

# The Toronto Pulse Check

**Municipal Survey**

March 10, 2026

# Nobody's perfect.

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## Ontario Poll Accuracy

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- 1<sup>st</sup> **Liaison**
- 2<sup>nd</sup> **Mainstreet**
- 3<sup>rd</sup> **Innovative**
- 4<sup>th</sup> **Research Co.**
- 5<sup>th</sup> **Forum**
- 6<sup>th</sup> **Abacus**
- 7<sup>th</sup> **Pallas**
- 8<sup>th</sup> **Leger**
- 9<sup>th</sup> **Nanos**
- 10<sup>th</sup> **Ipsos**
- 11<sup>th</sup> **Relay Strategies**

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## Federal Poll Accuracy

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- 1<sup>st</sup> **Mainstreet**
- 2<sup>nd</sup> **Liaison**
- 3<sup>rd</sup> **Angus Reid**
- 4<sup>th</sup> **Cardinal**
- 5<sup>th</sup> **Nanos**
- 6<sup>th</sup> **Research Co.**
- 7<sup>th</sup> **Pallas**
- 8<sup>th</sup> **Leger**
- 9<sup>th</sup> **Forum**
- 10<sup>th</sup> **Ipsos**
- 11<sup>th</sup> **Abacus**

There's no tougher race than an election campaign. Shifting headlines, commentaries on leadership debates, and millions of voters changing their minds right up to the last minute. In the most recent 2025 elections, the accuracy of Liaison's polls ranked 1st provincially and 2nd federally. Next race, who knows? There's always room to improve. **Even at Liaison.**

# Methodology

Liaison surveyed a random sample of 1000 Torontonians from **March 6th to March 8th, 2026**, using Interactive Voice Recording (IVR) technology. To ensure a representative sample, participants were reached through random digit dialing (RDD) across both landline and cellular phone networks.

The resulting data was weighted to match targets based on the 2021 Census. For the total sample, the **margin of error is  $\pm 3.1$**  percentage points, 19 times out of 20, though this margin is higher for sub-samples. Additionally, results may not add up to 100% due to rounding.



