

NEWS RELEASE



FOR IMMEDIATE RELEASE

Burch with slim lead for mayor in St. Catharines

Secord, Sendzik challenge

TORONTO OCTOBER 7th, 2014 - In a random sampling of public opinion taken by the Forum Poll among 729 St. Catharines voters, just less than a quarter say they will vote for Jeff Burch for mayor in the municipal election of October 27. This is followed by just fewer who will vote either for Peter Secord (15%) or Walter Sendzik (16%). Few will vote Mark Stevens (5%), Jim Fannon (3%) or for any other candidate (6%). The largest single group, about one third, are undecided (32%). Burch does especially well south of the QEW and east of Geneva Street (27%). He also does well among Liberals (31%) and New Democrats (29%), whereas Secord and Sendzik do well among provincial PC voters (24% and 23%, respectively). Burch does better among males (26%) than among females (19%).

Burch and Secord equally well known, Burch with higher approval

Both Burch and Secord have two thirds awareness each (68% each), but Burch's approval among those aware is higher, at two thirds (64%) than that for Secord (55%). Sendzik is known to 6-in-10 (59%) and has approval from about the same proportion of them (56%). Awareness and approval for Fannon and Stevens is lower than this.

Jobs and growth biggest issue in this election

Jobs and growth is seen to be the single most important issue in this election, cited by 3-in-10 (31%). This is followed by one quarter who mention low taxes (23%) and somewhat fewer who speak of opportunities for youth (15%). Downtown development (8%), ethics at city hall (7%) and solid waste disposal (2%) are not seen to be pressing issues. One tenth say something other than these items is the most important issue (11%). Among Burch supporters, the key issues are jobs and growth (26%), low taxes and opportunities for youth (19% each) and downtown development (14%). Among Secord voters, the biggest single issue is low taxes (41%) followed by jobs and growth (30%). Sendzik supporters are concerned with jobs and growth primarily (51%), as well as low taxes (13%) and youth opportunities (12%).

"When the undecideds are higher than the totals for any single candidate, you know the campaign hasn't settled into its final shape yet, but it appears Jeff Burch has the inside track for now," 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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TORONTO

October 7th, 2014

HIGHLIGHTS:

- Just less than a quarter say they will vote for Jeff Burch for mayor in the municipal election of October 27.
- Both Burch and Secord have two thirds awareness each (68% each), but Burch's approval among those aware is higher, at two thirds (64%) than that for Secord (55%).
- Jobs and growth is seen to be the single most important issue in this election, cited by 3-in-10 (31%).
- "When the undecideds are higher than the totals for any single candidate, you know the campaign hasn't settled into its final shape yet, but it appears Jeff Burch has the inside track for now," 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 729 randomly selected voters in St Catharines, Ontario. The poll was conducted on October 7th, 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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Mayoral Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Jeff Burch	64	36	68
Walter Sendzik	56	44	59
Peter Secord	55	45	68
Mark Stevens	46	54	43
Jim Fannon	46	54	41

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Burch / Fannon / Secord / Sendzik / Stevens

'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	729	78	73	120	166	292	326	403
Jeff Burch	22	22	25	21	24	21	26	19
Jim Fannon	3	3	3	4	3	4	4	3
Peter Secord	15	9	7	17	20	21	18	12
Walter Sendzik	16	9	18	16	23	20	16	16
Mark Stevens	5	8	3	7	5	2	3	7
some other candidate	6	9	8	3	2	5	5	7
Undecided	32	41	37	31	23	27	28	36

Region

%	Total	NW	NE	SE	SW
Sample	729	169	191	137	232
Jeff Burch	22	23	20	27	20
Jim Fannon	3	1	2	4	6
Peter Secord	15	16	19	17	10
Walter Sendzik	16	18	19	8	19
Mark Stevens	5	5	6	5	4
some other candidate	6	4	3	10	6
Undecided	32	33	31	29	35

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	729	216	212	135	32	38
Jeff Burch	22	18	31	29	16	6
Jim Fannon	3	3	2	3	14	10
Peter Secord	15	24	13	16	8	7
Walter Sendzik	16	23	26	6	23	9
Mark Stevens	5	3	2	6	12	4
some other candidate	6	3	1	3	13	30
Undecided	32	27	25	36	15	34

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Burch Approval

'Do you approve or disapprove of Jeff Burch?'

