

# NEWS RELEASE



## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## **FOR IMMEDIATE RELEASE**

### **Mississauga mayor's race stalled in tie**

#### **Few will support Eve Adams**

TORONTO AUGUST 22<sup>nd</sup>, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among a sample of 696 Mississauga voters, almost exactly equal proportions, just more than a quarter, will vote either for Steve Mahoney (27%) or Bonnie Crombie (26%) for mayor in the municipal election scheduled for October 27. This situation has persisted during the past two waves of polling (July - 31% and 29% respectively, April - 27% and 25%, respectively). About one half are undecided (47%). A preference for Steve Mahoney is common to the oldest (38%), males (32%), Europeans from other than the British Isles (33%) and past provincial PC voters (37%), Crombie's support is characteristic of Boomers (55 to 64 - 31%), mid income groups (\$40K to \$60K - 40%), the best educated (post grad - 36%), South Asians (41%), and provincial Liberal voters (33%).

#### **Few will support Eve Adams**

When the name of Conservative MP Eve Adams is added to the mix, the results do not change much. Crombie and Mahoney share just less than a quarter of the vote each (24% and 24%), while Adams secures just a tenth (9%). She appeals to the youngest (16%) and mid-income groups (\$40K to \$60K - 24%). Most of her support comes from those who will vote for Bonnie Crombie in a two person race (14%). She is popular in the northeast part of the city, north of Eglinton and East of Hurontario (23%).

#### **Mahoney and Crombie share high awareness, approval; Eve Adams not so much**

One half are aware of Steve Mahoney (52%), and one half are aware of Bonnie Crombie (54%). They both have very high approval levels (72% and 71%, respectively). Eve Adams is known to somewhat fewer (46%), and has the approval of just more than a third (37%). Hazel McCallion's approval remains very high (83%).

#### **Candidates matched on attributes**

The minority see both Bonnie Crombie and Steve Mahoney as having the best vision for Mississauga's development (19% and 20% respectively), for the city centre (17% and 16%, respectively) and for Mississauga's waterfront (17% and 14%, respectively).

## **TORONTO**

**August 22<sup>nd</sup>, 2014**

## **HIGHLIGHTS:**

- Almost exactly equal proportions, just more than a quarter, will vote either for Steve Mahoney (27%) or Bonnie Crombie (26%) for mayor in the municipal election scheduled for October 27.
- When the name of Conservative MP Eve Adams is added to the mix, the results do not change much.
- The minority see both Bonnie Crombie and Steve Mahoney as having the best vision for Mississauga's development (19% and 20% respectively), for the city centre (17% and 16%, respectively) and for Mississauga's waterfront (17% and 14%, respectively).

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

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## **MEDIA INQUIRIES:**

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## **Low taxes, Hazel's legacy important to voters**

One third, the plurality, say that keeping taxes low is the most important issue in the election (33%), followed by those who cite carrying on Hazel McCallion's legacy (22%), building transit (14%) or caring for the most vulnerable (10%). Less important issues include protecting city services and keeping developers in check (6% each) and eliminating waste (4%).

"This race appears to be stuck in a Mexican stand-off. Half the electorate is undecided and the other half remains stubbornly split between the two leading candidates. Even the entrance of a glamorous contender like Eve Adams doesn't break the deadlock," 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.

## **TORONTO**

**August 22<sup>nd</sup>, 2014**

## **HIGHLIGHTS:**

- One third, the plurality, say that keeping taxes low is the most important issue in the election (33%), followed by those who cite carrying on Hazel McCallion's legacy (22%), building transit (14%) or caring for the most vulnerable (10%).
- "This race appears to be stuck in a Mexican stand-off. Half the electorate is undecided and the other half remains stubbornly split between the two leading candidates. Even the entrance of a glamorous contender like Eve Adams doesn't break the deadlock," said Forum Research President, Dr. Lorne Bozinoff.

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## **TORONTO**

**August 22<sup>nd</sup>, 2014**

### **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 696 randomly selected residents of Mississauga 18 years of age and older. The poll was conducted on August 22<sup>nd</sup>, 2014.

