

The Pulse of Toronto Poll

Fall 2017

City Politics and Issues



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This is the second in a series of four releases by NewsTalk 1010 Toronto on polling results conducted and analyzed by the polling and market research division of **DART Insight and Communications** ("**DART Insight**"). This release of findings addresses Torontonians opinions concerning *City Politics and Issues*. The **DART Insight** poll was conducted September 16-19, 2017. A full methodology and links to further information including the detailed tables used herein appear at the end of this release.

A Brief Commentary on the Results

On September 25, 2009, then incumbent Toronto Mayor David Miller announced that he would not seek a third term as mayor in the 2010 election, citing family reasons. In fact, a poll earlier that month revealed that a vast majority of Torontonians wanted Miller replaced as Mayor over dissatisfaction at his handling of a 39-day municipal strike. Many of Miller's supporters had already defected to other potential candidates, likely to be former Ontario Progressive Conservative leader John Tory (who would eventually sit out the election) or Deputy Premier George Smitherman (who would be the frontrunner, for at least a while.)

Meanwhile, Councilor Rob Ford was in the wings with a group, including his brother Doug Ford, preparing the groundwork for a mayoralty bid that would urge Torontonians to "Stop the Gravy Train" at city hall. The election was more than a year away. But fueled by the combustible anger of taxpayers, Rob Ford would be the juggernaut that ruled the election, used as a political battering ram to change the apparent status quo at City hall.

Today, Toronto is a year out from another Municipal election and there is a whiff of 2009 somewhere in the wind as Rob Ford's brother, former Councilor Doug Ford, takes up the standard of his deceased brothers standard and prepares to do battle against Mayoral

incumbent John Tory. But make no mistake, it is a very different political environment in 2017 compared to what it was in 2009.

In 2009, only **12%** of Torontonians felt that City Hall was spending their taxpayers' money wisely. Today, while below a majority, it's at least substantive at **43%**.

In 2009, only **44%** of Torontonians felt their city was on the "*Right Track*". Today, two-thirds (**62%**) of Torontonians feel that their city is on the "*Right Track*".

In 2009, only **21%** of Torontonians believed that incumbent Mayor David Miller deserved to be re-elected. Today, over two-thirds (**65%**) believe that incumbent Mayor John Tory deserves to be re-elected. In fact, in 1999, just as many (**66%**) believed that Mayor Mel Lastman should be re-elected for another term.

And in 2010, **48%** felt the Toronto's government didn't care about their part of town. Today, **40%** (down 8 points), feel the same

They say that a week in politics is a lifetime. And so, with the next municipal election more than a year from now, it's an eternity measured in political lives.

And it suggests that this is a very different political landscape facing Mr. Ford and Mr. Tory (and others) today than it was in 2009. And that's what makes this next year particularly interesting because in many ways it's an old ball game made new again.

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Toronto City Politics...

The poll did not ask how citizens would vote for any candidate in the Toronto Municipal election which will take place in the fall of 2018. Instead, survey probes many other questions that are more germane this far out from election day. For varying perspective and comparison, the polling also puts forward other individuals who have either not yet nor likely to announce their candidacy for Mayor.

Over Two-Thirds (65%) Believe Mayor John Tory Deserves to be Re-elected...

Over two-thirds (65%) of Torontonians believe **Mayor John Tory** *deserves to be re-elected* versus 35% who believe that it's *time for a change*. To put this in perspective, in 2009 at this point in his term, only 21% said Mayor David Miller deserved to be re-elected compared with 66% in 1999 who believe that Mayor Mel Lastman should be re-elected.

Those who give Mr. Tory the highest marks for re-election escalate according to education with those who have some post-secondary education (60%) or those who are university graduates (70%). More men (67%) than women (63%) support Mr. Tory's re-election as well as firm majority's in all age groupings – older (69% aged 55+), younger and middle-aged (64% 18 – 34 and 62% 35 – 54). Even those who are regular users of the TTC are in favour of his re-election (67%).

In terms of geography, **Mr. Tory doesn't dip below 60% in any part of the city** with his highest numbers in the Old City of Toronto/Downtown (73%) followed by those in York/East York (70%), Scarborough (62%) and it Etobicoke and North York each at 60%.

