



Ontarians say that healthcare and the economy are the most important issues influencing how they will vote in the upcoming provincial election.



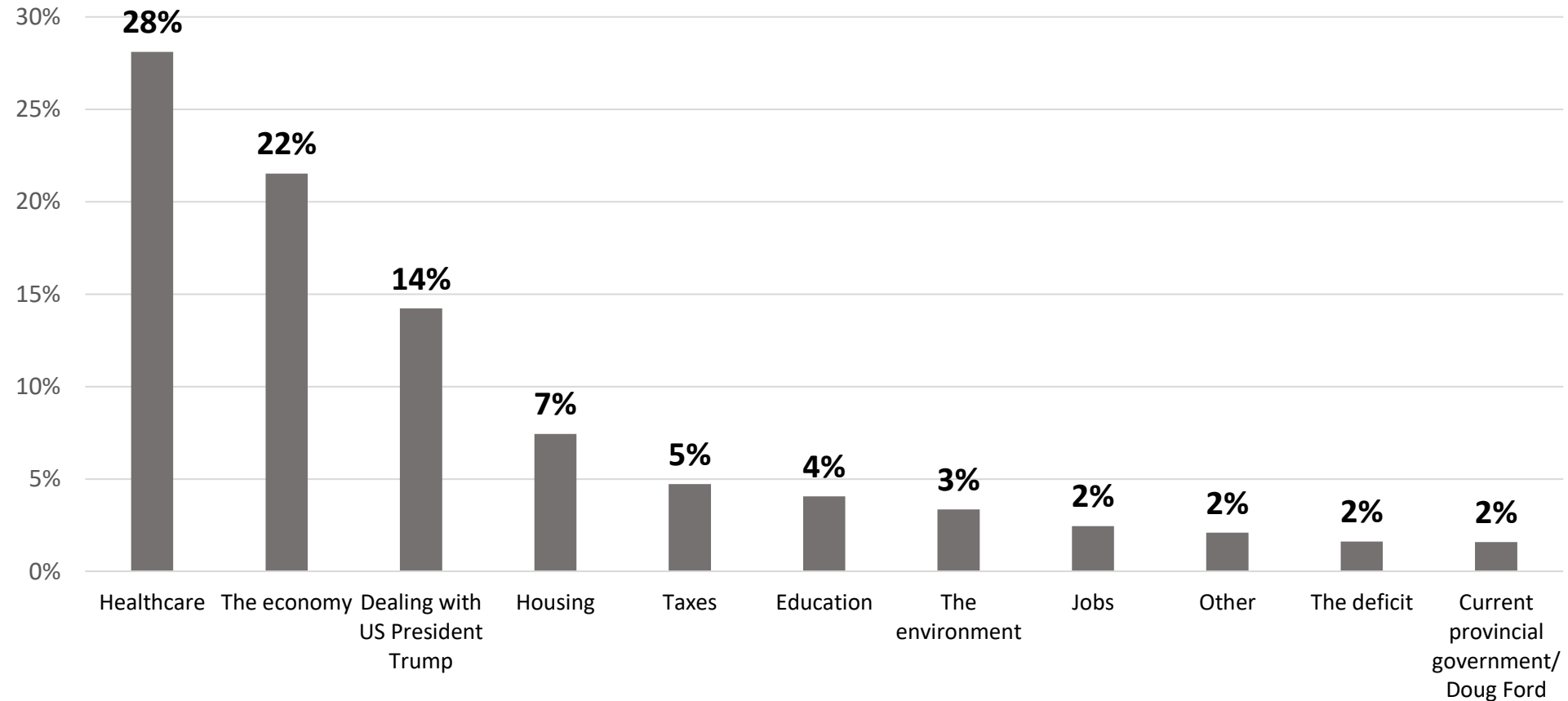
Nanos will be tracking opinion on a nightly basis throughout the Ontario provincial campaign. Visit www.ctvnews.ca or www.nanos.co to access the latest data and analysis.

