



Canada This Month Ontario Politics

Public Opinion Research
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Field Dates: Jan 03, 2025 to Jan 27, 2025

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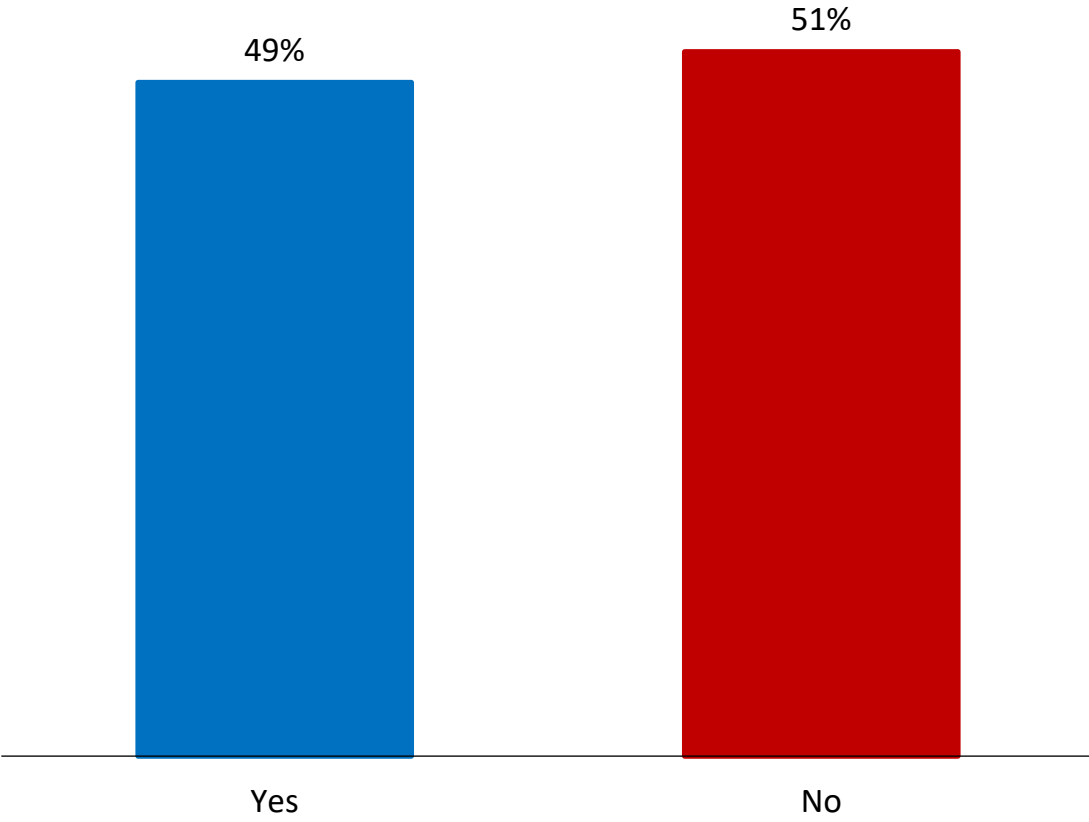
Leadership



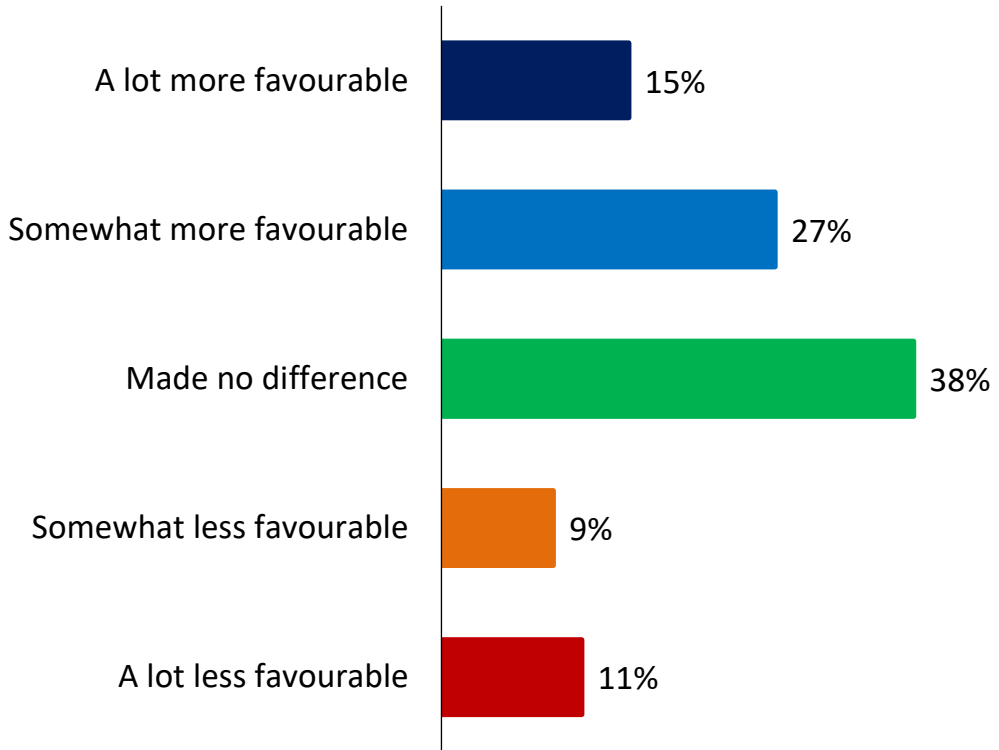
Ontario Read, Seen, Heard:

49% have RSH about Doug Ford ; those who have are almost twice as likely to have a favourable feeling

Q Have you read, seen or heard anything about [PREMIER] in the last few days?
[Asked of those who have RSH; n=1500]



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 [PREMIER], or did it make no difference?
[Asked of those who have RSH; n=733]



