



# Ontario Election

**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 12<sup>th</sup> to  
February 16<sup>th</sup>, 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.

# 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 heard 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.

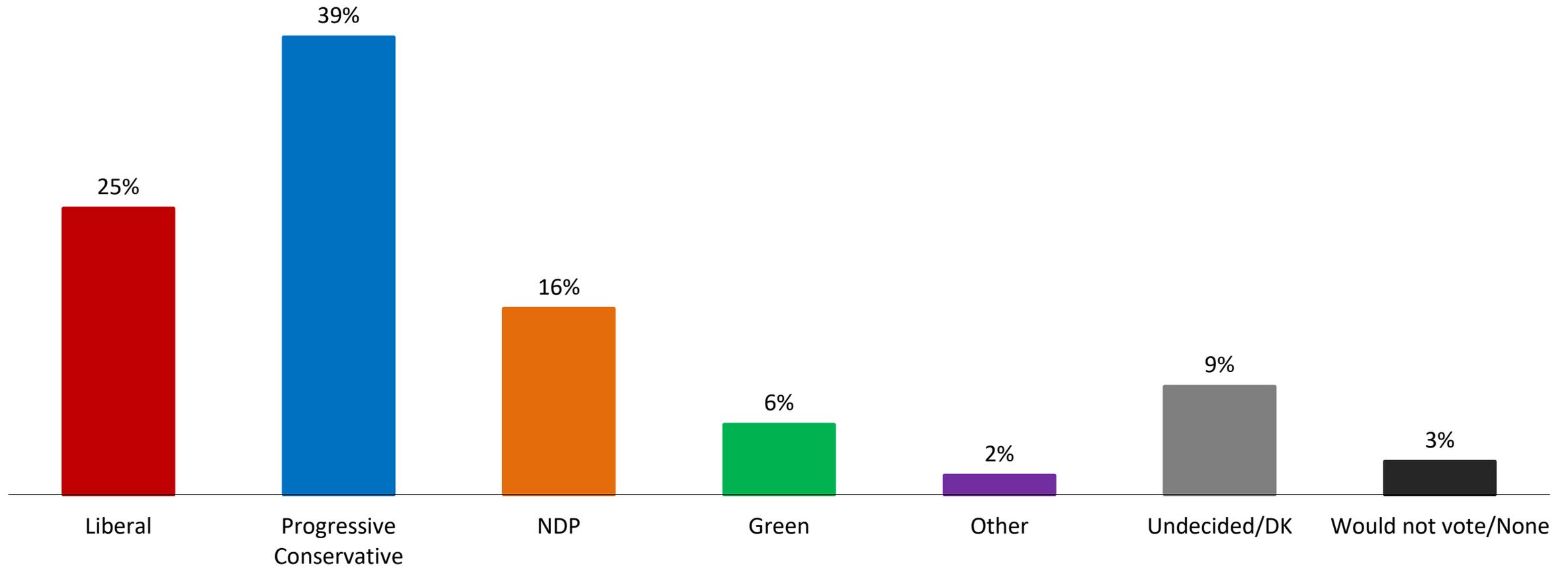
# Provincial Vote

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



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]**

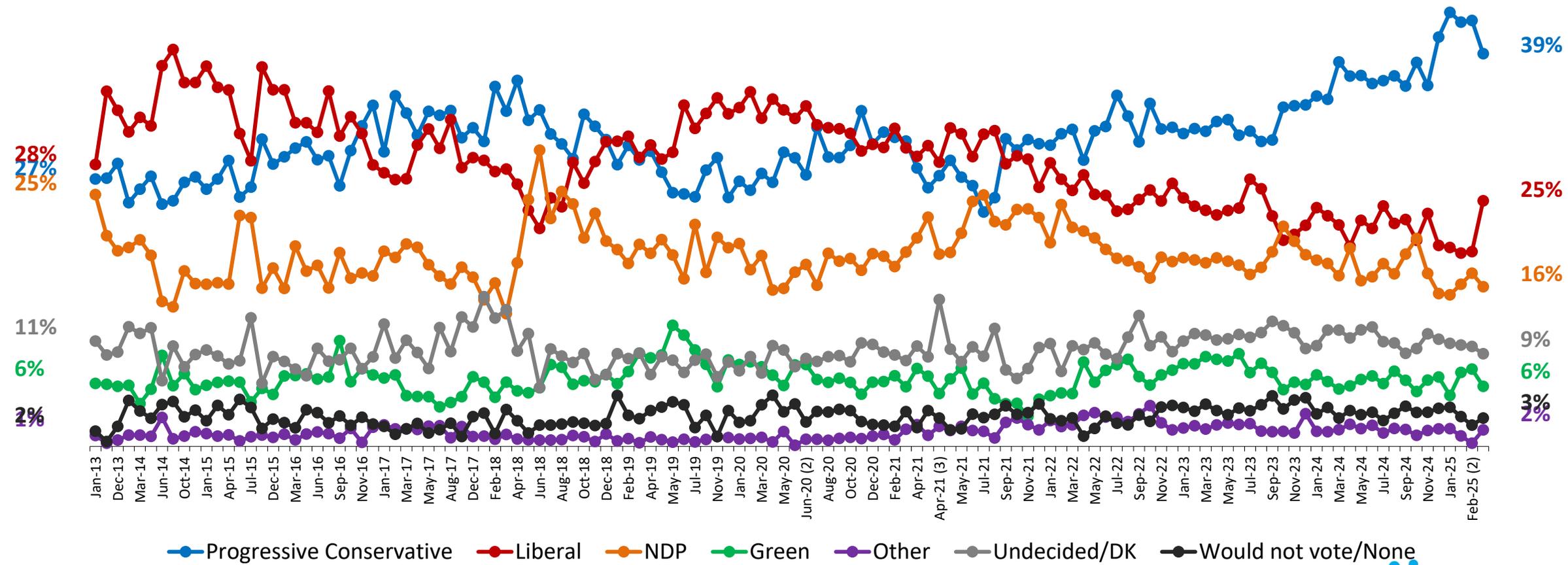
[asked of all respondents; n=800]



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



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]

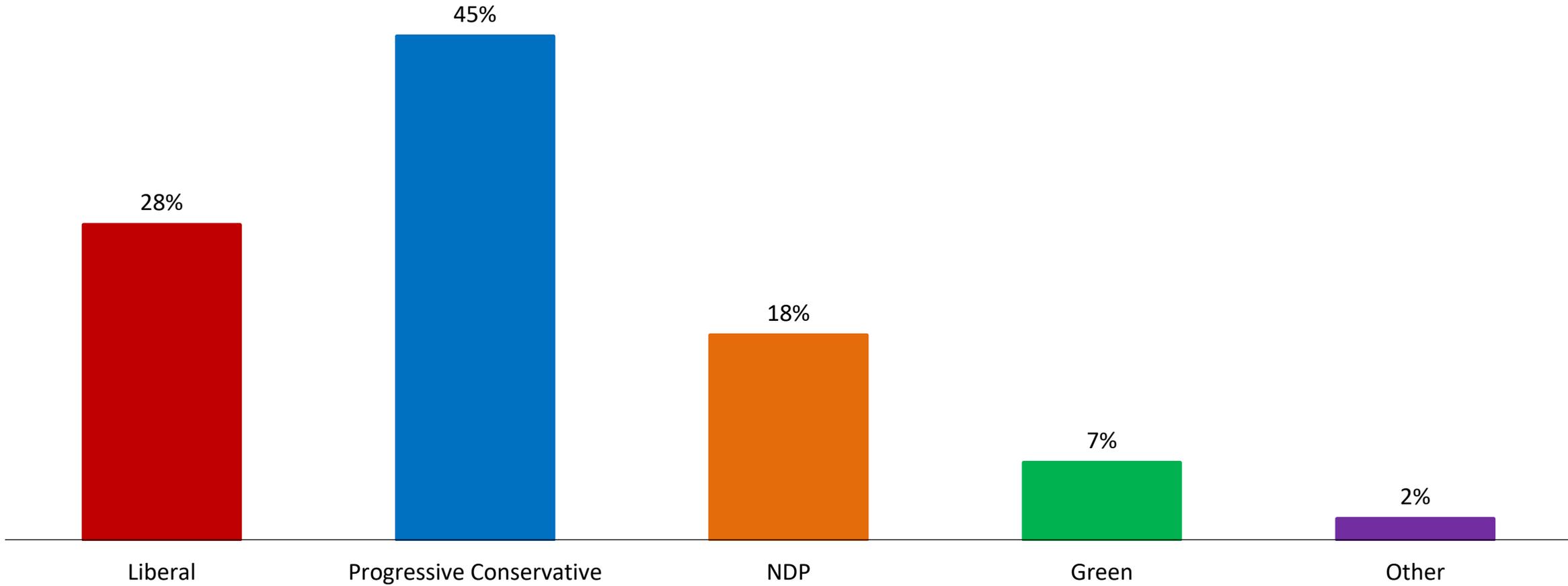


# Provincial Decided Vote: Over 2-in-5 (45%) are decided on voting for the Progressive Conservatives, Liberals at 28% and NDP at 18%



