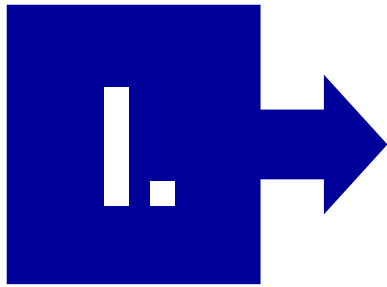




City of Toronto Mayoralty Election Survey



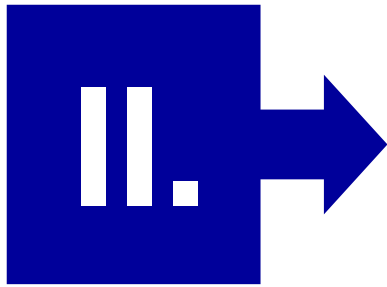
Methodology



Methodology

- This EKOS/Toronto Star poll was conducted by telephone October 8th and 9th, 2003 with a random sample of 600 residents of the City of Toronto eligible to vote in the November 10th election.
- These data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of the City of Toronto according to the 2001 Census data.
- With a sample of 600 the results are accurate within +/- 4.0 percentage points, 19 times out of 20, of what they would be had the entire adult population of the City of Toronto been polled. The margin of error increases when the results are sub-divided.





Results



Findings (i)

- A sleepy race thus far from the public's perspective, with over 4 in 10 (44%) acknowledging that they have not been following the contest to date (compare to the 27% who said they were not following the recent provincial election)
 - ❖ Municipal contest is in its early stages, and the question remains the extent to which Toronto residents will become engaged as the race proceeds, especially with the provincial election out of the way
- 3 in 4 (77%) residents say they definitively plan to vote on November 10th, with an additional 8% saying they will probably vote
 - ❖ Almost certainly exaggerated, with traditional municipal election turn-outs of 40 to 50%
- Overall, 1 in 2 (48%) residents remain undecided with one month to go



Findings (ii)

- Barbara Hall leads among decided voters with 34% support, with David Miller (27%) and John Tory (21%) still in the race
 - ❖ The remaining two of the “big 5” well back: Nunziata at 12% and Jakobek at 5%
 - ❖ Miller does somewhat better among university educated residents (33%)
- Hall is seen as the best candidate to work with Premier elect McGuinty to develop solutions to Toronto’s issues (significantly ahead of Miller and Tory) but this advantage narrows when the question turns to working with likely new Prime Minister, Paul Martin
 - ❖ On both measures a majority of voters simply don’t know
- Strong support (70%) for incineration facilities as a solution to waste disposal
- Fixed link to Island airport far more contentious, with 53% opposition and 35% support
 - ❖ Opposition strongest among university educated voters (61% opposed)
 - ❖ Strong opponents outnumber strong supporters by 2:1