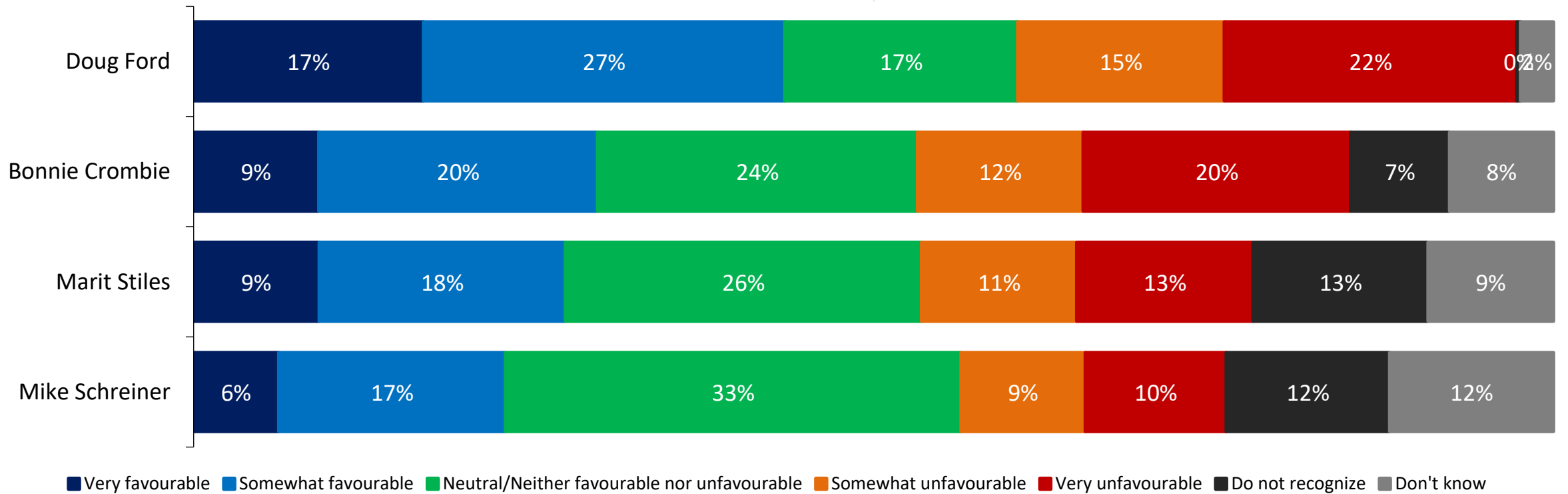
Leader Favourables:

Ford is far ahead of Crombie, Stiles and Schreiner on favourables



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.

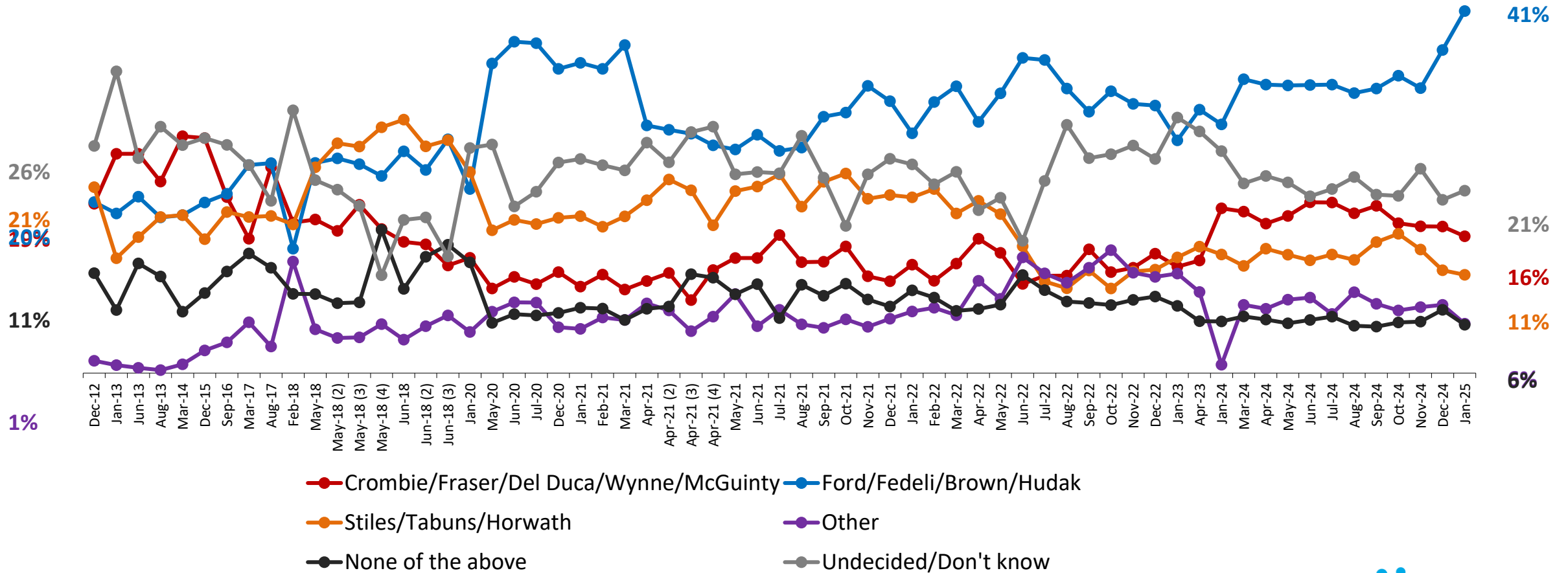
[asked of all respondents; n=1500]



Best Premier Tracking:

Ford maintains a strong lead over Crombie and Stiles as best Premier

Q Which of the following leaders would make the best Premier of [PROV]?
[asked of all respondents; n=1500]



