



City of Toronto Survey

Voting intentions and motivations

Field Dates: October 16-18, 2026 | N = 1,000 residents (18+)

Weighted by age, gender, education and household income

MoE $\pm 3.1\%$, 19 times out of 20



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Survey Methodology

About Mainstreet Research

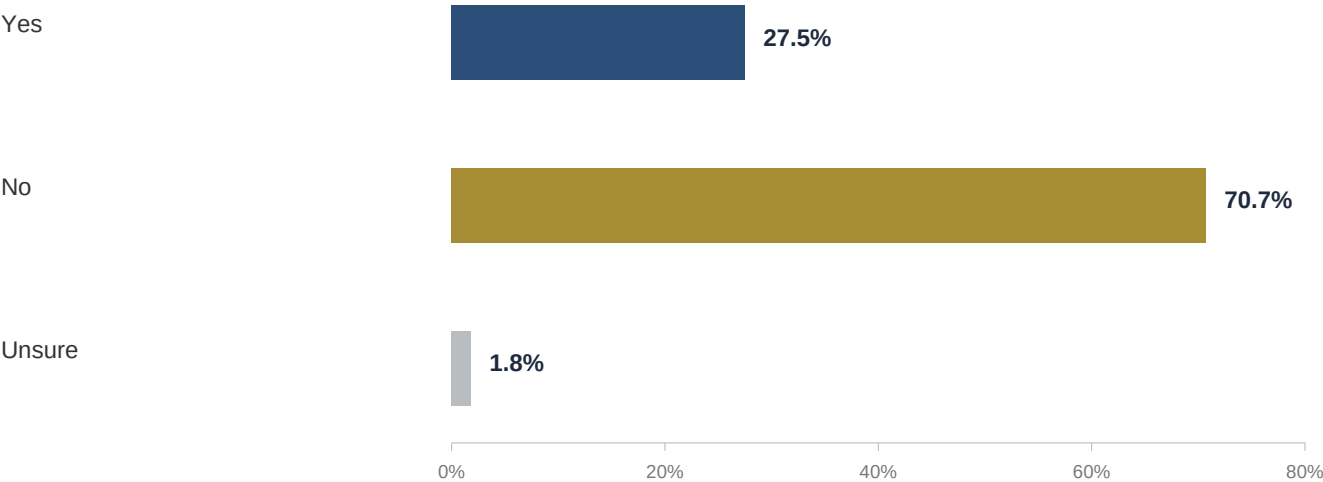
Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions. Mainstreet has an 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 October 16-18, 2026, among a sample of 1,000 adults, 18 years of age or older, living in Toronto. The survey was conducted using Interactive Voice Response (IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in Toronto. Results were weighted by age, gender, education and household income using City of Toronto 2021 Census profiles. The margin of error for the poll is +/- 3.1% at the 95% confidence level. Margins of error are higher in each subsample. Totals may not add up to 100% due to rounding. This poll was commissioned by and is the exclusive property of Mainstreet Research. Any reproduction, in whole or in part of this report or the data contained herein is expressly prohibited without written authorization by Mainstreet Research.

Have you already voted in the Toronto municipal election?

All respondents | n = 1,000



Figures may not sum to 100% due to rounding.

Have you already voted in the Toronto municipal election?

All respondents | n = 1,000

Results broken out by gender

Gender					
Response	Total	Female	Male	Non-binary	Prefer not to say
Yes	27.5%				
No	70.7%				
Unsure	1.8%				
Unweighted Freq	1000	464	470	11*	55
Weighted Freq	1000	472	434	19	75

Results broken out by age

Age					
Response	Total	18-34	35-49	50-64	65+
Yes	27.5%				
No	70.7%				
Unsure	1.8%				
Unweighted Freq	1000	76	178	258	488
Weighted Freq	1000	319	251	238	191

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

Have you already voted in the Toronto municipal election?

All respondents | n = 1,000

Results broken out by education

Education				
Response	Total	High school or less	College/Trade School	University
Yes	27.5%			
No	70.7%			
Unsure	1.8%			
Unweighted Freq	1000	145	250	605
Weighted Freq	1000	376	184	440

Results broken out by income

Income					
Response	Total	Less than \$50,000	\$50,000 - \$75,000	\$75,001 - \$100,000	More than \$100,000
Yes	27.5%				
No	70.7%				
Unsure	1.8%				
Unweighted Freq	1000	238	185	194	383
Weighted Freq	1000	267	186	184	363

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

Have you already voted in the Toronto municipal election?

All respondents | n = 1,000

Results broken out by region

Region					
Response	Total	Old Toronto	Etobicoke	North York	Scarborough
Yes	27.5%				
No	70.7%				
Unsure	1.8%				
Unweighted Freq	1000	372	170	265	193
Weighted Freq	1000	397	135	275	192

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

Have you already voted in the Toronto municipal election?

All respondents | n = 1,000

Results broken out by ethnicity (1 of 2)

Ethnicity						
Response	Total	White	Black	East Asian	South Asian	Southeast Asian
Yes	27.5%					
No	70.7%					
Unsure	1.8%					
Unweighted Freq	1000	573	101	62	55	25*
Weighted Freq	1000	481	137	79	74	20

