

NEWS RELEASE



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

FOR IMMEDIATE RELEASE

Chow and Saunders leading potential mayor race

2 in 3 voters (67%) have a preferred candidate before registration opens

Toronto, March 24th – In a random sampling of public opinion taken by The Forum Poll™ among 1009 Toronto residents, among decided and leaning voters former city councillor Olivia Chow (24%) and former police chief Mark Saunders (22%) are the leading potential candidates for mayor of Toronto. Overall, 33% of respondents don't know who they would vote for if the election were held tomorrow. Candidate registration opens on April 3 for the mayoral election to be held on June 26.

Among decided and leaning voters, Chow and Saunders received more support than other potential candidates including current councillor Josh Matlow (18%), MPP Mitzie Hunter (12%), former councillor Ana Bailao (11%), former mayoral candidate Gil Penalosa (8%), and current councillor Brad Bradford (5%). Among decided and leaning voters who voted for John Tory in the last mayoral election, Saunders (31%) is the top choice.

“Name recognition is a likely factor in the levels of support for Chow and Saunders,” said Dr. Lorne Bozinoff, President of Forum Research. “Other potential candidates will need to rely on campaigning to gain support.”

The cost of living & inflation (23%), housing affordability (22%), and city infrastructure, services & taxes (16%) are the top three most important issues in the next mayoral election among poll respondents. Those aged 18-24 were most likely (40%) to indicate the cost of living & inflation. Crime & gun violence is a more important issue to those who live in York (22%), East York (22%) or Scarborough (21%), compared to other areas of the city (8%-14%).

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1009 randomly selected Toronto residents over the age of 18, 62% by cellphone and 38% on landlines. The poll was conducted from March 22nd to March 23rd, 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. The poll was conducted for the Toronto Star by Forum Research Inc.

TORONTO
March 24th, 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:

***Toronto's next election for mayor will be on June 26.
 Candidates can register starting April 3. 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	1009	467	509	33	123	182	221	196	132	155
Josh Matlow	11%	11%	12%	6%	4%	16%	14%	9%	9%	13%
Brad Bradford	3%	3%	2%	6%	0%	2%	4%	2%	5%	4%
Olivia Chow	14%	10%	17%	24%	13%	12%	18%	14%	14%	12%
Ana Bailao	6%	7%	4%	0%	8%	1%	7%	6%	5%	7%
Mark Saunders	13%	18%	9%	9%	6%	11%	11%	18%	18%	14%
Gil Penalosa	5%	5%	5%	3%	4%	7%	4%	4%	4%	4%
Mitzie Hunter	7%	6%	9%	6%	4%	9%	9%	7%	6%	6%
Other	8%	9%	7%	18%	8%	11%	8%	6%	8%	8%
Don't Know	33%	32%	35%	27%	53%	30%	25%	33%	31%	33%

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

NEWS RELEASE



FORUM RESEARCH INC.

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Total	1009	121	105	133	114	122	222	40
Josh Matlow	11%	4%	5%	15%	11%	12%	14%	12%
Brad Bradford	3%	1%	4%	3%	4%	4%	3%	1%
Olivia Chow	14%	16%	16%	10%	15%	14%	15%	16%
Ana Bailao	6%	4%	12%	7%	6%	3%	5%	8%
Mark Saunders	13%	9%	14%	15%	14%	6%	18%	23%
Gil Penalosa	5%	2%	3%	6%	3%	7%	4%	8%
Mitzie Hunter	7%	8%	5%	12%	11%	8%	6%	0%
Other	8%	11%	4%	11%	10%	10%	7%	11%
Don't Know	33%	45%	37%	23%	27%	37%	28%	21%

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	1009	264	42	253	109	48	218
Josh Matlow	11%	18%	8%	11%	12%	13%	5%
Brad Bradford	3%	3%	9%	2%	2%	2%	3%
Olivia Chow	14%	20%	22%	12%	9%	6%	13%
Ana Bailao	6%	6%	4%	5%	5%	11%	6%
Mark Saunders	13%	9%	15%	11%	20%	11%	15%
Gil Penalosa	5%	8%	8%	4%	4%	1%	3%
Mitzie Hunter	7%	5%	1%	11%	2%	3%	12%
Other	8%	8%	12%	7%	8%	26%	5%
Don't Know	33%	23%	22%	38%	38%	26%	38%

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

NEWS RELEASE



Past Vote

%	Total	John Tory	Gil Penalosa	Chloe-Marie Brown	Blake Acton	Other	Didn't Vote	Don't Recall
Total	1009	518	134	46	23	47	84	156
Josh Matlow	11%	10%	33%	5%	9%	4%	2%	7%
Brad Bradford	3%	4%	1%	2%	2%	0%	1%	2%
Olivia Chow	14%	13%	14%	31%	6%	22%	18%	9%
Ana Bailao	6%	6%	7%	2%	17%	1%	3%	4%
Mark Saunders	13%	20%	1%	0%	19%	7%	10%	7%
Gil Penalosa	5%	3%	22%	0%	0%	2%	1%	2%
Mitzie Hunter	7%	7%	4%	23%	2%	0%	16%	7%
Other	8%	4%	6%	21%	37%	36%	4%	10%
Don't Know	33%	34%	13%	14%	7%	29%	45%	53%

If there was an election for mayor of Toronto tomorrow, which potential candidate would you vote for? [DECIDED/LEANING]

Gender/Age

%	Total	Male	Female	Non-binary or Other	18-24	25-34	35-44	45-54	55-64	65+
Total	772	347	400	26	77	149	174	151	103	118
Josh Matlow	18%	17%	19%	12%	12%	23%	20%	14%	12%	21%
Brad Bradford	5%	5%	5%	8%	6%	5%	6%	4%	7%	6%
Olivia Chow	24%	19%	28%	35%	20%	18%	28%	30%	24%	20%
Ana Bailao	11%	13%	10%	4%	19%	8%	12%	11%	9%	11%
Mark Saunders	22%	28%	16%	23%	21%	21%	15%	26%	30%	21%
Gil Penalosa	8%	9%	8%	4%	11%	13%	5%	6%	9%	8%
Mitzie Hunter	12%	8%	14%	15%	13%	11%	15%	9%	10%	12%

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

NEWS RELEASE



FORUM RESEARCH INC.

