Question 1 (first ranked response) - If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of six candidates
[Rotate Order of Candidates]

		Total	Rob Ford	Giorgio Mammoliti	Joe Pantalone	Rocco Rossi	George Smitherman	Sarah Thomson	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	1000	17.8	2.5	10.1	9.0	15.9	5.8	38.9
	Etobicoke	134	27.6	1.5	3.0	9.0	14.2	3.0	41.8
	North York	274	17.5	2.9	10.9	7.3	10.9	7.7	42.7
	Scarborough	243	19.8	2.9	6.2	10.3	13.6	4.9	42.4
	Toronto	349	12.9	2.3	14.9	9.5	22.1	6.0	32.4
Gender	Male	492	22.4	2.8	11.8	9.1	15.2	4.7	33.9
	Female	508	13.4	2.2	8.5	8.9	16.5	6.9	43.7
Age	18 to 29	65	7.7	6.2	4.6	1.5	12.3	9.2	58.5
	30 to 39	142	13.4	3.5	4.9	8.5	16.9	4.9	47.9
	40 to 49	208	17.8	1.9	10.1	10.6	16.3	7.2	36.1
	50 to 59	246	15.4	1.2	12.6	9.8	17.1	4.9	39.0
	60 plus	339	23.3	2.7	11.5	9.1	15.0	5.3	33.0
Home	Own	700	18.7	2.1	10.4	9.0	16.9	5.6	37.3
	Rent	265	16.6	3.8	8.7	8.7	14.3	6.4	41.5
	Refusal	35	8.6	.0	14.3	11.4	8.6	5.7	51.4

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DECIDED Likely Municipal Voters Only

Readers should note that a random telephone subsample of 611 decided voters is accurate 4.0 percentage points, plus or minus, 19 times out of 20. The accuracy for regional and demographic subsets may be wider.

				Question 1 (first ranked response) - If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of six candidates [Rotate Order of Candidates]					
		Total	Rob Ford	Giorgio Mammoliti	Joe Pantalone	Rocco Rossi	George Smitherman	Sarah Thomson
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	611	29.1	4.1	16.5	14.7	26.0	9.5
	Etobicoke	78	47.4	2.6	5.1	15.4	24.4	5.1
	North York	157	30.6	5.1	19.1	12.7	19.1	13.4
	Scarborough	140	34.3	5.0	10.7	17.9	23.6	8.6
	Toronto	236	19.1	3.4	22.0	14.0	32.6	8.9
Gender	Male	325	33.8	4.3	17.8	13.8	23.1	7.1
	Female	286	23.8	3.8	15.0	15.7	29.4	12.2
Age	18 to 29	27	18.5	14.8	11.1	3.7	29.6	22.2
	30 to 39	74	25.7	6.8	9.5	16.2	32.4	9.5
	40 to 49	133	27.8	3.0	15.8	16.5	25.6	11.3
	50 to 59	150	25.3	2.0	20.7	16.0	28.0	8.0
	60 plus	227	34.8	4.0	17.2	13.7	22.5	7.9
Home	Own	439	29.8	3.4	16.6	14.4	26.9	8.9
	Rent	155	28.4	6.5	14.8	14.8	24.5	11.0
	Refusal	17	17.6	.0	29.4	23.5	17.6	11.8

