Ontario Election

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RESEARCH GROUP

Online Public Opinion Research
Field Dates: Feb 12 to Feb 16, 2025
Release Date: February 18, 2025

Sponsored and Conducted by Innovative Research Group Inc.

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 963 adults. The final sample is weighted to n=800 among all adults.

WHEN?

February 12th to February 16th, 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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Key Findings

1. The Ontario PCs continue to maintain a huge lead with 45% in the decided vote despite a small decline.

2. Despite Ford net leader favourables being down to +3%, 37% believe Ford would still be the best choice for Premier followed by 22% who believe Crombie would be the best Premier.

3. This wave, just under half (49%) have read, seen, or heard anything about Ford. Compared to previous waves, more have read, seen, or head something about Crombie (from 25% in the previous waves to 33% this wave).

4. The top mention recalled about Ford is his stance against Trump followed by the Premier conference in Washington to discuss the tariffs from the United States. Of those who have read, seen, or heard something, more have a favourable impression at +20% this wave.

Provincial Vote

Provincial Combined Vote: Progressive Conservatives lead at 39% while combined vote for Liberals is at 25%

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
25%	39%	16%	6%	2%	9%	3%

Current data: February 2025

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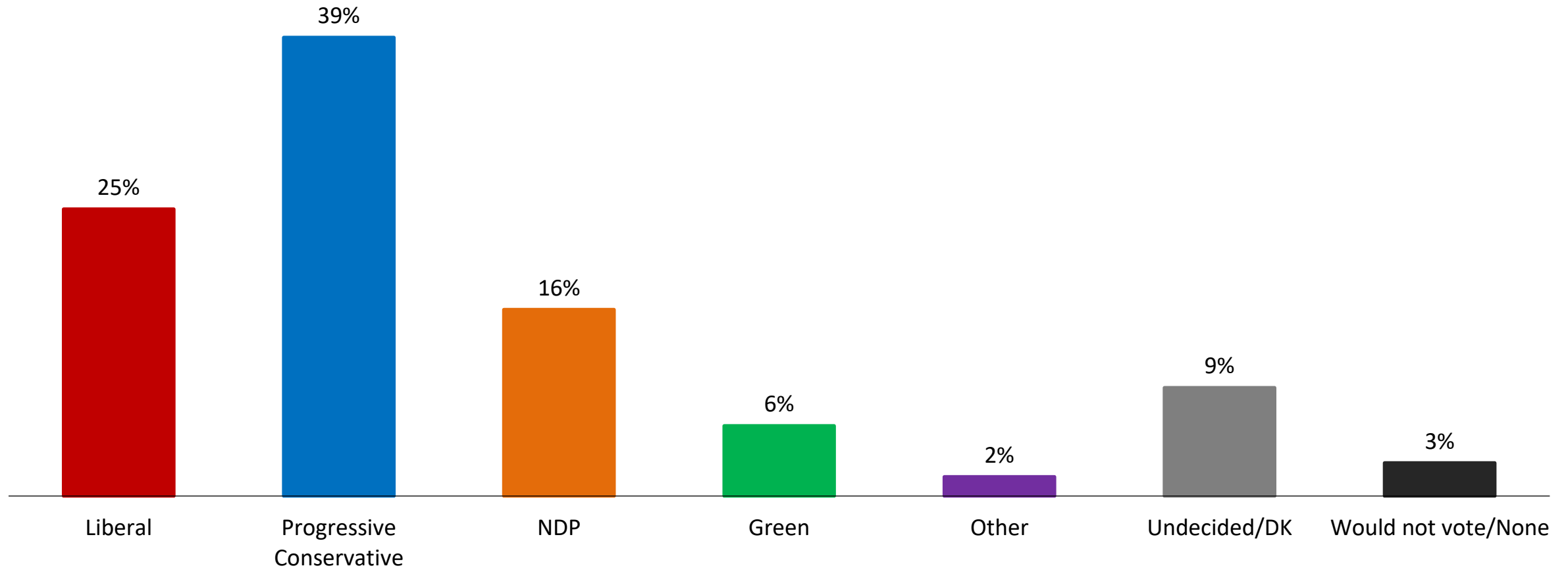
Provincial Vote Tracking: Progressive Conservatives continue to maintain a lead over the other parties though Liberals are up this wave

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]**
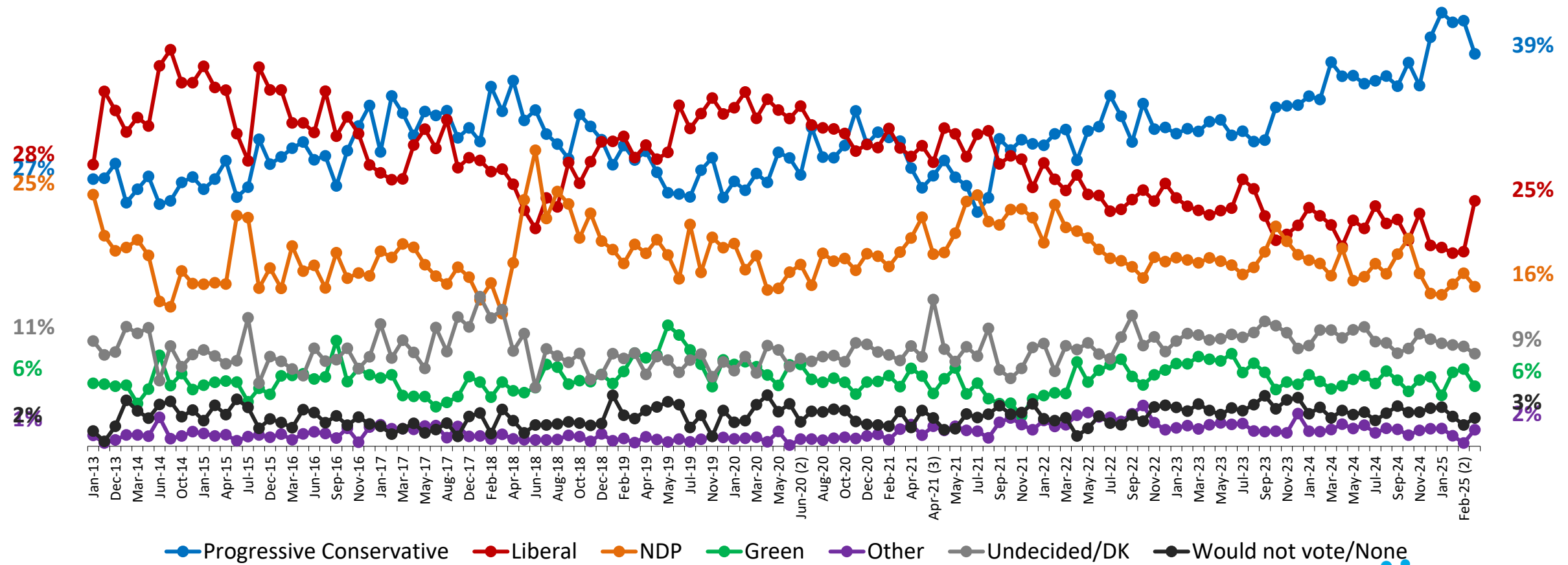[asked of all respondents; n=800]

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

Current data: February 2025

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Provincial Decided Vote: Over 2-in-5 (45%) are decided on voting for the Progressive Conservatives, Liberals at 28% and NDP at 18%

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=703]

Liberal	Progressive Conservative	NDP	Green	Other
28%	45%	18%	7%	2%

Current data: February 2025

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Provincial Decided Vote Tracking: Progressive Conservatives maintain their lead over other parties on decided vote but Liberals are up

