Toronto
Mayoral Voting Intentions, Plus Torontonians' Approvals of Mayor and City Council

2025-06-11

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About Pallas Data

Pallas Data is a market research firm based in Toronto, ON. We are experienced researchers and data experts committed to delivering the best value to our clients by leveraging the highest industry standards and our leading expertise. Our mission is to harness data to empower our clients with accurate and actionable insights and analysis, enabling them to make informed decisions that drive growth and maximize their competitive advantage.

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Methodology

The analysis in this report is based on results of a survey conducted on June 7th, 2025 among a sample of 611 adults, 18 years of age or older, living in Toronto and are eligible to vote in municipal elections. The survey was conducted using automated telephone interviews using Interactive Voice Recording technology (IVR). Respondents were interviewed on landlines and cellular phones. The sample was weighted by age, gender, and region according to the 2021 Census. The survey is intended to represent the voting population of Toronto.

The margin of error for the poll is +/- 4%, at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up to 100% due to rounding.

Mayoral Voting Intentions

If the mayoral election were held today, which candidate would you vote for?

All Voters

30 %
21 %
11 %
11 %
19 %
8 %
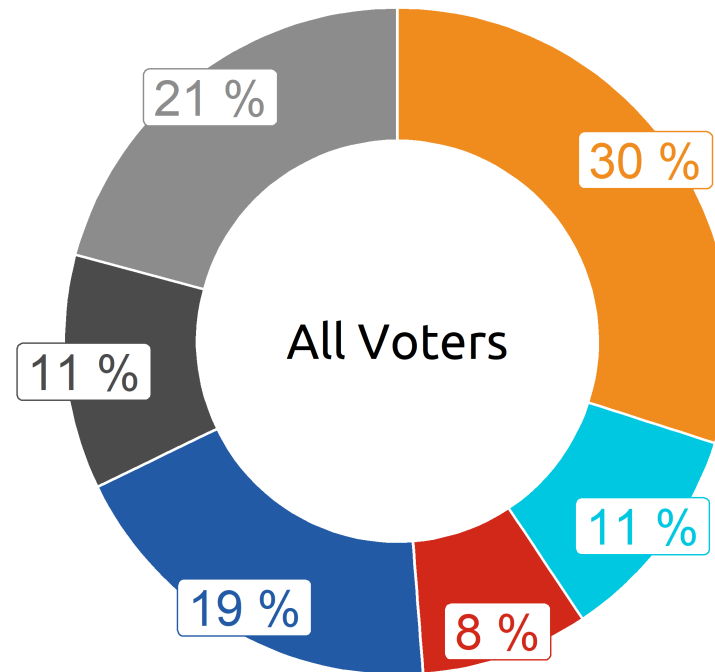
Response
- Olivia Chow
- Brad Bradford
- Marco Mendicino
- John Tory
- Another Candidate
- Undecided

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Mayoral Voting Intentions

If the mayoral election were held today, which candidate would you vote for?

Decided and Leaning Voters

37 %
15 %
24 %
11 %
14 %

Response Olivia Chow Brad Bradford Marco Mendicino John Tory Another Candidate

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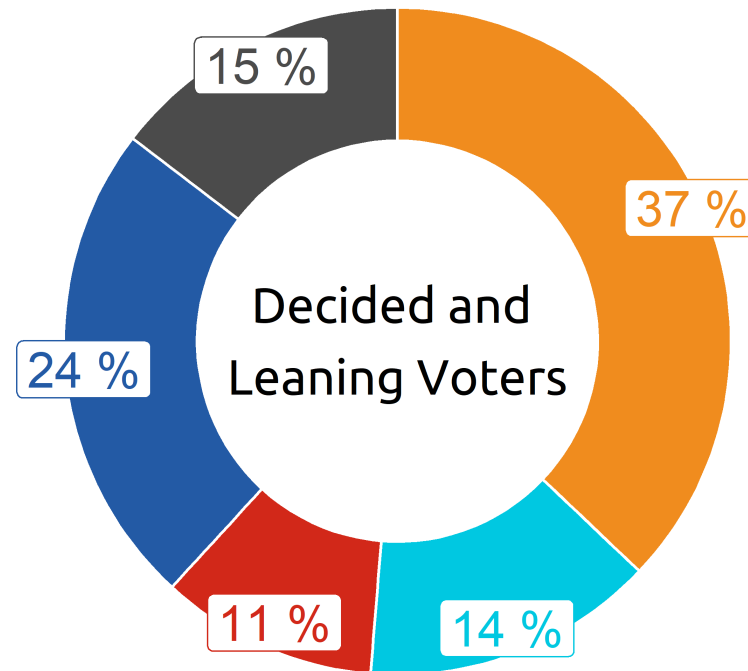
City Headed In Wrong Direction

