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# **TPLWU Local 4948 Poll Research Report**

**Presented:  
November 1, 2016**

**Presented by:  
Forum Research**



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## Background And Objectives

The Toronto Public Library Workers' Union Local 4948, which represents the staff of the Toronto Public Library system, is interested in learning more about public attitudes to cutbacks at the library, and preferences for specific budget outcomes. They have asked Forum Research to conduct a program of public opinion research among the voters of Toronto to meet these information needs.

This document presents the results of the **TPLWU Local 4948 Public Opinion Poll**, conducted October 27 to October 29, 2016.



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## Methodology

This poll was conducted by telephone, through an Interactive Voice Response (IVR) system, between October 27 and October 29, 2016, among a randomly selected sample of 1002 Toronto voters. The poll has a margin of error of plus or minus 3%, 19 out of 20 times.



## Key Findings

- **Patrons visit the library, on average, every 41 days, and close to half visit once a month or more often**
- **Just one tenth of Torontonians don't visit the library**
- **Three quarters approve of the job John Tory is doing as mayor**
- **Those who don't approve of John Tory take this position primarily because they don't agree with him on transit, he favours developers over the community, he doesn't care about people like the respondent and he wants to cut programs and services**
- **Two thirds or more say the library is "extremely/very important" to their families, to their communities and that continued investment in the library is equally important**
- **Six-in-ten object to the library budget being cut by up to \$10 million, and just one quarter approve**
- **The plurality of voters, or one third, say "none of these" when asked which types of library services or specific library programs to cut, and two thirds disapprove of the idea of an automated library with no human librarians, and just one quarter approve**
- **More than half of voters think it is unfair the library budget has declined while the police budget has increased, and more than half find it unfair that the library has to hire many part time workers**
- **Six in ten voters disagree that city services budgets like the library's should be cut to maintain police funding**
- **Voter are two and a half times more likely to say they are inclined to vote against Mayor Tory in the 2018 municipal elections if the library budget cuts go through, than are more inclined to vote for him**



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## Detailed Findings



## 1. Frequency Of Visiting The Library

*How often do you visit a branch of the Toronto Public Library?*

	<b>Total</b>
	(1002)
<b>FREQUENT USER</b>	<b>45%</b>
<b>Daily</b>	4%
<b>Once a week or more often</b>	17%
<b>Between once a week &amp; once a month</b>	24%
<b>INFREQUENT USER</b>	<b>44%</b>
<b>Between once a month and six months</b>	19%
<b>Between six months and a year</b>	11%
<b>Less often than once a year</b>	14%
<b>NON-USER (Never)</b>	<b>10%</b>
<b>Avg # of days between visits</b>	<b>41 days</b>

On average, Torontonians visit the library once every 41 days or once every six weeks or so. Close to one half visit once a month or more often (45%). Just one tenth never visit the library (10%).



## 2. Approval Of Mayor Tory

*Overall, do you approve or disapprove of the job John Tory is doing as mayor?*

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>Approve</b>	72%	67%	76%	77%
<b>Disapprove</b>	28%	33%	24%	23%

Three quarters approve of the job John Tory is doing as mayor (72%), although his approval is somewhat lower among frequent visitors to the library (67%).





### 3. Reasons For Disapproval Of Mayor Tory

*What is the main reason you disapprove of the job John Tory is doing as mayor?*

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(275)	(151)	(99)	(25)
<b>Don't agree with him on transit</b>	19%	18%	18%	21%
<b>Favours developers</b>	17%	14%	23%	6%
<b>Doesn't care about people</b>	16%	13%	15%	24%
<b>Wants to cut programs/services</b>	16%	13%	9%	20%
<b>Says whatever public wants</b>	14%	14%	33%	15%
<b>Refuses to raise taxes</b>	6%	4%	7%	10%
<b>He's just like Mayor Ford</b>	4%	5%	-	-
<b>Some other reason</b>	9%	10%	8%	3%

Among the common reasons those who don't approve of Mayor Tory are his position on transit (19%), that he favours developers' interests over those of the community (17%), that he doesn't care about people like the respondent (16%) or that he wants to cut programs and services (16%). Somewhat fewer are concerned that he says anything the public wants to hear (14%), that he refuses to raise needed revenues (6%) and that he's just like his predecessor (4%). Paradoxically, non-users of the library are more concerned about many issues, including not caring about the respondent and cutting programs and services than are users of the library (Caution: small base size).



