



Ipsos Reid



## Toronto City Poll – Part 2

Release Date: March 10, 2011, 6am EST



3/9/2011

Nobody's Unpredictable

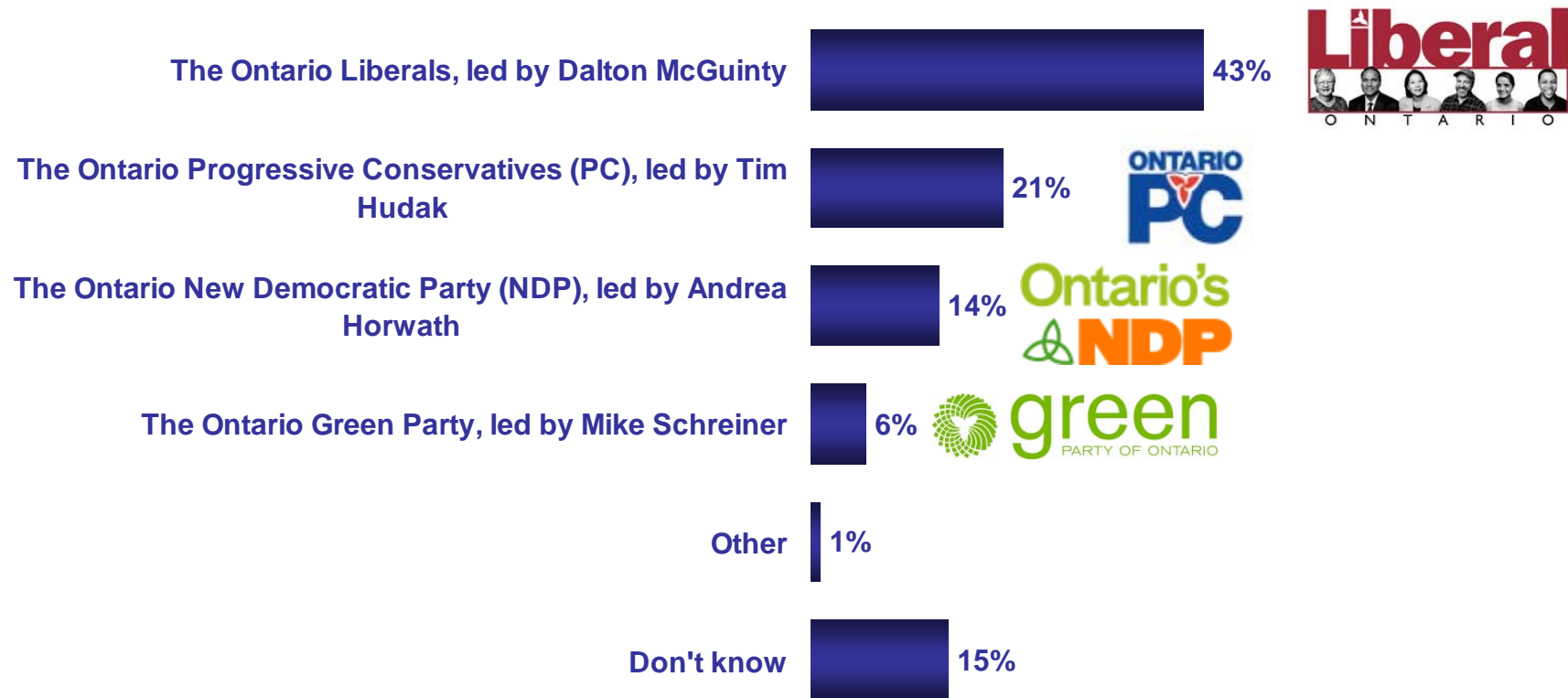


## Methodology

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- *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.*

