

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Majority supports Black Lives Matter

One half agrees there is systemic racism in Toronto

TORONTO April 13th, 2016 - In a random sampling of public opinion taken by the Forum Poll™ among 858 Toronto voters, the majority support the Black Lives Matter movement (55%), and 3-in-10 support it “very strongly” (29%). Strong support is common to the youngest (40%), females (32%) rather than males (26%), mid income groups (\$40K to \$60K - 37%), in the downtown (40%) but not so much in Etobicoke (18%), among Chow voters (59%) but not Tory voters (18%) and among university graduates (32%).

One half sees systemic racism in Toronto

One half of Toronto voters agree there is systemic racism in the city (50%), while 3-in-10 disagree (29%) and one fifth have no opinion (20%). Finding systemic racism in our city is characteristic of the youngest (56%), females (55%), the least wealthy (58%), in East York (57%), Chow voters (72%) and among the best educated (post grad - 53%).

“One half the city both applauds the aims of the BLM movement, and also believes their central argument; that systemic racism exists in Toronto despite our multicultural veneer,” 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

April 13th, 2016

HIGHLIGHTS:

- The majority support the Black Lives Matter movement (55%).
- One half of Toronto voters agree there is systemic racism in the city (50%).
- “One half the city both applauds the aims of the BLM movement, and also believes their central argument; that systemic racism exists in Toronto despite our multicultural veneer,” 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

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

April 13th, 2016

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 858 randomly selected voters in Toronto, Ontario. The poll was conducted on April 12th, 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

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

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

April 13th, 2016

Black Lives Matter Support

‘Do you support or not support the “Black Lives Matter” movement?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	858	184	135	168	182	189	461	397
Support very strongly	29	40	34	22	22	18	26	32
Support somewhat	25	22	22	29	32	29	24	27
Do not support very much	17	15	11	17	23	23	18	16
Do not support at all	13	13	14	14	11	13	18	9
Don't know	15	11	19	17	12	17	14	16

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	858	351	164	191	152
Support very strongly	29	37	31	23	23
Support somewhat	25	27	20	25	31
Do not support very much	17	14	18	19	17
Do not support at all	13	11	13	16	15
Don't know	15	11	18	18	14

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	858	143	359	133	65
Support very strongly	29	26	18	59	29
Support somewhat	25	20	34	17	27
Do not support very much	17	16	21	10	12
Do not support at all	13	24	15	7	9
Don't know	15	13	13	8	23

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

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

April 13th, 2016

Systemic Racism in Toronto

'Do you agree or disagree there is systemic racism in Toronto?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	858	184	135	168	182	189	461	397
Agree	50	56	58	44	40	43	45	55
Disagree	29	28	25	31	36	31	36	24
Don't know	20	16	17	25	24	26	19	22

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	858	351	164	191	152
Agree	50	54	47	49	49
Disagree	29	28	29	33	28
Don't know	20	18	24	18	24

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	858	143	359	133	65
Agree	50	47	42	72	47
Disagree	29	37	35	12	22
Don't know	20	16	22	16	30

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com