

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

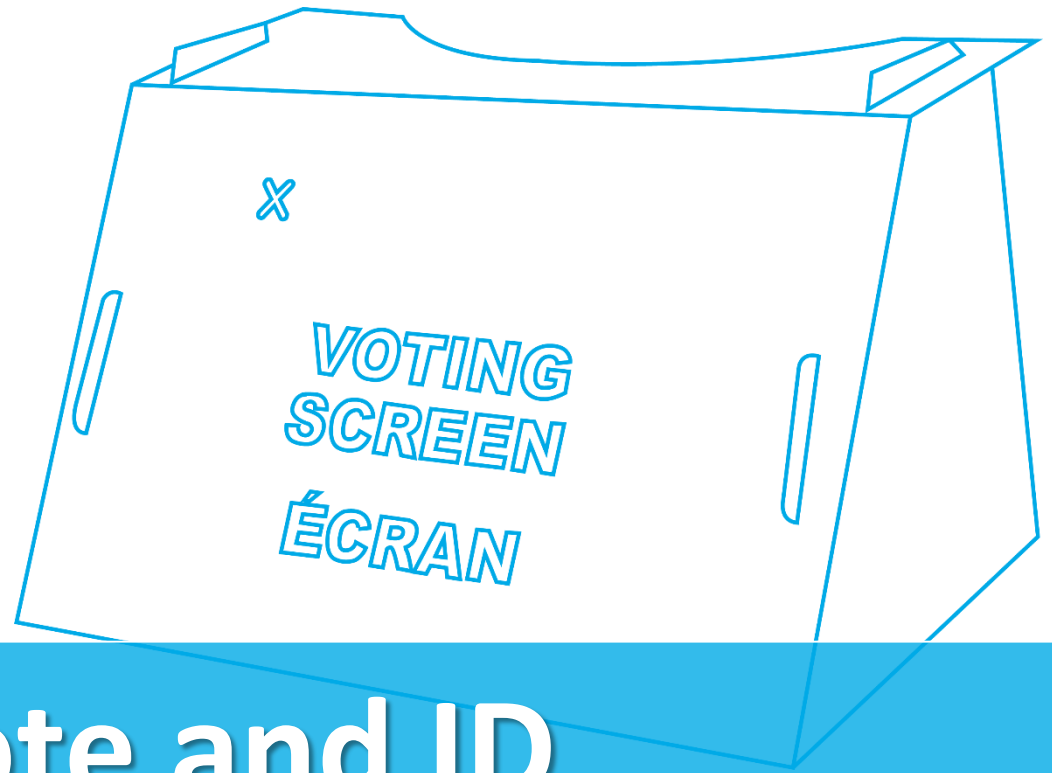
- These are the findings of a special Innovative Research Group (INNOVATIVE) online poll conducted from May 18th to May 23rd, 2018 with tracking drawn for our monthly Canada This Month survey.
- This online survey of 1,074 adult Ontarians was conducted on INNOVATIVE's Canada 20/20 national research panel 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.*

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%



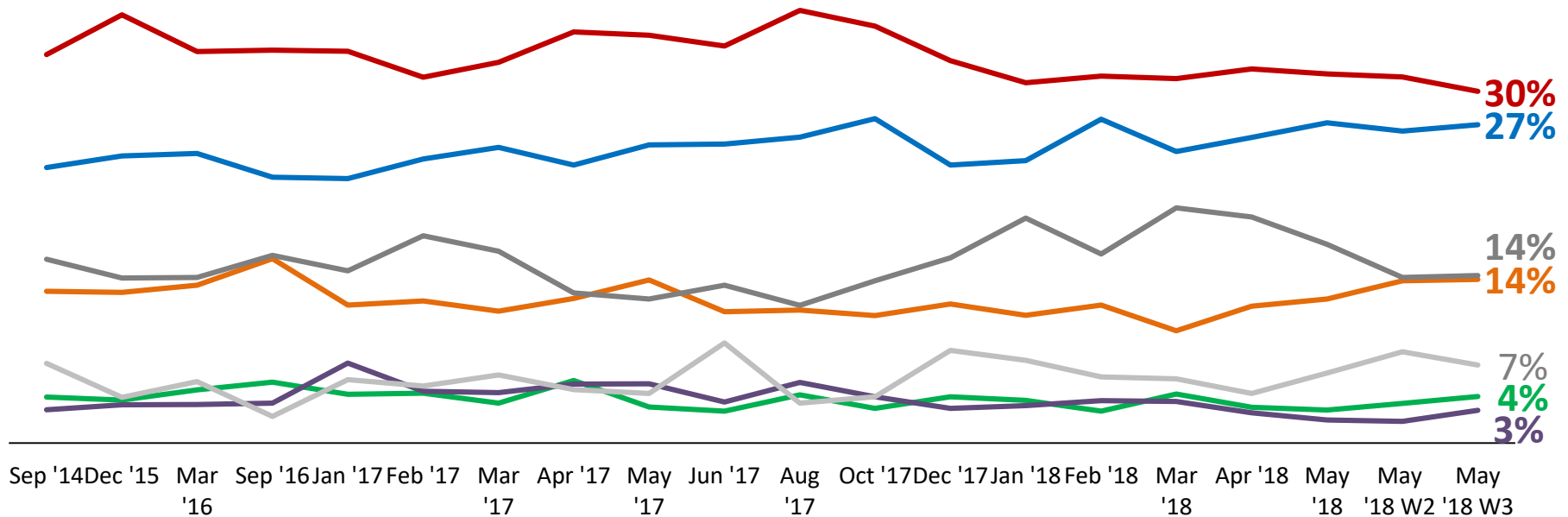
Provincial Vote and ID

Provincial ID: Party ID stable wave over wave

Q

Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a...

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



— Liberal

— Progressive Conservative

— NDP

— Green

— Something else

— None/Independent

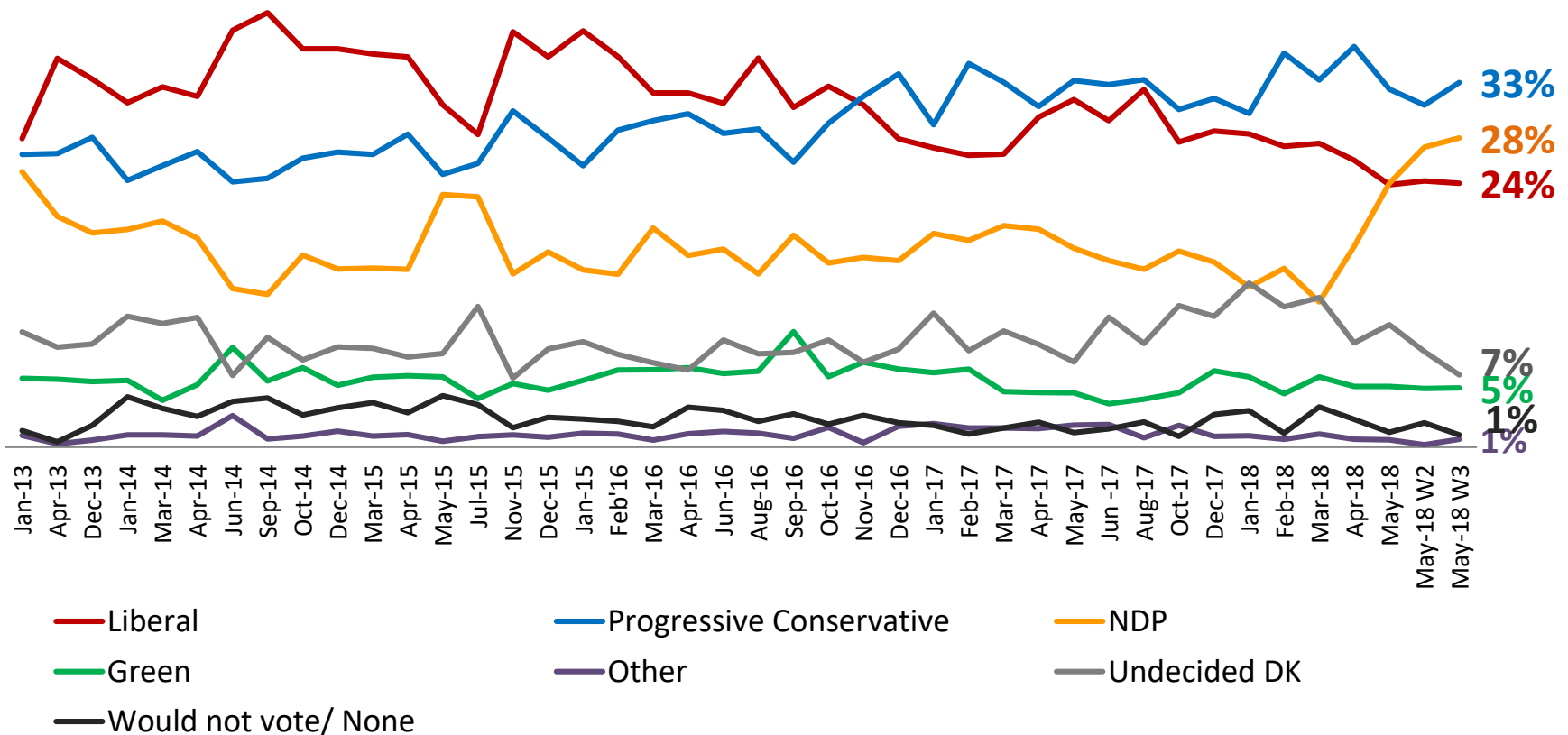
— Don't know

Combined Vote Tracking: PCs and NDP show marginal gains as undecided declines

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]

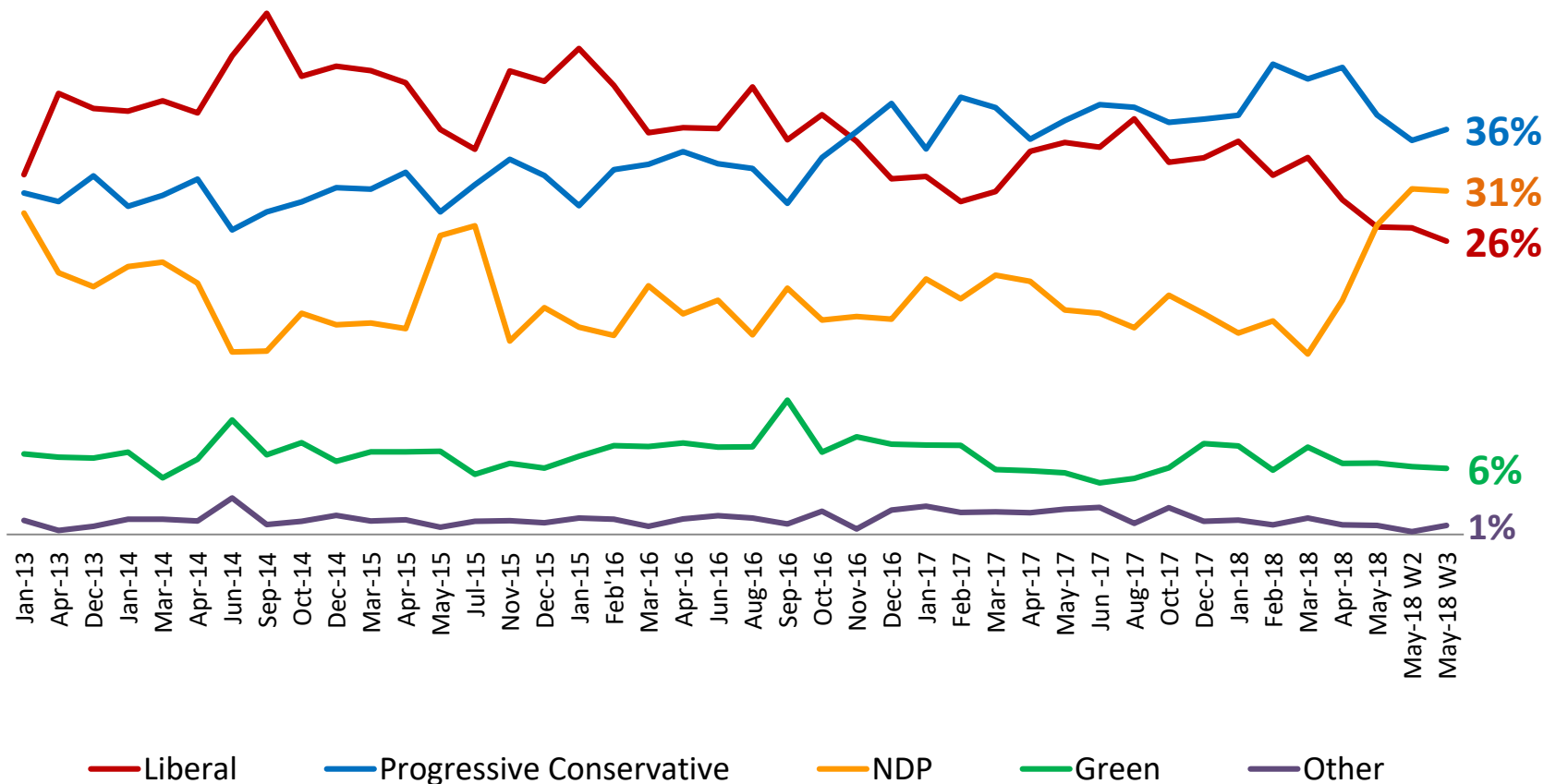


Decided Vote Tracking: NDP (31%) remain in second, ahead of the Liberals (26%); both trail the PCs (36%)

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]



Decided Vote by Region: Liberals and NDP tied for first in Toronto, PCs and NDP tied in South/West

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Decided Vote by Region

Decided Vote	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%
	NDP	36%	29%	35%	25%
	Green	3%	5%	9%	5%
Other	1%	0%	1%	1%	

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

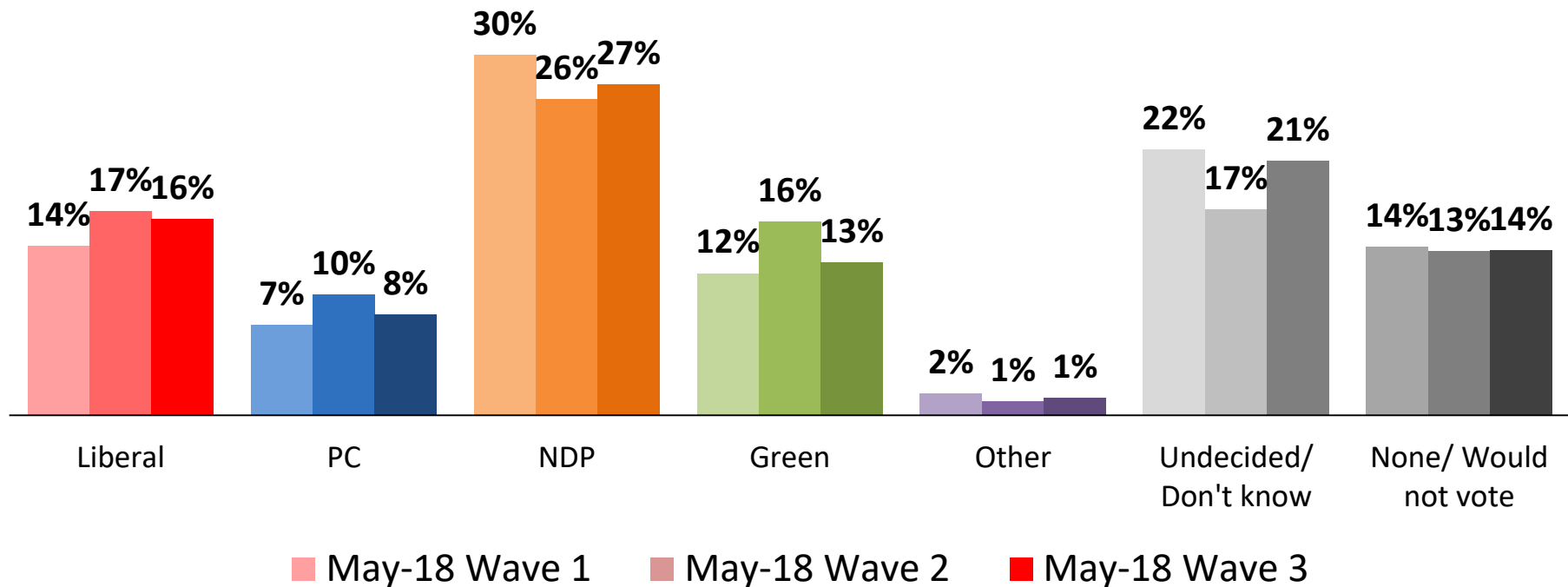
Combined Vote	Party ID					
		Liberal	Progressive Conservative	NDP	Green/Other	Unaligned
	Liberal	63%	1%	6%	9%	15%
	PC	7%	89%	3%	19%	24%
	NDP	24%	8%	86%	17%	27%
	Green	2%	0%	4%	41%	6%
	Other	0%	0%	0%	5%	1%
	Undecided/DK	3%	1%	1%	7%	23%
	Would not vote/None	1%	0%	0%	2%	4%

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]



2nd Choice by Vote: NDP are the most common second choice for all other parties; Liberals are top second choice for NDP

Second choice vote by Combined vote (first choice)

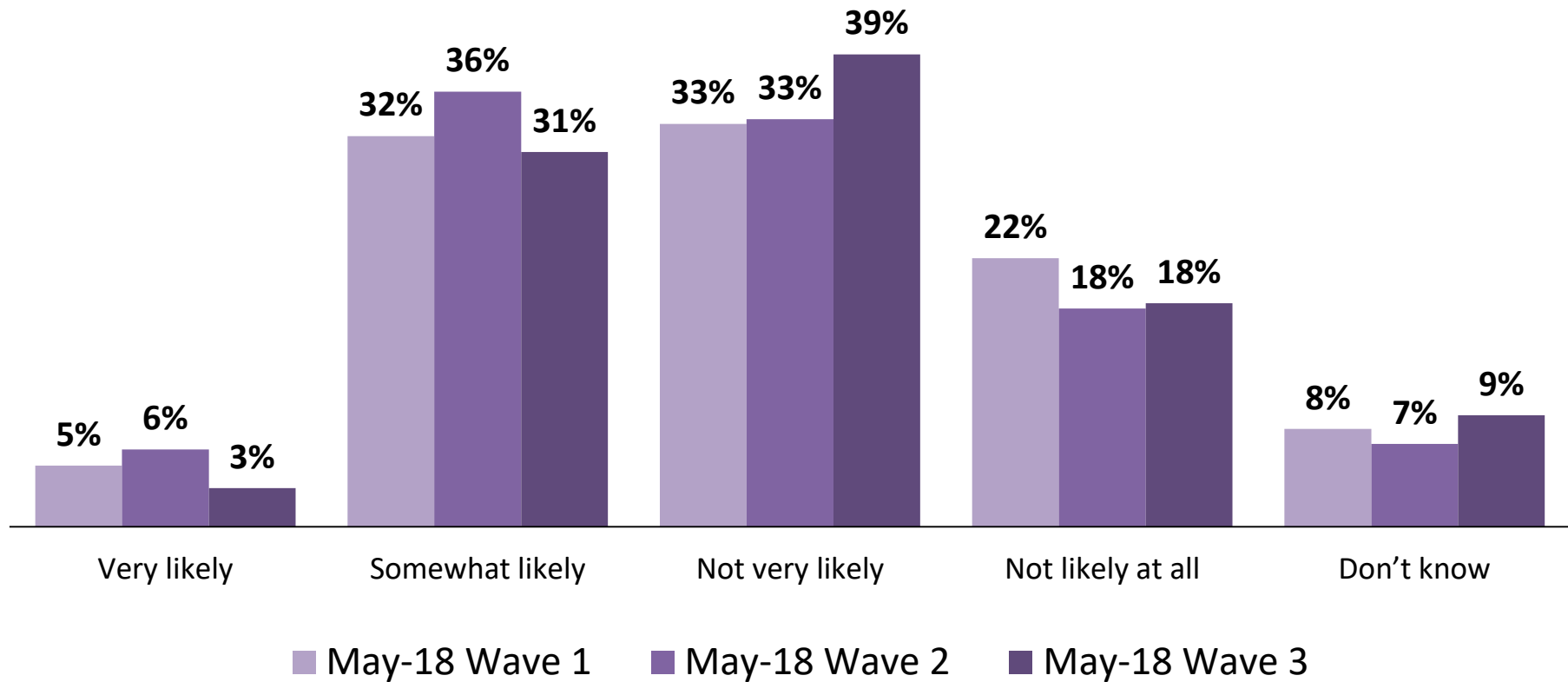
		Combined Vote			
		Liberal	Progressive Conservative	NDP	Green/Other
Second Choice	Liberal	N/A	7%	41%	13%
	PC	12%	N/A	14%	13%
	NDP	50%	31%	N/A	42%
	Green	12%	6%	23%	1%
	Other	0%	3%	0%	1%
	Undecided/DK	16%	27%	17%	23%
	Would not vote/None	10%	25%	4%	6%

