

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Eisenberger with mayoral lead in Hamilton

Largest number undecided

TORONTO SEPTEMBER 26th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 839 Hamilton voters, just more than one quarter will vote for Fred Eisenberger for mayor in the upcoming municipal election (26%), compared to a sixth who will vote for Brad Clark (17%). Eisenberger has twice the support of Brian McHattie (12%) or any other candidates (11%). The largest single group, one third, are still undecided (34%). Eisenberger's vote is common to males (30%), the least wealthy (31%), renters (32%), provincial NDP voters (36%), those who agree Hamilton needs a Rapid Transit system (33%), in the downtown and in Dundas (30% each). Brad Clark's support is characteristic of the oldest (29%), provincial PC voters (29%), those who disagree there is a need for transit (27%), who voted for Bob Bratina last time (25%) and in Stoney Creek (26%), Flamborough (25% - caution: small base size) and Glanbrook (39% - caution: very small base size). Brian McHattie appeals to the least wealthy (17%) the best educated (post grad - 22%) and in Dundas (22%)

Eisenberger with highest awareness and approval

More than 8-in-10 are aware of Fred Eisenberger (83%), and among these his approval is at two thirds (64%). Brad Clark is known to two thirds (68%) and approved by the majority of them (53%). Brian McHattie has awareness among more than half the voters (57%) and he is approved by one half of them (50%).

Taxes most important issue in campaign

One fifth of voters select taxes as the single most important issue out of six (20%) in this campaign, and this is followed by just fewer who opt for leadership (16%). Then, economic development (15%), transit and city services (13% each) and poverty (12%). Eisenberger voters are most likely to say leadership and economic development (20% each), while Brad Clark's supporters are likely to cite taxes (28%) and transit (26%). McHattie supporters are concerned about leadership (25%).

Split in opinion on need for rapid transit

Close to one half agree Hamilton needs rapid transit (46%), but just fewer disagree (42%). Just one tenth don't have an opinion on this important issue (13%). Agreement with the need for rapid transit is characteristic of the youngest (51%), the least wealthy (54%), renters (57%), mothers of children (52%), provincial Liberals (62%), Eisenberger (59%) and McHattie voters (62%) and those in the downtown (53%).

TORONTO

September 26th, 2014

HIGHLIGHTS:

- Just more than one quarter will vote for Fred Eisenberger for mayor in the upcoming municipal election (26%), compared to a sixth who will vote for Brad Clark (17%).
- More than 8-in-10 are aware of Fred Eisenberger (83%), and among these his approval is at two thirds (64%).
- One fifth of voters select taxes as the single most important issue out of six (20%) in this campaign, and this is followed by just fewer who opt for leadership (16%).
- Close to one half agree Hamilton needs rapid transit (46%), but just fewer disagree (42%).
- In three scenarios where just two candidates compete, John Tory has the advantage, winning both a 1-on-1 against Doug Ford (57% to 35%) and against Chow (49% to 35%).

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Light rail strongly preferred to rapid bus, special tax rejected

Among those who agree Hamilton needs a transit system, the broad majority agree it requires light rail (60%) rather than a rapid bus solution (28%). One tenth think both are needed (11%). When asked, only the minority agree rapid transit will benefit their families (36%), compared to more than half who think it will not (54%). When asked if they agreed with a dedicated tax to pay for improved transit, two thirds disagree (64%) and fewer than one quarter agree (23%). Agreement with a dedicated tax is most likely to come from the younger groups (31%), the least wealthy (30%), the wealthier (\$60K to \$80K - 33%), the wealthiest (34%), the best educated (post grad - 43%), McHattie supporters (50%) and in the downtown (32%).

"By hewing a distinctly centrist course between the more conservative appeal of Brad Clark and Brian McHattie's progressive populism, Fred Eisenberger seems to have placed himself to advantage in the mayor's race, with a month still to go. The large number of undecided will have to be whittled down, however," 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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HIGHLIGHTS:

- Among those who agree Hamilton needs a transit system, the broad majority agree it requires light rail (60%) rather than a rapid bus solution (28%).
- "By hewing a distinctly centrist course between the more conservative appeal of Brad Clark and Brian McHattie's progressive populism, Fred Eisenberger seems to have placed himself to advantage in the mayor's race, with a month still to go. The large number of undecided will have to be whittled down, however," 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 839 randomly selected voters in Hamilton, Ontario. The poll was conducted on September 25th, 2014.

