

# PULSE OF TORONTO: PART III

## LEADERSHIP AND NEIGHBORHOODS



# Ipsos Reid

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## PULSE OF TORONTO: PART III

### LEADERSHIP AND NEIGHBORHOODS

**Toronto, ON** – Seven in ten Torontonians (69%) say they approve of the job David Miller’s been doing as Mayor of the City of Toronto and overall give him barely passing grades when it comes to “providing a vision of what Toronto should be about in the future” (C grade), “managing the issues and priorities of City Council” (C), “cleaning up corruption in municipal politics” (D+), and “keeping residential and business taxes as low as possible” (D+). These are some of the findings of an Ipsos Reid survey of Torontonians conducted by Ipsos Reid for the National Post, Global News and CFRB.

When it comes to living in Toronto, two-thirds of respondents (67%) say they are generally content living here and 13% say they are very happy living here and wouldn’t want to live anywhere else.

But they do notice a growing disparity within the city: 91% agree that the gap between rich and poor in Toronto is growing larger.

And while they may be living right next door to their neighbours, half (47%) of Torontonians feel as though they don’t know their neighbours very well. One in ten (12%) agree with the statement that “it would bother me to have next-door neighbours who are visibly from a different culture than myself” – 88% disagree.

Considering their municipal leaders, more than half (57%) of Torontonians disagree with the statement that “Toronto government and emergency response officials are sufficiently prepared to deal with the aftermath of a natural disaster like a hurricane or blizzard” and



most (65%) don't believe that they are sufficiently prepared to deal with the aftermath of a terrorist attack in the city.

These are the findings of an Ipsos Reid poll conducted for the National Post, Global News and CFRB fielded from October 6th to October 12th 2005. For the survey, a representative sample of 500 residents of the City of Toronto was interviewed via an on-line survey vehicle. The sample used in this study has been weighted according to 2001 Census data to accurately reflect the general population of the City of Toronto (see chart below). With a sample of this size, the aggregate results are considered accurate to within ±4.4 percentage points, 19 times out of 20, of what they would have been had the entire population of Toronto been polled. The margin of error will be larger within each sub-grouping of the survey population.

		On-line sample	General population	Variance
Sex	Male	48%	48%	0
	Female	52%	52%	0
Age	18-34	29%	33%	-4
	35-54	41%	39%	+2
	55+	29%	28%	+1
Educ.	High school or less	18%	23%	-5
	Post-secondary	83%	79%	+4
Income	<\$30K	13%	16%	-3
	\$30K-<\$60K	30%	31%	-1
	>\$60K	56%	53%	+3



***Seven In Ten (69%) Approve Of The Job David Miller Is Doing As Mayor Of Toronto – Mel Lastman’s Approval Sat At 84% After The Same Amount Of Time In Office...***

Approximately two years after his election, seven in ten (69%) Torontonians say they “approve” of the job David Miller’s been doing as Mayor of the City of Toronto (9% strongly approve). The remaining 31% disapprove of his performance (12% strongly).

In comparison, after approximately two years in office 84% of Torontonians said they approved of the job then Mayor Mel Lastman was doing.

***David Miller Gets “C” Average For His Performance In Providing A Vision For The Future Of Toronto And Managing The Issues And Priorities Of City Council...***

Torontonians were asked to give a grade of A,B,C, D or F on particular aspects of Mayor David Miller’s performance in his job. He received his highest average marks in “providing a vision of what the City of Toronto should be about in the future” and “managing the issues and priorities of city council” – both with an average C grade. Other average grades include, a D+ for both “cleaning up corruption in municipal politics” and “keeping residential and business taxes as low as possible”.

	A	B	C	D	F	Avg. Grade
Providing a vision of what the City of Toronto should be about in the future	7%	28%	37%	15%	13%	C
Managing the issues and priorities of city council	6%	27%	41%	15%	11%	C
Cleaning up corruption in municipal politics	7%	23%	31%	17%	21%	D+
Keeping residential and business taxes as low as possible	4%	20%	38%	22%	16%	D+



***Two-Thirds (67%) Say They Are Generally Content Living In Toronto And 13% Are Very Happy – But One In Five (20%) Say They Don't Like Living In The City And Would Rather Live Somewhere Else...***

Two-thirds (67%, +7 points from an August 2003 poll) say that they are generally content living in Toronto, but there are definitely things about it that they don't like. A further 13% say that they are very happy with this city (-21 points), and really wouldn't want to live anywhere else at this time.

One in five (20%, +16 points), however, say they don't really like living in this city and would prefer to live somewhere else.

- Those with a post-secondary level education are significantly more likely than those with no post-secondary education to say they are very happy living in Toronto (15% vs. 6%).

***Nine In Ten (91%) Agree The Gap Between Rich And Poor In Toronto Is Growing Larger...***

Nine in ten (91%) agree with the statement that "the gap between rich and poor in Toronto is growing larger" (51% strongly agree). The remaining 9% disagree with this statement.

***Half (47%) Say They Don't Know Their Neighbours Well...***

Half of Torontonians (53%) agree with the statement that "I know my neighbours really well" (16% strongly agree), and half (47%) disagree (16% strongly disagree).

***One In Ten (12%) Say It Would Bother Them To Have A Next Door Neighbour Who Is Visibly From A Different Culture...***

One in ten (12%) agree with the statement that "it would bother me to have next-door neighbours who are visibly from a different culture than myself" -- 88% disagree (67% strongly disagree).



***More Than Half (57%) Don't Think Toronto Government And  
Emergency Response Officials Are Sufficiently Prepared To Deal  
With The Aftermath Of A Natural Disaster...***

More than half (57%) of Torontonians disagree with the statement that "Toronto government and emergency response officials are sufficiently prepared to deal with the aftermath of a natural disaster like a hurricane or blizzard" (22% strongly disagree). Forty-three percent agree with this statement (6% strongly agree).

***Most (65%) Don't Believe Toronto's Officials Are Prepared For  
Aftermath Of Terrorist Attack...***

Most Torontonians (65%) disagree with the statement that the "Toronto government and emergency response officials are sufficiently prepared to deal with the aftermath of a terrorist attack in the City" (27% strongly disagree). Thirty-five percent agree with this statement (5% strongly agree).

-30-

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