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Public Opinion Research
Ontario Election: May Polling Wave 3

Vote, Leadership and Political Landscape

Field Dates: May 18th to May 23rd, 2018
Sample Size: n=1,050

Methodology

- These are the findings of a special Innovative Research Group (INNOVATIVE) online poll conducted from May 18th to May 23rd, 2018 with tracking drawn for our monthly Canada This Month survey.

- This online survey of 1,074 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=1,050 based on Census data from Statistics Canada.

- 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. The current wave of study is referred to as May 2018 Wave 3.

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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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	97	9.0%	144	13.7%
Males 35-54	166	15.5%	192	18.3%
Males 55+	278	25.9%	168	16.0%
Females 18-34	169	15.7%	147	14.0%
Females 35-54	167	15.5%	204	19.4%
Females 55+	197	18.3%	195	18.6%
Toronto	265	24.7%	221	21.0%
Rest of GTA	263	24.5%	266	25.3%
South/West	259	24.1%	275	26.2%
North/East	287	26.7%	289	27.5%

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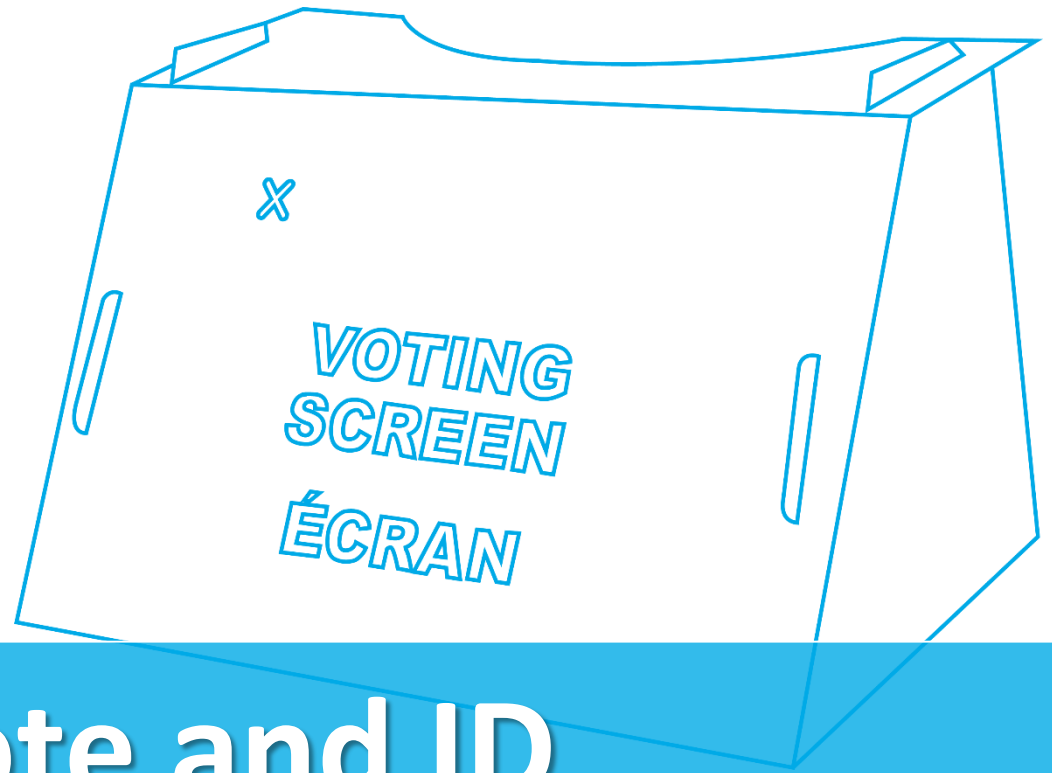
Provincial Vote and ID

Provincial ID: Liberals edge in party identification down slightly but still ahead of PC partisans

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a…
[asked of all respondents; n=1,050]

30% Liberal
27% Progressive Conservative
14% None/Independent
14% NDP
7% Don't know
4% Green
3% Something else

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, May '18 W2, May '18 W3
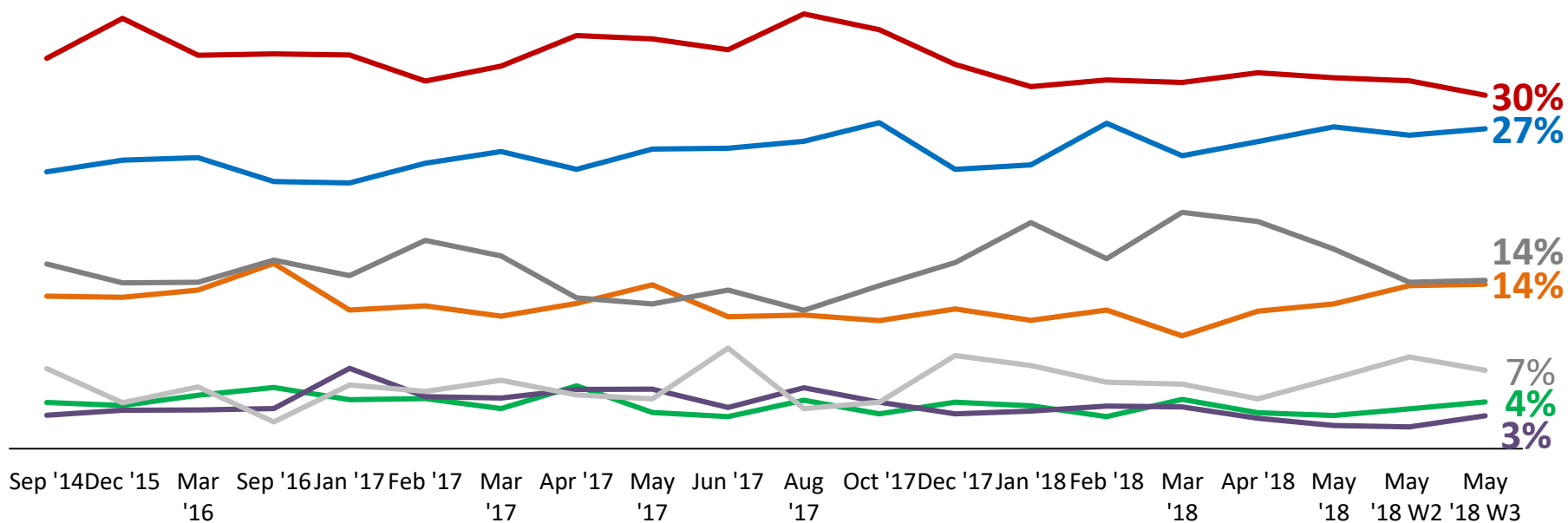
Legend:
— Liberal
— Progressive Conservative
— NDP
— Green
— Something else
— None/Independent
— Don't know

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Combined Vote Tracking: PCs climb 2 points to 33% while the NDP (28%) and Liberals (24%) remain steady

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=1,050]

33%
28%
24%
7%
5%
1%
1%

— Liberal — Progressive Conservative — NDP
— Green — Other — Undecided DK
— Would not vote/ None

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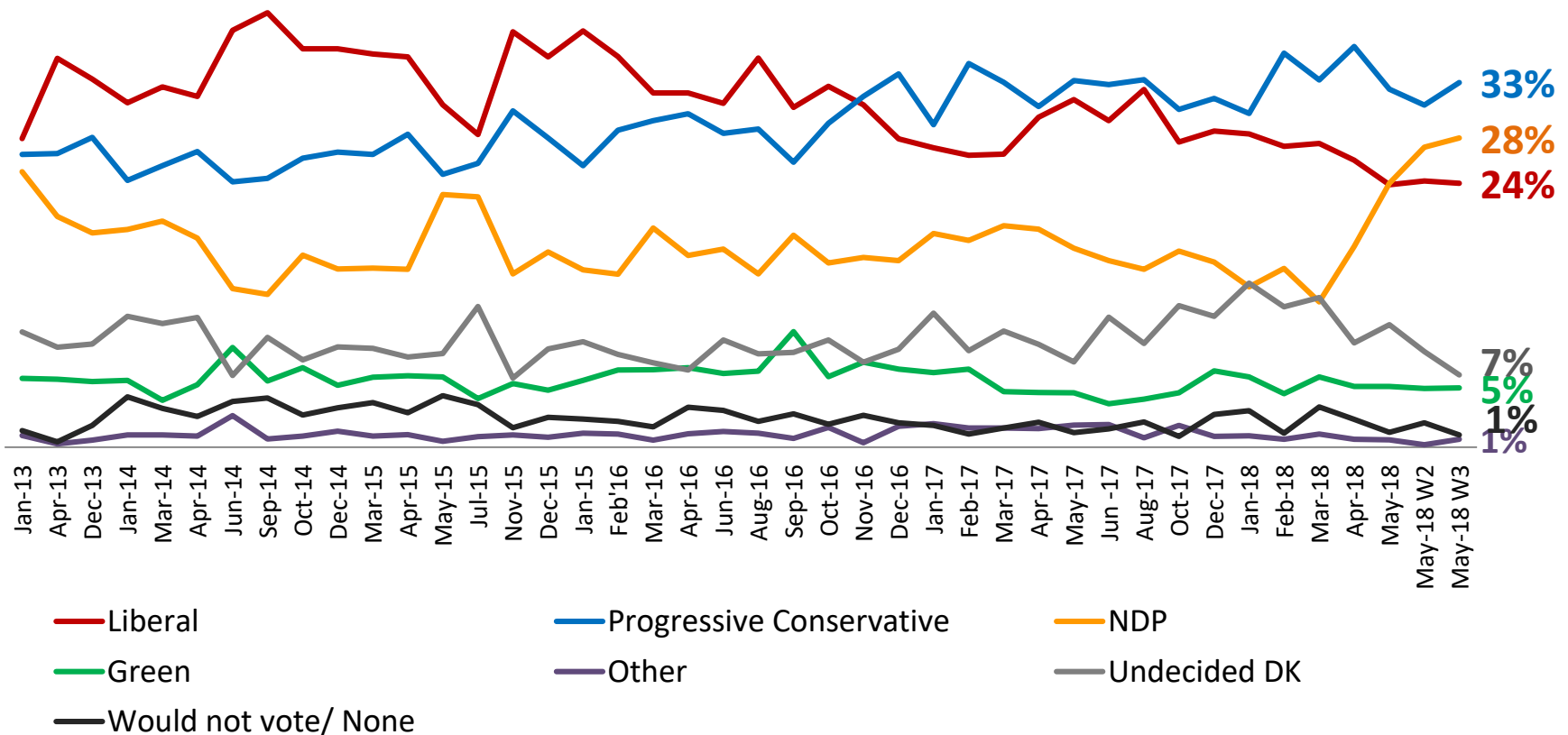# **Decided Vote Tracking:** NDP (31%) remain in second, ahead of the Liberals (26%); both trail the PCs (36%)

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=968]

Legend: Liberal — Progressive Conservative — NDP — Green — Other

36%
31%
26%
6%
1%

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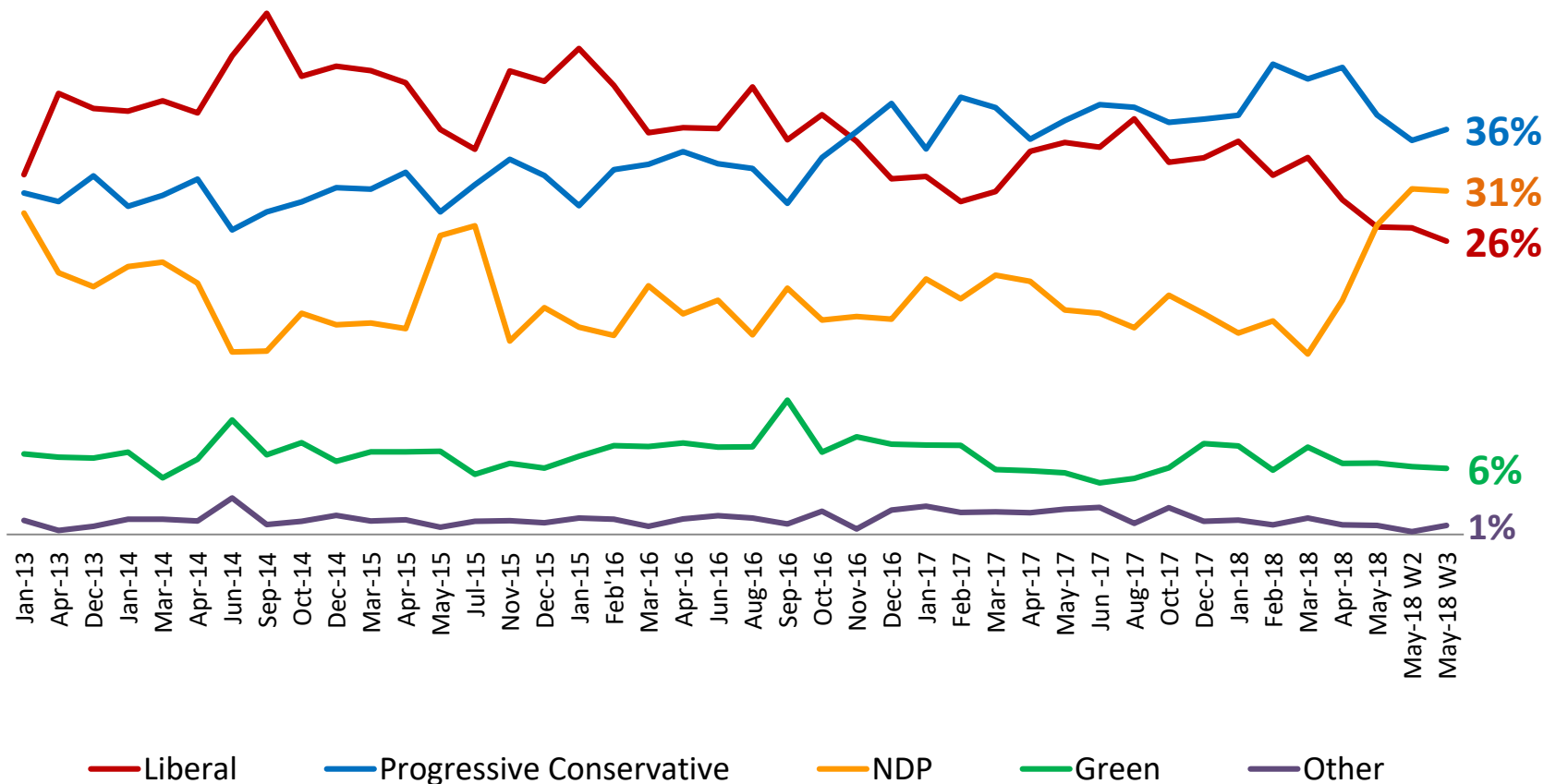
Decided Vote by Region: Liberals and NDP tied for first in Toronto, PCs lead in Rest of GTA and North/East

Decided Vote by Region

		Region			
		Toronto (n=196)	**Rest of GTA (n=250)**	**South/West (n=250)**	**North/East (n=273)**
	Liberal	**36%**	**26%**	**21%**	**25%**
	PC	**24%**	**40%**	**35%**	**43%**
Decided Vote	**NDP**	**36%**	**29%**	**35%**	**25%**
	Green	**3%**	**5%**	**9%**	**5%**
	Other	**1%**	**0%**	**1%**	**1%**

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Combined Vote by Party ID: Only two-thirds of OLP identifiers are voting for them; PCs and NDP mostly loyal

Combined Vote by Party ID

	Party ID				
	Liberal	**Progressive Conservative**	**NDP**	**Green/Other**	**Unaligned**
Liberal	63%	1%	6%	9%	15%
PC	7%	89%	3%	19%	24%
NDP	24%	8%	86%	17%	27%
Green	2%	0%	4%	41%	6%
Other	0%	0%	0%	5%	1%
Undecided/DK	3%	1%	1%	7%	23%
Would not vote/None	1%	0%	0%	2%	4%

(Combined Vote — row axis)

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2nd Choice: NDP remain top second choice; undecided on second choice up 4 points since Wave 2

Q And which party would be your second choice?
[asked of all respondents who have a vote choice; n=968]

Liberal: 14%, 17%, 16%
PC: 7%, 10%, 8%
NDP: 30%, 26%, 27%
Green: 12%, 16%, 13%
Other: 2%, 1%, 1%
Undecided/ Don't know: 22%, 17%, 21%
None/ Would not vote: 14%, 13%, 14%

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

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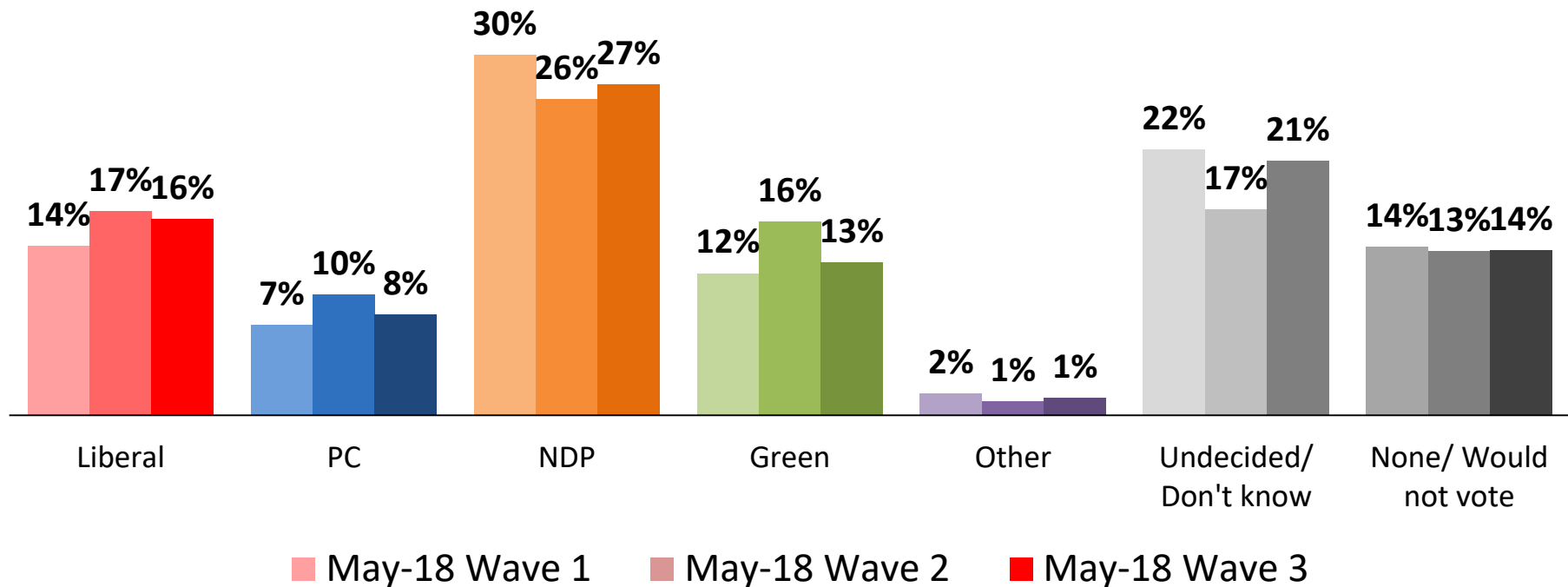
2nd Choice by Vote: NDP are the most common second choice[11] for any combined vote; Liberals are top second choice for NDP

Second choice vote by Combined vote (first choice)

		Combined Vote			
		Liberal	**Progressive Conservative**	**NDP**	**Green/Other**
Second Choice	**Liberal**	N/A	7%	41%	13%
	PC	12%	N/A	14%	13%
	NDP	50%	31%	N/A	42%
	Green	12%	6%	23%	1%
	Other	0%	3%	0%	1%
	Undecided/DK	16%	27%	17%	23%
	Would not vote/None	10%	25%	4%	6%

Voting for second choice: Likelihood to switch up down to Wave 1 levels

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=635]

