

TORONTO CITY POLL MUNICIPAL ELECTION 2026

Toronto Star

September 2026

› TORONTO STAR ‹

EXECUTIVE SUMMARY

5 KEY FINDINGS



1

Mayor Chow Maintains Advantage in Race for Mayor, as More Believe She Deserves Re-Election

Half (47%, +5) of Torontonians believe she deserves re-election, and her approval rating is holding steady at six in ten (59%). Mayor Chow currently holds a 15-point lead over chief rival Brad Bradford in the horserace, but one quarter of likely voters remain undecided.

2

Affordability Concerns Remain a Factor Driving Residents to Consider Leaving

Cost of living continues to be the dominant concern for Torontonians, increasing 5 points year over year, with a strong majority saying it continues to worsen. This economic strain is leading many residents, particularly younger adults born outside of Canada, to consider leaving the city, with cost of living being the strongest reason for their planned departure.

3

Home Ownership Continues to be an Impossible Dream for Most

With housing affordability remaining a top concern, most non-homeowners continue to 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 home ownership has become exclusive to the wealthy.

4

Safety Concerns Remain with the TTC, and Concern Rises for Public Events and Sankofa Square

While most Torontonians feel safe in their neighbourhoods and the city generally, concerns about safety on the TTC, at public events, and in Sankofa Square have increased. Though many residents continue to believe the city has become less safe over the past two years, intensity has softened compared to 2025.

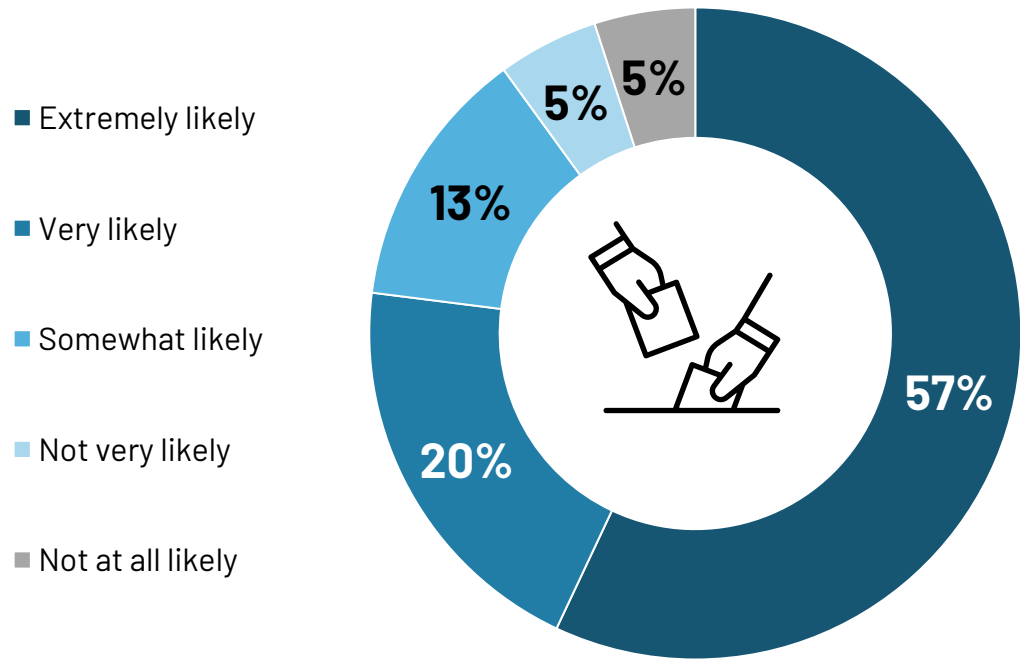
5

Residents Feel Better About Toronto's Future Than a Year Ago

Despite affordability and safety concerns, optimism about Toronto's future has increased significantly, with perceptions of many city issues improving slightly compared to 2025. Most believe Toronto is a great place to work and raise a family, and that its best days are still ahead.

DETAILED RESULTS

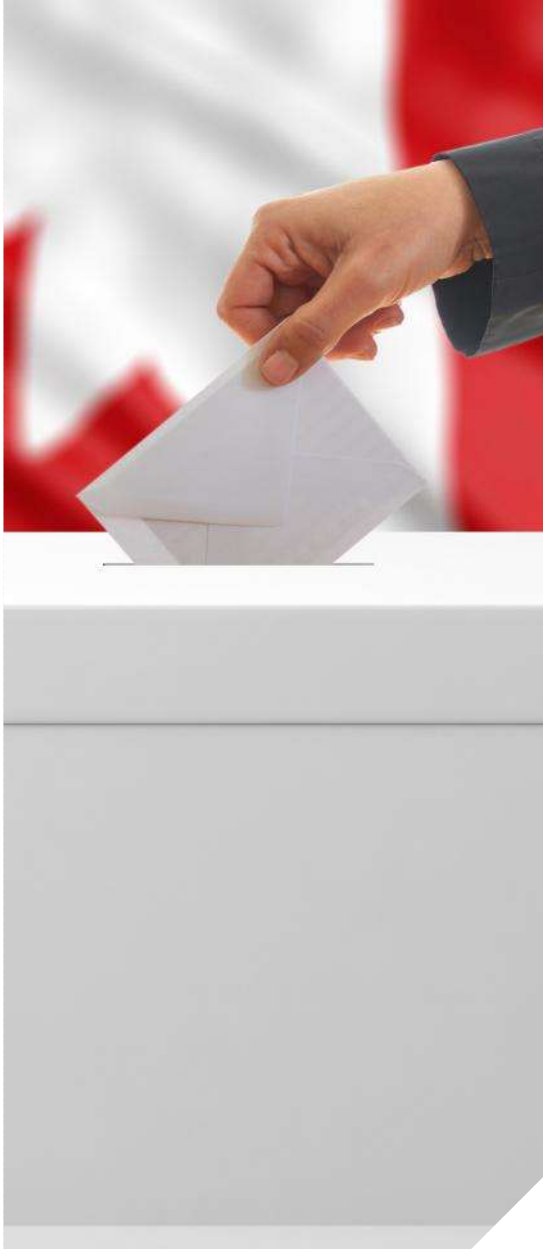
Nearly six in ten (57%) Torontonians say they are extremely likely to vote in the upcoming municipal election.



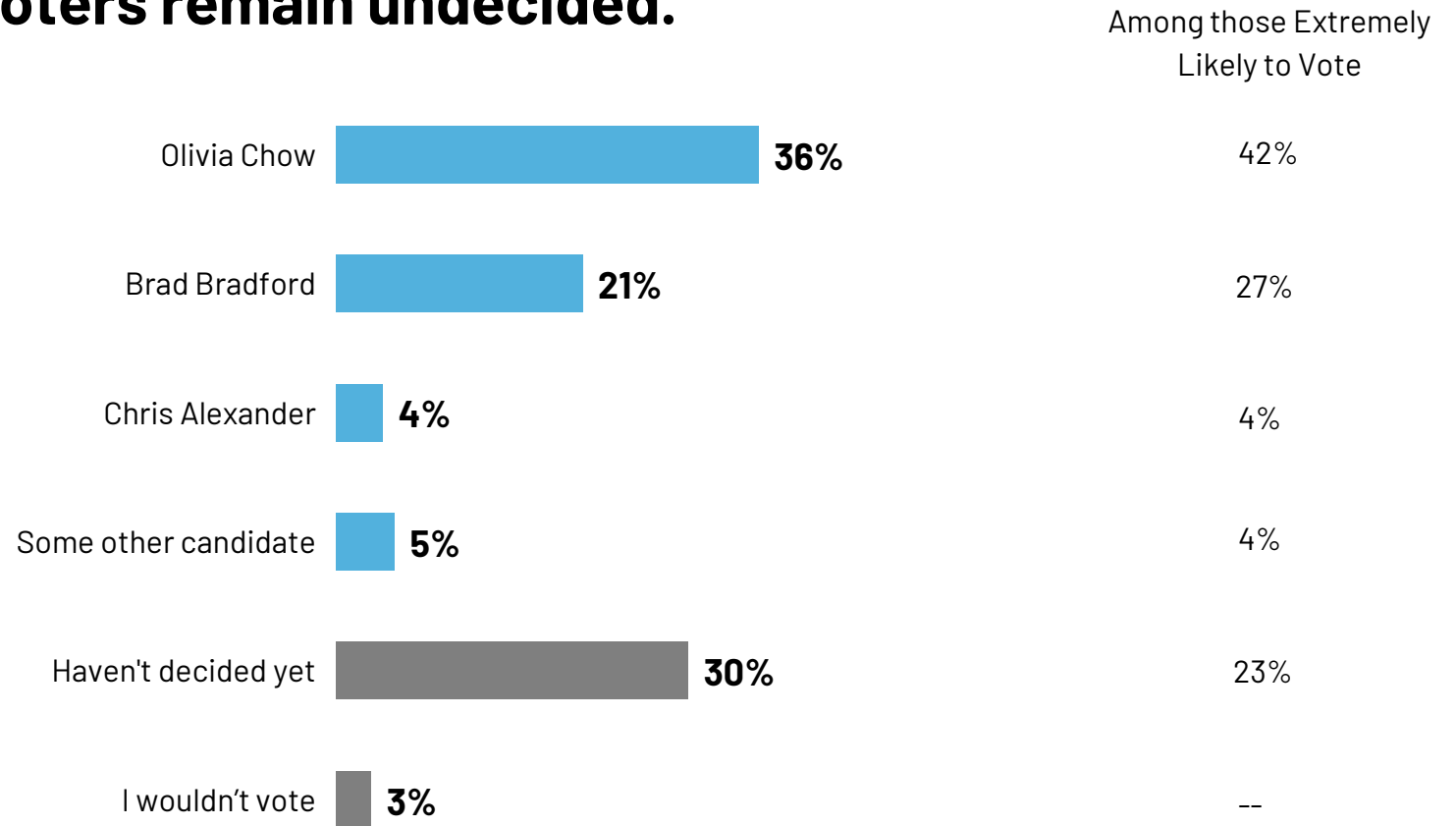
- Likelihood of being extremely likely to vote higher among:**
- Boomers+ (71%)
 - University graduates (63%)
 - Those who were born in Canada (65%)
 - Homeowners (66%)
 - Households with an income of \$100K+ (67%)
 - Those who are optimistic about the future of Toronto (60%)



Base: All respondents (n=1006)
Q1A. As you may know, the City of Toronto will be holding municipal elections on October 26th, where voters will elect a mayor and city council. How likely are you to vote in this election?



Olivia Chow maintains a clear advantage with 36% of the vote and a 15-point lead over chief rival Brad Bradford. The Gap remains 15 points among likely voters. One quarter (23%) of likely voters remain undecided.



Base: All respondents (n=1006)
Q19. If you were to vote for a mayor of Toronto tomorrow, who would you choose?

Support for incumbent Mayor Olivia Chow is strongest in Old Toronto/East York (43%), and she does equally well among genders and generations. Brad Bradford performs better among men than women.