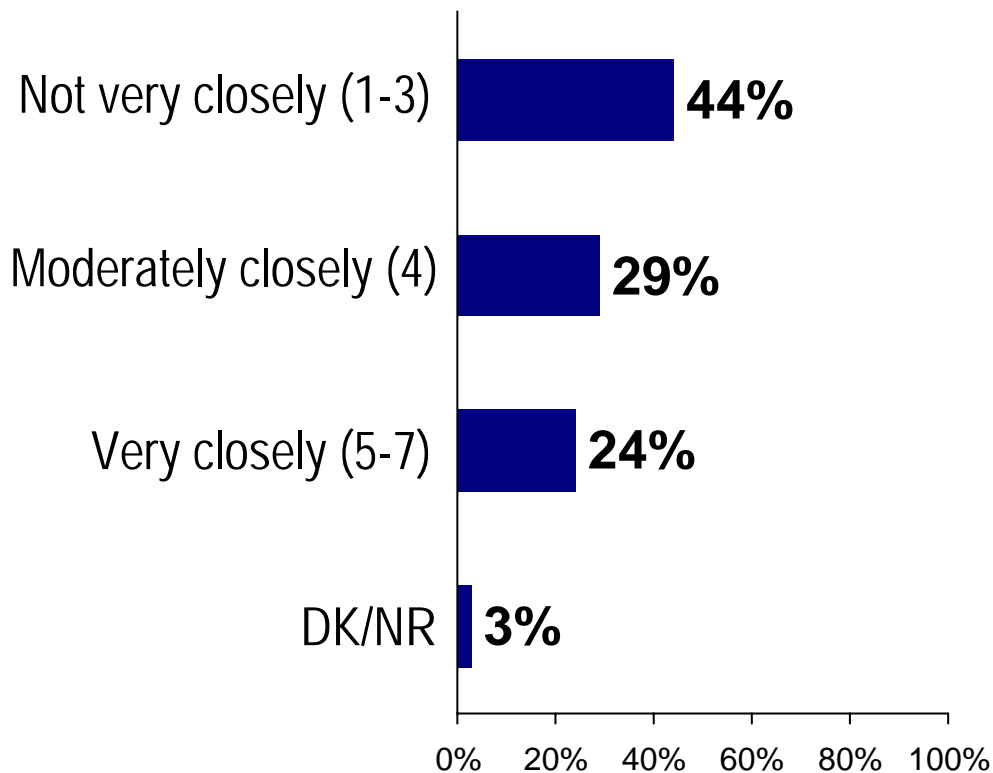
Looking Ahead

- As the race progresses, a number of questions remain unanswered
 - ❖ Will voters become engaged in the election?
 - ❖ Can Miller increase his base of support by tapping into opposition to Island bridge?
- Contribution of high undecided and a small (and shrinking from previously released polls) lead for Hall renders the outcome difficult to forecast
 - ❖ While Hall is the clear frontrunner she has an exposed flank on the bridge issue
 - ❖ She enjoys a sizeable advantage over her closest rival, Miller, on the key question of who will be able to work better with the new McGuinty and Martin governments



Plurality Following Election

“How closely have you been following this election?”



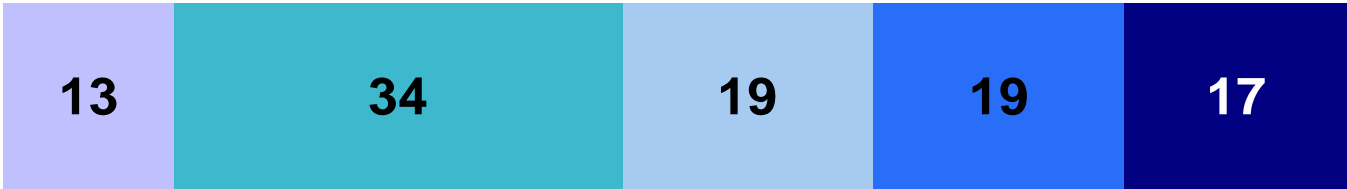
New Waste-Disposal Option Priority for 2/3 of Voters

"These next few questions are about issues which have been raised during the election campaign. Please tell me whether you support or oppose each of the following moves by a new Toronto City administration."

Halting the shipment of Toronto's waste out of province and seeking new waste-disposal options, like incineration facilities in Ontario



Building a bridge to Toronto Island to facilitate more commercial flights from the Island airport



