



# TORONTO

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Toronto Survey for the **National Ethnic  
Press and Media Council of Canada**

Field Dates: April 28-29, 2023

Release Date: May 1, 2023





Liaison surveyed a random sample of 1,253 Torontonians through Interactive Voice Recording (IVR) from April 28 to April 29, 2023.

Respondents were screened for voter eligibility.

Responses were weighted using demographic and geographic information to targets based on the 2021 Census.

The margin of error for survey results is  $\pm 2.76$  percentage points, 19 times out of 20 for the total.

Results may not add up to 100 due to rounding.

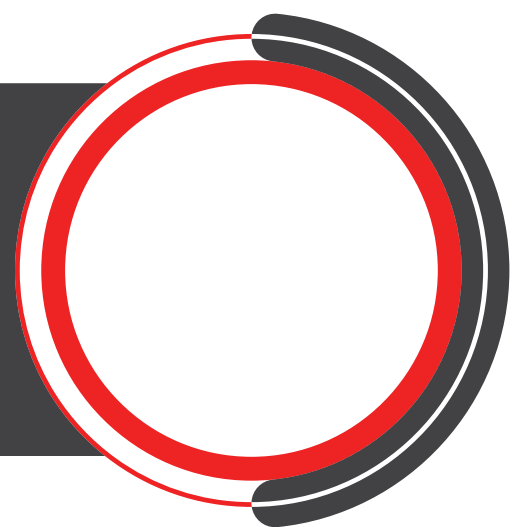


## ABOUT UTHAYAN

This week's issue questions are a collaboration with **Uthayan**, one of the most trusted outlets serving the Toronto Tamil Community.

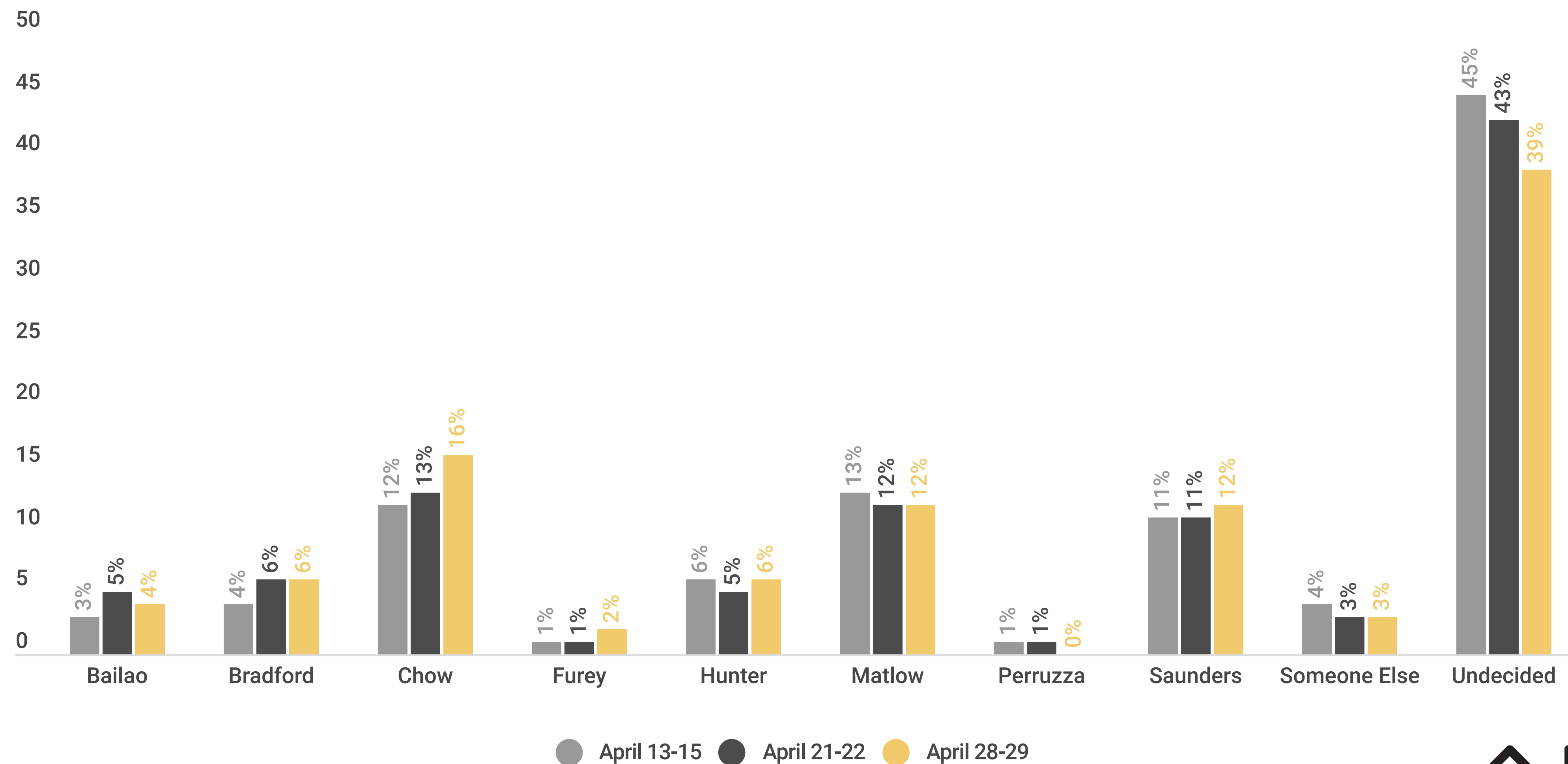
Led by Logan N.Logendralingam, Uthayan is well known for its awards gala and for its editorial independence.

