

OLIVIA CHOW POISED TO BE ELECTED TORONTO'S NEXT MAYOR

Stop Chow Fails to Coalesce
Around Single Alternative

Ipsos Public Affairs

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IMAGE SOURCE: www.oliviachow.ca



Stop Chow Fails to Coalesce Around Single Alternative

Toronto, ON, June 19, 2023 – **On June 26th Olivia Chow is poised to be elected the next Mayor of Toronto**, according to a new Ipsos poll conducted on behalf of Global News and the Toronto Star. If the election were held tomorrow, **Olivia Chow would take 38% of the popular vote**, well ahead of all other candidates.

Olivia Chow
FOR MAYOR

38%
OF POPULAR VOTE

Other top candidates in the race are running far behind Chow, including Mark Saunders (14%), Ana Bailao (12%), Josh Matlow (8%), Anthony Furey (7%), Mitzie Hunter (6%), Brad Bradford (6%).

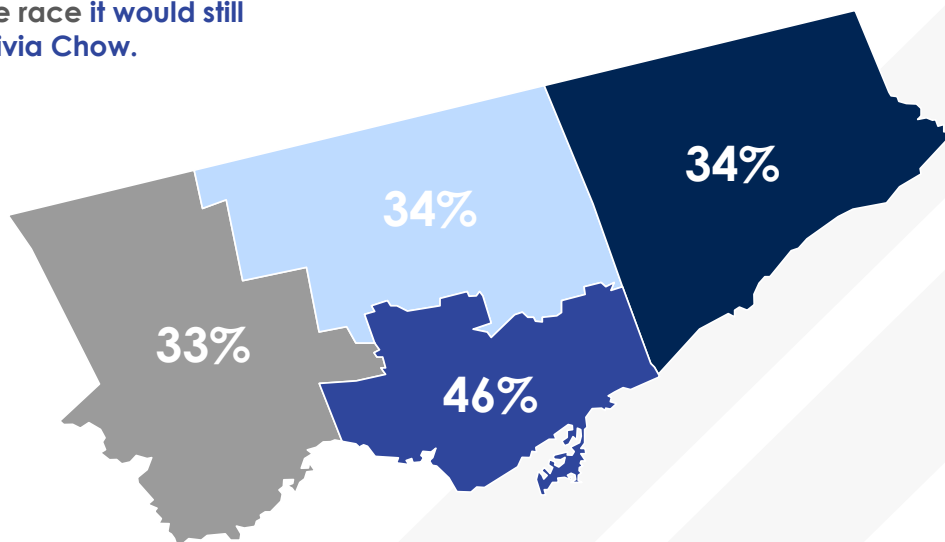
Ten percent (10%) of eligible voters say they support other candidates, while fourteen percent (14%) are still unsure of who they will vote for on Election Day. **But even if all 14% of those who are undecided today all opt for the same other candidate in the race it would still not be enough to defeat Olivia Chow.**

Although Chow's path to victory seems clear, if the numbers in this poll are correct, Chow will be elected Mayor of Toronto with the smallest percentage of the popular vote of any Mayor since Toronto's amalgamation in 1998.

Closer examination of Chow's support shows that she leads in every corner of city, but her lead is strongest in the former City of Toronto core (46%). She also leads in Scarborough (34%), North York (34%) and Etobicoke (33%), suggesting that **the downtown versus suburbs dichotomy that has defined previous Toronto elections is not as strong this time around.**

From a demographic perspective, Chow has strong support among younger voters 18-34 (44%), university educated voters (40%), higher income households earning \$100K or more per year (39%), renters vs homeowners (45% vs 34%), and those born in Canada vs those who have immigrated to Canada (41% vs. 34%).

Chow leads in every corner of the city





2nd Place

Former Police Chief Mark Saunders has tried to position himself as the logical candidate to stop Chow, but his share of the popular vote – at just 14% - shows that while this positioning is strong enough to just put

him into second place, it isn't enough to present a serious challenge to Chow.

