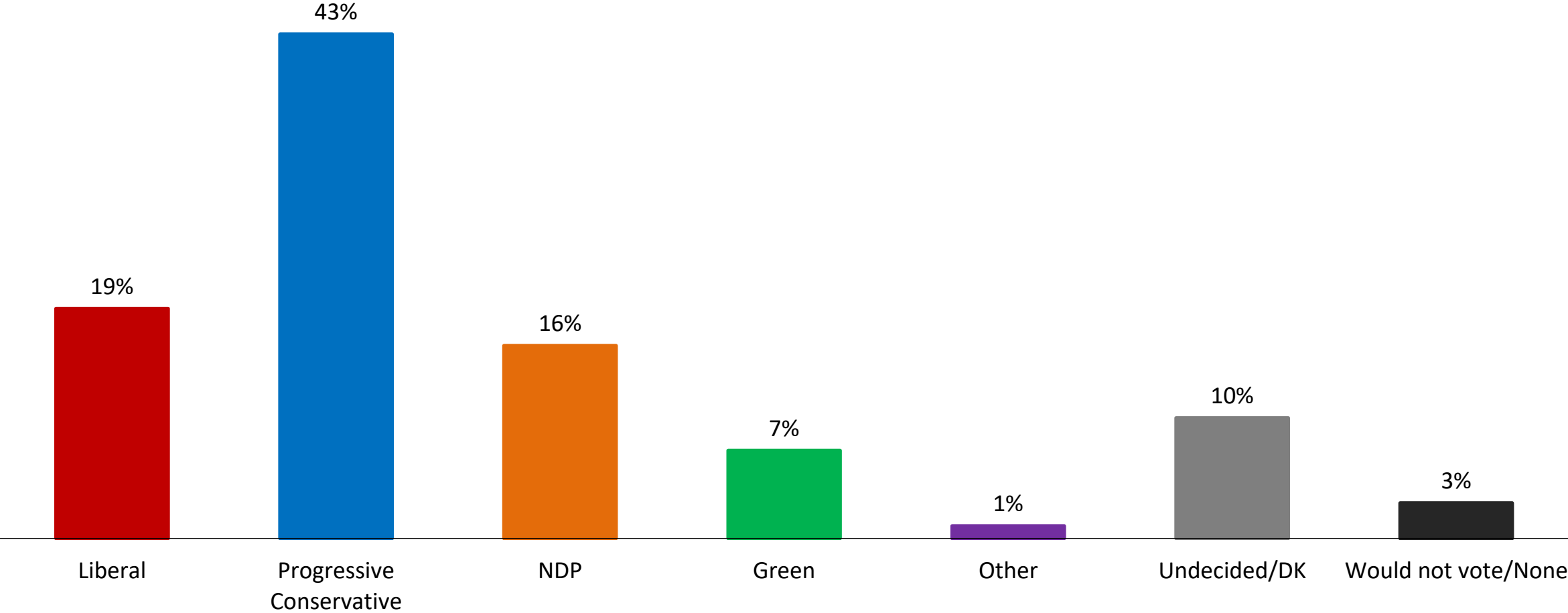# Ontario Election

Online Public Opinion Research
Field Dates: January 29 to 31, 2025
Release Date: January 31, 2025
Sponsored and Conducted by Innovative Research Group Inc.

Provincial Vote

Provincial Combined Vote: At 43%, the Progressive Conservatives lead the Liberals by 24 points

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; n=800]

Liberal	Progressive Conservative	NDP	Green	Other	Undecided/DK	Would not vote/None
19%	43%	16%	7%	1%	10%	3%

