

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Plurality Would Support Cancelling City Pride Grants in Response to Cops' Exclusion

The majority still supports the parade

Toronto, April 6th – In a random sampling of public opinion taken by The Forum Poll™ among 840 Toronto voters, (45%) would support a city council motion that would strip the Pride Parade of City of Toronto grants in response to the decision to exclude the Police this year. (36%) would oppose the decision to cancel the grants, while (19%) say they don't know.

Respondents most likely to say they would support cancelling the grants for the Pride Parade include those aged 55-64 (50%), males (56%), earning \$80,000-\$100,000 (50%) and the most wealthy (51%), the least educated (53%), living in East York (48%), North York (48%), or Scarborough (50%), and supporting the Progressive Conservatives (62%). (38%) of those that approve of the parade say they would support cancelling the grants.

Respondents most likely to say they would oppose the cancelling of the grants for the Pride Parade include those aged 34 or younger (43%), females (40%), the least wealthy (45%), and supporting the NDP (52%). (45%) of those that approve of the parade would oppose cancelling the grants.

More than half approve of the Parade overall

Almost six-in-ten (58%) say they approve of the Parade, while only (25%) say they disapprove, with (17%) saying they don't know.

Respondents most likely to approve of the parade include those aged 34 and younger (66%), earning \$60,000-\$80,000 (66%), \$80,000-\$100,000 (65%), and the most wealthy (68%). Those with a post-graduate degree (67%), that support John Tory (69%), the NDP (71%), or the Green Party (70%) are also likely to approve of the parade.

Respondents most likely to disapprove of the parade include those earning \$20,000-\$40,000 (39%), the least educated (30%) or with some college/university (33%), and supporting Doug Ford (43%) or the Progressive Conservatives (41%).

“The majority like the Pride Parade. However, the decision of Pride Toronto to exclude the police prompts nearly half of respondents to say they would see Toronto City Council pull city grants to Pride in retaliation,” said Dr. Lorne Bozinoff, President of Forum Research.

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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

“The majority like the Pride Parade. However, the decision of Pride Toronto to exclude the police prompts nearly half of respondents to say they would see Toronto City Council pull city grants to Pride in retaliation,” said Dr. Lorne Bozinoff, President of Forum Research



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

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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 840 randomly selected Toronto Voters. The poll was conducted on April 4-5, 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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Pride Parade Approval

Do you approve or disapprove of the Pride Parade?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	840	149	129	178	171	213	431	385
Approve	58	66	54	60	57	46	56	60
Disapprove	25	22	29	26	24	28	26	25
Don't know	17	12	18	15	20	26	18	16

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	840	68	100	105	83	101	210
Approve	58	46	35	54	66	65	68
Disapprove	25	30	39	31	16	19	21
Don't know	17	24	26	15	18	16	11

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	840	285	74	130	140	58	153
Approve	58	63	60	51	59	66	54
Disapprove	25	22	22	33	26	20	24
Don't know	17	15	18	16	15	14	22

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	840	90	203	347	200
Approve	58	42	51	61	67
Disapprove	25	30	33	24	19
Don't know	17	29	16	16	14



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	840	350	242	34	45	22	147
Approve	58	55	59	93	66	61	47
Disapprove	25	33	19	3	14	23	25
Don't know	17	12	21	4	20	16	28

Current Provincial Vote Preference

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party
Sample	840	232	311	167	49	17
Approve	58	63	43	71	70	37
Disapprove	25	21	41	11	15	23
Don't know	17	16	16	18	16	40

Municipal Vote Preference

%	Total	MAYOR VOTE - John Tory	MAYOR VOTE - Doug Ford	MAYOR VOTE - Someone else
Sample	840	370	230	164
Approve	58	69	38	65
Disapprove	25	15	43	18
Don't know	17	15	19	16



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Cancelled Pride Grants

Would you support or oppose a Toronto city council decision that would see funding grants to the Pride Parade cancelled in response to Pride Toronto's decision to exclude police from the parade?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	840	149	129	178	171	213	431	385
Support	45	42	45	45	50	46	56	36
Oppose	36	43	35	34	30	31	31	40
Don't know	19	15	20	21	20	23	13	24

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	840	68	100	105	83	101	210
Support	45	27	48	38	40	50	51
Oppose	36	45	30	41	41	31	37
Don't know	19	28	22	21	19	19	12

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	840	285	74	130	140	58	153
Support	45	41	48	48	46	28	50
Oppose	36	42	27	34	38	46	29
Don't know	19	18	26	18	17	27	20

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	EDU - Post graduate degree
Sample	840	90	203	347	200
Support	45	53	44	46	40
Oppose	36	26	33	39	38
Don't know	19	21	23	16	22



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	840	350	242	34	45	22	147
Support	45	50	43	33	35	23	44
Oppose	36	32	39	48	46	66	28
Don't know	19	18	18	19	19	11	28

Current Provincial Vote Preference

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party
Sample	840	232	311	167	49	17
Support	45	38	62	32	35	17
Oppose	36	39	26	52	35	22
Don't know	19	23	12	15	30	61



Municipal Vote Preference

%	Total	John Tory	Doug Ford	Someone else
Sample	840	370	230	164
Support	45	50	53	30
Oppose	36	31	34	47
Don't know	19	19	13	22

For more information:

Lorne Bozinoff, Ph.D.

President

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Tel: (416) 960-9603

Fax: (416) 960-9602

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