



Ward Boundaries

PUBLIC OPINION POLL

Final Report October 11, 2016

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Research Objectives and Methodology

Objectives To understand the principles behind public preference related to the issue of City/ward boundaries before seeking public input on the number of City wards.

Methodology A representative sample of 1,000 City of Toronto residents age 18 years and older conducted online using the IPSOS proprietary panel.
The data has been statistically weighted to ensure the sample’s regional, age, gender and household income composition reflects that of the actual Toronto population according to 2011 census data.

Field dates September 27th to October 3rd, 2016

Reporting Conventions Throughout the report totals may not add to 100% due to rounding or because the question is a multi-select question, where respondents were permitted to choose more than one response.

Key Findings

- When considering changes to the City's ward boundaries, residents (particularly those aged 35 to 54) prioritize being able to reach their City Councillor ahead of other factors, while making ward boundaries align with federal and provincial riding boundaries is disproportionately more important to residents aged 55 and older.
- Making ward boundaries line up with geographic boundaries such as roads, rivers, ravines and making ward boundaries line up with historic communities e.g., familiar neighbourhoods or former boroughs are directionally less important to residents.
- Making sure every ward in the City has the same number of people (21%) is comparatively less important overall across resident groups, and is more important to older residents than younger ones.
- Views are mixed on whether the City's ward boundaries should be the same as federal and provincial ridings. Survey respondents were informed that if the City's ward boundaries were the same as federal and provincial ridings, the number of wards would be reduced from 44 to 25, and they would be larger and there would be more residents in each ward. Upon hearing this, 36% of residents support the change so long as it means there are fewer and larger wards. Nearly as many residents do not support aligning to riding boundaries – most of whom believe that there should be more than 25 wards.

Key Findings

- After being informed that the City's smallest ward has 45,000 residents and the largest has 110,000 and if Council decided to standardize ward population, each of the City's 44 wards would have approximately 70,000 residents, views are split – 30% indicate that the boundaries should be changed so that there is roughly 70,000 people in each ward, while 31% indicate that it is okay if wards have different numbers of residents.
- Two out of three residents (71% of those who have voted previously) indicate that changes to their ward boundary will not influence their decision to vote in future municipal elections (15% say it will and 19% don't know). Views are consistent across Community Councils, while younger residents are more likely than older residents to indicate that it would influence their decision. Residents with higher levels of disposable household income (defined as household income minus housing costs) are more likely to indicate that it will not influence their decision to vote in future elections, while those with lower levels are more likely to indicate they are unsure.

Survey Respondent Profile

	Unweighted Sample Size	Weighted Sample Size
GENDER		
Male	462	470
Female	534	520
Transgender and other mentions	4	10
COMMUNITY COUNCILS		
Downtown/East York	255	201
Etobicoke/ York	240	171
North York	255	392
Scarborough	250	236

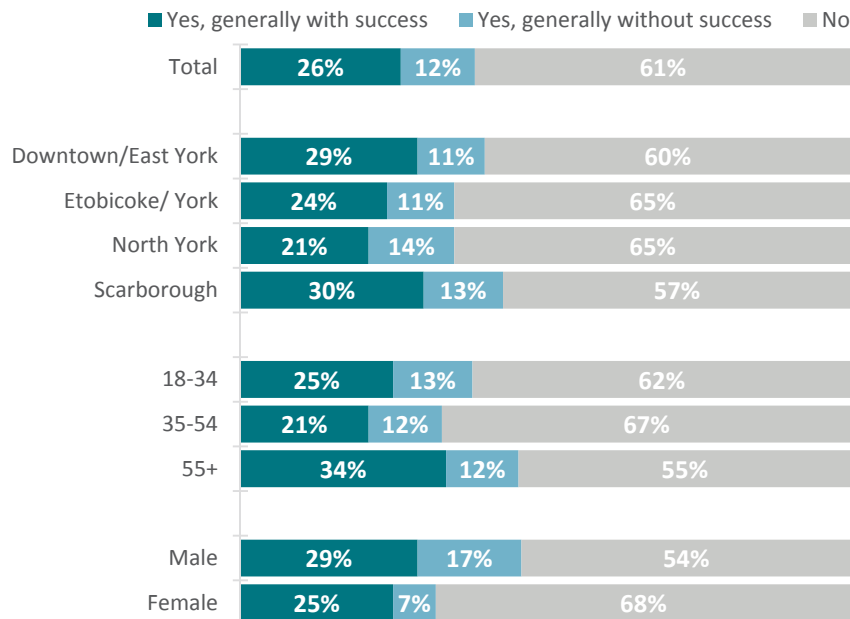
	Unweighted Sample Size	Weighted Sample Size
AGE		
18-34	305	310
35-54	377	370
55+	318	320
HOUSEHOLD INCOME*		
Under <\$40,000	201	340
\$40,000 to < \$60,000	171	170
\$60,000 to < \$100,000	392	230
\$100,000+	236	260

*Prefer not to say re-based

Contact with Councillor and Municipal Voting

- A majority of residents have never attempted to contact their City Councillor. Of those who have, two out of three have generally had success. Most residents indicate that they have voted in a municipal / City election.

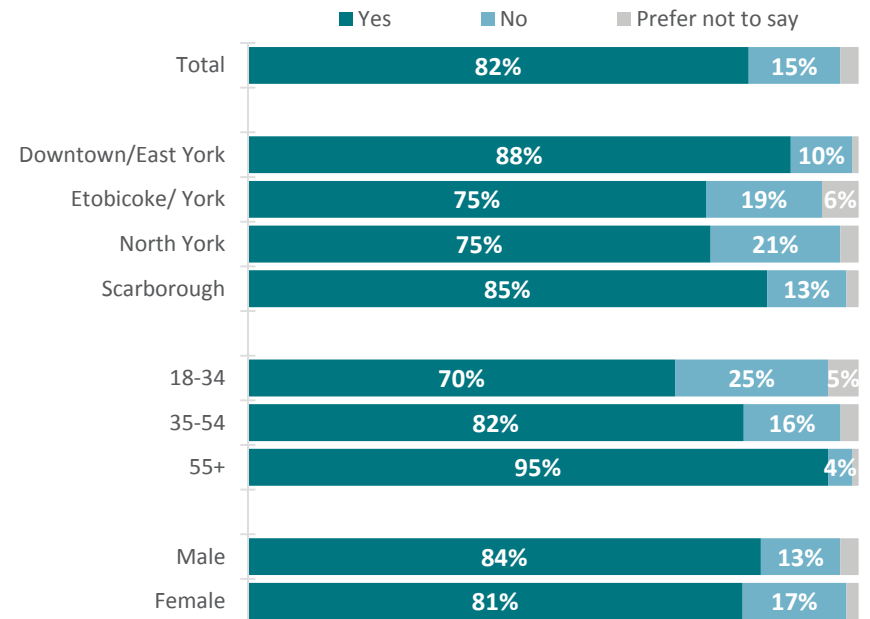
Q1. Have you ever contacted your City Councillor?



