

NEWS RELEASE



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Half of Those Aware of Vision Zero Say It's Not Doing Enough

Awareness up, but still only a third

Toronto, July 5th, 2018 – In a random sampling of public opinion taken by The Forum Poll™ among 2521 Toronto voters, about one-third (32%) say they are aware of the Vision Zero Road Safety plan, which is up 13 points since 2017 (Feb 9, 2017: 19%).

More than half (56%) say no, they are not aware of Vision Zero, down 9 points since 2017 (Feb 9, 2017: 56%).

A further one-sixth (13%) say they aren't sure if they are aware of it or not, a similar proportion to 2017 (Feb 9, 2017: 15%).

Respondents most likely to say they are aware of the plan include those aged 45-54 (35%) or 55-64 (37%), males (36%), the most-wealthy (45%), with a post-graduate degree (42%), and living in the former city of Toronto (42%) or York (39%).

Respondents most likely to say they are not aware of the plan include those aged 34 and younger (56%), 35-44 (56%), or 45-54 (54%), females (60%), the least wealthy (62%), or earning \$20,000-\$40,000 (60%) or \$40,000-\$60,000 (61%), with some college/university (59%) or a college/university degree (58%), and living in North York (62%).

Amongst those aware, more than half say it doesn't do enough

More than half (56%) of those that say they are aware of Vision Zero say that it does not do enough to protect non-drivers on Toronto streets.

About one-quarter (22%) say that Vision Zero is doing enough, while about 1 in 10 (7%) say it is doing more than enough. One-sixth (16%) say they are unsure.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

“Awareness of Vision Zero is up, but amongst those that know about it, more than half say it isn't doing enough,” said Dr. Lorne Bozinoff, President of Forum Research. “Perhaps more troubling, though, is that almost two-thirds of Torontonians feel that city roads are not safe for cyclists.”



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

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Respondents most likely to say Vision Zero does not do enough include those aged 35-44 (68%), males (59%), the most-wealthy (63%), with a college/university (58%) or post-graduate degree (58%), and living in York (72%) (n=57).

Almost two-thirds say roads not safe for cyclists

6 in 10 (BTM2: 60%) say that Toronto roads are not safe for cyclists, with about one-fifth (18%) saying they are not at all safe for cyclists.

Amongst those who identify their primary mode of transportation as a bicycle (n=111), the proportion who feel roads are unsafe for cyclists is higher, with two-thirds (BTM2: 67%) saying they are not safe, with a quarter (26%) saying they are not at all safe.

Secondary cyclists (n=140) feel similarly, with almost three-quarters (BTM2: 70%) saying they are not safe, with a quarter (25%) saying they are not at all safe.

Respondents most likely to say roads are not safe for Toronto cyclists include females (63%), with a post-graduate degree (66%), and living in the former city of Toronto (65%), East York (64%), or York (63%).

4 in 10 (TOP2: 40%) say Toronto streets are safe for cyclists, but only 1 in 10 (9%) say they are very safe.

Respondents most likely to say Toronto roads are safe for cyclists include those aged 55-64 (47%), males (44%), the least wealthy (46%), the least educated (42%) or with some college/university (45%), and living in North York (43%) or Etobicoke (46%).

More than 4 in 10 of those whose primary mode of transportation is a private vehicle (44%) say Toronto roads are safe for cyclists.

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Two-thirds say Toronto roads safe for pedestrians

Two-thirds (TOP2: 65%) say that Toronto roads are safe for pedestrians, with one-sixth (15%) saying they are very safe.

Respondents most likely to say Toronto roads are safe for pedestrians include those living in Scarborough (TOP2: 70%) or whose primary mode of transit is a private vehicle (TOP2: 69%).

Only half (TOP2: 50%) of those who say walking is their primary mode of transportation (n=111) also say that Toronto roads are safe for pedestrians

One-third (35%) say that Toronto roads are not safe for pedestrians, with 1 in 10 (8%) saying they are not at all safe.

Respondents most likely to say that Toronto roads are not safe for pedestrians include those earning \$60,000-\$80,000 (42%), and whose primary mode of transportation is walking (50%).

“Awareness of Vision Zero is up, but amongst those that know about it, more than half say it isn’t doing enough,” said Dr. Lorne Bozinoff, President of Forum Research. “Perhaps more troubling, though, is that almost two-thirds of Torontonians feel that city roads are not safe for cyclists.”

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

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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 2521 randomly selected Toronto Voters. The poll was conducted June 29-30, 2018.

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 forumpoll.com.



Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses.

For example:

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.

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Pedestrian Safety on Toronto Roads

In your opinion, how safe, if at all, are Toronto roads for pedestrians?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	2521	79	139	186	243	270	1235	1238
TOP2	65	63	65	65	64	66	67	64
BTM2	35	37	35	35	36	34	33	36
Very safe	15	18	16	17	11	22	18	11
Somewhat safe	50	45	49	48	52	44	49	52
Not very safe	27	28	28	25	28	24	25	29
Not at all safe	8	9	8	10	9	10	8	8

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	2521	248	337	343	320	256	501
TOP2	65	63	64	67	58	67	67
BTM2	35	37	36	33	42	33	33
Very safe	15	21	12	13	12	12	15
Somewhat safe	50	42	52	54	46	55	52
Not very safe	27	28	29	27	35	25	26
Not at all safe	8	10	7	6	7	9	7

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	2521	309	621	903	688
TOP2	65	66	65	66	62
BTM2	35	34	35	34	38
Very safe	15	16	16	13	15
Somewhat safe	50	50	49	53	47
Not very safe	27	25	28	27	30
Not at all safe	8	9	7	7	9



