



TORONTO

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

Field Dates: January 2-3, 2024

Release Date: January 8, 2024



Liaison surveyed a random sample of 831 Torontonians through Interactive Voice Recording (IVR) from January 2 to January 3, 2024.

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

The margin of error for survey results is ± 3.39 percentage points, 19 times out of 20 for the total.

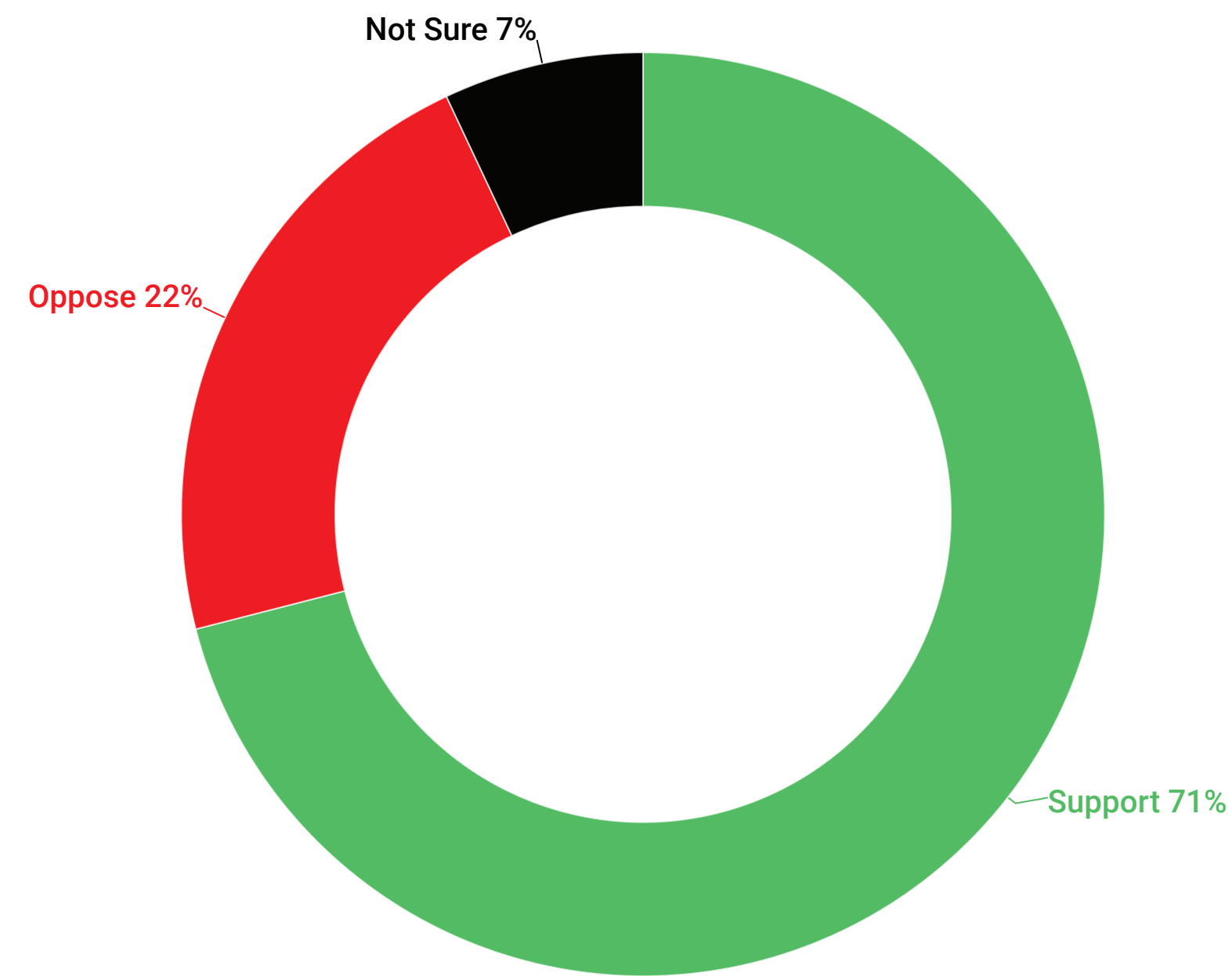
Results may not add up to 100 due to rounding.

A note on methodology. For previous Toronto election surveys, respondents were screened for voting eligibility. Since this is a survey of Toronto residents, not Toronto voters, that eligibility screen has been removed.

