

NEWS RELEASE



FOR IMMEDIATE RELEASE

‘Scrambles’ seen to be good for pedestrians, not motorists

Just one quarter want them phased out

TORONTO, March 15th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 520 Toronto voters, 3-in 10 have used pedestrian scrambles as a pedestrian (31%), just fewer have used them as a motorist (26%) and fewer than a fifth have used them from both sides of the windshield (17%). One quarter have never experienced a scramble (26%).

Almost all find scrambles effective for pedestrians

In total, the vast majority who have used scrambles say they work well for pedestrians (85%), and two thirds say they do so “very well” (63%). This is equally the case among those who have used them only as a motorist (55%), as a pedestrian only (69%) and as both (66%).

Two thirds find scrambles work well for motorists

Two thirds of those who have used them say scrambles work well for motorists (62%), but just one quarter say they work “very well” (27%), and this is equally the case among motorists (22%), pedestrians (25%), but mores among those who have used them as both (39%).

One quarter want scrambles gone

Just one quarter of all voters want scrambles phased out (24%), and this is especially common to the oldest (34%), Doug Ford voters (37%), and provincial PC voters (34%). One half want them to stay (48%) and more than a quarter have no view (28%). Those who have used them as motorists are slightly more likely to want them gone (28%) than are those who have only used them as a pedestrian (19%).

"It is apparent that, while motorists are less happy with the effectiveness of scrambles, they are really no less likely to want them to stay in place as part of the city infrastructure," 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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

March 15th, 2015

HIGHLIGHTS:

- 3-in 10 have used pedestrian scrambles as a pedestrian (31%), just fewer have used them as a motorist (26%).
- In total, the vast majority who have used scrambles say they work well for pedestrians (85%).
- Two thirds of those who have used them say scrambles work well for motorists (62%).
- Just one quarter of all voters want scrambles phased out (24%).
- "It is apparent that, while motorists are less happy with the effectiveness of scrambles, they are really no less likely to want them to stay in place as part of the city infrastructure," 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

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Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 520 randomly selected voters in Toronto, Ontario. The poll was conducted on March 10th, 2015.

Results based on the total sample are considered accurate +/- 4%, 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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180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
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All-Direction Pedestrian Crosswalks Use

‘Have you used the all-direction pedestrian crosswalks, or scrambles at Bay and Bloor Streets or at Yonge and Dundas Streets, either as a pedestrian or a motorist or both?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	520	122	100	114	97	87	267	253
Have used scrambles as a motorist only	26	31	29	22	24	16	31	21
Have used scrambles as a pedestrian only	31	38	32	28	32	19	28	34
Have used them as both pedestrian and motorist	17	17	19	20	13	15	19	15
Have not used scrambles	26	15	20	30	30	49	22	30

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	520	206	96	117	101
Have used scrambles as a motorist only	26	28	21	29	24
Have used scrambles as a pedestrian only	31	36	29	31	27
Have used them as both pedestrian and motorist	17	22	14	16	14
Have not used scrambles	26	14	36	24	35

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	520	64	69	64	62	53	99	20
Have used scrambles as a motorist only	26	24	26	23	24	23	29	52
Have used scrambles as a pedestrian only	31	30	29	35	34	31	33	31
Have used them as both pedestrian and motorist	17	8	12	19	18	16	20	9
Have not used scrambles	26	38	33	24	24	30	18	7

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Last Mayoral Vote

	%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample		520	89	203	92	29
Have used scrambles as a motorist only		26	25	26	30	29
Have used scrambles as a pedestrian only		31	19	30	41	29
Have used them as both pedestrian and motorist		17	21	20	13	16
Have not used scrambles		26	35	24	16	26

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Scrambles Evaluation: Pedestrian Use

'How well do the scrambles you have used work for pedestrians?'

