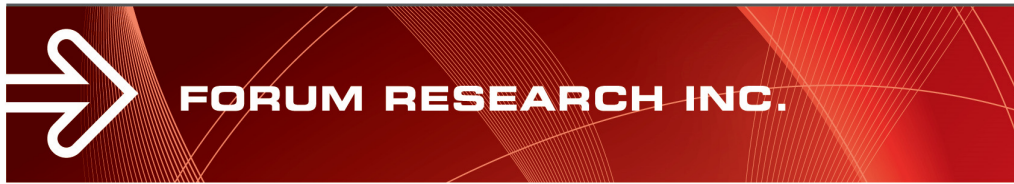


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MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Mahoney, Crombie in tie for Mississauga Mayor

TORONTO, APRIL 12th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 612 Mississauga voters, equal proportions say they will vote former MP and MPP Steve Mahoney (27%) or Councillor Bonnie Crombie (25%) for mayor if the Mississauga municipal election were held today. Mahoney attracts the votes of the oldest (37%), the least educated (35%) and among Catholics (35%). Crombie is popular among the oldest (29%), mid income groups (\$40K to \$60K - 39%), non-Christians (35%). Mahoney and Crombie are in a tie north of Eglinton Avenue (30% and 28%, respectively), while Mahoney is preferred to Crombie south of this (27% and 22%, respectively). These findings represent a very slight increase for Bonnie Crombie since the last time we polled this race (March 19 - Mahoney 29%, Crombie 22%).

Approval for Hazel continues to be high, also for candidates

Almost all Mississaugans approve of the job Hazel McCallion is doing as mayor (85%), and this is consistent with past findings (March 19 - 86%). Six-in-ten are aware of Bonnie Crombie (60%), and, of these, a similar proportion approve of her (61%). Fewer are aware of Steve Mahoney (47%), but approval is high as well (63%).

"This race has settled in since the last time we polled it and both leading candidates are pretty evenly matched. They're both running active campaigns, so we may expect to see one of them try something surprising to break out of the tie," 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

April 12th, 2014

HIGHLIGHTS:

- Equal proportions say they will vote former MP and MPP Steve Mahoney (27%) or Councillor Bonnie Crombie (25%) for mayor if the Mississauga municipal election were held today.
- Almost all Mississaugans approve of the job Hazel McCallion is doing as mayor (85%), and this is consistent with past findings (March 19 - 86%).
- "This race has settled in since the last time we polled it and both leading candidates are pretty evenly matched. They're both running active campaigns, so we may expect to see one of them try something surprising to break out of the tie," 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 612 randomly selected Mississauga voters 18 years of age and older. The poll was conducted on April 10th, 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

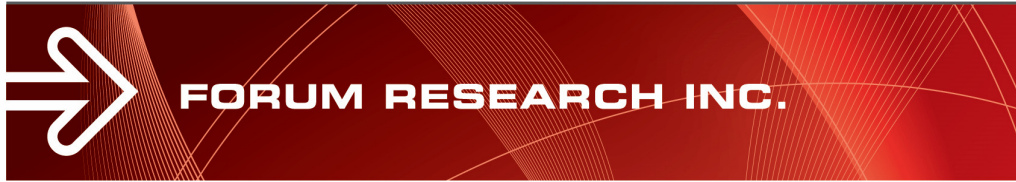
Where appropriate, the data has been statistically weighted to ensure that the sample reflects the actual population according to the latest Census data.

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.

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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2-Way Mayoral Trial Heats Trending

Crombie / Mahoney

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

TORONTO
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Mayor Hazel McCallion Approval - Trending

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

Mayoral Candidate Approval - Ranking

%	Approve	Disapprove
Hazel McCallion	85	15
Bonnie Crombie	61	39
Steve Mahoney	63	37

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Crombie vs. 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	612	47	77	150	170	168	288	324
Bonnie Crombie	25	18	28	26	27	29	23	26
Steve Mahoney	27	21	23	28	33	37	29	25
Don't know	48	61	49	46	40	34	47	50

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	612	52	83	76	78	56	116
Bonnie Crombie	25	25	23	39	22	24	25
Steve Mahoney	27	21	34	29	35	20	27
Don't know	48	54	43	32	44	56	48

