Globe/CTV/CP24/Nanos Poll – Toronto Mayoral Race – Longitudinal Recap

To follow is a recap of the three waves as well as the tabulations for the most recent survey. Readers should note that the n values increase each wave as the percentage of undecided voters drops over time and that the margin of accuracy for sub-samples is wider than the aggregate city sample. The research is based on a random telephone sample of 1,000 very likely Toronto voters conducted between October 14th and 16th, 2010 by Nanos Research and is accurate 3.1 percentage points, plus or minus, 19 times out of 20. Any questions should be directed to Nik Nanos at (613) 234-4666 x237 or nnanos@nanosresearch.com.

Anatomy of the Toronto Mayor's Race

- **The Issues** - Over the course of the campaign, voter concern over taxes and transportation has increased.
- **Undecided Voters** - The percentage of undecided one week away from the election has dropped to 18.5% of very likely municipal voters.
- **Volatility** - In terms of volatility, among undecided voters (n=185) 28.6% said they will make their decision on election day and another 13.0% indicated they would make their final decision in the voting booth.
- **Anti-Ford Movement has Coalesced around Smitherman** - Support for Rob Ford (43.9%) is consistent with the previous wave, however, with the dropping out of the race of Sara Thomson and Rocco Rossi, the anti-Ford forces have coalesced around George Smitherman whose support has increased to 40.5% of decided voters. Factoring the margin of accuracy for the sample of decided voters of 3.5 percentage points, plus or minus, 19 times out of 20 (n=815), the race is a statistical dead heat.
- **Geographic Base of Support** - Ford has the advantage in Etobicoke and Smitherman the advantage in Old Toronto.
- **Structure of Race** - With Ford support relatively unchanged in the past 30 days, the change in the structure of the race has worked to the primary benefit of Smitherman.
- **Pantalone Support Flat** - Support for Pantalone has not changed as candidates have dropped out of the race for mayor. His support stands at 15.0% of decided voters.
- **Smitherman-Pantalone Overlap** - There is significant overlap between Smitherman and Pantalone supporters, one half of the supporters of each campaign identify the other as their second choice.
- **Ford/Smitherman Support Firm – Pantalone Support not as Firm** - In terms of the firmness of support, supporters for Rob Ford and Smitherman are relatively firm (two thirds, or more, of supporters in both camps rated their firmness a 4 out of 4 on a 4-point scale where 4 was firm and 1 was not firm). Only 47.5% of Pantalone supporters indicated they were firm which suggests they are accessible to other camps, with the most likely beneficiary being the Smitherman campaign.
- **Ford Supporters driven by Change & Vision – Smitherman supporters driven by Experience and Vision** – Ford supporters are more likely to be driven by the desire to send a message of change (43.3%) and vision (32.4%) while only 10.0% of Smitherman voters are driven by the change message. Smitherman supporters are more likely to be driven by the view he is the most qualified (47.6%) or has the best vision (33.9%).
- **Ford has advantage on Trust** - Smitherman still trails Ford in terms of the candidate considered the most trustworthy (Ford 34.4%, Smitherman 23.1%). Almost one of four Torontonians (23.6%) were unsure which of the candidates for mayor was the most trustworthy.
- **Ford has advantage on Managing Tax Dollars** - Ford has the advantage over Smitherman in terms of the public view as to who can best manage tax dollars (Ford 39.5% compared to Smitherman 24.4%).
- **Subways and Roads dominate priorities in terms of Transportation** - In terms of transportation dollar priorities, for every dollar spent, likely municipal voters would give 31.1 cents to the subway, 30.2 cents to roads, 16.6 cents to LRT/Streetcar, 11.9 cents to sidewalks and 10.0 cents to bike lanes.
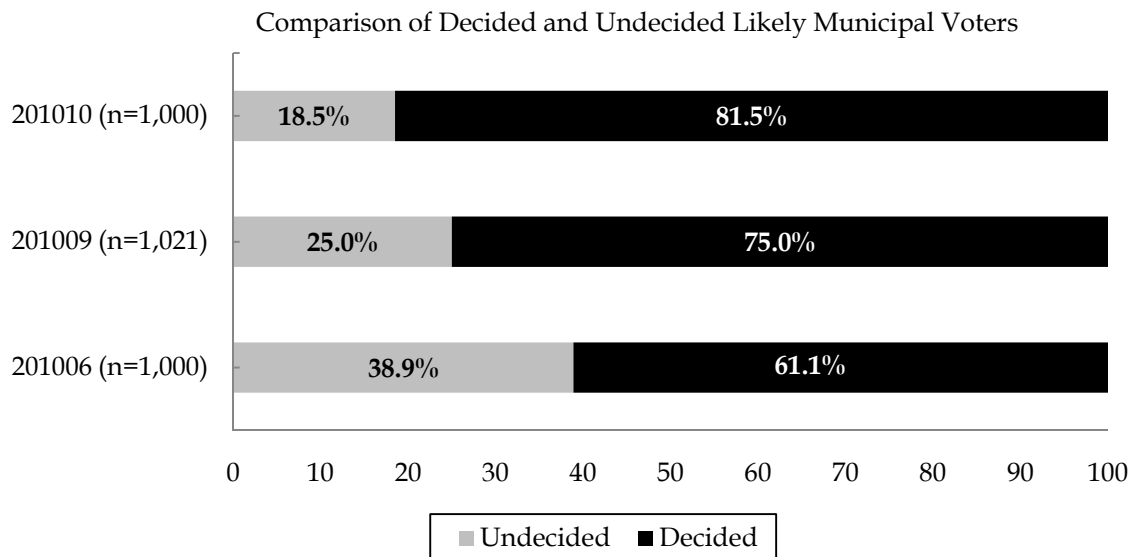
Globe/CTV/CP24/Nanos Poll – Toronto Mayoral Race – Longitudinal Recap

- **Noticeable division between Ford and Non-Ford supporters on raising taxes to improve city services** - A majority of likely municipal voters are not willing to pay more in city taxes to improve city services. Of note, this is a key driver for Ford supporters, while supporters of Smitherman are comparatively more open to paying more in city taxes to improve city services.

