



***Project Summary – Ontario Convenience Stores Association
submitted by Nanos, July 2014 (Submission 2014-541)***

Executive Summary



Nanos Research was retained by the Ontario Convenience Store Association to conduct a survey in Toronto on the mayoral race and also on the views of residents on allowing more private retailers to sell beer.

MAYORAL RACE

According to a recent random telephone survey of 600 residents of Toronto conducted by Nanos Research for the Ontario Convenience Stores Association, if an election was held today John Tory (39.1%) currently leads Olivia Chow (32.7%) and Rob Ford (21.7%) among decided voters. None of the other contenders have above 5% of decided votes.

- The most important issue for Toronto according to residents is public transit (34.8%) followed by high property taxes (17.1%), jobs and the local economy (16.4%) and traffic (14.1%).
- John Tory has a marginal advantage over Olivia Chow. For each of the top contenders, the other is the most likely second choice for their existing voters. Also of note, Rob Ford is a distant third with less second choice vote potential than both Tory and Chow.
- Rob Ford has little growth potential at this time given that he is not the second preference for many supporters of either top two contenders. His current support is higher among young men under 30 and lower among women.
- Readers should note that since an election is not being held today, the results cannot be projected to a future vote.

Executive Summary



RETAIL SALE OF BEER

The survey also included four questions that examined retail sales of beer.

- Overall, 66.6% think that buying beer in Ontario right now is either convenient (44.4%) or somewhat convenient (12.2%). Younger residents tend to find it less convenient.
- 50.9% would be more likely or somewhat more likely to purchase craft beer more frequently if it was more widely available.
- Only 25.6% correctly identified foreign multi-nationals as the owners of the Beer Store.
- After being presented with the facts about current retail distribution, 66.7% support or somewhat support allowing more private retailers to sell beer.

Issue

Source: Nanos Research, RDD dual frame random telephone survey, July 2nd to 5th, 2014, n=600 Torontonians, accurate ± 4.0 percentage points plus or minus, 19 times out of 20.

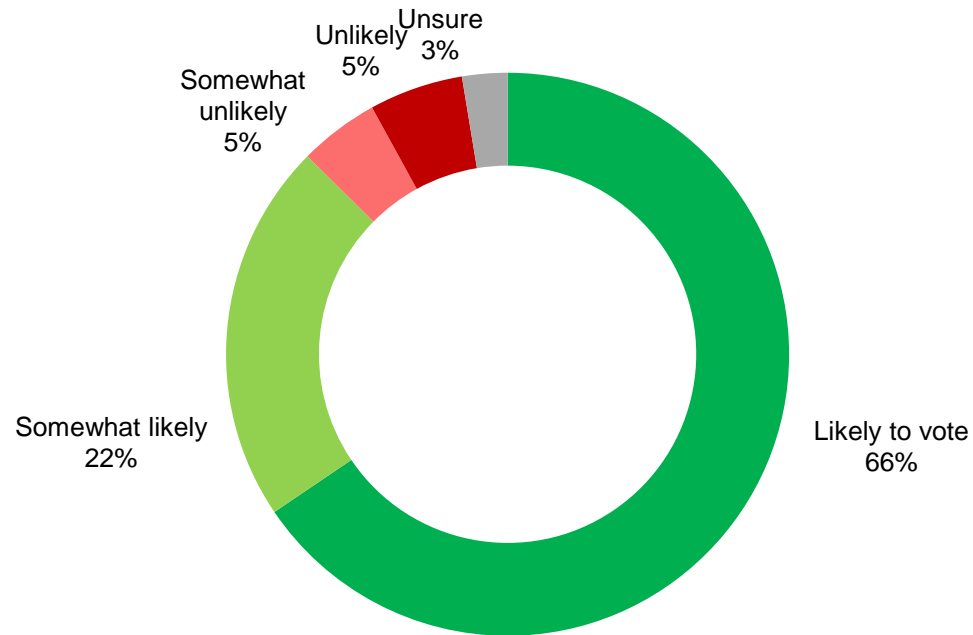
	Total (n=600)
TTC/Public transit/more subways	34.8%
High property taxes	17.1%
Jobs/local economy	16.4%
Traffic/gridlock	14.1%
Mayor Ford/Mayor has embarrassed Toronto	4.1%
City budget/control spending	1.7%
Poor overall leadership at City Hall	1.5%
Crumbling infrastructure	1.0%
Other	4.5%
Unsure	4.8%

QUESTION – What is the most important issue facing the City of Toronto?
[Open-ended]

Public transit (34.8%) is the top issue for residents of Toronto. The next most important are high property taxes (17.1%), jobs and the local economy (16.4%) and traffic (14.1%).

Vote Intentions

Source: Nanos Research, RDD dual frame random telephone survey, July 2nd to 5th, 2014, n=600 Torontonians, accurate ± 4.0 percentage points plus or minus, 19 times out of 20.



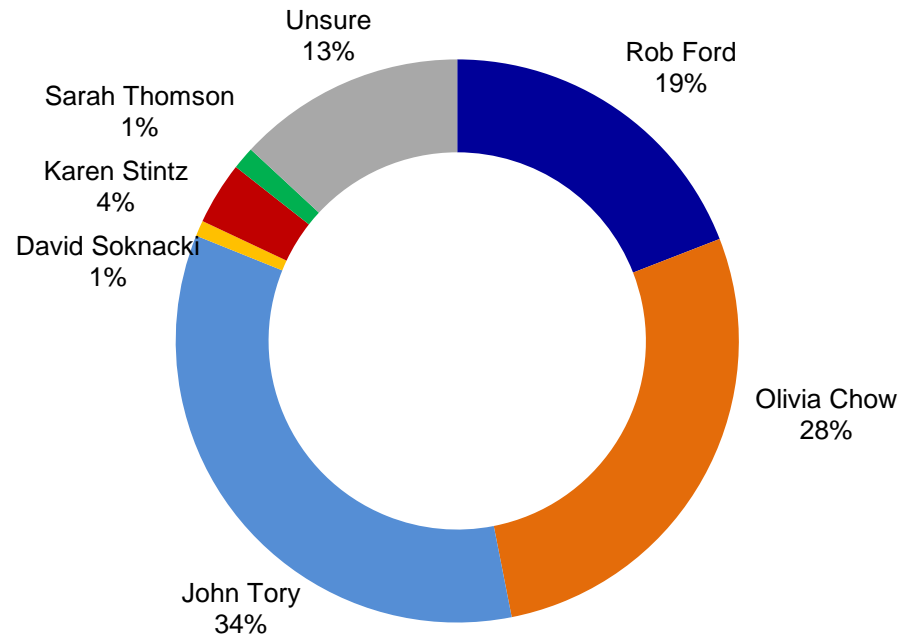
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Thinking of the upcoming municipal election in the City of Toronto, are you likely, somewhat likely, somewhat unlikely, or unlikely to vote?

