

The Toronto Pulse Check

Municipal Survey
February 12, 2026

Methodology

Liaison surveyed a random sample of 1000 Torontonians from **January 31st to February 2nd, 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 ±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

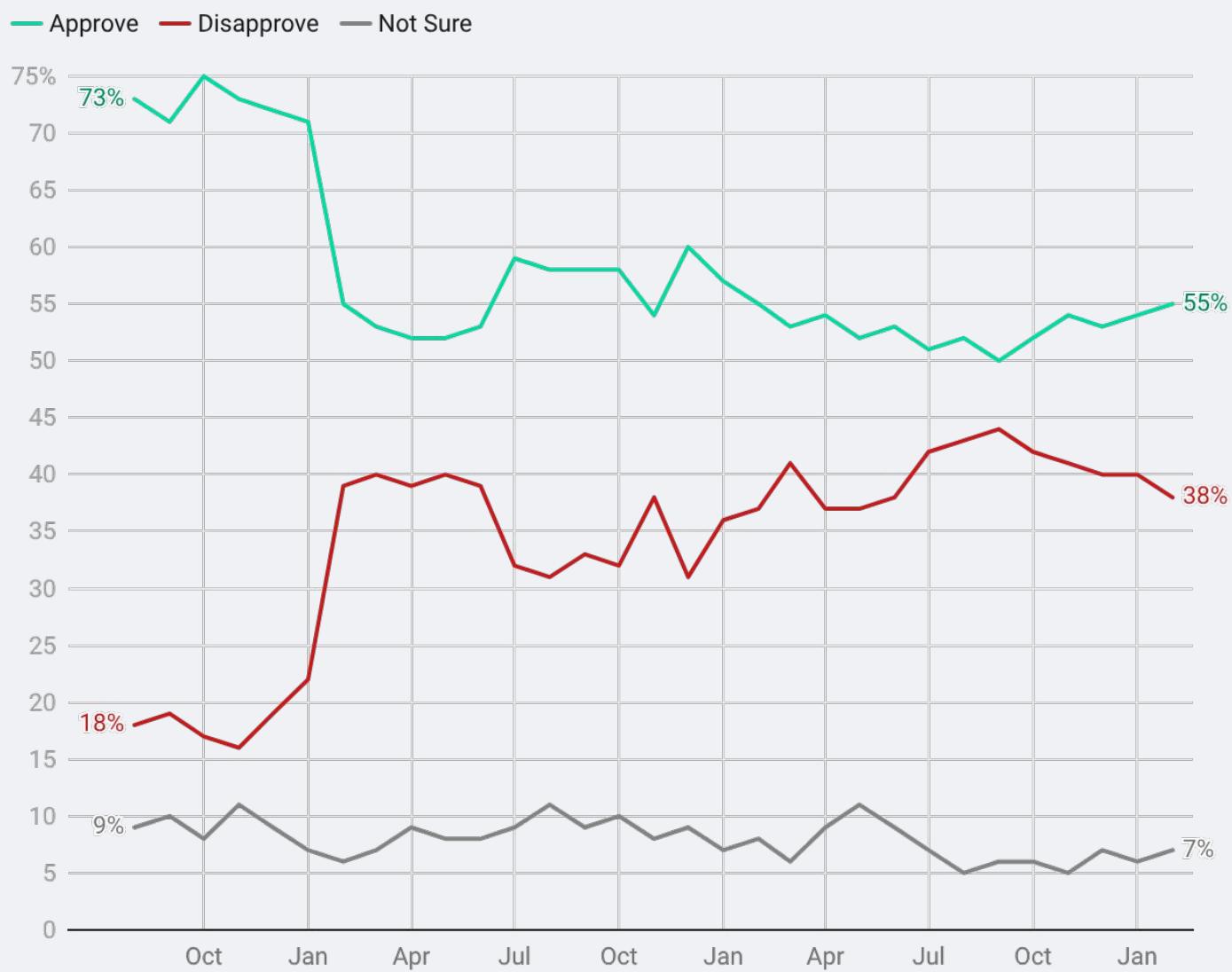
All Voters

	Total	Female	Male	Other
Unweighted	1000	509	441	50
Weighted	1000	503	450	47
	18-34	35-49	50-64	65+
Unweighted	160	293	284	263
Weighted	165	297	276	262
	Downtown	Etobicoke	North York	Scarborough
Unweighted	313	141	327	219
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	55 %	57 %	53 %	49 %
Disapprove	38 %	37 %	40 %	32 %
Not Sure	7 %	5 %	7 %	19 %

	18-34	35-49	50-64	65+
Approve	57 %	56 %	50 %	56 %
Disapprove	35 %	38 %	42 %	40 %
Not Sure	8 %	5 %	7 %	5 %

	Downtown	Etobicoke	North York	Scarborough
Approve	60 %	34 %	57 %	58 %
Disapprove	33 %	59 %	37 %	36 %
Not Sure	7 %	8 %	6 %	6 %



The Toronto Pulse Check

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

	Downtown	Etobicoke	North York	Scarborough
Bradford	17 %	16 %	17 %	15 %
Chow	38 %	31 %	34 %	38 %
Furey	4 %	4 %	6 %	4 %
Tory	28 %	38 %	28 %	29 %
Someone Else	4 %	3 %	4 %	3 %
Undecided	8 %	8 %	11 %	10 %



The Toronto Pulse Check

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

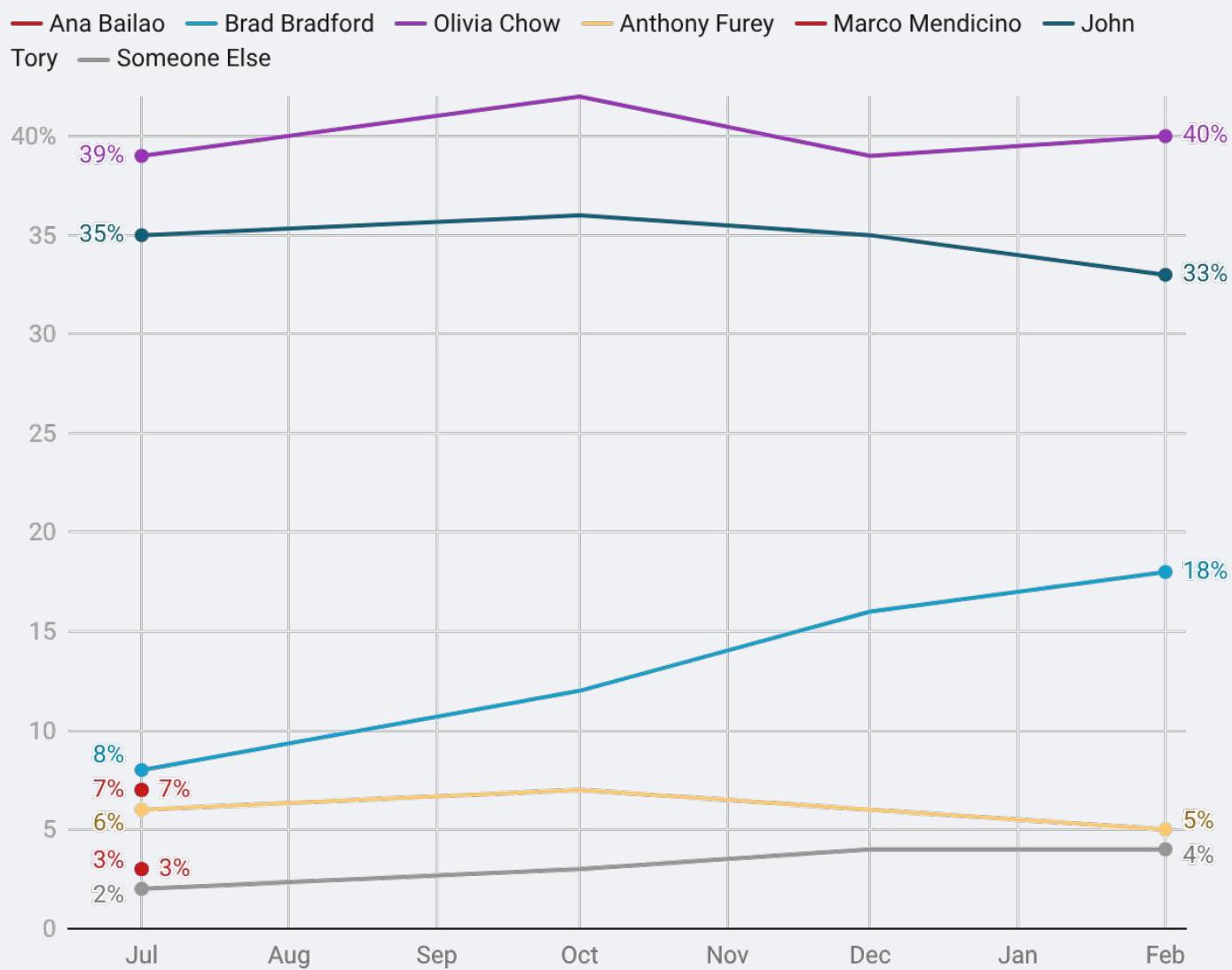
	Total	Female	Male	Other
Bradford	16 %	16 %	17 %	21 %
Chow	36 %	38 %	34 %	29 %
Furey	5 %	6 %	4 %	0 %
Tory	30 %	28 %	32 %	30 %
Someone Else	4 %	3 %	5 %	4 %
Undecided	10 %	10 %	8 %	15 %

