



Ever wonder what researchers think about when they are working to predict election outcomes?

The team at Nanos has been at this for over 20 years when back in 2004 we did our first nightly tracking project for the Canadian federal election. Sharing nightly election tracking in partnership with Canada's leading news organization is one of our signature capabilities. Political work is the smallest part of our practice, but we enjoy the challenge.

Some unknowns on the eve of the election:

- What will be the voter turnout? High voter turnouts usually help challengers and low voter turnouts help incumbents.
- How good are the Get-Out-The-Vote machines for the parties? Researcher can measure opinion but cannot measure the on-the-ground effectiveness of the campaign teams. Strong campaigns punch above their weight. Weak campaigns don't deliver the political capital they have built.

All said, here is our prediction for the 2025 Ontario election. This prediction relates to the popular support of the parties and not the number of seats or who will form the opposition. During the course of the campaign, we did a three-day rolling average (300 interviews a day) rolled up to 900 interviews for CTV News. In the last two days before election day, we doubled the sample to 600 interviews a day. We are showing our two-day average and our one-day results of the interviews just completed at about 2100.

Our election call is based on our one-day sample because that is the wave of research closest to election day.

Nik Nanos, Chief Data Scientist February 26, 2025







Ballot Support
2 Day ending
Feb 25-26
n=1246
±2.8

ELXN CALL
Ballot Support
1 day Feb 26
n=630
±3.9



Ballot Support
2 Day ending
Feb 25-26
n=1246
±2.8

ELXN CALL
Ballot Support
1 day Feb 26
n=630
±3.9



47.5%

47.8%

NDP NPD

15.7%

15.4%



29.0%

26.2%



4.7%

6.4%

Source: CTV/Nanos Research tracking survey Ontarians, ending February 26 > See full methodology here. (The percentages above are of decided voters, from the total sample 9% were undecided in the 2 day and 6% were undecided in the 1 day)

Question: [VOTE PROFILE] For those parties you would consider voting for PROVINCIALLY, could you please rank your top two current local preferences? [UNPROMPTED] [DECIDED ONLY]

Source: CTV/Nanos Research tracking survey Ontarians, February 25 and 26, 2025, n=1,246, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here.

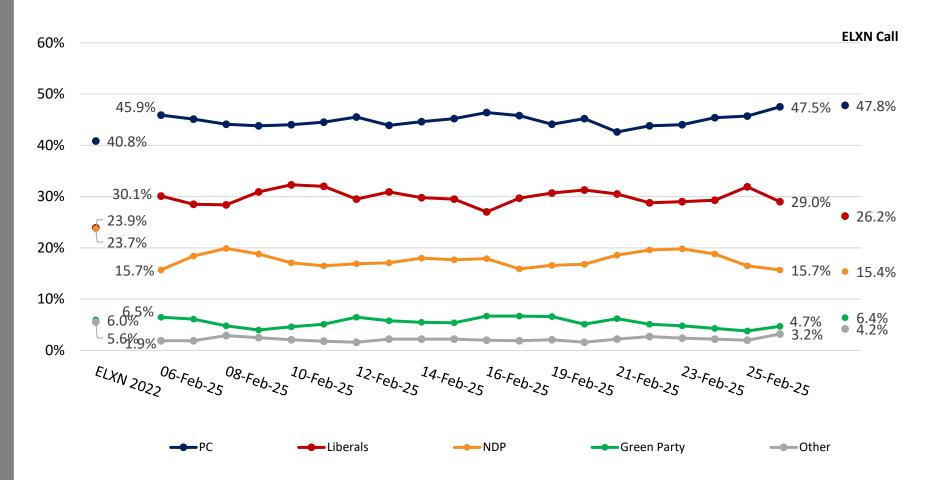
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Ballot – Decided Only

Ontario – Provincial Special Issue – Ballot (decided only) (February 25 to 26, 2025 n=1,117)







Ballot – by region

Ontario – Provincial Special Issue – Ballot (decided only) (February 25 and 26, 2025 n=1,144)

Question: [VOTE PROFILE] For those parties you would consider voting for PROVINCIALLY, could you please rank your top two current local preferences? [UNPROMPTED]

Source: CTV/Nanos Research tracking survey Ontarians, February 25 and 26, 2025, n=1,246, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here.

