



TORONTO

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

Field Dates: March 14-15, 2024

Release Date: March 18, 2024





Liaison surveyed a random sample of 860 Torontonians through Interactive Voice Recording (IVR) from March 14 to March 15, 2024.

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

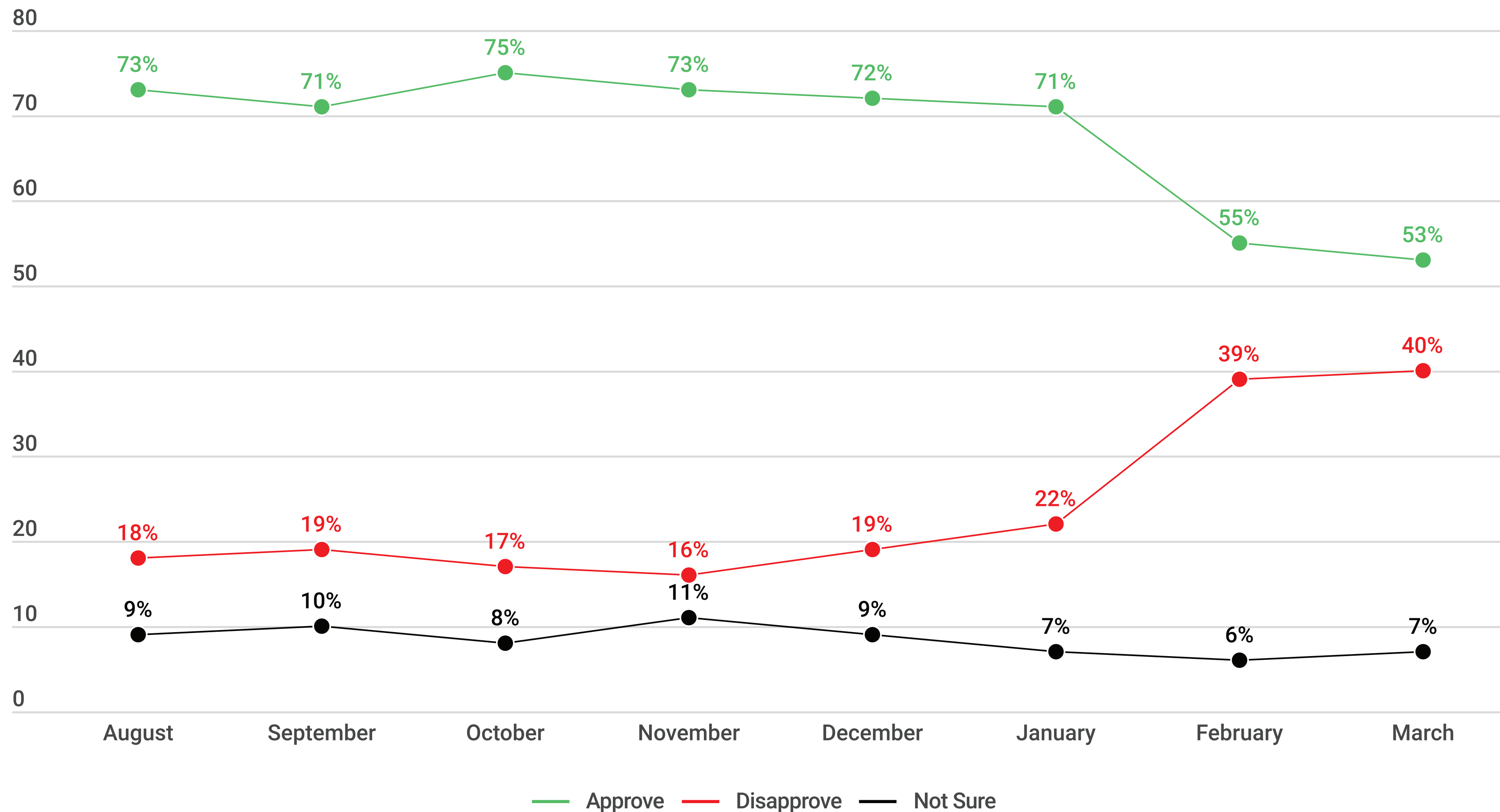
The margin of error for survey results is ± 3.34 percentage points, 19 times out of 20 for the total.