Voting for second choice: More than half are unlikely to switch to 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=635]



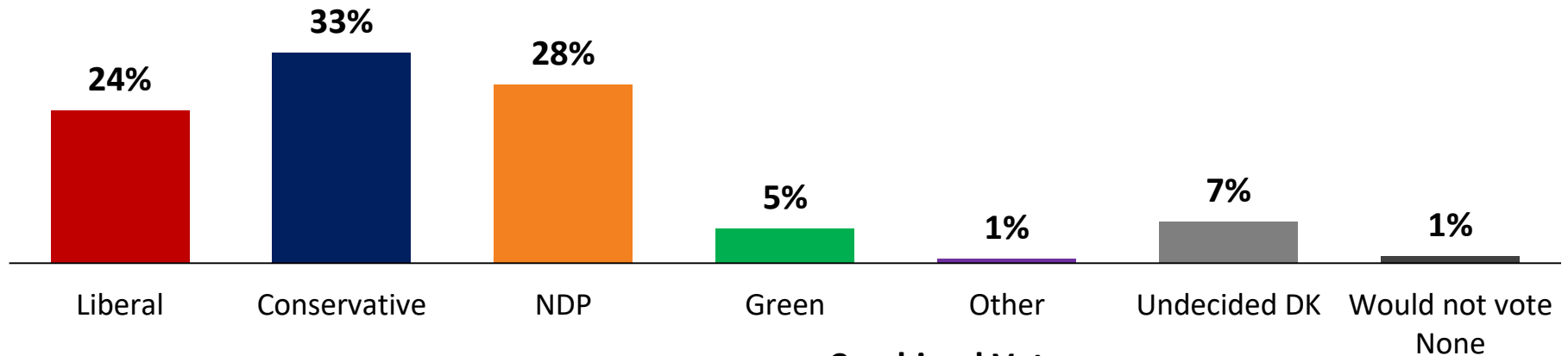
Likelihood by Vote: Liberal voters are more likely to switch to 2nd choice than PC and NDP voters

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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]



Combined Vote

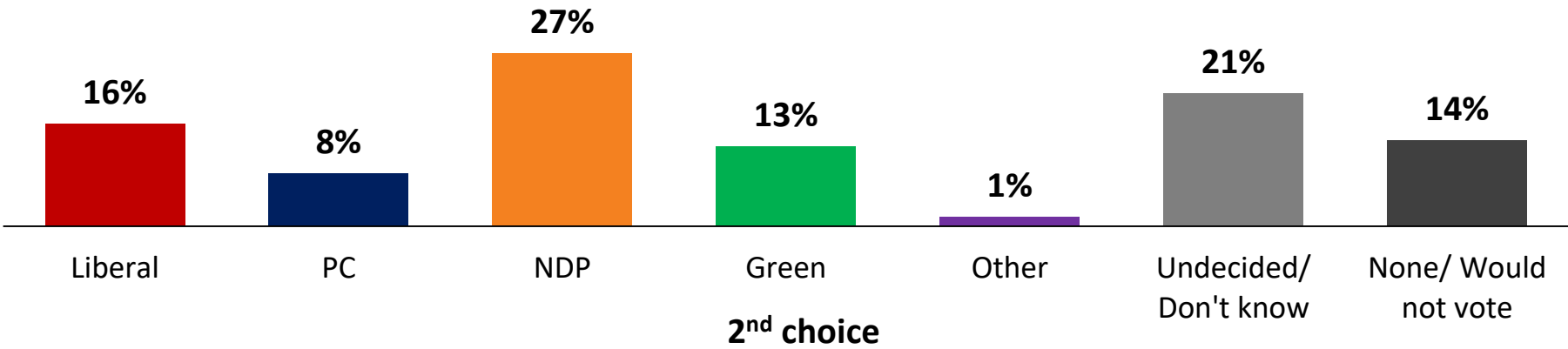
	Overall	Liberal	PC	NDP	Green/Other
Very likely	3%	3%	2%	4%	4%
Somewhat likely	31%	35%	27%	28%	42%
Not very likely	39%	39%	38%	41%	29%
Not likely at all	18%	15%	22%	19%	14%
Don't know	9%	8%	12%	8%	10%
Net Likely	-23%	-16%	-31%	-28%	+3%

Likelihood to vote 2nd choice

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



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



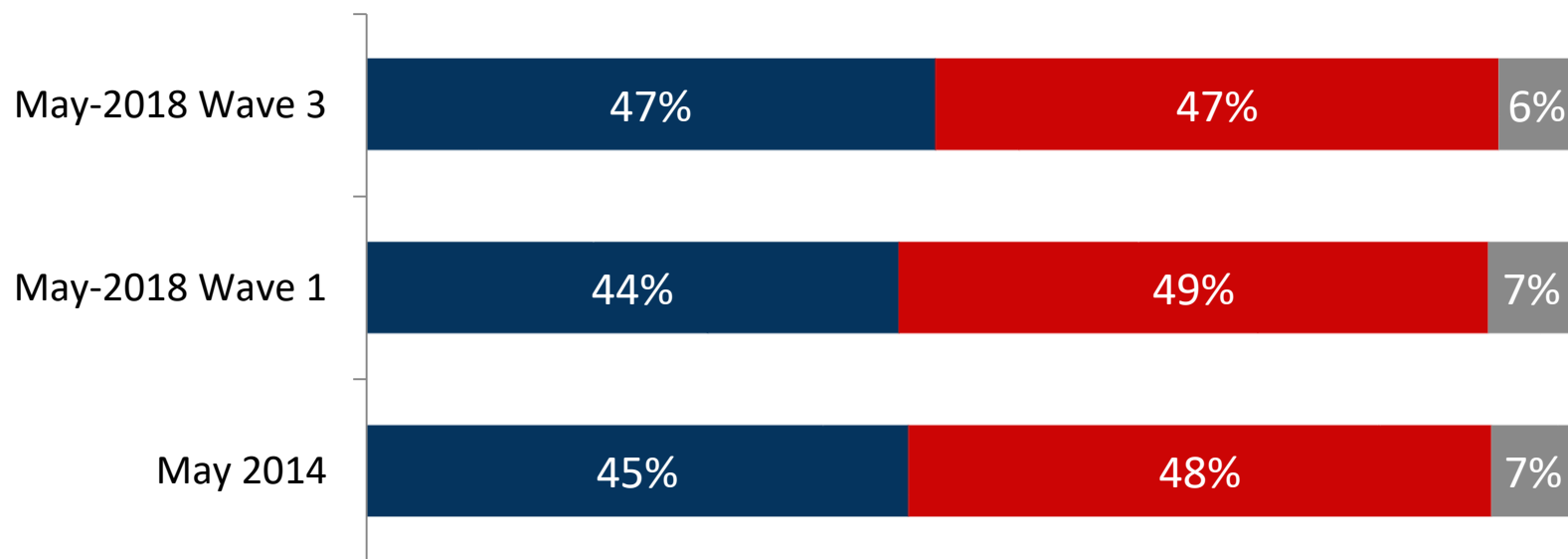
Likelihood to vote 2nd choice

	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%

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

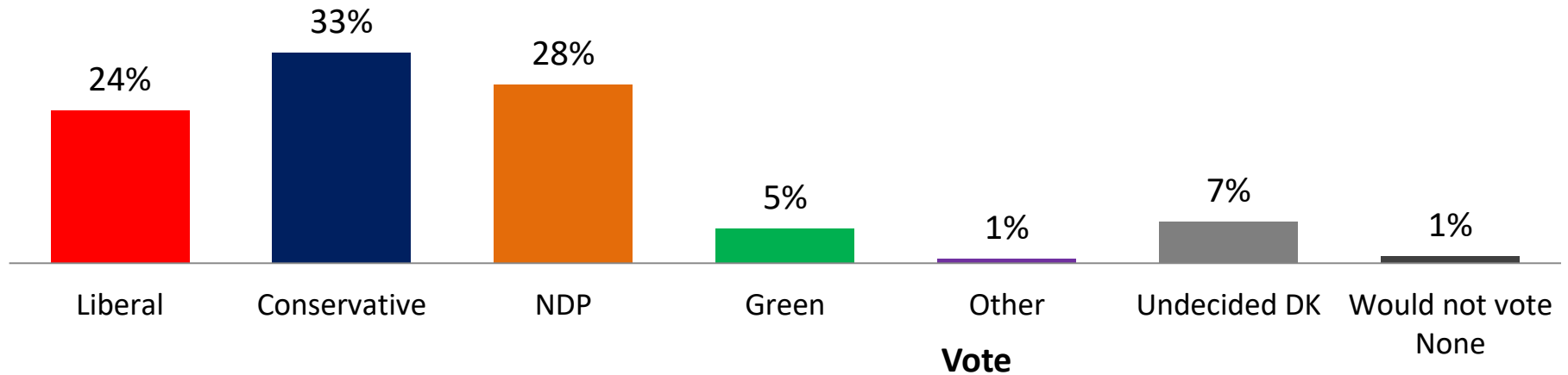
■ Don't know

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



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]**

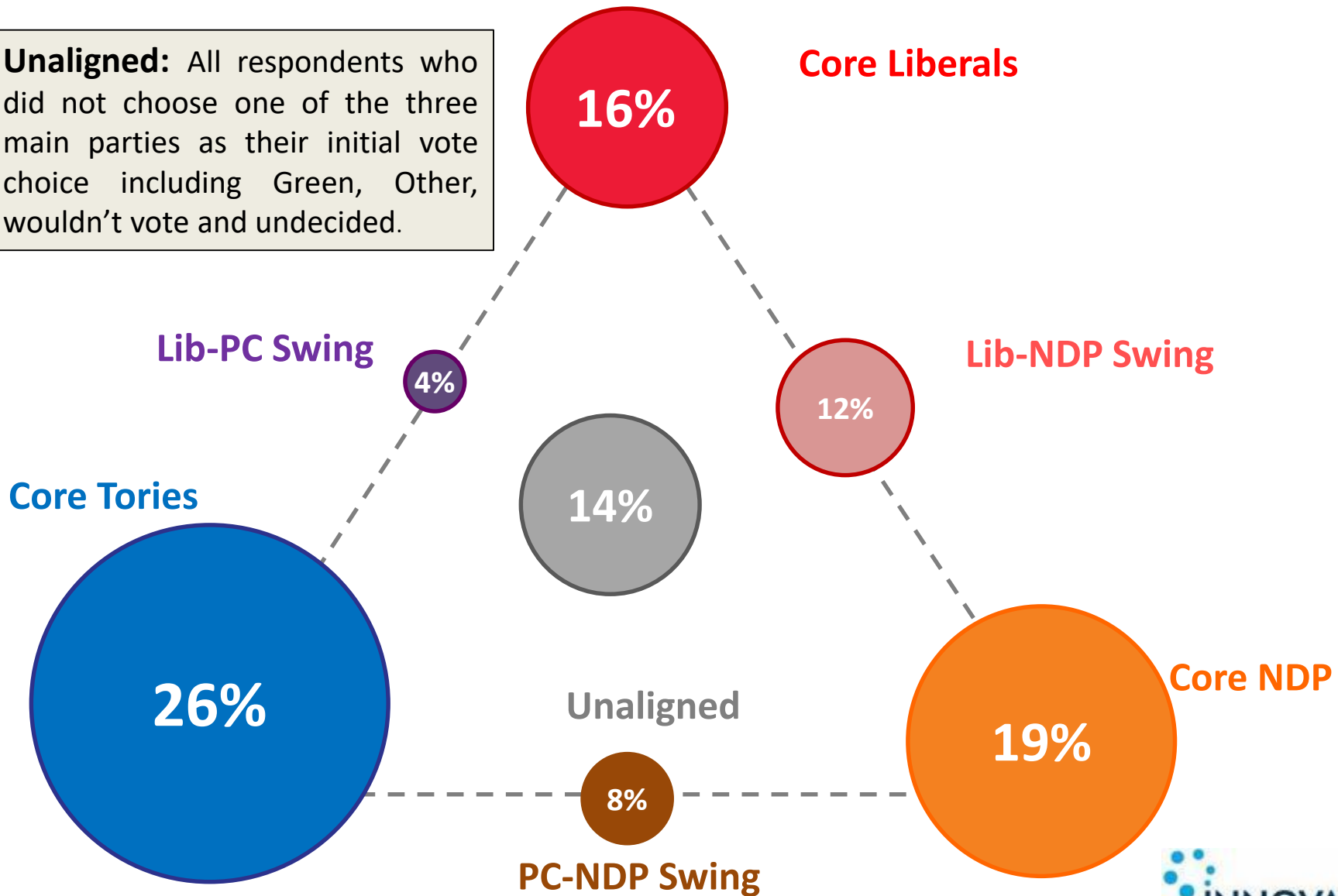
[asked of all respondents]



	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%

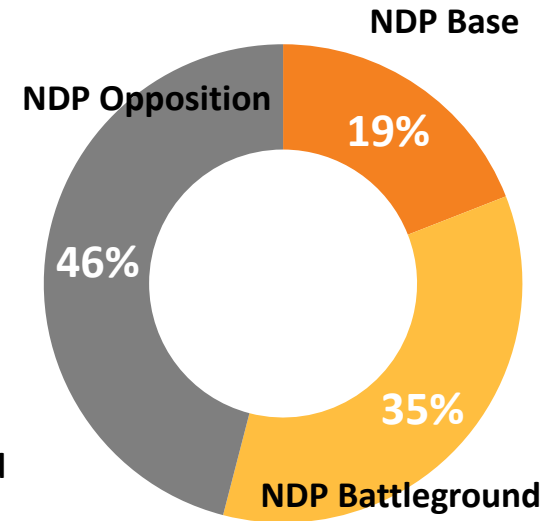
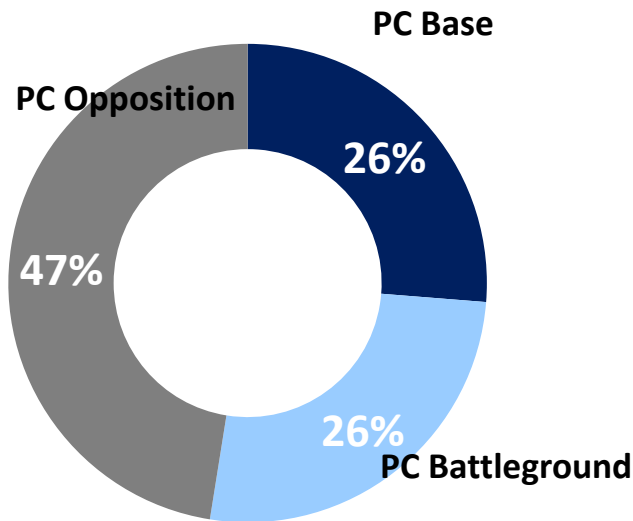
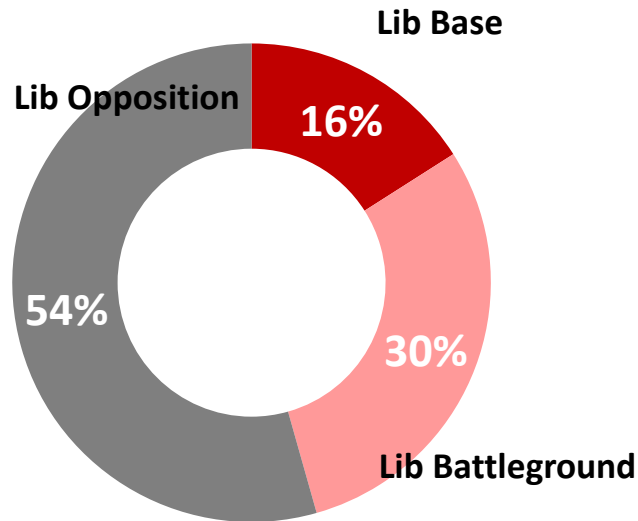
Battleground Segments (May 2018 Wave 3)

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.



Party Voter Pools: PCs have the largest base but PC and NDP have similar pools 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]





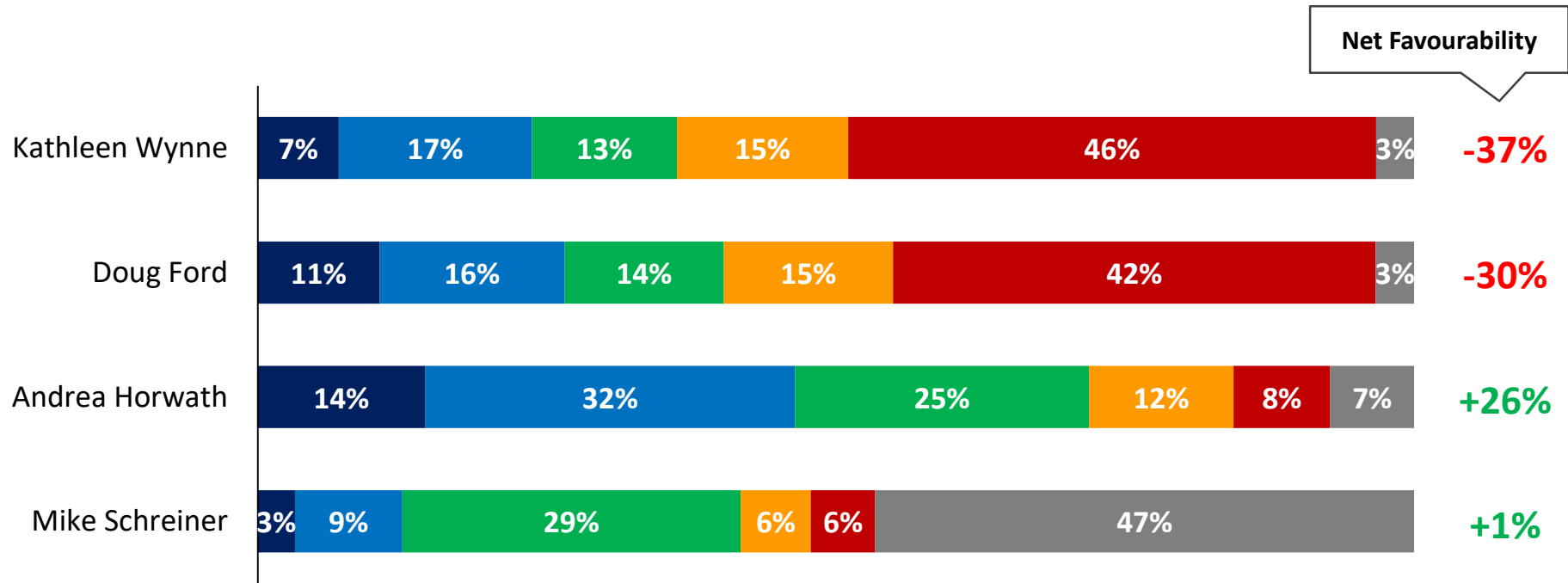
Party Leaders

Leader Favourables: Near majority feel very unfavourable toward Wynne, Ford also has high unfavourables

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]



