NEWS RELEASE

FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Paul Cheng closes gap on Matt Brown in mayor's race

13 point lead now 8 points

TORONTO OCTOBER 7th, 2014 - In a random sampling of public opinion taken by the Forum Poll among 782 voters in London, Ontario, just more than one third will vote for Matt Brown for mayor (35%) compared to more than a quarter who will vote Paul Cheng (27%). This stands in contrast to last month, when Brown's lead was wider (September 4, Brown - 32%, Cheng - 19%). No other candidate is preferred by one tenth (Joe Swan and Roger Caranci - 6% each, other candidates - 8%). One fifth are now undecided in their choice (18%), and this is down from a quarter last month (26%).

Paul Cheng most popular second choice

Paul Cheng has the highest score as second choice for mayor (20%), followed by Matt Brown (14%), Roger Caranci (10%) and Joe Swan (8%). Among Matt Brown's supporters, Cheng is clearly the preferred second choice (34%), while among Cheng supporters, Matt Brown is the leading second choice (27%). More importantly, Joe Swan's supporters pick both Matt Brown (29%) and Paul Cheng second (25%). Among Caranci's supporters, the same applies (Brown - 29%, Cheng - 34%).

Joe Swan with highest negatives

Almost one half of London's voters will never vote for Joe Swan (45%), and this is not matched by any other candidate (Caranci - 15%, Brown - 12%, Cheng - 7%). Brown's supporters are most likely to say they would never vote for Joe Swan (63%), as are Cheng's supporters (48%). Swan voters will never vote Caranci (31%), and Caranci voters return the favour (never vote for Swan - 54%) as well as Matt Brown (36%).

Brown expected to win

Regardless of voters' preferences, almost half expect Matt Brown to be mayor on October 28 (45%), while just less than a quarter place their bets on Paul Cheng (22%). Very few have any expectation that Joe Swan (8%) or Roger Caranci will prevail (6%).

MEDIA INQUIRIES:

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TORONTO
October 7th, 2014

HIGHLIGHTS:

- Just more than one third will vote for Matt Brown for mayor (35%) compared to more than a quarter who will vote Paul Cheng (27%).

- Paul Cheng has the highest score as second choice for mayor (20%), followed by Matt Brown (14%), Roger Carnaci (10%) and Joe Swan (8%).

- Almost one half of London's voters will never vote for Joe Swan (45%), and this is not matched by any other candidate (Caranci - 15%, Brown - 12%, Cheng - 7%).

- Regardless of voters' preferences, almost half expect Matt Brown to be mayor on October 28 (45%), while just less than a quarter place their bets on Paul Cheng (22%).

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Swan best known, least liked

Awareness of Joe Swan is almost universal (94%) but fewer than one quarter approve of him (23%).Matt Brown and Paul Cheng are both known to the vast majority of voters (88% each), and have similarly high approvals, characteristic of two thirds (67% and 65%, respectively). Roger Caranci is known to as many (82%) but is not well liked (32% approval). Paul Cheng has improved his awareness the most among these candidates since last month (from 59% to 88%).

Jobs and the economy and ethics at city hall are the most important issues

Both jobs and the economy (30%) and ethics and transparency at city hall (26%) are seen to be important issues in this election, followed by low taxes (17%), managing city growth (11%) and downtown revitalization (5%). Among Matt Brown's supporters, integrity and transparency at city hall is the most important issue by far (37%), followed by jobs and the economy (25%) and managing city growth (19%). Among Cheng's voters, the important issues are jobs (33%), integrity at city hall (24%) and low taxes (21%). Swans's supporters are singly concerned with jobs and the economy (45%) while Roger Caranci's supporters care most about jobs and integrity at city hall (28% each).

"While jobs and the economy is always the top issue when we poll municipal elections, low taxes is usually the second issue. In this case, the reign of Joe Fontana has so poisoned the political chalice that ethics and transparency at city hall is almost the top issue in this election," 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.

HIGHLIGHTS:

- Both jobs and the economy (30%) and ethics and transparency at city hall (26%) are seen to be important issues in this election, followed by low taxes (17%), managing city growth (11%) and downtown revitalization (5%).

- "While Matt Brown has been treading water in the lead for the last month, Paul Cheng has been consolidating his voter base and, powered by his small "c' conservative message of ethics, prudence and growth, moving this race closer to a tie. The growth in his awareness has been phenomenal," 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 782 randomly selected voters in London, Ontario. The poll was conducted on October 8-10th, 2014.

