



Ipsos Reid



CFRB Toronto Poll – Part 1

Release Date: March 9, 2011, 4pm EST



3/9/2011

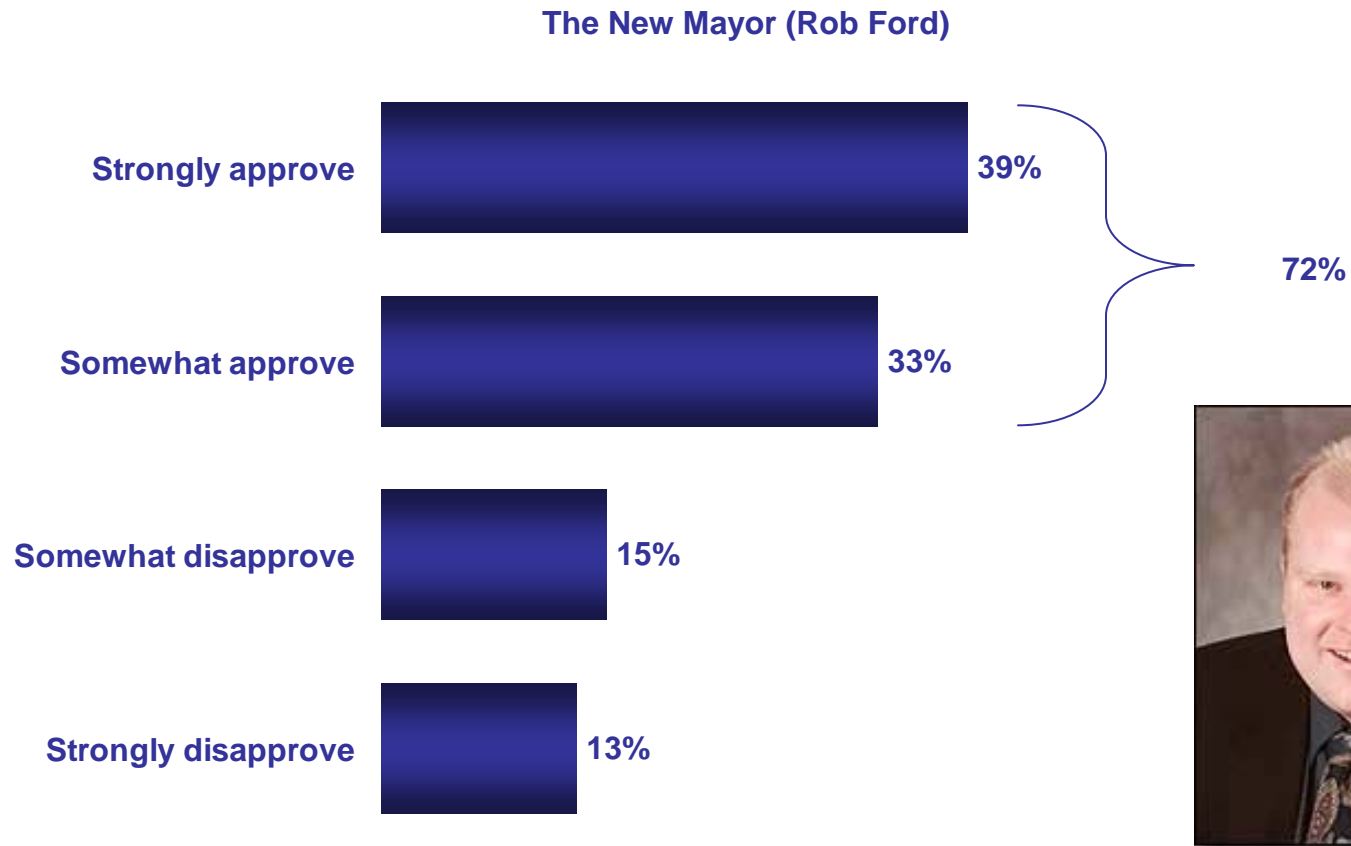
Nobody's Unpredictable



Methodology

- *These are some of the findings of an Ipsos Reid poll conducted between March 1 to 6, 2011, on behalf of CFRB NewsTalk 1010 Radio.*
- *For this survey, a sample of 513 adults living in Toronto from Ipsos' Canadian online panel was interviewed online.*
- *Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe.*
- *A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-4.5 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Toronto been polled.*
- *All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