## 4. Importance Of Library To Respondent And Family

*How important is the Toronto Public Library to you and your family?*

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>EXTREMELY/VERY IMPORTANT</b>	<b>65%</b>	<b>85%</b>	<b>56%</b>	<b>20%</b>
Extremely important	41%	59%	31%	8%
Very important	24%	26%	25%	11%
<b>NOT VERY IMPORTANT</b>	<b>33%</b>	<b>15%</b>	<b>42%</b>	<b>73%</b>
Somewhat important	18%	13%	25%	11%
Not very important	9%	1%	13%	25%
Not at all important	6%	1%	5%	37%
Don't know	2%	-	2%	7%

The library is important to two thirds of respondents and their families (65%) and as many as 4-in-10 find it extremely important (41%). The library is more important overall to frequent users (85%) than to infrequent users (56%), or, especially, non-users (20%).



## 5. Importance Of Library To Community

*How important is the Toronto Public Library to your community?*

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>EXTREMELY/VERY IMPORTANT</b>	<b>77%</b>	<b>91%</b>	<b>72%</b>	<b>36%</b>
Extremely important	57%	69%	51%	20%
Very important	21%	21%	21%	16%
<b>NOT VERY IMPORTANT</b>	<b>20%</b>	<b>8%</b>	<b>25%</b>	<b>53%</b>
Somewhat important	13%	6%	19%	19%
Not very important	3%	1%	4%	12%
Not at all important	4%	1%	2%	22%
Don't know	3%	1%	3%	11%

The library is seen to be even more important to the community than to the respondents' families, and three quarters in total find it important (77%), and close to 6-in-10 say the library is "extremely important" to their community (57%). Virtually all frequent users feel this way (90%), and three quarters of infrequent users feel the same (72%). Just more than one third of non-users recognize the community role of libraries (36%).



## 6. Importance Of Investing In Library

*How important is it to you and your family that the city continues to invest in the Toronto Public Library?*

	Total	Frequent	Infrequent	Non-User
	(1002)	(479)	(421)	(102)
<b>EXTREMELY/VERY IMPORTANT</b>	<b>78%</b>	<b>90%</b>	<b>75%</b>	<b>39%</b>
Extremely important	59%	75%	51%	25%
Very important	19%	15%	25%	14%
<b>NOT VERY IMPORTANT</b>	<b>20%</b>	<b>10%</b>	<b>24%</b>	<b>66%</b>
Somewhat important	11%	6%	13%	19%
Not very important	5%	2%	6%	10%
Not at all important	5%	2%	4%	27%
Don't know	1%	-	1%	5%

Investing in the library is important to three quarters in total (78%), and close to 6-in-10 find it “extremely important” (59%). Once again, importance is higher for frequent users (90%), than it is for infrequent users (75%) or non-users (39%).



## 7. Whether Library Budget Should Be Cut

*Mayor Tory has asked that funding to the Toronto Public Library be cut by up to \$10 million, the cost of one library branch. Should the library budget be cut by ten million dollars or not?*

	Total	Frequent	Infrequent	Non-User
	(1002)	(479)	(421)	(102)
<b>Yes, budget should be cut</b>	23%	12%	28%	56%
<b>No, budget should not be cut</b>	61%	77%	52%	27%
<b>Don't know</b>	16%	11%	20%	17%

A clear majority, as many as 6-in-10, do not want the library budget cut by \$10 million (61%) while just fewer than a quarter think it should be cut (23%). Just less than one fifth have no opinion (16%). Frequent users are more likely to object to cutting the library's budget (77%), than are infrequent users (52%) or, especially, non-users (27%).



