

Toronto Pulse

Municipal Survey

July 26, 2026

Nobody's perfect.

Ontario Poll Accuracy

- 1st **Liaison**
- 2nd **Mainstreet**
- 3rd **Innovative**
- 4th **Research Co.**
- 5th **Forum**
- 6th **Abacus**
- 7th **Pallas**
- 8th **Leger**
- 9th **Nanos**
- 10th **Ipsos**
- 11th **Relay Strategies**

Federal Poll Accuracy

- 1st **Mainstreet**
- 2nd **Liaison**
- 3rd **Angus Reid**
- 4th **Cardinal**
- 5th **Nanos**
- 6th **Research Co.**
- 7th **Pallas**
- 8th **Leger**
- 9th **Forum**
- 10th **Ipsos**
- 11th **Abacus**

There's no tougher race than an election campaign. Shifting headlines, commentaries on leadership debates, and millions of voters changing their minds right up to the last minute. In the most recent 2025 elections, the accuracy of Liaison's polls ranked 1st provincially and 2nd federally. Next race, who knows? There's always room to improve. **Even at Liaison.**

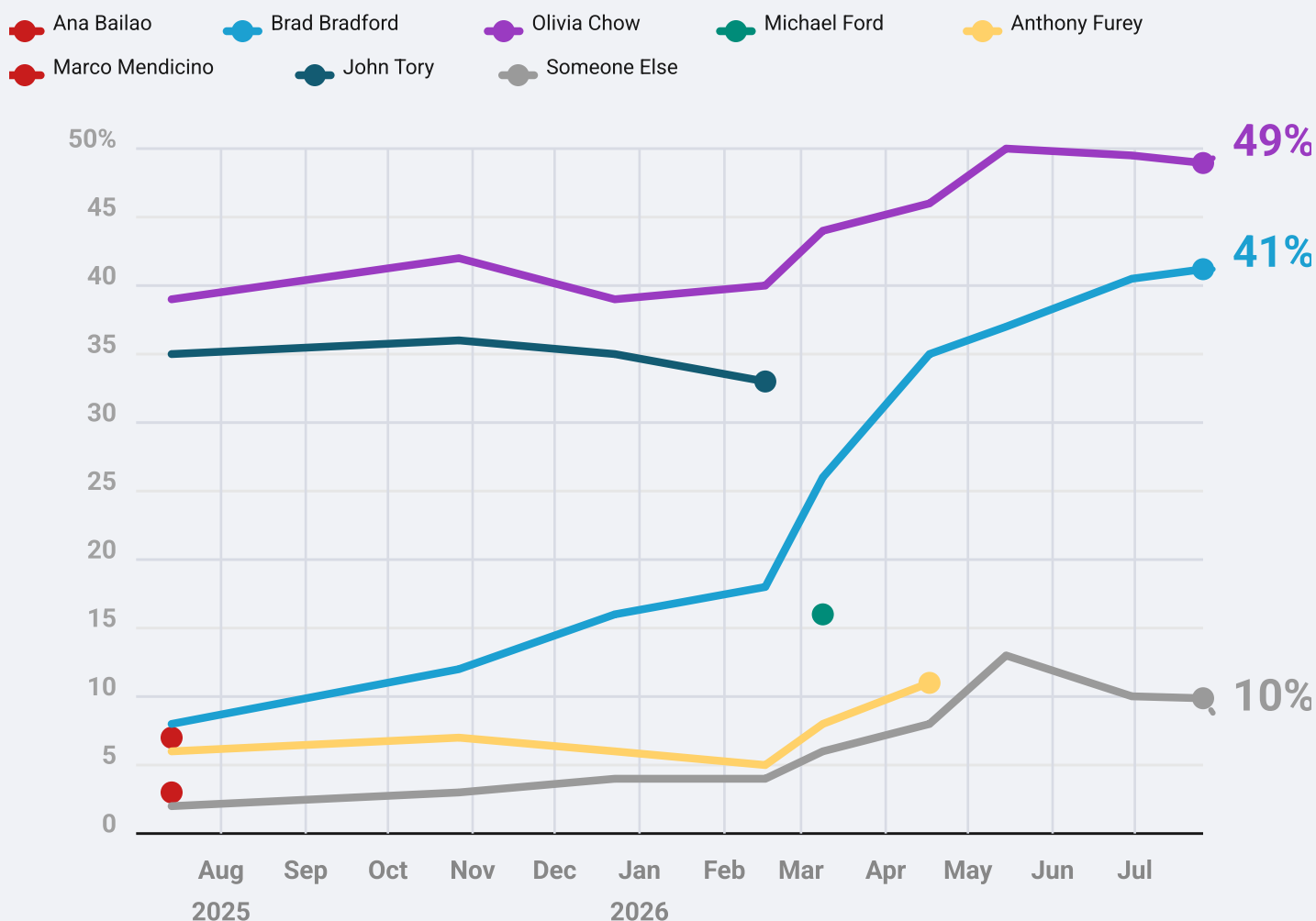
Methodology

Liaison surveyed a random sample of 1,000 Toronto residents from July 24 to July 26, 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.

