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RESEARCH GROUP

Public Opinion Research

Canada This Month: Ontario Focus

Vote, Leadership and Political Landscape

Field Dates: May7th to May 9th, 2018
Sample Size: n=915

Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from May 7th to May 9th, 2018 with tracking drawn for our monthly omnibus.

- This online survey of 915 adult Ontarians is drawn from a larger monthly omnibus survey of 1,990 adult Canadians using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Survey Sampling International (SSI), a leading provider of online sample. The Ontario results shown are weighted to n=915 based on Census data from Statistics Canada.

- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once.

- This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error can not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

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May CTM Ontario Weights: Age, gender, and region

Results for Ontario are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported below.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	99	10.8%	126	13.7%
Males 35-54	144	15.7%	168	18.3%
Males 55+	214	23.4%	146	16.0%
Females 18-34	141	15.4%	128	14.0%
Females 35-54	158	17.3%	177	19.4%
Females 55+	159	17.4%	170	18.6%
Toronto	244	26.7%	192	20.9%
Rest of GTA	208	22.7%	231	25.3%
South/West	205	22.4%	240	26.2%
North/East	258	28.2%	252	27.6%

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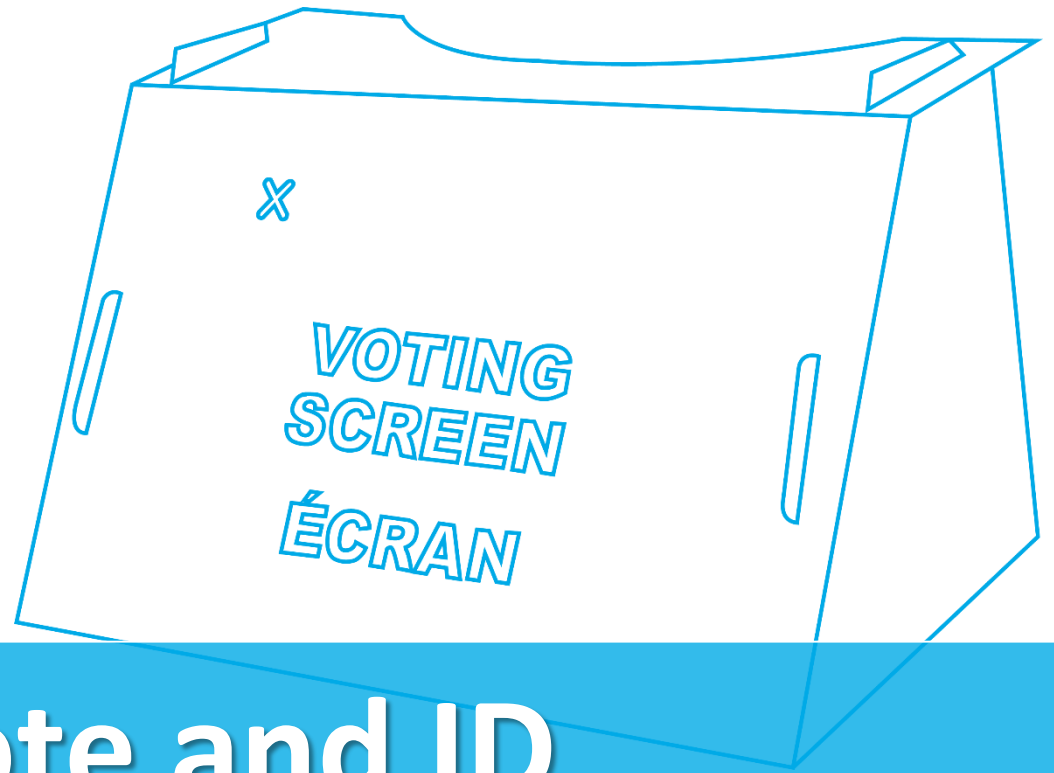
Provincial Vote and ID

Provincial ID: Liberals continue to hold edge in party identification, despite flagging vote numbers

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a…
[asked of all respondents]

	Value
Liberal	**32%**
Progressive Conservative	**28%**
None/Independent	**17%**
NDP	**12%**
Don't know	**6%**
Green	**3%**
Something else	**2%**

X-axis: Sep '14, Dec '15, Mar '16, Sep '16, Jan '17, Feb '17, Mar '17, Apr '17, May '17, Jun '17, Aug '17, Oct '17, Dec '17, Jan '18, Feb '18, Mar '18, Apr '18, May '18
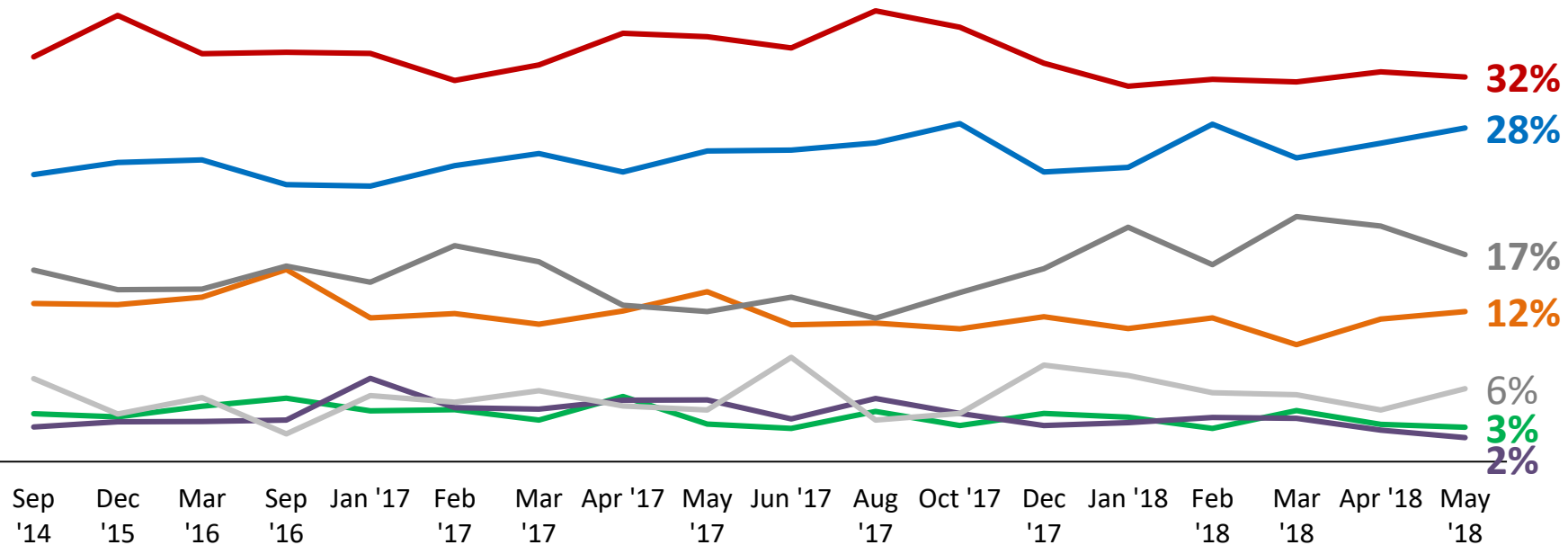
Legend: Liberal — Progressive Conservative — NDP — Green — Something else — None/Independent — Don't know

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Combined Vote Tracking: NDP vote jumped in May, now tied with Liberals, both behind PC

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[VOTE + LEAN]**
[asked of all respondents]

Legend:
- Liberal
- Progressive Conservative
- NDP
- Green
- Other
- Undecided DK
- Would not vote/ None

33%
24%
24%
11%
6%
1%
1%

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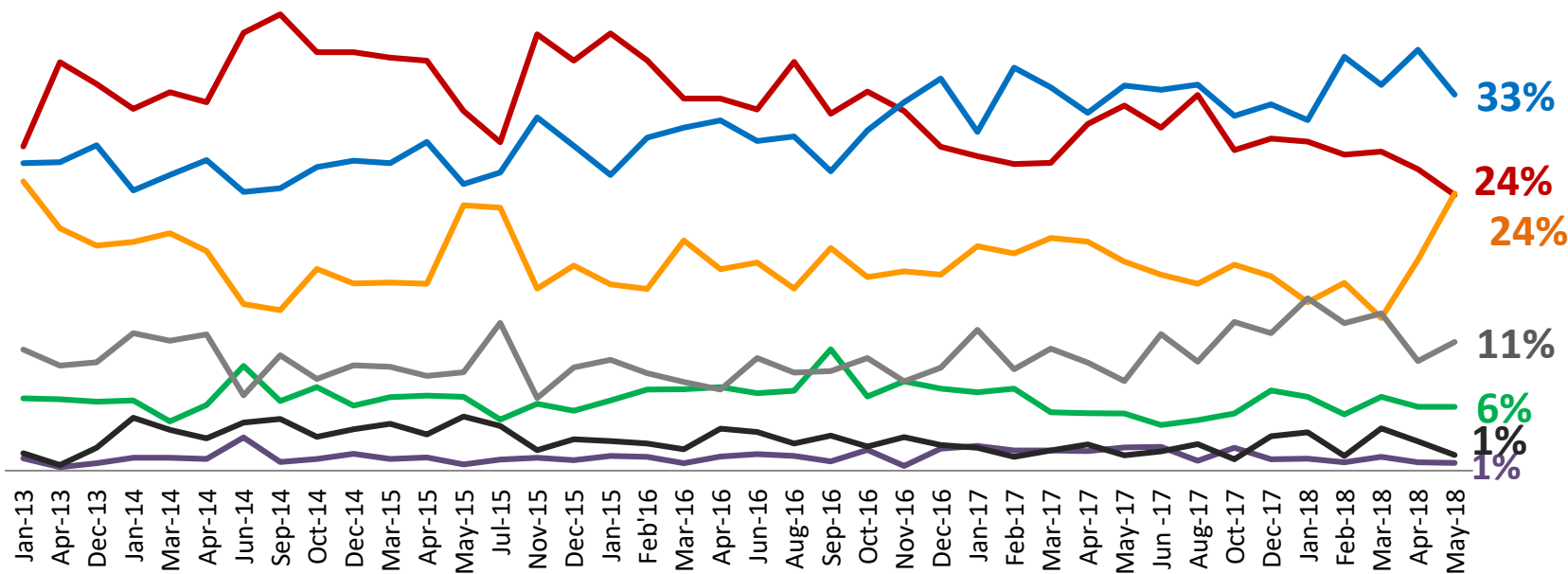
Decided Vote Tracking: Liberals and NDP both have 28% of decided vote; PCs 10 points ahead at 38%

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[VOTE + LEAN]**

[asked of all respondents]

38%
28%
28%
6%
1%

Liberal — Progressive Conservative — NDP — Green — Other
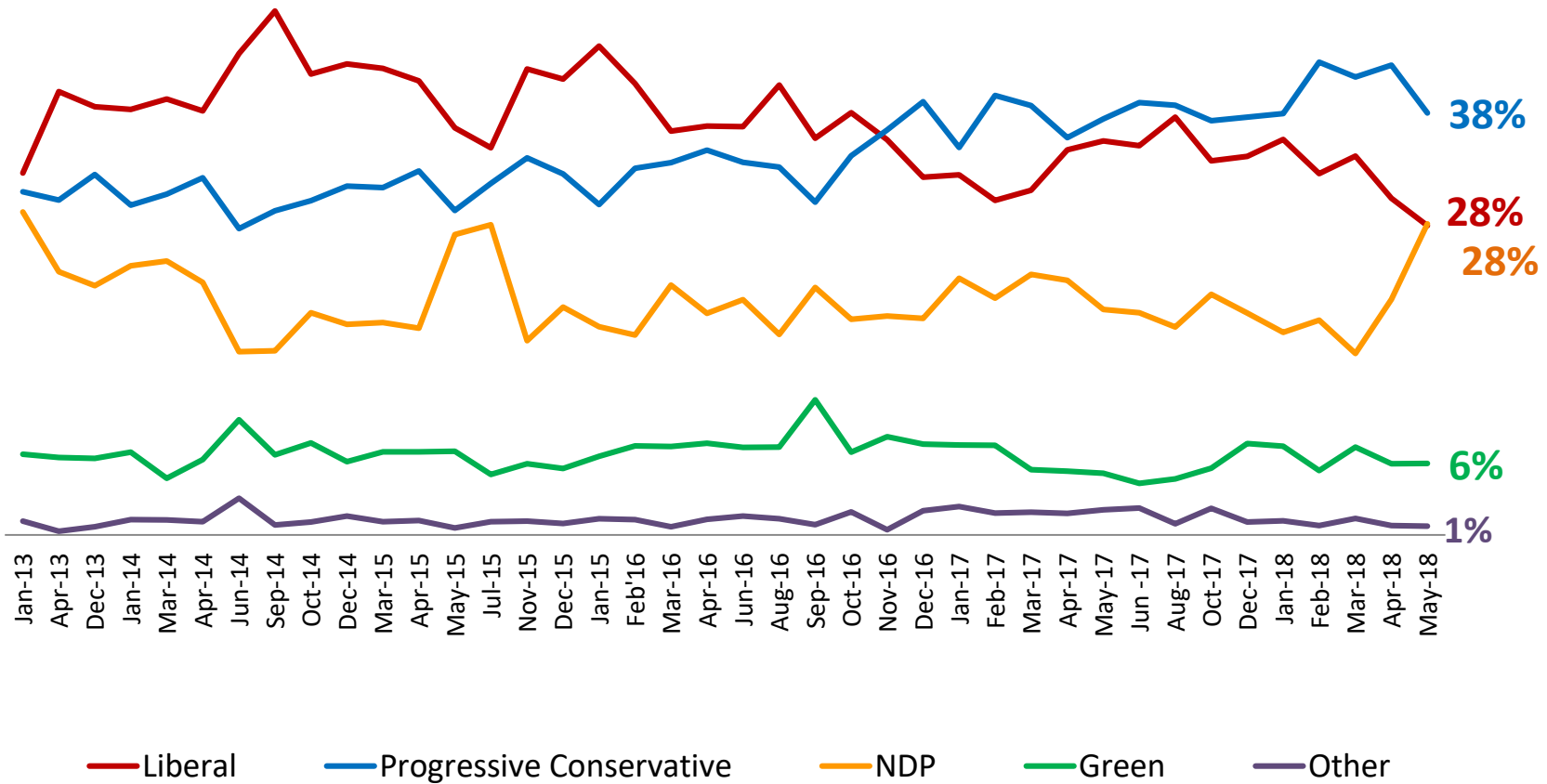
Combined Vote by Party ID: Unlike NDP and PC, only 60% of OLP identifiers are voting for them; 21% defect to the NDP

Combined Vote by Party ID

		Party ID				
Combined Vote		**Liberal**	**Progressive Conservative**	**NDP**	**Green/Other**	**Unaligned**
	Liberal	60%	5%	11%	12%	8%
	PC	8%	82%	3%	26%	27%
	NDP	21%	7%	81%	13%	20%
	Green	5%	0%	2%	43%	7%
	Other	0%	1%	0%	5%	1%
	Undecided/DK	6%	4%	3%	2%	33%
	Would not vote/None	1%	0%	0%	0%	5%

Satisficing by Vote: 60% of PC voters have heard all they need; a majority of all other voters would like to hear more

Q Which statement is closest to your view about the upcoming provincial election?
[asked of all respondents; n=915]

I have heard all I need to make up my mind in this election

44%

Don't know **7%**

49%

I would like to hear more before I finally make up my mind in this election
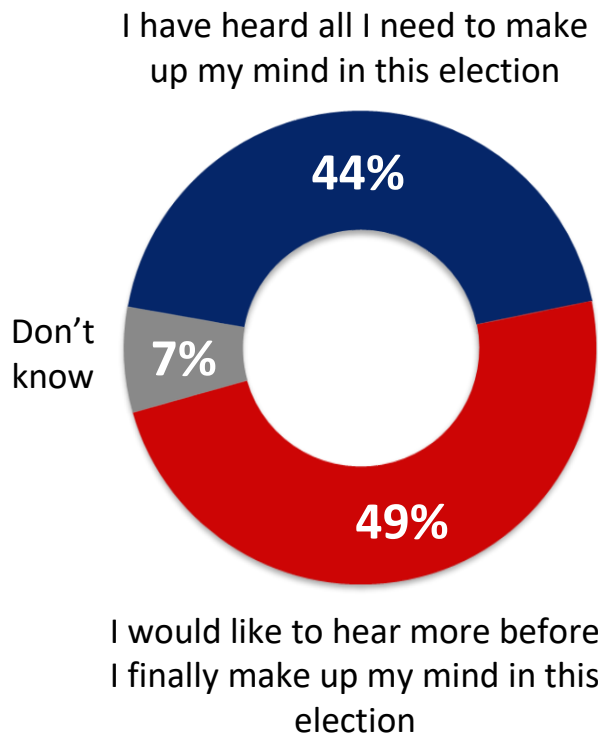
Combined Vote

	Liberal	PC	NDP	Green/ Other	Undecided/ Would not vote
Heard all I need	44%	60%	41%	40%	11%
Would like to hear more	51%	37%	56%	51%	59%
Don't know	5%	3%	3%	9%	30%

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Satisficing by 2nd Choice: 30% of voters considering NDP, but most of those voters are still making up their minds

Q And which party would be your second choice?
[asked of all respondents who have a vote choice; n=800]

