

NEWS RELEASE



MEDIA INQUIRIES:

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TORONTO

Sept 16th, 2022

FOR IMMEDIATE RELEASE

Lai Maintaining Slight Majority in Scarborough North

Cynthia Lai holding a 52% lead with upcoming election

Toronto, Sept 16th – In a random sampling of public opinion taken by The Forum Poll™ among 145 Ward 23 voters, amongst those decided and leaning, just over half (52%) support Cynthia Lai.

Runners up Virginia Jones has about half that support, polling at 25%.

“At this rate, we can expect to see Cynthia Lai take the win,” says Dr. Lorne Bozinoff, President of Forum Research. “Whether she takes the majority vote depends on how the upcoming weeks go.”

John Tory also has majority support, polling at 54%. 34% of voters are undecided, and 12% are voting for other candidates.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 219 randomly selected eligible voters across Scarborough North. The poll was conducted on Sept 15th, 2022. Results based on the total sample are considered accurate +/- 6%, 19 times out of 20. Subsample and regional results will be less accurate. Margins of error for subsample and regional 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. The poll was sponsored by Forum Research Inc. as a public service. 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/>

The key questions covered in the recent poll concerned:

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Councillor in Ward 7

'Who will you vote for as councillor in Ward 7 in this municipal election on October 24th?'

[Decided / Leaning]

Sample	Age				Gender					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
Sample	145	58	84	3	3	5	5	14	28	90
Cynthia Lai	52%	41%	60%	33%	48%	39%	42%	55%	57%	70%
Jamaal Myers	17%	11%	21%	33%	0%	23%	32%	16%	32%	10%
Virginia Jones	25%	36%	18%	0%	49%	39%	26%	10%	8%	13%
Other	6%	12%	1%	33%	4%	0%	0%	20%	3%	7%

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Hot Issues

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

Sample	Age				Gender					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
Sample	219	101	111	7	26	18	66	42	30	37
The cost of living and inflation	24%	22%	26%	25%	0%	46%	16%	30%	22%	24%
Housing affordability	22%	19%	0%	0%	48%	12%	44%	8%	15%	5%
City infrastructure, services and taxes	20%	31%	38%	38%	52%	14%	2%	29%	25%	13%
Crime and gun violence	10%	6%	25%	25%	0%	17%	0%	8%	15%	22%
Traffic, congestion and transit	7%	10%	0%	0%	0%	12%	0%	15%	7%	8%
Inclusion issues such as anti-racism, LGBTQ and disability issues	5%	4%	13%	13%	0%	0%	10%	7%	5%	8%
Climate action at a municipal level	4%	6%	0%	0%	0%	0%	8%	0%	5%	10%
Pedestrian and cyclist safety	3%	0%	0%	0%	0%	0%	10%	4%	10%	2%
COVID-19 and pandemic recovery	1%	2%	0%	0%	0%	0%	0%	0%	4%	4%
Other	3%	0%	0%	0%	0%	0%	10%	0%	3%	3%

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Municipal Election Interest

'How likely are you to vote in the municipal election in October?'

	Age				Gender					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
Sample	219	89	122	8	3	8	12	20	45	131
Absolutely certain, barring an unforeseen emergency	64%	55%	74%	50%	52%	77%	54%	63%	78%	62%
Extremely likely	13%	21%	6%	13%	49%	0%	18%	7%	5%	10%
Very likely	9%	9%	10%	0%	0%	12%	10%	15%	7%	8%
Somewhat likely	4%	2%	7%	0%	0%	0%	10%	4%	2%	6%
Not very likely	2%	5%	0%	0%	0%	0%	8%	0%	2%	1%
Not at all likely	1%	1%	0%	0%	0%	0%	0%	0%	2%	1%
Don't know	7%	8%	3%	38%	0%	12%	0%	11%	5%	13%

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Mayoral Election

'Who will you vote for in the mayoral election on Oct 24th?'

TORONTO
Sept 16th, 2022

% Sample	Age				Gender					
	Total	Male	Female	Non-Binary	<25	25-34	35-44	45-54	55-64	65+
Sample	219	101	111	7	26	18	66	42	30	37
John Tory	54%	55%	53%	50%	52%	58%	64%	35%	56%	58%
Gil Penalosa	1%	3%	0%	0%	0%	0%	0%	7%	0%	1%
Chloe-Marie Brown	1%	0%	1%	0%	0%	0%	0%	0%	3%	2%
Blake Acton	3%	0%	6%	0%	0%	17%	0%	0%	0%	1%
Some other candidate	7%	7%	5%	25%	0%	3%	14%	14%	4%	6%
Don't know	34%	34%	35%	25%	48%	23%	45%	45%	38%	32%

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