

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **More than Three-Quarters Say Toronto Becoming Unaffordable**

### **Rent and Real Estate identified as most contributing to costs**

Toronto, September 7<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 811 Toronto voters, 8 in 10 (79%) say Toronto is becoming unaffordable. One-fifth (21%) say Toronto is not becoming unaffordable.

Amongst those that say Toronto is becoming unaffordable, one-third (36%), say the cost of real estate contributes most, while a quarter (23%), say it's rent, and about one-sixth (13%) say it's wages not keeping pace with costs.

A few identified property taxes (7%), shortage of funding for public services (5%), cost of utilities (5%) or private services such as insurance (5%), the cost of food (3%), or another reason (4%).

### **More affordable if property taxes were lower? Majority says no.**

Amongst those who pay property taxes, or live with someone who pays property taxes, more than half (BTM2: 58%) say lower property taxes wouldn't make life more affordable, with a quarter (27%) saying they wouldn't make life more affordable at all.

4 in 10 (TOP2: 42%) say that lower property taxes would make life more affordable, but only one-sixth (15%) say it would make life much more affordable.

### **Two-thirds opposed to property tax cut if it jeopardized public services**

Amongst all Torontonians, two-thirds (BTM2: 67%) say they are not likely to support a property tax cut if it meant cuts to city services, with half (49%) saying they are not at all likely to support such a cut.

A third (TOP2: 33%) said they would support a property tax cut if it meant cuts to public services, with one-sixth (15%) saying they would be very likely to support such a decrease.

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

"Affordability is clearly an issue for many in Toronto, with a staggering number of voters saying the city is becoming unaffordable," said Dr. Lorne Bozinoff, President of Forum Research. "Housing costs, such as the price of real estate and rent are seen as the cause by many, but currently, while Tory leads on the issue, it isn't nearly as big as his lead in voter intention. If Keesmaat, or another opponent can speak credibly to this issue, it could provide a big opportunity for their campaign."



**FORUM  
RESEARCH**

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

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### **Opinion also split on increasing property tax to improve services**

Amongst all Torontonians, Opinion is evenly divided on supporting an increase to property taxes to improve city services with half (TOP2: 47%) saying they would be likely to support such an increase, and half (BTM2: 53%) saying they are not likely to support such an increase.

### **Rent control seen as helpful by one-quarter**

A quarter (26%) say rent control would make Toronto more affordable, and a fifth (18%) say improving public services. Roughly equal proportions identified freezing property taxes (12%), easing restrictions on real estate development (11%), expanding Toronto community housing (12%), or something else (11%).

1 in 10 (11%) said they were not sure.

### **Half said cost of living would make them consider leaving Toronto**

Half (52%) said the cost of living in the city would make them consider living, with the other half (48%) saying it wouldn't.

A follow up question was asked of those that said they would consider leaving; it asked them how likely, if at all, they would be to do so.

Amongst that group, 8 in 10 (TOP2: 83%) said they are likely to leave, with almost half (47%) saying they are very likely to leave.

Only about one-sixth (BTM2: 17%) said they aren't likely to leave, with 1 in 10 (10%) saying they are not at all likely to leave.

Amongst those that would consider leaving, 1 in 10 (12%) said it would be in the short term, 4 in 10 (37%) saying in the medium term, and 4 in 10 (37%) saying in the long term. One-sixth (14%) said they do not know.



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

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### **Tory still at more than 50% support**

Amongst decided and leaning voters, more than (55%) say they would support John Tory if an election were held today, while a third (30%) say they would support Jennifer Keesmaat. One-sixth (15%) say they would support another candidate.

### **Tory seen as most likely to improve affordability**

4 in 10 (37%) say that John Tory is the candidate most likely to improve affordability if elected, while a quarter (25%) say it will be Jennifer Keesmaat.

1 in 10 (11%) say it will be another candidate.

A quarter (27%) say they do not know.

### **Tory's approval still high**

More than half (54%) say they approve of the job John Tory is doing as Mayor, while a quarter (27%) say they disapprove. One-fifth (19%) say they do not know.

"Affordability is clearly an issue for many in Toronto, with a staggering number of voters saying the city is becoming unaffordable," said Dr. Lorne Bozinoff, President of Forum Research. "Housing costs, such as the price of real estate and rent are seen as the cause by many, but currently, while Tory leads on the issue, it isn't nearly as big as his lead in voter intention. If Keesmaat, or another opponent can speak credibly to this issue, it could provide a big opportunity for their campaign."

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.



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

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 811 randomly selected Toronto Voters. The poll was conducted September 6<sup>th</sup>, 2017.

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. Actual results depend on a Candidate's ability to get their voters out. 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 [forumpoll.com](http://forumpoll.com).



**Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

*Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.*

**Due to rounding some numbers may not add up to 100**

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

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### *Tory Approval Trend*

%	Sample	Approve	Disapprove	Don't know
September 6, 2018	811	54	27	19
August 27, 2018	1242	58	24	18
July 25-30, 2018	2144	58	26	17
July 27, 2018	1328	56	25	19
Feb 7-8, 2018	977	58	28	14
Nov 21-22, 2017	843	53	30	16
Sept 8-9, 2017	658	53	24	23
June 20-22, 2017	1040	54	27	20
May 25, 27-28	1035	50	31	19
Apr 4-5, 2017	840	47	34	19
Mar 8-10, 2017	966	51	30	19
Jan 31-Feb 5, 2017	1090	46	29	25



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

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### ***Tory v Keesmaat***

*If a municipal election were held today, who would you vote for as mayor? + Even though you may not have made up your mind, which candidate are you leaning towards at this time? \**

*[Decided and leaning]*

### **Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>729</b>	<b>99</b>	<b>83</b>	<b>135</b>	<b>158</b>	<b>254</b>	<b>371</b>	<b>340</b>	<b>18</b>
<b>John Tory</b>	55	39	55	63	64	69	52	59	39
<b>Jennifer Keesmaat</b>	30	40	36	18	27	20	31	29	33
<b>Another candidate</b>	15	21	9	19	9	10	17	12	28

### **Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>729</b>	<b>282</b>	<b>57</b>	<b>137</b>	<b>111</b>	<b>38</b>	<b>104</b>
<b>John Tory</b>	55	49	65	63	65	28	52
<b>Jennifer Keesmaat</b>	30	38	25	20	21	36	37
<b>Another candidate</b>	15	13	10	17	14	37	11





# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Tory approval**

*Do you approve or disapprove of the job John Tory is doing as Mayor?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>811</b>	<b>110</b>	<b>97</b>	<b>146</b>	<b>175</b>	<b>283</b>	<b>405</b>	<b>385</b>	<b>21</b>
<b>Approve</b>	54	40	55	63	63	61	52	57	43
<b>Disapprove</b>	27	35	26	23	25	22	30	24	48
<b>Don't know</b>	19	25	19	13	12	17	18	20	10

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>811</b>	<b>303</b>	<b>64</b>	<b>152</b>	<b>124</b>	<b>40</b>	<b>128</b>
<b>Approve</b>	54	56	67	50	61	42	53
<b>Disapprove</b>	27	29	20	25	24	35	30
<b>Don't know</b>	19	15	12	25	15	23	17



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

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### Affordability candidate

Which mayoral candidate, if any, is most likely to improve the affordability of Toronto if elected?

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
TOTAL (u/w)	811	110	97	146	175	283	405	385	21
John Tory	37	25	36	39	45	51	34	40	29
Jennifer Keesmaat	25	34	28	19	22	15	29	21	29
Another candidate	11	17	8	12	10	7	15	7	14
Don't know	27	24	29	30	23	28	22	31	29

### Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	811	303	64	152	124	40	128
John Tory	37	31	42	45	43	21	33
Jennifer Keesmaat	25	33	23	20	19	37	23
Another candidate	11	9	8	12	12	30	9
Don't know	27	27	27	23	26	12	35



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



# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### ***Affordability of Toronto***

*In your opinion, would you say Toronto is becoming unaffordable?*

#### **Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>811</b>	<b>110</b>	<b>97</b>	<b>146</b>	<b>175</b>	<b>283</b>	<b>405</b>	<b>385</b>	<b>21</b>
<b>Yes</b>	79	78	78	85	77	75	79	78	81
<b>No</b>	21	22	22	15	23	25	21	22	19

#### **Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>811</b>	<b>303</b>	<b>64</b>	<b>152</b>	<b>124</b>	<b>40</b>	<b>128</b>
<b>Yes</b>	79	83	80	80	81	90	68
<b>No</b>	21	17	20	20	19	10	32



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Contributing factors**

*In your opinion, which of the following contributes most to making Toronto unaffordable?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>644</b>	<b>93</b>	<b>78</b>	<b>123</b>	<b>134</b>	<b>216</b>	<b>311</b>	<b>316</b>	<b>17</b>
Cost of Real Estate	36	32	45	32	34	38	39	33	35
Property taxes	7	1	6	12	13	6	6	8	6
Rent	23	33	25	13	14	17	21	25	12
Shortage of public funding for services	5	3	5	6	4	9	3	7	6
Cost of utilities such as hydro, water, or gas	5	5	0	8	11	6	4	6	12
Cost of private services, such as cable, cellphones, or auto insurance	5	8	0	5	2	7	5	5	0
Wages not keeping pace with costs	13	12	10	19	15	10	16	11	6
Cost of food	3	1	5	2	5	3	2	3	18
Something else	4	5	4	4	1	3	4	3	6



