

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Chow lead narrowing in final days of campaign

Surge puts Bailão just 9% behind Chow

Toronto, June 24th, 2023 – In a random sampling of public opinion taken by The Forum Poll™ among 1,037 Toronto residents, Olivia Chow leads the race for mayor with 29% support from decided and leaning voters. Following an endorsement earlier this week from outgoing mayor John Tory, Ana Bailão has surged into second place with 20% support. Mark Saunders has dropped to third although his support is unchanged from the previous week at 15%. Among all poll respondents, 12% remain undecided with two days to go before the June 26th election.

2023 Mayoral polling results to date - The Forum Poll™ (Decided/Leaning Voters)

%	Apr 25-26	May 6-7	May 13	May 19	May 26	June 2	June 9	June 16	June 23	+/- in last week
Olivia Chow	31	33	36	34	34	38	35	32	29	-3
Ana Bailao	10	7	7	9	9	8	10	13	20	+7
Mark Saunders	14	14	18	12	14	13	14	15	15	0
Anthony Furey	-	-	-	-	9	10	11	13	11	-2
Josh Matlow	15	14	10	12	12	12	9	9	8	-1
Mitzie Hunter	7	8	10	10	9	7	7	6	5	-1
Brad Bradford	8	7	6	7	5	5	5	4	3	-1
Some other candidate	15	17	14	16	8	8	10	10	9	0

“This is Chow’s third drop of 3% in support in the last three weeks,” said Dr. Lorne Bozinoff, President of Forum Research. “This suggests she has been hemorrhaging approximately 0.5% support each day for the last three weeks. While Bailão’s surge will likely be too little, too late, it does represent the biggest one week gain for any candidate in the campaign and has clearly cemented Bailao’s position in second place. One wonders what would have happened if endorsements for Bailão had occurred a week earlier in the campaign.”

Among those surveyed, the most important issues in the mayoral election are the cost of living & inflation (24%) and housing affordability (23%).

The poll was conducted by Forum Research on June 23rd, with the results based on an interactive voice response telephone survey of 1,037 randomly selected Toronto residents over the age of 18, 73% by cellphone and 27% on landlines.

TORONTO
June 24th, 2023

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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.

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/>

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The key questions covered in the recent poll included:

*Note: TOTAL (u/w) indicates the unweighted count of respondents.
TOTAL (w/t) indicates the count weighted for age and gender.*

If there was an election for mayor of Toronto tomorrow, which 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 (u/w)	1035	491	498	46	60	109	170	190	195	311
TOTAL (w/t)	1035	469	520	46	95	144	159	181	201	256
Olivia Chow	26	27	26	20	15	35	30	26	20	27
Ana Bailao	18	18	19	9	5	15	13	15	25	24
Mark Saunders	14	17	11	9	16	13	12	18	13	11
Anthony Furey	10	9	10	17	13	3	9	11	12	10
Josh Matlow	7	5	9	9	4	6	8	7	10	7
Mitzie Hunter	4	3	5	2	2	5	3	6	4	3
Brad Bradford	2	2	2	4	1	1	4	1	0	4
Chloe Brown	2	1	2	4	7	2	2	0	0	1
Anthony Perruza	0	1	0	0	3	0	1	1	0	0
Celina Caesar-Chavannes	0	1	0	0	3	0	0	0	0	0
Rob Davis	0	0	0	0	0	0	0	0	0	1
Giorgio Mammoliti	0	0	0	0	0	0	0	0	0	0
Some other candidate	5	6	5	7	9	6	8	4	5	3
Don't know	12	11	11	20	24	13	10	10	10	9

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If there was an election for mayor of Toronto tomorrow, which candidate would you vote for? [ALL RESPONDENTS]

Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
TOTAL (u/w)	1035	86	137	109	120	126	234	74
TOTAL (w/t)	1035	93	143	108	121	133	215	68
Olivia Chow	26	24	24	31	21	35	34	20
Ana Bailao	18	13	15	19	14	20	19	26
Mark Saunders	14	7	14	14	19	13	14	13
Anthony Furey	10	3	6	8	15	9	10	13
Josh Matlow	7	1	6	4	8	4	10	8
Mitzie Hunter	4	7	3	5	6	3	5	4
Brad Bradford	2	5	2	3	2	2	1	1
Chloe Brown	2	3	2	2	2	1	1	1
Anthony Perruza	0	3	0	0	0	2	0	0
Celina Caesar-Chavannes	0	0	2	0	0	0	0	0
Rob Davis	0	0	1	1	0	0	0	0
Giorgio Mammoliti	0	0	0	0	0	0	0	0
Some other candidate	5	7	4	5	6	3	2	5
Don't know	12	26	20	7	7	8	5	8

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If there was an election for mayor of Toronto tomorrow, which candidate would you vote for? [ALL RESPONDENTS]

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1035	355	98	197	176	54	155
TOTAL (w/t)	1035	296	43	273	129	51	243
Olivia Chow	26	36	30	17	21	25	26
Ana Bailao	18	17	21	20	21	18	14
Mark Saunders	14	9	11	15	20	17	13
Anthony Furey	10	7	9	10	14	7	11
Josh Matlow	7	10	7	9	4	7	5
Mitzie Hunter	4	4	3	2	4	3	7
Brad Bradford	2	1	4	1	3	0	3
Chloe Brown	2	2	1	1	1	0	2
Anthony Perruza	0	0	0	1	0	0	1
Celina Caesar-Chavannes	0	0	0	0	0	0	1
Rob Davis	0	0	0	0	1	0	1
Giorgio Mammoliti	0	0	0	0	0	0	0
Some other candidate	5	2	2	9	4	10	5
Don't know	12	11	12	13	8	14	12

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If there was an election for mayor of Toronto tomorrow, which candidate would you vote for?