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

	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%

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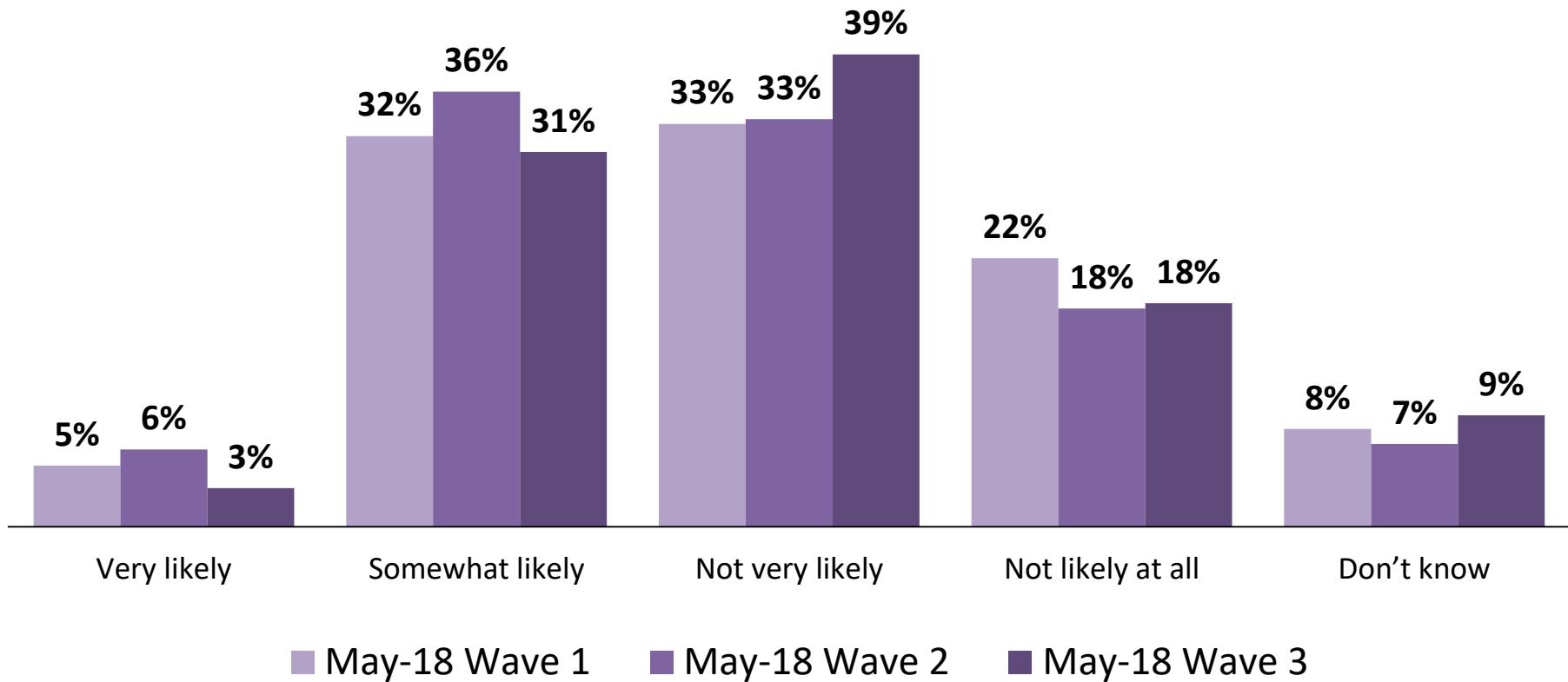
Likelihood by Vote: Liberal voters are more likely to switch to 2nd choice than PC and NDP voters

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=1050]

Bar chart (Combined Vote):
- Liberal: 24%
- Conservative: 33%
- NDP: 28%
- Green: 5%
- Other: 1%
- Undecided DK: 7%
- Would not vote None: 1%

Combined Vote
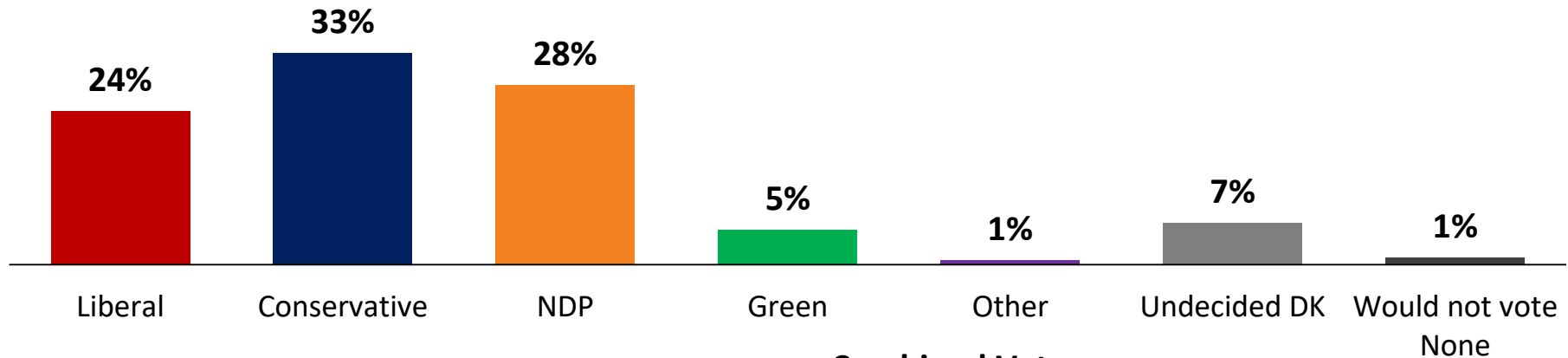
Likelihood to vote 2nd choice	Overall	Liberal	PC	NDP	Green/Other
Very likely	3%	3%	2%	4%	4%
Somewhat likely	31%	35%	27%	28%	42%
Not very likely	39%	39%	38%	41%	29%
Not likely at all	18%	15%	22%	19%	14%
Don't know	9%	8%	12%	8%	10%
Net Likely	-23%	-16%	-31%	-28%	+3%

Likelihood by 2ⁿᵈ Choice: 27% of voters are considering the NDP, but few are very likely to switch their vote (-26% net)

Q And which party would be your second choice?
[asked of all respondents who have a vote choice; n=968]

	Overall	Liberal	PC	NDP	Green/Other
Very likely	3%	1%	9%	3%	3%
Somewhat likely	31%	36%	38%	30%	21%
Not very likely	39%	42%	33%	42%	33%
Not likely at all	18%	13%	13%	17%	30%
Don't know	9%	8%	7%	8%	14%
Net Likely	-23%	-17%	+2%	-26%	-39%

Likelihood to vote 2ⁿᵈ choice

Heard all I need: even split on whether voters have heard all they need; similar to May before the 2014 election

Q Which statement is closest to your view about the upcoming provincial election?
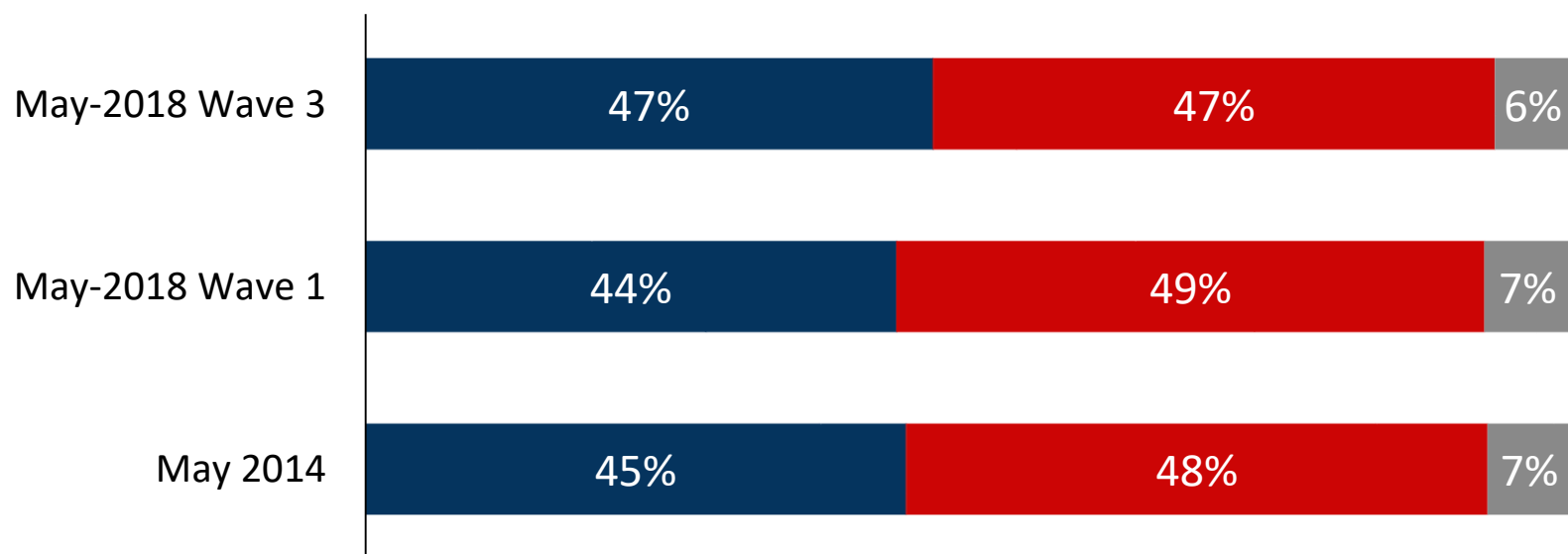
	I have heard all I need to make up my mind in this election	I would like to hear more before I finally make up my mind in this election	Don't know
May-2018 Wave 3	47%	47%	6%
May-2018 Wave 1	44%	49%	7%
May 2014	45%	48%	7%

■ 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: 63% of PC voters have made up their minds; other party voters still more interested in hearing more

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]**
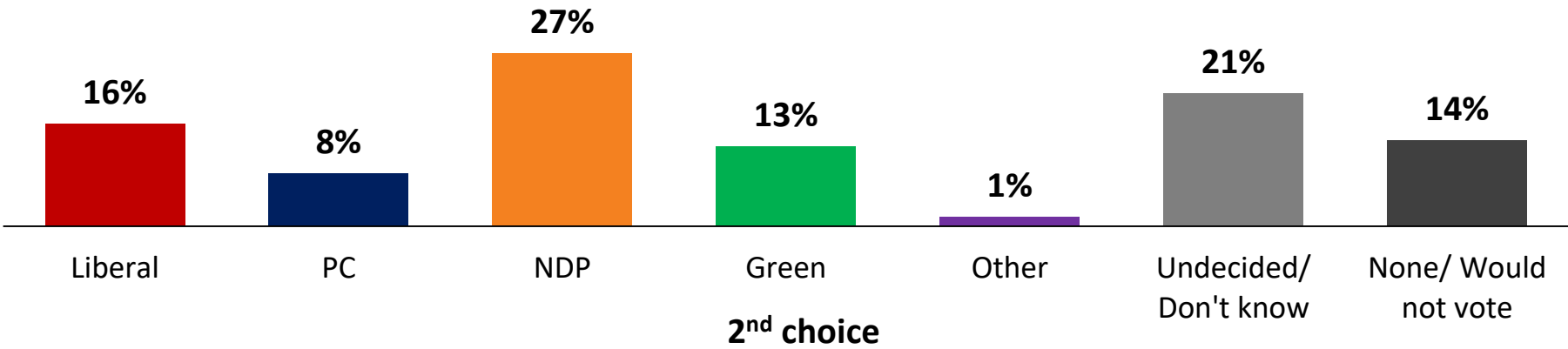
[asked of all respondents]

Liberal: **24%**
Conservative: **33%**
NDP: **28%**
Green: **5%**
Other: **1%**
Undecided DK: **7%**
Would not vote None: **1%**

Vote
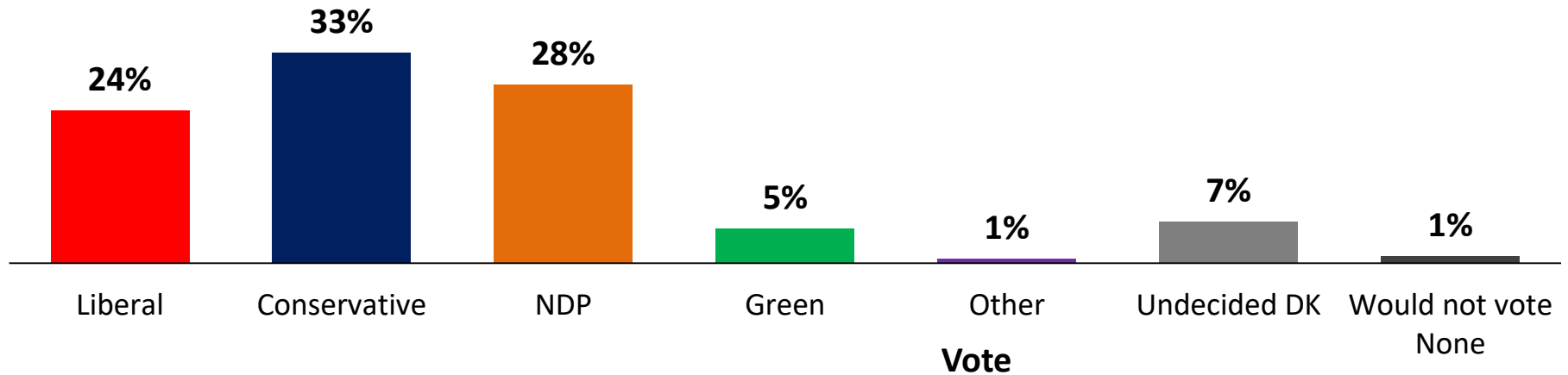
Heard all I need...	Overall	Liberal	PC	NDP	Green/Other
I have heard all I need to make up my mind in this election	47%	46%	63%	43%	37%
I would like to hear more before I finally make up my mind in this election	47%	49%	33%	54%	55%
Don't know	6%	4%	4%	4%	7%

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Battleground Segments (May 2018 Wave 3)

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

16%

Lib-PC Swing

4%

Lib-NDP Swing

12%

Core Tories

14%

26%

Unaligned

8%

Core NDP

19%

PC-NDP Swing

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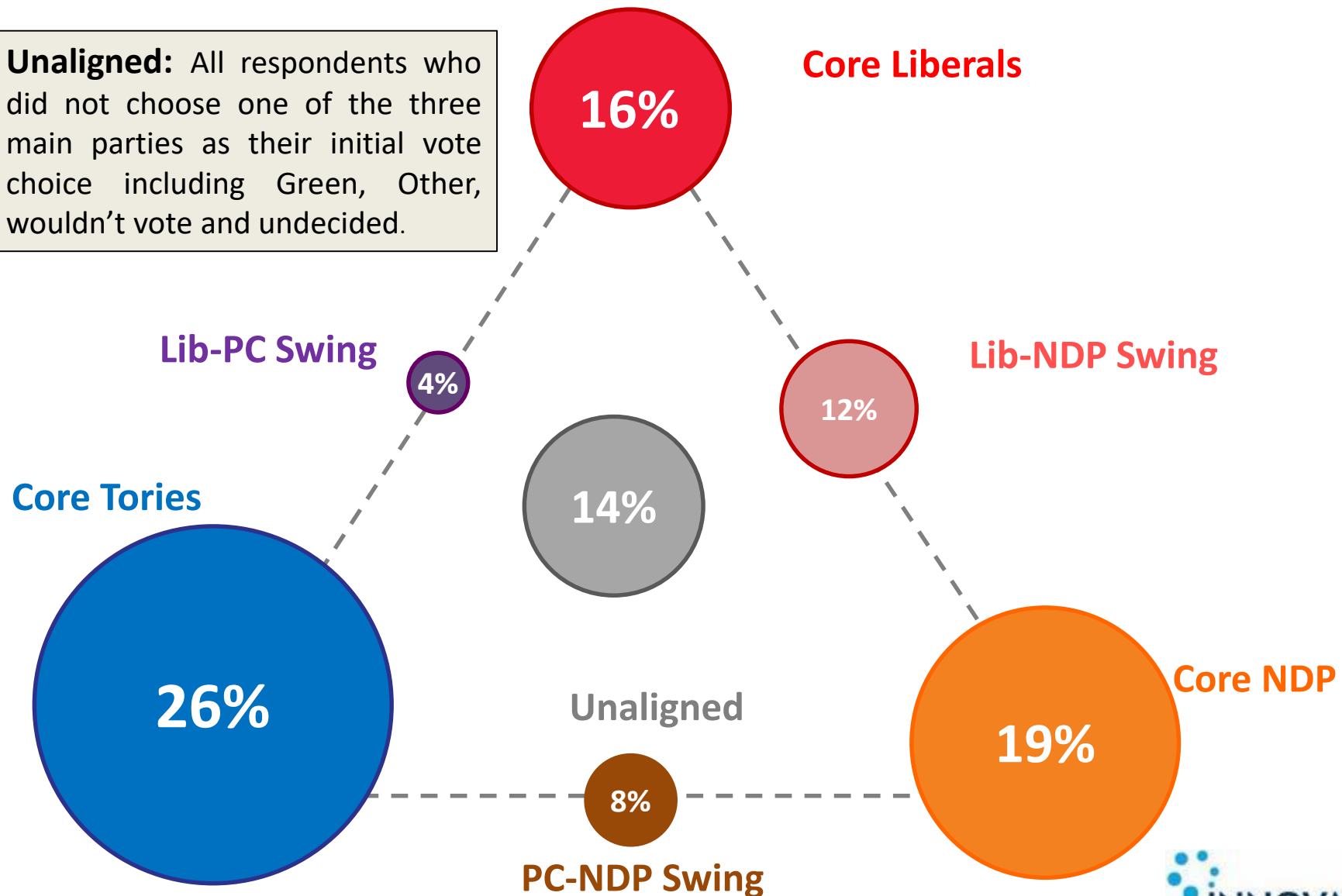
Party Voter Pools: PCs have the largest base but PC and NDP have an equally large pool of voters to draw from

[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
Lib Opposition
16%
54%
30%
Lib Battleground

PC Base
PC Opposition
26%
47%
26%
PC Battleground

NDP Base
NDP Opposition
19%
46%
35%
NDP Battleground

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Party Leaders

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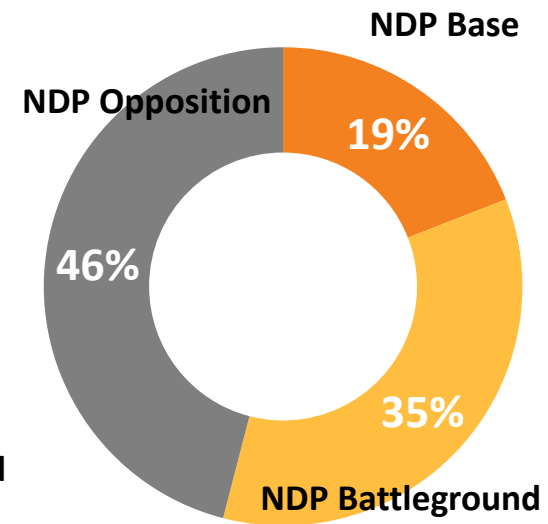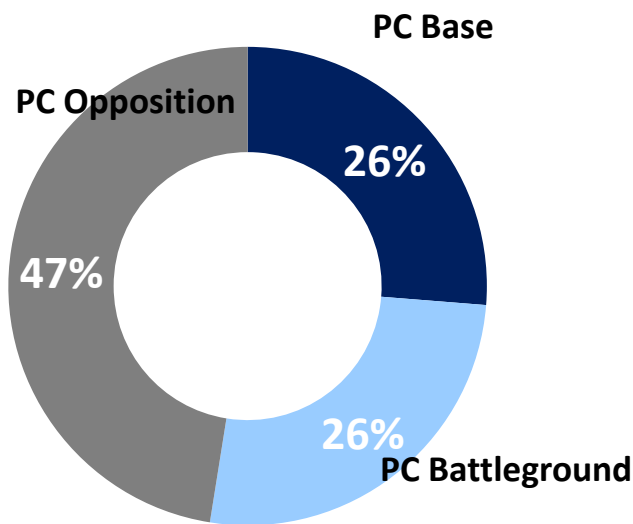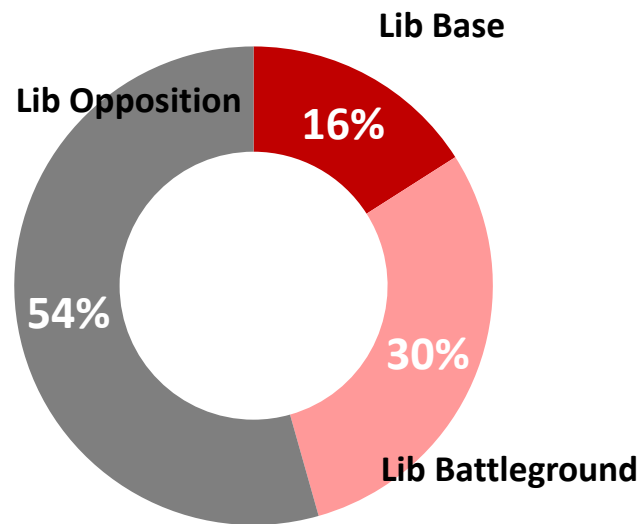
Leader Favourables: Near majority feel very unfavourable toward Wynne, net favourability 7-points lower than Ford

