MAINSTREET RESEARCH

Mainstreet Research Survey - Toronto

MAINSTREET RESEARCH

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

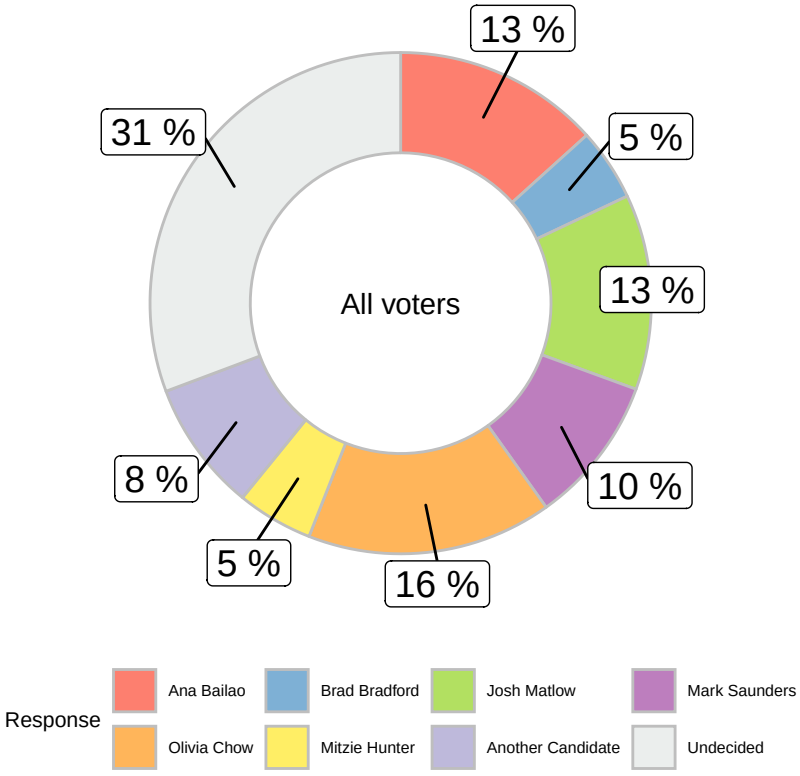
The analysis in this report is based on results of a survey conducted from Monday, April 17th to Wednesday, April 19th, 2023, among a sample of 1082 adults, 18 years of age or older, living in Toronto. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed 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% at the 95% confidence level. Margins of error are higher in each subsample. Totals may not add up 100% due to rounding.

This poll was commissioned by and is the exclusive property of Mainstreet Research and QP Briefing. Any reproduction, in whole or in part of this report or the data contained herein is expressly prohibited without written authorization by Mainstreet Research and QP Briefing.

MAINSTREET RESEARCH

If the mayoral election were held today, which candidate would you vote for? (All voters)



MAINSTREET RESEARCH

broken out by age, gender, and region

		Gender			Age				Region			
	Total	Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Ana Bailao	13.3%	14.3%	12.5%	10.7%	16.3%	13.1%	11.9%	11.6%	17.4%	11.8%	15.1%	11.3%
Brad Bradford	4.7%	6.1%	3.3%	4.3%	6%	3.5%	5.6%	3.2%	4.1%	5.1%	7.3%	3.7%
Josh Matlow	12.6%	12.9%	12.6%	7.5%	14%	13.1%	9.7%	13.9%	9.8%	7.1%	5.8%	20.8%
Mark Saunders	9.6%	8.8%	10.2%	10.9%	5.4%	9.4%	12.1%	11.8%	10.6%	10.4%	10.6%	7.9%
Olivia Chow	15.8%	14.8%	16.8%	16.4%	9.3%	16.8%	16.5%	22%	11.5%	12%	19.1%	20.1%
Mitzie Hunter	4.9%	4.5%	5.4%	2.1%	2.9%	6%	6.4%	4%	12.1%	3.2%	2.2%	2.7%
Another Candidate	8.4%	9.5%	6.8%	18.3%	15.1%	5.7%	6.7%	5.6%	7.3%	7.4%	9.8%	9.4%
Undecided	30.7%	29.1%	32.3%	29.8%	31.1%	32.2%	31.1%	27.9%	27%	43.1%	30.1%	24.1%
Unweighted Frequency	1082	545	448	89	183	307	342	250	216	270	140	456
Weighted Frequency	1082	521	533	28	285	286	287	224	243	295	143	400

