

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Most Think Toronto Has A Spending Problem, Not A Revenue Problem

Despite this, most see answer in higher taxes, not cuts

TORONTO November 16th – In a random sampling of public opinion taken by the Forum Poll™ among 778 Toronto voters, the largest group, about 4-in-10, say Toronto has a spending problem (43%), while fewer than this, about one third, say Toronto has a revenue problem (35%). Only one in fourteen think the city has neither (7%), and one sixth don't know (15%). Belief the city overspends is characteristic of males (47%) rather than females (40%), those in lower income brackets (\$20K to \$60K - 49%), in York (52%) and Scarborough (55%), those who commute in private vehicles (53%), those who disapprove of John Tory as mayor (63%) and those who voted for Doug Ford (76%). Belief there is a problem gathering revenue is characteristic of the oldest (40%), the least wealthy (less than \$20K - 43%), in the downtown (46%), the best educated (post grad - 46%), those who commute by public transit (46%) and bicycle (52%) and by those who voted for Olivia Chow (53%).

Raising taxes seen as preferable to cutting services

More than 4-in-10 say city taxes should be increased to pay for services (41%), rather than the smaller group, about one third, who say services should be cut to keep taxes low (35%). One fifth thinks neither of these courses of action is necessary (20%) and just one twentieth don't know what to think (5%). Raising taxes is a position common to the oldest (55%), the wealthiest (\$100K to \$250K - 55%), in the downtown (59%) and East York (62% - caution: small base size), the best educated (53%), bike commuters (72%) and Olivia Chow voters (63%). Cutting services instead is especially favoured by the least wealthy (less than \$20K - 49%), in Scarborough (44%), the least educated (secondary school or less - 46%), those who disapprove of John Tory (46%) and those who voted for Doug Ford (54%).

“While it appears we have answered the eternal Toronto question, is it a revenue or a spending problem, in fact we have opened up another question, in that voters think the answer is, nonetheless, to raise taxes to continue to pay for the services they're used to rather than to cut them,” 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.

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TORONTO

November 16th, 2016

HIGHLIGHTS:

- About 4-in-10, say Toronto has a spending problem (43%), while fewer than this, about one third, say Toronto has a revenue problem (35%)
- More than 4-in-10 say city taxes should be increased to pay for services (41%)
- “While it appears we have answered the eternal Toronto question, is it a revenue or a spending problem, in fact we have opened up another question, in that voters think the answer is, nonetheless, to raise taxes to continue to pay for the services they're used to rather than to cut them,” 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 778 randomly selected Toronto voters. The poll was conducted on November 14th, 2016.

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

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TORONTO
November 16th, 2016

Spending Problem / Revenue Problem

Does the City of Toronto have a spending problem or a revenue problem?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	778	170	126	135	171	176	417	344
City has a spending problem	43	42	42	45	46	40	47	40
City has a revenue problem	35	36	34	33	35	40	35	35
City has neither problem	7	5	9	7	6	5	6	7
Don't know	15	16	14	15	13	15	12	18

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	778	78	111	78	104	78	173
City has a spending problem	43	36	49	49	40	41	40
City has a revenue problem	35	43	28	26	39	37	41
City has neither problem	7	4	2	9	4	9	9
Don't know	15	17	21	16	17	13	11

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	778	264	59	155	123	43	134
City has a spending problem	43	29	37	41	48	52	55
City has a revenue problem	35	46	37	37	26	38	27
City has neither problem	7	8	11	6	11	0	4
Don't know	15	17	15	16	15	10	13

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Mode of Transportation

TORONTO
November 16th, 2016

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	778	311	223	41	46	24	133
City has a spending problem	43	53	40	19	30	44	29
City has a revenue problem	35	24	46	52	36	25	44
City has neither problem	7	8	5	7	8	4	6
Don't know	15	14	9	22	27	26	20

John Tory Approval

%	Total	Approve	Disapprove
Sample	778	540	238
City has a spending problem	43	33	63
City has a revenue problem	35	41	24
City has neither problem	7	9	3
Don't know	15	17	10

Mayoral Vote Preference

%	Total	John Tory	Doug Ford	Joe Cressy	Someone else	Undecided
Sample	778	373	183	57	123	42
City has a spending problem	43	31	77	18	37	35
City has a revenue problem	35	44	12	67	37	25
City has neither problem	7	10	1	5	8	2
Don't know	15	15	9	10	18	38

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Taxes vs. City Services

Should city taxes be increased to pay for services, or should city services be cut to keep taxes low?

[All Respondents]

TORONTO
November 16th, 2016

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	778	170	126	135	171	176	417	344
City taxes should be increased to pay for services	41	38	41	34	40	55	42	39
City services should be cut to keep taxes low	35	34	32	41	35	31	36	33
Neither of these is necessary	20	24	20	23	18	10	17	22
Don't know	5	4	7	2	6	4	4	5

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	778	78	111	78	104	78	173
City taxes should be increased to pay for services	41	29	37	37	39	46	55
City services should be cut to keep taxes low	35	49	47	32	26	35	24
Neither of these is necessary	20	15	8	24	31	14	20
Don't know	5	7	8	7	4	5	1

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	778	264	59	155	123	43	134
City taxes should be increased to pay for services	41	59	62	30	40	33	30
City services should be cut to keep taxes low	35	23	19	42	32	40	44
Neither of these is necessary	20	15	16	23	21	21	21
Don't know	5	3	2	5	6	5	5

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Mode of Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	778	311	223	41	46	24	133
City taxes should be increased to pay for services	41	35	40	72	53	18	53
City services should be cut to keep taxes low	35	39	37	8	16	47	27
Neither of these is necessary	20	20	19	20	27	29	15
Don't know	5	6	4	0	3	6	5

TORONTO
November 16th, 2016

John Tory Approval

%	Total	Approve	Disapprove
Sample	778	540	238
City taxes should be increased to pay for services	41	46	30
City services should be cut to keep taxes low	35	30	46
Neither of these is necessary	20	19	21
Don't know	5	5	4

Mayoral Vote Preference

%	Total	John Tory	Doug Ford	Joe Cressy	Someone else	Undecided
Sample	778	373	183	57	123	42
City taxes should be increased to pay for services	41	49	21	67	45	21
City services should be cut to keep taxes low	35	29	56	15	24	37
Neither of these is necessary	20	18	18	16	27	27
Don't know	5	4	5	1	4	15

For more information:

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