



TORONTO

Toronto Survey for the **National Ethnic Press and Media Council of Canada**

Field Dates: July 7-8, 2024

Release Date: July 11, 2024



Liaison surveyed a random sample of 858 Torontonians through Interactive Voice Recording (IVR) from July 7-8, 2024.

Responses were weighted using demographic and geographic information to targets based on the 2021 Census.

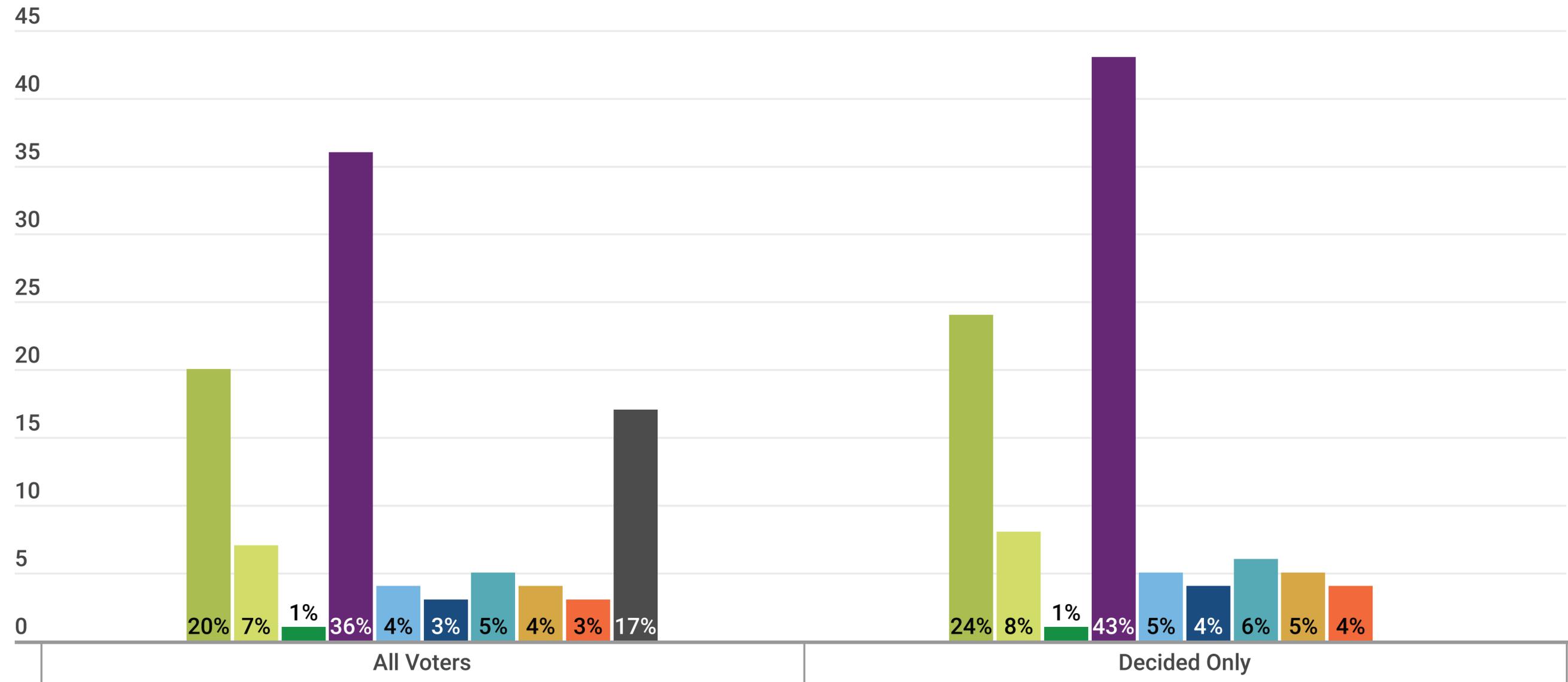
The margin of error for survey results is ± 3.35 percentage points, 19 times out of 20 for the total.

Results may not add up to 100 due to rounding.



City of Toronto - Toronto Election

Q: If an election were held today, for whom would you cast your vote for mayor?

