

FOR IMMEDIATE RELEASE

Guthrie leads race for Guelph mayor

Has twice the approval of Farbridge

TORONTO AUGUST 26th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 891 Guelph voters, well more than a third will vote for Cam Guthrie in the municipal election of October 27 (36%), compared to one fifth who will vote to re-elect Mayor Karen Farbridge (21%). Jason Blokhuis attracts less than a twentieth of the vote (4%) and no other candidate gets a significant vote share. More than a third are still undecided (36%). Cam Guthrie's support is common to the oldest (44%), lower income groups (\$20K to \$40K - 45%), the least educated (secondary school or less - 48%), those without kids (40%) and provincial PC voters (61%). Farbridge's vote is characterized by younger groups (35 to 44 - 26%), males (23%), the wealthiest (\$100K to \$250K - 27%), the best educated (post grad - 36%) and provincial Liberals (37%).

Guthrie with twice the approval of Farbridge

Among the 8-in-10 voters who are aware of him (79%), fully three quarters approve of Cam Guthrie (73%), compared to just more than a third who approve of the job Karen Farbridge is doing as mayor (37%). Awareness of any of the other candidates is limited, as is their approval, with the exception of Andrew Donovan, of whom just one seventh are aware (15%) but one half approve (52%).

3-in-10 will vote online

Three-in-ten voters will cast their ballot online in this election (29%), and this intention is common to the younger voters (less than 35 - 34%, 35 to 44 - 36%), the wealthiest (\$80K to \$100K - 38%, \$100K to \$250K - 39%), property owners (33%), the best educated (38%), mothers (37%), provincial Liberals (34%) and Green voters (38%), and those who support Karen Farbridge (35%).

Opinion split on new South End Rec Centre

Relatively equal proportions support (44%) or oppose (48%) spending tax dollars on a South End Recreation Centre during this term, while about one fifth have no opinion (7%). Mayor Farbridge's supporters are more likely to favour the idea (55%) than are Guthrie voters (39%).

MEDIA INQUIRIES:

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TORONTO August 26th, 2014 HIGHLIGHTS:

- Well more than a third will vote for Cam Guthrie in the municipal election of October 27 (36%), compared to one fifth who will vote to re-elect Mayor Karen Farbridge (21%).
- Among the 8-in-10 voters who are aware of him (79%), fully three quarters approve of Cam Guthrie (73%), compared to just more than a third who approve of the job Karen Farbridge is doing as mayor (37%).
- Three-in-ten voters will cast their ballot online in this election (29%), and this intention is common to the younger voters.
- Relatively equal proportions support (44%) or oppose (48%) spending tax dollars on a South End Recreation Centre during this term.

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Majority disapprove of new library now

The majority, close to 6-in-10 (58%) disapprove of spending tax dollars during this term on a new library downtown, while just more than a third approve (36%). One fifth are undecided (6%). Farbridge voters are far more supportive (67%) than Guthrie voters (14%)

One half do not expect tax increase over inflation

One half the voters in Guelph do not expect to see property tax increases over the rate of inflation during this term (52%), while 4-in-10 expect to see them (42%). One fifth do not know (6%).

Transit lockout doesn't affect vote, wrongful dismissal suit does

Just 4-in-10 voters say the transit lockout will affect their vote (40%), while more than half say it will not (52%). In contrast, the majority say the wrongful dismissal suit connected with the building of city hall will affect their vote (53%), while the minority say it won't (38%). Guthrie supporters are more likely to say the lockout will affect their vote (46%) than will Farbridge voters (15%), and this is especially the case with the wrongful dismissal suit (Guthrie voters - 75%, Farbridge voters - 11%).

"It looks like the controversies of her administration have caught up with her, and Karen Farbridge may have to surrender her chain of office. Cam Guthrie has obviously tapped into a vein of conservative-leaning support that sees big money city-building projects as unnecessary," 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 or at (416) 960-9603.

