



ONTARIO

Ontario Survey for the **National Ethnic Press
and Media Council of Canada**

Field Dates: May 5-9, 2025

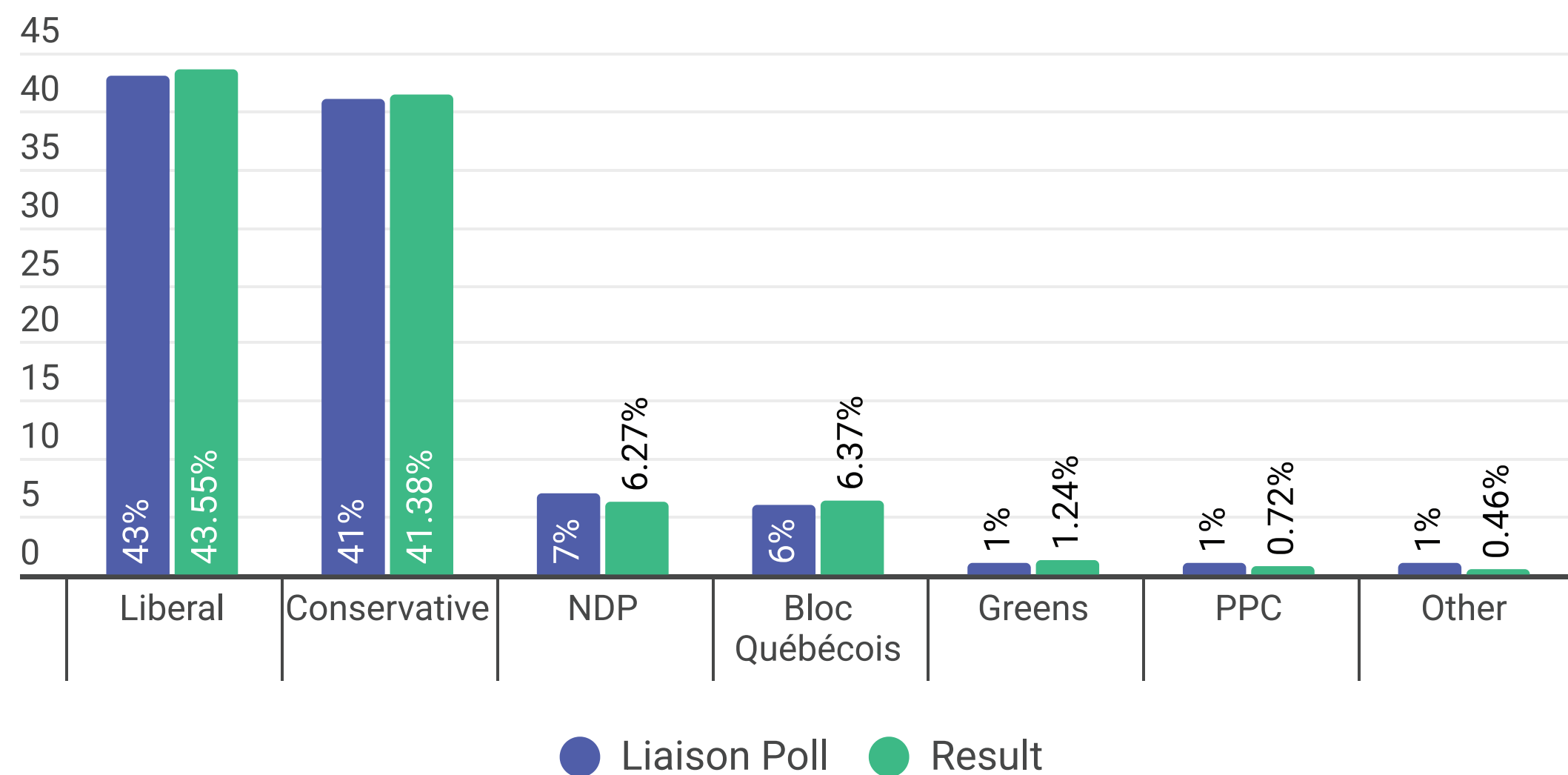
Release Date: May 14, 2025

Canada's Best Overall Pollster

In the most recent federal election, Liaison ranked as the second most accurate polling firm nationally, and was the top performer when factoring in regional results.

“Liaison had four podium finishes, giving it the best average rank of all pollsters at the regional level. It was the only pollster that finished ahead of the Poll Tracker in the regional sweepstakes.”

**- Eric Grenier, Founder of The Writ,
Overseer of CBC's Poll Tracker**





Ontario's **Most Accurate** **Polling Firm.**

Most accurate polling firm of the 2025
Ontario Provincial Election.



Liaison surveyed a random sample of 1,000 Ontario voters through Interactive Voice Recording (IVR) on May 5-9, 2025.

Responses were weighted using demographic and geographic information to targets based on the 2021 Census.

