

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

MEDIA INQUIRIES:

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TORONTO

February 10th, 2017

- “Despite recent and high profile pedestrian accidents, most Torontonians still feel safe walking Toronto streets. Cyclists, however, are not considered to have the same level of security,” said Forum Research President, Dr. Lorne Bozinoff



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Most believe roads safe for pedestrians, not for cyclists

Toronto, February 09th – In a random sampling of public opinion taken by The Forum Poll™ among 1,090 Toronto voters, the majority (44%) believe that roads are safe for pedestrians, while over a third (37%) believe they are unsafe for pedestrians, and (20%) are unsure.

Males (49%) are far more likely than females (40%) to consider Toronto roads safe for pedestrians. Those who drive to work (50%), the most wealthy (51%), and those who support the Progressive Conservative Party (51%), are amongst those who are most likely to consider Toronto’s roads safe for pedestrians.

Those who are the least wealthy (48%), with a secondary education or less (43%), and those who support the NDP (44%) are the most likely to consider Toronto’s roads unsafe for pedestrians.

Majority believe Toronto roads unsafe for cyclists

5-in-10 respondents (50%) consider Toronto’s roads unsafe for cyclists, with just over a third, disagreeing, (34%) saying they are safe.

Amongst an extremely small sample (n=33) of those who bicycle to work, perception of unsafe roads for cyclists jumps to (78%). The opinion that Toronto roads are unsafe for cyclists is common to those aged 18-34 (59%), the least wealthy (65%), and small sample of (n=105) of Moms (61%).

Toronto’s Vision Zero Road Safety Plan

In an effort to reduce pedestrian casualties, Toronto rebranded its road safety plan “Vision Zero,” but despite a number of high profile announcements about its content and initiatives, awareness of the plan is extremely low (19%), with two-thirds (65%) responding they aren’t familiar with the plan, and (15%) suggesting they are unsure.

Of the small sample (n=215) aware of the Vision Zero plan, (40%) suggest the plan will make Toronto’s streets safer for pedestrians, (28%) believe it will have no effect, and (32%) are unsure.

“Despite recent and high profile pedestrian accidents, most Torontonians still feel safe walking Toronto streets. Cyclists, however, are not considered to have the same level of security,” 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.

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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 1090 randomly selected Toronto Voters. The poll was conducted on Jan 31-Feb 5 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 www.forumresearch.com/polls.asp



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Toronto Road Safety: Pedestrians

Are Toronto roads unsafe for pedestrians?

[All Respondents]

TORONTO

February 10th, 2017

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1090	177	159	215	257	282	552	523
Yes	37	39	39	32	34	39	32	41
No	44	45	45	48	46	32	49	40
Unsure	20	17	16	20	21	28	19	19

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1090	98	184	144	121	112	215
Yes	37	48	42	37	41	36	33
No	44	39	37	39	41	48	51
Unsure	20	14	21	24	18	15	16

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1090	316	95	215	154	233	77
Yes	37	45	48	39	34	34	24
No	44	36	40	42	43	43	55
Unsure	20	19	12	19	23	23	21

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1090	124	248	433	285
Yes	37	43	41	34	35
No	44	31	40	46	49
Unsure	20	26	20	20	16

Method of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	1090	456	300	33	61	21	219
Yes	37	32	43	42	40	23	37
No	44	50	40	35	46	24	35
Unsure	20	18	17	23	13	53	28



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TORONTO

February 10th, 2017

Mayoral Vote Preference

%	Total	John Tory	Doug Ford	Someone else	Undecided
Sample	1090	521	262	193	114
Yes	37	34	36	49	31
No	44	44	44	36	50
Unsure	20	22	19	15	18

Toronto Road Safety: Cyclists

Are Toronto roads unsafe for cyclists?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1090	177	159	215	257	282	552	523
Yes	50	59	46	43	49	48	45	55
No	34	31	35	41	39	30	42	28
Unsure	15	10	19	16	12	22	13	18

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1090	98	184	144	121	112	215
Yes	50	65	53	56	49	41	49
No	34	19	31	28	25	48	41
Unsure	15	15	16	16	26	11	9

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1090	316	95	215	154	233	77
Yes	50	54	63	49	45	48	46
No	34	35	23	35	36	35	36
Unsure	15	11	13	16	20	17	17

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1090	124	248	433	285
Yes	50	45	55	49	51
No	34	33	27	39	33
Unsure	15	23	17	12	16



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Method of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	1090	456	300	33	61	21	219
Yes	50	45	54	78	63	41	45
No	34	40	30	16	32	50	30
Unsure	15	15	16	6	5	9	25

Mayoral Vote Preference

%	Total	John Tory	Doug Ford	Someone else	Undecided
Sample	1090	521	262	193	114
Yes	50	50	42	66	46
No	34	34	43	23	36
Unsure	15	16	16	10	18

Vision Zero Road Safety Plan: Awareness

Are you aware of the recently launched Vision Zero Road Safety Plan?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1090	177	159	215	257	282	552	523
Yes	19	13	27	20	20	18	19	19
No	65	80	55	59	65	59	63	67
Unsure	15	7	17	21	14	23	17	13

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1090	98	184	144	121	112	215
Yes	19	24	17	18	19	16	24
No	65	60	58	67	69	70	67
Unsure	15	16	26	15	12	15	9

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1090	316	95	215	154	233	77
Yes	19	19	17	20	24	18	18
No	65	67	72	63	63	61	68
Unsure	15	14	12	16	12	21	14



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1090	124	248	433	285
Yes	19	10	15	21	24
No	65	65	69	65	63
Unsure	15	24	16	14	13

Method of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	1090	456	300	33	61	21	219
Yes	19	19	20	44	17	9	16
No	65	65	69	50	72	46	62
Unsure	15	16	11	6	11	46	22

Mayoral Vote Preference

%	Total	John Tory	Doug Ford	Someone else	Undecided
Sample	1090	521	262	193	114
Yes	19	20	17	26	10
No	65	69	63	59	68
Unsure	15	11	20	14	22



Vision Zero Road Safety Plan: Perception

Will this plan will make the city's streets safer for pedestrians in Toronto?

[Aware of Vision Zero Road Safety Plan]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	215	29	40	43	53	50	107	105
Yes, it will	40	58	24	46	45	38	47	34
No, it won't	28	24	33	24	33	21	35	20
Unsure	32	18	43	30	22	41	18	46

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	215	27	31	23	20	17	55
Yes, it will	40	72	50	29	22	23	45
No, it won't	28	13	19	15	53	51	26
Unsure	32	15	31	56	26	26	29

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Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	215	68	17	42	37	36	15
Yes, it will	40	42	27	46	44	37	36
No, it won't	28	23	26	23	26	25	44
Unsure	32	36	47	31	30	39	21

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	215	12	48	87	68
Yes, it will	40	83	46	31	45
No, it won't	28	0	20	35	26
Unsure	32	17	34	35	29

Method of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	215	78	68	13	14	3	39
Yes, it will	40	41	47	43	24	31	26
No, it won't	28	28	25	33	41	31	25
Unsure	32	31	29	24	36	37	49

Mayoral Vote Preference

%	Total	John Tory	Doug Ford	Someone else	Undecided
Sample	215	109	46	46	14
Yes, it will	40	54	26	29	42
No, it won't	28	11	48	34	43
Unsure	32	35	26	37	15

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