Provincial Vote

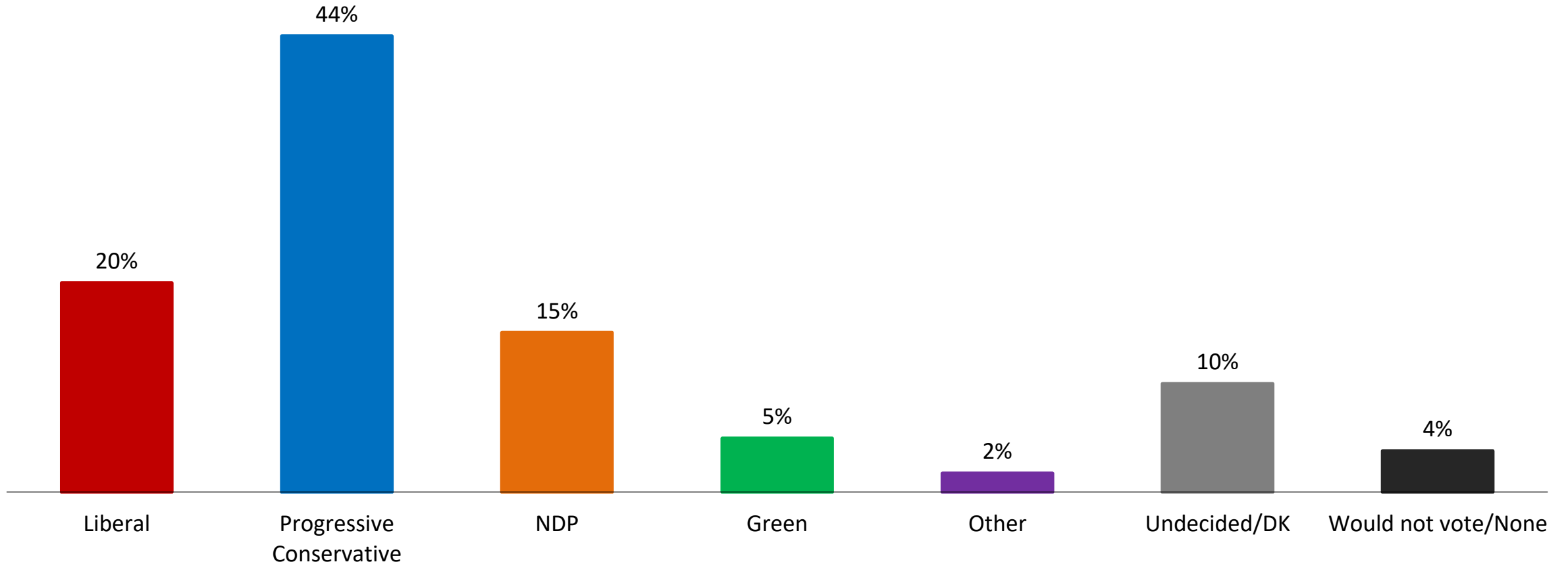
Provincial Combined Vote:

Progressive Conservative party has over double the next parties vote (44%) if an election were held today



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=1500]



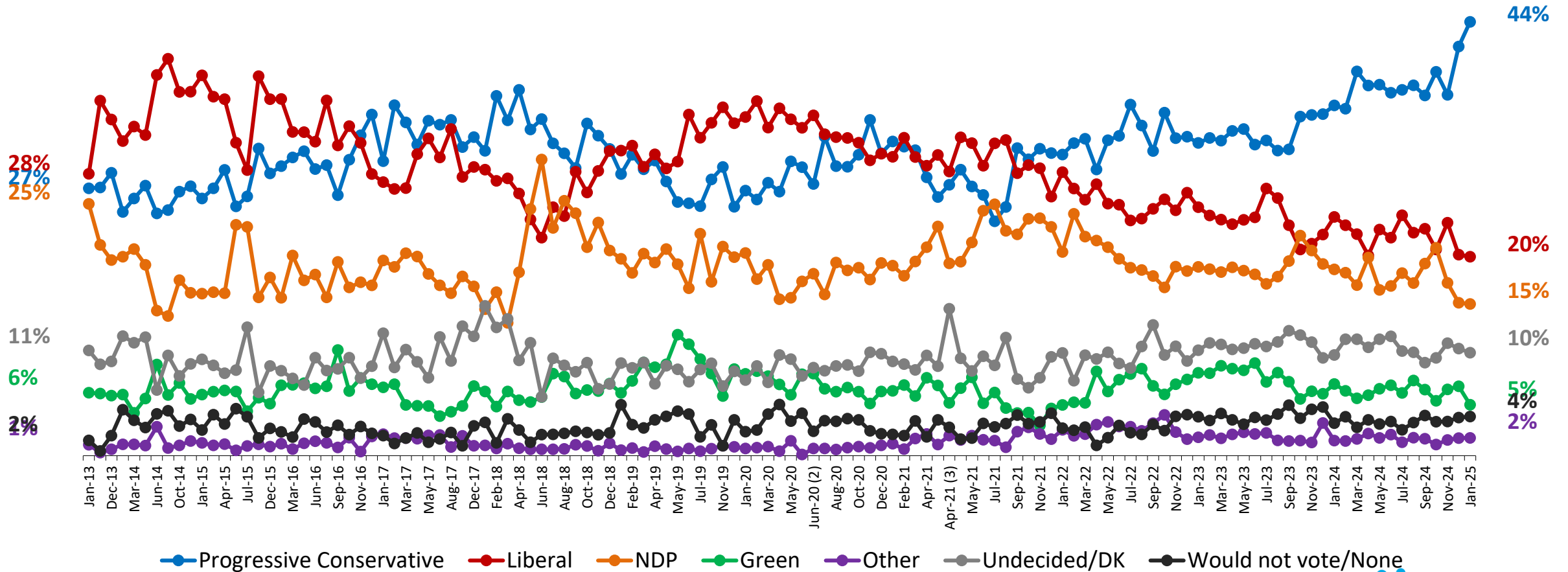
Provincial Vote Tracking:

Progressive Conservative party jumps from 36% to 44% over past 2 tracking waves; NDP and Liberals are down



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=1500]



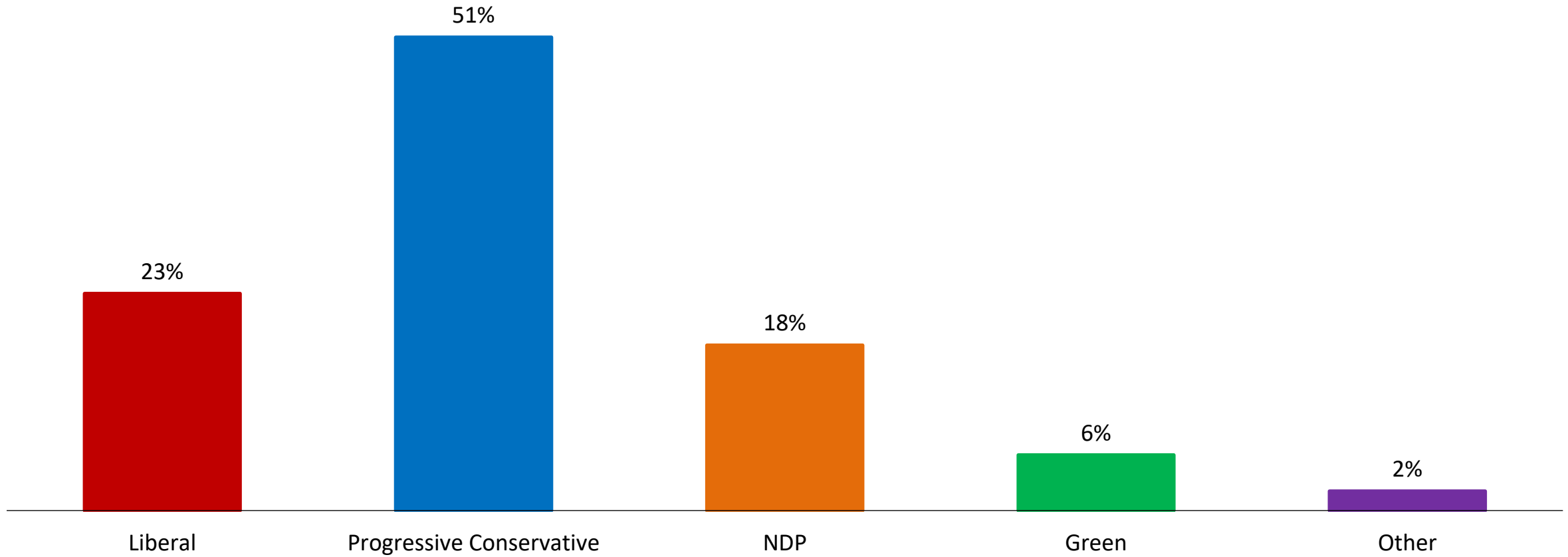
Provincial Decided Vote:

