

# NEWS RELEASE



## MEDIA INQUIRIES:

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## FOR IMMEDIATE RELEASE

### Majority disagree with cancelling Brampton LRT

#### Two thirds agree city needs an LRT

TORONTO November 23<sup>rd</sup> - In a random sampling of public opinion taken by the Forum Poll™ among 728 Brampton voters, the majority disagree with council's decision to cancel the LRT along Hurontario Street (52%), while just more than a quarter agree with the controversial decision (27%). One fifth don't have an opinion (21%).

Disagreeing with council's decision is characteristic of the youngest (59%), males (57%), higher income groups (\$80K to \$100K - 70%), Mayor Jeffrey voters (58%), provincial PC (59%) and NDP voters (64%), in the northeast quadrant of the city (as defined by Queen Street and Hurontario - 59%).

#### Two thirds say Brampton needs an LRT

Two thirds agree Brampton needs an LRT (64%), even more than are disappointed by council's decision, and those most likely to favour an LRT for the city are the mid aged (45 to 54 - 70%), those in the highest income brackets (\$80K to \$100K - 82%, \$100K to \$250K - 80%), Jeffrey voters (75%), provincial PC voters (71%) and those in the southeast quadrant of the city.

#### Two thirds disapprove of council's 7% raise

Two thirds of Brampton voters disapprove of council voting themselves a 7% raise (69%), and this is especially the case among the oldest (80%), the wealthiest (79%), Jeffrey (82%) and Sanderson voters (81%), provincial Liberals and property owners (77%) in the southeast quadrant of the city (79%).

#### Mayor Jeffrey's approvals still high

Mayor Jeffrey has the approval of 6-in-10 voters (59%), which is very positive, but not quite as high as when we last polled in January (January 15 - 66%). The Mayor is especially popular among the mid aged (45 to 54 - 68%), in mid income groups (\$60K to \$80K - 66%), among provincial PCs (67%) in the northeast quadrant of the city (65%) who are renters (65%). Her net favourable score (approve minus disapprove) is a positive +18, down from a very positive +32 in January.

#### Two thirds are happy with outcome of mayoral election

Two thirds of Brampton voters are happy with the mayoral election's outcome (64%), while just more were happy about this back in January (70%).

## TORONTO

November 23<sup>rd</sup>, 2015

## HIGHLIGHTS:

- The majority disagree with council's decision to cancel the LRT along Hurontario Street (52%).
- Two thirds agree Brampton needs an LRT (64%).
- Two thirds of Brampton voters disapprove of council voting themselves a 7% raise (69%).
- Mayor Jeffrey has the approval of 6-in-10 voters (59%), which is very positive, but not quite as high as when we last polled in January (January 15 - 66%).
- Two thirds of Brampton voters are happy with the mayoral election's outcome (64%).

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### Two thirds rate Jeffrey better mayor than Fennell

Two thirds of the voters in Brampton say Linda Jeffrey is a better mayor than Susan Fennell (67%), and as many as 4-in-10 say Jeffrey is a “much better mayor” (41%). Fewer than one in twenty says Fennell was a “much better mayor” than Jeffrey (4%).

### Very few think Brampton City Council is excellent

Fewer than one fifth give a positive performance rating to Brampton City Council (excellent - 3%, good - 15%), and as many as 3-in-10 say the council does a “poor” job (31%). Thinking this is common to males (39%), the very wealthiest (\$100K to \$250K - 39%), Sanderson voters (35%), provincial Liberals (35%), and property owners in the northeast quadrant of Brampton.