As for those who believe it's time for a change at City Hall (35%), they're most likely to be lower educated (55%), women (37%) versus men (33%) and middle-aged Torontonians (38%). In terms of geography, those who want him to move on are most likely to hail from Etobicoke (40%) and North York (40%), followed then by those from Scarborough (38%), York/East York (30%) and Old City of Toronto/Downtown (27%).

Who's Worthy of Torontonians Consideration for their Vote Next Municipal Election in October 2018? John Tory 75%, Doug Ford 36%, Desmond Cole 30%, Drake 19%...

Torontonians would give current **Mayor John Tory 75% consideration** to be elected Mayor in the next municipal election versus **36%** for former City Councillor **Doug Ford**, **30%** for activist **Desmond Cole** and only **19%** for homegrown celebrity superstar **Drake**.

Of the **75%** of Torontonians who would consider current **Mayor John Tory**, he has his highest level of consideration from voters in the old city of Toronto/downtown and 83% followed by those in York/East York (81%), Etobicoke (75%), North York (71%) and Scarborough (68%). More men (78%) than women (73%) and those aged 55+ (78%) lead the way. Those who are lower educated are underwhelmed with his consideration at 56%.

Of the **36%** who indicate they would consider **Doug Ford**, he has half (50%) of those in Scarborough followed by those in both Etobicoke and North York (each at 41%), York/East York (22%) and those in the Old City of Toronto/Downtown (20%). Those most likely to consider Mr. Ford are lowest educated (53%) and those with children (48%).

Of the **30%** to indicate that they would give consideration for activist **Desmond Cole**, his highest level of consideration comes from the old city of Toronto/downtown (38%) followed by those in York/East York (34%), North York (28%), Scarborough (26%) and Etobicoke (25%). Mr. Cole is given highest consideration by young people (46% 18 - 34), those with children (40%), those who rent and are employed (36%), and those more likely to take the TTC (38%).

Of the **19%** who say that they would consider **Drake** on the ballot for mayor, they're more likely to come from North York (24%), have children (31%), be young (29% aged 18 - 34) and women (22%).

Mayor Tory has the Most Intensity for Consideration (48%) While Ford Languishes (16%) and Others Bottom Out...

In terms of *intensity* for consideration, **Mayor Tory leads (48%) with voters** who *would consider him a great deal* on the 2018 ballot for mayor. Geographically, the Old City of Toronto/Downtown (56%) is foremost followed by York/East York (56%), Etobicoke (49%), North York (44%) and Scarborough (36%).

This compares to **Doug Ford** who has only **16%** of Torontonians who would consider him a great deal in the next election with his greatest geographic support coming from those in Scarborough (22%), Etobicoke (19%), North York (16%), York/East York (11%) and Old City of Toronto/Downtown (8%).

On this measurement alone, the formal mayoralty candidate Mr. Ford has a yawning gap behind Mr. Tory of 32 points among those who would consider either politician a great deal. This is even notable in Mr. Ford's backyard of Etobicoke where Mr. Tory outpaces Mr. Ford by 30 points.

Drake has **5%** and **Desmond Cole** at **4%** of Torontonians who would give either of them great consideration if they were on the ballot.

In the alternative, of those who would *not at all consider* any candidacy for Mayor on the next municipal ballot, Drake (61%) leads, followed by Doug Ford (53%), Desmond Cole (39%) and Mayor John Tory (13%).

In short, Mr. Ford currently has a 5 to 1 ratio of those who would *not at all consider him for mayor* (53%) versus incumbent Mayor Tory (13%).

So, How's the City Doing? Two-Thirds (62%) Say Toronto's on the Right Track...

Two thirds (62%) of Torontonians believe that *Toronto is on the right track*. By comparison, in 2013 Mayor Rob Ford had this measure at 48%, only 44% of Torontonians believed this to be the case in 2009 during the final year of Mayor David Miller's term, and in 1999 Mayor Mel Lastman had this benchmark – the highest ever recorded – at 79%.

