



Ipsos Reid

Global 

TORONTO

For Release at 6:00 pm September 8, 2009



9/8/2009

Nobody's Unpredictable



Methodology

- These are some of the findings of an Ipsos Reid poll conducted between August 14 and 18, 2009 on behalf of Global Television. For this survey, 443 adults living in Toronto were interviewed online from Ipsos' Canadian online panel.
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the Toronto adult population according to Census data and to provide results intended to approximate the sample universe.
- A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-4.7 percentage points, 19 times out of 20, of what the results would have been had the entire population of this city or region been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.
- The national "Canadian" results are not representative of the overall Canadian population as the poll was limited to urban centres, with the exception of Toronto and Labrador. As such, these results should not be used to generalize to a Canadian population average, but rather as a barometer of attitudes within Canadian cities.



Key Findings



Summary

- This Ipsos Reid poll was conducted for Global Television between August 14 and 18, 2009 involving a sample of 443 adults living in Toronto [with a margin of error of +/-4.7 percentage points, 19 times out of 20]. *
 - Some of the key findings are as follows:
 - The most important local issues facing the Toronto community today are described as taxation/municipal government spending (28%), crime (21%), the economy (13%), transportation (7%) and social issues (6%)/healthcare (6%).
 - Only 12% of Torontonians believe that their city/local council spends their tax dollars wisely and
 - Only 44% believe that the city/community is on the "right track" [in comparison to all other centers in Canada, this is the lowest]—in early June, 2009, this was at 43%...56% today believe the city/community is headed in the wrong direction (57% previously).
- [*The centers surveyed were Metropolitan Vancouver, Edmonton, Calgary, Saskatoon, Regina, Winnipeg, Toronto, Montréal, Halifax and the region of Newfoundland/Labrador.]



Summary

- Approval ratings for various groups/positions/leaders in Toronto:
 - Police Chief 79%
 - Local City Councilor 51%
 - Municipal workers 29%
 - Mayor 29%
 - City Council 27%
 - Municipal worker unions 15%

- Approval rating of Mayor David Miller at 29% is the lowest of all 10 centers polled [Previous approval ratings for Mayor Miller were:69% in 2005 and 43% as recent as June 18-23, 2009).

- Only 25% of Torontonians believe that "Mayor David Miller is a great leader who is right for Toronto".

- 79% of Torontonians believe "it's time someone else was chosen as mayor to lead the city" compared with only 21% who believe that Mayor David Miller "deserves to be reelected and continue to lead the city."



Summary

- Approval rating of Toronto City Council at 27% is the lowest of all 10 centers polled.
- Approval of municipal workers at 29% in Toronto is the lowest of the 10 centers polled.
- Approval rating for your local city councilor at 51% is in a virtual tie with the other lowest rating of the 10 centers.
- The approval rating of the police chief in Toronto is at 79%; however, of the 10 centers surveyed, this ranks eighth.
- The approval rating of municipal workers unions (15%) in Toronto is the lowest when compared with all 10 centers surveyed.

