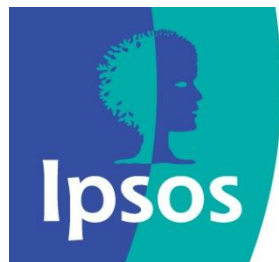


**Nine in Ten (90%) Torontonians Agree It's Becoming More
Difficult for the Average Person to Live in Toronto
*Four in Ten (38%) Say They're Thinking about Leaving the City
Because it's too Expensive***

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**Nine in Ten (90%) Torontonians Agree It's Becoming More
Difficult for the Average Person to Live in Toronto**
*Four in Ten (38%) Say They're Thinking about Leaving the City
Because it's too Expensive*

Toronto, ON – Nine in ten (90%) Torontonians 'agree' (42% strongly/48% somewhat) that 'it's becoming more difficult for average people to live in Toronto', according to an Ipsos Reid poll conducted on behalf of Global News. Just one in ten (10%) 'disagree' (1% strongly/9% somewhat).

Housing naturally has a large impact on the affordability of a city, and nearly eight in ten (79%) 'disagree' (36% strongly/43% somewhat) that one can 'buy or rent a reasonable residence in Toronto at an affordable price'. Just 21% 'agree' (3% strongly/18% somewhat) that owning or renting a home in Toronto is affordable.

Underlying the financial struggle of many in the city, half (51%) 'agree' (23% strongly/27% somewhat) that they 'live paycheque to paycheque' – including 61% of those aged 18 to 34 – while the other half (49%) of residents 'disagree' (24% strongly/25% somewhat) that they do. Those in Scarborough (55%), York/East York (55%) and Etobicoke (53%) are more likely than those living in the old City of Toronto (47%) or North York (47%) to say they live paycheque to paycheque.

The affordability of living in the city is getting to the point where four in ten (38%) residents would go so far as to 'agree' (12% strongly/26% somewhat) that they're 'thinking of leaving

Toronto because it's too expensive to live here'. Still, a majority (62%) 'disagree' (30% strongly/32% somewhat) that they're contemplating greener pastures.

Most (74%) Torontonians 'agree' (20% strongly/55% somewhat) that 'even though Toronto is pricy to live in, it's worth it'. Just one quarter (26%) 'disagree' (6% strongly/19% somewhat) that the high cost of living in the city is worth it. Those most likely to agree are those living in the old City of Toronto (83%), compared to those living in Etobicoke (74%), North York (73%), York/East York (71%), or Scarborough (68%).

It's not all doom and gloom though, as two in three (66%) Torontonians 'agree' (9% strongly/57% somewhat) that the 'economy of Toronto is strong', while one in three (34%) 'disagree' (6% strongly/29% somewhat) that it is. A similar proportion (69%) 'agrees' (13% strongly/56% somewhat) that they are 'confident in the future of the economy of Toronto', while one in three (31%) 'disagrees' (6% strongly/25% somewhat) that they're optimistic about Toronto's future.

However, fewer than half (47%) of employed Torontonians 'agree' (7% strongly/39% somewhat) that they're 'confident that if they lost their job in Toronto that they could find another equivalent job quickly'. A slim majority (53%) 'disagrees' (18% strongly/35% somewhat) that they could find another equivalent job easily.

The Impact of Living Paycheque to Paycheque on Vote Choice...

With affordability being a central issue of the campaign, and Torontonians divided down the middle on whether they live their lives paycheque to paycheque, it is interesting to examine how the vote for mayor breaks down among these two groups of residents:



- Among those who agree that they live paycheque to paycheque, John Tory (40%) has a lead over Doug Ford (31%) and Olivia Chow (29%).
- Among those who disagree that they live paycheque to paycheque, John Tory (56%) also has a commanding lead over both Chow (23%) and Ford (22%).

In short, Tory has a strong lead among both groups – if Chow or Ford want to increase their current level of vote supports, they'll need to focus in on the half of Torontonians who are struggling to get ahead, and convince them that they have the best ideas and policies to make life more affordable for those living paycheque to paycheque.

These are some of the findings of an Ipsos Reid poll conducted between September 23rd and 26th, 2014 on behalf of Global News. For this survey, a sample of 1,252 Torontonians (of which 1,105 are decided voters) from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to 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. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.2 percentage points, 19 times out of 20, had all Torontonian adults 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.

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