Results based on the total sample are considered accurate +/- 3.4%, 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 Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Fred Eisenberger	64	36	83
Brad Clark	53	47	68
Brian McHattie	50	50	57

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Clark / Eisenberg / McHattie

'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	839	60	68	154	245	312	372	467
Brad Clark	17	7	15	15	23	29	18	17
Fred Eisenberger	26	30	21	29	22	25	30	23
Brian McHattie	12	14	10	11	10	12	12	11
Some other candidate	11	15	13	8	10	7	12	10
Undecided	34	33	41	35	34	27	28	39

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamboorough	Ancaster	Glanbrook
Sample	839	169	78	160	51	74	34
Clark	17	12	20	26	25	17	39
Eisenberger	26	30	30	19	8	20	22
McHattie	12	17	22	5	8	6	8
Other	11	11	8	12	16	9	3
Undecided	34	29	20	39	43	48	26

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	839	207	242	269	121
Brad Clark	17	18	21	16	13
Fred Eisenberger	26	23	26	27	28
Brian McHattie	12	8	10	10	22
Some other candidate	11	14	12	9	9
Undecided	34	37	31	38	28

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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	754	43	50	142	222	297	329	425
Approve	64	73	63	68	57	59	64	65
Disapprove	36	27	37	32	43	41	36	35

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	754	76	135	125	89	74	95
Approve	64	78	62	62	58	63	59
Disapprove	36	22	38	38	42	37	41

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook
Sample	754	149	72	140	43	69	30
Approve	64	69	64	60	51	62	54
Disapprove	36	31	36	40	49	38	46

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	754	185	218	239	112
Approve	64	68	60	62	70
Disapprove	36	32	40	38	30

Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	754	187	222	218	31	45
Approve	64	59	70	71	37	65
Disapprove	36	41	30	29	63	35

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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	649	31	43	116	195	264	289	360
Approve	53	49	53	50	55	56	44	60
Disapprove	47	51	47	50	45	44	56	40

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook
Sample	649	127	63	132	35	59	30
Approve	53	43	40	66	61	55	65
Disapprove	47	57	60	34	39	45	35

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	649	57	115	110	78	63	83
Approve	53	48	66	46	61	52	43
Disapprove	47	52	34	54	39	48	57

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	649	157	185	209	98
Approve	53	54	59	51	44
Disapprove	47	46	41	49	56

Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	649	162	191	191	29	39
Approve	53	68	44	51	40	48
Disapprove	47	32	56	49	60	52

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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	571	25	30	103	180	233	259	312
Approve	50	68	55	50	44	41	44	56
Disapprove	50	32	45	50	56	59	56	44

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook
Sample	571	122	62	96	30	50	23
Approve	50	58	54	52	52	36	31
Disapprove	50	42	46	48	48	64	69

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	571	39	100	99	69	61	79
Approve	50	48	45	38	65	58	51
Disapprove	50	52	55	62	35	42	49

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	571	130	162	189	90
Approve	50	50	41	49	66
Disapprove	50	50	59	51	34

Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	571	132	182	164	24	36
Approve	50	35	57	52	64	39
Disapprove	50	65	43	48	36	61

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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	839	60	68	154	245	312	372	467
Taxes	20	14	22	19	28	23	23	18
Transit	13	13	13	11	12	16	13	13
Leadership	16	11	10	17	18	25	16	16
City services	13	14	13	12	9	14	12	13
Economic development	15	14	13	24	12	11	17	13
Poverty	12	11	19	10	13	8	10	13
Something else	11	23	10	7	9	4	9	13

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook
Sample	839	169	78	160	51	74	34
Taxes	20	12	12	29	39	18	26
Transit	13	17	13	8	11	20	11
Leadership	16	13	29	13	12	21	12
City services	13	22	13	8	8	8	5
Economic development	15	14	4	19	12	15	22
Poverty	12	11	22	14	9	8	9
Something else	11	12	6	9	9	10	15

Mayoral Vote Preference

%	Total	Brad Clark	Fred Eisenberger	Brian McHattie	Other	Undecided
Sample	839	186	205	95	75	278
Taxes	20	28	18	10	27	20
Transit	13	26	13	15	6	8
Leadership	16	14	20	25	11	13
City services	13	12	17	9	11	11
Economic development	15	10	20	18	5	15
Poverty	12	6	6	18	14	16
Something else	11	4	5	5	26	17

