

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Mahoney pulling away from Crombie in Mississauga**

### **Awareness of both has increased sharply**

TORONTO SEPTEMBER 27<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 557 Mississauga voters, just slightly more will vote for Steve Mahoney for mayor in the municipal election of October 27 (40%) than will vote for Bonnie Crombie (36%). One tenth will vote for Stephen King (9%) and one sixth are undecided between these three (15%). This stands in comparison to last month, when the two leading candidates were essentially tied (August 22 - Mahoney 27%, Crombie 26%) and the undecided were more numerous (47%). Mahoney's vote is characterized by the oldest (46%), males (47%), mid-income groups (\$40K to \$60K - 53%), the best educated (post grad - 46%), past provincial PC voters (48%) and in the northeast quadrant of Mississauga, north of Eglinton and east of Hurontario (59%). Crombie draws her votes from the oldest (42%), low income groups (\$20K to \$40K - 44%) and the least educated (46%). She does less well in the northeast quadrant of town than elsewhere (25%). King's vote comes from the youngest (14%), the wealthiest (\$100k to \$250K - 16%), South Asians (20% - caution: small base size), those who disapprove of Hazel McCallion's performance as mayor (30%) and in the southeast corner of the city (15%).

### **Awareness of Mahoney, Crombie up sharply; approval stable**

Awareness for both Steve Mahoney and Bonnie Crombie has increased since last month and they are now known to more than three quarters (Mahoney - 52% to 76%, Crombie - 54% to 79%). Approval among those aware, however, is similar to last month (Mahoney - 72% to 70%, Crombie - 71% to 66%). Very few are aware of Stephen King (19%) and his approval is characteristic of about half (49%). Hazel McCallion's approval is also very high (78%).

### **Mahoney edges Crombie for most attributes**

Steve Mahoney is seen as the candidate best able to handle the city budget, by an 8 point margin (Mahoney - 40%, Crombie - 32%). He is also seen to have the best vision for the city (38% to 32%, respectively), the best transit plan (35% to 30%, respectively) and as the best candidate for keeping taxes low (33% to 27%, respectively). On carrying on Hazel McCallion's legacy, the candidates are matched (34% each).

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#### **TORONTO**

**September 27<sup>th</sup>, 2014**

#### **HIGHLIGHTS:**

- Just slightly more will vote for Steve Mahoney for mayor in the municipal election of October 27 (40%) than will vote for Bonnie Crombie (36%).
- Awareness for both Steve Mahoney and Bonnie Crombie has increased since last month and they are now known to more than three quarters (Mahoney - 52% to 76%, Crombie - 54% to 79%).
- Steve Mahoney is seen as the candidate best able to handle the city budget, by an 8 point margin (Mahoney - 40%, Crombie - 32%).

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"These two candidates have been evenly matched since we started polling the Mississauga campaign. Now, however, one appears to be pulling away, and one appears to be faltering. With a month left in the race, it's too early to predict if this trend will continue, but Bonnie Crombie will have to up her game 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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## **HIGHLIGHTS:**

- "These two candidates have been evenly matched since we started polling the Mississauga campaign. Now, however, one appears to be pulling away, and one appears to be faltering. With a month left in the race, it's too early to predict if this trend will continue, but Bonnie Crombie will have to up her game 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 557 randomly selected voters Mississauga, Ontario. The poll was conducted on September 27<sup>th</sup>, 2014.

Results based on the total sample are considered accurate +/- 4.2%, 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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**September 27<sup>th</sup>, 2014**

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## 2-Way Mayoral Trial Heats Trending

### Crombie / Mahoney

%	Sample	Bonnie Crombie	Steve Mahoney	Don't Know
Sep. 27, 2014	557	39	43	19
Aug. 22, 2014	696	26	27	47
July 25, 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

### Mayoral Candidate Approval - Ranking

%	Approve	Disapprove	Aware
Hazel McCallion	78	22	-
Bonnie Crombie	66	34	79
Steve Mahoney	70	30	76
Stephen King	49	51	19

### Mayoral Candidate Attributes – Summary Table

%	Bonnie Crombie	Steve Mahoney	Don't Know
Best for Budget	32	40	28
Best Transit Plan	30	35	35
Carry on McCallion's Legacy	34	34	31
Keep Taxes Low	27	33	40
Best Vision for City	32	38	31

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**September 27<sup>th</sup>, 2014**

**Crombie vs Mahoney**

*'Who will you vote for in the Mississauga mayoral election if the candidates are Bonnie Crombie and Steve Mahoney?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	557	39	45	112	158	203	274	283
Bonnie Crombie	39	35	37	40	42	44	34	43
Steve Mahoney	43	42	36	44	44	48	48	38
Don't know	19	23	27	16	14	8	18	19

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	557	36	67	93	73	62	109
Bonnie Crombie	39	29	43	46	37	36	36
Steve Mahoney	43	34	41	52	41	55	49
Don't know	19	36	16	2	22	9	16

