

NEWS RELEASE



FORUM RESEARCH INC.

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FOR IMMEDIATE RELEASE

Chow strengthens lead in mayor race

No momentum among remaining candidates

Toronto, June 4th, 2023 – In a random sampling of public opinion taken by The Forum Poll™ among 1032 Toronto residents, support for frontrunner Olivia Chow rose four percent over the last week among decided and leaning voters. Mark Saunders (13%) and Josh Matlow (12%) remain in second and third place. Among all poll respondents, just under 1 in 5 (19%) remain undecided. The election will take place on June 26th, 2023.

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	+/- in last week
Olivia Chow	31	33	36	34	34	38	+4
Mark Saunders	14	14	18	12	14	13	-1
Josh Matlow	15	14	10	12	12	12	0
Anthony Furey	-	-	-	-	9	10	+1
Ana Bailao	10	7	7	9	9	8	-1
Mitzie Hunter	7	8	10	10	9	7	-2
Brad Bradford	8	7	6	7	5	5	0
Some other candidate	15	17	14	16	8	8	0

“Chow is breaking ahead from the rest,” said Dr. Lorne Bozinoff, President of Forum Research. “It may be tough for anyone else to catch up.”

Among those surveyed, the most important issues in the mayoral election are housing affordability (25%) and the cost of living & inflation (20%), consistent with the previous week.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1032 randomly selected Toronto residents over the age of 18, 75% by cellphone and 25% on landlines. The poll was conducted on June 2nd, 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.

TORONTO

June 4th, 2023

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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:

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 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 (u/w)	1032	499	492	41	47	122	178	182	186	317
TOTAL (w/t)	1032	474	517	41	126	188	226	199	135	158
Olivia Chow	31	29	32	29	24	35	34	30	31	27
Mark Saunders	11	13	8	15	8	10	11	15	10	10
Josh Matlow	10	12	8	0	10	8	7	11	8	15
Anthony Furey	8	7	9	5	14	7	6	8	8	7
Ana Bailao	7	8	6	5	8	5	4	5	10	9
Mitzie Hunter	6	4	7	7	2	4	9	5	6	7
Brad Bradford	4	5	3	2	0	3	4	5	4	5
Chloe Brown	2	0	3	5	3	4	1	1	1	0
Rob Davis	0	0	0	0	0	0	1	0	0	0
Anthony Perruza	0	0	0	0	0	0	0	1	0	0
Giorgio Mammoliti	0	0	0	0	0	0	0	0	0	0
Celina Caesar-Chavannes	0	0	0	0	0	0	0	0	0	0
Some other candidate	5	8	2	7	9	7	4	3	3	2
Don't know	18	14	21	24	23	17	18	16	18	18

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Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
TOTAL (u/w)	1032	76	129	117	111	118	252	64
TOTAL (w/t)	1032	90	115	113	116	128	257	58
Olivia Chow	31	27	32	34	30	34	38	24
Mark Saunders	11	9	14	3	9	14	11	13
Josh Matlow	10	7	7	10	8	14	12	13
Anthony Furey	8	7	6	8	10	5	5	17
Ana Bailao	7	2	3	7	9	5	7	10
Mitzie Hunter	6	11	7	13	6	2	3	1
Brad Bradford	4	5	4	4	1	4	3	9
Chloe Brown	2	1	4	0	4	2	1	0
Rob Davis	0	0	0	0	0	0	1	0
Anthony Perruza	0	0	0	0	0	1	0	0
Giorgio Mammoliti	0	0	0	0	0	0	0	0
Celina Caesar-Chavannes	0	0	0	0	0	0	0	0
Some other candidate	5	6	4	0	6	6	3	6
Don't know	18	24	19	20	17	12	17	6

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Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1032	364	85	193	178	61	151
TOTAL (w/t)	1032	292	44	276	128	52	240
Olivia Chow	31	38	32	28	29	43	23
Mark Saunders	11	7	10	9	19	12	13
Josh Matlow	10	12	7	10	8	11	7
Anthony Furey	8	7	5	10	10	12	6
Ana Bailao	7	7	5	6	8	3	7
Mitzie Hunter	6	4	8	4	5	1	11
Brad Bradford	4	3	8	4	1	5	5
Chloe Brown	2	3	1	2	1	1	1
Rob Davis	0	0	1	0	0	0	1
Anthony Perruza	0	0	0	0	0	0	1
Giorgio Mammoliti	0	0	0	0	0	0	0
Celina Caesar- Chavannes	0	0	0	0	0	0	0
Some other candidate	5	4	3	2	6	4	8
Don't know	18	15	21	25	12	9	19

