

As you may know, Toronto residents will have a vote for Mayor this coming November, 2006. Thinking ahead, would you say you are ...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H - I/J/K

* small base; ** very small base (under 30) ineligible for sig testing

		HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		CERTAINTY TO VOTE			DECIDED VOTERS		
	Total	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Certain	May vote	unlikely to vote	Miller	Pitfield	Other
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	804	120	212	472	201	603	533	218	53	251	202	23
Weighted	804	125	216	464	199	605	502	238	64*	252	187	23**
Absolutely certain you will vote in this election	502	50	132	321	104	398	502	0	0	171	155	12
	62%	40%	61% A	69% A	52%	66% D	100% GH	-	-	68%	83% I	52%
Somewhat confident you will vote in this election	144	21	32	90	39	104	0	144	0	60	19	4
	18%	17%	15%	20%	20%	17%	-	60% FH	-	24% J	10%	17%
Not sure either way	94	29	34	31	35	60	0	94	0	13	7	4
	12%	23% C	16% C	7% E	17% E	10%	-	40% FH	-	5% FG	4%	18%
Not really likely to vote in this election, or	20	7	6	7	4	16	0	0	20	2	2	2
	2%	6% C	3% C	1% E	2% E	3%	-	-	31% FG	1% FG	1% FG	9%
Not at all likely to vote in this election	44	17	12	15	16	27	0	0	44	7	3	1
	5%	14% BC	6% BC	3% BC	8% BC	4% BC	-	-	69% FG	3% FG	2% FG	4% FG
Summary												
Top2Box - Certain/ Confident will vote	646 80%	71 57%	163 76% A	411 89% AB	144 72%	502 83% D	502 100% GH	144 60% H	0 -	231 92%	174 93%	16 69%
Low2Box - Not really/ at all likely to vote	64 8%	25 20% BC	18 8% BC	21 5% BC	20 10%	43 7% BC	0 -	0 -	64 100% FG	9 3%	5 3%	3 13%

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	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	804	388	416	158	370	276	27	103	306	368
Weighted	804	392	412	239	321	244	24**	111*	301	368
Absolutely certain you will vote in this election	502	234	269	87	221	194	14	49	200	239
	62%	60%	65%	37%	69% C	79% CD	59%	44%	66% G	65% G
Somewhat confident you will vote in this election	144	77	67	63	49	32	1	32	39	72
	18%	20%	16%	26% DE	15%	13%	4%	29% H	13%	20% H
Not sure either way	94	48	47	48	33	14	6	14	43	31
	12%	12%	11%	20% DE	10% E	6%	25%	13%	14% I	8%
Not really likely to vote in this election, or	20	8	12	12	6	2	1	6	7	5
	2%	2%	3%	5% E	2%	1%	4%	5% I	2%	1%
Not at all likely to vote in this election	44	26	17	28	12	3	2	10	12	20
	5%	7%	4%	12% DE	4%	1%	7%	9% H	4%	5%
Summary										
Top2Box - Certain/ Confident will vote	646 80%	310 79%	335 81%	150 63%	270 84% C	226 92% CD	16 64%	80 72%	239 79%	311 85% G
Low2Box - Not really/ at all likely to vote	64 8%	34 9%	30 7%	40 17% DE	18 6% E	5 2%	3 12%	16 15% HI	19 6%	26 7%

[Decided Vote] 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.

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		HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION		CERTAINTY TO VOTE			DECIDED VOTERS			RESIDENCE		
	Total	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Certain	May vote	unlikely to vote	Miller	Pitfield	Other	Own	Rent	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Respondents who have decided Vote	476	54	118	304	103	373	363	98	15	251	202	23	298	166	12
Weighted	462	50*	117	295	94*	368	338	107*	17**	252	187	23**	277	172	13**
Current Toronto Mayor David Miller	252 55%	22 45%	64 55%	165 56%	44 47%	208 56%	171 51%	72 68%	9 52%	252 100%	0 -	0 -	142 51%	108 63%	2 17%
Mayoral candidate Jane Pitfield	187 40%	23 46%	45 38%	119 40%	41 44%	145 40%	155 46%	26 24%	5 30%	0 -	187 100%	0 -	120 43%	58 34%	9 68%
Other	23 5%	5 10%	7 6%	11 4%	9 9%	15 4%	12 4%	8 8%	3 18%	0 -	0 -	23 100%	15 5%	7 4%	2 15%

[Decided Vote] 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.

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
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		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Respondents who have decided Vote	476	263	213	67	222	187	17	47	164	248
Weighted	462	253	209	109*	192	160	15**	49*	157	242
Current Toronto Mayor David Miller	252 55%	134 53%	118 57%	72 66%	102 53%	78 48%	5 37%	26 53%	75 48%	145 60%
Mayoral candidate Jane Pitfield	187 40%	109 43%	77 37%	29 27%	81 42%	76 47%	7 50%	19 38%	72 46%	89 37%
Other	23 5%	10 4%	13 6%	8 7%	9 4%	7 4%	2 13%	4 8%	9 6%	8 3%

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.

