



Pollara Strategic Insights: Toronto Mayoral Election Survey

Fielded October 16 to 24, 2026. n=1,505 likely voters, from a survey of 1,596 Toronto residents aged 18+ eligible to vote (998 online panel, 598 live telephone). Commissioned by CUPE Local 416 (Toronto Civic Employees' Union). Likely voters only, weighted by region, gender and age based on historical turnout rates. Column percentages. Figures may not add to 100% due to rounding.

Table 1. Mayoral vote intention, likely voters

If the City of Toronto mayoral election were held today with the following candidates, who would you vote for or lean towards?

	Gender			Age				Region			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+	Downtown	North York	Etobicoke York	Scarborough
Weighted base	1,505	707	794	284	351	445	425	511	349	317	328
Unweighted base	1,505	745	755	94	248	405	758	711	348	249	197
Olivia Chow	48%	43%	53%	52%	53%	44%	46%	61%	37%	41%	47%
Brad Bradford	40%	47%	35%	32%	34%	47%	44%	28%	51%	51%	39%
Someone else	1%	2%	1%	1%	1%	2%	2%	2%	2%	1%	0%
Undecided	10%	8%	11%	15%	12%	7%	8%	9%	11%	6%	14%
Wouldn't vote	0%	0%	0%	-	-	0%	1%	0%	0%	1%	1%

Base: Likely voters. Respondents who had already voted at the advance polls were asked who they voted for.

Table 2. Mayoral vote intention, decided likely voters

If the City of Toronto mayoral election were held today with the following candidates, who would you vote for or lean towards?

	Gender			Age				Region			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+	Downtown	North York	Etobicoke York	Scarborough
Weighted base	1,351	646	702	240	308	414	390	465	311	295	280
Unweighted base	1,371	688	678	79	221	374	697	660	312	231	168
Olivia Chow	54%	47%	60%	62%	60%	48%	50%	67%	41%	44%	55%
Brad Bradford	45%	51%	39%	38%	39%	51%	48%	30%	57%	55%	45%
Someone else	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	0%

Base: Decided likely voters, including those who had already voted at the advance polls. Undecided and would not vote excluded.

Notes

Likely voters are respondents who have already voted at the advance polls or say they are certain or likely to vote. Those who say they might vote or probably will not vote are excluded.

Because the sample includes an online panel, no margin of error applies. A probability sample of 1,505 would carry a margin of error of +/- 2.5 percentage points, 19 times out of 20, and more for subgroups.

Subgroups with an unweighted base under 100 should be read with caution.

Regions are the City of Toronto's four community council areas. Downtown = Toronto and East York (includes East York). Etobicoke York = the former Etobicoke plus the York South-Weston and Humber River-Black Creek wards. North York includes the York Centre and Eglinton-Lawrence wards. Scarborough = the six Scarborough wards.

This research was conducted in compliance with CRIC public opinion research standards.

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