



TORONTO

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

Field Dates: February 5-6, 2024

Release Date: February 12, 2024



Liaison surveyed a random sample of 875 Torontonians through Interactive Voice Recording (IVR) from February 5 to February 6, 2024.

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

The margin of error for survey results is ± 3.31 percentage points, 19 times out of 20 for the total.

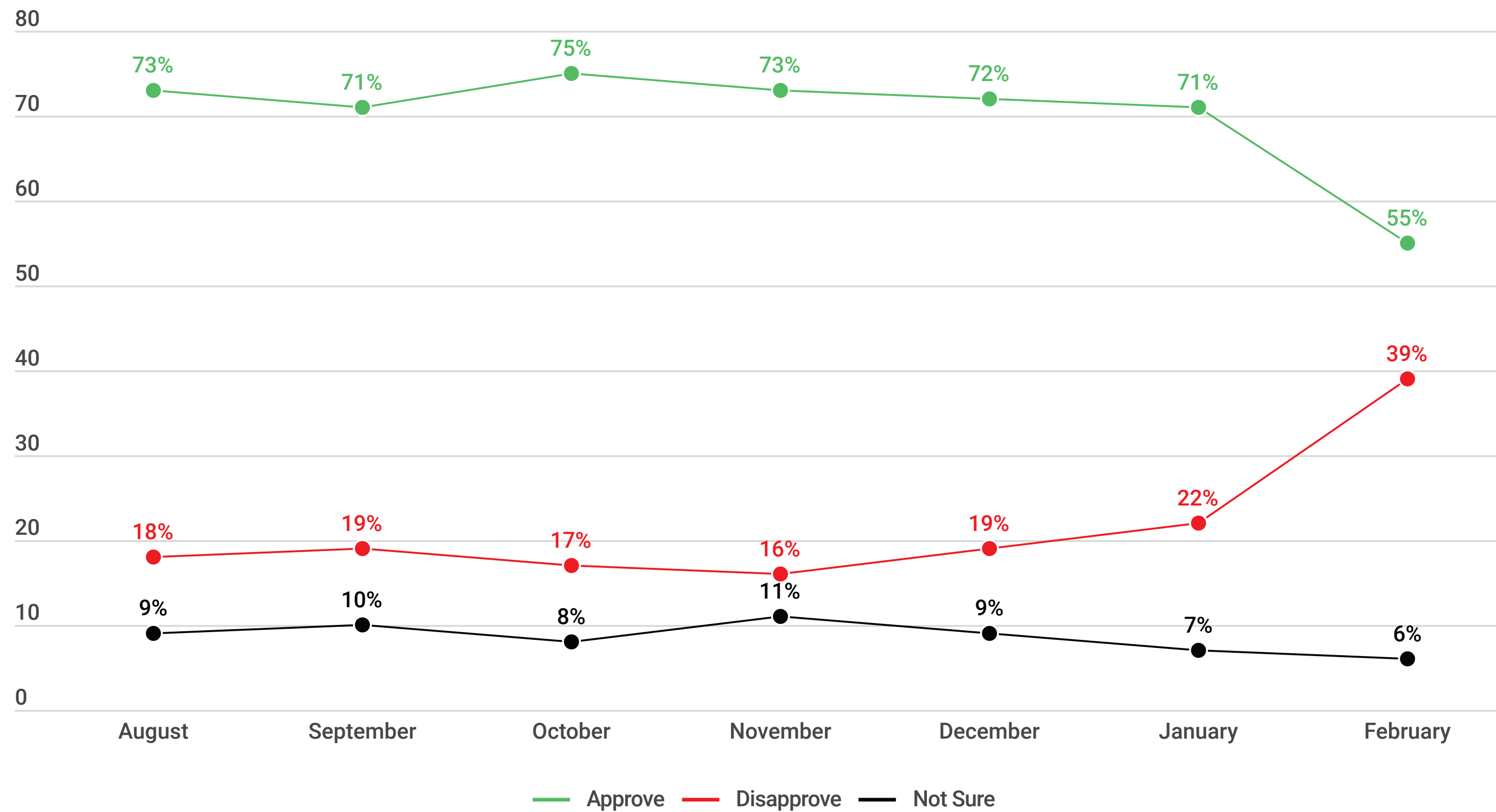
Results may not add up to 100 due to rounding.