Results based on the total sample are considered accurate +/- 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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TORONTO
October 7th, 2014

Mayoral Horserace - Trending

%	Sample	Matt Brown	Paul Cheng	Joe Swan	Roger Caranci		Arnon Kaplansky	Other/ Don't Know
Oct. 8-10th, 2014	**782**	35	27	6	6		-	26
Sep. 4th, 2014	**737**	32	19	9	8		1	31

Mayoral Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Matt Brown	67	33	88
Paul Cheng	65	35	88
Roger Caranci	32	68	82
Joe Swan	23	77	94

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Swan / Brown / Caranci / Cheng

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

[All Respondents]

TORONTO
October 7th, 2014

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	**782**	**40**	**70**	**116**	**222**	**334**	**358**	**424**
Joe Swan	6	5	4	6	7	8	6	6
Matt Brown	35	24	44	34	42	42	34	36
Roger Caranci	6	5	6	8	6	7	9	3
Paul Cheng	27	26	23	31	27	26	29	24
Some other candidate	8	14	4	6	5	3	10	6
Undecided	18	26	19	15	14	14	12	25

Region

%	Total	NW	NE	SW	SE
Sample	**782**	**211**	**190**	**256**	**125**
Joe Swan	6	3	6	10	5
Matt Brown	35	47	31	37	24
Roger Caranci	6	9	4	6	7
Paul Cheng	27	16	30	24	39
Some other candidate	8	9	5	6	12
Undecided	18	16	24	18	14

Political Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	**782**	**249**	**226**	**190**	**26**	**31**
Joe Swan	6	5	7	6	4	3
Matt Brown	35	24	59	39	14	11
Roger Caranci	6	9	5	4	4	28
Paul Cheng	27	45	13	25	45	18
Some other candidate	8	2	2	5	4	26
Undecided	18	16	13	21	29	14

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Second Choice for Mayor

'Who would be your second choice for mayor?'

[Has a first choice]

TORONTO
October 7th, 2014

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	666	32	57	99	192	286	309	357
Joe Swan	8	9	12	6	7	5	7	9
Matt Brown	14	5	16	18	16	20	13	15
Roger Caranci	10	7	9	12	12	12	8	12
Paul Cheng	20	14	18	19	25	28	18	22
some other candidate	18	28	12	17	16	11	22	13
Undecided	30	36	33	28	25	23	32	27

Mayoral Candidate Preference

%	Total	Joe Swan	Matt Brown	Roger Caranci	Paul Cheng	Other
Sample	666	55	313	54	209	35
Joe Swan	8	0	8	13	8	11
Matt Brown	14	29	0	29	27	10
Roger Caranci	10	9	12	0	13	0
Paul Cheng	20	25	34	34	0	13
some other candidate	18	10	13	4	18	57
Undecided	30	27	33	20	34	9

Political Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	666	222	199	164	19	24
Joe Swan	8	8	8	4	15	14
Matt Brown	14	18	15	14	13	4
Roger Caranci	10	18	12	5	9	8
Paul Cheng	20	20	26	18	4	32
some other candidate	18	10	13	22	27	16
Undecided	30	26	26	37	32	25

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TORONTO
October 7th, 2014

Never Vote

'Which candidate would you never vote for?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	782	40	70	116	222	334	358	424
Joe Swan	45	38	40	48	48	55	46	44
Matt Brown	12	13	10	15	10	9	18	6
Roger Caranci	15	17	21	10	17	10	14	16
Paul Cheng	7	7	7	3	9	10	7	7
Some other candidate	21	24	21	24	16	17	15	27

Mayoral Candidate Preference

%	Total	Joe Swan	Matt Brown	Roger Caranci	Paul Cheng	Other	Undecided
Sample	782	55	313	54	209	35	116
Joe Swan	45	0	63	54	48	17	28
Matt Brown	12	13	0	36	20	39	2
Roger Caranci	15	31	17	0	18	3	12
Paul Cheng	7	24	10	4	0	8	6
Some other candidate	21	31	9	6	14	34	52

Political Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	782	249	226	190	26	31
Joe Swan	45	52	48	51	29	29
Matt Brown	12	18	4	4	23	55
Roger Caranci	15	5	21	20	13	6
Paul Cheng	7	6	8	6	10	0
Some other candidate	21	20	19	19	25	10

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TORONTO
October 7th, 2014

Joe Swan Approval

'Do you approve or disapprove of Joe Swan?'

[Heard of Joe Swan]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	747	38	65	104	214	326	336	411
Approve	23	27	29	15	25	18	20	26
Disapprove	77	73	71	85	75	82	80	74

Region

%	Total	NW	NE	SW	SE
Sample	747	199	182	247	119
Approve	23	18	24	26	24
Disapprove	77	82	76	74	76

Mayoral Candidate Preference

%	Total	Total	Joe Swan	Matt Brown	Roger Caranci	Paul Cheng	Undecided
Sample	747	54	306	53	204	32	98
Approve	23	92	12	29	15	22	32
Disapprove	77	8	88	71	85	78	68

Political Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	747	245	217	178	24	31
Approve	23	27	25	12	36	23
Disapprove	77	73	75	88	64	77

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Matt Brown Approval

'Do you approve or disapprove of Matt Brown?'

[Heard of Matt Brown]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	**704**	**34**	**65**	**103**	**203**	**299**	**320**	**384**
Approve	67	61	75	65	68	71	60	73
Disapprove	33	39	25	35	32	29	40	27

Region

%	Total	NW	NE	SW	SE
Sample	**704**	**193**	**174**	**232**	**105**
Approve	67	74	61	70	64
Disapprove	33	26	39	30	36

Mayoral Candidate Preference

%	Total	Total	Joe Swan	Matt Brown	Roger Caranci	Paul Cheng	Undecided
Sample	**704**	**42**	**310**	**51**	**198**	**29**	**74**
Approve	67	41	99	37	32	28	85
Disapprove	33	59	1	63	68	72	15

Political Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	**704**	**236**	**210**	**167**	**22**	**28**
Approve	67	52	85	78	52	30
Disapprove	33	48	15	22	48	70

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TORONTO
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Roger Caranci Approval

'Do you approve or disapprove of Roger Caranci?'