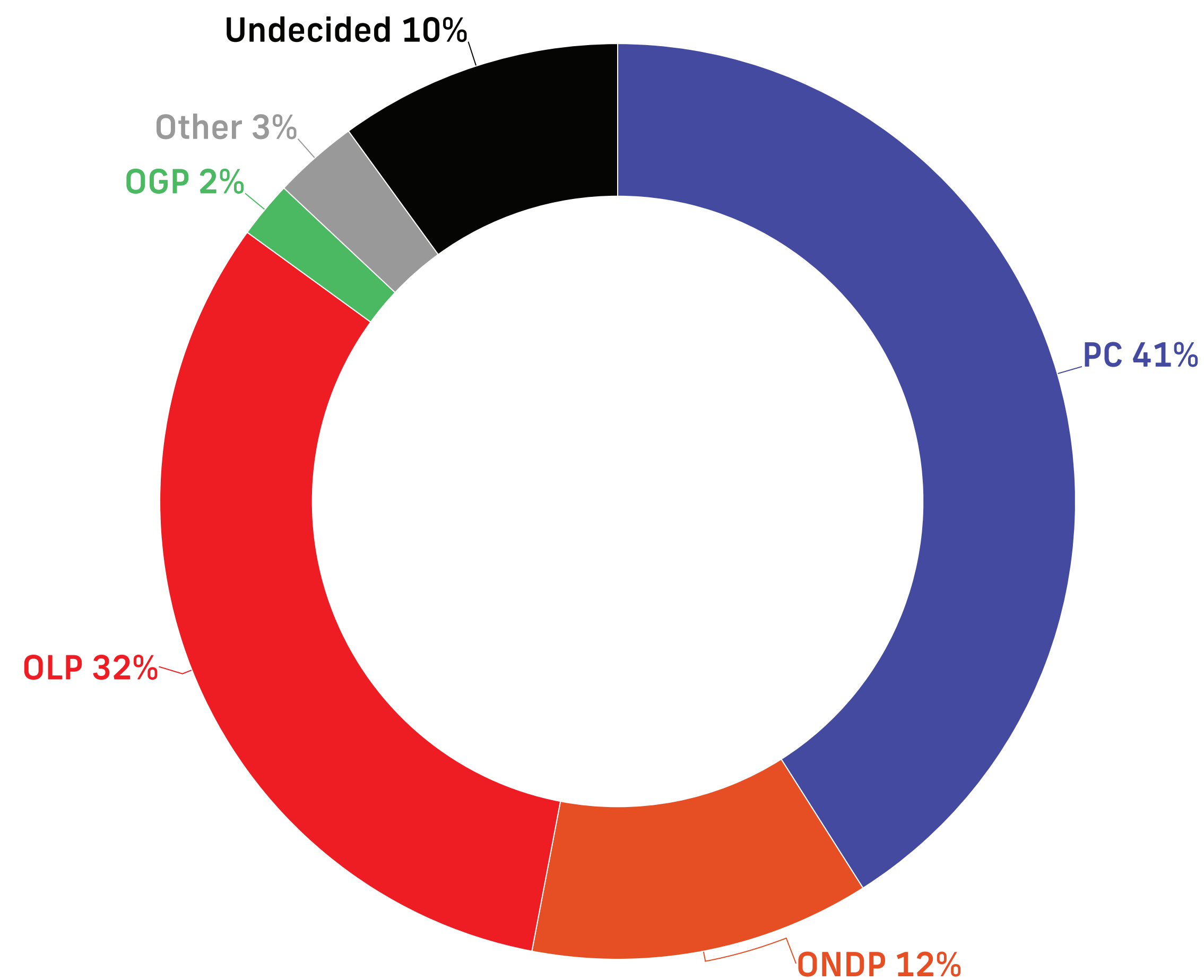
The margin of error for survey results is ± 3.09 percentage points, 19 times out of 20 for the total. Margin of error is higher for sub samples.

Results may not add up to 100 due to rounding.



Voting Intent - Ontario

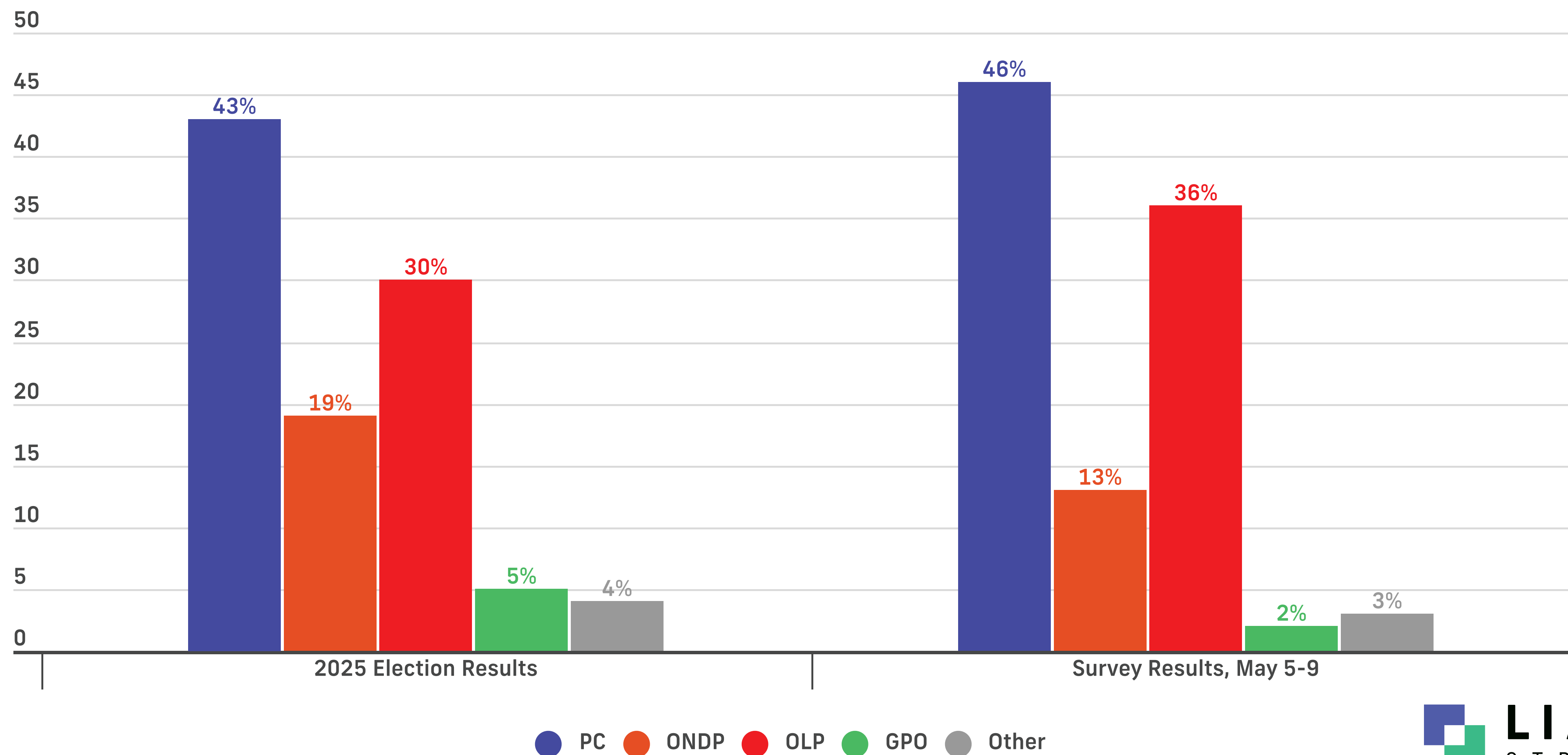
Q: If a Provincial Election were held today, which party would you vote for?





