

Toronto Survey

Field Dates: October 14-16th, 2026 | N = 894 residents (18+)

Each ward weighted by gender, age & education to its own census profile

MAINSTREET RESEARCH

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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 14-16th, 2026, among a sample of 894 adults, 18 years of age or older, living in three City of Toronto wards. 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 three City of Toronto wards. The wards are Ward 4 (Parkdale-High Park), Ward 10 (Spadina-Fort York) and Ward 25 (Scarborough-Rouge Park). Each ward was weighted separately, by gender, age & education to that ward's own 2021 Census profile, and each ward keeps its own sample size in the combined results. Each ward's councillor questions were asked only of that ward's respondents. The margin of error for each ward, at the 95% confidence level, is: Ward 4, +/- 6.1% (n=262); Ward 10, +/- 5.7% (n=292); Ward 25, +/- 5.3% (n=340). Margins of error are higher in each subsample. Totals may not add up 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.

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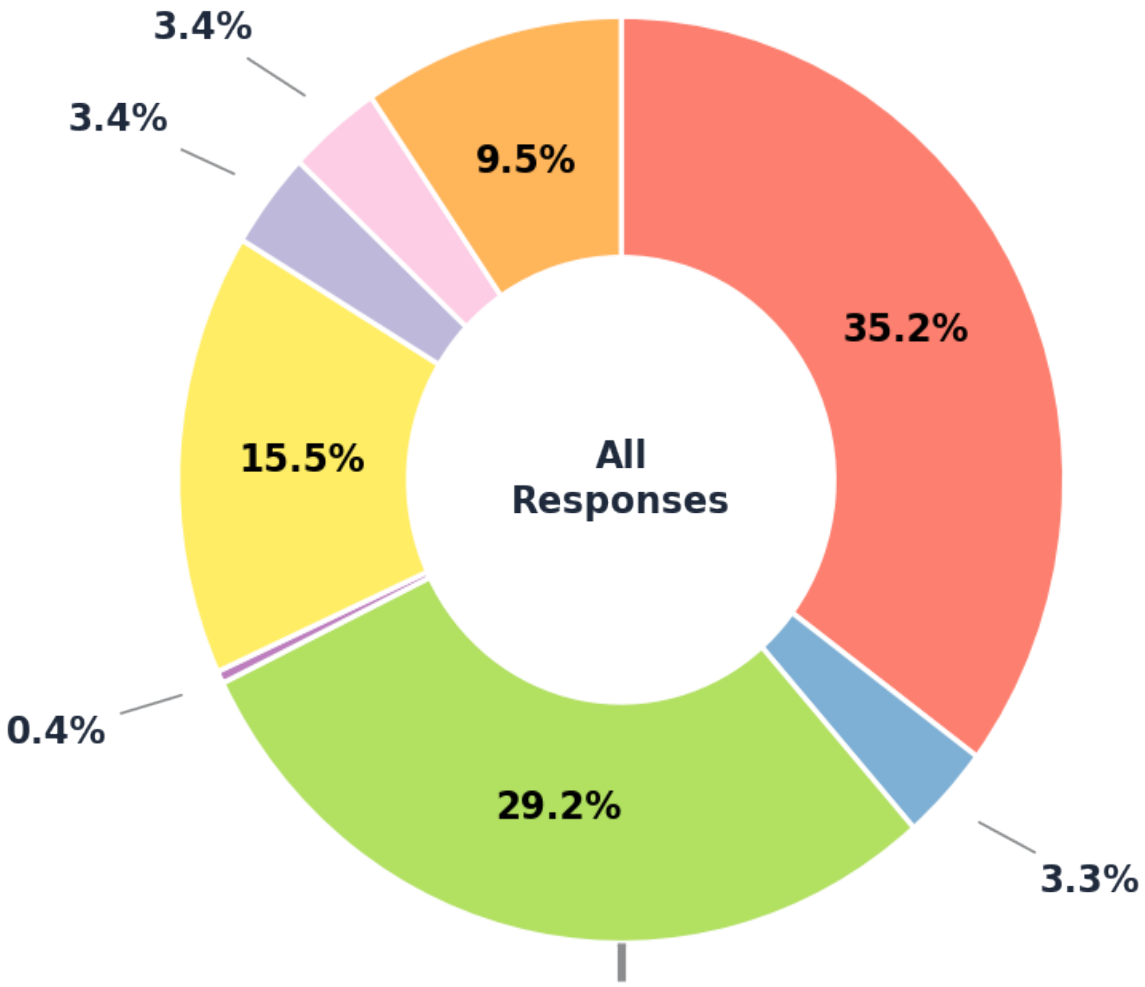
Ward 4 (Parkdale-High Park): In your local councillor race of Ward 4, which candidate are you likely to vote for or are leaning towards?



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Ward 4 (Parkdale-High Park): In your local councillor race of Ward 4, which candidate are you likely to vote for or are leaning towards?

Results broken out by gender and age

		Gender			Age		
Response	Total	Male	Female	Non-binary	18-49	50-64	65+
Nadia Guerrera	35.2%						
Debbie King	3.3%						
Diana Chan McNally	29.2%						
Bridget Ogundipe	0.4%						
Adam Pham	15.5%						
Vanessa Raponi	3.4%						
Holly Weber	3.4%						
No preferred candidate	9.5%						
Unweighted Freq	*262*	*104*	*154*	*4*	*28*	*64*	*170*
Weighted Freq	*262*	*119*	*131*	*12*	*84*	*75*	*103*

Results broken out by education and income

		Education			Income			
Response	Total	Highschool or less	College	University	<$50k	$50k-$75k	$75k-$100k	$100k+
Nadia Guerrera	35.2%							
Debbie King	3.3%							
Diana Chan McNally	29.2%							
Bridget Ogundipe	0.4%							
Adam Pham	15.5%							
Vanessa Raponi	3.4%							
Holly Weber	3.4%							
No preferred candidate	9.5%							
Unweighted Freq	*262*	*28*	*54*	*180*	*64*	*52*	*54*	*66*
Weighted Freq	*262*	*46*	*58*	*158*	*65*	*54*	*33*	*78*

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Results broken out by race

		Race							
Response	Total	White	Black	East Asian	Latino	Middle Eastern	Southeast Asian	First Nations	Other
Nadia Guerrera	35.2%								
Debbie King	3.3%								
Diana Chan McNally	29.2%								
Bridget Ogundipe	0.4%								
Adam Pham	15.5%								
Vanessa Raponi	3.4%								
Holly Weber	3.4%								
No preferred candidate	9.5%								
Unweighted Freq	*262*	*192*	*8*	*10*	*2*	*2*	*2*	*2*	*18*
Weighted Freq	*262*	*177*	*14*	*11*	*1*	*1*	*2*	*1*	*23*

