NEWS RELEASE

FORUM RESEARCH INC.

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FOR IMMEDIATE RELEASE

Watson with clear lead over Maguire for mayor

Taxes, transit most important issues in this election

TORONTO SEPTEMBER 18th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1096 Ottawa voters, more than 4-in-10 will vote for incumbent mayor Jim Watson (44%), compared to fewer than half this proportion who will vote for his nearest contender, Mike Maguire (17%). Other candidates draw few votes. Fully 3-in-10 are still undecided (30%).

Maguire with higher approval than Watson

Mayor Watson has the approval of two thirds (63%), but, among the 4-in-10 who are aware of him (44%), three quarters approve of Mike Maguire (73%). Awareness for Maguire is especially high among the oldest (55 to 64 - 57%, 65+ - 55%), mid income groups ($60K to $80K - 52%) and provincial PCs (63%). His approval is higher among the same groups. Jim Watson's approval is high among females (67%), the least wealthy (70%), the best educated (post grad - 68%) and provincial Liberals (85%). Awareness of other candidates is low, and their approval is moderate.

Taxes, transit, jobs most important election issues

When presented with a list of civic issues, the ones seen to be most important are property taxes (22%) and transit (17%), followed by jobs and growth (16%), ethics in government (11%), eliminating waste (10%), waste collection (7%) and development (6%).

Expansion of light rail is biggest issue in Ottawa's development

When presented with a number of civic initiatives and asked which are important to Ottawa's development, fully three quarters agree expanding LRT to the west, south and east is key (76%), followed by more than half who think the Ottawa River Action Plan is important to development (54%). One half agree cycling infrastructure is important (50%), whereas just a third think this of a new central library (37%). The vast majority of those who use transit daily think LRT expansion is key to Ottawa's development (86%).

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4-in-10 take transit at least weekly

More than 4-in-10 take transit in Ottawa at least weekly (42%), and one quarter take it daily (25%). Daily transit use is common to the youngest (39%), the least wealthy (40%), renters (34%) and mothers of children under 18 (34%).

"While more voters cite the pocketbook issue as their biggest concern in this election, the real vote mover is transit development. Jim Watson's support for LRT expansion is critical to his continued popularity," 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.

TORONTO

September 18th, 2014

HIGHLIGHTS:

- More than 4-in-10 take transit in Ottawa at least weekly (42%), and one quarter take it daily (25%).
- "While more voters cite the pocketbook issue as their biggest concern in this election, the real vote mover is transit development. Jim Watson's support for LRT expansion is critical to his continued popularity," 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 1096 randomly selected voters in Ottawa, Ontario. The poll was conducted on September 18th, 2014.

Results based on the total sample are considered accurate +/- 3%, 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
Mike Maguire	73	27	44
Jim Watson	64	35	-
Darren Wood	55	45	17
Anwar Syed	42	58	19

Agreement Issues – Summary Table

%	Agree	Disagree	Don't Know
LRT Expansion	76	19	5
The Ottawa River Action Plan	54	21	25
Cycling Infrastructure	50	40	11
New Central Library	37	56	7

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Current Mayoral Preference

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

[Decided / Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1096	71	120	184	298	423	499	597
Jim Watson	44	38	45	49	47	46	45	43
Mike Maguire	17	12	13	17	24	24	20	14
Darren Wood	1	0	4	2	1	1	1	2
Anwar Syed	3	7	1	2	1	2	2	4
Some other candidate	5	7	3	5	2	4	5	4
Undecided	30	36	35	25	25	23	26	34

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1096	188	281	385	242
Jim Watson	44	31	40	48	51
Mike Maguire	17	24	20	16	9
Darren Wood	1	0	2	2	0
Anwar Syed	3	9	1	2	3
Some other candidate	5	3	5	4	6
Undecided	30	33	32	27	31

Language

%	Total	English	French
Sample	1096	1023	73
Jim Watson	44	43	67
Mike Maguire	17	18	1
Darren Wood	1	1	1
Anwar Syed	3	3	3
Some other candidate	5	5	3
Undecided	30	30	26

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Approval of Jim Watson as Mayor

'Do you approve or disapprove of the job Jim Watson is doing as mayor?'

[All Respondents]

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Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1096	71	120	184	298	423	499	597
Approve	64	66	62	64	61	63	59	67
Disapprove	35	32	38	35	38	37	39	32
Don't know	1	2	0	1	1	0	2	0

Household Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K	$250K+
Sample	1096	79	147	174	137	138	213	19
Approve	64	70	58	68	59	65	65	38
Disapprove	35	30	42	31	41	35	35	48
Don't know	1	0	0	1	0	0	0	14

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	1096	396	395	99	54	62
Approve	64	43	85	63	71	56
Disapprove	35	57	15	36	29	43
Don't know	1	1	0	1	0	0

Education / Language

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies	English	French
Sample	1096	188	281	385	242	1023	73
Approve	64	57	61	66	68	63	78
Disapprove	35	43	39	33	30	36	22
Don't know	1	0	0	1	2	1	0

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TORONTO
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Approval of Mike Maguire

'Do you approve or disapprove of Mike Maguire?'