Very favourable

Neither favourable nor unfavourable

Very unfavourable

Somewhat favourable

Somewhat unfavourable

Don't know + don't recognize

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

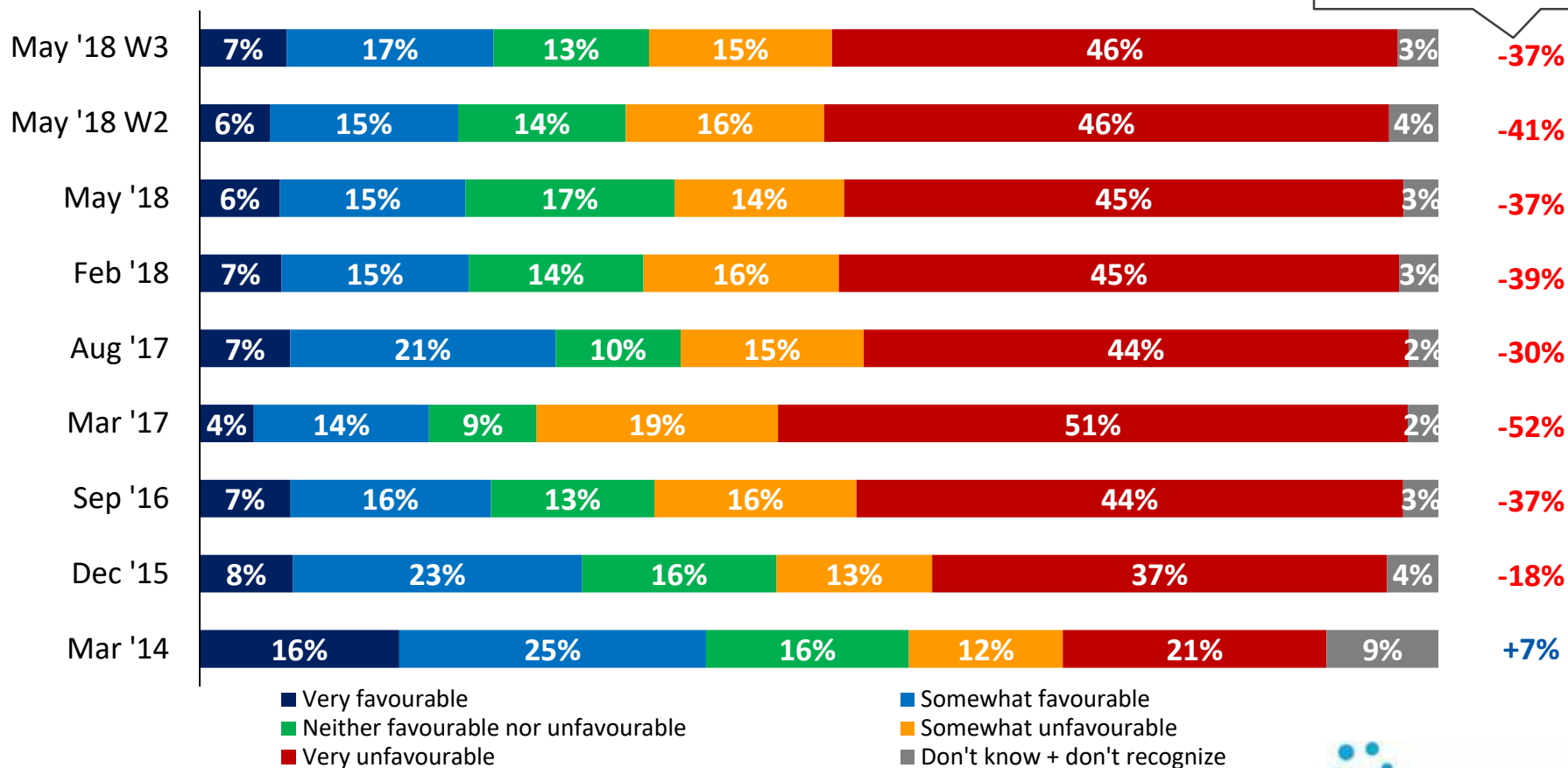
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Q

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



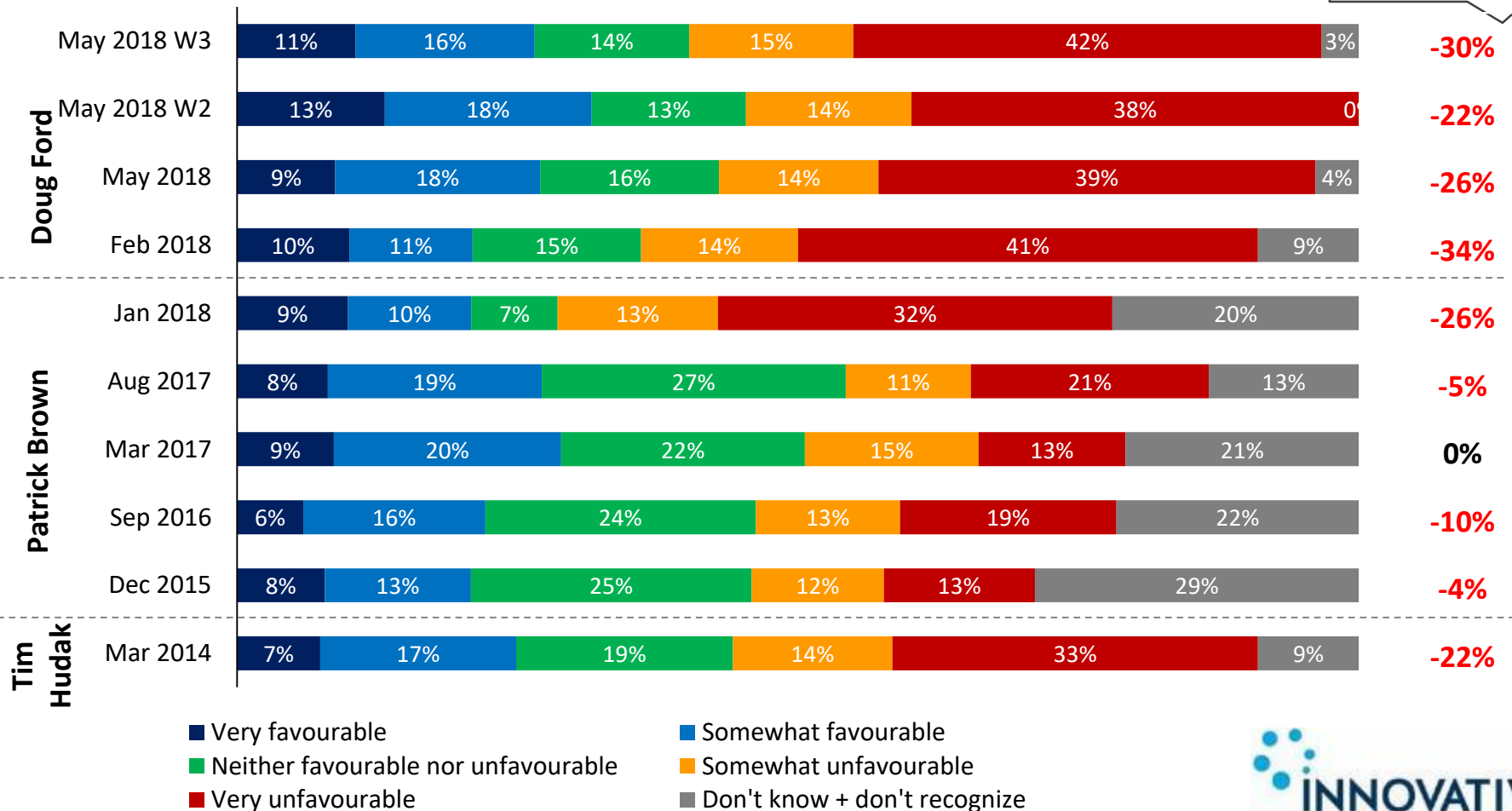
Doug Ford: After improving earlier in May, Ford back down slightly to levels seen earlier in the year

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



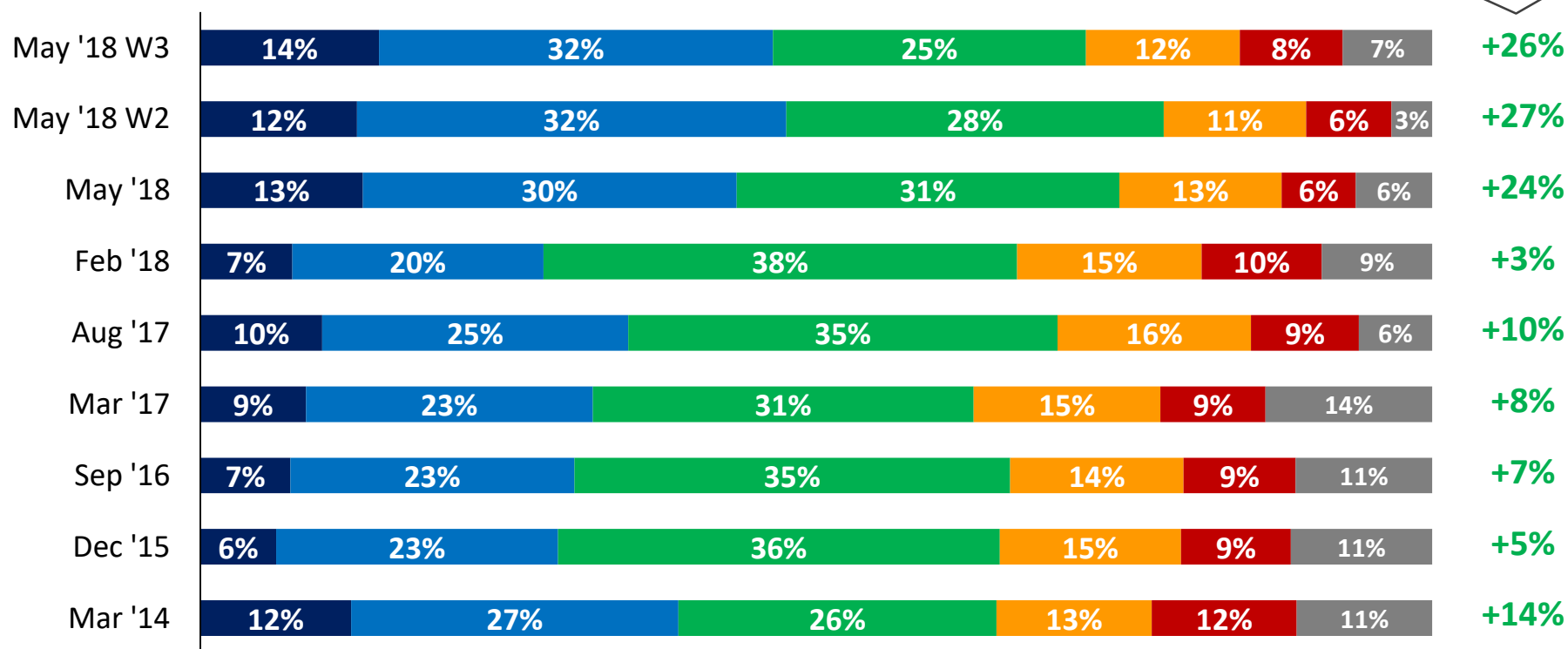
Andrea Horwath: Favourability up dramatically from Feb 2018; steady throughout waves in May

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

Neither favourable nor unfavourable

Very unfavourable

Somewhat favourable

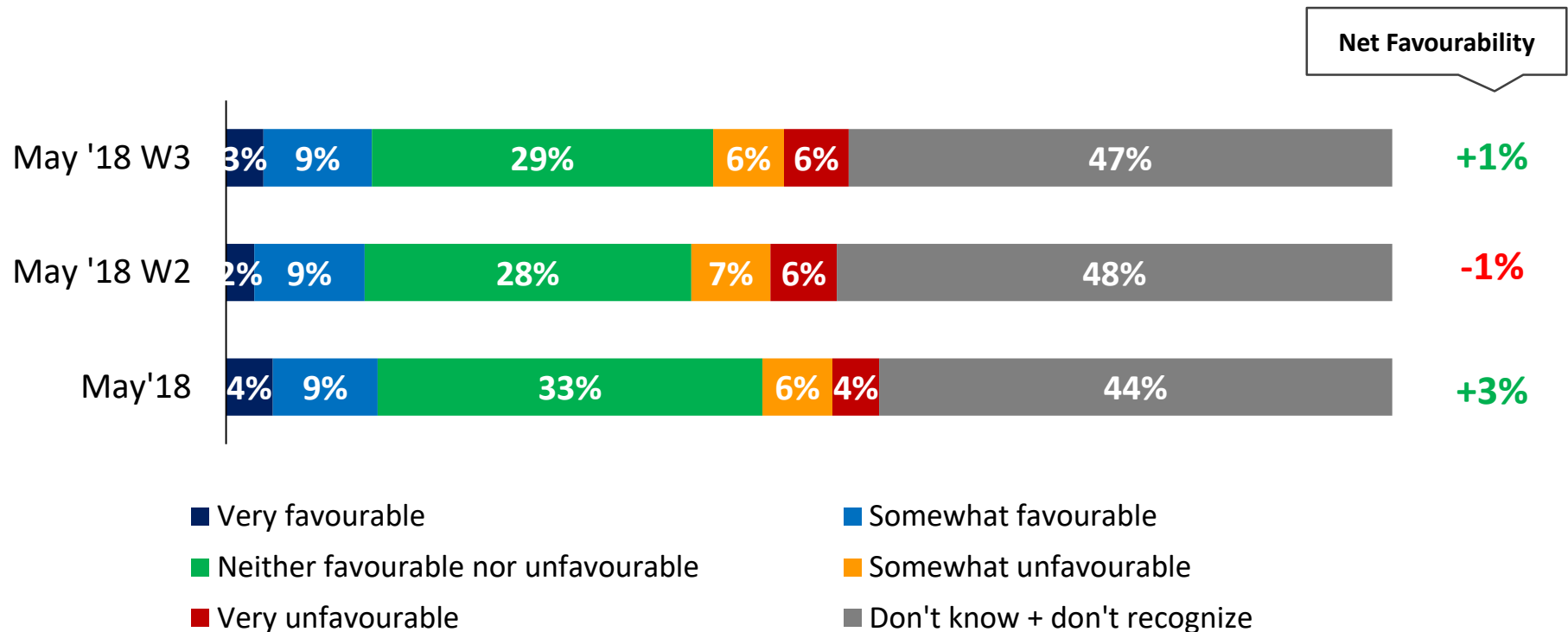
Somewhat unfavourable

Don't know + don't recognize

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]

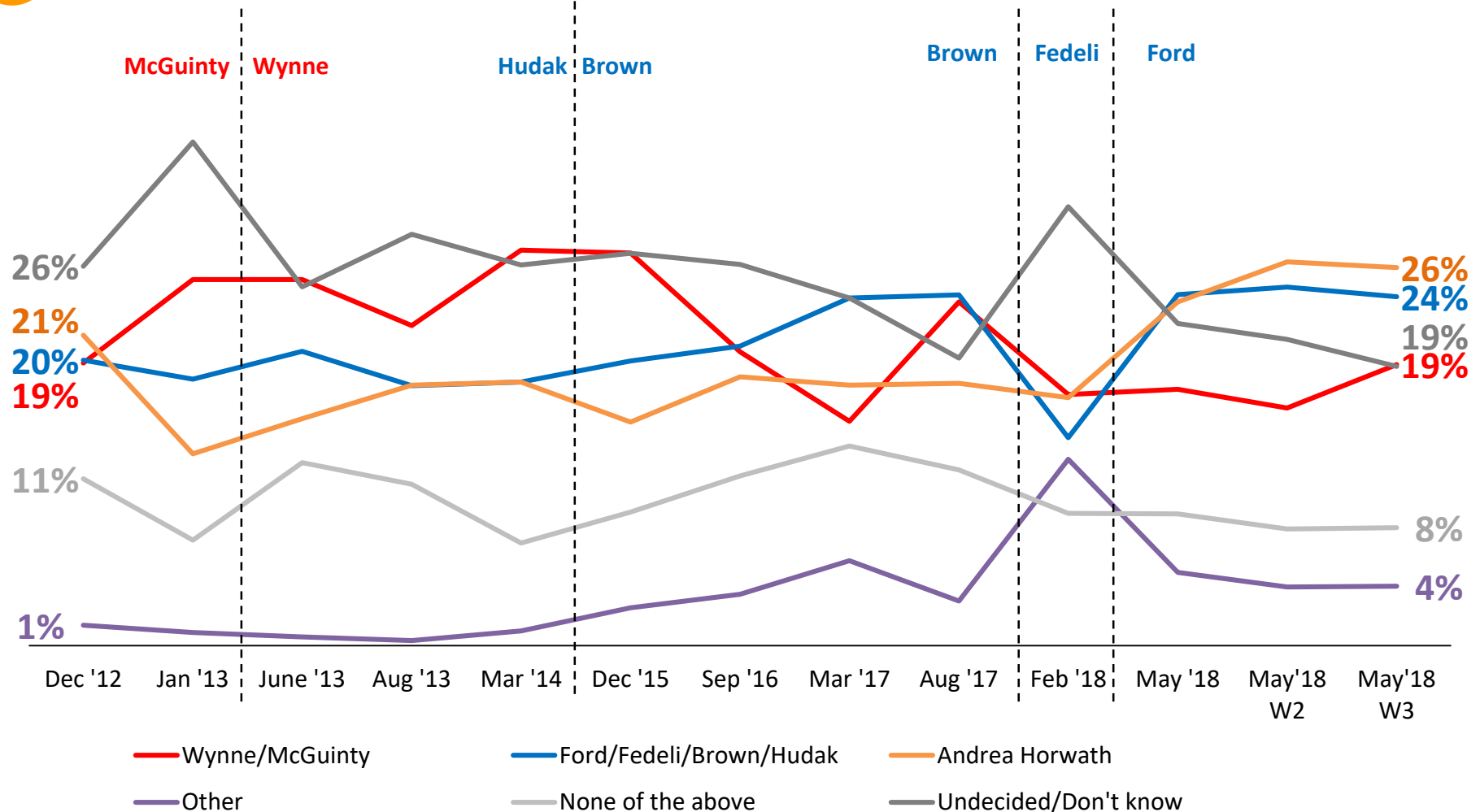


Best Premier: Horwath marginally leads Ford, each with about 1-in-4 saying they would make the best Premier

Q

Which of the following leaders would make the best Premier of Ontario?

[asked of all respondents; n=1050]



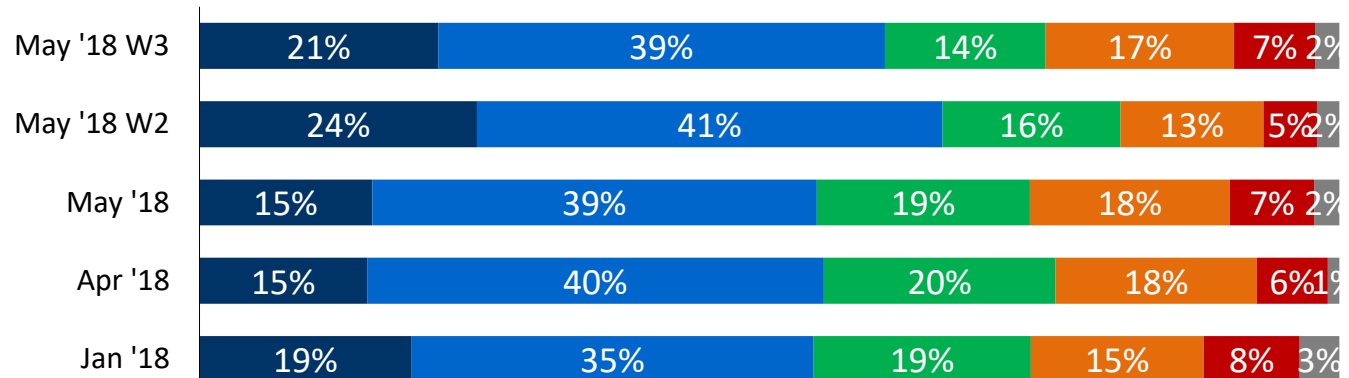
Note: 'Refused' / "would not vote" not shown

Alienation Segmentation

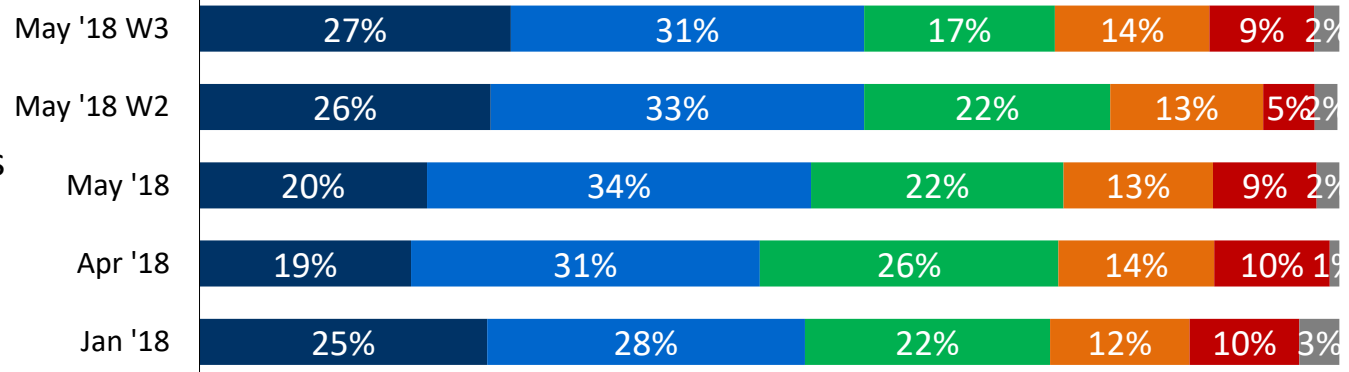
Economic Values Tracking: These two value statements define economic alienation segmentation we can track over time

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.



