pollara strategic insights

Pollara Strategic Insights: Toronto Mayoral Election Survey

Fielded October 13 to 19, 2026. n=1,099 Toronto residents aged 18+ eligible to vote (695 online panel, 404 live telephone).
Commissioned by CUPE Local 416 (Toronto Civic Employees' Union). Weighted to Census data by gender, age and region.
Column percentages. Figures may not add to 100% due to rounding.

Table 1. Mayoral vote intention

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	Scarborough
Weighted base	1,099	542	549	302	299	290	209	366	287	183	262
Unweighted base	1,099	491	599	87	234	318	460	496	262	169	172
Olivia Chow	44%	38%	49%	52%	41%	39%	42%	55%	37%	35%	41%
Brad Bradford	38%	44%	32%	29%	37%	46%	43%	30%	42%	49%	37%
Someone else	1%	2%	1%	-	2%	2%	1%	1%	1%	1%	1%
Undecided	16%	15%	18%	19%	18%	13%	12%	12%	19%	14%	20%
Wouldn't vote	1%	1%	1%	-	2%	1%	2%	1%	2%	1%	1%

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

Table 2. Mayoral vote intention, decided 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	Scarborough
Weighted base	911	458	444	243	239	250	179	318	229	156	208
Unweighted base	919	419	491	70	188	268	393	431	212	139	137
Olivia Chow	53%	45%	60%	65%	52%	45%	49%	64%	46%	42%	52%
Brad Bradford	46%	52%	39%	35%	46%	53%	50%	35%	53%	57%	47%
Someone else	2%	2%	1%	-	2%	2%	1%	2%	1%	1%	2%

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

Table 3. Concern about Toronto Water being privatized

Brad Bradford's plan is to create a new Toronto Water corporation that he says would remain publicly owned and prohibit private investment. He says this will save people $300/year on their water bills. Some critics say moving Toronto Water into a separate corporation is the first step towards privatizing our drinking water. How concerned are you, if at all, about the possibility of Toronto Water being privatized?

		Gender		Age				Region			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+	Downtown	North York	Etobicoke	Scarborough
Weighted base	753	343	408	227	222	198	105	259	168	146	180
Unweighted base	695	308	384	67	178	223	227	318	143	125	109
Very concerned	38%	35%	41%	40%	35%	41%	37%	41%	34%	33%	42%
Somewhat concerned	23%	22%	25%	24%	27%	18%	24%	23%	24%	18%	27%
Not very concerned	20%	25%	15%	18%	20%	23%	18%	15%	21%	30%	15%
Not at all concerned	10%	14%	7%	8%	8%	14%	14%	12%	9%	10%	9%
Not sure	9%	3%	13%	10%	11%	4%	8%	8%	11%	8%	7%
NET: Concerned	**62%**	**57%**	**66%**	**64%**	**61%**	**59%**	**61%**	**64%**	**58%**	**51%**	**69%**
NET: Not concerned	**30%**	**40%**	**22%**	**25%**	**28%**	**37%**	**31%**	**27%**	**30%**	**41%**	**25%**

Base: Online respondents.

Table 4. Concern about Toronto Water being privatized, by mayoral vote and current federal vote

Brad Bradford's plan is to create a new Toronto Water corporation that he says would remain publicly owned and prohibit private investment. He says this will save people $300/year on their water bills. Some critics say moving Toronto Water into a separate corporation is the first step towards privatizing our drinking water. How concerned are you, if at all, about the possibility of Toronto Water being privatized?

		Mayoral vote			Current federal vote		
	Total	Chow	Bradford	Undecided	Liberal	Conservative	NDP
Weighted base	753	367	238	133	390	206	89
Unweighted base	695	358	205	113	399	125	101
Very concerned	38%	62%	12%	20%	42%	13%	87%
Somewhat concerned	23%	24%	15%	37%	31%	17%	9%
Not very concerned	20%	7%	40%	18%	13%	41%	3%
Not at all concerned	10%	2%	24%	6%	6%	23%	-
Not sure	9%	4%	9%	19%	7%	7%	1%
NET: Concerned	**62%**	**86%**	**27%**	**57%**	**73%**	**30%**	**96%**
NET: Not concerned	**30%**	**10%**	**65%**	**24%**	**19%**	**63%**	**3%**

Base: Online respondents. Mayoral vote includes respondents who had already voted, by how they voted.

Notes

Because the sample includes an online panel, no margin of error applies. A probability sample of 1,099 would carry a margin of error of +/- 3.0 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.

The Toronto Water question was asked of the online sample only.

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

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