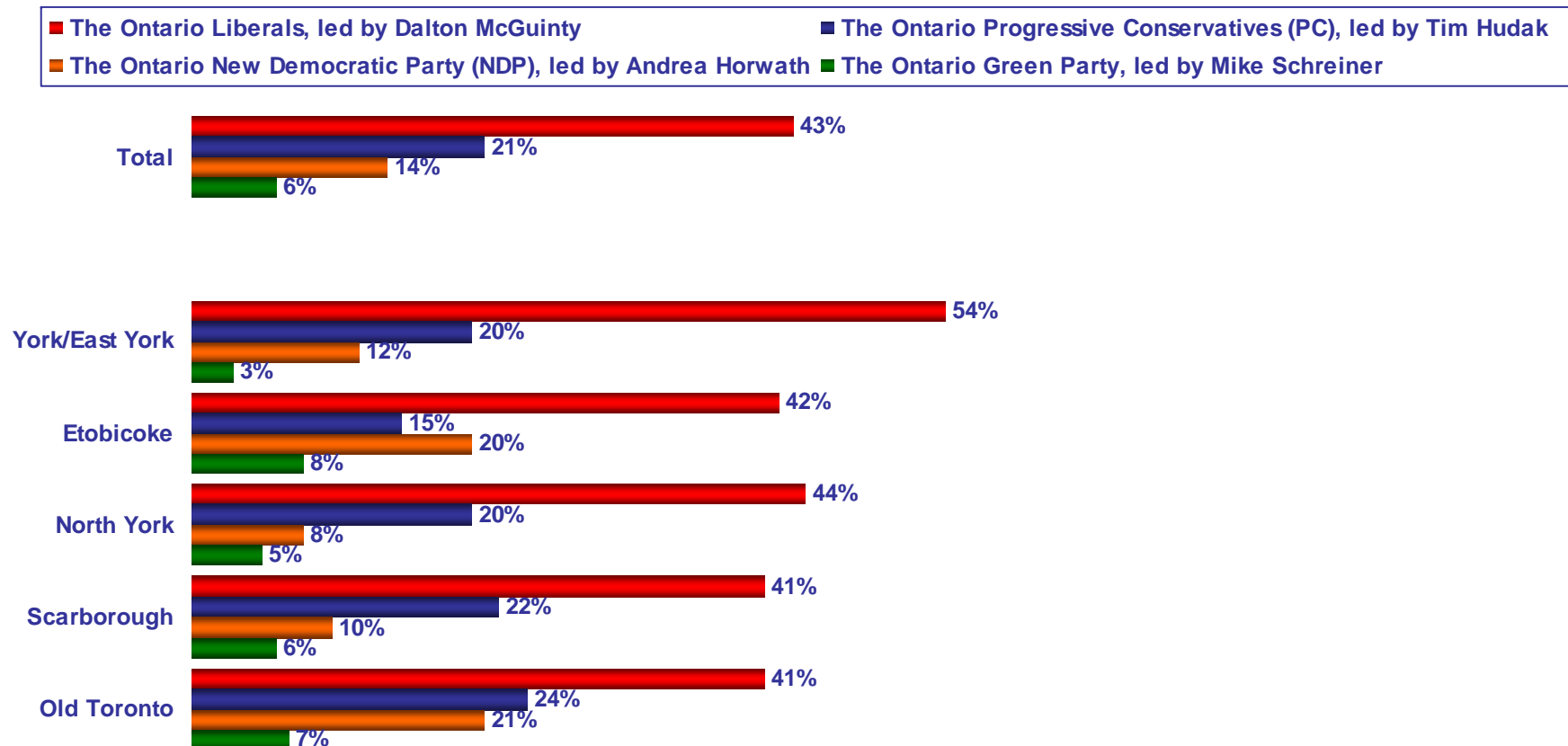
# Provincial Vote Intentions in Toronto



S2/3. Parties/candidates supported/lean towards  
Base: All respondents n=513



## Provincial Vote in Toronto by Region

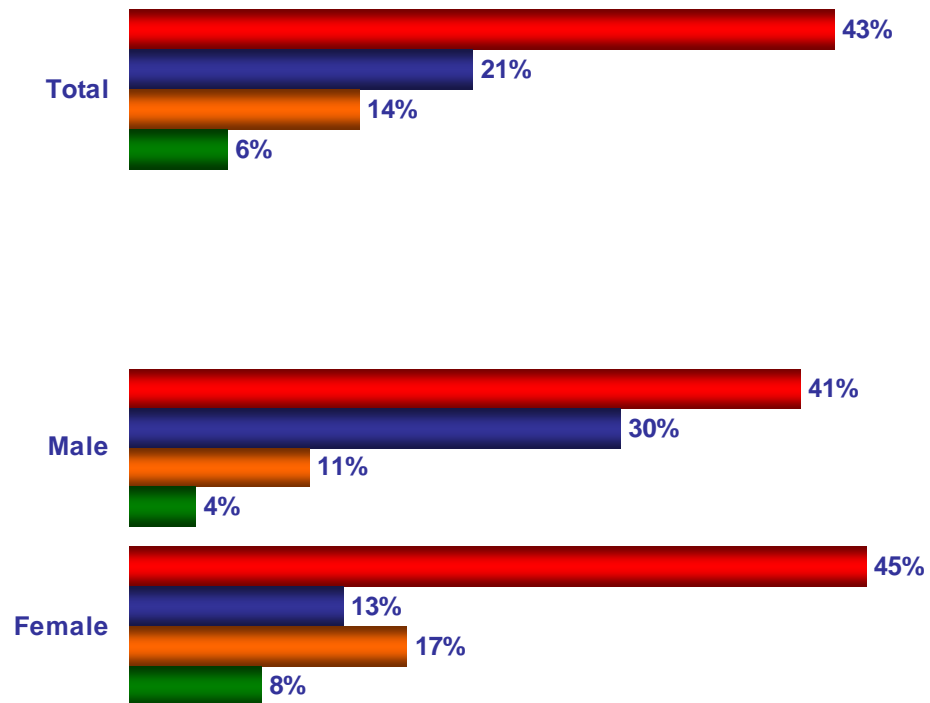


S2/3. Parties/candidates supported/lean towards  
Base: All respondents n=513