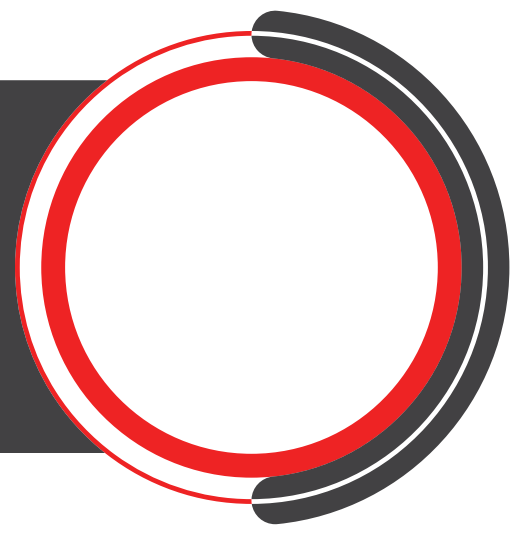
Results may not add up to 100 due to rounding.



Mayoral Approval - Toronto Residents

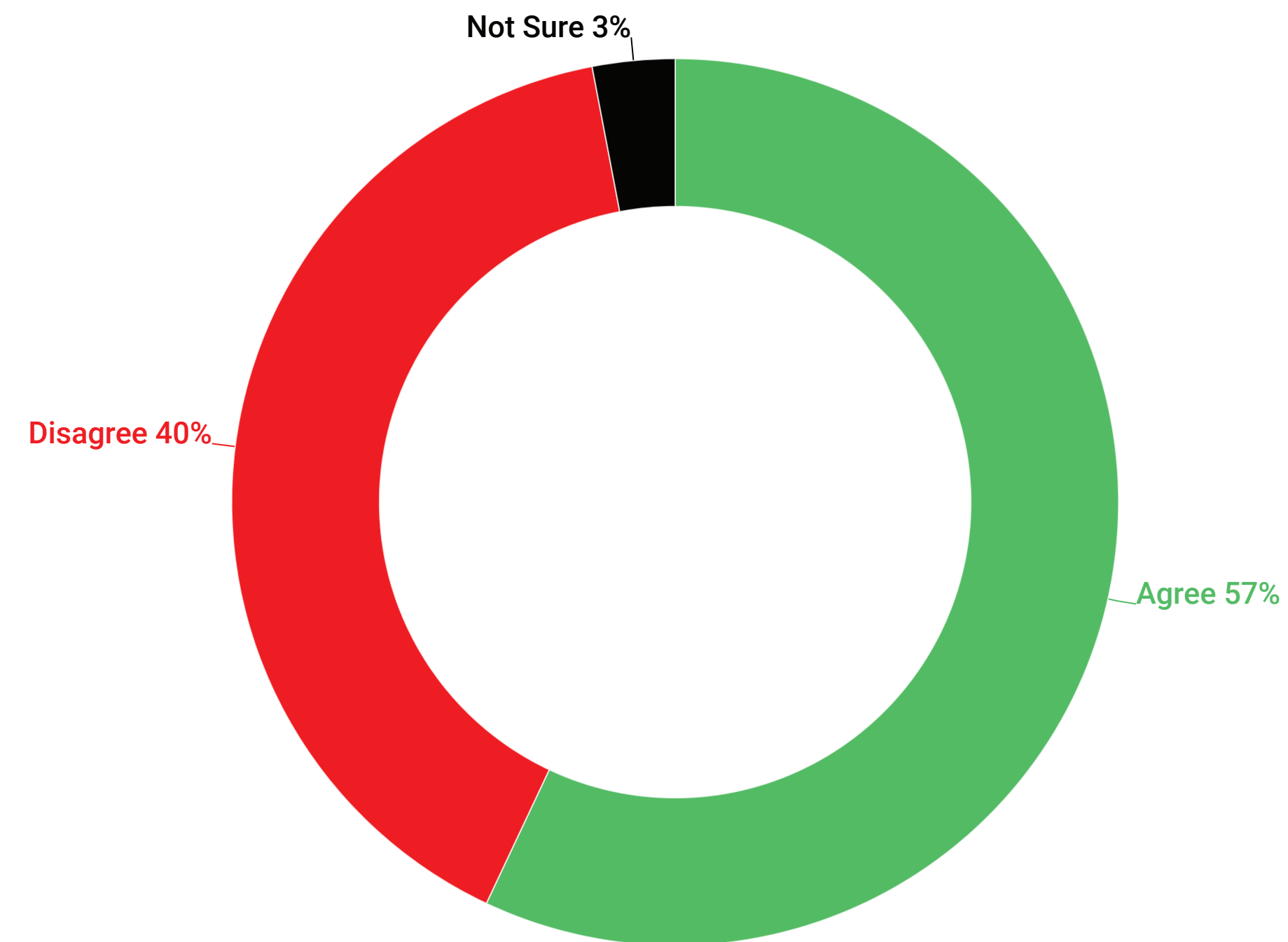
Q: Do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?