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

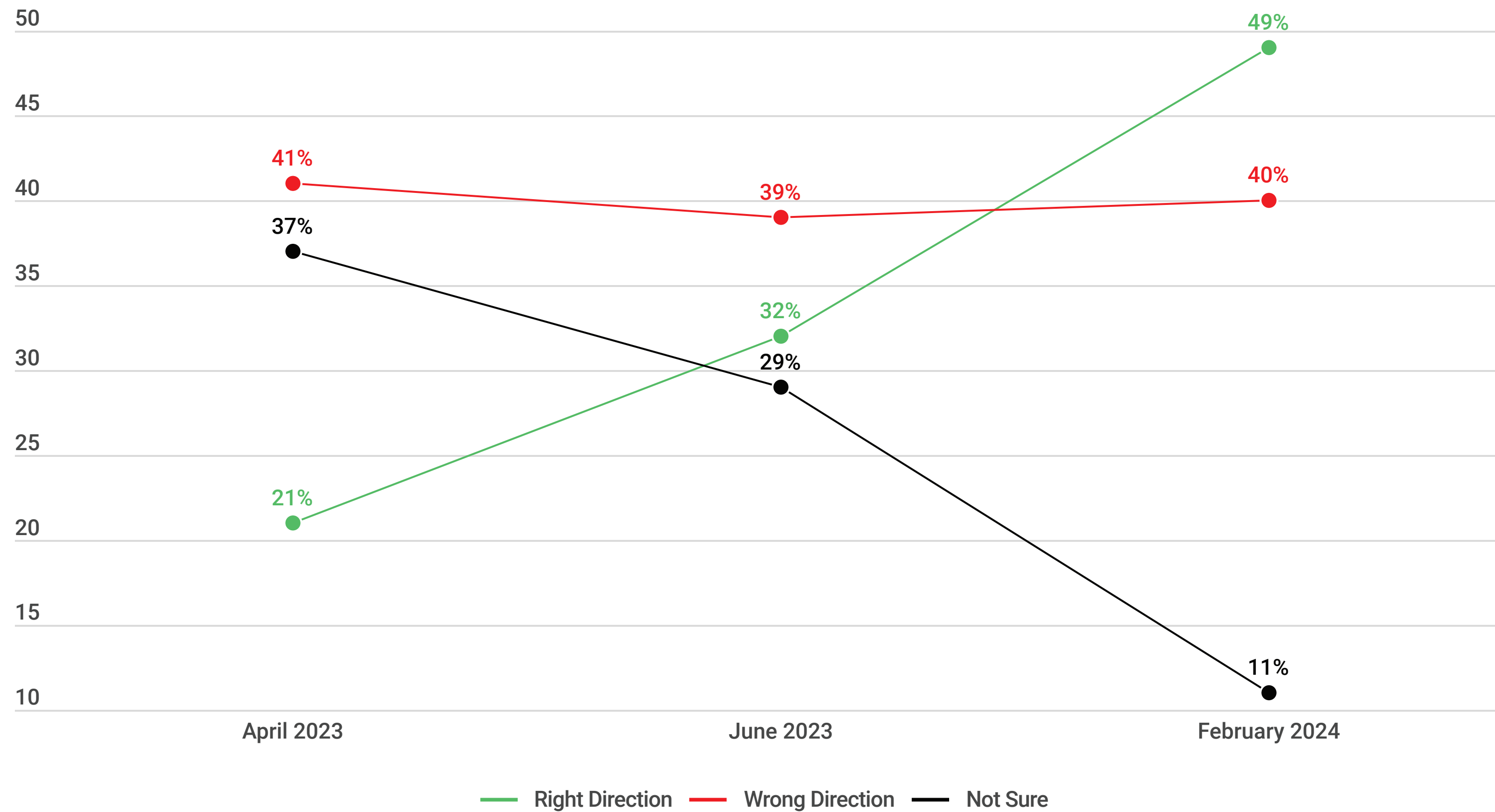
Q: Do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?