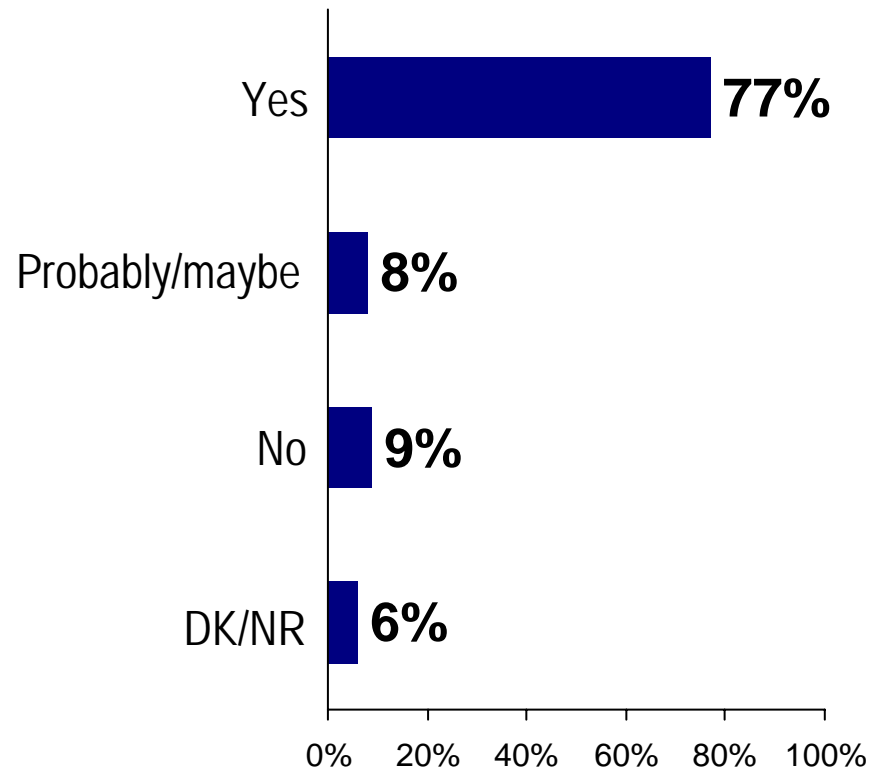
0% 20% 40% 60% 80% 100%

DK/NR Strongly oppose Somewhat oppose Somewhat support Strongly support



Majority Plan on Voting

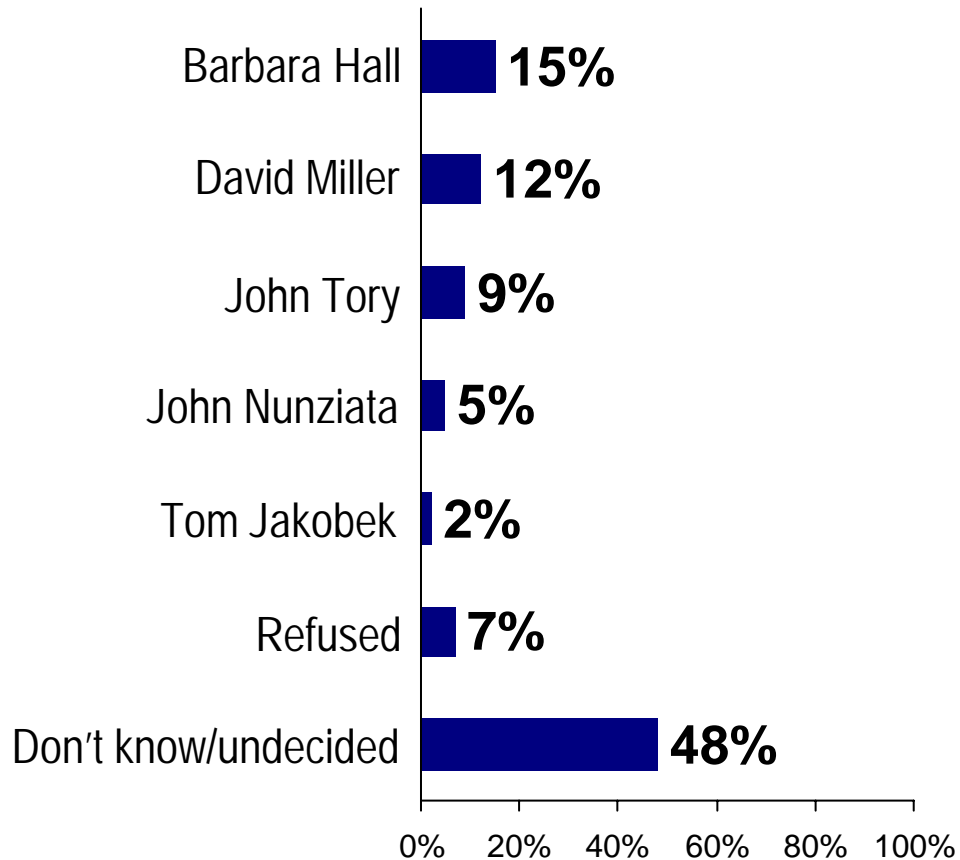
“There are a number of reasons why people cannot or will not vote in an election. Do you personally intend to vote in the upcoming municipal election?”



