



TORONTO

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

Field Dates: October 7-8, 2024

Release Date: October 15, 2024



Liaison surveyed a random sample of 848 Torontonians through Interactive Voice Recording (IVR) from October 7 to October 8, 2024.

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

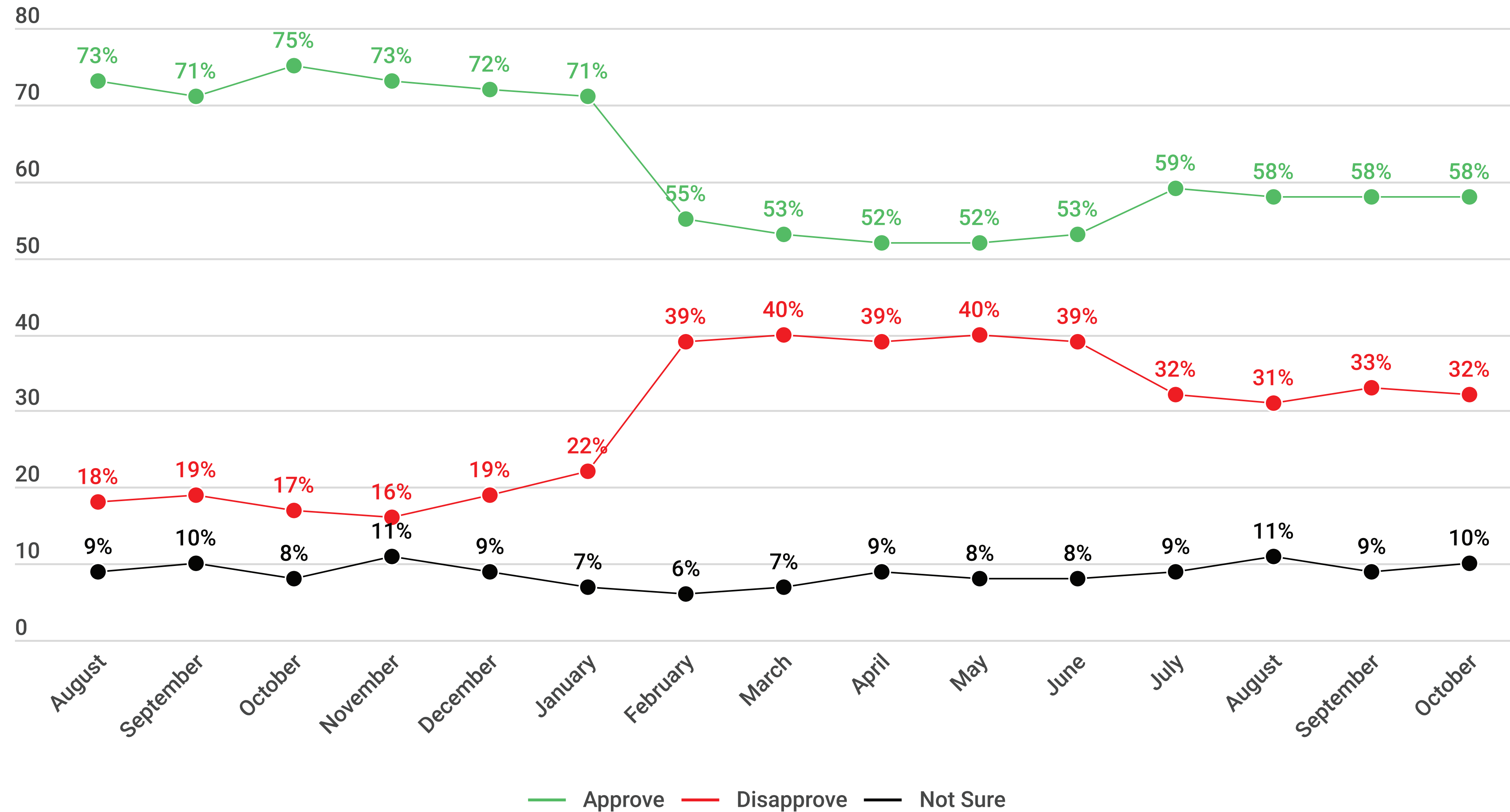
The margin of error for survey results is ± 3.37 percentage points, 19 times out of 20 for the total.