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

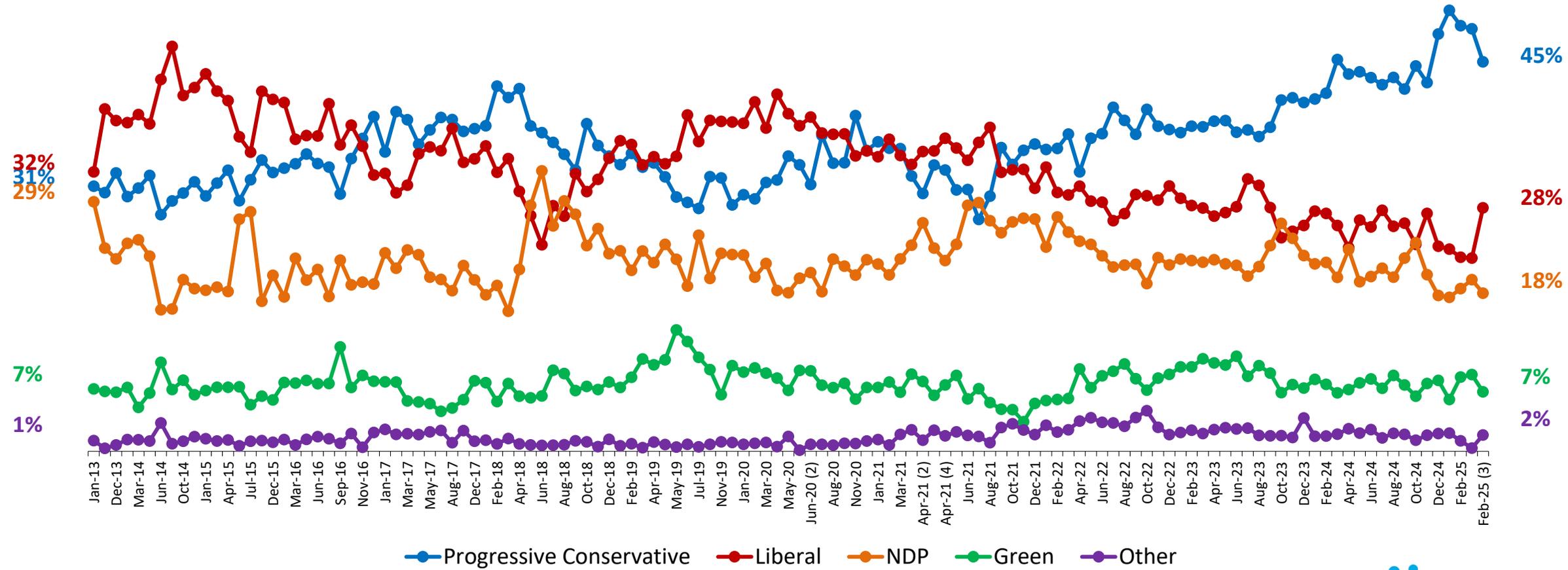
[decided voters only; n=703]



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



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]



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

		Value Clusters					
		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
		(N=95)	(N=62)	(N=182)	(N=178)	(N=137)	(N=146)
Provincial Combined Vote	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

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

		Economic Gap			
		Achievers (N=141)	Strugglers (N=265)	Ambivalent (N=190)	Alienated (N=203)
Provincial Combined Vote	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%

# 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

# 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

		Liberal	Progressive Conservative	NDP	Green	Other	Unaligned
		(N=206)	(N=276)	(N=103)	(N=34)	(N=18)	(N=164)
Provincial Combined Vote	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

# 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 (n=276)	Non-PC Ford Supporters (n=126)	Unaligned (n=129)	Other Supporters (n=268)
Provincial Combined Vote	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%



**Leadership**

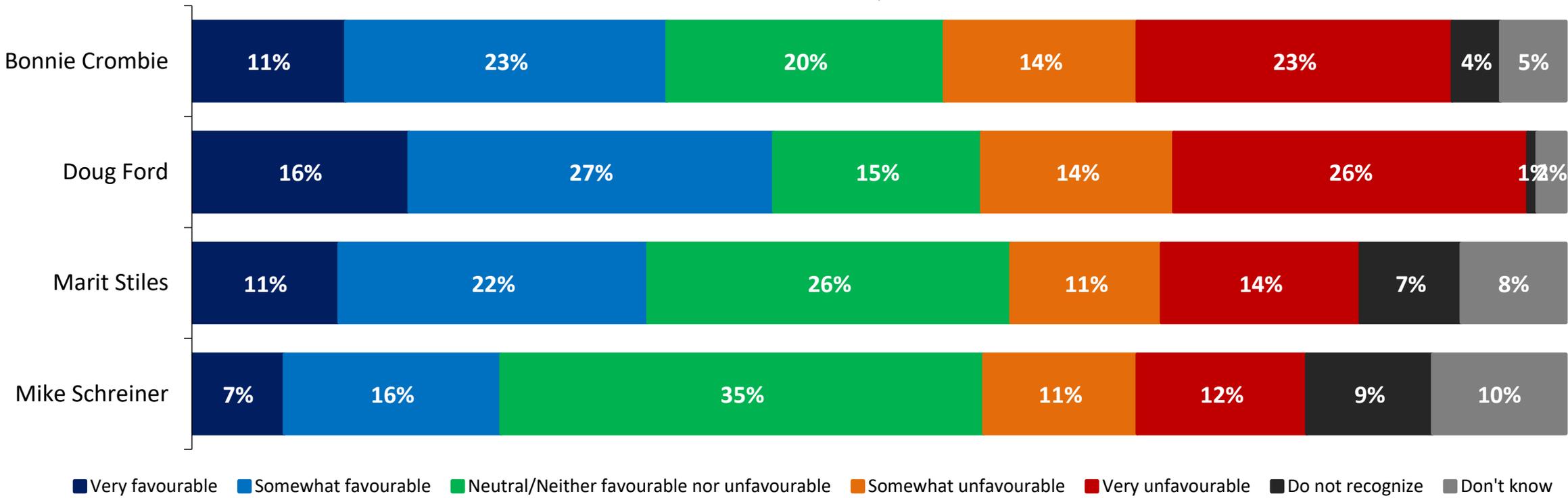


# Leader Favourables: Ford leads with favourables at 42%; favourability of Crombie and Stiles are nearly split, 35% and 33%, respectively



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]

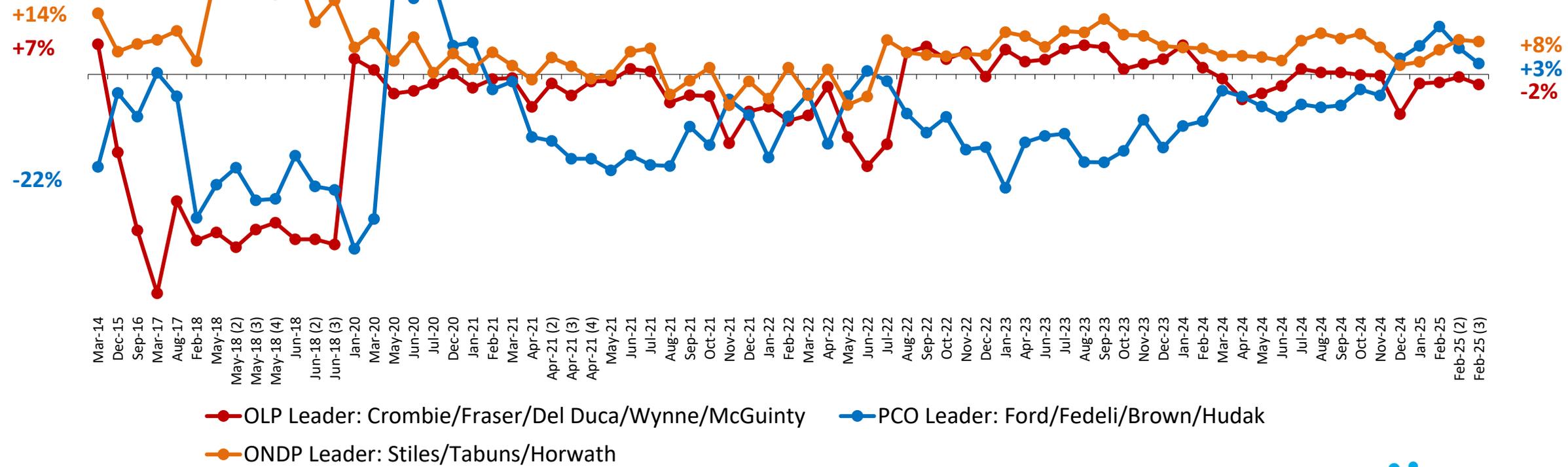


# Ontario Party Leader NET Favourables Tracking: Net favourables of Ford is below Stiles after hitting a recent peak



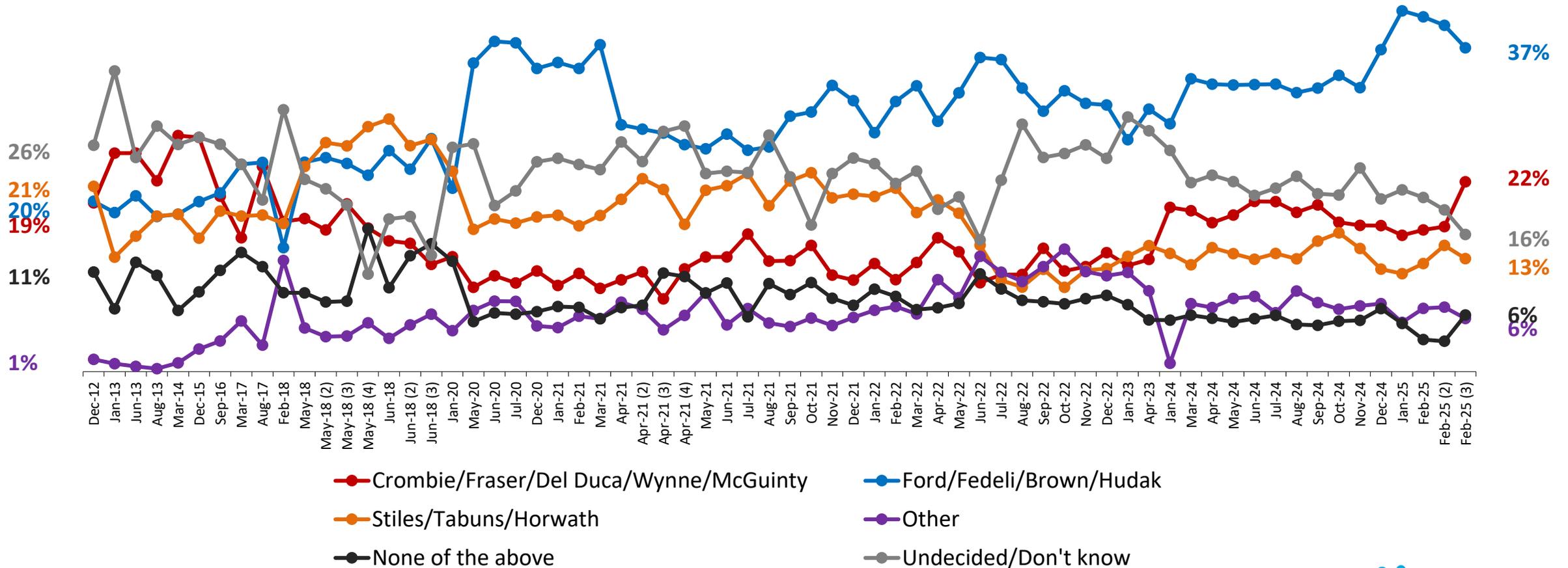
Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable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