[Heard of Mike Maguire]

Age / Gender / Language

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	English	French
Sample	558	25	53	81	165	234	277	281	532	26
Approve	73	76	72	65	78	75	76	70	75	34
Disapprove	27	24	28	35	22	25	24	30	25	66

Household Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K	$250K+
Sample	558	34	78	92	78	72	104	8
Approve	73	86	72	73	74	59	77	93
Disapprove	27	14	28	27	26	41	23	7

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	558	105	147	200	106
Approve	73	69	83	75	59
Disapprove	27	31	17	25	41

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	558	280	159	40	23	25
Approve	73	87	56	69	72	74
Disapprove	27	13	44	31	28	26

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Approval of Darren Wood

'Do you approve or disapprove of Darren Wood?'

[Heard of Darren Wood]

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Age / Gender / Language

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	English	French
Sample	162	17	19	26	45	55	78	84	154	8
Approve	55	56	66	50	53	46	55	55	57	11
Disapprove	45	44	34	50	47	54	45	45	43	89

Household Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K	$250K+
Sample	162	13	22	20	21	23	34	1
Approve	55	73	38	73	49	59	47	0
Disapprove	45	27	62	27	51	41	53	100

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	162	32	35	54	41
Approve	55	69	56	52	48
Disapprove	45	31	44	48	52

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	162	66	42	17	6	14
Approve	55	67	50	26	29	62
Disapprove	45	33	50	74	71	38

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Approval of Anwar Syed

'Do you approve or disapprove of Anwar Syed?'

[Heard of Anwar Syed]

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Age / Gender / Language

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	English	French
Sample	184	16	24	33	50	61	98	86	178	6
Approve	42	55	46	27	38	27	31	54	43	15
Disapprove	58	45	54	73	62	73	69	46	57	85

Household Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K	$250K+
Sample	184	11	22	33	22	19	42	2
Approve	42	72	51	56	20	46	26	0
Disapprove	58	28	49	44	80	54	74	100

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	184	24	49	67	44
Approve	42	62	37	38	42
Disapprove	58	38	63	62	58

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	184	64	69	16	13	11
Approve	42	22	37	61	46	73
Disapprove	58	78	63	39	54	27

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Most Influential Issue

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

[All Respondents]

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Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1096	71	120	184	298	423	499	597
Jobs and growth	16	24	14	14	14	11	13	19
Transit	17	19	20	16	14	13	22	13
Ethics in government	11	16	8	9	8	9	9	12
Property taxes	22	13	24	30	26	24	21	24
Development	6	7	6	6	4	7	6	6
Eliminating waste	10	8	6	11	13	16	12	8
Solid waste collection	7	4	7	7	8	11	6	7
Something else	10	9	15	8	14	9	10	11

Household Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K	$250K+
Sample	1096	79	147	174	137	138	213	19
Jobs and growth	16	20	25	13	14	18	12	43
Transit	17	18	11	17	16	21	18	22
Ethics in government	11	20	11	8	9	5	13	2
Property taxes	22	11	17	26	21	23	31	19
Development	6	3	6	10	7	4	5	3
Eliminating waste	10	8	9	15	19	7	8	4
Solid waste collection	7	5	7	2	8	9	8	0
Something else	10	16	15	8	6	13	6	7

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Language

%	Total	English	French
Sample	1096	1023	73
Jobs and growth	16	17	7
Transit	17	16	26
Ethics in government	11	11	3
Property taxes	22	23	18
Development	6	6	11
Eliminating waste	10	10	16
Solid waste collection	7	7	1
Something else	10	10	18

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LRT Expansion

'Please tell me if you agree or disagree if each of the following issues is important to Ottawa's development: Expansion of light rail to the east, west and south of the city, or Phase 2 of the LRT'

[All Respondents]

Age / Gender / Language

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	English	French
Sample	1096	71	120	184	298	423	499	597	1023	73
Agree	76	78	80	75	73	69	75	77	76	81
Disagree	19	19	15	20	23	22	22	17	19	15
Don't know	5	3	5	5	4	9	3	6	5	4

