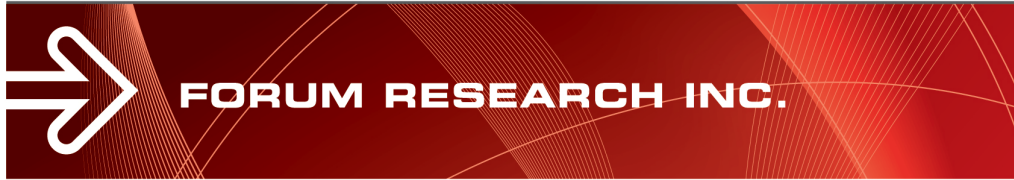


# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Jeffrey leads in Brampton**

### **Sanderson closing the gap**

TORONTO OCTOBER 16<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll among 1020 Brampton voters, just more than 4-in-10 decided and leaning will support Linda Jeffrey for mayor (42%), compared to more than a quarter who will vote for John Sanderson (27%). This stands in contrast to three weeks ago, when Jeffrey had the same vote share, but Sanderson was further behind (September 27, Jeffrey - 42%, Sanderson - 17%). Mayor Susan Fennel, who was tied with Sanderson previously, has fallen further back (14%), while just more will vote another candidate (17%).

### **Jeffrey favourables down, Sanderson awareness up**

Among those aware of her (71%), Linda Jeffrey has the approval of two thirds, (67%) down from 8-in-10 three weeks ago (80%). Sanderson's awareness is up (from 53% to 63%) and his approval is steady at two thirds (63% now, 67% previously). Mayor Fennell has the approval of just one quarter (23%).

### **Two thirds want Fennell to resign**

Two thirds of Brampton voters want Mayor Fennell to resign (68%) and this is comparable to the last time we asked (September 27 - 63%).

### **Low taxes most important issue in election**

Keeping taxes low is the most important issue in this election (40%), followed by ethics and transparency at city hall (23%) and jobs and growth (17%). Although other issues are equally important to all three candidates, ethics and transparency at city hall count for more to Jeffrey supporters (30%) and Sanderson voters (31%) than to Fennell's supporters (6%).

"It's clear that the issue here is not jobs and growth or keeping taxes low, but Mayor Fennell herself. She has succeeded in making this election about her, and she's going to lose as a result," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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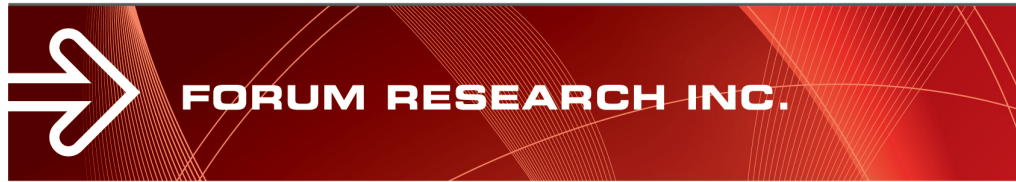
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**October 16<sup>th</sup>, 2014**  
**HIGHLIGHTS:**

- Just more than 4-in-10 decided and leaning will support Linda Jeffrey for mayor (42%), compared to more than a quarter who will vote for John Sanderson (27%).
- Among those aware of her (71%), Linda Jeffrey has the approval of two thirds, (67%) down from 8-in-10 three weeks ago (80%).
- Two thirds of Brampton voters want Mayor Fennell to resign (68%) and this is comparable to the last time we asked (September 27 - 63%).
- Keeping taxes low is the most important issue in this election (40%), followed by ethics and transparency at city hall (23%) and jobs and growth (17%).
- "It's clear that the issue here is not jobs and growth or keeping taxes low, but Mayor Fennell herself. She has succeeded in making this election about her, and she's going to lose as a result," said Forum Research President, Dr. Lorne Bozinoff

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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 1020 randomly selected voters in Brampton, Ontario. The poll was conducted on October 16<sup>th</sup>, 2014.

Results based on the total sample are considered accurate +/- 3.1%, 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](http://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.