[asked of all respondents; n=800]



# 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]



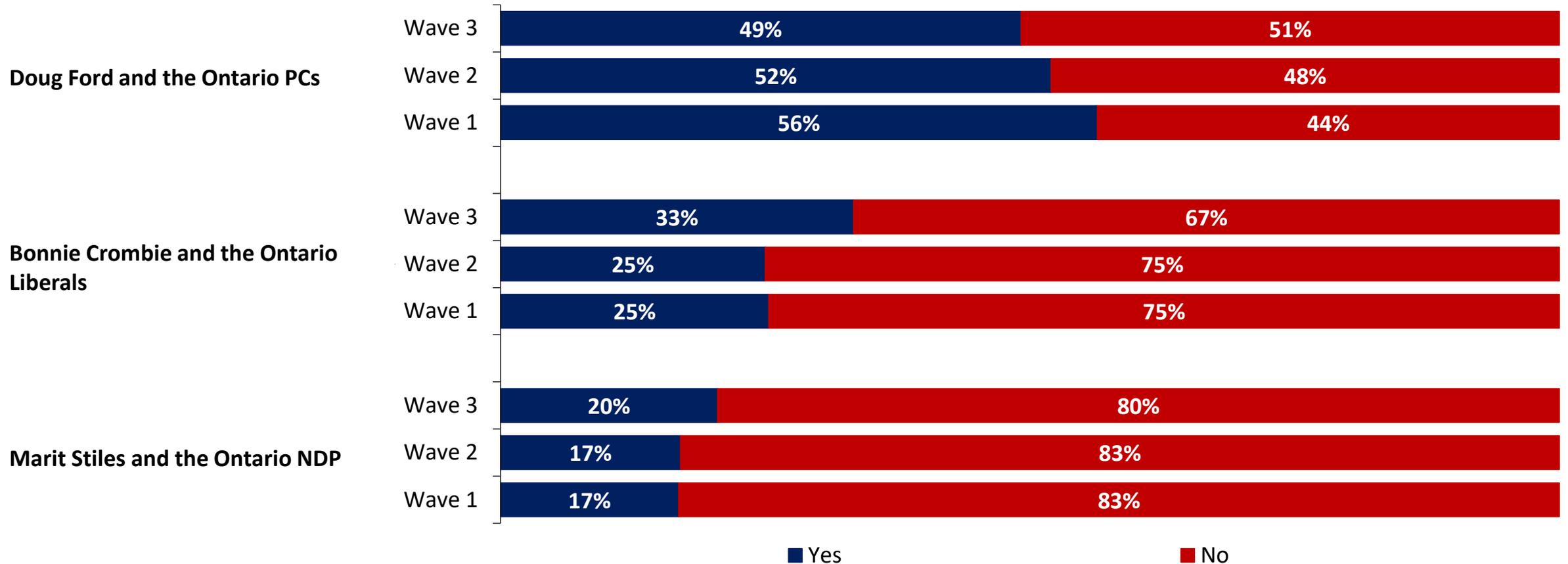
**Read, Seen, Heard**

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



Have you read, seen or heard anything about [LEADER] and the [PARTY] in the last few days?

[asked of all respondents; n=800]



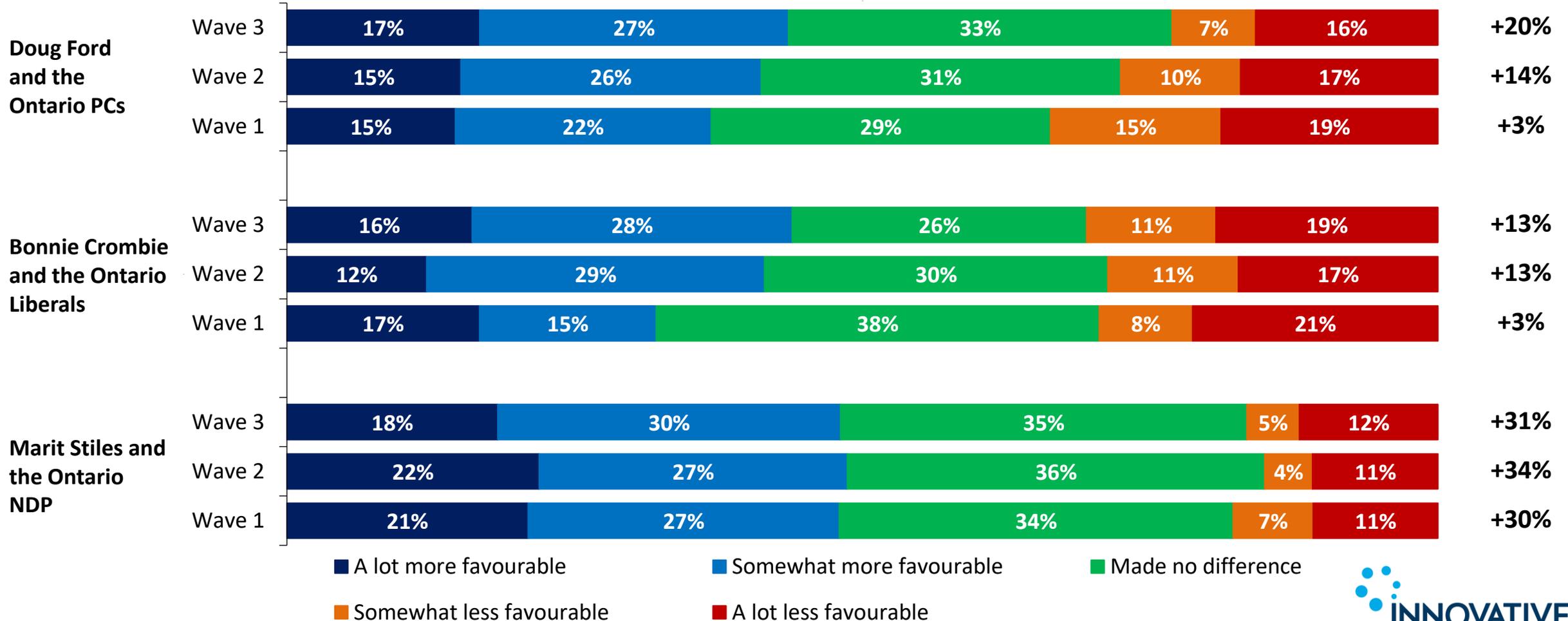
# RSH Impact: Those who RSH about Ford were left with more favourable impressions compared to previous waves