[Have used scrambles]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	389	108	82	83	69	47	211	178
Work very well	63	70	66	56	55	54	60	66
Work somewhat well	22	18	18	28	25	30	22	22
Don't work very well	6	5	8	4	10	4	8	4
Don't work well at all	2	3	1	4	2	3	2	2
Don't know	6	4	7	8	8	9	7	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	389	177	61	87	64
Work very well	63	67	61	64	56
Work somewhat well	22	22	21	21	25
Don't work very well	6	4	10	4	8
Don't work well at all	2	2	2	1	6
Don't know	6	5	5	10	6

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	389	39	46	50	48	40	81	18
Work very well	63	43	58	70	57	46	74	69
Work somewhat well	22	24	21	27	30	33	14	20
Don't work very well	6	15	10	4	2	4	5	11
Don't work well at all	2	4	2	0	8	5	1	0
Don't know	6	14	9	0	2	12	7	0

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Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	389	56	157	79	22
Work very well	63	58	67	79	59
Work somewhat well	22	23	23	13	20
Don't work very well	6	11	2	5	0
Don't work well at all	2	4	2	2	4
Don't know	6	5	6	1	17

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Evaluation by Type of User

%	Total	Have used scrambles as a motorist only	Have used scrambles as a pedestrian only	Have used them as both pedestrian and motorist
Sample	389	132	163	94
Work very well	63	55	69	66
Work somewhat well	22	26	20	20
Don't work very well	6	8	5	5
Don't work well at all	2	2	1	5
Don't know	6	10	5	4

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Scrambles Evaluation: Motorist Use

'How well do the scrambles you have used work for motorists?'

[Have used scrambles]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	389	108	82	83	69	47	211	178
Work very well	27	28	35	30	13	21	27	28
Work somewhat well	35	34	32	38	36	39	34	36
Don't work very well	14	12	17	13	17	13	15	13
Don't work well at all	5	7	3	4	6	4	8	2
Don't know	19	20	14	15	27	23	16	21

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	389	177	61	87	64
Work very well	27	31	26	23	28
Work somewhat well	35	30	39	42	31
Don't work very well	14	15	14	12	15
Don't work well at all	5	6	6	1	8
Don't know	19	19	15	23	17

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	389	39	46	50	48	40	81	18
Work very well	27	36	24	31	13	23	33	29
Work somewhat well	35	23	39	25	47	34	32	35
Don't work very well	14	16	6	14	11	22	14	21
Don't work well at all	5	4	9	5	10	9	2	8
Don't know	19	21	22	24	18	12	19	7

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Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	389	56	157	79	22
Work very well	27	25	23	32	25
Work somewhat well	35	44	37	34	19
Don't work very well	14	14	17	8	17
Don't work well at all	5	8	4	5	4
Don't know	19	10	18	21	36

Evaluation by Type of User

%	Total	Have used scrambles as a motorist only	Have used scrambles as a pedestrian only	Have used them as both pedestrian and motorist
Sample	389	132	163	94
Work very well	27	22	25	39
Work somewhat well	35	34	35	36
Don't work very well	14	18	11	14
Don't work well at all	5	9	1	6
Don't know	19	16	28	5

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Scrambles to be Phased Out

'Do you agree or disagree pedestrian scrambles should be phased out?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	520	122	100	114	97	87	267	253
Agree	24	16	28	25	23	34	26	22
Disagree	48	58	49	44	47	32	51	45
Don't know	28	26	23	31	31	35	22	34

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	520	206	96	117	101
Agree	24	22	28	23	24
Disagree	48	57	41	47	45
Don't know	28	21	32	31	31

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	520	64	69	64	62	53	99	20
Agree	24	23	21	26	25	28	20	35
Disagree	48	30	45	53	52	40	54	65
Don't know	28	47	34	20	23	32	26	0

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	520	89	203	92	29
Agree	24	37	28	3	20
Disagree	48	36	51	68	37
Don't know	28	27	21	29	43

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For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

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