

NEWS RELEASE



FOR IMMEDIATE RELEASE

Matt Brown with lead for mayor, Paul Cheng in 2nd

Two thirds approve of downtown capital projects, Official Plan

TORONTO September 4th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 737 London, Ontario voters, one third will vote for Matt Brown (32%) in the municipal election of October 27, while one fifth will vote Paul Cheng (19%). No other candidate polls in the double digits (Joe Swan - 9%, Roger Caranci - 8%, Arnon Kaplansky - 1%). Few will vote for other candidates (5%) and one quarter are undecided (26%). Matt Brown's support is common to Gen X (45 to 54 - 44%), males (35%), the wealthiest (\$80K to \$100K - 44%, \$100K to \$250K - 43%), among property owners (35%), the best educated (post grad - 52%), provincial Liberals (38%) and west of Wellington Road and Richmond Street. Paul Cheng's vote is characteristic of the youngest (29%), the least educated (25%) and provincial PC voters (29%).

Matt Brown with highest approval

Among the three quarters who are aware of him (74%), Matt Brown has approval from 7-in-10 (70%). There is almost universal awareness for Joe Swan (89%) but his approval is as low as one quarter (27%), Seven-in-ten know of Roger Caranci (70%), but his approval is just middling (41%). Fewer know of Paul Cheng (59%) and two thirds approve of him (65%). Arnon Kaplansky is known to few (32%), and his approval is very low (27%).

Two thirds approve of downtown revitalization capital projects

Two thirds (64%) approve of downtown capital-intensive revitalization projects, and this support is common to the youngest (69%), the wealthy (\$60K to \$80K - 78%) and the wealthiest (\$100K to \$250K - 76%), among renters (69%), provincial Liberals (79%), north of York Street and west of Richmond Street (72%) and among Matt Brown supporters (83%), but not among Cheng partisans (44%).

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TORONTO

September 4th, 2014

HIGHLIGHTS:

- One third will vote for Matt Brown (32%) in the municipal election of October 27, while one fifth will vote Paul Cheng (19%).
- No other candidate polls in the double digits (Joe Swan - 9%, Roger Caranci - 8%, Arnon Kaplansky - 1%).
- Among the three quarters who are aware of him (74%), Matt Brown has approval from 7-in-10 (70%).
- There is almost universal awareness for Joe Swan (89%) but his approval is as low as one quart (27%)
- Two thirds (64%) approve of downtown capital-intensive revitalization projects.

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Two thirds approve of Official Plan

Two thirds of London voters approve of the city's official plan, calling for downtown densification and containing urban sprawl (65%), and approval is characteristic of the oldest (69%), males (70%), the wealthiest (84%), the best educated (post grad - 77%), those with children (89%), provincial Liberals (81%), in the south west of the city (72%) and among Matt Brown supporters (81%) and Caranci partisans (76% - caution: small sample size).

One half want a city integrity commissioner

One half approve of the idea of appointing a city integrity commissioner (52%), while just more than a third do not approve (37%). One tenth have no opinion (11%). Approving of the idea is common to mid-income groups (\$60K to \$80K - 63%), property owners (57%), the best educated (post grad - 61%), provincial Liberals (66%) and Caranci supporters (72% - caution: small sample size).

Majority think London right size now

The majority of voters agree London is the right size now (57%), while one third think it needs to grow (35%), and just one tenth have no opinion (8%). Wanting a bigger city is characteristic of Gen Y (35 to 44 - 44%), males (44%), the wealthiest (\$100K to \$250K - 49%), those with children (41%), Liberals (51%) and Caranci voters (61% - caution: small sample size).

