Toronto Pulse

Municipal Survey

October 25, 2026

LIAISON STRATÉGIES

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**.

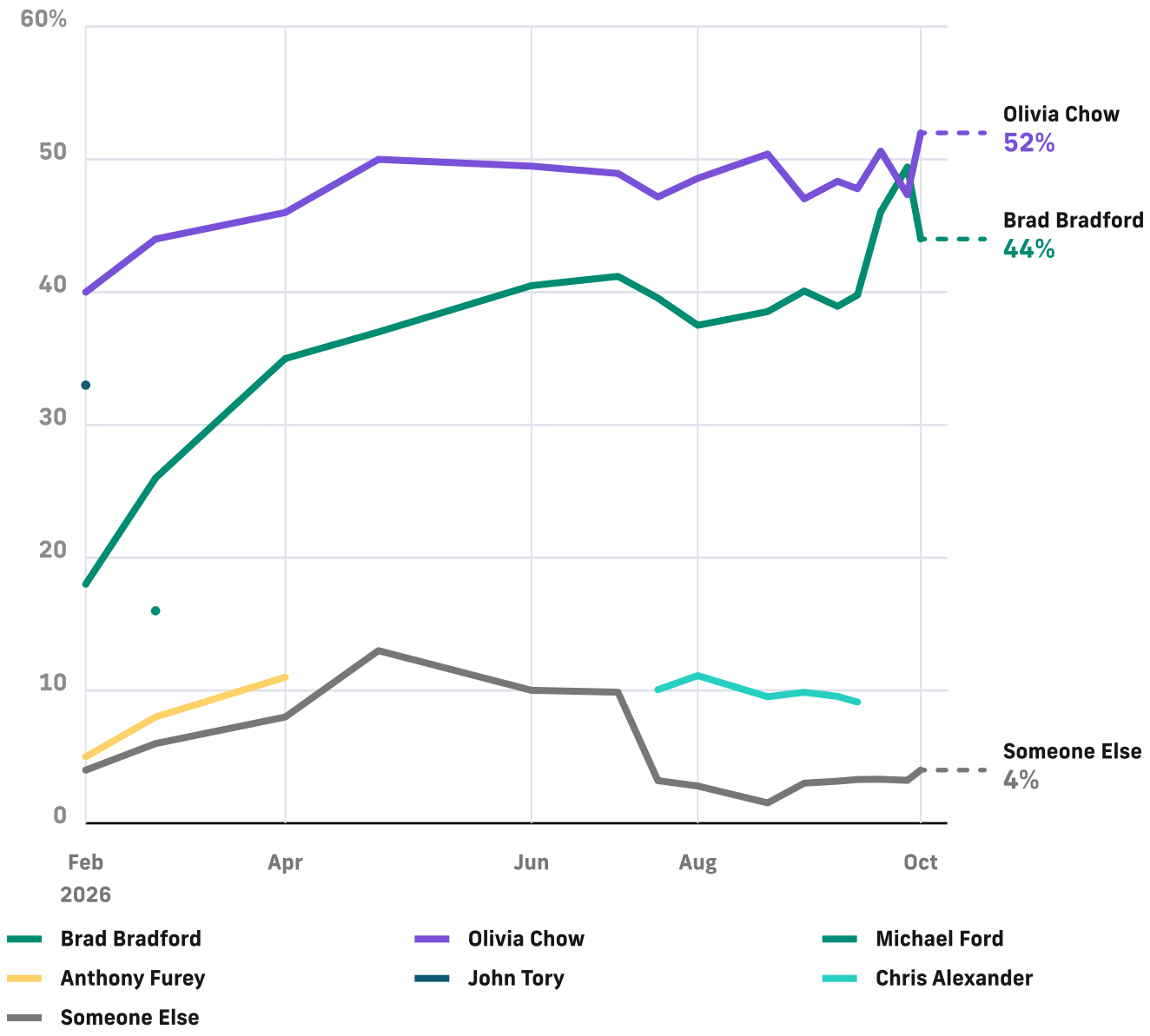
Methodology

Liaison surveyed a random sample of 750 Toronto residents from October 24 to October 25, 2026 using Interactive Voice Recording (IVR) technology. To ensure a representative sample, participants were reached through random digit dialling (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 ±3.6 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.