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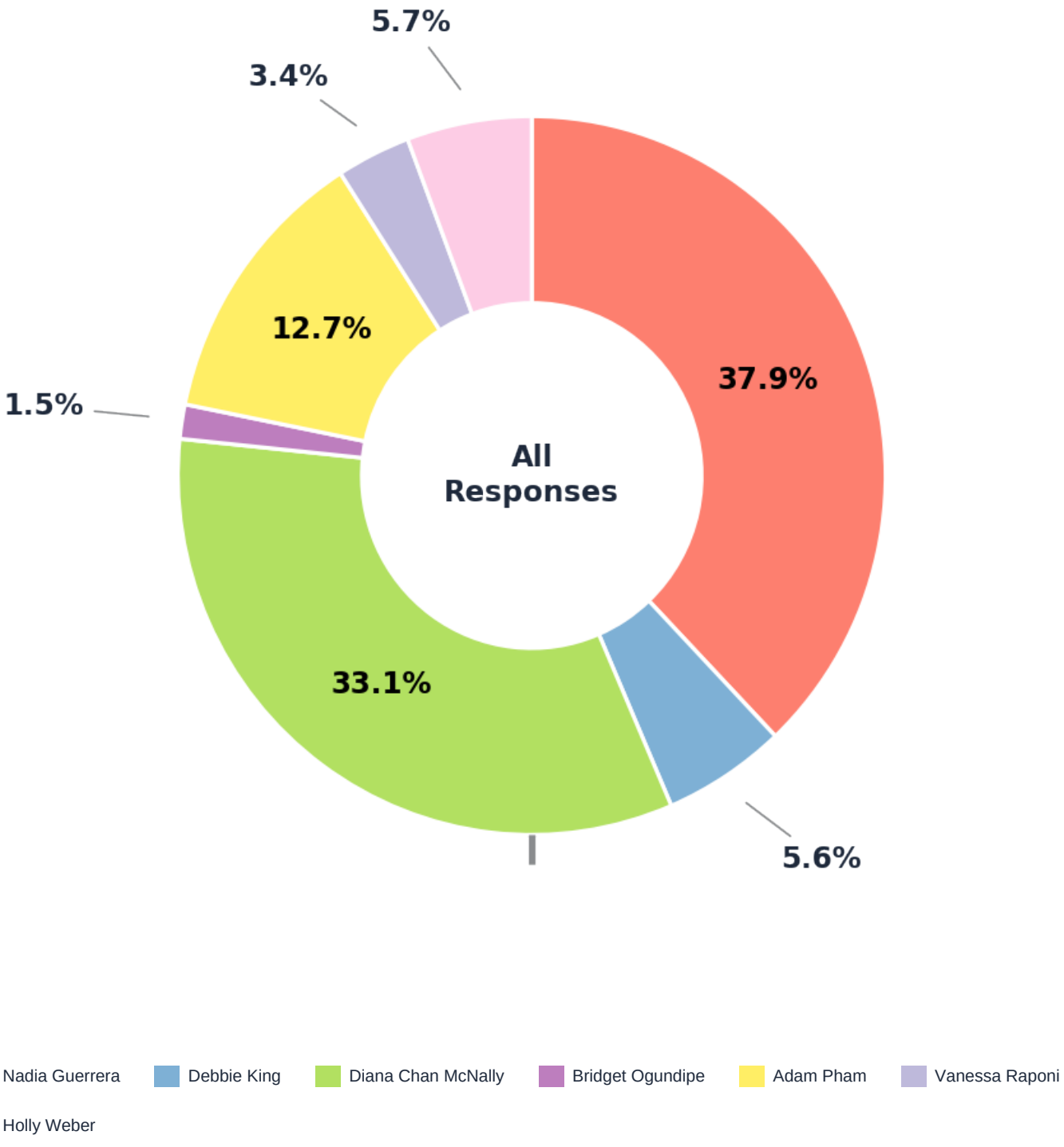
Ward 4 (Parkdale-High Park): And regardless of who you indicated you might vote for above, who do you think would be the best councillor to represent Ward 4 on Toronto City council?



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Ward 4 (Parkdale-High Park): And regardless of who you indicated you might vote for above, who do you think would be the best councillor to represent Ward 4 on Toronto City council?

Results broken out by gender and age

		Gender			Age		
Response	**Total**	**Male**	**Female**	**Non-binary**	**18-49**	**50-64**	**65+**
Nadia Guerrera	37.9%						
Debbie King	5.6%						
Diana Chan McNally	33.1%						
Bridget Ogundipe	1.5%						
Adam Pham	12.7%						
Vanessa Raponi	3.4%						
Holly Weber	5.7%						
Unweighted Freq	*262*	*104*	*154*	*4*	*28*	*64*	*170*
Weighted Freq	*262*	*119*	*131*	*12*	*84*	*75*	*103*

Results broken out by education and income

		Education			Income			
Response	**Total**	**Highschool or less**	**College**	**University**	**<$50k**	**$50k-$75k**	**$75k-$100k**	**$100k+**
Nadia Guerrera	37.9%							
Debbie King	5.6%							
Diana Chan McNally	33.1%							
Bridget Ogundipe	1.5%							
Adam Pham	12.7%							
Vanessa Raponi	3.4%							
Holly Weber	5.7%							
Unweighted Freq	*262*	*28*	*54*	*180*	*64*	*52*	*54*	*66*
Weighted Freq	*262*	*46*	*58*	*158*	*65*	*54*	*33*	*78*

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Results broken out by race

		Race							
Response	Total	White	Black	East Asian	Latino	Middle Eastern	Southeast Asian	First Nations	Other
Nadia Guerrera	37.9%								
Debbie King	5.6%								
Diana Chan McNally	33.1%								
Bridget Ogundipe	1.5%								
Adam Pham	12.7%								
Vanessa Raponi	3.4%								
Holly Weber	5.7%								
Unweighted Freq	*262*	*192*	*8*	*10*	*2*	*2*	*2*	*2*	*18*
Weighted Freq	*262*	*177*	*14*	*11*	*1*	*1*	*2*	*1*	*23*

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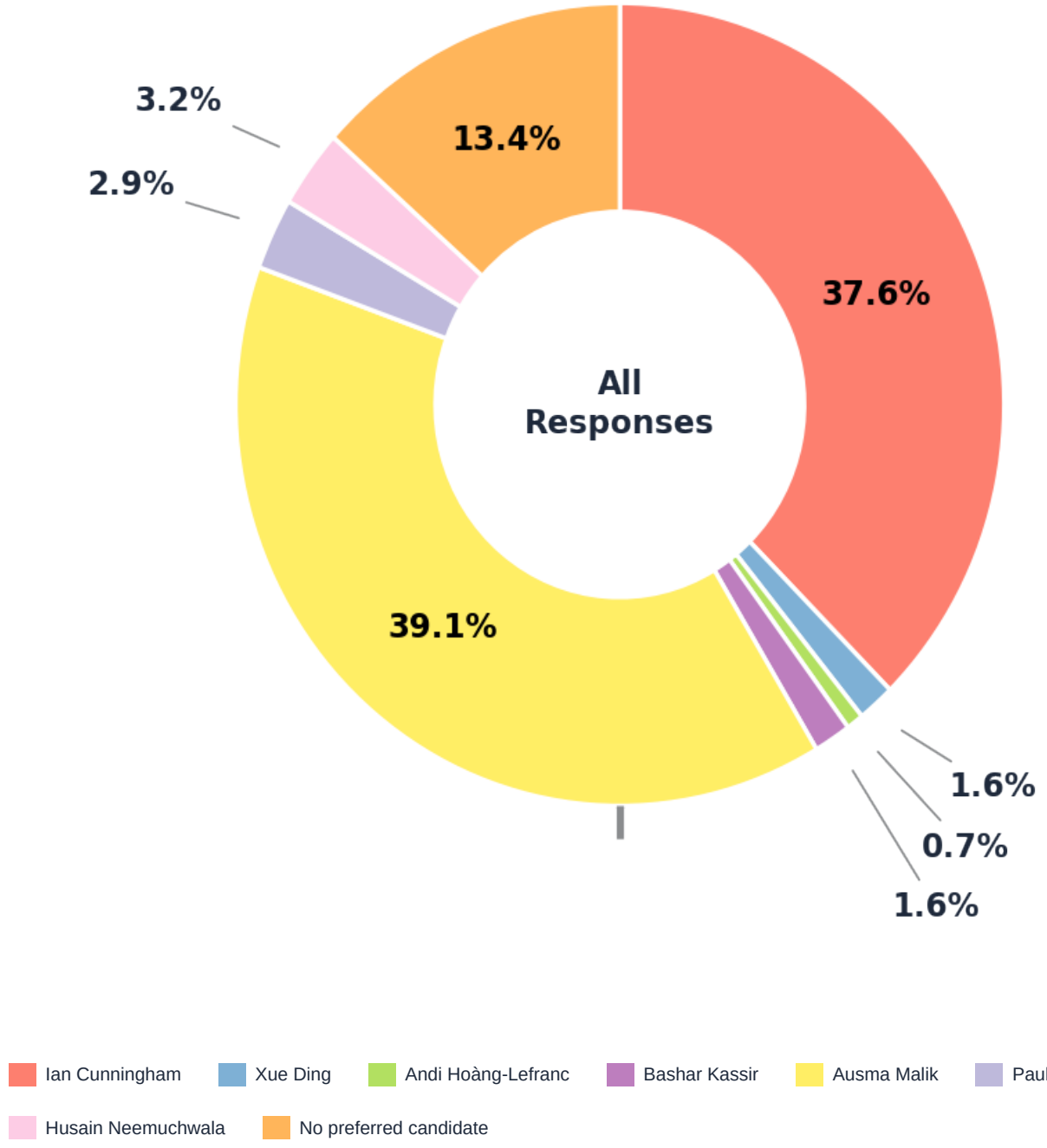
Ward 10 (Spadina-Fort York): In your local councillor race of Ward 10, which candidate are you likely to vote for or are leaning towards?



