



**Ipsos Public Affairs**

The Social Research and Corporate Reputation Specialists



# Toronto Real Estate Board

May 2011



**Nobody's Unpredictable**

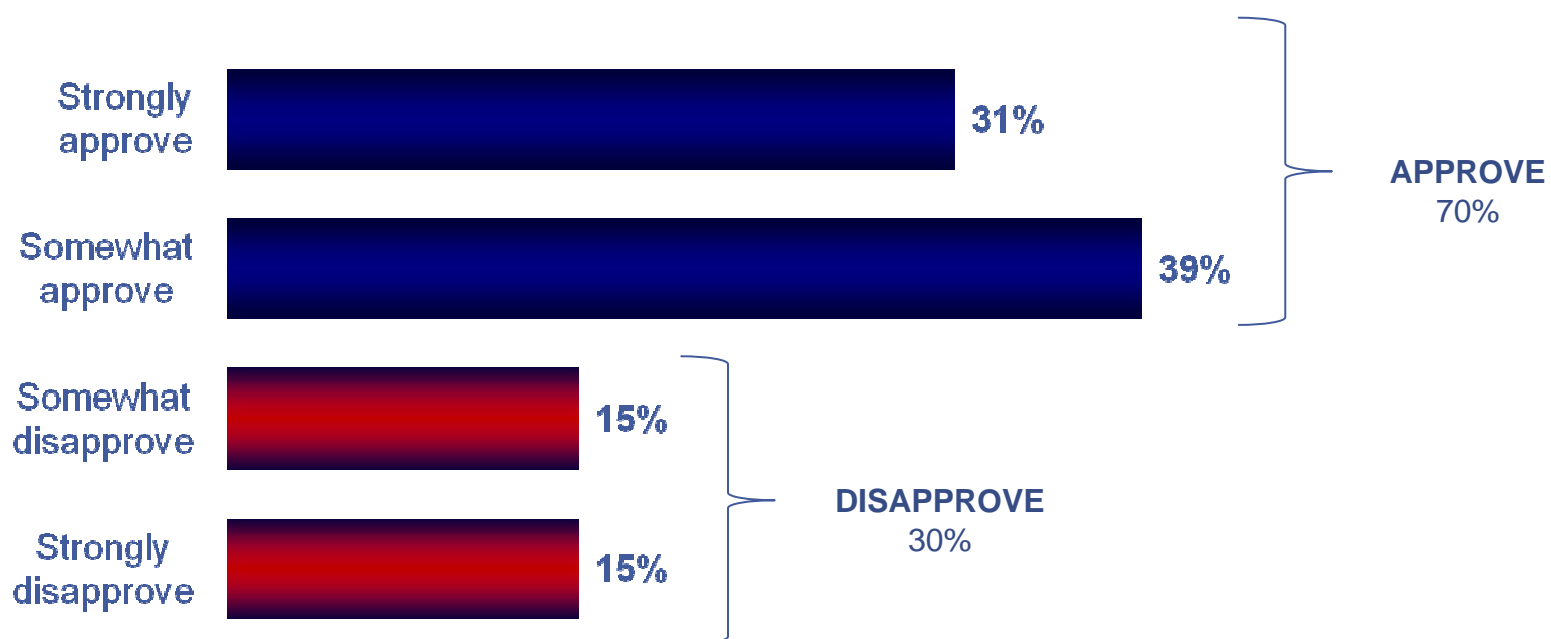


## Methodology

- *These are some of the findings of an Ipsos Reid poll conducted between April 18 to April 26, 2011, on behalf of the Toronto Real Estate Board.*
- *For this survey, a sample of 913 adults from Ipsos' Canadian online panel living in Toronto was interviewed online. Of those, 485 live in the 416 area code while 428 live in the 905 area code.*
- *Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the 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 +/- 2.5 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in the GTA 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.*



