



FORUM
RESEARCH INC.

Forum Research Inc.
Toronto Mayoral Poll

Detailed Results

June 11-13, 2010



The following is a complete breakdown of all survey questions asked of respondents:

NOTE: This research is not necessarily predictive of future outcomes, but rather captures opinion at one point in time.

1a. What would you say is the most important problem facing the City of Toronto today?

[BASE=ALL RESPONDENTS]

		Gender		Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
TTC	17.4	16.0	18.6	15.9	18.7	16.4	18.1	12.3	21.3
TRAFFIC/CONGESTION	15.1	13.8	16.3	13.9	21.7	15.4	18.2	16.8	11.1
ECONOMY/JOB	11.2	14.1	8.5	13.7	6.5	15.4	9.9	11.7	8.5
CRIME	6.5	5.9	7.0	8.3	3.9	6.0	5.5	13.7	2.4
PROPERTY TAXES	5.9	5.7	6.0	6.1	3.0	9.8	7.3	4.4	2.5
GOVERNMENT SPENDING	5.8	6.3	5.3	5.2	6.9	4.1	8.4	3.0	6.9
ENVIRONMENT/POLLUTION	4.0	3.1	4.7	3.1	4.5	5.3	4.3	2.1	4.0
G20 SUMMIT	3.1	3.1	3.0	1.7	4.7	4.8	0.8	1.7	4.6
DEVELOPMENT/LAND USE	2.8	3.3	2.4	2.3	2.3	3.0	1.0	0.9	5.7
POVERTY/HOMELESSNESS	1.5	0.5	2.3	1.5	0.8	2.9	1.6	0.9	0.7
BIKE LANES	1.2	0.4	1.9	0.6	2.6	1.5	0.7	0.0	2.2
OTHER (SPECIFY)	18.1	20.1	16.4	16.6	21.7	10.8	16.9	23.6	21.1
NONE	1.7	2.1	1.4	2.5	1.2	2.0	1.5	3.0	0.8
REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	5.8	5.6	6.1	8.6	1.6	2.7	5.9	5.8	8.3

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



**1b. And what other problems can you think of that are important issues in the City of Toronto? PROBE
FOR UP TO TWO MENTIONS. DO NOT READ LIST.**

[BASE=ALL RESPONDENTS]

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	376	189	187	203	130	88	96	81	111
TOTAL (w/t)	374	177	197	200	131	92	95	79	108
TTC	18.7	20.5	17.0	15.8	23.7	15.9	13.9	13.0	29.3
TRAFFIC/CONGESTION	15.7	18.9	12.8	11.9	19.9	18.4	14.2	16.4	14.1
CRIME	10.8	8.6	12.9	11.7	9.2	12.3	11.1	10.3	9.8
PROPERTY TAXES	9.4	9.6	9.2	9.0	9.3	11.0	8.0	10.1	8.8
ECONOMY/JOB	8.8	5.8	11.5	8.2	8.8	12.8	4.9	9.5	8.4
ENVIRONMENT/POLLUTION	8.7	9.9	7.7	10.3	8.6	10.5	8.1	5.7	10.0
GOVERNMENT SPENDING	7.9	4.9	10.7	8.8	5.3	7.0	6.6	10.7	7.8
DEVELOPMENT/LAND USE	6.1	6.2	6.0	5.1	6.1	12.3	5.8	1.0	4.8
POVERTY/HOMELESSNESS	5.8	5.1	6.4	4.5	8.4	6.1	4.7	8.1	4.8
G20 SUMMIT	4.1	2.1	5.8	3.5	6.3	7.6	4.4	1.0	3.0
BIKE LANES	2.4	2.8	2.0	2.0	2.1	1.1	3.2	2.6	2.5
GARBAGE PICK-UP	2.2	1.9	2.5	2.7	1.5	2.0	1.6	1.0	3.7
HEALTHCARE	2.1	1.7	2.5	2.6	1.4	0.9	3.2	1.3	2.8
OTHER (SPECIFY)	31.4	29.1	33.3	31.4	31.8	26.0	38.6	35.0	26.9
NONE	6.7	8.1	5.4	8.1	4.6	3.6	7.5	9.6	6.4
REFUSED	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DON'T KNOW	3.8	4.8	3.0	4.9	1.4	2.8	5.2	3.9	3.5

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



2. Do you think that the City of Toronto is better off today than it was before David Miller was mayor?

[BASE=ALL RESPONDENTS]

