

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

September 9th, 2014

HIGHLIGHTS:

- Two of the three incumbents tested were relatively safe in their wards, while both the high profile newcomers were in the lead in wards where there was no incumbent.
- Mike Ford leads challenger Andray Domise in this ward 50% to 30%, and this is a change from 43% to 24%, noted on July 24.
- Incumbent Giorgio Mammolitti (37%) and his main competitor, Nick DiNizio (33%) are essentially tied in this ward, as they were in July (29% to 27%), and Keegan Henry Mathieu does not contend (9% then, 5% now).

FOR IMMEDIATE RELEASE

Incumbents safe in 2 of 3 wards

High profile newcomers advance in 2 wards

TORONTO September 9th, 2014 - In a series of random samplings of public opinion taken by the Forum Poll™ in selected Toronto wards, two of the three incumbents tested were relatively safe in their wards, while both the high profile newcomers were in the lead in wards where there was no incumbent.

Ward 2, Etobicoke North

Among the 396 voters polled, newcomer and Ford family member Mike Ford leads challenger Andray Domise in this ward 50% to 30%, and this is a change from 43% to 24%, noted on July 24. Opinion is firming up in this ward, as the proportion picking "someone else" has declined (from 17% to 10%), as has the proportion who are undecided (from 15% to 10%). Provincial PCs favour Ford (57%) over Domise (23%) but provincial Liberals are more mixed in their support (34% and 39%, respectively).

Mike Ford's awareness has increased (from 63% to 73%) but his approval has stayed at one half of those aware (51% now, 52% on July 24). Andray Domise has seen his awareness increase (from 26% to 40%), and his approval has also increased from about one half to two thirds now (62%).

Ward 7, York West

Among the 214 voters polled here, incumbent Giorgio Mammolitti (37%) and his main competitor, Nick DiNizio (33%) are essentially tied, as they were in July (29% to 27%), and Keegan Henry Mathieu does not contend (9% then, 5% now). One tenth will vote for someone else (12%, stable from 11% in July) or are undecided (12%, reduced in half from 24%).

While awareness of Mammolitti is very high (85% now, 77% in July), just one half approve of him (50% now, 41% in July). Just one third are aware of DiNizio (37%, up from 30%), but his approval is higher at more than two thirds (69%, stable from 72%). Henry Mathieu's awareness and approval are both low (17% and 26%, respectively). Provincial PCs are mixed in their support (Mammolitti - 37%, DiNizio - 31%, caution: small base size) but Liberals prefer Mammolitti (44% to 22%, respectively).

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Ward 20, Trinity-Spadina

Among 292 voters, Joe Cressy leads in this ward with half the vote (47%) and none of the other candidates listed breaks double digits (Sarah Thomson - 7%, Mike Yen, Reg Hartt, Anshul Kapoor - 3% each, Nick Wight - 2%). One tenth will vote for someone else (11%) and twice this proportion are undecided (24%). Cressy is strongly favoured by both provincial New Democrats and Liberals.

Three quarters are aware of Cressy (73%) and just fewer approve of him (71%). Awareness and approval of the other candidates listed is low. The exception is Sarah Thomson, a fresh entrant in the race, who is known to three quarters (75%) but is not approved by many (21%).

Ward 30, Toronto-Danforth

More than half the 407 voters polled in this ward will vote for incumbent Paula Fletcher (56%), compared to fewer than one fifth who will vote for either of her main competitors, Liz West (18%) or Jane Farrow (13%). Very few will vote for someone else (6%) or are undecided (7%).

Awareness of Fletcher is almost universal (93%), and approval is high in this group (68%). One half are aware of Liz West (53%) and one half of those aware approve of her (53%). Awareness for Jane Farrow is lower (38%) but approval is very high (72%). Provincial PCs prefer Liz West to Paula Fletcher (53% to 30% - caution: small base size). Liberals and New Democrats strongly prefer Fletcher (50% and 81%, respectively).

Ward 32, Beaches-East York

Among the 496 polled voters, incumbent Mary-Margaret McMahon has a lock on this ward (60%), and former councillor Sandra Bussin is shut out (21%). Few will vote for someone else (7%) or are undecided (11%). This is in comparison to September 2013, when McMahon posted a similar vote share (57%) and Bussin's was somewhat lower (13%). At that early date, fully one quarter said they would vote for someone else (24%), but very few were undecided (5%).