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=1,050]
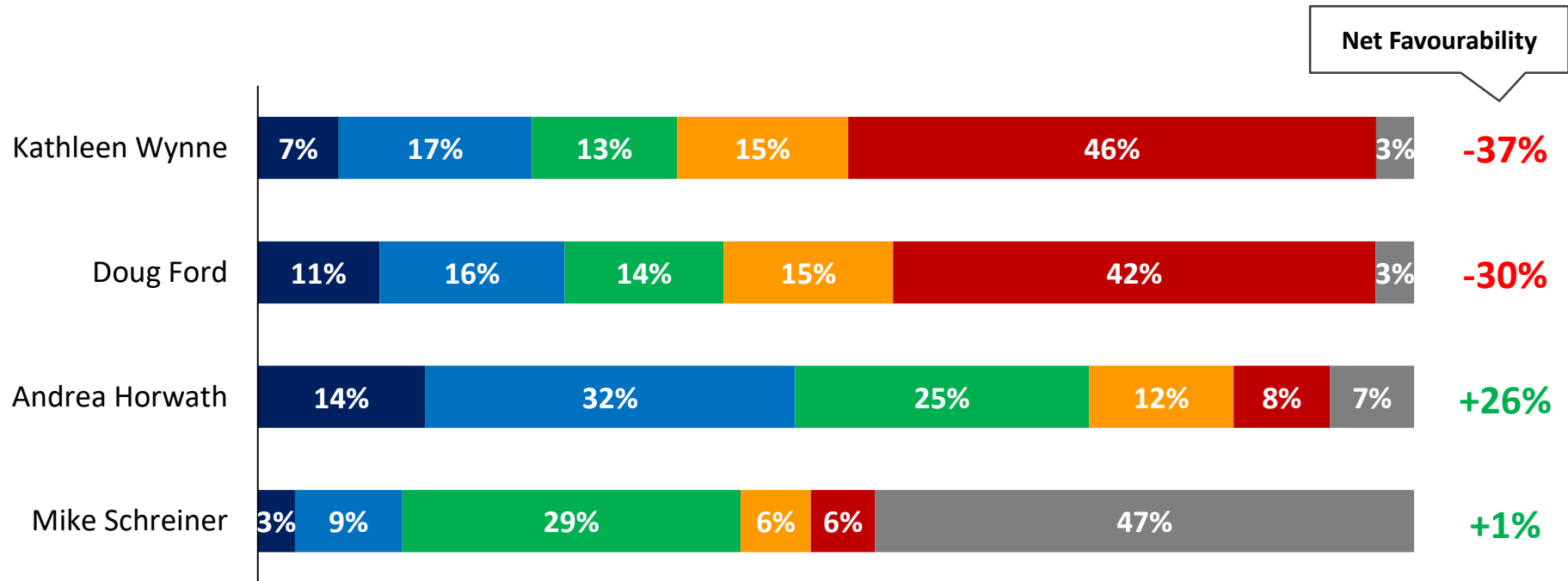
Net Favourability

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourability
Kathleen Wynne	7%	17%	13%	15%	46%	3%	**-37%**
Doug Ford	11%	16%	14%	15%	42%	3%	**-30%**
Andrea Horwath	14%	32%	25%	12%	8%	7%	**+26%**
Mike Schreiner	3%	9%	29%	6%	6%	47%	**+1%**

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

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Kathleen Wynne: Nearly half (46%) say 'very' unfavorable, net favourability remains steadily negative since last year

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=1,050]

Net Favourability

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourability
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%

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

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Doug Ford: After improving earlier in May, Ford back down slightly to levels seen earlier in the year

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=1,050]

Net Favourability

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourability
Doug Ford May 2018 W3	11%	16%	14%	15%	42%	3%	**-30%**
May 2018 W2	13%	18%	13%	14%	38%	0%	**-22%**
May 2018	9%	18%	16%	14%	39%	4%	**-26%**
Feb 2018	10%	11%	15%	14%	41%	9%	**-34%**
Patrick Brown 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%**
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   ■ Somewhat unfavourable
■ Very unfavourable   ■ Don't know + don't recognize

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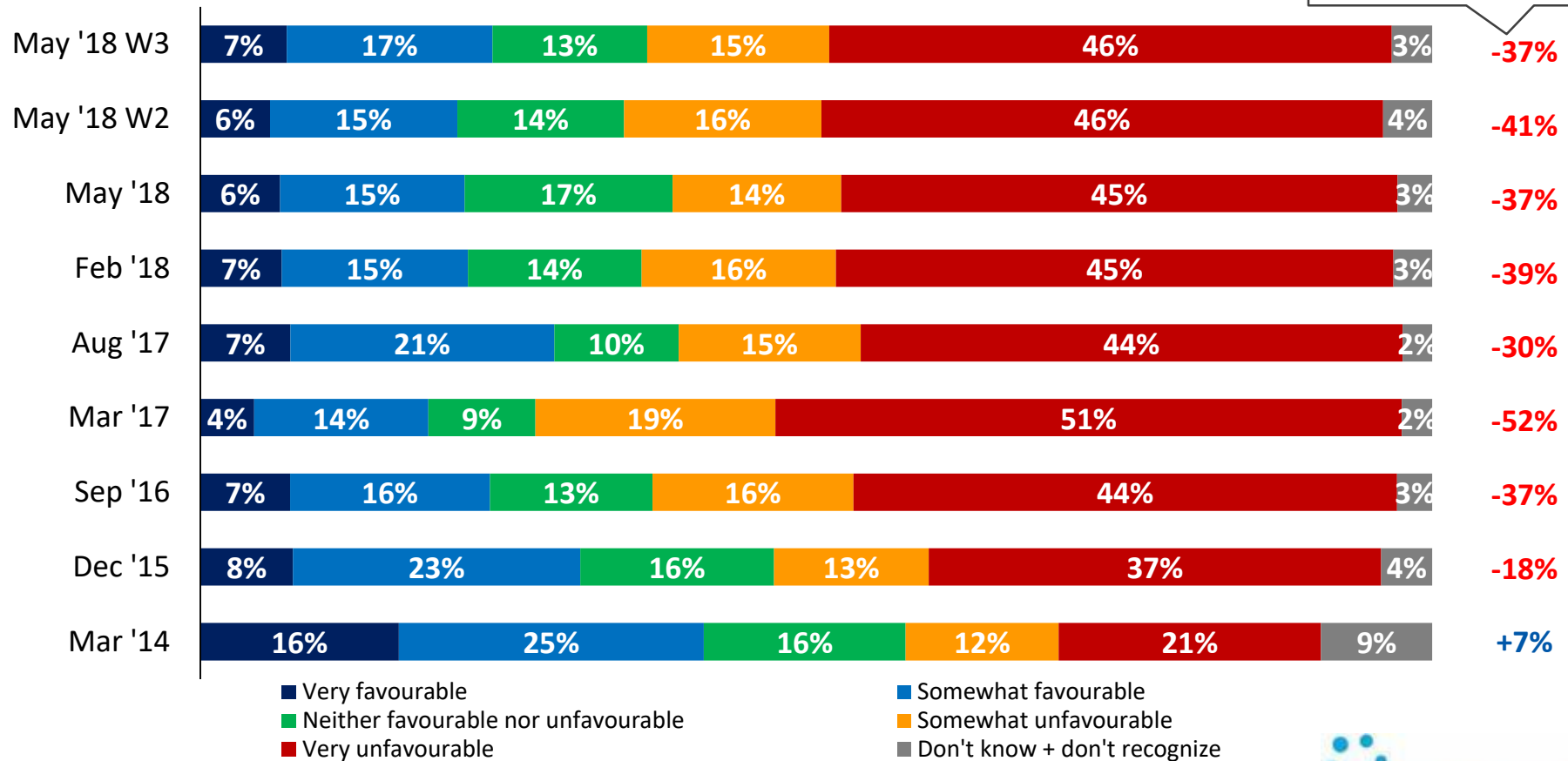# Andrea Horwath: Favourability up dramatically from Feb 2018; steady throughout waves in May

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**
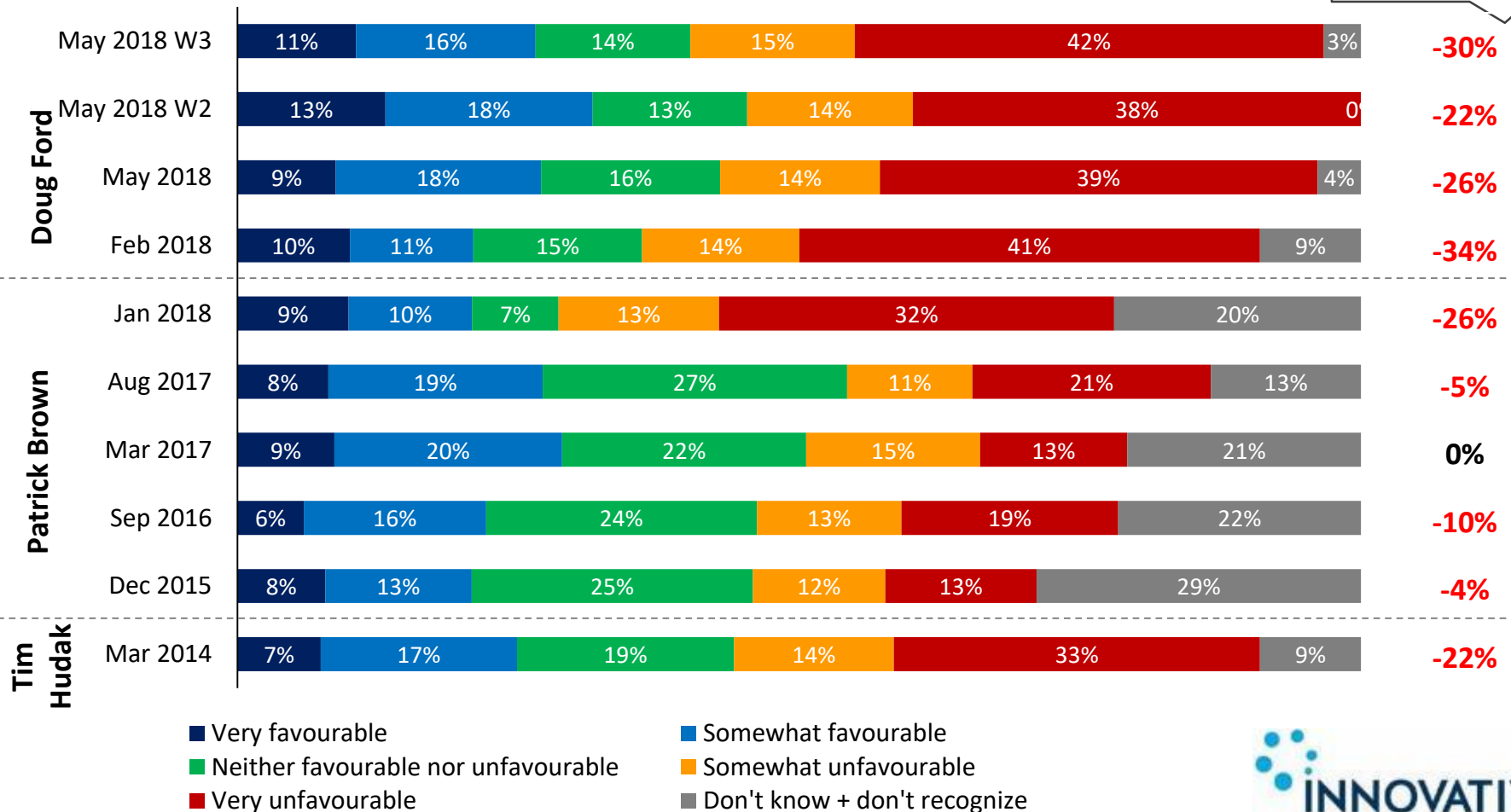[asked of all respondents; n=1,050]
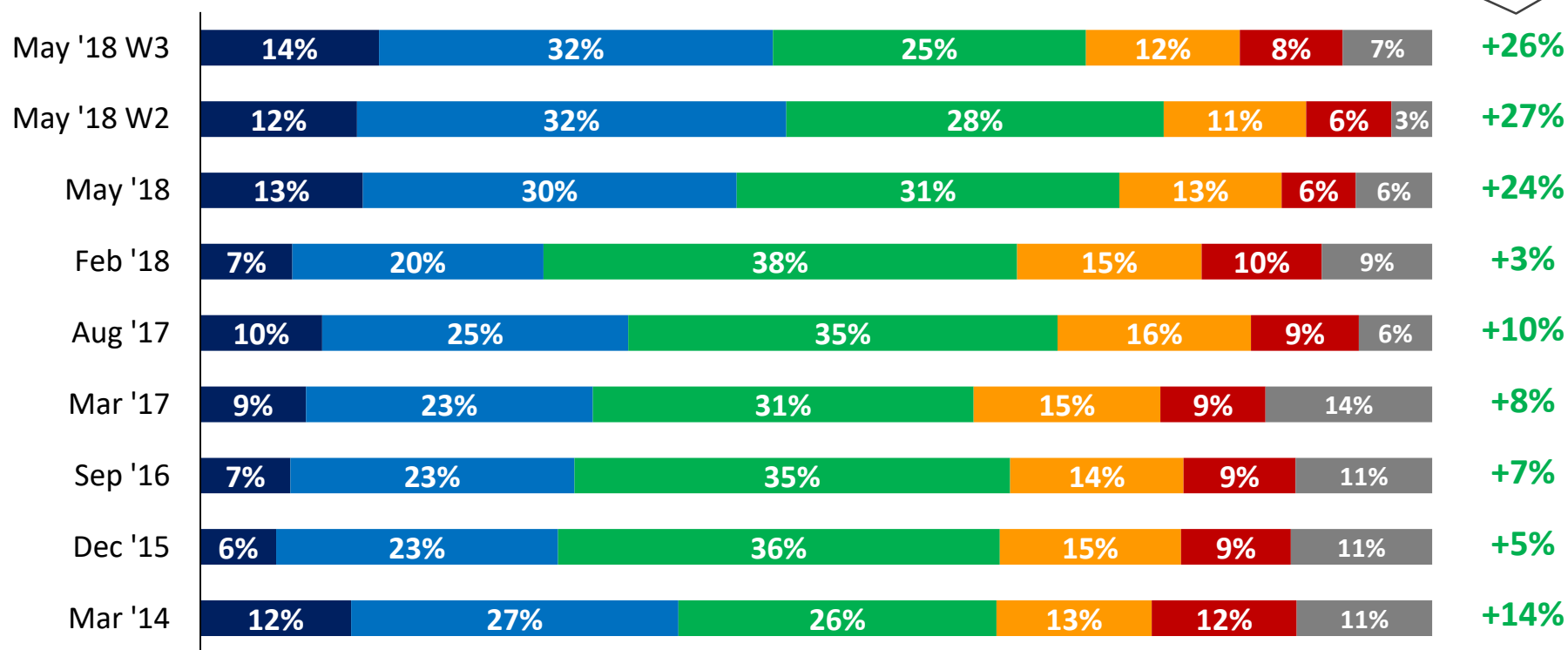
Net Favourability

	Very favourable	Somewhat favourable	Neither	Somewhat unfavourable	Very unfavourable	Don't know	Net
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%

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

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Mike Schreiner: Nearly half don't know or don't recognize, another 3-in-10 (29%) feel neutral toward the Green leader

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=1,050]

Net Favourability

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

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Best Premier: Horwath maintains lead over Ford, each with about 1-in-4 saying they would make the best Premier

Q Which of the following leaders would make the best Premier of Ontario?
[asked of all respondents; n=1050]

McGuinty **Wynne** **Hudak** **Brown** **Brown** **Fedeli** **Ford**

26%	26%
21%	24%
20%	19%
19%	19%
11%	8%
1%	4%

Dec '12 · Jan '13 · June '13 · Aug '13 · Mar '14 · Dec '15 · Sep '16 · Mar '17 · Aug '17 · Feb '18 · May '18 · May'18 W2 · May'18 W3

— Wynne/McGuinty   — Ford/Fedeli/Brown/Hudak   — Andrea Horwath
— Other   — None of the above   — Undecided/Don't know
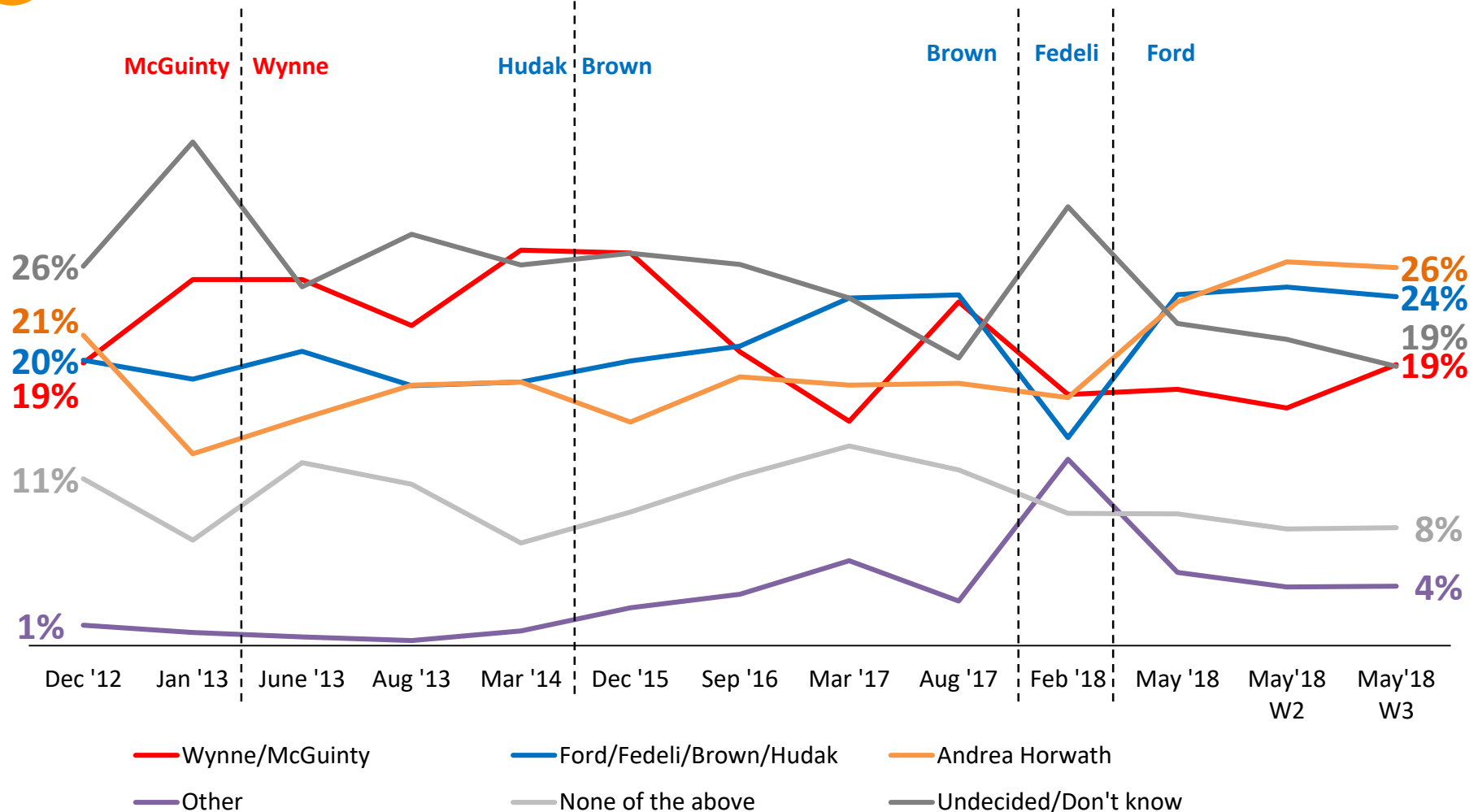
Note: 'Refused' / "would not vote" not shown

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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.

