



Reducing income taxes is the most popular idea to help with the rising cost of living.

Nanos Ontario Political Tracking, ending February 14, 2025  
(Provincial survey released February, 2025)  
Submission 2025-27831



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

**“ Lowering income taxes emerges as the most preferred approach to help with the rising cost of living in Ontario, with 36% overall support. Meanwhile, increasing the minimum wage (28%) and reducing sales taxes (24%) are also favored solutions, each supported by about a quarter of Ontarians. ”**

***Nik Nanos, Chief Data Scientist***

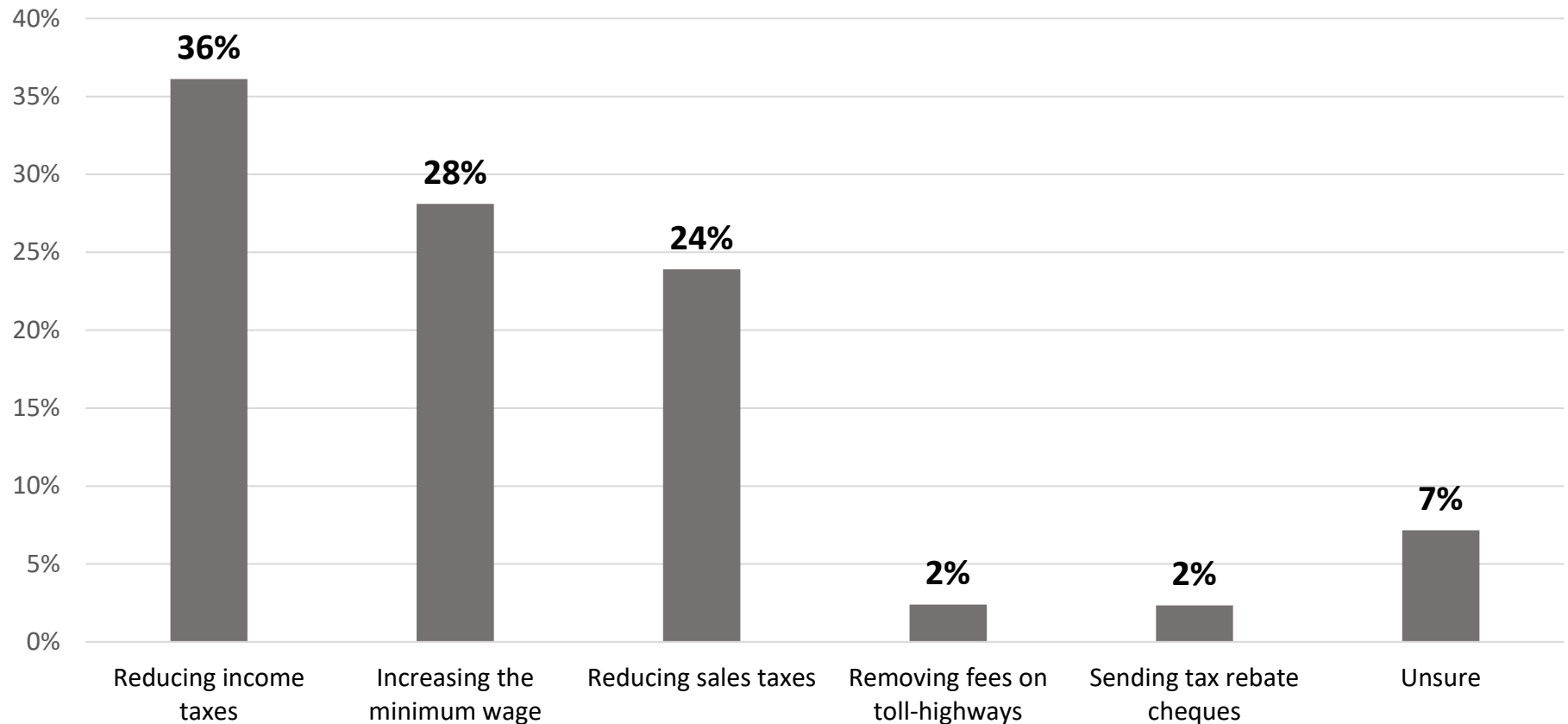


# Best idea to help with the rising cost of living in Ontario

**Question:** From the following list, what do you think is the best idea to help Ontarians when it comes to dealing with the rising cost of living?  
[RANDOMIZE]

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Source: CTV/Nanos Research tracking survey Ontarians, February 12 to 14, 2025, n=925, accurate 3.2 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

