

NEWS RELEASE



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TORONTO

August 9th, 2014

HIGHLIGHTS:

- 7-in-10 want Mayor Susan Fennell to resign (69%), and even more disapprove of the way she's doing her job (79%).
- One half the voters in Brampton believe crimes were committed during the spending controversy (51%).
- When four possible candidates for mayor are tested, former provincial Cabinet Minister Linda Jeffrey is in the lead with 4-in-10 votes (39%), compared to one quarter for city councillor John Sanderson (24%).

FOR IMMEDIATE RELEASE

7-in-10 want Fennell to resign

8-in-10 disapprove of the job she's doing

TORONTO August 9th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 1178 Brampton voters, as many as 7-in-10 want Mayor Susan Fennell to resign (69%), and even more disapprove of the way she's doing her job (79%). Demands for her resignation are especially common to Boomer voters (55 to 64 - 74%), males (73%), South Asians (75%), past provincial PC voters (73%) and NDP supporters (84%) and those living east of Hurontario and north of Queen Street (74%). Characteristics of those who disapprove of her performance in office are similar to those who want her to resign. Disapproval of the Mayor has increased since the last time we polled this question (April, 2014 - 71%). One fifth approve of her performance (21%), and a similar proportion think she should stay in office (23%) while one tenth don't know if she should or not (8%). Those who approve of her performance tend to be younger (35 to 44 - 29%), of British Isles origin (32%), those with kids (26%) and those in the southwest of the city. Those who don't want Fennell to resign are especially likely to be of British Isles origin (37%).

One half believe crimes were committed

One half the voters in Brampton believe crimes were committed during the spending controversy (51%) and this is especially the case among the youngest (57%), males (57%), higher income groups (\$80K to \$100K - 59%), South Asians (56%), those of Caribbean origin (60%), provincial PC and NDP voters (57% each), those north of Queen and east of Hurontario (56%) and those south of Queen and west of Hurontario (55%). One sixth don't think crimes were committed (15%) and as many as one third have no opinion (34%). This is in contrast to this spring, when as many as 6-in-10 thought crimes had been committed (60%), one quarter thought not (23%) and one sixth or so didn't know (17%). In other words, voters are less certain now than earlier that crimes were committed in the spending controversy.

Linda Jeffrey leads in mayoral race

When four possible candidates for mayor are tested, former provincial Cabinet Minister Linda Jeffrey is in the lead with 4-in-10 votes (39%), compared to one quarter for city councillor John Sanderson (24%). Mayor Fennell gathers just more than a tenth of the vote (13%) and Gurratan Singh claims less than this (8%). One seventh have no opinion (16%). These vote shares are similar to those noted in the spring (April 28 - Jeffrey - 37%, Sanderson - 24%, Fennell - 17%, Singh - 8%).

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Jeffrey's support is common to Gen X (45 to 54 - 44%), higher income groups (\$80K to \$100K - 48%), the best educated (post grad - 45%), South Asians (44%) and those of Caribbean descent (45%), provincial Liberals (48%) and NDP voters (54%) and those north of Queen and east of Hurontario (45%). Sanderson sees his support among the oldest (34%), the least wealthy and the wealthiest (31% each), the least educated (32%), those of British Isles background (37%), past PC voters (37%) and in the southwest quadrant of the city (31%). Fennell retains her slim support especially among the least wealthy (20%), among those of British Isles extraction (26%) and those with kids (18%), Gurratan Singh finds his support among the best educated (12%) and South Asians (20%).

Linda Jeffrey with highest approval

Two thirds are aware of Linda Jeffrey (65%), but her approval among this group is characteristic of three quarters (72%). One half are aware of John Sanderson (49%) and two thirds approve of him (64%). Gurratan Singh is known to just one fifth (22%), and his approval is at just less than a half (45%). As stated earlier, Susan Fennell's approval is at one fifth (21%).

"I don't know how much lower Susan Fennell can go in approval ratings, and the calls for her resignation are mounting. She can't prevail against Linda Jeffrey in the mayoral race, so her participation at this point will be strictly symbolic," 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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- Two thirds are aware of Linda Jeffrey (65%), but her approval among this group is characteristic of three quarters (72%).
- "I don't know how much lower Susan Fennell can go in approval ratings, and the calls for her resignation are mounting. She can't prevail against Linda Jeffrey in the mayoral race, so her participation at this point will be strictly symbolic," 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 1178 randomly selected Brampton resident 18 years of age and older. The poll was conducted on August 7-8th, 2014.