% VOTING FOR MAYORAL CANDIDATE

	TOTAL	REGION OF CITY				GENDER		AGE		
		Etobicoke/ York	Old Toronto/ East York	North York	Scarborough	Men	Women	18 to 34	35 to 54	55+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1006	179	363	227	237	467	536	279	342	385
Olivia Chow	36%	32%	43% ACD	31%	33%	37%	35%	36%	37%	35%
Brad Bradford	21%	21%	20%	23%	23%	25% F	18%	21%	19%	24%
Chris Alexander	4%	5%	5%	4%	2%	5%	3%	8% HI	2%	3%
Some other candidate	5%	10% BD	3%	6%	3%	5%	5%	6%	6%	3%
Haven't decided yet	30%	31%	27%	31%	34%	25%	35% E	26%	33%	31%
I wouldn't vote	3%	2%	3%	5%	3%	3%	3%	4%	2%	3%

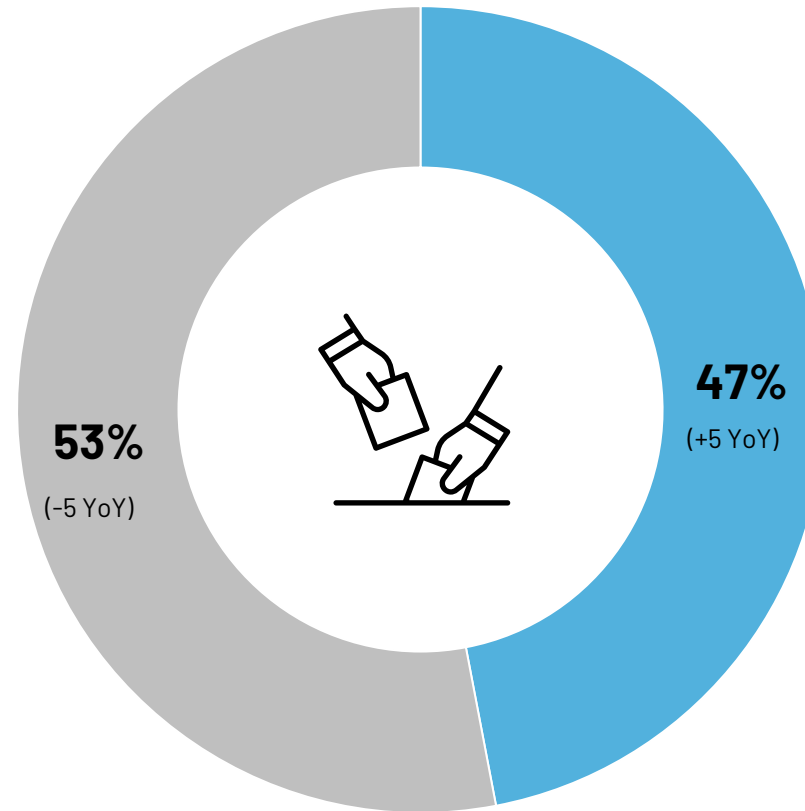
Base: All respondents (n=1006)
Q19. If you were to vote for a mayor of Toronto tomorrow, who would you choose?

Nearly half (47%) of Torontonians believe Mayor Chow is doing a good job and deserves re-election, up 5 points since last year.

- 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:

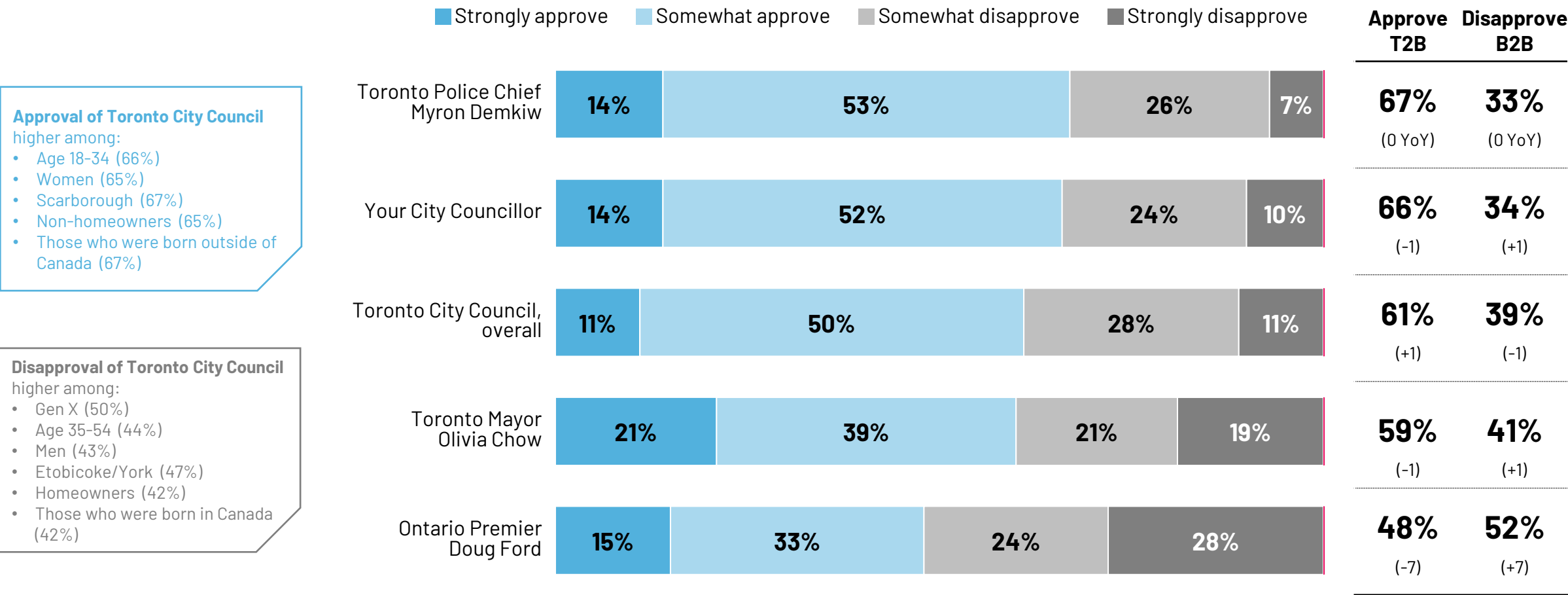
- Age 55+ (58%)
- North York (62%)
- Etobicoke/York (60%)
- Education- HS (61%)
- Households with kids (58%)



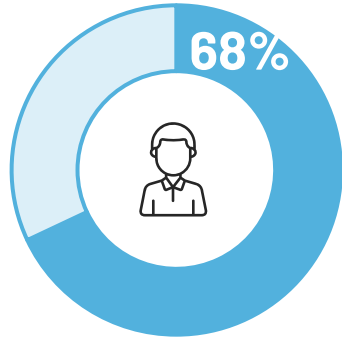
Base: All respondents (n=1006)
Q18. Which of the following is closer to your point of view?



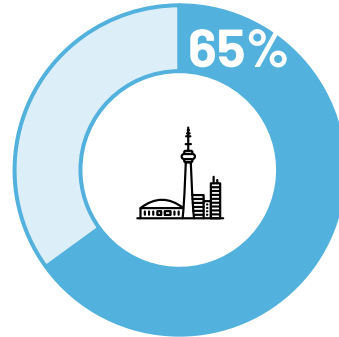
Police chief and city councillors lead on approval, but Mayor Chow’s approval is strong at 59%, down just 1 point year over year. Premier Doug Ford’s approval has dropped 7 points year over year within Toronto.



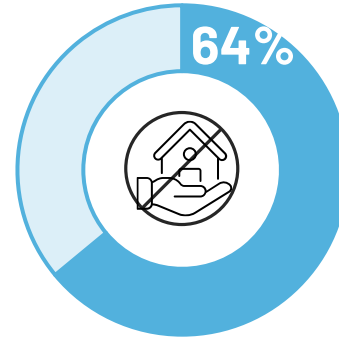
Olivia Chow's approval rating is higher among...



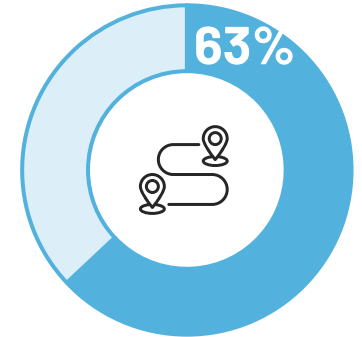
Age 18-34



**Old Toronto /
East York**

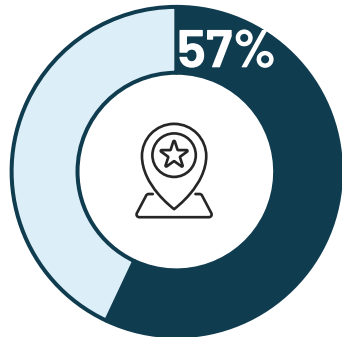


Non-Homeowners

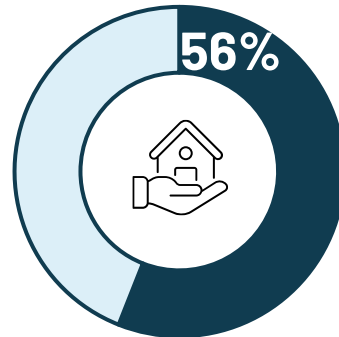


Foreign-Born

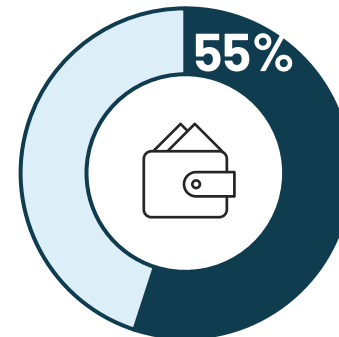
Olivia Chow's approval rating is lower among...