Sample size of other gender categories too small for analysis

© 2016 Ipsos Base: All respondents (n=1000)

Q3. Have you ever voted in a municipal / City election?



< than 4% labels not shown

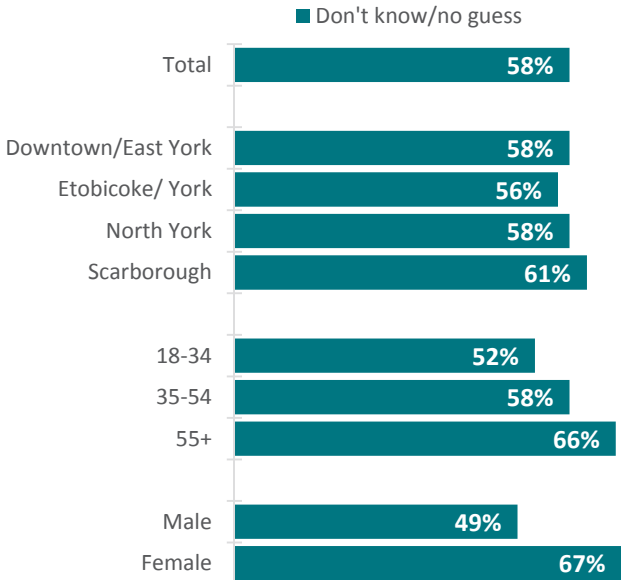
Base: All respondents (n=1000)



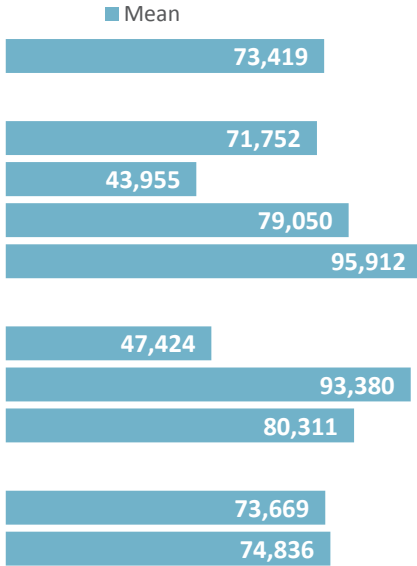
Estimate of Ward Size

- Of those residents who venture a guess, residents of Etobicoke/York substantially underestimate the number of people living in their ward compared to those in other Community Councils. Etobicoke/York residents estimate an average of 43,955, while the average guess of others is closer to twice that number. Demographically, younger residents estimate significantly lower than do older residents.

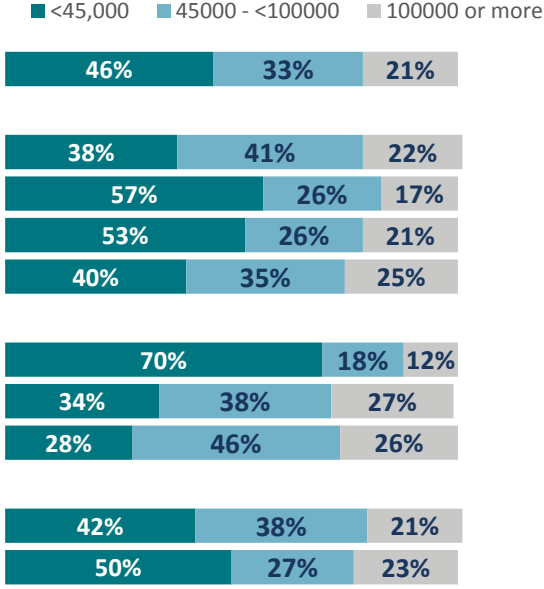
Q4. What is your best guess of how many people live in your ward?



Sample size of other gender categories too small for analysis
 © 2016 Ipsos Base: All respondents (n=1000)



Base: Respondents who offered a guess (n=415)



Base: Respondents who offered a guess (n=415)