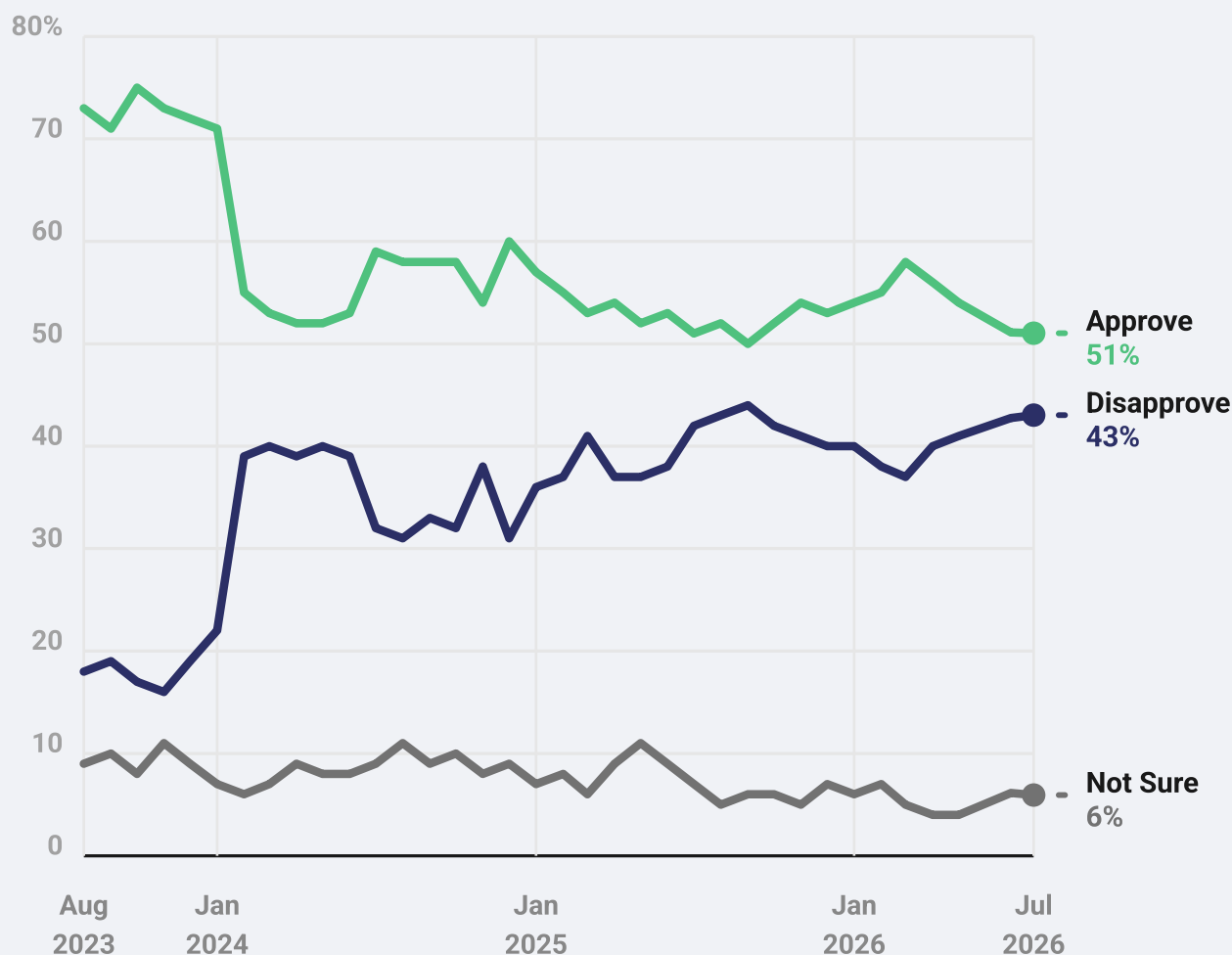


If an election were held today, for whom would you cast your vote for mayor?