City of Toronto

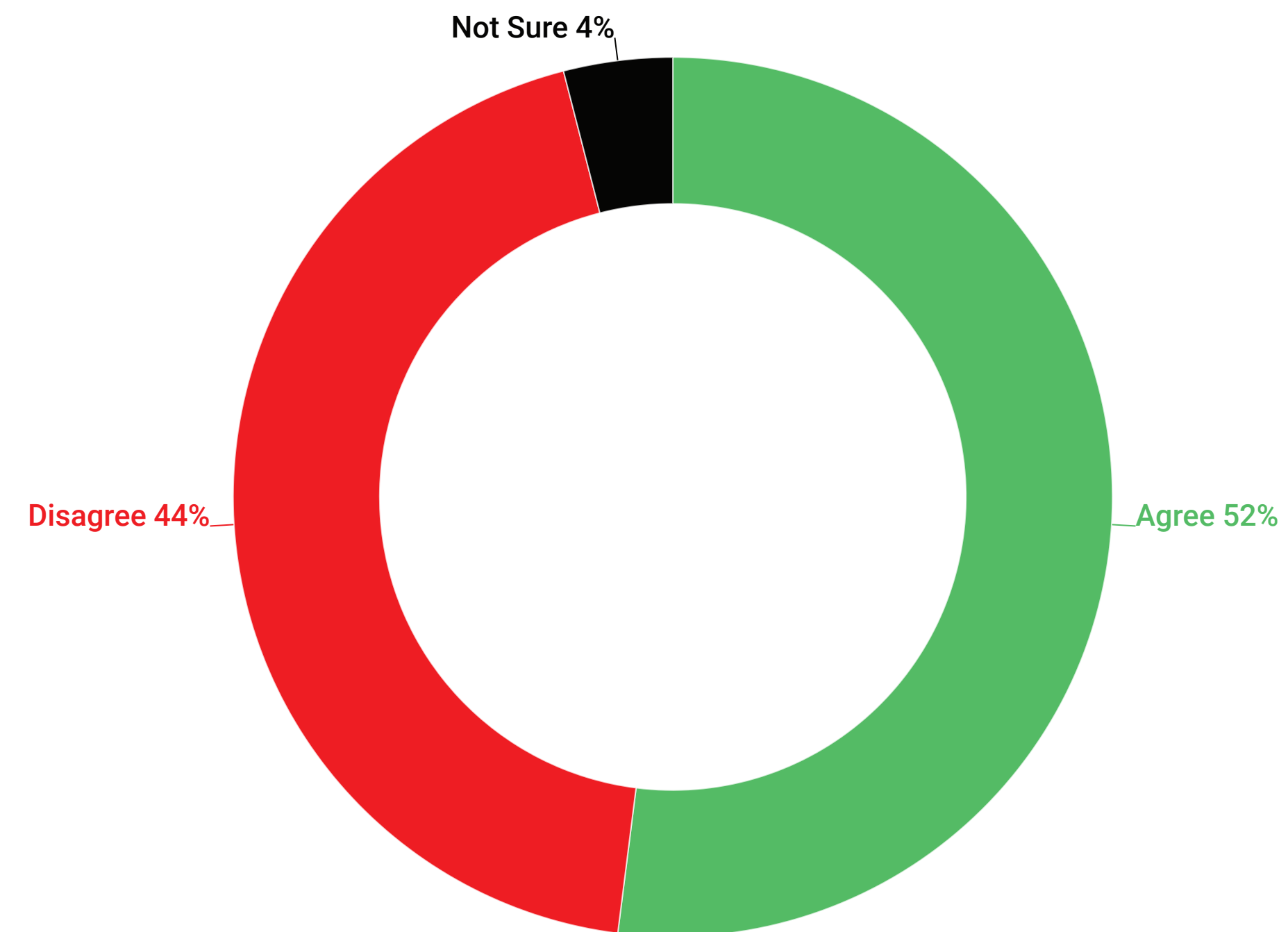
Q: We're going to read you some statements about the city of Toronto. Please indicate whether you agree or disagree with each: The City of Toronto is a good place to raise children.