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Hamilton Rapid Transit System

'Do you agree or disagree Hamilton needs a rapid transit system?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	839	60	68	154	245	312	372	467
Agree	46	51	50	50	44	32	43	48
Disagree	42	33	37	38	46	57	44	39
Don't know	13	16	13	12	10	11	13	12

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook
Sample	839	169	78	160	51	74	34
Agree	46	53	41	47	39	41	30
Disagree	42	27	52	43	52	46	59
Don't know	13	19	7	10	9	13	10

Mayoral Vote Preference

%	Total	Brad Clark	Fred Eisenberger	Brian McHattie	Other	Undecided
Sample	839	186	205	95	75	278
Agree	46	26	59	62	31	45
Disagree	42	65	31	28	58	37
Don't know	13	8	10	10	11	18

Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	839	203	237	234	37	50
Agree	46	32	62	45	39	44
Disagree	42	56	30	41	51	45
Don't know	13	13	7	14	10	11

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Rapid Transit: Buses vs. Light Rail

‘Should this rapid transit system be rapid buses or light rail?’

[Agree Hamilton Needs a Rapid Transit System]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	348	27	35	77	108	101	150	198
Rapid buses	28	31	26	23	30	30	26	29
Light rail	60	54	68	64	57	60	64	57
Both	11	16	6	10	10	7	8	13
Neither	0	0	0	0	2	0	0	0
Something else	0	0	0	0	1	2	1	0
Don't know	1	0	0	3	0	1	1	1

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook
Sample	348	84	31	69	16	28	15
Rapid buses	28	24	21	38	40	30	23
Light rail	60	65	69	53	56	63	61
Both	11	10	4	8	4	7	16
Neither	0	0	0	1	0	0	0
Something else	0	2	0	0	0	0	0
Don't know	1	0	7	0	0	0	0

Mayoral Vote Preference

%	Total	Brad Clark	Fred Eisenberger	Brian McHattie	Other	Undecided
Sample	348	46	103	57	27	115
Rapid buses	28	34	25	14	56	30
Light rail	60	56	66	68	36	57
Both	11	7	8	18	8	11
Neither	0	1	0	0	0	0
Something else	0	1	0	0	0	0
Don't know	1	0	1	0	0	1

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Rapid Transit: Family Benefits

‘Do you agree or disagree improved rapid transit will benefit you and your family?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	839	60	68	154	245	312	372	467
Agree	36	42	45	38	33	20	35	36
Disagree	54	45	48	53	58	71	56	53
Don't know	10	13	7	10	9	9	9	11

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook
Sample	839	169	78	160	51	74	34
Agree	36	51	33	37	25	31	18
Disagree	54	36	58	54	74	64	76
Don't know	10	13	9	9	1	5	7

Mayoral Vote Preference

%	Total	Brad Clark	Fred Eisenberger	Brian McHattie	Other	Undecided
Sample	839	186	205	95	75	278
Agree	36	23	45	51	21	34
Disagree	54	73	44	43	69	52
Don't know	10	5	10	6	10	13

Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	839	203	237	234	37	50
Agree	36	20	50	37	35	28
Disagree	54	70	41	52	55	61
Don't know	10	9	9	11	10	11

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Rapid Transit: Dedicated Tax

‘Would you approve or disapprove of a dedicated tax to fund improved transit?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	839	60	68	154	245	312	372	467
Agree	23	23	31	23	19	20	25	21
Disagree	64	66	56	62	67	68	63	65
Don't know	13	11	13	15	13	12	12	13

Region

%	Total	Downtown Hamilton	Dundas	Stoney Creek	Flamborough	Ancaster	Glanbrook
Sample	839	169	78	160	51	74	34
Agree	23	32	39	19	18	10	18
Disagree	64	54	48	68	68	77	78
Don't know	13	15	14	13	13	13	3

Mayoral Vote Preference

%	Total	Brad Clark	Fred Eisenberger	Brian McHattie	Other	Undecided
Sample	839	186	205	95	75	278
Agree	23	18	26	50	10	18
Disagree	64	70	66	43	77	63
Don't know	13	12	8	7	13	18

Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	839	203	237	234	37	50
Agree	23	8	31	29	41	21
Disagree	64	77	57	62	57	70
Don't know	13	15	12	9	3	10

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