Uthayan is celebrating its 25th anniversary.



## Voting Intent - Toronto Mayoral By Election (All Voters)

*Q: If an election were held today, for whom would you cast your vote for Mayor?*







# Voting Intent - Toronto Mayoral By Election (All Voters)

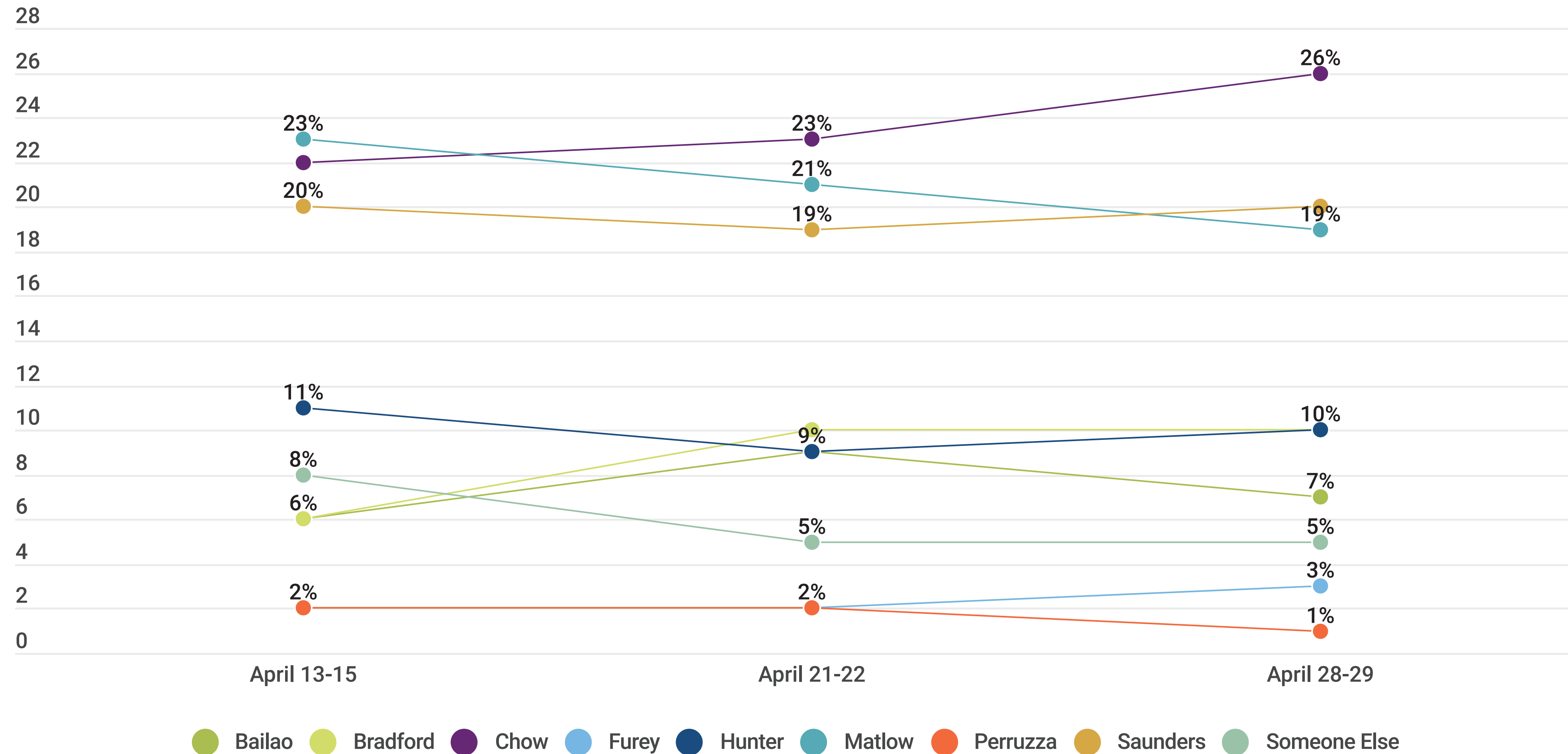
*Q: If an election were held today, for whom would you cast your vote for Mayor?*