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Ward 10 (Spadina-Fort York): In your local councillor race of Ward 10, which candidate are you likely to vote for or are leaning towards?

Results broken out by gender and age

		Gender			Age		
Response	Total	Male	Female	Non-binary	18-49	50-64	65+
Ian Cunningham	37.6%						
Xue Ding	1.6%						
Andi Hoàng-Lefranc	0.7%						
Bashar Kassir	1.6%						
Ausma Malik	39.1%						
Paul Nash	2.9%						
Husain Neemuchwala	3.2%						
No preferred candidate	13.4%						
Unweighted Freq	*292*	*144*	*144*	*4*	*48*	*96*	*148*
Weighted Freq	*292*	*175*	*115*	*2*	*144*	*63*	*85*

Results broken out by education and income

		Education			Income			
Response	Total	Highschool or less	College	University	<$50k	$50k-$75k	$75k-$100k	$100k+
Ian Cunningham	37.6%							
Xue Ding	1.6%							
Andi Hoàng-Lefranc	0.7%							
Bashar Kassir	1.6%							
Ausma Malik	39.1%							
Paul Nash	2.9%							
Husain Neemuchwala	3.2%							
No preferred candidate	13.4%							
Unweighted Freq	*292*	*20*	*62*	*210*	*60*	*64*	*64*	*88*
Weighted Freq	*292*	*37*	*52*	*202*	*42*	*63*	*51*	*116*

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Results broken out by race

		Race							
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	Other
Ian Cunningham	37.6%								
Xue Ding	1.6%								
Andi Hoàng-Lefranc	0.7%								
Bashar Kassir	1.6%								
Ausma Malik	39.1%								
Paul Nash	2.9%								
Husain Neemuchwala	3.2%								
No preferred candidate	13.4%								
Unweighted Freq	*292*	*196*	*16*	*16*	*8*	*4*	*12*	*4*	*16*
Weighted Freq	*292*	*161*	*9*	*28*	*14*	*2*	*36*	*2*	*19*

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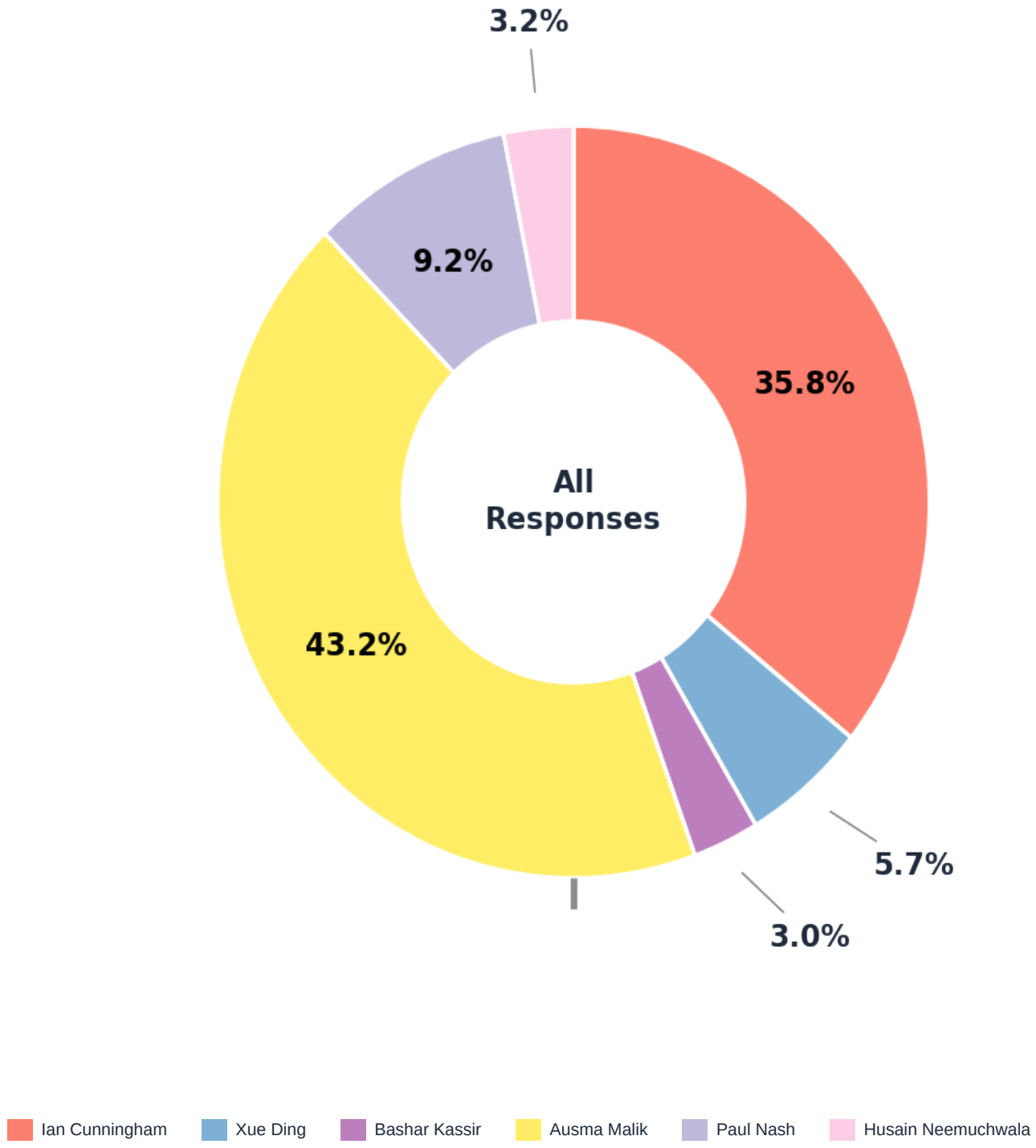
Ward 10 (Spadina-Fort York): And regardless of who you indicated you might vote for above, who do you think would be the best councillor to represent Ward 10 on Toronto City council?



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Ward 10 (Spadina-Fort York): And regardless of who you indicated you might vote for above, who do you think would be the best councillor to represent Ward 10 on Toronto City council?