## Provincial Vote in Toronto by Gender

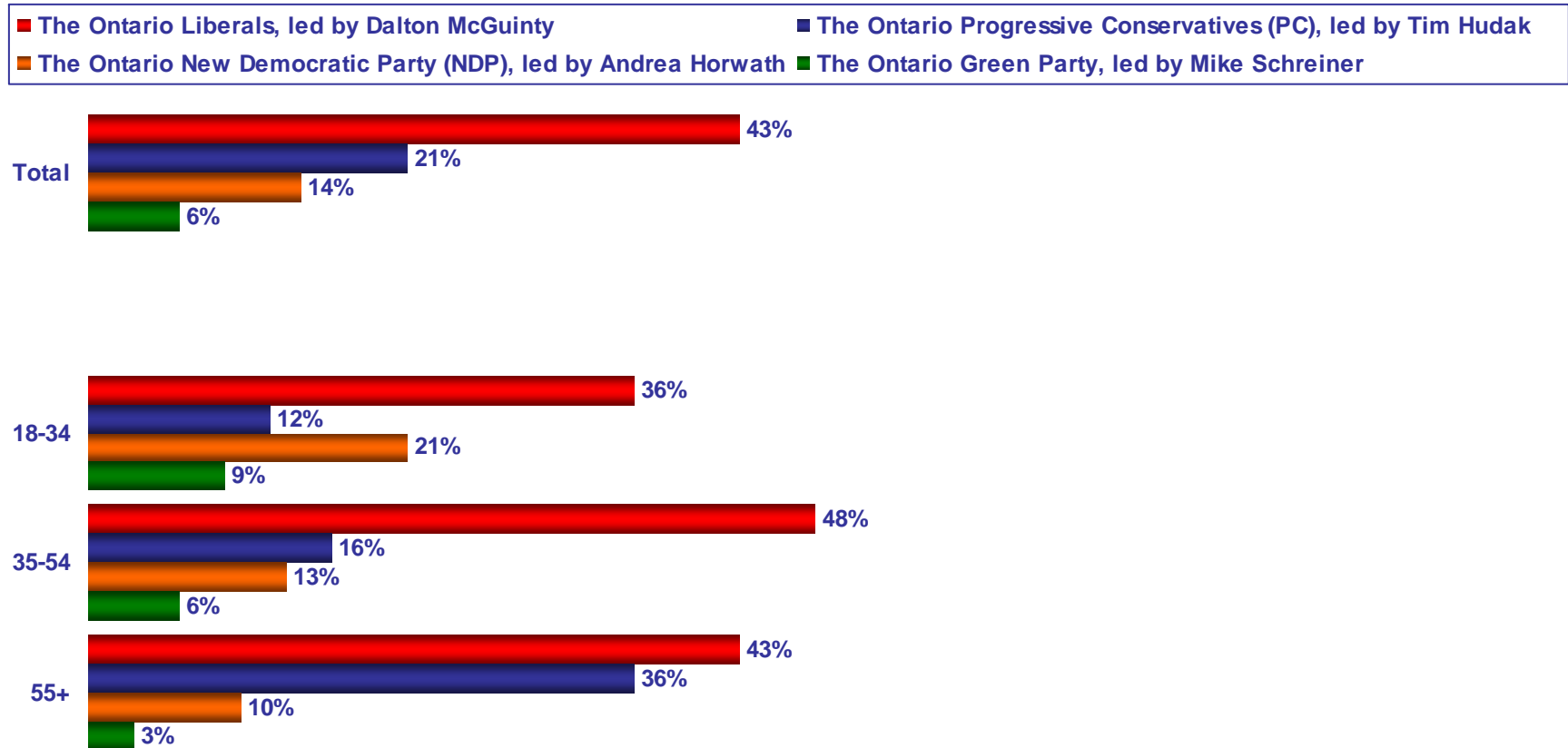
■ The Ontario Liberals, led by Dalton McGuinty      ■ The Ontario Progressive Conservatives (PC), led by Tim Hudak  
■ The Ontario New Democratic Party (NDP), led by Andrea Horwath      ■ The Ontario Green Party, led by Mike Schreiner



