

# TORONTO CITY POLL

Toronto Star

September 2025

› TORONTO STAR ‹

# EXECUTIVE SUMMARY



# 5 KEY FINDINGS



1

## **Affordability Concerns Are Driving Residents to Consider Leaving**

Cost of living has emerged as the dominant concern for Torontonians, with a strong majority saying it continues to worsen. This economic strain is leading many residents, particularly younger adults, to consider leaving the city, with expense being the overwhelming reason for their planned departure.

2

## **Home Ownership Has Become an Impossible Dream for Most**

Most non-homeowners believe they will never be able to purchase property in Toronto. There is widespread agreement that the housing situation is out of control and that ownership has become exclusive to the wealthy.

3

## **Bike Lanes Remain a Low Priority with No Clear Direction**

Despite ongoing public debate, bike lanes rank low among residents' concerns with few citing them as an important issue. Torontonians are evenly split on whether to expand, maintain, or reduce the bike lane network, reflecting no clear consensus on the city's cycling infrastructure direction.

4

## **The TTC Stands Out as a Safety Concern**

While most Torontonians feel safe in their neighborhoods and the city generally, the TTC emerges as a notable exception with significant safety concerns. Many residents believe the city has become less safe over the past two years.

5

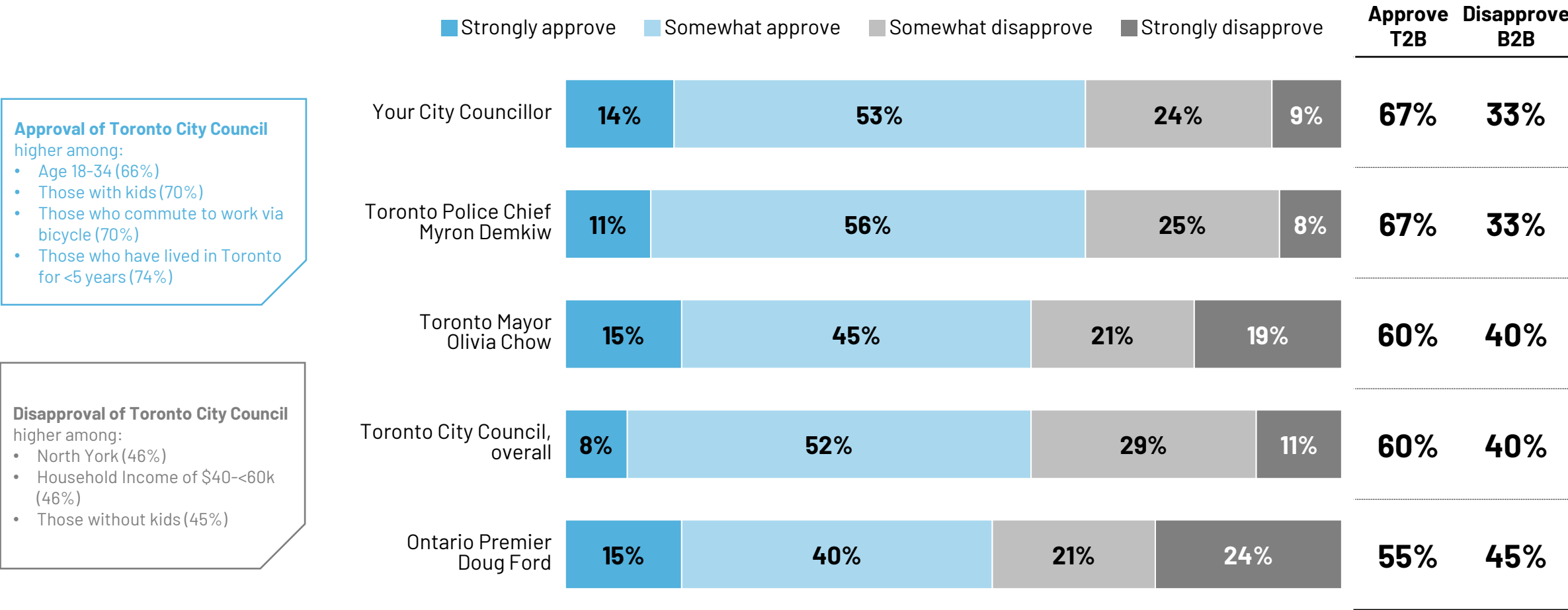
## **Mayor Chow Faces a Gap Between Approval and Electoral Support**

Mayor Olivia Chow maintains positive approval ratings but would capture only a third of votes if an election were held today. A majority of residents believe it's time for new leadership, with this sentiment particularly strong amongst those born outside Canada.

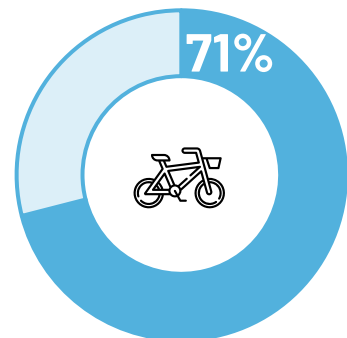
# DETAILED RESULTS



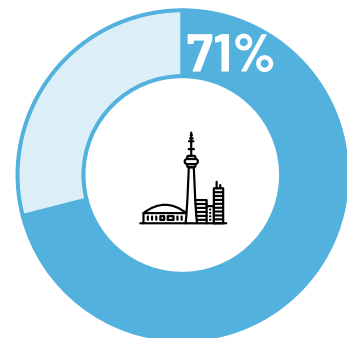
# Toronto city councilors and Police Chief, Myron Demkiw, are tied for the highest approval ratings at 67%, followed by Olivia Chow (60%) and City Council (60%). Ontario Premier Doug Ford ranks in last place with approval ratings of 55%.



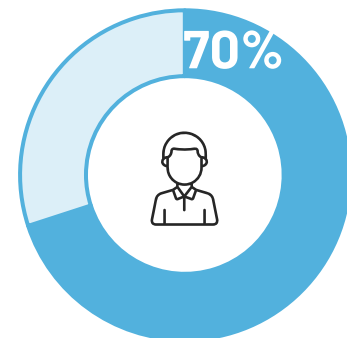
# Olivia Chow's approval rating is higher among...



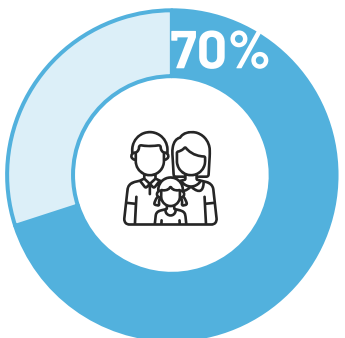
Commute to Work  
via Bicycle



Lived in Toronto for  
<5 years

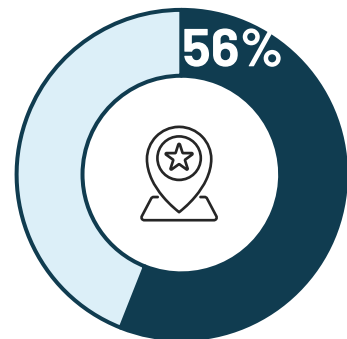


Age 18-34

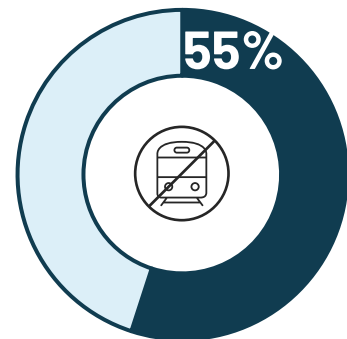


Those with Kids

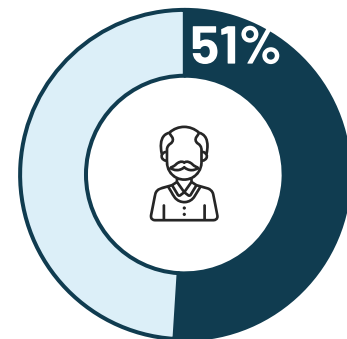
# Olivia Chow's approval rating is lower among...



