



## **THE FORUM POLL™**

### **Unions - Attitudes**

August, 2014

## Background and Objectives

The poll was conducted by Forum Research, in association with Union Calling, for Toronto's Local 113 of the Amalgamated Transit Union to explore attitudes and reactions to unions and the labour movement.

## Methodology

The poll was conducted on August 13<sup>th</sup> and 14<sup>th</sup>, among a randomly selected sample of 1207 Toronto voters. The poll was conducted by Interactive Voice Response (IVR) and has a margin of error of plus or minus 3%, 19 out of 20 times.

# Attitudes - Summary



## Attitudes towards unions and the labour movement – Summary Table

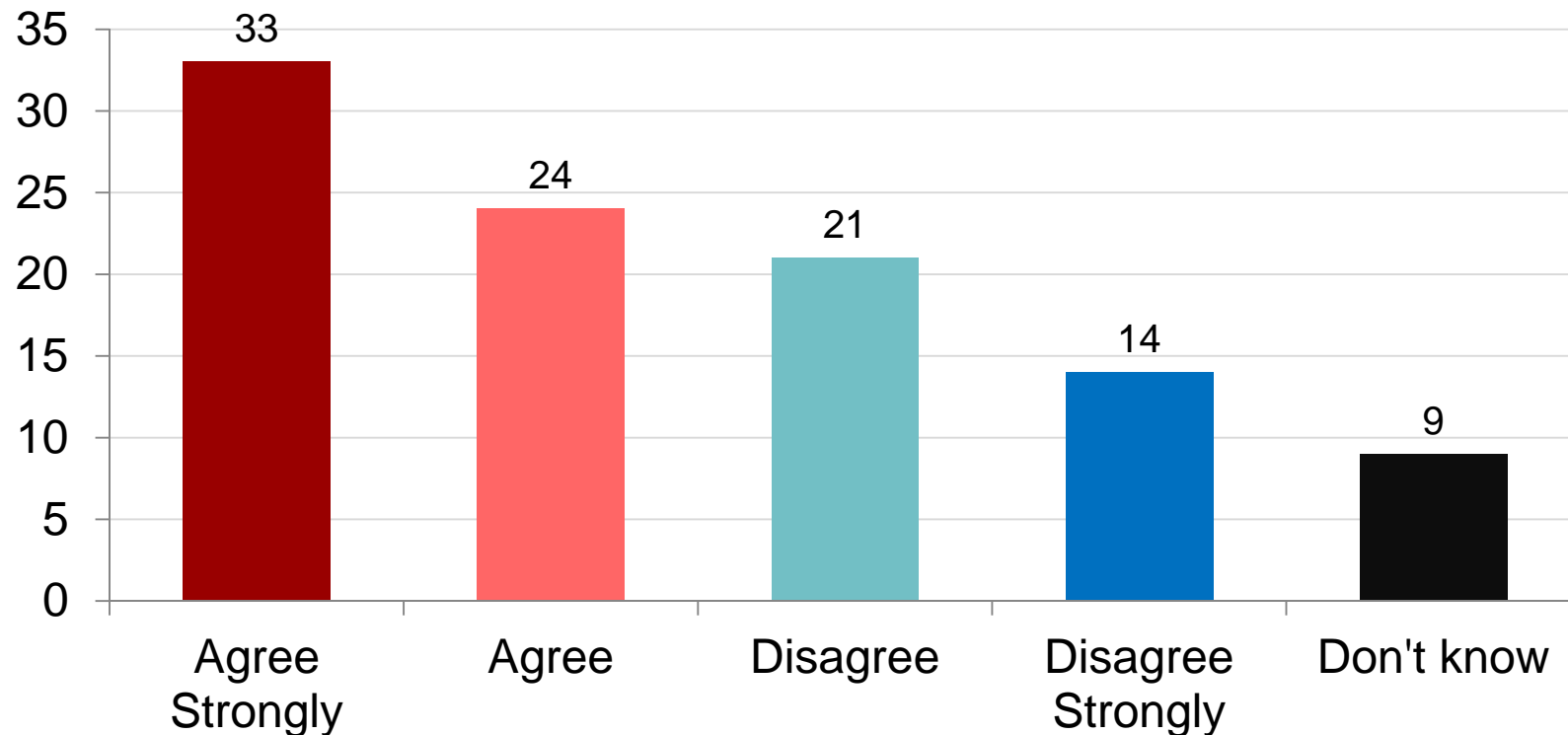
| %  | Agree<br>(Top 2) | Disagree<br>(Bottom 2) | Don't<br>know |
|--|------------------|------------------------|---------------|
| <b>Full-time Work that Does Not Exceed Poverty Line</b>                                  | 79               | 15                     | 6             |
| <b>Society Workplace Breakthroughs due to the Labour Movement Pressure</b>               | 75               | 17                     | 7             |
| <b>Union Members to Withdraw Services if Negotiations with their Employer Break Down</b> | 62               | 24                     | 15            |
| <b>Importance of Unions in Protecting Rights Today</b>                                   | 61               | 34                     | 4             |
| <b>The Advances Made by the Labour Movement are at Risk</b>                              | 57               | 35                     | 9             |
| <b>The Canadian Labour Movement is Under Assault</b>                                     | 56               | 27                     | 16            |