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
Yes, better off today	29.3	30.2	28.6	27.8	34.9	24.0	23.8	32.2	36.4
No, not better off today	38.0	34.9	40.8	36.3	39.9	44.3	45.4	34.9	28.8
The Same	16.6	20.9	12.7	19.8	10.0	20.7	14.9	11.9	18.1
Don't know	16.1	14.1	17.9	16.1	15.2	11.0	15.9	21.0	16.8

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



3. What are the personal qualities that you would like to see in the next Mayor of Toronto?

[BASE=ALL RESPONDENTS]

	Total	Gender		Income		Community			T-EY
		Male	Female	<=80K	80K+	EY	NY	SC	
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
Honesty/Integrity/Visibility	19.2	14.5	23.5	17.3	23.2	17.4	23.4	16.0	19.4
Listener and communicator to the people/for the people	12.2	12.7	11.8	12.3	13.8	5.7	15.5	19.5	9.3
Specifics (q1a/b appropriate answers)	10.0	10.8	9.2	13.6	5.9	3.9	10.2	15.2	10.9
Strong/Decisive/follows through/a "doer"	8.0	7.2	8.8	7.9	10.9	6.5	9.5	6.6	9.0
Intelligent/knowledgeable/Competent	8.0	6.9	9.0	5.4	10.9	3.2	6.5	8.2	13.0
Fiscally responsible	7.8	10.4	5.4	6.4	11.0	7.6	8.1	7.0	8.1
Good leadership abilities	5.8	6.5	5.1	3.2	11.4	6.1	4.5	3.9	7.9
Charisma/Energy/Vision	4.4	3.1	5.5	2.5	5.4	3.3	7.6	0.9	5.0
Environmentally conscious	2.8	0.9	4.5	1.9	5.2	2.4	1.0	0.9	6.0
Open minded	2.7	3.9	1.6	1.1	6.1	1.1	4.4	1.7	3.1
Socially conscious (tackles issues surrounding poverty)	2.0	1.3	2.7	2.7	1.5	0.0	0.0	3.4	4.4
Moral/family man	1.8	1.8	1.8	1.4	3.1	0.0	0.0	6.6	1.3
Hardworking	0.9	0.8	1.0	1.3	0.6	0.0	1.4	1.8	0.6
Business acumen	0.6	0.4	0.8	0.4	1.1	0.0	0.8	0.0	1.3
Other	26.7	26.0	27.3	26.3	22.1	47.2	14.0	21.0	25.1
Don't know	14.6	17.3	12.2	18.2	8.0	7.3	21.4	19.0	11.4

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



4. I'm going to read out the names of some Toronto residents - some of these you may know, and some you may not know anything about. But just from your own knowledge, or from what you have heard or read about each person, please tell me how much trust and confidence you have in each - using a scale that ranges from 1 which indicates little or no trust to 7 which indicates a great deal of trust and confidence. If you don't have enough knowledge to assess any person, please just say "don't know". How much trust and confidence do you have in... (READ FIRST NAME AND ROTATE) on a scale from 1 to 7. And where would you put... (CONTINUE UNTIL ALL NAMES ARE READ)

[BASE=ALL RESPONDENTS]

ROB FORD

	Gender			Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
A great deal of trust	4.3	5.8	3.1	4.5	3.0	6.6	3.9	6.8	1.1
6	7.2	8.4	6.2	5.8	9.0	6.2	7.9	12.6	3.5
5	7.5	8.8	6.4	8.9	7.3	13.2	6.5	5.3	5.5
4	6.4	5.0	7.7	7.1	7.4	7.9	5.0	8.8	4.7
3	6.8	7.7	5.9	8.7	4.4	9.0	3.1	6.6	8.2
2	4.0	3.6	4.3	3.0	4.7	4.9	3.5	4.8	3.1
No trust	9.6	12.2	7.2	5.9	16.0	7.3	9.9	4.0	15.1
DK	54.2	48.5	59.3	56.1	48.2	44.9	60.1	51.2	58.8

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



4. I'm going to read out the names of some Toronto residents - some of these you may know, and some you may not know anything about. But just from your own knowledge, or from what you have heard or read about each person, please tell me how much trust and confidence you have in each - using a scale that ranges from 1 which indicates little or no trust to 7 which indicates a great deal of trust and confidence. If you don't have enough knowledge to assess any person, please just say "don't know". How much trust and confidence do you have in... (READ FIRST NAME AND ROTATE) on a scale from 1 to 7. And where would you put... (CONTINUE UNTIL ALL NAMES ARE READ)