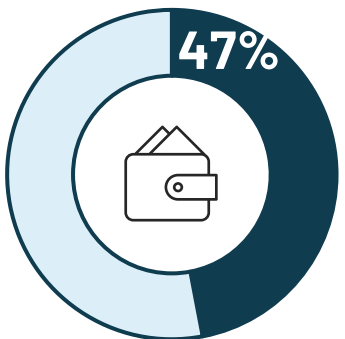
North York



Do not Commute to  
Work via Public Transit



Age 55+

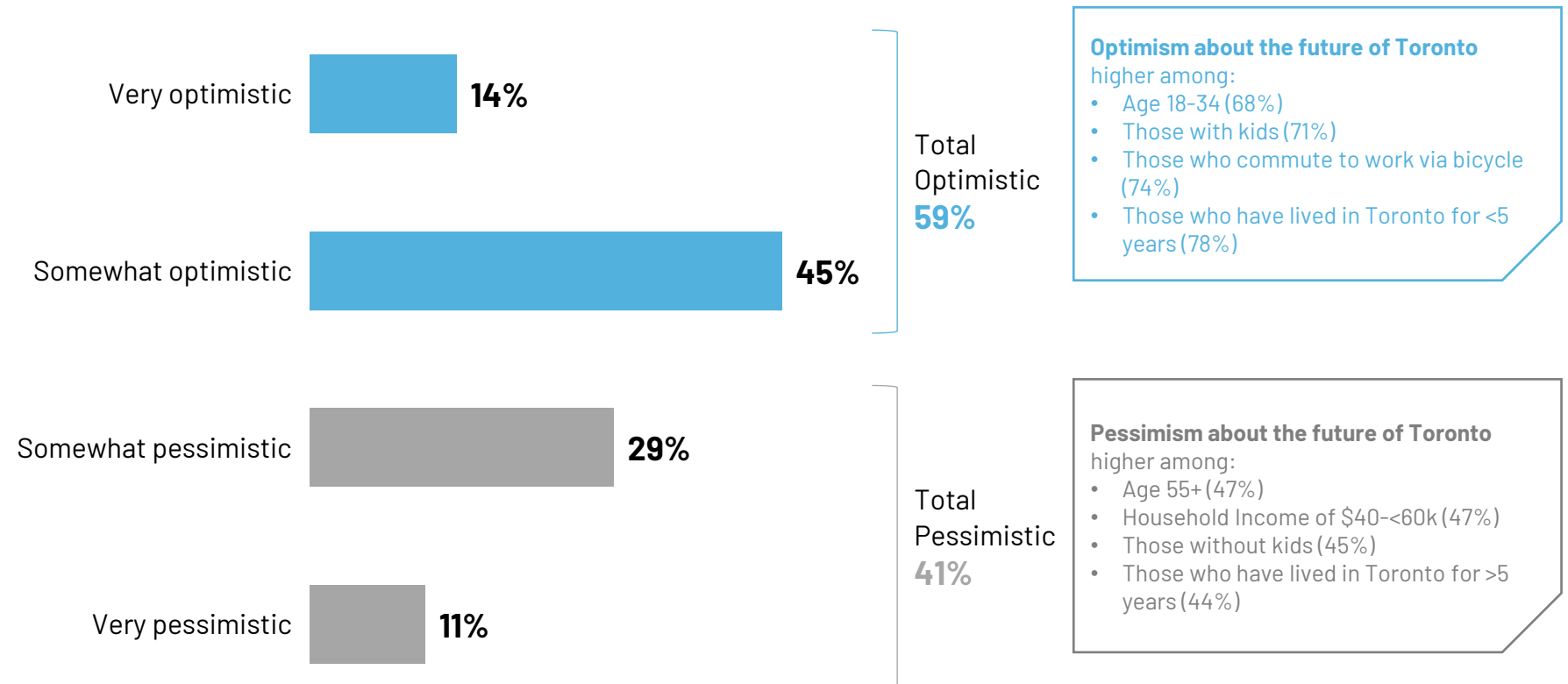


Household Income  
of \$40-<60k

Base: All respondents (n=1001)  
Q1. To what extent do you approve or disapprove of the performance of the following:

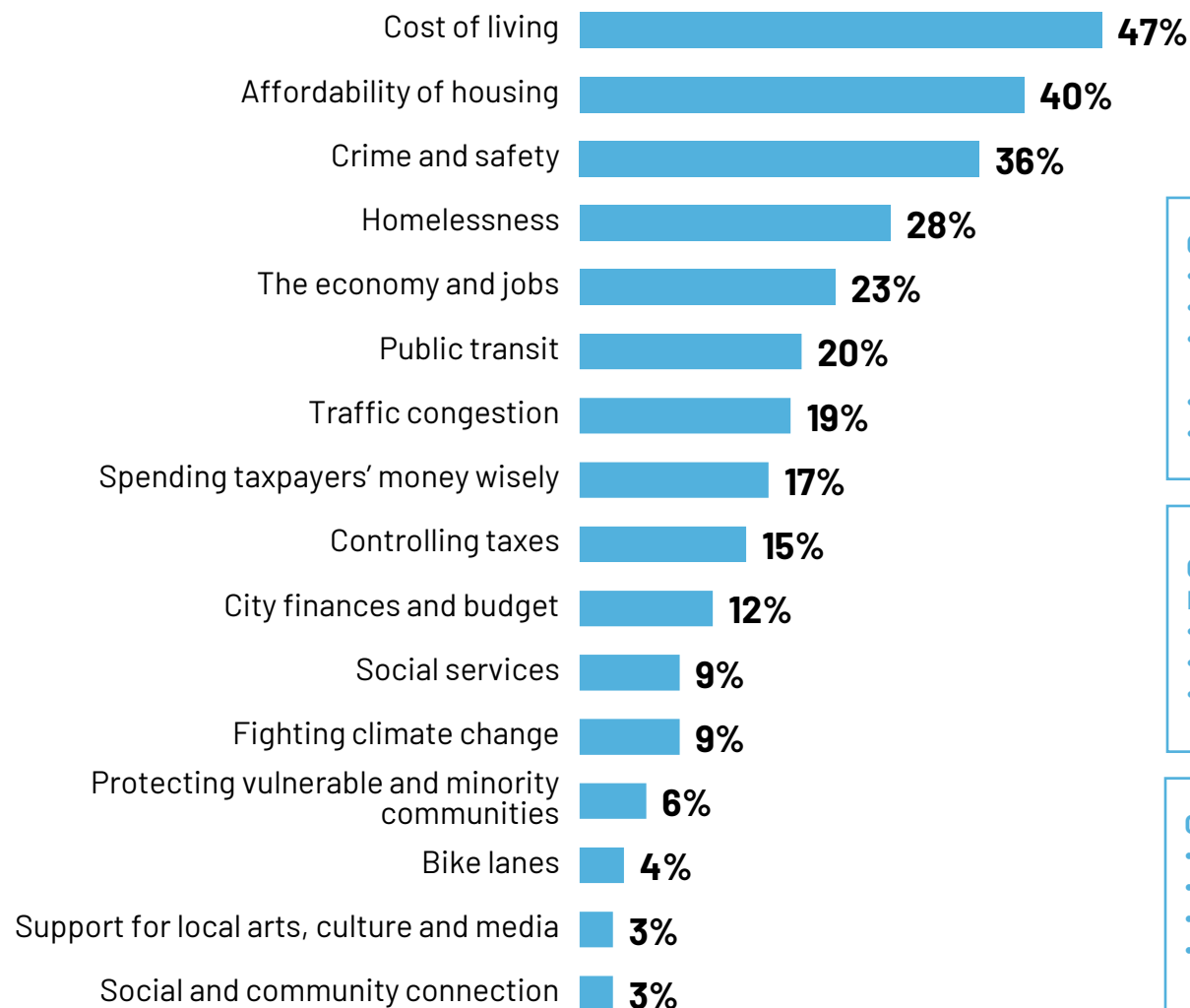


# Six in ten (59%) Torontonians are optimistic about the future of the city, though it's a cautious optimism.



Base: All respondents (n=1001)  
Q2. Overall, would you say you are optimistic or pessimistic about the future of the City of Toronto?

**Cost of living (47%) is the top concern for Torontonians. Affordability of housing (40%), along with crime and safety (36%), round out the top three most pressing concerns.**



**Concern about the cost of living** higher among:

- Age 18-34 (56%), 35-54 (51%)
- Scarborough (55%)
- Household income of <\$40k (58%), \$40-<60k (54%)
- Those with kids (55%)
- Those born outside of Canada (52%)

**Concern about the affordability of housing** higher among:

- Age 18-34 (44%)
- Toronto & East York (44%)
- Non-homeowners (50%)

**Concern about crime and safety** higher among:

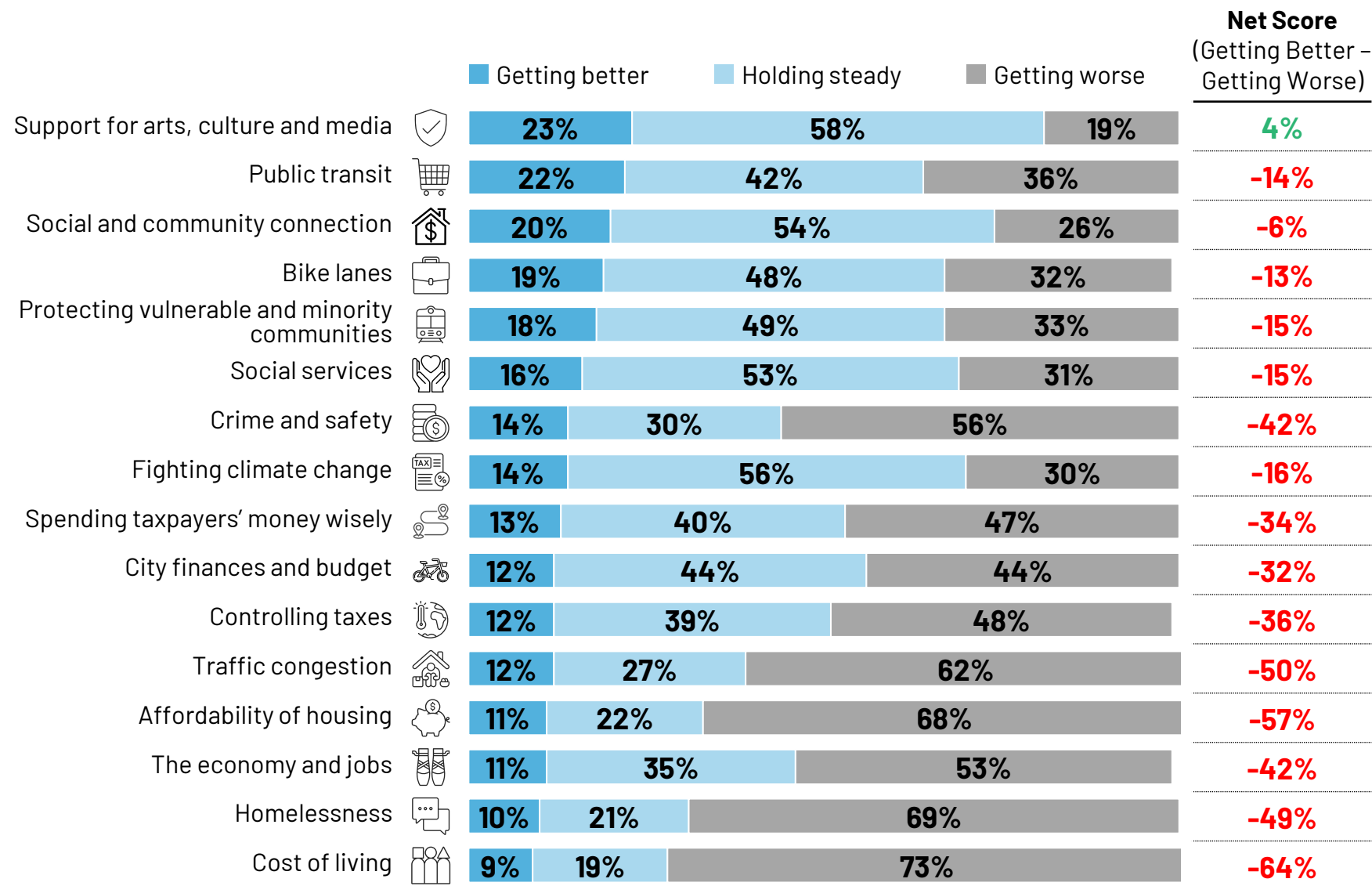
- Women (39%)
- Age 55+ (40%)
- Etobicoke & York (42%), Scarborough (42%)
- Those who commute to work via public transit (41%)

Base: All respondents (n=1001)

Q3. What are the most important issues that you'd like the City of Toronto to focus on? Please choose up to 3.