Issues

What is the most important issue facing the City of Toronto? [Open-ended]

	June 2010 (n=1,000)	September 2010 (n=1,021)	October 2010 (n=1,000)
	%	%	%
The City Budget/Deficit	20.5	15.7	17.0
High taxes	16.7	17.4	23.2
The TTC/public transit	16.4	19.3	25.1
Traffic/congestion	8.9	2.8	2.3
Jobs/economy	5.2	8.9	4.7
Crime/Safety	3.2	2.5	2.2
Decaying infrastructure	3.2	2.8	2.3
Mayor/Mayoral race	-	4.4	2.9
Unsure	11.1	7.8	6.8
Other (Less than 3% of responses)	11.4	17.4	13.5

Comparison of Decided and Undecided Likely Municipal Voters

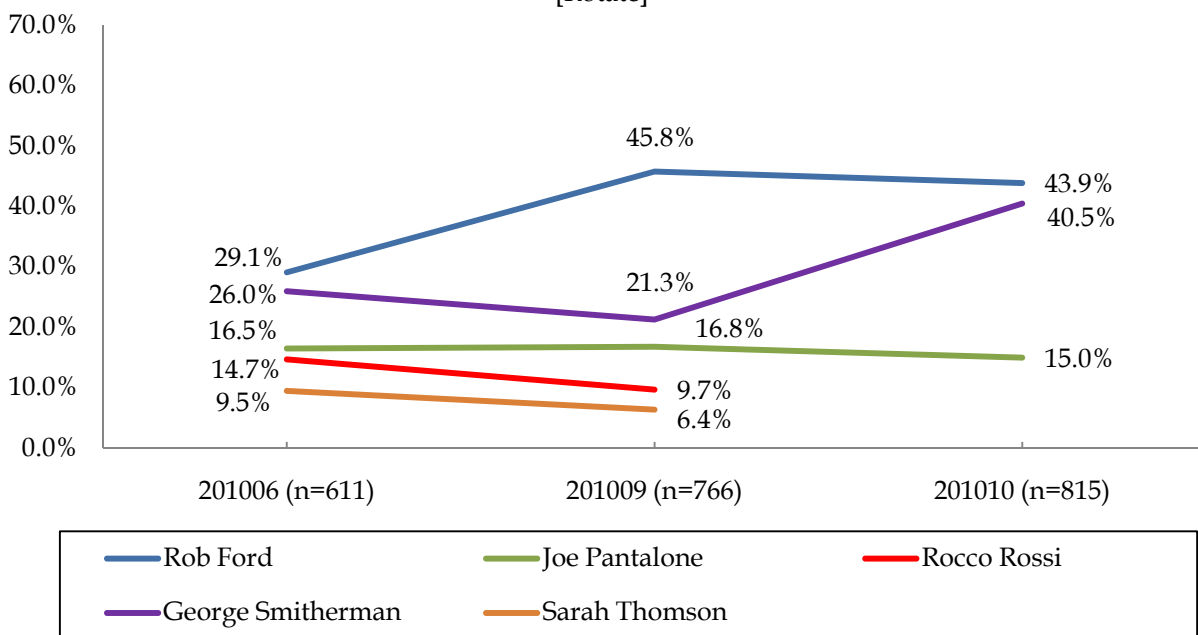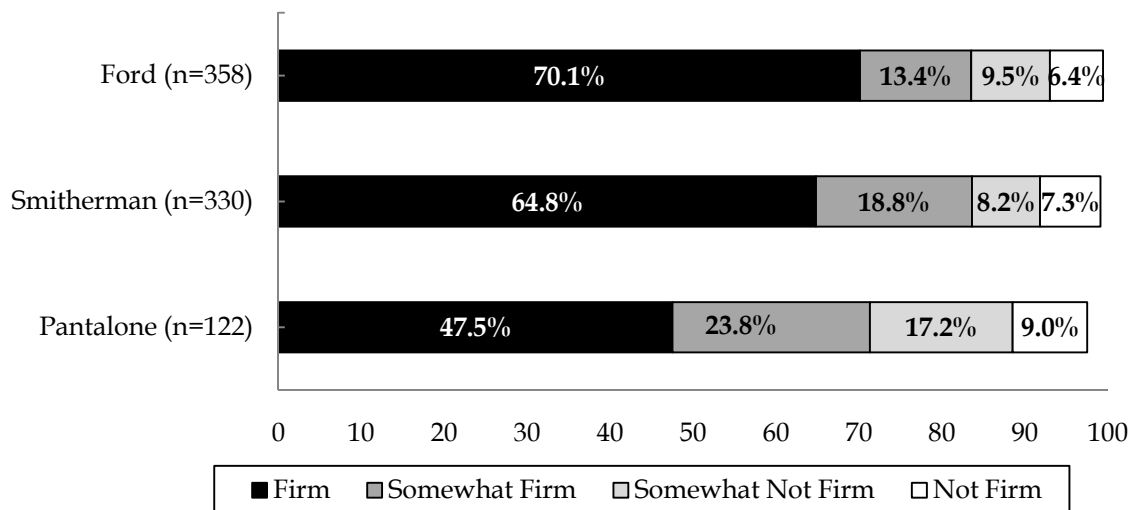|	Undecided	Decided
201010 (n=1,000)	18.5%	81.5%
201009 (n=1,021)	25.0%	75.0%
201006 (n=1,000)	38.9%	61.1%