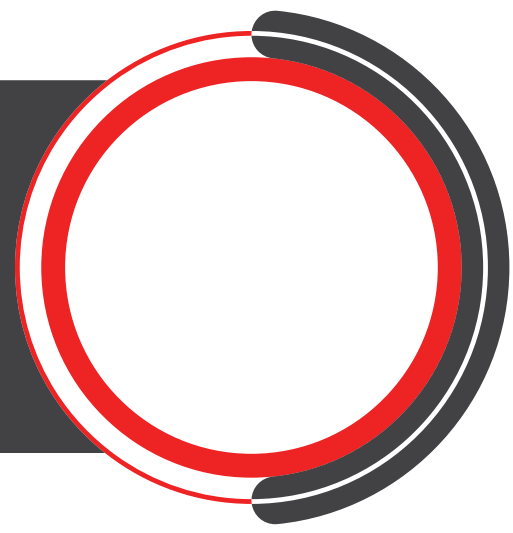




City of Toronto

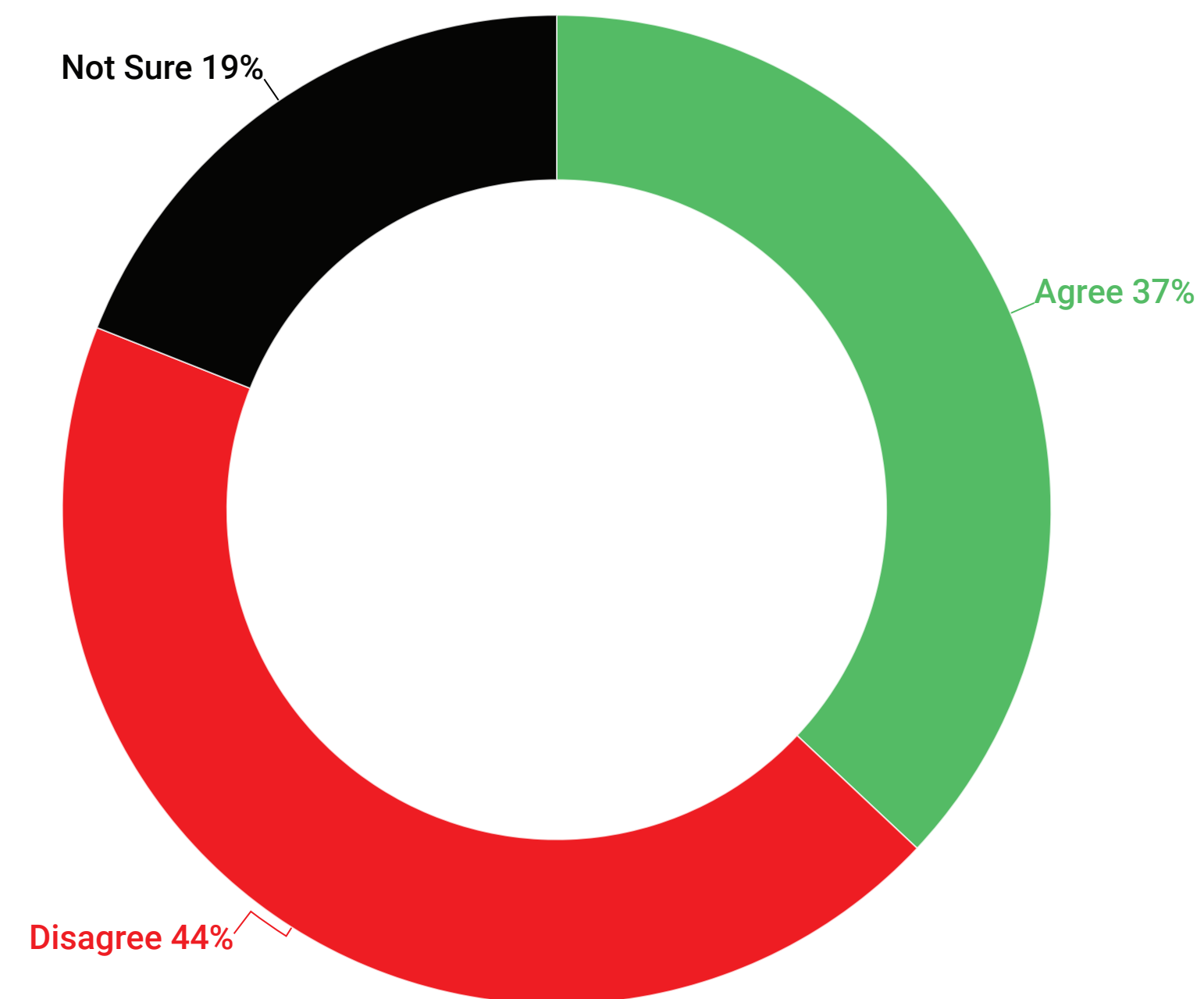
Q: We're going to read you some statements about the city of Toronto. Please indicate whether you agree or disagree with each: The City of Toronto is a good place to own a dog.





