

The Pulse of Toronto Poll

Fall 2017

Provincial Politics and Issues



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This is the first 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 *Provincial 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

With poll results like this, it should already be over in Toronto for Premier Kathleen Wynne and her Liberal Party, just nine months out before election day in June 2018.

Imagine any other candidate or party where only 25% of the electorate felt that the incumbent government deserves to be re-elected and that only 11% would absolutely cast their vote for the Leader and her Party.

It's a rare thing to see a political party and its leader so far down in the polls and still have oxygen its lungs. But it does, for one reason: elections are about choices.

And if there's a glimmer of hope and optimism for Premier Kathleen Wynne and her Liberal Party in Toronto it must be with the fact that Patrick Brown and his Conservative Party along with Andrea Horwath and her New Democratic Party have yet to come out on the battlefield. The Ontario liberal party has completely outflanked the NDP and occupy the near and the far left of the political spectrum. And as for the Conservatives, the Liberals have run campaigns over the last decade and a half where it looked like they were on the ropes and then snatched victory from the mouth of defeat as the Conservative leader, each time, led the implosion of his party with a self-inflicted position.

In fact, in the last provincial election, the Liberal leaning Toronto looked like it would not deliver but in the voting booth roughly 4% or so who started to mark their ballot for the NDP changed it to the Liberals to fend off a potential Conservative victory.

In this upcoming election there might be a similar phenomenon.

The poll deliberately didn't ask the vote horserace question. After all, with nine months to go with sentiment the way it is it would be very revealing of the potential political landscape. So with the poll tried to determine is how committed Torontonians are to tossing out Premier Wynne and her Liberal government. The findings are fascinating because it suggests that in the absence of the "real campaign" voters are taking a wait-and-see approach, waiting for the protagonists to emerge and to make their assessment for the ballot box.

The poll shows that despite a huge negative view on the remainder of her tenure, there are **45% of Torontonians** *who are still open* to voting for the Liberal Party and Premier Kathleen Wynne *depending upon what the campaign brings*.

And so, as politics should be, it will likely be about making hard choices, and it may not be known for some time how the wind will likely blow on election day.

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Provincial Politics...

Voting Provincially...

The poll **deliberately did not ask** how citizens would vote for any leader or political party if an election were held today. The provincial election will take place in June 2018 and the intention was to avoid the “horserace” comparisons at this point in the election cycle calendar. Instead, the survey probes the **propensity of voter intentions** and many other questions germane in advance of V-Day.

Only 25% Say Premier Kathleen Wynne deserves Re-Election...

Only 25% of Toronto residents indicate that Premier Kathleen Wynne and her Liberal Party *deserve re-election* – while **75%** indicate that *it's time for a change*.

There are virtually no geographic core demographic differences in opinion on either count across the city however of the 25% who believe the Premier and her Liberal Party deserve to be re-elected they're more likely to be from the Old City of Toronto/Downtown (32%) and North York (29%).

But, But, But...

Despite a huge negative view on the remainder of her tenure, there are **45% of Torontonians who are still open** to voting for the Liberal Party and Premier Kathleen Wynne *depending upon what the campaign brings*.

This tenuous backdrop is played off against an astonishing only one in 10 (11%) of Torontonians who say they will **absolutely cast their vote for the Liberal Party and Premier Kathleen Wynne** in the next election versus **44%** who say that they **will absolutely NOT cast their vote for the Liberal Party and Premier Kathleen Wynne** in the next election.

In short, while there are huge negatives in the air against the Premier and her party with almost no tether to the ground, a vast number of Torontonians have not decided which way

the wind to blow for them for next years to vote until they see what Patrick Brown and the Conservatives and Andrea Horwath and the NDP have to offer during the campaign so they can make a choice between the devil they know and perhaps somebody else.

Those most likely to **commit their vote (11%) to the Liberal Party and Leader** in the next election are older (16% aged 55+) and men (14%) with no other significant characteristics, including geography.

Those most **adamant that they will *not* cast their vote for the Liberal Party and Premier Kathleen Wynne** in the next election (**44%**) are more likely to be those who are lower educated (65%) and are men (47%) versus women (41%). Geographically, Etobicoke (50%) and York/East York (50%) are the highest hills to climb for the Liberals followed by Scarborough (44%), North York (43%) and old city of Toronto/Downtown (37%).

