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	Vote Choice			Toronto Region					Likelihood of voting in October		
		George Smitherman	Joe Pantalone	Rob Ford	Toronto (Old City of Toronto, Downtown Toronto, etc)	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somewhat likely	Not Very/Not at all likely
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(N)	(O)	(P)
Base: Total	(n=500)	(n=156)	(n=64)	(n=164)	(n=157)	(n=64)	(n=115)	(n=89)	(n=75)	(n=283)	(n=144)	(n=61)
Absolutely certain	270 54%	90 59%	40 60%	104 63%	81 60% G G	25 46%	60 52%	57 46%	47 67% EG EG	270 100% OP OP	0 -	0 -
Very likely	100 20%	31 20%	15 22%	32 19%	25 18%	11 20%	25 22%	28 23%	11 15%	0 -	100 67% NP NP	0 -
Somewhat likely	48 10%	16 10%	3 5%	16 10%	10 7%	11 19% DH DH	13 11%	12 10%	3 5%	0 -	48 33% NP NP	0 -
Not very likely	13 3%	6 4%	0 -	3 2%	5 4%	1 1%	4 3%	1 1%	2 2%	0 -	0 -	13 18% NO NO
Not likely at all	58 12%	9 6%	8 12%	7 4%	13 9%	6 11%	13 11%	20 16%	6 9%	0 -	0 -	58 82% NO NO
DK/NS	11 2%	1 1%	1 1%	3 2%	1 1%	2 3%	0 -	6 5% F F	2 2%	0 -	0 -	0 -
Summary												
Absolutely certain	270 54%	90 59%	40 60%	104 63%	81 60% G G	25 46%	60 52%	57 46%	47 67% EG EG	270 100% OP OP	0 -	0 -
Very/Somewhat likely	148 30%	47 30%	18 27%	48 29%	34 26%	21 39% H H	38 33%	41 32%	14 20%	0 -	148 100% NP NP	0 -
Not Very/Not at all likely	71 14%	15 10%	8 12%	10 6%	18 13%	7 13%	17 15%	22 17%	8 11%	0 -	0 -	71 100% NO NO

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H - I/J/K - L/M - N/O/P - Q/R Overlap formulae used. * small base

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	Vote Choice			Toronto Region					Likelihood of voting in October		
		George Smitherman	Joe Pantalone	Rob Ford	Toronto (Old City of Toronto, Downtown Toronto, etc)	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somewhat likely	Not Very/Not at all likely
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(N)	(O)	(P)
Base: Total	(n=500)	(n=156)	(n=64)	(n=164)	(n=157)	(n=64)	(n=115)	(n=89)	(n=75)	(n=283)	(n=144)	(n=61)
Rob Ford	145	0	0	145	27	11	41	27	39	90	45	6
	29%	-	-	88%	20%	20%	35%	22%	55%	33%	30%	9%
				AB			DG		DEFG	P	P	
George Smitherman	138	138	0	0	48	18	26	32	15	84	40	13
	28%	90%	-	-	36%	32%	22%	25%	21%	31%	27%	19%
		BC			FH							
Joe Pantalone	60	0	60	0	21	8	10	16	5	36	17	7
	12%	-	90%	-	16%	15%	9%	13%	7%	13%	11%	10%
			AC									
Other candidate	6	0	0	0	2	1	3	1	0	2	2	2
	1%	-	-	-	1%	1%	2%	1%	-	1%	2%	2%
Don't know or undecided	121	12	7	17	32	15	33	33	9	38	40	40
	24%	8%	10%	10%	24%	27%	28%	26%	13%	14%	27%	56%
							H				N	NO
DK/NS	30	3	0	4	5	3	3	17	3	21	4	3
	6%	2%	-	2%	3%	5%	3%	13%	4%	8%	3%	4%
								DF				

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H - I/J/K - L/M - N/O/P - Q/R Overlap formulae used. * small base

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q3. Which one of these candidates would you say that you are leaning towards?

