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A Report To The Globe and Mail and CTV

Perceptions of Torontonians towards the Municipal Strike

July 10, 2009

Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of an online survey of 685 Torontonians. This survey was conducted using the Research Now Web Perspectives online panel. All respondents were 18 years of age or older.
- ◆ Respondents completed web-based questionnaires between July 8th and July 10th, 2009.
- ◆ The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the online panel provide results that are intended to estimate the true state of public opinion on the topics covered in this poll on the dates the questionnaire was administered.
- ◆ The results of any sample survey or poll, irrespective of methodology, may not exactly equal the true population due to multiple sources of imprecision including: coverage error, sampling error, response bias, inaccuracies resulting from non-response, and influences from question order, question wording and response options. Using statistical theory, the sampling error at a given probability level can be calculated for pure random samples with 100% response rates. This sampling error is commonly reported as the “margin of error” and is a best estimate only, as no survey or poll comes close to this ideal.
- ◆ As respondents for this poll were selected from among those who have agreed to be invited to participate in online surveys, no estimates of theoretical sampling error can be calculated.
- ◆ *Note: Proportions may not sum to 100% due to rounding.*

Is the City of Toronto on the right track or the wrong track?

	Total Sample	Residency	
		Lives in Etobicoke	Lives outside Etobicoke
n=	685	98	587
	%	%	%
On the right track	30	19	32
On the wrong track	70	81	68

Q 1. Right now, do you think that overall the City of Toronto is on the right track or the wrong track?

Base: All respondents

Is the City of Toronto on the right track or the wrong track?

	Total Sample	Extent to which respondents feel affected by the strike (Q3-Q6)	
		Greatly Affected	Not Greatly Affected
n=	685	334	351
	%	%	%
On the right track	30	24	36
On the wrong track	70	76	65

Q 1. Right now, do you think that overall the City of Toronto is on the right track or the wrong track?

Base: All respondents

Which side do Torontonians support in the current City of Toronto Municipal Strike?

	Total Sample	Extent to which respondents feel affected by the strike (Q3-Q6)	
		Greatly Affected	Not Greatly Affected
n=	685	334	351
	%	%	%
City Workers	13	12	13
City Hall and the Mayor	33	31	34
Neither	55	57	53

Q 2. Which side do you support in the current City of Toronto Municipal strike?

Base: All respondents

To what extent do Torontonians feel affected by the following?

A Great Deal/
Somewhat
%

Closed swimming pools



31

Closed parks and recreation programs



46

Cancelled garbage pickup



58

Other cancelled or disrupted services



53

0% 20% 40% 60% 80% 100%

■ A Great Deal ■ Somewhat ■ Not Very Much ■ Not At All

Q. 3-6 How much is the current City of Toronto Municipal strike affecting you?

Base: All respondents

To what extent do Torontonians feel affected by the following?

<i>% A Great Deal/Somewhat</i>	Total Sample	Residency	
		Lives in Etobicoke	Lives outside Etobicoke
n=	685	98	587
	%	%	%
Closed swimming pools	31	37	29
Closed parks and recreation programs	46	51	46
Cancelled garbage pickup	58	26	64
Other cancelled or disrupted services	53	52	53

Q. 3-6 How much is the current City of Toronto Municipal strike affecting you?
 Base: All respondents

What have Torontonians been doing with their non-recycling garbage during the strike?

	Total Sample	Residency	
		Lives in Etobicoke	Lives outside Etobicoke
n=	685	98	587
	%	%	%
Stockpiling it at home until the strike ends	33	5	38
Depositing it at a designated drop-off area	22	7	24
Bringing it to work	5	-	6
Dropping it at the homes of friends or family who live outside the City of Toronto	9	5	10
Leaving it in parks or other public areas	2	2	2
My garbage is still being picked up	43	87	36

