

Toronto Decides

Stuck in traffic and squeezed by costs, Toronto voters say congestion, transit and affordability are top concerns.

*CP24/CTV News Toronto/Nanos Mayoral Election Survey
released October 8th, 2026*



Nanos conducted a survey on behalf of CP24 and CTV News Toronto ahead of the 2026 mayoral election. Visit www.cp24.com, www.ctvnews.ca/toronto or www.nanos.co to access the latest data and analysis.

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Toronto's mayoral race is unfolding against a backdrop of mounting affordability pressures. Traffic tops residents' quality-of-life concerns, while housing costs and property taxes are leading affordability priorities. Nearly three-quarters say Toronto has become less affordable over the last four years. Many residents report cutting discretionary spending and delaying major purchases, and nearly one in four are considering leaving the city.

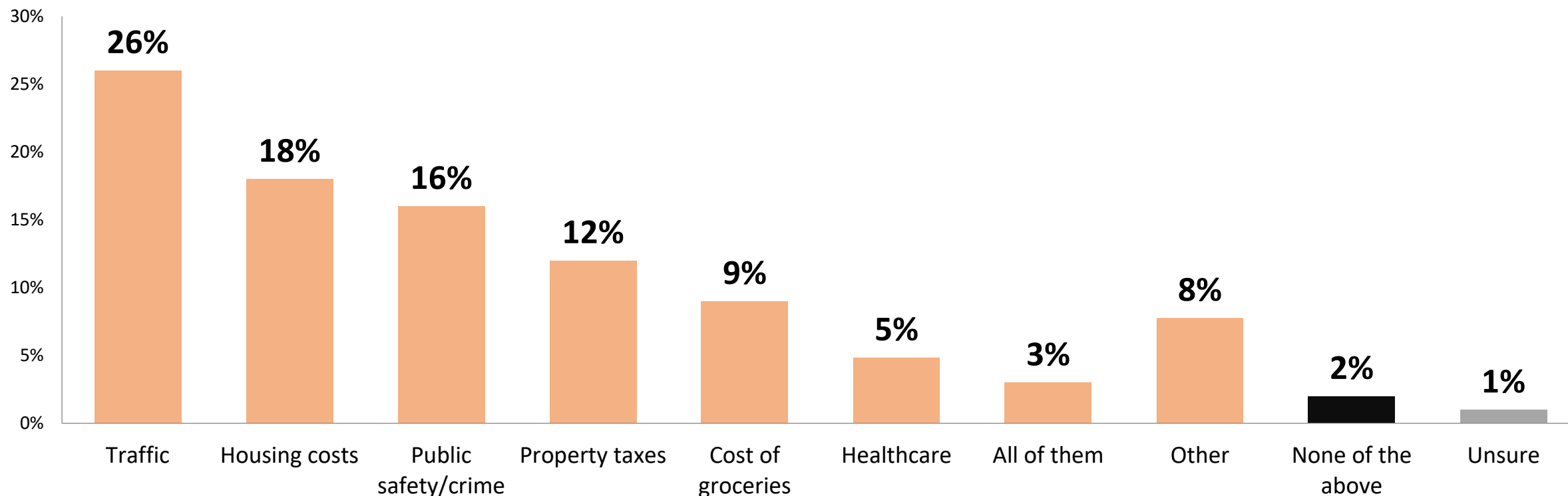
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***Nik Nanos, Chief Data Scientist
October 8th, 2026***

Biggest problem affecting quality of life – Top responses

Toronto – Municipal Special Issue – (September 30th to October 4th, 2026, n=755)

Question: Our next few questions have to do with quality of life in the City of Toronto. Among the following, what is the single biggest problem affecting your quality of life in Toronto today? [RANDOMIZE] [SELECT ONE]



Source: CP24/CTV News Toronto/Nanos Research, RDD dual frame hybrid telephone and online random survey of Toronto residents, September 30th to October 4th, 2026, n=755, accurate 3.6 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)



