

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.

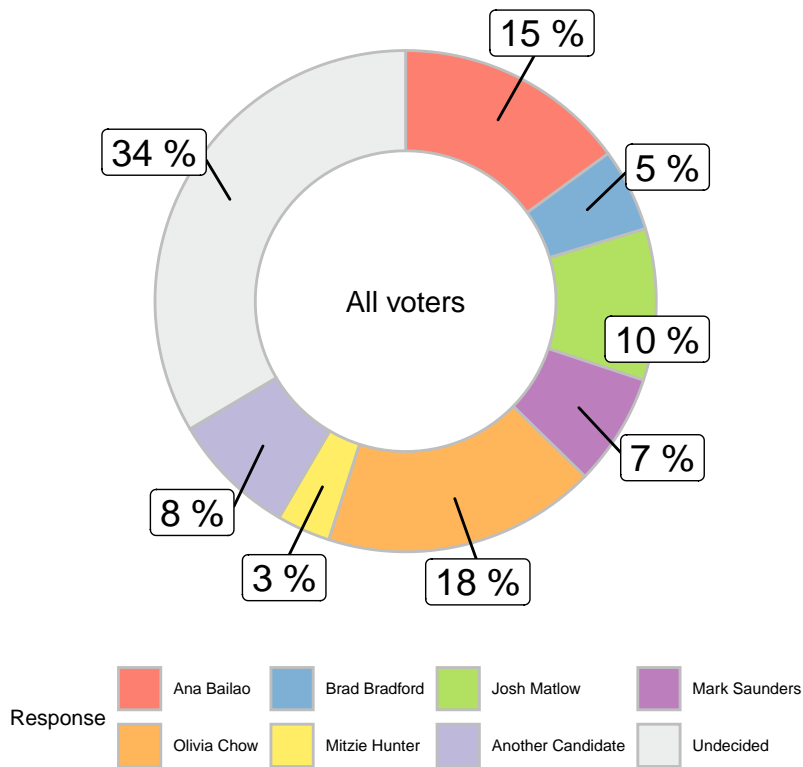
Methodology

The analysis in this report is based on results of a survey conducted from Tuesday, April 25th to Wednesday, April 26th, 2023, among a sample of 996 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 +/- 3.1% 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.

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





broken out by age, gender, and region

	Total	Gender			Age				Region			
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Ana Bailao	15%	15.8%	14.1%	17.4%	14%	9.9%	16.3%	21.1%	13.3%	14%	18.8%	15.4%
Brad Bradford	5.3%	5.9%	4.9%	2.7%	3.7%	6.2%	3.7%	8.4%	6.1%	8.2%	1.4%	4.2%
Josh Matlow	9.8%	10.7%	8.8%	13.1%	8.2%	11.9%	8.9%	10.2%	6.7%	7.1%	3.8%	15.7%
Mark Saunders	7.2%	8.3%	6.2%	6.7%	6.9%	6%	8.6%	7.4%	9.6%	8%	8%	4.8%
Olivia Chow	17.6%	15.3%	19.9%	16%	14.8%	15.9%	20.7%	19.8%	10.8%	18.1%	17%	21.7%
Mitzie Hunter	3.5%	4%	3.1%	0%	2.3%	5.5%	2.1%	4%	6.4%	1.7%	4.8%	2.5%
Another Candidate	8.1%	6.9%	9.1%	10.7%	9.5%	9.9%	7.4%	4.7%	10.7%	7.1%	11.3%	6%
Undecided	33.5%	33.1%	33.9%	33.5%	40.5%	34.7%	32.3%	24.4%	36.4%	35.8%	34.9%	29.6%
Unweighted Frequency	996	468	457	71	159	252	276	309	173	225	168	430
Weighted Frequency	996	469	504	22	271	263	255	207	225	270	132	369

