Toronto Pulse

Municipal Survey

November 17, 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**

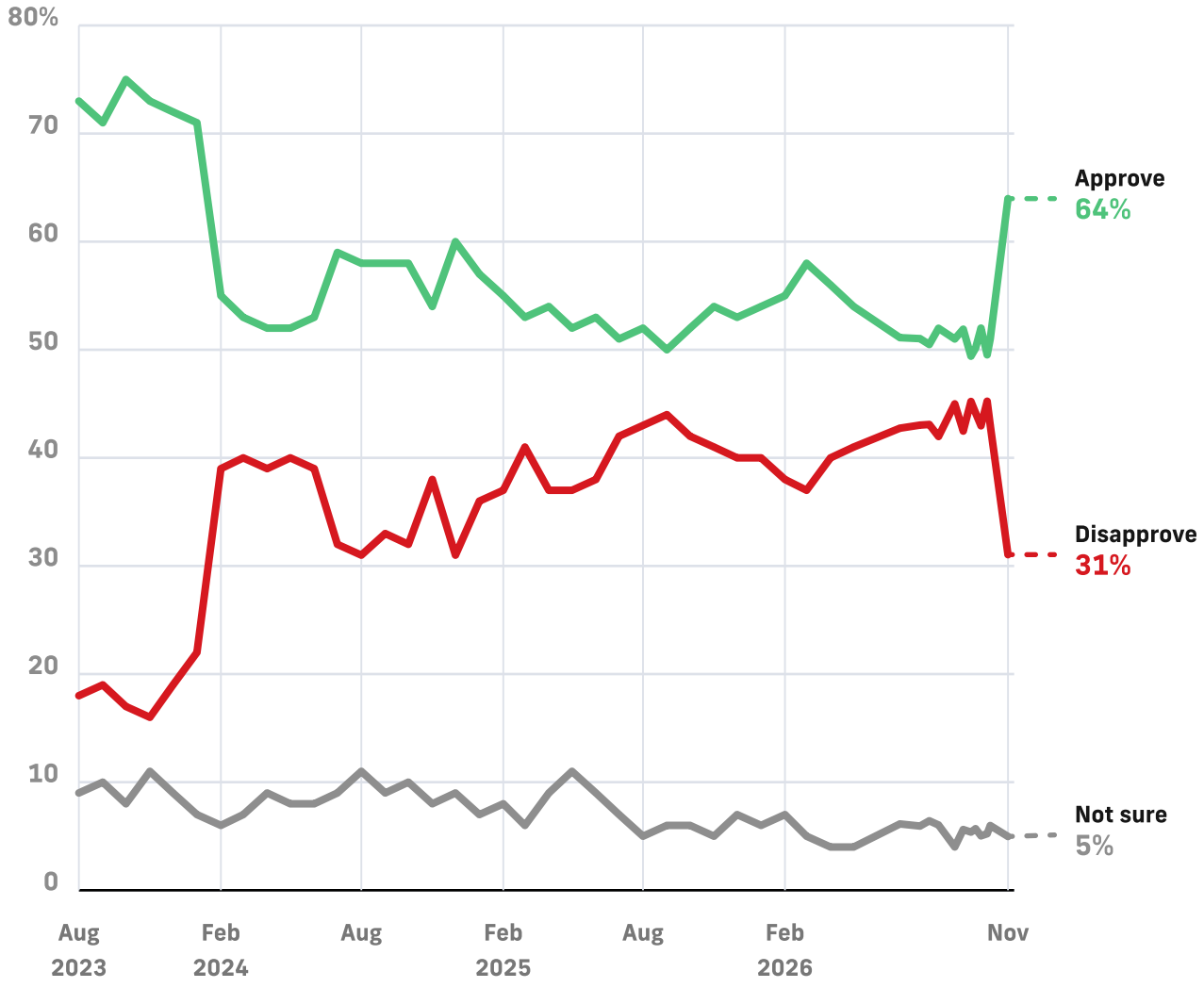
There's no tougher race than an election campaign. Shifting headlines, commentaries on leadership debates, and millions of voters changing their minds right up to the last minute. In the most recent 2025 elections, the accuracy of Liaison's polls ranked 1st provincially and 2nd federally. Next race,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

Methodology

Liaison surveyed a random sample of 1,000 Toronto residents from November 14 to November 15, 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.

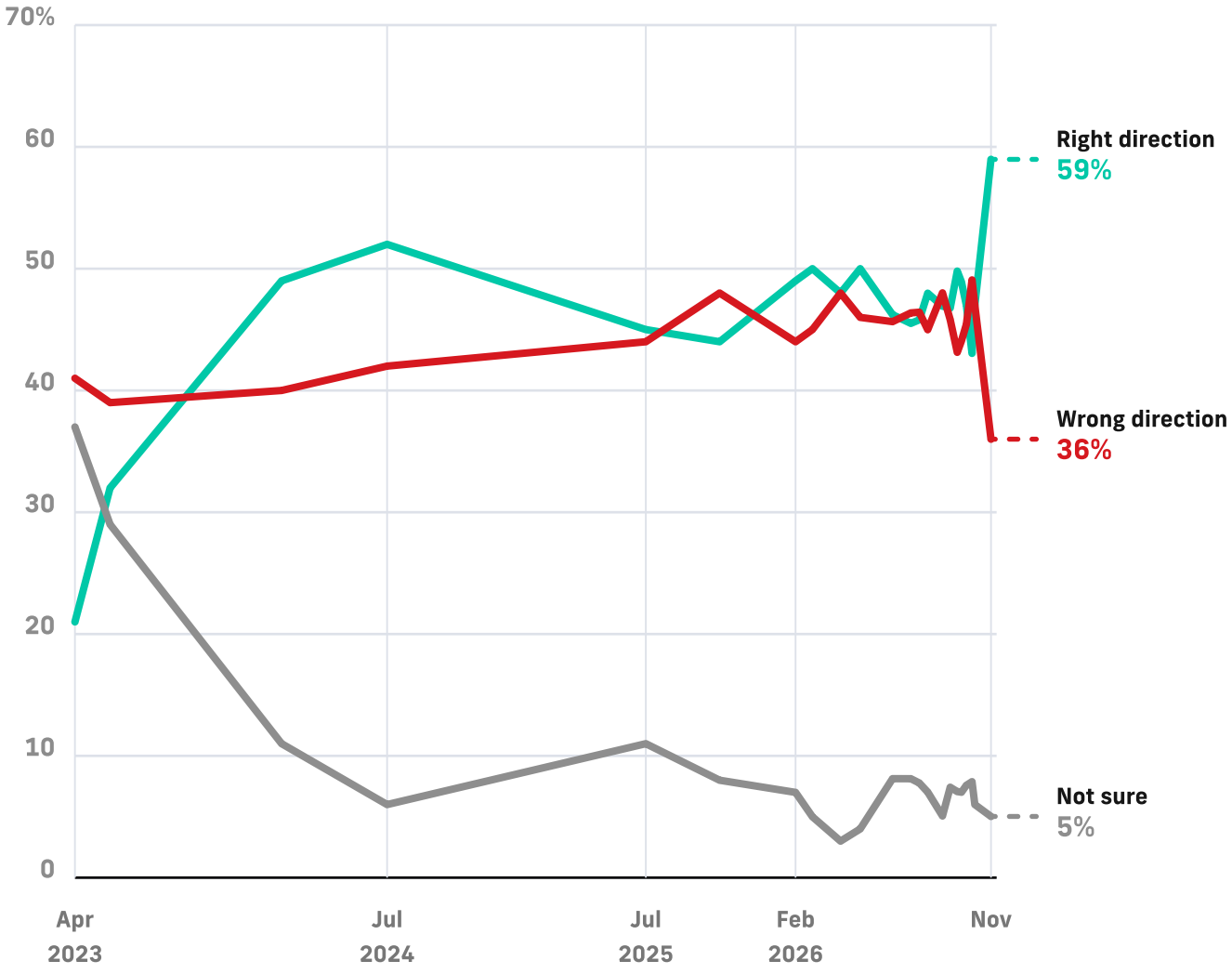
The resulting data was weighted by age, gender and region to match targets based on the 2021 Census. For the total sample, the margin of error is ±3.1 percentage points, 19 times out of 20, though this margin is higher for sub-samples. Additionally, results may not add up to 100% due to rounding.

