

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**October 16<sup>th</sup>, 2016**

## **HIGHLIGHTS:**

- Relatively equal proportions approve (49%) and disapprove (44%) of the city's pit bull ban
- Just more than one third agree with the ban more now than three months ago (35%)
- Virtually equal proportions think Mayor Coderre has handled the ban well (48%) or not well (46%)
- Three-in-ten Montrealers are less likely to vote for Mayor Coderre in the next municipal election (30%)
- Six-in-ten Montrealers approve of the job Denis Coderre is doing as mayor (61%)
- One half of Montreal voters disapprove of the \$40 million plan to light up the Jacques-Cartier Bridge for the city's 375th birthday (49%)

## **FOR IMMEDIATE RELEASE**

### **Even Split on Approval of Pit Bull Ban**

#### **Half disapprove of lighting up Jacques-Cartier bridge**

In a random poll of public opinion taken by the Forum Poll™ for the Montreal Gazette among 808 Montreal voters, relatively equal proportions approve (49%) and disapprove (44%) of the city's pit bull ban. Very few don't have an opinion on this issue (6%). Approval of the ban is characteristic of the oldest (62%), the wealthy (\$80K to \$100K - 58%), mothers of children (55%), the best educated (post grad - 57%) and Francophones (50%) rather than Anglophones (36%). Disapproval of the ban is especially characteristic of the youngest (67%) Anglophones (60%) and those who disapprove of Mayor Coderre (61%).

#### **Even split on whether opinion of ban has improved**

Just more than one third agree with the ban more now than three months ago (35%), while just fewer disagree more now (30%). A similar proportion has not changed their view in that time (32%).

#### **Even split on how Mayor Coderre has handled the ban**

Virtually equal proportions think Mayor Coderre has handled the ban well (48%) or not well (46%), and one fifth say he has handled it "very well" (21%). Those who think he has handled it very well include the oldest (26%) and those with children (27%).

#### **Slightly more will vote against Mayor Coderre because of ban**

Three-in-ten Montrealers are less likely to vote for Mayor Coderre in the next municipal election because of the ban (30%), while one quarter are more likely to vote for him for this reason (25%). Fully 4-in-10 will not let the pit bull ban affect their vote (39%).

#### **Mayor's approval is high**

Six-in-ten Montrealers approve of the job Denis Coderre is doing as mayor (61%), and this view is common to the oldest (72%), the best educated (post grad - 67%) and Francophones (64%) rather than Anglophones (49%).

#### **One half disagree with lighting Jacques-Cartier Bridge**

One half of Montreal voters disapprove of the \$40 million plan to light up the Jacques-Cartier Bridge for the city's 375th birthday (49%) and just fewer than 4-in-10 approve (38%). Approval is characteristic of younger voters (35 to 44 -

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

43%), males (43%) rather than females (33%), the very wealthiest (\$100K to \$250K - 48%), the best educated (post grad - 46%) and Francophones (42%) more than Anglophones (24%). Those who approve of the job being done by Mayor Coderre are likely to approve this plan (46%).

“Both the pit bull ban and the plan to light the Jacques-Cartier Bridge have their supporters and detractors, apparently in roughly equal proportions. These appears to be policies with the power to split the city” 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)  
416.960.9603

## **TORONTO**

**October 16<sup>th</sup>, 2016**

## **HIGHLIGHTS:**

- “Both the pit bull ban and the plan to light the Jacques-Cartier Bridge have their supporters and detractors, apparently in roughly equal proportions. These appear to be policies with the power to split the city” said Forum Research President, Dr. Lorne Bozinoff

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 808 randomly selected Montreal voters. Respondents were screened to live in one of the 19 boroughs of the City of Montreal, and those living in de-amalgamated towns were excluded. The poll was conducted on October 15 and 16, 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](http://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](http://www.forumresearch.com/polls.asp)

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**October 16<sup>th</sup>, 2016**

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### Denis Coderre

Overall, do you approve or disapprove of the job Denis Coderre is doing as mayor?