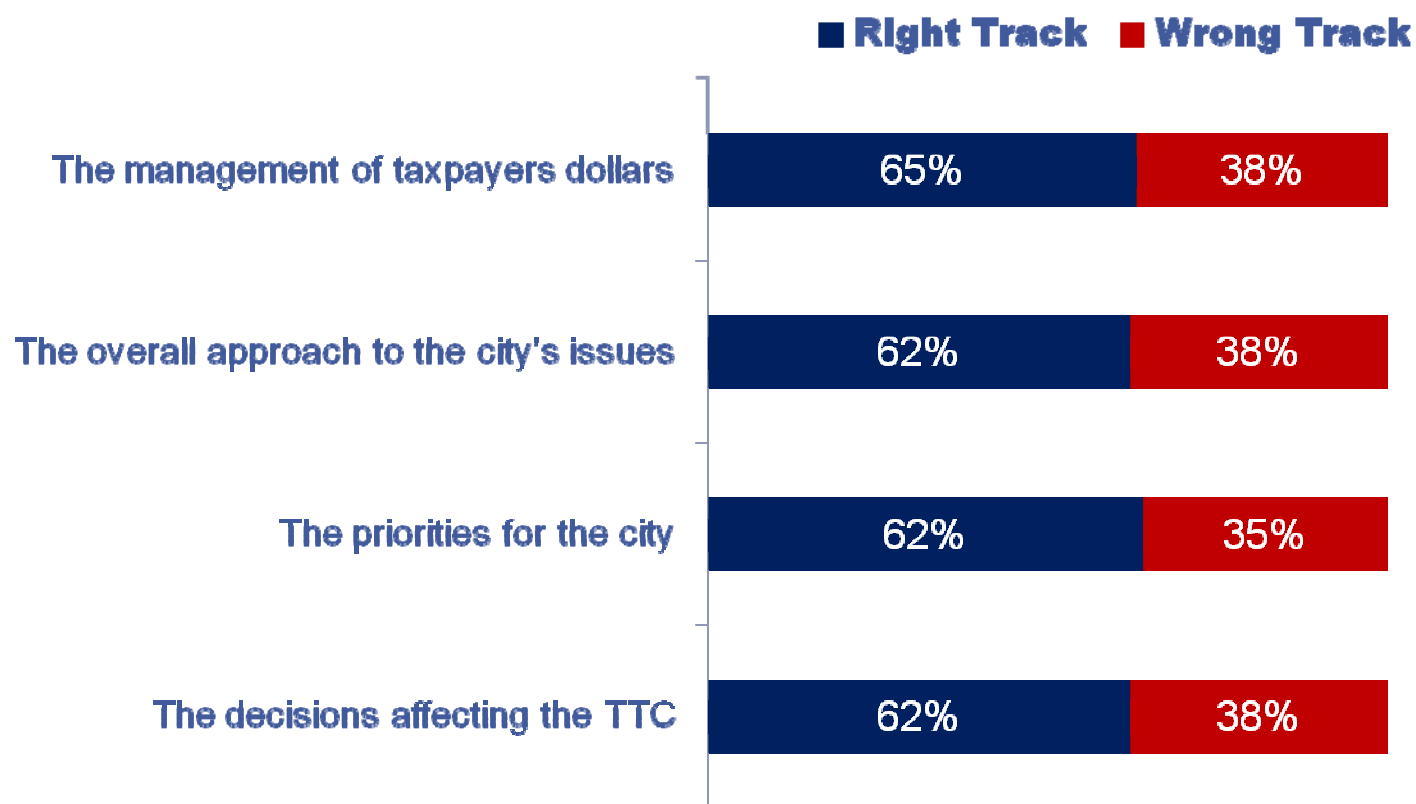
## Approval of overall performance of Mayor of Toronto, Rob Ford...



Q1. Would you say you approve or disapprove of the overall performance of the Mayor of Toronto, Rob Ford? Base: 416 area code (n=485)



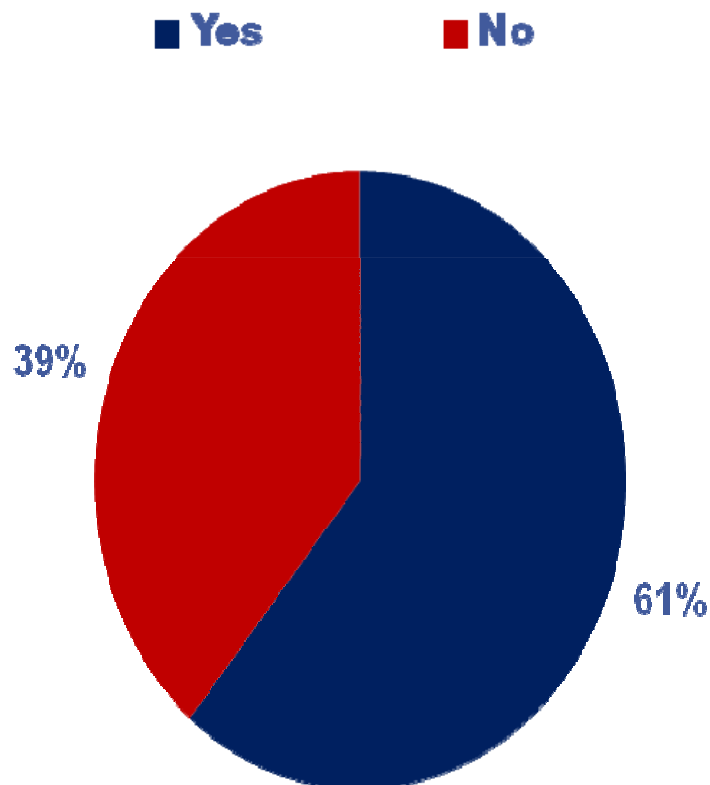
## City Of Toronto Council: On The Right Track Or Headed In The Wrong Direction?



Q2. Now that the newly elected City of Toronto Council has been in office for over three months, would you say that the City of Toronto is moving on the right track or headed in the wrong direction on each of the following: Base: 416 area code (n=485).