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**

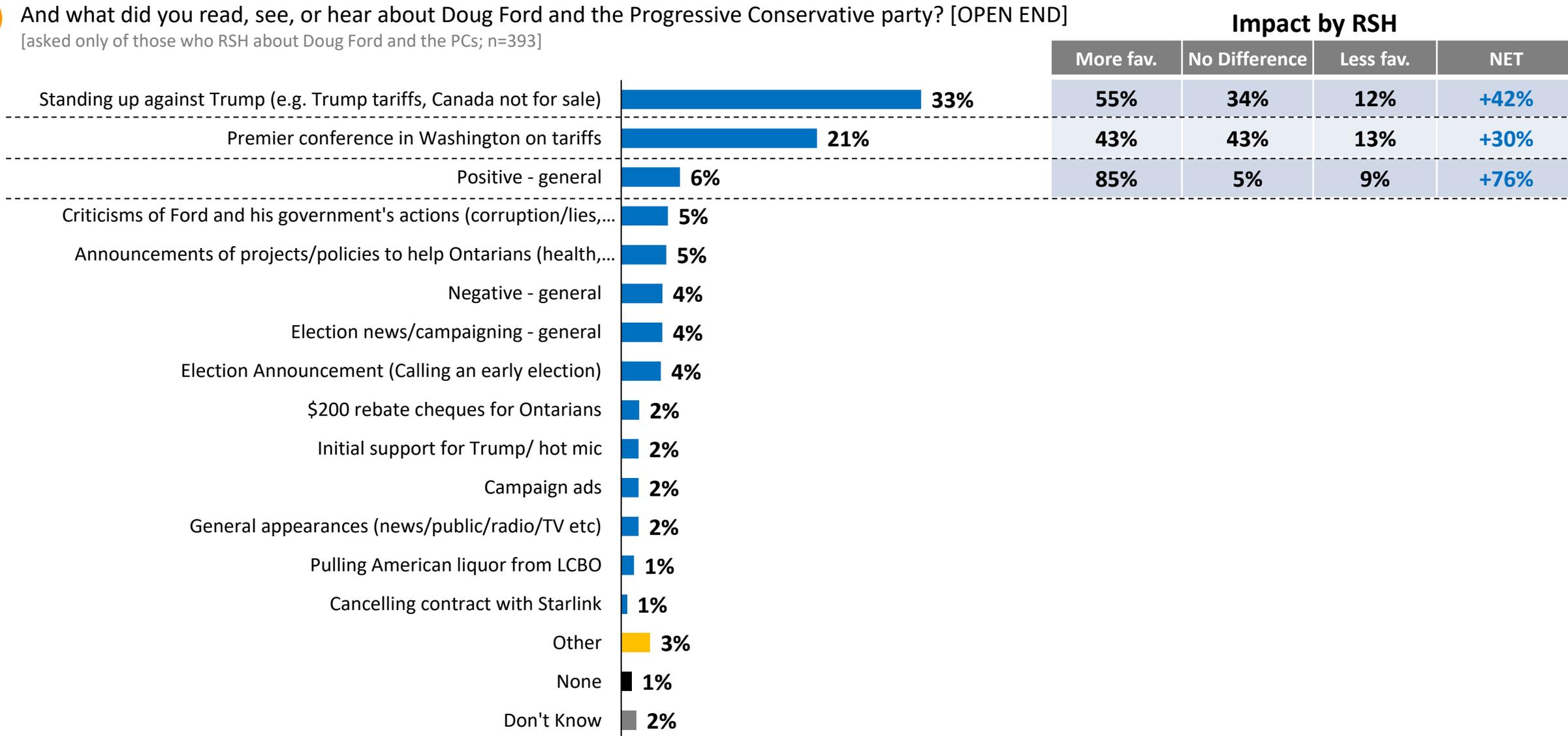


# RSH PCs: Top mention is Ford standing up against Trump, followed by the recent premier conference in Washington to discuss tariffs



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]



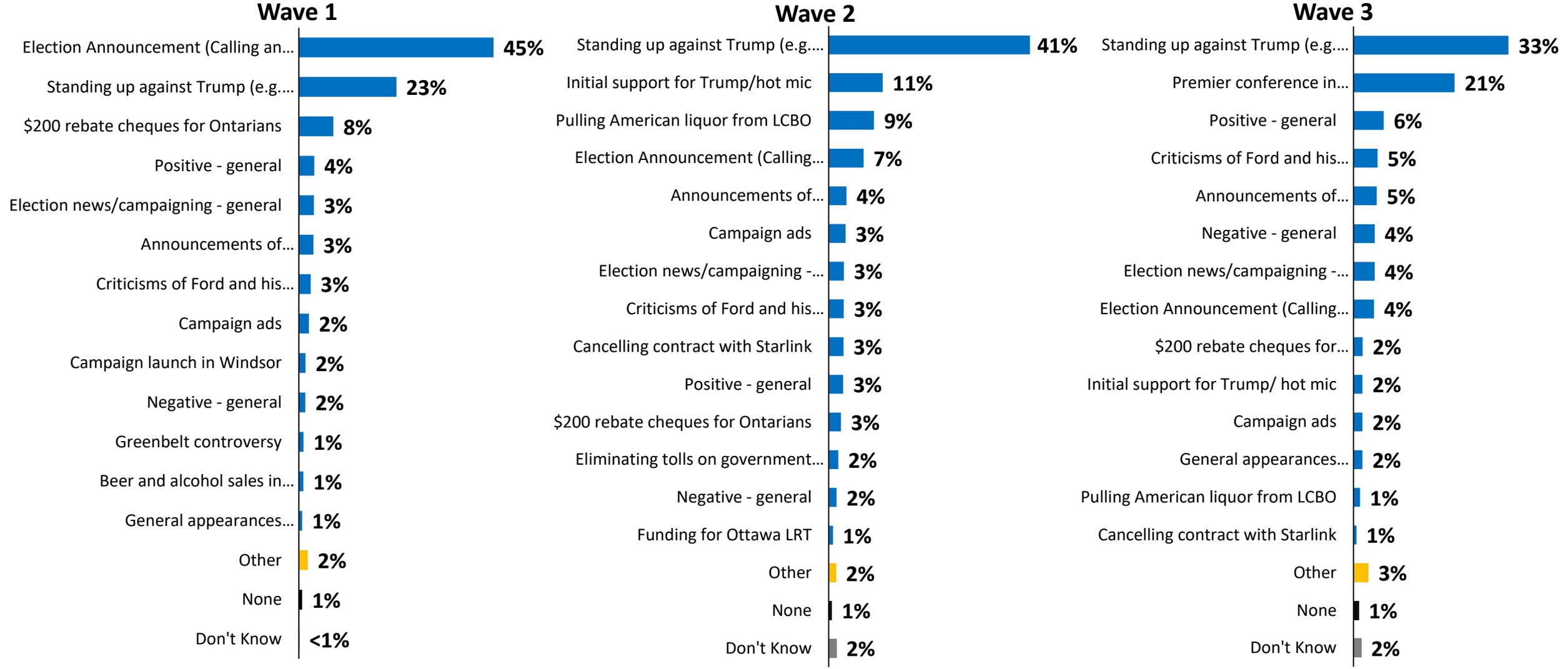
Note: 'No response' (1%) not shown.

# 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



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]

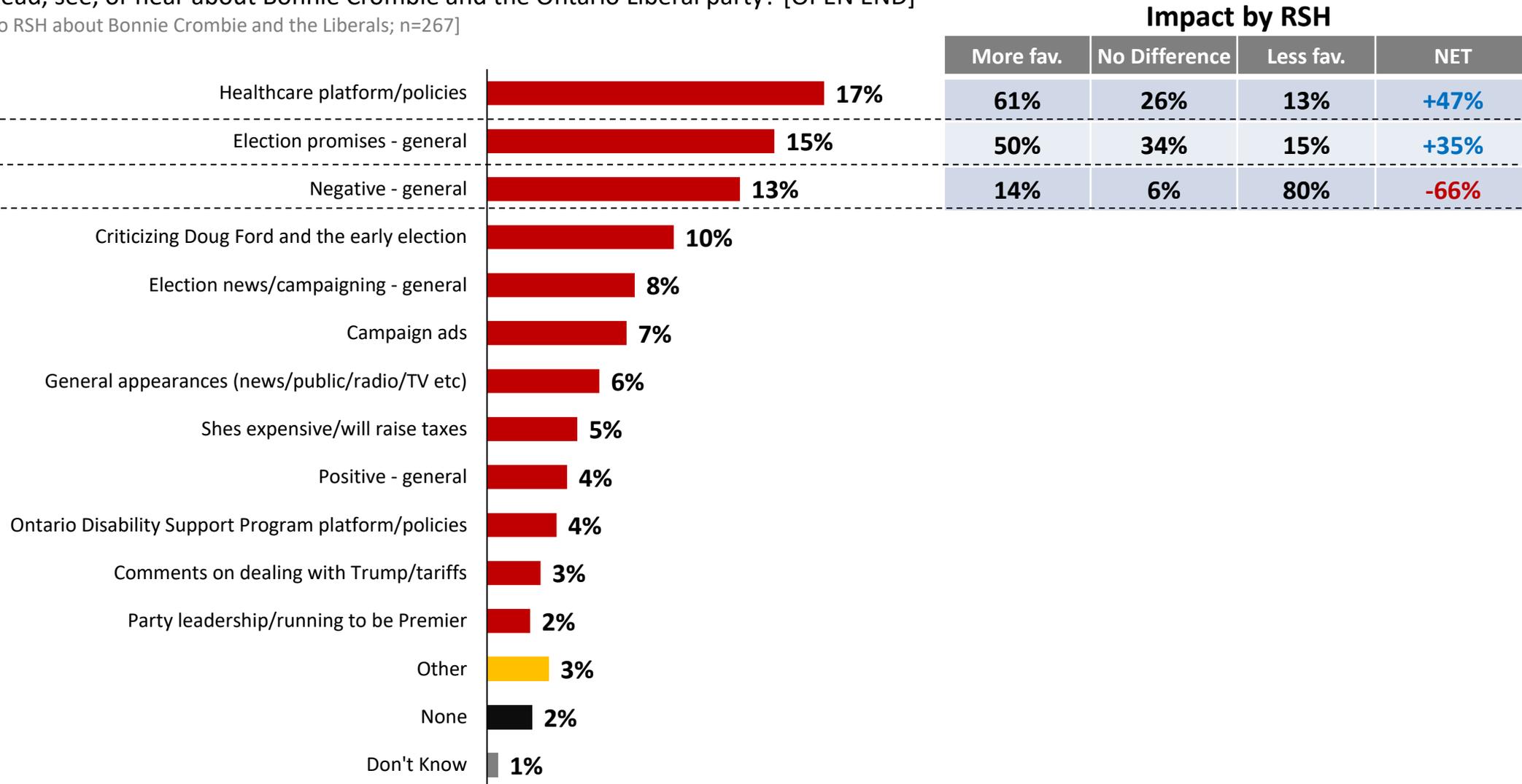


# RSH Liberals: Top mention of Crombie is her healthcare platform and proposed policies followed by her election promises



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]