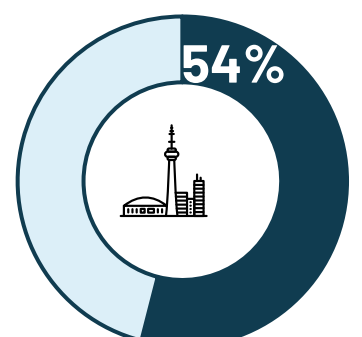
Canadian-Born



Homeowners



**Household Income
of \$100K+**

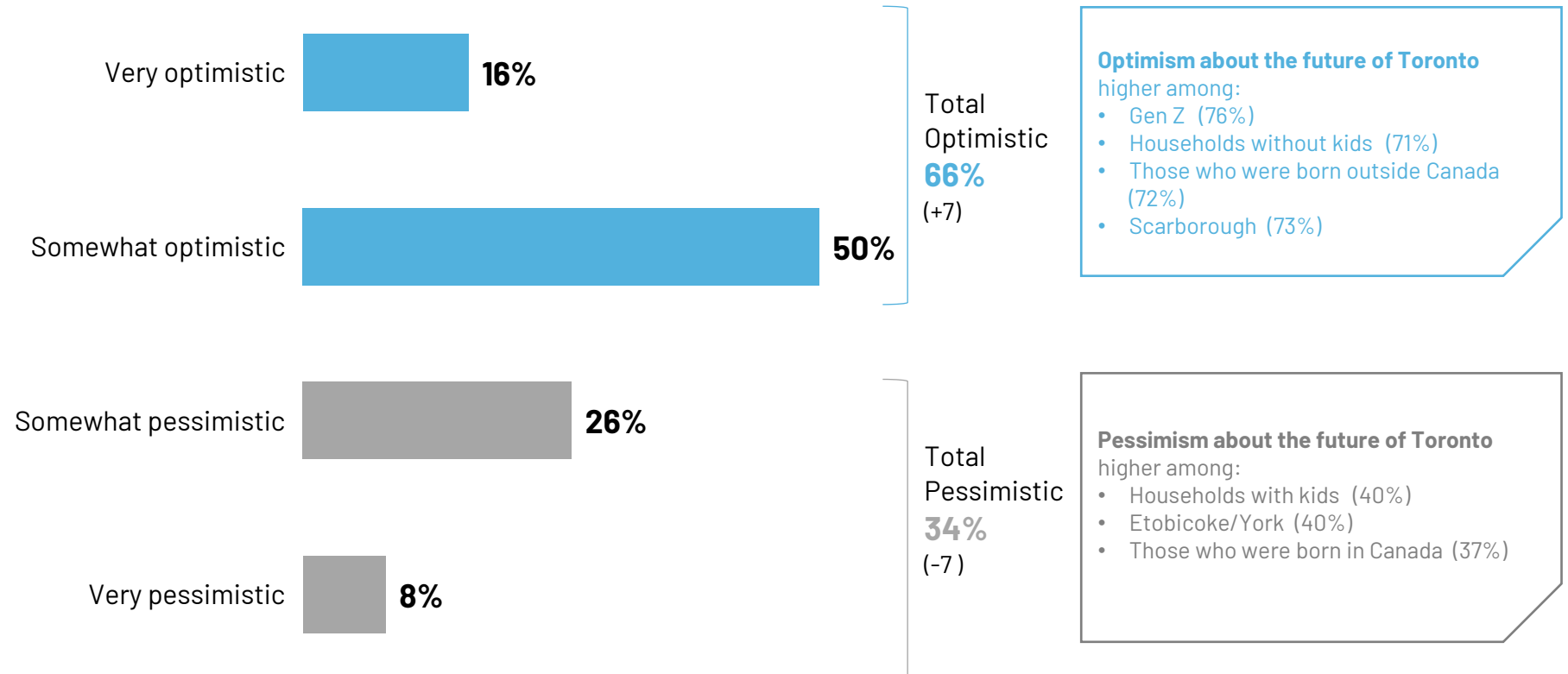


North York

Base: All respondents (n=1006)
Q1. To what extent do you approve or disapprove of the performance of the following:

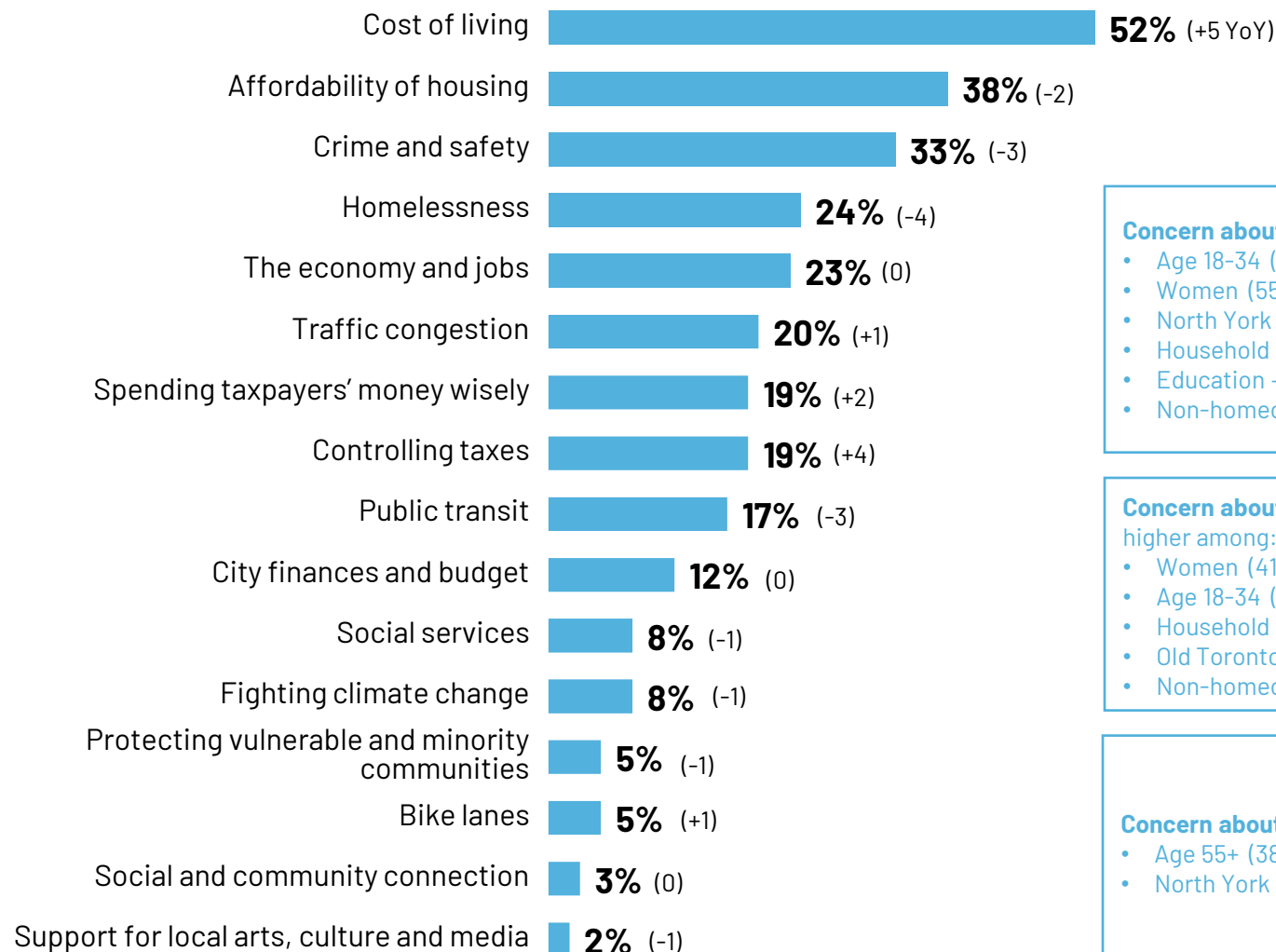


Two-thirds of Toronto residents (66%) are optimistic about the city's future, up 7 points since last year.



Base: All respondents (n=1006)
Q2. Overall, would you say you are optimistic or pessimistic about the future of the City of Toronto?

Torontonians want city council focused on cost of living (52%, +5) and housing affordability (38%, -2), while controlling taxes (19%, +4) has gained momentum since last year.



Concern about the cost of living higher among:

- Age 18-34 (54%), 35-54 (57%)
- Women (55%)
- North York (57%)
- Household income of <\$50K (56%)
- Education – HS (58%)
- Non-homeowners (58%)

Concern about the affordability of housing higher among:

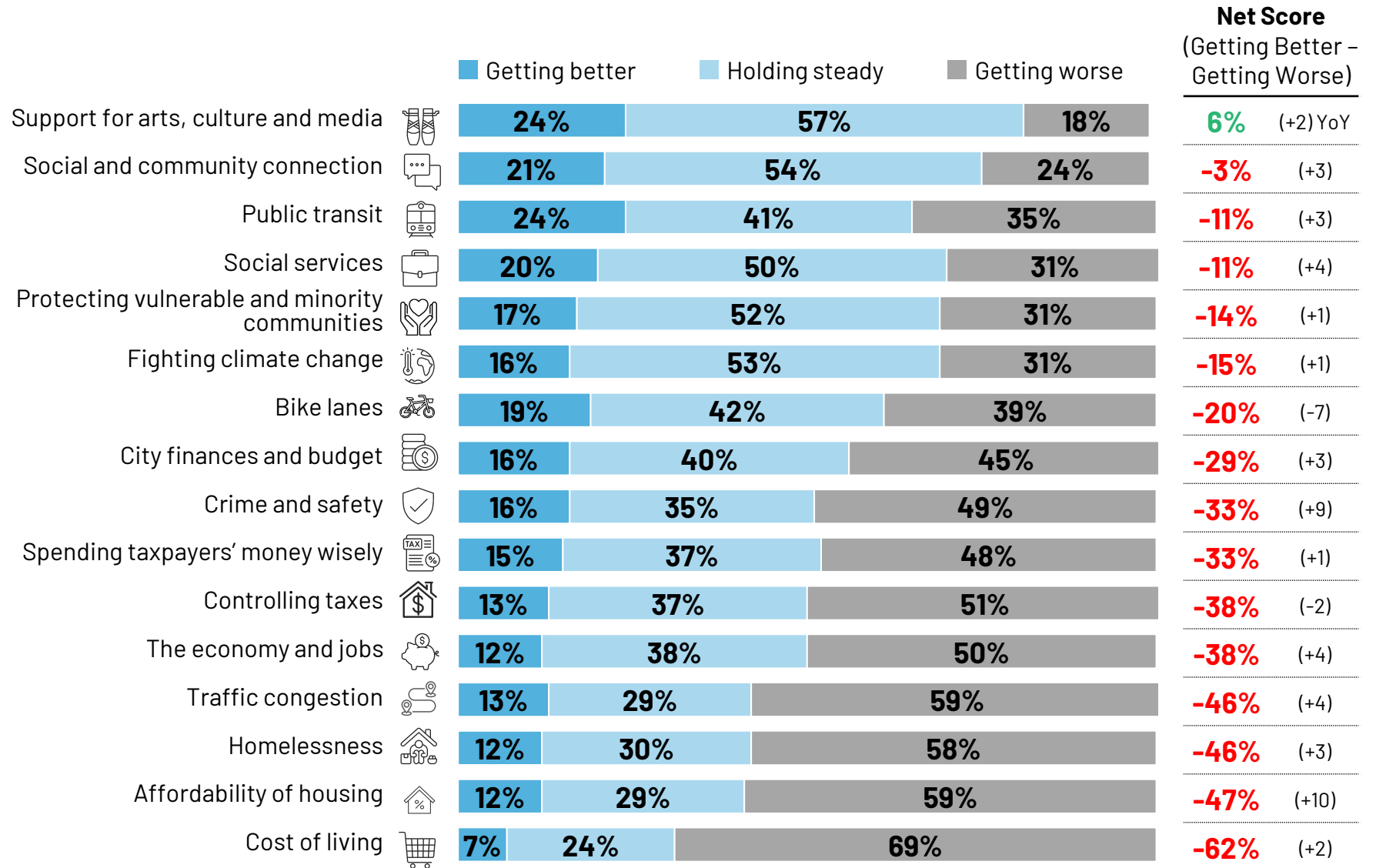
- Women (41%)
- Age 18-34 (46%)
- Household income of <\$50K (42%)
- Old Toronto/East York (42%)
- Non-homeowners (50%)

Concern about crime and safety higher among:

- Age 55+ (38%)
- North York (40%)

Base: All respondents (n=1006)
Q3. What are the most important issues that you'd like the City of Toronto to focus on? Please choose up to 3.