45% of Torontonians are Keeping their Powder Dry for Some Time to Come...

Those most likely to indicate that they are ***still open to voting for the Liberal Party and Premier Kathleen Wynne in the next election (45%)*** are regular transit users (52%) women (50%), those with University education or more (49%), and those who are younger (49% aged 18 - 34) or middle aged (47% aged 35 - 54). From a geographic perspective, the Old City of Toronto/Downtown (48%) is the most likely part of Toronto keep their powder dry until the election campaigns unfold followed by those in York/East York (46%), Scarborough (46%), and he told the cold and North York each at 42%.

Minimum Wage...

Ontario's Liberal government is raising the minimum wage by 32% to \$15 per hour over the next one and a half years with some breaks promised to businesses but with a firm timetable. Neighbourhood businesses of all sizes have indicated that they need more time to absorb the increase. Also, the governments own independent financial accountability office (FAO) says it could cost upwards of 50,000 jobs.

Given this scenario, a majority (61%) of Torontonians *do not want the government to move ahead with the minimum wage plan as currently envisioned*. This majority is comprised of 44% of Torontonians *want a longer phase-in period* while another 17% think the *initiative should be cancelled altogether*.

This compares with **just 39%** who believe the Ontario Liberal *government should move ahead* with its plans to raise the minimum wage 32% over the next one and a half years.

Of those who would like to see a *longer phase-in period* (44%), they're more likely to be women (48%) and young (47% aged 18 - 34) Torontonians. Of those who would like to *cancel the initiative altogether* (17%), they are the least educated (27%) and men (20%).

Of those who would like the government to *move ahead* and stick to the timetable (39%), they are more likely to be those who rent (48%), regularly take the TTC (45%) and are middle aged (42% - 35 - 54).

What Do Current Workers Think?

As for those who are full-time/part-time workers, **13%** indicate that if the minimum wage goes to \$15 per hour **they'll likely lose their job** - with the lowest educated Torontonians (23%) expressing this view the most.

Marijuana...

Given the fact that the federal government intends to decriminalize marijuana in 2018 and that the province of Ontario has recently indicated that it will use the LCBO infrastructure for distribution, Torontonians were asked to give their opinions on a series of related issues.

When Marijuana is Legal and Available, One Quarter (24%) Of Torontonians Say They'll Partake...

One quarter (24%) of Torontonians indicate that they **will be "buying marijuana soon after it becomes legal and available"**. This was most likely to be the case for men (28%) versus

women (20%), and those who are younger (32% aged 18 – 34) and middle-aged (26% aged 35 – 54) compared to those who are older (13% aged 55+). Those with children (27%), with some post-secondary education (28%), renters (29%) and employed (26%) are also more likely to purchase weed. Across the city, this is likely to be most popular in the Old City of Toronto/Downtown (31%) followed by York/East York (25%), Etobicoke (23%), Scarborough (22%) and North York (16%).

But Torontonians Split 50/50 on LCBO Being Only Designated Distributor...

When it comes to **distribution**, Torontonians are split: **50% agree and 50% disagree** the LCBO should be **the only designated outlet to sell marijuana through its new LCCO if it becomes legal and available**.

Those most likely to **agree** are older (59% aged 55+) and have children (54%). Agreement with this initiative across the city's is highest in Scarborough and North York (each at 53%) followed by those in Etobicoke (52%), York/East York (49%) and in the Old City of Toronto/Downtown (46%).

Those most likely to **disagree** are younger (57% aged 18 – 34) Torontonians and across the city are those in the Old City of Toronto/Downtown (54%) followed by those in York/East York (51%), Etobicoke (48%), and Scarborough and North York (each at 47%).

Plus, Sizable Minority (43%) Oppose any Neighbourhood Licensed Outlet Selling Marijuana...