## Almost 2/3 Have Awareness of Mayor Ford's Intention to Repeal Toronto Land Transfer Tax...

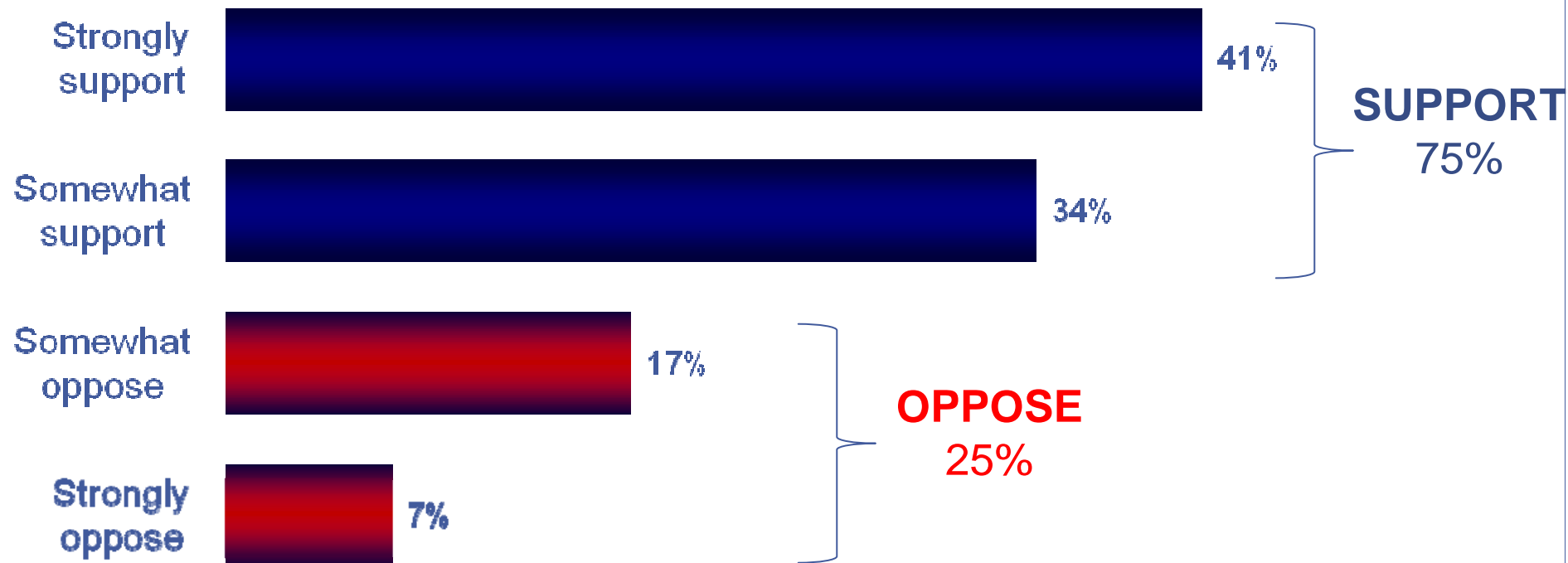


	Yes	No
Old City of Toronto/Downtown	57%	43%
Etobicoke	77%	23%
Scarborough	56%	44%
North York	56%	44%
York/East York	62%	38%

Q3. As you may know, in 2008, the City of Toronto began charging a municipal Land Transfer Tax on homebuyers when they purchase a home, in addition to the provincial land transfer tax charged by the Province. Prior to today, were you aware of Mayor Rob Ford's intention to repeal the Toronto Land Transfer Tax?  
Base: 416 area code (n=485).



## Three Quarters (75%) of Torontonians Support Mayor Ford's Plan To Repeal Toronto Land Transfer Tax...



Q4. To what extent do you support or oppose Mayor Rob Ford's plan to repeal the Toronto Land Transfer Tax? Base: 416 area code (n=485).



## Support For Mayor Ford's Plan To Repeal Toronto Land Transfer Tax...

	Strongly support	Somewhat approve	Somewhat oppose	Strongly oppose
Old City of Toronto/Down-town	31%	37%	<b>23%</b>	<b>33%</b>
Etobicoke	<b>57%</b>	<b>29%</b>	13%	50%
Scarborough	<b>44%</b>	<b>31%</b>	16%	9%
North York	<b>41%</b>	<b>33%</b>	20%	6%
York/East York	<b>33%</b>	<b>50%</b>	9%	9%

Q4. To what extent do you support or oppose Mayor Rob Ford's plan to repeal the Toronto Land Transfer Tax? Base: 416 area code (n=485).



## Causes For Shortfall Between What The City Collects And What It Spends On Programs And Services...

**Wrong headed decisions on services, programs and initiatives that are causing great waste and inefficiency**

**47%**

**Too many city employees**

**34%**

**Not enough tax and fee revenue to cover the costs of vital services and programs needed and in demand by a growing metropolitan population and infrastructure**

