



CTV
NEWS

THE GLOBE AND MAIL 

 NANOS

*CTV Globe Toronto Mayoral Race Summary – Wave 2
submitted by Nanos, September, 2014 (Submission 2014-566B)*

Tory strengthens lead in Toronto mayoral race

Swapping Doug for Rob Ford leaves the chances of a Ford as mayor unchanged

John Tory has increased his lead in the race to become the next mayor of Toronto with 49% of decided very likely municipal voters indicating they would vote for him if the election was today according to a survey conducted by Nanos Research for CTV News and the Globe & Mail between September 16th and 20th, 2014. Doug Ford currently has the support of 27% of decided voters, which is virtually the same as Rob Ford's share in our August poll. Olivia Chow continues to hold third place among decided voters (24%). Since August, the number of unsure voters has declined from 17% to 8%.

Tory is strong across the City, with a plurality of voters in all regions selecting him as their first choice. Chow's strength is in Old Toronto (29%) whereas Ford has support in Etobicoke (33%) and Scarborough (35%).

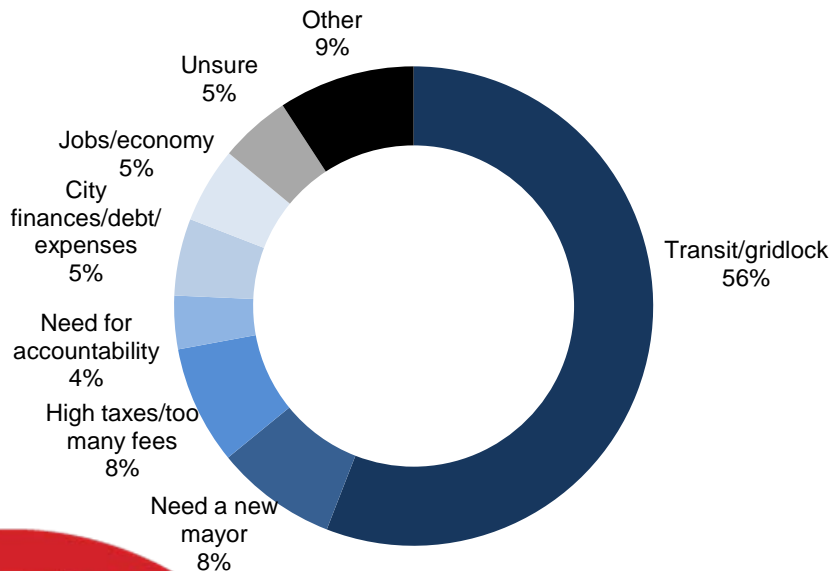
- Tory's continues to lead by a significant margin as the best candidate to represent Toronto (54%) ahead of Olivia Chow (19%) and Doug Ford (19%). When it comes to favourability, 75% give Tory a positive or somewhat positive rating. Olivia Chow is the second most favourable (57%), while Doug Ford is a distant third (31%).
- The most important issue facing the City of Toronto is transportation and gridlock which is mentioned, unprompted, by more than half of residents (56%) and up since August.
- When it comes to Doug Ford's candidacy, 32% are comfortable and 9% are somewhat comfortable with Mayor Rob Ford stepping out of the race for mayor and his brother Councilor Doug Ford being a new candidate. The number one reason for being comfortable is because people like the Ford's and see them as being similar (29%), while those who are uncomfortable are more likely to mention that they don't like or trust them or that they embarrassed the City (28%).

Most Important Issue

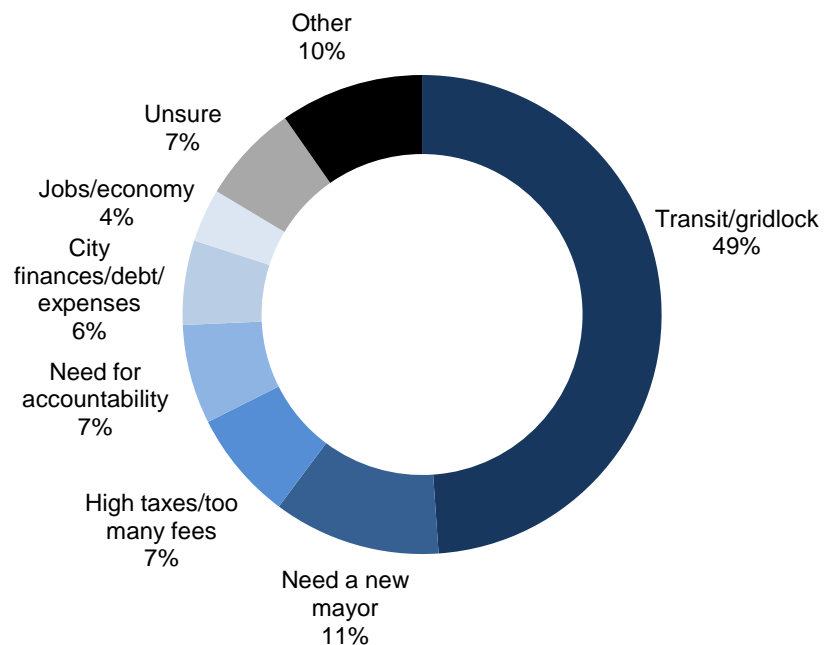
Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, September 16th to 20th, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, August 27 to 31st, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

September 2014



August 2014



***Note: Charts may not add up to 100 due to rounding**

QUESTION – What is the most important issue facing the City of Toronto?
[Open-ended]