	Total	Vote Choice			Toronto Region					Likelihood of voting in October		
		George Smitherman	Joe Pantalone	Rob Ford	Toronto (Old City of Toronto, Downtown Toronto, etc)	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somewhat likely	Not Very/Not at all likely
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(N)	(O)	(P)
Base: Don't Know Or Undecided Who You Would Be Most Likely To Vote For	(n=150)	(n=17)	(n=9)	(n=17)	(n=42)	(n=21)	(n=34)	(n=37)	(n=16)	(n=67)	(n=41)	(n=35)
Rob Ford	20 / 13%	0 / -	0 / -	20 / 100%	0 / -	2 / 13%	5 / 15%	11 / 22% D	2 / 16%	14 / 24% O	3 / 7%	3 / 8%
George Smitherman	15 / 10%	15 / 100%	0 / -	0 / -	6 / 16%	2 / 14%	3 / 7%	3 / 7%	1 / 8%	7 / 12%	7 / 15%	1 / 3%
Joe Pantalone	7 / 5%	0 / -	7 / 100%	0 / -	4 / 11%	0 / -	2 / 5%	1 / 2%	0 / -	4 / 7%	2 / 4%	1 / 2%
None/Other	11 / 7%	0 / -	0 / -	0 / -	3 / 8%	0 / -	6 / 16%	1 / 2%	1 / 7%	2 / 3%	2 / 4%	8 / 18% N
Don't know or undecided	78 / 51%	0 / -	0 / -	0 / -	19 / 51%	10 / 56%	17 / 47%	26 / 53%	6 / 51%	20 / 34%	27 / 60% N	25 / 59% N
DK/NS	20 / 14%	0 / -	0 / -	0 / -	5 / 13%	3 / 17%	4 / 10%	7 / 14%	2 / 19%	12 / 20%	4 / 10%	4 / 10%

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

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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	Vote Choice			Toronto Region					Likelihood of voting in October		
		George Smitherman	Joe Pantalone	Rob Ford	Toronto (Old City of Toronto, Downtown Toronto, etc)	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somewhat likely	Not Very/Not at all likely
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(N)	(O)	(P)
Base: Total	(n=500)	(n=156)	(n=64)	(n=164)	(n=157)	(n=64)	(n=115)	(n=89)	(n=75)	(n=283)	(n=144)	(n=61)
Rob Ford	165 / 33%	0 / -	0 / -	165 / 100% AB / AB	27 / 20%	14 / 25%	46 / 40% D / D	38 / 30%	41 / 58% DEFG / DEFG	104 / 39% P / P	48 / 32% P / P	10 / 14%
George Smitherman	153 / 31%	153 / 100% BC / BC	0 / -	0 / -	54 / 40% FH / FH	20 / 36%	28 / 25%	35 / 28%	16 / 22%	90 / 33%	47 / 31%	15 / 21%
Joe Pantalone	67 / 13%	0 / -	67 / 100% AC / AC	0 / -	25 / 19% H / H	8 / 15%	12 / 10%	17 / 13%	5 / 7%	40 / 15%	18 / 12%	8 / 11%
Other candidate	6 / 1%	0 / -	0 / -	0 / -	2 / 1%	1 / 1%	3 / 2%	1 / 1%	0 / -	2 / 1%	2 / 2%	2 / 2%
None/Other candidate	11 / 2%	0 / -	0 / -	0 / -	3 / 2%	0 / -	6 / 5%	1 / 1%	1 / 1%	2 / 1%	2 / 1%	8 / 11% NO / NO
Don't know or undecided	73 / 15%	0 / -	0 / -	0 / -	19 / 14%	10 / 18%	17 / 15%	21 / 17%	6 / 9%	17 / 6%	27 / 18% N / N	25 / 36% NO / NO
DK/NS	25 / 5%	0 / -	0 / -	0 / -	5 / 4%	3 / 5%	4 / 3%	12 / 10%	2 / 3%	15 / 5%	4 / 3%	4 / 6%
Summary												
Declared Voting Intention	391 / 78%	153 / 100%	67 / 100%	165 / 100%	108 / 80%	42 / 77%	89 / 77%	91 / 73%	61 / 87% G / G	237 / 88% OP / OP	115 / 78% P / P	34 / 47%
Did Not Declare Voting Intention	109 / 22%	0 / -	0 / -	0 / -	27 / 20%	13 / 23%	26 / 23%	34 / 27% H / H	9 / 13%	34 / 12%	33 / 22% N / N	37 / 53% NO / NO

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H - I/J/K - L/M - N/O/P - Q/R Overlap formulae used. * small base