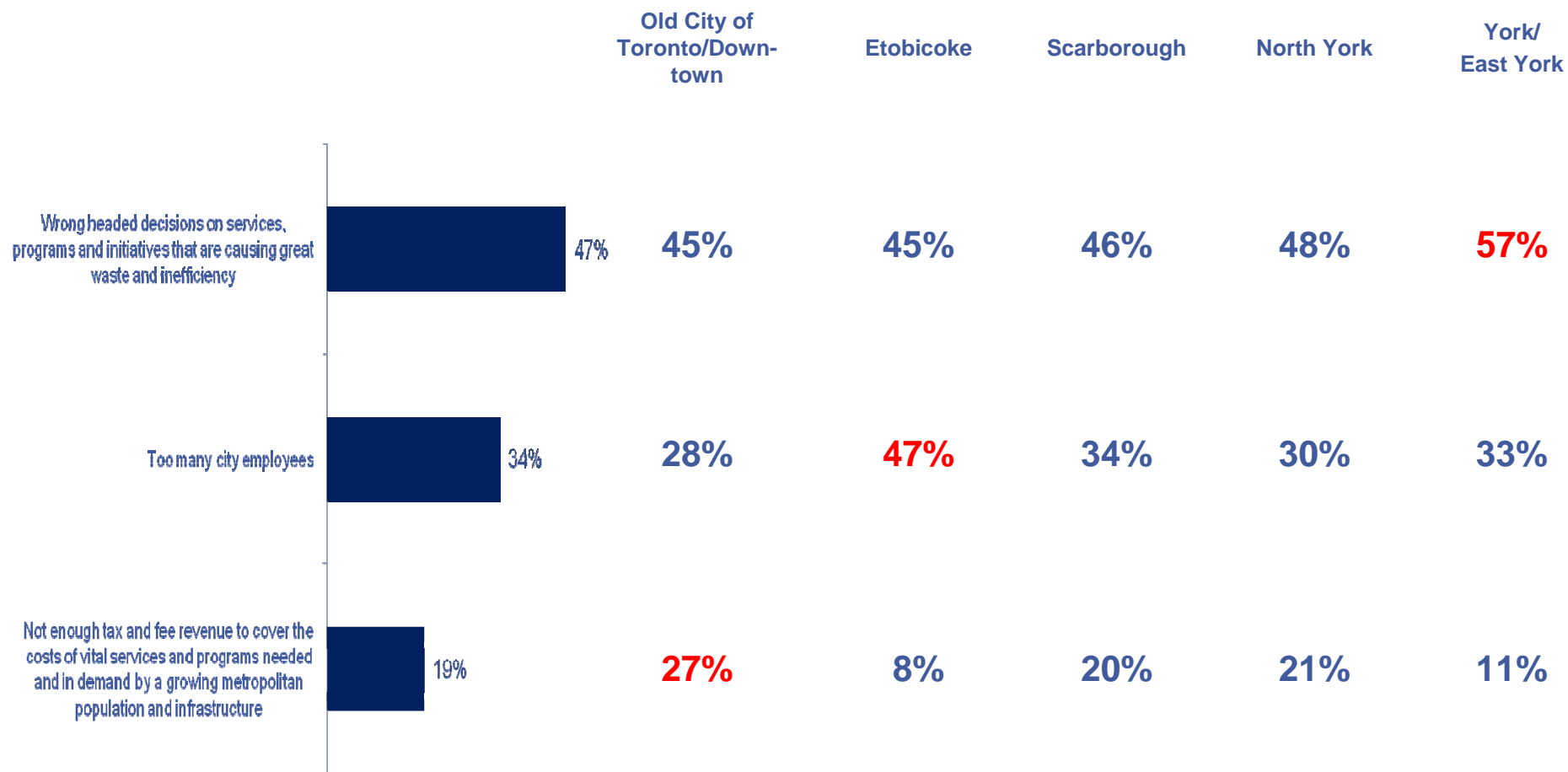
**19%**

Q5. City of Toronto officials have indicated that the City is facing a budget deficit of over \$700 million in the upcoming year. Which do you believe is the greatest cause for the shortfall between what the city collects and what it spends on programs and services? Base: 416 area code (n=485).





# Causes For Shortfall Between What The City Collects And What It Spends On Programs And Services...



Q5. City of Toronto officials have indicated that the City is facing a budget deficit of over \$700 million in the upcoming year. Which do you believe is the greatest cause for the shortfall between what the city collects and what it spends on programs and services? Base: 416 area code (n=485).



## 7 in 10 Support Mayor Ford's Plan To Repeal Toronto Land Transfer Tax Even When Considering City's Deficit...

Repeal Toronto's portion of the Land Transfer Tax

68%

Keep the Tax

32%

Q6. In advance of next year's municipal budget, the City is currently undertaking a comprehensive review of the services it delivers to identify opportunities for savings and efficiencies which could reduce or eliminate this deficit. Considering the City's current fiscal situation and the on-going review to find savings and efficiencies, do you believe that Mayor Rob Ford should follow-through on his intention to repeal the Toronto Land Transfer Tax, or should the tax be kept? Base: 416 area code (n=485).



## Support For Mayor Ford's Plan To Repeal Toronto Land Transfer Tax In Face Of Deficit...

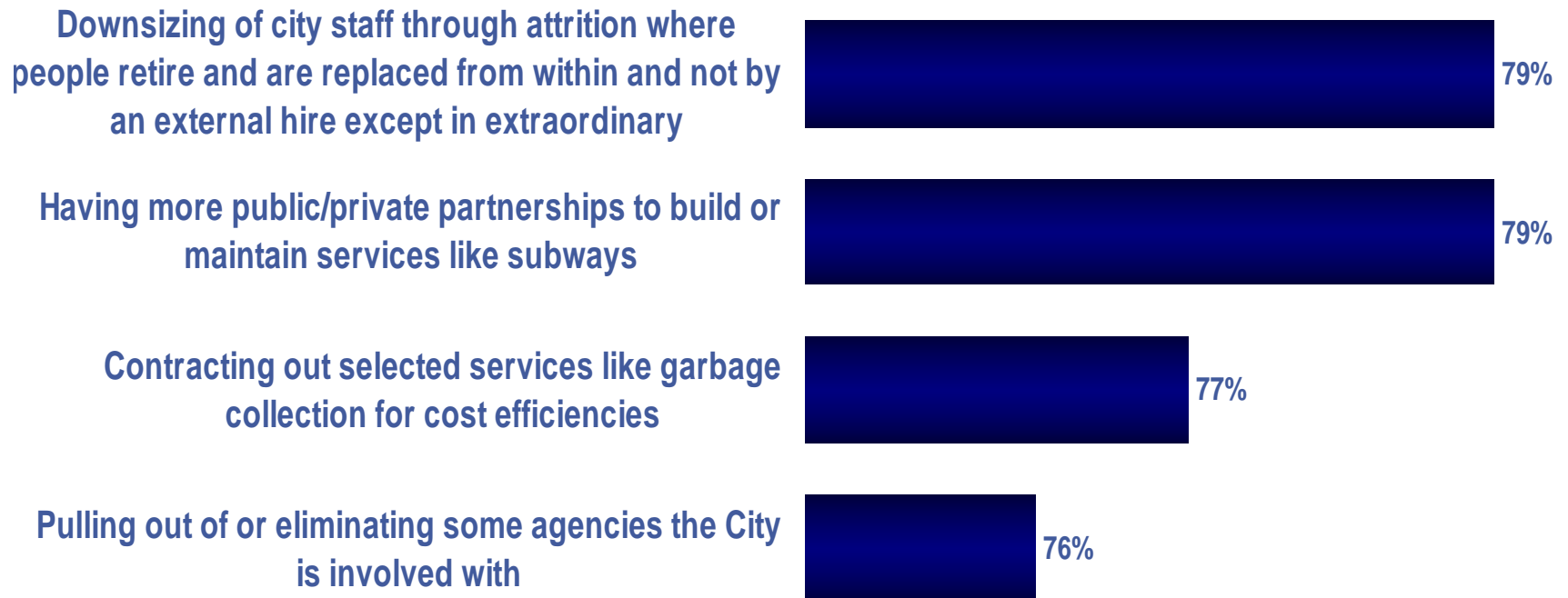
	Repeal Toronto's portion of the Land Transfer Tax	Keep the Tax
Old City of Toronto/Downtown	57%	43%
Etobicoke	75%	25%
Scarborough	74%	26%
North York	72%	28%
York/East York	67%	33%