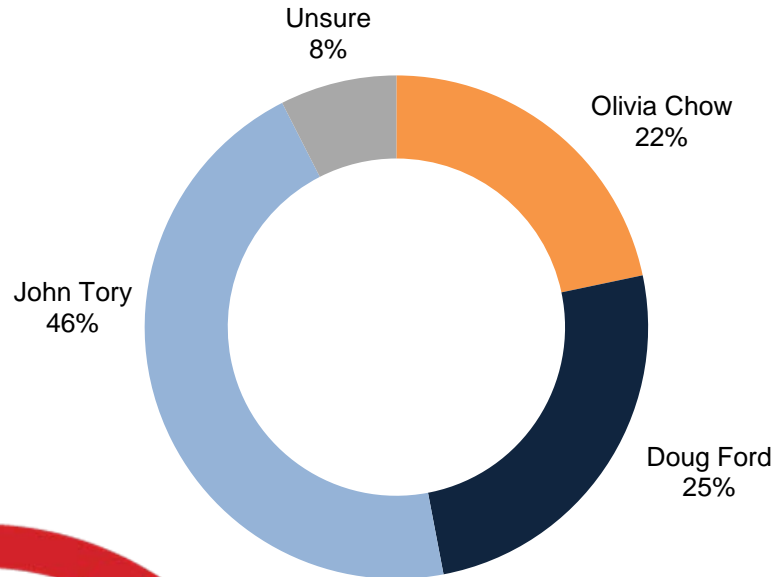


Vote Profile Including Undecided

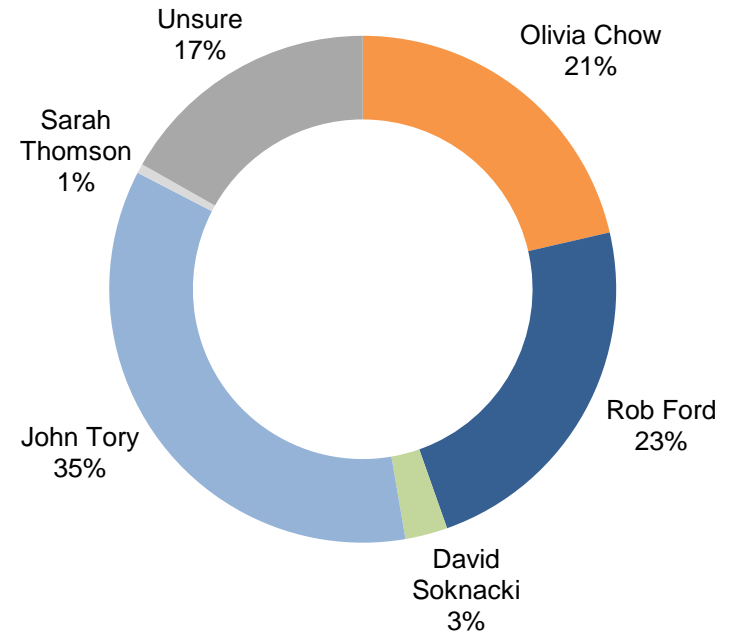
Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, September 16th to 20th, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, August 27 to 31st, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

September 2014



August 2014



***Note: Charts may not add up to 100 due to rounding**

QUESTION – 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 three candidates: [First ranked responses]

AUGUST QUESTION – 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 five candidates: [ROTATE ORDER] [First ranked responses]

Ballot

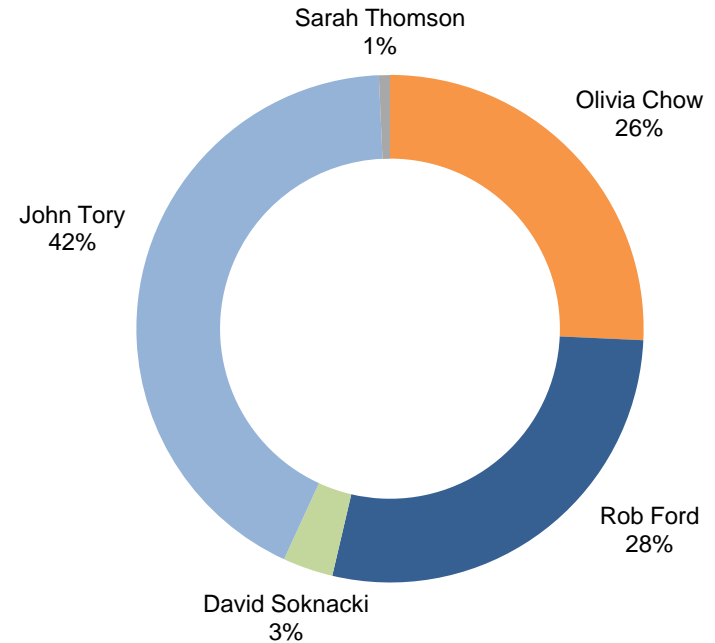
Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, September 16th to 20th, 2014, n=925, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, August 27 to 31st, 2014, n=832, accurate 3.4 percentage points plus or minus, 19 times out of 20.

September 2014



August 2014



***Note: Charts may not add up to 100 due to rounding**

QUESTION – 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 three candidates: [First ranked responses]

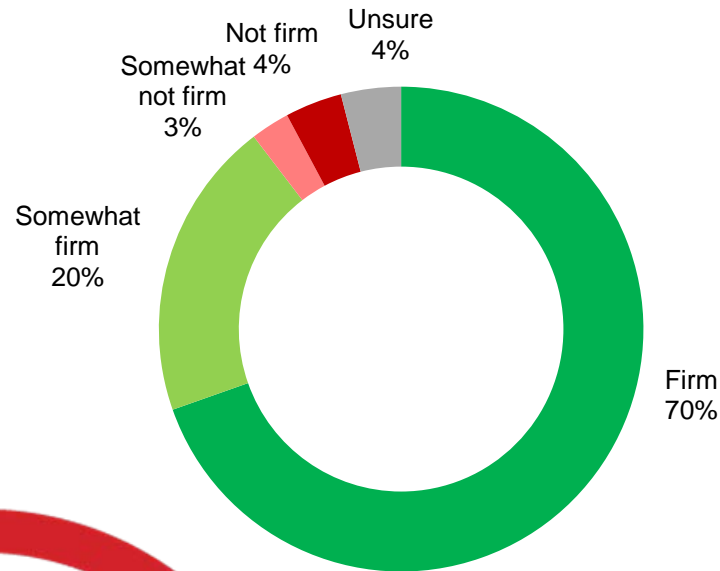
AUGUST QUESTION – If the election for mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of five candidates: [ROTATE ORDER] [First ranked responses]