[BASE=ALL RESPONDENTS]

Giorgio Mammoliti

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
A great deal of trust	0.6	0.5	0.8	0.7	0.0	0.0	1.6	0.0	0.8
6	1.6	1.5	1.7	2.5	0.6	2.3	0.7	2.6	1.1
5	2.8	3.1	2.6	2.5	3.1	4.0	6.0	1.7	0.0
4	7.1	8.0	6.4	6.6	8.3	5.7	8.4	4.4	9.2
3	8.4	8.1	8.7	7.5	9.9	8.6	6.3	12.0	7.4
2	5.1	5.7	4.6	2.7	6.4	9.6	2.5	4.3	4.3
No trust	9.6	13.3	6.3	8.2	14.0	8.5	10.5	11.0	8.6
DK	64.7	59.9	69.1	69.3	57.7	61.3	64.0	64.0	68.6

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



4. I'm going to read out the names of some Toronto residents - some of these you may know, and some you may not know anything about. But just from your own knowledge, or from what you have heard or read about each person, please tell me how much trust and confidence you have in each - using a scale that ranges from 1 which indicates little or no trust to 7 which indicates a great deal of trust and confidence. If you don't have enough knowledge to assess any person, please just say "don't know". How much trust and confidence do you have in... (READ FIRST NAME AND ROTATE) on a scale from 1 to 7. And where would you put... (CONTINUE UNTIL ALL NAMES ARE READ)

[BASE=ALL RESPONDENTS]

David Miller

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
A great deal of trust	8.2	9.1	7.3	8.4	7.4	8.3	6.2	6.2	11.2
6	13.9	17.3	10.9	13.0	16.5	15.2	12.3	9.6	17.5
5	16.9	16.0	17.8	17.1	18.5	10.0	21.5	21.3	15.5
4	13.8	13.5	14.0	12.6	16.5	13.5	10.4	19.6	12.8
3	13.6	13.3	13.9	13.6	15.0	16.6	12.2	13.0	13.0
2	7.9	6.1	9.5	6.5	8.7	8.4	7.9	5.6	9.1
No trust	16.0	17.2	14.9	17.1	13.0	23.0	16.6	19.0	7.6
DK	9.7	7.4	11.7	11.7	4.3	5.2	13.0	5.9	13.2

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



4. I'm going to read out the names of some Toronto residents - some of these you may know, and some you may not know anything about. But just from your own knowledge, or from what you have heard or read about each person, please tell me how much trust and confidence you have in each - using a scale that ranges from 1 which indicates little or no trust to 7 which indicates a great deal of trust and confidence. If you don't have enough knowledge to assess any person, please just say "don't know". How much trust and confidence do you have in... (READ FIRST NAME AND ROTATE) on a scale from 1 to 7. And where would you put... (CONTINUE UNTIL ALL NAMES ARE READ)

[BASE=ALL RESPONDENTS]

Joe Pantalone

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
A great deal of trust	2.5	1.8	3.2	3.5	1.7	0.9	2.6	2.4	3.9
6	3.4	4.4	2.5	2.4	3.7	3.6	1.5	1.2	6.4
5	9.9	11.9	8.0	9.8	10.2	13.2	7.4	4.5	13.2
4	13.0	13.6	12.5	11.1	15.5	18.1	10.3	10.2	13.2
3	7.7	6.6	8.6	6.0	8.5	13.4	7.2	5.5	5.1
2	4.4	4.9	3.9	2.8	6.1	4.7	1.9	4.0	6.5
No trust	7.5	9.9	5.3	7.8	8.1	4.9	10.8	11.3	3.9
DK	51.7	47.0	56.0	56.6	46.4	41.2	58.4	60.8	47.9

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



4. I'm going to read out the names of some Toronto residents - some of these you may know, and some you may not know anything about. But just from your own knowledge, or from what you have heard or read about each person, please tell me how much trust and confidence you have in each - using a scale that ranges from 1 which indicates little or no trust to 7 which indicates a great deal of trust and confidence. If you don't have enough knowledge to assess any person, please just say "don't know". How much trust and confidence do you have in... (READ FIRST NAME AND ROTATE) on a scale from 1 to 7. And where would you put... (CONTINUE UNTIL ALL NAMES ARE READ)

[BASE=ALL RESPONDENTS]