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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>644</b>	<b>244</b>	<b>52</b>	<b>112</b>	<b>101</b>	<b>34</b>	<b>101</b>
Cost of Real Estate	36	40	24	32	35	51	34
Property taxes	7	6	11	8	7	1	7
Rent	23	28	23	21	15	7	25
Shortage of public funding for services	5	5	17	3	5	5	6
Cost of utilities such as hydro, water, or gas	5	4	3	7	10	2	4
Cost of private services, such as cable, cellphones, or auto insurance	5	3	2	9	4	5	2
Wages not keeping pace with costs	13	12	14	15	13	18	12
Cost of food	3	1	2	1	6	3	6
Something else	4	2	4	4	7	7	4



# NEWS RELEASE



## Property taxes

*Do you, or does someone in your household, pay property taxes or not?*

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>811</b>	<b>110</b>	<b>97</b>	<b>146</b>	<b>175</b>	<b>283</b>	<b>405</b>	<b>385</b>	<b>21</b>
Yes	75	65	73	82	87	82	75	75	90
No	25	35	27	18	13	18	25	25	10

### Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>811</b>	<b>303</b>	<b>64</b>	<b>152</b>	<b>124</b>	<b>40</b>	<b>128</b>
Yes	75	69	71	75	75	58	88
No	25	31	29	25	25	42	12

## MEDIA INQUIRIES:

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603



180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

## Affordability and property taxes

*In your opinion, would Toronto be more affordable for you and your family if property taxes were lower, or not?*

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>638</b>	<b>68</b>	<b>69</b>	<b>117</b>	<b>153</b>	<b>231</b>	<b>315</b>	<b>304</b>	<b>19</b>
<b>NET: TOP2</b>	42	49	34	49	38	37	40	45	21
<b>NET: BTM2</b>	58	51	66	51	62	63	60	55	79
<b>Much more affordable</b>	15	17	12	16	16	12	14	15	21
<b>Somewhat more affordable</b>	27	32	22	33	22	25	26	30	0
<b>Not much more affordable</b>	32	29	35	28	36	30	31	32	26
<b>Not at all more affordable</b>	27	22	31	23	26	33	29	23	53

### Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>638</b>	<b>234</b>	<b>47</b>	<b>119</b>	<b>100</b>	<b>26</b>	<b>112</b>
<b>NET: TOP2</b>	42	41	34	44	38	46	43
<b>NET: BTM2</b>	58	59	66	56	62	54	57
<b>Much more affordable</b>	15	17	10	14	18	6	14
<b>Somewhat more affordable</b>	27	24	25	30	20	40	29
<b>Not much more affordable</b>	32	34	37	37	39	31	20
<b>Not at all more affordable</b>	27	25	28	18	24	23	37



### MEDIA INQUIRIES:

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Decrease in property taxes and city services**

*How likely would you be to support a decrease to property taxes if it meant cuts to city services?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
TOTAL (u/w)	811	110	97	146	175	283	405	385	21
NET: TOP2	33	35	34	41	29	23	35	32	33
NET: BTM2	67	65	66	59	71	77	65	68	67
Very likely	15	10	16	25	15	9	18	12	10
Somewhat likely	19	25	18	16	13	15	17	20	24
Not very likely	18	21	16	16	18	17	16	20	10
Not at all likely	49	44	50	43	53	60	48	48	57

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	811	303	64	152	124	40	128
NET: TOP2	33	26	22	46	42	41	25
NET: BTM2	67	74	78	54	58	59	75
Very likely	15	10	16	24	18	8	10
Somewhat likely	19	16	6	22	23	32	15
Not very likely	18	12	18	21	17	16	22
Not at all likely	49	62	60	34	41	43	52



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



# NEWS RELEASE



**FORUM RESEARCH INC.**

## *Increase to property taxes and services*

*How likely would you be to support an increase to property taxes if it meant improvements to city services?*

### **Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>811</b>	<b>110</b>	<b>97</b>	<b>146</b>	<b>175</b>	<b>283</b>	<b>405</b>	<b>385</b>	<b>21</b>
<b>NET: TOP2</b>	47	47	47	38	48	55	47	47	33
<b>NET: BTM2</b>	53	53	53	62	52	45	53	53	67
<b>Very likely</b>	22	18	27	19	21	28	24	20	24
<b>Somewhat likely</b>	25	28	21	19	27	27	22	27	10
<b>Not very likely</b>	15	14	12	18	15	17	13	17	19
<b>Not at all likely</b>	38	39	40	43	38	28	40	36	48

### **Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>811</b>	<b>303</b>	<b>64</b>	<b>152</b>	<b>124</b>	<b>40</b>	<b>128</b>
<b>NET: TOP2</b>	47	60	46	28	41	69	49
<b>NET: BTM2</b>	53	40	54	72	59	31	51
<b>Very likely</b>	22	34	25	14	17	26	18
<b>Somewhat likely</b>	25	26	21	14	24	43	31
<b>Not very likely</b>	15	12	17	26	12	11	8
<b>Not at all likely</b>	38	28	37	45	47	21	42



### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

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

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

### Solutions

Overall, which of the following options would most help make Toronto more affordable?

#### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>811</b>	<b>110</b>	<b>97</b>	<b>146</b>	<b>175</b>	<b>283</b>	<b>405</b>	<b>385</b>	<b>21</b>
Freezing property taxes	12	11	8	17	18	9	10	13	14
Rent control	26	32	27	21	22	19	24	27	19
Improving publicly funded services such as the TTC	18	20	20	11	19	19	19	18	0
Expanding Toronto community housing	12	12	14	10	13	15	11	13	14
Easing restrictions on real estate development	11	11	12	11	8	10	14	8	10
Something else	11	9	8	16	10	12	13	8	33
Not sure	11	5	11	14	9	18	9	12	10

#### Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>811</b>	<b>303</b>	<b>64</b>	<b>152</b>	<b>124</b>	<b>40</b>	<b>128</b>
Freezing property taxes	12	9	6	11	13	32	12
Rent control	26	27	26	26	25	24	23
Improving publicly funded services such as the TTC	18	20	12	17	16	16	19
Expanding Toronto community housing	12	11	18	11	8	12	17
Easing restrictions on real estate development	11	14	16	13	13	11	3
Something else	11	11	11	12	12	3	9
Not sure	11	8	11	10	13	2	16



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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Considering leaving Toronto**

*Is the cost of living in Toronto making you consider leaving the city?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>811</b>	<b>110</b>	<b>97</b>	<b>146</b>	<b>175</b>	<b>283</b>	<b>405</b>	<b>385</b>	<b>21</b>
Yes	52	59	66	51	39	32	51	52	71
No	48	41	34	49	61	68	49	48	29

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>811</b>	<b>303</b>	<b>64</b>	<b>152</b>	<b>124</b>	<b>40</b>	<b>128</b>
Yes	52	45	45	53	52	70	59
No	48	55	55	47	48	30	41



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

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

***Likelihood of leaving***

*How likely is cost of living to make you consider leaving the city?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>346</b>	<b>60</b>	<b>62</b>	<b>73</b>	<b>68</b>	<b>83</b>	<b>179</b>	<b>152</b>	<b>15</b>
<b>NET: TOP2</b>	83	91	82	77	83	68	81	85	73
<b>NET: BTM2</b>	17	9	18	23	17	32	19	15	27
<b>Very likely</b>	47	54	45	53	33	31	46	48	53
<b>Somewhat likely</b>	36	37	37	24	50	37	36	37	20
<b>Not very likely</b>	7	2	8	10	11	13	10	5	7
<b>Not at all likely</b>	10	8	10	13	6	18	9	10	20

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>346</b>	<b>114</b>	<b>24</b>	<b>68</b>	<b>56</b>	<b>24</b>	<b>60</b>
<b>NET: TOP2</b>	83	85	71	78	80	88	88
<b>NET: BTM2</b>	17	15	29	22	20	12	12
<b>Very likely</b>	47	48	32	44	39	58	52
<b>Somewhat likely</b>	36	37	38	34	41	30	35
<b>Not very likely</b>	7	5	5	11	6	7	6
<b>Not at all likely</b>	10	10	24	11	14	6	6



# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

### *Leave the city when?*

*Would you consider leaving the city...?*

#### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Other
<b>TOTAL (u/w)</b>	<b>346</b>	<b>60</b>	<b>62</b>	<b>73</b>	<b>68</b>	<b>83</b>	<b>179</b>	<b>152</b>	<b>15</b>
In the short term	12	6	23	14	8	8	14	10	20
In the medium term	37	44	38	33	29	27	40	35	33
In the long term	37	34	26	41	55	48	35	39	20
Not sure	14	16	13	12	8	18	11	16	27

#### Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>346</b>	<b>114</b>	<b>24</b>	<b>68</b>	<b>56</b>	<b>24</b>	<b>60</b>
In the short term	12	15	26	10	13	14	11
In the medium term	37	48	36	25	29	39	42
In the long term	37	31	32	49	38	31	30
Not sure	14	6	7	16	20	15	17



For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
[forumresearch.com](http://forumresearch.com)