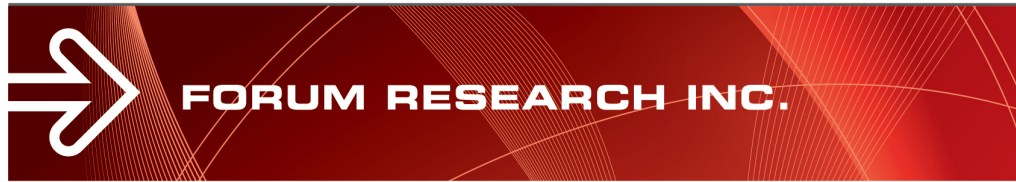
This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political 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](http://www.forumresearch.com/polls.asp)

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**Mayoral Trial Heats Trending**

*Fennell / Jeffrey / Sanderson*

%	Sample	Susan Fennell	Linda Jeffrey	John Sanderson	Other / Don't Know
Oct 16, 2014	913	14	42	27	17
Sep 28, 2014	928	19	63	-	17
August 7-8, 2014	1178	17	64	-	20
April 27, 2014	822	23	60	-	17
Mar 29, 2014	1019	20	61	-	19

**TORONTO**

**October 16<sup>th</sup>, 2014**

**Mayor Susan Fennell Approval - Trending**

%	Sample	Approve	Disapprove
Oct 16, 2014	1020	23	77
Sep 28, 2014	928	28	72
August 7-8, 2014	1178	21	78
April 27, 2014	822	28	72
Mar 29, 2014	899	29	71

**Mayoral Candidate Approval - Ranking**

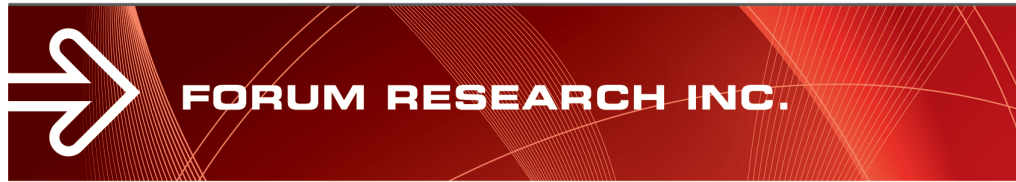
%	Approve	Disapprove	Aware
Linda Jeffrey	67	33	71
John Sanderson	60	40	63
Susan Fennell	23	77	-

**Mayor Susan Fennell Resignation - Trending**

%	Sample	Should Resign	Should not Resign
Oct 16, 2014	1020	68	23
Sep 28, 2014	928	63	29
August 7-8, 2014	1178	69	23

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**October 16<sup>th</sup>, 2014**

## ***Fennell / Jeffrey / Sanderson***

*'If the election for Brampton's mayor were held today, who would you vote for?' + 'Even though you may not have made up your mind, which candidate are you leaning towards?'*

*[Decided / Leaning]*

## **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	913	65	107	225	240	276	424	489
Susan Fennell	14	17	12	14	7	14	14	13
Linda Jeffrey	42	33	42	49	50	47	41	44
John Anderson	27	22	32	28	31	29	30	25
Some other candidate	17	28	14	9	12	10	15	18

## **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	913	50	150	161	125	91	150	21
Susan Fennell	14	18	16	14	10	14	8	53
Linda Jeffrey	42	17	45	35	44	55	46	24
John Anderson	27	31	23	25	35	27	31	6
Some other candidate	17	34	16	26	12	4	15	17

## **Region**

%	Total	NW	NE	SW	SE
Sample	913	169	363	159	163
Susan Fennell	14	14	9	20	14
Linda Jeffrey	42	37	54	29	41
John Anderson	27	33	24	29	30
Some other candidate	17	16	13	22	14

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## **Approval of Linda Jeffrey**

*'Do you approve or disapprove of Linda Jeffrey?'*

*[Heard of Linda Jeffrey]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	797	48	85	191	224	249	359	438
Approve	67	66	69	74	66	60	66	69
Disapprove	33	34	31	26	34	40	34	31

