



Toronto Survey

Field Dates: October 22-24th, 2026 | N = 993 residents (18+)

Weighted by gender, age, education & region · MoE $\pm 3.1\%$, 19 times out of 20



**MAINSTREET
RESEARCH**

mainstreetresearch.ca | info@mainstreetresearch.ca

Margin of Error: $\pm 3.1\%$, 19 times out of 20

Survey Methodology

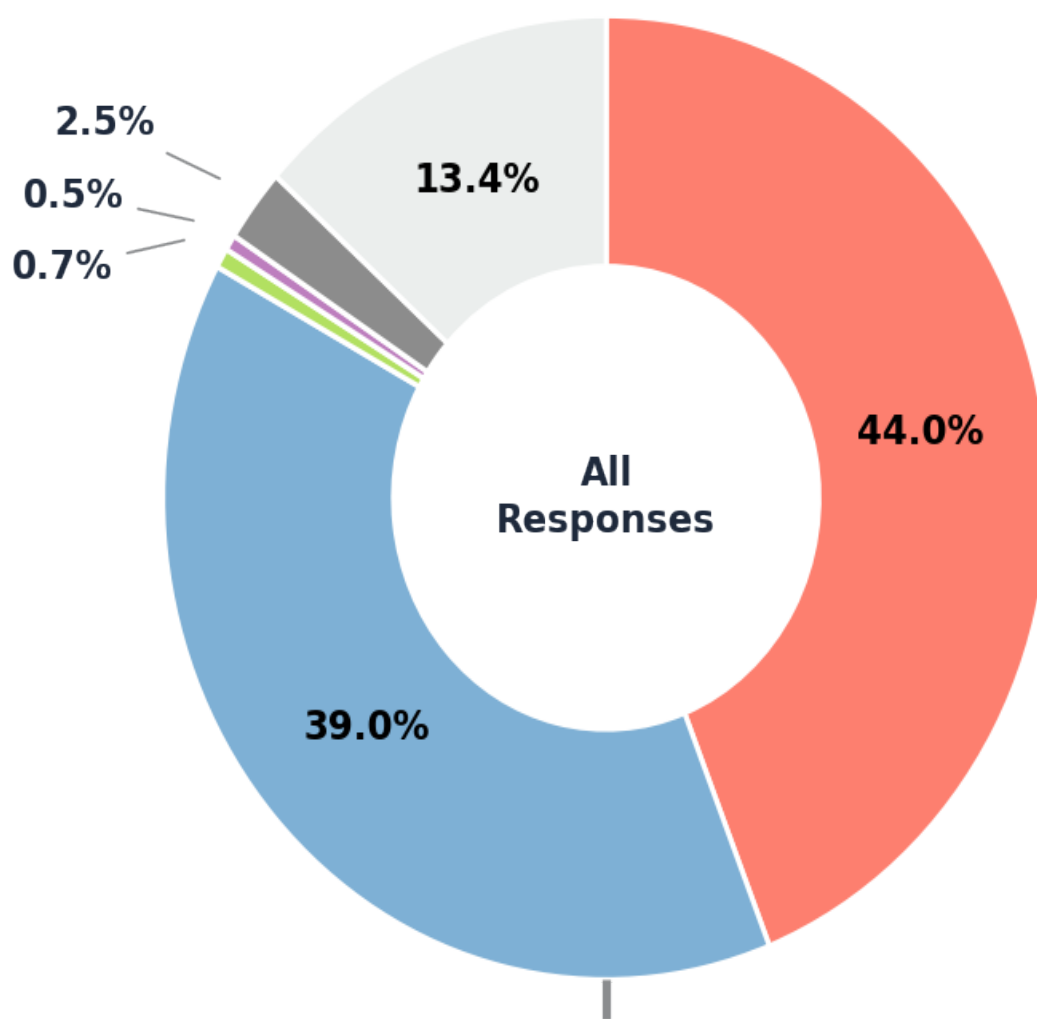
About Mainstreet Research

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 22-24th, 2026, among a sample of 993 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 gender, age, education & region. Results with undecided voters removed include only respondents who have already voted or are certain to vote. 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 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.

