

The Race for Mayor – Detailed Tables

Likely to vote for- Total Mentions

		AGE			GENDER		EDUCATION			HH INCOME		
	Total	18-34	35-54	55+	Male	Female	<=HS	P.Sec/ Some U	Univ Grad	<30K	30K-59K	60k+
Base: All respondents	500	155	194	144	248	252	123	133	243	103	148	172
Weighted	500	162	189	142	237	263	140	133	226	152	118	152
John Tory	53	10	18	25	30	23	12	9	33	11	9	27
	11%	6%	10%	17%	13%	9%	9%	6%	14%	7%	7%	18%
Barbara Hall	173	60	68	44	78	95	52	43	79	66	39	49
	35%	37%	36%	31%	33%	36%	37%	32%	35%	43%	33%	32%
David Miller	48	14	14	17	18	30	5	15	27	13	10	16
	10%	9%	7%	12%	8%	11%	4%	12%	12%	9%	9%	10%
John Nunziata	59	12	26	19	31	27	22	21	16	15	13	20
	12%	7%	14%	13%	13%	10%	15%	16%	7%	10%	11%	13%
Tom Jakobek	15	3	6	6	12	3	7	3	6	4	6	4
	3%	2%	3%	4%	5%	1%	5%	2%	2%	3%	5%	3%
Other - (DO NOT SPECIFY)	47	30	9	8	22	26	19	14	15	20	12	10
	9%	18%	5%	6%	9%	10%	13%	10%	7%	13%	10%	7%
None	78	27	35	15	32	46	18	22	37	20	20	24
	16%	16%	19%	11%	13%	17%	13%	16%	16%	13%	17%	16%
(DK/NS)	27	7	12	8	13	14	5	7	14	3	11	2
	5%	4%	6%	5%	6%	5%	4%	6%	6%	2%	9%	2%
Base: Decided Voters	389	118	144	122	201	188	103	100	186	87	110	140
Weighted	395	129	142	119	192	203	116	104	175	129	88	126
John Tory	53	10	18	25	30	23	12	9	33	11	9	27
	13%	8%	13%	21%	16%	11%	10%	8%	19%	8%	10%	21%
Barbara Hall	173	60	68	44	78	95	52	43	79	66	39	49
	44%	47%	48%	37%	41%	47%	44%	42%	45%	51%	44%	39%
David Miller	48	14	14	17	18	30	5	15	27	13	10	16
	12%	11%	10%	14%	9%	15%	5%	15%	15%	10%	12%	13%
John Nunziata	59	12	26	19	31	27	22	21	16	15	13	20
	15%	9%	19%	16%	16%	13%	19%	20%	9%	11%	15%	16%
Tom Jakobek	15	3	6	6	12	3	7	3	6	4	6	4
	4%	3%	4%	5%	6%	1%	6%	2%	3%	3%	6%	3%
Other - (DO NOT SPECIFY)	47	30	9	8	22	26	19	14	15	20	12	10
	12%	23%	7%	7%	11%	13%	16%	13%	8%	16%	14%	8%

The Race for Mayor – Detailed Tables

Likely to vote for- Total Mentions

		RESIDENCE		CHILDREN		CHILDREN IN PRIM/SEC SCHOOL		YEARS LIVING IN TORONTO		
	Total	Own	Rent	Yes	No	Yes	No	1-5	6-10	11+
Base: All respondents	500	259	235	130	370	90	410	94	56	345
Weighted	500	250	245	135	365	97	403	96	53	346
John Tory	53 11%	39 16%	14 6%	14 10%	39 11%	8 9%	45 11%	5 5%	2 5%	46 13%
Barbara Hall	173 35%	78 31%	94 38%	43 32%	130 36%	28 29%	145 36%	25 26%	30 56%	118 34%
David Miller	48 10%	22 9%	26 11%	9 6%	39 11%	7 7%	41 10%	12 12%	4 8%	32 9%
John Nunziata	59 12%	34 13%	25 10%	13 10%	46 13%	11 11%	48 12%	6 6%	4 8%	48 14%
Tom Jakobek	15 3%	13 5%	2 1%	4 3%	11 3%	3 3%	12 3%	0 -	2 4%	13 4%
Other - (DO NOT SPECIFY)	47 9%	15 6%	30 12%	15 11%	32 9%	12 12%	35 9%	14 15%	3 6%	30 9%
None	78 16%	35 14%	40 16%	28 21%	50 14%	22 22%	56 14%	25 26%	5 10%	45 13%
(DK/NS)	27 5%	14 6%	13 5%	9 7%	18 5%	7 7%	20 5%	10 10%	2 5%	15 4%
Base: Decided Voters	389	207	178	93	296	62	327	55	47	285
Weighted	395	200	191	98	297	69	326	61	46	286
John Tory	53 13%	39 20%	14 7%	14 14%	39 13%	8 12%	45 14%	5 8%	2 5%	46 16%
Barbara Hall	173 44%	78 39%	94 49%	43 44%	130 44%	28 41%	145 45%	25 41%	30 65%	118 41%
David Miller	48 12%	22 11%	26 14%	9 9%	39 13%	7 10%	41 13%	12 19%	4 10%	32 11%
John Nunziata	59 15%	34 17%	25 13%	13 13%	46 15%	11 16%	48 15%	6 9%	4 9%	48 17%
Tom Jakobek	15 4%	13 6%	2 1%	4 4%	11 4%	3 4%	12 4%	0 -	2 5%	13 4%
Other - (DO NOT SPECIFY)	47 12%	15 8%	30 16%	15 16%	32 11%	12 18%	35 11%	14 23%	3 7%	30 11%