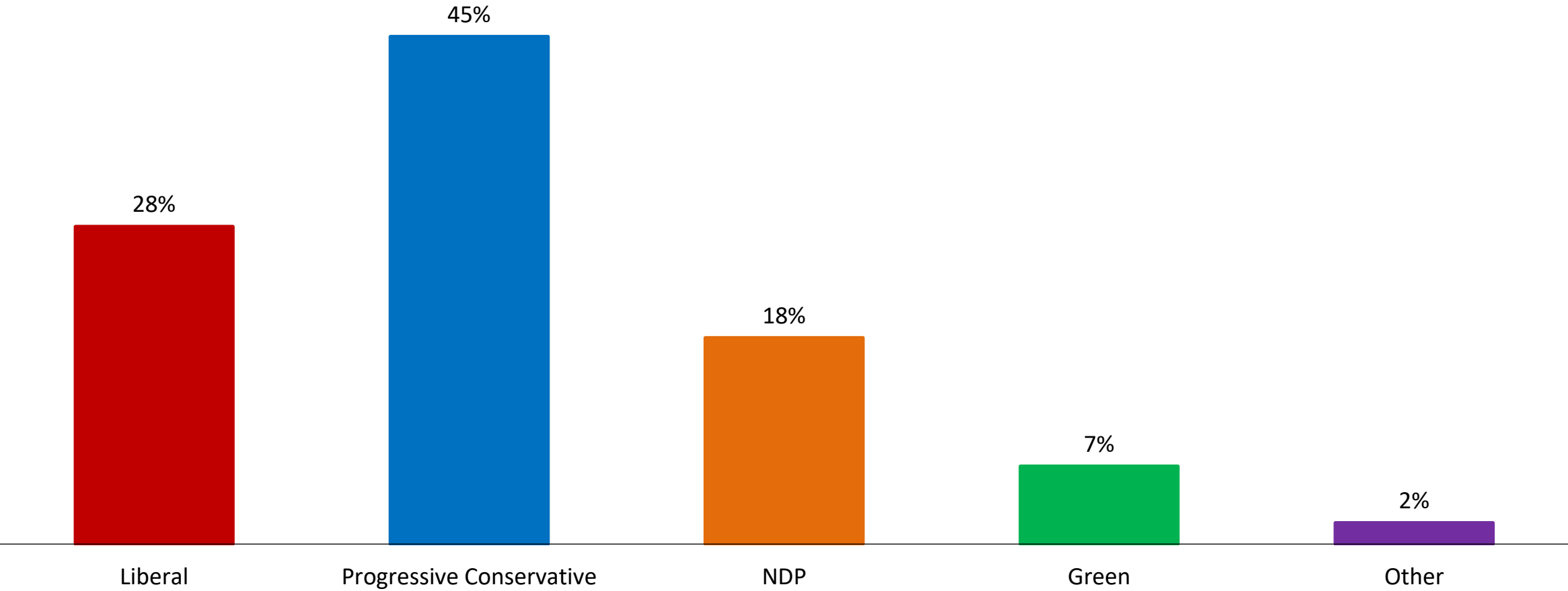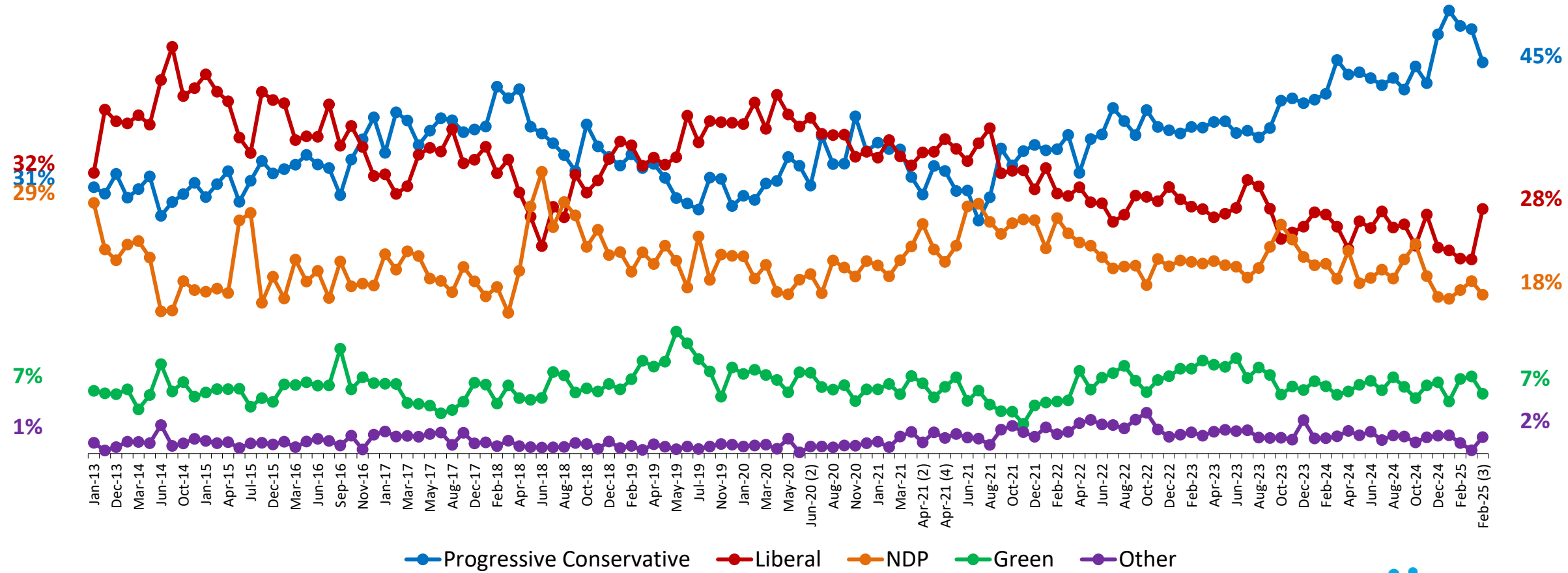Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[only decided voters; n=703]

45%

32%
31%
29%

28%

18%

7%
7%

1%
2%

Progressive Conservative — Liberal — NDP — Green — Other

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Current data: February 2025

Combined Vote by Value Cluster: PCs lead in all value clusters except Core Left where the Liberals have narrowed NDP's lead

Value Clusters

Provincial Combined Vote	Populist Conservatives (N=95)	Deferential Conservatives (N=62)	Business Liberals (N=182)	Left Liberals (N=178)	Core Left (N=137)	Pay-as-you-go Moderates (N=146)
Liberal	7%	26%	27%	27%	34%	22%
Progressive Conservative	68%	50%	41%	38%	12%	42%
NDP	6%	10%	14%	12%	38%	12%
Green	3%	3%	7%	9%	3%	8%
Other	7%	2%	2%	1%	0%	0%
Undecided/DK	8%	9%	8%	10%	10%	10%
Would not vote/None	0%	1%	1%	4%	3%	6%

Note: Current data: February 2025

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Combined Vote by Economic Gap: PCs lead in all economic segments; though the race is closer among those alienated

Economic Gap

Provincial Combined Vote	Achievers (N=141)	Strugglers (N=265)	Ambivalent (N=190)	Alienated (N=203)
Liberal	26%	23%	25%	26%
Progressive Conservative	53%	42%	36%	29%
NDP	8%	18%	13%	21%
Green	6%	6%	5%	8%
Other	2%	2%	2%	1%
Undecided/DK	4%	8%	14%	11%
Would not vote/None	<1%	1%	5%	4%

Current data: February 2025

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Combined Vote by Time for Change: Over half of the 'Time for Change Government' segment would still vote Progressive Conservatives

Time for Change

Provincial Combined Vote	Core Government (N=149)	Soft Government (N=59)	Time for a change Government (N=161)	Uncertain (N=65)	Soft anti-Government (N=214)	Hostile (N=153)
Liberal	2%	11%	20%	17%	33%	50%
Progressive Conservative	95%	71%	57%	26%	11%	0%
NDP	1%	6%	10%	8%	26%	31%
Green	2%	1%	9%	1%	9%	7%
Other	0%	3%	1%	2%	1%	3%
Undecided/DK	0%	7%	3%	32%	16%	6%
Would not vote/None	0%	1%	0%	15%	3%	3%

Note: Current data: February 2025

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Combined Vote by Party ID: Progressive Conservatives remain the most loyal to their party with 85% saying they would vote for their party

Provincial Party Identification

Provincial Combined Vote	Liberal (N=206)	Progressive Conservative (N=276)	NDP (N=103)	Green (N=34)	Other (N=18)	Unaligned (N=164)
Liberal	68%	5%	15%	10%	6%	16%
Progressive Conservative	12%	85%	10%	18%	19%	23%
NDP	10%	5%	69%	13%	19%	9%
Green	3%	3%	3%	60%	0%	6%
Other	0%	1%	0%	0%	38%	3%
Undecided/DK	6%	2%	3%	0%	18%	30%
Would not vote/None	1%	0%	0%	0%	0%	13%

Note: Current data: February 2025

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Combined Vote by Ford Segment: PCs have nearly half (47%) of the Non-PC Ford supporter vote, Liberals make up 47% of Other Supporters

Ford Segment

	Core PCs	Non-PC Ford Supporters	Unaligned	Other Supporters
	(n=276)	(n=126)	(n=129)	(n=268)
Liberal	5%	29%	16%	47%
Progressive Conservative	85%	47%	9%	4%
NDP	5%	11%	11%	33%
Green	3%	8%	7%	8%
Other	1%	2%	4%	2%
Undecided/DK	2%	3%	38%	6%
Would not vote/None	<1%	1%	15%	1%

Provincial Combined Vote

Current data: February 2025

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Leadership

Leader Favourables: Ford leads with favourables at 42%; favourability of Crombie and Stiles are nearly split, 35% and 33%, respectively

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]

	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
Bonnie Crombie	11%	23%	20%	14%	23%	4%	5%
Doug Ford	16%	27%	15%	14%	26%	1%	1%
Marit Stiles	11%	22%	26%	11%	14%	7%	8%
Mike Schreiner	7%	16%	35%	11%	12%	9%	10%

Current data: February 2025
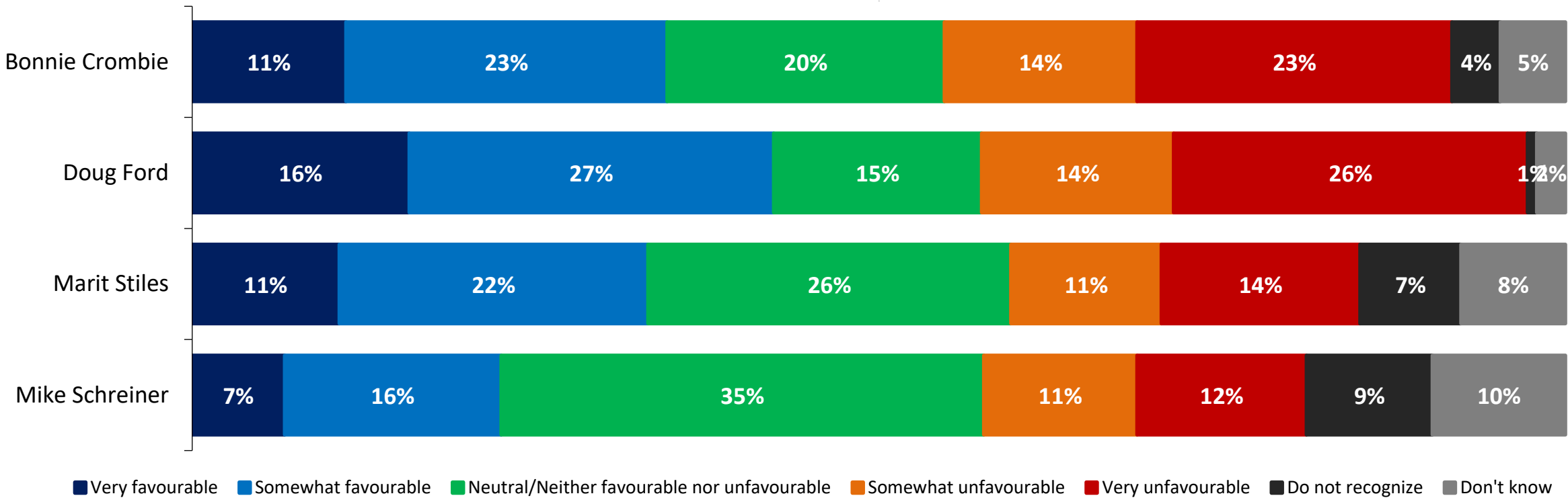
Ontario Party Leader NET Favourables Tracking: Net favourables of Ford is below Stiles after hitting a recent peak