	18-34	35-49	50-64	65+
Bradford	14 %	18 %	17 %	18 %
Chow	37 %	34 %	35 %	37 %
Furey	6 %	5 %	3 %	3 %
Tory	28 %	33 %	30 %	29 %
Someone Else	4 %	3 %	6 %	2 %
Undecided	11 %	7 %	9 %	10 %



The Toronto Pulse Check

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



The Toronto Pulse Check

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

	Total	Female	Male	Other
Bradford	18 %	18 %	18 %	25 %
Chow	40 %	42 %	37 %	34 %
Furey	5 %	6 %	4 %	0 %
Tory	33 %	31 %	35 %	36 %
Someone Else	4 %	3 %	5 %	5 %

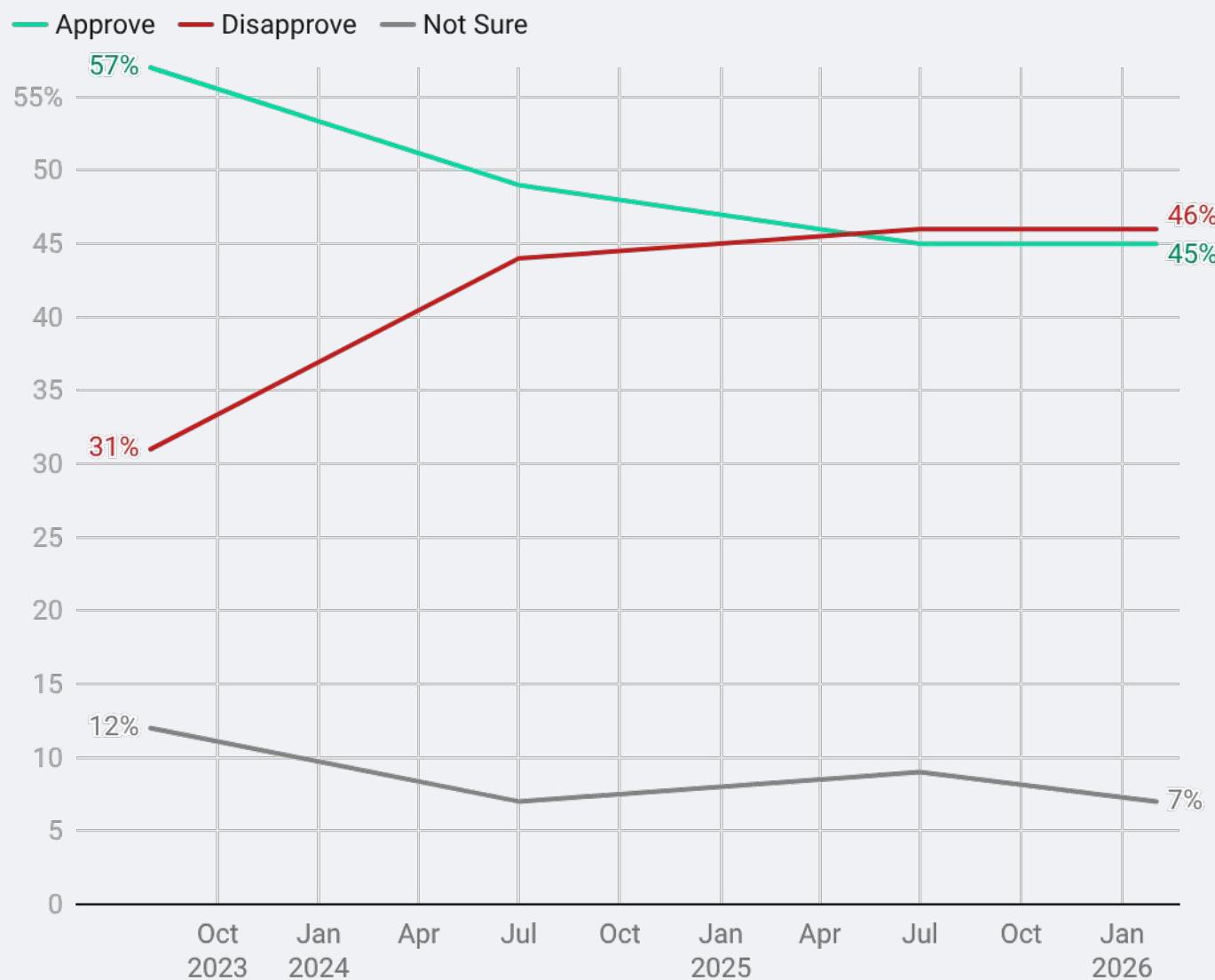
	18-34	35-49	50-64	65+
Bradford	16 %	19 %	18 %	20 %
Chow	42 %	36 %	39 %	42 %
Furey	7 %	6 %	4 %	3 %
Tory	31 %	36 %	33 %	32 %
Someone Else	4 %	3 %	7 %	2 %

	Downtown	Etobicoke	North York	Scarborough
Bradford	18 %	17 %	19 %	17 %
Chow	42 %	34 %	38 %	42 %
Furey	5 %	4 %	6 %	5 %
Tory	31 %	41 %	32 %	33 %
Someone Else	4 %	3 %	5 %	3 %



The Toronto Pulse Check

Toronto City Council Approval



The Toronto Pulse Check

Toronto City Council Approval

	Total	Female	Male	Other
Approve	45 %	51 %	41 %	30 %
Disapprove	46 %	40 %	50 %	70 %
Not Sure	9 %	9 %	10 %	0 %

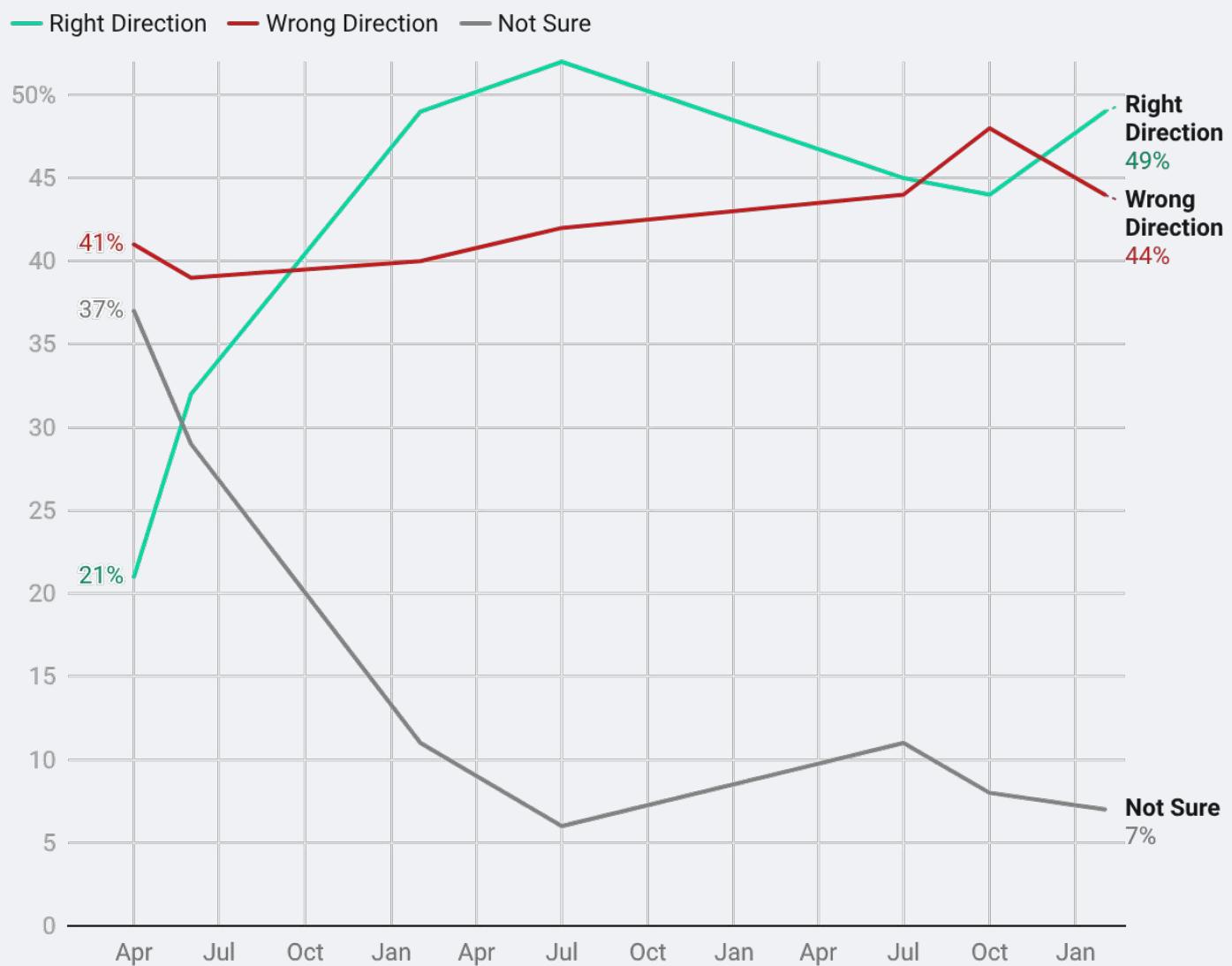
	18-34	35-49	50-64	65+
Approve	49 %	45 %	43 %	42 %
Disapprove	43 %	47 %	45 %	48 %
Not Sure	7 %	8 %	12 %	10 %