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



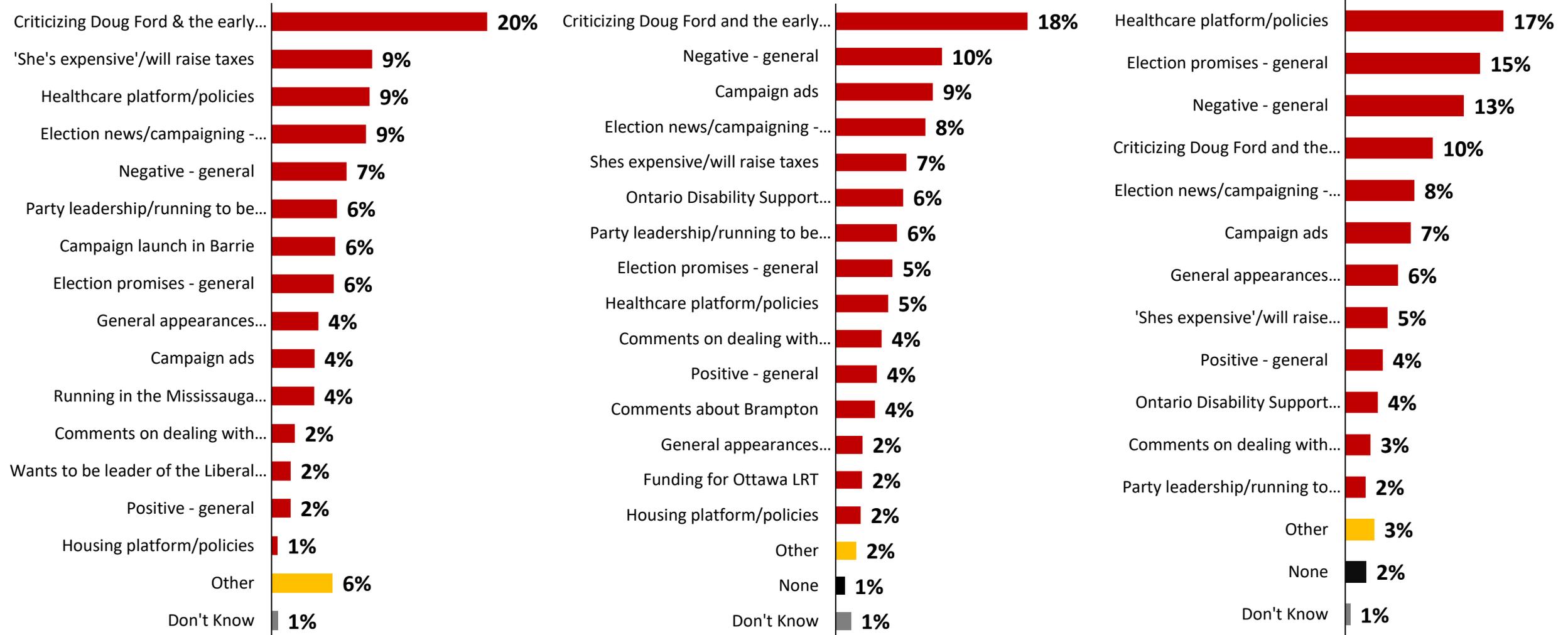
And what did you read, see, or hear about Bonnie Crombie and the Ontario Liberal party? [OPEN END]

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

## Wave 1

## Wave 2

## Wave 3

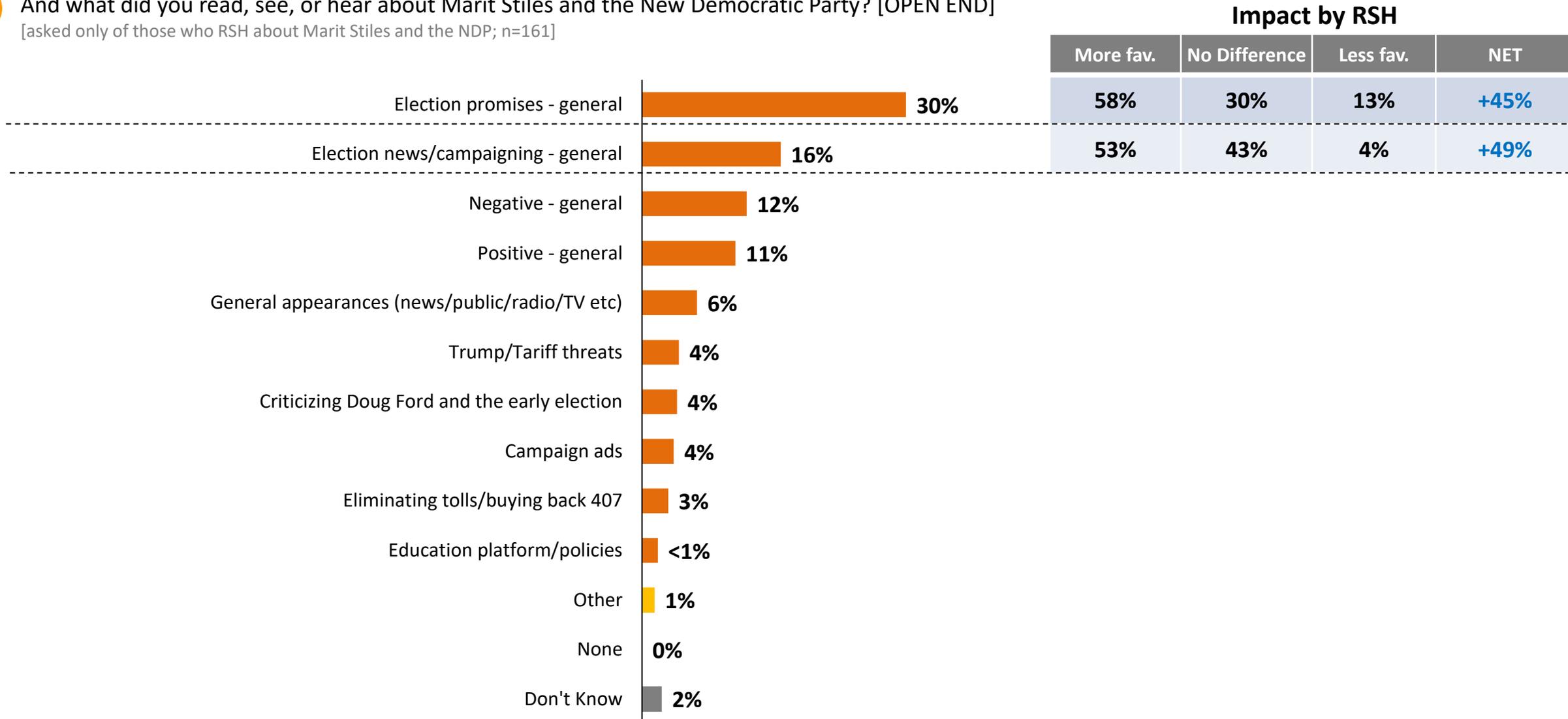


# RSH New Democrats: Top two mentions for Stiles election promises and news on the election and campaigning from the NDP



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]



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

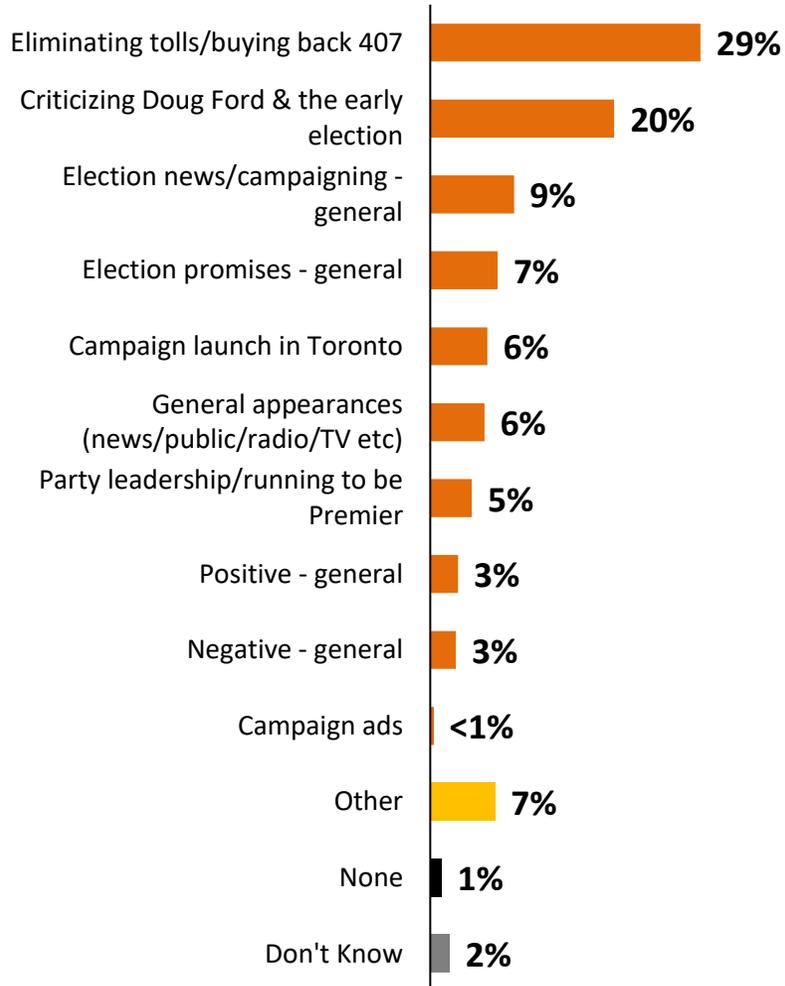
# RSH NDP (Tracking): Election promises from Stiles was the top mention in the previous couple waves <sup>26</sup>