No matter how hard I work, every year it seems more difficult to get by



■ Strongly agree

■ Somewhat agree

■ Neither agree nor disagree

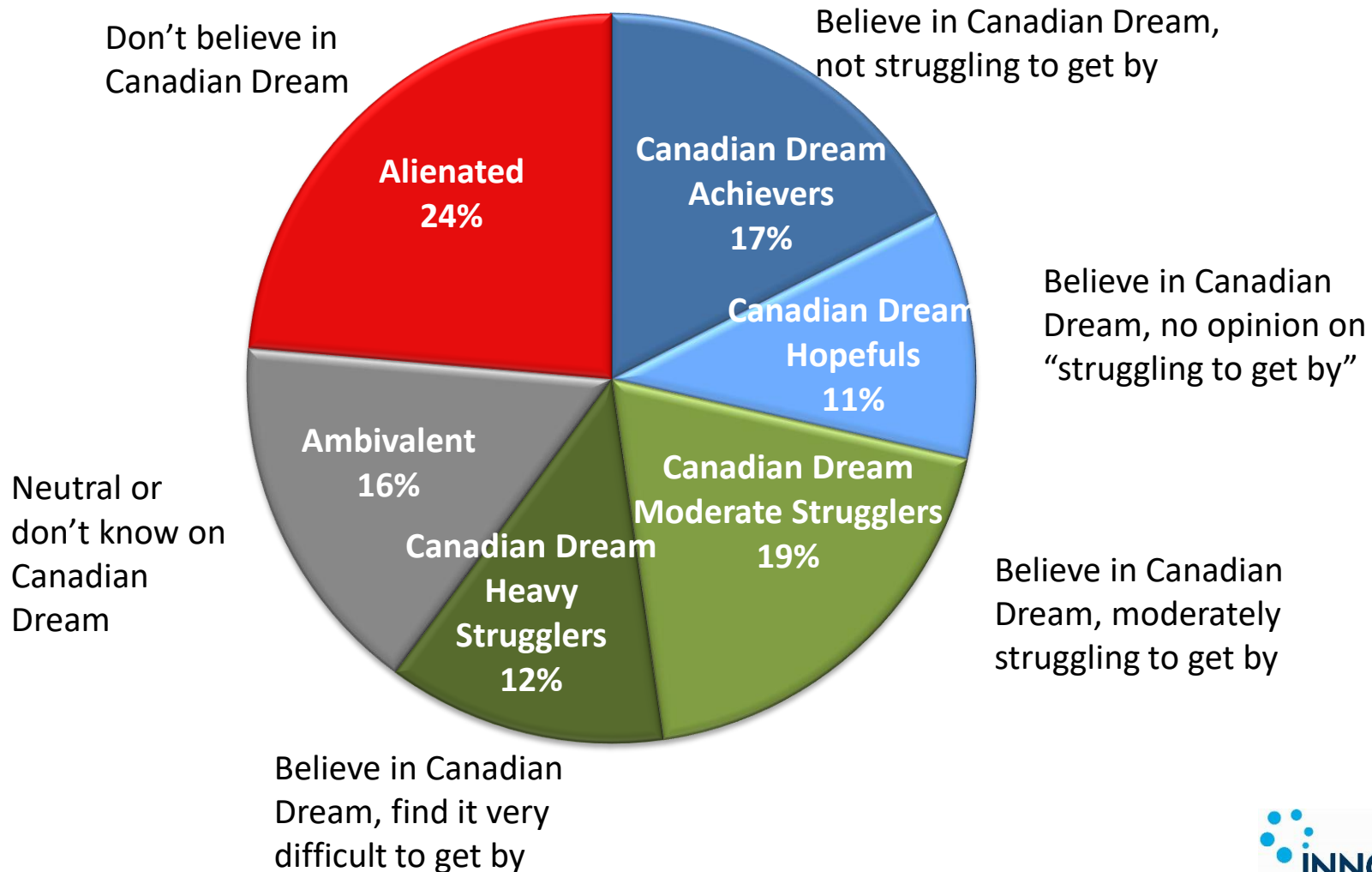
■ Somewhat disagree

■ Strongly disagree

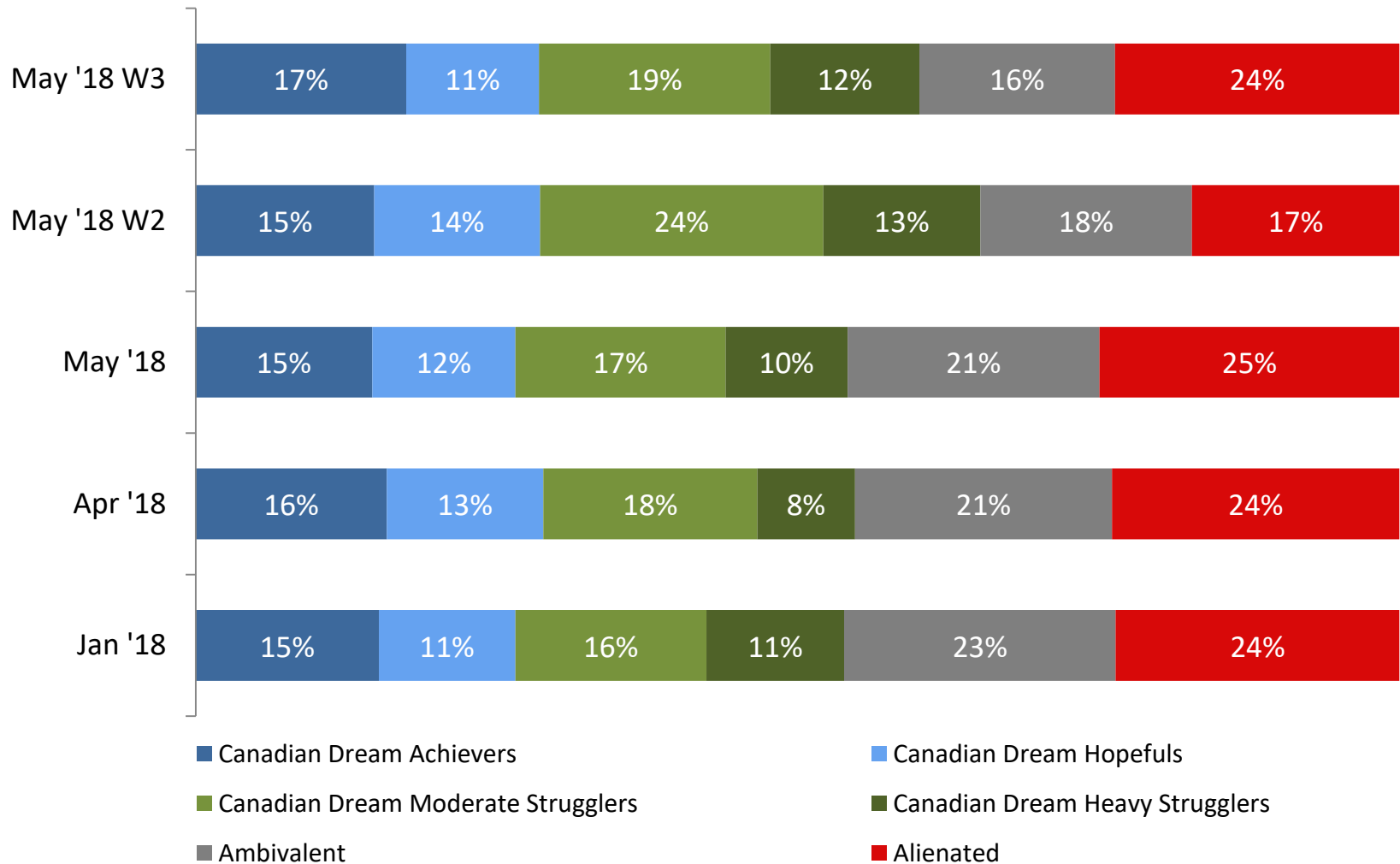
■ Don't know

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.

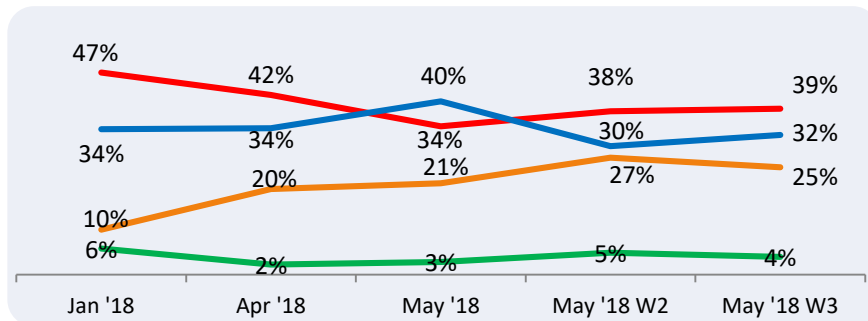


Economic Alienation Segmentation: After slight dip in previous wave, alienation is up; just 16% now 'ambivalent'

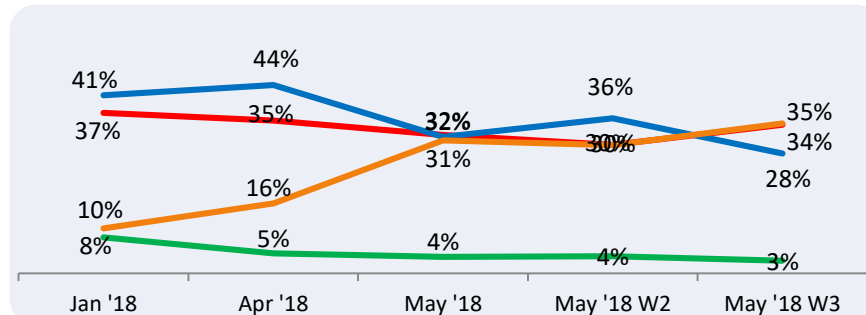


Tracking Decided Vote by Alienation Segmentation

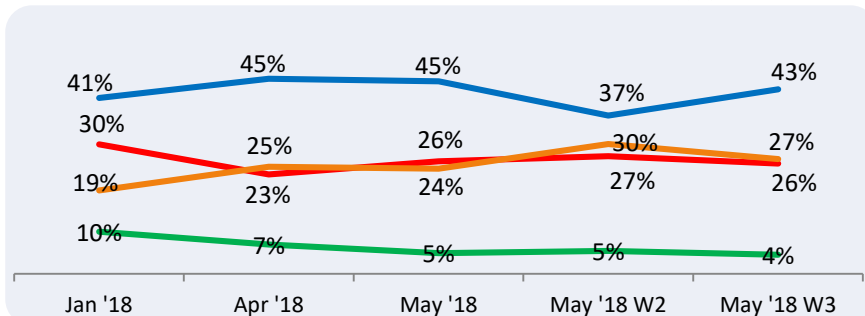
Canadian Dream Achievers



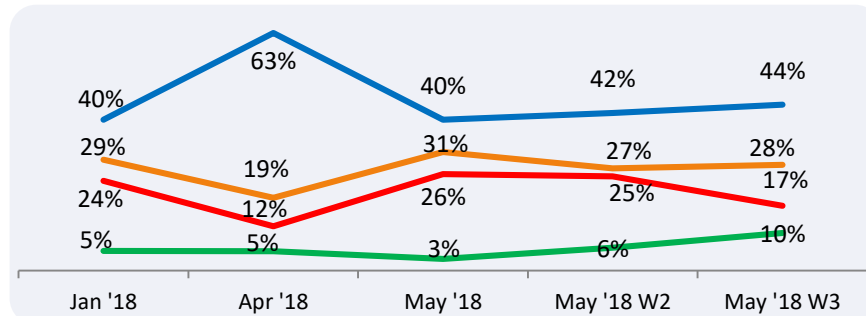
Canadian Dream Hopefuls



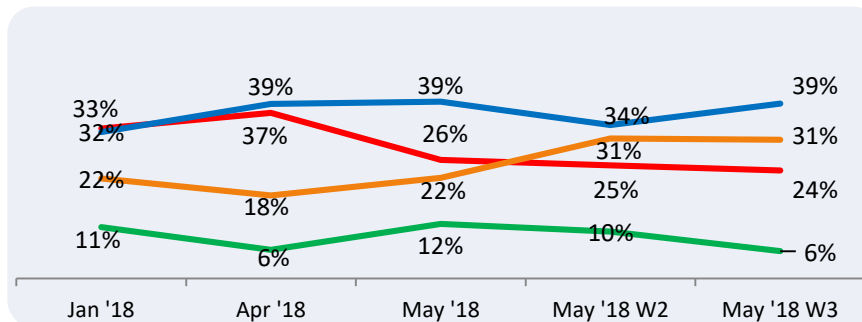
Canadian Dream Moderate Strugglers



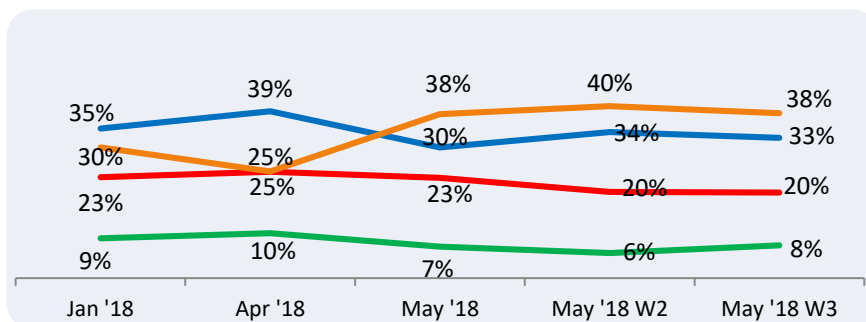
Canadian Dream Heavy Strugglers



Ambivalent



Alienated

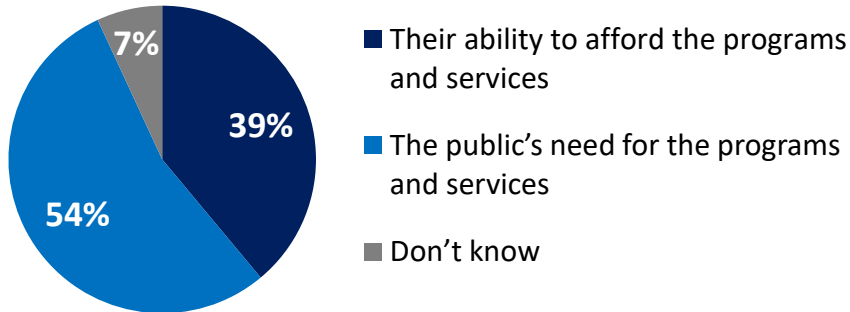


Decided vote: **Liberal** **PC** **NDP** **Green**

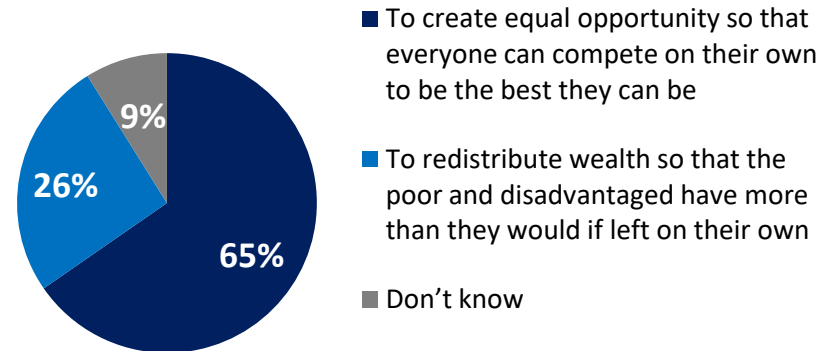
Value Clusters

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

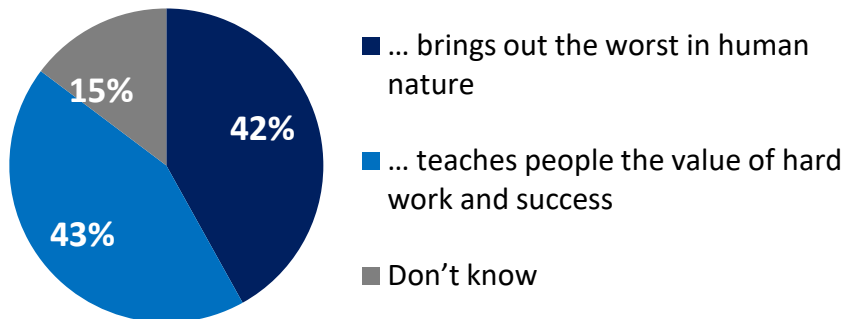
Q When governments make major decisions concerning spending on programs and services, do you think they should be based on ...?



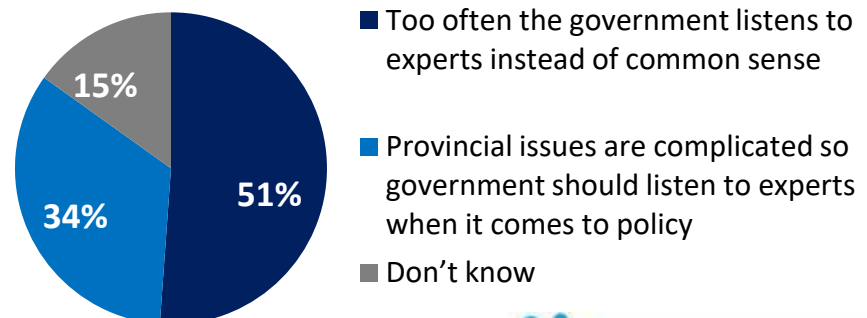
Q Is the main role of government ...?



Q Which of the following statements best describes your personal point of view? The profit system ...



Q When it comes to government decision making, which of the following statements is closest to your view?

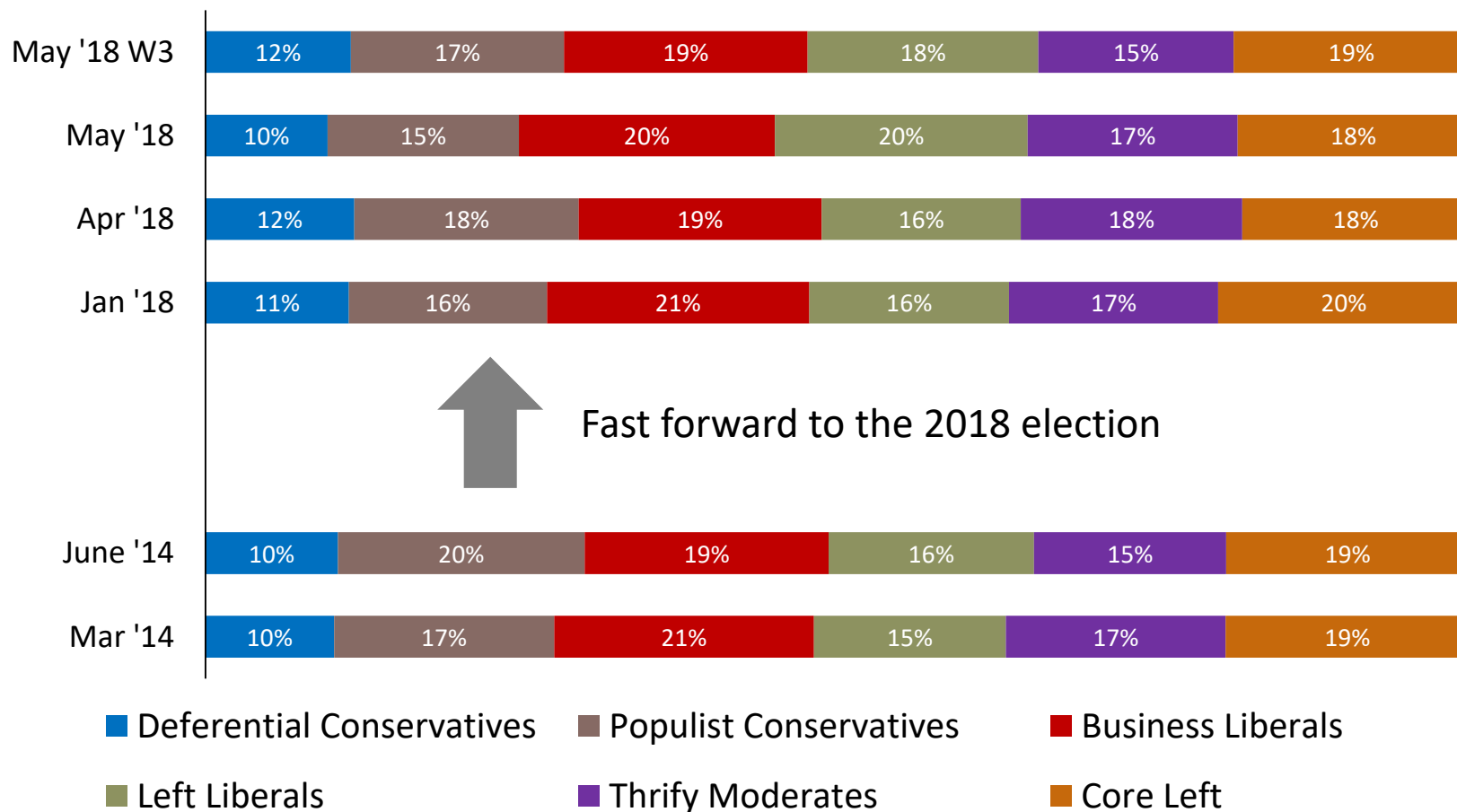


Defining value clusters

		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'ts 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%

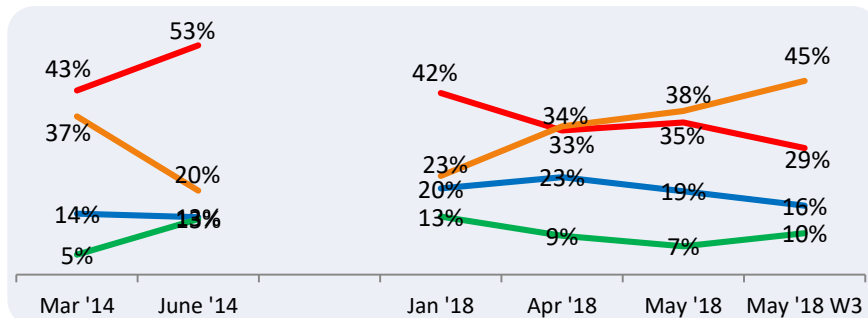
Value Clusters: Tracking clusters over time

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.