Jobs and growth most important issue in campaign

Jobs and growth is the most important issue in this campaign (38%), followed by about half this proportion for keeping taxes low (20%) and integrity and transparency at city hall (19%). Other issues are not seen to be as important (opportunities for youth - 7%, containing urban sprawl - 6%, downtown densification - 3%, something else - 6%). Matt Brown voters are equally concerned with jobs and growth (31%) and transparency at city hall (28%), and also keeping taxes low (12%) and containing urban sprawl (11%). Paul Cheng voters are most concerned with keeping taxes low (37%), followed by jobs and growth (31%), Caranci voters concern themselves almost completely with jobs and growth (55% - caution: small base size), while Swan voters want jobs, growth and low taxes (28% each - caution: small base size).

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HIGHLIGHTS:

- Two thirds of London voters approve of the city's official plan, calling for downtown densification and containing urban sprawl (65%).
- One half approve of the idea of appointing a city integrity commissioner (52%), while just more than a third do not approve (37%).
- The majority of voters agree London is the right size now (57%), while one third think it needs to grow (35%), and just one tenth have no opinion (8%).
- Jobs and growth is the most important issue in this campaign (38%), followed by about half this proportion for keeping taxes low (20%) and integrity and transparency at city hall (19%).

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"It appears Matt Brown has appealed to what we call the "new Liberals" who have rejected the Fontana years, while the old guard seems to have coalesced around Joe Swan. Paul Cheng appeals to the Conservative minority in what is traditionally a Liberal town, which clearly espouses small "l" liberal ideas on development," 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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HIGHLIGHTS:

- "It appears Matt Brown has appealed to what we call the "new Liberals" who have rejected the Fontana years, while the old guard seems to have coalesced around Joe Swan. Paul Cheng appeals to the Conservative minority in what is traditionally a Liberal town, which clearly espouses small "l" liberal ideas on development," 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 737 randomly selected voters in London, Ontario. The poll was conducted on September 4th, 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

Mayoral Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Matt Brown	70	30	74
Paul Cheng	65	35	59
Roger Caranci	41	59	70
Arnon Kaplansky	27	73	32
Joe Swan	27	73	89

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Mayoral Vote Preference

'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	737	41	71	122	202	301	313	424
Joe Swan	9	7	11	9	11	10	12	7
Matt Brown	32	19	26	44	37	42	35	29
Roger Caranci	8	9	8	6	7	6	10	5
Paul Cheng	19	29	9	13	18	15	19	18
Arnon Kaplansky	1	0	3	1	1	1	1	0
Some other candidate	5	9	8	2	2	2	6	5
Undecided	26	27	35	24	24	23	16	36

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	737	66	122	97	88	77	113	20
Joe Swan	9	12	7	5	3	4	14	24
Matt Brown	32	19	30	29	36	44	43	17
Roger Caranci	8	6	4	1	21	13	5	0
Paul Cheng	19	14	22	18	16	16	15	45
Arnon Kaplansky	1	1	0	1	0	0	1	0
Some other candidate	5	21	1	2	2	3	3	3
Undecided	26	26	37	44	22	20	19	10

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	737	168	193	252	124
Joe Swan	9	15	8	8	6
Matt Brown	32	21	33	30	52
Roger Caranci	8	12	11	4	5
Paul Cheng	19	25	18	17	15
Arnon Kaplansky	1	0	1	1	1
Some other candidate	5	1	12	6	0
Undecided	26	26	16	34	22

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Joe Swan Approval

'Do you approve or disapprove of Joe Swan?'

[Heard of Joe Swan]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	694	32	66	114	197	285	292	402
Approve	27	12	42	33	26	28	27	27
Disapprove	73	88	58	67	74	72	73	73

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	694	56	116	90	87	74	109	17
Approve	27	37	37	28	11	21	34	1
Disapprove	73	63	63	72	89	79	66	99

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	694	158	176	242	118
Approve	27	30	25	29	18
Disapprove	73	70	75	71	82

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	694	201	192	192	24	42
Approve	27	23	28	29	14	27
Disapprove	73	77	72	71	86	73

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Matt Brown Approval

'Do you approve or disapprove of Matt Brown?'

