

Mayoral races

Earned media review

Toronto, Ottawa, Hamilton, Oshawa and Mississauga

October 3–10, 2026

Weekly tracking: August 8–October 9, 2026

October 12, 2026

Methodology

Scope

Coverage of 19 major candidates in five municipalities. Includes official-duty coverage and outlets serving each local market.

Appearance shares

Each distinct earned placement gives one credit to every tracked candidate substantively mentioned. Candidate credits divided by the municipality's total produce share of voice.

Duplicate handling

The same original URL counts once per calendar date. Different dated runs and distinct broadcast airings count separately. Confirmed vendor and programme copies count once.

Reporting periods

Latest period: October 3–10. Weekly trends use Saturday–Friday periods from August 8 to October 9 and sum appearances across each week.

Estimated exposure

Reach shares use available positive vendor estimates. Missing estimates remain missing. Figures describe potential exposure, with overlapping audiences.

Interpretation

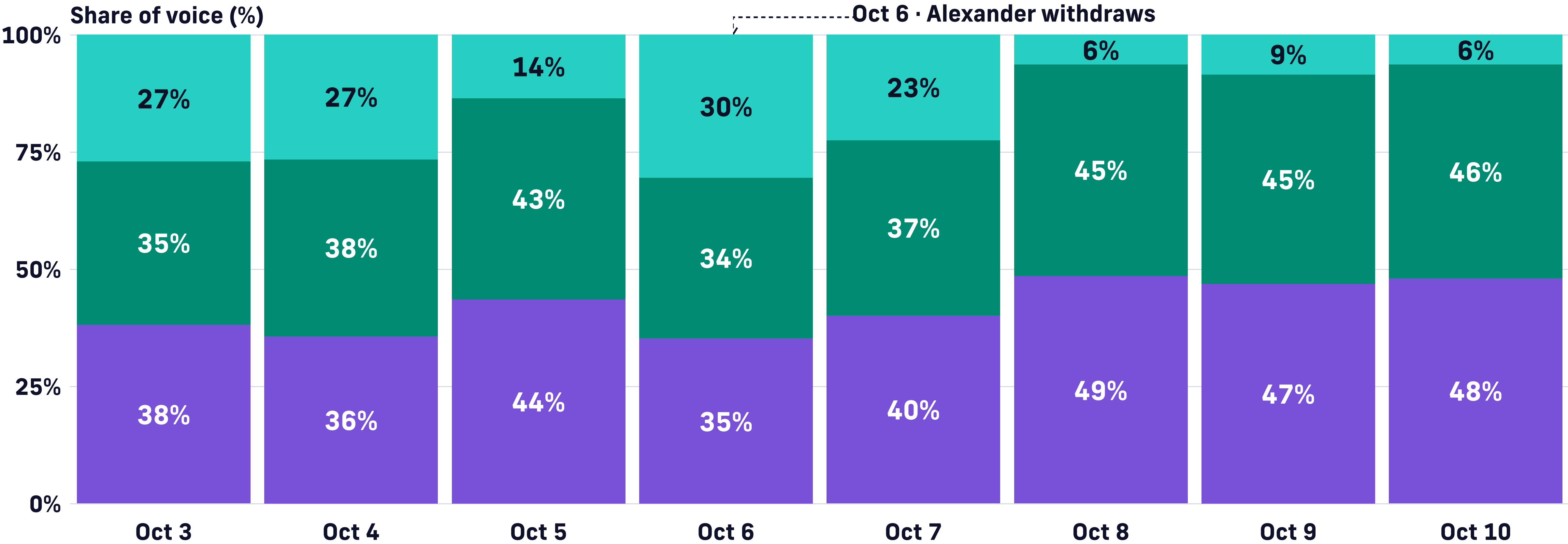
Paid advertising stays outside earned shares. Radio and TV use actual station identities.