Voting Intent - Ontario - Decided & Leaning Only

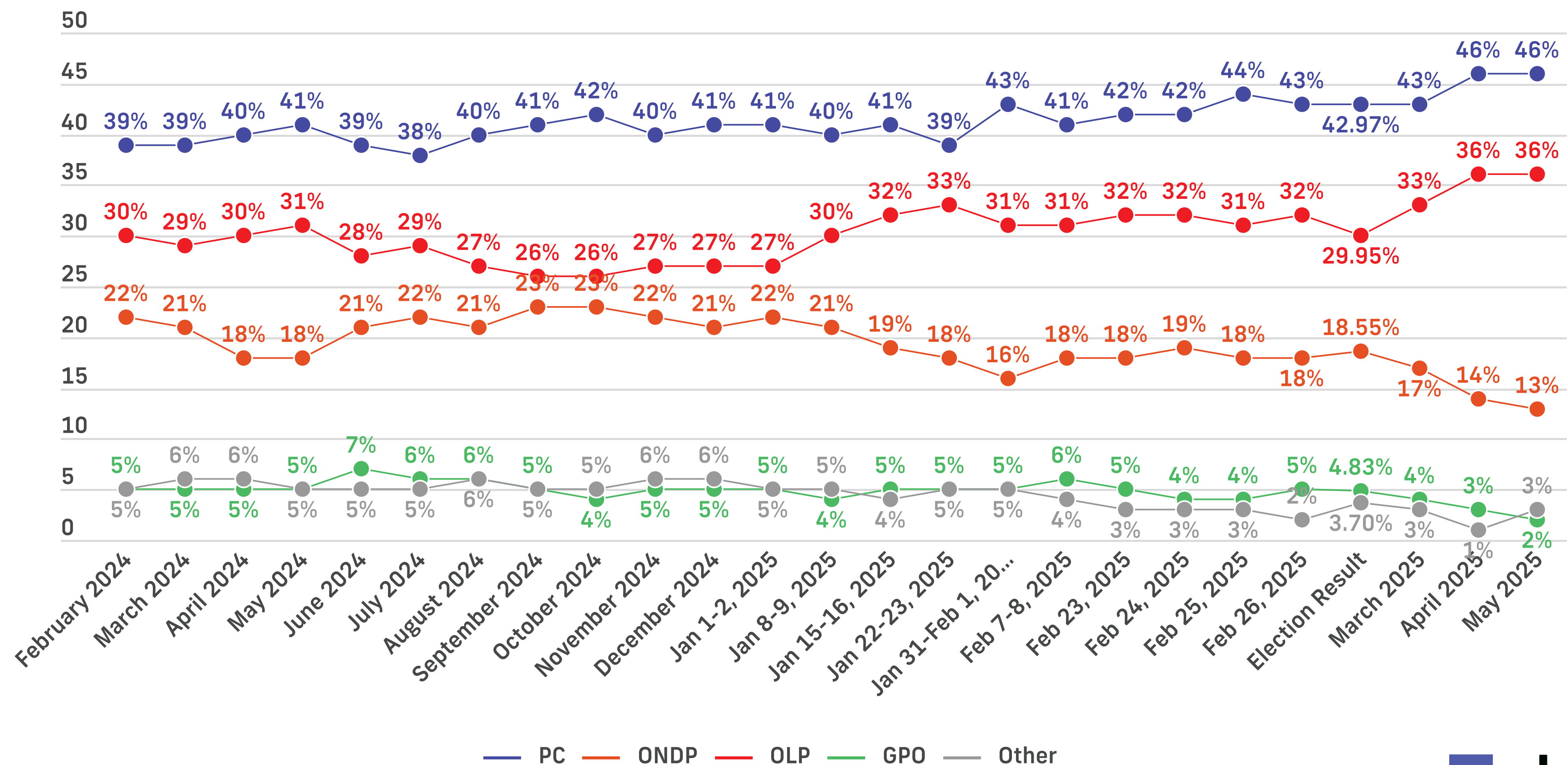
*Q: If a Provincial Election were held today, which party would you vote for?
& (Undecided Only): And which candidate are you leaning towards?*