broken out by education and income

		Education			Income			
	Total	Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Ana Bailao	13.3%	22.8%	5.6%	10.1%	13.6%	10.3%	12.8%	15%
Brad Bradford	4.7%	6.3%	4.4%	3.6%	7.8%	4%	2.3%	3.7%
Josh Matlow	12.6%	7.6%	9.6%	17.7%	11.8%	8.2%	11.6%	16.3%
Mark Saunders	9.6%	11%	11.4%	7.6%	8.1%	13.8%	7.8%	9.4%
Olivia Chow	15.8%	11.3%	15%	19.5%	16.3%	12.8%	19.3%	15.2%
Mitzie Hunter	4.9%	3.4%	4.3%	6.3%	3.3%	6.2%	4.4%	5.8%
Another Candidate	8.4%	8.3%	8.7%	8.3%	10.5%	5.7%	6.2%	9.3%
Undecided	30.7%	29.3%	41%	26.8%	28.5%	39.1%	35.5%	25.3%
Unweighted Frequency	1082	144	240	698	231	190	197	464
Weighted Frequency	1082	357	235	490	308	205	199	369

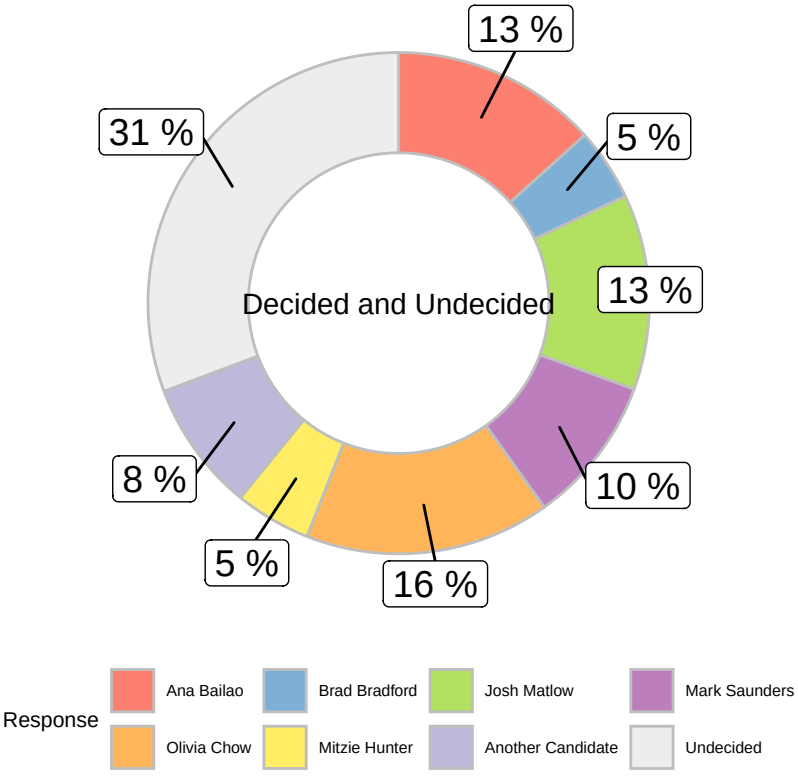
MAINSTREET RESEARCH

broken out by ethnicity

		Ethnicity					
	Total	White	African-Canadian	East/Southeast Asian	South Asian	European	Something else
Ana Bailao	13.3%	15%	4.8%	8.1%	12.6%	29.8%	8.7%
Brad Bradford	4.7%	3.7%	7.7%	0.7%	4.3%	4.9%	8%
Josh Matlow	12.6%	17.2%	4.1%	8.1%	13.4%	4.3%	9.7%
Mark Saunders	9.6%	10.1%	8%	18%	9.4%	5.6%	6.1%
Olivia Chow	15.8%	17.7%	17.3%	12.6%	14.5%	8.8%	14.4%
Mitzie Hunter	4.9%	3.5%	14.5%	3.6%	0.6%	3.5%	6.4%
Another Candidate	8.4%	9.2%	10.2%	7.1%	1.6%	13%	6.8%
Undecided	30.7%	23.6%	33.4%	41.7%	43.7%	30%	40%
Unweighted Frequency	1082	573	101	89	80	83	156
Weighted Frequency	1082	543	121	90	90	83	155

MAINSTREET RESEARCH

If the mayoral election were held today, which candidate would you vote for? (Decided and Undecided)



MAINSTREET RESEARCH

broken out by age, gender, and region

