

FOR IMMEDIATE RELEASE

Nearly Two-Thirds (64%) of Torontonians Say Mayor and City Council Are Out of Touch with What Residents Want and Need

Affordability and cost of living named top issue by supporters of both Olivia Chow (45%) and Brad Bradford (39%)—but beyond that, the two camps have clearly different priorities

Toronto, Canada, October 7, 2026 – A new Canada Pulse Insights poll for Rogers CityNews finds that nearly two-thirds of Torontonians (64%) agree the mayor and city council are out of touch with what residents want and need.

With a municipal election set for October 26, 2026, Torontonians say the most important issue facing the city right now is **affordability and the cost of living** (43%). **Crime, policing and public safety** (29%) comes next, followed by **traffic congestion and road infrastructure** (25%).

Top issues for the top contenders' supporters

The poll was conducted before Chris Alexander withdrew from Toronto's mayoral race. The results below **rank the issues most important to supporters of the two leading candidates: incumbent mayor Olivia Chow and Toronto city councillor Brad Bradford.**

Affordability and the cost of living is the issue named most often by supporters of **both** Mayor Olivia Chow (45%) and Councillor Brad Bradford (39%). **Beyond that, the two camps have clearly different priorities.**

- **Chow supporters** are more likely than Bradford supporters to name **housing affordability and home ownership** (30% vs. 19%) and **homelessness and lack of shelter** (25% vs. 14%) as their top priorities. They are also more likely to name climate change and extreme weather (13% vs. 5%) and social assistance and supports (10% vs. 3%).
- **Bradford supporters**, by contrast, are more likely to name **crime, policing and public safety** (37% vs. 24%) and **traffic congestion and road infrastructure** (36% vs. 22%). They also place more weight on municipal taxes, spending and the budget (30% vs. 14%), as well as immigration and newcomers (14% vs. 7%).

Top issues for undecided voters

Out of the 22 issues tested, **undecided voters** name affordability and the cost of living most often (38%). Crime, policing and public safety (34%) and traffic congestion and road infrastructure (26%) come next. **Their priorities fall between the two camps but lean toward Bradford's concerns about public safety and traffic.**

Lukewarm incumbent job performance measures

Against this backdrop, **Torontonians give the mayor, their local councillor, and city council as a whole lukewarm job performance ratings.** While most (56%) say the mayor is doing a good job, fewer than one in five (17%) say she is doing a very good job. Similarly, while nearly two-thirds (64%) say their local councillor is doing a good job, only about one in ten (12%) rate their work as very good. City council as a whole scores lower still: a majority (55%) say it is doing a good job, and just 6% say it is doing a very good job.

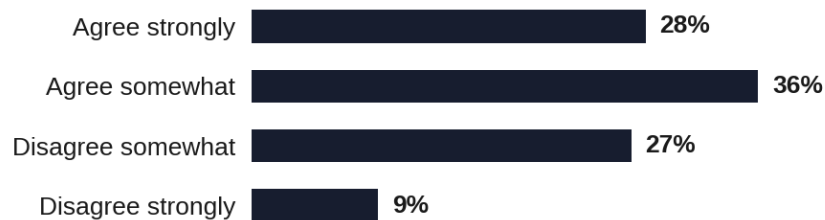
Key findings

- **43%** of Torontonians name affordability and the cost of living among the three most important issues facing the city — the top issue by 14 points.
- **56%** say Mayor Chow is doing a good job, but this support is **anemic** with just 17% saying she's doing a very good job, which is outweighed by 23% who say she's doing a very bad job.
- **55%** say city council is doing a good job, but as with Chow's performance rating, this support is shallow with just 6% saying council is doing a very good job while 14% say it is doing a very bad job.
- **64%** agree the mayor and city council are out of touch with what residents want and need — 28% strongly.
- **29%** name crime, policing and public safety and 25% traffic congestion and road infrastructure — second and third on the list; accountability at city hall is 19th at 4%.

Nearly two-thirds (64%) say the mayor and council are out of touch

Nearly two-thirds (64%) of Torontonians agree that their mayor and city council are out of touch with what residents want and need, including 28% who agree strongly; 36% disagree.