■ Undecided ■ Decided

Globe/CTV/CP24/Nanos Poll – Toronto Mayoral Race – Longitudinal Recap

Ballot – Aggregate All Likely Municipal Voters in City of Toronto

(First ranked response – Decided voters only) If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of [insert number] candidates. [Rotate]

Legend: Rob Ford, Joe Pantalone, Rocco Rossi, George Smitherman, Sarah Thomson

Firmness of Support

	Firm	Somewhat Firm	Somewhat Not Firm	Not Firm
Ford (n=358)	70.1%	13.4%	9.5%	6.4%
Smitherman (n=330)	64.8%	18.8%	8.2%	7.3%
Pantalone (n=122)	47.5%	23.8%	17.2%	9.0%

Globe/CTV/CP24/Nanos Poll – Toronto Mayoral Race – Longitudinal Recap

Ballot – Etobicoke Sub-sample

(First ranked response – Decided voters only) If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of [insert number] candidates. [Rotate]

Ballot – North York Sub-sample

(First ranked response – Decided voters only) If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of [insert number] candidates. [Rotate]
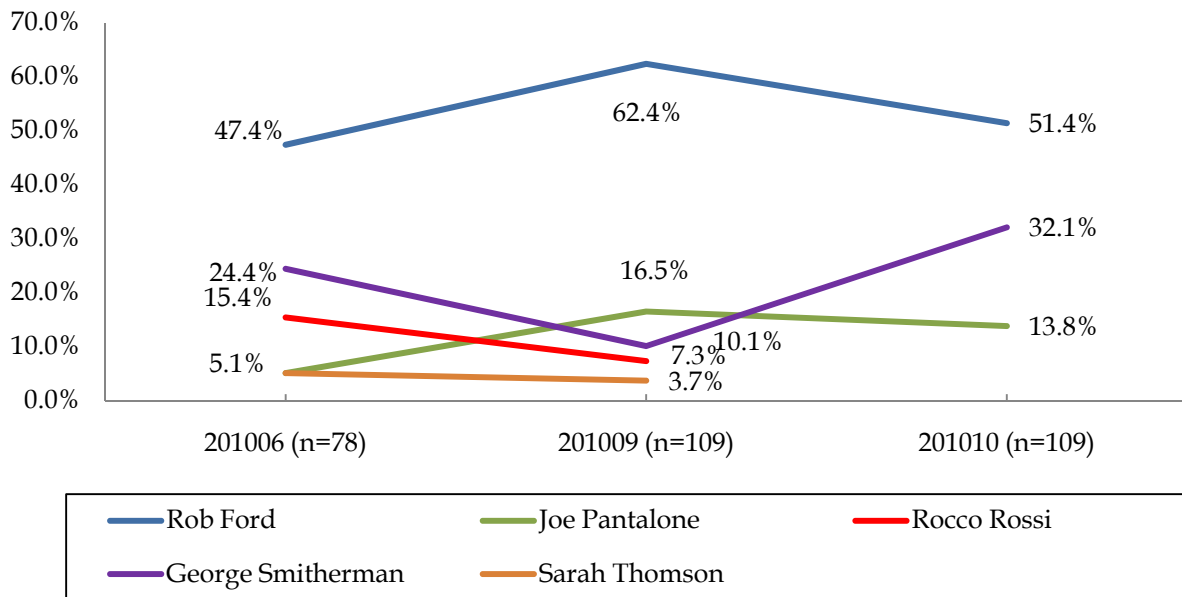
Globe/CTV/CP24/Nanos Poll – Toronto Mayoral Race – Longitudinal Recap

Ballot – Scarborough Sub-sample

(First ranked response – Decided voters only) If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of [insert number] candidates. [Rotate]

70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%

46.3%
47.3%
34.3%
39.4%
23.6%
22.3%
17.9%
12.6%
12.8%
10.7%
10.9%
8.6%
8.0%

201006 (n=140)   201009 (n=175)   201010 (n=188)

— Rob Ford   — Joe Pantalone   — Rocco Rossi
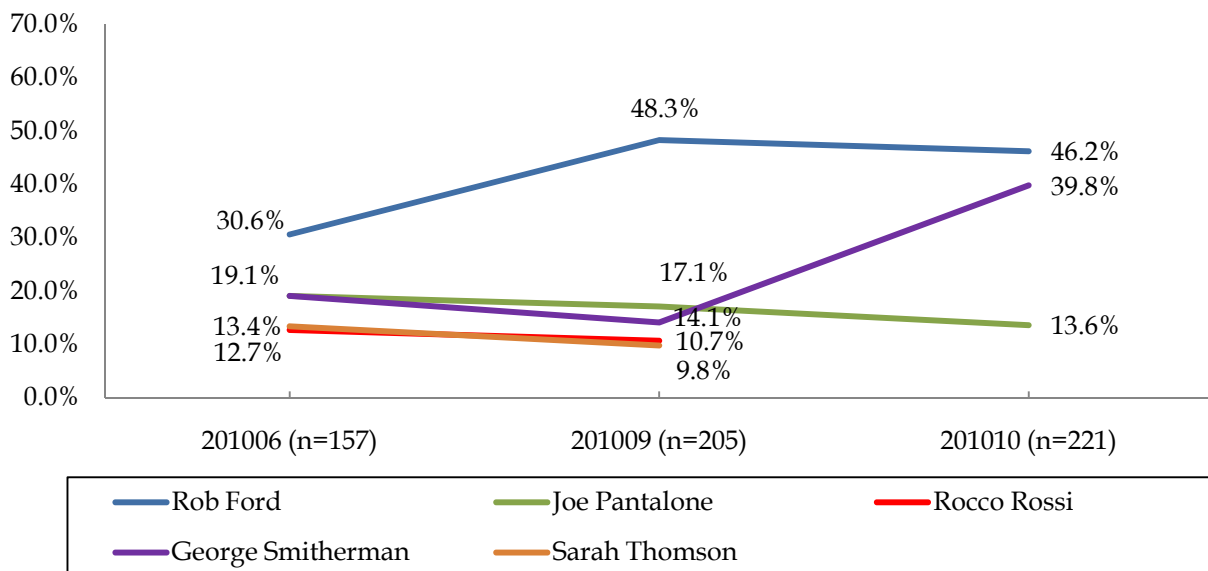— George Smitherman   — Sarah Thomson

