

1. Municipal Election

If an election were held tomorrow, which of the following best describes how committed you are to actually go out and vote?

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Municipal						
Nothing short of an unforeseen emergency could stop me from getting to the voting booth and casting my vote	387	107	75	81	77	48
	58%	67%	63%	53%	52%	55%
		CD	*			*
I would do my best to vote, but sometimes things get in the way	143	26	22	42	34	19
	21%	16%	19%	27%	23%	22%
			*	A		*
I might vote, but I won't make a special effort to do so	60	7	7	17	20	9
	9%	4%	6%	11%	13%	11%
			*	A	A	*
I probably won't vote	41	9	12	3	11	7
	6%	6%	10%	2%	7%	8%
			C*			*
I definitely won't vote	34	12	2	11	5	4
	5%	7%	2%	7%	4%	5%
			*			*
Summary						
Top2Box (Nothing.../ I Would Do My Best...)	530	132	98	122	111	66
	80%	83%	82%	80%	76%	77%
			*			*
Low2Box (I Probably/ Definitely Won't Vote)	76	20	14	14	16	11
	11%	13%	12%	9%	11%	13%
			*			*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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2_1. [Rob Ford]

As you know, Toronto Mayor Rob Ford has been governing the city in January, 2011. There is going to be a Toronto Municipal election in the fall of 2014 and Mayor Ford has indicated that he will run again. Please indicate how familiar you are with each of these possible candidates?

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Rob Ford						
Very familiar	537	132	100	121	114	69
	81%	83%	84%	79%	78%	80%
			*			*
Somewhat familiar	115	24	14	29	30	17
	17%	15%	12%	19%	21%	20%
			*			*
Not really familiar	9	2	3	2	2	-
	1%	2%	2%	1%	1%	-
			*			*
Never heard of them	4	1	2	1	-	-
	1%	1%	2%	1%	-	-
			*			*
Summary						
Top2Box (Very/ Somewhat Familiar)	652	156	115	150	144	86
	98%	98%	96%	98%	99%	100%
			*			*
Low2Box (Not Really Familiar/ Never Heard Of Them)	13	3	5	3	2	-
	2%	2%	4%	2%	1%	-
			*			*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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2_2. [Karen Stintz]

As you know, Toronto Mayor Rob Ford has been governing the city in January, 2011. There is going to be a Toronto Municipal election in the fall of 2014 and Mayor Ford has indicated that he will run again. Please indicate how familiar you are with each of these possible candidates?

		416				
	Total	Old City of Toronto/Downtown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Karen Stintz						
Very familiar	192	49	31	44	42	27
	29%	31%	26%	29%	28%	31%
			*			*
Somewhat familiar	233	62	44	53	41	34
	35%	39%	36%	34%	28%	39%
			*			*
Not really familiar	132	23	26	33	40	11
	20%	15%	22%	21%	27%	12%
			*		AE	*
Never heard of them	107	26	18	24	24	16
	16%	16%	15%	16%	16%	18%
			*			*
Summary						
Top2Box (Very/ Somewhat Familiar)	425	111	75	96	83	60
	64%	69%	63%	63%	57%	70%
		D	*			*
Low2Box (Not Really Familiar/ Never Heard Of Them)	240	49	45	57	63	26
	36%	31%	37%	37%	43%	30%
			*		A	*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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2_3. [David Soknacki]

As you know, Toronto Mayor Rob Ford has been governing the city in January, 2011. There is going to be a Toronto Municipal election in the fall of 2014 and Mayor Ford has indicated that he will run again. Please indicate how familiar you are with each of these possible candidates?

		416				
	Total	Old City of Toronto/Downtown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
David Soknacki						
Very familiar	32	5	8	12	5	1
	5%	3%	7%	8%	4%	1%
			*			*
Somewhat familiar	74	16	16	21	10	12
	11%	10%	13%	14%	7%	14%
			*			*
Not really familiar	250	67	41	56	55	32
	38%	42%	34%	37%	38%	37%
			*			*
Never heard of them	309	73	55	64	76	41
	46%	46%	46%	42%	52%	48%
			*			*
Summary						
Top2Box (Very/ Somewhat Familiar)	106	20	24	33	15	13
	16%	13%	20%	22%	10%	15%
			*	AD		*
Low2Box (Not Really Familiar/ Never Heard Of Them)	559	139	96	120	131	73
	84%	87%	80%	78%	90%	85%
		C	*		C	*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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2_4. [John Tory]

As you know, Toronto Mayor Rob Ford has been governing the city in January, 2011. There is going to be a Toronto Municipal election in the fall of 2014 and Mayor Ford has indicated that he will run again. Please indicate how familiar you are with each of these possible candidates?