In the Mayoral contest, how would you vote or are leaning towards voting for Mayor if the election were today?



Olivia Chow Brad Bradford Odessa Paloma Parker Sarah McVie Someone else Undecided

In the Mayoral contest, how would you vote or are leaning towards voting for Mayor if the election were today?

Results broken out by gender and age

		Gender			Age		
Response	Total	Male	Female	Non-binary	18-49	50-64	65+
Olivia Chow	44.0%						
Brad Bradford	39.0%						
Odessa Paloma Parker	0.7%						
Sarah McVie	0.5%						
Someone else	2.5%						
Undecided	13.4%						
Unweighted Freq	993	517	414	62	403	300	290
Weighted Freq	993	451	479	64	457	283	253

Results broken out by education and income

		Education			Income			
Response	Total	Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Olivia Chow	44.0%							
Brad Bradford	39.0%							
Odessa Paloma Parker	0.7%							
Sarah McVie	0.5%							
Someone else	2.5%							
Undecided	13.4%							
Unweighted Freq	993	129	222	642	225	167	166	435
Weighted Freq	993	340	245	408	316	184	154	339

Results broken out by race

Race			
Response	Total	White	Non-white
Olivia Chow	44.0%		
Brad Bradford	39.0%		
Odessa Paloma Parker	0.7%		
Sarah McVie	0.5%		
Someone else	2.5%		
Undecided	13.4%		
Unweighted Freq	993	548	445
Weighted Freq	993	509	484

Results broken out by region

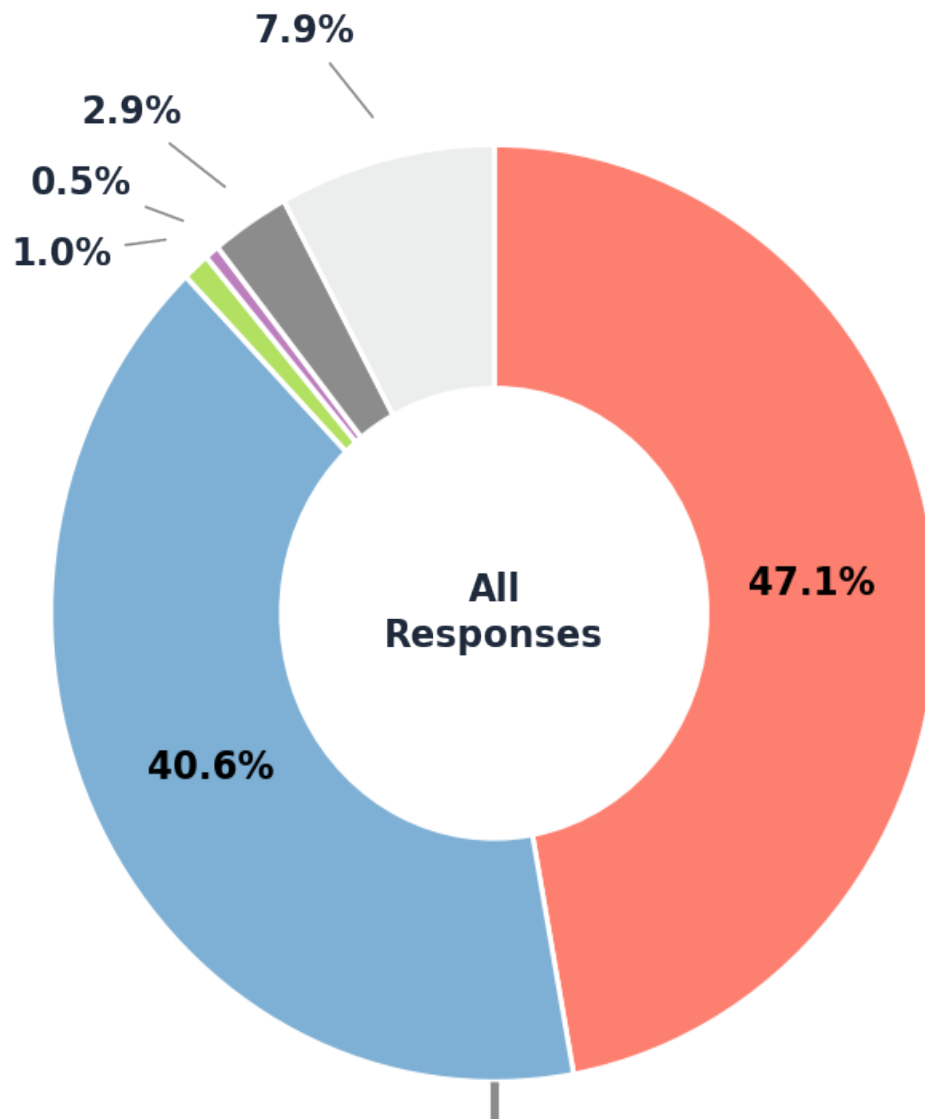
Region					
Response	Total	Scarborough	North York	Etobicoke	Downtown
Olivia Chow	44.0%				
Brad Bradford	39.0%				
Odessa Paloma Parker	0.7%				
Sarah McVie	0.5%				
Someone else	2.5%				
Undecided	13.4%				
Unweighted Freq	993	168	187	157	481
Weighted Freq	993	248	268	149	328

