

Leger

Report

Voting Intentions in Ontario *Survey of Ontarians*



Date: 20 / 01 / 2025
Project: 16811-131



Methodology

Method

Online survey among respondents 18 years of age or older. (Ontarian sample: **n= 1,007**).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Ontarian population.

Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from **January 17 to January 19, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±3.08%**, (19 times out of 20) for the Ontarian sample.

Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail address: aenns@leger360.com

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CANADA 2021

LEGER POLL
Published on
September 18, 2021

OFFICIALS RESULTS
2021 Canada
Federal Election

	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

Key highlights

Some of **the key highlights** of our survey **include...**

1

Doug Ford's Progressive Conservative Party (46%) is currently leading by 24 points, ahead of Bonnie Crombie's Ontario Liberal party (22%), Marit Stiles' Ontario NDP (19%), and Mike Schreiner's Green party (7%). Areas of ballot strength include the GTA, South and Eastern regions of the province.

2

More than a quarter of Ontarians (28%) think the **cost of living is the most important issue facing their community**, far ahead of healthcare (12%), and the economy (11%).

3

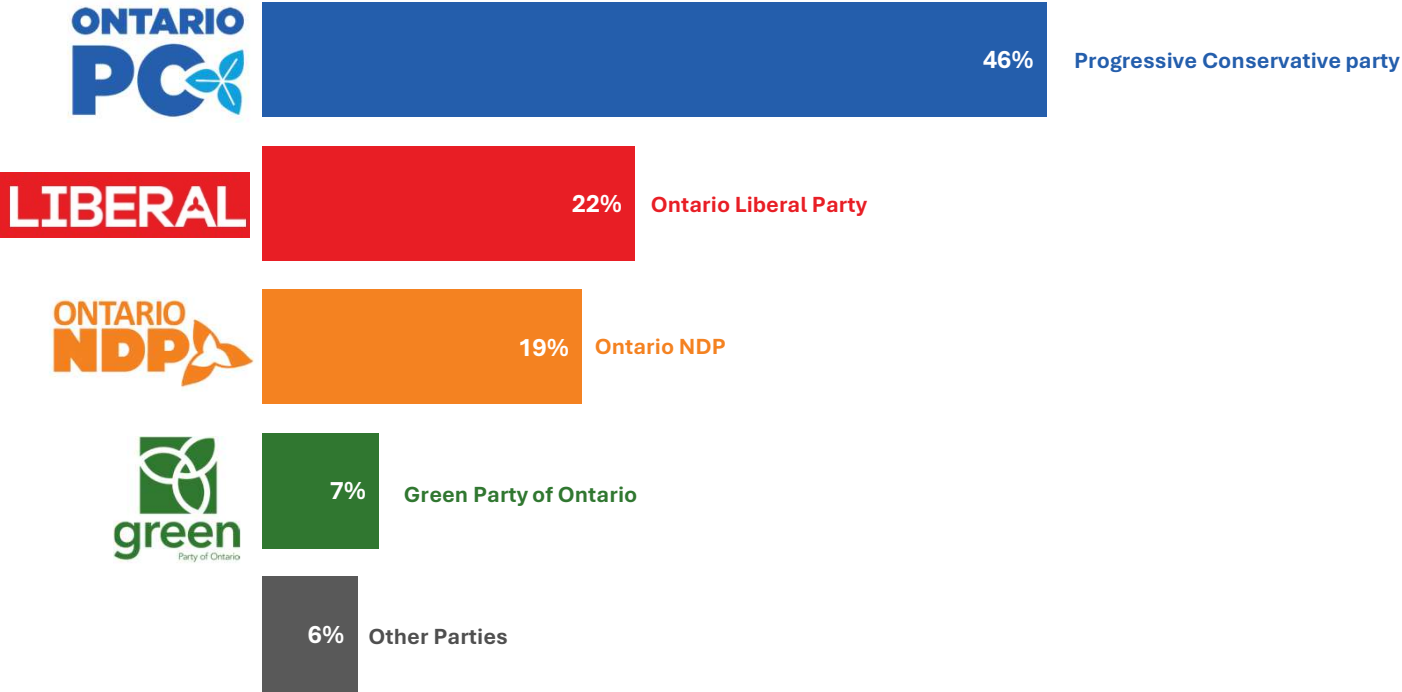
Opinions of Doug Ford are divided among Ontarians: around half have a favourable opinion (47%) and the other half (48%) have an unfavourable one. The Premier, not surprisingly, is the most recognized of the three main political leaders.