**Torontonians see most of these issues as getting worse, particularly when it comes to affordability, homelessness, traffic and crime.**

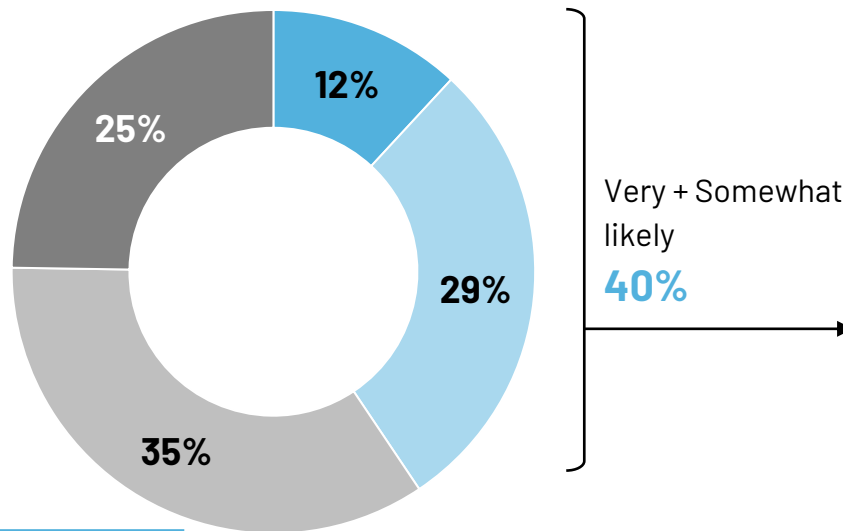


Base: All respondents (n=1001)  
Q5. And do you believe that the situation as it relates to each of these issues is getting better, getting worse, or holding steady?

# Four in ten (40%) Torontonians say they are at least somewhat likely to move out of the city, higher amongst those aged 18-34 (55%). The top reason for considering to leave the city is that it is too expensive (68%).

## LIKELIHOOD OF MOVING OUT OF TORONTO

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely



### Likelihood to move out of Toronto

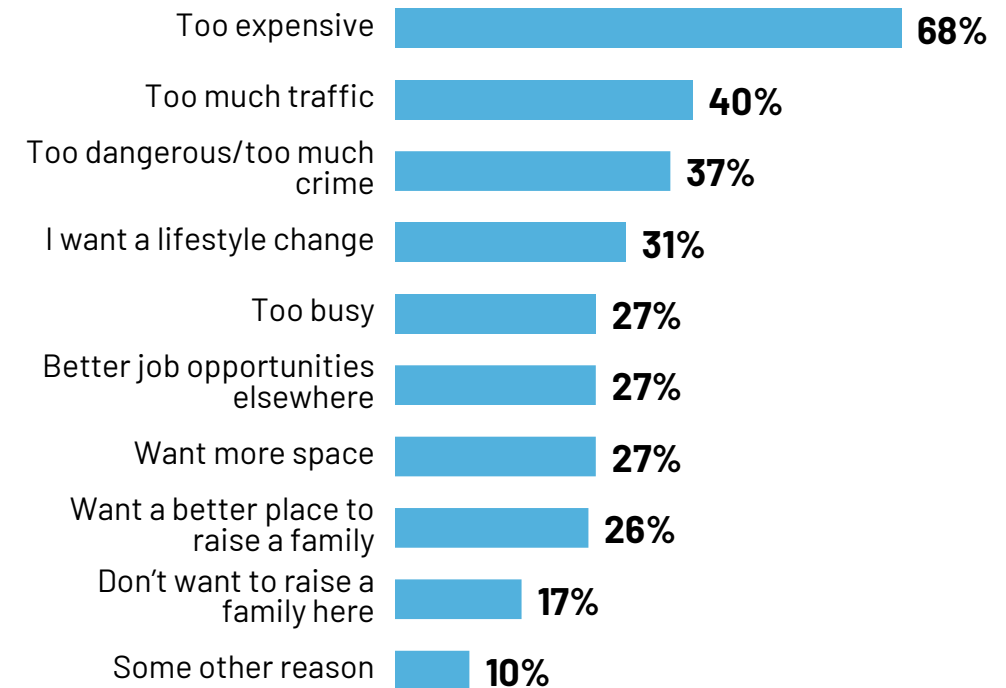
higher among:

- Age 18-34 (55%), Age 35-54 (45%)
- Household income of \$40-<60k (48%)
- Those with kids (50%)

Base: All respondents (n=1001)

Q6. How likely are you to move out of the City of Toronto in the next 5 years?

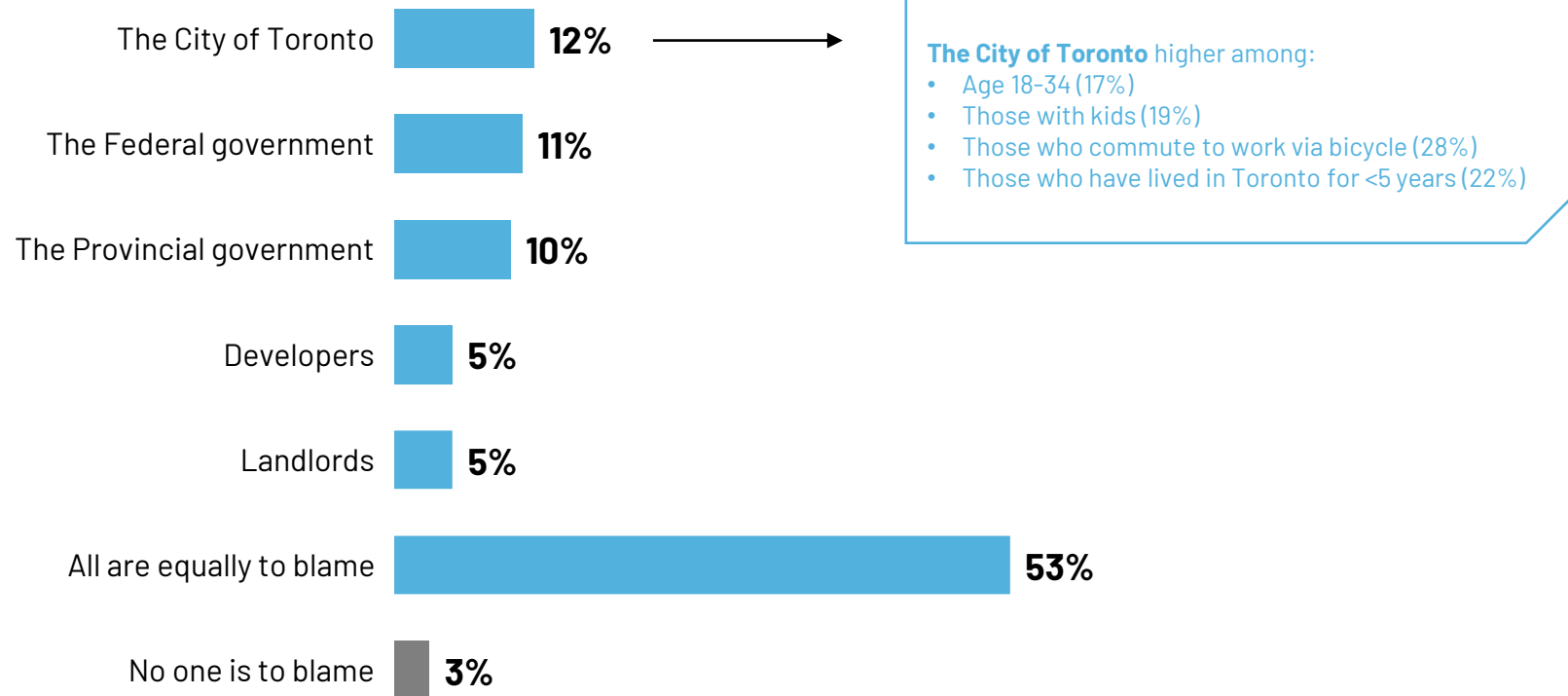
## REASONS FOR CONSIDERING LEAVING TORONTO



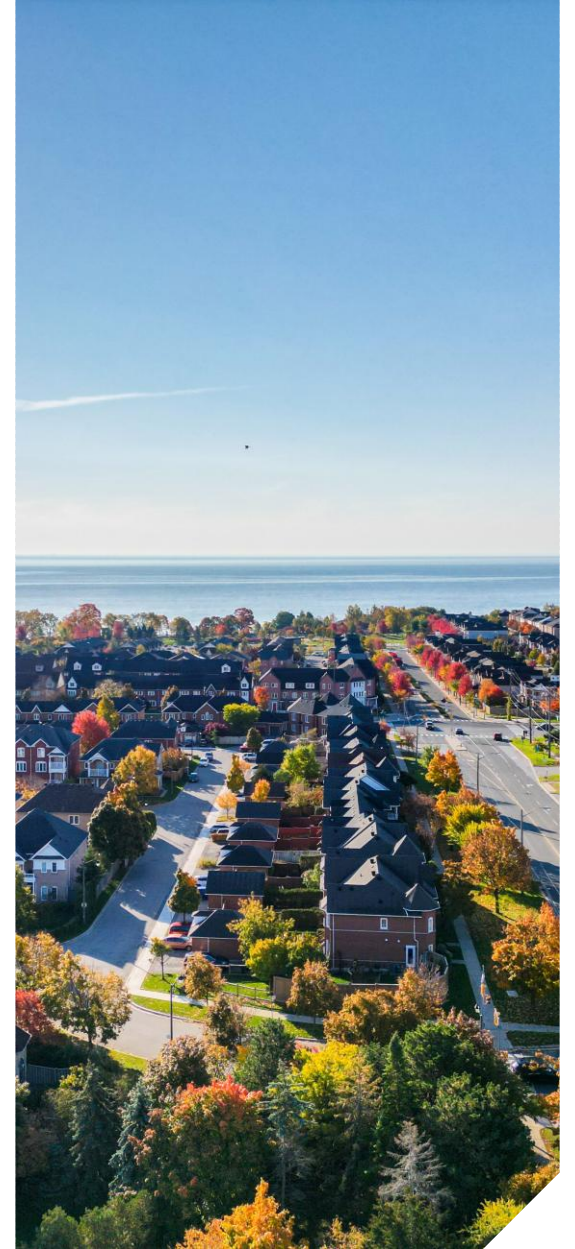
Base: Those who likely to move out of the City of Toronto in the next 5 years (n=394)

Q7. Why are you likely to leave Toronto in the next 5 years? Please choose all that apply

# A majority of Torontonians (53%) say the City, the Federal government, Provincial government, developers and landlords are all equally to blame for the housing affordability crisis.



