

Mainstreet Research Survey - Toronto



About Mainstreet

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of CRIC and exceeds all Canadian and international standards for market research and public opinion research.

Methodology

The analysis in this report is based on results of a survey conducted from Wednesday, April 12th to Thursday, April 13th, 2023, among a sample of 785 adults, 18 years of age or older, living in Toronto. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Toronto. The poll was conducted in English.

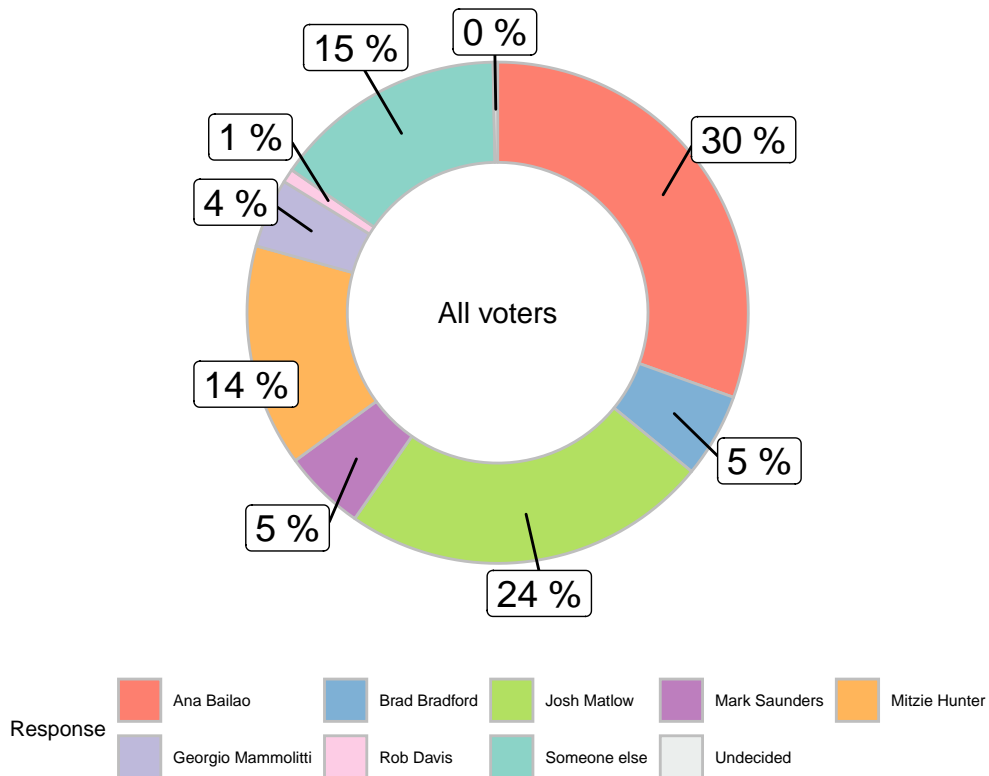
The margin of error for the poll is +/- 3.5% at the 95% confidence level. Margins of error are higher in each subsample. Totals may not add up 100% due to rounding.

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Crosstabs

	Total	Male	Female	Other/Prefer Not to say
Ana Bailao	13.7%	16.8%	11%	11.2%
Brad Bradford	5.8%	7.9%	4.1%	1.6%
Josh Matlow	14.8%	14.2%	15.4%	14.2%
Mark Saunders	10.3%	11.1%	10%	3.2%
Mitzie Hunter	5.8%	4.3%	7.1%	4.8%
Olivia Chow	13.2%	10.1%	15.3%	28.5%
Georgio Mammolitti	3.4%	4%	2.9%	3.2%
Rob Davis	0.9%	1.6%	0.3%	0%
Gil Penalosa	3.3%	3.6%	3%	4.8%
Chloe Brown	3.1%	2.7%	3.5%	1.6%
Chris Saccoccia	2%	1.8%	2%	6.2%
Celina Caesar-Chavannes	0.7%	0.2%	1.2%	0%
Anthony Furey	2.1%	2.3%	1.8%	3.2%
Frank D'Angelo	1.6%	2.1%	1.2%	1.6%
Blake Acton	0.5%	0.6%	0.5%	0%
Someone else	0.4%	0.3%	0.6%	0%
Undecided	10.4%	10.8%	10.1%	8%
Won't vote	7.9%	5.7%	10%	7.9%
Unweighted Frequency	785	353	380	52
Weighted Frequency	785	365	401	19