Most Voters Undecided

“Of the following, which candidate for Mayor do you plan on voting for?”

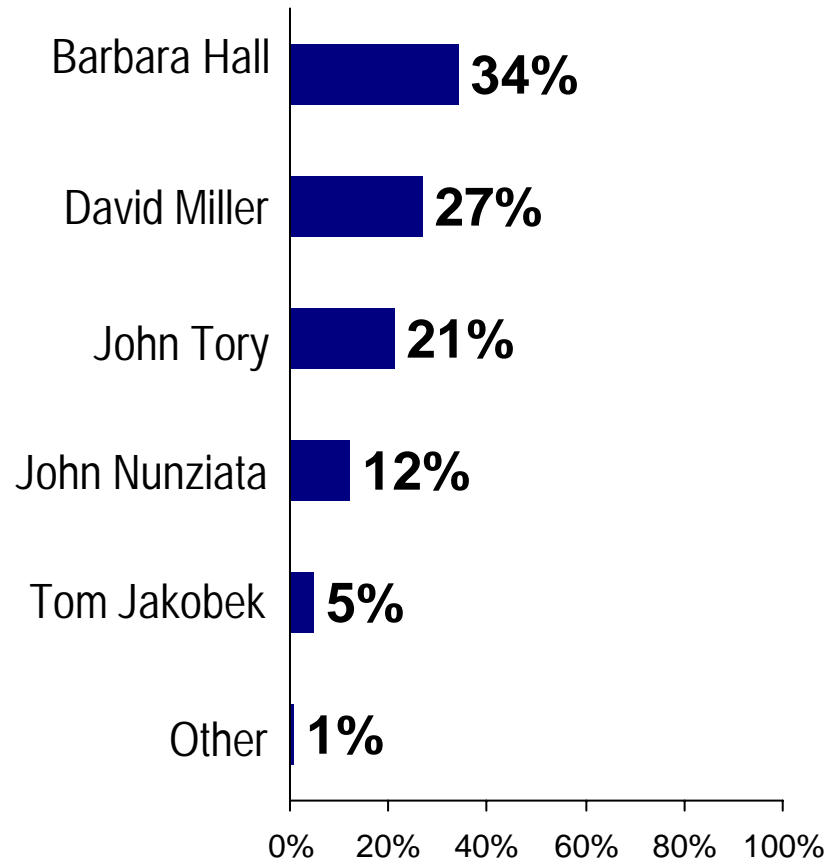
[Filter: those planning on voting]



Hall Leads Among Decided Voters

"Of the following, which candidate for Mayor do you plan on voting for*?"

[Filter: those planning on voting]