broken out by education and income

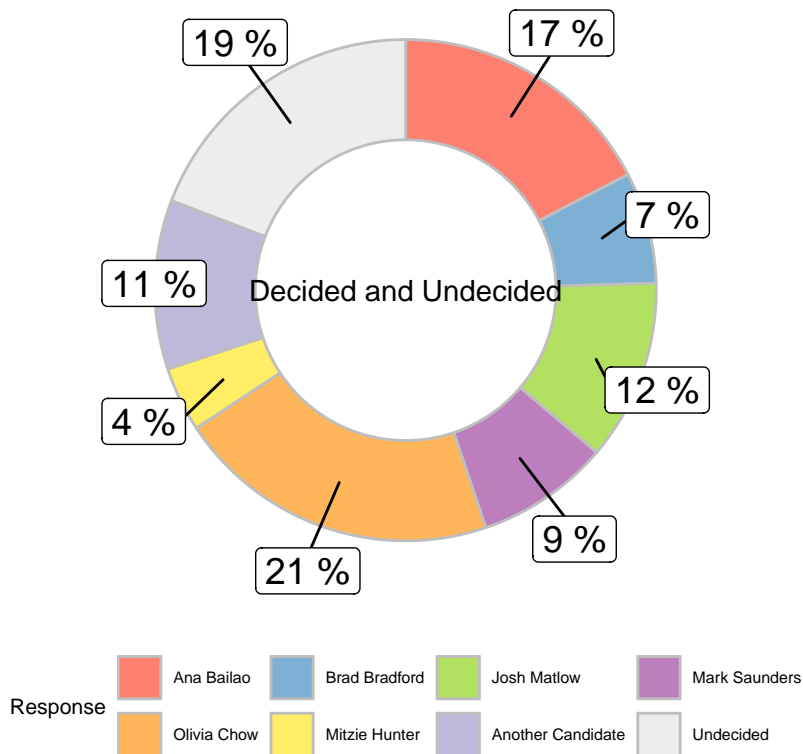
	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Ana Bailao	15%	16.4%	12.4%	15.2%	16.7%	13.9%	9.5%	16.7%
Brad Bradford	5.3%	6.7%	4.3%	4.8%	8.4%	4.3%	3.1%	4.1%
Josh Matlow	9.8%	7.1%	9.4%	12.1%	7.9%	7.9%	6.3%	14.5%
Mark Saunders	7.2%	7.4%	12.4%	4.5%	6.1%	9.9%	7.7%	6.6%
Olivia Chow	17.6%	12.7%	17.7%	21.6%	14.8%	15.8%	22.8%	18.8%
Mitzie Hunter	3.5%	4.2%	3.8%	2.7%	5.1%	3.9%	1.5%	2.5%
Another Candidate	8.1%	5.5%	8.5%	9.9%	5.8%	9.8%	9.2%	8.9%
Undecided	33.5%	40.1%	31.5%	29.3%	35.3%	34.5%	39.9%	27.9%
Unweighted Frequency	996	161	253	582	263	178	184	371
Weighted Frequency	996	346	215	436	327	176	169	324



broken out by ethnicity

	Total	Ethnicity					
		White	African-Canadian	East/Southeast Asian	South Asian	European	Something else
Ana Bailao	15%	19.6%	8.9%	12.6%	12%	19.4%	5.6%
Brad Bradford	5.3%	5.7%	10.6%	7.1%	2.9%	1.8%	2.6%
Josh Matlow	9.8%	14.8%	5.8%	5.6%	3.8%	7.5%	5.6%
Mark Saunders	7.2%	4.8%	18.3%	5.6%	7.6%	4.5%	7.8%
Olivia Chow	17.6%	22.1%	9.4%	13.3%	17.5%	14.6%	16.3%
Mitzie Hunter	3.5%	1.7%	6.1%	4.9%	1.3%	5.6%	5.4%
Another Candidate	8.1%	8.3%	8.8%	5.3%	0.9%	7.5%	13%
Undecided	33.5%	23.1%	32.1%	45.6%	54%	39.2%	43.8%
Unweighted Frequency	996	491	104	88	69	101	143
Weighted Frequency	996	448	127	93	82	108	139