Results broken out by gender and age

		Gender			Age		
Response	**Total**	**Male**	**Female**	**Non-binary**	**18-49**	**50-64**	**65+**
Ian Cunningham	35.8%						
Xue Ding	5.7%						
Bashar Kassir	3.0%						
Ausma Malik	43.2%						
Paul Nash	9.2%						
Husain Neemuchwala	3.2%						
Unweighted Freq	*292*	*144*	*144*	*4*	*48*	*96*	*148*
Weighted Freq	*292*	*175*	*115*	*2*	*144*	*63*	*85*

Results broken out by education and income

		Education			Income			
Response	**Total**	**Highschool or less**	**College**	**University**	**<$50k**	**$50k-$75k**	**$75k-$100k**	**$100k+**
Ian Cunningham	35.8%							
Xue Ding	5.7%							
Bashar Kassir	3.0%							
Ausma Malik	43.2%							
Paul Nash	9.2%							
Husain Neemuchwala	3.2%							
Unweighted Freq	*292*	*20*	*62*	*210*	*60*	*64*	*64*	*88*
Weighted Freq	*292*	*37*	*52*	*202*	*42*	*63*	*51*	*116*

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Results broken out by race

		Race							
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	Other
Ian Cunningham	35.8%								
Xue Ding	5.7%								
Bashar Kassir	3.0%								
Ausma Malik	43.2%								
Paul Nash	9.2%								
Husain Neemuchwala	3.2%								
Unweighted Freq	*292*	*196*	*16*	*16*	*8*	*4*	*12*	*4*	*16*
Weighted Freq	*292*	*161*	*9*	*28*	*14*	*2*	*36*	*2*	*19*

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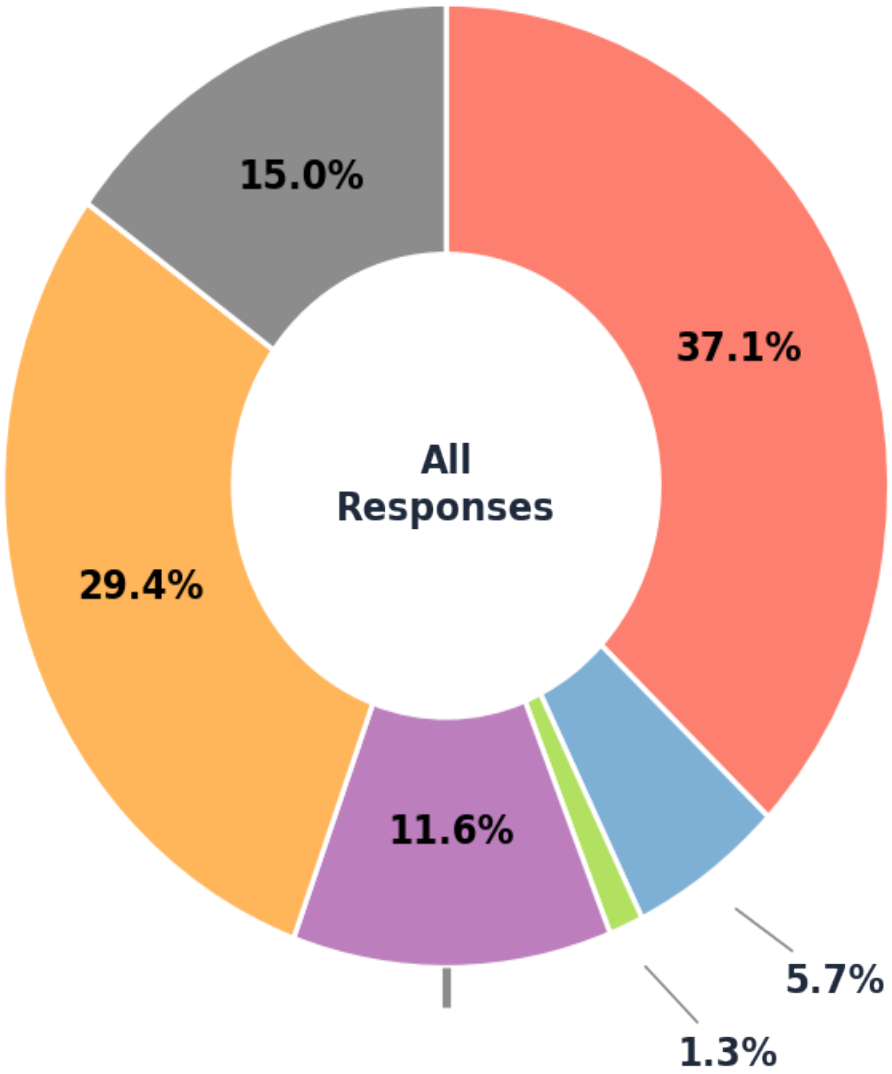
Ward 25 (Scarborough-Rouge Park): In your local councillor race of Ward 25, which candidate are you likely to vote for or are leaning towards?



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Ward 25 (Scarborough-Rouge Park): In your local councillor race of Ward 25, which candidate are you likely to vote for or are leaning towards?

Results broken out by gender and age

		Gender			Age		
Response	Total	Male	Female	Non-binary	18-49	50-64	65+
Shawn Allen	37.1%						
Dharshan Casinathen	5.7%						
Jannette Lumley	1.3%						
Zakir Patel	11.6%						
Neethan Shan	29.4%						
Another candidate	15.0%						
Unweighted Freq	*340*	*124*	*196*	*20*	*20*	*80*	*240*
Weighted Freq	*340*	*121*	*198*	*21*	*58*	*85*	*197*

Results broken out by education and income

		Education			Income			
Response	Total	Highschool or less	College	University	<$50k	$50k-$75k	$75k-$100k	$100k+
Shawn Allen	37.1%							
Dharshan Casinathen	5.7%							
Jannette Lumley	1.3%							
Zakir Patel	11.6%							
Neethan Shan	29.4%							
Another candidate	15.0%							
Unweighted Freq	*340*	*32*	*120*	*188*	*80*	*68*	*68*	*76*
Weighted Freq	*340*	*96*	*101*	*143*	*112*	*54*	*59*	*60*

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Results broken out by race

		Race						
Response	Total	White	Black	East Asian	Middle Eastern	South Asian	Southeast Asian	Other
Shawn Allen	37.1%							
Dharshan Casinathen	5.7%							
Jannette Lumley	1.3%							
Zakir Patel	11.6%							
Neethan Shan	29.4%							
Another candidate	15.0%							
Unweighted Freq	*340*	*128*	*56*	*20*	*8*	*16*	*8*	*56*
Weighted Freq	*340*	*142*	*44*	*18*	*4*	*10*	*10*	*55*