City Issue - Direction of City

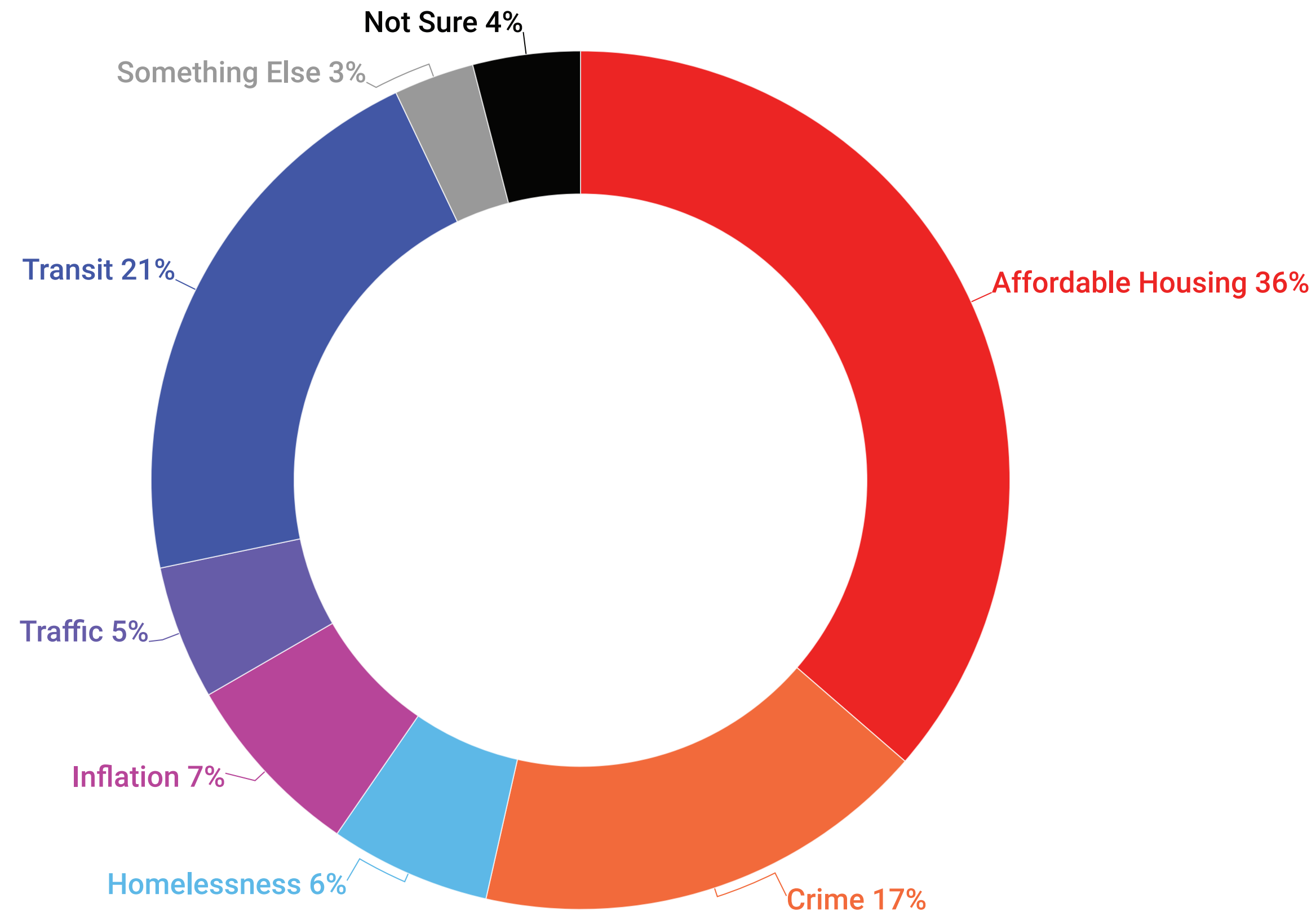
Q: In your opinion is the City of Toronto heading in the right direction or the wrong direction?