Detailed Results
Voting Intentions

Voting Intentions - Ontario (1/2)

Q1+2. If there was a provincial election which Party's candidate would you vote for today? *In the event a respondent had no opinion, the following prompting question was asked: Which party do you lean more toward as of today?*

Base: Decided voters (n=803)



Voting Intentions - Ontario (2/2)

QB1+B2. If there was a provincial election which Party's candidate would you vote for today? *In the event a respondent had no opinion, the following prompting question was asked: Which party do you lean more toward as of today?*

Base: All respondents (n=1,007)

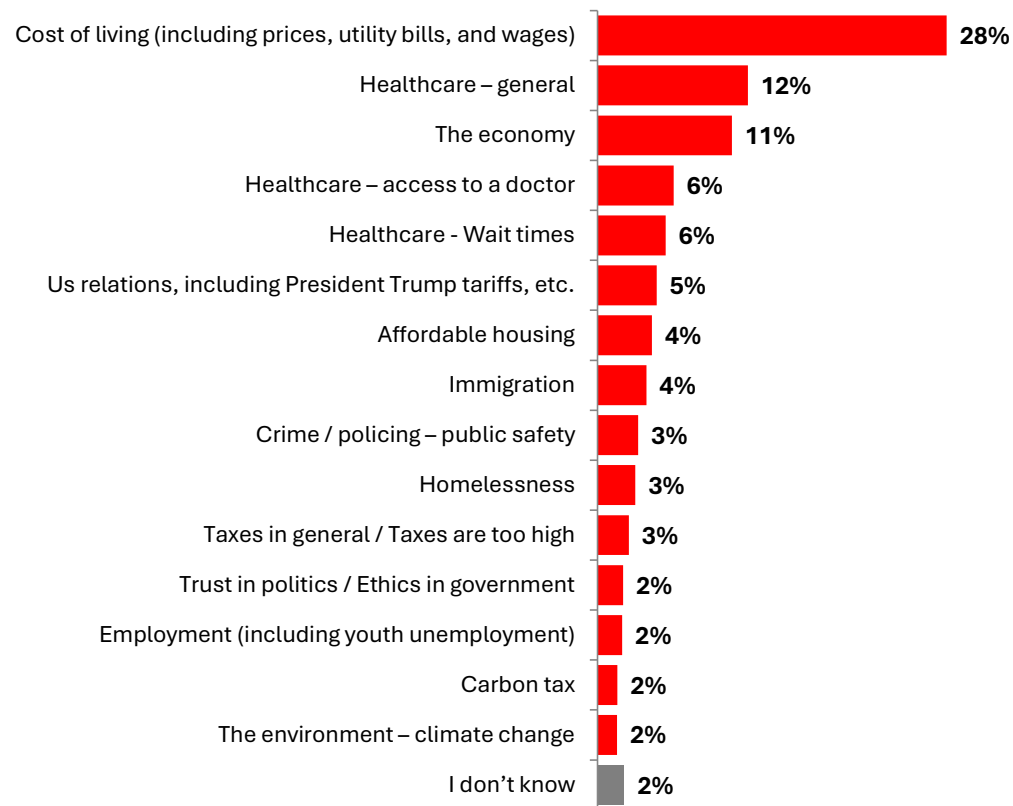
	Total	Total Decided voters	Metro Toronto	Other GTA	Hamilton/ Niagara	South	East	North	Male	Female	18-34	35-54	55+
Weighted n=	1,007	791	259	109	73	192	110	47	412	379	209	246	336
Unweighted n=	1,007	803	260	104	84	195	111	49	424	379	196	240	367
Doug Ford's Progressive Conservative party	36%	46%	38%	53%	49%	52%	51%	44%	50%	42%	41%	49%	48%
Bonnie Crombie's Ontario Liberal Party	17%	22%	31%	23%	16%	12%	24%	18%	18%	26%	19%	22%	24%
Marit Stiles' Ontario NDP	15%	19%	18%	15%	26%	18%	18%	28%	17%	21%	29%	15%	16%
Mike Schreiner's Ontario Green Party	5%	7%	8%	3%	4%	10%	3%	10%	7%	6%	7%	7%	7%
Someone else	4%	6%	5%	7%	5%	9%	3%	0%	7%	4%	5%	7%	5%
Will not vote	6%	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	12%	-	-	-	-	-	-	-	-	-	-	-	-
Refused	3%	-	-	-	-	-	-	-	-	-	-	-	-

