

2026 TORONTO MUNICIPAL ELECTION POLLING RESULTS

August 2026



The Toronto Region Board of Trade engaged the team at Ipsos to help us understand what Torontonians are most concerned about heading into the municipal election this October.

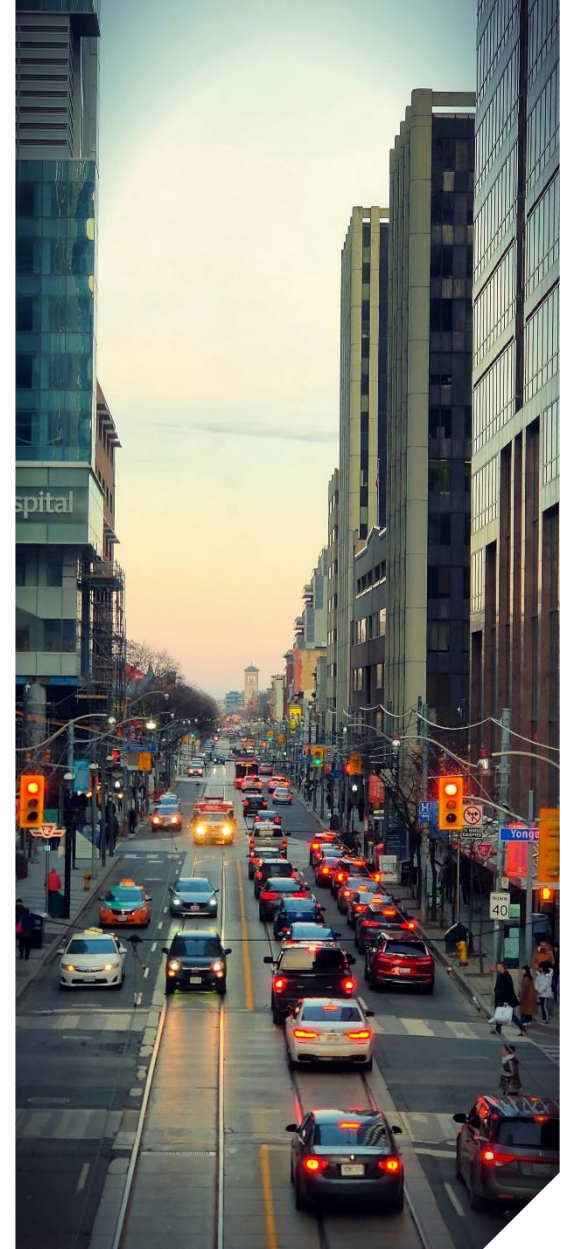
They surveyed approximately 800 residents, and the results were interesting!

Background and Objectives

The survey was fielded online between July 20 to Aug 4, 2026.

A total of $n = 801$ surveys were completed by adults aged 18 and older who live in Toronto (Regions of Toronto include Old Toronto, North York, Scarborough, Etobicoke, York, and East York) via the Ipsos I-Say Panel.

The results are considered accurate to within ± 4.2 percentage points, 19 times out of 20, of what the results would be had all Torontonians over 18 been polled.

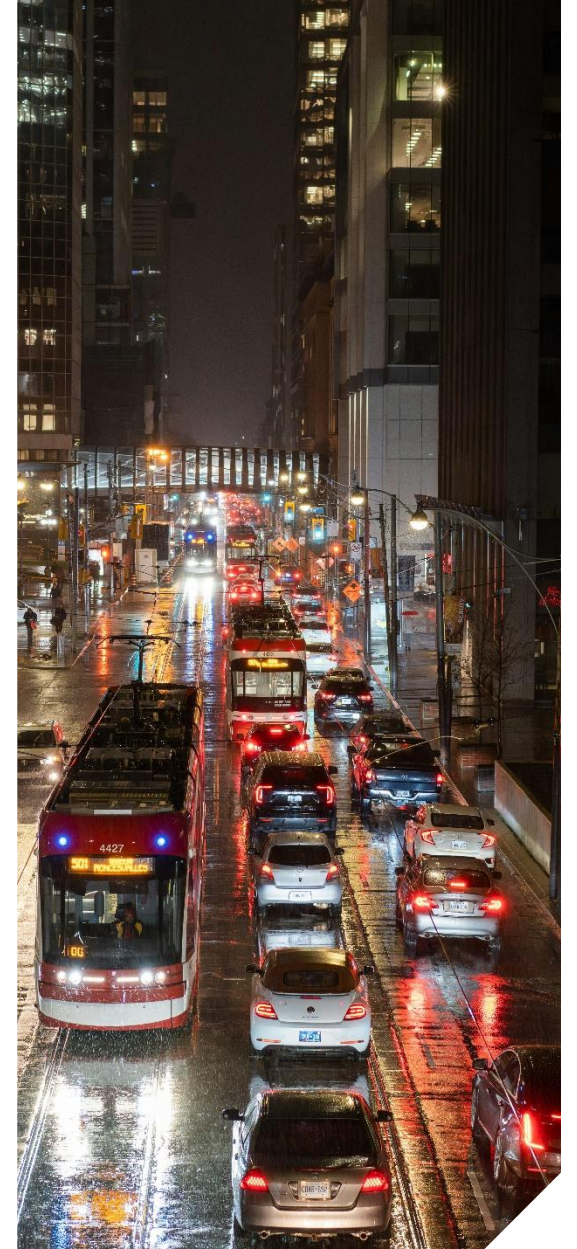
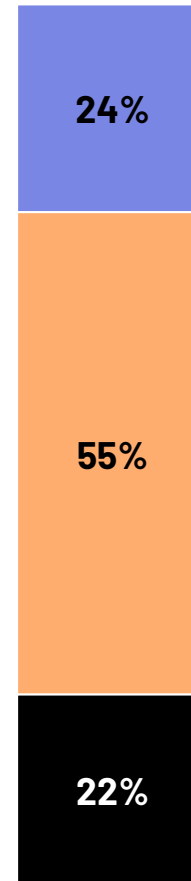


Toronto residents are most concerned with the rising cost of living and recognize it's impacting our competitive edge and liveability.