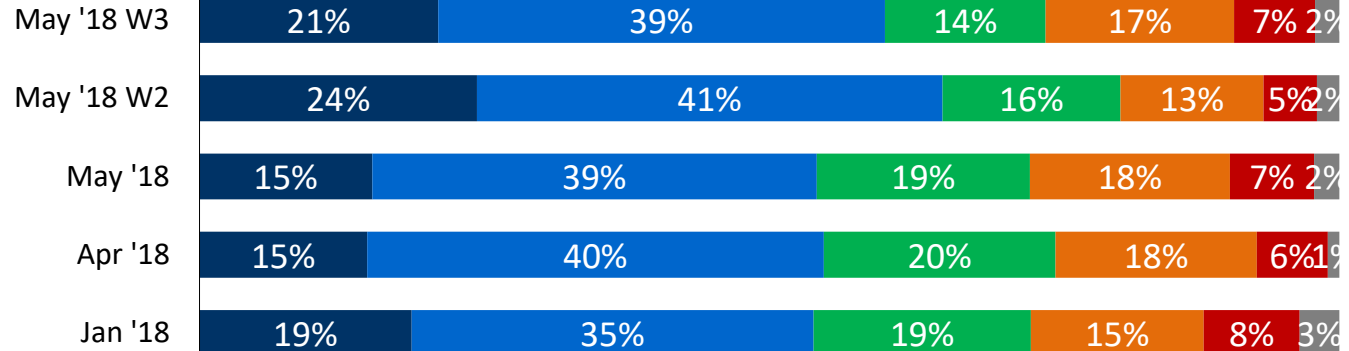|	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
May '18 W3	21%	39%	14%	17%	7%	2%
May '18 W2	24%	41%	16%	13%	5%	2%
May '18	15%	39%	19%	18%	7%	2%
Apr '18	15%	40%	20%	18%	6%	1%
Jan '18	19%	35%	19%	15%	8%	3%

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 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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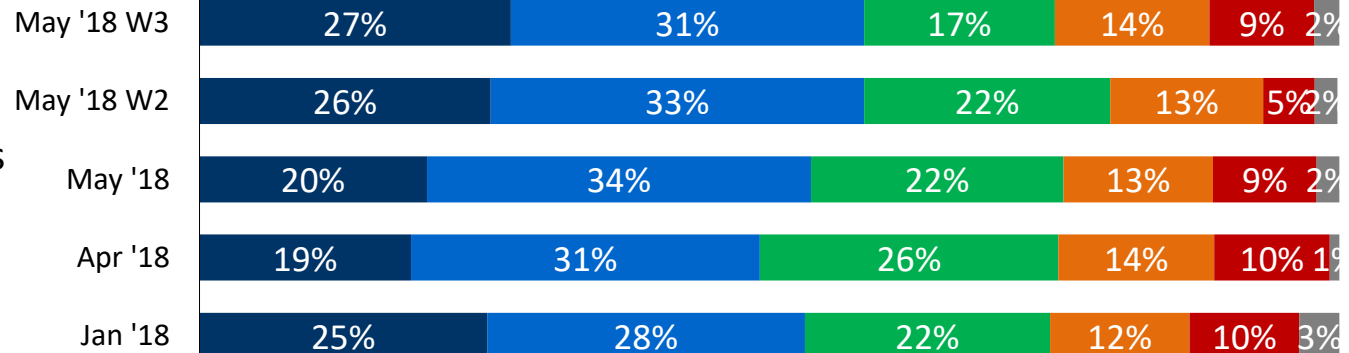
Economic Alienation Segmentation: A third believe in the Canadian dream, but are struggling to get by

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

Believe in Canadian Dream,
not struggling to get by

**Alienated
24%**

**Canadian Dream
Achievers
17%**

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

**Canadian Dream
Hopefuls
11%**

Neutral or
don't know on
Canadian
Dream

**Ambivalent
16%**

**Canadian Dream
Heavy
Strugglers
12%**

**Canadian Dream
Moderate Strugglers
19%**

Believe in Canadian
Dream, moderately
struggling to get by

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

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Economic Alienation Segmentation: After slight dip in previous wave, alienation is up; just 16% now 'ambivalent'

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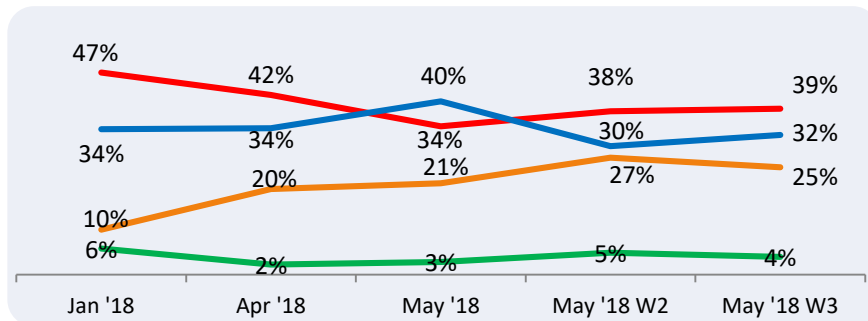
Canadian Dream Hopefuls

Canadian Dream Moderate Strugglers

Canadian Dream Heavy Strugglers
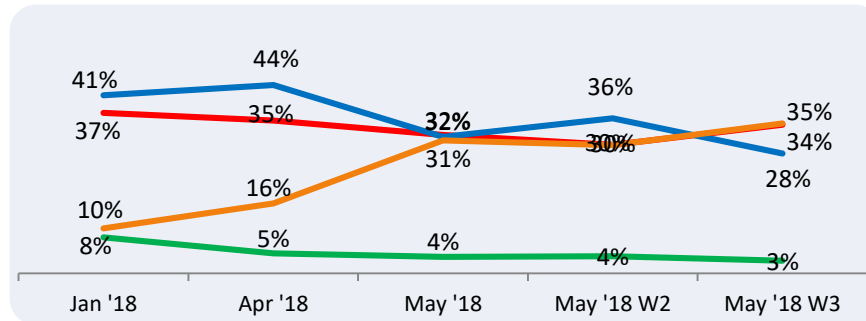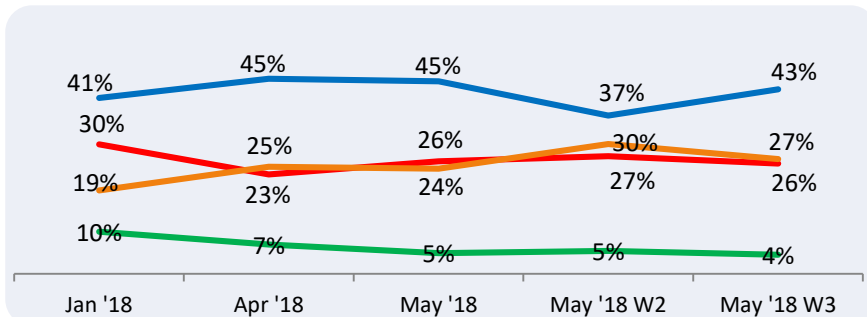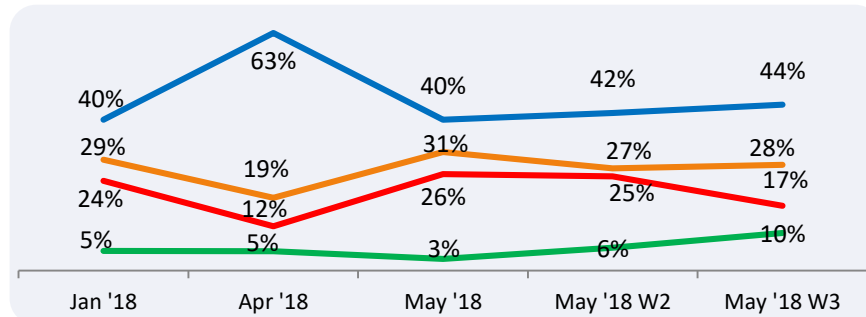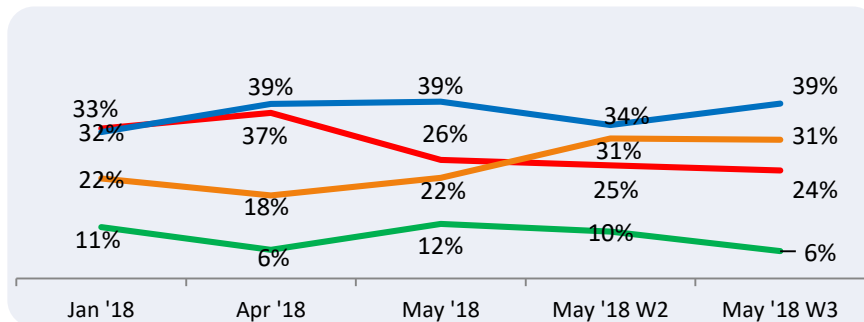

Ambivalent

Alienated
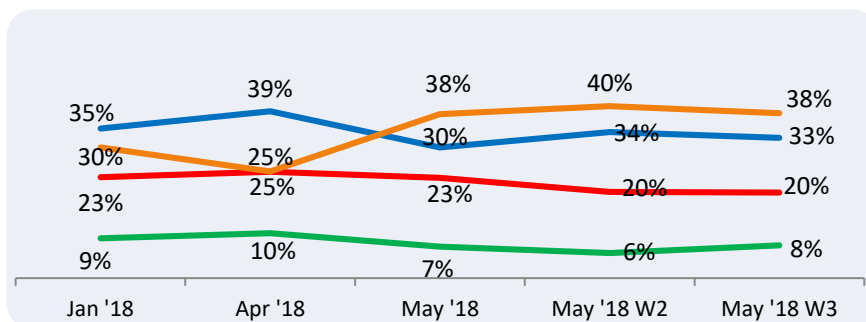
Decided vote: **Liberal** **PC** **NDP** **Green**

Value Clusters

Core political values: These four value statements define value cluster analysis that we can compare directly to 2014

Q When governments make major decisions concerning spending on programs and services, do you think they should be based on …?
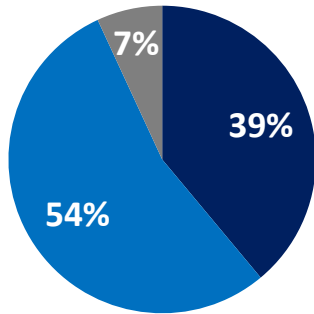
- **Their ability to afford the programs and services** — 39%
- **The public's need for the programs and services** — 54%
- **Don't know** — 7%

Q Is the main role of government …?
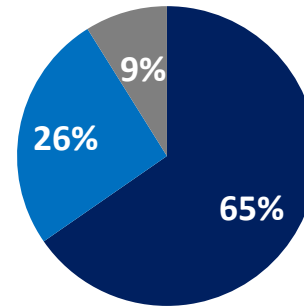
- **To create equal opportunity so that everyone can compete on their own to be the best they can be** — 65%
- **To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own** — 26%
- **Don't know** — 9%

Q Which of the following statements best describes your personal point of view? The profit system …
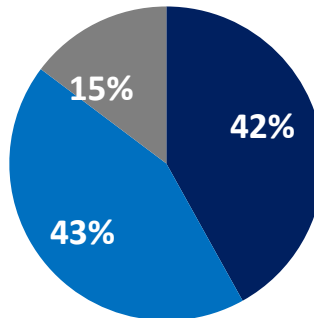
- **… brings out the worst in human nature** — 42%
- **… teaches people the value of hard work and success** — 43%
- **Don't know** — 15%

Q When it comes to government decision making, which of the following statements is closest to your view?
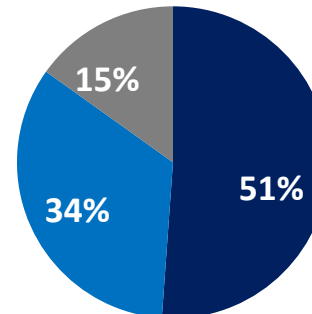
- **Too often the government listens to experts instead of common sense** — 51%
- **Provincial issues are complicated so government should listen to experts when it comes to policy** — 34%
- **Don't know** — 15%

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Defining value clusters

		Deferential Conser-vatives	Populist Conser-vatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Is the main role of government to …?	Create equal opportunity	83%	97%	73%	95%	51%	0%
	Redistribute wealth	11%	0%	17%	0%	21%	96%
The profit system …	Brings out worst in human nature	0%	0%	0%	78%	72%	89%
	Teaches value of hard work and success	89%	91%	88%	0%	5%	0%
When gov't make decisions on spending on programs, do you think they should base their decisions on…	Ability to afford	91%	96%	0%	0%	79%	0%
	Public need	0%	0%	95%	95%	0%	99%
When it comes to government decision making…	Listen to experts	0%	100%	44%	62%	48%	38%
	Rely on common sense	78%	0%	40%	23%	25%	48%

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Value Clusters: Tracking over time

These clusters tracking back to the 2014 election are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

	Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrify Moderates	Core Left
May '18 W3	12%	17%	19%	18%	15%	19%
May '18	10%	15%	20%	20%	17%	18%
Apr '18	12%	18%	19%	16%	18%	18%
Jan '18	11%	16%	21%	16%	17%	20%
June '14	10%	20%	19%	16%	15%	19%
Mar '14	10%	17%	21%	15%	17%	19%

Fast forward to the 2018 election

■ Deferential Conservatives   ■ Populist Conservatives   ■ Business Liberals

■ Left Liberals   ■ Thrify Moderates   ■ Core Left

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Tracking Decided Vote by Value Cluster

Left Liberals
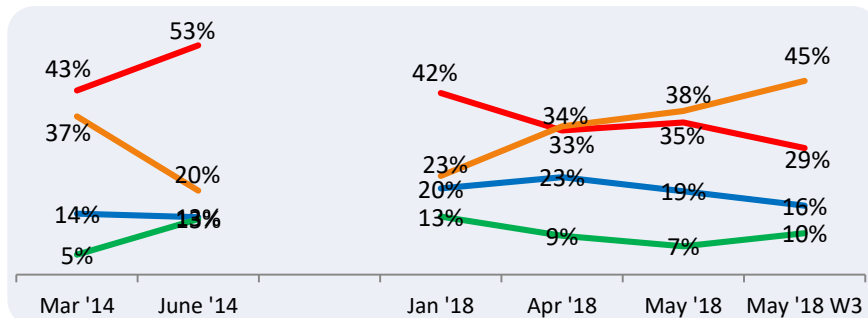
Business Liberals
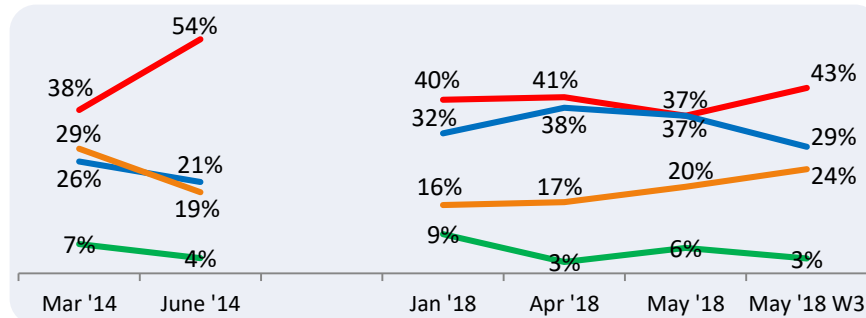
Thrifty Moderates
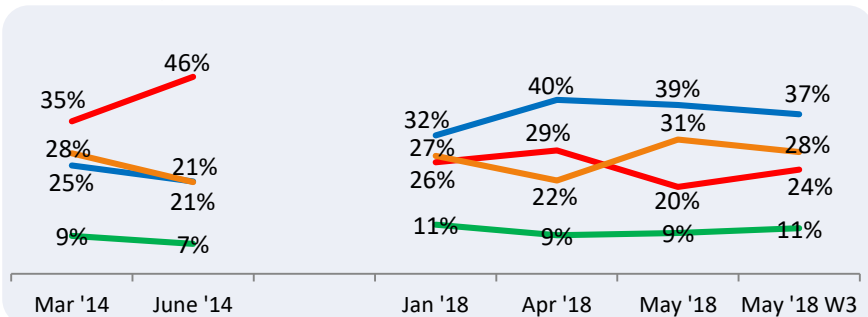
Deferential Conservatives
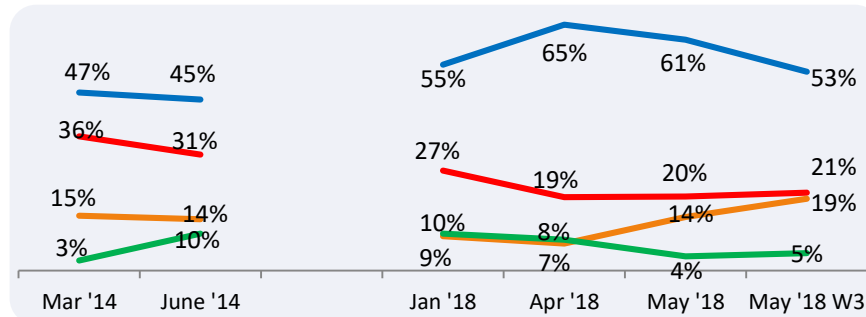
Core Left
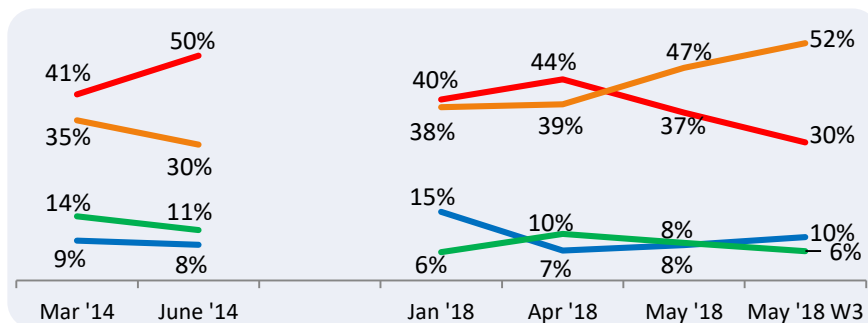
Populist Conservatives
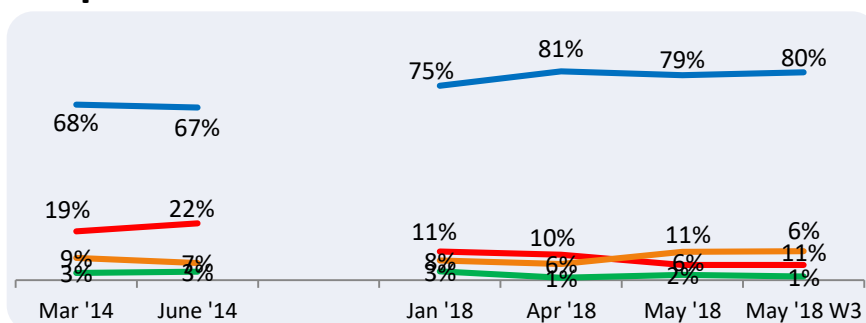
Decided vote: **Liberal**   **PC**   **NDP**   **Green**

Time-for-Change

Time for Change tracking: 7-in-10 (71%) think it's time for a change, including more than half who strongly agree (52%)

Q For each of the following statements please indicate if you agree or disagree?
[asked of all respondents; n=1050]

Total agree
(Strongly + Somewhat)