Q. Our mayor and city council are out of touch with what residents want and need. Agree or disagree?

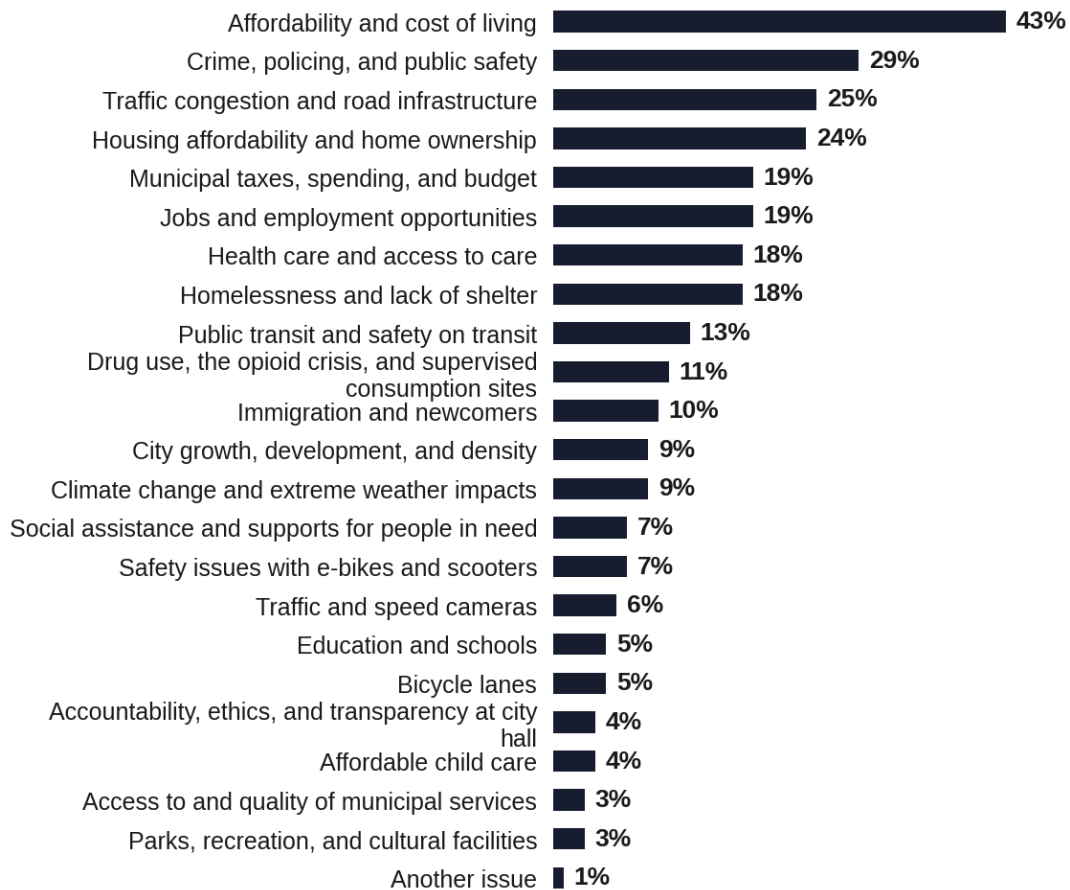


Source: Canada Pulse Insights for Rogers CityNews, September 14–24, 2026 (Toronto n=510). Online sample and data management by Sago.

Affordability and the cost of living (43%) leads a list of 22 local issues; crime, policing and public safety (29%) is second

Affordability and the cost of living (43%) is named most often among the three most important issues facing the city, followed by crime, policing and public safety (29%), traffic congestion and road infrastructure (25%), housing affordability and home ownership (24%) and municipal taxes, spending and the budget (19%).

Q. Thinking about your municipality, what do you think are the three most important issues it is facing right now? Percent naming each in their top three.