Progressive Conservative party holds over half the entire vote (51%); Liberals and NDP only making 41% together



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=1286]



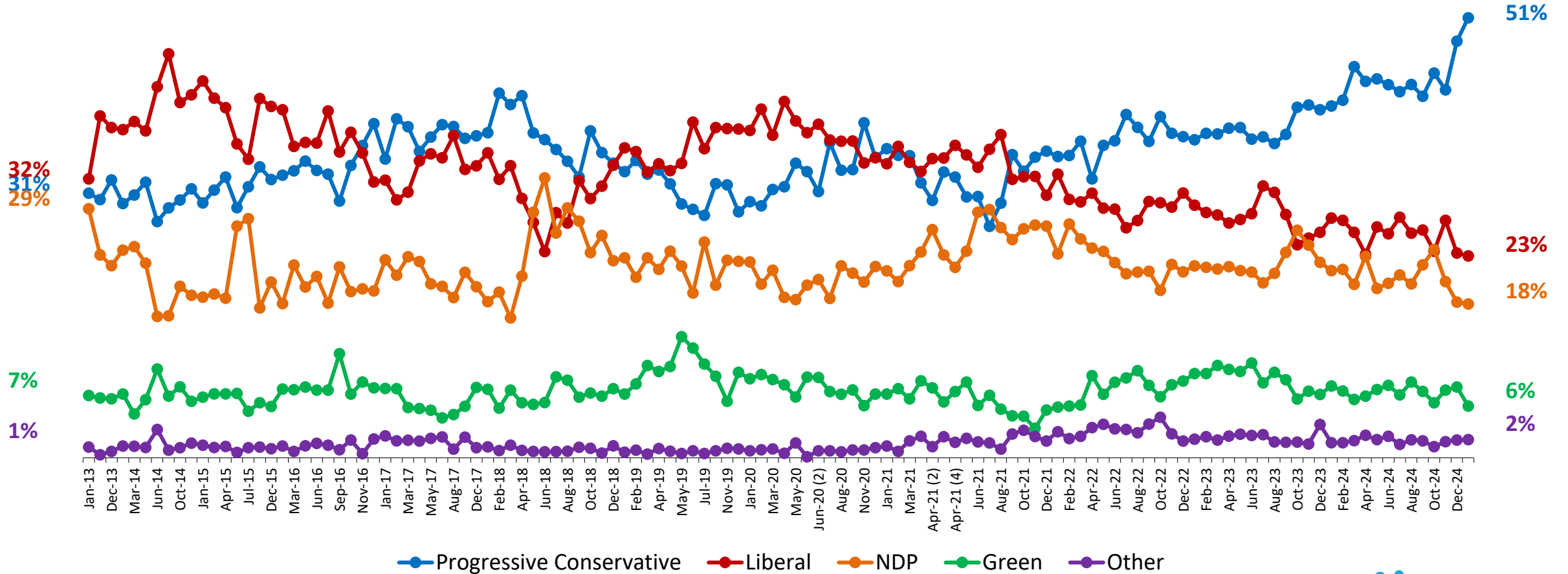
Provincial Decided Vote Tracking:

While PCs continue sharp rise, Liberals and NDP continue downward trend since November 2024



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=1286]



Decided Vote by Region:

Decided vote by Region

		Region			
		Toronto	Rest of GTA	South/West	North/East
		(N=271)	(N=328)	(N=325)	(N=362)
Decided Vote	Liberal	28%	23%	20%	24%
	Progressive Conservative	42%	59%	50%	51%
	NDP	24%	11%	19%	18%
	Green	5%	6%	8%	5%
	Other	1%	1%	3%	3%

Decided Vote by Time for Change:

		Time for Change					
		Core Government (N=270)	Soft Government (N=130)	Time for a change Government (N=303)	Uncertain (N=78)	Soft anti- Government (N=268)	Hostile (N=235)
Decided Vote	Liberal	2%	14%	20%	24%	39%	39%
	Progressive Conservative	96%	76%	64%	51%	22%	1%
	NDP	0%	3%	8%	16%	26%	49%
	Green	1%	6%	6%	7%	9%	8%
	Other	1%	0%	1%	2%	4%	4%