# The Toronto Pulse Check

## All Voters

	Total	Female	Male	Other
Unweighted	1000	510	447	43
Weighted	1000	501	460	39

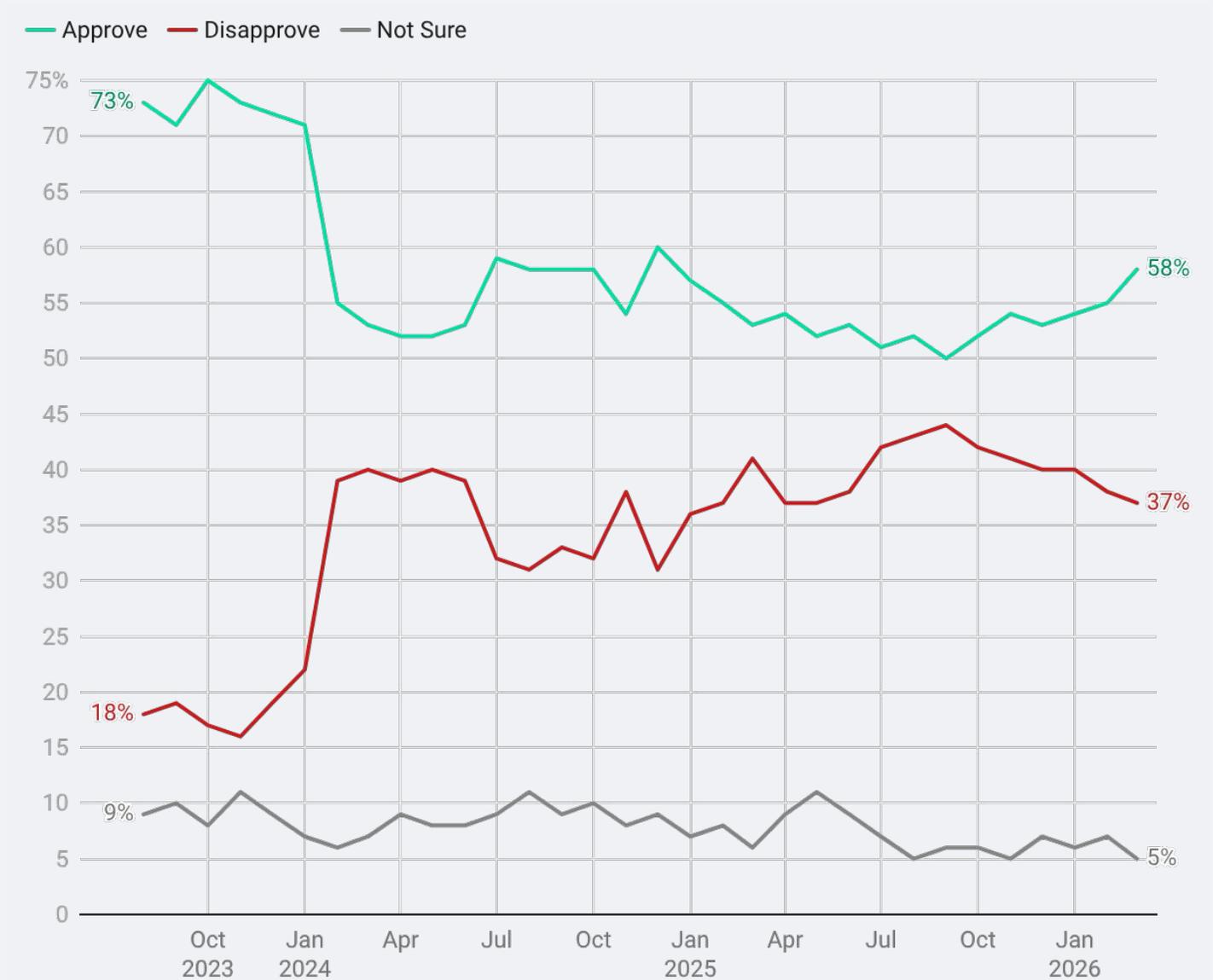
	18-34	35-49	50-64	65+
Unweighted	311	254	223	212
Weighted	341	243	219	197

	Downtown	Etobicoke	North York	Scarborough
Unweighted	301	143	332	224
Weighted	323	128	337	212



# The Toronto Pulse Check

## Olivia Chow Mayoral Approval



# The Toronto Pulse Check

## Olivia Chow Mayoral Approval

	Total	Female	Male	Other
Approve	58 %	59 %	58 %	55 %
Disapprove	37 %	35 %	38 %	33 %
Not Sure	5 %	6 %	4 %	13 %

	18-34	35-49	50-64	65+
Approve	62 %	61 %	53 %	55 %
Disapprove	31 %	35 %	44 %	39 %
Not Sure	7 %	4 %	3 %	6 %

