Canada This Month
Ontario Politics

INNOVATIVE RESEARCH GROUP

Public Opinion Research
Release Date: May 07, 2020
Field Dates: May 01, 2020 to May 05, 2020

Ontario Politics in the time of COVID-19

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. In Ontario, Ford is seeing very high approval on his handling of the outbreak, which has translated into a massive turnaround in his personal favourables. Ontarians have never been more satisfied with the provincial government since our online tracking began in 2012.

Today, INNOVATIVE is releasing results from our May 2020 Canada This Month survey. This online survey was in field from May 1st to May 5th with a weighted sample size of 600 Ontario residents. Detailed methodology is provided in the appendix.

This report covers key results on how those from Ontario are rating their government's handling of the COVID-19 outbreak and the impacts that is having on more general government approval and provincial vote choice.
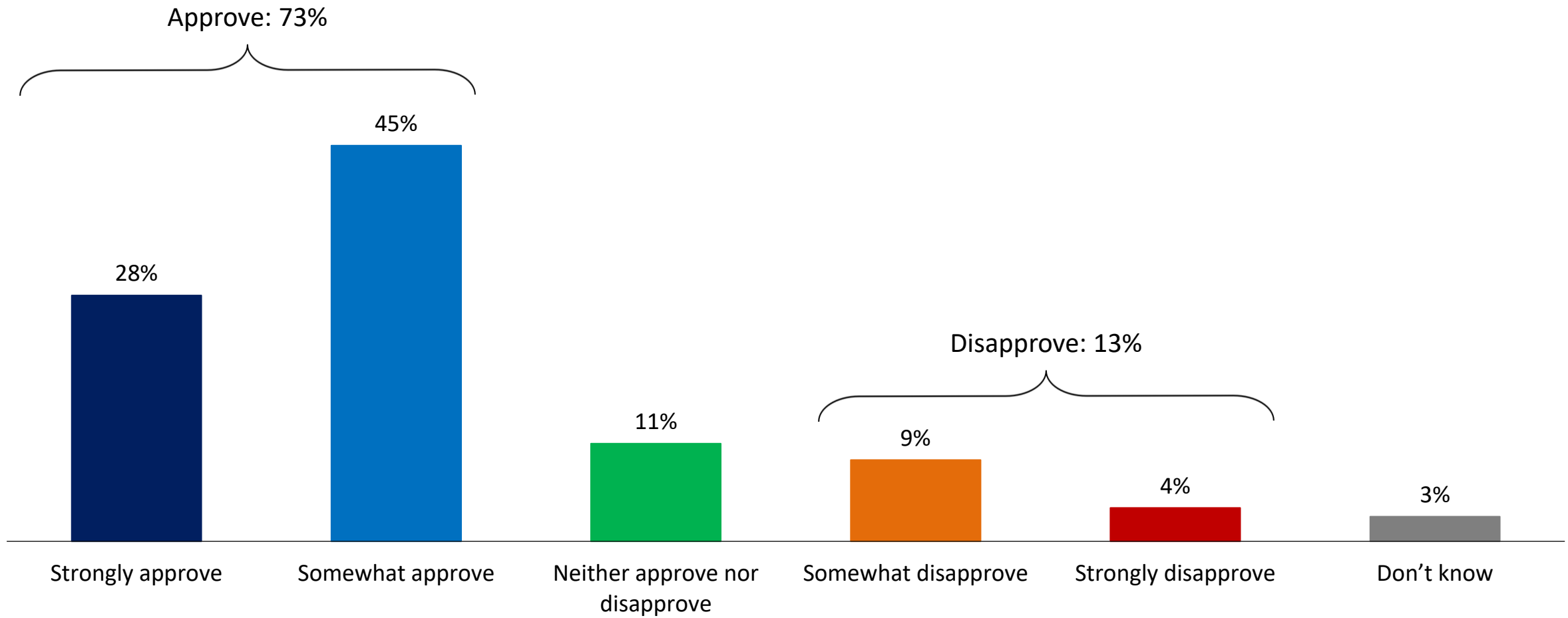
The Ontario government is receiving very high approval on handling of COVID-19

COVID-19 Handling: Nearly 3-in-4 (73%) are satisfied with the Ontario government's handling of the COVID-19 epidemic

Q Do you approve or disapprove of the way the Ontario Government has handled the outbreak of COVID-19?
[asked of all respondents; n=600]