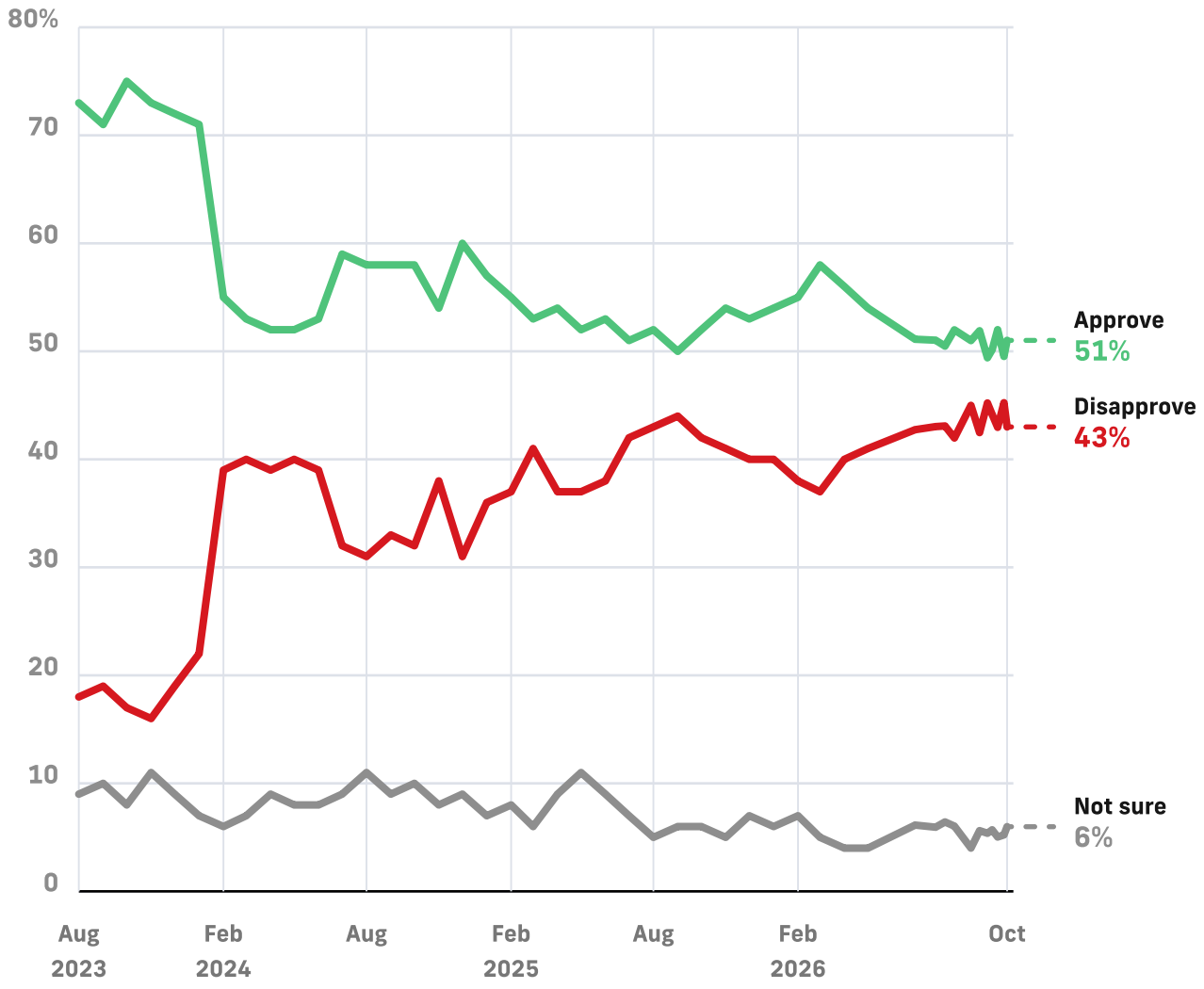
> If an election were held today, for whom would you cast your vote for mayor?