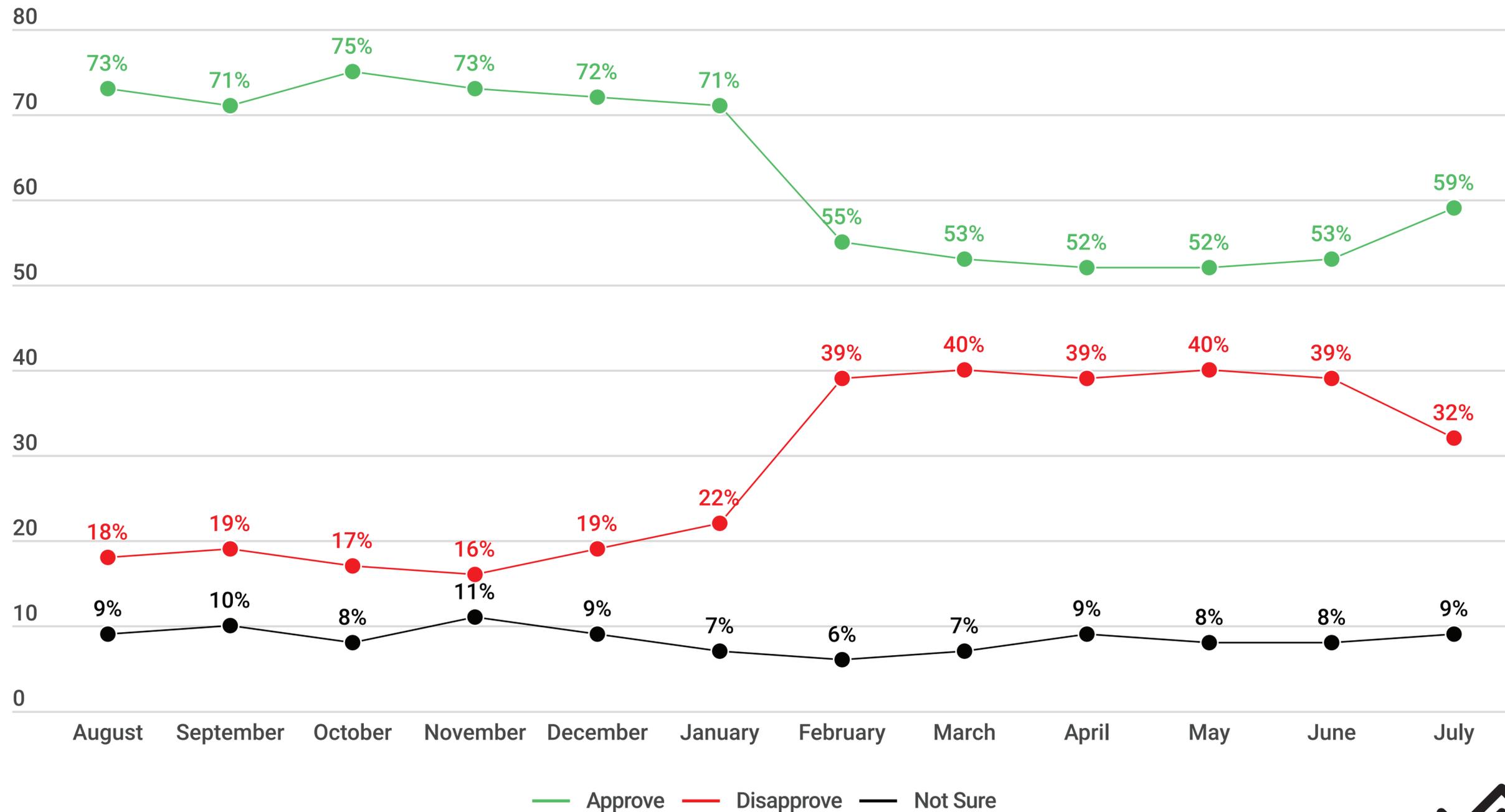


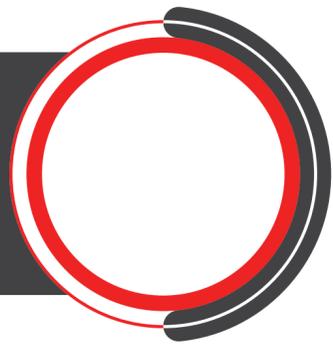
- Ana Bailao
- Brad Bradford
- Chloe Brown
- Olivia Chow
- Anthony Furey
- Mitzie Hunter
- Josh Matlow
- Mark Saunders
- Someone Else
- Undecided



City of Toronto - Mayoral Approval

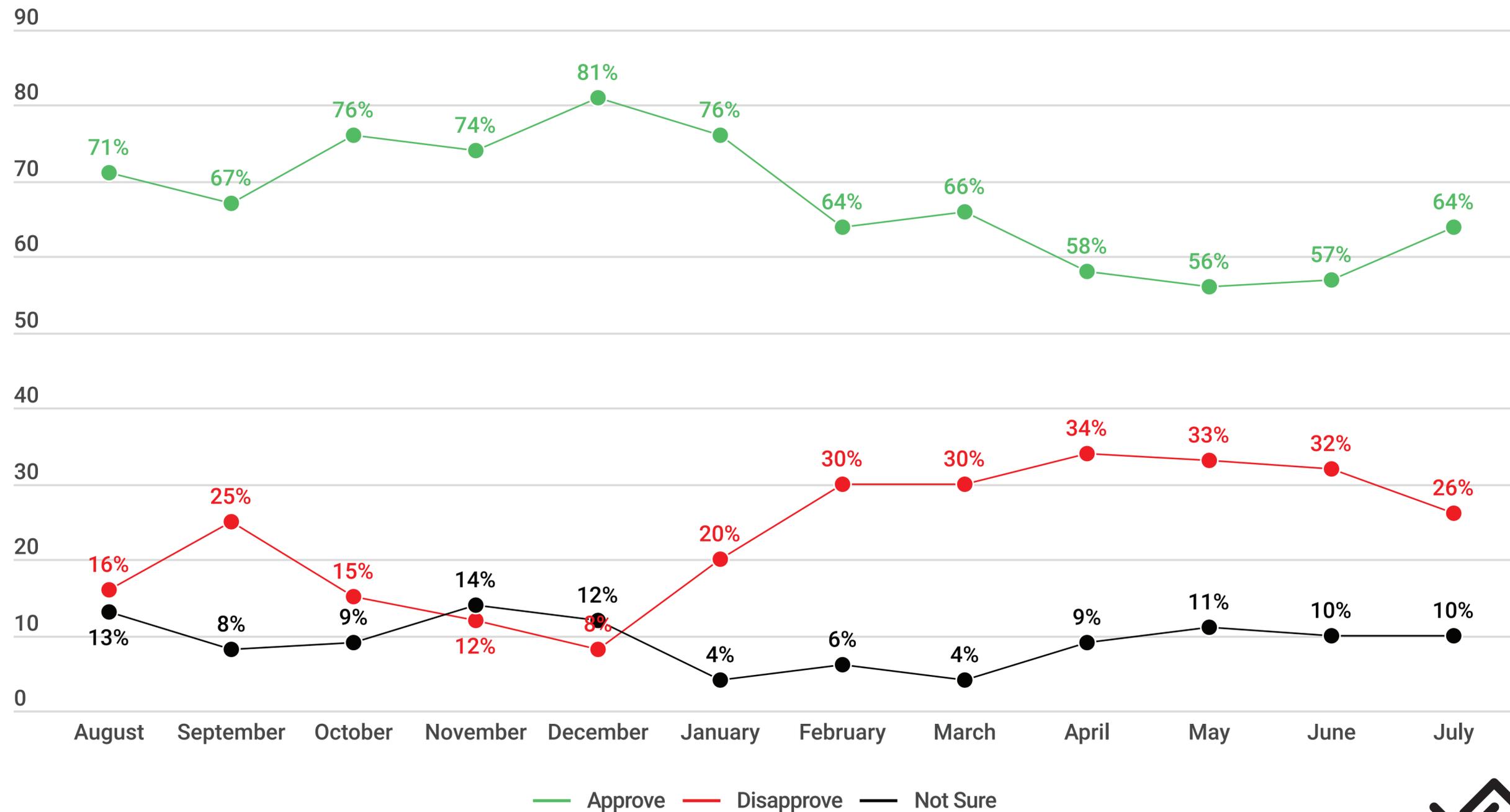
Q: Do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?