Approve: 73%

Disapprove: 13%

Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know
28%	45%	11%	9%	4%	3%

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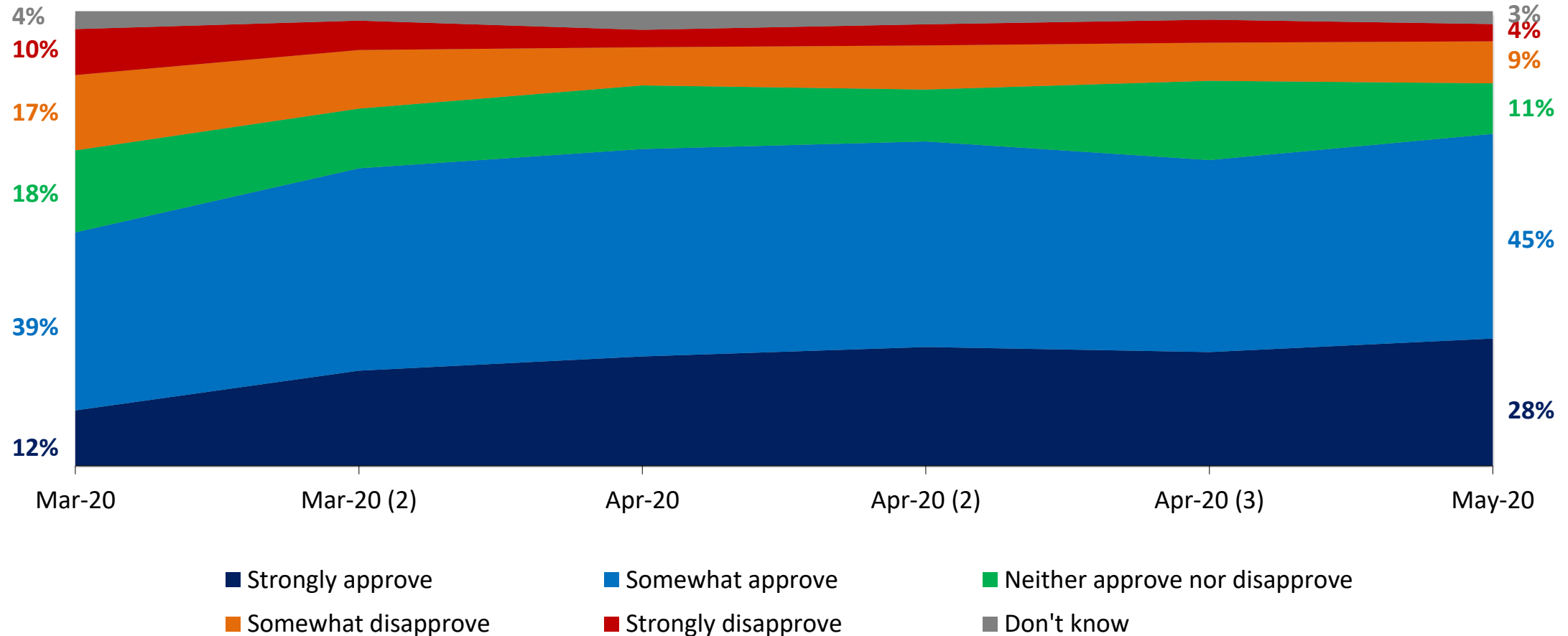RESEARCH GROUP

Current data: May 2020

COVID-19 Handling Tracking: Approval of the Ontario government's handling of the outbreak is trending up since March