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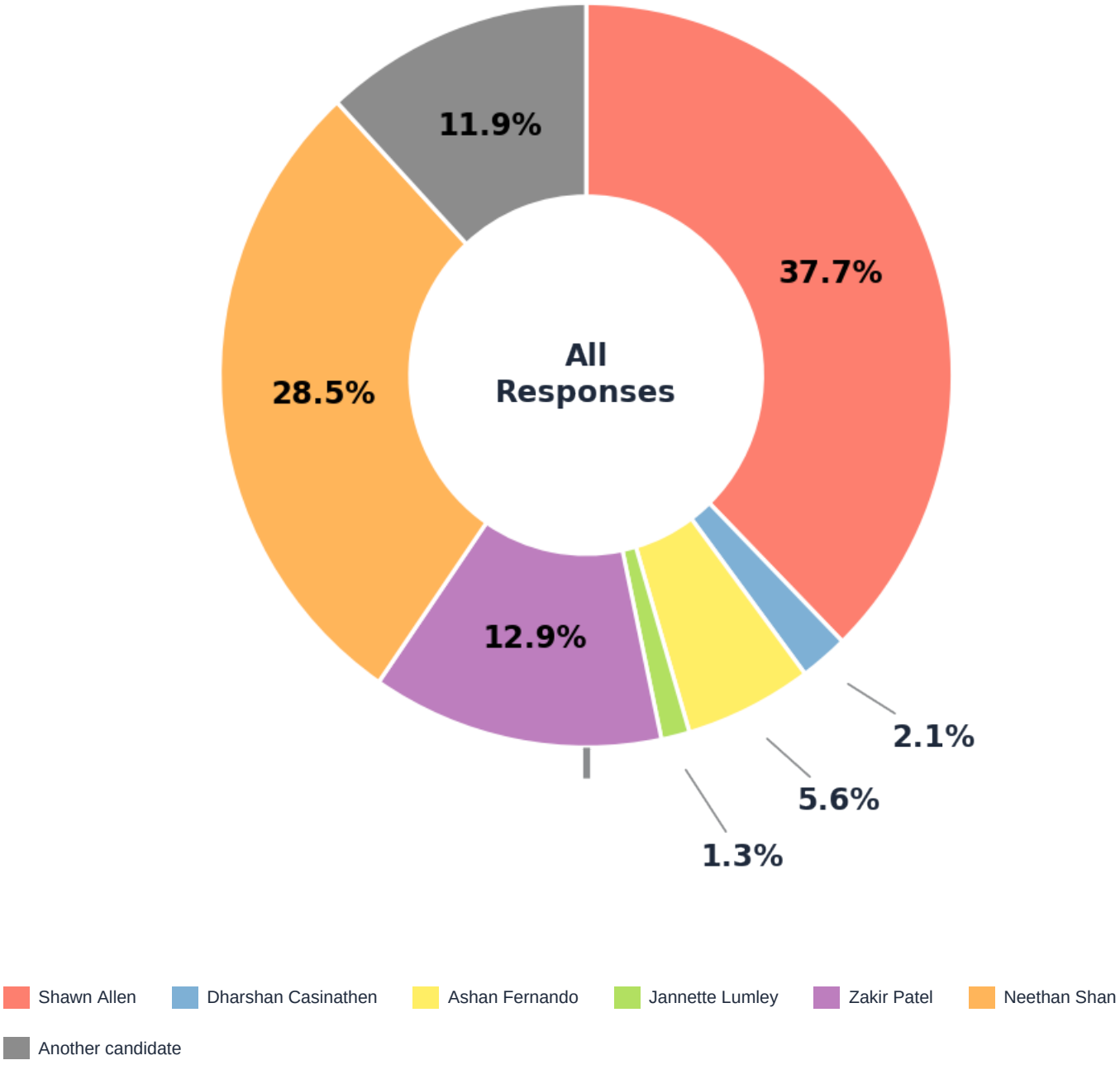
Ward 25 (Scarborough-Rouge Park): And regardless of who you indicated you might vote for above, who do you think would be the best councillor to represent Ward 25 on Toronto City council?



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Ward 25 (Scarborough-Rouge Park): And regardless of who you indicated you might vote for above, who do you think would be the best councillor to represent Ward 25 on Toronto City council?

Results broken out by gender and age

		Gender			Age		
Response	Total	Male	Female	Non-binary	18-49	50-64	65+
Shawn Allen	37.7%						
Dharshan Casinathen	2.1%						
Ashan Fernando	5.6%						
Jannette Lumley	1.3%						
Zakir Patel	12.9%						
Neethan Shan	28.5%						
Another candidate	11.9%						
Unweighted Freq	*340*	*124*	*196*	*20*	*20*	*80*	*240*
Weighted Freq	*340*	*121*	*198*	*21*	*58*	*85*	*197*

Results broken out by education and income

		Education			Income			
Response	Total	Highschool or less	College	University	<$50k	$50k-$75k	$75k-$100k	$100k+
Shawn Allen	37.7%							
Dharshan Casinathen	2.1%							
Ashan Fernando	5.6%							
Jannette Lumley	1.3%							
Zakir Patel	12.9%							
Neethan Shan	28.5%							
Another candidate	11.9%							
Unweighted Freq	*340*	*32*	*120*	*188*	*80*	*68*	*68*	*76*
Weighted Freq	*340*	*96*	*101*	*143*	*112*	*54*	*59*	*60*

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Results broken out by race

		Race						
Response	Total	White	Black	East Asian	Middle Eastern	South Asian	Southeast Asian	Other
Shawn Allen	37.7%							
Dharshan Casinathen	2.1%							
Ashan Fernando	5.6%							
Jannette Lumley	1.3%							
Zakir Patel	12.9%							
Neethan Shan	28.5%							
Another candidate	11.9%							
Unweighted Freq	*340*	*128*	*56*	*20*	*8*	*16*	*8*	*56*
Weighted Freq	*340*	*142*	*44*	*18*	*4*	*10*	*10*	*55*

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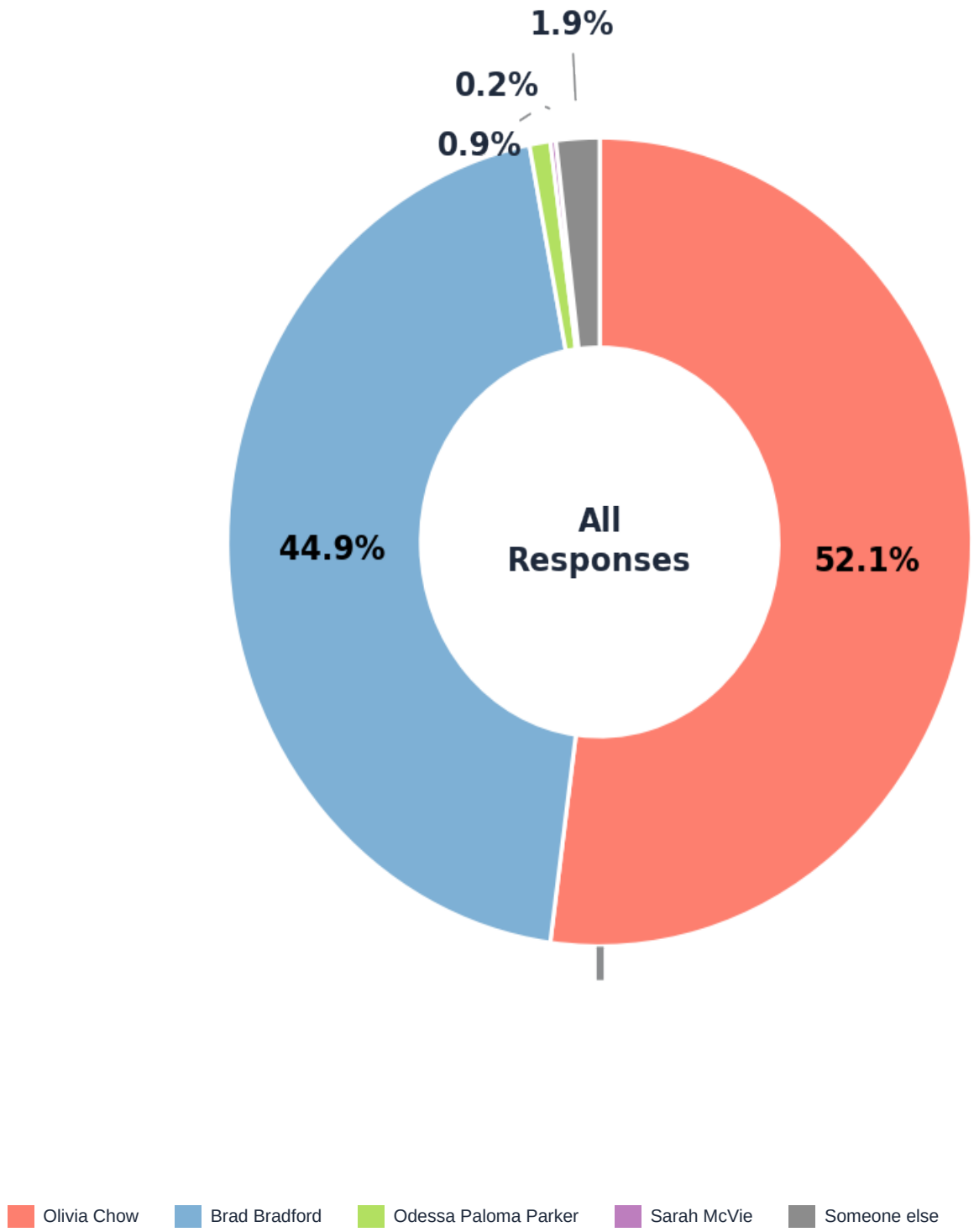
And in the Mayoral contest, how would you vote or are leaning towards voting for Mayor if the election were today? [Wards 4, 10 and 25 only]