Majorities believing the city is on the right track hold up in every part of the city – Old City of Toronto/Downtown and York/East York are highest (69% each) followed by Etobicoke (60%), North York (59%) and Scarborough (54%). Those most likely to believe the city is on the right track are younger (68%), those who regularly ride the TTC (65%) and those who are highly educated (66%).

Alternatively, four in 10 (38%) of Torontonians do not believe Toronto is on the right track. This negative view is most likely to be found in Scarborough (46%) followed by those in North York (41%), Etobicoke (40%) and York/East York and Old City of Toronto/Downtown each at 31%. Those preferring this perspective are more likely to be men (42%), middle aged (44%) and less educated (56%).

But Majority (57%) Don't Believe City Hall Spends Their Tax Dollars Wisely...

Six in 10 (57%) Torontonians *don't believe City Hall is spending their tax dollars wisely*. And while this may seem high today, it was at 88% during the final year of Mayor David Miller's term in 2009. Of the 57% now who don't believe City Hall is spending their tax dollars wisely they are most likely to come from Scarborough (64%) followed by Etobicoke and North York each at 60%, the Old City of Toronto/Downtown (51%) and York /East York (49%). Those with this view are most likely to be middle aged (62%) and lower educated (71%).

Of the **43%** of Torontonians *who do believe City Hall spends their tax dollars wisely* (this was just a mere **12%** in 2009) they are most likely to come from York/East York (51%) followed by those in Old City of Toronto/Downtown (49%), Etobicoke and North York both

at 40%, and Scarborough (36%). Those most likely to share this view are younger (46%) and older (45%) compared to middle aged (38%) and those who are highly educated (46%).

Four in 10 (40%) Believe Toronto's Government Doesn't Care about their Part of the City... Down from 48% in 2010...

A sizable minority (40%) of Torontonians believe *Toronto's government doesn't care about their part of the city. However*, it's important to note that the same question asked in 2010 generated a response from 48% who believed the government didn't care about their part of town.

This is particularly the case for a majority who live in Scarborough (52% – but down from 71% in 2010) followed by those in North York (42% – down from 48%), Etobicoke (41% – down from 46%), York/East York (38% – down from 51%) and Old City of Toronto/Downtown (27% – down from 39%). While uniform across most demographics, those who are least educated (47%) are more likely to take this perspective.

Alternatively, a majority (60% – up from 51% in 2010) of Torontonians believe *Toronto's government cares about their part of the city* with highest marks coming from the Old City of Toronto/Downtown (73% – up from 66%) followed by those in York/East York (62% – up from 49%), Etobicoke (59% – up from 53%), North York (58% – up from 48%) and Scarborough (48%). While uniform across most demographics, those who rent (65%) are most likely to feel this way.

New Bicycle Lanes Get Warm Embrace by Majority (59%)...

Six in 10 (**59%**) Torontonians believe the *new bicycle lanes in Toronto are working really well*. Those most likely to embrace this view are young (65%), those who rent (67%) and regularly take the TTC (66%) and are higher educated (62%), The highest ratings are given by those who live in the Old City of Toronto/Downtown (74%) followed by those in York/East York (63%), Scarborough (55%), North York (54%) and Etobicoke (46%).

Those who are *least likely* to take this view (**41%**), tend to be older (48% aged 55+), those who are less educated (56%) and those who own their residence (47%). Geographically,

Etobicoke (54%) is the least likely to be enamored with the new bicycle lanes followed by those in North York (46%), Scarborough (45%), York/East York (37%) and Old City of Toronto/Downtown (26%).

Immigration Impact...

Two-Thirds (64%): Immigration has had Positive Impact on their Community...

Two-thirds (64%) of Torontonians believe *immigration has had a positive impact on their community*. Those most likely to hold this view are young (76%), are university graduates (70%) and women (68%). Those most likely to support this view are from the Old City of Toronto/Downtown (80%), followed by those in York/East York (68%), North York (64%), Scarborough (58%) and it Etobicoke (51%).

One-third (36%) disagree immigration has had a positive impact on their community and those most likely to hold this view are men (39%), those who are older (43% 55+), and those who are lower educated (49%). Geographically, those least likely to embrace this view are from Etobicoke (49%) followed by those from Scarborough (42%), North York (36%), York/East York (32%) and the Old City of Toronto/Downtown (20%) are.