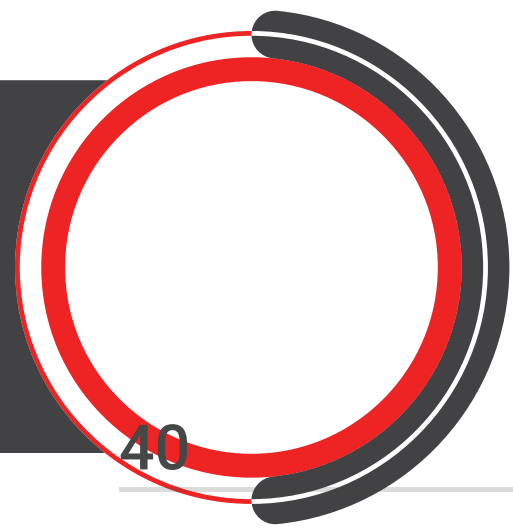


Mayoral Approval - Toronto Residents

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

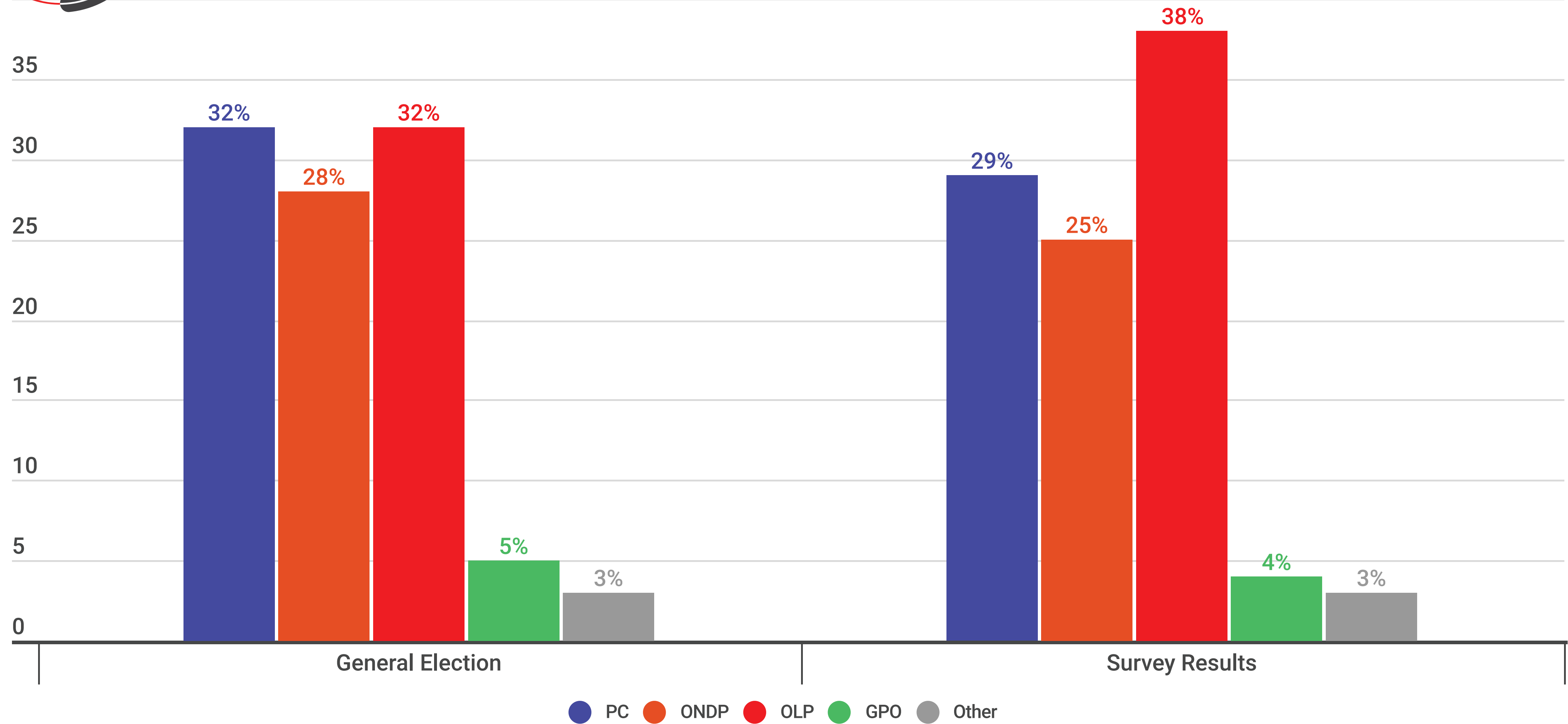


	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	71%	74%	67%	74%	74%	77%	65%	65%	76%	55%	75%	66%
Disapprove	22%	18%	27%	16%	21%	17%	25%	27%	20%	32%	20%	23%
Not Sure	7%	8%	6%	10%	5%	6%	11%	7%	4%	13%	5%	11%
Sample (Unweighted)	831	421	383	27	142	236	223	230	283	140	237	171
Weighted	831	416	382	33	283	203	182	163	268	106	280	177



Provincial Ballot - Toronto Residents

Q: If a provincial election were held today, which party would you support?