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	612	94	177	226	115
Bonnie Crombie	25	28	20	27	23
Steve Mahoney	27	35	33	25	19
Don't know	48	36	46	49	58

Marital Status

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	612	426	61	61	64
Bonnie Crombie	25	24	25	17	31
Steve Mahoney	27	27	32	36	21
Don't know	48	49	44	48	49

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Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	612	452	173	37	195	47	61	99
Bonnie Crombie	25	27	25	22	28	26	35	14
Steve Mahoney	27	29	26	18	35	22	18	25
Don't know	48	44	49	60	36	52	47	61

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	612	168	444	82
Bonnie Crombie	25	22	26	21
Steve Mahoney	27	21	31	20
Don't know	48	57	43	59

Previous Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	612	208	220	66	32	16
Bonnie Crombie	25	21	31	29	25	33
Steve Mahoney	27	28	27	17	48	19
Don't know	48	50	41	54	27	48

Previous Mayoral Vote Preference

%	Total	Hazel McCallion	Dave Cook	Someone else	Didn't vote
Sample	612	453	31	65	63
Bonnie Crombie	25	27	13	26	16
Steve Mahoney	27	31	23	22	12
Don't know	48	42	64	53	72

Approval of Mayor McCallion / Crombie vs Mahoney

%	Total	Approve	Disapprove
Sample	612	513	99
Bonnie Crombie	25	26	16
Steve Mahoney	27	27	26
Don't know	48	47	58

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North or South of Eglinton / East or West of Hurontario

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	612	217	369	183	402	45	167	133	230
Bonnie Crombie	25	28	22	27	23	35	26	25	20
Steve Mahoney	27	30	27	21	31	16	34	25	29
Don't know	48	42	51	51	46	49	40	50	51

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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	612	47	77	150	170	168	288	324
Approve	85	88	86	84	80	85	80	90
Disapprove	15	12	14	16	20	15	20	10

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	612	52	83	76	78	56	116
Approve	85	96	86	91	83	89	79
Disapprove	15	4	14	9	17	11	21

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	612	94	177	226	115
Approve	85	87	89	89	72
Disapprove	15	13	11	11	28

Marital Status

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	612	426	61	61	64
Approve	85	82	82	92	92
Disapprove	15	18	18	8	8

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	612	452	173	37	195	47	61	99
Approve	85	85	89	96	84	73	93	81
Disapprove	15	15	11	4	16	27	7	19

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April 12th, 2014

Have Children / Mothers

%	Total	Yes	No	Moms
Sample	612	168	444	82
Approve	85	85	85	90
Disapprove	15	15	15	10

Previous Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	612	208	220	66	32	16
Approve	85	85	88	83	86	87
Disapprove	15	15	12	17	14	13

Previous Mayoral Vote Preference

%	Total	Hazel McCallion	Dave Cook	Someone else	Didn't vote
Sample	612	453	31	65	63
Approve	85	94	44	51	81
Disapprove	15	6	56	49	19

Crombie vs Mahoney

%	Total	Bonnie Crombie	Steve Mahoney	Don't know
Sample	612	165	186	261
Approve	85	90	85	82
Disapprove	15	10	15	18

North or South of Eglinton / East or West of Hurontario

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	612	217	369	183	402	45	167	133	230
Approve	85	85	84	84	86	82	86	84	86
Disapprove	15	15	16	16	14	18	14	16	14

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Aware 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	612	47	77	150	170	168	288	324
Yes	60	52	60	58	69	68	63	56
No	40	48	40	42	31	32	37	44

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	612	52	83	76	78	56	116
Yes	60	33	53	65	65	72	66
No	40	67	47	35	35	28	34

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	612	94	177	226	115
Yes	60	52	55	66	55
No	40	48	45	34	45

Marital Status

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	612	426	61	61	64
Yes	60	61	50	64	58
No	40	39	50	36	42