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





broken out by age, gender, and region

	Total	Gender			Age				Region			
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Ana Bailao	17.4%	18.4%	16.2%	21.6%	18.7%	12.6%	17.5%	21.4%	14.4%	15.3%	22.5%	18.9%
Brad Bradford	7.2%	7.8%	6.8%	2.7%	4.9%	7.8%	6.8%	9.7%	10%	10.5%	2.8%	4.7%
Josh Matlow	11.7%	12.2%	11%	14.5%	11%	14.8%	9.8%	10.9%	9.2%	9%	5.1%	17.3%
Mark Saunders	8.6%	10.6%	6.8%	6.7%	10.8%	6.4%	9.5%	7.6%	12.3%	9.3%	8.6%	5.9%
Olivia Chow	20.9%	17.7%	24%	18.7%	18%	20%	24.2%	21.6%	12.3%	21.5%	22%	25.3%
Mitzie Hunter	4.2%	4.4%	4.1%	0%	3.8%	5.8%	2.9%	4.2%	7.4%	1.8%	7.6%	2.7%
Another Candidate	10.9%	10%	11.8%	10.7%	13.5%	12%	12.1%	5.2%	14.7%	8.2%	16.9%	8.5%
Undecided	19.2%	18.8%	19.2%	25.2%	19.4%	20.7%	17.3%	19.4%	19.8%	24.4%	14.5%	16.7%
Unweighted Frequency	996	468	457	71	159	252	276	309	173	225	168	430
Weighted Frequency	996	469	504	22	271	263	255	207	225	270	132	369

broken out by education and income

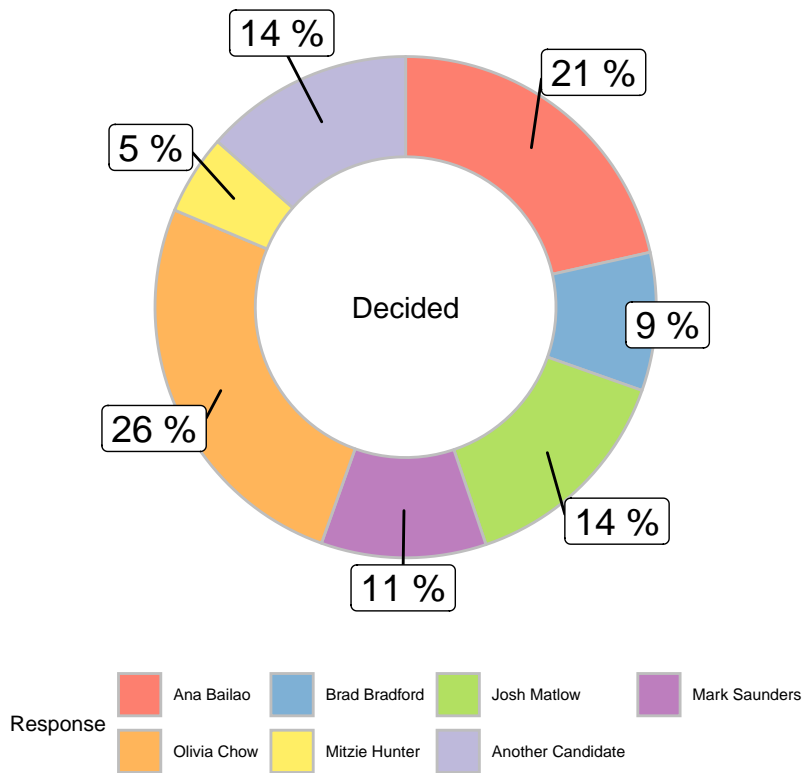
	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Ana Bailao	17.4%	19.1%	15.4%	17%	18.7%	15.4%	12.7%	19.3%
Brad Bradford	7.2%	9.5%	5.7%	6.2%	9.8%	6.1%	6.5%	5.6%
Josh Matlow	11.7%	7.8%	11.7%	14.5%	9.2%	9.7%	8.4%	16.7%
Mark Saunders	8.6%	9%	15.7%	5%	7.5%	13.4%	9.2%	6.9%
Olivia Chow	20.9%	14.9%	21.3%	25.2%	17.7%	17.9%	28.3%	22.1%
Mitzie Hunter	4.2%	5.6%	4%	3.2%	6.3%	4.5%	1.7%	3.1%
Another Candidate	10.9%	11.1%	9.7%	11.3%	9.9%	12.7%	10.5%	11.2%
Undecided	19.2%	22.9%	16.6%	17.7%	20.9%	20.4%	22.8%	15%
Unweighted Frequency	996	161	253	582	263	178	184	371
Weighted Frequency	996	346	215	436	327	176	169	324