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 perso 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]

Legend:
- OLP Leader: Crombie/Fraser/Del Duca/Wynne/McGuinty
- PCO Leader: Ford/Fedeli/Brown/Hudak
- ONDP Leader: Stiles/Tabuns/Horwath

Current data: February 2025

Best Premier Tracking: Ford holds the lead on who would make the best Premier with Crombie following at 22%

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 (red)
- Ford/Fedeli/Brown/Hudak (blue)
- Stiles/Tabuns/Horwath (orange)
- Other (purple)
- None of the above (black)
- Undecided/Don't know (grey)

Current data: February 2025

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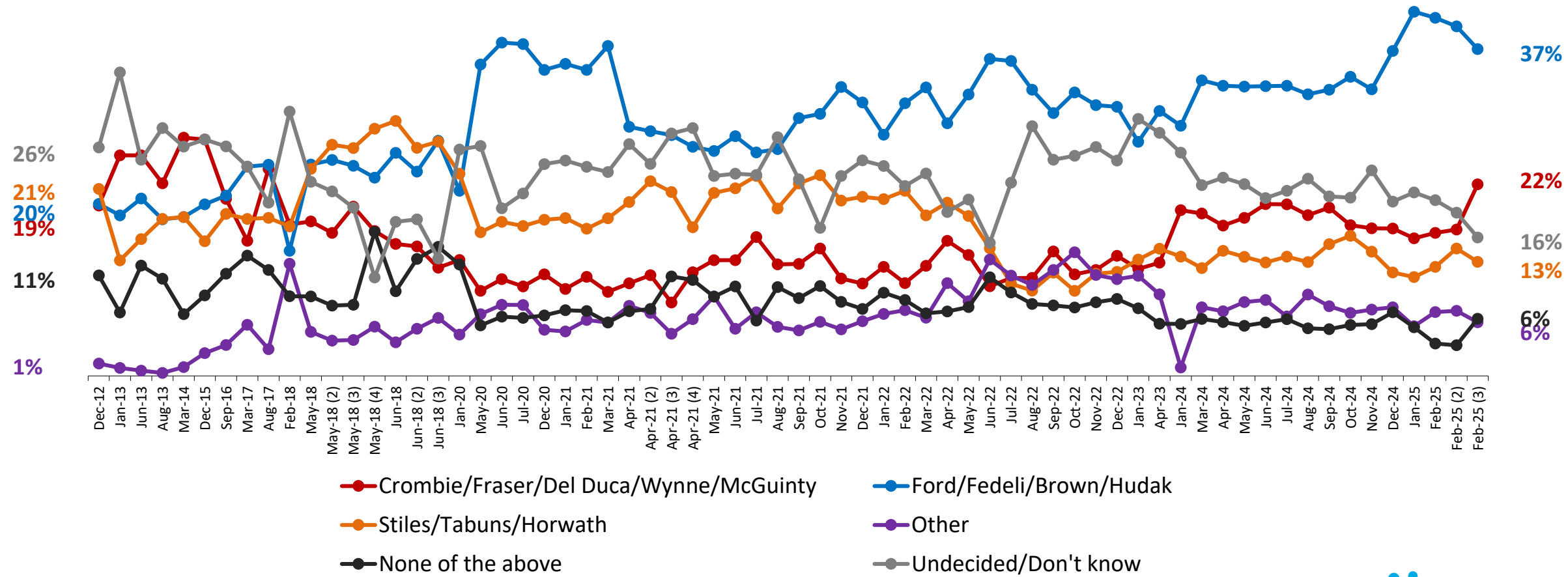
Read, Seen, Heard

Campaign Attention: Just under half have RSH about Ford, more have heard about Crombie and Stiles compared to previous waves

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

Doug Ford and the Ontario PCs

Wave	Yes	No
Wave 3	49%	51%
Wave 2	52%	48%
Wave 1	56%	44%

Bonnie Crombie and the Ontario Liberals

Wave	Yes	No
Wave 3	33%	67%
Wave 2	25%	75%
Wave 1	25%	75%

Marit Stiles and the Ontario NDP

Wave	Yes	No
Wave 3	20%	80%
Wave 2	17%	83%
Wave 1	17%	83%

■ Yes   ■ No

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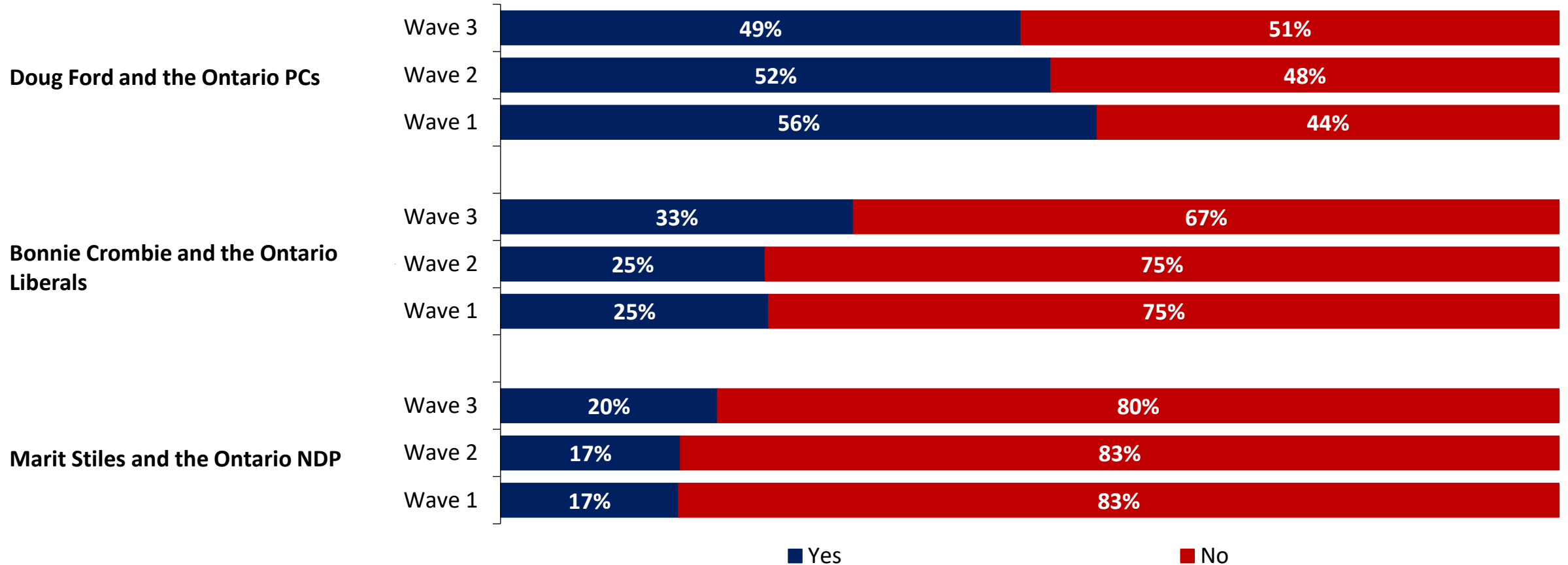
RSH Impact: Those who RSH about Ford were left with more favourable impressions compared to previous waves

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; Wave 1 PCs, n=451; Liberals, n=203; NDP, n=135; Wave 2 PCs, n=418; Liberals, n=197; NDP, n=138; Wave 3 Wave 2 PCs, n=393; Liberals, n=267; NDP, n=161]

Net Favourable

Doug Ford and the Ontario PCs

Wave	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Favourable
Wave 3	17%	27%	33%	7%	16%	+20%
Wave 2	15%	26%	31%	10%	17%	+14%
Wave 1	15%	22%	29%	15%	19%	+3%

Bonnie Crombie and the Ontario Liberals

Wave	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Favourable
Wave 3	16%	28%	26%	11%	19%	+13%
Wave 2	12%	29%	30%	11%	17%	+13%
Wave 1	17%	15%	38%	8%	21%	+3%

Marit Stiles and the Ontario NDP

Wave	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Favourable
Wave 3	18%	30%	35%	5%	12%	+31%
Wave 2	22%	27%	36%	4%	11%	+34%
Wave 1	21%	27%	34%	7%	11%	+30%

Legend:
- ■ A lot more favourable
- ■ Somewhat more favourable
- ■ Made no difference
- ■ Somewhat less favourable
- ■ A lot less favourable

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RSH PCs: Top mention is Ford standing up against Trump, followed by the recent premier conference in Washington to discuss tariffs

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=393]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Standing up against Trump (e.g. Trump tariffs, Canada not for sale) — 33%	55%	34%	12%	+42%
Premier conference in Washington on tariffs — 21%	43%	43%	13%	+30%
Positive - general — 6%	85%	5%	9%	+76%

- Criticisms of Ford and his government's actions (corruption/lies,…) **5%**
- Announcements of projects/policies to help Ontarians (health,…) **5%**
- Negative - general **4%**
- Election news/campaigning - general **4%**
- Election Announcement (Calling an early election) **4%**
- $200 rebate cheques for Ontarians **2%**
- Initial support for Trump/ hot mic **2%**
- Campaign ads **2%**
- General appearances (news/public/radio/TV etc) **2%**
- Pulling American liquor from LCBO **1%**
- Cancelling contract with Starlink **1%**
- Other **3%**
- None **1%**
- Don't Know **2%**

Note: 'No response' (1%) not shown.