		Gender			Age				Region			
	Total	Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Ana Bailao	13.3%	14.3%	12.5%	10.7%	16.3%	13.1%	11.9%	11.6%	17.4%	11.8%	15.1%	11.3%
Brad Bradford	4.7%	6.1%	3.3%	4.3%	6%	3.5%	5.6%	3.2%	4.1%	5.1%	7.3%	3.7%
Josh Matlow	12.6%	12.9%	12.6%	7.5%	14%	13.1%	9.7%	13.9%	9.8%	7.1%	5.8%	20.8%
Mark Saunders	9.6%	8.8%	10.2%	10.9%	5.4%	9.4%	12.1%	11.8%	10.6%	10.4%	10.6%	7.9%
Olivia Chow	15.8%	14.8%	16.8%	16.4%	9.3%	16.8%	16.5%	22%	11.5%	12%	19.1%	20.1%
Mitzie Hunter	4.9%	4.5%	5.4%	2.1%	2.9%	6%	6.4%	4%	12.1%	3.2%	2.2%	2.7%
Another Candidate	8.4%	9.5%	6.8%	18.3%	15.1%	5.7%	6.7%	5.6%	7.3%	7.4%	9.8%	9.4%
Undecided	30.7%	29.1%	32.3%	29.8%	31.1%	32.2%	31.1%	27.9%	27%	43.1%	30.1%	24.1%
Unweighted Frequency	1082	545	448	89	183	307	342	250	216	270	140	456
Weighted Frequency	1082	521	533	28	285	286	287	224	243	295	143	400

broken out by education and income

		Education			Income			
	Total	Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Ana Bailao	13.3%	22.8%	5.6%	10.1%	13.6%	10.3%	12.8%	15%
Brad Bradford	4.7%	6.3%	4.4%	3.6%	7.8%	4%	2.3%	3.7%
Josh Matlow	12.6%	7.6%	9.6%	17.7%	11.8%	8.2%	11.6%	16.3%
Mark Saunders	9.6%	11%	11.4%	7.6%	8.1%	13.8%	7.8%	9.4%
Olivia Chow	15.8%	11.3%	15%	19.5%	16.3%	12.8%	19.3%	15.2%
Mitzie Hunter	4.9%	3.4%	4.3%	6.3%	3.3%	6.2%	4.4%	5.8%
Another Candidate	8.4%	8.3%	8.7%	8.3%	10.5%	5.7%	6.2%	9.3%
Undecided	30.7%	29.3%	41%	26.8%	28.5%	39.1%	35.5%	25.3%
Unweighted Frequency	1082	144	240	698	231	190	197	464
Weighted Frequency	1082	357	235	490	308	205	199	369

