

TORONTO MAYORAL RACE

Smitherman is Clear Frontrunner as Toronto Ponders Choices for Mayor

Former Ontario deputy premier is ahead of rivals on both voter support and favourable impressions.

[TORONTO – Jan. 14, 2010] – Former Ontario deputy premier George Smitherman is the early leader in the race to replace David Miller as Mayor of Toronto, a new Angus Reid Public Opinion poll conducted in partnership with the *Toronto Star* has found.

In the online survey of a representative sample of 503 adults in the City of Toronto, 44 per cent of decided voters and leaners would support Smitherman if the election for mayor took place tomorrow.

City councillor Adam Giambrone is a distant second with 17 per cent, followed by federal Liberal Party organizer Rocco Rossi with 15 per cent.

Support is considerably lower for three other contenders (declared and hypothetical): deputy mayor Joe Pantalone (5%), and city councillors Shelley Carroll (5%) and George Mammoliti (also 4%).

Regardless of the distribution of decided support, still more than half of Toronto residents are undecided on who they will support in the October mayoral election (58%).

KEY FINDINGS

- **Support Among Decided Voters and Leaners: Smitherman 44%, Giambrone 17%, Rossi 15%**
- **40% say they would have voted for John Tory in a mayoral election; 37% would have voted for someone else had Tory run**
- **54% of Torontonians say things are now worse than they were one year ago; only 7% report an improvement in the state of affairs**

Full topline results are at the end of this release.

From January 8 to January 11, 2010, Angus Reid Public Opinion conducted an online survey among 1,000 randomly selected adults in the City of Toronto who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 4.4%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of the City of Toronto. Discrepancies in or between totals are due to rounding.

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Impressions

Two-in-five Torontonians (42%) have a favourable impression of Smitherman. The proportion of favourable impressions is ten points lower for Giambrone (32%), who also has the highest proportion of unfavourable impressions (40%, one point higher than Pantalone). More than half of respondents say they are unfamiliar with Mammoliti (52%), Rossi (54%) and Carroll (65%).

The Tory Effect

In the aftermath of John Tory's decision not to run for Mayor, Torontonians are almost evenly divided in their assessment of whether or not they would have supported him; with 40 per cent saying they would have voted for him had he run for mayor (including 54% of those over the age of 55) and 37 per cent saying they would have supported another candidate (including 45% of those aged 18-34).

More than a third of respondents who would have voted for Tory are now supporting Smitherman (38%), while 20 per cent are backing Rossi and 10 per cent would cast a ballot for Giambrone.

The City

A majority of respondents in the City of Toronto (54%) believe things are worse now than they were this time last year, two-in-five (39%) say things are about the same as they were a year ago, and only seven per cent report an improvement. The proportion of respondents who say the state of affairs has worsened is remarkably consistent across all gender and age groups.

Issue Landscape

Torontonians have three main concerns at this point: leadership (19%), municipal funding, services and powers (19%) and public transportation (18%). Unemployment is the fourth issue on the list (11%), followed by crime and public safety with seven per cent, and homelessness and the environment (each with three per cent).

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Toronto Mayoral Race

What is the number one issue currently facing the City of Toronto?

	Region					
	Total	Male	Female	18-34	35-54	55+
Leadership	19%	21%	18%	15%	17%	30%
Municipal funding, services & powers	19%	22%	17%	12%	23%	26%
Public transportation	18%	18%	18%	26%	16%	8%
Unemployment	11%	9%	12%	12%	10%	8%
Crime / Public safety	7%	6%	8%	10%	6%	5%
Poverty	6%	4%	8%	5%	5%	10%
Homelessness	3%	5%	2%	4%	2%	4%
Environment	3%	3%	3%	3%	3%	2%
Housing	2%	2%	3%	3%	2%	1%
Day care / Child care	1%	0%	2%	2%	2%	1%
Drug traffic / Drug use	1%	1%	1%	0%	2%	2%
Education	1%	1%	1%	1%	1%	1%
Other	7%	8%	7%	6%	11%	3%

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Toronto Mayoral Race

Thinking about the City of Toronto, would you say things are better, worse or about the same as they were this time last year?

	Region					
	Total	Male	Female	18-34	35-54	55+
Better	7%	6%	8%	6%	7%	8%
Worse	54%	55%	52%	52%	57%	52%
About the same	39%	39%	40%	42%	36%	40%

Toronto Mayoral Race

If an election were held tomorrow in the City of Toronto, who would you vote for as Mayor? –
Decided Voters and Leaners

	Region					
	Total	Male	Female	18-34	35-54	55+
George Smitherman	44%	45%	43%	46%	42%	44%
Adam Giambrone	17%	21%	12%	28%	12%	10%
Rocco Rossi	15%	15%	15%	8%	16%	23%
Joe Pantalone	5%	3%	6%	3%	7%	3%
Shelley Carroll	5%	3%	7%	4%	7%	3%
George Mammoliti	4%	3%	4%	3%	5%	2%
Other candidate	11%	10%	13%	8%	11%	15%

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Toronto Mayoral Race

Do you have a favourable, or unfavourable impression of the following people?

	Very favourable / Moderately favourable	Moderately unfavourable / Very unfavourable	Don't know / Am unfamiliar with this person
George Smitherman	42%	33%	25%
Adam Giambrone	32%	40%	27%
Rocco Rossi	24%	22%	54%
Joe Pantalone	18%	39%	43%
Shelley Carroll	13%	22%	65%
George Mammoliti	12%	36%	52%

Toronto Mayoral Race

As you may have heard, John Tory has announced he has decided not to run as a candidate in the City of Toronto Mayor election. If he had run for Mayor, would you have voted for him?

	Region					
	Total	Male	Female	18-34	35-54	55+
Yes	40%	43%	36%	23%	47%	54%
No	37%	38%	36%	45%	34%	29%
Don't know	23%	18%	28%	32%	19%	16%

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Toronto Mayoral Race

If an election were held tomorrow in the City of Toronto, who would you vote for as Mayor? –
Decided Voters and Leaners

	Total	Respondents who would have voted for John Tory	Respondents who would not have voted for John Tory
George Smitherman	44%	38%	45%
Adam Giambrone	17%	10%	27%
Rocco Rossi	15%	20%	10%
Joe Pantalone	5%	4%	6%
Shelley Carroll	5%	2%	8%
George Mammoliti	4%	5%	2%
Other candidate	11%	20%	3%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

<http://bit.ly/4zxf1S>

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

More information on the way Angus Reid conducts public opinion research can be found at <http://bit.ly/3z0u1l>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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