Liberal	PC	NDP	Green	Other	Undecided/ Don't know	None/ Would not vote
14%	7%	30%	12%	2%	22%	14%
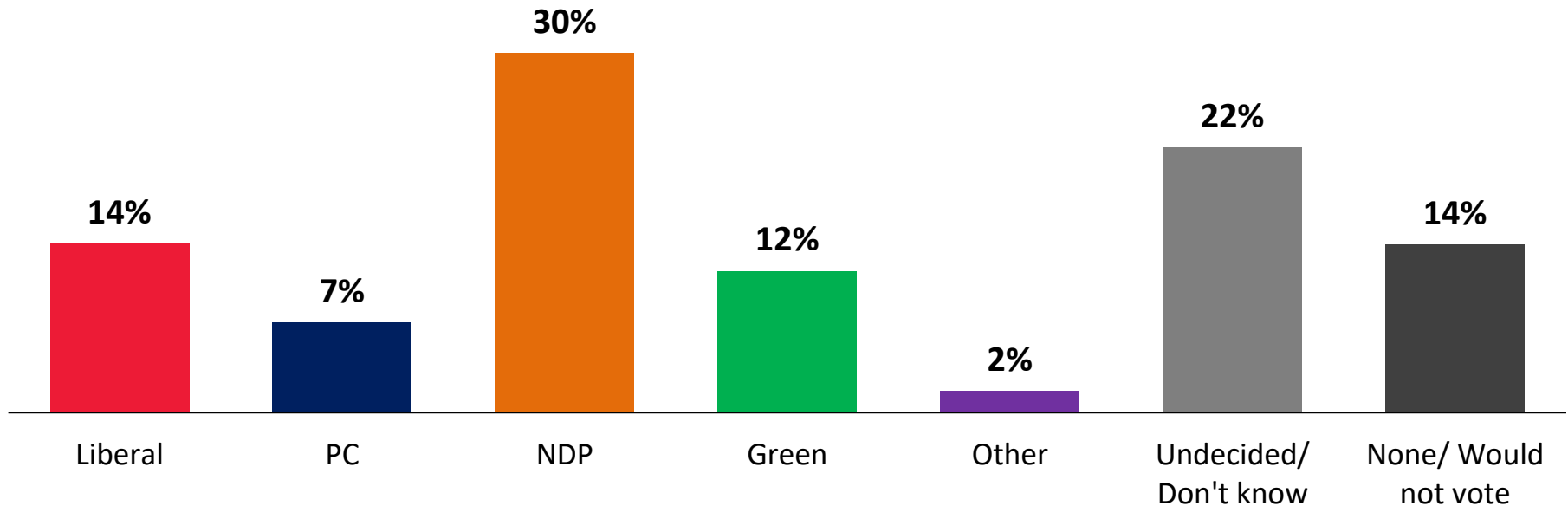
2nd Choice by Vote: A majority of PC voters have no 2nd choice; majority of OLP voters hold NDP as 2nd choice

Second choice vote by Combined vote (first choice)

Combined Vote

	Liberal	Progressive Conservative	NDP	Green/Other
Liberal	N/A	7%	36%	19%
PC	10%	N/A	14%	10%
NDP	57%	31%	N/A	33%
Green	9%	7%	24%	2%
Other	0%	2%	1%	8%
Undecided/DK	15%	29%	17%	25%
Would not vote/None	9%	24%	8%	3%

Second Choice

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Likelihood by Vote: Across the 3 major parties half or more say they wouldn't switch, but PC voters are the most steadfast

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[VOTE + LEAN]**
[asked of all respondents]

	24%	33%	24%	6%	1%	11%	1%
	Liberal	Conservative	NDP	Green	Other	Undecided DK	Would not vote None
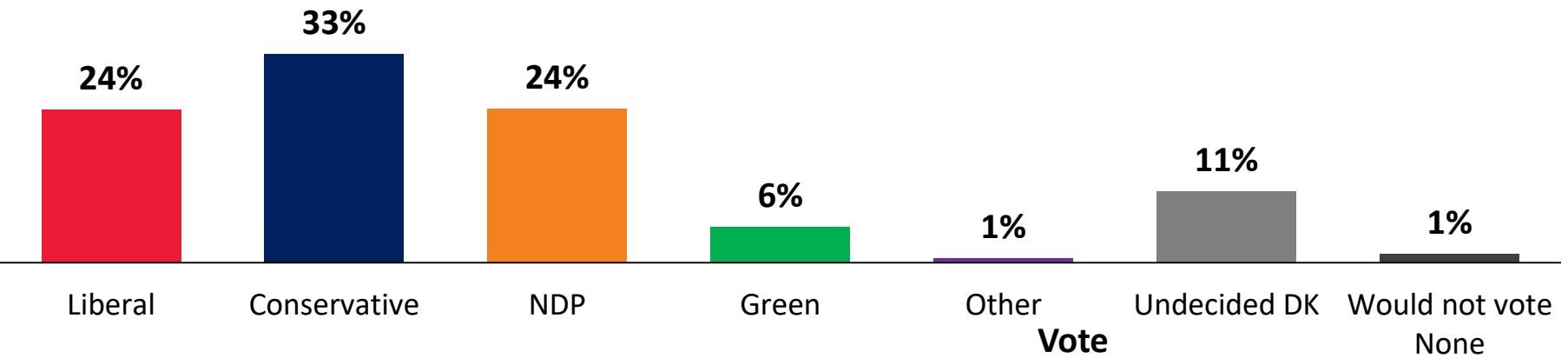
Vote

Likelihood to vote 2nd choice	Overall	Liberal	PC	NDP	Green/Other
Very likely	5%	7%	4%	4%	10%
Somewhat likely	32%	30%	25%	36%	46%
Not very likely	33%	38%	32%	32%	21%
Not likely at all	22%	18%	33%	18%	15%
Don't know	8%	6%	7%	10%	8%
Net Likely	-17%	-18%	-36%	-10%	20%

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Likelihood by 2nd Choice: 30% of voters are considering the NDP, but they aren't very likely to switch their vote

Q And which party would be your second choice?
[asked of all respondents who have a vote choice; n=800]
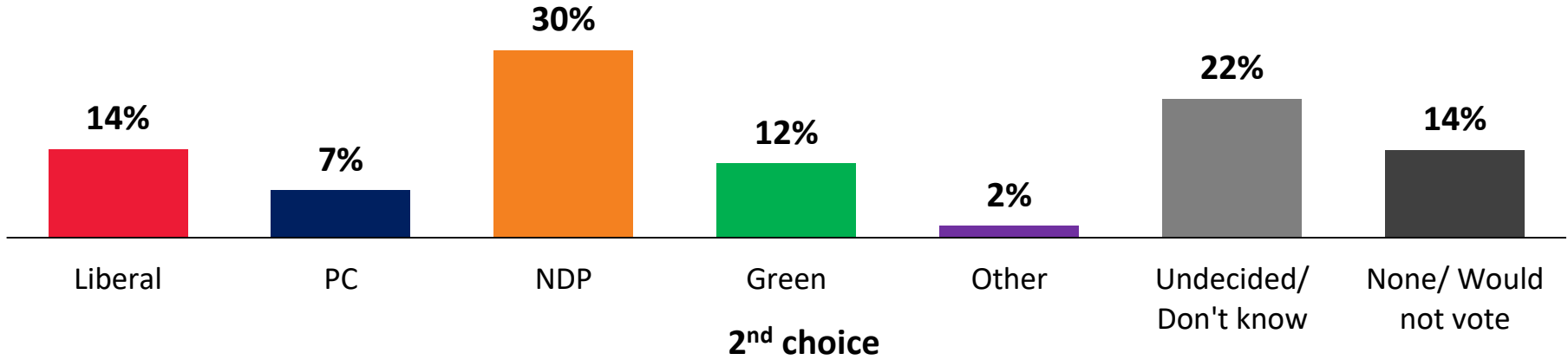
2nd choice

Likelihood to vote 2nd choice	Overall	Liberal	PC	NDP	Green/Other
Very likely	5%	9%	6%	5%	3%
Somewhat likely	32%	37%	43%	29%	26%
Not very likely	33%	28%	25%	37%	32%
Not likely at all	22%	16%	11%	22%	35%
Don't know	8%	10%	15%	7%	4%
Net Likely	-17%	+3%	+13%	-25%	-38%

Battleground Segments (May 2018)

Unaligned: All respondents who did not choose one of the three main parties as their initial vote choice including Green, Other, wouldn't vote and undecided.

Core Liberals

14%

Lib-PC Swing

4%

Lib-NDP Swing

13%

Core Tories

19%

26%

Unaligned

Core NDP

16%

8%

PC-NDP Swing
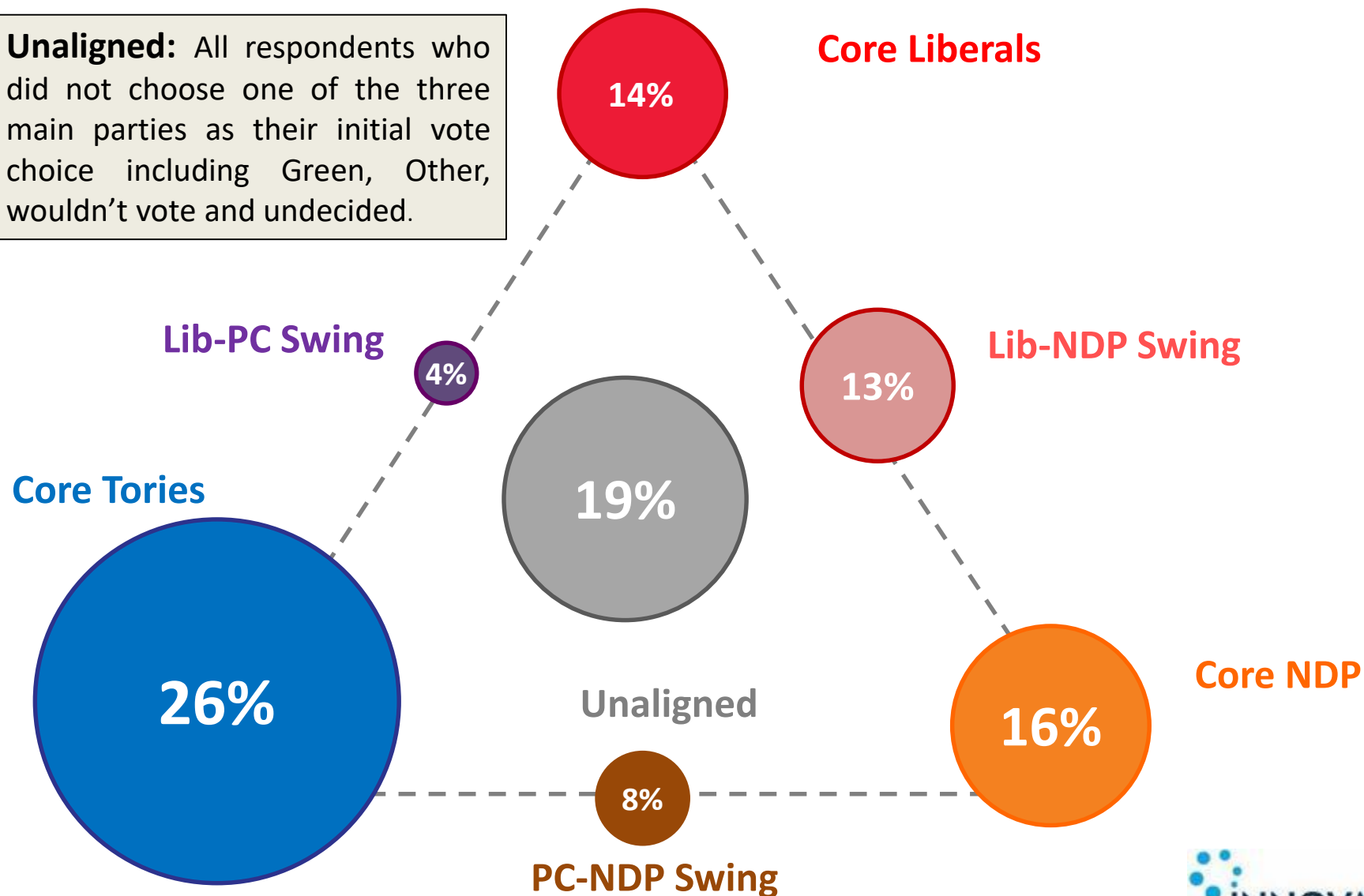
Party Voter Pools: Liberal Base down 5 points, with an increase in Opposition. PC Base is up 5 points, NDP up 4.

[Based on respondents' vote choice, second choice, and their likelihood to switch to their second choice]

March 2014

Lib Base

Lib Opposition **40%** | **19%** | **42%** Lib Battleground

PC Base

PC Opposition **48%** | **21%** | **32%** PC Battleground

NDP Base

NDP Opposition **45%** | **12%** | **43%** NDP Battleground

May 2018

Lib Base

Lib Opposition **50%** | **14%** | **36%** Lib Battleground

PC Base

PC Opposition **44%** | **26%** | **30%** PC Battleground

NDP Base

NDP Opposition **44%** | **16%** | **40%** NDP Battleground
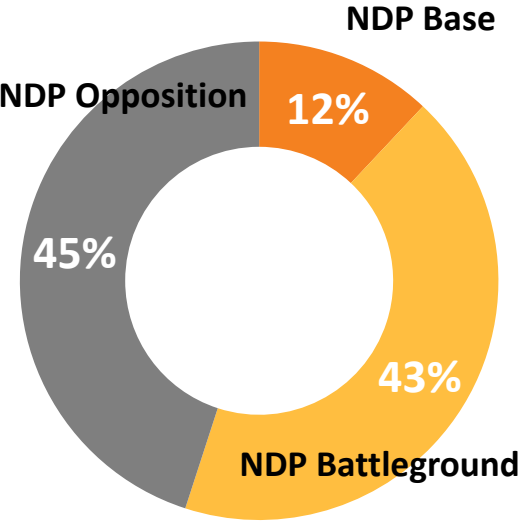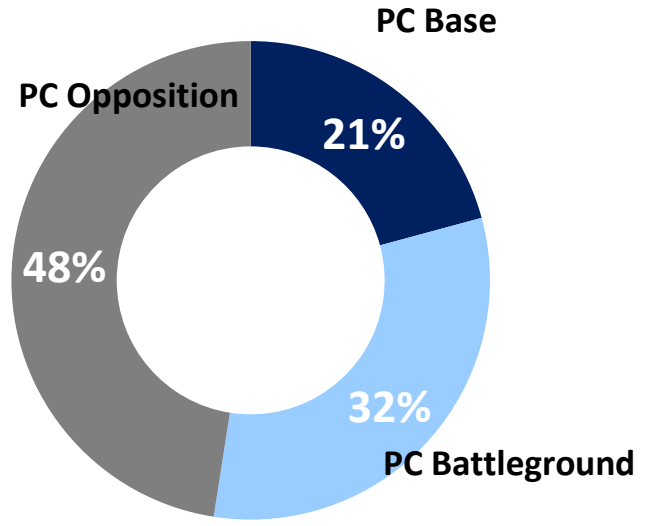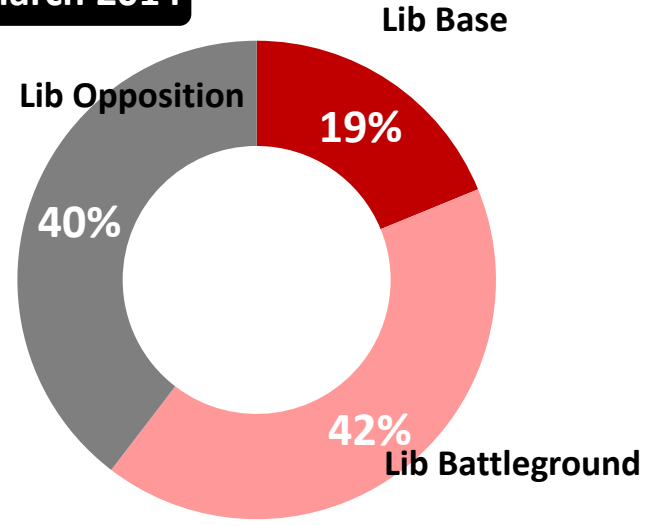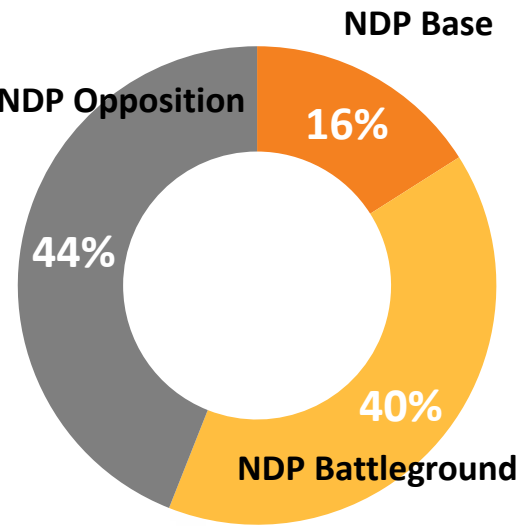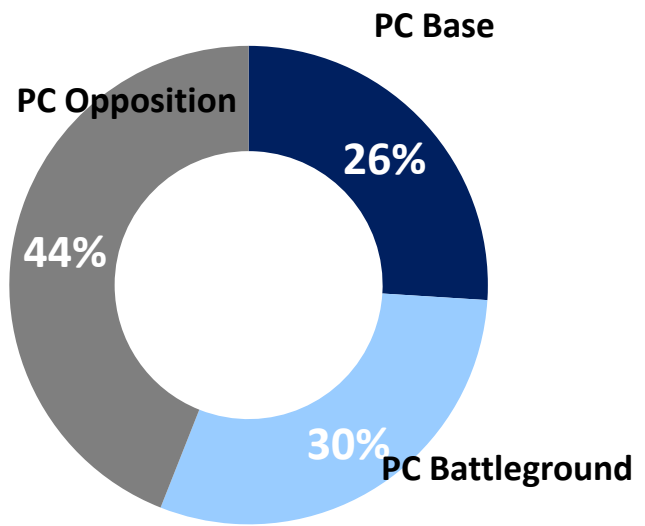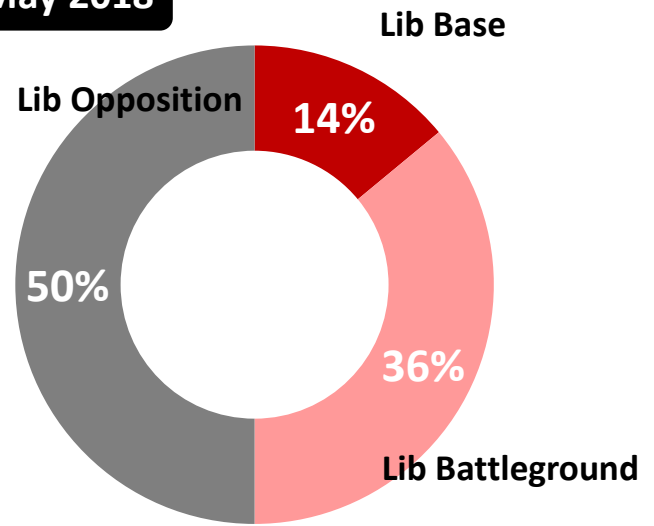
Issue Salience

Issue Salience in Ontario: Plurality think 'cost of living' and 'health care' most important, consistent top issues since '17

Q Now we would like to ask you a few questions about living in **Ontario.** Thinking of the following list of issues, which of those issues is the MOST important to you? And which is the next important? [2x]

[asked of all respondents; May 2018, ON n=1000; Feb 2017, ON n=459]

Feb 2017

Issue	Most important	Second most important	Third most important	Total important
The cost of living	18%	13%	11%	43%
Health care	16%	12%	13%	41%
Jobs and economic development	14%	12%	8%	34%
Government spending	10%	8%	9%	27%
Taxes	6%	11%	8%	26%
Environment	8%	7%	7%	21%
Energy	6%	7%	7%	20%
The gap between rich and poor	6%	5%	6%	18%
Affordable housing	4%	5%	7%	16%
Education	2%	6%	8%	16%
Transportation	2%	4%	3%	9%
Support for disadvantaged people	1%	3%	4%	9%
First Nations issues	2%	3%		5%
Crime	2%	2%		5%

May 2018

Issue	Most important	Second most important	Third most important	Total important
The cost of living	19%	14%	12%	45%
Health care	17%	14%	14%	44%
Jobs and economic development	9%	11%	11%	31%
Taxes	8%	13%	9%	31%
Government spending	12%	10%	8%	30%
Affordable housing	7%	7%	7%	21%
The gap between rich and poor	7%	6%	7%	20%
Environment	6%	6%	7%	20%
Energy	2%	4%	5%	11%
Transportation	3%	3%	5%	11%
Support for disadvantaged people	2%	3%	3%	8%
K-12 education	2%	2%	4%	7%
Post-secondary education	1%	2%	1%	5%
Crime	1%	1%		4%
First Nations issues	1%	2%		3%

■ Most important ■ Second most important ■ Third most important

Note: 'Don't know' (2%) not shown.