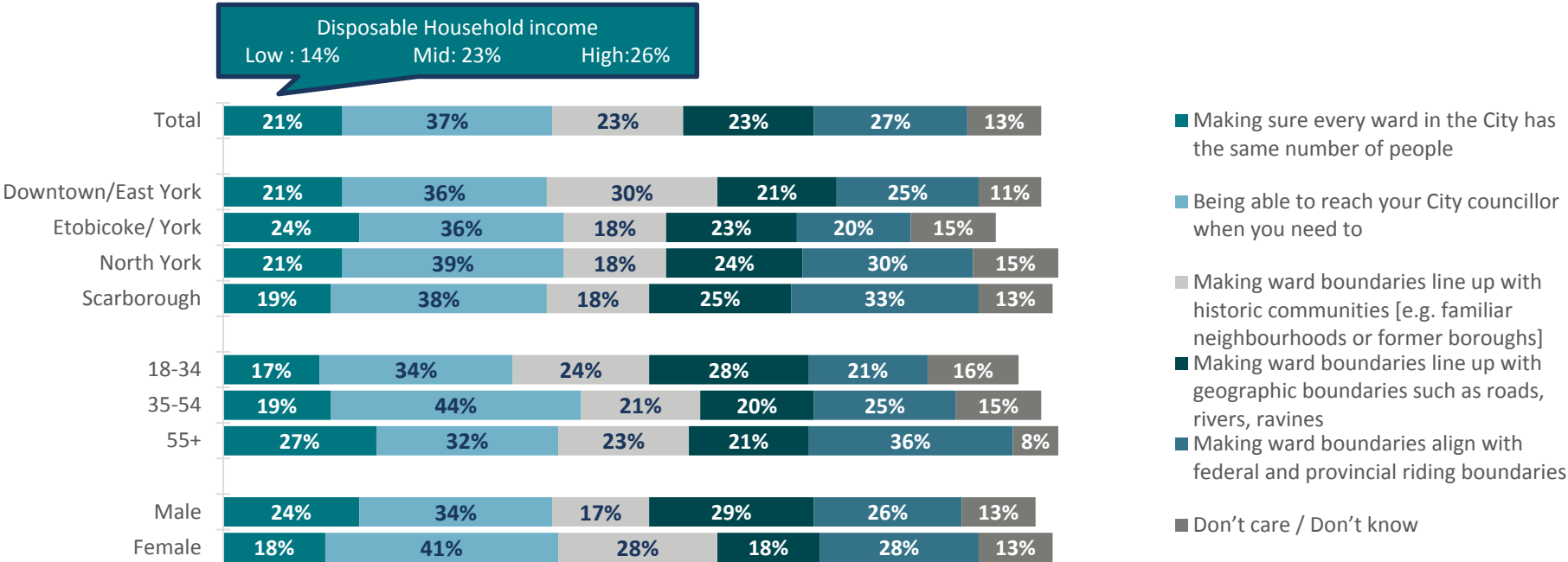


Resident Priorities

- There is a disparity between residents in terms of what is most important to consider when reviewing ward boundaries

City Council is considering changes to the City's ward boundaries. Any changes would likely be in place for the next 14 years (until 2030). When answering the following questions, please try not to let your opinion of your current Councillor (positive or negative) influence your responses.

Q5. Which of the following should be the most important considerations when City Council is deciding what the ward boundaries are? (select up to two)



Sample size of other gender categories too small for analysis. Disposable household income = household income minus housing costs

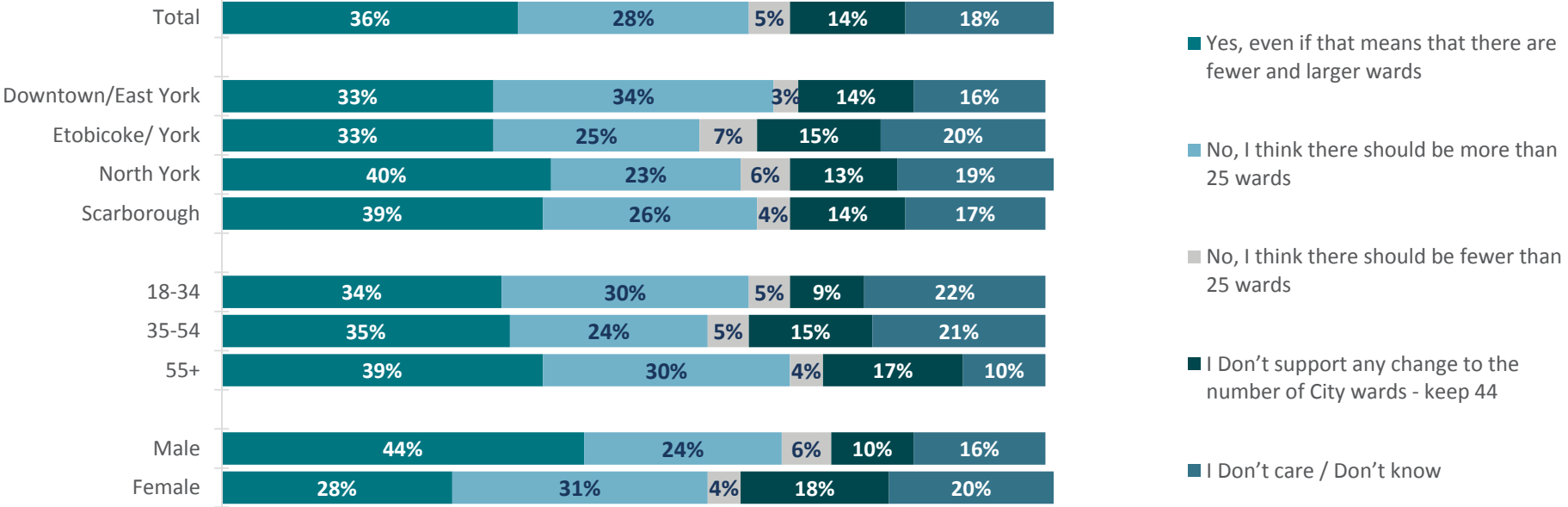
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Resident Perspective on Aligning Wards with Ridings

- Views are mixed on whether the City's ward boundaries should be the same as federal and provincial ridings - 36% of residents support the change so long as it means there are fewer and larger wards. Nearly as many residents do not support aligning to riding boundaries – most of whom believe that there should be more than 25 wards.

If the City's ward boundaries were the same as Federal and Provincial ridings, the number of wards would be reduced from 44 to 25, they would be larger and there would be more residents in each ward. Q6. With this additional information do you support aligning the City's wards to the Federal and Provincial riding boundaries?



Sample size of other gender categories too small for analysis

© 2016 Ipsos Base: All respondents (n=1000)