Results may not add up to 100 due to rounding.



Mayoral Approval - Toronto Residents

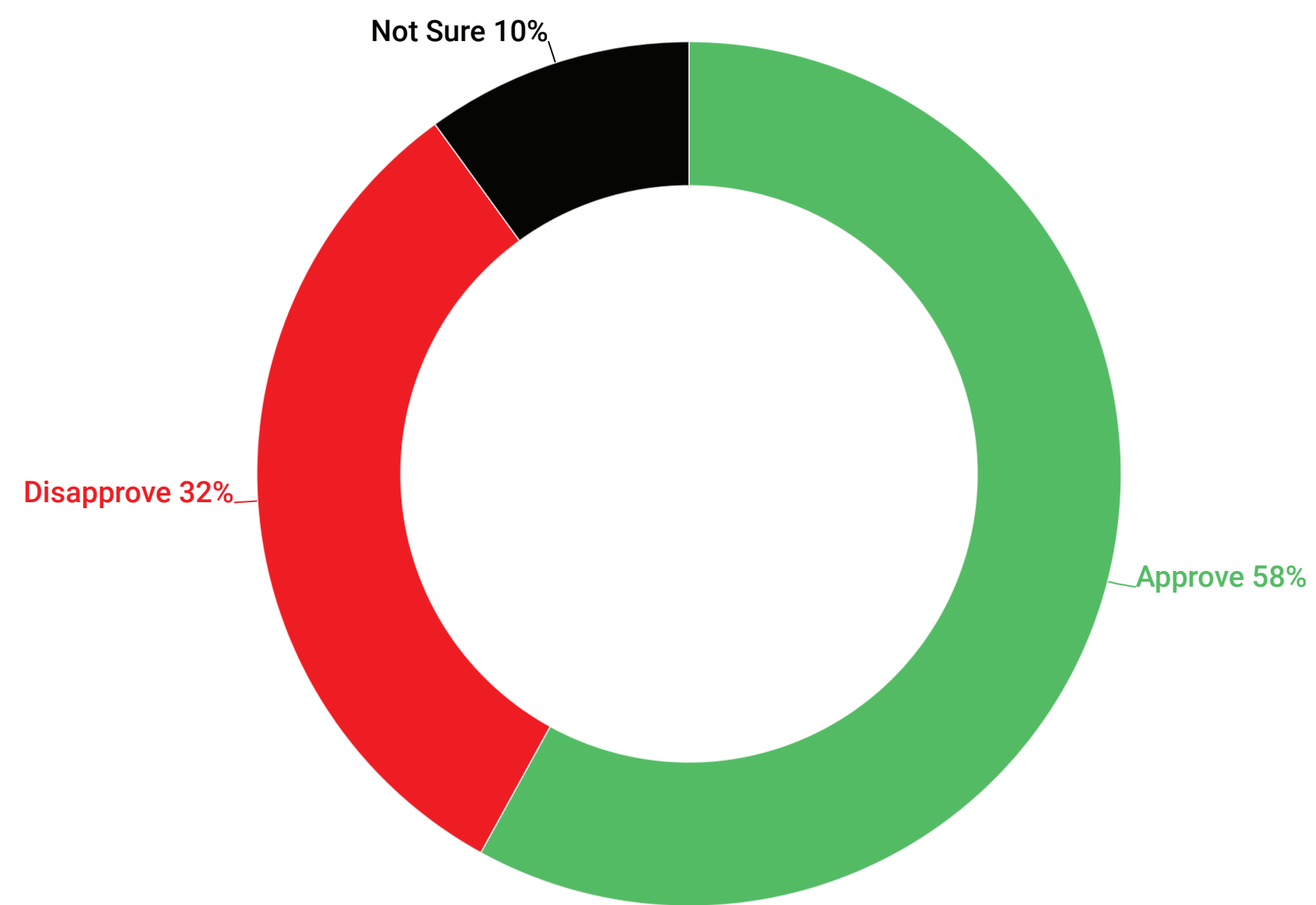
Q: Do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?





