

# NEWS RELEASE



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**TORONTO**  
**May 8<sup>th</sup>, 2023**

## FOR IMMEDIATE RELEASE

### **Tory remains top choice for mayor**

#### **42 percent would vote for John Tory if he were running**

Toronto May 8<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 2000 Toronto residents, among those decided and leaning 42% would vote for John Tory if he were running for mayor in the upcoming election, compared to 21% for Olivia Chow and 9% for Josh Matlow.

Compared to the previous week, support for Tory’s hypothetical candidacy dropped by 2%, while support for Chow increased 3%.

#### *2023 Mayoral polling results to date - The Forum Poll™*

%	Apr 25-26	May 6-7	+/-
John Tory	44	42	-2
Olivia Chow	18	21	+3
Josh Matlow	10	9	-1
Mark Saunders	6	6	0
Ana Bailao	4	3	-1
Mitzie Hunter	4	4	0
Brad Bradford	3	3	0
Some other candidate	10	11	+1

“Despite resigning, John Tory maintains significant popularity among voters,” said Dr. Lorne Bozinoff, President of Forum Research. “Torontonians seem to be open to his return to the position of mayor.”

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 2000 randomly selected Toronto residents over the age of 18, 72% by cellphone and 28% on landlines. The poll was conducted from May 6<sup>th</sup> to May 7<sup>th</sup>, 2023. Results based on the total sample are considered accurate +/- 2%, 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](http://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.

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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?***

***+ Even though you may not have made up your mind, which potential candidate are you leaning towards voting for at this time?***

***+ If John Tory were running for mayor of Toronto in the upcoming election, would you vote for him?***

**[DECIDED/LEANING]**

**Gender/Age**

%	Total	Male	Female	Non-binary or Other	18-24	25-34	35-44	45-54	55-64	65+
Total	1827	845	919	62	222	327	397	353	242	286
John Tory	42	42	43	27	39	29	37	47	49	53
Olivia Chow	21	21	20	29	17	31	22	16	21	19
Josh Matlow	9	10	9	3	9	10	10	9	7	10
Mark Saunders	6	5	6	6	4	7	6	7	5	4
Mitzie Hunter	4	3	6	3	3	0	8	6	3	4
Ana Bailao	3	3	4	8	6	4	4	4	1	3
Brad Bradford	3	4	2	6	5	3	3	3	5	2
Some other candidate	11	12	10	16	19	16	10	9	10	5

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## Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
<b>Total</b>	<b>1827</b>	<b>198</b>	<b>215</b>	<b>189</b>	<b>211</b>	<b>206</b>	<b>421</b>	<b>129</b>
John Tory	42	39	40	38	39	41	42	51
Olivia Chow	21	18	14	23	28	22	23	15
Josh Matlow	9	7	7	8	8	12	12	14
Mark Saunders	6	11	9	8	6	3	4	2
Mitzie Hunter	4	2	4	2	4	5	6	3
Ana Bailao	3	3	5	3	1	4	5	3
Brad Bradford	3	5	5	5	2	2	1	5
Some other candidate	11	16	16	12	11	10	6	8

## Location

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>Total</b>	<b>1827</b>	<b>534</b>	<b>78</b>	<b>490</b>	<b>211</b>	<b>88</b>	<b>424</b>
John Tory	42	36	39	43	43	40	49
Olivia Chow	21	27	30	19	13	28	17
Josh Matlow	9	15	9	8	9	12	3
Mark Saunders	6	5	7	7	7	7	4
Mitzie Hunter	4	1	3	5	5	3	8
Ana Bailao	3	4	5	2	4	3	4
Brad Bradford	3	2	2	4	5	3	2
Some other candidate	11	10	6	11	15	6	14

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