More than half of Torontonians think Toronto's prosperity is on the wrong track (55%).

Torontonians think that Toronto's prosperity is on the wrong track (55%), with only a quarter (24%) thinking it's heading in the right direction. One in five (22%) aren't sure either way.

- Right direction
- Wrong track
- Don't know

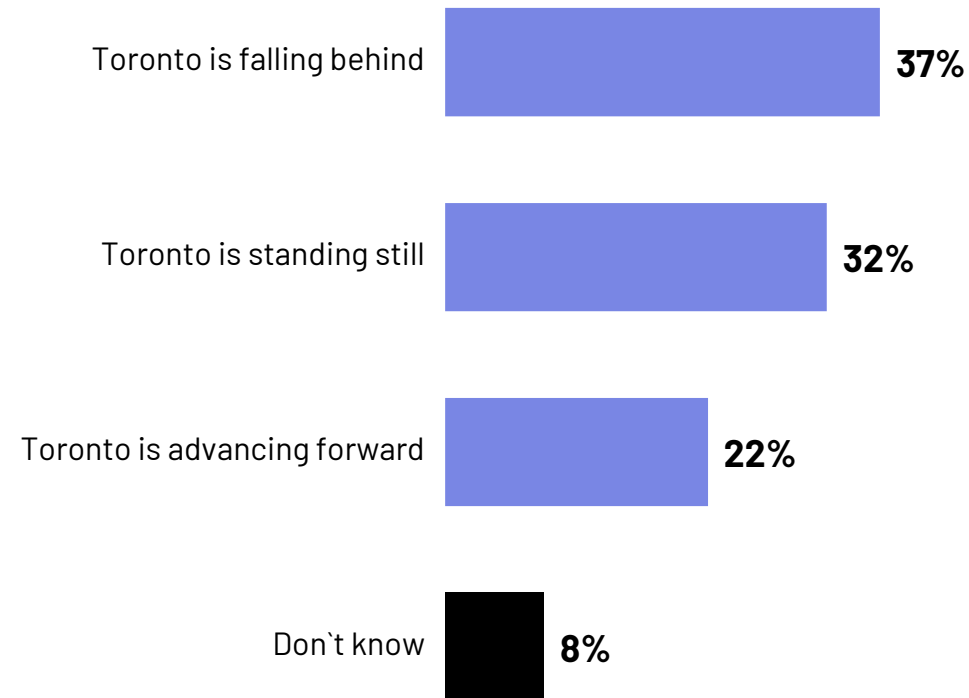


Base: All respondents (n=801)
Q3. Do you think the City of Toronto's prosperity is generally heading in the right direction, or is it on the wrong track?

More Torontonians believe Toronto is falling behind (37%) than moving forward (22%).

Residents are more likely to say Toronto is falling behind (37%) than advancing (22%).

Another one-third believe the city is standing still, suggesting limited confidence in its current direction.



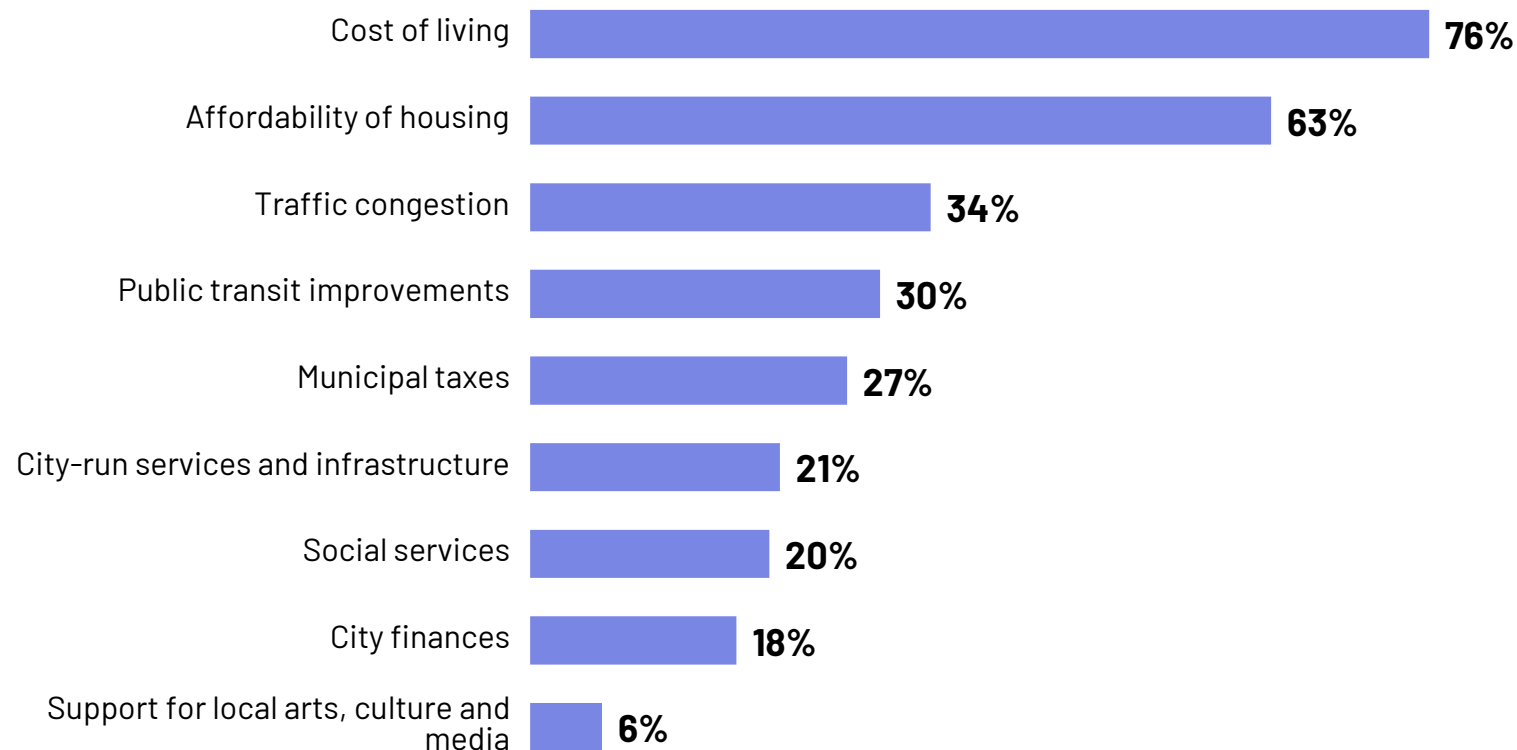
Base: All respondents (n=801)
Q11. When you think about Toronto's future, which best describes your view?