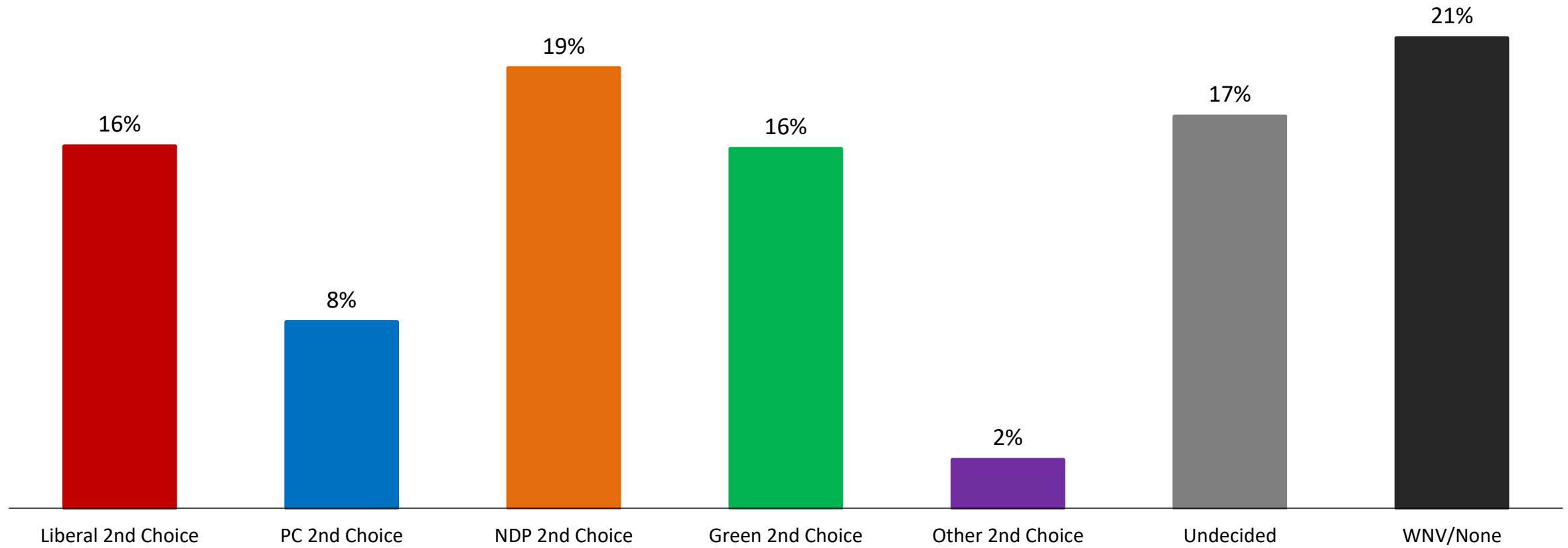
Provincial 2nd Choice:

NDP hold the highest 2nd choice at 19%, followed by both the Liberals and Green Party at 16%



And which party would be your second choice?

[only decided voters; n=663]



Provincial 2nd Choice:

And which party would be your second choice? BY [Vote+Lean]

First Choice

		Liberal 1st Choice	PC 1st Choice	NDP 1st Choice	Green 1st Choice
		(N=162)	(N=321)	(N=127)	(N=39)
Second Choice	Liberal 2nd Choice		12%	41%	37%
	PC 2nd Choice	19%		10%	14%
	NDP 2nd Choice	42%	17%		20%
	Green 2nd Choice	17%	13%	28%	
	Other 2nd Choice	1%	3%	0%	4%
	Undecided	13%	20%	15%	14%
	WNV/None	8%	34%	6%	12%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.

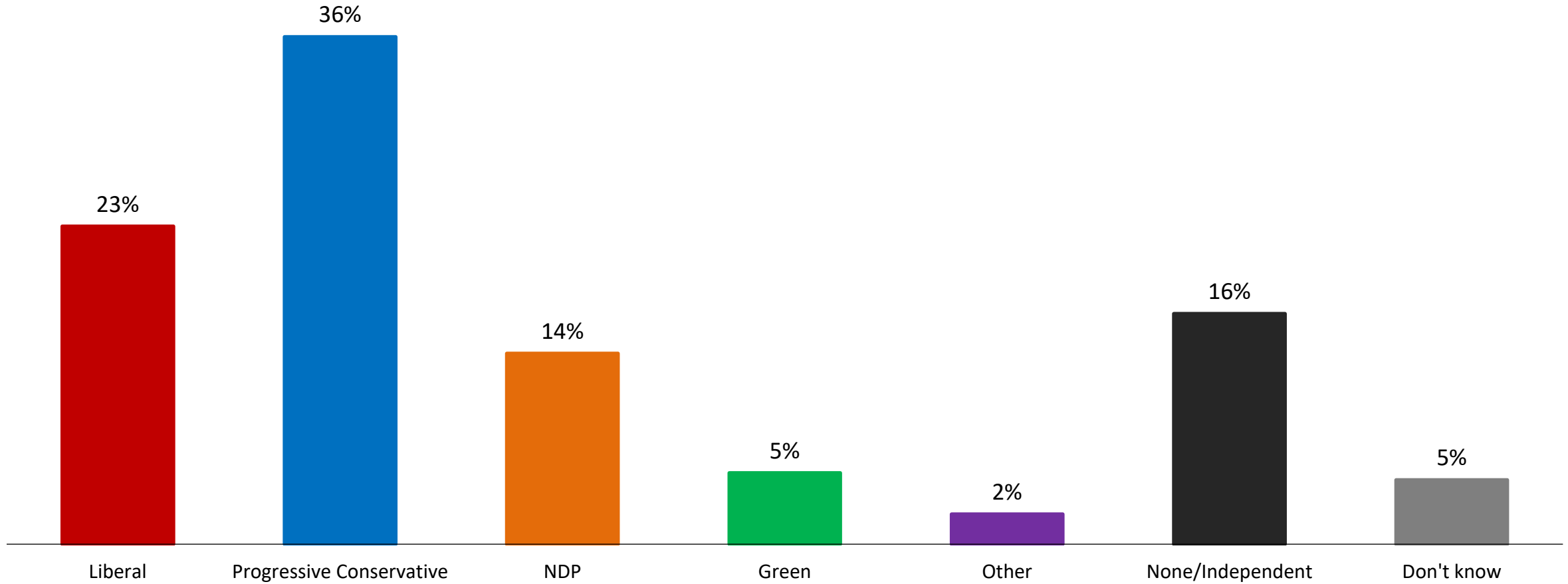
Provincial Party ID:

Roughly a third of Ontarians consider themselves Progressive Conservatives (36%), followed by Liberals (23%)



Thinking about politics in [PROV], generally speaking, do you usually think of yourself as a...

