The Pulse of Toronto Poll

Fall 2017

Living in the City

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This is the fourth in a series of four releases by NewsTalk 1010 Toronto on polling results conducted and analyzed by *DART* Insight and Communications ("*DART* Insight"). This release of findings addresses Torontonians opinions concerning *Living in the City*. 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

Toronto is probably one of, if not the most diverse cities in the world.

And before you roll your eyes at that, census data over the last few years show us that at least 49% of the people who live in Toronto were not born in this country –-and this compares to the likes of Vancouver (39%), Miami (37%), Los Angeles (35%) Sydney (32%), Melbourne (29%) and New York City (28%)… Just to name a few.

It's also a place where not just multiculturalism but other aspects of culture and religion have been encouraged to flourish, making the city unique not only with its own neighborhood spent with its interconnected tolerance. Add to this a cultural and entertainment center for not just Canada but the world, a formidable financial center and engine of international business, and a sprawling metropolis with a growing and aging population in an ever higher packed density and it's amazing that it all hangs together under one roof. And speaking of roof, just add sports of all kinds, museums and art galleries and all of the other splendid things of life – including your favorite restaurant or pub – and Toronto is very inviting.

But not everything is sunny and warm.

Commuting and traffic congestion can be a problem on any given day at any time. Friction between different groups, entities and institutions in the city can rear their head from time to time. Certain neighborhoods carry stigma and the standard of living and of working habits can be as diverse as in any other major urban center.

What this final survey analysis does is explore different attitudes about living in Toronto to give us a wide slice of experiences to ponder. Some of it's fun. Some serious. And indeed, some of it is troubling or just downright uncomfortable.

But whatever it is, it's Toronto. It's where we live, where we work and where we experience life and each other. And for whatever it is today, it will continue to evolve and one day will be able to take these results and compare them to see how far we've moved the benchmarks either backwards or forwards and it will give us something that many others never really have a chance to have: perspective.

And in the end, it's perspective that helps us make the right choices and decisions for whatever we do and whatever we want.

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Our Toronto...

85% Of Torontonians: All Things Considered, Toronto's a Great City for Living

Toronto can be many things to many people but a vast majority (85%) of its citizens agree that *all things considered, Toronto's a great city for living*.

Top Two Attributes That Help Define Toronto: Multiculturalism (46%) and a Good Place to Work (29%)...

The rank order of these attributes doesn't suggest that lower ones are "worse" than the first because respondents are asked to simply choose one positive attribute that helped define the city.

From a provided list, Torontonians were asked to pick **the *one* positive attribute that helps define our city**—and a**lmost half (46%) chose "***multiculturalism*" **as the first positive attribute defining Toronto followed by "***a good place to work*" **(29%).**

The remaining three were "***lifestyle*" (10%), "***well run, safe*" (9%) and "**a cool city**" (8%).

For the Top Two Choices...

Those most likely to choose "***multiculturalism*" (46%) were more likely to be women (50%) versus men (41%), and younger (49% – aged 18 – 34, 51% – aged 35 – 54) compared with those who are older (36% aged 55+). Those most likely to embrace multiculturalism are from York/East York and Scarborough at 49% followed by those in the Old City of Toronto/Downtown at 48%, North York at 47% in Etobicoke with 36%.

Of those who chose "***a good place to live and work*" (29%), those most likely to do so were men (33%) versus women (25%), those who own their own residence (35%) and those aged 55+ (42%). This attribute is most likely to be found in Etobicoke at 31% followed by Scarborough at 30%, North York at 29%, North/East York at 28% and Old City of Toronto/Downtown at 26%. There were no other significant differences in demographics for the remaining three attributes.

And Who Knew? Six In 10 (58%) Satisfied with Police Clearing Accident Scenes on 401 – Up 7 Points from 1999…

And, for some, life can't be all that bad in the *Big Smoke* when six in 10 (**58%**) Torontonians are *satisfied with the amount of time it takes police to clear accident scenes on the 401* – up from 51% 1999.

But for sure, many (**42%**) *disagree* with this view. People feeling this way are most likely to be men (46%) and home owners (45%).

Half (48%) Say They Know Their Neighbours Well…

But **only half (48%) admit to knowing their** "**neighbours well**". This is most likely the case as age increases – 36% for the youngest Torontonians (aged 18 – 34) followed by 46% who are middle aged (35 – 54) and 61% of those who are older (aged 55+).

Those who own their residence are more likely (51%) to admit knowing their neighbours well compared to those who rent (32%). Geographically, those parts of the city to admit to knowing their "neighbours well" are highest in Etobicoke at 53% followed by those in York/East York at 49%, old city of Toronto/Downtown and Scarborough at 47% and North York at 46%.

This compares with the other half (51%) who *admit to NOT knowing their* "*neighbours well*".

So, Just How Comfortable Would Torontonians Feel About Living Next Door to Different Types of People?

Being comfortable is a relative condition. Being comfortable living next door to people who you either may or may not know is a test as about as close as it gets.