Q6. In advance of next year's municipal budget, the City is currently undertaking a comprehensive review of the services it delivers to identify opportunities for savings and efficiencies which could reduce or eliminate this deficit. Considering the City's current fiscal situation and the on-going review to find savings and efficiencies, do you believe that Mayor Rob Ford should follow-through on his intention to repeal the Toronto Land Transfer Tax, or should the tax be kept? Base: 416 area code (n=485).



## Tier 1 Options Which Should Receive Most Attention To Help Reduce Or Eliminate Budget Shortfall...

% Agree



Q7. Of the things which could be examined during the comprehensive review as options for the future in helping to reduce or eliminate the budget shortfall, which do you think should receive the most attention: Base: 416 area code (n=485).



## Tier 2 Options Which Should Receive Most Attention To Help Reduce Or Eliminate Budget Shortfall...

% Agree

Imposing or increasing some fees or fares on services of which individuals utilize and not necessarily the entire community

68%

Reductions and/or discontinuation of some services

59%

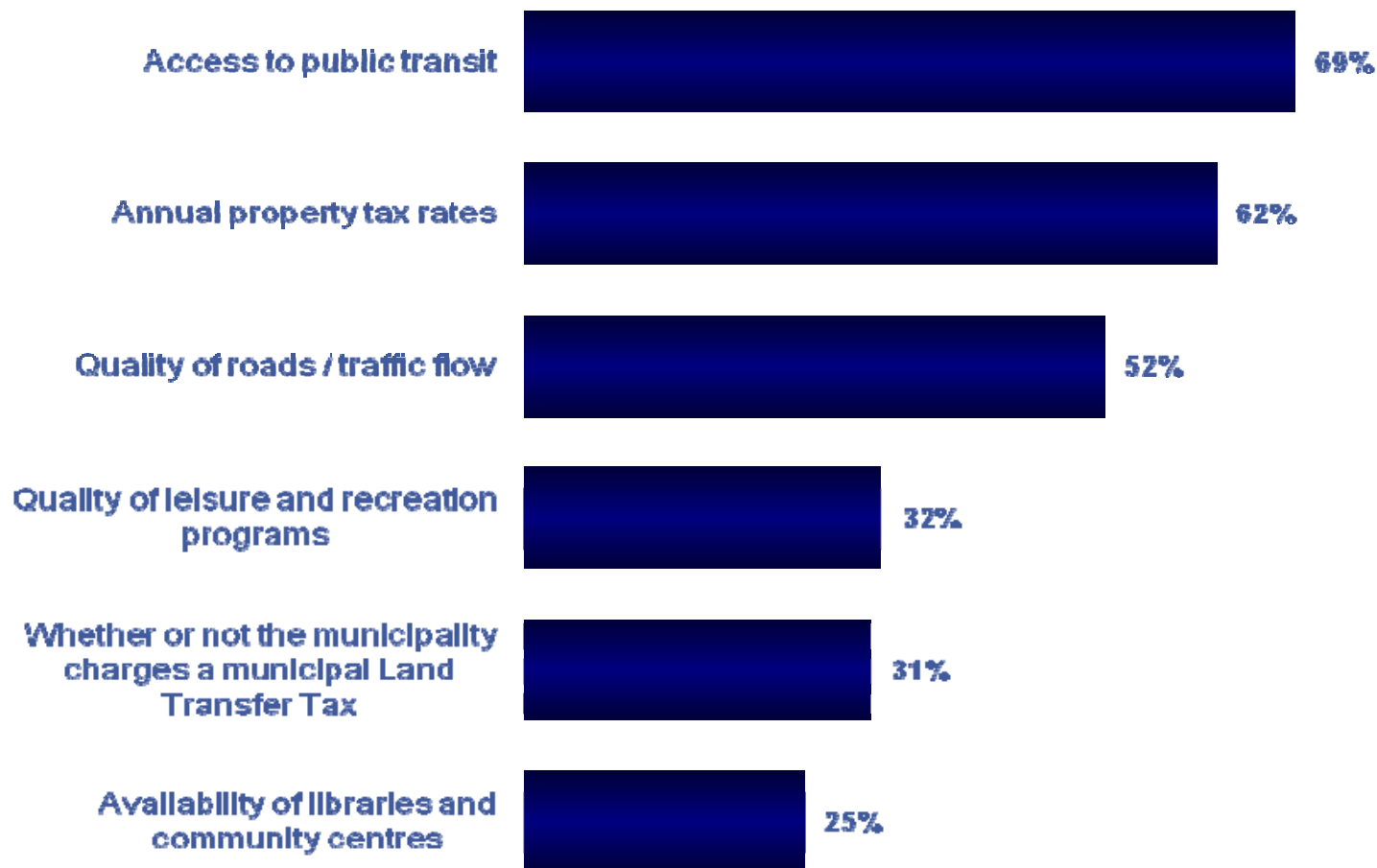
Raising property taxes to a specific amount like the rate of inflation