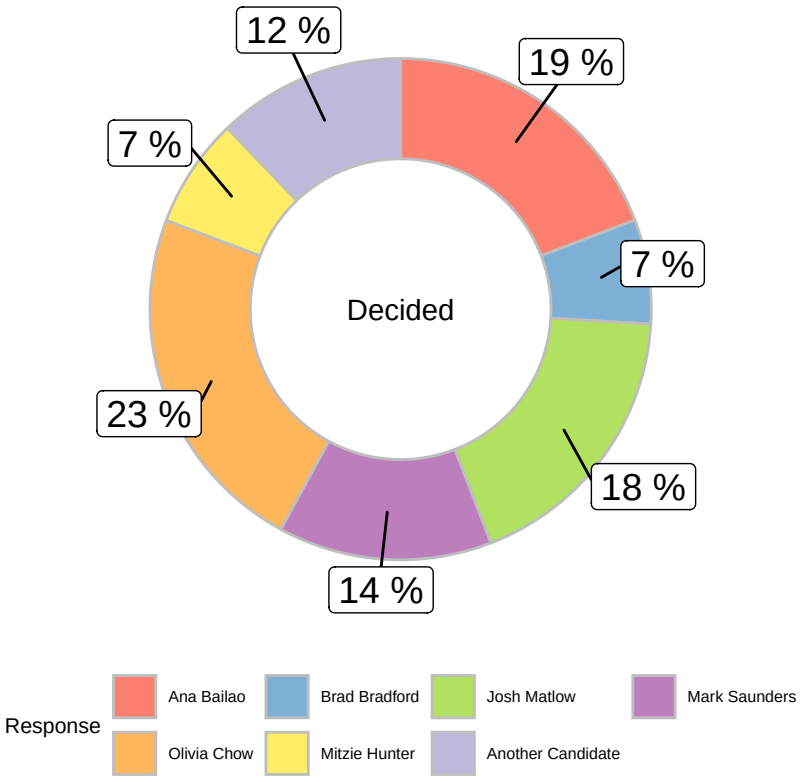
MAINSTREET RESEARCH

broken out by ethnicity

		Ethnicity					
	Total	White	African-Canadian	East/Southeast Asian	South Asian	European	Something else
Ana Bailao	13.3%	15%	4.8%	8.1%	12.6%	29.8%	8.7%
Brad Bradford	4.7%	3.7%	7.7%	0.7%	4.3%	4.9%	8%
Josh Matlow	12.6%	17.2%	4.1%	8.1%	13.4%	4.3%	9.7%
Mark Saunders	9.6%	10.1%	8%	18%	9.4%	5.6%	6.1%
Olivia Chow	15.8%	17.7%	17.3%	12.6%	14.5%	8.8%	14.4%
Mitzie Hunter	4.9%	3.5%	14.5%	3.6%	0.6%	3.5%	6.4%
Another Candidate	8.4%	9.2%	10.2%	7.1%	1.6%	13%	6.8%
Undecided	30.7%	23.6%	33.4%	41.7%	43.7%	30%	40%
Unweighted Frequency	1082	573	101	89	80	83	156
Weighted Frequency	1082	543	121	90	90	83	155

MAINSTREET RESEARCH

If the mayoral election were held today, which candidate would you vote for? (Decided voters)



MAINSTREET RESEARCH

broken out by age, gender, and region

		Gender			Age				Region			
	Total	Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Ana Bailao	19.2%	20.2%	18.4%	15.2%	23.6%	19.4%	17.2%	16.1%	23.9%	20.7%	21.6%	14.9%
Brad Bradford	6.7%	8.6%	4.9%	6.1%	8.7%	5.2%	8.1%	4.5%	5.7%	8.9%	10.4%	4.9%
Josh Matlow	18.2%	18.2%	18.6%	10.6%	20.3%	19.4%	14.1%	19.3%	13.4%	12.4%	8.3%	27.4%
Mark Saunders	13.8%	12.4%	15.1%	15.5%	7.8%	13.9%	17.6%	16.4%	14.6%	18.3%	15.1%	10.4%
Olivia Chow	22.8%	20.8%	24.9%	23.4%	13.5%	24.8%	24%	30.5%	15.8%	21.1%	27.4%	26.4%
Mitzie Hunter	7.1%	6.4%	8%	3%	4.3%	8.9%	9.3%	5.6%	16.6%	5.7%	3.1%	3.6%
Another Candidate	12.1%	13.4%	10.1%	26.1%	21.9%	8.5%	9.7%	7.7%	10%	12.9%	14.1%	12.3%
Unweighted Frequency	763	385	316	62	128	214	237	184	157	160	94	352
Weighted Frequency	763	369	361	20	197	193	198	161	178	168	100	304

