



Ipsos Reid



Global TV Canada's Pulse 2011

Toronto



Nobody's Unpredictable



Methodology

- These are the findings of an Ipsos Reid poll conducted between August 26 to September 1, 2011 on behalf of Global Television. For this survey, a sample of 6,883 Canadians from Ipsos' Canadian online panel was interviewed online as follows: Metro Vancouver (n=407), Kelowna Area (n=403), Calgary (n=400), Edmonton (n=412), Regina (n=402), Saskatoon (n=408), Winnipeg (n=401), Toronto (n=414), Montreal (n=407), Halifax (n=404), Nova Scotia outside Halifax (n=403) New Brunswick (n=408), Rest of Canada (n=2,014)
- Weighting was then employed to balance demographics and ensure that the sample's overall 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:
 - +/-4.8 percentage points for each individual city/region, 19 times out of 20, of what the results would have been had the entire population of that particular city or region been polled;
 - +/-1.2 percentage points for the national Canadian population, 19 times out of 20, of what the results would have been had the entire population of adults living in Canada 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.

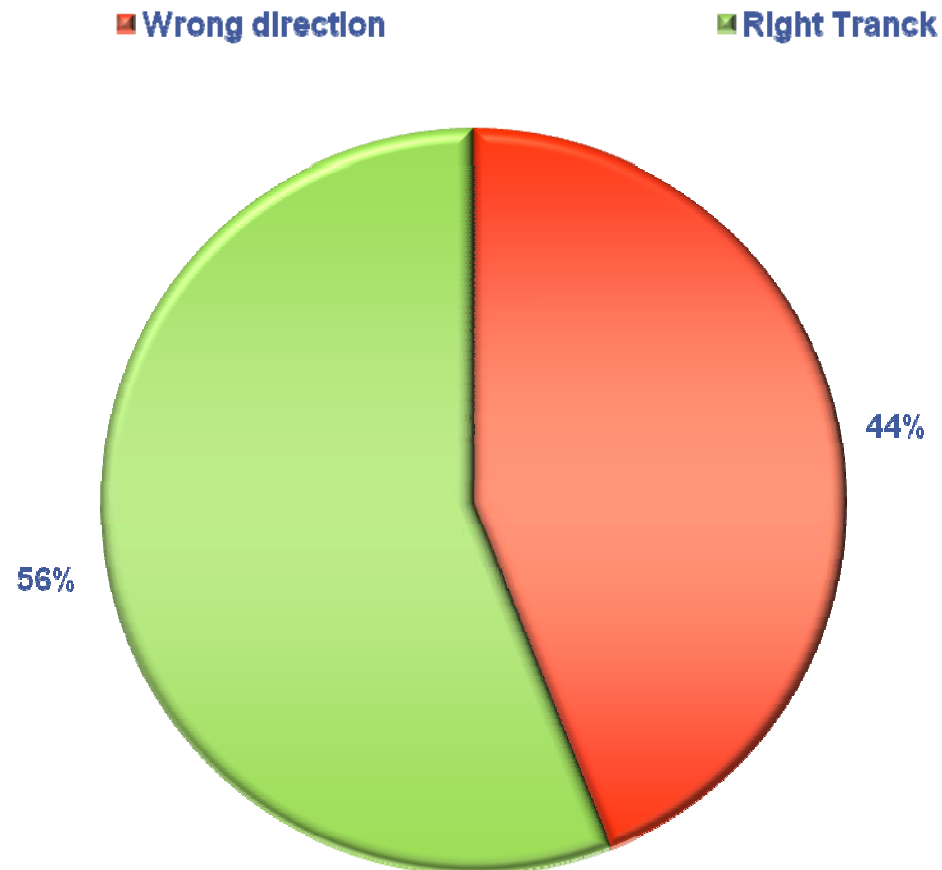


City Specific Questions – Toronto





Budget Process: Right Track or Headed in the Wrong Direction?



T2. As you know, Toronto Mayor Rob Ford was elected in November last year and he and the new council got down to governing the city in January, 2011. Since then, a great deal of focus has been to wipe out a budget deficit in 2012 of somewhere between \$443 million and \$774 million. Overall, based on what you've seen, read or heard, do you think the budget process is on the right track or headed in the wrong direction?