[All Respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	808	228	143	146	132	159	421	377
Approve	61	53	62	60	63	72	59	63
Disapprove	39	47	38	40	37	28	41	37

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	808	140	165	130	85	63	102
Approve	61	56	62	59	62	62	63
Disapprove	39	44	38	41	38	38	37

### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	808	124	211	290	183
Approve	61	60	61	58	67
Disapprove	39	40	39	42	33

### Language

%	Total	French	English	Other
Sample	808	589	145	74
Approve	61	64	49	58
Disapprove	39	36	51	42

### Past Mayoral Vote Preference

%	Total	Denis Coderre	Mélanie Joly	Someone else
Sample	808	269	70	214
Approve	61	77	59	44
Disapprove	39	23	41	56

## TORONTO

October 16<sup>th</sup>, 2016

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Montreal's Pit Bull-type Dog Ban**

*Do you approve or disapprove of Montreal's ban on pit bull-type dogs?*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	808	228	143	146	132	159	421	377
Approve	49	27	57	58	60	62	52	47
Disapprove	44	67	37	36	35	30	42	46
Don't know	6	7	5	6	5	9	6	7

**Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	808	140	165	130	85	63	102
Approve	49	51	47	46	56	58	50
Disapprove	44	39	46	51	39	39	45
Don't know	6	10	7	2	6	3	4

**Children**

%	Total	Yes	No	MOMS
Sample	808	249	559	55
Approve	49	54	47	46
Disapprove	44	38	47	51
Don't know	6	7	6	4

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	808	124	211	290	183
Approve	49	43	48	48	57
Disapprove	44	44	46	47	38
Don't know	6	12	6	5	5

**TORONTO**  
 October 16<sup>th</sup>, 2016

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**October 16<sup>th</sup>, 2016**

### **Language**

<b>%</b>	<b>Total</b>	<b>French</b>	<b>English</b>	<b>Other</b>
<b>Sample</b>	<b>808</b>	<b>589</b>	<b>145</b>	<b>74</b>
<b>Approve</b>	49	50	36	64
<b>Disapprove</b>	44	43	60	28
<b>Don't know</b>	6	7	4	7

### **Past Mayoral Vote Preference**

<b>%</b>	<b>Total</b>	<b>Denis Coderre</b>	<b>Mélanie Joly</b>	<b>Someone else</b>
<b>Sample</b>	<b>808</b>	<b>269</b>	<b>70</b>	<b>214</b>
<b>Approve</b>	49	57	57	44
<b>Disapprove</b>	44	39	41	49
<b>Don't know</b>	6	5	3	7

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**  
**October 16<sup>th</sup>, 2016**

**Opinion of the Pit Bull Ban Shifts**

*Has your opinion of the pit bull ban changed in the last three months, since mid-summer?*

[All Respondents]

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	808	228	143	146	132	159	421	377
Agree with the ban more now	35	21	33	38	42	53	37	34
Agree with the ban less now	30	38	25	26	27	25	25	33
Opinion of the ban hasn't changed	32	39	39	32	27	19	35	29
Don't know	3	2	3	3	4	3	3	4

**Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	808	140	165	130	85	63	102
Agree with the ban more now	35	43	38	32	40	37	26
Agree with the ban less now	30	32	26	34	32	30	24
Opinion of the ban hasn't changed	32	20	31	31	27	32	50
Don't know	3	4	6	3	1	1	0

**Children**

%	Total	Yes	No	MOMS
Sample	808	249	559	55
Agree with the ban more now	35	39	33	27
Agree with the ban less now	30	23	33	33
Opinion of the ban hasn't changed	32	35	31	38
Don't know	3	4	3	2

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
<b>Sample</b>	<b>808</b>	<b>124</b>	<b>211</b>	<b>290</b>	<b>183</b>
Agree with the ban more now	35	35	40	34	32
Agree with the ban less now	30	26	32	29	30
Opinion of the ban hasn't changed	32	31	26	35	36
Don't know	3	7	3	2	2

**TORONTO**  
**October 16<sup>th</sup>, 2016**

**Language**

%	Total	French	English	Other
<b>Sample</b>	<b>808</b>	<b>589</b>	<b>145</b>	<b>74</b>
Agree with the ban more now	35	36	27	47
Agree with the ban less now	30	29	36	24
Opinion of the ban hasn't changed	32	34	33	19
Don't know	3	2	4	10