McMahon's awareness is very high (90%), as is her approval (68%). Sandra Bussin, although well known (86% aware) is not well-approved (33% approval). Voters of all political persuasions strongly prefer McMahon to Bussin, but Bussin scores her highest points with provincial New Democrats (33%).

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HIGHLIGHTS:

- Joe Cressy leads in this ward with half the vote (47%) and none of the other candidates listed breaks double digits (Sarah Thomson - 7%, Mike Yen, Reg Hartt, Anshul Kapoor - 3% each, Nick Wight - 2%).
- More than half the 407 voters polled in this ward will vote for incumbent Paula Fletcher (56%), compared to fewer than one fifth who will vote for either of her main competitors, Liz West (18%) or Jane Farrow (13%).
- Incumbent Mary-Margaret McMahon has a lock on this ward (60%), and former councillor Sandra Bussin is shut out (21%).

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"Incumbency is so important in municipal politics, where there are no parties, leaders or platforms. The name on the lawn sign that's best known is going to win. In Ward 2, that's a Ford, any Ford. In Ward 7 and Ward 32, however, the best known candidates (an incumbent and a former incumbent) may be in trouble," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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HIGHLIGHTS:

- "Incumbency is so important in municipal politics, where there are no parties, leaders or platforms. The name on the lawn sign that's best known is going to win. In Ward 2, that's a Ford, any Ford. In Ward 7 and Ward 32, however, the best known candidates (an incumbent and a former incumbent) may be in trouble," said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of randomly selected voters who resided in each ward. The poll was conducted on September 6 – 9th, 2014.

Ward 2:	396 respondents, +/- 5%
Ward 7:	214 respondents, +/- 7%
Ward 20:	292 respondents, +/- 6%
Ward 30:	407 respondents, +/- 5%
Ward 32:	546 respondents, +/- 4%

Results based on the total samples listed above are considered accurate 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

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Ward 2, Etobicoke North

Councilor Approval - Ranking

%	Approve	Disapprove	Aware
Mike Ford	51	33	73
Andray Domise	62	28	40

City Council Vote Preference - Trending

%	Sample	Ford	Domise	Other	Undecided
Sep. 6-9 th , 2014	396	50	30	10	10
July 23 rd , 2014	317	43	24	17	15

Ward 7, York West

Councilor Approval - Ranking

%	Approve	Disapprove	Aware
Nick DiNizio	69	16	37
Giorgio Mammolitti	50	37	85
Keegan Henry-Mathieu	26	58	17

City Council Vote Preference - Trending

%	Sample	Mammolitti	Henry-Mathieu	DiNizio	Other	Undecided
Sep. 6-9 th , 2014	214	37	5	33	12	12
July 23 rd , 2014	191	29	9	27	11	24

Ward 20, Trinity-Spadina

Councilor Approval - Ranking

%	Approve	Disapprove	Aware
Joe Cressy	70	17	83
Anshul Kapoor	44	31	15
Nick Wright	41	32	16
Mike Yen	30	41	22
Sarah Thomson	21	56	75
Reg Hartt	19	52	28

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Ward 30, Toronto-Danforth

Councilor Approval - Ranking

%	Approve	Disapprove	Aware
Jane Farrow	72	11	38
Paula Fletcher	68	25	93
Liz West	53	27	53

Ward 32, Beaches-East York

Councilor Approval - Ranking

%	Approve	Disapprove	Aware
Mary-Margaret McMahon	68	20	90
Sandra Bussin	33	49	86

City Council Vote Preference - Trending

%	Sample	McMahon	Bussin	Other/ Undecided
Sep. 6-9 th , 2014	546	60	21	18
Sep. 27 th , 2013	370	61	14	26

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Ward 2, Etobicoke North

Ford / Domise

'In the municipal election scheduled for October 27, who will you vote for as Toronto city councilor in Ward 2 if the candidates are Mike Ford and Andray Domise?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	396	25	38	63	104	166	166	230
Mike Ford	50	47	66	46	47	38	54	46
Andray Domise	30	38	24	24	27	32	29	31
Someone else	10	10	0	11	18	18	10	11
Undecided	10	4	10	20	8	12	7	13

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	396	45	101	64	38	24	35	7
Mike Ford	50	72	65	45	32	44	50	58
Andray Domise	30	3	23	25	60	31	33	33
Someone else	10	15	8	16	0	15	6	9
Undecided	10	9	4	15	8	9	11	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	396	129	131	47	12	16
Mike Ford	50	57	34	56	12	36
Andray Domise	30	23	39	29	84	44
Someone else	10	10	15	7	2	2
Undecided	10	10	12	8	1	18

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Mike Ford Approval

'Do you approve or disapprove of Mike Ford?'