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TORONTO August 26th, 2014

HIGHLIGHTS:

- The majority, close to 6-in-10 (58%) disapprove of spending tax dollars during this term on a new library downtown.
- One half do not expect to see property tax increases over the rate of inflation during this term (52%).
- Just 4-in-10 voters say the transit lockout will affect their vote (40%), while more than half say it will not (52%).
- The majority say the wrongful dismissal suit connected with the building of city hall will affect their vote (53%), while the minority say it won't (38%).
- "It looks like the controversies of her administration have caught up with her, and Karen Farbridge may have to surrender her chain of office. Cam Guthrie has obviously tapped into a vein of conservative-leaning support that sees big money citybuilding projects as unnecessary," said Forum Research President, Dr. Lorne Bozinoff.



Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 891 randomly selected Guelph residents, 18 years of age and older. The poll was conducted on August 30-31th, 2014.

Results based on the total sample are considered accurate ±3%, 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. 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

Mayoral Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Cam Guthrie	73	27	79
Andrew Donovan	52	48	15
Jason Blokhuis	47	53	16
John Legere	39	61	11
Karen Farbridge	37	63	-
Joseph St Denis	34	64	13
Nicholas Ross	31	69	9

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Mayoral Vote Preference

'Who will you support for mayor in the municipal election on October 27,2014?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	891	95	110	145	216	325	371	520
Karen Farbridge	21	13	26	24	23	24	23	19
Jason Blokhuis	4	8	3	1	2	2	3	4
Cam Guthrie	36	36	28	31	41	44	38	34
John Legere	1	1	0	2	1	1	1	1
Nicholas Ross	0	0	2	0	0	0	1	0
Joseph St Denis	1	2	0	1	1	1	1	1
Andrew Donovan	1	2	1	1	0	2	2	1
Undecided	36	38	39	40	33	27	30	41

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	891	175	233	298	185
Karen Farbridge	21	11	20	17	36
Jason Blokhuis	4	1	4	6	1
Cam Guthrie	36	48	38	36	22
John Legere	1	3	1	1	0
Nicholas Ross	0	0	1	0	0
Joseph St Denis	1	1	0	2	0
Andrew Donovan	1	1	1	1	3
Undecided	36	35	33	37	38

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	891	61	140	162	116	92	168	6
Karen Farbridge	21	24	10	28	18	24	27	9
Jason Blokhuis	4	0	7	4	5	11	1	0
Cam Guthrie	36	19	45	33	36	29	34	78
John Legere	1	3	3	0	0	0	1	0
Nicholas Ross	0	0	0	0	0	2	1	0
Joseph St Denis	1	2	4	1	0	0	0	0
Andrew Donovan	1	0	1	1	1	0	4	0
Undecided	36	52	32	32	40	34	32	13

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	891	212	298	112	121	55
Karen Farbridge	21	8	37	24	22	7
Jason Blokhuis	4	5	4	7	2	0
Cam Guthrie	36	61	28	25	25	50
John Legere	1	2	0	0	2	0
Nicholas Ross	0	1	0	0	1	0
Joseph St Denis	1	1	0	1	3	4
Andrew Donovan	1	2	0	1	0	2
Undecided	36	21	30	42	45	38

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Approval of Karen Farbridge as Mayor

'Do you approve or disapprove of the job Karen Farbridge is doing as mayor?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	891	95	110	145	216	325	371	520
Approve	37	31	45	40	36	39	35	39
Disapprove	63	69	55	60	64	61	65	61

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	891	61	140	162	116	92	168	6
Approve	37	41	34	35	37	45	41	9
Disapprove	63	59	66	65	63	55	59	91

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	891	175	233	298	185
Approve	37	18	36	38	53
Disapprove	63	82	64	62	47

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	891	212	298	112	121	55
Approve	37	14	52	48	48	15
Disapprove	63	86	48	52	52	85

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Approval of Jason Blokhuis

'Do you approve or disapprove of Jason Blokhuis?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	139	20	9	18	46	46	60	79
Approve	47	55	46	32	41	49	40	54
Disapprove	53	45	54	68	59	51	60	46

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	139	5	26	33	14	6	34	0
Approve	47	68	70	45	37	84	25	0
Disapprove	53	32	30	55	63	16	75	0

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	139	40	44	22	18	6
Approve	47	34	47	50	60	84
Disapprove	53	66	53	50	40	16