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Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	2521	830	228	503	399	150	411
TOP2	65	61	62	64	66	63	70
BTM2	35	39	38	36	34	37	30
Very safe	15	16	17	14	15	6	17
Somewhat safe	50	46	45	50	51	57	53
Not very safe	27	29	28	29	27	25	24
Not at all safe	8	10	10	7	7	12	6

Primary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	2521	1420	789	111	130	71
TOP2	65	69	61	58	50	57
BTM2	35	31	39	42	50	43
Very safe	15	17	12	12	10	15
Somewhat safe	50	52	49	45	40	42
Not very safe	27	25	29	29	40	31
Not at all safe	8	6	10	13	10	12

Secondary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	2521	722	1061	140	425	173
TOP2	65	66	67	60	60	61
BTM2	35	34	33	40	40	39
Very safe	15	14	16	13	12	17
Somewhat safe	50	52	51	47	48	43
Not very safe	27	25	27	30	32	28
Not at all safe	8	9	6	10	7	11



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Cyclist Safety on Toronto Roads

In your opinion, how safe, if at all, are Toronto roads for cyclists?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	2521	79	139	186	243	270	1235	1238
TOP2	40	45	41	39	42	47	44	37
BTM2	60	55	59	61	58	53	56	63
Very safe	9	10	11	9	7	10	11	7
Somewhat safe	31	34	30	30	35	37	33	30
Not very safe	42	33	38	42	41	35	39	44
Not at all safe	18	23	21	19	17	17	17	18

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	2521	248	337	343	320	256	501
TOP2	40	46	42	40	37	37	38
BTM2	60	54	58	60	63	63	62
Very safe	9	12	5	10	10	6	10
Somewhat safe	31	34	36	30	26	31	28
Not very safe	42	31	45	45	46	44	43
Not at all safe	18	23	13	15	17	19	19

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	2521	309	621	903	688
TOP2	40	42	45	41	34
BTM2	60	58	55	59	66
Very safe	9	8	10	9	8
Somewhat safe	31	34	35	32	26
Not very safe	42	41	40	42	44
Not at all safe	18	17	15	17	22



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Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	2521	830	228	503	399	150	411
TOP2	40	35	36	43	46	37	40
BTM2	60	65	64	57	54	63	60
Very safe	9	8	10	10	9	4	9
Somewhat safe	31	27	26	33	37	33	30
Not very safe	42	45	46	41	40	37	42
Not at all safe	18	20	18	16	14	26	18

Primary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	2521	1420	789	111	130	71
TOP2	40	44	35	33	32	45
BTM2	60	56	65	67	68	55
Very safe	9	10	7	4	3	18
Somewhat safe	31	34	28	28	29	28
Not very safe	42	41	44	42	40	39
Not at all safe	18	15	20	26	28	16

Secondary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	2521	722	1061	140	425	173
TOP2	40	45	40	30	33	42
BTM2	60	55	60	70	67	58
Very safe	9	10	9	11	4	11
Somewhat safe	31	35	31	19	29	31
Not very safe	42	38	44	45	45	38
Not at all safe	18	16	16	25	22	20



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Awareness of Vision Zero

Are you aware of the Vision Zero Road Safety Plan?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	2521	79	139	186	243	270	1235	1238
Yes	32	24	39	33	35	37	36	28
No	56	63	51	56	54	50	51	60
Unsure	13	13	10	11	12	14	13	12

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	2521	248	337	343	320	256	501
Yes	32	20	24	26	36	33	45
No	56	62	60	61	54	57	49
Unsure	13	18	16	14	11	11	7

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	2521	309	621	903	688
Yes	32	26	23	32	42
No	56	55	59	58	49
Unsure	13	19	17	9	9

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	2521	830	228	503	399	150	411
Yes	32	42	35	25	30	39	26
No	56	47	56	62	57	57	56
Unsure	13	11	10	13	13	4	17

Primary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	2521	1420	789	111	130	71
Yes	32	31	32	49	34	20
No	56	56	57	41	53	58
Unsure	13	13	11	10	13	22



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Secondary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	2521	722	1061	140	425	173
Yes	32	31	32	42	33	23
No	56	57	55	52	56	61
Unsure	13	12	13	5	11	17

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Vision Zero Protection

Does Vision zero do enough to protect non-drivers on Toronto streets?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	867	20	60	69	91	102	463	388
Not enough	56	54	52	68	60	53	59	53
Enough	22	37	18	14	20	22	20	23
More than enough	7	0	2	0	7	15	8	4
Unsure	16	9	28	18	13	10	13	20

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	867	49	89	93	119	94	236
Not enough	56	56	53	55	57	52	63
Enough	22	36	28	29	14	14	20
More than enough	7	2	2	7	7	10	6
Unsure	16	6	16	10	22	24	11

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	867	83	153	322	309
Not enough	56	53	51	58	58
Enough	22	30	31	16	20
More than enough	7	4	5	9	6
Unsure	16	14	13	17	16

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	867	352	78	139	128	57	113
Not enough	56	60	58	53	48	72	51
Enough	22	23	15	22	26	19	21
More than enough	7	4	8	7	10	4	9
Unsure	16	14	19	18	16	5	19



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lbozinoff@forumresearch.com

416.960.9603

Primary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	867	463	271	62	53	18
Not enough	56	50	62	69	63	64
Enough	22	25	18	14	16	31
More than enough	7	9	3	2	3	6
Unsure	16	15	16	16	17	0

Secondary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	867	230	374	67	149	47
Not enough	56	58	53	65	62	41
Enough	22	21	26	19	14	26
More than enough	7	5	8	9	2	21
Unsure	16	17	14	8	22	12



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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