Two thirds (65.6%) say that they are likely to vote and another 21.9% are somewhat likely.

Vote Intentions including Undecided

Source: Nanos Research, RDD dual frame random telephone survey, July 2nd to 5th, 2014, n=600 Torontonians, accurate ± 4.0 percentage points plus or minus, 19 times out of 20.



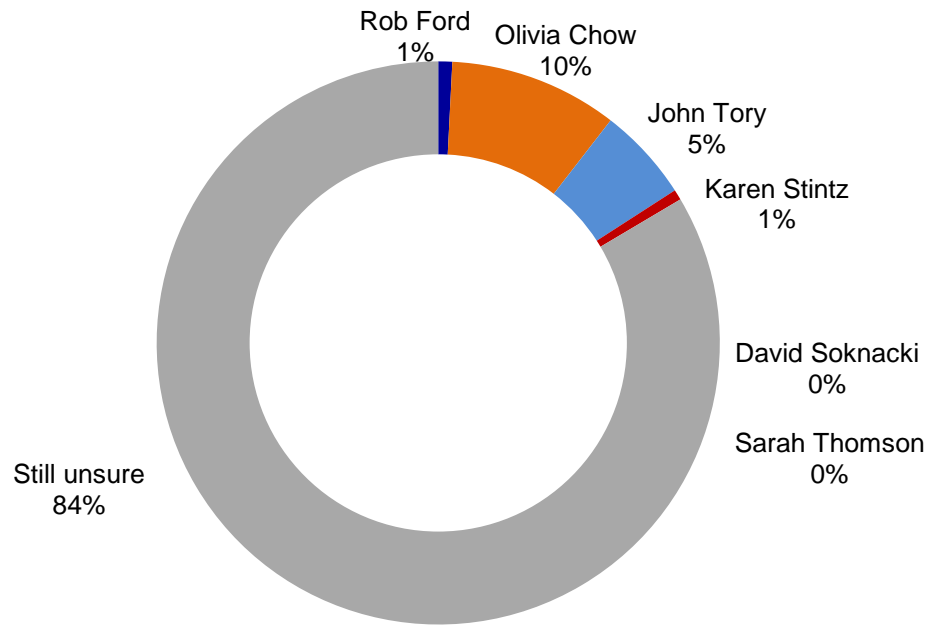
***Note: Charts may not add up to 100 due to rounding**

QUESTION – If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of candidates: [ROTATE] [First Ranked Response; Excluding Leaners]

John Tory (34.2%) has a lead over Olivia Chow (27.8%) at this time with 13.1% unsure of for whom they will vote. Rob Ford is a distant third (19.1%).

Leaning Vote Intentions

Source: Nanos Research, RDD dual frame random telephone survey, July 2nd to 5th, 2014, n=79 undecided Torontonians, accurate ± 4.0 percentage points plus or minus, 19 times out of 20.



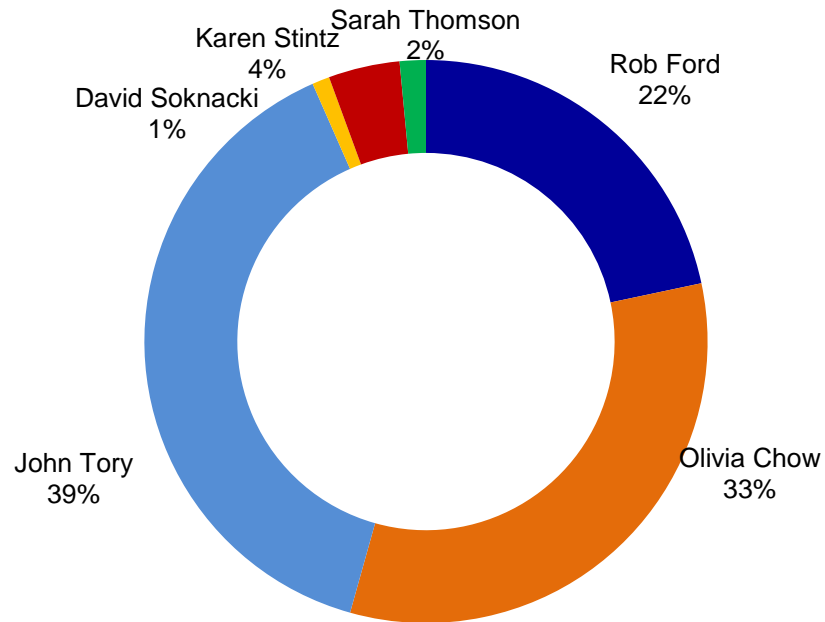
***Note: Charts may not add up to 100 due to rounding**

QUESTION – [IF UNSURE Q3] Are you currently leaning toward any candidate for Mayor of Toronto?

Among those who are unsure, Olivia Chow (9.7%) currently receives the most leaning choices followed by John Tory (5.4%).

Ballot

Source: Nanos Research, RDD dual frame random telephone survey, July 2nd to 5th, 2014, n=600 Torontonians, accurate ± 4.0 percentage points plus or minus, 19 times out of 20.