**Past Mayoral Vote Preference**

%	Total	Denis Coderre	Mélanie Joly	Someone else
<b>Sample</b>	<b>808</b>	<b>269</b>	<b>70</b>	<b>214</b>
Agree with the ban more now	35	43	39	23
Agree with the ban less now	30	25	28	34
Opinion of the ban hasn't changed	32	29	33	41
Don't know	3	3	0	2

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Municipal Handling of the Pit Bull Ban?**

*How well do you think Mayor Coderre has handled the issue of the pit bull ban?*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	808	228	143	146	132	159	421	377
NET: TOP2	48	28	52	54	58	67	50	47
NET: BTM2	46	66	37	43	38	31	44	48
Handled it very well	21	11	25	26	25	26	22	20
Handled it somewhat well	28	17	27	29	33	41	28	27
Not handled it very well	29	37	21	28	26	25	25	32
Not handled it well at all	18	30	16	15	11	6	19	16
Don't know	5	6	11	2	5	2	6	5

**Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	808	140	165	130	85	63	102
NET: TOP2	48	57	53	47	49	39	43
NET: BTM2	46	34	43	49	49	53	52
Handled it very well	21	28	22	18	23	18	18
Handled it somewhat well	28	30	31	30	27	22	25
Not handled it very well	29	19	28	28	34	36	33
Not handled it well at all	18	14	15	21	16	17	19
Don't know	5	9	4	4	1	8	5

**Children**

%	Total	Yes	No	MOMS
Sample	808	249	559	55
NET: TOP2	48	50	48	37
NET: BTM2	46	41	49	55
Handled it very well	21	27	18	17
Handled it somewhat well	28	23	29	20
Not handled it very well	29	27	29	34
Not handled it well at all	18	13	20	21
Don't know	5	9	3	8

**TORONTO**  
 October 16<sup>th</sup>, 2016

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	808	124	211	290	183
NET: TOP2	48	53	55	42	48
NET: BTM2	46	39	43	52	46
Handled it very well	21	26	23	17	20
Handled it somewhat well	28	27	32	24	28
Not handled it very well	29	17	31	32	28
Not handled it well at all	18	22	12	20	18
Don't know	5	8	2	6	6

**TORONTO**  
**October 16<sup>th</sup>, 2016**

**Language**

%	Total	French	English	Other
Sample	808	589	145	74
NET: TOP2	48	49	40	59
NET: BTM2	46	46	57	27
Handled it very well	21	22	16	25
Handled it somewhat well	28	27	25	34
Not handled it very well	29	28	36	20
Not handled it well at all	18	18	21	8
Don't know	5	5	3	14

**Past Mayoral Vote Preference**

%	Total	Denis Coderre	Mélanie Joly	Someone else
Sample	808	269	70	214
NET: TOP2	48	61	53	37
NET: BTM2	46	35	45	59
Handled it very well	21	29	23	12
Handled it somewhat well	28	32	30	24
Not handled it very well	29	22	32	33
Not handled it well at all	18	14	12	26
Don't know	5	4	2	5

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

***Pit Bull Ban Approval***

<b>%</b>	<b>Total</b>	<b>PIT BULL BAN - Approve</b>	<b>PIT BULL BAN - Disapprove</b>	<b>PIT BULL BAN - Don't know</b>
<b>Sample</b>	<b>808</b>	<b>408</b>	<b>349</b>	<b>51</b>
<b>NET: TOP2</b>	48	77	19	34
<b>NET: BTM2</b>	46	19	77	46
<b>Handled it very well</b>	21	36	5	14
<b>Handled it somewhat well</b>	28	40	14	21
<b>Not handled it very well</b>	29	16	41	37
<b>Not handled it well at all</b>	18	3	36	10
<b>Don't know</b>	5	5	4	19

**TORONTO**

**October 16<sup>th</sup>, 2016**

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Effect on Municipal Vote in 2017**

