

Ontarians are most likely to say the outcome of the next federal and provincial elections and US President Trump's actions against Canada are of equal importance.

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 most popular response was that the federal and provincial elections and Trump were of equal importance, beyond that response, the provincial election trailed both the importance of the federal election and US President Trump’s actions against Canada.

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Nik Nanos, Chief Data Scientist

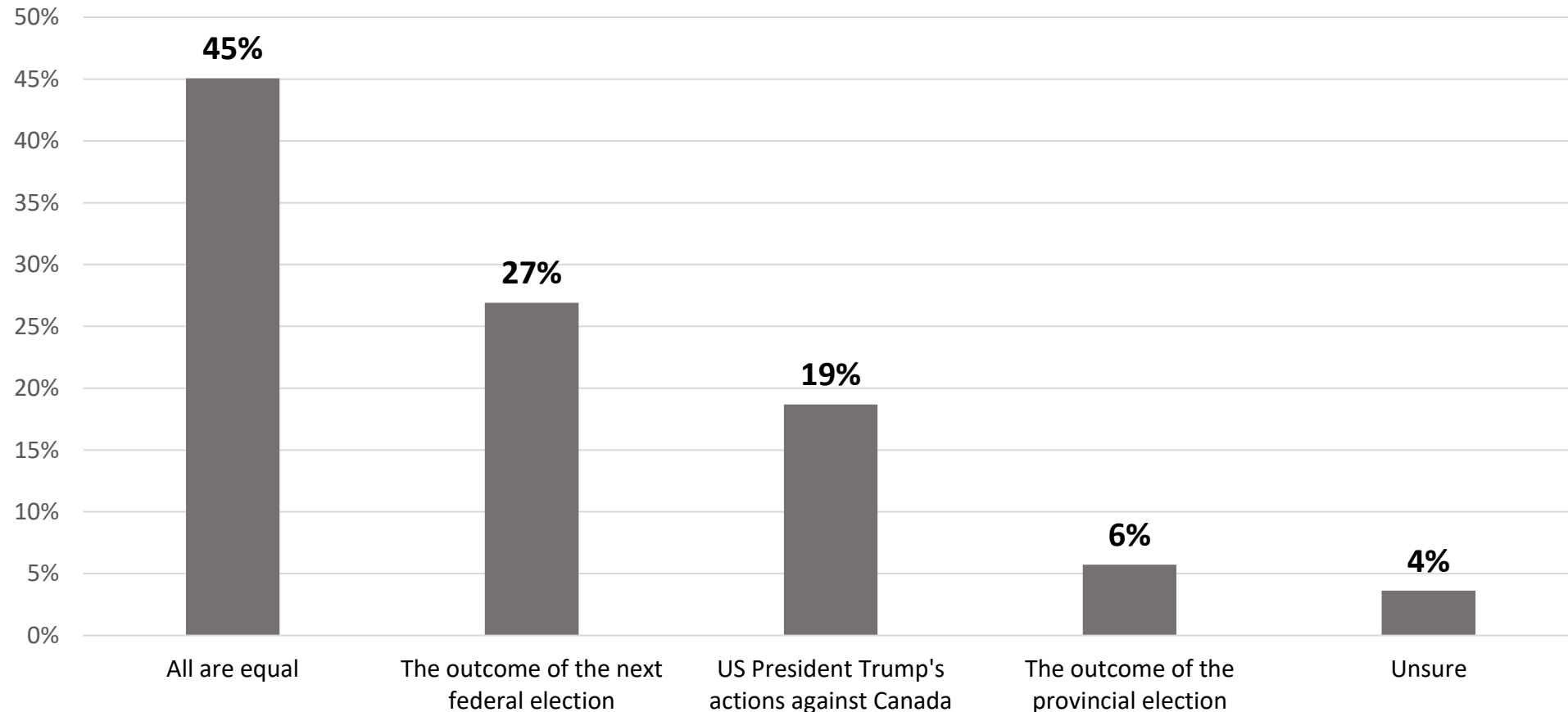


Most important outcomes of different news items

Question: What is more important to you?
[RANDOMIZE]

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Source: CTV/Nanos Research tracking survey Ontarians, February 20 to 22, 2025, n=920, accurate 3.2 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

