

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

One half want more food trucks

Most don't think they compete with restaurants

TORONTO APRIL 15th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 882 randomly selected Torontonians 18 years of age and older, one half say there aren't enough food trucks in Toronto (50%), while just one tenth think there are too many (8%) and one quarter think the number is about right (25%). Close to one fifth have no opinion (17%). The desire for more food trucks is strongest in younger groups (56%), females (56%), mid-income groups (\$60K to \$80K - 60%), downtown (58%), those who drive (56%), the better educated (degree - 55%, post-grad - 61%), mothers with children (56%), Chow (57%) and Tory voters (55%), but not Mayor Ford's supporters (35%). When we polled this last summer, results were very similar (July, 2013 - 48% not enough food trucks, 10% too many, 26% the right amount).

Majority agree food trucks don't compete with restaurants

More than half of Torontonians don't agree food trucks compete with restaurants for customers (53%), while just one third agree they do (33%). 1-in-7 has no opinion (15%). Those who agree food trucks compete with brick and mortar establishments are the youngest (38%), the least wealthy (49%), North Yorkers (38%), those with some college (39%) and Rob Ford voters (37%).

Most think competition good, if it exists

One half of those who think competition exists agree it is a good thing for restaurants (50%), and just one third think it is a bad thing (33%). One fifth have no opinion (17%).

"It's clear that whatever misgivings city council may have with food trucks, they are not shared by the public, nor is the fear they will drive restaurants out of business. The authorities should listen more to the people who will patronize these mobile eateries, and less to those who see them as a threat," 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.

TORONTO

April 15th, 2014

HIGHLIGHTS:

- One half say there aren't enough food trucks in Toronto (50%), while just one tenth think there are too many (8%) and one quarter think the number is about right (25%).
- More than half of Torontonians don't agree food trucks compete with restaurants for customers (53%), while just one third agree they do (33%).
- One half of those who think competition exists agree it is a good thing for restaurants (50%), and just one third think it is a bad thing (33%).
- "It's clear that whatever misgivings city council may have with food trucks, they are not shared by the public, nor is the fear they will drive restaurants out of business. The authorities should listen more to the people who will patronize these mobile eateries, and less to those who see them as a threat," said Forum Research President, Dr. Lorne Bozinoff.

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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 882 randomly selected Torontonians 18 years of age and older. The poll was conducted on April 14th, 2014.

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

Number of Food Trucks - Trending

%	Too Few	Too Many	About the Right Number	Don't Know
April 14, 2014 (n=828)	50	8	25	17
July 30, 2014 (n = 1368)	48	10	26	16

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Number of Food Trucks

'As far as you know, are there too few food trucks in Toronto, too many food trucks or about the right number of food trucks?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	55	101	228	212	286	380	502
Too few	50	56	52	49	52	36	44	56
Too many	8	7	7	8	7	10	8	8
About the right number	25	27	22	22	23	32	31	20
Don't know	17	9	18	21	18	22	18	16

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	882	319	173	165	225
Too few	50	58	40	51	50
Too many	8	4	10	13	5
About the right number	25	26	29	22	25
Don't know	17	12	22	14	20

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	882	313	282	77	634	248
Too few	50	56	49	46	51	49
Too many	8	6	10	2	9	6
About the right number	25	20	28	30	24	28
Don't know	17	18	13	22	16	17

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	882	72	126	143	107	106	146	19
Too few	50	29	31	52	60	46	67	59
Too many	8	14	9	6	14	10	1	4
About the right number	25	36	27	26	15	28	23	34
Don't know	17	20	33	16	11	16	9	4

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	882	147	202	334	199
Too few	50	29	44	55	61
Too many	8	16	11	5	5
About the right number	25	36	28	24	18
Don't know	17	19	17	16	15

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	882	209	673	108
Too few	50	51	50	56
Too many	8	10	7	8
About the right number	25	18	29	19
Don't know	17	20	15	17

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	882	391	491
Too few	50	40	59
Too many	8	8	7
About the right number	25	28	23
Don't know	17	23	11