broken out by ethnicity

	Ethnicity						
	Total	White	African-Canadian	East/Southeast Asian	South Asian	European	Something else
Ana Bailao	17.4%	21.1%	11.4%	14.4%	16.2%	24.5%	6.9%
Brad Bradford	7.2%	7.6%	11.5%	8.7%	6.5%	2%	5.2%
Josh Matlow	11.7%	16.2%	6.8%	7.4%	9.3%	9.4%	6%
Mark Saunders	8.6%	5%	20.5%	10.1%	9.2%	8.4%	9.3%
Olivia Chow	20.9%	24.9%	11.5%	20.1%	21%	17%	19.1%
Mitzie Hunter	4.2%	1.8%	9.2%	5.6%	1.4%	7.1%	6.2%
Another Candidate	10.9%	10.3%	9.6%	9.2%	1%	8.9%	22.4%
Undecided	19.2%	13%	19.4%	24.5%	35.3%	22.9%	24.9%
Unweighted Frequency	996	491	104	88	69	101	143
Weighted Frequency	996	448	127	93	82	108	139

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



broken out by age, gender, and region

	Total	Gender			Age				Region			
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Ana Bailao	21.5%	22.7%	20.1%	28.9%	23.2%	15.9%	21.1%	26.5%	17.9%	20.2%	26.3%	22.7%
Brad Bradford	8.9%	9.6%	8.5%	3.6%	6%	9.9%	8.2%	12.1%	12.5%	13.9%	3.3%	5.6%
Josh Matlow	14.4%	15%	13.6%	19.3%	13.6%	18.6%	11.8%	13.5%	11.5%	11.9%	6%	20.7%
Mark Saunders	10.6%	13.1%	8.5%	8.9%	13.4%	8%	11.5%	9.4%	15.3%	12.3%	10.1%	7.1%
Olivia Chow	25.9%	21.8%	29.7%	25%	22.4%	25.2%	29.3%	26.8%	15.3%	28.4%	25.7%	30.4%
Mitzie Hunter	5.2%	5.4%	5.1%	0%	4.7%	7.3%	3.5%	5.2%	9.2%	2.3%	8.9%	3.3%
Another Candidate	13.5%	12.4%	14.6%	14.3%	16.8%	15.1%	14.7%	6.4%	18.3%	10.9%	19.8%	10.2%
Unweighted Frequency	794	375	365	54	120	201	219	254	132	166	138	358
Weighted Frequency	794	362	385	17	196	198	202	167	172	190	105	297

