

NEWS RELEASE



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

FOR IMMEDIATE RELEASE

Chow remains first choice in mayor race

Support grows for Saunders, drops for Matlow

Toronto, May 15th, 2023 – In a random sampling of public opinion taken by The Forum Poll™ among 1029 Toronto residents, Olivia Chow holds the lead in the upcoming mayoral election with support from 36% of decided and leaning voters, up 3% from the previous week. Support for Mark Saunders rose to 18%, while Josh Matlow and Mitzie Hunter are tied for third at 10% among decided and leaning voters. About 1 in 5 of those surveyed (20%) remain undecided.

2023 Mayoral polling results to date - The Forum Poll™

| % | Apr 25-26 | May 6-7 | May 13 | +/- in last week |
|----------------------|-----------|---------|--------|------------------|
| Olivia Chow | 31 | 33 | 36 | +3 |
| Mark Saunders | 14 | 14 | 18 | +4 |
| Josh Matlow | 15 | 14 | 10 | -4 |
| Mitzie Hunter | 7 | 8 | 10 | +2 |
| Ana Bailao | 10 | 7 | 7 | 0 |
| Brad Bradford | 8 | 7 | 6 | -1 |
| Some other candidate | 15 | 17 | 14 | -3 |

“Chow has a considerable lead over other candidates,” said Dr. Lorne Bozinoff, President of Forum Research. “However, with six weeks until election day, anything may happen.”

Among those surveyed, the most important issues in the mayoral election are housing affordability (25%) and the cost of living & inflation (19%), consistent with the previous week.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1029 randomly selected Toronto residents over the age of 18, 71% by cellphone and 29% on landlines. The poll was conducted on May 13th, 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.

This research is not necessarily predictive of future outcomes, but rather captures opinion at one point in time.

TORONTO
May 15th, 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 potential 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+ |
|----------------------|-------|------|--------|---------------------|-------|-------|-------|-------|-------|-----|
| Total | 1029 | 468 | 510 | 51 | 124 | 192 | 223 | 194 | 136 | 160 |
| Josh Matlow | 9 | 9 | 8 | 10 | 1 | 9 | 10 | 7 | 11 | 10 |
| Brad Bradford | 4 | 5 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 8 |
| Olivia Chow | 29 | 30 | 30 | 24 | 24 | 37 | 35 | 26 | 24 | 27 |
| Ana Bailao | 5 | 7 | 4 | 6 | 4 | 4 | 5 | 4 | 6 | 9 |
| Mark Saunders | 14 | 16 | 12 | 16 | 15 | 9 | 10 | 22 | 15 | 15 |
| Mitzie Hunter | 7 | 4 | 11 | 4 | 9 | 8 | 10 | 7 | 6 | 4 |
| Some other candidate | 11 | 12 | 9 | 27 | 16 | 9 | 11 | 11 | 12 | 10 |
| Don't know | 20 | 17 | 24 | 10 | 28 | 23 | 15 | 18 | 22 | 17 |

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

NEWS RELEASE



Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K | \$250K+ |
|----------------------|-------------|------------|------------|------------|------------|-------------|--------------|-----------|
| Total | 1029 | 124 | 102 | 106 | 111 | 121 | 240 | 74 |
| Josh Matlow | 9 | 3 | 6 | 6 | 9 | 12 | 12 | 11 |
| Brad Bradford | 4 | 3 | 2 | 3 | 4 | 6 | 4 | 7 |
| Olivia Chow | 29 | 25 | 34 | 31 | 37 | 20 | 39 | 16 |
| Ana Bailao | 5 | 8 | 7 | 8 | 6 | 3 | 2 | 15 |
| Mark Saunders | 14 | 11 | 14 | 13 | 10 | 23 | 12 | 20 |
| Mitzie Hunter | 7 | 12 | 16 | 8 | 4 | 12 | 4 | 2 |
| Some other candidate | 11 | 11 | 4 | 14 | 16 | 12 | 6 | 11 |
| Don't know | 20 | 27 | 16 | 17 | 15 | 13 | 21 | 17 |