[Aware of Mike Ford]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	284	18	31	41	69	125	125	159
Approve	51	51	55	51	52	48	55	48
Disapprove	33	38	29	24	36	39	29	37
Don't know	15	11	16	25	12	13	16	15

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	284	30	75	42	35	19	23	6
Approve	51	80	60	58	35	38	45	65
Disapprove	33	3	22	31	60	32	36	35
Don't know	15	17	18	11	6	30	19	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	284	97	96	32	10	12
Approve	51	67	36	59	8	35
Disapprove	33	27	45	25	86	6
Don't know	15	6	19	15	6	58

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Andray Domise Approval

'Do you approve or disapprove of Andray Domise?'

[Aware of Andray Domise]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	129	9	16	17	37	50	60	69
Approve	62	77	31	60	56	78	62	62
Disapprove	28	19	50	28	33	10	33	23
Don't know	10	4	19	12	10	11	5	14

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	129	9	31	17	17	9	14	2
Approve	62	68	38	56	77	71	61	50
Disapprove	28	15	51	41	16	29	24	50
Don't know	10	16	12	3	7	0	15	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	129	43	48	17	6	4
Approve	62	31	66	66	98	77
Disapprove	28	56	21	33	2	23
Don't know	10	12	12	1	0	0

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Ward 7, York West

Mammolitti / Henry-Mathieu / DiNizio

'In the municipal election scheduled for October 27, who will you vote for as Toronto city councilor in Ward 7 if the candidates are Giorgio Mammolitti, Keegan Henry-Mathieu and Nick DiNizio?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	214	19	29	45	57	64	99	115
Giorgio Mammolitti	37	28	38	46	40	38	32	41
Keegan Henry-Mathieu	5	4	6	4	5	6	9	1
Nick DiNizio	33	47	21	26	30	37	33	34
Someone else	12	17	6	14	9	12	13	11
Undecided	12	4	29	9	16	6	13	12

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	214	40	53	23	22	9	13	2
Giorgio Mammolitti	37	36	36	45	48	49	20	0
Keegan Henry-Mathieu	5	1	5	17	2	5	19	0
Nick DiNizio	33	24	44	17	29	25	34	100
Someone else	12	28	11	12	7	0	0	0
Undecided	12	10	4	9	14	21	27	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	214	41	95	36	2	10
Giorgio Mammolitti	37	37	44	37	67	4
Keegan Henry-Mathieu	5	11	5	6	0	0
Nick DiNizio	33	31	22	26	33	72
Someone else	12	8	10	25	0	23
Undecided	12	13	19	5	0	0

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Giorgio Mammolitti Approval

'Do you approve or disapprove of Giorgio Mammolitti?'

[Aware of Giorgio Mammolitti]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	182	15	25	39	49	54	80	102
Approve	50	57	48	57	45	37	41	59
Disapprove	37	43	27	31	41	46	47	28
Don't know	13	0	25	13	14	17	12	13

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	182	29	44	23	21	7	12	2
Approve	50	61	57	54	47	23	42	0
Disapprove	37	20	32	43	45	57	37	100
Don't know	13	18	11	2	8	20	21	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	182	36	82	30	2	9
Approve	50	51	46	49	67	13
Disapprove	37	44	34	40	33	77
Don't know	13	5	20	11	0	10

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Nick DiNizio Approval

'Do you approve or disapprove of Nick DiNizio?'

