

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

June 15th, 2016

HIGHLIGHTS:

- Almost exactly equal proportions support (42%) or oppose (43%) the idea of Toronto making a bid to host Expo 2025
- In comparison, when asked last year if Toronto should bid on the 2024 Olympics, 6-in-10 supported the idea (July, 2015- 61%)
- Just fewer than one quarter (22%) support using public funds to bid on Expo 2025 (22%)
- “It appears the idea of Expo 2025 doesn’t have the cachet of the 2024 Olympics, about which Torontonians are more excited, even when publicly funded. It is clear, though, however enthusiastic the city is about these international shindigs, they don’t think they should be funded out of the public purse”

FOR IMMEDIATE RELEASE

Even Split on Whether to Bid on Expo 2025

Few approve of a publicly funded bid

In a random sampling of public opinion taken by the Forum Poll™ among 882 Toronto voters, almost exactly equal proportions support (42%) or oppose (43%) the idea of Toronto making a bid to host Expo 2025. One in six have no opinion (16%).

Support for the idea is greatest among the younger mid aged (35 to 44 - 54%), the least wealthy (50%), among those with children (49%) and among those who commute to work or school by bicycle (48%).

In comparison, when asked last year if Toronto should bid on the 2024 Olympics, 6-in-10 supported the idea (July, 2015- 61%).

Two thirds disapprove of a publicly funded bid

When Toronto voters are asked, however, just fewer than one quarter (22%) support using public funds to bid on Expo 2025 (22%) and 6-in-10 oppose the idea (63%). One sixth has no opinion (15%). In comparison, when we asked this question last year of the 2024 Olympics, just more than a third supported the idea (36%), while more than a half opposed the idea (53%).

“It appears the idea of Expo 2025 doesn’t have the cachet of the 2024 Olympics, about which Torontonians are more excited, even when publicly funded. It is clear, though, however enthusiastic the city is about these international shindigs, they don’t think they should be funded out of the public purse” said Forum Research President, Dr. Lorne Bozinoff.

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

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
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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 882 randomly selected Canadian adults. The poll was conducted on June 14th, 2016.

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

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

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Expo Trending:

Support for 2025 Expo vs. 2024 Olympic Bid

%	2025 Expo (June 15 th , 2016)	2024 Olympics (July 27 th , 2015)
Sample	882	755
Support	42	61
Oppose	43	30
Don't know	16	9

Support for Public Funding of 2025 Expo vs. 2024 Olympics

%	2025 Expo (June 15 th , 2016)	2024 Olympics (August 2 nd , 2015)
Sample	882	892
Support	22	36
Oppose	63	53
Don't know	15	11

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June 15th, 2016

Support of Toronto's 2025 Expo Bid

Do you support or oppose Toronto making a bid to host Expo 2025?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	194	129	173	185	201	416	466
Support	42	44	54	39	39	25	46	37
Oppose	43	35	36	44	49	60	40	45
Don't know	16	22	10	17	12	16	13	18

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	882	86	134	119	83	86	190
Support	42	50	44	39	43	40	40
Oppose	43	27	41	40	45	44	50
Don't know	16	23	15	21	12	16	11

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	882	300	83	164	134	55	146
Support	42	40	42	43	39	47	41
Oppose	43	43	43	41	43	45	43
Don't know	16	16	15	16	18	9	16

Children

%	Total	Yes	No	MOMS
Sample	882	232	650	109
Support	42	49	38	47
Oppose	43	35	46	35
Don't know	16	16	16	18

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TORONTO
June 15th, 2016

Support of Public Funds for Toronto's 2025 Expo Bid

Do you support or oppose using public funds to make a bid to host Expo 2025?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	194	129	173	185	201	416	466
Approve	22	19	26	27	21	14	25	19
Disapprove	63	65	62	56	65	69	64	63
Don't know	15	15	11	17	14	17	11	18

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	882	86	134	119	83	86	190
Support	42	50	44	39	43	40	40
Oppose	43	27	41	40	45	44	50
Don't know	16	23	15	21	12	16	11

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	882	300	83	164	134	55	146
Approve	22	23	31	20	21	29	17
Disapprove	63	61	53	62	69	55	70
Don't know	15	16	16	18	11	16	12

Children

%	Total	Yes	No	Moms
Sample	882	232	650	109
Approve	22	21	22	19
Disapprove	63	65	63	63
Don't know	15	14	15	18

For more information:

Lorne Bozinoff, Ph.D.

President

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