*Will the pit bull ban have an effect on your vote in the Montreal municipal elections in 2017?*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	808	228	143	146	132	159	421	377
More likely to vote for Mayor Coderre because of the ban	25	12	27	22	32	40	22	28
Less likely to vote for Mayor Coderre because of the ban	30	43	24	28	27	18	31	28
Ban will not affect your vote either way	39	36	42	43	38	37	41	37
Don't know	6	9	7	7	3	4	6	7

**Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	808	140	165	130	85	63	102
More likely to vote for Mayor Coderre because of the ban	25	25	29	26	25	25	18
Less likely to vote for Mayor Coderre because of the ban	30	37	35	29	30	16	24
Ban will not affect your vote either way	39	27	30	40	40	49	56
Don't know	6	10	6	5	5	10	2

**Children**

%	Total	Yes	No	MOMS
Sample	808	249	559	55
More likely to vote for Mayor Coderre because of the ban	25	23	26	18
Less likely to vote for Mayor Coderre because of the ban	30	28	31	43
Ban will not affect your vote either way	39	41	38	34
Don't know	6	8	6	6

**TORONTO**  
 October 16<sup>th</sup>, 2016

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
<b>Sample</b>	<b>808</b>	<b>124</b>	<b>211</b>	<b>290</b>	<b>183</b>
More likely to vote for Mayor Coderre because of the ban	25	30	33	19	21
Less likely to vote for Mayor Coderre because of the ban	30	33	28	31	28
Ban will not affect your vote either way	39	29	32	43	45
Don't know	6	8	6	7	5

**TORONTO**  
**October 16<sup>th</sup>, 2016**

**Language**

%	Total	French	English	Other
<b>Sample</b>	<b>808</b>	<b>589</b>	<b>145</b>	<b>74</b>
More likely to vote for Mayor Coderre because of the ban	25	26	17	31
Less likely to vote for Mayor Coderre because of the ban	30	28	36	34
Ban will not affect your vote either way	39	40	40	25
Don't know	6	6	8	10

**Past Mayoral Vote Preference**

%	Total	Denis Coderre	Mélanie Joly	Someone else
<b>Sample</b>	<b>808</b>	<b>269</b>	<b>70</b>	<b>214</b>
More likely to vote for Mayor Coderre because of the ban	25	36	28	14
Less likely to vote for Mayor Coderre because of the ban	30	25	33	33
Ban will not affect your vote either way	39	36	35	48
Don't know	6	4	4	5

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Lighting of Jacques-Cartier Bridge**

*The City of Montreal is planning to spend close to forty million dollars lighting up the Jacques-Cartier Bridge to celebrate the city's three hundred and seventy fifth birthday. Do you approve or disapprove of this plan?*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	808	228	143	146	132	159	421	377
Approve	38	35	43	38	35	40	43	33
Disapprove	49	51	44	45	53	51	47	51
Don't know	13	14	13	17	12	9	10	16

**Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	808	140	165	130	85	63	102
Approve	38	37	39	30	44	39	48
Disapprove	49	43	48	59	50	55	40
Don't know	13	20	14	11	6	6	12

**Children**

%	Total	Yes	No	MOMS
Sample	808	249	559	55
Approve	38	41	37	38
Disapprove	49	43	52	44
Don't know	13	16	12	17

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	808	124	211	290	183
Approve	38	34	32	39	46
Disapprove	49	47	56	50	41
Don't know	13	19	12	11	13

**TORONTO**  
 October 16<sup>th</sup>, 2016

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **TORONTO**

**October 16<sup>th</sup>, 2016**

### **Language**

<b>%</b>	<b>Total</b>	<b>French</b>	<b>English</b>	<b>Other</b>
<b>Sample</b>	<b>808</b>	<b>589</b>	<b>145</b>	<b>74</b>
<b>Approve</b>	38	42	24	36
<b>Disapprove</b>	49	45	70	39
<b>Don't know</b>	13	13	6	24

### **Past Mayoral Vote Preference**

<b>%</b>	<b>Total</b>	<b>Denis Coderre</b>	<b>Mélanie Joly</b>	<b>Someone else</b>
<b>Sample</b>	<b>808</b>	<b>269</b>	<b>70</b>	<b>214</b>
<b>Approve</b>	38	38	37	41
<b>Disapprove</b>	49	50	58	49
<b>Don't know</b>	13	12	6	10

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com