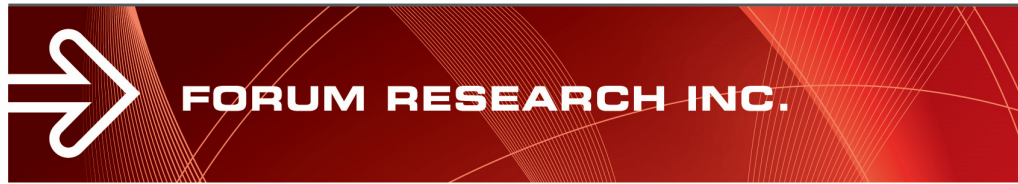
Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	612	452	173	37	195	47	61	99
Yes	60	63	65	50	61	72	54	53
No	40	37	35	50	39	28	46	47

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Have Children / Mothers

%	Total	Yes	No	Moms
Sample	612	168	444	82
Yes	60	62	58	60
No	40	38	42	40

Previous Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	612	208	220	66	32	16
Yes	60	61	69	78	58	77
No	40	39	31	22	42	23

Previous Mayoral Vote Preference

%	Total	Hazel McCallion	Dave Cook	Someone else	Didn't vote
Sample	612	453	31	65	63
Yes	60	63	57	73	34
No	40	37	43	27	66

Approval of Mayor McCallion / Crombie vs Mahoney

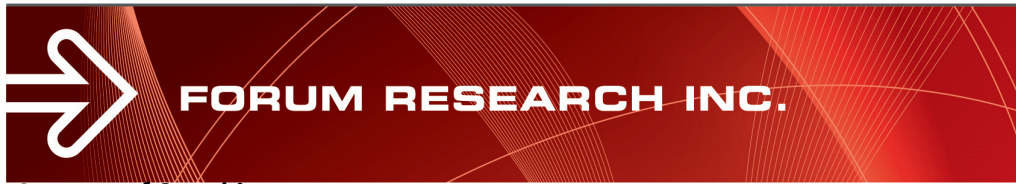
%	Total	Approve	Disapprove	Bonnie Crombie	Steve Mahoney	Don't know
Sample	612	513	99	165	186	261
Yes	60	60	58	87	63	44
No	40	40	42	13	37	56

North or South of Eglinton / East or West of Hurontario

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	612	217	369	183	402	45	167	133	230
Yes	60	72	52	53	64	59	77	52	53
No	40	28	48	47	36	41	23	48	47

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Approve of Crombie

'Do you approve or disapprove of Bonnie Crombie?'

[Aware of Crombie]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	387	24	46	86	117	114	193	194
Approve	61	49	58	67	67	69	53	70
Disapprove	39	51	42	33	33	31	47	30

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	387	21	42	53	50	43	82
Approve	61	59	59	73	64	71	59
Disapprove	39	41	41	27	36	29	41

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	387	54	106	150	77
Approve	61	70	65	59	56
Disapprove	39	30	35	41	44

Marital Status

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	387	281	33	36	37
Approve	61	64	58	32	66
Disapprove	39	36	42	68	34

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	387	296	121	20	123	32	37	54
Approve	61	62	67	76	62	44	74	52
Disapprove	39	38	33	24	38	56	26	48

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Have Children / Mothers

%	Total	Yes	No	Moms
Sample	387	109	278	51
Approve	61	51	68	58
Disapprove	39	49	32	42

Previous Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	387	139	158	45	19	11
Approve	61	52	74	55	38	81
Disapprove	39	48	26	45	62	19

Previous Mayoral Vote Preference

%	Total	Hazel McCallion	Dave Cook	Someone else	Didn't vote
Sample	387	295	20	45	27
Approve	61	63	66	47	61
Disapprove	39	37	34	53	39

Approval of Mayor McCallion / Crombie vs Mahoney

%	Total	Approve	Disapprove	Bonnie Crombie	Steve Mahoney	Don't know
Sample	387	322	65	142	123	122
Approve	61	65	37	91	41	47
Disapprove	39	35	63	9	59	53

North or South of Eglinton / East or West of Hurontario

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	387	167	205	104	270	31	133	71	134
Approve	61	56	63	73	55	83	49	68	61
Disapprove	39	44	37	27	45	17	51	32	39

