Public Opinion Research
Ontario Election: May Polling Wave 4

Vote, Leadership and Final Debate

Field Dates: May 27th (immediately following the final debate) to May 30th, 2018
**Sample Size:** n=1,000

Methodology

- These are the findings of a special Innovative Research Group (INNOVATIVE) online poll conducted from May 27th (immediately following the final debate) to May 30th, 2018 with tracking drawn from our monthly Canada This Month surveys.

- This online survey of 1,112 adult Ontarians was conducted on INNOVATIVE's Canada 20/20 national research panel with additional respondents from Léger, a leading provider of online sample. The sample is weighted to n=1,000 based on Census data from Statistics Canada.

  - The vote, leader and debate analysis, as well as segmentations and cluster analysis herein is based on the 958 completed surveys as of May 29th, (weighted n=800). The survey ran for an additional day to bring the final sample size up to 1,000. Thus, sample sizes noted on some slides will vary.

- The panels are 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:** References to May 2018 Wave 1 refer to our May 2018 Canada this Month survey in field from May 7th to May 9th, with a weighted sample of n=915 respondents. References to May 2018 Wave 2 refer to our first special online poll in field from May 9th to May 12th, with a weighted sample of n=1,500 respondents. References to May 2018 Wave 3 refer to our online poll from May 18th to May 23rd with a weighted sample of n=1,050. The current wave of results is referred to as May 2018 Wave 4.

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

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	8.9%	137	13.7%
Males 35-54	168	15.1%	183	18.3%
Males 55+	290	26.1%	160	16.0%
Females 18-34	148	13.3%	140	14.0%
Females 35-54	144	12.9%	194	19.4%
Females 55+	263	23.7%	186	18.6%
Toronto	274	24.6%	209	20.9%
Rest of GTA	238	21.4%	253	25.3%
South/West	297	26.7%	262	26.2%
North/East	303	27.2%	276	27.6%

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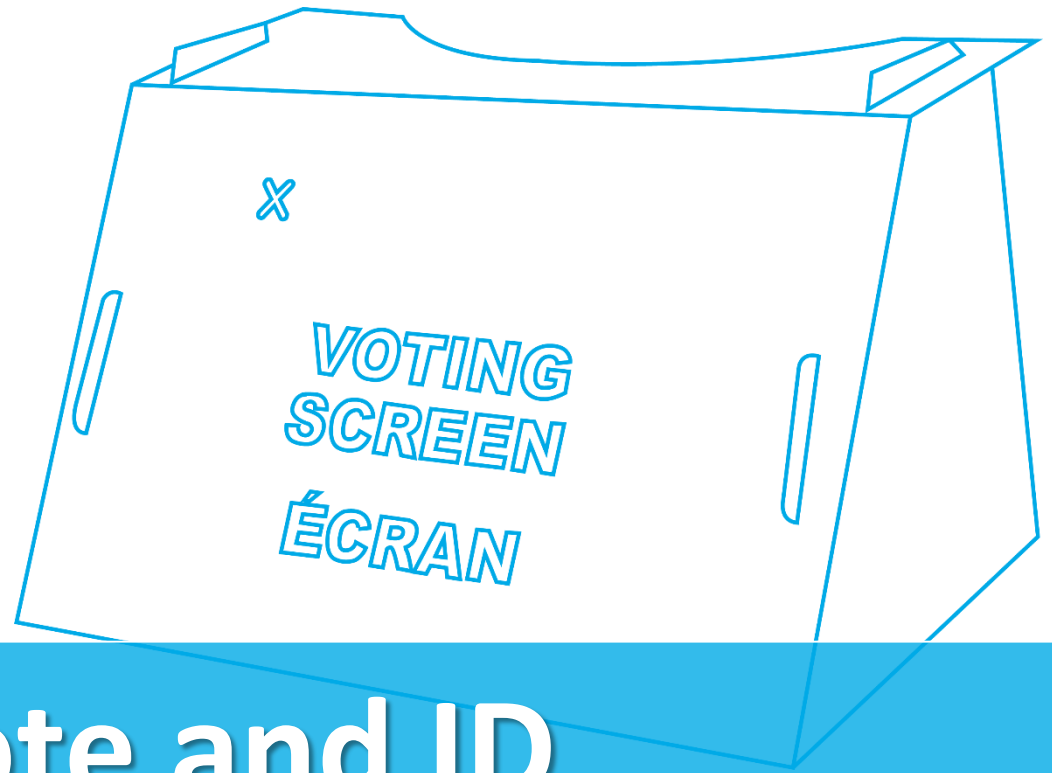
Provincial Vote and ID

Provincial ID: Gap increases as Liberal partisanship rises and PC partisanship declines

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a…
[asked of all respondents; n=800]

Legend: Liberal — Progressive Conservative — NDP — Green — Something else — None/Independent — Don't know
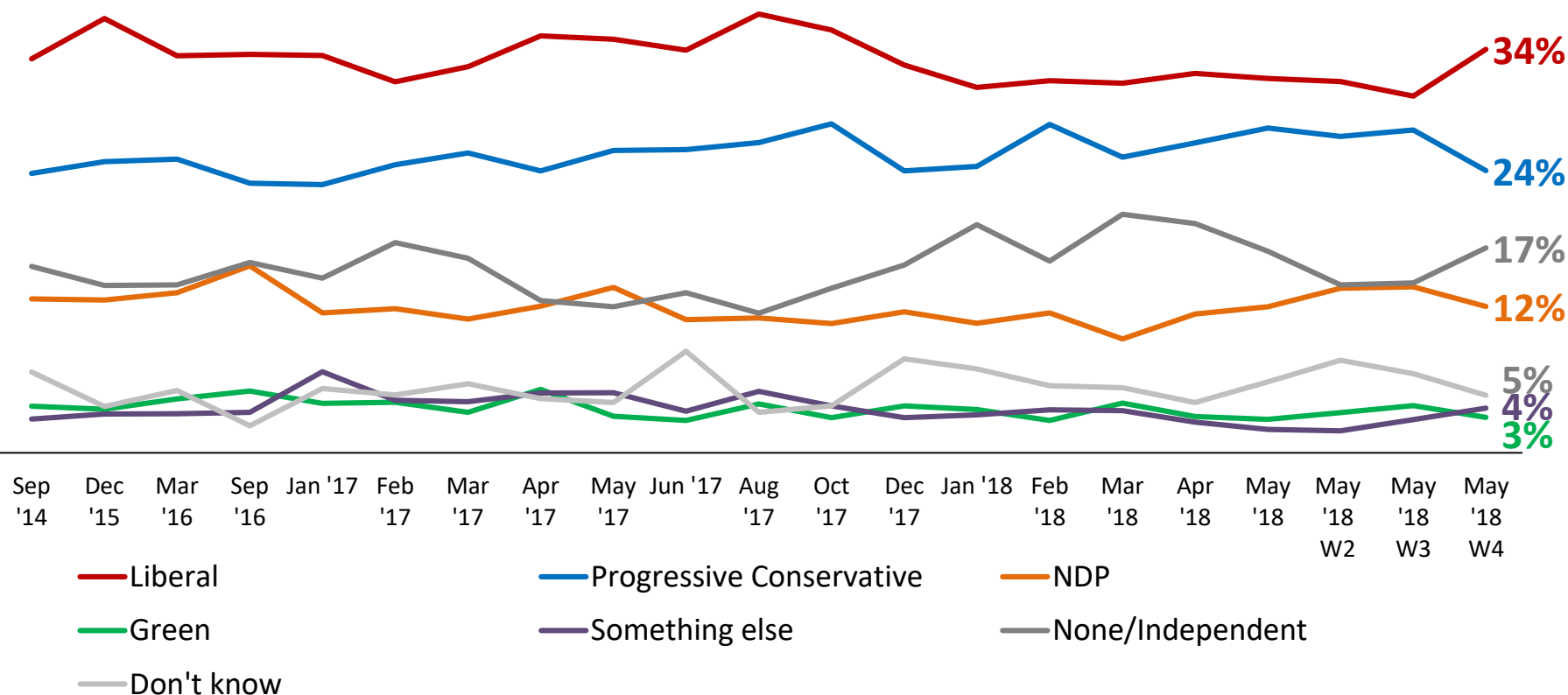
Combined Vote Tracking: NDP now have an edge over PCs, while Liberal vote continues to decline

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; n=800]

33% NDP
31% Progressive Conservative
20% Liberal
6% Undecided DK
6% Green
2% Would not vote/ None

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

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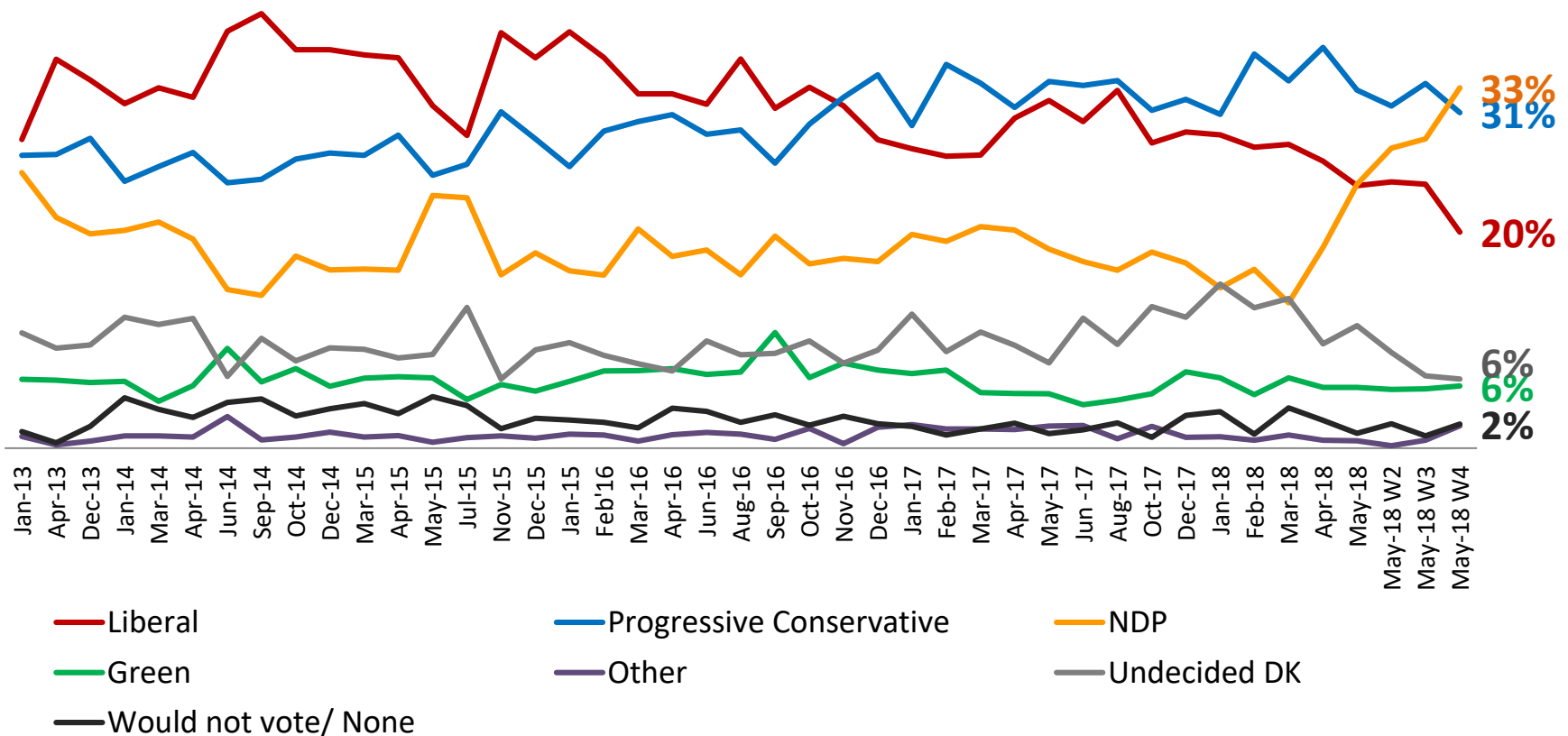
Decided Vote Tracking: NDP vote continues to surge, while PC and Liberal support declines post-debate

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]**
[showing all decided voters; n=732]

Legend: Liberal — Progressive Conservative — NDP — Green — Other
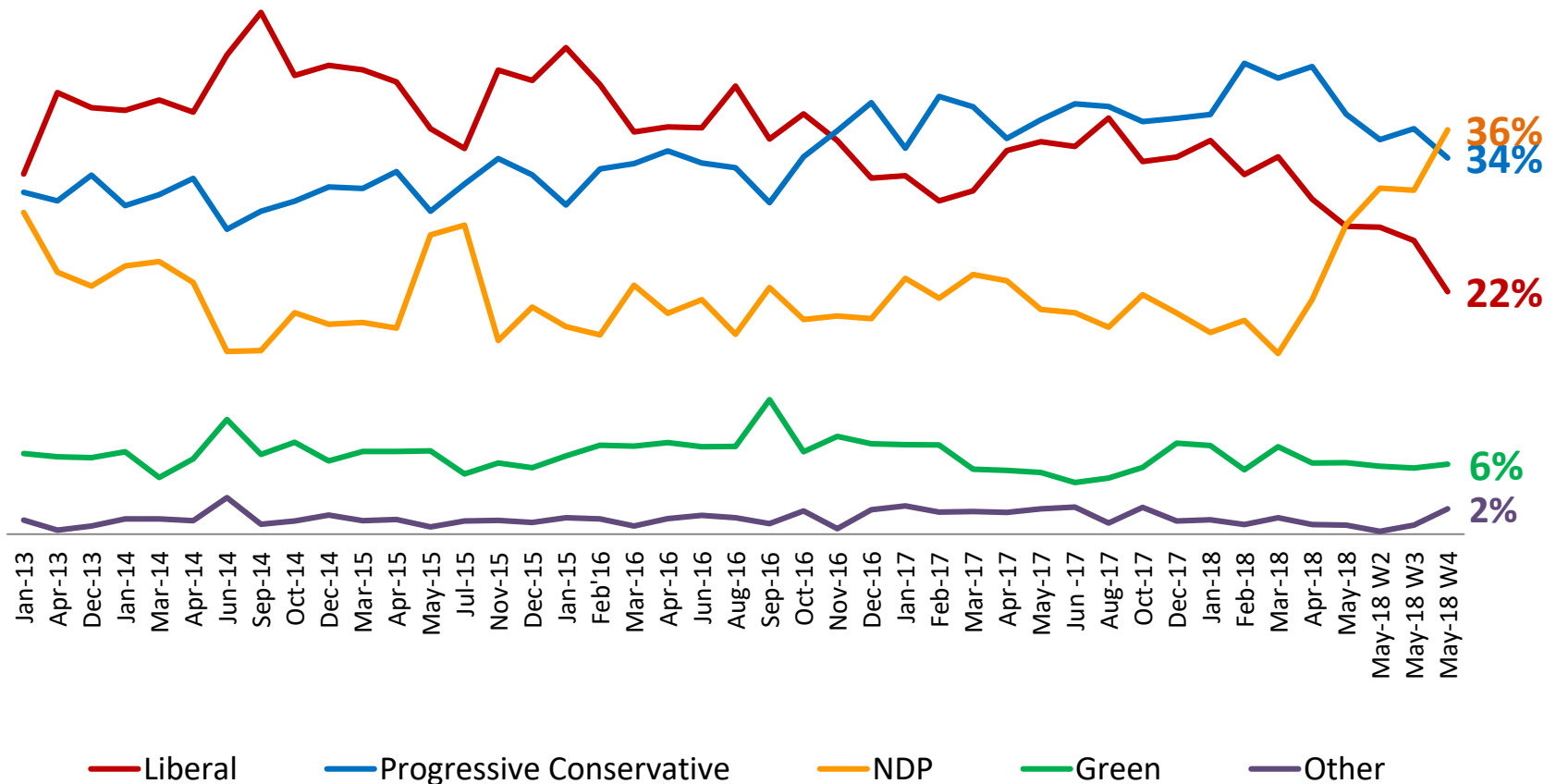
Decided Vote by Region: NDP ahead of PCs in 3 out of 4 regions of the province

Decided Vote by Region

| | Region | | | |
	Toronto (n=148)	**Rest of GTA (n=189)**	**South/West (n=196)**	**North/East (n=199)**
Liberal	24%	26%	15%	22%
PC	28%	35%	37%	33%
NDP	39%	32%	40%	35%
Green	7%	5%	6%	7%
Other	2%	2%	2%	3%

Decided Vote

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Combined Vote by Party ID: Loyalty is strongest among NDP partisans; weakest among Liberals

Combined Vote by Party ID

		Party ID			
		Liberal	**Progressive Conservative**	**NDP**	**Green/Other**	**Unaligned**
Combined Vote	**Liberal**	45%	3%	7%	10%	9%
	PC	13%	77%	4%	31%	23%
	NDP	34%	11%	84%	18%	32%
	Green	4%	1%	3%	28%	8%
	Other	1%	3%	1%	5%	3%
	Undecided/DK	3%	3%	1%	4%	18%
	Would not vote/None	0%	1%	1%	4%	7%

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2nd Choice: Liberals neck-and-neck with NDP as second choice party