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		Question 1 (second ranked response) - If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of six candidates [Rotate Order of Candidates]						
		Total	Rob Ford	Giorgio Mammoliti	Joe Pantalone	Rocco Rossi	George Smitherman	Sarah Thomson	No second choice
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	611	8.8	5.4	7.2	12.9	12.8	8.5	44.4
	Etobicoke	78	10.3	7.7	10.3	19.2	10.3	5.1	37.2
	North York	157	7.0	3.8	3.8	9.6	14.6	12.7	48.4
	Scarborough	140	10.7	7.9	5.7	12.1	12.9	7.9	42.9
	Toronto	236	8.5	4.2	9.3	13.6	12.3	7.2	44.9
Gender	Male	325	9.2	6.2	7.1	15.4	13.5	7.7	40.9
	Female	286	8.4	4.5	7.3	10.1	11.9	9.4	48.3
Age	18 to 29	27	11.1	7.4	11.1	11.1	11.1	14.8	33.3
	30 to 39	74	6.8	4.1	13.5	12.2	9.5	13.5	40.5
	40 to 49	133	9.0	6.8	8.3	12.0	15.8	5.3	42.9
	50 to 59	150	9.3	4.7	4.7	13.3	10.7	10.0	47.3
	60 plus	227	8.8	5.3	5.7	13.7	13.7	7.0	45.8
Home	Own	439	9.6	6.2	7.5	14.8	11.8	8.0	42.1
	Rent	155	7.1	2.6	7.1	7.7	14.2	10.3	51.0
	Refusal	17	5.9	11.8	.0	11.8	23.5	5.9	41.2

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Question 2 - Why is that candidate your first choice? [Open-ended]

		Rob Ford	Giorgio Mammoliti	Joe Pantalone	Rocco Rossi	George Smitherman	Sarah Thomson	Total
		Question 1 (first ranked response) - If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of six candidates						
A good person/balanced	Count	9	1	7	4	9	4	34
		5.1%	4.0%	6.9%	4.4%	5.7%	6.9%	5.6%
The best choice/candidate	Count	26	8	29	23	28	12	126
		14.6%	32.0%	28.7%	25.6%	17.6%	20.7%	20.6%
Has the best policies/vision	Count	32	5	15	13	28	5	98
		18.0%	20.0%	14.9%	14.4%	17.6%	8.6%	16.0%
Will work for entire City/everyone	Count	10	0	3	0	2	0	15
		5.6%	.0%	3.0%	.0%	1.3%	.0%	2.5%
Is left wing/a socialist	Count	0	0	5	0	0	0	5
		.0%	.0%	5.0%	.0%	.0%	.0%	.8%
Honest/trustworthy	Count	12	0	1	5	1	1	20
		6.7%	.0%	1.0%	5.6%	.6%	1.7%	3.3%
Experienced/has experience	Count	4	0	9	0	29	0	42
		2.2%	.0%	8.9%	.0%	18.2%	.0%	6.9%
Gets the job done/has done a good job	Count	7	1	2	0	6	0	16
		3.9%	4.0%	2.0%	.0%	3.8%	.0%	2.6%
Fiscally responsible	Count	31	1	2	5	2	0	41
		17.4%	4.0%	2.0%	5.6%	1.3%	.0%	6.7%
Hard working	Count	2	0	1	0	2	1	6
		1.1%	.0%	1.0%	.0%	1.3%	1.7%	1.0%
Intelligent	Count	1	0	1	2	2	2	8
		.6%	.0%	1.0%	2.2%	1.3%	3.4%	1.3%
A woman	Count	0	0	0	0	0	13	13
		.0%	.0%	.0%	.0%	.0%	22.4%	2.1%
The best choice since John Tory is not in race	Count	0	0	0	0	0	1	1
		.0%	.0%	.0%	.0%	.0%	1.7%	.2%
I received a call from their campaign	Count	0	0	0	0	0	1	1
		.0%	.0%	.0%	.0%	.0%	1.7%	.2%

Question 2 - Why is that candidate your first choice? [Open-ended]
(continued)