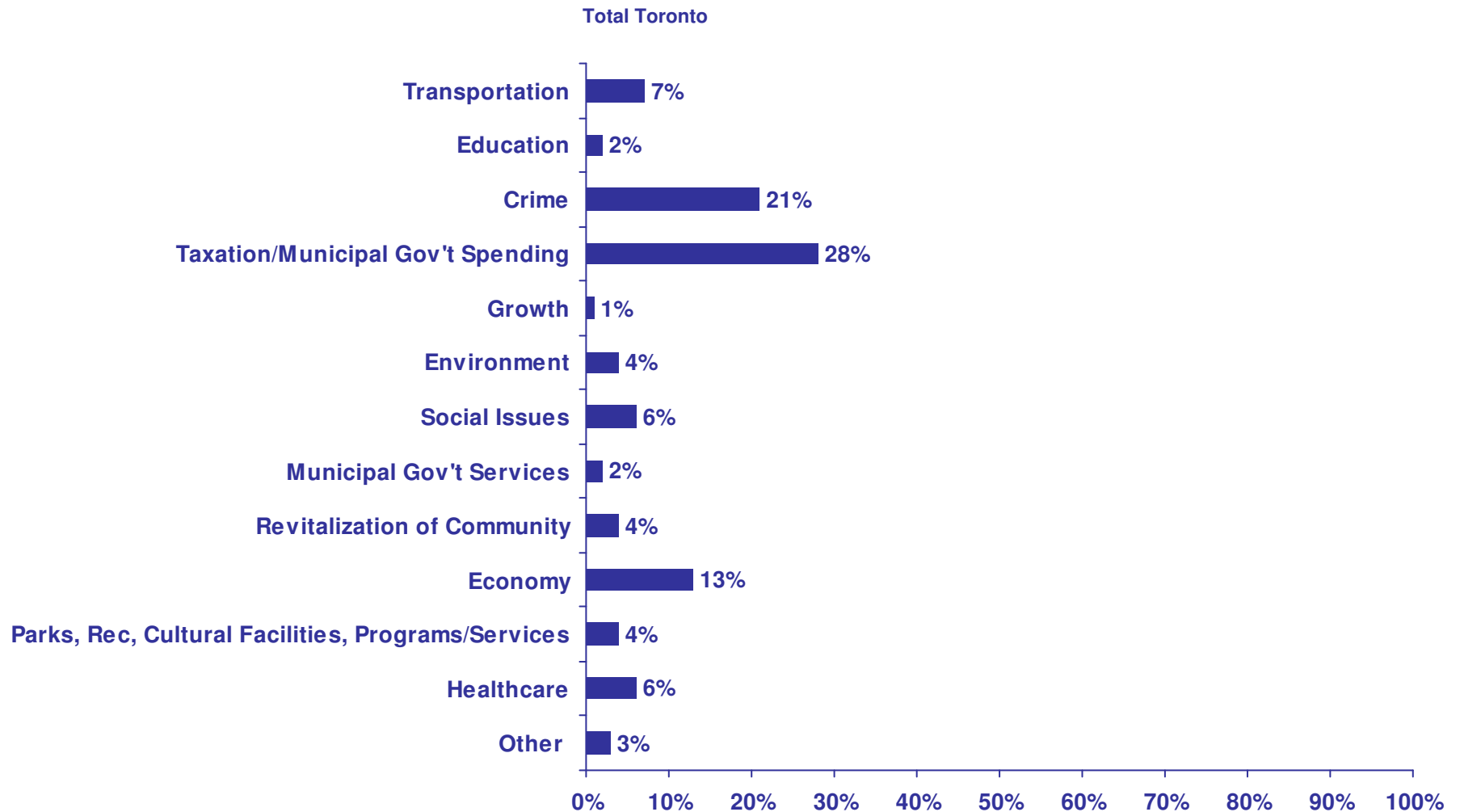


Summary

- Only 23% believe that "the taxpayers in the city were the winners in the final outcome of the garbage strike, not the unions"; 72% believe that "we should get rid of the unions at City Hall and contract as much out to private contractors"; only 16% believe that "city workers were not being selfish to strike at a time when many were being laid off or wages frozen".
- 71% of Torontonians indicate that their impression of Mayor David Miller worsened as a result of the garbage strike; only 5% indicate that their impression improved as a result while 24% indicate that their impressions stayed the same.
- Half (48%) think the strike should have taken as long as it needed to take to eliminate banked sick days for existing and future workers regardless of the impact on the city and its residents
- 75% of Torontonians indicate that while the garbage strike was inconvenient they, personally "got along fine".