Q And which party would be your second choice?
[asked of all respondents who have a vote choice; n=732]

Liberal
- May-18 Wave 1: 14%
- May-18 Wave 2: 17%
- May-18 Wave 3: 16%
- May-18 Wave 4: 20%

PC
- May-18 Wave 1: 7%
- May-18 Wave 2: 10%
- May-18 Wave 3: 8%
- May-18 Wave 4: 8%

NDP
- May-18 Wave 1: 30%
- May-18 Wave 2: 26%
- May-18 Wave 3: 27%
- May-18 Wave 4: 21%

Green
- May-18 Wave 1: 12%
- May-18 Wave 2: 16%
- May-18 Wave 3: 13%
- May-18 Wave 4: 15%

Other
- May-18 Wave 1: 2%
- May-18 Wave 2: 1%
- May-18 Wave 3: 1%
- May-18 Wave 4: 2%

Undecided/ Don't know
- May-18 Wave 1: 22%
- May-18 Wave 2: 17%
- May-18 Wave 3: 21%
- May-18 Wave 4: 19%

None/ Would not vote
- May-18 Wave 1: 14%
- May-18 Wave 2: 13%
- May-18 Wave 3: 14%
- May-18 Wave 4: 16%

Legend: ■ May-18 Wave 1 ■ May-18 Wave 2 ■ May-18 Wave 3 ■ May-18 Wave 4

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2nd Choice by Vote: Liberal and NDP voters more likely to choose Green Party over PCs as their second choice

Second choice vote by combined vote (first choice)

Combined Vote

Second Choice	Liberal	Progressive Conservative	NDP	Green/Other
Liberal	N/A	10%	43%	12%
PC	14%	N/A	10%	13%
NDP	51%	21%	N/A	33%
Green	15%	9%	22%	4%
Other	0%	3%	0%	8%
Undecided/DK	11%	26%	18%	16%
Would not vote/None	9%	31%	6%	14%

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Voting for Second Choice: Almost two-thirds (64%) say it is unlikely they will vote for their second choice

Q How likely is it you may change your mind and vote for your second choice ?
[asked of all respondents who have a second choice; n=476]

	Very likely	Somewhat likely	Not very likely	Not likely at all	Don't know
May-18 Wave 1	5%	32%	33%	22%	8%
May-18 Wave 2	6%	36%	33%	18%	7%
May-18 Wave 3	3%	31%	39%	18%	9%
May-18 Wave 4	3%	29%	33%	31%	5%

■ May-18 Wave 1   ■ May-18 Wave 2   ■ May-18 Wave 3   ■ May-18 Wave 4

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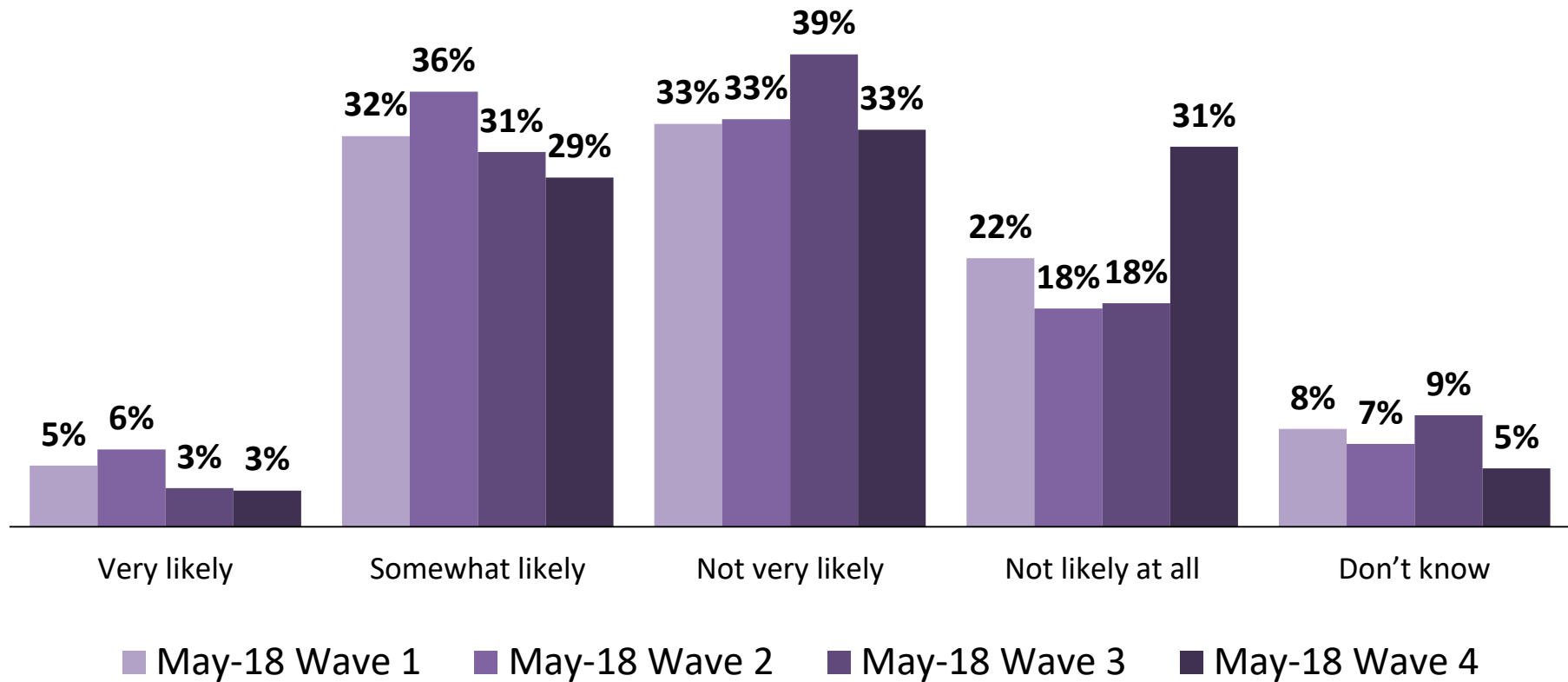
Likelihood by Vote: NDP voters are least likely to switch; Liberal supporters most likely to do so

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; n=800]

- Liberal: **20%**
- Conservative: **31%**
- NDP: **33%**
- Green: **6%**
- Other: **2%**
- Undecided DK: **6%**
- Would not vote None: **2%**

Combined Vote
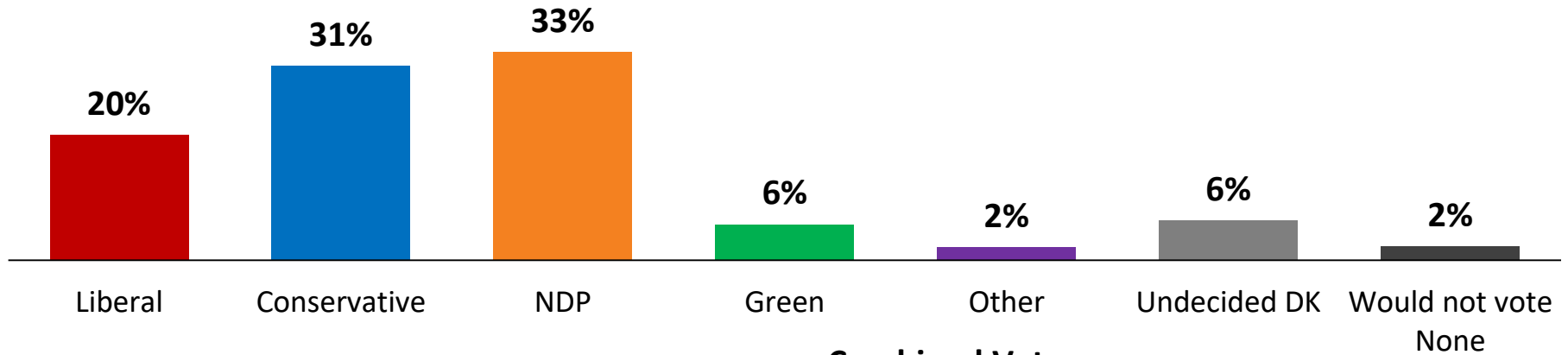
Likelihood to vote 2nd choice	Overall	Liberal	PC	NDP	Green/Other
Very likely	3%	4%	4%	1%	5%
Somewhat likely	29%	42%	26%	21%	32%
Not very likely	33%	30%	32%	36%	25%
Not likely at all	31%	21%	30%	38%	29%
Don't know	5%	2%	8%	4%	8%
Net Likely	-32%	-4%	-33%	-52%	-16%

Likelihood by 2nd Choice: Liberals and Green/Other are least¹⁴ likely to benefit from vote switching

Q And which party would be your second choice?
[asked of all respondents who have a vote choice; n=732]

Liberal	PC	NDP	Green	Other	Undecided/ Don't know	None/ Would not vote
20%	8%	21%	15%	2%	19%	16%
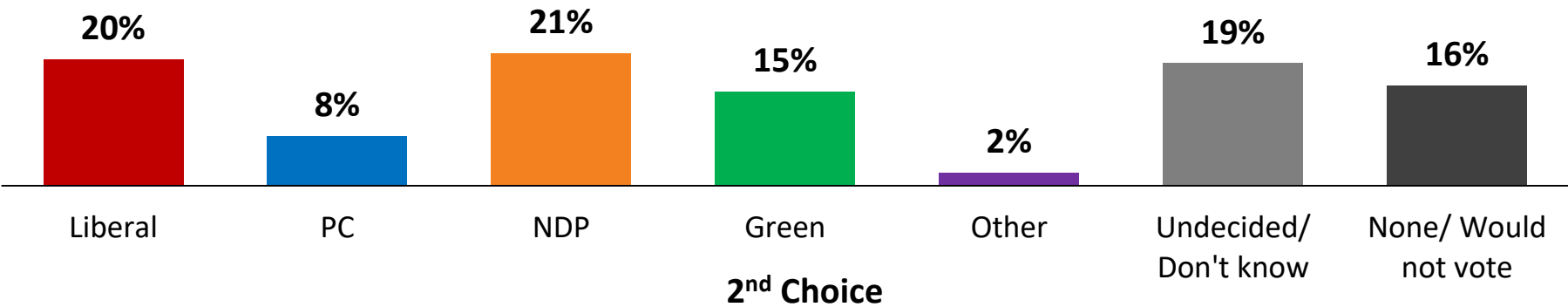
2nd Choice

Likelihood to vote 2nd choice

	Overall	Liberal	PC	NDP	Green/Other
Very likely	3%	0%	8%	3%	4%
Somewhat likely	29%	24%	47%	36%	16%
Not very likely	33%	35%	22%	35%	32%
Not likely at all	31%	36%	16%	21%	44%
Don't know	5%	5%	6%	5%	4%
Net Likely	-32%	-47%	17%	-17%	-56%

"Heard All I Need": More than half say they have heard all they need to make up their mind in this election

Q Which statement is closest to your view about the upcoming provincial election?
[asked of all respondents; n=800]

May-2018 Wave 4	57%	36%	7%
May-2018 Wave 3	47%	47%	6%
May-2018 Wave 1	44%	49%	7%
May 2014	45%	48%	7%
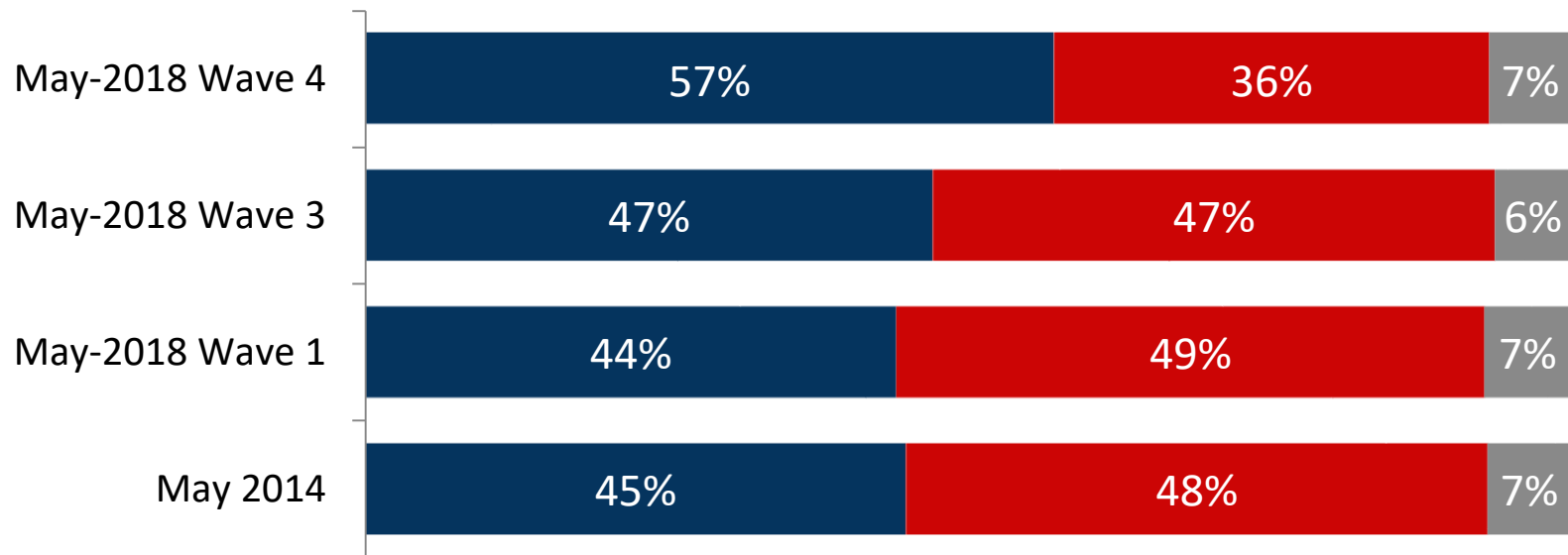
- ■ I have heard all I need to make up my mind in this election
- ■ I would like to hear more before I finally make up my mind in this election
- ■ Don't know

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Satisficing by Vote: PC voters are most likely to have made up their mind

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, n=800]

	20%	31%	33%	6%	2%	6%	2%
	Liberal	Conservative	NDP	Green	Other	Undecided DK	Would not vote None

Combined Vote
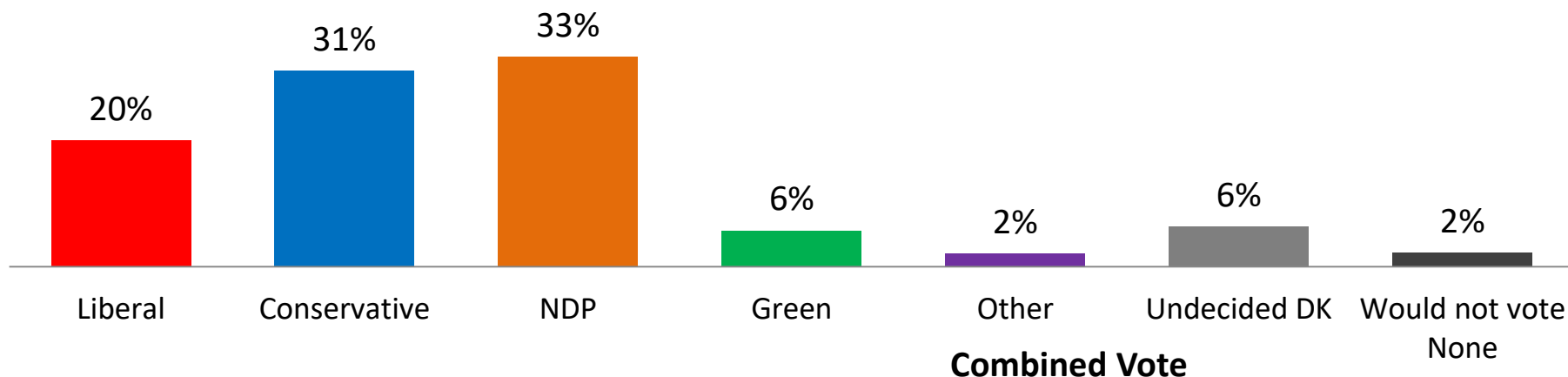
Heard all I need…	Overall	Liberal	PC	NDP	Green/Other
I have heard all I need to make up my mind in this election	57%	57%	67%	59%	48%
I would like to hear more before I finally make up my mind in this election	36%	40%	30%	37%	25%
Don't know	7%	3%	2%	4%	26%

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Battleground Segments (May 2018 Wave 4)

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.