Results broken out by likelihood to vote

Likelihood to vote						
Response	Total	Already voted	Certain	Likely	Unlikely	Will not vote
Olivia Chow	44.0%					
Brad Bradford	39.0%					
Odessa Paloma Parker	0.7%					
Sarah McVie	0.5%					
Someone else	2.5%					
Undecided	13.4%					
Unweighted Freq	993	271	572	94	35	21
Weighted Freq	993	269	548	118	38	20

n=993 · All respondents

In the Mayoral contest, how would you vote or are leaning towards voting for Mayor if the election were today? [Undecideds asked which candidate they are leaning towards]



Olivia Chow Brad Bradford Odessa Paloma Parker Sarah McVie Someone else Undecided

In the Mayoral contest, how would you vote or are leaning towards voting for Mayor if the election were today? [Undecideds asked which candidate they are leaning towards]

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Olivia Chow	47.1%						
Brad Bradford	40.6%						
Odessa Paloma Parker	1.0%						
Sarah McVie	0.5%						
Someone else	2.9%						
Undecided	7.9%						
Unweighted Freq	993	517	414	62	403	300	290
Weighted Freq	993	451	479	64	457	283	253

Results broken out by education and income

Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Olivia Chow	47.1%							
Brad Bradford	40.6%							
Odessa Paloma Parker	1.0%							
Sarah McVie	0.5%							
Someone else	2.9%							
Undecided	7.9%							
Unweighted Freq	993	129	222	642	225	167	166	435
Weighted Freq	993	340	245	408	316	184	154	339

Results broken out by race

Race			
Response	Total	White	Non-white
Olivia Chow	47.1%		
Brad Bradford	40.6%		
Odessa Paloma Parker	1.0%		
Sarah McVie	0.5%		
Someone else	2.9%		
Undecided	7.9%		
Unweighted Freq	993	548	445
Weighted Freq	993	509	484