Location

| % | Total | Former City of Toronto | East York | North York | Etobicoke | York | Scarborough |
|----------------------|-------------|------------------------|-----------|------------|------------|-----------|-------------|
| Total | 1029 | 292 | 47 | 267 | 129 | 52 | 242 |
| Josh Matlow | 9 | 16 | 14 | 7 | 5 | 8 | 3 |
| Brad Bradford | 4 | 3 | 7 | 3 | 8 | 2 | 4 |
| Olivia Chow | 29 | 36 | 32 | 24 | 25 | 32 | 29 |
| Ana Bailao | 5 | 6 | 7 | 4 | 8 | 9 | 3 |
| Mark Saunders | 14 | 11 | 7 | 21 | 14 | 6 | 14 |
| Mitzie Hunter | 7 | 5 | 1 | 6 | 2 | 5 | 16 |
| Some other candidate | 11 | 9 | 10 | 6 | 19 | 18 | 14 |
| Don't know | 20 | 15 | 21 | 29 | 19 | 19 | 16 |

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

NEWS RELEASE



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 | 924 | 423 | 452 | 49 | 107 | 170 | 207 | 173 | 120 | 147 |
| Josh Matlow | 10 | 11 | 10 | 10 | 2 | 11 | 11 | 8 | 13 | 14 |
| Brad Bradford | 6 | 7 | 4 | 4 | 6 | 4 | 4 | 5 | 7 | 9 |
| Olivia Chow | 36 | 34 | 38 | 27 | 33 | 45 | 39 | 32 | 32 | 30 |
| Ana Bailao | 7 | 8 | 6 | 6 | 5 | 5 | 7 | 6 | 7 | 11 |
| Mark Saunders | 18 | 20 | 16 | 16 | 21 | 12 | 16 | 25 | 18 | 18 |
| Mitzie Hunter | 10 | 5 | 14 | 4 | 16 | 9 | 11 | 8 | 9 | 7 |
| Some other candidate | 14 | 14 | 11 | 33 | 18 | 15 | 12 | 14 | 14 | 11 |

Income

| % | Total | <\$20K | \$20-\$40K | \$40-\$60K | \$60-\$80K | \$80-\$100K | \$100-\$250K | \$250K+ |
|----------------------|------------|------------|------------|------------|------------|-------------|--------------|-----------|
| Total | 924 | 105 | 92 | 94 | 104 | 113 | 216 | 69 |
| Josh Matlow | 10 | 5 | 7 | 8 | 10 | 12 | 15 | 14 |
| Brad Bradford | 6 | 4 | 7 | 5 | 6 | 8 | 4 | 9 |
| Olivia Chow | 36 | 30 | 38 | 37 | 41 | 23 | 48 | 17 |
| Ana Bailao | 7 | 10 | 8 | 9 | 9 | 3 | 3 | 17 |
| Mark Saunders | 18 | 17 | 17 | 15 | 11 | 25 | 17 | 27 |
| Mitzie Hunter | 10 | 16 | 18 | 9 | 6 | 14 | 5 | 2 |
| Some other candidate | 14 | 18 | 5 | 17 | 17 | 14 | 8 | 14 |

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

NEWS RELEASE



Location

| % | Total | Former City of Toronto | East York | North York | Etobicoke | York | Scarborough |
|----------------------|-------|------------------------|-----------|------------|-----------|------|-------------|
| Total | 924 | 277 | 42 | 217 | 121 | 43 | 225 |
| Josh Matlow | 10 | 17 | 16 | 9 | 6 | 10 | 4 |
| Brad Bradford | 6 | 5 | 8 | 5 | 11 | 3 | 5 |
| Olivia Chow | 36 | 40 | 38 | 35 | 31 | 41 | 32 |
| Ana Bailao | 7 | 8 | 9 | 5 | 9 | 11 | 5 |
| Mark Saunders | 18 | 13 | 9 | 30 | 18 | 7 | 17 |
| Mitzie Hunter | 10 | 6 | 4 | 8 | 3 | 7 | 22 |
| Some other candidate | 14 | 11 | 15 | 9 | 22 | 21 | 16 |