Generally speaking, do you think the City of Toronto is headed in the right or wrong direction?

broken out by age

Age	Right Direction	Wrong Direction	Not Sure
All	29%	50%	21%
18-34	32%	45%	22%
35-49	30%	51%	18%
50-64	19%	64%	17%
65+	36%	40%	24%

Response: Right Direction · Wrong Direction · Not Sure

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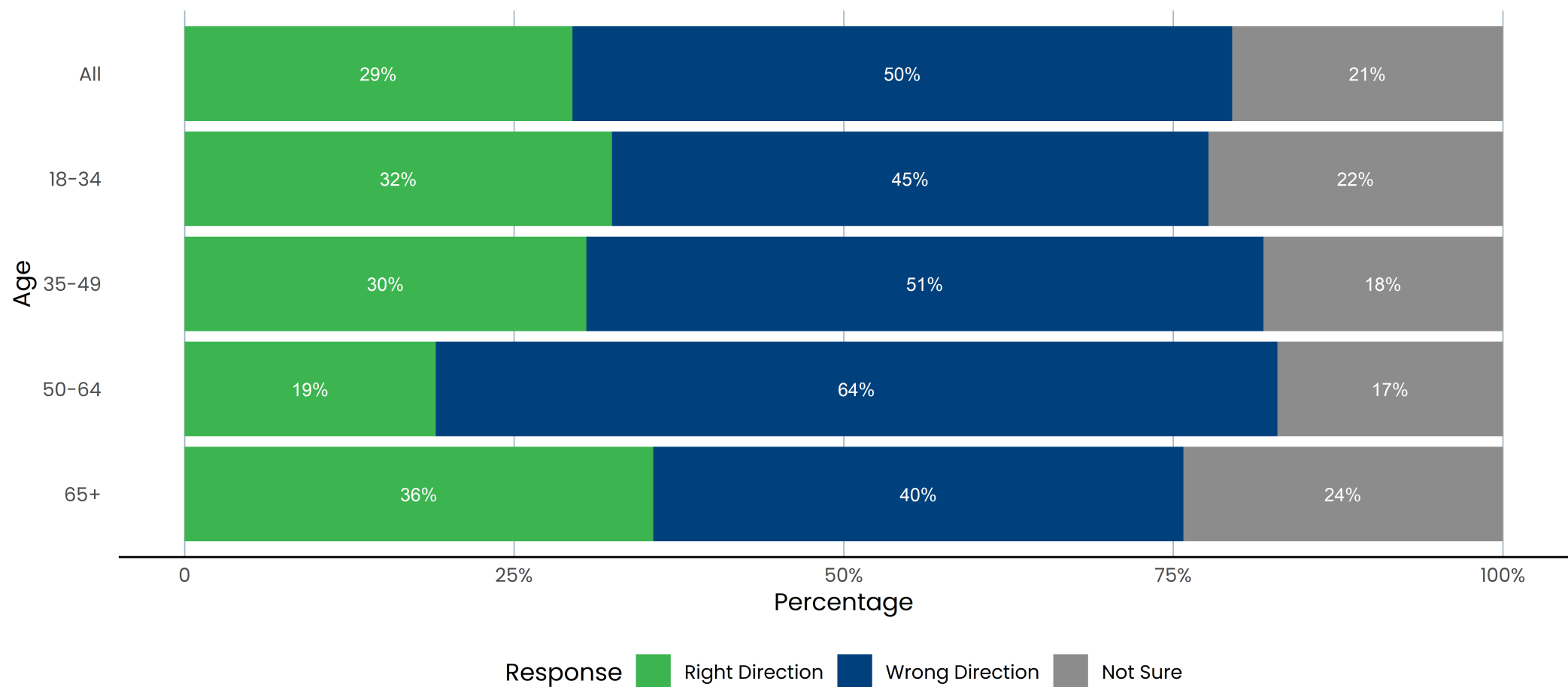
Dissatisfaction With Both Mayor And Council