	Downtown	Etobicoke	North York	Scarborough
Approve	54 %	25 %	46 %	44 %
Disapprove	40 %	67 %	42 %	46 %
Not Sure	7 %	8 %	12 %	10 %



The Toronto Pulse Check

Direction of the City



The Toronto Pulse Check

Direction of the City

	Total	Female	Male	Other
Right Direction	49 %	50 %	48 %	40 %
Wrong Direction	44 %	42 %	45 %	39 %
Not Sure	7 %	7 %	6 %	21 %

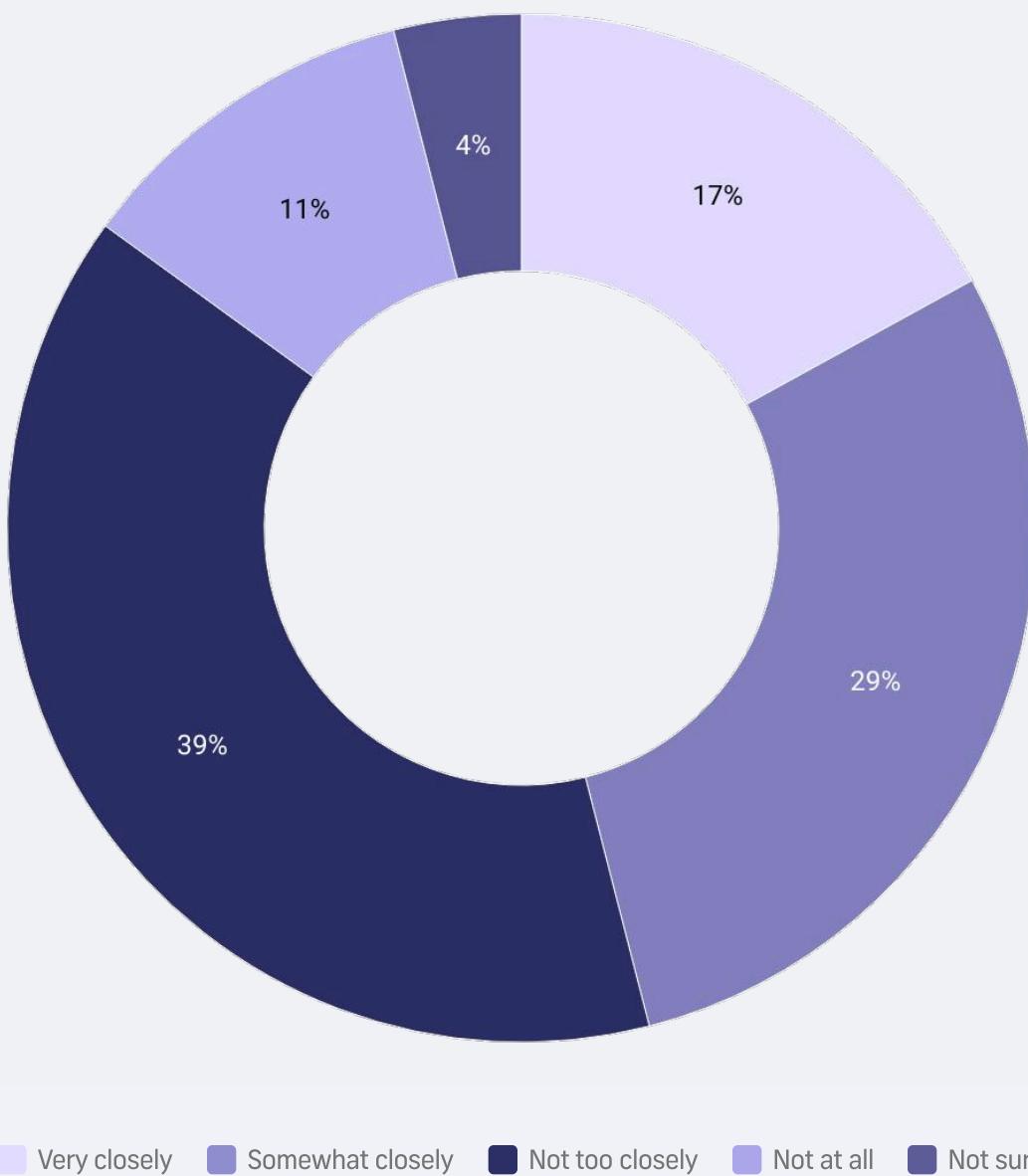
	18-34	35-49	50-64	65+
Right Direction	48 %	48 %	54 %	46 %
Wrong Direction	41 %	46 %	42 %	47 %
Not Sure	10 %	6 %	4 %	8 %

	Downtown	Etobicoke	North York	Scarborough
Right Direction	63 %	28 %	46 %	46 %
Wrong Direction	31 %	61 %	47 %	48 %
Not Sure	6 %	11 %	8 %	6 %



The Toronto Pulse Check

How closely have you followed news about
Toronto's proposed 2026 city budget?



The Toronto Pulse Check

How closely have you followed news about Toronto's proposed 2026 city budget?

	Total	Female	Male	Other
Very Closely	17 %	17 %	17 %	12 %
Somewhat Closely	29 %	29 %	29 %	36 %
Not Too Closely	39 %	39 %	38 %	36 %
Not At All	11 %	10 %	13 %	10 %
Not Sure	4 %	5 %	3 %	5 %

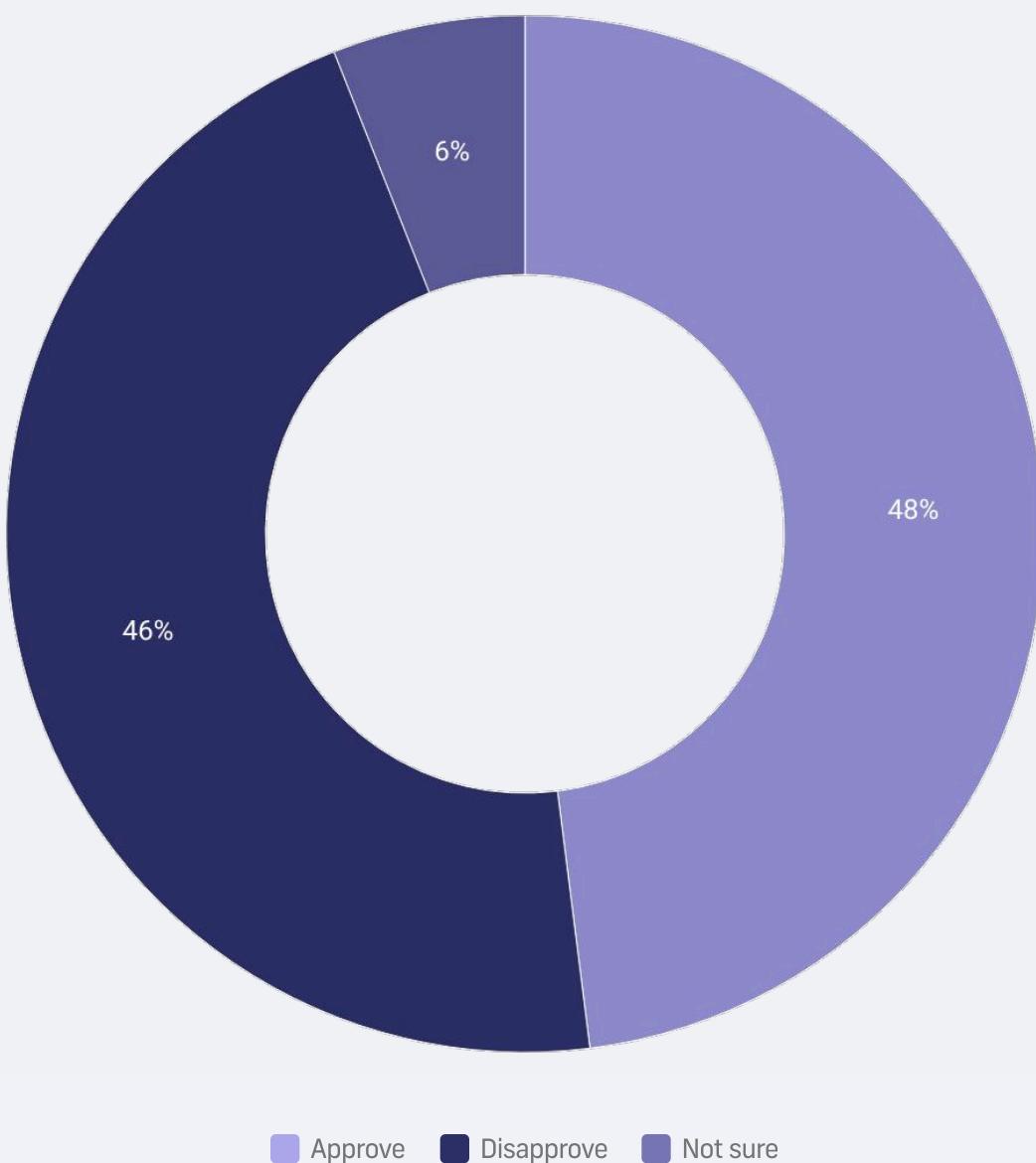
	18-34	35-49	50-64	65+
Very Closely	10 %	17 %	15 %	31 %
Somewhat Closely	27 %	24 %	29 %	40 %
Not Too Closely	44 %	44 %	42 %	19 %
Not At All	15 %	10 %	11 %	7 %
Not Sure	4 %	4 %	4 %	4 %