Q. 7. What have you been doing with your NON-RECYCLING garbage during this Municipal strike?

Base: All respondents

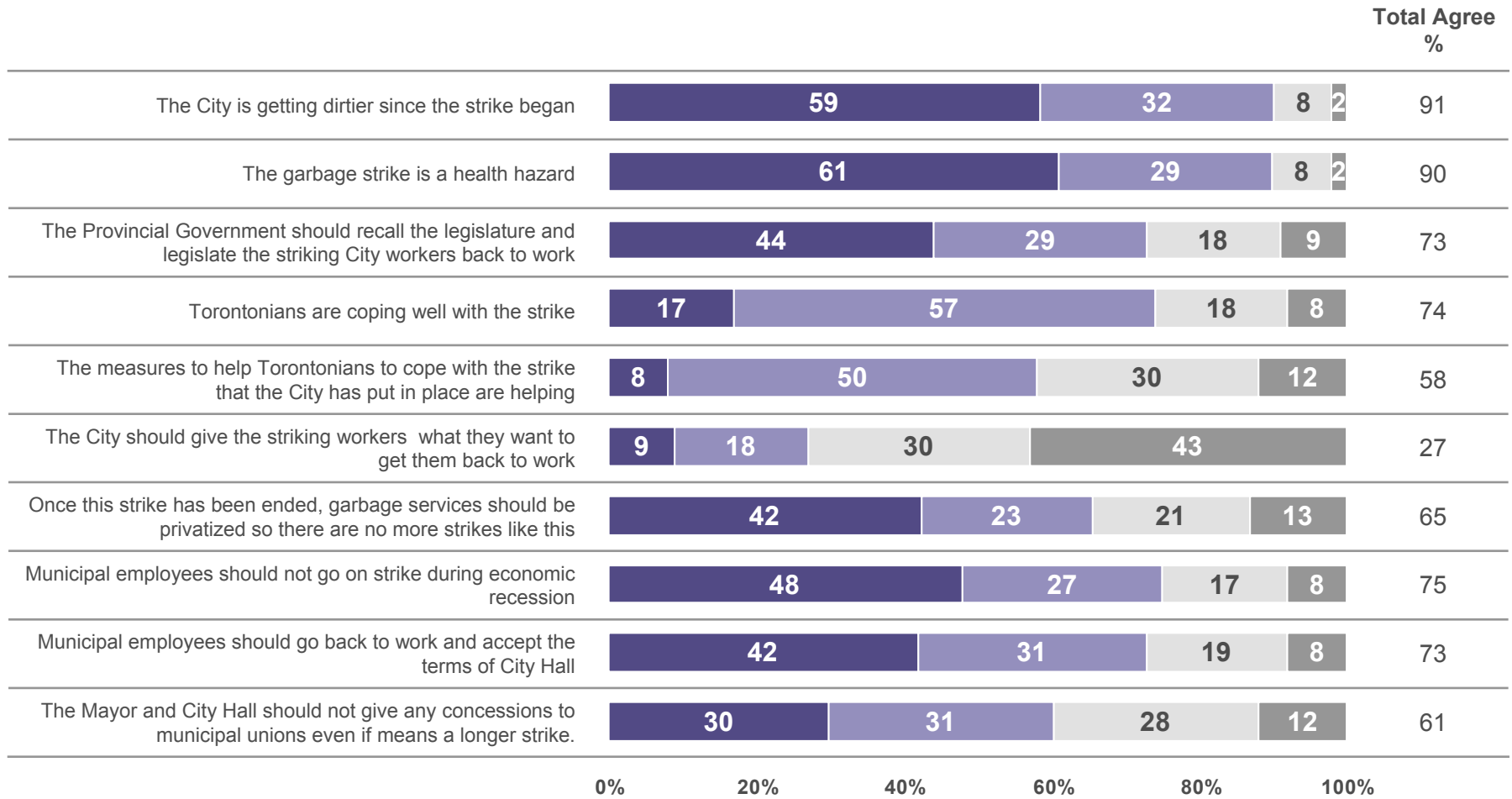
What have Torontonians been doing with their non-recycling garbage during the strike?