City of Toronto - Mayoral Approval - Downtown Only

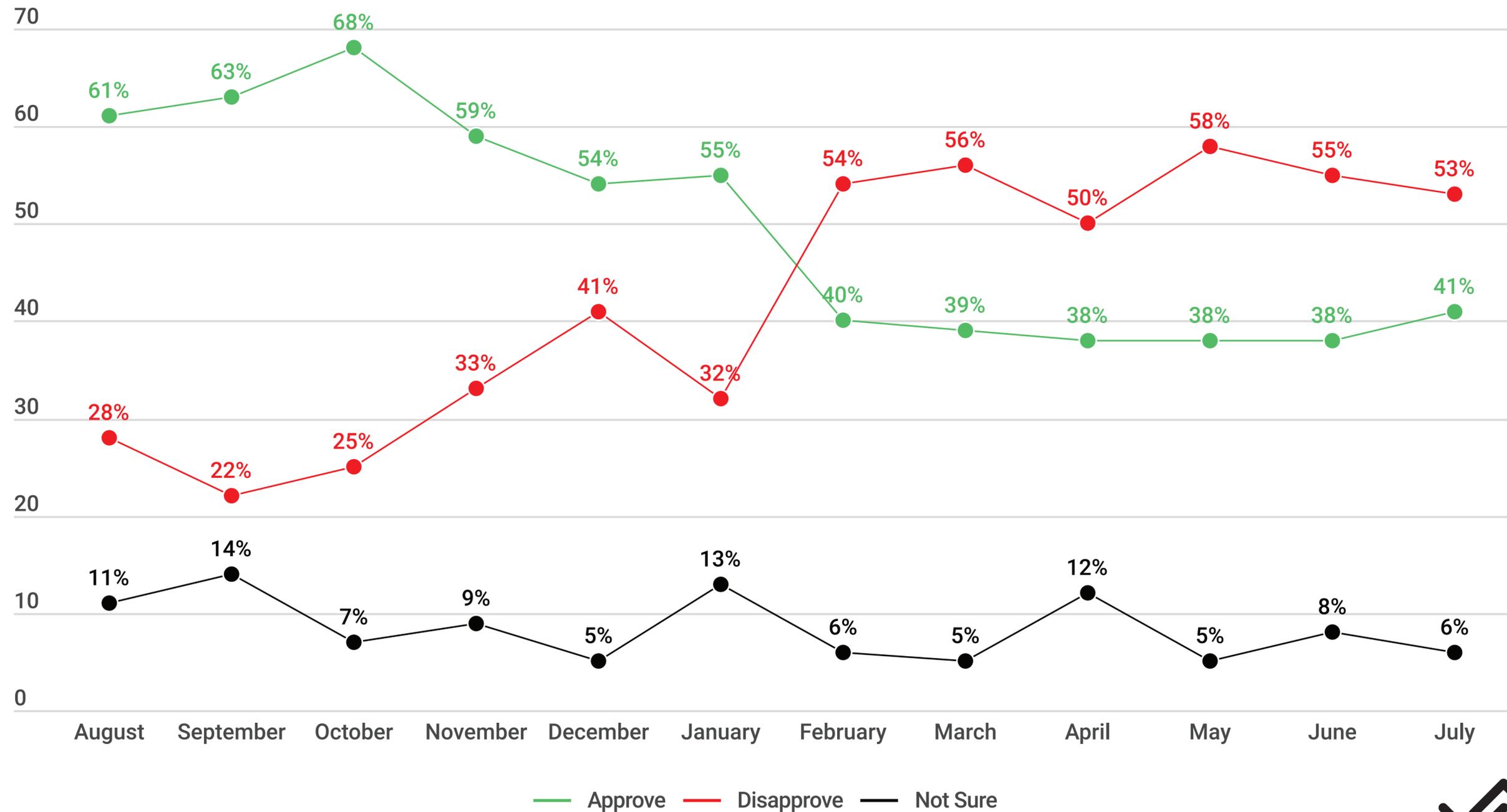
Q: Do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?





City of Toronto - Mayoral Approval - Etobicoke Only

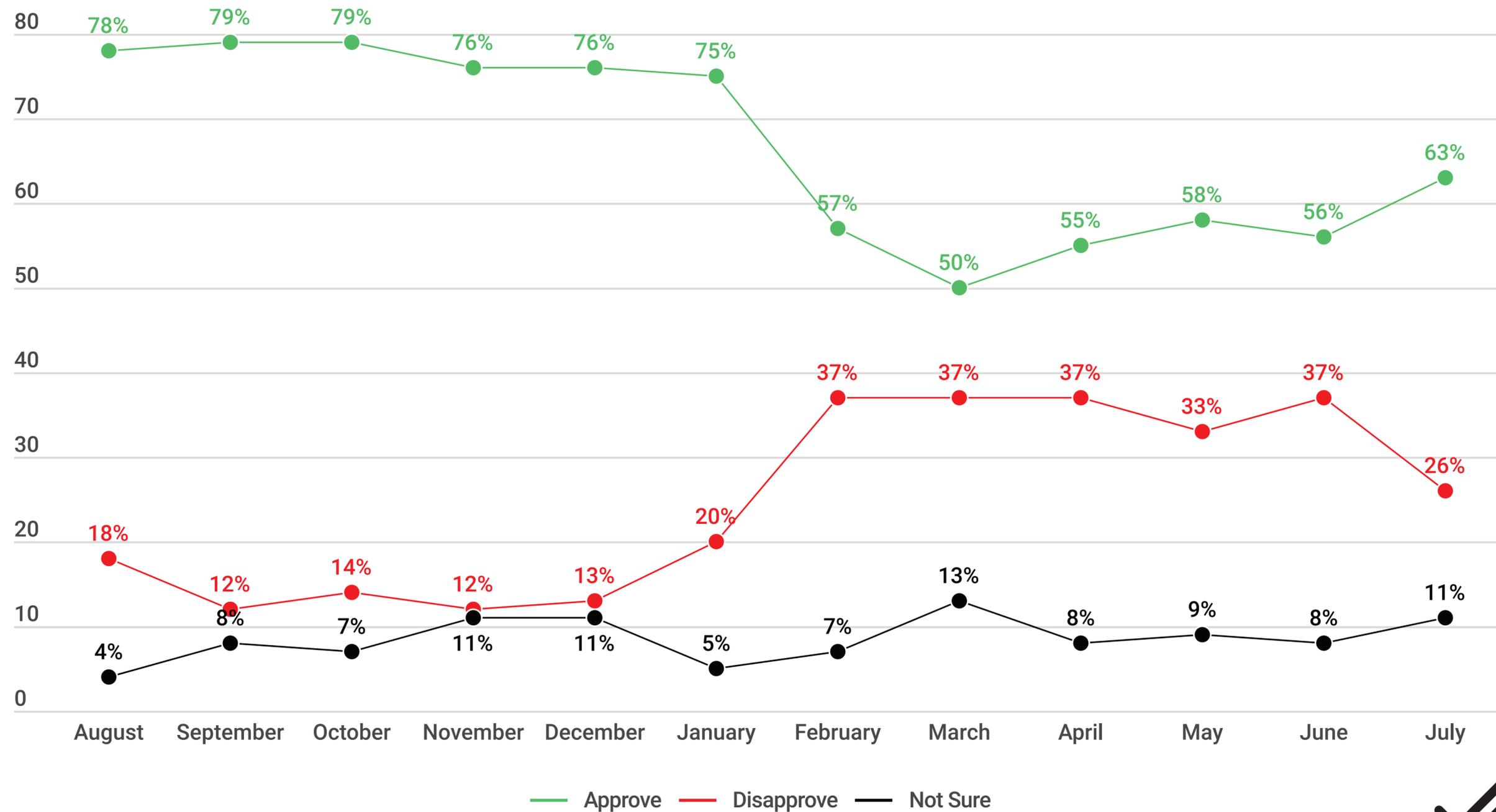
Q: Do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?