Torontonians perceive conditions in the city as worsening on most issues, though housing affordability (+10) and crime & safety (+9) are not deteriorating at such a rapid pace as before.

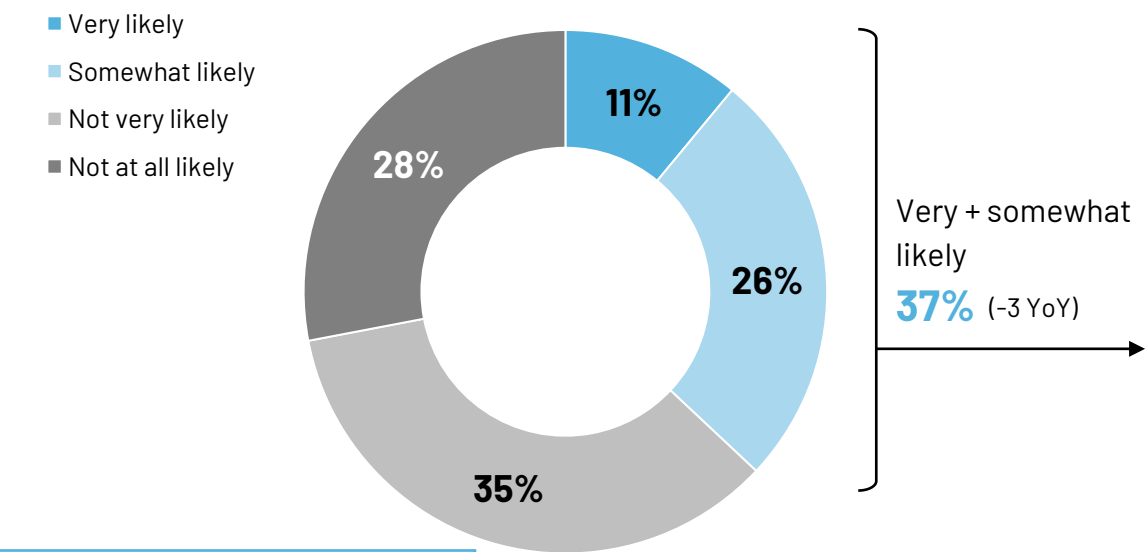


Base: All respondents (n=1006)

Q5. And do you believe that the situation as it relates to each of these issues is getting better, getting worse, or holding steady?

More than one-third (37%, -3) of Torontonians say they are at least somewhat likely to leave the city within the next five years, with affordability remaining the primary driver (65%).

LIKELIHOOD OF MOVING OUT OF TORONTO

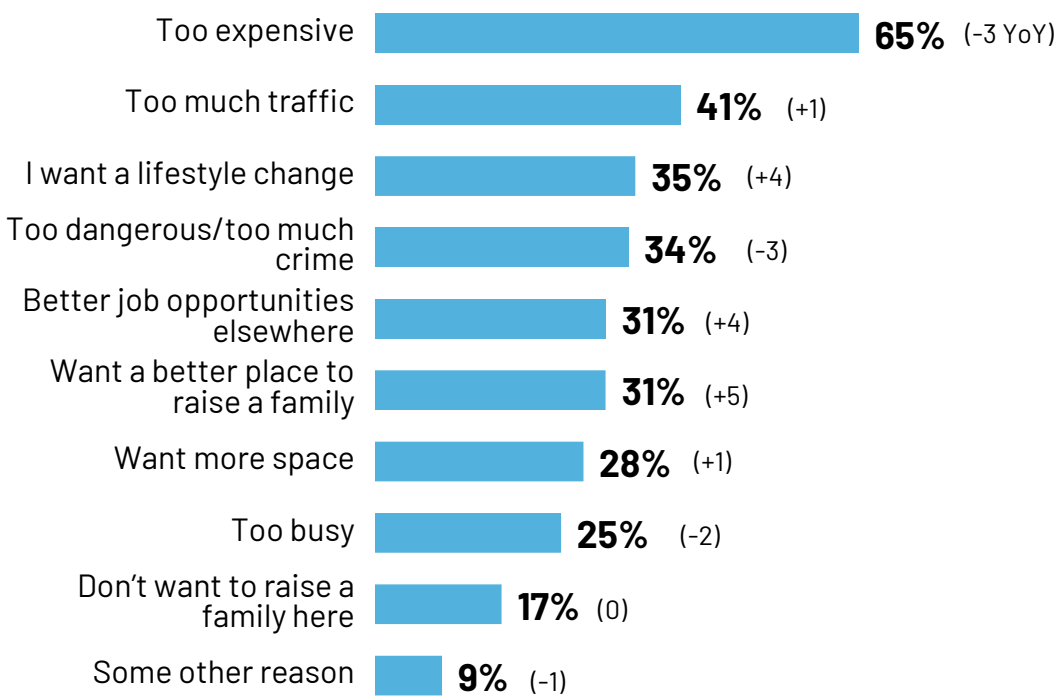


Likely to move out of Toronto higher among:

- Age 18-34 (48%), Age 35-54 (45%)
- Household income of <\$50K (41%) and \$50-\$100K (41%)
- Those who were born outside of Canada (44%)

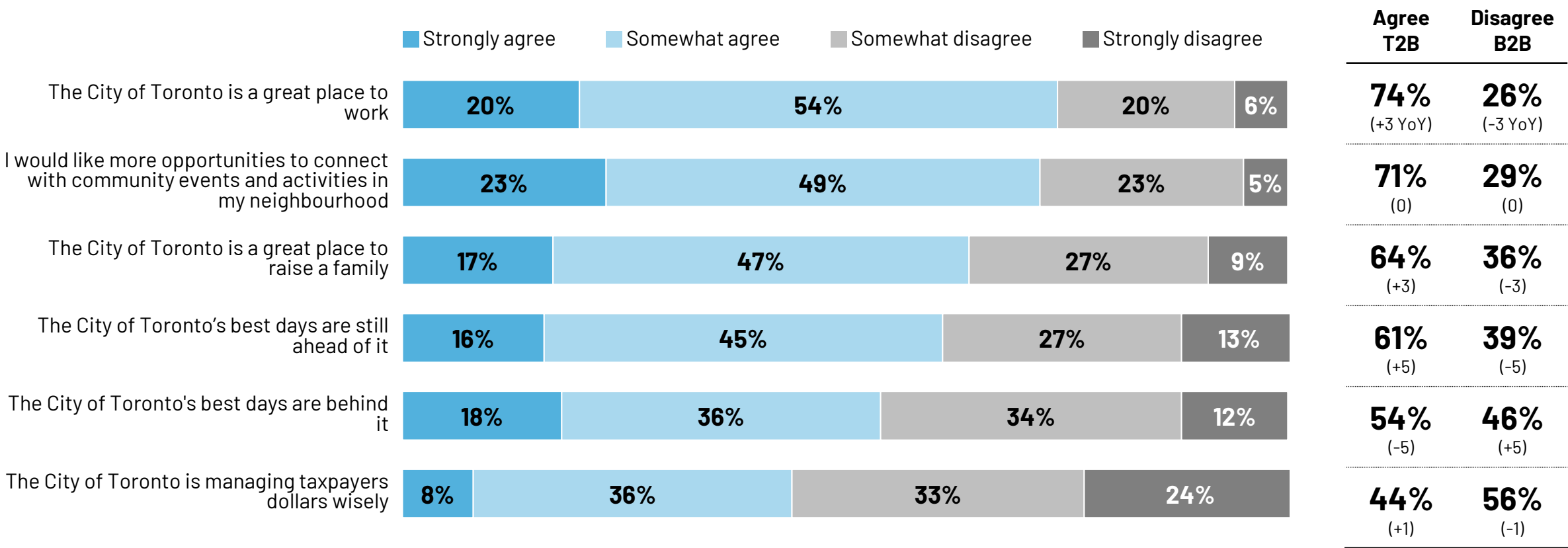
Base: All respondents (n=1006)
Q6. How likely are you to move out of the City of Toronto in the next 5 years?

REASONS FOR CONSIDERING LEAVING TORONTO



Base: Those who are likely to move out of the City of Toronto in the next 5 years (n=369)
Q7. Why are you likely to leave Toronto in the next 5 years? Please choose all that apply

Torontonians remain positive about Toronto as a place to work and raise a family, with a majority now saying the city's best days are still ahead of it. Concerns about the management of tax dollars persist.



Base: All respondents (n=1006)
Q10. To what extent do you agree or disagree with the following:





Most Torontonians continue to feel safe in their neighbourhoods (78%, -4) and across the city (70%), though concerns about safety on the TTC persist (41% unsafe, -1).

