

# NEWS RELEASE



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**FOR IMMEDIATE RELEASE**

## **Ranked Ballot an Option for Toronto**

### **Plurality familiar with the voting system, but majority either not or unsure**

Toronto, March 16<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 966 Toronto voters, (45%) say they are familiar with the ranked ballot system of voting. (27%) say no, and (28%) are unsure.

Those most likely to be familiar with ranked ballot include those aged 34 and below (48%), 35-44 (48%), male (51%), earning \$20,000-\$40,000 (54%), \$80,000-\$100,000 (53%), \$100,000-\$250,000 (54%), with a post-graduate degree (59%), living in the Former City of Toronto (56%), and supporting the NDP (53%).

Those least likely to be familiar with ranked ballot include those earning \$60,000-\$80,000 (41%) and with a college or university degree (36%).

### **Those familiar with it, support it**

Those who responded they were familiar with ranked ballot (n=427) were asked whether Toronto should use the system, the plurality (47%) said yes. (36%) said no, with (17%) unsure.

Those most likely to support a change to the ranked ballot system include those aged 34 or less (58%), the most wealthy (54%), with a post-graduate degree (61%), and supporting the NDP (60%).

Those most likely to oppose a change to the ranked ballot system include those aged 55 and over (55-64: 41%), (65+: 38%), the least wealthy (37%), earning \$20,000-\$40,000 (40%), the least educated (61%), supporting the PC party (57%).

“The ranked ballot system is familiar to just under half of voters, and with the municipal election more than a year and a half away, if Toronto Council decides to implement ranked ballots there is still time to educate the public on this new system, if they put it in place for 2018,” 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](mailto: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 966 randomly selected Toronto Voters. The poll was conducted March 8-10 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](http://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](http://www.forumresearch.com/polls.asp)

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**Ranked Ballot Awareness**

Are you familiar with the ranked ballot method of voting?  
 [All respondents]

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	966	123	116	182	247	298	474	476
Yes	45	48	48	42	41	40	51	39
No	27	25	31	29	30	22	25	30
Unsure	28	26	21	29	30	38	24	32

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	966	93	151	115	94	88	196
Yes	45	29	54	30	42	53	54
No	27	20	25	30	41	23	28
Unsure	28	51	21	40	17	24	18

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	966	299	77	206	155	47	180
Yes	45	56	43	39	45	37	41
No	27	22	31	27	26	42	30
Unsure	28	22	26	34	29	21	29

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	EDU - Post graduate degree
Sample	966	126	243	354	243
Yes	45	38	38	42	59
No	27	24	22	36	21
Unsure	28	38	40	22	20

**Current Provincial Vote Preference**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	966	323	295	174	49	20	105
Yes	45	43	45	53	52	51	29
No	27	28	28	25	25	12	33
Unsure	28	29	27	22	23	36	39

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**Ranked Ballot Support**

Should Toronto use a ranked ballot instead of the current system?  
 [Base: familiar with ranked ballot]

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	427	64	53	82	104	124	243	176
Yes	47	58	46	45	38	36	52	42
No	36	34	32	37	41	38	35	36
Unsure	17	7	22	18	21	26	13	22

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	427	24	74	40	45	43	102
Yes	47	48	38	49	47	47	54
No	36	37	40	25	35	36	33
Unsure	17	15	22	25	18	17	13

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	427	165	26	82	63	16	74
Yes	47	59	73	35	47	38	38
No	36	29	17	45	41	26	38
Unsure	17	12	10	20	12	36	23

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	EDU - Post graduate degree
Sample	427	36	90	155	146
Yes	47	21	45	45	61
No	36	61	26	40	28
Unsure	17	19	29	15	10

**Current Provincial Vote Preference**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties	Undecided
Sample	427	141	133	88	26	9	30
Yes	47	30	53	60	53	50	52
No	36	57	24	29	35	11	26
Unsure	17	12	24	11	12	39	22

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