City Issue - Most Important Issue

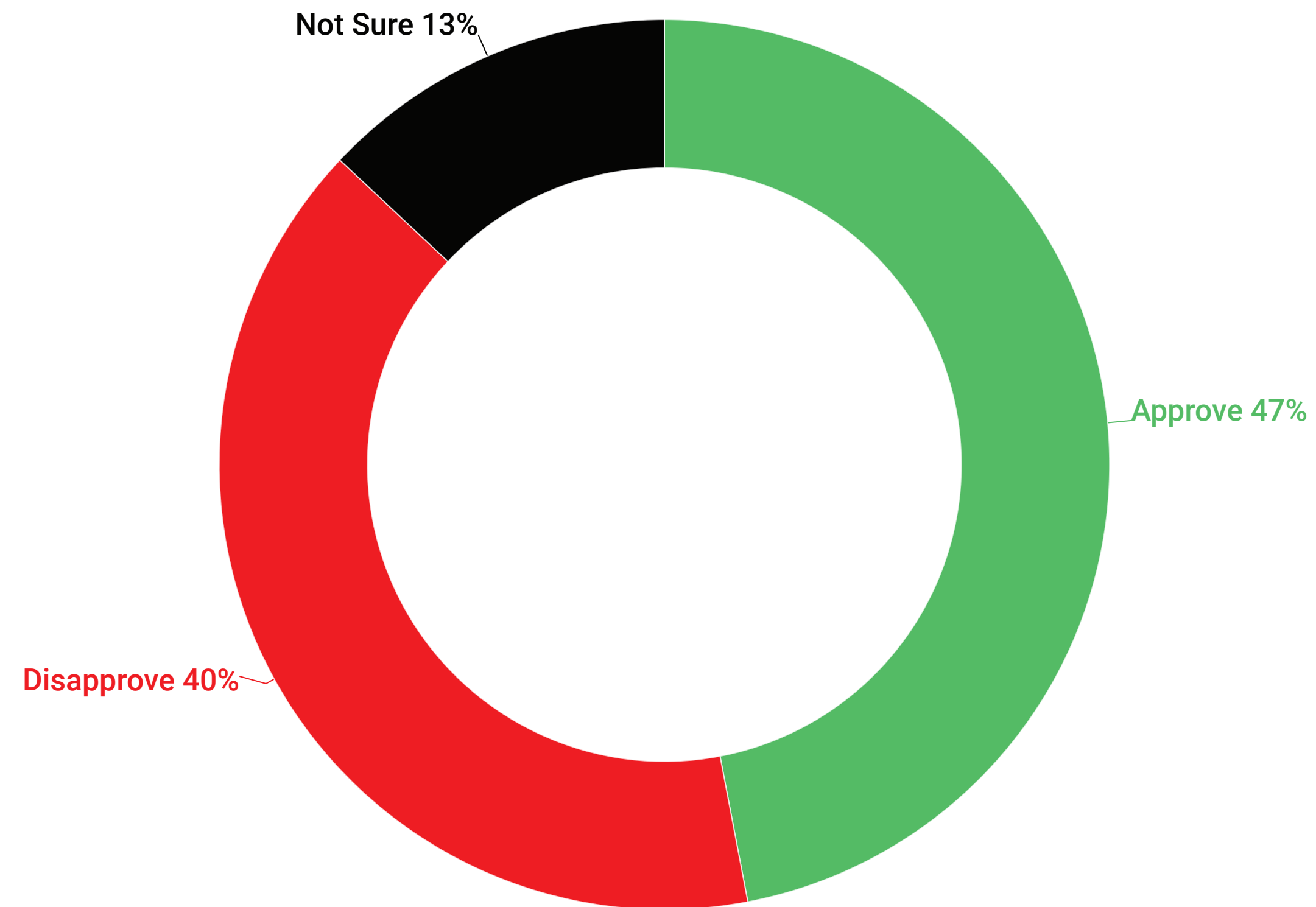
Q: In your opinion, what is the most important issue facing Toronto: affordable housing, crime, homelessness, inflation, traffic, transit or something else?