Results broken out by region

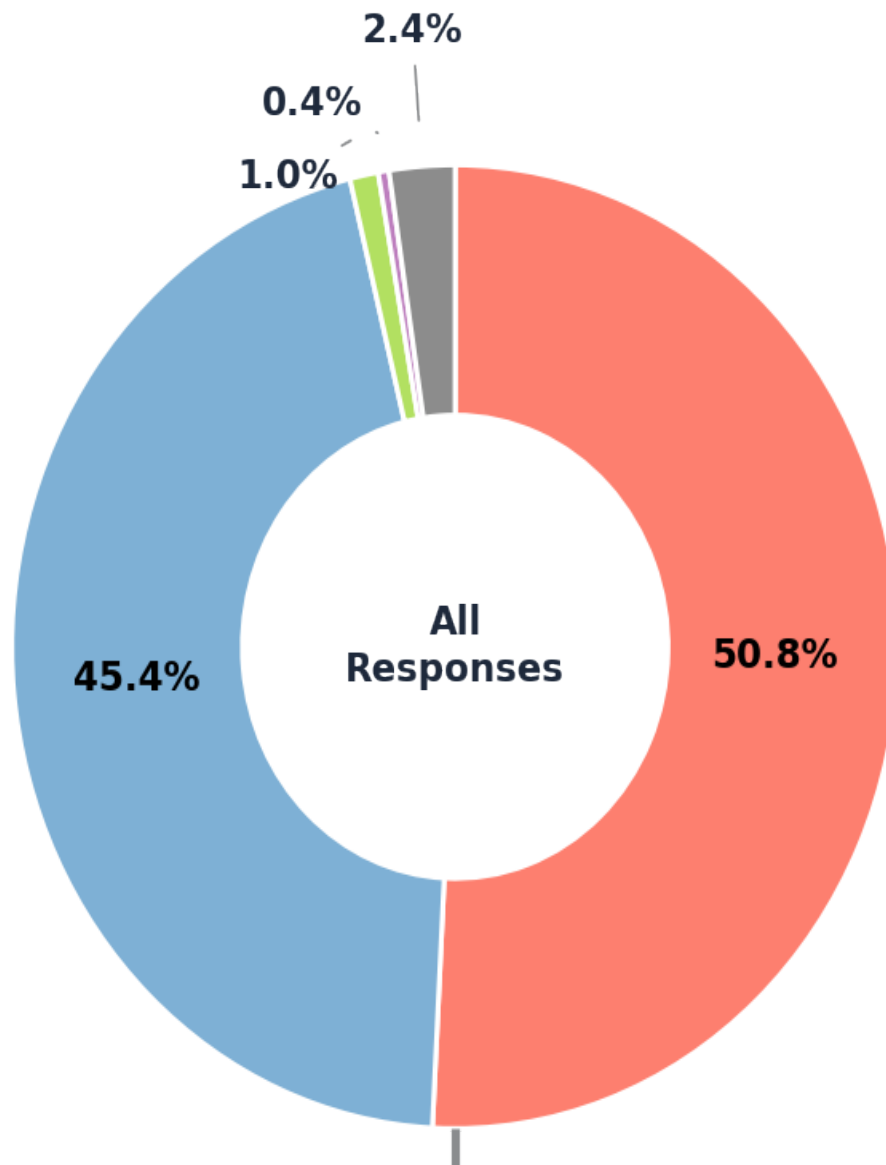
Region					
Response	Total	Scarborough	North York	Etobicoke	Downtown
Olivia Chow	47.1%				
Brad Bradford	40.6%				
Odessa Paloma Parker	1.0%				
Sarah McVie	0.5%				
Someone else	2.9%				
Undecided	7.9%				
Unweighted Freq	993	168	187	157	481
Weighted Freq	993	248	268	149	328

Results broken out by likelihood to vote

Likelihood to vote						
Response	Total	Already voted	Certain	Likely	Unlikely	Will not vote
Olivia Chow	47.1%					
Brad Bradford	40.6%					
Odessa Paloma Parker	1.0%					
Sarah McVie	0.5%					
Someone else	2.9%					
Undecided	7.9%					
Unweighted Freq	993	271	572	94	35	21
Weighted Freq	993	269	548	118	38	20

n=993 · All respondents

In the Mayoral contest, how would you vote or are leaning towards voting for Mayor if the election were today? [Undecideds removed; already voted or certain to vote only]



Olivia Chow Brad Bradford Odessa Paloma Parker Sarah McVie Someone else

In the Mayoral contest, how would you vote or are leaning towards voting for Mayor if the election were today? [Undecideds removed; already voted or certain to vote only]

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Olivia Chow	50.8%						
Brad Bradford	45.4%						
Odessa Paloma Parker	1.0%						
Sarah McVie	0.4%						
Someone else	2.4%						
Unweighted Freq	808	421	346	41	325	248	235
Weighted Freq	808	360	410	39	363	234	211

