

The Toronto Municipal Campaign:

Majority (57%) Say Mayor John Tory Deserves Re-Election

In Head-to-Head Matchup Tory (62%) Bests Keesmaat (27%)

Majority (59%): Toronto is On the Right Track

October 19, 2018 – With the Toronto Municipal election just days away, a new Toronto Sun/National Post poll conducted by **DART** Insight finds that six in 10 (57%) Torontonians believe that based on the job he’s done, incumbent Mayor John Tory deserves to be re-elected compared to 43% who say it’s time for a change and someone else should be elected Mayor of Toronto.

And, when asked in a “head-to-head” match-up to choose between John Tory and Jennifer Keesmaat who is his primary opposition for the Mayoralty, Tory is chosen by almost 2/3rds (62%) of potential voters over those who support Ms. Keesmaat (27%). *And while this is not to be portrayed as a real outcome on voting day because it is simply a head-to-head match-up without the influence of turn-out and turn-up voters, it’s certainly in line with other recent polling results and captures a sentiment with almost the same number of Torontonians (59%) believing the city is “on the right track” versus those who think the city is headed in the “wrong direction” (41%).*

*These are some of the findings of a Toronto Sun/National Post **DART** Insight poll. The survey was conducted among a randomly selected group of 669 Toronto adults who are members of the National **Maru/Blue** Online panel between October 12-15, 2018. The results have been weighted to the latest census data for the city of Toronto. The precision of this **DART** Insight Online poll is measured using a Bayesian Credibility Interval. In this case, a weighted sample size of 669 is accurate to +/- 4.3% 19 times out of 20, had all Toronto adults been polled. What follows, is an analysis of the findings. The description of the methodology at the end of the analysis has links to download all of the materials used for this survey – including the questions asked and the detailed tables.*

Awareness of Prominent Candidates...

The list of candidates seeking the mayoralty for Toronto is long (30+) but there are a handful who have been more prominent in the public eye than others – attending media sponsored debates and speaking out on various issues. Asked their awareness levels of these candidates, Torontonians volunteered the following:

- John Tory – **96%** (*very aware 81%*/somewhat aware **15%**)
- Jennifer Keesmaat – **82%** (*very aware 48%*/somewhat aware **34%**)
- Faith Goldy – **51%** (*very aware 20%*/somewhat aware **31%**)
- Saron Gebresellassi – **25%** (*very aware 6%*/somewhat aware **19%**)
- Sarah Climenhaga – **18%** (*very aware 5%*/somewhat aware **13%**)
- Knia Singh – **17%** (*very aware 5%*/somewhat aware **12%**)

Issues as Priorities...

When asked to name the **top three issues** that they think should be *absolute priorities* that the newly elected Mayor and Councilor's should roll up their sleeves and get to work on the day after the election, Torontonians give their marching orders in in the following descending order:

- Affordable housing/residences **45%**
- Public transit like subways, LRT's **43%**
- Crime and policing **37%**
- Infrastructure like roads and bridges **28%**
- Affordability **26%**
- Traffic congestion **26%**
- Economy and jobs **19%**
- Social assistance for people in need **15%**
- The environment **13%**
- Municipal spending **12%**
- Accountability at City Hall **11%**
- City growth **10%**
- Opioid and other drug issues **6%**
- Access to and quality of municipal services **4%**
- Parks, Recreation, and Cultural Facilities **3%**
- Other **2%**

- Garbage collection **1%**

Support for Various Policies Put Forward During the Campaign...

Torontonians were provided with a (randomized) list of various proposals put forward for their consideration during the campaign and asked how much they support or oppose each item. *What's instructive from the results is that while Ms. Keesmaat has not captured the vote intentions of most Torontonians, most of her policy/platform elements are given a lions share of support.*

- Spend \$50 Billion on public transit expansion, including new subway lines, over the next 30 years that could be funded via taxpayers from all three levels of government – **support 87%** (48% very much/39% somewhat)
- Create 100,000 affordable housing units over the next 10 years – **support 86%** (very much 51%/somewhat 35%)
- Impose a new tax on homes valued over \$4 million to pay for a rent-to-own program that would allow 10,000 families to eventually own their units affordable housing – **support 79%** (42% very much/37% somewhat)
- Create a new curbside recycle box for used electronic goods – **support 81%** (very much 33%/somewhat 47%)
- Tear down the eastern portion of Gardiner Expressway and replace with a grand boulevard – **support 57%** (16% very much/41% somewhat)
- Turn three public golf courses into year-round publicly accessible, year-round spaces for new arenas, cricket patches, bike trails, skating rinks and cross-country skiing trails – **support 72%** (31% very much/41% somewhat)
- Freezing rental rates for the next three years even if it means slowing new construction – **73%** (very much 32%/somewhat 41%)

- Adopt gender-responsive budgeting thorough a gender equity lens on city spending – **support 61%** (17% very much/44% somewhat)
- Make permanent the King Street streetcar pilot project where cars are banned from parts of the downtown street – **support 64%** (very much 26%/somewhat 38%)
- Create more bike lanes on main streets in the city – **support 60%** (very much 27%/somewhat 33%)
- Privatize more garbage collection services – **support 58%** (very much 20%/somewhat 39%)

*These are some of the findings of a **Toronto Sun/National Post** poll created and analyzed exclusively by **DART Insight** under the direction of veteran pollster John Wright, CEO of **DART Insight**, a division of **DART Insight and Communications** Inc. The data was collected in partnership with Canada's national survey sample research provider **Maru/Blue** that curates a vast Online Panel and provides data collection services. All questions herein were placed carefully on the questionnaire and then randomized to ensure that there was no inter-item contamination.*

Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables.

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About **DART** Insight and **Maru/Blue**...

DART Insight is the market and public affairs opinion research services division of Canadian based consultancy **DART Insight and Communications Inc.** The other half of the company is **DART Communications** and provides communications strategy and execution, media training, event deployment and corporate services. The company serves clients in private, public, association and not-for-profit organizations, is independent, and is not tied to any political organization. Founded by veteran pollster and commentator **John Wright (CEO DART Insight)** and communications specialist **Victoria Ollers (CEO DART Communications)**, the company is comprised of highly experienced, recognized and awarded senior practitioners in many related disciplines who have gathered together under one banner to serve clients in North America and beyond.

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

DART Insight and Communications is a member in good standing with the Marketing Intelligence and Research Association (MIRA) of Canada. Accuracy of any Online polling results are measured using a Bayesian Credibility Interval which is endorsed by MIRA and the American Association of Public Opinion Research (AAPOR).

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