# Union Advances



Majority agree that union workplace advances like the weekend, paid holidays and maternity leave are at risk in today's political climate (57%, top 2).

**'The Advances Made by the Labour Movement are at Risk'**

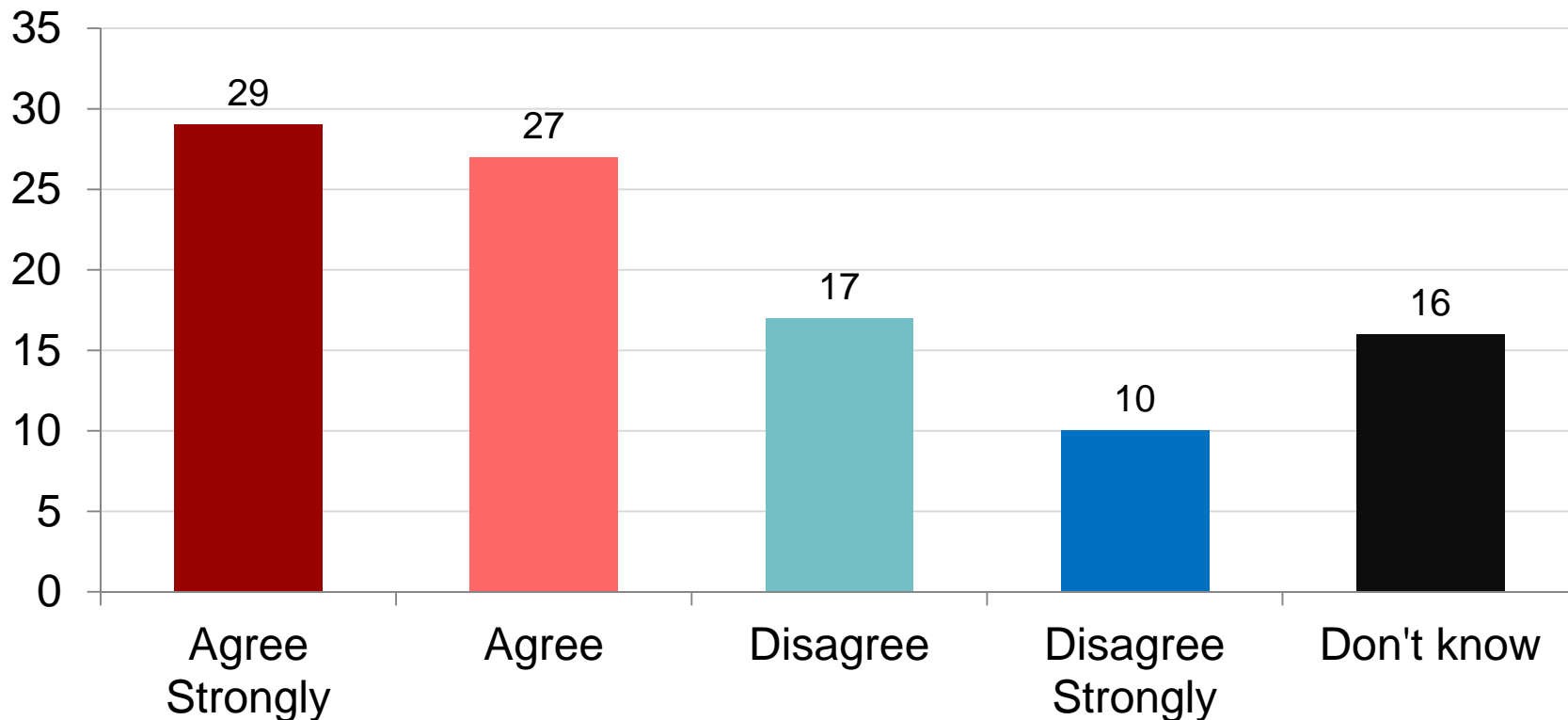


# Under Assault



A similar proportion agrees that the Canadian labour movement is under assault by employers and government who want to reduce its influence (56%, top 2).