City of Toronto - Mayoral Approval - North York Only

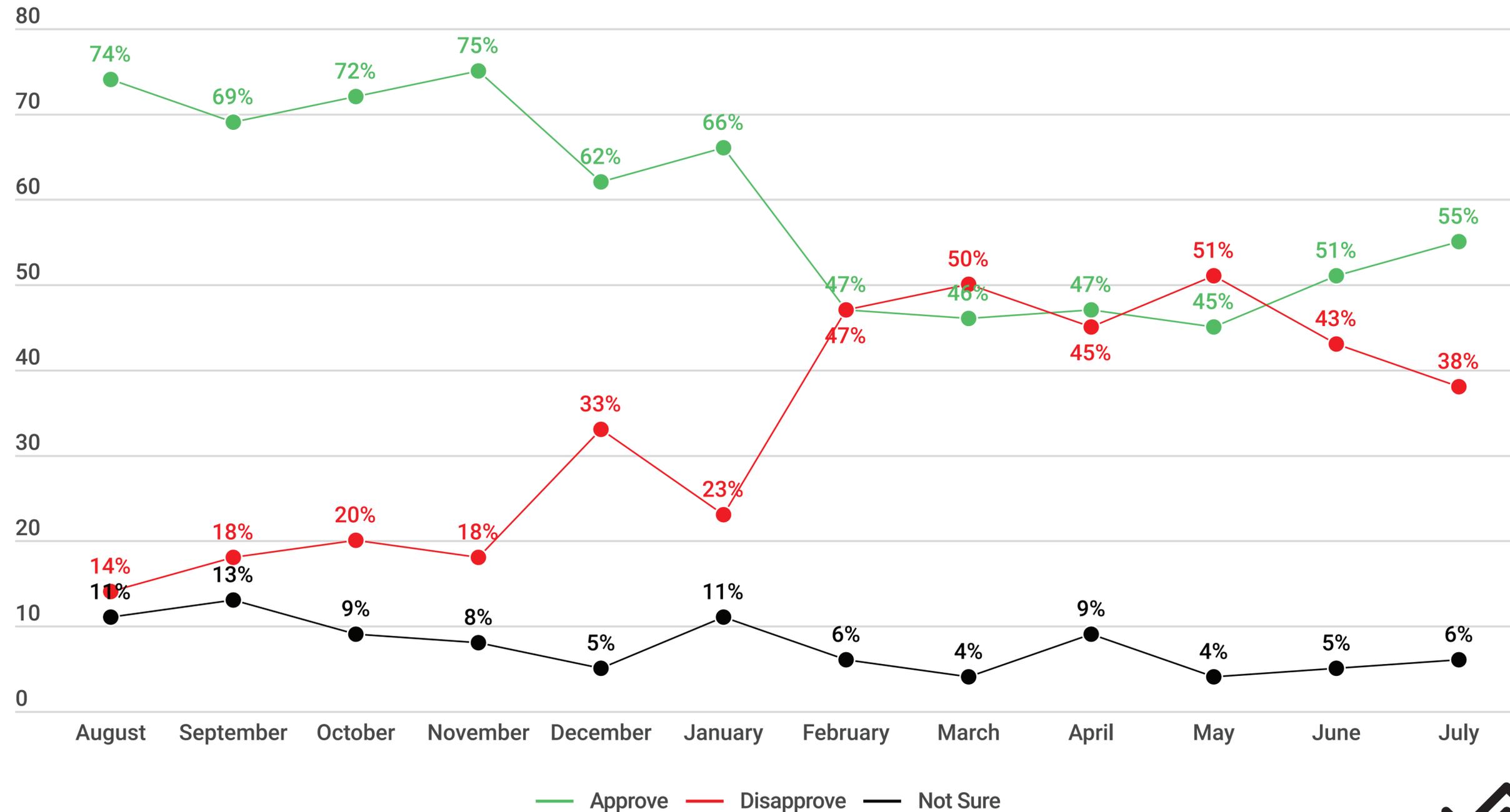
Q: Do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?





City of Toronto - Mayoral Approval - Scarborough Only

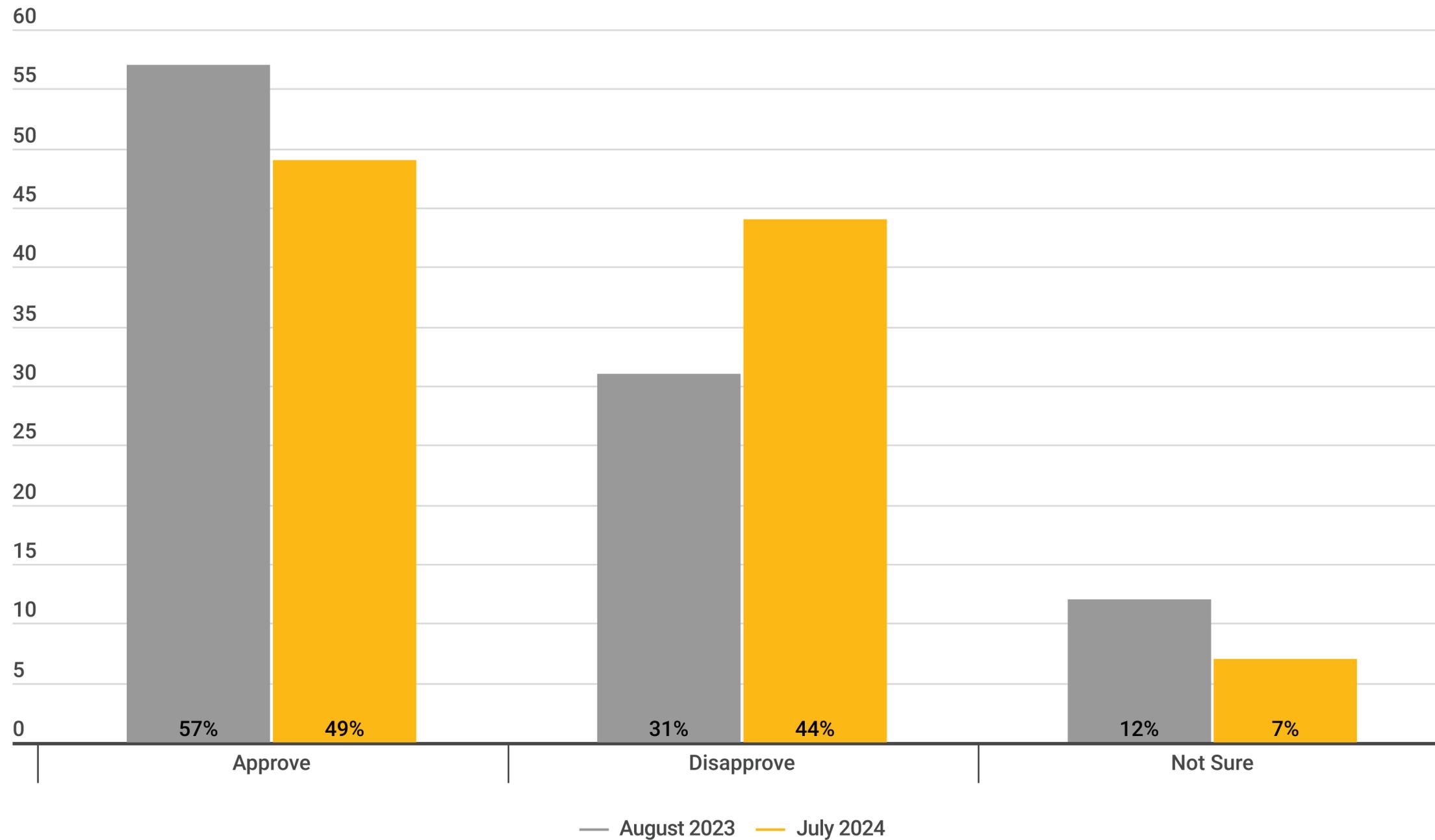
Q: Do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?