Cost of living (76%), housing affordability (63%), and traffic congestion (34%) are top economic concerns for Torontonians.

When asked to select their top 3 most important economic issues pertaining to the City of Toronto, cost of living emerged as the leading concern among Torontonians.

Housing affordability followed closely at 63%.

Beyond affordability concerns, Torontonians also identified traffic congestion (34%) and public transit improvements (30%).

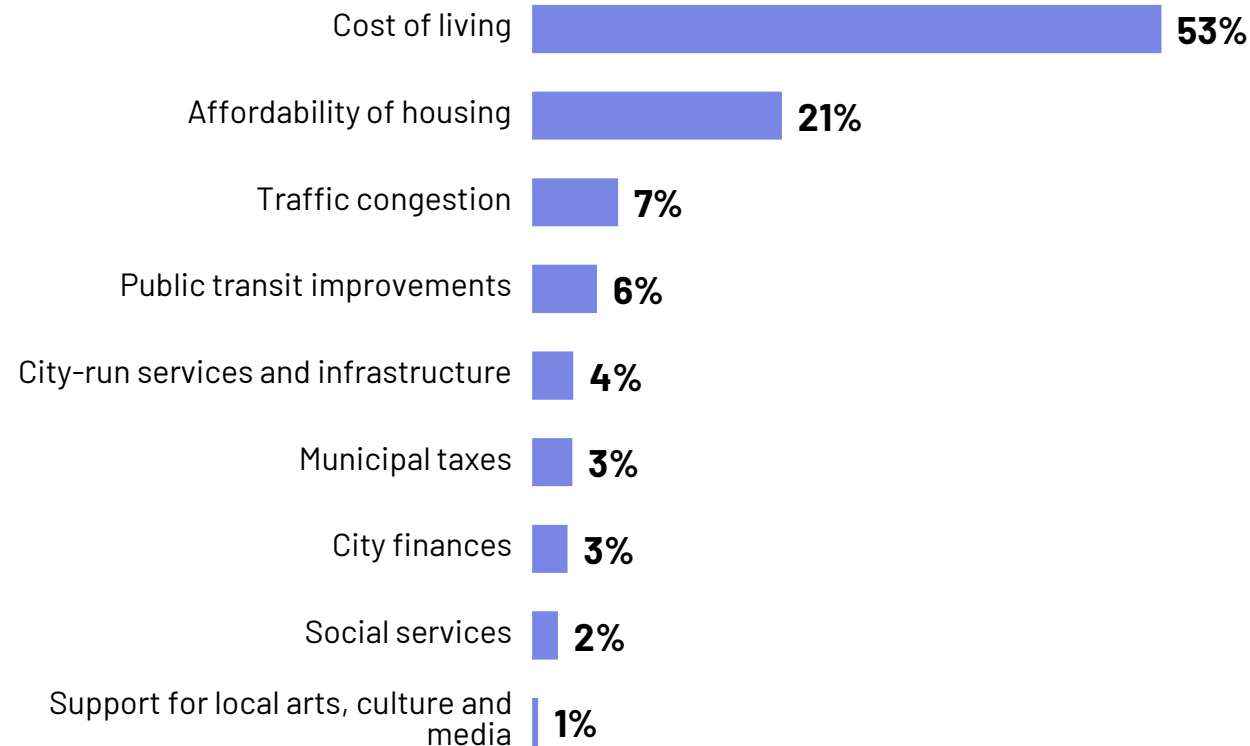


Base: All respondents (n=801)

Q1. What are the most important issues, related to Toronto's economy, that you'd like the City of Toronto to focus on? Please choose up to 3.

The most important economic challenge facing Torontonians is cost of living (53%).

When asked to identify the **number one** challenge, more than half of Torontonians (53%) identify the cost of living as the most significant challenge facing Toronto's economy, making it the clear top concern.