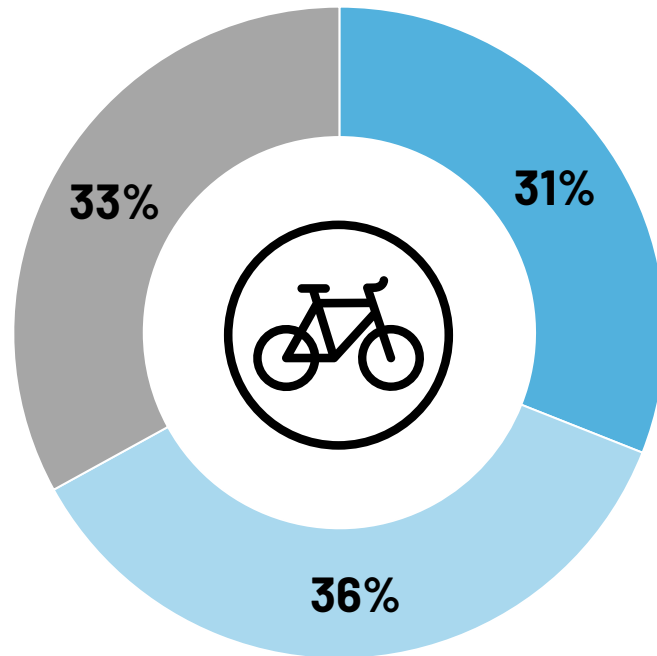
Base: All respondents (n=1001)  
Q8. Who is most to blame for the housing affordability crisis in the City of Toronto?





# There is no clear consensus amongst Torontonians on whether the city should expand, maintain or reduce its network of bike lanes. However, a slim plurality (36%) say we should maintain the current level of bike lanes.

- We should expand the network of bike lanes, including on major thoroughfares
- We should maintain the network of bike lanes at its current level
- We should reduce the network of bike lanes, including on major thoroughfares



**We should expand the network of bike lanes** higher among:

- Age 18-34 (37%)
- Toronto & East York (38%)
- Those who commute to work via bicycle (36%)

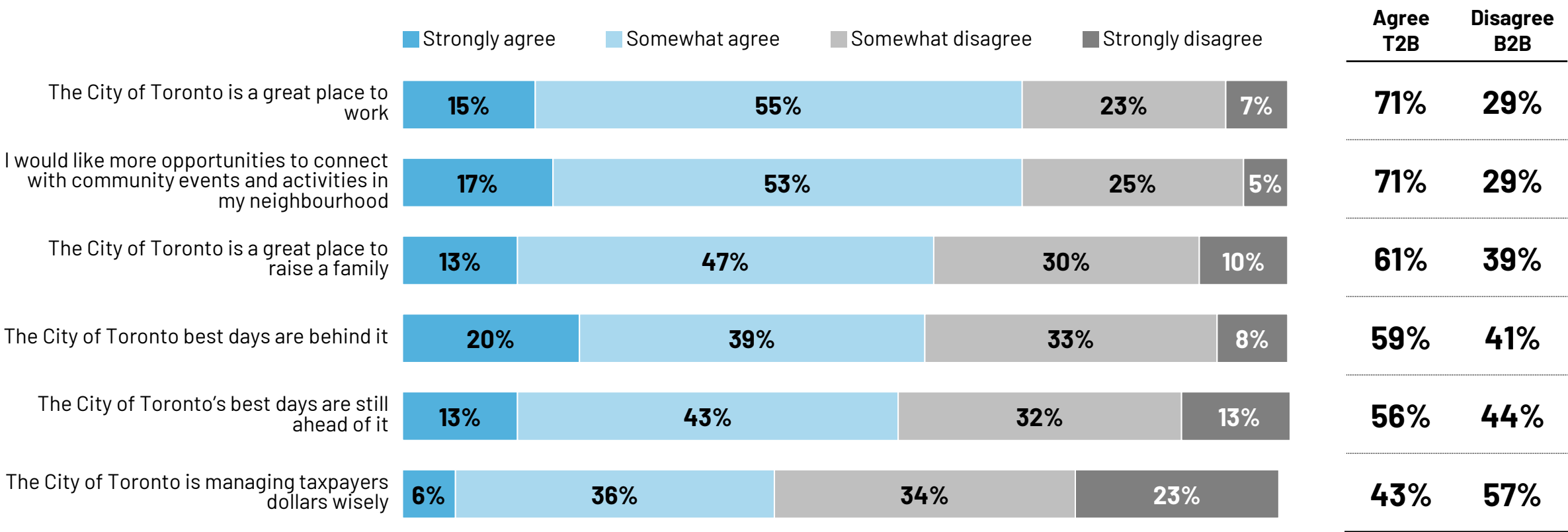
**We should reduce the network of bike lanes** higher among:

- Age 55+ (46%)
- Etobicoke & York (40%)
- Household income of \$40-<60k (37%)
- Homeowners (38%)
- Those who do not commute to work via public transit (40%)



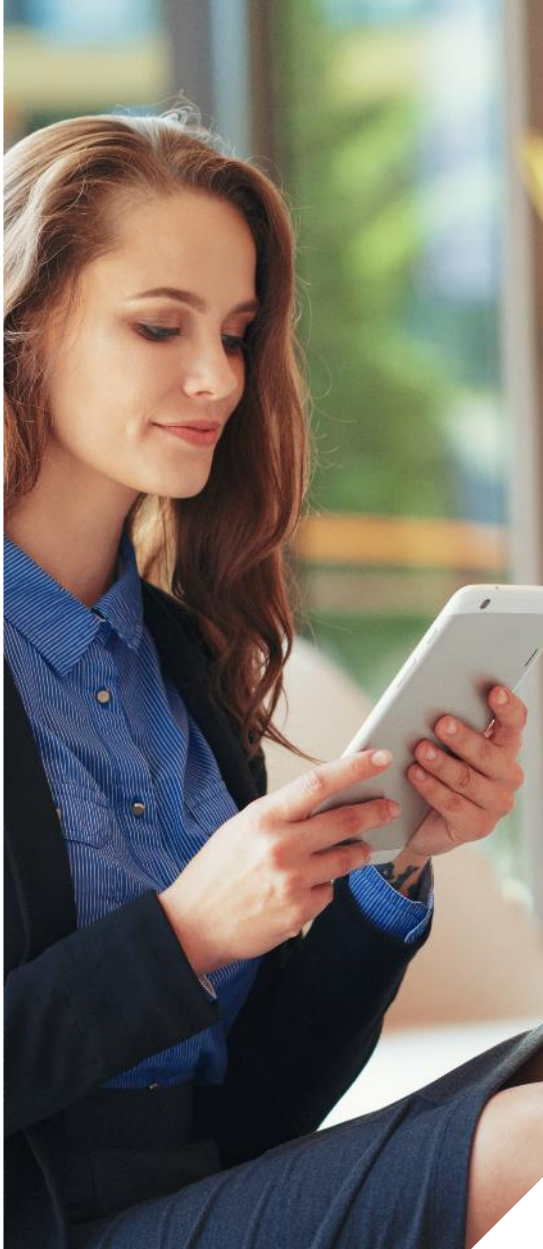
Base: All respondents (n=1001)  
Q9. Which position do you more closely agree with on bike lanes in the City of Toronto?

# Torontonians are generally positive about the city as a great place to work and raise a family but are less positive about management of tax-dollars. Six in ten (59%) believe Toronto’s best days are behind it.



Base: All respondents (n=1001)  
Q10. To what extent do you agree or disagree with the following:





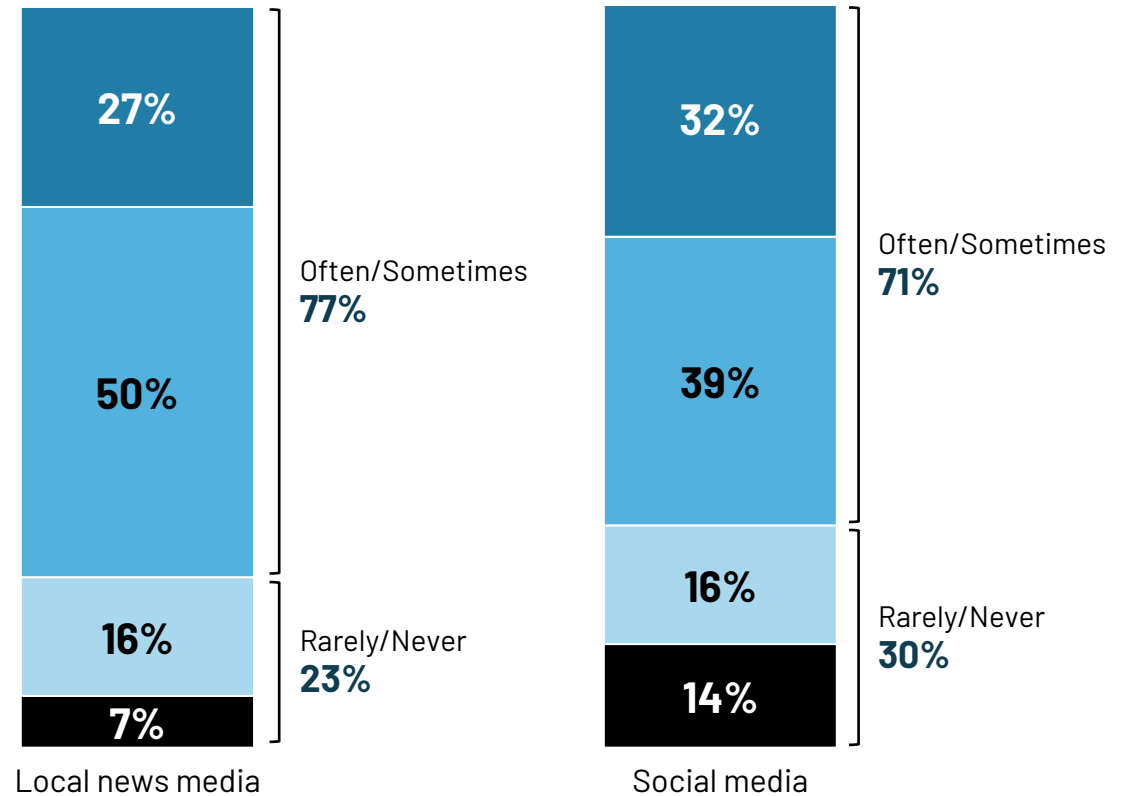
**A majority of Torontonians (77%) use local news media to help find things to do and stay connected to their communities, slightly more than they report using social media (71%).**

- Often
- Sometimes
- Rarely
- Never

**Often use of local news media**

higher among:

- Age 55+ (34%)
- Homeowners (31%)



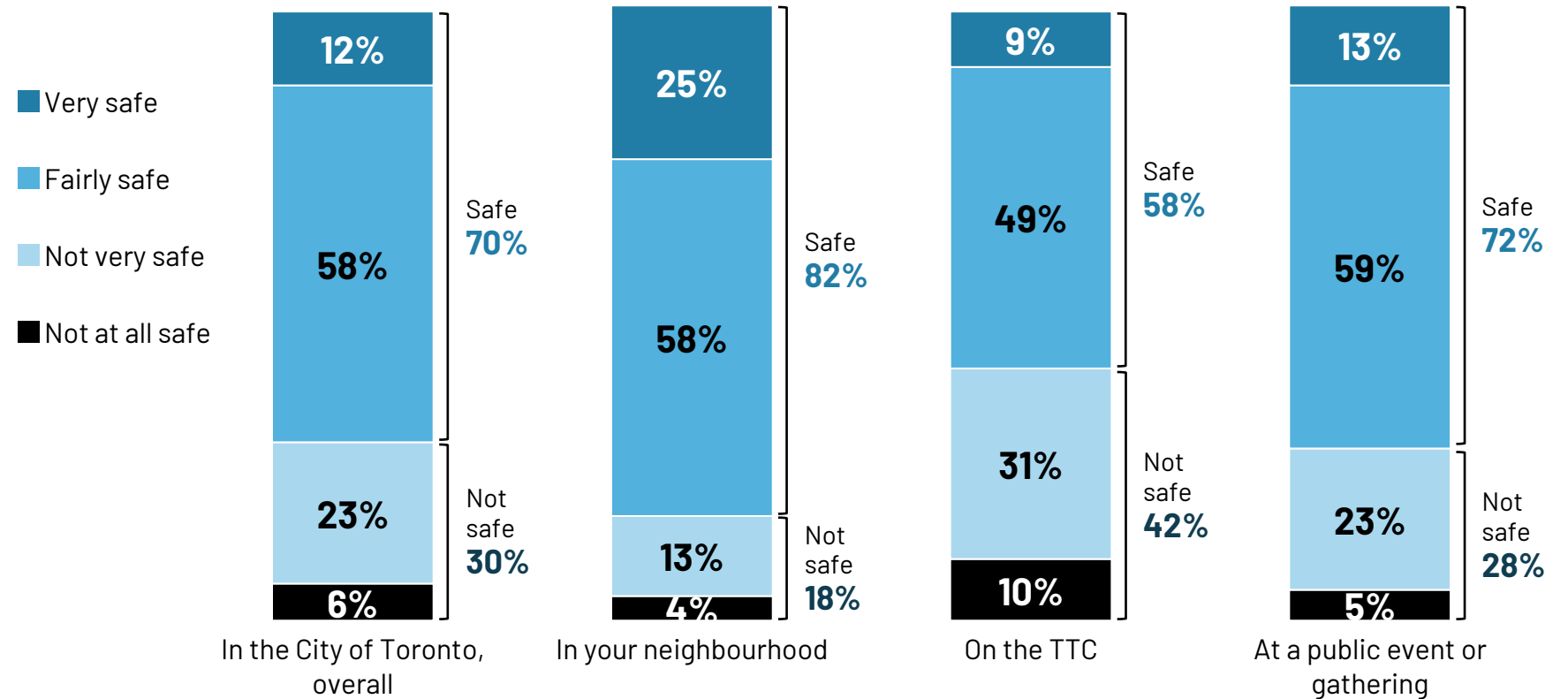
Base: All respondents (n=1001)

Q11. To what extent do you use the following to help you find things to do and stay connected to your community and the city



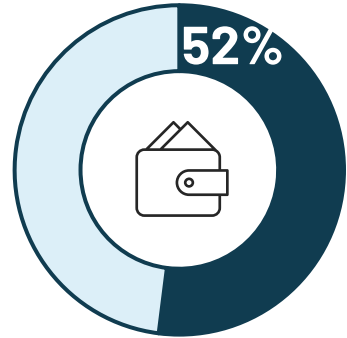


# Torontonians feel safest in their neighborhoods (83%) and generally feel safe in the City (70%). However, 41% feel the TTC is not safe.

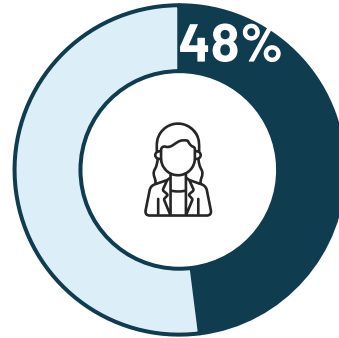


Base: All respondents (n=1001)  
Q12. How do you feel about safety in the following places in Toronto

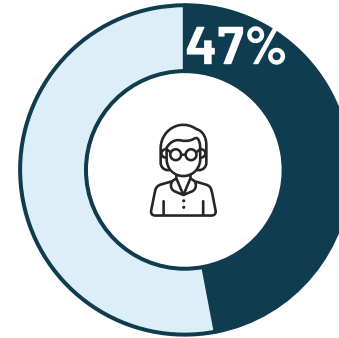
## Feeling as though the TTC is not safe is higher among...



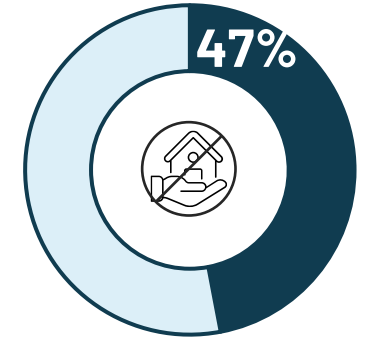
Household Income  
of \$40-<60k



Women

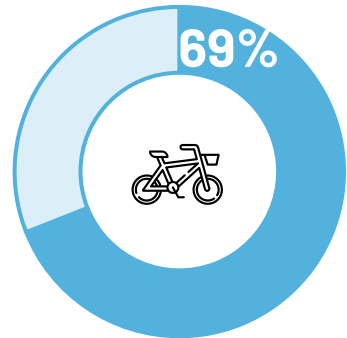


Age 35-54

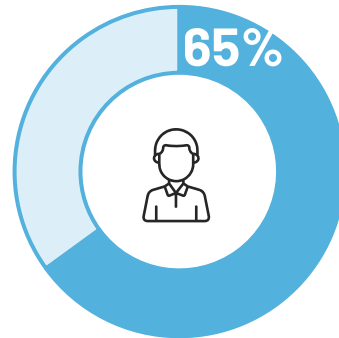


Non-Homeowners

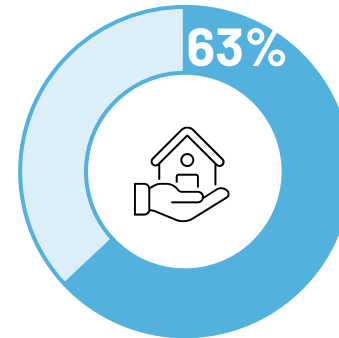
## Feeling as though the TTC is safe is higher among...



Commute to Work  
via Bicycle



Men



Homeowners

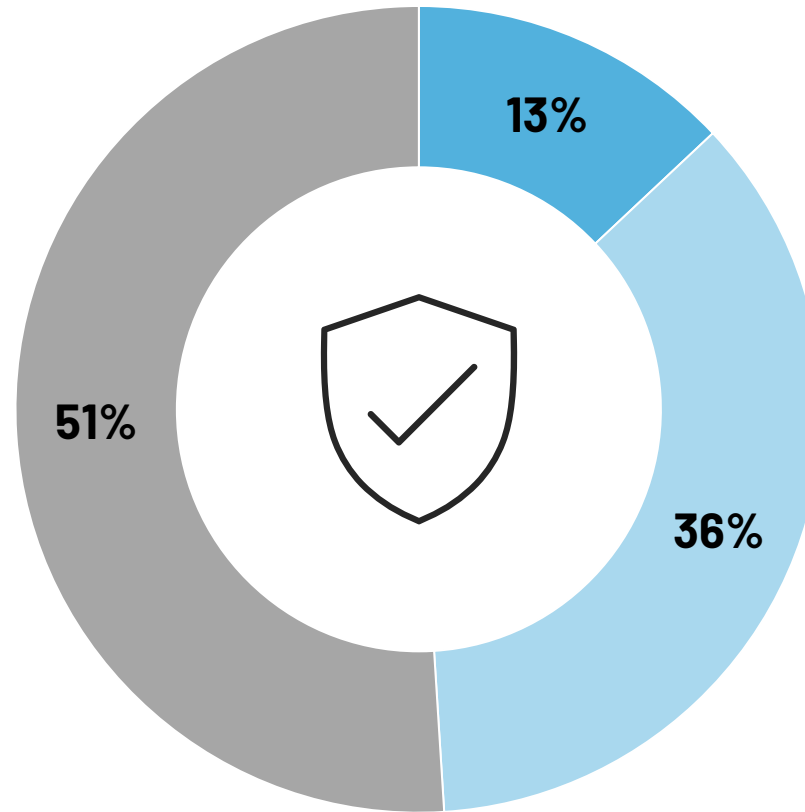
Base: All respondents (n=1001)  
Q12. How do you feel about safety in the following places in Toronto

# Half of Torontonians (51%) say the city has become less safe compared to 2 years ago, whereas one-third (36%) say it's about the same.