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



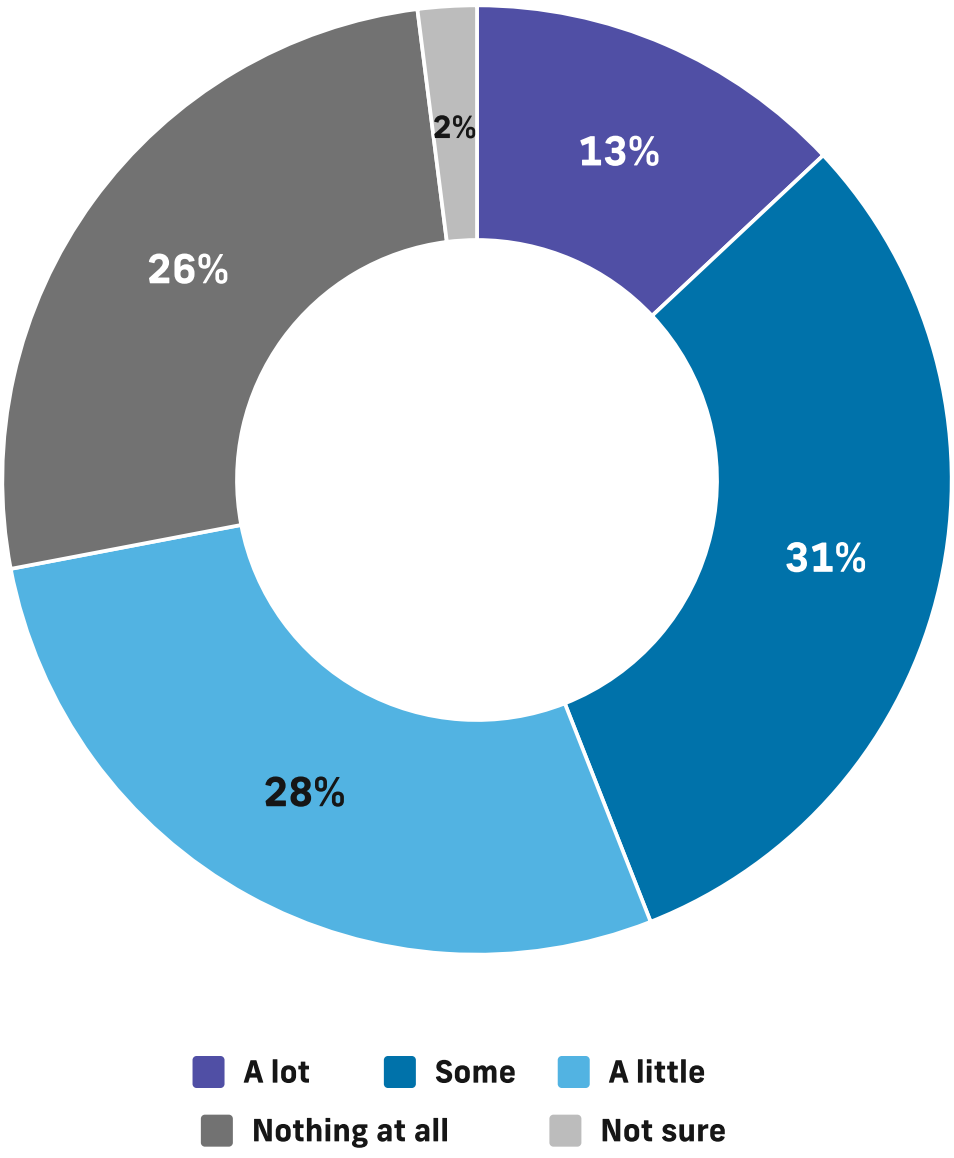
Municipal Survey
November 17, 2026

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

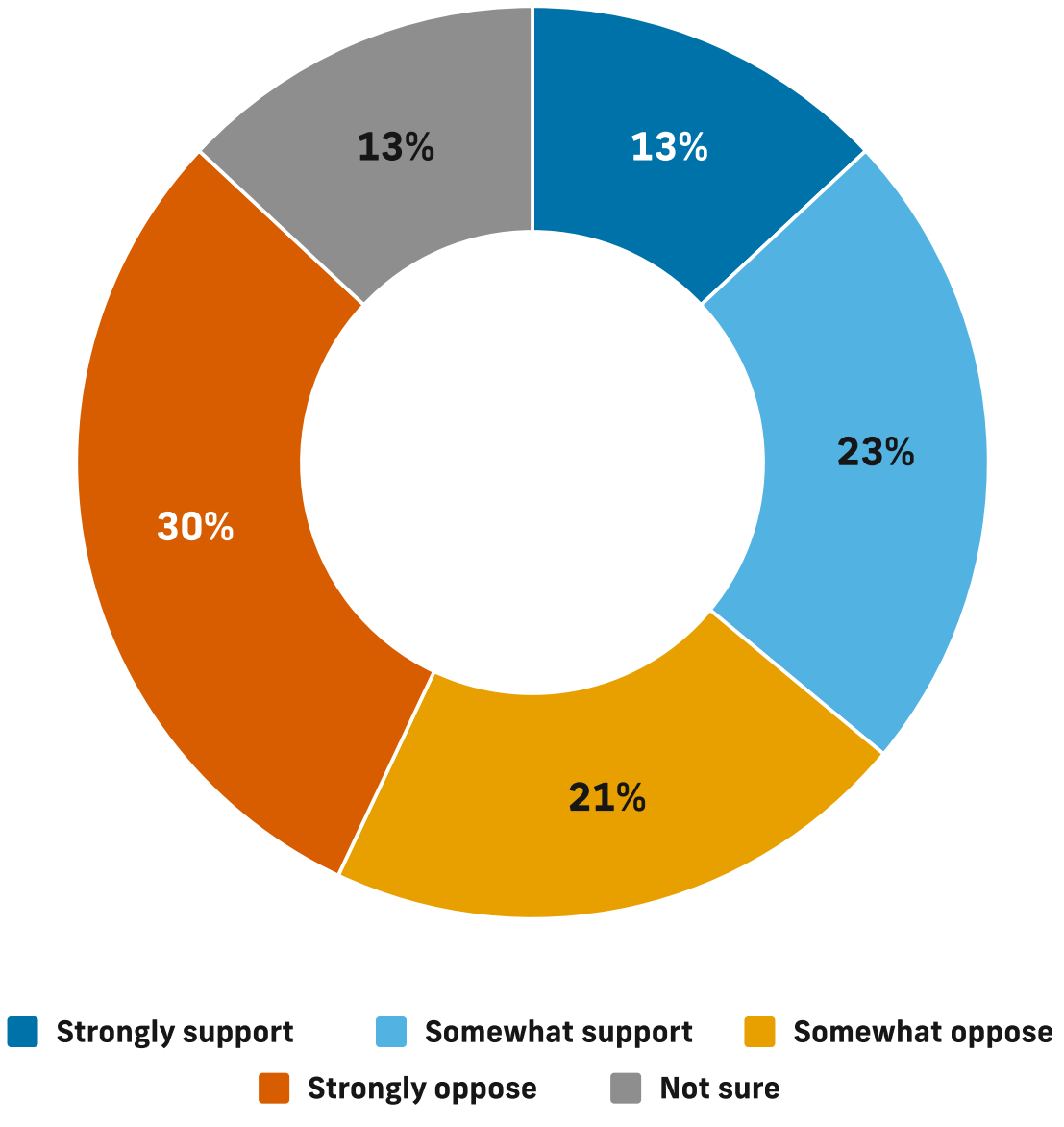


Municipal Survey
November 17, 2026

Before this call, how much had you heard about a company called Waymo?