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		Ontario (n=1,144)	Golden West (n=153)	Southwest/ Central (n=226)	North and East (n=318)	Toronto (n=260)	GTA (n=187)
PC	Progressive Conservative Party of Ontario	47.5%	42.0%	47.5%	48.5%	42.2%	55.2%
LIBERALI	Ontario Liberal Party	29.0%	24.8%	24.8%	27.6%	34.4%	33.6%
NDP (S) NPD	Ontario New Democratic Party	15.7%	21.3%	15.5%	17.4%	19.6%	6.3%
green	Green Party of Ontario	4.7%	5.9%	7.5%	4.1%	2.6%	3.1%
	Other	3.2%	6.0%	4.7%	2.5%	1.2%	1.8%





Ballot – by age and gender

Ontario – Provincial Special Issue – Ballot (decided only) (February 25 and 26, 2025 n=1,144)

Question: [VOTE PROFILE] For those parties you would consider voting for PROVINCIALLY, could you please rank your top two current local preferences? [UNPROMPTED]

Source: CTV/Nanos Research tracking survey Ontarians, February 25 and 26, 2025, n=1,246, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here.

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		Ontario (n=1,144)	Men (n=681)	Women (n=459)	18 to 34 (n=248)	35 to 54 (n=411)	55 plus (n=485)
PC	Progressive Conservative Party of Ontario	47.5%	59.3%	36.0%	43.6%	51.2%	47.0%
LIBERALI	Ontario Liberal Party	29.0%	21.2%	36.6%	24.9%	26.3%	33.6%
NDP (NPD	Ontario New Democratic Party	15.7%	11.7%	19.5%	23.0%	14.6%	11.9%
green	Green Party of Ontario	4.7%	5.4%	4.0%	6.6%	3.5%	4.3%
	Other	3.2%	2.5%	3.9%	1.8%	4.4%	3.1%





Vote Profile and Ballot

(February 25 and 26, 2025 n=1,246)

For those parties you would consider voting for PROVINCIALLY, could you please rank your top two current local preferences? [UNPROMPTED] OR [IF UNDECIDED] Are you currently leaning towards any particular PROVINCIAL party? If you are, which party would that be? [UNPROMPTED]

	Party	All Voters including Undecided	Ballot - Decided Voters Only	
PC4	Progressive Conservative Party of Ontario	43.2%	47.5%	
LIBERALI	Ontario Liberal Party	26.4%	29.0%	
NDP @ NPD	Ontario New Democratic Party	14.3%	15.7%	
green	Green Party of Ontario	4.2%	4.7%	
	Other	2.9%	3.2%	
	Undecided	8.9%		

Source: CTV/Nanos Research tracking survey Ontarians, February 25 and 26, 2025, 2025, n=1,246, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full

methodology here.

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Methodology:

www.nanos.co/method





Question: Of the current provincial political party leaders, could you please rank your top two current preferences for Premier of Ontario? [ROTATE PARTY LEADERS]

Source: CTV/Nanos Research tracking survey Ontarians, February 25 and 26, 2025, n=1,246, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here.

