

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Wealthy neighbourhoods getting wealthier**

### **Poorer neighbourhoods are getting poorer**

TORONTO DECEMBER 18<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1001 Toronto residents, one third say they live in a neighbourhood which is getting wealthier (32%), while fewer, one fifth, say their neighbourhood is getting poorer (20%). Close to half say their neighbourhood isn't changing (45%). Living in a neighbourhood which is getting more wealthy is characteristic of the very wealthiest (\$100K to \$250K - 61%), the best educated (post grad - 55%) and, most importantly, in neighbourhoods whose residents are getting wealthier still (50%). Saying one's neighbourhood is getting poorer is common to the least wealthy (less than \$20K - 36%, \$20K to \$40K - 32%, \$40K to \$60K - 35%), the former city of York (36%) and, critically, among those who say their neighbourhood is getting less wealthy (49%).

### **Twice as many neighbourhoods getting wealthier as getting less wealthy**

More than 4-in-10 Toronto residents say their neighbourhood is getting more wealthy (41%), while fewer than half this amount say their neighbourhood is getting less wealthy (16%). The same patterns as wealthy neighbourhoods apply, especially as those in more wealthy neighbourhoods are much more likely to say their neighbourhood is getting wealthier (65%) than those in poorer neighbourhoods (25%). Those in the Downtown (66%) are especially likely to say their neighbourhoods are getting wealthier, while those in Scarborough and East York are most likely to say their neighbourhoods are getting less wealthy (20% each).

"It is clear the wealth of this city is diverging from the poverty, and income strata are not evening out geographically. This is an unsustainable model, where neighbourhood residents see as poor are seen to be getting poorer," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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#### **TORONTO**

**December 18<sup>th</sup>, 2014**

#### **HIGHLIGHTS:**

- One third say they live in a neighbourhood which is getting wealthier (32%), while fewer, one fifth, say their neighbourhood is getting poorer (20%).
- More than 4-in-10 Toronto residents say their neighbourhood is getting more wealthy (41%), while fewer than half this amount say their neighbourhood is getting less wealthy (16%).
- "It is clear the wealth of this city is diverging from the poverty, and income strata are not evening out geographically. This is an unsustainable model, where neighbourhood residents see as poor are seen to be getting poorer," 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 1001 randomly selected voters in Toronto, Ontario, who were absolutely certain to vote or had voted already. The poll was conducted on December 17<sup>th</sup> and 18<sup>th</sup>, 2014.

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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**Neighbourhood: Comparative wealth**

*'Is the neighbourhood you live in more wealthy, less wealthy or is it neither more nor less wealthy than the average Toronto neighbourhood?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	203	131	188	203	276	503	498
More wealthy than others	32	28	38	34	30	29	33	31
Less wealthy than others	20	24	21	19	18	15	22	19
Neither more nor less wealthy than others	45	46	36	44	49	53	42	48
Don't know	3	2	5	2	3	3	4	2

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
More wealthy than others	32	46	32	25	19
Less wealthy than others	20	15	21	18	29
Neither more nor less wealthy than others	45	37	43	53	50
Don't know	3	2	4	3	3

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
More wealthy than others	32	22	12	20	27	26	61	75
Less wealthy than others	20	36	32	35	14	16	4	5
Neither more nor less wealthy than others	45	39	50	44	57	55	32	20
Don't know	3	4	6	1	2	3	3	0

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**December 18<sup>th</sup>, 2014**

**Neighbourhood: Wealth change**

*'Is your neighbourhood getting more wealthy, getting less wealthy or is it not changing economically?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	203	131	188	203	276	503	498
Neighbourhood is getting more wealthy	41	41	46	45	37	31	43	38
Neighbourhood is getting less wealthy	16	18	15	13	16	15	16	15
Neighbourhood is not changing	36	34	33	35	40	43	35	37
Don't know	8	7	6	8	7	11	6	9

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Neighbourhood is getting more wealthy	41	63	34	36	23
Neighbourhood is getting less wealthy	16	9	19	16	20
Neighbourhood is not changing	36	23	37	40	49
Don't know	8	5	9	8	8

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Neighbourhood is getting more wealthy	41	24	27	41	37	42	59	77
Neighbourhood is getting less wealthy	16	31	22	18	11	12	11	3
Neighbourhood is not changing	36	37	42	37	44	32	27	17
Don't know	8	8	9	4	8	14	3	3

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