Results broken out by education and income

Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Olivia Chow	50.8%							
Brad Bradford	45.4%							
Odessa Paloma Parker	1.0%							
Sarah McVie	0.4%							
Someone else	2.4%							
Unweighted Freq	808	91	174	543	159	135	134	380
Weighted Freq	808	254	196	358	228	152	122	306

Results broken out by race

Response	Total	Race	
		White	Non-white
Olivia Chow	50.8%		
Brad Bradford	45.4%		
Odessa Paloma Parker	1.0%		
Sarah McVie	0.4%		
Someone else	2.4%		
Unweighted Freq	808	463	345
Weighted Freq	808	427	381

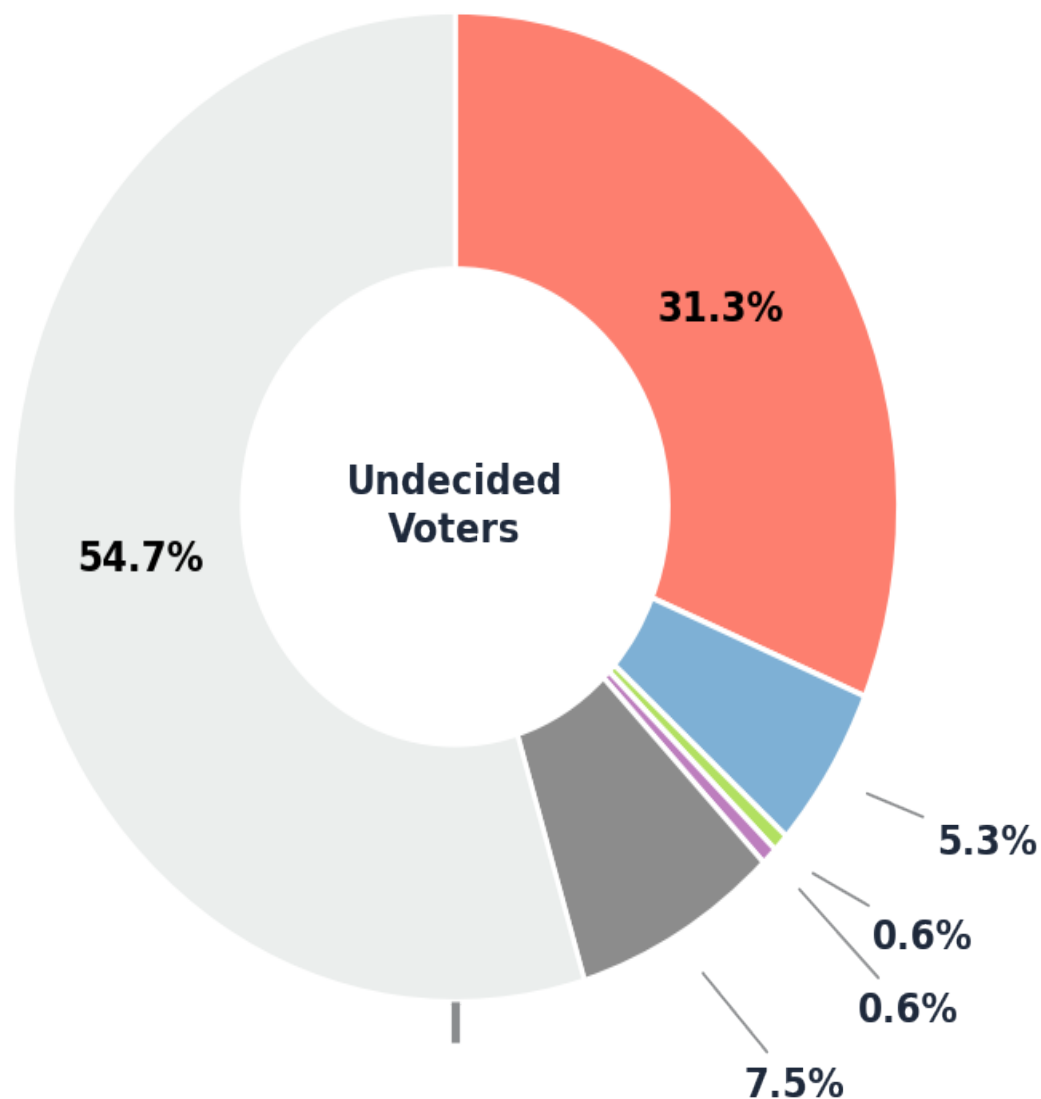
Results broken out by region

Region					
Response	Total	Scarborough	North York	Etobicoke	Downtown
Olivia Chow	50.8%				
Brad Bradford	45.4%				
Odessa Paloma Parker	1.0%				
Sarah McVie	0.4%				
Someone else	2.4%				
Unweighted Freq	808	139	146	135	388
Weighted Freq	808	203	218	126	261

Results broken out by likelihood to vote

Likelihood to vote			
Response	Total	Already voted	Certain
Olivia Chow	50.8%		
Brad Bradford	45.4%		
Odessa Paloma Parker	1.0%		
Sarah McVie	0.4%		
Someone else	2.4%		
Unweighted Freq	808	268	540
Weighted Freq	808	276	532

Is there a candidate you would definitely not vote for? [Undecided voters only]



Not Chow Not Bradford Not Parker Not McVie Not someone else Might vote for any

Is there a candidate you would definitely not vote for? [Undecided voters only]

Results broken out by gender and age

Response	Total	Gender			Age		
		Male	Female	Non-binary	18-49	50-64	65+
Not Chow	31.3%						
Not Bradford	5.3%						
Not Parker	0.6%						
Not McVie	0.6%						
Not someone else	7.5%						
Might vote for any	54.7%						
Unweighted Freq	70	34	25	11	21	22	27
Weighted Freq	70	27	30	13	24	25	21

Results broken out by education and income

Response	Total	Education			Income			
		Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Not Chow	31.3%							
Not Bradford	5.3%							
Not Parker	0.6%							
Not McVie	0.6%							
Not someone else	7.5%							
Might vote for any	54.7%							
Unweighted Freq	70	15	19	36	29	10	10	21
Weighted Freq	70	33	19	19	34	10	10	17