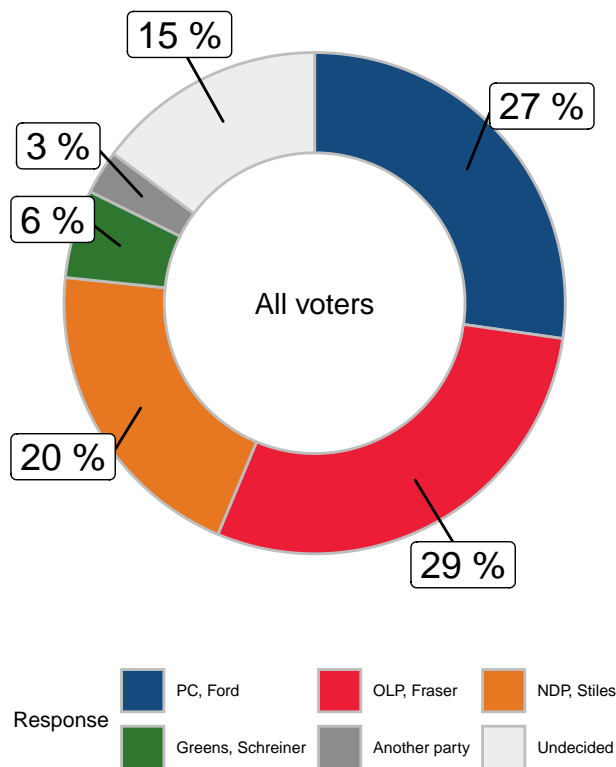
[Olivia Chow voters] You selected Olivia Chow, if Olivia Chow were not to run in the mayoral election which candidate would you vote for? (All voters)



Crosstabs

	Total
Ana Bailao	30.5%
Brad Bradford	5.4%
Josh Matlow	23.7%
Mark Saunders	5.3%
Mitzie Hunter	14.3%
Georgio Mammolitti	4.5%
Rob Davis	0.9%
Someone else	15.1%
Undecided	0.3%
Unweighted Frequency	112
Weighted Frequency	112

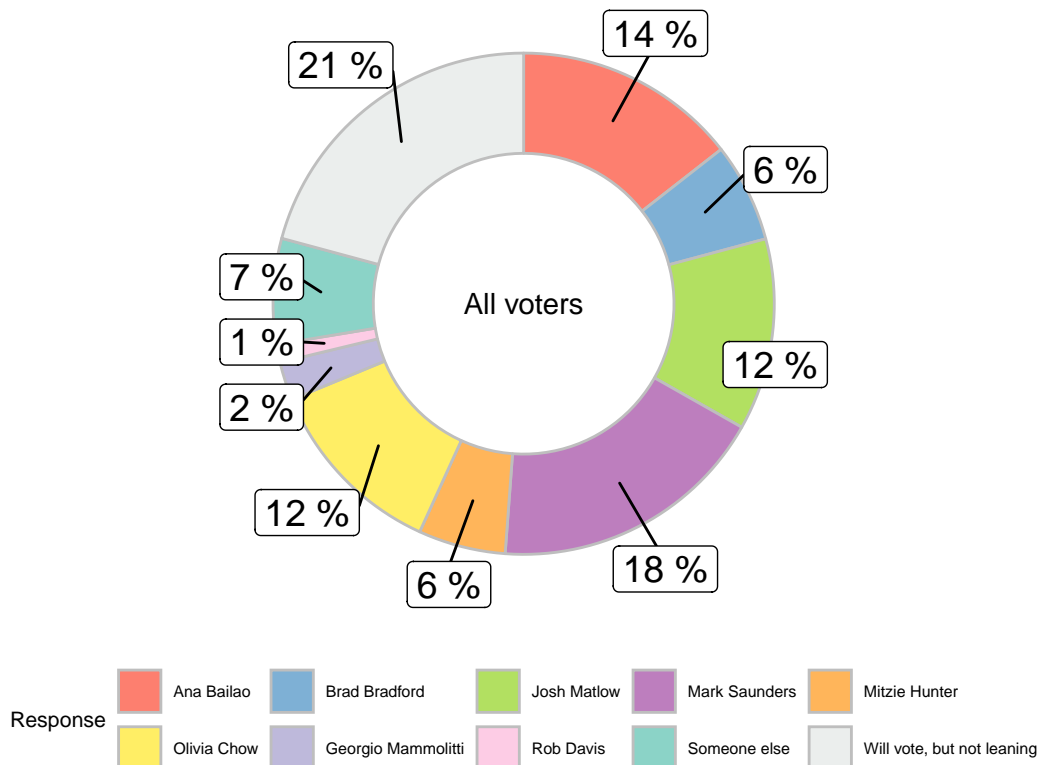
How would you vote or lean towards voting if a Provincial election were held today? (All voters)