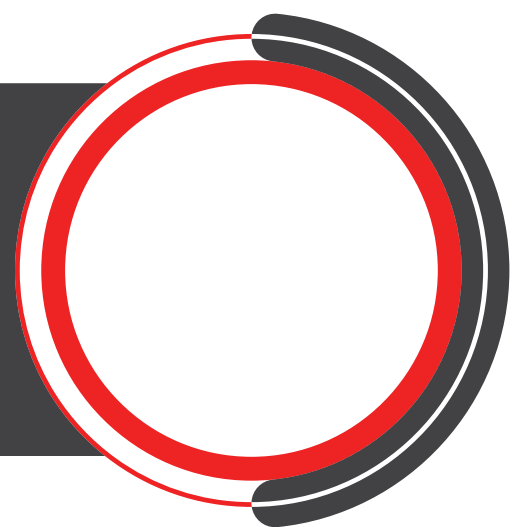
	All	Male	Female	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Bailao	4%	4%	4%	3%	4%	5%	4%	2%	5%	3%	4%	4%
Bradford	6%	6%	6%	4%	4%	6%	7%	8%	9%	4%	4%	6%
Chow	16%	19%	15%	6%	14%	18%	17%	17%	15%	15%	19%	15%
Furey	2%	3%	1%	6%	1%	2%	2%	3%	2%	3%	1%	2%
Hunter	6%	4%	8%	3%	7%	5%	5%	6%	7%	2%	2%	12%
Matlow	12%	10%	13%	24%	12%	13%	14%	10%	13%	13%	16%	5%
Perruzza	0%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%
Saunders	12%	15%	10%	4%	13%	10%	13%	12%	12%	19%	11%	9%
Someone Else	3%	3%	3%	2%	3%	2%	3%	3%	3%	6%	3%	2%
Undecided	38%	36%	39%	49%	41%	38%	36%	38%	35%	35%	38%	47%
Sample (Unweighted)	1253	562	640	51	184	378	341	350	416	234	340	263
Weighted	1253	578	627	48	424	308	275	246	437	174	371	271



## Voting Intent - Toronto Mayoral By Election (Decided Only)

Q: If an election were held today, for whom would you cast your vote for Mayor?





