

The David Miller Legacy:

Six in 10 (59%) Say He's been A Good Mayor For Toronto

Public Release Date: Friday, October 15, 2010, 6:00 AM EDT



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The David Miller Personal Legacy:

Six in 10 (59%) Say He's been A Good Mayor For Toronto

Toronto, ON - A new Ipsos Reid poll conducted on behalf of NewsTalk 1010 shows that outgoing Mayor David Miller is leaving a positive personal legacy for his time running Canada's largest city.

It hasn't always been this way for sure, especially following the 2009 garbage strike when the Mayor's political cache sunk to an all time low and he soon thereafter announced he would not run for another term. However, there are some signs in other, recent, Ipsos Reid Toronto polls that suggest the current crop of candidates racing to replace the Mayor may be making some Torontonians a bit nostalgic for Mr. Miller before he's even left the building. It's also fair to say though that there's a constituency that very much respects and admires what he's done for the city during his time in office regardless of what his detractors say.

When asked to consider if, all things together, David Miller was a 'good mayor' for Toronto, six in 10 (59%) Torontonians agree with this view (25% strongly/34% somewhat) versus four in 10 (38%) who disagree (25% strongly/14% somewhat).

As for regions of Toronto, 69% in the Toronto core give David Miller top marks for being a good Mayor followed by those in Scarborough (59%), North York (56%), Etobicoke (53%) and York/East York (49%). And when it comes to demographics, those who are younger (18-34) give the Mayor a strong positive endorsement (72%) followed by those aged 35-54 (56%) and



those aged 55+ (51%). Women (65%) are more likely than men (53%) to give him a positive review.

Where it becomes interesting is in looking at voters segregated by the candidate that they currently support. Among voters who give David Miller thumbs-up for his reign, they are most likely to come from candidate supporters of George Smitherman (76%), Joe Pantalone (76%) and Rocco Rossi (58%) – but not from those voters who are supporting Rob Ford where only 36% give the outgoing Mayor a good review. And that may explain more about the dynamics of the current Toronto mayoralty race than anything else.

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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