Current data: February 2025

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Provincial Vote Tracking: The Progressive Conservatives continue to hold a comfortable lead over the other parties
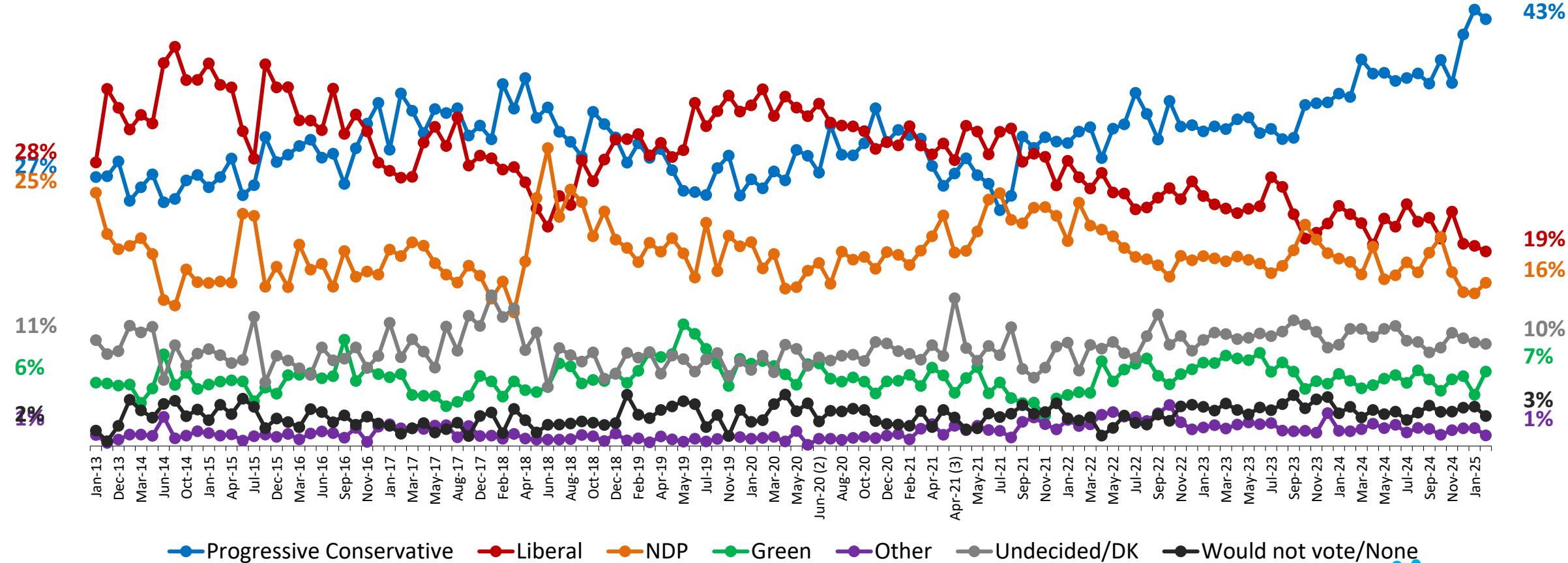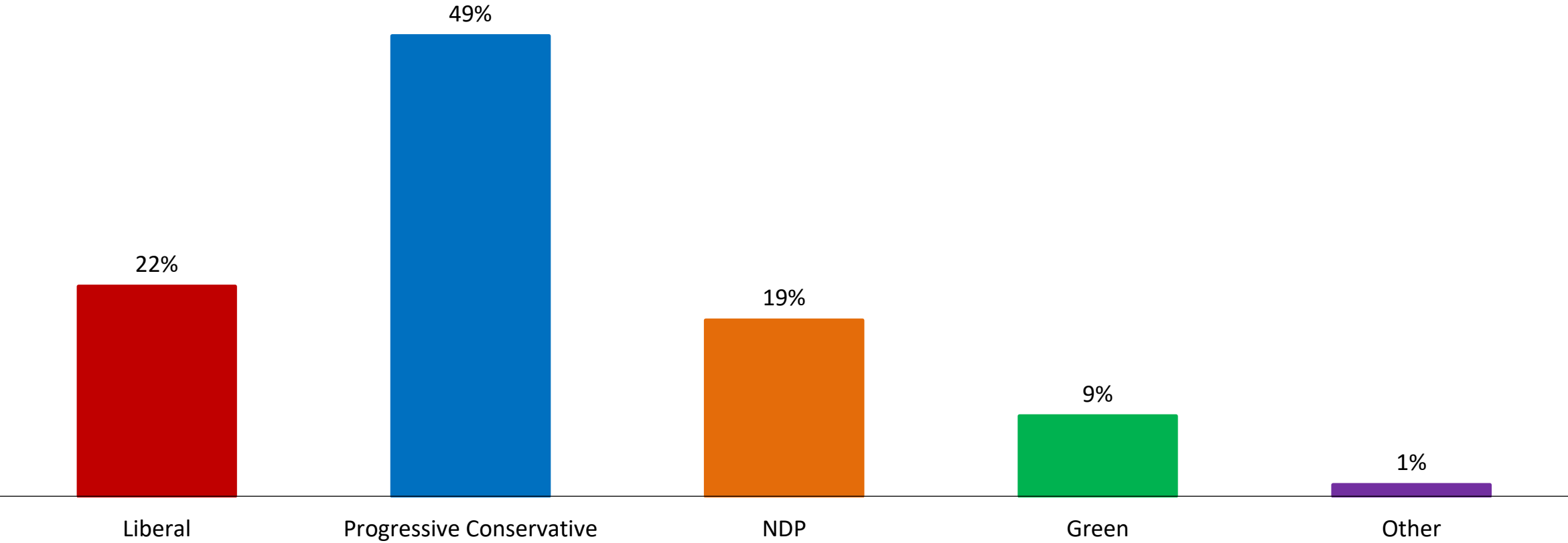
Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; n=800]

Legend: Progressive Conservative · Liberal · NDP · Green · Other · Undecided/DK · Would not vote/None

Current data: February 2025

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Provincial Decided Vote: Nearly half are decided on voting for the Progressive Conservatives, Liberals at 22%, NDP at 19%

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[decided voters only; n=695]