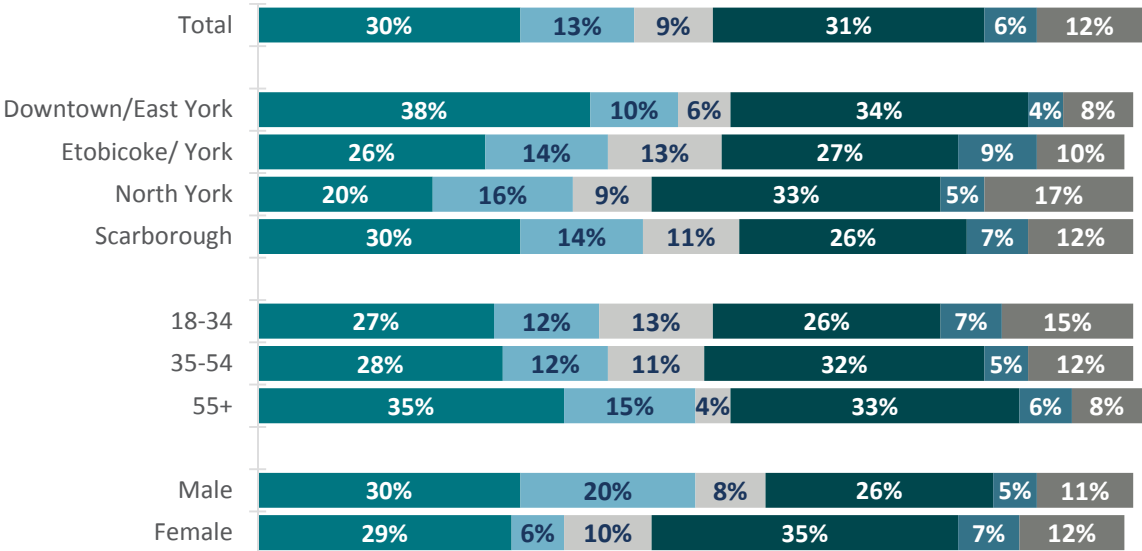


Overall Opinion on Changing Boundaries

- Views are split – 30% indicate that the boundaries should be changed so that there are roughly 70,000 people in each ward, while 31% indicate that it is okay if wards have different numbers of residents..

Because of population growth and development some City wards have more residents than others. The City’s smallest ward has 45,000 residents and the largest has 110,000. If Council decided to standardize ward population, each of the City’s 44 wards would have approximately 70,000 residents.

Q7. Which of the following best reflects your opinion?



- The City should change as many boundaries as needed to make sure that all wards have approximately 70,000 residents
- Each ward should have more than 70,000 residents - even if that means fewer wards
- Each ward should have less than 70,000 residents - even if that means more wards
- It’s Ok if wards have different numbers of residents.
- Don’t want any change to City wards
- Don’t care / Don’t know

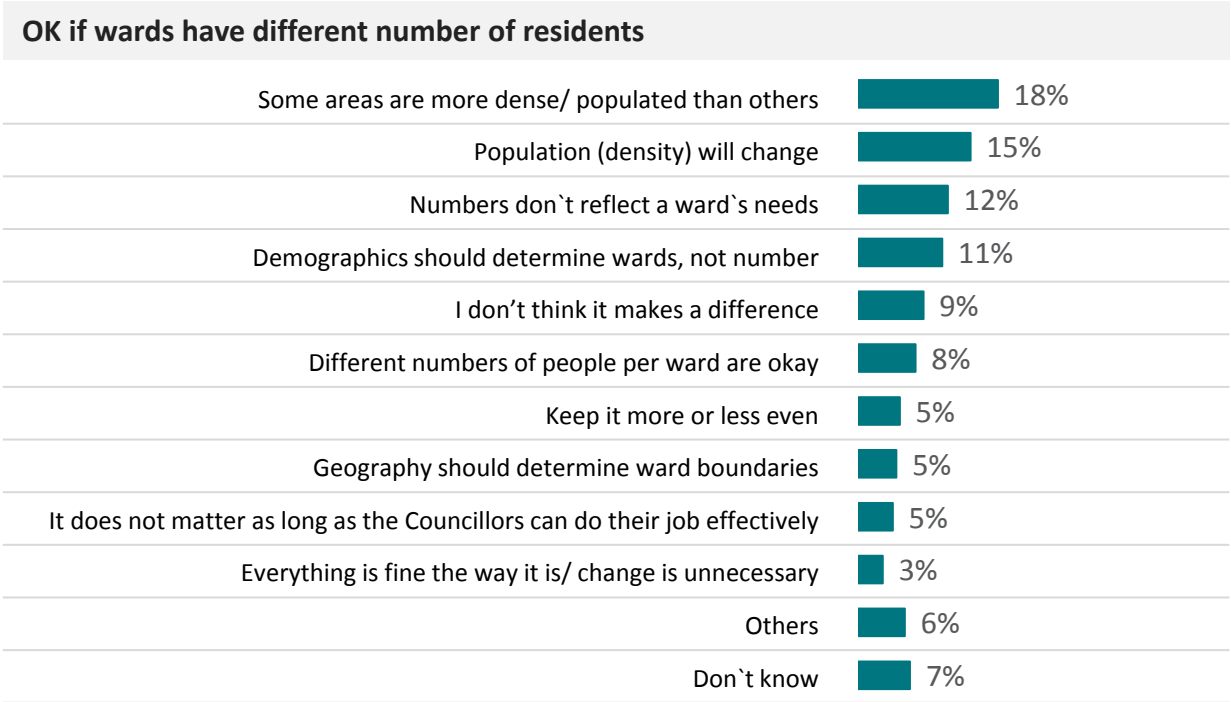
Sample size of other gender categories too small for analysis

© 2016 Ipsos Base: All respondents (n=1000)



