

Most Torontonians (23%) Would Choose Rob Ford over Rivals to Trust with their Personal Finances

Ford is also chosen as Mayoral Candidate Most Folks would want to have a Beer or Coffee with (28%)

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Toronto, ON – A new Ipsos Reid poll conducted on behalf of NewsTalk 1010 finds that the most Torontonians, overall, would trust with their personal finances to Mayoral candidate Rob Ford (23%) compared to rivals George Smitherman (15%), Joe Pantalone (12%) and Rocco Rossi (6%). And among those most certain to actually go out and vote on Election Day, voters similarly select Rob Ford (26%), George Smitherman (17%), Joe Pantalone (15%) and Rocco Rossi (9%).

Mr. Ford's levels of trust with voters' personal finances (23%) are most likely to be found in Scarborough (29%), followed by York/East York (26%), Etobicoke (25%), North York (19%) and, lastly, in the core of the city of Toronto with just 18%. Men (26%) are more likely than women (20%) to choose Mr. Ford as well as middle and older aged individuals compared to younger Torontonians.

Mr. Smitherman (15%) is most likely to find his trust with voters' personal finances in downtown Toronto (22%), followed by Scarborough (14%), York/East York (12%), North York (12%) and Etobicoke (7%). Men (17%) are more likely than women (12%) to offer their trust as well as those who are more middle-aged as opposed to those who were older or younger Torontonians.

For Mr. Pantalone (12%), his trust comes primarily from the Toronto core (17%) followed by Etobicoke (16%), Scarborough (12%), York/East York (10%) and North York (7%). There are no major demographic or gender differences.

As for Mr. Rossi (6%), he registers his highest levels of trust in Etobicoke (9%), followed by downtown Toronto, York/East York, North York at 6% and Scarborough at 5%. There are no noticeable demographic or gender differences.

When asked which candidate they would like to have a beer or a coffee with, most Torontonians, overall, choose Rob Ford (28%) followed by George Smitherman (17%), Joe Pantalone (15%) and Rocco Rossi (6%). Among those most certain to actually go out and vote on Election Day, these voters choose Rob Ford (33%), George Smitherman (23%), Joe Pantalone (18%) and Rocco Rossi (7%).

Candidate Ford is likely to get the best reception for a beverage of all of the candidates scoring highly in every region of the city – 34% in Etobicoke, 31% in North York, 29% in Scarborough, 28% in York/East York and 21% in Toronto. On the other hand, Mr. Smitherman would be most welcome in downtown Toronto (27%), Mr. Pantalone in York/East York (20%) and Mr. Rossi in York/East York (15%).

Interestingly, 22% of Torontonians don't want to sit down and have a beverage with any of the candidates.



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 ± 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.

For more information on this news release, please contact:

***John Wright
Senior Vice President
Ipsos Reid
Public Affairs
(416) 324-2002***

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