It's time for a change in government here in Ontario

Date	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	Don't know	Total agree
May '18 W3	52%	19%	14%	7%	6%	2%	**71%**
May '18 W2	52%	23%	15%	5%	3%	2%	**75%**
May '18	47%	22%	16%	7%	6%	2%	**69%**
Apr '18	50%	19%	15%	7%	7%	1%	**69%**
Jan '18 W2	48%	18%	16%	8%	6%	4%	**66%**
Jan '18 W1	40%	16%	19%	8%	10%	7%	**56%**
Aug '17	46%	16%	16%	8%	10%	4%	**61%**
Feb '17	47%	18%	17%	9%	6%	4%	**65%**
Jan '17	46%	20%	15%	10%	7%	3%	**66%**
Sep '16	46%	17%	13%	7%	10%	7%	**62%**
Dec '15	47%	18%	17%	9%	6%	4%	**65%**
May '14	38%	16%	18%	11%	13%	4%	**54%**
Mar '14	38%	20%	17%	11%	9%	5%	**58%**

The Ontario Liberals have their problems, but they are still the best party to form government
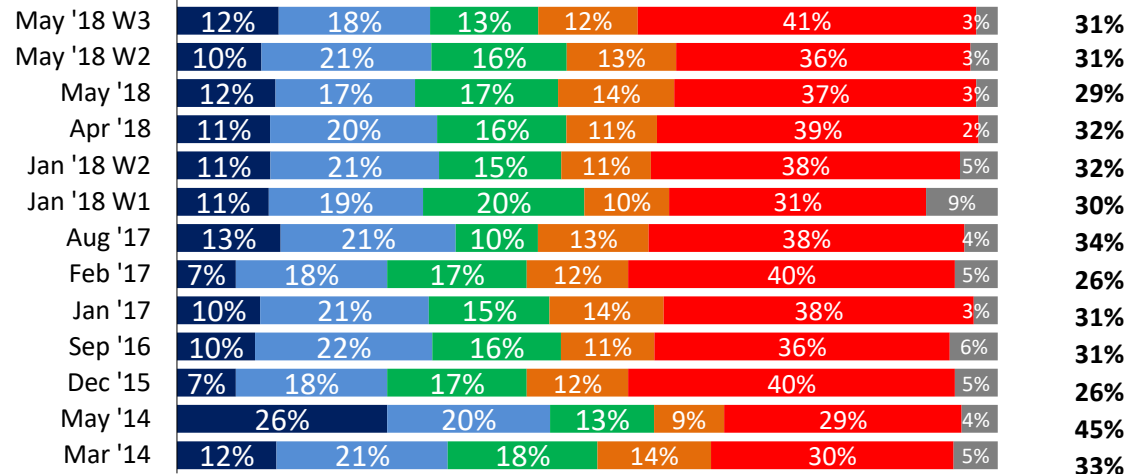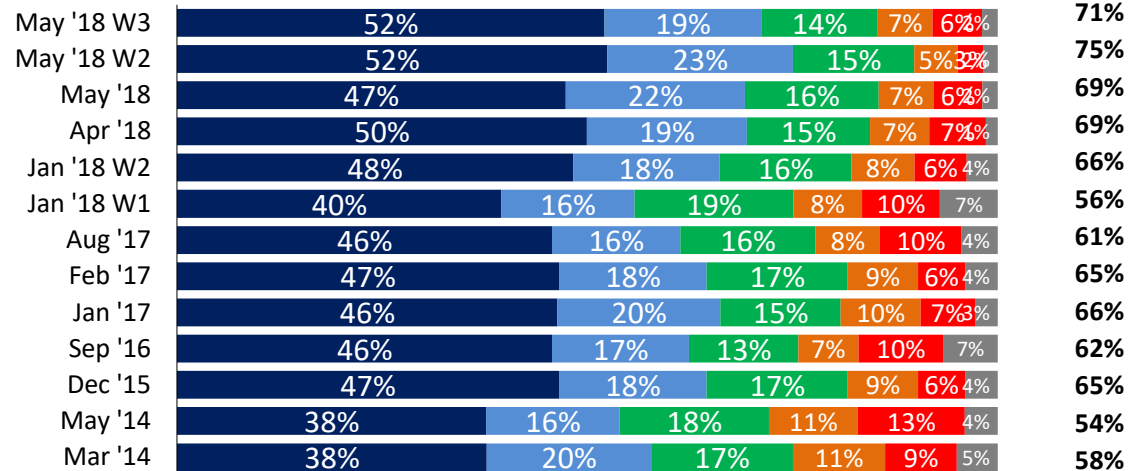
Date	Strongly agree	Somewhat agree	Neither	Somewhat disagree	Strongly disagree	Don't know	Total agree
May '18 W3	12%	18%	13%	12%	41%	3%	**31%**
May '18 W2	10%	21%	16%	13%	36%	3%	**31%**
May '18	12%	17%	17%	14%	37%	3%	**29%**
Apr '18	11%	20%	16%	11%	39%	2%	**32%**
Jan '18 W2	11%	21%	15%	11%	38%	5%	**32%**
Jan '18 W1	11%	19%	20%	10%	31%	9%	**30%**
Aug '17	13%	21%	10%	13%	38%	4%	**34%**
Feb '17	7%	18%	17%	12%	40%	5%	**26%**
Jan '17	10%	21%	15%	14%	38%	3%	**31%**
Sep '16	10%	22%	16%	11%	36%	6%	**31%**
Dec '15	7%	18%	17%	12%	40%	5%	**26%**
May '14	26%	20%	13%	9%	29%	4%	**45%**
Mar '14	12%	21%	18%	14%	30%	5%	**33%**

■ Strongly agree　　■ Somewhat agree　　■ Neither agree nor disagree
■ Somewhat disagree　　■ Strongly disagree　　■ Don't know

Time for Change Tracking: Time for change group drops 5 points, now at 2nd highest levels in tracking

Based on the two time-for-change questions, we group respondents who share common sets of values to better understand the motivations and needs of voters.

Don't feel it is time for a change and think Liberals best to form government

Key conflicted voters. Feel it is time for change, but also think Liberals are still the best option.

Feel both that it is time for a change, and disagree that Liberals are the best option to form government.

	Core ON Liberals	Soft ON Liberals	Time for change ON Liberals	Uncertain	Soft anti-ON Liberals	Hostile
May '18 W3	10%	7%	16%	6%	18%	42%
May '18 W2	6%	7%	21%	7%	21%	37%
May '18	11%	8%	10%	9%	27%	34%
Apr '18	12%	9%	12%	8%	21%	38%
Jan '18 (W2)	12%	8%	12%	11%	21%	36%
Jan '18 (W1)	15%	9%	7%	17%	23%	29%
Aug '17	15%	10%	10%	8%	22%	35%
Feb '17	13%	7%	6%	12%	23%	39%
Jan '17	14%	8%	10%	10%	22%	37%
Sep '16	15%	9%	9%	12%	21%	34%
Dec '15	20%	9%	8%	12%	21%	30%
May '14	23%	11%	12%	10%	19%	26%
Mar '14	16%	9%	9%	12%	28%	25%

■ Core ON Liberals ■ Soft ON Liberals ■ Time for change ON Liberals
■ Uncertain ■ Soft anti-ON Liberals ■ Hostile

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Tracking Decided Vote by Time-for-Change Segmentation

Core ON Liberals

	May '14	May '18 W1	May '18 W2	May '18 W3
Liberal	91%	90%	85%	87%
NDP	6%	9%	11%	11%
Green	3%	1%	3%	1%
PC	0%	0%	1%	0%

Soft ON Liberals

	May '14	May '18 W1	May '18 W2	May '18 W3
Liberal	66%	80%	70%	72%
NDP	18%	17%	23%	20%
Green	11%	3%	5%	5%
PC	5%	0%	2%	1%

Time-for-Change ON Liberals

	May '14	May '18 W1	May '18 W2	May '18 W3
Liberal	64%	42%	60%	51%
NDP	24%	33%	23%	29%
PC	6%	18%	11%	15%
Green	6%	7%	6%	4%

Uncertain

	May '14	May '18 W1	May '18 W2	May '18 W3
Liberal	36%	32%	37%	22%
NDP	34%	34%	37%	46%
Green	16%	23%	13%	16%
PC	10%	9%	13%	12%

Soft anti-ON Liberals

	May '14	May '18 W1	May '18 W2	May '18 W3
NDP	45%	46%	52%	57%
PC	37%	32%	29%	25%
Green	8%	11%	12%	10%
Liberal	8%	11%	7%	8%

Hostile

	May '14	May '18 W1	May '18 W2	May '18 W3
PC	69%	72%	66%	66%
NDP	22%	23%	28%	27%
Green	6%	3%	3%	6%
Liberal	1%	0%	3%	0%

Decided vote: **Liberal** **PC** **NDP** **Green**

Political Attitudes

Two-Horse Race: Sentiment that it is a two-horse race down sharply since previous wave

Q For each of the following statements please indicate if you agree or disagree?
This election is really a two-horse race, only the Liberal and the Conservatives have a real chance of forming government.
[asked of all respondents; n=1050]

**Net agree
(Agree - Disagree)**
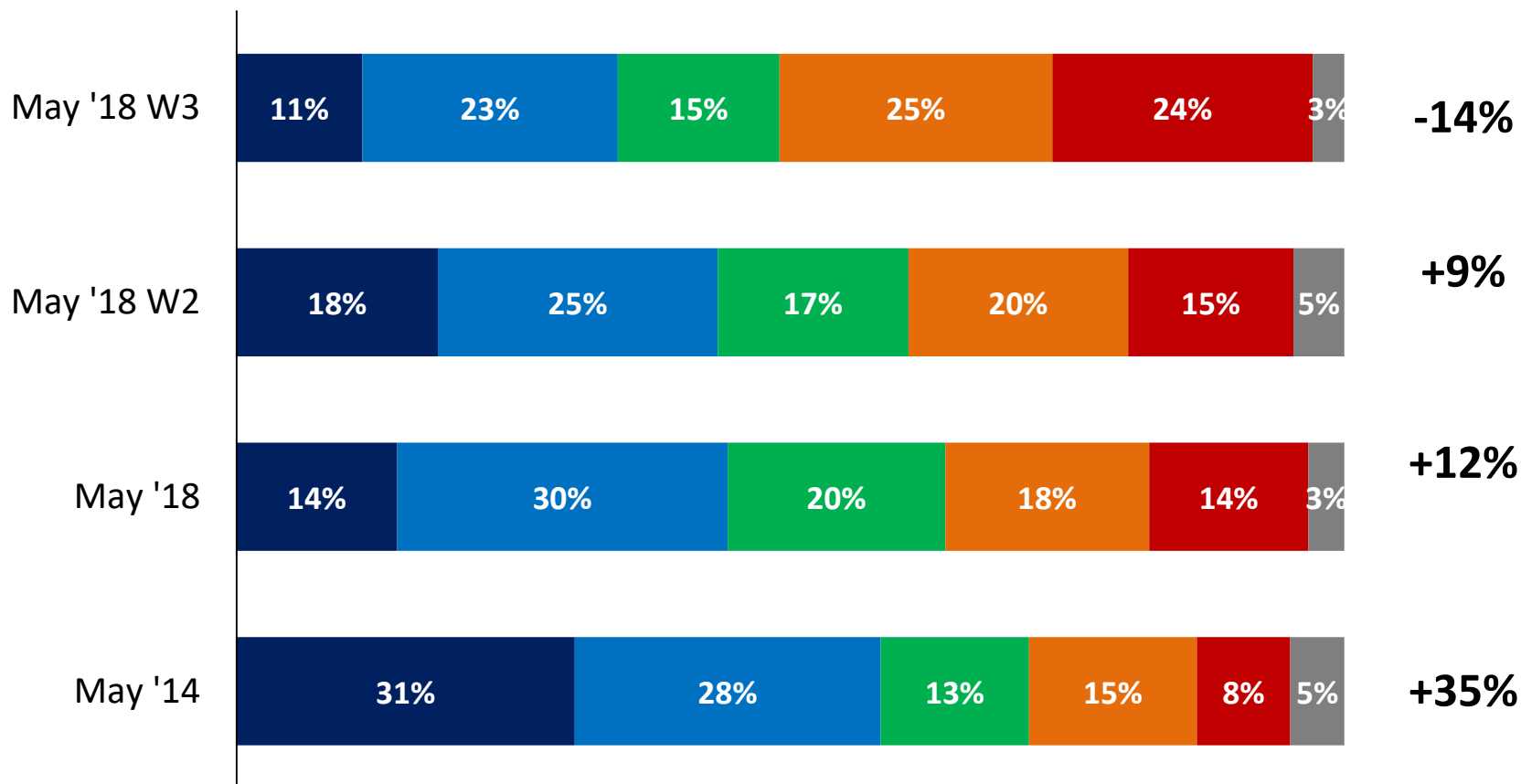
							Net agree
May '18 W3	11%	23%	15%	25%	24%	3%	**-14%**
May '18 W2	18%	25%	17%	20%	15%	5%	**+9%**
May '18	14%	30%	20%	18%	14%	3%	**+12%**
May '14	31%	28%	13%	15%	8%	5%	**+35%**

■ Strongly agree   ■ Somewhat agree   ■ Neither agree nor disagree
■ Somewhat disagree   ■ Strongly disagree   ■ Don't know

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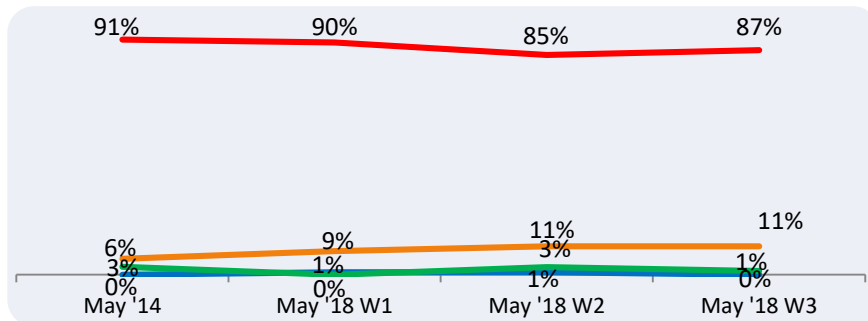
Two-Horse Race: NDP support highest among those who strongly disagree, those who agree most likely to vote PC

Q Combined Vote **BY** For each of the following statements please indicate if you agree or disagree? This election is really a two-horse race, only the Liberal and the Conservatives have a real chance of forming government

[asked of all respondents; n=1050]

Two-horse race – May 2018 Tracking by Wave

Column % shown	Strongly agree			Somewhat agree			Neither agree nor disagree			Somewhat disagree			Strongly disagree		
	W3	W2	W1	W3	W2	W1	W3	W2	W1	W3	W2	W1	W3	W2	W1
Liberal	30%	36%	31%	33%	29%	25%	32%	22%	22%	24%	25%	30%	9%	10%	11%
Progressive Conservative	48%	42%	48%	37%	35%	40%	31%	32%	29%	29%	25%	23%	30%	25%	25%
NDP	11%	15%	13%	17%	21%	18%	20%	18%	19%	33%	40%	33%	50%	53%	54%
Green	8%	2%	5%	5%	7%	7%	5%	5%	5%	6%	6%	3%	6%	5%	5%
Other	0%	0%	1%	0%	0%	0%	2%	0%	1%	1%	0%	1%	1%	0%	0%
Undecided/ Don't know	3%	3%	3%	6%	7%	10%	8%	19%	21%	7%	3%	10%	4%	5%	5%
Would not vote/none	1%	1%	0%	1%	1%	1%	2%	4%	4%	0%	0%	1%	0%	2%	0%

Combined Vote (row axis label)

Note: "Don't know" not shown due to insufficient sample size.

Doug Ford attitudes: Majority think Doug Ford unsuitable for Premiership, 'strong' feeling up 8 points since April

Q For each of the following statements please indicate if you agree or disagree?
[asked of all respondents; n=1,050]

Total agree (Strongly + Somewhat)

I feel Doug Ford has a history of poor choices and bad behaviour that makes him unsuitable to be Premier of Ontario

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total agree
May-2018 W3	41%	17%	16%	8%	14%	4%	**58%**
April 2018	33%	18%	20%	9%	15%	4%	**52%**

I am afraid of what Doug Ford and the PCs might do if they form government

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total agree
May-2018 W3	42%	18%	13%	7%	18%	2%	**59%**
May-2018 W1	42%	17%	15%	8%	16%	3%	**59%**

■ Strongly agree ■ Somewhat agree
■ Neither agree nor disagree ■ Somewhat disagree
■ Strongly disagree ■ Don't know

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Ford Attitudes by Party ID: PC identifiers only group to see Doug Ford as suitable to be Premier

Doug Ford attitudes by Party ID

Net agreement (Total % agree minus total % disagree)	Party ID				
	Liberal	PC	NDP	Green/ Other	Unaligned
I feel Doug Ford has a history of poor choices and bad behaviour that makes him unsuitable to be Premier of Ontario	+78%	-30%	+72%	+36%	+36%
I am afraid of what Doug Ford and the PCs might do if they form government	+78%	-40%	+71%	+38%	+39%

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Ford Attitudes by ID and Region: Voters in Toronto have the most negative view of Doug Ford

Attitudes by Party ID and Region

Net agreement (Total % agree minus total % disagree)	Region			
	Toronto	Rest of GTA	South/West	North/East
I feel Doug Ford has a history of poor choices and bad behaviour that makes him unsuitable to be Premier of Ontario	+48%	+30%	+29%	+37%
I am afraid of what Doug Ford and the PCs might do if they form government	+52%	+26%	+28%	+32%

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Ford Attitudes by Value Cluster: Populist and Deferential conservatives polarized on their views about Ford

Attitudes BY Value Cluster

Net agreement (Total % agree minus total % disagree)	Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrify Moderates	Core Left
I feel Doug Ford has a history of poor choices and bad behaviour that makes him unsuitable to be Premier of Ontario	+27%	-38%	+50%	+60%	+28%	+76%
I am afraid of what Doug Ford and the PCs might do if they form government	+21%	-45%	+50%	+60%	+27%	+76%

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Ford Attitudes by Econ. Alienation: Heavy Strugglers most open to Ford; Achievers and Hopefuls least open

Attitudes BY Economic Alienation

	Achievers	Hopefuls	Moderate Strugglers	Heavy Strugglers	Ambivalent	Alienated
I feel Doug Ford has a history of poor choices and bad behaviour that makes him unsuitable to be Premier of Ontario	+52%	+55%	+30%	+6%	+31%	+37%
I am afraid of what Doug Ford and the PCs might do if they form government	+48%	+47%	+29%	+7%	+29%	+38%

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Beating the PCs: Even split now between those who think Libs (33%) have best chance, 'NDP best' (33%), and ambivalent

Q Thinking about the area where you live, which party do you think has the best chance of beating the Progressive Conservatives in the upcoming provincial election?
[asked of all respondents; n=1050]

May 2018 W3: 33% | 33% | 33%

May 2018 W2: 38% | 29% | 34%

■ The Liberal Party

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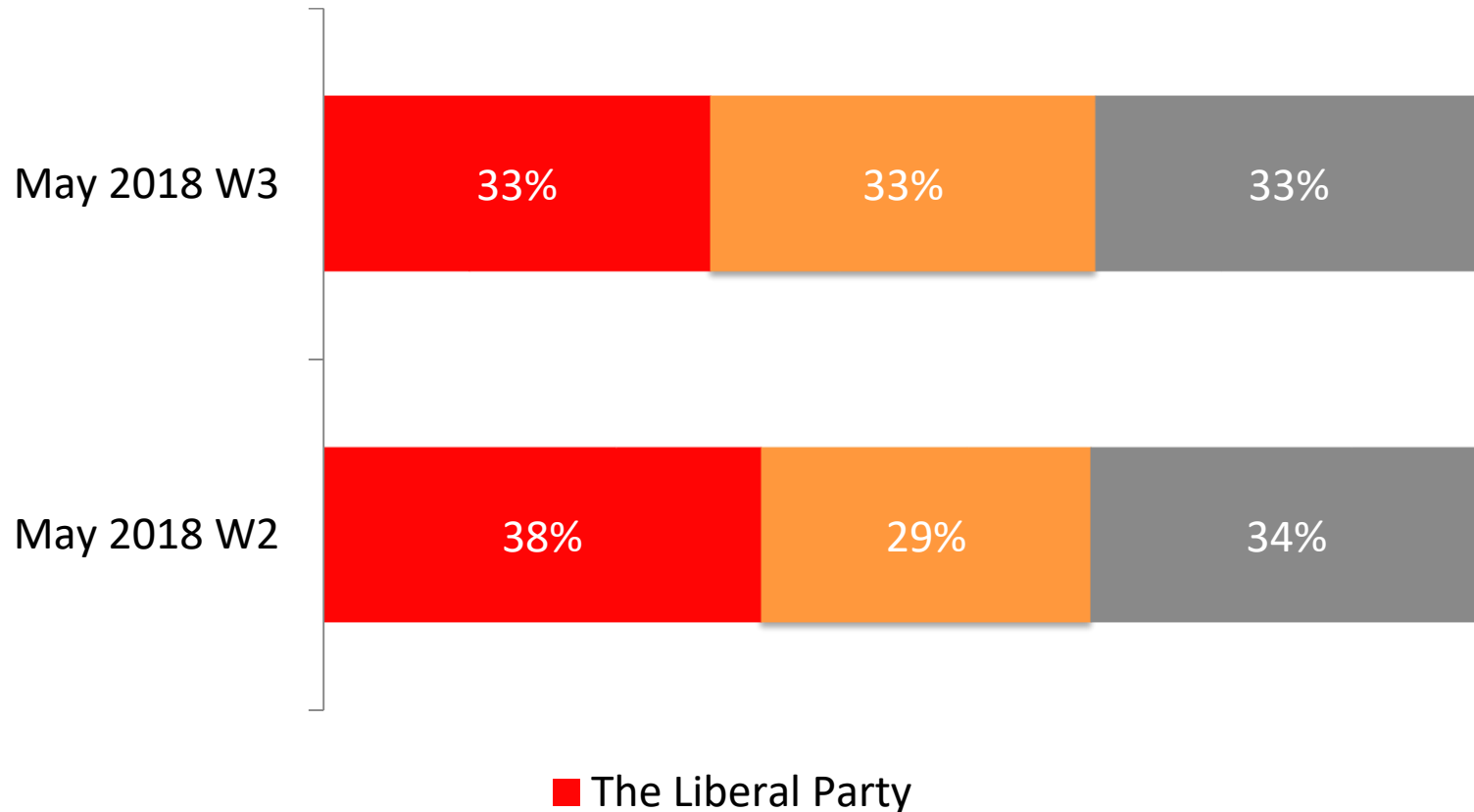
Beating the PCs: Among NDP/Lib battleground voters who they think will win closely linked to their vote choice

*Vote among **Liberal and NDP battleground voters** BY who they think will beat the PCs*

Who would beat the PCs?