The Race for Mayor – Detailed Tables

Likely to vote for- Total Mentions

	Total	BORN IN CANADA	
		Yes	No
Base: All respondents	500	266	234
Weighted	500	270	230
John Tory	53	42	11
	11%	15%	5%
Barbara Hall	173	86	88
	35%	32%	38%
David Miller	48	27	21
	10%	10%	9%
John Nunziata	59	36	22
	12%	13%	10%
Tom Jakobek	15	9	6
	3%	3%	3%
Other - (DO NOT SPECIFY)	47	27	20
	9%	10%	9%
None	78	38	40
	16%	14%	17%
(DK/NS)	27	6	21
	5%	2%	9%
Base: Decided Voters	389	224	165
Weighted	395	226	169
John Tory	53	42	11
	13%	18%	7%
Barbara Hall	173	86	88
	44%	38%	52%
David Miller	48	27	21
	12%	12%	13%
John Nunziata	59	36	22
	15%	16%	13%
Tom Jakobek	15	9	6
	4%	4%	4%
Other - (DO NOT SPECIFY)	47	27	20
	12%	12%	12%

The Race for Mayor – Detailed Tables

This November, residents of Toronto will be voting for a new mayor. I am now going to read you a list of declared candidates for Mayor of the City of Toronto and I would like you to tell me whether you have heard of them. (Summary of Yes)

	Total	AGE			GENDER		EDUCATION			HH INCOME		
		18-34	35-54	55+	Male	Female	<=HS	P.Sec/ Some U	Univ Grad	<30K	30K-59K	60k+
Base: All Respondents	500	155	194	144	248	252	123	133	243	103	148	172
Weighted	500	162	189	142	237	263	140	133	226	152	118	152
John Tory	293	76	103	111	141	152	65	80	148	69	63	111
	59%	47%	54%	78%	59%	58%	47%	60%	65%	45%	53%	73%
Barbara Hall	431	117	168	141	199	231	130	114	186	127	99	136
	86%	72%	89%	99%	84%	88%	93%	86%	82%	84%	84%	89%
David Miller	240	50	87	99	110	131	68	68	105	62	51	85
	48%	31%	46%	70%	46%	50%	49%	51%	46%	41%	43%	55%
John Nunziata	354	79	139	131	167	187	100	92	160	96	71	127
	71%	49%	74%	92%	70%	71%	72%	70%	71%	63%	60%	83%
Tom Jakobek	312	59	124	126	149	163	78	87	148	70	73	115
	62%	36%	66%	89%	63%	62%	56%	65%	65%	46%	62%	75%

	Total	RESIDENCE		CHILDREN		CHILDREN IN PRIM/SEC SCHOOL		YEARS LIVING IN TORONTO		
		Own	Rent	Yes	No	Yes	No	1-5	6-10	11+
Base: All Respondents	500	259	235	130	370	90	410	94	56	345
Weighted	500	250	245	135	365	97	403	96	53	346
John Tory	293	182	109	68	225	50	242	36	22	234
	59%	73%	44%	50%	62%	52%	60%	38%	41%	68%
Barbara Hall	431	230	195	105	326	76	354	43	50	335
	86%	92%	80%	78%	89%	78%	88%	45%	95%	97%
David Miller	240	148	92	47	194	32	209	27	18	194
	48%	59%	38%	35%	53%	33%	52%	29%	33%	56%
John Nunziata	354	211	139	76	278	58	296	34	28	289
	71%	85%	57%	56%	76%	59%	74%	36%	53%	84%
Tom Jakobek	312	203	107	65	248	47	265	33	20	258
	62%	81%	44%	48%	68%	48%	66%	34%	38%	75%