broken out by education and income

		Education			Income			
	Total	Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Ana Bailao	19.2%	32.3%	9.4%	13.8%	19.1%	16.9%	19.8%	20.1%
Brad Bradford	6.7%	8.9%	7.4%	5%	10.9%	6.5%	3.6%	4.9%
Josh Matlow	18.2%	10.8%	16.3%	24.1%	16.5%	13.5%	18%	21.8%
Mark Saunders	13.8%	15.5%	19.4%	10.4%	11.4%	22.7%	12.1%	12.5%
Olivia Chow	22.8%	15.9%	25.4%	26.7%	22.8%	20.9%	29.9%	20.4%
Mitzie Hunter	7.1%	4.8%	7.2%	8.6%	4.6%	10.1%	6.9%	7.8%
Another Candidate	12.1%	11.8%	14.8%	11.4%	14.8%	9.3%	9.7%	12.5%
Unweighted Frequency	763	103	143	517	158	126	134	345
Weighted Frequency	763	252	138	359	220	125	128	276

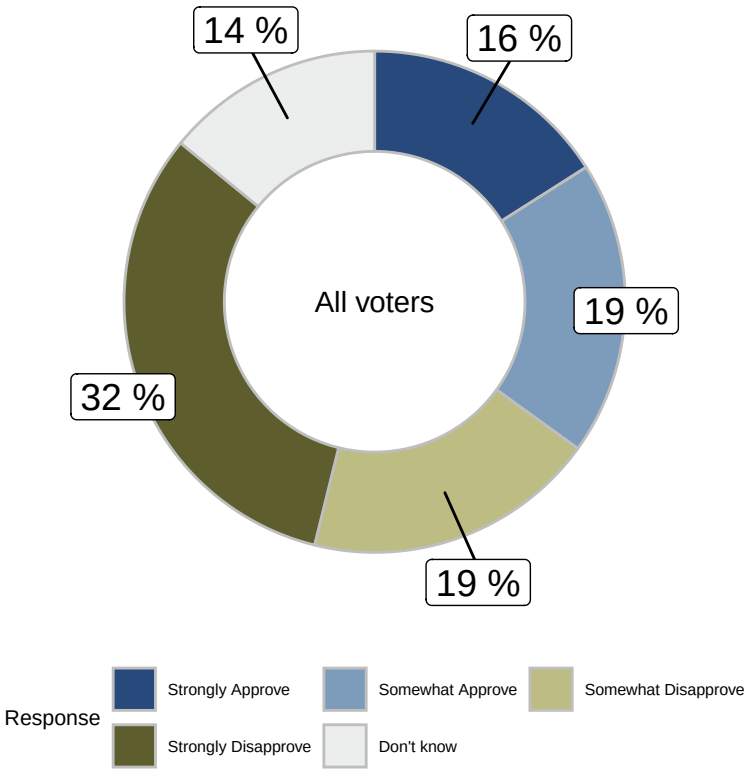
MAINSTREET RESEARCH

broken out by ethnicity

		Ethnicity					
	Total	White	African-Canadian	East/Southeast Asian	South Asian	European	Something else
Ana Bailao	19.2%	19.6%	7.1%	13.9%	22.3%	42.7%	14.5%
Brad Bradford	6.7%	4.9%	11.6%	1.3%	7.5%	7.1%	13.3%
Josh Matlow	18.2%	22.5%	6.2%	14%	23.9%	6.1%	16.2%
Mark Saunders	13.8%	13.3%	12%	30.9%	16.6%	8%	10.1%
Olivia Chow	22.8%	23.2%	26%	21.6%	25.8%	12.6%	24%
Mitzie Hunter	7.1%	4.6%	21.7%	6.2%	1%	5%	10.7%
Another Candidate	12.1%	12%	15.3%	12.2%	2.8%	18.5%	11.3%
Unweighted Frequency	763	449	61	48	45	56	104
Weighted Frequency	763	415	80	53	51	58	93

