

NEWS RELEASE



FOR IMMEDIATE RELEASE

Crombie maintains wide lead in Mississauga

18 points ahead of Mahoney

TORONTO OCTOBER 25th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 308 Mississauga voters, more than half of those decided or leaning will vote for Bonnie Crombie (52%) compare to one third who will vote Steve Mahoney (34%) if the mayoral election in Mississauga were held today. Few would vote for Stephen King (3%), and about a tenth spread their vote amongst other candidates (12%). Crombie's vote is common to the youngest (69%), females (54%), the least wealthy (65%) and those east of Hurontario (63%). Mahoney's vote is characteristic of Gen Y (35 to 44 - 47%), Males (38%), mid income groups (\$60K to \$80K - 49%) and west of Hurontario (40%). These findings are essentially stable from the last time we polled this race (October 15, Crombie - 56%, Mahoney - 31%, King - 4%, other - 9%).

"Well, Bonnie Crombie's surge in the polls after being anointed by Hazel McCallion was clearly no passing phenomenon, and it appears she'll wear the chain of office come Tuesday," 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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

October 25th, 2014

HIGHLIGHTS:

- More than half of those decided or leaning will vote for Bonnie Crombie (52%) compare to one third who will vote Steve Mahoney (34%).
- "Well, Bonnie Crombie's surge in the polls after being anointed by Hazel McCallion was clearly no passing phenomenon, and it appears she'll wear the chain of office come Tuesday," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
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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 308 randomly selected voters Mississauga, Ontario. The poll was conducted on October 24th, 2014.

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

Crombie / Mahoney / King

%	Sample	Bonnie Crombie	Steve Mahoney	Stephen King	Other / Don't Know
Oct. 24, 2014	308	52	34	3	12
Oct. 15, 2014	769	56	31	4	9
Sep. 27, 2014	557	39	43	-	19
Aug. 22, 2014	696	26	27	-	47
July 25, 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

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Crombie / Mahoney / King

'If the election for Mississauga's mayor were held today, who would you vote for?' + 'Even though you may not have made up your mind, which candidate are you leaning towards?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	286	19	25	51	74	117	133	153
Bonnie Crombie	52	69	33	45	53	52	49	54
Steve Mahoney	34	19	47	35	38	39	38	29
Stephen King	3	0	4	4	3	3	2	3
Some other candidate	12	13	17	16	7	6	10	14

Household Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	286	22	46	33	42	33	32
Bonnie Crombie	52	65	45	70	39	52	48
Steve Mahoney	34	19	31	30	49	39	32
Stephen King	3	11	0	0	1	2	9
Some other candidate	12	5	24	0	10	7	11

Region / Quadrant

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	286	92	187	105	170	24	62	78	107
Bonnie Crombie	52	45	53	63	47	59	43	58	49
Steve Mahoney	34	38	34	23	40	32	39	24	41
Stephen King	3	3	2	3	3	2	4	4	2
Some other candidate	12	14	11	11	11	7	14	14	9

Past Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other
Sample	286	106	100	24	15	10
Bonnie Crombie	52	52	50	32	75	65
Steve Mahoney	34	36	38	42	17	17
Stephen King	3	4	2	2	6	0
Some other candidate	12	8	9	24	3	19

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For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

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