		Rob Ford	Giorgio Mammoliti	Joe Pantalone	Rocco Rossi	George Smitherman	Sarah Thomson	Total
		Question 1 (first ranked response) - If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of six candidates						
Has common sense	Count	3	0	1	0	0	0	4
		1.7%	.0%	1.0%	.0%	.0%	.0%	.7%
Is a Liberal	Count	0	0	0	0	2	0	2
		.0%	.0%	.0%	.0%	1.3%	.0%	.3%
Opposed to privatization of City services	Count	0	0	1	0	0	0	1
		.0%	.0%	1.0%	.0%	.0%	.0%	.2%
Has a relationship/can work with Premier	Count	0	0	0	0	5	0	5
		.0%	.0%	.0%	.0%	3.1%	.0%	.8%
Is a leader	Count	5	1	1	5	5	1	18
		2.8%	4.0%	1.0%	5.6%	3.1%	1.7%	2.9%
Pro environment	Count	0	0	1	0	0	0	1
	Column %	.0%	.0%	1.0%	.0%	.0%	.0%	.2%
A businessperson	Count	0	0	0	5	1	0	6
		.0%	.0%	.0%	5.6%	.6%	.0%	1.0%
A conservative/right wing	Count	2	0	0	0	0	0	2
		1.1%	.0%	.0%	.0%	.0%	.0%	.3%
Is active in the community	Count	1	0	0	1	3	0	5
		.6%	.0%	.0%	1.1%	1.9%	.0%	.8%
Has a strong team around them	Count	1	0	0	1	0	0	2
		.6%	.0%	.0%	1.1%	.0%	.0%	.3%
A progressive	Count	0	0	2	0	0	0	2
		.0%	.0%	2.0%	.0%	.0%	.0%	.3%
Different/fresh face	Count	2	0	0	3	0	4	9
		1.1%	.0%	.0%	3.3%	.0%	6.9%	1.5%
Has done well in debates	Count	2	0	3	2	1	0	8
		1.1%	.0%	3.0%	2.2%	.6%	.0%	1.3%
He's Italian	Count	0	0	0	1	0	0	1
		.0%	.0%	.0%	1.1%	.0%	.0%	.2%
Unsure	Count	28	8	17	20	33	13	119
		15.7%	32.0%	16.8%	22.2%	20.8%	22.4%	19.5%
Total	Count	178	25	101	90	159	58	611
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Question 3 - Is there anyone else you would like to run for Mayor of Toronto?

	Frequency	Aggregate Percent	Decided Percent	Cumulative Percent
No one/none	704	70.4	70.4	70.4
John Tory	147	14.7	14.7	85.1
Unsure	81	8.1	8.1	93.2
David Miller	24	2.4	2.4	95.6
Mel Lastman	19	1.9	1.9	97.5
Adam Giambrone	11	1.1	1.1	98.6
Doug Holyday	2	.2	.2	98.8
Bob Rae	1	.1	.1	98.9
Frank Stronach	1	.1	.1	99.0
Jack Layton	1	.1	.1	99.1
Judy Rebick	1	.1	.1	99.2
Denzel Minnan Wong	1	.1	.1	99.3
Mike Clemons	1	.1	.1	99.4
Adam Vaughan	1	.1	.1	99.5
Barbara Hall	1	.1	.1	99.6
David Crombie	1	.1	.1	99.7
Dennis Mills	1	.1	.1	99.8
Janet Davis	1	.1	.1	99.9
Raymond Chow	1	.1	.1	100.0
Total	**1000**	**100.0**	**100.0**	

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Question 4 - What is the most important issue facing the City of Toronto?

	Frequency	Aggregate Percent	Decided Percent	Cumulative Percent
The City Budget/debit/deficit	205	20.5	20.5	20.5
High taxes	167	16.7	16.7	37.2
The TTC/public transit	164	16.4	16.4	53.6
Unsure	111	11.1	11.1	64.7
Traffic/congestion	89	8.9	8.9	73.6
Jobs/economy	52	5.2	5.2	78.8
Affordable housing	34	3.4	3.4	82.2
Crime	32	3.2	3.2	85.4
Decaying infrastructure	32	3.2	3.2	88.6
Waste at City Hall	22	2.2	2.2	90.8
Pollution/environment	17	1.7	1.7	92.5
Garbage collection/strike	14	1.4	1.4	93.9
The G20	11	1.1	1.1	95.0
City services are in decline	11	1.1	1.1	96.1
Too many condo developments	9	.9	.9	97.0
Bad leadership	7	.7	.7	97.7
The City is 'dirty'/a mess	5	.5	.5	98.2
Cost of living is too high	4	.4	.4	98.6
City wants to remove the Gardiner Expressway	2	.2	.2	98.8
Lack of provincial funding	2	.2	.2	99.0
No vision at City Hall	2	.2	.2	99.2
Bike lanes	1	.1	.1	99.3
Need more child care spaces	1	.1	.1	99.4
City keeps on selling assets	1	.1	.1	99.5
Island Airport	1	.1	.1	99.6
City user fees (e.g. licence plate renewal)	1	.1	.1	99.7
Contracting out of city services	1	.1	.1	99.8
Parking	1	.1	.1	99.9
TDSB is continual mess	1	.1	.1	100.0
Total	**1000**	**100.0**	**100.0**	