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	139	17	35	50	37
Approve	47	53	55	56	22
Disapprove	53	47	45	44	78

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Approval of Cam Guthrie

'Do you approve or disapprove of Cam Guthrie?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	735	70	90	116	185	274	305	430
Approve	73	76	67	70	70	77	75	70
Disapprove	27	24	33	30	30	23	25	30

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	735	36	116	134	92	77	147	5
Approve	73	61	73	72	68	67	78	90
Disapprove	27	39	27	28	32	33	22	10

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	735	185	256	92	95	46
Approve	73	93	60	60	68	85
Disapprove	27	7	40	40	32	15

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	735	148	188	247	152
Approve	73	82	74	75	58
Disapprove	27	18	26	25	42

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Approval of John Legere

'Do you approve or disapprove of John Legere?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	105	10	11	17	33	34	41	64
Approve	39	41	36	35	54	26	40	39
Disapprove	61	59	64	65	46	74	60	61

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	105	5	25	17	13	3	22	0
Approve	39	55	62	16	13	33	40	0
Disapprove	61	45	38	84	87	67	60	0

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	105	26	29	18	15	7
Approve	39	33	18	46	63	53
Disapprove	61	67	82	54	37	47

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	105	21	28	35	21
Approve	39	25	46	38	46
Disapprove	61	75	54	62	54

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Approval of Nicholas Ross

'Do you approve or disapprove of Nicholas Ross?'

[All Respondents]

Age / Gender

-								
%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	86	10	7	13	17	39	39	47
Approve	31	34	42	15	24	39	31	31
Disapprove	69	66	58	85	76	61	69	69

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	86	5	13	26	12	4	13	0
Approve	31	37	58	25	20	6	7	0
Disapprove	69	63	42	75	80	94	93	0

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	86	21	26	18	5	4
Approve	31	24	12	50	0	75
Disapprove	69	76	88	50	100	25

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	86	15	25	31	15
Approve	31	24	40	31	18
Disapprove	69	76	60	69	82

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Approval of Joseph St. Denis

'Do you approve or disapprove of Joseph St Denis?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	100	15	12	16	20	37	51	49
Approve	34	33	34	37	22	43	32	36
Disapprove	66	67	66	63	78	57	68	64

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	100	5	19	23	9	5	21	0
Approve	34	69	47	25	48	44	15	0
Disapprove	66	31	53	75	52	56	85	0

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	100	29	32	16	7	8
Approve	34	34	27	34	49	49
Disapprove	66	66	73	66	51	51

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	100	13	21	41	25
Approve	34	29	56	32	21
Disapprove	66	71	44	68	79

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Approval of Andrew Donovan

'Do you approve or disapprove of Andrew Donovan?'

[All Respondents]

Age / Gender

-								
%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	141	13	11	22	36	59	53	88
Approve	52	67	46	45	42	50	49	55
Disapprove	48	33	54	55	58	50	51	45

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	141	13	20	29	18	11	25	0
Approve	52	41	51	41	56	55	60	0
Disapprove	48	59	49	59	44	45	40	0

Provincial Party Preference

%	Total	Conservative	Liberal	Liberal NDP		Other parties
Sample	141	40	38	22	11	14
Approve	52	33	36	51	25	82
Disapprove	48	67	64	49	75	18

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	141	25	42	49	25
Approve	52	42	54	58	44
Disapprove	48	58	46	42	56

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Online Vote

'Do you plan to vote online by computer in this municipal election?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	891	95	110	145	216	325	371	520
Yes	29	34	36	28	28	17	31	28
No	60	57	49	61	59	77	59	61
Don't know	11	9	15	12	12	7	10	11

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	891	61	140	162	116	92	168	6
Yes	29	13	27	22	35	38	39	22
No	60	81	67	69	51	57	47	78
Don't know	11	6	6	9	14	5	14	0

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	891	212	298	112	121	55
Yes	29	18	34	28	38	34
No	60	75	53	64	48	60
Don't know	11	7	12	8	14	6

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	891	175	233	298	185
Yes	29	15	31	30	38
No	60	74	62	60	46
Don't know	11	11	7	10	16