Crosstabs

	Total
PC, Ford	27.3%
OLP, Fraser	29.1%
NDP, Stiles	20.3%
Greens, Schreiner	5.7%
Another party	2.8%
Undecided	14.8%
Unweighted Frequency	785
Weighted Frequency	785

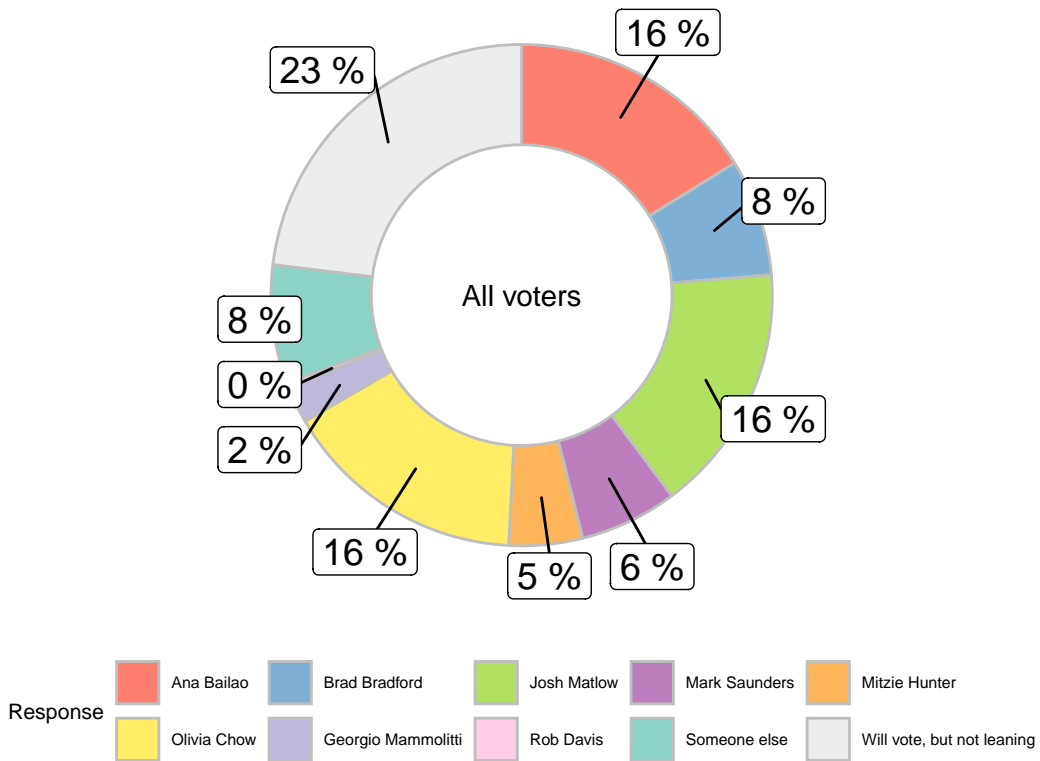
Who do you trust most to address violent crime and safety including on the TTC among the following candidates? (All voters)



Crosstabs

	Total
Ana Bailao	14.4%
Brad Bradford	6.4%
Josh Matlow	12.4%
Mark Saunders	18%
Mitzie Hunter	5.6%
Olivia Chow	12%
Georgio Mammolitti	2.5%
Rob Davis	1.2%
Someone else	6.8%
Will vote, but not leaning	20.8%
Unweighted Frequency	785
Weighted Frequency	785

