

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Cost of Living & Inflation Voted #1 Issue in Toronto**

#### **Housing affordability voted second, crime and gun violence third**

Toronto, Oct 20<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ amongst 2,994 voters across 14 different wards in Toronto, the cost of living was cited as the biggest issue, with 22% of voters citing it as their number one issue out of 10 options.

Housing affordability ranked number two at 17%, followed by crime and gun violence at 14%.

“The cost of living and inflation is now the top issue for Torontonians,” says Dr. Lorne Bozinoff, President of Forum Research. “The economy took a big hit during COVID-19, and it appears to be affecting many people.”

The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 2,994 randomly selected eligible voters across 14 different wards. The poll was conducted on Oct 17<sup>th</sup> – 19<sup>th</sup>, 2022. Results based on the total sample are considered accurate +/- 1%, 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](http://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 question covered in the recent poll concerned:

**TORONTO**  
**Oct 20<sup>th</sup>, 2022**

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## Hot Issues

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

[All Voters]

%	W1	W3	W4	W5	W7	W9	W10	W11	W13	W16
Sample	211	213	234	217	211	226	208	219	213	216
The cost of living and inflation	31%	29%	9%	22%	33%	13%	32%	13%	12%	25%
Housing affordability	13%	17%	32%	13%	15%	16%	21%	23%	18%	17%
Crime and gun violence	17%	12%	7%	8%	14%	20%	10%	8%	24%	11%
City infrastructure, services and taxes	10%	22%	18%	15%	10%	10%	7%	24%	20%	18%
Traffic, congestion and transit	9%	7%	13%	18%	12%	19%	10%	7%	12%	14%
Pedestrian and cyclist safety	3%	3%	4%	2%	5%	2%	9%	7%	3%	1%
Inclusion Issues (LGBT, anti-racism...)	10%	4%	0%	6%	6%	3%	1%	7%	10%	1%
Climate action at a municipal level	4%	3%	13%	11%	2%	14%	3%	9%	1%	2%
COVID-19 and pandemic recovery	1%	1%	2%	0%	1%	2%	1%	1%	1%	11%
Other	4%	4%	2%	5%	3%	1%	6%	2%	1%	1%

(Data continued on next page)

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**FORUM RESEARCH INC.**

% Sample	W18 205	W20 216	W22 201	W23 204	Total 2,994
The cost of living and inflation	21%	29%	14%	26%	22%
Housing affordability	6%	12%	6%	23%	17%
Crime and gun violence	25%	14%	11%	11%	14%
City infrastructure, services and taxes	8%	13%	20%	15%	15%
Traffic, congestion and transit	15%	11%	6%	9%	12%
Pedestrian and cyclist safety	14%	5%	19%	5%	6%
Climate action at a municipal level	3%	5%	4%	5%	6%
Inclusion Issues (LGBT, anti-racism...)	4%	3%	9%	2%	5%
COVID-19 and pandemic recovery	1%	2%	5%	2%	2%
Other	2%	6%	4%	3%	3%

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