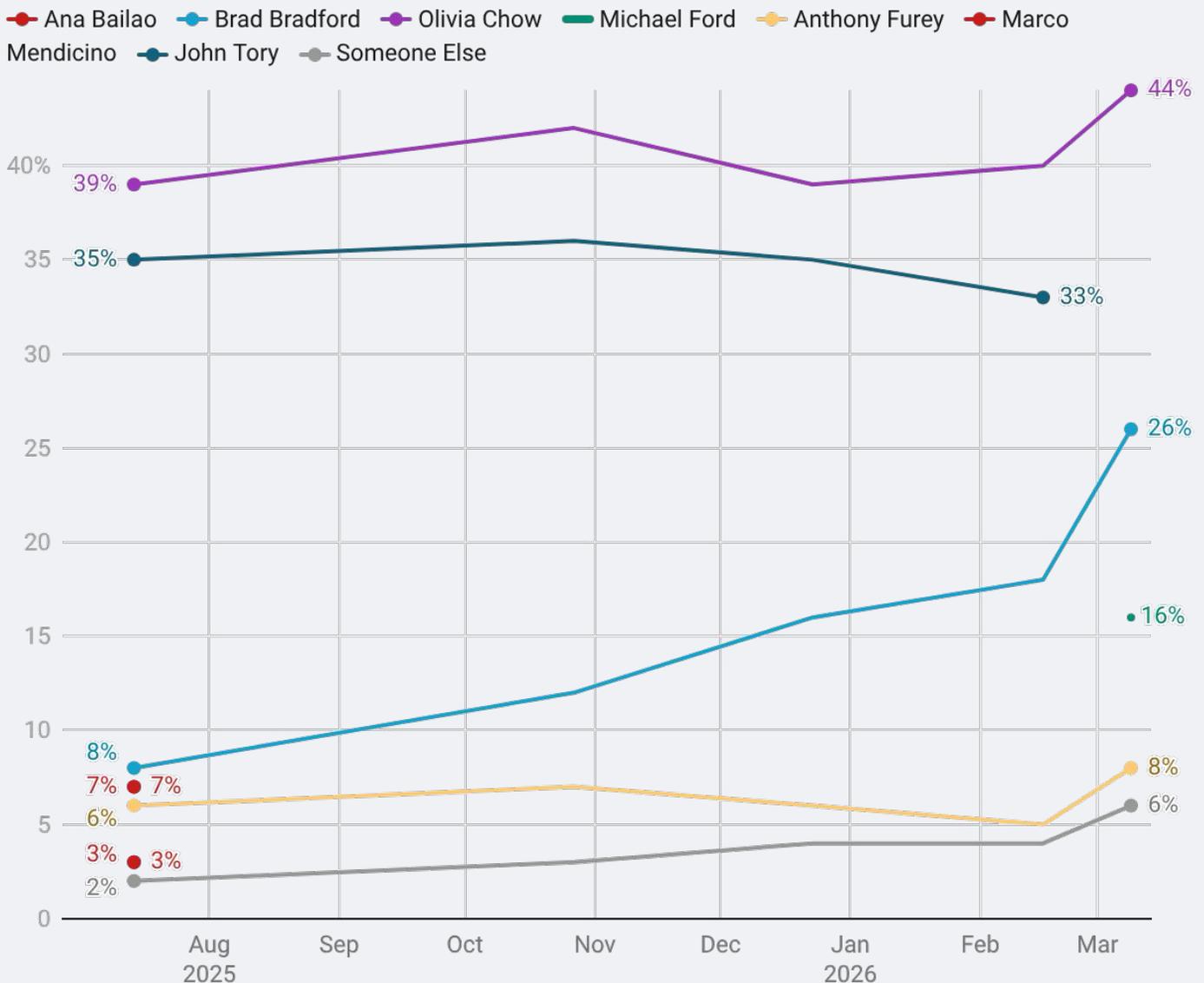
	Downtown	Etobicoke	North York	Scarborough
Approve	67 %	32 %	59 %	60 %
Disapprove	27 %	63 %	37 %	35 %
Not Sure	6 %	5 %	4 %	5 %



# The Toronto Pulse Check

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

## Decided and Leaning



## Municipal Survey

March 10, 2026



# The Toronto Pulse Check

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

## Decided and Leaning

	Total	Female	Male	Other
<b>Bradford</b>	<b>26 %</b>	<b>25 %</b>	<b>26 %</b>	<b>34 %</b>
<b>Chow</b>	<b>44 %</b>	<b>47 %</b>	<b>42 %</b>	<b>35 %</b>
<b>Ford</b>	<b>16 %</b>	<b>13 %</b>	<b>19 %</b>	<b>16 %</b>
<b>Furey</b>	<b>8 %</b>	<b>10 %</b>	<b>6 %</b>	<b>3 %</b>
<b>Someone Else</b>	<b>6 %</b>	<b>5 %</b>	<b>7 %</b>	<b>12 %</b>