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Word Cloud for most important issue facing the City of Toronto.

A word cloud is a visual representation of respondent opinion where the size of words are proportionate to their frequency.

Question 4 - What is the most important issue facing the City of Toronto?

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Do you support, somewhat support, somewhat oppose or oppose the following:
[Rotate Questions 5 to 12]

		Question 5 - Having the City of Toronto sell Toronto Hydro?					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	1000	20.2	6.0	2.7	57.7	13.4
	Etobicoke	134	20.9	6.0	6.7	54.5	11.9
	North York	274	20.1	5.5	1.8	59.5	13.1
	Scarborough	243	27.6	6.6	1.6	53.1	11.1
	Toronto	349	14.9	6.0	2.6	60.7	15.8
Gender	Male	492	22.6	5.3	2.4	58.5	11.2
	Female	508	17.9	6.7	3.0	56.9	15.6
Age	18 to 29	65	35.4	10.8	4.6	40.0	9.2
	30 to 39	142	23.2	7.7	4.9	52.1	12.0
	40 to 49	208	19.2	5.8	3.8	58.2	13.0
	50 to 59	246	20.3	4.9	2.0	58.1	14.6
	60 plus	339	16.5	5.3	1.2	62.8	14.2
Home	Own	700	20.4	5.6	2.9	57.9	13.3
	Rent	265	19.6	6.8	2.3	57.0	14.3
	Refusal	35	20.0	8.6	2.9	60.0	8.6

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Do you support, somewhat support, somewhat oppose or oppose the following:
[Rotate Questions 5 to 12]

		Question 6 - Having more dedicated bicycle lanes?					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	1000	50.8	11.3	2.8	29.1	6.0
	Etobicoke	134	49.3	10.4	6.7	30.6	3.0
	North York	274	51.8	11.7	1.1	29.6	5.8
	Scarborough	243	47.7	11.9	2.1	29.6	8.6
	Toronto	349	52.7	10.9	3.2	27.8	5.4
Gender	Male	492	47.2	11.0	2.6	33.7	5.5
	Female	508	54.3	11.6	3.0	24.6	6.5
Age	18 to 29	65	60.0	7.7	4.6	21.5	6.2
	30 to 39	142	57.0	15.5	2.1	19.0	6.3
	40 to 49	208	51.4	10.1	4.8	29.3	4.3
	50 to 59	246	47.2	9.3	1.2	35.4	6.9
	60 plus	339	48.7	12.4	2.7	30.1	6.2
Home	Own	700	49.0	12.1	2.4	31.7	4.7
	Rent	265	57.4	7.9	2.6	23.4	8.7
	Refusal	35	37.1	20.0	11.4	20.0	11.4

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Do you support, somewhat support, somewhat oppose or oppose the following:
[Rotate Questions 5 to 12]