S2/3. Parties/candidates supported/lean towards  
Base: All respondents n=513



## Provincial Vote in Toronto by Age

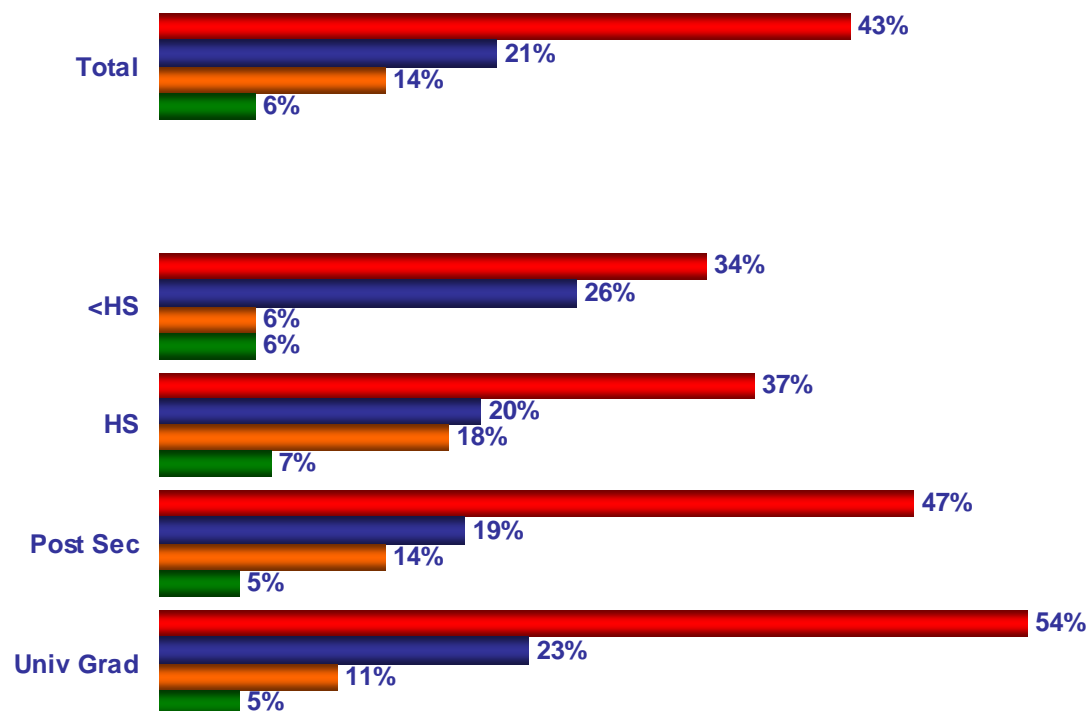


S2/3. Parties/candidates supported/lean towards  
Base: All respondents n=513



## Provincial Vote in Toronto by Education

■ The Ontario Liberals, led by Dalton McGuinty      ■ The Ontario Progressive Conservatives (PC), led by Tim Hudak  
■ The Ontario New Democratic Party (NDP), led by Andrea Horwath      ■ The Ontario Green Party, led by Mike Schreiner