	Total Sample	Extent to which respondents feel affected by the strike (Q3-Q6)	
		Greatly Affected	Not Greatly Affected
n=	685	334	351
	%	%	%
Stockpiling it at home until the strike ends	33	42	25
Depositing it at a designated drop-off area	22	26	17
Bringing it to work	5	7	3
Dropping it at the homes of friends or family who live outside the City of Toronto	9	12	6
Leaving it in parks or other public areas	2	3	1
My garbage is still being picked up	43	27	58

Q. 7. What have you been doing with your NON-RECYCLING garbage during this Municipal strike?

Base: All respondents

To what extent do Torontonians agree with the following statements?



■ Strongly Agree ■ Somewhat Agree ■ Somewhat disagree ■ Strongly Disagree

Q 8-17. Do you agree or disagree with these statements...

Base: All respondents

To what extent do Torontonians agree with the following statements?

% <i>Strongly/Somewhat Agree</i>	Total Sample	Residency	
		Lives in Etobicoke	Lives outside Etobicoke
n=	685	98	587
	%	%	%
The City is getting dirtier since the strike began	91	90	91
The garbage strike is a health hazard	90	95	89
The Provincial Government should recall the legislature and legislate the striking City workers back to work	73	81	72
Torontonians are coping well with the strike	74	73	74
The measures to help Torontonians to cope with the strike that the City has put in place are helping	58	49	59
The City should give the striking workers what they want to get them back to work	27	22	28
Once this strike has been ended, garbage services should be privatized so there are no more strikes like this	65	76	64
Municipal employees should not go on strike during economic recession	75	81	74
Municipal employees should go back to work and accept the terms of City Hall	74	73	74
The Mayor and City Hall should not give any concessions to municipal unions even if means a longer strike.	61	59	61

Q 8-17. Do you agree or disagree with these statements...

Base: All respondents

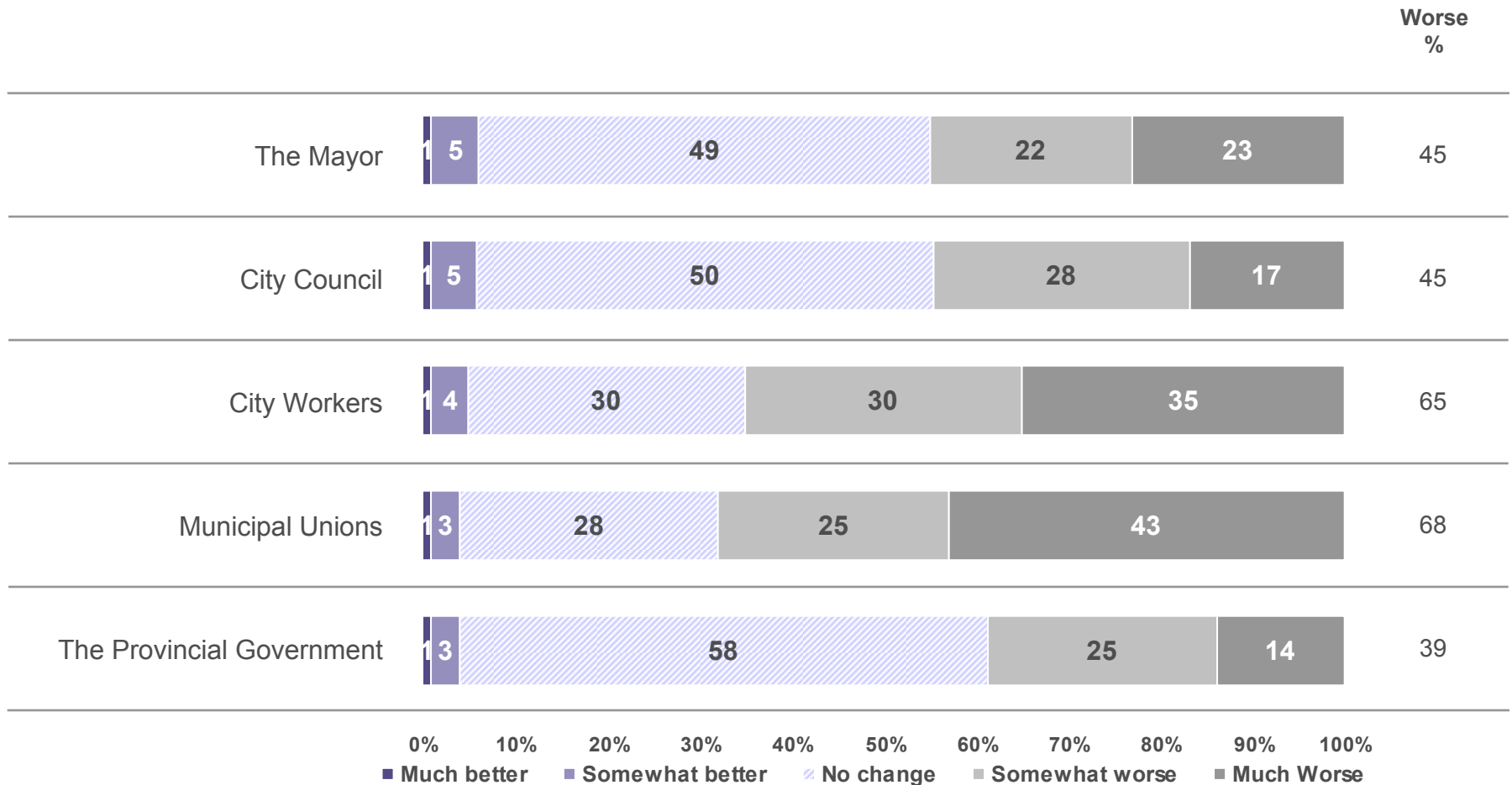
To what extent do Torontonians agree with the following statements?