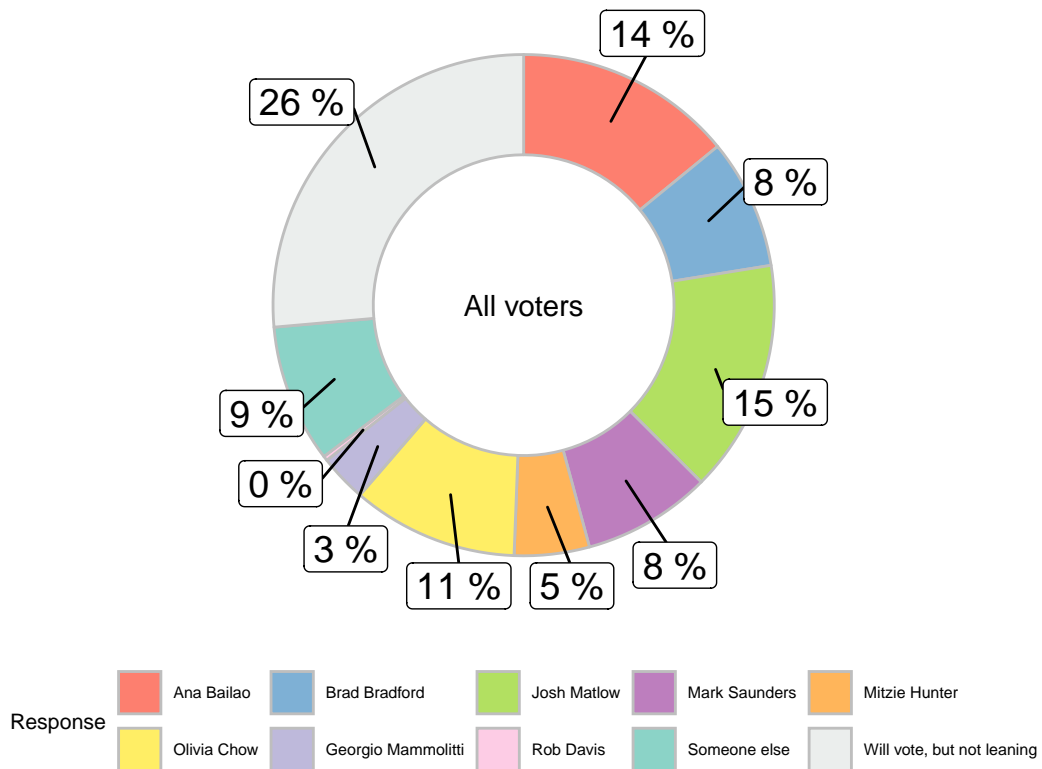
Who do you trust most to solve the affordable housing problem in Toronto? (All voters)



Crosstabs

	Total
Ana Bailao	16.2%
Brad Bradford	7.5%
Josh Matlow	16.1%
Mark Saunders	6.3%
Mitzie Hunter	4.7%
Olivia Chow	15.8%
Georgio Mammolitti	2.4%
Rob Davis	0.3%
Someone else	7.7%
Will vote, but not leaning	23%
Unweighted Frequency	785
Weighted Frequency	785

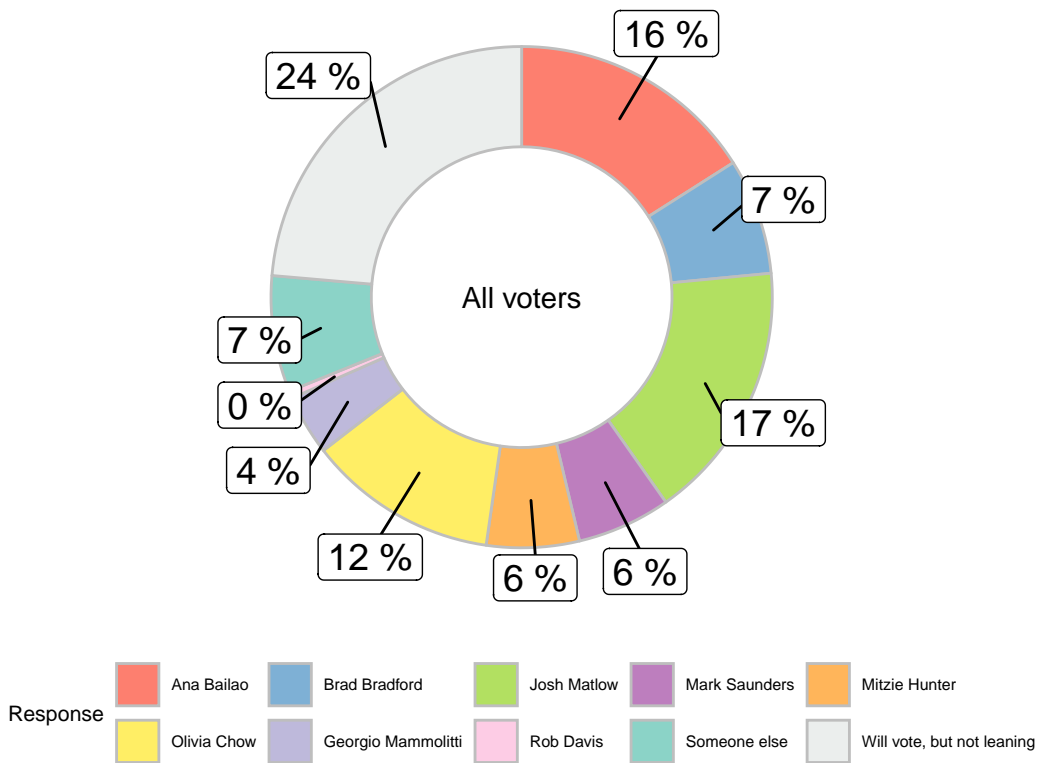
Who do you trust most to solve gridlock and traffic congestion? (All voters)