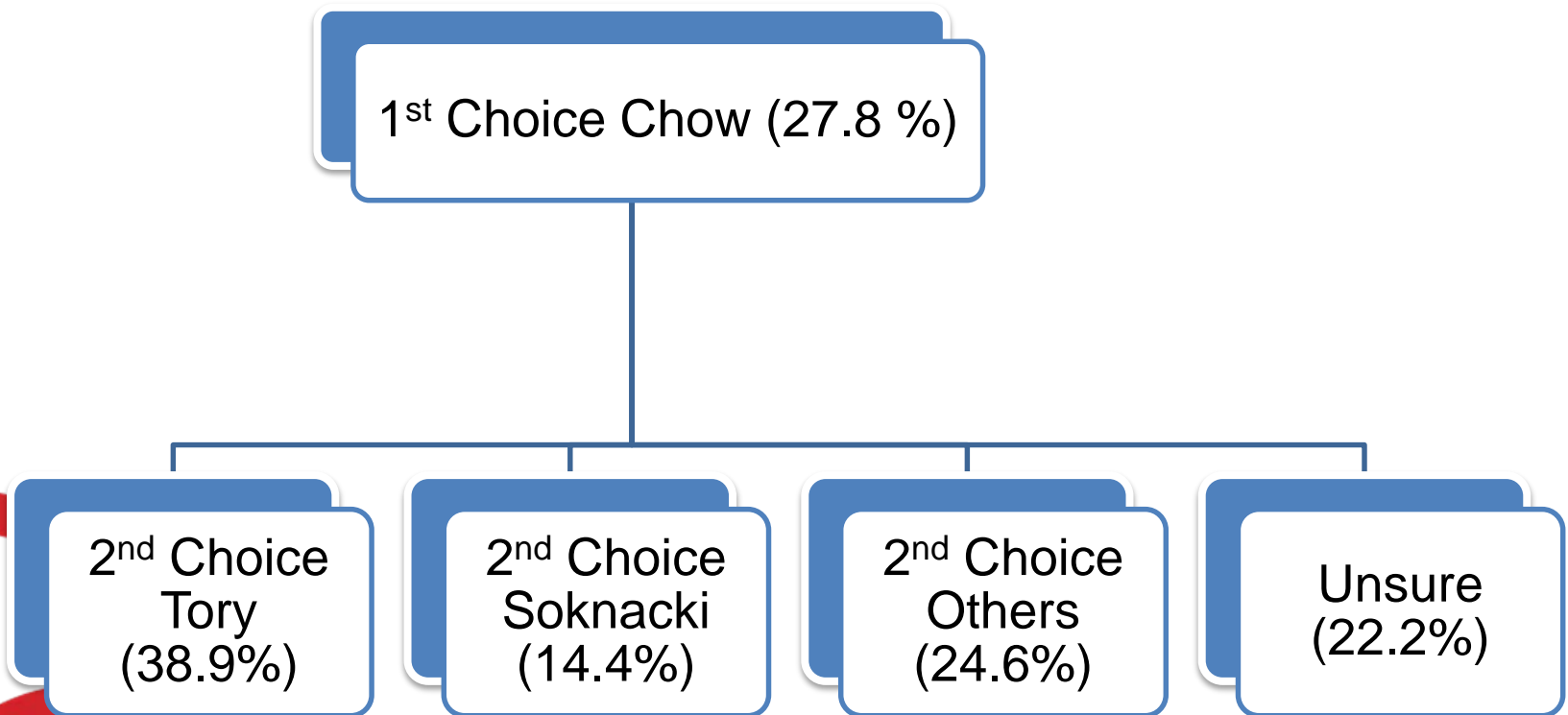
***Note: Charts may not add up to 100 due to rounding**

QUESTION – If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of candidates: [ROTATE] [First Ranked Response]

Among decided voters, John Tory (39.1%) leads Olivia Chow (32.7%) and Rob Ford (21.7%). Olivia Chow is the clear first preference among women (40.7%). John Tory is more likely to be liked by older voters while Ford receives his highest support from those under 30 years of age.