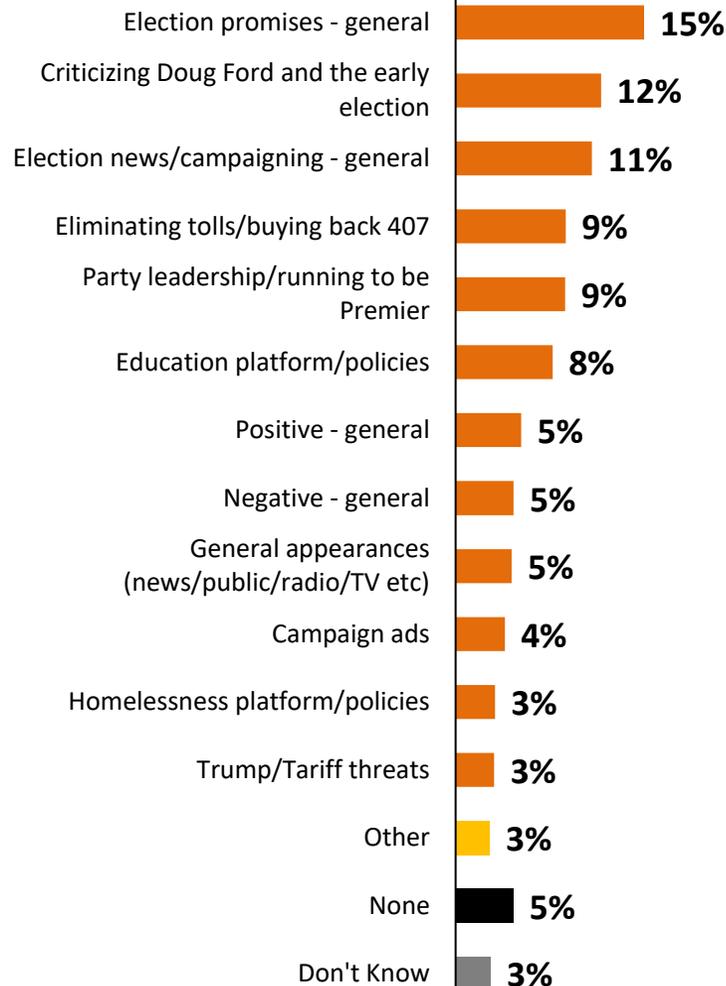
And what did you read, see, or hear about Marit Stiles and the New Democratic Party? [OPEN END]

[asked only of those who RSH about Marit Stiles and the NDP; Wave 1 n=135; Wave 2 n=138; Wave 3 n=161]

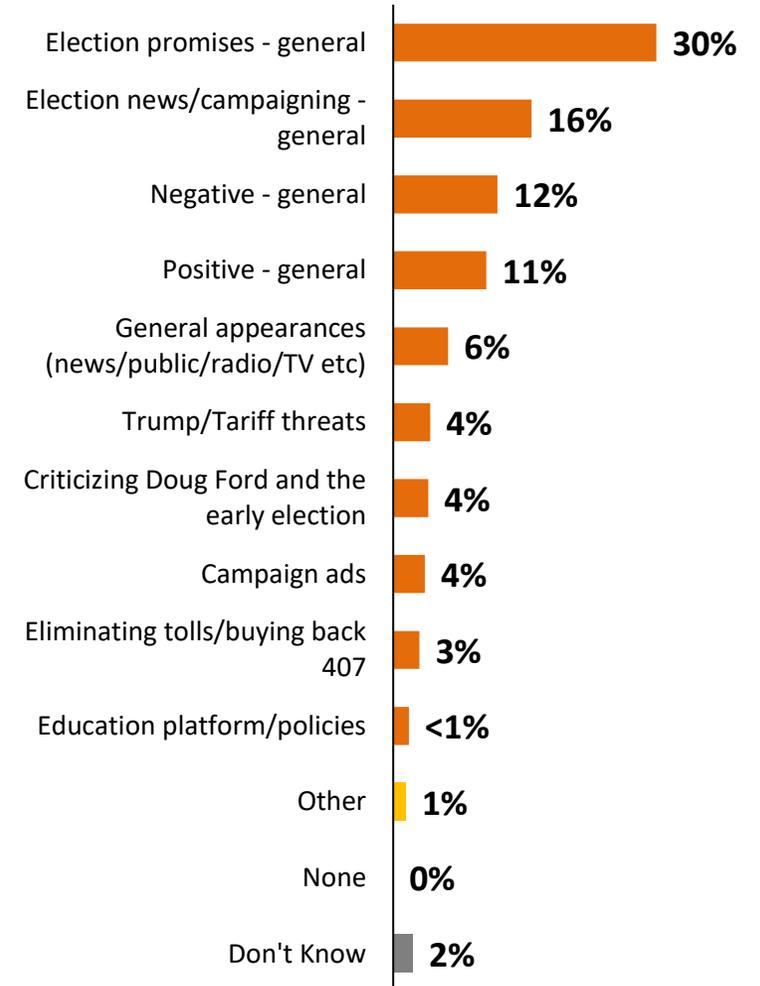
## Wave 1



## Wave 2



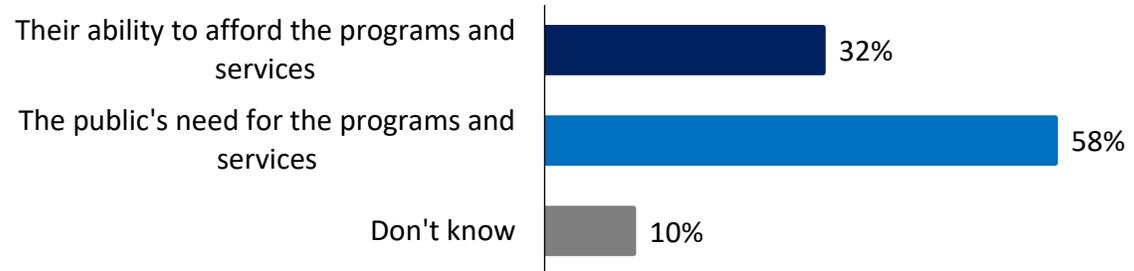
## Wave 3



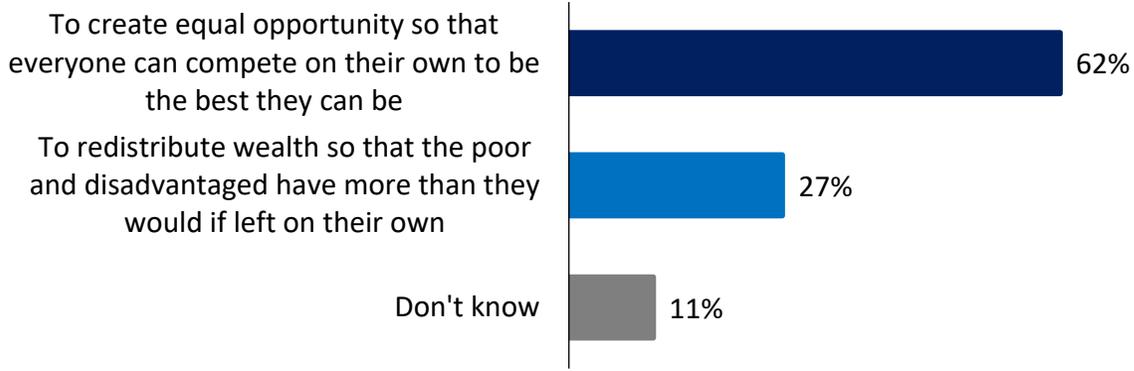
# Segmentations

# Core Political Values: Over half (53%) think govt listens to experts too often; 62% say gov'ts should create equal opportunity

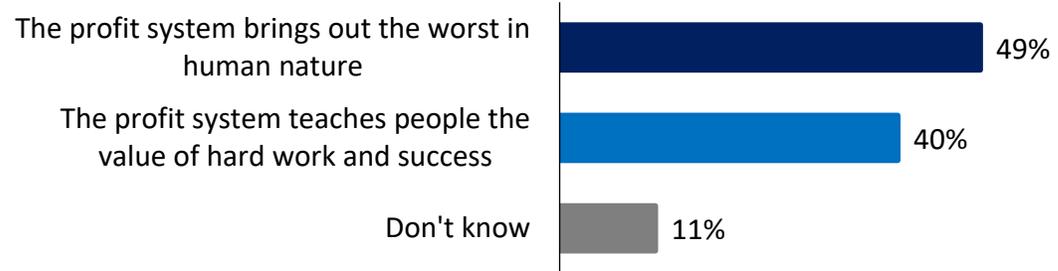
**Q** When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?  
[asked of all respondents; n=800]



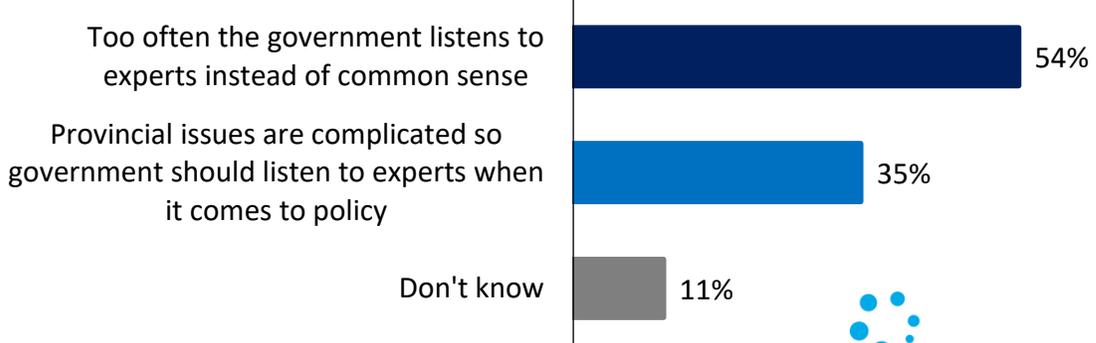
**Q** Is the main role of government to...?  
[asked of all respondents; n=800]



