

NEWS RELEASE



FORUM RESEARCH INC.

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FOR IMMEDIATE RELEASE

Chow grows lead in mayor race

1 in 3 support Chow for mayor

Toronto, May 8th, 2023 – In a random sampling of public opinion taken by The Forum Poll™ among 2000 Toronto residents, Olivia Chow continues to lead the race for the upcoming mayoral election with support from 33% of decided and leaning voters, up 2% from the previous week. Mark Saunders (14%) and Josh Matlow (14%) remain in second and third place, with Matlow losing 1% support from the previous week.

Among those surveyed, 39% of those who are decided and leaning support a range of other candidates, none of whom obtained more than 8% support.

2023 Mayoral polling results to date - The Forum Poll™

%	Apr 25-26	May 6-7	+/-
Olivia Chow	31	33	+2
Josh Matlow	15	14	-1
Mark Saunders	14	14	0
Ana Bailao	10	7	-3
Brad Bradford	8	7	-1
Mitzie Hunter	7	8	+1
Some other candidate	15	17	+2

“Chow is maintaining a comfortable lead,” said Dr. Lorne Bozinoff, President of Forum Research. “However, it’s still early in the race.”

Among those surveyed, the most important issues in the mayoral election are housing affordability (23%) and the cost of living & inflation (22%).

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 2000 randomly selected Toronto residents over the age of 18, 72% by cellphone and 28% on landlines. The poll was conducted from May 6th to May 7th, 2023. Results based on the total sample are considered accurate +/- 2%, 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

May 8th, 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/>

The key questions covered in the recent poll included:

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	1708	791	858	60	199	315	371	334	227	263
Olivia Chow	33	32	34	40	24	37	35	30	36	34
Mark Saunders	14	15	14	8	13	14	11	20	15	13
Josh Matlow	14	14	14	7	11	12	16	13	12	18
Mitzie Hunter	8	6	11	3	5	4	11	12	8	8
Ana Bailao	7	7	6	12	6	7	6	7	7	9
Brad Bradford	7	9	5	12	11	4	6	7	8	8
Some other candidate	17	18	15	18	30	23	15	12	14	10

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Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Total	1708	180	203	183	198	199	395	116
Olivia Chow	33	34	28	33	36	31	36	22
Mark Saunders	14	18	14	15	17	10	13	15
Josh Matlow	14	10	9	11	11	20	18	20
Mitzie Hunter	8	4	8	7	11	10	10	4
Ana Bailao	7	4	10	6	4	8	9	7
Brad Bradford	7	9	9	8	5	4	5	15
Some other candidate	17	21	21	22	16	17	9	17

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	1708	501	77	453	194	85	399
Olivia Chow	33	37	44	32	22	40	31
Mark Saunders	14	11	13	18	19	12	13
Josh Matlow	14	22	15	12	13	15	6
Mitzie Hunter	8	2	4	8	9	7	17
Ana Bailao	7	8	6	6	8	5	7
Brad Bradford	7	6	8	8	10	6	5
Some other candidate	17	14	10	16	19	15	21

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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	2000	924	1009	67	240	368	439	384	263	305
Housing affordability	23	22	22	34	19	35	28	15	16	19
The cost of living & inflation	22	18	26	13	30	23	21	29	16	11
City infrastructure, services & taxes	15	18	12	15	10	8	16	15	18	23
Crime & gun violence	13	13	14	7	18	9	12	15	16	15
Traffic, congestion & transit	12	15	10	13	3	11	12	14	17	16
Another issue	4	4	5	1	8	4	4	3	4	5
Inclusion issues such as anti-racism, LGBTQ & disability issues	4	4	4	7	5	3	5	3	4	4
Climate action at a municipal level	4	3	5	3	4	6	1	4	4	4
Pedestrian & cyclist safety	2	3	1	3	2	1	1	2	3	2
COVID-19 & pandemic recovery	1	1	1	1	1	1	1	2	1	2

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%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Total	2000	227	238	203	229	219	456	140
Housing affordability	23	21	25	27	29	24	19	24
The cost of living & inflation	22	24	26	28	22	18	20	10
City infrastructure, services & taxes	15	15	8	14	12	12	20	19
Crime & gun violence	13	14	12	12	13	14	12	15
Traffic, congestion & transit	12	6	7	7	12	14	16	18
Another issue	4	7	3	5	4	4	4	7
Inclusion issues such as anti-racism, LGBTQ & disability issues	4	6	9	3	4	4	2	2
Climate action at a municipal level	4	3	5	1	3	5	3	4
Pedestrian & cyclist safety	2	1	3	1	1	3	2	2
COVID-19 & pandemic recovery	1	3	1	1	0	2	1	0

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Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	2000	574	85	525	239	100	477
Housing affordability	23	27	32	21	20	31	17
The cost of living & inflation	22	17	13	23	22	22	28
City infrastructure, services & taxes	15	15	16	14	15	11	16
Crime & gun violence	13	11	9	16	19	12	13
Traffic, congestion & transit	12	15	13	11	11	10	11
Another issue	4	4	2	5	6	7	4
Inclusion issues such as anti-racism, LGBTQ & disability issues	4	5	5	4	4	4	4
Climate action at a municipal level	4	4	4	3	2	4	5
Pedestrian & cyclist safety	2	3	5	2	2	1	1
COVID-19 & pandemic recovery	1	1	2	2	1	0	1

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