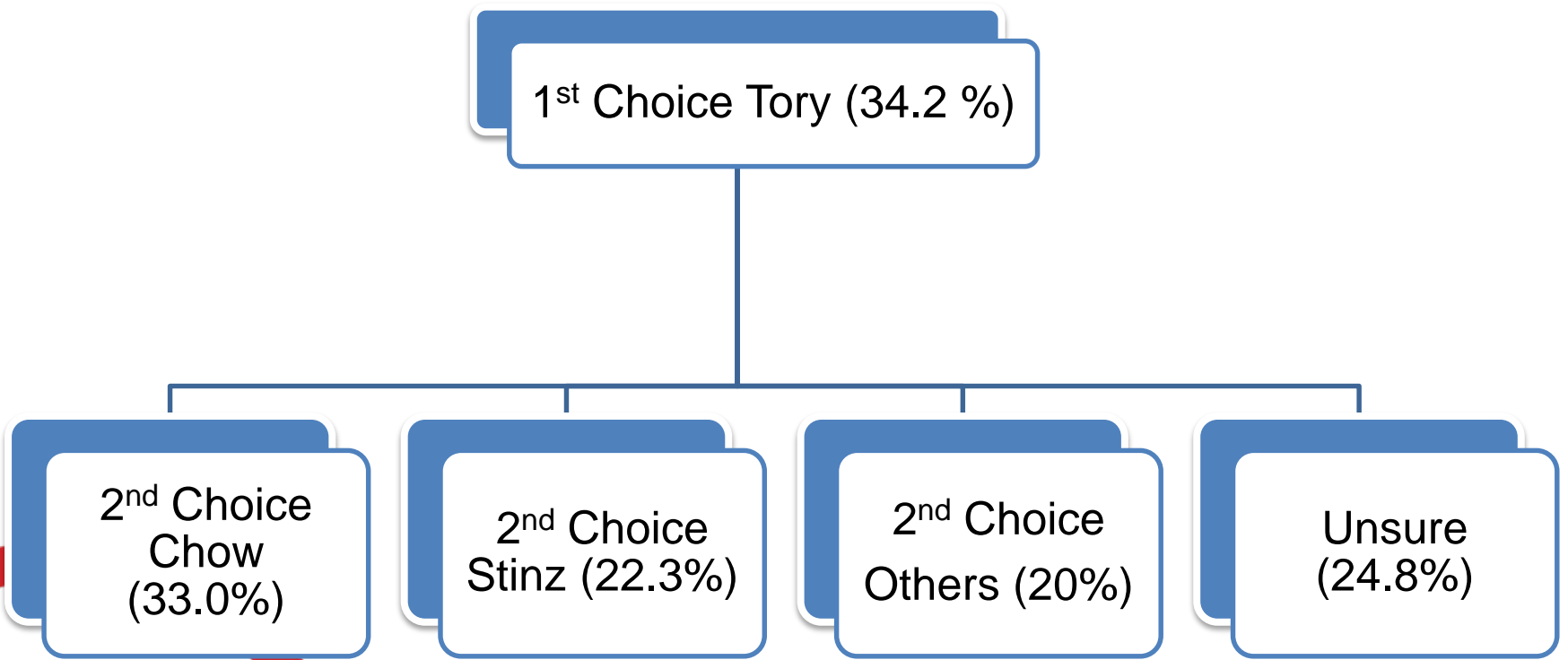
Confidential

1st and 2nd Choice for Mayor – Olivia Chow



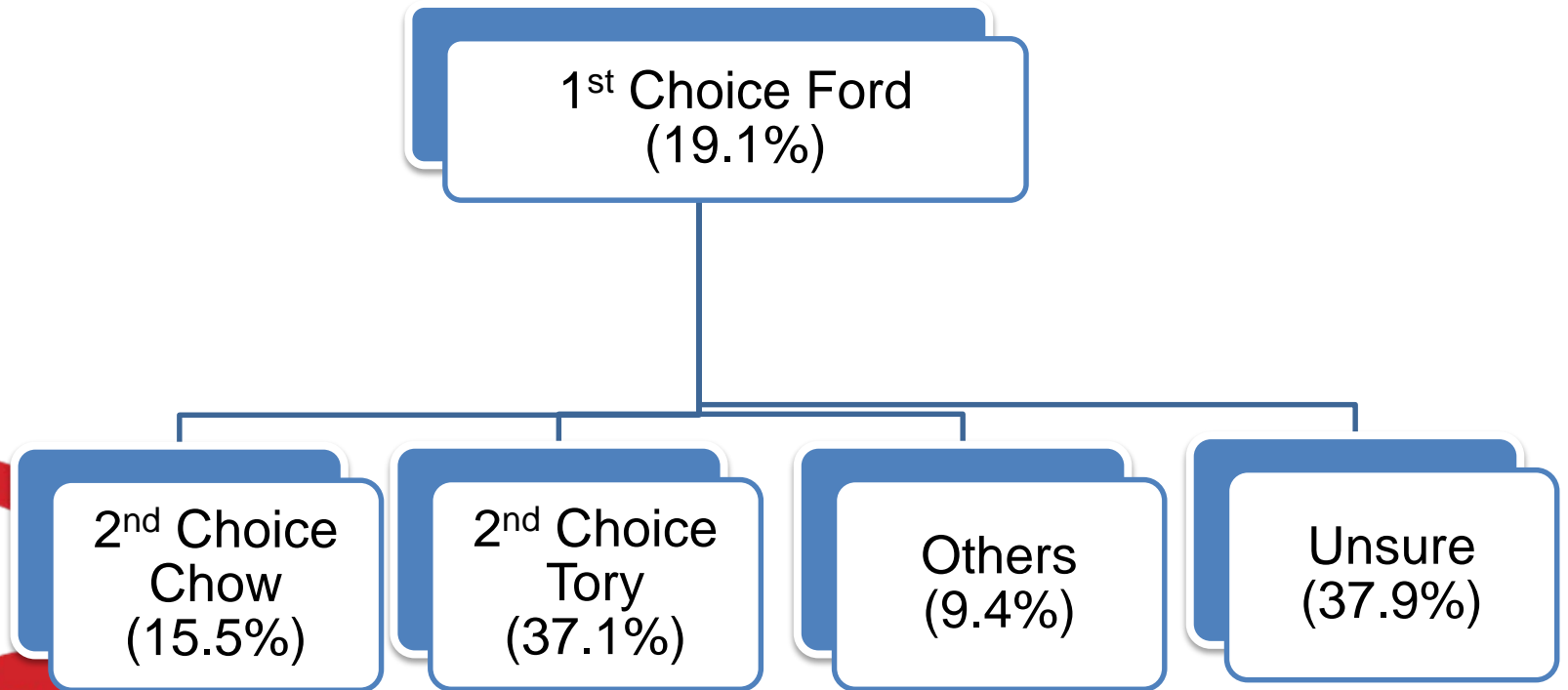
Olivia Chow receives 27.8% of first preferences and the second choice of these voters are primarily Tory (38.9%) Soknacki (14.4%) or other (24.6%).

1st and 2nd Choice for Mayor – John Tory



John Tory receives 34.2% of first preferences and the second choice of these voters are primarily Olivia Chow (33.0%), Stinz (22.3%) or other (20.0%).

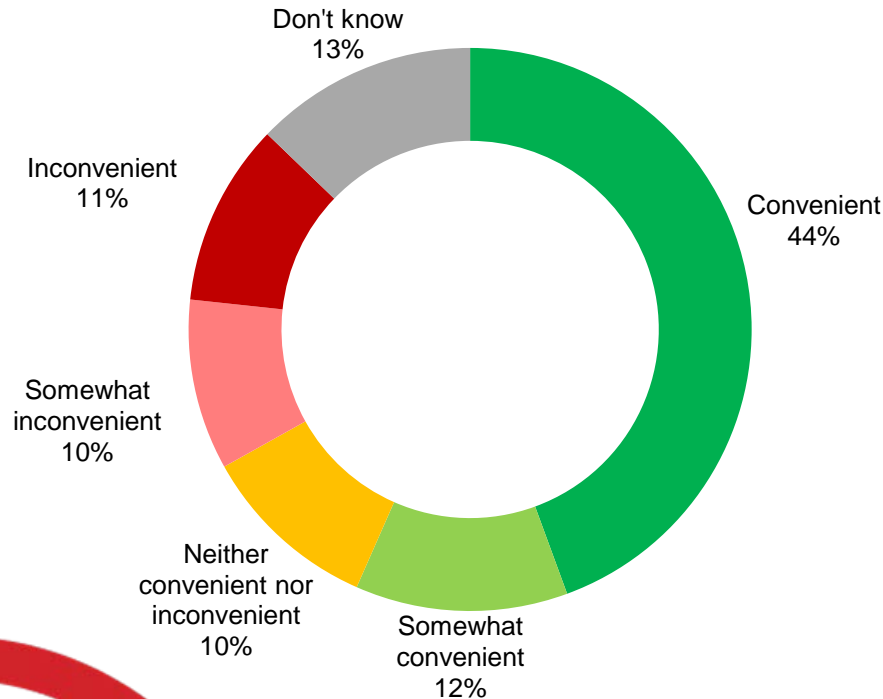
1st and 2nd Choice for Mayor – Rob Ford



Rob Ford receives 19.1% of first preferences and the second choice of these voters are primarily Tory (37.1%) and Chow (15.5%).

Convenience of Buying Beer

Source: Nanos Research, RDD dual frame random telephone survey, July 2nd to 5th, 2014, n=600 Torontonians, accurate ±4.0 percentage points plus or minus, 19 times out of 20.



Demographics	Convenient/ somewhat convenient
Male (n=297)	53.6
Female (n=303)	59.5
18 to 29 (n=129)	45.2
30 to 39 (n=111)	53.8
40 to 49 (n=114)	59.0
50 to 59 (n=100)	62.5
60 plus (n=146)	62.9

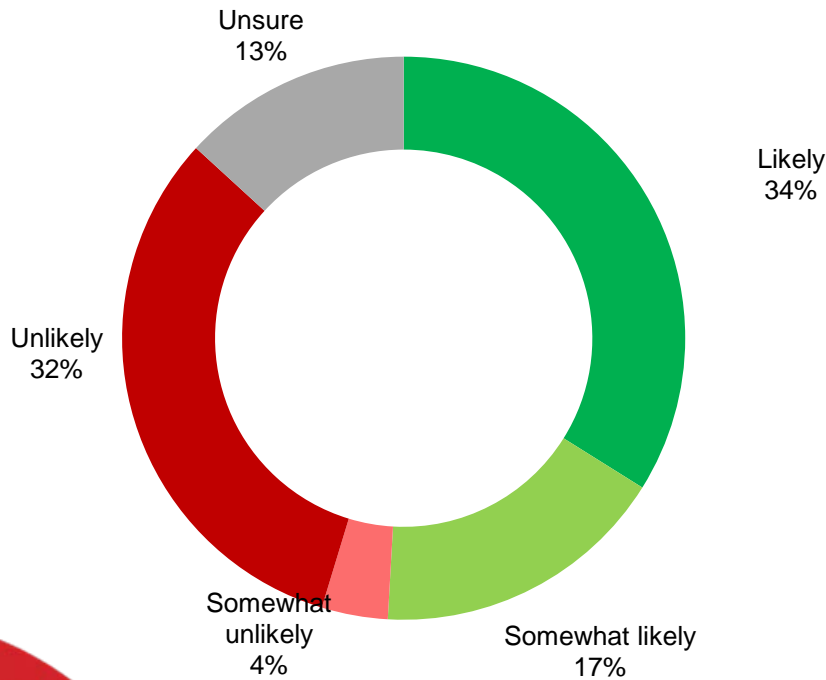
***Note: Charts may not add up to 100 due to rounding**