■ Most important ■ Second most important ■ Third most important

Note: 'Don't know' (2%) not shown.

Ontario Issues by Party ID: Health care and cost of living top issues for all except PC; for PCs, spending and taxes top issues

Q Now we would like to ask you a few questions about living in **Ontario.** Thinking of the following list of issues, which of those issues is the MOST important to you? And which is the next important? [2x] BY Party ID
[asked of all respondents; May 2018, ON n=1000]

Ontario Liberals

Issue	1st	2nd	3rd	Not an issue
Health care	21%	14%	13%	52%
The cost of living	16%	15%	12%	56%
Jobs and economic development	11%	11%	11%	67%
Affordable housing	11%	9%	6%	73%
Environment	7%	8%	9%	76%
The gap between rich and poor	7%	6%	9%	78%
Taxes	5%	9%	7%	79%
Government spending	7%	6%	7%	79%
Transportation	3%		6%	88%
Support for disadvantaged people	5%	4%		89%
Energy	4%	5%		90%
K-12 education	2%	6%		90%
Post-secondary education	5%	1%		93%
Crime	1%			96%
First Nations issues	2%			96%

Ontario PC

Issue	1st	2nd	3rd	Not an issue
Government spending	26%	16%	12%	46%
Taxes	13%	20%	15%	51%
The cost of living	21%	14%	13%	53%
Health care	14%	13%	17%	56%
Jobs and economic development	8%	15%	10%	67%
Energy	4%	7%	7%	82%
Affordable housing	4%	4%		88%
The gap between rich and poor	2%			92%
Environment	2%			92%
Transportation	2%			93%
Crime	2%			95%
K-12 education				96%
Support for disadvantaged people				97%
Post-secondary education				97%
First Nations issues	1%			98%

Ontario NDP

Issue	1st	2nd	3rd	Not an issue
Health care	15%	17%	11%	56%
The cost of living	22%	9%	8%	61%
Environment	12%	10%	14%	64%
The gap between rich and poor	15%	14%	7%	64%
Affordable housing	11%	14%	10%	65%
Jobs and economic development	7%	4%	9%	80%
Support for disadvantaged people	8%	5%	3%	84%
Transportation	4%		8%	85%
Taxes	3%		4%	87%
Government spending	4%	5%		90%
Energy	4%	3%		92%
First Nations issues	6%			93%
Post-secondary education	4%			93%
K-12 education	3%			93%
Crime	1%			97%

Unaligned

Issue	1st	2nd	3rd	Not an issue
The cost of living	21%	16%	12%	51%
Health care	17%	12%	12%	59%
Jobs and economic development	12%	12%	12%	64%
Taxes	11%	15%	9%	65%
Government spending	9%	10%	7%	74%
The gap between rich and poor	9%	5%	7%	79%
Affordable housing	6%	6%	9%	82%
Environment	4%	4%		87%
Transportation	2%	5%		91%
Energy	6%			93%
K-12 education	3%	4%		93%
Support for disadvantaged people	2%			96%
Post-secondary education	0%			96%
First Nations issues	0%			98%
Crime	1%			98%

Ontario Issues by Party ID: Ontario Liberal Party Identification

Q Now we would like to ask you a few questions about living in **Ontario.** Thinking of the following list of issues, which of those issues is the MOST important to you? And which is the next important? [2x] BY Party ID

[asked of all respondents; May 2018, ON n=1000]

Issue	1st	2nd	3rd	Not an issue
Health care	21%	14%	13%	52%
The cost of living	16%	15%	12%	56%
Jobs and economic development	11%	11%	11%	67%
Affordable housing	11%	9%	6%	73%
Environment	7%	8%	9%	76%
The gap between rich and poor	7%	6%	9%	78%
Taxes	5%	9%	7%	79%
Government spending	7%	6%	7%	79%
Transportation	3%	3%	6%	88%
Support for disadvantaged people	3%	4%	4%	89%
Energy	2%	4%	5%	90%
K-12 education	2%	2%	6%	90%
Post-secondary education	2%	3%	1%	93%
Crime	2%	1%		96%
First Nations issues		2%		96%

■ 1st ■ 2nd ■ 3rd ■ Not an issue

Ontario Issues by Party ID: Ontario PC Party Identification

Q Now we would like to ask you a few questions about living in **Ontario.** Thinking of the following list of issues, which of those issues is the MOST important to you? And which is the next important? [2x] BY Party ID
[asked of all respondents; May 2018, ON n=1000]
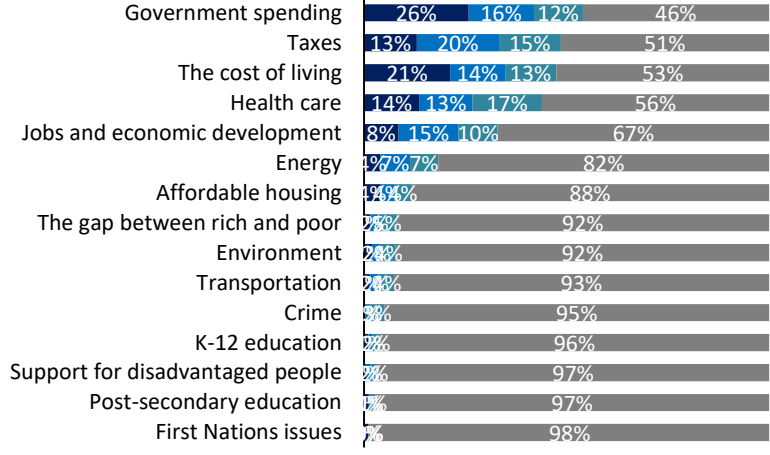
Issue	1st	2nd	3rd	Not an issue
Government spending	26%	16%	12%	46%
Taxes	13%	20%	15%	51%
The cost of living	21%	14%	13%	53%
Health care	14%	13%	17%	56%
Jobs and economic development	8%	15%	10%	67%
Energy	4%	7%	7%	82%
Affordable housing	4%	4%	4%	88%
The gap between rich and poor	2%	2%	5%	92%
Environment	2%	2%	4%	92%
Transportation		2%	4%	93%
Crime		2%		95%
K-12 education		2%		96%
Support for disadvantaged people		2%		97%
Post-secondary education				97%
First Nations issues				98%

Legend: ■ 1st ■ 2nd ■ 3rd ■ Not an issue

Ontario Issues by Party ID: Ontario NDP Party Identification

Q Now we would like to ask you a few questions about living in **Ontario.** Thinking of the following list of issues, which of those issues is the MOST important to you? And which is the next important? [2x] BY Party ID
[asked of all respondents; May 2018, ON n=1000]

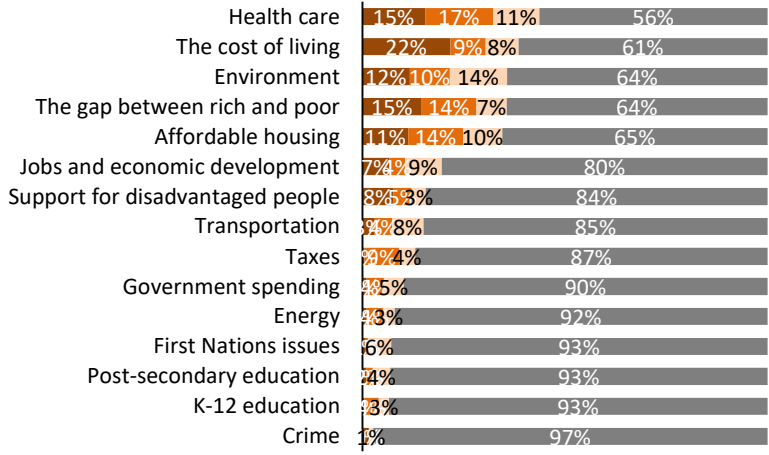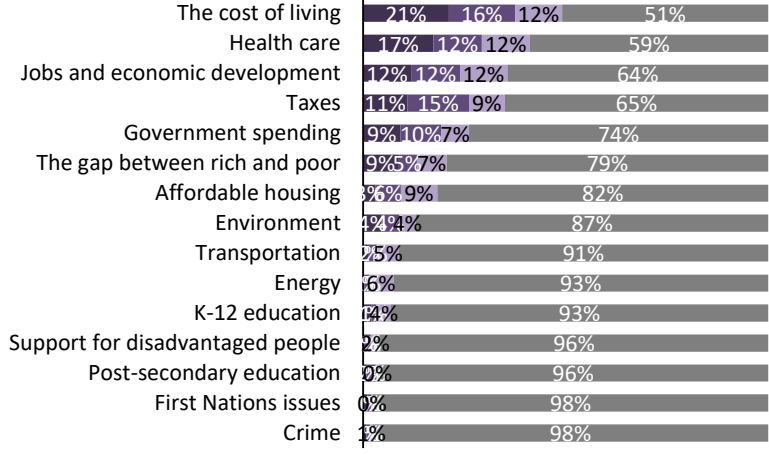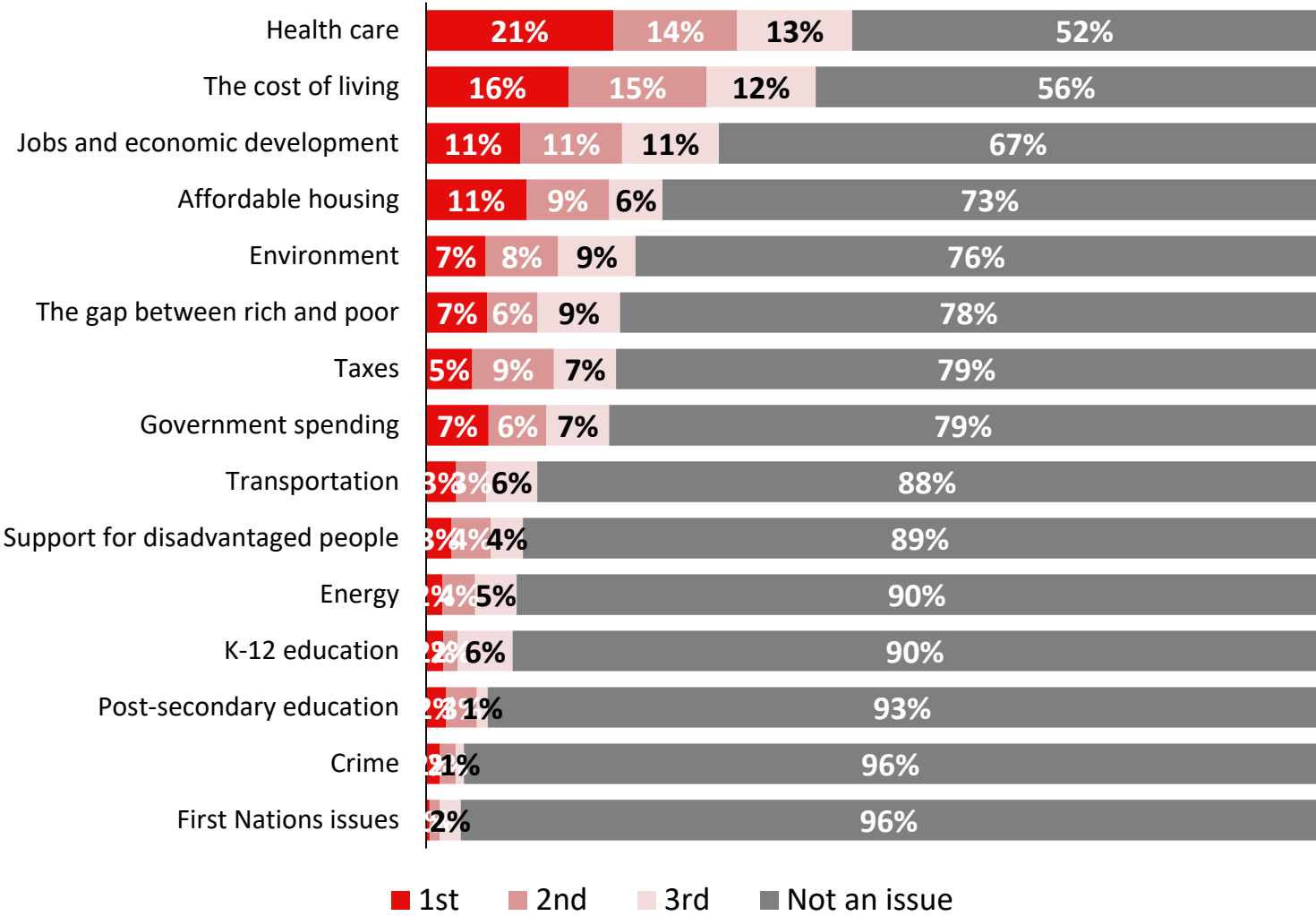| Issue	1st	2nd	3rd	Not an issue
Health care	15%	17%	11%	56%
The cost of living	22%	9%	8%	61%
Environment	12%	10%	14%	64%
The gap between rich and poor	15%	14%	7%	64%
Affordable housing	11%	14%	10%	65%
Jobs and economic development	7%	4%	9%	80%
Support for disadvantaged people	8%	5%	3%	84%
Transportation	3%	4%	8%	85%
Taxes	%	9%	4%	87%
Government spending	%	4%	5%	90%
Energy	%	4%	3%	92%
First Nations issues	%	6%		93%
Post-secondary education	2%	4%		93%
K-12 education	%	3%		93%
Crime	1%			97%

Legend: ■ 1st ■ 2nd ■ 3rd ■ Not an issue
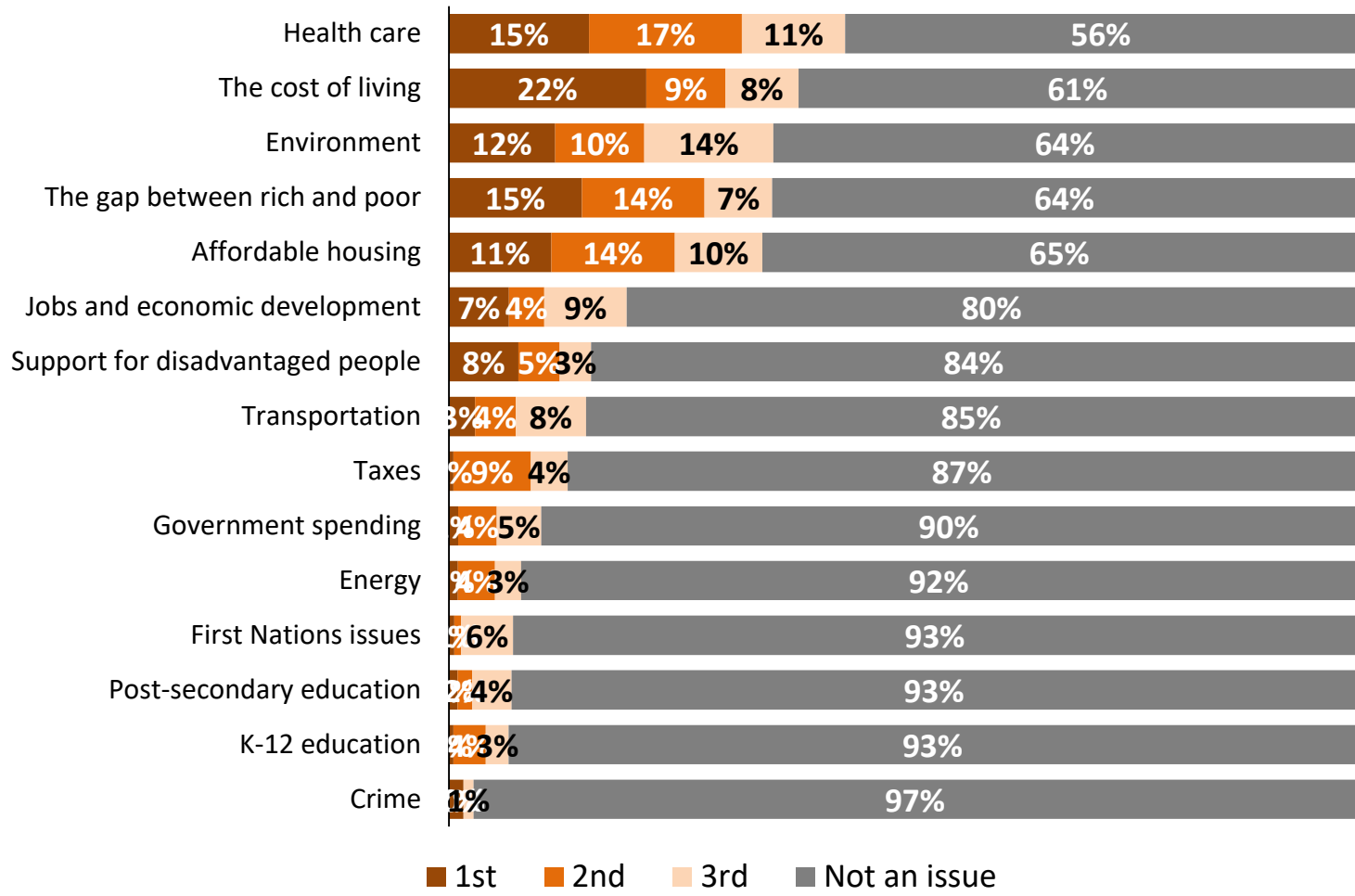
Ontario Issues by Party ID: Unaligned

