

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE

Mahoney and Crombie Still Tied in Race to Replace Hazel

Crombie seen to continue McCallion's legacy

TORONTO JULY 25th, 2014 – In a random sampling of public opinion taken by the Forum Poll™ among 946 Mississauga voters, relatively equal proportions will vote for Steve Mahoney (31%) or Bonnie Crombie (29%) in October's mayoral election, and this is the same situation which applied in April (27% and 25%, respectively). The Crombie voter is a Boomer (55 to 64 - 33%), male (32%), in a higher income group (\$80K to \$100K - 35%, \$100K to \$250K - 37%), the best educated (post grad - 36%), South Asian (46%), a mother with children (33%), voted Liberal in the last provincial election (38%) and lives north of Eglinton Avenue (38%). The Mahoney voter is Gen X (45 to 54 - 35%) or a Boomer (55 to 64 - 37%), or a senior (65+ - 41%), in a middle income group (\$60K to \$80K - 43%), the least educated (39%), British or British Isles ethnic origin (54%), Caribbean (43%), a provincial PC voter (41%) and lives west of Hurontario Street (38%).

Candidates matched on attributes

Both candidates are matched on most attributes, with the exception that Crombie is slightly preferred (25%) to Mahoney (21%) for carrying on Hazel McCallion's legacy. On other attributes, the candidates do not differ strongly (best able to handle budget, Mahoney 25%, Crombie 24%; best plan for transit, Mahoney and Crombie - 19% each; keep taxes low, Mahoney - 20%, Crombie - 17%; best vision for city, Mahoney - 25%, Crombie 22%).

Candidates matched in approvals

Just more than half are aware of Crombie (56%) and Mahoney (53%), and, among those aware, each has similarly high approval levels (70% and 71%, respectively). Crombie's awareness is stable since April (60%), but Mahoney's has improved (from 47%). Approval has increased for both (from 61% and 63%, respectively).

"These are two strong, well-liked candidates running strong campaigns. Neither is the incumbent, but both are community fixtures and both are energetic and outgoing. This is stacking up to be a very interesting and hard-fought campaign," 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

July 25th, 2014

HIGHLIGHTS:

- Relatively equal proportions will vote for Steve Mahoney (31%) or Bonnie Crombie (29%) in October's mayoral election, and this is the same situation which applied in April (27% and 25%, respectively).
- Both candidates are matched on most attributes, with the exception that Crombie is slightly preferred (25%) to Mahoney (21%) for carrying on Hazel McCallion's legacy.
- Just more than half are aware of Crombie (56%) and Mahoney (53%), and, among those aware, each has similarly high approval levels (70% and 71%, respectively).
- "These are two strong, well-liked candidates running strong campaigns. Neither is the incumbent, but both are community fixtures and both are energetic and outgoing. This is stacking up to be a very interesting and hard-fought campaign," said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO
July 25th, 2014

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 946 randomly selected residents of Mississauga 18 years of age and older. The poll was conducted on July 24th and 25th, 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

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Mayor Hazel McCallion Approval - Trending

%	Sample	Approve	Disapprove
July 25 th , 2014	946	82	18
April 10, 2014	612	85	15
Mar 18, 2014	899	86	14
Jan. 11, 2014	780	86	14

TORONTO

July 25th, 2014

2-Way Mayoral Trial Heats Trending

Crombie / Mahoney

%	Sample	Bonnie Crombie	Steve Mahoney	Don't Know
July 25 th , 2014	946	29	31	40
April 10, 2014	612	25	27	48
Mar 18, 2014	899	22	29	50
Jan. 11, 2014	780	29	25	46

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Crombie / Mahoney

'If a mayoral election were held today, who would you vote for if the candidates were Bonnie Crombie and Steve Mahoney?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	946	83	105	190	237	331	439	507
Bonnie Crombie	29	28	27	29	33	29	32	27
Steve Mahoney	31	27	21	35	37	41	30	32
Don't know	40	45	52	36	30	30	38	42

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	946	87	112	130	111	112	166
Bonnie Crombie	29	23	27	31	24	35	37
Steve Mahoney	31	31	25	24	43	34	35
Don't know	40	47	48	45	33	31	28

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	946	248	433	77	23	41
Bonnie Crombie	29	26	38	22	34	18
Steve Mahoney	31	41	32	28	24	25
Don't know	40	33	30	50	42	57

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	other
Sample	946	467	69	165	93	52	50	15	35
Bonnie Crombie	29	31	17	28	46	15	28	15	12
Steve Mahoney	31	31	54	28	15	22	43	28	45
Don't know	40	38	29	44	39	62	29	58	43