Rocco Rossi

	Gender			Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
A great deal of trust	1.1	1.1	1.2	0.6	2.4	1.1	1.0	0.0	2.2
6	4.3	4.8	3.9	3.7	4.4	5.5	3.7	7.0	2.0
5	7.5	8.3	6.8	8.4	8.0	12.7	9.5	5.6	3.0
4	7.5	4.7	9.9	6.1	11.0	8.1	9.1	3.0	8.8
3	7.1	6.3	7.9	4.8	10.5	5.6	6.7	9.5	7.1
2	5.0	5.9	4.3	3.8	5.4	8.1	4.5	4.1	3.7
No trust	7.0	7.5	6.5	7.1	6.2	2.1	5.9	3.7	14.1
DK	60.4	61.3	59.6	65.5	52.2	56.7	59.5	67.0	59.3

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



4. I'm going to read out the names of some Toronto residents - some of these you may know, and some you may not know anything about. But just from your own knowledge, or from what you have heard or read about each person, please tell me how much trust and confidence you have in each - using a scale that ranges from 1 which indicates little or no trust to 7 which indicates a great deal of trust and confidence. If you don't have enough knowledge to assess any person, please just say "don't know". How much trust and confidence do you have in... (READ FIRST NAME AND ROTATE) on a scale from 1 to 7. And where would you put... (CONTINUE UNTIL ALL NAMES ARE READ)

[BASE=ALL RESPONDENTS]

George Smitherman

	Gender			Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
A great deal of trust	3.9	5.3	2.7	4.1	3.6	2.1	3.1	3.5	6.3
6	5.9	5.5	6.4	5.9	6.8	9.8	4.6	1.4	7.2
5	12.9	14.1	11.9	9.2	19.6	18.9	11.7	7.9	12.8
4	11.4	11.4	11.3	8.5	17.9	9.4	14.3	10.7	10.9
3	9.5	9.8	9.3	9.8	9.0	10.9	7.0	9.1	10.9
2	4.4	4.4	4.4	2.3	6.1	3.3	1.4	7.0	6.0
No trust	11.5	11.6	11.4	12.7	10.2	11.1	8.9	13.3	12.8
DK	40.4	37.9	42.7	47.5	26.7	34.3	49.1	47.2	33.0

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



4. I'm going to read out the names of some Toronto residents - some of these you may know, and some you may not know anything about. But just from your own knowledge, or from what you have heard or read about each person, please tell me how much trust and confidence you have in each - using a scale that ranges from 1 which indicates little or no trust to 7 which indicates a great deal of trust and confidence. If you don't have enough knowledge to assess any person, please just say "don't know". How much trust and confidence do you have in... (READ FIRST NAME AND ROTATE) on a scale from 1 to 7. And where would you put... (CONTINUE UNTIL ALL NAMES ARE READ)

[BASE=ALL RESPONDENTS]

John Tory

	Gender			Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
A great deal of trust	12.0	11.0	13.0	9.5	14.8	12.4	14.3	16.5	6.6
6	8.5	7.5	9.3	9.2	8.8	6.8	6.2	12.7	8.7
5	12.8	16.1	10.0	10.6	14.7	11.1	12.8	13.2	14.1
4	10.0	7.9	11.9	10.5	10.2	17.5	7.0	6.8	8.8
3	10.1	9.6	10.5	10.2	9.5	8.4	11.0	6.8	13.0
2	8.7	13.0	4.8	8.4	11.3	12.8	2.3	6.5	12.4
No trust	7.8	8.1	7.4	7.8	8.5	3.2	10.4	4.5	11.5
DK	30.1	26.9	33.1	33.9	22.1	27.8	36.0	33.0	24.9

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



5. Now let's look at some residents who might be running for the Mayor of Toronto. If the election was held today, which candidate are you most likely to vote for.....? READ 1-6 IN THE ORDER THEY APPEAR. ROTATE.

[BASE=ALL RESPONDENTS]

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
Rob Ford	14.6	18.1	11.4	15.0	11.6	19.2	11.9	21.1	8.4
Giorgio Mammoliti	2.1	2.8	1.5	2.6	2.0	1.5	2.8	3.4	1.0
Joe Pantalone	6.7	7.0	6.6	6.7	6.9	3.2	2.5	2.4	16.4
Rocco Rossi	5.7	6.3	5.2	7.9	4.0	8.1	7.2	5.8	2.4
George Smitherman	16.5	19.7	13.5	14.3	22.6	15.8	15.8	14.2	19.2
Sarah Thompson	9.5	5.0	13.6	9.8	11.6	6.9	8.8	9.7	12.1
DO NOT READ - Or someone else	0.9	1.1	0.7	0.6	1.6	0.0	0.0	2.5	1.2
DO NOT READ - DON'T KNOW	27.8	25.9	29.5	27.8	25.2	24.7	36.4	28.8	22.1
DO NOT READ - REFUSED	4.4	5.0	3.9	3.8	3.7	9.0	2.7	5.0	1.7
DO NOT READ - UNDECIDED	11.8	9.2	14.2	11.5	10.8	11.6	11.8	7.2	15.4

