SAYING GOODBYE

Family, friends and high-profile figures attended the funeral of Canadian businessman and 'city builder' Joseph Rotman on Friday, **IN3**



INSIGHT



> CITY LANDSCAPE

United — mostly — we stand

Data collected through the Star's Political Sentimeter finds Torontonians have way more in common than they think

JENNIFER BILL SPECIAL TO THE STAR

Men in Toronto are more likely than women to believe that marriage is still an important institution. The city's youth are significantly more politically radical than their elders. The Danforth and Davenport neighbourhoods are the city's most left-leaning, while

the most right-leaning are all in Etobicoke. And the most prevalent ideology in Toronto is Social Democratic Left.

Political scientists at Vox Pop Labs have arrived at a detailed picture of Toronto's political landscape — including some surprising results — after nearly 60,000 Torontonians offered their perspectives on a wide range of issues in a 15-minute scientific survey on the star.com.

The Political Sentimeter, launched by the Star in November and created by Vox Pop Labs, identified eight ideological types in Toronto, ranging from the Post-Materialist Left to the Steadfast Right.

The tool poses a series of provocative values questions and then assigns respondents to the ideological group that best represents them.

The data collected has enabled political scientists to analyze the city's ideological makeup in new ways.

IDEOLOGY continued on IN4



PETER EDWARDS PHOTO/NURI DUCASSI ILLUSTRATION