Choice for Mayor of Toronto

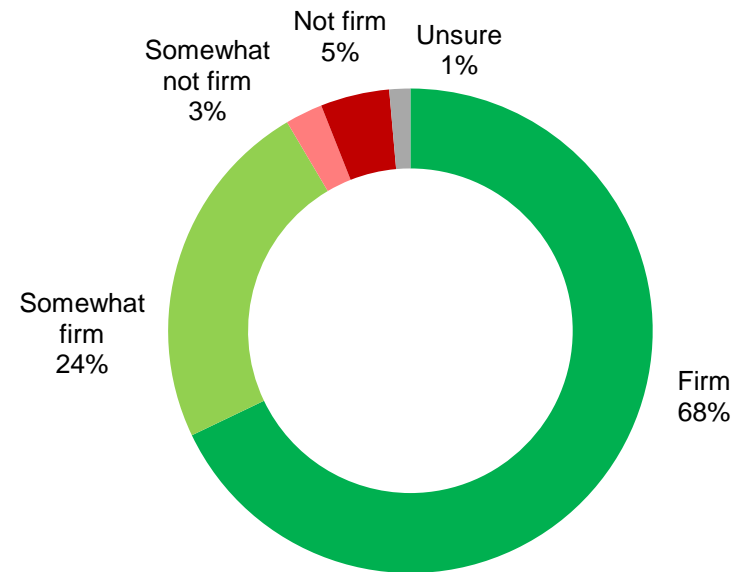
Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, September 16th to 20th, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, August 27 to 31st, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

September 2014



August 2014

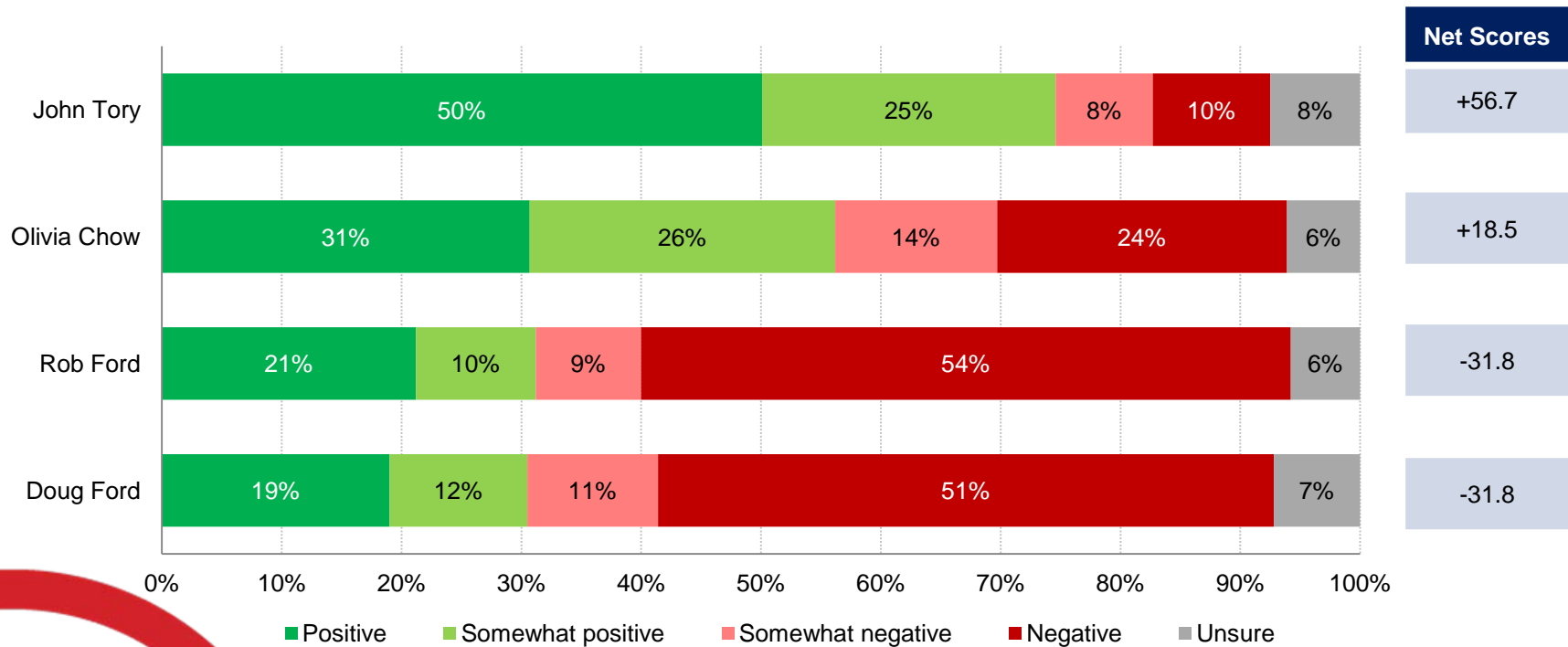


***Note: Charts may not add up to 100 due to rounding**

QUESTION – For your first choice for mayor of Toronto, is your support, firm, somewhat firm, somewhat not firm or not firm?