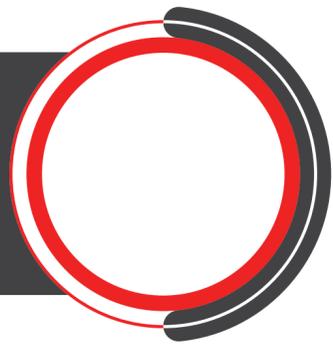




City of Toronto - City Council Approval

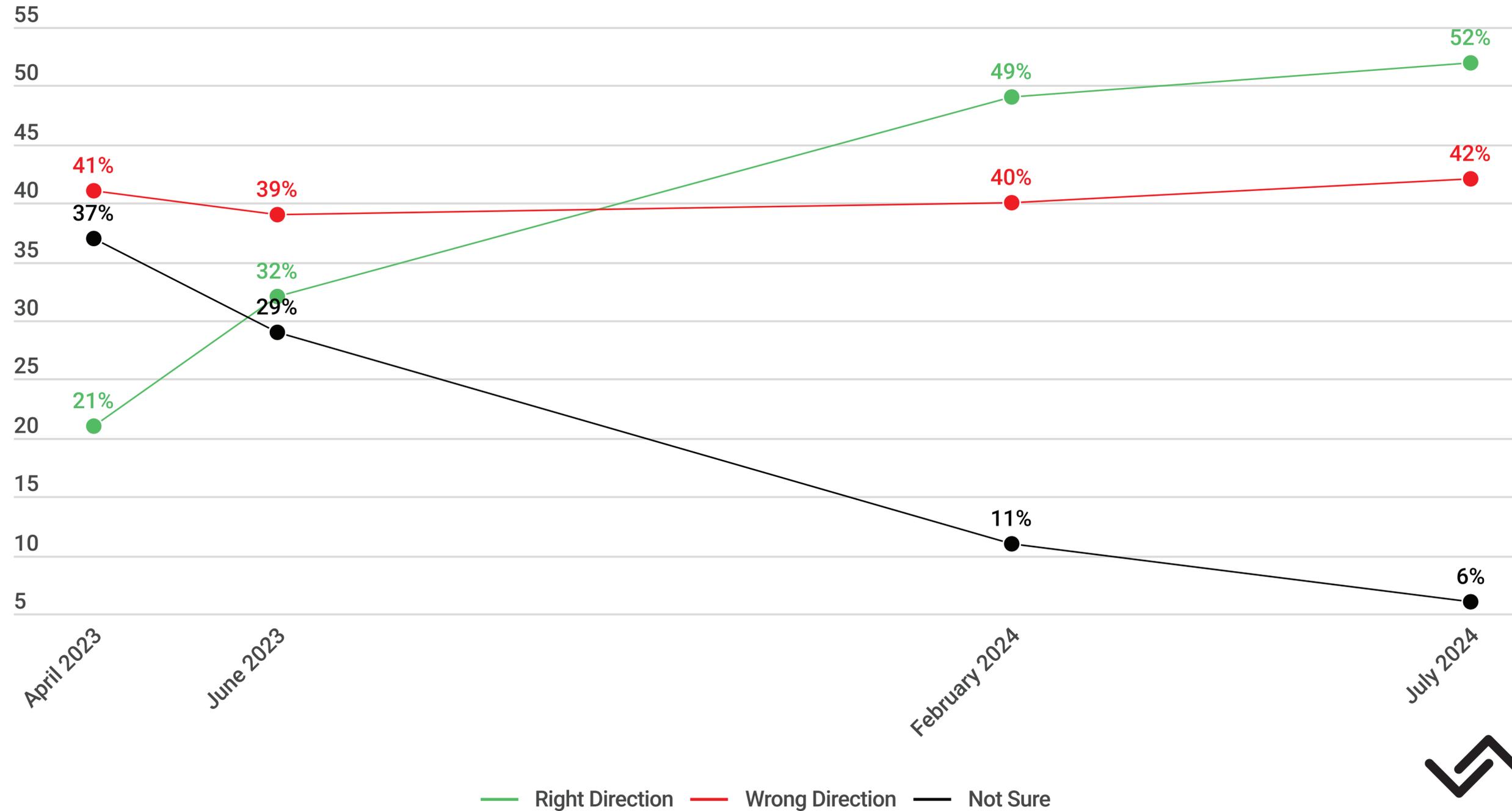
Q: Do you approve or disapprove of the job City Council is doing?

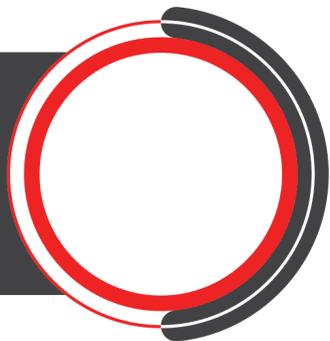




City of Toronto - Direction of the City

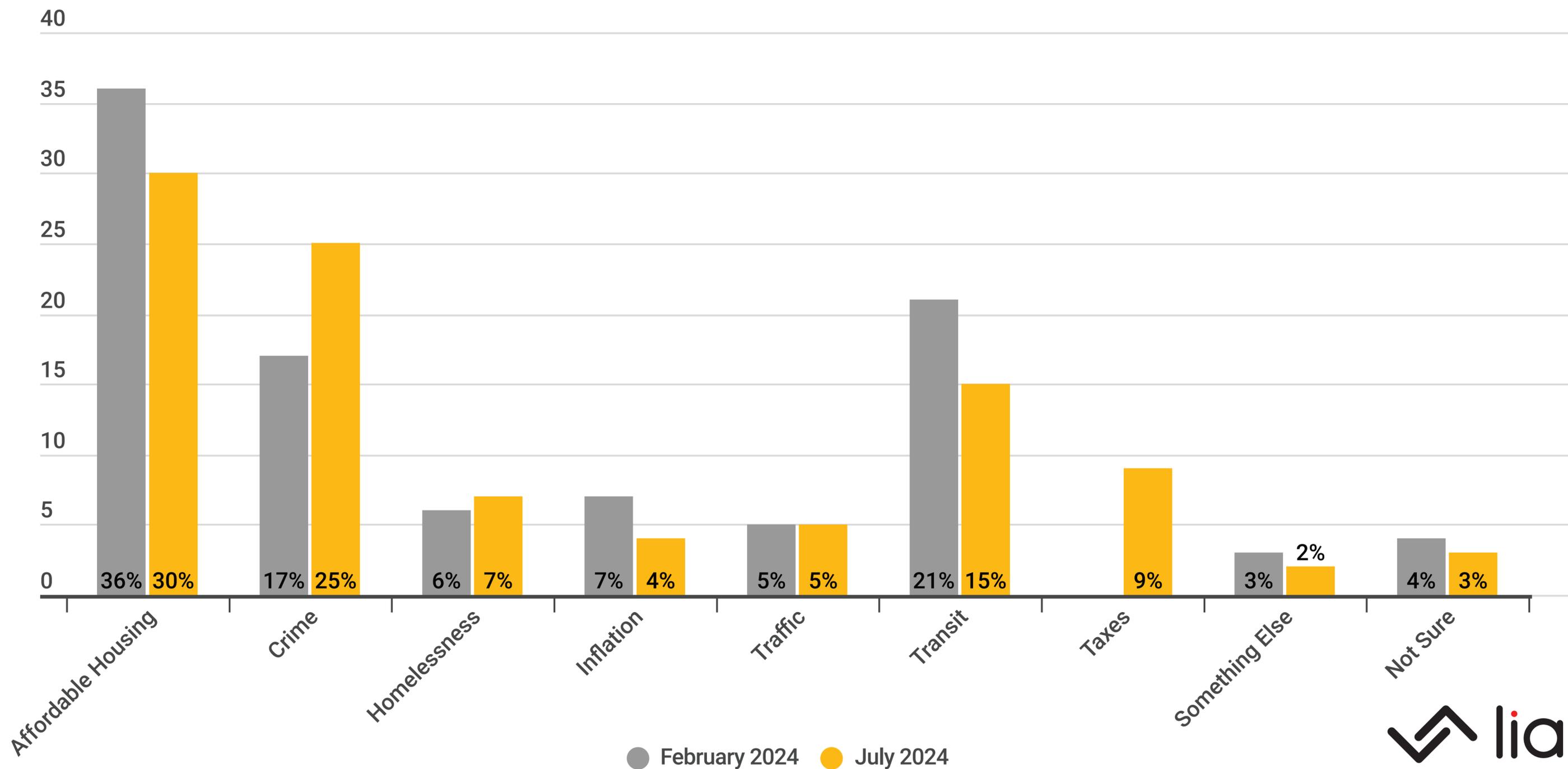
Q: In your opinion is the City of Toronto moving in the right direction or the wrong direction?