	18-34	35-49	50-64	65+
<b>Bradford</b>	<b>24 %</b>	<b>25 %</b>	<b>26 %</b>	<b>30 %</b>
<b>Chow</b>	<b>47 %</b>	<b>40 %</b>	<b>43 %</b>	<b>45 %</b>
<b>Ford</b>	<b>14 %</b>	<b>19 %</b>	<b>17 %</b>	<b>15 %</b>
<b>Furey</b>	<b>9 %</b>	<b>10 %</b>	<b>5 %</b>	<b>6 %</b>
<b>Someone Else</b>	<b>6 %</b>	<b>6 %</b>	<b>9 %</b>	<b>3 %</b>

	Downtown	Etobicoke	North York	Scarborough
<b>Bradford</b>	<b>28 %</b>	<b>23 %</b>	<b>26 %</b>	<b>24 %</b>
<b>Chow</b>	<b>47 %</b>	<b>37 %</b>	<b>42 %</b>	<b>46 %</b>
<b>Ford</b>	<b>10 %</b>	<b>31 %</b>	<b>15 %</b>	<b>18 %</b>
<b>Furey</b>	<b>7 %</b>	<b>5 %</b>	<b>11 %</b>	<b>7 %</b>
<b>Someone Else</b>	<b>7 %</b>	<b>5 %</b>	<b>6 %</b>	<b>5 %</b>



# The Toronto Pulse Check

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

## All Voters

	Total	Female	Male	Other
<b>Bradford</b>	21 %	21 %	22 %	28 %
<b>Chow</b>	36 %	38 %	35 %	29 %
<b>Ford</b>	13 %	11 %	16 %	13 %
<b>Furey</b>	7 %	8 %	5 %	2 %
<b>Someone Else</b>	5 %	4 %	6 %	10 %
<b>Undecided</b>	17 %	18 %	17 %	18 %

	18-34	35-49	50-64	65+
<b>Bradford</b>	20 %	21 %	22 %	25 %
<b>Chow</b>	38 %	34 %	36 %	37 %
<b>Ford</b>	11 %	16 %	14 %	13 %
<b>Furey</b>	8 %	8 %	5 %	5 %
<b>Someone Else</b>	5 %	5 %	8 %	3 %
<b>Undecided</b>	19 %	16 %	16 %	18 %