Impression of Candidates

Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, September 16th to 20th, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

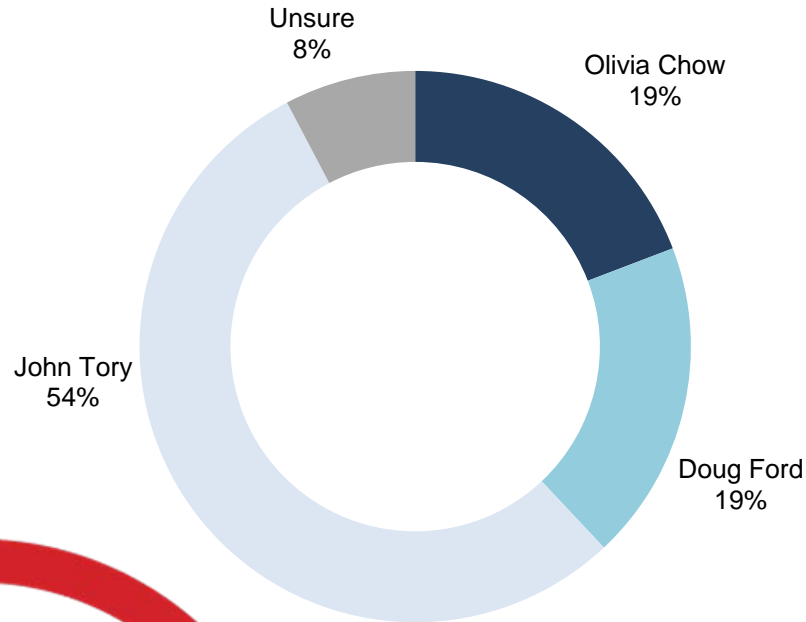
QUESTION – Do you have a positive, somewhat positive, somewhat negative or negative impression of the following individuals:

Candidate that can best represent Toronto

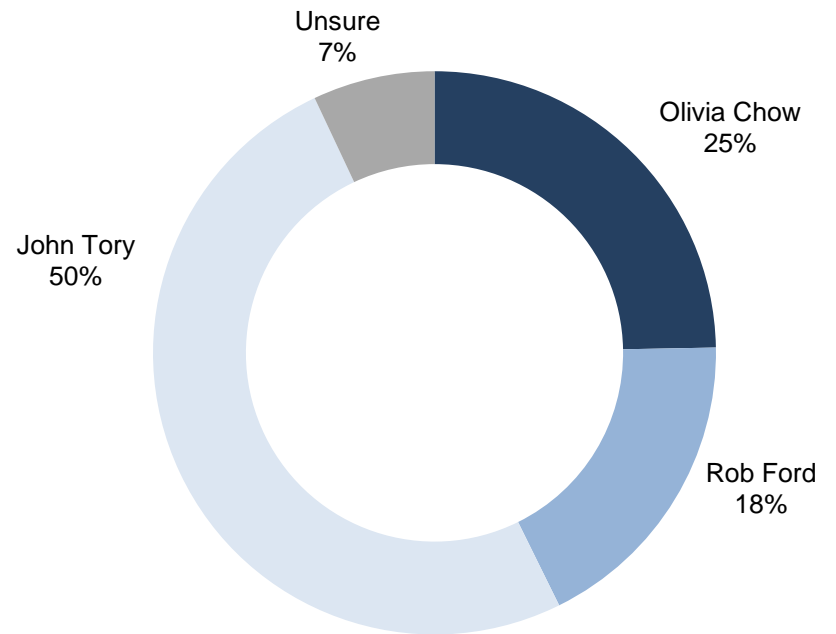
Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, September 16th to 20th, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, August 27 to 31st, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

September 2014



August 2014



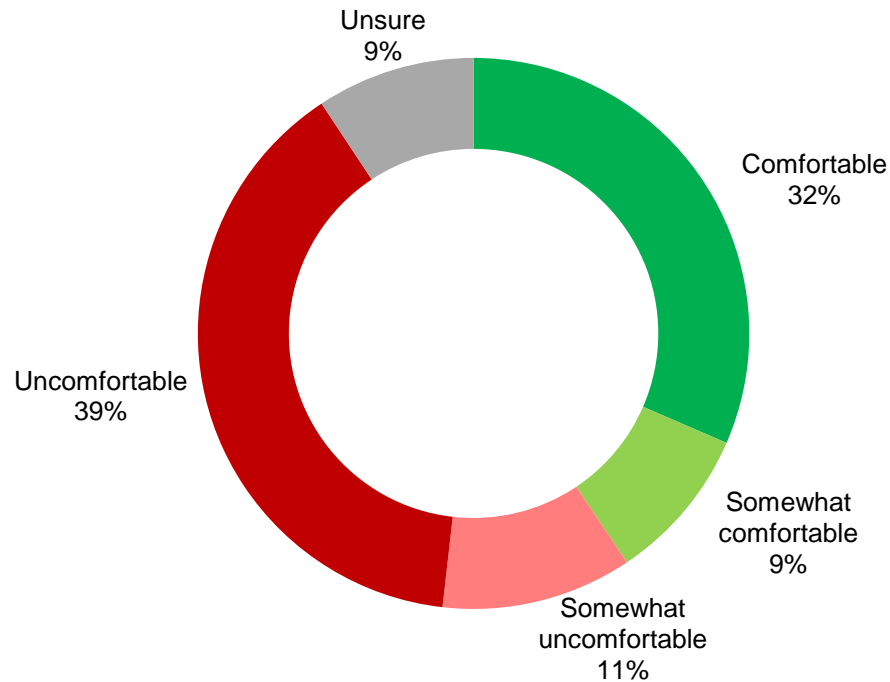
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Which candidate for mayor can best represent Toronto? Would that be [RANDOMIZE]



Ford Swap

Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, September 16th to 20th, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



***Note: Charts may not add up to 100 due to rounding**

QUESTION – Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with Mayor Rob Ford stepping out of the race for mayor and his brother Councilor Doug Ford being a new candidate for Mayor of Toronto?