14% — **Core Liberals**

Lib-PC Swing — **4%**

Lib-NDP Swing — **10%**

16% — **Unaligned**

Core Tories — **25%**

Core NDP — **26%**

5% — **PC-NDP Swing**

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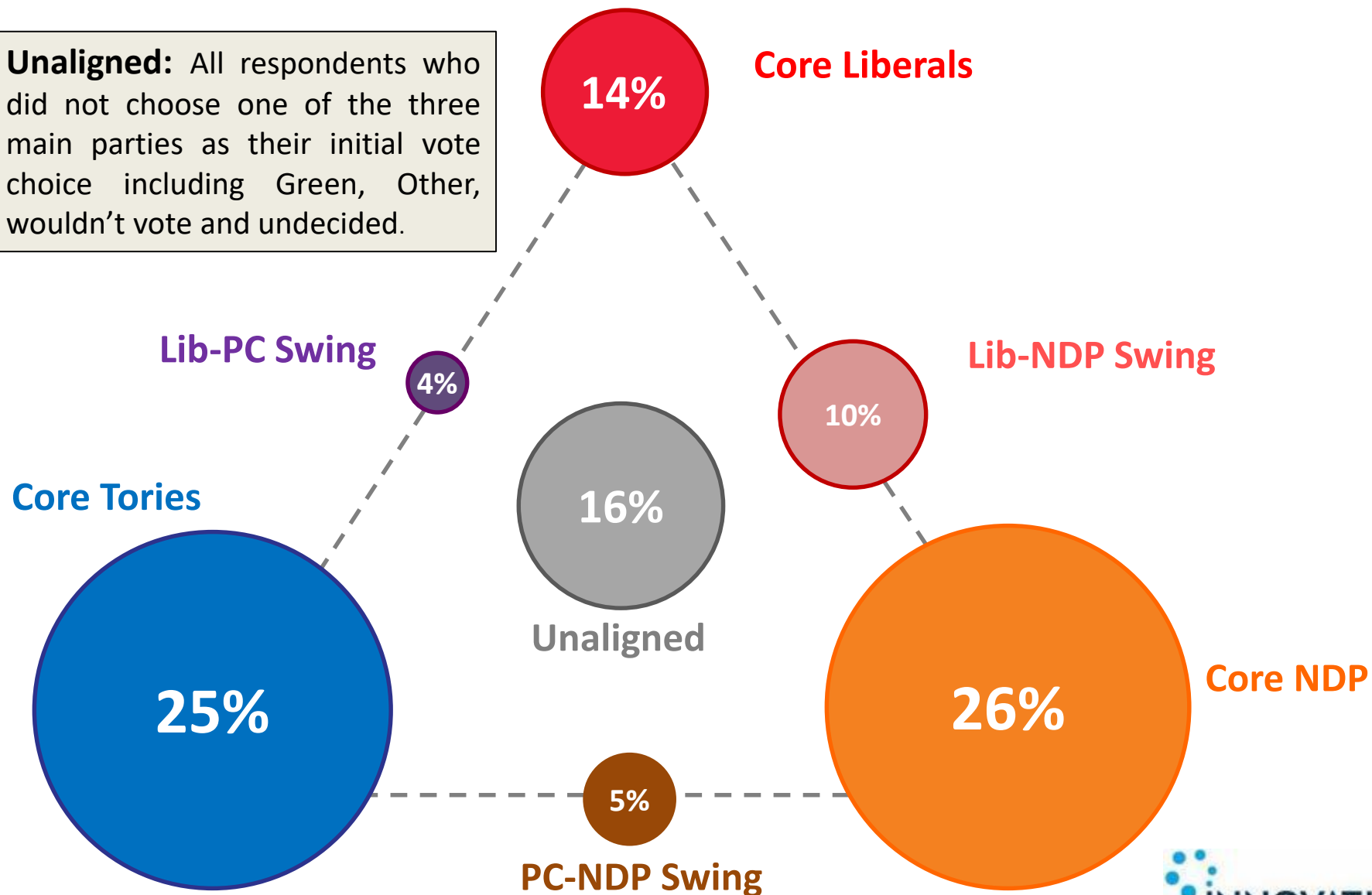
Party Voter Pools: NDP have the largest battleground and least opposition; NDP base the same size as PCs

[Based on respondents' vote choice, second choice, and whether or not they say they have heard all they need or would like to heard more before making up their minds]

Lib Base
14%

Lib Opposition
56%

Lib Battleground
30%

PC Base
25%

PC Opposition
50%

PC Battleground
25%

NDP Base
26%

NDP Opposition
42%

NDP Battleground
32%

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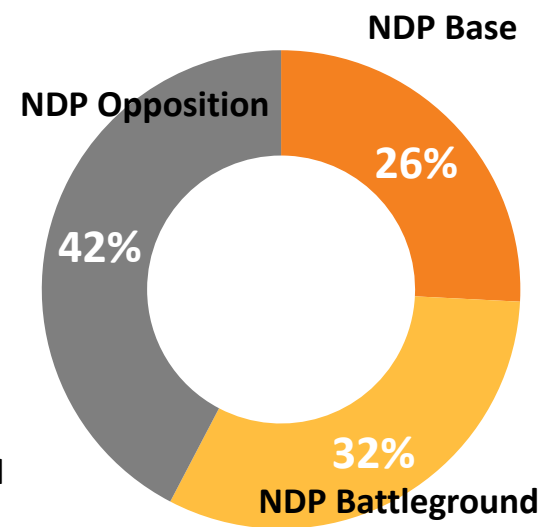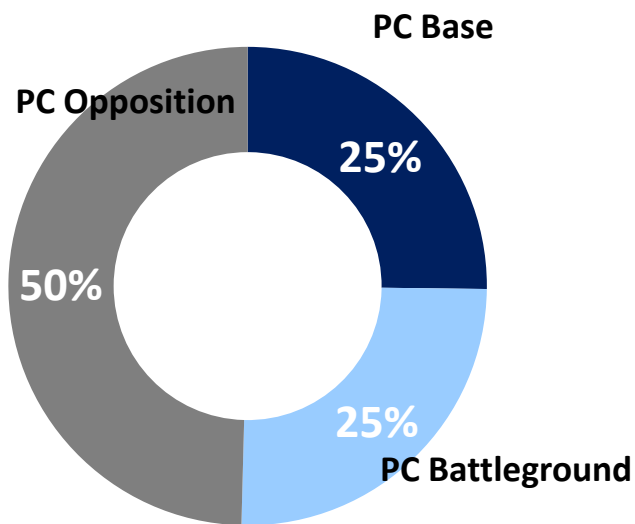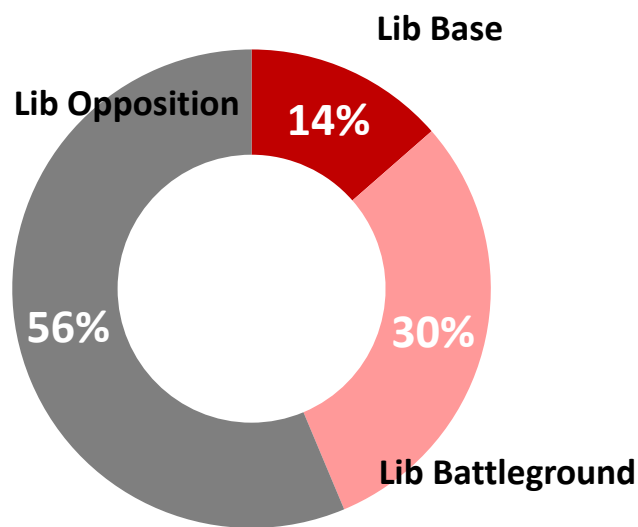
Issue Salience

Issue Salience in Ontario: Health care (42%), cost of living (41%) and jobs (30%) consistently top issues for Ontarians

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 W1, ON n=1,000; May 2018 W4, ON n=1,000]

May W1 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%	2%	4%
First Nations issues	1%	2%	2%	3%

■ Most important ■ Second most important ■ Third most important

May W4 2018

Issue	Most important issue	Second most important issue	Third most important issue	Total important
Health care	18%	13%	11%	42%
The cost of living	17%	14%	11%	41%
Jobs and economic development	10%	10%	10%	30%
Taxes	7%	11%	10%	28%
Government spending	10%	8%	7%	25%
Affordable housing	7%	7%	7%	21%
The gap between rich and poor	7%	8%	6%	21%
Open and honest government	5%	6%	9%	20%
Environment	6%	5%	6%	17%
Energy	2%	4%	4%	9%
Transportation	2%	2%	4%	8%
K-12 education	2%	2%	3%	8%
Support for disadvantaged people	2%	2%	2%	7%
Crime	2%	3%	3%	7%
Post-secondary education	1%	2%	3%	6%
First Nations issues	1%	2%	2%	4%

■ Most important issue ■ Second most important issue ■ Third most important issue

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

Note: 'Don't know' (1%) not shown. 'Open and honest govt.' added.

Ontario Issues by Party ID: Health care and cost of living are top issues for Libs and NDP; for PCs, spending and taxes

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=1,000]

Ontario Liberals

Issue	1st	2nd	3rd	Not an issue
Health care	22%	16%	12%	51%
The cost of living	13%	15%	9%	64%
Jobs and economic development	11%	12%	7%	70%
Taxes	6%	9%	10%	76%
Environment	8%	6%	9%	76%
The gap between rich and poor	9%	8%	6%	77%
Affordable housing	6%	5%	10%	78%
Open and honest govt	5%	7%	7%	80%
Government spending				84%
Transportation				89%
K-12 education				91%
Energy				91%
Support for disadvantaged people				92%
Crime				94%
Post-secondary education				95%
First Nations issues				96%

Ontario PC

Issue	1st	2nd	3rd	Not an issue
Government spending	22%	16%	8%	55%
Taxes	12%	18%	15%	55%
The cost of living	19%	10%	12%	60%
Health care	18%	12%	10%	60%
Jobs and economic development	10%	12%	14%	64%
Open and honest government	6%	5%	12%	76%
Energy	3%	7%	6%	84%
Affordable housing		6%	4%	89%
The gap between rich and poor				92%
Crime				93%
K-12 education				95%
Environment				95%
Post-secondary education				95%
Support for disadvantaged people				96%
First Nations issues				97%
Transportation				98%

Ontario NDP

Issue	1st	2nd	3rd	Not an issue
Health care	17%	15%	14%	53%
The cost of living	18%	12%	14%	56%
The gap between rich and poor	8%	12%	11%	68%
Affordable housing	10%	15%	5%	69%
Jobs and economic development	9%	6%	8%	77%
Environment	7%	6%	8%	78%
Open and honest government	3%	5%	7%	85%
Government spending		8%	5%	85%
Taxes				86%
Support for disadvantaged people				88%
K-12 education				89%
Post-secondary education				91%
Crime				92%
Transportation				93%
First Nations issues				96%
Energy				97%

Unaligned

Issue	1st	2nd	3rd	Not an issue
The cost of living	22%	19%	11%	49%
Health care	13%	11%	10%	66%
Jobs and economic development	10%	7%	12%	72%
Affordable housing	14%	6%	8%	72%
Taxes	4%	12%	8%	76%
The gap between rich and poor	6%	10%	8%	77%
Government spending	8%	7%	7%	79%
Open and accountable government	4%	5%	8%	84%
Environment				87%
Transportation				92%
K-12 education				93%
Energy				93%
Crime				94%
Support for disadvantaged people				94%
First Nations issues				95%
Post-secondary education				95%

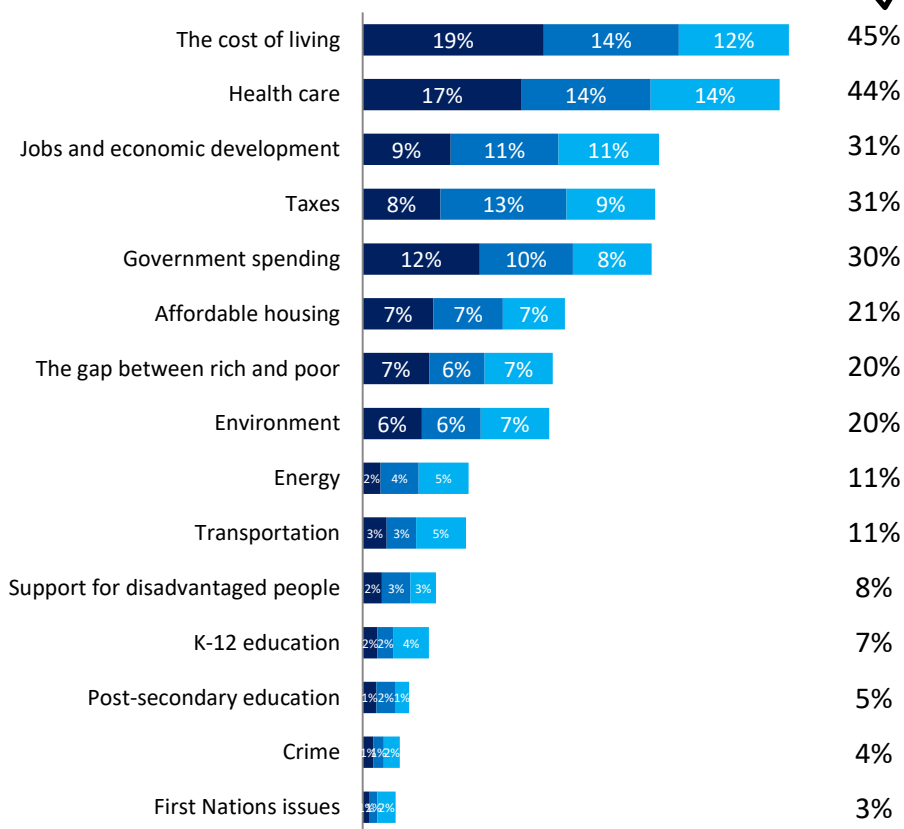# Ontario Issues by Party ID: Health care, cost of living and jobs remain top issues for Liberals

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 W1 2018, ON n=1,000; May W4 2018, ON, n=1,000]
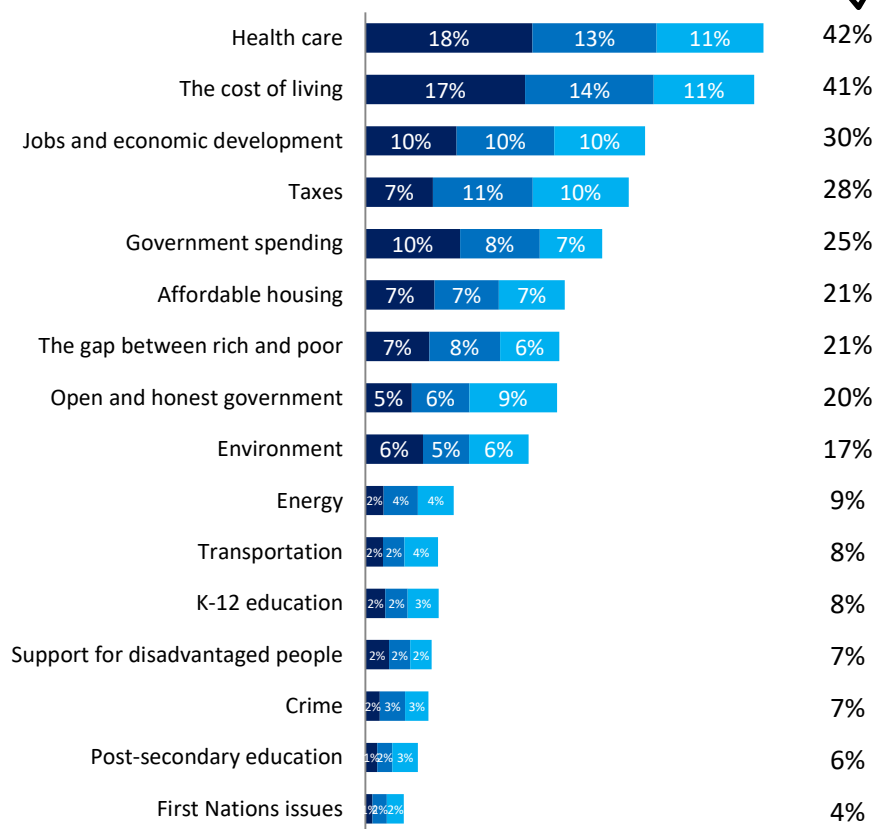
May W1 2018

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		6%		88%
Support for disadvantaged people		4%		89%
Energy		5%		90%
K-12 education		6%		90%
Post-secondary education		1%		93%
Crime	1%			96%
First Nations issues	2%			96%

May W4 2018

Issue	1st	2nd	3rd	Not an issue
Health care	22%	16%	12%	51%
The cost of living	13%	15%	9%	64%
Jobs and economic development	11%	12%	7%	70%
Taxes	6%	9%	10%	76%
Environment	8%	6%	9%	76%
The gap between rich and poor	9%	8%	6%	77%
Affordable housing	6%		10%	78%
Open and honest govt	6%	7%	7%	80%
Government spending	5%		6%	84%
Transportation		5%		89%
K-12 education		4%		91%
Energy		3%		91%
Support for disadvantaged people		3%		92%
Crime	3%			94%
Post-secondary education	3%			95%
First Nations issues	2%			96%

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

Note: 'Open and honest govt.' added.