TORONTO
July 25th, 2014

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Best Candidate to Carry on McCallion's Legacy

'Which mayoral candidate would carry on Hazel McCallion's legacy?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	946	83	105	190	237	331	439	507
Bonnie Crombie	25	23	28	24	24	25	27	22
Steve Mahoney	21	17	12	25	25	28	22	19
Neither	28	37	28	23	24	24	25	31
Don't know	26	23	32	29	26	23	25	28

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	946	87	112	130	111	112	166
Bonnie Crombie	25	17	15	25	18	30	32
Steve Mahoney	21	20	22	19	37	19	20
Neither	28	31	41	33	20	29	23
Don't know	26	31	22	23	25	22	25

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	946	248	433	77	23	41
Bonnie Crombie	25	23	31	17	32	12
Steve Mahoney	21	27	23	13	21	20
Neither	28	24	20	42	37	51
Don't know	26	26	26	29	9	17

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	other
Sample	946	467	69	165	93	52	50	15	35
Bonnie Crombie	25	25	25	29	25	16	25	21	19
Steve Mahoney	21	22	17	19	24	15	23	10	24
Neither	28	27	26	28	25	30	28	44	40
Don't know	26	26	31	25	26	39	24	24	17

TORONTO

July 25th, 2014

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Best to Handle City Budget

'Which mayoral candidate would best be able to handle the city budget?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	946	83	105	190	237	331	439	507
Bonnie Crombie	24	23	27	25	23	22	27	21
Steve Mahoney	25	24	10	30	31	34	27	23
Neither	23	26	30	16	19	19	22	23
Don't know	28	27	32	30	27	25	24	32

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	946	87	112	130	111	112	166
Bonnie Crombie	24	20	18	21	25	31	34
Steve Mahoney	25	27	24	23	33	26	27
Neither	23	30	32	27	15	19	24
Don't know	28	23	26	29	27	24	16

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	946	248	433	77	23	41
Bonnie Crombie	24	21	30	29	32	8
Steve Mahoney	25	33	28	12	15	33
Neither	23	19	16	20	31	42
Don't know	28	26	26	39	23	17

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	other
Sample	946	467	69	165	93	52	50	15	35
Bonnie Crombie	24	24	25	24	33	14	16	20	21
Steve Mahoney	25	27	28	23	22	11	39	14	24
Neither	23	21	21	25	21	37	18	23	26
Don't know	28	28	27	28	24	37	26	43	30

TORONTO
July 25th, 2014

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Best Plan for Transit

'Which mayoral candidate has the best plan for transit?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	946	83	105	190	237	331	439	507
Bonnie Crombie	19	14	24	20	18	19	23	14
Steve Mahoney	19	21	8	21	23	22	20	17
Neither	27	31	30	22	25	28	24	30
Don't know	35	34	39	37	34	31	32	38

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	946	87	112	130	111	112	166
Bonnie Crombie	19	10	15	23	22	21	24
Steve Mahoney	19	22	17	16	27	25	16
Neither	27	34	34	27	21	23	31
Don't know	35	34	33	33	30	32	30

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	946	248	433	77	23	41
Bonnie Crombie	19	17	25	19	13	3
Steve Mahoney	19	23	17	14	36	18
Neither	27	27	21	32	33	55
Don't know	35	33	36	35	18	24

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	other
Sample	946	467	69	165	93	52	50	15	35
Bonnie Crombie	19	18	20	21	27	15	14	8	14
Steve Mahoney	19	18	21	17	18	5	34	5	28
Neither	27	27	33	29	22	28	25	53	32
Don't know	35	38	26	32	33	52	28	34	26

TORONTO

July 25th, 2014

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Best Candidate to Keep Taxes Low

'Which mayoral candidate would keep taxes low?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	946	83	105	190	237	331	439	507
Bonnie Crombie	17	8	24	20	18	19	20	14
Steve Mahoney	20	25	10	18	21	24	23	17
Neither	32	36	35	29	32	27	29	35
Don't know	31	31	31	33	29	30	28	33

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	946	87	112	130	111	112	166
Bonnie Crombie	17	10	17	20	23	24	20
Steve Mahoney	20	23	15	14	28	17	25
Neither	32	29	39	37	23	36	32
Don't know	31	39	29	29	26	23	23

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	946	248	433	77	23	41
Bonnie Crombie	17	13	23	19	18	5
Steve Mahoney	20	28	19	8	29	27
Neither	32	30	29	26	36	50
Don't know	31	29	29	47	17	17

