

Q1. Now, as you may know, an election to pick Toronto's mayor will be held in October. How certain are you that you will actually go out and vote in that election?

Total		REGION					VOTE IN OCTOBER			VOTE CHOICE Q2/Q3					
		Toronto	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somew hat likely	Not Very/Not at all likely	Rocco Rossi	George Smitherman	Joe Pantalone	Rob Ford	Other candidate	Undecided
(A) (n=400)		(B) (n=137)	(C) (n=44)	(D) (n=78)	(E) (n=83)	(F) (n=58)	(L) (n=230)	(M) (n=99)	(N) (n=63)	(O) (n=19)	(P) (n=128)	(Q) (n=45)	(S) (n=120)	(T) (n=18)	(U) (n=51)
Absolutely certain	214	65	23	47	38	41	214	0	0	6	82	31	69	6	17
	54%	60%	53%	51%	38%	73%	100%	-	-	37%	65%	72%	57%	28%	31%
	EGMNU	E				ADE	AMN				AU	AU	U		
Very likely	77	22	9	13	25	8	0	77	0	3	25	6	28	2	10
	19%	20%	20%	14%	25%	15%	-	73%	-	19%	20%	14%	23%	9%	19%
	ILN							ALN							
Somewhat likely	29	5	3	10	9	2	0	29	0	3	8	3	4	2	10
	7%	4%	7%	11%	9%	4%	-	27%	-	15%	7%	6%	3%	10%	18%
	ILNS							ALN							APS
Not very likely	23	5	3	6	8	1	0	0	23	2	4	0	8	1	6
	6%	5%	7%	6%	8%	3%	-	-	32%	11%	3%	-	6%	5%	11%
	LM								ALM						Q
Not likely at all	50	10	5	13	18	3	0	0	50	3	5	3	11	8	10
	12%	9%	10%	15%	18%	6%	-	-	68%	17%	4%	7%	9%	37%	19%
	HILMP								ALM						P
DK/NS	7	1	1	3	2	0	0	0	0	0	1	1	2	2	1
	2%	1%	2%	3%	2%	-	-	-	-	-	1%	1%	2%	10%	2%
Summary															
Absolutely certain	214	65	23	47	38	41	214	0	0	6	82	31	69	6	17
	54%	60%	53%	51%	38%	73%	100%	-	-	37%	65%	72%	57%	28%	31%
	EGMNU	E				ADE	AMN				AU	AU	U		
Very/Somewhat likely	106	26	12	23	35	10	0	106	0	6	33	9	32	4	20
	26%	24%	27%	25%	35%	18%	-	100%	-	34%	27%	20%	26%	19%	38%
	ILN				F			ALN							
Not Very/Not at all likely	73	15	8	19	26	5	0	0	73	5	9	3	18	9	16
	18%	14%	18%	21%	26%	9%	-	-	100%	29%	8%	7%	15%	43%	30%
	FHILMPQ				BF				ALM						APQS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I - A/J/K - A/L/M/N - A/O/P/Q/S/T/U - A/V/W/X - A/d Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q2 If the election for Toronto's mayor was being held tomorrow, which of the following candidates would you be most likely to vote for?