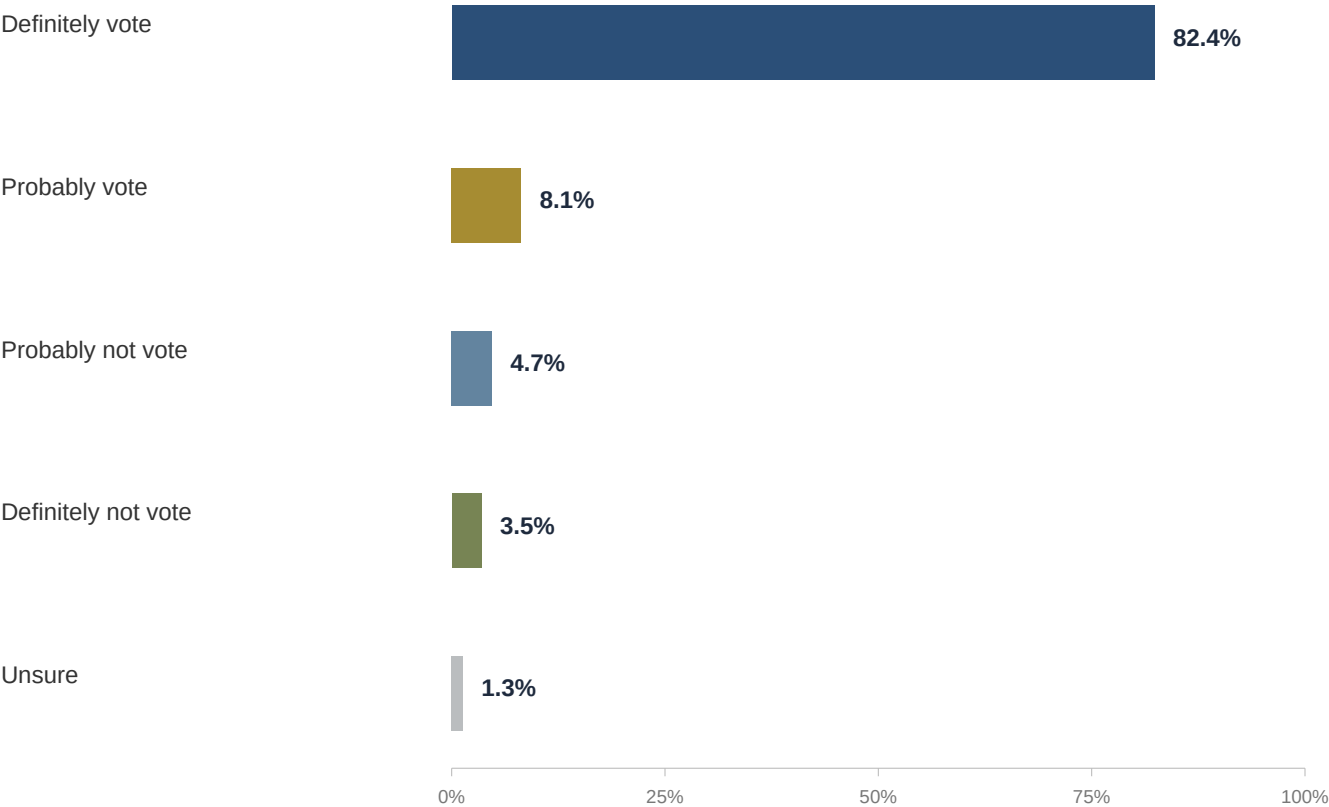
Results broken out by ethnicity (2 of 2)

Ethnicity						
Response	Total	Middle Eastern	Jewish	Latino	Multiracial/Other	First Nations, Inuit, or Métis
Yes	27.5%					
No	70.7%					
Unsure	1.8%					
Unweighted Freq	1000	37	45	34	62	6*
Weighted Freq	1000	42	42	31	85	9

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

How likely are you to vote in the Toronto municipal election on October 26?

Respondents who have not already voted | n = 678



Figures may not sum to 100% due to rounding.

How likely are you to vote in the Toronto municipal election on October 26?

Respondents who have not already voted | n = 678

Results broken out by gender

Gender					
Response	Total	Female	Male	Non-binary	Prefer not to say
Definitely vote	82.4%				
Probably vote	8.1%				
Probably not vote	4.7%				
Definitely not vote	3.5%				
Unsure	1.3%				
Unweighted Freq	678	330	297	7*	44
Weighted Freq	707	341	299	9	59

Results broken out by age

Age					
Response	Total	18-34	35-49	50-64	65+
Definitely vote	82.4%				
Probably vote	8.1%				
Probably not vote	4.7%				
Definitely not vote	3.5%				
Unsure	1.3%				
Unweighted Freq	678	48	118	177	335
Weighted Freq	707	220	171	172	145

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

How likely are you to vote in the Toronto municipal election on October 26?

Respondents who have not already voted | n = 678

Results broken out by education

Response	Education			
	Total	High school or less	College/Trade School	University
Definitely vote	82.4%			
Probably vote	8.1%			
Probably not vote	4.7%			
Definitely not vote	3.5%			
Unsure	1.3%			
Unweighted Freq	678	120	167	391
Weighted Freq	707	297	128	282

Results broken out by income

Response	Income				
	Total	Less than \$50,000	\$50,000 - \$75,000	\$75,001 - \$100,000	More than \$100,000
Definitely vote	82.4%				
Probably vote	8.1%				
Probably not vote	4.7%				
Definitely not vote	3.5%				
Unsure	1.3%				
Unweighted Freq	678	184	126	129	239
Weighted Freq	707	215	120	138	234

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How likely are you to vote in the Toronto municipal election on October 26?

Respondents who have not already voted | n = 678

Results broken out by region

Region					
Response	Total	Old Toronto	Etobicoke	North York	Scarborough
Definitely vote	82.4%				
Probably vote	8.1%				
Probably not vote	4.7%				
Definitely not vote	3.5%				
Unsure	1.3%				
Unweighted Freq	678	265	116	167	130
Weighted Freq	707	294	106	174	132

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How likely are you to vote in the Toronto municipal election on October 26?

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Results broken out by ethnicity (1 of 2)

Ethnicity						
Response	Total	White	Black	East Asian	South Asian	Southeast Asian
Definitely vote	82.4%					
Probably vote	8.1%					
Probably not vote	4.7%					
Definitely not vote	3.5%					
Unsure	1.3%					
Unweighted Freq	678	375	77	43	38	16*
Weighted Freq	707	330	104	62	53	9