Ballot – Old Toronto Sub-sample

(First ranked response – Decided voters only) If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of [insert number] candidates. [Rotate]
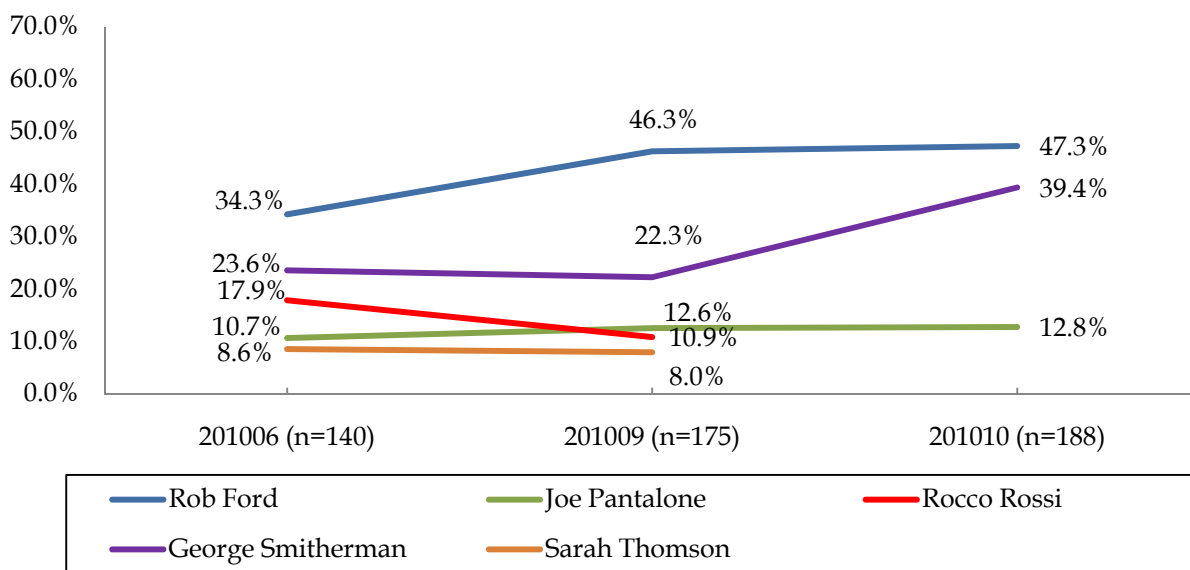
70.0%
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%

37.2%
44.8%
32.6%
37.4%
22.0%
19.1%
30.3%
14.0%
19.5%
17.8%
8.9%
9.0%
4.0%

201006 (n=236)   201009 (n=277)   201010 (n=297)

— Rob Ford   — Joe Pantalone   — Rocco Rossi
— George Smitherman   — Sarah Thomson
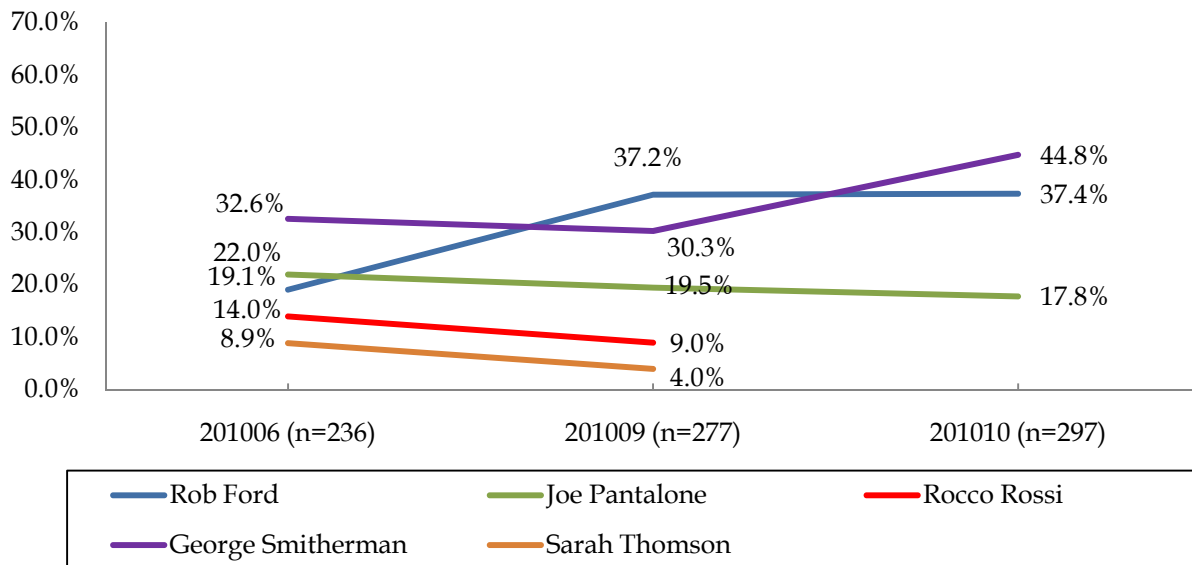
2010-10 – GLOBE/CTV/CP24/NANOS MAYORAL – WAVE 3 – STAT SHEET

Question 1 – What is the most important issue facing the City of Toronto?

