

ADVANTAGE TO FORD IN STILL TIGHT TORONTO MAYORALTY RACE

[Ottawa – October 22, 2010] – Based on a randomly dialled sample of 500 Torontonians, Rob Ford enjoys a significant eight point advantage over George Smitherman (43.9 to 35.6) in the closing stretch of what has been a fascinating mayoralty campaign in Toronto. While not decisive enough to declare Mr. Ford a certain winner, he is considerably more likely to emerge successfully over Mr. Smitherman on Monday.

This claim is not only based on the quite significant (but not insurmountable) lead he now enjoys, but also from analysing the underlying anatomy of voter support. While George Smitherman enjoys a lead with the university educated voters, Rob Ford has a very significant advantage with the baby boom and senior voter segment. Both of these groups are more likely to vote, but Mr. Ford's advantage with older voters is wider than Mr. Smitherman's advantage with the highly educated. The boomer and senior voter also is a larger voter segment. So while not conclusive, both the top line results of the poll and the underlying analysis point to Mr. Ford as the probable victor.

There is another fascinating feature to what would have been considered this highly improbable outcome at the outset of this campaign. Toronto is the most ethnically diverse city in Canada and it is mildly surprising to see that it is the more populist and conservative candidate, Mr. Ford, who is faring best with voters not born in Canada. Just as with the surprising results of the recent Calgary race, we may be forced to reconsider the role of pluralism in politics. The traditional nostrums about the electability of a visible minority member in Calgary and the natural political orientation of the non-Canadian born vote in Toronto may need to be abandoned.

The other remarkable feature of this poll is the new divide across the university "elites" and the rest of the electorate. Not only does this divide appear to be a more important fault line than it was in the past, it is the "elites" and university educated who appear to be on the losing side more frequently. This blend of populism with an aging and insecure electorate is profoundly altering the political landscape of upper North America, from the Tea Party movement to the South, to the continued success of the federal conservative party in Canada. Mr. Ford's success is just one more vivid indicator that there are new rules of political success necessary to understand today's older and less deferential citizenry.

HIGHLIGHTS

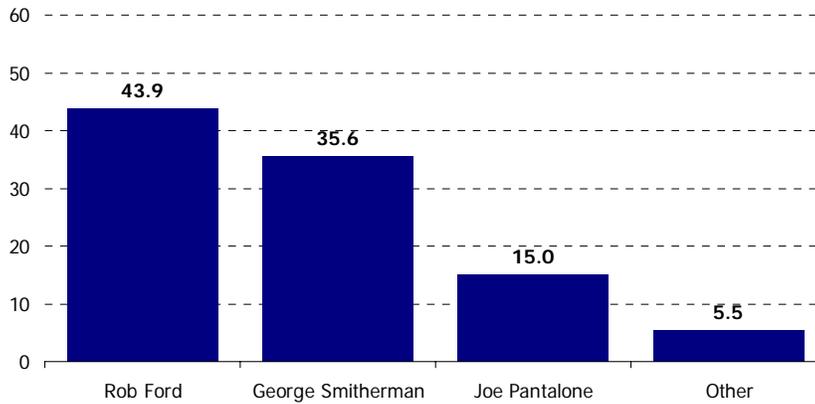
- **Toronto municipal vote intention:**
 - ▣ **43.9% Rob Ford**
 - ▣ **35.6% George Smitherman**
 - ▣ **15.0% Joe Pantalone**
 - ▣ **5.5% other**

Please note that the methodology is provided at the end of this document.

Top Line Results:

Municipal vote intention

Q. Municipal elections will take place on October 25, 2010. Which candidate for mayor of the City of Toronto do you plan on voting for?



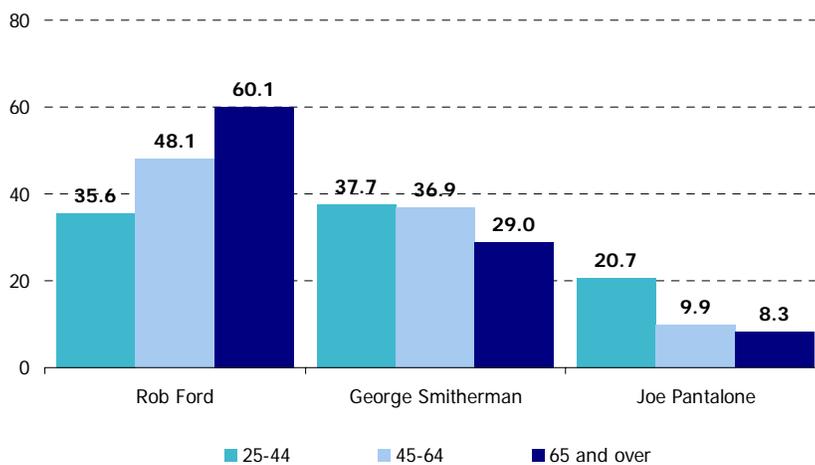
Note: The data on municipal vote intention is based on decided and leaning voters only. Our survey also finds that 15.9% of Toronto residents are undecided/ineligible to vote.