	Total	REGION					AGE			GENDER		VOTE IN OCTOBER			VOTE CHOICE Q2/Q3						CERTAINTY OF VOTING			Q1 Absolutely Certain and Q4 Very Certain
		Toronto	York/East York	Scarborough	North York	Etobicoke	Young (18- 34)	Mid (35-54)	Senior (55+)	Male	Female	Absolutely certain	Very/Somew hat likely	Not Very/Not at all likely	Rocco Rossi	George Smitherman	Joe Pantalone	Rob Ford	Other candidate	Undecided	Very Certain	Somewhat Certain	Not Very/Not At All Certain	
Base: Total	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	S	T	U	V	W	X	d
Weighted	400	137	44	78	83	58	83	147	161	191	209	230	99	63	19	128	45	120	18	51	4	15	27	0
	400	108	44*	92*	100*	56*	120*	156	124	192	208	214	106*	73*	17**	125	44*	122	21**	54*	4**	16**	28**	..**
George Smitherman	112	38	9	24	28	12	25	51	36	50	62	76	27	8	0	112	0	0	0	0	0	0	0	0
	28%	36%	21%	26%	28%	22%	20%	33%	29%	26%	30%	36%	26%	11%	-	89%	-	-	-	-	-	-	-	-
	NQSU	A										AN	N			AQSU								
Rob Ford	106	22	15	28	26	16	25	47	34	60	46	62	24	18	0	0	0	106	0	0	0	0	0	0
	27%	20%	34%	30%	26%	29%	21%	30%	28%	31%	22%	29%	23%	25%	-	-	-	87%	-	-	-	-	-	-
	BKPQU									K							APQU							
Joe Pantalone	37	15	6	8	3	5	15	10	12	14	24	28	7	2	0	0	37	0	0	0	0	0	0	0
	9%	14%	13%	8%	3%	10%	12%	7%	10%	7%	11%	13%	7%	3%	-	-	86%	-	-	-	-	-	-	-
	EPSU	AE	E									AN					APSU							
Rocco Rossi	12	4	2	0	2	4	3	4	5	4	8	5	3	3	12	0	0	0	0	0	0	0	0	0
	3%	4%	5%	-	2%	6%	3%	2%	4%	2%	4%	2%	3%	4%	68%	-	-	-	-	-	-	-	-	-
			D			D																		
Other candidate	6	1	1	1	3	0	2	3	1	2	4	5	1	0	0	0	0	0	6	0	0	0	0	0
	1%	1%	2%	1%	3%	-	1%	2%	1%	1%	2%	2%	1%	-	-	-	-	-	28%	-	-	-	-	-
Undecided	99	20	8	26	32	13	37	33	29	49	50	30	40	26	6	13	6	13	9	52	3	14	25	0
	25%	18%	18%	29%	32%	23%	31%	21%	23%	26%	24%	14%	37%	36%	32%	10%	14%	11%	45%	97%	79%	88%	90%	-
	BLPS				B								AL	AL						APQS				
DK/NS	28	7	3	4	7	6	14	7	7	13	15	7	4	16	0	1	0	3	6	2	1	2	3	0
	7%	7%	8%	5%	7%	11%	12%	5%	6%	7%	7%	3%	4%	22%	-	1%	-	2%	28%	3%	21%	12%	10%	-
	LPS													ALM										

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I - A/J/K - A/L/M/N - A/O/P/Q/S/T/U - A/V/W/X - A/d Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q3 Which one of these candidates would you say that you are leaning towards?

	Total	REGION					AGE			GENDER		VOTE IN OCTOBER			VOTE CHOICE Q2/Q3						CERTAINTY OF VOTING			Q1 Absolutely Certain and Q4 Very Certain
		Toronto	York/East York	Scarborough	North York	Etobicoke	Young (18-34)	Mid (35-54)	Senior (55+)	Male	Female	Absolutely certain	Very/Somewhat likely	Not Very/Not at all likely	Rocco Rossi	George Smitherman	Joe Pantalone	Rob Ford	Other candidate	Undecided	Very Certain	Somewhat Certain	Not Very/Not At All Certain	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	S	T	U	V	W	X	d
Base: Undecided who you would be most likely to vote for	123	34	12	26	33	18	35	38	44	59	64	43	40	35	5	14	6	15	13	51	4	15	27	0
Weighted	127	27**	11**	31**	39**	19**	51*	40*	36*	63*	65*	38*	43*	42*	6**	14**	6**	16**	15**	54*	4**	16**	28**	-.**
Rob Ford	16	2	1	4	4	4	4	6	5	8	7	7	8	0	0	0	0	16	0	0	3	7	6	0
	12%	8%	12%	14%	11%	19%	9%	15%	15%	13%	11%	18%	19%	-	-	-	-	100%	-	-	79%	43%	20%	-
	NU											N	N											
George Smitherman	14	4	1	3	3	3	3	6	5	4	10	5	6	2	0	14	0	0	0	0	1	3	10	0
	11%	15%	7%	9%	8%	17%	6%	14%	14%	6%	16%	14%	14%	4%	-	100%	-	-	-	-	21%	21%	34%	-
	U																							
Joe Pantalone	6	2	0	0	3	1	2	3	2	3	3	4	2	1	0	0	6	0	0	0	0	3	3	0
	5%	6%	-	-	9%	5%	3%	7%	5%	6%	4%	10%	4%	2%	-	-	100%	-	-	-	-	21%	10%	-
Rocco Rossi	6	1	2	0	3	0	2	3	1	6	0	1	2	2	6	0	0	0	0	0	0	2	3	0
	4%	3%	16%	-	7%	-	3%	8%	2%	9%	-	3%	6%	4%	100%	-	-	-	-	-	-	15%	11%	-
										K														
None/Other	15	2	1	6	7	0	7	4	4	10	5	1	3	9	0	0	0	0	15	0	0	0	7	0
	12%	8%	7%	18%	17%	-	14%	9%	12%	16%	8%	2%	8%	22%	-	-	-	-	100%	-	-	-	25%	-
	LU												L											
Undecided	48	12	4	14	11	7	18	14	15	23	25	17	15	15	0	0	0	0	0	48	0	0	0	0
	38%	42%	38%	45%	29%	36%	36%	35%	43%	36%	39%	44%	35%	36%	-	-	-	-	-	89%	-	-	-	-
	23	5	2	4	8	4	15	5	3	9	14	3	7	13	0	0	0	0	0	6	0	0	0	0
DK/NS	18%	18%	20%	14%	19%	22%	29%	13%	9%	14%	22%	9%	15%	31%	-	-	-	-	-	11%	-	-	-	-
	I						I						AL											