broken out by education and income

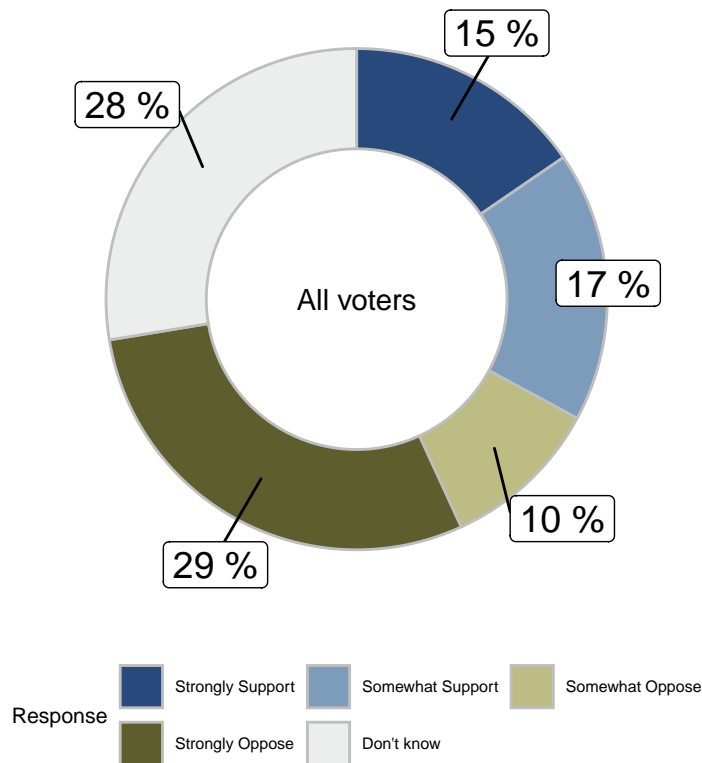
	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Ana Bailao	21.5%	24.8%	18.4%	20.6%	23.7%	19.3%	16.5%	22.7%
Brad Bradford	8.9%	12.3%	6.9%	7.5%	12.4%	7.6%	8.4%	6.5%
Josh Matlow	14.4%	10.1%	14%	17.6%	11.6%	12.2%	10.8%	19.7%
Mark Saunders	10.6%	11.7%	18.8%	6.1%	9.5%	16.8%	11.9%	8.1%
Olivia Chow	25.9%	19.3%	25.5%	30.6%	22.3%	22.4%	36.6%	26%
Mitzie Hunter	5.2%	7.3%	4.8%	3.9%	7.9%	5.7%	2.2%	3.7%
Another Candidate	13.5%	14.5%	11.6%	13.8%	12.5%	16%	13.6%	13.2%
Unweighted Frequency	794	117	203	474	201	141	142	310
Weighted Frequency	794	243	167	354	249	130	119	266



broken out by ethnicity

	Ethnicity						
	Total	White	African-Canadian	East/Southeast Asian	South Asian	European	Something else
Ana Bailao	21.5%	24.3%	14.1%	19.1%	25.1%	31.7%	9.2%
Brad Bradford	8.9%	8.8%	14.3%	11.5%	10%	2.6%	6.9%
Josh Matlow	14.4%	18.7%	8.5%	9.8%	14.4%	12.1%	7.9%
Mark Saunders	10.6%	5.7%	25.5%	13.3%	14.2%	10.8%	12.4%
Olivia Chow	25.9%	28.6%	14.3%	26.6%	32.5%	22%	25.5%
Mitzie Hunter	5.2%	2.1%	11.4%	7.5%	2.2%	9.2%	8.3%
Another Candidate	13.5%	11.9%	11.9%	12.2%	1.6%	11.5%	29.8%
Unweighted Frequency	794	425	82	64	47	72	104
Weighted Frequency	794	387	94	61	48	76	97

Do you support or oppose the moving of the Ontario Science Centre to Ontario Place? (All voters)



broken out by age, gender, and region

	Total	Gender			Age				Region			
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Strongly Support	15.4%	19.4%	11.6%	20%	19%	14.4%	13.7%	14.2%	17%	13.7%	16.2%	15.5%
Somewhat Support	17.4%	17%	18.1%	10.9%	12.6%	19.1%	19.8%	18.8%	16.5%	14.9%	27.4%	16.3%
Somewhat Oppose	10.3%	10.3%	10.4%	6.7%	8.5%	10.1%	9.5%	13.8%	8.3%	10.3%	6.1%	12.9%
Strongly Oppose	29.2%	26.6%	31.2%	41%	27.6%	30.6%	30.6%	27.9%	30.3%	27.5%	17.9%	34%
Don't know	27.6%	26.7%	28.8%	21.4%	32.3%	25.7%	26.5%	25.3%	27.9%	33.6%	32.4%	21.3%
Unweighted Frequency	996	468	457	71	159	252	276	309	173	225	168	430
Weighted Frequency	996	469	504	22	271	263	255	207	225	270	132	369