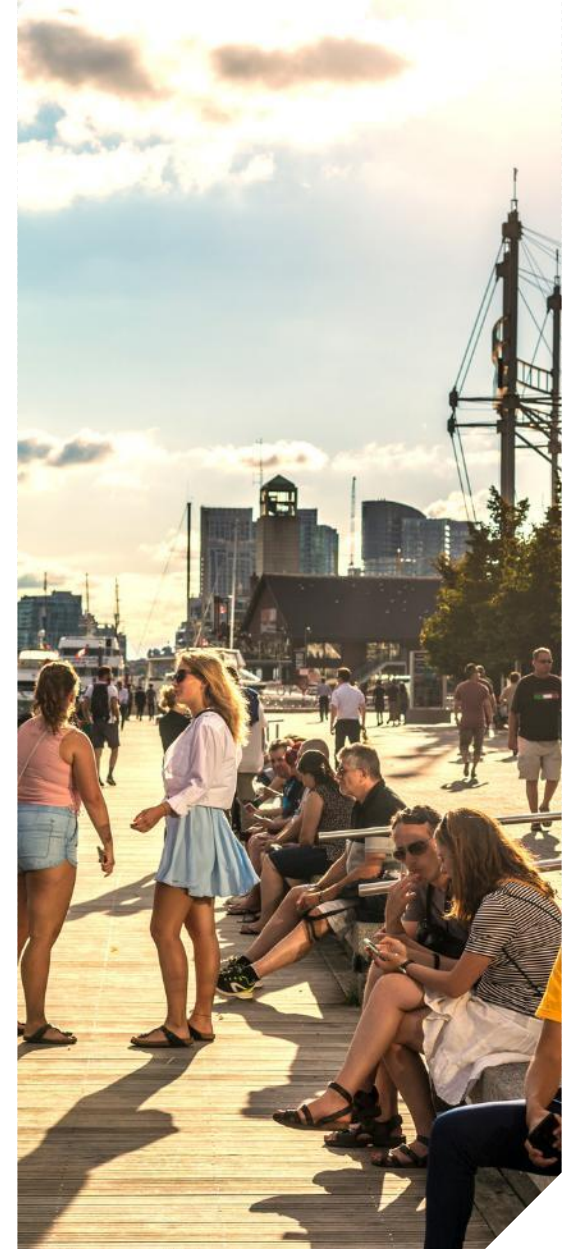
- Safer
- About the same
- Less safe

## Less safe higher among:

- Age 55+ (58%)
- North York (57%)
- Household income of \$40-<60k (62%)
- Those born outside of Canada (56%)

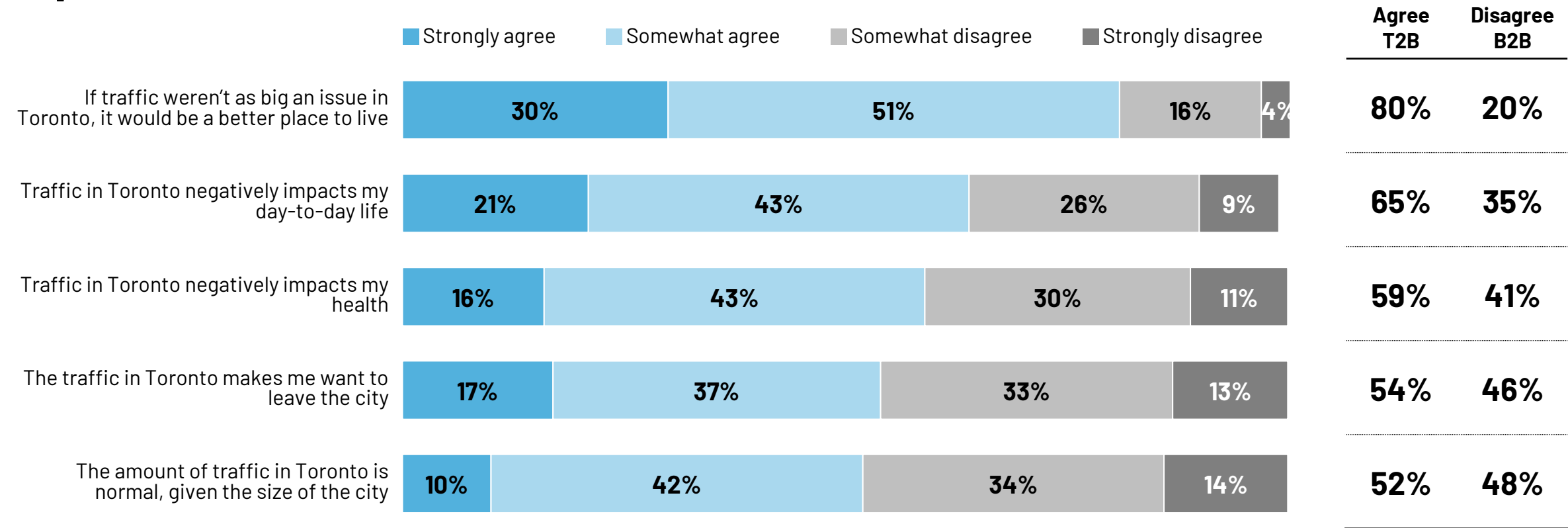


Base: All respondents (n=1001)  
Q13. Do you believe that the City of Toronto is becoming safer, less safe or is about as safe as it was 2 years ago.





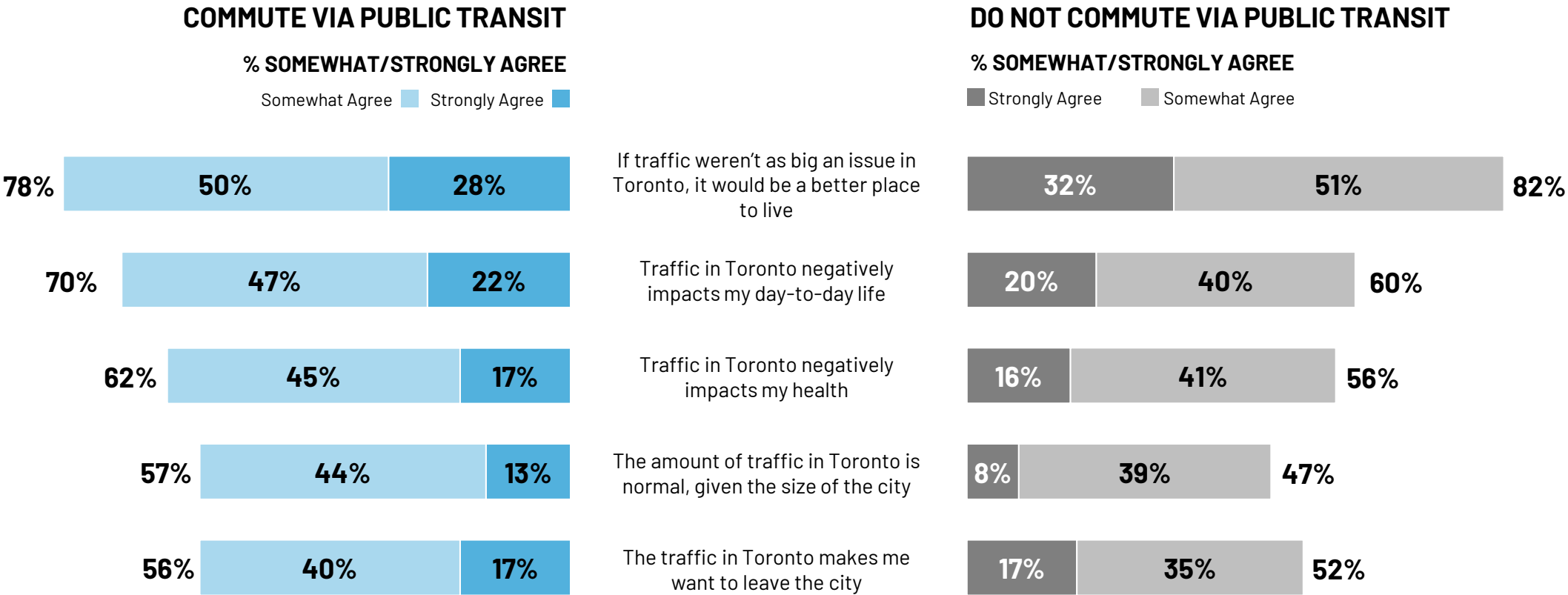
# Torontonians are aligned that traffic is a big issue: 80% agree that Toronto would be a better place to live if traffic weren't as severe as it is, 65% say traffic negatively impacts their daily lives and 59% say it impacts their health.