Reasons Behind Opinion on Boundaries

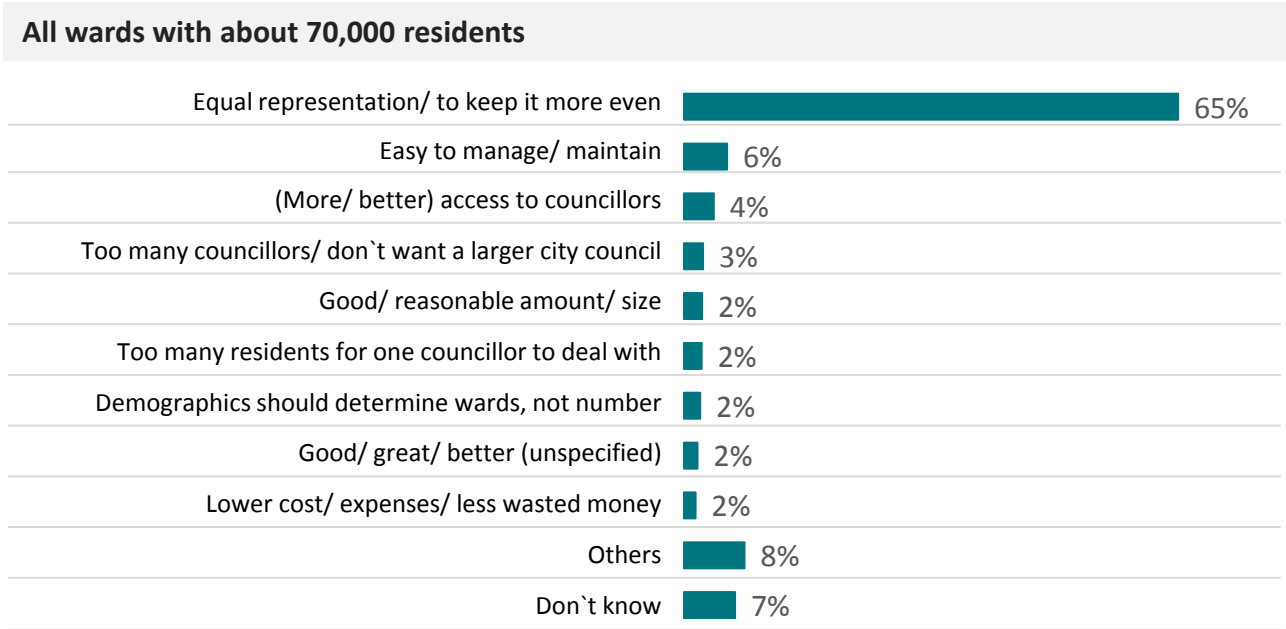
- Those residents who indicate they are comfortable with different numbers of residents per ward feel that population density will continually change, that ward size does not make much of a difference, and that it does not reflect a ward’s needs.



**Not shown mentions less than 3%*

Reasons Behind Opinions on Boundaries

- Those who indicate the similar numbers of residents per ward is important to them say it is because it reflects the fact that there should be equal representation on Council.



**Not shown mentions less than 2%*

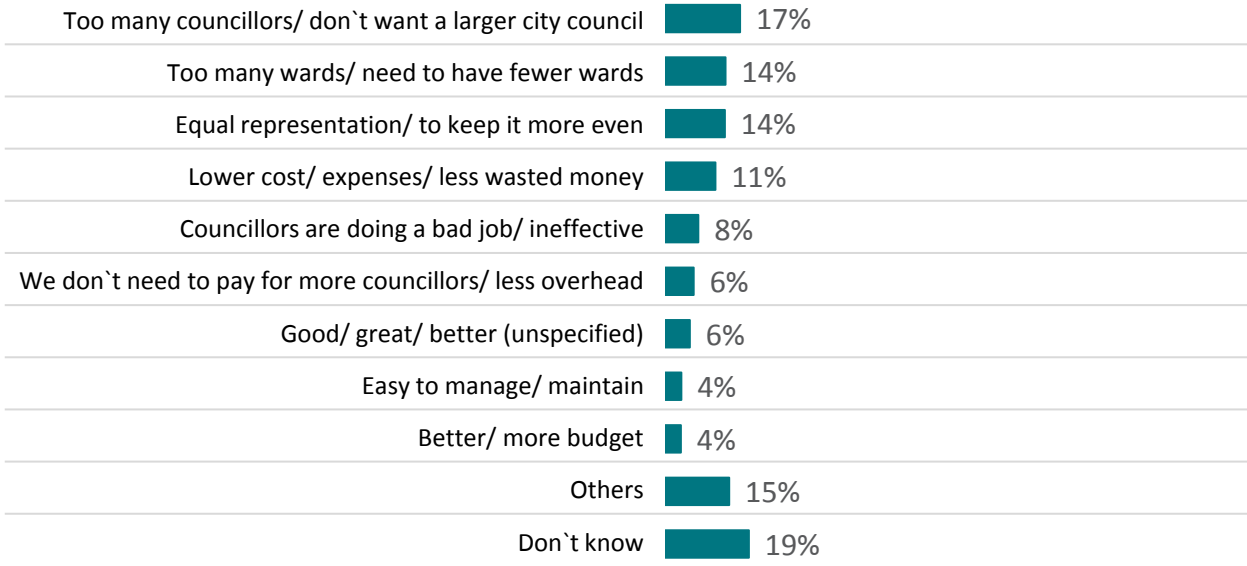
© 2016 Ipsos
 Q8. You indicated that [RESPONSE TO Q7] Why do you say that?
 Base: Those who selected 'All wards with about 70,000 residents' in q7 (n=297)



Reasons Behind Opinions on Boundaries

- Those who indicate that wards should have more than 70,000 residents want to avoid a larger city council.

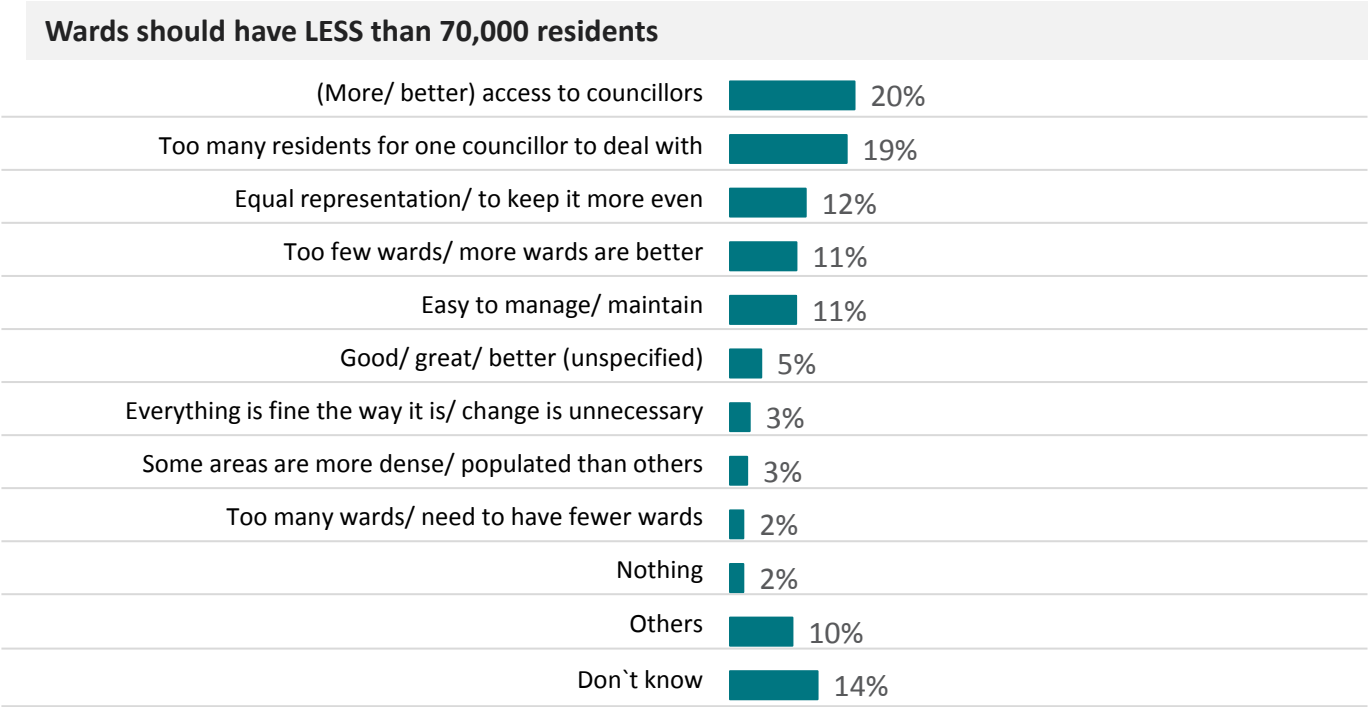
Wards should have MORE than 70,000 residents