Q Do you approve or disapprove of the way the Ontario Government has handled the outbreak of COVID-19?
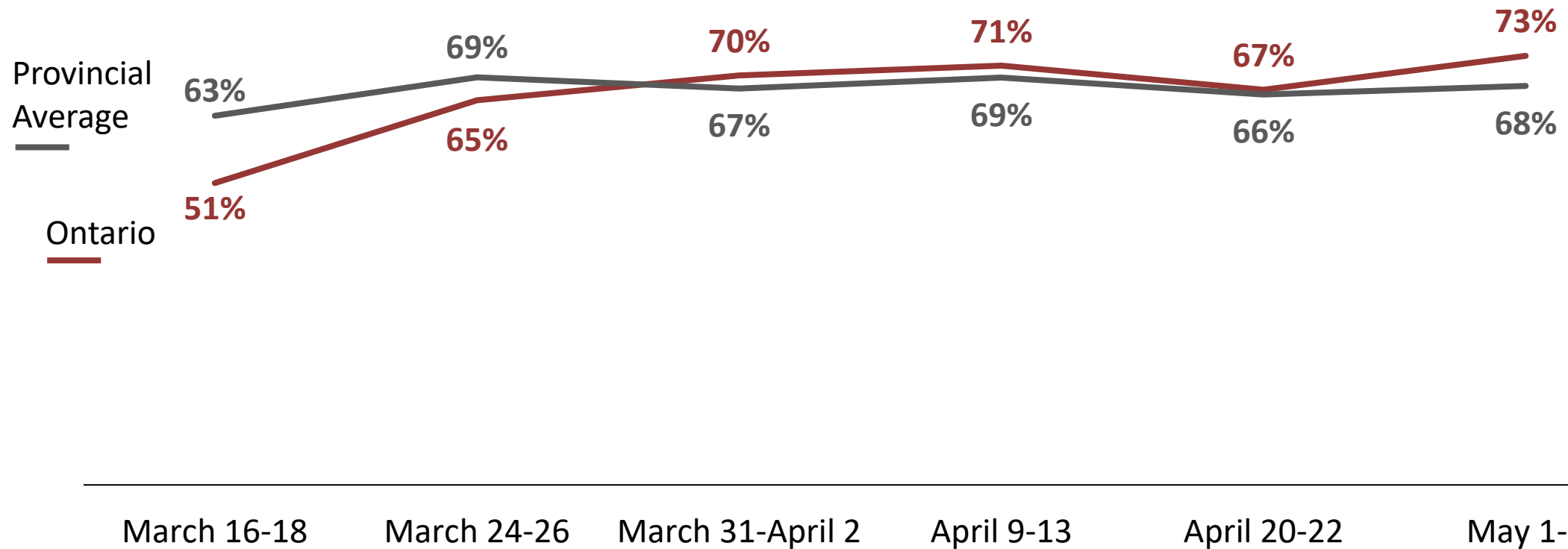[asked of all respondents; n=600]

Legend:
- ■ Strongly approve
- ■ Somewhat approve
- ■ Neither approve nor disapprove
- ■ Somewhat disapprove
- ■ Strongly disapprove
- ■ Don't know

Current data: May 2020

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COVID-19 Handling Tracking: Ontario has gone from 8 points below the provincial average in March to 5 points above average now

% who approve of government's handling of COVID-19 outbreak: Ontario Vs. Provincial Average

[asked of all respondents; Ontario n=600]

Provincial Average

Ontario

63%   69%   70%   71%   67%   73%

51%   65%   67%   69%   66%   68%

March 16-18   March 24-26   March 31-April 2   April 9-13   April 20-22   May 1-5

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Current data: May 2020

This approval of COVID-19 handling has created a halo effect for general government satisfaction, driving it up to its highest point in years

Ontario Mood Tracking: Satisfaction up substantially since March 2020 (38%), now 70% are satisfied with the Ontario government

Q Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Ontario? Would you say you are...?
[asked of all respondents; n=600]

