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**THREE-QUARTERS (74%) OF TORONTONIANS GIVE  
LASTMAN THUMBS-UP**  
**-- Four in five (79%) GTA residents support having 2008 Olympic  
Games in Toronto --**

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This Angus Reid Group/CFTO/CFRB Poll was conducted by telephone between September 3<sup>rd</sup> and 8<sup>th</sup>, 1998 among a representative cross-section of 1,000 residents of the GTA (the new city of Toronto and the 905-belt).

These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual GTA population according to the 1996 Census data.

With a GTA-wide sample of 1,000, one can say with 95 percent certainty that the results are within +/-3.2 percentage points of what they would have been had the entire adult GTA population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. The City of Toronto sample consists of 628 respondents and one can say with 95 percent certainty that the results are within +/-4.1 percentage points of what they would have been had the entire City of Toronto been polled.

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## **THREE-QUARTERS (74%) OF TORONTONIANS GIVE LASTMAN THUMBS-UP**

### **-- Four in five (79%) GTA residents support having 2008 Olympic Games in Toronto --**

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In a robust survey of public opinion among residents of the new City of Toronto, this Angus Reid Group/CFTO/CFRB poll uncovered that Torontonians are united in their high estimations of Mayor Lastman's performance. Specifically, three-quarters (74%) approve of the overall performance of Mel Lastman, Mayor of Toronto.

GTA residents (residents of 416 and 905 combined) were also asked about the City of Toronto's bid to host the 2008 Summer Olympics. A resounding four in five (79%) Torontonians are in favour of the City of Toronto hosting the upcoming games.

These are the highlights of a study conducted by the Angus Reid Group among residents of the new City of Toronto and the 905-belt (the GTA). This study was conducted between September 3<sup>rd</sup> and 8<sup>th</sup>, 1998 among 628 residents of the city of Toronto and 372 residents of the 905-belt (total sample 1000). The entire sample is said to have a margin of error of  $\pm 3.2$  percentage points nineteen times out of twenty and the City of Toronto sub-sample has an associated margin of error of  $\pm 4.1$  percentage points nineteen times out of twenty.

#### **Three-quarters (74%) give Lastman thumbs-up**

Approaching the one-year anniversary of the election of Toronto's first mega-city mayor, Torontonians are united in their positive appraisal of Mayor Lastman's overall performance. In the most robust sounding of public opinion since the election of the mayor to the new mega-city in November 1997, three-quarters (74%) approve of his performance (28% strongly) and 23% disapprove (9% strongly). In fact, almost all (98%) of those who cast a ballot for Lastman in the last municipal election approve of his performance and half (54%) of those who voted for Barbara Hall approve of Lastman's performance.

- While enjoying the stamp of approval from Torontonians in all regions, the mayor's strongest contingent of supporters hail from North York (81%).
- Lastman fares just as well among men (74%) as he does among women (73%).

- There are no differences in people's affinity for the mayor's performance based on income (>30K: 76%; \$30K-<60K: 71%; \$60K+: 76%).
- Older Torontonians are slightly more enamoured with the mayor's performance than younger residents (55+: 82%; 35-54: 71%; 18-34: 70%).

### **Bring on the 2008 Games!**

Residents of the GTA (the new City of Toronto and the 905-belt) were told that the City of Toronto is bidding to have the 2008 Summer Olympics held in the City. They were then asked to indicate if they would be in favour of or opposed to the City of Toronto hosting the 2008 Summer Olympics. A resounding majority (79%) is in favour of Toronto hosting the games (a full majority (55%) is strongly in favour). An additional one in five (19%) oppose the City of Toronto hosting the Games. The possibility of Toronto hosting the 2008 Olympic games is favoured by a majority in all regions of the GTA and across all socio-demographic groupings.

- Younger GTA residents (18-34: 91%) are bigger boosters of the prospect of Toronto hosting the games than older residents (55+: 65%).

Of the 79 percent who support the City's bid to host the games, half (54%) are supportive because of the potential business that the games might deliver (54% cite *good for business* as the primary reason for their support). In addition, one-third (35%) mention that it is good for posterity (*makes the city important, recognition*) and one quarter (25%) cite *tourism* as their primary rationale for being in support of Toronto hosting the 2008 Games.

The primary deterrent for those residents who are opposed to having the 2008 Summer Olympics in Toronto (19%) are the expenses that might be incurred (38% cite *expensive*). In addition, *tax increases* (14%), *too many tourists* (10%) and *traffic problems /congestion* (10%) are mentioned by the nay-sayers as the reasons that they oppose the City of Toronto hosting the 2008 Summer Olympics.

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