

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Grimes in Slight Lead in Etobicoke-Lakeshore**

#### **Mark Grimes slightly ahead of Amber Morley in Etobicoke-Lakeshore**

Toronto, Sept 14<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 125 Ward 3 voters, amongst those decided and leaning, 53% are voting for Mark Grimes, 34% for Amber Morley, and 13% for other candidates.

“With less than a 20% lead, Morley could still catch up,” said Dr. Lorne Bozinoff, President of Forum Research. “Depending on how each candidate’s campaign goes in the remaining weeks, a Grimes or a Morley victory seems likely.”

John Tory continues to do well in Ward 3 with 52% of support. 35% of voters are undecided, and 13% support another candidate.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 217 randomly selected eligible voters across Etobicoke-Lakeshore. The poll was conducted on Sept 13<sup>th</sup>, 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](http://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**

**Sept 14<sup>th</sup>, 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 24<sup>th</sup>?'*

*[Decided / Leaning]*

% Sample	Age				Gender					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
Sample	156	60	94	2	1	0	6	15	32	102
Mark Grimes	53%	48%	63%	0%	0%	0%	77%	48%	57%	55%
Amber Morley	34%	34%	32%	50%	100%	0%	3%	41%	32%	29%
Zeynel Ari	1%	0%	1%	0%	0%	0%	0%	0%	3%	1%
Bonnie Hu	3%	3%	1%	50%	0%	0%	0%	6%	0%	6%
Marco Valle	1%	0%	1%	0%	0%	0%	0%	0%	0%	3%
Other	9%	14%	3%	0%	0%	0%	19%	6%	9%	7%

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**Hot Issues**

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

Sample	Age				Gender					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
Sample	217	84	130	3	1	2	8	28	46	132
The cost of living and inflation	34%	17%	49%	33%	0%	100%	30%	26%	18%	15%
City infrastructure, services and taxes	21%	30%	14%	0%	100%	0%	14%	19%	26%	20%
Traffic, congestion and transit	8%	14%	3%	0%	0%	0%	14%	3%	24%	11%
Climate action at a municipal level	8%	10%	7%	0%	0%	0%	14%	11%	5%	10%
Housing affordability	8%	11%	6%	0%	0%	0%	14%	6%	12%	13%
Crime and gun violence	8%	13%	3%	33%	0%	0%	14%	8%	6%	14%
Pedestrian and cyclist safety	2%	4%	1%	0%	0%	0%	0%	3%	5%	4%
Inclusion issues such as anti-racism, LGBTQ and disability issues	2%	1%	3%	33%	0%	0%	0%	4%	0%	7%
COVID-19 and pandemic recovery	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%
Other	8%	1%	14%	0%	0%	0%	0%	20%	6%	4%

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## **Municipal Election Interest**

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

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	Age				Gender					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
<b>Sample</b>	217	84	130	3	1	2	8	28	46	132
<b>Absolutely certain, barring an unforeseen circumstance</b>	90%	88%	91%	100%	100%	100%	86%	93%	83%	81%
<b>Extremely likely</b>	3%	1%	5%	0%	0%	0%	0%	4%	8%	6%
<b>Very likely</b>	2%	3%	1%	0%	0%	0%	0%	3%	2%	5%
<b>Somewhat likely</b>	1%	1%	1%	0%	0%	0%	0%	0%	5%	2%
<b>Not very likely</b>	3%	6%	0%	0%	0%	0%	14%	0%	0%	1%
<b>Not at all likely</b>	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
<b>Don't know</b>	1%	1%	1%	0%	0%	0%	0%	0%	2%	3%

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## Mayoral Election

*'Who will you vote for in the mayoral election on Oct 24<sup>th</sup>?'*

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Sample	Age				Gender					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
Sample	217	84	130	3	1	2	8	28	46	132
John Tory	32%	27%	37%	0%	0%	0%	14%	35%	69%	60%
Gil Penalosa	12%	19%	4%	67%	100%	0%	16%	4%	4%	7%
Chloe-Marie Brown	2%	2%	2%	0%	0%	0%	0%	7%	0%	0%
Blake Acton	1%	3%	0%	0%	0%	0%	0%	3%	3%	1%
Other candidate	4%	9%	0%	0%	0%	0%	0%	9%	5%	5%
Don't know	48%	40%	56%	33%	0%	100%	70%	42%	19%	26%

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