Ford Swap

Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, September 16th to 20th, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

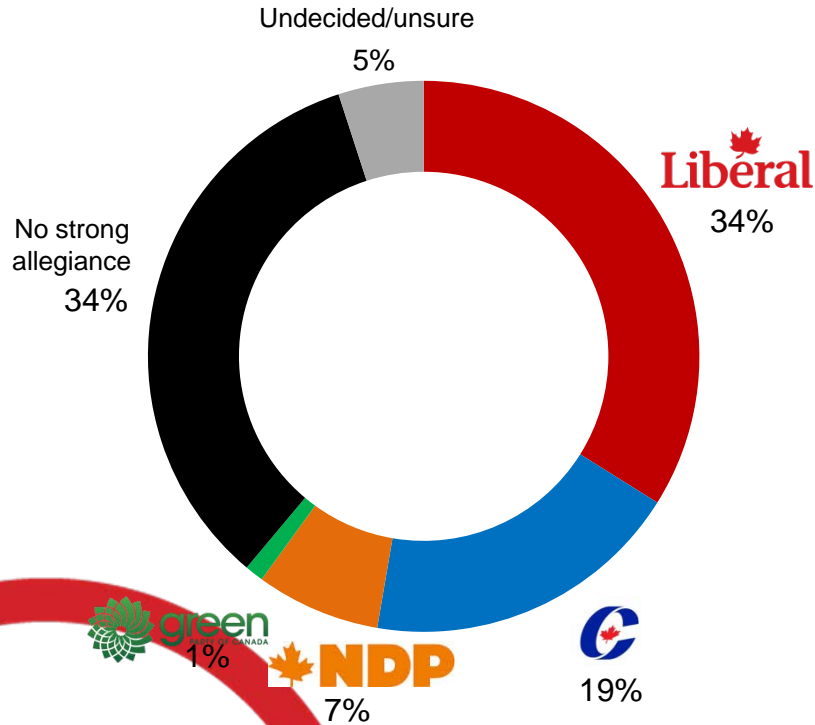
	Comfortable (n=406)	Uncomfortable (n=501)	Unsure (n=93)	Total (n=1,000)
Don't like or trust them/embarrassed the City	0.2%	28.1%	17.2%	15.8%
Like the Fords/have similar policies	28.8%	-	5.4%	12.2%
Anyone can run/it's their right/doesn't matter	16.7%	-	7.5%	7.5%
Because of their track record	10.6%	4.6%	2.2%	6.8%
Inexperienced/not ready/don't know well enough	1.5%	10.4%	3.2%	6.1%
Abusive/manipulative of system	-	9.6%	3.2%	5.1%
Can't pass jobs around the family	0.5%	9.6%	-	5.0%
It's the circumstances	7.9%	2.2%	3.2%	4.6%
A strong candidate/capable	12.1%	-	-	4.9%
Bad candidate/would make a bad Mayor	-	5.8%	-	2.9%
Other	16.4%	26.0%	11.9%	20.8%
Unsure	5.2%	3.8%	46.2%	8.3%

QUESTION – Why do you have that opinion? [OPEN-ENDED]

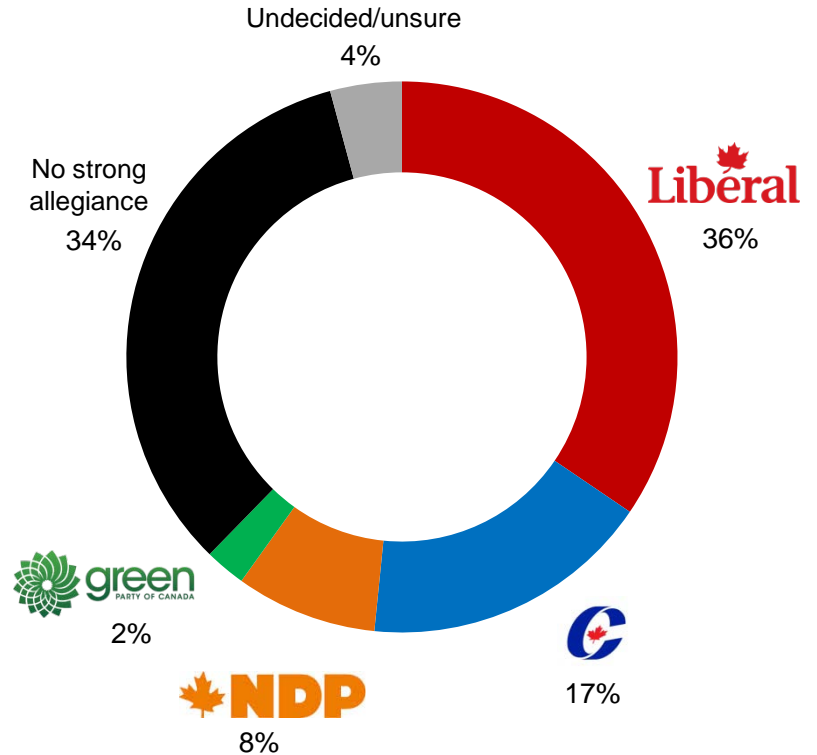
Usual Vote

Source: Nanos Research, random telephone survey of very likely Toronto municipal voters, September 16th to 20th, 2014, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

September 2014



August 2014



*Note: Charts may not add up to 100 due to rounding

QUESTION – In general terms, either federally or provincially, do you consider yourself someone who usually votes for the [ROTATE] the Liberal candidate, the Conservative candidate, the NDP candidate, the Green candidate or do you have no strong allegiance to any party?

PATH FORWARD!

WINNING CONDITIONS

DIAGNOSE ENV

VALIDATE

TEST IDEAS

REVIEW RESEARCH



Methodology

Methodology

This random telephone survey using live agents of 1,000 Toronto municipal voters was conducted between September 16th and 20th, 2014. The dual frame sample included both land- and cell-lines across the city of Toronto. The results were statistically checked and weighted by age and gender using the latest Census information.