Biggest problem affecting quality of life – Top responses – by region age and gender

Toronto – Municipal Special Issue (September 30th to October 4th, 2026, n=755)

Question: Our next few questions have to do with quality of life in the City of Toronto. Among the following, what is the single biggest problem affecting your quality of life in Toronto today? [RANDOMIZE] [SELECT ONE]

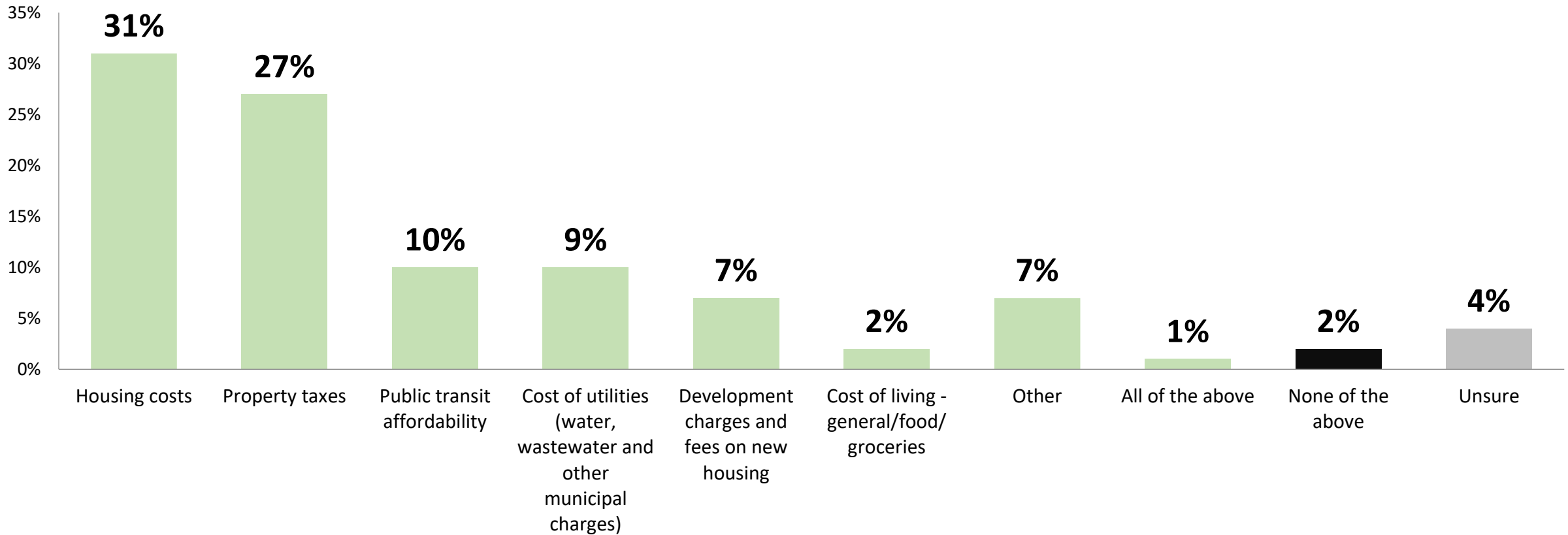
	Toronto 2026-10-04 (n=755)	Scarborough (n=167)	Etobicoke/York (n=159)	North York (n=184)	Toronto/East York (n=245)	Men (n=387)	Women (n=367)	18 to 34 (n=170)	35 to 54 (n=232)	55 plus (n=353)
Traffic	26.1%	23.8%	28.4%	26.8%	25.8%	28.1%	24.2%	19.6%	29.5%	28.9%
Housing costs	18.1%	18.8%	14.5%	22.5%	16.8%	18.2%	18.0%	31.5%	14.1%	10.6%
Public safety/crime	15.9%	18.2%	18.4%	12.6%	15.0%	17.1%	14.8%	19.4%	12.6%	15.3%
Property taxes	12.2%	13.9%	12.3%	13.7%	10.0%	13.5%	11.1%	7.2%	16.5%	13.4%
Cost of groceries	8.5%	10.0%	6.7%	8.4%	8.9%	7.7%	9.3%	6.0%	7.1%	11.3%
Healthcare	4.8%	3.3%	4.2%	3.8%	7.0%	2.5%	7.0%	2.9%	6.3%	5.4%
All of them	2.7%	3.2%	4.4%	2.9%	1.1%	1.8%	3.6%	4.0%	2.6%	1.8%
Other	7.8%	3.9%	6.1%	6.7%	12.3%	7.7%	7.8%	9.1%	7.4%	7.0%
None of the above	2.4%	2.9%	3.7%	2.2%	1.5%	2.1%	2.7%	-	2.5%	4.2%
Unsure	1.4%	2.0%	1.3%	0.5%	1.6%	1.3%	1.4%	0.4%	1.3%	2.1%