Liberal	22%
Progressive Conservative	49%
NDP	19%
Green	9%
Other	1%

Current data: February 2025

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Provincial Decided Vote Tracking: Progressive Conservatives maintain their strong lead over the other parties on decided vote
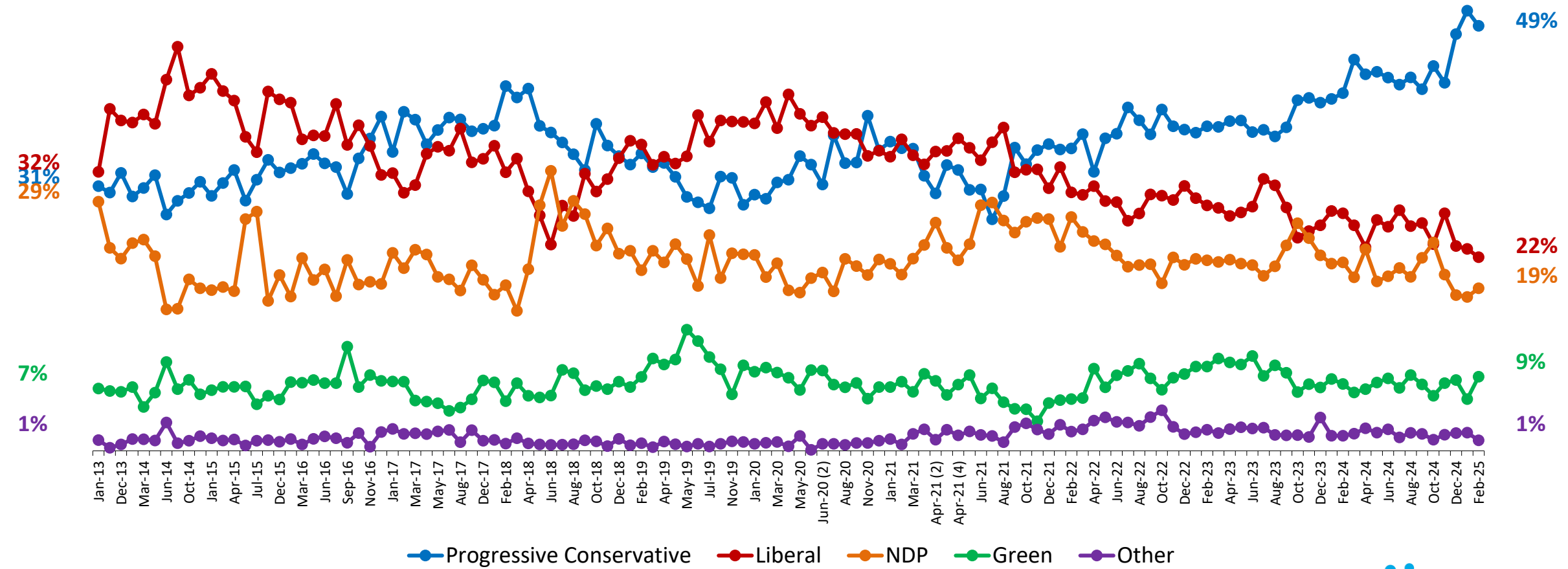
Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[only decided voters; n=695]

Progressive Conservative — Liberal — NDP — Green — Other

Current data: February 2025

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Combined Vote by Value Cluster: Progressive Conservatives lead in all value clusters except Core Left where the NDP lead

Value Clusters

Provincial Combined Vote	Populist Conservatives (N=120)	Deferential Conservatives (N=71)	Business Liberals (N=177)	Left Liberals (N=133)	Core Left (N=131)	Pay-as-you-go Moderates (N=167)
Liberal	14%	15%	27%	15%	21%	19%
Progressive Conservative	68%	63%	45%	40%	22%	31%
NDP	6%	7%	13%	19%	33%	17%
Green	4%	7%	4%	10%	10%	9%
Other	3%	0%	1%	0%	1%	0%
Undecided/DK	5%	8%	9%	12%	10%	15%
Would not vote/None	0%	1%	0%	3%	3%	9%

Current data: February 2025

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Combined Vote by Economic Gap: PCs lead in all economic segments; Liberals perform best among Achievers, NDP among Alienated

Economic Gap

Provincial Combined Vote	Achievers (N=168)	Strugglers (N=277)	Ambivalent (N=193)	Alienated (N=161)
Liberal	23%	22%	15%	17%
Progressive Conservative	57%	47%	34%	30%
NDP	10%	16%	14%	26%
Green	3%	6%	10%	11%
Other	0%	1%	2%	1%
Undecided/DK	7%	7%	19%	9%
Would not vote/None	1%	1%	6%	6%

Current data: February 2025

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Combined Vote by Time for Change: Nearly half of the 'Time for a change government' segment would still vote Progressive Conservatives

Time for Change

Provincial Combined Vote	Core Government (N=155)	Soft Government (N=83)	Time for a change Government (N=169)	Uncertain (N=60)	Soft anti-Government (N=186)	Hostile (N=147)
Liberal	0%	6%	20%	11%	26%	42%
Progressive Conservative	98%	75%	48%	22%	17%	0%
NDP	0%	5%	14%	1%	23%	40%
Green	2%	4%	7%	8%	12%	9%
Other	0%	1%	0%	2%	0%	4%
Undecided/DK	0%	7%	10%	39%	16%	4%
Would not vote/None	0%	1%	1%	17%	4%	2%

Current data: February 2025

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Combined Vote by Party ID: Progressive Conservatives are most loyal with 85% would vote for their own party

Provincial Party Identification

	Liberal	Progressive Conservative	NDP	Green	Other	Unaligned
	(N=198)	(N=293)	(N=98)	(N=26)	(N=12)	(N=172)
Liberal	60%	4%	7%	13%	6%	9%
Progressive Conservative	17%	85%	6%	10%	26%	26%
NDP	11%	4%	81%	9%	6%	9%
Green	6%	4%	3%	58%	4%	9%
Other	0%	0%	0%	0%	31%	2%
Undecided/DK	5%	3%	3%	6%	28%	33%
Would not vote/None	1%	0%	0%	4%	0%	12%