[Aware of Nick DiNizio]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	81	9	9	18	18	27	39	42
Approve	69	75	46	62	89	74	65	73
Disapprove	16	12	37	15	5	11	21	11
Don't know	15	12	17	23	6	14	14	17

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	81	13	16	9	9	4	6	2
Approve	69	77	88	67	61	42	75	100
Disapprove	16	12	8	22	39	58	0	0
Don't know	15	11	4	11	0	0	25	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	81	18	32	15	1	4
Approve	69	89	69	53	0	40
Disapprove	16	11	20	32	0	7
Don't know	15	0	11	15	100	53

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Keegan Henry-Mathieu Approval

'Do you approve or disapprove of Keegan Henry-Mathieu?'

[Aware of Keegan Henry-Mathieu]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	39	4	4	8	10	13	20	19
Approve	26	24	0	38	50	23	34	19
Disapprove	58	76	82	38	40	39	50	65
Don't know	16	0	18	24	10	38	16	17

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	39	7	10	5	1	1	3	1
Approve	26	0	34	54	0	100	34	0
Disapprove	58	59	66	15	100	0	34	100
Don't know	16	41	0	32	0	0	32	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	39	10	13	8	1	1
Approve	26	50	51	0	0	0
Disapprove	58	40	26	90	0	0
Don't know	16	10	24	10	100	100

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Ward 20, Trinity-Spadina

Cressy / Wright / Yen / Hartt / Kapoor / Thomson

'In the municipal election scheduled for October 27, who will you vote for as Toronto city councilor in Ward 20 if the candidates are Joe Cressy, Nick Wright, Mike Yen, Reg Hartt, Anshul Kapoor, and Sarah Thomson?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	292	19	37	48	68	120	138	154
Joe Cressy	47	37	38	55	60	57	44	50
Nick Wright	2	0	3	4	4	2	2	2
Mike Yen	3	0	11	2	5	0	2	5
Reg Hartt	3	3	3	6	1	1	2	4
Anshul Kapoor	3	0	0	10	5	5	3	4
Sarah Thomson	7	5	9	8	5	10	11	4
Someone other candidate	11	17	11	4	7	10	10	11
Undecided	23	38	27	10	13	15	27	20

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	292	13	41	38	34	26	68	9
Joe Cressy	47	41	49	43	64	49	45	42
Nick Wright	2	0	0	0	1	1	6	0
Mike Yen	3	0	0	0	7	10	4	0
Reg Hartt	3	0	0	1	3	0	3	0
Anshul Kapoor	3	3	9	4	0	4	3	0
Sarah Thomson	7	13	3	3	7	1	9	3
Someone other candidate	11	3	10	15	5	24	9	0
Undecided	23	40	29	34	13	11	21	55

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	292	30	129	86	17	9
Joe Cressy	47	21	46	75	60	6
Nick Wright	2	6	2	0	9	0
Mike Yen	3	19	2	0	9	0
Reg Hartt	3	0	6	1	0	0
Anshul Kapoor	3	3	5	3	0	0
Sarah Thomson	7	11	10	4	8	0
Someone other candidate	11	6	7	2	12	52
Undecided	23	34	22	15	2	43

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Joe Cressy Approval

'Do you approve or disapprove of Joe Cressy?'

[Aware of Giorgio Joe Cressy]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	256	15	30	41	63	107	121	135
Approve	70	63	56	79	82	74	63	75
Disapprove	17	23	21	12	6	17	21	13
Don't know	14	14	23	9	11	9	15	12

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	256	9	36	32	30	22	60	8
Approve	70	100	81	73	74	76	67	66
Disapprove	17	0	13	20	20	9	15	34
Don't know	14	0	6	7	6	15	18	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	256	22	116	82	14	7
Approve	70	30	70	87	86	39
Disapprove	17	23	23	4	14	18
Don't know	14	46	7	9	0	44

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Nick Wright Approval

'Do you approve or disapprove of Nick Wright?'

[Aware of Nick Wright]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	60	2	7	9	13	29	30	30
Approve	41	50	42	37	42	38	45	39
Disapprove	32	50	14	30	35	41	28	34
Don't know	27	0	44	33	23	21	28	27

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	60	3	5	7	2	3	23	1
Approve	41	67	0	14	50	85	45	0
Disapprove	32	33	74	72	50	0	22	100
Don't know	27	0	26	14	0	15	33	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	60	6	25	17	7	2
Approve	41	55	33	56	44	0
Disapprove	32	45	33	34	33	0
Don't know	27	0	34	9	23	100

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TORONTO

September 9th, 2014

Mike Yen Approval

'Do you approve or disapprove of Mike Yen?'