Base: All respondents (n=1001)  
 Q14. To what extent do you agree or disagree with the following



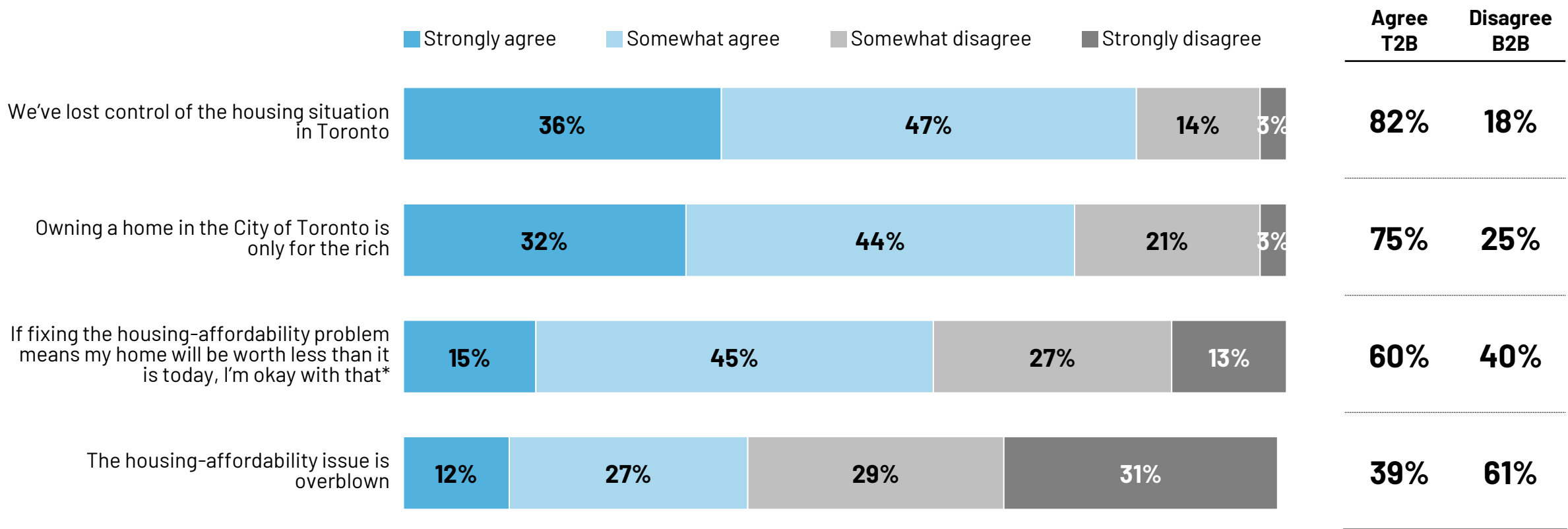
Those who commute to work via public transit versus those who do not are on the same page that Toronto would be a better place to live if traffic weren't as big of an issue. However, commuters are more likely to agree that traffic impacts their daily lives and that the amount of traffic in Toronto is normal, given the size of the city.



Base: All respondents (n=1001)  
Q17. To what extent do you agree or disagree with the following statements



**Eight in ten (82%) agree that we’ve lost control of the housing situation in Toronto and three-quarters (75%) say owning a home in the city is only for the rich. Six in ten homeowners (60%) say they are willing to compromise the value of their home if that means fixing the housing-affordability issue. A majority (61%) disagree that the housing-affordability issue is overblown.**



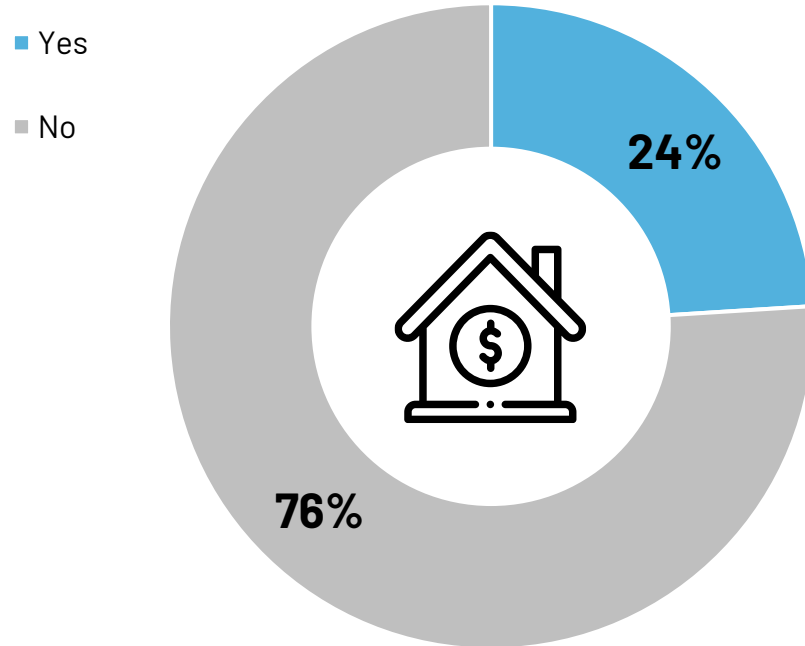
Base: All respondents (n=1001)  
Q17. To what extent do you agree or disagree with the following statements  
\*Only asked to homeowners (n=571)





# Of the 44% of Torontonians overall who do not own a home, most do not think it is ever possible for them to own a home in the city.

## POSSIBILITY OF BUYING A HOME IN TORONTO

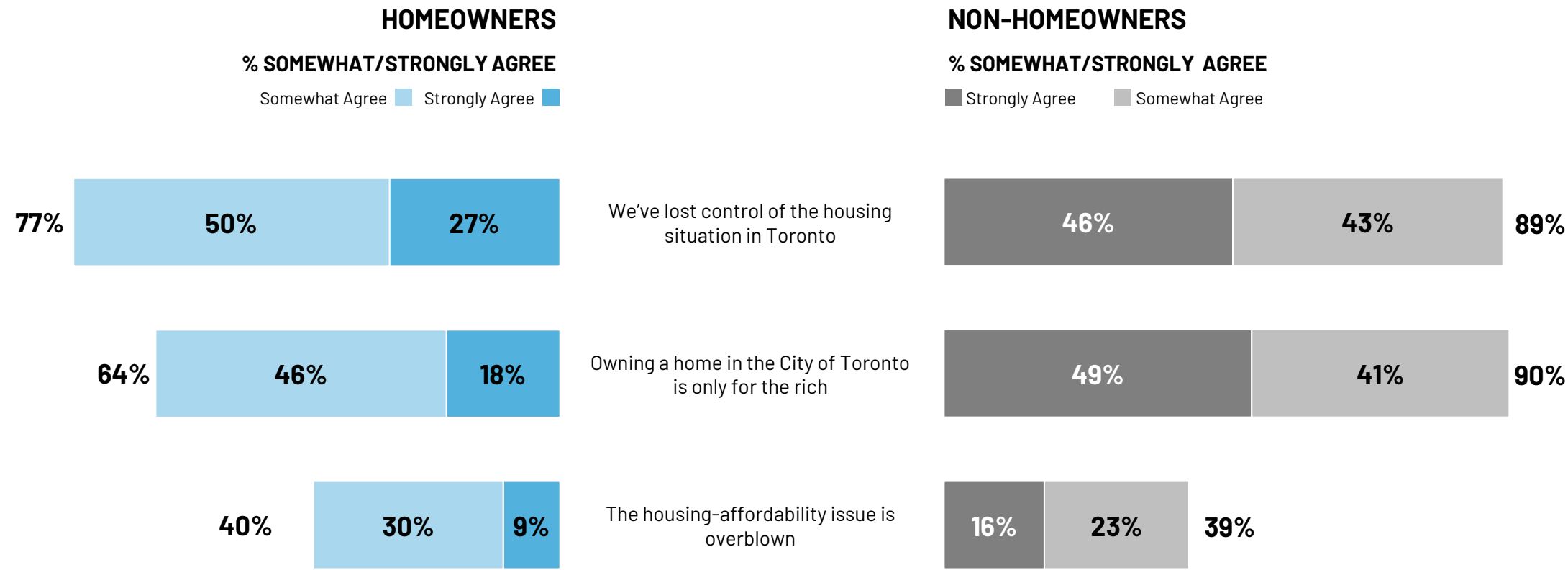


### Do not think it is possible to buy a home higher among:

- Women (81%)
- Age 55+ (88%)
- Etobicoke & York (82%), Toronto & East York (80%)
- Household income \$40k-<60k (87%)
- Those who do not commute to work via public transit (81%)
- Those born in Canada (80%)

Base: Those who don't own a home or condo in Toronto (n=430)  
Q16. Do you think you'll ever be able to own a home in the City of Toronto?

Nine in ten (90%) non-homeowners agree that owning a home in Toronto is only for the rich, driven by 49% who strongly agree, compared to 64% of homeowners who agree. However, there is consensus amongst homeowners and non-homeowners as to whether Toronto has lost control of the housing situation.



Base: All respondents (n=1001)  
Q17. To what extent do you agree or disagree with the following statements

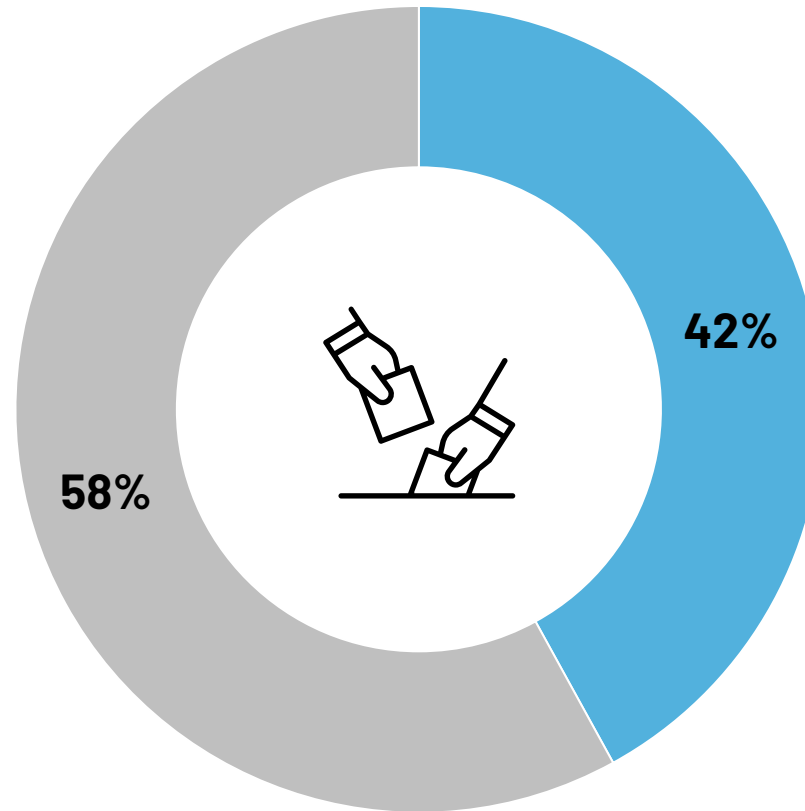


# A majority of Torontonians say it is time for another mayor, notably higher amongst those with a household income between \$40-<60k (68%) and those born outside Canada (67%).