Column % shown	TOTAL	Liberals	NDP	Don't know
Liberal	20%	43%	12%	7%
PC	16%	15%	20%	14%
NDP	21%	23%	30%	14%
Green/other	19%	14%	23%	20%
Undecided/would not vote	24%	5%	15%	45%

Combined Vote

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Read, seen, heard

Read, seen, heard: Two-thirds (66%) have heard about Ford, less have heard about Wynne (54%) and Horwath (52%)

Q Have you read, seen or heard anything about **[Leader and party]** in the last few days?

Kathleen Wynne and the Ontario Liberal Party
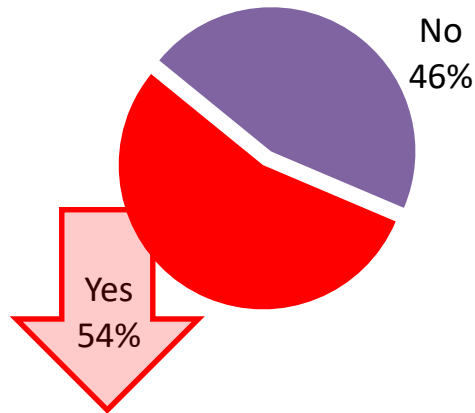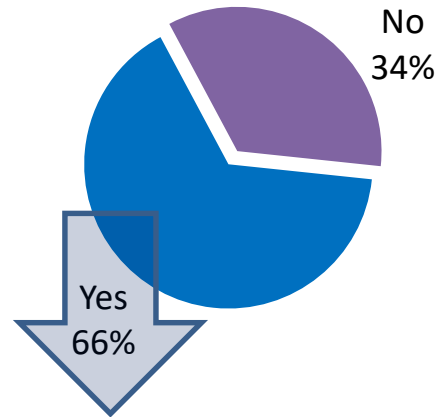
No 46%

Yes 54%

Doug Ford and the Ontario PCs

No 34%

Yes 66%

Andrea Horwath and the Ontario NDP

No 48%

Yes 52%

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **[Leader and party]**, or did it make no difference?

Net Impact − 19

Kathleen Wynne and the Ontario Liberal Party
- 8%
- 13%
- 39%
- 11%
- 30%

Net Impact − 22

Doug Ford and the Ontario PCs
- 14%
- 10%
- 31%
- 15%
- 31%

Net Impact + 13

Andrea Horwath and the Ontario NDP
- 12%
- 27%
- 35%
- 13%
- 13%

■ A lot more favourable ■ Somewhat more favourable ■ Made no difference
■ Somewhat less favourable ■ A lot less favourable

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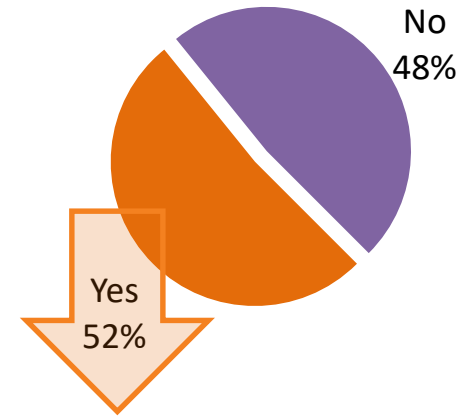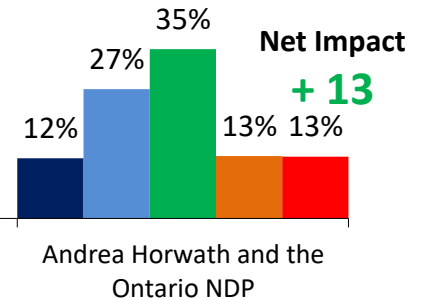
Liberal read, seen, heard: Less have heard of the Liberal than in the last wave, impact remains moderately negative

Q Have you read, seen or heard anything about **Kathleen Wynne and the Ontario Liberal Party** in the last few days?
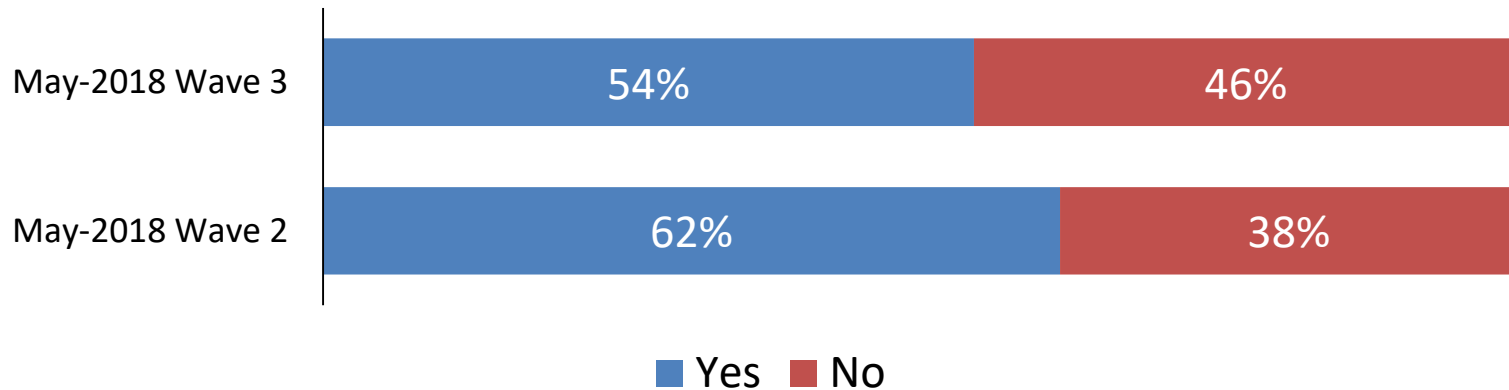
	Yes	No
May-2018 Wave 3	54%	46%
May-2018 Wave 2	62%	38%

■ Yes ■ No

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **Kathleen Wynne and the Ontario Liberal Party** or did it make no difference?

Net Impact

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
May-2018 Wave 3	8%	13%	39%	11%	30%	-19
May-2018 Wave 2	6%	13%	41%	14%	26%	-20

■ A lot more favourable ■ Somewhat more favourable ■ Made no difference
■ Somewhat less favourable ■ A lot less favourable

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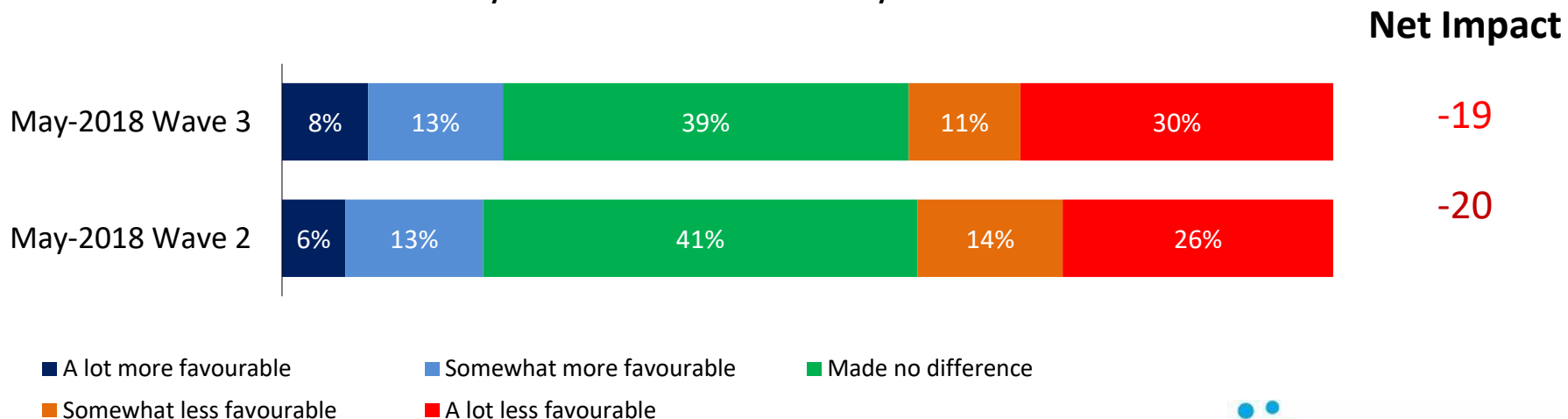
RSH about Wynne: General RSH very negative; healthcare, transit funding and budget positives, but not breaking through

Q And what did you read, see, or hear about Kathleen Wynne and the Ontario Liberal Party? [OPEN END]
[asked of those who have read, seen or heard about Kathleen Wynne and the Ontario Liberal Party; n=572]

Impact by RSH

	Response %	More fav.	Less fav.	NET
Spending promises/throwing money around to buy votes	6%	0%	89%	-89%
Attacking Ford/Making comparison with Trump	6%	6%	58%	-53%
Not truthful/corrupt (ie lying about deficit)	6%	0%	80%	-80%
Platform/Promises (general)	6%	31%	44%	-13%
Hydro issues	5%	16%	47%	-31%
Negative comments (general)	5%	7%	67%	-59%
Ads (general)	5%	12%	27%	-15%
Attacking other parties/NDP	5%	12%	31%	-19%
Childcare	4%	26%	26%	0%
Poll performance	4%	9%	26%	-17%
Positive comments (general)	4%	67%	4%	+63%
Healthcare (general)	4%	50%	17%	+33%
Election/campaigning (general)	4%	30%	5%	+25%
Liberal record/Time for a change	3%	21%	53%	-32%
Defending her record/fighting back	3%	20%	40%	-20%
Transit funding	2%	53%	20%	+33%
Budget/deficit	2%	45%	36%	+9%
TV/Radio appearances	2%	40%	10%	+30%
Other	19%			
Don't Know	2%			

Note: "None" (1%) and "Refused" (2%) not shown. Impact only shown for responses with unweighted N size of at least 10

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RSH about Wynne (collapsed): Platform and attacks reading negatively, healthcare seen as positive

Q And what did you read, see, or hear about Kathleen Wynne and the Ontario Liberal Party? [OPEN END]
[asked of those who have read, seen or heard about Kathleen Wynne and the Ontario Liberal Party; n=572]

Impact by RSH

		More fav.	Less fav.	NET
Platform/Promises (collapsed)	21%	24%	53%	-29%
Wynne attacking other parties, defending record (collapsed)	19%	10%	49%	-38%
Campaign/Election (collapsed)	13%	23%	15%	+8%
Healthcare (collapsed)	8%	38%	21%	+17%
Not truthful/corrupt (ie lying about deficit)	6%	0%	80%	-80%
Ads (collapsed)	6%	9%	38%	-28%
Hydro issues	5%	16%	47%	-31%
Negative comments (general)	5%	7%	67%	-59%
Positive comments (general)	4%	67%	4%	+63%
Other	8%			
None/Don't Know/Refused	5%			

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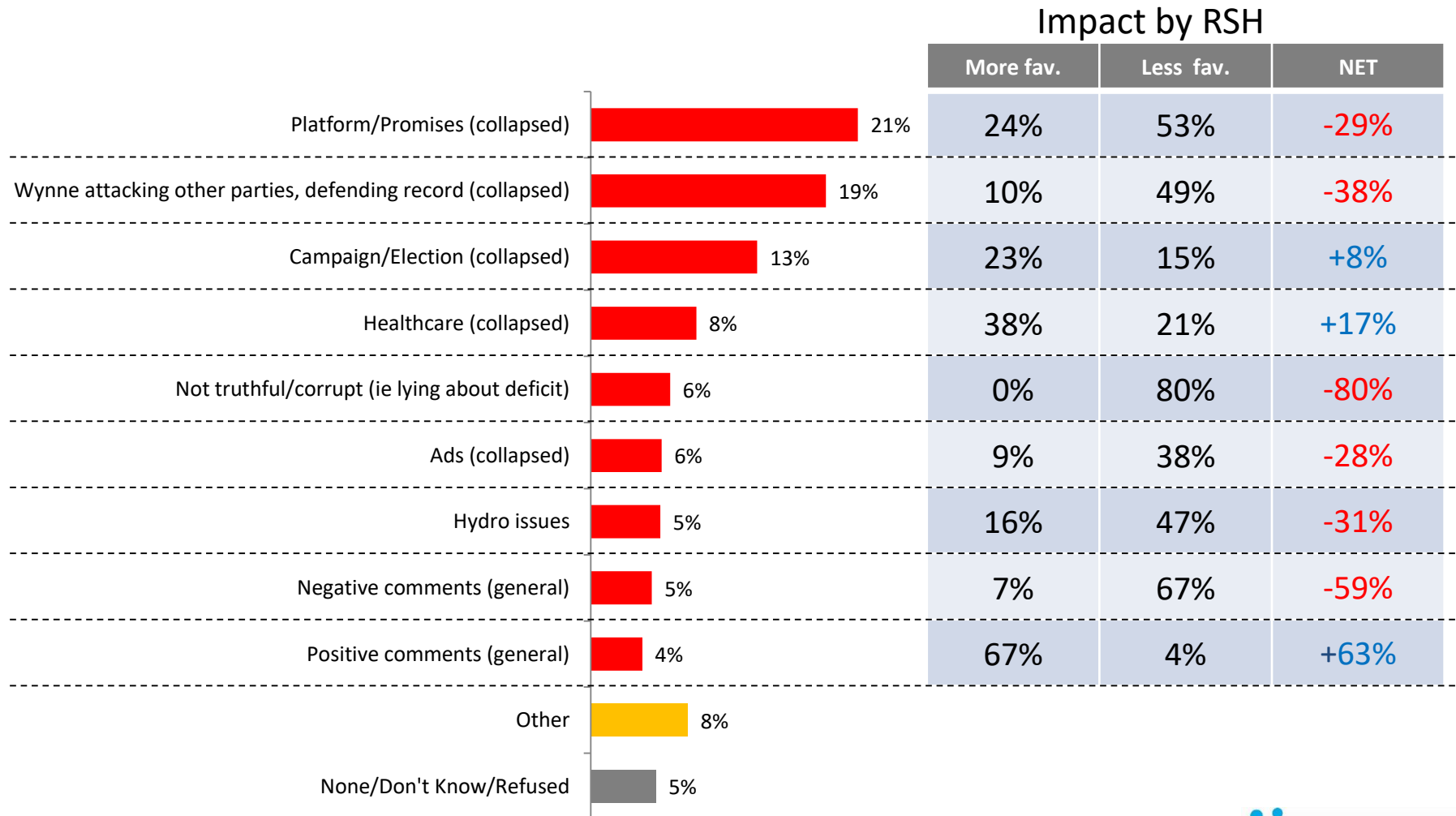
PC read, seen, heard: Less have heard of the PC than in the last wave, impact remains moderately negative

Q Have you read, seen or heard anything about **Doug Ford and the Ontario PCs** in the last few days?

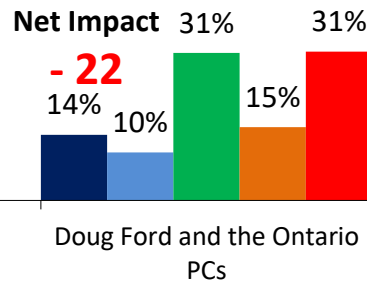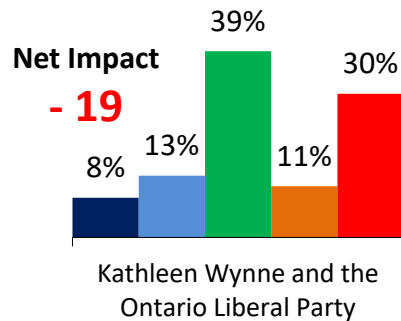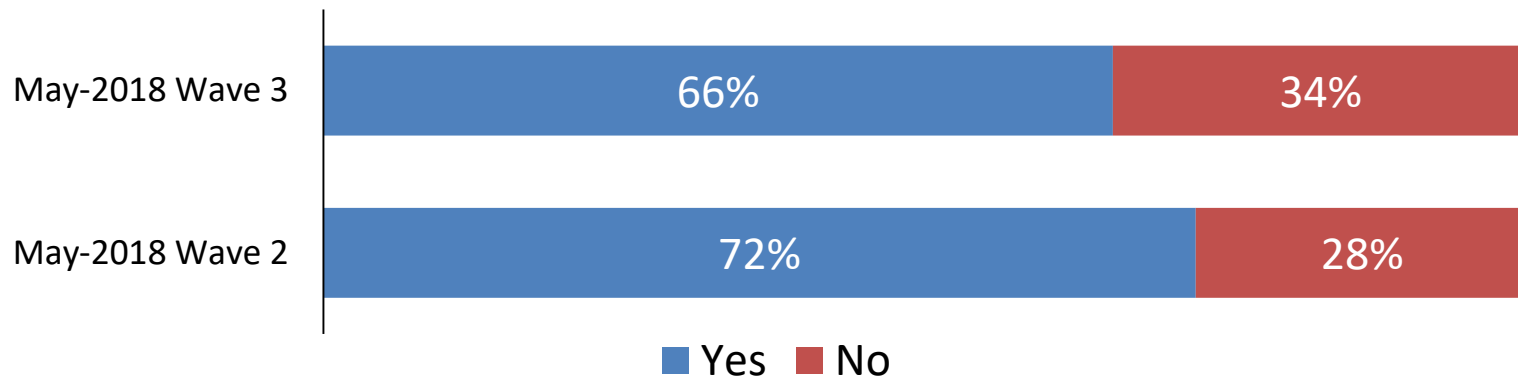|	Yes	No
May-2018 Wave 3	66%	34%
May-2018 Wave 2	72%	28%

■ Yes ■ No

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **[Leader and party]**, or did it make no difference?