Voting Intent - Ontario - Decided & Leaning Only

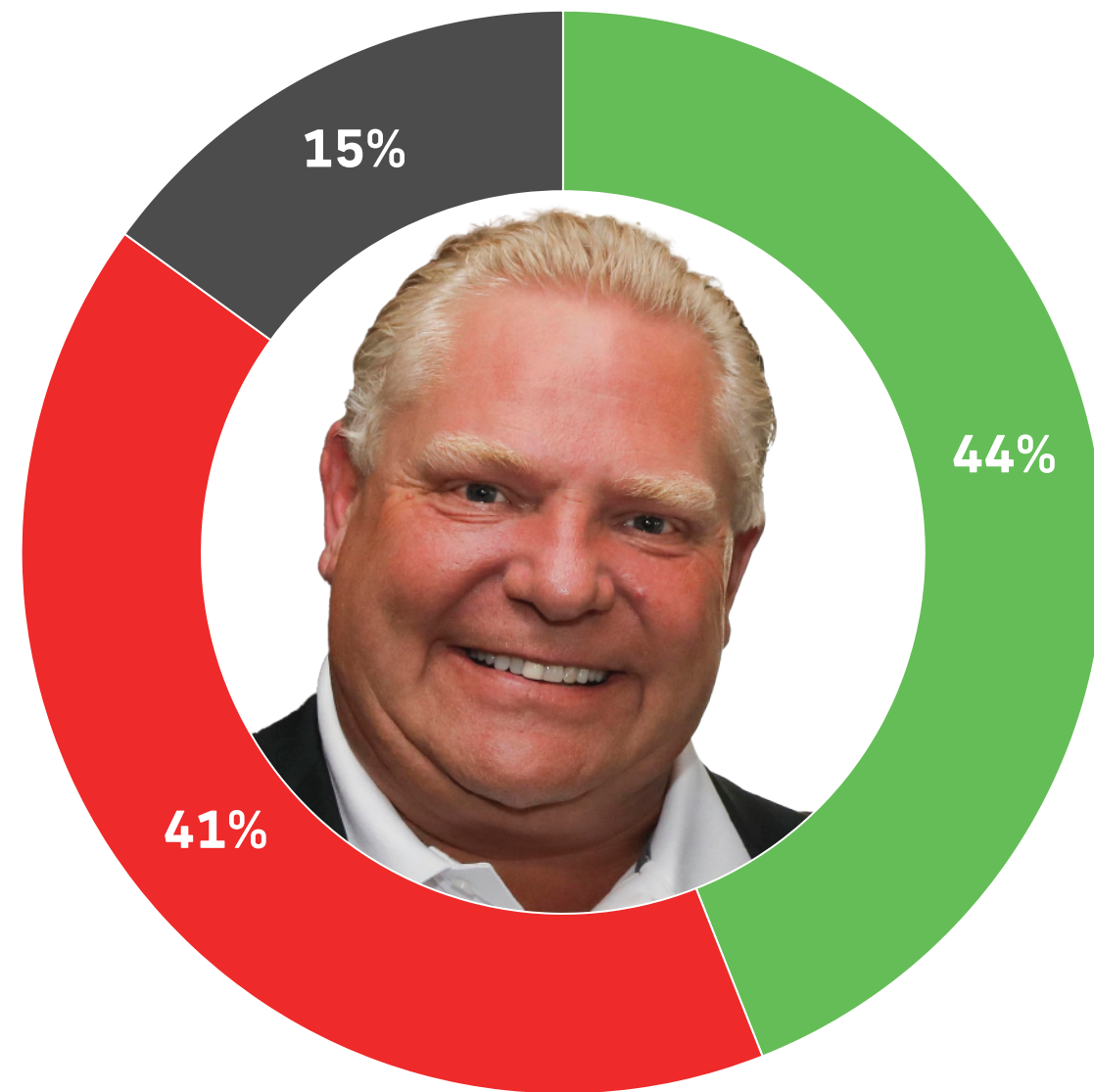
Q: If a Provincial Election were held today, which party would you vote for?
& (Undecided Only): And which candidate are you leaning towards?