Ontario Issues by Party ID: Consistent top issues for PCs are spending, taxes and cost of living
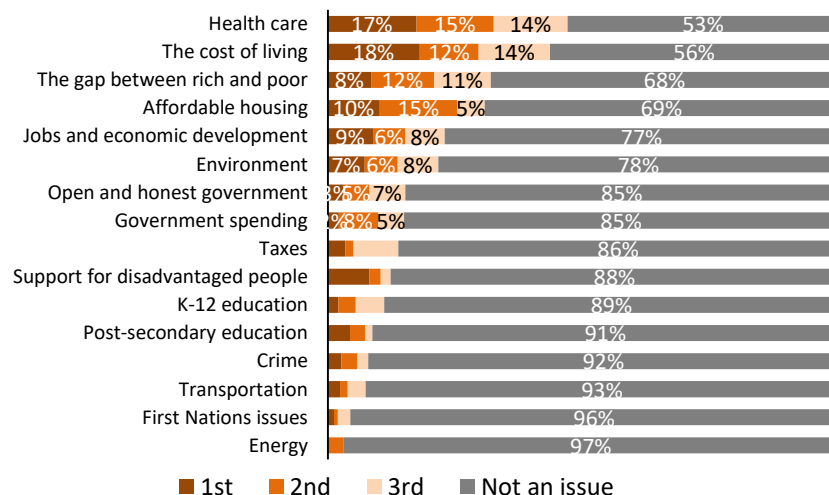
Q Now we would like to ask you a few questions about living in **Ontario.** Thinking of the following list of issues, which of those issues is the MOST important to you? And which is the next important? [2x] BY Party ID
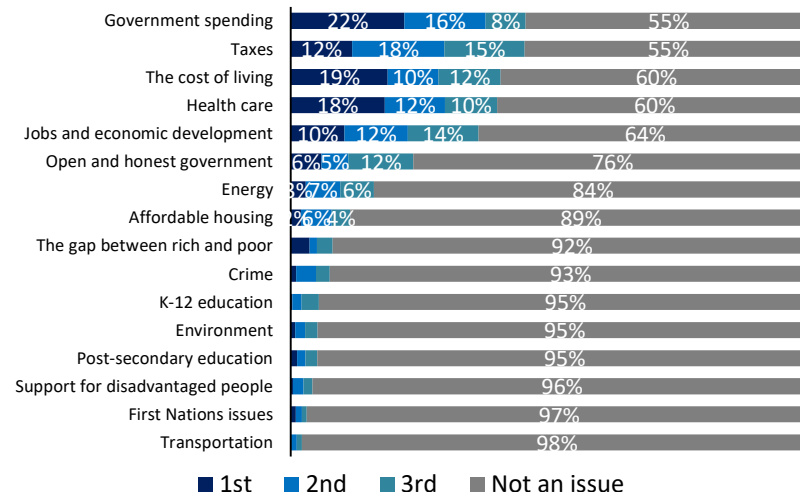
[asked of all respondents; May W1 2018, ON n=1,000; May W4 2018, ON, n=XXX]

May W1 2018

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			7%	82%
Affordable housing				88%
The gap between rich and poor				92%
Environment				92%
Transportation				93%
Crime				95%
K-12 education				96%
Support for disadvantaged people				97%
Post-secondary education				97%
First Nations issues				98%

May W4 2018

Issue	1st	2nd	3rd	Not an issue
Government spending	22%	16%	8%	55%
Taxes	12%	18%	15%	55%
The cost of living	19%	10%	12%	60%
Health care	18%	12%	10%	60%
Jobs and economic development	10%	12%	14%	64%
Open and honest government		12%		76%
Energy		6%		84%
Affordable housing				89%
The gap between rich and poor				92%
Crime				93%
K-12 education				95%
Environment				95%
Post-secondary education				95%
Support for disadvantaged people				96%
First Nations issues				97%
Transportation				98%

■ 1st ■ 2nd ■ 3rd ■ Not an issue

Note: 'Open and honest govt.' added.

Ontario Issues by Party ID: Top issues for NDP are health care and cost of living; environment now in top three

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=1,000]

May W1 2018

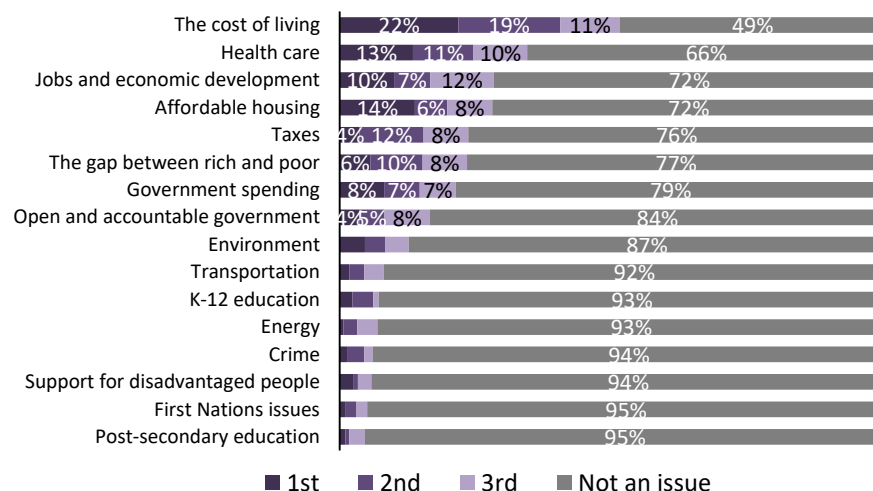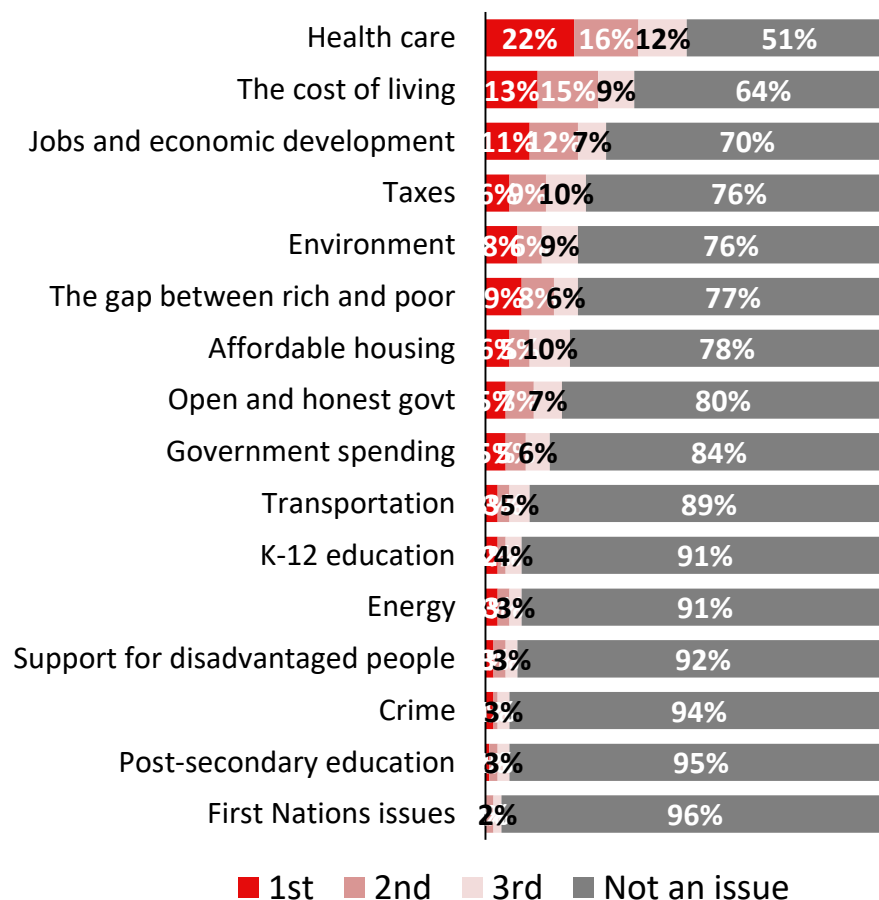| Issue	1st	2nd	3rd	Not an issue
Health care	17%	15%	14%	53%
The cost of living	18%	12%	14%	56%
The gap between rich and poor	8%	12%	11%	68%
Affordable housing	10%	15%	5%	69%
Jobs and economic development	9%	6%	8%	77%
Environment	7%	6%	8%	78%
Open and honest government		5%	7%	85%
Government spending	2%		5%	85%
Taxes		2%	9%	86%
Support for disadvantaged people	3%		2%	88%
K-12 education	3%		6%	89%
Post-secondary education	3%		1%	91%
Crime	2%		2%	92%
Transportation			4%	93%
First Nations issues			2%	96%
Energy	0%			97%

May W4 2018

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%		9%	80%
Support for disadvantaged people	3%		3%	84%
Transportation	4%		8%	85%
Taxes	9%		4%	87%
Government spending	2%		5%	90%
Energy	3%			92%
First Nations issues			6%	93%
Post-secondary education	4%			93%
K-12 education	3%			93%
Crime	1%			97%

■ 1st ■ 2nd ■ 3rd ■ Not an issue

Note: 'Open and honest govt.' added.

Ontario Issues by Party ID: For unaligned, cost of living, health care and jobs remain top three issues
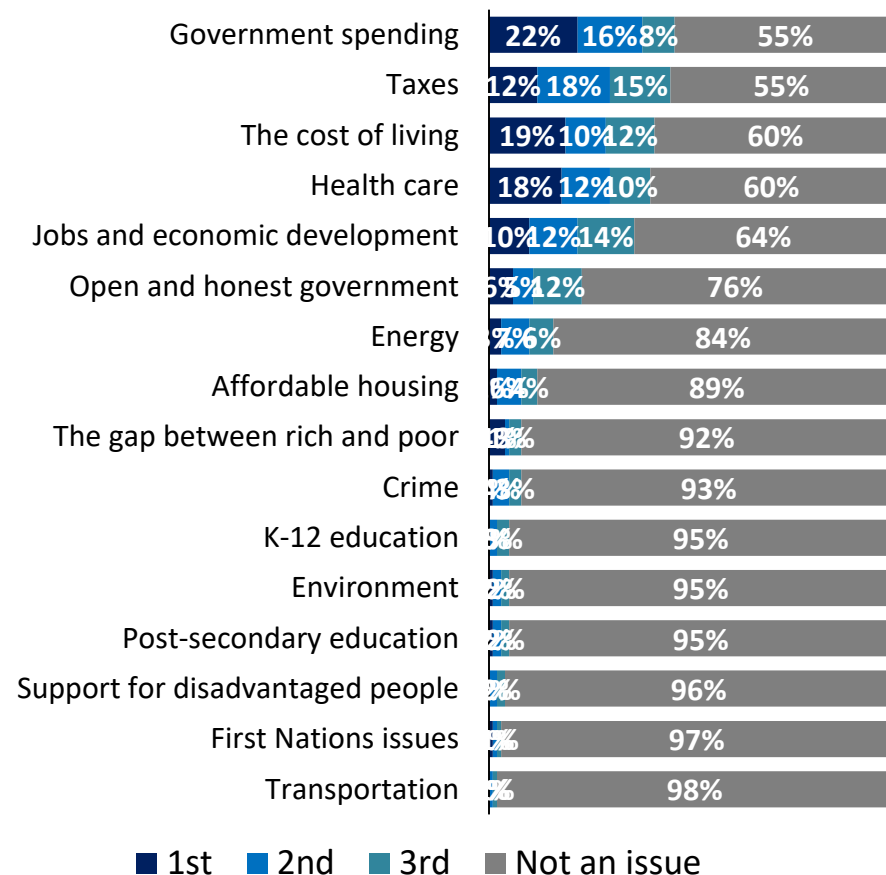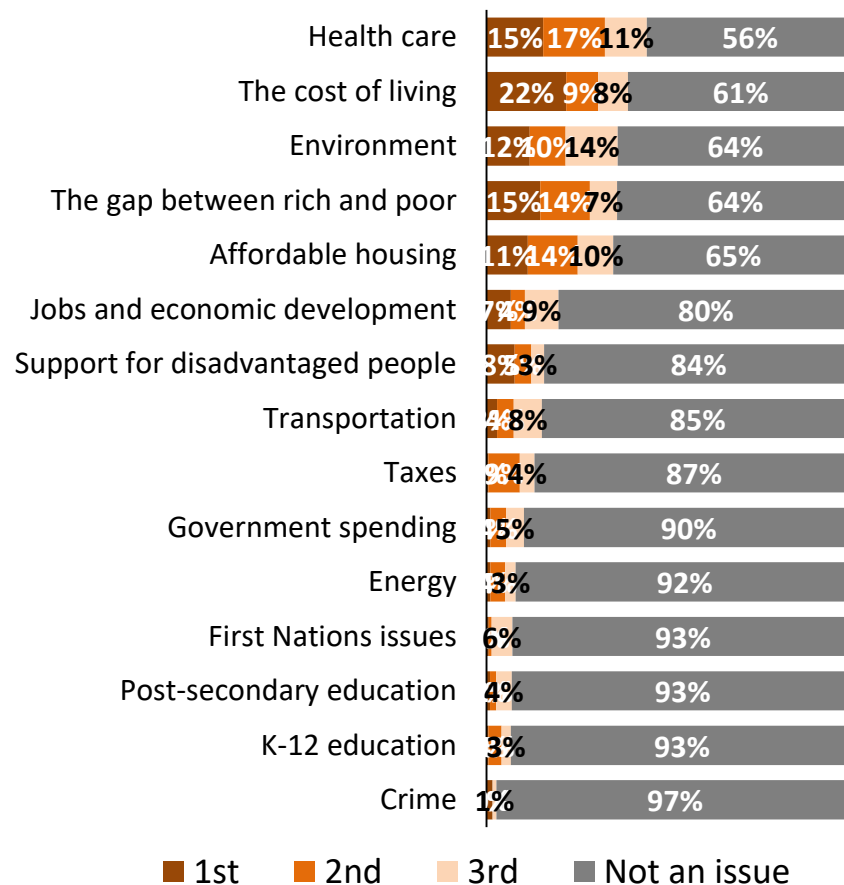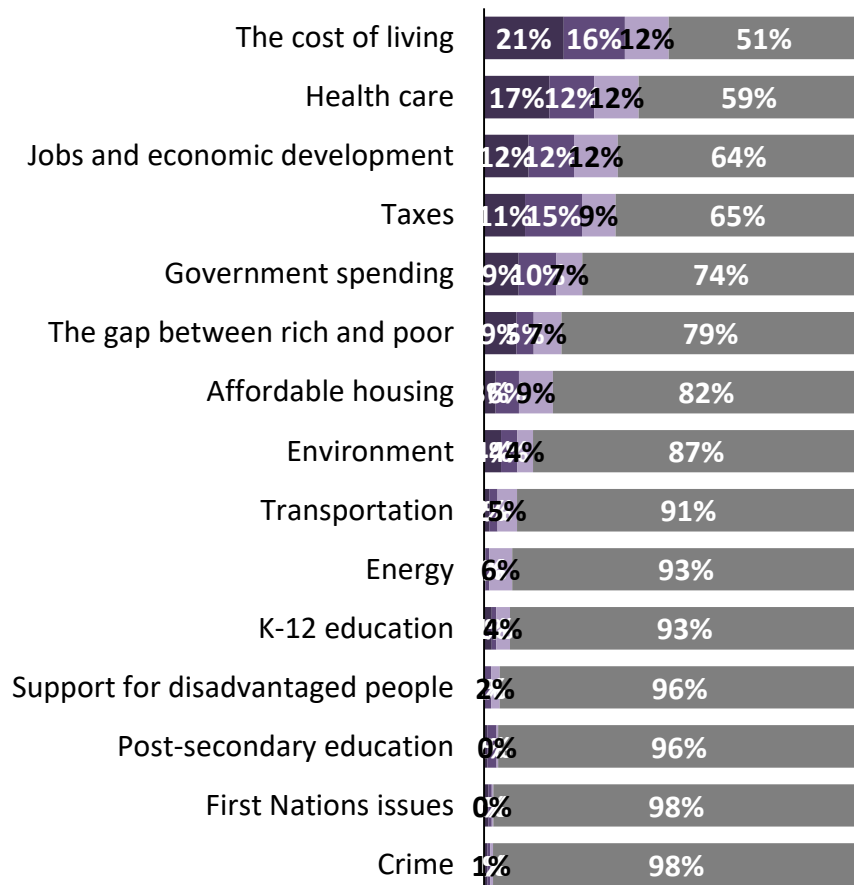
Q Now we would like to ask you a few questions about living in **Ontario.** Thinking of the following list of issues, which of those issues is the MOST important to you? And which is the next important? [2x] BY Party ID
[asked of all respondents; May 2018, ON n=1,000]

May W1 2018

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			9%	82%
Environment		4%		87%
Transportation		5%		91%
Energy	6%			93%
K-12 education	4%			93%
Support for disadvantaged people	2%			96%
Post-secondary education	0%			96%
First Nations issues	0%			98%
Crime	1%			98%

May W4 2018

Issue	1st	2nd	3rd	Not an issue
The cost of living	22%	19%	11%	49%
Health care	13%	11%	10%	66%
Jobs and economic development	10%	7%	12%	72%
Affordable housing	14%	6%	8%	72%
Taxes	9%	12%	8%	76%
The gap between rich and poor	5%	10%	8%	77%
Government spending	8%	7%	7%	79%
Open and accountable government	4%	5%	8%	84%
Environment	5%	4%		87%
Transportation	3%	4%		92%
K-12 education	3%	1%		93%
Energy	4%			93%
Crime	2%			94%
Support for disadvantaged people	3%			94%
First Nations issues	2%			95%
Post-secondary education	3%			95%

■ 1st ■ 2nd ■ 3rd ■ Not an issue

Note: 'Open and honest govt.' added.