	Downtown	Etobicoke	North York	Scarborough
Very Closely	20 %	22 %	14 %	15 %
Somewhat Closely	29 %	29 %	30 %	27 %
Not Too Closely	38 %	34 %	40 %	40 %
Not At All	9 %	12 %	11 %	15 %
Not Sure	4 %	3 %	4 %	4 %



The Toronto Pulse Check

From what you've seen, read or heard, do you approve or disapprove of the proposed 2026 city budget?



The Toronto Pulse Check

From what you've seen, read or heard, do you approve or disapprove of the proposed 2026 city budget?

	Total	Female	Male	Other
Approve	48 %	53 %	43 %	48 %
Disapprove	46 %	40 %	51 %	52 %
Not Sure	6 %	7 %	5 %	0 %

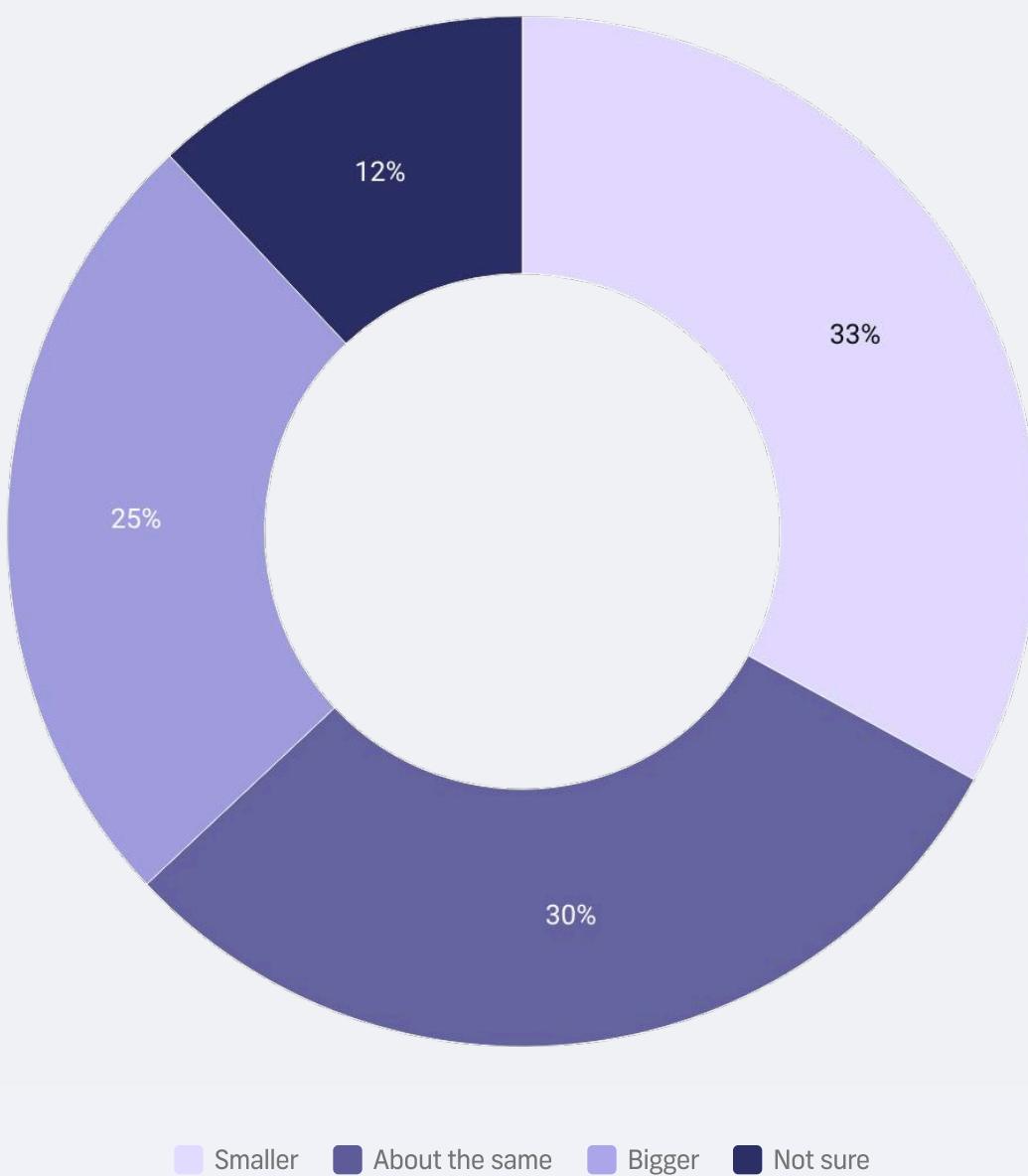
	18-34	35-49	50-64	65+
Approve	54 %	46 %	46 %	44 %
Disapprove	39 %	47 %	51 %	50 %
Not Sure	7 %	6 %	3 %	6 %

	Downtown	Etobicoke	North York	Scarborough
Approve	64 %	23 %	46 %	44 %
Disapprove	30 %	70 %	50 %	48 %
Not Sure	6 %	7 %	4 %	7 %



The Toronto Pulse Check

City staff and the Mayor have proposed a total property tax increase of 2.2% for 2026. All things considered, in your recollection, is this increase smaller, bigger, or about the same as previous property tax increases under Mayor Olivia Chow?



The Toronto Pulse Check

City staff and the Mayor have proposed a total property tax increase of 2.2% for 2026. All things considered, in your recollection, is this increase smaller, bigger, or about the same as previous property tax increases under Mayor Olivia Chow?

	Total	Female	Male	Other
Smaller	33 %	42 %	25 %	29 %
About The Same	30 %	22 %	38 %	31 %
Bigger	25 %	23 %	26 %	33 %
Not Sure	12 %	14 %	11 %	8 %

