MAINSTREET RESEARCH

Mainstreet Research Survey - Toronto

About Mainstreet

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of CRIC and exceeds all Canadian and international standards for market research and public opinion research.
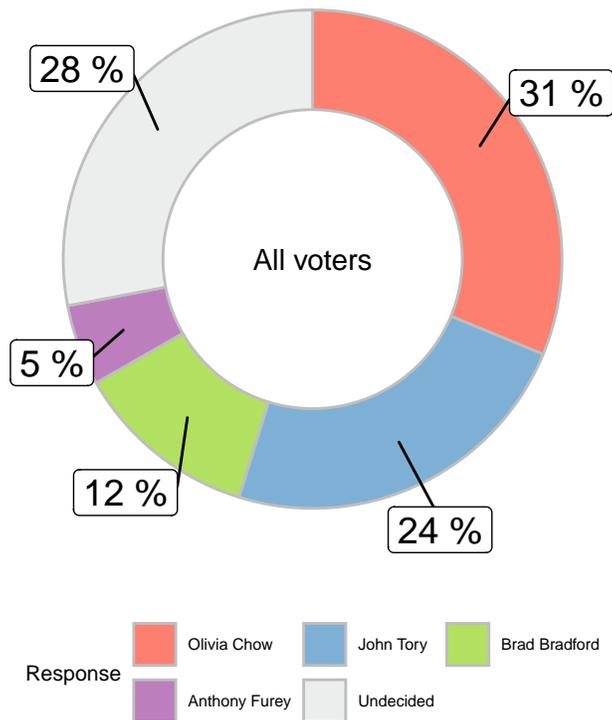
Methodology

The analysis in this report is based on results of a survey conducted from Friday, February 20th to Sunday, February 22nd, 2026, among a sample of 802 adults, 18 years of age or older, living in Toronto. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Toronto. The poll was conducted in English.

The margin of error for the poll is +/- 3.5% at the 95% confidence level. Margins of error are higher in each subsample. Totals may not add up 100% due to rounding.

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If the mayoral election were held today, which candidate would you vote for? (All voters)

All voters

28 %
31 %
24 %
12 %
5 %

Response

- Olivia Chow
- John Tory
- Brad Bradford
- Anthony Furey
- Undecided

broken out by age, gender, and region

	Total	Gender			Age				Region			
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Olivia Chow	31.2%	32.1%	30.2%	38.6%	38.5%	29%	27.5%	31.3%	32.8%	24.1%	26.5%	37.8%
John Tory	23.5%	22.2%	25%	14.5%	18.7%	22.5%	22.9%	28.4%	21.4%	29%	26.4%	19.4%
Brad Bradford	12%	15.4%	9.1%	4.2%	8.7%	10.7%	13.3%	13.9%	16.9%	10.2%	13.5%	9.2%
Anthony Furey	5.3%	6.4%	4.3%	4.2%	3.3%	8.1%	7%	3.1%	3.9%	6.9%	6.8%	4.3%
Undecided	28%	24%	31.3%	38.5%	30.8%	29.8%	29.4%	23.3%	25%	29.8%	26.7%	29.3%
Unweighted Frequency	802	377	388	37	96	147	188	371	149	178	178	297
Weighted Frequency	802	376	412	14	170	162	236	234	186	207	134	274

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Olivia Chow	31.2%	26.1%	30%	35%	32.6%	32.6%	31.4%	28.9%
John Tory	23.5%	27.6%	14.1%	25.5%	20.5%	24.3%	20.3%	28.2%
Brad Bradford	12%	14.6%	15.4%	8.7%	12.9%	10.2%	11.7%	12.4%
Anthony Furey	5.3%	4.5%	5%	5.9%	4.9%	5.8%	7.8%	3.5%
Undecided	28%	27.2%	35.4%	24.9%	29.1%	27.1%	28.8%	27%
Unweighted Frequency	802	110	184	508	203	156	166	277
Weighted Frequency	802	238	182	381	233	163	163	244

broken out by ethnicity

	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nation	Other
						Ethnicity				
Olivia Chow	31.2%	33.9%	31.5%	30.7%	12.2%	42.4%	19.6%	24.9%	56.1%	26%
John Tory	23.5%	22.8%	18.2%	17.4%	42.6%	22.5%	30.5%	39.2%	26.8%	36.6%
Brad Bradford	12%	12.5%	10%	9.3%	10.7%	8.7%	14.3%	4.3%	0%	18.8%
Anthony Furey	5.3%	5.4%	2.2%	9.9%	1.4%	10.8%	5.4%	0%	0%	4.6%
Undecided	28%	25.4%	38.1%	32.7%	33%	15.5%	30.3%	31.6%	17.1%	13.9%
Unweighted Frequency	802	495	101	77	16	11	36	9	4	53
Weighted Frequency	802	395	137	111	21	12	46	7	7	65