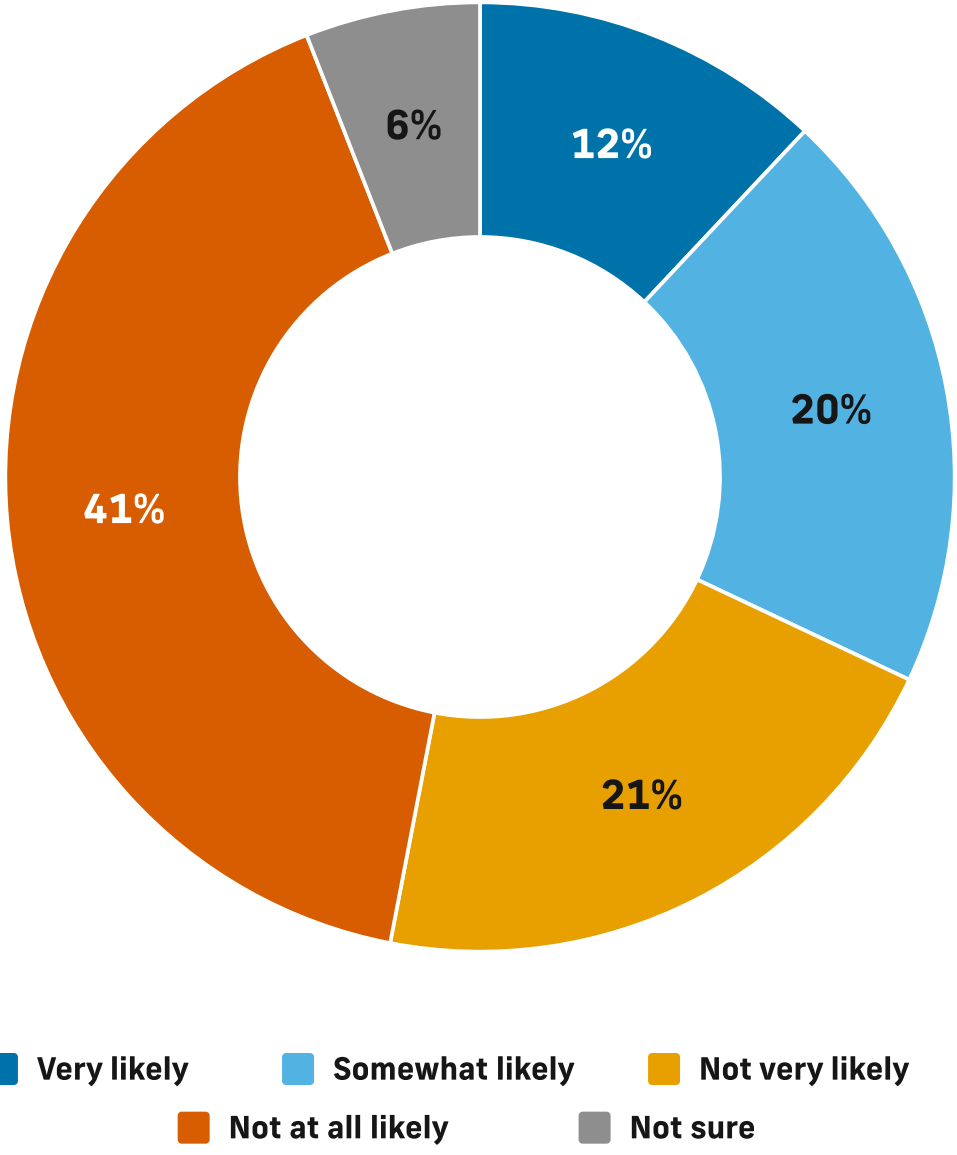


Waymo offers a ride service in some U.S. cities. People can book a car that drives itself, with no human driver in the car. Would you support or oppose allowing Waymo to offer paid rides like these on public streets in Toronto?