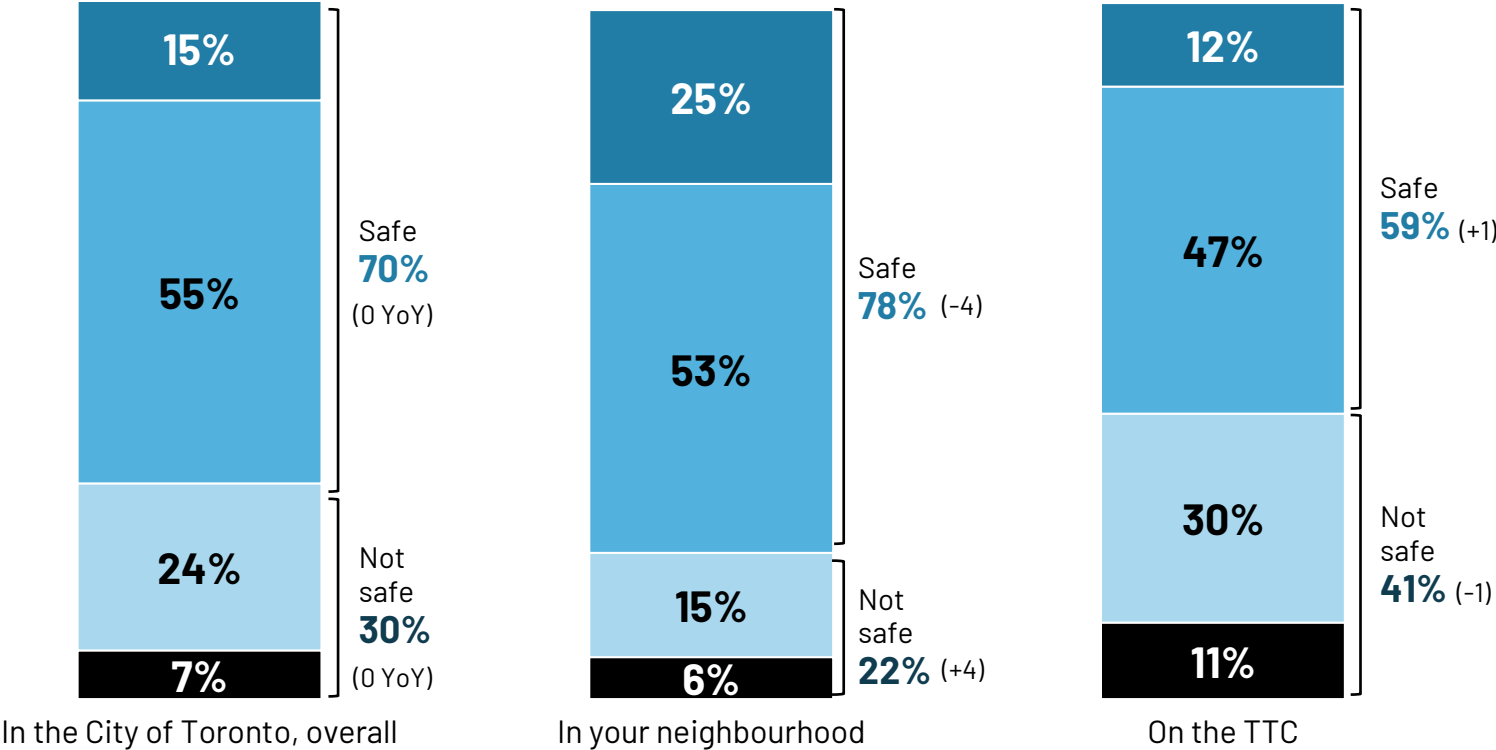
- Very safe
- Fairly safe
- Not very safe
- Not at all safe

Not feeling safe in Toronto overall higher among:

- Etobicoke/York (38%);
- North York (35%)

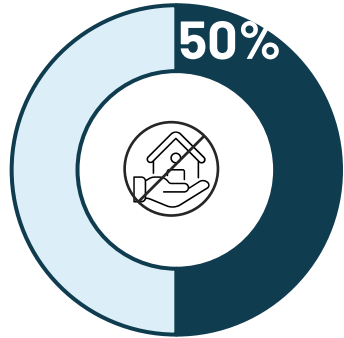
Not feeling safe in your own neighbourhood higher among:

- Age 35-54 (24%)

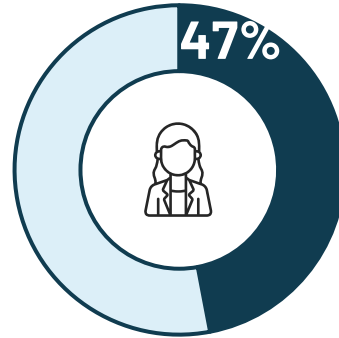


Base: All respondents (n=1006)
 Q12. How do you feel about safety in the following places in Toronto?

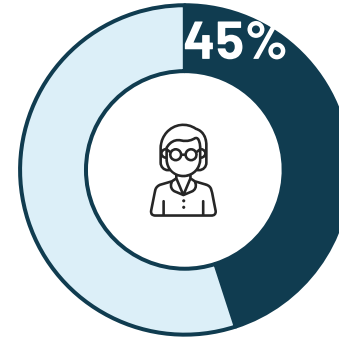
Feeling as though the TTC is not safe is higher among...



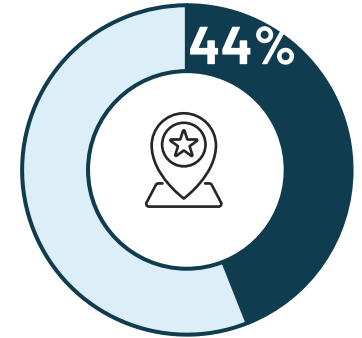
Those likely to move out of
Toronto in 5 years



Age 35-54

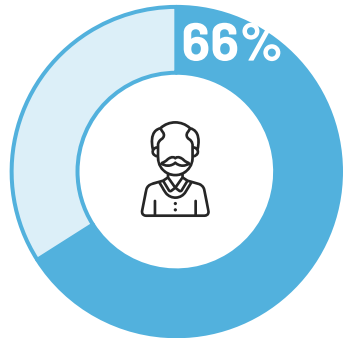


Women

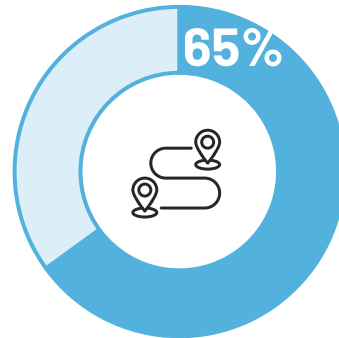


Canadian-Born

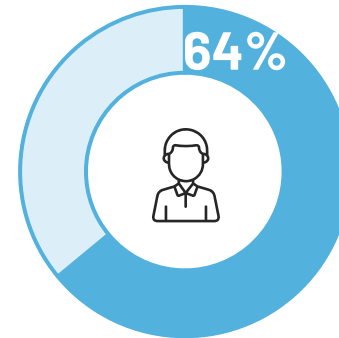
Feeling as though the TTC is safe is higher among...



Age 55+



Foreign-Born



Men



One in three (34%, up 6 points) Torontonians feel unsafe at public events in the City, while 44% feel unsafe at Sankofa Square.

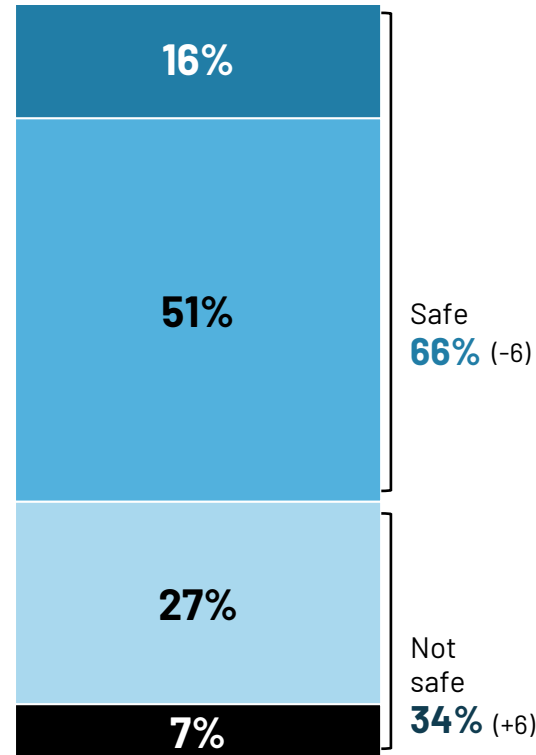
- Very safe
- Fairly safe
- Not very safe
- Not at all safe

Not feeling safe at a public event higher among:

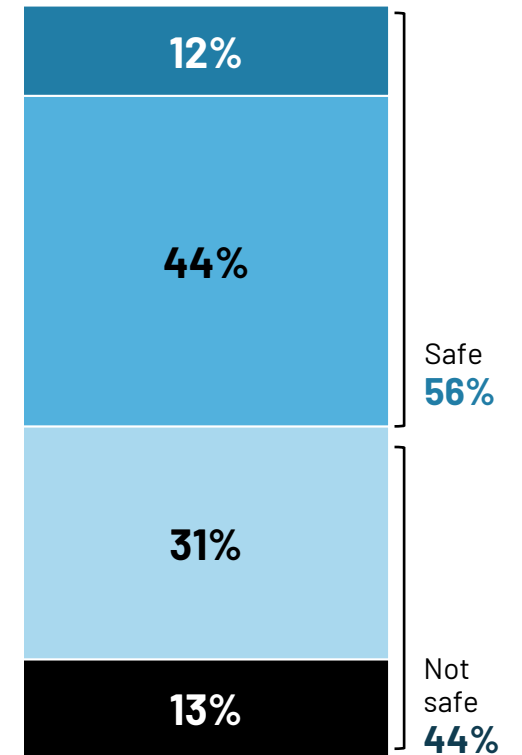
- Age 35-54 (37%)

Not feeling safe at Sankofa Square higher among:

- Women (48%)
- Households with kids (48%)
- Those who were born in Canada (48%)



*At a public event, festival or gathering

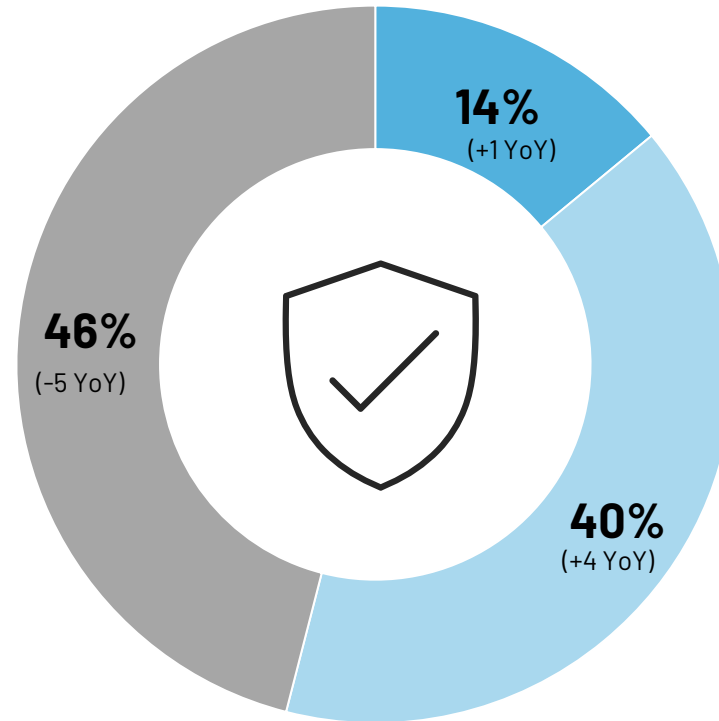


**At Sankofa Square (formerly Yonge and Dundas Square)

Base: All respondents (n=1006)
 Q12. How do you feel about safety in the following places in Toronto?
 *Question wording updated in 2026 to include "festival"
 ** New question added in 2026

Almost half of Torontonians (46%) say the city has become less safe compared to two years ago, though this perception has softened (-5) since last year.