+ Even though you may not have made up your mind, which 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 (u/w)	977	466	471	40	53	99	162	182	182	299
TOTAL (w/t)	967	438	489	40	83	130	150	173	187	244
Olivia Chow	29	30	28	25	19	39	34	29	23	30
Ana Bailao	20	20	22	10	6	19	15	15	27	28
Mark Saunders	15	18	12	10	19	15	13	20	14	12
Anthony Furey	11	11	11	25	19	5	11	11	13	11
Josh Matlow	8	6	10	10	4	6	10	8	11	8
Mitzie Hunter	5	4	6	3	4	5	3	8	4	4
Brad Bradford	3	2	3	5	2	2	4	3	0	4
Some other candidate	9	8	9	13	27	9	12	6	7	5

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[DECIDED/LEANING]

Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
TOTAL (u/w)	977	73	127	105	116	120	230	71
TOTAL (w/t)	967	79	129	104	118	126	211	63
Olivia Chow	29	35	28	33	22	37	35	23
Ana Bailao	20	17	20	20	16	21	20	28
Mark Saunders	15	10	16	15	20	15	14	14
Anthony Furey	11	6	9	9	15	10	11	14
Josh Matlow	8	2	7	4	8	4	11	9
Mitzie Hunter	5	9	6	6	6	3	5	5
Brad Bradford	3	6	3	6	4	2	1	2
Some other candidate	9	15	12	8	8	7	3	6

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	977	338	93	183	170	48	145
TOTAL (w/t)	967	280	40	252	124	45	227
Olivia Chow	29	41	34	19	23	29	29
Ana Bailao	20	19	25	23	23	20	17
Mark Saunders	15	10	13	18	21	19	14
Anthony Furey	11	8	10	12	15	8	12
Josh Matlow	8	11	8	10	4	8	6
Mitzie Hunter	5	5	3	3	4	5	7
Brad Bradford	3	2	4	2	4	0	4
Some other candidate	9	5	3	12	7	11	11

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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 (u/w)	1035	491	498	46	60	109	170	190	195	311
TOTAL (w/t)	1035	473	516	46	128	186	228	201	136	157
The cost of living & inflation	24	21	28	20	28	36	27	23	15	15
Housing affordability	23	23	23	17	23	31	19	21	21	22
City infrastructure, services & taxes	17	20	14	22	14	10	17	17	25	21
Crime & gun violence	12	12	11	4	15	7	8	14	14	14
Traffic, congestion & transit	11	12	10	17	7	6	13	13	15	12
Inclusion issues such as anti-racism, LGBTQ & disability issues	4	4	3	7	1	4	6	4	1	4
Climate action at a municipal level	3	3	3	2	3	1	4	2	3	4
Pedestrian & cyclist safety	3	2	3	2	4	2	2	3	2	2
COVID-19 & pandemic recovery	1	1	1	4	2	1	1	0	0	2
Another issue	3	2	4	4	5	2	3	2	4	4

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TOTAL (u/w)	1035	86	137	109	120	126	234	74
TOTAL (w/t)	1035	96	140	115	112	136	222	70
The cost of living & inflation	24	19	35	31	18	25	22	12
Housing affordability	23	39	20	24	27	24	22	17
City infrastructure, services & taxes	17	9	12	15	20	19	19	28
Crime & gun violence	12	9	11	15	10	12	10	8
Traffic, congestion & transit	11	7	6	9	19	11	12	22
Inclusion issues such as anti-racism, LGBTQ & disability issues	4	9	5	3	1	2	3	3
Climate action at a municipal level	3	1	2	2	1	2	7	3
Pedestrian & cyclist safety	3	2	4	1	1	2	3	4
COVID-19 & pandemic recovery	1	3	1	0	1	2	0	1
Another issue	3	2	5	1	3	3	2	3

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TOTAL (u/w)	1035	355	98	197	176	54	155
TOTAL (w/t)	1035	296	43	273	129	51	243
The cost of living & inflation	24	20	17	29	25	11	29
Housing affordability	23	26	18	19	17	38	23
City infrastructure, services & taxes	17	17	24	16	18	13	17
Crime & gun violence	12	11	6	11	18	18	9
Traffic, congestion & transit	11	11	16	13	13	6	9
Inclusion issues such as anti-racism, LGBTQ & disability issues	4	4	7	3	3	4	4
Climate action at a municipal level	3	3	3	2	2	1	4
Pedestrian & cyclist safety	3	5	2	3	0	3	1
COVID-19 & pandemic recovery	1	1	3	1	2	4	0
Another issue	3	2	3	3	1	4	6

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