[asked of all respondents; n=1500]



Combined Vote by Party ID:

Provincial Party Identification

		Liberal	Progressive Conservative	NDP	Green	Other	Unaligned
		(N=338)	(N=539)	(N=203)	(N=76)	(N=32)	(N=313)
Provincial Combined Vote	Liberal	65%	5%	8%	7%	9%	10%
	Progressive Conservative	17%	87%	11%	23%	37%	25%
	NDP	10%	2%	74%	12%	4%	8%
	Green	3%	2%	2%	52%	1%	4%
	Other	0%	1%	0%	0%	38%	3%
	Undecided/DK	4%	3%	5%	5%	2%	35%
	Would not vote/None	1%	0%	0%	1%	8%	16%

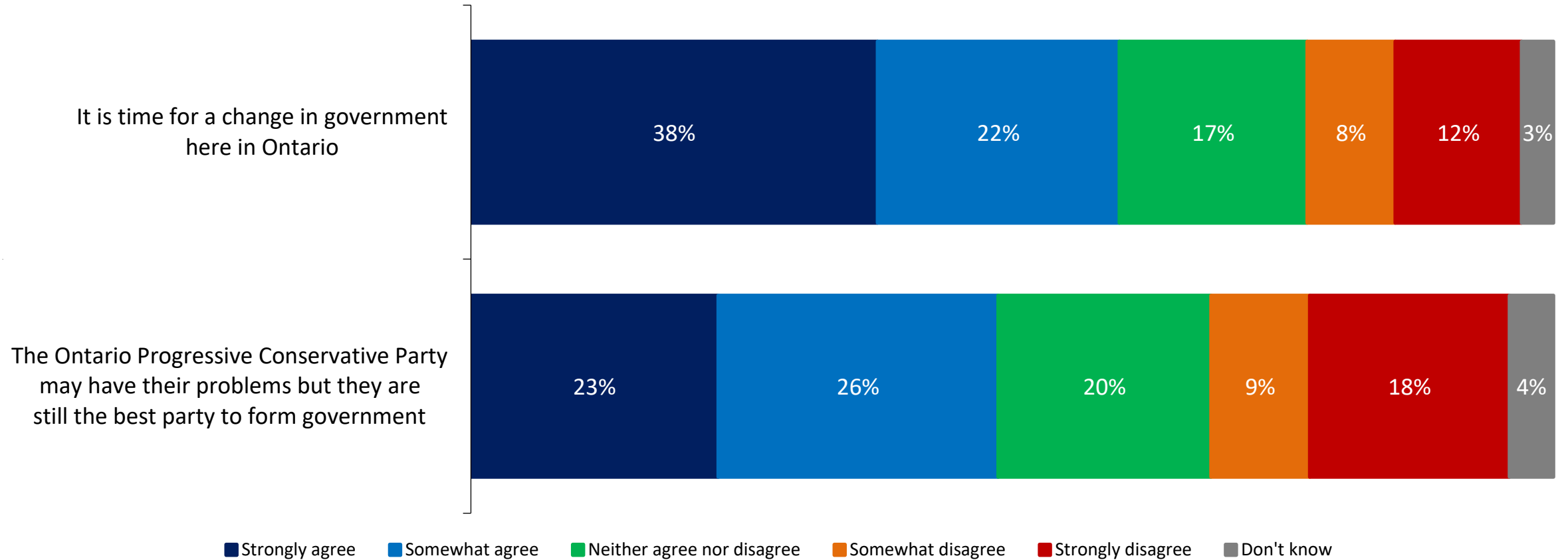
Time for Change Attitudes:

60% of Ontarians agree it is time for a change in government in Ontario, despite 49% still believing in the PC Party



Do you agree or disagree with the following statements?

[asked of all respondents; n=1500]



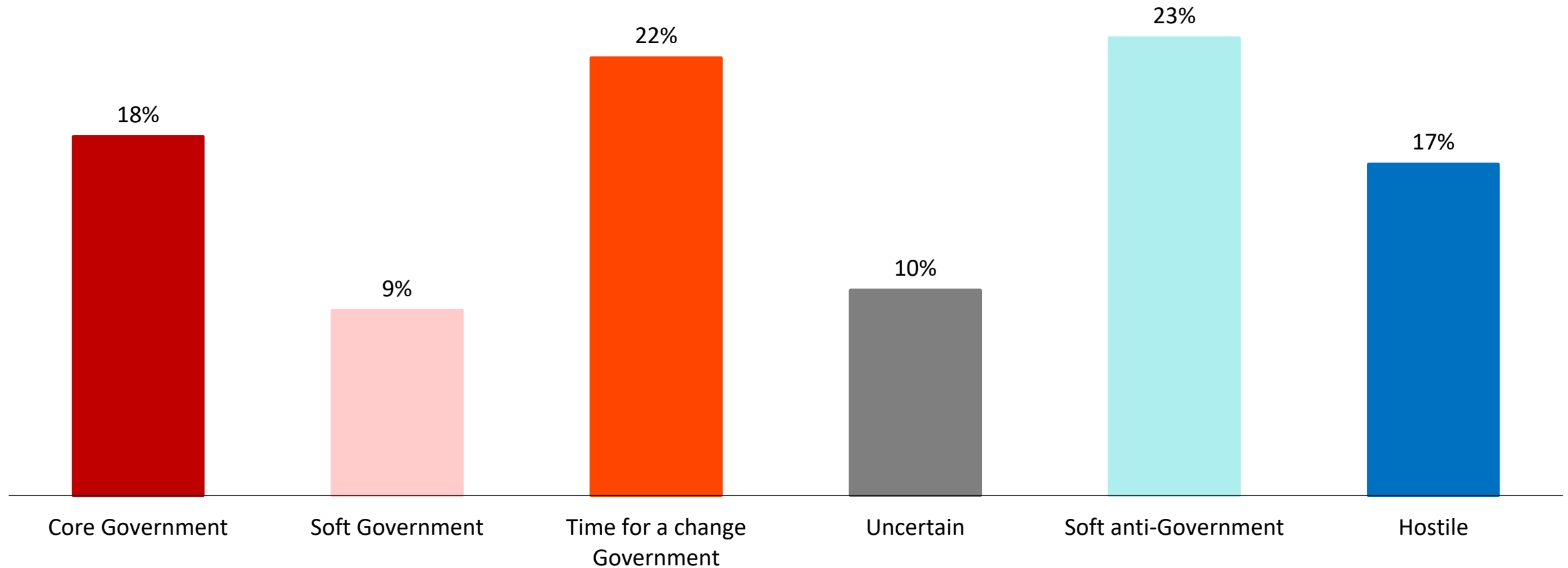
Time for Change Segmentation:

One-in-five (22%) Ontarians believe it is time for a change in government



Time for Change segmentation: Agree with 'The PCs may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Ontario'.