Rob Ford's Approval Rating



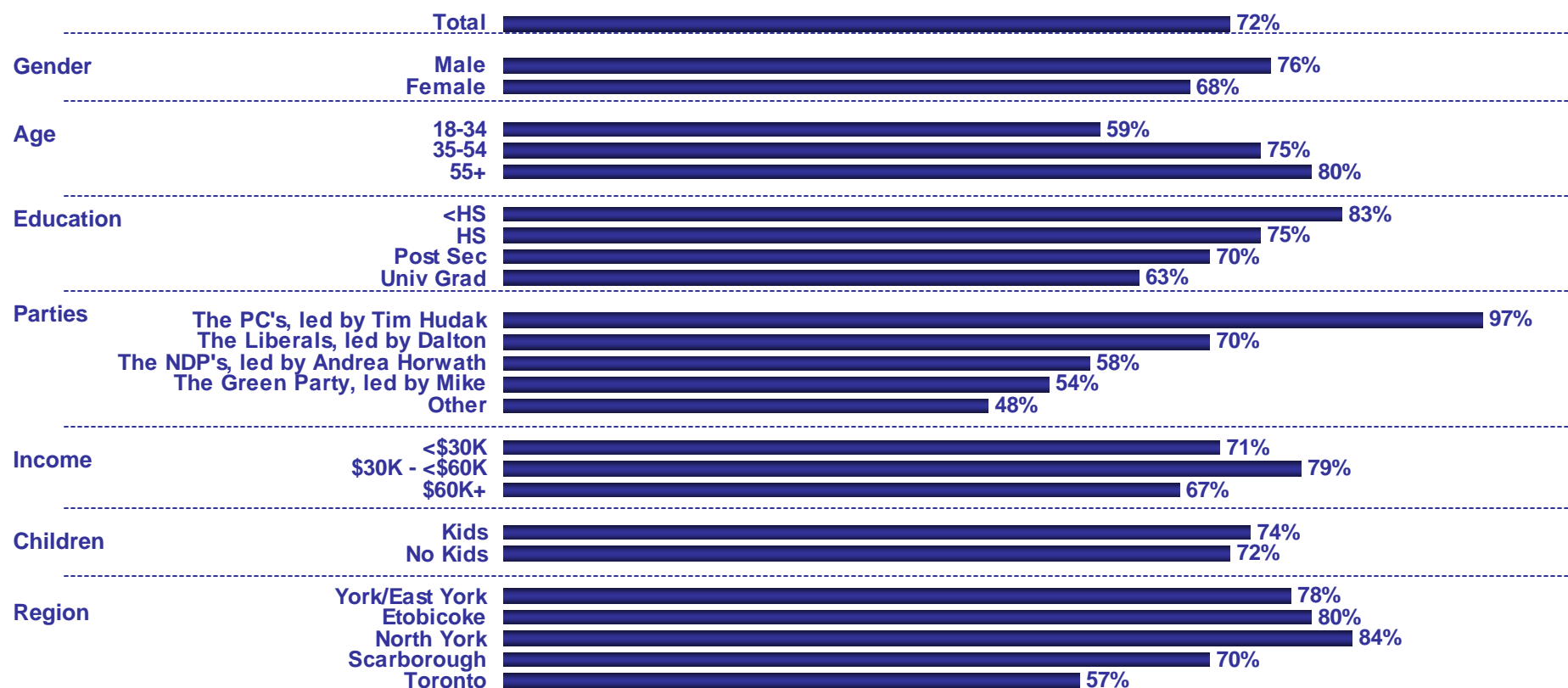
Q2. Generally speaking would you say you approve or disapprove of the overall performance of the following?