To what extent are you satisfied with the performance of...

	Mayor Chow	City Council
Very Dissatisfied	36%	32%
Somewhat Dissatisfied	17%	21%
Neither Dissatisfied Nor Satisfied	11%	23%
Somewhat Satisfied	20%	14%
Very Satisfied	12%	4%
Not Sure	4%	6%

Percentage (y-axis): 0, 25%, 50%, 75%, 100%

Entity (x-axis)

Response
- Very Dissatisfied
- Somewhat Dissatisfied
- Neither Dissatisfied Nor Satisfied
- Somewhat Satisfied
- Very Satisfied
- Not Sure

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Top Issues

In your opinion, what is the most pressing issue facing Toronto now?

All Voters

23 %
20 %
25 %
9 %
9 %
4 %
6 %
6 %
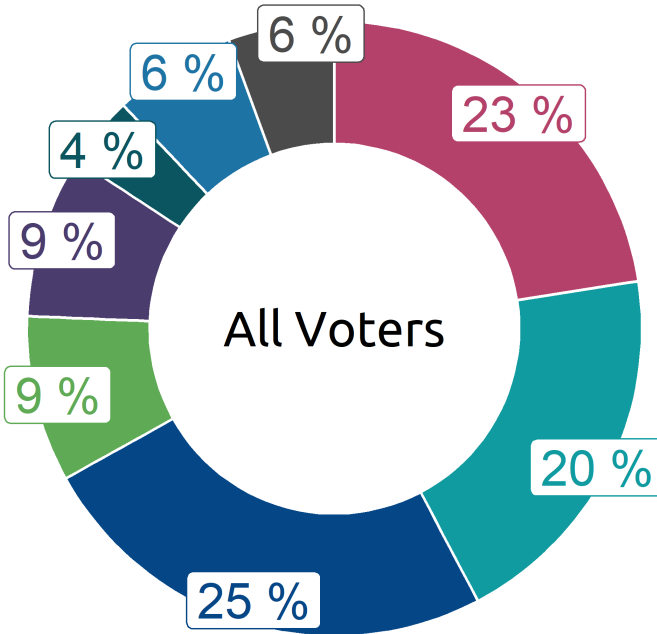
Response

- Solving traffic congestion
- Building more housing
- Crime and public safety
- Economic development and employment,
- Investing and building more public transit
- Local services such as libraries and recreation
- Municipal taxation
- Another issue

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Tables

If the mayoral election were held today, which candidate would you vote for? (All Voters) [1]

	Total	Gender		Age				Neighbourhood				
		Male	Female	18-34	35-49	50-64	65+	Scarborough	North York	East York	Etobicoke-York	Old Toronto
Olivia Chow	29.9%	26%	33.6%	32.4%	32%	20.2%	35.1%	27.5%	25.1%	30.4%	24.5%	39.5%
Brad Bradford	10.7%	12.4%	9.1%	8.6%	12.7%	11%	10.8%	13%	10.1%	18.8%	12.1%	6.5%
Marco Mendicino	8.1%	5.7%	10.4%	7%	5.9%	12.2%	7.4%	4.8%	9.4%	15.6%	5.4%	10.3%
John Tory	19%	22.9%	15.4%	14.3%	23.2%	22.8%	16.5%	16.1%	22.7%	19.1%	26.7%	13%
Another Candidate	11.4%	12.3%	10.5%	16.7%	8.4%	13.3%	6.5%	12%	12.1%	5.5%	10.3%	12.1%
Undecided	20.8%	20.6%	21.1%	21%	17.8%	20.5%	23.8%	26.5%	20.5%	10.6%	20.9%	18.4%
Unweighted Frequency	611	306	305	90	119	142	260	128	142	32	122	187
Weighted Frequency	611	304	323	169	145	157	157	146	138	36	129	178