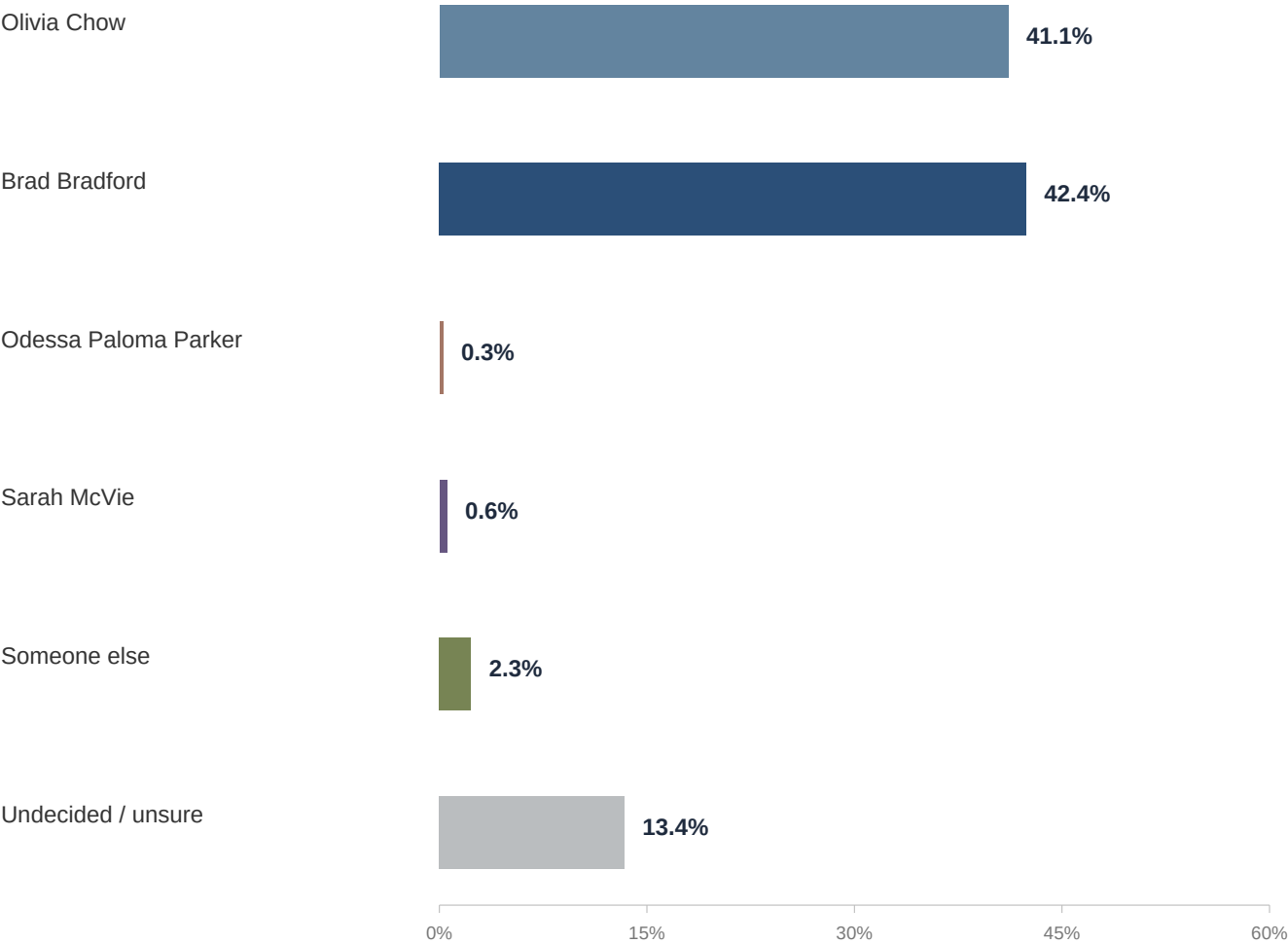
Results broken out by ethnicity (2 of 2)

Ethnicity						
Response	Total	Middle Eastern	Jewish	Latino	Multiracial/Other	First Nations, Inuit, or Métis
Definitely vote	82.4%					
Probably vote	8.1%					
Probably not vote	4.7%					
Definitely not vote	3.5%					
Unsure	1.3%					
Unweighted Freq	678	30	26*	22*	47	4*
Weighted Freq	707	34	23	24	66	2

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

Mayoral choice: reported vote and vote intention

All respondents | n = 1,000 | Already voted: "In the Toronto municipal election, which candidate did you vote for as mayor?" Otherwise: "If the Toronto municipal election were held today, which candidate would you vote for as mayor?"



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All respondents | n = 1,000 | Already voted: "In the Toronto municipal election, which candidate did you vote for as mayor?" Otherwise: "If the Toronto municipal election were held today, which candidate would you vote for as mayor?"

Results broken out by gender

Gender					
Response	Total	Female	Male	Non-binary	Prefer not to say
Olivia Chow	41.1%				
Brad Bradford	42.4%				
Odessa Paloma Parker	0.3%				
Sarah McVie	0.6%				
Someone else	2.3%				
Undecided / unsure	13.4%				
Unweighted Freq	1000	464	470	11*	55
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Results broken out by age

Age					
Response	Total	18-34	35-49	50-64	65+
Olivia Chow	41.1%				
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All respondents | n = 1,000 | Already voted: "In the Toronto municipal election, which candidate did you vote for as mayor?" Otherwise: "If the Toronto municipal election were held today, which candidate would you vote for as mayor?"

Results broken out by education

Education				
Response	Total	High school or less	College/Trade School	University
Olivia Chow	41.1%			
Brad Bradford	42.4%			
Odessa Paloma Parker	0.3%			
Sarah McVie	0.6%			
Someone else	2.3%			
Undecided / unsure	13.4%			
Unweighted Freq	1000	145	250	605
Weighted Freq	1000	376	184	440

Results broken out by income

Income					
Response	Total	Less than \$50,000	\$50,000 - \$75,000	\$75,001 - \$100,000	More than \$100,000
Olivia Chow	41.1%				
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All respondents | n = 1,000 | Already voted: "In the Toronto municipal election, which candidate did you vote for as mayor?" Otherwise: "If the Toronto municipal election were held today, which candidate would you vote for as mayor?"

Results broken out by region

Region					
Response	Total	Old Toronto	Etobicoke	North York	Scarborough
Olivia Chow	41.1%				
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Sarah McVie	0.6%				
Someone else	2.3%				
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Mayoral choice: reported vote and vote intention

All respondents | n = 1,000 | Already voted: "In the Toronto municipal election, which candidate did you vote for as mayor?" Otherwise: "If the Toronto municipal election were held today, which candidate would you vote for as mayor?"