	Total	BORN IN CANADA	
		Yes	No
Base: All Respondents	500	266	234
Weighted	500	270	230
John Tory	293	183	110
	59%	68%	48%
Barbara Hall	431	254	176
	86%	94%	77%
David Miller	240	149	92
	48%	55%	40%
John Nunziata	354	224	129
	71%	83%	56%
Tom Jakobek	312	213	99
	62%	79%	43%

The Race for Mayor – Detailed Tables

Now, based on what you heard, read, or seen about Barbara Hall, can you tell me whether you have a positive, negative or neutral impression of her?

		AGE			GENDER		EDUCATION			HH INCOME		
	Total	18-34	35-54	55+	Male	Female	<=HS	P.Sec/ Some U	Univ Grad	<30K	30K-59K	60k+
Base: Heard of Barbara Hall	430	111	171	143	210	220	113	119	198	86	124	152
Weighted	431	117	168	141	199	231	130	114	186	127	99	136
Positive	188 44%	51 44%	75 45%	59 42%	85 43%	103 44%	57 44%	46 40%	85 46%	58 45%	43 43%	56 41%
Negative	83 19%	17 15%	27 16%	39 28%	41 20%	42 18%	20 16%	27 24%	36 19%	22 18%	24 24%	25 18%
Neutral	147 34%	46 39%	65 39%	35 24%	69 35%	78 34%	47 36%	36 32%	64 34%	46 36%	29 29%	54 40%
(DK/NS)	13 3%	3 2%	1 1%	9 6%	5 2%	8 4%	6 4%	6 5%	2 1%	1 1%	3 3%	2 1%

		RESIDENCE		CHILDREN		CHILDREN IN PRIM/SEC SCHOOL		YEARS LIVING IN TORONTO		
	Total	Own	Rent	Yes	No	Yes	No	1-5	6-10	11+
Base: Heard of Barbara Hall	430	240	184	101	329	71	359	43	52	332
Weighted	431	230	195	105	326	76	354	43	50	335
Positive	188 44%	98 43%	87 45%	42 40%	146 45%	28 37%	159 45%	16 37%	21 41%	151 45%
Negative	83 19%	54 24%	29 15%	15 14%	68 21%	11 15%	72 20%	8 19%	4 8%	71 21%
Neutral	147 34%	70 30%	75 38%	47 45%	100 31%	36 47%	111 31%	19 45%	24 47%	102 31%
(DK/NS)	13 3%	8 4%	5 2%	1 1%	12 4%	1 1%	12 3%	0 -	2 4%	11 3%

		BORN IN CANADA	
	Total	Yes	No
Base: Heard of Barbara Hall	430	249	181
Weighted	431	254	176
Positive	188 44%	108 43%	79 45%
Negative	83 19%	56 22%	26 15%
Neutral	147 34%	83 33%	64 36%
(DK/NS)	13 3%	7 3%	6 4%

The Race for Mayor – Detailed Tables

Now, based on what you heard, read, or seen about John Tory, can you tell me whether you have a positive, negative or neutral impression of him?

		AGE			GENDER		EDUCATION			HH INCOME		
	Total	18-34	35-54	55+	Male	Female	<=HS	P.Sec/ Some U	Univ Grad	<30K	30K-59K	60k+
Base: Heard of John Tory	301	72	110	116	155	146	60	84	157	48	79	124
Weighted	293	76	103	111	141	152	65	80	148	69	63	111
Positive	90	19	35	36	49	41	20	22	49	20	14	43
	31%	25%	34%	32%	35%	27%	31%	27%	33%	29%	22%	38%
Negative	44	14	12	18	22	22	9	7	29	11	13	17
	15%	18%	11%	16%	16%	15%	14%	9%	19%	16%	20%	15%
Neutral	139	42	49	48	62	77	26	44	69	36	29	50
	47%	55%	47%	43%	44%	51%	41%	55%	47%	52%	45%	45%
(DK/NS)	19	2	8	10	8	11	10	8	2	2	8	2
	6%	2%	7%	9%	5%	8%	15%	10%	1%	3%	12%	2%