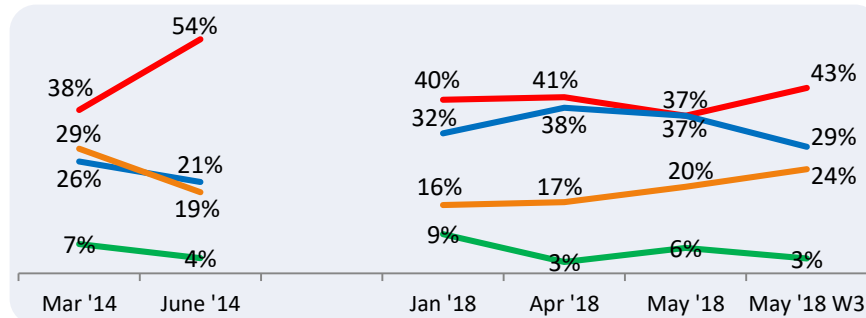


Tracking Decided Vote by Value Cluster

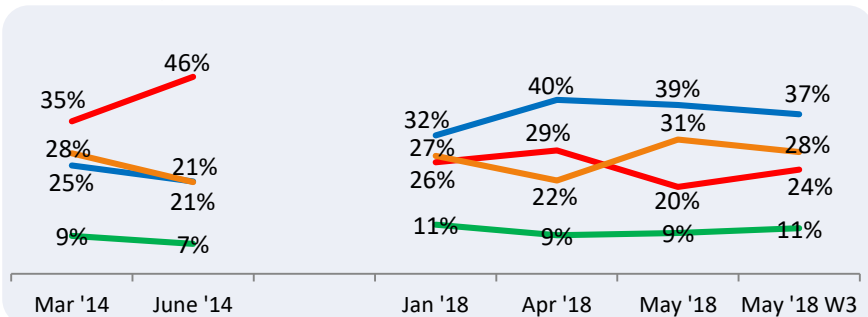
Left Liberals



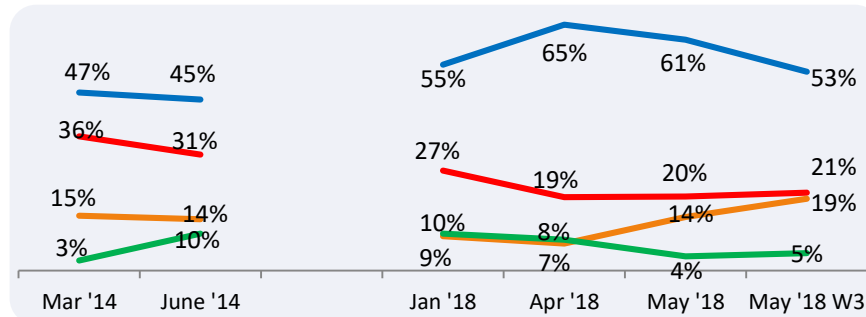
Business Liberals



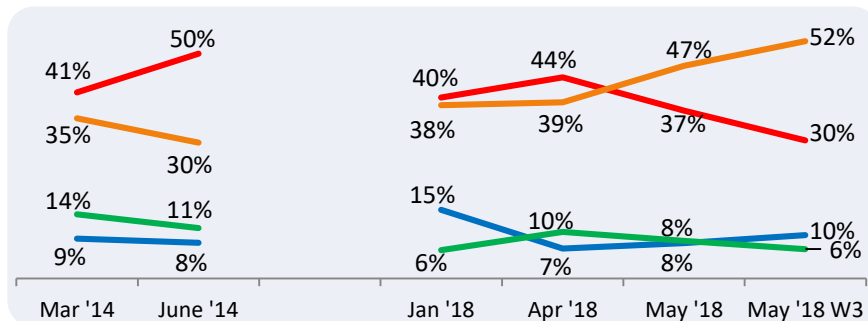
Thrifty Moderates



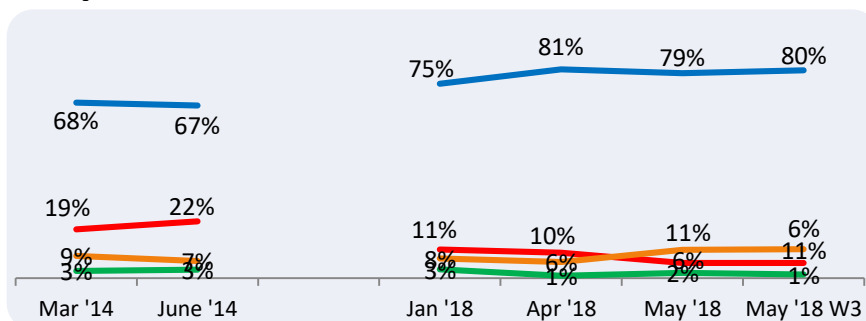
Deferential Conservatives



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%) ³⁷

Q

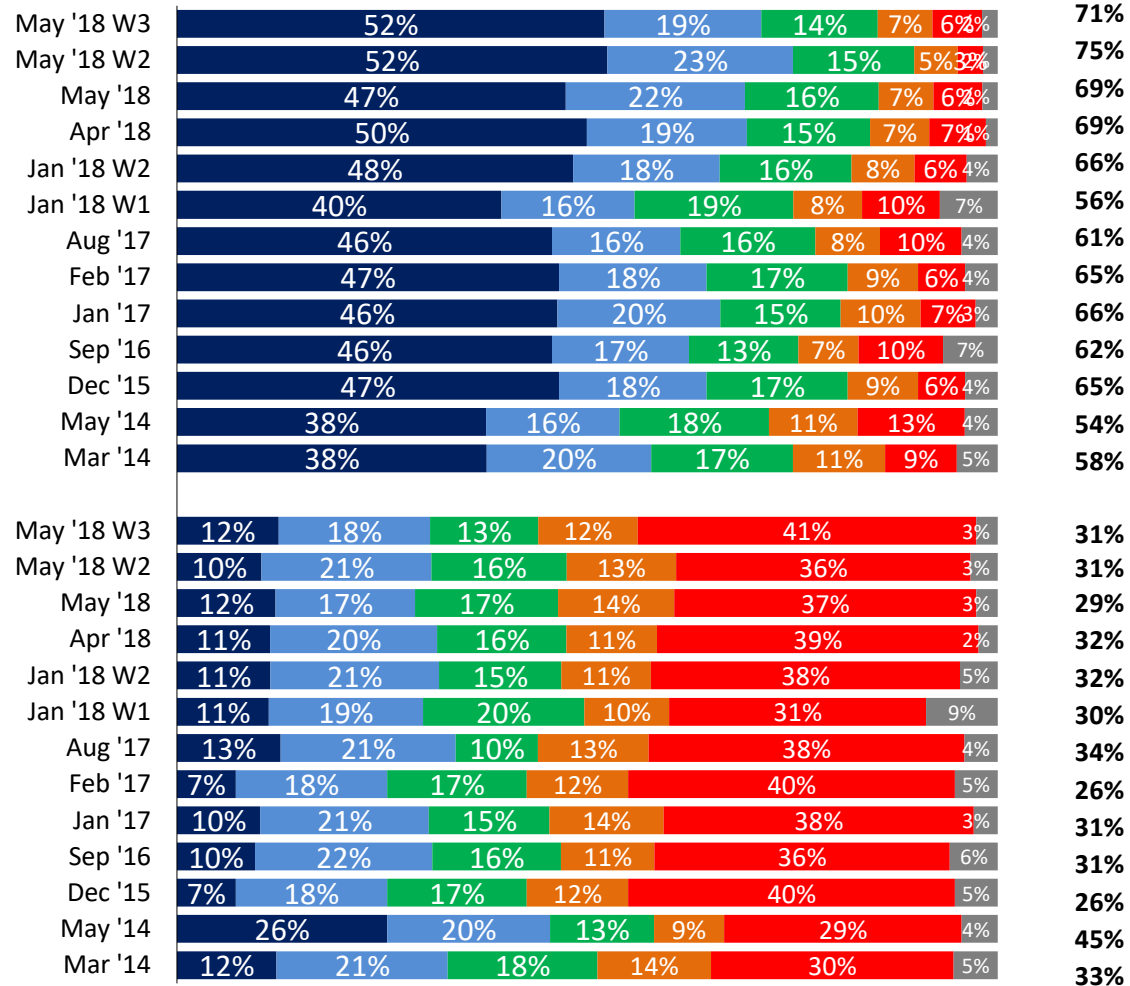
For each of the following statements please indicate if you agree or disagree?

[asked of all respondents; n=1050]

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

The Ontario Liberals have their problems, but they are still the best party to form government

Total agree
(Strongly + Somewhat)



Strongly agree
Somewhat agree

Somewhat agree
Strongly disagree

Neither agree nor disagree
Don't know

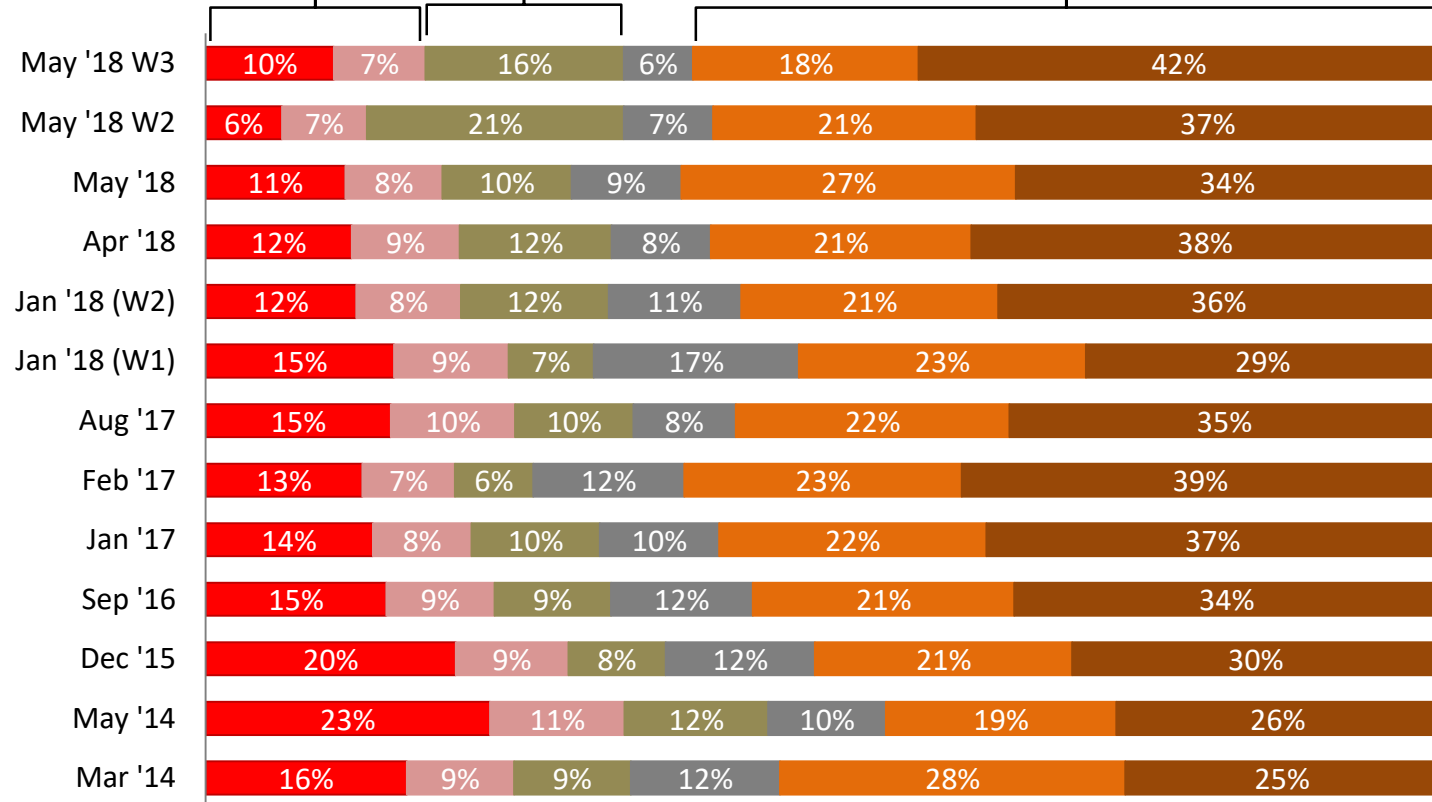
Time for Change Tracking: Time for change hostile group now at highest level in tracking

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

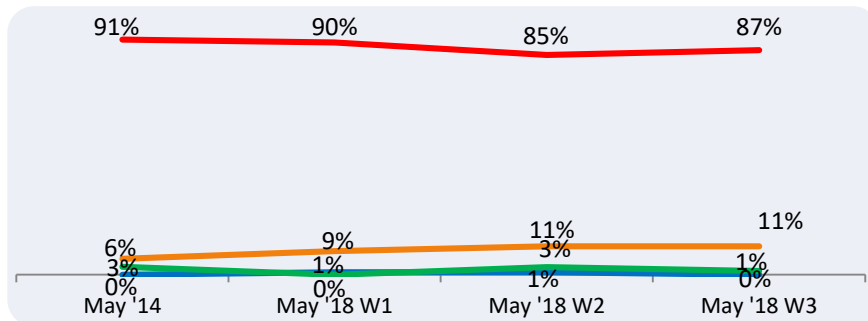
■ Uncertain

■ Soft anti-ON Liberals

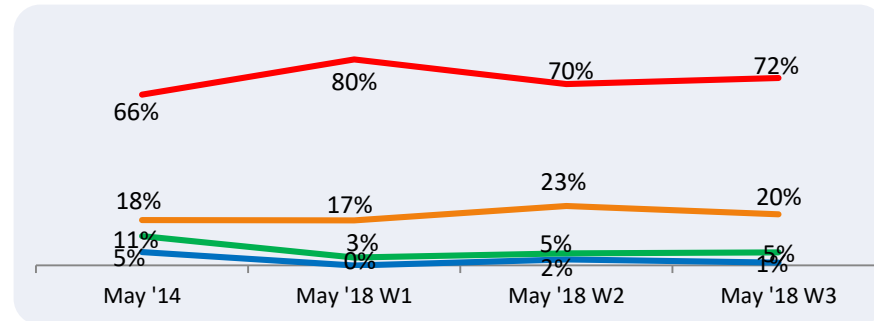
■ Hostile

Tracking Decided Vote by Time-for-Change Segmentation

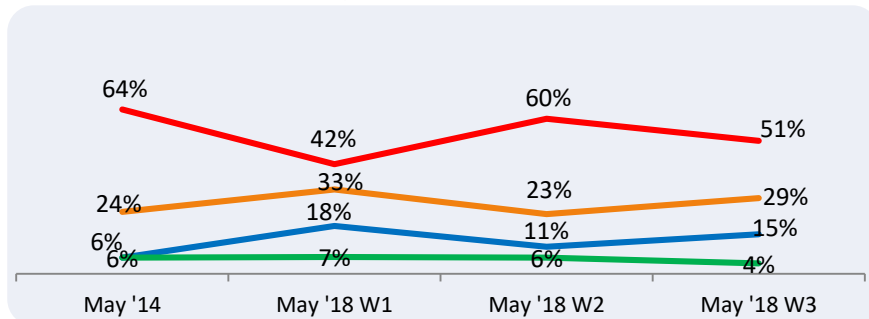
Core ON Liberals



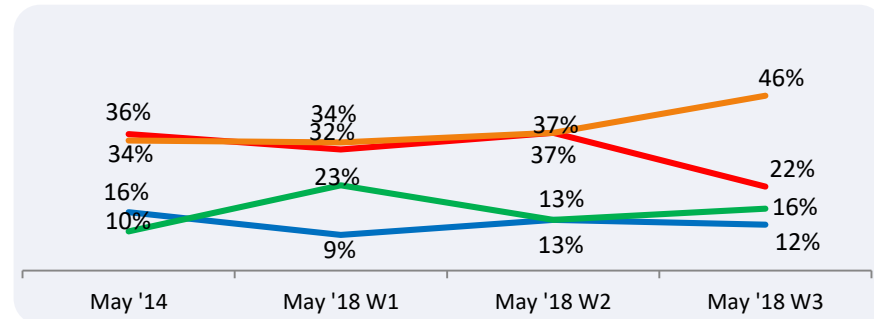
Soft ON Liberals



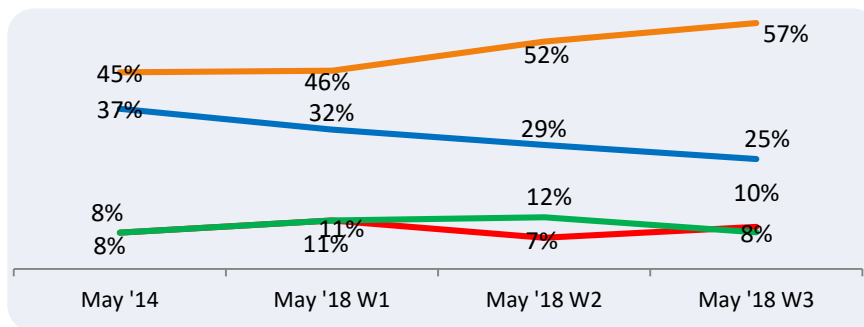
Time-for-Change ON Liberals



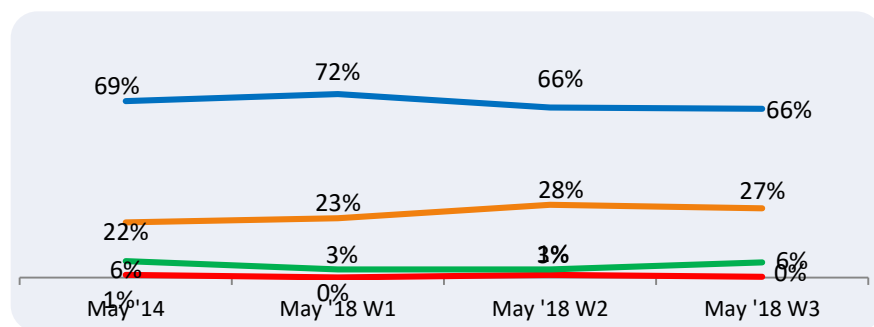
Uncertain



Soft anti-ON Liberals



Hostile



Decided vote: Liberal PC NDP Green

Political Attitudes

Two-Horse Race: Sentiment that it is a two-horse race down sharply since previous wave⁴¹