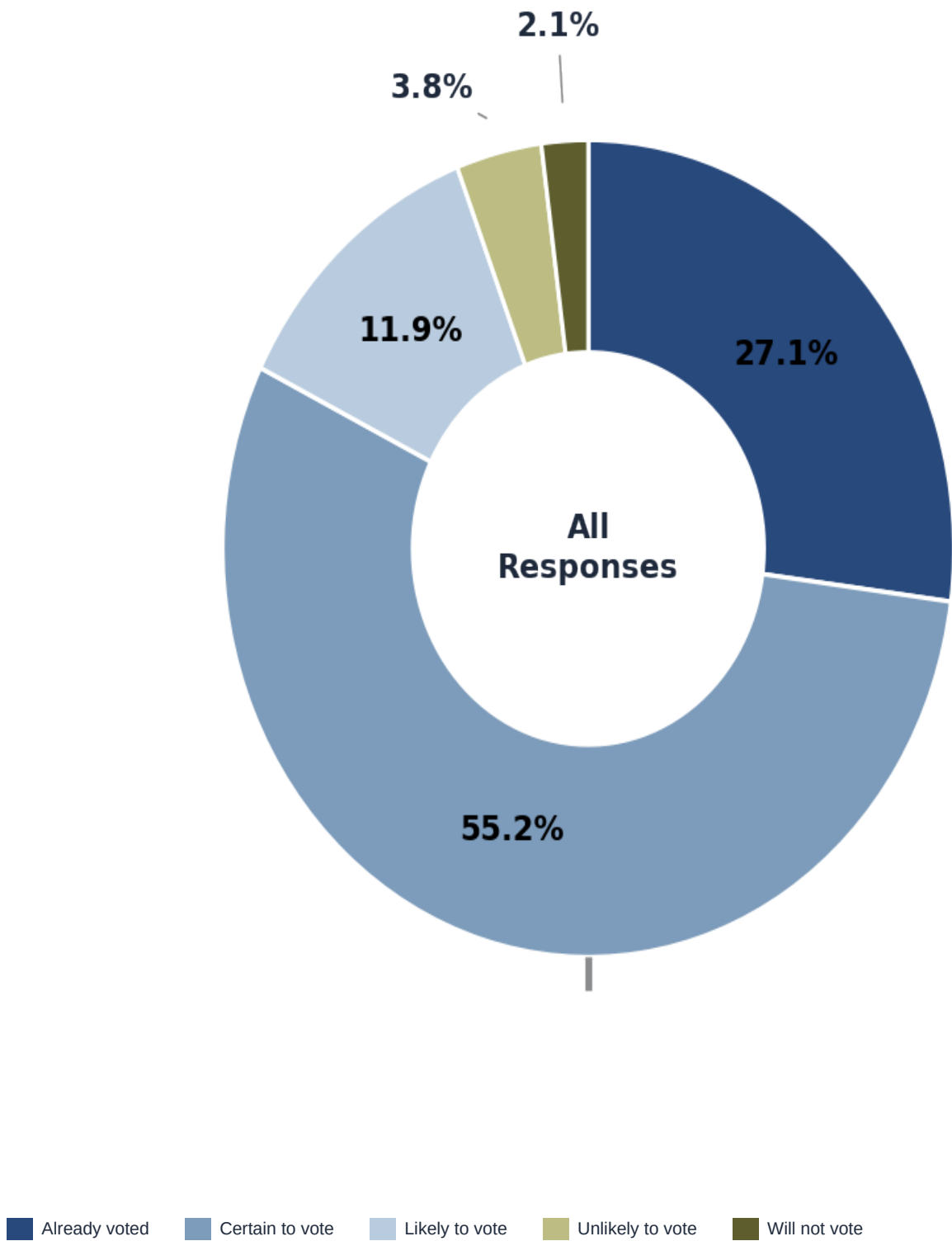
Results broken out by race

Response	Total	Race	
		White	Non-white
Not Chow	31.3%		
Not Bradford	5.3%		
Not Parker	0.6%		
Not McVie	0.6%		
Not someone else	7.5%		
Might vote for any	54.7%		
Unweighted Freq	70	33	37
Weighted Freq	70	33	37

Results broken out by region

Region					
Response	Total	Scarborough	North York	Etobicoke	Downtown
Not Chow	31.3%				
Not Bradford	5.3%				
Not Parker	0.6%				
Not McVie	0.6%				
Not someone else	7.5%				
Might vote for any	54.7%				
Unweighted Freq	70	9	16	5	40
Weighted Freq	70	13	20	8	29

How likely are you to vote in the upcoming municipal election?



How likely are you to vote in the upcoming municipal election?

Results broken out by gender and age

		Gender			Age		
Response	Total	Male	Female	Non-binary	18-49	50-64	65+
Already voted	27.1%						
Certain to vote	55.2%						
Likely to vote	11.9%						
Unlikely to vote	3.8%						
Will not vote	2.1%						
Unweighted Freq	993	517	414	62	403	300	290
Weighted Freq	993	451	479	64	457	283	253

Results broken out by education and income

		Education			Income			
Response	Total	Highschool or less	College	University	<\$50k	\$50k-\$75k	\$75k-\$100k	\$100k+
Already voted	27.1%							
Certain to vote	55.2%							
Likely to vote	11.9%							
Unlikely to vote	3.8%							
Will not vote	2.1%							
Unweighted Freq	993	129	222	642	225	167	166	435
Weighted Freq	993	340	245	408	316	184	154	339

Results broken out by race

		Race	
Response	Total	White	Non-white
Already voted	27.1%		
Certain to vote	55.2%		
Likely to vote	11.9%		
Unlikely to vote	3.8%		
Will not vote	2.1%		
Unweighted Freq	993	548	445
Weighted Freq	993	509	484

Results broken out by region

Region					
Response	Total	Scarborough	North York	Etobicoke	Downtown
Already voted	27.1%				
Certain to vote	55.2%				
Likely to vote	11.9%				
Unlikely to vote	3.8%				
Will not vote	2.1%				
Unweighted Freq	993	168	187	157	481
Weighted Freq	993	248	268	149	328

n=993 · All respondents