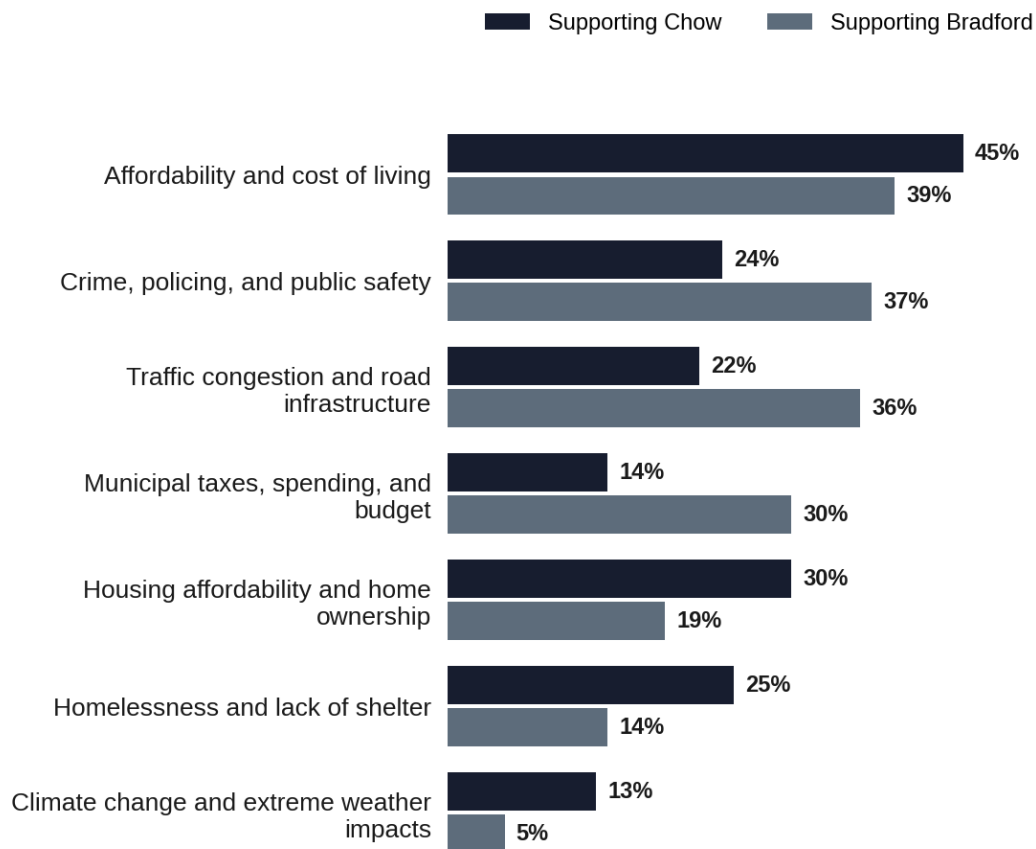
Source: Canada Pulse Insights for Rogers CityNews, September 14–24, 2026 (Toronto n=510). Online sample and data management by Sago.

Accountability, ethics and transparency at city hall is named by 4% — 19th on the list. Three issues were added to the list this year: safety issues with e-bikes and scooters (7%), traffic and speed cameras (6%), and bicycle lanes (5%).

Top issues for the top contenders' supporters

For the leading mayoral candidates, affordability and the cost of living is the issue named most often by supporters of both Mayor Olivia Chow (45%) and Councillor Brad Bradford (39%). Beyond that, the two camps have clearly different priorities.

Percent naming each issue in their top three, by mayoral vote.



Source: Canada Pulse Insights for Rogers CityNews, September 14–24, 2026 (Toronto n=510). Online sample and data management by Sago. Base: Chow supporters n=200, Bradford n=126.

Lukewarm approval for leadership

Asked whether each is doing a good job or a bad job for the city, 56% of Torontonians say Mayor Olivia Chow is doing a good job and 44% a bad job — 17% very good and 23% very bad. City council gets 55% good job and 45% bad job, and residents' own ward councillor 64% good job and 36% bad job.

Q. For each of the following, please indicate if they are doing either a good job or a bad job for your municipality. Percent good job (very + somewhat).



Source: Canada Pulse Insights for Rogers CityNews, September 14–24, 2026 (Toronto n=510). Online sample and data management by Sago.

About the Survey

This survey was conducted among adult (18+) residents of the City of Toronto (n=510) by Canada Pulse Insights between September 14 and 24, 2026. A random sample of adult respondents was invited to complete the survey through an online panel platform managed by Sago, one of the world's largest and most respected sample and panel suppliers. The data were weighted to 2021 Census benchmarks, so the sample aligns with the city's adult population by age and gender. The margin of error for a probability-based sample of this size is ± 4.3 percentage points, 19 times out of 20. Any discrepancies between the detailed tables and published results are due to rounding.

Both Canada Pulse Insights and Sago are accredited members of the Canadian Research Insights Council (CRIC) and adhere to its Canadian Code of Market, Opinion, and Social Research and Data Analytics, which incorporates international ESOMAR standards and Canadian public opinion disclosure requirements. The detailed tables and full question wording for this survey are posted on the Canada Pulse Insights website as a companion to this release, consistent with CRIC's transparency standards for research released into the public domain.

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