

NEWS RELEASE



FORUM RESEARCH INC.

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TORONTO

May 24th, 2016

HIGHLIGHTS:

- In a random sampling of public opinion taken by the Forum Poll™ among 722 Mississauga voters, approval of the job being done by Mayor Bonnie Crombie is characteristic of about three quarters (73%)
- “Bonnie is one of a trio of very well-regarded mayors we track regularly, and she has navigated the post-Hazel era in Mississauga with aplomb” said Forum Research President, Dr. Lorne Bozinoff.

FOR IMMEDIATE RELEASE

Crombie’s Favourables Remain High

Approval cuts across all demographics

MISSISSAUGA, May 24th, 2016 – In a random sampling of public opinion taken by the Forum Poll™ among 722 Mississauga voters, approval of the job being done by Mayor Bonnie Crombie is characteristic of about three quarters (73%), and this is very similar the score she received one month ago (April 18 - 72%). Mayor Crombie’s approval is especially high among the young mid aged (35 to 44 - 79%) and the oldest (65+ - 79%), the least wealthy (87%) and the wealthier (\$80K to \$100K - 87%), but not to the very wealthiest (\$100K to \$250K - 61%). This group (the wealthiest) is the only demographic in which the mayor’s approval falls below 7-in-10.

In comparison to Mayor Crombie’s very positive approvals, in our most recent polling, we have seen other popular mayors (May 17, John Tory - 75%, May 19, Jim Watson - 73%) as well as those who are less popular, such as Linda Jeffrey of Brampton (April 18 - 54%) and Gregor Robertson of Vancouver (April 24 - 50%).

“Bonnie is one of a trio of very well-regarded mayors we track regularly, and she has navigated the post-Hazel era in Mississauga with aplomb” 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 722 randomly selected voters in Mississauga, Ontario. The poll was conducted on May 19th, 2016.

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

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Comparison Chart – May 24th, 2016

Mayor Crombie vs. Mayor Watson, Mayor Tory, Mayor Jeffrey & Mayor Robertson (% Approval)

%	Crombie (May 19 th , 2016)	Watson (May 19 th , 2016)	Tory (May 17 th , 2016)	Jeffrey (April 18 th , 2016)	Robertson (April 24 th , 2016)
Sample	722	890	804	1548	1033
Approval	73	73	75	54	50

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Bonnie Crombie Mayoral Approval

'Do you approve or disapprove of the job Bonnie Crombie is doing as mayor?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	722	52	70	173	219	208	323	389
Approve	73	70	79	70	69	79	72	74
Disapprove	27	30	21	30	31	21	28	26

Region

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	722	180	503	269	418	39	139	223	265
Approve	73	72	72	71	73	76	70	69	74
Disapprove	27	28	28	29	27	24	30	31	26

Past Mayoral Vote

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Someone else
Sample	722	422	107	21	97
Approve	73	82	40	71	63
Disapprove	27	18	60	29	37

For more information:

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