Base: All respondents (n=801)

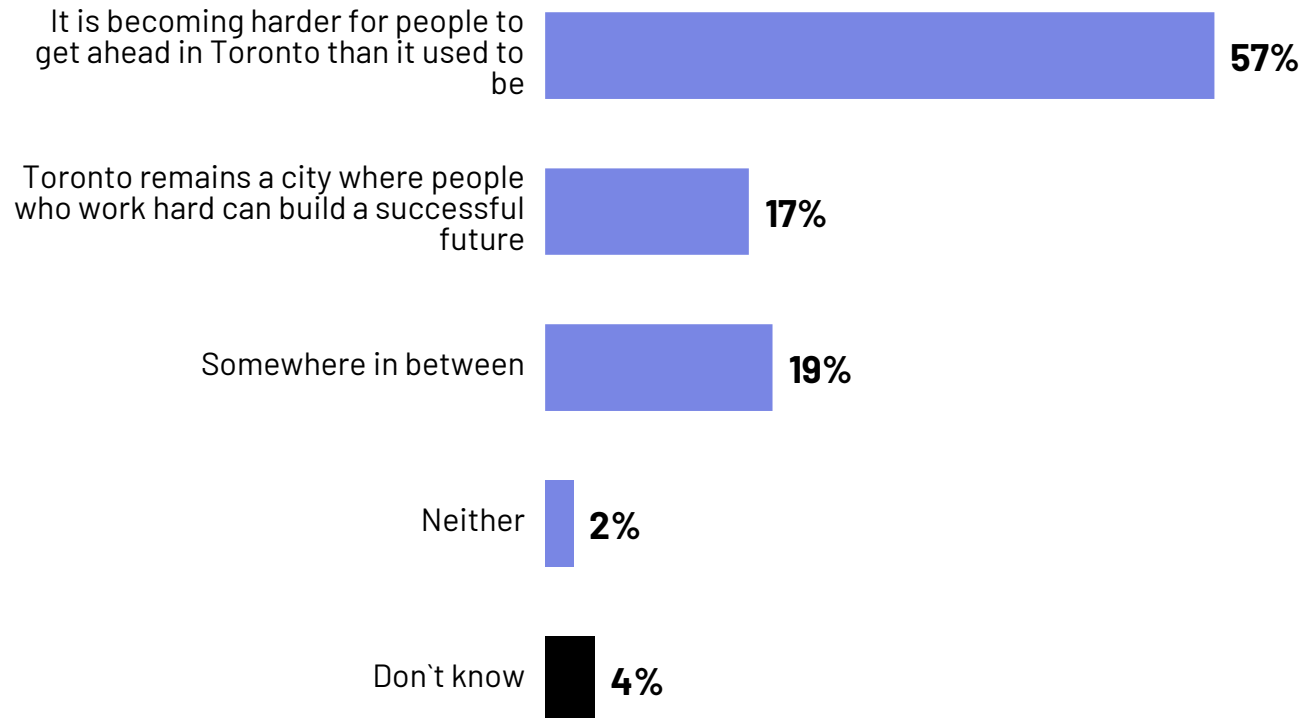
Q2. Which ONE of these do you believe is the most important challenge facing Toronto's economy today? *small base size

These challenges are impacting residents' quality of life and making them question both their economic outlook and their future in the city.

Most Torontonians believe it is becoming harder for people to get ahead in the city (57%).

A majority of residents feel opportunities are becoming less accessible now than in the past.

Fewer than one in five believe Toronto remains a place where hard work is enough to build a successful future (17%), while 19% sit somewhere in between.



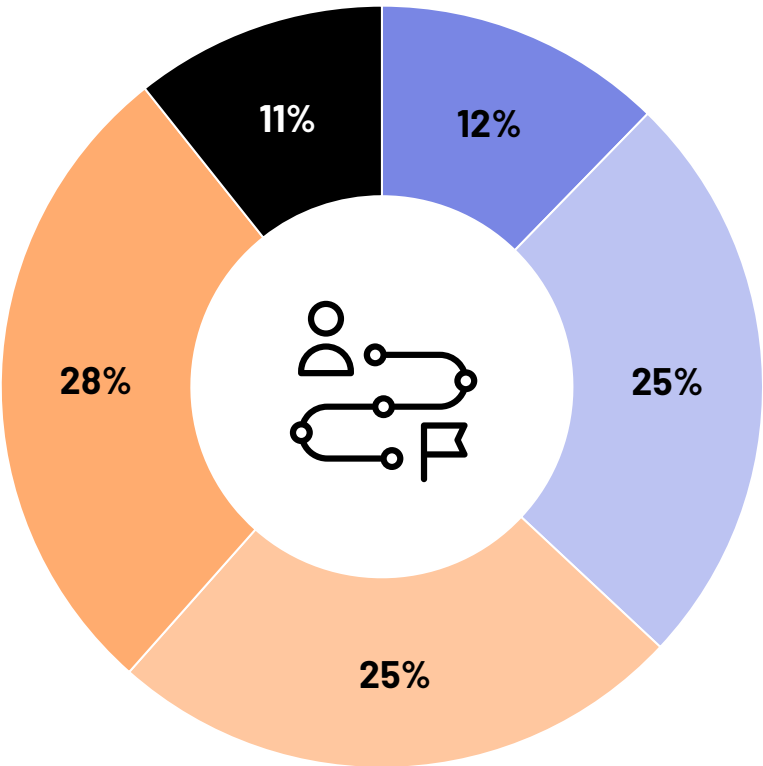
Base: All respondents (n=801)
Q12. Which comes closer to your view?

More than one-third of residents (rising to roughly half of young residents) say they are at least somewhat likely to leave Toronto.

Although most residents expect to remain in Toronto over the next five years (53%), a sizable minority (37%) indicate they are at least somewhat likely to move away in the next 5 years.

Younger generations are driving this sentiment, with over half of Gen Z residents (52%) and nearly half of Millennials (46%) reporting they are likely to leave, compared with 33% of Gen X residents and just 19% of Boomers.

