

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

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TORONTO

July 20th, 2016

HIGHLIGHTS:

- About two thirds, approve of the plan to renew Yonge Street from Queen Street north to Davenport Road (64%)
- Enthusiasm for the project is common to all demographic groups across the city with the exception of those who voted for Doug Ford (44%)
- “This is obviously more than an urban renewal project, it is a skirmish in the ongoing war between the car and cyclists and pedestrians. Drivers don’t like it, nor do those who campaigned for motorists”

FOR IMMEDIATE RELEASE

Strong Approval For Yonge Street Renewal

Drivers less enthusiastic than cyclists, pedestrians

In a random sampling of public opinion taken by the Forum Poll™ among 868 Toronto voters, the clear majority, about two thirds, approve of the plan to renew Yonge Street from Queen Street north to Davenport Road (64%). It is explained the renewal will involve widened sidewalks, planters and reduction of Yonge Street to two lanes. Just more than a quarter disapprove of the plan (28%), and one tenth don’t share an opinion (9%).

Enthusiasm for the project is common to all demographic groups across the city with the exception of those who voted for Doug Ford (44%), those who commute by car (55%) and those in Etobicoke (53%). Enthusiasm is high in the old city of Toronto, within whose boundaries the renewal will take place (70%), as well as among the least wealthy (79%), in the old city of York (77%), cyclists (84%), walkers (77%) and those who take transit (74%) and, finally, those who voted Olivia Chow in the last mayoral election (81%).

“This is obviously more than an urban renewal project, it is a skirmish in the ongoing war between the car and cyclists and pedestrians. Drivers don’t like it, nor do those who campaigned for motorists” rights in the last election” 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 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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Yonge Street Transformation

City council is planning to make Yonge Street more pedestrian-friendly, from Queen Street north to Davenport Road. Sidewalks will be widened, planters will be installed and traffic will be restricted to two lanes. 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	868	186	133	186	168	195	419	426
Approve	64	68	62	60	62	63	65	64
Disapprove	28	26	27	32	27	27	29	26
Don't know	9	5	11	8	11	10	6	10

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	868	86	110	125	102	99	171
Approve	64	79	67	59	64	65	64
Disapprove	28	17	25	29	25	26	28
Don't know	9	4	8	11	11	9	8

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	868	301	65	158	117	67	160
Approve	64	70	66	69	53	77	53
Disapprove	28	23	27	24	38	15	34
Don't know	9	6	7	7	9	7	13

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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	868	319	272	46	60	29	142
Approve	64	55	74	84	77	46	57
Disapprove	28	38	20	15	11	24	30
Don't know	9	8	6	1	11	29	13

Past Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	868	142	353	143	52
Approve	64	44	63	81	53
Disapprove	28	49	28	12	37
Don't know	9	7	9	7	10

For more information:

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