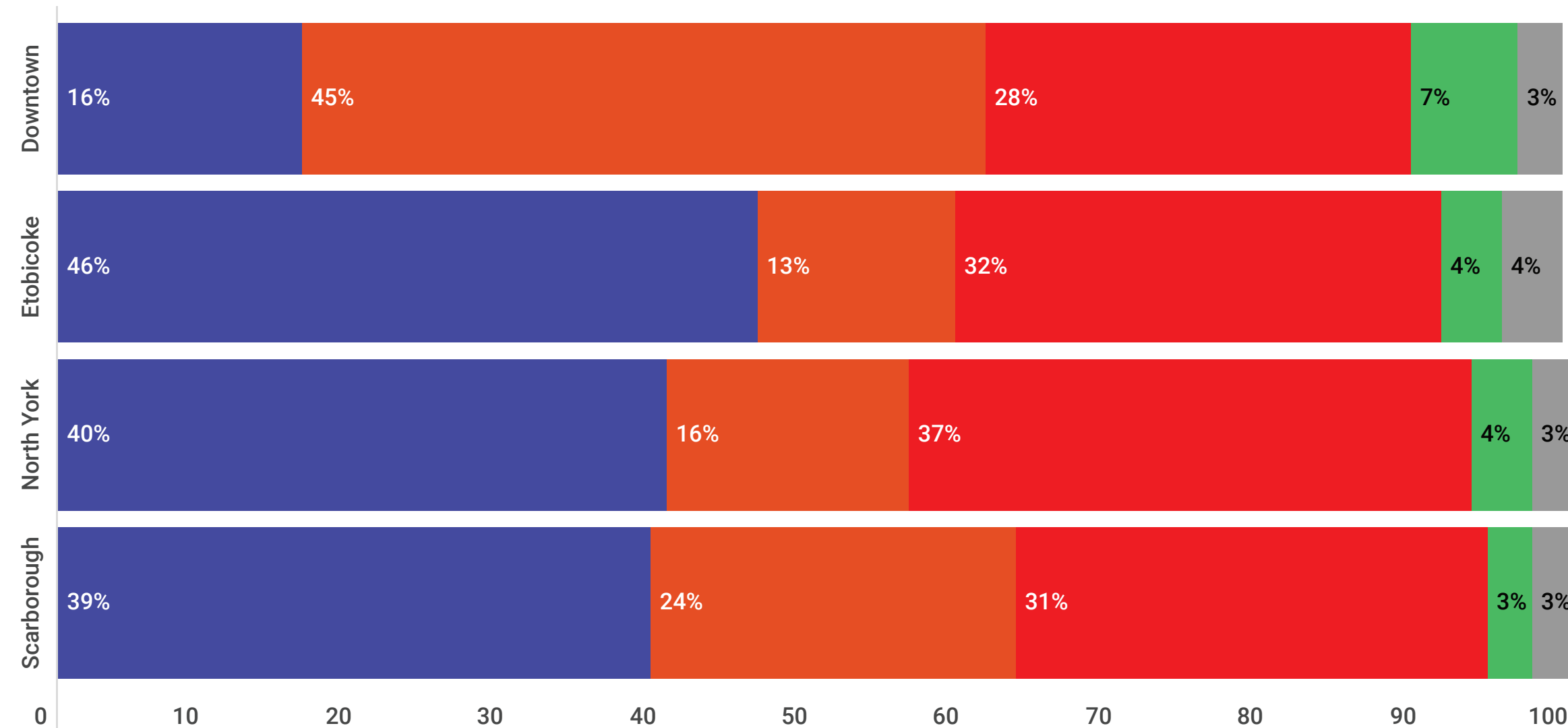




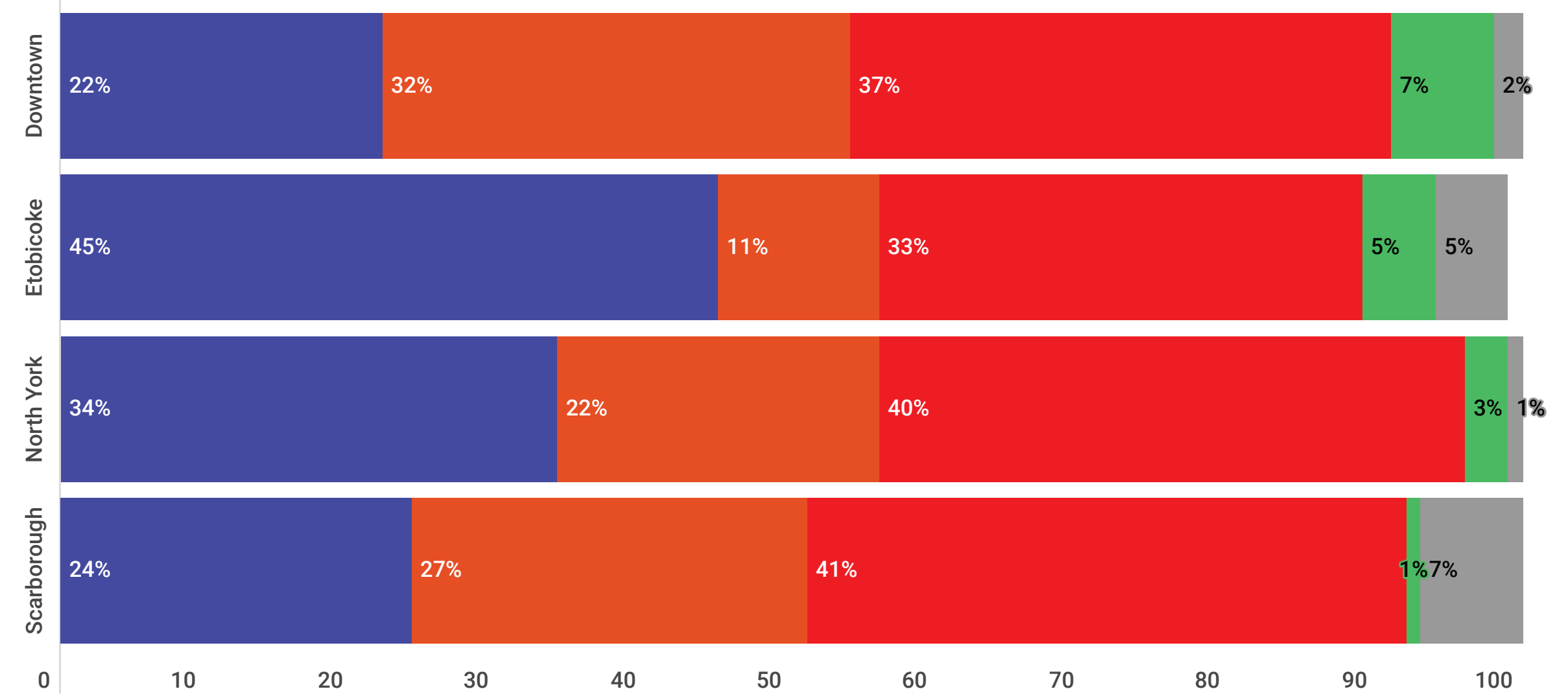
Provincial Ballot - Toronto Residents

Q: *If a provincial election were held today, which party would you support?*

General Election



Survey Results



● PC ● ONDP ● OLP ● GPO ● Other



Provincial Ballot - Toronto Residents

Q: If a provincial election were held today, which party would you support?

All Voters

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Ontario PC	26%	17%	34%	39%	19%	28%	34%	26%	18%	38%	31%	21%
Ontario NDP	23%	27%	18%	16%	30%	23%	12%	22%	28%	10%	21%	25%
Ontario Liberal	34%	38%	31%	23%	31%	31%	41%	37%	32%	28%	37%	38%
Green Party of Ontario	4%	4%	3%	6%	4%	2%	4%	5%	6%	5%	3%	1%
Other	3%	2%	3%	3%	2%	4%	3%	2%	2%	3%	1%	7%
Undecided	11%	11%	10%	13%	14%	14%	6%	7%	14%	16%	7%	8%