Q Now we would like to ask you a few questions about living in **Ontario.** Thinking of the following list of issues, which of those issues is the MOST important to you? And which is the next important? [2x] BY Party ID
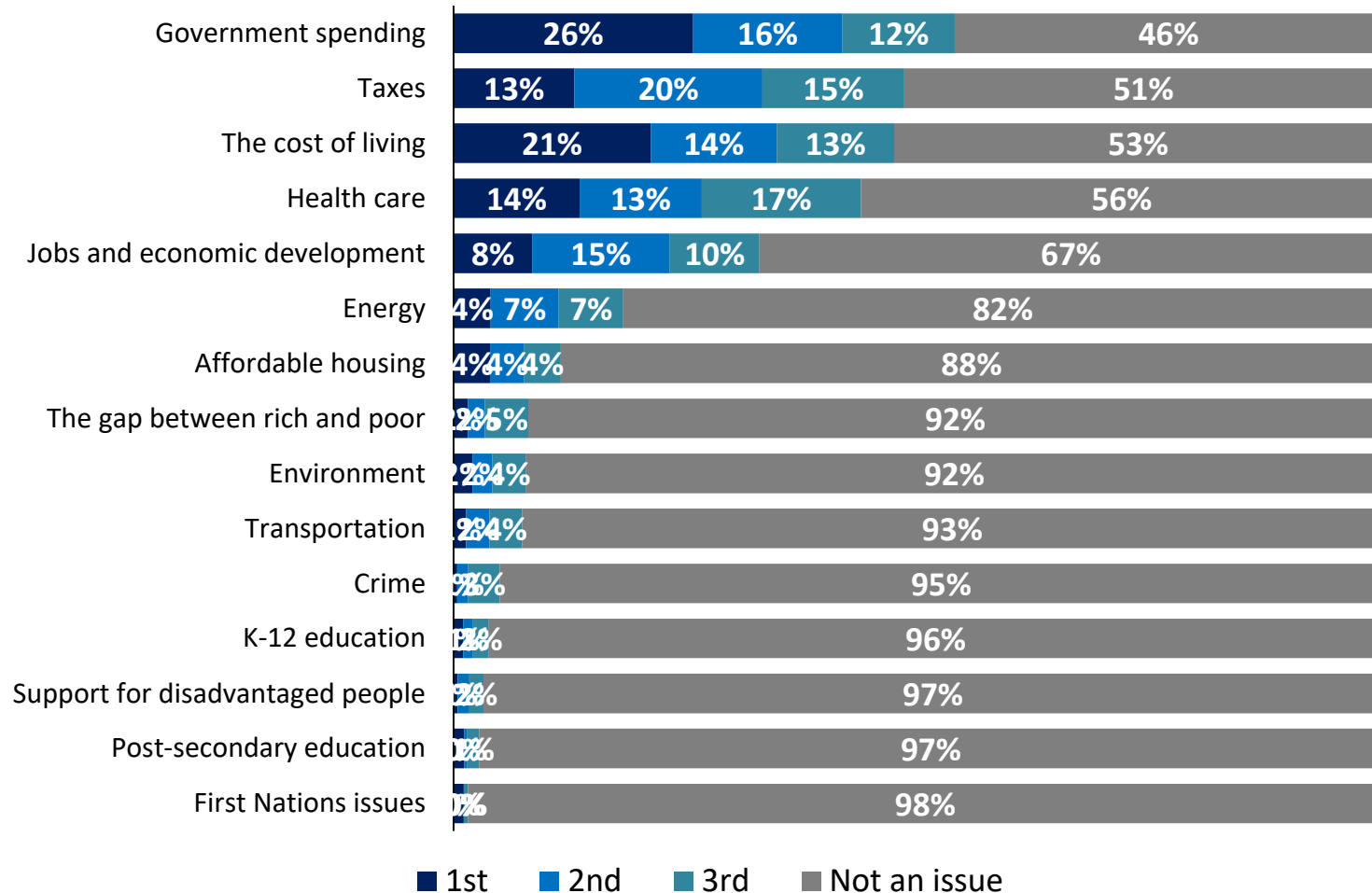
[asked of all respondents; May 2018, ON n=1000]

Issue	1st	2nd	3rd	Not an issue
The cost of living	21%	16%	12%	51%
Health care	17%	12%	12%	59%
Jobs and economic development	12%	12%	12%	64%
Taxes	11%	15%	9%	65%
Government spending	9%	10%	7%	74%
The gap between rich and poor	9%	5%	7%	79%
Affordable housing	3%	6%	9%	82%
Environment	4%	4%	4%	87%
Transportation	2%	5%		91%
Energy	6%			93%
K-12 education	2%	4%		93%
Support for disadvantaged people	2%			96%
Post-secondary education	0%			96%
First Nations issues	0%			98%
Crime	1%			98%

■ 1st ■ 2nd ■ 3rd ■ Not an issue
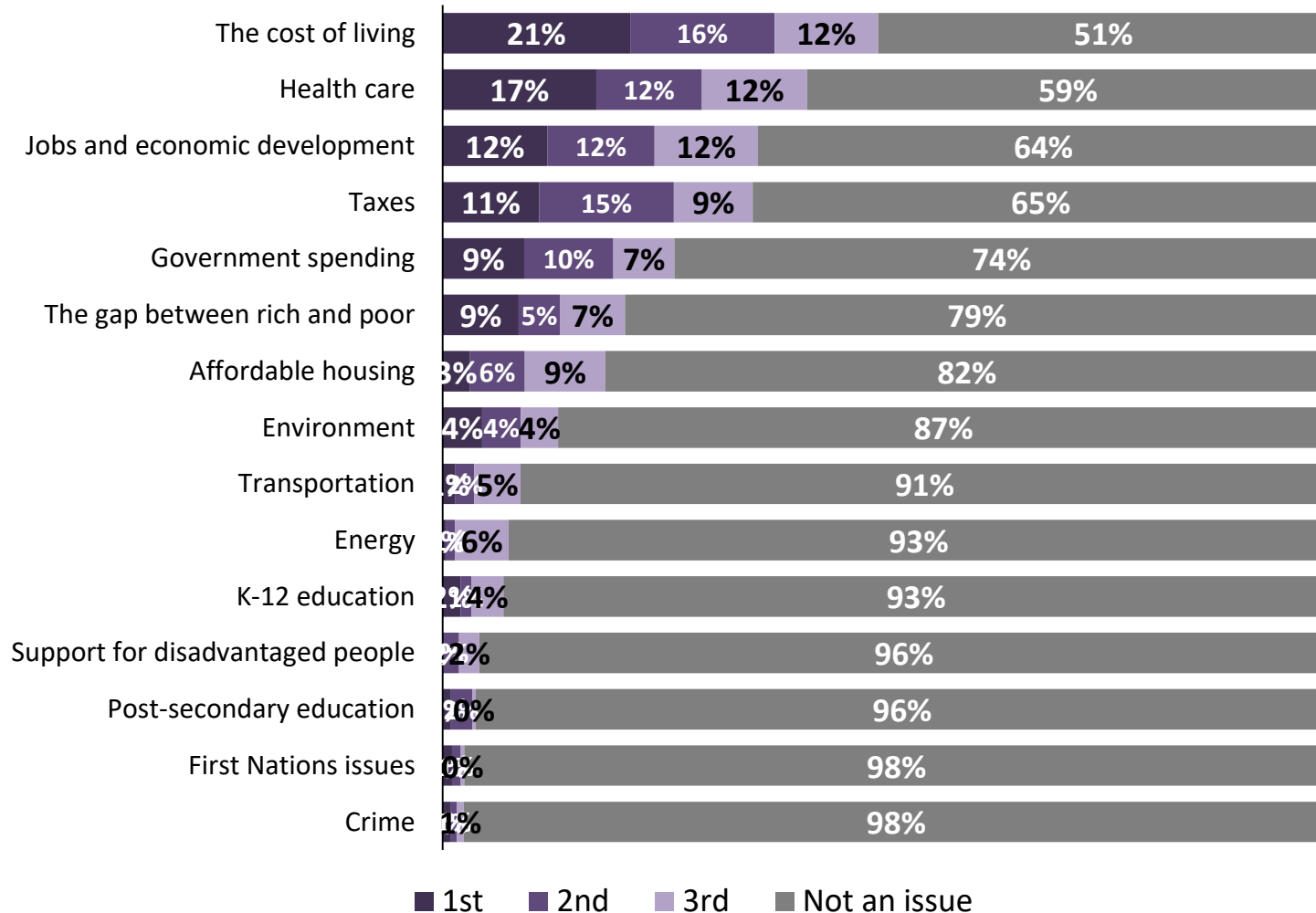
Party Images

Party Attributes Tracking (1 of 2): PCs make gains in all party tracking measures

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...?

[asked of all respondents, May 2018 Ontario, n=1,000]

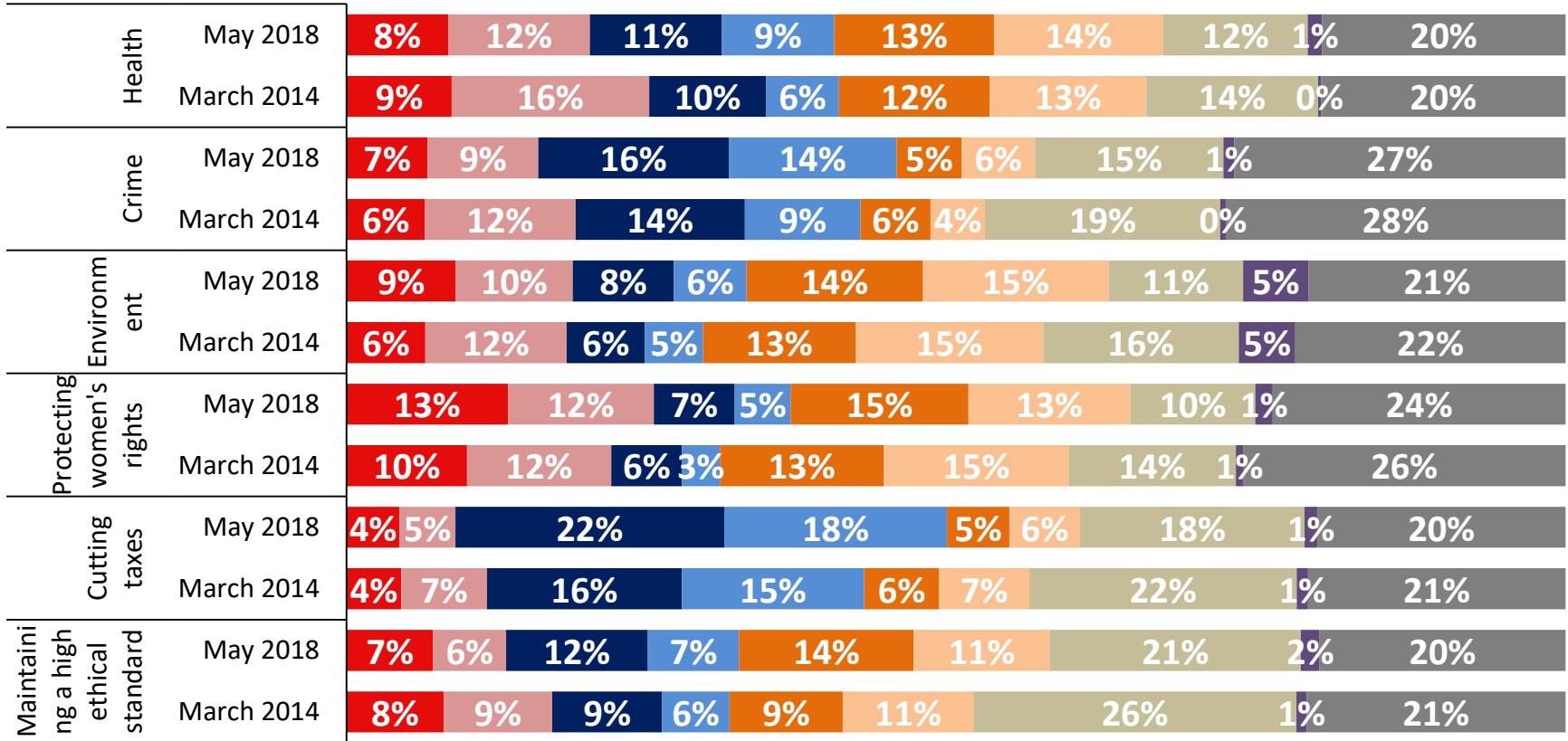| Issue	Period	Ontario Liberals much better	Ontario Liberals somewhat better	Ontario PCs much better	Ontario PCs somewhat better	Ontario NDP much better	Ontario NDP somewhat better	None	Other	Don't know
Health	May 2018	8%	12%	11%	9%	13%	14%	12%	1%	20%
Health	March 2014	9%	16%	10%	6%	12%	13%	14%	0%	20%
Crime	May 2018	7%	9%	16%	14%	5%	6%	15%	1%	27%
Crime	March 2014	6%	12%	14%	9%	6%	4%	19%	0%	28%
Environment	May 2018	9%	10%	8%	6%	14%	15%	11%	5%	21%
Environment	March 2014	6%	12%	6%	5%	13%	15%	16%	5%	22%
Protecting women's rights	May 2018	13%	12%	7%	5%	15%	13%	10%	1%	24%
Protecting women's rights	March 2014	10%	12%	6%	3%	13%	15%	14%	1%	26%
Cutting taxes	May 2018	4%	5%	22%	18%	5%	6%	18%	1%	20%
Cutting taxes	March 2014	4%	7%	16%	15%	6%	7%	22%	1%	21%
Maintaining a high ethical standard	May 2018	7%	6%	12%	7%	14%	11%	21%	2%	20%
Maintaining a high ethical standard	March 2014	8%	9%	9%	6%	9%	11%	26%	1%	21%

Legend:
- ■ Ontario Liberals much better
- ■ Ontario Liberals somewhat better
- ■ Ontario PCs much better
- ■ Ontario PCs somewhat better
- ■ Ontario NDP much better
- ■ Ontario NDP somewhat better
- ■ None
- ■ Other
- ■ Don't know

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Party Attributes (2 of 2): PCs lead on creating jobs and protecting middle class; NDP clear winner on housing

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...?
[asked of all respondents, May 2018 Ontario, n=1,000]

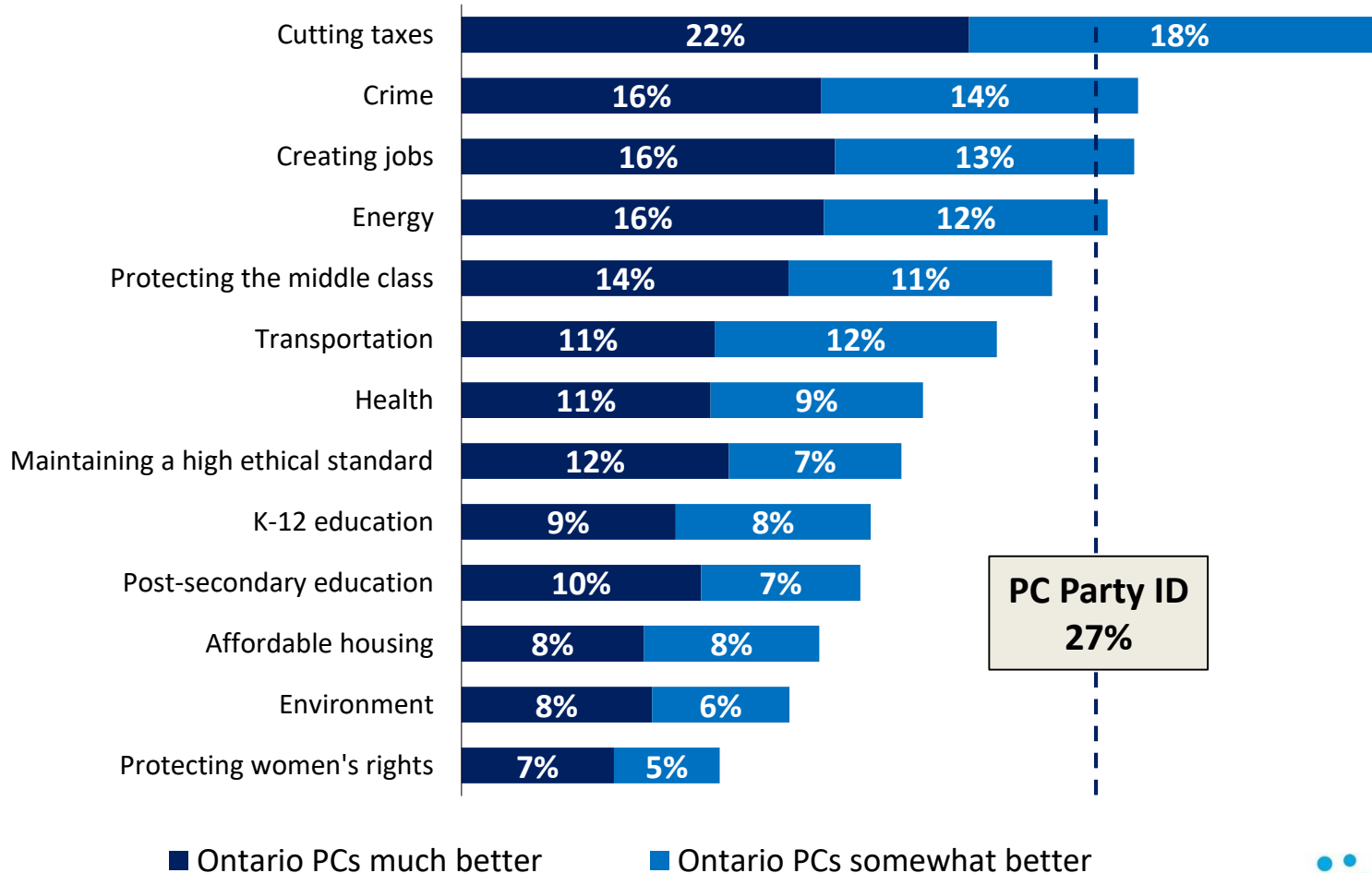| Issue	Ontario Liberals much better	Ontario Liberals somewhat better	Ontario PCs much better	Ontario PCs somewhat better	Ontario NDP much better	Ontario NDP somewhat better	None	Other	Don't know
Creating jobs	9%	11%	16%	13%	7%	6%	13%	1%	23%
Protecting the middle class	8%	10%	14%	11%	12%	12%	13%	1%	18%
Affordable housing	6%	7%	8%	8%	16%	18%	14%	1%	22%
K-12 education	9%	12%	9%	8%	9%	10%	12%	1%	28%
Post-secondary education	10%	12%	10%	7%	10%	12%	12%	1%	25%
Transportation	8%	13%	11%	12%	8%	8%	13%	1%	26%
Energy	6%	9%	16%	12%	10%	9%	12%	2%	24%
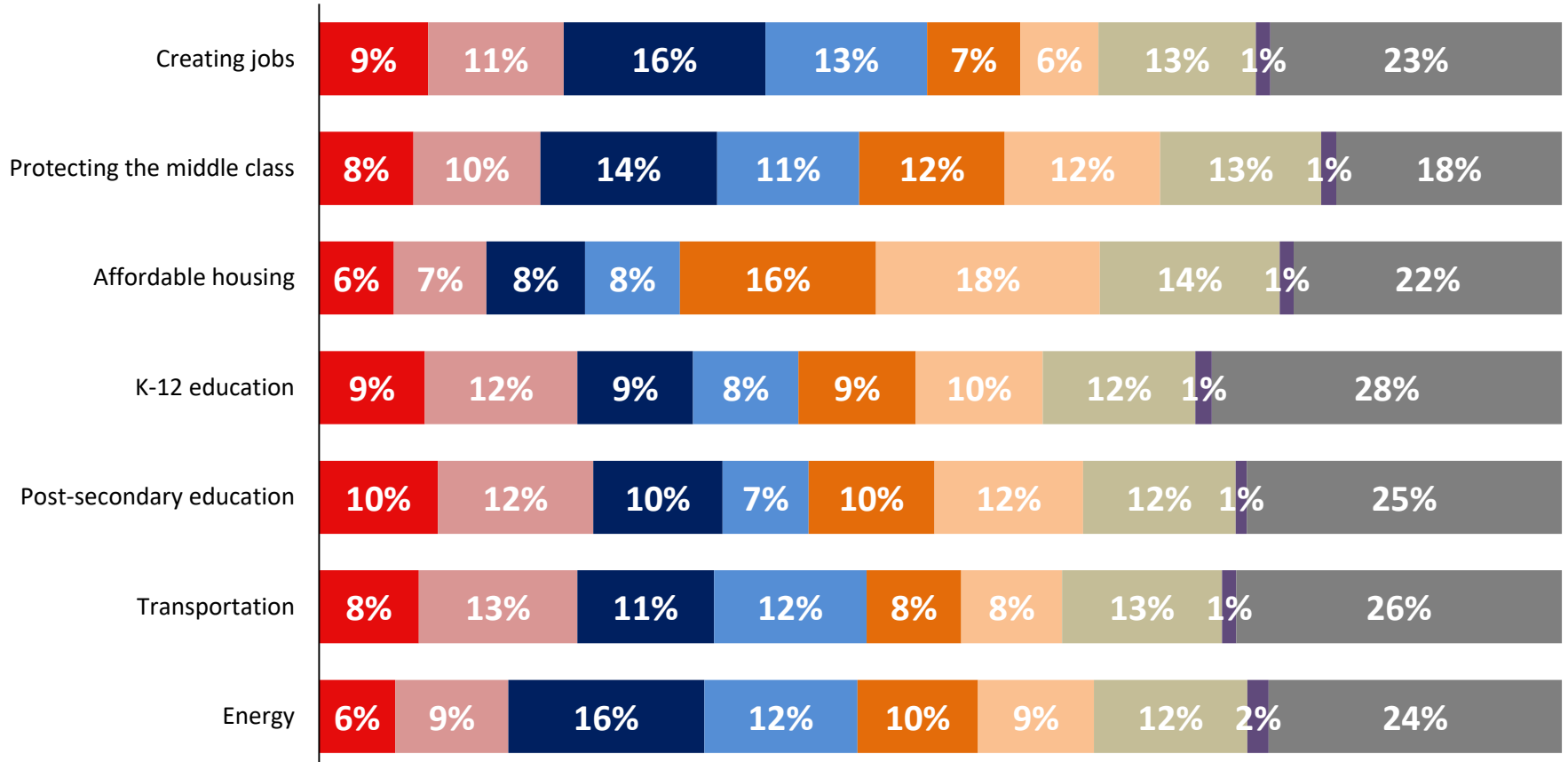
Legend:
- ■ Ontario Liberals much better
- ■ Ontario Liberals somewhat better
- ■ Ontario PCs much better
- ■ Ontario PCs somewhat better
- ■ Ontario NDP much better
- ■ Ontario NDP somewhat better
- ■ None
- ■ Other
- ■ Don't know