Results from wave 1 of research are from :

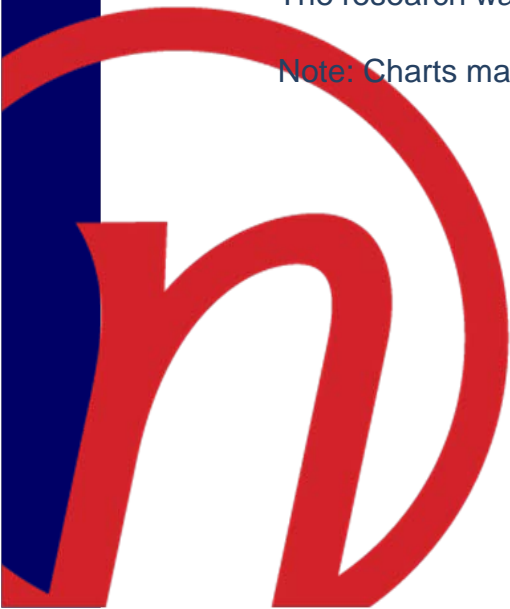
This random telephone survey using live agents of 1,000 Toronto municipal voters was conducted between August 27th and 31st, 2014. The dual frame sample included both land- and cell-lines across the city of Toronto. The results were statistically checked and weighted by age and gender using the latest Census information.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Toronto residents is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by CTV News and The Globe and Mail..

Note: Charts may not add up to 100 due to rounding.



About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



[View our brochure](#)

Nik Nanos FMRIA

Chairman, Nanos Research Group

Ottawa (613) 234-4666 ext. 237

Washington DC (202) 697-9924

nnanos@nanosresearch.com





Tabulations



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

**Question 1 - What is the most important issue facing the City of Toronto?
[unprompted]**

	Frequency	Aggregate Percent	Decided Percent	Cumulative Percent
Transit/gridlock	559	55.9	55.9	55.9
Need a new Mayor	82	8.2	8.2	64.1
High taxes/too many fees	80	8.0	8.0	72.1
City finances/debt/expenses	52	5.2	5.2	77.3
Jobs/economy	51	5.1	5.1	82.4
Unsure	48	4.8	4.8	87.2
Need for accountability/better management by civic leaders	36	3.6	3.6	90.8
Protect community services	24	2.4	2.4	93.2
Other	21	2.1	2.1	95.3
Need to end dysfunction in City Council	15	1.5	1.5	96.8
Crime	11	1.1	1.1	97.9
Clean up the city/city looks dirty	9	.9	.9	98.8
Education	4	.4	.4	99.2
Lack of long term vision for city	3	.3	.3	99.5
Cost of living/housing	3	.3	.3	99.8
Pan Am Games	1	.1	.1	99.9
Re-elect the Fords	1	.1	.1	100.0
Total	1000	100.0	100.0	

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

Question 2 (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 five candidates
[randomize list]

		Total	Olivia Chow	Doug Ford	John Tory	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2014-09	1000	21.7	25.3	45.5	7.5
	Etobicoke	136	21.3	32.4	43.4	2.9
	North York	273	16.8	28.2	47.6	7.3
	Scarborough	243	20.6	31.7	39.1	8.6
	Old Toronto	348	26.4	15.8	49.1	8.6
Gender	Male	500	21.2	25.8	44.8	8.2
	Female	500	22.2	24.8	46.2	6.8
Age	18 to 29	128	25.0	25.8	39.1	10.2
	30 to 39	131	26.7	23.7	41.2	8.4
	40 to 49	172	26.2	25.0	43.0	5.8
	50 to 59	255	16.9	24.3	50.2	8.6
	60 plus	314	19.7	26.8	47.5	6.1

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

Question 2 (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 five candidates
[randomize list]

		Total	Olivia Chow	Doug Ford	John Tory	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2014-09	925	31.2	11.2	29.4	28.1
	Etobicoke	132	31.1	11.4	27.3	30.3
	North York	253	29.6	12.3	28.1	30.0
	Scarborough	222	28.8	12.6	32.9	25.7
	Old Toronto	318	34.3	9.4	28.9	27.4
Gender	Male	459	29.2	14.4	30.3	26.1
	Female	466	33.3	8.2	28.5	30.0
Age	18 to 29	115	37.4	13.0	31.3	18.3
	30 to 39	120	26.7	15.0	34.2	24.2
	40 to 49	162	27.8	13.0	34.6	24.7
	50 to 59	233	33.9	13.3	23.2	29.6
	60 plus	295	30.5	6.4	28.8	34.2

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

		Ballot (decided voters only) - 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 five candidates			
		Total	Olivia Chow	Doug Ford	John Tory
		Responses	Percentage	Percentage	Percentage
Region	Toronto 2014-09	925	23.5	27.4	49.2
	Etobicoke	132	22.0	33.3	44.7
	North York	253	18.2	30.4	51.4
	Scarborough	222	22.5	34.7	42.8
	Old Toronto	318	28.9	17.3	53.8
Gender	Male	459	23.1	28.1	48.8
	Female	466	23.8	26.6	49.6
Age	18 to 29	115	27.8	28.7	43.5
	30 to 39	120	29.2	25.8	45.0
	40 to 49	162	27.8	26.5	45.7
	50 to 59	233	18.5	26.6	54.9
	60 plus	295	21.0	28.5	50.5

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

		Question 3 - For your first choice for Mayor of Toronto, is your support firm, somewhat firm, somewhat not firm or not firm					
		Total	Firm	Somewhat firm	Somewhat not firm	Not firm	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2014-09	1000	69.6	20.0	2.6	3.8	4.0
	Etobicoke	136	70.6	19.1	3.7	2.2	4.4
	North York	273	72.5	17.6	3.3	3.7	2.9
	Scarborough	243	68.3	22.2	2.5	3.3	3.7
	Old Toronto	348	67.8	20.7	1.7	4.9	4.9
Gender	Male	500	68.2	20.6	3.2	3.6	4.4
	Female	500	71.0	19.4	2.0	4.0	3.6
Age	18 to 29	128	64.1	23.4	3.1	3.9	5.5
	30 to 39	131	56.5	26.0	6.9	6.1	4.6
	40 to 49	172	70.3	23.3	3.5	1.7	1.2
	50 to 59	255	71.8	18.0	1.2	4.7	4.3
	60 plus	314	75.2	15.9	1.3	3.2	4.5
First ranked vote	Olivia Chow	217	60.8	30.4	3.2	3.2	2.3
	Doug Ford	253	81.0	13.4	1.6	2.4	1.6
	John Tory	455	74.5	21.1	3.1	.9	.4
	Unsure	75	26.7	5.3	1.3	28.0	38.7