Most important outcomes of different news items – by region

Question: What is more important to you?
[RANDOMIZE]

	Feb 22, 2025 Ontario (n=920)	Golden West (n=145)	SW/ Central (n=189)	North and East (n=225)	Toronto (n=191)	GTA (n=170)
All are equal	45.1%	46.4%	49.8%	42.1%	42.0%	45.1%
The outcome of the next federal election	26.9%	34.9%	26.2%	24.5%	25.7%	24.5%
US President Trump's actions against Canada	18.7%	10.3%	16.9%	22.6%	21.0%	21.3%
The outcome of the provincial election	5.7%	3.7%	3.6%	6.4%	8.0%	6.7%
Unsure	3.6%	4.7%	3.5%	4.4%	3.2%	2.4%

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Most important outcomes of different news items – by age and gender

Question: What is more important to you?
[RANDOMIZE]

	Feb 22, 2025 Ontario (n=920)	Men (n=497)	Women (n=422)	18 to 34 (n=135)	35 to 54 (n=329)	55 plus (n=456)
All are equal	45.1%	36.6%	53.0%	49.3%	41.1%	45.3%
The outcome of the next federal election	26.9%	32.5%	21.7%	21.0%	32.4%	26.6%
US President Trump's actions against Canada	18.7%	20.7%	16.8%	18.7%	16.2%	20.6%
The outcome of the provincial election	5.7%	5.6%	5.9%	6.3%	6.3%	4.9%
Unsure	3.6%	4.6%	2.7%	4.7%	4.0%	2.6%

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Most important outcomes of different news items – by vote profile

Question: What is more important to you?
[RANDOMIZE]

	Feb 22, 2025 Ontario (n=920)	Ontario Liberal Party (n=239)	Progressive Conservative Party of Ontario (n=384)	Ontario New Democratic Party (n=135)	Green Party of Ontario (n=41)	Other (n=19)*	Undecided (n=102)
All are equal	45.1%	47.2%	39.2%	48.1%	57.7%	-	51.4%
The outcome of the next federal election	26.9%	26.2%	33.6%	19.9%	22.9%	-	14.1%
US President Trump's actions against Canada	18.7%	18.4%	21.3%	15.9%	7.9%	-	21.4%
The outcome of the provincial election	5.7%	6.7%	2.6%	11.3%	9.9%	-	5.3%
Unsure	3.6%	1.4%	3.4%	4.7%	1.7%	-	7.9%

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*Note: Responses with a sample size of less than 30 have been suppressed

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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 22, 2025.

A random survey of 920 Ontarians is accurate ± 3.2 percentage points, plus or minus, 19 times out of 20.