Tables

If the mayoral election were held today, which party would you vote for? (Leaning Voters With Undecided Totals) [1]

| | Total | Gender | | Age | | | | Neighbourhood | | | | |
		Male	Female	18-34	35-49	50-64	65+	Scarborough	North York	East York	Etobicoke-York	Old Toronto
Olivia Chow	31.7%	26.9%	36.2%	33.6%	33.7%	21%	38.5%	30.1%	26.5%	30.4%	26.3%	41.3%
Brad Bradford	12.2%	13.7%	10.8%	8.6%	14.3%	13.9%	12.4%	14.4%	11%	25%	13.6%	7.8%
Marco Mendicino	9%	7.2%	10.7%	7%	6.7%	13.6%	8.8%	5.6%	9.8%	17.2%	7.2%	11%
John Tory	20.3%	24.2%	16.6%	14.3%	24.9%	23.5%	19.2%	16.6%	24.4%	19.1%	29%	14%
Another Candidate	12.3%	12.7%	12.1%	16.7%	10.2%	14.1%	8%	12.9%	13%	5.5%	11.8%	13.2%
Undecided	14.4%	15.3%	13.6%	19.8%	10.1%	14.1%	13.1%	20.6%	15.3%	2.9%	12.1%	12.8%
Unweighted Frequency	611	306	305	90	119	142	260	128	142	32	122	187
Weighted Frequency	611	304	323	169	145	157	157	146	138	36	129	178

Tables

If the mayoral election were held today, which party would you vote for? (Decided And Leaning Voters) [1]

| | Total | Gender | | Age | | | | Neighbourhood | | | | |
		Male	Female	18-34	35-49	50-64	65+	Scarborough	North York	East York	Etobicoke-York	Old Toronto
Olivia Chow	37.1%	31.9%	42%	41.9%	37.5%	24.3%	44.3%	38.2%	31.3%	31%	29.8%	47.4%
Brad Bradford	14.2%	16.2%	12.3%	10.8%	15.9%	16.2%	14.2%	17.7%	12.9%	26.1%	15.4%	8.9%
Marco Mendicino	10.5%	8.4%	12.5%	8.7%	7.5%	15.8%	10.1%	7.2%	11.6%	17.4%	8.1%	12.5%
John Tory	23.6%	28.4%	19%	17.9%	27.7%	27.4%	22.1%	20.6%	28.6%	19.6%	33%	16%
Another Candidate	14.6%	15.1%	14.1%	20.8%	11.3%	16.4%	9.2%	16.2%	15.6%	6%	13.7%	15.2%
Unweighted Frequency	527	263	264	72	107	122	226	102	124	31	108	162
Weighted Frequency	527	304	323	169	145	157	157	137	136	42	132	181

Tables

Generally speaking, do you think the City of Toronto is headed in the right or wrong direction? [1]

| | Total | Gender | | Age | | | | Neighbourhood | | | | |
		Male	Female	18–34	35–49	50–64	65+	Scarborough	North York	East York	Etobicoke-York	Old Toronto
Right Direction	29.4%	23.3%	35.2%	32.4%	30.5%	19.1%	35.6%	30.2%	24%	21.9%	26.6%	36.5%
Wrong Direction	50%	59.3%	41.3%	45.2%	51.4%	63.8%	40.2%	50.2%	51.4%	53.4%	56.6%	43.5%
Not Sure	20.5%	17.3%	23.5%	22.3%	18.1%	17.1%	24.2%	19.5%	24.7%	24.6%	16.8%	20%
Unweighted Frequency	611	306	305	90	119	142	260	128	142	32	122	187
Weighted Frequency	611	304	323	169	145	157	157	146	138	36	129	178

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Tables

Generally speaking, do you think the City of Toronto is headed in the right or wrong direction? [2]