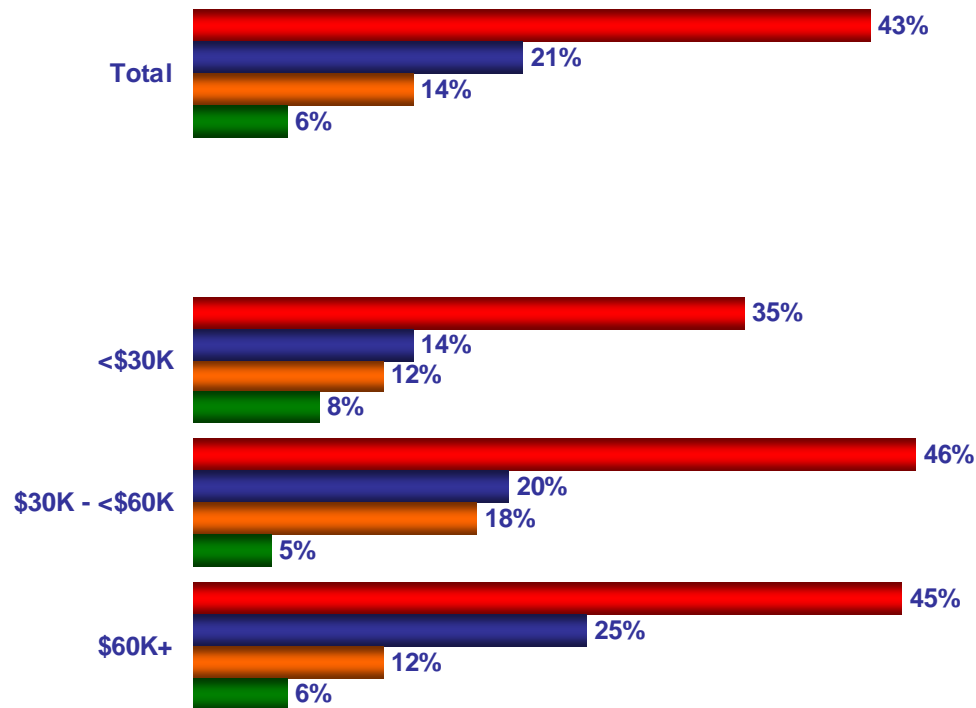


S2/3. Parties/candidates supported/lean towards  
Base: All respondents n=513



## Provincial Vote in Toronto by Income

■ The Ontario Liberals, led by Dalton McGuinty      ■ The Ontario Progressive Conservatives (PC), led by Tim Hudak  
■ The Ontario New Democratic Party (NDP), led by Andrea Horwath      ■ The Ontario Green Party, led by Mike Schreiner



S2/3. Parties/candidates supported/lean towards  
Base: All respondents n=513





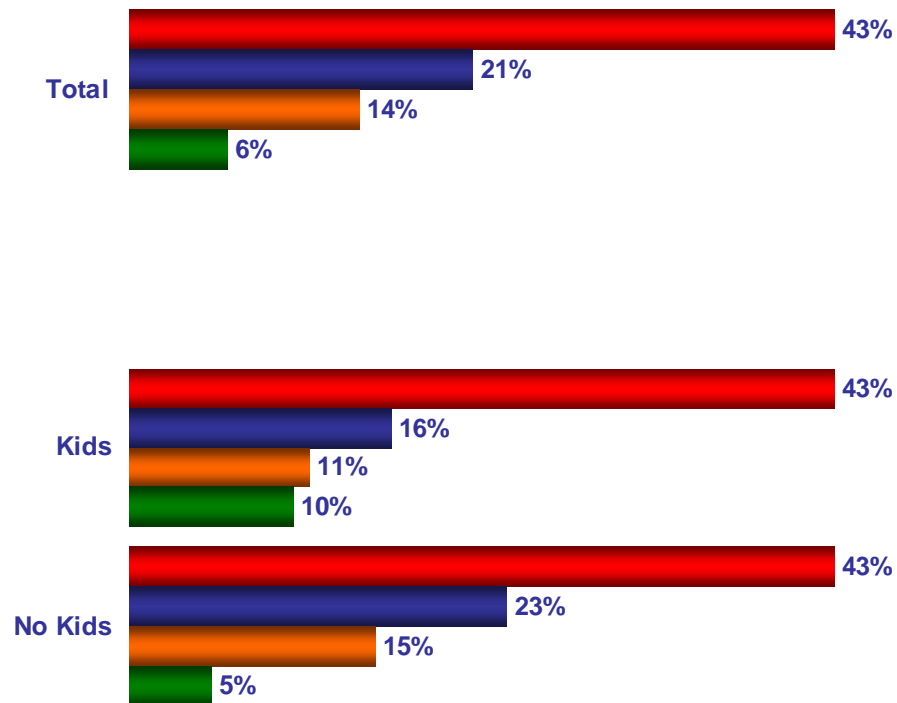
## Provincial Vote in Toronto by Household Composition

