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## **PULSE OF TORONTO**

**-- Economic Retrospective --**

**-- OHIP should not cover Viagra --**

**-- Torontonians stand behind President Clinton --**

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This Angus Reid/CFRB/Toronto Sun poll was conducted by telephone between September 27<sup>th</sup> and 28<sup>th</sup>, 1998 among a representative cross-section of 400 residents of the new city of Toronto.

These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Toronto population according to the 1996 Census data. With a sample of 400, one can say with 95 percent certainty that the overall results are within  $\pm 5.0$  percentage points of what they would have been had the entire adult Toronto population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population.

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#### ***Economic Retrospective***

Once again, this year, the Pulse of Toronto Poll asked Torontonians to reflect on their economic situation. In particular, respondents were asked whether they believe the economy of the new city of Toronto has improved, stayed the same or gotten worse over the last year. Similarly, they were asked if their economic situation and that of their family has improved stayed the same or gotten worse over the last year. Three quarters of Torontonians believe that the economy of the city (76%) and their own personal economic situation (78%) has improved or stayed the same; however, when looked at in the context of last year's results, they point to an over-all downturn in the economic situation for the city accompanied with an overall upturn for respondents' individual economic realities.

This year, one third (35%) indicate that the economy of the new city of Toronto has improved while two in five (41%) indicate that it has stayed the same and one in five (18%) believe that it has actually gotten worse over the last year. Notably, men (46%) are more likely to remark that the economy of Toronto has improved while women (47%) are more likely to indicate that it has stayed the same. In addition, those who have pursued at least some post secondary education (43%) are the most likely to believe that the economy has stayed the same.

Looking at their own economic situation and that of their family, three in ten (31%) indicate that it has improved, while half (47%) believe that it has stayed the same and one in five (22%) opine that it has actually gotten worse over the last year. Younger Torontonians (39% among those between 18 and 34) are more likely than others to indicate that it has improved while older respondents (58% among those over 55 years) are more likely to indicate that it has stayed the same. In addition, men (36%) are more likely than women (26%) to note an improvement to their personal economic situation while women (26%) are more likely to indicate that it has gotten worse (compared to 17% among men).

While respondents believe that the economy of the city as a whole has not performed as well as it did two years ago (1998: 35% say improved; 1997: 47% say improved), the proportion of Torontonians who report being in a better economic situation than they were one year ago has increased since the last Pulse of Toronto Poll was conducted last fall (1998: 31% improved; 1997: 26% improved). In other words, while respondents are more likely to indicate that their own economic situation has improved than they were one year ago, they are not as up-beat about the economic realities of the new city.

### ***Seven in ten don't believe Viagra should be covered by OHIP***

Respondents were asked if they agreed or disagreed with the statement, "Once Viagra, a male impotence drug, is available in Ontario, OHIP should cover the cost of the prescription." Seven in ten (70%) disagree with this statement while three in ten (28%) agree.

While there are no differences across generation lines, women are slightly more likely (72%) than men (67%) to indicate that the male impotence drug should not be covered by OHIP once it is available in Ontario.

### ***Torontonians indicate that Clinton is still an effective international leader (79%) and that he should complete his term as president (73%)***

In the context of recent turmoil and calls for the president's resignation or impeachment, Torontonians stand behind Bill Clinton.

Respondents told that among other things an independent counsel in the United States has uncovered a sex scandal involving President Clinton and former White House Intern Monica Lewinsky. Based on what they have seen read or hear, respondents were asked if they believe the president should leave office either through resignation or impeachment or if he should serve out his term. Three quarters (73%) indicate that he should serve out his term. An additional one-quarter (25%) indicate that he should leave office. Men (78%) are slightly more likely than women (70%) are to indicate that he should serve out his term.

Respondents were also asked if they still view the president as an effective international leader. An overwhelming majority (79%) indicates that he is. While the President scores high among all

Torontonians, younger Torontonians (83% among those 18-34) and men (84%) are more likely to view the president as an effective international leader.

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