Current data: May 2020

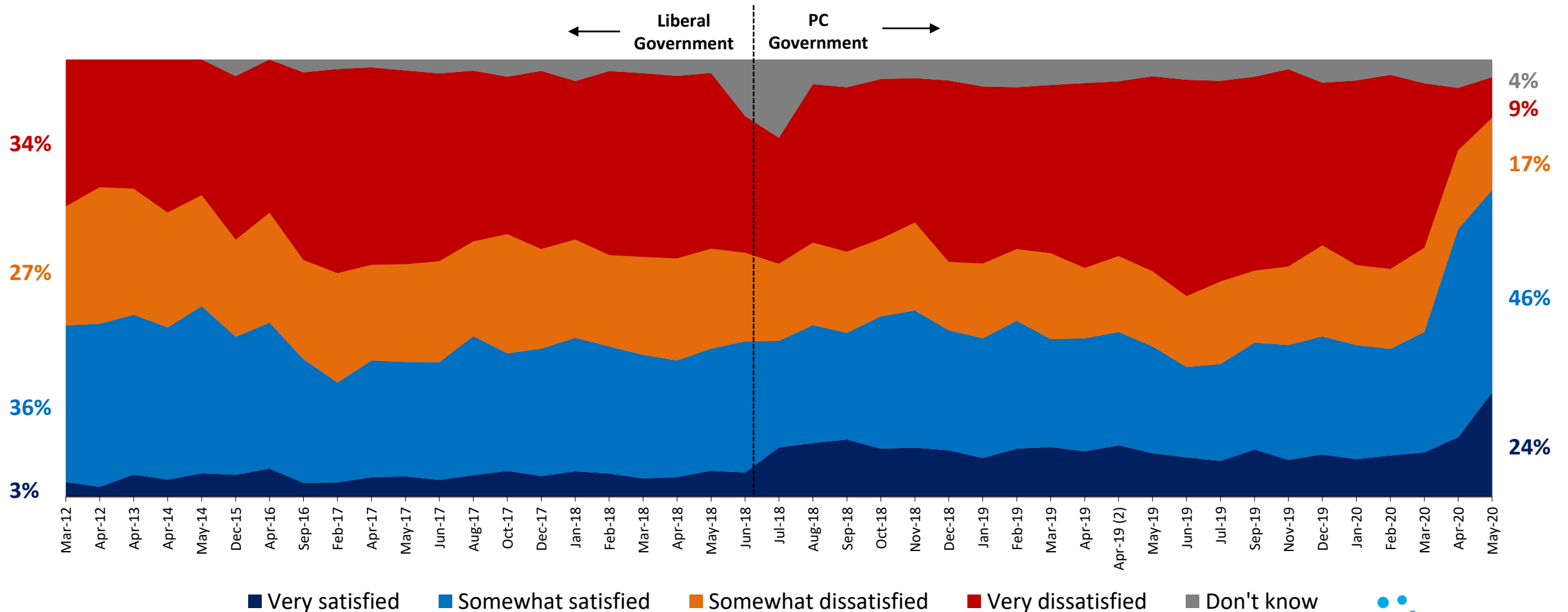**Over 7-in-10 have read, seen, or heard something about Ford and a strong majority say it had a positive impact**

Ontario Read, Seen, Heard: 3-in-4 (73%) recall something about the Premier, and 64% of those people felt more favourably towards Ford

Q Have you read, seen or heard anything about [PREMIER] in the last few days?
[Asked of those who have RSH; n=600]
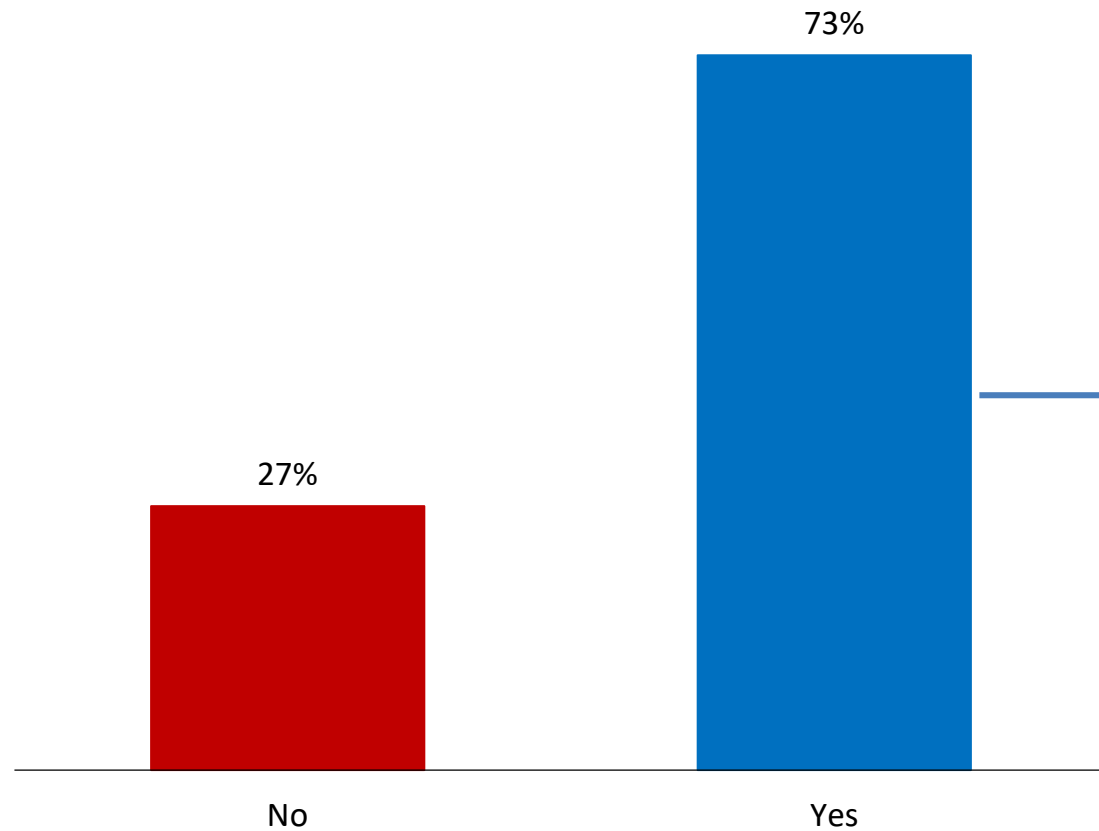
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [PREMIER], or did it make no difference?
[Asked of those who have RSH; n=438]