		RESIDENCE		CHILDREN		CHILDREN IN PRIM/SEC SCHOOL		YEARS LIVING IN TORONTO		
	Total	Own	Rent	Yes	No	Yes	No	1-5	6-10	11+
Base: Heard of John Tory	301	191	108	66	235	48	253	37	24	239
Weighted	293	182	109	68	225	50	242	36	22	234
Positive	90	70	20	26	65	20	71	6	5	78
	31%	38%	19%	38%	29%	39%	29%	16%	23%	34%
Negative	44	23	20	6	39	4	40	7	2	35
	15%	13%	19%	9%	17%	8%	17%	20%	9%	15%
Neutral	139	76	62	31	108	24	115	22	14	104
	47%	42%	57%	46%	48%	48%	47%	59%	64%	44%
(DK/NS)	19	13	6	5	14	3	16	2	1	17
	6%	7%	6%	7%	6%	5%	7%	4%	4%	7%

		BORN IN CANADA	
	Total	Yes	No
Base: Heard of John Tory	301	182	119
Weighted	293	183	110
Positive	90	67	23
	31%	37%	21%
Negative	44	28	16
	15%	15%	15%
Neutral	139	80	59
	47%	44%	54%
(DK/NS)	19	7	12
	6%	4%	11%

The Race for Mayor – Detailed Tables

Now, based on what you heard, read, or seen about David Miller, can you tell me whether you have a positive, negative or neutral impression of him?

		AGE			GENDER		EDUCATION			HH INCOME		
	Total	18-34	35-54	55+	Male	Female	<=HS	P.Sec/ Some U	Univ Grad	<30K	30K-59K	60k+
Base: Heard of David Miller	243	49	90	100	112	131	59	68	116	40	63	97
Weighted	240	50	87	99	110	131	68	68	105	62	51	85
Positive	81 34%	20 41%	26 29%	32 33%	40 36%	41 31%	12 18%	23 34%	46 44%	15 25%	16 31%	36 43%
Negative	21 9%	1 2%	7 8%	14 14%	14 13%	7 6%	8 12%	3 4%	10 10%	7 11%	3 6%	7 8%
Neutral	118 49%	22 44%	51 58%	43 44%	50 46%	68 52%	34 50%	37 55%	46 44%	35 56%	25 50%	41 48%
(DK/NS)	21 9%	7 13%	4 5%	10 10%	6 5%	15 12%	14 20%	4 7%	3 3%	5 8%	7 13%	1 1%

		RESIDENCE		CHILDREN		CHILDREN IN PRIM/SEC SCHOOL		YEARS LIVING IN TORONTO		
	Total	Own	Rent	Yes	No	Yes	No	1-5	6-10	11+
Base: Heard of David Miller	243	155	88	47	196	32	211	27	20	195
Weighted	240	148	92	47	194	32	209	27	18	194
Positive	81 34%	49 33%	31 34%	18 38%	63 32%	13 42%	67 32%	13 47%	4 21%	64 33%
Negative	21 9%	18 12%	3 4%	2 5%	19 10%	1 4%	20 10%	0 -	2 14%	19 10%
Neutral	118 49%	70 47%	48 52%	23 49%	95 49%	15 48%	103 49%	14 50%	11 60%	92 48%
(DK/NS)	21 9%	11 7%	10 11%	4 8%	17 9%	2 6%	19 9%	1 3%	1 5%	19 10%

		BORN IN CANADA	
	Total	Yes	No
Base: Heard of David Miller	243	150	93
Weighted	240	149	92
Positive	81 34%	56 38%	25 27%
Negative	21 9%	15 10%	6 6%
Neutral	118 49%	69 47%	48 53%
(DK/NS)	21 9%	8 5%	13 14%

The Race for Mayor – Detailed Tables

Now, based on what you heard, read, or seen about John Nunziata [NUN-ZEE-A-TA], can you tell me whether you have a positive, negative or neutral impression of him?

		AGE			GENDER		EDUCATION			HH INCOME		
	Total	18-34	35-54	55+	Male	Female	<=HS	P.Sec/ Some U	Univ Grad	<30K	30K-59K	60k+
Base: Heard of John Nunziata [NUN-ZEE-A-TA]	354	75	141	133	176	178	88	98	167	66	89	139
Weighted	354	79	139	131	167	187	100	92	160	96	71	127
Positive	106	15	49	40	57	49	35	27	44	24	24	42
	30%	19%	35%	31%	34%	26%	35%	29%	27%	25%	34%	33%
Negative	78	18	26	33	39	39	11	20	47	20	13	35
	22%	23%	19%	26%	23%	21%	11%	22%	30%	21%	19%	28%
Neutral	150	43	62	43	66	84	46	36	67	48	30	49
	42%	54%	44%	33%	39%	45%	45%	39%	42%	50%	42%	38%
(DK/NS)	20	3	3	15	5	15	9	9	2	4	4	1
	6%	4%	2%	11%	3%	8%	9%	10%	1%	4%	6%	1%