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Q2/Q3 Summary Q2 If the election for Toronto's mayor was being held tomorrow, which of the following candidates would you be most likely to vote for? Q3 Which one of these candidates would you say that you are leaning towards?

Total		REGION					VOTE IN OCTOBER			VOTE CHOICE Q2/Q3						
		Toronto	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somew hat likely	Not Very/Not at all likely	Rocco Rossi	George Smitherman	Joe Pantalone	Rob Ford	Other candidate	Undecided	
(A) (n=400)		(B) (n=137)	(C) (n=44)	(D) (n=78)	(E) (n=83)	(F) (n=58)	(L) (n=230)	(M) (n=99)	(N) (n=63)	(O) (n=19)	(P) (n=128)	(Q) (n=45)	(S) (n=120)	(T) (n=18)	(U) (n=51)	
Base: Total	125	43	10	27	31	15	82	33	9	0	125	0	0	0	0	
	31%	39%	23%	29%	31%	27%	38%	32%	13%	-	100%	-	-	-	-	
	NQSU	A					AN	N			AQSU					
George Smitherman	122	24	16	32	30	20	69	32	18	0	0	0	122	0	0	
	30%	22%	37%	35%	30%	35%	32%	30%	25%	-	-	-	100%	-	-	
	BKPQU												APQU			
Rob Ford	44	17	6	8	7	6	31	9	3	0	0	44	0	0	0	
	11%	16%	13%	8%	7%	12%	15%	8%	4%	-	-	100%	-	-	-	
	PSU	A					AN					APSU				
Joe Pantalone	17	5	4	0	4	4	6	6	5	17	0	0	0	0	0	
	4%	5%	10%	-	4%	6%	3%	6%	7%	100%	-	-	-	-	-	
	PS	D	D			D										
Rocco Rossi	21	3	2	7	10	0	6	4	9	0	0	0	0	21	0	
	5%	3%	4%	8%	10%	-	3%	4%	12%	-	-	-	-	100%	-	
	LPS			F	F				AL							
None/Other candidate	54	12	5	16	15	7	17	20	16	0	0	0	0	0	54	
	13%	11%	12%	17%	15%	12%	8%	19%	22%	-	-	-	-	-	100%	
	LPQS							L	AL						APQS	
Undecided	17	5	1	3	4	4	3	2	12	0	0	0	0	0	0	
	4%	4%	3%	3%	4%	8%	2%	2%	16%	-	-	-	-	-	-	
	LPS								ALM							
Summary																
Named candidate	308	88	36	67	72	45	188	80	36	17	125	44	122	0	0	
	77%	82%	82%	73%	72%	81%	88%	75%	49%	100%	100%	100%	100%	-	-	
	GNU						AMN	N			AU	AU	AU			
Did not name candidate	92	20	8	25	28	11	26	26	37	0	0	0	0	21	54	
	23%	18%	18%	27%	28%	19%	12%	25%	51%	-	-	-	-	100%	100%	
	HLPQS							L	ALM						APQS	

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - A/G/H/I - A/J/K - A/L/M/N - A/O/P/Q/S/T/U - A/V/W/X - A/d Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q2/Q3 Summary Q2 If the election for Toronto's mayor was being held tomorrow, which of the following candidates would you be most likely to vote for? Q3 Which one of these candidates would you say that you are leaning towards?