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Strongly Support	15.4%	16.8%	15.2%	14.4%	20.7%	14.4%	9.6%	13.6%
Somewhat Support	17.4%	20.2%	15.8%	16%	17.8%	15.4%	17.7%	18.1%
Somewhat Oppose	10.3%	6.3%	13.7%	11.7%	9.1%	9.9%	9.1%	12.2%
Strongly Oppose	29.2%	19.6%	23.7%	39.6%	22.1%	29.1%	29%	36.6%
Don't know	27.6%	37%	31.6%	18.2%	30.2%	31.2%	34.6%	19.4%
Unweighted Frequency	996	161	253	582	263	178	184	371
Weighted Frequency	996	346	215	436	327	176	169	324



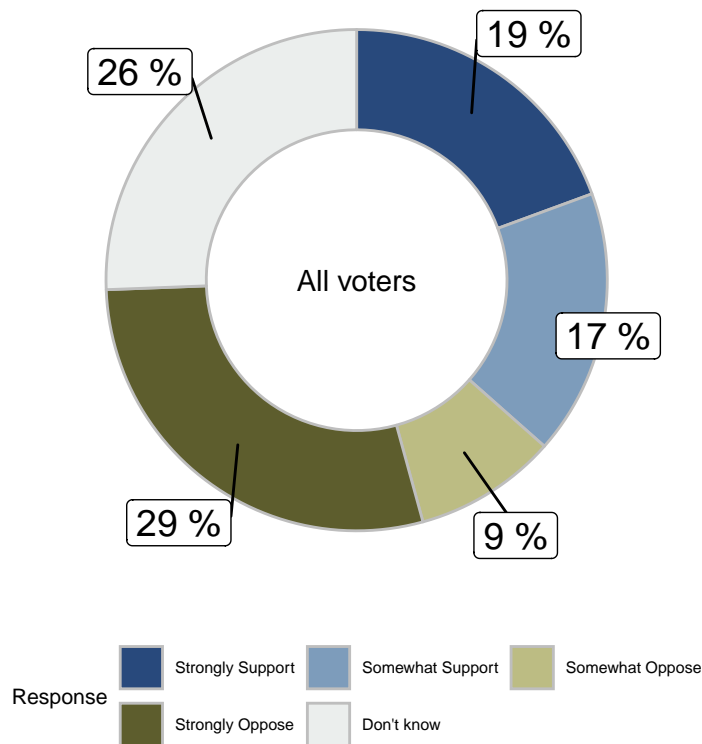
broken out by ethnicity

	Ethnicity						
	Total	White	African-Canadian	East/Southeast Asian	South Asian	European	Something else
Strongly Support	15.4%	18.3%	16.2%	16.3%	9.2%	11.7%	11.5%
Somewhat Support	17.4%	18.9%	21.9%	9.6%	19.5%	15%	14.5%
Somewhat Oppose	10.3%	9.3%	12.2%	8.5%	11%	12.3%	10.8%
Strongly Oppose	29.2%	35%	19.1%	18.3%	24.6%	21%	36.4%
Don't know	27.6%	18.5%	30.6%	47.2%	35.7%	39.9%	26.7%
Unweighted Frequency	996	491	104	88	69	101	143
Weighted Frequency	996	448	127	93	82	108	139

broken out by mayoral vote

	Vote Intention								
	Total	Ana Bailao	Brad Bradford	Josh Matlow	Mark Saunders	Olivia Chow	Mitzie Hunter	Another Candidate	Undecided
Strongly Support	15.4%	36%	22.3%	8.3%	30.2%	9.3%	13.9%	16.4%	7.2%
Somewhat Support	17.4%	20.8%	34.2%	5.6%	24.3%	15.4%	18.2%	12.9%	17.3%
Somewhat Oppose	10.3%	8.7%	17.4%	10.3%	13.5%	12.9%	17.7%	8.7%	7.3%
Strongly Oppose	29.2%	11.5%	9.5%	64.7%	18.6%	45.5%	35.2%	37.2%	21.2%
Don't know	27.6%	23%	16.6%	11.1%	13.5%	16.9%	15%	24.7%	46.9%
Unweighted Frequency	996	156	48	116	72	198	32	79	295
Weighted Frequency	996	149	53	97	72	176	34	80	334

