

TORONTO MAYORALTY RACE

Toronto Headed for Tight Election as Smitherman Catches Ford

Support for Smitherman increases by 14 points following recent withdrawals of Mayoral candidates.

[TORONTO – Oct. 18, 2010] – The mayoral race in the City of Toronto has tightened considerably heading into the final days of campaigning, a new Angus Reid Public Opinion / *Toronto Star* / CityNews Election poll has found.

In the online survey of a representative sample of 1,001 adults in the City of Toronto, 41 per cent of decided voters and leaners (+2 since September) would support Rob Ford in the election. George Smitherman is now practically tied with Ford at 40 per cent (+14), followed by Joe Pantalone with 16 per cent (+3).

Firmness of Support

Three-in-five Ford voters (76%) say their support for their preferred candidate is firm. Two thirds of Smitherman supporters (69%) say they will not change their mind before election day, a 30-point increase since the previous survey conducted in September. In contrast, 49 per cent of

Pantalone's voters say they could end up voting for a different candidate next week.

Strategic Voting

Smitherman appears to be the main beneficiary from the early exits of candidates Sarah Thomson and Rocco Rossi. In fact, 40 per cent of respondents who will cast a ballot for Smitherman say they will be "voting strategically" this month, compared to only 18 per cent of Pantalone supporters and six per cent of Ford supporters.

KEY FINDINGS

- **Voting Intention in Toronto: Ford 41%, Smitherman 40%, Pantalone 16%**
- **21% say they will be voting strategically—including 40% of Smitherman supporters**

Full topline results are at the end of this release.

From October 14 to October 15, 2010, Angus Reid Public Opinion conducted an online survey among 1,001 randomly selected adults in the City of Toronto who are Angus Reid Forum panellists—including 878 decided voters and leaners. The margin of error—which measures sampling variability—is +/- 3.1% for the entire sample and 3.5% for decided voters and leaners, 19 times out of 20. The results have been statistically weighted according to the most current age, gender and region Census data to ensure a sample representative of the entire adult population of Toronto. Discrepancies in or between totals are due to rounding.

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Momentum

Pantalone heads to the election with a positive momentum rating. Across the City of Toronto, 19 per cent of respondents say their impression of Pantalone has improved over the past 30 days, while 17 per cent say it has worsened. Smitherman checks in at -1 on this indicator, while Ford is at -21 (more than a third of Torontonians say their views on Ford have worsened in the past month).

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If an election were held tomorrow in the City of Toronto who would you vote for as Mayor? – *Decided Voters with leaners*

	October 2010	September 2010	August 2010
Rob Ford	41%	39%	42%
George Smitherman	40%	26%	36%
Joe Pantalone	16%	13%	11%
Other candidate	3%	3%	1%
Sarah Thomson	n.a.	11%	6%
Rocco Rossi	n.a.	8%	5%

Toronto Mayoralty Race

Would you say your support for the Mayoralty candidate you selected is firm, or that it is possible that you might change your mind before October 25, 2010?

	Support is firm	Might change mind
Rob Ford	76%	24%
George Smitherman	69%	31%
Joe Pantalone	51%	49%

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Please indicate if your impression of each of the following candidates has improved, stayed the same, or worsened over the past 30 days.

	Rob Ford	George Smitherman	Joe Pantalone
Improved	16%	22%	19%
Stayed the same	47%	54%	63%
Worsened	37%	23%	17%
<i>Momentum Score</i>	-21	-1	+2

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You may have heard that some people are planning to vote strategically in this election. That means that, instead of voting for their first choice candidate for mayor, they will vote for the candidate who they think has the best chance of ensuring another candidate doesn't win.

Which of the following statements comes closest to your personal point of view?

	All voters	Rob Ford voters	George Smitherman voters	Joe Pantalone voters
<i>"I will be voting strategically in the municipal election to ensure that a specific candidate doesn't win the Mayoralty of Toronto."</i>	21%	6%	40%	18%
<i>"I will be voting for the candidate who I want to win the Mayoralty of Toronto, regardless of whether or not it has a strategic impact."</i>	71%	89%	56%	79%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record can be found at:
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More information on the way Angus Reid conducts public opinion research can be found at
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- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

Copies of this poll are available on our website:
<http://www.angus-reid.com>

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