

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

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## **TORONTO**

**August 12<sup>th</sup>, 2016**

## **HIGHLIGHTS:**

- As many as three quarters say they refer to the city most often as “Toronto” (75%), rather than “TO” (10%) or “The 6ix” (7%)
- Using “The 6ix” to describe Toronto is characteristic of the youngest (13%), in mid income groups (\$60K to \$80K - 11%)
- Among those who use the full name “Toronto” when discussing the city, the majority pronounce each syllable (To-RON-To - 70%)
- “We will have to repeat this poll in a year or two to see if the term “The 6ix” has gained any traction, or, indeed, has survived at all. But for now, “Toronto” is what people call the city, with a brief nod to the classic “TO”” said Forum Research President, Dr. Lorne Bozinoff.

## **FOR IMMEDIATE RELEASE**

### **Just One Tenth Call Toronto "The 6ix" or "TO"**

#### **Most pronounce the city as "To-RON-to"**

In a random sampling of public opinion taken by the Forum Poll™ among 864 Toronto voters, as many as three quarters say they refer to the city most often as “Toronto” (75%), rather than “TO” (10%) or “The 6ix” (7%). A similar proportion say they use another term most often (8%).

Using “The 6ix” to describe Toronto is characteristic of the youngest (13%), in mid income groups (\$60K to \$80K - 11%) and among those who commute by bicycle (15%).

Using the term “TO” is common to mid age groups (35 to 44 and 55 to 64 - 14% each), the least and most wealthy (13% each) and in Etobicoke (16%).

Use of Toronto is characteristic of the oldest (82%), the wealthiest (\$100K to \$250K - 77%), in East York (83%), among the best educated (79%) and Olivia Chow voters (83%)

#### **Most pronounce each syllable of "Toronto"**

Among those who use the full name “Toronto” when discussing the city, the majority pronounce each syllable (To-RON-To - 70%), while about a quarter use the shorter, two syllable version known to most citizens (Tronnah - 24%). Fewer than a tenth don’t offer an opinion (6%).

Using the shorter two syllable pronunciation is common to the youngest (38%), the wealthy (\$80K to \$100K - 33%), in North York (29%), those with some college (29%) and Doug Ford voters from the last election (30%).

“We will have to repeat this poll in a year or two to see if the term “The 6ix” has gained any traction, or, indeed, has survived at all. But for now, “Toronto” is what people call the city, with a brief nod to the classic “TO”” 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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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 864 randomly selected Toronto voters. The poll was conducted on August 11th, 2016.

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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**Referring to Toronto**

*Which term do you use most often to refer to Toronto?*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	864	189	137	166	181	191	426	415
Toronto	75	73	73	74	78	82	76	75
TO	10	6	14	13	14	7	9	11
The Six	7	13	5	6	3	3	6	8
Something else	8	9	8	7	5	8	9	7

**Income**

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	864	88	109	110	112	77	175
Toronto	75	67	71	77	74	77	78
TO	10	13	11	9	8	8	13
The Six	7	9	5	8	11	5	5
Something else	8	10	13	6	7	10	4

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	864	276	75	174	133	70	136
Toronto	75	79	83	76	64	78	76
TO	10	9	12	8	16	5	10
The Six	7	7	0	6	9	7	8
Something else	8	5	5	10	11	10	6

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**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
<b>Sample</b>	<b>864</b>	<b>104</b>	<b>211</b>	<b>318</b>	<b>231</b>
Toronto	75	73	74	74	79
TO	10	10	12	10	9
The Six	7	8	5	9	5
Something else	8	9	9	7	7

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**Transit**

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
<b>Sample</b>	<b>864</b>	<b>357</b>	<b>256</b>	<b>46</b>	<b>29</b>	<b>32</b>	<b>144</b>
Toronto	75	75	71	71	85	68	90
TO	10	10	12	12	4	6	6
The Six	7	8	7	15	8	3	1
Something else	8	7	10	2	4	22	3

**Past Mayoral Vote Preference**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
<b>Sample</b>	<b>864</b>	<b>109</b>	<b>366</b>	<b>132</b>	<b>56</b>
Toronto	75	72	78	83	72
TO	10	12	11	10	13
The Six	7	8	4	3	3
Something else	8	8	7	3	12

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## Toronto Pronunciation

How do you pronounce the word Toronto?

[BASE: Refer to Toronto as "Toronto"]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	666	143	101	123	141	158	329	320
"Toronto" (Toe-ron-toe)	70	51	71	77	77	84	68	72
"Tronnah" (Tronnah)	24	38	25	17	19	14	25	24
Don't know	6	11	5	5	4	1	7	4

### Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	666	60	75	84	88	60	142
"Toronto" (Toe-ron-toe)	70	72	77	73	67	62	70
"Tronnah" (Tronnah)	24	20	18	22	26	33	22
Don't know	6	8	5	5	7	5	8

### Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	666	220	61	133	90	54	108
"Toronto" (Toe-ron-toe)	70	69	72	66	72	74	71
"Tronnah" (Tronnah)	24	19	22	29	24	25	26
Don't know	6	12	6	5	4	1	3

### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	666	77	158	243	188
"Toronto" (Toe-ron-toe)	70	76	64	72	69
"Tronnah" (Tronnah)	24	23	29	23	23
Don't know	6	1	7	6	8

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### *Past Mayoral Vote Preference*

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	666	79	296	109	42
"Toronto" (Toe-ron-toe)	70	65	73	58	72
"Tronnah" (Tronnah)	24	30	21	27	15
Don't know	6	5	5	15	13

For more information:

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