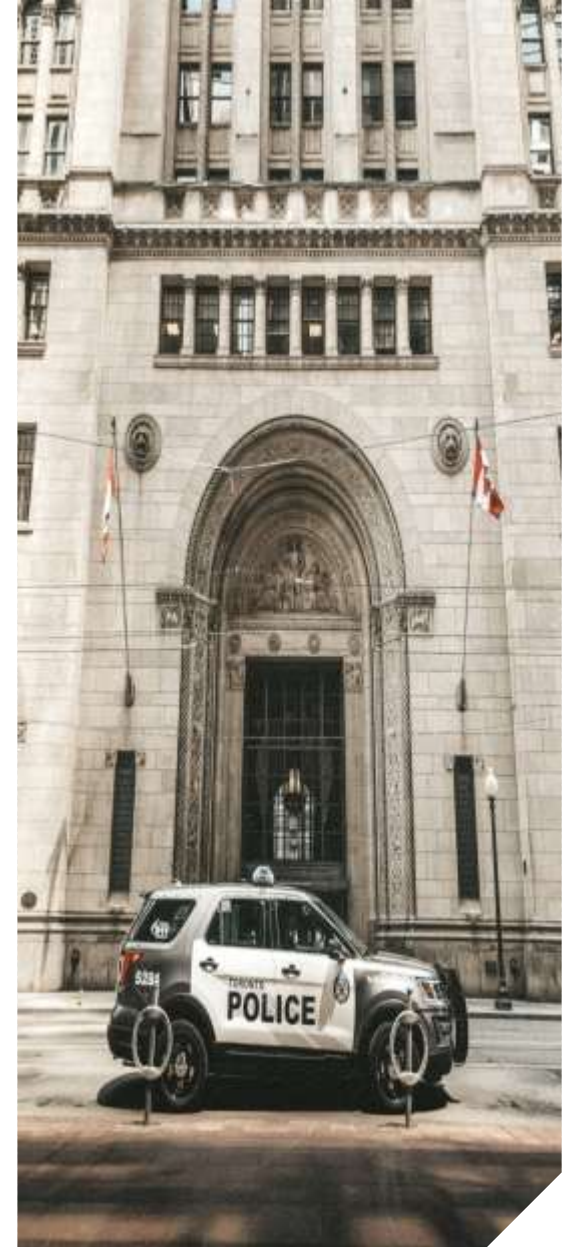
- Safer
- About the same
- Less safe



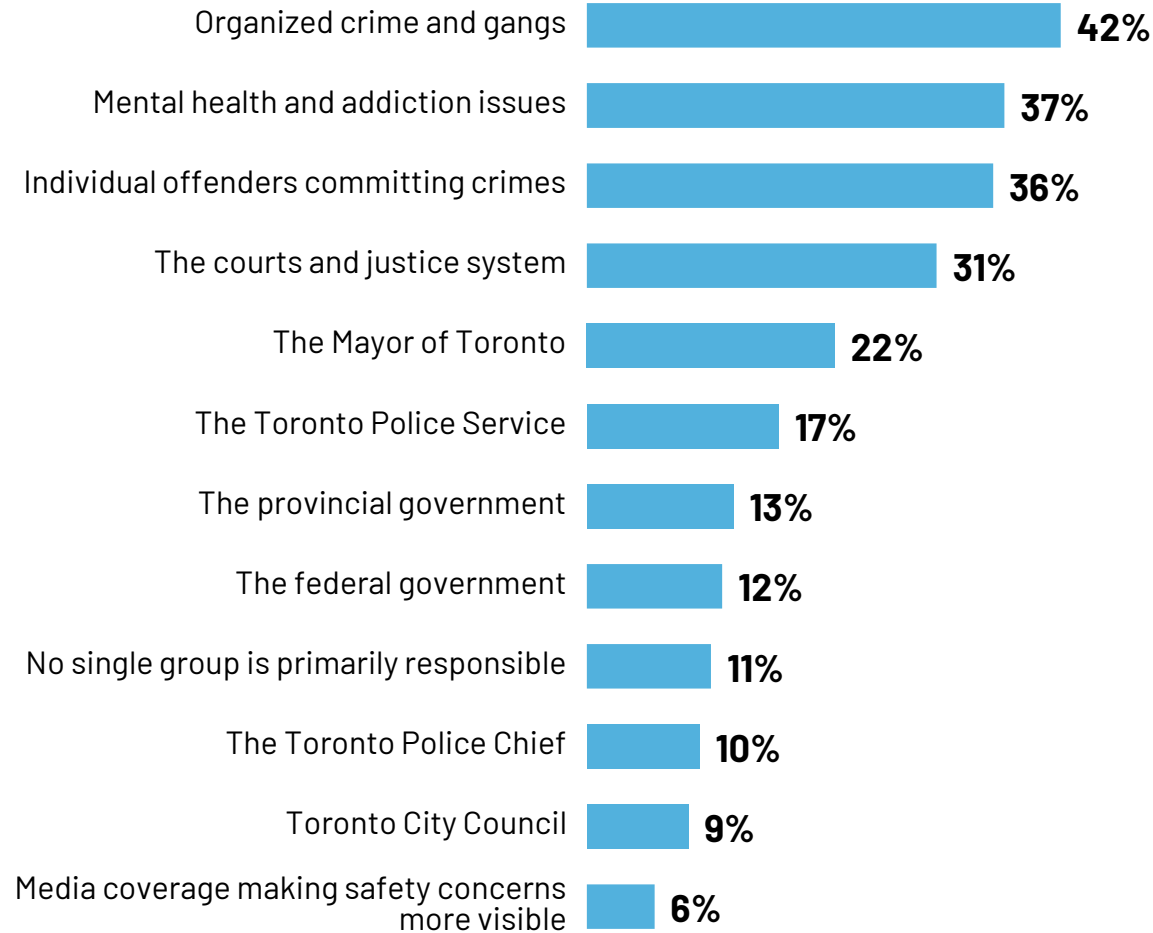
Less safe higher among:

- Women (51%)
- Age 35-54 (51%) and 55+ (49%)
- Households with kids (50%)
- North York (58%)

Base: All respondents (n=1006)
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?



Among those who feel the city is less safe, organized crime and gangs (42%), mental health and addiction issues (37%), and crime offenders (36%) are seen as the primary causes.



Organized crime and gangs to blame for decreasing safety higher among:

- Age 55+ (50%)
- Those optimistic about Toronto's future (47%)

Mental health and addiction issues to blame for decreasing safety higher among:

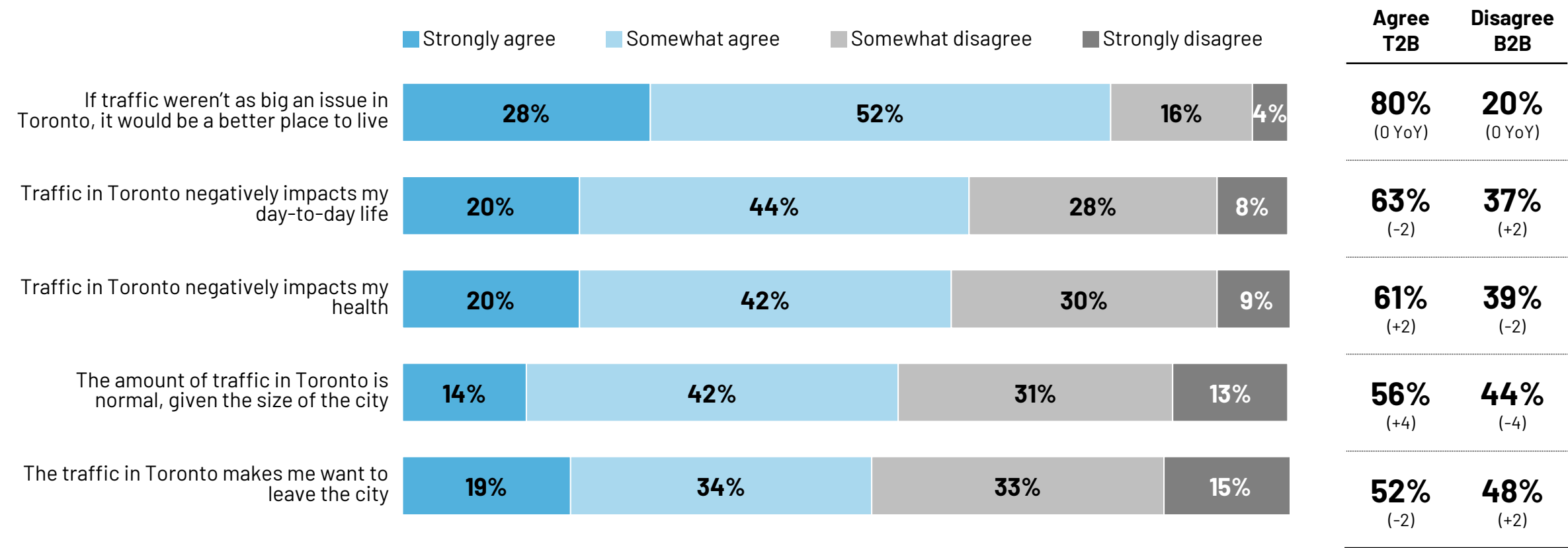
- Women (41%)
- Household income of \$50K-\$100K (41%)
- Non-homeowners (45%)
- Those optimistic about Toronto's future (43%)
- Old Toronto/East York (42%)

Individual crime offenders to blame for decreasing safety higher among:

- Age 55+ (40%)
- Scarborough (42%)

Base: Residents who believe Toronto is becoming less safe (n=469)
Q13New. You've said that the City of Toronto is becoming less safe. Who is most to blame for this?

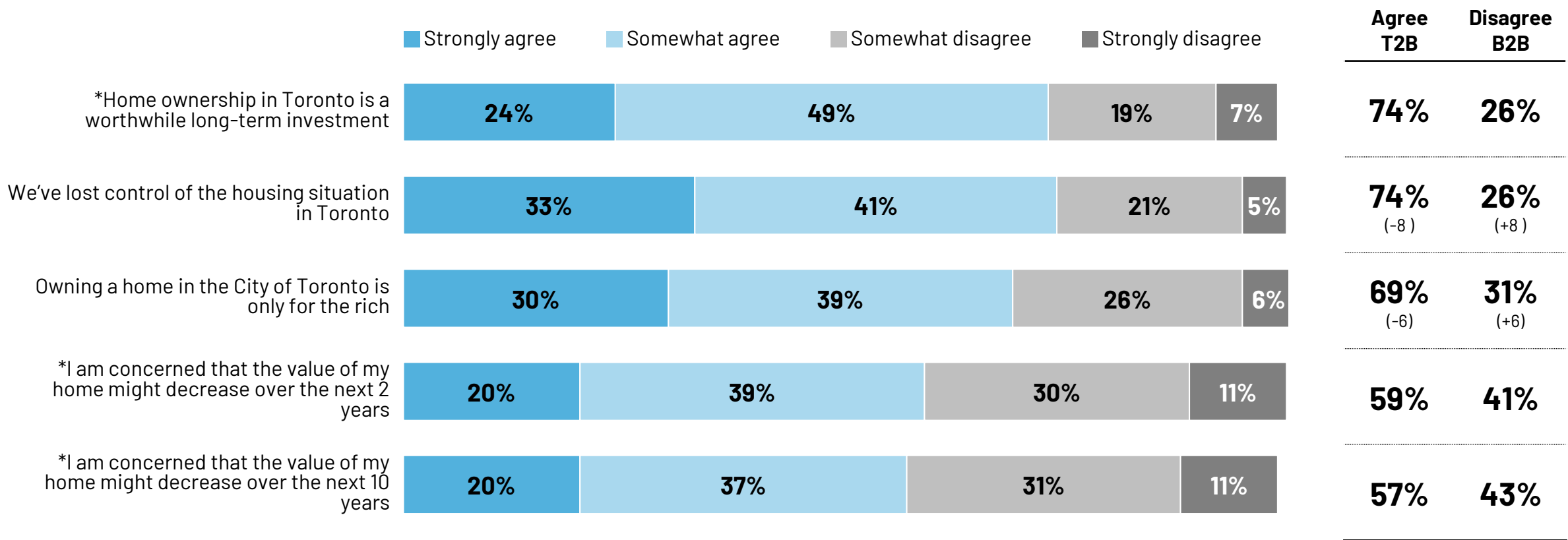
Torontonians are aligned that traffic is a big issue: 80% agree that Toronto would be a better place to live if traffic weren't as severe as it is, 63% say traffic negatively impacts their daily lives, and 61% say it impacts their health.