Source: CP24/CTV News Toronto/Nanos Research, RDD dual frame hybrid telephone and online random survey of Toronto residents, September 30th to October 4th, 2026, n=755, accurate 3.6 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

Affordability issue to address first

Toronto – Municipal Special Issue – (September 30th to October 4th, 2026, n=755)

Question: Among the following, which affordability issue should the next mayor address first? [RANDOMIZE] [SELECT ONE]



Source: CP24/CTV News Toronto/Nanos Research, RDD dual frame hybrid telephone and online random survey of Toronto residents, September 30th to October 4th, 2026, n=755, accurate 3.6 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)



Affordability issue to address first – by region age and gender

Toronto – Municipal Special Issue (September 30th to October 4th, 2026, n=755)

Question: Among the following, which affordability issue should the next mayor address first? [RANDOMIZE] [SELECT ONE]

	Toronto 2026-10-04 (n=755)	Scarborough (n=167)	Etobicoke/ York (n=159)	North York (n=184)	Toronto/East York (n=245)	Men (n=387)	Women (n=367)	18 to 34 (n=170)	35 to 54 (n=232)	55 plus (n=353)
Housing costs	31.2%	23.6%	34.3%	30.9%	34.6%	29.3%	32.7%	35.6%	28.8%	29.4%
Property taxes	26.8%	30.1%	27.3%	28.7%	22.7%	31.1%	22.9%	15.1%	34.0%	31.1%
Public transit affordability	9.6%	7.5%	10.5%	7.1%	12.4%	9.3%	10.0%	11.0%	7.9%	9.7%
Cost of utilities (water, wastewater and other municipal charges)	9.5%	12.2%	7.5%	10.4%	8.2%	8.4%	10.5%	10.5%	12.1%	7.2%
Development charges and fees on new housing	7.4%	11.7%	2.9%	11.0%	4.9%	8.1%	6.8%	8.3%	7.3%	6.9%
Cost of living - general/food/groceries	1.8%	1.1%	0.6%	3.1%	2.2%	1.1%	2.5%	2.5%	1.9%	1.3%
None of the above	1.7%	-	3.2%	1.7%	1.9%	2.3%	1.2%	2.1%	0.8%	2.0%
All of the above	1.0%	1.1%	1.6%	0.4%	1.1%	1.2%	1.0%	0.4%	1.8%	1.1%
Other	6.6%	8.2%	7.1%	4.7%	6.5%	5.7%	7.3%	10.6%	2.2%	6.2%
Unsure	4.4%	4.4%	5.0%	2.1%	5.7%	3.6%	5.1%	4.0%	3.3%	5.4%