**Region / Quadrant**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	557	177	360	186	352	25	149	155	197
Bonnie Crombie	39	37	39	39	38	33	37	40	40
Steve Mahoney	43	44	45	49	43	62	41	45	46
Don't know	19	19	16	13	19	5	22	14	15

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	557	80	163	223	91
Bonnie Crombie	39	53	42	38	26
Steve Mahoney	43	38	42	42	48
Don't know	19	9	15	21	25

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	557	176	238	39	17	29
Bonnie Crombie	39	38	42	41	38	36
Steve Mahoney	43	45	42	51	43	22
Don't know	19	16	16	8	19	42

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## TORONTO

September 27<sup>th</sup>, 2014

### *Crombie vs Mahoney vs King*

*'Who will you vote for in the Mississauga mayoral election if the candidates are Bonnie Crombie, Steve Mahoney and Stephen King?'*

[All Respondents]

#### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	557	39	45	112	158	203	274	283
Bonnie Crombie	36	38	22	38	39	42	32	39
Steve Mahoney	40	35	44	40	40	46	47	34
Stephen King	9	14	8	9	6	5	9	9
Don't know	15	13	25	13	15	6	12	18

#### Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	557	36	67	93	73	62	109
Bonnie Crombie	36	39	44	33	34	41	32
Steve Mahoney	40	39	39	53	32	45	40
Stephen King	9	3	1	9	13	5	16
Don't know	15	20	16	5	22	9	12

#### Region / Quadrant

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	557	177	360	186	352	25	149	155	197
Bonnie Crombie	36	28	40	41	34	25	29	45	38
Steve Mahoney	40	46	38	38	43	59	42	33	45
Stephen King	9	7	10	14	7	12	6	15	6
Don't know	15	19	12	7	16	4	22	8	11

#### Past Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	557	176	238	39	17	29
Bonnie Crombie	36	31	39	46	35	37
Steve Mahoney	40	48	45	35	15	27
Stephen King	9	8	3	9	21	22
Don't know	15	12	14	10	29	14

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### **Approval of Mahoney**

*'Do you approve or disapprove of Steve Mahoney?'*

*[Aware of Steve Mahoney]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	438	29	33	84	124	168	214	224
Approve	70	66	75	69	69	73	68	72
Disapprove	30	34	25	31	31	27	32	28

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	438	21	45	72	60	50	94
Approve	70	60	74	72	75	79	78
Disapprove	30	40	26	28	25	21	22

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	438	59	121	182	76
Approve	70	64	74	72	61
Disapprove	30	36	26	28	39

### **Region / Quadrant**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	438	131	300	149	282	17	112	129	167
Approve	70	73	69	73	69	85	70	70	71
Disapprove	30	27	31	27	31	15	30	30	29

### **Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	438	149	198	27	13	19
Approve	70	67	77	61	48	34
Disapprove	30	33	23	39	52	66

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**Approval of Crombie**

*'Do you approve or disapprove of Bonnie Crombie?'*

*[Aware of Bonnie Crombie]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	455	29	36	94	129	167	226	229
Approve	66	71	58	63	64	70	62	69
Disapprove	34	29	42	37	36	30	38	31

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	455	21	48	70	62	54	103
Approve	66	96	79	58	72	63	59
Disapprove	34	4	21	42	28	37	41

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	455	62	127	188	78
Approve	66	72	82	62	49
Disapprove	34	28	18	38	51

**Region / Quadrant**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	455	150	292	151	292	18	130	130	158
Approve	66	62	67	62	68	51	65	65	70
Disapprove	34	38	33	38	32	49	35	35	30

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	455	146	213	30	12	21
Approve	66	66	66	77	65	56
Disapprove	34	34	34	23	35	44

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**Approval of Stephen King**

*'Do you approve or disapprove of Stephen King?'*

*[Aware of Stephen King]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	100	7	10	23	33	27	51	49
Approve	49	43	65	45	45	41	46	52
Disapprove	51	57	35	55	55	59	54	48

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	100	5	5	21	11	11	28
Approve	49	26	47	47	72	38	47
Disapprove	51	74	53	53	28	62	53

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	100	10	22	44	24
Approve	49	39	63	55	31
Disapprove	51	61	37	45	69

**Region / Quadrant**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	100	33	63	36	61	4	29	30	31
Approve	49	34	56	46	48	12	44	56	50
Disapprove	51	66	44	54	52	88	56	44	50

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	100	30	40	11	5	3
Approve	49	63	29	49	79	100
Disapprove	51	37	71	51	21	0

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**Approval of McCallion**

*‘Overall do you approve or disapprove of the job Hazel McCallion is doing as Mayor of Mississauga?’*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	557	39	45	112	158	203	274	283
Approve	78	68	81	81	79	85	73	82
Disapprove	22	32	19	19	21	15	27	18

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	557	36	67	93	73	62	109
Approve	78	65	84	78	83	90	76
Disapprove	22	35	16	22	17	10	24

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	557	80	163	223	91
Approve	78	85	76	82	63
Disapprove	22	15	24	18	37

**Region / Quadrant**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	557	177	360	186	352	25	149	155	197
Approve	78	80	78	74	79	79	79	72	81
Disapprove	22	20	22	26	21	21	21	28	19

