

# NEWS RELEASE



**FORUM RESEARCH INC.**

**FOR IMMEDIATE RELEASE**

## **Housing Biggest Concern for a Third of Torontonians**

### **And more than half would see term limits on city councilors**

Toronto, April 6<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 840 Toronto voters, (33%) percent say the cost of housing is the biggest problem facing Toronto right now. Public Transit (18%) is a distant second choice, 15 points behind.

Traffic (13%) and Infrastructure such as roads and bridges (11%) are an issue for some, fewer see City Council (8%) as a problem. Crime (6%) and Property Taxes (5%) are not seen to be significant issues. (4%) say that Toronto has “other” problems, and (3%) do not know.

Respondents most likely to say that housing is Toronto’s biggest problem include the youngest, aged 34 and below (47%), the least wealthy (48%), with some college/university (37%), that drive to work or school (35%), and supporting the NDP (46%).

Respondents most likely to say public transit is Toronto’s biggest problem include those aged 35-44 (21%) or 45-54 (18%), earning \$80,000-\$100,000 (24%), with a post-graduate degree (24%), that take public transit to work or school (28%), living in the former City of Toronto (25%), supporting John Tory for Mayor (23%), and the Liberals (24%).

### **5-in-10 want term limits for city council**

More than half (56%) of Toronto voters say there should be a limit on the number of consecutive terms a city councilor can serve. (29%) say no, there should be no term limits, and (15%) say they don’t know.

Respondents most likely to say councilors need term limits include those aged 55-64 (65%), earning \$60,000-\$80,000 (68%), with some college/university (56%), a college/university degree (58%), or a post-graduate degree (55%), living in Scarborough (62%), and supporting the Progressive Conservatives (66%).

Respondents most likely to say councilors don’t need term limits include those aged 34 or younger (34%), earning \$80,000-\$100,000 (37%) or the most wealthy (36%), supporting John Tory (34%), or the Liberals (34%).

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“The cost of housing is an issue of concern for many Torontonians, particularly the most vulnerable: the youngest and the least wealthy. We’ve already seen that Ontarians would support a foreign buyer’s tax on housing in the GTA, and with the Federal Finance Minister requesting a meeting with the Provincial Minister and the Mayor, perhaps finally we’ll see some attempt to curb prices in Toronto,” said Dr. Lorne Bozinoff, President of Forum Research



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### **Limiting chain stores in Toronto not a priority**

More than a third (35%) would oppose the limiting of chain stores in Toronto through a retail strategy. 3-in-10 (30%) would support such a decision, but a high proportion of respondents (35%) don't know whether they would support or oppose such a policy.

Respondents most likely to oppose this retail strategy include males (44%), earning \$60,000-\$80,000 (37%), \$80,000-\$100,000 (39%), or the most wealthy (40%), and supporting Doug Ford (43%) or the Progressive Conservatives (47%).

Respondents most likely to support this retail strategy include those aged 34 and younger (35%) or 45-54 (32%), with a post-graduate degree (37%), and supporting the NDP (39%).

"The cost of housing is an issue of concern for many Torontonians, particularly the most vulnerable: the youngest and the least wealthy. We've already seen that Ontarians would support a foreign buyer's tax on housing in the GTA, and with the Federal Finance Minister requesting a meeting with the Provincial Minister and the Mayor, perhaps finally we'll see some attempt to curb prices in Toronto," said Dr. Lorne Bozinoff, President of Forum Research

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.



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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 840 randomly selected Toronto Voters. The poll was conducted on April 4-5, 2017.

Results based on the total sample are considered accurate +/- 3%, 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](http://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. 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 [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)



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**Ranked Issues**

	%	Total
Sample		840
Cost of Housing		33
Public Transit		18
Traffic		13
Infrastructure (such as roads and bridges)		11
City Council		8
Crime		6
Property Taxes		5
Other		4
Don't know		3

**Toronto Issues**

*In your opinion, what is the biggest problem facing Toronto right now?*

**Age/Gender**

	%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample		840	149	129	178	171	213	431	385
Traffic		13	7	17	15	15	14	13	13
Public Transit		18	17	21	18	16	15	17	19
City Council		8	7	4	9	8	13	10	5
Crime		6	4	4	8	11	8	5	7
Infrastructure (such as roads and bridges)		11	8	9	13	10	15	12	10
Property Taxes		5	3	6	7	5	2	4	5
Cost of Housing		33	47	34	25	31	19	33	34
Other		4	3	4	2	6	6	3	4
Don't know		3	3	1	2	0	8	2	3



**Income**

	%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample		840	68	100	105	83	101	210
Traffic		13	2	11	12	8	16	18
Public Transit		18	13	8	14	18	24	18
City Council		8	1	5	11	7	11	9
Crime		6	14	8	9	4	4	4
Infrastructure (such as roads and bridges)		11	2	8	6	22	8	14
Property Taxes		5	7	6	6	3	3	3
Cost of Housing		33	48	43	32	34	30	30
Other		4	7	6	3	0	3	4
Don't know		3	4	6	8	4	0	0

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**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	840	285	74	130	140	58	153
Traffic	13	10	15	15	11	9	16
Public Transit	18	25	16	16	10	20	17
City Council	8	7	3	4	12	6	13
Crime	6	4	10	8	9	3	5
Infrastructure (such as roads and bridges)	11	11	5	11	14	12	8
Property Taxes	5	6	3	5	4	0	5
Cost of Housing	33	32	42	34	32	45	28
Other	4	2	5	5	2	3	4
Don't know	3	2	1	2	5	2	4