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	797	30	132	136	109	77	137	18
Approve	67	52	70	57	71	78	69	69
Disapprove	33	48	30	43	29	22	31	31

### **Region**

%	Total	NW	NE	SW	SE
Sample	797	138	341	132	142
Approve	67	66	70	62	61
Disapprove	33	34	30	38	39

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### ***Approval of John Sanderson***

*'Do you approve or disapprove of John Sanderson?'*

*[Heard of John Sanderson]*

### ***Age / Gender***

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	710	44	70	157	202	237	327	383
Approve	60	53	69	65	62	58	60	60
Disapprove	40	47	31	35	38	42	40	40

### ***Household Income***

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	710	28	103	117	96	69	133	20
Approve	60	55	65	62	66	47	55	42
Disapprove	40	45	35	38	34	53	45	58

### ***Region***

%	Total	NW	NE	SW	SE
Sample	710	128	279	122	148
Approve	60	60	58	59	65
Disapprove	40	40	42	41	35

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### **Approval of Susan Fennell**

*'Overall do you approve or disapprove of the job Susan Fennell is doing as Mayor of Brampton?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1020	77	126	252	265	300	472	548
Approve	23	25	23	24	15	21	22	24
Disapprove	77	75	77	76	85	79	78	76

### **Household Income**

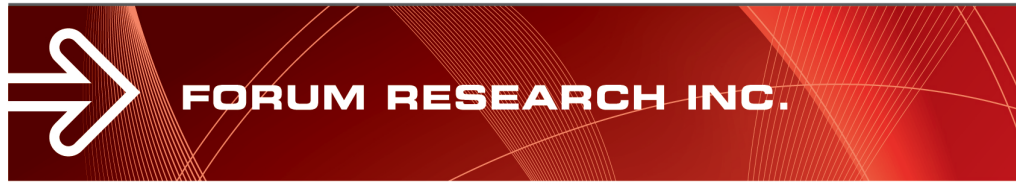
%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1020	59	170	173	137	101	162	23
Approve	23	16	30	24	24	19	24	15
Disapprove	77	84	70	76	76	81	76	85

### **Region**

%	Total	NW	NE	SW	SE
Sample	1020	193	394	175	177
Approve	23	25	17	26	15
Disapprove	77	75	83	74	85

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***Fennell Resignation***

*'Do you think Mayor Susan Fennell should resign or not?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1020	77	126	252	265	300	472	548
Think she should resign	68	69	64	68	71	70	69	67
Do not think she should resign	23	22	28	24	20	22	23	24
Don't know	9	9	8	8	9	9	8	9

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1020	59	170	173	137	101	162	23
Think she should resign	68	65	65	72	66	80	64	57
Do not think she should resign	23	21	24	21	25	15	32	43
Don't know	9	14	11	7	9	5	4	0

**Region**

%	Total	NW	NE	SW	SE
Sample	1020	193	394	175	177
Think she should resign	68	65	79	61	69
Do not think she should resign	23	24	16	33	27
Don't know	9	11	5	6	4

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**Most Important Issue**

*'What is the most important issue in this election to you?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1020	77	126	252	265	300	472	548
Jobs and growth	17	21	18	17	17	8	14	20
Keeping taxes low	40	45	41	38	34	38	35	46
Ethics and transparency at city hall	23	14	20	25	30	36	30	16
Rapid transit	6	6	5	9	6	5	7	6
Policing	4	5	3	4	4	3	5	3
Solid waste removal	1	2	1	0	1	2	1	1
Something else	5	3	10	5	4	4	7	4
Don't know	3	4	2	2	3	4	3	3

**Mayoral Preference**

%	Total	Susan Fennell	Linda Jeffery	John Sanderson	Other Candidate
Sample	1020	99	412	255	104
Jobs and growth	17	15	18	13	20
Keeping taxes low	40	50	37	41	44
Ethics and transparency at city hall	23	6	30	31	13
Rapid transit	6	3	8	6	7
Policing	4	12	2	4	1
Solid waste removal	1	0	1	0	6
Something else	5	11	4	3	5
Don't know	3	3	2	1	3

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