## 8. How Library Budget Should Be Cut

*In order to achieve Mayor Tory's budget cuts, should the library...?*

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>Reduce staff</b>	14%	10%	16%	21%
<b>Reduce programs</b>	14%	13%	16%	13%
<b>Reduce opening hours</b>	13%	12%	14%	19%
<b>Reduce acquisitions</b>	7%	6%	7%	7%
<b>None of these</b>	36%	43%	31%	18%
<b>Don't know</b>	17%	16%	16%	22%

Relatively equal proportions think staff (14%), programs (14%) and opening hours (13%) could be cut to satisfy the mayor's directive, but the most common response is "none of these " (36%). Very few, including non users, want to cut acquisitions (7%). Non users are less likely to say cut nothing (18%) than are frequent users (43%).



## 9. Programs And Services That Should Be Cut

*If Mayor Tory’s budget cuts lead to cuts in library programs and services, which one should be cut first?*

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>Information for newcomers</b>	13%	12%	12%	25%
<b>Job hunt aid for unemployed</b>	11%	9%	12%	8%
<b>“Makers Zone”</b>	10%	11%	8%	11%
<b>Programs for seniors</b>	9%	8%	10%	5%
<b>Student research facilities</b>	5%	5%	6%	5%
<b>Children’s reading programs</b>	3%	3%	4%	3%
<b>None of these</b>	36%	42%	32%	22%
<b>Don’t know</b>	13%	10%	16%	21%

Relatively equal proportions see civic information for newcomers (13%), job hunt aid for the unemployed (11%) and the “Makers Zone” cut (10%), but very few want seniors’ programs (9%), student research and study facilities (5%) and, especially, children’s reading programs cut (3%). Once again, more than a third think “none of these” should be cut (36%), and this is more common among frequent users (42%) than among non users (22%).



## 10. Approval Of Automated Library

*The Toronto Public Library is increasing its use of self-service technology, to cut staff and costs. One result of this could be a library without librarians. Do you approve or disapprove of this idea?*

	Total	Frequent	Infrequent	Non-User
	(1002)	(479)	(421)	(102)
<b>Approve</b>	25%	17%	39%	42%
<b>Disapprove</b>	63%	69%	59%	48%
<b>Don't know</b>	12%	13%	11%	10%

Just one quarter of Toronto voters approve of the idea of a library without librarians (25%) and two thirds disapprove (65%). Among no users, approval (42%) is almost equal to disapproval (48%).





## 11. Fairness Of Library Budget vs Police Budget

*The Toronto Police Service budget is more than five times the size of the Toronto Public Library's budget, and has been increased every year for five years. During the same period, the library's budget has declined. Is this situation fair or not fair to the library and the city?*

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>This is fair to library and city</b>	27%	18%	32%	49%
<b>This is not fair to library and city</b>	54%	65%	48%	31%
<b>Don't know</b>	19%	17%	20%	20%

Just one quarter think it is fair to the library and the city that the TPS budget is maintained or increased most years, while the library budget is not (27%), while more than half think this is unfair (54%). Non users are more likely to see this situation as fair (49%) and less likely to see it as unfair (31%) than are frequent users (18% and 65%, respectively)



## 12. Agreement City Services Budgets Should Be Cut To Fund Police

*Do you agree or disagree the budgets of city services like the Toronto Public Library should be cut in order to maintain funding for the Toronto Police Service?*

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>Agree</b>	21%	11%	25%	46%
<b>Disagree</b>	60%	71%	54%	40%
<b>Don't know</b>	19%	18%	21%	15%

Few agree city services budgets like the library's should be cut in favour of the police budget (21%), while 6-in-10 disagree (60%). Non users are more apt to agree (46%) and less apt to disagree (40%) than are frequent users (11% and 71%, respectively).