Results based on the total sample are considered accurate  $\pm 4\%$ , 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](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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**TORONTO**

**August 22<sup>nd</sup>, 2014**

**Mayor Hazel McCallion Approval - Trending**

%	Sample	Approve	Disapprove
August 22 <sup>nd</sup> , 2014	696	83	17
July 25 <sup>th</sup> , 2014	946	82	18
April 10, 2014	612	85	15
Mar 18, 2014	899	86	14
Jan. 11, 2014	780	86	14

**2-Way Mayoral Trial Heats Trending**

**Crombie / Mahoney**

%	Sample	Bonnie Crombie	Steve Mahoney	Don't Know
August 22 <sup>nd</sup> , 2014	696	26	27	47
July 25 <sup>th</sup> , 2014	946	29	31	40
April 10, 2014	612	25	27	48
Mar 18, 2014	899	22	29	50
Jan. 11, 2014	780	29	25	46

**Mayoral Candidate Awareness and Approval – Ranked by Awareness**

% Respondents	Aware	Approve	Disapprove	Net
	[All]	[Aware of Candidate]		
Bonnie Crombie	54	71	29	+42
Steve Mahoney	52	72	28	+44
Eve Adams	46	37	63	-26

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**TORONTO**

**August 22<sup>nd</sup>, 2014**

***Crombie vs Mahoney***

*'If a mayoral election were held today, who would you vote for if the candidates were Bonnie Crombie and Steve Mahoney?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	696	39	66	157	195	239	346	350
Bonnie Crombie	26	21	21	27	31	32	28	24
Steve Mahoney	27	15	29	30	36	38	32	23
Don't know	47	64	50	44	33	30	41	53

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	696	49	101	101	78	72	137
Bonnie Crombie	26	21	22	40	18	28	29
Steve Mahoney	27	24	28	31	20	32	30
Don't know	47	55	50	30	62	40	41

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	696	100	197	261	138
Bonnie Crombie	26	31	21	22	36
Steve Mahoney	27	28	31	25	25
Don't know	47	42	47	53	40

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	696	180	291	71	15	33
Bonnie Crombie	26	25	33	26	19	8
Steve Mahoney	27	37	28	24	17	15
Don't know	47	37	39	51	65	78

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**August 22<sup>nd</sup>, 2014**

***Crombie vs Adams vs Mahoney***

*'If a mayoral election were held today, who would you vote for if the candidates were Bonnie Crombie, Eve Adams and Steve Mahoney?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	696	39	66	157	195	239	346	350
Bonnie Crombie	24	18	22	27	25	31	29	19
Eve Adams	9	16	8	6	7	5	9	9
Steve Mahoney	24	10	21	26	38	37	27	21
Don't know	43	56	49	41	30	27	36	50

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	696	49	101	101	78	72	137
Bonnie Crombie	24	28	12	24	19	33	31
Eve Adams	9	12	3	24	13	10	7
Steve Mahoney	24	6	26	29	23	24	27
Don't know	43	54	58	23	45	33	36

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	696	100	197	261	138
Bonnie Crombie	24	21	25	22	28
Eve Adams	9	6	7	11	12
Steve Mahoney	24	23	21	24	29
Don't know	43	50	46	44	32

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	696	180	291	71	15	33
Bonnie Crombie	24	28	27	27	16	6
Eve Adams	9	5	9	9	21	2
Steve Mahoney	24	31	27	20	17	12
Don't know	43	36	37	44	47	80

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**August 22<sup>nd</sup>, 2014**

### **Approval of Crombie**

*'Do you approve or disapprove of Bonnie Crombie?'*

*[Aware of Bonnie Crombie]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	433	15	41	90	125	162	231	202
Approve	71	78	71	68	69	70	71	71
Disapprove	29	22	29	32	31	30	29	29

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	433	22	49	62	53	47	100
Approve	71	61	68	53	84	78	71
Disapprove	29	39	32	47	16	22	29

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	433	60	124	149	100
Approve	71	70	71	69	74
Disapprove	29	30	29	31	26

### **Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	433	121	192	48	11	18
Approve	71	56	78	71	32	76
Disapprove	29	44	22	29	68	24