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	804	120	212	472	201	603	533	218	53	251	202	23	462	318	24
Weighted	804	125	216	464	199	605	502	238	64*	252	187	23**	448	328	28**
Current Toronto Mayor David Miller	252 31%	22 18%	64 30%	165 36%	44 22%	208 34%	171 34%	72 30%	9 14%	252 100%	0 -	0 -	142 32%	108 33%	2 8%
Mayoral candidate Jane Pitfield	187 23%	23 18%	45 21%	119 26%	41 21%	145 24%	155 31%	26 11%	5 8%	0 -	187 100%	0 -	120 27%	58 18%	9 32%
Other	23 3%	5 4%	7 3%	11 2%	9 4%	15 2%	12 2%	8 3%	3 5%	0 -	0 -	23 100%	15 3%	7 2%	2 7%
(Dk/Ns)	342 43%	75 60%	99 46%	168 36%	104 53%	238 39%	164 33%	131 55%	47 73%	0 -	0 -	0 -	171 38%	156 48%	15 53%
		BC	C		E			F	FG					L	

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.

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Base: All respondents	804	388	416	158	370	276	27	103	306	368
Weighted	804	392	412	239	321	244	24**	111*	301	368
Current Toronto Mayor David Miller	252 31%	134 34%	118 29%	72 30%	102 32%	78 32%	5 22%	26 23%	75 25%	145 40%
Mayoral candidate Jane Pitfield	187 23%	109 28%	77 19%	29 12%	81 25%	76 31%	7 30%	19 17%	72 24%	89 24%
Other	23 3%	10 3%	13 3%	8 3%	9 3%	7 3%	2 8%	4 4%	9 3%	8 2%
(Dk/Ns)	342 43%	139 35%	203 49%	129 54%	129 40%	84 34%	10 39%	62 56%	144 48%	126 34%
			A	DE				I	I	

Which of the following two statements is closest to your own opinion?

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H - I/J/K

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		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	804	120	212	472	201	603	533	218	53	251	202	23
	804	125	216	464	199	605	502	238	64*	252	187	23**
David Miller has done a good job and deserves to be re-elected as Mayor of Toronto	459	75	126	258	112	347	256	159	44	248	12	4
	57%	60%	59%	56%	57%	57%	51%	67% F	69% F	98% J	6%	19%
David Miller has done a poor job and does not deserve to be re-elected as Mayor of Toronto	345	50	89	206	86	258	246	79	20	4	175	19
	43%	40%	41%	44%	43%	43%	49% GH	33%	31%	2%	94% I	81%

Which of the following two statements is closest to your own opinion?

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	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
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Base: All respondents	804	388	416	158	370	276	27	103	306	368
	804	392	412	239	321	244	24**	111*	301	368
David Miller has done a good job and deserves to be re-elected as Mayor of Toronto	459	222	237	173	174	113	11	61	166	222
	57%	57%	58%	72% DE	54% E	46%	45%	55%	55%	60%
David Miller has done a poor job and does not deserve to be re-elected as Mayor of Toronto	345	170	175	66	147	131	13	50	135	146
	43%	43%	42%	28%	46% C	54% CD	55%	45%	45%	40%

. [Total Mentions] Thinking about the upcoming municipal election in November in Toronto, what is the most important issue to you, personally, that the newly or re-elected mayor and Toronto city council should address as a priority? Are there any other issues that are important to you, personally, that the newly or re-elected mayor and Toronto city council should address as priorities?