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- Don't know



T2B : 37%

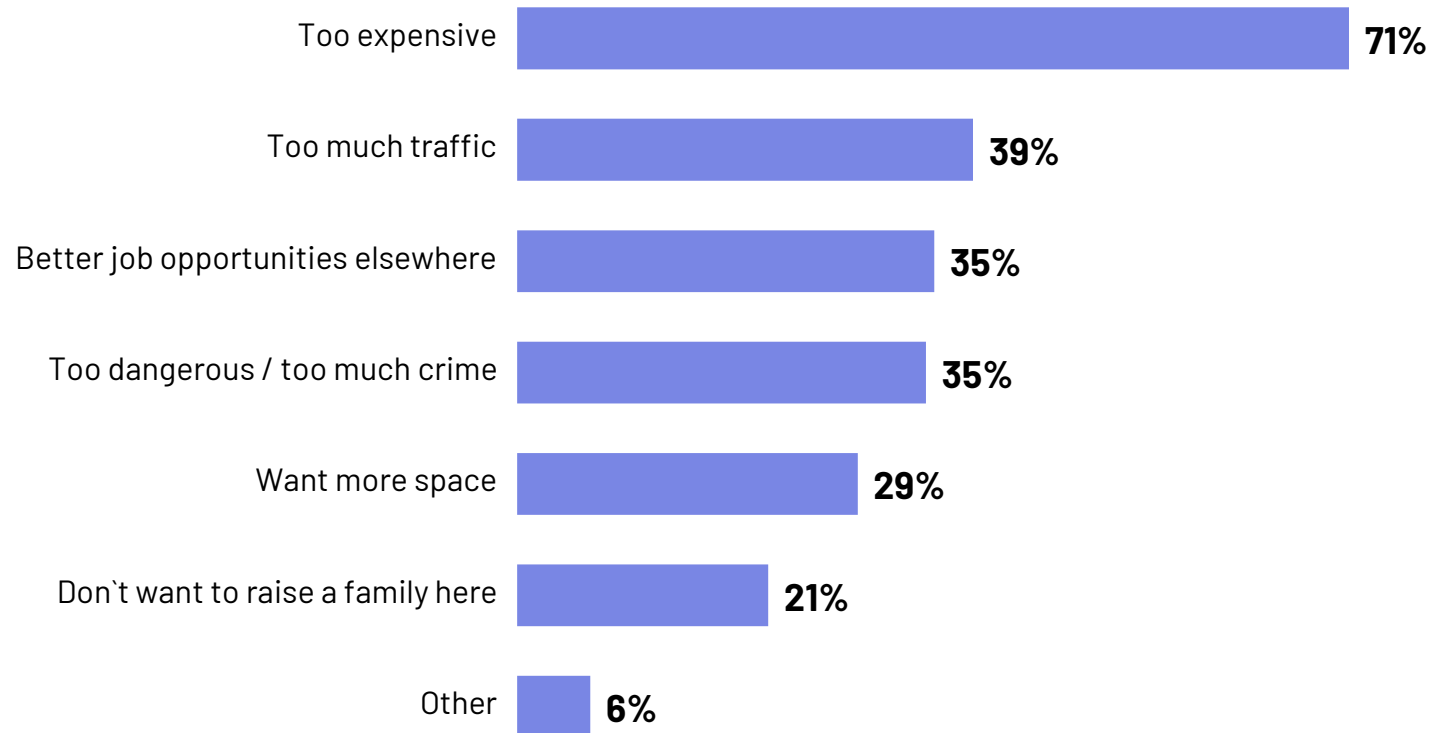
Base: All respondents (n=801)
Q19. How likely are you to move out of the City of Toronto (Toronto, Scarborough, East York, Etobicoke, North York) in the next five years?



The high cost of living is the primary reason residents would consider leaving Toronto (71%).

Affordability is the dominant motivation for considering a move, far outpacing concerns about traffic, job opportunities, safety, or housing space. 71% say it's too expensive, while 39% say there's too much traffic, 35% say there's better job opportunities elsewhere or that it's too dangerous.

Cost pressures clearly underpin residents' intentions to leave. Three quarters (75%) of renters are leaving because it's too expensive compared to 61% of homeowners.



Torontonians see affordability, quality of life, and economic competitiveness as deeply connected. They understand what it takes to build a prosperous future.

