NEWS RELEASE

FORUM RESEARCH INC.

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

FOR IMMEDIATE RELEASE

Tory Holds Majority Support in Upcoming Election

Tory continues his lead, cost of living cited as biggest issue

TORONTO
Oct 11th, 2022

Toronto, October 11th – In a random sampling of public opinion taken by The Forum Poll™ among 1017 Torontonian voters, amongst those decided and leaning, over half (56%) support John Tory.

Runners up is Gil Penalosa, holding 20% of support. Chloe-Marie Brown and Blake Acton each hold 6%, and 12% support another candidate.

"Tory continues to hold a majority lead with the election only two weeks away," said Dr. Lorne Bozinoff, President of Forum Research. "It's very unlikely we would see anything but a Tory victory at this point."

The cost of living and inflation (25%) and housing affordability (21%) were cited as the top two issues of major concern. Traffic, congestion and transit followed in third place with 13% of respondents choosing it as their top issue.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1017 randomly selected eligible voters across Toronto. The poll was conducted from October 7th – October 8th, 2022. 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 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:

NEWS RELEASE

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

FORUM RESEARCH INC.

TORONTO
Oct 11th, 2022

Mayoral Election

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

[Decided / Leaning]

		Gender					Age			
	Total	**Male**	**Female**	**Non-binary**	**<25**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**
Sample	840	424	378	38	44	71	122	165	160	278
John Tory	56%	51%	62%	40%	51%	40%	54%	61%	63%	69%
Gil Penalosa	20%	23%	19%	13%	24%	22%	26%	17%	14%	18%
Chloe-Marie Brown	6%	6%	5%	11%	10%	10%	6%	2%	4%	2%
Blake Acton	6%	7%	4%	13%	8%	4%	5%	5%	5%	6%
Other	12%	13%	10%	24%	8%	24%	8%	15%	14%	5%

NEWS RELEASE

FORUM RESEARCH INC.

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

TORONTO
Oct 11th, 2022

Hot Issues

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

[All Voters]

%		Gender			Age					
	Total	**Male**	**Female**	**Non-binary**	**<25**	**25-34**	**35–44**	**45-54**	**55-64**	**65+**
Sample	**1017**	**509**	**460**	**48**	**54**	**93**	**153**	**208**	**192**	**317**
The cost of living and inflation	25%	24%	25%	27%	33%	26%	28%	28%	15%	14%
Housing affordability	21%	17%	25%	17%	31%	27%	21%	11%	20%	18%
Traffic, congestion and transit	13%	16%	10%	21%	10%	11%	16%	13%	14%	15%
City infrastructure, services and taxes	12%	15%	10%	6%	8%	10%	9%	15%	18%	14%
Crime and gun violence	11%	9%	13%	4%	5%	6%	7%	14%	12%	19%
Climate action at a municipal level	5%	4%	6%	2%	0%	5%	6%	4%	8%	8%
Inclusion issues (anti-racism, LGBTQ...)	5%	4%	5%	8%	4%	3%	7%	5%	4%	5%
Pedestrian and cyclist safety	4%	6%	2%	6%	9%	2%	4%	4%	3%	3%
COVID-19 and pandemic recovery	3%	3%	3%	4%	1%	7%	2%	3%	2%	3%
Another issue	2%	3%	2%	4%	1%	3%	1%	4%	2%	2%

FORUM RESEARCH INC.

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

TORONTO
Oct 11th, 2022

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	1017	509	460	48	54	93	153	208	192	317
Absolutely certain, barring an unforeseen circumstance	65%	67%	65%	50%	55%	59%	69%	60%	72%	77%
Extremely likely	9%	11%	7%	8%	9%	10%	10%	10%	6%	7%
Very likely	8%	9%	8%	6%	6%	12%	9%	11%	5%	3%
Somewhat likely	7%	5%	8%	17%	12%	8%	5%	6%	7%	5%
Not very likely	4%	3%	4%	8%	12%	4%	2%	4%	3%	2%
Not at all likely	5%	4%	5%	8%	5%	6%	4%	5%	5%	2%
Don't know	2%	3%	2%	2%	2%	2%	2%	4%	2%	3%