45%

Q7. Of the things which could be examined during the comprehensive review as options for the future in helping to reduce or eliminate the budget shortfall, which do you think should receive the most attention: Base: 416 area code (n=485).



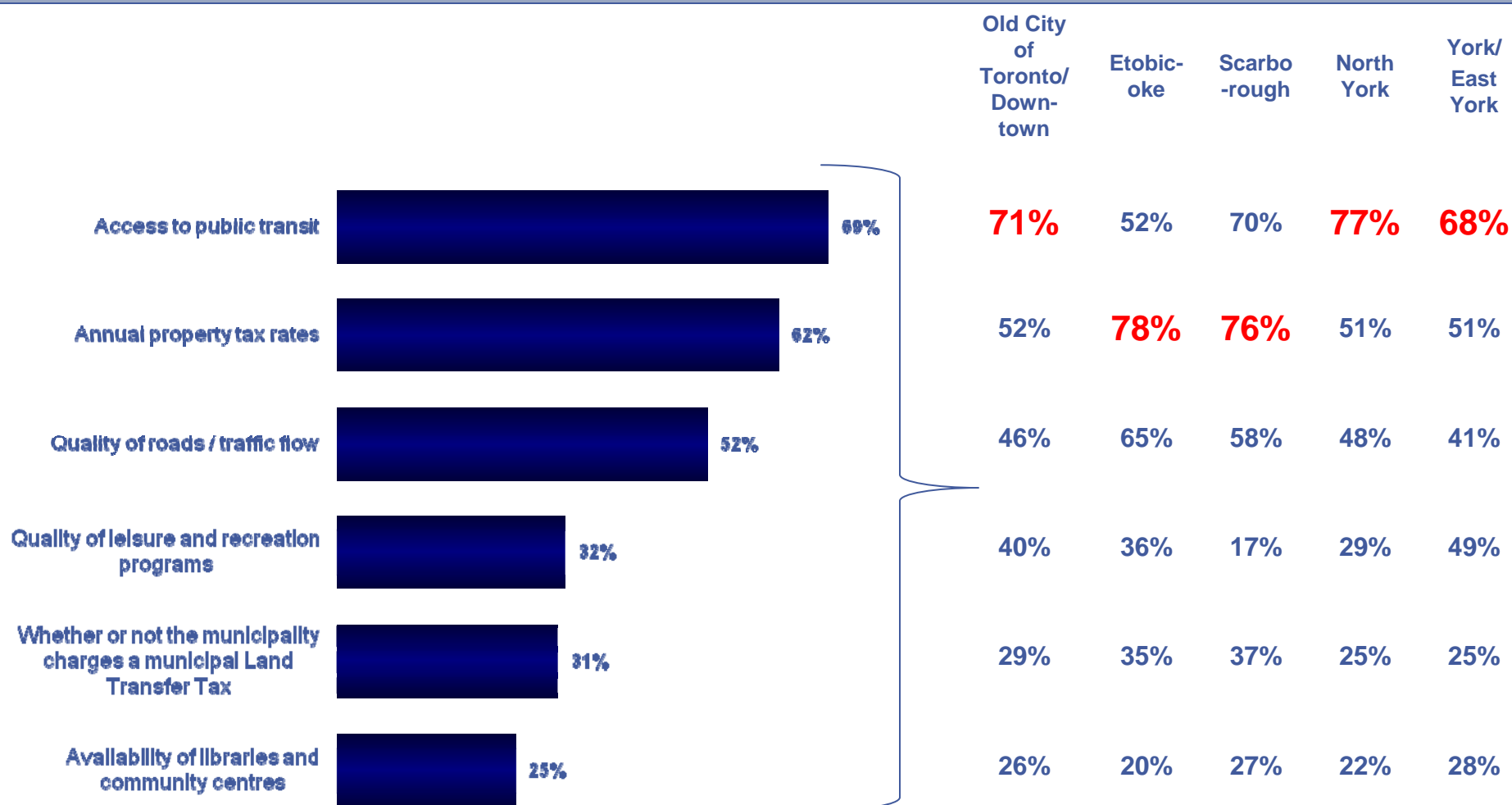
## Municipal Services And Costs Which Most Influence The Decision To Buy A Home...



Q8. Of the following municipal government services and costs, please choose the top three in terms of which would have the most influence over your decision of where to buy a home: : Base: 416 area code (n=485).