QUESTION – In Ontario, most beer is sold through stores owned by The Beer Store or the LCBO. Thinking only of retail store locations in your community and their hours of operation, would you say that buying beer is convenient, somewhat convenient, neither convenient nor inconvenient, somewhat inconvenient, or inconvenient?

Most people think that buying beer is convenient (44.4%) or somewhat convenient (12.2%). This is particularly true for those 50 years and older.

Craft Beer

Source: Nanos Research, RDD dual frame random telephone survey, July 2nd to 5th, 2014, n=600 Torontonians, accurate ±4.0 percentage points plus or minus, 19 times out of 20.



Demographics	Likely/somewhat likely
Male (n=297)	55.1
Female (n=303)	46.8
18 to 29 (n=129)	55.2
30 to 39 (n=111)	54.6
40 to 49 (n=114)	53.3
50 to 59 (n=100)	52.5
60 plus (n=146)	41.3

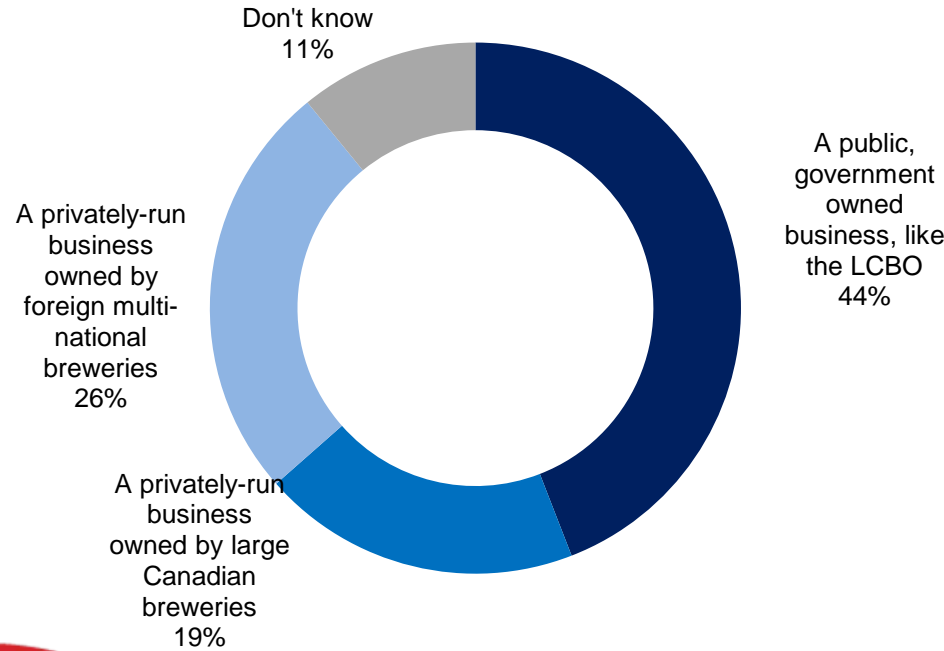
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Among the fastest growing categories of beer sales in Ontario are craft beers brewed by local Ontario craft brewers. If products from Ontario craft brewers were more widely available at more retail locations, would you be likely, somewhat likely, somewhat unlikely, or unlikely to purchase craft beers more frequently?

If craft brewery products were more widely available, 33.9% would be more likely and 17.0% somewhat more likely to purchase them frequently. Men and those under 60 years of age are more likely to purchase more if they were more available.

Ownership of The Beer Store

Source: Nanos Research, RDD dual frame random telephone survey, July 2nd to 5th, 2014, n=600 Torontonians, accurate ±4.0 percentage points plus or minus, 19 times out of 20.



Demographics	A privately-run business owned by foreign multi-national breweries
Male (n=297)	35.4
Female (n=303)	16.0
18 to 29 (n=129)	18.2
30 to 39 (n=111)	25.1
40 to 49 (n=114)	25.9
50 to 59 (n=100)	31.8
60 plus (n=146)	27.9

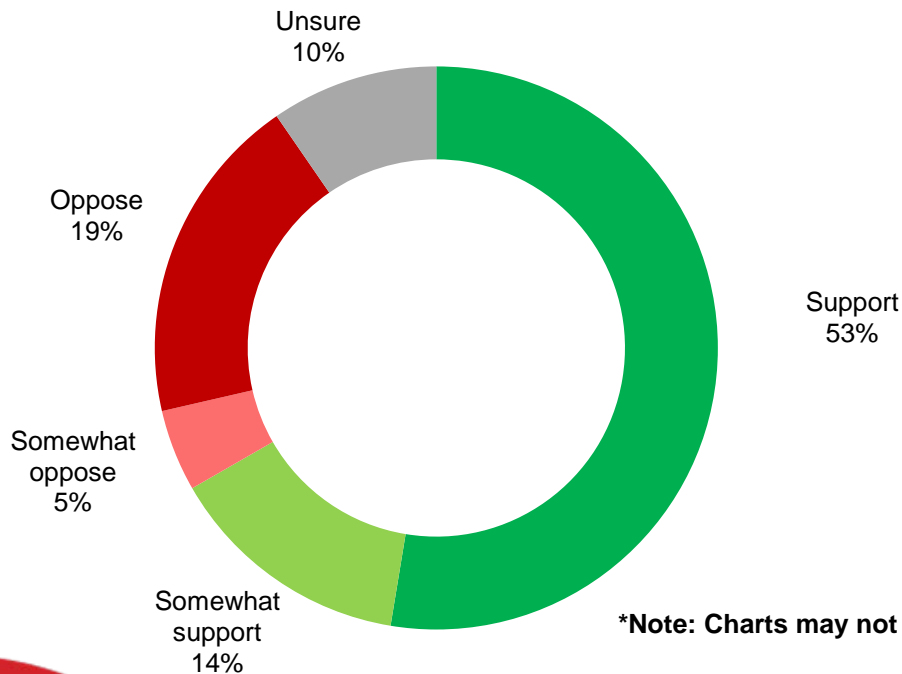
***Note: Charts may not add up to 100 due to rounding**

QUESTION – To the best of your knowledge, which of the following statements best describes the ownership structure of The Beer Store? [ROTATE]

Only 25.6% correctly identified the ownership of the Beer Store to be owned by foreign multi-nationals. The largest group (44.1%) think it is government owned. Women (16.0%) are less likely to know that it is foreign owned than men.