RSH PCs (Tracking): Across three waves of tracking, top recall of Ford is him standing up against Trump which remained in the top 3 mentions

Q And what did you read, see, or hear about Doug Ford and the Progressive Conservative party? [OPEN END]

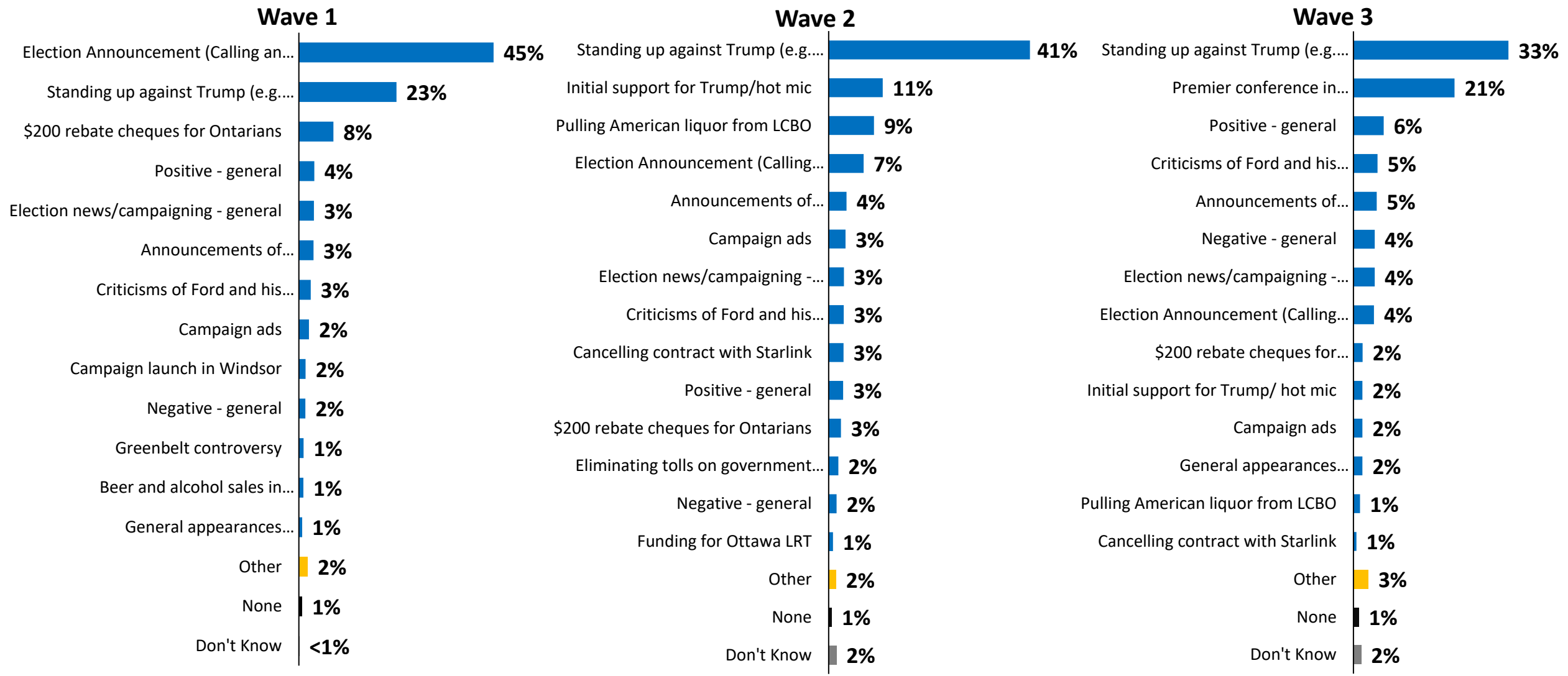[asked only of those who RSH about Doug Ford and the PCs; Wave 1 n=451; Wave 2 n=418; Wave 3 n=393]
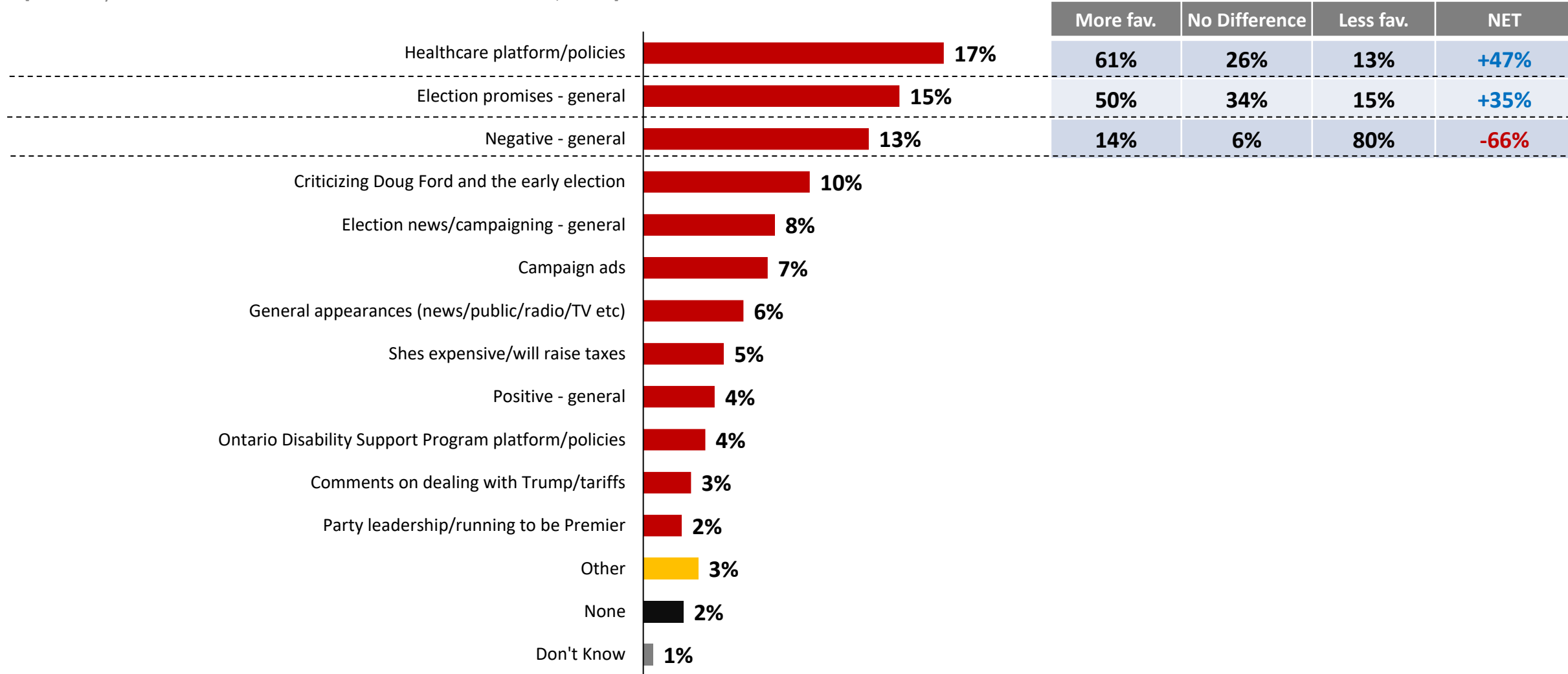
Wave 1

Mention	%
Election Announcement (Calling an…	45%
Standing up against Trump (e.g.…	23%
$200 rebate cheques for Ontarians	8%
Positive - general	4%
Election news/campaigning - general	3%
Announcements of…	3%
Criticisms of Ford and his…	3%
Campaign ads	2%
Campaign launch in Windsor	2%
Negative - general	2%
Greenbelt controversy	1%
Beer and alcohol sales in…	1%
General appearances…	1%
Other	2%
None	1%
Don't Know	<1%

Wave 2

Mention	%
Standing up against Trump (e.g.…	41%
Initial support for Trump/hot mic	11%
Pulling American liquor from LCBO	9%
Election Announcement (Calling…	7%
Announcements of…	4%
Campaign ads	3%
Election news/campaigning -…	3%
Criticisms of Ford and his…	3%
Cancelling contract with Starlink	3%
Positive - general	3%
$200 rebate cheques for Ontarians	3%
Eliminating tolls on government…	2%
Negative - general	2%
Funding for Ottawa LRT	1%
Other	2%
None	1%
Don't Know	2%

Wave 3

Mention	%
Standing up against Trump (e.g.…	33%
Premier conference in…	21%
Positive - general	6%
Criticisms of Ford and his…	5%
Announcements of…	5%
Negative - general	4%
Election news/campaigning -…	4%
Election Announcement (Calling…	4%
$200 rebate cheques for…	2%
Initial support for Trump/ hot mic	2%
Campaign ads	2%
General appearances…	2%
Pulling American liquor from LCBO	1%
Cancelling contract with Starlink	1%
Other	3%
None	1%
Don't Know	2%

RSH Liberals: Top mention of Crombie is her healthcare platform and proposed polices followed by her election promises

23

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=267]

Impact by RSH

		More fav.	No Difference	Less fav.	NET
Healthcare platform/policies	17%	61%	26%	13%	+47%
Election promises - general	15%	50%	34%	15%	+35%
Negative - general	13%	14%	6%	80%	-66%
Criticizing Doug Ford and the early election	10%				
Election news/campaigning - general	8%				
Campaign ads	7%				
General appearances (news/public/radio/TV etc)	6%				
Shes expensive/will raise taxes	5%				
Positive - general	4%				
Ontario Disability Support Program platform/policies	4%				
Comments on dealing with Trump/tariffs	3%				
Party leadership/running to be Premier	2%				
Other	3%				
None	2%				
Don't Know	1%				

Note: 'No response' (1%) not shown.

