

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Few Have an Understanding of Sidewalk Toronto

Those who know it, think it benefits both Toronto and Sidewalk Labs

Toronto, November 23rd – In a random sampling of public opinion taken by The Forum Poll™ among 843 Toronto voters, just under one third (TOP2: 29%) could confidently describe the details of Sidewalk Toronto, the neighbourhood designed by a subsidiary of Google, with only 1 in 10 (10%) saying they could do so very confidently.

The majority, almost three-quarters (BTM2: 71%), say they would not be able to confidently describe Sidewalk Toronto, with 4 in 10 (42%) saying they are not at all confident in describing Sidewalk Toronto.

Respondents most likely to say they could confidently describe the project include those aged 34 and younger (37%), males (33%), earning \$60-80,000 (30%), with a college/university (28%) or post-graduate (31%) degree, living in North York (33%), York (33%), or Scarborough (33%), and supporting the PCs (32%) or Liberals (30%).

Respondents most likely to say that they could not confidently describe the project include those aged 65+ (83%), females (75%), the least wealthy (73%), earning \$80-\$100,000 (70%), or the most wealthy (73%), living in Etobicoke (78%), and supporting the Green Party (76%).

Amongst those that can confidently describe the project, half think the project will benefit the city and the company equally

When asked who benefits most from the development of Sidewalk Toronto, the plurality, half (49%), say that both the City of Toronto and Sidewalk Labs will benefit equally.

One-sixth (17%) say that Sidewalk Labs benefits most, just over 1 in 10 (13%) say that the City of Toronto benefits most, 1 in 10 (10%) say that neither benefits, while the same proportion (11%) say they don't know.

“Most aren't familiar with the Sidewalk Toronto development,” said Dr. Lorne Bozinoff, President of Forum Research. “But those that are say that both Sidewalk Labs and the city will benefit equally, which is great news for the backers of this project.”

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.

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“Most aren't familiar with the Sidewalk Toronto development,” said Dr. Lorne Bozinoff, President of Forum Research. “But those that are say that both Sidewalk Labs and the city will benefit equally, which is great news for the backers of this project.”



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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 843 randomly selected Toronto Voters. The poll was conducted November 21st and 22nd, 2017.

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 forumpoll.com.

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Sidewalk Toronto

If a friend asked you to describe the details of Sidewalk Toronto, the neighbourhood development project undertaken by a subsidiary of Google, how confidently would you be able to answer?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	843	140	131	161	156	255	406	412
NET: TOP2	29	37	27	33	26	17	33	25
NET: BTM2	71	63	73	67	74	83	67	75
Very confident	10	16	6	11	10	5	13	6
Somewhat confident	19	22	21	22	16	12	20	18
Not very confident	29	24	35	26	30	31	30	28
Not at all confident	42	38	38	41	44	52	38	47

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	843	68	97	84	96	110	184
NET: TOP2	29	27	32	31	36	30	27
NET: BTM2	71	73	68	69	64	70	73
Very confident	10	12	11	8	14	11	10
Somewhat confident	19	15	21	23	22	19	18
Not very confident	29	31	34	27	25	27	37
Not at all confident	42	42	34	43	39	43	36



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	843	108	181	314	240
NET: TOP2	29	36	27	28	31
NET: BTM2	71	64	73	72	69
Very confident	10	21	7	7	12
Somewhat confident	19	14	20	21	19
Not very confident	29	23	30	29	30
Not at all confident	42	41	43	43	39

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Region

%	Total	City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	843	310	64	153	127	51	138
NET: TOP2	29	26	28	34	22	33	33
NET: BTM2	71	74	72	66	78	67	67
Very confident	10	8	13	12	10	10	10
Somewhat confident	19	18	14	22	12	23	23
Not very confident	29	30	31	29	34	29	23
Not at all confident	42	45	41	37	44	38	44

Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	843	312	214	42	59	19	197
NET: TOP2	29	32	31	35	34	18	17
NET: BTM2	71	68	69	65	66	82	83
Very confident	10	11	9	21	14	6	5
Somewhat confident	19	21	22	14	20	12	11
Not very confident	29	27	30	43	33	18	26
Not at all confident	42	41	39	23	33	63	57



Provincial voting intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party	Undecided
Sample	843	254	275	171	56	22	65
NET: TOP2	29	32	30	28	24	56	15
NET: BTM2	71	68	70	72	76	44	85
Very confident	10	12	12	4	9	42	3
Somewhat confident	19	21	18	24	15	14	12
Not very confident	29	26	30	32	48	13	22
Not at all confident	42	42	41	40	28	31	63

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Who benefits most from Sidewalk Toronto

In your opinion, who benefits most from the development of Sidewalk Toronto, Sidewalk Labs, a subsidiary of Google, The City of Toronto, do they both benefit equally or does neither benefit?

[Base=Confidently or Somewhat confidently able to describe Sidewalk Toronto]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	219	49	36	51	40	43	120	84
Sidewalk labs	17	9	19	28	21	16	18	15
The City of Toronto	13	10	20	12	11	15	13	12
Both benefit equally	49	61	38	47	48	33	56	45
Neither benefit	10	11	13	5	12	6	7	12
Don't know	11	8	11	8	8	30	6	16

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	219	18	30	17	23	30	48
Sidewalk labs	17	18	9	8	19	21	21
The City of Toronto	13	21	16	11	16	11	8
Both benefit equally	49	22	63	66	31	48	57
Neither benefit	10	29	6	6	24	4	0
Don't know	11	10	6	10	10	16	13

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	219	33	51	71	64
Sidewalk labs	17	18	14	13	24
The City of Toronto	13	14	11	15	12
Both benefit equally	49	38	53	57	43
Neither benefit	10	20	6	6	11
Don't know	11	10	16	9	10



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Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	219	81	16	48	24	14	36
Sidewalk labs	17	26	26	15	5	14	16
The City of Toronto	13	17	18	10	12	15	12
Both benefit equally	49	40	25	52	71	55	48
Neither benefit	10	10	20	13	8	0	8
Don't know	11	7	11	10	3	16	16

Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	219	84	61	16	19	4	35
Sidewalk labs	17	19	17	14	9	0	16
The City of Toronto	13	10	13	23	17	12	15
Both benefit equally	49	46	62	55	32	22	34
Neither benefit	10	12	5	7	21	35	3
Don't know	11	12	3	0	20	31	31

Provincial voting intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party	Undecided
Sample	219	70	76	41	13	9	10
Sidewalk labs	17	16	10	24	36	29	0
The City of Toronto	13	13	18	13	8	5	0
Both benefit equally	49	50	61	47	22	23	53
Neither benefit	10	11	5	10	0	34	9
Don't know	11	10	7	7	34	10	37



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