Provincial Combined Vote
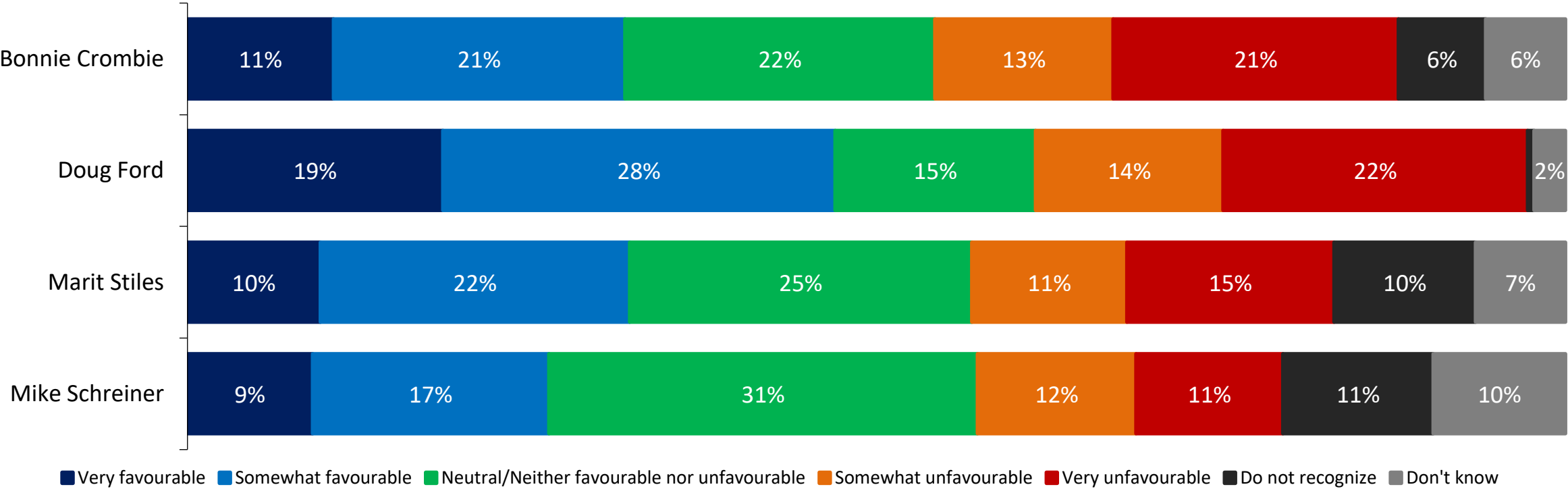
Current data: February 2025

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Combined Vote by Ford Segment: PCs have nearly half (49%) of the Non-PC Ford personal supporter vote, Liberals have 22%

Ford Segment

Provincial Combined Vote	Core PCs (n=293)	Non-PC Ford Personal Supporters (n=147)	Unaligned (n=114)	Other Supporters (n=246)
Liberal	4%	22%	9%	41%
Progressive Conservative	85%	49%	6%	5%
NDP	4%	12%	12%	36%
Green	4%	6%	12%	9%
Other	<1%	0%	3%	2%
Undecided/DK	3%	10%	40%	6%
Would not vote/None	0%	1%	18%	1%

Current data: February 2025

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Leadership

Leader Favourables: Ford leads favourables at 47%; nearly 1-in-5 (19%) have a very favourable impression of Ford

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=800]

Leader	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
Bonnie Crombie	11%	21%	22%	13%	21%	6%	6%
Doug Ford	19%	28%	15%	14%	22%		2%
Marit Stiles	10%	22%	25%	11%	15%	10%	7%
Mike Schreiner	9%	17%	31%	12%	11%	11%	10%

■ Very favourable ■ Somewhat favourable ■ Neutral/Neither favourable nor unfavourable ■ Somewhat unfavourable ■ Very unfavourable ■ Do not recognize ■ Don't know

Current data: February 2025

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Ontario Party Leader NET Favourables Tracking: Ford has the highest net favourability at +11%

+14%
+7%
-22%

+11%
+6%
+2%

Mar-14, Dec-15, Sep-16, Mar-17, Aug-17, Feb-18, May-18, May-18 (2), May-18 (3), May-18 (4), Jun-18, Jun-18 (2), Jun-18 (3), Jan-20, Mar-20, May-20, Jun-20, Jul-20, Dec-20, Jan-21, Feb-21, Mar-21, Apr-21, Apr-21 (2), Apr-21 (3), Apr-21 (4), May-21, Jun-21, Jul-21, Aug-21, Sep-21, Oct-21, Nov-21, Dec-21, Jan-22, Feb-22, Mar-22, Apr-22, May-22, Jun-22, Jul-22, Aug-22, Sep-22, Oct-22, Nov-22, Dec-22, Jan-23, Apr-23, Jun-23, Jul-23, Aug-23, Sep-23, Oct-23, Nov-23, Dec-23, Jan-24, Feb-24, Mar-24, Apr-24, May-24, Jun-24, Jul-24, Aug-24, Sep-24, Oct-24, Nov-24, Dec-24, Jan-25, Feb-25

● OLP Leader: Crombie/Fraser/Del Duca/Wynne/McGuinty   ● PCO Leader: Ford/Fedeli/Brown/Hudak

● ONDP Leader: Stiles/Tabuns/Horwath

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Current data: February 2025

Best Premier Tracking: 2-in-5 (41%) think Ford would make the best Premier while 20% are undecided/don't know

Q Which of the following leaders would make the best Premier of [PROV]?
[asked of all respondents; n=800]

Legend:
- Crombie/Fraser/Del Duca/Wynne/McGuinty
- Ford/Fedeli/Brown/Hudak
- Stiles/Tabuns/Horwath
- Other
- None of the above
- Undecided/Don't know