Ontario PCs show strong brand on 'cutting taxes', 'crime', 'creating jobs' and 'energy'

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...?

Issue	Ontario PCs much better	Ontario PCs somewhat better
Cutting taxes	22%	18%
Crime	16%	14%
Creating jobs	16%	13%
Energy	16%	12%
Protecting the middle class	14%	11%
Transportation	11%	12%
Health	11%	9%
Maintaining a high ethical standard	12%	7%
K-12 education	9%	8%
Post-secondary education	10%	7%
Affordable housing	8%	8%
Environment	8%	6%
Protecting women's rights	7%	5%

PC Party ID 27%

■ Ontario PCs much better   ■ Ontario PCs somewhat better

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Ontario Liberals strongest on 'protecting women's rights', 'education', 'transportation' and 'health'
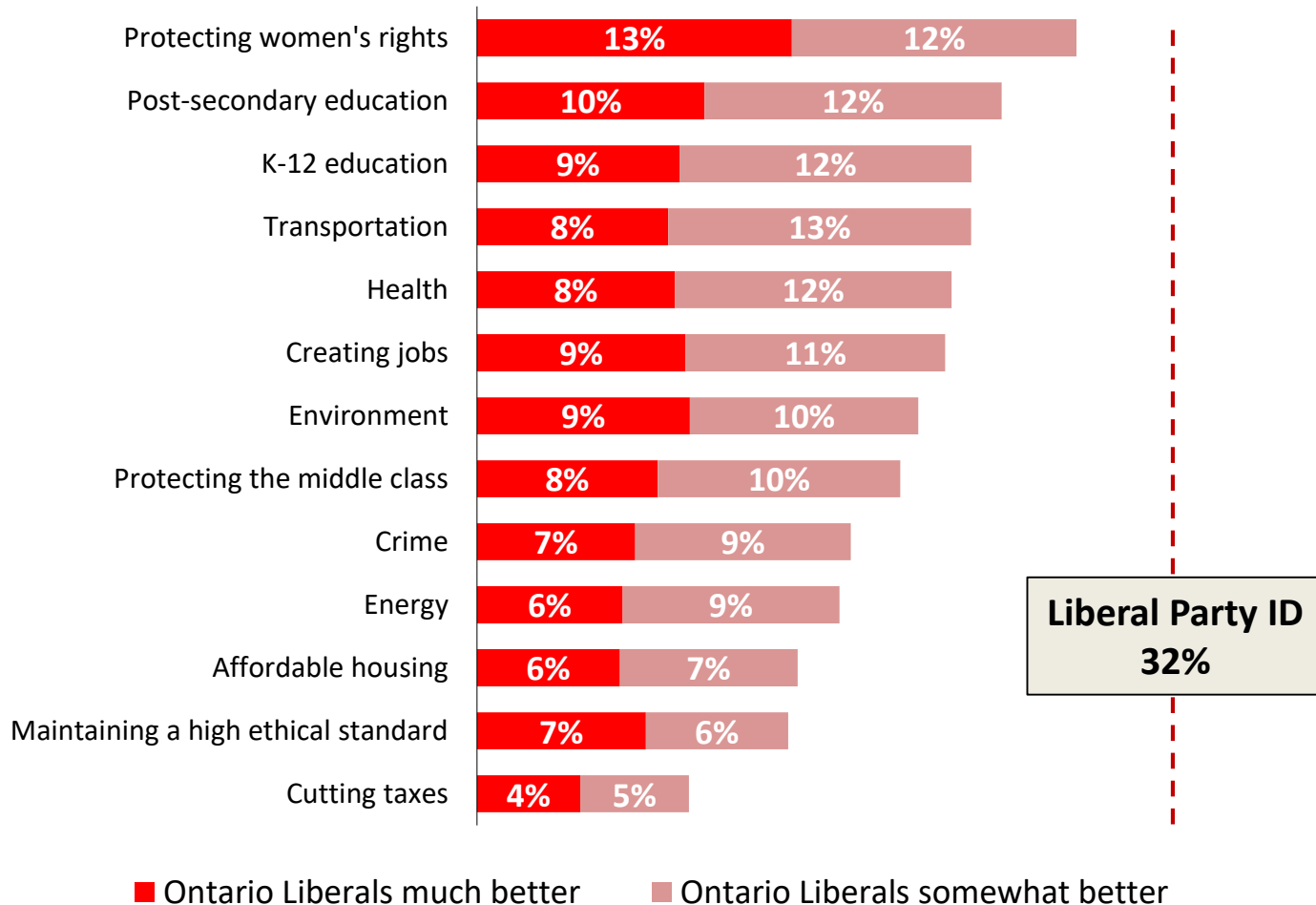
Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about…?

Issue	Ontario Liberals much better	Ontario Liberals somewhat better
Protecting women's rights	13%	12%
Post-secondary education	10%	12%
K-12 education	9%	12%
Transportation	8%	13%
Health	8%	12%
Creating jobs	9%	11%
Environment	9%	10%
Protecting the middle class	8%	10%
Crime	7%	9%
Energy	6%	9%
Affordable housing	6%	7%
Maintaining a high ethical standard	7%	6%
Cutting taxes	4%	5%

Liberal Party ID 32%

■ Ontario Liberals much better ■ Ontario Liberals somewhat better

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Ontario NDP strongest on 'affordable housing', 'environment' and 'protecting women's rights'
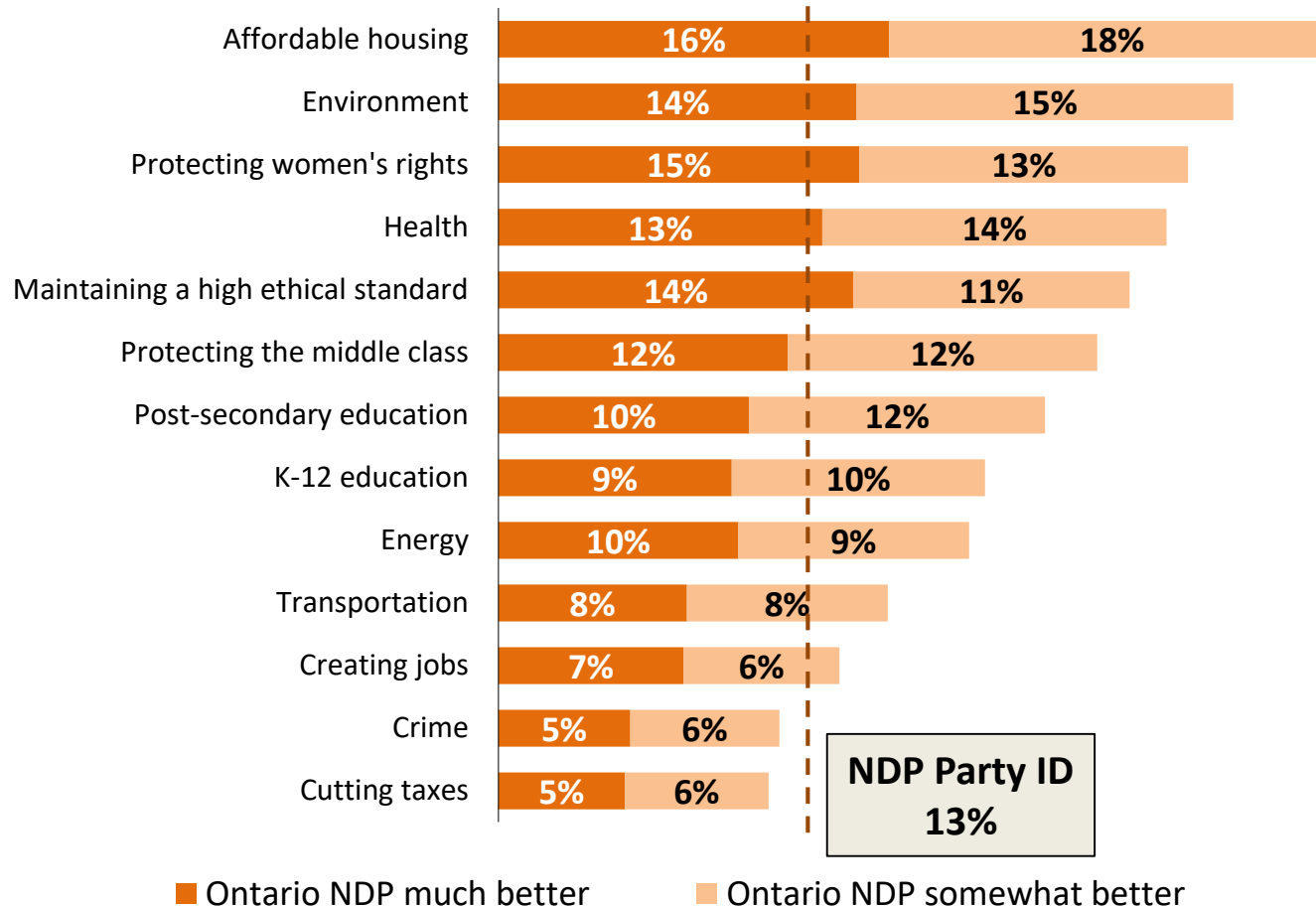
Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...?

Issue	Ontario NDP much better	Ontario NDP somewhat better
Affordable housing	16%	18%
Environment	14%	15%
Protecting women's rights	15%	13%
Health	13%	14%
Maintaining a high ethical standard	14%	11%
Protecting the middle class	12%	12%
Post-secondary education	10%	12%
K-12 education	9%	10%
Energy	10%	9%
Transportation	8%	8%
Creating jobs	7%	6%
Crime	5%	6%
Cutting taxes	5%	6%

**NDP Party ID
13%**

■ Ontario NDP much better ■ Ontario NDP somewhat better

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Party Leaders

Leader Favourables: Intense negative response to Wynne is 6 points higher than Ford, but an 11pt spread on net faves

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a *very favourable, somewhat favourable, somewhat unfavourable* or *very unfavourable* impression of that person. If you do not recognize the name, just choose that response. How about…?
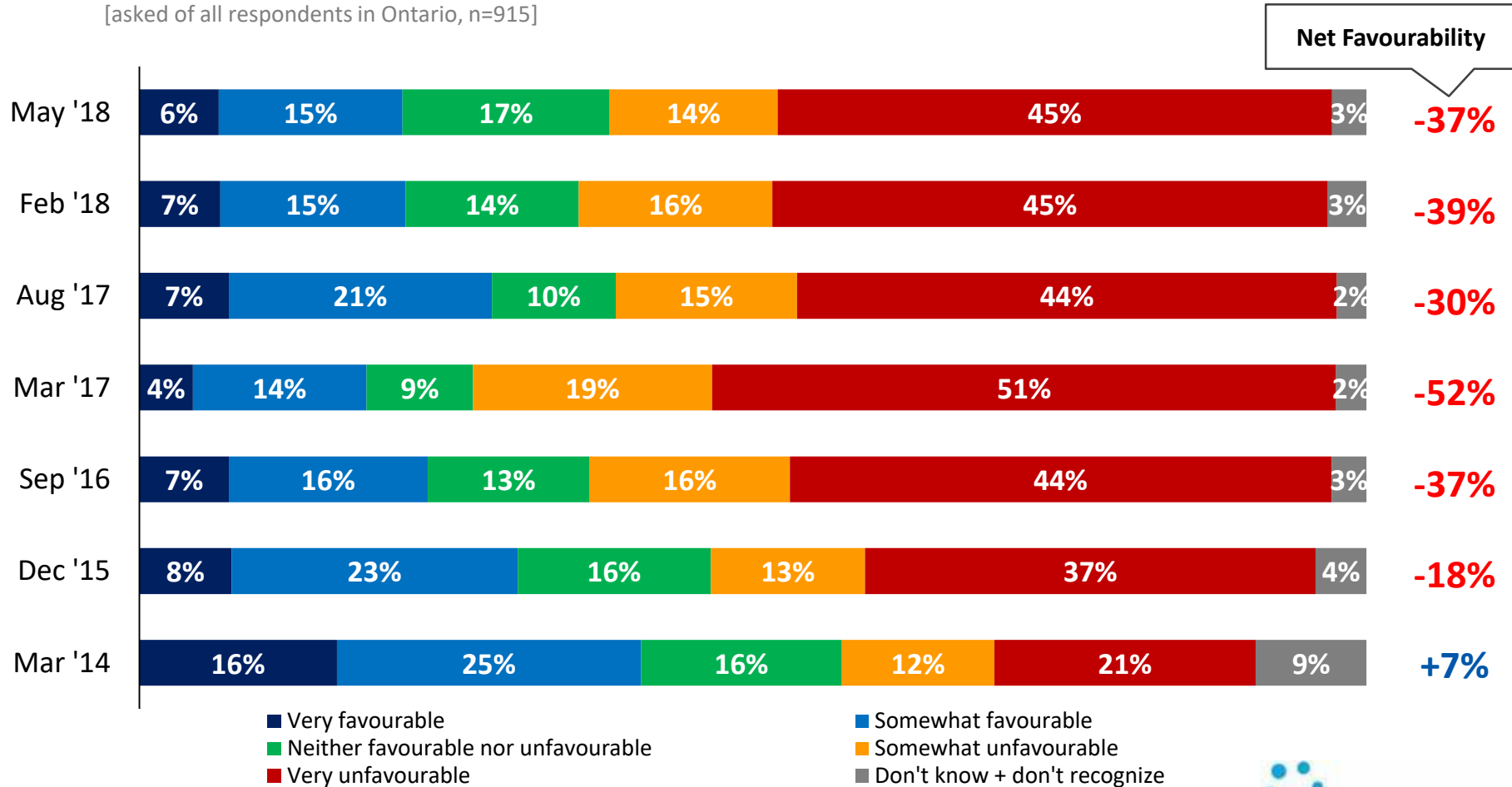
[asked of all respondents in Ontario, n=915]
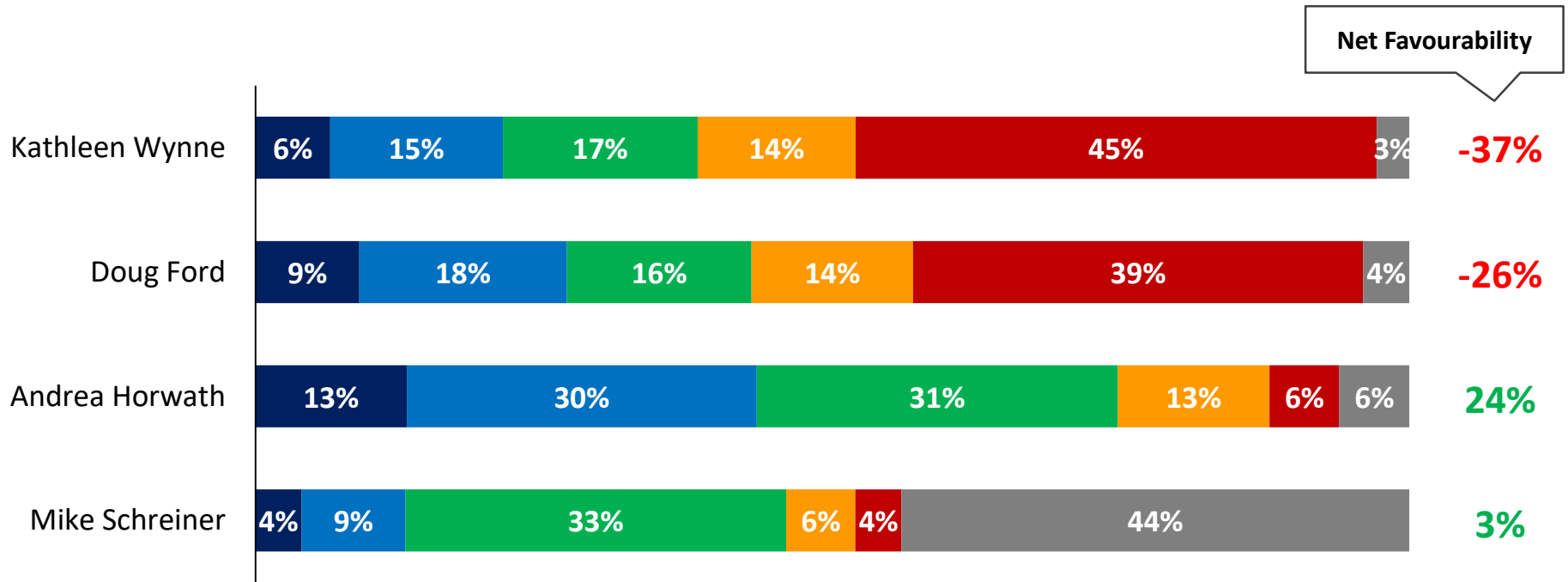
Net Favourability