Crosstabs

	Total
Ana Bailao	14.1%
Brad Bradford	8.4%
Josh Matlow	15%
Mark Saunders	8.3%
Mitzie Hunter	4.8%
Olivia Chow	10.7%
Georgio Mammolitti	3.1%
Rob Davis	0.3%
Someone else	8.9%
Will vote, but not leaning	26.4%
Unweighted Frequency	785
Weighted Frequency	785

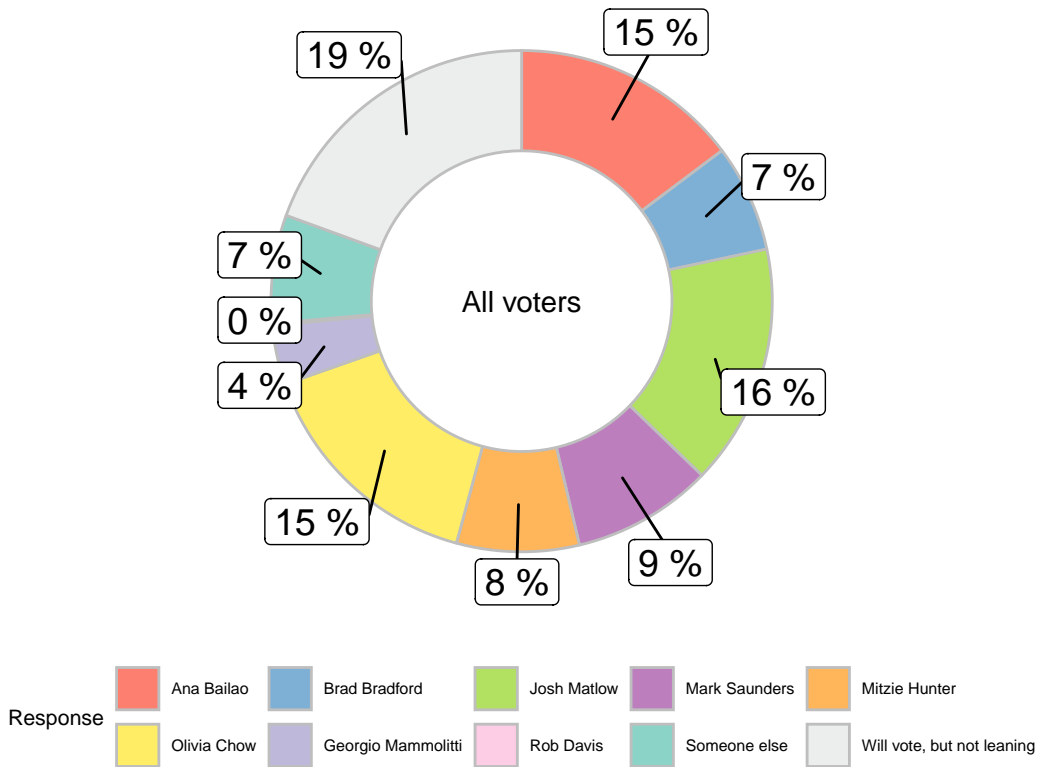
Who do you trust most to redevelop Ontario Place and other major projects? (All voters)



