

High Taxes Top Issue for One in Ten (14%) Toronto Residents

Half (50%) Say they Don't Get Good Value for Their Tax Dollars

Public Release Date: Wednesday, October 1st, 2014, 4:00 pm EDT



Ipsos Reid

Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's

Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John*



High Taxes Top Issue for One in Seven (14%) Toronto Residents

Half (50%) Say they Don't Get Good Value for Their Tax Dollars

Toronto, ON – While much of the Toronto mayoral campaign to date has focused on public transit and easing congestion, high city taxes is still the top issue for hundreds of thousands of City residents, according to an Ipsos Reid poll conducted on behalf of Global News.

In fact, one in seven (14%) Torontonians says that 'city taxes that are too high' is the most important local issue facing Toronto, a two point increase over those who said this was the top issue facing the city in 2011.

Torontonians from the outer regions of the City are most likely to indicate that high taxes are their top issue, led by residents of Scarborough (20%), Etobicoke (15%), and North York (15%). Residents from more central parts of the City, like York or East York (11%) or downtown (7%), are less likely to indicate high city taxes as the most important issue to them.

Despite currently placing a distant second overall to current campaign front-runner John Tory, among those who think taxes are the top issue Doug Ford (50%) is seen as the candidate who would do the best job on the issue, besting John Tory (32%) and Olivia Chow (18%) by healthy margins.

The results of the survey also indicate that not only are high taxes a significant issue for many City residents, but many don't feel they get good value for the tax dollars that they do pay.

Half (50%) of residents 'disagree' (13% strongly/37% somewhat) that Toronto citizens get good value and services for the tax dollars that they pay, compared to half (50%) who 'agree' (6% strongly/44% somewhat) that they do.

© Ipsos Reid



Regionally, these results show a similar trend to the taxation issue, showing the link between taxation and value for services. Those from Scarborough (43%), Etobicoke (50%), and North York (50%) are least likely to agree they get good value for their tax dollars, while those living in York and East York (52%) and downtown (56%) are more likely to believe they get good value.

Even with taxes being too high and not providing enough value for some, half (50%) of Torontonians 'agree' (16% strongly/34% somewhat) that they would be willing to see their taxes increase by 5% if it meant they could get across the city by transit or car in less time than it takes them today', demonstrating just how important the issue of congestion is for many during this mayoral race. Half (50%), however, 'disagree' (25% strongly/25% somewhat) that they would pay a tax increase to help alleviate congestion.

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.



Ipsos Reid

-30-

For more information on this news release, please contact:

*Darrell Bricker, PhD
CEO
Ipsos Reid
Global Public Affairs
(416) 324-2001*

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos Reid

- 3 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*