

# NEWS RELEASE



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

## FOR IMMEDIATE RELEASE

### Chow's lead unchanged in latest mayoral poll

#### Slight gain for Saunders, status quo for Matlow

Toronto, May 28<sup>th</sup>, 2023 – In a random sampling of public opinion taken by The Forum Poll™ among 1007 Toronto residents, Olivia Chow retains her edge over rivals in the upcoming mayoral election with support from 34% of decided and leaning voters. Mark Saunders (14%) and Josh Matlow (12%) remain in second and third place, with the only change from last week being an improvement of 2% in Saunders' support among decided and leaning voters. Among all poll respondents, just over 1 in 5 (21%) remain undecided. The election will take place on June 26<sup>th</sup>.

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

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

“We’re now seeing five weeks of fairly consistent results among the top three candidates,” said Dr. Lorne Bozinoff, President of Forum Research. “However, with a month left in the campaign, there’s still time for surprises.”

Among those surveyed, the most important issues in the mayoral election are housing affordability (26%) and the cost of living & inflation (22%), consistent with the previous week.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1007 randomly selected Toronto residents over the age of 18, 73% by cellphone and 27% on landlines. The poll was conducted on May 26<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 [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp). This research is not necessarily predictive of future outcomes, but rather captures opinion at one point in time.

**TORONTO**  
**May 28<sup>th</sup>, 2023**

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

# NEWS RELEASE



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 included:

***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+
<b>Total</b>	<b>1007</b>	<b>462</b>	<b>504</b>	<b>41</b>	<b>123</b>	<b>183</b>	<b>217</b>	<b>193</b>	<b>134</b>	<b>157</b>
Olivia Chow	27	26	28	27	17	30	28	31	23	27
Mark Saunders	12	15	9	10	7	7	8	15	21	13
Josh Matlow	9	10	9	17	11	8	10	7	7	14
Anthony Furey	7	7	7	10	0	6	10	9	7	9
Ana Bailao	7	6	8	5	6	3	7	6	11	10
Mitzie Hunter	6	7	6	5	4	3	8	10	7	5
Brad Bradford	4	5	3	0	4	2	6	4	4	3
Chloe Brown	1	1	2	2	0	4	2	1	0	0
Rob Davis	0	1	0	0	0	1	0	1	0	0
Anthony Perruza	0	1	0	0	0	0	0	0	1	0
Giorgio Mammoliti	0	0	0	0	0	0	0	1	0	0
Celina Caesar-Chavannes	0	0	0	0	0	0	0	0	0	0
Some other candidate	4	6	3	2	4	6	4	4	3	4
Don't know	21	16	25	22	47	29	16	12	15	14

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

## *Income*

<b>%</b>	<b>Total</b>	<b>&lt;\$20K</b>	<b>\$20- \$40K</b>	<b>\$40- \$60K</b>	<b>\$60- \$80K</b>	<b>\$80- \$100K</b>	<b>\$100- \$250K</b>	<b>\$250K+</b>
<b>Total</b>	<b>1007</b>	<b>92</b>	<b>119</b>	<b>138</b>	<b>101</b>	<b>85</b>	<b>249</b>	<b>77</b>
<b>Olivia Chow</b>	27	26	29	36	31	24	26	19
<b>Mark Saunders</b>	12	5	18	12	8	12	10	17
<b>Josh Matlow</b>	9	8	7	3	11	7	15	6
<b>Anthony Furey</b>	7	12	4	8	6	7	9	1
<b>Ana Bailao</b>	7	3	4	3	13	13	8	11
<b>Mitzie Hunter</b>	6	15	10	8	5	8	5	2
<b>Brad Bradford</b>	4	2	4	2	2	3	7	7
<b>Chloe Brown</b>	1	0	0	1	2	1	2	3
<b>Rob Davis</b>	0	0	0	0	0	0	1	0
<b>Anthony Perruza</b>	0	1	0	0	1	0	0	0
<b>Giorgio Mammoliti</b>	0	0	0	1	0	1	0	0
<b>Celina Caesar-Chavannes</b>	0	0	0	0	0	0	0	0
<b>Some other candidate</b>	4	4	5	3	5	6	3	10
<b>Don't know</b>	21	24	20	23	16	17	14	23

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

## *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</b>	<b>1007</b>	<b>289</b>	<b>45</b>	<b>266</b>	<b>122</b>	<b>50</b>	<b>235</b>
<b>Olivia Chow</b>	27	32	45	23	26	27	23
<b>Mark Saunders</b>	12	8	7	12	19	14	11
<b>Josh Matlow</b>	9	19	8	7	1	5	7
<b>Anthony Furey</b>	7	6	5	5	11	6	11
<b>Ana Bailao</b>	7	8	3	9	5	11	5
<b>Mitzie Hunter</b>	6	4	6	5	1	5	14
<b>Brad Bradford</b>	4	4	6	4	5	1	5
<b>Chloe Brown</b>	1	2	2	1	3	2	0
<b>Rob Davis</b>	0	0	0	1	1	0	0
<b>Anthony Perruza</b>	0	0	0	1	0	0	0
<b>Giorgio Mammoliti</b>	0	0	0	1	0	0	0
<b>Celina Caesar- Chavannes</b>	0	0	0	0	0	0	0
<b>Some other candidate</b>	4	3	3	7	3	3	4
<b>Don't know</b>	21	15	16	26	24	26	20