Mayoral Approval - Toronto Residents

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

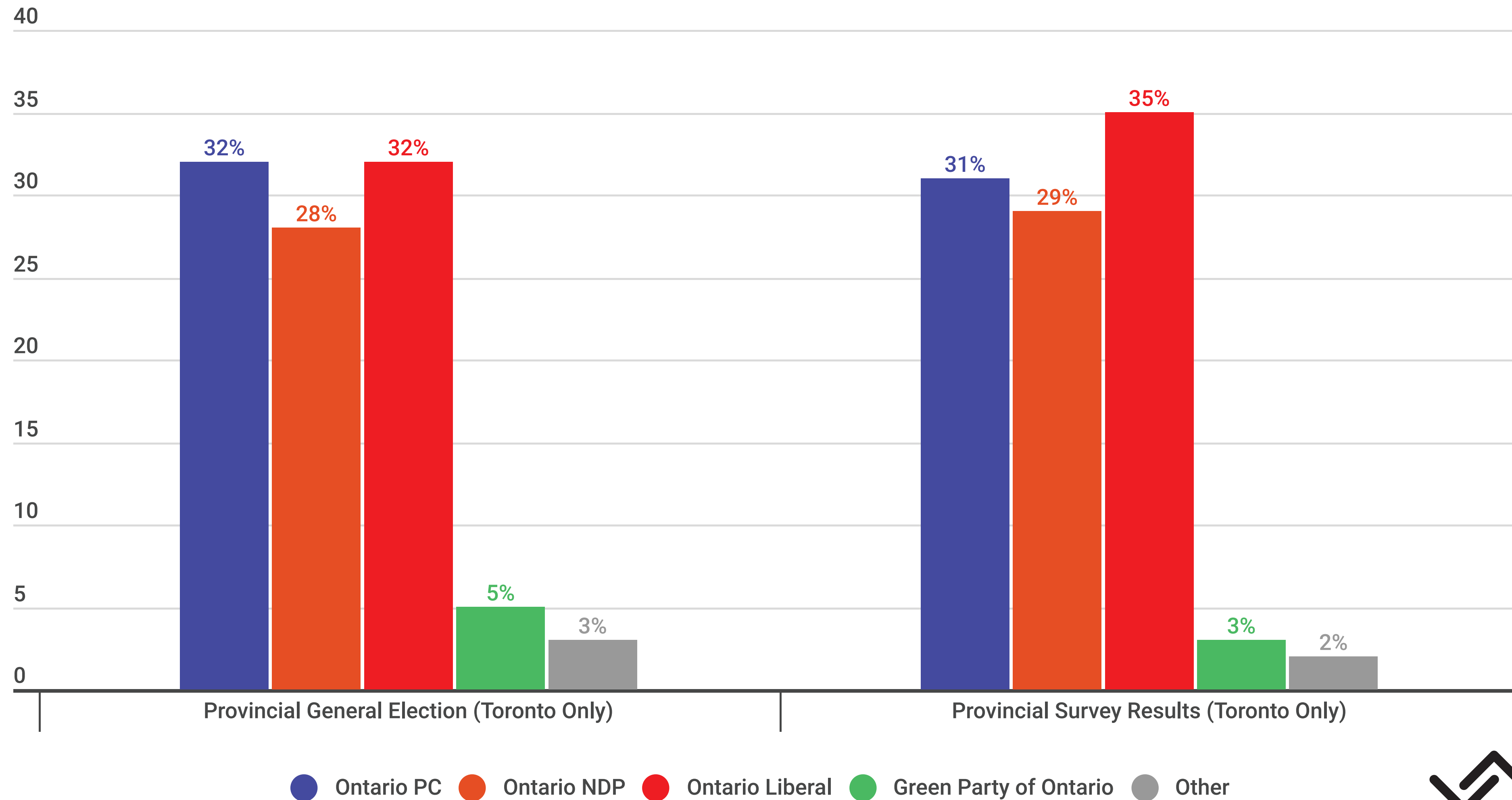


	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Approve	58%	65%	51%	44%	63%	57%	59%	50%	68%	35%	54%	62%
Disapprove	32%	25%	40%	35%	29%	31%	30%	42%	17%	59%	37%	31%
Not Sure	10%	10%	9%	21%	8%	13%	12%	8%	14%	7%	9%	6%
Sample (Unweighted)	848	437	380	31	155	206	249	238	266	137	255	190
Weighted	848	425	390	33	289	207	186	167	274	109	286	180