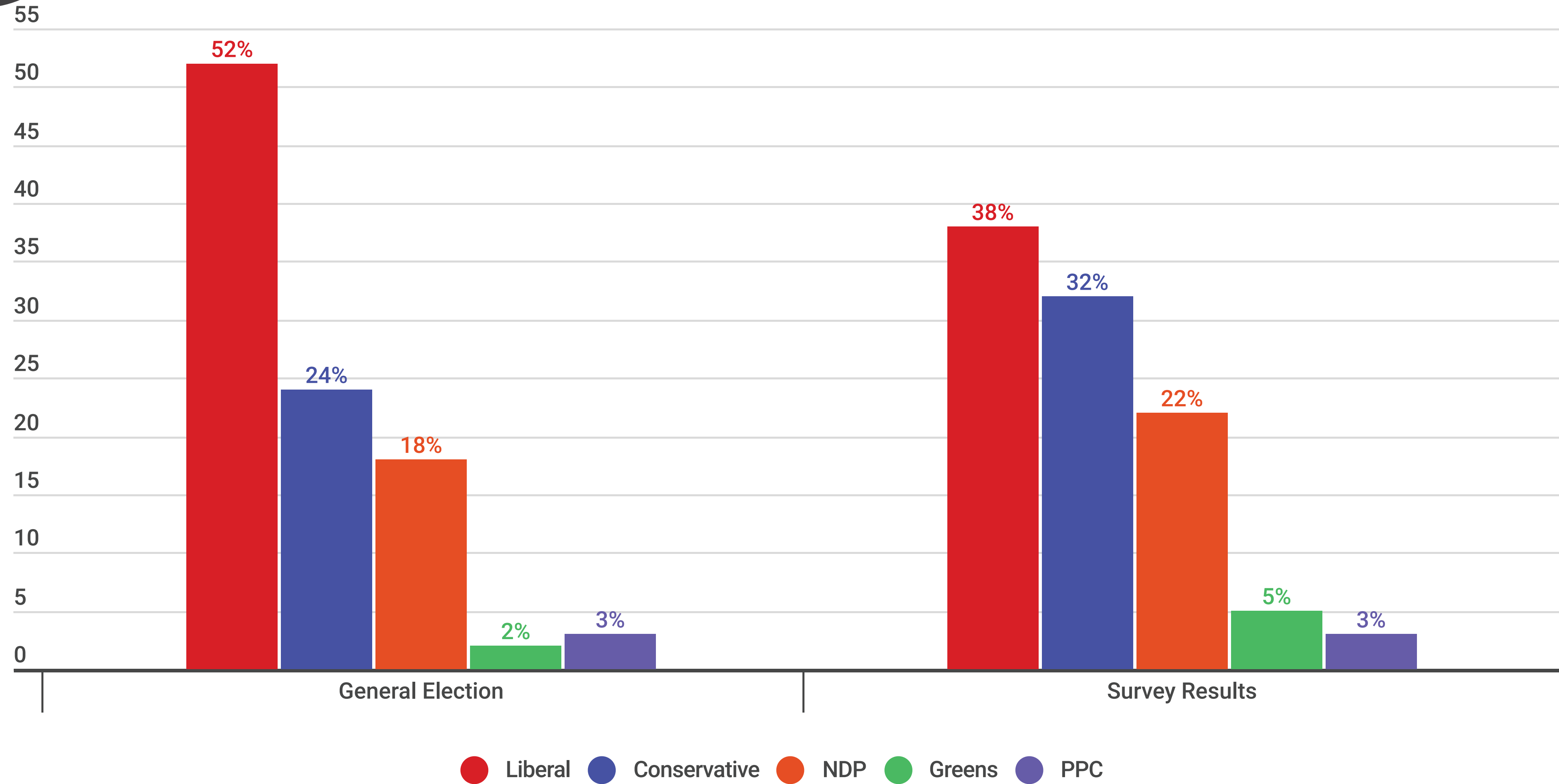
Decided & Leaning

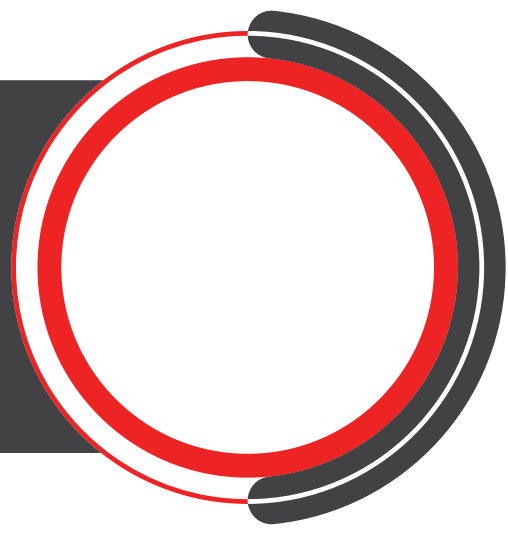
	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Ontario PC	29%	21%	38%	41%	23%	34%	35%	28%	22%	45%	34%	24%
Ontario NDP	25%	29%	20%	24%	33%	24%	14%	24%	32%	11%	22%	27%
Ontario Liberal	38%	43%	35%	24%	38%	35%	42%	39%	37%	33%	40%	41%
Green Party of Ontario	4%	4%	4%	7%	4%	2%	5%	6%	7%	5%	3%	1%
Other	3%	3%	4%	3%	2%	4%	4%	3%	2%	5%	1%	7%



Federal Ballot - Toronto Residents

Q: If a federal election were held today, which party would you support?