“ Although the rationale to call the election was Trump, only 14 per cent of Ontarians believe that is the most important issue that would influence their vote. Ontarians want to hear about healthcare and jobs. Dealing with Trump as a key factor influencing voters, does not rank first in any region or demographic group. ”

Nik Nanos, Chief Data Scientist

The most important issue influencing voting in the upcoming Ontario provincial election

Question: What is the most important issue that will influence how you vote in the upcoming Ontario provincial election?
[RANDOMIZE]
– Top mentions



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Source: CTV/Nanos Research tracking survey Ontarians, February 4th to 6th, 2025, n=904, accurate 3.3 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)



The most important issue influencing voting in the upcoming Ontario provincial election – by region

Question: What is the most important issue that will influence how you vote in the upcoming Ontario provincial election? [RANDOMIZE]

| | | Feb 6 th , 2025 Ontario (n=904) | Golden West (n=134) | SW/ Central (n=155) | North and East (n=241) | Toronto (n=206) | GTA (n=168) |
|---------------|--|--|---------------------------|---------------------------|------------------------------|--------------------|----------------|
| TOP RESPONSES | Healthcare | 28.1% | 25.0% | 30.0% | 33.6% | 27.9% | 23.5% |
| | The economy | 21.5% | 18.0% | 20.4% | 19.2% | 19.6% | 29.2% |
| | Dealing with US President Trump | 14.2% | 15.3% | 14.0% | 15.8% | 15.9% | 10.7% |
| | Housing | 7.4% | 5.4% | 8.1% | 3.2% | 12.2% | 8.7% |
| | Taxes | 4.7% | 4.8% | 5.7% | 3.7% | 6.1% | 3.7% |
| | Education | 4.1% | 10.0% | 2.5% | 2.9% | 3.8% | 2.1% |
| | The environment | 3.4% | 1.6% | 5.4% | 2.8% | 1.3% | 5.1% |
| | Jobs | 2.5% | 1.6% | 0.5% | 2.0% | 4.1% | 4.1% |
| | The deficit | 1.6% | 2.3% | 1.7% | 1.2% | 0.7% | 2.2% |
| | Current provincial government/ Doug Ford | 1.6% | 1.9% | 0.5% | 1.5% | 0.8% | 3.1% |
| | Other | 2.1% | 3.1% | 3.4% | 2.5% | 1.3% | 0.3% |
| | Unsure | 1.4% | 2.4% | 0.7% | 2.4% | 1.4% | 0.5% |

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The most important issue influencing voting in the upcoming Ontario provincial election – by age and gender

Question: What is the most important issue that will influence how you vote in the upcoming Ontario provincial election? [RANDOMIZE]

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| | | Feb 6 th , 2025 Ontario (n=904) | Men (n=534) | Women (n=367) | 18 to 34 (n=148) | 35 to 54 (n=292) | 55 plus (n=464) |
|---------------|---|--|----------------|------------------|---------------------|---------------------|--------------------|
| TOP RESPONSES | Healthcare | 28.1% | 24.6% | 31.6% | 20.7% | 24.5% | 36.1% |
| | The economy | 21.5% | 25.1% | 18.0% | 24.7% | 23.0% | 18.2% |
| | Dealing with US President Trump | 14.2% | 12.9% | 15.4% | 9.3% | 13.5% | 18.2% |
| | Housing | 7.4% | 7.0% | 7.9% | 10.5% | 6.4% | 6.1% |
| | Taxes | 4.7% | 6.3% | 3.2% | 5.2% | 7.5% | 2.2% |
| | Education | 4.1% | 4.4% | 3.8% | 5.0% | 6.2% | 1.7% |
| | The environment | 3.4% | 3.4% | 3.1% | 4.8% | 2.4% | 3.1% |
| | Jobs | 2.5% | 2.3% | 2.6% | 3.7% | 2.6% | 1.5% |
| | The deficit | 1.6% | 2.6% | 0.7% | 0.6% | 2.4% | 1.7% |
| | Current provincial government/Doug Ford | 1.6% | 1.9% | 1.3% | 0.6% | 2.6% | 1.5% |
| | Other | 2.1% | 2.0% | 2.2% | 1.2% | 1.6% | 3.1% |
| | Unsure | 1.4% | 0.8% | 2.1% | 3.0% | 1.1% | 0.7% |

Source: CTV/Nanos Research tracking survey Ontarians, February 4th to 6th, 2025, n=904, accurate 3.3 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)



METHODOLOGY



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. The current data covers the three-night period ending February 6th, 2025.