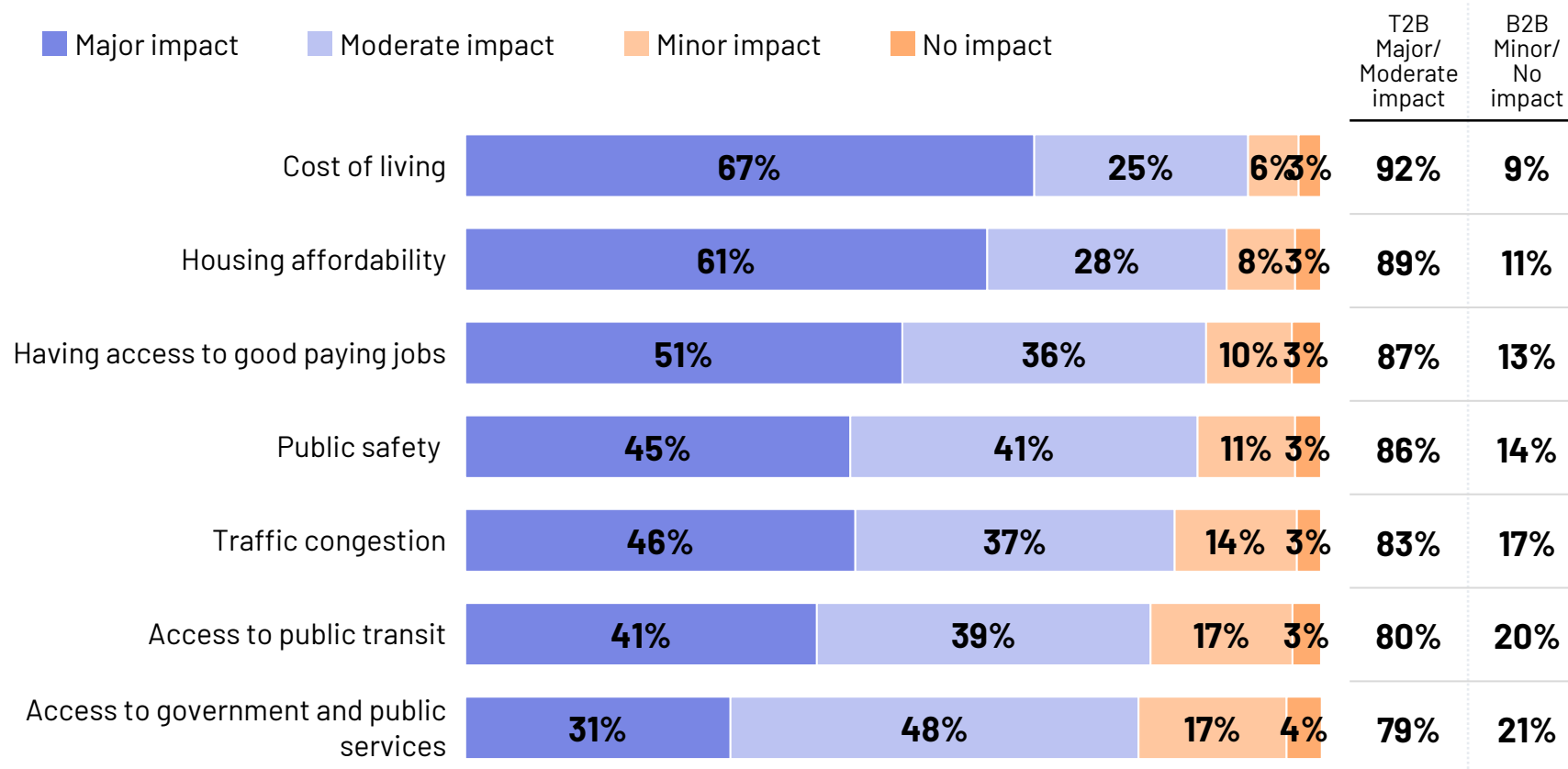


Cost of living (92%) and housing affordability (89%) are seen as having the biggest impact on Toronto's future prosperity and competitiveness.

Residents overwhelmingly believe affordability-related challenges will shape Toronto's economic future, with cost of living (92%) and housing affordability (89%) having the biggest impact.

Access to good-paying jobs (87%) and public safety (86%) are also seen as major contributors to future prosperity and competitiveness, along with traffic congestion (83%), public transit access (80%), and government and public services access (79%).

A strong majority (85%) of those who use public transit several times a week think access to public transit has a moderate or major impact on Toronto's future.



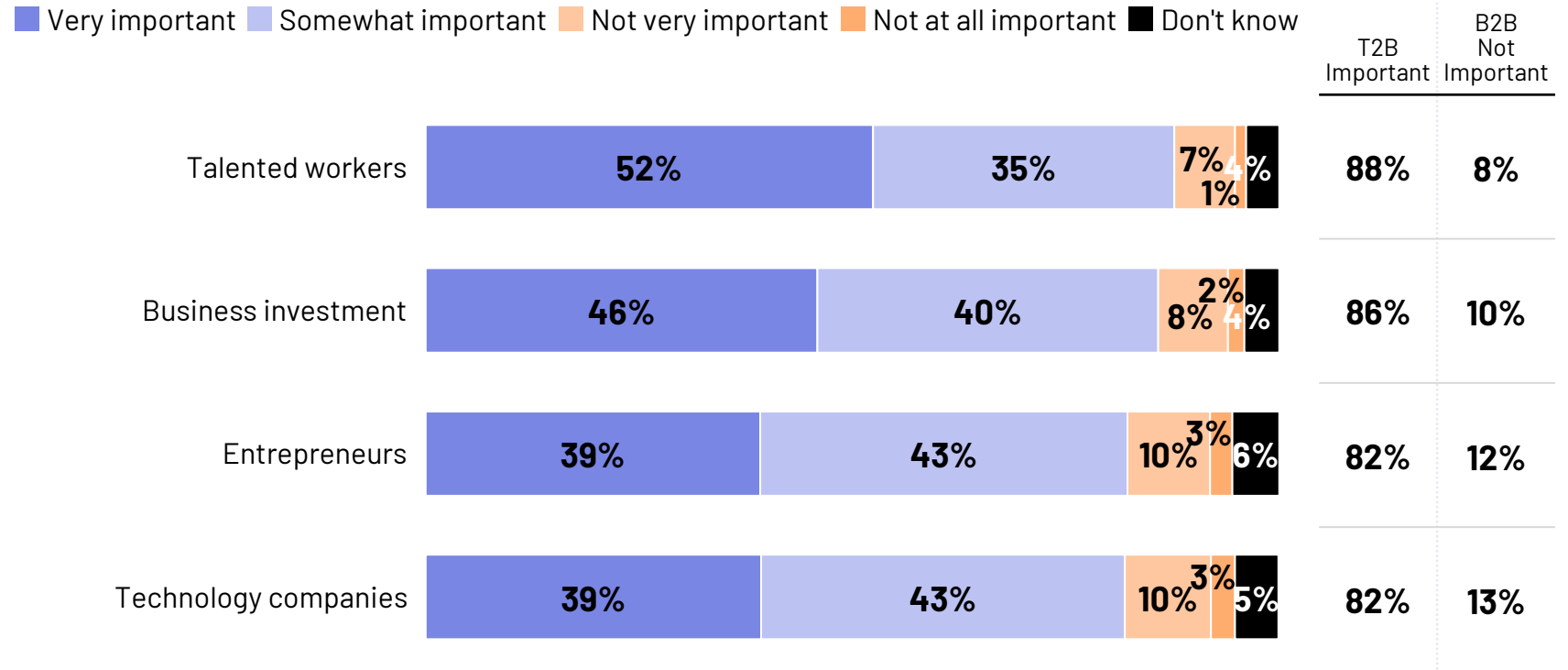
Base: All respondents (n=801)
Q16. What impact do you think each of the following has on Toronto's future prosperity and competitiveness?