Household Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K	$250K+
Sample	1096	79	147	174	137	138	213	19
Agree	76	80	57	72	73	76	86	59
Disagree	19	16	33	23	21	22	12	41
Don't know	5	5	10	6	7	3	2	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1096	188	281	385	242
Agree	76	66	70	78	85
Disagree	19	25	23	20	10
Don't know	5	9	7	2	5

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	1096	396	395	99	54	62
Agree	76	62	89	80	88	70
Disagree	19	32	8	16	5	29
Don't know	5	7	4	3	7	1

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The Ottawa River Action Plan

'Please tell me if you agree or disagree if each of the following issues is important to Ottawa's development: The Ottawa River Action Plan'

[All Respondents]

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Age / Gender / Language

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	English	French
Sample	1096	71	120	184	298	423	499	597	1023	73
Agree	54	52	52	51	61	58	53	55	54	48
Disagree	21	18	25	27	21	16	25	17	21	20
Don't know	25	30	23	22	18	26	22	27	24	32

Household Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K	$250K+
Sample	1096	79	147	174	137	138	213	19
Agree	54	61	58	51	44	64	52	53
Disagree	21	13	19	25	30	19	26	38
Don't know	25	26	23	24	25	17	22	8

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1096	188	281	385	242
Agree	54	54	56	51	57
Disagree	21	23	14	22	25
Don't know	25	23	29	27	18

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	1096	396	395	99	54	62
Agree	54	52	60	38	58	55
Disagree	21	28	16	17	28	23
Don't know	25	20	24	45	14	22

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Cycling Infrastructure

'Please tell me if you agree or disagree if each of the following issues is important to Ottawa's development: Cycling infrastructure'

[All Respondents]

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Age / Gender / Language

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	English	French
Sample	1096	71	120	184	298	423	499	597	1023	73
Agree	50	63	49	46	42	37	45	55	49	74
Disagree	40	31	40	43	48	42	46	34	41	19
Don't know	11	6	11	10	10	21	9	12	11	7

Household Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K	$250K+
Sample	1096	79	147	174	137	138	213	19
Agree	50	51	53	54	47	57	48	49
Disagree	40	32	35	37	42	35	46	46
Don't know	11	17	11	10	11	8	6	5

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1096	188	281	385	242
Agree	50	51	46	52	50
Disagree	40	31	43	41	40
Don't know	11	19	11	7	10

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	1096	396	395	99	54	62
Agree	50	26	67	64	52	47
Disagree	40	64	25	20	43	41
Don't know	11	10	8	16	5	12

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New Central Library

'Please tell me if you agree or disagree if each of the following issues is important to Ottawa's development: A new central library'

[All Respondents]

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Age / Gender / Language

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	English	French
Sample	1096	71	120	184	298	423	499	597	1023	73
Agree	37	41	37	28	37	42	31	42	37	45
Disagree	56	56	54	63	57	50	62	51	57	40
Don't know	7	3	10	9	7	9	7	7	6	15

Household Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K	$250K+
Sample	1096	79	147	174	137	138	213	19
Agree	37	45	31	39	34	41	38	9
Disagree	56	51	57	55	62	53	57	90
Don't know	7	4	12	6	4	7	6	2

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1096	188	281	385	242
Agree	37	29	34	37	47
Disagree	56	65	58	55	48
Don't know	7	6	8	8	5

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	1096	396	395	99	54	62
Agree	37	23	53	53	33	20
Disagree	56	72	40	38	61	77
Don't know	7	5	7	9	6	3

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Transit Use Frequency

'How often do you take transit?'

[All Respondents]

Age / Gender / Language

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	English	French
Sample	1096	71	120	184	298	423	499	597	1023	73
Daily or more often	25	39	29	23	14	7	24	26	25	31
A couple of times a week	11	11	12	11	10	9	12	10	11	3
Weekly	6	8	6	3	4	8	7	5	6	3
Once every few weeks	11	12	7	11	15	9	11	10	11	4
Less than this	30	19	30	32	35	44	30	30	30	25
Never	17	11	16	20	22	23	16	18	16	34

Household Income

%	Total	<$20K	$20-$40K	$40-$60K	$60-$80K	$80-$100K	$100-$250K	$250K+
Sample	1096	79	147	174	137	138	213	19
Daily or more often	25	40	32	21	23	20	26	5
A couple of times a week	11	16	13	10	6	16	9	10
Weekly	6	1	17	6	5	8	4	0
Once every few weeks	11	17	3	10	10	9	6	10
Less than this	30	23	24	35	34	31	35	31
Never	17	2	11	18	23	16	19	44

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1096	188	281	385	242
Daily or more often	25	22	26	24	29
A couple of times a week	11	12	16	8	11
Weekly	6	9	7	5	6
Once every few weeks	11	18	11	10	6
Less than this	30	21	26	35	33
Never	17	19	15	19	15

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