[Aware of Mike Yen]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	76	2	14	11	19	30	36	40
Approve	30	100	36	19	15	10	26	33
Disapprove	41	0	29	54	43	70	47	36
Don't know	29	0	36	27	43	20	27	31

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	76	4	7	10	6	6	22	2
Approve	30	20	67	10	73	30	20	18
Disapprove	41	80	16	47	27	34	53	82
Don't know	29	0	18	44	0	36	27	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	76	8	33	23	7	3
Approve	30	84	38	11	0	0
Disapprove	41	11	31	49	100	0
Don't know	29	5	30	40	0	100

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Reg Hartt Approval

'Do you approve or disapprove of Reg Hartt?'

[Aware of Reg Hartt]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	92	2	12	20	28	30	52	40
Approve	19	0	0	36	24	30	30	10
Disapprove	52	30	67	49	58	43	50	53
Don't know	29	70	33	16	18	27	20	37

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	92	3	11	16	3	7	30	5
Approve	19	30	42	27	33	7	17	7
Disapprove	52	40	37	52	67	26	67	93
Don't know	29	30	21	22	0	67	16	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	92	2	44	32	7	4
Approve	19	17	20	24	29	0
Disapprove	52	83	57	48	71	37
Don't know	29	0	24	28	0	63

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Anshul Kapoor Approval

'Do you approve or disapprove of Anshul Kapoor?'

[Aware of Anshul Kapoor]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	53	2	7	8	13	23	23	30
Approve	44	50	14	65	51	52	40	46
Disapprove	31	50	42	23	15	26	20	38
Don't know	25	0	44	12	34	22	41	16

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	53	2	6	8	7	5	14	1
Approve	44	100	54	52	10	84	42	0
Disapprove	31	0	46	11	50	0	32	100
Don't know	25	0	0	36	40	16	25	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	53	3	31	13	5	1
Approve	44	33	48	42	26	0
Disapprove	31	34	19	49	74	0
Don't know	25	33	33	9	0	100

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Sarah Thomson Approval

'Do you approve or disapprove of Sarah Thomson?'

[Aware of Sarah Thomson]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	242	10	30	42	60	100	117	125
Approve	21	28	11	21	25	24	27	15
Disapprove	56	45	60	58	60	55	53	59
Don't know	23	28	29	21	15	21	21	27

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	242	8	30	31	28	21	63	7
Approve	21	67	21	30	18	7	13	12
Disapprove	56	33	67	47	75	66	65	64
Don't know	23	0	13	23	6	27	22	24

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	242	24	115	69	13	7
Approve	21	19	24	11	17	46
Disapprove	56	46	55	66	73	14
Don't know	23	35	21	23	9	40

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Ward 30, Toronto-Danforth

Fletcher / Farrow / West

'In the municipal election scheduled for October 27, who will you vote for as Toronto city councilor in Ward 30 if the candidates are Paula Fletcher, Jane Farrow and Liz West?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	407	13	79	98	122	95	155	252
Paula Fletcher	56	66	43	53	51	61	56	56
Jane Farrow	13	7	16	21	14	11	12	14
Liz West	18	13	24	15	24	18	20	16
Someone else	6	14	3	4	2	2	7	5
Undecided	7	0	14	7	9	8	5	9

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	407	31	45	46	44	40	114	17
Paula Fletcher	56	55	49	72	57	53	47	66
Jane Farrow	13	27	3	10	23	16	19	8
Liz West	18	7	25	9	14	21	28	6
Someone else	6	0	12	1	0	0	0	20
Undecided	7	10	12	7	6	9	6	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	407	46	161	142	19	8
Paula Fletcher	56	30	50	81	31	9
Jane Farrow	13	8	19	6	35	25
Liz West	18	53	24	5	23	15
Someone else	6	4	1	0	7	51
Undecided	7	5	6	7	4	0

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September 9th, 2014

Paula Fletcher Approval

'Do you approve or disapprove of Paula Fletcher?'