Toronto — Earned-Media Share of Voice

October 3–10, 2026

Daily share of local-market earned placements · Major candidates

Olivia Chow Brad Bradford Chris Alexander

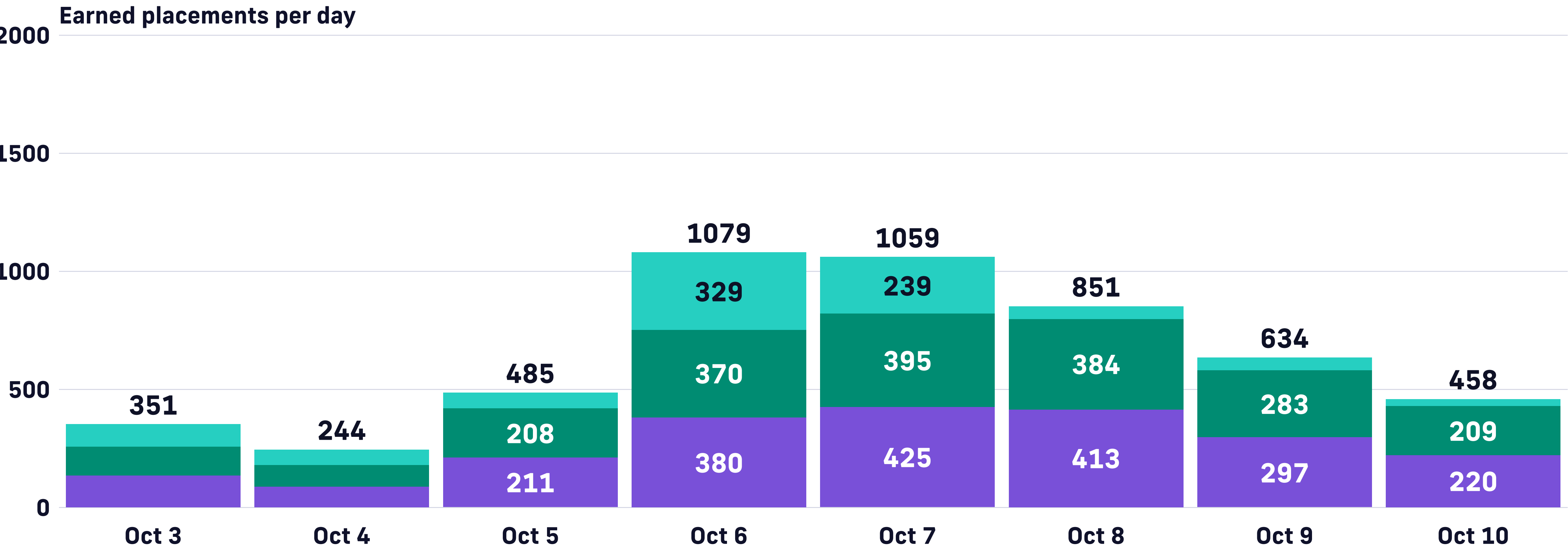


Toronto — Daily Earned Media

October 3–10, 2026

Daily local-market earned placements · Major candidates

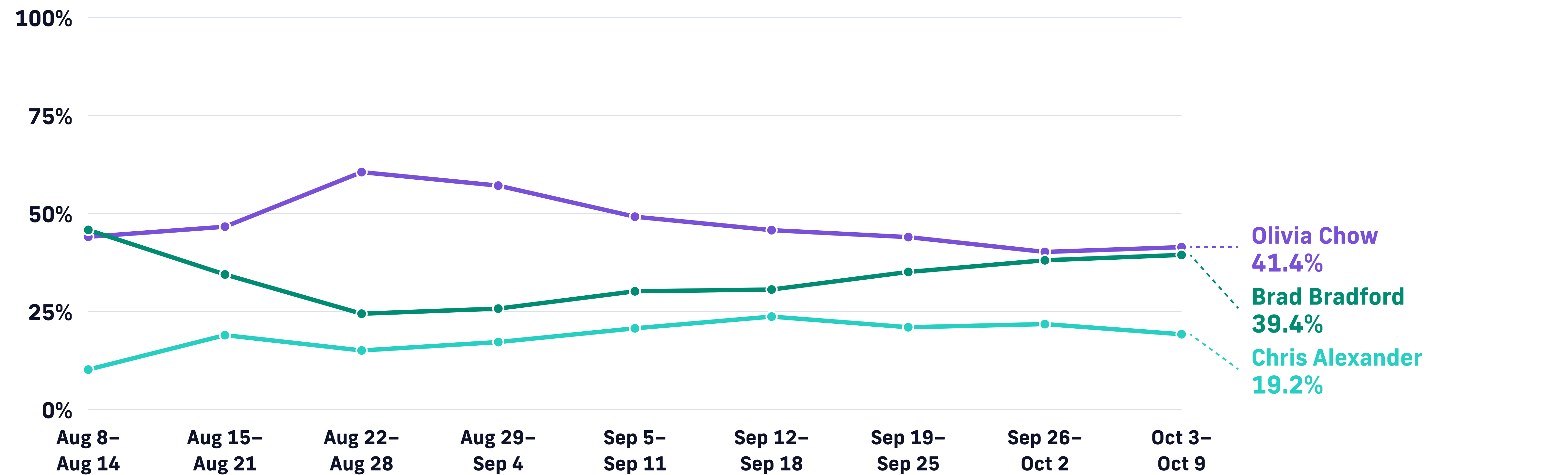
Olivia Chow Brad Bradford Chris Alexander



