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?

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Municipal							
Nothing short of an unforeseen emergency could stop me from getting to the voting booth and casting my vote	387	65	60	93	113	46	341
	58%	48%	55%	53%	76%	40%	62%
			*		ABC	*	E
I would do my best to vote, but sometimes things get in the way	143	29	13	54	26	38	105
	21%	21%	12%	31%	18%	33%	19%
			*	BD		F*	
I might vote, but I won't make a special effort to do so	60	13	16	15	3	14	45
	9%	10%	15%	9%	2%	13%	8%
		D	D*	D		*	
I probably won't vote	41	20	7	8	3	7	34
	6%	14%	7%	5%	2%	6%	6%
		CD	*			*	
I definitely won't vote	34	9	12	4	4	9	25
	5%	6%	11%	2%	2%	8%	5%
			CD*			*	
Summary							
Top2Box (Nothing.../ I Would Do My Best...)	530	94	73	148	139	83	446
	80%	70%	67%	84%	94%	73%	81%
			*	AB	ABC	*	
Low2Box (I Probably/ Definitely Won't Vote)	76	28	20	12	6	16	59
	11%	21%	18%	7%	4%	14%	11%
		CD	CD*			*	

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

Table of Contents

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?

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Rob Ford							
Very familiar	537	102	88	139	132	90	447
	81%	75%	80%	80%	89%	79%	81%
			*		A	*	
Somewhat familiar	115	26	21	35	17	20	95
	17%	19%	19%	20%	11%	17%	17%
			*			*	
Not really familiar	9	5	-	1	-	3	6
	1%	4%	-	*	-	3%	1%
		D	*			*	
Never heard of them	4	3	1	-	-	1	3
	1%	2%	1%	-	-	1%	1%
			*			*	
Summary							
Top2Box (Very/ Somewhat Familiar)	652	127	109	175	148	110	542
	98%	94%	99%	100%	100%	96%	98%
			*	A	A	*	
Low2Box (Not Really Familiar/ Never Heard Of Them)	13	8	1	1	-	4	9
	2%	6%	1%	*	-	4%	2%
		CD	*			*	

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

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?

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Karen Stintz							
Very familiar	192	28	32	54	59	28	164
	29%	20%	29%	31%	40%	25%	30%
			*		A	*	
Somewhat familiar	233	37	32	67	63	43	189
	35%	28%	29%	38%	43%	38%	34%
			*		AB	*	
Not really familiar	132	42	23	30	16	19	113
	20%	31%	21%	17%	11%	17%	21%
		CD	*			*	
Never heard of them	107	29	24	24	10	23	84
	16%	21%	22%	14%	7%	20%	15%
		D	D*			*	
Summary							
Top2Box (Very/ Somewhat Familiar)	425	65	63	121	122	72	354
	64%	48%	58%	69%	82%	63%	64%
			*	A	ABC	*	
Low2Box (Not Really Familiar/ Never Heard Of Them)	240	70	46	54	26	42	198
	36%	52%	42%	31%	18%	37%	36%
		CD	D*	D		*	

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

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?

| | Total | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
David Soknacki							
Very familiar	32	7	4	12	5	2	30
	5%	5%	4%	7%	3%	2%	5%
			*			*	
Somewhat familiar	74	12	12	24	15	15	59
	11%	9%	11%	14%	10%	13%	11%
			*			*	
Not really familiar	250	51	43	56	59	35	215
	38%	38%	40%	32%	40%	31%	39%
			*			*	
Never heard of them	309	66	50	84	69	62	247
	46%	49%	46%	48%	46%	54%	45%
			*			*	
Summary							
Top2Box (Very/ Somewhat Familiar)	106	18	16	36	20	17	89
	16%	14%	15%	21%	14%	15%	16%
			*			*	
Low2Box (Not Really Familiar/ Never Heard Of Them)	559	117	94	139	128	97	462
	84%	86%	85%	79%	86%	85%	84%
			*			*	

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

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?