Net Impact

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
May-2018 Wave 3	14%	10%	31%	15%	31%	-22
May-2018 Wave 2	11%	14%	30%	14%	32%	-21

■ A lot more favourable   ■ Somewhat more favourable   ■ Made no difference
■ Somewhat less favourable   ■ A lot less favourable

INNOVATIVE
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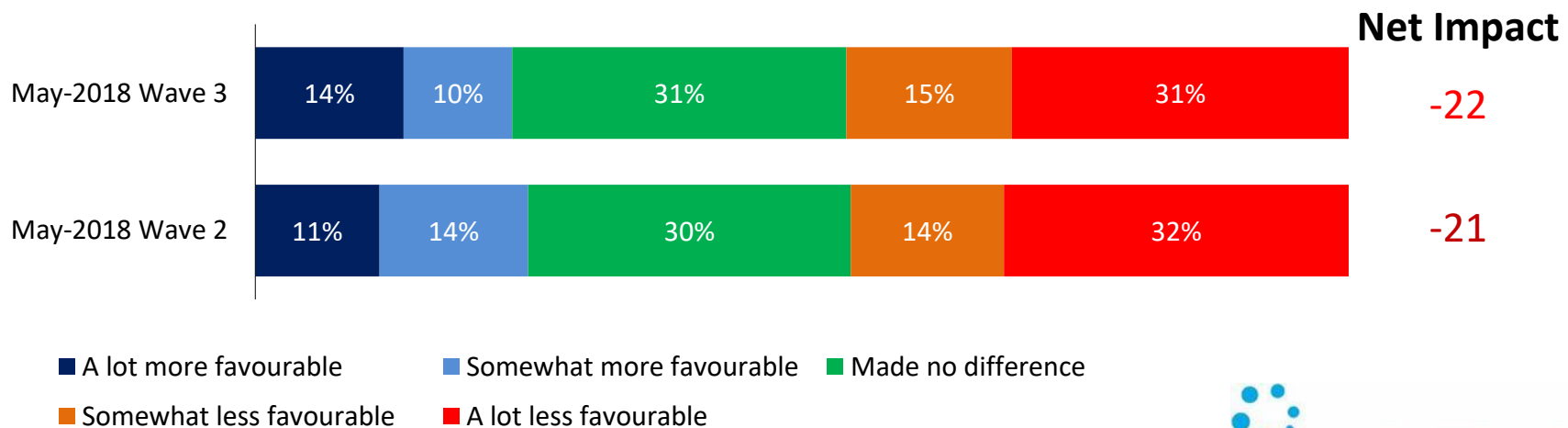
RSH about Ford: General RSH very negative; data theft scandal tops mention with strong negatives

Q And what did you read, see, or hear about Doug Ford and the Ontario PCs? [OPEN END]
[asked of those who have read, seen or heard about Doug Ford and the Ontario PCs; n=688]

Impact by RSH

	Bar %	More fav.	Less fav.	NET
Data theft scandal with candidate	11%	0%	76%	-76%
Lower gas prices/gas tax	9%	53%	22%	+31%
Negative comments (general)	8%	4%	67%	-63%
Candidate controversies	8%	7%	67%	-59%
Tax Cuts/carbon tax cut	7%	39%	35%	+4%
Platform/Promises (general)	6%	25%	43%	-18%
Fundraising controversy	6%	5%	58%	-53%
Wants to expand retail sales of beer/alcohol	5%	35%	41%	-6%
Hydro issues/Firing Hydro One CEO/Board	4%	46%	14%	+32%
Media coverage	3%	17%	39%	-22%
Positive comments (general)	2%	94%	0%	+94%
Scandals/corruption	2%	6%	53%	-47%
Flip flopping on greenbelt issue	2%	6%	75%	-69%
Attacks on Ford/PCs (general)	2%	13%	40%	-27%
Ads (general)	2%	7%	36%	-29%
Healthcare (general)	2%	62%	15%	+46%
Balancing budget/Will make cuts	2%	38%	38%	0%
Comparison to Donald Trump	2%	17%	83%	-67%
Photo ops/Campaign appearances	1%	20%	30%	-10%
Other	12%			
Don't Know	2%			

Note: "None" (1%) and "Refused" (2%) not shown. Impact only shown for responses with unweighted N size of at least 10

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RSH about Ford (collapsed): General RSH very negative; platform/promises (collapsed) have moderately negative effect

Q **And what did you read, see, or hear about Doug Ford and the Ontario PCs? [OPEN END]**
[asked of those who have read, seen or heard about Doug Ford and the Ontario PCs; n=688]

Impact by RSH

	More fav.	Less fav.	NET
Platform/Promises (collapsed) — 15%	30%	46%	-16%
Negative comments (collapsed) — 15%	7%	61%	-54%
Data theft scandal with candidate — 11%	0%	76%	-76%
Lower gas prices/gas tax — 9%	53%	22%	+31%
Candidate controversies — 8%	7%	67%	-59%
Tax Cuts/carbon tax cut — 7%	39%	35%	+4%
Fundraising controversy — 6%	5%	58%	-53%
Wants to expand retail sales of beer/alcohol — 5%	35%	41%	-6%
Campaign/Election (collapsed) — 5%	27%	33%	-7%
Hydro issues/Firing Hydro One CEO/Board — 4%	46%	14%	+32%
Other — 12%			
None/Don't know/Refused — 4%			

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NDP read, seen, heard: Recall up for Horwath, impact still positive, although less so than in early May

Q Have you read, seen or heard anything **Andrea Horwath and the Ontario NDP** in the last few days?

	Yes	No
May-2018 Wave 3	52%	48%
May-2018 Wave 2	46%	54%

■ Yes ■ No

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **Andrea Horwath and the Ontario NDP**, or did it make no difference?

Net Impact

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	
May-2018 Wave 3	12%	27%	35%	13%	13%	+13
May-2018 Wave 2	16%	35%	37%	6%	6%	+39

■ A lot more favourable ■ Somewhat more favourable ■ Made no difference
■ Somewhat less favourable ■ A lot less favourable

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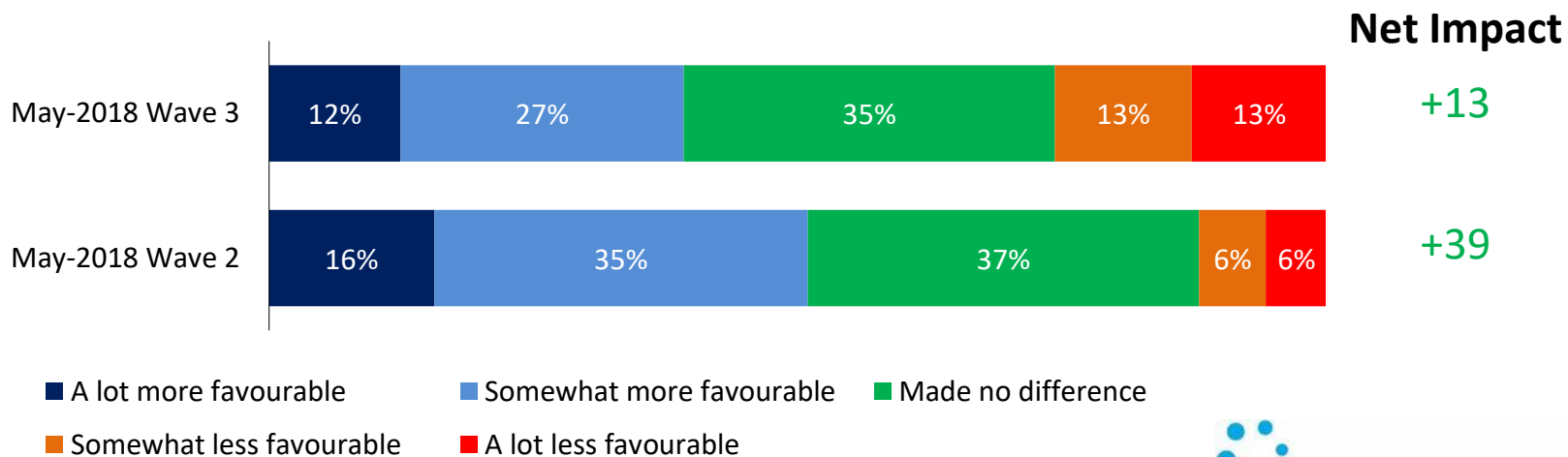
RSH about Horwath: Budget accounting error is top mention and strongly negative, positive impact on polls and platform

Q And what did you read, see, or hear about Andrea Horwath and the Ontario NDP? [OPEN END]
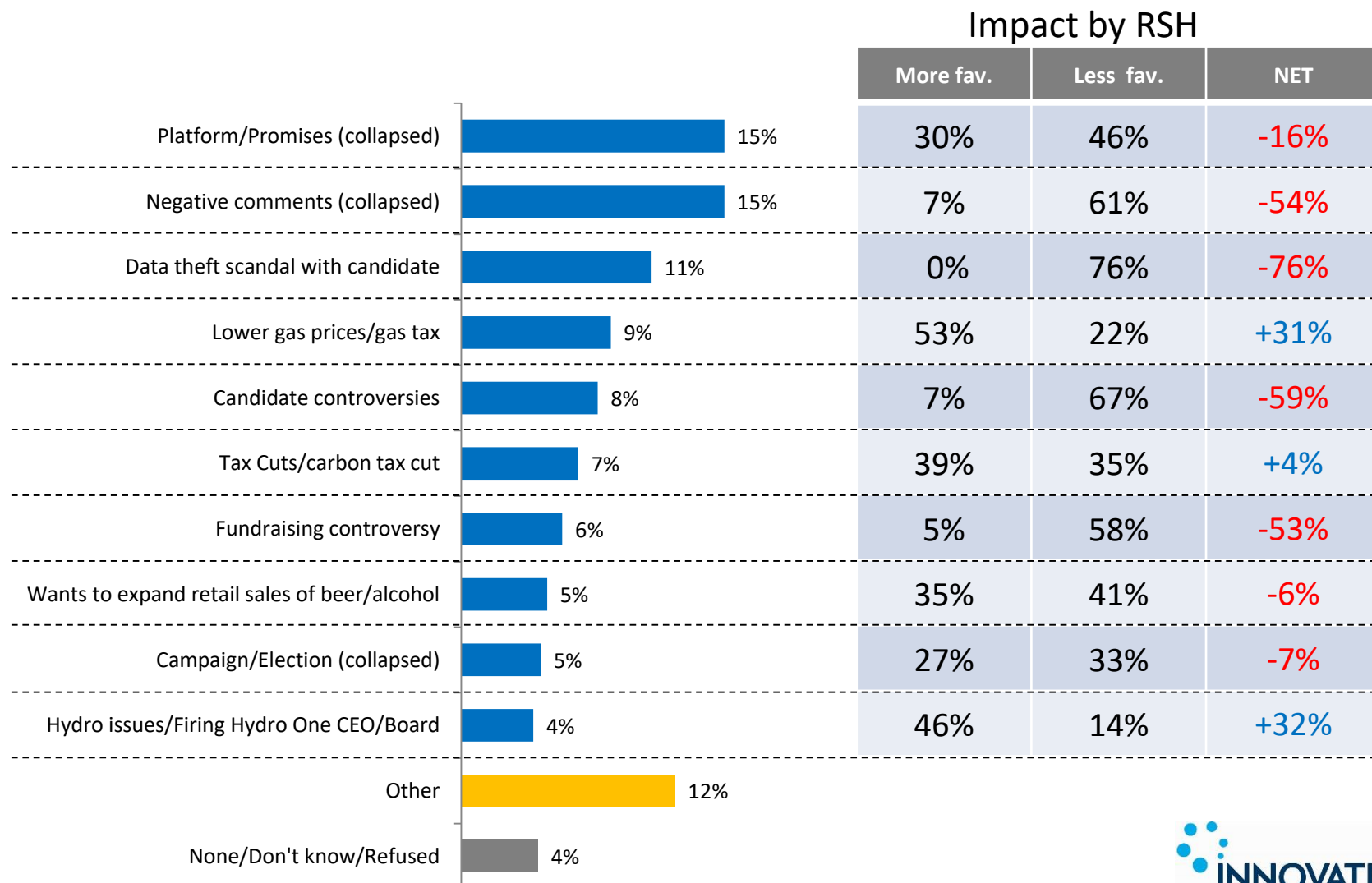[asked of those who have read, seen or heard about Andrea Horwath and the Ontario NDP; n=543]

Impact by RSH

Category	%	More fav.	Less fav.	NET
Budget accounting error	10%	11%	64%	-53%
Poll performance	9%	46%	9%	+37%
Platform/Promises (general)	8%	46%	12%	+34%
Healthcare - Dental/Drug coverage	6%	59%	16%	+44%
Daycare plan	5%	46%	14%	+32%
Healthcare (general)	4%	70%	22%	+48%
Excessive spending plans	4%	0%	70%	-70%
Positive comments (general)	4%	70%	0%	+70%
Transit/LRT plan	3%	17%	28%	-11%
Attack on Ford/Wynne	3%	32%	26%	+5%
Photo ops/Campaign appearances	3%	41%	0%	+41%
Tax plans/increase taxes on wealthy	3%	33%	47%	-13%
Ads on TV	3%	69%	13%	+56%
Coalition with the Liberals	3%	6%	69%	-63%
Alternative to Liberal vs PC/strong campaign	2%	67%	0%	+67%
Ads (general)	2%	64%	0%	+64%
Media coverage	2%	30%	0%	+30%
Hydro issues	2%	67%	11%	+56%
Leaders debates	2%	89%	11%	+78%
Other	18%			
Don't Know	2%			

Note: "None" (2%) and "Refused" (2%) not shown. Impact only shown for responses with unweighted N size of at least 10

RSH about Horwath: Healthcare (collapsed, daycare included) has a very positive impact

Q And what did you read, see, or hear about Andrea Horwath and the Ontario NDP? [OPEN END]

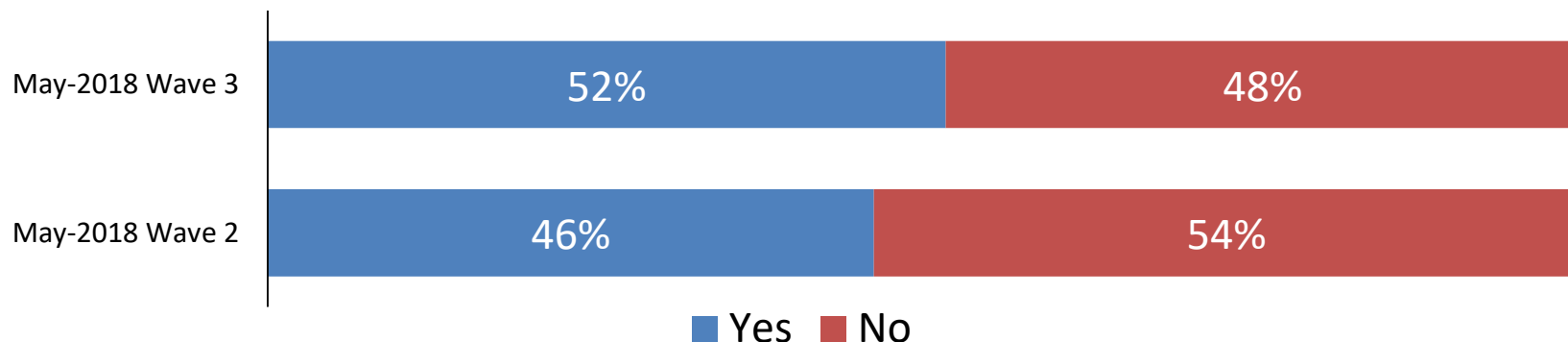[asked of those who have read, seen or heard about Andrea Horwath and the Ontario NDP; n=692]

Impact by RSH

	More fav.	Less fav.	NET
Platform/Promises (collapsed) — 21%	38%	29%	+9%
Campaign/Election (collapsed) — 17%	41%	25%	+16%
Healthcare (collapsed) — 15%	59%	16%	+43%
Budget accounting error — 10%	11%	64%	-53%
Poll performance — 9%	46%	9%	+37%
Ads (collapsed) — 5%	64%	7%	+57%
Excessive spending plans — 4%	0%	70%	-70%
Positive comments (general) — 4%	70%	0%	+70%
Other — 10%			
None/Don't know/Refused — 6%			

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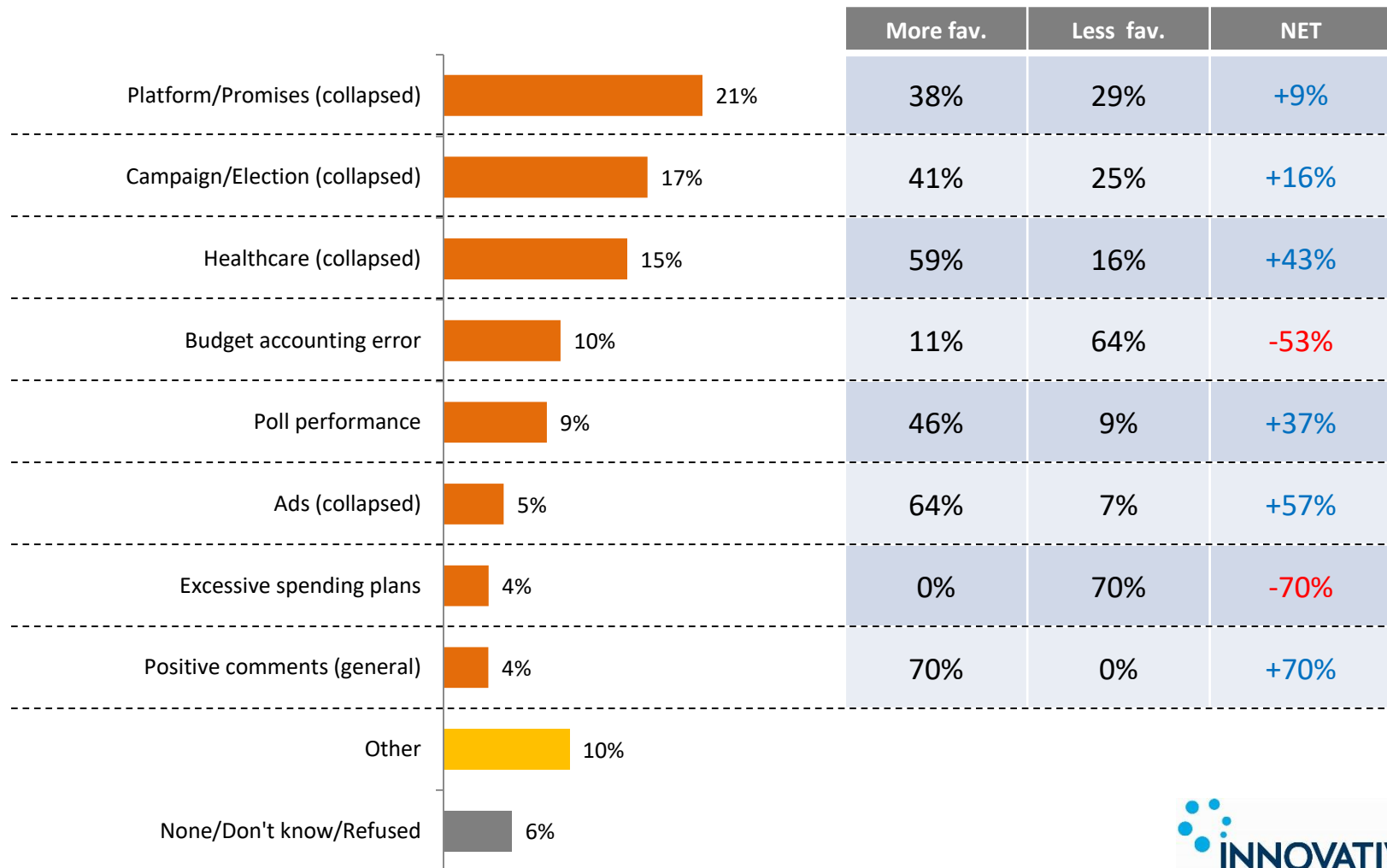
Campaign impact: NDP show the most positive news impact among Unaligned

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **[Leader and party]**, or did it make no difference? **[BY PARTY ID]**