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



5. Now let's look at some residents who might be running for the Mayor of Toronto. If the election was held today, which candidate are you most likely to vote for.....? READ 1-6 IN THE ORDER THEY APPEAR. ROTATE.

[BASE=DECIDED ONLY]

	Gender			Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	232	125	107	131	82	54	51	53	74
TOTAL (w/t)	227	115	112	128	81	53	50	51	73
Rob Ford	26.0	30.1	21.8	26.4	19.3	35.1	24.2	35.7	13.8
Giorgio Mammoliti	3.7	4.7	2.8	4.5	3.3	2.8	5.7	5.8	1.6
Joe Pantalone	12.1	11.6	12.5	11.8	11.4	5.9	5.1	4.0	27.0
Rocco Rossi	10.2	10.6	9.8	13.9	6.6	14.7	14.8	9.9	4.0
George Smitherman	29.4	32.9	25.8	25.1	37.5	28.8	32.2	24.0	31.6
Sarah Thompson	17.0	8.3	26.0	17.2	19.2	12.6	18.0	16.4	19.9
DO NOT READ - Or someone else	1.6	1.9	1.3	1.1	2.6	0.0	0.0	4.2	2.0

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



6. Even though you may not have made up your mind, who would you be leaning towards at this time? READ LIST 1-6 IN ORDER THEY APPEAR. ROTATE

[BASE:UNDECIDED/REFUSED/DK]

	Gender			Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	173	79	94	95	52	39	52	35	47
TOTAL (w/t)	178	77	101	97	54	44	52	35	47
Rob Ford	3.3	6.6	0.8	4.7	2.4	8.8	0.0	3.5	1.7
Giorgio Mammoliti	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Joe Pantalone	2.1	1.4	2.7	0.0	3.2	8.6	0.0	0.0	0.0
Rocco Rossi	1.8	1.0	2.4	3.3	0.0	0.0	3.1	4.4	0.0
George Smitherman	11.4	11.6	11.2	9.1	17.6	11.9	12.0	13.0	9.0
Sarah Thompson	8.1	3.5	11.6	7.7	8.1	5.4	10.5	7.2	8.6
DO NOT READ - Or someone else	0.7	0.0	1.2	0.0	2.3	0.0	0.0	0.0	2.6
DO NOT READ - DON'T KNOW	48.2	46.8	49.3	49.7	42.5	36.3	50.6	56.6	50.2
DO NOT READ - REFUSED	7.6	10.8	5.2	7.4	6.3	14.9	6.7	4.4	4.2
DO NOT READ - UNDECIDED	16.8	18.3	15.7	18.1	17.7	14.1	17.0	10.8	23.7

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



7. And, who would you vote for mayor if the candidates were... ? READ LIST 1-7 IN ORDER THEY APPEAR. ROTATE.

[BASE=ALL RESPONDENTS]

		Gender		Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
Rob Ford	9.4	14.6	4.6	10.1	8.4	16.8	7.4	9.1	5.2
Giorgio Mammoliti	1.3	2.0	0.8	2.4	0.0	0.8	0.8	4.4	0.0
Joe Pantalone	6.8	8.7	5.2	6.5	5.9	6.7	2.5	2.8	13.6
Rocco Rossi	2.5	2.4	2.6	2.9	2.7	1.3	4.4	2.6	1.8
George Smitherman	13.2	16.4	10.3	10.1	20.5	12.7	13.0	10.5	15.6
Sarah Thompson	9.8	5.1	14.0	11.7	9.1	7.0	13.0	9.7	9.3
John Tory	26.7	26.9	26.6	25.2	31.7	26.5	25.8	33.7	22.8
DO NOT READ - Or someone else	0.3	0.0	0.6	0.0	0.9	0.0	0.0	0.0	1.0
DO NOT READ - DON'T KNOW	18.4	14.5	22.0	19.7	12.8	15.8	23.4	20.9	14.5
DO NOT READ - REFUSED	3.8	3.1	4.4	3.3	2.2	5.7	2.9	3.5	3.3
DO NOT READ - UNDECIDED	7.7	6.3	9.0	8.1	5.8	6.7	6.9	2.8	12.8

