

# NEWS RELEASE



**FORUM RESEARCH INC.**

**FOR IMMEDIATE RELEASE**

## **Torontonians Support a \$15.00 Minimum Wage**

Toronto, April 6<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 840 Toronto voters, (70%) approve of an increase to the minimum wage in Ontario, from \$11.40 to \$15.00. Only (25%) would disapprove, and (5%) don't know.

Respondents most likely to say that they support raising the minimum wage include those aged 34 and younger (72%), 45-54 (72%), or 65+ (70%), females (75%), earning \$20,000-\$40,000 (84%), the least educated (79%), and supporting the Green Party (89%).

Respondents most likely to oppose an increase to the minimum wage include those aged 35-44 (31%), males (32%), the most wealthy (31%), with a college/university degree (28%) or post-graduate degree (27%), and supporting the Progressive Conservatives (43%)

“Torontonians are strongly supportive of an increase to the minimum wage in Ontario, with seven in ten saying they would support \$15.00. An increase could make the rising cost of housing, already an issue for many Torontonians, that much easier to handle,” said Dr. Lorne Bozinoff, President of Forum Research

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 840 randomly selected Toronto Voters. The poll was conducted on April 4-5, 2017.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)



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**Minimum Wage**

Currently, the minimum wage in Ontario is \$11.40 per hour. Would you approve or disapprove of raising the minimum wage to \$15.00 in the province?

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	840	149	129	178	171	213	431	385
Approve	70	72	66	72	69	70	64	75
Disapprove	25	25	31	24	25	21	32	20
Don't know	5	3	3	4	6	9	4	5

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	840	68	100	105	83	101	210
Approve	70	76	84	75	70	72	66
Disapprove	25	14	11	23	27	24	31
Don't know	5	9	5	3	4	4	3

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	840	285	74	130	140	58	153
Approve	70	68	68	73	72	74	66
Disapprove	25	29	23	22	23	22	29
Don't know	5	4	9	5	5	4	5

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	840	90	203	347	200
Approve	70	79	72	68	67
Disapprove	25	15	24	28	27
Don't know	5	7	4	4	6



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### Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	840	350	242	34	45	22	147
Approve	70	69	72	72	67	80	66
Disapprove	25	27	24	28	25	20	26
Don't know	5	4	5	0	8	0	8

### Current Provincial Vote Preference

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party
Sample	840	232	311	167	49	17
Approve	70	80	51	84	89	41
Disapprove	25	16	43	13	11	50
Don't know	5	3	6	3	0	8

### Municipal Voter Preference

%	Total	John Tory	Doug Ford	Someone else
Sample	840	370	230	164
Approve	70	66	65	80
Disapprove	25	28	30	17
Don't know	5	5	5	3

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