Most Important Local Issue Facing Toronto

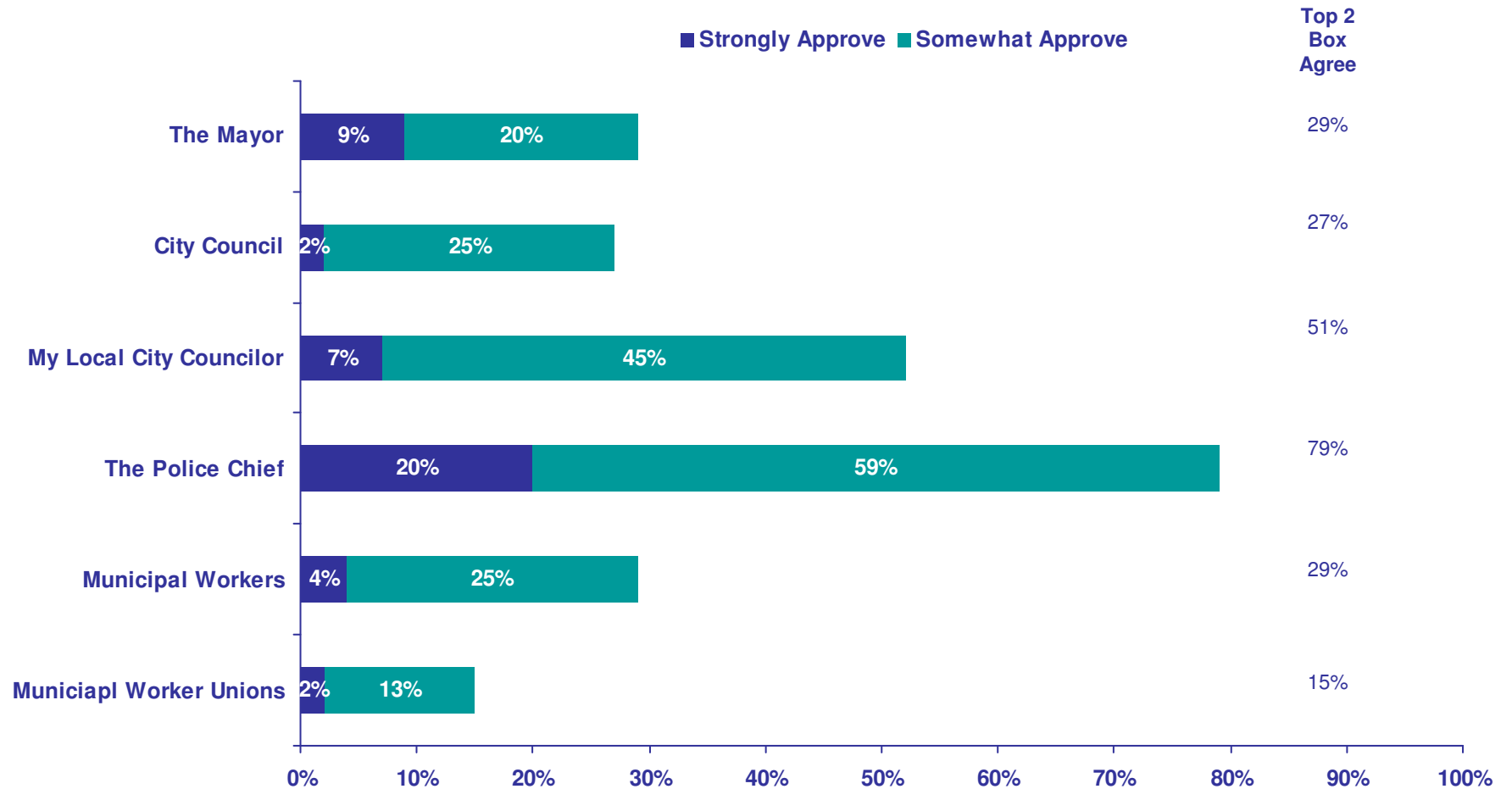


1. In your view, as a resident of X, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All Toronto Respondents n=443



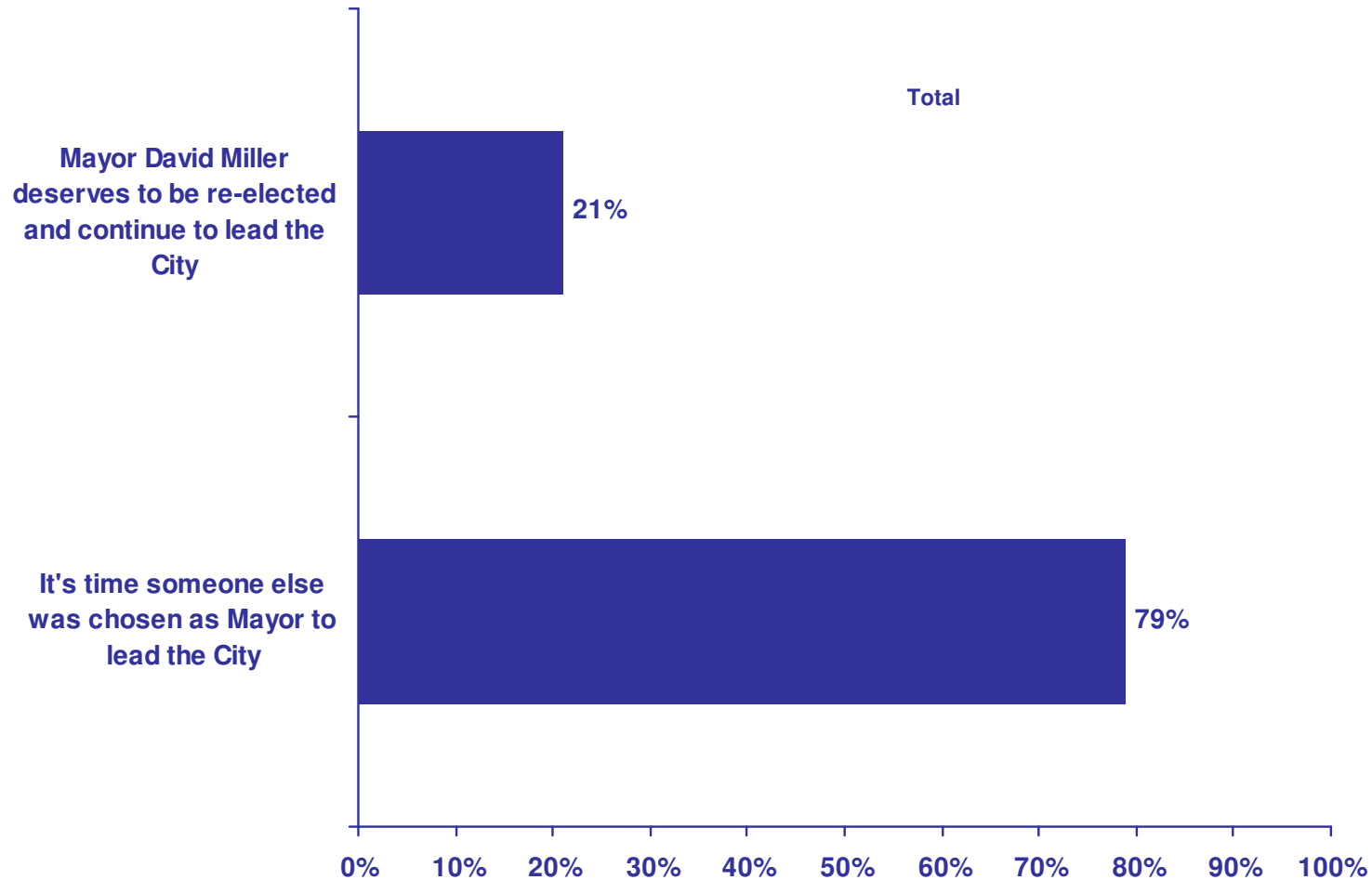
Overall – Level of Approval of the Following – Total Toronto



3. Generally speaking would you say you approve or disapprove of the overall performance of the following in X?
Base: All Toronto Respondents n=443