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	840	90	203	347	200
Traffic	13	10	13	14	12
Public Transit	18	15	17	16	24
City Council	8	22	8	7	3
Crime	6	11	8	6	4
Infrastructure (such as roads and bridges)	11	5	12	10	13
Property Taxes	5	2	5	5	4
Cost of Housing	33	24	31	37	33
Other	4	4	3	3	6
Don't know	3	8	4	2	1



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**Method of Travel to Work/School**

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	840	350	242	34	45	22	147
Traffic	13	17	7	7	11	6	15
Public Transit	18	9	28	28	25	16	15
City Council	8	10	6	3	3	9	10
Crime	6	7	6	6	6	8	6
Infrastructure (such as roads and bridges)	11	12	8	2	16	16	13
Property Taxes	5	6	4	0	10	4	2
Cost of Housing	33	35	33	47	27	31	27
Other	4	4	2	6	0	3	7
Don't know	3	1	6	0	1	6	6

**Current Provincial Vote Preference**

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party
Sample	840	232	311	167	49	17
Traffic	13	13	17	10	9	8
Public Transit	18	24	10	19	26	19
City Council	8	3	13	4	13	9
Crime	6	7	8	3	3	11
Infrastructure (such as roads and bridges)	11	12	10	8	7	11
Property Taxes	5	5	6	3	0	14
Cost of Housing	33	30	29	46	35	27
Other	4	2	5	3	7	2
Don't know	3	3	2	3	0	0



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***Municipal Voter Preference***

	<b>%</b>	<b>Total</b>	<b>John Tory</b>	<b>Doug Ford</b>	<b>Someone else</b>
<b>Sample</b>		<b>840</b>	<b>370</b>	<b>230</b>	<b>164</b>
Traffic		13	13	13	11
Public Transit		18	23	11	20
City Council		8	5	13	9
Crime		6	4	10	5
Infrastructure (such as roads and bridges)		11	10	6	14
Property Taxes		5	3	7	4
Cost of Housing		33	36	33	30
Other		4	2	5	5
Don't know		3	3	2	3



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**Retail Strategy**

*Would you support or oppose the creation of a retail strategy in Toronto that would limit chain stores throughout the city?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	840	149	129	178	171	213	431	385
Support	30	35	24	32	26	26	27	31
Oppose	35	33	37	35	36	34	44	28
Don't know	35	31	39	32	38	40	30	40

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	840	68	100	105	83	101	210
Support	30	22	30	29	31	37	30
Oppose	35	26	26	24	37	39	40
Don't know	35	52	44	47	32	24	30

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	840	285	74	130	140	58	153
Support	30	37	46	22	36	20	25
Oppose	35	31	32	35	33	43	39
Don't know	35	32	23	43	31	37	37

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	840	90	203	347	200
Support	30	18	27	30	37
Oppose	35	32	37	35	34
Don't know	35	49	36	35	29



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### **Method of Travel to Work/School**

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	840	350	242	34	45	22	147
Support	30	28	30	54	41	41	21
Oppose	35	39	35	18	29	18	32
Don't know	35	33	35	28	30	41	47

### **Current Provincial Vote Preference**

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party
Sample	840	232	311	167	49	17
Support	30	32	23	39	35	31
Oppose	35	35	47	20	24	35
Don't know	35	33	31	41	41	34

### **Municipal Voter Preference**

%	Total	John Tory	Doug Ford	Someone else
Sample	840	370	230	164
Support	30	32	20	42
Oppose	35	34	43	28
Don't know	35	34	38	30



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**Term Limits**

*Should there be a limit on the number of consecutive terms a city councillor can serve?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	840	149	129	178	171	213	431	385
Yes	56	50	52	59	65	61	56	55
No	29	34	30	28	28	23	32	28
Don't know	15	16	18	13	7	16	12	17

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	840	68	100	105	83	101	210
Yes	56	58	59	52	68	51	53
No	29	23	20	31	27	37	36
Don't know	15	19	21	17	6	12	11

**Region**

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	840	285	74	130	140	58	153
Yes	56	53	50	58	54	53	62
No	29	32	21	28	30	44	26
Don't know	15	16	30	15	15	3	12



**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	840	90	203	347	200
Yes	56	50	56	58	55
No	29	29	29	28	32
Don't know	15	21	15	14	13

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## Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
<b>Sample</b>	<b>840</b>	<b>350</b>	<b>242</b>	<b>34</b>	<b>45</b>	<b>22</b>	<b>147</b>
<b>Yes</b>	56	58	52	62	59	60	57
<b>No</b>	29	29	31	25	29	37	28
<b>Don't know</b>	15	13	17	13	12	3	15

## Current Provincial Vote Preference

%	Total	Liberal	Progressive Conservative	New Democratic	Green	Another Party
<b>Sample</b>	<b>840</b>	<b>232</b>	<b>311</b>	<b>167</b>	<b>49</b>	<b>17</b>
<b>Yes</b>	56	53	66	45	49	67
<b>No</b>	29	34	23	37	29	17
<b>Don't know</b>	15	13	11	18	21	16

## Municipal Voter Preference

%	Total	John Tory	Doug Ford	Someone else
<b>Sample</b>	<b>840</b>	<b>370</b>	<b>230</b>	<b>164</b>
<b>Yes</b>	56	58	59	49
<b>No</b>	29	34	23	33
<b>Don't know</b>	15	9	18	18

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