Decided and Leaning



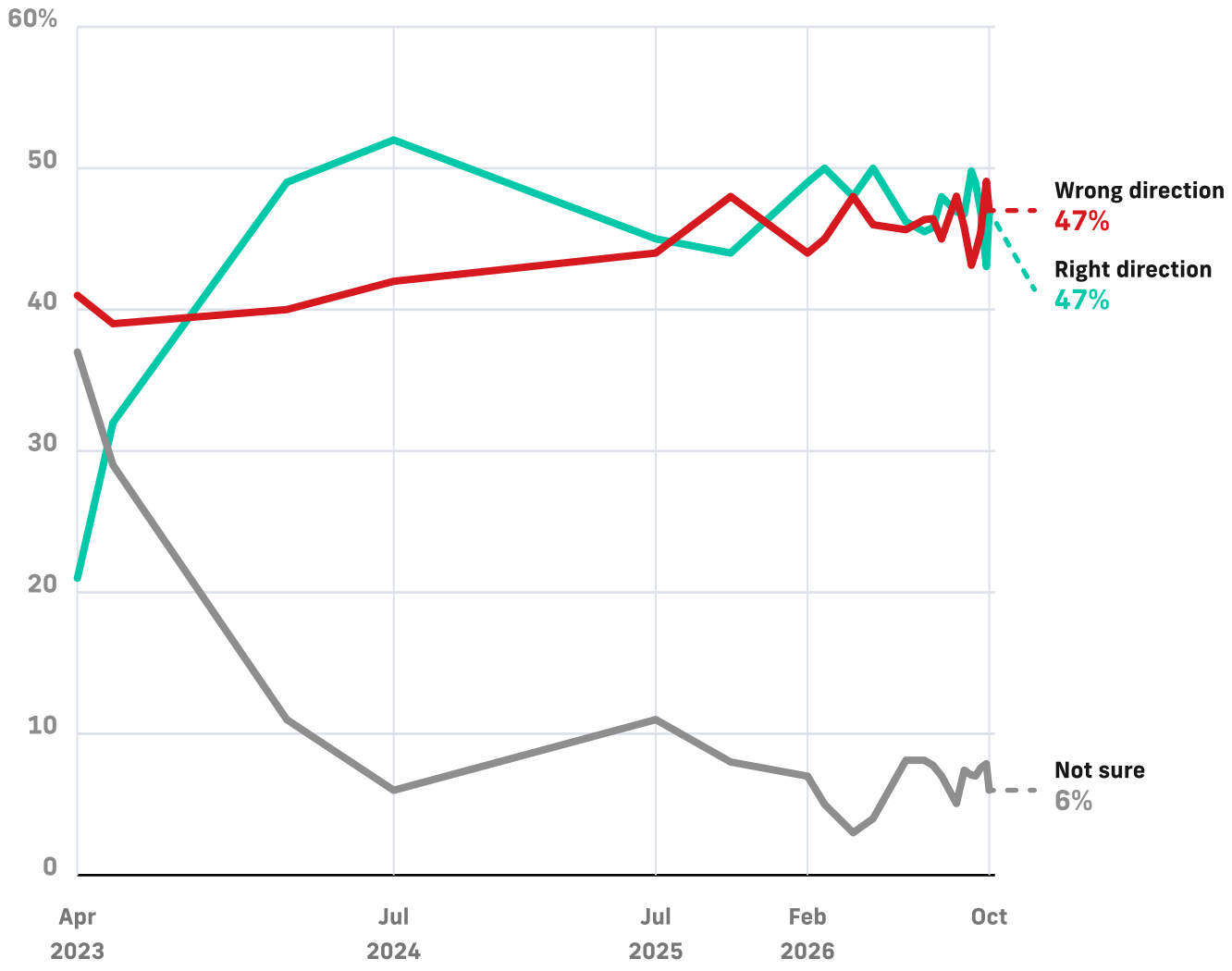
Candidate options varied by wave; lines end at the last measurement.