	Frequency	Aggregate Percent	Decided Percent	Cumulative Percent
Transportation issues	251	25.1	25.1	25.1
Taxes/property taxes	232	23.2	23.2	48.3
City budget/ deficit/spending	170	17.0	17.0	65.3
Other	116	11.6	11.6	76.9
Unsure	68	6.8	6.8	83.7
Jobs/economy	47	4.7	4.7	88.4
Mayor/mayoral race	29	2.9	2.9	91.3
Traffic	23	2.3	2.3	93.6
Infrastructure/roads	23	2.3	2.3	95.9
Crime/safety	22	2.2	2.2	98.1
Education	19	1.9	1.9	100.0
Total	**1000**	**100.0**	**100.0**	

Random telephone survey of 1,000 very likely Toronto municipal voters, October 14th to October 16th, 2010.
The margin of accuracy for a sample of 1,000 likely voters is ± 3.1%, 19 times out of 20.
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Question 2 (first ranked response) - If the election for Mayor of Toronto where held today, please tell me your first choice and your second choice from the following list of three candidates [rotate]:

		Total	Rob Ford	Joe Pantalone	George Smitherman	Other	Undecided
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	1000	34.9	11.8	32.6	.5	20.2
	Etobicoke	134	40.3	11.2	25.4	2.2	20.9
	North York	274	37.2	10.6	32.1	.4	19.7
	Scarborough	243	35.4	9.1	30.0	.4	25.1
	Toronto	349	30.7	14.9	37.5	.0	16.9
Gender	Male	501	41.9	9.8	29.9	.8	17.6
	Female	499	27.9	13.8	35.3	.2	22.8
Age	18 to 29	73	26.0	17.8	34.2	1.4	20.5
	30 to 39	155	27.1	14.8	33.5	1.3	23.2
	40 to 49	218	40.4	6.9	34.4	.0	18.3
	50 to 59	224	33.5	13.8	30.4	.4	21.9
	60 plus	330	37.9	10.9	32.1	.3	18.8
Home	Own	745	36.1	10.7	32.9	.4	19.9
	Rent	233	30.9	15.5	32.6	.9	20.2
	Refusal	22	36.4	9.1	22.7	.0	31.8
Vote Profile	Rob Ford	358	97.5	.0	.0	.0	2.5
	Joe Pantalone	122	.0	96.7	.0	.0	3.3
	George Smitherman	330	.0	.0	98.8	.0	1.2
	Other	5	.0	.0	.0	100.0	.0
	Undecided	185	.0	.0	.0	.0	100.0
Affiliation	Vote Liberal usually	329	30.1	11.9	45.0	.6	12.5
	Vote Conservative usually	181	59.1	3.3	19.9	.6	17.1
	Vote NDP usually	84	14.3	35.7	36.9	1.2	11.9
	Vote Green usually	31	29.0	29.0	22.6	.0	19.4
	No strong allegiance	315	34.9	9.8	28.6	.3	26.3
	Unsure	60	20.0	5.0	23.3	.0	51.7

Random telephone survey of 1,000 very likely Toronto municipal voters, October 14th to October 16th, 2010.
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Question 2 (second ranked response) - If the election for Mayor of Toronto where held today, please tell me your first choice and your second choice from the following list of three candidates [rotate]:

		Total	Rob Ford	Joe Pantalone	George Smitherman	Other	Undecided
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	798	8.0	32.6	19.4	.1	39.8
	Etobicoke	106	10.4	31.1	19.8	.0	38.7
	North York	220	7.3	27.7	20.5	.0	44.5
	Scarborough	182	9.9	32.4	19.2	.0	38.5
	Toronto	290	6.6	36.9	18.6	.3	37.6
Gender	Male	413	7.7	34.1	18.6	.2	39.2
	Female	385	8.3	30.9	20.3	.0	40.5
Age	18 to 29	58	15.5	34.5	24.1	.0	25.9
	30 to 39	119	12.6	31.9	17.6	.0	37.8
	40 to 49	178	6.7	36.0	21.9	.6	34.8
	50 to 59	175	6.9	33.1	20.6	.0	39.4
	60 plus	268	6.0	29.9	16.8	.0	47.4
Home	Own	597	7.9	32.8	20.8	.0	38.5
	Rent	186	8.6	30.6	15.6	.5	44.6
	Refusal	15	6.7	46.7	13.3	.0	33.3
Vote Profile	Rob Ford	349	.0	25.8	26.4	.3	47.6
	Joe Pantalone	118	15.3	.0	53.4	.0	31.4
	George Smitherman	326	13.8	52.1	.0	.0	34.0
	Other	5	20.0	.0	.0	.0	80.0
	Undecided	0	.0	.0	.0	.0	.0
Affiliation	Vote Liberal usually	288	9.0	38.5	17.0	.0	35.4
	Vote Conservative usually	150	5.3	26.7	20.0	.0	48.0
	Vote NDP usually	74	9.5	27.0	31.1	.0	32.4
	Vote Green usually	25	4.0	20.0	32.0	.0	44.0
	No strong allegiance	232	6.9	32.3	18.5	.4	41.8
	Unsure	29	20.7	31.0	6.9	.0	41.4