If the mayoral election were held today, which candidate would you vote for? (Decided and Undecided)
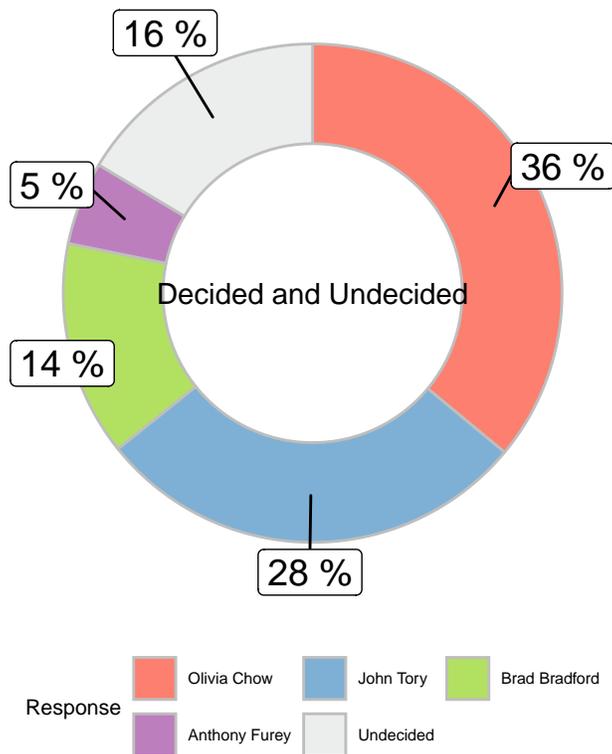
16 %

36 %

5 %

14 %

Decided and Undecided

28 %

Response

- Olivia Chow
- John Tory
- Brad Bradford
- Anthony Furey
- Undecided

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broken out by age, gender, and region

	Total	Gender			Age				Region			
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Olivia Chow	36%	36.8%	34.9%	49.5%	42.7%	34.6%	34.1%	34.1%	35.4%	29.5%	31.5%	43.6%
John Tory	28.2%	25.8%	30.6%	22.9%	24.3%	26.8%	27.8%	32.5%	25.2%	32.7%	29.4%	26.3%
Brad Bradford	13.9%	17.7%	10.8%	4.2%	10.2%	11.3%	14.9%	17.6%	19%	12.8%	14.3%	11.2%
Anthony Furey	5.4%	6.7%	4.3%	4.2%	3.3%	8.1%	7.4%	3.1%	3.9%	6.9%	6.8%	4.6%
Undecided	16.4%	13%	19.4%	19%	19.5%	19.3%	15.8%	12.8%	16.6%	18.1%	18%	14.1%
Unweighted Frequency	802	377	388	37	96	147	188	371	149	178	178	297
Weighted Frequency	802	376	412	14	170	162	236	234	186	207	134	274

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Olivia Chow	36%	29.5%	32.7%	41.7%	36%	36.9%	35.5%	35.8%
John Tory	28.2%	32.1%	18.9%	30.3%	26%	27.9%	24.2%	33.3%
Brad Bradford	13.9%	17.3%	17.3%	10.3%	13.7%	12.4%	15%	14.5%
Anthony Furey	5.4%	4.5%	5.6%	5.9%	4.9%	5.8%	7.8%	4%
Undecided	16.4%	16.6%	25.6%	11.9%	19.3%	17%	17.5%	12.4%
Unweighted Frequency	802	110	184	508	203	156	166	277
Weighted Frequency	802	238	182	381	233	163	163	244

broken out by ethnicity

	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nation	Other
										Ethnicity
Olivia Chow	36%	39.4%	35.3%	36.1%	23.1%	42.4%	21.5%	44.8%	56.1%	27.5%
John Tory	28.2%	27.6%	23.8%	19.2%	50%	22.5%	35.7%	46.6%	26.8%	43.9%
Brad Bradford	13.9%	15.1%	10.5%	10.3%	10.7%	21.7%	16.1%	4.3%	0%	21%
Anthony Furey	5.4%	5.6%	2.2%	9.9%	1.4%	10.8%	5.4%	0%	0%	4.6%
Undecided	16.4%	12.3%	28.2%	24.6%	14.9%	2.5%	21.3%	4.3%	17.1%	3%
Unweighted Frequency	802	495	101	77	16	11	36	9	4	53
Weighted Frequency	802	395	137	111	21	12	46	7	7	65