		RESIDENCE		CHILDREN		CHILDREN IN PRIM/SEC SCHOOL		YEARS LIVING IN TORONTO		
	Total	Own	Rent	Yes	No	Yes	No	1-5	6-10	11+
Base: Heard of John Nunziata [NUN-ZEE-A-TA]	354	218	133	74	280	56	298	32	31	289
Weighted	354	211	139	76	278	58	296	34	28	289
Positive	106	66	40	21	85	16	90	5	5	95
	30%	31%	29%	27%	31%	27%	30%	14%	18%	33%
Negative	78	45	33	10	68	8	70	10	6	61
	22%	21%	24%	13%	25%	14%	24%	30%	21%	21%
Neutral	150	86	61	44	106	32	118	18	16	116
	42%	41%	44%	58%	38%	56%	40%	52%	55%	40%
(DK/NS)	20	14	5	2	18	2	18	1	2	18
	6%	7%	4%	2%	7%	3%	6%	3%	6%	6%

		BORN IN CANADA	
	Total	Yes	No
Base: Heard of John Nunziata [NUN-ZEE-A-TA]	354	220	134
Weighted	354	224	129
Positive	106	66	40
	30%	29%	31%
Negative	78	56	22
	22%	25%	17%
Neutral	150	94	56
	42%	42%	43%
(DK/NS)	20	9	11
	6%	4%	9%

The Race for Mayor – Detailed Tables

Now, based on what you heard, read, or seen about Tom Jakobek [JACK-A-BECK], can you tell me whether you have a positive, negative or neutral impression of him?

		AGE			GENDER		EDUCATION			HH INCOME		
	Total	18-34	35-54	55+	Male	Female	<=HS	P.Sec/ Some U	Univ Grad	<30K	30K-59K	60k+
Base: Heard of Tom Jakobek [JACK-A-BECK]	326	60	132	131	165	161	76	93	157	53	92	127
Weighted	312	59	124	126	149	163	78	87	148	70	73	115
Positive	28	6	14	8	18	10	7	9	12	6	7	11
	9%	10%	11%	6%	12%	6%	9%	10%	8%	9%	10%	10%
Negative	180	28	65	84	83	98	38	45	97	39	27	82
	58%	49%	52%	66%	56%	60%	49%	52%	66%	55%	37%	71%
Neutral	91	24	41	25	44	47	25	28	38	22	33	22
	29%	42%	33%	20%	30%	29%	32%	32%	26%	31%	46%	19%
(DK/NS)	13	0	4	9	4	9	8	5	1	4	6	0
	4%	-	3%	7%	3%	6%	10%	5%	1%	5%	8%	-

		RESIDENCE		CHILDREN		CHILDREN IN PRIM/SEC SCHOOL		YEARS LIVING IN TORONTO		
	Total	Own	Rent	Yes	No	Yes	No	1-5	6-10	11+
Base: Heard of Tom Jakobek [JACK-A-BECK]	326	210	114	66	260	48	278	32	22	271
Weighted	312	203	107	65	248	47	265	33	20	258
Positive	28	22	6	8	20	7	21	1	1	26
	9%	11%	5%	13%	8%	15%	8%	2%	5%	10%
Negative	180	124	55	32	148	23	157	15	9	155
	58%	61%	51%	50%	60%	49%	59%	46%	43%	60%
Neutral	91	47	43	23	69	16	75	17	9	65
	29%	23%	40%	35%	28%	34%	28%	52%	44%	25%
(DK/NS)	13	10	4	2	12	1	12	0	2	12
	4%	5%	3%	2%	5%	2%	5%	-	8%	4%

		BORN IN CANADA	
	Total	Yes	No
Base: Heard of Tom Jakobek [JACK-A-BECK]	326	217	109
Weighted	312	213	99
Positive	28	22	6
	9%	10%	6%
Negative	180	132	48
	58%	62%	49%
Neutral	91	54	38
	29%	25%	38%
(DK/NS)	13	6	7
	4%	3%	8%

The Race for Mayor – Detailed Tables

The mayoral candidates are discussing many issues. Which two issues should a mayoral candidate focus on to get your vote?