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



**FORUM
RESEARCH**

PROVIDING ROADMAPS FOR WORLD CLASS RELATIONSHIP MANAGEMENT

7. And, who would you vote for mayor if the candidates were... ? READ LIST 1-7 IN ORDER THEY APPEAR. ROTATE.

[BASE=DECIDED ONLY]

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	289	156	133	158	108	69	69	65	86
TOTAL (w/t)	284	146	138	155	107	69	69	63	83
Rob Ford	13.4	19.3	7.1	14.6	10.6	23.3	11.1	12.5	7.5
Giorgio Mammoliti	1.9	2.6	1.2	3.5	0.0	1.1	1.2	6.0	0.0
Joe Pantalone	9.8	11.4	8.0	9.4	7.5	9.3	3.7	3.9	19.6
Rocco Rossi	3.6	3.1	4.1	4.2	3.4	1.9	6.5	3.5	2.6
George Smitherman	18.8	21.6	15.9	14.7	25.8	17.7	19.5	14.4	22.5
Sarah Thompson	14.0	6.7	21.7	17.0	11.5	9.8	19.4	13.3	13.4
John Tory	38.2	35.4	41.2	36.6	40.0	36.9	38.6	46.3	32.8
DO NOT READ - Or someone else	0.4	0.0	0.9	0.0	1.2	0.0	0.0	0.0	1.5

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



8. Even though you may not have made up your mind, who would you be leaning towards at this time? READ LIST 1-7 IN ORDER THEY APPEAR. ROTATE

[BASE:UNDECIDED/REFUSED/DK]

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	116	48	68	68	26	24	34	23	35
TOTAL (w/t)	121	46	75	70	28	27	34	24	36
Rob Ford	1.9	1.6	2.1	1.1	0.0	0.0	0.0	6.6	2.2
Giorgio Mammoliti	0.9	2.3	0.0	1.5	0.0	3.9	0.0	0.0	0.0
Joe Pantalone	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rocco Rossi	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
George Smitherman	1.3	1.6	1.1	2.3	0.0	3.1	2.2	0.0	0.0
Sarah Thompson	2.1	3.7	1.1	3.7	0.0	3.1	0.0	0.0	4.6
John Tory	4.2	6.5	2.8	5.5	4.5	2.9	6.7	8.7	0.0
DO NOT READ - Or someone else	1.6	1.6	1.6	1.0	4.4	0.0	0.0	0.0	5.4
DO NOT READ - DON'T KNOW	59.0	58.2	59.4	55.4	65.0	42.3	70.5	65.6	56.4
DO NOT READ - REFUSED	13.0	11.0	14.3	9.4	18.5	37.2	7.0	0.0	9.1
DO NOT READ - UNDECIDED	15.9	13.5	17.4	20.1	7.6	7.5	13.7	19.1	22.3

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



9. Did you vote in the municipal election in Toronto held in the Fall of 2003?

[BASE=ALL RESPONDENTS]

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
Yes	59.7	61.3	58.3	56.3	64.2	65.3	54.2	55.2	63.3
No	36.5	35.9	37.0	40.5	33.0	33.3	39.2	41.4	33.1
Don't Know	3.8	2.8	4.7	3.2	2.8	1.4	6.6	3.4	3.6
Refused	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



10. Which candidate did you vote for.....? READ LIST 1-4 IN ORDER THEY APPEAR. ROTATE.

[BASE: Yes to Q9]

	Gender			Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	262	135	127	140	91	66	61	53	82
TOTAL (w/t)	242	118	124	126	87	63	56	48	75
Barbara Hall	8.8	11.6	6.2	10.2	7.7	4.1	10.3	14.0	8.4
David Miller	47.5	48.7	46.3	45.1	56.1	44.4	35.8	43.1	61.4
John Nunziata	1.6	3.3	0.0	1.4	0.0	3.3	1.8	1.6	0.0
John Tory	21.5	19.2	23.6	22.7	19.1	27.6	22.1	27.1	12.4
DO NOT READ - Or someone else	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
DO NOT READ - DON'T KNOW	12.9	11.1	14.6	15.0	9.1	13.5	18.9	5.7	12.6
DO NOT READ - REFUSED	7.7	6.1	9.2	5.7	8.0	7.2	11.1	8.4	5.2