Results broken out by ethnicity (1 of 2)

Ethnicity						
Response	Total	White	Black	East Asian	South Asian	Southeast Asian
Olivia Chow	41.1%					
Brad Bradford	42.4%					
Odessa Paloma Parker	0.3%					
Sarah McVie	0.6%					
Someone else	2.3%					
Undecided / unsure	13.4%					
Unweighted Freq	1000	573	101	62	55	25*
Weighted Freq	1000	481	137	79	74	20

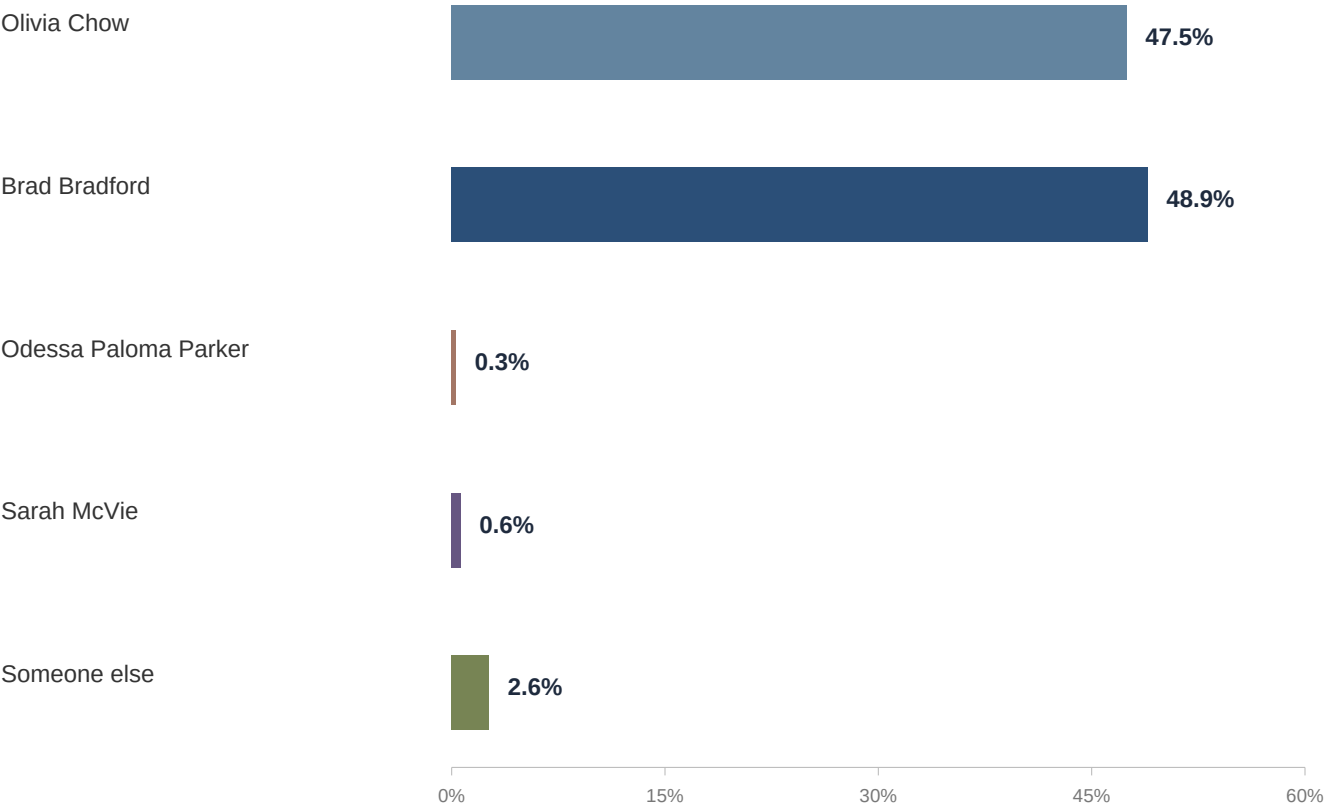
Results broken out by ethnicity (2 of 2)

Ethnicity						
Response	Total	Middle Eastern	Jewish	Latino	Multiracial/Other	First Nations, Inuit, or Métis
Olivia Chow	41.1%					
Brad Bradford	42.4%					
Odessa Paloma Parker	0.3%					
Sarah McVie	0.6%					
Someone else	2.3%					
Undecided / unsure	13.4%					
Unweighted Freq	1000	37	45	34	62	6*
Weighted Freq	1000	42	42	31	85	9

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

Mayoral choice among decided voters

Decided voters | n = 903 | Already voted: “In the Toronto municipal election, which candidate did you vote for as mayor?” Otherwise: “If the Toronto municipal election were held today, which candidate would you vote for as mayor?”



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Mayoral choice among decided voters

Decided voters | n = 903 | Already voted: “In the Toronto municipal election, which candidate did you vote for as mayor?” Otherwise: “If the Toronto municipal election were held today, which candidate would you vote for as mayor?”

Results broken out by gender

Gender					
Response	Total	Female	Male	Non-binary	Prefer not to say
Olivia Chow	47.5%				
Brad Bradford	48.9%				
Odessa Paloma Parker	0.3%				
Sarah McVie	0.6%				
Someone else	2.6%				
Unweighted Freq	903	419	429	11*	44
Weighted Freq	866	396	384	19	67

Results broken out by age

Age					
Response	Total	18-34	35-49	50-64	65+
Olivia Chow	47.5%				
Brad Bradford	48.9%				
Odessa Paloma Parker	0.3%				
Sarah McVie	0.6%				
Someone else	2.6%				
Unweighted Freq	903	66	160	227	450
Weighted Freq	866	253	229	209	176

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Mayoral choice among decided voters

Decided voters | n = 903 | Already voted: “In the Toronto municipal election, which candidate did you vote for as mayor?” Otherwise: “If the Toronto municipal election were held today, which candidate would you vote for as mayor?”