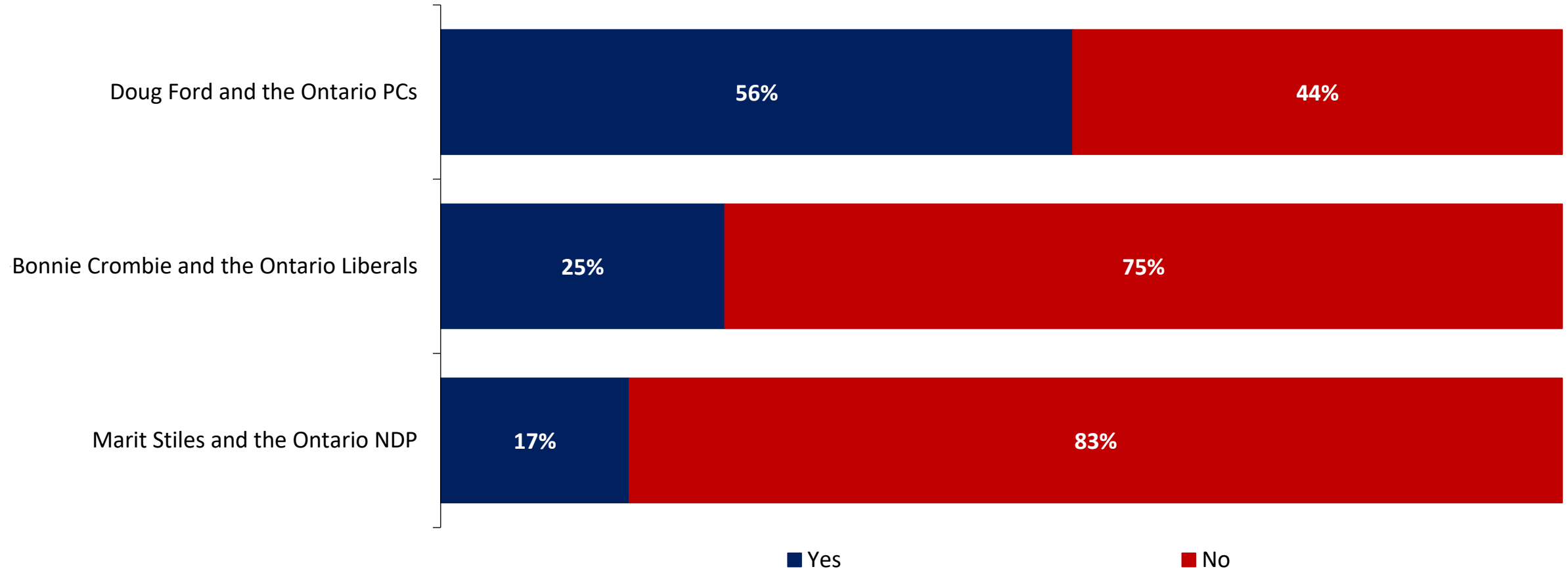Current data: February 2025

INNOVATIVE RESEARCH GROUP
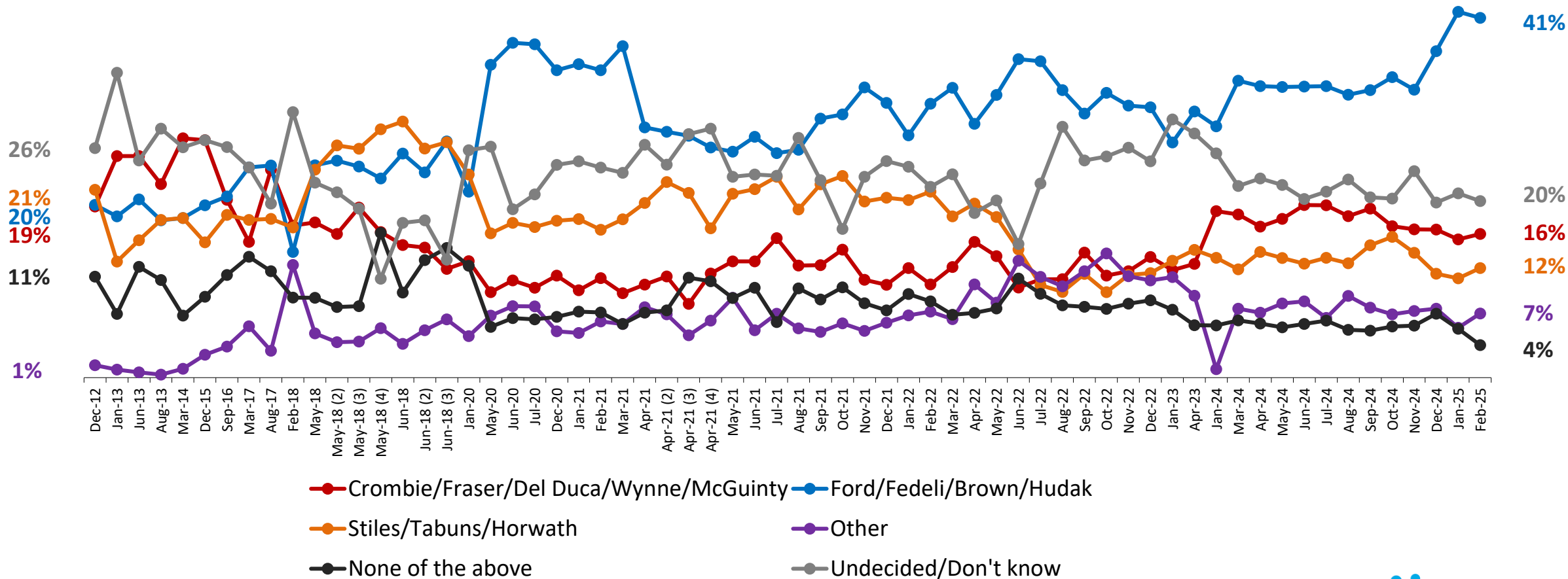
Read, Seen, Heard