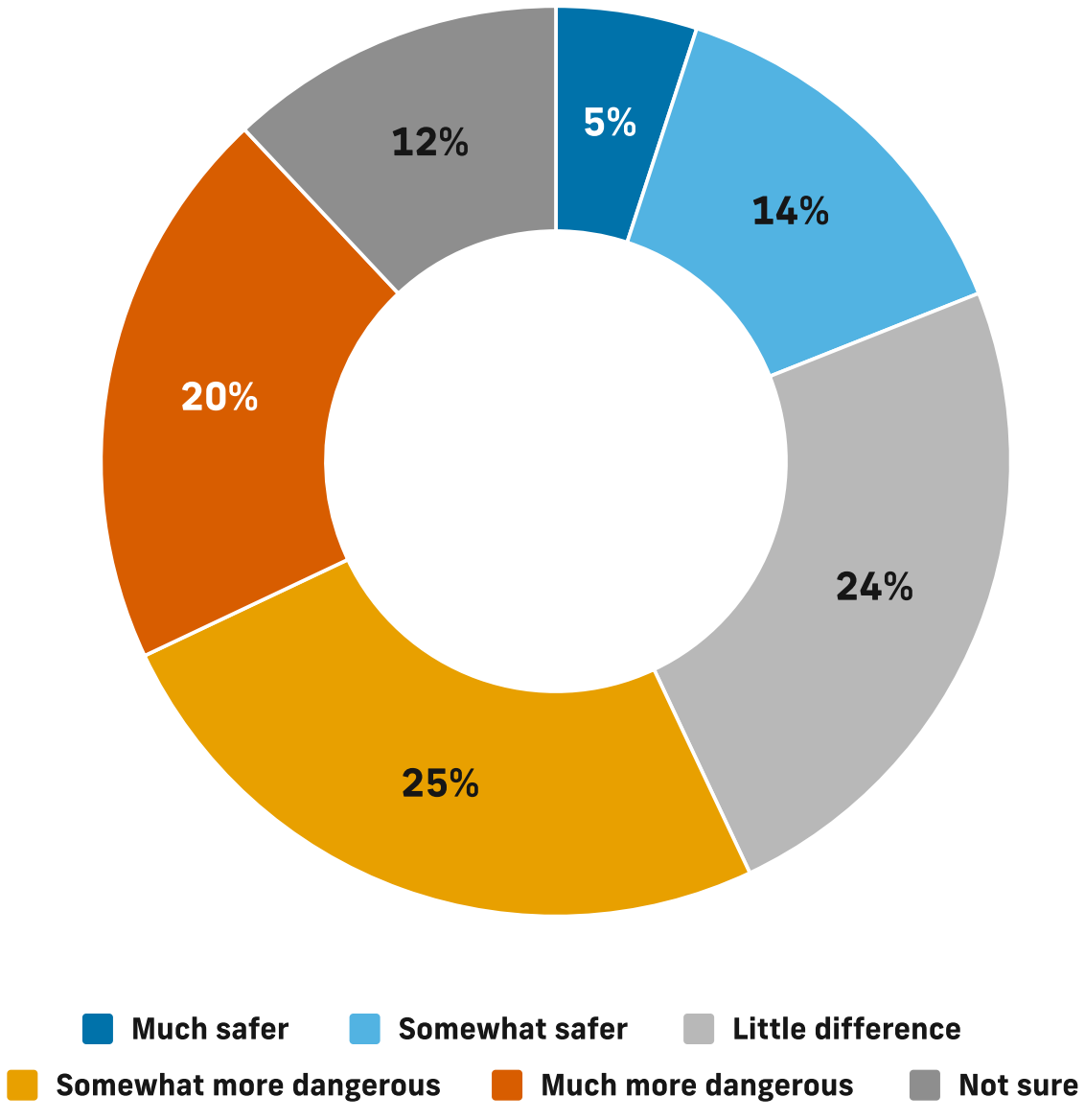


Municipal Survey
November 17, 2026

If Waymo offered these rides in Toronto, how likely would you be to take one?