RSH Liberals (Tracking): Criticisms of Ford topped recall mentions until recently where Crombie's proposed healthcare polices gained attention
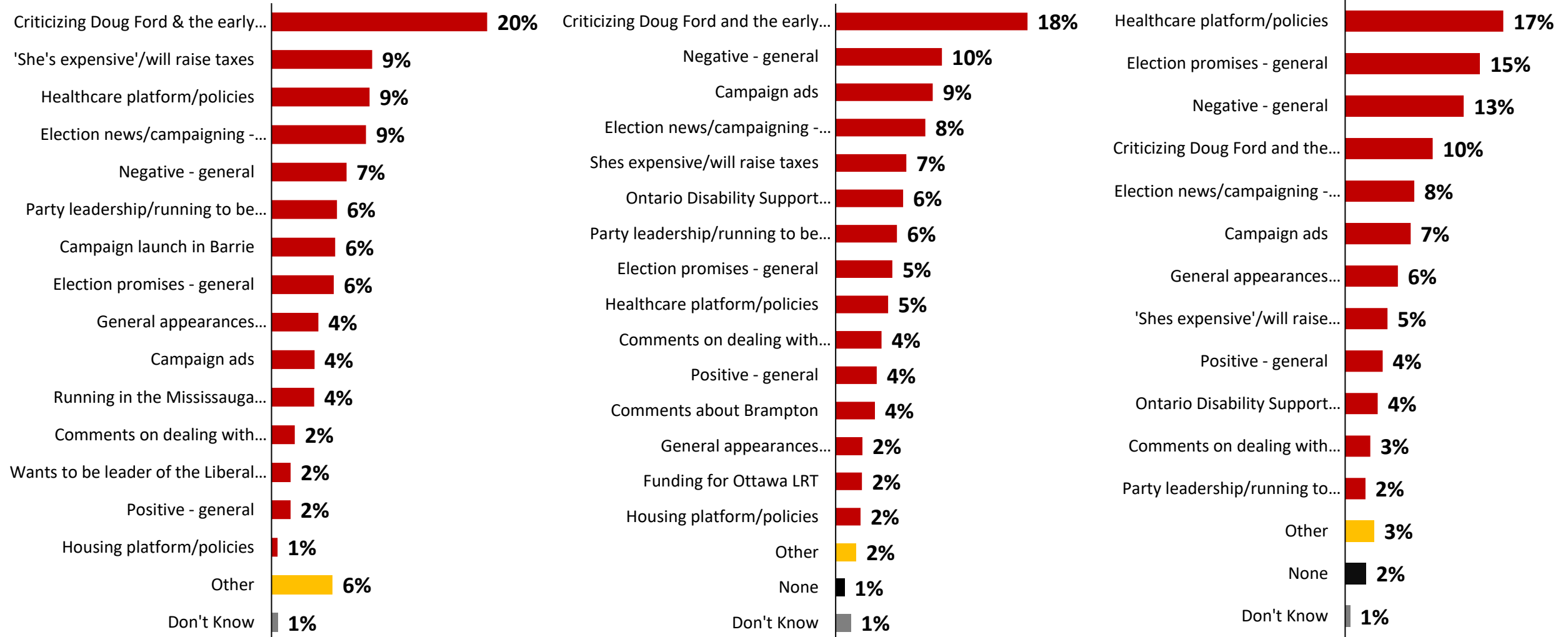
Q And what did you read, see, or hear about Doug Ford and the Progressive Conservative party? [OPEN END]

[asked only of those who RSH about Bonnie Crombie and the Liberals; Wave 1 n=203; Wave 2 n=197; Wave 3 n=267]

Wave 1

Criticizing Doug Ford & the early…	20%
'She's expensive'/will raise taxes	9%
Healthcare platform/policies	9%
Election news/campaigning -…	9%
Negative - general	7%
Party leadership/running to be…	6%
Campaign launch in Barrie	6%
Election promises - general	6%
General appearances…	4%
Campaign ads	4%
Running in the Mississauga…	4%
Comments on dealing with…	2%
Wants to be leader of the Liberal…	2%
Positive - general	2%
Housing platform/policies	1%
Other	6%
Don't Know	1%

Wave 2

Criticizing Doug Ford and the early…	18%
Negative - general	10%
Campaign ads	9%
Election news/campaigning -…	8%
Shes expensive/will raise taxes	7%
Ontario Disability Support…	6%
Party leadership/running to be…	6%
Election promises - general	5%
Healthcare platform/policies	5%
Comments on dealing with…	4%
Positive - general	4%
Comments about Brampton	4%
General appearances…	2%
Funding for Ottawa LRT	2%
Housing platform/policies	2%
Other	2%
None	1%
Don't Know	1%

Wave 3

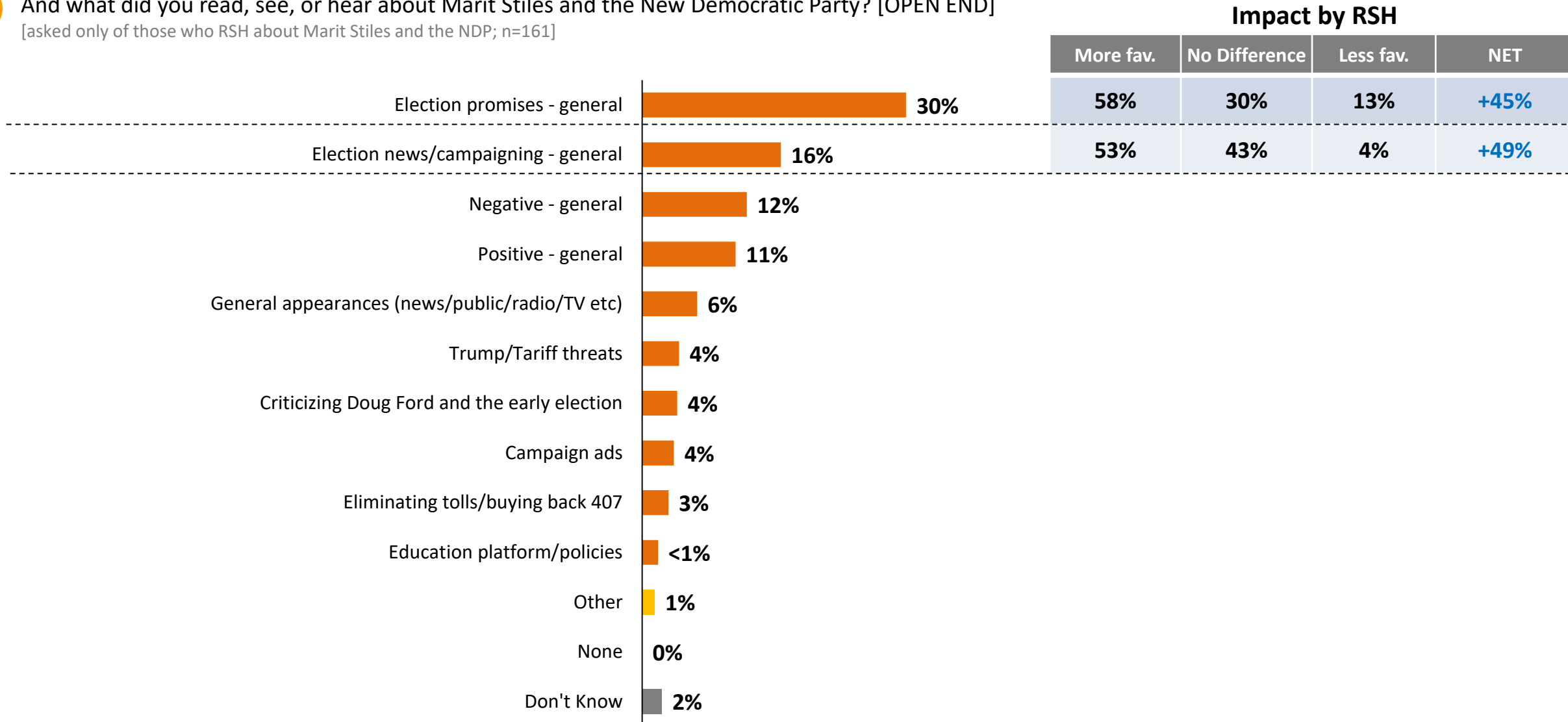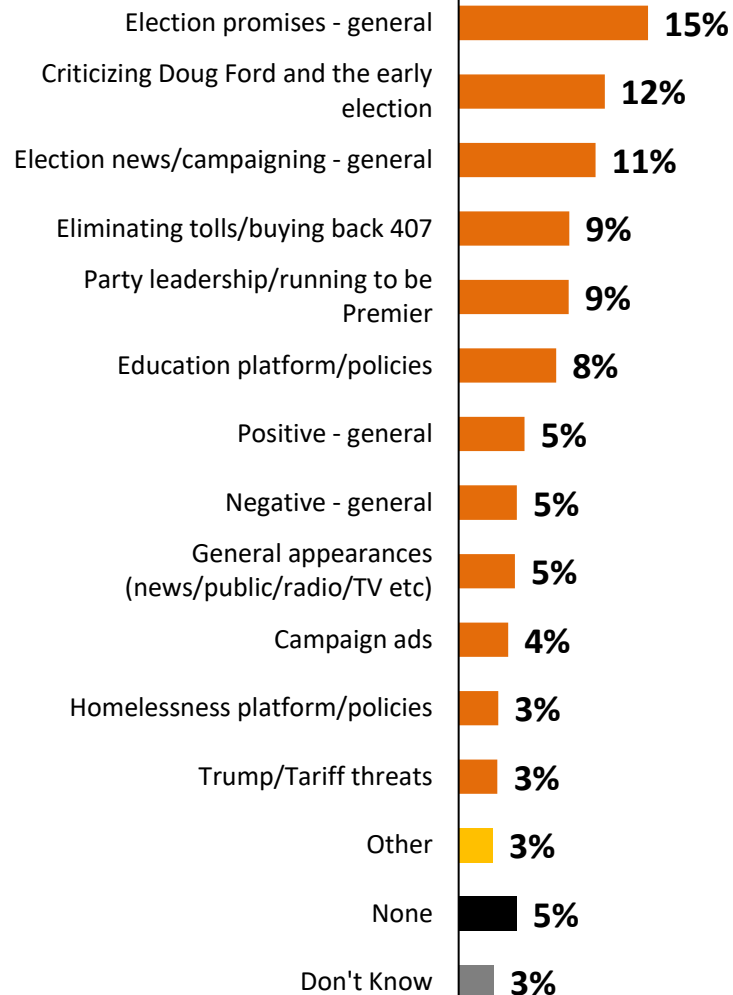|	
Healthcare platform/policies	17%
Election promises - general	15%
Negative - general	13%
Criticizing Doug Ford and the…	10%
Election news/campaigning -…	8%
Campaign ads	7%
General appearances…	6%
'Shes expensive'/will raise…	5%
Positive - general	4%
Ontario Disability Support…	4%
Comments on dealing with…	3%
Party leadership/running to…	2%
Other	3%
None	2%
Don't Know	1%

