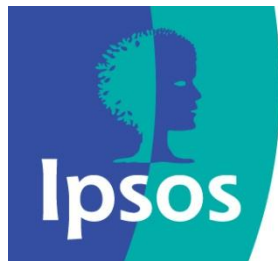


**Four in Ten (43%) Toronto Residents Feel Their Area of the City
is Neglected Compared to other Regions**
*Scarborough (60%) Residents Most Likely to Feel They Get the
Short End of the Stick*

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Four in Ten (43%) Toronto Residents Feel Their Area of the City is Neglected Compared to other Regions

Scarborough (60%) Residents Most Likely to Feel They Get the Short End of the Stick

Toronto, ON – Four in ten (43%) residents of Toronto ‘agree’ (13% strongly/30% somewhat) that their ‘area of the city is neglected compared to other regions’, according to a new Ipsos Reid poll conducted on behalf of Global News. Six in ten (57%) ‘disagree’ (11% strongly/47% somewhat) that they feel their region doesn’t get its fair share.

One area’s residents in particular – Scarborough – feel they get the short end of the stick, with six in ten (61%) ‘agreeing’ (24% strongly/36% somewhat) that they feel their area of the city is neglected, while a minority (39%) ‘disagrees’ (4% strongly/35% somewhat) that this is the case. Compare this to residents of the old city of Toronto/ downtown, where only 26% feel their region of the city is neglected.

By region, the following proportions agreed that their area of the city is neglected:

- Scarborough: 61% agree vs. 39% disagree
- York/East York: 50% agree vs. 50% disagree
- Etobicoke: 47% agree vs. 53% disagree
- North York: 34% agree vs. 66% disagree
- Old Toronto/ downtown: 26% agree vs. 74% disagree

The data also reveal that younger residents, those aged 18 to 34, are most likely (50%) to believe their region is neglected, followed by those aged 35 to 54 (43%) and 55+ (35%). Men



(46%) are also more likely to believe their area of the city is neglected compared to women (40%).

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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