City of Toronto - Top Issue

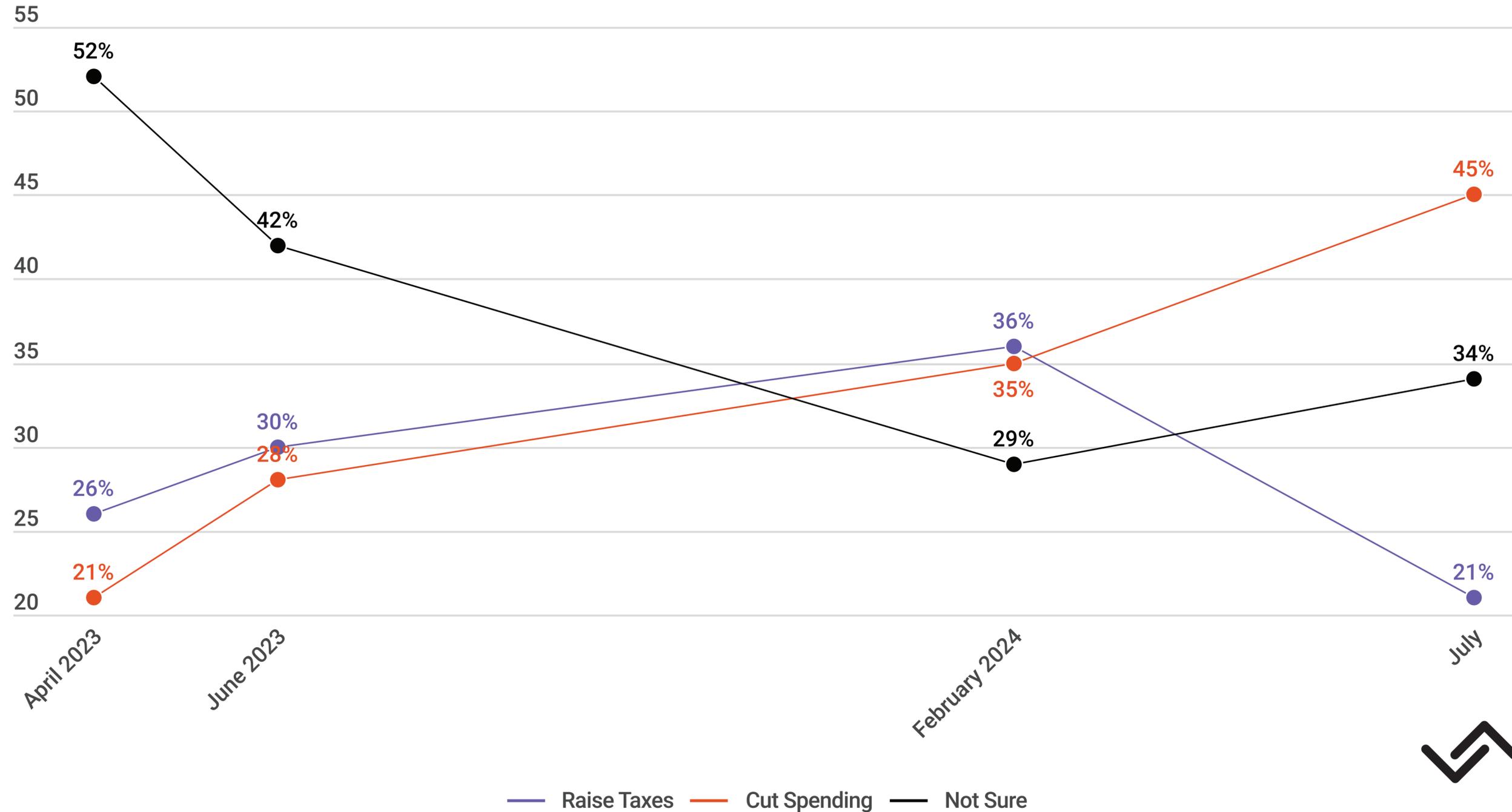
Q: In your opinion what is the most important issue facing the City of Toronto: affordable housing, crime, homelessness, inflation, traffic, transit or something else?