Four in 10 (**43%**) **oppose any licensed outlet selling marijuana in their neighbourhood** – and are more likely have children (54%), own their own residence (51%), to be middle-aged (46% aged 35 – 54) and are female (45%) versus males (41%). Opposition to selling marijuana in neighbourhoods is highest in North York (54%) followed by those in Scarborough (49%), Etobicoke (42%), York/East York (39%) and in Old City of Toronto/Downtown (32%).

Of those who **do not oppose any licensed outlet selling marijuana in their neighbourhood** (**57%**) they are most likely to be men (59%) versus women (55%), younger (60% 18 – 34) and those who rent (68%). Geographically, the higher support level is found in the Old City of

Toronto/Downtown (68%) followed by those in York/East York (61%), Etobicoke (58%), Scarborough (51%) and North York (46%).

And a Similar Group (43%) Want a Referendum on Making Marijuana Legal Instead of Government Just Making it So...

Four in 10 (43%) believe there's the need for a "referendum on making marijuana legal instead of government just making it so". This is led by people with children (49%), women (45%), is strong in *all* age groups (42% - 45%), those lower educated (55%) and is most likely to be found in North York (53%), Scarborough (51%), York/East York (45%), Etobicoke (42%) and Old City of Toronto/Downtown (27%).

In the alternate, six in 10 (57%) *don't believe there is a need for a referendum*. Those who share the sentiment are more likely to be men (59%) versus women (55%), consistent in all age demographics (55% - 58%), highest educated (59%), renters (58%), and those without children (58%). Geographically, opposition to any referendum is most likely to be found from those in the Old City of Toronto/Downtown (73%) followed by those in Etobicoke (58%), York/East York (55%), Scarborough (49%), and North York (47%).

Publicly Funded Daycare and Schoolin' ...

Sizable Majority (70%) of Torontonians and Those with Children (74%) Agree to Fully Funded Public Daycare...

A firm **majority** (70%) of Torontonians and those with children (74%) agree that *we need all families in Toronto to have access to fully funded public daycare*. This is a view most likely to be held by women (75%) compared to men (64%), those who are young (79% 18 - 34), those who rent (77%) versus those who own (64%) their own residence and those with less \$74,000 in annual household income (76%). Those who regularly take the TTC are also more likely to support this initiative (77%). Geographically, this initiative finds the highest favor in North York (75%) followed by the old city of Toronto/downtown and in York/East York (each at 71%), Scarborough (67%) and Etobicoke (65%).

Those **most likely to oppose *all families in Toronto having access to fully funded the public daycare*** (30%) are most likely to be older (38% 55+), those who are lowest educated (37%), men (36%), and those who are middle and higher annual household income earners (35%). This initiative is least supported in Etobicoke (35%) followed by Scarborough (33%), York/East York and the Old City of Toronto/Downtown (each at 29%) and North York (25%).

Majority (54%) Want Less Textbook Teaching and More Technology Learning at School – Especially Those with Children (60%)...

A majority (54%) agree with the view that “**we need way less textbook teaching and way more technology learning at school**”. This view is most likely to be held by those with children (60%), men (57%) versus women (52%), those with some post-secondary education (58%), those employed (57%) and those who are younger (56% aged 18 – 34). This view is most likely to be found in Scarborough and North York (each at 58%) followed by those city of Toronto/downtown (53%), York/East York (46%) and Etobicoke (52%).

Those who disagree with this perspective (46%) are most likely to be from lower income households (53% – less than \$50,000), the lowest educated (56%), women (48%) and those who are older (48% 55+). Geographically, those who have this view are most likely to come from York/East York (54%), followed by those in Etobicoke (48%), Old City of Toronto/Downtown (47%) and in Scarborough and North York (each with 42%).

Majority (60%) Say Well-Off Neighbourhoods for School Fundraising Should Have Their Budgets Decreased and Transferred to Underprivileged Schools...

Six in 10 (60%) Torontonians and those **with children** (60%) agree that *public schools in well-off neighbourhoods for fundraising should have their budgets decrease so underprivileged schools can get funding transfer to them*. This view is most likely to be held by those with less than \$50,000 annual household income (69%), those who rent (67%) versus own (66%) their residence, women (65%) compared to men (54%), younger (63% 18 – 34) and middle-aged (63% 35 – 54) Torontonians. Those in Scarborough (63%) are most likely to agree

with this position followed by those in North York (61%), the Old City of Toronto/Downtown (59%), Etobicoke (58%) and York/East York (55%).