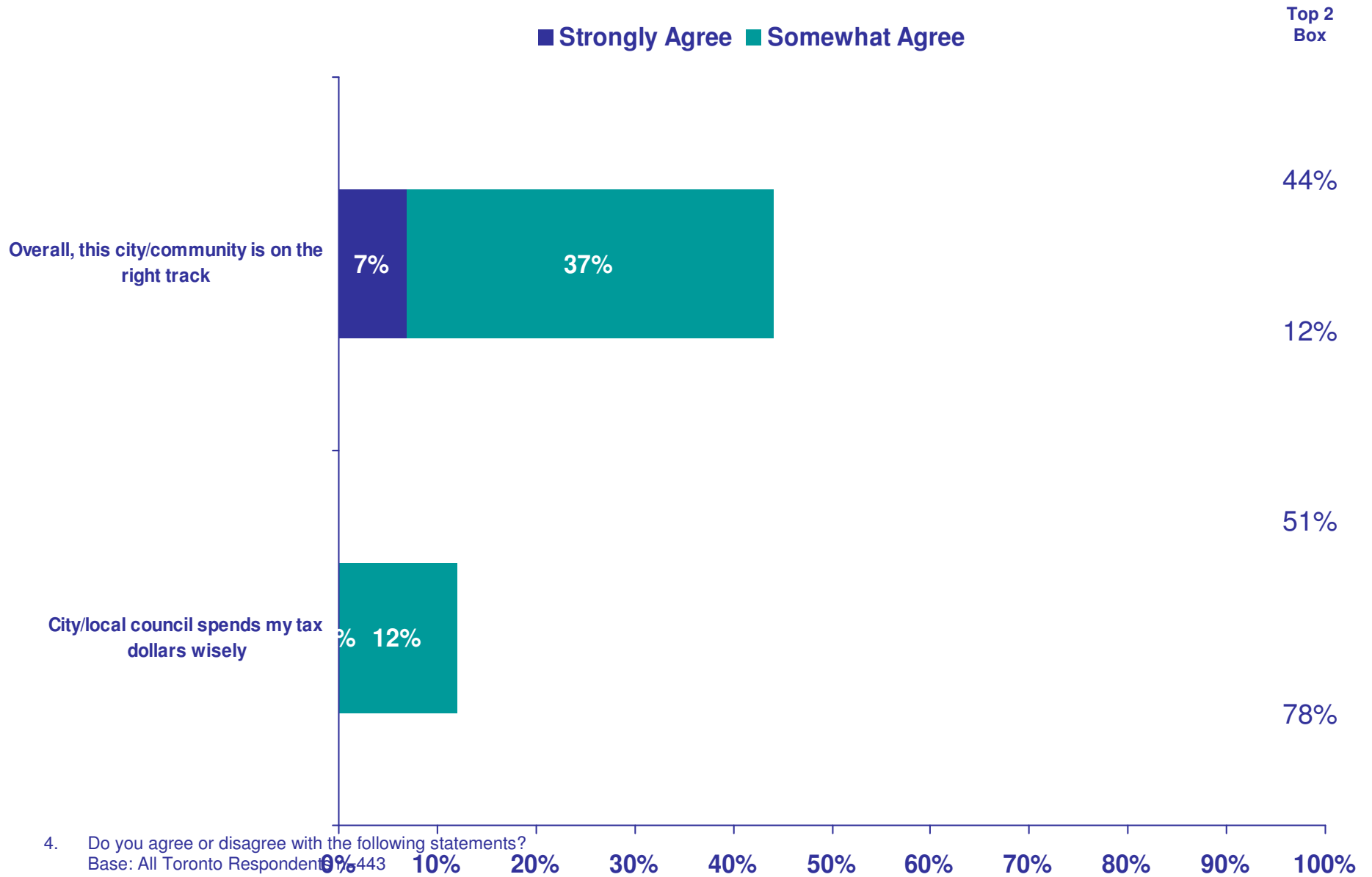
What Should Happen in Next Toronto Municipal Election



8. The next Toronto Municipal election in the fall of 2010. Even though it is just over a year before it takes place, which do you believe should happen?
Base: All Toronto Respondents n=443