	Total	AGE			GENDER		EDUCATION			HH INCOME		
		18-34	35-54	55+	Male	Female	<=HS	P.Sec/ Some U	Univ Grad	<30K	30K-59K	60k+
Base: All respondents	500	155	194	144	248	252	123	133	243	103	148	172
Weighted	500	162	189	142	237	263	140	133	226	152	118	152
Housing/ affordable housing/ homelessness	99 20%	33 20%	31 17%	31 22%	34 14%	65 25%	29 20%	25 18%	45 20%	28 18%	18 15%	36 24%
Education (all mentions)	79 16%	39 24%	28 15%	12 8%	21 9%	58 22%	26 19%	23 17%	30 13%	38 25%	20 17%	14 9%
Crime/ violence	58 12%	16 10%	26 14%	17 12%	30 13%	28 11%	14 10%	19 14%	25 11%	20 13%	15 13%	16 10%
Healthcare	55 11%	19 12%	23 12%	12 8%	19 8%	36 14%	15 11%	16 12%	24 11%	17 11%	14 12%	16 11%
High taxes	53 11%	17 10%	22 11%	14 10%	35 15%	18 7%	11 8%	18 13%	25 11%	10 7%	15 13%	21 14%
Public transportation	40 8%	17 11%	13 7%	9 6%	27 11%	13 5%	5 4%	8 6%	26 11%	5 4%	8 7%	23 15%
Governmental accountability/ reduce waste	34 7%	4 3%	16 9%	12 9%	23 10%	10 4%	3 2%	7 6%	23 10%	2 1%	4 3%	21 14%
Unemployment/ jobs	32 6%	13 8%	16 8%	2 2%	17 7%	15 6%	9 7%	7 6%	15 7%	12 8%	9 8%	7 5%
Economy/ economic issues	30 6%	11 7%	14 7%	6 4%	23 10%	7 3%	3 2%	3 2%	24 11%	1 1%	8 6%	18 12%
Environmental issues/ pollution	29 6%	9 5%	12 6%	9 6%	10 4%	18 7%	9 7%	6 5%	13 6%	8 5%	7 6%	8 5%
Cleanliness/ cleaning up the city	25 5%	7 4%	10 5%	8 6%	8 3%	16 6%	4 3%	13 9%	8 4%	8 5%	3 3%	7 5%
Infrastructure	22 4%	1 0%	7 4%	15 10%	17 7%	5 2%	4 3%	8 6%	11 5%	4 3%	5 5%	7 5%
Blackout/ electricity/ hydro/ power	22 4%	9 5%	6 3%	7 5%	13 6%	8 3%	6 4%	6 4%	10 4%	11 7%	6 5%	1 0%
Transportation (unsp)	20 4%	4 3%	8 4%	7 5%	13 6%	7 3%	6 4%	6 4%	9 4%	3 2%	5 5%	6 4%
Garbage	17 3%	4 3%	8 4%	5 3%	8 3%	9 3%	5 4%	6 5%	6 2%	1 1%	5 4%	8 5%
Public services (general)	15 3%	2 1%	11 6%	1 1%	4 2%	11 4%	0 -	4 3%	11 5%	1 1%	2 2%	8 6%
Social services (children, elderly, etc.)	14 3%	5 3%	4 2%	5 4%	6 3%	7 3%	6 4%	2 1%	6 3%	9 6%	2 2%	2 1%
Public safety	14 3%	4 2%	7 3%	3 2%	5 2%	9 3%	3 2%	3 2%	7 3%	5 3%	1 1%	8 5%
Poverty	13 3%	2 1%	6 3%	4 3%	4 2%	9 3%	4 3%	2 1%	6 3%	5 4%	2 1%	4 2%
Immigration	12 2%	4 2%	6 3%	2 1%	4 2%	8 3%	1 2%	3 2%	8 3%	4 3%	2 2%	3 2%
Traffic	10 2%	5 3%	2 1%	3 2%	6 2%	4 2%	0 -	4 3%	7 3%	3 2%	1 1%	6 4%
Improving the city/ image of Toronto	10 2%	4 2%	4 2%	3 2%	6 2%	4 2%	3 2%	2 2%	5 2%	1 1%	4 3%	4 3%

The Race for Mayor – Detailed Tables

The mayoral candidates are discussing many issues. Which two issues should a mayoral candidate focus on to get your vote?