Base: All respondents n=513



Rob Ford's Approval Rating by Key Demographics

%Strongly/Somewhat Approve of
The New Mayor (Rob Ford)

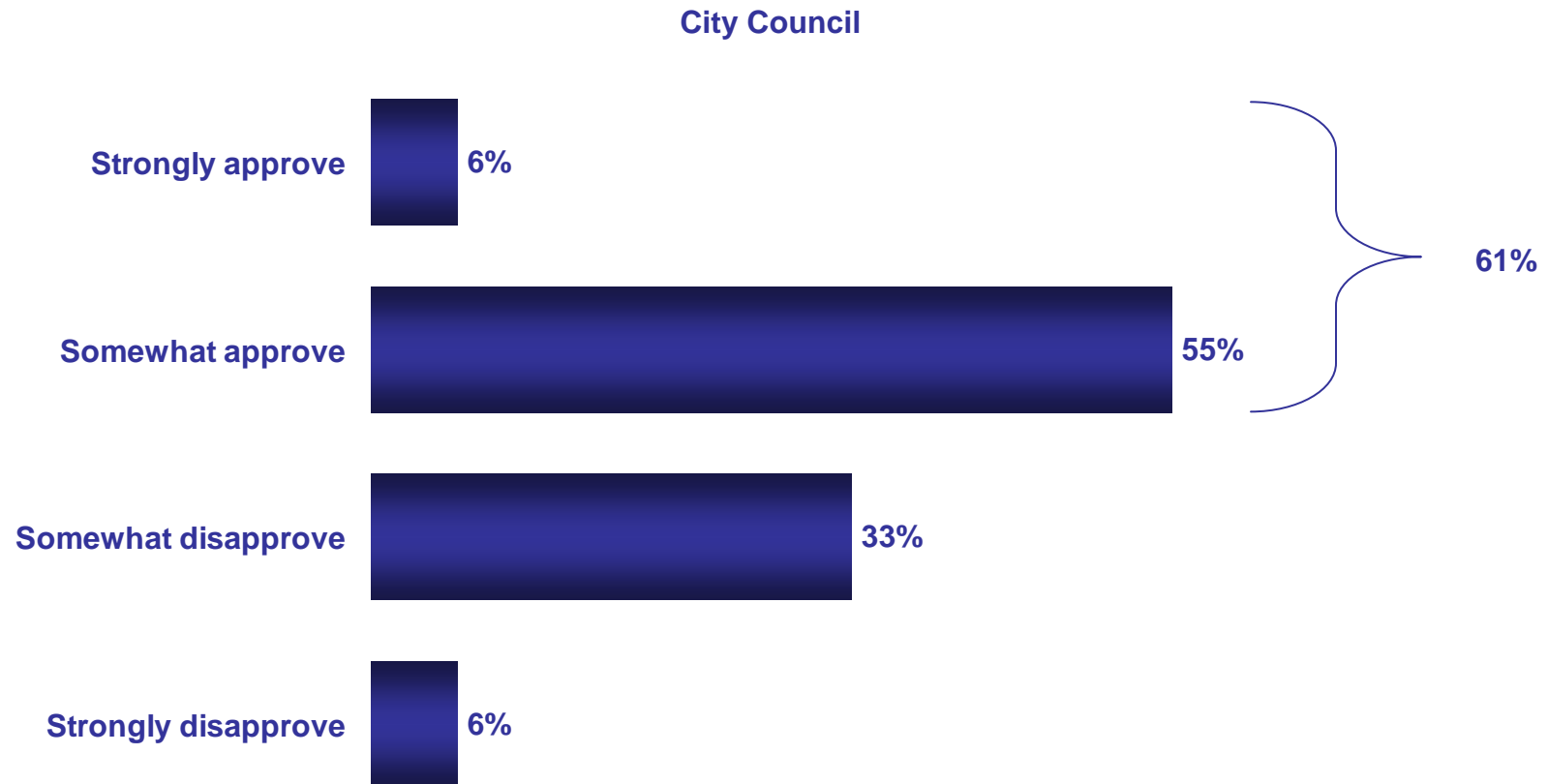


Q2. Generally speaking would you say you approve or disapprove of the overall performance of the following?

