

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Majority Who Are Aware of Colour Change Prefer White Police Cars

Two thirds aware colour will change

In a random sampling of public opinion taken by the Forum Poll™ among 757 Toronto voters, 6-in-10 are aware the Toronto Police Service is changing the colour of its police cars from white to dark grey (59%). Among these voters, close to 6-in-10 prefer the current white cars (56%), while just a quarter prefer the new dark grey ones (27%). In total, across all voters, one third approve of the current white cars (33%), less than a fifth prefer the new dark grey cars (16%) and the remainder prefer neither (6%), don't have an opinion (5%) or weren't aware of the colour change

Preference for the dark grey livery is common to Gen X (45 to 54 - 19%), the wealthy (\$80K to \$100K - 22%), in downtown Toronto (19%), those who didn't finish college (19%), commuters who use private vehicles (21%) and John Tory voters from the last election (20%).

"Many Torontonians recall the chrome yellow police cars of the early 80s, and how they stood out. At the time, the change to white cars (because of environmental issues with the yellow paint) was widely discussed. In this case, it was not" 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.

MEDIA INQUIRIES:

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TORONTO

October 25th, 2016

HIGHLIGHTS:

- 6-in-10 are aware the Toronto Police Service is changing the colour of its police cars from white to dark grey (59%)
- Close to 6-in-10 prefer the current white cars (56%)
- Preference for the dark grey livery is common to Gen X (45 to 54 - 19%), the wealthy (\$80K to \$100K - 22%)
- "Many Torontonians recall the chrome yellow police cars of the early 80s, and how they stood out. At the time, the change to white cars (because of environmental issues with the yellow paint) was widely discussed. In this case, it was not" said Forum Research President, Dr. Lorne Bozinoff

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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 757 randomly selected Toronto voters. The poll was conducted on October 24th, 2016.

Results based on the total sample are considered accurate +/- 4%, 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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New Toronto Police Service Car Colour

Were you aware the Toronto Police Service has changed the colour of its new police cars?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	757	127	105	152	180	193	381	351
Yes	59	48	58	58	71	72	61	58
No	41	52	42	42	29	28	39	42

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	757	89	97	105	95	74	156
Yes	59	49	53	62	51	58	61
No	41	51	47	38	49	42	39

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	757	232	81	138	114	48	144
Yes	59	57	76	52	59	58	63
No	41	43	24	48	41	42	37

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	757	92	181	281	203
Yes	59	60	56	61	58
No	41	40	44	39	42

Mode of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	757	275	203	36	45	26	172
Yes	59	59	53	67	56	57	69
No	41	41	47	33	44	43	31

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Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	757	118	342	117	45
Yes	59	64	65	62	69
No	41	36	35	38	31

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TORONTO
October 25th, 2016

Car Colour Preference

Which colour police car do you prefer?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	757	127	105	152	180	193	381	351
Current white police cars	33	23	34	33	42	43	34	32
New dark grey police cars	16	13	14	19	18	18	18	13
Neither	6	8	5	4	6	4	6	5
Don't know	5	4	5	2	5	7	2	6

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	757	89	97	105	95	74	156
Current white police cars	33	25	26	29	24	32	39
New dark grey police cars	16	14	18	17	16	22	12
Neither	6	7	1	9	9	2	3
Don't know	5	2	8	7	2	3	6

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	757	232	81	138	114	48	144
Current white police cars	33	31	40	28	30	34	41
New dark grey police cars	16	19	15	15	18	14	13
Neither	6	4	7	6	8	4	5
Don't know	5	3	15	4	3	6	4

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	757	92	181	281	203
Current white police cars	33	31	25	36	37
New dark grey police cars	16	13	19	18	11
Neither	6	11	7	4	3
Don't know	5	5	5	2	7

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Mode of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	757	275	203	36	45	26	172
Current white police cars	33	31	28	40	31	41	46
New dark grey police cars	16	21	15	14	5	10	10
Neither	6	5	8	2	4	6	4
Don't know	5	2	3	11	16	0	8

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Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	757	118	342	117	45
Current white police cars	33	41	38	33	35
New dark grey police cars	16	16	20	12	20
Neither	6	2	3	9	10
Don't know	5	5	4	8	4

For more information:

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