Support for Saunders is strongest among voters in North York (19%), Etobicoke (18%) and Scarborough (16%) and weaker in the former City of Toronto core (8%). Saunders support is also stronger among men (17%) than women (12%), among those aged 35-54 (16%), and among those born outside of Canada (16%). But support for Chow is at least 10 points higher than support for Saunders among each of these groups.

If Toronto voters are unable to vote for their first choice on Election Day, **Olivia Chow is their most popular second choice** at 13%, followed by Matlow (12%) Bailao (11%), Saunders (11%), Bradford (5%), Furey (5%), or other candidates (8%). Three in ten (29%) are unsure of who they would pick as their second choice. **That voters are not prepared to back a single alternative to Chow, even as their second choice, further underscores the strength of her lead.**

While it appears most likely that Olivia Chow will win this election, voter turnout will play an important part in determining by how much. The last competitive Mayoral election in Toronto was 2014 when John Tory defeated Doug Ford and Olivia Chow to win his first of three terms as Mayor. Turnout in that election was 60%. This poll

shows 57% of those surveyed say they are certain to vote on June 26th. Experience shows that in less competitive elections, which this one is, likelihood to participate tends to be overstated in surveys.

When reported likelihood to vote is considered, 66% of Chow's supporters say they are certain to vote on June 26th. While higher than the average of 57%, there is some softness in her support. Trailing candidates with more committed supporters include Ana Bailao (73% certain to vote) and Josh Matlow (73% certain to vote).

In comparison, only 51% of second place candidate Mark Saunders' supporters say they are certain to vote on election day. While none of this turnout information suggests Chow could lose on June 26th, there is a possibility that her final vote could differ from what our topline vote numbers indicate. What also wouldn't be surprising is a shuffling of positions among the other candidates in the final results. Candidates with more committed supporters such as Bailao and Matlow could do better than this poll suggests, while Mark Saunders, who has less committed supporters, might underperform.

Top Issues for Next Mayor:

1



AFFORDABILITY

2



COST OF LIVING

3



CRIME/SAFETY



Torontonians have a clear view of the top priorities for the next mayor of Toronto.

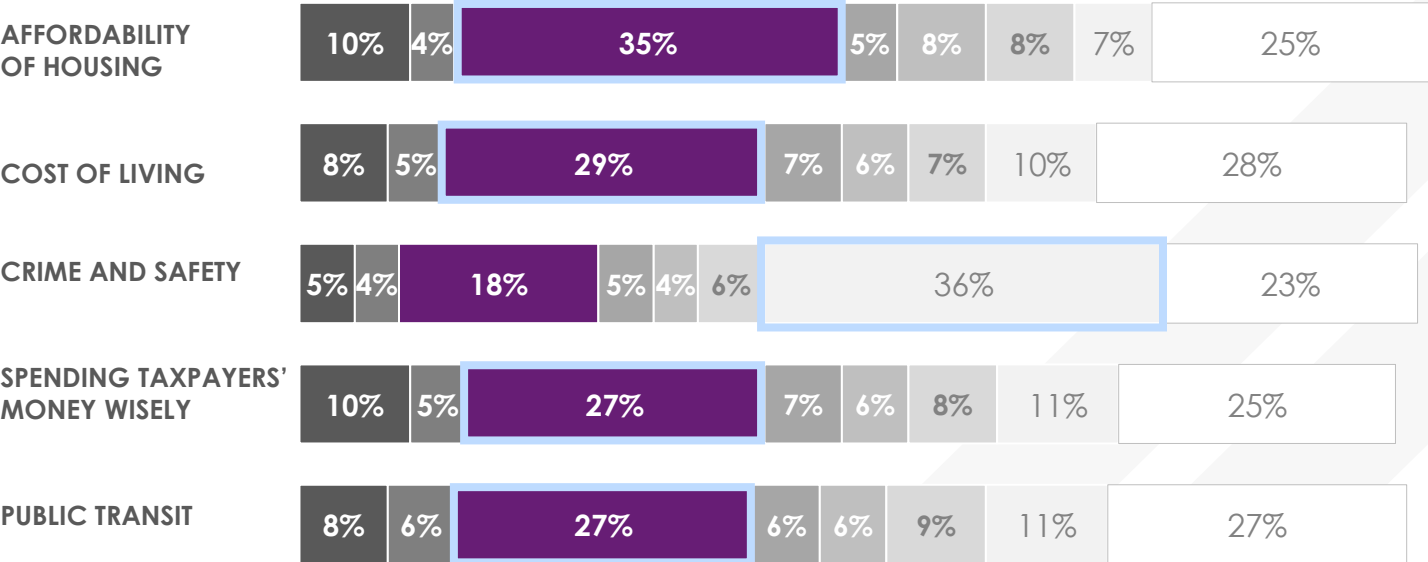
Nearly half list affordability of housing (46%) as the top priority, followed by cost of living (38%), and crime and safety (30%).