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Total	772	81	82	110	87	86	185	36
Josh Matlow	18%	11%	7%	20%	14%	25%	21%	13%
Brad Bradford	5%	7%	6%	3%	6%	5%	6%	4%
Olivia Chow	24%	25%	29%	17%	25%	24%	26%	26%
Ana Bailao	11%	9%	23%	14%	15%	7%	8%	9%
Mark Saunders	22%	20%	22%	21%	21%	15%	27%	31%
Gil Penalosa	8%	5%	6%	10%	5%	11%	6%	14%
Mitzie Hunter	12%	23%	8%	15%	14%	13%	7%	3%

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	772	221	34	192	75	33	157
Josh Matlow	18%	24%	10%	20%	21%	19%	9%
Brad Bradford	5%	6%	11%	5%	2%	3%	5%
Olivia Chow	24%	30%	32%	19%	19%	19%	24%
Ana Bailao	11%	8%	8%	14%	10%	27%	11%
Mark Saunders	22%	13%	19%	19%	35%	25%	26%
Gil Penalosa	8%	12%	19%	6%	7%	4%	6%
Mitzie Hunter	12%	7%	1%	16%	6%	4%	19%

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

NEWS RELEASE



FORUM RESEARCH INC.

Past Vote

%	Total	John Tory	Gil Penalosa	Chloe-Marie Brown	Blake Acton	Other	Didn't Vote
Total	772	408	123	36	17	29	62
Josh Matlow	18%	14%	36%	11%	13%	14%	2%
Brad Bradford	5%	6%	5%	3%	3%	4%	3%
Olivia Chow	24%	22%	19%	50%	8%	45%	30%
Ana Bailao	11%	11%	8%	3%	24%	15%	15%
Mark Saunders	22%	31%	2%	0%	33%	11%	23%
Gil Penalosa	8%	4%	26%	4%	17%	4%	4%
Mitzie Hunter	12%	11%	4%	29%	3%	6%	23%

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

NEWS RELEASE



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	1009	467	509	33	123	182	221	196	132	155
housing affordability	22%	21%	24%	15%	20%	33%	22%	20%	20%	16%
the cost of living & inflation	23%	22%	25%	15%	40%	17%	26%	25%	18%	16%
COVID-19 & pandemic recovery	2%	3%	1%	0%	4%	3%	2%	0%	1%	0%
traffic, congestion & transit	10%	12%	7%	6%	4%	15%	9%	10%	11%	9%
pedestrian & cyclist safety	2%	2%	3%	9%	1%	2%	4%	2%	2%	2%
climate action at a municipal level	4%	4%	3%	9%	5%	1%	2%	3%	5%	7%
inclusion issues such as anti-racism, LGBTQ & disability issues	4%	3%	5%	6%	3%	1%	6%	6%	3%	4%
city infrastructure, services & taxes	16%	16%	16%	12%	8%	14%	13%	21%	17%	23%
crime & gun violence	14%	15%	13%	15%	16%	11%	13%	13%	17%	18%
Other	3%	3%	3%	12%	0%	5%	3%	1%	6%	5%

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

NEWS RELEASE



FORUM RESEARCH INC.

Income

%	Total	<\$20K	\$20- \$40K	\$40- \$60K	\$60- \$80K	\$80- \$100K	\$100- \$250K	\$250K+
Total	1009	121	105	133	114	122	222	40
housing affordability	22%	20%	19%	28%	20%	20%	27%	19%
the cost of living & inflation	23%	29%	35%	24%	20%	20%	17%	5%
COVID-19 & pandemic recovery	2%	4%	3%	0%	0%	3%	1%	0%
traffic, congestion & transit	10%	4%	7%	5%	8%	13%	17%	13%
pedestrian & cyclist safety	2%	4%	1%	2%	3%	5%	1%	0%
climate action at a municipal level	4%	4%	9%	3%	3%	4%	2%	0%
inclusion issues such as anti-racism, LGBTQ & disability issues	4%	5%	6%	4%	5%	7%	2%	3%
city infrastructure, services & taxes	16%	15%	8%	15%	16%	17%	17%	32%
crime & gun violence	14%	10%	13%	11%	19%	10%	14%	26%
Other	3%	5%	1%	8%	7%	1%	2%	3%

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

NEWS RELEASE



FORUM RESEARCH INC.

Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Total	1009	264	42	253	109	48	218
housing affordability	22%	28%	25%	23%	19%	22%	16%
the cost of living & inflation	23%	16%	16%	27%	23%	17%	25%
COVID-19 & pandemic recovery	2%	1%	0%	3%	2%	0%	3%
traffic, congestion & transit	10%	12%	18%	5%	10%	7%	12%
pedestrian & cyclist safety	2%	4%	0%	2%	1%	2%	2%
climate action at a municipal level	4%	6%	2%	3%	5%	4%	1%
inclusion issues such as anti-racism, LGBTQ & disability issues	4%	2%	9%	4%	3%	11%	6%
city infrastructure, services & taxes	16%	20%	7%	18%	21%	13%	11%
crime & gun violence	14%	8%	22%	14%	11%	22%	21%
Other	3%	4%	1%	2%	3%	4%	5%

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