

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Chow holds strong as front runner in mayor race

Saunders drops to distant second

Toronto, May 21st, 2023 – In a random sampling of public opinion taken by The Forum Poll™ among 1000 Toronto residents, Olivia Chow continues to hold the lead in the upcoming mayoral election with support from 34% of decided and leaning voters. Despite a 2% drop since the previous week, support for Chow stands nearly three times higher than for any other candidate.

In second place, support for Mark Saunders among decided and leaning voters stands at 12%, a drop of 6% from the previous week. Josh Matlow remains at third with 12% support, up 2% from the previous week. 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	May 19	+/- in last week
Olivia Chow	31	33	36	34	-2
Mark Saunders	14	14	18	12	-6
Josh Matlow	15	14	10	12	+2
Mitzie Hunter	7	8	10	10	0
Ana Bailao	10	7	7	9	+2
Brad Bradford	8	7	6	7	+1
Some other candidate	15	17	14	16	+2

“Chow’s lead remains untouchable,” said Dr. Lorne Bozinoff, President of Forum Research. “Other candidates have yet to connect strongly with voters.”

Among those surveyed, the most important issues in the mayoral election are housing affordability (26%) and the cost of living & inflation (23%), consistent with the previous week.

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1000 randomly selected Toronto residents over the age of 18, 70% by cellphone and 30% on landlines. The poll was conducted on May 19th, 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 21st, 2023

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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	1000	457	498	45	122	181	215	193	133	156
Olivia Chow	28	30	26	22	20	30	33	27	25	26
Josh Matlow	10	9	10	9	17	6	6	6	10	17
Mark Saunders	9	10	9	13	13	5	9	14	6	9
Mitzie Hunter	8	7	9	0	2	8	8	8	10	9
Ana Bailao	7	8	7	9	1	7	8	6	10	10
Brad Bradford	6	6	5	9	5	7	6	3	8	6
Some other candidate	13	12	13	24	19	20	12	14	8	7
Don't know	20	19	21	13	23	17	17	22	24	18

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Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Total	1000	130	125	117	117	88	231	53
Olivia Chow	28	28	30	30	24	24	36	16
Josh Matlow	10	11	5	9	7	15	12	5
Mark Saunders	9	11	13	12	3	11	7	13
Mitzie Hunter	8	4	5	13	12	5	9	8
Ana Bailao	7	3	3	7	8	10	8	11
Brad Bradford	6	5	10	3	3	3	7	12
Some other candidate	13	12	16	9	12	16	11	13
Don't know	20	26	18	16	31	16	11	22

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	1000	284	44	265	122	48	237
Olivia Chow	28	34	31	26	27	27	22
Josh Matlow	10	17	14	10	4	9	3
Mark Saunders	9	10	8	7	13	6	10
Mitzie Hunter	8	4	7	5	7	8	16
Ana Bailao	7	8	4	7	10	5	5
Brad Bradford	6	3	3	8	5	2	8
Some other candidate	13	9	11	15	13	20	15
Don't know	20	15	21	22	22	23	20

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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	889	405	443	42	103	168	194	172	114	139
Olivia Chow	34	36	34	24	24	38	39	35	32	31
Mark Saunders	12	12	11	17	15	7	11	17	8	12
Josh Matlow	12	10	13	10	21	7	8	8	12	20
Mitzie Hunter	10	8	12	0	2	10	10	9	14	12
Ana Bailao	9	10	8	10	2	8	11	8	14	11
Brad Bradford	7	8	6	12	9	7	8	4	10	6
Some other candidate	16	15	16	29	25	23	13	19	11	8

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Total	889	105	116	107	96	84	216	49
Olivia Chow	34	39	35	36	37	30	39	21
Mark Saunders	12	15	19	14	6	13	8	14
Josh Matlow	12	15	6	10	8	17	13	5
Mitzie Hunter	10	5	6	17	16	7	10	9
Ana Bailao	9	4	4	9	11	12	9	15
Brad Bradford	7	6	13	4	3	3	8	15
Some other candidate	16	16	18	9	18	18	13	21

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Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	889	266	39	232	107	40	206
Olivia Chow	34	40	40	32	35	37	28
Mark Saunders	12	11	11	10	15	9	13
Josh Matlow	12	19	18	12	5	12	4
Mitzie Hunter	10	5	9	6	11	10	20
Ana Bailao	9	10	7	9	12	6	7
Brad Bradford	7	3	3	11	7	3	9
Some other candidate	16	11	12	20	16	24	19

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	1000	457	498	45	122	181	215	193	133	156
Housing affordability	26	25	29	13	26	33	36	20	22	18
The cost of living & inflation	23	18	27	22	39	29	21	19	15	15
City infrastructure, services & taxes	13	14	11	16	2	6	10	19	18	21
Traffic, congestion & transit	12	16	8	18	7	9	13	12	15	16
Crime & gun violence	12	11	13	7	10	10	9	17	13	12
Inclusion issues such as anti-racism, LGBTQ & disability issues	4	4	3	11	5	3	5	3	5	2
Climate action at a municipal level	4	3	3	9	1	3	2	4	5	6
Pedestrian & cyclist safety	3	4	3	2	4	4	2	2	3	4
COVID-19 & pandemic recovery	1	1	0	0	1	1	0	1	0	1
Another issue	3	4	1	2	5	2	2	2	3	4

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Total	1000	130	125	117	117	88	231	53
Housing affordability	26	24	36	33	24	31	30	11
The cost of living & inflation	23	34	25	27	20	19	19	12
City infrastructure, services & taxes	13	4	7	8	8	14	19	31
Traffic, congestion & transit	12	7	9	11	15	15	12	17
Crime & gun violence	12	9	12	11	17	8	9	19
Inclusion issues such as anti-racism, LGBTQ & disability issues	4	5	4	4	6	2	2	5
Climate action at a municipal level	4	4	3	2	7	2	3	4
Pedestrian & cyclist safety	3	6	1	1	3	4	3	0
COVID-19 & pandemic recovery	1	1	1	1	1	2	0	0
Another issue	3	6	1	1	1	3	2	1

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Total	1000	284	44	265	122	48	237
Housing affordability	26	29	17	24	32	21	27
The cost of living & inflation	23	15	25	28	17	37	26
City infrastructure, services & taxes	13	17	16	10	16	15	9
Traffic, congestion & transit	12	13	13	13	12	9	10
Crime & gun violence	12	9	11	12	16	9	14
Inclusion issues such as anti-racism, LGBTQ & disability issues	4	4	5	5	2	1	2
Climate action at a municipal level	4	5	5	2	2	2	4
Pedestrian & cyclist safety	3	4	6	3	1	2	2
COVID-19 & pandemic recovery	1	1	0	0	0	3	1
Another issue	3	2	2	3	1	1	5

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