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
John Tory						
Very familiar	255	63	53	53	51	35
	38%	39%	45%	35%	35%	40%
			*			*
Somewhat familiar	250	62	42	62	49	35
	38%	39%	35%	41%	34%	40%
			*			*
Not really familiar	100	19	19	28	27	6
	15%	12%	16%	18%	19%	7%
			*		E	*
Never heard of them	61	16	5	10	19	10
	9%	10%	4%	7%	13%	12%
			*		B	*
Summary						
Top2Box (Very/ Somewhat Familiar)	505	124	96	115	100	70
	76%	78%	80%	75%	68%	81%
			*			*
Low2Box (Not Really Familiar/ Never Heard Of Them)	160	35	24	38	46	17
	24%	22%	20%	25%	32%	19%
			*			*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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2_5. [Olivia Chow]

As you know, Toronto Mayor Rob Ford has been governing the city in January, 2011. There is going to be a Toronto Municipal election in the fall of 2014 and Mayor Ford has indicated that he will run again. Please indicate how familiar you are with each of these possible candidates?

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Olivia Chow						
Very familiar	312	91	49	75	53	44
	47%	57%	41%	49%	36%	51%
		BD	*	D		*
Somewhat familiar	238	51	53	46	59	29
	36%	32%	45%	30%	41%	34%
			*			*
Not really familiar	66	10	14	17	22	3
	10%	6%	12%	11%	15%	3%
			*		AE	*
Never heard of them	48	7	2	15	13	11
	7%	5%	2%	10%	9%	13%
			*	B		AB*
Summary						
Top2Box (Very/ Somewhat Familiar)	551	142	103	121	112	73
	83%	89%	86%	79%	77%	84%
		CD	*			*
Low2Box (Not Really Familiar/ Never Heard Of Them)	114	18	17	32	34	14
	17%	11%	14%	21%	23%	16%
			*	A	A	*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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2_6. [Norm Kelly]

As you know, Toronto Mayor Rob Ford has been governing the city in January, 2011. There is going to be a Toronto Municipal election in the fall of 2014 and Mayor Ford has indicated that he will run again. Please indicate how familiar you are with each of these possible candidates?

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Norm Kelly						
Very familiar	70	11	7	34	10	8
	11%	7%	6%	22%	7%	10%
			*	ABDE		*
Somewhat familiar	166	41	30	33	37	25
	25%	25%	25%	22%	25%	29%
			*			*
Not really familiar	236	62	40	50	58	26
	36%	39%	34%	33%	39%	30%
			*			*
Never heard of them	193	47	42	35	42	27
	29%	29%	35%	23%	29%	31%
			*			*
Summary						
Top2Box (Very/ Somewhat Familiar)	236	51	37	67	46	34
	35%	32%	31%	44%	32%	39%
			*	A		*
Low2Box (Not Really Familiar/ Never Heard Of Them)	429	108	83	85	100	53
	65%	68%	69%	56%	68%	61%
		C	*			*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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2. [SUMMARY - TOP2BOX (VERY /SOMEWHAT FAMILIAR)]

As you know, Toronto Mayor Rob Ford has been governing the city in January, 2011. There is going to be a Toronto Municipal election in the fall of 2014 and Mayor Ford has indicated that he will run again. Please indicate how familiar you are with each of these possible candidates?

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Rob Ford	652	156	115	150	144	86
	98%	98%	96%	98%	99%	100%
			*			*
Olivia Chow	551	142	103	121	112	73
	83%	89%	86%	79%	77%	84%
		CD	*			*
John Tory	505	124	96	115	100	70
	76%	78%	80%	75%	68%	81%
			*			*
Karen Stintz	425	111	75	96	83	60
	64%	69%	63%	63%	57%	70%
		D	*			*
Norm Kelly	236	51	37	67	46	34
	35%	32%	31%	44%	32%	39%
			*	A		*
David Soknacki	106	20	24	33	15	13
	16%	13%	20%	22%	10%	15%
			*	AD		*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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2. [SUMMARY - LOW2BOX (NOT REALLY FAMILIAR/NEVER HEARD OF THEM)]

As you know, Toronto Mayor Rob Ford has been governing the city in January, 2011. There is going to be a Toronto Municipal election in the fall of 2014 and Mayor Ford has indicated that he will run again. Please indicate how familiar you are with each of these possible candidates?

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
David Soknacki	559	139	96	120	131	73
	84%	87%	80%	78%	90%	85%
		C	*		C	*
Norm Kelly	429	108	83	85	100	53
	65%	68%	69%	56%	68%	61%
		C	*			*
Karen Stintz	240	49	45	57	63	26
	36%	31%	37%	37%	43%	30%
			*		A	*
John Tory	160	35	24	38	46	17
	24%	22%	20%	25%	32%	19%
			*			*
Olivia Chow	114	18	17	32	34	14
	17%	11%	14%	21%	23%	16%
			*	A	A	*
Rob Ford	13	3	5	3	2	-
	2%	2%	4%	2%	1%	-
			*			*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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3_1. [Scenario #1] Below is a series of potential match-ups for the upcoming Toronto municipal election. For each Scenario, if there was an election tomorrow, please indicate who you would vote for to be the Mayor of the City of Toronto:

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Rob Ford	221	38	37	63	53	29
	33%	24%	31%	41%	36%	34%
			*	A	A	*
Karen Stintz	349	96	63	65	72	53
	52%	60%	53%	43%	49%	61%
		C	*			C*
David Soknacki	95	25	19	25	22	4
	14%	16%	16%	17%	15%	5%
		E	*	E	E	*