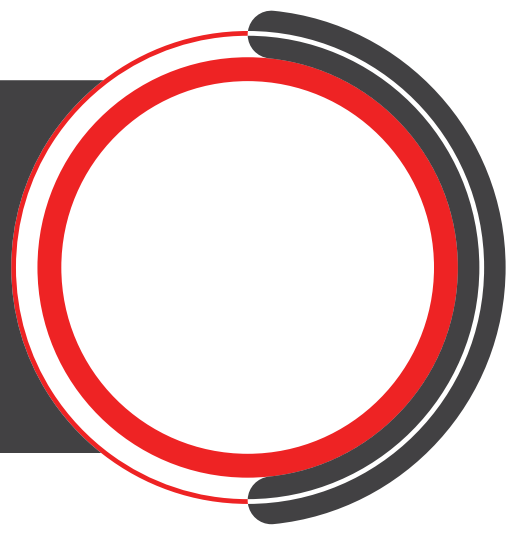




City Issue - Budget

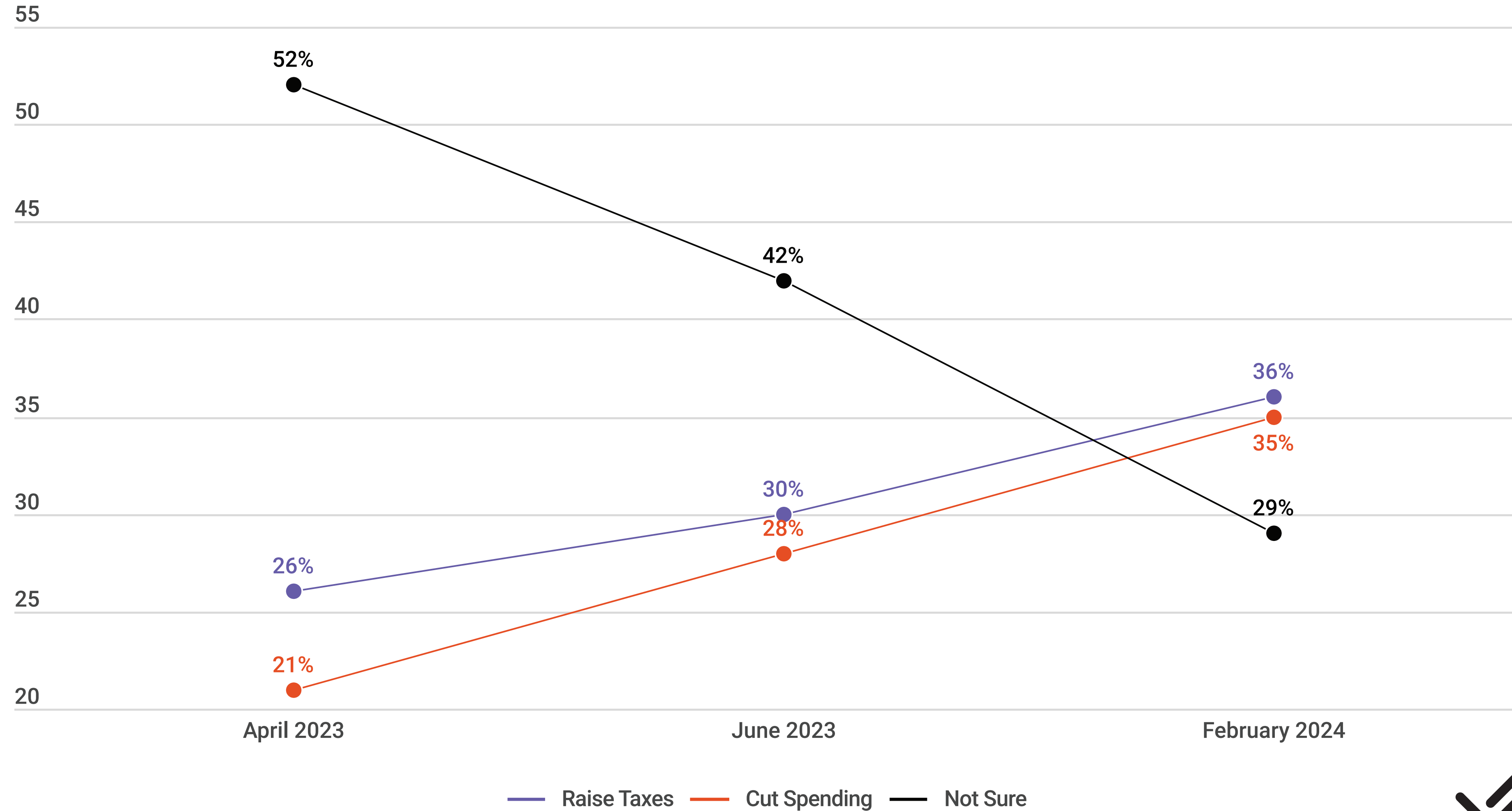
Q: Based on what you have seen, read or heard, do you approve or disapprove of the proposed City of Toronto budget?