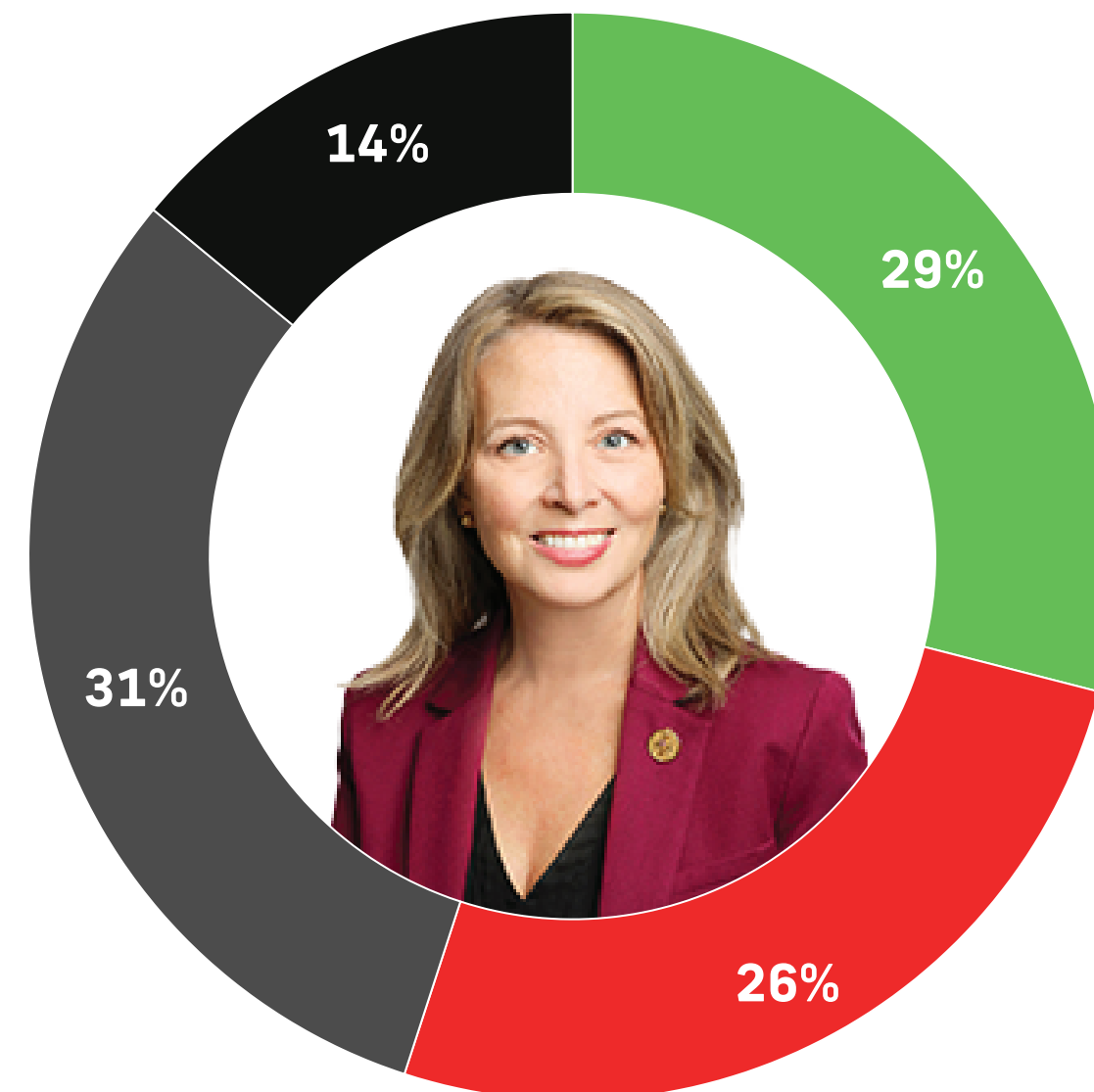


Ontario - Favourability Ratings

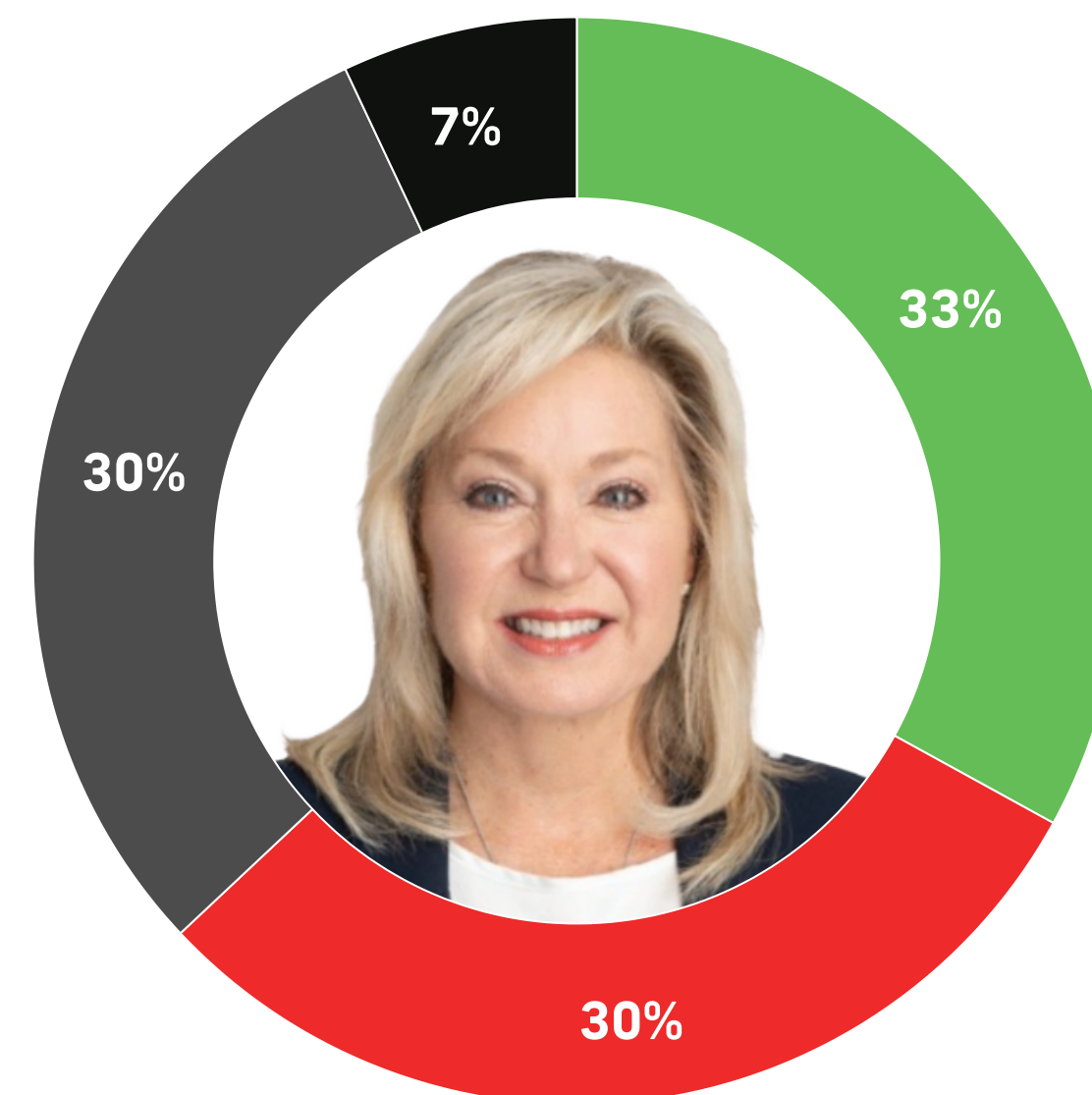
Q: Do you have a favourable or unfavourable opinion of _____?



