

THE RACE TO BE MAYOR OF TORONTO: DAVID MILLER FACES SERIOUS CHALLENGER IN JANE PITFIELD

Among Decided Voters: 55% For Mayor Miller Vs. 40% For Jane Pitfield

*Even Closer Among Those "Certain" To Show Up At The Polls:
51% For Miller Vs. 46% For Pitfield*



Ipsos Reid

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Toronto, ON – A new Ipsos Reid survey of 804 Torontonians reveals that current Toronto Mayor David Miller may be facing a serious challenger from the camp of mayoral candidate Jane Pitfield.

According to the survey, among decided voters in Toronto, David Miller attracts 55% support compared to 40% support for Jane Pitfield (meanwhile 43% of all Torontonians remain undecided or don’t know which candidate they would support). But given the voter conditions often surrounding municipal elections, it would appear that Ms. Pitfield’s efforts may be further bolstered by the fact that among those Torontonians who say they are “absolutely certain” (62% of all Torontonians) to vote in the upcoming election, support for the two contenders is almost tied: 51% support for David Miller vs. 46% support for Jane Pitfield.

	Decided Voters	"Certain" To Vote
Current Toronto Mayor David Miller	55%	51%
Mayoral candidate Jane Pitfield	40%	46%
Other	5%	4%

Please indicate which of the two Toronto mayoralty candidates you would most likely support or would lean towards in the upcoming election in November, 2006.



Support for both David Miller or Jane Pitfield appears to be highly issue-driven. For example:

David Miller's supporters are more likely than Jane Pitfield's to point to the following issues as election priorities:

- Public Transit/TTC (38% vs. 25%);
- Waterfront development/revitalization (19% vs. 7%); and
- Environment/Pollution (13% vs. 5%).

Jane Pitfield's supporters are more likely than David Miller's to point to:

- Garbage/Recycling Waste management (41% vs. 28%);
- Taxes/Taxation (24% vs. 12%); and,
- Fiscal responsibility (25% vs. 6%).

Another finding found that 57% of Torontonians feel David Miller has done a good job and deserves to be re-elected versus 43% who think he has done a poor job and does not deserve to be re-elected. But, among those who say they are "certain" to vote these numbers are essentially tied: 51% say he deserves to be re-elected versus 49% who say he does not deserve to be re-elected.

These are the findings of an Ipsos Reid poll conducted for National Post/Global News/CFRB from September 21st to 26th, 2006. A total of 804 Torontonians were surveyed via the Internet, yielding results which are accurate to within $\pm 3.5\%$ (19 times out of 20). The data were statistically weighted to ensure that the sample's age, sex, and region reflects that of the actual population.

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For more information on this news release, please contact:

John Wright
Senior Vice President
Ipsos Reid Public Affairs
(416) 324-2900

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