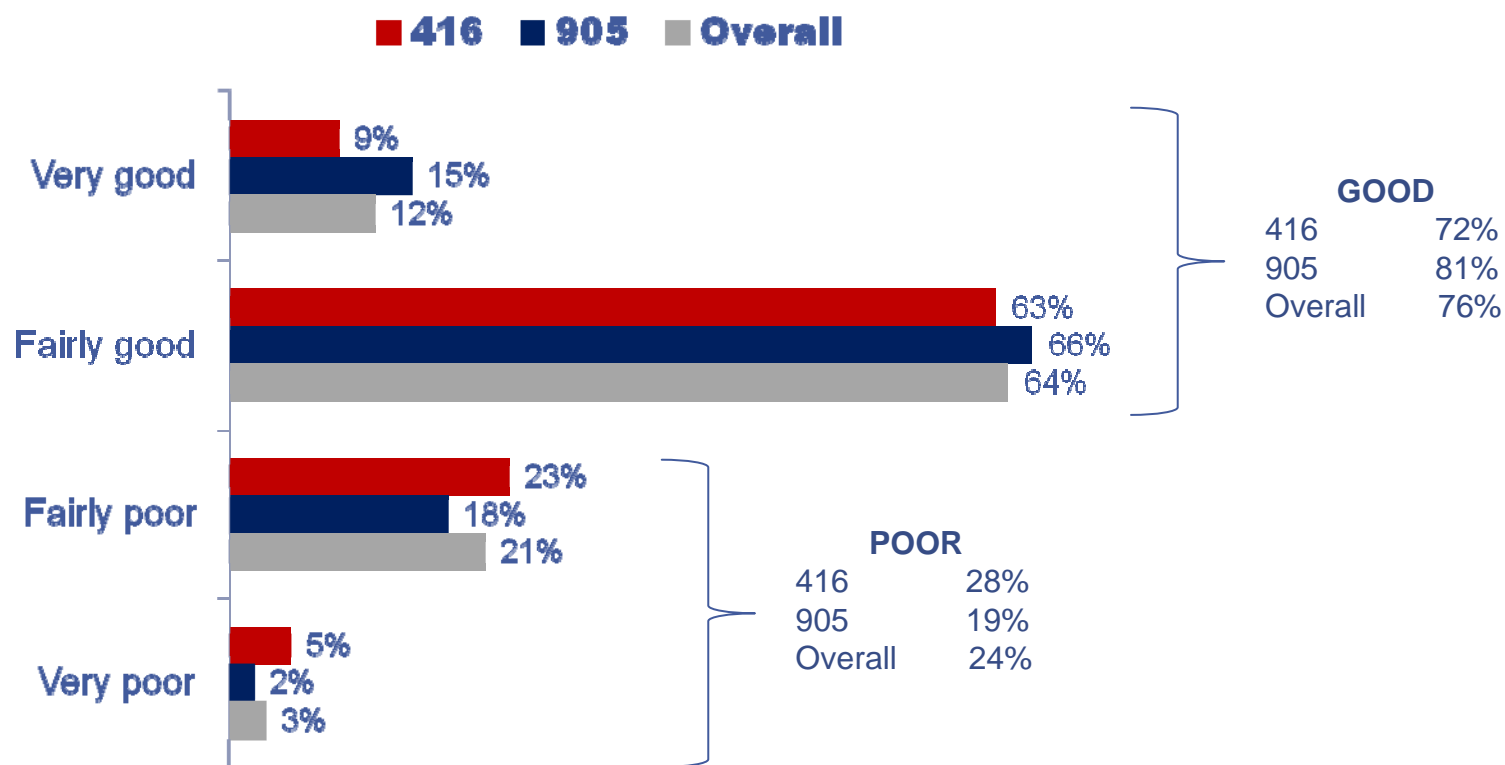
# Municipal Services And Costs Which Most Influence The Decision To Buy A Home...



Q8. Of the following municipal government services and costs, please choose the top three in terms of which would have the most influence over your decision of where to buy a home: : Base: 416 area code (n=485).