Random telephone survey of 1,000 very likely Toronto municipal voters, October 14th to October 16th, 2010.
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		Vote Profile				
		Total	Rob Ford	Joe Pantalone	George Smitherman	Other	Undecided
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	1000	35.8	12.2	33.0	.5	18.5
	Etobicoke	134	41.8	11.2	26.1	2.2	18.7
	North York	274	37.2	10.9	32.1	.4	19.3
	Scarborough	243	36.6	9.9	30.5	.4	22.6
	Toronto	349	31.8	15.2	38.1	.0	14.9
Gender	Male	501	42.7	10.2	30.3	.8	16.0
	Female	499	28.9	14.2	35.7	.2	21.0
Age	18 to 29	73	26.0	17.8	34.2	1.4	20.5
	30 to 39	155	27.7	14.8	34.2	1.3	21.9
	40 to 49	218	40.4	6.9	34.4	.0	18.3
	50 to 59	224	35.3	14.3	31.7	.4	18.3
	60 plus	330	39.1	11.8	32.1	.3	16.7
Home	Own	745	37.2	11.3	33.3	.4	17.9
	Rent	233	30.9	15.5	33.0	.9	19.7
	Refusal	22	40.9	9.1	22.7	.0	27.3
Affiliation	Vote Liberal usually	329	30.7	12.2	45.3	.6	11.2
	Vote Conservative usually	181	59.7	3.3	19.9	.6	16.6
	Vote NDP usually	84	15.5	38.1	36.9	1.2	8.3
	Vote Green usually	31	29.0	29.0	22.6	.0	19.4
	No strong allegiance	315	36.2	10.2	29.5	.3	23.8
	Unsure	60	21.7	5.0	23.3	.0	50.0

Random telephone survey of 1,000 very likely Toronto municipal voters, October 14th to October 16th, 2010.
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		Ballot				
		Total	Rob Ford	Joe Pantalone	George Smitherman	Other
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	815	43.9	15.0	40.5	.6
	Etobicoke	109	51.4	13.8	32.1	2.8
	North York	221	46.2	13.6	39.8	.5
	Scarborough	188	47.3	12.8	39.4	.5
	Toronto	297	37.4	17.8	44.8	.0
Gender	Male	421	50.8	12.1	36.1	1.0
	Female	394	36.5	18.0	45.2	.3
Age	18 to 29	58	32.8	22.4	43.1	1.7
	30 to 39	121	35.5	19.0	43.8	1.7
	40 to 49	178	49.4	8.4	42.1	.0
	50 to 59	183	43.2	17.5	38.8	.5
	60 plus	275	46.9	14.2	38.5	.4
Home	Own	612	45.3	13.7	40.5	.5
	Rent	187	38.5	19.3	41.2	1.1
	Refusal	16	56.3	12.5	31.3	.0
Affiliation	Vote Liberal usually	292	34.6	13.7	51.0	.7
	Vote Conservative usually	151	71.5	4.0	23.8	.7
	Vote NDP usually	77	16.9	41.6	40.3	1.3
	Vote Green usually	25	36.0	36.0	28.0	.0
	No strong allegiance	240	47.5	13.3	38.8	.4
	Unsure	30	43.3	10.0	46.7	.0

Random telephone survey of 1,000 very likely Toronto municipal voters, October 14th to October 16th, 2010.
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Question 4 (undecided voters only) - As an undecided voter who is likely to vote, when do you expect to make your final voting decision as to who you will support for Mayor of Toronto?

		Total	Next week	The weekend before voting day	On election day	In the voting booth	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	185	14.1	13.0	28.6	13.0	31.4
	Etobicoke	25	12.0	24.0	24.0	8.0	32.0
	North York	53	18.9	15.1	22.6	7.5	35.8
	Scarborough	55	12.7	5.5	27.3	21.8	32.7
	Toronto	52	11.5	13.5	38.5	11.5	25.0
Gender	Male	80	8.8	11.3	35.0	11.3	33.8
	Female	105	18.1	14.3	23.8	14.3	29.5
Age	18 to 29	15	26.7	13.3	20.0	13.3	26.7
	30 to 39	34	23.5	14.7	23.5	5.9	32.4
	40 to 49	40	17.5	5.0	40.0	5.0	32.5
	50 to 59	41	4.9	22.0	22.0	19.5	31.7
	60 plus	55	9.1	10.9	30.9	18.2	30.9
Home	Own	133	14.3	12.8	30.1	15.0	27.8
	Rent	46	13.0	15.2	26.1	6.5	39.1
	Refusal	6	16.7	.0	16.7	16.7	50.0
Vote Profile	Rob Ford	0	.0	.0	.0	.0	.0
	Joe Pantalone	0	.0	.0	.0	.0	.0
	George Smitherman	0	.0	.0	.0	.0	.0
	Other	0	.0	.0	.0	.0	.0
	Undecided	185	14.1	13.0	28.6	13.0	31.4
Affiliation	Vote Liberal usually	37	8.1	16.2	32.4	16.2	27.0
	Vote Conservative usually	30	16.7	13.3	33.3	6.7	30.0
	Vote NDP usually	7	.0	14.3	42.9	42.9	.0
	Vote Green usually	6	16.7	16.7	33.3	16.7	16.7
	No strong allegiance	75	18.7	14.7	28.0	10.7	28.0
	Unsure	30	10.0	3.3	16.7	13.3	56.7

Random telephone survey of 1,000 very likely Toronto municipal voters, October 14th to October 16th, 2010.
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		Question 5 - On a scale of 1 to 4 where 1 is not firm and 4 is firm, how firm would you say is your current preference for Mayor of Toronto?					
		Total	Not firm	2	3	Firm	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	815	7.1	10.1	17.2	64.7	1.0
	Etobicoke	109	8.3	10.1	14.7	66.1	.9
	North York	221	6.3	7.7	17.2	68.3	.5
	Scarborough	188	6.9	10.6	18.6	62.2	1.6
	Toronto	297	7.4	11.4	17.2	63.0	1.0
Gender	Male	421	5.9	9.3	17.3	66.7	.7
	Female	394	8.4	10.9	17.0	62.4	1.3
Age	18 to 29	58	5.2	22.4	36.2	36.2	.0
	30 to 39	121	10.7	17.4	19.0	52.1	.8
	40 to 49	178	6.2	7.3	16.3	70.2	.0
	50 to 59	183	7.7	8.2	17.5	66.7	.0
	60 plus	275	6.2	7.3	12.7	71.3	2.5
Home	Own	612	7.0	8.5	16.0	67.3	1.1
	Rent	187	7.0	15.5	19.8	57.8	.0
	Refusal	16	12.5	6.3	31.3	43.8	6.3
Vote Profile	Rob Ford	358	6.4	9.5	13.4	70.1	.6
	Joe Pantalone	122	9.0	17.2	23.8	47.5	2.5
	George Smitherman	330	7.3	8.2	18.8	64.8	.9
	Other	5	.0	.0	20.0	80.0	.0
	Undecided	0	.0	.0	.0	.0	.0
Affiliation	Vote Liberal usually	292	4.5	11.3	19.2	64.0	1.0
	Vote Conservative usually	151	9.3	12.6	13.2	64.9	.0
	Vote NDP usually	77	10.4	7.8	19.5	62.3	.0
	Vote Green usually	25	4.0	24.0	16.0	56.0	.0
	No strong allegiance	240	7.9	6.7	13.3	70.0	2.1
	Unsure	30	10.0	6.7	43.3	40.0	.0