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

*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	874	424	415	34	81	145	194	184	125	145
Olivia Chow	34	31	38	32	29	43	33	36	28	32
Mark Saunders	14	16	12	15	11	10	9	17	23	14
Josh Matlow	12	12	12	21	23	12	13	7	8	16
Mitzi Hunter	9	10	9	6	11	7	11	11	8	7
Anthony Furey	9	8	9	12	0	7	12	9	10	10
Ana Bailao	9	8	10	6	12	4	8	7	12	11
Brad Bradford	5	6	4	3	9	3	7	5	5	4
Some other candidate	8	9	6	6	5	13	7	8	6	5

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

## *Income*

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
<b>Total</b>	<b>874</b>	<b>80</b>	<b>109</b>	<b>117</b>	<b>94</b>	<b>74</b>	<b>223</b>	<b>65</b>
Olivia Chow	34	33	37	48	40	28	30	23
Mark Saunders	14	6	20	15	9	16	12	23
Josh Matlow	12	9	8	3	12	10	17	7
Mitzie Hunter	9	23	15	11	6	10	5	8
Anthony Furey	9	16	5	9	6	8	11	2
Ana Bailao	9	4	5	5	14	15	9	14
Brad Bradford	5	2	5	3	2	3	9	9
Some other candidate	8	7	6	6	10	11	8	15

## *Location*

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>Total</b>	<b>874</b>	<b>259</b>	<b>41</b>	<b>209</b>	<b>107</b>	<b>45</b>	<b>212</b>
Olivia Chow	34	39	52	31	34	30	30
Mark Saunders	14	9	9	16	24	18	14
Josh Matlow	12	22	10	11	1	12	8
Mitzie Hunter	9	5	7	7	4	8	20
Anthony Furey	9	6	5	7	13	7	13
Ana Bailao	9	9	4	11	7	18	6
Brad Bradford	5	5	7	5	8	1	5
Some other candidate	8	5	6	13	10	8	4

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**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	1007	462	504	41	123	183	217	193	134	157
Housing affordability	26	27	27	12	21	40	28	25	16	21
The cost of living & inflation	22	19	25	17	27	22	27	21	17	17
City infrastructure, services & taxes	16	17	15	12	14	12	15	16	16	24
Traffic, congestion & transit	12	15	9	17	12	10	8	14	19	12
Crime & gun violence	9	10	7	15	9	2	7	7	17	15
Climate action at a municipal level	5	4	7	0	10	6	4	4	4	3
Inclusion issues such as anti-racism, LGBTQ & disability issues	3	1	4	10	5	2	2	1	5	4
Pedestrian & cyclist safety	2	3	1	5	0	0	3	4	2	1
COVID-19 & pandemic recovery	1	1	1	5	2	0	3	1	2	1
Another issue	4	3	4	7	0	6	4	6	2	2

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

## *Income*

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
<b>Total</b>	<b>1007</b>	<b>92</b>	<b>119</b>	<b>138</b>	<b>101</b>	<b>85</b>	<b>249</b>	<b>77</b>
Housing affordability	26	29	26	45	20	29	26	17
The cost of living & inflation	22	17	35	19	34	18	19	14
City infrastructure, services & taxes	16	9	8	12	14	15	19	26
Traffic, congestion & transit	12	19	7	12	13	10	13	14
Crime & gun violence	9	9	13	7	7	13	5	11
Climate action at a municipal level	5	2	3	3	4	3	9	7
Inclusion issues such as anti-racism, LGBTQ & disability issues	3	7	3	0	5	1	2	1
Pedestrian & cyclist safety	2	1	1	0	3	2	2	5
COVID-19 & pandemic recovery	1	1	2	0	1	1	2	0
Another issue	4	7	3	1	0	8	3	6

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
[forumresearch.com](http://forumresearch.com)



# NEWS RELEASE



**FORUM RESEARCH INC.**

## *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</b>	<b>1007</b>	<b>289</b>	<b>45</b>	<b>266</b>	<b>122</b>	<b>50</b>	<b>235</b>
<b>Housing affordability</b>	26	30	24	29	23	21	22
<b>The cost of living &amp; inflation</b>	22	16	20	23	27	25	25
<b>City infrastructure, services &amp; taxes</b>	16	19	18	12	12	16	18
<b>Traffic, congestion &amp; transit</b>	12	12	15	9	14	18	13
<b>Crime &amp; gun violence</b>	9	9	11	9	12	12	6
<b>Climate action at a municipal level</b>	5	5	3	8	2	0	4
<b>Inclusion issues such as anti-racism, LGBTQ &amp; disability issues</b>	3	4	6	2	2	0	3
<b>Pedestrian &amp; cyclist safety</b>	2	2	1	1	3	3	3
<b>COVID-19 &amp; pandemic recovery</b>	1	2	0	1	2	1	1
<b>Another issue</b>	4	2	3	5	3	3	5

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
[forumresearch.com](http://forumresearch.com)