

# Most Torontonians (28%) Give Mayoral Candidate Rob Ford Top Marks for Trust

*George Smitherman (21%), Joe Pantalone (17%)*

*Rocco Rossi (6%)*

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**Toronto, ON** – With less than two weeks to go in the race for the mayor's chair in Toronto, a new Ipsos Reid poll conducted on behalf of NewsTalk 1010 reveals that when asked which candidate they trust the most, a greater proportion of Torontonians, overall, choose Rob Ford (28%) over George Smitherman (21%), Joe Pantalone (17%) and Rocco Rossi (6%).

Among those most certain to actually go out and vote on Election Day, Rob Ford scores the highest with 31% choosing him followed by George Smitherman (25%), Joe Pantalone (23%) and then Rocco Rossi (6%).

But Mr. Ford's levels of trust (28%) are very uneven across the regions. He is most trusted closest to home in Etobicoke (38%) followed by Scarborough (34%), North York (31%), York/East York (26%) and, lastly, in the core of the city of Toronto at just 15%. Men (32%) are more likely than women (23%) to choose Mr. Ford as well as middle and older aged individuals (31%) compared to younger Torontonians (20%).

And much is the same for Mr. Smitherman (21%) – where he is most trusted where he comes from in downtown Toronto (28%) and least likely be chosen Etobicoke (13%), with North York (23%), York/East York (20%) and Scarborough (18%) falling in between. There are no



gender differences with roughly one in five of each trusting him and with a slight tilt to middle and older aged individuals over younger people.

For Mr. Pantalone (17%), his trust comes primarily from the Toronto core (26%) followed by York/East York (22%), Etobicoke (17%), Scarborough (16%) and North York (7%). There are no major demographic or gender differences with approximately one in seven in each category choosing him as the most trustworthy candidate.

As for Mr. Rossi (6%), he registers his highest levels of trust in York/East York (10%), Etobicoke (10%) and Toronto (9%) with just 3% in North York and 2% in Scarborough. There are no noticeable demographic or gender differences.

*These are the findings of an Ipsos Reid poll conducted on behalf of NewsTalk 1010 from October 8-10, 2010. For the survey, a representative randomly-selected sample of 400 adults living in Toronto was interviewed by telephone. With a sample of this size, the results are considered accurate to within  $\pm 4.9$  percentage points, 19 times out of 20, of what they would have been had the entire adult population of Toronto proper been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Toronto population according to Census data. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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