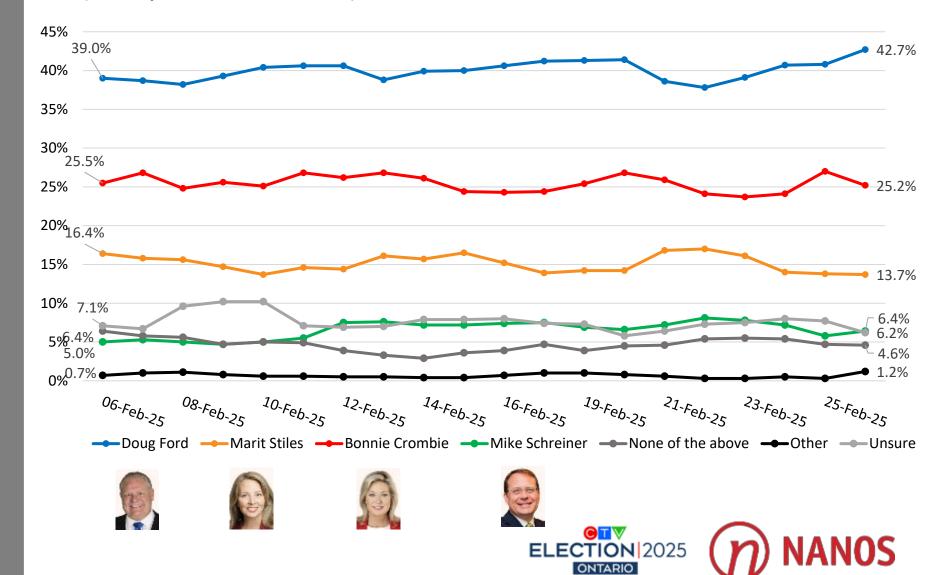
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Preferred Premier

Ontario – Provincial Special Issue – Preferred Premier First Ranked Choice (February 25 and 26, 2025 n=1,246)



Question: Of the current provincial political party leaders, could you please rank your top two current preferences for Premier of Ontario?

[ROTATE PARTY LEADERS]

Source: CTV/Nanos Research tracking survey Ontarians, February 25 and 26, 2025, n=1,246, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here.

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Preferred Premier – by region

Ontario – Provincial Special Issue – Preferred Premier First Ranked Choice (February 25 and 26, 2025 n=1,246)

		Ontario (n=1,246)	Golden West (n=166)	Southwest/ Central (n=243)	North and East (n=343)	Toronto (n=289)	GTA (n=205)
	Doug Ford - Progressive Conservative Party of Ontario	42.7%	37.3%	45.4%	45.3%	39.2%	44.8%
	Bonnie Crombie - Ontario Liberal Party	25.2%	25.2%	25.0%	20.7%	28.5%	27.1%
	Marit Stiles – Ontario New Democratic Party	13.7%	12.7%	11.0%	15.8%	16.6%	12.8%
	Mike Schreiner - Ontario Green Party	6.4%	9.6%	6.1%	6.0%	5.8%	5.1%
	None of the above	4.6%	6.4%	6.4%	2.0%	4.5%	4.1%
	Other	1.2%	1.7%	1.8%	1.4%	0.9%	0.3%
	Unsure	6.2%	7.0%	4.3%	8.9%	4.6%	5.8%





Question: Of the current provincial political party leaders, could you please rank your top two current preferences for Premier of Ontario?

[ROTATE PARTY LEADERS]

Source: CTV/Nanos Research tracking survey Ontarians, February 25 and 26, 2025, n=1,246, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here.