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	other
Sample	946	467	69	165	93	52	50	15	35
Bonnie Crombie	17	16	18	18	26	10	13	17	13
Steve Mahoney	20	20	26	15	23	5	28	3	28
Neither	32	32	25	34	24	47	32	44	35
Don't know	31	31	30	33	27	38	27	36	24

TORONTO

July 25th, 2014

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Candidate with Best Vision for the City

'Which mayoral candidate has the best vision for the city?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	946	83	105	190	237	331	439	507
Bonnie Crombie	22	23	24	18	23	23	24	20
Steve Mahoney	25	27	9	30	31	30	28	23
Neither	23	22	31	20	22	21	22	24
Don't know	29	28	36	32	25	25	26	32

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	946	87	112	130	111	112	166
Bonnie Crombie	22	18	19	21	19	30	29
Steve Mahoney	25	25	21	24	37	26	26
Neither	23	31	29	24	20	20	24
Don't know	29	26	30	31	24	24	21

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	946	248	433	77	23	41
Bonnie Crombie	22	19	30	25	10	3
Steve Mahoney	25	30	27	16	36	33
Neither	23	22	15	29	29	42
Don't know	29	29	29	30	24	22

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	other
Sample	946	467	69	165	93	52	50	15	35
Bonnie Crombie	22	22	17	22	34	17	15	22	16
Steve Mahoney	25	26	30	21	21	14	39	25	34
Neither	23	23	22	24	14	32	20	23	34
Don't know	29	29	30	32	31	37	26	29	17

TORONTO

July 25th, 2014

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
July 25th, 2014

Awareness of Crombie

'Are you aware of Bonnie Crombie?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	946	83	105	190	237	331	439	507
Yes	56	52	53	61	57	62	64	50
No	44	48	47	39	43	38	36	50

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	946	87	112	130	111	112	166
Yes	56	35	43	56	44	71	71
No	44	65	57	44	56	29	29

Past Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	946	248	433	77	23	41
Yes	56	60	67	50	48	61
No	44	40	33	50	52	39

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	other
Sample	946	467	69	165	93	52	50	15	35
Yes	56	61	59	46	69	42	50	47	48
No	44	39	41	54	31	58	50	53	52

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
July 25th, 2014

Awareness of Mahoney

'Are you aware of Steve Mahoney?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	946	83	105	190	237	331	439	507
Yes	53	49	34	59	63	65	57	49
No	47	51	66	41	37	35	43	51

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	946	87	112	130	111	112	166
Yes	53	37	39	57	56	57	62
No	47	63	61	43	44	43	38

Past Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	946	248	433	77	23	41
Yes	53	65	60	39	47	61
No	47	35	40	61	53	39

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	other
Sample	946	467	69	165	93	52	50	15	35
Yes	53	59	64	45	47	36	58	46	43
No	47	41	36	55	53	64	42	54	57

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
July 25th, 2014

Approval of Crombie

'Do you approve or disapprove of Bonnie Crombie?'

[Heard of Bonnie Crombie]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	556	45	56	113	136	206	276	280
Approve	70	67	71	73	69	68	70	69
Disapprove	30	33	29	27	31	32	30	31

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	556	30	51	78	61	76	121
Approve	70	66	81	61	76	69	71
Disapprove	30	34	19	39	24	31	29

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	556	72	149	219	116
Approve	70	66	67	71	72
Disapprove	30	34	33	29	28

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	other
Sample	556	298	42	82	61	20	26	6	21
Approve	70	68	60	80	78	76	66	60	44
Disapprove	30	32	40	20	22	24	34	40	56

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
July 25th, 2014

Approval of Mahoney

'Do you approve or disapprove of Steve Mahoney?'

[Heard of Steve Mahoney]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	551	42	36	110	149	214	265	286
Approve	71	72	53	74	73	74	68	74
Disapprove	29	28	47	26	27	26	32	26

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	551	36	49	86	67	62	119
Approve	71	76	69	54	77	65	74
Disapprove	29	24	31	46	23	35	26

Past Provincial Vote

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	551	162	280	35	9	22
Approve	71	76	71	43	92	77
Disapprove	29	24	29	57	8	23

Ethnicity

%	Total	Canadian	British Isles or Ireland	Other European	South Asian	Asian	Caribbean	Middle Eastern	Other
Sample	551	303	44	89	42	21	28	7	17
Approve	71	70	81	76	61	57	82	60	69
Disapprove	29	30	19	24	39	43	18	40	31

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602

NEWS RELEASE



FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

July 25th, 2014

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602