Question 6 - Which of the following three statements, if any, best describes the reason for your first choice in Toronto's race for mayor [rotate]:

		Total	I am supporting the candidate who sends a message of change to City Council	I am supporting the candidate who is the most qualified	I am supporting the candidate who has the best vision for the future of Toronto	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	1000	22.2	33.3	36.3	8.2
	Etobicoke	134	21.6	29.9	41.0	7.5
	North York	274	21.9	36.5	34.3	7.3
	Scarborough	243	24.3	25.9	38.7	11.1
	Toronto	349	21.2	37.2	34.4	7.2
Gender	Male	501	23.8	31.7	36.7	7.8
	Female	499	20.6	34.9	35.9	8.6
Age	18 to 29	73	13.7	26.0	47.9	12.3
	30 to 39	155	20.6	31.6	41.3	6.5
	40 to 49	218	24.8	31.2	34.9	9.2
	50 to 59	224	20.5	32.6	40.2	6.7
	60 plus	330	24.2	37.6	29.7	8.5
Home	Own	745	23.5	32.6	36.4	7.5
	Rent	233	18.0	35.6	36.5	9.9
	Refusal	22	22.7	31.8	31.8	13.6
Vote Profile	Rob Ford	358	43.3	19.6	32.4	4.7
	Joe Pantalone	122	8.2	37.7	47.5	6.6
	George Smitherman	330	10.0	47.6	33.9	8.5
	Other	5	20.0	40.0	40.0	.0
	Undecided	185	12.4	31.4	40.5	15.7
Affiliation	Vote Liberal usually	329	17.0	41.9	35.9	5.2
	Vote Conservative usually	181	34.8	22.7	35.4	7.2
	Vote NDP usually	84	11.9	28.6	50.0	9.5
	Vote Green usually	31	29.0	22.6	45.2	3.2
	No strong allegiance	315	24.1	33.7	32.4	9.8
	Unsure	60	13.3	28.3	38.3	20.0

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Of the three candidates for Mayor of Toronto I just mentioned, who would you describe as….
[rotate Questions 7 and 8]

		Question 7 - The most trustworthy candidate?				
		Total	Rob Ford	Joe Pantalone	George Smitherman	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	1000	34.4	18.9	23.1	23.6
	Etobicoke	134	40.3	17.9	20.1	21.6
	North York	274	35.8	13.9	25.5	24.8
	Scarborough	243	32.9	18.5	17.3	31.3
	Toronto	349	32.1	23.5	26.4	18.1
Gender	Male	501	40.9	16.8	23.2	19.2
	Female	499	27.9	21.0	23.0	28.1
Age	18 to 29	73	24.7	20.5	26.0	28.8
	30 to 39	155	30.3	18.7	26.5	24.5
	40 to 49	218	38.5	14.2	23.4	23.9
	50 to 59	224	32.1	23.7	21.4	22.8
	60 plus	330	37.3	18.5	21.8	22.4
Home	Own	745	35.4	18.5	23.5	22.6
	Rent	233	31.8	21.5	21.9	24.9
	Refusal	22	27.3	4.5	22.7	45.5
Vote Profile	Rob Ford	358	81.8	5.0	2.5	10.6
	Joe Pantalone	122	6.6	76.2	4.9	12.3
	George Smitherman	330	7.9	19.4	60.9	11.8
	Other	5	20.0	20.0	20.0	40.0
	Undecided	185	8.6	7.0	7.6	76.8
Affiliation	Vote Liberal usually	329	29.8	18.5	37.1	14.6
	Vote Conservative usually	181	57.5	10.5	13.8	18.2
	Vote NDP usually	84	20.2	42.9	21.4	15.5
	Vote Green usually	31	22.6	35.5	16.1	25.8
	No strong allegiance	315	34.9	18.1	16.5	30.5
	Unsure	60	13.3	8.3	15.0	63.3

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Of the three candidates for Mayor of Toronto I just mentioned, who would you describe as….
[rotate Questions 7 and 8]