MAINSTREET RESEARCH

Thinking about the performance of the Ontario Premier Doug Ford, do you approve or disapprove of his involvement in the Toronto Mayoral election thus far? (All voters)



MAINSTREET RESEARCH

broken out by age, gender, and region

		Gender			Age				Region			
	Total	Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Strongly Approve	16%	20.9%	11.1%	17.2%	17.4%	17.7%	14.9%	13.3%	30.2%	17.5%	9.9%	8.4%
Somewhat Approve	19%	19.7%	18.5%	13.9%	19.6%	15.1%	15.5%	27.5%	16.9%	22.5%	32.8%	12.7%
Somewhat Disapprove	18.9%	18.4%	19.4%	18.5%	23.4%	15.1%	22.3%	13.7%	18.3%	19.6%	20.4%	18.2%
Strongly Disapprove	32.1%	30.6%	34%	22.8%	28.2%	35.6%	31%	33.8%	23.5%	20.4%	24.5%	48.6%
Don't know	14.1%	10.4%	17%	27.7%	11.4%	16.4%	16.3%	11.7%	11.1%	19.9%	12.5%	12.2%
Unweighted Frequency	1082	545	448	89	183	307	342	250	216	270	140	456
Weighted Frequency	1082	521	533	28	285	286	287	224	243	295	143	400

broken out by education and income

		Education			Income			
	Total	Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Strongly Approve	16%	21%	18%	11.4%	18.1%	19.4%	8.4%	16.4%
Somewhat Approve	19%	24.5%	20.5%	14.2%	20.4%	21.8%	23.4%	13.8%
Somewhat Disapprove	18.9%	19.6%	24.2%	15.8%	20.2%	22.4%	23.2%	13.6%
Strongly Disapprove	32.1%	20.5%	23%	44.8%	24.5%	27%	30.5%	42%
Don't know	14.1%	14.3%	14.2%	13.9%	16.9%	9.4%	14.5%	14.1%
Unweighted Frequency	1082	144	240	698	231	190	197	464
Weighted Frequency	1082	357	235	490	308	205	199	369

MAINSTREET RESEARCH

broken out by ethnicity

		Ethnicity					
	Total	White	African-Canadian	East/Southeast Asian	South Asian	European	Something else
Strongly Approve	16%	16.2%	18.8%	24.5%	10.2%	17%	10.9%
Somewhat Approve	19%	16.7%	24.8%	27.1%	23.8%	11.3%	19%
Somewhat Disapprove	18.9%	15.3%	14.1%	17.8%	21%	29.2%	29.1%
Strongly Disapprove	32.1%	41.4%	25.2%	16.1%	23.1%	16.7%	27.3%
Don't know	14.1%	10.4%	17.2%	14.4%	21.9%	25.7%	13.8%
Unweighted Frequency	1082	573	101	89	80	83	156
Weighted Frequency	1082	543	121	90	90	83	155

broken out by mayoral vote

		Vote Intention							
	Total	Ana Bailao	Brad Bradford	Josh Matlow	Mark Saunders	Olivia Chow	Mitzie Hunter	Another Candidate	Undecided
Strongly Approve	16%	37.1%	23.2%	2.7%	27.1%	9.5%	11.8%	22.6%	9.9%
Somewhat Approve	19%	12.6%	23%	10.8%	28.7%	13.5%	12.8%	14%	26.6%
Somewhat Disapprove	18.9%	18.4%	27.4%	14.7%	16.2%	16.7%	26.3%	14.7%	21.5%
Strongly Disapprove	32.1%	23.3%	10.3%	66%	13.3%	47.2%	38.3%	37%	20.9%
Don't know	14.1%	8.4%	16.1%	5.8%	14.8%	13%	10.8%	11.7%	21.1%
Unweighted Frequency	1082	117	47	155	103	192	58	91	319
Weighted Frequency	1082	144	50	136	103	171	53	91	332