- Toronto Mayor Olivia Chow is doing a good job and deserves re-election
- It's time for another person to lead Toronto as mayor

## It's time for another person to lead Toronto as mayor higher among:

- Men (61%)
- Age 55+ (61%)
- North York (68%)
- Scarborough (61%)
- Household income of \$40k-<60k (68%)
- Those born outside of Canada (67%)



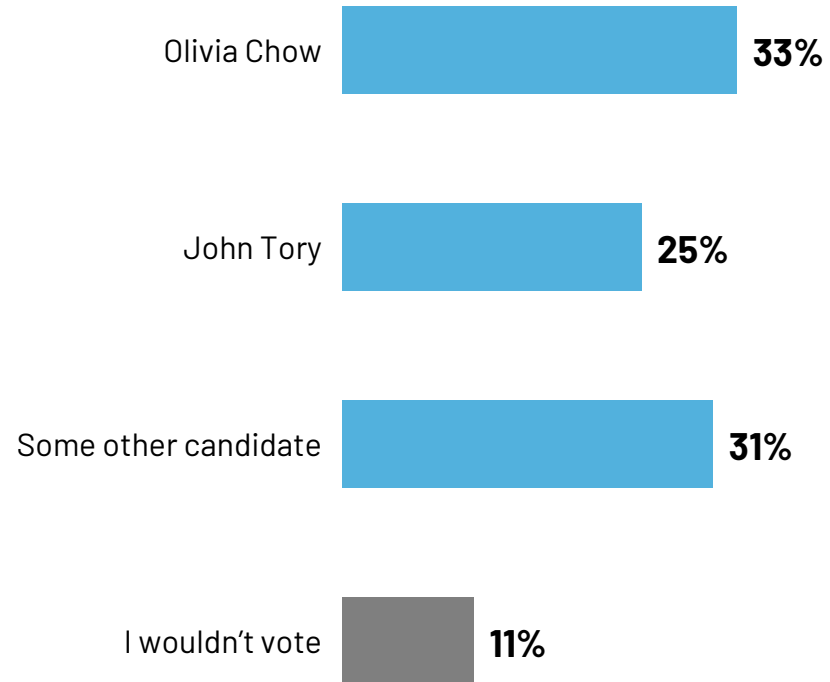
Base: All respondents (n=1001)  
Q18. Which of the following is closer to your point of view?







**Only one-third (33%) of Torontonians would re-elect Mayor Olivia Chow, followed by 31% who say they would vote for another candidate and a quarter (25%) who say they would vote for John Tory.**



**Would re-elect Mayor Olivia Chow** higher among:

- Toronto & East York (42%)
- Those with kids (38%)
- Those who commute to work via bicycle (38%)

Base: All respondents (n=1001)  
Q19. If you were to vote for a mayor of Toronto tomorrow, who would you choose?



# METHODOLOGY AND SAMPLE



# About the Study



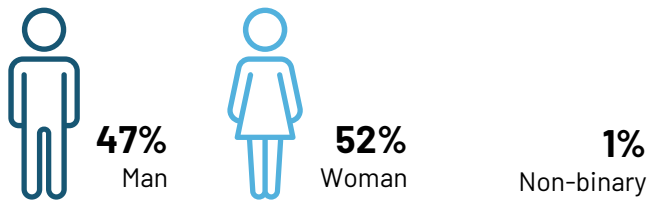
## TARGETS & SAMPLING

These are some of the findings of an Ipsos poll conducted between August 25<sup>th</sup> and 29<sup>th</sup>, 2025, on behalf of the Toronto Star. For this survey, a sample of 1,001 residents of Toronto aged 18+ was interviewed online. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Toronto population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.8$  percentage points, 19 times out of 20, had all Torontonians aged 18+ 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.

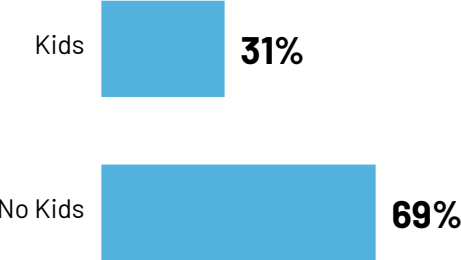


# Sample Characteristics

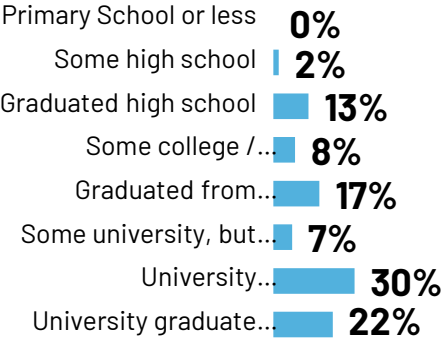
## GENDER



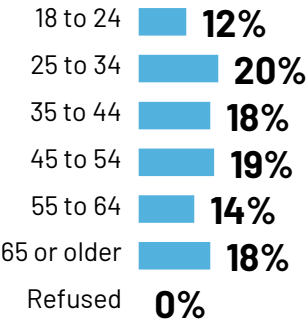
## HOUSEHOLD COMPOSITION



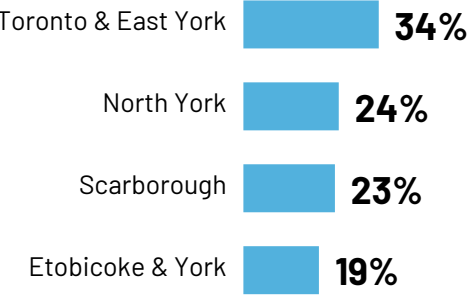
## EDUCATION



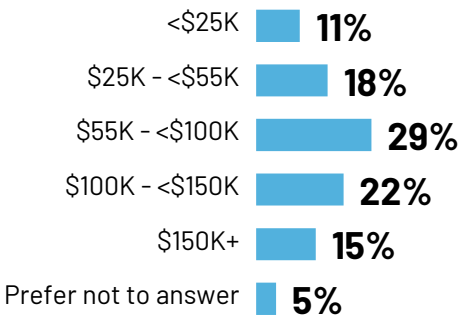
## AGE



## REGION OF THE CITY

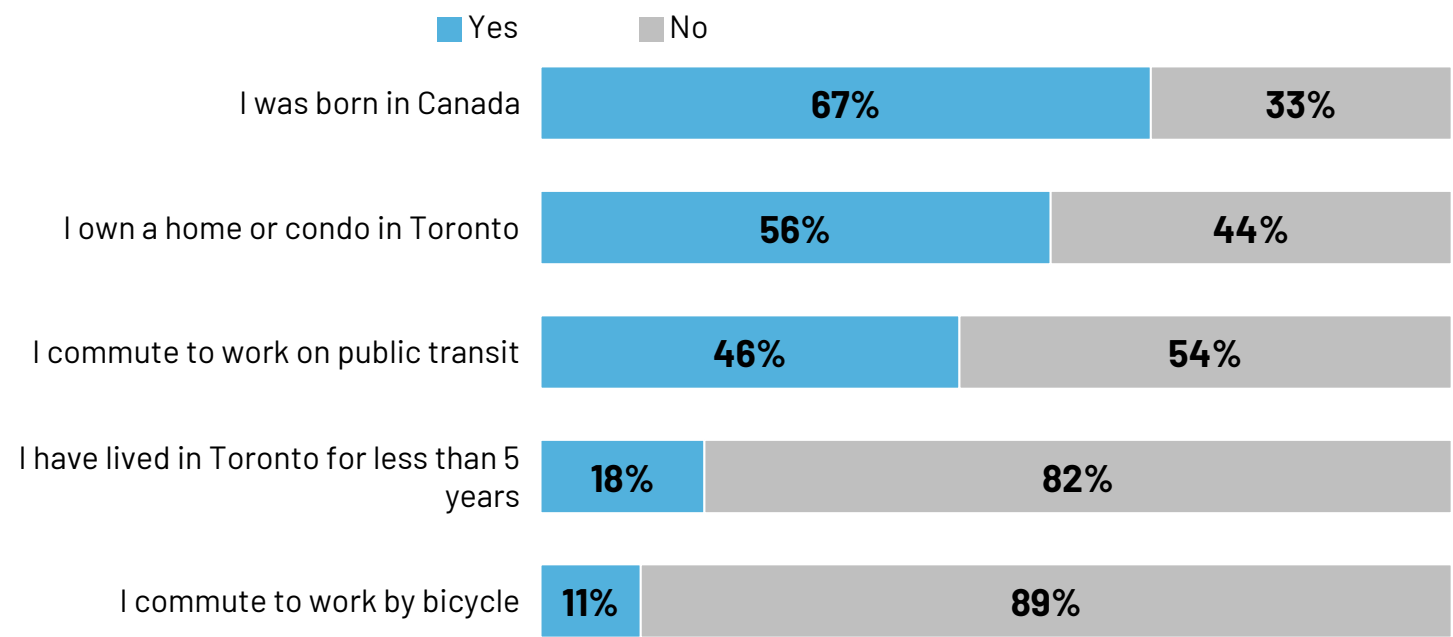


## INCOME



# Sample Characteristics (cont.)

## PERSONAL BACKGROUND AND LIFESTYLE



I own a home or condo in Toronto higher among:

- Men (61%)
- Age 55+ (67%)
- Boomers (70%)
- Household income of \$100k+ (75%)
- Those with kids (66%)
- Those who do not commute to work via public transit (64%)

Base: All respondents (n=1001)  
Q15. Please respond yes or no to each of the following questions



# THANK YOU



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