Toronto — Weekly earned-media share

Seven-day periods · August 8–October 9, 2026

Share of verified earned appearances · Local-market coverage



Alexander withdrew Oct 6

Toronto — Radio vs television

October 3–10, 2026

Candidate appearance shares within each medium · Local-market coverage

Olivia Chow Brad Bradford Chris Alexander

Radio



Television



Earned broadcast appearances only; online articles, videos and podcasts are separate.

Mississauga — Appearance and exposure shares

October 3–10, 2026

Verified local-market earned coverage · Major candidates

Carolyn Parrish Bonnie Crombie Alvin Tedjo Dipika Damerla

Appearance share



Estimated potential exposure

Available vendor estimates

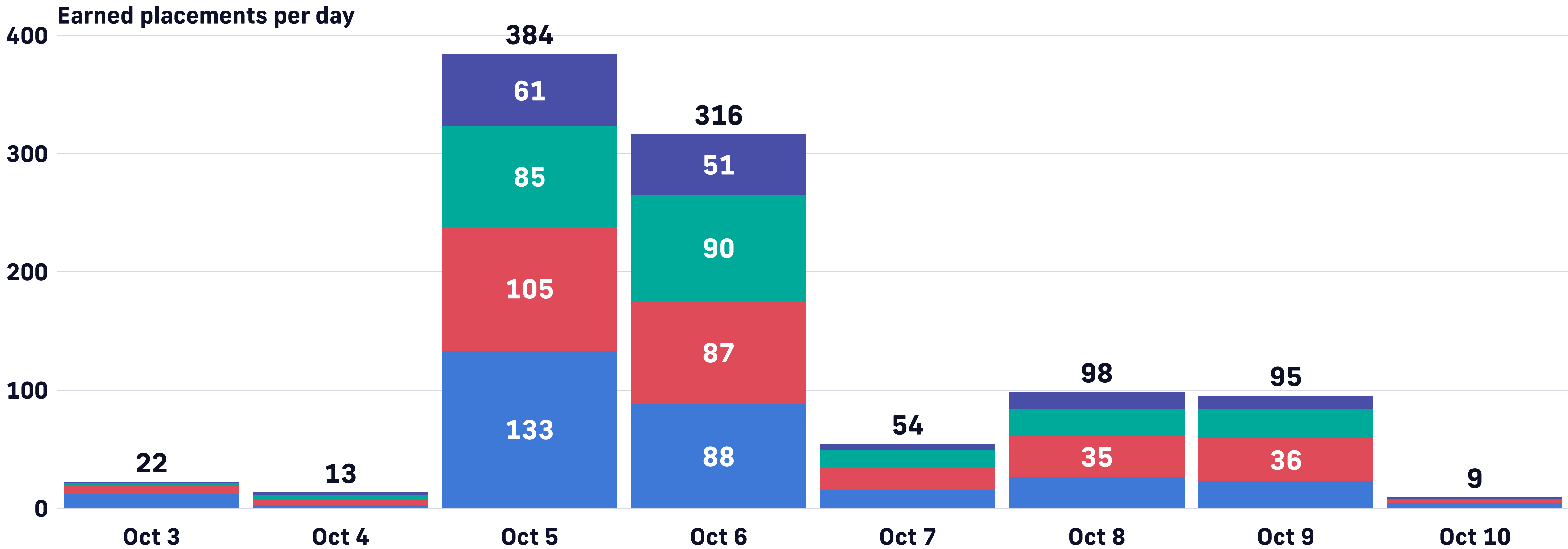


Mississauga — Daily Earned Media

October 3–10, 2026

Daily local-market earned placements · Major candidates

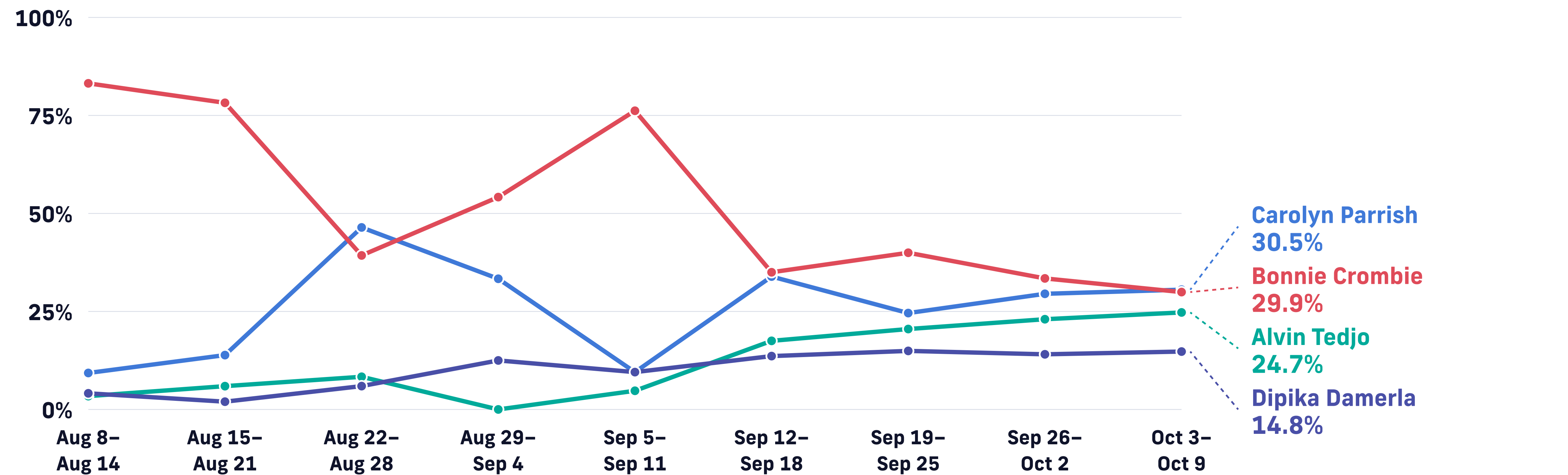
Carolyn Parrish Bonnie Crombie Alvin Tedjo Dipika Damerla



Mississauga — Weekly earned-media share

Seven-day periods · August 8–October 9, 2026

Share of verified earned appearances · Local-market coverage



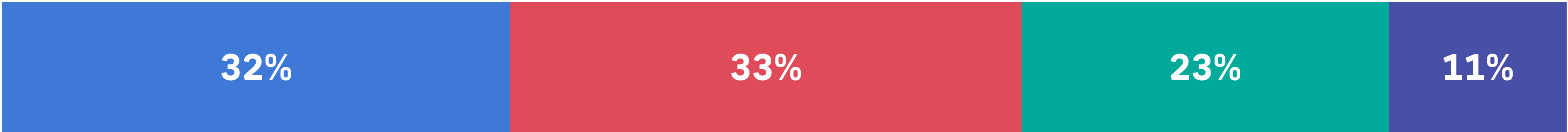
Mississauga — Radio vs television

October 3–10, 2026

Candidate appearance shares within each medium · Local-market coverage

■ Carolyn Parrish ■ Bonnie Crombie ■ Alvin Tedjo ■ Dipika Damerla

Radio



Television



Earned broadcast appearances only; online articles, videos and podcasts are separate.