City of Toronto

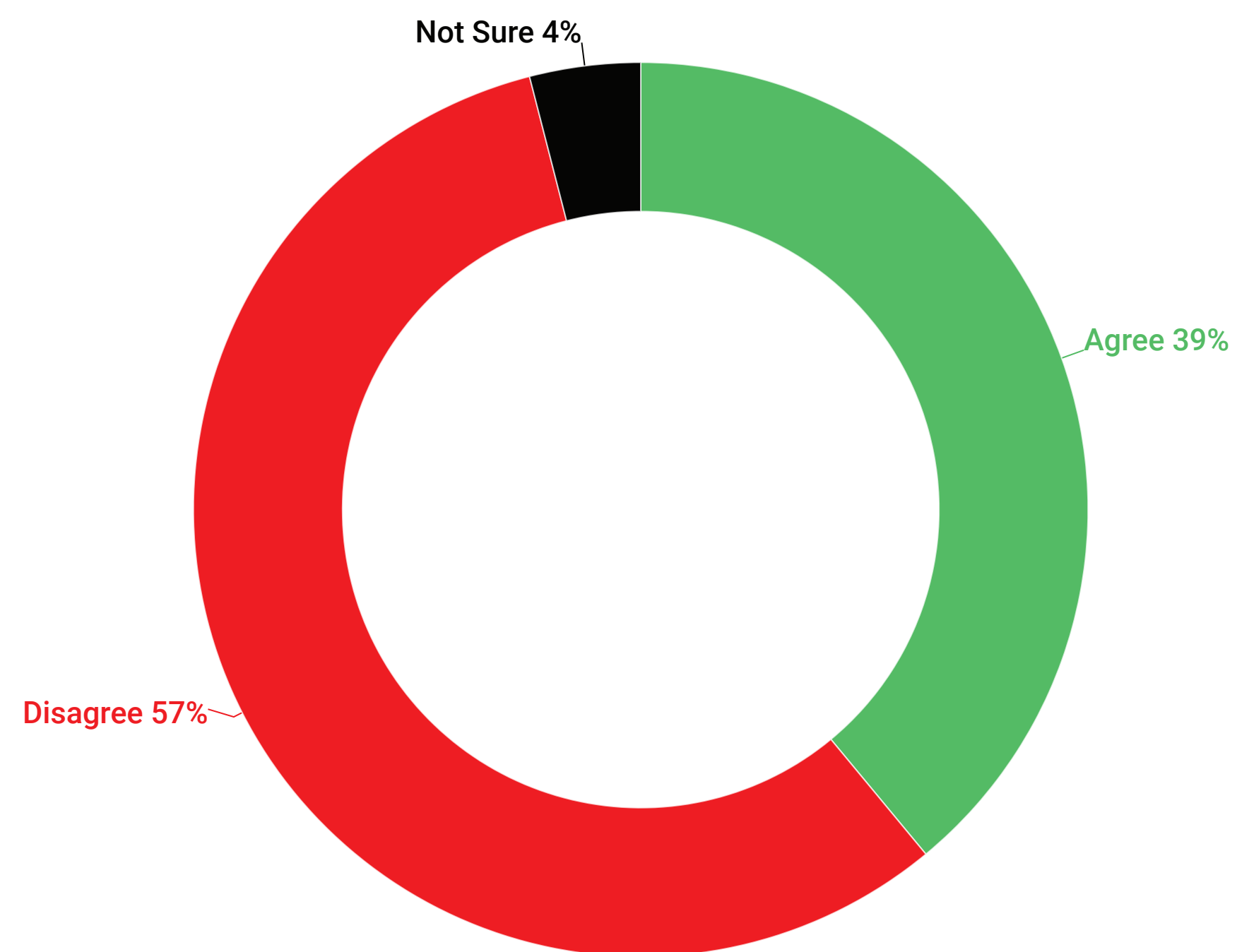
Q: We're going to read you some statements about the city of Toronto. Please indicate whether you agree or disagree with each: The City of Toronto is a good place to ride a bicycle for transportation.