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



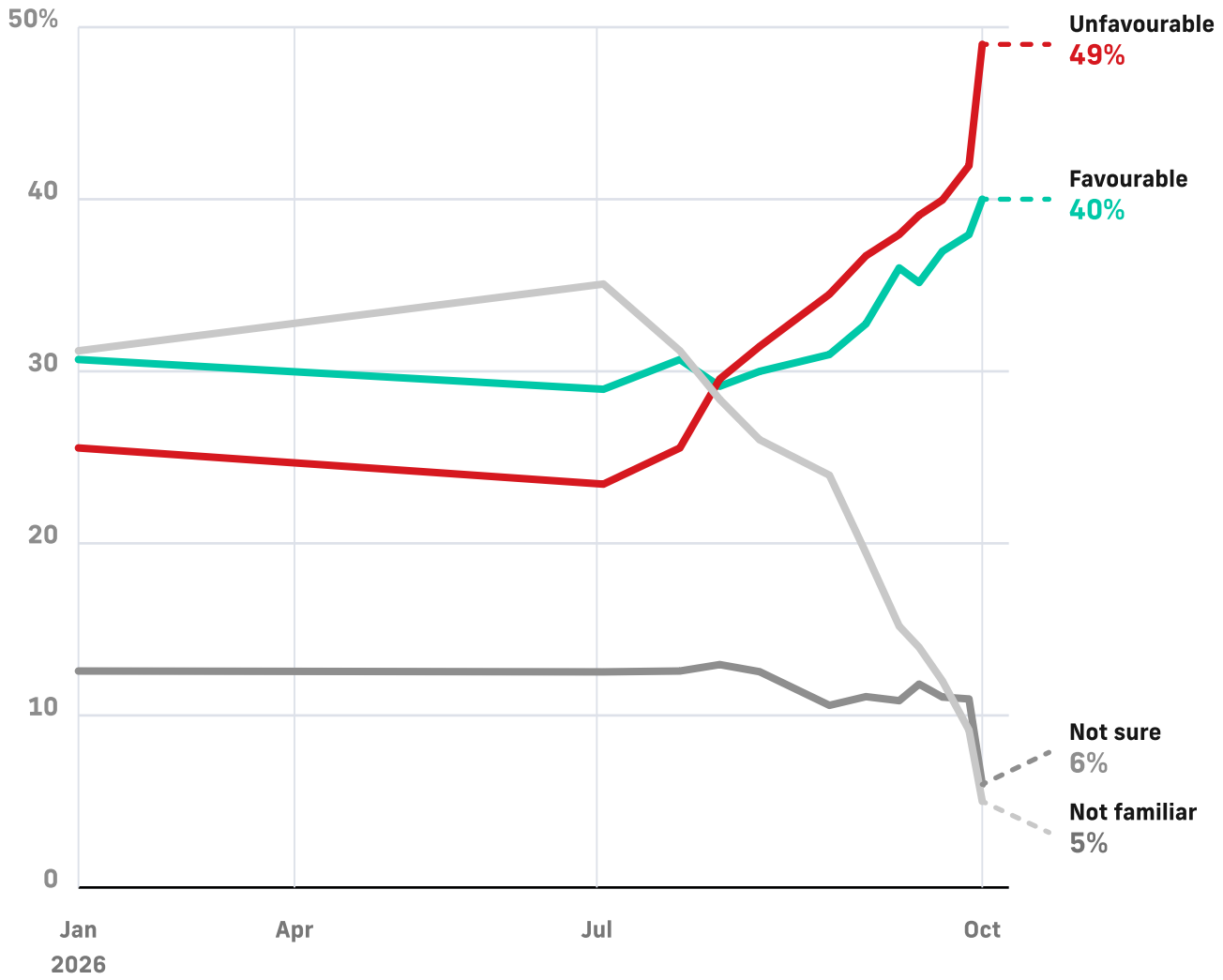
Municipal Survey
October 25, 2026

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



Municipal Survey
October 25, 2026

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



Get in touch

liaison.ca

+1 416-483-2335

2586A Yonge Street, Second Floor
Toronto, Ontario

LIAISON
STRATÉGIES