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**August 22<sup>nd</sup>, 2014**

### **Approval of Mahoney**

*'Do you approve or disapprove of Steve Mahoney?'*

*[Aware of Steve Mahoney]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	411	18	32	70	129	162	227	184
Approve	72	77	62	70	75	75	68	78
Disapprove	28	23	38	30	25	25	32	22

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	411	15	50	63	51	49	93
Approve	72	83	80	67	84	69	69
Disapprove	28	17	20	33	16	31	31

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	411	51	123	146	91
Approve	72	67	70	80	67
Disapprove	28	33	30	20	33

### **Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	411	119	175	46	10	16
Approve	72	67	78	63	71	82
Disapprove	28	33	22	37	29	18

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## **TORONTO**

**August 22<sup>nd</sup>, 2014**

### **Approval of Eve Adams**

*'Do you approve or disapprove of Eve Adams?'*

*[Aware of Eve Adams]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	321	20	29	70	105	97	175	146
Approve	37	59	38	23	28	20	34	41
Disapprove	63	41	62	77	72	80	66	59

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	321	12	35	55	36	44	71
Approve	37	69	43	46	44	55	19
Disapprove	63	31	57	54	56	45	81

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	321	37	87	124	73
Approve	37	38	52	31	25
Disapprove	63	62	48	69	75

### **Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	321	91	132	41	9	15
Approve	37	31	24	43	57	50
Disapprove	63	69	76	57	43	50

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## **TORONTO**

**August 22<sup>nd</sup>, 2014**

### **Approval of McCallion**

*'Overall do you approve or disapprove of the job Hazel McCallion is doing as Mayor of Mississauga?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	696	39	66	157	195	239	346	350
Approve	83	94	71	82	81	81	77	89
Disapprove	17	6	29	18	19	19	23	11

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	696	49	101	101	78	72	137
Approve	83	76	91	82	93	85	74
Disapprove	17	24	9	18	7	15	26

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	696	100	197	261	138
Approve	83	81	88	84	75
Disapprove	17	19	12	16	25

### **Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	696	180	291	71	15	33
Approve	83	75	87	83	87	86
Disapprove	17	25	13	17	13	14

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**TORONTO**

**August 22<sup>nd</sup>, 2014**

***Vision for Waterfront***

*'Which candidate has the best vision for Mississauga's waterfront?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	696	39	66	157	195	239	346	350
Bonnie Crombie	17	19	17	11	24	17	19	16
Steve Mahoney	14	7	15	17	20	15	16	11
Don't know	69	74	68	72	56	68	65	73

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	696	49	101	101	78	72	137
Bonnie Crombie	17	19	17	21	21	14	16
Steve Mahoney	14	20	17	17	9	12	16
Don't know	69	62	67	62	70	74	69

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	696	100	197	261	138
Bonnie Crombie	17	33	14	11	25
Steve Mahoney	14	18	16	11	14
Don't know	69	49	70	78	61

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	696	180	291	71	15	33
Bonnie Crombie	17	18	21	12	7	2
Steve Mahoney	14	23	15	11	10	0
Don't know	69	59	64	77	83	98

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**TORONTO**

**August 22<sup>nd</sup>, 2014**

***Vision for City Centre***

*'Which candidate has the best vision for Mississauga's city centre?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	696	39	66	157	195	239	346	350
Bonnie Crombie	17	13	16	17	22	20	19	14
Steve Mahoney	16	11	17	15	23	22	19	14
Don't know	67	76	67	68	56	58	62	71

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	696	49	101	101	78	72	137
Bonnie Crombie	17	35	11	20	12	16	20
Steve Mahoney	16	6	22	18	23	14	17
Don't know	67	59	67	62	65	70	63

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	696	100	197	261	138
Bonnie Crombie	17	18	18	12	24
Steve Mahoney	16	22	14	14	22
Don't know	67	59	68	74	54

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	696	180	291	71	15	33
Bonnie Crombie	17	19	19	16	7	3
Steve Mahoney	16	17	19	11	30	2
Don't know	67	64	63	73	63	95

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**August 22<sup>nd</sup>, 2014**