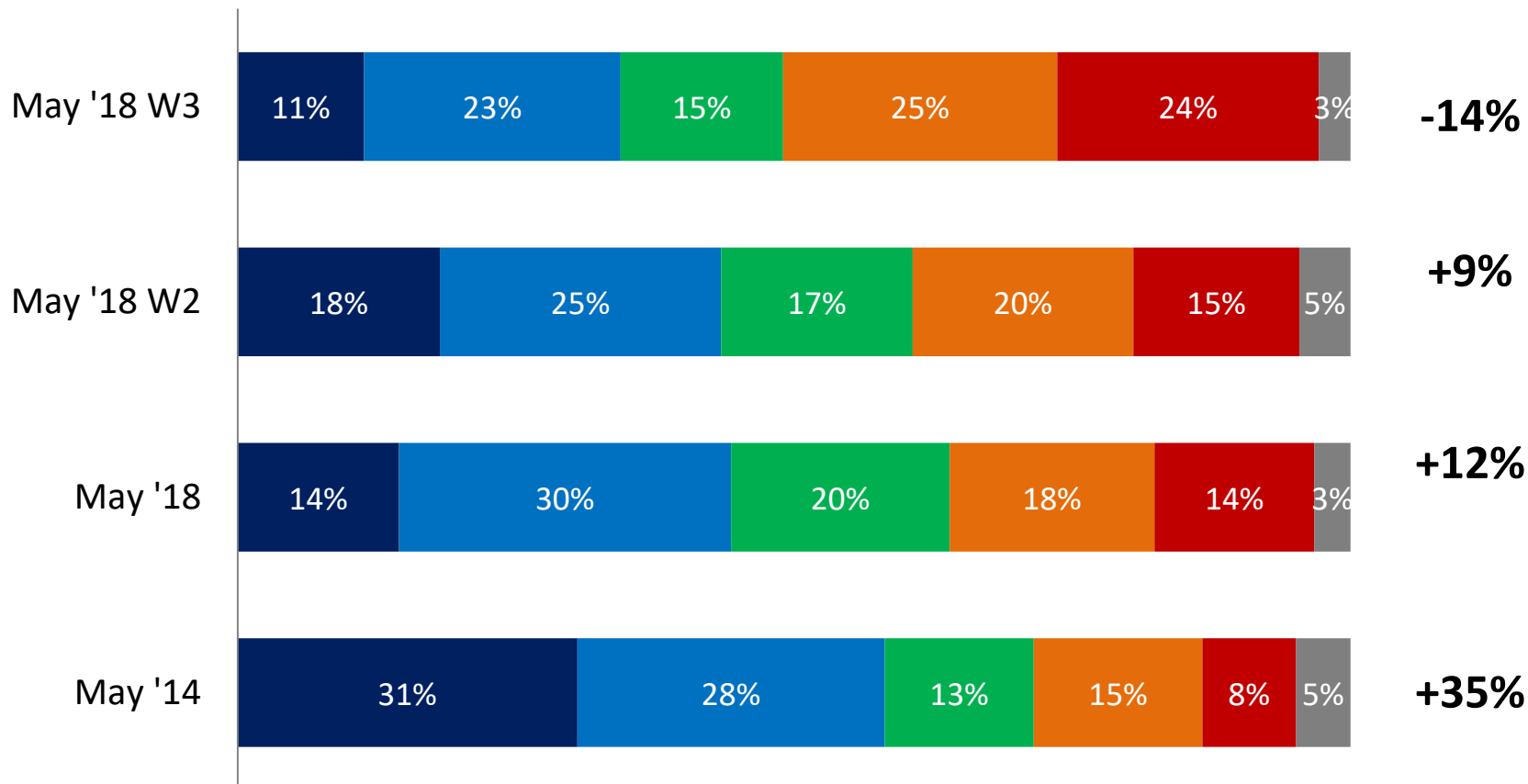
Q

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)**



Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Don't know

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

Combined Vote	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%

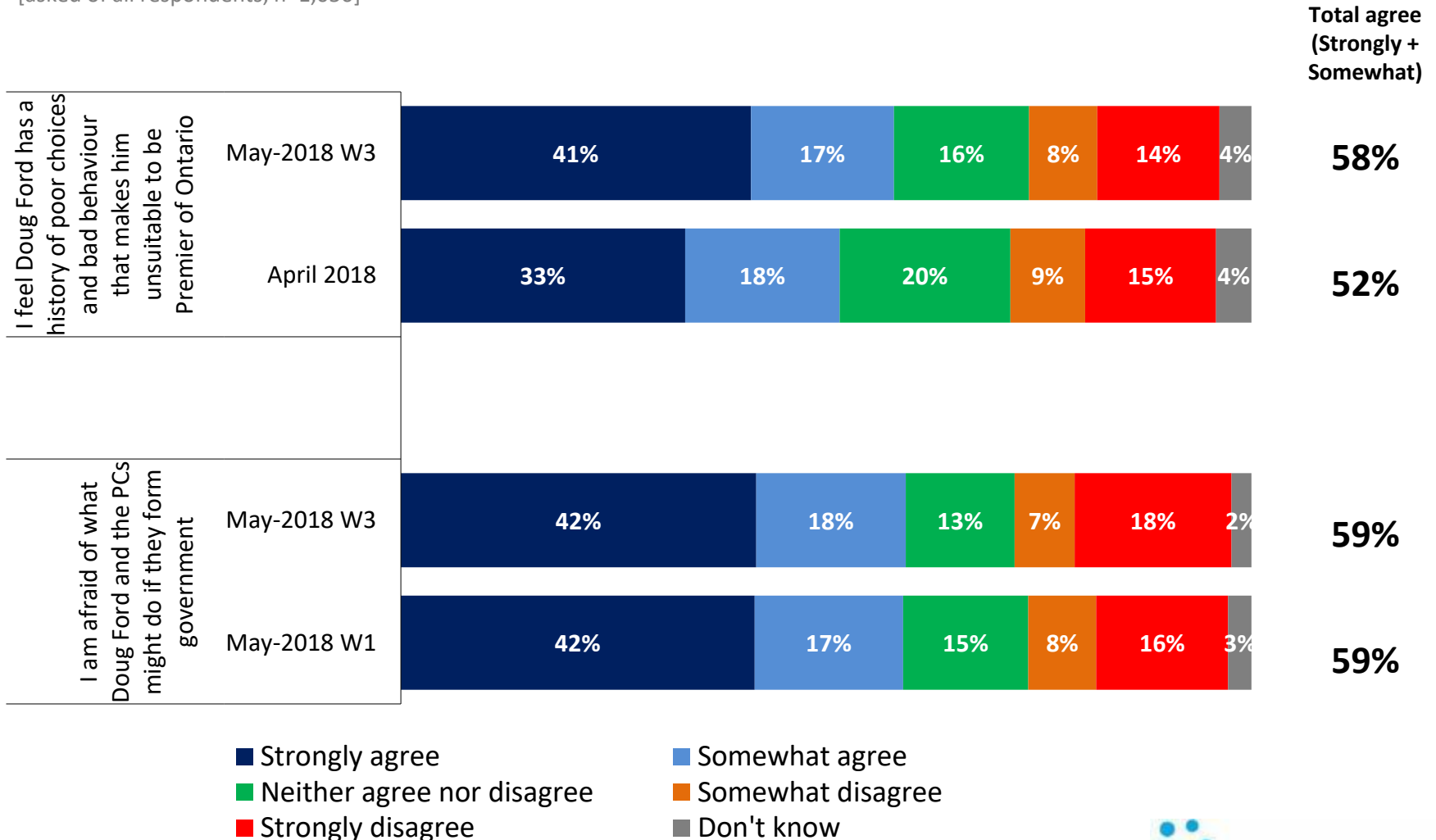
Note: "Don't know" not shown due to insufficient sample size.

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]



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

44

Doug Ford attitudes by Party ID

Party ID

Net agreement (Total % agree minus total % disagree)	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%

Ford Attitudes by ID and Region: Voters in Toronto have the most negative view of Doug Ford⁴⁵

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%

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	Thrifty 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%

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

47

Attitudes BY Economic Alienation

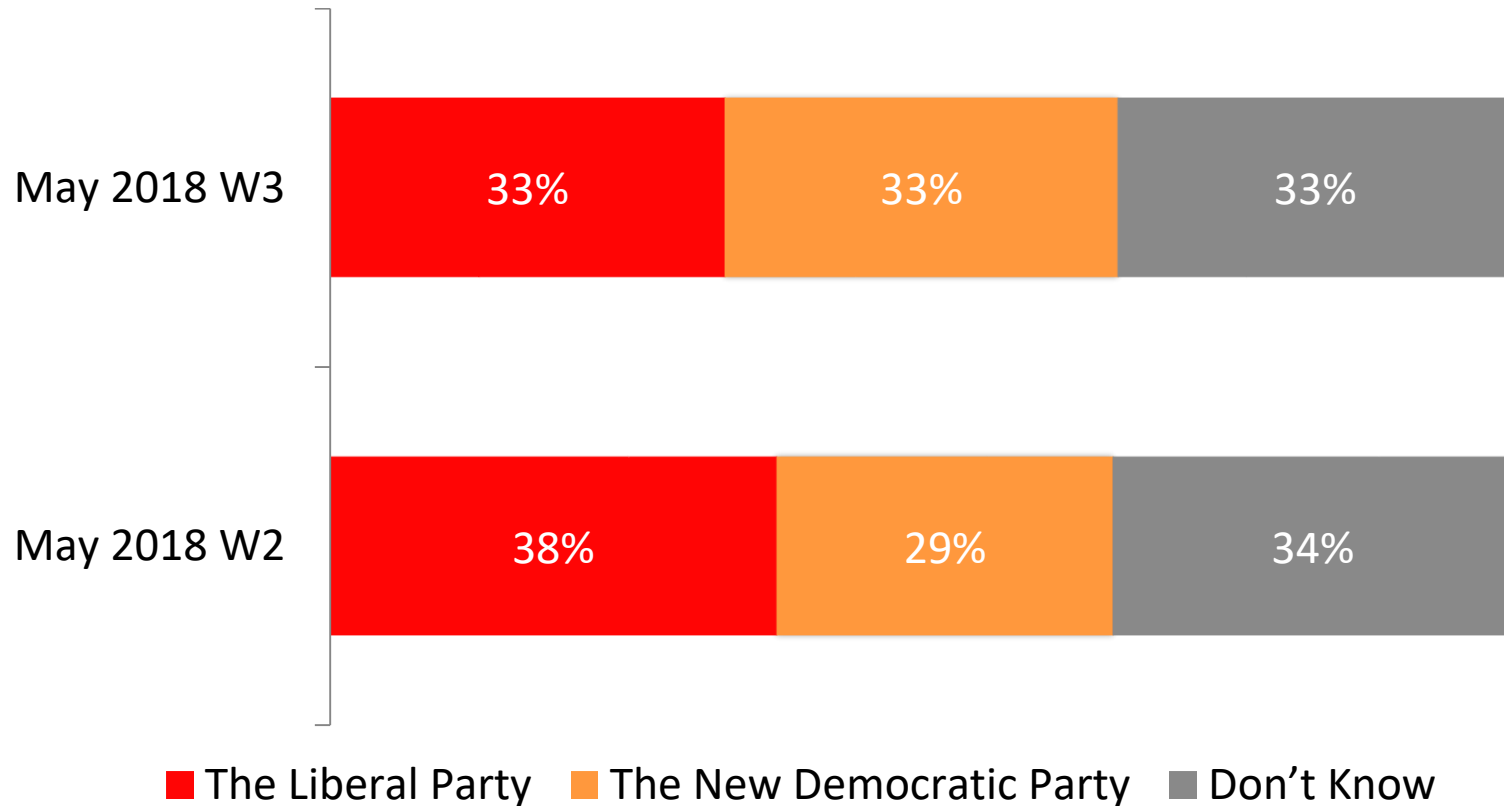
	Achievers	Hopefuls	Moderate Strugglers	Heavy Strugglers	Ambivalent	Alienated
I feel Doug Ford has a history of poor choices and bad behaviour that makes him unsuitable to be Premier of Ontario	+52%	+55%	+30%	+6%	+31%	+37%
I am afraid of what Doug Ford and the PCs might do if they form government	+48%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

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]



Beating the PCs: NDP/Lib battleground voters who say NDP best to beat PCs not yet acting on that belief

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

Who would beat the PCs?

Combined Vote	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%

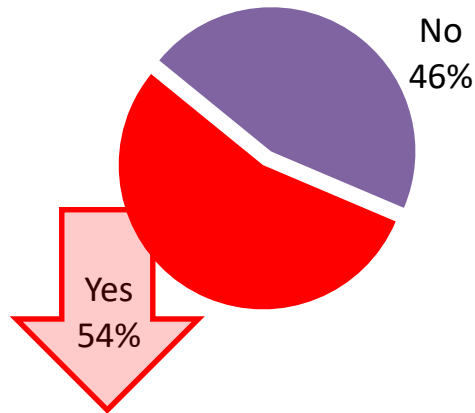
Read, seen, heard

Read, seen, heard: Two-thirds (66%) have heard about Ford,⁵¹ less have heard about Wynne (54%) and Horwath (52%)

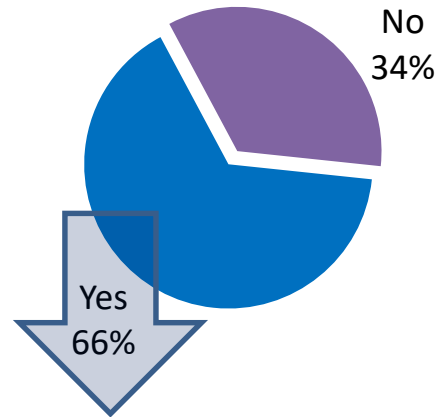
Q

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

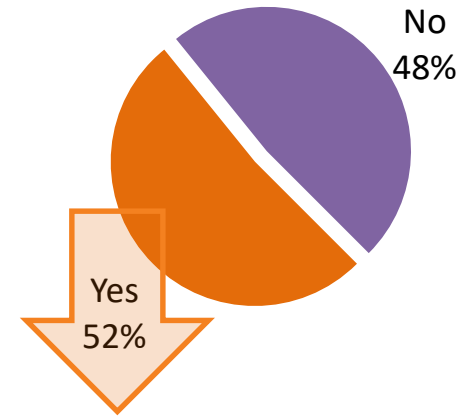
Kathleen Wynne and the Ontario Liberal Party



Doug Ford and the Ontario PCs

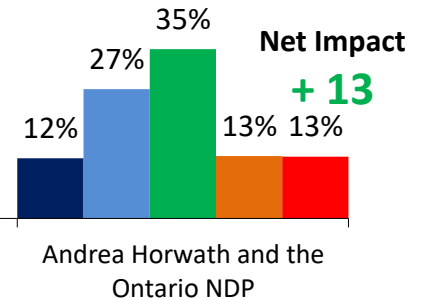
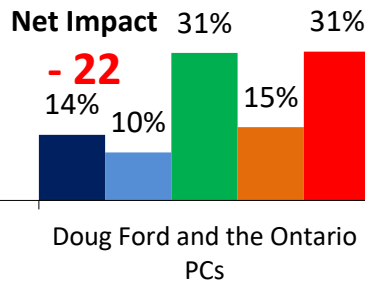
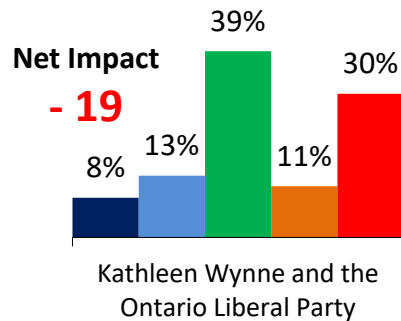


Andrea Horwath and the Ontario NDP



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?



■ A lot more favourable
■ Somewhat less favourable

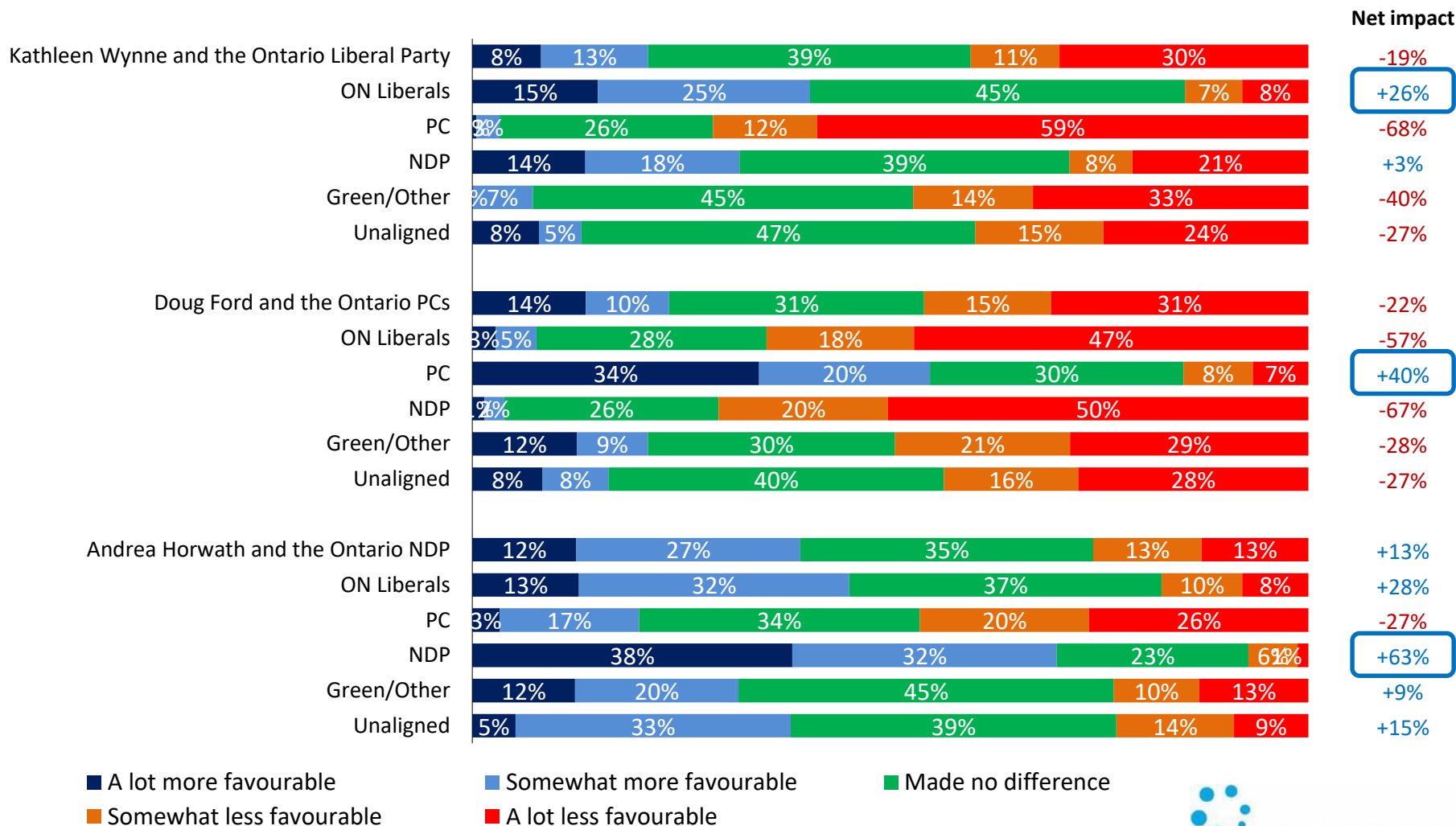
■ Somewhat more favourable
■ A lot less favourable

■ Made no difference

Campaign impact: NDP show the most positive news impact⁵² among Unaligned

Q

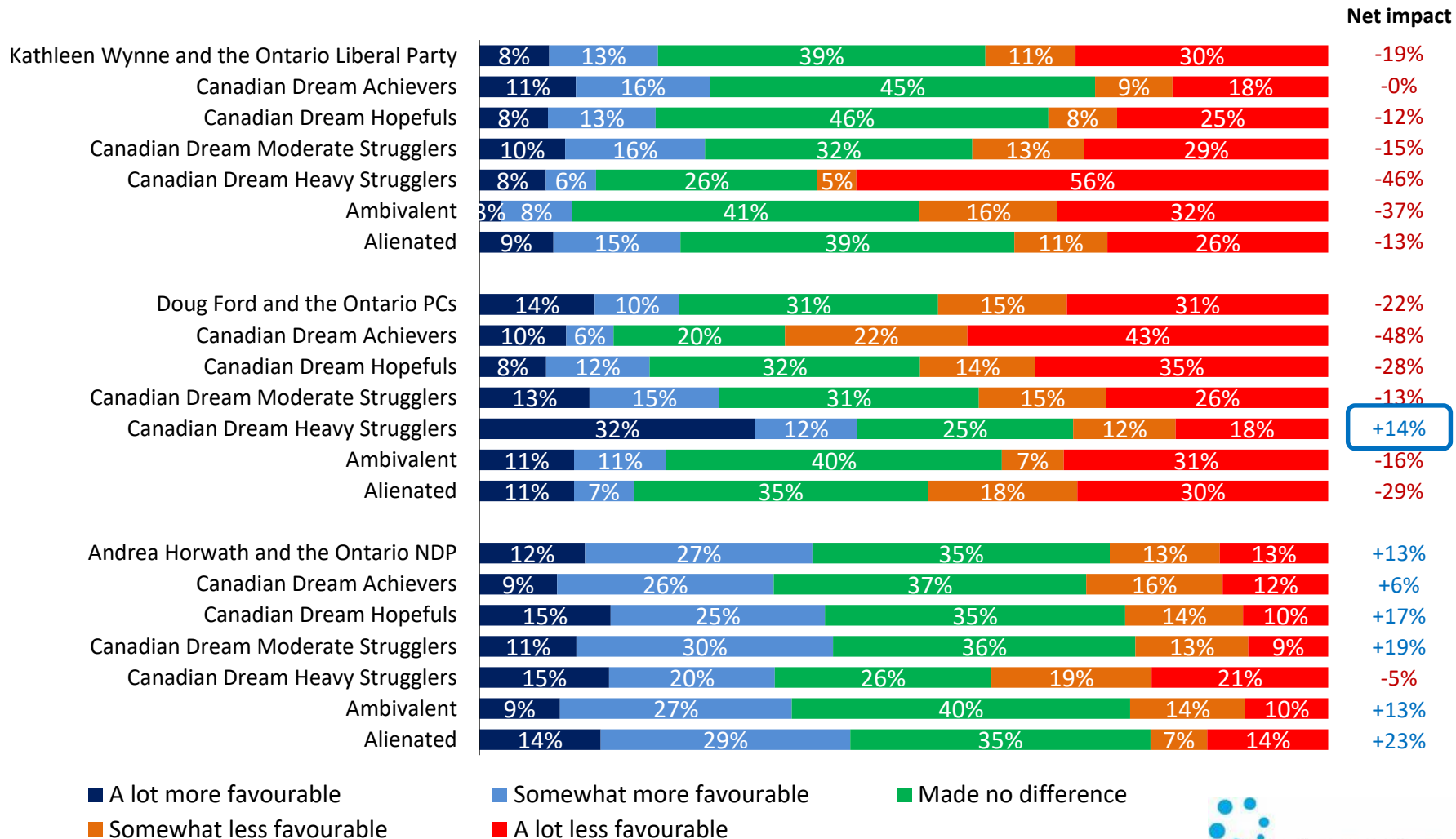
Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **[Leader and party]**, or did it make no difference? **[BY PARTY ID]**



