

GARBAGE (31%), PUBLIC TRANSIT (28%), AND CRIME (27%) SET THE STAGE AS MOST IMPORTANT ISSUES FOR UPCOMING TORONTO MAYORAL ELECTION



Ipsos Reid

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Toronto, ON – The issues of garbage and waste management (31%), public transit (28%) and crime (27%) set the stage as the most important issues for Torontonians when it comes to the upcoming Mayoral election this November, according to a new Ipsos Reid survey.

The survey, conducted on behalf of CanWest Global/National Post/CFRB, was fielded among 804 residents of Toronto. Respondents were asked to consider the upcoming municipal election and to volunteer what issues they feel should be the most important priorities for the newly or re-elected Mayor and Toronto City Council.

A full distribution of responses is shown in the table below.

Notable demographic findings of the survey:

- For those *absolutely certain* to vote in the upcoming election, “garbage/recycling/waste management” (38%) is the most important priority, followed by “public transit/TTC” (32%);
- For those with kids, their top priority is “crime/violence” (30%);
- For men the most important issue is “public transit/TTC” (32%) for women it is “crime/violence” (30%).



Thinking about the upcoming municipal election in November in Toronto, what is the most important issue to you, personally, that the newly or re-elected mayor and Toronto city council should address as a priority? Are there any other issues that are important to you, personally, that the newly or re-elected mayor and Toronto city council should address as priorities?

	1st Priority	Top-3 Priorities Combined
Garbage/ Recycling/ Waste management	11%	31%
Public Transit/ TTC	12%	28%
Crime/ Violence	14%	27%
Poverty/ Homeless	7%	18%
Taxes/ Taxation	6%	15%
Fiscal responsibility/ spending (budget)	6%	11%
Roads/ Highways	3%	11%
Waterfront development/ revitalization	3%	11%
Environment/ Pollution	5%	10%
Housing/ Affordable Housing	4%	10%
Schools/ Education	3%	10%
Beautification of the city	1%	7%
Hospitals/ Healthcare	3%	7%
Traffic congestion	2%	7%
Social Services	2%	6%
Island Airport	1%	5%
City planning/ development	1%	4%
Government accountability	1%	4%
Municipal services	1%	4%
Employment/ Jobs	0%	3%
Infrastructure	1%	3%
Transportation (unspecified)	0%	3%
Base: 804 Residents Of Toronto		

Responses provided by less than 3% are not shown in this table.



These are the findings of an Ipsos Reid poll conducted for National Post/Global News/CFRB from September 21st to 26th, 2006. A total of 804 Torontonians were surveyed via the internet, yielding results which are accurate to within $\pm 3.5\%$ (19 times out of 20). The data were statistically weighted to ensure that the sample's age, sex, and region reflects that of the actual population.

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For more information on this news release, please contact:

***John Wright
Senior Vice President
Ipsos Reid Public Affairs
(416) 324-2900***

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