

NEWS RELEASE



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TORONTO

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FOR IMMEDIATE RELEASE

Chow pulls ahead in mayor race

Nearly 1 in 3 support Chow for mayor

Toronto, April 27th – In a random sampling of public opinion taken by The Forum Poll™ among 1022 Toronto residents, Olivia Chow leads the race for the upcoming mayoral election with support from 31% of decided and leaning voters. Josh Matlow (15%) and Mark Saunders (14%) trail in second and third place respectively. The remaining 40% of decided and leaning voters prefer a range of other candidates, each of whom obtained less than 10% support.

While 30% of respondents do not know who they would vote for yet, Chow still leads with 22% support overall among those surveyed. Residents of East York (34%) and the former City of Toronto (25%) are most likely to support Chow.

“Chow’s confirmed entry into the race seems to have resulted in a surge of support,” said Dr. Lorne Bozinoff, President of Forum Research. “Competitors will have to step up their efforts.”

Among those surveyed, the most important issues in the mayoral election are housing affordability (24%) and the cost of living & inflation (22%).

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/>

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The key questions covered in the recent poll included:

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

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
Olivia Chow	22	17	26	24	11	19	23	24	23	28
Josh Matlow	11	12	12	3	6	14	12	11	9	14
Mark Saunders	10	12	7	14	7	2	12	13	14	8
Ana Bailao	7	7	7	5	7	6	7	6	8	6
Brad Bradford	5	5	5	5	9	2	2	7	5	6
Mitzie Hunter	5	5	5	5	8	5	6	4	4	4
Rob Davis	2	2	2	0	2	4	1	2	2	1
Some other candidate	9	11	5	30	14	6	9	9	8	8
Don't know	30	29	32	14	35	43	25	25	26	25

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Total	1022	130	118	125	121	96	228	69
Olivia Chow	22	17	22	14	27	20	24	20
Josh Matlow	11	5	15	10	10	10	18	16
Mark Saunders	10	8	8	12	6	13	8	17
Ana Bailao	7	7	6	8	5	8	6	7
Brad Bradford	5	9	5	5	2	2	6	2
Mitzie Hunter	5	13	5	5	5	5	3	4
Rob Davis	2	7	0	3	2	0	1	2
Some other candidate	9	5	14	13	4	8	8	18
Don't know	30	29	26	30	41	34	26	14

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Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	1022	292	42	271	125	51	241
Olivia Chow	22	25	34	19	22	20	20
Josh Matlow	11	19	14	10	7	11	7
Mark Saunders	10	6	5	13	8	12	10
Ana Bailao	7	8	2	7	11	3	5
Brad Bradford	5	3	8	5	5	3	7
Mitzie Hunter	5	5	2	4	4	7	7
Rob Davis	2	1	1	2	4	1	2
Some other candidate	9	9	9	5	12	10	10
Don't know	30	24	26	35	27	33	32

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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?

[DECIDED/LEANING]

Gender/Age

%	Total	Male	Female	Non-binary or Other	18-24	25-34	35-44	45-54	55-64	65+
Total	856	403	420	34	95	141	199	166	117	138
Olivia Chow	31	25	37	29	16	34	31	32	30	37
Josh Matlow	15	15	16	3	10	20	14	16	12	18
Mark Saunders	14	17	12	15	12	8	18	16	20	11
Ana Bailao	10	10	10	6	9	9	11	7	13	9
Brad Bradford	8	8	8	6	22	3	3	10	7	8
Mitzie Hunter	7	7	8	6	11	11	7	6	5	6
Rob Davis	3	3	2	0	3	6	1	2	3	1
Some other candidate	12	15	7	35	18	9	14	10	11	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Total	856	105	103	105	101	79	203	61
Olivia Chow	31	22	30	22	41	33	33	23
Josh Matlow	15	6	17	12	15	14	23	19
Mark Saunders	14	10	10	24	13	19	12	20
Ana Bailao	10	12	8	9	7	11	8	8
Brad Bradford	8	14	10	7	4	6	8	3
Mitzie Hunter	7	21	7	6	7	7	5	4
Rob Davis	3	8	2	4	2	0	1	2
Some other candidate	12	7	16	17	11	11	10	20

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%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	856	256	34	218	117	43	189
Olivia Chow	31	32	45	31	29	33	27
Josh Matlow	15	24	17	12	9	14	11
Mark Saunders	14	10	7	18	15	20	15
Ana Bailao	10	9	5	11	15	5	7
Brad Bradford	8	5	10	9	8	4	11
Mitzie Hunter	7	7	3	6	5	8	11
Rob Davis	3	1	1	4	5	2	2
Some other candidate	12	11	11	8	14	15	15

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What is the most important issue to you in the next mayoral election?

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
Housing affordability	24	20	29	19	25	30	26	24	19	20
The cost of living & inflation	22	18	26	16	34	29	25	18	12	16
City infrastructure, services & taxes	14	15	14	16	6	10	12	17	22	21
Traffic, congestion & transit	12	17	9	8	8	12	10	15	15	14
Crime & gun violence	12	15	10	14	1	8	14	15	17	16
Climate action at a municipal level	4	3	4	5	5	3	6	3	3	3
Inclusion issues such as anti-racism, LGBTQ & disability issues	3	3	3	5	11	2	1	1	3	4
Pedestrian & cyclist safety	3	3	2	3	3	1	5	2	3	1
COVID-19 & pandemic recovery	1	2	1	3	3	2	0	1	1	1
Another issue	3	4	2	11	4	3	2	4	4	6

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Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Total	1022	130	118	125	121	96	228	69
Housing affordability	24	23	26	29	27	34	21	17
The cost of living & inflation	22	27	30	27	23	20	21	9
City infrastructure, services & taxes	14	11	6	11	15	14	18	17
Traffic, congestion & transit	12	8	10	10	16	8	13	23
Crime & gun violence	12	8	9	15	10	16	15	15
Climate action at a municipal level	4	6	4	3	0	3	4	7
Inclusion issues such as anti-racism, LGBTQ & disability issues	3	7	6	3	2	0	3	0
Pedestrian & cyclist safety	3	3	2	2	3	0	3	8
COVID-19 & pandemic recovery	1	2	4	0	0	2	0	2
Another issue	3	6	4	1	5	1	2	3

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Total	1022	292	42	271	125	51	241
Housing affordability	24	25	33	25	23	37	19
The cost of living & inflation	22	16	17	27	25	23	24
City infrastructure, services & taxes	14	17	17	15	12	10	13
Traffic, congestion & transit	12	13	8	12	15	9	13
Crime & gun violence	12	13	10	11	13	6	15
Climate action at a municipal level	4	4	3	2	3	3	6
Inclusion issues such as anti-racism, LGBTQ & disability issues	3	3	2	3	2	2	5
Pedestrian & cyclist safety	3	2	4	2	4	5	2
COVID-19 & pandemic recovery	1	2	0	1	2	2	0
Another issue	3	4	6	2	2	1	4

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