**'The Canadian Labour Movement is Under Assault'**

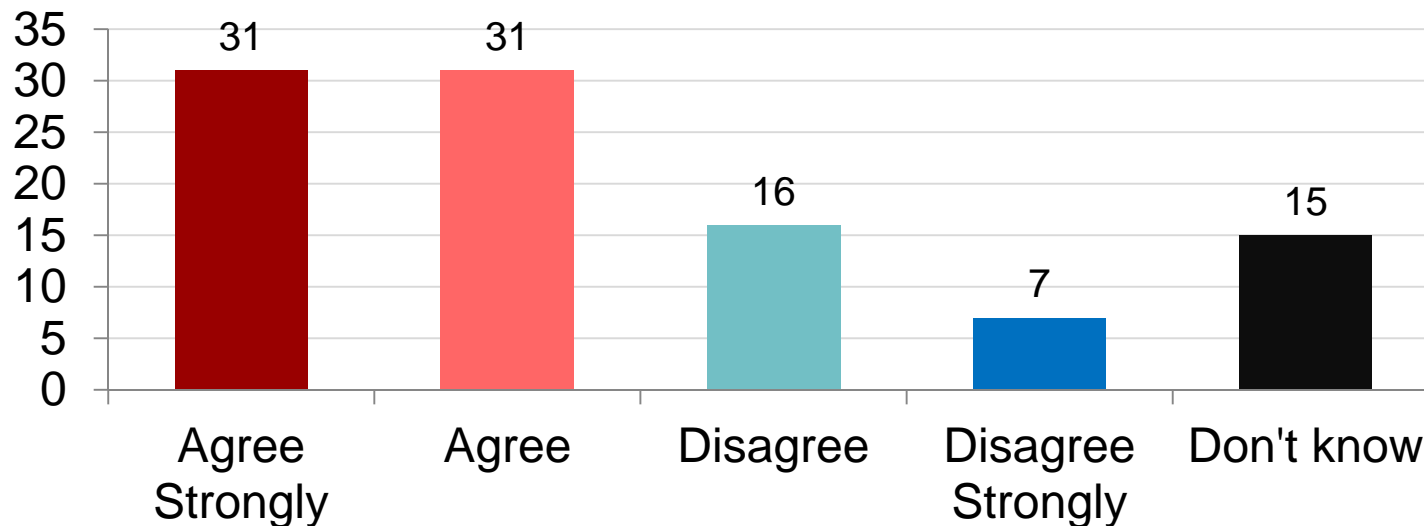


# Right to Strike



Two thirds of Torontonians agree with the basic right to strike ("unionized workers have the right to withdraw their services when negotiations with their employer break down" - 62%, top 2). This attitude is common to the oldest (67%), males (67%), the less wealthy (\$20K to \$40K - 71%).