### 13. Fairness Of Hiring Mainly Part Time Workers

*One way the library keeps costs down is to hire part-time workers, many of whom are females and from minority backgrounds. This is not the case with other city departments. Is it fair or not fair for library workers that few are offered full time employment?*

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>This is fair to library workers</b>	27%	24%	28%	41%
<b>This is not fair to library workers</b>	52%	57%	50%	33%
<b>Don't know</b>	21%	19%	21%	26%

Just one quarter think it is fair to library workers that many are hired as part timers only (27%), while more than half disagree (52%). Non-users are more apt to agree this fair (41%) than are frequent users (24%).



## 14. Likelihood Of Voting For Mayor Tory If Library Cuts Go Through

*If the Mayor's cuts to the library budget are approved by City Council, are you more likely, less likely or neither more nor less likely to vote to re-elect John Tory as mayor?*

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>More likely to vote for mayor</b>	17%	14%	18%	27%
<b>Less likely to vote for mayor</b>	42%	51%	39%	19%
<b>Neither More Nor Less Likely</b>	34%	28%	38%	46%
<b>Don't know</b>	6%	7%	5%	8%

Two and half times as many voters will not vote for John Tory in 2018 if the library cuts are passed (42%) as say they will vote for him because of the cuts (17%). One third say the library cuts will have no effect on their mayoral vote (34%). The opposite applies with nonusers (19% and 27%, respectively).



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## Demographics



## Gender

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>Male</b>	46%	465	43%	62%
<b>Female</b>	50%	51%	54%	34%
<b>Other</b>	3%	3%	3%	4%

## Age

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>Under 25</b>	12%	10%	15%	8%
<b>25 to 34</b>	18%	15%	21%	19%
<b>35 to 44</b>	22%	26%	18%	19%
<b>45 to 54</b>	20%	18%	20%	25%
<b>55 to 64</b>	13%	12%	13%	17%
<b>65+</b>	16%	19%	13%	13%
<b>AVG AGE</b>	<b>45 years</b>	<b>46 years</b>	<b>43 years</b>	<b>46 years</b>

## Kids Under 18 In The Household

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>Yes</b>	35%	40%	29%	31%
<b>No</b>	65%	60%	71%	69%



## Education

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>Secondary school or less</b>	9%	7%	10%	17%
<b>Some college or university</b>	24%	23%	23%	27%
<b>Completed college or university</b>	40%	40%	42%	35%
<b>Post graduate degree</b>	27%	30%	25%	21%

## Library Card In Household

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>HAVE A LIBRARY CARD IN H.H.</b>	<b>89%</b>	<b>97%</b>	<b>92%</b>	<b>41%</b>
<b>I have one</b>	81%	91%	83%	21%
<b>Someone in H.H. has one</b>	9%	6%	9%	20%
<b>NO LIBRARY CARD IN H.H.</b>	11%	8%	59%	19%

## Born In Canada

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>Born in Canada</b>	57%	49%	63%	68%
<b>Not born in Canada</b>	43%	51%	37%	32%



## Income

	<b>Total</b>	<b>Frequent</b>	<b>Infrequent</b>	<b>Non-User</b>
	(1002)	(479)	(421)	(102)
<b>Less than \$20K</b>	11%	13%	8%	10%
<b>\$20K to \$40K</b>	14%	18%	115	5%
<b>\$40K to \$60K</b>	14%	13%	15%	16%
<b>\$60K to \$80K</b>	12%	10%	14%	13%
<b>\$80K to \$100K</b>	11%	10%	12%	9%
<b>\$100K to \$250K</b>	17%	15%	18%	20%
<b>More than \$250K</b>	3%	2%	3%	5%
<b>Prefer not to answer</b>	18%	19%	17%	22%
<b>AVG INCOME</b>	<b>\$85.4K</b>	<b>\$78.2K</b>	<b>\$89.7K</b>	<b>\$100.5K</b>