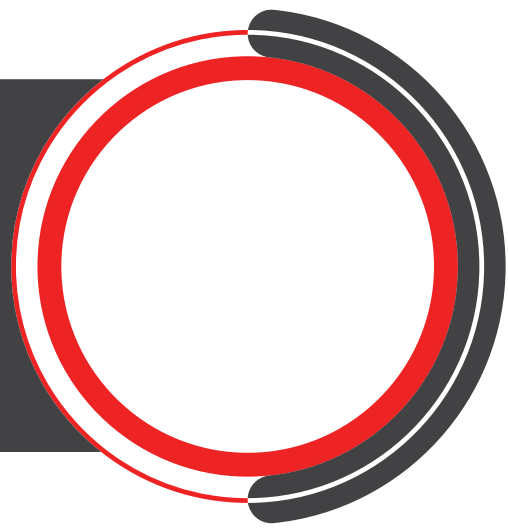




City of Toronto

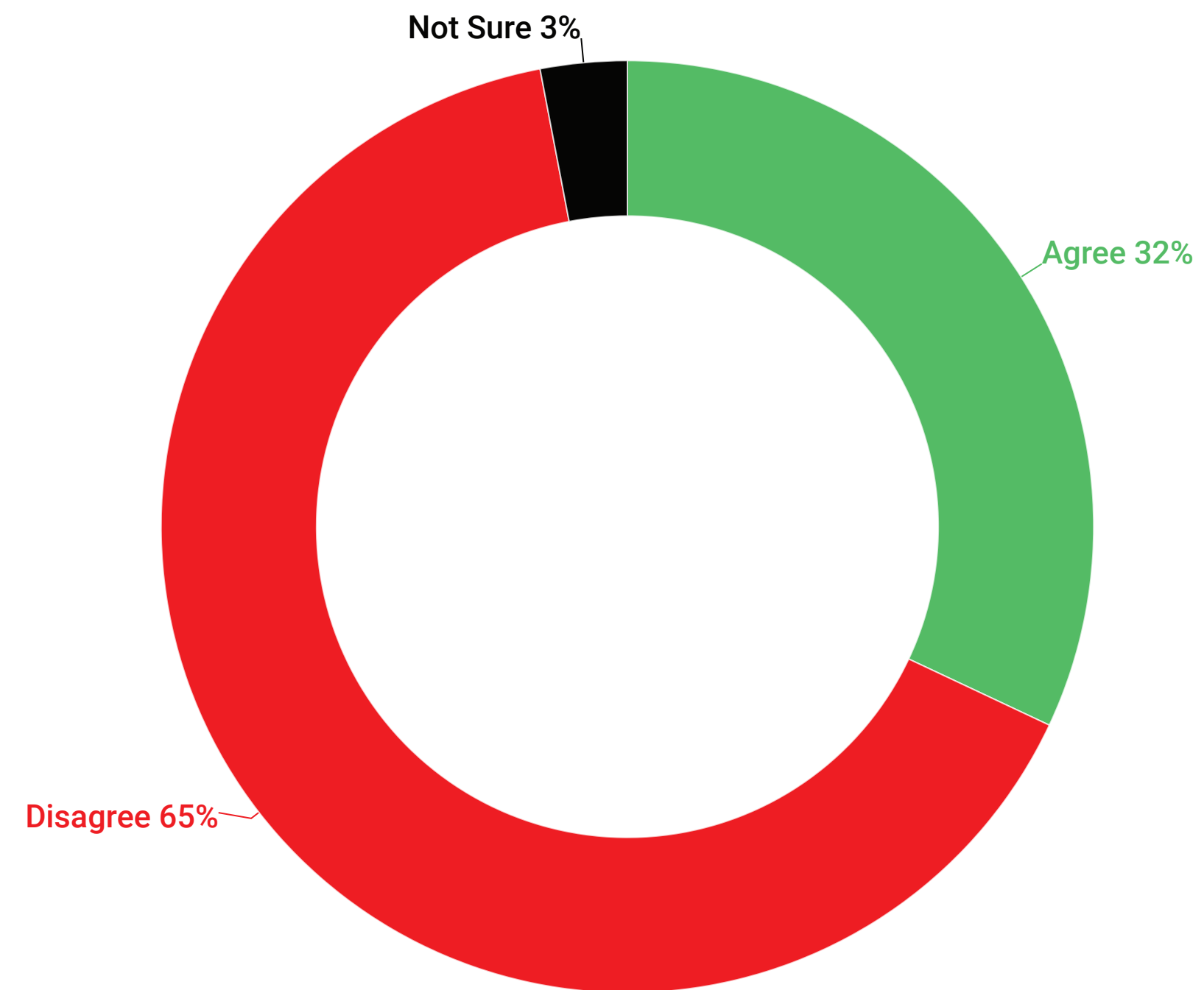
Q: We're going to read you some statements about the city of Toronto. Please indicate whether you agree or disagree with each: The City of Toronto is a good place to drive a car for transportation.