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And in the Mayoral contest, how would you vote or are leaning towards voting for Mayor if the election were today? [Wards 4, 10 and 25 only]

Results broken out by gender and age

		Gender			Age		
Response	Total	Male	Female	Non-binary	18-49	50-64	65+
Olivia Chow	52.1%						
Brad Bradford	44.9%						
Odessa Paloma Parker	0.9%						
Sarah McVie	0.2%						
Someone else	1.9%						
Unweighted Freq	*894*	*372*	*494*	*28*	*96*	*240*	*558*
Weighted Freq	*894*	*415*	*445*	*35*	*286*	*223*	*385*

Results broken out by education and income

		Education			Income			
Response	Total	Highschool or less	College	University	<$50k	$50k-$75k	$75k-$100k	$100k+
Olivia Chow	52.1%							
Brad Bradford	44.9%							
Odessa Paloma Parker	0.9%							
Sarah McVie	0.2%							
Someone else	1.9%							
Unweighted Freq	*894*	*80*	*236*	*578*	*204*	*184*	*186*	*230*
Weighted Freq	*894*	*179*	*212*	*503*	*219*	*171*	*143*	*255*

Results broken out by race

		Race								
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Other
Olivia Chow	52.1%									
Brad Bradford	44.9%									
Odessa Paloma Parker	0.9%									
Sarah McVie	0.2%									
Someone else	1.9%									
Unweighted Freq	*894*	*516*	*80*	*46*	*10*	*14*	*28*	*14*	*2*	*90*
Weighted Freq	*894*	*480*	*68*	*58*	*15*	*8*	*46*	*14*	*1*	*97*

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Results broken out by ward

		Ward		
Response	Total	Ward 4	Ward 10	Ward 25
Olivia Chow	52.1%			
Brad Bradford	44.9%			
Odessa Paloma Parker	0.9%			
Sarah McVie	0.2%			
Someone else	1.9%			
Unweighted Freq	*894*	*262*	*292*	*340*
Weighted Freq	*894*	*262*	*292*	*340*

n=894 · All respondents

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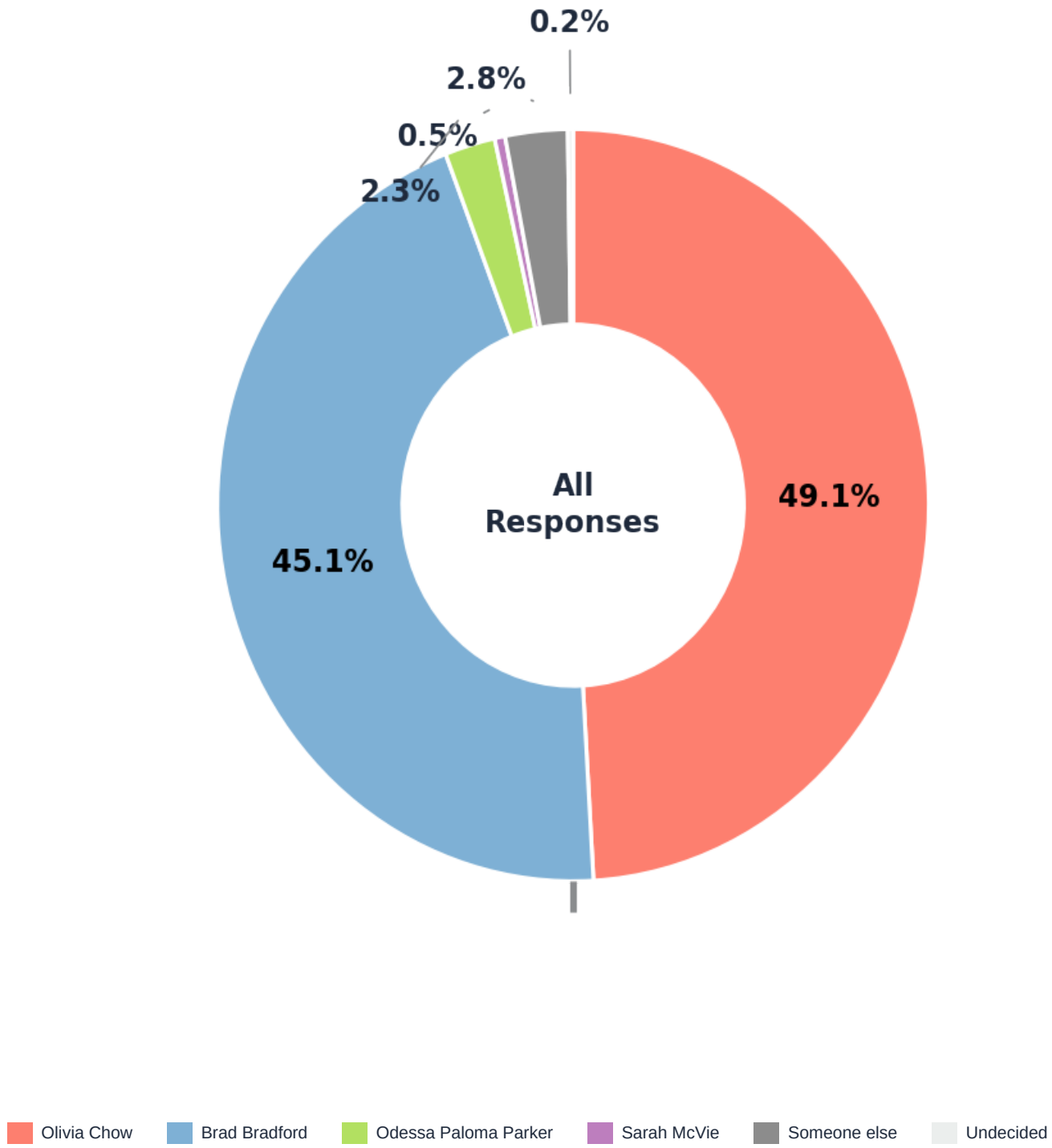
And again, regardless of who you indicated you might vote for above for Mayor, who do you think would be the best Mayor to stand up for residents of your ward? [Wards 4, 10 and 25 only]



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And again, regardless of who you indicated you might vote for above for Mayor, who do you think would be the best Mayor to stand up for residents of your ward? [Wards 4, 10 and 25 only]

Results broken out by gender and age

		Gender			Age		
Response	**Total**	**Male**	**Female**	**Non-binary**	**18-49**	**50-64**	**65+**
Olivia Chow	49.1%						
Brad Bradford	45.1%						
Odessa Paloma Parker	2.3%						
Sarah McVie	0.5%						
Someone else	2.8%						
Undecided	0.2%						
Unweighted Freq	*894*	*372*	*494*	*28*	*96*	*240*	*558*
Weighted Freq	*894*	*415*	*445*	*35*	*286*	*223*	*385*