In 1997 — 20 years ago — NewsTalk 1010 asked Torontonians if it would bother them to have next door neighbours who were visibly from a different culture than themselves and the results were massively polarized – agree 5%, disagree 95%.

But, perhaps that's because the question was asked in an overarching way as opposed to being on a "*type by type*" basis. We'll never know about then…but we wanted to know about it now and the results were interesting to say the least.

Asked how *uncomfortable* they would feel if *particular types of people moved in next door to them* Torontonians revealed their feelings…

- Nine in 10 (**86%**) indicated if a **White Supremacist** was living next door they would be *uncomfortable*, followed by an **Evangelical Christian** (**26%**), someone practising the **Muslim** faith (**23%**), or **East Indian** (14%), **Black** (**12%**), a **Gay/Lesbian** couple (**9%**), **Asian** (**7%**) or **Jewish** (**5%**).

- A vast majority (**95%**) indicated they'd be *comfortable* someone who was **Jewish** were living next door to them, followed by someone who is **Asian** (**93%**), a **Gay/Lesbian** couple (**91%**), **Black** (**88%**), **East Indian** (**86%**), **Muslim** (**77%**), **Evangelical Christian** (**74%**) or a White Supremacist (**14%**).

Extra Insight on Uncomfortable Neighbours…

The following are some extra insights on the top two groups that residents would be most uncomfortable with if they were living next door. For all other groups, there were negligible differences either demographically, socio-economically, or geographically.

Evangelical Christian (**26%**)—more likely to be highest educated (29%), those who take the TTC regularly (29%) and those who live in either Old City of Toronto/Downtown (36%) or York/East York (35%)

Muslim (**23%**)—more likely to be men (26%) than women (20%), older (28% 55+), lowest educated (30%) those who own their own residence (26%) versus those who rent (20%), lower annual household income ($50,000 – $74,000), living in Etobicoke (30%) and either North York or Scarborough (26%).

Over One-Third (36%) Would, if They Could, Sponsor a Refugee Family…

Over one third (36%) indicate that if they could, they'd "sponsor and invest my time for a year getting a refugee family settled in Toronto." Alternatively, two thirds (64%) indicate that they would not do so. In knowing this, let's caution how we interpret the latter group – the question asks if they can *sponsor and invest time* which puts conditions on their answer. As such, there may be a group that *simply can't* meet those conditions; however, there may be another group that simply *doesn't want* to do it. It's instructive to note that throughout the polling done for the series of four releases there appears to be approximately 3 in 10 Torontonians who consistently indicate that they are not open to more immigrants or refugees. This suggests that the other (just over) three in 10 may simply be unable to fulfill the conditions of doing so. This is all to say that just because 36% of Torontonians are open to settling a refugee family doesn't mean that all of those remaining (64%) are making that decision because they reject immigrants or refugees.

Of those who are *most likely to indicate that they would sponsor and invest their time for a year getting a refugee family settled in Toronto* they are more likely to be younger (46% 18 – 34), women (43%) versus men (29%), lower income and regular transit users (41%), University educated (39%), renters (39%) and primarily in the Old City of Toronto/Downtown (46%) and York/East York (43%).

Of *those who would decline to make such an offer* (64%), they're more likely to be lowest educated (76%), men (71%) versus women (57%), older (55+70%), earning over $100k household income per year (70%), residence owners (69%) and most likely to be living in Etobicoke (73%), Scarborough (69%) and North York (66%).

Three In 10 (29%) are Caring for an Older Parent or Relative…

Three in 10 (29%) Torontonians indicate that they *are caring for an older parent or relative* because they are in need. This is most likely to be the case for those who are middle aged (34%) and with some-post secondary education (38%). Those who are doing so are more likely to be in Etobicoke and Scarborough (36%) followed by those in North York at 31%, York/East York at 21% and in the Old City of Toronto/Downtown at 19%.

Two-Thirds (65%) Don't Believe There's Enough Accessibility in Their Community for Aging or Disabled People...

A majority (65%) *don't believe that there's enough accessibility in their community for aging or disabled people*. Those more likely to believe this are those earn between $50,000 and $74,000 household income per annum (74%), women (72%) versus men (59%), those with the lowest level of education (72%) and those aged 55+ (69%). In terms of geography, those more likely to share this perspective reside in Scarborough (72%) followed by those in Etobicoke (69%), North York (64%), York/East York (62%) and Old City of Toronto/Downtown (60%).

Just over one third (35%) *believe there is enough accessibility* in their community for aging or disabled people. Those more likely to take this position are those earning $100,000 + household income per annum (42%), men (41%) sees versus women (28%) and younger Torontonians (41%). With respect to geography, those most likely to believe that there is enough accessibility reside in the old city of Toronto/downtown (40%) followed by those from York/East York (38%), North York (36%), Etobicoke (31%) and Scarborough (28%).

Relationships...

To Do or Not to Do...

Torontonians indicating they are either **married, living common-law or living with a partner** were asked *if they had the ability to do a certain something from a list with or to their significant other, would they do it...*?