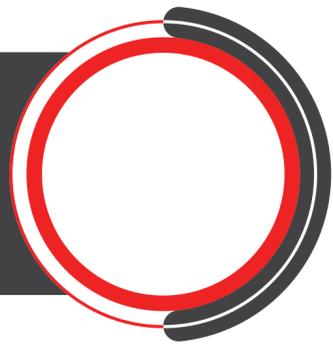




City of Toronto - Local Issue

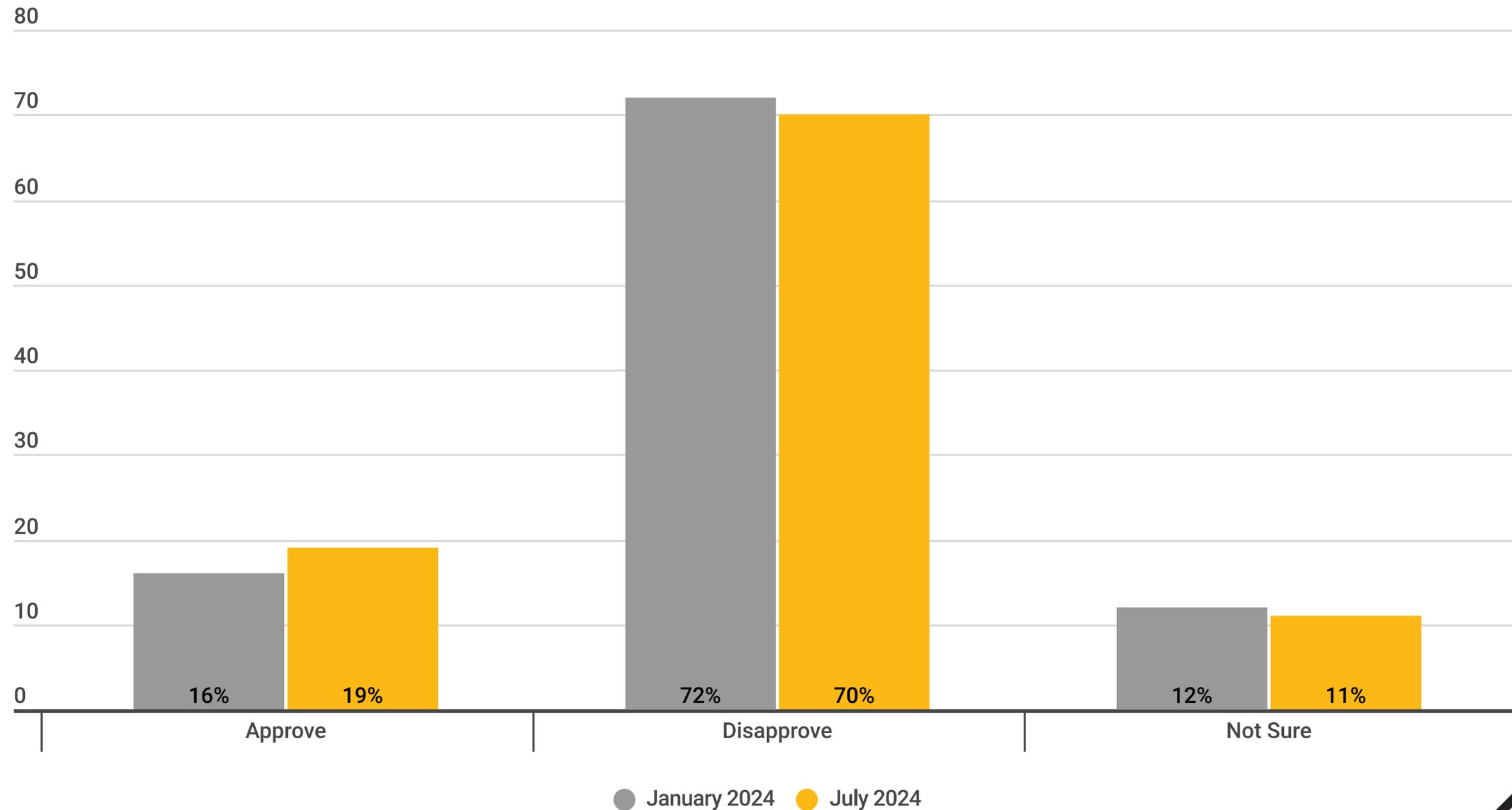
Q: Do you think it would be better for the city to raise taxes or better for the city to cut spending?

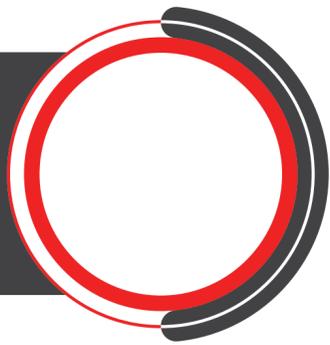




City of Toronto - Local Issue

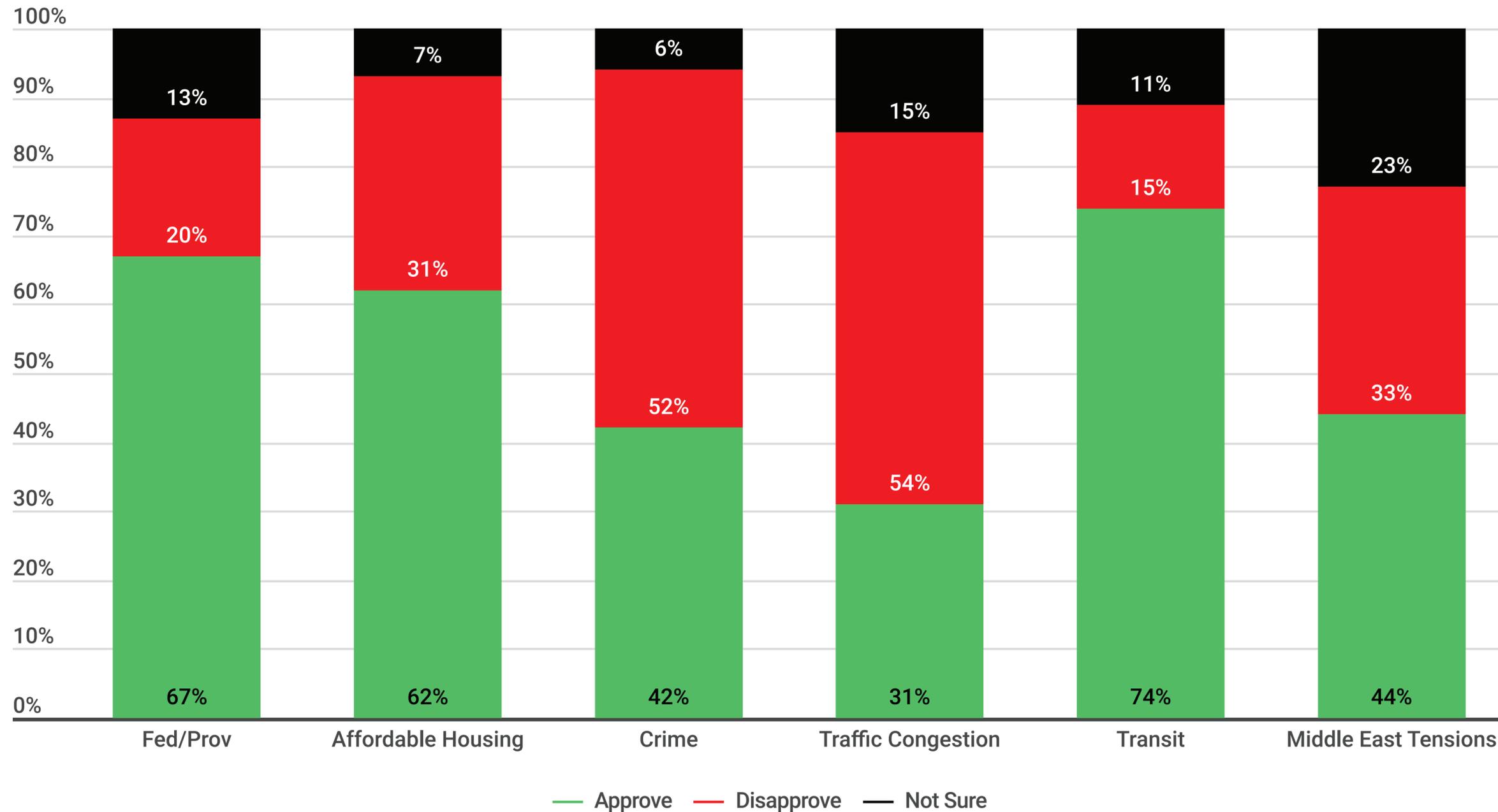
Q: As you may know Toronto City Council has voted to rename Yonge-Dundas Square to Sankofa Square. The move is expected to be implemented in 2024. Do you approve or disapprove of council renaming Yonge-Dundas Square to Sankofa Square?