		Question 8 - The candidate who can manage tax dollars best?				
		Total	Rob Ford	Joe Pantalone	George Smitherman	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	1000	39.5	12.3	24.4	23.8
	Etobicoke	134	45.5	8.2	18.7	27.6
	North York	274	41.6	11.7	23.0	23.7
	Scarborough	243	40.7	12.3	17.3	29.6
	Toronto	349	34.7	14.3	32.7	18.3
Gender	Male	501	47.3	11.0	24.2	17.6
	Female	499	31.7	13.6	24.6	30.1
Age	18 to 29	73	30.1	12.3	21.9	35.6
	30 to 39	155	36.8	11.6	25.8	25.8
	40 to 49	218	40.4	9.6	26.6	23.4
	50 to 59	224	39.3	16.1	23.7	21.0
	60 plus	330	42.4	11.8	23.3	22.4
Home	Own	745	40.5	11.1	26.4	21.9
	Rent	233	38.2	16.3	18.9	26.6
	Refusal	22	18.2	9.1	13.6	59.1
Vote Profile	Rob Ford	358	87.7	2.2	2.8	7.3
	Joe Pantalone	122	9.8	63.1	9.0	18.0
	George Smitherman	330	14.2	9.4	62.7	13.6
	Other	5	40.0	.0	20.0	40.0
	Undecided	185	10.8	3.8	8.1	77.3
Affiliation	Vote Liberal usually	329	34.7	12.5	37.1	15.8
	Vote Conservative usually	181	64.6	7.2	12.7	15.5
	Vote NDP usually	84	20.2	29.8	28.6	21.4
	Vote Green usually	31	29.0	19.4	22.6	29.0
	No strong allegiance	315	40.0	10.8	19.4	29.8
	Unsure	60	20.0	6.7	11.7	61.7

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**Question 9 – Let's assume that there is $1.00 in taxes spent on transportation by the City of Toronto.
How many cents out of the $1.00 would you give to:
[rotate] Roads, The Subway, Bike Lanes, Sidewalks, LRT/Streetcar**

		Question 9a - Roads	Question 9b - The Subway	Question 9c - Bike Lanes	Question 9d - Sidewalks	Question 9e - LRT/Streetcar
N	Valid	787	787	787	787	787
	No answer	213	213	213	213	213
Mean		30.2087	31.1283	10.0509	11.9619	16.6010

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Do you agree, somewhat agree, somewhat disagree or disagree with the following statement:

| | | Question 10 - I would be willing to pay more in city taxes to improve city services? | | | | | |
		Total	Agree	Somewhat agree	Somewhat disagree	Disagree	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	1000	27.6	11.3	3.0	56.6	1.5
	Etobicoke	134	24.6	11.9	4.5	58.2	.7
	North York	274	24.8	10.6	1.1	60.9	2.6
	Scarborough	243	30.5	11.5	3.3	53.1	1.6
	Toronto	349	28.9	11.5	3.7	55.0	.9
Gender	Male	501	29.9	9.6	3.2	55.5	1.8
	Female	499	25.3	13.0	2.8	57.7	1.2
Age	18 to 29	73	32.9	24.7	1.4	41.1	.0
	30 to 39	155	23.9	13.5	4.5	57.4	.6
	40 to 49	218	29.8	7.3	4.1	57.3	1.4
	50 to 59	224	27.7	11.6	2.7	55.8	2.2
	60 plus	330	26.7	9.7	2.1	59.7	1.8
Home	Own	745	27.2	10.9	2.8	57.6	1.5
	Rent	233	29.2	13.3	3.9	51.9	1.7
	Refusal	22	22.7	4.5	.0	72.7	.0
Vote Profile	Rob Ford	358	14.8	6.7	2.0	75.4	1.1
	Joe Pantalone	122	49.2	18.0	3.3	28.7	.8
	George Smitherman	330	40.3	13.3	3.6	40.9	1.8
	Other	5	20.0	20.0	20.0	40.0	.0
	Undecided	185	15.7	11.9	3.2	67.0	2.2
Affiliation	Vote Liberal usually	329	29.5	14.9	3.0	51.7	.9
	Vote Conservative usually	181	18.8	6.6	3.9	70.2	.6
	Vote NDP usually	84	41.7	17.9	2.4	36.9	1.2
	Vote Green usually	31	29.0	22.6	3.2	45.2	.0
	No strong allegiance	315	28.3	8.3	2.5	59.0	1.9
	Unsure	60	20.0	6.7	3.3	63.3	6.7

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Question 11 - In general terms, either federally or provincially, do you consider yourself someone who usually votes for the [rotate] the Liberal candidate, the Conservative candidate, the NDP candidate, the Green candidate or do you have no strong allegiance to any party?

		Total	Vote Liberal usually	Vote Conservative usually	Vote NDP usually	Vote Green usually	No strong allegiance	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2010-10	1000	32.9	18.1	8.4	3.1	31.5	6.0
	Etobicoke	134	33.6	22.4	5.2	4.5	29.1	5.2
	North York	274	29.9	19.3	4.4	2.6	37.2	6.6
	Scarborough	243	31.3	18.9	8.2	2.5	30.9	8.2
	Toronto	349	36.1	14.9	12.9	3.4	28.4	4.3
Gender	Male	501	33.9	20.4	6.0	2.8	31.3	5.6
	Female	499	31.9	15.8	10.8	3.4	31.7	6.4
Age	18 to 29	73	42.5	15.1	5.5	5.5	30.1	1.4
	30 to 39	155	31.6	17.4	9.7	3.2	32.3	5.8
	40 to 49	218	27.1	17.4	9.2	5.0	36.2	5.0
	50 to 59	224	36.6	15.2	8.0	2.2	32.1	5.8
	60 plus	330	32.7	21.5	8.2	1.8	27.9	7.9
Home	Own	745	33.8	18.8	7.9	3.0	30.3	6.2
	Rent	233	31.8	15.0	10.7	3.9	34.8	3.9
	Refusal	22	13.6	27.3	.0	.0	36.4	22.7
Vote Profile	Rob Ford	358	28.2	30.2	3.6	2.5	31.8	3.6
	Joe Pantalone	122	32.8	4.9	26.2	7.4	26.2	2.5
	George Smitherman	330	45.2	10.9	9.4	2.1	28.2	4.2
	Other	5	40.0	20.0	20.0	.0	20.0	.0
	Undecided	185	20.0	16.2	3.8	3.2	40.5	16.2

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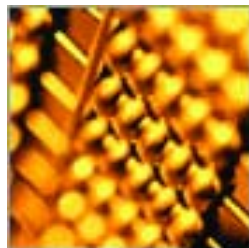
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