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## Questionnaire



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## Toronto Issues Poll

n=1000

October 25, 2016

(City of Toronto)

Hello, this is Access Research calling for The Forum Poll™. We're doing a survey on behalf of the Toronto Public Library Worker's Union and we'd like your opinion. Just use the touchpad on your phone to select the correct answer when prompted. If you have any questions about this call, you can reach our firm, Access Research, at 1-855-561-3603 or at [inquiry@access-research.com](mailto:inquiry@access-research.com): **WATCH COMMUNITY QUOTAS**<sup>1,2</sup>

S.1 First of all, are you 18 years of age or older and eligible to vote in Toronto municipal elections?

Press 1 for Yes

Press 2 for No

→ **GO TO QUESTION 1**

→ **THANK AND TERMINATE AT T.1**

T.1 Thank you , that's all the questions I have. Have a great day.

---

<sup>1</sup> Remove emergency lines and healthcare facilities

<sup>2</sup> Calling hours (local) 10 am to 9:30 pm weekdays, 10 am to 6 pm on weekends



1. Overall, do you approve or disapprove of the job John Tory is doing as mayor?

Press 1 for approve  
Press 2 for disapprove

**GO TO Q3**  
**CONTINUE**

2. What is the main reason you disapprove of the job John Tory is doing as mayor **ROTATE 1 TO 7**

Press 1 if he doesn't care about people like you  
Press 2 if you don't agree with his ideas on transit  
Press 3 if he wants to cut programs and services  
Press 4 if he refuses to raise taxes  
Press 5 if he favours the interests of developers over the community  
Press 6 if he says whatever the public wants to hear  
Press 7 if he's just like Mayor Ford  
Press 8 for some other reason  
Press 9 to hear these answers again

3. How often do you visit a branch of the Toronto Public Library?

Press 1 for daily  
Press 2 for once a week or more often  
Press 3 for between once a week and once a month  
Press 4 for between once a month and once every six months  
Press 5 for between once every six months and once a year  
Press 6 for less often than once a year  
Press 7 if you never visit the library



4. How important is the Toronto Public Library to you and your family?

Press 1 for extremely important  
Press 2 for very important  
Press 3 for somewhat important  
Press 4 for not very important  
Press 5 for not at all important  
Press 6 if you don't know

5. How important is the Toronto Public Library to your community?

Press 1 for extremely important  
Press 2 for very important  
Press 3 for somewhat important  
Press 4 for not very important  
Press 5 for not at all important  
Press 6 if you don't know

6. How important is it to you and your family that the city continues to invest in the Toronto Public Library?

Press 1 for extremely important  
Press 2 for very important  
Press 3 for somewhat important  
Press 4 for not very important  
Press 5 for not at all important  
Press 6 if you don't know



7. Mayor Tory has asked that funding to the Toronto Public Library be cut by up to \$10 million, the cost of one library branch. Should the library budget be cut by ten million dollars or not?

Press 1 for yes, library should cut its budget  
Press 2 for no, library should not cut its budget  
Press 3 if you don't know

8. In order to achieve Mayor Tory's budget cuts, should the library...? **ROTATE 1 TO 4**

Press 1 for reduce library staff  
Press 2 for reduce library opening hours  
Press 3 for reduce number of programs  
Press 4 for reduce acquisitions and new book purchases  
Press 5 for none of these  
Press 6 if you don't know  
Press 9 to hear these answers again



9. If Mayor Tory's budget cuts lead to cuts in library programs and services, which one should be cut first?

**ROTATE 1 TO 6**

Press 1 for children's reading programs  
Press 2 for daily programs for active seniors  
Press 3 for online resources, or the "Makers' Zone"  
Press 4 for job-hunt aid for the unemployed  
Press 5 for Civic information for newcomers to the city  
Press 6 for student research and study facilities  
Press 7 for none of these  
Press 8 if you don't know  
Press 9 to hear these answers again

10. The Toronto Public Library is increasing its use of self-service technology, to cut staff and costs. One result of this could be a library without librarians. Do you approve or disapprove of this idea?

