

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE

Tory still top choice for mayor

2 in 5 would vote for John Tory if he were running

Toronto, April 27th – In a random sampling of public opinion taken by The Forum Poll™ among 1022 Toronto residents, 40% said they would vote for John Tory if he were running for mayor in the upcoming election. Support was higher among respondents aged 45 and over (46%-52%) than respondents aged 18 to 44 (26%-34%). Nearly half of those in North York (46%) and Etobicoke (48%) would vote for the outgoing mayor.

Among those decided and leaning, 44% would vote for Tory, compared to 18% for Olivia Chow and 10% for Josh Matlow.

“Tory continues to enjoy notable popularity,” said Dr. Lorne Bozinoff, President of Forum Research. “Voters seem willing to see him return to the job.”

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1022 randomly selected Toronto residents over the age of 18, 72% by cellphone and 28% on landlines. The poll was conducted from April 25th to April 26th, 2023. Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample and regional results will be less accurate. Margins of error for subsample results are available at www.forumresearch.com/samplestim.asp.

This research is not necessarily predictive of future outcomes, but rather captures opinion at one point in time.

With offices across Canada and around the world, 100% Canadian owned Forum Research is one of the country’s leading survey research firms.

Forum Research follows the CRIC Public Opinion Research Standards and Disclosure Requirements that can be found here:

<https://canadianresearchinsightscouncil.ca/standards/>

TORONTO

April 27th, 2023

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
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The key questions covered in the recent poll included:

If John Tory were running for mayor of Toronto in the upcoming election, would you vote for him?

Gender/Age

%	Total	Male	Female	Non-binary or Other	18-24	25-34	35-44	45-54	55-64	65+
Total	1022	471	514	37	120	183	225	196	137	161
Yes	40	42	39	24	26	34	33	46	46	52
No	54	52	53	70	64	60	61	49	45	42
Don't know	7	6	8	5	9	7	6	6	9	6

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Total	1022	130	118	125	121	96	228	69
Yes	40	44	33	30	47	41	40	43
No	54	49	60	62	44	50	55	55
Don't know	7	7	7	8	10	8	5	2

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	1022	292	42	271	125	51	241
Yes	40	31	35	46	48	24	42
No	54	60	55	46	48	71	52
Don't know	7	8	10	7	4	5	6

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If there was an election for mayor of Toronto tomorrow, which potential candidate would you vote for?

+ Even though you may not have made up your mind, which potential candidate are you leaning towards voting for at this time?

+ If John Tory were running for mayor of Toronto in the upcoming election, would you vote for him?

[DECIDED/LEANING]

Gender/Age

%	Total	Male	Female	Non-binary or Other	18-24	25-34	35-44	45-54	55-64	65+
Total	919	430	453	36	103	153	206	181	126	151
John Tory	44	46	44	25	31	40	36	49	50	56
Josh Matlow	10	11	10	3	4	15	10	10	9	10
Brad Bradford	3	3	3	3	8	2	1	3	4	2
Olivia Chow	18	15	22	25	12	21	22	19	16	18
Ana Bailao	4	3	4	3	9	3	5	2	3	2
Mark Saunders	6	8	5	8	10	3	9	7	8	2
Rob Davis	1	2	1	0	3	3	1	1	1	0
Mitzie Hunter	4	3	6	6	10	6	4	3	3	3
Some other candidate	9	11	5	28	14	7	13	6	6	7

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Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Total	919	111	108	112	109	87	213	66
John Tory	44	51	36	34	52	46	43	45
Josh Matlow	10	2	11	11	10	9	15	14
Brad Bradford	3	2	8	4	2	0	2	0
Olivia Chow	18	15	17	14	14	18	23	18
Ana Bailao	4	2	5	6	2	4	3	1
Mark Saunders	6	6	6	13	6	10	3	6
Rob Davis	1	3	2	3	0	0	1	0
Mitzie Hunter	4	12	3	3	6	7	2	3
Some other candidate	9	7	12	12	8	7	8	13

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	919	269	38	240	119	45	207
John Tory	44	34	39	52	50	27	49
Josh Matlow	10	18	13	8	6	11	4
Brad Bradford	3	2	3	4	2	1	3
Olivia Chow	18	24	30	15	14	21	15
Ana Bailao	4	4	3	3	6	5	2
Mark Saunders	6	4	3	7	6	13	9
Rob Davis	1	0	1	3	2	2	0
Mitzie Hunter	4	4	1	2	5	7	6
Some other candidate	9	9	8	6	8	13	12

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