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

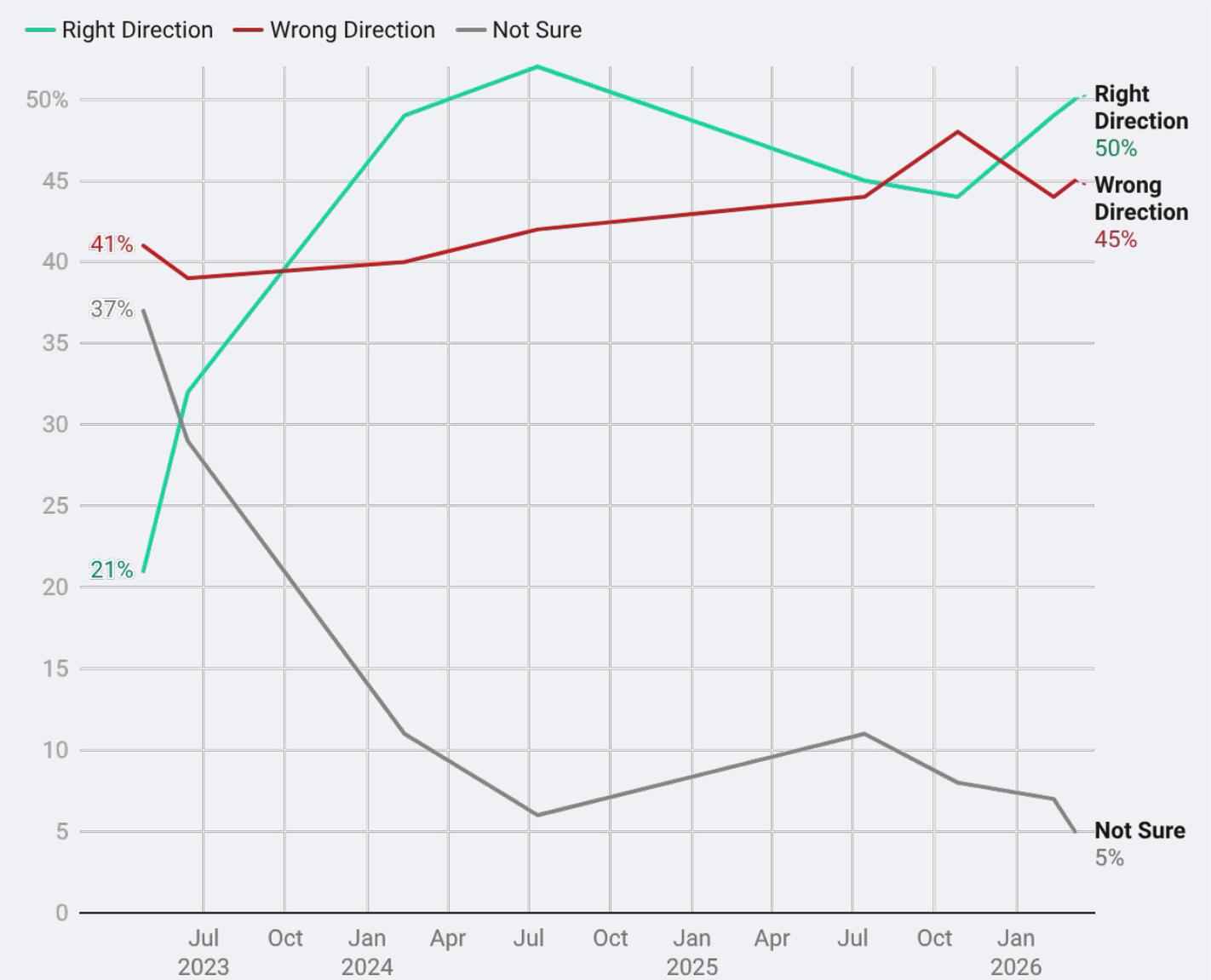
## All Voters

	<b>Downtown</b>	<b>Etobicoke</b>	<b>North York</b>	<b>Scarborough</b>
<b>Bradford</b>	<b>23 %</b>	<b>19 %</b>	<b>21 %</b>	<b>20 %</b>
<b>Chow</b>	<b>39 %</b>	<b>32 %</b>	<b>34 %</b>	<b>38 %</b>
<b>Ford</b>	<b>9 %</b>	<b>27 %</b>	<b>12 %</b>	<b>15 %</b>
<b>Furey</b>	<b>6 %</b>	<b>4 %</b>	<b>9 %</b>	<b>6 %</b>
<b>Someone Else</b>	<b>6 %</b>	<b>4 %</b>	<b>5 %</b>	<b>4 %</b>
<b>Undecided</b>	<b>17 %</b>	<b>14 %</b>	<b>19 %</b>	<b>17 %</b>



# The Toronto Pulse Check

## Direction of the City



# The Toronto Pulse Check

## Direction of the City

	Total	Female	Male	Other
Right Direction	50 %	51 %	50 %	40 %
Wrong Direction	45 %	43 %	46 %	56 %
Not Sure	5 %	6 %	4 %	5 %

	18-34	35-49	50-64	65+
Right Direction	51 %	46 %	54 %	48 %
Wrong Direction	43 %	47 %	42 %	49 %
Not Sure	5 %	7 %	5 %	3 %

	Downtown	Etobicoke	North York	Scarborough
Right Direction	62 %	35 %	46 %	46 %
Wrong Direction	33 %	62 %	49 %	48 %
Not Sure	5 %	3 %	5 %	6 %



# Get in touch



[liaison.ca](http://liaison.ca)



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