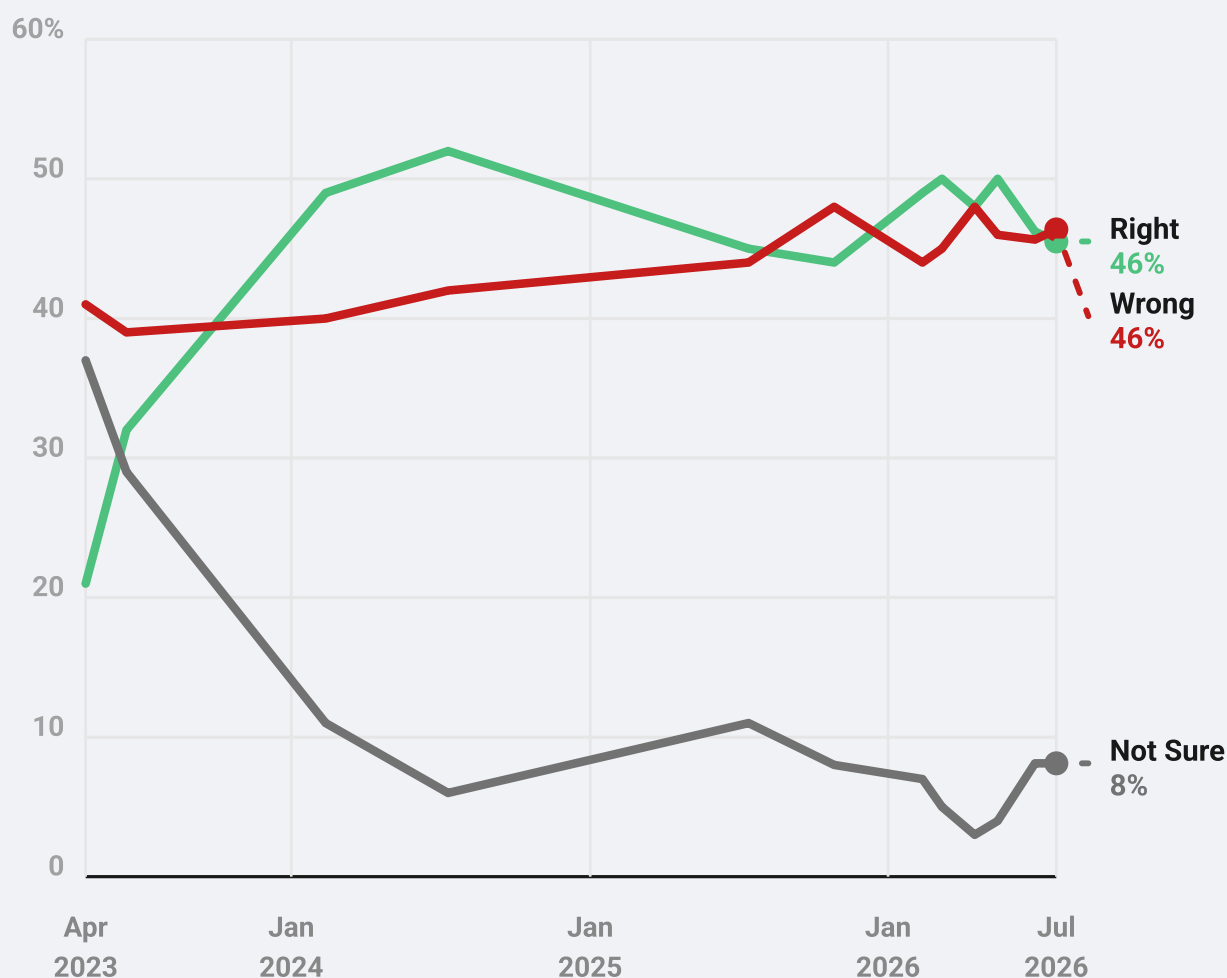
Decided and Leaning



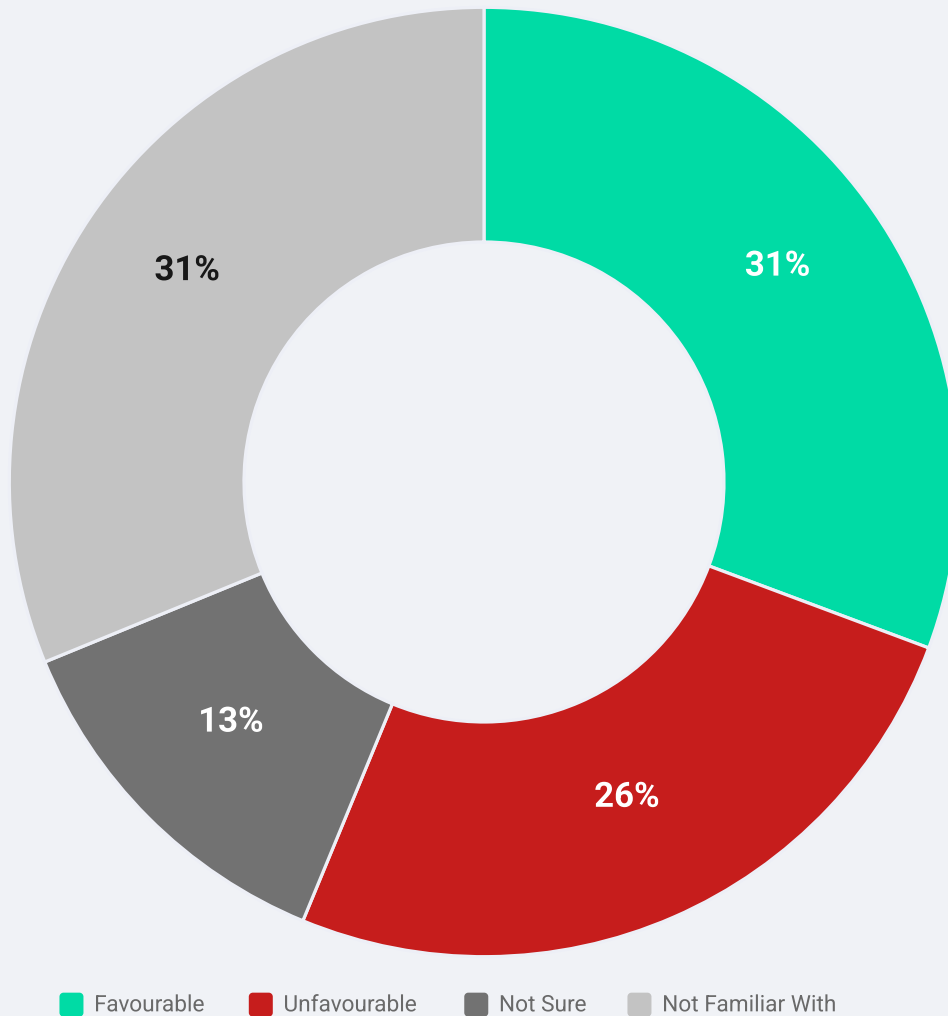
Do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?



Overall, do you think the City of Toronto is moving in the right direction or the wrong direction?



Do you have a favourable or unfavourable impression of Brad Bradford?



Get in touch



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