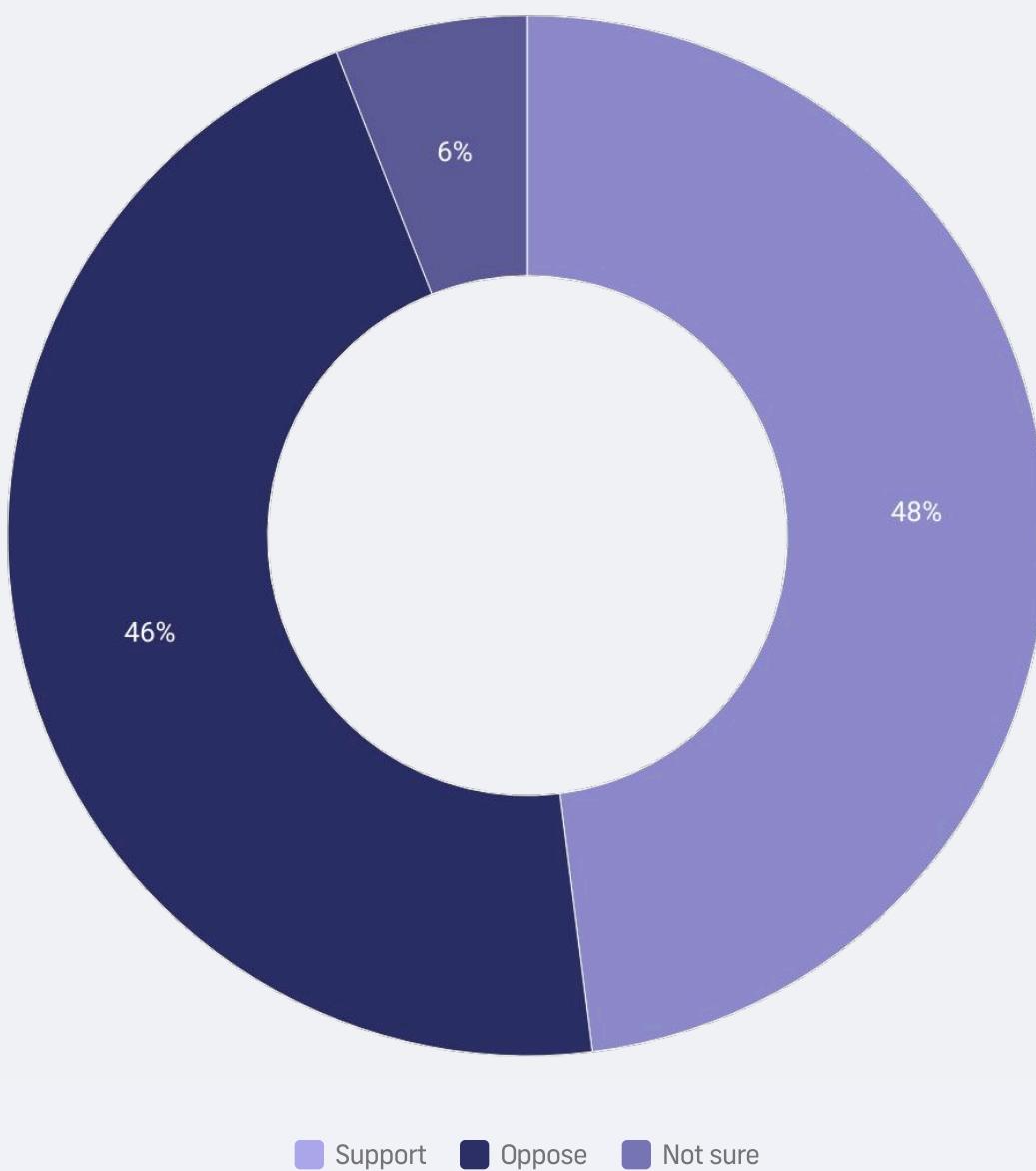
	18-34	35-49	50-64	65+
Smaller	36 %	34 %	31 %	30 %
About The Same	30 %	29 %	29 %	31 %
Bigger	22 %	25 %	28 %	26 %
Not Sure	12 %	13 %	12 %	13 %

	Downtown	Etobicoke	North York	Scarborough
Smaller	42 %	11 %	33 %	34 %
About The Same	26 %	38 %	31 %	27 %
Bigger	20 %	41 %	24 %	23 %
Not Sure	12 %	9 %	12 %	15 %



The Toronto Pulse Check

Do you support or oppose the proposed 2.2% property tax increase?



The Toronto Pulse Check

Do you support or oppose the proposed 2.2% property tax increase?

	Total	Female	Male	Other
Support	48 %	56 %	38 %	48 %
Oppose	47 %	39 %	55 %	50 %
Not Sure	6 %	5 %	7 %	2 %

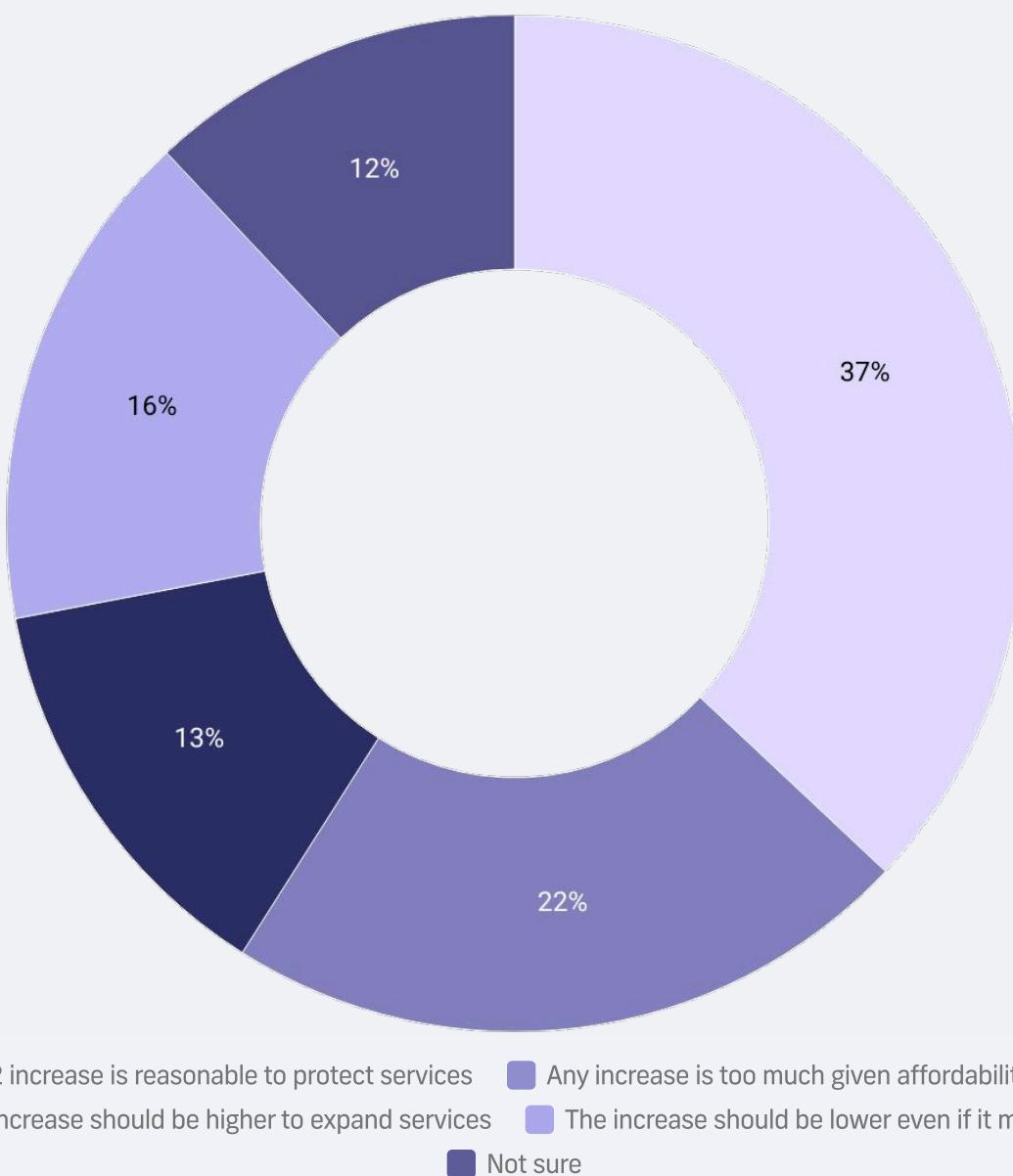
	18-34	35-49	50-64	65+
Support	52 %	48 %	42 %	45 %
Oppose	41 %	46 %	53 %	49 %
Not Sure	6 %	6 %	5 %	6 %

	Downtown	Etobicoke	North York	Scarborough
Support	60 %	13 %	50 %	45 %
Oppose	35 %	79 %	45 %	47 %
Not Sure	5 %	8 %	5 %	7 %



The Toronto Pulse Check

Which is closer to your view?



The Toronto Pulse Check

Which is closer to your view?

