

NEWS RELEASE

**MEDIA INQUIRIES:**

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE**Tax Hike Too High for Torontonians****Two in three think property tax increase should be lower**

Toronto, February 12th, 2024 – In a random sampling of public opinion taken by The Forum Poll™ among 1,032 Toronto residents eligible to vote in municipal elections, 67% say the 9.5 per cent property tax increase proposed by Mayor Olivia Chow should be lower. Among those surveyed, 23% support the hike and 5% think it should be higher.

“Even though Mayor Chow proposed a hike one per cent lower than the city staff proposed, it’s too much for Toronto residents, said Dr. Lorne Bozinoff, President of Forum Research. “The unpopularity of this tax hike may spell trouble for the mayor.”

Preference for a lower tax hike is highest in Scarborough (79%) and North York (74%). Compared to all age ranges, respondents aged 45 to 54 were the most likely to say the increase should be lower, at 76%. Support for a higher tax increase was highest among those with household incomes over \$250,000 at 17%, compared to 6% or less among other income ranges.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1,032 randomly selected Toronto residents over the age of 18, 72% by cellphone and 28% on landlines. The poll was conducted from February 8th, 2024 to February 10th, 2024. Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample and regional results will be less accurate. Margins of error for subsample results are available at www.forumresearch.com/samplestim.asp.

This research is not necessarily predictive of future outcomes, but rather captures opinion at one point in time.

With offices across Canada and around the world, 100% Canadian owned Forum Research is one of the country’s leading survey research firms.

Forum Research follows the CRIC Public Opinion Research Standards and Disclosure Requirements that can be found here:
<https://canadianresearchinsightscouncil.ca/standards/>

TORONTO**Feb 12th, 2024**

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

NEWS RELEASE



The key questions covered in the recent poll included:

*Note: TOTAL (u/w) indicates the unweighted count of respondents.
TOTAL (w/t) indicates the count weighted for age and gender.*

Q1. Toronto city council will consider a budget with a 9.5 per cent property tax increase, amounting to \$337 per year more for the average Toronto home. Do you support that hike to increase investment in the city or should it be lower or higher?

Gender/Age

%	Total	Male	Female	Non-binary or Other	18-24	25-34	35-44	45-54	55-64	65+
TOTAL (u/w)	1032	494	506	32	49	102	154	191	210	326
TOTAL (w/t)	1032	478	522	32	123	188	229	200	133	159
I support the hike	23%	22%	24%	25%	17%	20%	24%	16%	25%	38%
It should be lower	67%	65%	69%	59%	65%	66%	68%	76%	70%	52%
It should be higher	5%	7%	3%	16%	0%	8%	6%	5%	3%	4%
Don't know	5%	6%	5%	0%	17%	7%	2%	3%	2%	5%

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
TOTAL (u/w)	1032	90	141	122	122	117	224	70
TOTAL (w/t)	1032	87	138	128	110	125	241	64
I support the hike	23%	11%	19%	21%	20%	22%	32%	31%
It should be lower	67%	75%	66%	75%	70%	71%	60%	52%
It should be higher	5%	6%	4%	1%	6%	6%	5%	17%
Don't know	5%	8%	10%	3%	5%	1%	3%	0%

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

NEWS RELEASE



FORUM RESEARCH INC.

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1032	364	108	191	149	63	157
TOTAL (w/t)	1032	292	46	272	126	53	243
I support the hike	23%	33%	25%	17%	26%	30%	14%
It should be lower	67%	53%	65%	74%	61%	59%	79%
It should be higher	5%	9%	6%	3%	8%	5%	0%
Don't know	5%	5%	5%	6%	5%	7%	6%

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