City Issue - Budget

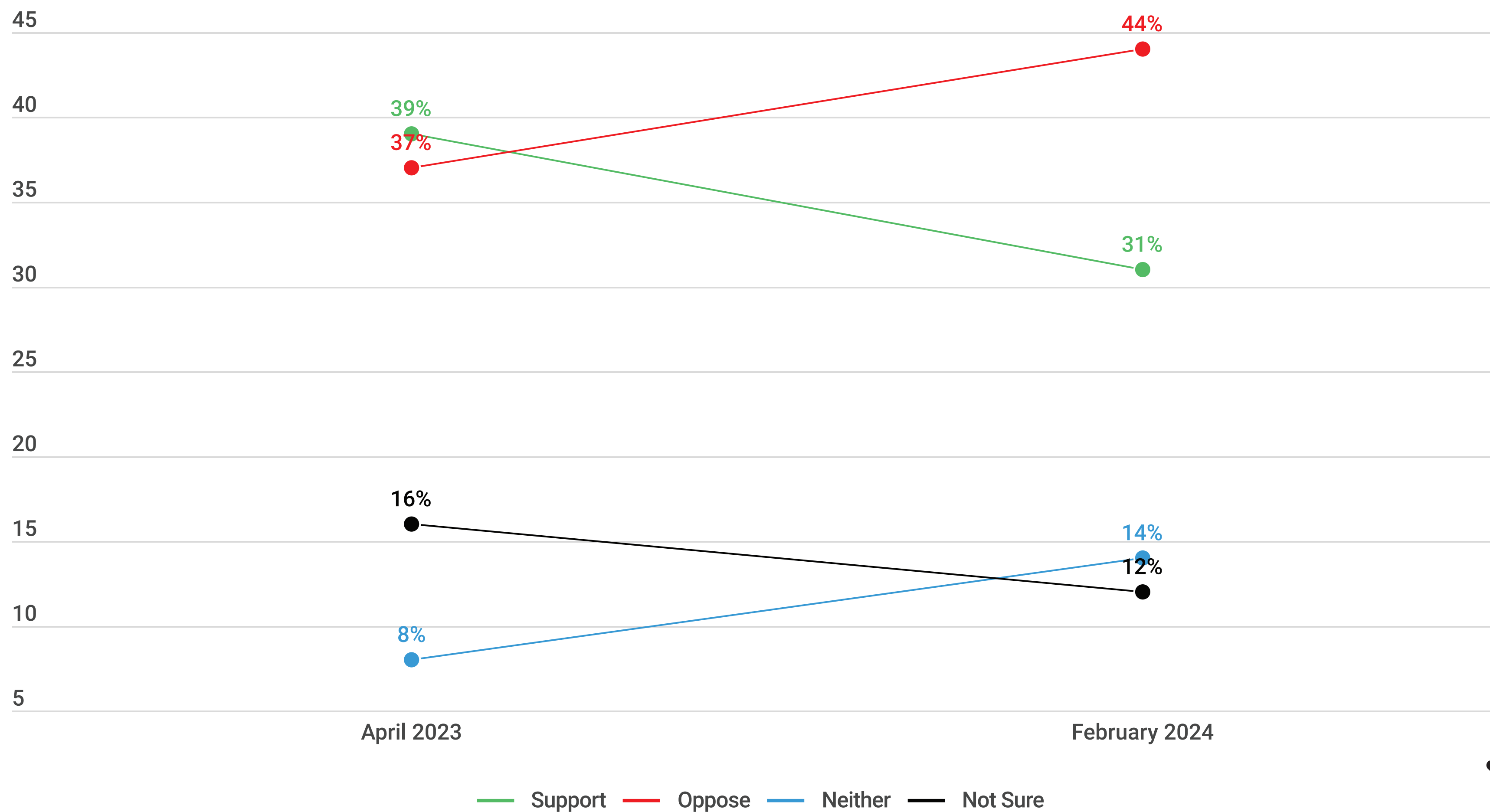
Q: Do you think it would be better for the City of Toronto to raise taxes or better for the City of Toronto to cut spending?