Base: All respondents n=513



Approval of City Council



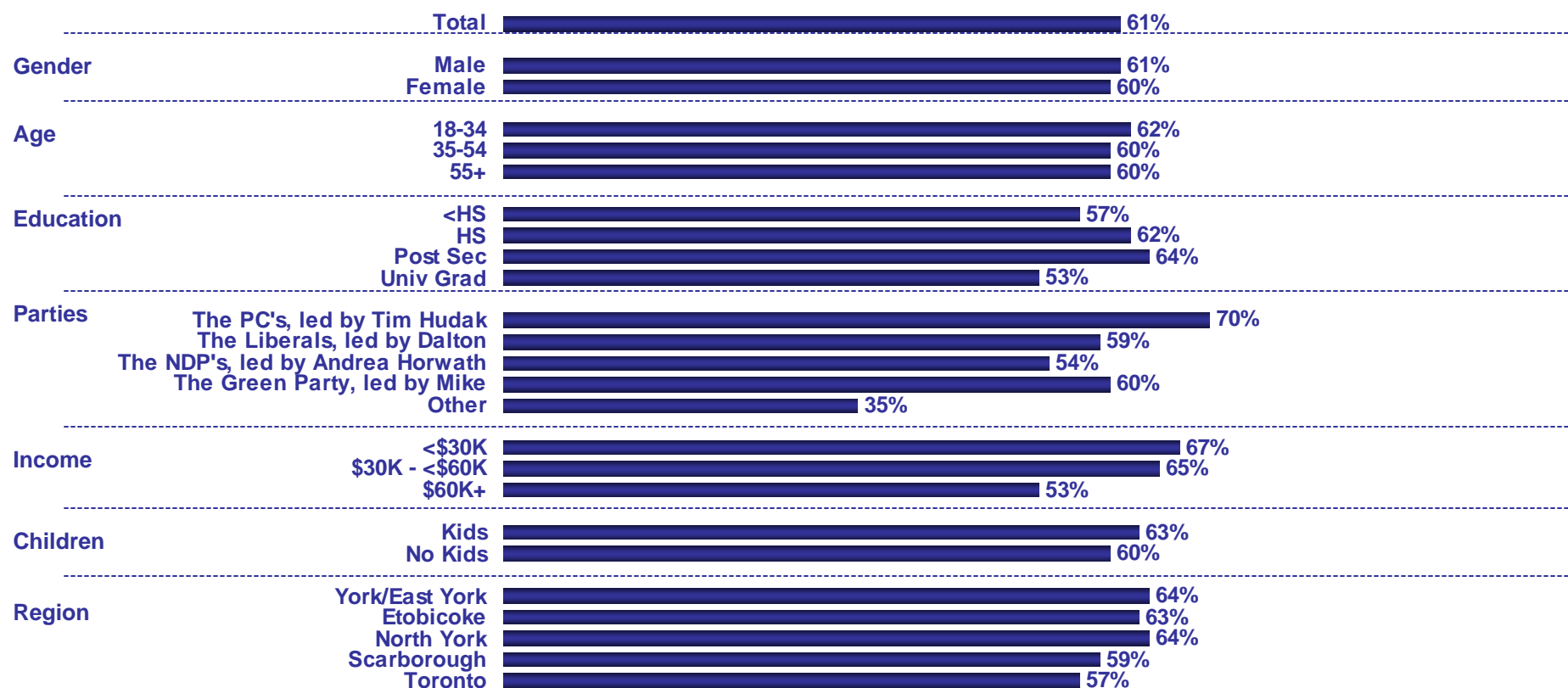
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Approval of City Council by Key Demographics