RSH New Democrats: Top two mentions for Stiles election promises and news on the election and campaigning from the NDP

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=161]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Election promises - general	58%	30%	13%	+45%
Election news/campaigning - general	53%	43%	4%	+49%

Category	Value
Election promises - general	30%
Election news/campaigning - general	16%
Negative - general	12%
Positive - general	11%
General appearances (news/public/radio/TV etc)	6%
Trump/Tariff threats	4%
Criticizing Doug Ford and the early election	4%
Campaign ads	4%
Eliminating tolls/buying back 407	3%
Education platform/policies	<1%
Other	1%
None	0%
Don't Know	2%

Note: 'No response' (4%) not shown. Impact only shown for top 2 mentions due to small n-size.

RSH NDP (Tracking): Election promises from Stiles was the top mention in the previous couple waves

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 Marit Stiles and the NDP; Wave 1 n=135; Wave 2 n=138; Wave 3 n=161]
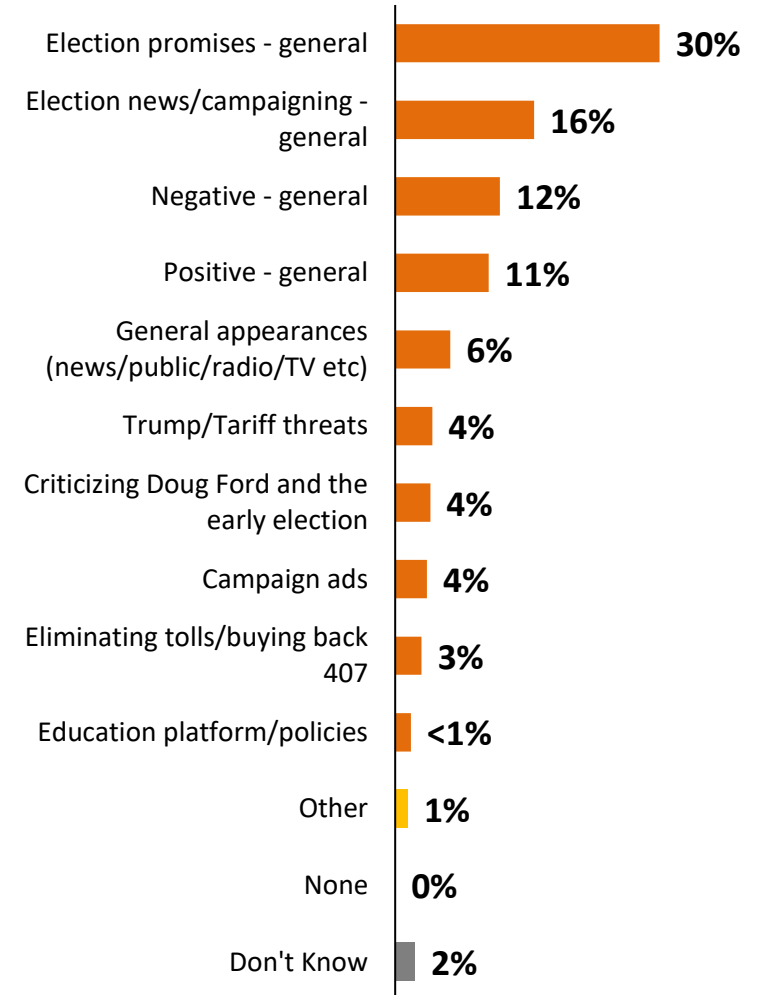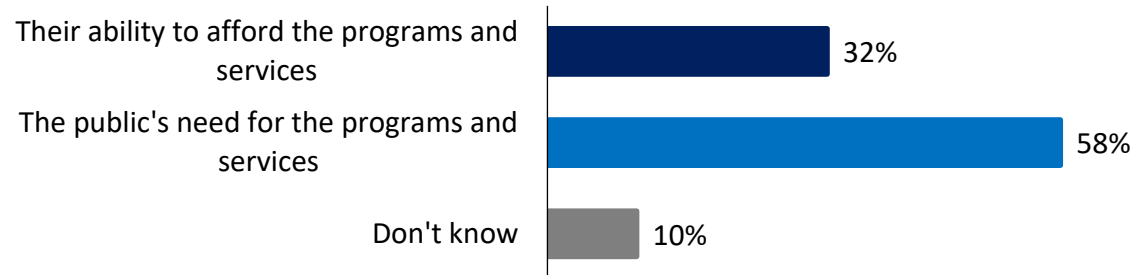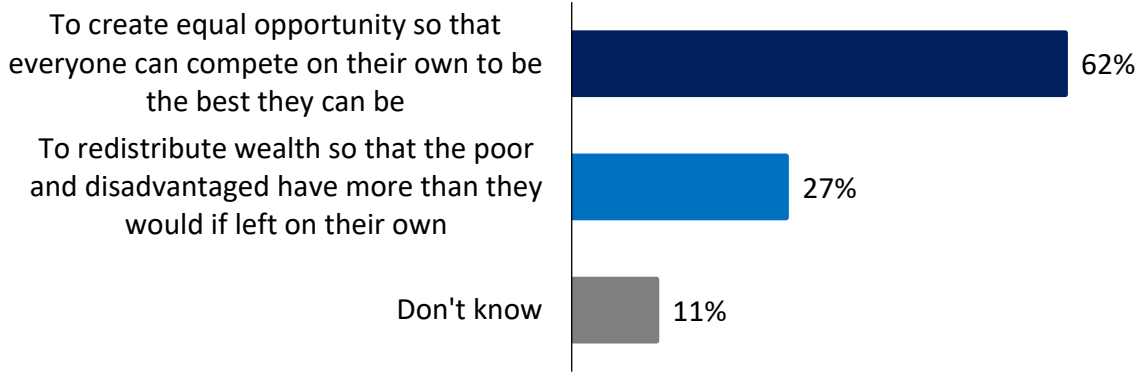
Wave 1

Category	%
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%

Wave 2

Category	%
Election promises - general	15%
Criticizing Doug Ford and the early election	12%
Election news/campaigning - general	11%
Eliminating tolls/buying back 407	9%
Party leadership/running to be Premier	9%
Education platform/policies	8%
Positive - general	5%
Negative - general	5%
General appearances (news/public/radio/TV etc)	5%
Campaign ads	4%
Homelessness platform/policies	3%
Trump/Tariff threats	3%
Other	3%
None	5%
Don't Know	3%

Wave 3

Category	%
Election promises - general	30%
Election news/campaigning - general	16%
Negative - general	12%
Positive - general	11%
General appearances (news/public/radio/TV etc)	6%
Trump/Tariff threats	4%
Criticizing Doug Ford and the early election	4%
Campaign ads	4%
Eliminating tolls/buying back 407	3%
Education platform/policies	<1%
Other	1%
None	0%
Don't Know	2%