[Heard of Jeff Burch]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	516	46	56	86	120	208	242	274
Approve	64	61	70	66	63	61	62	65
Disapprove	36	39	30	34	37	39	38	35

Region

%	Total	NW	NE	SE	SW
Sample	516	122	137	101	156
Approve	64	60	63	66	65
Disapprove	36	40	37	34	35

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	516	160	166	85	27	20
Approve	64	55	69	67	60	50
Disapprove	36	45	31	33	40	50

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Secord Approval

'Do you approve or disapprove of Peter Secord?'

[Heard of Peter Secord]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	526	43	48	83	124	228	252	274
Approve	55	45	44	57	59	63	52	57
Disapprove	45	55	56	43	41	37	48	43

Region

%	Total	NW	NE	SE	SW
Sample	526	130	148	93	155
Approve	55	51	55	60	54
Disapprove	45	49	45	40	46

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	526	164	175	92	21	21
Approve	55	58	50	49	54	48
Disapprove	45	42	50	51	46	52

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Sendzik Approval

'Do you approve or disapprove of Walter Sendzik?'

[Heard of Walter Sendzik]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	457	40	43	82	101	191	220	237
Approve	56	51	62	52	60	56	49	63
Disapprove	44	49	38	48	40	44	51	37

Region

%	Total	NW	NE	SE	SW
Sample	457	110	117	79	151
Approve	56	55	51	43	67
Disapprove	44	45	49	57	33

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	457	141	159	77	22	15
Approve	56	62	59	39	54	69
Disapprove	44	38	41	61	46	31

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Fannon Approval

'Do you approve or disapprove of Jim Fannon?'

[Heard of Jim Fannon]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	319	23	36	59	76	125	154	165
Approve	46	41	44	56	41	45	38	54
Disapprove	54	59	56	44	59	55	62	46

Region

%	Total	NW	NE	SE	SW
Sample	319	73	88	62	96
Approve	46	37	38	43	61
Disapprove	54	63	62	57	39

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	319	92	110	54	20	13
Approve	46	38	43	51	59	41
Disapprove	54	62	57	49	41	59

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Stevens Approval

'Do you approve or disapprove of Mark Stevens?'

[Heard of Mark Stevens]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	316	31	34	63	70	118	156	160
Approve	46	43	41	51	46	47	37	56
Disapprove	54	57	59	49	54	53	63	44

Region

%	Total	NW	NE	SE	SW
Sample	316	74	95	54	93
Approve	46	38	38	51	56
Disapprove	54	62	62	49	44

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	316	86	106	65	14	10
Approve	46	44	44	38	58	54
Disapprove	54	56	56	62	42	46

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Most Important Issue

'Which of the following is the most important issue for you in this municipal election?'

[All Respondents]

Mayoral Vote Preference

%	Total	Jeff Burch	Jim Fannon	Peter Secord	Walter Sendzik	Mark Stevens	Some other candidate	Undecided
Sample	729	160	26	126	137	32	35	213
Jobs and growth	31	26	17	30	51	29	29	28
Keeping taxes low	23	19	37	41	13	2	22	23
Ethics and transparency at city hall	7	8	8	9	7	0	6	7
Downtown development	8	14	3	5	8	15	13	4
Opportunities for young people	15	19	12	7	12	24	8	16
Solid waste disposal	2	2	0	2	1	2	0	4
Something else	11	11	18	5	4	29	22	11
Don't know	4	1	5	2	4	0	0	8

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