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 | 1029 | 468 | 510 | 51 | 124 | 192 | 223 | 194 | 136 | 160 |
| Housing affordability | 25 | 24 | 28 | 16 | 30 | 38 | 24 | 20 | 16 | 22 |
| The cost of living & inflation | 19 | 21 | 18 | 18 | 30 | 14 | 20 | 23 | 16 | 11 |
| City infrastructure, services & taxes | 16 | 18 | 14 | 16 | 3 | 14 | 24 | 18 | 15 | 15 |
| Crime & gun violence | 14 | 12 | 17 | 10 | 17 | 9 | 8 | 16 | 23 | 19 |
| Traffic, congestion & transit | 13 | 14 | 11 | 14 | 6 | 10 | 11 | 16 | 17 | 16 |
| Climate action at a municipal level | 3 | 3 | 4 | 4 | 5 | 6 | 1 | 1 | 3 | 6 |
| Pedestrian & cyclist safety | 3 | 3 | 4 | 4 | 4 | 6 | 5 | 1 | 1 | 2 |
| Inclusion issues such as anti-racism, LGBTQ & disability issues | 2 | 2 | 2 | 8 | 3 | 1 | 1 | 1 | 5 | 5 |
| COVID-19 & pandemic recovery | 1 | 1 | 1 | 2 | 0 | 0 | 2 | 1 | 1 | 0 |
| Another issue | 3 | 2 | 2 | 10 | 1 | 2 | 3 | 3 | 2 | 4 |

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

NEWS RELEASE



Income

| % | Total | \$20- \$40K | \$40- \$60K | \$60- \$80K | \$80- \$100K | \$100- \$250K | \$250K+ |
|---|-------------|----------------|----------------|----------------|-----------------|------------------|-----------|
| Total | 1029 | 102 | 106 | 111 | 121 | 240 | 74 |
| Housing affordability | 25 | 30 | 26 | 34 | 27 | 26 | 10 |
| The cost of living & inflation | 19 | 24 | 29 | 18 | 18 | 13 | 18 |
| City infrastructure, services & taxes | 16 | 14 | 6 | 14 | 15 | 21 | 27 |
| Crime & gun violence | 14 | 9 | 14 | 10 | 13 | 14 | 11 |
| Traffic, congestion & transit | 13 | 11 | 13 | 11 | 15 | 15 | 22 |
| Climate action at a municipal level | 3 | 2 | 6 | 3 | 1 | 2 | 1 |
| Pedestrian & cyclist safety | 3 | 1 | 2 | 5 | 6 | 6 | 1 |
| Inclusion issues such as anti-racism, LGBTQ & disability issues | 2 | 4 | 1 | 2 | 3 | 1 | 3 |
| COVID-19 & pandemic recovery | 1 | 3 | 0 | 0 | 1 | 0 | 1 |
| Another issue | 3 | 2 | 3 | 3 | 1 | 2 | 6 |

Location

| % | Total | Former City of Toronto | East York | North York | Etobicoke | York | Scarborough |
|---|-------------|------------------------------|--------------|---------------|------------|-----------|-------------|
| Total | 1029 | 292 | 47 | 267 | 129 | 52 | 242 |
| Housing affordability | 25 | 30 | 23 | 28 | 20 | 26 | 19 |
| The cost of living & inflation | 19 | 14 | 19 | 23 | 22 | 26 | 17 |
| City infrastructure, services & taxes | 16 | 20 | 20 | 13 | 9 | 10 | 19 |
| Crime & gun violence | 14 | 10 | 7 | 16 | 16 | 12 | 19 |
| Traffic, congestion & transit | 13 | 11 | 17 | 11 | 14 | 8 | 15 |
| Climate action at a municipal level | 3 | 2 | 5 | 5 | 4 | 3 | 2 |
| Pedestrian & cyclist safety | 3 | 5 | 5 | 0 | 4 | 4 | 4 |
| Inclusion issues such as anti-racism, LGBTQ & disability issues | 2 | 3 | 3 | 1 | 5 | 2 | 2 |
| COVID-19 & pandemic recovery | 1 | 1 | 0 | 1 | 1 | 1 | 1 |
| Another issue | 3 | 4 | 1 | 1 | 4 | 8 | 1 |

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