**'Union Members to Withdraw Services if Negotiations with their Employer Break Down'**

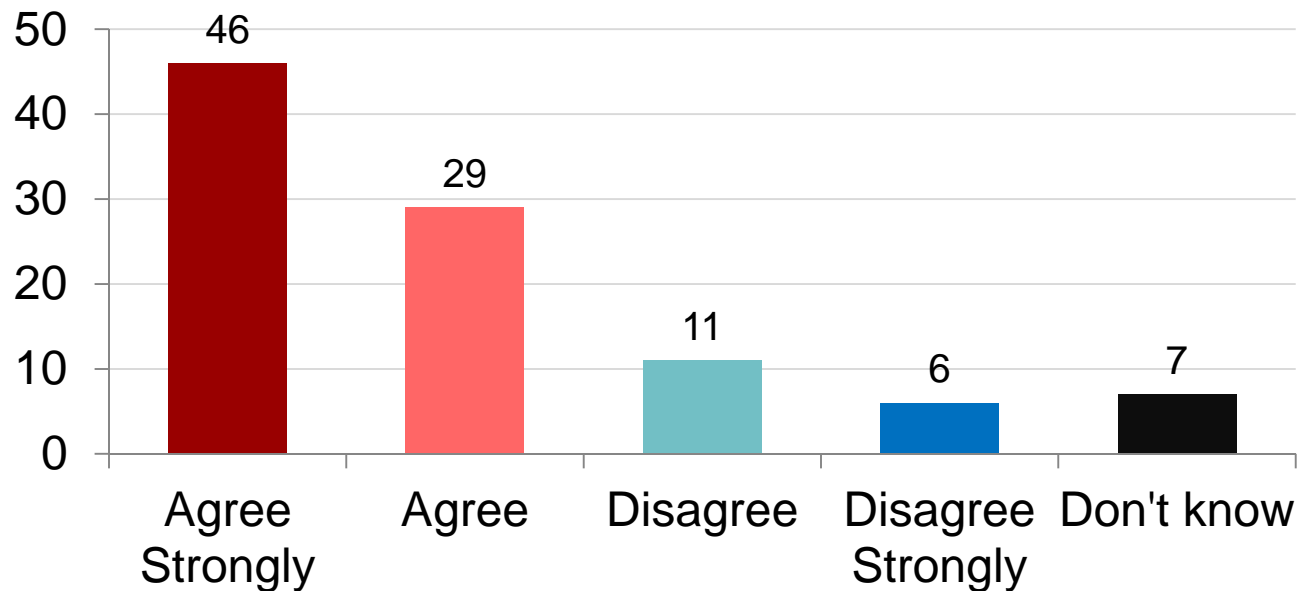


# Social Advances



Three quarters of Toronto voters agree that society would never have achieved workplace breakthroughs like the weekend, paid holidays, the end of child labour and paid maternity leave without the unions (75%, top 2). This view is characteristic of the oldest (84%) and the wealthy (\$80K to \$100K - 83%).