**Not shown mentions less than 4%*

Reasons Behind Opinions on Boundaries

- Those who indicate that wards should have fewer than 70,000 residents feel there should be more/better access to Councillors.



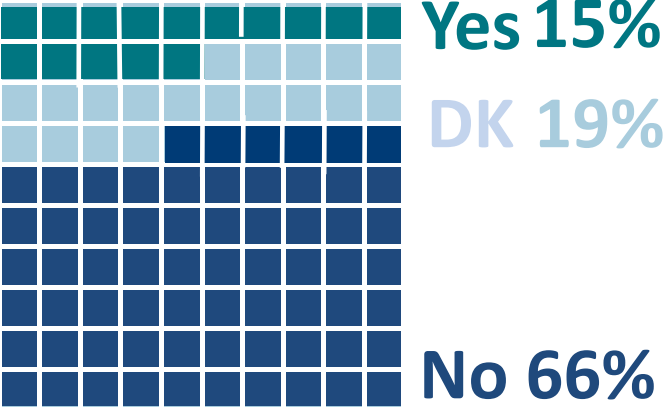
**Not shown mentions less than 2%*

Impact of Changing Ward Boundaries on Voting Intention

- Two out of three residents (71% of those who have voted previously) indicate that changes to their ward boundary will not influence their decision to vote in future municipal elections (15% say it will). Views are consistent across Community Councils, while younger residents are more likely than older residents to indicate that it would influence their decision.

Q9. If the City changed your ward boundaries would it influence your decision to vote in future elections?

TOTAL



COMMUNITY COUNCILS	YES	NO	DON'T KNOW
Toronto & East York	10%	72%	18%
Etobicoke & York	15%	64%	21%
North York	16%	62%	21%
Scarborough	22%	60%	18%
AGE			
18-34	24%	49%	27%
35-54	15%	65%	20%
55+	6%	82%	12%
GENDER			
Male	18%	65%	17%
Female	12%	66%	22%
HOUSEHOLD INCOME MINUS HOUSING COSTS			
Low income (Less than 30000)	18%	58%	24%
Medium income (30000 - 72999)	13%	66%	21%
High income (73000+)	14%	73%	13%