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



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

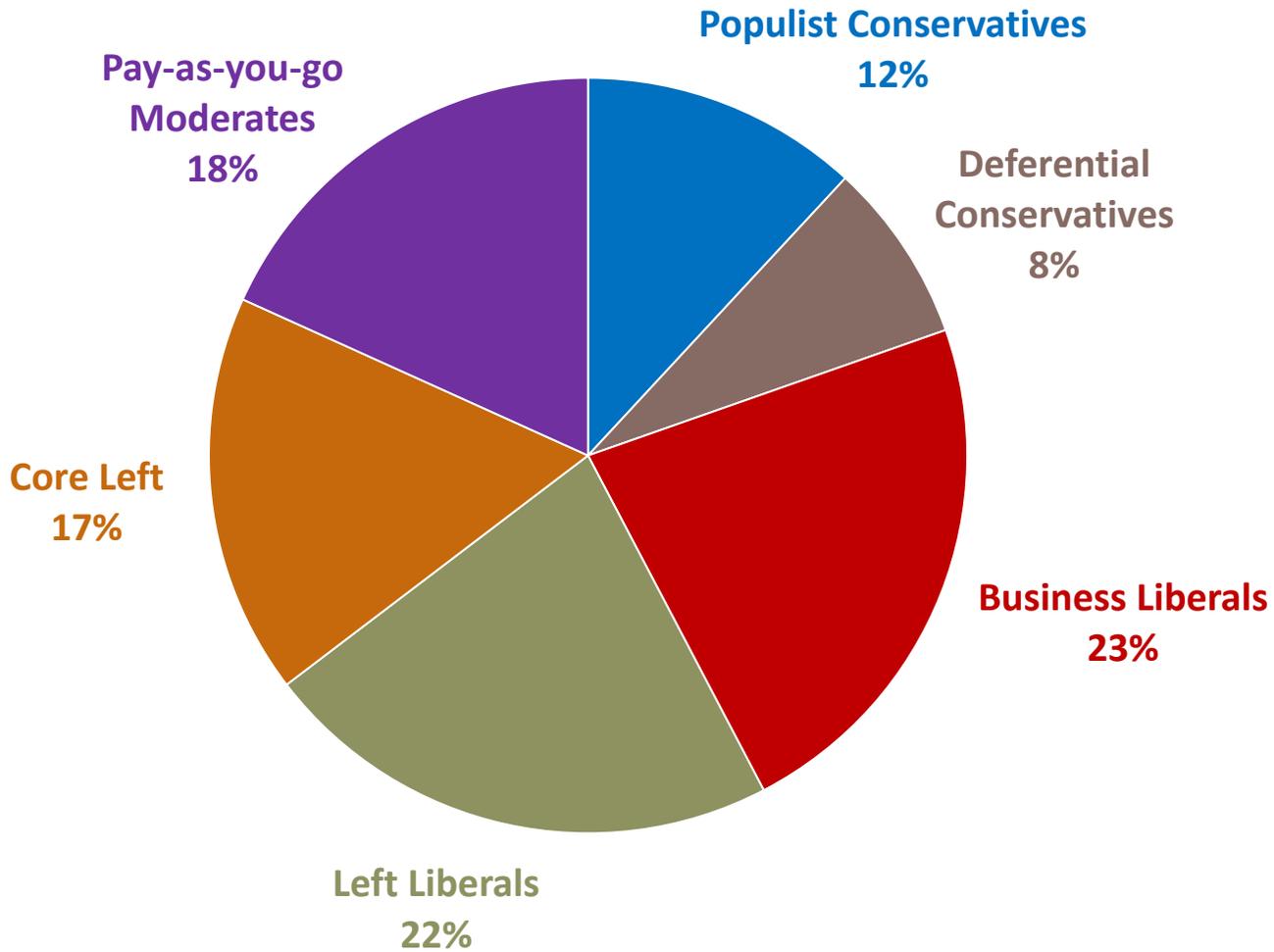


# Value Clusters: 23% of Ontarians are Business Liberals, 22% are Left Liberals and 18% are Pay-as-you-go Moderates



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]



# 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

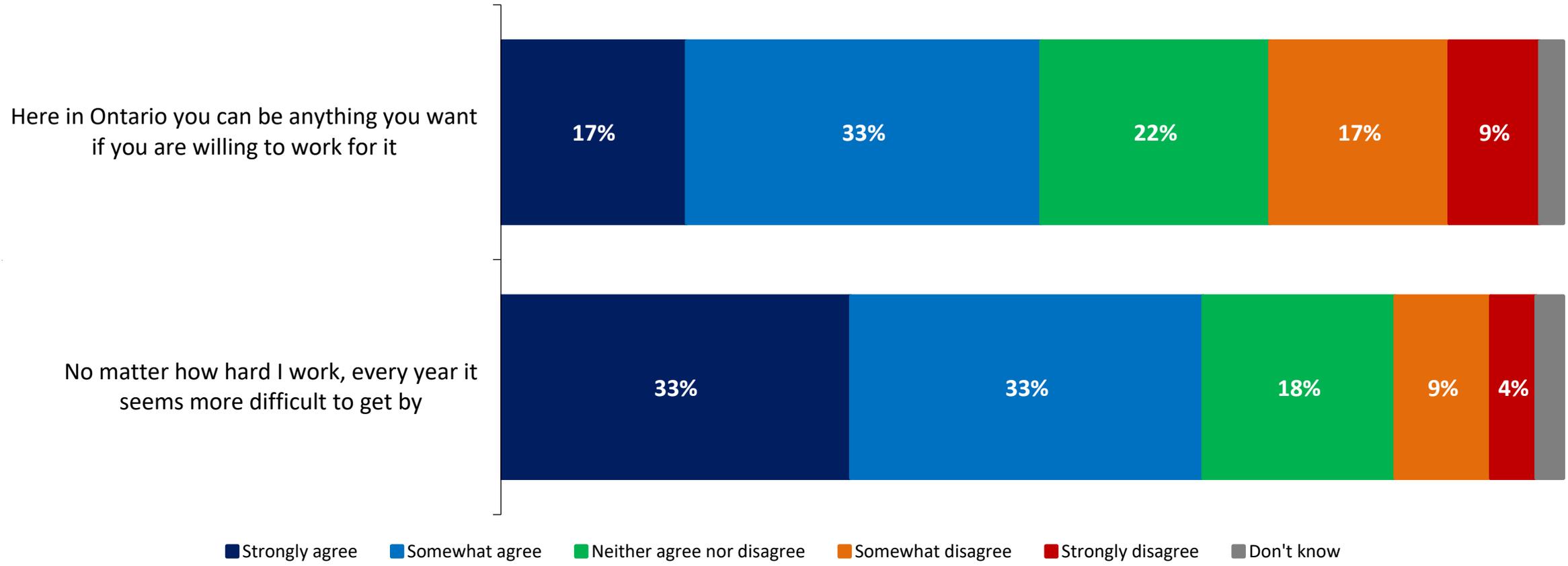
Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on...	Ability to afford	92%	85%	0%	0%	0%	78%
	Public Need	0%	0%	96%	92%	93%	0%
Is the main role of government to...?	Create equal opportunity	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%



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



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

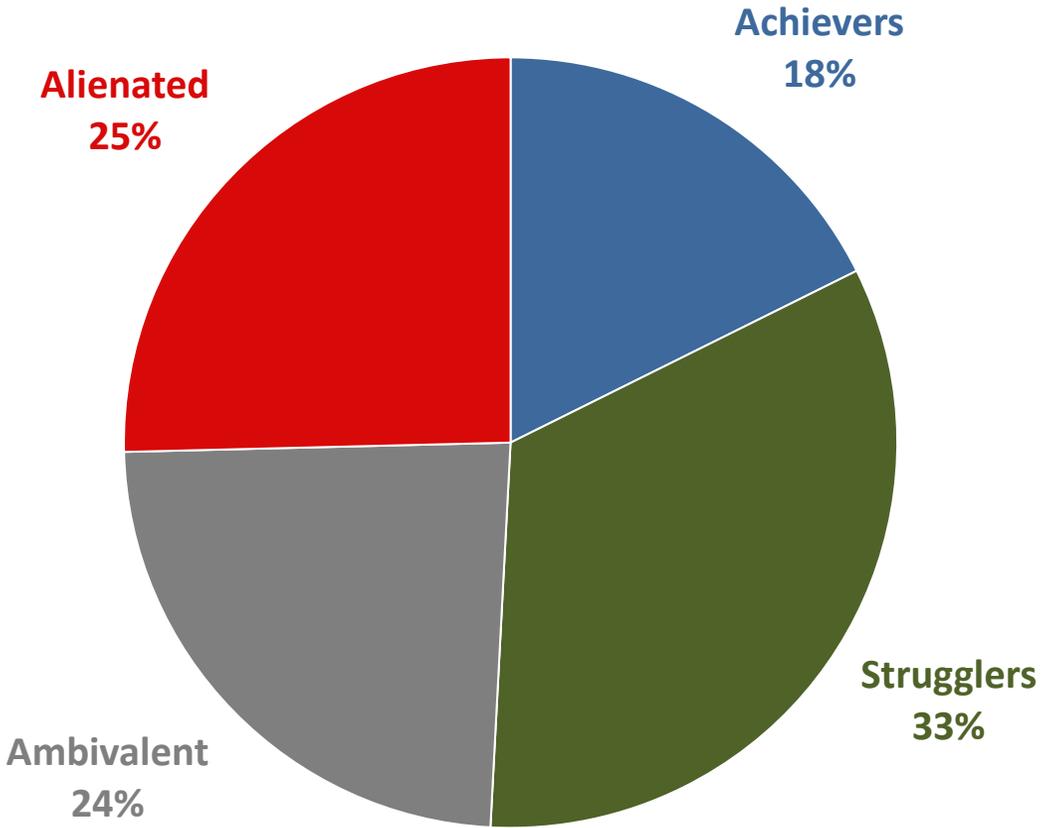


# Economic Gap Segmentation: About 1-in-3 (32%) Ontarians are Strugglers while 25% are alienated



Gap segmentation: Agree with 'Here in Ontario you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=800]

