

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE

O'Brien Fehr Secures Lead in Ward 18

Cheng's support dipped, O'Brien ahead in Willowdale

Toronto, Oct 19th – In a random sampling of public opinion taken by The Forum Poll™ among 205 Ward 18 voters, amongst those decided and leaning, 38% support Markus O'Brien Fehr. 19% support Lily Cheng, and 13% Daniel Lee.

"In the last couple of weeks, O'Brien Fehr has gained support, while his close contender, Cheng, has lost support" says Dr. Lorne Bozinoff, President of Forum Research. "It's still a close race, but things are looking better for O'Brien Fehr."

Tory holds a very strong lead, with 65% of support. Penalosa holds 10% of the vote, while 13% of voters are undecided.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 205 randomly selected eligible voters across Willowdale. The poll was conducted on Oct 18th, 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.

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 19th, 2022

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

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Councillor in Ward 18

'Who will you vote for as councillor in Ward 18 in this municipal election on October 24th?'

[Decided / Leaning]

Sample	Gender				Age					
	Total	Male	Female	Non-binary	<25	25-34	35-44	45-54	55-64	65+
Sample	177	62	112	3	2	2	5	18	34	116
Markus O'Brien Fehr	38%	24%	51%	33%	0%	50%	80%	20%	40%	45%
Lily Cheng	19%	24%	15%	0%	0%	0%	0%	62%	35%	14%
Daniel Lee	13%	12%	13%	67%	3%	0%	20%	17%	15%	25%
Other	30%	40%	21%	0%	97%	50%	0%	0%	10%	17%

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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	205	72	128	5	2	2	8	20	40	133
Crime and gun violence	25%	41%	12%	0%	97%	0%	13%	22%	15%	14%
The cost of living and inflation	21%	14%	29%	0%	0%	50%	25%	26%	10%	14%
Traffic, congestion and transit	15%	17%	14%	20%	0%	0%	37%	19%	10%	16%
Pedestrian and cyclist safety	14%	10%	19%	0%	0%	50%	12%	11%	9%	6%
City infrastructure, services and taxes	8%	7%	9%	20%	3%	0%	0%	12%	17%	20%
Housing affordability	6%	3%	7%	20%	0%	0%	0%	4%	24%	10%
Inclusion issues such as anti-racism, LGBTQ and disability issues	4%	0%	6%	20%	0%	0%	13%	0%	0%	5%
Climate action at a municipal level	3%	4%	2%	0%	0%	0%	0%	7%	5%	5%
COVID-19 and pandemic recovery	1%	2%	1%	0%	0%	0%	0%	0%	5%	4%
Other	2%	1%	1%	20%	0%	0%	0%	0%	5%	6%

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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+
Sample	205	72	128	5	2	2	8	20	40	133
Absolutely certain, barring an unforeseen emergency	73%	61%	85%	80%	3%	100%	87%	88%	75%	76%
Extremely likely	4%	4%	5%	0%	0%	0%	0%	8%	14%	6%
Very likely	2%	2%	1%	0%	0%	0%	0%	0%	7%	5%
Somewhat likely	16%	32%	2%	0%	97%	0%	0%	4%	3%	4%
Not very likely	0%	1%	0%	0%	0%	0%	0%	0%	0%	3%
Not at all likely	3%	0%	6%	0%	0%	0%	13%	0%	0%	1%
Don't know	1%	0%	1%	20%	0%	0%	0%	0%	0%	5%

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Mayoral Election

'Who will you vote for in the mayoral election on Oct 24th?'

[All Voters]

% Sample	Gender				Age					
	Total	Male	Female	Non-Binary	<25	25-34	35-44	45-54	55-64	65+
	205	72	128	5	2	2	8	20	40	133
John Tory	65%	59%	74%	0%	97%	100%	51%	49%	41%	60%
Gil Penalosa	10%	15%	5%	20%	0%	0%	12%	14%	20%	12%
Chloe-Marie Brown	0%	1%	0%	0%	0%	0%	0%	0%	0%	3%
Blake Acton	5%	3%	6%	20%	0%	0%	13%	7%	4%	2%
Other	7%	10%	4%	0%	0%	0%	12%	8%	14%	3%
Don't know	13%	13%	12%	60%	3%	0%	12%	23%	21%	20%

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