

NEWS RELEASE

**MEDIA INQUIRIES:**

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

FOR IMMEDIATE RELEASE

Olivia Chow Remains Frontrunner for Toronto Mayor Amid Voter Concerns Over Affordability and City Conditions

Chow Holds Double-Digit Lead Over Bradford

Toronto, September 25th – In a random sampling of public opinion conducted by The Forum Poll™ among 1,014 Toronto voters, Olivia Chow leads the mayoral race with the support of 46% of voters. Brad Bradford follows at 35%, while Chris Alexander at 6% and 13% support another candidate.

Chow Leads Race Despite Slightly Negative Approval Rating

While Chow leads the mayoral race, her job approval rating is slightly negative. Nearly four in ten Toronto voters (38%) approve of the job she is doing as mayor, while 43% disapprove, resulting in a net approval rating of -5 points. A further 14% neither approve nor disapprove, while 5% are not sure.

Toronto voters also express negative views about the direction of several key issues facing the city. More than three-quarters (78%) say the cost of living is getting worse, while just 4% believe it is getting better. Traffic congestion is also a significant concern, with 66% saying it is getting worse and only 7% saying it is getting better.

Majorities also believe housing affordability (53%) and crime and safety (53%) are getting worse, compared with 16% and 15%, respectively, who say these issues are getting better.

Property taxes are another area of concern, with 54% of Toronto voters saying they are too high, while 22% believe they are about right and 14% say they are too low.

“Olivia Chow remains in a strong position in the mayoral race, holding a double-digit lead over Brad Bradford among Toronto voters,” said Dr. Lorne Bozinoff, President of Forum Research. “Chow maintains this lead despite a slightly negative job approval rating and concerns about conditions in the city. More than three-quarters say the cost of living is getting worse, two-thirds say traffic congestion is getting worse, and more than half say property taxes are too high.”

TORONTO**September 25th, 2026**

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



The poll was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1,014 randomly selected Toronto residents over the age of 18, 79% by cellphone and 21% on landlines. The poll was conducted on September 23, 2026. Results based on the total sample are considered accurate +/- 4.0%, 19 times out of 20. Subsample and regional results will be less accurate. Margins of error for subsample and regional results are available at www.forumresearch.com/samplestim.asp.

This research is not necessarily predictive of future outcomes, but rather captures opinion at one point in time. With offices across Canada and around the world, 100% Canadian owned Forum Research is one of the country's leading survey research firms. Forum Research follows the CRIC Public Opinion Research Standards and Disclosure Requirements that can be found here: <https://canadianresearchinsightscouncil.ca/standards/>

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



The key questions covered in the recent poll included:

Note: TOTAL (u/w) indicates the unweighted count of respondents. TOTAL (w/t) indicates the count weighted for age and gender.

***If the mayoral election were held today, who would you vote for? +
Even though you may not have made up your mind, who are you
leaning toward at this time?***

[Decided/ Leaning]

Age/Gender

%	Total	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Non-binary
TOTAL (u/w)	908	30	61	129	146	179	363	484	400	24
TOTAL (w/t)	896	113	146	198	177	119	144	412	460	24
Olivia Chow	46	62	49	48	35	36	49	40	52	29
Brad Bradford	35	16	30	35	45	44	36	40	31	29
Chris Alexander	6	3	6	7	6	6	7	6	6	8
Someone else	13	19	14	10	14	14	9	14	11	33

Area

%	Total	The former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	908	287	77	191	142	63	148
TOTAL (w/t)	896	310	72	195	119	63	135
Olivia Chow	46	53	44	40	39	33	50
Brad Bradford	35	29	27	43	41	49	32
Chris Alexander	6	6	12	6	6	4	5
Someone else	13	12	16	11	14	15	13

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



Overall, do you approve or disapprove of the job Olivia Chow is doing as Mayor of Toronto?

Age/Gender

%	Total	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Non-binary
TOTAL (u/w)	1014	33	78	145	162	201	395	538	451	25
TOTAL (w/t)	1014	122	184	222	196	134	157	473	516	25
Approve	38	51	38	36	32	34	42	33	43	28
Disapprove	43	27	41	45	50	50	41	47	39	52
Neither approve nor disapprove	14	19	12	16	12	12	14	14	14	12
Not sure	5	3	10	3	6	4	3	6	4	8

Area

%	Total	The former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1014	309	83	214	164	71	173
TOTAL (w/t)	1014	337	80	222	143	74	157
Approve	38	44	39	37	27	22	41
Disapprove	43	38	41	48	50	55	35
Neither approve nor disapprove	14	14	17	11	15	17	17
Not sure	5	4	4	4	8	7	7

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
forumresearch.com

NEWS RELEASE



Do you think the cost of living in Toronto is getting better, getting worse, or staying about the same?