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
John Tory							
Very familiar	255	39	35	73	74	30	225
	38%	29%	32%	42%	50%	26%	41%
			*	A	AB	*	E
Somewhat familiar	250	45	40	69	60	41	208
	38%	33%	36%	39%	41%	36%	38%
			*			*	
Not really familiar	100	30	21	21	11	19	80
	15%	22%	19%	12%	7%	17%	15%
		CD	D*			*	
Never heard of them	61	21	13	13	4	23	37
	9%	16%	12%	7%	3%	21%	7%
		CD	D*			F*	
Summary							
Top2Box (Very/ Somewhat Familiar)	505	84	75	141	134	71	434
	76%	62%	69%	81%	90%	62%	79%
			*	A	ABC	*	E
Low2Box (Not Really Familiar/ Never Heard Of Them)	160	51	34	34	14	43	117
	24%	38%	31%	19%	10%	38%	21%
		CD	D*	D		F*	

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

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?

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Olivia Chow							
Very familiar	312	49	44	88	86	43	270
	47%	36%	41%	50%	58%	38%	49%
			*	A	AB	*	
Somewhat familiar	238	47	39	63	56	49	190
	36%	35%	36%	36%	38%	43%	34%
			*			*	
Not really familiar	66	22	10	16	6	6	60
	10%	16%	10%	9%	4%	5%	11%
		D	*			*	
Never heard of them	48	17	15	8	1	17	31
	7%	13%	14%	5%	1%	15%	6%
		CD	CD*			F*	
Summary							
Top2Box (Very/ Somewhat Familiar)	551	96	84	151	141	91	459
	83%	71%	77%	86%	95%	80%	83%
			*	A	ABC	*	
Low2Box (Not Really Familiar/ Never Heard Of Them)	114	39	26	25	7	22	92
	17%	29%	23%	14%	5%	20%	17%
		CD	D*	D		*	

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

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?

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Norm Kelly							
Very familiar	70	10	8	27	17	5	65
	11%	8%	7%	15%	11%	4%	12%
			*			*	E
Somewhat familiar	166	25	26	44	45	23	143
	25%	18%	24%	25%	30%	20%	26%
			*		A	*	
Not really familiar	236	54	39	49	62	42	194
	36%	40%	35%	28%	42%	37%	35%
			*		C	*	
Never heard of them	193	46	37	56	24	44	149
	29%	34%	34%	32%	16%	39%	27%
		D	D*	D		F*	
Summary							
Top2Box (Very/ Somewhat Familiar)	236	35	34	70	62	27	208
	35%	26%	31%	40%	42%	24%	38%
			*	A	A	*	E
Low2Box (Not Really Familiar/ Never Heard Of Them)	429	100	76	105	86	87	343
	65%	74%	69%	60%	58%	76%	62%
		CD	*			F*	

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

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?

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Rob Ford	652	127	109	175	148	110	542
	98%	94%	99%	100%	100%	96%	98%
			*	A	A	*	
Olivia Chow	551	96	84	151	141	91	459
	83%	71%	77%	86%	95%	80%	83%
			*	A	ABC	*	
John Tory	505	84	75	141	134	71	434
	76%	62%	69%	81%	90%	62%	79%
			*	A	ABC	*	E
Karen Stintz	425	65	63	121	122	72	354
	64%	48%	58%	69%	82%	63%	64%
			*	A	ABC	*	
Norm Kelly	236	35	34	70	62	27	208
	35%	26%	31%	40%	42%	24%	38%
			*	A	A	*	E
David Soknacki	106	18	16	36	20	17	89
	16%	14%	15%	21%	14%	15%	16%
			*			*	

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

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?

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
David Soknacki	559	117	94	139	128	97	462
	84%	86%	85%	79%	86%	85%	84%
			*			*	
Norm Kelly	429	100	76	105	86	87	343
	65%	74%	69%	60%	58%	76%	62%
		CD	*			F*	
Karen Stintz	240	70	46	54	26	42	198
	36%	52%	42%	31%	18%	37%	36%
		CD	D*	D		*	
John Tory	160	51	34	34	14	43	117
	24%	38%	31%	19%	10%	38%	21%
		CD	D*	D		F*	
Olivia Chow	114	39	26	25	7	22	92
	17%	29%	23%	14%	5%	20%	17%
		CD	D*	D		*	
Rob Ford	13	8	1	1	-	4	9
	2%	6%	1%	*	-	4%	2%
		CD	*			*	