Campaign Attention: More than half (56%) have read, seen, or heard about Ford and the PCs, 25% have R/S/H about Crombie and the Liberals

Q Have you read, seen or heard anything about [LEADER] and the [PARTY] in the last few days?
[asked of all respondents; n=800]

	Yes	No
Doug Ford and the Ontario PCs	56%	44%
Bonnie Crombie and the Ontario Liberals	25%	75%
Marit Stiles and the Ontario NDP	17%	83%

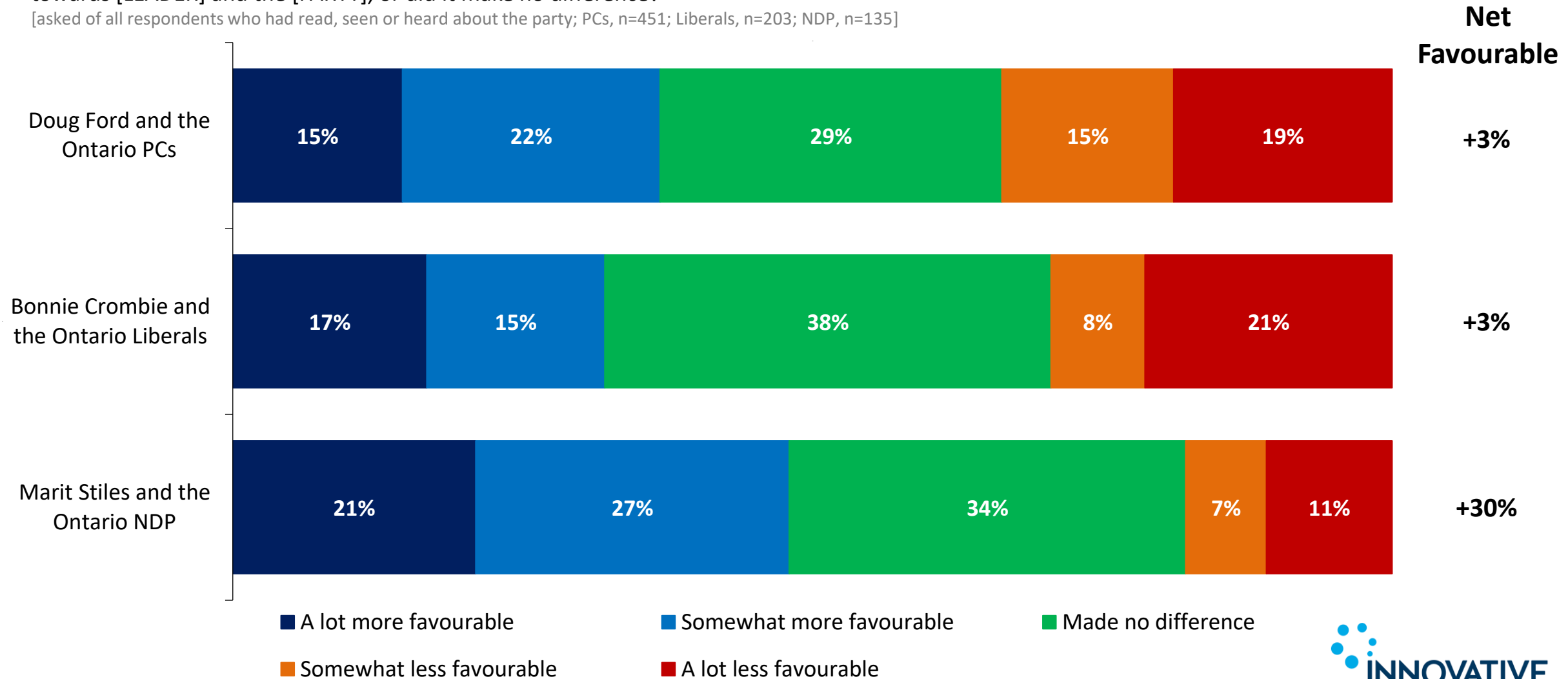■ Yes   ■ No

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RSH Impact: Those who R/S/H about Ford and the PCs or Crombie and the Liberals were left with divided impressions

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [LEADER] and the [PARTY], or did it make no difference?

[asked of all respondents who had read, seen or heard about the party; PCs, n=451; Liberals, n=203; NDP, n=135]

Net Favourable

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Favourable
Doug Ford and the Ontario PCs	15%	22%	29%	15%	19%	+3%
Bonnie Crombie and the Ontario Liberals	17%	15%	38%	8%	21%	+3%
Marit Stiles and the Ontario NDP	21%	27%	34%	7%	11%	+30%

■ A lot more favourable ■ Somewhat more favourable ■ Made no difference
■ Somewhat less favourable ■ A lot less favourable

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RSH PCs: Ford's calls for an early election have netted him a -7% favourable impression, though his stance on Trump is seen favourably