[Heard of Matt Brown]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	593	28	46	103	166	250	256	337
Approve	70	60	65	79	68	79	69	71
Disapprove	30	40	35	21	32	21	31	29

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	593	40	88	82	78	67	98	16
Approve	70	64	84	64	70	76	77	39
Disapprove	30	36	16	36	30	24	23	61

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	593	122	157	204	110
Approve	70	63	65	74	77
Disapprove	30	37	35	26	23

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	593	180	157	167	22	36
Approve	70	59	74	76	62	71
Disapprove	30	41	26	24	38	29

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Roger Caranci Approval

'Do you approve or disapprove of Roger Caranci?'

[Heard of Roger Caranci]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	579	26	49	100	171	233	258	321
Approve	41	44	38	41	40	40	39	43
Disapprove	59	56	62	59	60	60	61	57

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	579	38	87	83	76	68	98	14
Approve	41	32	54	38	54	42	38	5
Disapprove	59	68	46	62	46	58	62	95

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	579	120	144	211	104
Approve	41	50	40	43	29
Disapprove	59	50	60	57	71

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	579	166	166	165	18	36
Approve	41	31	46	48	33	35
Disapprove	59	69	54	52	67	65

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Paul Cheng Approval

'Do you approve or disapprove of Paul Cheng?'

[Heard of Paul Cheng]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	459	24	29	86	137	183	211	248
Approve	65	62	58	70	62	73	64	67
Disapprove	35	38	42	30	38	27	36	33

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	459	27	66	70	61	48	80	14
Approve	65	76	85	68	52	66	55	72
Disapprove	35	24	15	32	48	34	45	28

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	459	93	115	159	92
Approve	65	70	54	73	60
Disapprove	35	30	46	27	40

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	459	148	133	118	15	25
Approve	65	72	52	67	92	81
Disapprove	35	28	48	33	8	19

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Arnon Kaplansky Approval

'Do you approve or disapprove of Arnon Kaplansky?'

[Heard of Arnon Kaplansky]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	260	12	18	45	83	102	122	138
Approve	27	31	44	22	23	22	17	38
Disapprove	73	69	56	78	77	78	83	62

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	260	14	36	45	33	35	48	7
Approve	27	33	49	26	8	13	15	51
Disapprove	73	67	51	74	92	87	85	49

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	260	48	72	88	52
Approve	27	10	23	28	43
Disapprove	73	90	77	72	57

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	260	82	77	65	13	13
Approve	27	30	12	29	29	41
Disapprove	73	70	88	71	71	59

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City Funds Spent on Downtown Revitalization Approval

‘Do you approve or disapprove of council spending city funds on downtown revitalization capital projects?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	737	41	71	122	202	301	313	424
Approve	64	69	60	65	57	61	66	62
Disapprove	30	31	36	24	35	26	30	30
Don't know	6	0	4	11	8	13	4	8

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	737	66	122	97	88	77	113	20
Approve	64	57	63	54	78	69	76	44
Disapprove	30	38	32	39	17	26	19	56
Don't know	6	5	5	7	5	6	5	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	737	168	193	252	124
Approve	64	60	61	66	67
Disapprove	30	33	30	29	28
Don't know	6	7	9	5	6

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	737	210	201	201	26	43
Approve	64	52	79	61	66	64
Disapprove	30	38	17	34	31	28
Don't know	6	10	5	6	3	8

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London Official Plan Approval

'London's Official Plan calls for greater densification in the city's core and containing urban sprawl for expected growth to a population of about 450,000 in the next 20 years. Do you approve or disapprove of this plan?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	737	41	71	122	202	301	313	424
Approve	65	61	61	72	68	69	70	62
Disapprove	22	27	26	16	21	17	26	19
Don't know	13	12	14	12	12	15	5	20

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	737	66	122	97	88	77	113	20
Approve	65	60	61	64	82	73	84	29
Disapprove	22	31	19	21	11	16	11	68
Don't know	13	9	20	16	6	11	4	3