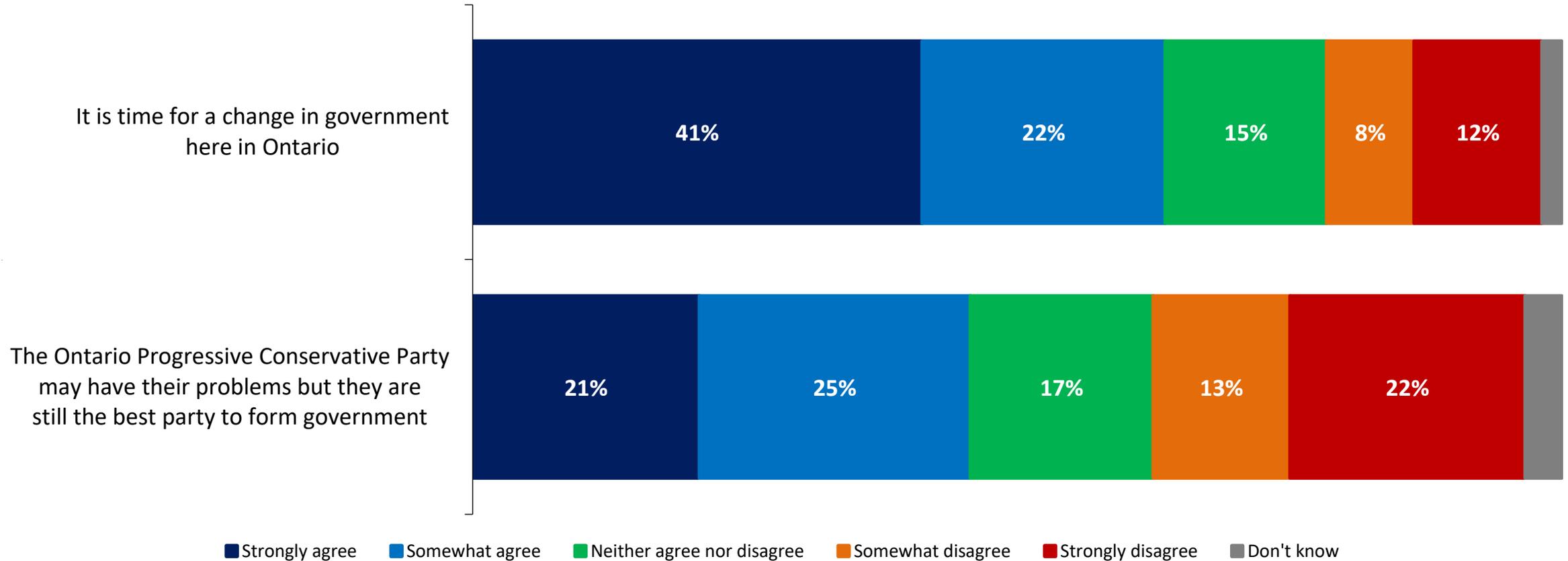


# Time for Change Attitudes: 3-in-5 (64%) think it is time for a change in govt, while 46% think the PCs are still the best party to form govt



Do you agree or disagree with the following statements?

[asked of all respondents; n=800]

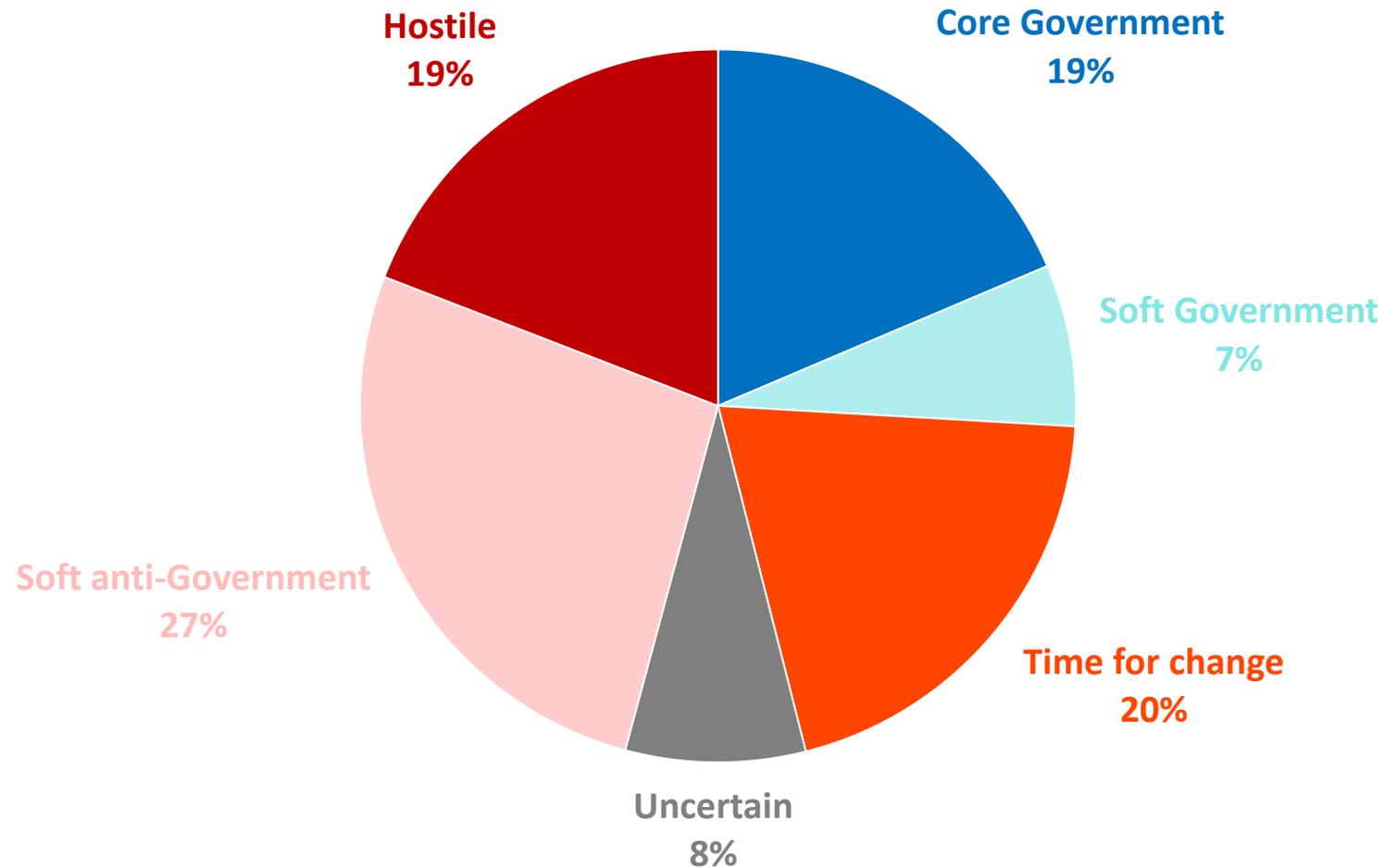


# Time for Change Segmentation: 'Time for a change' make up 20% while those 'Hostile' make up another 19%



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]



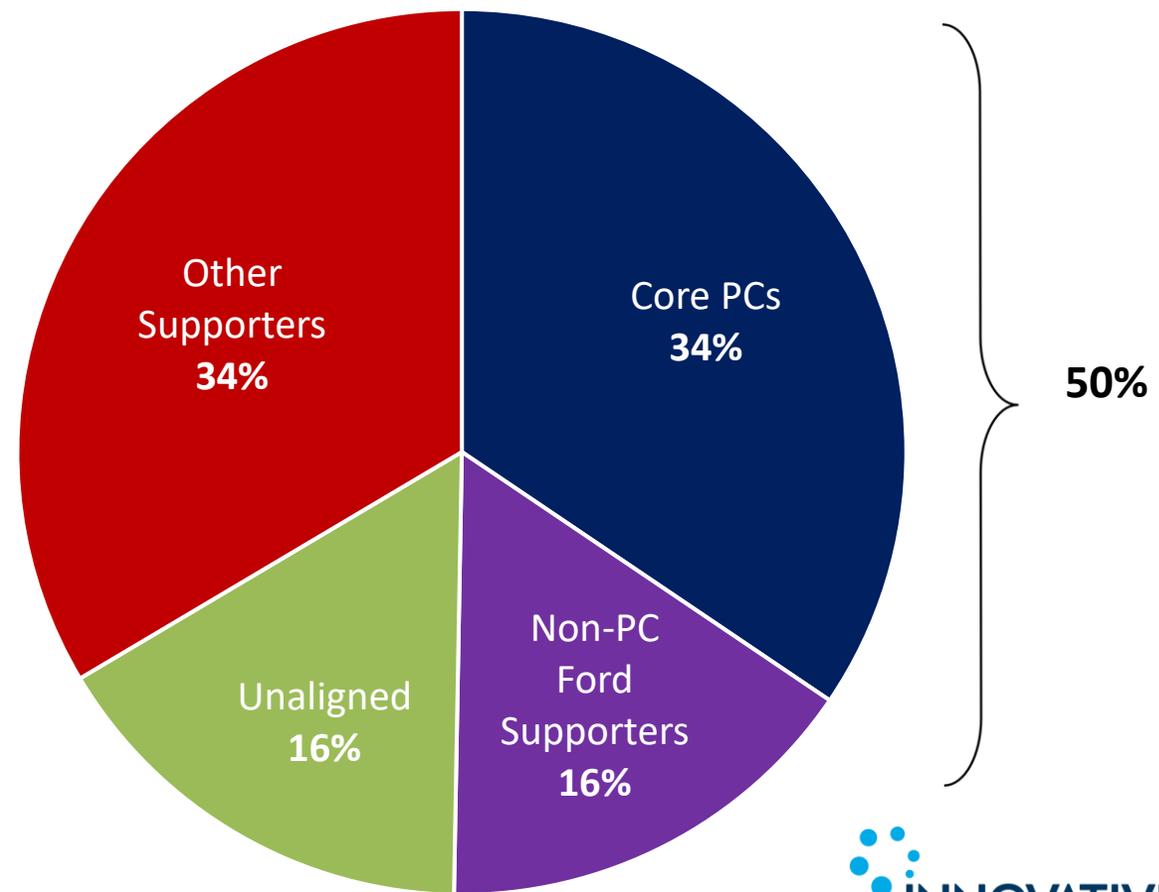
# Ford Personal Vote: Half are Ford supporters, including 16% who have a positive impression of Ford, but are not PC identifiers



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



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