Private Retailers Selling Beer

Source: Nanos Research, RDD dual frame random telephone survey, July 2nd to 5th, 2014, n=600 Torontonians, accurate ±4.0 percentage points plus or minus, 19 times out of 20.

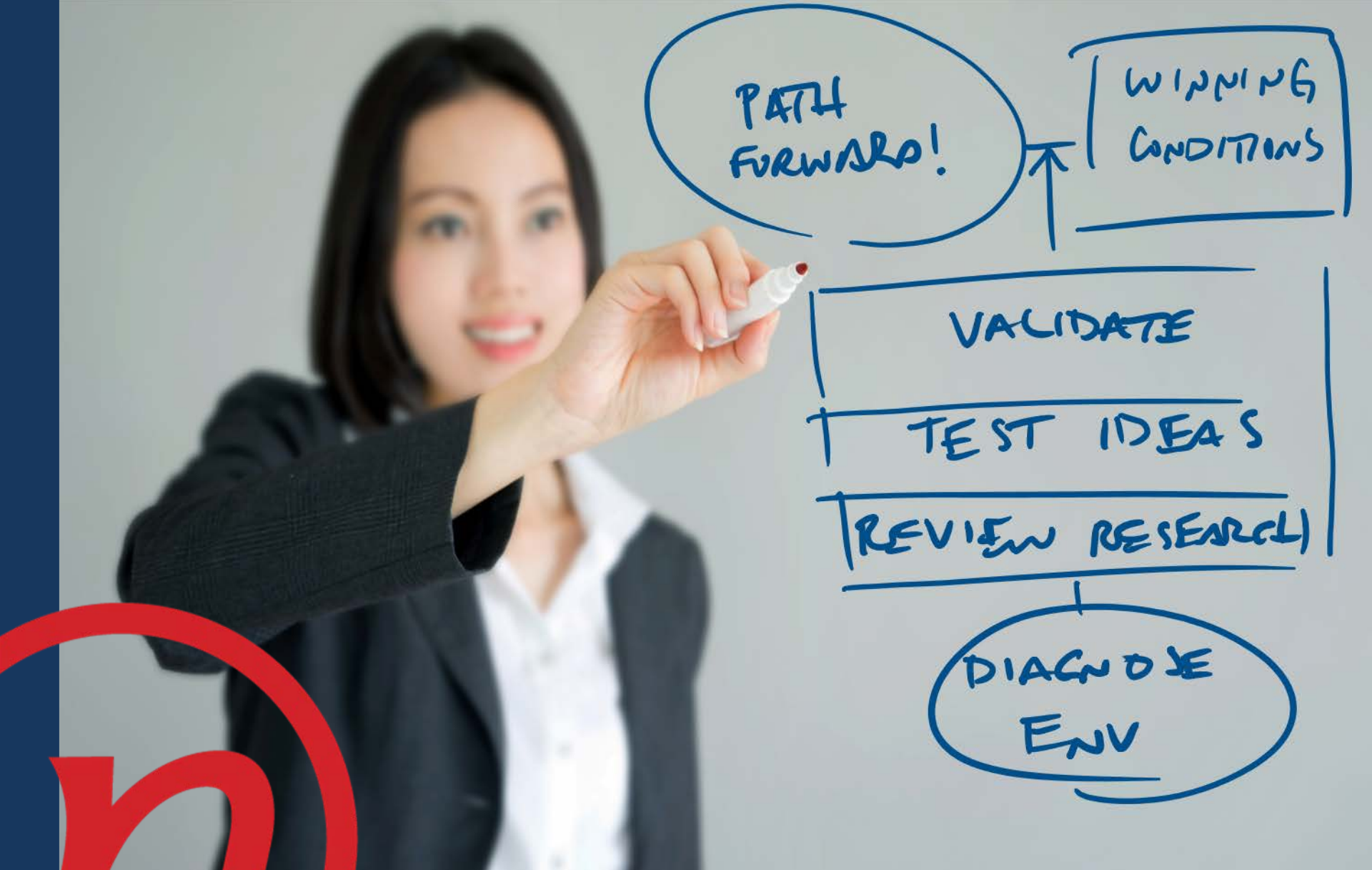


Demographics	Support/somewhat support
Male (n=297)	74.0
Female (n=303)	59.7
18 to 29 (n=129)	71.9
30 to 39 (n=111)	61.5
40 to 49 (n=114)	71.4
50 to 59 (n=100)	61.9
60 plus (n=146)	65.9

***Note: Charts may not add up to 100 due to rounding**

QUESTION – As you may know, The Beer Store is a privately-owned business owned by three foreign multi-national companies. Currently, about 80% of beer in Ontario is sold through the privately-owned Beer Store, about 20% is sold through the government-owned LCBO and about 200 privately-owned convenience stores in largely rural locations. Do you support, somewhat support, somewhat oppose or oppose allowing more private retailers to sell beer and compete with The Beer Store in Ontario?

More than half (52.6%) support and 14.1% somewhat support allowing more private retailers to sell beer after being presented with the facts about current retail distribution. Support is much higher among men.



Methodology

Methodology

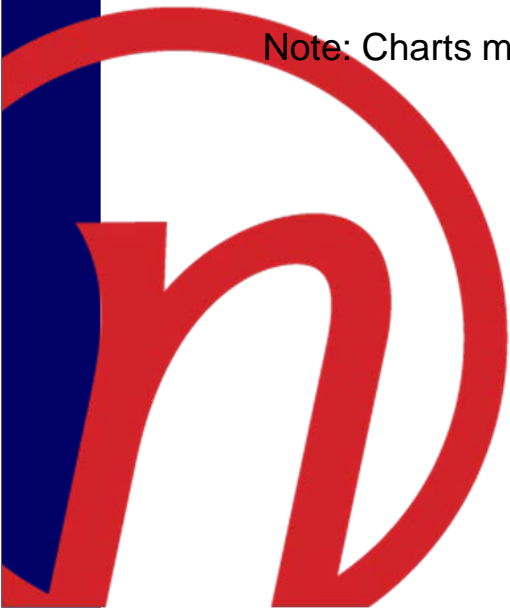
The survey was commissioned by the Ontario Convenience Stores Association. This random telephone survey of 600 Torontonians was conducted between July 2nd and July 5th, 2014 by Nanos Research. The dual frame sample included both land- and cell-lines across Toronto. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Toronto.