Hamilton — Appearance and exposure shares

October 3–10, 2026

Verified local-market earned coverage · Major candidates

Andrea Horwath Keanin Loomis Rob Cooper Scarlett Gillespie

Appearance share



Estimated potential exposure

Available vendor estimates

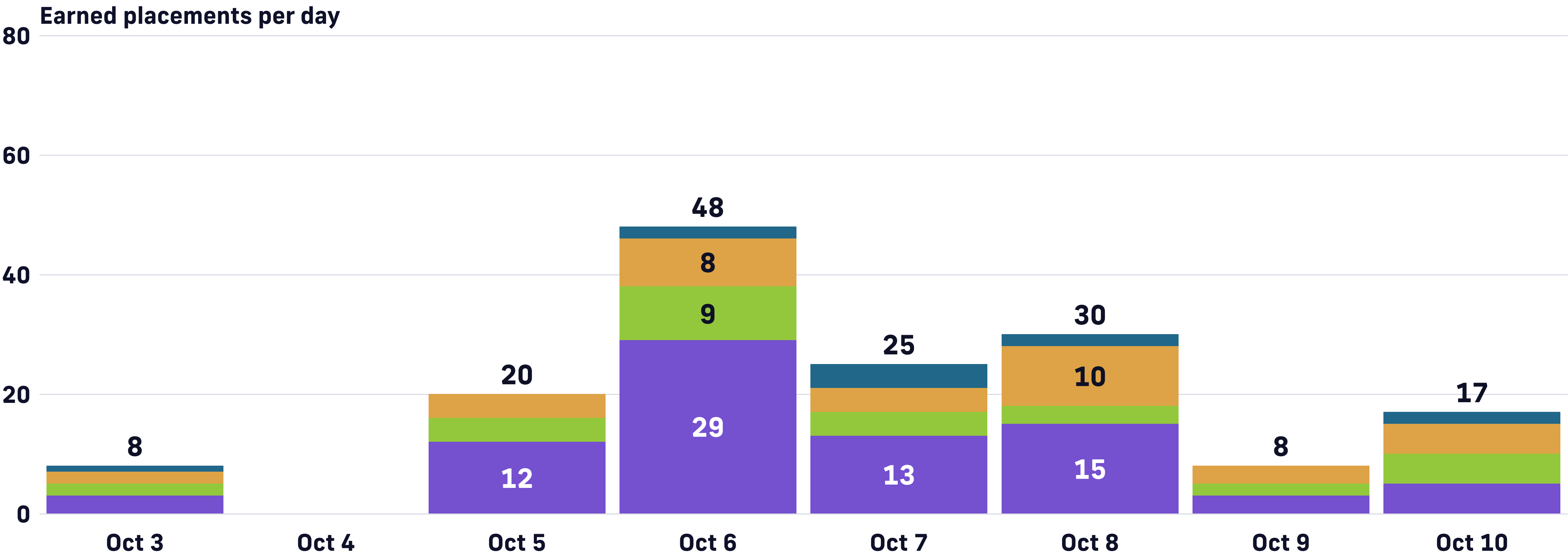


Hamilton — Daily Earned Media

October 3–10, 2026

Daily local-market earned placements · Major candidates

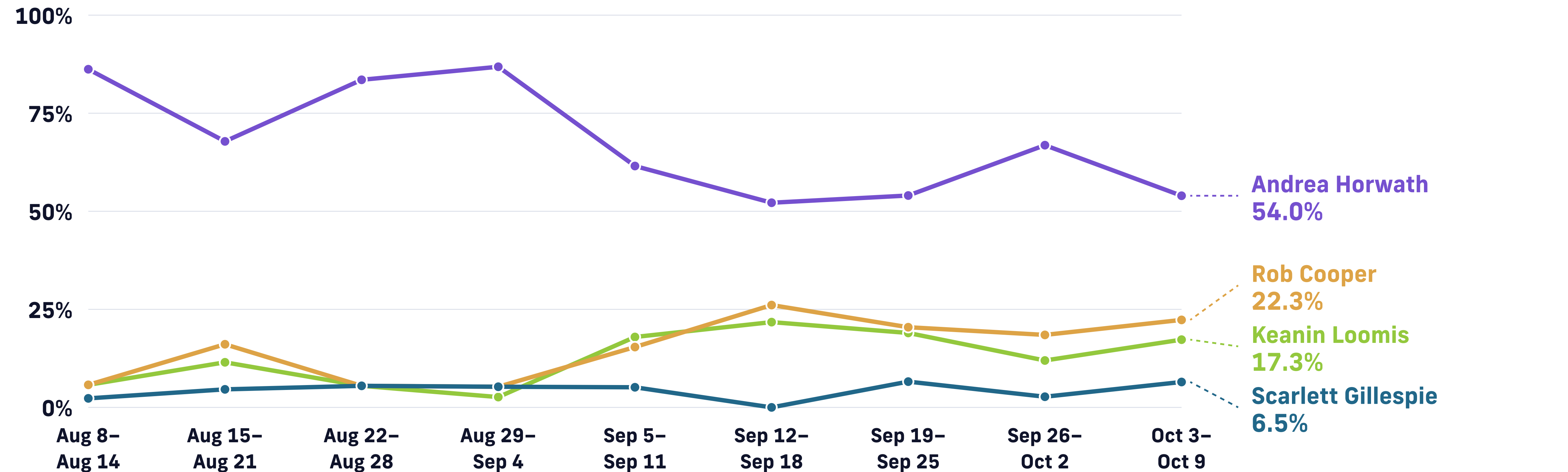
Andrea Horwath Keanin Loomis Rob Cooper Scarlett Gillespie