If the mayoral election were held today, which candidate would you vote for? (Decided voters)
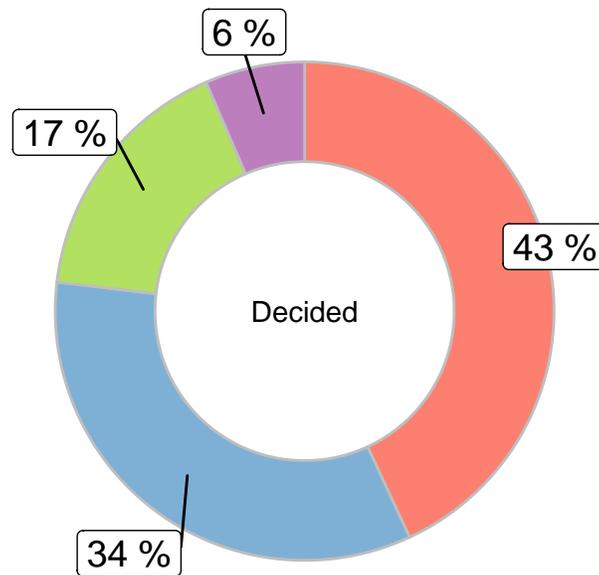
Decided

43 %

34 %

17 %

6 %

Response

- Olivia Chow
- John Tory
- Brad Bradford
- Anthony Furey

broken out by age, gender, and region

	Total	Gender			Age				Region			
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Olivia Chow	43.1%	42.3%	43.3%	61.2%	53.1%	42.9%	40.5%	39.1%	42.4%	36%	38.4%	50.8%
John Tory	33.8%	29.7%	38%	28.3%	30.1%	33.2%	33.1%	37.3%	30.2%	40%	35.8%	30.7%
Brad Bradford	16.7%	20.4%	13.4%	5.2%	12.7%	14%	17.7%	20.1%	22.7%	15.6%	17.4%	13.1%
Anthony Furey	6.5%	7.7%	5.3%	5.2%	4.1%	10%	8.8%	3.5%	4.6%	8.4%	8.3%	5.4%
Unweighted Frequency	690	335	327	28	79	121	160	330	125	154	150	261
Weighted Frequency	690	336	342	12	141	135	205	210	160	174	113	242

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Olivia Chow	43.1%	35.4%	43.9%	47.3%	44.7%	44.4%	43%	40.9%
John Tory	33.8%	38.5%	25.3%	34.4%	32.3%	33.7%	29.3%	38%
Brad Bradford	16.7%	20.7%	23.3%	11.6%	16.9%	14.9%	18.2%	16.6%
Anthony Furey	6.5%	5.4%	7.5%	6.7%	6.1%	7%	9.5%	4.5%
Unweighted Frequency	690	93	146	451	168	133	143	246
Weighted Frequency	690	205	140	346	193	139	138	220

broken out by ethnicity

	Total	Ethnicity								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nation	Other
Olivia Chow	43.1%	44.9%	49.1%	47.8%	27.1%	43.5%	27.4%	46.8%	67.7%	28.3%
John Tory	33.8%	31.4%	33.2%	25.4%	58.7%	23.1%	45.3%	48.7%	32.3%	45.2%
Brad Bradford	16.7%	17.2%	14.6%	13.6%	12.6%	22.3%	20.5%	4.5%	0%	21.7%
Anthony Furey	6.5%	6.4%	3%	13.1%	1.7%	11.1%	6.8%	0%	0%	4.8%
Unweighted Frequency	690	442	74	59	14	10	30	8	3	50
Weighted Frequency	690	357	101	86	19	12	37	7	6	65

