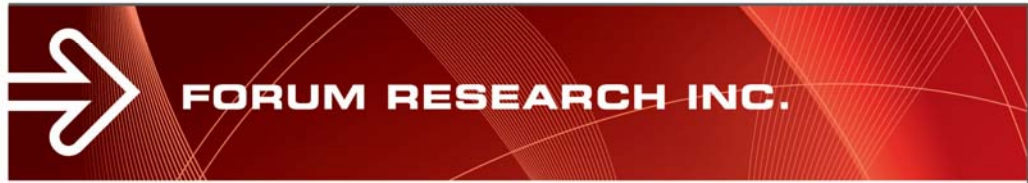


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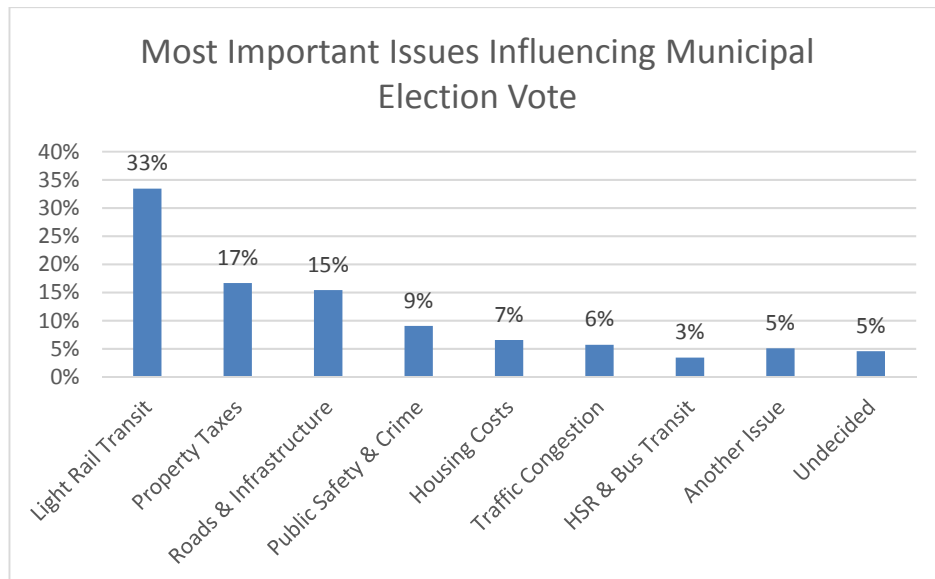
Hamilton Residents Split on Upcoming Municipal Election and LRT Support

The LRT is the most important issue facing Hamilton residents

Toronto, October 18th – In a random sampling of public opinion taken by The Forum Poll™, 1,556 Hamilton residents 18 years of age or older were surveyed on the upcoming Hamilton Municipal Election Campaign. When asked what issue was both most important to them and would influence the way they cast their ballot during the fall municipal election, over one-third (33%) of respondents stated the Light Rail Transit (LRT).

This response was followed by 17% indicating property taxes, and 15% indicating roads and infrastructure. 10% said public safety, followed by 7% saying housing costs, and 6% saying traffic congestion. 3% mentioned the HSR and bus transit.

5% found “another issue” to be most important and 5% were also undecided on this question.



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“After all this time, Hamilton remains evenly divided over the LRT. That division has created a dead heat in the race for mayor,” said Dr. Lorne Bozinoff, President of Forum Research.



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Hamiltonians are split on Eisenberger and Sgro for Mayor

When asked from a list of candidates who respondents would choose for Mayor of Hamilton, 39% chose Fred Eisenberger, followed by 38% choosing Vito Sgro.

4% responded with George Rusich and 1% mentioned Ute Schmid Jones.

7% mentioned "another candidate".

12% of respondents were undecided when asked this question.

Of those Undecided, 1 in 5 would choose Eisenberger, followed by Sgro

When asking only those respondents who had not made up their mind on their vote for Mayor of Hamilton, roughly half were still undecided on who they were leaning toward (49%).

Of those who could decide who they were leaning toward, 20% said Fred Eisenberger, followed by 17% saying Vito Sgro.

3% were leaning toward Ute Schmid Jones and 2% said George Rusich.

9% said they were leaning toward "another candidate".

Half do not Support Plan to build the Light Rail Transit

When asking respondents whether they supported the plan to build the Light Rail Transit, known as the LRT in Hamilton, 30% indicated they strongly supported the plan, while 16% somewhat supported the plan.

50% do not support the plan to build the LRT (31% do not support, 19% are strongly against building.

3% were unsure how they felt or were undecided and 1% were unaware of any plans to build the LRT.



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Eisenberger and Sgro Vote Split due to LRT Stance

Respondents were informed Vito Sgro is strongly opposed to the building the LRT in Hamilton and Fred Eisenberger is strongly in favour of building the LRT in Hamilton.

When asked who they would vote for knowing this information, respondents were split at 43% for both Eisenberger and Sgro.

14% said their were undecided.

The majority are “absolutely certain” they are voting in the upcoming municipal election

When asked how likely they are to vote in the municipal election in October, 78% respondents were positive, or “absolutely certain, barring an unforeseen emergency,” they were voting.