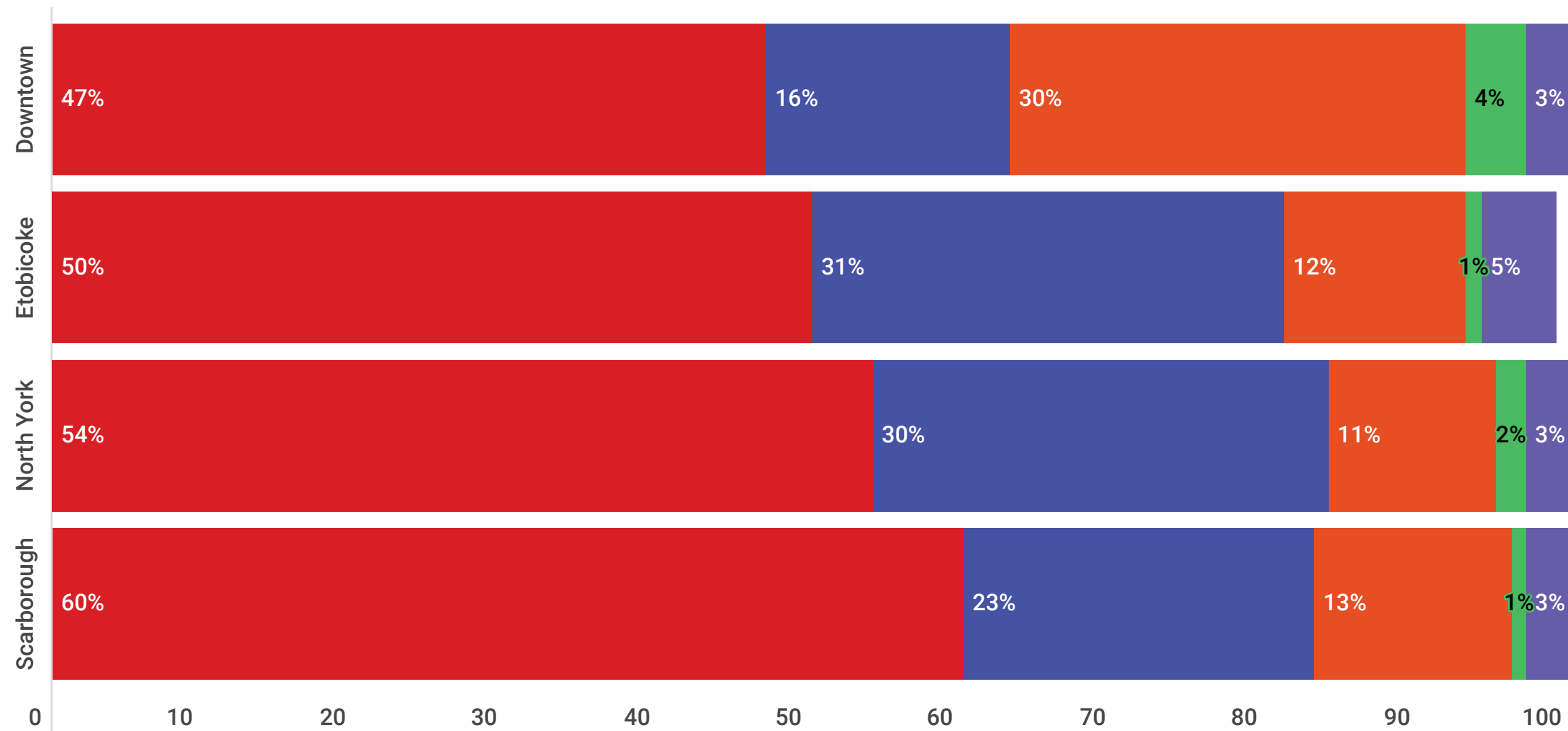




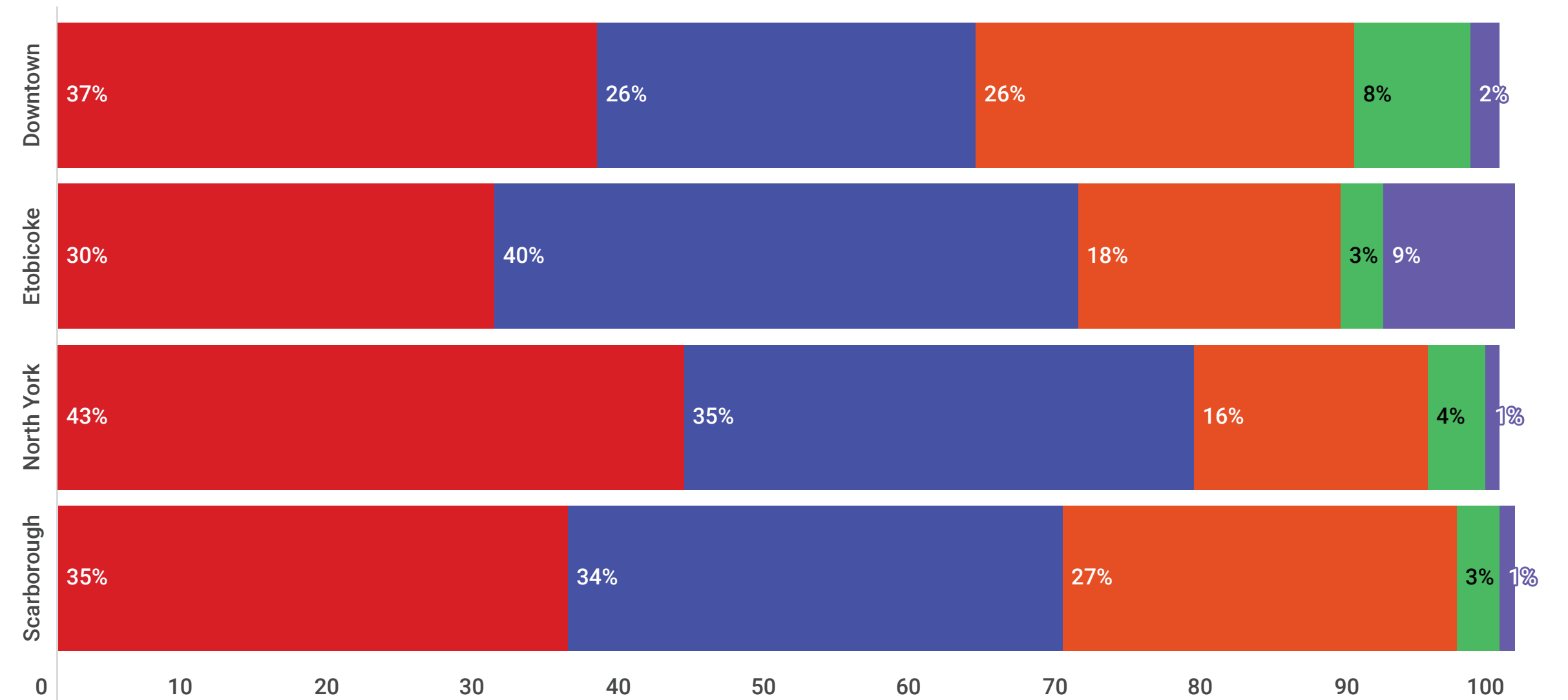
Federal Ballot - Toronto Residents

Q: If a federal election were held today, which party would you support?

General Election



Survey Results



● Liberal ● Conservative ● NDP ● Greens ● PPC



Federal Ballot - Toronto Residents

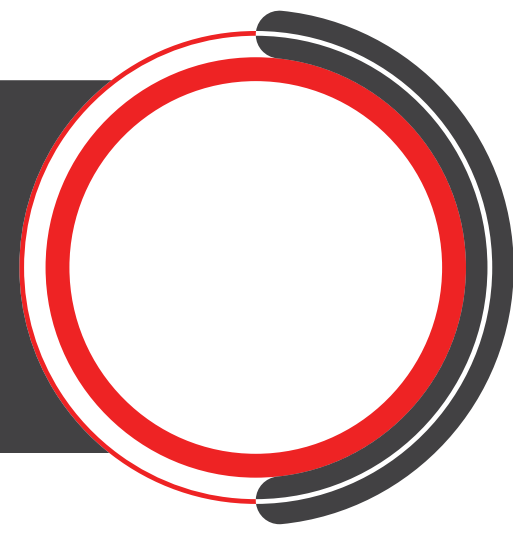
Q: If a federal election were held today, which party would you support?

All Voters

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Liberal	36%	40%	33%	23%	33%	32%	38%	43%	37%	28%	40%	33%
Conservative	30%	27%	34%	35%	33%	32%	25%	31%	23%	39%	33%	31%
NDP	21%	24%	18%	6%	26%	21%	20%	14%	23%	17%	16%	26%
Greens	5%	4%	6%	3%	4%	6%	5%	4%	7%	3%	4%	3%
PPC	3%	0%	5%	3%	1%	3%	6%	3%	3%	8%	1%	1%
Undecided	6%	4%	5%	29%	4%	8%	7%	5%	6%	5%	5%	5%