<i>% Strongly/Somewhat Agree</i>	Total Sample	Extent to which respondents feel affected by the strike (Q3-Q6)	
		Greatly Affected	Not Greatly Affected
n=	685	334	351
	%	%	%
The City is getting dirtier since the strike began	91	96	86
The garbage strike is a health hazard	91	96	84
The Provincial Government should recall the legislature and legislate the striking City workers back to work	73	81	65
Torontonians are coping well with the strike	74	66	82
The measures to help Torontonians to cope with the strike that the City has put in place are helping	58	51	64
The City should give the striking workers what they want to get them back to work	27	30	24
Once this strike has been ended, garbage services should be privatized so there are no more strikes like this	65	68	62
Municipal employees should not go on strike during economic recession	75	80	70
Municipal employees should go back to work and accept the terms of City Hall	74	77	70
The Mayor and City Hall should not give any concessions to municipal unions even if means a longer strike.	61	61	60

Q 8-17. Do you agree or disagree with these statements...

Base: All respondents

Has your opinion changed about the following people / institutions?



Q.18-22 Since the strike began, how has your opinion of the following changed?

Base: All respondents

Has your opinion changed about the following people / institutions?

<i>% Somewhat/Much Worse</i>	Total Sample	Extent to which respondents feel affected by the strike (Q3-Q6)	
		Greatly Affected	Not Greatly Affected
n=	685	334	351
	%	%	%
The Mayor	45	53	39
City Council	45	51	39
City Workers	65	69	61
Municipal Unions	68	71	65
The Provincial Government	39	46	33

Q.18-22 Since the strike began, how has your opinion of the following changed?

Base: All respondents

Should John Tory run for Mayor in 2010?

		Total Sample
	n=	685
		%
Yes		56
No		44

Q 23. Should John Tory run for Mayor in the 2010 City of Toronto Municipal Elections?
Base: All respondents

The number of respondents who live in Etobicoke?

		Total Sample
	n=	685
		%
Yes		14
No		86

Q 24. Do you live in Etobicoke?

Base: All respondents