

NEWS RELEASE



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Majority Agree With “No Texting While Walking” Rule

Most popular with oldest, but not with cyclists

In a random sampling of public opinion taken by the Forum Poll™ among 868 Toronto voters, the majority agreed with city council’s desire to make texting illegal while crossing the street (56%), whereas just one third disagree (35%) and one tenth don’t have an opinion (8%). Agreement with council’s plan is common to the oldest (73%), those with medium incomes (\$60K to \$80K - 62%), in North York (63%), among mothers (61%), among those who commute by private vehicle (61%) but not so much amongst cyclists (48%), among those with some college or university (64%) and among those who voted for the mayor in the last municipal election (62%).

“It’s predictable, of course, that older voters, who are less exposed to texting, and are frequently pedestrians, are in favour of this idea, but it is interesting to note that it is car drivers who are more likely to support it than cyclists, who frequently see themselves as victims of automobiles” said Forum Research President, Dr. Lorne Bozinoff.

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TORONTO

July 20th, 2016

HIGHLIGHTS:

- The majority agreed with city council’s desire to make texting illegal while crossing the street (56%), whereas just one third disagree (35%) and one tenth don’t have an opinion (8%)
- “It’s predictable, of course, that older voters, who are less exposed to texting, and are frequently pedestrians, are in favour of this idea, but it is interesting to note that it is car drivers who are more likely to support it than cyclists, who frequently see themselves as victims of automobiles”

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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 868 randomly selected Toronto adults. The poll was conducted on July 18th, 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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Texting While Walking

City council wants to make texting while crossing the street illegal. Do you agree or disagree with this idea?

[All Respondents]

Age / Gender

| % | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Male | Female |
|------------|-------|-------|-------|-------|-------|-----|------|--------|
| Sample | 868 | 186 | 133 | 186 | 168 | 195 | 419 | 426 |
| Agree | 56 | 39 | 64 | 58 | 62 | 73 | 54 | 59 |
| Disagree | 35 | 54 | 29 | 31 | 27 | 21 | 39 | 32 |
| Don't know | 8 | 7 | 7 | 12 | 11 | 6 | 7 | 10 |

Income

| % | Total | <20K | 20-40K | 40-60K | 60-80K | 80-100K | 100-250K |
|------------|-------|------|--------|--------|--------|---------|----------|
| Sample | 868 | 86 | 110 | 125 | 102 | 99 | 171 |
| Agree | 56 | 51 | 56 | 60 | 62 | 51 | 56 |
| Disagree | 35 | 38 | 40 | 32 | 31 | 42 | 34 |
| Don't know | 8 | 11 | 4 | 8 | 7 | 7 | 10 |

Region

| % | Total | Former City of Toronto | East York | North York | Etobicoke | York | Scarborough |
|------------|-------|------------------------|-----------|------------|-----------|------|-------------|
| Sample | 868 | 301 | 65 | 158 | 117 | 67 | 160 |
| Agree | 56 | 50 | 53 | 63 | 55 | 52 | 59 |
| Disagree | 35 | 42 | 37 | 30 | 37 | 39 | 31 |
| Don't know | 8 | 8 | 10 | 7 | 8 | 9 | 10 |

Mode of Transit

| % | Total | Private vehicle | Public transit | Bicycle | Walking | Some other way | Don't travel to work or school |
|------------|-------|-----------------|----------------|---------|---------|----------------|--------------------------------|
| Sample | 868 | 319 | 272 | 46 | 60 | 29 | 142 |
| Agree | 56 | 61 | 54 | 46 | 38 | 46 | 64 |
| Disagree | 35 | 32 | 38 | 48 | 48 | 41 | 26 |
| Don't know | 8 | 8 | 8 | 6 | 14 | 13 | 10 |

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Children

| % | Total | Yes | No | MOMS |
|------------|-------|-----|-----|------|
| Sample | 868 | 223 | 645 | 94 |
| Agree | 56 | 56 | 56 | 61 |
| Disagree | 35 | 35 | 35 | 30 |
| Don't know | 8 | 8 | 8 | 10 |

Past Mayoral Vote Preference

| % | Total | Doug Ford | John Tory | Olivia Chow | Someone else |
|------------|-------|-----------|-----------|-------------|--------------|
| Sample | 868 | 142 | 353 | 143 | 52 |
| Agree | 56 | 59 | 62 | 54 | 64 |
| Disagree | 35 | 37 | 30 | 38 | 23 |
| Don't know | 8 | 4 | 8 | 8 | 14 |

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