



Pollara Strategic Insights: Toronto Mayoral Election Survey

Fielded October 16 to 21, 2026. n=1,094 Toronto residents aged 18+ eligible to vote (697 online panel, 397 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			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	1,094	553	539	280	304	297	213
Unweighted base	1,094	548	543	82	202	311	499
Olivia Chow	47%	42%	52%	45%	52%	43%	46%
Brad Bradford	38%	46%	30%	33%	30%	47%	42%
Someone else	1%	1%	1%	1%	1%	1%	1%
Undecided	13%	10%	15%	18%	15%	8%	9%
Wouldn't vote	2%	1%	2%	3%	2%	1%	2%

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			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	936	490	444	223	253	270	190
Unweighted base	961	488	470	64	167	277	453
Olivia Chow	55%	47%	63%	57%	63%	47%	51%
Brad Bradford	44%	52%	37%	42%	37%	52%	47%
Someone else	1%	1%	1%	1%	1%	1%	1%

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

Table 3. Emotion towards Olivia Chow

What emotion best describes how you feel about each of the following people? – Olivia Chow

	Gender			Age			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	796	405	390	232	248	209	107
Unweighted base	697	366	328	69	165	222	241
Excited	13%	8%	18%	11%	18%	12%	10%
Comfortable	35%	36%	33%	35%	32%	34%	40%
Frustrated	24%	25%	22%	25%	25%	23%	19%
Angry	19%	23%	16%	15%	13%	28%	26%
None of these feelings	8%	7%	10%	11%	10%	4%	6%
Not familiar with this person	1%	1%	1%	2%	1%	-	0%
NET: Positive (excited or comfortable)	48%	45%	51%	47%	50%	45%	49%
NET: Negative (frustrated or angry)	43%	48%	38%	41%	39%	51%	44%
Net emotion (positive minus negative, points)	+5	-3	+13	+6	+11	-5	+5

Base: Online respondents.

Table 4. Emotion towards Brad Bradford

What emotion best describes how you feel about each of the following people? – Brad Bradford

	Gender			Age			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	796	405	390	232	248	209	107
Unweighted base	697	366	328	69	165	222	241
Excited	12%	14%	10%	7%	9%	20%	15%
Comfortable	24%	31%	16%	28%	21%	21%	27%
Frustrated	21%	21%	20%	28%	16%	21%	13%
Angry	22%	21%	24%	18%	29%	20%	21%
None of these feelings	14%	10%	17%	11%	16%	14%	15%
Not familiar with this person	7%	2%	13%	7%	9%	4%	10%
NET: Positive (excited or comfortable)	36%	46%	26%	35%	30%	41%	42%
NET: Negative (frustrated or angry)	43%	42%	44%	46%	45%	41%	34%
Net emotion (positive minus negative, points)	-7	+4	-18	-11	-15	0	+8

Base: Online respondents.

Table 5. Which candidate best describes: Can work with Doug Ford and Mark Carney to get results for Toronto

Do each of the following words or sentences best describe Olivia Chow or Brad Bradford? – Can work with Doug Ford and Mark Carney to get results for Toronto

	Gender			Age			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	796	405	390	232	248	209	107
Unweighted base	697	366	328	69	165	222	241
Olivia Chow	44%	41%	47%	38%	47%	46%	49%
Brad Bradford	26%	35%	16%	17%	22%	36%	34%
Someone else	1%	1%	1%	1%	1%	0%	2%
None of them	12%	10%	14%	25%	10%	4%	4%
Not sure	17%	13%	22%	20%	20%	14%	11%

Base: Online respondents.

Table 6. Which candidate best describes: Has the right approach on affordability

Do each of the following words or sentences best describe Olivia Chow or Brad Bradford? – Has the right approach on affordability

	Gender			Age			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	796	405	390	232	248	209	107
Unweighted base	697	366	328	69	165	222	241
Olivia Chow	39%	36%	43%	39%	41%	39%	39%
Brad Bradford	28%	35%	21%	26%	25%	32%	32%
Someone else	3%	5%	1%	1%	5%	3%	2%
None of them	15%	16%	15%	19%	15%	13%	12%
Not sure	15%	9%	20%	16%	14%	14%	14%

Base: Online respondents.