Party Leaders

Leader Favourables: More than 4-in-10 have very unfavourable opinions of Wynne and Ford

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; n=800]
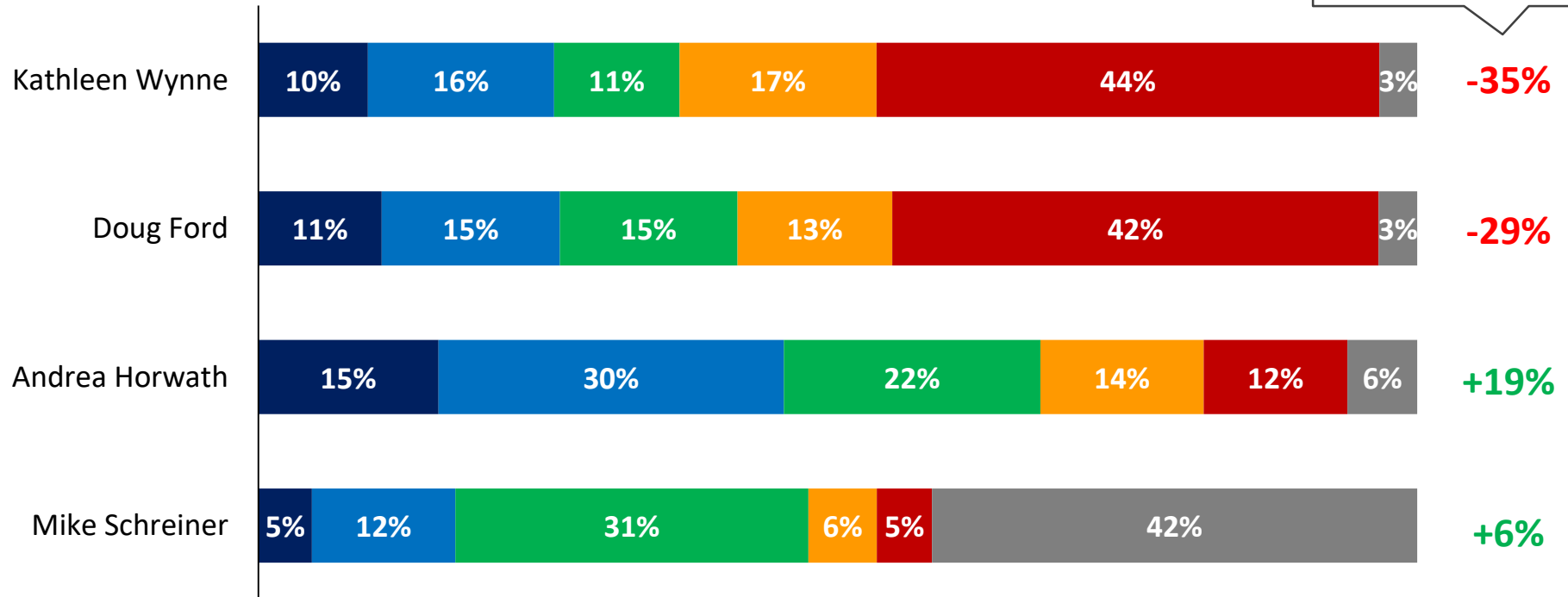
Net Favourability

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourability
Kathleen Wynne	10%	16%	11%	17%	44%	3%	**-35%**
Doug Ford	11%	15%	15%	13%	42%	3%	**-29%**
Andrea Horwath	15%	30%	22%	14%	12%	6%	**+19%**
Mike Schreiner	5%	12%	31%	6%	5%	42%	**+6%**

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

INNOVATIVE RESEARCH GROUP

Kathleen Wynne: Wynne's reviews are marginally more favourable since the final debate

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; n=800]

Net Favourability

	Very favourable	Somewhat favourable	Neither	Somewhat unfavourable	Very unfavourable	Don't know	Net Favourability
May '18 W4	10%	16%	11%	17%	44%	3%	-35%
May '18 W3	7%	17%	13%	15%	46%	3%	-37%
May '18 W2	6%	15%	14%	16%	46%	4%	-41%
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

INNOVATIVE RESEARCH GROUP
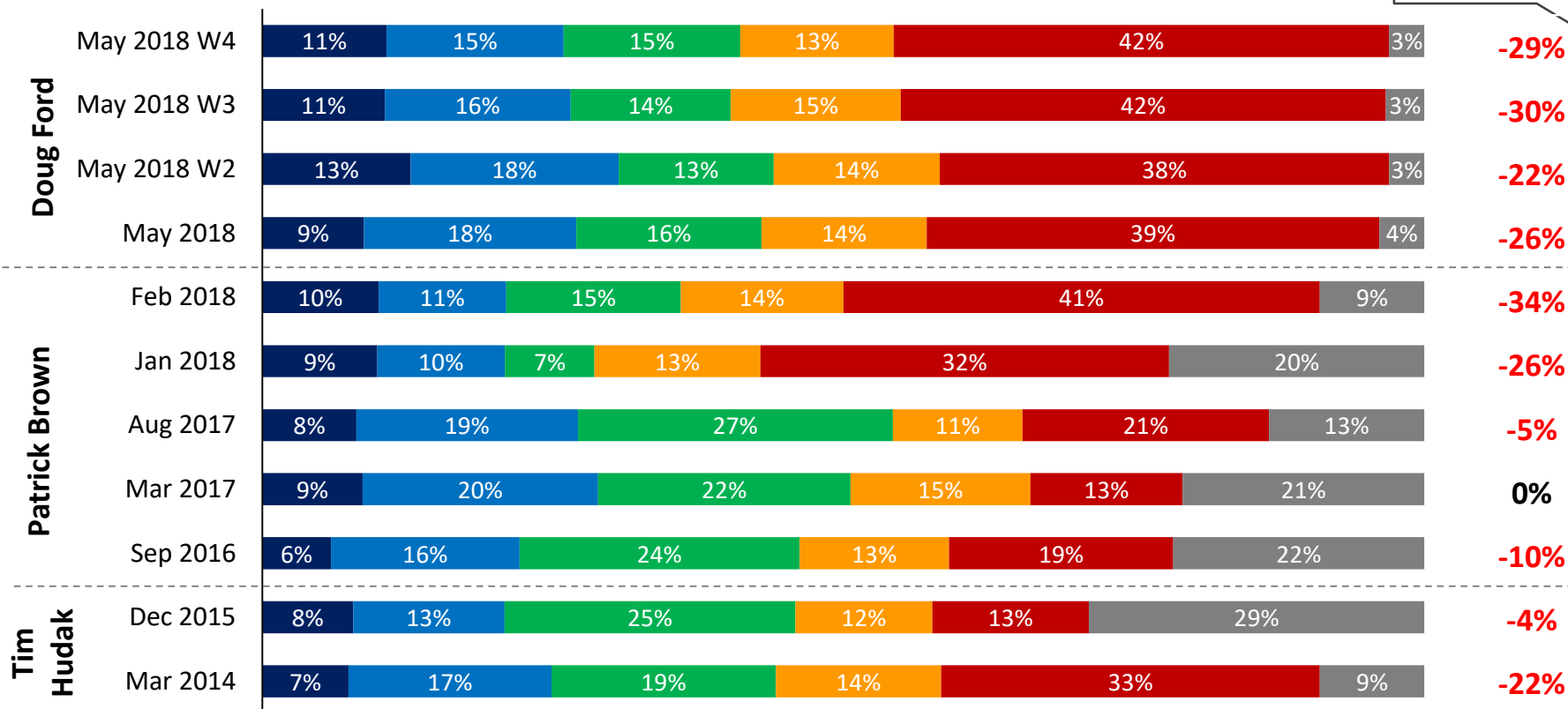
Doug Ford: Final debate did not have any impact on Ford's favourability

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; n=800]

Net Favourability

Doug Ford

	Very favourable	Somewhat favourable	Neither	Somewhat unfavourable	Very unfavourable	Don't know	Net
May 2018 W4	11%	15%	15%	13%	42%	3%	**-29%**
May 2018 W3	11%	16%	14%	15%	42%	3%	**-30%**
May 2018 W2	13%	18%	13%	14%	38%	3%	**-22%**
May 2018	9%	18%	16%	14%	39%	4%	**-26%**

Patrick Brown

Feb 2018	10%	11%	15%	14%	41%	9%	**-34%**
Jan 2018	9%	10%	7%	13%	32%	20%	**-26%**
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%**

Tim Hudak

Dec 2015	8%	13%	25%	12%	13%	29%	**-4%**
Mar 2014	7%	17%	19%	14%	33%	9%	**-22%**

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

INNOVATIVE RESEARCH GROUP

Andrea Horwath: Horwath's net favourability declines post-debate due to increase in unfavourable opinion

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; n=800]
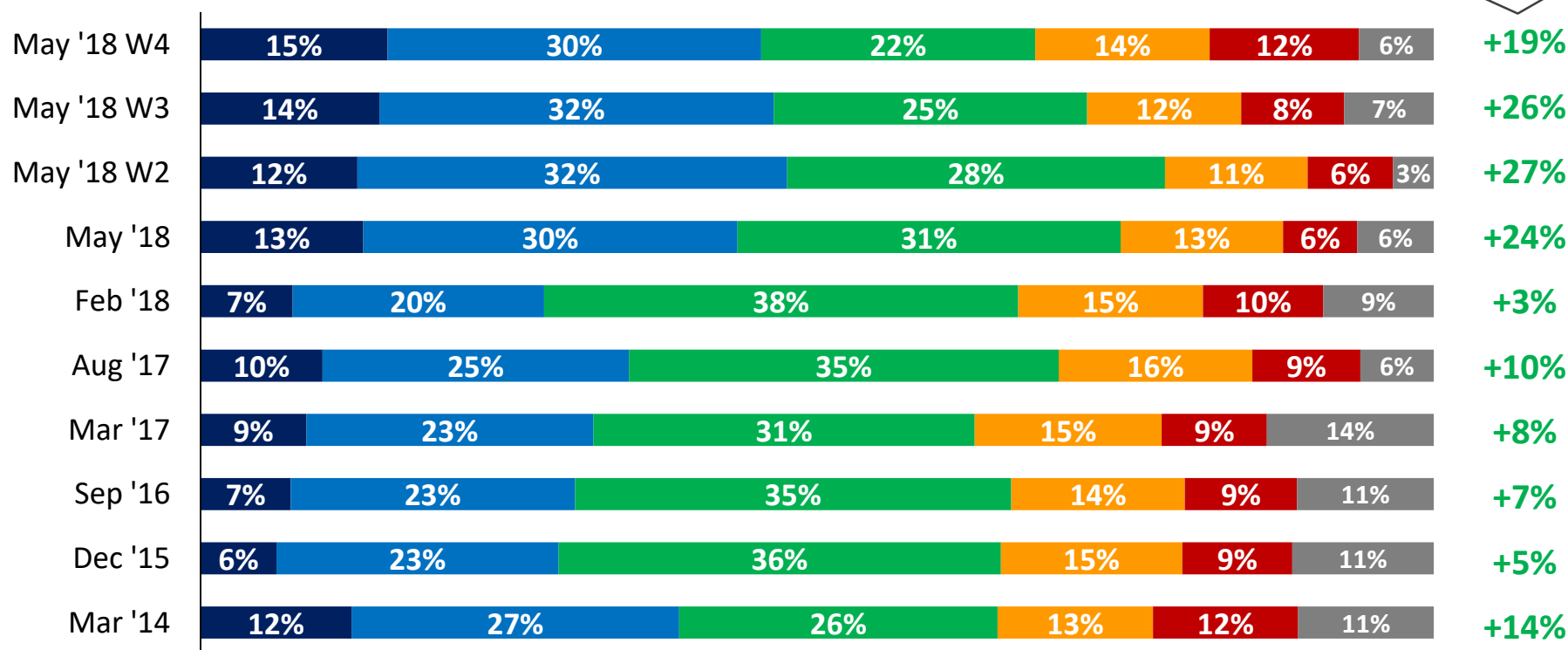
Net Favourability

Date	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourability
May '18 W4	15%	30%	22%	14%	12%	6%	+19%
May '18 W3	14%	32%	25%	12%	8%	7%	+26%
May '18 W2	12%	32%	28%	11%	6%	3%	+27%
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%

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

INNOVATIVE RESEARCH GROUP

Mike Schreiner: Marginal improvement in net favourability for Schreiner as recognition increases

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; n=800]
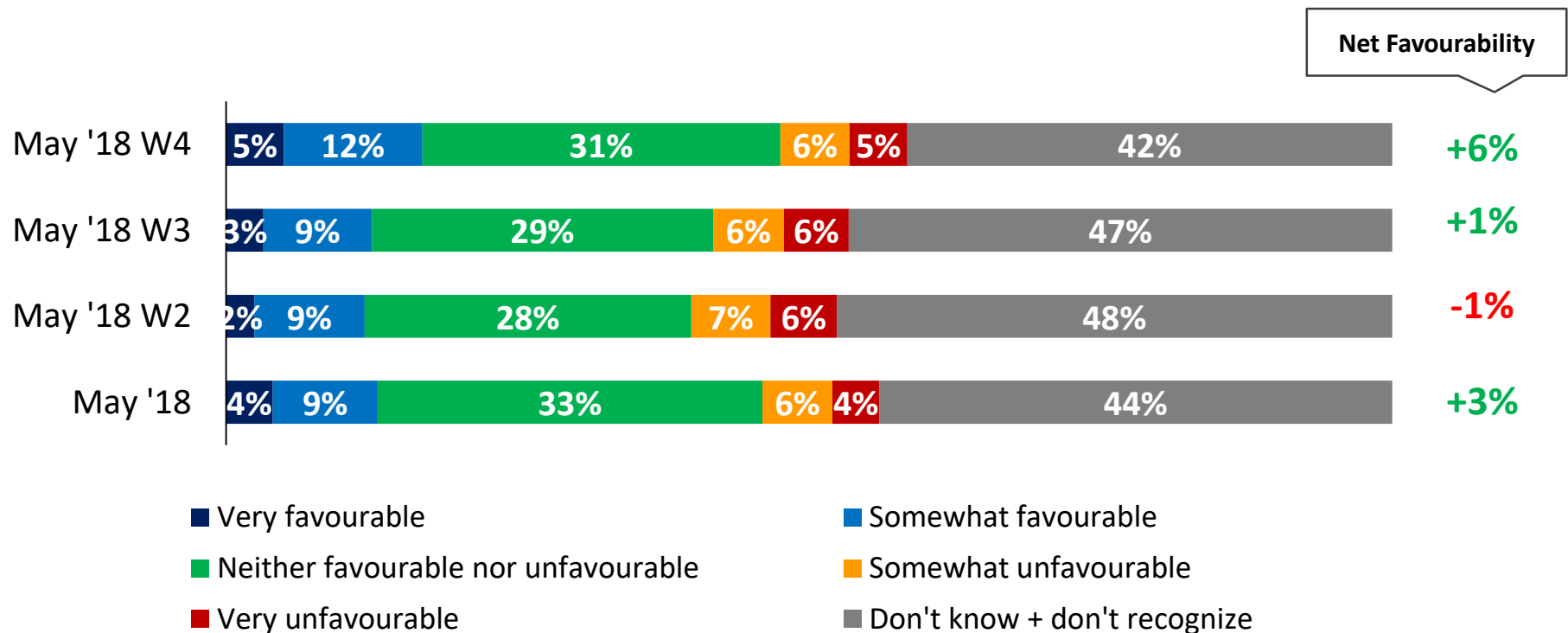
Net Favourability

	Very favourable	Somewhat favourable	Neither	Somewhat unfavourable	Very unfavourable	Don't know	Net
May '18 W4	5%	12%	31%	6%	5%	42%	+6%
May '18 W3	3%	9%	29%	6%	6%	47%	+1%
May '18 W2	2%	9%	28%	7%	6%	48%	-1%
May '18	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

