

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

October 17th, 2014

HIGHLIGHTS:

- Just more than one third of those decided and leaning will vote for Fred Eisenberger (37%), compared to about one quarter or fewer who will vote either for Brad Clark (25%) or Brian McHattie (22%).
- Fred Eisenberger is known to almost all voters (92%, up from 83% on September 26) and is approved of by 6-in-10 of them (59%), down slightly from two thirds last month (September 26 - 64%).
- Keeping taxes low is the leading issue of concern among voters (26%), followed relatively equally by transit (16%), economic development (16%) and infrastructure (14%).
- "The big change here is that Brian McHattie has caught up with Brad Clark and now shares second place with him. With less than 10 days to go, however, it looks like this race is Fred Eisenberger's to lose," said Forum Research President, Dr. Lorne Bozinoff.

FOR IMMEDIATE RELEASE

Eisenberger maintains solid lead for mayor

Clark, McHattie tied for 2nd

TORONTO OCTOBER 17th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 751 Hamilton voters, just more than one third of those decided and leaning will vote for Fred Eisenberger (37%), compared to about one quarter or fewer who will vote either for Brad Clark (25%) or Brian McHattie (22%). About 1-in-6 will vote some other candidate (16%). Factored out of these findings are one tenth undecided voters (9%).

Awareness up for all candidates, approval down slightly

Fred Eisenberger is known to almost all voters (92%, up from 83% on September 26) and is approved of by 6-in-10 of them (59%), down slightly from two thirds last month (September 26 - 64%). Brad Clark is known to three quarters (75%), up from two thirds (68%) and his approval has stayed stable at one half (50% now, 53% previously). Brian McHattie's awareness has increased the most (from 57% to 70%) and his approval has remained stable (46% now, 50% previously).

Low taxes most important issue in this campaign

Keeping taxes low is the leading issue of concern among voters (26%), followed relatively equally by transit (16%), economic development (16%) and infrastructure (14%). After that, ethics and transparency at city hall are important (11%) or something not listed is (15%). Transit is the most important issue to Clark supporters (30%), followed by low taxes (20%). For Eisenberger voters, low taxes are paramount (35%), followed by economic development (22%). McHattie voters are most concerned with transit (22%) and low taxes (17%).

"The big change here is that Brian McHattie has caught up with Brad Clark and now shares second place with him. With less than 10 days to go, however, it looks like this race is Fred Eisenberger's to lose," 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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 751 randomly selected voters in Hamilton, Ontario. The poll was conducted on October 17th, 2014.

Results based on the total sample are considered accurate +/- 3.6%, 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

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Mayoral Trial Heats Trending

Clark / Eisenberger / McHattie

%	Sample	Brad Clark	Fred Eisenberger	Brian McHattie	Other Candidate	Undecided
Oct 17, 2014	751	25	37	22	16	-
Sep 26, 2014	839	17	26	12	11	34

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Mayoral Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Fred Eisenberger	59	41	92
Brad Clark	50	50	75
Brian McHattie	46	54	70

Mayoral Candidate Approval - Trending

%	Sample	Brad Clark	Fred Eisenberger	Brian McHattie
Oct 17, 2014	751	50	59	46
Sep 26, 2014	839	53	64	50

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Clark / Eisenberg / McHattie

*'If the Hamilton mayoral election were held today, who would you vote for?'
 + 'Although 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	751	46	73	146	200	286	331	420
Brad Clark	25	14	24	32	27	34	26	25
Fred Eisenberger	37	38	32	35	41	40	38	36
Brian McHattie	22	24	28	20	18	18	22	22
Some other candidate	16	24	16	14	13	8	14	17

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook	somewhere else
Sample	751	151	78	137	50	76	49	210
Brad Clark	25	20	22	34	26	21	49	21
Fred Eisenberger	37	36	34	43	29	49	36	34
Brian McHattie	22	33	31	12	14	17	10	23
Some other candidate	16	11	13	11	30	14	5	22

Past Mayoral Preference

%	Total	Bob Bratina	Fred Eisenberger	Larry Di Ianni	Some other candidate
Sample	751	281	207	113	80
Brad Clark	25	36	15	26	23
Fred Eisenberger	37	31	55	33	16
Brian McHattie	22	25	22	22	21
Some other candidate	16	9	8	20	41

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Approval of Fred Eisenberger

'Do you approve or disapprove of Fred Eisenberger?'