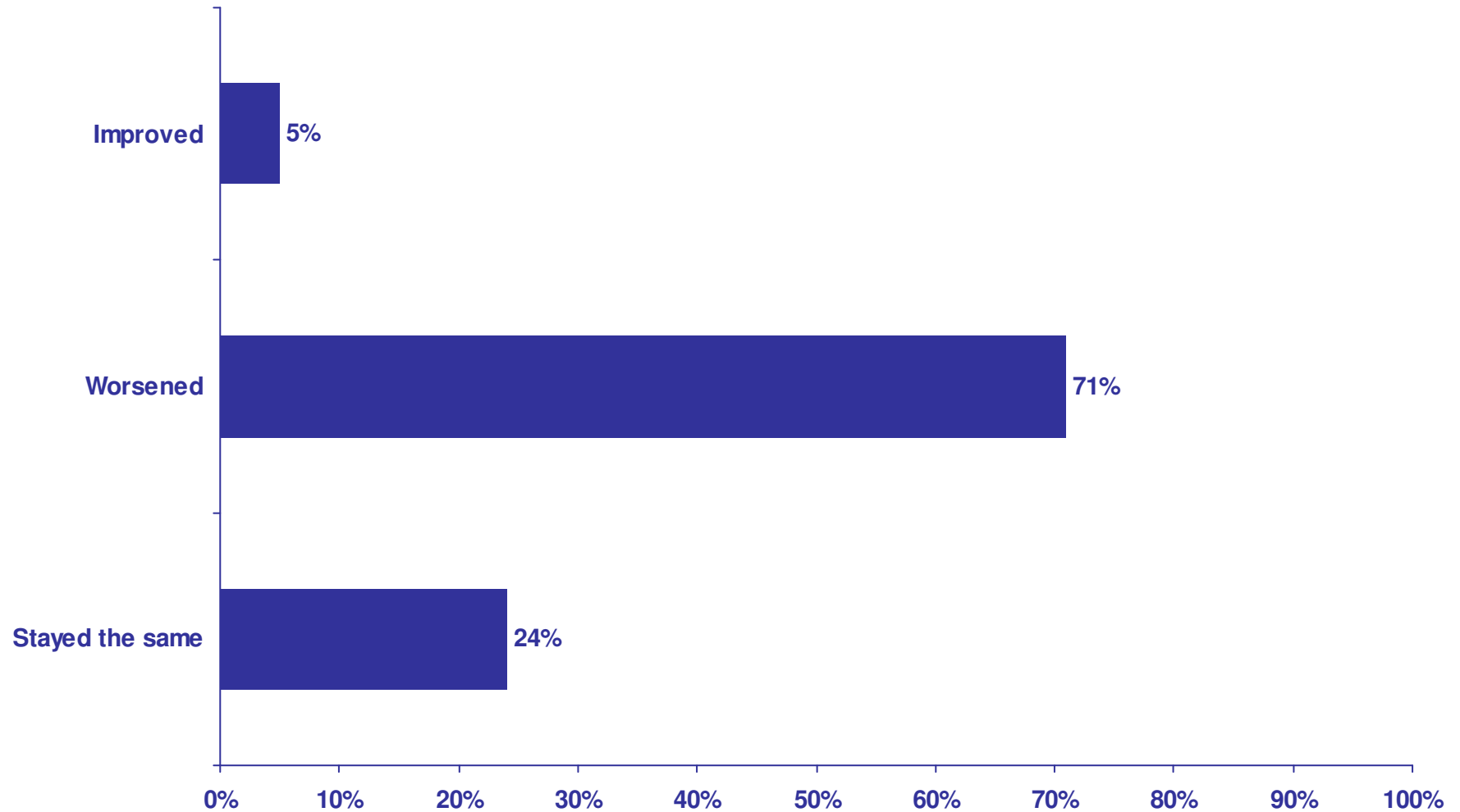


Statements





Impression of David Miller Based on Garbage Strike

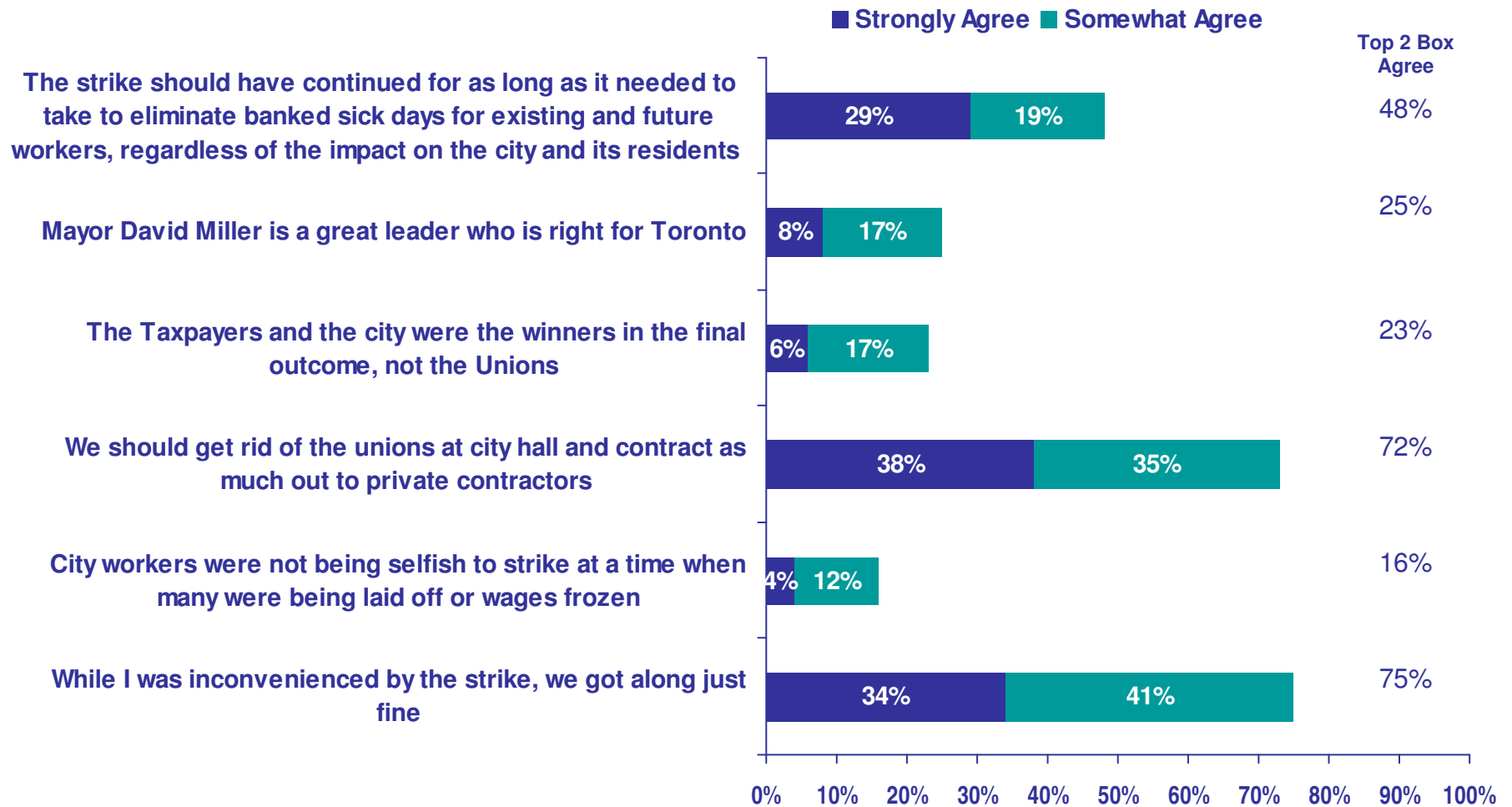


13. As you know, Toronto city workers – including garbage collectors – were recently on strike and was settled after roughly five weeks. Has your impression of David Miller improved, worsened or stayed the same as a result of how he handled the strike?

Base: All Toronto Respondents n=443



Statements



14. Do you agree or disagree with the following statements:
Base: All Toronto Respondents n=443



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