**'Society Workplace Breakthroughs due to the Labour Movement Pressure'**

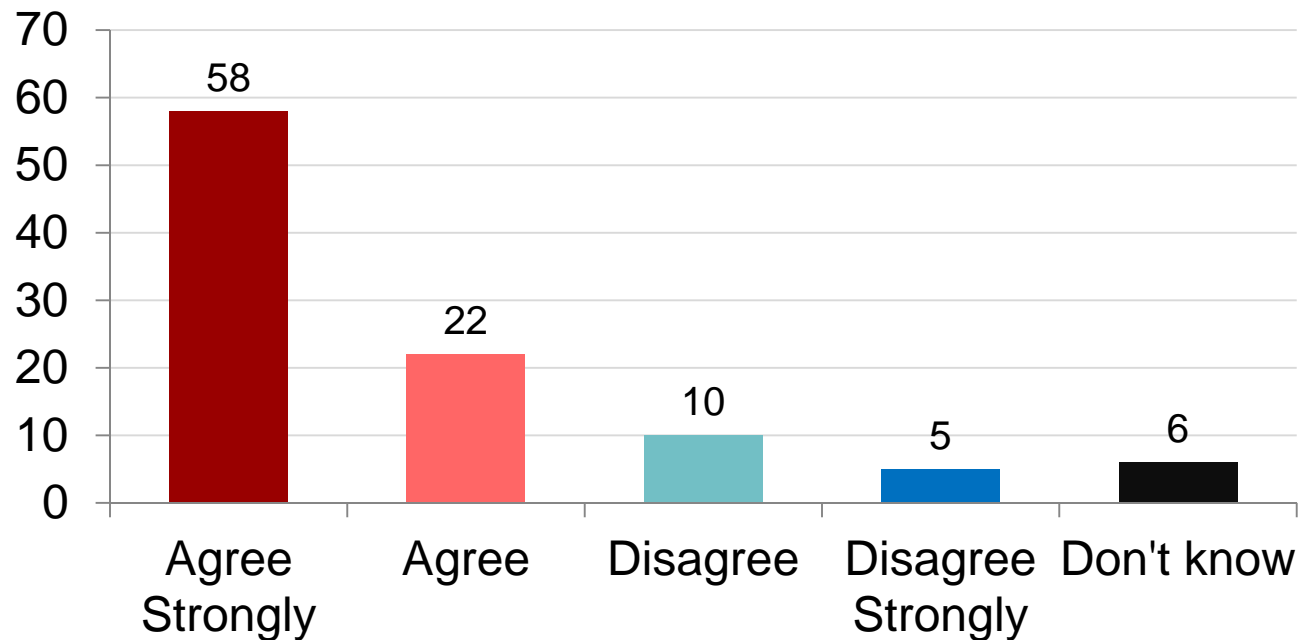


# Living Wage



The wide majority agree no one should have to work full time for a wage that doesn't meet the poverty line (79%, top 2). And this is characteristic of the youngest (86%), females (82%), and the wealthier (\$80K to \$100K - 86%).

**'Full-time Work that Does Not Exceed Poverty Line'**

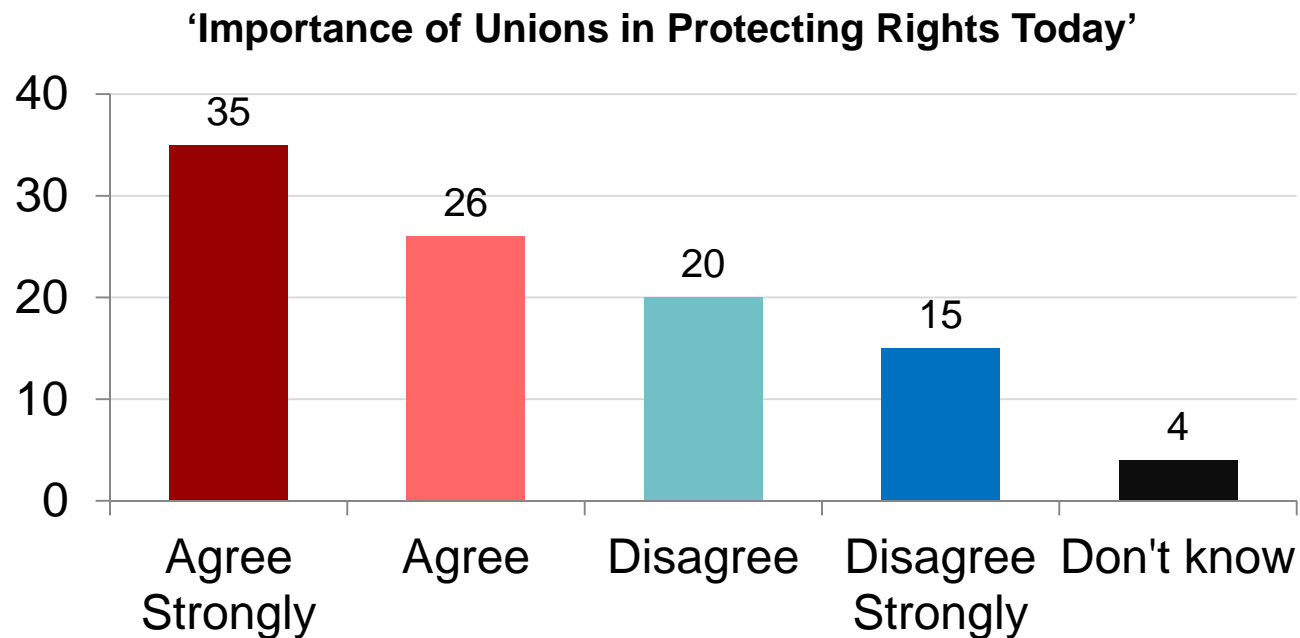




# Rights of Workers



Six-in-ten Torontonians agree unions are needed to protect the rights of workers and their families now as much as they have ever been needed (61%, top 2), and the profile of those who feel this way is similar to those who agree with the previous statement.



# Union Membership



One fifth of adult Torontonians are union members (19%)

Union Member