Results broken out by education

Education				
Response	Total	High school or less	College/Trade School	University
Olivia Chow	47.5%			
Brad Bradford	48.9%			
Odessa Paloma Parker	0.3%			
Sarah McVie	0.6%			
Someone else	2.6%			
Unweighted Freq	903	132	218	553
Weighted Freq	866	319	145	402

Results broken out by income

Income					
Response	Total	Less than \$50,000	\$50,000 - \$75,000	\$75,001 - \$100,000	More than \$100,000
Olivia Chow	47.5%				
Brad Bradford	48.9%				
Odessa Paloma Parker	0.3%				
Sarah McVie	0.6%				
Someone else	2.6%				
Unweighted Freq	903	217	164	169	353
Weighted Freq	866	233	162	147	324

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

Mayoral choice among decided voters

Decided voters | n = 903 | Already voted: “In the Toronto municipal election, which candidate did you vote for as mayor?” Otherwise: “If the Toronto municipal election were held today, which candidate would you vote for as mayor?”

Results broken out by region

Region					
Response	Total	Old Toronto	Etobicoke	North York	Scarborough
Olivia Chow	47.5%				
Brad Bradford	48.9%				
Odessa Paloma Parker	0.3%				
Sarah McVie	0.6%				
Someone else	2.6%				
Unweighted Freq	903	331	154	239	179
Weighted Freq	866	328	115	239	184

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Mayoral choice among decided voters

Decided voters | n = 903 | Already voted: “In the Toronto municipal election, which candidate did you vote for as mayor?” Otherwise: “If the Toronto municipal election were held today, which candidate would you vote for as mayor?”

Results broken out by ethnicity (1 of 2)

Ethnicity						
Response	Total	White	Black	East Asian	South Asian	Southeast Asian
Olivia Chow	47.5%					
Brad Bradford	48.9%					
Odessa Paloma Parker	0.3%					
Sarah McVie	0.6%					
Someone else	2.6%					
Unweighted Freq	903	539	88	52	46	20*
Weighted Freq	866	433	111	68	64	18

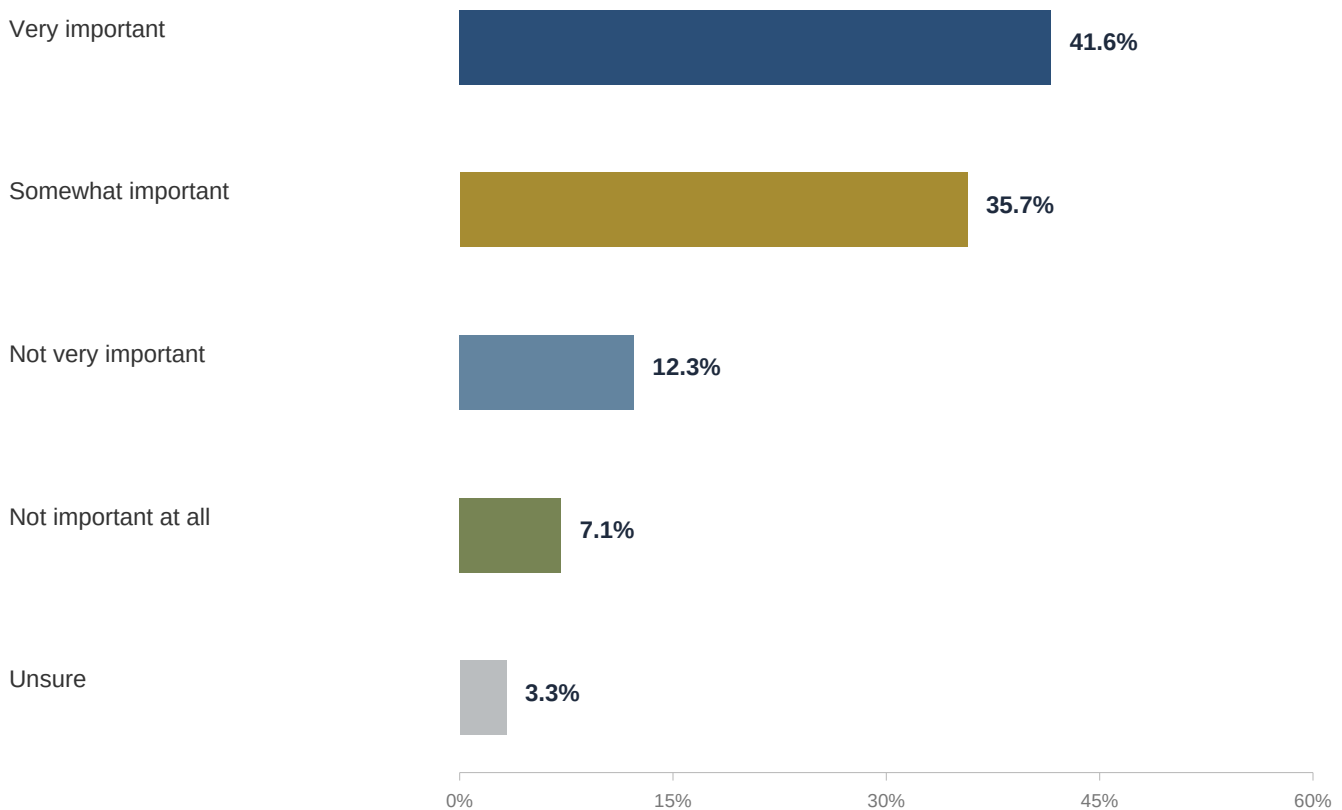
Results broken out by ethnicity (2 of 2)

Ethnicity						
Response	Total	Middle Eastern	Jewish	Latino	Multiracial/Other	First Nations, Inuit, or Métis
Olivia Chow	47.5%					
Brad Bradford	48.9%					
Odessa Paloma Parker	0.3%					
Sarah McVie	0.6%					
Someone else	2.6%					
Unweighted Freq	903	34	43	29*	46	6*
Weighted Freq	866	38	41	28	58	9

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

Crime and personal safety in Toronto.

All respondents | n = 1,000 | Already voted: "Thinking about your decision to vote, how important was each of the following issues in motivating you to cast a ballot in this municipal election?" Otherwise: "Thinking about whether you will vote, how important is each of the following issues in motivating you to cast a ballot in this municipal election?"