[asked of all respondents; n=1500]

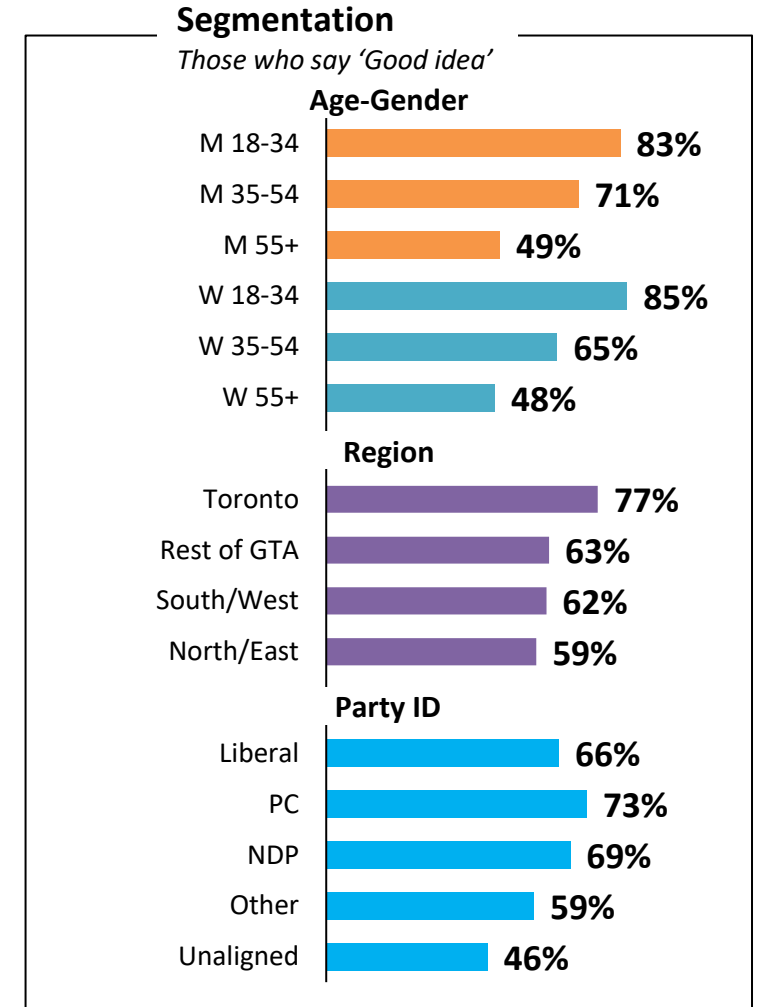
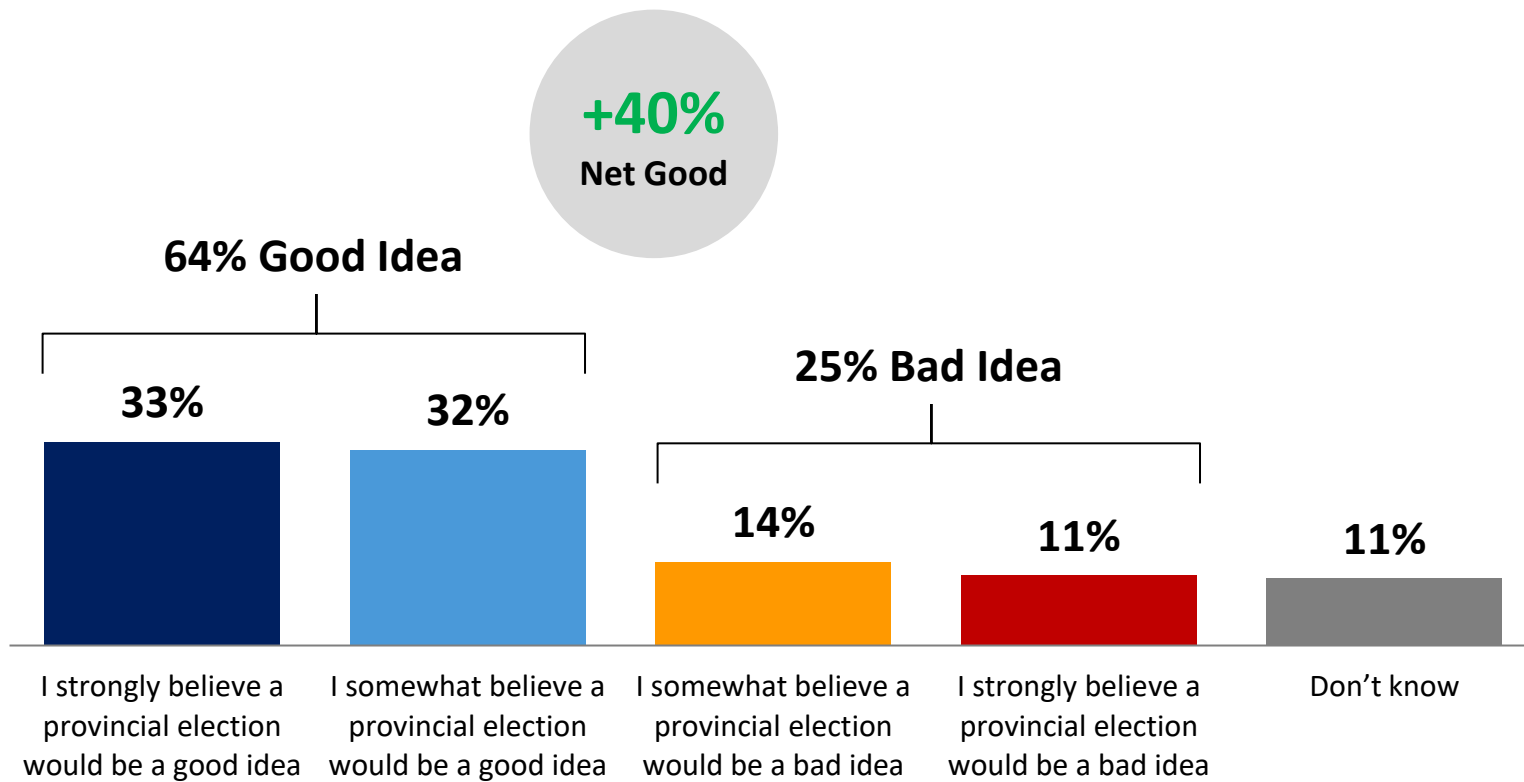


Election Call

Provincial Election Opinion:

64% of Ontarians believe that an election would be a good idea; highest among younger Ontarians

Q There has been speculation that an election may be called in Ontario. Which of the following statements is closest to your point of view?
 [asked of all respondents; n=500]



Provincial Election Opinion:

One in five (22%) current PC voters think calling an election is a bad idea



There has been speculation that an election may be called in Ontario. Which of the following statements is closest to your point of view?