Press 1 for approve  
Press 2 for disapprove  
Press 3 if you don't know

11. The Toronto Police Service budget is more than five times the size of the Toronto Public Library's budget, and has been increased every year for five years. During the same period, the library's budget has declined. Is this situation fair or not fair to the library and the city? **ROTATE 1 AND 2**

Press 1 if it is fair to the library and the city  
Press 2 if it is not fair to the library and the city  
Press 3 if you don't know



12. Do you agree or disagree the budgets of city services like the Toronto Public Library should be cut in order to maintain funding for the Toronto Police Service?

Press 1 for agree  
Press 2 for disagree  
Press 3 if you don't know

13. One way the library keeps costs down is to hire part-time workers, many of whom are females and from minority backgrounds. This is not the case with other city departments. Is it fair or not fair for library workers that few are offered full time employment? **ROTATE 1 AND 2**

Press 1 if this is fair to library workers  
Press 2 if this is not fair to library workers  
Press 3 if you don't know

14. If the Mayor's cuts to the library budget are approved by City Council, , are you more likely, less likely or neither more nor less likely to vote to re-elect John Tory as mayor? **ROTATE 1 AND 2**

Press 1 for more likely to vote for John Tory  
Press 2 for less likely to vote for John Tory  
Press 3 for neither more nor less likely to vote for John Tory  
Press 4 if you don't know

15. Did you vote in the last election for Toronto's mayor in October 2014?

Press 1 if you voted **CONTINUE**  
Press 2 if you didn't vote **GO TO D1**



16. Who did you vote for in the election for Toronto's mayor in October 2014? **ROTATE 1-3**

- Press 1 for Doug Ford
- Press 2 for John Tory
- Press 3 for Olivia Chow
- Press 4 for someone else

D1. Finally, just a couple of question to help us group the data. Which part of the city do you live in?

- Press 1 for the former City of Toronto
- Press 2 for East York
- Press 3 for North York
- Press 4 for Etobicoke
- Press 5 for York
- Press 6 for Scarborough

D2. What is your gender?

- Press 1 for Male
- Press 2 for Female





D3. How old are you?

Press 1 for Under 25 years

Press 2 for 25 to 34

Press 3 for 35 to 44

Press 4 for 45 to 54

Press 5 for 55 to 64

Press 6 for 65 and over

D4. Do you have children under 18 years old in the household?

Press 1 for yes

Press 2 for no

D5. What is the highest level of education you completed?

Press 1 for secondary school or less

Press 2 for some college or university

Press 3 for completed college or university

Press 4 for post graduate studies

D6. Do you or does anyone in your household have a library card?

Press 1 if you have a library card

Press 2 if someone in your household has a library card

Press 3 if no one in your household has a library card



D7. Were you born in Canada or not?

Press 1 if you were born in Canada  
Press 2 if you were not born in Canada

D18. And finally, what is your annual household income before taxes?

Press 1 for Less than \$20,000  
Press 2 for \$20,000 to \$40,000  
Press 3 for \$40,000 to \$60,000  
Press 4 for \$60,000 to \$80,000  
Press 5 for \$80,000 to \$100,000  
Press 6 for \$100,000 to \$250,000  
Press 7 for more than \$250,000  
Press 8 if you'd prefer not to answer  
Press 9 to hear these answers again

T.2 Thank you very much for your assistance. Your opinion is very valuable to us. If you have any questions about this call, you can reach our firm, Access Research, at 1-855-561-3603 or at [inquiry@access-research.com](mailto:inquiry@access-research.com). Thank you.