	Total	Female	Male	Other
The 2.2 Increase Is Reasonable To P...	37 %	42 %	33 %	22 %
Any Increase Is Too Much Given Aff...	22 %	19 %	25 %	20 %
The Increase Should Be Higher To E...	13 %	12 %	12 %	21 %
The Increase Should Be Lower Even...	16 %	14 %	18 %	17 %
Not Sure	12 %	13 %	12 %	19 %

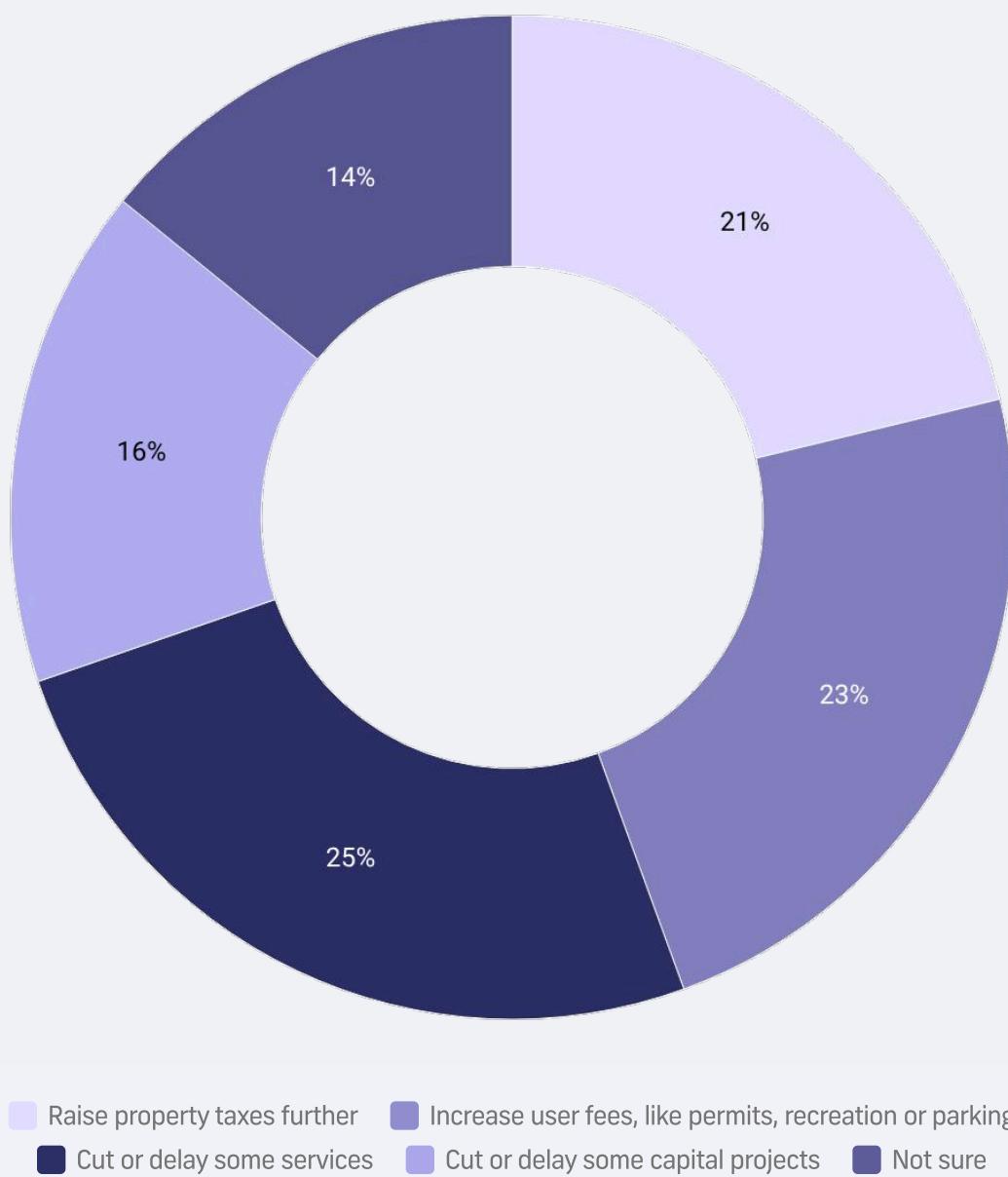
	18-34	35-49	50-64	65+
The 2.2 Increase Is Reasonable To P...	42 %	35 %	37 %	31 %
Any Increase Is Too Much Given Aff...	19 %	21 %	23 %	26 %
The Increase Should Be Higher To E...	12 %	13 %	11 %	13 %
The Increase Should Be Lower Even...	15 %	16 %	15 %	18 %
Not Sure	11 %	14 %	13 %	12 %

	Downtown	Etobicoke	North York	Scarborough
The 2.2 Increase Is Reasonable To P...	45 %	13 %	39 %	37 %
Any Increase Is Too Much Given Aff...	14 %	42 %	20 %	24 %
The Increase Should Be Higher To E...	18 %	10 %	11 %	8 %
The Increase Should Be Lower Even...	10 %	23 %	18 %	18 %
Not Sure	13 %	11 %	12 %	13 %



The Toronto Pulse Check

If the City needs more money, which approach do you prefer most?



The Toronto Pulse Check

If the City needs more money, which approach do you prefer most?

	Total	Female	Male	Other
Raise Property Taxes Further	21 %	20 %	23 %	12 %
Increase User Fees, Like Permits, Re...	23 %	23 %	24 %	24 %
Cut Or Delay Some Services	25 %	26 %	22 %	27 %
Cut Or Delay Some Capital Projects	16 %	16 %	16 %	26 %
Not Sure	14 %	15 %	15 %	13 %

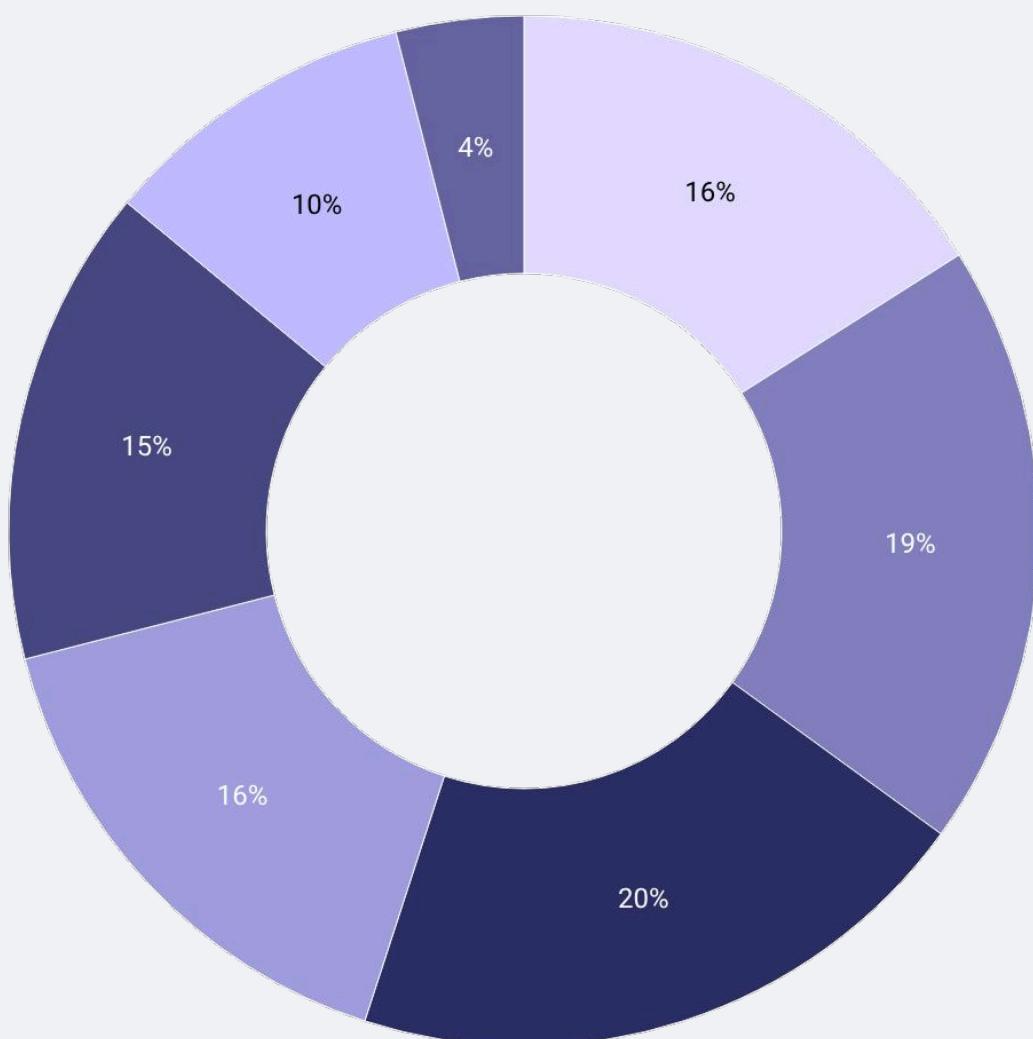
	18-34	35-49	50-64	65+
Raise Property Taxes Further	23 %	25 %	18 %	18 %
Increase User Fees, Like Permits, Re...	24 %	24 %	21 %	24 %
Cut Or Delay Some Services	23 %	20 %	28 %	28 %
Cut Or Delay Some Capital Projects	16 %	16 %	19 %	15 %
Not Sure	14 %	15 %	14 %	15 %

	Downtown	Etobicoke	North York	Scarborough
Raise Property Taxes Furth...	27 %	19 %	19 %	19 %
Increase User Fees, Like Pe...	28 %	20 %	18 %	27 %
Cut Or Delay Some Services	15 %	34 %	29 %	26 %
Cut Or Delay Some Capital...	13 %	15 %	20 %	16 %
Not Sure	17 %	12 %	14 %	13 %



The Toronto Pulse Check

What should be the City's **top budget priority** this year?