- Column Proportions:
Columns Tested (5%): A/B/C/D/E
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E
Minimum Base: 30 (**), Small Base: 100 (*)

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3_2. [Scenario #2] Below is a series of potential match-ups for the upcoming Toronto municipal election. For each Scenario, if there was an election tomorrow, please indicate who you would vote for to be the Mayor of the City of Toronto:

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Rob Ford	144	26	19	41	33	26
	22%	16%	16%	27%	22%	30%
			*	A		A*
Karen Stintz	202	58	37	37	45	26
	30%	36%	31%	24%	31%	30%
		C	*			*
David Soknacki	45	15	10	10	9	1
	7%	10%	8%	6%	6%	1%
		E	*			*
John Tory	274	61	54	66	59	34
	41%	38%	45%	43%	40%	40%
			*			*

- Column Proportions:
Columns Tested (5%): A/B/C/D/E
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E
Minimum Base: 30 (**), Small Base: 100 (*)

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3_3. [Scenario #3] Below is a series of potential match-ups for the upcoming Toronto municipal election. For each Scenario, if there was an election tomorrow, please indicate who you would vote for to be the Mayor of the City of Toronto:

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Rob Ford	184	31	27	55	46	25
	28%	20%	22%	36%	31%	29%
			*	A	A	*
Karen Stintz	144	27	34	26	35	20
	22%	17%	29%	17%	24%	24%
			*			*
David Soknacki	46	5	16	11	13	2
	7%	3%	13%	7%	9%	2%
			AE*		A	*
Olivia Chow	291	96	43	61	53	39
	44%	60%	36%	40%	36%	45%
		BCDE	*			*

- Column Proportions:
Columns Tested (5%): A/B/C/D/E
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B/C/D/E
Minimum Base: 30 (**), Small Base: 100 (*)

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3_4. [Scenario #4] Below is a series of potential match-ups for the upcoming Toronto municipal election. For each Scenario, if there was an election tomorrow, please indicate who you would vote for to be the Mayor of the City of Toronto:

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Rob Ford	131	25	18	36	32	21
	20%	16%	15%	24%	22%	24%
			*			*
Karen Stintz	85	17	19	17	22	9
	13%	11%	16%	11%	15%	11%
			*			*
David Soknacki	21	3	5	7	6	1
	3%	2%	4%	4%	4%	1%
			*			*
John Tory	189	28	44	38	49	29
	28%	18%	37%	25%	34%	34%
			A*		A	A*
Olivia Chow	240	86	33	56	38	27
	36%	54%	28%	36%	26%	31%
		BCDE	*			*

- Column Proportions:
 Columns Tested (5%): A/B/C/D/E
 Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
 Columns Tested (5%): A/B/C/D/E
 Minimum Base: 30 (**), Small Base: 100 (*)

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4_1. [There's no way I would consider voting for Rob Ford to be Toronto's Mayor in next year's election under any circumstance]

To what extent do you agree or disagree with the following statements?

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
There's no way I would consider voting for Rob Ford to be Toronto's Mayor in next year's election under any circumstance						
Strongly agree	330	99	51	69	66	46
	50%	62%	42%	45%	45%	53%
		BCD	*			*
Somewhat agree	84	14	22	13	22	13
	13%	9%	19%	8%	15%	15%
			A*			*
Somewhat disagree	123	18	27	35	30	14
	18%	11%	22%	23%	20%	16%
			A*	A	A	*
Strongly disagree	128	29	20	36	29	14
	19%	18%	17%	24%	20%	16%
			*			*
Summary						
Top2Box (Strongly/ Somewhat Agree)	415	113	73	82	88	59
	62%	71%	61%	54%	60%	68%
		C	*			*
Low2Box (Somewhat/ Strongly Disagree)	250	47	47	71	59	28
	38%	29%	39%	46%	40%	32%
			*	A		*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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4_2. [Mayor Ford is doing things at city hall I want him to keep doing]

To what extent do you agree or disagree with the following statements?

		416				
	Total	Old City of Toronto/Dow ntown	Etobicoke	Scarborough	North York	York/East York
		A	B	C	D	E
Base: All Respondents	665	219	79	135	154	78
Weighted	665	160	120	153	146	86
Mayor Ford is doing things at city hall I want him to keep doing						
Strongly agree	118	19	21	28	31	19
	18%	12%	18%	19%	21%	22%
			*		A	*
Somewhat agree	194	33	37	57	45	21
	29%	21%	31%	38%	31%	25%
			*	A	A	*
Somewhat disagree	125	23	27	27	29	18
	19%	14%	23%	18%	20%	21%
			*			*
Strongly disagree	228	85	35	40	41	28
	34%	53%	29%	26%	28%	32%
		BCDE	*			*
Summary						
Top2Box (Strongly/ Somewhat Agree)	312	52	58	86	76	40
	47%	33%	48%	56%	52%	46%
			A*	A	A	*
Low2Box (Somewhat/ Strongly Disagree)	353	107	62	67	70	46
	53%	67%	52%	44%	48%	54%
		BCD	*			*

- Column Proportions:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E

Minimum Base: 30 (**), Small Base: 100 (*)

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