Leader	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourability
Kathleen Wynne	6%	15%	17%	14%	45%	3%	**-37%**
Doug Ford	9%	18%	16%	14%	39%	4%	**-26%**
Andrea Horwath	13%	30%	31%	13%	6%	6%	**24%**
Mike Schreiner	4%	9%	33%	6%	4%	44%	**3%**

■ Very favourable   ■ Somewhat favourable
■ Neither favourable nor unfavourable   ■ Somewhat unfavourable
■ Very unfavourable   ■ Don't know + don't recognize

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Kathleen Wynne: Respondents continue to feel negative towards Wynne, although less negative than in Mar '17

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a *very favourable, somewhat favourable, somewhat unfavourable* or *very unfavourable* impression of that person. If you do not recognize the name, just choose that response. How about...**Kathleen Wynne, leader of Ontario Liberal Party**

[asked of all respondents in Ontario, n=915]

Net Favourability

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourability
May '18	6%	15%	17%	14%	45%	3%	-37%
Feb '18	7%	15%	14%	16%	45%	3%	-39%
Aug '17	7%	21%	10%	15%	44%	2%	-30%
Mar '17	4%	14%	9%	19%	51%	2%	-52%
Sep '16	7%	16%	13%	16%	44%	3%	-37%
Dec '15	8%	23%	16%	13%	37%	4%	-18%
Mar '14	16%	25%	16%	12%	21%	9%	+7%

- ■ Very favourable
- ■ Somewhat favourable
- ■ Neither favourable nor unfavourable
- ■ Somewhat unfavourable
- ■ Very unfavourable
- ■ Don't know + don't recognize

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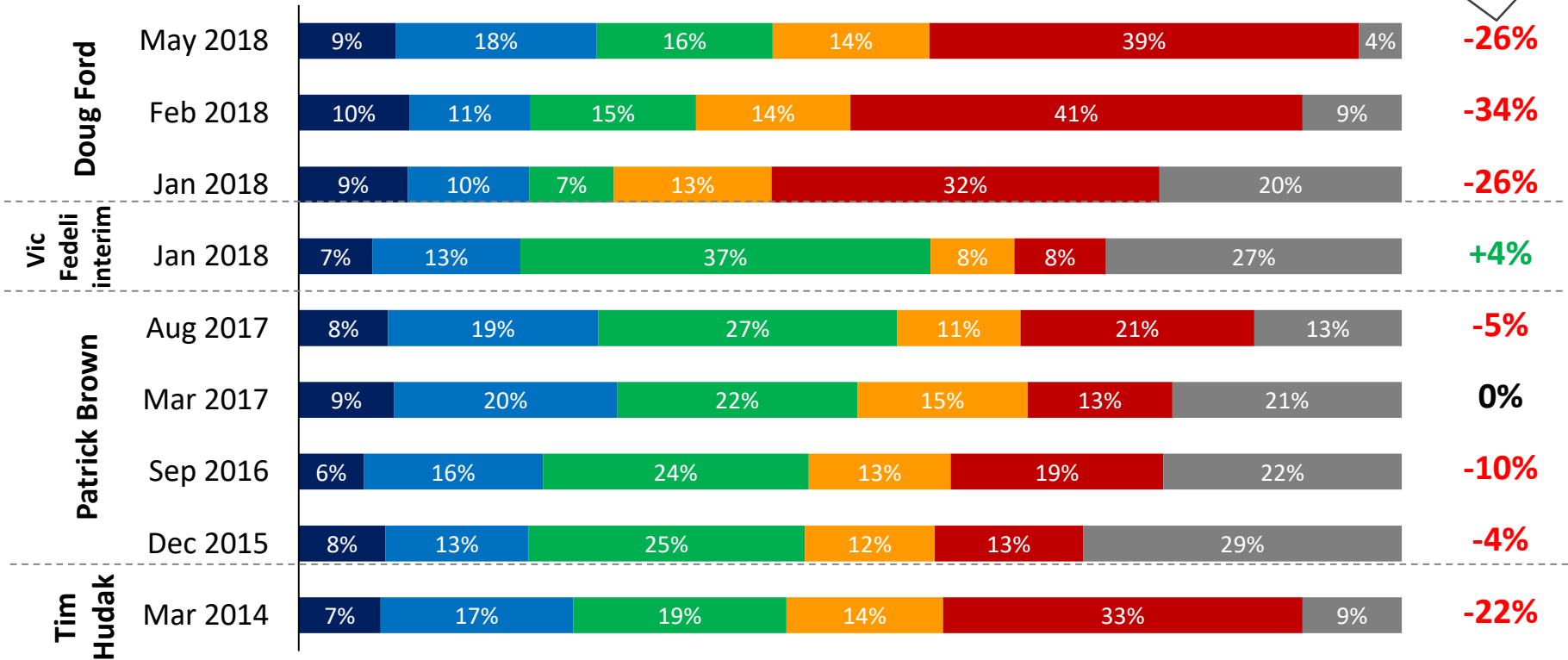# Doug Ford: Still net negative, but favourability is now increasing along with familiarity

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a *very favourable, somewhat favourable, somewhat unfavourable* or *very unfavourable* impression of that person. If you do not recognize the name, just choose that response. How about…**Doug Ford, leader of the Ontario PCs**

[asked of all respondents in Ontario, n=915]

Net Favourability

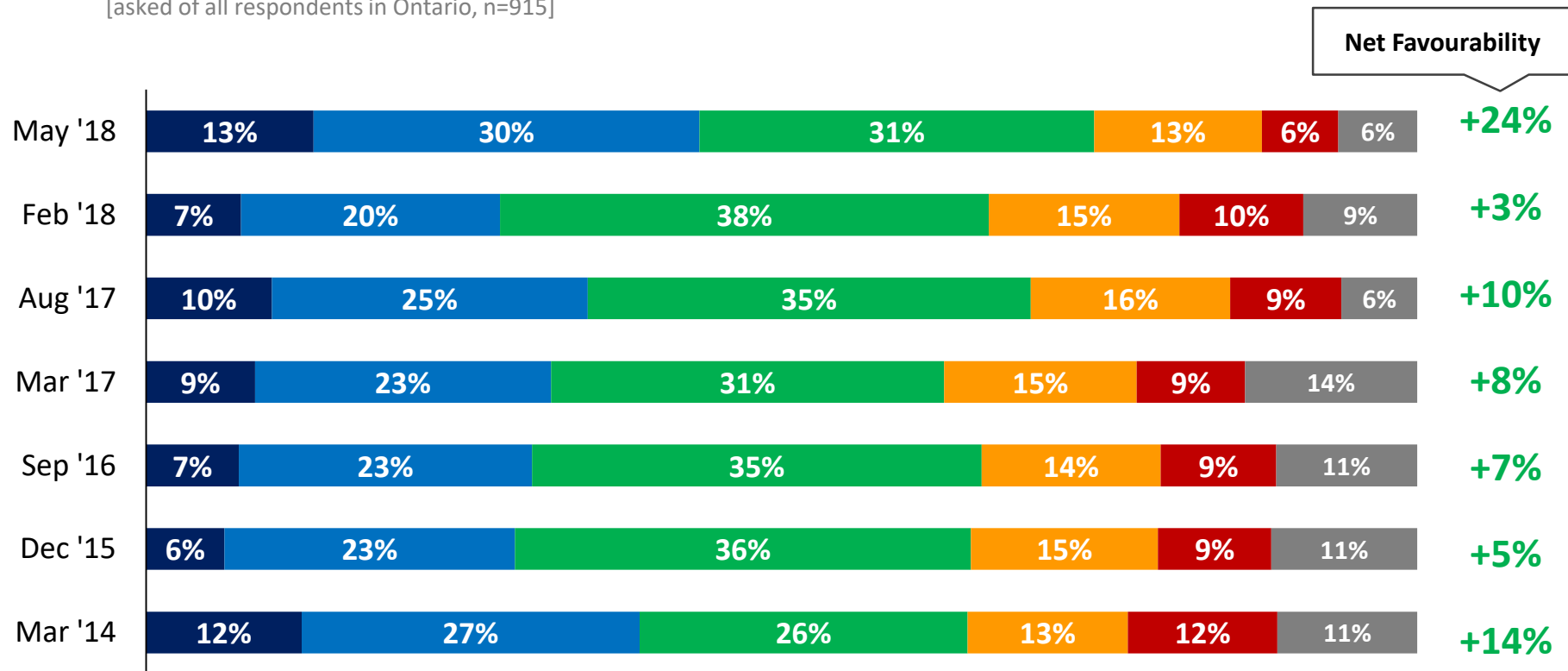|		Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Not heard	Net Favourability
Doug Ford	May 2018	9%	18%	16%	14%	39%	4%	**-26%**
	Feb 2018	10%	11%	15%	14%	41%	9%	**-34%**
	Jan 2018	9%	10%	7%	13%	32%	20%	**-26%**
Vic Fedeli interim	Jan 2018	7%	13%	37%	8%	8%	27%	**+4%**
Patrick Brown	Aug 2017	8%	19%	27%	11%	21%	13%	**-5%**
	Mar 2017	9%	20%	22%	15%	13%	21%	**0%**
	Sep 2016	6%	16%	24%	13%	19%	22%	**-10%**
	Dec 2015	8%	13%	25%	12%	13%	29%	**-4%**
Tim Hudak	Mar 2014	7%	17%	19%	14%	33%	9%	**-22%**

■ Very favourable
■ Somewhat favourable
■ Neither favourable nor unfavourable

INNOVATIVE RESEARCH GROUP

Andrea Horwath: Highest favourability since tracking began in March 2014

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a *very favourable*, *somewhat favourable*, *somewhat unfavourable* or *very unfavourable* impression of that person. If you do not recognize the name, just choose that response. How about…**Andrea Horwath, Leader of the Ontario NDP**
[asked of all respondents in Ontario, n=915]

Net Favourability

| Month	Very favourable	Somewhat favourable	Neither	Somewhat unfavourable	Very unfavourable	Don't know	Net
May '18	13%	30%	31%	13%	6%	6%	+24%
Feb '18	7%	20%	38%	15%	10%	9%	+3%
Aug '17	10%	25%	35%	16%	9%	6%	+10%
Mar '17	9%	23%	31%	15%	9%	14%	+8%
Sep '16	7%	23%	35%	14%	9%	11%	+7%
Dec '15	6%	23%	36%	15%	9%	11%	+5%
Mar '14	12%	27%	26%	13%	12%	11%	+14%

- Very favourable
- Somewhat favourable
- Neither favourable nor unfavourable
- Somewhat unfavourable
- Very unfavourable
- Don't know + don't recognize

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Mike Schreiner: For most, they haven't heard of Schreiner or haven't formed an opinion about him

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a *very favourable, somewhat favourable, somewhat unfavourable* or *very unfavourable* impression of that person. If you do not recognize the name, just choose that response. How about…**Mike Schreiner, Leader of the Ontario Green Party**
[asked of all respondents in Ontario, n=915]
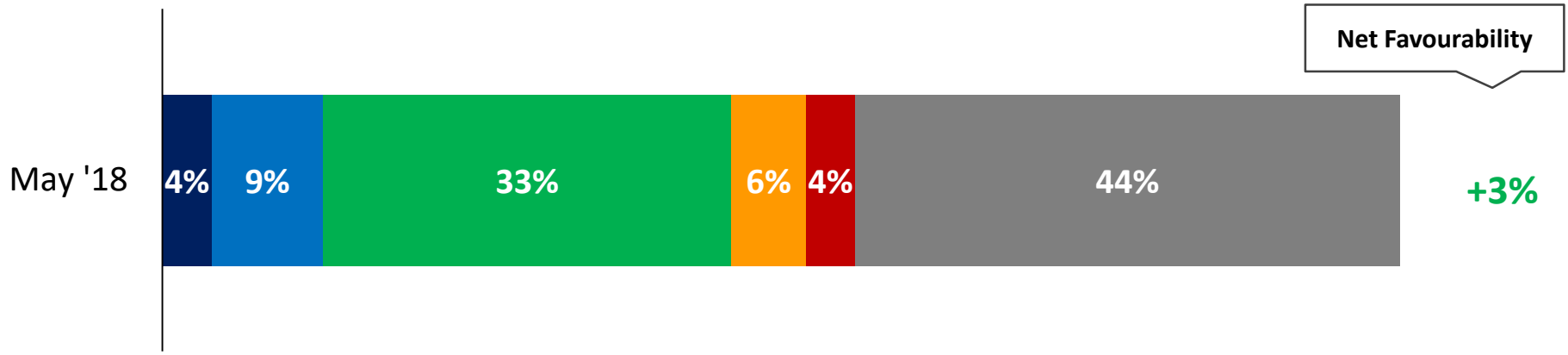
Net Favourability

May '18	Very favourable	Somewhat favourable	Neither	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net
	4%	9%	33%	6%	4%	44%	+3%

- ■ Very favourable
- ■ Somewhat favourable
- ■ Neither favourable nor unfavourable
- ■ Somewhat unfavourable
- ■ Very unfavourable
- ■ Don't know + don't recognize

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Best Premier: Ford and Horwath both just shy of 1-in-4, highest for these two parties since tracking