## Value of programs and services offered by municipality: 'Good' in 416/905... 'Poorer' in 416...

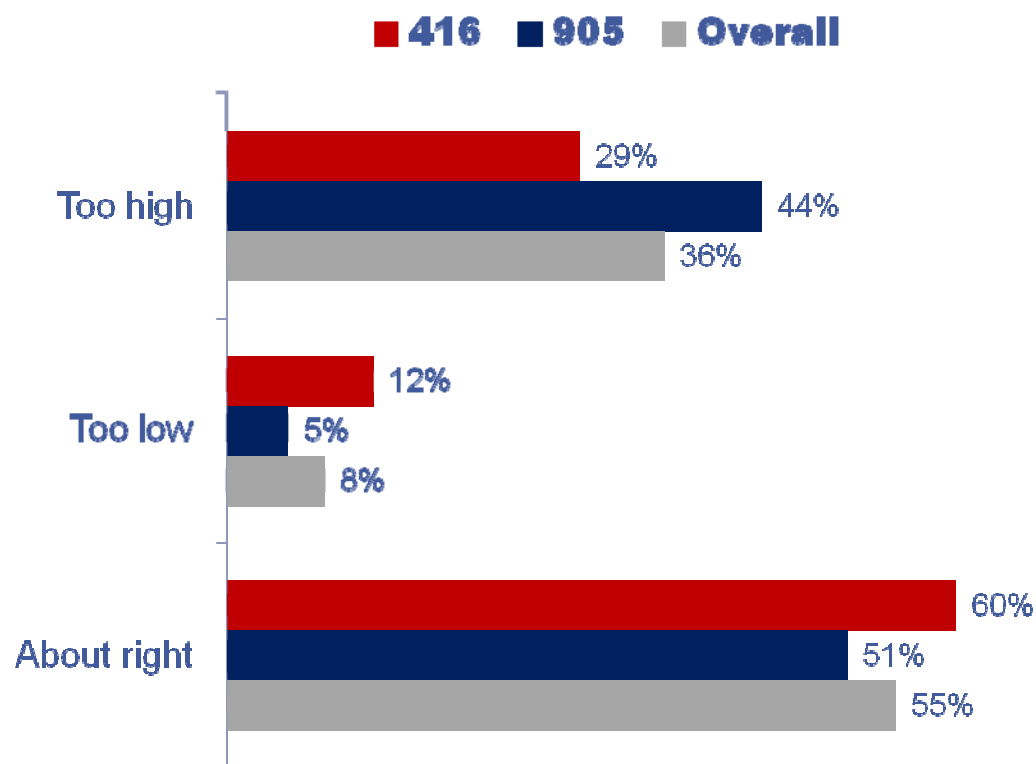


Q9. Thinking about all of the programs and services you receive from your municipality, would you say, overall, that you get very good, fairly good, fairly poor or very poor value for the municipal tax dollars that are paid to the city by residents? Base: all respondents (n=913); 416 area code (n=485); 905 area code (n=428).





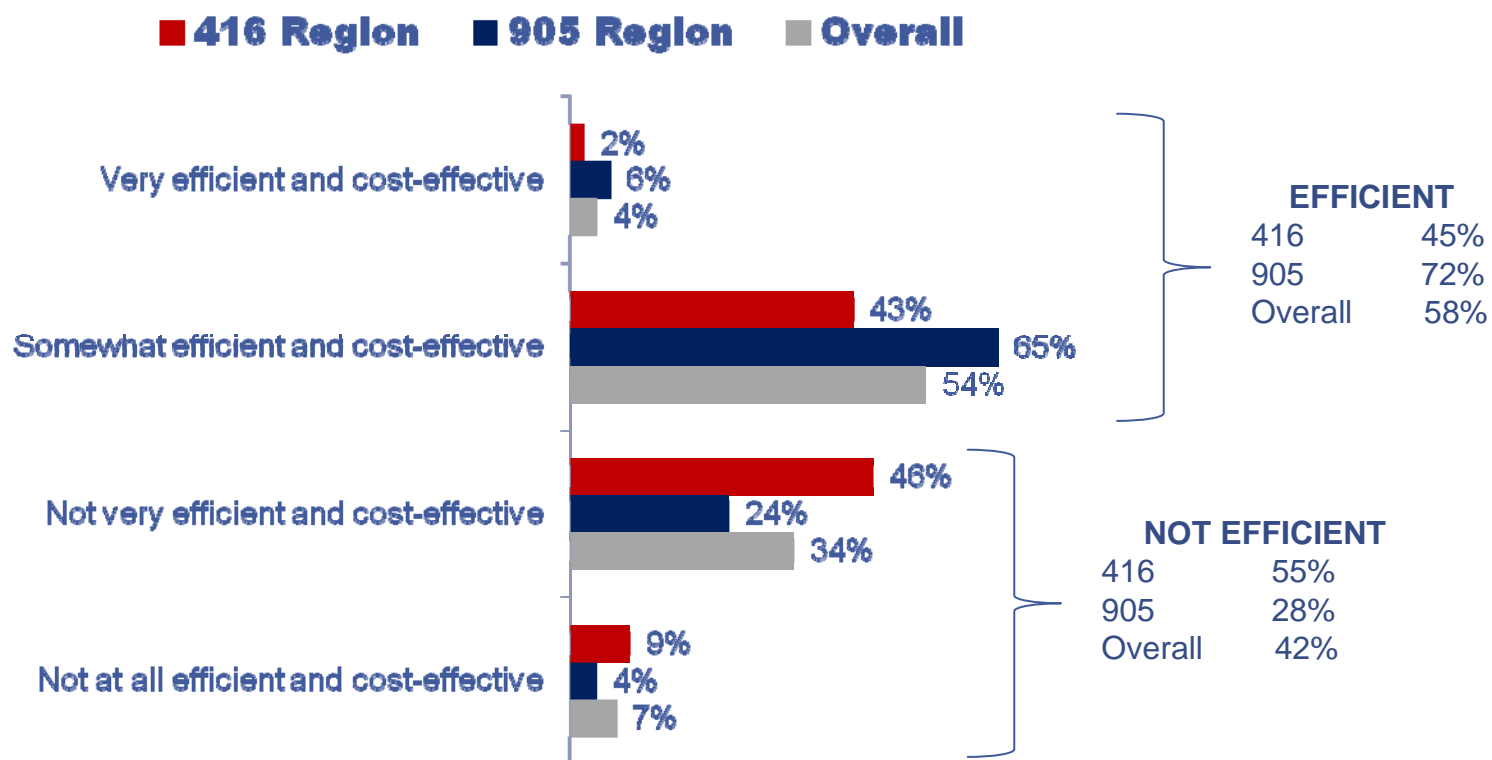
## Level Of Fees Paid By Residents For Municipal Programs And Services: 905 Feel More Burdened For Value...



Q10. In relation to the services you receive for the money spent, do you believe the fees that you or others may pay for some municipal programs and services (such as recreation and leisure programs, use of facilities such as swimming pools and skating rinks, fitness facilities/classes, children's programs and classes) are too high, too low, or about right? Base: all respondents (n=913); 416 area code (n=485); 905 area code (n=428).



# Efficiency and cost-effectiveness of money spent on programs and services



Q11. Overall, to what extent do you believe the money being spent by your municipality on programs and services it delivers to your community is being spent in an efficient and cost-effective manner? Base: all respondents (n=913); 416 area code (n=485); 905 area code (n=428).