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]**

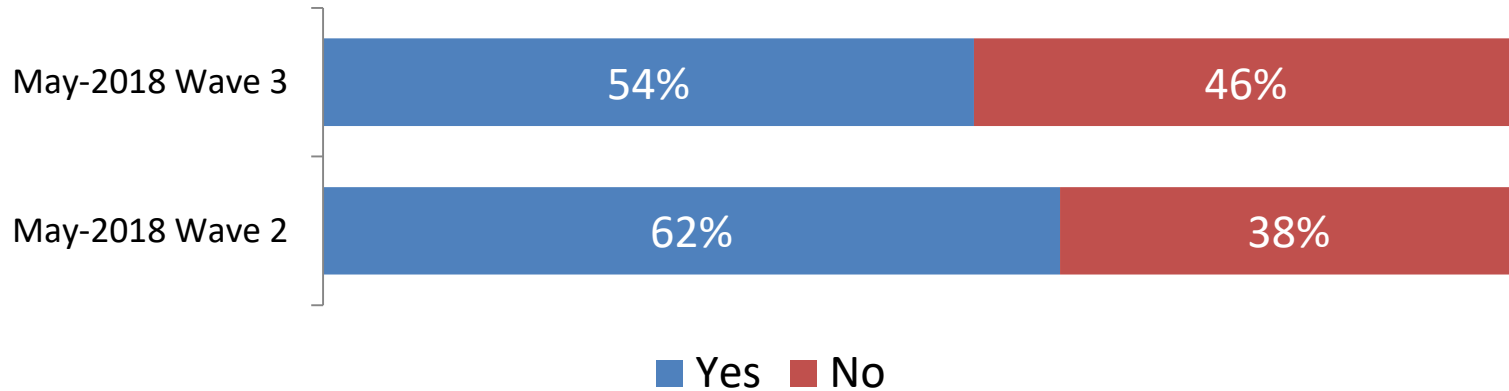


Liberal read, seen, heard: Less have heard of the Liberal than in the last wave, impact remains moderately negative

54

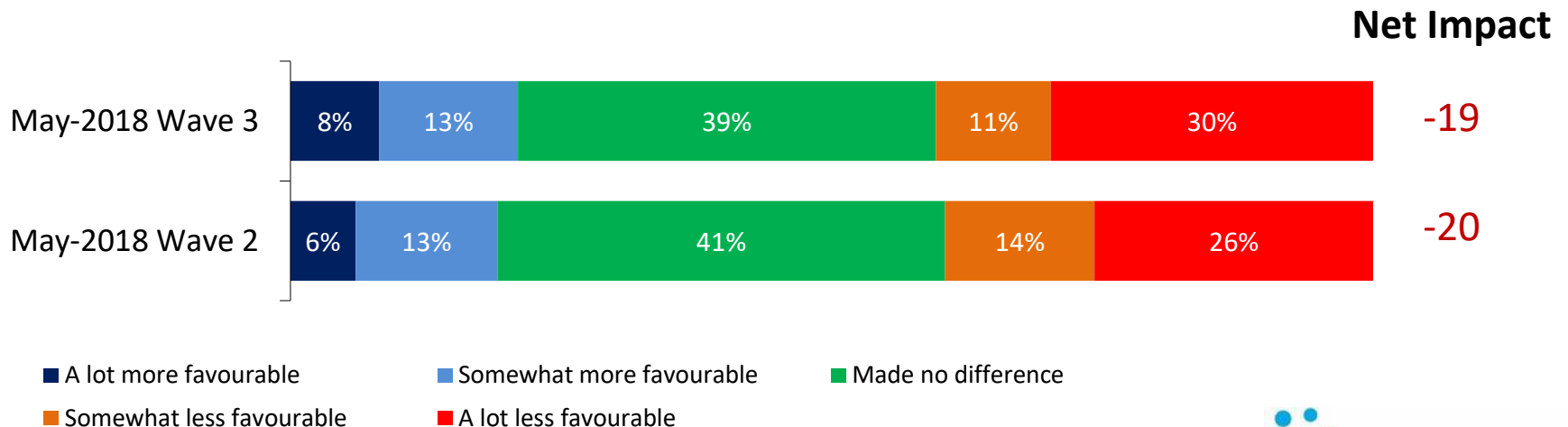
Q

Have you read, seen or heard anything about **Kathleen Wynne and the Ontario Liberal Party** in the last few days?



Q

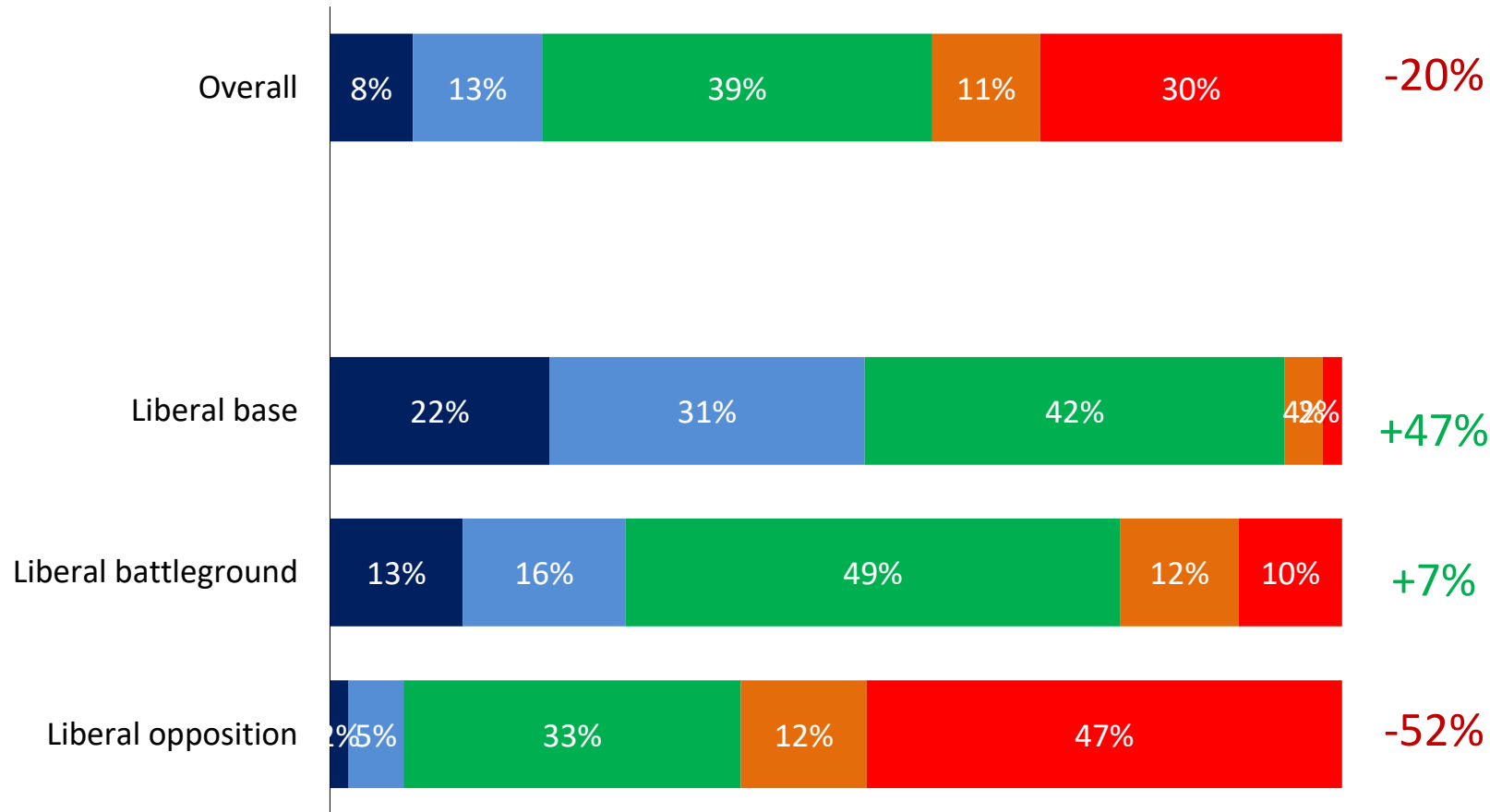
Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards **Kathleen Wynne and the Ontario Liberal Party** or did it make no difference?



Liberal Battleground impact: strong positive impact among base for Wynne recall, battleground reaction is mixed ⁵⁵

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



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

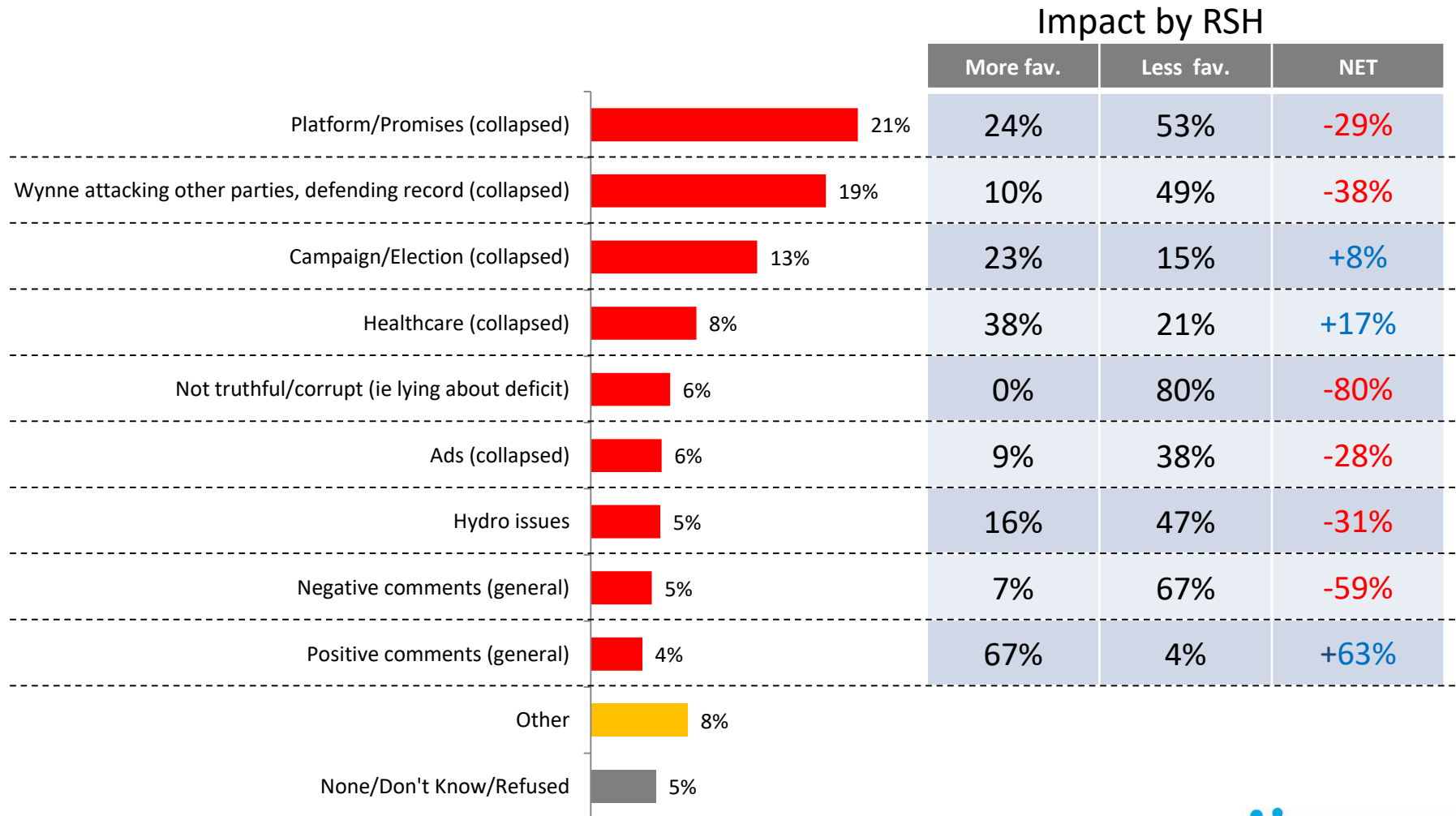
		More fav.	Less fav.	NET
Spending promises/throwing money around to buy votes	6%	0%	89%	-89%
Attacking Ford/Making comparison with Trump	6%	6%	58%	-53%
Not truthful/corrupt (ie lying about deficit)	6%	0%	80%	-80%
Platform/Promises (general)	6%	31%	44%	-13%
Hydro issues	5%	16%	47%	-31%
Negative comments (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%			

RSH about Wynne (collapsed): Platform and attacks reading⁵⁷ negatively, healthcare seen as positive

Q

And what did you read, see, or hear about Kathleen Wynne and the Ontario Liberal Party? [OPEN END]

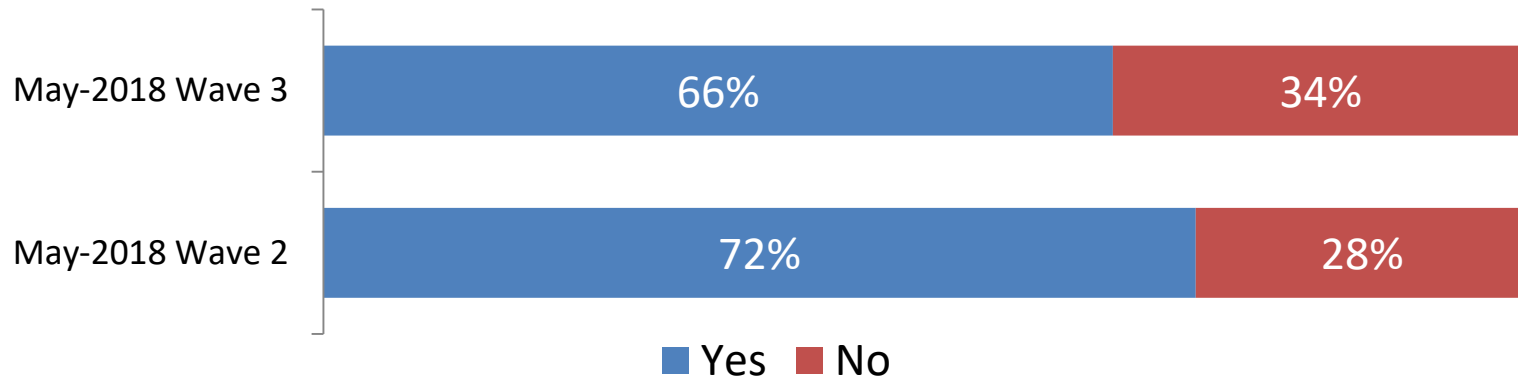
[asked of those who have read, seen or heard about Kathleen Wynne and the Ontario Liberal Party; n=572]



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

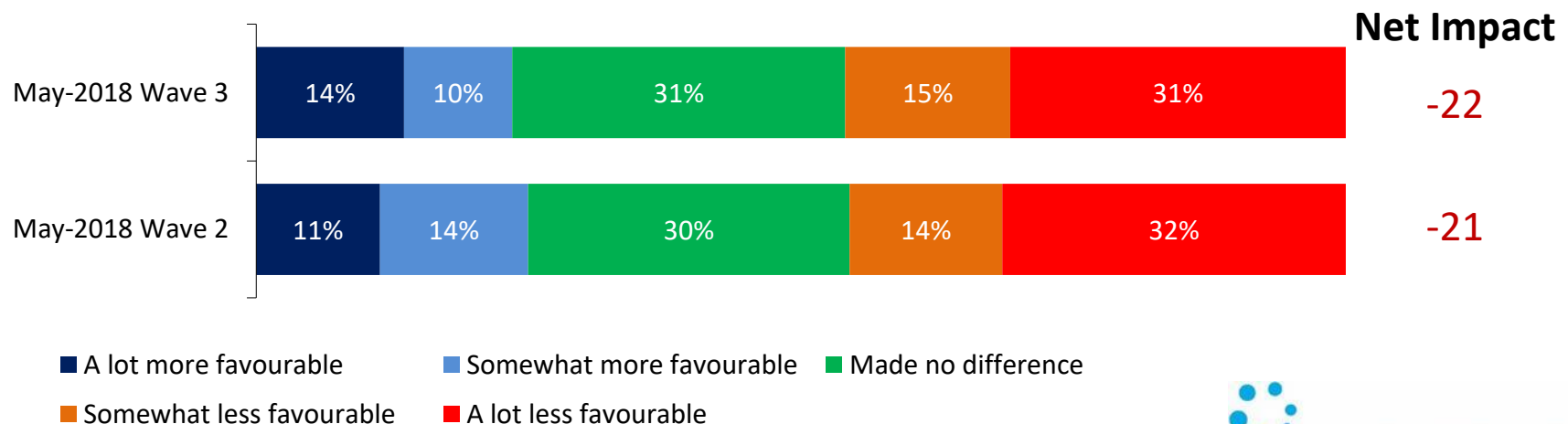
Q

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



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?