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

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:

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Rob Ford	221	43	42	57	43	35	186
	33%	32%	38%	33%	29%	31%	34%
			*			*	
Karen Stintz	349	72	54	94	85	58	291
	52%	53%	49%	54%	57%	51%	53%
			*			*	
David Soknacki	95	20	13	24	20	21	74
	14%	15%	12%	13%	14%	18%	13%
			*			*	

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

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:

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Rob Ford	144	35	31	37	19	21	123
	22%	26%	28%	21%	13%	18%	22%
		D	D*				*
Karen Stintz	202	43	36	49	41	38	164
	30%	32%	33%	28%	28%	33%	30%
			*			*	
David Soknacki	45	18	6	11	6	8	37
	7%	14%	6%	6%	4%	7%	7%
		D	*			*	
John Tory	274	39	36	78	83	47	227
	41%	29%	33%	45%	56%	41%	41%
			*	A	AB	*	

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

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:

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Rob Ford	184	42	32	45	37	25	159
	28%	31%	30%	26%	25%	22%	29%
			*			*	
Karen Stintz	144	27	26	39	37	17	127
	22%	20%	24%	22%	25%	15%	23%
			*			*	
David Soknacki	46	10	3	10	16	11	35
	7%	7%	3%	6%	11%	10%	6%
			*		B	*	
Olivia Chow	291	56	48	81	58	60	231
	44%	42%	44%	46%	39%	53%	42%
			*			*	

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

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:

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Rob Ford	131	37	28	30	19	17	114
	20%	27%	26%	17%	13%	15%	21%
		D	D*			*	
Karen Stintz	85	20	18	19	18	16	68
	13%	15%	17%	11%	12%	14%	12%
			*			*	
David Soknacki	21	7	1	5	5	6	15
	3%	5%	1%	3%	3%	5%	3%
			*			*	
John Tory	189	21	21	56	64	28	161
	28%	16%	19%	32%	43%	24%	29%
			*	AB	AB	*	
Olivia Chow	240	51	41	66	44	46	193
	36%	37%	37%	37%	29%	41%	35%
			*			*	

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

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?

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
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	63	51	84	86	50	281
	50%	47%	47%	48%	58%	44%	51%
			*			*	
Somewhat agree	84	21	14	25	12	25	59
	13%	16%	13%	14%	8%	22%	11%
			*			F*	
Somewhat disagree	123	25	15	40	24	21	102
	18%	18%	14%	23%	16%	18%	18%
			*			*	
Strongly disagree	128	25	29	27	26	18	109
	19%	19%	26%	15%	18%	16%	20%
			C*			*	
Summary							
Top2Box (Strongly/ Somewhat Agree)	415	85	65	109	98	75	340
	62%	63%	60%	62%	66%	66%	62%
			*			*	
Low2Box (Somewhat/ Strongly Disagree)	250	50	44	66	50	39	211
	38%	37%	40%	38%	34%	34%	38%
			*			*	

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

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?

	Total	HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION	
		<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F
Base: All Respondents	665	148	106	167	142	98	567
Weighted	665	135	109	175	148	114	551
Mayor Ford is doing things at city hall I want him to keep doing							
Strongly agree	118	28	26	22	25	15	103
	18%	21%	24%	12%	17%	13%	19%
			C*			*	
Somewhat agree	194	30	22	62	42	34	159
	29%	22%	20%	35%	29%	30%	29%
			*	AB		*	
Somewhat disagree	125	27	18	31	33	40	85
	19%	20%	17%	18%	22%	35%	15%
			*			F*	
Strongly disagree	228	49	43	60	48	24	204
	34%	37%	39%	34%	32%	21%	37%
			*			*	E
Summary							
Top2Box (Strongly/ Somewhat Agree)	312	59	48	84	67	50	263
	47%	43%	44%	48%	45%	43%	48%
			*			*	
Low2Box (Somewhat/ Strongly Disagree)	353	76	61	91	81	64	289
	53%	57%	56%	52%	55%	57%	52%
			*			*	

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