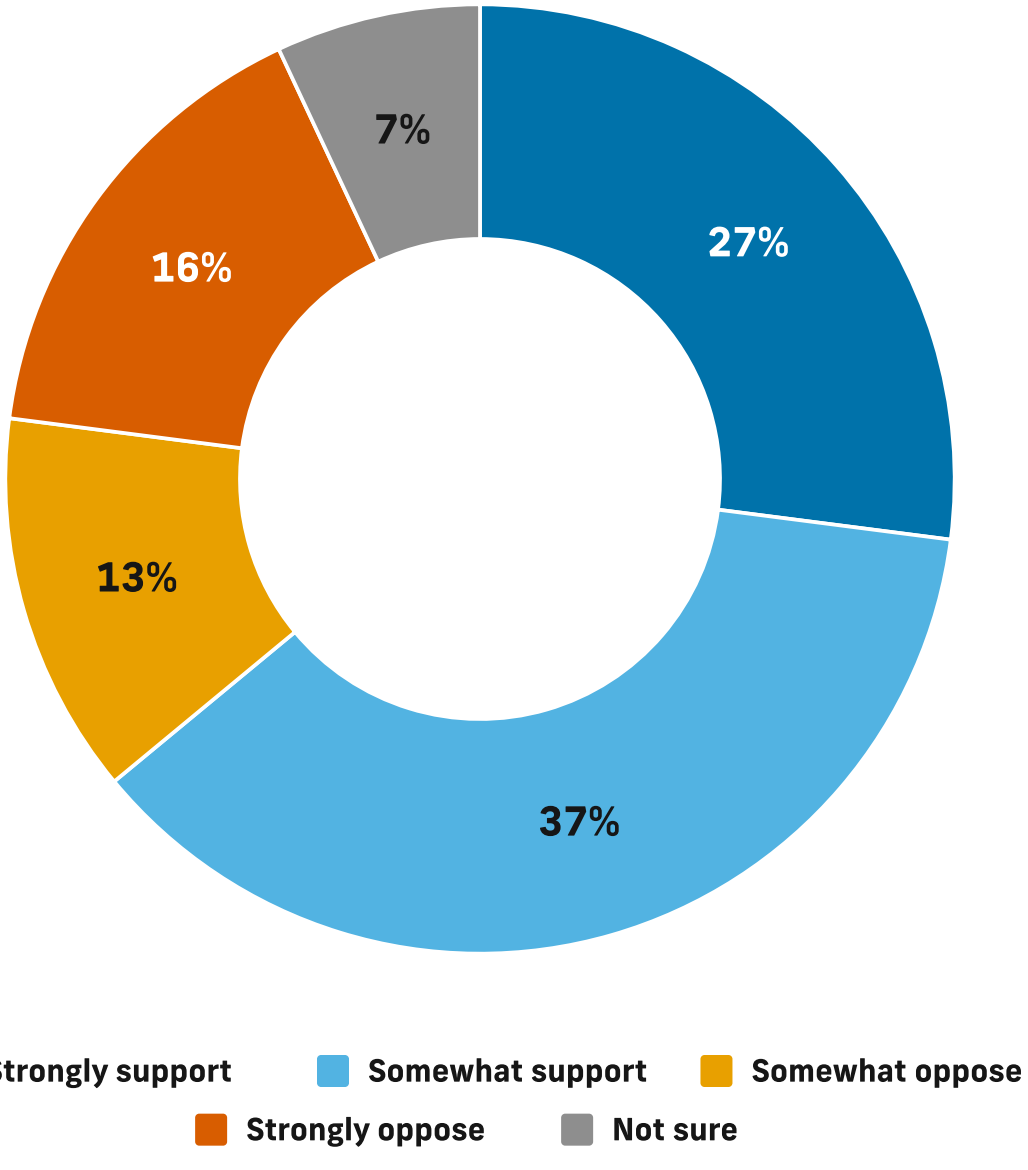


Compared with taxis and ride-hailing cars driven by people, do you think Waymo's driverless cars would make Toronto streets safer or more dangerous for people walking or cycling, or would they make little difference?



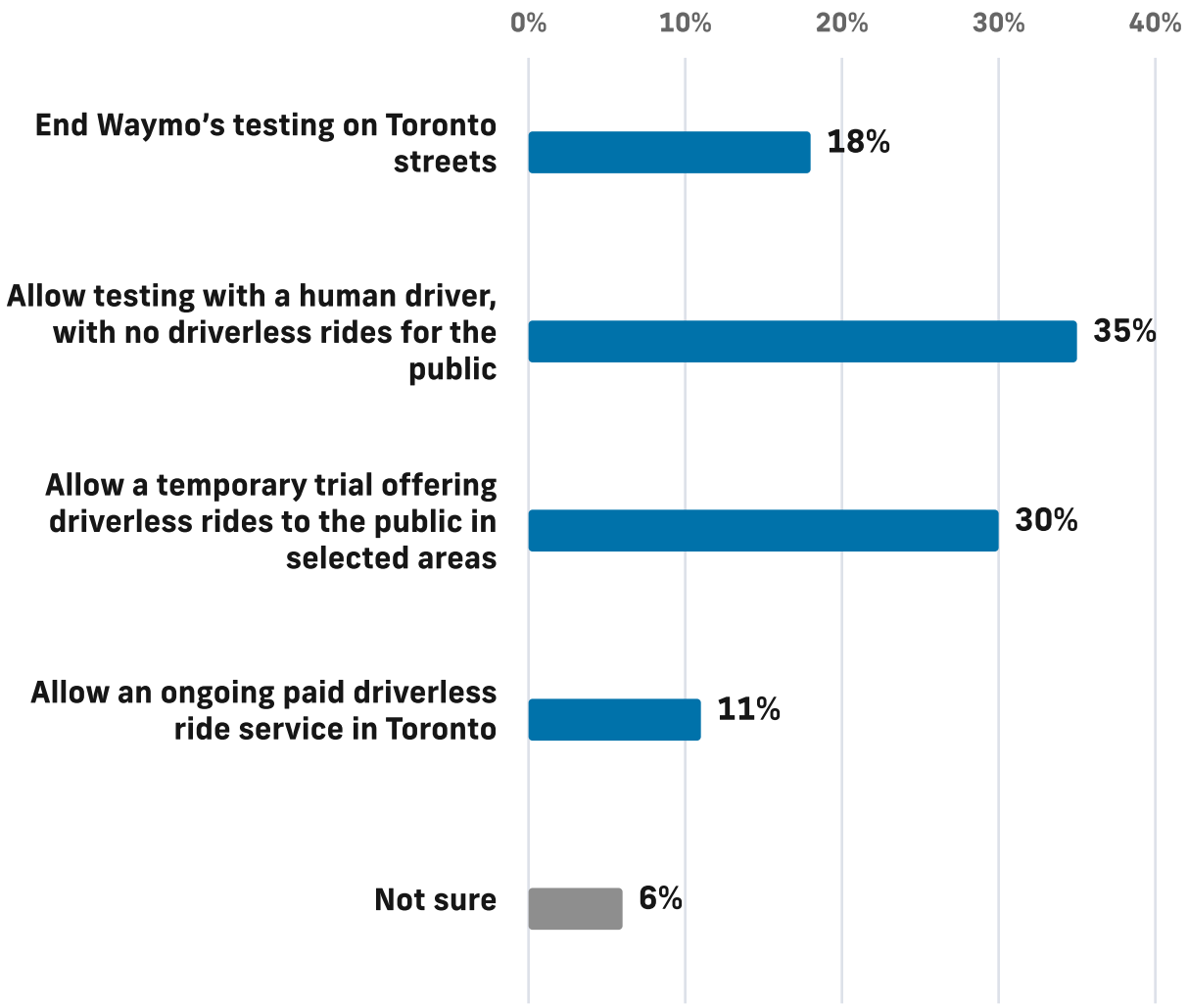
Municipal Survey
November 17, 2026

> Waymo has begun testing in Toronto with a human driver in the car. Do you support or oppose allowing Waymo to test its vehicles on Toronto streets as long as a human driver is at the wheel and can take over?