Provincial Ballot - Toronto Residents

*Q: If a provincial election were held today, which party would you support?
Undecided Only: And which party are you leaning towards?*





Provincial Ballot - Toronto Residents

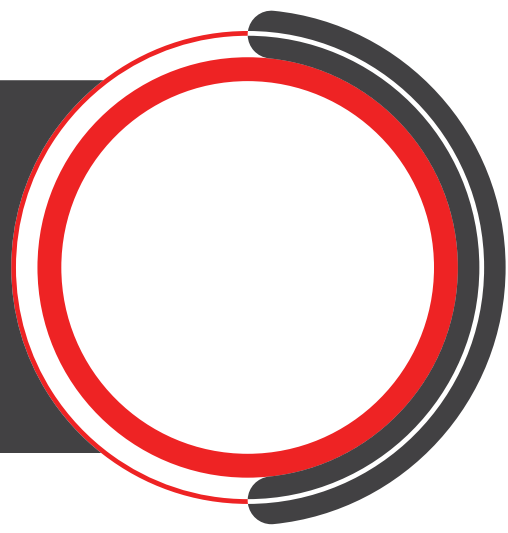
*Q: If a provincial election were held today, which party would you support?
Undecided Only: And which party are you leaning towards?*

All Voters

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Ontario PC	28%	20%	35%	26%	25%	29%	26%	32%	17%	39%	31%	31%
Ontario NDP	26%	28%	24%	21%	35%	21%	19%	25%	36%	14%	22%	24%
Ontario Liberal	31%	35%	28%	27%	23%	31%	41%	34%	31%	22%	36%	29%
Green Party of Ontario	3%	3%	2%	6%	2%	4%	4%	2%	4%	4%	2%	1%
Other	2%	1%	3%	3%	2%	2%	2%	2%	1%	3%	1%	3%
Undecided	11%	13%	8%	16%	13%	14%	8%	6%	11%	17%	8%	11%