■ The Ontario Liberals, led by Dalton McGuinty

■ The Ontario Progressive Conservatives (PC), led by Tim Hudak

■ The Ontario New Democratic Party (NDP), led by Andrea Horwath

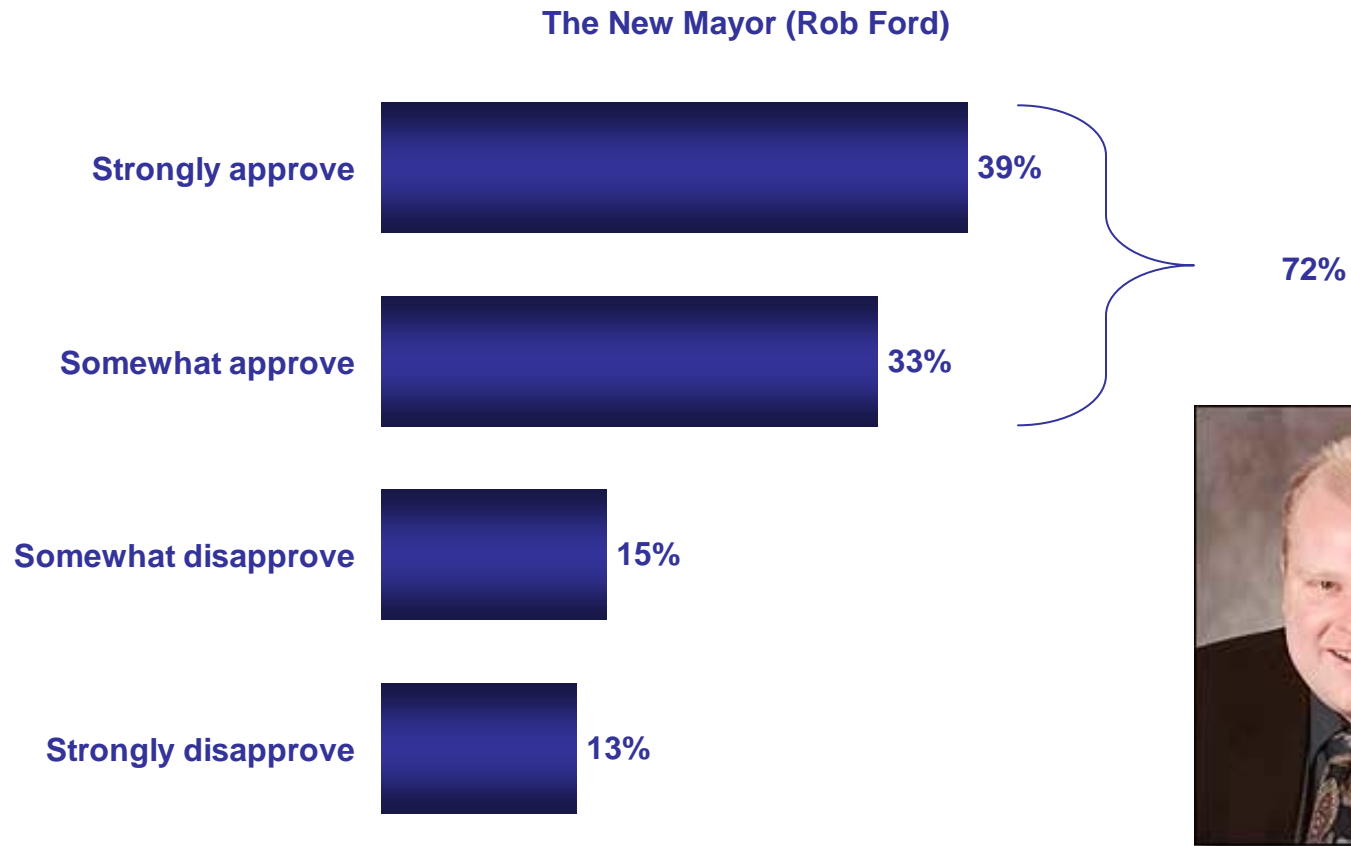
■ The Ontario Green Party, led by Mike Schreiner