But Majority (56%) Say Immigration Has Pressured Community Public Services...

A majority (56%) believe **immigration has placed too much pressure on their community public services** (for example health, transport, and educational services). This view is most contrast to buy older Torontonians (62% aged 55+), those who are lower educated (73%), those who own their own residence (59%) and those who are regular users of the TTC (50%). Those who are most likely to take this point of view reside in Etobicoke (67%) followed by those in Scarborough (59%) and North York (58%), York/East York (51%) and Old City of Toronto/Downtown (44%).

A total of **44% disagree with this view** with those most likely being younger (55% aged 18 – 34), higher educated (48%), those who rent their own residence (48%) and those who regularly take the TTC (50%). Geographically, will these Torontonians are most likely to come from old city of Toronto/downtown (56%), York/East York (49%), North York (42%), Scarborough (41%) and Etobicoke (33%).

Regardless, Majority (63%) Disagree Immigration Causing Community Change in Ways They Don't Like...

Two-thirds (63%) of Torontonians *disagree immigration is causing their community change in ways they don't like* and are most likely to be women (67%) versus men (58%), younger (69% aged 18 – 34), higher educated (66%) and regularly take the TTC (71%). They are also most likely to come from the old city of Toronto/downtown (78%) followed by those in York/East York (70%), North York (61%), Etobicoke (57%) and Scarborough (48%).

For the one-third (37%) of Torontonians *who believe immigration is causing their community to change in ways they don't like*, they are most likely to be men (42%) versus women (33%) and lower educated (51%). These Torontonians are most likely to come from Scarborough (52%) followed by Etobicoke (43%), North York (39%), York/East York (30%) and Old City of Toronto/Downtown.

Public Transit and the TTC...

Torontonians and Riders Split on Toronto Transit Woe Fixes...

Torontonians and, of them, regular transit riders are split on whether Mayor Tory and the City Council have Toronto on the right track to fix many of Toronto's transit woes – **half (51%) of Torontonians** along with **half (52%) of regular TTC users** believe Mayor Tory and City Council have *Toronto on the right track to fix many of Toronto's transit woes*.

Geographically this is led by residents in York/East York at 63% followed by those in North York at 53%, Etobicoke at 52%, old city of Toronto/downtown at 51% and Scarborough at 42%.

However, this compares to **the other half of Torontonians (49%)** flanked by **half (48%) of regular transit users who disagree** that Mayor Tory and City Council have Toronto on the right track to fix many of Toronto's transit woes. Those most likely to express this view come from Scarborough (58%) followed by those in old city of Toronto/downtown (49%), Etobicoke (48%), North York (47%) and York/East York (37%)., Etobicoke at 48%, North York at 47% and York/East York at 37%.

Regular TTC Users (48%) Just +3 Points More than in 1999 (45%) – 18 Years Ago...

Half (48%) of Torontonians regularly use the TTC either every day (23%) or a few times each week (25%). For the other half, one in 10 (12%) use it less than once a week, 8% use the service about once a month, 22% use it less than once a month and 10% never use the TTC. Those most likely to regularly use the TTC are women (53%), Young (66% aged 18 – 34) and middle aged (53% aged 35 – 54), those who are employed (58%), renters (58% versus those who own 41%) and university graduates (52%). Geographically, regular riders are most likely to be found in Old City of Toronto/Downtown (59%) and York/East York (59%) followed by those who in North York (48%), Scarborough (38%) and Etobicoke (37%).

When compared with results from a poll asking the same question in 1999 (18 years ago) there have been some subtle changes in ridership but not much in terms of overall increases in utilization:

- 1999 – 45% regularly used the TTC versus 48% today (+3)
- 1999 – 28% used the TTC every day versus 23% today (-5)
- 1999 – 6% used the TTC less than once a week versus 12% today (+6%)
- 1999 – 11% used the TTC about once a month versus 8% today (-3)
- 1999 – 21% used the TTC less than once a month versus 22% today (+1)
- 1999 – 16% never used the TTC versus 10% today (-6)

So, is There Potential to Get More Transit Riders?