INNOVATIVE RESEARCH GROUP
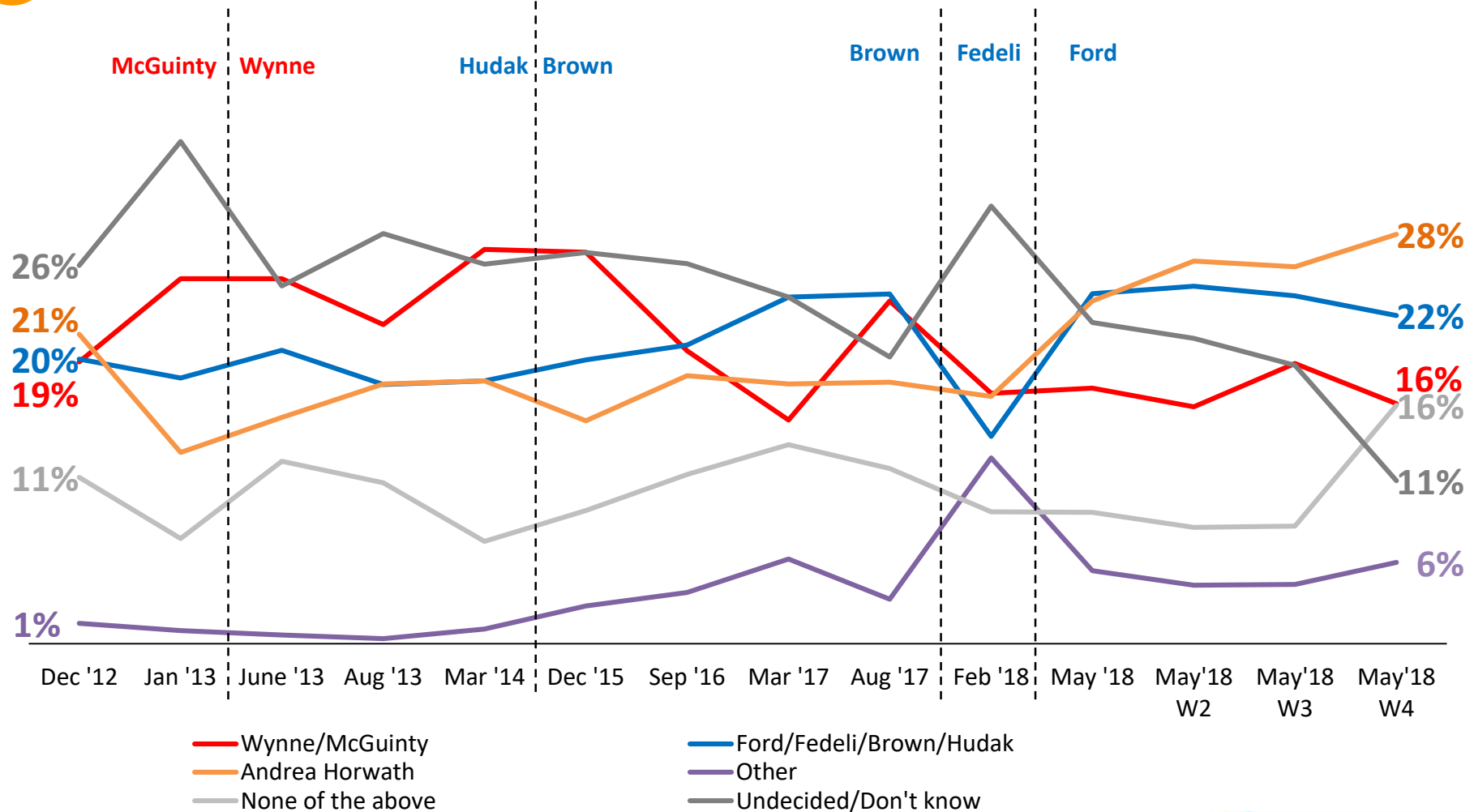
Attributes: Doug Ford now leads in all three negative attributes; Horwath up across the board

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]

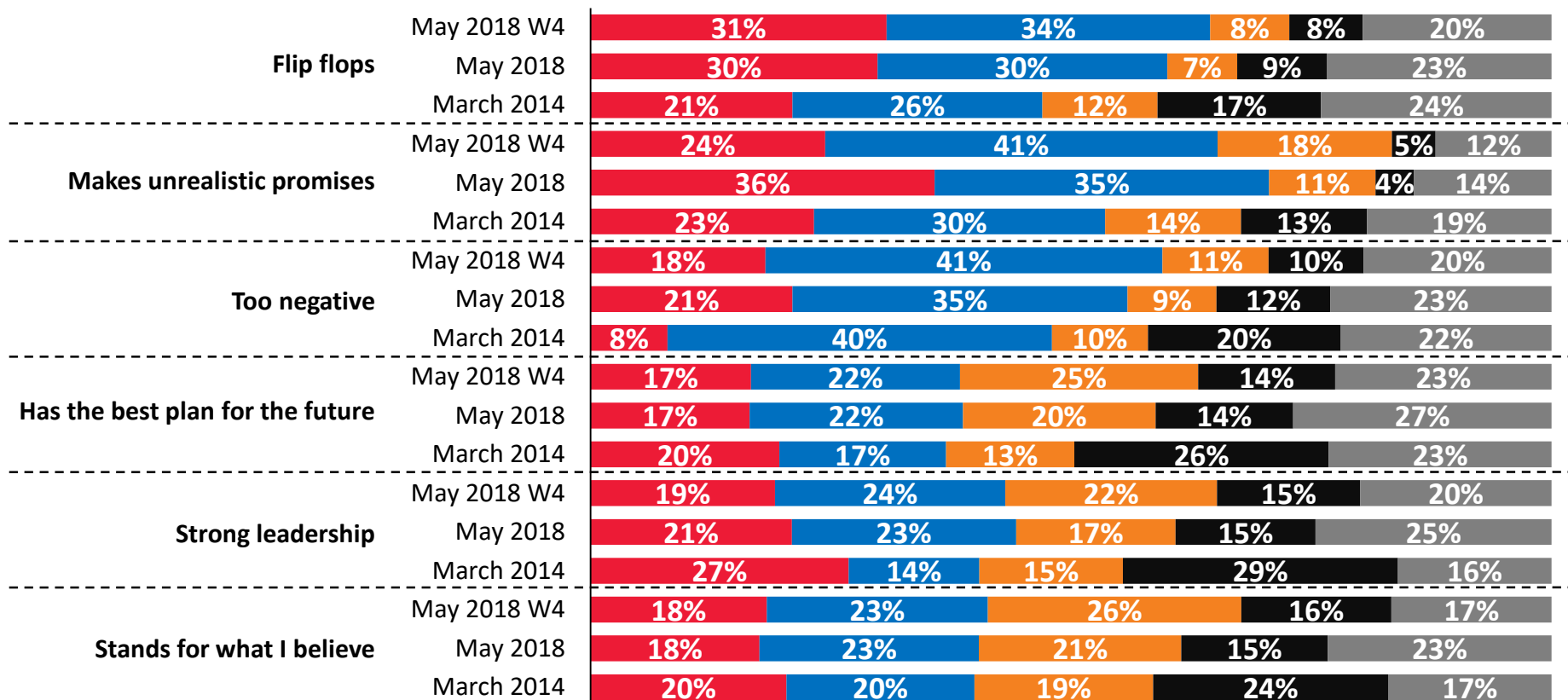|		Kathleen Wynne, Liberal	Doug Ford/Tim Hudak, PC	Andrea Horwath, NDP	None of them stand out	Don't know
Flip flops	May 2018 W4	31%	34%	8%	8%	20%
	May 2018	30%	30%	7%	9%	23%
	March 2014	21%	26%	12%	17%	24%
Makes unrealistic promises	May 2018 W4	24%	41%	18%	5%	12%
	May 2018	36%	35%	11%	4%	14%
	March 2014	23%	30%	14%	13%	19%
Too negative	May 2018 W4	18%	41%	11%	10%	20%
	May 2018	21%	35%	9%	12%	23%
	March 2014	8%	40%	10%	20%	22%
Has the best plan for the future	May 2018 W4	17%	22%	25%	14%	23%
	May 2018	17%	22%	20%	14%	27%
	March 2014	20%	17%	13%	26%	23%
Strong leadership	May 2018 W4	19%	24%	22%	15%	20%
	May 2018	21%	23%	17%	15%	25%
	March 2014	27%	14%	15%	29%	16%
Stands for what I believe	May 2018 W4	18%	23%	26%	16%	17%
	May 2018	18%	23%	21%	15%	23%
	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

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Attributes: Horwath up on every attribute except integrity where she still leads Ford and Wynne by a large margin

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	Wave	Kathleen Wynne, Liberal	Doug Ford/Tim Hudak, PC	Andrea Horwath, NDP	None of them stand out	Don't know
Cares about people like me	May 2018 W4	16%	23%	29%	16%	16%
	May 2018	15%	20%	26%	17%	21%
	March 2014	19%	14%	23%	28%	17%
Competent	May 2018 W4	20%	21%	26%	14%	19%
	May 2018	20%	18%	23%	14%	25%
	March 2014	28%	17%	17%	22%	16%
Integrity	May 2018 W4	15%	16%	31%	18%	21%
	May 2018	14%	16%	32%	16%	23%
Will deliver practical changes that will benefit me	May 2018 W4	13%	26%	27%	14%	19%
	May 2018	16%	25%	21%	14%	25%
Is being honest about the challenges facing Ontario	May 2018 W4	22%	24%	24%	15%	15%
	May 2018	17%	25%	23%	14%	21%

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

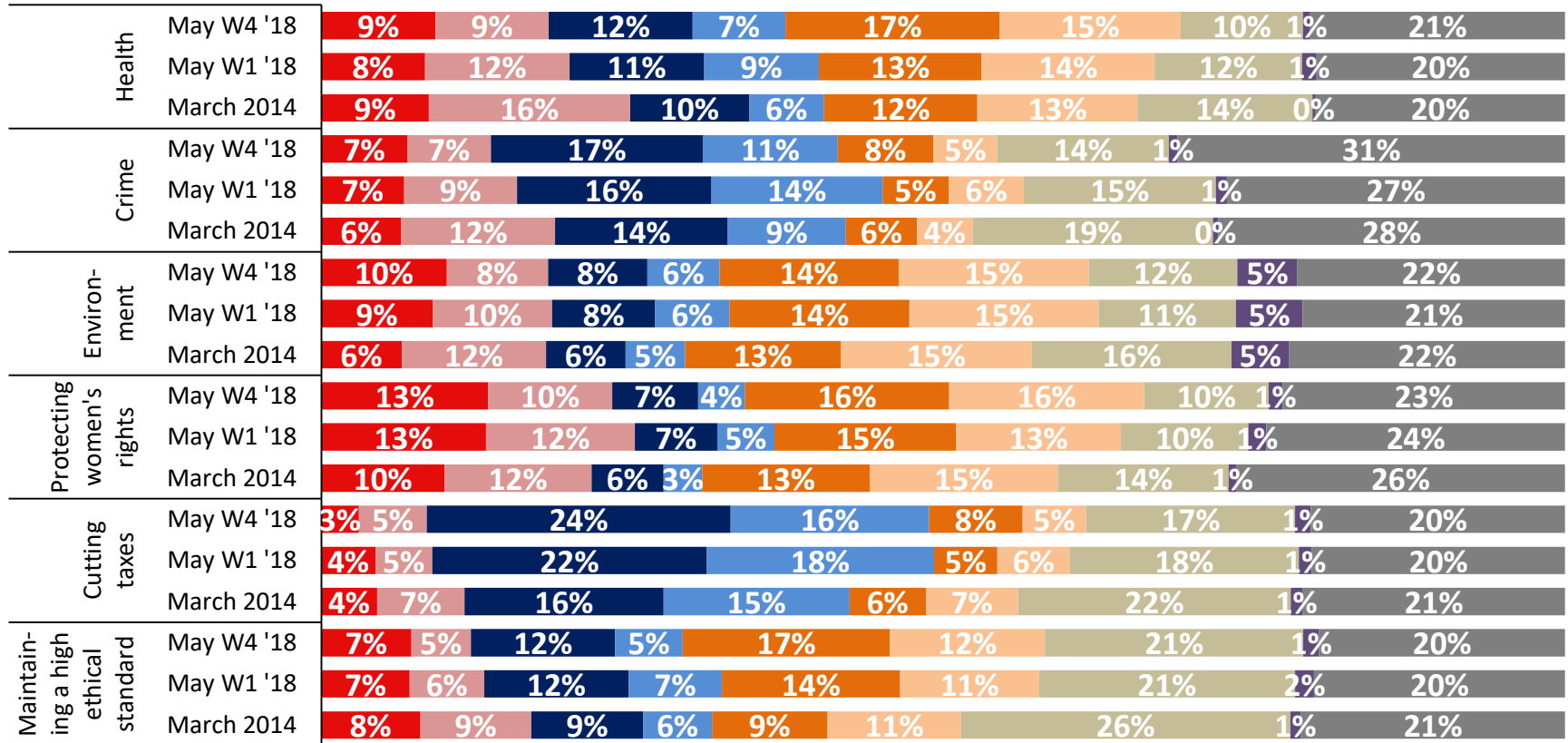INNOVATIVE RESEARCH GROUP
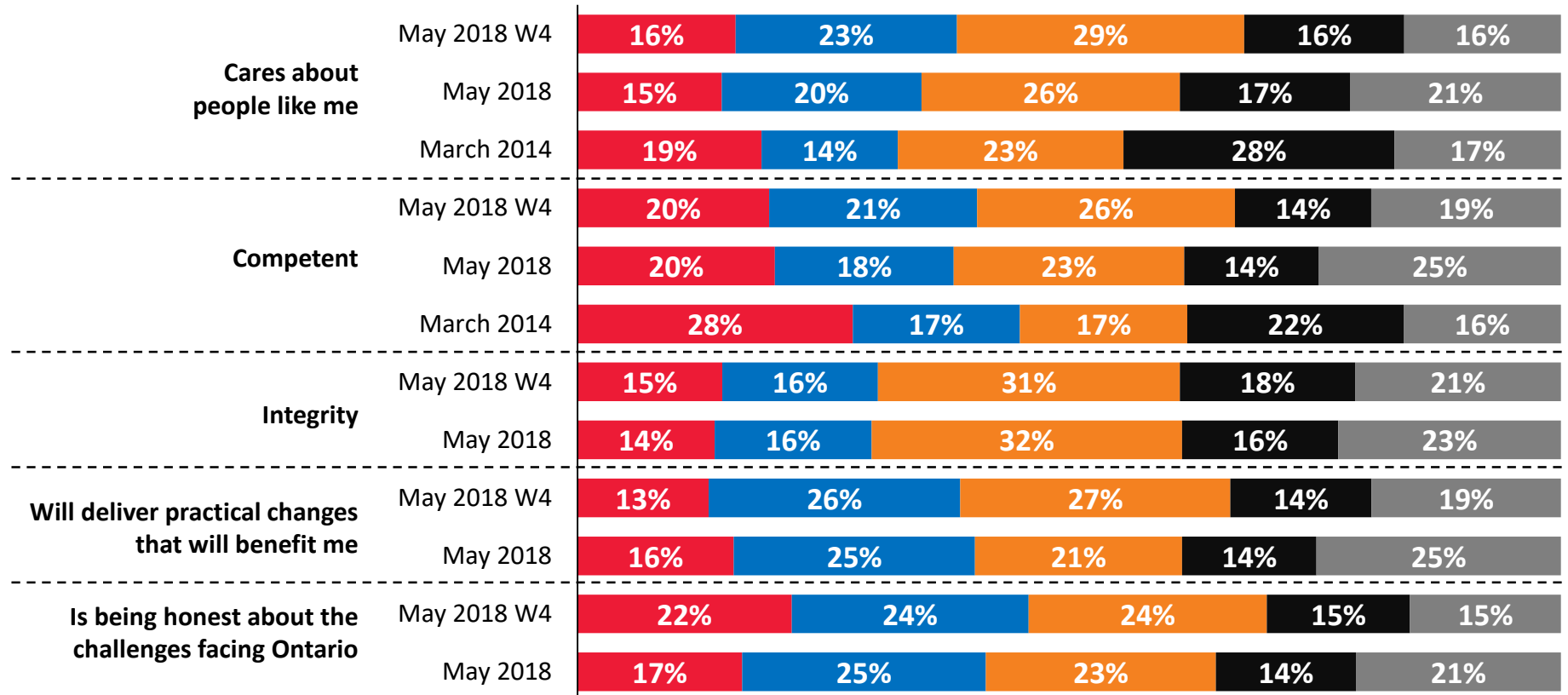
Party Image

Party Attributes Tracking (1 of 2): PCs strongest on cutting taxes; NDP gain on health and ethical standard

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 W4 2018 Ontario, n=1,000]