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Results broken out by gender

Gender					
Response	Total	Female	Male	Non-binary	Prefer not to say
Very important	41.6%				
Somewhat important	35.7%				
Not very important	12.3%				
Not important at all	7.1%				
Unsure	3.3%				
Unweighted Freq	1000	464	470	11*	55
Weighted Freq	1000	472	434	19	75

Results broken out by age

Age					
Response	Total	18-34	35-49	50-64	65+
Very important	41.6%				
Somewhat important	35.7%				
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Unweighted Freq	1000	76	178	258	488
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Results broken out by education

Response	Education			
	Total	High school or less	College/Trade School	University
Very important	41.6%			
Somewhat important	35.7%			
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Not important at all	7.1%			
Unsure	3.3%			
Unweighted Freq	1000	145	250	605
Weighted Freq	1000	376	184	440

Results broken out by income

Response	Income				
	Total	Less than \$50,000	\$50,000 - \$75,000	\$75,001 - \$100,000	More than \$100,000
Very important	41.6%				
Somewhat important	35.7%				
Not very important	12.3%				
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Unweighted Freq	1000	238	185	194	383
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Results broken out by ethnicity (1 of 2)

Ethnicity						
Response	Total	White	Black	East Asian	South Asian	Southeast Asian
Very important	41.6%					
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Response	Total	Middle Eastern	Jewish	Latino	Multiracial/Other	First Nations, Inuit, or Métis
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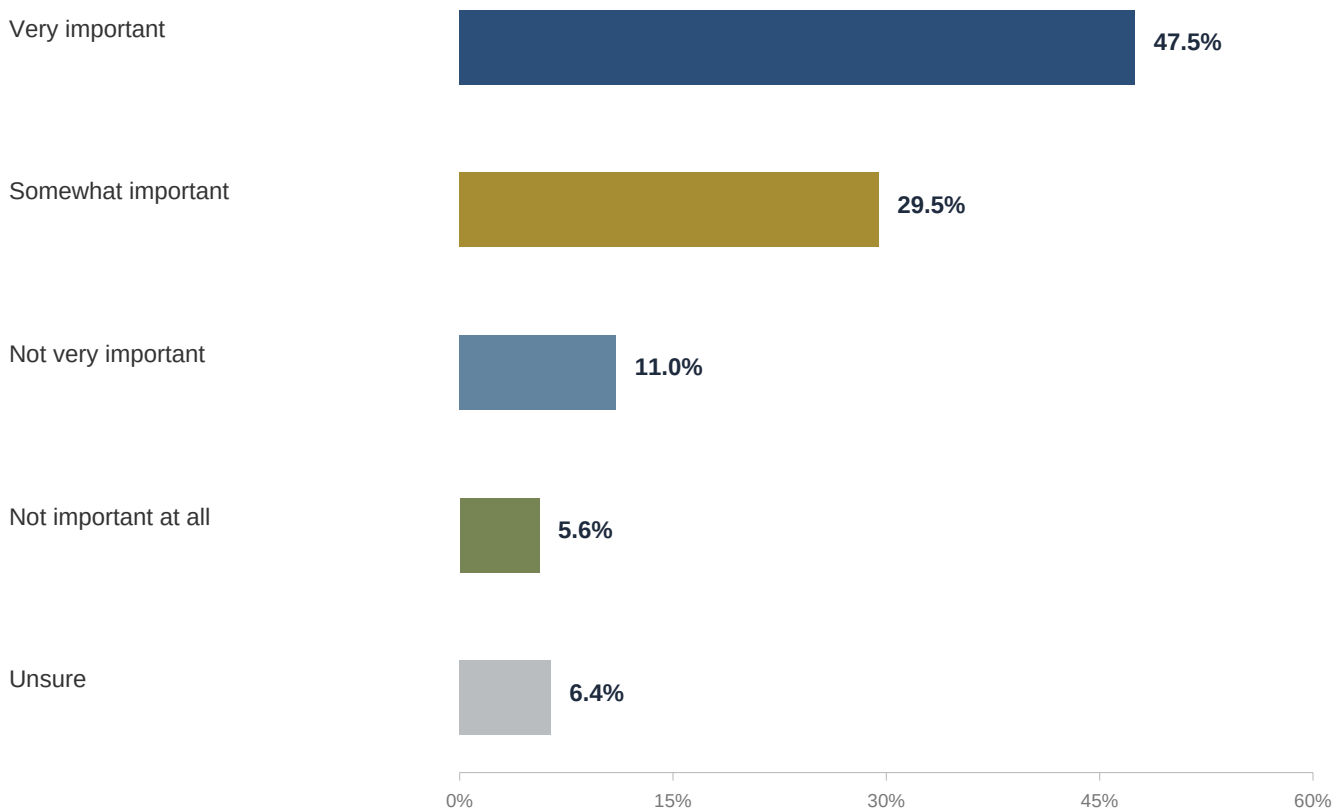
Results broken out by mayoral choice

Mayoral choice							
Response	Total	Olivia Chow	Brad Bradford	Odessa Paloma Parker	Sarah McVie	Someone else	Undecided / unsure
Very important	41.6%						
Somewhat important	35.7%						
Not very important	12.3%						
Not important at all	7.1%						
Unsure	3.3%						
Unweighted Freq	1000	427	440	4*	6*	26*	97
Weighted Freq	1000	411	424	3	6	23	134

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

Getting around Toronto, including traffic congestion and public transit.

All respondents | n = 1,000 | Already voted: "Thinking about your decision to vote, how important was each of the following issues in motivating you to cast a ballot in this municipal election?" Otherwise: "Thinking about whether you will vote, how important is each of the following issues in motivating you to cast a ballot in this municipal election?"



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Results broken out by gender

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Response	Total	18-34	35-49	50-64	65+
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All respondents | n = 1,000 | Already voted: "Thinking about your decision to vote, how important was each of the following issues in motivating you to cast a ballot in this municipal election?" Otherwise: "Thinking about whether you will vote, how important is each of the following issues in motivating you to cast a ballot in this municipal election?"