“It’s clear cancelling the LRT is seen as a mistake, and it appears to have reflected negatively on a mayor who had enjoyed vary favourable ratings from her constituents. The overall poor rating given to city council for the job is doing, however, has to be a matter of grave concern to the city,” 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

November 23<sup>rd</sup>, 2015

## HIGHLIGHTS:

- Two thirds of the voters in Brampton say Linda Jeffrey is a better mayor than Susan Fennell (67%).
- Fewer than one fifth give a positive performance rating to Brampton City Council (excellent - 3%, good - 15%), and as many as 3-in-10 say the council does a “poor” job (31%).
- “It’s clear cancelling the LRT is seen as a mistake, and it appears to have reflected negatively on a mayor who had enjoyed vary favourable ratings from her constituents. The overall poor rating given to city council for the job is doing, however, has to be a matter of grave concern to the city,” said Forum Research President, Dr. Lorne Bozinoff.

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## **TORONTO**

**November 23<sup>rd</sup>, 2015**

### **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 728 randomly selected voters in Brampton, Ontario. The poll was conducted on November 20<sup>th</sup>, 2015.

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](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**

**November 23<sup>rd</sup>, 2015**

### ***Jeffrey Approval***

*'Do you approve or disapprove of the job Linda Jeffrey is doing as mayor?'*

*[All Respondents]*

### ***Age / Gender***

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	728	51	98	141	204	234	356	372
Approve	59	57	54	68	61	58	58	60
Disapprove	41	43	46	32	39	42	42	40

### ***Income***

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	728	72	109	126	86	95	93
Approve	59	60	63	54	66	65	58
Disapprove	41	40	37	46	34	35	42

### ***Last Mayoral Vote***

%	Total	Susan Fennell	Linda Jeffrey	John Sanderson	Someone else
Sample	728	79	325	119	107
Approve	59	61	69	39	50
Disapprove	41	39	31	61	50

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**TORONTO**

**November 23<sup>rd</sup>, 2015**

**Mayoral Election Outcome**

*'Are you happy or unhappy with the outcome of the mayoral election in October 2014?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	728	51	98	141	204	234	356	372
Happy with the outcome	64	64	62	73	61	61	68	61
Unhappy with the outcome	27	28	29	20	32	31	25	29
Don't know	8	8	9	7	6	9	7	9

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	728	72	109	126	86	95	93
Happy with the outcome	64	47	62	67	56	78	73
Unhappy with the outcome	27	39	32	26	31	20	19
Don't know	8	14	6	7	13	2	8

**Last Mayoral Vote**

%	Total	Susan Fennell	Linda Jeffrey	John Sanderson	Someone else
Sample	728	79	325	119	107
Happy with the outcome	64	57	82	52	43
Unhappy with the outcome	27	38	14	44	51
Don't know	8	5	4	4	6

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**TORONTO**

**November 23<sup>rd</sup>, 2015**

**Major Jeffrey and Mayor Fennell**

*‘How would you compare Mayor Jeffrey to Mayor Fennell?’*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	728	51	98	141	204	234	356	372
Linda Jeffrey is a much better mayor than Susan Fennell	41	45	32	44	38	43	46	36
Linda Jeffrey is a somewhat better mayor than Susan Fennell	26	21	31	29	25	26	21	31
Susan Fennell was a somewhat better mayor than Linda Jeffrey	9	8	10	5	10	12	8	9
Susan Fennell was a much better mayor than Linda Jeffrey	4	3	7	3	7	3	5	4
Don't know	20	23	20	19	20	17	20	20

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	728	72	109	126	86	95	93
Linda Jeffrey is a much better mayor than Susan Fennell	41	32	42	44	36	51	40
Linda Jeffrey is a somewhat better mayor than Susan Fennell	26	25	26	23	35	26	18
Susan Fennell was a somewhat better mayor than Linda Jeffrey	9	11	1	14	5	6	10
Susan Fennell was a much better mayor than Linda Jeffrey	4	2	7	5	6	3	3
Don't know	20	30	23	14	18	14	28