Hamilton — Weekly earned-media share

Seven-day periods · August 8–October 9, 2026

Share of verified earned appearances · Local-market coverage



Hamilton — Radio vs television

October 3–10, 2026

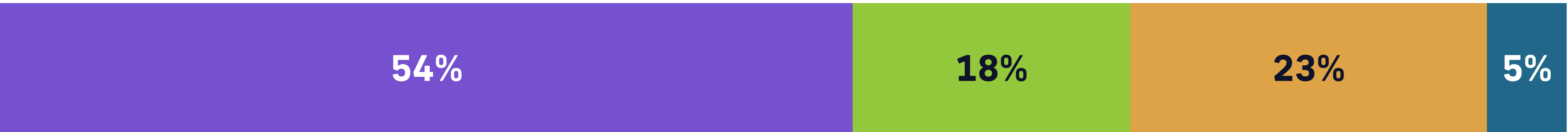
Candidate appearance shares within each medium · Local-market coverage

Andrea Horwath Keanin Loomis Rob Cooper Scarlett Gillespie

Radio



Television



Earned broadcast appearances only; online articles, videos and podcasts are separate.
Limited radio coverage; percentages are sensitive to individual placements.

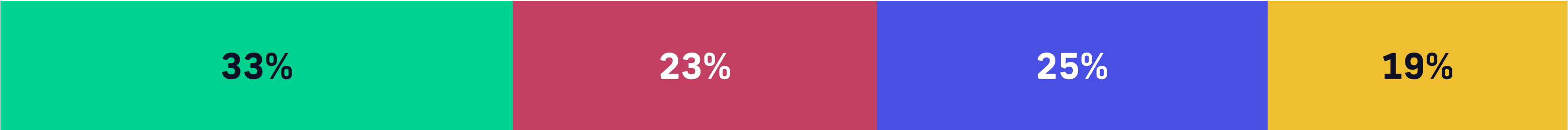
Ottawa — Appearance and exposure shares

October 3–10, 2026

Verified local-market earned coverage · Major candidates

Mark Sutcliffe Jeff Leiper Alex Lawson Neil Saravanamuttoo

Appearance share



Estimated potential exposure

Available vendor estimates

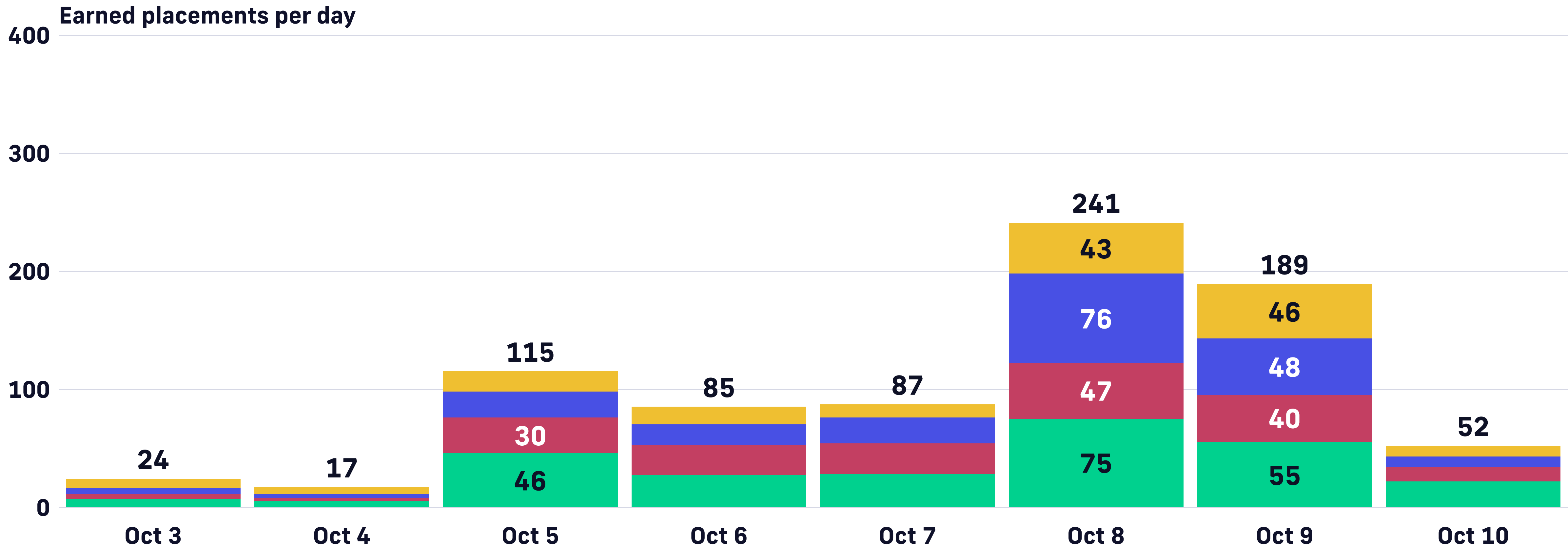


Ottawa — Daily Earned Media

October 3–10, 2026

Daily local-market earned placements · Major candidates

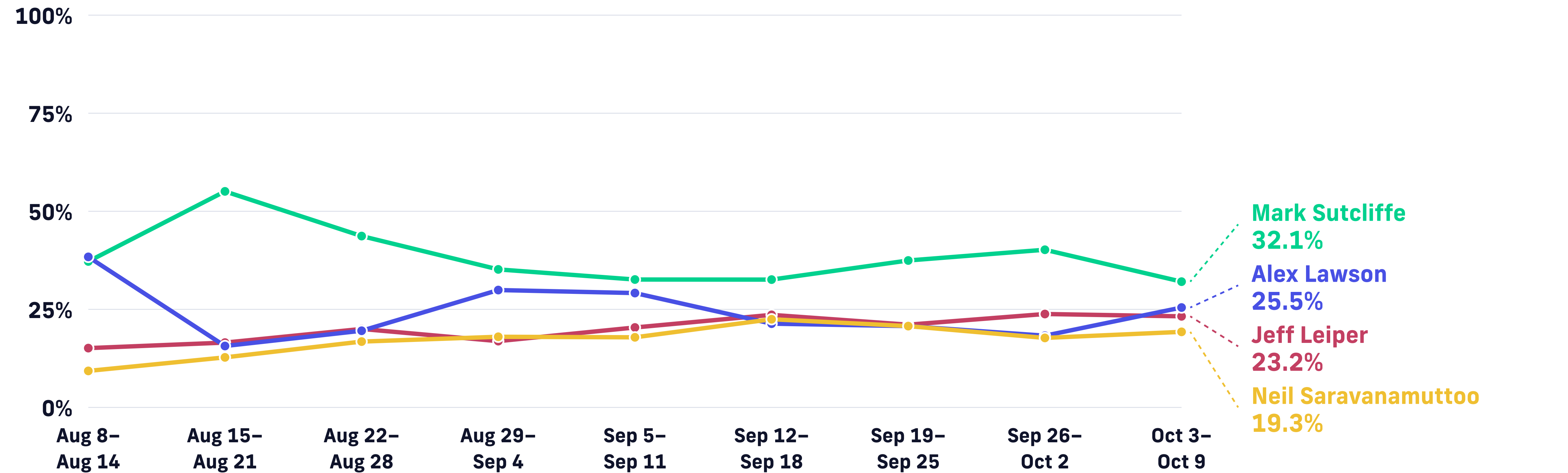
Mark Sutcliffe Jeff Leiper Alex Lawson Neil Saravanamuttoo