Do you think Mayor Olivia Chow has done a good enough job as mayor to deserve to be re-elected as mayor? (All voters)
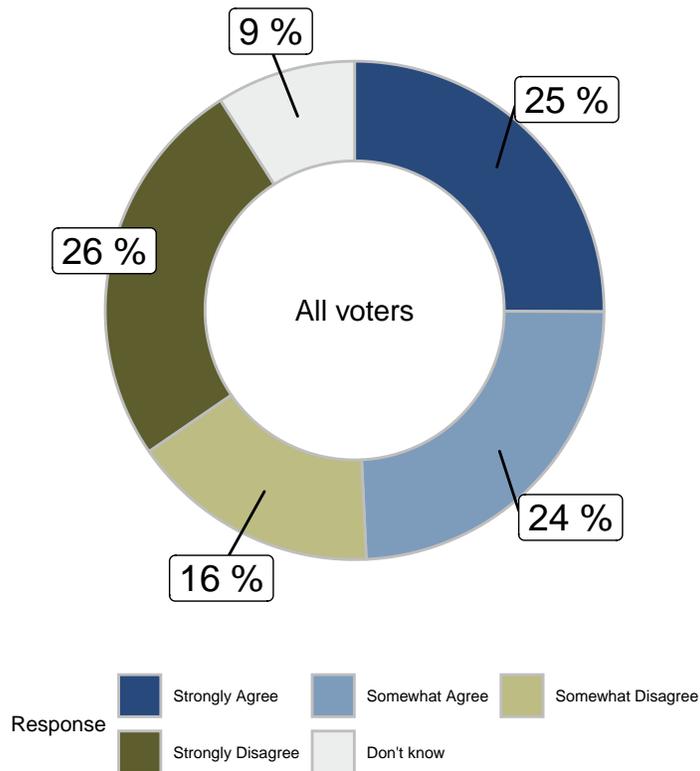
All voters

- 25 %
- 24 %
- 16 %
- 26 %
- 9 %

Response

- Strongly Agree
- Somewhat Agree
- Somewhat Disagree
- Strongly Disagree
- Don't know

MAINSTREET RESEARCH

broken out by age, gender, and region

	Total	Gender			Age				Region			
		Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
Strongly Agree	25.1%	26%	23.5%	45.3%	21.7%	25.5%	25.8%	26.5%	28.1%	18.3%	22.2%	29.6%
Somewhat Agree	24.2%	22.6%	26.3%	4.2%	32.5%	18.9%	21.6%	24.4%	24.6%	17.7%	27.2%	27.3%
Somewhat Disagree	16.2%	17.6%	15.2%	8.5%	17.4%	14.7%	18.5%	13.9%	16.1%	17.4%	14.3%	16.2%
Strongly Disagree	25.5%	26.3%	24.8%	27.5%	18.2%	30.4%	27.1%	25.9%	22.7%	34.7%	24.7%	21%
Don't know	9%	7.5%	10.2%	14.5%	10.3%	10.5%	6.9%	9.3%	8.6%	11.9%	11.7%	5.9%
Unweighted Frequency	802	377	388	37	96	147	188	371	149	178	178	297
Weighted Frequency	802	376	412	14	170	162	236	234	186	207	134	274

broken out by education and income

	Total	Education			Income			
		Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
Strongly Agree	25.1%	18.5%	26.5%	28.5%	28.5%	22.3%	22.7%	25.2%
Somewhat Agree	24.2%	25.4%	22.9%	24%	23.6%	25.6%	25.7%	22.8%
Somewhat Disagree	16.2%	20%	15.9%	13.9%	10.4%	24.5%	16.8%	15.8%
Strongly Disagree	25.5%	20.6%	24%	29.3%	22.8%	19.3%	24.9%	32.7%
Don't know	9%	15.4%	10.8%	4.2%	14.7%	8.3%	9.9%	3.6%
Unweighted Frequency	802	110	184	508	203	156	166	277
Weighted Frequency	802	238	182	381	233	163	163	244

broken out by ethnicity

	Total	Ethnicity								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nation	Other
Strongly Agree	25.1%	26.8%	23.2%	25.2%	15.9%	17.2%	27.3%	40.5%	73.2%	14.3%
Somewhat Agree	24.2%	24.8%	27.3%	33.9%	9.4%	7.9%	11.4%	0%	0%	19.5%
Somewhat Disagree	16.2%	14.3%	18.7%	17.1%	25.2%	8.7%	26.3%	46.6%	0%	10.2%
Strongly Disagree	25.5%	28.7%	11.7%	15.3%	37.9%	40.9%	27.4%	12.9%	26.8%	45.8%
Don't know	9%	5.4%	19.1%	8.5%	11.5%	25.2%	7.6%	0%	0%	10.2%
Unweighted Frequency	802	495	101	77	16	11	36	9	4	53
Weighted Frequency	802	395	137	111	21	12	46	7	7	65

broken out by mayoral vote

	Total	Vote Intention				
		Olivia Chow	John Tory	Brad Bradford	Anthony Furey	Undecided
Strongly Agree	25.1%	62%	8.6%	5%	10.5%	9.1%
Somewhat Agree	24.2%	25.9%	24.5%	13.8%	14.1%	28.3%
Somewhat Disagree	16.2%	3.5%	19.6%	27.8%	5.9%	24.4%
Strongly Disagree	25.5%	1%	38.6%	49.6%	69.5%	23.4%
Don't know	9%	7.6%	8.7%	3.8%	0%	14.8%
Unweighted Frequency	802	273	185	93	42	209
Weighted Frequency	802	250	189	96	42	225