Ipsos Reid

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	Vote Choice			Toronto Region					Likelihood of voting in October		
		George Smitherman	Joe Pantalone	Rob Ford	Toronto (Old City of Toronto, Downtown Toronto, etc)	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somew hat likely	Not Very/Not at all likely
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(N)	(O)	(P)
Base: Filtered on those 'certain' to vote at Q1	(n=283)	(n=96)	(n=38)	(n=107)	(n=97)	(n=29)	(n=63)	(n=45)	(n=49)	(n=283)	(n=)	(n=)
Rob Ford	104 39%	0 -	0 -	104 100% AB AB	20 24%	5 19%	30 49% D D	21 37%	29 62% DG DG	104 39%	0 -	0 -
George Smitherman	90 33%	90 100% BC BC	0 -	0 -	40 49% FH FH	8 34%	14 23%	19 34%	9 19%	90 33%	0 -	0 -
Joe Pantalone	40 15%	0 -	40 100% AC AC	0 -	12 15%	7 27%	8 13%	8 15%	5 11%	40 15%	0 -	0 -
Other candidate	2 1%	0 -	0 -	0 -	1 1%	0 -	0 -	1 2%	0 -	2 1%	0 -	0 -
None/Other	2 1%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 2%	2 1%	0 -	0 -
Don't know or undecided	17 6%	0 -	0 -	0 -	5 6%	2 9%	4 7%	5 8%	2 3%	17 6%	0 -	0 -
DK/NS	15 5%	0 -	0 -	0 -	4 5%	3 12%	4 6%	3 5%	1 3%	15 5%	0 -	0 -
Summary												
Declared Voting Intention	237 88%	90 100%	40 100%	104 100%	73 90%	20 79%	51 86%	50 87%	43 92%	237 88%	0 -	0 -
Did Not Declare Voting Intention	34 12%	0 -	0 -	0 -	9 10%	5 21%	9 14%	7 13%	4 8%	34 12%	0 -	0 -

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

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q5. And who would be your second choice? Would it be...

	Total	Vote Choice			Toronto Region					Likelihood of voting in October		
		George Smitherman	Joe Pantalone	Rob Ford	Toronto (Old City of Toronto, Downtown Toronto, etc)	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somewhat likely	Not Very/Not at all likely
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(N)	(O)	(P)
Base: Declared Voting Intention	(n=393)	(n=156)	(n=64)	(n=164)	(n=128)	(n=49)	(n=89)	(n=65)	(n=62)	(n=243)	(n=115)	(n=30)
Joe Pantalone	136 35%	91 60% BC BC	0 -	44 27% B B	50 46% FG FG	15 37%	27 30%	23 26%	21 34%	81 34%	43 37%	11 31%
George Smitherman	91 23%	0 -	40 59% AC AC	51 31% A A	23 22%	9 21%	17 20%	26 29%	15 24%	56 24%	26 23%	9 27%
Rob Ford	45 11%	30 20% C C	13 20% C C	0 -	8 7%	5 13%	17 19% DH DH	11 12%	4 6%	20 9%	20 18% N N	4 11%
Other candidate	15 4%	4 2%	2 3%	8 5%	2 2%	1 2%	4 5%	6 6%	3 4%	10 4%	3 2%	2 5%
Don't know or undecided	100 26%	25 16%	12 18%	60 36% AB AB	24 22%	12 27%	23 26%	23 25%	18 30%	67 28%	21 18%	9 25%
DK/NS	5 1%	3 2%	0 -	2 1%	2 1%	0 -	0 -	2 3%	1 2%	3 1%	2 2%	0 -

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

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q6. And when you go to mark your ballot for Mayor on October 25, what is the main issue or the primary motivation that will be driving you to do so?