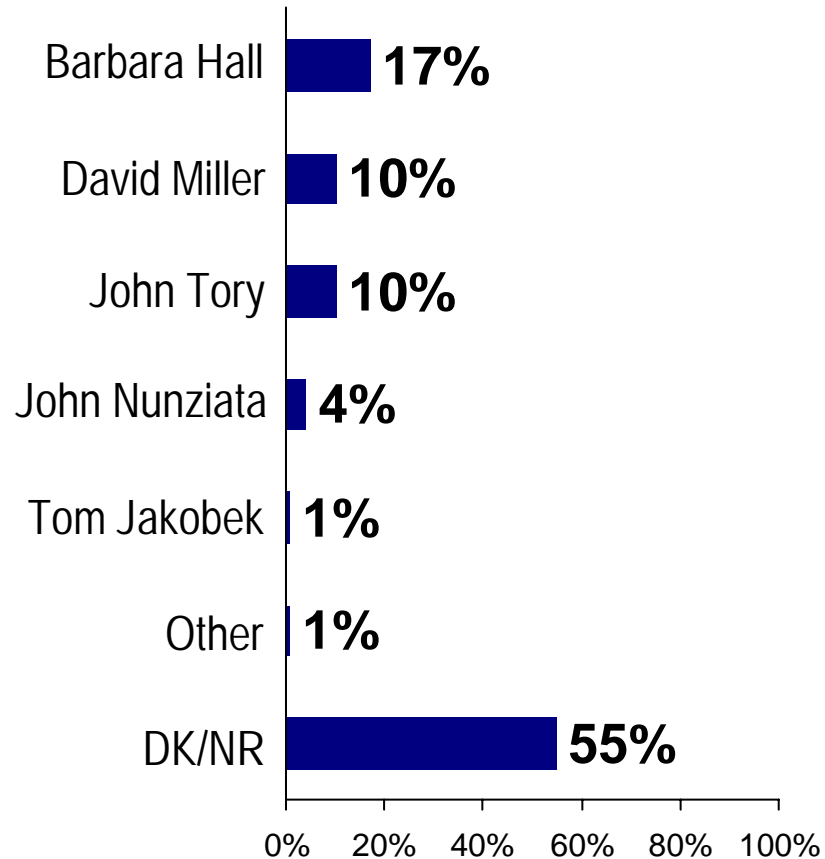


*Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included
EKOS/Toronto Star poll, October 8-9, 2003 (n=246)



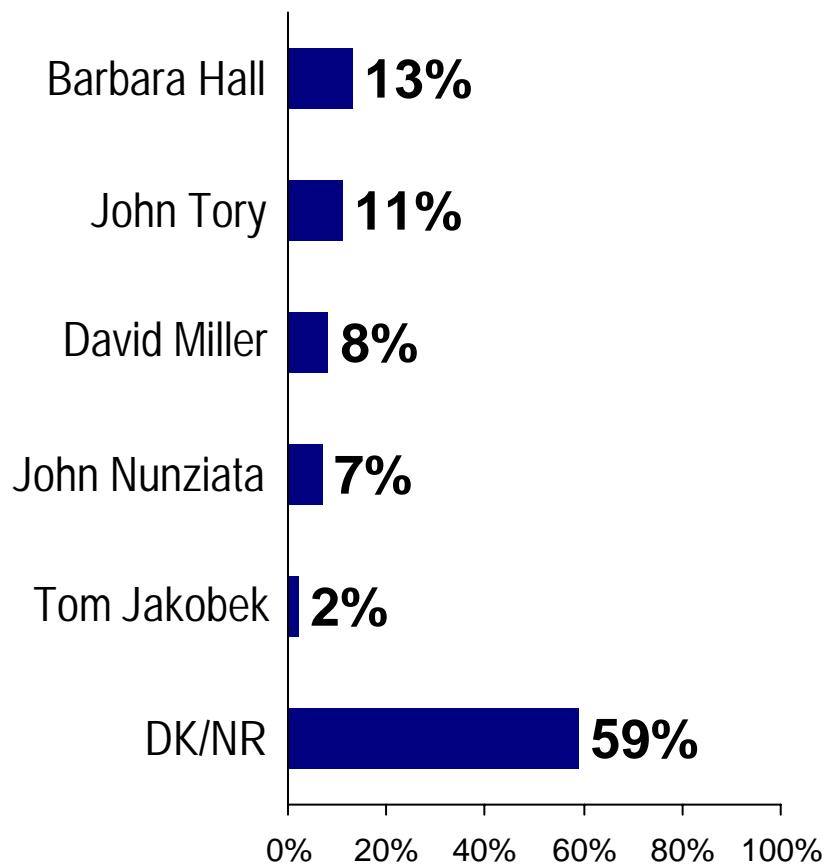
Hall Seen as Best Suited to Work with McGuinty

“And which candidate for Mayor do you think will be able to work best with **new Ontario Premier Dalton McGuinty** to develop solutions for Toronto issues in areas like transportation, social housing and infrastructure?”



Hall Also Best Suited to Work with Martin

“And which candidate for Mayor do you think will be able to work best with **likely new Prime Minister Paul Martin** to develop solutions for Toronto issues in areas like transportation, social housing and infrastructure?”





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