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	882	256	36	254	276	25	35
Too few	50	35	65	55	57	80	28
Too many	8	9	3	6	6	0	28
About the right number	25	34	20	25	22	17	16
Don't know	17	22	13	14	15	4	28

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Too few	50	43	53	63	44	49
Too many	8	14	7	4	13	11
About the right number	25	28	25	21	39	17
Don't know	17	16	15	11	4	23

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Food Trucks Competing with Restaurants

'Do you agree or disagree that food trucks compete with restaurants for customers?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	882	55	101	228	212	286	380	502
Agree	33	38	25	35	30	32	36	29
Disagree	53	47	59	52	56	54	51	55
Don't know	15	15	16	13	13	14	13	16

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	882	319	173	165	225
Agree	33	28	38	32	32
Disagree	53	63	43	50	53
Don't know	15	8	18	18	15

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	882	313	282	77	634	248
Agree	33	34	32	30	31	35
Disagree	53	52	51	60	57	47
Don't know	15	14	17	9	13	18

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	882	72	126	143	107	106	146	19
Agree	33	49	17	38	40	46	26	36
Disagree	53	21	57	55	51	45	61	51
Don't know	15	31	26	7	9	9	13	12

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	882	147	202	334	199
Agree	33	35	39	35	20
Disagree	53	47	45	52	66
Don't know	15	19	16	13	14

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	882	209	673	108
Agree	33	30	34	23
Disagree	53	51	54	56
Don't know	15	19	13	21

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	882	391	491
Agree	33	37	29
Disagree	53	43	61
Don't know	15	19	11

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	882	256	36	254	276	25	35
Agree	33	37	33	34	26	60	22
Disagree	53	44	42	56	60	38	61
Don't know	15	20	25	10	14	2	16

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	882	210	351	174	37	28
Agree	33	36	34	32	49	18
Disagree	53	47	53	60	48	64
Don't know	15	16	13	9	4	18

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Is Competition Bad for Restaurants?

'Is competition from food trucks a good thing or a bad thing for restaurants?'

[Agree that food trucks compete with restaurants]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	275	20	25	77	63	90	141	134
Good thing	50	47	62	58	54	33	49	52
Bad thing	33	38	22	32	30	38	35	31
Don't know	17	16	16	10	16	30	16	17

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	275	93	60	47	75
Good thing	50	54	46	46	58
Bad thing	33	34	32	34	32
Don't know	17	12	22	21	10

Transportation / Own Property

%	Total	Drive	TTC or other public transit	Other	Yes	No
Sample	275	107	78	21	194	81
Good thing	50	54	56	22	51	50
Bad thing	33	29	31	63	32	35
Don't know	17	18	13	16	18	15

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	275	35	29	46	36	38	46	4
Good thing	50	32	42	58	37	72	72	6
Bad thing	33	60	29	37	33	19	17	11
Don't know	17	9	29	5	30	10	11	83

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	275	53	68	105	49
Good thing	50	36	43	63	43
Bad thing	33	55	29	29	29
Don't know	17	10	28	8	28

Have Children / Are Mothers

%	Total	Yes	No	Moms
Sample	275	70	205	26
Good thing	50	62	45	82
Bad thing	33	26	36	10
Don't know	17	11	19	8

Rob Ford Approval

%	Total	Approve	Disapprove
Sample	275	126	149
Good thing	50	57	43
Bad thing	33	20	47
Don't know	17	22	10

Mayoral Vote Preference

%	Total	Rob Ford	Karen Stintz	John Tory	Olivia Chow	David Soknacki	Don't know
Sample	275	86	14	85	76	7	7
Good thing	50	63	67	53	33	38	52
Bad thing	33	16	28	32	56	22	42
Don't know	17	21	6	15	11	40	6

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	275	79	104	51	14	7
Good thing	50	43	44	69	63	57
Bad thing	33	40	31	21	32	43
Don't know	17	17	25	10	5	0

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