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net impact
Kathleen Wynne and the Ontario Liberal Party	8%	13%	39%	11%	30%	-19%
ON Liberals	15%	25%	45%	7%	8%	+26%
PC	3%		26%	12%	59%	-68%
NDP	14%	18%	39%	8%	21%	+3%
Green/Other		7%	45%	14%	33%	-40%
Unaligned	8%	5%	47%	15%	24%	-27%
Doug Ford and the Ontario PCs	14%	10%	31%	15%	31%	-22%
ON Liberals	3%	5%	28%	18%	47%	-57%
PC	34%	20%	30%	8%	7%	+40%
NDP	2%		26%	20%	50%	-67%
Green/Other	12%	9%	30%	21%	29%	-28%
Unaligned	8%	8%	40%	16%	28%	-27%
Andrea Horwath and the Ontario NDP	12%	27%	35%	13%	13%	+13%
ON Liberals	13%	32%	37%	10%	8%	+28%
PC	8%	17%	34%	20%	26%	-27%
NDP	38%	32%	23%	6%	1%	+63%
Green/Other	12%	20%	45%	10%	13%	+9%
Unaligned	5%	33%	39%	14%	9%	+15%

- ■ A lot more favourable
- ■ Somewhat more favourable
- ■ Made no difference
- ■ Somewhat less favourable
- ■ A lot less favourable

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Campaign impact: Those who believe in Canadian dream but are currently struggling have positive reactions to Ford

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **[Leader and party]**, or did it make no difference? **[BY ALIENATION SEGMENTS]**

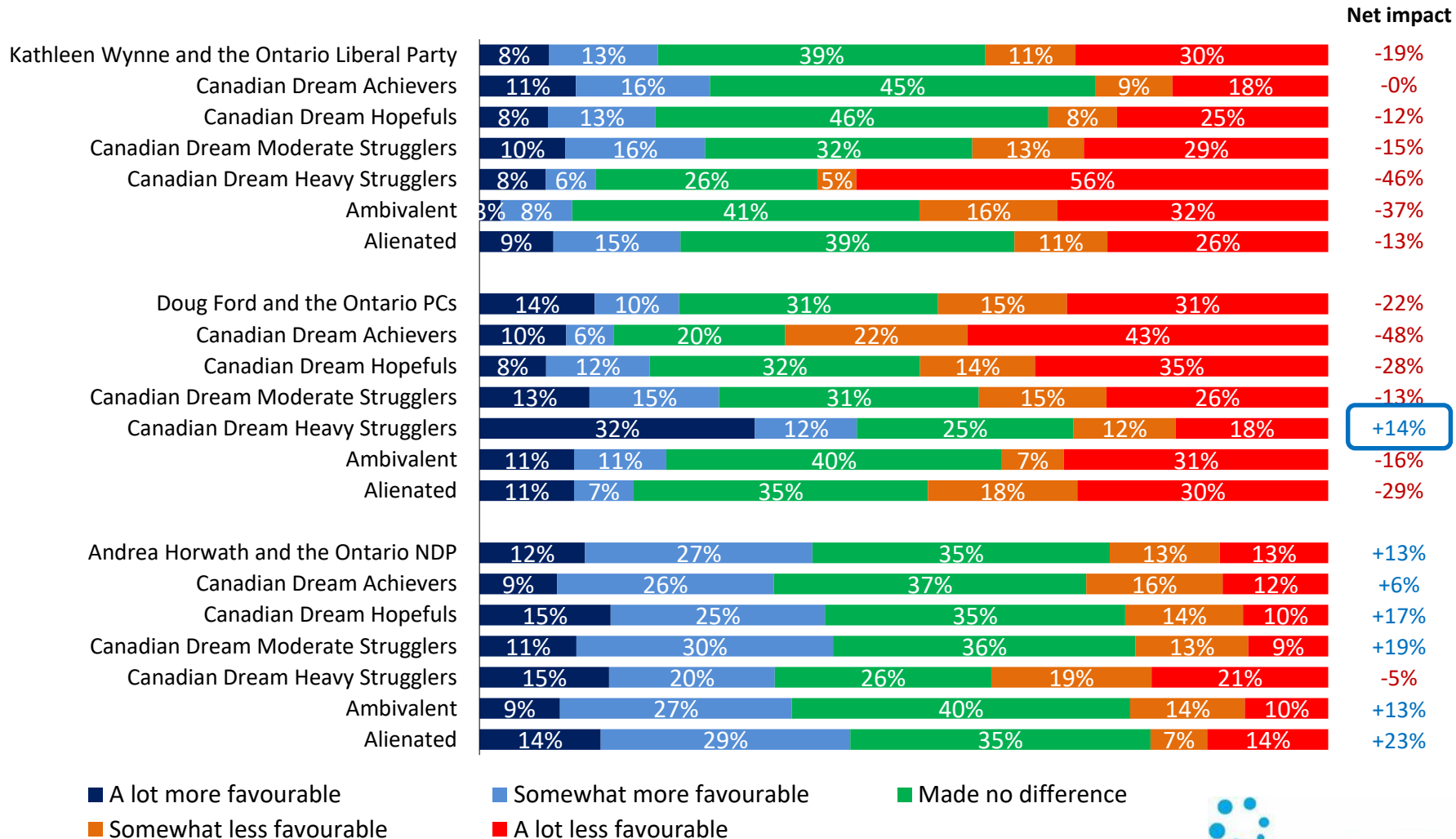|	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net impact
Kathleen Wynne and the Ontario Liberal Party	8%	13%	39%	11%	30%	-19%
Canadian Dream Achievers	11%	16%	45%	9%	18%	-0%
Canadian Dream Hopefuls	8%	13%	46%	8%	25%	-12%
Canadian Dream Moderate Strugglers	10%	16%	32%	13%	29%	-15%
Canadian Dream Heavy Strugglers	8%	6%	26%	5%	56%	-46%
Ambivalent	3%	8%	41%	16%	32%	-37%
Alienated	9%	15%	39%	11%	26%	-13%
Doug Ford and the Ontario PCs	14%	10%	31%	15%	31%	-22%
Canadian Dream Achievers	10%	6%	20%	22%	43%	-48%
Canadian Dream Hopefuls	8%	12%	32%	14%	35%	-28%
Canadian Dream Moderate Strugglers	13%	15%	31%	15%	26%	-13%
Canadian Dream Heavy Strugglers	32%	12%	25%	12%	18%	+14%
Ambivalent	11%	11%	40%	7%	31%	-16%
Alienated	11%	7%	35%	18%	30%	-29%
Andrea Horwath and the Ontario NDP	12%	27%	35%	13%	13%	+13%
Canadian Dream Achievers	9%	26%	37%	16%	12%	+6%
Canadian Dream Hopefuls	15%	25%	35%	14%	10%	+17%
Canadian Dream Moderate Strugglers	11%	30%	36%	13%	9%	+19%
Canadian Dream Heavy Strugglers	15%	20%	26%	19%	21%	-5%
Ambivalent	9%	27%	40%	14%	10%	+13%
Alienated	14%	29%	35%	7%	14%	+23%

Legend:
- A lot more favourable
- Somewhat more favourable
- Made no difference
- Somewhat less favourable
- A lot less favourable

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Liberal Battleground impact: strong positive impact among base for Wynne recall, battleground reaction is mixed
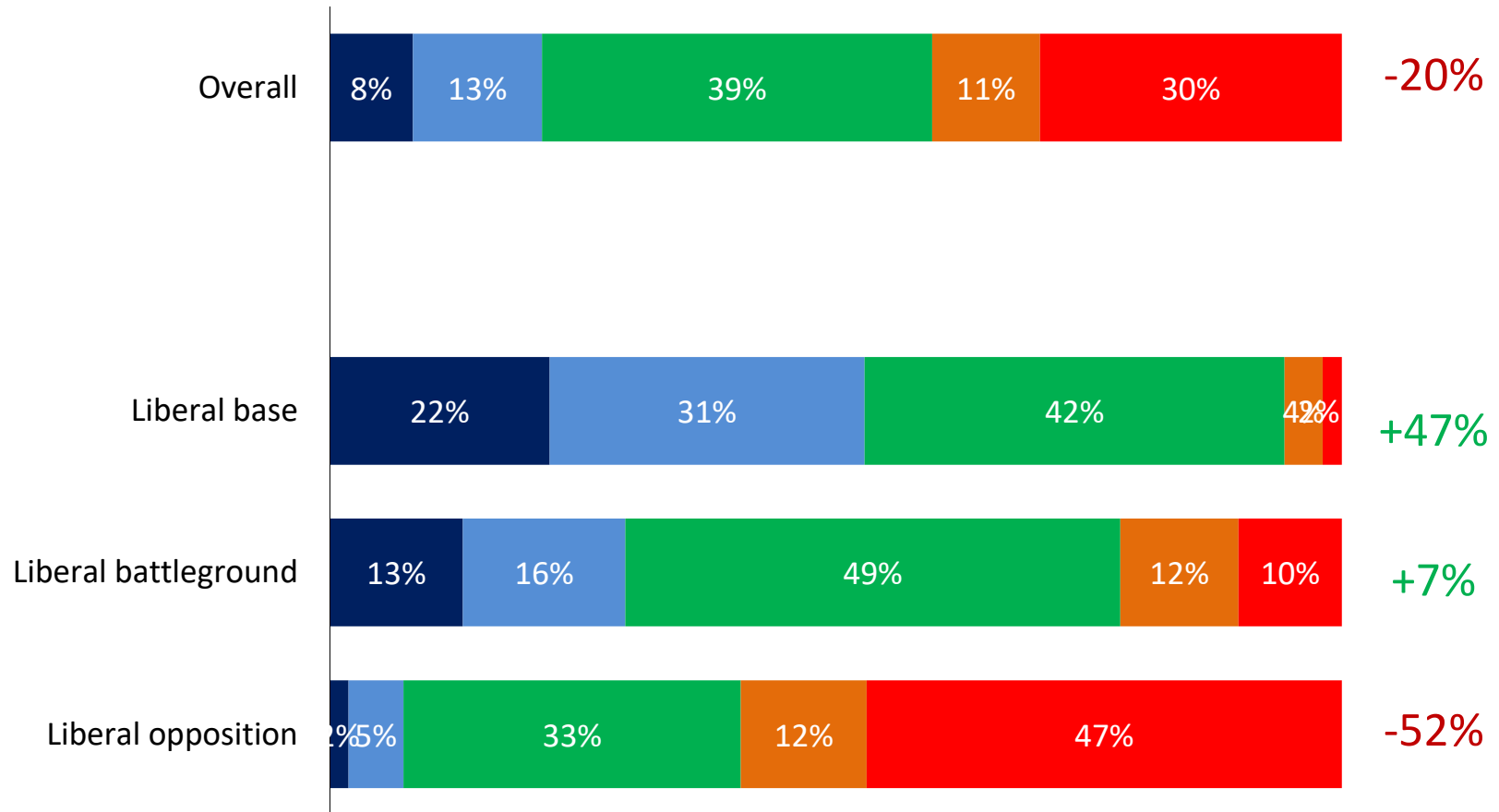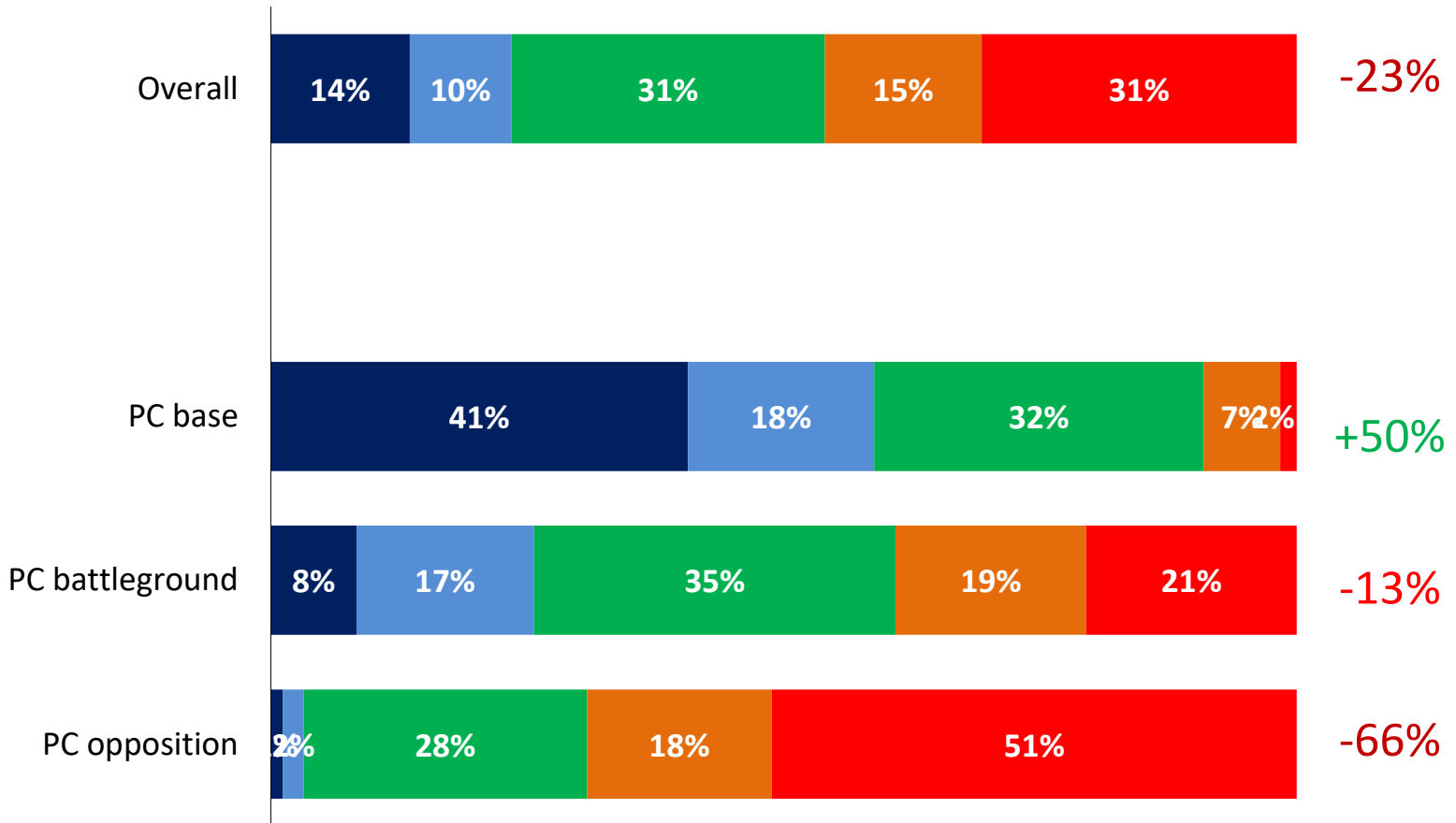
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **Ontario's Premier Kathleen Wynne and the provincial government**, or did it make no difference? **[BY BATTLEGROUND]**

Net impact

Category	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net impact
Overall	8%	13%	39%	11%	30%	-20%
Liberal base	22%	31%	42%	4%	2%	+47%
Liberal battleground	13%	16%	49%	12%	10%	+7%
Liberal opposition	2%	5%	33%	12%	47%	-52%

- ■ A lot more favourable
- ■ Somewhat more favourable
- ■ Made no difference
- ■ Somewhat less favourable
- ■ A lot less favourable

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PC Battleground impact: PC battleground reacts negatively to what they are RSHing about Ford

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **Doug Ford and the Ontario PCs**, or did it make no difference? **[BY BATTLEGROUND]**
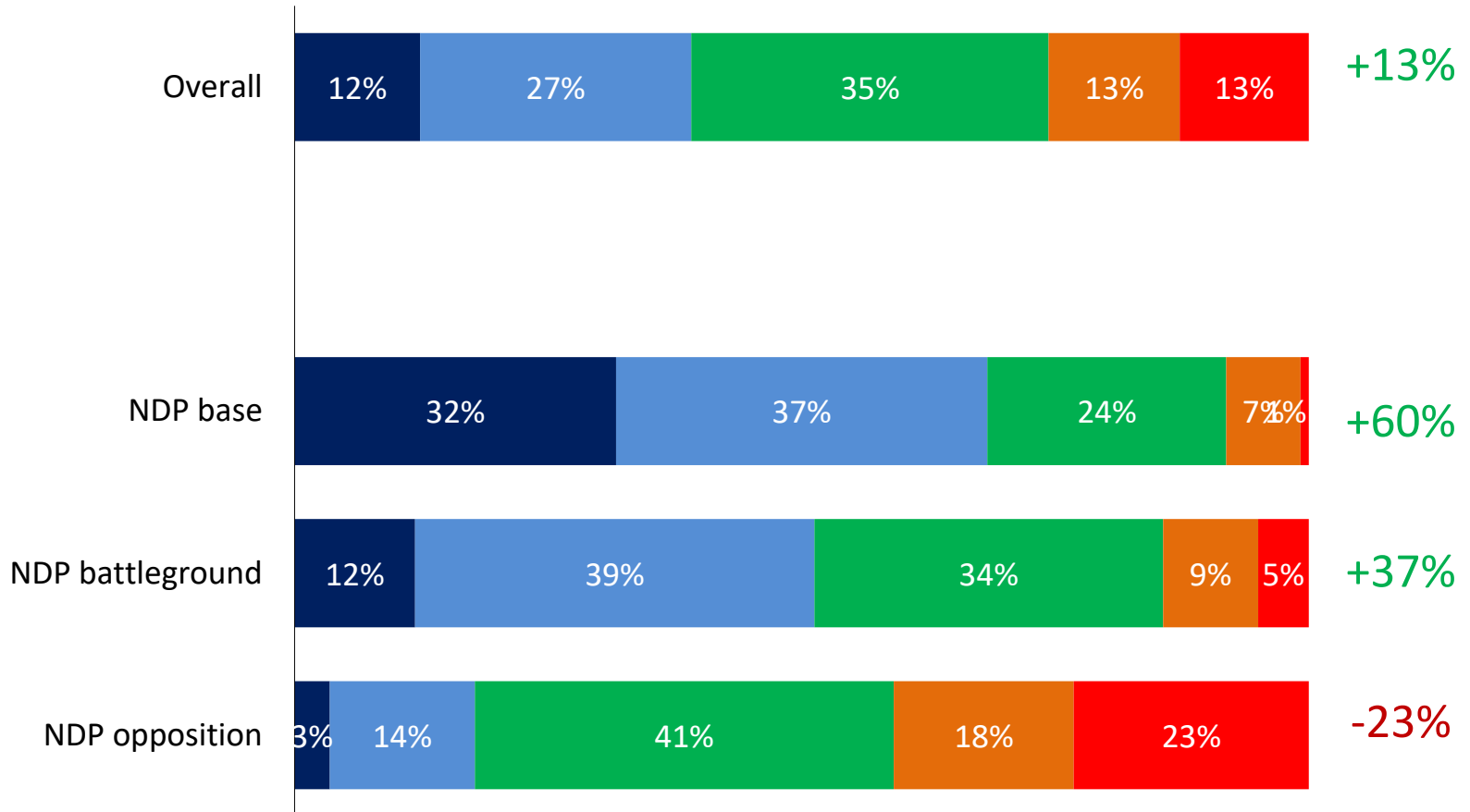
Net impact

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net impact
Overall	14%	10%	31%	15%	31%	-23%
PC base	41%	18%	32%	7%	2%	+50%
PC battleground	8%	17%	35%	19%	21%	-13%
PC opposition	2%	2%	28%	18%	51%	-66%

- ■ A lot more favourable
- ■ Somewhat more favourable
- ■ Made no difference
- ■ Somewhat less favourable
- ■ A lot less favourable

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NDP Battleground impact: NDP battleground response strongly positive to what they are RSHing about Horwath

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **Andrea Horwath and the Ontario NDP**, or did it make no difference? **[BY BATTLEGROUND]**

Net impact

Category	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net impact
Overall	12%	27%	35%	13%	13%	**+13%**
NDP base	32%	37%	24%	7%	1%	**+60%**
NDP battleground	12%	39%	34%	9%	5%	**+37%**
NDP opposition	3%	14%	41%	18%	23%	**-23%**

■ A lot more favourable ■ Somewhat more favourable ■ Made no difference
■ Somewhat less favourable ■ A lot less favourable

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