

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

October 15th, 2014

HIGHLIGHTS:

- More than half will now vote for councillor Bonnie Crombie (56%), compared to just 3-in-10 who will vote for her principal opponent, Steve Mahoney (31%).
- Among those aware of her (78%), Bonnie Crombie has the approval of three quarters (74%), up from two thirds previously (66%). Mahoney's approval among those aware of him (74% aware) is at 6-in-10 (61%), well down from three quarters three weeks ago (76%).
- Keeping taxes low is the most important election issue listed (38%), followed by jobs and growth (21%) and rapid transit (18%). Not seen as important are ethics and transparency at city hall (10%), policing (4%) or solid waste removal (2%).

FOR IMMEDIATE RELEASE

Crombie vaults into the lead in Mississauga

4-in-10 more likely to vote Crombie because of McCallion endorsement

TORONTO OCTOBER 15th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 769 Mississauga voters, more than half of those leaning or decided will now vote for councillor Bonnie Crombie (56%), compared to just 3-in-10 who will vote for her principal opponent, Steve Mahoney (31%). Very few will vote Stephen King (4%) or any other candidate (9%). This stands in stark contrast to three weeks ago, when Mahoney and Crombie were essentially tied, with Mahoney in a slight lead (September 27, Bonnie Crombie - 36%, Steve Mahoney - 40%). What has changed is that Mayor Hazel McCallion has endorsed councillor Crombie for mayor, and this has effect of making 4-in-10 more likely to vote for Ms Crombie as a result (40%), while making just 1-in-8 less likely to vote for her (16%).

Approval of Crombie up, Mahoney down

Among those aware of her (78%), Bonnie Crombie has the approval of three quarters (74%), up from two thirds previously (66%). Mahoney's approval among those aware of him (74% aware) is at 6-in-10 (61%), well down from three quarters three weeks ago (76%). Stephen King has improved his awareness (from 19% to 26%) and his approval (from 49% to 57%). Hazel McCallion is very popular (85%, up from 78% previously).

Low taxes most important election issue

Keeping taxes low is the most important election issue listed (38%), followed by jobs and growth (21%) and rapid transit (18%). Not seen as important are ethics and transparency at city hall (10%), policing (4%) or solid waste removal (2%). Low taxes are equally important to Crombie's and Mahoney's supporters (37% and 36%, respectively), although Crombie voters see jobs and growth as more important (27% and 11%, respectively) and ethics at city hall as less so (9% and 14%, respectively). Stephen King's supporters are most concerned with jobs and growth (48%).

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"It is clear that the royal touch of Queen Hazel has had the desired effect, and Bonnie Crombie is now firmly in the lead, after going neck and neck with Steve Mahoney for months. It is interesting that not only Crombie's approvals have increased as a result of her anointment, so have Hazel's," 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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 769 randomly selected voters Mississauga, Ontario. The poll was conducted on October 15th, 2014.

Results based on the total sample are considered accurate +/- 3.5%, 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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Mayoral Trial Heats - Trending

Crombie / Mahoney / King

%	Sample	Bonnie Crombie	Steve Mahoney	Stephen King	Other / Don't Know
Oct. 15, 2014	769	56	31	4	9
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	85	15	-
Bonnie Crombie	74	26	78
Steve Mahoney	61	39	74
Stephen King	57	43	26

Mayoral Candidate Approval - Trending

%	Sample	Bonnie Crombie	Steve Mahoney	Stephen King	Hazel McCallion
Oct. 15, 2014	769	74	61	57	85
Sep. 27, 2014	557	66	70	49	78

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Crombie / Mahoney / King

'If the election for Mississauga's mayor were held today, who would you vote for?' + 'Even though you may not have made up your mind, which candidate are you leaning towards?'

[Decided / Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	706	40	65	137	209	255	325	381
Bonnie Crombie	56	55	55	55	58	55	48	63
Steve Mahoney	31	25	31	34	33	38	34	29
Stephen King	4	6	3	5	2	4	7	2
Some other candidate	9	15	11	5	6	3	11	6

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	706	51	107	92	94	79	133
Bonnie Crombie	56	46	60	48	48	51	61
Steve Mahoney	31	21	21	42	43	38	34
Stephen King	4	5	6	2	2	10	2
Some other candidate	9	29	12	7	6	1	3

Region / Quadrant

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	706	218	460	202	477	30	181	167	285
Bonnie Crombie	56	57	54	48	57	43	62	49	56
Steve Mahoney	31	30	33	31	33	24	30	33	34
Stephen King	4	4	5	8	3	9	3	8	3
Some other candidate	9	9	8	13	6	24	5	10	7