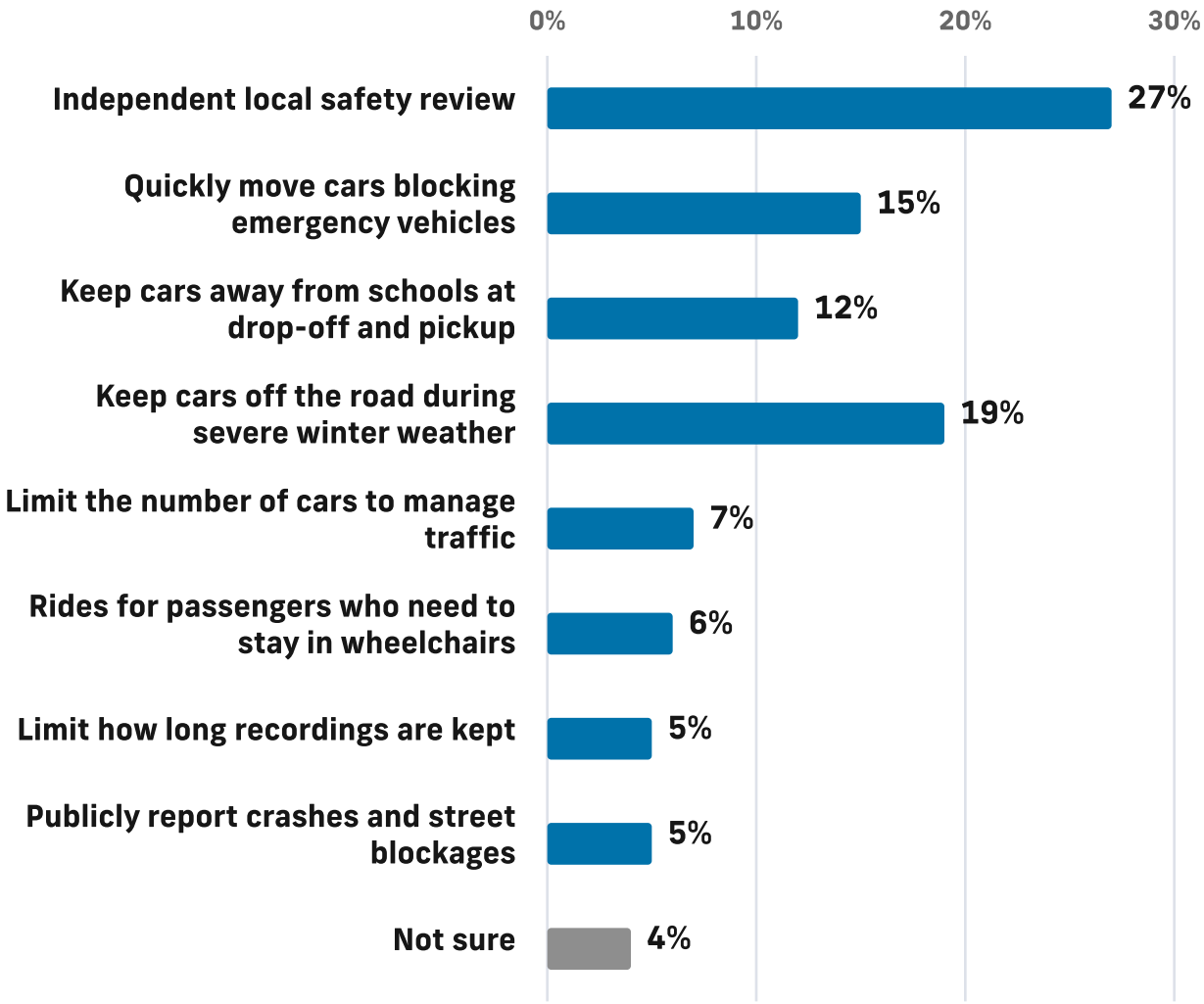


Municipal Survey
November 17, 2026

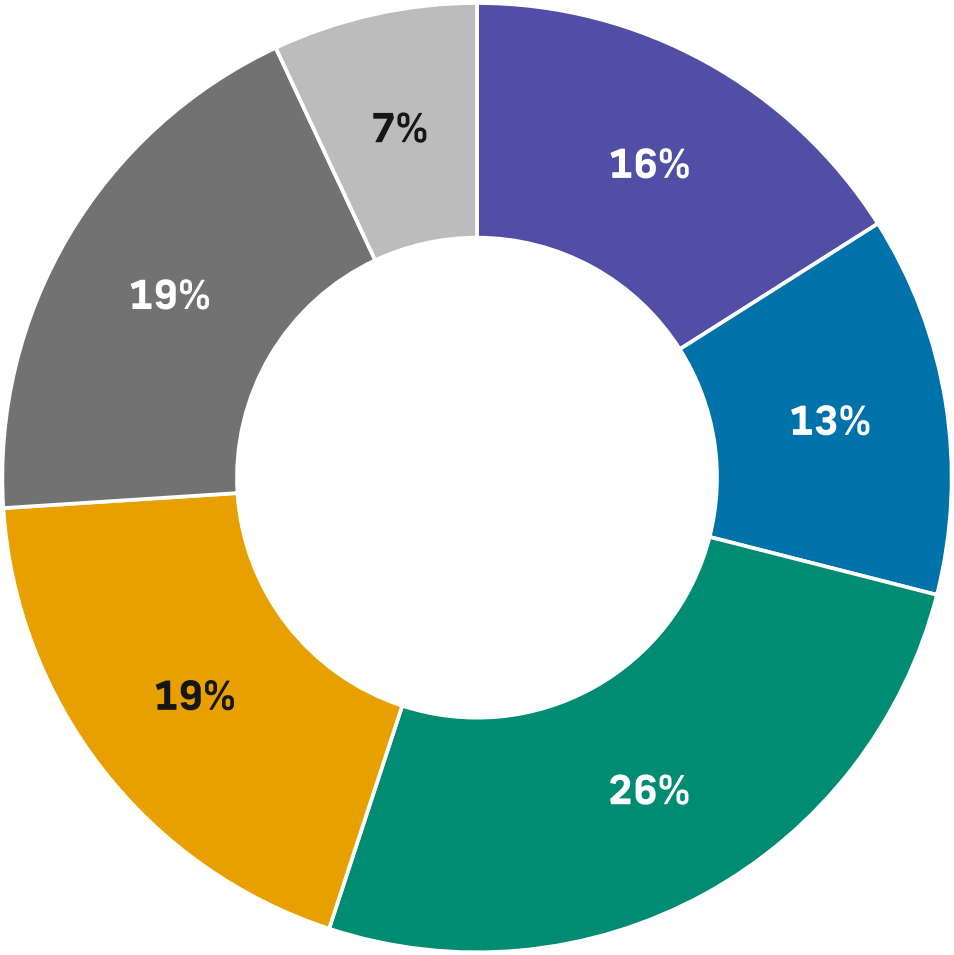
Thinking about what should happen next, which of these comes closest to your view?