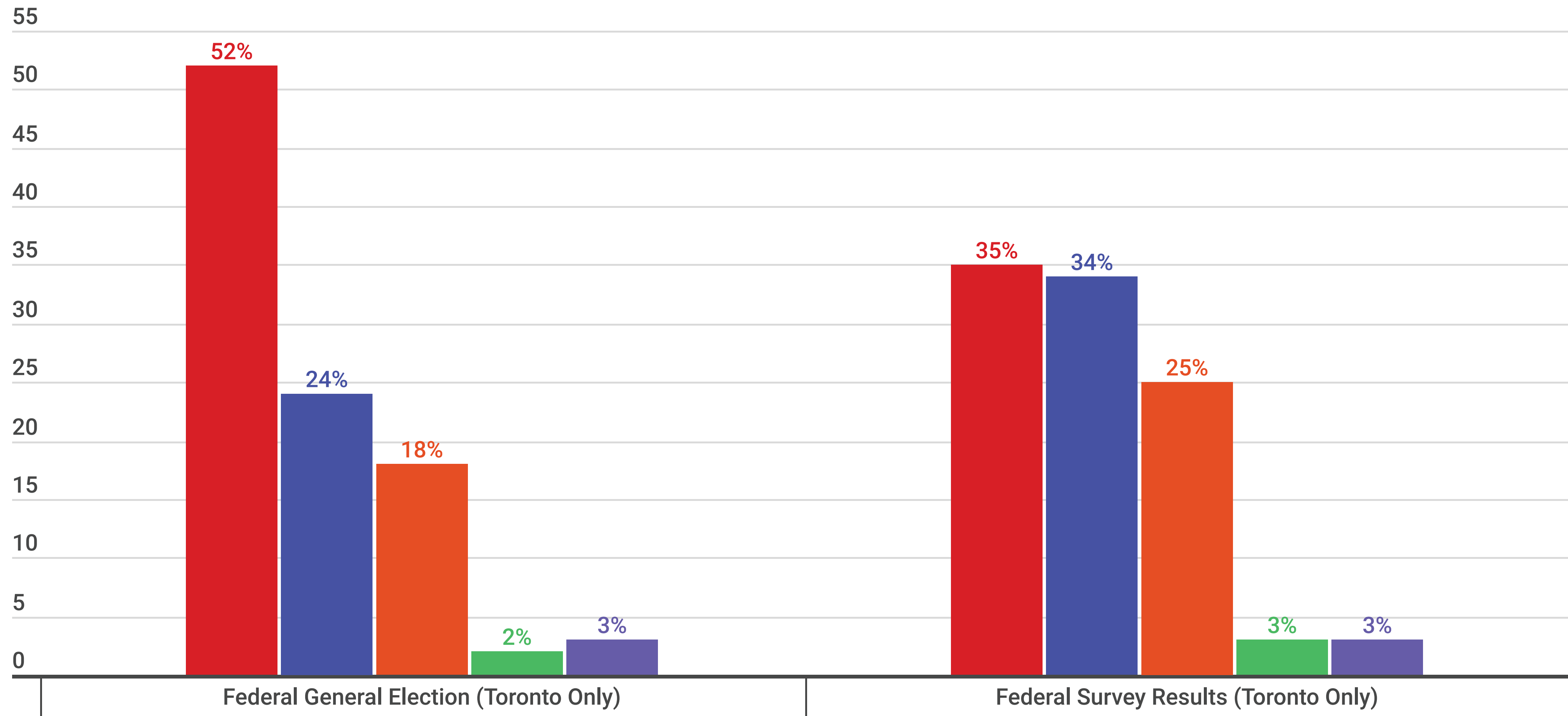
Decided & Leaning

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Ontario PC	31%	24%	39%	29%	28%	36%	28%	34%	22%	45%	32%	36%
Ontario NDP	29%	31%	26%	27%	39%	22%	21%	27%	39%	18%	24%	26%
Ontario Liberal	35%	40%	30%	31%	29%	35%	44%	35%	34%	26%	40%	33%
Green Party of Ontario	3%	4%	2%	10%	2%	4%	5%	2%	4%	4%	3%	1%
Other	2%	1%	3%	3%	2%	3%	2%	3%	2%	6%	1%	4%



Federal Ballot - Toronto Residents

*Q: If a federal election were held today, which party would you support?
Undecided Only: And which party are you leaning towards?*



● Liberal ● Conservative ● NDP ● Greens ● PPC



Federal Ballot - Toronto Residents

*Q: If a federal election were held today, which party would you support?
Undecided Only: And which party are you leaning towards?*

All Voters

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Liberal	32%	35%	30%	32%	28%	29%	37%	39%	31%	28%	37%	29%
Conservative	31%	25%	39%	24%	27%	38%	30%	31%	23%	39%	38%	28%
NDP	23%	28%	18%	19%	33%	17%	18%	19%	33%	16%	12%	29%
Greens	3%	2%	3%	3%	3%	3%	2%	2%	2%	3%	3%	3%
PPC	3%	1%	4%	5%	1%	3%	3%	4%	2%	5%	3%	1%
Undecided	8%	9%	7%	16%	8%	10%	9%	5%	10%	9%	6%	9%

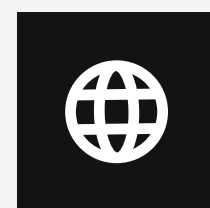
Decided & Leaning

	All	Female	Male	Other	18-34	35-49	50-64	65+	Downtown	Etobicoke	North York	Scarborough
Liberal	35%	38%	32%	38%	30%	31%	42%	40%	33%	32%	40%	32%
Conservative	34%	28%	41%	31%	30%	43%	33%	33%	26%	42%	40%	32%
NDP	25%	30%	20%	21%	35%	19%	20%	21%	36%	17%	13%	31%
Greens	3%	3%	3%	6%	3%	3%	2%	3%	2%	3%	4%	4%
PPC	3%	2%	4%	4%	2%	3%	3%	4%	2%	6%	3%	1%

GET IN TOUCH



+1 416-483-2335



info@liaisonstrategies.ca



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