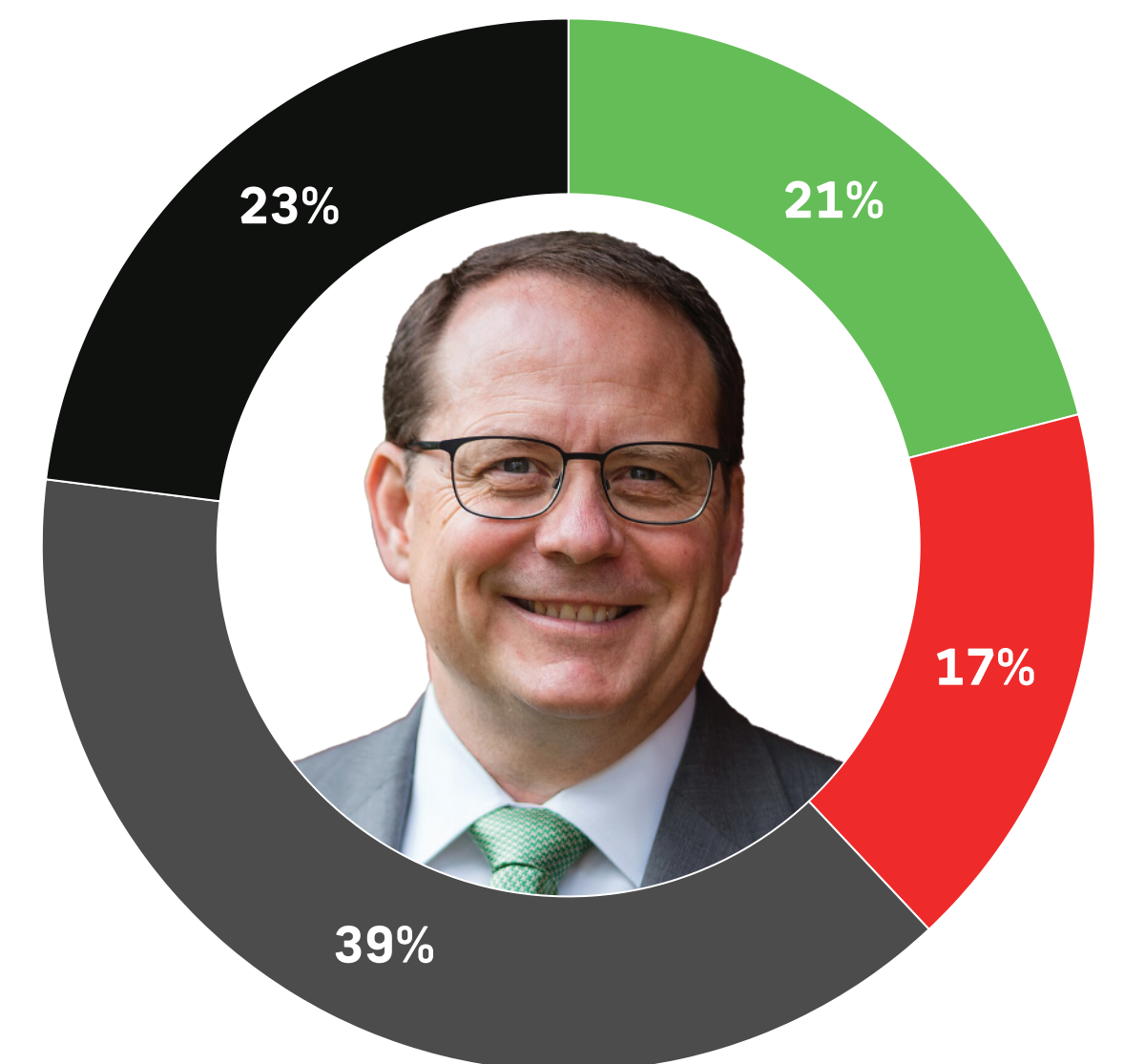
Doug Ford
Net Favourability: +3



Marit Stiles
Net Favourability: +3

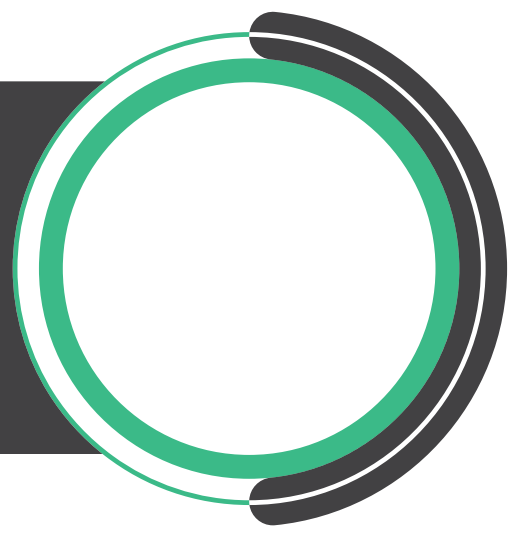


Bonnie Crombie
Net Favourability: +3



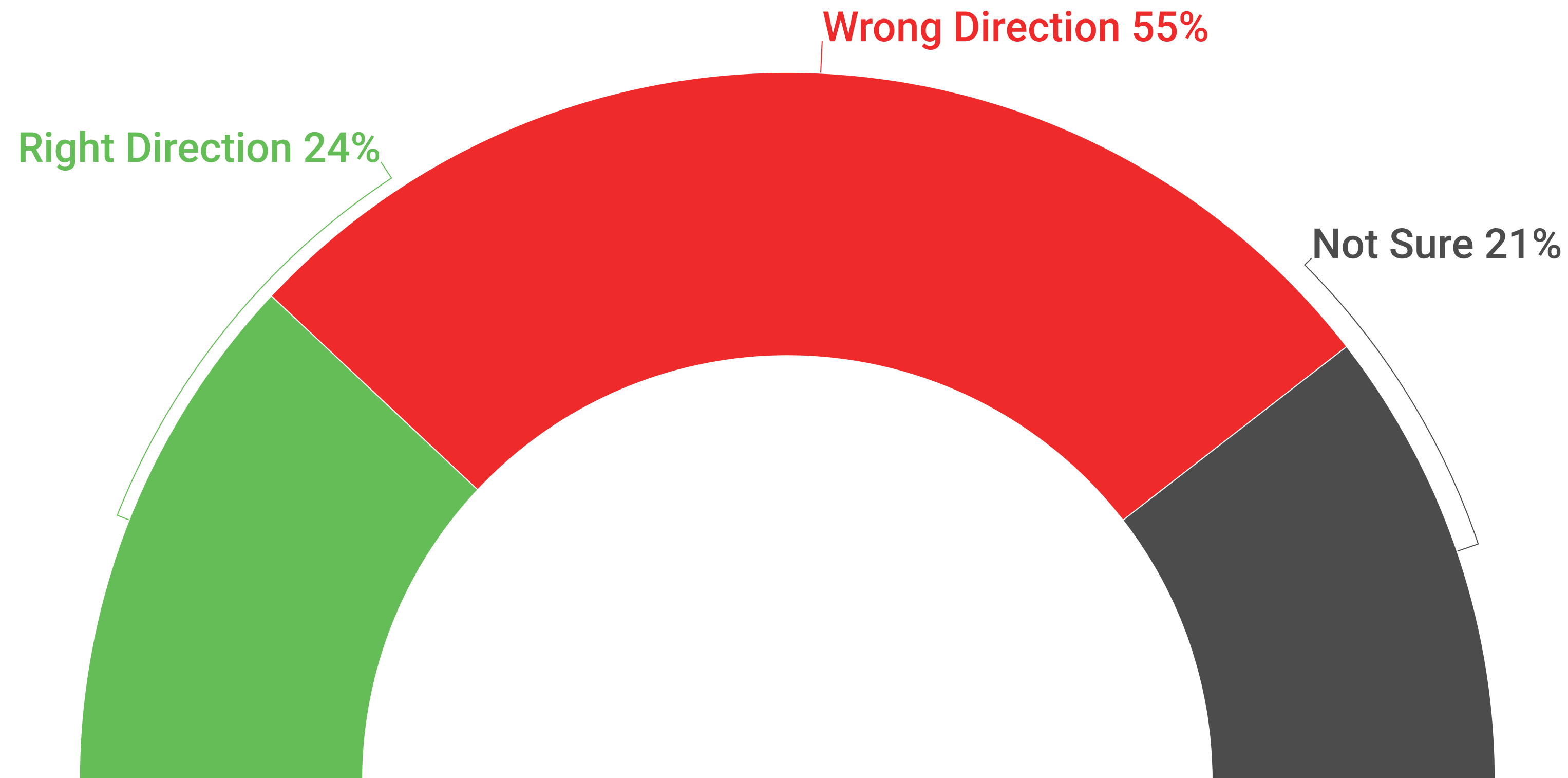
Mike Schreiner
Net Favourability: +4

— Favourable — Unfavourable — Not Sure — Not Familiar With



Ontario - Direction of the Province

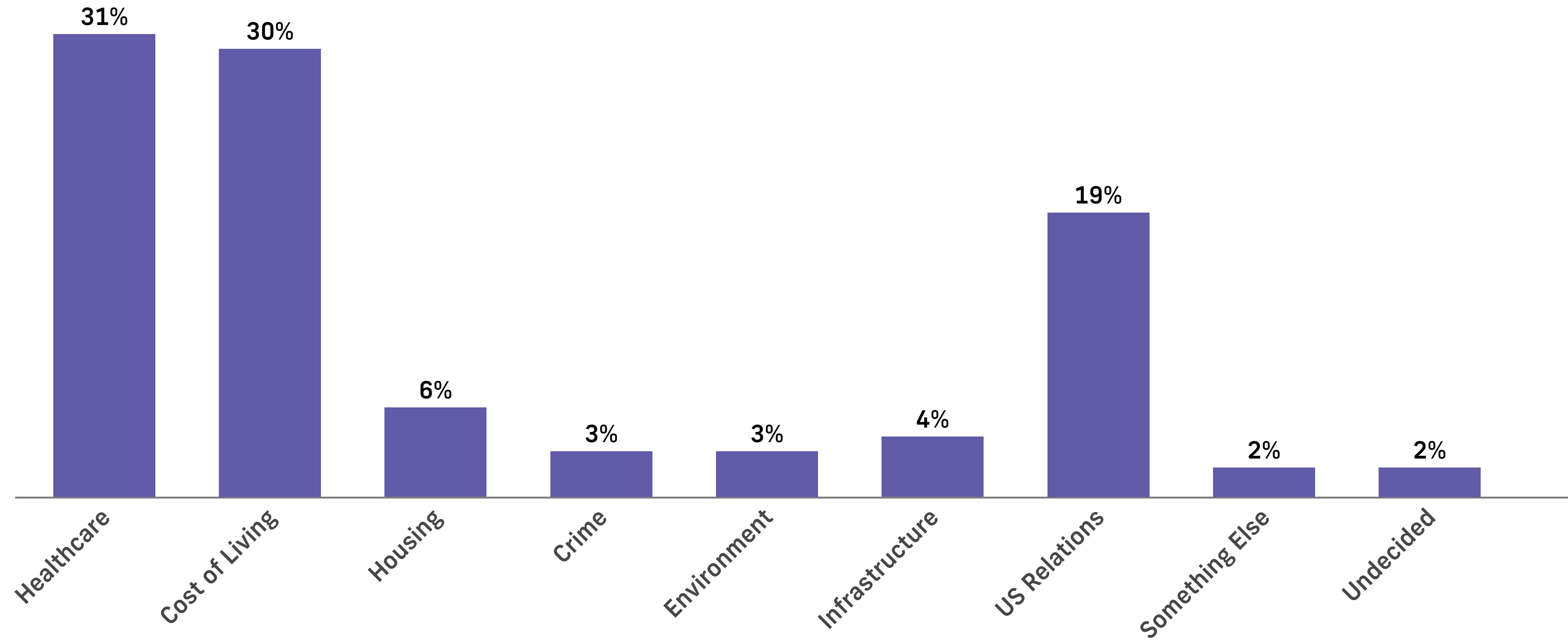
Q: In your opinion is Ontario headed in the right direction or the wrong direction?

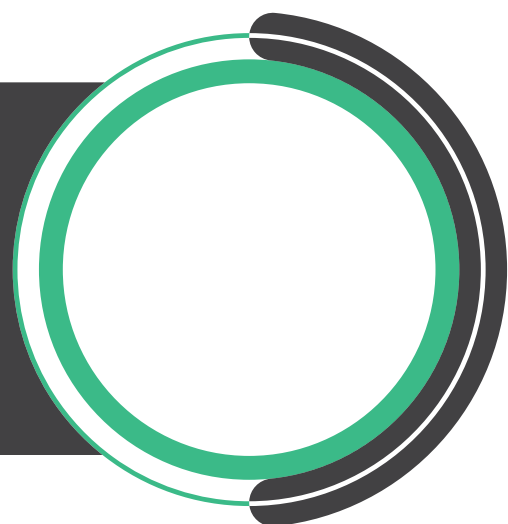




Ontario - Top Issue

Q: which of these issues is the most important issue in Ontario right now?





Voting Intention - Ontario