Past Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	706	213	307	49	15	31
Bonnie Crombie	56	49	62	48	49	52
Steve Mahoney	31	42	31	34	36	11
Stephen King	4	2	6	2	3	4
Some other candidate	9	7	1	15	12	33

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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	639	31	55	127	187	239	299	340
Approve	74	79	75	67	73	75	69	78
Disapprove	26	21	25	33	27	25	31	22

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	639	34	81	84	89	69	134
Approve	74	75	81	61	77	75	69
Disapprove	26	25	19	39	23	25	31

Region / Quadrant

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	639	211	411	185	434	28	177	154	250
Approve	74	75	72	71	74	66	76	72	73
Disapprove	26	25	28	29	26	34	24	28	27

Mayoral Vote Preference

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Other	Undecided
Sample	639	374	191	19	23	81
Approve	74	96	38	13	45	80
Disapprove	26	4	62	87	55	20

Past Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	639	202	280	44	15	28
Approve	74	67	75	82	51	52
Disapprove	26	33	25	18	49	48

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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	614	28	52	129	185	220	283	331
Approve	61	72	50	59	62	61	56	67
Disapprove	39	28	50	41	38	39	44	33

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	614	27	72	83	85	73	129
Approve	61	78	60	70	69	52	56
Disapprove	39	22	40	30	31	48	44

Region / Quadrant

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	614	191	403	175	422	22	165	148	250
Approve	61	59	61	62	60	66	57	61	62
Disapprove	39	41	39	38	40	34	43	39	38

Mayoral Vote Preference

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Other	Undecided
Sample	614	312	227	21	24	76
Approve	61	40	98	22	58	75
Disapprove	39	60	2	78	42	25

Past Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	614	206	270	39	14	24
Approve	61	60	60	67	46	65
Disapprove	39	40	40	33	54	35

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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	167	16	18	42	49	42	85	82
Approve	57	74	43	56	36	48	58	57
Disapprove	43	26	57	44	64	52	42	43

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	167	8	21	25	26	21	32
Approve	57	97	70	54	50	47	50
Disapprove	43	3	30	46	50	53	50

Region / Quadrant

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	167	60	102	54	107	11	46	43	57
Approve	57	46	65	77	40	74	31	78	52
Disapprove	43	54	35	23	60	26	69	22	48

Mayoral Vote Preference

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Other	Undecided
Sample	167	80	48	22	11	18
Approve	57	42	64	98	54	77
Disapprove	43	58	36	2	46	23

Past Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	167	50	66	15	5	12
Approve	57	55	52	45	61	58
Disapprove	43	45	48	55	39	42

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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	769	47	71	156	226	269	354	415
Approve	85	88	85	80	87	86	79	91
Disapprove	15	12	15	20	13	14	21	9

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	769	56	115	99	105	80	146
Approve	85	89	91	90	85	76	79
Disapprove	15	11	9	10	15	24	21

Region / Quadrant

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	769	239	493	222	515	32	200	184	299
Approve	85	82	86	85	85	75	83	88	85
Disapprove	15	18	14	15	15	25	17	12	15

Mayoral Vote Preference

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Other	Undecided
Sample	769	396	243	27	40	130
Approve	85	93	78	61	72	90
Disapprove	15	7	22	39	28	10

Past Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other
Sample	769	227	329	52	16	36
Approve	85	79	86	91	71	76
Disapprove	15	21	14	9	29	24

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Most Important Issue

'What is the most important issue in this election to you?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	769	47	71	156	226	269	354	415
Jobs and growth	21	33	15	16	19	15	11	30
Keeping taxes low	38	24	46	47	39	41	38	38
Ethics and transparency at city hall	10	4	13	10	15	14	12	9
Rapid transit	18	23	13	17	18	16	22	14
Policing	4	3	4	4	3	4	4	3
Solid waste removal	2	5	0	1	0	1	3	0
Something else	5	7	7	4	4	4	7	4
Don't know	2	2	3	2	2	4	2	3

Mayoral Vote Preference

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Other	Undecided
Sample	769	396	243	27	40	130
Jobs and growth	21	27	11	48	7	21
Keeping taxes low	38	37	36	15	36	45
Ethics and transparency at city hall	10	9	14	14	14	3
Rapid transit	18	16	22	8	20	19
Policing	4	4	3	12	2	2
Solid waste removal	2	1	3	0	7	3
Something else	5	3	7	3	15	3
Don't know	2	1	4	0	0	4

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