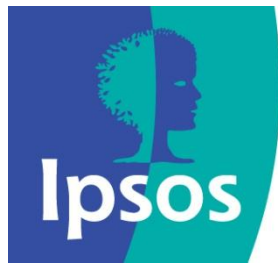


**Four in Ten (38%) Toronto Residents Agree They're Thinking  
of Leaving Toronto Because It's Too Expensive  
*But Three Quarters (74%) Say the Higher Cost of Living is Worth It***

**Public Release Date: Thursday, October 2<sup>nd</sup>, 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](http://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***

## **Four in Ten (38%) Toronto Residents Agree They're Thinking of Leaving Toronto Because It's Too Expensive**

***But Three Quarters (74%) Say the Higher Cost of Living is Worth It***

**Toronto, ON** – Four in ten (38%) Torontonians 'agree' (12% strongly/26% somewhat) that they're 'thinking of leaving Toronto because it's too expensive to live here', according to a new Ipsos Reid poll conducted on behalf of Global News.

More specifically, those in Scarborough (48%) are most likely to be contemplating leaving, followed by those in Etobicoke (41%), York/East York (40%), North York (32%) and the old City of Toronto (31%). On the other hand, most (62%) Torontonians say they're not thinking of leaving as a result of the cost of living.

With most (90%) believing it's becoming more difficult for average people to live in Toronto, three quarters (74%) 'agree' (20% strongly/55% somewhat) that 'even though Toronto is pricey to live in, it's worth it'. Still, one quarter (26%) 'disagrees' (6% strongly/16% somewhat) that the cost of living in Toronto is worth it. Those living in old Toronto (83%) are most likely to say the higher cost of living is worth it, followed by those living in Etobicoke (74%), North York (73%), York/East York (71%) and, finally, Scarborough (68%).

Toronto, being a cosmopolitan and dynamic city, has a lot to offer those who are willing to pay more to live there. Thinking about what they love most about living in Toronto, three in ten (29%) say it's the diversity, while others most love their neighbourhood (20%) and their home (15%). One in ten (11%) most love the arts and culture and the food and restaurants (11%), while fewer most love their job (4%) or the sports (2%) that the city offers. One in ten

---

© Ipsos Reid

- 1 -

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



(7%) say they most love some other aspect of living in Toronto. Interestingly, the diversity of Toronto is the most loved aspect in every region of the city (although in old Toronto it is tied with love of their neighbourhood).

*These are some of the findings of an Ipsos Reid poll conducted between September 23<sup>rd</sup> and 26<sup>th</sup>, 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.*

-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](http://www.ipsos-na.com). News Releases are available at: <http://www.ipsos-na.com/news-polls/>*