

# NEWS RELEASE



**FORUM RESEARCH INC.**

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## **FOR IMMEDIATE RELEASE**

### **Lai Maintaining Slight Lead in Ward 23**

#### **Myers catching up to Lai in Scarborough North**

Toronto, Oct 20<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 204 Ward 23 voters, amongst those decided and leaning, 37% support Cynthia Lai and 30% support Jamaal Myers.

“Lai continues to lead the polls, but Myers has gained considerable support,” says Dr. Lorne Bozinoff, President of Forum Research. “Though it’s slightly more likely we’ll see a Lai victory.”

John Tory continues a comfortable lead with 40% of support in Ward 23. 11% support Penalosa, and 35% are undecided.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 204 randomly selected eligible voters across Scarborough North. The poll was conducted on Oct 19<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/>

The key questions covered in the recent poll concerned:

**TORONTO**  
**Oct 20<sup>th</sup>, 2022**

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## **Councillor in Ward 23**

*'Who will you vote for as councillor in Ward 23 in this municipal election on October 24<sup>th</sup>?'*

*[Decided / Leaning]*

| Sample         | Gender |      |        |            | Age |       |       |       |       |     |
|----------------|--------|------|--------|------------|-----|-------|-------|-------|-------|-----|
|                | Total  | Male | Female | Non-binary | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| Sample         | 166    | 70   | 94     | 2          | 7   | 7     | 4     | 17    | 31    | 100 |
| Cynthia Lai    | 37%    | 50%  | 24%    | 0%         | 05  | 24%   | 755   | 36%   | 48%   | 58% |
| Jamaal Myers   | 30%    | 31%  | 29%    | 50%        | 18% | 41%   | 0%    | 41%   | 32%   | 32% |
| Virginia Jones | 19%    | 11%  | 30%    | 0%         | 69% | 16%   | 25%   | 6%    | 0%    | 5%  |
| Other          | 13%    | 8%   | 18%    | 50%        | 13% | 165   | 0%    | 18%   | 20%   | 5%  |

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## Hot Issues

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

[All Voters]

| Sample                                                            | Gender |      |        |            | Age |       |       |       |       |     |
|-------------------------------------------------------------------|--------|------|--------|------------|-----|-------|-------|-------|-------|-----|
|                                                                   | Total  | Male | Female | Non-binary | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
| Sample                                                            | 204    | 87   | 113    | 4          | 8   | 8     | 6     | 24    | 36    | 122 |
| The cost of living and inflation                                  | 26%    | 21%  | 31%    | 25%        | 48% | 17%   | 19%   | 32%   | 23%   | 21% |
| Housing affordability                                             | 23%    | 11%  | 35%    | 0%         | 8%  | 29%   | 51%   | 17%   | 12%   | 5%  |
| City infrastructure, services and taxes                           | 15%    | 27%  | 5%     | 0%         | 8%  | 12%   | 19%   | 9%    | 23%   | 21% |
| Crime and gun violence                                            | 11%    | 12%  | 9%     | 25%        | 0%  | 12%   | 0%    | 13%   | 17%   | 27% |
| Traffic, congestion and transit                                   | 9%     | 12%  | 7%     | 0%         | 16% | 12%   | 0%    | 17%   | 4%    | 6%  |
| Climate action at a municipal level                               | 5%     | 2%   | 7%     | 0%         | 0%  | 17%   | 0%    | 4%    | 2%    | 3%  |
| Pedestrian and cyclist safety                                     | 5%     | 7%   | 2%     | 25%        | 4%  | 0%    | 10%   | 4%    | 4%    | 4%  |
| Inclusion issues such as anti-racism, LGBTQ and disability issues | 2%     | 4%   | 1%     | 0%         | 8%  | 0%    | 0%    | 0%    | 6%    | 4%  |
| COVID-19 and pandemic recovery                                    | 2%     | 3%   | 1%     | 0%         | 8%  | 0%    | 0%    | 0%    | 0%    | 5%  |
| Other                                                             | 3%     | 2%   | 3%     | 25%        | 0%  | 3%    | 0%    | 4%    | 8%    | 2%  |

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## **Municipal Election Interest**

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

[All Voters]

|                                                            | Gender     |           |            |            | Age      |          |          |           |           |            |
|------------------------------------------------------------|------------|-----------|------------|------------|----------|----------|----------|-----------|-----------|------------|
|                                                            | Total      | Male      | Female     | Non-binary | <25      | 25-34    | 35-44    | 45-54     | 55-64     | 65+        |
| <b>Sample</b>                                              | <b>204</b> | <b>87</b> | <b>113</b> | <b>4</b>   | <b>8</b> | <b>8</b> | <b>6</b> | <b>24</b> | <b>36</b> | <b>122</b> |
| <b>Absolutely certain, barring an unforeseen emergency</b> | 53%        | 62%       | 44%        | 50%        | 36%      | 74%      | 29%      | 43%       | 71%       | 71%        |
| <b>Extremely likely</b>                                    | 19%        | 9%        | 28%        | 0%         | 8%       | 0%       | 51%      | 21%       | 9%        | 9%         |
| <b>Very likely</b>                                         | 11%        | 16%       | 6%         | 0%         | 0%       | 23%      | 10%      | 13%       | 6%        | 6%         |
| <b>Somewhat likely</b>                                     | 9%         | 2%        | 15%        | 25%        | 48%      | 0%       | 0%       | 11%       | 4%        | 4%         |
| <b>Not very likely</b>                                     | 1%         | 2%        | 0%         | 0%         | 0%       | 0%       | 0%       | 0%        | 0%        | 7%         |
| <b>Not at all likely</b>                                   | 4%         | 7%        | 2%         | 25%        | 8%       | 3%       | 10%      | 4%        | 0%        | 0%         |
| <b>Don't know</b>                                          | 3%         | 3%        | 4%         | 0%         | 0%       | 0%       | 0%       | 8%        | 10%       | 3%         |

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## Mayoral Election

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

[All Voters]

| %<br>Sample       | Gender |      |        |            | Age |       |       |       |       |     |
|-------------------|--------|------|--------|------------|-----|-------|-------|-------|-------|-----|
|                   | Total  | Male | Female | Non-Binary | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
|                   | 204    | 87   | 113    | 4          | 8   | 8     | 6     | 24    | 36    | 122 |
| John Tory         | 40%    | 43%  | 38%    | 25%        | 16% | 37%   | 19%   | 47%   | 64%   | 62% |
| Gil Penalosa      | 11%    | 21%  | 2%     | 0%         | 8%  | 12%   | 19%   | 9%    | 4%    | 7%  |
| Chloe-Marie Brown | 4%     | 7%   | 1%     | 25%        | 8%  | 12%   | 0%    | 0%    | 2%    | 5%  |
| Blake Acton       | 4%     | 9%   | 0%     | 0%         | 8%  | 12%   | 0%    | 4%    | 0%    | 2%  |
| Other             | 6%     | 6%   | 6%     | 25%        | 12% | 0%    | 0%    | 13%   | 10%   | 5%  |
| Don't know        | 35%    | 16%  | 53%    | 25%        | 48% | 29%   | 61%   | 28%   | 19%   | 19% |

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