	Total	AGE			GENDER		EDUCATION			HH INCOME		
		18-34	35-54	55+	Male	Female	<=HS	P.Sec/ Some U	Univ Grad	<30K	30K-59K	60k+
Increase federal/ provincial funding	10 2%	4 3%	2 1%	4 3%	6 3%	4 1%	2 1%	4 3%	4 2%	2 1%	2 2%	2 2%
Same sex marriages	9 2%	5 3%	3 2%	0 -	4 2%	5 2%	2 1%	1 1%	5 2%	2 1%	2 1%	4 3%
Waterfront development	4 1%	1 1%	0 -	3 2%	2 1%	2 1%	0 -	2 1%	2 1%	0 -	1 1%	2 1%
Disease (SARS, West Nile, etc.)	3 1%	2 1%	2 1%	0 -	2 1%	2 1%	1 1%	2 1%	1 0	1 1%	2 2%	0 -
Racial issues	3 1%	1 0	1 0	1 1%	0 -	3 1%	1 1%	2 1%	1 0	0 -	2 1%	1 0
Other	43 9%	14 9%	8 4%	20 14%	25 10%	19 7%	12 8%	11 9%	21 9%	14 9%	10 9%	14 9%
Nothing	6 1%	4 3%	1 0	1 1%	0 -	6 2%	4 3%	0 -	1 1%	4 3%	1 1%	1 0
(DK/NS)	74 15%	19 12%	31 16%	23 16%	33 14%	41 16%	32 23%	20 15%	22 10%	27 18%	22 18%	9 6%

The Race for Mayor – Detailed Tables

The mayoral candidates are discussing many issues. Which two issues should a mayoral candidate focus on to get your vote?

		RESIDENCE		CHILDREN		CHILDREN IN PRIM/SEC SCHOOL		YEARS LIVING IN TORONTO		
	Total	Own	Rent	Yes	No	Yes	No	1-5	6-10	11+
Base: All respondents	500	259	235	130	370	90	410	94	56	345
Weighted	500	250	245	135	365	97	403	96	53	346
Housing/ affordable housing/ homelessness	99 20%	52 21%	47 19%	21 16%	78 21%	13 13%	86 21%	16 17%	6 11%	75 22%
Education (all mentions)	79 16%	23 9%	56 23%	37 27%	42 12%	29 30%	49 12%	18 19%	14 27%	46 13%
Crime/ violence	58 12%	32 13%	26 11%	18 14%	40 11%	14 14%	45 11%	13 14%	4 8%	41 12%
Healthcare	55 11%	19 8%	36 15%	16 12%	39 11%	12 12%	43 11%	11 12%	10 19%	34 10%
High taxes	53 11%	39 16%	12 5%	13 10%	40 11%	10 10%	44 11%	10 11%	4 8%	38 11%
Public transportation	40 8%	23 9%	17 7%	7 5%	32 9%	3 3%	36 9%	7 7%	7 14%	25 7%
Governmental accountability/ reduce waste	34 7%	25 10%	8 3%	10 8%	23 6%	6 6%	27 7%	0 -	3 5%	29 8%
Unemployment/ jobs	32 6%	11 4%	21 8%	18 14%	14 4%	13 13%	20 5%	12 12%	3 6%	17 5%
Economy/ economic issues	30 6%	18 7%	13 5%	9 7%	21 6%	5 5%	25 6%	7 7%	3 6%	19 6%
Environmental issues/ pollution	29 6%	11 5%	16 7%	6 5%	23 6%	2 2%	27 7%	3 3%	4 7%	22 6%
Cleanliness/ cleaning up the city	25 5%	10 4%	15 6%	7 5%	18 5%	5 5%	20 5%	5 5%	6 11%	14 4%
Infrastructure	22 4%	13 5%	9 4%	1 1%	21 6%	1 1%	21 5%	1 1%	1 3%	20 6%
Blackout/ electricity/ hydro/ power	22 4%	12 5%	10 4%	4 3%	18 5%	4 4%	18 5%	8 8%	1 2%	13 4%
Transportation (unsp)	20 4%	13 5%	7 3%	4 3%	16 4%	4 4%	16 4%	2 2%	2 3%	16 5%
Garbage	17 3%	13 5%	4 2%	2 1%	15 4%	2 2%	15 4%	1 1%	2 4%	14 4%
Public services (general)	15 3%	12 5%	2 1%	9 6%	6 2%	7 7%	8 2%	1 1%	3 5%	11 3%
Social services (children, elderly, etc.)	14 3%	6 3%	7 3%	2 1%	12 3%	1 1%	13 3%	1 1%	1 2%	11 3%
Public safety	14 3%	8 3%	6 2%	6 4%	8 2%	4 4%	9 2%	3 3%	4 7%	8 2%
Poverty	13 3%	6 2%	7 3%	2 2%	10 3%	0 -	13 3%	2 2%	0 -	11 3%
Immigration	12 2%	5 2%	6 3%	4 3%	8 2%	3 3%	9 2%	6 6%	0 -	6 2%
Traffic	10 2%	9 3%	2 1%	1 1%	9 2%	0 -	10 3%	1 1%	3 6%	6 2%
Improving the city/ image of Toronto	10 2%	5 2%	3 1%	1 1%	9 2%	0 -	10 3%	1 1%	2 3%	8 2%