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



**FORUM
RESEARCH**

PROVIDING ROADMAPS FOR WORLD CLASS RELATIONSHIP MANAGEMENT

10. Which candidate did you vote for.....? READ LIST 1-4 IN ORDER THEY APPEAR. ROTATE.

[BASE:YES to Q9, DECIDED ONLY]

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	212	113	99	113	77	53	44	46	69
TOTAL (w/t)	192	97	95	100	72	50	39	41	62
Barbara Hall	11.1	14.0	8.2	12.8	9.3	5.1	14.7	16.4	10.3
David Miller	59.8	58.8	60.8	56.8	67.7	55.9	51.1	50.3	74.7
John Nunziata	2.0	3.9	0.0	1.8	0.0	4.2	2.6	1.8	0.0
John Tory	27.1	23.2	31.0	28.6	23.0	34.7	31.6	31.6	15.1

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



11. And, did you vote in the last provincial election held in the Fall of 2007?

[BASE=ALL RESPONDENTS]

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
Yes	67.6	71.4	64.2	61.8	75.4	75.2	67.3	62.0	65.9
No	29.8	27.7	31.8	34.7	22.9	23.4	28.5	38.0	30.3
Don't Know	2.5	0.9	4.0	3.5	1.7	1.4	4.2	0.0	3.8
Refused	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



12. Which party's candidate did you vote for.....? DO NOT READ LIST.

[BASE:YES to Q11]

	Gender			Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	291	153	138	151	106	75	74	59	83
TOTAL (w/t)	274	137	137	139	102	73	69	54	79
Conservative	19.3	21.5	17.1	21.7	17.4	18.1	19.4	35.1	9.6
Green	4.7	5.0	4.4	5.3	4.5	0.0	2.8	7.1	9.0
Liberal	45.2	46.1	44.3	44.2	46.9	53.5	42.2	42.7	42.0
NDP	14.3	14.2	14.5	14.6	16.9	11.0	5.9	5.8	30.6
OTHER	0.4	0.8	0.0	0.0	1.0	1.4	0.0	0.0	0.0
DON'T KNOW	7.2	6.4	8.1	8.0	4.2	4.5	15.5	4.8	4.1
REFUSED	8.9	6.1	11.7	6.3	9.1	11.5	14.1	4.5	4.8

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



12. Which party's candidate did you vote for.....? DO NOT READ LIST.

[BASE:YES to Q11, DECIDED ONLY]

	Gender			Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	247	135	112	130	93	64	53	54	76
TOTAL (w/t)	230	120	110	119	88	61	49	49	72
Conservative	23.0	24.6	21.4	25.3	20.0	21.6	27.6	38.7	10.5
Green	5.6	5.7	5.5	6.2	5.1	0.0	4.0	7.8	9.9
Liberal	53.9	52.7	55.2	51.6	54.1	63.6	60.0	47.0	46.1
NDP	17.0	16.2	18.0	17.0	19.5	13.1	8.3	6.4	33.5
OTHER	0.5	0.9	0.0	0.0	1.2	1.7	0.0	0.0	0.0

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



D1. Finally a couple of questions to help us group our data. In what year were you born?

[BASE=ALL RESPONDENTS]

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
18-34	29.5	30.2	28.9	32.1	27.3	26.9	27.6	31.7	31.6
35-49	29.1	30.2	28.1	25.8	36.8	29.4	30.6	24.2	31.1
50+	37.2	35.4	38.8	40.8	33.7	38.5	36.9	40.6	33.9
DK/REF	4.2	4.2	4.2	1.3	2.2	5.2	4.9	3.5	3.4

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



D2. Would your total annual family income before taxes be over or under \$ 80,000?

[BASE=ALL RESPONDENTS]

	Gender			Income		Community			
	Total	Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
OVER \$ 80,000	33.4	36.4	30.7	0.0	100.0	32.3	36.5	24.8	37.8
<u>NET: About / Under 80K</u>	55.4	54.2	56.5	100.0	0.0	48.3	55.3	68.0	52.1
UNDER \$ 80,000	53.1	52.5	53.6	95.9	0.0	45.8	55.3	62.7	50.2
ABOUT \$ 80,000	2.3	1.7	2.8	4.1	0.0	2.4	0.0	5.3	1.9
DK/RF	11.3	9.5	12.9	0.0	0.0	19.5	8.2	7.3	10.1

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



**FORUM
RESEARCH**

PROVIDING ROADMAPS FOR WORLD CLASS RELATIONSHIP MANAGEMENT

D3. INDICATE SEX:

[BASE=ALL RESPONDENTS]

	Total	Gender		Income		Community			
		Male	Female	<=80K	80K+	EY	NY	SC	T-EY
TOTAL (u/w)	405	204	201	226	134	93	103	88	121
TOTAL (w/t)	405	192	213	224	135	96	103	86	119
Male	47.3	100.0	0.0	46.3	51.6	46.3	43.8	54.0	46.4
Female	52.7	0.0	100.0	53.7	48.4	53.7	56.2	46.0	53.6

The poll was conducted by Forum Research with the results based on a telephone survey of 405 randomly selected Toronto residents, conducted from June 11 to June 13, 2010. Results are considered accurate +/- 4.9%, 19 times out of 20. The accuracy of geographic and demographic subsets may be less (higher sampling error).



**FORUM
RESEARCH**

PROVIDING ROADMAPS FOR WORLD CLASS RELATIONSHIP MANAGEMENT

About Forum Research

Forum Research Inc. is Canada's largest survey firm, specializing in customer satisfaction research, and conducts more than 600,000 surveys each year. Some of the firm's research tools include small and large-scale telephone, interactive telephone, and online polling, focus groups, one-on-one interviews, as well as mail, door-to-door, intercept and personal surveys. Founded in 1993, the company has conducted research for a wide range of clients including, retail, business and financial services, engineering, energy, consumer products, food service, IT, telecommunications and insurance firms, as well as provincial and federal governments.

Mission, Vision & Values

Our Mission

Providing world class measurement based solutions for enhancing stakeholder relationships.

Our Vision

To be a recognized leader in providing world class measurement based solutions for enhancing stakeholder relationships.

Our Values

- We are thought leaders, known for the quality of our people
- We challenge ourselves to excel and take pride in our work
- We deliver what we promise
- We are successful when our clients are successful
- We conduct ourselves with integrity
- We value quality of life and enjoy what we do.

Services

Forum Research Inc. offers wide range of cutting-edge customer relationship management services, and employs the experts in the field necessary to help you utilize them. Our Roadmaps provide you with the direction, our Dashboards the feedback, and our Benchmarks the perspective necessary to turn our data into direct action plans that result in increased corporate performance.



**FORUM
RESEARCH**

PROVIDING ROADMAPS FOR WORLD CLASS RELATIONSHIP MANAGEMENT

Affiliates



The Foundation Research Group Inc. is a full-service market research firm specializing in new product evaluations, brand equity studies, pricing research (price/value mapping, revenue modeling, competitive pricing analysis, right-pricing new products and trade channel analysis), usage and attitude surveys, and customer loyalty and employee engagement programs. The firm conducts this critical research using a wide range of methods including focus groups, executive interviews, online polling, in-depth business-to-business surveys and telephone polling.

Foundation's highly-qualified personnel identify key customer concerns and develop effective action plans with clearly-defined goals and objectives to guide their market research. The data gleaned through the firm's research allows organizations to achieve their brand-building and product-development goals. Clients include media organizations, urban planning firms, IT, pharmaceutical and business services.



Access Research was established in 1993 and is 100% Canadian owned and employs staff personnel with the skills and expertise to handle any study from large scale tracking studies to small scale executive interviewing to sensitive project types such as injured workers. Access Research Inc. boasts one of the largest telephone call centers in the country with 130+ stations located in downtown Toronto.

Since Access Research specializes in data collection and tabulation we invest in the latest technology to complete your data collection needs in an efficient and cost-effective manner. With over 1000 telephone interviewers, including 40 fluently bi-lingual/francophone interviewers and leading edge VOXCO CATI/CAWI online software and full service IVR capabilities we are well equipped to meet any clients needs. Our software is compatible with many popular tabulation packages we employ namely, WinCross, STATXP, Uncle and SPSS.



RDD Net is an exciting new division of the Forum group of companies. The firm executes statistically valid online surveys covering a wide range of topics across industries using its proprietary random-digit-dialing technology. RDD Net is one of the few online polling firms in Canada which can provide efficient, accurate business-to-business and business-to-consumer polling, addressing the needs of clients including major brands, media organizations, financial institutions, retailers, healthcare providers, insurers, technology firms, government agencies, and academic institutions.



**FORUM
RESEARCH**

PROVIDING ROADMAPS FOR WORLD CLASS RELATIONSHIP MANAGEMENT

Contact us today and let us help you explore your research needs.

**Lorne Bozinoff, Ph.D.
President**

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

lbozinoff@forumresearch.com