Detailed Results
Top of Mind Issue

Most Important Issue in Ontario (1/3)

Q3. What is the most important issue that has got your attention these days in your community. The issue you feel it is most important for the provincial government to be dealing with.

Base: All respondents (n=1,007)



The issues mentioned by 1% or fewer of respondents are not presented.

Most Important Issue in Ontario (2/3)

Q3. What is the most important issue that has got your attention these days in your community. The issue you feel it is most important for the provincial government to be dealing with.

Base: All respondents (n=1,007)

	Total	Metro Toronto	Other GTA	Hamilton/ Niagara	South	East	North	Male	Female	18-34	35-54	55+
<i>Weighted n=</i>	1,007	331	131	106	248	134	56	488	519	278	322	407
<i>Unweighted n=</i>	1,007	329	124	112	245	137	60	501	506	253	311	443
Cost of living (including prices, utility bills, and wages)	28%	26%	31%	28%	33%	24%	27%	21%	35%	32%	36%	19%
Healthcare – general	12%	10%	11%	11%	11%	20%	18%	11%	13%	12%	8%	16%
The economy	11%	13%	10%	14%	8%	11%	7%	16%	6%	15%	9%	10%
Healthcare – access to a doctor	6%	7%	4%	4%	5%	11%	9%	7%	6%	5%	4%	7%
Healthcare - Wait times	6%	7%	3%	5%	5%	5%	7%	6%	5%	5%	4%	7%
Us relations, including President Trump tariffs, etc.	5%	6%	4%	3%	4%	7%	3%	5%	4%	4%	4%	6%
Affordable housing	4%	6%	2%	4%	4%	4%	6%	6%	3%	5%	6%	3%
Immigration	4%	3%	7%	5%	4%	3%	6%	4%	4%	4%	5%	4%
Crime / policing – public safety	3%	4%	9%	3%	1%	1%	1%	4%	3%	1%	4%	5%
Homelessness	3%	1%	2%	9%	5%	2%	2%	3%	3%	1%	4%	3%
Taxes in general / Taxes are too high	3%	3%	3%	2%	3%	1%	0%	3%	2%	2%	2%	4%
Trust in politics / Ethics in government	2%	2%	2%	0%	2%	2%	4%	1%	3%	1%	2%	3%
Employment (including youth unemployment)	2%	2%	1%	2%	3%	3%	2%	2%	2%	5%	2%	0%
Carbon tax	2%	1%	2%	1%	2%	2%	0%	1%	2%	0%	2%	2%
The environment – climate change	2%	2%	2%	0%	2%	0%	2%	2%	1%	1%	1%	2%
I don't know	2%	2%	2%	3%	2%	2%	0%	2%	2%	4%	2%	1%

The issues mentioned by 1% or fewer of respondents are not presented.

Most Important Issue in Ontario (3/3)

Q3. What is the most important issue that has got your attention these days in your community. The issue you feel it is most important for the provincial government to be dealing with.