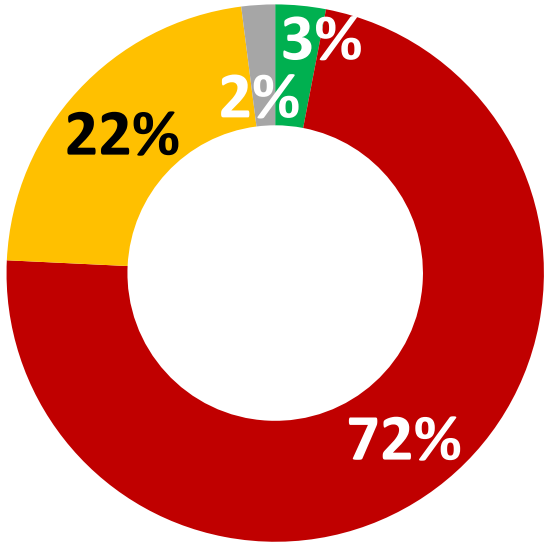
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Affordability in Toronto

Toronto – Municipal Special Issue – (September 30th to October 4th, 2026, n=755)

Question: Compared to four years ago, do you believe Toronto is becoming more affordable, less affordable, or staying about the same?

	Scarborough (n=167)	Etobicoke/ York (n=159)	North York (n=184)	Toronto/East York (n=245)	Men (n=387)	Women (n=367)	18 to 34 (n=170)	35 to 54 (n=232)	55 plus (n=353)
Less affordable	78.3%	73.0%	78.3%	62.9%	70.2%	74.0%	74.5%	74.6%	69.0%
About the same	14.1%	23.5%	16.1%	30.7%	22.1%	21.7%	18.8%	21.4%	24.6%
More affordable	5.1%	2.3%	2.4%	3.8%	4.7%	2.3%	4.1%	2.0%	3.8%



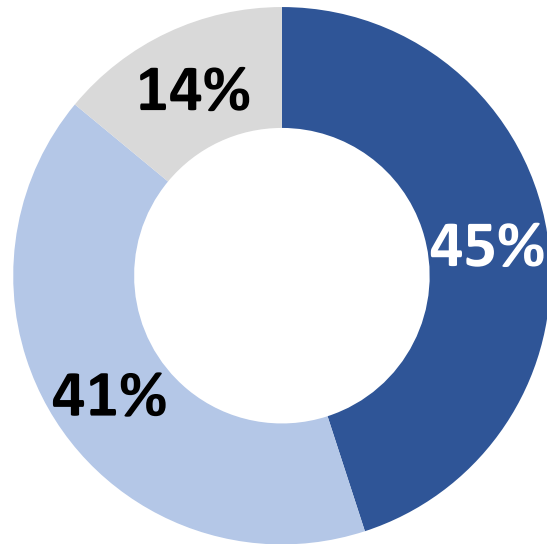
More affordable Less affordable
About the same Unsure

Source: CP24/CTV News Toronto/Nanos Research, RDD dual frame hybrid telephone and online random survey of Toronto residents, September 30th to October 4th, 2026, n=755, accurate 3.6 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

Services and property taxes in Toronto

Toronto – Municipal Special Issue – (September 30th to October 4th, 2026, n=755)

Question: Which of the following statements comes closest to your view? [ROTATE]



- The City should keep property tax increases low, even if it means fewer services
- The City should raise taxes if it means maintaining or improving services
- Unsure