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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 (u/w)	936	455	447	34	40	113	160	164	169	290
TOTAL (w/t)	923	429	460	34	103	173	204	180	121	143
Olivia Chow	38	35	41	41	34	44	42	37	36	32
Mark Saunders	13	15	11	21	9	11	15	18	12	12
Josh Matlow	12	13	11	0	14	9	8	13	11	18
Anthony Furey	10	9	11	6	17	8	8	9	9	9
Ana Bailao	8	9	8	6	10	6	6	6	13	12
Some other candidate	8	9	6	15	14	12	7	6	5	3
Mitzie Hunter	7	5	9	9	2	5	10	5	9	9
Brad Bradford	5	6	4	3	0	6	4	7	5	6

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Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
TOTAL (u/w)	936	67	113	104	99	111	237	62
TOTAL (w/t)	923	76	103	98	104	117	245	57
Olivia Chow	38	38	38	42	35	38	46	28
Mark Saunders	13	11	17	4	15	18	12	13
Josh Matlow	12	9	8	15	9	15	14	14
Anthony Furey	10	11	9	10	11	5	5	18
Ana Bailao	8	3	5	8	12	6	9	11
Some other candidate	8	8	9	1	11	11	4	6
Mitzie Hunter	7	14	9	15	7	3	4	1
Brad Bradford	5	6	6	5	1	4	5	10

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	936	334	76	166	164	60	136
TOTAL (w/t)	923	265	40	232	119	51	216
Olivia Chow	38	46	43	38	32	44	30
Mark Saunders	13	9	11	12	23	16	14
Josh Matlow	12	14	12	13	9	13	9
Anthony Furey	10	8	5	13	12	12	7
Ana Bailao	8	8	6	9	9	3	8
Some other candidate	8	8	5	5	7	5	11
Mitzie Hunter	7	5	8	5	6	2	13
Brad Bradford	5	3	10	5	1	5	7

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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 (u/w)	1032	499	492	41	47	122	178	182	186	317
TOTAL (w/t)	1032	474	517	41	126	188	226	199	135	158
Housing affordability	25	24	24	32	32	30	27	21	17	20
The cost of living & inflation	20	16	24	12	18	22	24	23	15	13
City infrastructure, services & taxes	15	15	16	7	7	13	10	17	24	22
Traffic, congestion & transit	14	17	11	12	17	7	15	14	13	17
Crime & gun violence	12	13	11	10	16	10	11	13	11	11
Climate action at a municipal level	3	3	5	0	0	3	4	4	5	3
Inclusion issues such as anti-racism, LGBTQ & disability issues	3	2	3	10	0	3	4	3	3	2
Pedestrian & cyclist safety	3	4	1	5	1	5	1	3	4	2
COVID-19 & pandemic recovery	1	2	1	2	0	3	0	2	2	3
Another issue	5	5	4	10	8	3	3	2	8	6

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TOTAL (u/w)	1032	76	129	117	111	118	252	64
TOTAL (w/t)	1032	90	115	113	116	128	257	58
Housing affordability	25	37	30	25	29	29	23	8
The cost of living & inflation	20	21	21	20	28	21	15	11
City infrastructure, services & taxes	15	5	4	12	9	13	21	23
Traffic, congestion & transit	14	9	13	13	9	15	17	25
Crime & gun violence	12	8	16	12	10	10	12	10
Climate action at a municipal level	3	1	6	6	2	2	4	3
Inclusion issues such as anti-racism, LGBTQ & disability issues	3	7	1	2	4	3	1	4
Pedestrian & cyclist safety	3	4	1	3	3	4	2	9
COVID-19 & pandemic recovery	1	1	2	4	1	0	2	0
Another issue	5	6	5	4	6	3	2	8

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TOTAL (w/t)	1032	292	44	276	128	52	240
Housing affordability	25	30	27	22	19	32	21
The cost of living & inflation	20	16	16	24	20	19	20
City infrastructure, services & taxes	15	15	20	14	16	12	17
Traffic, congestion & transit	14	15	13	14	17	12	12
Crime & gun violence	12	7	11	11	12	13	18
Climate action at a municipal level	3	4	3	3	2	6	4
Inclusion issues such as anti-racism, LGBTQ & disability issues	3	4	0	2	4	0	2
Pedestrian & cyclist safety	3	4	3	2	4	2	2
COVID-19 & pandemic recovery	1	1	0	2	2	0	1
Another issue	5	5	6	5	3	4	5

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