

# NEWS RELEASE



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## **FOR IMMEDIATE RELEASE**

### **Affordability the Biggest Issue Facing Toronto Right Now**

#### **Tory's approval unchanged**

Toronto, July 5<sup>th</sup>, 2018 – In a random sampling of public opinion taken by The Forum Poll™ among 2521 Toronto voters, one-quarter (26%) says that overall affordability is the biggest problem facing the city right now. One-fifth said the biggest problems are traffic gridlock (19%) or public transit (18%), respectively.

About 1 in 10 (13%) said the biggest problem was social housing, while a similar proportion (7%) suggested it was traffic safety.

Fewer than 1 in 10 suggested the city's biggest problem was either property taxes (6%), something else (6%), or privatization of services (4%).

Respondents most likely to say that affordability is the biggest problem facing Toronto include those 34 and younger (32%), female (28%), earning \$20,000-\$40,000 (32%), \$40,000-\$60,000 (30%), \$60,000-\$80,000 (31%) or \$80,000-\$100,000 (31%), living in North York (32%) or York (30%).

Respondents most likely to say that traffic gridlock is the biggest problem facing Toronto include those aged 55-64 (27%), male (22%) earning \$80,000-\$100,000 (22%) or the most wealthy (24%), with a college/university (21%) or post-graduate degree (19%), and living in Etobicoke (26%).

Respondents most likely to say public transit is the biggest problem facing Toronto include those aged 34 and younger (23%) or 35-44 (20%), male (22%), earning \$80,000-\$100,000 (22%) or the most wealthy (22%), with a college/university (20%) or post-graduate degree (21%), and living in the former city of Toronto (23%).

#### **Tory approval unchanged since February**

More than half (57%) say they approve of the job Tory is doing as mayor and just about one-quarter (24%) say they disapprove. About one-fifth (19%) say they do not know.

Tory's approval remains virtually unchanged since February 2018 (58%), while his disapproval is down 4 points (February 2018: 28%).

#### **MEDIA INQUIRIES:**

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"A quarter of Torontonians, the plurality, see affordability as the city's single biggest problem, but movement issues, including traffic gridlock and public transit, were identified by a combined 4 in 10," said Dr. Lorne Bozinoff, President of Forum Research. "Will moving around be the ballot question in the 2018 election?"



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Respondents most likely to approve of John Tory include those aged 65 and over (69%), the wealthiest (65%), those with a post-graduate degree (61%), those living in the Former City of Toronto (60%), East York (60%), or Etobicoke (58%).

Respondents most likely to disapprove of John Tory include those aged 45 to 54 (27%), males (27%) earning \$60,000-\$80,000 (33%), the least educated (27%), with a college, university, (24%) or post-graduate degree (24%) and cyclists (43%).

“A quarter of Torontonians, the plurality, see affordability as the city’s single biggest problem, but movement issues, including traffic gridlock and public transit, were identified by a combined 4 in 10,” said Dr. Lorne Bozinoff, President of Forum Research. “Will moving around be the ballot question in the 2018 election?”

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto: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 2521 randomly selected Toronto Voters. The poll was conducted June 29-30, 2018.

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 [forumpoll.com](http://forumpoll.com).

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### Mayor 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
Sample	2521	79	139	186	243	270	1235	1238
Approve	57	44	51	59	54	63	55	58
Disapprove	24	13	29	20	27	22	27	20
Don't know	19	43	20	20	19	15	18	21

#### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	2521	248	337	343	320	256	501
Approve	57	47	52	56	52	60	65
Disapprove	24	26	23	23	33	25	21
Don't know	19	26	24	21	15	15	14

#### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	2521	309	621	903	688
Approve	57	52	54	57	61
Disapprove	24	27	23	24	24
Don't know	19	21	23	20	15



#### Primary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	2521	1420	789	111	130	71
Approve	57	57	58	42	50	55
Disapprove	24	25	20	43	20	29
Don't know	19	17	22	15	30	16

#### Secondary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	2521	722	1061	140	425	173
Approve	57	56	59	44	58	52
Disapprove	24	24	24	28	24	26
Don't know	19	21	18	28	18	22

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**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	2521	830	228	503	399	150	411
Approve	57	60	60	53	58	55	55
Disapprove	24	24	19	25	24	27	24
Don't know	19	16	20	22	19	19	21



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**Biggest Problem Facing Toronto**

*In your opinion, what is the biggest problem facing Toronto right now?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
<b>Sample</b>	<b>2521</b>	<b>79</b>	<b>139</b>	<b>186</b>	<b>243</b>	<b>270</b>	<b>1235</b>	<b>1238</b>
Public transit	18	26	21	20	15	17	22	15
Social housing	13	12	9	11	11	18	10	16
Property taxes	6	8	6	6	12	5	6	7
Traffic gridlock	19	9	19	18	20	27	22	16
Traffic safety	7	7	6	6	7	10	7	8
Privatization of services	4	4	3	6	3	3	5	4
Overall affordability	26	32	32	27	25	12	24	28
Something else	6	3	5	5	7	8	5	7

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
<b>Sample</b>	<b>2521</b>	<b>248</b>	<b>337</b>	<b>343</b>	<b>320</b>	<b>256</b>	<b>501</b>
Public transit	18	12	12	17	18	22	22
Social housing	13	29	18	11	13	10	9
Property taxes	6	10	6	6	7	3	5
Traffic gridlock	19	7	12	18	18	22	24
Traffic safety	7	7	8	11	3	5	9
Privatization of services	4	6	6	4	5	3	3
Overall affordability	26	18	32	30	31	31	22
Something else	6	10	5	3	4	5	6



**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
<b>Sample</b>	<b>2521</b>	<b>309</b>	<b>621</b>	<b>903</b>	<b>688</b>
Public transit	18	17	13	20	21
Social housing	13	15	18	11	10
Property taxes	6	4	7	7	6
Traffic gridlock	19	15	17	21	19
Traffic safety	7	7	6	7	9
Privatization of services	4	5	5	4	4
Overall affordability	26	29	27	27	23
Something else	6	7	7	5	7

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Public transit	18	15	22	28	14	13
Social housing	13	9	18	8	21	17
Property taxes	6	7	6	4	2	14
Traffic gridlock	19	27	7	4	15	22
Traffic safety	7	6	8	17	7	8
Privatization of services	4	4	5	4	6	3
Overall affordability	26	25	28	30	31	15
Something else	6	6	6	5	3	8

### Secondary Transportation

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way
Sample	2521	722	1061	140	425	173
Public transit	18	19	17	19	20	13
Social housing	13	10	14	10	16	16
Property taxes	6	7	6	3	5	7
Traffic gridlock	19	19	22	15	12	16
Traffic safety	7	7	7	10	9	6
Privatization of services	4	4	4	5	4	6
Overall affordability	26	27	24	33	28	28
Something else	6	7	5	5	7	9

### Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	2521	830	228	503	399	150	411
Public transit	18	23	18	16	15	18	17
Social housing	13	15	15	11	13	13	12
Property taxes	6	5	7	6	8	4	7
Traffic gridlock	19	13	12	19	26	17	21
Traffic safety	7	8	12	7	9	10	4
Privatization of services	4	4	3	4	3	3	7
Overall affordability	26	27	23	32	19	30	24
Something else	6	5	10	5	6	5	7



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