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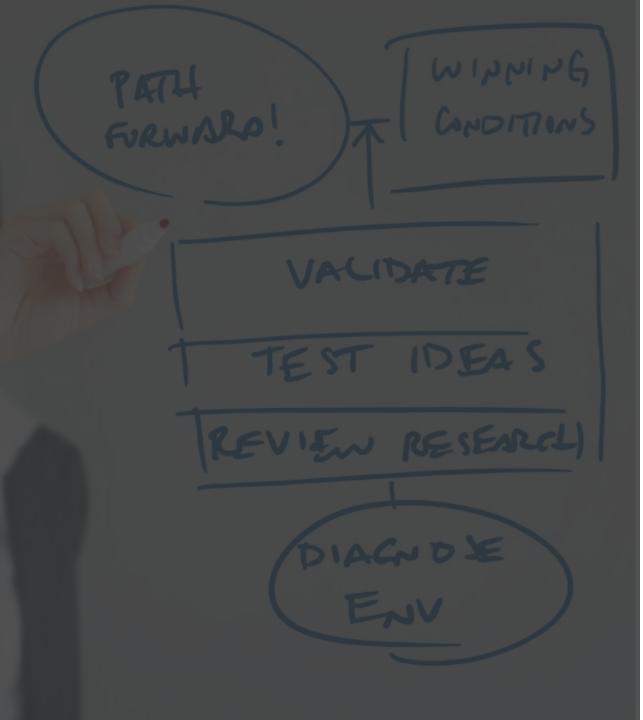
Preferred Premier – by age and gender

Ontario – Provincial Special Issue – Preferred Premier First Ranked Choice (February 25 and 26, 2025 n=1,246)

		Ontario (n=1,246)	Men (n=734)	Women (n=508)	18 to 34 (n=284)	35 to 54 (n=450)	55 plus (n=512)
	Doug Ford - Progressive Conservative Party of Ontario	42.7%	54.7%	31.5%	36.1%	45.9%	44.7%
	Bonnie Crombie - Ontario Liberal Party	25.2%	19.4%	30.8%	18.8%	21.6%	32.3%
	Marit Stiles – Ontario New Democratic Party	13.7%	10.1%	17.0%	18.9%	14.2%	9.9%
	Mike Schreiner - Ontario Green Party	6.4%	6.3%	6.5%	8.8%	4.7%	6.1%
	None of the above	4.6%	4.8%	4.4%	4.7%	7.5%	2.2%
	Other	1.2%	0.9%	1.5%	1.2%	1.1%	1.3%
	Unsure	6.2%	3.9%	8.4%	11.5%	4.9%	3.5%







The CTV News/Nanos nightly provincial election tracking conducted by Nanos Research surveys 900 Ontarians aged 18 years and over three days (300 interviews each day). Respondents are all randomly recruited through a dual-frame (cell- and land-line) RDD sample using live agents. One half of the sample is administered the questionnaire by telephone and one half are administered the same questionnaire online. The random sample may be weighted by age and gender according to the latest Canadian census data. Throughout the election, the interviews are compiled into a three-night rolling average of 900 interviews, with the oldest group of 300 interviews being replaced by a new group of 300 each evening. Note: On February 25th and 26th 600 interviews were conducted each night. The current data covers the two-night period ending February 26th, 2025.