	Total	Chow	Bradford	Mendicino	Tory	Other	Undecided
				Provincial Voting Intention			
Right Direction	29.4%	69.4%	9.6%	9.3%	9.7%	13.9%	16.5%
Wrong Direction	50%	11.8%	84.4%	73.1%	76.4%	79%	38.5%
Not Sure	20.5%	18.8%	5.9%	17.6%	13.8%	7.1%	45%
Unweighted Frequency	611	186	67	49	117	61	131
Weighted Frequency	611	188	67	51	119	71	131

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Tables

To what extent are you satisfied with the performance of Olivia Chow as Mayor so far? [1]

| | Total | Gender | | Age | | | | Neighbourhood | | | | |
		Male	Female	18-34	35-49	50-64	65+	Scarborough	North York	East York	Etobicoke-York	Old Toronto
Very Dissatisfied	36.2%	42.8%	30%	33%	39.1%	44.2%	28.9%	41.8%	36.3%	35.5%	38.8%	29.8%
Somewhat Dissatisfied	17.2%	18.2%	16.2%	18.9%	16.8%	16.8%	16%	15.6%	22.1%	27.9%	17.7%	12.1%
Neither Dissatisfied Nor Satisfied	10.8%	11.5%	10.1%	10.7%	11.8%	10.7%	10.1%	7.4%	10%	8%	14.1%	12.4%
Somewhat Satisfied	19.8%	16.4%	23%	21.1%	17.1%	16.2%	24.3%	14.1%	18.5%	21.5%	17.4%	26.8%
Very Satisfied	11.6%	8.4%	14.6%	9.4%	11.7%	9.3%	16.3%	12.5%	6.6%	7.1%	10.1%	16.8%
Not Sure	4.4%	2.7%	6%	6.8%	3.5%	2.8%	4.4%	8.7%	6.5%	0%	1.8%	2.1%
Unweighted Frequency	611	306	305	90	119	142	260	128	142	32	122	187
Weighted Frequency	611	304	323	169	145	157	157	146	138	36	129	178

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Tables

To what extent are you satisfied with the performance of Olivia Chow as Mayor so far? [2]

	Total	Provincial Voting Intention					
		Chow	Bradford	Mendicino	Tory	Other	Undecided
Very Dissatisfied	36.2%	9.3%	59.3%	52.7%	58.5%	62.4%	21.9%
Somewhat Dissatisfied	17.2%	7%	22.3%	19.2%	25.2%	19%	20%
Neither Dissatisfied Nor Satisfied	10.8%	7.9%	5.5%	13.9%	7.3%	8.9%	20.7%
Somewhat Satisfied	19.8%	38.5%	6.3%	14.3%	8.5%	5.7%	20%
Very Satisfied	11.6%	35.1%	2.9%	0%	0.5%	0%	3.4%
Not Sure	4.4%	2.2%	3.7%	0%	0%	3.9%	14%
Unweighted Frequency	611	186	67	49	117	61	131
Weighted Frequency	611	188	67	51	119	71	131

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Tables

To what extent are you satisfied with the performance of Toronto City Council? [1]

| | Total | Gender | | Age | | | | Neighbourhood | | | | |
		Male	Female	18-34	35-49	50-64	65+	Scarborough	North York	East York	Etobicoke-York	Old Toronto
Very Dissatisfied	31.7%	36.1%	27.7%	28.7%	34.9%	41.9%	21.9%	32.9%	27.8%	31.9%	39.9%	27.8%
Somewhat Dissatisfied	20.9%	23.4%	18.5%	17.6%	21%	22.2%	23%	19.6%	25.7%	24.6%	19%	18.8%
Neither Dissatisfied Nor Satisfied	23%	22.6%	23.3%	27.8%	20.1%	18.7%	24.7%	24.4%	26.9%	19.5%	17.5%	23.5%
Somewhat Satisfied	13.7%	8.3%	18.7%	13.5%	12.2%	10.2%	18.7%	11.7%	10.6%	12%	12.8%	18.7%
Very Satisfied	4.4%	4.6%	4.1%	3.3%	7.5%	3.5%	3.5%	2.9%	4.1%	12%	4.2%	4.4%
Not Sure	6.3%	5%	7.6%	9.1%	4.4%	3.4%	8.1%	8.5%	4.8%	0%	6.7%	6.8%
Unweighted Frequency	611	306	305	90	119	142	260	128	142	32	122	187
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To what extent are you satisfied with the performance of Toronto City Council? [2]