## Voting Intent - Toronto Mayoral By Election (Decided Only)

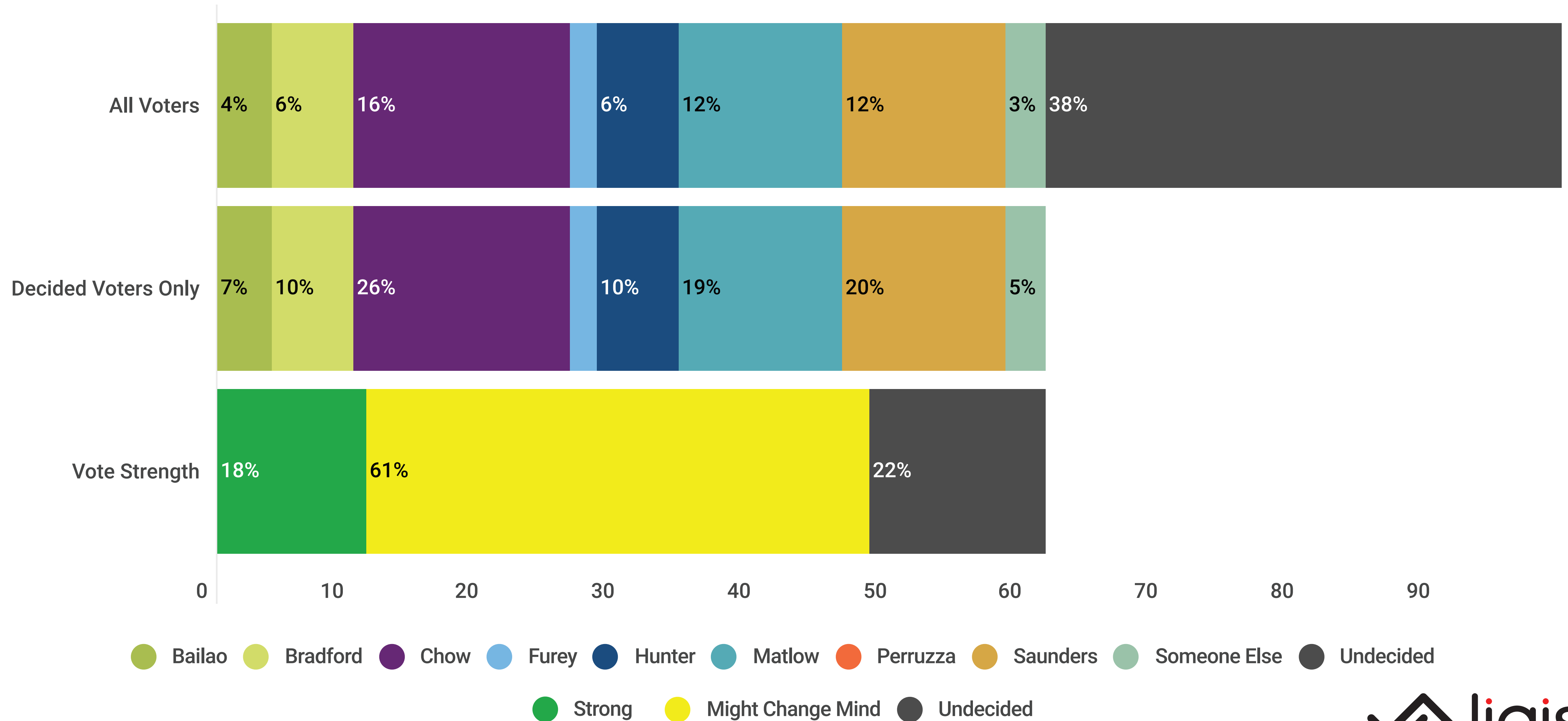
*Q: If an election were held today, for whom would you cast your vote for Mayor?*

	April 13-15	April 21-22	April 28-29	Change from Last Week
Bailao	6%	9%	7%	-2
Bradford	6%	10%	10%	No Change
Chow	22%	23%	26%	+3
Furey	2%	2%	3%	+1
Hunter	11%	9%	10%	+1
Matlow	23%	21%	19%	-2
Perruzza	2%	2%	1%	-1
Saunders	20%	19%	20%	+1
Someone Else	8%	5%	5%	No Change



## Vote Strength

*Q: And would you say you are a strong supporter of this candidate or is there a chance you will change your mind?*