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	804	120	212	472	201	603	533	218	53	251	202	23	462	318	24
Weighted	804	125	216	464	199	605	502	238	64*	252	187	23**	448	328	28**
Garbage/ Recycling/ Waste management	246 31%	22 18%	52 24%	171 37% AB	51 26%	195 32%	189 38% GH	51 22%	6 9%	70 28%	76 41% I	6 25%	166 37% M	72 22%	8 28%
Public Transit/ TTC	225 28%	28 22%	56 26%	142 31%	42 21%	183 30% D	162 32% GH	53 22%	10 15%	96 38% J	46 25%	10 44%	131 29%	84 26%	10 38%
Crime/ Violence	216 27%	34 27%	66 31%	116 25%	59 30%	157 26%	142 28%	64 27%	10 16%	61 24%	55 30%	3 12%	108 24%	100 30%	8 30%
Poverty/ Homeless	145 18%	20 16%	42 20%	82 18%	23 12%	122 20% D	104 21% H	37 16%	3 5%	56 22%	34 18%	4 19%	81 18%	63 19%	1 3%
Taxes/ Taxation	122 15%	16 13%	25 11%	82 18%	32 16%	90 15%	82 16%	36 15%	4 7%	29 12%	45 24% I	7 30%	90 20% M	27 8%	4 16%
Roads/ Highways	90 11%	7 6%	18 8%	65 14% A	20 10%	70 12%	64 13%	22 9%	3 5%	28 11%	28 15%	1 3%	64 14% M	26 8%	0 -
Fiscal responsibility/ spending (budget)	87 11%	10 8%	16 7%	62 13% B	15 8%	72 12%	68 14% GH	18 7%	2 3%	14 6%	46 25% I	2 7%	63 14% M	23 7%	2 7%
Waterfront development/ revitalization	87 11%	3 2%	13 6%	72 15% AB	14 7%	73 12%	63 13% H	23 10%	1 1%	49 19% J	13 7%	2 8%	61 14% M	26 8%	0 -
Schools/ Education	83 10%	19 15%	20 9%	43 9%	47 23% E	36 6%	42 8%	32 13% F	9 14%	27 11%	12 6%	2 9%	43 9%	33 10%	7 26%
Environment/ Pollution	79 10%	8 6%	24 11%	47 10%	22 11%	57 9%	53 11%	20 9%	6 9%	32 13% J	10 5%	0 -	48 11%	31 9%	1 4%
Housing/ Affordable Housing	79 10%	18 15% C	26 12%	35 7%	17 8%	62 10%	53 11%	21 9%	5 7%	30 12%	15 8%	1 5%	26 6%	52 16% L	1 3%
Hospitals/ Healthcare	59 7%	12 10%	23 11% C	23 5%	23 12% E	36 6%	35 7%	22 9%	2 3%	18 7%	10 6%	0 -	29 6%	28 9%	2 7%
Beautification of the city	56 7%	6 5%	15 7%	35 7%	13 7%	43 7%	38 7%	17 7%	2 3%	17 7%	14 7%	1 4%	34 8%	20 6%	2 6%

EB1_2. [Total Mentions] Thinking about the upcoming municipal election in November in Toronto, what is the most important issue to you, personally, that the newly or re-elected mayor and Toronto city council should address as a priority? Are there any other issues that are important to you, personally, that the newly or re-elected mayor and Toronto city council should address as priorities?

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Traffic congestion	55 7%	6 4%	11 5%	38 8%	13 6%	42 7%	36 7%	15 6%	4 6%	16 6%	15 8%	0 -	40 9% M	14 4%	1 3%
Social Services	51 6%	10 8%	16 7%	26 6%	23 11% E	29 5%	35 7%	13 6%	3 5%	14 6%	8 4%	2 8%	25 6%	26 8%	0 -
Island Airport	39 5%	2 1%	8 4%	30 6% A	5 3%	34 6%	33 6%	7 3%	0 -	15 6%	15 8%	4 16%	31 7% M	8 2%	0 -
City planning/ development	32 4%	4 3%	6 3%	21 5%	10 5%	22 4%	23 4%	7 3%	3 4%	15 6%	7 4%	0 -	19 4%	12 4%	1 3%
Government accountability	31 4%	4 4%	8 4%	19 4%	7 4%	24 4%	23 5%	7 3%	1 1%	5 2%	12 6% I	0 -	22 5%	9 3%	0 -
Municipal services	30 4%	1 1%	5 2%	24 5%	7 3%	23 4%	22 4%	8 4%	0 -	17 7%	5 3%	0 -	21 5%	9 3%	0 -
Employment/ Jobs	27 3%	3 2%	8 4%	16 4%	6 3%	20 3%	19 4%	4 2%	4 6%	9 4%	6 3%	0 -	11 3%	13 4%	2 7%
Infrastructure	24 3%	0 -	1 0	23 5% AB	3 1%	21 3%	16 3%	5 2%	3 4%	9 3%	6 3%	0 -	22 5% M	1 0	0 -
Transportation (unspecified)	23 3%	4 3%	5 2%	14 3%	3 2%	19 3%	17 3%	4 2%	1 1%	7 3%	10 5%	0 -	16 4%	7 2%	0 -
Cost of living	8 1%	4 3% C	3 1%	1 0	0 -	8 1%	5 1%	3 1%	0 -	1 0	2 1%	0 -	2 0	6 2%	0 -
Economy	7 1%	3 2%	1 0	4 1%	1 1%	6 1%	3 1%	2 1%	3 4% F	2 1%	2 1%	0 -	5 1%	2 1%	0 -
Tourism	4 1%	0 -	3 1%	2 0	0 -	4 1%	2 0	2 1%	0 -	2 1%	2 1%	0 -	3 1%	1 0	0 -
Other	99 12%	17 14%	28 13%	54 12%	22 11%	77 13%	64 13%	27 11%	8 13%	28 11%	33 18%	5 21%	47 11%	47 14%	5 19%

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		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Nothing	13 2%	1 1%	5 2%	7 2%	7 4%	6 1%	2 0	6 3%	6 9%	2 1%	2 1%	0 -	9 2%	5 1%	0 -
(Dk/Ns)	33 4%	14 11% BC	9 4%	10 2%	6 3%	27 4%	4 1%	11 4%	19 30% FG F	3 1%	0 -	1 4%	9 2%	22 7% L	3 9%