Q Which of the following leaders would make the best Premier of Ontario?
[asked of all respondents]
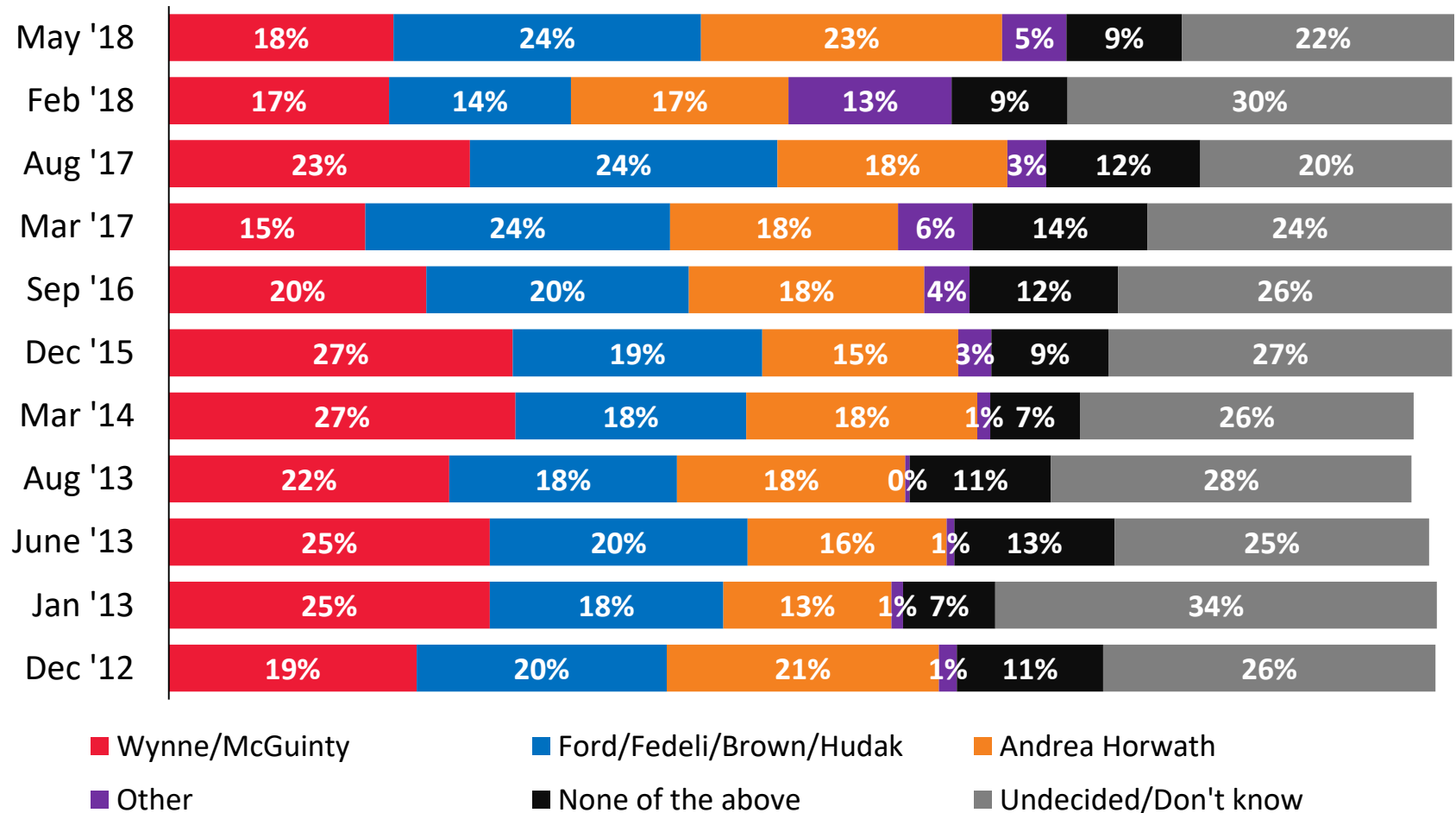
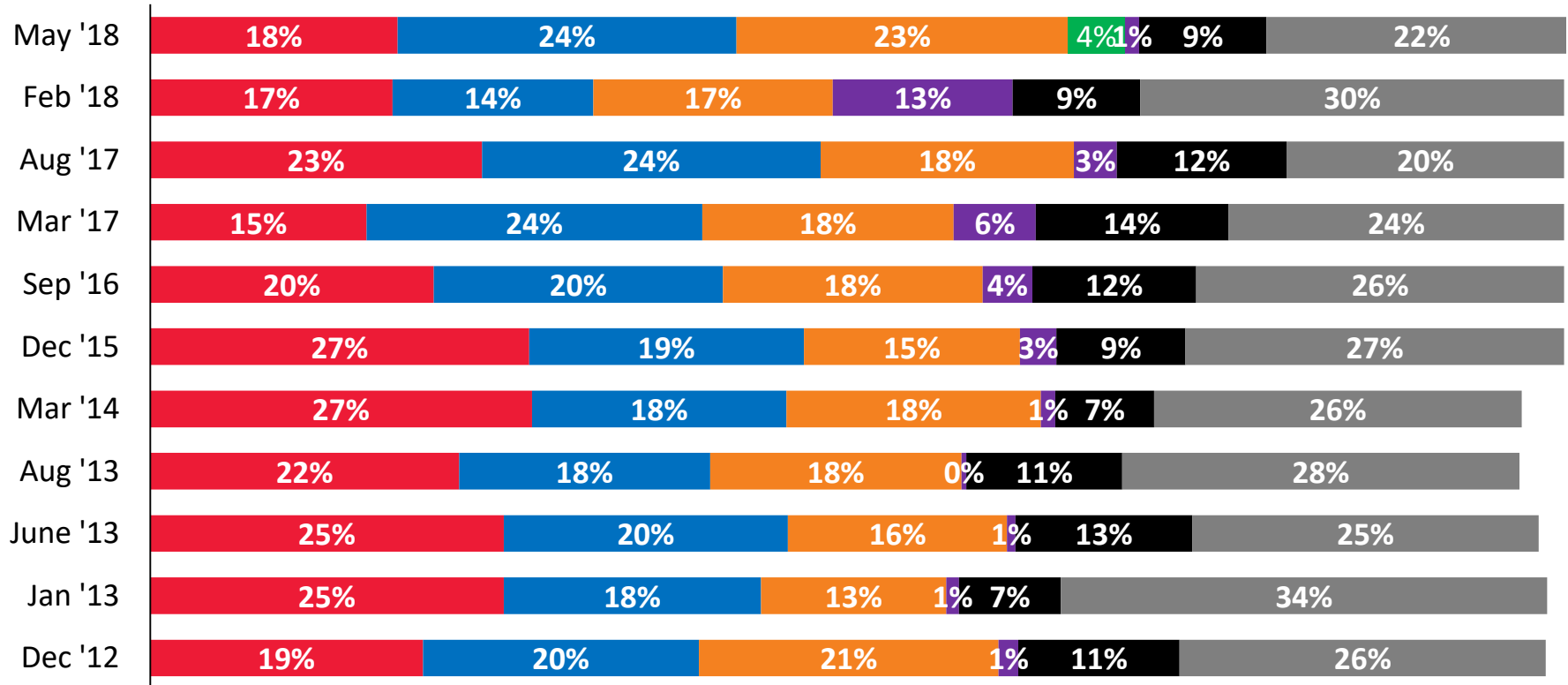|	Wynne/McGuinty	Ford/Fedeli/Brown/Hudak	Andrea Horwath	Other	None of the above	Undecided/Don't know
May '18	18%	24%	23%	5%	9%	22%
Feb '18	17%	14%	17%	13%	9%	30%
Aug '17	23%	24%	18%	3%	12%	20%
Mar '17	15%	24%	18%	6%	14%	24%
Sep '16	20%	20%	18%	4%	12%	26%
Dec '15	27%	19%	15%	3%	9%	27%
Mar '14	27%	18%	18%	1%	7%	26%
Aug '13	22%	18%	18%	0%	11%	28%
June '13	25%	20%	16%	1%	13%	25%
Jan '13	25%	18%	13%	1%	7%	34%
Dec '12	19%	20%	21%	1%	11%	26%

Note: 'Refused' / "would not vote" not shown

INNOVATIVE RESEARCH GROUP

Best Premier: Ford and Horwath both just shy of 1-in-4, highest for these two parties since tracking

Q Which of the following leaders would make the best Premier of Ontario?
[asked of all respondents]

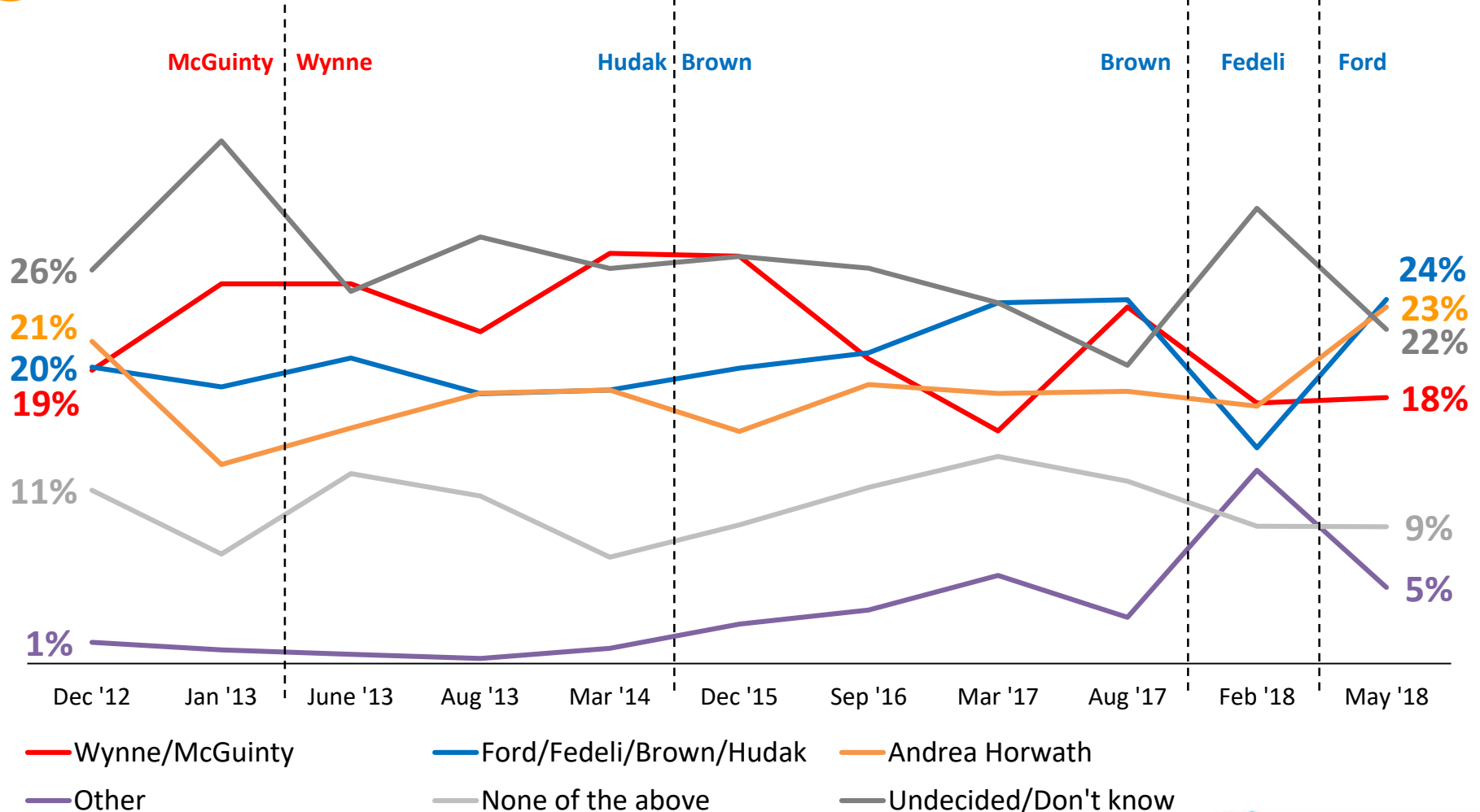|	Wynne/McGuinty	Ford/Fedeli/Brown/Hudak	Andrea Horwath	Mike Schreiner (May '18 only)	Other	None of the above	Undecided/Don't know
May '18	18%	24%	23%	4%	1%	9%	22%
Feb '18	17%	14%	17%		13%	9%	30%
Aug '17	23%	24%	18%		3%	12%	20%
Mar '17	15%	24%	18%		6%	14%	24%
Sep '16	20%	20%	18%		4%	12%	26%
Dec '15	27%	19%	15%		3%	9%	27%
Mar '14	27%	18%	18%		1%	7%	26%
Aug '13	22%	18%	18%		0%	11%	28%
June '13	25%	20%	16%		1%	13%	25%
Jan '13	25%	18%	13%		1%	7%	34%
Dec '12	19%	20%	21%		1%	11%	26%

Note: 'Refused' / "would not vote" not shown

INNOVATIVE RESEARCH GROUP

Best Premier: After jump in undecideds during PC interim leadership; Horwath and Ford now pull 1-in-4 voters each
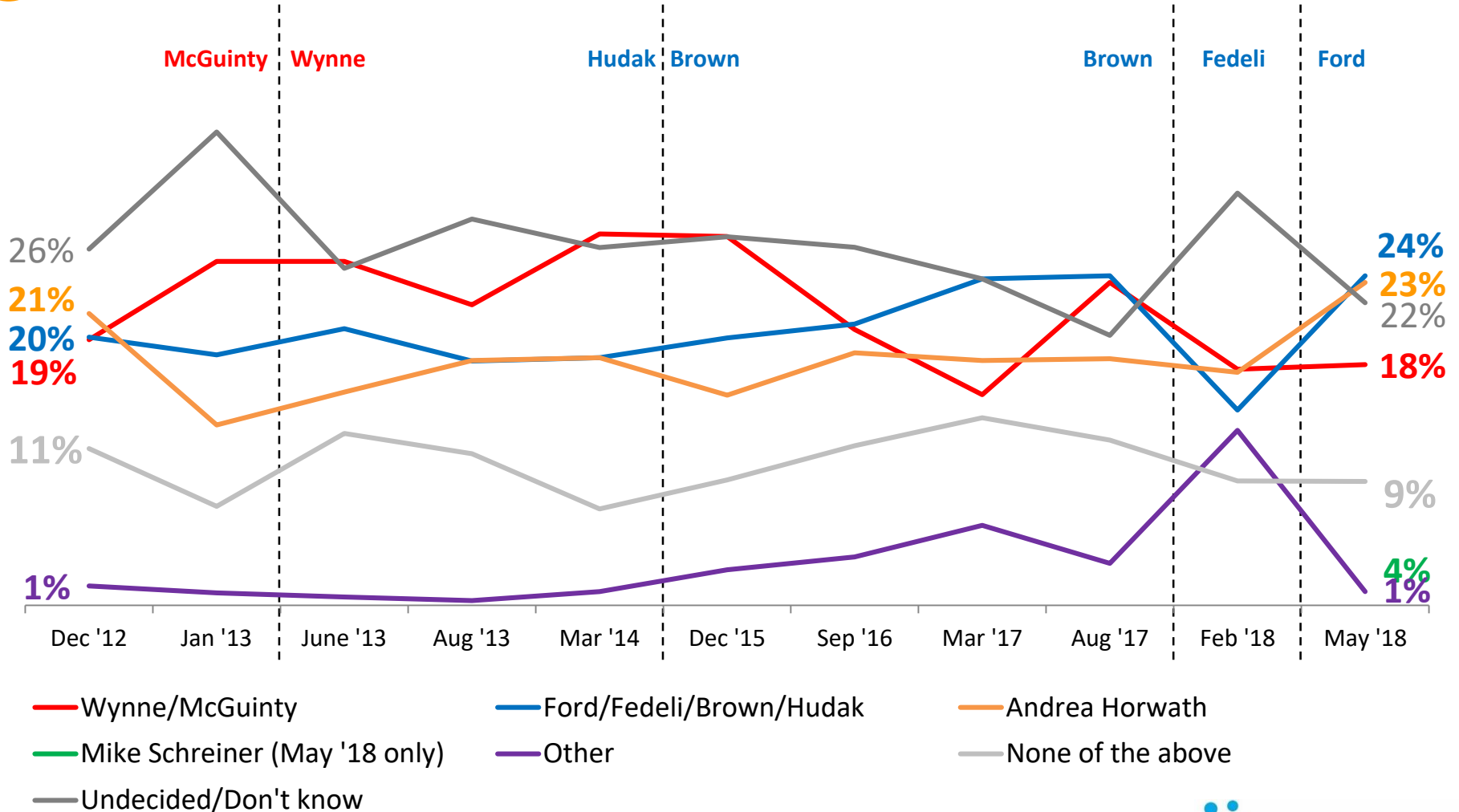
Q Which of the following leaders would make the best Premier of Ontario?
[asked of all respondents]

Note: 'Refused' / "would not vote" not shown

Best Premier: After jump in undecideds during PC interim leadership; Horwath and Ford now pull 1-in-4 voters each

Q Which of the following leaders would make the best Premier of Ontario?
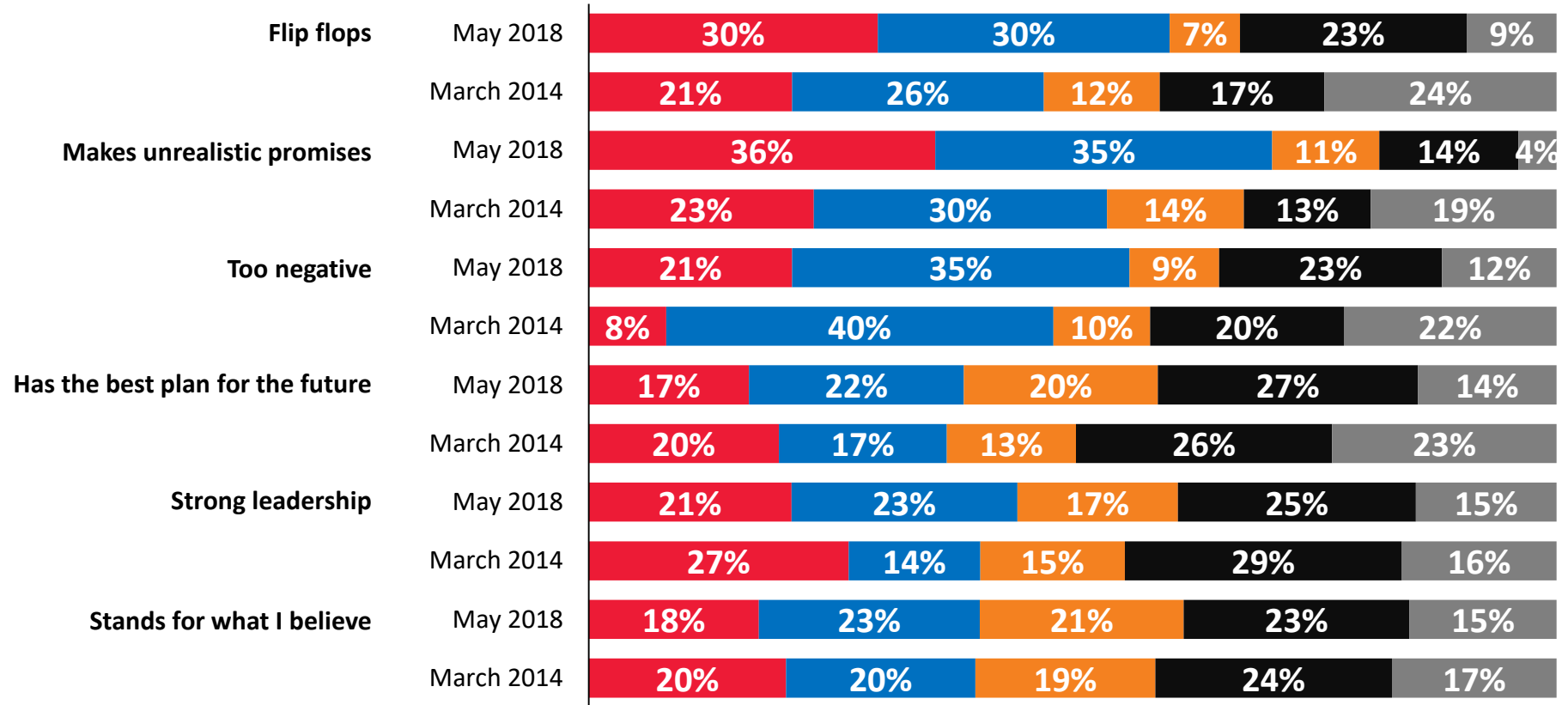[asked of all respondents]

McGuinty | Wynne | Hudak | Brown | Brown | Fedeli | Ford

24%
23%
22%
18%
9%
4%
1%

26%
21%
20%
19%
11%
1%

Dec '12 | Jan '13 | June '13 | Aug '13 | Mar '14 | Dec '15 | Sep '16 | Mar '17 | Aug '17 | Feb '18 | May '18

—— Wynne/McGuinty   —— Ford/Fedeli/Brown/Hudak   —— Andrea Horwath
—— Mike Schreiner (May '18 only)   —— Other   —— None of the above
—— Undecided/Don't know

Note: 'Refused' / "would not vote" not shown

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Attributes: Wynne's negative attributes have grown in past 4 years, while she is down at least marginally on the positive

Q Now we would like you to read a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes.
[asked of all respondents]