Strong majorities say attracting talent, investment, entrepreneurs, and technology companies is important to Toronto's future.

There is broad consensus that economic growth drivers matter for Toronto's success, with business owners driving this position.

Nearly nine in ten residents view attracting, retaining, and growing talented workers (88%) and business investment (86%) as important priorities for the coming decade.

Four in 5 say it's important that Toronto do the same for entrepreneurs (82%) and technology companies (82%).



Base: All respondents (n=801)
Q13A. Looking ahead to the next decade, how important is it to you that Toronto can attract, retain and grow the following

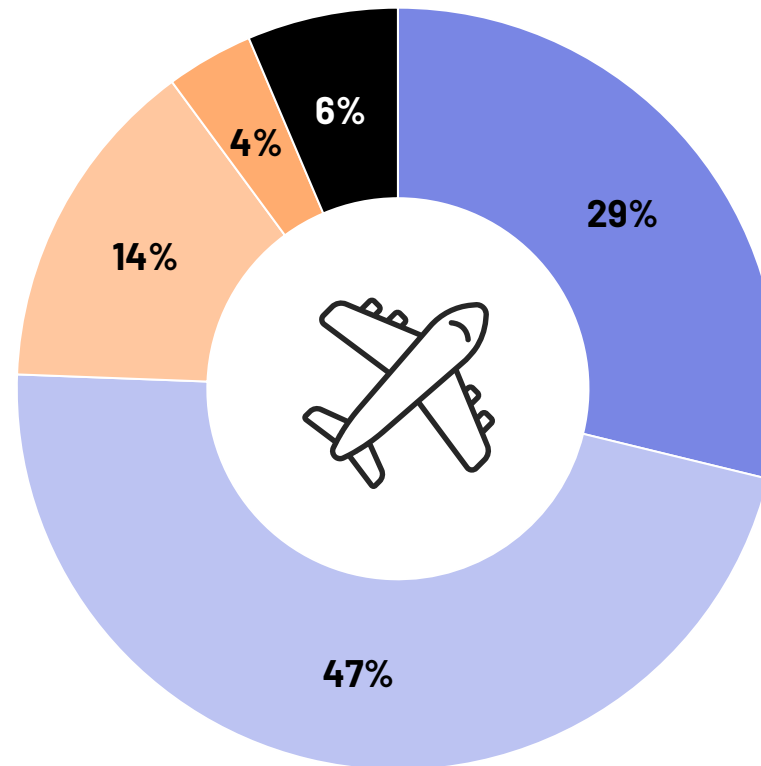
Residents are ready for action. They want City Hall to move faster on these issues and try new, innovative solutions before it's too late.



Three-quarters (76%) of residents are concerned that Toronto could lose talented workers and young professionals (76%).

Concern about talent retention is widespread, with most residents worried that skilled workers and young professionals may leave the city over the next decade: 29% are very concerned and 47% are somewhat concerned.