[Heard of Fred Eisenberger]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	770	44	75	148	206	297	336	434
Approve	59	58	61	60	57	59	59	59
Disapprove	41	42	39	40	43	41	41	41

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	770	78	138	135	89	77	93
Approve	59	73	56	71	55	62	51
Disapprove	41	27	44	29	45	38	49

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook	somewhere else
Sample	770	158	79	139	48	80	51	215
Approve	59	68	48	60	55	55	68	55
Disapprove	41	32	52	40	45	45	32	45

Current Mayoral Preference

%	Total	Brad Clark	Fred Eisenberger	Brian McHattie	Some other candidate	Undecided
Sample	770	216	278	148	77	51
Approve	59	31	99	42	34	53
Disapprove	41	69	1	58	66	47

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Approval of Brad Clark

'Do you approve or disapprove of Brad Clark?'

[Heard of Brad Clark]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	680	31	61	134	185	269	306	374
Approve	50	33	53	52	54	55	49	50
Disapprove	50	67	47	48	46	45	51	50

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	680	59	124	122	83	70	88
Approve	50	60	48	55	46	49	42
Disapprove	50	40	52	45	54	51	58

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook	somewhere else
Sample	680	137	71	129	35	74	44	190
Approve	50	44	54	59	55	48	78	40
Disapprove	50	56	46	41	45	52	22	60

Current Mayoral Preference

%	Total	Brad Clark	Fred Eisenberger	Brian McHattie	Some other candidate	Undecided
Sample	680	215	226	136	61	42
Approve	50	96	28	24	38	50
Disapprove	50	4	72	76	62	50

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Approval of Brian McHattie

'Do you approve or disapprove of Brian McHattie?'

[Heard of Brian McHattie]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	614	32	55	121	159	247	276	338
Approve	46	43	58	47	49	37	43	50
Disapprove	54	57	42	53	51	63	57	50

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	614	52	109	106	77	64	82
Approve	46	54	37	40	30	73	46
Disapprove	54	46	63	60	70	27	54

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook	somewhere else
Sample	614	135	64	99	34	70	35	177
Approve	46	59	45	34	48	46	22	47
Disapprove	54	41	55	66	52	54	78	53

Current Mayoral Preference

%	Total	Brad Clark	Fred Eisenberger	Brian McHattie	Some other candidate	Undecided
Sample	614	172	199	147	60	36
Approve	46	20	31	93	29	42
Disapprove	54	80	69	7	71	58

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Most Important Issue

'Which one will issue will influence your vote in the municipal election more than any other?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	819	51	80	163	217	308	357	462
Keeping taxes low	26	23	27	31	26	24	22	30
Transit	16	19	15	12	18	15	20	12
Ethics and transparency at city hall	11	5	9	11	14	19	10	13
Solid waste collection	1	0	3	2	2	2	2	1
Economic development	16	12	22	18	17	13	19	14
Infrastructure	14	14	12	15	12	17	16	12
Something else	15	27	12	11	12	9	12	18

Current Mayoral Preference

%	Total	Brad Clark	Fred Eisenberger	Brian McHattie	Some other candidate	Undecided
Sample	819	222	285	152	92	68
Keeping taxes low	26	20	35	17	26	25
Transit	16	30	7	22	15	3
Ethics and transparency at city hall	11	8	11	15	12	11
Solid waste collection	1	2	2	1	2	0
Economic development	16	12	22	18	6	18
Infrastructure	14	18	14	15	10	11
Something else	15	10	10	12	30	32

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