Total		REGION					VOTE IN OCTOBER			VOTE CHOICE Q2/Q3					
Base:		Toronto	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somew hat likely	Not Very/Not at all likely	Rocco Rossi	George Smitherman	Joe Pantalone	Rob Ford	Other candidate	Undecided
	(A)	(B)	(C)	(D)	(E)	(F)	(L)	(M)	(N)	(O)	(P)	(Q)	(S)	(T)	(U)
Base: Only those 'certain' to vote on Election Day	(n=230)	(n=86)	(n=24)	(n=41)	(n=35)	(n=44)	(n=230)	(n=)	(n=)	(n=8)	(n=87)	(n=34)	(n=71)	(n=5)	(n=18)
George Smitherman	82 38% QS	30 46%	5 23%	18 37%	15 41%	13 32%	82 38%	0 -	0 -	0 -	82 100% AQS	0 -	0 -	0 -	0 -
Rob Ford	69 32% BPQ	13 21%	11 46%	18 38%	12 32%	15 36%	69 32%	0 -	0 -	0 -	0 -	0 -	69 100% APQ	0 -	0 -
Joe Pantalone	31 15% PS	14 22% A	3 13%	5 11%	3 9%	5 13%	31 15%	0 -	0 -	0 -	0 -	31 100% APS	0 -	0 -	0 -
Rocco Rossi	6 3%	3 5%	1 3%	0 -	1 3%	1 3%	6 3%	0 -	0 -	6 100%	0 -	0 -	0 -	0 -	0 -
None/Other candidate	6 3%	1 1%	0 -	1 3%	4 10% AB	0 -	6 3%	0 -	0 -	0 -	0 -	0 -	0 -	6 100%	0 -
Undecided	17 8% BPS	1 2%	2 10%	5 11%	2 5%	6 14% B	17 8%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	17 100%
DK/NS	3 2%	1 2%	1 5%	0 -	0 -	1 2%	3 2%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
Summary															
Named candidate	188 88% A	61 94% A	20 85%	41 86%	32 85%	34 84%	188 88%	0 -	0 -	6 100%	82 100% A	31 100% A	69 100% A	0 -	0 -
Did not name candidate	26 12% BPQS	4 6%	3 15%	7 14%	6 15%	6 16%	26 12%	0 -	0 -	0 -	0 -	0 -	0 -	6 100%	17 100%

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Q6X Is gaining popularity and momentum. I'm going to read you some statements about the candidates in the campaign. For each one, please tell me which candidate best matches the statement ...

Total		REGION					VOTE IN OCTOBER			VOTE CHOICE Q2/Q3					
		Toronto	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somew hat likely	Not Very/Not at all likely	Rocco Rossi	George Smitherman	Joe Pantalone	Rob Ford	Other candidate	Undecided
Base: Total	(A) (n=400)	(B) (n=137)	(C) (n=44)	(D) (n=78)	(E) (n=83)	(F) (n=58)	(L) (n=230)	(M) (n=99)	(N) (n=63)	(O) (n=19)	(P) (n=128)	(Q) (n=45)	(S) (n=120)	(T) (n=18)	(U) (n=51)
George Smitherman	124	43	15	22	25	19	91	27	5	7	83	11	13	1	7
	31%	40%	34%	24%	25%	35%	42%	26%	7%	38%	66%	26%	11%	6%	13%
	GNSU	ADE					AMN	N			AQSU	S			
Rob Ford	123	24	11	34	35	19	62	33	26	4	22	5	72	8	7
	31%	22%	24%	37%	35%	34%	29%	31%	35%	21%	18%	11%	59%	39%	14%
	BPQU			B	B								APQU		
Joe Pantalone	42	12	7	6	13	4	21	15	7	1	6	17	11	1	6
	11%	11%	16%	7%	13%	8%	10%	14%	9%	5%	5%	39%	9%	4%	12%
	P											APSU			
Rocco Rossi	23	7	3	3	7	3	14	7	3	3	5	2	8	0	5
	6%	7%	8%	3%	7%	6%	6%	6%	3%	19%	4%	4%	7%	-	9%
Doesn't apply to any	29	8	2	10	8	2	10	6	10	2	4	1	6	7	8
	7%	7%	4%	11%	8%	4%	5%	6%	14%	13%	3%	3%	5%	31%	16%
	LP								AL						APS
DK/NS	58	14	6	18	13	8	17	17	22	1	5	7	11	4	20
	15%	13%	14%	19%	13%	15%	8%	16%	31%	4%	4%	17%	9%	20%	37%
	HILPS							L	ALM			P			APQS

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