City Issue - Budget

Q: Would you support or oppose cutting funding from the Toronto Police Service and spending it on social services?

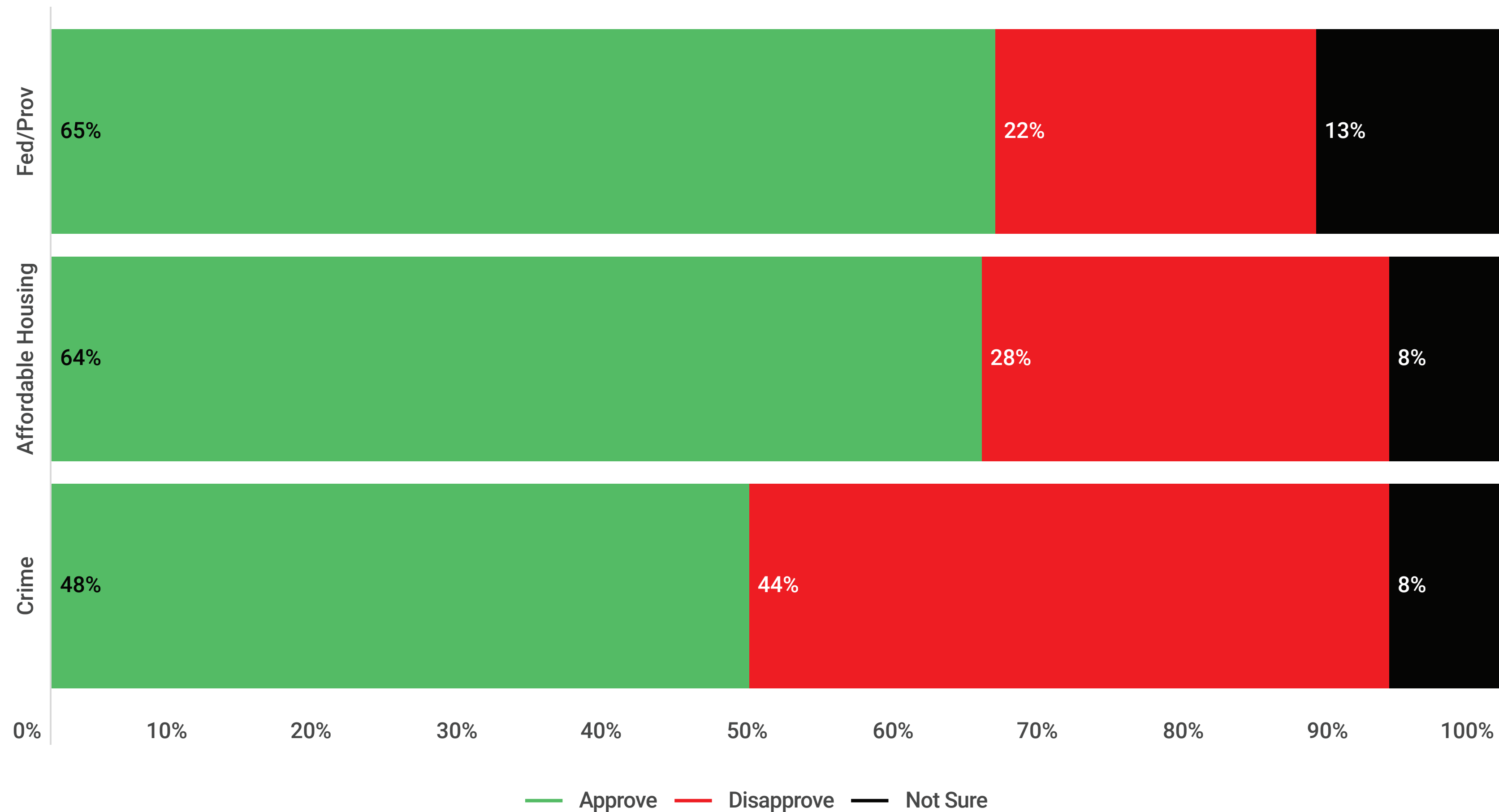




City Issue Approvals

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

- Relationship with the provincial and federal government
- Affordable Housing
- Crime