Table 7. Which candidate best describes: Has the right approach on safety

Do each of the following words or sentences best describe Olivia Chow or Brad Bradford? – Has the right approach on safety

	Gender			Age			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	796	405	390	232	248	209	107
Unweighted base	697	366	328	69	165	222	241
Olivia Chow	38%	35%	41%	36%	41%	35%	41%
Brad Bradford	31%	39%	22%	24%	28%	40%	35%
Someone else	1%	1%	2%	1%	2%	2%	1%
None of them	11%	12%	10%	18%	10%	9%	5%
Not sure	19%	12%	26%	21%	20%	15%	17%

Base: Online respondents.

Table 8. Which candidate best describes: Has the right approach on taxes

Do each of the following words or sentences best describe Olivia Chow or Brad Bradford? – Has the right approach on taxes

	Gender			Age			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	796	405	390	232	248	209	107
Unweighted base	697	366	328	69	165	222	241
Olivia Chow	37%	34%	41%	36%	37%	37%	41%
Brad Bradford	30%	39%	20%	20%	27%	40%	35%
Someone else	1%	2%	1%	1%	3%	0%	0%
None of them	14%	15%	13%	17%	13%	14%	10%
Not sure	18%	10%	25%	26%	20%	9%	13%

Base: Online respondents.

Table 9. Which candidate best describes: Will bring about the change we need

Do each of the following words or sentences best describe Olivia Chow or Brad Bradford? – Will bring about the change we need

	Gender			Age			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	796	405	390	232	248	209	107
Unweighted base	697	366	328	69	165	222	241
Olivia Chow	32%	27%	36%	29%	36%	31%	31%
Brad Bradford	31%	38%	24%	26%	25%	40%	38%
Someone else	3%	4%	2%	2%	6%	1%	2%
None of them	16%	17%	14%	24%	14%	13%	9%
Not sure	18%	13%	23%	19%	19%	15%	20%

Base: Online respondents.

Table 10. Which candidate best describes: Has the right approach on jobs and the economy

Do each of the following words or sentences best describe Olivia Chow or Brad Bradford? – Has the right approach on jobs and the economy

	Gender			Age			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	796	405	390	232	248	209	107
Unweighted base	697	366	328	69	165	222	241
Olivia Chow	29%	24%	35%	29%	28%	29%	36%
Brad Bradford	30%	37%	22%	24%	27%	37%	34%
Someone else	3%	4%	2%	3%	4%	1%	1%
None of them	15%	17%	11%	16%	16%	13%	9%
Not sure	24%	17%	31%	29%	25%	19%	20%

Base: Online respondents.

Table 11. Concern about Toronto Water being privatized

Bradford says the new Toronto Water corporation would remain publicly owned and private investment would be prohibited. Some critics nevertheless say moving Toronto

	Gender			Age			
	Total	Men	Women	18 to 34	35 to 49	50 to 64	65+
Weighted base	796	405	390	232	248	209	107
Unweighted base	697	366	328	69	165	222	241
Very concerned	39%	37%	42%	34%	44%	42%	35%
Somewhat concerned	23%	23%	24%	31%	19%	18%	27%
Not very concerned	16%	21%	12%	17%	14%	19%	13%
Not at all concerned	12%	14%	10%	9%	10%	16%	17%
Not sure	9%	5%	13%	8%	12%	5%	8%
NET: Concerned	63%	60%	65%	65%	63%	60%	61%
NET: Not concerned	29%	35%	22%	26%	24%	35%	30%

Base: Online respondents.

Table 12. Concern about Toronto Water being privatized, by mayoral vote

Bradford says the new Toronto Water corporation would remain publicly owned and private investment would be prohibited. Some critics nevertheless say moving Toronto

	Mayoral vote			
	Total	Chow	Bradford	Undecided
Weighted base	796	406	268	104
Unweighted base	697	399	209	74
Very concerned	39%	62%	11%	27%
Somewhat concerned	23%	27%	15%	35%
Not very concerned	16%	6%	33%	15%
Not at all concerned	12%	2%	32%	3%
Not sure	9%	4%	9%	21%
NET: Concerned	63%	89%	26%	62%
NET: Not concerned	29%	8%	65%	18%

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 1,094 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.

Tables 1 to 10 (Toronto Water, emotion and candidate attributes) were asked of the online sample only.

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

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