Base: All Toronto Respondents (n=414)

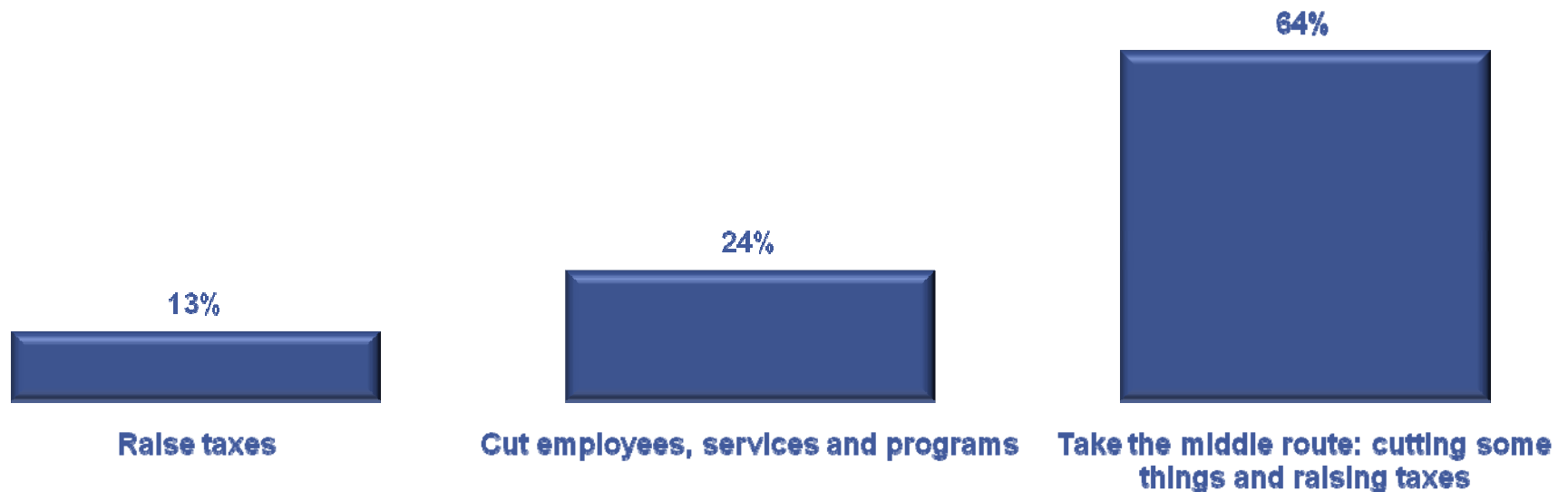


Which Do You Think Toronto Should Do?

Some people say the budget deficit is rising in Toronto because not enough taxes are being collected to maintain the quality of life the city must offer its citizens—so taxes should be raised to close the gap, not deep cuts to employees, services and programs.

Other people say the budget deficit is rising in Toronto because there are too many employees, too much waste and wrongheaded spending of taxpayer money at city hall—so taxes should not be raised to close the gap, instead there should be deep cuts to employees, services and programs.

Others say the budget deficit is rising in Toronto for lots of reasons—and that we shouldn't do anything drastic to get things under control so let's find a middle ground and cut some things—including city hall staff—contract out more to the private sector but raise taxes to keep other things and close the deficit gap.