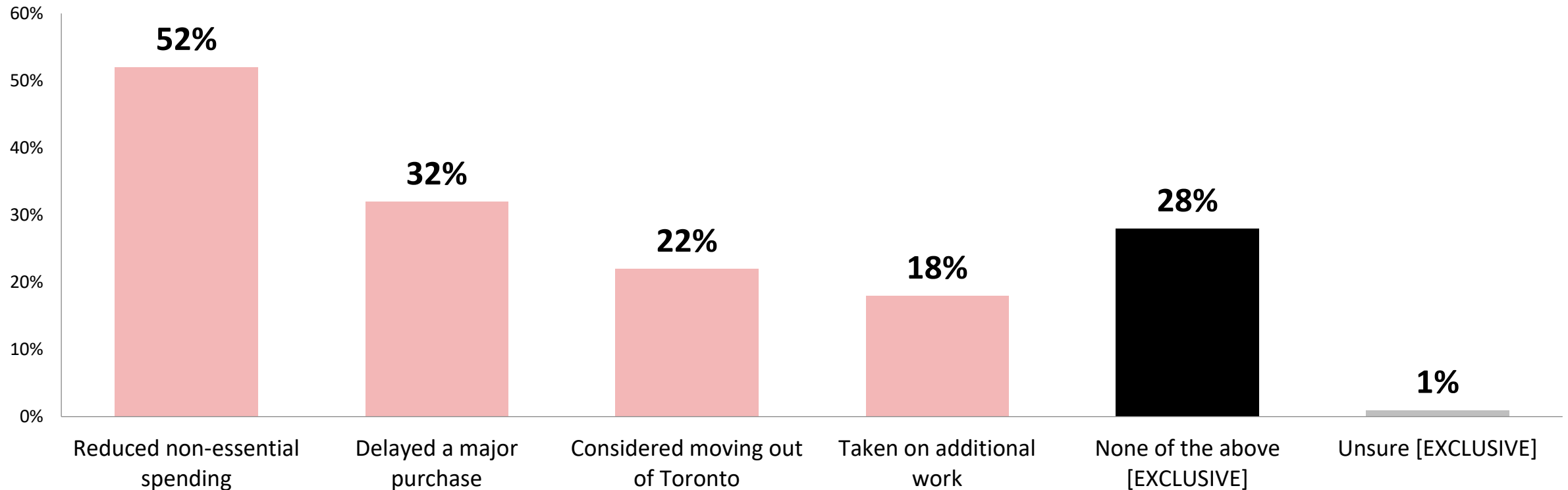
The City should keep property tax increases low, even if it means fewer services								
Scarborough (n=167)	Etobicoke/ York (n=159)	North York (n=184)	Toronto/East York (n=245)	Men (n=387)	Women (n=367)	18 to 34 (n=170)	35 to 54 (n=232)	55 plus (n=353)
57.0%	43.7%	47.0%	36.4%	49.7%	41.0%	46.5%	47.8%	42.5%
The City should raise taxes if it means maintaining or improving services								
Scarborough (n=167)	Etobicoke/ York (n=159)	North York (n=184)	Toronto/East York (n=245)	Men (n=387)	Women (n=367)	18 to 34 (n=170)	35 to 54 (n=232)	55 plus (n=353)
30.0%	40.2%	34.2%	54.2%	37.9%	43.8%	37.8%	36.6%	46.1%

Source: CP24/CTV News Toronto/Nanos Research, RDD dual frame hybrid telephone and online random survey of Toronto residents, September 30th to October 4th, 2026, n=755, accurate 3.6 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

Changes in response to increasing cost of living

Toronto – Municipal Special Issue – (September 30th to October 4th, 2026, n=754)

Question: Have rising living costs caused you to make any of the following changes in the past year? [SELECT ALL THAT APPLY] [RANDOMIZE]



*Responses based on multiple selections.

Source: CP24/CTV News Toronto/Nanos Research, RDD dual frame hybrid telephone and online random survey of Toronto residents, September 30th to October 4th, 2026, n=754, accurate 3.6 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

Changes in response to increasing cost of living – by region age and gender

Toronto – Municipal Special Issue (September 30th to October 4th, 2026, n=754)