The vote and issue module was asked first in the survey followed by some proprietary questions related to convenience stores.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 600 Torontonians is ± 4.0 percentage points, 19 times out of 20.

Note: Charts may not add up to 100 due to rounding.



About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



View our brochure

Nik Nanos FMRIA

Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

Richard Jenkins

Vice President, Nanos Research
Ottawa (613) 234-4666 ext. 230
rjenkins@nanosresearch.com



Tabulations

Confidential



2014-541 – OCSA – STAT SHEET

Question 1 – What is the most important issue facing the City of Toronto?

		Region				Total
		Etobicoke	North York	Scarborough	Toronto	
Jobs/local economy	Count	15	30	24	30	99
		18.3%	18.3%	16.4%	14.2%	16.4%
City budget/control spending	Count	1	3	2	4	10
		1.2%	1.8%	1.4%	1.9%	1.7%
Mayor Ford/Mayor has embarrassed Toronto	Count	1	3	8	13	25
		1.2%	1.8%	5.5%	6.2%	4.1%
Cost of housing	Count	2	0	1	2	5
		2.4%	0.0%	0.7%	0.9%	0.8%
High property taxes	Count	13	31	21	38	103
		15.9%	18.9%	14.4%	18.0%	17.1%
Traffic/gridlock	Count	7	30	26	22	85
		8.5%	18.3%	17.8%	10.4%	14.1%
TTC/Public transit/more subways	Count	34	52	45	79	210
		41.5%	31.7%	30.8%	37.4%	34.8%
City Planning Department is a mess	Count	0	1	0	2	3
		0.0%	0.6%	0.0%	0.9%	0.5%
Poor overall leadership at City Hall	Count	1	2	1	5	9
		1.2%	1.2%	0.7%	2.4%	1.5%
Crumbling infrastructure	Count	1	1	2	2	6
		1.2%	0.6%	1.4%	0.9%	1.0%
Schools in disrepair	Count	0	1	2	1	4
		0.0%	0.6%	1.4%	0.5%	0.7%
Hydro cost	Count	2	0	0	1	3
		2.4%	0.0%	0.0%	0.5%	0.5%
Access to healthcare	Count	0	1	1	4	6
		0.0%	0.6%	0.7%	1.9%	1.0%
Other	Count	0	0	4	2	6
		0.0%	0.0%	2.7%	0.9%	1.0%
Unsure	Count	5	9	9	6	29
		6.1%	5.5%	6.2%	2.8%	4.8%
Total	Count	82	164	146	211	603
		100.0%	100.0%	100.0%	100.0%	100.0%

Random telephone (landline + cell) survey using live agents of 600 eligible voters in the City of Toronto conducted between July 2nd and 5th, 2014. The margin of error for a random survey of 600 respondents is $\pm 4.0\%$, 19 times out of 20.



2014-541 - OCSA - STAT SHEET

			Region				Gender		Age						
			Toronto 2014-07	Etobicoke	North York	Scarborough	Toronto	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Total			Unwgt N	600	81	164	146	209	297	303	72	87	119	146	176
Total			Wgt N	600	81	164	146	209	297	303	129	111	114	100	146
Question 2 - Thinking of the upcoming municipal election in the City of Toronto are you likely, somewhat likely, somewhat unlikely or unlikely to vote?	Likely to vote	%	65.6	62.2	69.0	63.1	66.0	64.6	66.6	51.7	55.4	68.4	72.1	79.1	
	Somewhat likely to vote	%	21.9	21.7	19.3	24.4	22.2	18.5	25.3	30.6	25.9	20.6	18.0	14.8	
	Somewhat unlikely to vote	%	4.6	8.1	3.4	2.7	5.4	6.3	2.9	7.0	4.3	4.2	5.7	2.2	
	Unlikely to vote	%	5.4	5.2	7.3	4.9	4.2	6.6	4.2	7.4	10.7	6.1	3.0	.5	
	Don't know	%	2.6	2.8	.9	5.0	2.1	4.1	1.1	3.4	3.8	.7	1.1	3.4	

Random telephone (landline + cell) survey using live agents of 600 eligible voters in the City of Toronto conducted between July 2nd and 5th, 2014. The margin of error for a random survey of 600 respondents is $\pm 4.0\%$, 19 times out of 20.



2014-541 - OCSA - STAT SHEET

			Region				Gender			Age				
			Toronto 2014-07	Etobicoke	North York	Scarborough	Toronto	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Total		Unwgt N	600	81	164	146	209	297	303	72	87	119	146	176
Total		Wgt N	600	81	164	146	209	297	303	129	111	114	100	146
Question 3 (first ranked response) - If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of candidates: [ROTATE ORDER]	Rob Ford	%	19.1	23.7	20.8	23.7	12.9	24.1	14.3	26.1	13.7	22.0	15.9	17.1
	Olivia Chow	%	27.8	24.1	19.8	30.1	34.0	22.0	33.6	28.0	25.7	24.6	31.4	29.3
	John Tory	%	34.2	33.6	38.7	28.3	35.0	38.5	30.0	21.0	30.4	39.7	37.7	42.0
	David Soknacki	%	.9	.0	.7	1.8	.7	1.2	.5	1.6	.8	.0	1.6	.5
	Karen Stinz	%	3.6	3.8	3.9	3.3	3.4	3.5	3.6	2.9	5.4	2.4	2.9	4.2
	Sarah Thomson	%	1.3	.0	2.0	1.5	1.1	.8	1.8	.0	3.9	2.4	.8	.0
	Unsure	%	13.1	14.8	14.2	11.3	12.8	9.8	16.3	20.4	20.1	8.9	9.7	6.9

Random telephone (landline + cell) survey using live agents of 600 eligible voters in the City of Toronto conducted between July 2nd and 5th, 2014. The margin of error for a random survey of 600 respondents is $\pm 4.0\%$, 19 times out of 20.



2014-541 - OCSA - STAT SHEET

			Question 3 (first ranked response) – If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of candidates: [ROTATE ORDER]						Total
			Rob Ford	Olivia Chow	John Tory	David Soknacki	Karen Stinz	Sarah Thomson	
Question 3 (second ranked response) – If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of candidates: [ROTATE ORDER]	Rob Ford	Count	0	15	22	0	2	0	39
			0.0%	9.0%	10.7%	0.0%	8.7%	0.0%	7.4%
	Olivia Chow	Count	18	0	68	2	6	4	98
			15.5%	0.0%	33.0%	33.3%	26.1%	50.0%	18.6%
	John Tory	Count	43	65	0	1	11	0	120
			37.1%	38.9%	0.0%	16.7%	47.8%	0.0%	22.8%
	David Soknacki	Count	4	24	17	0	1	1	47
			3.4%	14.4%	8.3%	0.0%	4.3%	12.5%	8.9%
	Karen Stinz	Count	5	20	46	0	0	0	71
			4.3%	12.0%	22.3%	0.0%	0.0%	0.0%	13.5%
	Sarah Thomson	Count	2	6	2	0	2	0	12
			1.7%	3.6%	1.0%	0.0%	8.7%	0.0%	2.3%
	Unsure	Count	44	37	51	3	1	3	139
			37.9%	22.2%	24.8%	50.0%	4.3%	37.5%	26.4%
Total	Count	116	167	206	6	23	8	526	
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Random telephone (landline + cell) survey using live agents of 600 eligible voters in the City of Toronto conducted between July 2nd and 5th, 2014. The margin of error for a random survey of 600 respondents is $\pm 4.0\%$, 19 times out of 20.



