

NEWS RELEASE

**MEDIA INQUIRIES:**

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE**Cheng and O'Brien Fehr Compete in Tight Race****Lily Cheng and Markus O'Brien Fehr battle for remaining votes**

Toronto, Sept 16th – In a random sampling of public opinion taken by The Forum Poll™ among 144 Ward 18 voters, amongst those decided and leaning, 32% support Lily Cheng, and 31% Markus O'Brien Fehr.

Daniel Lee closely follows in third place with 25% of support.

“While it’s difficult to say who will win based on these numbers, I am confident that it’ll be a tight race,” says Dr. Lorne Bozinoff, President of Forum Research.

John Tory has strong support in Ward 18, leading with 51% of the vote.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 216 randomly selected eligible voters across Willowdale. The poll was conducted on Sept 15th, 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/>

The key questions covered in the recent poll concerned:

TORONTO**Sept 16th, 2022**

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO
Sept 16th, 2022

Councillor in Ward 18

'Who will you vote for as councillor in Ward 18 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+
	144	55	87	2	2	4	5	13	34	86
Markus O'Brien Fehr	31%	27%	34%	50%	0%	32%	28%	19%	46%	48%
Lily Cheng	32%	43%	22%	50%	7%	36%	43%	34%	30%	27%
Daniel Lee	25%	7%	41%	0%	9%	32%	29%	41%	9%	17%
Other	13%	24%	3%	0%	93%	0%	0%	7%	15%	9%

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:
Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO
Sept 16th, 2022

Hot Issues

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

	Age				Gender					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
Sample	216	80	133	3	2	4	9	28	49	124
City infrastructure, services and taxes	26%	31%	23%	0%	0%	18%	59%	20%	14%	24%
Crime and gun violence	22%	17%	27%	0%	0%	50%	25%	8%	9%	14%
Traffic, congestion and transit	15%	11%	20%	0%	0%	32%	0%	17%	17%	14%
The cost of living and inflation	11%	9%	13%	0%	0%	0%	0%	27%	22%	19%
Inclusion issues such as anti-racism, LGBTQ and disability issues	10%	19%	1%	0%	93%	0%	8%	3%	5%	3%
Pedestrian and cyclist safety	6%	8%	3%	33%	0%	0%	8%	13%	9%	2%
Housing affordability	4%	3%	3%	33%	0%	0%	0%	5%	8%	9%
Climate action at a municipal level	3%	1%	5%	0%	0%	0%	0%	5%	5%	9%
COVID-19 and pandemic recovery	1%	2%	0%	33%	7%	0%	0%	3%	0%	2%
Other	2%	0%	4%	0%	0%	0%	0%	0%	13%	2%

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

Sept 16th, 2022

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	216	80	133	3	2	4	9	28	49	124
Absolutely certain, barring an unforeseen emergency	82%	92%	73%	67%	93%	68%	100%	73%	80%	85%
Extremely likely	6%	6%	7%	0%	0%	0%	0%	20%	13%	4%
Very likely	9%	2%	16%	0%	0%	32%	0%	3%	0%	6%
Somewhat likely	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not very likely	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Not at all likely	1%	0%	0%	33%	7%	0%	0%	0%	0%	1%
Don't know	2%	0%	4%	0%	0%	0%	0%	5%	6%	3%

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:
Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Mayoral Election

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

% Sample	Age					Gender				
	Total	Male	Female	Non-Binary	<25	25-34	35-44	45-54	55-64	65+
Sample	216	80	133	3	2	4	9	28	49	124
John Tory	51%	54%	50%	0%	0%	50%	58%	53%	48%	65%
Gil Penalosa	13%	8%	18%	0%	0%	32%	8%	11%	6%	4%
Chloe-Marie Brown	4%	0%	8%	0%	0%	0%	17%	0%	2%	1%
Blake Acton	2%	3%	1%	0%	0%	0%	0%	3%	5%	2%
Other	7%	14%	1%	0%	100%	0%	0%	0%	3%	3%
Don't know	23%	22%	23%	23%	0%	18%	17%	33%	37%	25%

TORONTO
Sept 16th, 2022

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com