Q And what did you read, see, or hear about Doug Ford and the Progressive Conservative party? [OPEN END]
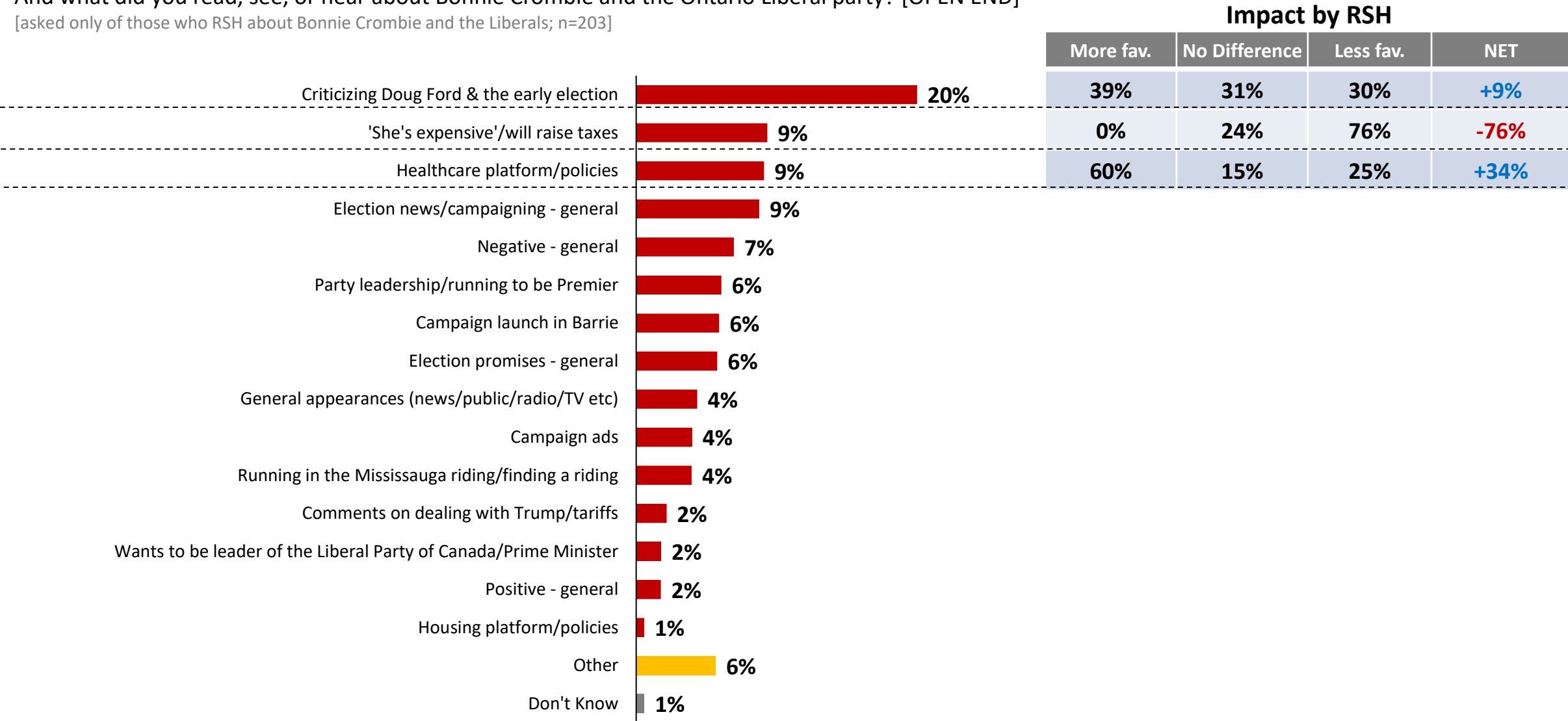[asked only of those who RSH about Doug Ford and the PCs; n=451]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Election Announcement (Calling an early election) — 45%	22%	29%	49%	-27%
Standing up against Trump (e.g. Trump tariffs, Canada not for sale) — 23%	59%	28%	13%	+46%
$200 rebate cheques for Ontarians — 8%	37%	33%	30%	+7%

Positive - general — 4%
Election news/campaigning - general — 3%
Announcements of projects/policies to help Ontarians (health,… — 3%
Criticisms of Ford and his government's actions (corruption/lies,… — 3%
Campaign ads — 2%
Campaign launch in Windsor — 2%
Negative - general — 2%
Greenbelt controversy — 1%
Beer and alcohol sales in convenience stores — 1%
General appearances (news/public/radio/TV etc) — 1%
Other — 2%
None — 1%
Don't Know — <1%

RSH Liberals: Top mention of Crombie are her criticisms of Ford and the call for an early election, which netted a +9% favourable impression

Q And what did you read, see, or hear about Bonnie Crombie and the Ontario Liberal party? [OPEN END]
[asked only of those who RSH about Bonnie Crombie and the Liberals; n=203]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Criticizing Doug Ford & the early election — 20%	39%	31%	30%	+9%
'She's expensive'/will raise taxes — 9%	0%	24%	76%	-76%
Healthcare platform/policies — 9%	60%	15%	25%	+34%