Sample size of other gender categories too small for analysis



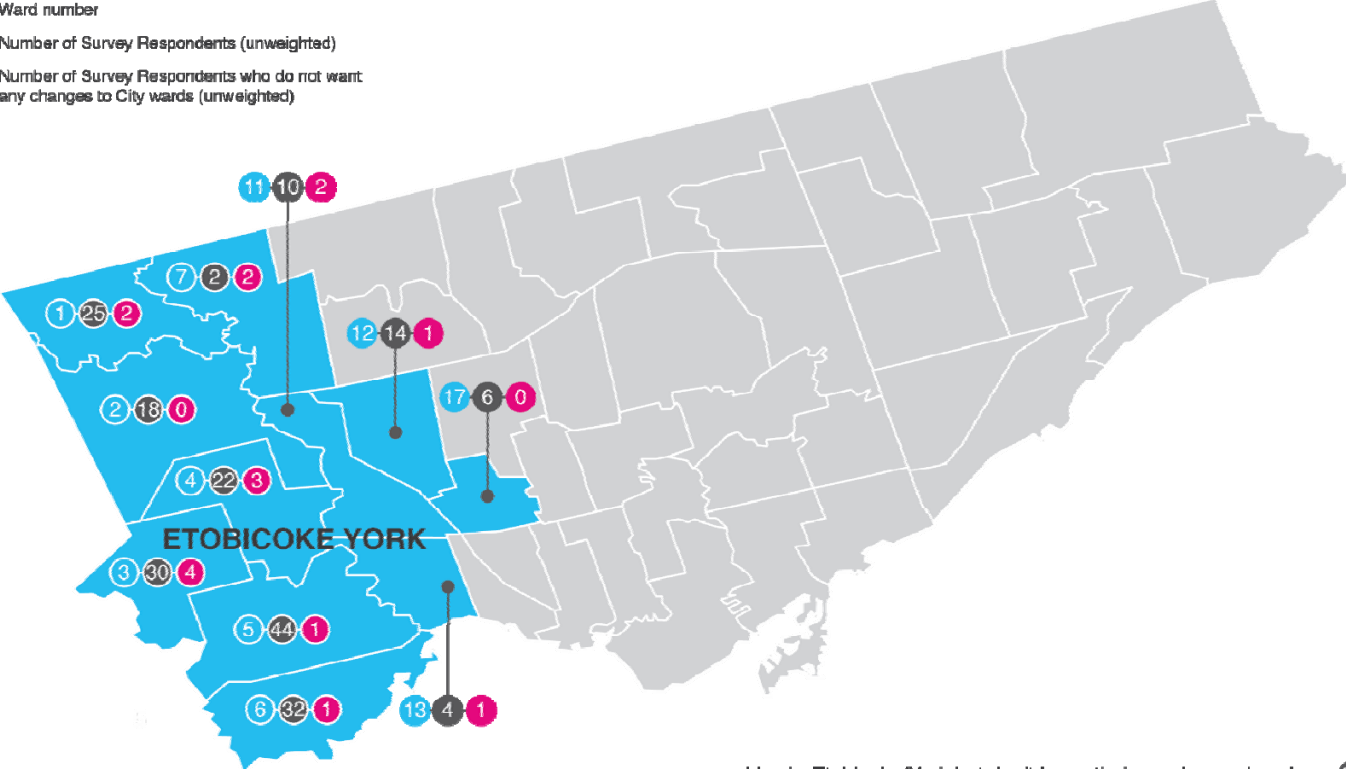


Appendix



Numbers by Ward: Etobicoke York

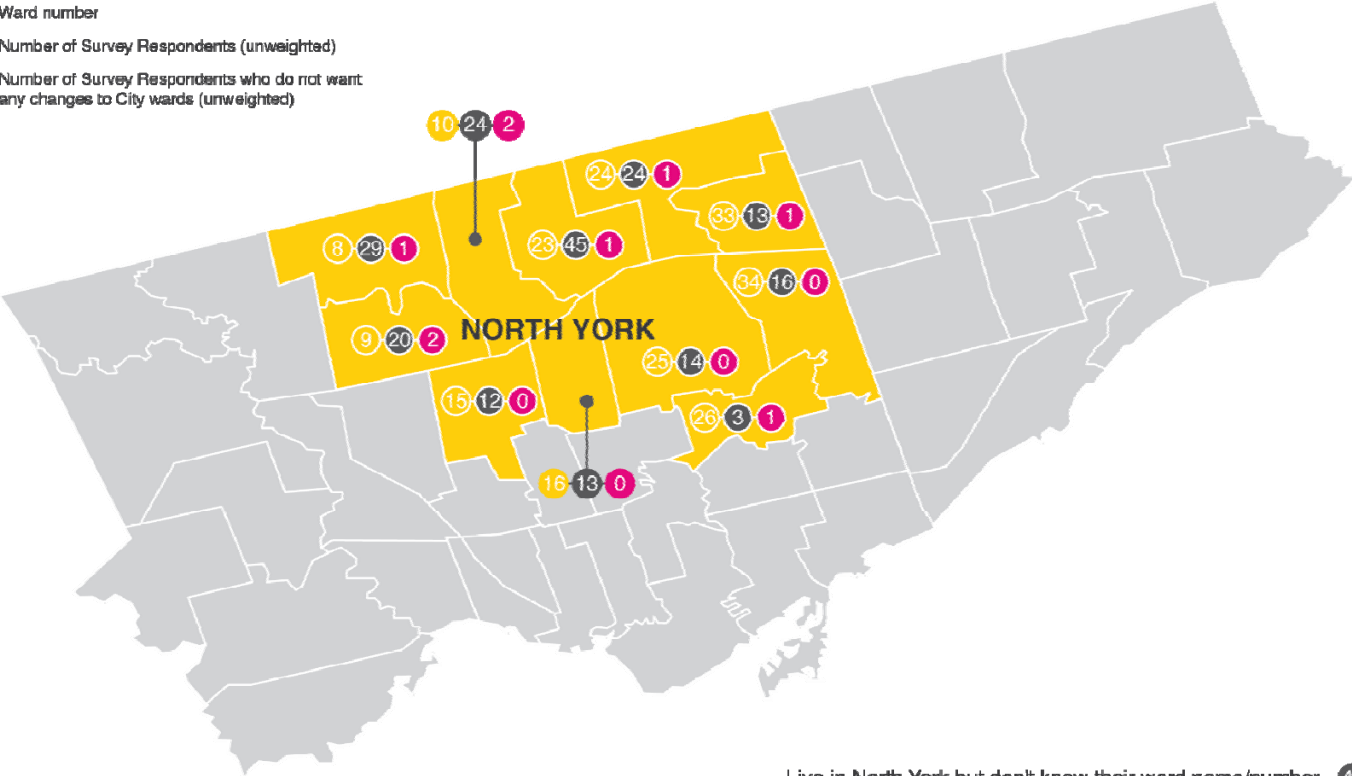
- Ward number
- Number of Survey Respondents (unweighted)
- Number of Survey Respondents who do not want any changes to City wards (unweighted)