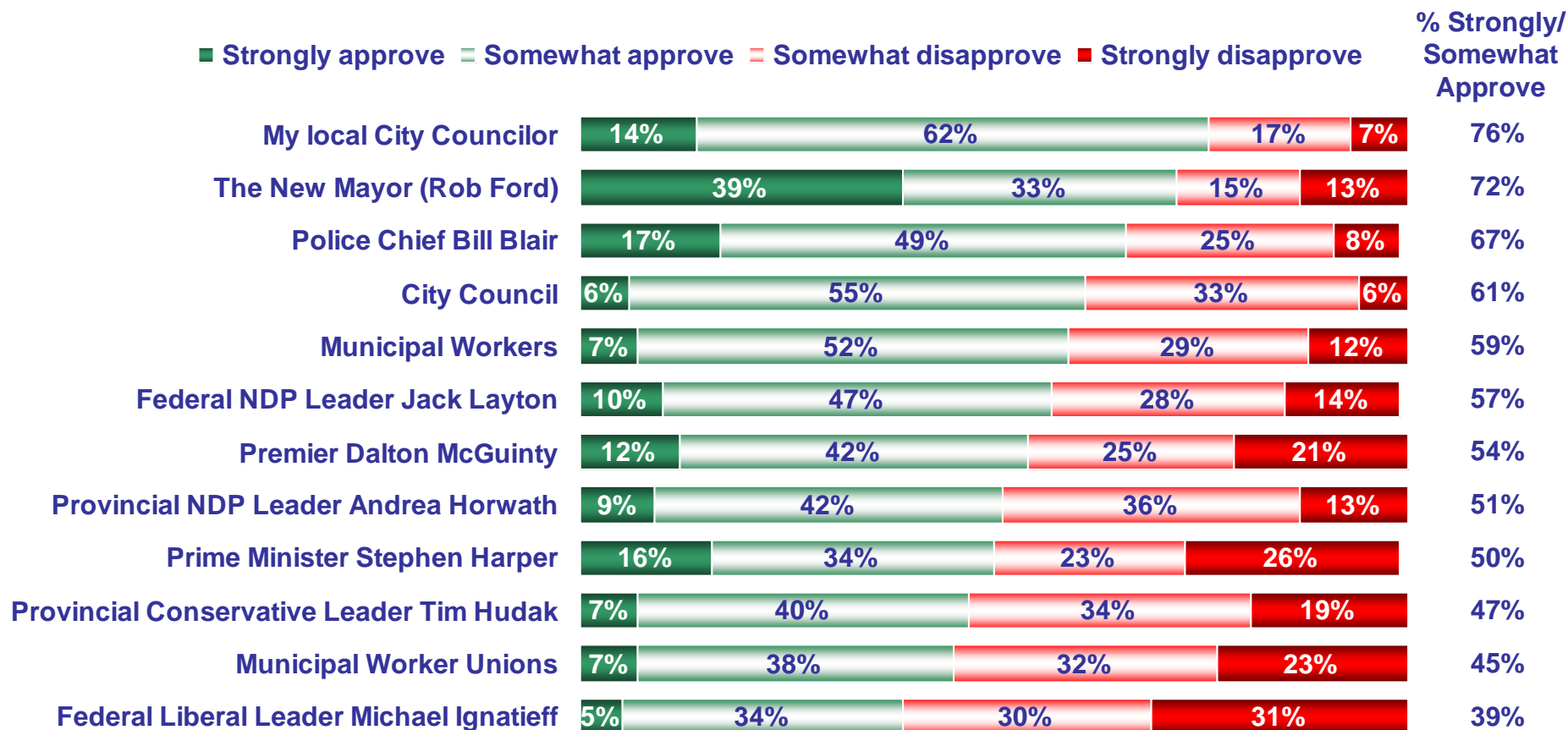
%Strongly/Somewhat Approve of City Council



Q2. Generally speaking would you say you approve or disapprove of the overall performance of the following?

Base: All respondents n=513

Approval Ratings of Civic Leaders



Q2. Generally speaking would you say you approve or disapprove of the overall performance of the following?

Base: All respondents n=513



Rob Ford and his Administration Have...

■ Yes ■ No

The City Council headed
in the right direction



The right priorities for
residents like yourself



Q3. Based on what you've seen, read and heard, do you think Mayor Rob Ford and his administration have:

Base: All respondents n=513