If a driverless trial goes ahead, which of the following should be the most important requirement?

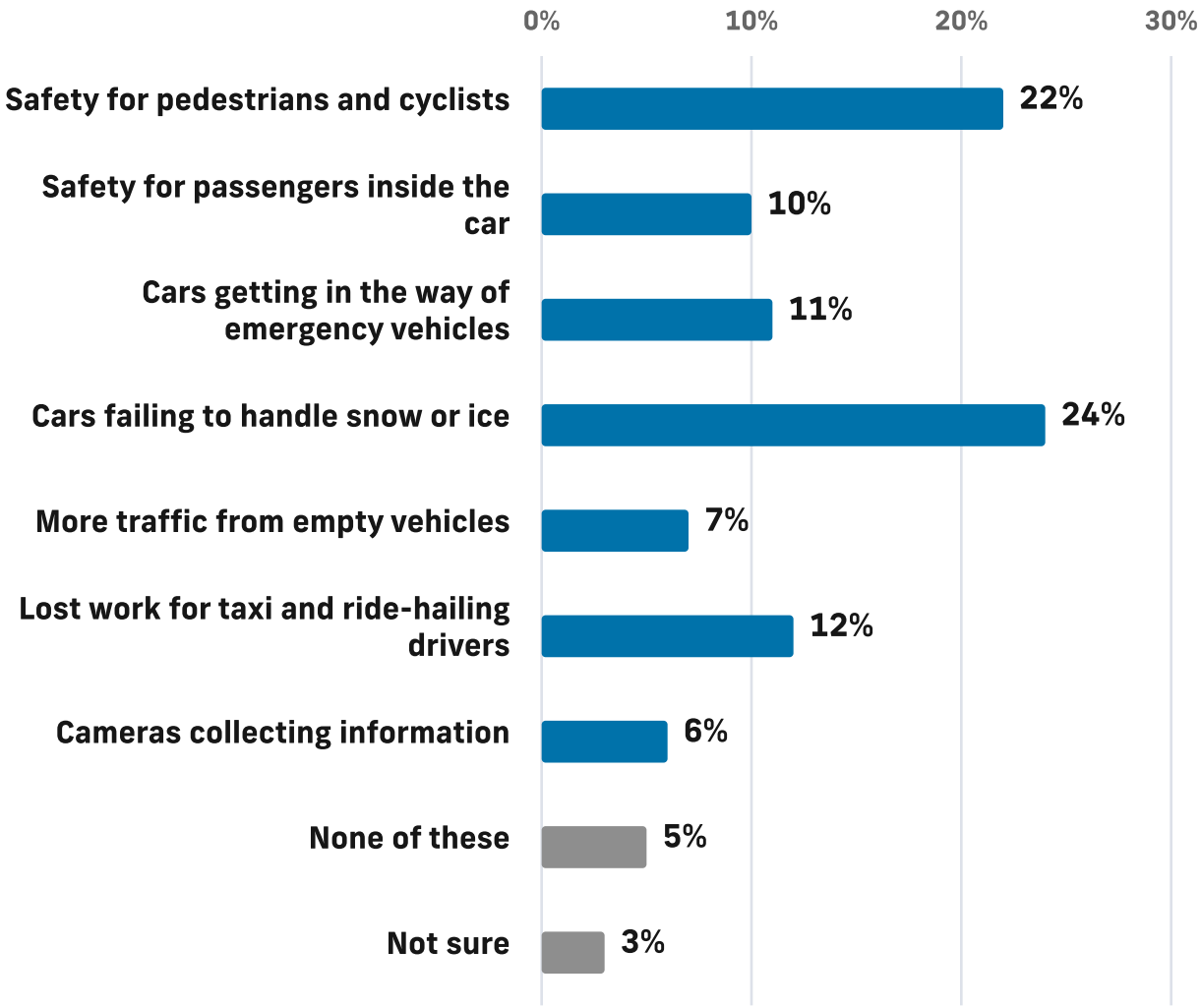


Which of the following, if any, would be the biggest potential benefit of a driverless ride service in Toronto?