Other issues Torontonians say should be important for the next Mayor include spending taxpayers' money wisely (24%), public transit (23%), homelessness (22%), controlling taxes (19%), traffic congestion (18%), economy and jobs (16%), city finances and budget (15%), social services (12%), fighting climate change (12%), protecting vulnerable and minority communities (9%), and creating more bike lanes (4%). Torontonians were asked which of the top candidates would do the best job addressing each of the campaign's issues if they were elected Mayor.

The chart below shows which candidate voters believe will do the best job on each issue tested.

TOP 5 ISSUES FOR NEXT MAYOR (ordered by importance):

■ BAILAO ■ BRADFORD ■ CHOW ■ FUREY ■ HUNTER ■ MATLOW ■ SAUNDERS □ DK
□ LEADER IN CATEGORY



Where figures do not sum to 100, this is due to the effects of rounding.



Other issues Torontonians say should be important for the next Mayor:

ISSUE (Ordered by Importance)	Bailao	Bradford	Chow	Furey	Hunter	Matlow	Saunders	DK
Homelessness	6%	3%	37%	5%	7%	6%	9%	27%
Controlling taxes	10%	7%	23%	7%	5%	9%	11%	29%
Traffic congestion	7%	8%	18%	7%	4%	10%	16%	30%
Economy and jobs	10%	6%	25%	6%	6%	9%	10%	28%
City finance and budget	10%	6%	25%	7%	5%	11%	11%	25%
Social services	8%	3%	41%	4%	8%	6%	7%	24%
Fighting climate change	8%	5%	32%	4%	5%	7%	6%	34%
Protecting vulnerable & minority communities	6%	3%	38%	3%	9%	5%	13%	23%
Building more bike lanes	5%	4%	31%	3%	5%	8%	7%	37%

Where figures do not sum to 100, this is due to the effects of rounding.



What's clear is that Olivia Chow is not only dominating the vote she is also dominating the top issues in the campaign. Only one other candidate leads on any issue surveyed and that's former Toronto Police Chief Mark Saunders who leads on crime and safety. While Toronto voters are concerned about crime and safety, they are more concerned about housing affordability and the cost of living, both issues on which Chow has a significant lead over all rivals. **In any election campaign leading on the most important issue for voters is most often the key to winning the election. That's exactly what Olivia Chow has managed to achieve in this election.**



About the Study

These are some of the findings of an Ipsos poll conducted between June 9 and 13, on behalf of Global News and the Toronto Star. For this survey, a total sample of sample of $n = 1001$ eligible voters in Toronto aged 18+ was interviewed. A sample of $n = 701$ was interviewed online, via the Ipsos I-Say panel and non-panel sources, and respondents earn a nominal incentive for their participation. A sample of $n = 300$ Canadians aged 18+ was interviewed by live-interview telephone interviewers by landline and cellphone, using random-digit dialing. Quotas and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos polls which include non-probability sampling is measured using a credibility interval. In this case, the poll is accurate to within ± 3.5 percentage points, 19 times out of 20, had all Torontonians been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. Ipsos abides by the disclosure standards established by the CRIC, found here: <https://canadianresearchinsightscouncil.ca/standards/>

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