Mayor Olivia Chow has been in office since 2023, replacing John Tory as mayor. Do you prefer the direction of Toronto with Olivia Chow as mayor, or do you think it was better with John Tory as mayor? (All voters)

Response
- With Chow as mayor
- With Tory as mayor
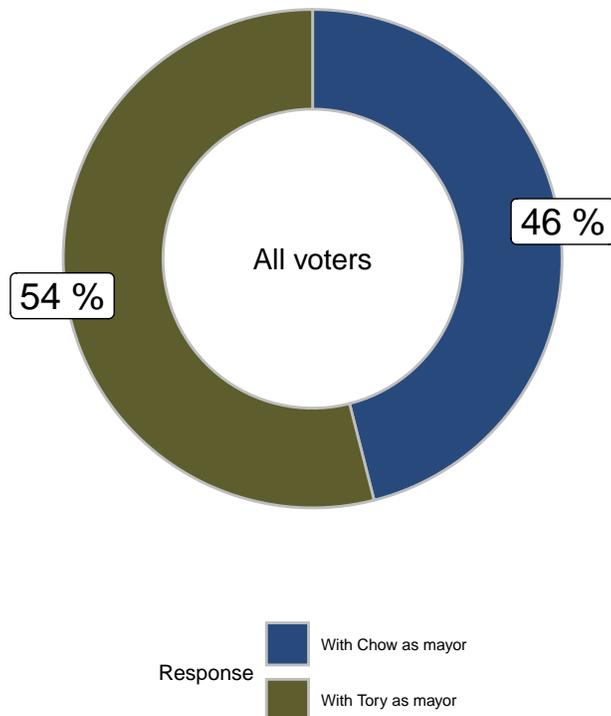
broken out by age, gender, and region

		Gender			Age				Region			
	Total	Male	Female	Other/Prefer Not to say	18-34	35-49	50-64	65+	Scarborough	North York	Etobicoke	Downtown
With Chow as mayor	46%	45.2%	46.5%	55.9%	57.3%	38.3%	44.1%	45.2%	40.7%	39.2%	51.3%	52.2%
With Tory as mayor	54%	54.8%	53.5%	44.1%	42.7%	61.7%	55.9%	54.8%	59.3%	60.8%	48.7%	47.8%
Unweighted Frequency	802	377	388	37	96	147	188	371	149	178	178	297
Weighted Frequency	802	376	412	14	170	162	236	234	186	207	134	274

broken out by education and income

		Education			Income			
	Total	Highschool or Less	College	University	$50k or less	$50-75k	$75-100k	$100k+
With Chow as mayor	46%	35.6%	49.7%	50.8%	47.8%	45.2%	45.3%	45.5%
With Tory as mayor	54%	64.4%	50.3%	49.2%	52.2%	54.8%	54.7%	54.5%
Unweighted Frequency	802	110	184	508	203	156	166	277
Weighted Frequency	802	238	182	381	233	163	163	244

broken out by ethnicity

	Total	Ethnicity								
		White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nation	Other
With Chow as mayor	46%	46.5%	51.9%	47%	28%	42.4%	45.5%	75.4%	73.2%	30.4%
With Tory as mayor	54%	53.5%	48.1%	53%	72%	57.6%	54.5%	24.6%	26.8%	69.6%
Unweighted Frequency	802	495	101	77	16	11	36	9	4	53
Weighted Frequency	802	395	137	111	21	12	46	7	7	65

broken out by mayoral vote

	Total	Vote Intention				
		Olivia Chow	John Tory	Brad Bradford	Anthony Furey	Undecided
With Chow as mayor	46%	86.4%	17.5%	18.5%	19.8%	41.7%
With Tory as mayor	54%	13.6%	82.5%	81.5%	80.2%	58.3%
Unweighted Frequency	802	273	185	93	42	209
Weighted Frequency	802	250	189	96	42	225