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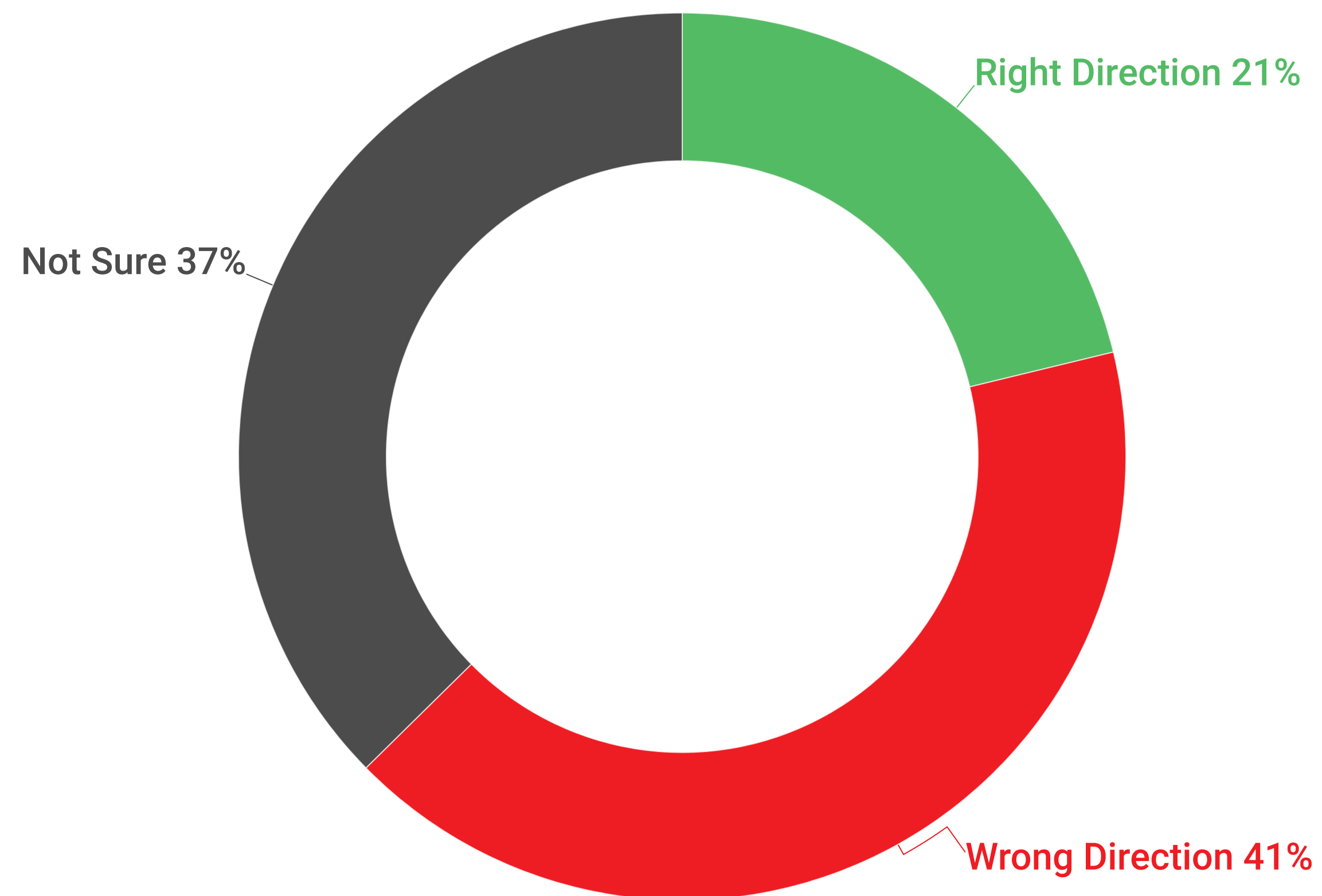
	All	Male	Female	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Strong Supporter	11%	14%	9%	7%	11%	12%	10%	10%	12%	13%	10%	9%
Might Change Their Mind	37%	37%	38%	36%	36%	37%	41%	37%	40%	37%	40%	31%
Undecided	13%	13%	14%	8%	12%	14%	13%	15%	13%	15%	13%	14%
N/A	38%	36%	39%	49%	41%	38%	36%	38%	35%	35%	38%	47%