Segmentations

Core Political Values: Over half (53%) think govt listens to experts too often; 62% say gov'ts should create equal opportunity
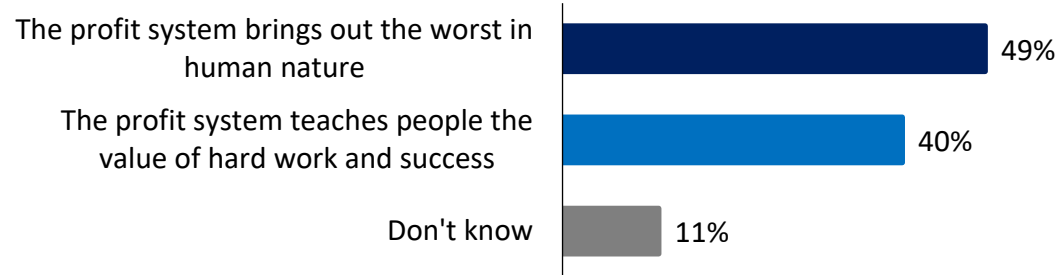
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?
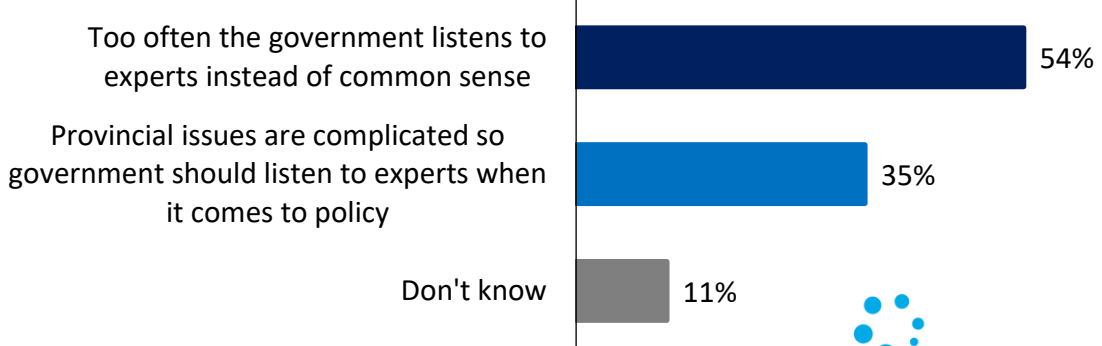[asked of all respondents; n=800]

- Their ability to afford the programs and services — 32%
- The public's need for the programs and services — 58%
- Don't know — 10%

Q Is the main role of government to…?
[asked of all respondents; n=800]

- To create equal opportunity so that everyone can compete on their own to be the best they can be — 62%
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — 27%
- Don't know — 11%

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=800]

- The profit system brings out the worst in human nature — 49%
- The profit system teaches people the value of hard work and success — 40%
- Don't know — 11%

Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=800]

- Too often the government listens to experts instead of common sense — 54%
- Provincial issues are complicated so government should listen to experts when it comes to policy — 35%
- Don't know — 11%

Current data: February 2025

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Value Clusters: 23% of Ontarians are Business Liberals, 22% are Left Liberals and 18% are Pay-as-you-go Moderates

Q Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.
[asked of all respondents; n=800]

Pie chart segments:
- Populist Conservatives 12%
- Deferential Conservatives 8%
- Business Liberals 23%
- Left Liberals 22%
- Core Left 17%
- Pay-as-you-go Moderates 18%

Current data: February 2025

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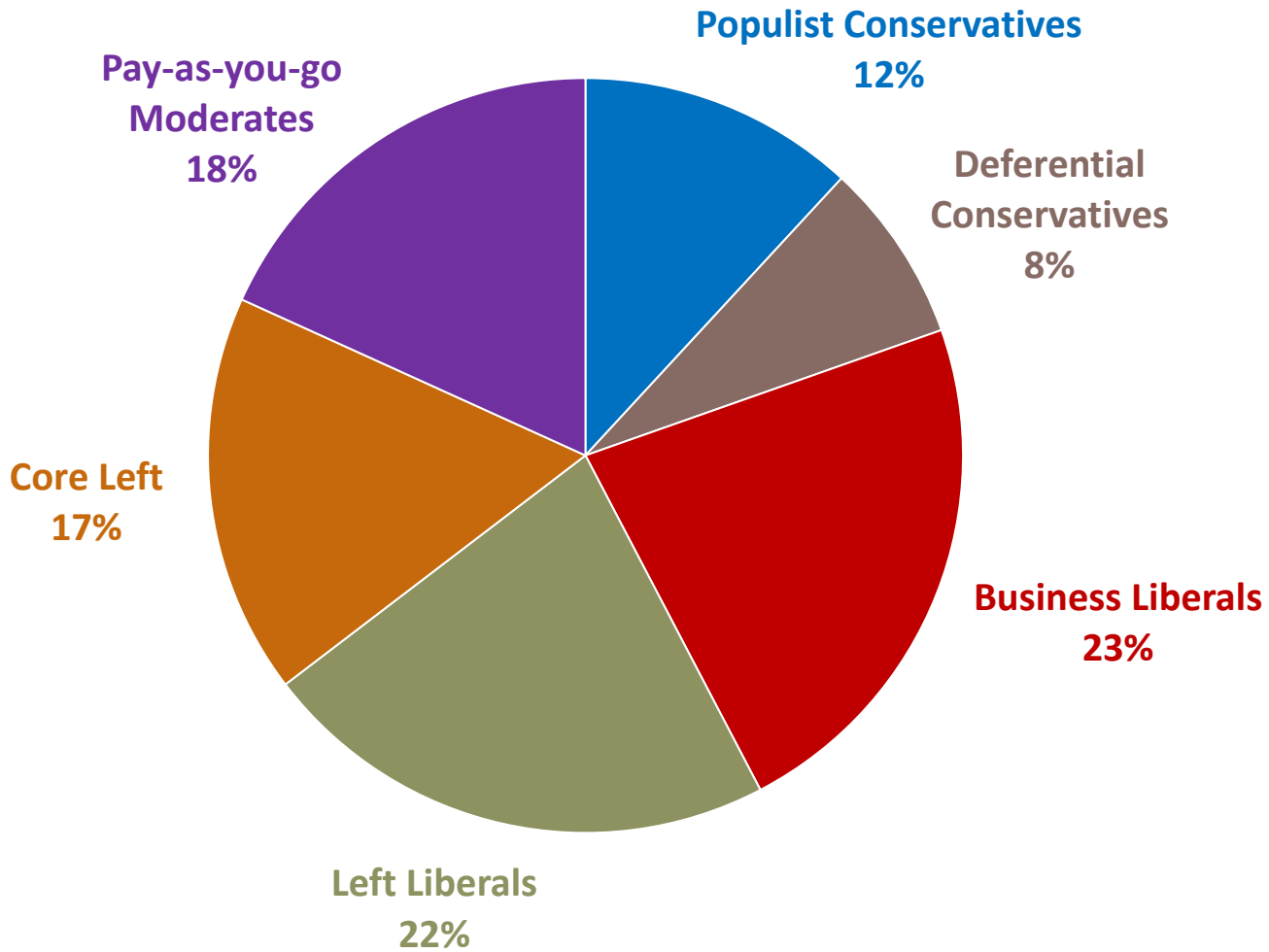
Defining Value Clusters: Half of Pay-as-you-go Moderates say the main role of government is to create equal opportunity

Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on…	Ability to afford	92%	85%	0%	0%	0%	78%
	Public Need	0%	0%	96%	92%	93%	0%
Is the main role of government to…?	Create equal opportunity	97%	70%	67%	94%	0%	50%
	Redistribute wealth	0%	23%	20%	0%	96%	24%
When it comes to government decision making…	Rely on common sense	100%	0%	44%	67%	38%	59%
	Listen to experts	0%	86%	47%	24%	50%	19%
The profit system…	Brings out the worst in human nature	0%	0%	0%	89%	90%	76%
	Teaches value of hard work and success	91%	91%	91%	0%	0%	6%

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Economic Gap Segmentation: 66% agree that getting by seems more difficult every year, while 51% agree that you can anything with work

Q Do you agree or disagree with the following statements?
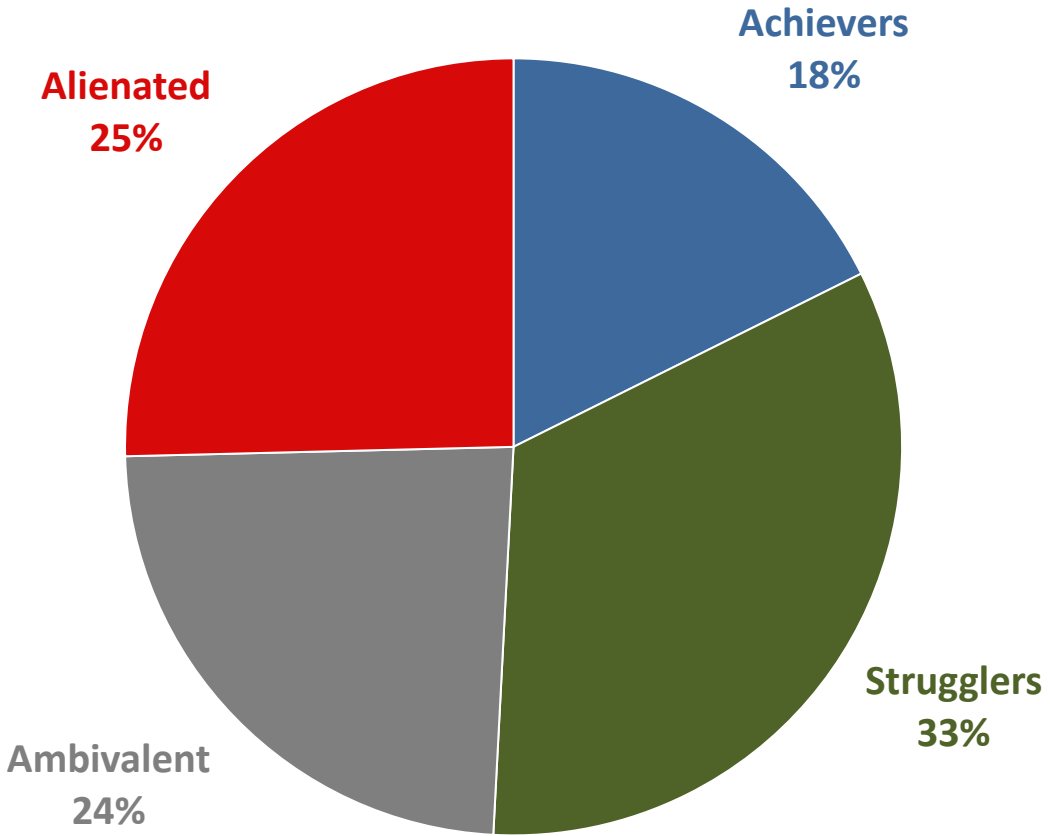[asked of all respondents; n=800]