Results broken out by education and income

		Education			Income			
Response	**Total**	**Highschool or less**	**College**	**University**	**<$50k**	**$50k-$75k**	**$75k-$100k**	**$100k+**
Olivia Chow	49.1%							
Brad Bradford	45.1%							
Odessa Paloma Parker	2.3%							
Sarah McVie	0.5%							
Someone else	2.8%							
Undecided	0.2%							
Unweighted Freq	*894*	*80*	*236*	*578*	*204*	*184*	*186*	*230*
Weighted Freq	*894*	*179*	*212*	*503*	*219*	*171*	*143*	*255*

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Results broken out by race

		Race								
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Other
Olivia Chow	49.1%									
Brad Bradford	45.1%									
Odessa Paloma Parker	2.3%									
Sarah McVie	0.5%									
Someone else	2.8%									
Undecided	0.2%									
Unweighted Freq	*894*	*516*	*80*	*46*	*10*	*14*	*28*	*14*	*2*	*90*
Weighted Freq	*894*	*480*	*68*	*58*	*15*	*8*	*46*	*14*	*1*	*97*

Results broken out by ward

		Ward		
Response	Total	Ward 4	Ward 10	Ward 25
Olivia Chow	49.1%			
Brad Bradford	45.1%			
Odessa Paloma Parker	2.3%			
Sarah McVie	0.5%			
Someone else	2.8%			
Undecided	0.2%			
Unweighted Freq	*894*	*262*	*292*	*340*
Weighted Freq	*894*	*262*	*292*	*340*

n=894 · All respondents

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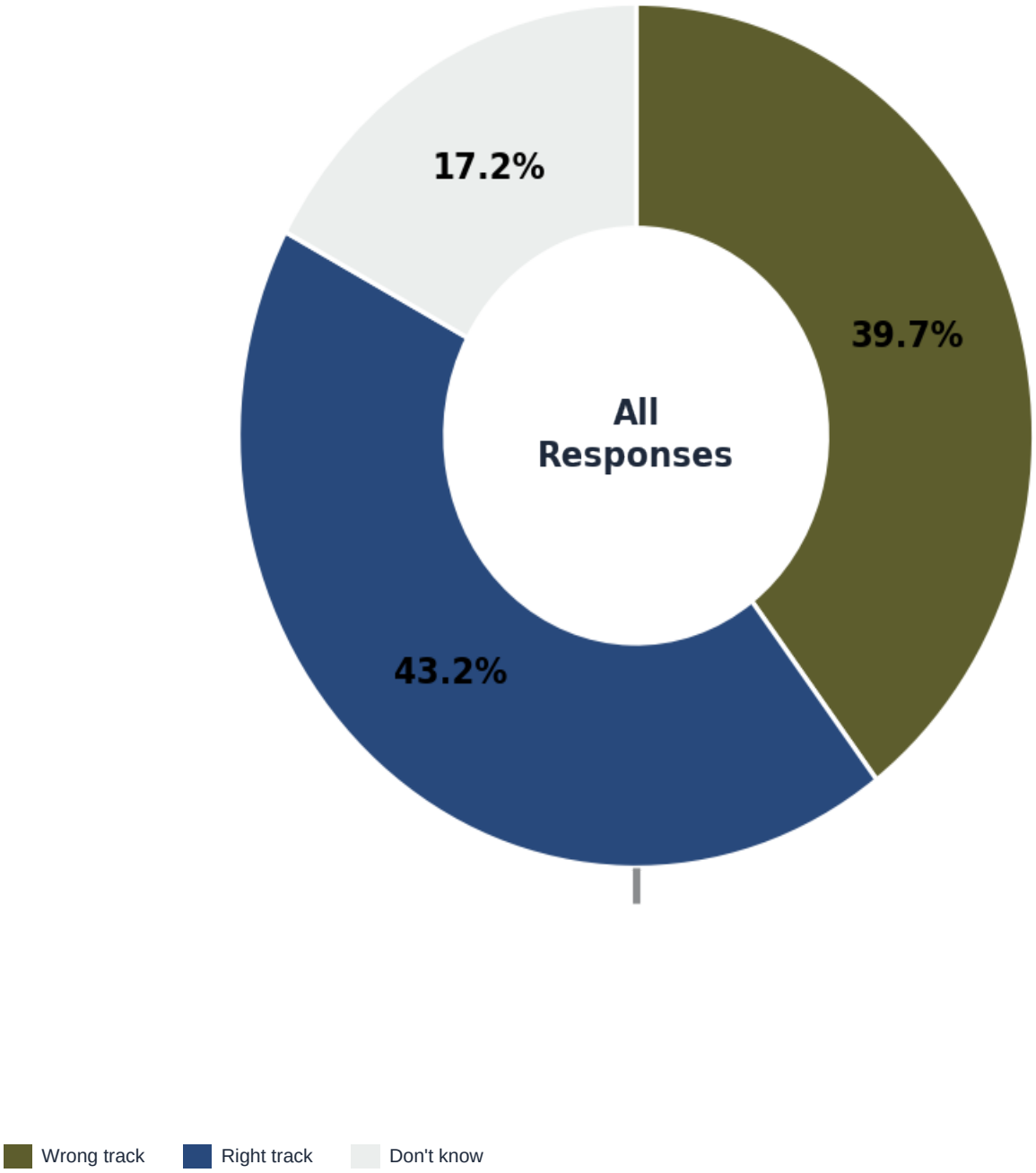
And would you say the City of Toronto overall is on the right track or the wrong track? [Wards 4, 10 and 25 only]



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And would you say the City of Toronto overall is on the right track or the wrong track? [Wards 4, 10 and 25 only]

Results broken out by gender and age

		Gender			Age		
Response	Total	Male	Female	Non-binary	18-49	50-64	65+
Wrong track	39.7%						
Right track	43.2%						
Don't know	17.2%						
Unweighted Freq	*894*	*372*	*494*	*28*	*96*	*240*	*558*
Weighted Freq	*894*	*415*	*445*	*35*	*286*	*223*	*385*

Results broken out by education and income

		Education			Income			
Response	Total	Highschool or less	College	University	<$50k	$50k-$75k	$75k-$100k	$100k+
Wrong track	39.7%							
Right track	43.2%							
Don't know	17.2%							
Unweighted Freq	*894*	*80*	*236*	*578*	*204*	*184*	*186*	*230*
Weighted Freq	*894*	*179*	*212*	*503*	*219*	*171*	*143*	*255*

Results broken out by race

		Race								
Response	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Other
Wrong track	39.7%									
Right track	43.2%									
Don't know	17.2%									
Unweighted Freq	*894*	*516*	*80*	*46*	*10*	*14*	*28*	*14*	*2*	*90*
Weighted Freq	*894*	*480*	*68*	*58*	*15*	*8*	*46*	*14*	*1*	*97*