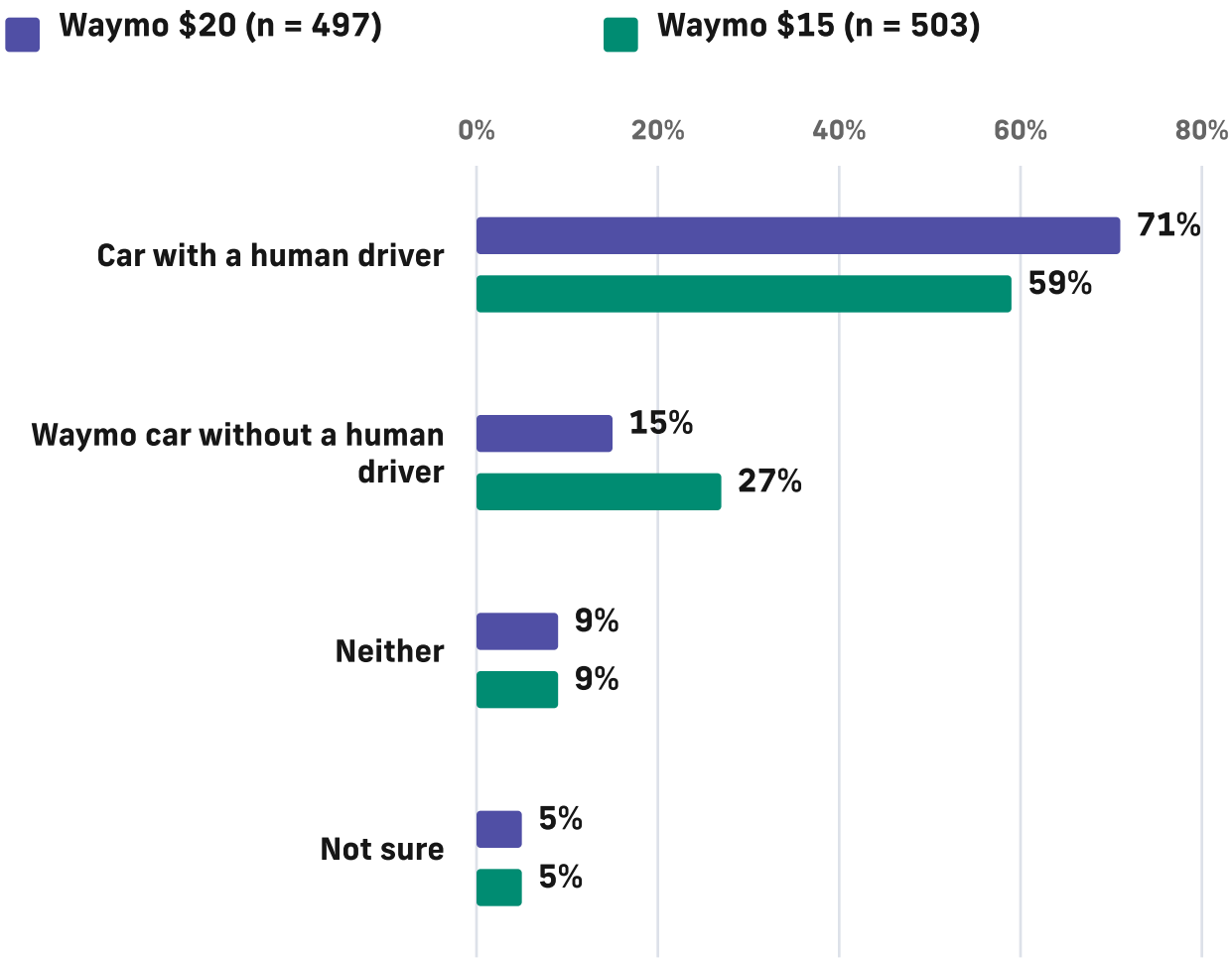
Municipal Survey
November 17, 2026

Which of the following, if any, is your biggest concern about a driverless ride service in Toronto?



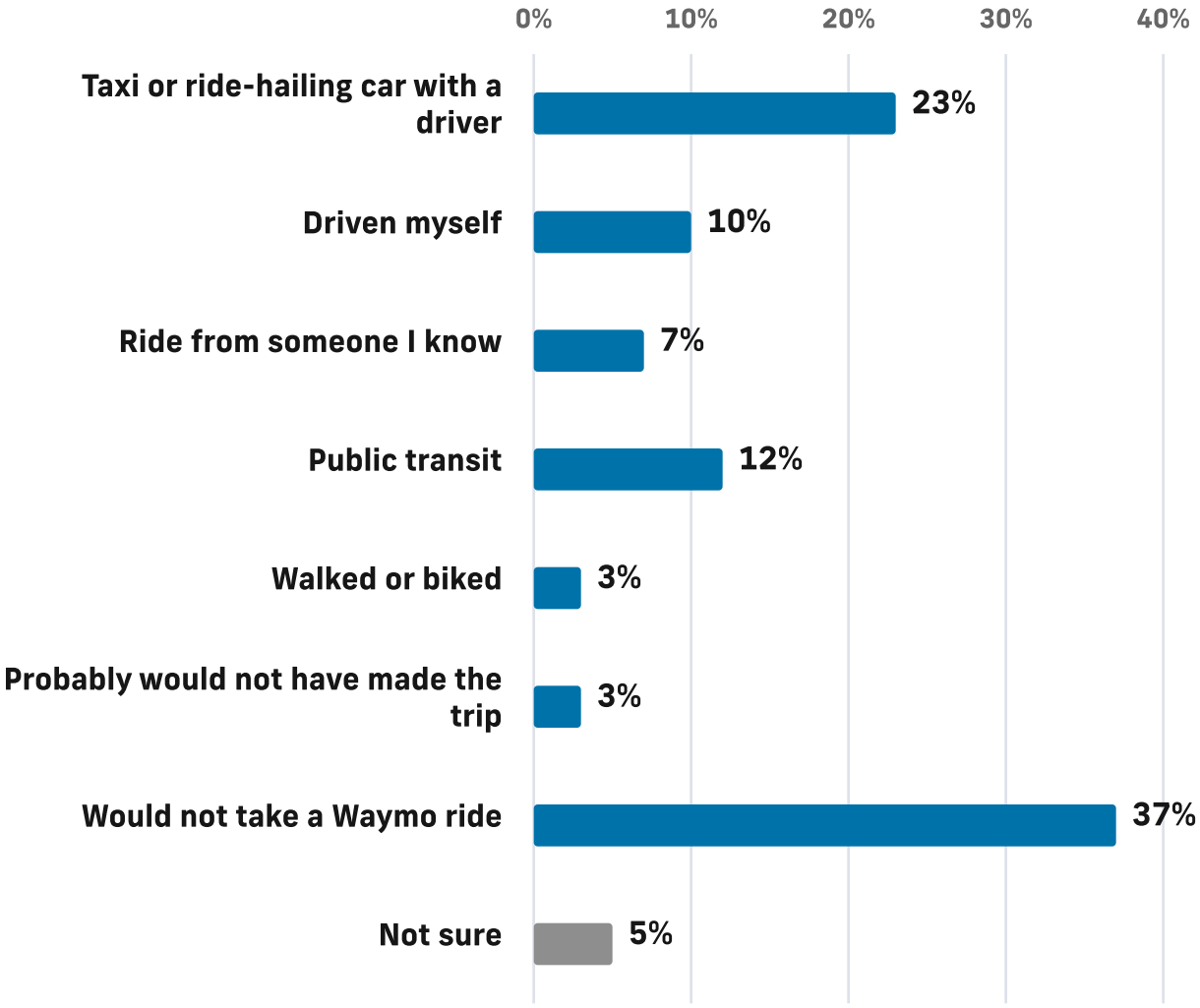
Imagine you're booking a ride in Toronto. Both cars would pick you up at the same time. A car with a human driver costs $20. A Waymo car without a human driver costs _____. Which would you choose?

One group heard $20; the other heard $15.



Base: unweighted respondents in each assigned fare group.

If you took a Waymo ride in Toronto, how would you most likely have made that trip otherwise?



Get in touch

liaison.ca

+1 416-483-2335

2586A Yonge Street, Second Floor
Toronto, Ontario

LIAISON
STRATÉGIES