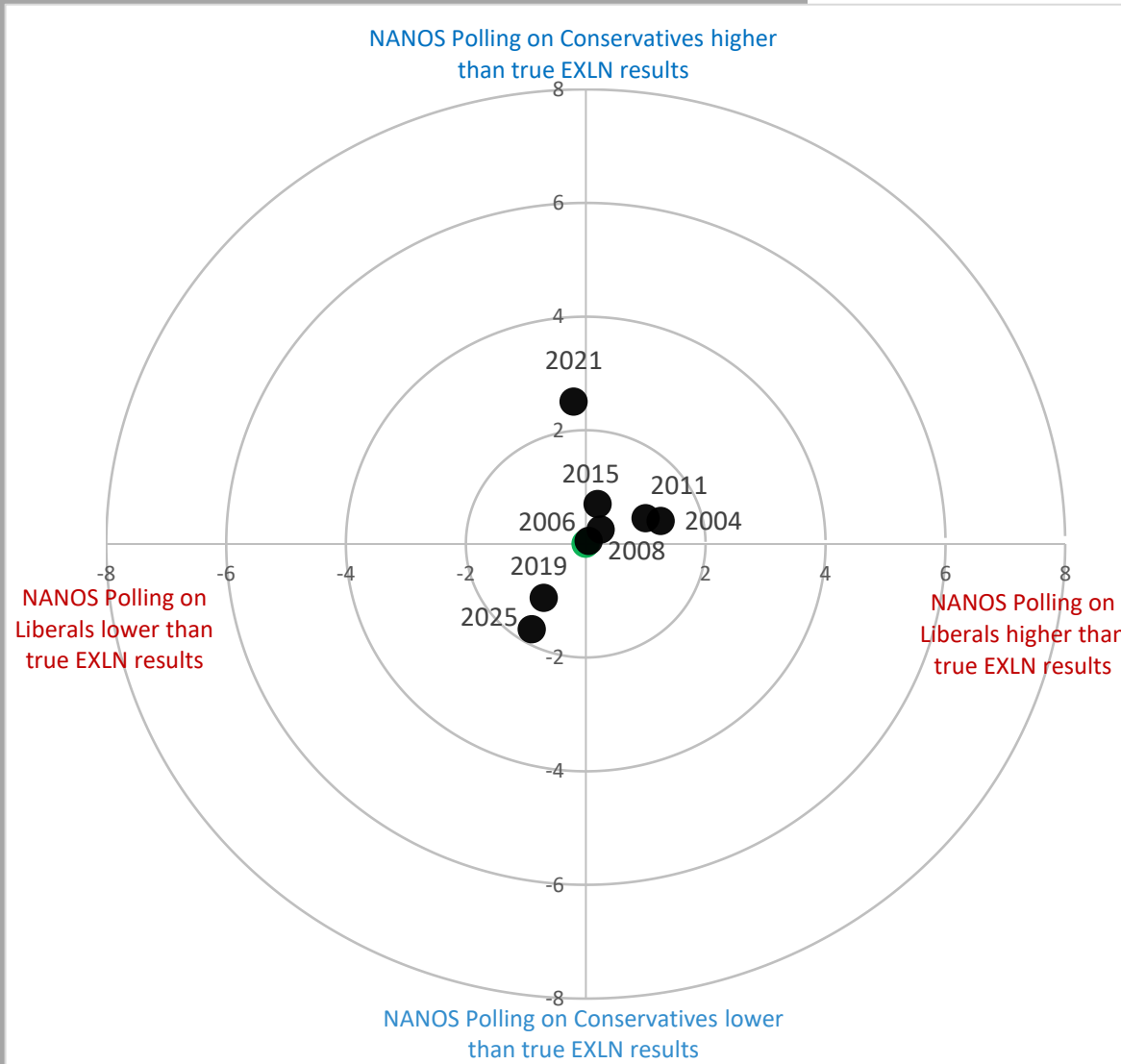
Question: Have rising living costs caused you to make any of the following changes in the past year? [SELECT ALL THAT APPLY] [RANDOMIZE]