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

**Do you have a positive, somewhat positive, somewhat negative or negative impression of the following individuals:
[randomize questions 4 to 7]**

		Question 4 - Olivia Chow					
		Total	Positive	Somewhat positive	Somewhat negative	Negative	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2014-09	1000	30.7	25.5	13.5	24.2	6.1
	Etobicoke	136	28.7	25.7	14.0	26.5	5.1
	North York	273	23.8	24.2	13.9	28.9	9.2
	Scarborough	243	29.6	25.5	13.2	26.7	4.9
	Old Toronto	348	37.6	26.4	13.2	17.8	4.9
Gender	Male	500	28.2	26.6	12.6	26.6	6.0
	Female	500	33.2	24.4	14.4	21.8	6.2
Age	18 to 29	128	39.1	28.1	10.2	16.4	6.3
	30 to 39	131	29.0	29.8	15.3	21.4	4.6
	40 to 49	172	29.1	30.2	14.0	20.9	5.8
	50 to 59	255	29.8	24.3	16.1	25.1	4.7
	60 plus	314	29.6	21.0	11.8	29.6	8.0

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

**Do you have a positive, somewhat positive, somewhat negative or negative impression of the following individuals:
[randomize questions 4 to 7]**

		Question 5 - Rob Ford					
		Total	Positive	Somewhat positive	Somewhat negative	Negative	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2014-09	1000	21.2	10.0	8.8	54.2	5.8
	Etobicoke	136	24.3	7.4	14.0	50.0	4.4
	North York	273	26.0	9.9	8.4	48.7	7.0
	Scarborough	243	25.5	14.4	7.8	46.9	5.3
	Old Toronto	348	13.2	8.0	7.8	65.2	5.7
Gender	Male	500	23.0	10.0	8.6	53.2	5.2
	Female	500	19.4	10.0	9.0	55.2	6.4
Age	18 to 29	128	19.5	12.5	10.9	51.6	5.5
	30 to 39	131	20.6	10.7	11.5	54.2	3.1
	40 to 49	172	19.8	8.7	12.2	54.7	4.7
	50 to 59	255	23.1	9.8	6.3	55.3	5.5
	60 plus	314	21.3	9.6	7.0	54.1	8.0

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

**Do you have a positive, somewhat positive, somewhat negative or negative impression of the following individuals:
[randomize questions 4 to 7]**

		Question 6 - John Tory					
		Total	Positive	Somewhat positive	Somewhat negative	Negative	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2014-09	1000	50.1	24.5	8.1	9.8	7.5
	Etobicoke	136	50.7	23.5	8.1	11.0	6.6
	North York	273	52.7	20.1	7.7	10.6	8.8
	Scarborough	243	46.1	26.7	6.6	12.3	8.2
	Old Toronto	348	50.6	26.7	9.5	6.9	6.3
Gender	Male	500	48.6	25.0	8.8	10.2	7.4
	Female	500	51.6	24.0	7.4	9.4	7.6
Age	18 to 29	128	39.1	29.7	7.8	9.4	14.1
	30 to 39	131	41.2	28.2	13.0	9.9	7.6
	40 to 49	172	50.0	28.5	9.3	8.1	4.1
	50 to 59	255	54.1	23.5	6.7	11.4	4.3
	60 plus	314	55.1	19.4	6.7	9.6	9.2

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

**Do you have a positive, somewhat positive, somewhat negative or negative impression of the following individuals:
[randomize questions 4 to 7]**

		Question 7 - Doug Ford					
		Total	Positive	Somewhat positive	Somewhat negative	Negative	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2014-09	1000	19.0	11.5	10.9	51.4	7.2
	Etobicoke	136	25.7	8.8	13.2	47.8	4.4
	North York	273	21.2	11.0	11.4	48.0	8.4
	Scarborough	243	23.0	18.1	10.3	39.1	9.5
	Old Toronto	348	11.8	8.3	10.1	64.1	5.7
Gender	Male	500	20.6	11.4	10.4	49.6	8.0
	Female	500	17.4	11.6	11.4	53.2	6.4
Age	18 to 29	128	22.7	11.7	15.6	45.3	4.7
	30 to 39	131	18.3	9.9	16.0	50.4	5.3
	40 to 49	172	17.4	16.3	11.6	49.4	5.2
	50 to 59	255	18.0	12.9	7.5	54.9	6.7
	60 plus	314	19.4	8.3	9.2	52.5	10.5

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

		Question 8 - Which candidate for Mayor can best represent Toronto? Would that be...				
		Total	Olivia Chow	Doug Ford	John Tory	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2014-09	1000	19.2	18.8	54.3	7.7
	Etobicoke	136	16.9	21.3	56.6	5.1
	North York	273	13.6	21.2	57.5	7.7
	Scarborough	243	16.9	25.5	47.3	10.3
	Old Toronto	348	26.1	11.2	55.7	6.9
Gender	Male	500	19.6	18.4	54.8	7.2
	Female	500	18.8	19.2	53.8	8.2
Age	18 to 29	128	27.3	22.7	41.4	8.6
	30 to 39	131	22.1	19.1	51.9	6.9
	40 to 49	172	20.9	15.7	54.1	9.3
	50 to 59	255	15.3	18.8	58.0	7.8
	60 plus	314	16.9	18.8	57.6	6.7

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

Question 9 - Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with Mayor Rob Ford stepping out of the race for mayor and his brother Councillor Doug Ford being a new candidate for Mayor of Toronto?