City of Toronto

Q: We're going to read you some statements about the city of Toronto. Please indicate whether you agree or disagree with each: The City of Toronto is a good place to retire.



TABLES

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

March 2024	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	53%	54%	51%	65%	54%	63%	49%	44%	66%	39%	50%	46%
Disapprove	40%	39%	42%	26%	41%	32%	44%	44%	30%	56%	37%	50%
Not Sure	7%	8%	6%	10%	5%	5%	8%	12%	4%	5%	13%	4%
Sample (Unweighted)	860	445	381	34	155	247	243	215	275	155	240	190
Weighted	860	431	395	33	293	210	188	169	278	110	290	183

We're going to read you some statements about the city of Toronto. Please indicate whether you agree or disagree with each: The City of Toronto is a good place to raise children.

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Agree	57%	52%	64%	39%	64%	55%	43%	63%	53%	57%	61%	57%
Disagree	40%	45%	34%	45%	35%	42%	55%	30%	44%	40%	37%	38%
Not Sure	3%	3%	2%	16%	1%	3%	2%	6%	3%	3%	2%	5%

The City of Toronto is a good place to own a dog.

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Agree	52%	49%	57%	42%	55%	46%	53%	53%	42%	63%	55%	58%
Disagree	44%	48%	39%	48%	41%	50%	43%	42%	54%	30%	43%	38%
Not Sure	4%	3%	4%	10%	3%	4%	4%	5%	4%	8%	2%	4%

The City of Toronto is a good place to ride a bicycle for transportation.

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Agree	37%	38%	36%	35%	45%	32%	33%	34%	39%	38%	33%	39%
Disagree	44%	42%	45%	52%	41%	41%	39%	60%	38%	42%	51%	43%
Not Sure	19%	20%	19%	13%	14%	27%	28%	6%	22%	19%	16%	18%

TABLES

The City of Toronto is a good place to drive a car for transportation.

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Agree	39%	38%	41%	19%	44%	40%	34%	35%	37%	33%	42%	41%
Disagree	57%	58%	55%	58%	53%	56%	60%	62%	58%	64%	52%	58%
Not Sure	4%	3%	3%	23%	3%	4%	6%	3%	4%	3%	6%	1%

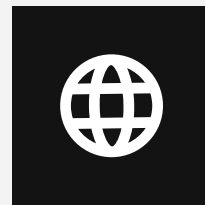
The City of Toronto is a good place to retire.

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Agree	32%	29%	35%	35%	32%	36%	33%	27%	29%	39%	28%	38%
Disagree	65%	69%	62%	52%	65%	61%	65%	70%	69%	58%	69%	57%
Not Sure	3%	3%	3%	13%	3%	4%	2%	3%	2%	3%	3%	5%

GET IN TOUCH



+1 416-483-2335



info@liaisonstrategies.ca



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