Base: All respondents (n=1,007)

	Total	PC	LP	NDP	GP	Other	
	<i>Weighted n=</i>	1,007	367	175	150	55	45
	<i>Unweighted n=</i>	1,007	337	197	166	59	44
Cost of living (including prices, utility bills, and wages)	28%	32%	19%	31%	18%	22%	
Healthcare – general	12%	7%	18%	21%	16%	6%	
The economy	11%	14%	9%	4%	6%	21%	
Healthcare – access to a doctor	6%	6%	8%	7%	3%	4%	
Healthcare - Wait times	6%	7%	5%	4%	6%	10%	
Us relations, including President Trump tariffs, etc.	5%	3%	8%	4%	5%	3%	
Affordable housing	4%	5%	5%	4%	4%	3%	
Immigration	4%	5%	2%	4%	2%	3%	
Crime / policing – public safety	3%	5%	3%	0%	5%	2%	
Homelessness	3%	1%	3%	5%	5%	8%	
Taxes in general / Taxes are too high	3%	4%	3%	1%	0%	2%	
Trust in politics / Ethics in government	2%	1%	4%	2%	2%	7%	
Employment (including youth unemployment)	2%	2%	3%	1%	5%	4%	
Carbon tax	2%	3%	1%	0%	0%	3%	
The environment – climate change	2%	0%	4%	0%	12%	0%	
I don't know	2%	2%	0%	1%	1%	0%	

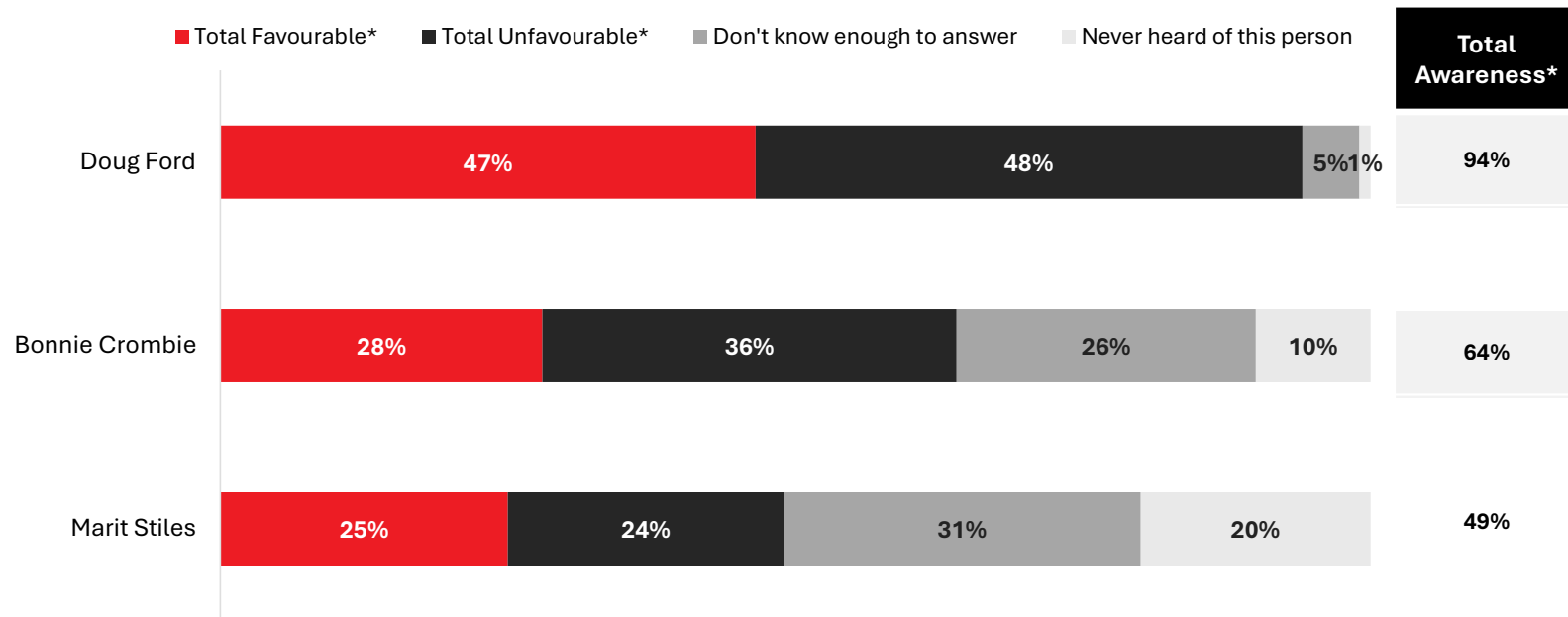
The issues mentioned by 1% or fewer of respondents are not presented.

