

NEWS RELEASE



FORUM RESEARCH INC.

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FOR IMMEDIATE RELEASE

Grimes and Morley Close Contenders in Ward 3

Amber Morley trails behind Mark Grimes in Etobicoke-Lakeshore

Toronto, Oct 18th – In a random sampling of public opinion taken by The Forum Poll™ among 213 Ward 3 voters, amongst those decided and leaning, 32% are voting for Mark Grimes, 29% for Amber Morley, and 24% for Bonnie Hu.

“This is going to be a close race,” said Dr. Lorne Bozinoff, President of Forum Research. “Grimes is in the lead, but Morley and even Hu are catching up. We could see this election go more than one way.”

Tory continues to take the lead with 35% of support. Gil Penalosa holds 12% of the vote, while 34% of respondents haven't decided who they'll be voting for yet.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 213 randomly selected eligible voters across Etobicoke-Lakeshore. The poll was conducted on Sept 13th, 2022. Results based on the total sample are considered accurate +/- 7%, 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/>

TORONTO

Oct 18th, 2022

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Councillor in Ward 3

'Who will you vote for as councillor in Ward 3 in this municipal election on October 24th?'

[Decided / Leaning]

% Sample	Gender				Age					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
184	72	109	3	2	6	7	20	41	108	
Mark Grimes	32%	26%	40%	0%	0%	10%	46%	48%	41%	42%
Amber Morley	29%	15%	43%	0%	50%	10%	17%	36%	49%	42%
Bonnie Hu	24%	43%	7%	33%	50%	65%	13%	0%	0%	8%
Zeynel Ari	3%	1%	6%	0%	0%	10%	0%	0%	0%	3%
Marco Valle	1%	0%	0%	33%	0%	2%	0%	0%	0%	2%
Other	10%	15%	5%	33%	0%	2%	25%	16%	10%	4%

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Hot Issues

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

[All Voters]

Sample	Gender				Age					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
Sample	213	84	126	3	2	7	9	24	46	125
The cost of living and inflation	29%	36%	22%	0%	50%	77%	13%	6%	24%	15%
City infrastructure, services and taxes	22%	12%	31%	33%	50%	20%	23%	13%	20%	26%
Housing affordability	17%	14%	20%	0%	0%	0%	32%	16%	15%	11%
Crime and gun violence	12%	18%	5%	33%	0%	0%	20%	21%	9%	14%
Traffic, congestion and transit	7%	10%	5%	0%	0%	0%	0%	15%	15%	16%
Inclusion issues such as anti-racism, LGBTQ and disability issues	4%	1%	6%	0%	0%	0%	13%	0%	2%	3%
Climate action at a municipal level	3%	1%	5%	0%	0%	0%	0%	6%	7%	5%
Pedestrian and cyclist safety	3%	3%	2%	0%	0%	0%	0%	9%	2%	3%
COVID-19 and pandemic recovery	1%	0%	1%	0%	0%	0%	0%	0%	0%	3%
Other	4%	4%	4%	33%	0%	2%	0%	13%	7%	4%

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Municipal Election Interest

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

[All Voters]

	Gender				Age					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
Sample	213	84	126	3	2	7	9	24	46	125
Absolutely certain, barring an unforeseen circumstance	85%	91%	79%	100%	100%	100%	65%	94%	76%	81%
Extremely likely	3%	2%	4%	0%	0%	0%	0%	3%	9%	8%
Very likely	7%	1%	12%	0%	0%	0%	26%	0%	2%	5%
Somewhat likely	3%	5%	2%	0%	0%	0%	10%	0%	4%	4%
Not very likely	1%	0%	2%	0%	0%	0%	0%	3%	2%	1%
Not at all likely	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Don't know	1%	1%	1%	0%	0%	0%	0%	0%	7%	0%

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Mayoral Election

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

[All Voters]

Sample	Gender				Age					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
John Tory	35%	35%	37%	0%	0%	9%	32%	53%	50%	60%
Gil Penalosa	12%	6%	16%	33%	0%	11%	13%	6%	22%	12%
Chloe-Marie Brown	3%	5%	0%	0%	0%	0%	10%	0%	2%	2%
Blake Acton	1%	1%	0%	0%	0%	0%	0%	0%	0%	3%
Other candidate	16%	13%	18%	67%	100%	2%	32%	6%	7%	7%
Don't know	34%	40%	29%	0%	0%	77%	13%	35%	20%	16%

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