# Best idea to help with the rising cost of living in Ontario – by region

**Question:** From the following list, what do you think is the best idea to help Ontarians when it comes to dealing with the rising cost of living?  
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	Feb 14, 2025 Ontario (n=925)	Golden West (n=125)	SW/ Central (n=188)	North and East (n=261)	Toronto (n=186)	GTA (n=165)
Reducing income taxes	36.1%	35.8%	36.4%	34.2%	35.0%	39.0%
Increasing the minimum wage	28.1%	31.0%	21.8%	31.2%	36.9%	21.5%
Reducing sales taxes	23.9%	23.7%	26.5%	24.8%	19.4%	24.4%
Removing fees on toll-highways	2.4%	3.3%	1.9%	1.0%	3.0%	3.0%
Sending tax rebate cheques	2.3%	1.4%	4.1%	3.2%	0.5%	2.0%
Unsure	7.2%	4.8%	9.5%	5.5%	5.2%	10.1%

Source: CTV/Nanos Research tracking survey Ontarians, February 12 to 14, 2025, n=925, accurate 3.2 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

# Best idea to help with the rising cost of living in Ontario

## – by age and gender

**Question:** From the following list, what do you think is the best idea to help Ontarians when it comes to dealing with the rising cost of living?  
[RANDOMIZE]

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	Feb 14, 2025 Ontario (n=925)	Men (n=512)	Women (n=413)	18 to 34 (n=171)	35 to 54 (n=305)	55 plus (n=449)
Reducing income taxes	36.1%	40.5%	32.0%	43.5%	34.8%	32.2%
Increasing the minimum wage	28.1%	24.1%	31.9%	27.1%	28.0%	28.8%
Reducing sales taxes	23.9%	24.8%	23.0%	15.0%	25.4%	28.8%
Removing fees on toll-highways	2.4%	2.9%	1.9%	2.3%	1.7%	3.0%
Sending tax rebate cheques	2.3%	1.7%	2.9%	3.5%	2.6%	1.3%
Unsure	7.2%	5.9%	8.3%	8.6%	7.5%	5.9%

Source: CTV/Nanos Research tracking survey Ontarians, February 12 to 14, 2025, n=925, accurate 3.2 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 14, 2025.

A random survey of 925 Ontarians is accurate  $\pm 3.2$  percentage points, plus or minus, 19 times out of 20.

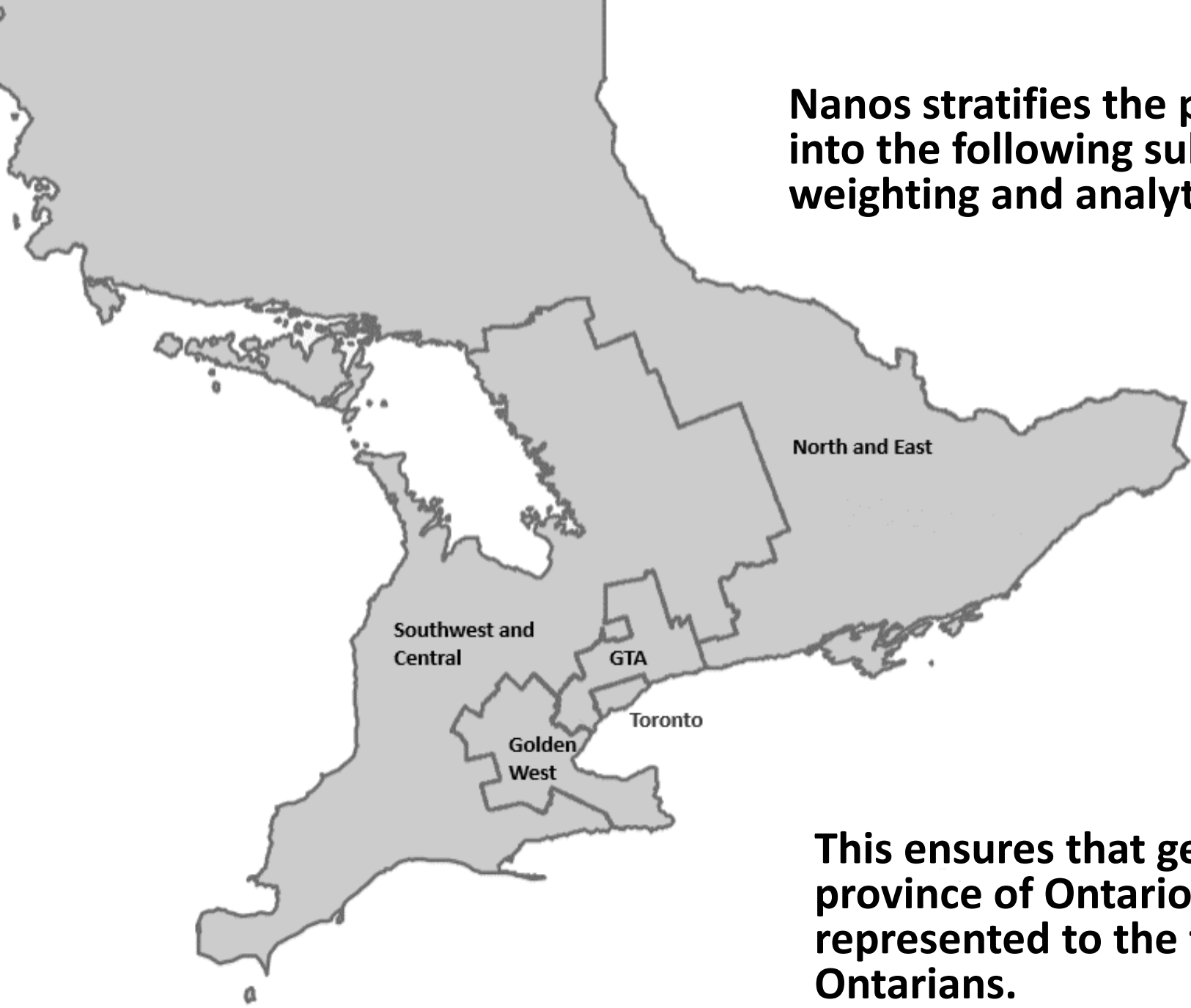
The full methodology is detailed in the [technical note](#) in this report. This research was conducted and released in accordance with the standards of the [CRIC](#) of which the firm is an accredited member.