		Question 7 - Reducing the number of City Councillors?					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	1000	56.9	10.5	2.9	17.9	11.8
	Etobicoke	134	61.2	11.9	4.5	11.9	10.4
	North York	274	56.6	13.1	3.3	13.5	13.5
	Scarborough	243	59.3	9.1	2.9	15.2	13.6
	Toronto	349	53.9	8.9	2.0	25.5	9.7
Gender	Male	492	58.7	8.7	2.4	19.3	10.8
	Female	508	55.1	12.2	3.3	16.5	12.8
Age	18 to 29	65	47.7	7.7	4.6	26.2	13.8
	30 to 39	142	47.2	14.8	2.8	18.3	16.9
	40 to 49	208	56.7	10.6	4.3	16.8	11.5
	50 to 59	246	61.8	8.1	2.4	19.9	7.7
	60 plus	339	59.3	10.9	2.1	15.3	12.4
Home	Own	700	57.9	10.4	2.3	17.7	11.7
	Rent	265	54.3	10.2	4.9	19.2	11.3
	Refusal	35	57.1	14.3	.0	11.4	17.1

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Do you support, somewhat support, somewhat oppose or oppose the following:
[Rotate Questions 5 to 12]

		Question 8 - Making the Greater Toronto Area into Canada's 11th province?					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	1000	17.1	7.7	2.8	65.4	7.0
	Etobicoke	134	15.7	3.0	3.0	73.1	5.2
	North York	274	19.0	5.8	2.6	63.5	9.1
	Scarborough	243	18.1	9.1	2.5	61.3	9.1
	Toronto	349	15.5	10.0	3.2	66.8	4.6
Gender	Male	492	19.7	8.5	2.8	63.8	5.1
	Female	508	14.6	6.9	2.8	66.9	8.9
Age	18 to 29	65	24.6	4.6	4.6	63.1	3.1
	30 to 39	142	19.7	7.0	1.4	68.3	3.5
	40 to 49	208	21.6	4.8	2.4	63.9	7.2
	50 to 59	246	14.2	10.6	3.3	64.6	7.3
	60 plus	339	13.9	8.3	2.9	66.1	8.8
Home	Own	700	15.7	7.9	2.9	67.0	6.6
	Rent	265	18.9	7.2	2.6	63.4	7.9
	Refusal	35	31.4	8.6	2.9	48.6	8.6

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Do you support, somewhat support, somewhat oppose or oppose the following:
[Rotate Questions 5 to 12]

		Question 9 - Introducing new road tolls?					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	1000	25.7	9.4	2.7	54.2	8.0
	Etobicoke	134	25.4	8.2	3.0	59.7	3.7
	North York	274	26.3	9.1	1.8	53.6	9.1
	Scarborough	243	24.7	8.6	2.1	55.6	9.1
	Toronto	349	26.1	10.6	3.7	51.6	8.0
Gender	Male	492	26.6	8.3	1.8	56.1	7.1
	Female	508	24.8	10.4	3.5	52.4	8.9
Age	18 to 29	65	41.5	7.7	3.1	46.2	1.5
	30 to 39	142	29.6	9.9	2.8	47.2	10.6
	40 to 49	208	23.1	10.6	3.4	54.8	8.2
	50 to 59	246	26.0	6.9	2.8	57.3	6.9
	60 plus	339	22.4	10.6	2.1	56.0	8.8
Home	Own	700	25.3	9.3	2.0	56.0	7.4
	Rent	265	27.2	8.7	4.5	51.7	7.9
	Refusal	35	22.9	17.1	2.9	37.1	20.0

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Do you support, somewhat support, somewhat oppose or oppose the following:
[Rotate Questions 5 to 12]

		Question 10 - Building more subways?					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	1000	73.0	11.0	1.8	10.1	4.1
	Etobicoke	134	78.4	9.0	2.2	6.7	3.7
	North York	274	75.5	11.7	1.1	7.7	4.0
	Scarborough	243	72.8	9.5	1.2	9.5	7.0
	Toronto	349	69.1	12.3	2.6	13.8	2.3
Gender	Male	492	75.2	10.0	1.4	8.9	4.5
	Female	508	70.9	12.0	2.2	11.2	3.7
Age	18 to 29	65	76.9	10.8	1.5	7.7	3.1
	30 to 39	142	73.2	12.0	.7	7.0	7.0
	40 to 49	208	74.0	10.6	1.9	9.6	3.8
	50 to 59	246	70.7	12.2	2.4	11.8	2.8
	60 plus	339	73.2	10.0	1.8	10.9	4.1
Home	Own	700	72.3	10.6	2.4	10.7	4.0
	Rent	265	74.7	11.7	.4	9.4	3.8
	Refusal	35	74.3	14.3	.0	2.9	8.6