Results broken out by region

Region					
Response	Total	Old Toronto	Etobicoke	North York	Scarborough
Very important	47.5%				
Somewhat important	29.5%				
Not very important	11.0%				
Not important at all	5.6%				
Unsure	6.4%				
Unweighted Freq	1000	372	170	265	193
Weighted Freq	1000	397	135	275	192

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Results broken out by ethnicity (1 of 2)

Ethnicity						
Response	Total	White	Black	East Asian	South Asian	Southeast Asian
Very important	47.5%					
Somewhat important	29.5%					
Not very important	11.0%					
Not important at all	5.6%					
Unsure	6.4%					
Unweighted Freq	1000	573	101	62	55	25*
Weighted Freq	1000	481	137	79	74	20

Results broken out by ethnicity (2 of 2)

Ethnicity						
Response	Total	Middle Eastern	Jewish	Latino	Multiracial/Other	First Nations, Inuit, or Métis
Very important	47.5%					
Somewhat important	29.5%					
Not very important	11.0%					
Not important at all	5.6%					
Unsure	6.4%					
Unweighted Freq	1000	37	45	34	62	6*
Weighted Freq	1000	42	42	31	85	9

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

Getting around Toronto, including traffic congestion and public transit.

All respondents | n = 1,000 | Already voted: "Thinking about your decision to vote, how important was each of the following issues in motivating you to cast a ballot in this municipal election?" Otherwise: "Thinking about whether you will vote, how important is each of the following issues in motivating you to cast a ballot in this municipal election?"

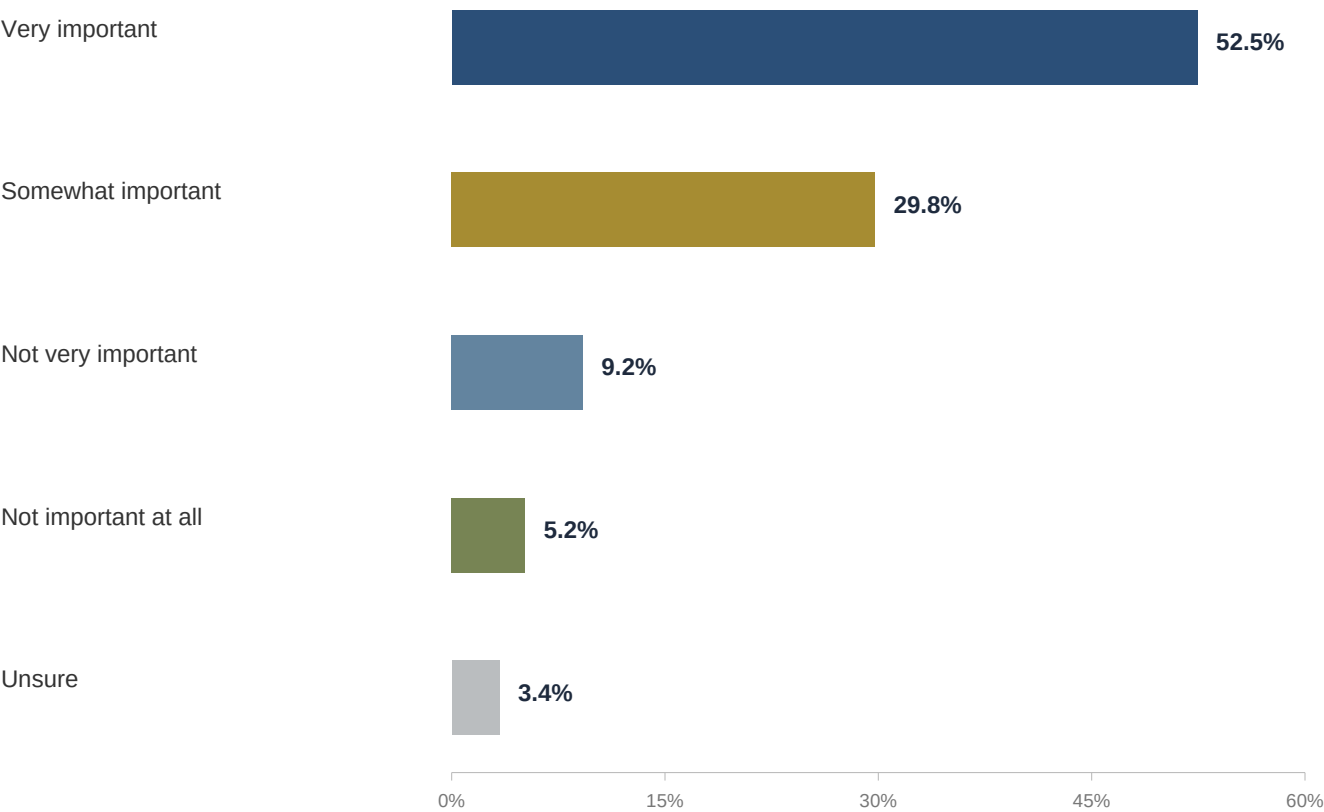
Results broken out by mayoral choice

Mayoral choice							
Response	Total	Olivia Chow	Brad Bradford	Odessa Paloma Parker	Sarah McVie	Someone else	Undecided / unsure
Very important	47.5%						
Somewhat important	29.5%						
Not very important	11.0%						
Not important at all	5.6%						
Unsure	6.4%						
Unweighted Freq	1000	427	440	4*	6*	26*	97
Weighted Freq	1000	411	424	3	6	23	134

n.a. = not available in the supplied results. * Unweighted subgroup base below 30; interpret cautiously.

The affordability of living in Toronto, including housing costs, taxes and everyday expenses.

All respondents | n = 1,000 | Already voted: "Thinking about your decision to vote, how important was each of the following issues in motivating you to cast a ballot in this municipal election?" Otherwise: "Thinking about whether you will vote, how important is each of the following issues in motivating you to cast a ballot in this municipal election?"



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Results broken out by gender

Gender					
Response	Total	Female	Male	Non-binary	Prefer not to say
Very important	52.5%				
Somewhat important	29.8%				
Not very important	9.2%				
Not important at all	5.2%				
Unsure	3.4%				
Unweighted Freq	1000	464	470	11*	55
Weighted Freq	1000	472	434	19	75

Results broken out by age

Age					
Response	Total	18-34	35-49	50-64	65+
Very important	52.5%				
Somewhat important	29.8%				
Not very important	9.2%				
Not important at all	5.2%				
Unsure	3.4%				
Unweighted Freq	1000	76	178	258	488
Weighted Freq	1000	319	251	238	191

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All respondents | n = 1,000 | Already voted: "Thinking about your decision to vote, how important was each of the following issues in motivating you to cast a ballot in this municipal election?" Otherwise: "Thinking about whether you will vote, how important is each of the following issues in motivating you to cast a ballot in this municipal election?"