Age/Gender

%	Total	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Non-binary
TOTAL (u/w)	1014	33	78	145	162	201	395	538	451	25
TOTAL (w/t)	1014	122	184	222	196	134	157	473	516	25
Getting better	4	2	6	3	5	6	3	5	4	0
Getting worse	78	82	80	77	78	80	71	77	78	92
Staying about the same	15	11	13	17	16	11	22	16	15	8
Not sure	3	5	1	3	1	3	4	2	4	0

Area

%	Total	The former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1014	309	83	214	164	71	173
TOTAL (w/t)	1014	337	80	222	143	74	157
Getting better	4	3	2	7	2	3	3
Getting worse	78	76	75	80	81	78	79
Staying about the same	15	19	18	9	14	16	16
Not sure	3	2	5	4	3	3	2

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
forumresearch.com

NEWS RELEASE



Do you think housing affordability in Toronto is getting better, getting worse, or staying about the same?

Age/Gender

%	Total	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Non-binary
TOTAL (u/w)	1014	33	78	145	162	201	395	538	451	25
TOTAL (w/t)	1014	122	184	222	196	134	157	473	516	25
Getting better	16	12	18	20	16	12	12	18	14	8
Getting worse	53	66	46	48	58	54	50	51	54	80
Staying about the same	28	17	35	28	25	29	32	29	28	12
Not sure	3	5	2	4	1	4	6	3	5	0

Area

%	Total	The former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1014	309	83	214	164	71	173
TOTAL (w/t)	1014	337	80	222	143	74	157
Getting better	16	18	17	7	12	20	21
Getting worse	53	50	50	59	50	47	58
Staying about the same	28	29	29	29	34	30	18
Not sure	3	2	4	5	4	3	3

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
forumresearch.com

NEWS RELEASE



Do you think crime and safety in Toronto is getting better, getting worse, or staying about the same?

Age/Gender

%	Total	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Non-binary
TOTAL (u/w)	1014	33	78	145	162	201	395	538	451	25
TOTAL (w/t)	1014	122	184	222	196	134	157	473	516	25
Getting better	15	9	23	16	13	13	12	17	13	4
Getting worse	53	48	50	54	57	58	50	53	52	68
Staying about the same	29	36	25	27	28	26	35	28	30	20
Not sure	3	7	2	3	2	3	4	2	4	8

Area

%	Total	The former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1014	309	83	214	164	71	173
TOTAL (w/t)	1014	337	80	222	143	74	157
Getting better	15	21	9	9	9	12	18
Getting worse	53	43	57	58	62	64	52
Staying about the same	29	34	32	26	26	24	27
Not sure	3	2	2	7	2	0	3

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
forumresearch.com

NEWS RELEASE



Do you think traffic congestion in Toronto is getting better, getting worse, or staying about the same?

Age/Gender

%	Total	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Non-binary
TOTAL (u/w)	1014	33	78	145	162	201	395	538	451	25
TOTAL (w/t)	1014	122	184	222	196	134	157	473	516	25
Getting better	7	5	11	10	5	7	4	9	6	0
Getting worse	66	50	62	64	74	71	72	63	68	76
Staying about the same	23	33	23	25	19	19	21	25	21	24
Not sure	4	12	4	1	3	3	2	3	5	0

Area

%	Total	The former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1014	309	83	214	164	71	173
TOTAL (w/t)	1014	337	80	222	143	74	157
Getting better	7	9	4	8	2	11	9
Getting worse	66	57	70	64	74	73	75
Staying about the same	23	31	19	21	23	14	14
Not sure	4	3	7	7	1	2	2

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
forumresearch.com

NEWS RELEASE



Do you think property taxes in Toronto are too high, too low, or about right?

Age/Gender

%	Total	18-24	25-34	35-44	45-54	55-64	65+	Male	Female	Non-binary
TOTAL (u/w)	1014	33	78	145	162	201	395	538	451	25
TOTAL (w/t)	1014	122	184	222	196	134	157	473	516	25
Too high	54	65	48	55	56	56	50	56	53	52
Too low	14	18	18	15	12	10	12	13	15	24
About right	22	9	20	20	24	27	33	23	22	16
Not sure	9	8	14	10	9	7	6	8	10	8

Area

%	Total	The former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	1014	309	83	214	164	71	173
TOTAL (w/t)	1014	337	80	222	143	74	157
Too high	54	46	42	67	63	64	49
Too low	14	16	22	12	8	8	18
About right	22	27	23	14	20	29	24
Not sure	9	11	13	7	9	0	10

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com