Results based on the total sample are considered accurate $\pm 3\%$, 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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Mayor Susan Fennell Approval - Trending

%	Sample	Approve	Disapprove
August 7-8, 2014	1178	21	78
April 27, 2014	822	28	72
Mar 29, 2014	899	29	71

2-Way Mayoral Trial Heats Trending

Fennell vs. Jeffrey

%	Sample	Susan Fennell	Linda Jeffrey	Don't Know
August 7-8, 2014	1178	17	64	20
April 27, 2014	822	23	60	17
Mar 29, 2014	1019	20	61	19

4-Way Mayoral Trial Heats Trending

Fennell vs Jeffrey vs Sanderson vs Singh

%	Sample	Susan Fennell	John Sanderson	Gurratan Singh	Linda Jeffrey	Don't Know
August 7-8, 2014	1178	13	24	8	39	16
April 27, 2014	822	17	24	8	37	14
Mar 29, 2014	1019	17	25	11	35	12

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Fennell / Jeffrey

'If a mayoral election were held today, who would you vote for if the candidates were Susan Fennell and Linda Jeffrey?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1178	88	144	295	296	355	540	638
Susan Fennell	17	20	18	14	14	15	17	16
Linda Jeffrey	64	61	60	68	68	65	63	64
Don't know	20	19	22	18	19	21	20	20

Region

%	Total	NW	NE	SW	SE
Sample	1178	236	440	203	209
Susan Fennell	17	18	12	18	19
Linda Jeffrey	64	59	69	66	66
Don't know	20	23	19	16	15

Ethnicity

%	Total	CAN	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	Other
Sample	1178	598	92	148	124	57	100	7	52
Susan Fennell	17	18	27	14	16	15	15	11	6
Linda Jeffrey	64	63	59	60	62	66	65	55	77
Don't know	20	18	14	26	22	19	19	34	18

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1178	90	194	172	151	129	167	22
Susan Fennell	17	28	20	17	15	10	19	13
Linda Jeffrey	64	54	59	55	66	72	70	64
Don't know	20	19	20	27	18	17	11	23

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Fennel / Jeffrey / Sanderson / Singh

'If a mayoral election were held today, who would you vote for if the candidates were Susan Fennel, Linda Jeffrey, John Sanderson and Gurratan Singh?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1178	88	144	295	296	355	540	638
Susan Fennell	13	16	15	9	12	11	14	12
John Sanderson	24	24	15	23	32	34	26	23
Gurratan Singh	8	10	10	5	5	3	8	8
Linda Jeffrey	39	35	39	44	40	40	39	39
Don't know	16	15	20	18	11	12	13	19

Region

%	Total	NW	NE	SW	SE
Sample	1178	236	440	203	209
Susan Fennell	13	11	10	17	14
John Sanderson	24	20	25	33	31
Gurratan Singh	8	7	8	2	2
Linda Jeffrey	39	39	45	35	35
Don't know	16	22	11	13	18

Ethnicity

%	Total	CAN	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	Other
Sample	1178	598	92	148	124	57	100	7	52
Susan Fennell	13	14	26	8	9	12	16	11	13
John Sanderson	24	30	37	24	8	19	14	18	28
Gurratan Singh	8	3	4	6	20	17	10	0	11
Linda Jeffrey	39	39	29	37	44	34	45	25	38
Don't know	16	14	5	25	19	18	16	47	10

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Household Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Sample	1178	90	194	172	151	129	167	22
Susan Fennell	13	20	17	12	16	10	11	13
John Sanderson	24	20	31	19	26	22	31	20
Gurratan Singh	8	7	3	9	6	5	6	2
Linda Jeffrey	39	38	33	41	38	48	38	46
Don't know	16	14	16	20	14	15	14	19

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Approval of Linda Jeffrey

'Do you approve or disapprove of Linda Jeffrey?'

[Heard of Linda Jeffrey]

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Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	848	50	87	210	218	283	393	455
Approve	72	62	85	76	70	68	68	76
Disapprove	28	38	15	24	30	32	32	24

Region

%	Total	NW	NE	SW	SE
Sample	848	153	347	139	162
Approve	72	73	76	63	73
Disapprove	28	27	24	37	27

Ethnicity

%	Total	Can	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	Other
Sample	848	464	84	100	81	26	64	2	27
Approve	72	68	60	75	73	95	92	100	66
Disapprove	28	32	40	25	27	5	8	0	34

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	848	49	124	120	104	102	129	20
Approve	72	65	78	69	79	82	72	64
Disapprove	28	35	22	31	21	18	28	36

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Approval of John Sanderson

'Do you approve or disapprove of John Sanderson?'