Random Telephone Survey of 1,000 Likely Toronto Municipal Voters between June 7th and 11th, 2010
A random survey of 1,000 likely voters is accurate ±3.1 percentage points 19 times out of 20
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Do you support, somewhat support, somewhat oppose or oppose the following:
[Rotate Questions 5 to 12]

		Question 11 - Building more Light Rail Transit?					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	1000	68.6	11.8	1.3	12.5	5.8
	Etobicoke	134	64.2	12.7	1.5	13.4	8.2
	North York	274	65.3	12.0	1.1	14.2	7.3
	Scarborough	243	69.5	13.6	1.2	9.1	6.6
	Toronto	349	72.2	10.0	1.4	13.2	3.2
Gender	Male	492	70.9	10.8	.6	13.4	4.3
	Female	508	66.3	12.8	2.0	11.6	7.3
Age	18 to 29	65	73.8	9.2	1.5	12.3	3.1
	30 to 39	142	69.7	14.8	.0	8.5	7.0
	40 to 49	208	65.4	10.6	1.4	18.3	4.3
	50 to 59	246	69.5	8.9	1.2	13.4	6.9
	60 plus	339	68.4	13.9	1.8	10.0	5.9
Home	Own	700	69.1	11.6	1.1	13.3	4.9
	Rent	265	68.7	11.7	1.9	10.9	6.8
	Refusal	35	57.1	17.1	.0	8.6	17.1

Random Telephone Survey of 1,000 Likely Toronto Municipal Voters between June 7th and 11th, 2010
A random survey of 1,000 likely voters is accurate ±3.1 percentage points 19 times out of 20
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Do you support, somewhat support, somewhat oppose or oppose the following:
[Rotate Questions 5 to 12]

		Question 12 - Online voting?					
		Total	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Aggregate 2010-06	1000	48.7	10.1	2.9	31.6	6.7
	Etobicoke	134	44.0	12.7	.0	35.1	8.2
	North York	274	53.3	12.0	1.8	29.2	3.6
	Scarborough	243	46.1	10.7	3.7	31.7	7.8
	Toronto	349	48.7	7.2	4.3	32.1	7.7
Gender	Male	492	51.2	9.3	2.8	31.7	4.9
	Female	508	46.3	10.8	3.0	31.5	8.5
Age	18 to 29	65	64.6	7.7	1.5	23.1	3.1
	30 to 39	142	53.5	10.6	2.8	28.9	4.2
	40 to 49	208	52.9	10.1	2.9	30.3	3.8
	50 to 59	246	49.6	8.5	3.7	30.9	7.3
	60 plus	339	40.4	11.5	2.7	35.7	9.7
Home	Own	700	51.3	9.0	1.7	30.7	7.3
	Rent	265	44.2	12.1	4.9	34.0	4.9
	Refusal	35	31.4	17.1	11.4	31.4	8.6

Random Telephone Survey of 1,000 Likely Toronto Municipal Voters between June 7th and 11th, 2010
A random survey of 1,000 likely voters is accurate ±3.1 percentage points 19 times out of 20
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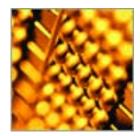
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↓

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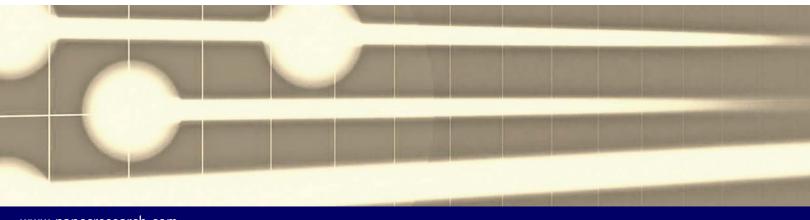
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