	Total	Vote Choice			Toronto Region					Likelihood of voting in October		
		George Smitherman	Joe Pantalone	Rob Ford	Toronto (Old City of Toronto, Downtown Toronto, etc)	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somew hat likely	Not Very/Not at all likely
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(N)	(O)	(P)
Base: Total	(n=500)	(n=156)	(n=64)	(n=164)	(n=157)	(n=64)	(n=115)	(n=89)	(n=75)	(n=283)	(n=144)	(n=61)
Spending/waste at City Hall/ City budget/debt/deficit/ high taxes/want less taxes	93 / 19%	15 / 10%	4 / 5%	58 / 35% AB AB	20 / 15%	10 / 18%	33 / 29% DG DG	18 / 14%	12 / 17%	56 / 21%	28 / 19%	7 / 10%
Transit/Transportation	47 / 9%	23 / 15% C C	15 / 22% C C	7 / 4%	11 / 8%	8 / 14%	10 / 9%	16 / 12%	3 / 5%	35 / 13% P P	11 / 8%	1 / 1%
Stop Rob Ford from winning	21 / 4%	17 / 11% C C	4 / 5% C C	0 / -	11 / 8% G G	2 / 4%	3 / 2%	2 / 2%	3 / 4%	16 / 6%	3 / 2%	2 / 2%
Economy/jobs	21 / 4%	5 / 3%	3 / 4%	10 / 6%	7 / 5%	1 / 2%	6 / 6%	5 / 4%	2 / 3%	12 / 5%	4 / 2%	5 / 7%
Cost of living	9 / 2%	0 / -	0 / -	6 / 3% A A	3 / 2%	1 / 3%	0 / -	4 / 3%	0 / -	7 / 3%	0 / -	1 / 1%
Crime	8 / 2%	3 / 2%	4 / 5% C C	0 / -	2 / 2%	1 / 1%	2 / 2%	3 / 2%	1 / 1%	4 / 1%	3 / 2%	1 / 2%
Education	7 / 1%	2 / 2%	1 / 1%	0 / -	2 / 2%	0 / -	0 / -	4 / 3%	1 / 1%	0 / -	4 / 3% N N	2 / 3% N N
Social Services	6 / 1%	1 / 1%	2 / 3%	1 / 1%	2 / 2%	1 / 3%	0 / -	0 / -	2 / 3%	4 / 2%	1 / 1%	0 / -
Parks/Recreation/Cultural Facilities	6 / 1%	0 / -	1 / 1%	1 / 1%	2 / 1%	1 / 3%	2 / 1%	0 / -	1 / 1%	3 / 1%	2 / 2%	0 / -
Environment/Water/Air	5 / 1%	3 / 2%	0 / -	0 / -	2 / 1%	0 / -	0 / -	4 / 3%	0 / -	2 / 1%	2 / 2%	1 / 1%
Stop George Smitherman from winning	5 / 1%	2 / 1%	0 / -	4 / 2%	2 / 1%	0 / -	0 / -	0 / -	3 / 5% FG FG	4 / 2%	1 / 1%	0 / -
Municipal Services	4 / 1%	2 / 1%	0 / -	2 / 1%	2 / 1%	0 / -	0 / -	1 / 1%	1 / 1%	3 / 1%	1 / 1%	0 / -
	3	2	1	0	0	1	1	0	1	2	0	1

q6. And when you go to mark your ballot for Mayor on October 25, what is the main issue or the primary motivation that will be driving you to do so?

	Total	Vote Choice			Toronto Region					Likelihood of voting in October		
		George Smitherman	Joe Pantalone	Rob Ford	Toronto (Old City of Toronto, Downtown Toronto, etc)	York/East York	Scarborough	North York	Etobicoke	Absolutely certain	Very/Somewhat likely	Not Very/Not at all likely
Traffic/congestion	1%	1%	1%	-	-	1%	1%	-	1%	1%	-	1%
Child care	2 0	0 -	1 2%	1 1%	0 -	1 2%	0 -	1 1%	0 -	0 -	1 1%	1 2%
Growth	2 0	1 1%	0 -	1 1%	0 -	1 1%	1 1%	0 -	0 -	1 0	1 1%	0 -
Commercial/Business Development	2 0	0 -	0 -	1 0	0 -	1 1%	1 1%	0 -	0 -	1 0	1 0	0 -
Road construction/repair	2 0	1 0	0 -	1 1%	0 -	1 1%	1 1%	0 -	0 -	1 0	1 1%	0 -
Garbage collection/waste	1 0	0 -	0 -	1 0	0 -	0 -	1 1%	0 -	0 -	0 -	1 1%	0 -
Hydro	1 0	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 0	0 -	0 -
Other	175 35%	66 43%	22 33%	56 34%	53 39%	18 33%	36 31%	39 32%	29 41%	98 36%	55 37%	21 30%
DK/NS	83 17%	12 8%	11 17%	16 10%	16 12%	8 14%	19 16%	29 23% $_D$ D	11 16%	20 8%	28 19% $_N$ N	28 39% $_{NO}$ NO

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E/F/G/H - I/J/K - L/M - N/O/P - Q/R Overlap formulae used. * small base

Ipsos Reid