Results broken out by education

Education				
Response	Total	High school or less	College/Trade School	University
Very important	52.5%			
Somewhat important	29.8%			
Not very important	9.2%			
Not important at all	5.2%			
Unsure	3.4%			
Unweighted Freq	1000	145	250	605
Weighted Freq	1000	376	184	440

Results broken out by income

Income					
Response	Total	Less than \$50,000	\$50,000 - \$75,000	\$75,001 - \$100,000	More than \$100,000
Very important	52.5%				
Somewhat important	29.8%				
Not very important	9.2%				
Not important at all	5.2%				
Unsure	3.4%				
Unweighted Freq	1000	238	185	194	383
Weighted Freq	1000	267	186	184	363

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Results broken out by ethnicity (1 of 2)

Ethnicity						
Response	Total	White	Black	East Asian	South Asian	Southeast Asian
Very important	52.5%					
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Unweighted Freq	1000	573	101	62	55	25*
Weighted Freq	1000	481	137	79	74	20

Results broken out by ethnicity (2 of 2)

Ethnicity						
Response	Total	Middle Eastern	Jewish	Latino	Multiracial/Other	First Nations, Inuit, or Métis
Very important	52.5%					
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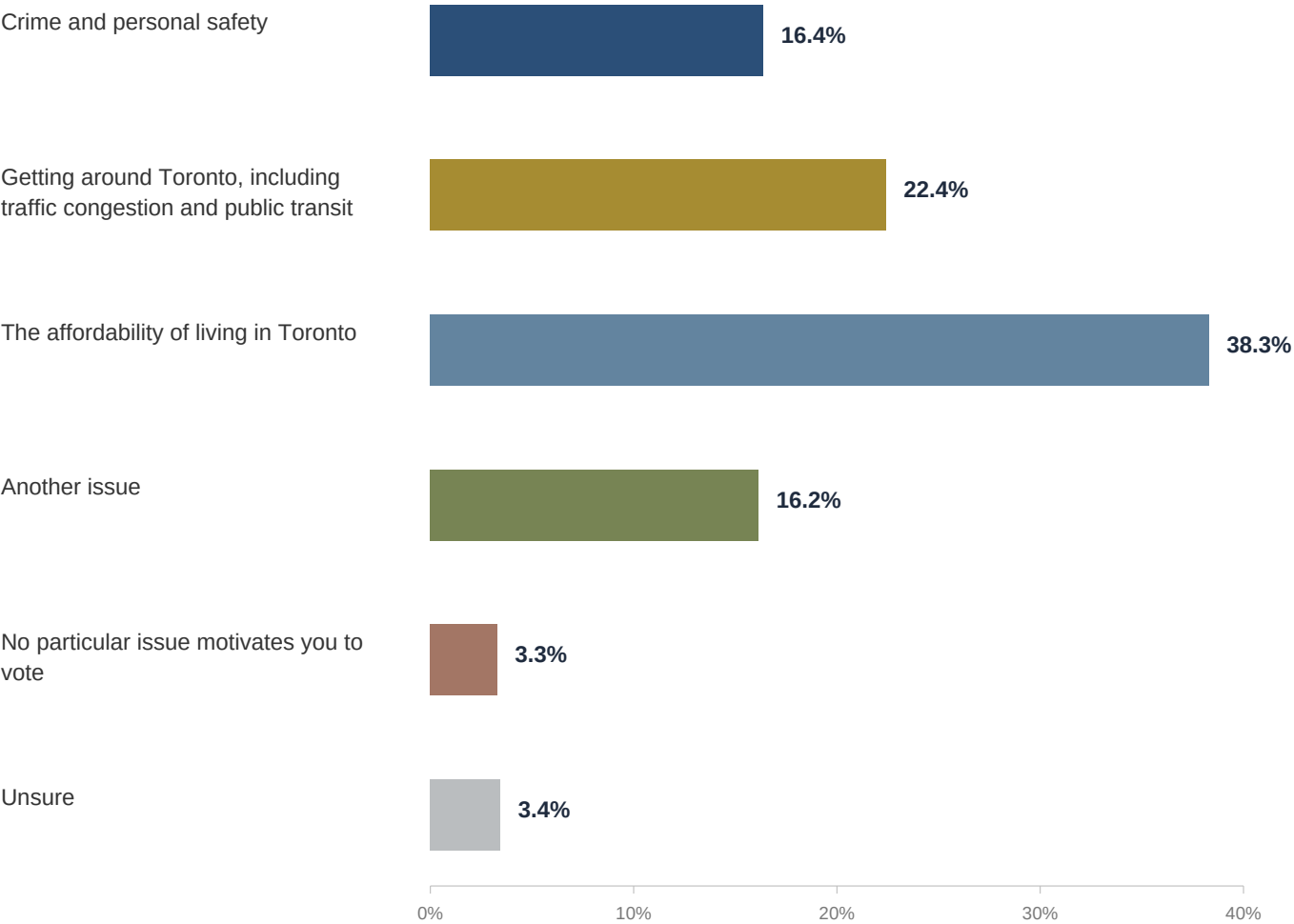
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Mayoral choice							
Response	Total	Olivia Chow	Brad Bradford	Odessa Paloma Parker	Sarah McVie	Someone else	Undecided / unsure
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Biggest motivation to vote in this election

All respondents | n = 1,000 | Already voted: "Which one of the following issues was the biggest motivation for you to vote in this election?" Otherwise: "Which one of the following issues, if any, would be the biggest motivation for you to vote in this election?"



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Results broken out by gender

Gender					
Response	Total	Female	Male	Non-binary	Prefer not to say
Crime and personal safety	16.4%				
Getting around Toronto, including traffic congestion and public transit	22.4%				
The affordability of living in Toronto	38.3%				
Another issue	16.2%				
No particular issue motivates you to vote	3.3%				
Unsure	3.4%				
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