This was followed by 7% saying they were extremely likely to vote, 6% being very likely, and 3% being somewhat likely.

1% were not likely to vote, following by another 1% being not at all likely.

3% did not know if they were voting.

“After all this time, Hamilton remains evenly divided over the LRT. That division has created a dead heat in the race for mayor,” said Dr. Lorne Bozinoff, President of Forum Research.

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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1,556 randomly selected Hamilton residents at least 18 years of age. The poll was conducted on October 16th, 2018.

Results based on the total sample are considered accurate +/- 2.48%, 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. Actual results depend on the parties' ability to get their voters out. 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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Most Important Issues Impacting Municipal Election Vote

First question. Out of the following municipal issues in Hamilton, which issue is most important to you and would influence how you cast your ballot in this fall's municipal election?

Age/Gender

%	Total	25-34	35-54	55+	Male	Female
Light Rail Transit	33	36	28	36	39	28
Property Taxes	17	18	19	14	13	20
Roads and Infrastructure	15	10	15	19	18	13
Public Safety and Crime	9	8	11	8	9	9
Housing Costs	7	9	6	6	6	7
Traffic Congestion	6	4	8	5	6	6
HSR and Bus Transit	3	3	2	5	4	3
Another Issue	5	5	7	3	3	7
Undecided	5	6	3	5	2	7



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Candidate Choice for Mayor

Thank you. Just a few more questions. Out of the following list of candidates running for the position of Mayor of Hamilton, which candidate would be your choose for Mayor?

Age/Gender

%	Total	25-34	35-54	55+	Male	Female
Fred Eisenberger	39	34	44	37	40	38
Vito Sgro	38	32	36	43	43	33
George Rusich	4	8	3	3	5	4
Ute SchmidJones	1	1	1	1	1	1
Another Candidate	7	16	3	4	4	9
Undecided	12	8	13	12	8	15



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Candidate Choice for Mayor – Undecided/Leaning

Even though you may not have made up your mind, which candidate are you leaning towards at this time?

Age/Gender

%	Total	25-34	35-54	55+	Male	Female
Fred Eisenberger	20	24	16	21	9	25
Vito Sgro	17	17	12	21	20	15
Ute SchmidJones	3	0	6	2	4	3
George Rusich	2	0	0	5	1	3
Another Candidate	9	0	15	7	2	12
Undecided	49	59	51	44	64	42



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Support of Plan to Build the Light Rail Transit

Thank you, do you support the plan to build the Light Rail Transit, known as the LRT in Hamilton?

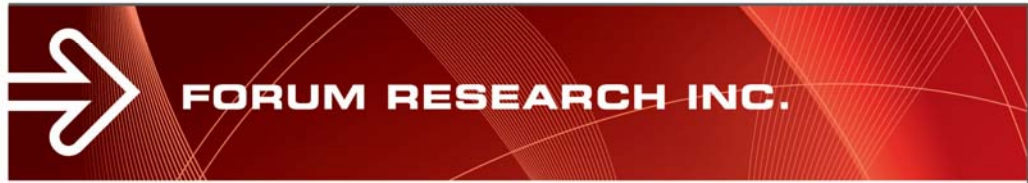
Age/Gender

%	Total	25-34	35-54	55+	Male	Female
Strongly Support	30	36	37	33	31	29
Somewhat Support	16	18	21	15	14	17
Do not support	31	10	26	28	30	32
Strongly against building	19	8	12	20	22	16
Unaware of the plans	1	9	0	2	0	2
Unsure or Undecided	3	4	3	2	2	4



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Support for Eisenberger or Sgro based on LRT Stance

Thanks. Vito Sgro is strongly opposed to the building the LRT in Hamilton and Fred Eisenberger is strongly in favour of building the LRT in Hamilton. Knowing this, who would you be supporting in the upcoming municipal election?

Age/Gender

%	Total	25-34	35-54	55+	Male	Female
Fred Eisenberger	43	52	46	37	41	46
Vito Sgro	43	32	42	50	47	39
Undecided	14	16	12	13	12	15



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Likelihood to Vote in Municipal Election in October

How likely are you to vote in the municipal election in October?

Age/Gender

%	Total	25-34	35-54	55+	Male	Female
Absolutely certain barring an unforeseen emergency	78	66	83	82	82	75
Extremely likely	7	7	7	8	6	9
Very likely	6	11	5	4	6	5
Somewhat likely	3	6	2	2	2	4
Not very likely	1	3	1	1	2	1
Not at all likely	1	0	1	1	1	1
You dont know	3	9	0	3	2	4



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Demographics

What is your gender?

Gender

%	Total	Male	Female
Total	1556	48	52

How old are you?

Age

%	Total	Under 25	25-34	35-44	45-54	55-64	65+
Total	1556	10	14	15	19	19	23

What is your annual household income before taxes?

Income

%	Total	<\$20k	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100k	\$100K - \$250k	\$250K +	Prefer not to say
Total	1556	12	12	11	9	10	18	3	24



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