

TORONTO

Torontonians Split on Miller's Legacy; 2010 Mayoral Race Wide Open

A quarter of respondents in the city believe the outgoing mayor leaves Toronto in better shape than it was in 2003.

[TORONTO – Nov. 3, 2009] – As David Miller begins his last year in office, people in Toronto are divided on his legacy and the race to replace him as Mayor is wide open, a new Angus Reid Strategies poll has found.

In the online survey of a representative sample of 503 adults in the City of Toronto, 45 per cent of respondents believe Miller will leave a positive legacy when he steps down as mayor, while 51 per cent believe his legacy will be negative.

One-in-four Torontonians (23%) think their city is in better shape now than it was in 2003 when Miller took over as mayor, and a similar proportion (24%) think Toronto is in about the same shape now. Two-in-five respondents (43%) believe Toronto is in worse shape now than it was six years ago.

The 2010 Race

In the early stages of the 2010 Mayoral race, name recognition plays a key role in the way voters relate to “would-be” candidates. Almost half of respondents (47%) are undecided in their assessment of seven prominent local politicians whose names have been mentioned as possible contenders.

Among decided voters, former leader of the Ontario PC Party John Tory is ahead with 46 per cent, followed by Ontario Minister of Energy and Infrastructure George Smitherman with 21 per cent, and City of Toronto Councilor Adam Giambone with 14 per cent.

Former Mayor of Winnipeg Glen Murray is fourth on the list with eight per cent. Support is lower for three city councilors: Denzil Minnan-Wong (3%), Michael Thompson (2%) and Giorgio Mammoliti (1%).

KEY FINDINGS

- **51% believe David Miller's legacy will be negative; 45% say it will be positive**
- **John Tory (46%) is early leader in 2010 race, followed by George Smitherman (21%) and Adam Giambone (14%).**

Full topline results are at the end of this release.

From October 22 to October 25, 2009, Angus Reid Strategies 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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Toronto	
Thinking of the six years that David Miller spent as Mayor of Toronto, do you believe that overall the legacy he will leave will be positive or negative?	
Very positive	10%
Moderately positive	35%
Moderately negative	29%
Very negative	22%
Not sure	4%

Toronto	
Thinking back to when David Miller was first elected in 2003, do you think the City of Toronto is in better shape now, worse shape now or about the same shape as it was back then?	
In better shape now than in 2003	23%
In about the same shape now as in 2003	24%
In worse shape now than in 2003	43%
Not sure	10%

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Toronto	
If an election were held tomorrow in the City of Toronto, who would you vote for as Mayor? – Decided Voters	
John Tory, former leader of the Ontario PC Party	46%
George Smitherman, Ontario Minister of Energy and Infrastructure	21%
Adam Giambrone, City of Toronto Councillor	14%
Glen Murray, former Mayor of Winnipeg	8%
Denzil Minnan-Wong, City of Toronto Councillor	3%
Michael Thompson, City of Toronto Councillor	2%
Giorgio Mammoliti, City of Toronto Councillor	1%
Other	5%

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Angus Reid Strategies is the public opinion 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 the largest Canadian-owned market research enterprise. 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 Strategies 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 Strategies, 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://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15_Election.pdf

Since 2006, Angus Reid Strategies 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.

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More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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

**Copies of this poll are available on our website:
www.angusreidstrategies.com**

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