Base: All respondents (n=1006)
 Q14. To what extent do you agree or disagree with the following:



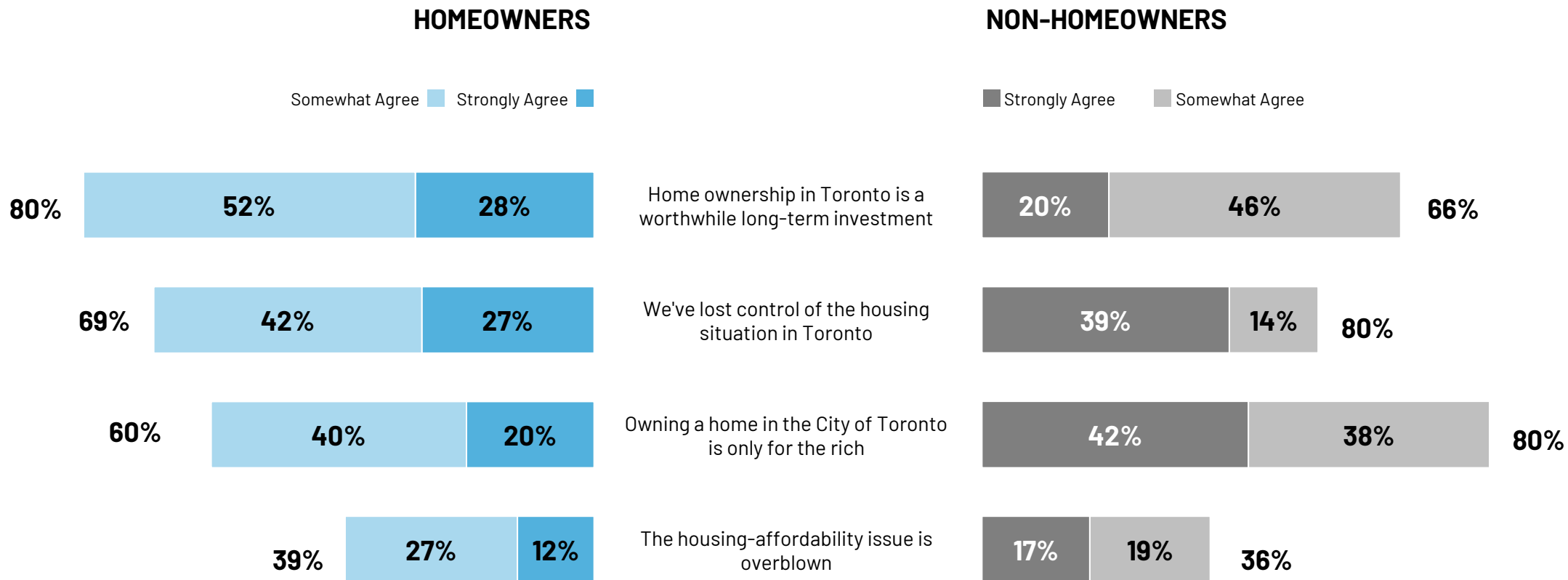
Despite 74% of homeowners seeing homeownership as a worthwhile investment, 74% (-8) say Toronto's housing situation is out of control, and 69% (-6) believe homeownership is only for the rich, although fewer agree now than last year.



Base: All respondents (n=1006)
Q17. To what extent do you agree or disagree with the following statements:
*Only asked to homeowners (n=558)



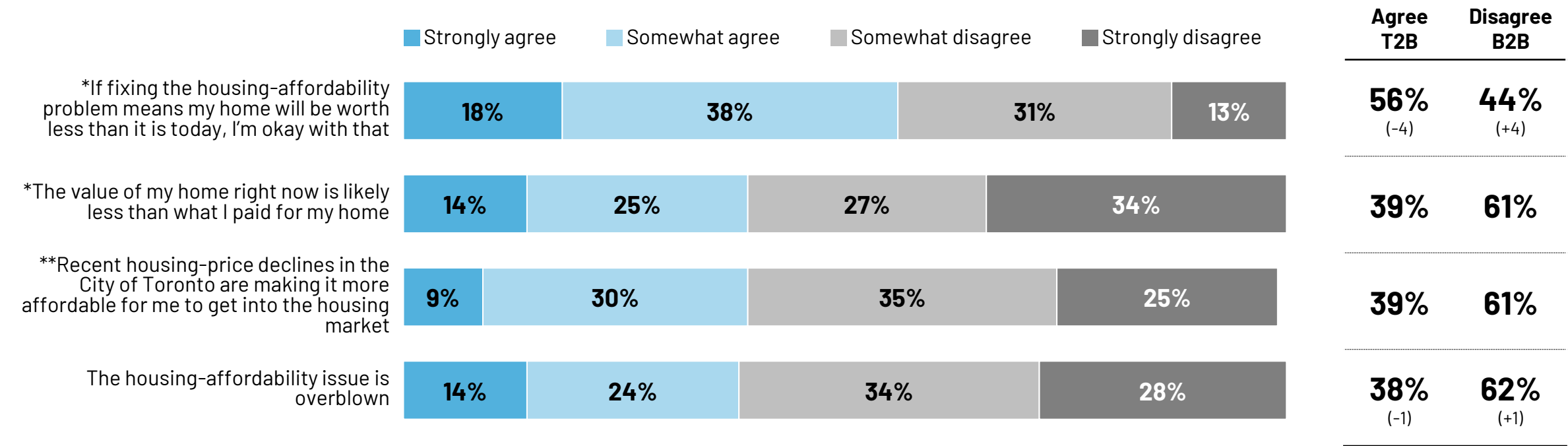
Non-homeowners are more likely than homeowners to say homeownership is only for the rich (80% vs. 60%), while concern about Toronto's housing situation is shared across both segments.



Base: All respondents (n=1006)
Q17. To what extent do you agree or disagree with the following statements:



Most Torontonians reject the notion that housing affordability concerns are overblown (62%). Four in ten (39%) homeowners believe the value of their home is likely less than what they paid for it.

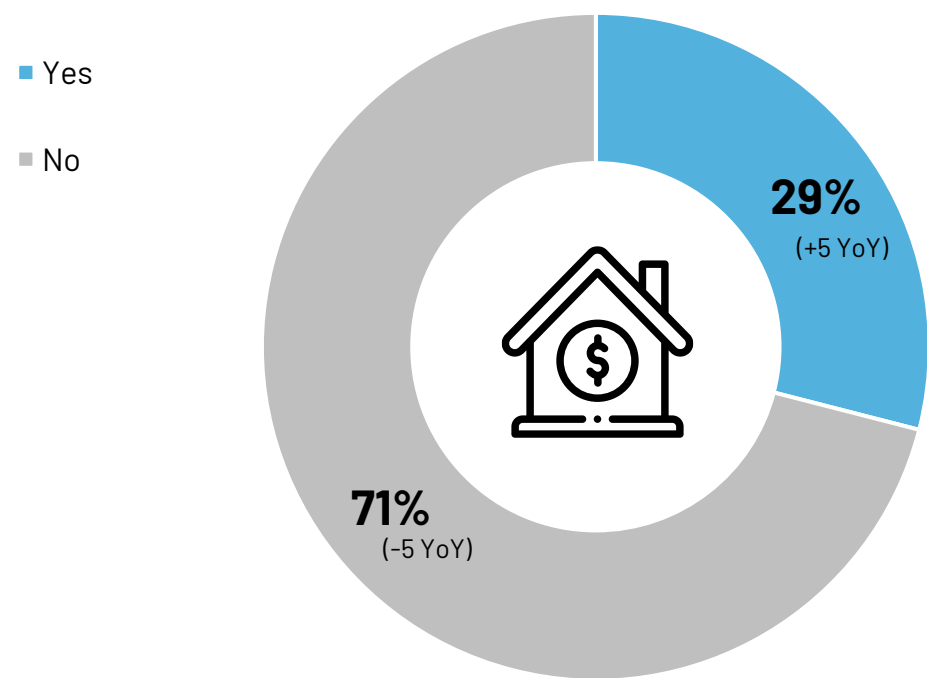


Base: All respondents (n=1006)
 Q17. To what extent do you agree or disagree with the following statements:
 *Only asked to homeowners (n=558)
 ** Only asked to non-homeowners (n = 447)



Overall, of the 44% of Torontonians who do not own a home, most (71%, -5) do not think it is ever possible for them to own a home in the city, particularly older adults and those pessimistic about Toronto’s future.

POSSIBILITY OF BUYING A HOME IN TORONTO



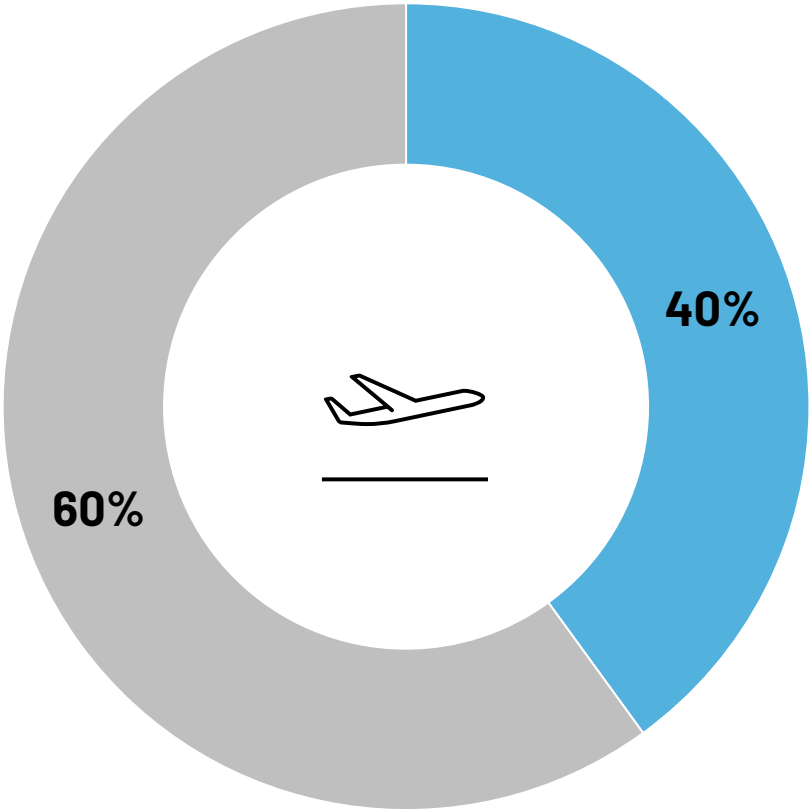
Do not think it is possible to buy a home higher among:

- Age 55+ (87%)
- Household income of <\$50K (75%)
- Those who were born in Canada (79%)
- Those pessimistic about the future of Toronto (84%)

Base: Those who don't own a home or condo in Toronto (n=444)
Q16. Do you think you'll ever be able to own a home in the City of Toronto?