[Aware of Paula Fletcher]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	390	11	72	94	120	93	146	244
Approve	68	69	72	69	61	65	64	72
Disapprove	25	24	21	23	33	25	31	19
Don't know	8	7	7	8	6	10	6	9

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	390	25	43	45	44	40	112	15
Approve	68	53	71	68	61	67	66	91
Disapprove	25	38	22	15	26	25	32	9
Don't know	8	9	7	18	14	8	2	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	390	44	160	140	18	5
Approve	68	37	67	77	68	16
Disapprove	25	57	27	12	32	84
Don't know	8	6	6	11	0	0

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Jane Farrow Approval

'Do you approve or disapprove of Jane Farrow?'

[Aware of Jane Farrow]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	173	4	30	51	53	35	62	111
Approve	72	100	67	71	61	52	77	68
Disapprove	11	0	17	6	19	24	5	17
Don't know	16	0	17	23	20	24	17	16

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	173	7	15	21	24	15	58	8
Approve	72	92	57	80	61	62	79	48
Disapprove	11	5	8	7	19	23	10	30
Don't know	16	3	35	13	20	16	11	22

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	173	14	77	64	9	2
Approve	72	70	79	56	80	100
Disapprove	11	19	4	21	15	0
Don't know	16	10	17	24	4	0

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Liz West Approval

'Do you approve or disapprove of Liz West?'

[Aware of Liz West]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	244	5	52	67	73	47	89	155
Approve	53	60	52	50	58	45	59	48
Disapprove	27	21	25	35	26	29	28	27
Don't know	20	19	23	15	16	26	13	25

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	244	13	22	27	31	30	70	10
Approve	53	71	61	36	53	42	58	84
Disapprove	27	17	19	31	29	29	31	16
Don't know	20	12	20	33	18	29	11	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	244	33	98	81	15	3
Approve	53	92	55	26	51	62
Disapprove	27	1	27	43	35	38
Don't know	20	7	18	31	14	0

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September 9th, 2014

Ward 32, Beaches-East York

McMahon / Bussin

'In the municipal election scheduled for October 27, who will you vote for as Toronto city councilor in Ward 32 if the candidates are Mary-Margaret McMahon, and Sandra Bussin?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	546	26	60	103	167	190	222	324
Mary-Margaret McMahon	60	51	68	60	66	59	53	66
Sandra Bussin	21	24	17	20	22	24	24	20
Someone else	7	6	3	13	7	9	10	4
Undecided	11	19	12	7	5	8	13	10

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	546	42	56	70	74	42	125	16
Mary-Margaret McMahon	60	23	46	75	47	76	75	76
Sandra Bussin	21	28	26	16	33	16	14	18
Someone else	7	18	11	8	10	4	3	5
Undecided	11	31	17	1	11	3	8	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	546	82	211	166	32	16
Mary-Margaret McMahon	60	66	70	53	61	41
Sandra Bussin	21	11	18	33	25	14
Someone else	7	16	6	4	6	24
Undecided	11	6	6	10	8	20

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Mary-Margaret McMahon Approval

'Do you approve or disapprove of Mary-Margaret McMahon?'

[Aware of Mary-Margaret McMahon]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	502	22	56	97	154	173	204	298
Approve	68	69	71	64	68	69	67	69
Disapprove	20	20	19	25	15	19	23	16
Don't know	12	11	10	11	17	12	9	14

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	502	31	48	61	71	41	121	15
Approve	68	24	61	74	74	80	80	63
Disapprove	20	45	32	19	22	17	9	35
Don't know	12	31	7	7	4	3	11	2

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	502	74	197	156	31	16
Approve	68	61	76	71	67	45
Disapprove	20	33	15	18	29	32
Don't know	12	6	9	11	3	22

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Sandra Bussin Approval

'Do you approve or disapprove of Sandra Bussin?'

[Aware of Sandra Bussin]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	496	19	52	97	160	168	202	294
Approve	33	37	31	33	31	32	34	32
Disapprove	49	39	54	48	57	54	53	46
Don't know	17	23	15	19	12	14	13	21

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	496	29	48	66	69	40	116	15
Approve	33	24	54	41	42	26	27	26
Disapprove	49	26	31	44	52	71	61	74
Don't know	17	50	15	15	6	3	12	0

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	496	75	193	155	30	15
Approve	33	9	35	48	17	16
Disapprove	49	82	54	39	70	31
Don't know	17	10	11	13	14	54

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