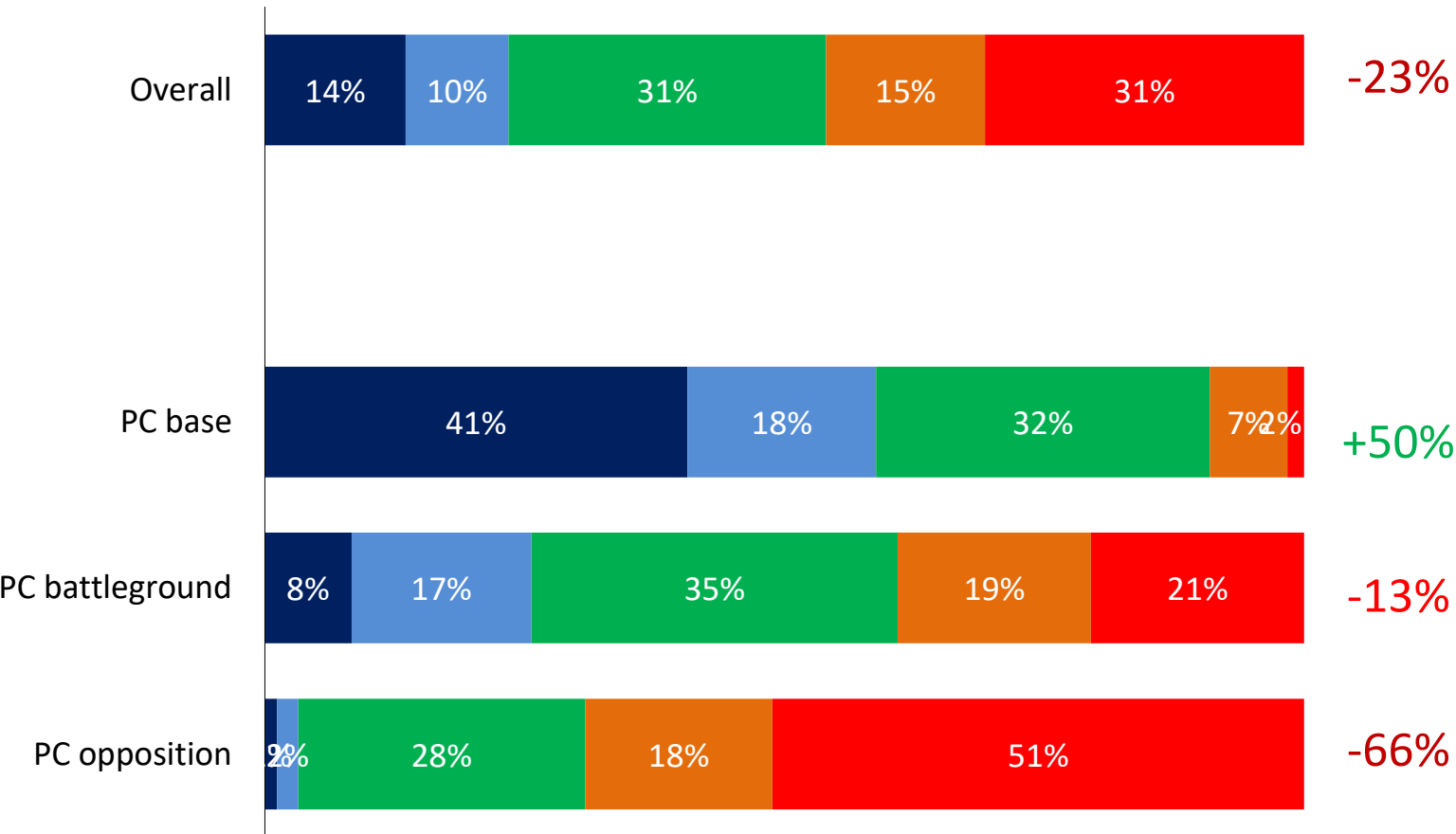


PC Battleground impact: PC battleground reacts negatively to what they are RSHing about Ford



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

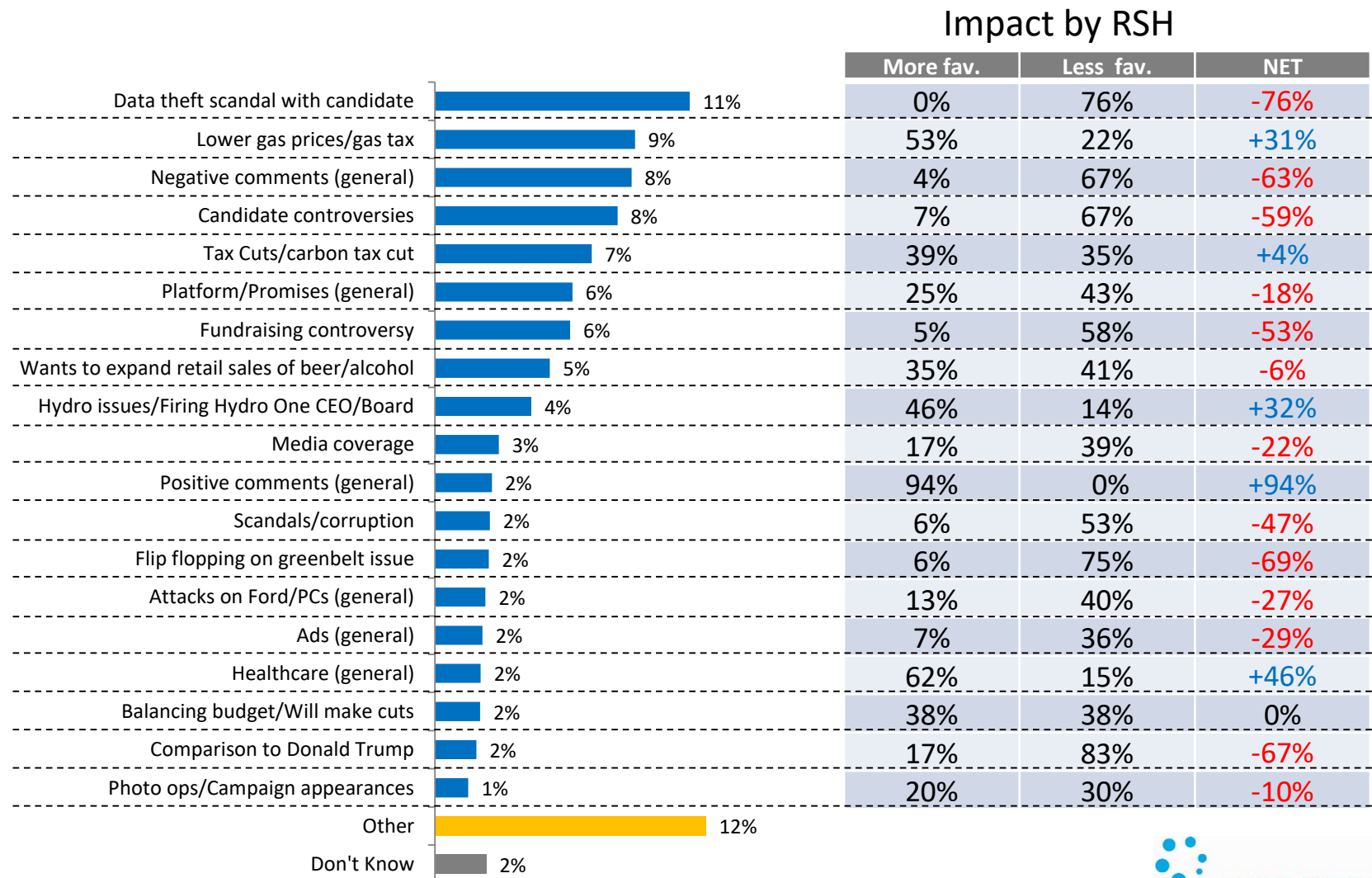


RSH about Ford: General RSH very negative; data theft top mention with strong negatives, gas issue positive

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]



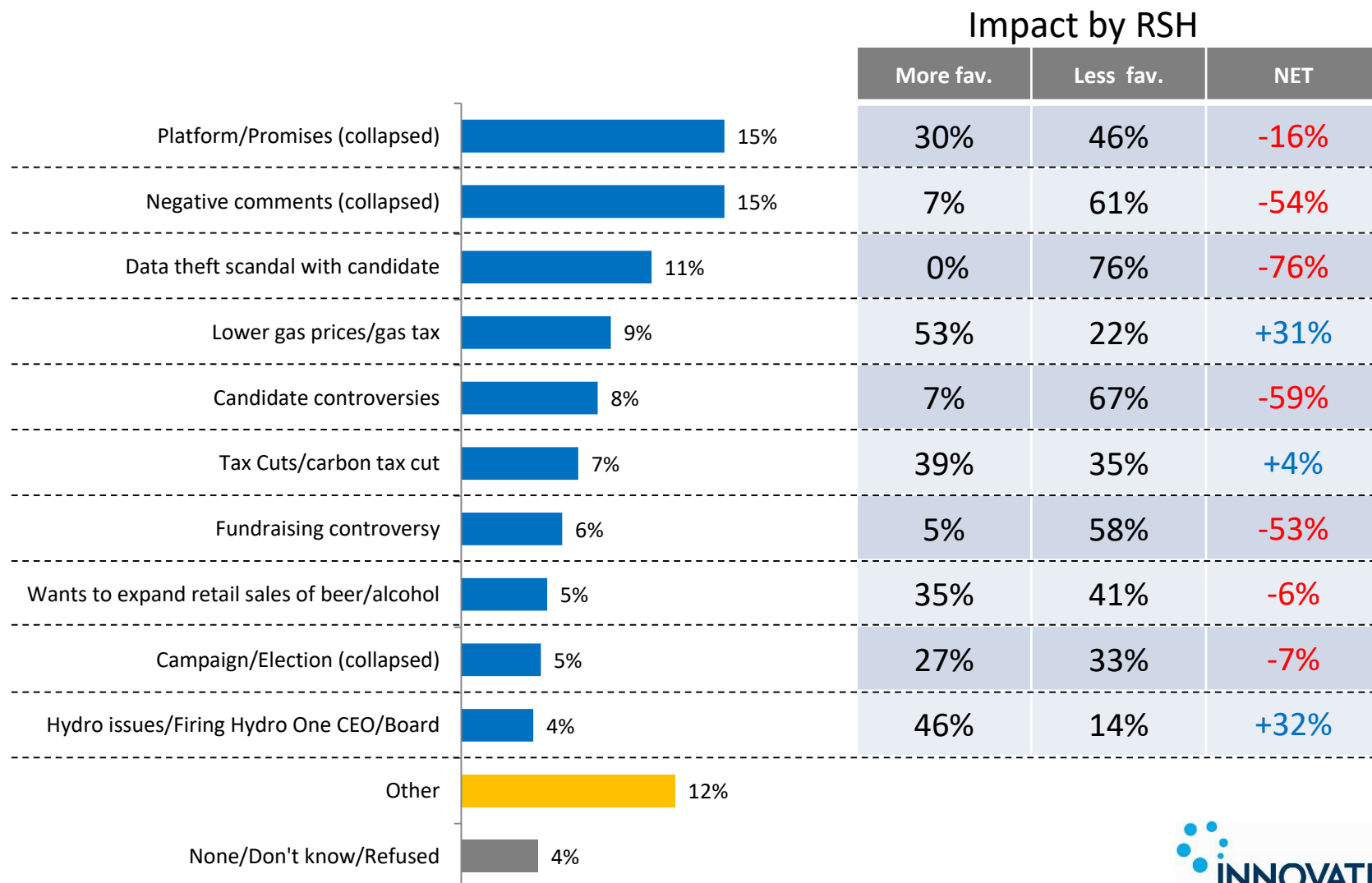
Note: "None" (1%) and "Refused" (2%) not shown. Impact only shown for responses with unweighted N size of at least 10

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]

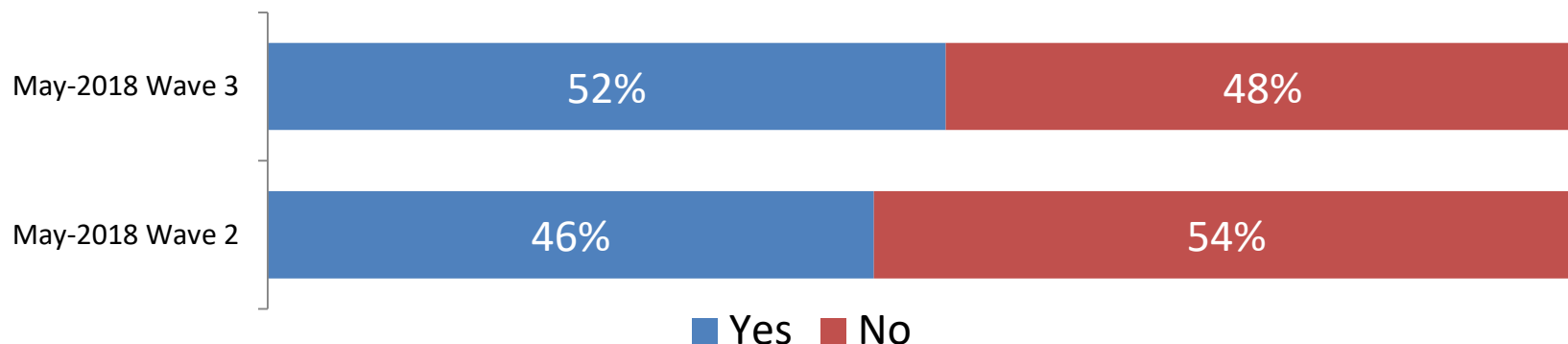


NDP read, seen, heard: Recall up for Horwath, impact still positive, although less so than in early May

62

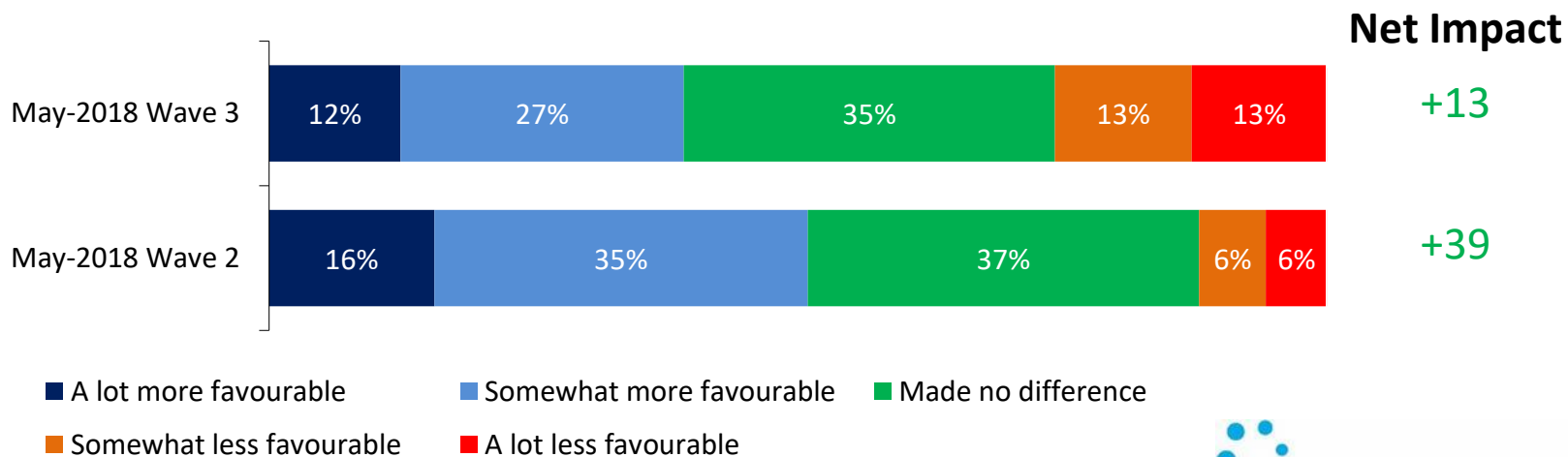
Q

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



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?

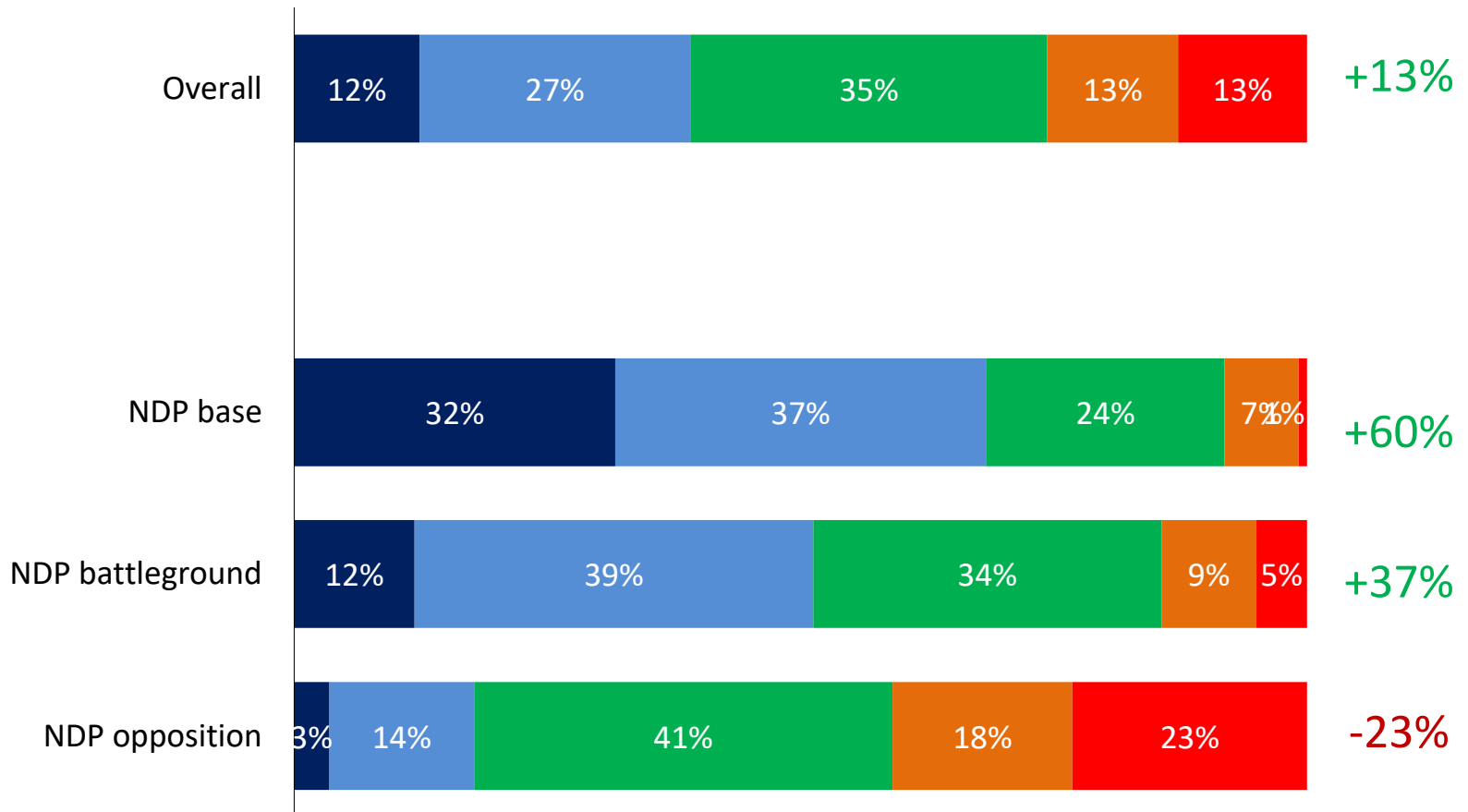


NDP Battleground impact: NDP battleground response strongly positive to what they are RSHing about Horwath

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



■ A lot more favourable
■ Somewhat less favourable

■ Somewhat more favourable
■ A lot less favourable

■ Made no difference

RSH about Horwath: Budget accounting error is top mention⁶⁴ 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

		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

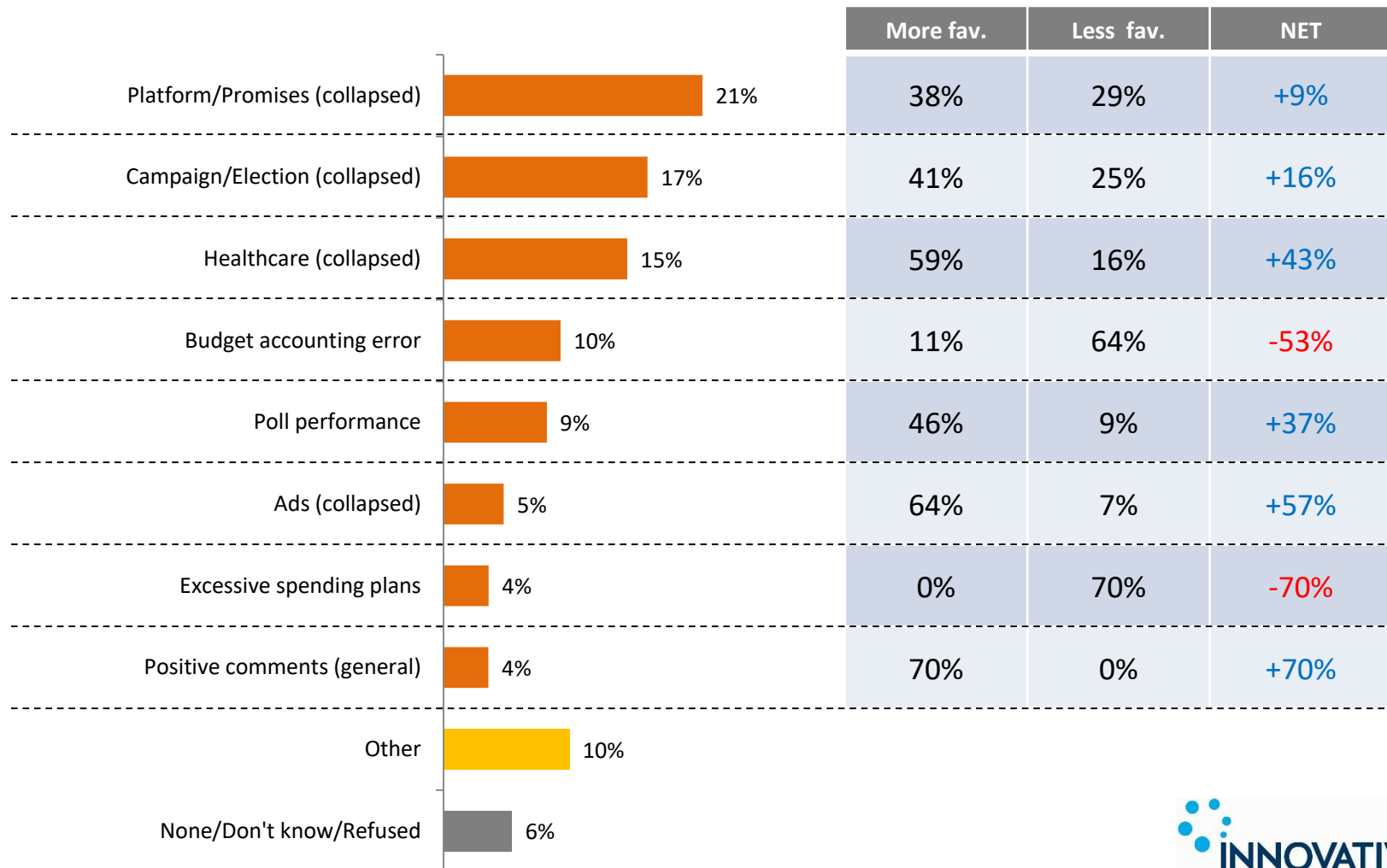
RSH about Horwath: Healthcare (collapsed, daycare included) has a very positive impact

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





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