■ TTC reliability and service ■ Road repair and traffic congestion ■ Housing affordability ■ Public safety
■ City cleanliness ■ Keeping taxes as low as possible ■ Not sure

The Toronto Pulse Check

Subheading

	Downtown	Etobicoke	North York	Scarborough
TTC Reliability And Service	18 %	8 %	20 %	12 %
Road Repair And Traffic Co...	15 %	29 %	18 %	20 %
Housing Affordability	23 %	14 %	19 %	19 %
Public Safety	13 %	16 %	19 %	16 %
City Cleanliness	17 %	14 %	12 %	15 %
Keeping Taxes As Low As P...	7 %	15 %	10 %	14 %
Not Sure	7 %	3 %	2 %	3 %



The Toronto Pulse Check

What should be the City's top budget priority this year?

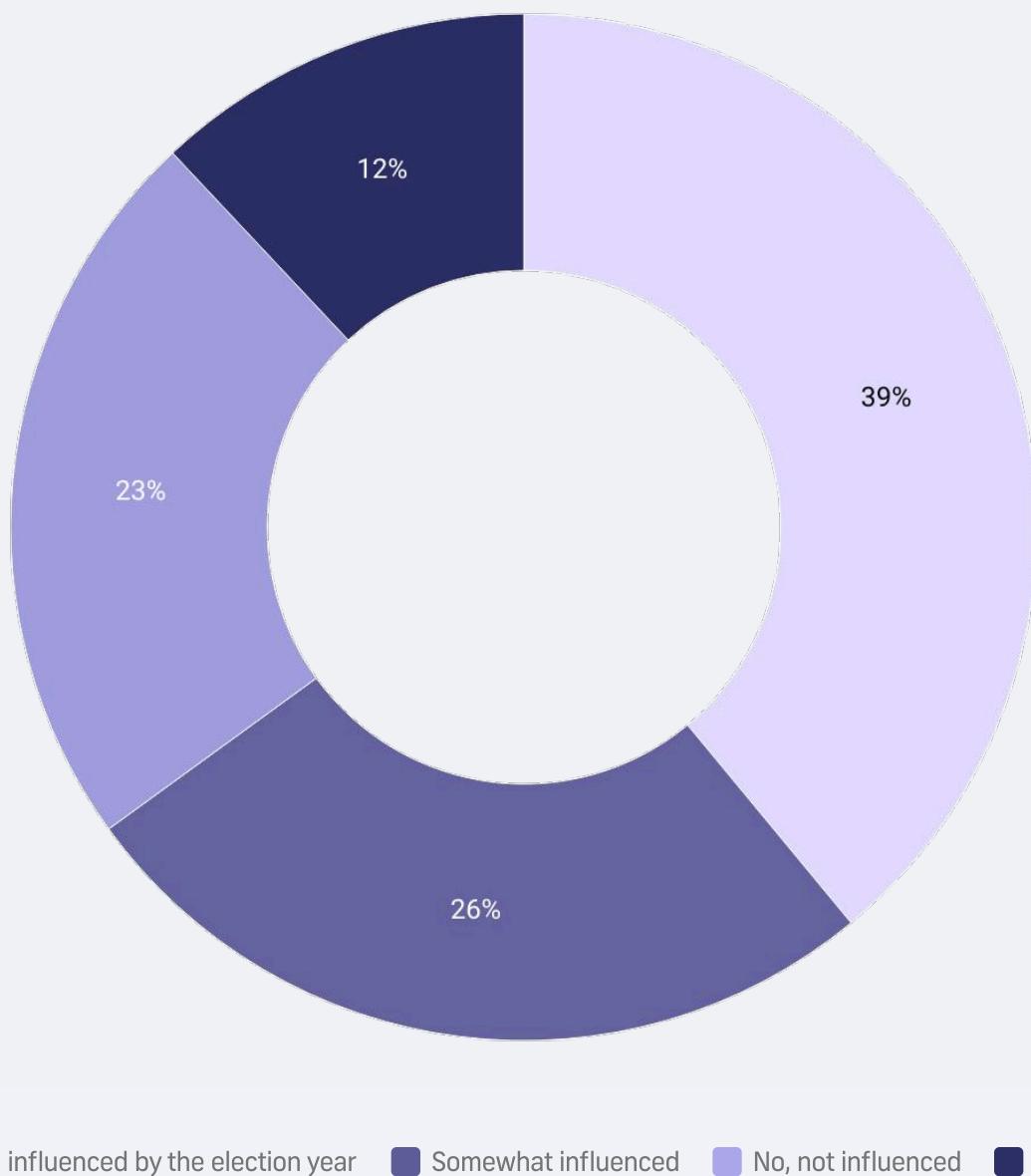
	Total	Female	Male	Other
TTC Reliability And Service	16 %	17 %	15 %	17 %
Road Repair And Traffic Congestion	19 %	17 %	19 %	30 %
Housing Affordability	20 %	17 %	23 %	12 %
Public Safety	16 %	19 %	14 %	7 %
City Cleanliness	15 %	14 %	15 %	17 %
Keeping Taxes As Low As Possible	10 %	11 %	9 %	11 %
Not Sure	4 %	4 %	4 %	6 %

	18-34	35-49	50-64	65+
TTC Reliability And Service	18 %	15 %	16 %	17 %
Road Repair And Traffic Congestion	16 %	21 %	23 %	15 %
Housing Affordability	23 %	21 %	19 %	13 %
Public Safety	18 %	15 %	16 %	15 %
City Cleanliness	14 %	16 %	14 %	15 %
Keeping Taxes As Low As Possible	8 %	9 %	7 %	19 %
Not Sure	3 %	3 %	5 %	6 %



The Toronto Pulse Check

Do you think the proposed 2.2% increase is influenced by the fact that 2026 is a municipal election year, or not?



The Toronto Pulse Check

Do you think the proposed 2.2% increase is influenced by the fact that 2026 is a municipal election year, or not?

	Total	Female	Male	Other
Yes, Influenced By The Election Year	39 %	40 %	37 %	34 %
Somewhat Influenced	26 %	26 %	27 %	19 %
No, Not Influenced	23 %	23 %	23 %	26 %
Not Sure	12 %	11 %	13 %	22 %

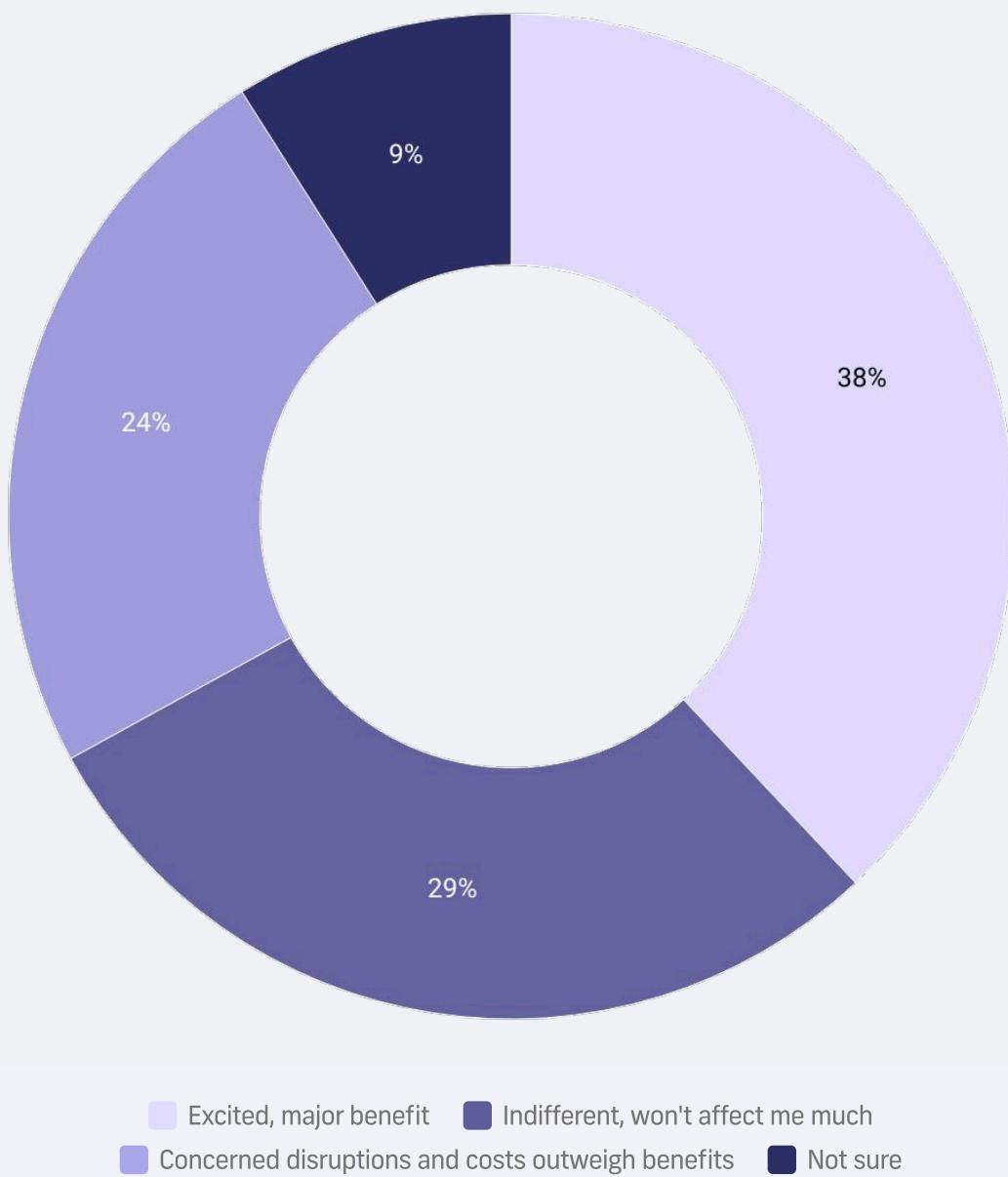
	18-34	35-49	50-64	65+
Yes, Influenced By The Election Year	44 %	35 %	34 %	39 %
Somewhat Influenced	23 %	25 %	30 %	28 %
No, Not Influenced	22 %	24 %	25 %	21 %
Not Sure	11 %	16 %	10 %	13 %

