

"There is an opportunity here for candidates to rise to the challenge, improve Toronto's economy and win voter support."

New Poll Reveals Toronto Candidates who Focus on the Economy Will Win Votes

By Online Friday, August 27, 2010

TORONTO – (August 27, 2010) – Municipal candidates who focus their platform on good economic policy will encourage more Torontonians to vote and in turn win more votes for themselves, suggest the results of a new poll released today by the Toronto Board of Trade. The poll was designed and analyzed for the Board by University of Toronto professor Peter Loewen and conducted by Innovative Research Group Inc.



"This is an important survey that demonstrates for the first time in memory that municipal voters are putting the economy as their top ballot consideration," said Carol Wilding, President and CEO of the Toronto Board of Trade. "Torontonians understand that City Hall is very important to their economic livelihood. There is an opportunity here for candidates to rise to the challenge, improve Toronto's economy and win voter support."

The poll is part of the fourth theme "Improving Civic Democracy," in the Board of Trade's VoteToronto2010 campaign. Between July 22 and July 30, 506 randomly selected Toronto residents were contacted by phone. The poll results are considered accurate within +/- 4.4 percentage points, 19 times out of 20.

Key findings:

- 43% believe City Hall has a bigger effect on their day-to-day life than either the federal government (25%) or the provincial government (32%).
- When asked to consider City Hall's effect on Toronto's economy on a scale of 0-10 (with 0 = no effect and 10 = largest effect) the average respondent answers 7. More than 80 per cent answer 5 or higher.
- When asked what the focus of the Mayor should be, 45% said growing Toronto's economy and creating jobs in Toronto.

"The results demonstrate the potential for a virtuous cycle in Toronto's municipal campaign," said University of Toronto professor Peter Loewen. "If mayoral and council candidates take seriously the challenge of presenting good economic policy with clarity and conviction, then citizens will be more likely to vote. In turn, citizens will be more likely to elect candidates who focus on growing Toronto's economy."

Toronto registered a voter turnout of only 39.3 percent in 2006 and 38 percent in 2003. There are many votes up for grabs that in past years stayed away from the ballot box. Candidates should have no doubt about what voters are now telling them.

CFP Tools

Share 27

| [More](#)

(0) [Reader Feedback](#)

[Subscribe](#)