

ADDENDUM TO OCT 22ND POLL: FORD POISED TO WIN

[Ottawa – October 24, 2010] – Further to our release on October 22nd, we extended our polling for three days to see if the race had changed in the final stages. While the final three days of polling provides too small a sample (n=275) to treat this as a reliable stand alone poll, it is more than adequate to test the hypothesis that Rob Ford continues to possess a significant lead.

Recall that in our last release, Mr. Ford had an eight point lead. Some speculated that because polling was conducted over an eight-day period (we do not poll on the weekends), the race may well have been tightening over the final stages of the field work and that this had been masked. We had looked at this issue informally before releasing on the 22nd and were comfortable that the clear advantage was not an artefact of the early field period. The additional three-day roll presented here formally tests this question and leads to the clear conclusion that Rob Ford has a large enough advantage to win and his margin of advantage appears to be widening in the final stages of the campaign.

Over the final three-day roll, Mr. Ford enjoyed a near 15-point lead over Mr. Smitherman (48% to 33%). Mr. Ford has a huge lead with older voters. Mr Smitherman does very well with the most educated voters, but this will not be a large enough advantage to surpass Mr. Ford's overall advantage. Education and age will be the key fault lines remaining after the winner is declared. If only the university educated voted, Mr. Smitherman would win handily. If the ballots were restricted to older votes or those without a university education, Mr. Ford would receive a crushing landslide victory.

As it is, this campaign will vividly reveal the potency of the populist, conservative wave evident in upper North American politics, and the continued woes of more progressive politics. Barring some sort of dramatic and frankly unlikely shift in the electorate, Rob Ford will emerge as the next mayor of Canada's largest city on Monday.

HIGHLIGHTS

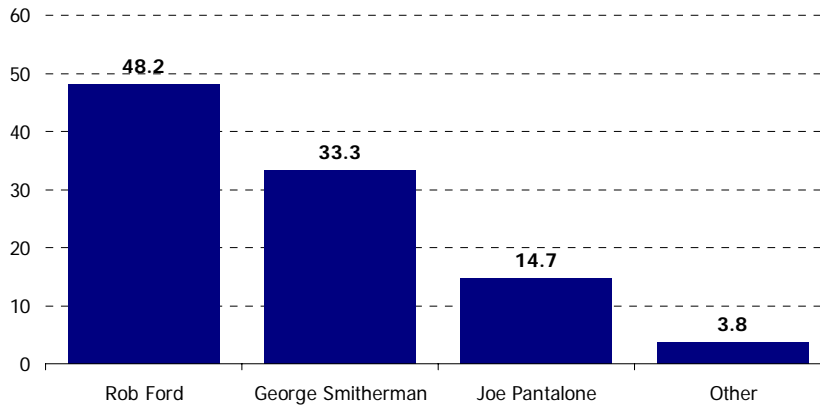
- **Toronto municipal vote intention:**
 - **48.2% Rob Ford**
 - **33.3% George Smitherman**
 - **14.7% Joe Pantalone**
 - **3.8% other**

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

Top Line Results:

Municipal vote intention (October 20-22)

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 15.1% of Toronto residents are undecided/ineligible to vote.

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BASE: Decided and leaning voters in Toronto; October 20-22, 2010 (n=240)

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	48.2%	14.7%	33.3%	3.8%	240	6.3%
GENDER						
Male	48.4%	17.2%	31.5%	3.0%	114	9.2%
Female	48.0%	12.1%	35.3%	4.6%	126	8.7%
AGE						
<25	54.0%	2.4%	20.6%	23.0%	12	28.3%
25-44	43.9%	26.8%	26.9%	2.4%	57	13.0%
45-64	43.0%	9.3%	45.9%	1.8%	94	10.1%
65+	63.2%	4.7%	30.5%	1.5%	77	11.2%
EDUCATION						
High school or less	63.6%	7.2%	25.9%	3.3%	38	15.9%
College or CEGEP	48.4%	21.6%	28.5%	1.5%	64	12.3%
University or higher	29.0%	19.6%	45.5%	5.9%	138	8.3%
PLACE OF BIRTH						
Canada	50.2%	14.9%	34.0%	0.9%	162	7.7%
Outside Canada	43.0%	14.1%	31.5%	11.4%	78	11.1%

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 20 – October 22, 2010¹. In total, a random sample of 275 Toronto residents aged 18 and over responded to the survey (including a sub-sample of 240 decided voters). The margin of error associated with the total sample is +/- 5.9 percentage points, 19 times out of 20.

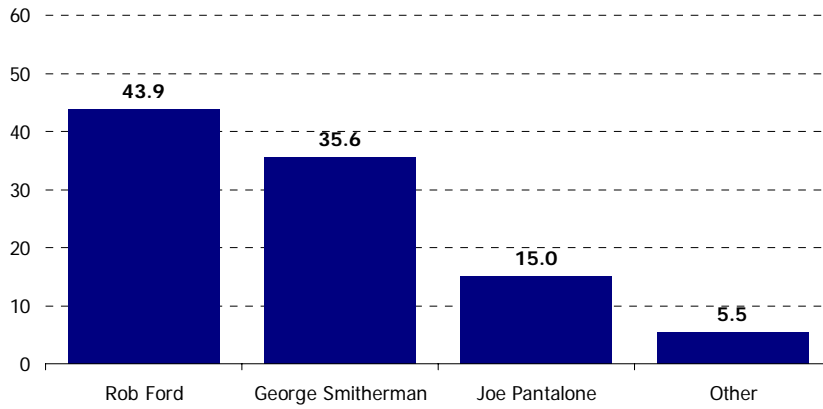
Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as sex, age, and education). All the data have been statistically weighted to ensure the sample composition reflects that of the actual population according to Census data.

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

Annex I:

Municipal vote intention (October 13-21)

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)