[Heard of John Sanderson]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	646	36	59	139	174	238	307	339
Approve	64	62	57	66	68	70	58	71
Disapprove	36	38	43	34	32	30	42	29

Region

%	Total	NW	NE	SW	SE
Sample	646	104	252	119	137
Approve	64	65	66	59	64
Disapprove	36	35	34	41	36

Ethnicity

%	Total	CAN	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	Other
Sample	646	385	58	81	43	16	39	3	21
Approve	64	66	68	76	31	57	78	100	72
Disapprove	36	34	32	24	69	43	22	0	28

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	646	38	95	92	77	69	102	16
Approve	64	61	69	62	55	50	78	56
Disapprove	36	39	31	38	45	50	22	44

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Approval of Singh

'Do you approve or disapprove of Gurratan Singh?'

[Heard of Gurratan Singh]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	220	24	28	67	48	53	104	116
Approve	45	41	57	42	47	38	36	54
Disapprove	55	59	43	58	53	62	64	46

Region

%	Total	NW	NE	SW	SE
Sample	220	44	78	32	44
Approve	45	60	45	12	37
Disapprove	55	40	55	88	63

Ethnicity

%	Total	CAN	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	Other
Sample	220	100	16	26	32	13	16	1	16
Approve	45	35	58	40	61	50	52	100	32
Disapprove	55	65	42	60	39	50	48	0	68

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	220	22	38	35	30	22	26	5
Approve	45	47	35	61	46	37	46	34
Disapprove	55	53	65	39	54	63	54	66

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Approval of Susan Fennell

‘Overall do you approve or disapprove of the job Susan Fennell is doing as Mayor of Brampton?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1178	88	144	295	296	355	540	638
Approve	21	22	29	17	17	19	19	24
Disapprove	79	78	71	83	83	81	81	76

Region

%	Total	NW	NE	SW	SE
Sample	1178	236	440	203	209
Approve	21	23	17	25	16
Disapprove	79	77	83	75	84

Ethnicity

%	Total	CAN	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	Other
Sample	1178	598	92	148	124	57	100	7	52
Approve	21	18	32	16	24	20	25	45	36
Disapprove	79	82	68	84	76	80	75	55	64

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1178	90	194	172	151	129	167	22
Approve	21	22	29	23	21	15	19	15
Disapprove	79	78	71	77	79	85	81	85

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Fennell Resignation

'Do you think Mayor Susan Fennell should resign or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1178	88	144	295	296	355	540	638
Think she should resign	69	69	67	67	74	72	73	66
Do not think she should resign	23	24	21	24	20	21	22	23
Don't know	8	7	11	9	6	6	5	11

Region

%	Total	NW	NE	SW	SE
Sample	1178	236	440	203	209
Think she should resign	69	68	74	70	68
Do not think she should resign	23	25	19	24	22
Don't know	8	7	7	6	10

Ethnicity

%	Total	CAN	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	Other
Sample	1178	598	92	148	124	57	100	7	52
Think she should resign	69	71	58	63	75	72	77	55	57
Do not think she should resign	23	23	37	24	17	23	15	11	27
Don't know	8	6	5	12	7	5	8	34	16

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1178	90	194	172	151	129	167	22
Think she should resign	69	68	70	72	72	71	63	72
Do not think she should resign	23	22	24	18	21	25	24	25
Don't know	8	9	5	11	7	4	13	2

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Spending Controversy Crimes

'As far as you know, were any crimes committed during the current spending controversy or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1178	88	144	295	296	355	540	638
No crimes were committed	15	15	15	15	17	16	14	16
Crimes were committed	51	57	51	46	51	46	57	45
Don't know	34	28	35	40	32	39	28	39

Region

%	Total	NW	NE	SW	SE
Sample	1178	236	440	203	209
No crimes were committed	15	18	12	13	19
Crimes were committed	51	43	56	55	52
Don't know	34	39	32	32	29

Ethnicity

%	Total	CAN	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	Other
Sample	1178	598	92	148	124	57	100	7	52
No crimes were committed	15	17	24	13	9	11	11	48	17
Crimes were committed	51	51	46	45	56	50	60	11	51
Don't know	34	32	30	42	35	39	29	41	32

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1178	90	194	172	151	129	167	22
No crimes were committed	15	15	12	14	15	15	17	22
Crimes were committed	51	56	55	45	53	59	53	63
Don't know	34	29	33	40	32	27	30	15

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