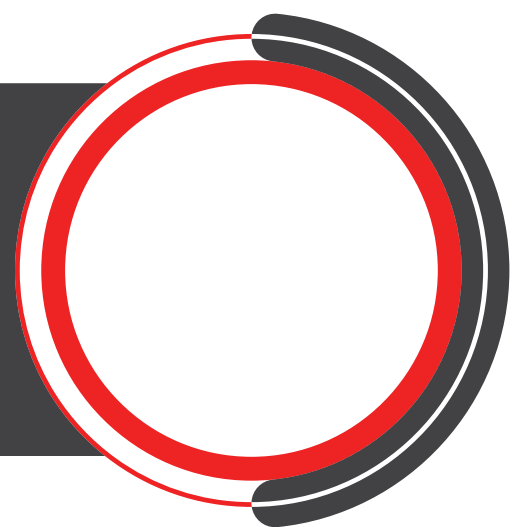
	Bailao	Bradford	Chow	Furey	Hunter	Matlow	Perruzza	Saunders	Someone Else	Undecided
Strong Supporter	23%	17%	15%	24%	13%	15%	16%	23%	24%	N/A
Might Change Their Mind	57%	57%	67%	56%	55%	64%	71%	57%	55%	N/A
Undecided	20%	26%	18%	20%	32%	21%	13%	20%	22%	N/A



## Issue Questions - Direction of City

*Q: In your opinion is the City of Toronto heading in the right direction or the wrong direction?*





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	All	Male	Female	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Right Direction	21%	19%	24%	16%	24%	21%	18%	21%	19%	26%	22%	21%
Wrong Direction	41%	44%	39%	39%	40%	41%	42%	43%	42%	39%	41%	43%
Not Sure	37%	37%	38%	45%	37%	38%	40%	36%	39%	35%	38%	36%

