

# NEWS RELEASE



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## FOR IMMEDIATE RELEASE

### Fresh gains for Bailao, Saunders and Furey

#### Chow still in first place with 35 percent support

Toronto, June 11<sup>th</sup>, 2023 – In a random sampling of public opinion taken by The Forum Poll™ among 1047 Toronto residents, Olivia Chow holds the lead with 35% support from decided and leaning voters with just over two weeks to go before the June 26<sup>th</sup> mayoral election. Chow’s support slipped three percent over the last week, with Mark Saunders (14%) up by 1% while Anthony Furey (11%, +1%) and Ana Bailao (10%, +2%) have overtaken Josh Matlow (9%, -3%) who now sits in fifth place. Among all poll respondents, 15% remain undecided.

*2023 Mayoral polling results to date - The Forum Poll™ (Decided/Leaning Voters)*

%	Apr 25-26	May 6-7	May 13	May 19	May 26	June 2	June 9	+/- in last week
Olivia Chow	31	33	36	34	34	38	35	-3
Mark Saunders	14	14	18	12	14	13	14	+1
Anthony Furey	-	-	-	-	9	10	11	+1
Ana Bailao	10	7	7	9	9	8	10	+2
Josh Matlow	15	14	10	12	12	12	9	-3
Mitzie Hunter	7	8	10	10	9	7	7	0
Brad Bradford	8	7	6	7	5	5	5	0
Some other candidate	15	17	14	16	8	8	10	+2

“Furey and Bailao may be changing the dynamic,” said Dr. Lorne Bozinoff, President of Forum Research. “In the last two weeks, we might see a surprise upset.”

Among those surveyed, the most important issues in the mayoral election are housing affordability (27%) and the cost of living & inflation (21%), consistent with the previous week.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1047 randomly selected Toronto residents over the age of 18, 76% by cellphone and 24% on landlines. The poll was conducted on June 9<sup>th</sup>, 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

**TORONTO**  
**June 11<sup>th</sup>, 2023**

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The key questions covered in the recent poll included:

*Note: TOTAL (u/w) indicates the unweighted count of respondents.  
TOTAL (w/t) indicates the count weighted for age and gender.*

***If there was an election for mayor of Toronto tomorrow, which 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 (u/w)	1047	485	520	42	60	122	176	193	183	313
TOTAL (w/t)	1047	481	524	42	127	188	228	207	136	162
Olivia Chow	31	30	32	26	17	33	35	33	27	31
Mark Saunders	13	14	12	14	13	11	9	15	17	13
Anthony Furey	9	11	8	7	8	4	13	10	9	10
Ana Bailao	8	9	8	2	3	4	6	9	15	13
Josh Matlow	7	9	6	7	5	8	9	7	4	9
Mitzie Hunter	5	4	5	2	2	4	4	5	7	7
Brad Bradford	3	3	3	7	1	6	3	3	3	4
Chloe Brown	3	2	4	5	7	7	3	1	0	0
Giorgio Mammoliti	1	0	0	7	0	0	0	1	1	1
Anthony Perruza	0	0	1	0	0	0	1	0	1	0
Celina Caesar-Chavannes	0	1	0	0	0	1	0	1	0	0
Rob Davis	0	0	0	0	0	0	0	0	0	0
Some other candidate	4	5	4	5	8	5	5	4	4	2
Don't know	15	12	18	17	36	18	12	10	10	10

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## *Income*

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
TOTAL (u/w)	1047	79	116	108	129	113	259	81
TOTAL (w/t)	1047	96	104	106	123	122	265	87
Olivia Chow	31	28	29	34	34	32	34	23
Mark Saunders	13	6	14	13	10	17	14	14
Anthony Furey	9	10	6	5	5	11	14	7
Ana Bailao	8	3	9	6	9	7	7	12
Josh Matlow	7	6	5	9	7	7	6	11
Mitzie Hunter	5	5	5	4	7	2	4	8
Brad Bradford	3	1	5	5	1	3	5	3
Chloe Brown	3	9	0	5	2	4	3	1
Giorgio Mammoliti	1	2	0	2	0	0	0	0
Anthony Perruza	0	0	0	2	0	0	0	0
Celina Caesar-Chavannes	0	1	0	0	0	0	1	0
Rob Davis	0	0	0	0	0	0	0	0
Some other candidate	4	0	10	2	8	4	4	4
Don't know	15	26	18	13	18	13	8	16

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## *Location*

<b>%</b>	<b>Total</b>	<b>Former City of Toronto</b>	<b>East York</b>	<b>North York</b>	<b>Etobicoke</b>	<b>York</b>	<b>Scarborough</b>
<b>TOTAL (u/w)</b>	<b>1047</b>	<b>352</b>	<b>90</b>	<b>201</b>	<b>166</b>	<b>68</b>	<b>170</b>
<b>TOTAL (w/t)</b>	<b>1047</b>	<b>299</b>	<b>45</b>	<b>275</b>	<b>126</b>	<b>55</b>	<b>247</b>
<b>Olivia Chow</b>	31	41	35	25	25	35	26
<b>Mark Saunders</b>	13	10	7	15	20	11	11
<b>Anthony Furey</b>	9	8	6	13	10	7	8
<b>Ana Bailao</b>	8	9	4	10	7	6	8
<b>Josh Matlow</b>	7	10	9	6	8	3	5
<b>Mitzie Hunter</b>	5	2	6	3	1	5	12
<b>Brad Bradford</b>	3	3	8	2	4	2	4
<b>Chloe Brown</b>	3	5	0	3	1	2	2
<b>Giorgio Mammoliti</b>	1	1	2	0	1	0	0
<b>Anthony Perruza</b>	0	0	0	1	0	0	0
<b>Celina Caesar-Chavannes</b>	0	0	0	1	1	0	0
<b>Rob Davis</b>	0	0	0	0	0	0	0
<b>Some other candidate</b>	4	1	6	8	3	9	5
<b>Don't know</b>	15	10	17	13	18	20	20