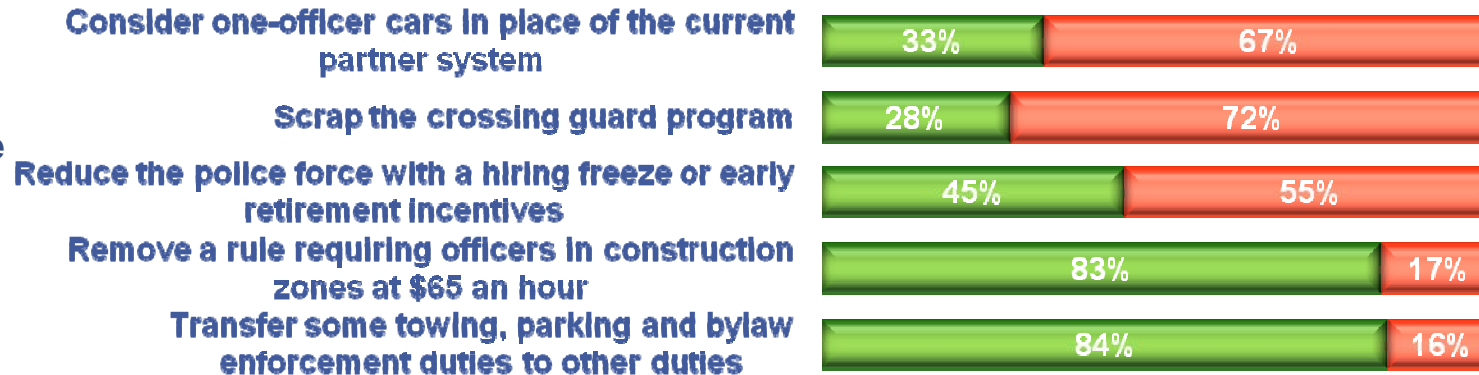




Good Idea / Bad Idea

■ Good Idea ■ Bad Idea

Police



Library



TTC



T4. Recently, a major consulting firm was hired by the city to go through all of the departments and agencies and come up with recommendations to help eliminate the deficit. The following are some of the more notable recommendations from the report. For each, please indicate whether you think each is a good idea or a bad idea.

Base: All Toronto Respondents (n=414)



Good Idea / Bad Idea

■ Good Idea ■ Bad Idea

Zoo



Sell off the metro zoo to private interests or transfer ownership to a community non-profit group

53%

47%

Negotiate operating partnership of the zoo with other levels of government

80%

20%

Various



Eliminate a program that funds AIDS prevention, student nutrition programs and drug prevention...

22%

78%

Sell off city interest in the Exhibition place grounds

52%

48%

Explore merging Exhibition Place with Ontario Place

91%

9%

Shut down the Toronto Atmospheric Fund

43%

57%

Consider selling Toronto parking lots

46%

54%

Look at selling off one or more theatres currently under city ownership or amalgamation

78%

22%

Examine divesting Heritage Toronto to a third party

51%

49%

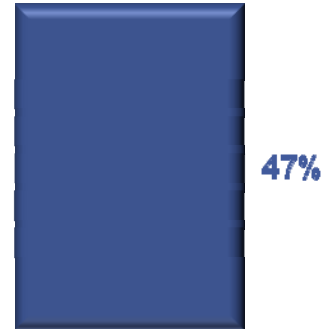
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Base: All Toronto Respondents (n=414)



Opinions on the effects of cutting police and firefighters to hit the mayor's budget target

The police and fire chiefs are just trying to scare people by telling them that officers and firefighters will be cut if they do a budget reduction exercise—they can and should find ways to reduce costs just like every other department at city hall.



47%

The police and fire chiefs are right in what they are saying and should be largely exempt from any cost cutting measures because it will hurt front line services that are needed in a city like Toronto.



53%

T5. Now, Police Chief Bill Blair has warned that as many as 750 officers and 400 civilian staff would need to be let go to hit the mayor's budget target. Fire Chief Bill Stewart has said a 10 per cent cut translates into 400 fewer firefighters. Which of the following statements is closer to your point of view?

Base: All Toronto Respondents (n=414)



Opinions on the events which occurred during the G20 meeting in Toronto

We have everything we need to know – time to move on

59%

Keep Investigating because there are more questions that need to be answered

41%

T6. It has been more than a year since the G20 riots and actions in Toronto. Reflecting on what you know now, do you think we have had a good airing of the issues and found out everything we need to know, or do you think there are still some very serious questions that need to be answered and lessons learned so we should keep investigating to make sure there is a clear cut understanding of who did what and why? Base: All Toronto Respondents (n=414)



Opinions regarding the status of Toronto Police Chief Bill Blair

It's time to kick-start a search process for a new Toronto Police Chief to be selected by the end of 2014, because it's clear that Bill Blair should step down and retire or be replaced

41%

It's not time to kick-start a search process for a new Toronto Police Chief to be selected by the end of 2014 because Bill Blair is doing a good job and should be kept on the job for possible renewal of his contract in 2014

59%



Toronto Agreement Statements

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

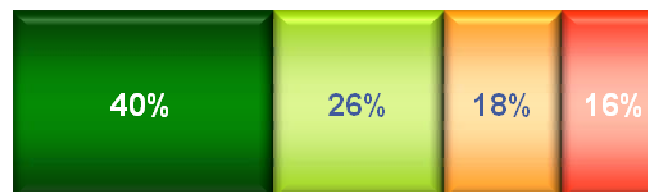
The Toronto Blue Jays will get to the playoffs this year



The Toronto Maple Leafs will get to the playoffs in the upcoming season



The city should stop funding things like the Gay/Pride parade and the Scotiabank Caribbean Festival—when we need to save taxpayers money at city hall those and groups like them should fund themselves completely through sponsors or cut back their events



City hall has too many employees—that's where the real gravy train is that Rob Ford should stop





Toronto Agreement Statements: As Toronto Mayor, Rob Ford ...