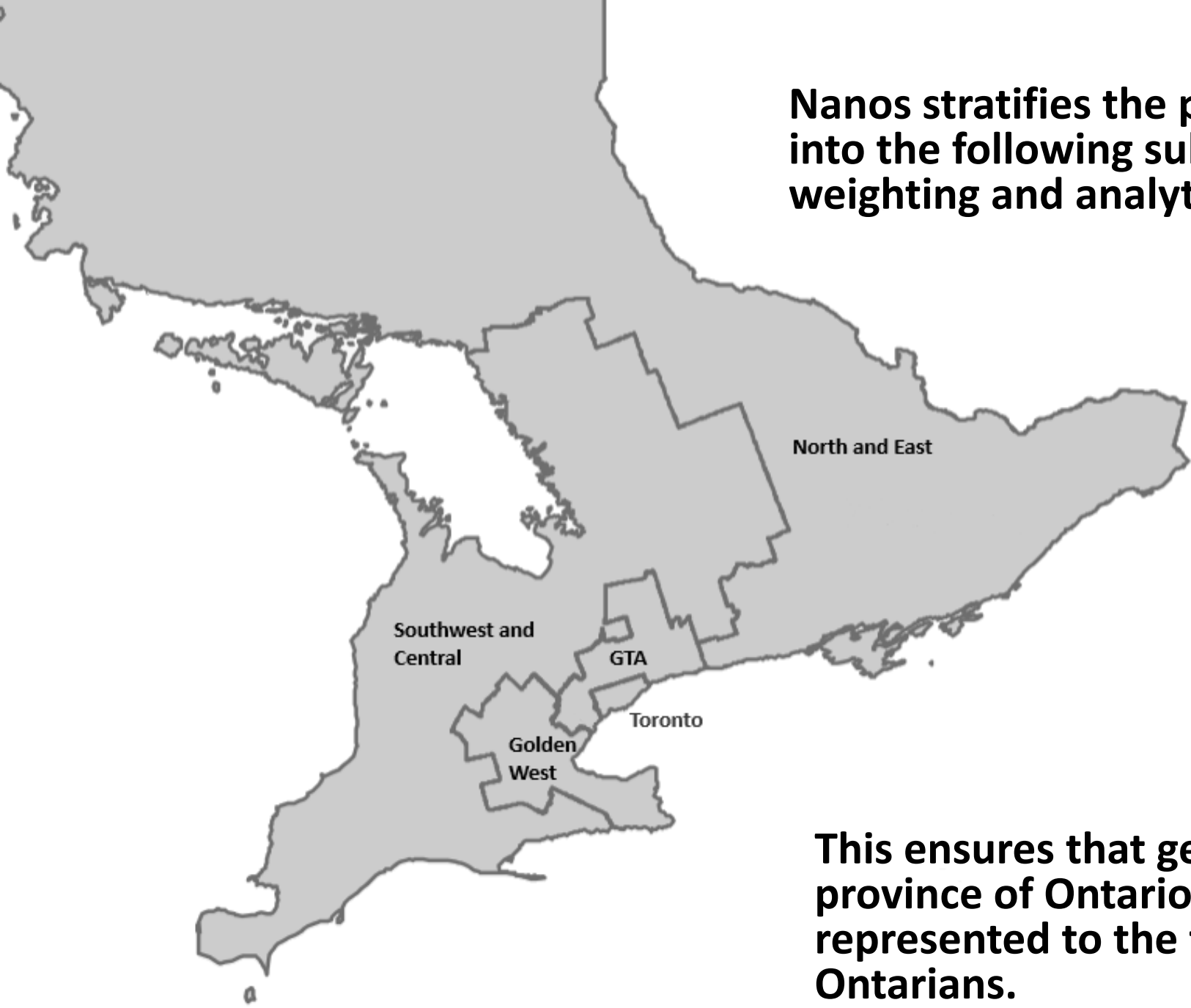
The full methodology is detailed in the [technical note](#) in this report. This research was conducted and released in accordance with the standards of the [CRIC](#) of which the firm is an accredited member.

Full data tables with weighted and unweighted number of interviews is here: [Region, Age and Gender](#); [Vote Profile](#).

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	920 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. 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: Region, Age and Gender ; Vote Profile
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm		
Field Dates	February 20 to 22, 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/		

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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This international joint venture between [dimap](#) and [Nanos](#) 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

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](#) and the [Nanos Research Corporation](#), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

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

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.

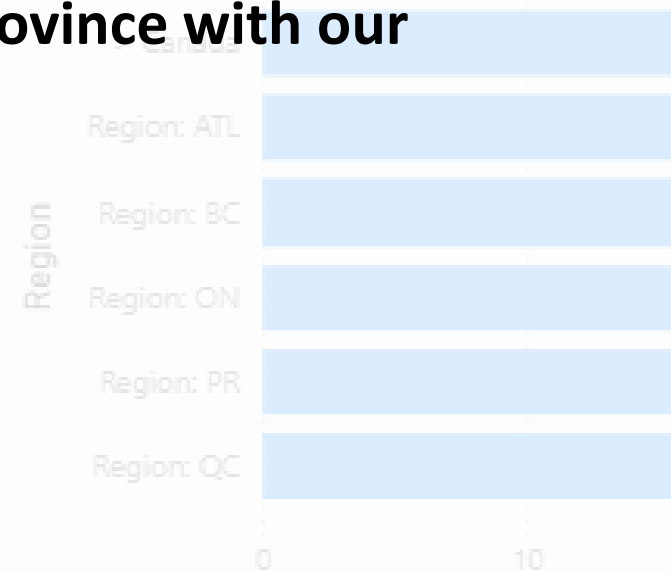
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Region: BC
Region: ON
Region: PR
Region: QC

○ Expectations Index
○ Pocketbook Index

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



As of Friday, December 13, 2024



NANOS DATA PORTALS

Any questions?



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





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