

NEWS RELEASE



FORUM RESEARCH INC.

The Plurality See No Change in Quality of Representation at City Hall

Toronto, July 9th – In a random sampling of public opinion taken by The Forum Poll™ among 1143 Toronto voters, four-in-ten (42%) say the quality of representation at City Hall did not change since the size of council was altered.

A quarter of Torontonians (27%) think it got much worse and about one-sixth (16%) thinks it got a little worse.

1 in 10 (8%) say that the quality of representation has gotten much better, while about 1 in 20 (6%) say it's gotten a little better.

Respondents most likely to say the quality hasn't changed include those earning \$60k-\$80k (50%) or \$80k-\$100k (50%), voting Conservative (51%), and living in North York (51%).

Respondents most likely to say it's gotten much worse includes those aged 18-34 (32%), the least wealthy (38%) or earning \$40-60,000 (36%), living in the Former City of Toronto (37%) or York (35%), and supporting the NDP (39%).

Respondents most likely to say representation has gotten much better includes males (16%), the least wealthy (15%) and the most-wealthy (18%) and supporting the Conservatives (29%) or PPC (29%).

“The plurality said the quality of representation at City Hall saw no change since the size of council was altered,” said Dr. Lorne Bozinoff, President of Forum Research. “But a quarter think the quality of representation has gotten much worse; the issue of Toronto council size was a polarizing one when it first emerged and it's continuing to divide Torontonians, particularly along party lines.”

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“The plurality said the quality of representation at City Hall saw no change since the size of council was altered,” said Dr. Lorne Bozinoff, President of Forum Research. “But a quarter think the quality of representation has gotten much worse; the issue of Toronto council size was a polarizing one when it first emerged and it's continuing to divide Torontonians, particularly along party lines.”



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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 1143 randomly selected Torontonians. The poll was conducted July 3rd – 6th, 2019.

Results based on the total sample are considered accurate +/- 3%, measured as the average deviation across all response categories, 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. 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.



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. TABLE IS AN EXAMPLE ONLY.

Due to rounding some numbers may not add up to 100

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City Hall Representation

Has the quality of representation at City Hall gotten better, gotten worse, or neither, since the size of council was altered?

Age/gender

%	Total	18 to 34	35 to 44	45 to 54	55 to 64	65 and over	Male	Female	Non-Binary
Sample	1143	156	156	219	255	357	589	523	31
NET: TOP2	14	9	16	16	17	15	16	12	19
NET: BTM2	44	50	38	44	41	43	43	44	52
Much better	8	7	12	9	7	5	9	7	16
A little better	6	3	4	7	10	9	6	5	3
Neither better nor worse	42	41	45	40	42	43	41	44	29
A little worse	16	17	12	18	18	17	16	17	19
Much worse	27	32	26	26	23	26	27	27	32

Income

%	Total	Less than \$20,000	\$20,000 to \$40,000	\$40,000 to \$60,000	\$60,000 to \$80,000	\$80,000 to \$100,000	\$100,000 to \$250,000	More than \$250,000
Sample	1143	78	133	133	131	143	274	54
NET: TOP2	14	15	13	8	9	13	18	19
NET: BTM2	44	48	46	52	41	37	46	38
Much better	8	5	4	4	5	8	13	13
A little better	6	10	9	4	4	5	5	5
Neither better nor worse	42	37	41	40	50	50	37	44
A little worse	16	10	14	16	15	14	20	9
Much worse	27	38	32	36	26	23	26	28



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	1143	102	229	458	354
NET: TOP2	14	16	16	14	12
NET: BTM2	44	56	38	44	45
Much better	8	9	6	9	7
A little better	6	7	10	4	5
Neither better nor worse	42	28	46	43	43
A little worse	16	29	10	15	19
Much worse	27	27	28	29	26

Community

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	1143	366	92	229	213	71	172
NET: TOP2	14	9	12	15	18	12	17
NET: BTM2	44	54	52	34	45	54	39
Much better	8	6	5	8	12	9	8
A little better	6	3	7	7	6	2	8
Neither better nor worse	42	37	36	51	37	35	44
A little worse	16	18	23	18	14	19	13
Much worse	27	37	29	16	31	35	26



Voter intention

%	Total	Conservative	Liberal	New Democratic	Green	People's Party of Canada	Other
Sample	1143	274	523	132	101	40	22
NET: TOP2	14	29	7	7	7	29	16
NET: BTM2	44	20	52	56	63	40	35
Much better	8	18	3	3	6	21	3
A little better	6	10	5	4	1	8	14
Neither better nor worse	42	51	41	37	30	31	49
A little worse	16	9	20	17	28	9	5
Much worse	27	11	32	39	35	31	30

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