Do you support or oppose the proposed Therme Spa and Waterpark development at Ontario Place? (All voters)





broken out by age, gender, and region

	Total	Gender			Age				Region			
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Strongly Support	19.4%	22.4%	16.7%	17.4%	22.9%	19.6%	16.4%	18.3%	27.5%	20.7%	24.3%	11.8%
Somewhat Support	17.1%	18.2%	16.1%	18.7%	15.6%	18.5%	18.6%	15.6%	17.1%	16.6%	19.8%	16.6%
Somewhat Oppose	9.2%	9.7%	9%	4.2%	4.2%	10.5%	10.7%	12.3%	6.2%	8.5%	6.6%	12.5%
Strongly Oppose	28.7%	24.8%	32.1%	30.5%	27.2%	28%	29.5%	30.4%	21.7%	22.3%	20.7%	40.4%
Don't know	25.6%	24.9%	26.1%	29.2%	30.1%	23.4%	24.8%	23.4%	27.5%	31.9%	28.6%	18.8%
Unweighted Frequency	996	468	457	71	159	252	276	309	173	225	168	430
Weighted Frequency	996	469	504	22	271	263	255	207	225	270	132	369

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	\$50k or less	\$50-75k	\$75-100k	\$100k+
Strongly Support	19.4%	23.1%	20.2%	16.1%	27.3%	17.1%	13.8%	15.6%
Somewhat Support	17.1%	14%	20.4%	18%	20.1%	13.9%	18.7%	15%
Somewhat Oppose	9.2%	7.8%	8.2%	10.8%	8.1%	6.6%	10.5%	11%
Strongly Oppose	28.7%	19.2%	19.4%	40.7%	19%	28.3%	27.2%	39.4%
Don't know	25.6%	35.8%	31.8%	14.4%	25.4%	34.1%	29.8%	19%
Unweighted Frequency	996	161	253	582	263	178	184	371
Weighted Frequency	996	346	215	436	327	176	169	324



broken out by ethnicity

	Ethnicity						
	Total	White	African-Canadian	East/Southeast Asian	South Asian	European	Something else
Strongly Support	19.4%	19.1%	32.7%	15.6%	19.9%	13.1%	15.3%
Somewhat Support	17.1%	16.5%	11.6%	19.1%	24.2%	14.6%	20.6%
Somewhat Oppose	9.2%	10.6%	12.4%	3.1%	2.2%	11.4%	8.5%
Strongly Oppose	28.7%	38.6%	11.8%	16%	22.1%	22.9%	28.9%
Don't know	25.6%	15.3%	31.4%	46.2%	31.6%	37.9%	26.7%
Unweighted Frequency	996	491	104	88	69	101	143
Weighted Frequency	996	448	127	93	82	108	139

broken out by mayoral vote

	Vote Intention								
	Total	Ana Bailao	Brad Bradford	Josh Matlow	Mark Saunders	Olivia Chow	Mitzie Hunter	Another Candidate	Undecided
Strongly Support	19.4%	26.5%	39.4%	5.2%	36.5%	13.1%	24.3%	15%	17.4%
Somewhat Support	17.1%	21.1%	21.6%	13.3%	16.7%	17%	10.8%	22.4%	15.3%
Somewhat Oppose	9.2%	9.5%	3.4%	13.5%	12%	11.5%	10.5%	8%	7.1%
Strongly Oppose	28.7%	27.4%	25.4%	54.7%	12.7%	44.1%	29%	29%	17.3%
Don't know	25.6%	15.4%	10.2%	13.4%	22.1%	14.3%	25.4%	25.6%	42.9%
Unweighted Frequency	996	156	48	116	72	198	32	79	295
Weighted Frequency	996	149	53	97	72	176	34	80	334