*Q: If a Provincial Election were held today, which party would you vote for?
Undecided Only: And which candidate are you leaning towards?*

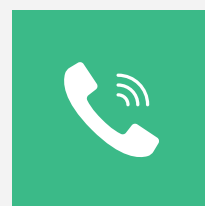
All Voters

	All	Female	Male	Other	18-34	35-49	50-64	65+	North	East	Southwest	Southcentral	905	416
Ontario PC	41%	40%	43%	35%	38%	43%	43%	39%	29%	43%	50%	42%	44%	32%
Ontario NDP	12%	13%	10%	16%	20%	11%	8%	6%	16%	14%	10%	13%	8%	15%
Ontario Liberal	32%	33%	30%	35%	26%	30%	37%	36%	38%	29%	25%	25%	35%	37%
Green Party of Ontario	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	3%
Other	3%	1%	4%	1%	4%	3%	2%	3%	2%	2%	4%	6%	3%	1%
Undecided	10%	11%	9%	11%	10%	11%	8%	13%	12%	11%	9%	13%	9%	11%
Sample (Unweighted)	1000	493	465	42	270	290	266	174	60	135	210	95	265	235
Weighted	1000	500	459	40	274	292	264	171	59	134	209	89	276	233

Decided & Leaning

	All	Female	Male	Other	18-34	35-49	50-64	65+	North	East	Southwest	Southcentral	905	416
Ontario PC	46%	45%	47%	38%	43%	48%	47%	45%	33%	48%	55%	47%	48%	36%
Ontario NDP	13%	14%	12%	20%	22%	13%	9%	7%	19%	16%	11%	15%	9%	17%
Ontario Liberal	36%	38%	33%	38%	29%	34%	40%	42%	43%	32%	28%	28%	39%	42%
Green Party of Ontario	2%	2%	3%	3%	2%	2%	2%	2%	2%	3%	2%	3%	1%	4%
Other	3%	2%	5%	1%	4%	3%	2%	3%	3%	2%	4%	7%	3%	1%

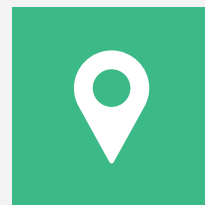
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