Attribute	Date	Kathleen Wynne, Liberal	Doug Ford/Tim Hudak, PC	Andrea Horwath, NDP	None of them stand out	Don't know
Flip flops	May 2018	30%	30%	7%	23%	9%
	March 2014	21%	26%	12%	17%	24%
Makes unrealistic promises	May 2018	36%	35%	11%	14%	4%
	March 2014	23%	30%	14%	13%	19%
Too negative	May 2018	21%	35%	9%	23%	12%
	March 2014	8%	40%	10%	20%	22%
Has the best plan for the future	May 2018	17%	22%	20%	27%	14%
	March 2014	20%	17%	13%	26%	23%
Strong leadership	May 2018	21%	23%	17%	25%	15%
	March 2014	27%	14%	15%	29%	16%
Stands for what I believe	May 2018	18%	23%	21%	23%	15%
	March 2014	20%	20%	19%	24%	17%

■ Kathleen Wynne, Liberal   ■ Doug Ford/Tim Hudak, PC
■ Andrea Horwath, NDP   ■ None of them stand out
■ Don't know

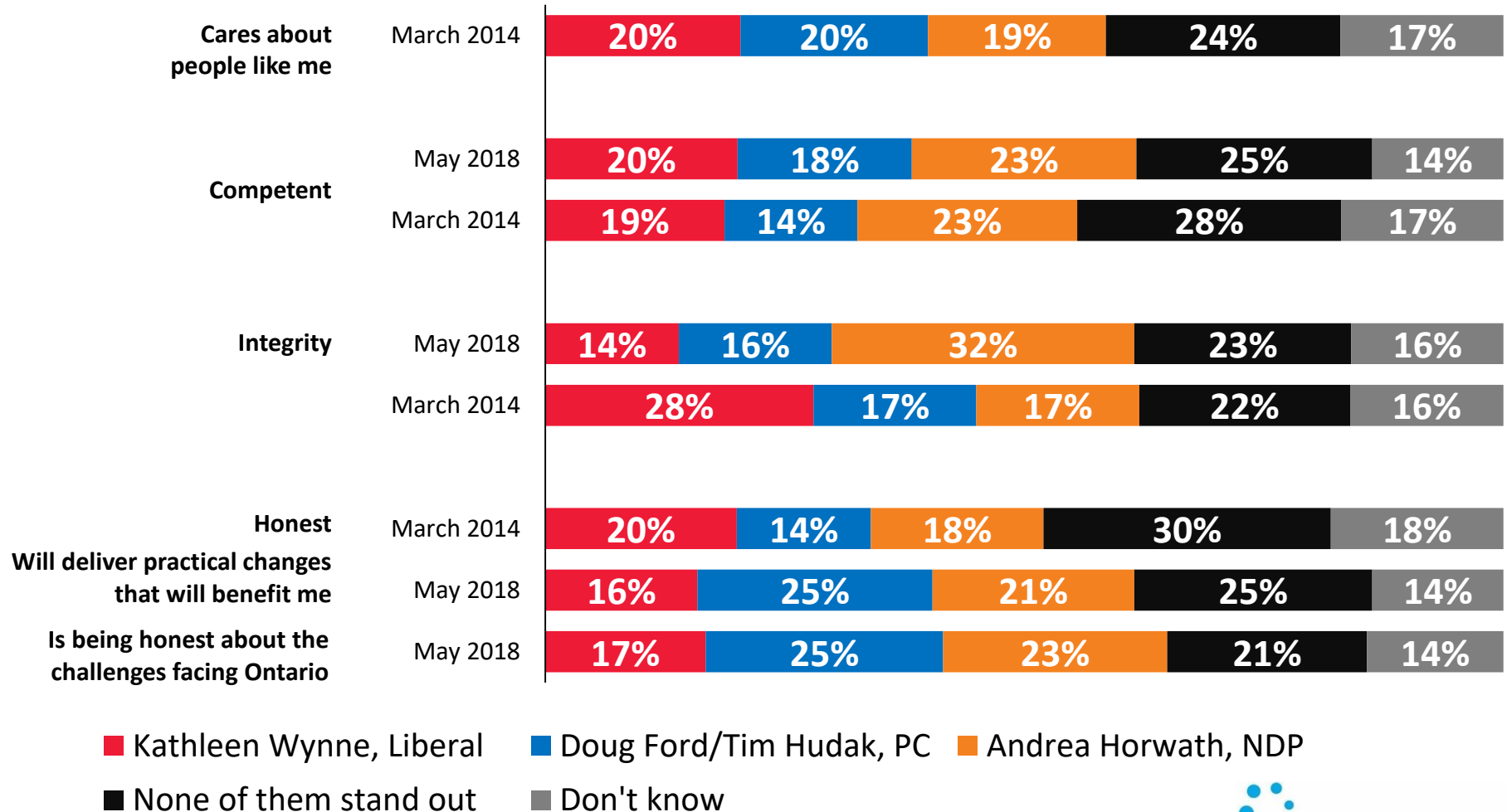**INNOVATIVE** RESEARCH GROUP

Note: 'Refused' not shown

Attributes: Wynne seen as less competent than in 2014, with Horwath gaining relative to other leaders

Q Now we would like you to read a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes.

[asked of all respondents]

Attribute	Date	Kathleen Wynne, Liberal	Doug Ford/Tim Hudak, PC	Andrea Horwath, NDP	None of them stand out	Don't know
Cares about people like me	March 2014	20%	20%	19%	24%	17%
Competent	May 2018	20%	18%	23%	25%	14%
Competent	March 2014	19%	14%	23%	28%	17%
Integrity	May 2018	14%	16%	32%	23%	16%
Integrity	March 2014	28%	17%	17%	22%	16%
Honest	March 2014	20%	14%	18%	30%	18%
Will deliver practical changes that will benefit me	May 2018	16%	25%	21%	25%	14%
Is being honest about the challenges facing Ontario	May 2018	17%	25%	23%	21%	14%

Legend: ■ Kathleen Wynne, Liberal ■ Doug Ford/Tim Hudak, PC ■ Andrea Horwath, NDP ■ None of them stand out ■ Don't know

Note: 'Refused' not shown

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May 7th Leadership Debate

Leadership Debate: Less than half heard about debate; and only 39% of those who heard about it also watched it
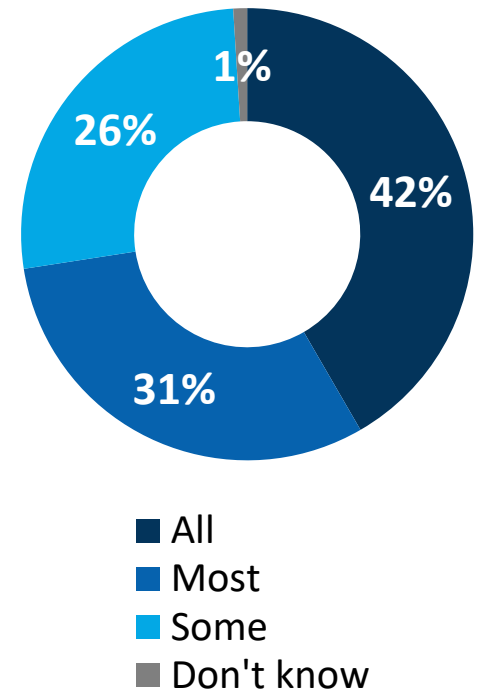
Q Have you read, seen or heard anything about the provincial party leader's TV debate that was held on Monday, May 7th?
[asked of all respondents]
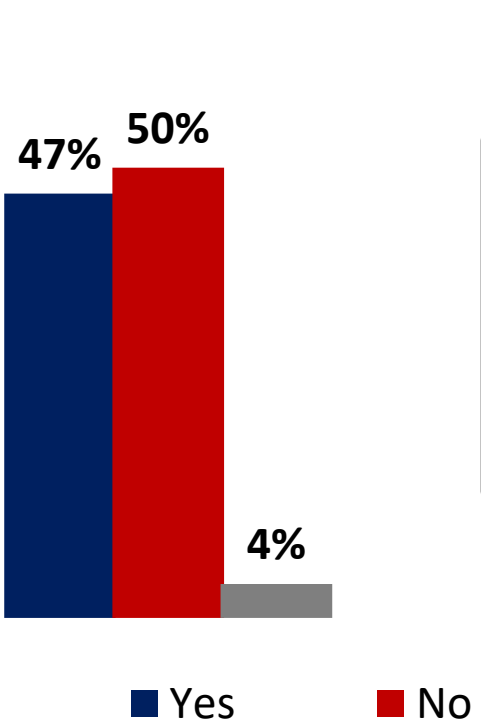
Q Did you happen to watch the leader's debate yourself?
[asked of those who RSH; n=427]
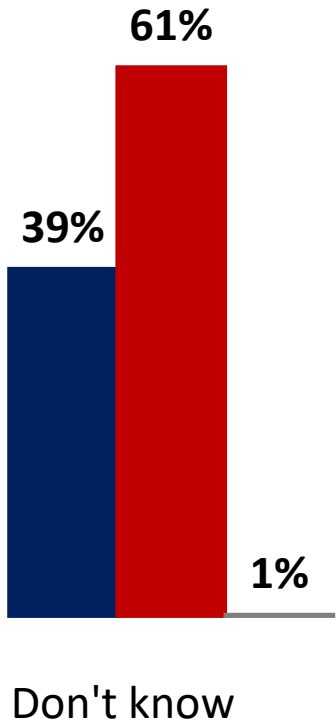
Q Did you watch all of the debate or just some of it?
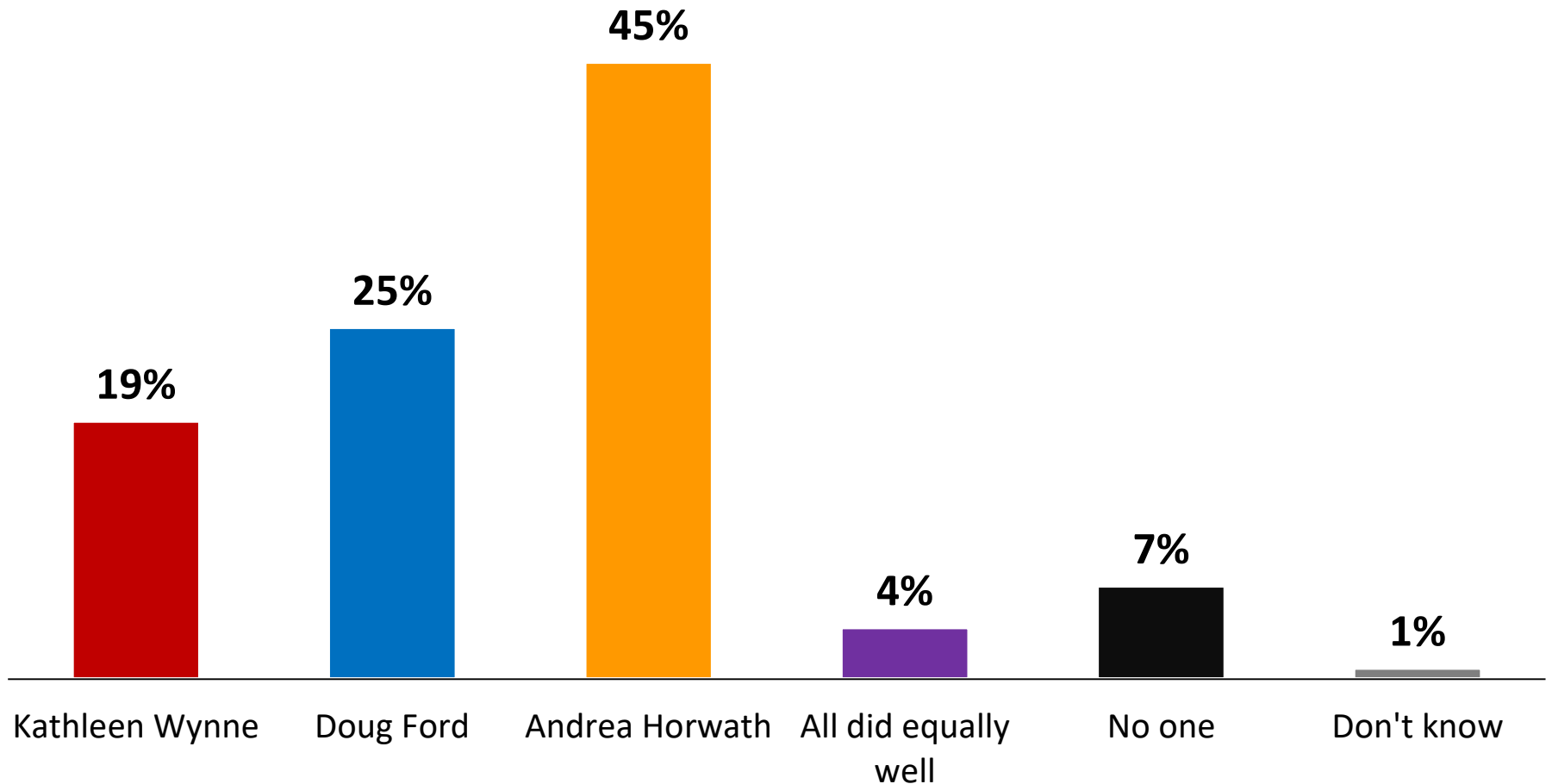[asked of those who watched; n=165]

Chart 1 (Yes/No/Don't know):
- Yes: 47%
- No: 50%
- Don't know: 4%

Chart 2 (Yes/No/Don't know):
- Yes: 39%
- No: 61%
- Don't know: 1%

Chart 3 (All/Most/Some/Don't know):
- All: 42%
- Most: 31%
- Some: 26%
- Don't know: 1%

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Who Won the Debate? Among those who watched, Horwath was the clear winner

Q In your opinion, which leader did the best in that debate?
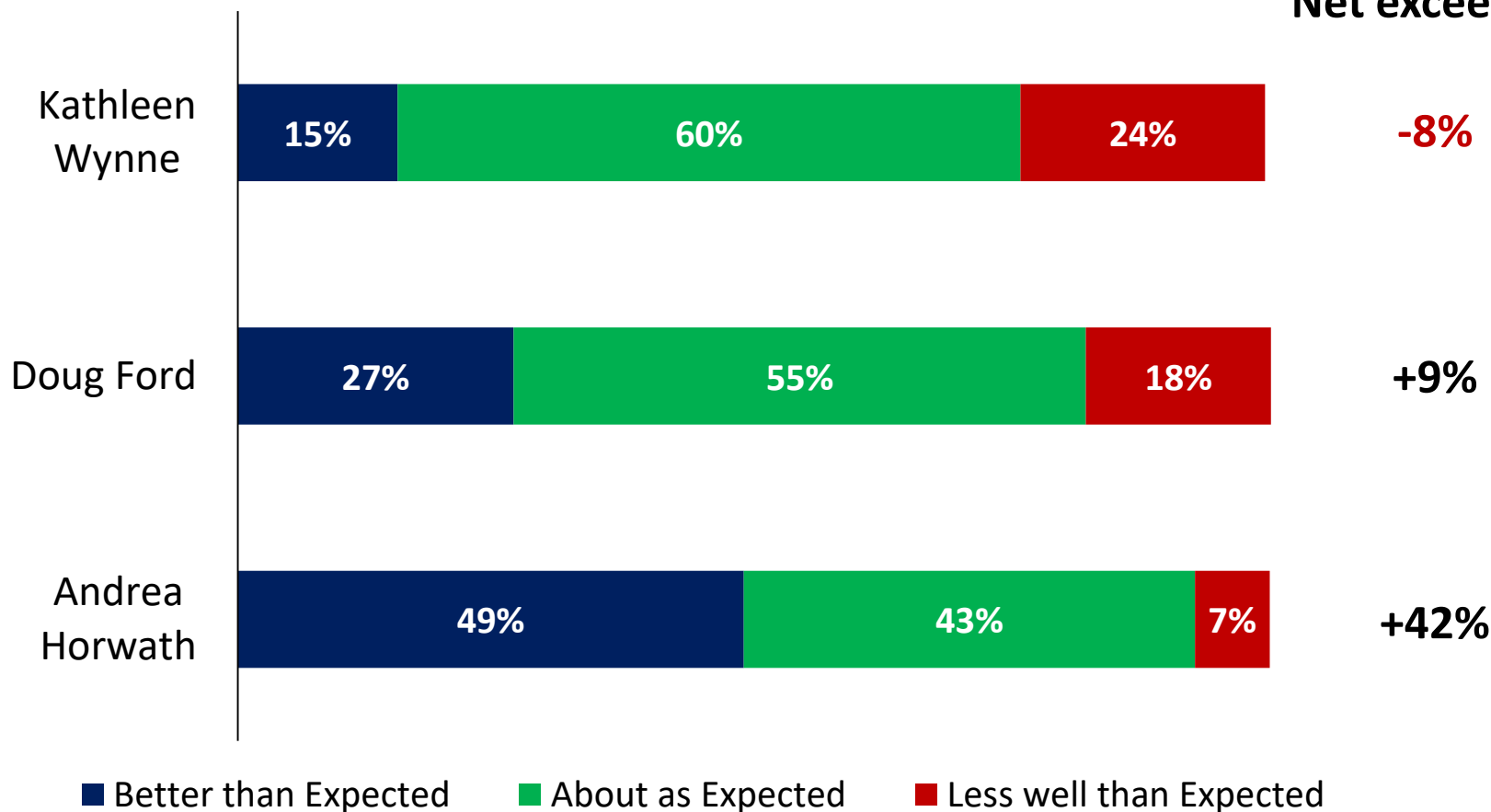[asked of respondents who watched at least some of the debate; n=165]

Kathleen Wynne	Doug Ford	Andrea Horwath	All did equally well	No one	Don't know
19%	25%	45%	4%	7%	1%

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Debate Performance: Horwath exceeded expectations for about half of all debate watchers

Q For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leader's debate?
[asked of respondents who watched at least some of the debate; n=165]

Net exceeded

Kathleen Wynne: Better than Expected 15%, About as Expected 60%, Less well than Expected 24% — **-8%**

Doug Ford: Better than Expected 27%, About as Expected 55%, Less well than Expected 18% — **+9%**

Andrea Horwath: Better than Expected 49%, About as Expected 43%, Less well than Expected 7% — **+42%**

■ Better than Expected ■ About as Expected ■ Less well than Expected

Note: "Don't know" (1% Wynne, 1% Horwath) not shown

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Debate Performance by Party ID: Horwath clear winner among everyone but PC partisans

Debate performance by Party ID – Due to small sample sizes, treat results with caution

		Party ID			
		Liberal	**PC**	**NDP**	**Unaligned**
		n=57	n=57	n=26	n=18
Did the best…	Wynne	36%	6%	20%	0%
	Ford	11%	50%	7%	17%
	Horwath	45%	31%	67%	60%
	Equal/None/Don't know	8%	13%	6%	22%
Net exceeded expectations	Wynne	+16%	-30%	+5%	-37%
	Ford	-5%	+40%	-20%	+8%
	Horwath	+50%	+27%	+58%	+45%

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