***Vision for Square One***

*‘Which candidate has the best vision for integrating Square One into the downtown?’*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	696	39	66	157	195	239	346	350
Bonnie Crombie	14	10	18	13	17	14	14	14
Steve Mahoney	15	13	15	16	19	15	17	13
Don't know	71	78	67	71	64	70	69	73

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	696	49	101	101	78	72	137
Bonnie Crombie	14	18	6	16	20	14	17
Steve Mahoney	15	19	27	16	6	13	18
Don't know	71	63	67	68	74	74	66

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	696	100	197	261	138
Bonnie Crombie	14	16	10	11	26
Steve Mahoney	15	20	17	14	11
Don't know	71	64	73	75	63

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	696	180	291	71	15	33
Bonnie Crombie	14	12	14	14	17	2
Steve Mahoney	15	23	15	10	7	1
Don't know	71	65	70	76	76	97

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**August 22<sup>nd</sup>, 2014**

***Vision for Mississauga's Development***

*'Which candidate has the best overall vision for Mississauga's development?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	696	39	66	157	195	239	346	350
Bonnie Crombie	19	15	19	17	25	22	23	15
Steve Mahoney	20	15	20	17	28	26	19	21
Don't know	62	71	61	66	47	52	58	65

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	696	49	101	101	78	72	137
Bonnie Crombie	19	20	21	20	15	14	23
Steve Mahoney	20	19	24	26	19	16	19
Don't know	62	61	54	54	66	70	58

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	696	100	197	261	138
Bonnie Crombie	19	32	17	13	25
Steve Mahoney	20	22	18	18	25
Don't know	62	46	64	70	50

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	696	180	291	71	15	33
Bonnie Crombie	19	19	24	21	7	2
Steve Mahoney	20	27	20	15	15	3
Don't know	62	54	56	64	78	96

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**TORONTO**

**August 22<sup>nd</sup>, 2014**

**Most Important Issue**

*'What is the single most important issue for you in this mayoral election?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	696	39	66	157	195	239	346	350
Building transit	14	17	12	14	14	9	15	12
Keeping taxes low	33	38	38	35	26	20	36	29
Protecting existing city services	6	0	8	8	9	12	7	6
Caring for the most vulnerable	10	16	8	6	7	10	4	16
Eliminating waste	4	0	1	5	8	7	5	2
Keeping developers in check	6	2	6	9	6	12	8	5
Carrying on Hazel McCallion's legacy	22	22	19	20	24	27	16	27
Something else	6	6	9	4	7	3	9	3

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	696	49	101	101	78	72	137
Building transit	14	1	2	24	17	21	21
Keeping taxes low	33	30	45	21	37	25	35
Protecting existing city services	6	8	7	7	6	3	6
Caring for the most vulnerable	10	38	11	6	3	3	7
Eliminating waste	4	2	2	5	3	4	2
Keeping developers in check	6	2	4	9	5	8	6
Carrying on Hazel McCallion's legacy	22	16	28	21	28	24	17
Something else	6	3	1	7	1	11	7

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	696	100	197	261	138
Building transit	14	3	12	15	22
Keeping taxes low	33	39	20	38	36
Protecting existing city services	6	4	7	7	5
Caring for the most vulnerable	10	7	12	10	8
Eliminating waste	4	5	3	4	3
Keeping developers in check	6	6	9	5	6
Carrying on Hazel McCallion's legacy	22	26	33	17	12
Something else	6	10	4	4	9

**TORONTO**

**August 22<sup>nd</sup>, 2014**

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	696	180	291	71	15	33
Building transit	14	9	20	8	23	27
Keeping taxes low	33	43	24	36	9	33
Protecting existing city services	6	7	7	6	2	5
Caring for the most vulnerable	10	6	12	18	4	2
Eliminating waste	4	6	3	6	0	1
Keeping developers in check	6	9	7	5	5	4
Carrying on Hazel McCallion's legacy	22	15	23	17	45	16
Something else	6	5	4	3	12	12

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

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 Toronto, ON M5S 2V6  
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 F 416.960.9602  
[forumresearch.com](http://forumresearch.com)