Detailed Results
Impressions of Provincial
Party Leaders

Impression of Political Figures (1/3)

Q4. Below is a list of people who have been in the news. Please answer whether you have a favourable or unfavourable impression of them? If you do not recognize the name, please indicate that.

Base: All respondents (n=1,007)



*Total Favourable= Very + Somewhat favourable / Total Unfavourable = Somewhat + Very unfavourable / Total Awareness = Total Favourable + Total Unfavourable

Impression of Political Figures (2/3)

Q4. Below is a list of people who have been in the news. Please answer whether you have a favourable or unfavourable impression of them? If you do not recognize the name, please indicate that.

Base: All respondents (n=1,007)

	Total	Metro Toronto	Other GTA	Hamilton/Niagara	South	East	North	Male	Female	18-34	35-54	55+
Weighted n=	1,007	331	131	106	248	134	56	488	519	278	322	407
Unweighted n=	1,007	329	124	112	245	137	60	501	506	253	311	443
Doug Ford												
Total Favourable	47%	43%	55%	47%	49%	42%	48%	53%	40%	38%	46%	53%
Total Unfavourable	48%	51%	42%	49%	43%	54%	46%	42%	53%	54%	47%	44%
Bonnie Crombie												
Total Favourable	28%	36%	28%	20%	20%	25%	28%	29%	26%	28%	24%	30%
Total Unfavourable	36%	34%	45%	39%	38%	30%	31%	44%	30%	31%	34%	42%
Marit Stiles												
Total Favourable	25%	29%	24%	22%	20%	24%	32%	27%	23%	26%	21%	27%
Total Unfavourable	24%	26%	28%	29%	22%	18%	21%	31%	18%	24%	23%	25%

Impression of Political Figures (3/3)

Q4. Below is a list of people who have been in the news. Please answer whether you have a favourable or unfavourable impression of them? If you do not recognize the name, please indicate that.

Base: All respondents (n=1,007)

	Total	PC	LP	NDP	GP	Other
<i>Weighted n=</i>	1,007	367	175	150	55	45
<i>Unweighted n=</i>	1,007	337	197	166	59	44
Doug Ford						
Total Favourable	47%	87%	23%	20%	17%	28%
Total Unfavourable	48%	11%	75%	78%	81%	67%
Bonnie Crombie						
Total Favourable	28%	15%	76%	34%	35%	7%
Total Unfavourable	36%	54%	12%	32%	28%	57%
Marit Stiles						
Total Favourable	25%	10%	43%	71%	40%	7%
Total Unfavourable	24%	39%	16%	5%	13%	39%

Respondent Profile

Respondent profiles - Ontario

(Base n=1,007)

The table below presents the Canadian geographic distribution of respondents before weighting.

Gender

	Unweighted	Weighted
Male	501	488
Female	506	519

Children in the household

	Unweighted	Weighted
Yes	284	283
No	718	719

Age

	Unweighted	Weighted
18 to 34	253	278
35 to 54	311	322
55+	443	407

Region

	Unweighted	Weighted
Metro Toronto	329	331
Other GTA	124	131
Hamilton/Niagara	112	106
South	245	248
East	137	134
North	60	56

Our Credentials



Canada

Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



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America

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Our services

Leger

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Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

300
employees

185
consultants

8
offices

MONTRÉAL | QUÉBEC |
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EDMONTON | CALGARY |
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