	Total	Chow	Bradford	Mendicino	Tory	Other	Undecided
				Provincial Voting Intention			
Very Dissatisfied	31.7%	9.8%	51.5%	42.9%	41.2%	66.4%	21.2%
Somewhat Dissatisfied	20.9%	14.9%	23.4%	18.1%	32.4%	17%	20.9%
Neither Dissatisfied Nor Satisfied	23%	27.6%	16.2%	22.9%	16.6%	6.7%	34.4%
Somewhat Satisfied	13.7%	29.2%	3.8%	12.8%	6.5%	3.5%	9%
Very Satisfied	4.4%	12.6%	2.6%	0%	1.7%	0%	0%
Not Sure	6.3%	5.9%	2.4%	3.3%	1.6%	6.4%	14.5%
Unweighted Frequency	611	186	67	49	117	61	131
Weighted Frequency	611	188	67	51	119	71	131

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Tables

In your opinion, what is the most pressing issue facing Toronto now? [1]

	Total	Gender		Age				Neighbourhood				
		Male	Female	18–34	35–49	50–64	65+	Scarborough	North York	East York	Etobicoke-York	Old Toronto
Solving traffic congestion	22.5%	24.1%	21.1%	26.6%	17.5%	23.9%	21.4%	18.8%	19.5%	32%	29.7%	20.8%
Building more housing	19.7%	17.9%	21.5%	22.3%	15.9%	17.9%	22.3%	19.5%	16.3%	16%	15%	26.8%
Crime and public safety	24.6%	24.1%	25.1%	23.7%	25.8%	25.3%	24%	29.8%	30.2%	23.4%	22.5%	17.9%
Economic development and employment,	8.7%	9.1%	8.4%	6.6%	8.4%	11.3%	8.9%	9.1%	7.3%	3.3%	14.2%	6.7%
Investing and building more public transit	8.6%	9.3%	7.9%	9.7%	12%	6.3%	6.6%	8.6%	8.2%	3.6%	3.4%	13.6%
Local services such as libraries and recreation	3.7%	3.9%	3.5%	2.2%	6.6%	2.9%	3.4%	2.3%	3.6%	13.6%	3.1%	3.4%
Municipal taxation	6.5%	8.1%	4.9%	4.2%	6.8%	8.8%	6.3%	5.1%	7.9%	4.9%	8.2%	5.6%
Another issue	5.6%	3.4%	7.6%	4.8%	6.9%	3.5%	7.3%	6.8%	7%	3.3%	3.7%	5.3%
Unweighted Frequency	611	306	305	90	119	142	260	128	142	32	122	187
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In your opinion, what is the most pressing issue facing Toronto now? [2]

	Total		Provincial Voting Intention					
		Chow	Bradford	Mendicino	Tory	Other	Undecided	
Solving traffic congestion	22.5%	17.2%	24.7%	29.2%	27.5%	23%	21.7%
Building more housing	19.7%	37.6%	10.6%	14.6%	11.3%	9.1%	14.4%
Crime and public safety	24.6%	12.5%	36.2%	23.3%	33.3%	30.9%	25.3%
Economic development and employment,	8.7%	6.8%	6.5%	8.5%	11.1%	6%	12.2%
Investing and building more public transit	8.6%	14.7%	1.9%	14.1%	4.3%	6.7%	6%
Local services such as libraries and recreation	3.7%	8%	2.6%	3.4%	0%	2.4%	2.3%
Municipal taxation	6.5%	0%	16.5%	4.5%	6.9%	15.8%	5.9%
Another issue	5.6%	3.2%	0.9%	2.3%	5.6%	6.3%	12.3%
Unweighted Frequency	611	186	67	49	117	61	131
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