**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	925 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	±3.2 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	This was module two of a nightly tracking survey.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone: (613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .
Number of Calls	Maximum of five call backs for the telephone sample.	Tabulations	<a href="#">By region, age, gender and number of weighted and unweighted interviews</a>
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm		
Field Dates	February 12 to 14, 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		

**Nanos stratifies the provincial sample into the following sub-regions for weighting and analytical purposes.**



**This ensures that geographies within the province of Ontario are properly represented to the true distribution of Ontarians.**

**REGIONAL ZONES**





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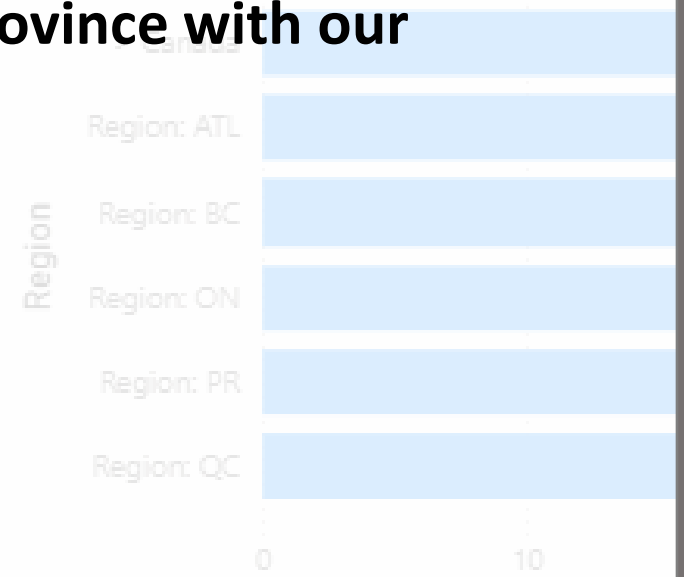
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Region: BC  
Region: ON  
Region: PR  
Region: QC

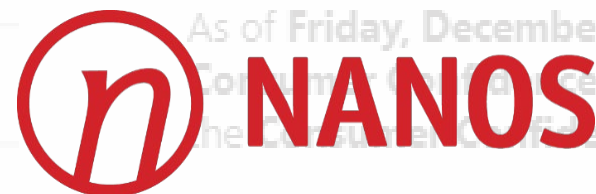
○ Expectations Index  
○ Pocketbook Index

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

○ Confidence Index  
○ 12-13-2024



As of Friday, December 13, 2024  
Consumer Confidence Index. A  
the Consumer Confidence Inde



# Any questions?

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