Six in 10 (58%) of Torontonians and seven in 10 (67%) of regular transit riders say *something can be done* to get them to ride public transit more often. They're more likely to be well-

educated (63%), young (62%) and men (62%) and across the city those with the highest intentions are in the Old City of Toronto/Downtown (70%) followed by those in York/East York (59%), Etobicoke (56%), North York (55%) and Scarborough (51%).

But this utilization potential doesn't seem to reside in the other **42%** of Torontonians and one third (**33%**) of regular TTC riders who agree there's *nothing that could be done to get them to ride the TTC more* often. Of those most likely to indicate that *there's nothing that can be done* to get them to ride the TTC more often (42%), they're more likely to be women (46%) older (47% aged 55+) and lower educated (63%). Geographically, this sentiment can be found the most in Scarborough at 49% followed by those in North York at 45%, Etobicoke at 44%, York/East York at 41% and in the old city of Toronto/downtown at 30%.

Majority of Torontonians (54%) Regular Riders (59%) Love their Transit, But Sizable Minorities Don't, Including 41% of Regular TTC Riders...

Loving the better way – a majority (**54%**) agree that they *love their public transit* –whenever they need and use it, it's great. Of those Torontonians who say they *love their public transit* (54%), they're *most likely* to be older (62% aged 55+), regular riders (59%) and men (58%). Geographically, those who love their public Transit the most come from Etobicoke and York/East York at 57% each followed by the Old City of Toronto/Downtown (56%), North York (53%) and Scarborough (51%).

Not showing the love so much – those Torontonians *least likely to say they love their public transit* (**46%**), are most likely to be young (55% aged 18 – 34), women (49%) and least educated (46%). Notably, **41% of regular TTC riders indicate they don't love their public transit**, implying that whenever they need and use it, it's not great. Geographically, the least love comes from Scarborough (49%) followed by those from North York (47%), the Old City of Toronto/Downtown (44%) and from Etobicoke and York/East York both at 43%.

Public and Riders Split on Worry Over TTC Drivers Affected by Drugs or Alcohol...

Half (50%) of Torontonians and a majority (**54%**) of **regular public transit users** say they *never worry if drugs or alcohol affects a TTC driver*. This is most likely the view held by those in the Old City of Toronto/Downtown (60%) followed by those in York/East York (61%), Etobicoke (52%), North York (43%) and Scarborough (39%).

The **other half (50%) of Torontonians** along with **46%** of **regular public transit users** *disagree* – implying that they *do worry if drugs or alcohol affects a TTC driver*. Those who worry the most come from Scarborough (61%) followed by those from North York (57%), Etobicoke (48%), the Old City of Toronto/Downtown (40%) and York/East York (39%).

But Feel Safe Riding the Red Rocket...

A significant majority (**81%**) of Torontonians indicate that they **feel safe** riding on the TTC – including **86%** of **regular public transit riders**. This contrasts with just **19%** of **Torontonians** and just **14%** of **regular riders** who disagree. There are no discernible/significant demographic differences on these opinions.

And Majority (67%) Say TTC Employees Work Hard...

A **majority (67%) of Torontonians** and seven in 10 (**69%**) **regular TTC riders** believe TTC employees *work hard*. TTC workers get consistent marks across the city for their work ethic with highest marks coming from Old City of Toronto/Downtown and Scarborough (68%) followed by York/East York (67%), North York (66%) and Etobicoke (65%).

This compares with one third (**33%**) of **Torontonians** and three in 10 (**31%**) **regular TTC riders** who disagree that TTC employees work hard. Geographically, this criticism is held highest in Etobicoke (35%) followed by those in North York (34%), York/East York (33%) and those in Old City of Toronto/Downtown and Scarborough (both at 32%).

Overdose Dilemmas...

Toronto, like other cities in North America, is experiencing a high rate of drug overdoses which is risking or causing death.

Majority (60%) Say Overdoses Are a Public Health Priority Not a Police/Criminal Court Priority (40%)...