2014-541 - OCSA - STAT SHEET

			Region				Gender			Age				
			Toronto 2014-07	Etobicoke	North York	Scarborough	Toronto	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 (second ranked response) – If the election for Mayor of Toronto were held today, please tell me your first choice and your second choice from the following list of candidates: [ROTATE ORDER]	Total	Unwgt N	600	81	164	146	209	297	303	72	87	119	146	176
		Wgt N	600	81	164	146	209	297	303	129	111	114	100	146
	No answer	%	13.1	14.8	14.2	11.3	12.8	9.8	16.3	20.4	20.1	8.9	9.7	6.9
	Rob Ford	%	6.4	3.1	6.8	10.6	4.5	7.6	5.2	5.5	5.3	9.8	7.1	4.8
	Olivia Chow	%	16.2	24.4	12.2	18.7	14.4	17.3	15.1	14.6	18.9	19.9	14.1	14.1
	John Tory	%	19.9	29.7	18.7	15.9	19.8	19.6	20.1	15.8	20.7	18.7	18.0	25.0
	David Soknacki	%	7.8	10.5	6.9	8.6	6.8	7.2	8.4	10.5	6.8	6.3	7.3	7.6
	Karen Stinz	%	11.7	2.7	14.6	9.6	14.4	14.4	9.1	8.2	18.2	8.3	13.7	11.2
	Sarah Thomson	%	1.8	.0	2.4	2.0	1.9	2.3	1.4	3.6	.0	.0	3.7	1.7
	Unsure	%	23.1	14.8	24.2	23.2	25.4	21.7	24.5	21.3	10.0	28.0	26.3	28.7

Random telephone (landline + cell) survey using live agents of 600 eligible voters in the City of Toronto conducted between July 2nd and 5th, 2014. The margin of error for a random survey of 600 respondents is $\pm 4.0\%$, 19 times out of 20.



2014-541 - OCSA - STAT SHEET

			Region				Gender		Age					
			Toronto 2014-07	Etobicoke	North York	Scarborough	Toronto	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 (undecided only) – Are you currently leaning toward any candidate for Mayor of Toronto?	Total	Unwgt N	67	11	18	16	22	25	42	15	16	10	14	12
		Wgt N	79	12	23	17	27	29	49	26	22	10	10	10
	Rob Ford	%	.8	.0	.0	.0	2.2	.0	1.2	.0	.0	.0	6.2	.0
	Olivia Chow	%	9.7	.0	6.5	10.8	16.0	9.5	9.7	7.6	13.2	7.7	.0	18.5
	John Tory	%	5.4	11.6	.0	7.8	5.8	7.1	4.3	.0	.0	12.8	14.2	15.4
	Karen Stinz	%	.6	4.2	.0	.0	.0	.0	1.0	.0	.0	.0	5.2	.0
	Unsure	%	83.6	84.2	93.5	81.3	76.0	83.3	83.7	92.4	86.8	79.5	74.4	66.1

Random telephone (landline + cell) survey using live agents of 600 eligible voters in the City of Toronto conducted between July 2nd and 5th, 2014. The margin of error for a random survey of 600 respondents is $\pm 4.0\%$, 19 times out of 20.



2014-541 - OCSA - STAT SHEET

		Region				Gender		Age						
		Toronto 2014-07	Etobicoke	North York	Scarborough	Toronto	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Total	Unwgt N	600	81	164	146	209	297	303	72	87	119	146	176	
	Wgt N	600	81	164	146	209	297	303	129	111	114	100	146	
	Rob Ford	%	19.3	24.3	20.8	23.7	13.2	24.1	14.6	26.1	13.7	22.0	17.1	17.1
	Olivia Chow	%	29.1	24.1	20.7	31.3	36.0	22.9	35.1	29.6	28.4	25.3	31.4	30.6
Vote Profile	John Tory	%	34.8	34.7	38.7	29.2	35.7	39.2	30.5	21.0	30.4	40.9	38.6	43.1
	David Soknacki	%	.9	.0	.7	1.8	.7	1.2	.5	1.6	.8	.0	1.6	.5
	Karen Stinz	%	3.7	4.4	3.9	3.3	3.4	3.5	3.8	2.9	5.4	2.4	3.4	4.2
	Sarah Thomson	%	1.3	.0	2.0	1.5	1.1	.8	1.8	.0	3.9	2.4	.8	.0
	Unsure	%	10.9	12.4	13.3	9.2	9.7	8.2	13.6	18.9	17.5	7.1	7.2	4.5

Random telephone (landline + cell) survey using live agents of 600 eligible voters in the City of Toronto conducted between July 2nd and 5th, 2014. The margin of error for a random survey of 600 respondents is $\pm 4.0\%$, 19 times out of 20.



2014-541 - OCSA - STAT SHEET

		Region				Gender			Age						
		Toronto 2014-07	Etobicoke	North York	Scarborough	Toronto	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus		
Ballot	Total	Unwgt N	546	73	147	133	193	277	269	58	73	111	136	168	
		Wgt N	534	71	142	133	189	273	262	105	91	106	93	139	
		Rob Ford	%	21.7	27.8	24.0	26.1	14.6	26.3	16.9	32.1	16.6	23.7	18.4	17.9
		Olivia Chow	%	32.7	27.6	23.9	34.5	39.9	24.9	40.7	36.5	34.4	27.2	33.8	32.1
		John Tory	%	39.1	39.6	44.6	32.1	39.6	42.7	35.3	25.9	36.8	44.0	41.6	45.1
		David Soknacki	%	1.0	.0	.8	2.0	.8	1.3	.6	2.0	.9	.0	1.8	.5
		Karen Stinz	%	4.1	5.0	4.5	3.6	3.8	3.8	4.4	3.5	6.6	2.6	3.6	4.4
		Sarah Thomson	%	1.5	.0	2.3	1.6	1.3	.9	2.0	.0	4.8	2.6	.8	.0

Random telephone (landline + cell) survey using live agents of 600 eligible voters in the City of Toronto conducted between July 2nd and 5th, 2014. The margin of error for a random survey of 600 respondents is $\pm 4.0\%$, 19 times out of 20.