- Almost 9 in 10 (**86%**) said they'd "*stay together, through thick and thin, and make it work forever*". Those most likely to *disagree* are those with some post-secondary education (22%) and the lowest income (18%).

- Two thirds (**63%**) indicated they'd *make their relationship "more caring and intimate than it is"*. More likely to be lowest income (80%), live in North York (72%), have children (70%), men (70%) than women (56%), least educated (69%), middle aged (67%) and take the TTC regularly (67%).

- Six in 10 (**57%**) say they'd *change some of the habits that their partner has that "drive them absolutely nuts"*. Most likely to be those who live in North York (65%), are lowest educated (64%), have children (62%), middle aged (62%), female (60%) versus male (53%),

- Four in 10 (**42%**) say they'd "*take control of the money spending*". Most likely to be lowest income (55%), live in North York (52%), have children (51%), renters (49%) versus owners (39%), young (47%), and men (44%) versus women (40%).

- One third (32%) said they'd "*take a trip by myself for a month*". More likely to have children (44%), lowest income (43%), middle aged (42% 35 – 54), and rent their own residence (36%).

- Three in 10 (**30%**) said that they would "*retire right now*" with what they have. More likely to be those with some post-secondary education (38%), older (37% aged 55+), have the highest income (37%), own their own residence (34%) and live in Scarborough (34%).

- One and seven (**15%**) indicated that they'd "*stay in the relationship but step out from time to time and have a fling*". This is apparently true for 20% of men and 10% of women – and most prevalent with those who are middle-aged (35 – 54).

- One in 10 (**11%**) said they'd like to "*turn the clock back and get out of this relationship and be free*". There were virtually no demographic differences except when it came to age it was more likely those who are in their middle years (16%) who were most likely to opt for this.

- One in 10 (**10%**) said they'd "*rather spend the day with a pet*" than with their partner – with women (13%) more likely to say so than men (8%).

- And finally, *of those with children, only 5%* opined that they *wished they "had not had kids"*.

Living in a Condo versus a House…

Half (**47**%) of Torontonians agree that "*nowadays in Toronto, owning and living in a condo is as good as owning and living in a house*". This view is held equally by those who either rent (48%) or own (48%) their own residence and was highest rated in old city of Toronto/downtown at 51% followed by those in York/East York at 48%, Etobicoke at 47% North York at 46% and Scarborough at 42%

In the alternate, **53**% *disagree* with this point of view but with no appreciative differences when it comes to demographics. Across the city though this view is highest and Scarborough at 58% followed by those in North York at 54%, Etobicoke at 53%, York/East York at 52% and Old City of Toronto/Downtown at 49%.

Or Losing the Condo or the House…

Four in 10 (39%) Torontonians *know people*, including themselves, *who will lose their condo or house if interest rates keep rising*. Those most likely to have this view are women (46%), those aged 18 – 34 (54%), those who rent (47%) versus owners (35%), have some post secondary education (44%) and are employed (44%). Geographically, this is highest in North York at 45% followed by those in Scarborough and Etobicoke at 42%, York/East York at 38% and the Old City of Toronto/Downtown at 30%.

The Workplace…

Seven in 10 (71%) Would Hire a Woman Wearing a Niqab…

A majority of Torontonians (71%) agree that *they would hire a woman wearing a Niqab*, which is the Muslim head covering. Those most likely to do so are young (18 – 34 81%) followed by those who are regular TTC users (79%), with a household income between $50,000 and $100,000 (76%), have children (76%) and are women (76%) versus men (66%). From a geographic perspective they are most likely to be found in York/East York (79%), Old City of Toronto/Downtown (78%) and North York (74%).

Those most likely to *reject hiring a woman wearing a Niqab* (29%) are predominantly lowest education (43%) followed by those who are older residents (55+ 40%) men (34%) sees versus women (24%) and more likely to live in Etobicoke (43%) and Scarborough (32%).

So, How's the Job Going, Eh?

We asked those were employed full time and part time to give their views on a number of things related to their work and workplace.

- **Three quarters** (**75%**) of employees say they *really like their job*. Those more likely to say so are older (80% aged 55+). Of the **25%** *who don't like their job,* there's no significant demographic difference.

- Just **half** (**51%**) of workers indicate that they're *paid enough for the work they do*. This is more likely to be the case for those who are middle aged (55% aged 35 – 54) and who own their own residence (55%). The other **half** (**49%**) *don't think they are paid enoug***h** for the work they do, with older (56% aged 55+) workers giving the largest shout out.

- **Half** (**49%**) of workers think they are *smarter than their boss*. This view is most held by those who are least educated (64%) and men (55%). The other **half** (**51%**) *don't believe* they're smarter than their boss, and of this group are more likely to be female (57%) and those who rent their own residence (55%).

- Almost one quarter (**22%**) believe that they *are likely to lose their job in the next year*. This sentiment is more likely held by those who are least educated (48%) and older (31% aged 55+). Eight in 10 (**78%**) feel secure in their job for the next year.

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).