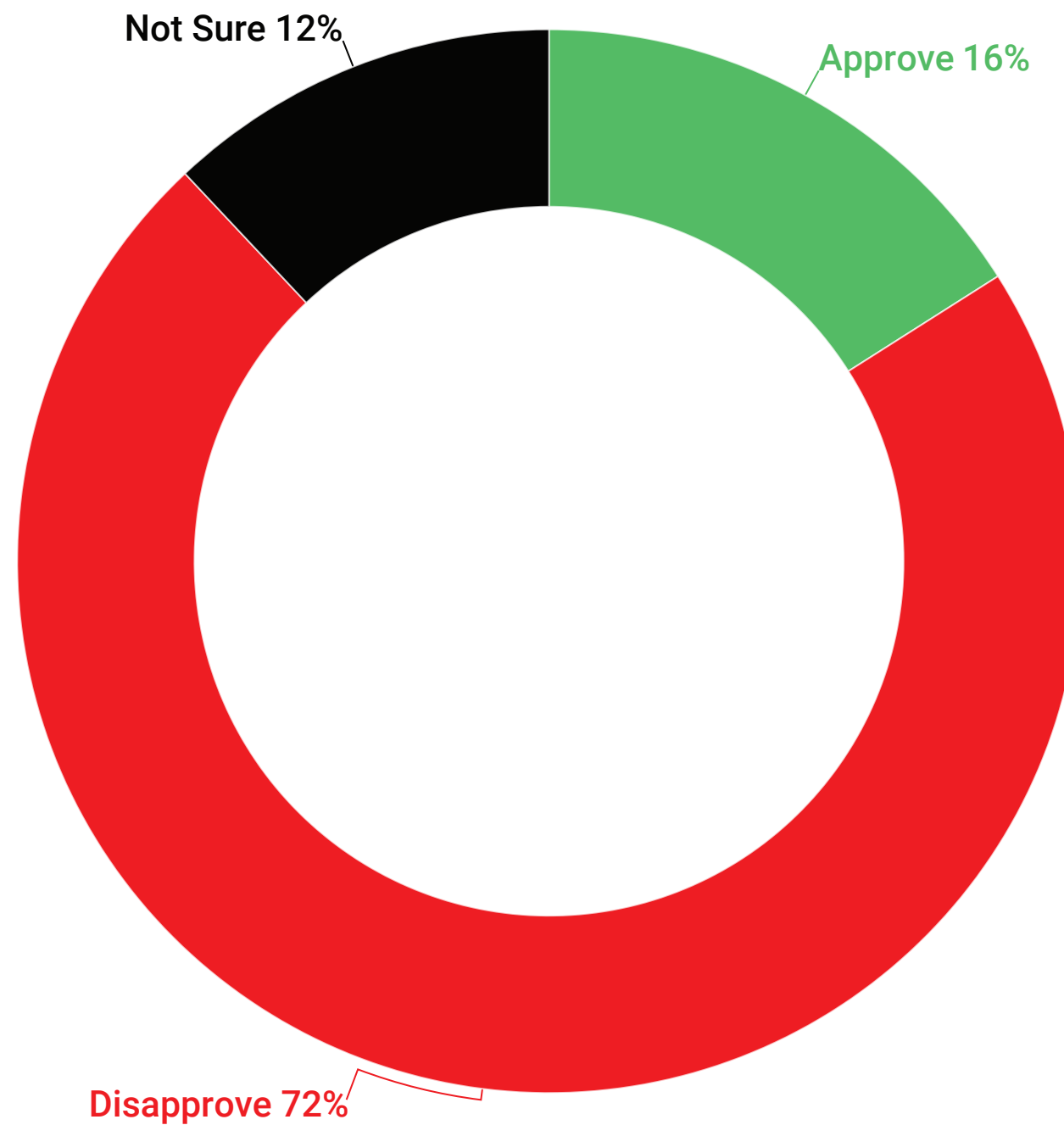
Decided & Leaning

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Liberal	38%	41%	34%	31%	35%	35%	40%	44%	37%	30%	43%	35%
Conservative	32%	29%	35%	48%	34%	34%	28%	33%	26%	40%	35%	34%
NDP	22%	25%	19%	10%	26%	22%	21%	16%	26%	18%	16%	27%
Greens	5%	4%	6%	7%	4%	6%	5%	4%	8%	3%	4%	3%
PPC	3%	0%	6%	3%	1%	3%	6%	3%	2%	9%	1%	1%



City Issue - Toronto Residents

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?



	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	16%	15%	16%	26%	15%	19%	16%	14%	17%	16%	16%	15%
Disapprove	72%	70%	74%	65%	69%	69%	73%	80%	69%	72%	72%	76%
Not Sure	12%	15%	9%	10%	16%	12%	12%	6%	15%	12%	12%	9%

GET IN TOUCH



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