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

Has been a big disappointment



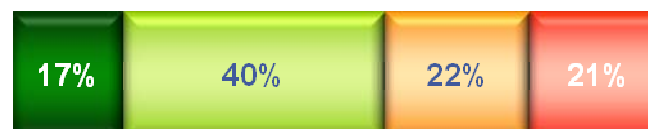
Is not doing the right things for the future of our city



Was ok not to walk in the Gay Pride Parade—he can pick and choose whatever he wants to attend and if it offends some people, so be it



Is doing things at city hall I want him to keep doing



Can break some campaign promises because once you get into a job and find out what's really going on you might have to change your approach

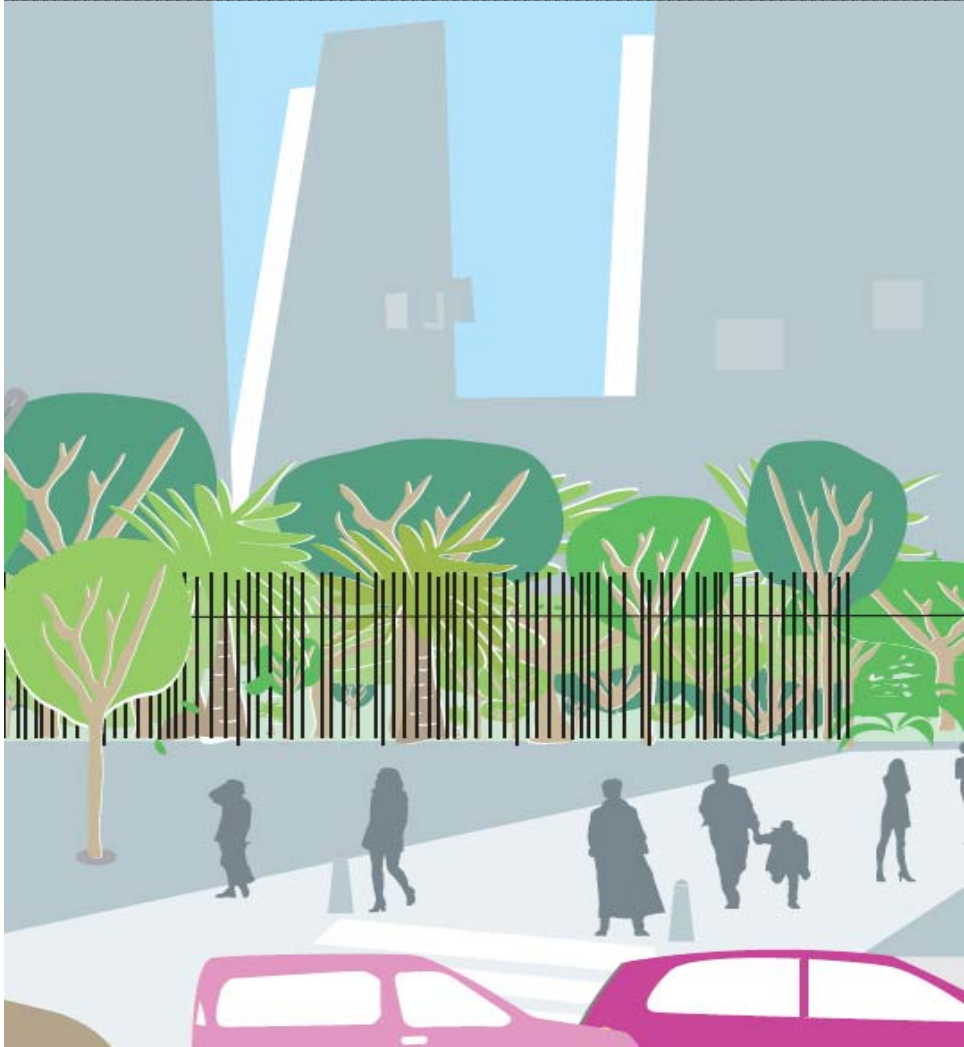


Is a mayor who is really concerned with making decisions for the good of all the people of Toronto, not just some of them





Thank You!





Ipsos Reid



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