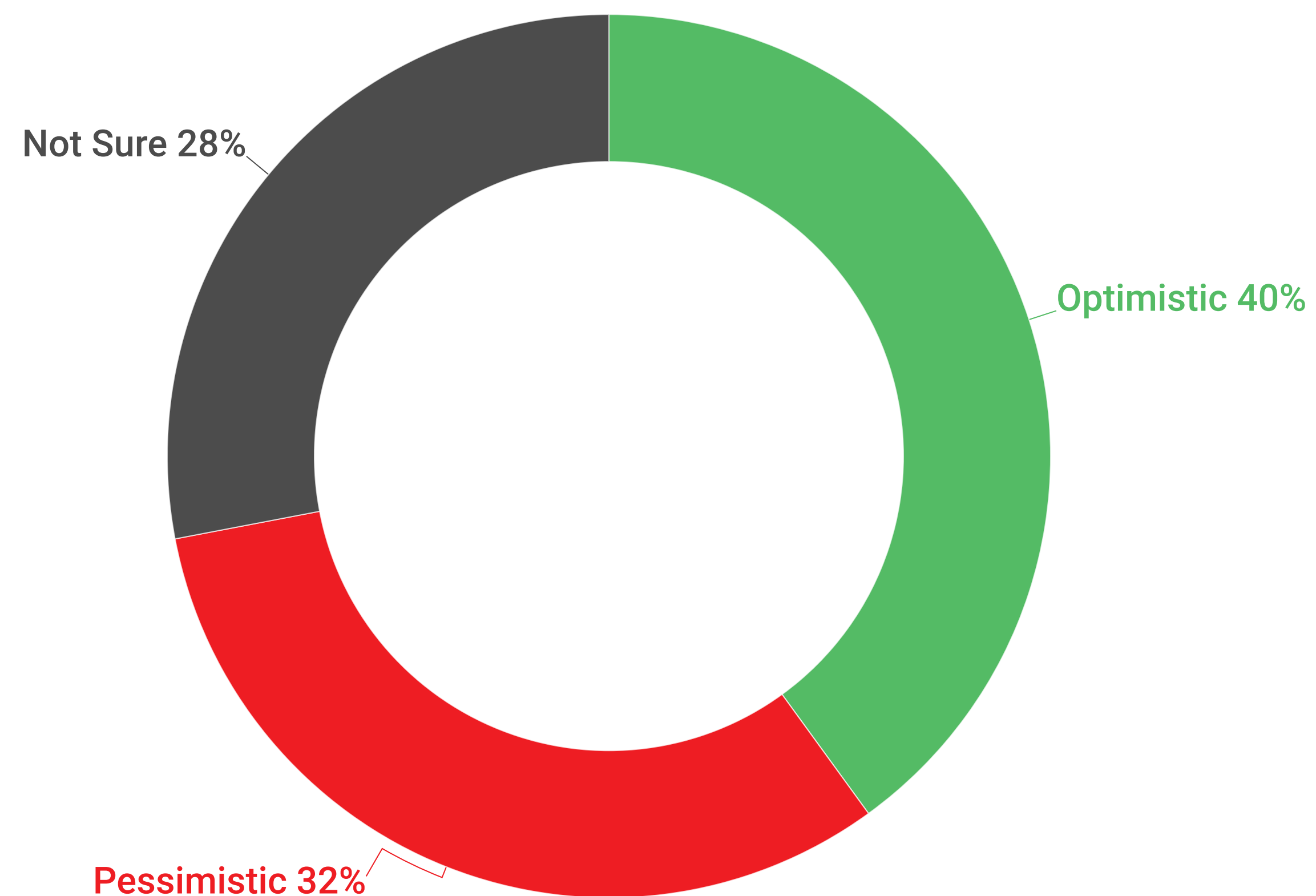
  

	Bailao	Bradford	Chow	Furey	Hunter	Matlow	Perruzza	Saunders	Someone Else	Undecided
Right Direction	24%	18%	20%	34%	23%	19%	33%	21%	28%	21%
Wrong Direction	32%	50%	43%	35%	41%	45%	22%	46%	37%	38%
Not Sure	45%	31%	37%	31%	36%	36%	44%	33%	35%	40%



## Issue Questions - Finances

*Q: And would you say you are optimistic or pessimistic about your family's economic situation?*







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*Q: And would you say you are optimistic or pessimistic about your family’s economic situation?*

	All	Male	Female	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Optimistic	40%	39%	42%	30%	36%	42%	42%	42%	42%	36%	37%	42%
Pessimistic	32%	33%	31%	34%	38%	29%	30%	28%	27%	30%	38%	32%
Not Sure	28%	29%	27%	36%	26%	29%	28%	30%	30%	33%	24%	26%