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Results broken out by ward

		Ward		
Response	Total	Ward 4	Ward 10	Ward 25
Wrong track	39.7%			
Right track	43.2%			
Don't know	17.2%			
Unweighted Freq	*894*	*262*	*292*	*340*
Weighted Freq	*894*	*262*	*292*	*340*

n=894 · All respondents

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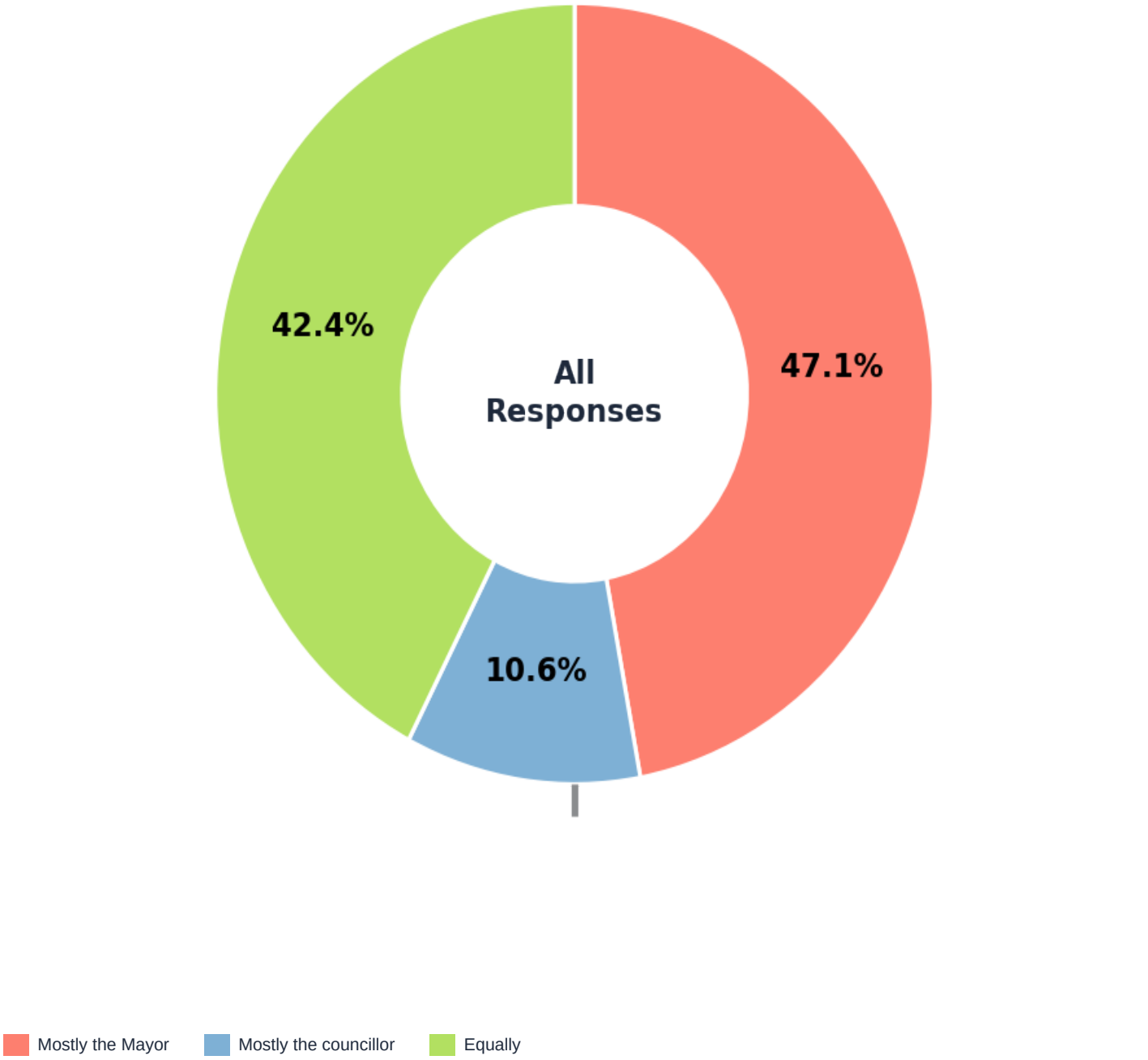
And who do you think is more responsible for your previous answer, whether you said right track or wrong track? [Wards 4, 10 and 25 only]



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And who do you think is more responsible for your previous answer, whether you said right track or wrong track? [Wards 4, 10 and 25 only]

Results broken out by gender and age

		Gender			Age		
Response	Total	Male	Female	Non-binary	18-49	50-64	65+
Mostly the Mayor	47.1%						
Mostly the councillor	10.6%						
Equally	42.4%						
Unweighted Freq	*894*	*372*	*494*	*28*	*96*	*240*	*558*
Weighted Freq	*894*	*415*	*445*	*35*	*286*	*223*	*385*

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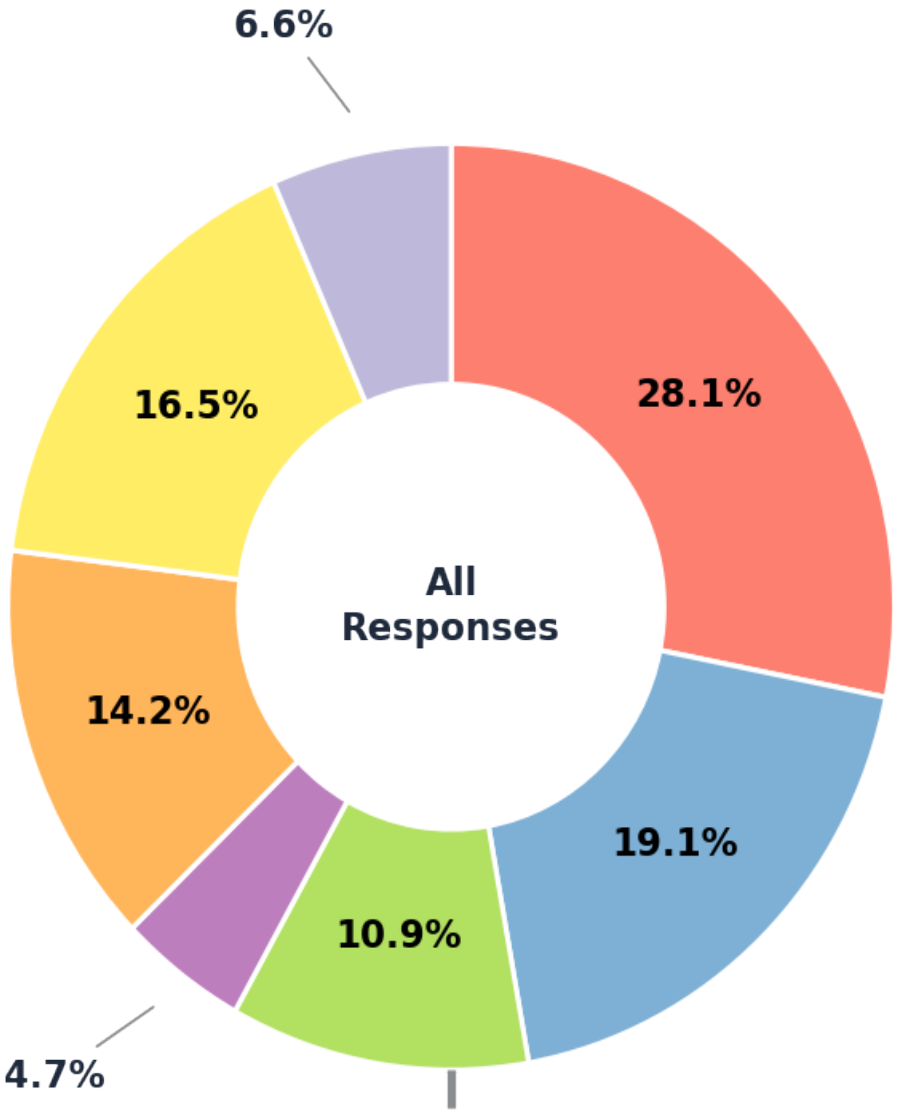
What issue overall is of greatest concern for you when thinking about how you might vote for Mayor? [Wards 4, 10 and 25 only]



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What issue overall is of greatest concern for you when thinking about how you might vote for Mayor? [Wards 4, 10 and 25 only]

Results broken out by gender and age

		Gender			Age		
Response	Total	Male	Female	Non-binary	18-49	50-64	65+
Affordability	28.1%						
Services for seniors	19.1%						
Crime and safety	10.9%						
Jobs and the economy	4.7%						
Transportation & congestion	14.2%						
Transit	16.5%						
Infrastructure	6.6%						
Unweighted Freq	*894*	*372*	*494*	*28*	*96*	*240*	*558*
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