Here in Ontario you can be anything you want if you are willing to work for it

| 17% | 33% | 22% | 17% | 9% | |

No matter how hard I work, every year it seems more difficult to get by

| 33% | 33% | 18% | 9% | 4% | |

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Current data: February 2025

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Time for Change Attitudes: 3-in-5 (64%) think it is time for a change in govt, while 46% think the PCs are still the best party to form govt

It is time for a change in government here in Ontario
- Strongly agree: 41%
- Somewhat agree: 22%
- Neither agree nor disagree: 15%
- Somewhat disagree: 8%
- Strongly disagree: 12%

The Ontario Progressive Conservative Party may have their problems but they are still the best party to form government
- Strongly agree: 21%
- Somewhat agree: 25%
- Neither agree nor disagree: 17%
- Somewhat disagree: 13%
- Strongly disagree: 22%

Legend:
■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

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Current data: February 2025

Time for Change Segmentation: 'Time for a change' make up 20% while those 'Hostile' make up another 19%

Q 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=800]

Current data: February 2025

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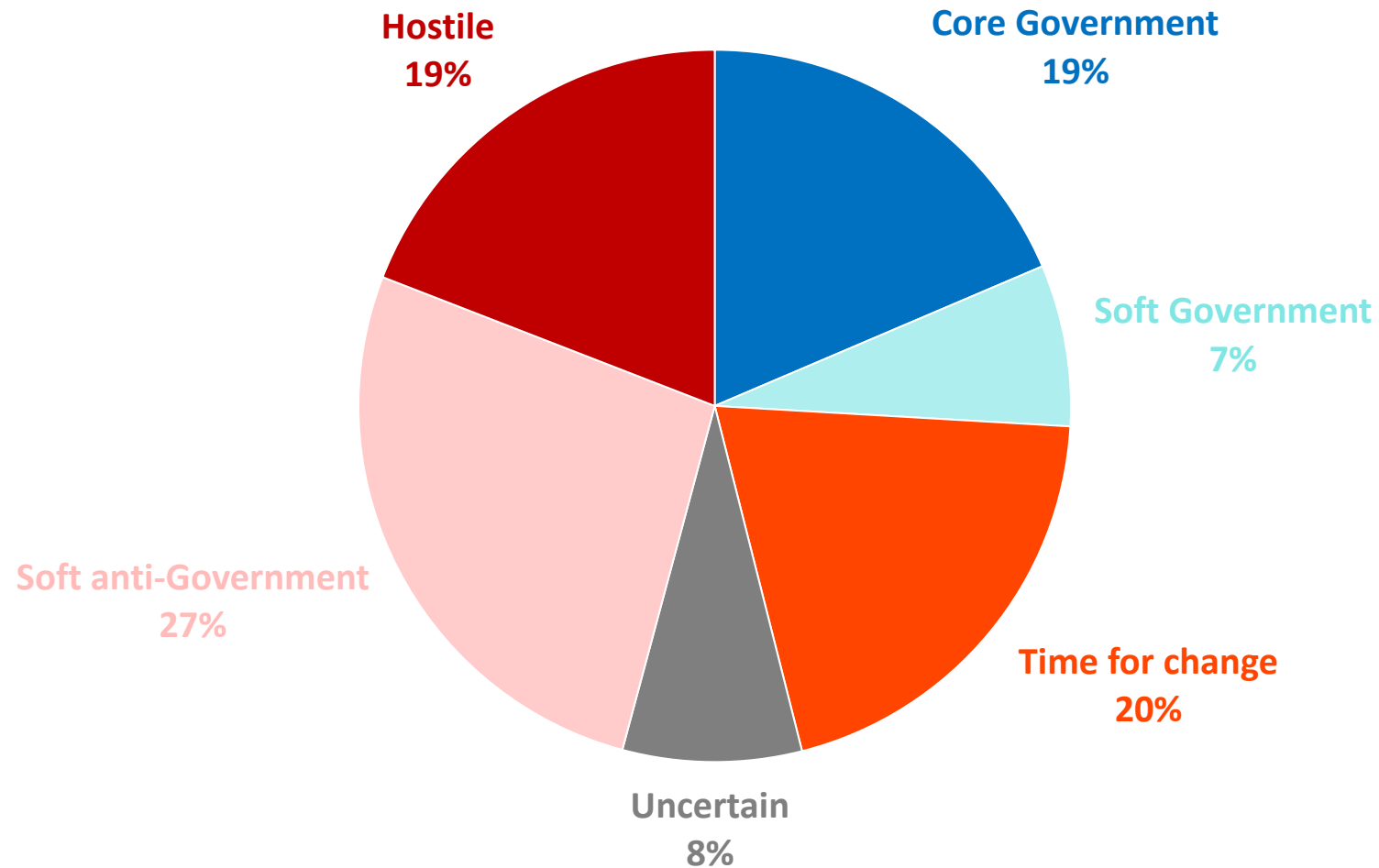
Ford Personal Vote: Half are Ford supporters, including 16% who have a positive impression of Ford, but are not PC identifiers

Q Respondents are grouped according to their impression of Doug Ford **BY Provincial Party ID and Doug Ford Impression**
[asked of all respondents; n=800]

Impression of Doug Ford BY Party ID

Segment	Description
Core PCs	Positive impression of Doug Ford and identify as a PC
Non-PC Ford Supporters	Positive impression of Doug Ford and DO NOT identify as a PC
Unaligned	Unaligned and neutral or negative impression of Doug Ford
Other Supporters	Neutral or negative impression of Doug Ford and identify as a partisan for another party

Current data: February 2025
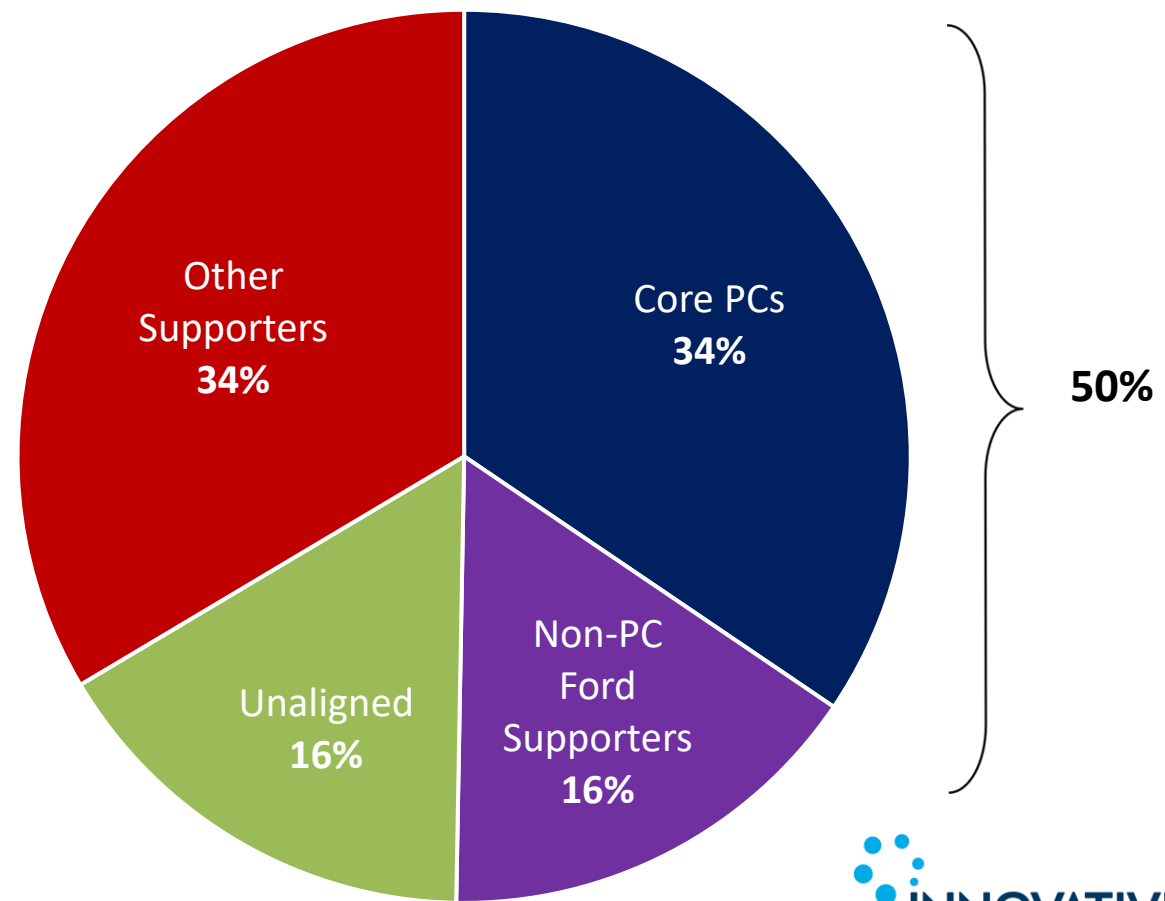
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