Six in 10 (60%) Torontonians believe that the high rate of drug overdoses is primarily *a public health issue and our priority right now should be on helping the people most at risk*. Those most likely to embrace this view are women (63%) versus men (56%), those who were younger (70% aged 18 – 34). Across the city, this view is most likely to be held in Old City of Toronto/Downtown (70%) followed by those in the work/East York (66%), Scarborough (59%) North York (54%) and Etobicoke (53%).

This compares with 40% of Torontonians who believe this situation is *primarily a police and criminal court issue and our priority right now should be catching and punishing drug dealers*. Those most likely to have this perspective are men (44%) versus women (37%), those lower educated (61%) and those who are older (49% 55+). Geographically, this view is held highest in Etobicoke (47%) followed by those in North York (46%), Scarborough (41%), York/East York (34%) and in the Old City of Toronto/Downtown.

Perception is Those Overdosing are More Likely Addicts (68%) as Opposed to Occasional Users (32%)...

When Torontonians hear nowadays that *someone has died from a drug overdose* seven in 10 (68%) believe that the individual is *an addict who made some bad choices* as opposed to *an unwilling victim who was an occasional user and didn't know what was in the drug* (32%).

Those most likely to believe people who are overdosing are **addicts** (68%) are most likely from North York (72%) followed by those in Etobicoke (71%), Scarborough (70%), York/East York (60%) and in the Old City of Toronto/Downtown (62%). Demographically, there's no

significant difference except that those with children (71%) are more likely to fall into this category.

Those most likely to believe those overdosing are **occasional users** (32%) are most likely to come from your/East York (40%) followed by those from the old city of Toronto/downtown (38%), Scarborough (30%), Etobicoke (29%) and North York (20%). There are a few demographic differences except for those earning between \$75,000 – \$99,000 (37%) and those who rent (35%) who are more likely to believe this to be the case.

Plurality (41%) Say Declare a Public Health Emergency, One Third (33%) Say We're Doing Enough and One Quarter (26%) Say Just Call in the Cops...

A plurality (41%) believe that **not enough is being done** with the overdosing situation and that Toronto should *declare a public health emergency* and deploy all the resources it can. Those most likely to believe this are those earning less than \$50,000 a year (49%) women (48%) along with those who rent (48%) and those who are younger (45% aged 18 – 34). This view is most health in North York (46%) followed by those in the Old City of Toronto/Downtown (45%), York/East York (42%, Etobicoke (37%) and Scarborough (35%).

This compares with one third (33%) who believe that Toronto *is doing enough right now* and it *doesn't need to declare a public health emergency*. Those most likely to take this view are Torontonians who are middle-aged (37%), employed (37%) and men (36%). There also most likely to come from old city of Toronto/downtown (36%) and Etobicoke (34%) followed by those from North York/York/East York each at 32% and Scarborough at 31%.

And lastly, one quarter (26%) *don't believe this is a public health emergency* and that Toronto should *just give the police and the courts the tools to clean the mess up*. Those most likely to hold this view are older (32% aged 55+), lower educated (36%) and men (31%). Geographically, the most likely to come from Scarborough (34%) followed by those from Etobicoke (28%), York/East York (26%), North York (23%) and the City of Toronto/Downtown (19%).

Methodology



These are some of the findings of a DART Insight poll conducted September 16-19, 2017 on behalf of NEWSTALK 1010 Toronto for its fall "Pulse of Toronto" series. DART Insight constructed the questionnaire and analysis. A sample of 814 adults was surveyed within the Toronto (proper) boundaries using the Maru/Matchbox online panel. <https://ca.linkedin.com/company/maru-matchbox> Weighting was then employed to balance the demographics to ensure that the sample's composition reflected that of the adult population of Toronto according to Census data and to provide results intended to approximate the sample universe. The precision of DART Insight online poll results is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 3.9 percentage points, 19 times out of 20, had all Toronto adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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For the findings of these polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/>

DART applauds, encourages, and complies with the industry disclosure and conduct standards set by the Canadian Association for Public Opinion Research (CAPOR) and adopted with the Market Research and Intelligence Association (MRIA). Accuracy of any Online polling results are measured using a Bayesian Credibility Interval which is endorsed by the American Association of Public Opinion Research (AAPOR).