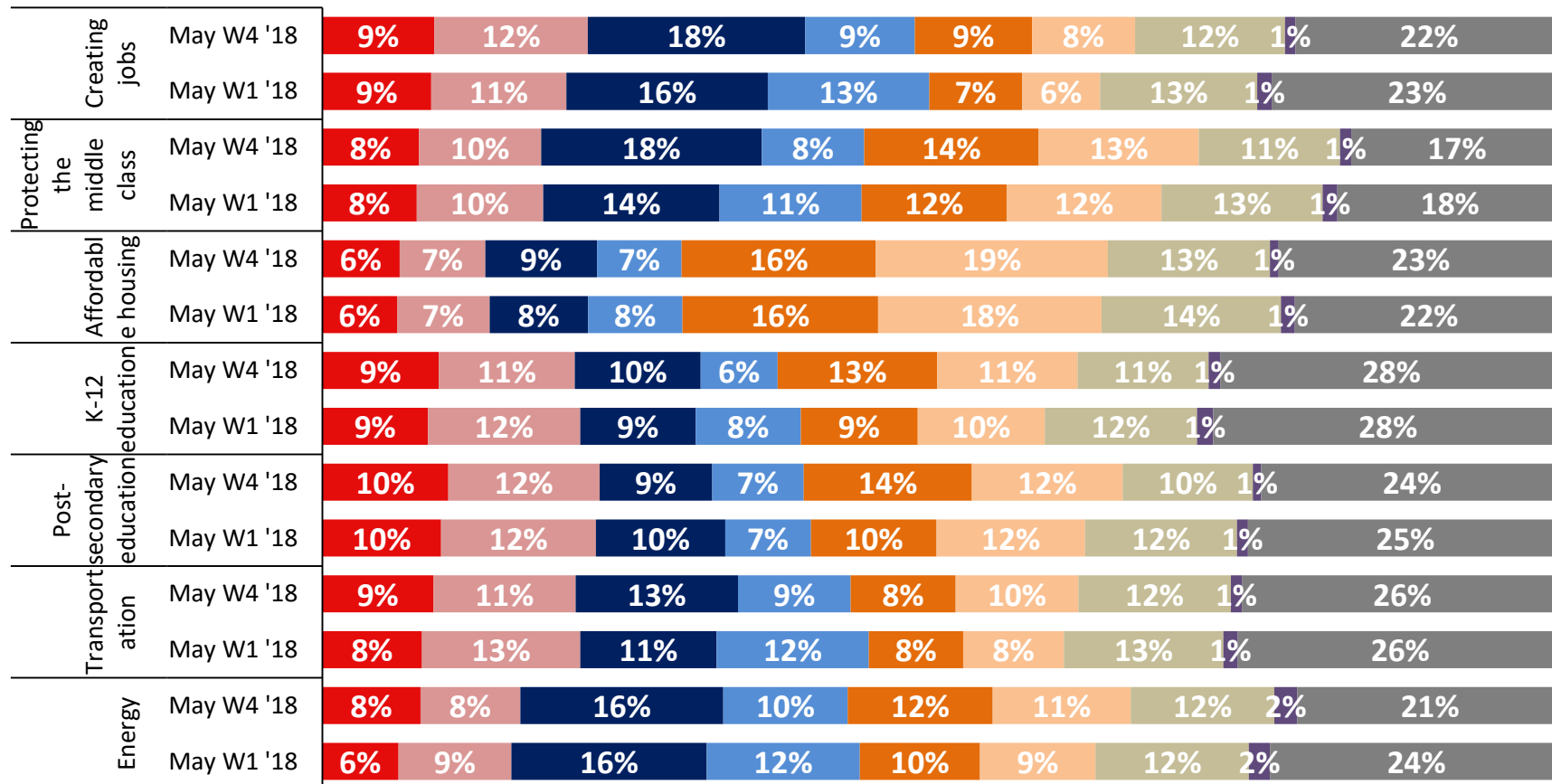| Issue	Period	Ontario Liberals much better	Ontario Liberals somewhat better	Ontario PCs much better	Ontario PCs somewhat better	Ontario NDP much better	Ontario NDP somewhat better	None	Other	Don't know
Health	May W4 '18	9%	9%	12%	7%	17%	15%	10%	1%	21%
Health	May W1 '18	8%	12%	11%	9%	13%	14%	12%	1%	20%
Health	March 2014	9%	16%	10%	6%	12%	13%	14%	0%	20%
Crime	May W4 '18	7%	7%	17%	11%	8%	5%	14%	1%	31%
Crime	May W1 '18	7%	9%	16%	14%	5%	6%	15%	1%	27%
Crime	March 2014	6%	12%	14%	9%	6%	4%	19%	0%	28%
Environment	May W4 '18	10%	8%	8%	6%	14%	15%	12%	5%	22%
Environment	May W1 '18	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 W4 '18	13%	10%	7%	4%	16%	16%	10%	1%	23%
Protecting women's rights	May W1 '18	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 W4 '18	3%	5%	24%	16%	8%	5%	17%	1%	20%
Cutting taxes	May W1 '18	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 W4 '18	7%	5%	12%	5%	17%	12%	21%	1%	20%
Maintaining a high ethical standard	May W1 '18	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%

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Party Attributes (2 of 2): NDP strongest party on education, PCs highest on energy, Liberals don't lead on any issue

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 W4 2018 Ontario, n=1,000]

Issue	Wave	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	May W4 '18	9%	12%	18%	9%	9%	8%	12%	1%	22%
Creating jobs	May W1 '18	9%	11%	16%	13%	7%	6%	13%	1%	23%
Protecting the middle class	May W4 '18	8%	10%	18%	8%	14%	13%	11%	1%	17%
Protecting the middle class	May W1 '18	8%	10%	14%	11%	12%	12%	13%	1%	18%
Affordable housing	May W4 '18	6%	7%	9%	7%	16%	19%	13%	1%	23%
Affordable housing	May W1 '18	6%	7%	8%	8%	16%	18%	14%	1%	22%
K-12 education	May W4 '18	9%	11%	10%	6%	13%	11%	11%	1%	28%
K-12 education	May W1 '18	9%	12%	9%	8%	9%	10%	12%	1%	28%
Post-secondary education	May W4 '18	10%	12%	9%	7%	14%	12%	10%	1%	24%
Post-secondary education	May W1 '18	10%	12%	10%	7%	10%	12%	12%	1%	25%
Transportation	May W4 '18	9%	11%	13%	9%	8%	10%	12%	1%	26%
Transportation	May W1 '18	8%	13%	11%	12%	8%	8%	13%	1%	26%
Energy	May W4 '18	8%	8%	16%	10%	12%	11%	12%	2%	21%
Energy	May W1 '18	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
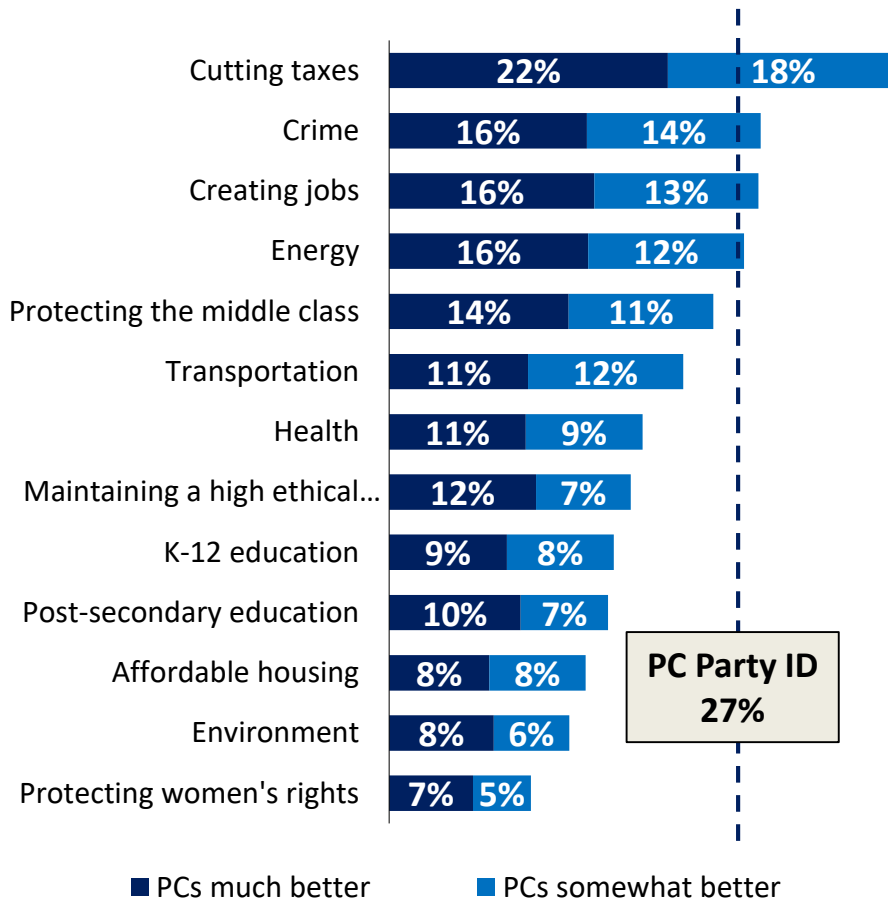- None
- Other
- Don't know

INNOVATIVE RESEARCH GROUP

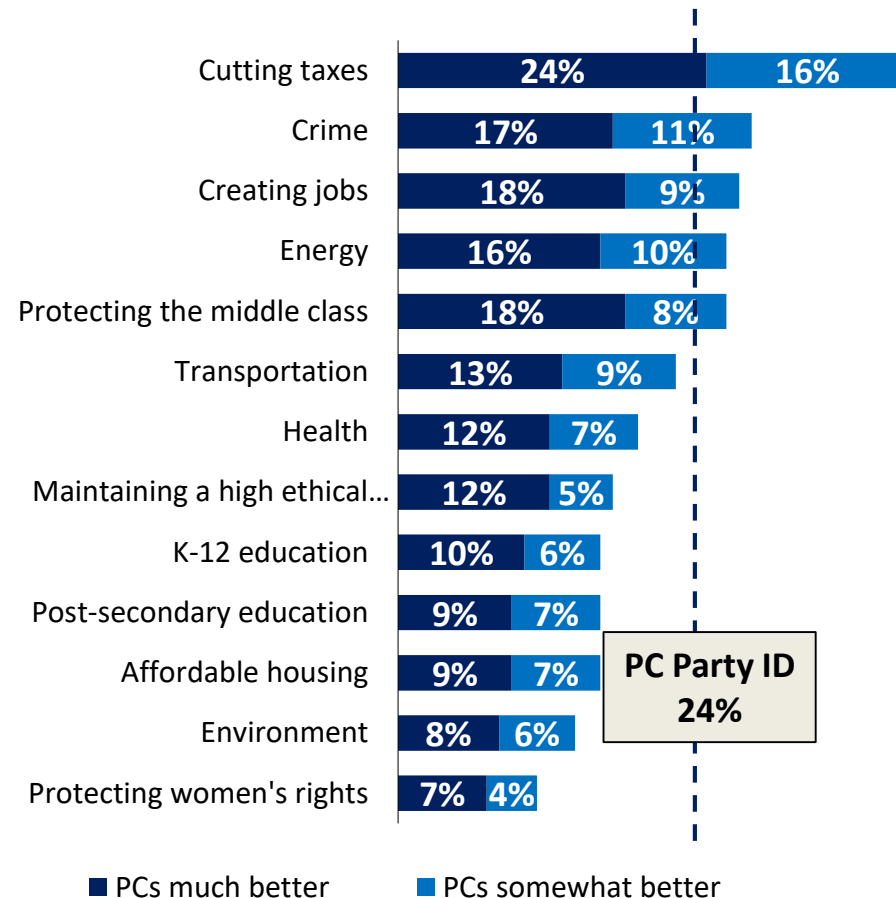# PCs are surpassing partisanship on taxes, crime, creating jobs, energy, and protecting the middle class

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…?

May W1 2018

Issue	PCs much better	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…	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%

May W4 2018

Issue	PCs much better	PCs somewhat better
Cutting taxes	24%	16%
Crime	17%	11%
Creating jobs	18%	9%
Energy	16%	10%
Protecting the middle class	18%	8%
Transportation	13%	9%
Health	12%	7%
Maintaining a high ethical…	12%	5%
K-12 education	10%	6%
Post-secondary education	9%	7%
Affordable housing	9%	7%
Environment	8%	6%
Protecting women's rights	7%	4%

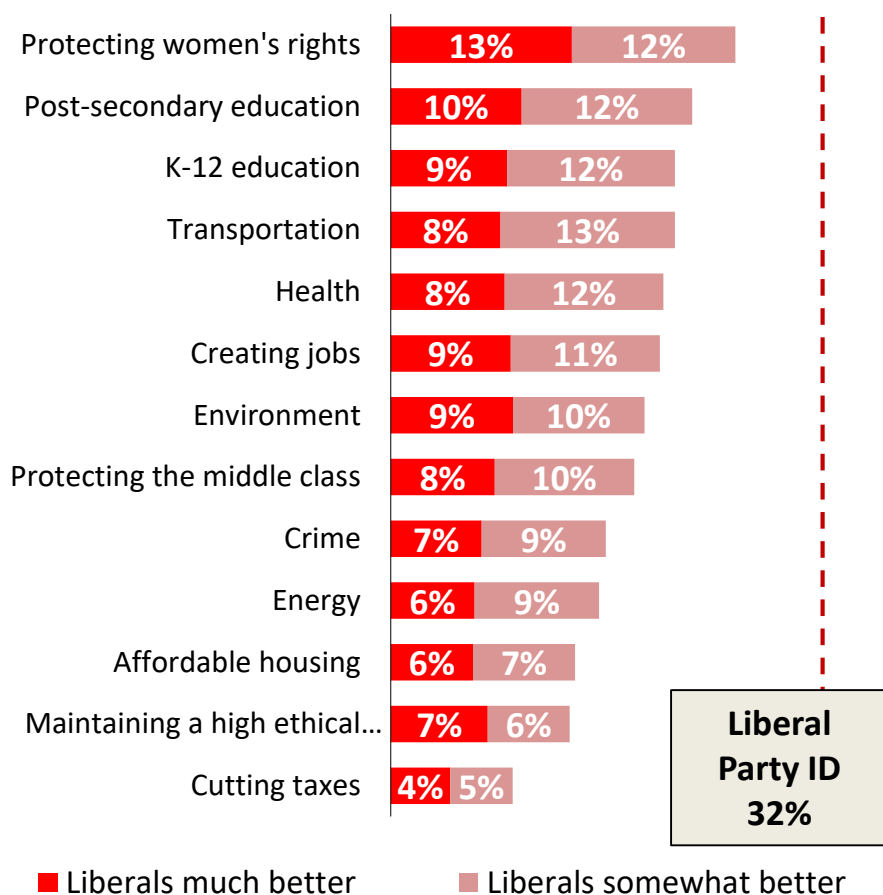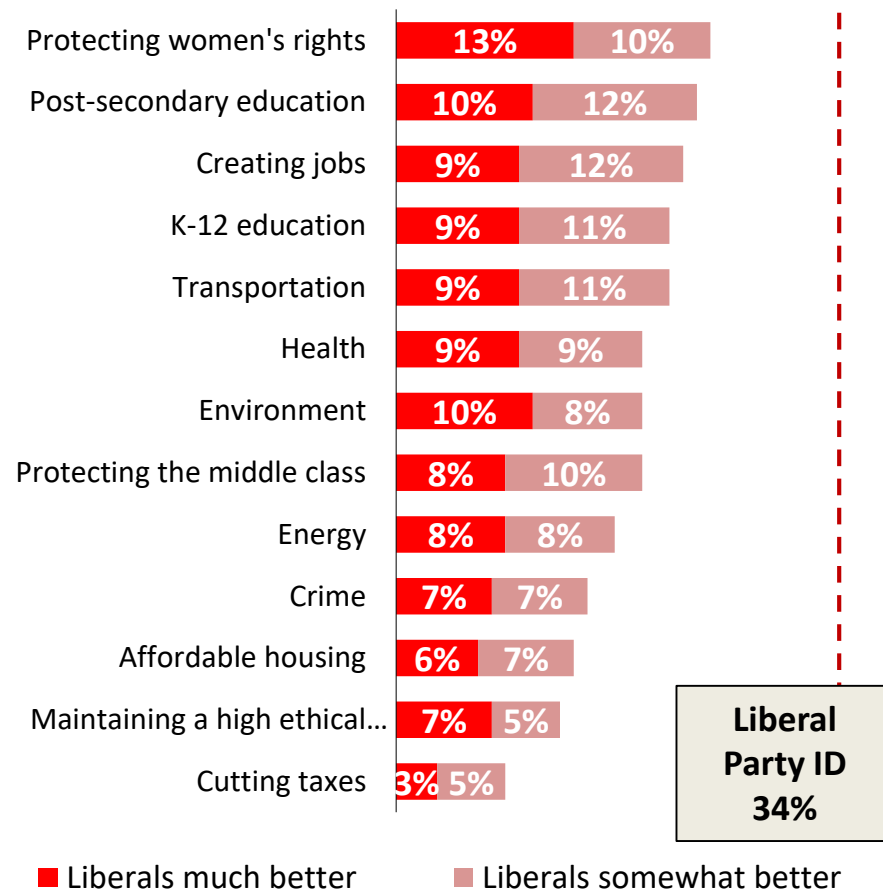PC Party ID 24%

■ PCs much better ■ PCs somewhat better

Liberals continue to underperform on all issues, relative to partisanship

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...?