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned
- Don't know

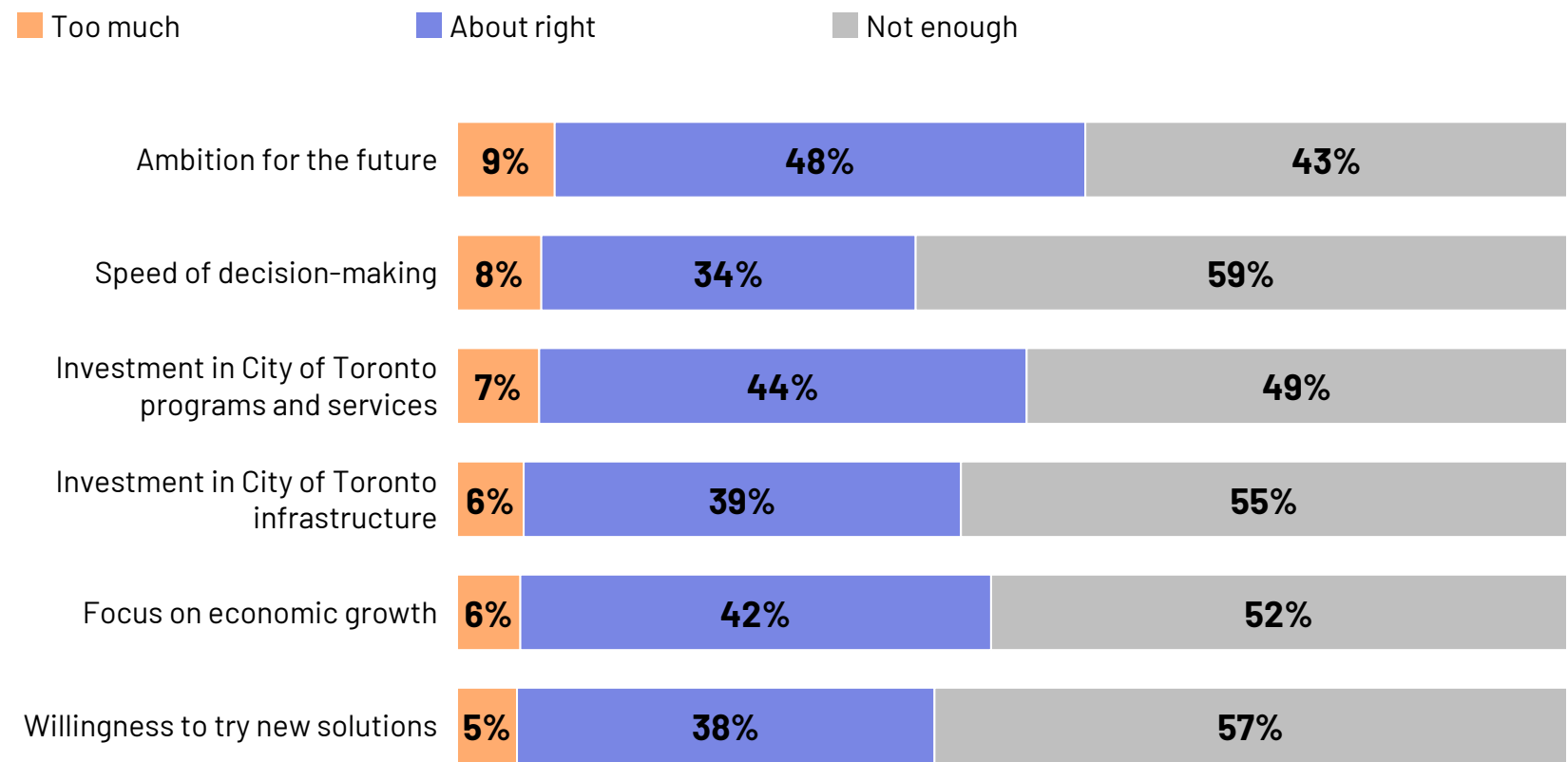


T2B : 76%

Base: All respondents (n=801)
Q18. How concerned are you that Toronto could lose talented workers and young professionals to other cities over the next decade?

Residents want faster decision making, more willingness to try new solutions, and more investment in infrastructure.

Majorities believe the city lacks speed in decision-making (59%), willingness to try new solutions (57%), infrastructure investment (55%), and economic focus (52%).

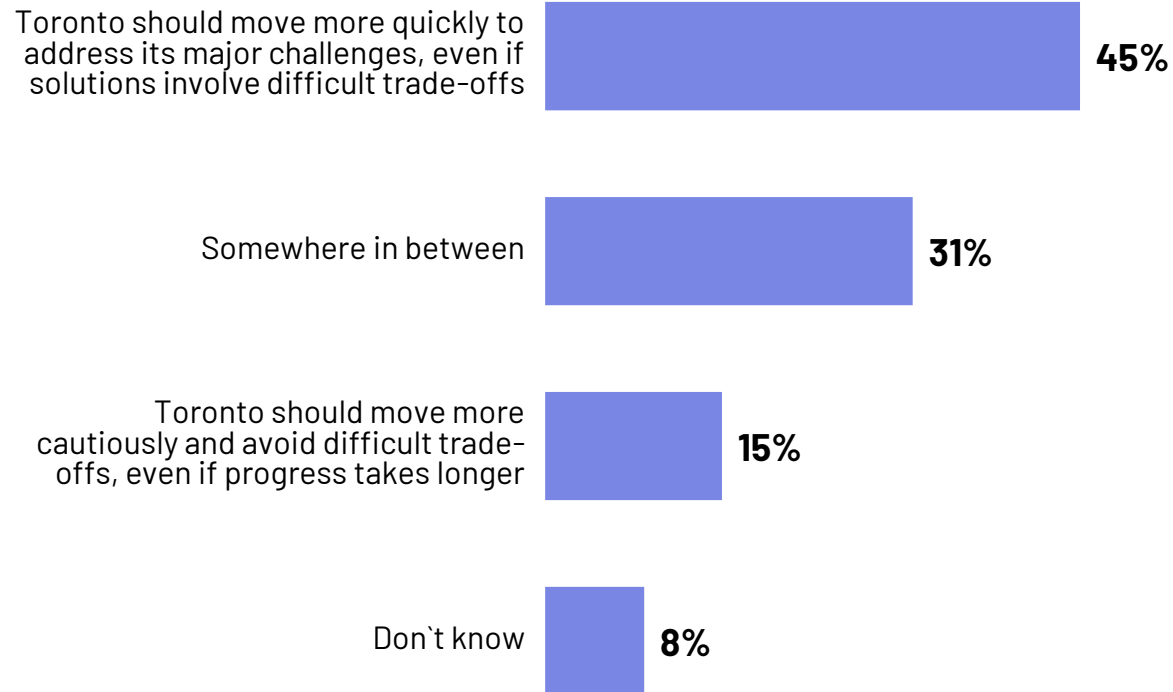


Base: All respondents (n=801)
Q26. Thinking about Toronto's future, do you believe there is too much, about the right amount, or not enough of the following



Residents favour faster action on Toronto's challenges, even if it requires difficult trade-offs (45%).

Torontonians are more likely to support decisive action than a cautious approach to policymaking – 45% believe the city should move more quickly to address major challenges, despite potential trade-offs, while only 15% think Toronto should move more cautiously.



Base: All respondents (n=801)
Q22. Which comes closer to your view?