Crosstabs

	Total
Ana Bailao	16%
Brad Bradford	7.5%
Josh Matlow	16.8%
Mark Saunders	6%
Mitzie Hunter	6%
Olivia Chow	12.3%
Georgio Mammolitti	3.9%
Rob Davis	0.5%
Someone else	7.5%
Will vote, but not leaning	23.6%
Unweighted Frequency	785
Weighted Frequency	785

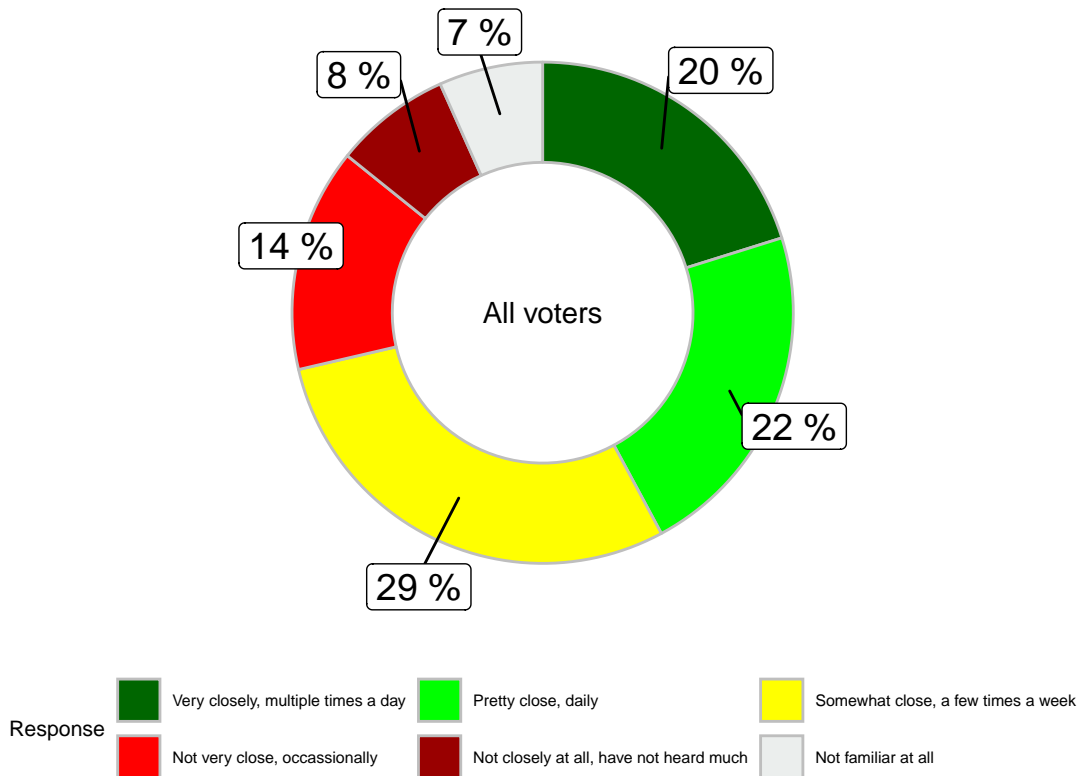
Who do you trust most to stand up for Toronto to the Provincial and Federal Governments? (All voters)



Crosstabs

	Total
Ana Bailao	14.7%
Brad Bradford	6.9%
Josh Matlow	15.6%
Mark Saunders	9.1%
Mitzie Hunter	7.9%
Olivia Chow	15.4%
Georgio Mammolitti	3.8%
Rob Davis	0.1%
Someone else	7%
Will vote, but not leaning	19.4%
Unweighted Frequency	785
Weighted Frequency	785

How closely would you say you are following the candidates, their platform ideas and the race to become the next Mayor of Toronto? (All voters)



Crosstabs

	Total
Very closely, multiple times a day	20.2%
Pretty close, daily	22%
Somewhat close, a few times a week	29.2%
Not very close, occasionally	14.4%
Not closely at all, have not heard much	7.5%
Not familiar at all	6.7%
Unweighted Frequency	785
Weighted Frequency	785