BY Combined Vote

[asked of all respondents; n=500]

	Progressive Conservatives	Liberal	NDP	Green	Other	Undecided	Did not vote
I strongly believe a provincial election would be a good idea	37%	27%	42%	22%	49%	22%	5%
I somewhat believe a provincial election would be a good idea	37%	33%	23%	38%	0%	22%	15%
I somewhat believe a provincial election would be a bad idea	15%	14%	15%	9%	24%	10%	7%
I strongly believe a provincial election would be a bad idea	7%	15%	16%	14%	10%	17%	5%
Don't know	4%	11%	5%	17%	17%	29%	68%

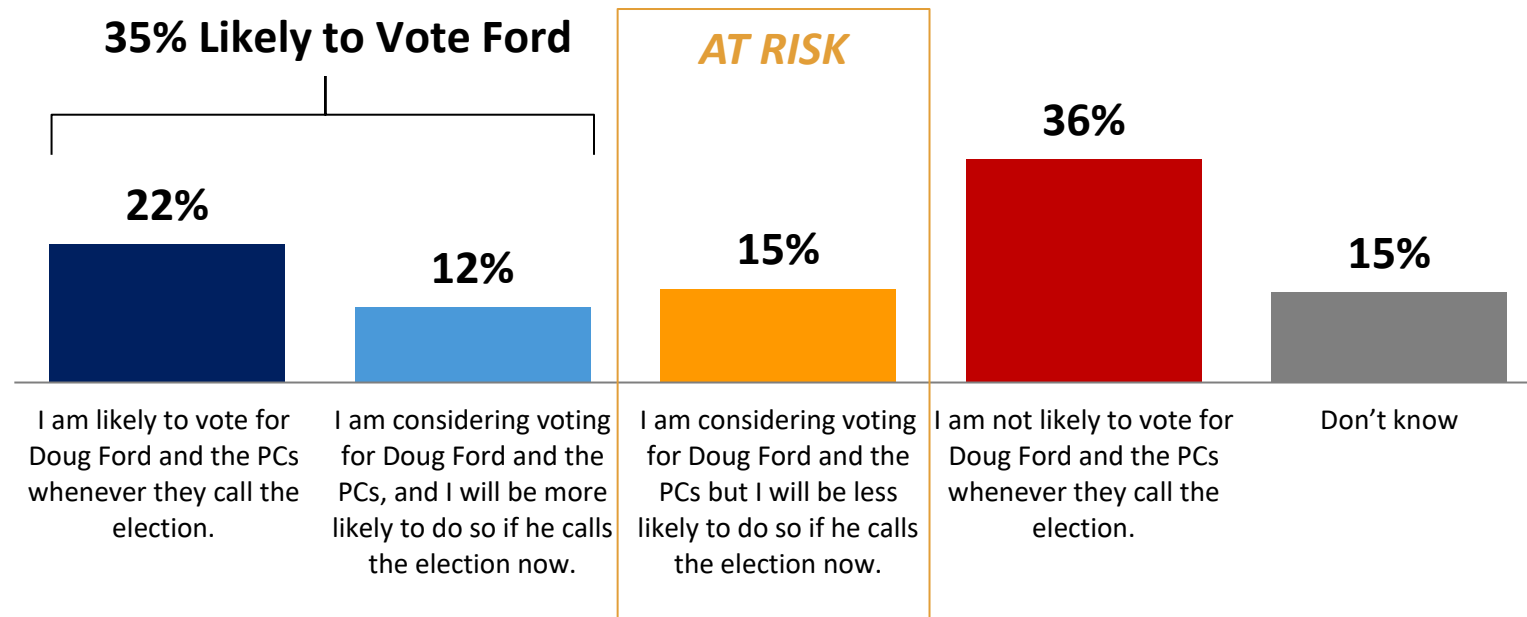
ON Election Tariff Consideration:

35% of Ontarians already would or would be more likely to vote for Doug Ford if he were to call for an election



There has been over holding an Ontario election while the US is threatening 25% tariffs. Which of the following statements is closest to your point of view?

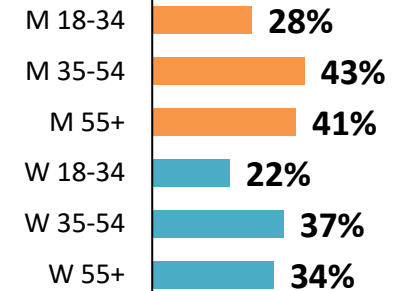
[asked of all respondents; n=500]



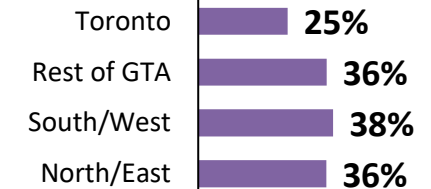
Segmentation

Those who say 'Likely to Vote Ford'

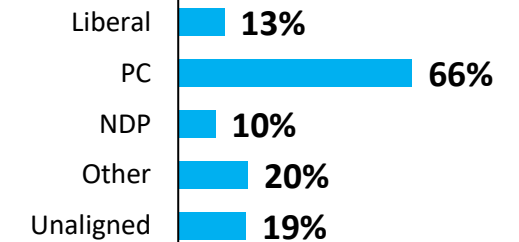
Age-Gender



Region



Party ID



Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface, creating a subtle pattern.

Methodology

This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Ontario population according to Census data to provide results that are intended to approximate a probability sample. The survey was conducted among 1,800 Ontario citizens, 18 years of age and older, from January 03, 2025 to January 27, 2025.

The sample has been weighted (n=1,500) by age, gender, region, education, and self-reported federal past vote using the latest available Census data to reflect the actual demographic composition of the population.

Note: The two questions about calling an election were added to the survey on January 23rd and carry a weighted sample of n=500.

This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

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	203	11.3%	207	13.9%
M 35-54	263	14.7%	231	15.5%
M 55+	428	23.9%	286	19.2%
W 18-34	195	10.9%	199	13.3%
W 35-54	262	14.6%	244	16.4%
W 55+	440	24.6%	325	21.8%
Toronto	411	22.8%	305	20.3%
Rest of GTA	435	24.2%	383	25.5%
South/West	467	25.9%	397	26.4%
North/East	487	27.1%	416	27.7%

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Building Understanding.