	Downtown	Etobicoke	North York	Scarborough
Yes, Influenced By The Ele...	31 %	62 %	37 %	38 %
Somewhat Influenced	28 %	15 %	29 %	25 %
No, Not Influenced	26 %	8 %	24 %	27 %
Not Sure	16 %	15 %	10 %	10 %



The Toronto Pulse Check

Turning to the 2026 FIFA World Cup, which will be held in the city this summer, what best describes your outlook?



The Toronto Pulse Check

Turning to the 2026 FIFA World Cup, which will be held in the city this summer, what best describes your outlook?

	Total	Female	Male	Other
Excited, Major Benefit	38 %	40 %	35 %	34 %
Indifferent, Won't Affect Me Much	29 %	29 %	29 %	28 %
Concerned Disruptions And Costs O...	24 %	23 %	26 %	21 %
Not Sure	9 %	9 %	9 %	17 %

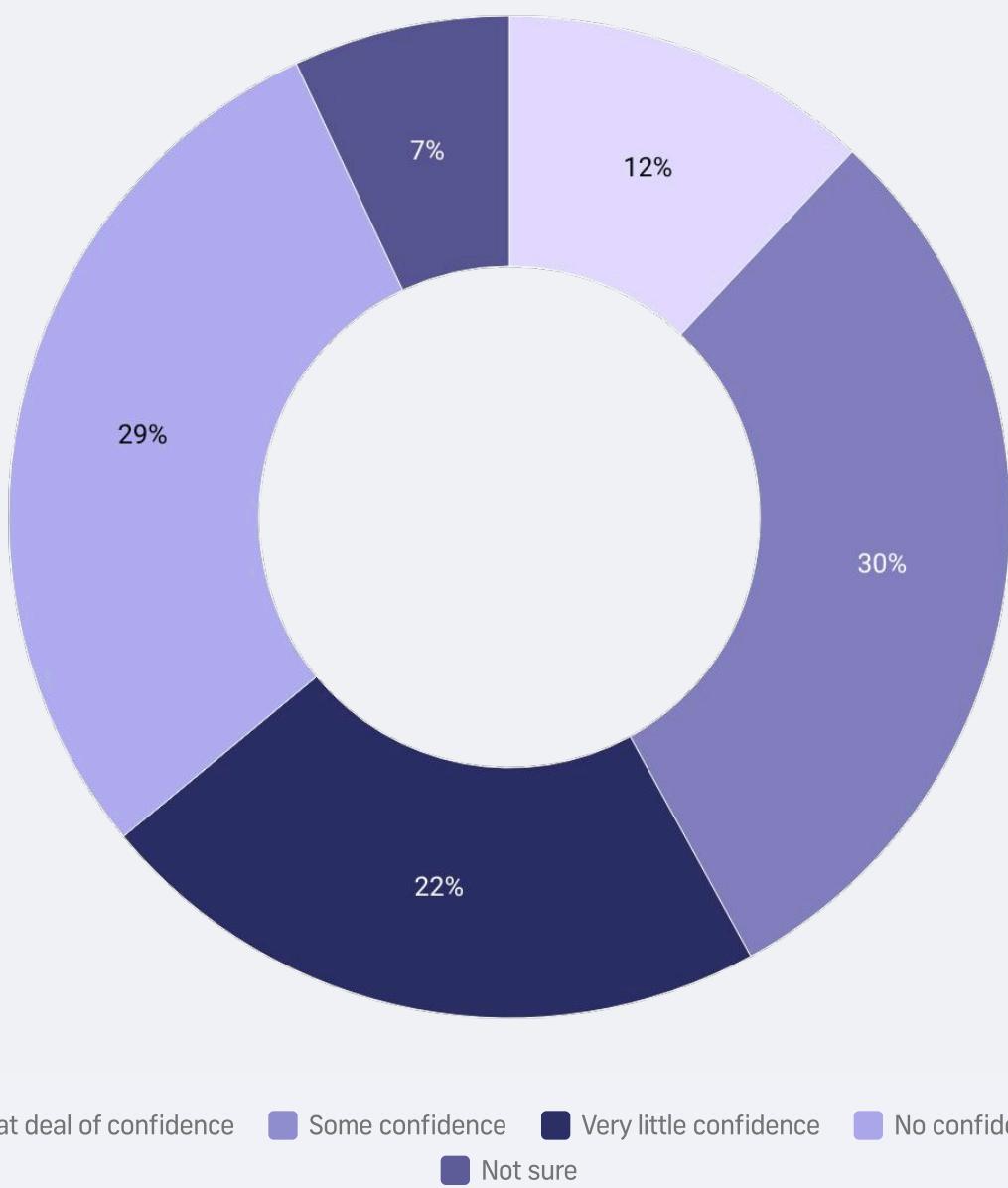
	18-34	35-49	50-64	65+
Excited, Major Benefit	50 %	34 %	35 %	24 %
Indifferent, Won't Affect Me Much	27 %	29 %	30 %	30 %
Concerned Disruptions And Costs O...	16 %	28 %	24 %	35 %
Not Sure	8 %	10 %	10 %	11 %

	Downtown	Etobicoke	North York	Scarborough
Excited, Major Benefit	43 %	33 %	36 %	34 %
Indifferent, Won't Affect M...	27 %	28 %	32 %	26 %
Concerned Disruptions An...	23 %	27 %	21 %	31 %
Not Sure	7 %	12 %	10 %	10 %



The Toronto Pulse Check

Mayor Chow recently appointed the city's first "Traffic Czar" to coordinate construction and ease road congestion. How much confidence do you have that this new role will lead to a noticeable improvement in traffic?



The Toronto Pulse Check

Mayor Chow recently appointed the city's first "Traffic Czar" to coordinate construction and ease road congestion. How much confidence do you have that this new role will lead to a noticeable improvement in traffic?

	Total	Female	Male	Other
A Great Deal Of Confidence	12 %	12 %	12 %	11 %
Some Confidence	30 %	32 %	27 %	38 %
Very Little Confidence	22 %	25 %	20 %	11 %
No Confidence At All	29 %	24 %	35 %	33 %
Not Sure	7 %	8 %	6 %	7 %

	18-34	35-49	50-64	65+
A Great Deal Of Confidence	14 %	14 %	9 %	9 %
Some Confidence	37 %	32 %	23 %	22 %
Very Little Confidence	18 %	22 %	25 %	25 %
No Confidence At All	24 %	23 %	38 %	37 %
Not Sure	7 %	9 %	5 %	7 %

	Downtown	Etobicoke	North York	Scarborough
A Great Deal Of Confidence	16 %	9 %	10 %	9 %
Some Confidence	34 %	24 %	30 %	27 %
Very Little Confidence	20 %	28 %	22 %	21 %
No Confidence At All	24 %	34 %	29 %	36 %
Not Sure	6 %	5 %	9 %	7 %



Get in touch



liaison.ca



+1 416-483-2335



2586A Yonge Street, Second Floor
Toronto, Ontario



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STRATÉGIES