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BASE: Decided and leaning voters in Toronto; October 13-21, 2010 (n=433)

Municipal vote intention by age

Q. Municipal elections will take place on October 25, 2010. Which candidate for mayor of the City of Toronto do you plan on voting for?

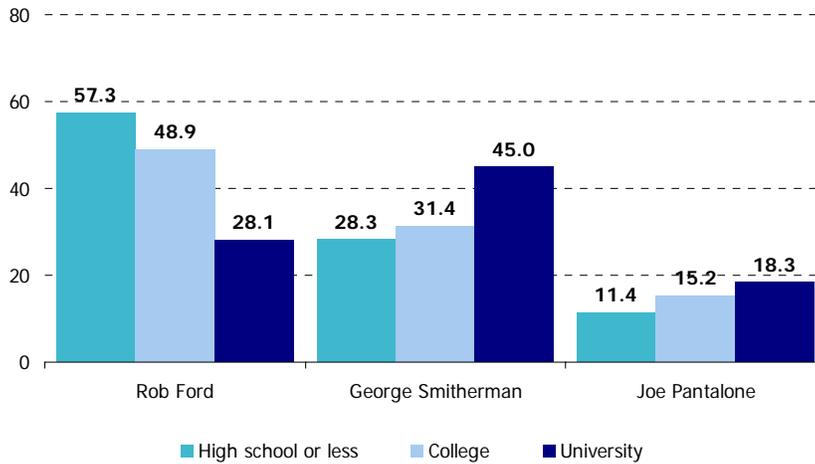


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BASE: Decided and leaning voters in Toronto; October 13-21, 2010 (n=433)

Municipal vote intention by level of education

Q. Municipal elections will take place on October 25, 2010. Which candidate for mayor of the City of Toronto do you plan on voting for?

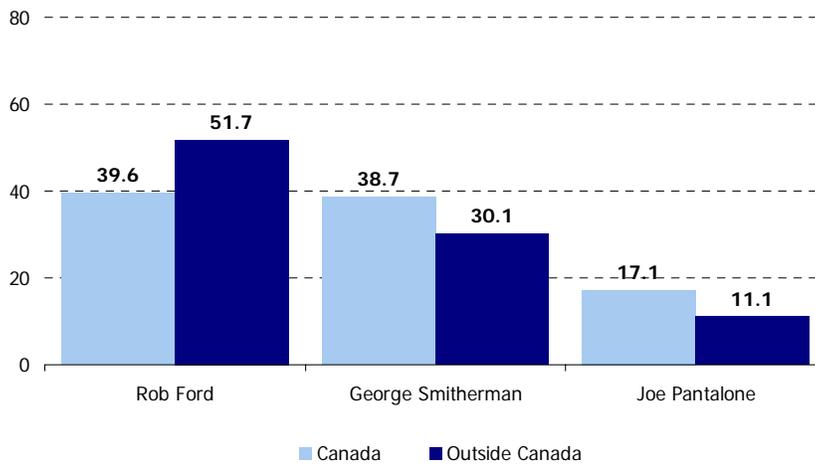


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Municipal vote intention by place of birth

Q. Municipal elections will take place on October 25, 2010. Which candidate for mayor of the City of Toronto do you plan on voting for?



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Detailed Tables:

<u>Municipal Vote Intention</u>						
<i>Q. Municipal elections will take place on October 25, 2010. Which candidate for mayor of the City of Toronto do you plan on voting for?</i>						
	Rob Ford	Joe Pantalone	George Smitherman	Other	Sample Size	Margin of Error (+/-)
Overall	43.9%	15.0%	35.6%	5.5%	433	4.7
GENDER						
Male	43.4%	14.5%	37.9%	4.2%	221	6.6
Female	44.5%	15.5%	33.1%	6.9%	212	6.7
AGE						
<25	32.1%	20.4%	35.9%	11.6%	20	21.9
25-44	35.6%	20.7%	37.7%	6.0%	129	8.6
45-64	48.1%	9.9%	36.9%	5.1%	164	7.7
65+	60.1%	8.3%	29.0%	2.6%	120	9.0
EDUCATION						
High school or less	57.3%	11.4%	28.3%	2.9%	75	11.3
College or CEGEP	48.9%	15.2%	31.4%	4.5%	123	8.8
University or higher	28.1%	18.3%	45.0%	8.6%	235	6.4
PLACE OF BIRTH						
Canada	39.6%	17.1%	38.7%	4.6%	288	5.8
Outside Canada	51.7%	11.1%	30.1%	7.1%	145	8.1

Methodology:

This survey was conducted using Interactive Voice Recognition (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with both a landline and cell phone, as well as cell phone only households and landline only households. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional landline RDD sample or interviewer-administered surveys.

The field dates for this survey are October 13 – October 21, 2010¹. In total, a random sample of 507 Toronto residents aged 18 and over responded to the survey (including a sub-sample of 433 decided voters). The margin of error associated with the total sample is +/- 4.4 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as sex, age, and education). All the data have been statistically weighted to ensure the sample composition reflects that of the actual population according to Census data.

¹ Please note that these dates are not inclusive of weekends, as we do not survey on Saturday or Sunday.