	City of Toronto 2026-10-04 (n=754)	Scarborough (n=167)	Etobicoke/ York (n=159)	North York (n=183)	Toronto/East York (n=245)	Men (n=386)	Women (n=367)	18 to 34 (n=170)	35 to 54 (n=232)	55 plus (n=352)
Reduced non-essential spending	52.3%	59.7%	46.6%	55.4%	48.7%	50.8%	53.8%	64.2%	54.3%	42.4%
Delayed a major purchase	31.5%	33.0%	30.5%	33.5%	29.8%	32.2%	31.0%	46.4%	40.3%	15.4%
Considered moving out of Toronto	21.9%	25.2%	23.7%	23.8%	17.1%	24.2%	19.8%	39.5%	19.5%	10.4%
Taken on additional work	17.7%	18.0%	13.8%	21.1%	17.5%	18.4%	17.0%	29.8%	22.8%	5.6%
None of the above [EXCLUSIVE]	28.1%	17.1%	29.5%	23.0%	38.5%	26.3%	29.7%	14.3%	21.5%	42.3%
Unsure [EXCLUSIVE]	1.1%	1.2%	2.1%	0.4%	0.8%	1.2%	0.9%	0.6%	-	2.0%

*Responses based on multiple selections.

Source: CP24/CTV News Toronto/Nanos Research, RDD dual frame hybrid telephone and online random survey of Toronto residents, September 30th to October 4th, 2026, n=754, accurate 3.6 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

NANOS FEDERAL ELECTION TRACK RECORD SINCE 2004



This graph shows Nanos polling data for the two major parties compared to the actual Federal Election results. The green dot represents the election result. Black dots represent actual Nanos survey in each election. The closer a black dot is to the center (green dot), the closer the poll results are to the official election results.

METHODOLOGY

CP24/CTV News Toronto/Nanos conducted a RDD dual frame (cell- and land-lines) hybrid random telephone and online survey of 755 residents of Toronto aged 18 years and over, from September 30th to October 4th, 2026. Respondents were all randomly recruited through a dual-frame (cell- and land-line) RDD sample using live agents. One half of the sample was administered the questionnaire by telephone, and one half was administered online through the Nanos Insights Lab Probability Panel. The random sample was weighted by region, age and gender according to the latest Canadian census data.

A random survey of 755 residents of Toronto is accurate ± 3.6 percentage points, plus or minus, 19 times out of 20.

The full methodology is detailed in the [technical note](#) in this report. This research was conducted and released in accordance with the standards of the [CRIC](#) of which the firm is an accredited member.

Full data tables with weighted and unweighted number of interviews is here. **Tables within the report that have significant differences are highlighted in yellow.**

Note: Charts may not add up to 100 due to rounding.



Element	Description	Element	Description
Research sponsor	CP24/CTV News Toronto	Weighting of Data	The results may be weighted by region age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Toronto. See tables for full weighting disclosure.
Population and Final Sample Size	755 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Insights Lab and RDD cell- and land-lines.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line or internet could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Toronto.
Margin of Error	±3.6 percentage points, 19 times out of 20.	Estimated Response Rate	10 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (cell- and land-lines) hybrid random telephone and online survey. Half the sample was administered by telephone with live agents, and half was administered online through the Nanos Insights Lab.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both cell- and land-lines RDD (Random Digit Dialed) across Toronto.	Question Content	Questions contained in this report are the issue tracking portion of the questionnaire. The first module focused on the state of the race.
Demographics (Captured)	City of Toronto; Toronto and East York; Etobicoke / York; North York; Scarborough; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.	Question Wording	The questionnaire explores ballot questions, issue questions identified by CP24 and CTV News Toronto, and demographics.
Demographics (Other)	Age, gender, home ownership	Research/Data Collection Supplier	Nanos Research
Fieldwork/Validation	Live interviews with live supervision to validate work.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com .
Number of Calls	Maximum of five call backs for the telephone sample.	Tabulations	By region, age, gender, likelihood to vote and number of weighted and unweighted interviews
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm		
Field Dates	September 30 th to October 4 th , 2026		
Language of Survey	The survey was conducted in English.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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EthicStratēgies

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Region: BC

Region: PR

Region: ON

Region: QC

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Consumer Confidence Index

Expectations Index

Pocketbook Index

Consumer Confidence Index

12/13/2024

> Canada

Region: ATL

Region: BC

Region: ON

Region: PR

Region: QC

Region

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As of Friday, December 13, 2024

Consumer Confidence Index. A

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