Those Torontonians who **disagree (40%)** and **have children (40%)** that *public schools in well-off neighbourhoods for fundraising should have their budgets decrease so underprivileged schools can get funding transfer to them* are most likely to be older (48% 55+ well-off financially (46% \$100,000 + annual household income), men (46%) versus women (35%), and own (44%) their own residence. Across the city, this view is most likely to be held in York/East York (45%) followed by those in Etobicoke (42%), the old city of Toronto/downtown (41%), North York (39%) and Scarborough (37%).

The Decline of the *White* Populace...

Over the next 20 years those who are demographically characterized as “white” will become a minority – not just here, in Toronto, but across Canada due to low birth rates, higher mortality rates and increases in immigration to fill the gap.

This topic is not specifically a provincial matter – but many of its components are more societal and have implications throughout provincial institutions which govern numerous human rights and social agencies that can come to bear with issues that arise in this area.

Seven In 10 (69%) Not Bothered that Eventually Majority of “Non – White” People Living Here...

A majority (69%) of Torontonians indicate that it *doesn’t bother them that we will eventually have a majority of “non – white” people living here*. This view is especially held by those who are young (80% aged 18 – 34), higher educated (74%), those who regularly take the TTC (74%), those with children (73%) and those who are employed (72%). Across the city, this view is most likely to be held in the old city of Toronto/downtown (79%) followed by those in York/East York (76%) North York (67%), Scarborough (63%) and Etobicoke (62%).

Three in 10 (31%) Torontonians **take the opposite view** and are more likely to be those who are lowest educated (48%) and older (41% aged 55+). In terms of geography, this view is most

likely found in Etobicoke (38%) and in Scarborough (37%) followed by those in North York (33%), York/East York (24%) and Old City of Toronto/Downtown (21%).

Majority (83%) Say Regardless, Canada Will be Best Multicultural Society in the World...

A vast majority (83%) of Torontonians believe that *regardless* that eventually a majority of “non-white” people will be living here, *Canada will continue to be the best multicultural, multiracial society in the world*. Those who embrace this view the most are those who are lowest income (89%), regular TTC users (87%) by women (86%), and the highest educated (85%). Geographically, this view is most supported in the Old City of Toronto/Downtown (89%) and Etobicoke (86%).

This compares to just 17% who **disagree**. Those who are most likely to disagree are lowest educated (26%), those who live in Scarborough (23%) and men (20%).

But, One Third (36%) Believe White People Are a Racial Class Having Personal and Civic Rights Reduced Due To “Non-Whites” ...

Many (36%) Torontonians believe that *white people are a racial class of people who are having their personal and civic rights reduced due to non-whites*. This view is more likely to be held by those who are lower (56%) and middle (48%), older (45% aged 55+), have the lowest annual household income (40% less than \$50,000) own their own residence (40%), are men (39%) versus women (33%) and live either in Etobicoke or Scarborough (each with 46%) and North York (41%).

However, two-thirds (64%) **of Torontonians disagree** with this view and those most likely to reject this notion are young (70% aged 18 - 34), University educated (71%), those who regularly take the TTC (70%) and those who rent (68%), those in the Old City of Toronto/Downtown (82%) and those in York/East York (71%).

Three In 10 (31%) Believe Without Majority of White People, “Real” Canada Will Just Fade Away to Nothing...

Similarly, many (31%) also believe that *without a majority of white people, the “real” Canada will just fade away to nothing*. Those who are most likely to hold this view are lower educated (52%) and older (40% aged 55+) and geographically are most likely to live in Etobicoke and Scarborough (each at 38%) and North York (36%).

Seven in 10 (69%) Torontonians *disagree with this view* with those who take this position more likely be young (76% aged 18 - 34), highly educated (74%), those who regularly take the TTC (76%), those with middle household income (72% \$75,000 - \$99,000) and women (72%) versus men (67%). Geographically, those Torontonians who are more likely to reject this notion are from the Old City of Toronto/Downtown (82%) and those from York/East York (77%).



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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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).