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

*+ Even though you may not have made up your mind, which 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 (u/w)	976	459	477	40	51	110	164	180	171	300
TOTAL (w/t)	965	449	476	40	108	169	212	193	128	155
Olivia Chow	35	33	37	38	25	40	40	37	31	33
Mark Saunders	14	15	13	18	15	12	11	17	19	14
Anthony Furey	11	13	9	8	10	6	15	11	10	11
Ana Bailao	10	10	10	3	10	4	7	10	16	15
Josh Matlow	9	10	8	8	6	10	9	8	6	10
Mitzie Hunter	7	5	9	3	9	6	5	5	8	8
Brad Bradford	5	5	4	8	3	9	3	3	3	5
Some other candidate	10	9	10	18	22	14	9	8	7	3

## *Income*

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
TOTAL (u/w)	976	68	105	104	123	105	248	75
TOTAL (w/t)	965	83	93	101	114	112	253	79
Olivia Chow	35	33	35	43	38	37	35	29
Mark Saunders	14	7	16	14	11	19	15	17
Anthony Furey	11	12	6	5	9	12	14	8
Ana Bailao	10	3	10	7	12	8	8	14
Josh Matlow	9	7	7	10	8	9	7	13
Mitzie Hunter	7	15	6	5	9	2	6	9
Brad Bradford	5	2	7	5	3	4	5	6
Some other candidate	10	20	11	11	11	9	9	5

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## *Location*

<b>%</b>	<b>Total</b>	<b>Former City of Toronto</b>	<b>East York</b>	<b>North York</b>	<b>Etobicoke</b>	<b>York</b>	<b>Scarborough</b>
<b>TOTAL (u/w)</b>	<b>976</b>	<b>334</b>	<b>83</b>	<b>189</b>	<b>148</b>	<b>63</b>	<b>159</b>
<b>TOTAL (w/t)</b>	<b>965</b>	<b>281</b>	<b>40</b>	<b>256</b>	<b>109</b>	<b>51</b>	<b>228</b>
<b>Olivia Chow</b>	35	45	43	28	33	43	29
<b>Mark Saunders</b>	14	11	8	16	24	12	13
<b>Anthony Furey</b>	11	8	9	16	12	8	9
<b>Ana Bailao</b>	10	9	5	11	8	7	12
<b>Josh Matlow</b>	9	12	11	7	9	4	6
<b>Mitzie Hunter</b>	7	3	6	5	2	7	14
<b>Brad Bradford</b>	5	3	9	4	6	6	6
<b>Some other candidate</b>	10	7	9	14	6	12	10

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**FORUM RESEARCH INC.**

*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 (u/w)	1047	485	520	42	60	122	176	193	183	313
TOTAL (w/t)	1047	481	524	42	127	188	228	207	136	162
Housing affordability	27	24	29	29	28	37	24	27	23	20
The cost of living & inflation	21	20	21	17	35	20	24	18	15	13
City infrastructure, services & taxes	16	16	17	12	9	19	14	11	23	23
Traffic, congestion & transit	13	16	11	2	4	8	16	19	13	12
Crime & gun violence	11	12	10	5	7	9	10	13	13	11
Climate action at a municipal level	4	4	4	7	7	1	4	4	4	6
Pedestrian & cyclist safety	3	3	2	7	4	2	2	3	3	3
Inclusion issues such as anti-racism, LGBTQ & disability issues	2	1	2	19	0	2	2	1	3	7
COVID-19 & pandemic recovery	1	1	1	0	1	0	1	0	0	1
Another issue	3	3	3	2	5	2	3	3	3	3

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TOTAL (u/w)	1047	79	116	108	129	113	259	81
TOTAL (w/t)	1047	96	104	106	123	122	265	87
Housing affordability	27	39	37	30	23	31	23	17
The cost of living & inflation	21	18	16	22	27	22	18	14
City infrastructure, services & taxes	16	15	9	13	16	15	20	22
Traffic, congestion & transit	13	4	12	14	15	13	13	17
Crime & gun violence	11	8	14	10	6	6	13	13
Climate action at a municipal level	4	5	6	1	5	4	4	6
Pedestrian & cyclist safety	3	3	1	5	4	1	2	2
Inclusion issues such as anti-racism, LGBTQ & disability issues	2	6	3	2	1	1	2	3
COVID-19 & pandemic recovery	1	0	1	1	0	2	1	0
Another issue	3	3	1	2	2	4	4	5

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<b>Housing affordability</b>	27	30	33	26	20	29	24
<b>The cost of living &amp; inflation</b>	21	16	13	19	21	28	27
<b>City infrastructure, services &amp; taxes</b>	16	15	17	17	20	18	14
<b>Traffic, congestion &amp; transit</b>	13	12	14	16	13	9	11
<b>Crime &amp; gun violence</b>	11	11	12	9	10	9	13
<b>Climate action at a municipal level</b>	4	5	4	3	4	2	4
<b>Pedestrian &amp; cyclist safety</b>	3	3	4	3	3	2	3
<b>Inclusion issues such as anti-racism, LGBTQ &amp; disability issues</b>	2	3	4	2	4	2	1
<b>COVID-19 &amp; pandemic recovery</b>	1	0	0	0	2	0	1
<b>Another issue</b>	3	3	0	4	3	1	3

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