May W1 2018

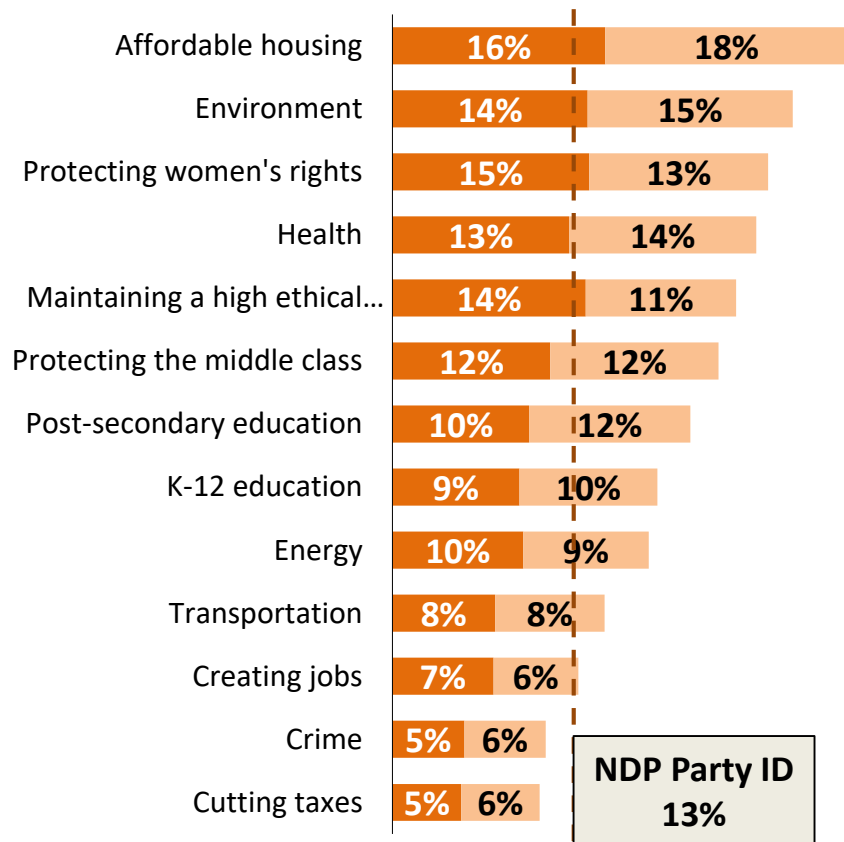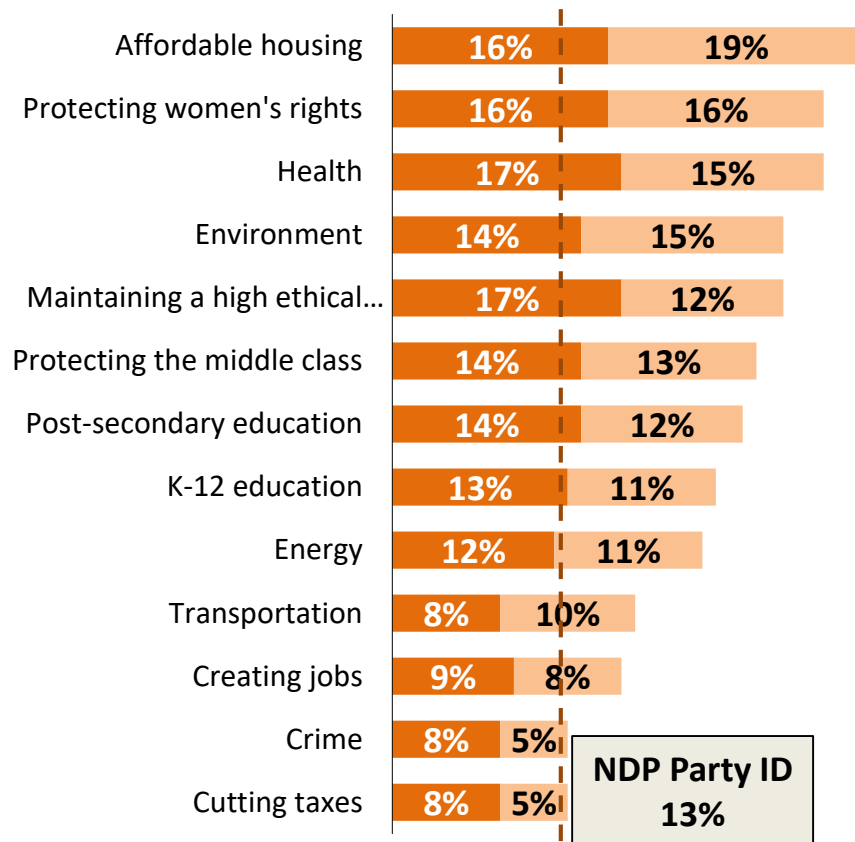| Issue	Liberals much better	Liberals somewhat better
Protecting women's rights	13%	12%
Post-secondary education	10%	12%
K-12 education	9%	12%
Transportation	8%	13%
Health	8%	12%
Creating jobs	9%	11%
Environment	9%	10%
Protecting the middle class	8%	10%
Crime	7%	9%
Energy	6%	9%
Affordable housing	6%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

Liberal Party ID 32%

May W4 2018

Issue	Liberals much better	Liberals somewhat better
Protecting women's rights	13%	10%
Post-secondary education	10%	12%
Creating jobs	9%	12%
K-12 education	9%	11%
Transportation	9%	11%
Health	9%	9%
Environment	10%	8%
Protecting the middle class	8%	10%
Energy	8%	8%
Crime	7%	7%
Affordable housing	6%	7%
Maintaining a high ethical...	7%	5%
Cutting taxes	3%	5%

Liberal Party ID 34%

■ Liberals much better   ■ Liberals somewhat better

NDP now meet or surpass party ID on all issues; strongest on affordable housing 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...?

May W1 2018

Issue	NDP much better	NDP somewhat better
Affordable housing	16%	18%
Environment	14%	15%
Protecting women's rights	15%	13%
Health	13%	14%
Maintaining a high ethical...	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%

■ NDP much better ■ NDP somewhat better

May W4 2018

Issue	NDP much better	NDP somewhat better
Affordable housing	16%	19%
Protecting women's rights	16%	16%
Health	17%	15%
Environment	14%	15%
Maintaining a high ethical...	17%	12%
Protecting the middle class	14%	13%
Post-secondary education	14%	12%
K-12 education	13%	11%
Energy	12%	11%
Transportation	8%	10%
Creating jobs	9%	8%
Crime	8%	5%
Cutting taxes	8%	5%

NDP Party ID 13%

■ NDP much better ■ NDP somewhat better
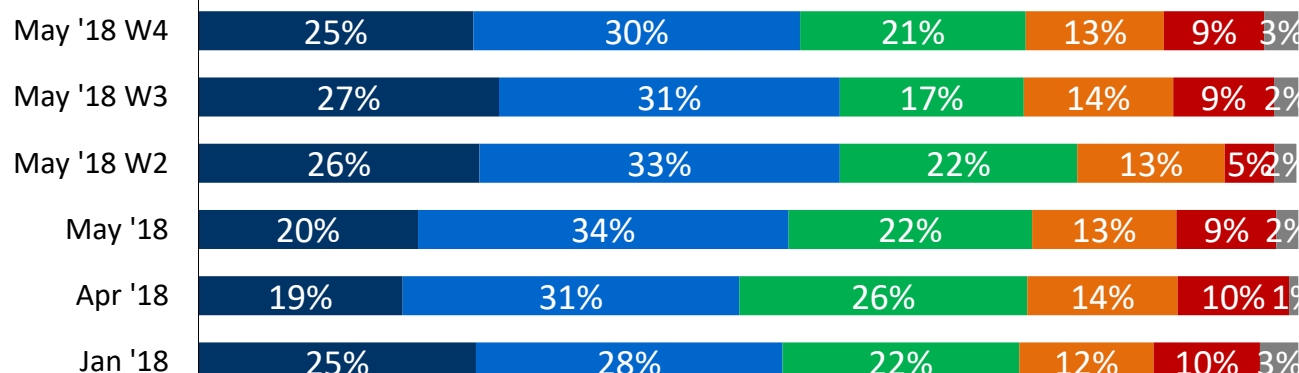
Alienation Segmentation

Economic Values Tracking: These two value statements define economic alienation segmentation we can track over time

Q Do you agree or disagree with the following statements?

Here in Ontario, you can be anything if you are willing to work for it.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
May '18 W4	21%	39%	15%	17%	6%	2%
May '18 W3	21%	39%	14%	17%	7%	2%
May '18 W2	24%	41%	16%	13%	5%	2%
May '18	15%	39%	19%	18%	7%	2%
Apr '18	15%	40%	20%	18%	6%	1%
Jan '18	19%	35%	19%	15%	8%	3%
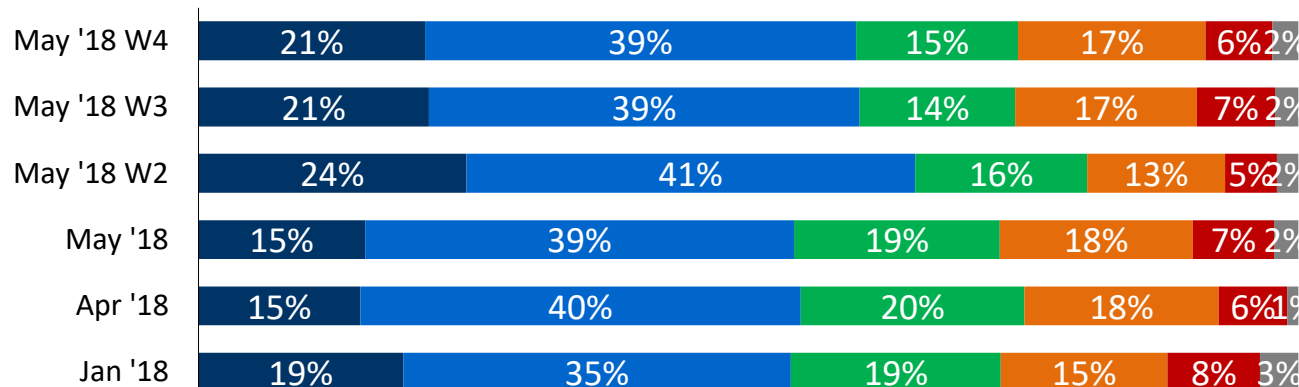
No matter how hard I work, every year it seems more difficult to get by

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
May '18 W4	25%	30%	21%	13%	9%	3%
May '18 W3	27%	31%	17%	14%	9%	2%
May '18 W2	26%	33%	22%	13%	5%	2%
May '18	20%	34%	22%	13%	9%	2%
Apr '18	19%	31%	26%	14%	10%	1%
Jan '18	25%	28%	22%	12%	10%	3%

Legend:
- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Don't know

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Economic Alienation Segmentation: 4-in-10 (40%) are either ambivalent or alienated

Based on the two economic alienation questions – Agree/Disagree "Here in Ontario, you can be anything if you are willing to work for it" and "No matter how hard I work, every year it seems more difficult to get by" – we group respondents who share common sets of values to better understand the motivations and needs of voters.
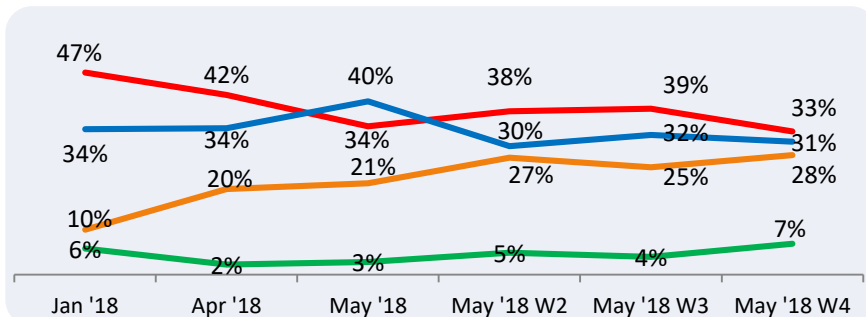

Don't believe in Canadian Dream

Alienated 23%

Believe in Canadian Dream, not struggling to get by

Canadian Dream Achievers 15%

Canadian Dream Hopefuls 14%

Believe in Canadian Dream, no opinion on "struggling to get by"

Ambivalent 17%

Neutral or don't know on Canadian Dream

Canadian Dream Moderate Strugglers 18%

Believe in Canadian Dream, moderately struggling to get by

Canadian Dream Heavy Strugglers 13%

Believe in Canadian Dream, find it very difficult to get by

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# Economic Alienation Segmentation: Marginal shift between[44] Dream Achievers and Hopefuls

|	Canadian Dream Achievers	Canadian Dream Hopefuls	Canadian Dream Moderate Strugglers	Canadian Dream Heavy Strugglers	Ambivalent	Alienated
May '18 W4	15%	14%	18%	13%	17%	23%
May '18 W3	17%	11%	19%	12%	16%	24%
May '18 W2	15%	14%	24%	13%	18%	17%
May '18	15%	12%	17%	10%	21%	25%
Apr '18	16%	13%	18%	8%	21%	24%
Jan '18	15%	11%	16%	11%	23%	24%

- Canadian Dream Achievers
- Canadian Dream Hopefuls
- Canadian Dream Moderate Strugglers
- Canadian Dream Heavy Strugglers
- Ambivalent
- Alienated

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Tracking Decided Vote by Alienation Segmentation

Canadian Dream Achievers
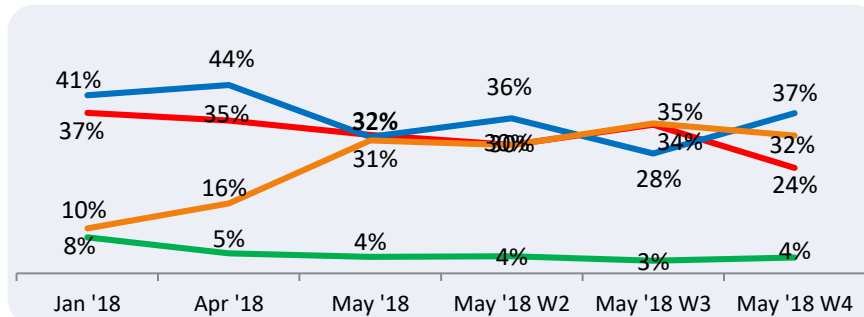
Canadian Dream Hopefuls

Canadian Dream Moderate Strugglers
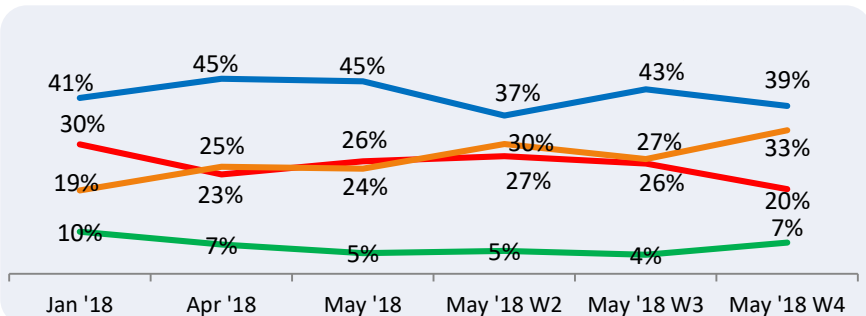
Canadian Dream Heavy Strugglers
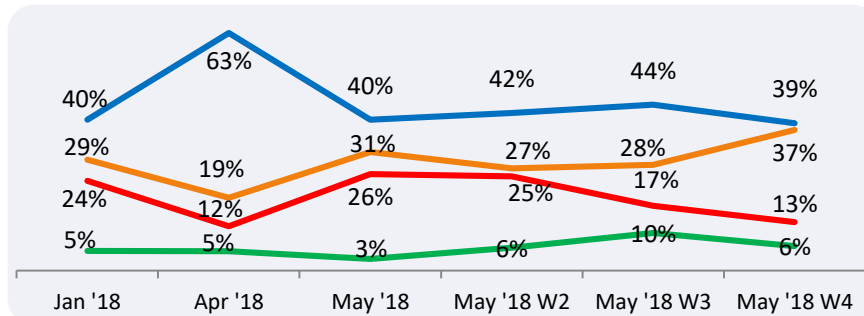
Ambivalent
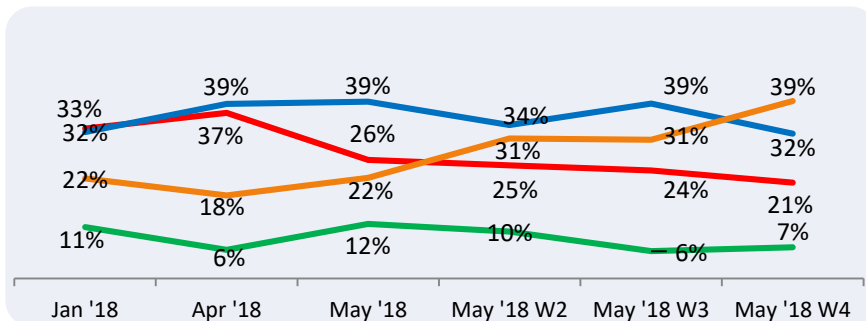
Alienated
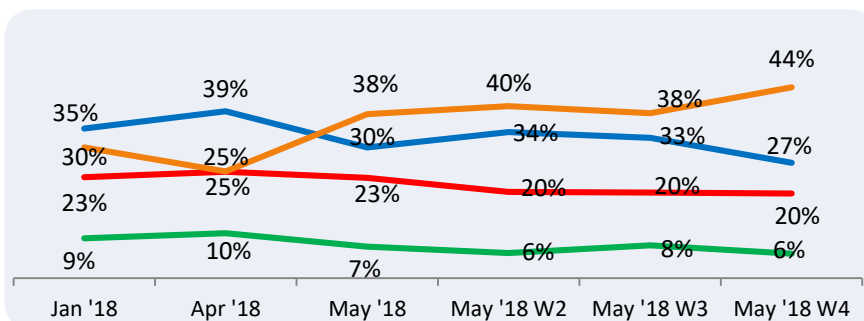
Decided vote: **Liberal** **PC** **NDP** **Green**

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For more information, please contact:

Greg Lyle
President
416-642-6429
glyle@innovativeresearch.ca

Innovative Research Group Inc.
56 The Esplanade, Suite 310
Toronto ON | M5E 1A7
www.innovativeresearch.ca