Six in ten Torontonians oppose Billy Bishop airport expansion, with lower support among women and older adults.

- We should expand the airport in the future and allow jets to fly out of the island
- We should not expand the airport in the future and continue to prohibit jets from flying out of the island



Does not want to expand airport higher among:

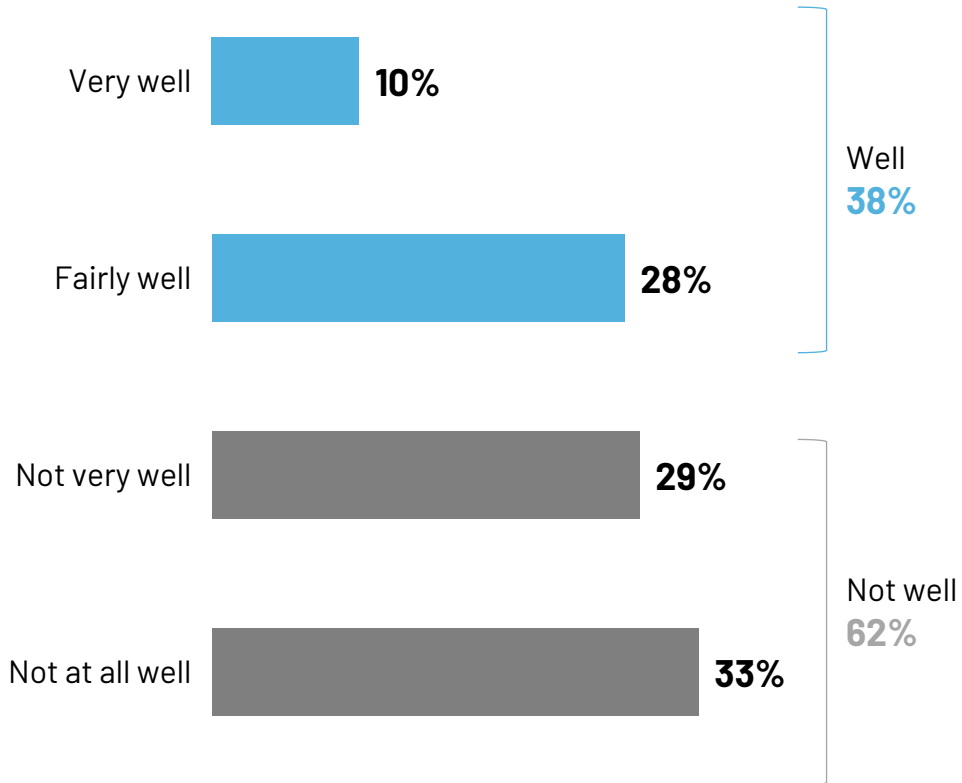
- Age 55+ (71%)
- Women (68%)
- Those who were born in Canada (63%)
- Households with kids (65%)
- Old Toronto/East York (65%)

Base: All respondents (n=1006)
Q20. As you may know, the Federal Government has said that Billy Bishop Toronto City Airport will not be expanded to allow jets to operate at the island airport. The province has said that it is hopeful an expansion could still happen in the future to allow for the use of jets at the island airport. Which position is closer to your point of view?





Most Torontonians (62%) think Sankofa Square’s name-change does not reflect Toronto's spirit, especially older adults.



Those who do not believe the name change reflects Toronto well higher among:

- Age 55+ (77%)
- Household income of \$100K+ (67%)
- Households with kids (66%)

Base: All respondents (n=1006)
Q21. As you may know, in 2025 the City of Toronto renamed Yonge and Dundas Square to Sankofa Square. How well do you think the name reflects the spirit or essence of Toronto?



METHODOLOGY AND SAMPLE

About the Study



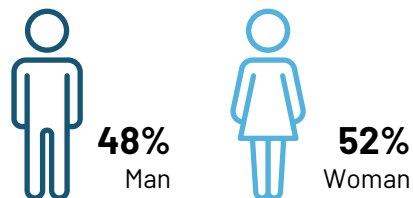
TARGETS & SAMPLING

These are some of the findings of an Ipsos poll conducted between September 4th and 8th, 2026, on behalf of the Toronto Star. For this survey, a sample of 1,006 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 ± 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.

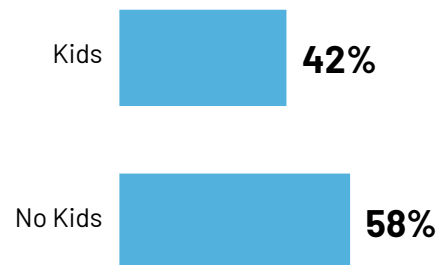
Where appropriate, tracking back to a Fall 2025 Ipsos/Toronto Star study has been included.

Sample Characteristics

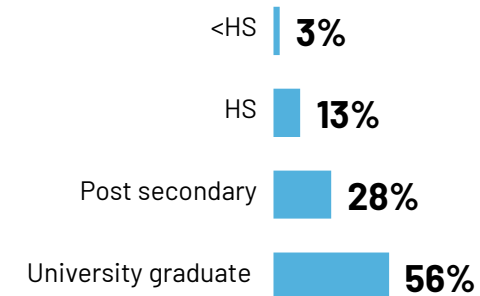
GENDER



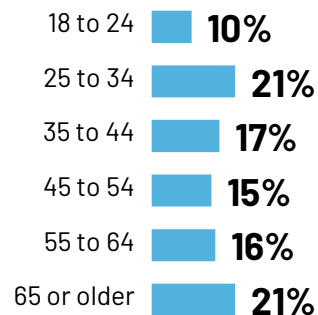
HOUSEHOLD COMPOSITION



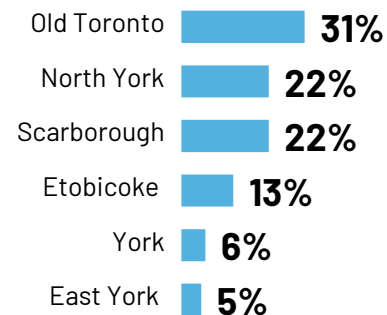
EDUCATION



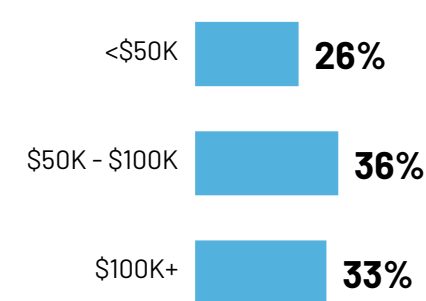
AGE



REGION OF THE CITY

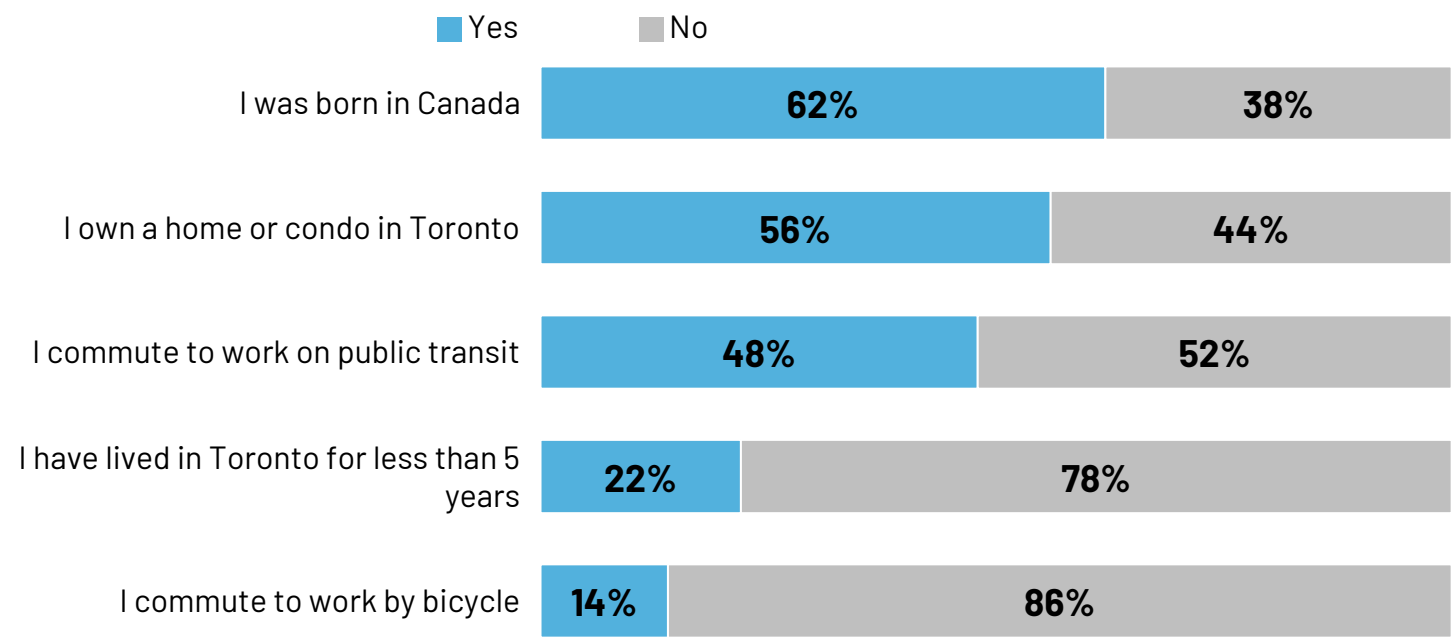


HOUSEHOLD INCOME



Sample Characteristics (cont.)

PERSONAL BACKGROUND AND LIFESTYLE



Owns a home or condo in Toronto higher among:

- Age 55+ (65%)
- Boomers (66%)
- Household income of \$100K+ (74%)
- University graduates (64%)
- Those who were born in Canada (60%)

Base: All respondents (n=1006)
Q15. Please respond yes or no to each of the following questions



THANK YOU



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