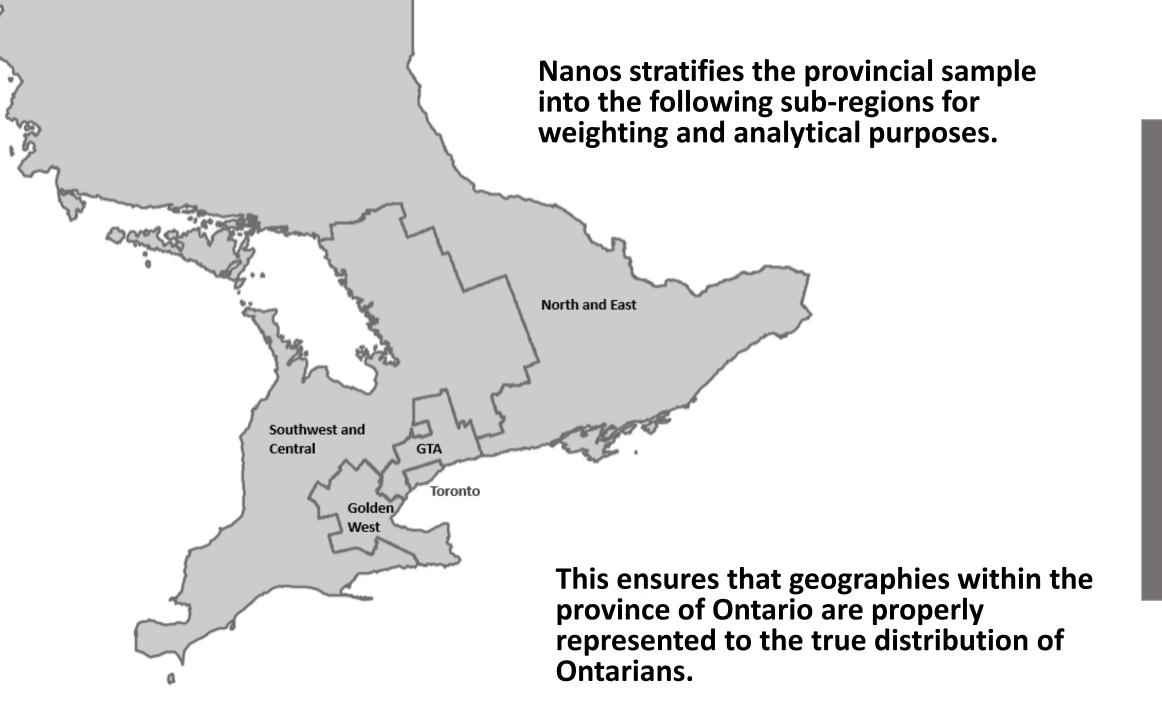
A random survey of 1,246 Ontarians is accurate 2.8 percentage points, plus or minus, 19 times out of 20.

The full methodology is detailed in the <u>technical note</u> in this report. This research was conducted and released in accordance with the standards of the CRIC of which the firm is an accredited member.

Full data tables with weighted and unweighted number of interviews is here.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description		
Research sponsor	CTV News	Weighting of	The results may be weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a		
Population and Final Sample Size	1,246 Randomly selected individuals, three-day sample of 300 individuals each day compiled into a three day rolling average.	Data	distribution across all regions of Ontario. See tables for full weighting disclosure.		
Source of Sample	Note: 600 interviews conducted on February 25 th and 26 th . Nanos Insights Labs Probability Panel and RDD cell- land-lines.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to		
Type of Sample	Probability		administering the survey to ensure the integrity of the data.		
Margin of Error	2.8 percentage points, plus or minus, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line or internet could not participate.		
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey (50%) and online deployed to Nanos Insights Labs Probability Panel (50%).	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Ontario.		
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario.	Estimated Response Rate	Ten percent, consistent with industry norms.		
Demographics (Captured)	Men and Women; 18 years and older. Six-digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.		
Demographics (Other)	Age, gender, education, income	Question Content	This was module one of a nightly tracking survey.		
Fieldwork/Validation	Live interviews with live supervision to validate work.	Question Wording	The questionnaire includes questions on which parties people would consider, then explores ballot and preferred premier preferences and closes with issue questions identified by CTV News and demographics.		
Number of Calls	Maximum of five call backs for the telephone sample.	Research/Data	questions identified by ear items and demographics.		
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm	Collection Supplier	Nanos Research		
Field Dates	February 25 and 26, 2025		Contact Nanos Research for more information or with any concerns or		
Language of Survey	The survey was conducted in English.	Contact	questions. http://www.nanos.co		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.	Tabulations	Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com. By region, age, gender and number of weighted and unweighted interviews		
	https://canadianresearchinsightscouncil.ca/standards/		[LINK]		





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This international joint venture between <u>dimap</u> and <u>Nanos</u> brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

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Learn more about the Nanos Data Portal service offering. Subscribe today to the Economic, Issue & Sentiment Tracking Portal, the Federal Political Tracking Portal, or both.

Also, for the 2025 Ontario Provincial Election track vote consideration, vote preferences and preferred Premier, with data broken down by demographics, including different regions across the province with our new daily numbers.

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