The Race for Mayor – Detailed Tables

The mayoral candidates are discussing many issues. Which two issues should a mayoral candidate focus on to get your vote?

		RESIDENCE		CHILDREN		CHILDREN IN PRIM/SEC SCHOOL		YEARS LIVING IN TORONTO		
	Total	Own	Rent	Yes	No	Yes	No	1-5	6-10	11+
Increase federal/ provincial funding	10 2%	7 3%	3 1%	1 1%	9 2%	1 1%	9 2%	1 1%	2 4%	7 2%
Same sex marriages	9 2%	2 1%	7 3%	2 2%	7 2%	2 2%	7 2%	2 2%	1 2%	6 2%
Waterfront development	4 1%	2 1%	2 1%	0 -	4 1%	0 -	4 1%	1 1%	0 -	3 1%
Disease (SARS, West Nile, etc.)	3 1%	1 0	3 1%	1 1%	3 1%	1 1%	3 1%	2 2%	0 -	2 0
Racial issues	3 1%	1 0	3 1%	2 2%	1 0	2 2%	1 0	0 -	2 3%	2 1%
Other	43 9%	21 8%	22 9%	7 5%	37 10%	5 5%	38 10%	7 7%	2 3%	35 10%
Nothing	6 1%	1 0	5 2%	5 4%	1 0	5 5%	1 0	1 1%	0 -	5 1%
(DK/NS)	74 15%	38 15%	35 14%	16 12%	58 16%	13 13%	61 15%	17 18%	6 11%	50 14%

The Race for Mayor – Detailed Tables

The mayoral candidates are discussing many issues. Which two issues should a mayoral candidate focus on to get your vote?

	Total	BORN IN CANADA	
		Yes	No
Base: All respondents	500	266	234
Weighted	500	270	230
Housing/ affordable housing/ homelessness	99	68	32
	20%	25%	14%
Education (all mentions)	79	31	47
	16%	12%	21%
Crime/ violence	58	33	25
	12%	12%	11%
Healthcare	55	25	31
	11%	9%	13%
High taxes	53	29	25
	11%	11%	11%
Public transportation	40	27	13
	8%	10%	6%
Governmental accountability/ reduce waste	34	27	7
	7%	10%	3%
Unemployment/ jobs	32	6	27
	6%	2%	12%
Economy/ economic issues	30	17	13
	6%	6%	6%
Environmental issues/ pollution	29	19	10
	6%	7%	4%
Cleanliness/ cleaning up the city	25	9	16
	5%	3%	7%
Infrastructure	22	15	7
	4%	6%	3%
Blackout/ electricity/ hydro/ power	22	8	13
	4%	3%	6%
Transportation (unsp)	20	13	7
	4%	5%	3%
Garbage	17	10	7
	3%	4%	3%
Public services (general)	15	7	8
	3%	3%	3%
Social services (children, elderly, etc.)	14	5	9
	3%	2%	4%
Public safety	14	7	6
	3%	3%	3%
Poverty	13	10	2
	3%	4%	1%
Immigration	12	4	8
	2%	1%	3%
Traffic	10	7	4
	2%	2%	2%
Improving the city/ image of Toronto	10	5	5
	2%	2%	2%

The Race for Mayor – Detailed Tables

The mayoral candidates are discussing many issues. Which two issues should a mayoral candidate focus on to get your vote?

	Total	BORN IN CANADA	
		Yes	No
Increase federal/ provincial funding	10 2%	6 2%	4 2%
Same sex marriages	9 2%	5 2%	4 2%
Waterfront development	4 1%	4 1%	0 -
Disease (SARS, West Nile, etc.)	3 1%	0 -	3 2%
Racial issues	3 1%	1 0	3 1%
Other	43 9%	32 12%	11 5%
Nothing	6 1%	5 2%	1 0
(DK/NS)	74 15%	32 12%	43 19%