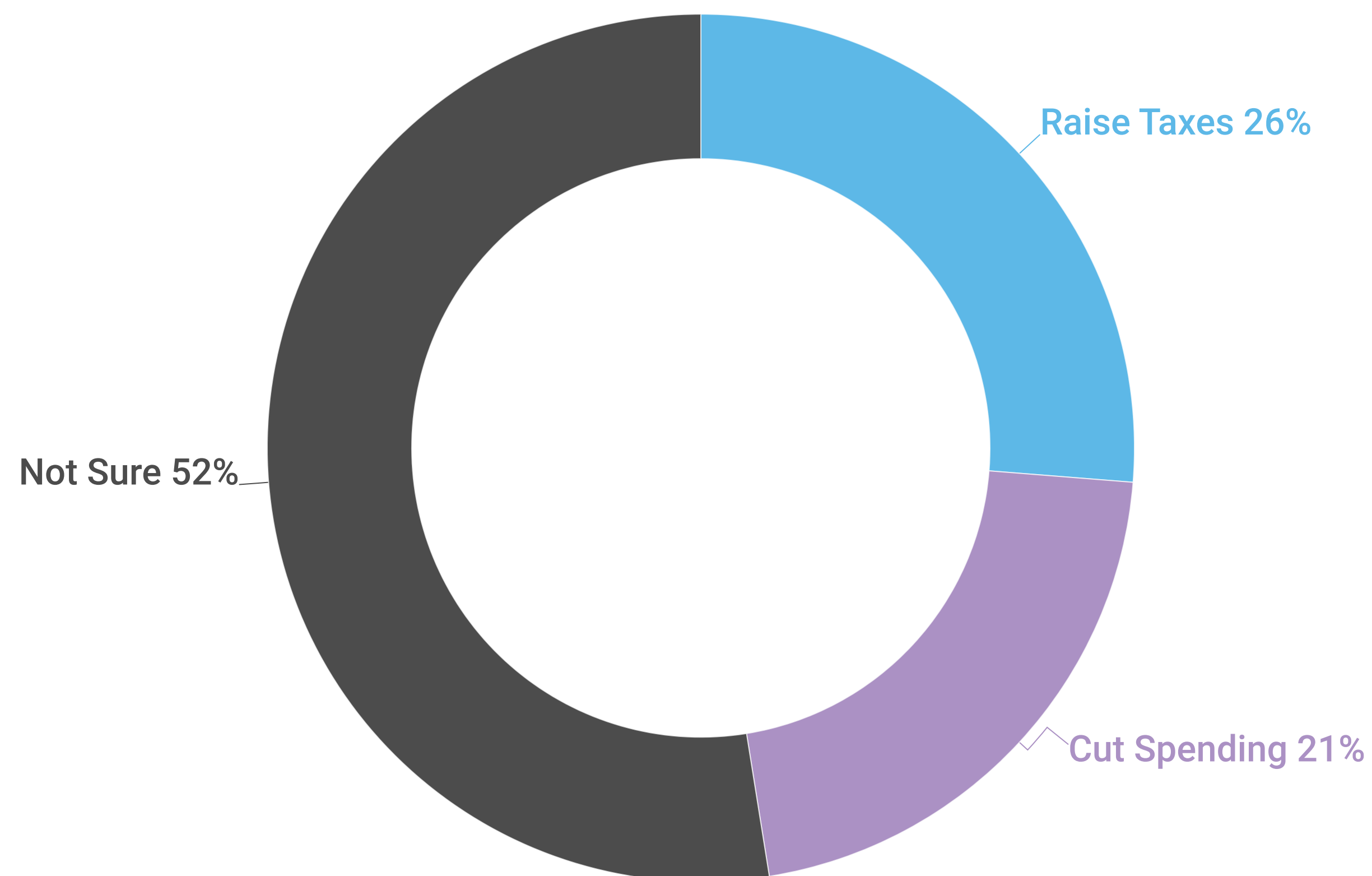
  

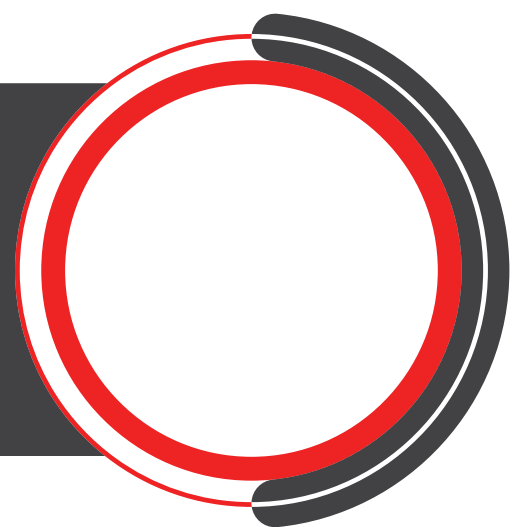
	Bailao	Bradford	Chow	Furey	Hunter	Matlow	Perruzza	Saunders	Someone Else	Undecided
Optimistic	49%	39%	38%	39%	33%	46%	46%	42%	37%	39%
Pessimistic	23%	38%	36%	36%	34%	26%	26%	28%	28%	33%
Not Sure	28%	23%	26%	25%	33%	28%	28%	30%	36%	28%



## Issue Questions - City Budget

*Q: As you may know, the City of Toronto faces a budget shortfall. Do you think it would be better for the City of Toronto to raise taxes or better for the City of Toronto to cut spending?*





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*Q: As you may know, the City of Toronto faces a budget shortfall. Do you think it would be better for the City of Toronto to raise taxes or better for the City of Toronto to cut spending?*

	All	Male	Female	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Raise Taxes	26%	29%	25%	13%	23%	29%	32%	23%	27%	27%	26%	25%
Cut Spending	21%	18%	24%	34%	22%	24%	17%	21%	22%	24%	19%	22%
Not Sure	52%	53%	52%	53%	55%	48%	51%	56%	51%	49%	55%	53%

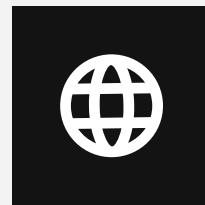
	Bailao	Bradford	Chow	Furey	Hunter	Matlow	Perruzza	Saunders	Someone Else	Undecided
Raise Taxes	16%	28%	35%	30%	40%	36%	36%	20%	37%	19%
Cut Spending	45%	16%	20%	37%	12%	21%	0%	39%	13%	16%
Not Sure	39%	56%	45%	33%	47%	43%	64%	41%	50%	65%

# GET IN TOUCH

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