Ottawa — Weekly earned-media share

Seven-day periods · August 8–October 9, 2026

Share of verified earned appearances · Local-market coverage



Ottawa — Radio vs television

October 3–10, 2026

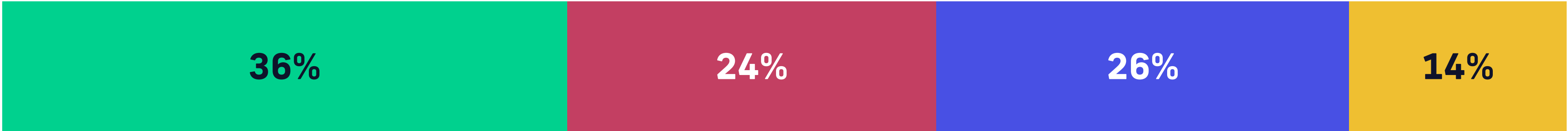
Candidate appearance shares within each medium · Local-market coverage

■ Mark Sutcliffe ■ Jeff Leiper ■ Alex Lawson ■ Neil Saravanamuttoo

Radio



Television



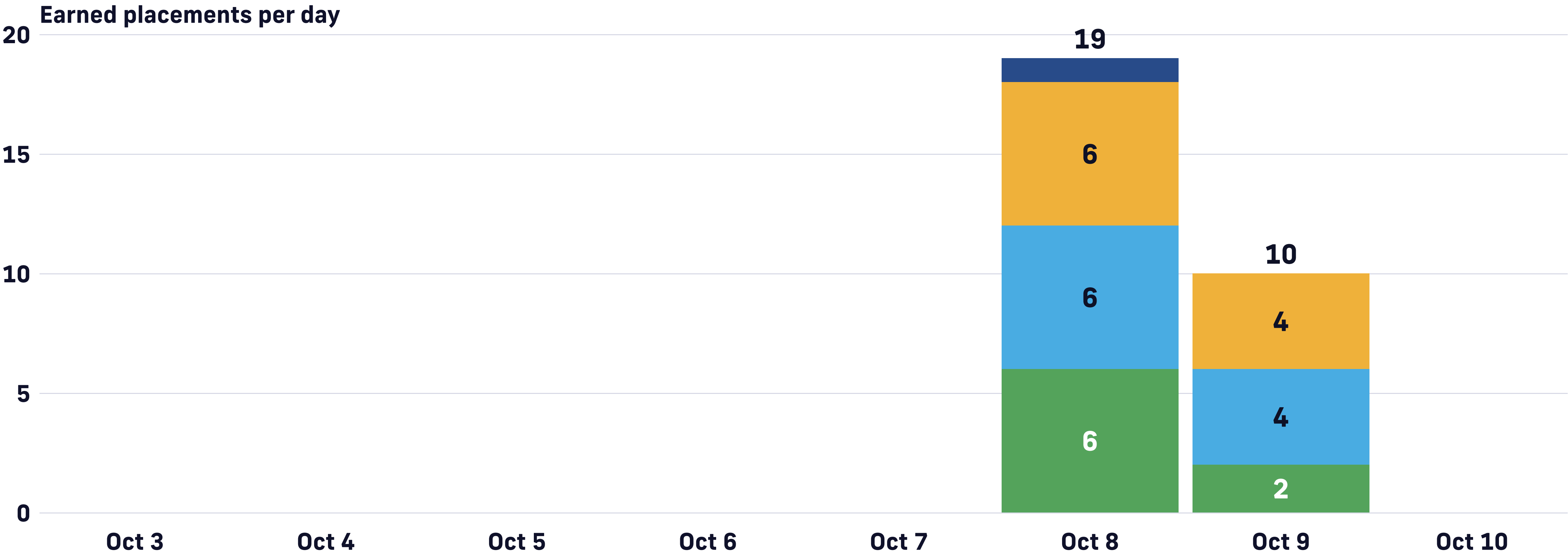
Earned broadcast appearances only; online articles, videos and podcasts are separate.

Oshawa — Daily Earned Media

October 3–10, 2026

Daily local-market earned placements · Major candidates

Derek Giberson Tito-Dante Marimpietri Jim Lee Henry Onwuachu





Contact us

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