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South End Recreation Centre

'Do you approve or disapprove of spending tax dollars to start on a new recreation centre in the South End before the next election in 2018?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	891	95	110	145	216	325	371	520
Approve	44	42	47	49	36	46	44	44
Disapprove	48	54	40	45	53	46	49	48
Don't know	7	4	13	6	11	8	7	7

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	891	61	140	162	116	92	168	6
Approve	44	23	38	38	43	45	61	50
Disapprove	48	65	56	53	51	48	34	50
Don't know	7	12	6	9	6	7	5	0

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	891	212	298	112	121	55
Approve	44	32	53	48	45	35
Disapprove	48	60	41	42	43	57
Don't know	7	8	7	10	12	8

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	891	175	233	298	185
Approve	44	31	37	47	59
Disapprove	48	58	55	47	34
Don't know	7	10	8	6	7

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Downtown Library

'Do you approve or disapprove of spending tax dollars to start on a new downtown library before the next election in 2018?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	891	95	110	145	216	325	371	520
Approve	36	34	36	36	42	35	35	37
Disapprove	58	61	58	59	50	60	60	57
Don't know	6	5	6	5	8	5	5	6

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	891	61	140	162	116	92	168	6
Approve	36	53	37	40	31	40	33	22
Disapprove	58	38	55	59	62	52	63	65
Don't know	6	9	9	1	7	8	4	13

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	891	212	298	112	121	55
Approve	36	18	50	57	43	20
Disapprove	58	80	46	38	46	76
Don't know	6	2	4	5	11	4

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	891	175	233	298	185
Approve	36	22	31	37	51
Disapprove	58	70	64	58	43
Don't know	6	8	5	5	5

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Property Tax Increase

'Do you expect or not expect to see annual property tax increases above the rate of inflation before the next election?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	891	95	110	145	216	325	371	520
Expected	42	36	42	42	43	49	42	41
Not Expect	52	59	51	52	52	42	52	53
Don't know	6	5	7	6	5	9	6	6

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	891	61	140	162	116	92	168	6
Expected	42	43	44	48	33	41	39	35
Not Expect	52	45	52	44	63	56	56	65
Don't know	6	12	4	8	5	3	6	0

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	891	212	298	112	121	55
Expected	42	39	52	27	39	52
Not Expect	52	56	43	63	54	41
Don't know	6	5	6	10	7	7

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	891	175	233	298	185
Expected	42	45	37	42	43
Not Expect	52	48	55	55	48
Don't know	6	7	8	3	9

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Transit Lockout

'Will this summer's lockout of Guelph Transit employees affect how you vote in this election?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	891	95	110	145	216	325	371	520
Yes	40	55	32	29	40	34	37	43
No	54	40	63	64	54	57	58	49
Don't know	6	5	5	7	5	8	5	7

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	891	61	140	162	116	92	168	6
Yes	40	54	50	38	43	43	24	0
No	54	39	44	54	51	52	75	100
Don't know	6	7	6	8	6	6	2	0

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	891	212	298	112	121	55
Yes	40	38	31	51	35	60
No	54	55	65	44	57	29
Don't know	6	7	5	5	7	11

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	891	175	233	298	185
Yes	40	54	44	38	29
No	54	43	49	55	65
Don't know	6	3	7	7	6

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TORONTO
August 26th, 2014



Wrongful Dismissal Suit

'Will the city's loss in the wrongful dismissal suit around the construction of the new city hall affect how you vote in this election?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	891	95	110	145	216	325	371	520
Yes	53	55	46	56	54	55	53	54
No	38	37	42	37	35	36	40	36
Don't know	9	7	12	8	11	9	7	11

Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	891	61	140	162	116	92	168	6
Yes	53	39	57	54	59	47	55	65
No	38	48	35	35	37	40	40	35
Don't know	9	14	8	11	5	13	5	0

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	891	212	298	112	121	55
Yes	53	72	41	55	50	69
No	38	20	52	33	40	23
Don't know	9	8	7	12	10	8

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	891	175	233	298	185
Yes	53	58	54	57	42
No	38	34	33	36	49
Don't know	9	8	12	7	9

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