TABLES

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

February 2024	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	55%	60%	50%	55%	58%	59%	46%	55%	64%	40%	57%	47%
Disapprove	39%	33%	45%	32%	35%	34%	49%	41%	30%	54%	37%	47%
Not Sure	6%	7%	5%	13%	7%	7%	5%	4%	6%	6%	7%	6%
Sample (Unweighted)	875	443	397	35	156	240	238	241	287	156	244	188
Weighted	875	439	402	34	298	213	192	172	282	112	295	186

In your opinion is the City of Toronto heading 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	49%	51%	45%	68%	56%	45%	46%	44%	54%	37%	48%	50%
Wrong Direction	40%	38%	43%	29%	36%	39%	37%	50%	34%	49%	43%	38%
Not Sure	11%	11%	11%	3%	7%	16%	16%	6%	12%	14%	8%	12%

In your opinion, what is the most important issue facing 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	36%	36%	38%	26%	48%	36%	24%	30%	28%	31%	48%	33%
Crime	17%	16%	19%	13%	11%	16%	21%	27%	17%	21%	16%	18%
Homelessness	6%	7%	5%	3%	6%	4%	5%	9%	10%	5%	3%	5%
Inflation	7%	8%	7%	0%	5%	7%	11%	5%	11%	7%	5%	4%
Traffic	5%	3%	6%	13%	4%	4%	9%	4%	5%	8%	4%	4%
Transit	21%	23%	19%	29%	20%	28%	19%	19%	20%	20%	17%	31%
Something Else	3%	3%	2%	10%	3%	3%	5%	2%	3%	5%	3%	2%
Not Sure	4%	4%	4%	6%	3%	4%	6%	3%	5%	4%	4%	3%

Based on what you have seen, read or heard, do you approve or disapprove of the proposed City of Toronto budget?

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	47%	49%	45%	45%	46%	49%	43%	50%	46%	38%	48%	51%
Disapprove	40%	37%	43%	48%	39%	41%	40%	40%	38%	48%	41%	35%
Not Sure	13%	15%	12%	6%	15%	11%	17%	9%	15%	14%	10%	13%

TABLES

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

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Raise Taxes	36%	43%	28%	39%	36%	36%	33%	40%	35%	29%	39%	38%
Cut Spending	35%	30%	40%	42%	29%	38%	33%	47%	33%	41%	32%	41%
Not Sure	29%	26%	32%	19%	36%	27%	34%	13%	32%	30%	29%	21%

Would you support or oppose cutting funding from the Toronto Police Service and spending it on social services?

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Support	31%	33%	29%	35%	35%	31%	27%	29%	31%	30%	35%	24%
Oppose	44%	44%	45%	35%	34%	39%	55%	55%	41%	49%	45%	45%
Neither	13%	11%	15%	16%	16%	16%	8%	10%	16%	7%	8%	19%
Not Sure	12%	12%	12%	13%	15%	15%	9%	7%	12%	14%	12%	12%

Do you approve or disapprove of the way Mayor Olivia Chow is handling... Toronto's relationship with the provincial and federal government

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	65%	69%	62%	48%	70%	64%	61%	62%	67%	52%	70%	62%
Disapprove	22%	17%	27%	29%	18%	21%	19%	35%	17%	34%	20%	26%
Not Sure	13%	14%	11%	23%	12%	16%	20%	3%	16%	14%	10%	12%

... Affordable Housing

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	64%	67%	62%	45%	73%	58%	61%	60%	67%	54%	67%	60%
Disapprove	28%	24%	32%	32%	19%	33%	30%	34%	25%	34%	26%	32%
Not Sure	8%	10%	6%	23%	8%	9%	9%	6%	8%	13%	7%	8%

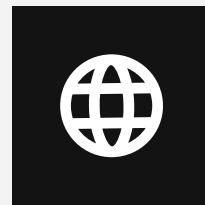
... Crime

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	48%	53%	44%	32%	54%	45%	41%	49%	51%	38%	53%	42%
Disapprove	44%	39%	50%	48%	38%	45%	50%	47%	39%	52%	41%	51%
Not Sure	8%	9%	6%	19%	9%	10%	8%	4%	10%	11%	5%	7%

GET IN TOUCH



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