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	737	168	193	252	124
Approve	65	59	59	68	77
Disapprove	22	24	30	21	12
Don't know	13	17	11	12	11

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	737	210	201	201	26	43
Approve	65	68	81	64	50	39
Disapprove	22	24	11	23	1	47
Don't know	13	7	8	13	48	15

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City Integrity Commissioner Appointment Approval

'Would you approve or disapprove of the appointment of a City Integrity Commissioner?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	737	41	71	122	202	301	313	424
Approve	52	55	46	52	53	50	53	51
Disapprove	37	38	38	35	36	39	38	36
Don't know	11	8	16	13	11	10	9	13

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	737	66	122	97	88	77	113	20
Approve	52	37	50	61	63	56	58	30
Disapprove	37	55	28	36	34	35	35	70
Don't know	11	8	22	3	2	9	7	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	737	168	193	252	124
Approve	52	53	44	51	61
Disapprove	37	35	40	38	34
Don't know	11	12	16	10	5

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	737	210	201	201	26	43
Approve	52	42	66	56	50	25
Disapprove	37	48	29	32	43	56
Don't know	11	10	5	12	7	19

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London Size

'Do you think London is the right size and kind of city now, or do you think London needs to be bigger?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	737	41	71	122	202	301	313	424
Right size and kind of city now	57	55	46	57	61	64	52	61
Needs to be bigger	35	37	44	33	33	27	44	27
Don't know	8	8	10	10	6	9	4	12

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	737	66	122	97	88	77	113	20
Right size and kind of city now	57	54	60	52	59	52	43	85
Needs to be bigger	35	40	36	39	39	31	49	12
Don't know	8	6	4	10	1	16	8	2

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	737	168	193	252	124
Right size and kind of city now	57	59	63	52	57
Needs to be bigger	35	32	32	39	32
Don't know	8	9	5	9	11

Provincial Party Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	737	210	201	201	26	43
Right size and kind of city now	57	58	44	65	38	70
Needs to be bigger	35	36	51	29	21	22
Don't know	8	6	5	6	41	8

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Most Important Issue

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	737	41	71	122	202	301	313	424
Jobs and growth	38	47	39	39	31	29	37	40
Integrity and transparency at city hall	19	10	16	20	27	33	17	21
Keeping taxes low	20	23	24	14	19	16	25	14
Downtown densification	3	4	3	3	1	2	3	3
Opportunities for young people	7	2	13	10	8	8	4	10
Containing urban sprawl	6	3	1	7	10	9	6	5
Something else	6	11	4	6	3	3	7	5
Don't know	1	0	0	1	1	2	0	1

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	737	66	122	97	88	77	113	20
Jobs and growth	38	51	36	26	49	37	40	33
Integrity and transparency at city hall	19	11	17	24	14	29	20	12
Keeping taxes low	20	16	28	29	13	13	21	23
Downtown densification	3	1	4	5	6	6	0	0
Opportunities for young people	7	14	7	4	4	5	8	2
Containing urban sprawl	6	2	5	8	9	6	7	4
Something else	6	5	1	2	5	3	4	26
Don't know	1	0	1	1	1	1	0	0

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NEWS RELEASE



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Mayoral Candidate Preference

%	Total	Joe Swan	Matt Brown	Roger Caranci	Paul Cheng	Arnon Kaplansky	Some other candidate	Undecided
Sample	737	73	285	48	114	6	23	188
Jobs and growth	38	28	31	55	31	47	71	45
Integrity and transparency at city hall	19	13	28	18	14	0	16	17
Keeping taxes low	20	28	12	11	37	0	1	20
Downtown densification	3	4	4	9	0	0	0	1
Opportunities for young people	7	3	9	3	7	53	9	6
Containing urban sprawl	6	5	11	3	3	0	1	3
Something else	6	18	5	2	8	0	0	6
Don't know	1	2	0	0	0	0	1	1

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