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April 12th, 2014

Aware 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	612	47	77	150	170	168	288	324
Yes	47	32	35	47	66	71	48	46
No	53	68	65	53	34	29	52	54

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	612	52	83	76	78	56	116
Yes	47	21	58	60	47	65	50
No	53	79	42	40	53	35	50

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	612	94	177	226	115
Yes	47	44	50	49	41
No	53	56	50	51	59

Marital Status

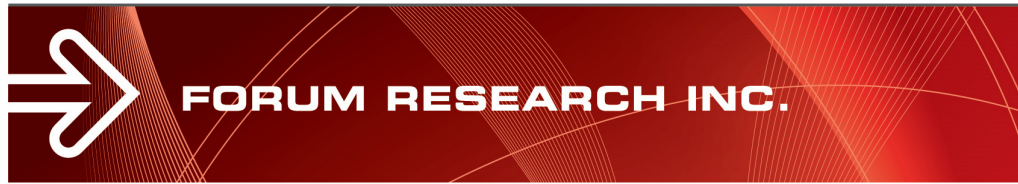
%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	612	426	61	61	64
Yes	47	49	36	52	42
No	53	51	64	48	58

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	612	452	173	37	195	47	61	99
Yes	47	53	57	50	49	54	27	39
No	53	47	43	50	51	46	73	61

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Have Children / Mothers

%	Total	Yes	No	Moms
Sample	612	168	444	82
Yes	47	38	53	37
No	53	62	47	63

Previous Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	612	208	220	66	32	16
Yes	47	47	58	43	62	47
No	53	53	42	57	38	53

Previous Mayoral Vote Preference

%	Total	Hazel McCallion	Dave Cook	Someone else	Didn't vote
Sample	612	453	31	65	63
Yes	47	50	53	53	26
No	53	50	47	47	74

Approval of Mayor McCallion / Crombie vs Mahoney

%	Total	Approve	Disapprove	Bonnie Crombie	Steve Mahoney	Don't know
Sample	612	513	99	165	186	261
Yes	47	46	51	51	69	32
No	53	54	49	49	31	68

North or South of Eglinton / East or West of Hurontario

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	612	217	369	183	402	45	167	133	230
Yes	47	43	51	37	54	23	50	44	57
No	53	57	49	63	46	77	50	56	43

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Approve of Mahoney

'Do you approve or disapprove of Steve Mahoney?'

[Aware of Mahoney]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	344	15	27	70	113	119	170	174
Approve	63	52	55	59	68	76	57	69
Disapprove	37	48	45	41	32	24	43	31

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	344	17	44	48	39	39	76
Approve	63	84	65	57	59	59	57
Disapprove	37	16	35	43	41	41	43

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	344	52	103	127	62
Approve	63	75	72	57	56
Disapprove	37	25	28	43	44

Marital Status

%	Total	Married or living common law	Separated or divorced	Widowed or widower	Single, never married
Sample	344	247	33	33	31
Approve	63	62	75	65	60
Disapprove	37	38	25	35	40

Religion

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	344	274	111	19	116	28	22	48
Approve	63	66	65	54	71	57	60	54
Disapprove	37	34	35	46	29	43	40	46

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Have Children / Mothers

%	Total	Yes	No	Moms
Sample	344	71	273	34
Approve	63	56	66	69
Disapprove	37	44	34	31

Previous Provincial Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Other parties
Sample	344	129	140	27	21	8
Approve	63	56	67	51	77	100
Disapprove	37	44	33	49	23	0

Previous Mayoral Vote Preference

%	Total	Hazel McCallion	Dave Cook	Someone else	Didn't vote
Sample	344	269	19	34	22
Approve	63	66	77	48	46
Disapprove	37	34	23	52	54

Approval of Mayor McCallion / Crombie vs Mahoney

%	Total	Approve	Disapprove	Bonnie Crombie	Steve Mahoney	Don't know
Sample	344	282	62	88	150	106
Approve	63	65	52	47	90	44
Disapprove	37	35	48	53	10	56

North or South of Eglinton / East or West of Hurontario

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	344	118	217	84	255	16	101	67	150
Approve	63	49	71	71	60	60	47	73	70
Disapprove	37	51	29	29	40	40	53	27	30

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