S2/3. Parties/candidates supported/lean towards

Base: All respondents n=513

## Rob Ford's Approval Rating



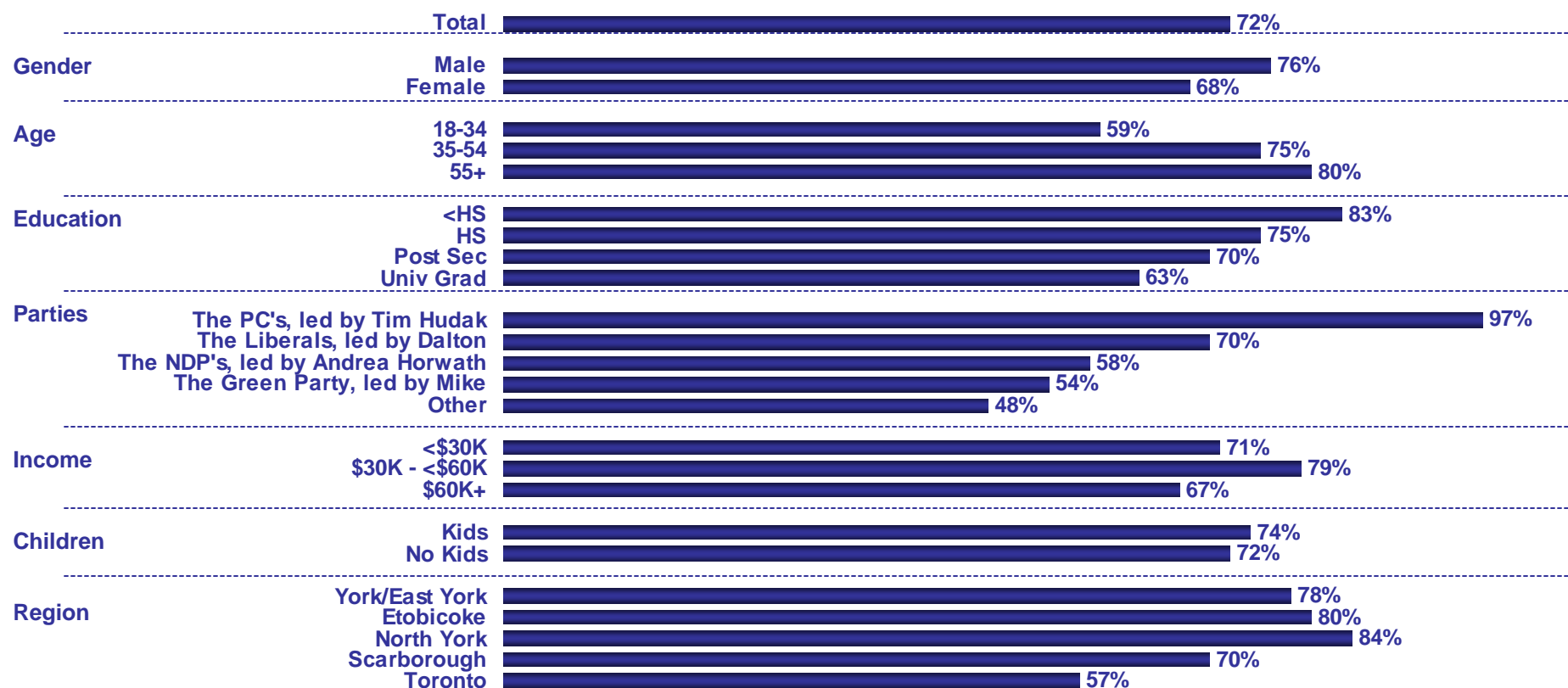
Q2. Generally speaking would you say you approve or disapprove of the overall performance of the following?

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