City of Toronto - Mayoral Issue Approvals

Q: Do you approve or disapprove of the way Mayor Olivia Chow is handling...



TABLES

If an election were held today, for whom would you cast your vote for mayor?

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Ana Bailao	20%	19%	21%	19%	13%	24%	21%	26%	17%	11%	27%	20%
Brad Bradford	7%	6%	8%	8%	6%	6%	7%	9%	8%	11%	6%	5%
Chloe Brown	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%
Olivia Chow	36%	39%	33%	37%	46%	31%	28%	33%	40%	25%	37%	34%
Anthony Furey	4%	4%	4%	2%	4%	4%	5%	3%	3%	5%	4%	6%
Mitzie Hunter	3%	3%	3%	2%	3%	4%	3%	2%	2%	5%	2%	6%
Josh Matlow	5%	6%	4%	5%	5%	4%	6%	5%	6%	4%	5%	3%
Mark Saunders	4%	3%	5%	5%	3%	5%	5%	4%	2%	11%	3%	4%
Someone Else	3%	2%	4%	5%	3%	4%	3%	3%	2%	12%	2%	1%
Undecided	17%	18%	16%	15%	16%	19%	21%	13%	19%	17%	13%	19%
Sample (Unweighted)	858	428	389	41	203	177	264	214	252	131	274	201
Weighted	858	430	395	33	292	208	189	169	277	110	288	183

TABLES

Do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	59%	64%	54%	66%	66%	61%	53%	51%	64%	41%	63%	55%
Disapprove	32%	27%	38%	27%	23%	28%	40%	44%	26%	53%	26%	38%
Not Sure	9%	9%	9%	6%	11%	11%	7%	5%	10%	6%	11%	6%

Do you approve or disapprove of the job City Council is doing?

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	49%	49%	49%	48%	50%	51%	42%	53%	50%	34%	57%	45%
Disapprove	44%	43%	45%	42%	42%	43%	51%	41%	44%	59%	37%	47%
Not Sure	7%	8%	6%	10%	8%	6%	7%	6%	6%	8%	7%	9%

In your opinion is the City of Toronto moving in the right direction or the wrong direction?

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Right Direction	52%	51%	53%	50%	60%	48%	47%	48%	55%	41%	53%	51%
Wrong Direction	42%	44%	40%	44%	35%	44%	43%	50%	38%	53%	40%	45%
Not Sure	6%	6%	7%	6%	5%	8%	10%	2%	6%	6%	8%	4%

TABLES

In your opinion what is the most important issue facing the City of Toronto: affordable housing, crime, homelessness, inflation, traffic, transit or something else?

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Affordable Housing	30%	31%	30%	23%	44%	28%	20%	21%	37%	14%	32%	26%
Crime	25%	24%	26%	27%	15%	18%	41%	33%	24%	24%	26%	25%
Homelessness	7%	9%	6%	2%	6%	6%	8%	8%	8%	6%	7%	6%
Inflation	4%	4%	3%	6%	4%	4%	4%	4%	4%	8%	2%	5%
Traffic	5%	4%	6%	6%	4%	4%	8%	6%	2%	9%	3%	10%
Transit	15%	16%	13%	21%	16%	28%	7%	7%	13%	13%	19%	14%
Taxes	9%	8%	10%	7%	8%	8%	7%	14%	6%	22%	7%	9%
Something Else	2%	2%	2%	5%	1%	2%	2%	4%	3%	2%	1%	2%
Not Sure	3%	2%	4%	2%	2%	4%	3%	3%	4%	3%	2%	3%

Do you think it would be better for the city to raise taxes or better for the city to cut spending?

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Raise Taxes	21%	20%	21%	34%	14%	24%	26%	24%	28%	11%	20%	19%
Cut Spending	45%	42%	47%	52%	45%	39%	43%	55%	36%	64%	44%	49%
Not Sure	34%	38%	32%	15%	41%	38%	31%	21%	37%	25%	36%	32%

TABLES

As you may know Toronto City Council has voted to rename Yonge-Dundas Square to Sankofa Square. The move is expected to be implemented in 2024. Do you approve or disapprove of council renaming Yonge-Dundas Square to Sankofa Square?

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	19%	18%	20%	13%	24%	16%	12%	22%	20%	16%	17%	21%
Disapprove	70%	70%	71%	61%	62%	73%	77%	73%	66%	79%	72%	68%
Not Sure	11%	12%	8%	26%	13%	12%	12%	6%	14%	5%	11%	10%

Do you approve or disapprove of the way Mayor Olivia Chow is handling... the relationship with the provincial and federal governments

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	67%	68%	66%	60%	69%	69%	63%	65%	68%	61%	69%	66%
Disapprove	20%	19%	21%	29%	15%	17%	24%	27%	15%	33%	20%	19%
Not Sure	13%	13%	13%	11%	15%	14%	13%	7%	17%	7%	11%	14%

Do you approve or disapprove of the way Mayor Olivia Chow is handling... affordable housing

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	62%	65%	60%	45%	69%	64%	53%	57%	65%	54%	63%	62%
Disapprove	31%	30%	32%	37%	26%	30%	38%	35%	26%	39%	32%	32%
Not Sure	7%	6%	8%	18%	5%	7%	9%	8%	9%	7%	5%	6%

TABLES

Do you approve or disapprove of the way Mayor Olivia Chow is handling... crime

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	42%	43%	41%	38%	44%	44%	44%	34%	52%	22%	38%	45%
Disapprove	52%	51%	54%	45%	51%	48%	47%	63%	43%	75%	55%	48%
Not Sure	6%	6%	5%	17%	5%	8%	8%	3%	5%	3%	7%	8%

Do you approve or disapprove of the way Mayor Olivia Chow is handling... traffic congestion

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	31%	30%	32%	40%	28%	34%	29%	34%	34%	25%	36%	23%
Disapprove	54%	55%	54%	35%	59%	51%	53%	52%	50%	64%	51%	58%
Not Sure	15%	15%	14%	24%	13%	16%	18%	14%	16%	11%	13%	19%

Do you approve or disapprove of the way Mayor Olivia Chow is handling... transit

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	74%	74%	74%	66%	73%	74%	73%	76%	77%	64%	76%	72%
Disapprove	15%	15%	15%	26%	16%	15%	15%	14%	12%	25%	12%	18%
Not Sure	11%	11%	11%	8%	10%	11%	13%	11%	12%	11%	11%	10%

TABLES

Do you approve or disapprove of the way Mayor Olivia Chow is handling... tensions over the middle east in Toronto

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	44%	46%	41%	55%	45%	44%	44%	42%	42%	38%	52%	38%
Disapprove	33%	30%	37%	24%	28%	33%	31%	44%	28%	39%	28%	45%
Not Sure	23%	24%	22%	21%	27%	23%	25%	14%	30%	22%	20%	18%

GET IN TOUCH



+1 416-483-2335



info@liaisonstrategies.ca



2586A Yonge Street, Suite 2B
Toronto, Ontario, Canada