A random survey of 904 Ontarians is accurate ± 3.3 percentage points, plus or minus, 19 times out of 20.

The full methodology is detailed in the [technical note](#) 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 Data | The results may be weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Ontario. See tables for full weighting disclosure. |
| Population and Final Sample Size | 904 Randomly selected individuals, three-day sample of 300 individuals each day compiled into a three day rolling average. | 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 administering the survey to ensure the integrity of the data. |
| Source of Sample | Nanos Insights Labs Probability Panel and RDD cell- land-lines. | Excluded Demographics | Individuals younger than 18 years old; individuals without land or cell line or internet could not participate. |
| Type of Sample | Probability | Stratification | By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Ontario. |
| Margin of Error | ±3.3 percentage points, 19 times out of 20. | Estimated Response Rate | Ten percent, consistent with industry norms. |
| Mode of Survey | RDD dual frame (land- and cell-lines) random telephone survey (50%) and online deployed to Nanos Insights Labs Probability Panel (50%). | Question Order | Question order in the preceding report reflects the order in which they appeared in the original questionnaire. PROVINCIAL Ballot was released as Part 1. |
| Sampling Method Base | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario. | Question Content | Topics on the nightly tracking survey ahead of this report content included views on provincial political preferences. |
| Demographics (Captured) | Men and Women; 18 years and older. Six-digit postal code was used to validate geography. | 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. |
| Demographics (Other) | Age, gender, education, income | Research/Data Collection Supplier | Nanos Research |
| Fieldwork/Validation | Live interviews with live supervision to validate work. | Contact | Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com. |
| Number of Calls | Maximum of five call backs for the telephone sample. | Tabulations | By region, age, gender and number of weighted and unweighted interviews [LINK] |
| Time of Calls | Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm | | |
| Field Dates | February 4 th to 6 th , 2025 | | |
| Language of Survey | The survey was conducted in English. | | |
| 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. https://canadianresearchinsightscouncil.ca/standards/ | | |



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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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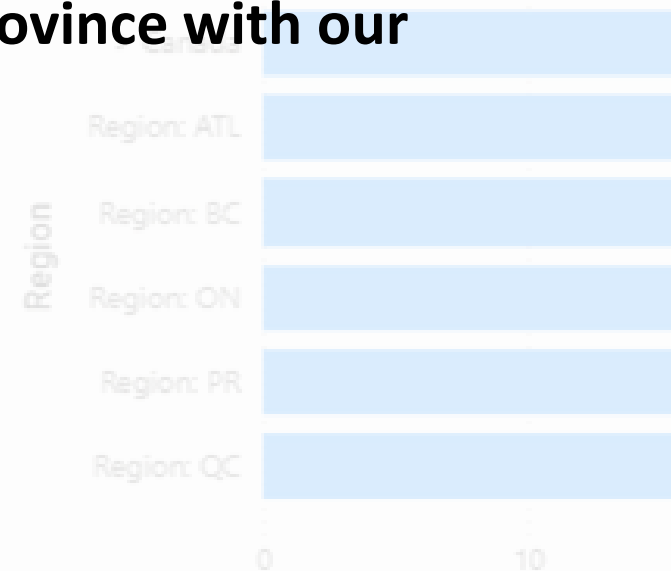
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Region: BC
Region: ON
Region: PR
Region: QC

○ Consumer Confidence Index
○ Expectations Index
○ Pocketbook Index

Region: ON
Region: BC
Region: PR
Region: QC

○ Consumer Confidence Index
○ Expectations Index
○ Pocketbook Index



As of Friday, December 13, 2024
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Any questions?



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For more information on the firm, please visit www.nanos.co





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