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### Last Mayoral Vote

%	Total	Susan Fennell	Linda Jeffrey	John Sanderson	Someone else
Sample	728	79	325	119	107
Linda Jeffrey is a much better mayor than Susan Fennell	41	11	55	37	28
Linda Jeffrey is a somewhat better mayor than Susan Fennell	26	25	28	36	23
Susan Fennell was a somewhat better mayor than Linda Jeffrey	9	25	3	12	10
Susan Fennell was a much better mayor than Linda Jeffrey	4	14	1	1	5
Don't know	20	25	12	15	34

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### **LRT: Council's Decision**

*'Do you agree or disagree with council's decision to cancel the LRT along Hurontario Street?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	728	51	98	141	204	234	356	372
Agree	27	16	24	30	36	44	29	25
Disagree	52	59	52	55	45	40	57	48
Don't know	21	25	23	15	19	16	14	27

### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	728	72	109	126	86	95	93
Agree	27	24	24	30	27	23	35
Disagree	52	44	51	49	51	70	52
Don't know	21	32	25	21	22	7	13

### **Last Mayoral Vote**

%	Total	Susan Fennell	Linda Jeffrey	John Sanderson	Someone else
Sample	728	79	325	119	107
Agree	27	20	27	45	24
Disagree	52	52	58	48	48
Don't know	21	29	15	6	28

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### ***Brampton LRT***

*'Do you agree or disagree Brampton needs an LRT?'*

*[All Respondents]*

### ***Age / Gender***

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	728	51	98	141	204	234	356	372
Agree	64	64	69	70	59	48	67	60
Disagree	19	15	18	19	22	29	21	17
Don't know	17	21	13	11	19	22	12	22

### ***Income***

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	728	72	109	126	86	95	93
Agree	64	37	56	61	66	82	80
Disagree	19	23	21	22	19	15	19
Don't know	17	39	23	17	15	4	1

### ***Last Mayoral Vote***

%	Total	Susan Fennell	Linda Jeffrey	John Sanderson	Someone else
Sample	728	79	325	119	107
Agree	64	65	75	62	51
Disagree	19	13	16	28	18
Don't know	17	22	9	9	31

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## **TORONTO**

**November 23<sup>rd</sup>, 2015**

### **City Council Raise**

*'Brampton city council recently voted themselves a 7% raise. Do you approve or disapprove of this?'*

[All Respondents]

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	728	51	98	141	204	234	356	372
Approve	12	15	14	9	9	7	12	11
Disapprove	69	51	75	76	78	80	72	66
Don't know	20	34	11	15	13	13	16	23

### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	728	72	109	126	86	95	93
Approve	12	14	20	8	14	6	17
Disapprove	69	55	63	77	66	67	79
Don't know	20	31	18	15	21	27	4

### **Last Mayoral Vote**

%	Total	Susan Fennell	Linda Jeffrey	John Sanderson	Someone else
Sample	728	79	325	119	107
Approve	12	7	9	6	8
Disapprove	69	60	82	81	61
Don't know	20	33	9	12	31

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## TORONTO

November 23<sup>rd</sup>, 2015

### *Brampton City Council*

*'How would you rate the job Brampton city council is doing?'*

*[All Respondents]*

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	728	51	98	141	204	234	356	372
Excellent	3	4	4	1	2	3	5	2
Good	15	14	14	16	18	14	18	13
Fair	46	49	43	45	40	47	36	54
Poor	31	29	34	31	30	33	39	24
Don't know	5	3	4	6	10	3	2	7

#### **Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	728	72	109	126	86	95	93
Excellent	3	13	3	3	0	1	0
Good	15	10	25	16	14	13	24
Fair	46	53	36	35	68	47	35
Poor	31	20	30	38	18	35	39
Don't know	5	5	6	8	1	3	2

#### **Last Mayoral Vote**

%	Total	Susan Fennell	Linda Jeffrey	John Sanderson	Someone else
Sample	728	79	325	119	107
Excellent	3	0	2	2	5
Good	15	22	16	10	4
Fair	46	39	42	50	52
Poor	31	30	35	37	34
Don't know	5	9	4	1	6

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