		Total	Comfortable	Somewhat comfortable	Somewhat uncomfortable	Uncomfortable	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2014-09	1000	31.5	9.1	11.2	38.9	9.3
	Etobicoke	136	34.6	10.3	13.2	36.0	5.9
	North York	273	34.1	10.3	9.9	36.3	9.5
	Scarborough	243	37.4	11.5	12.8	29.2	9.1
	Old Toronto	348	24.1	6.0	10.3	48.9	10.6
Gender	Male	500	36.4	9.6	10.6	34.6	8.8
	Female	500	26.6	8.6	11.8	43.2	9.8
Age	18 to 29	128	34.4	14.1	10.2	34.4	7.0
	30 to 39	131	36.6	10.7	13.0	29.8	9.9
	40 to 49	172	29.7	12.2	15.1	33.1	9.9
	50 to 59	255	31.4	6.7	11.4	41.6	9.0
	60 plus	314	29.3	6.7	8.6	45.5	9.9

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

Question 10 - Why do you have that opinion?

		Question 9 - Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with Mayor Rob Ford stepping out of the race for mayor and his brother Councillor Doug Ford being a new candidate for Mayor of Toronto?			
		Comfortable	Uncomfortable	Unsure	Total
Don't like or trust them/embarrassed the City	Count	1 0.2%	141 28.1%	16 17.2%	158 15.8%
Was always their plan	Count	2 0.5%	24 4.8%	1 1.1%	27 2.7%
It's the circumstances	Count	32 7.9%	11 2.2%	3 3.2%	46 4.6%
Abusive/manipulative of system	Count	0 0.0%	48 9.6%	3 3.2%	51 5.1%
Anyone can run/it's their right/doesn't matter	Count	68 16.7%	0 0.0%	7 7.5%	75 7.5%
Because of their track record	Count	43 10.6%	23 4.6%	2 2.2%	68 6.8%
Like the Fords/have similar policies	Count	117 28.8%	0 0.0%	5 5.4%	122 12.2%
A strong candidate/capable	Count	49 12.1%	0 0.0%	0 0.0%	49 4.9%
Not interchangeable/two different people	Count	0 0.0%	13 2.6%	0 0.0%	13 1.3%
Inexperienced/not ready/don't know well enough	Count	6 1.5%	52 10.4%	3 3.2%	61 6.1%
Bad candidate/would make a bad Mayor	Count	0 0.0%	29 5.8%	0 0.0%	29 2.9%
He didn't want to run/had left politics	Count	1 0.2%	24 4.8%	0 0.0%	25 2.5%
He's a leader	Count	12 3.0%	0 0.0%	0 0.0%	12 1.2%
Don't know his position on the issues	Count	2 0.5%	18 3.6%	3 3.2%	23 2.3%
Is a bully	Count	0 0.0%	11 2.2%	1 1.1%	12 1.2%
Want change at City Hall	Count	0 0.0%	0 0.0%	1 1.1%	1 0.1%
Is a businessman	Count	4 1.0%	0 0.0%	0 0.0%	4 0.4%
Can't pass jobs around the family	Count	2 0.5%	48 9.6%	0 0.0%	50 5.0%
Was a good Councillor	Count	5 1.2%	0 0.0%	0 0.0%	5 0.5%
Other	Count	15 3.7%	14 2.8%	5 5.4%	34 3.4%
Is dangerous	Count	0 0.0%	1 0.2%	0 0.0%	1 0.1%

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

Question 10 - Why do you have that opinion?
(continued)

		Question 9 - Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with Mayor Rob Ford stepping out of the race for mayor and his brother Councillor Doug Ford being a new candidate for Mayor of Toronto?			
		Comfortable	Uncomfortable	Unsure	Total
Cares about Toronto/has good intentions	Count	8 2.0%	0 0.0%	0 0.0%	8 0.8%
A good man/honest	Count	6 1.5%	0 0.0%	0 0.0%	6 0.6%
Has no chance	Count	9 2.2%	4 0.8%	0 0.0%	13 1.3%
Politics shouldn't be their priority right now	Count	1 0.2%	6 1.2%	0 0.0%	7 0.7%
Too late to make this change	Count	1 0.2%	4 0.8%	0 0.0%	5 0.5%
Family has a sense of entitlement	Count	1 0.2%	11 2.2%	0 0.0%	12 1.2%
Unsure	Count	21 5.2%	19 3.8%	43 46.2%	83 8.3%
Total	Count	406 100.0%	501 100.0%	93 100.0%	1000 100.0%

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ±3.1 percentage points, 19 times out of 20.



2014-566B – TORONTO MAYORAL SURVEY – STAT SHEET - DRAFT

Question 11 - In general terms, either federally or provincially, do you consider yourself someone who usually votes for the [ROTATE] Liberal candidate, the Conservative candidate, the NDP candidate, the Green candidate or do you have no strong allegiance

		Total	Vote Liberal usually	Vote Conservative usually	Vote NDP usually	Vote Green usually	No strong allegiance	Undecided/ unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Toronto 2014-09	1000	33.9	18.8	7.3	1.1	33.9	5.0
	Etobicoke	136	32.4	20.6	3.7	.7	39.7	2.9
	North York	273	31.9	22.7	4.4	1.1	33.3	6.6
	Scarborough	243	32.9	20.2	8.2	.8	32.9	4.9
	Old Toronto	348	36.8	14.1	10.3	1.4	32.8	4.6
Gender	Male	500	31.6	20.0	6.2	.6	37.6	4.0
	Female	500	36.2	17.6	8.4	1.6	30.2	6.0
Age	18 to 29	128	27.3	17.2	14.8	1.6	34.4	4.7
	30 to 39	131	35.1	14.5	6.1	2.3	38.2	3.8
	40 to 49	172	32.0	18.0	7.6	2.9	35.5	4.1
	50 to 59	255	37.3	20.4	6.3	.0	31.8	4.3
	60 plus	314	34.4	20.4	5.4	.3	32.8	6.7

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone, using live agents, of 1,000 very likely municipal voters in the City of Toronto between September 16th and 20th, 2014. The margin of error for a random survey of 1,000 Torontonians is ± 3.1 percentage points, 19 times out of 20.