[Heard of Roger Caranci]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	685	30	64	93	201	297	312	373
Approve	32	30	28	39	30	34	30	35
Disapprove	68	70	72	61	70	66	70	65

Region

%	Total	NW	NE	SW	SE
Sample	685	179	171	221	114
Approve	32	34	26	34	37
Disapprove	68	66	74	66	63

Mayoral Candidate Preference

%	Total	Total	Joe Swan	Matt Brown	Roger Caranci	Paul Cheng	Undecided
Sample	685	39	290	51	194	29	82
Approve	32	34	18	98	26	31	52
Disapprove	68	66	82	2	74	69	48

Political Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	685	221	205	169	22	30
Approve	32	37	29	28	36	67
Disapprove	68	63	71	72	64	33

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Paul Cheng Approval

'Do you approve or disapprove of Paul Cheng?'

[Heard of Paul Cheng]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	688	36	63	96	197	296	315	373
Approve	65	65	63	65	64	68	61	70
Disapprove	35	35	37	35	36	32	39	30

Region

%	Total	NW	NE	SW	SE
Sample	688	181	172	224	111
Approve	65	59	73	59	67
Disapprove	35	41	27	41	33

Mayoral Candidate Preference

%	Total	Total	Joe Swan	Matt Brown	Roger Caranci	Paul Cheng	Undecided
Sample	688	41	285	48	205	28	81
Approve	65	40	46	47	100	33	71
Disapprove	35	60	54	53	0	67	29

Political Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	688	235	195	169	23	29
Approve	65	79	54	65	81	60
Disapprove	35	21	46	35	19	40

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Anticipated Mayor

'Who do you anticipate will be elected mayor?'

[All Respondents]

TORONTO
October 7th, 2014

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	782	40	70	116	222	334	358	424
Joe Swan	8	9	4	11	7	8	6	10
Matt Brown	45	36	56	40	51	52	46	45
Roger Caranci	6	7	6	6	5	5	6	6
Paul Cheng	22	25	19	25	21	20	25	20
Arnon Kaplansky	2	2	3	2	1	1	2	1
Some other candidate	6	11	4	6	5	2	9	4
Don't know	11	11	9	11	11	11	6	14

Mayoral Candidate Preference

%	Total	Total	Joe Swan	Matt Brown	Roger Caranci	Paul Cheng	Undecided
Sample	782	55	313	54	209	35	116
Joe Swan	8	62	2	1	3	3	14
Matt Brown	45	16	95	30	18	7	21
Roger Caranci	6	1	1	60	0	8	7
Paul Cheng	22	15	0	6	74	6	4
Arnon Kaplansky	2	0	0	3	0	15	0
Some other candidate	6	3	0	0	2	58	7
Don't know	11	3	3	0	3	2	46

Political Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	782	249	226	190	26	31
Joe Swan	8	15	6	6	4	2
Matt Brown	45	38	67	50	23	26
Roger Caranci	6	6	5	2	16	16
Paul Cheng	22	32	10	23	44	14
Arnon Kaplansky	2	1	1	3	4	4
Some other candidate	6	4	1	2	2	21
Don't know	11	5	9	14	8	18

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Most Important Issue

'Which of the following is the single most important issue to you in this election?'

[All Respondents]

TORONTO
October 7th, 2014

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	782	40	70	116	222	334	358	424
Jobs and the economy	30	26	34	42	30	23	26	35
Keeping taxes low	17	23	16	11	14	15	21	13
Managing city growth	11	11	19	7	12	9	14	8
Integrity and transparency at city hall	26	18	23	23	31	42	22	29
Downtown revitalization	5	4	6	8	4	6	7	4
Something else	9	19	3	7	8	3	9	10
Don't know	1	0	0	3	2	2	1	1

Mayoral Candidate Preference

%	Total	Total	Joe Swan	Matt Brown	Roger Caranci	Paul Cheng	Undecided
Sample	782	55	313	54	209	35	116
Jobs and the economy	30	45	25	28	33	11	41
Keeping taxes low	17	24	7	17	21	52	12
Managing city growth	11	12	19	10	9	4	3
Integrity and transparency at city hall	26	4	37	28	24	22	16
Downtown revitalization	5	10	8	6	3	3	3
Something else	9	5	3	11	9	8	23
Don't know	1	0	2	0	1	1	2

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Political Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	782	249	226	190	26	31
Jobs and the economy	30	33	23	36	12	11
Keeping taxes low	17	17	9	14	5	22
Managing city growth	11	9	15	11	18	6
Integrity and transparency at city hall	26	21	39	27	30	36
Downtown revitalization	5	3	11	5	1	3
Something else	9	16	3	6	33	19
Don't know	1	1	1	1	0	2

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