Election news/campaigning - general — 9%
Negative - general — 7%
Party leadership/running to be Premier — 6%
Campaign launch in Barrie — 6%
Election promises - general — 6%
General appearances (news/public/radio/TV etc) — 4%
Campaign ads — 4%
Running in the Mississauga riding/finding a riding — 4%
Comments on dealing with Trump/tariffs — 2%
Wants to be leader of the Liberal Party of Canada/Prime Minister — 2%
Positive - general — 2%
Housing platform/policies — 1%
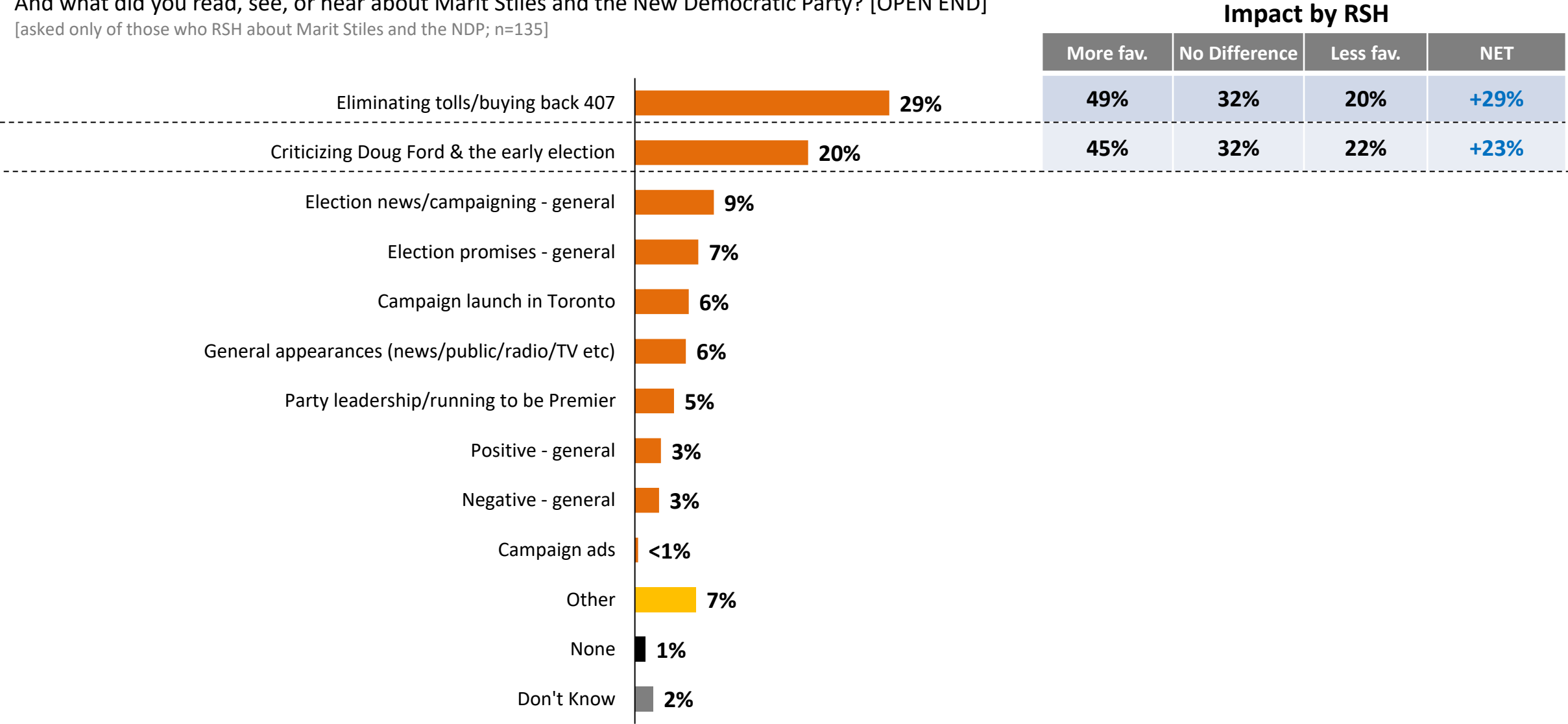Other — 6%
Don't Know — 1%

Note: 'No response' (3%) not shown.

RSH New Democrats: Top two mentions for Stiles include buying back the 407 and criticisms of Ford; both netting a positive impact

Q And what did you read, see, or hear about Marit Stiles and the New Democratic Party? [OPEN END]
[asked only of those who RSH about Marit Stiles and the NDP; n=135]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Eliminating tolls/buying back 407 — 29%	49%	32%	20%	+29%
Criticizing Doug Ford & the early election — 20%	45%	32%	22%	+23%

- Eliminating tolls/buying back 407 — **29%**
- Criticizing Doug Ford & the early election — **20%**
- Election news/campaigning - general — **9%**
- Election promises - general — **7%**
- Campaign launch in Toronto — **6%**
- General appearances (news/public/radio/TV etc) — **6%**
- Party leadership/running to be Premier — **5%**
- Positive - general — **3%**
- Negative - general — **3%**
- Campaign ads — **<1%**
- Other — **7%**
- None — **1%**
- Don't Know — **2%**

Note: 'No response' (<1%) not shown. Impact only shown for top 2 mentions due to small n-size.

Methodology

Survey Methodology

The findings in this survey report are based on an online survey conducted by INNOVATIVE.

WHO?

Adults (18+) in Ontario

HOW MANY?

A survey of 857 adults. The final sample is weighted to n=800 among all adults.

WHEN?

January 29th to January 31st, 2025

HOW?

Online survey using online sample from INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample.

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Ontario Weights: Age, gender, and region

Results for Ontario are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported below.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
M 18-34	91	10.6%	108	13.6%
M 35-54	129	15.1%	123	15.4%
M 55+	188	22%	152	19.1%
W 18-34	114	13.3%	110	13.7%
W 35-54	140	16.4%	131	16.4%
W 55+	194	22.7%	174	21.8%
Toronto	177	20.7%	161	20.1%
Rest of GTA	207	24.2%	207	25.9%
South/West	238	27.8%	211	26.4%
North/East	235	27.4%	220	27.6%

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