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	557	176	238	39	17	29
Approve	78	82	84	74	59	48
Disapprove	22	18	16	26	41	52

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**FORUM RESEARCH INC.**

## *Best Candidate to Handle the 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	557	39	45	112	158	203	274	283
Bonnie Crombie	32	24	27	39	36	40	29	35
Steve Mahoney	40	37	36	40	42	47	44	36
Don't know	28	39	37	21	23	13	27	29

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	557	36	67	93	73	62	109
Bonnie Crombie	32	32	28	33	26	32	34
Steve Mahoney	40	22	43	55	39	53	41
Don't know	28	46	29	12	35	15	24

### **Region / Quadrant**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	557	177	360	186	352	25	149	155	197
Bonnie Crombie	32	30	34	34	31	34	28	34	33
Steve Mahoney	40	37	45	48	38	60	33	45	46
Don't know	28	33	22	18	31	6	39	21	21

### **Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	557	176	238	39	17	29
Bonnie Crombie	32	29	36	43	51	13
Steve Mahoney	40	40	45	39	30	22
Don't know	28	31	19	18	19	65

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***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	557	39	45	112	158	203	274	283
Bonnie Crombie	32	21	34	36	39	37	29	34
Steve Mahoney	38	37	28	38	41	47	43	33
Don't know	31	41	38	26	21	16	28	33

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	557	36	67	93	73	62	109
Bonnie Crombie	32	30	27	43	24	33	33
Steve Mahoney	38	24	44	47	38	47	38
Don't know	31	46	29	11	38	20	29

**Region / Quadrant**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	557	177	360	186	352	25	149	155	197
Bonnie Crombie	32	30	34	33	32	32	29	35	35
Steve Mahoney	38	35	41	41	38	41	35	40	44
Don't know	31	34	25	25	30	27	37	25	21

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	557	176	238	39	17	29
Bonnie Crombie	32	34	39	41	8	9
Steve Mahoney	38	36	39	42	50	20
Don't know	31	29	22	17	42	71

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**Candidate with Best Transit Plan**

*'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	557	39	45	112	158	203	274	283
Bonnie Crombie	30	19	29	38	39	34	29	31
Steve Mahoney	35	40	29	31	33	39	37	32
Don't know	35	41	42	31	28	28	33	37

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	557	36	67	93	73	62	109
Bonnie Crombie	30	26	24	36	27	35	33
Steve Mahoney	35	28	40	46	31	36	34
Don't know	35	46	36	18	42	28	33

**Region / Quadrant**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	557	177	360	186	352	25	149	155	197
Bonnie Crombie	30	30	31	32	31	31	31	33	30
Steve Mahoney	35	33	38	42	33	44	29	40	39
Don't know	35	37	31	26	36	25	40	27	31

**Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	557	176	238	39	17	29
Bonnie Crombie	30	29	37	35	24	14
Steve Mahoney	35	32	40	44	51	18
Don't know	35	40	23	20	25	67

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## TORONTO

September 27<sup>th</sup>, 2014

### 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	557	39	45	112	158	203	274	283
Bonnie Crombie	27	22	19	32	32	34	28	26
Steve Mahoney	33	33	31	33	32	35	38	28
Don't know	40	46	50	35	35	30	35	45

#### Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	557	36	67	93	73	62	109
Bonnie Crombie	27	38	33	26	29	30	25
Steve Mahoney	33	21	32	42	25	40	32
Don't know	40	40	35	31	46	30	43

#### Region / Quadrant

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	557	177	360	186	352	25	149	155	197
Bonnie Crombie	27	23	28	25	28	20	25	27	31
Steve Mahoney	33	34	34	36	32	43	31	34	35
Don't know	40	42	38	38	40	37	44	39	34

#### Past Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	557	176	238	39	17	29
Bonnie Crombie	27	26	28	39	20	6
Steve Mahoney	33	36	33	41	40	16
Don't know	40	37	39	20	40	78

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# NEWS RELEASE



**FORUM RESEARCH INC.**

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## ***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	557	39	45	112	158	203	274	283
Bonnie Crombie	34	24	35	40	38	40	30	38
Steve Mahoney	34	35	31	31	37	40	35	34
Don't know	31	41	34	29	24	20	35	28

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	557	36	67	93	73	62	109
Bonnie Crombie	34	24	39	33	25	33	46
Steve Mahoney	34	37	37	44	39	41	27
Don't know	31	39	24	23	36	26	27

### **Region / Quadrant**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	557	177	360	186	352	25	149	155	197
Bonnie Crombie	34	31	37	39	33	41	29	39	36
Steve Mahoney	34	35	37	41	33	53	30	37	38
Don't know	31	34	26	20	34	7	41	24	26

### **Past Provincial Vote Preference**

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	557	176	238	39	17	29
Bonnie Crombie	34	33	39	38	56	8
Steve Mahoney	34	34	37	40	19	17
Don't know	31	32	24	22	25	75

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## **TORONTO**

**September 27<sup>th</sup>, 2014**

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