Live in Etobicoke/York but don't know their ward name/number 33 2

Numbers by Ward: North York

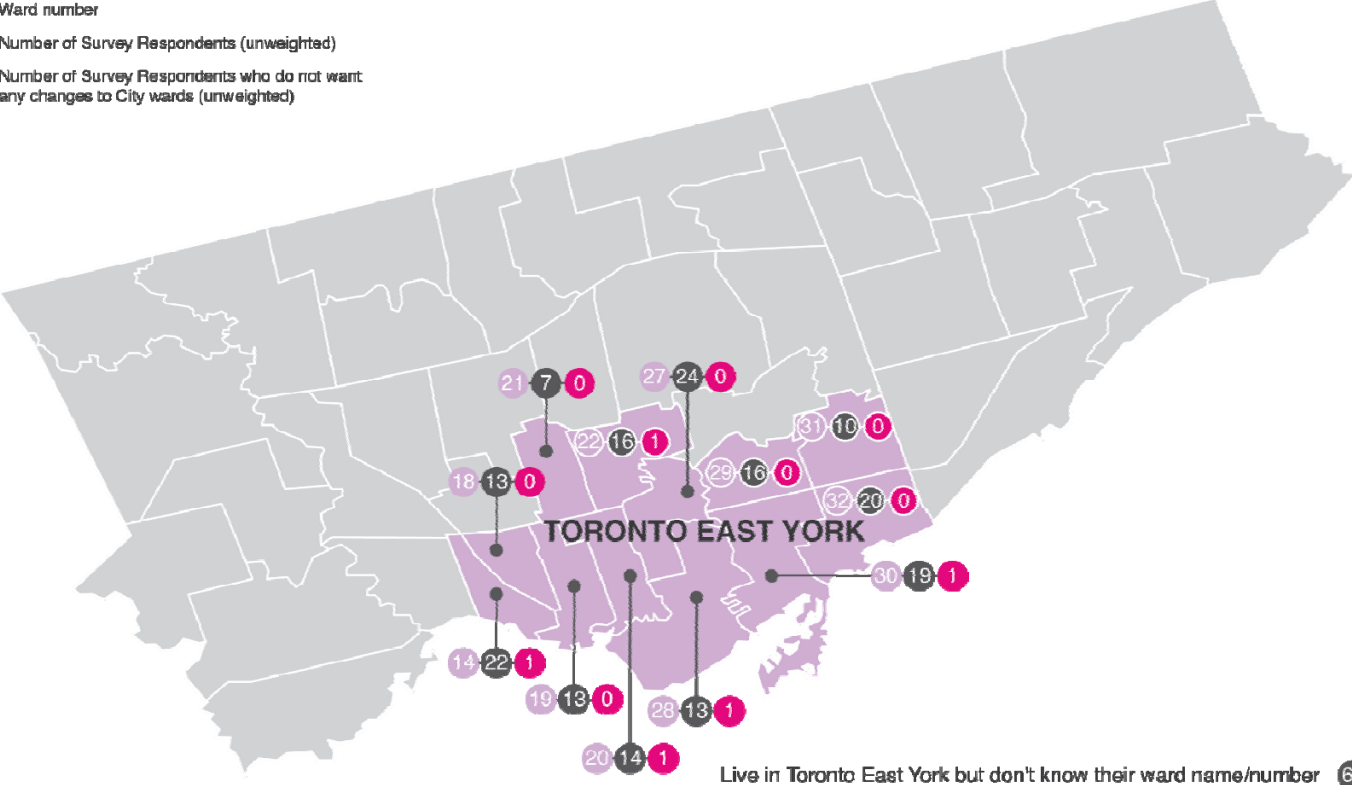
- Ward number
- Number of Survey Respondents (unweighted)
- Number of Survey Respondents who do not want any changes to City wards (unweighted)



Live in North York but don't know their ward name/number ● 42 ● 1

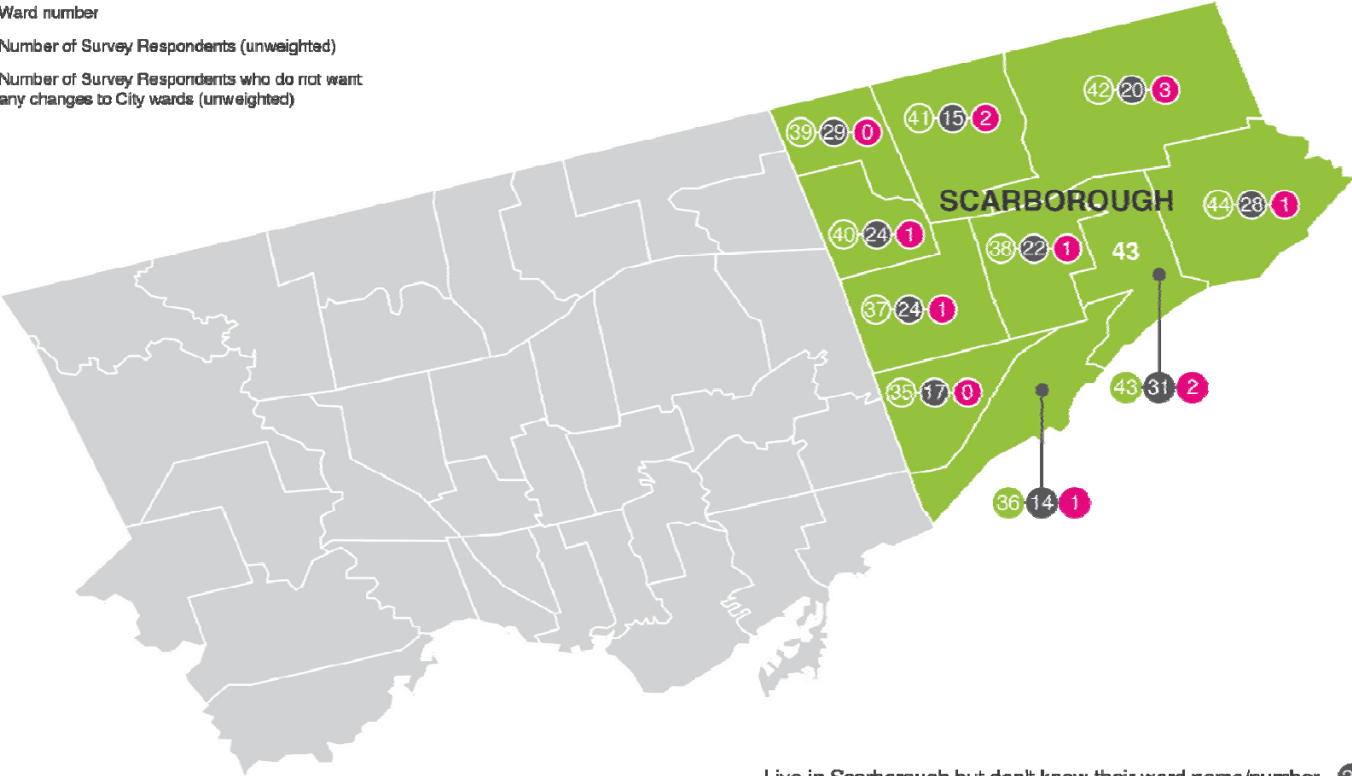
Numbers by Ward: Toronto East York

- Ward number
- Number of Survey Respondents (unweighted)
- Number of Survey Respondents who do not want any changes to City wards (unweighted)



Numbers by Ward: Scarborough

- Ward number
- Number of Survey Respondents (unweighted)
- Number of Survey Respondents who do not want any changes to City wards (unweighted)



Live in Scarborough but don't know their ward name/number ● 26 ● 4