73%

27%

No   Yes

A lot more favourable — 27%

Somewhat more favourable — 37%

Made no difference — 25%

Somewhat less favourable — 6%

A lot less favourable — 4%

Current data: May 2020

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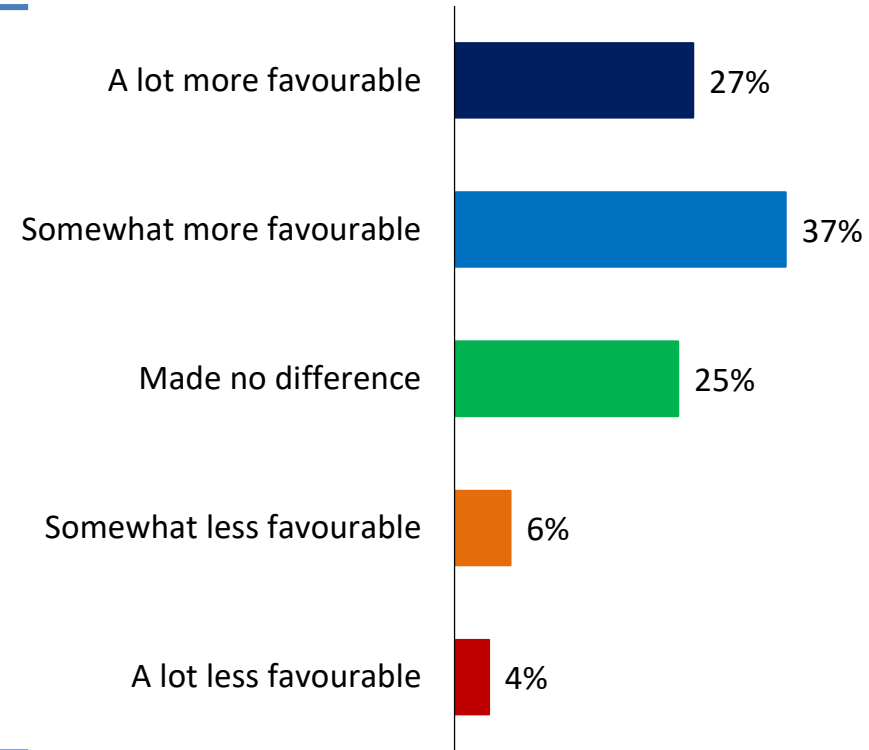
Read, Seen, Heard Tracking: Recall about the Premier is trending up; it now reaches the highest since the middle of last year

Q Have you read, seen or heard anything about [PREMIER] in the last few days?
[asked of all respondents; n=600]

In June 2018, Doug Ford was sworn in as Premier of Ontario.

67%

28%

73%

27%

Dec-15 Apr-16 Jan-17 Feb-17 Apr-17 May-17 Jun-17 Aug-17 Oct-17 Dec-17 Jan-18 Feb-18 Mar-18 Apr-18 May-18 Jun-18 Jul-18 Aug-18 Sep-18 Oct-18 Nov-18 Dec-18 Jan-19 Feb-19 Mar-19 Apr-19 Apr-19 (2) May-19 Jun-19 Jul-19 Sep-19 Nov-19 Dec-19 Jan-20 Feb-20 Mar-20 Apr-20 May-20

— Yes — No

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Note: Don't know not shown.
Current data: May 2020
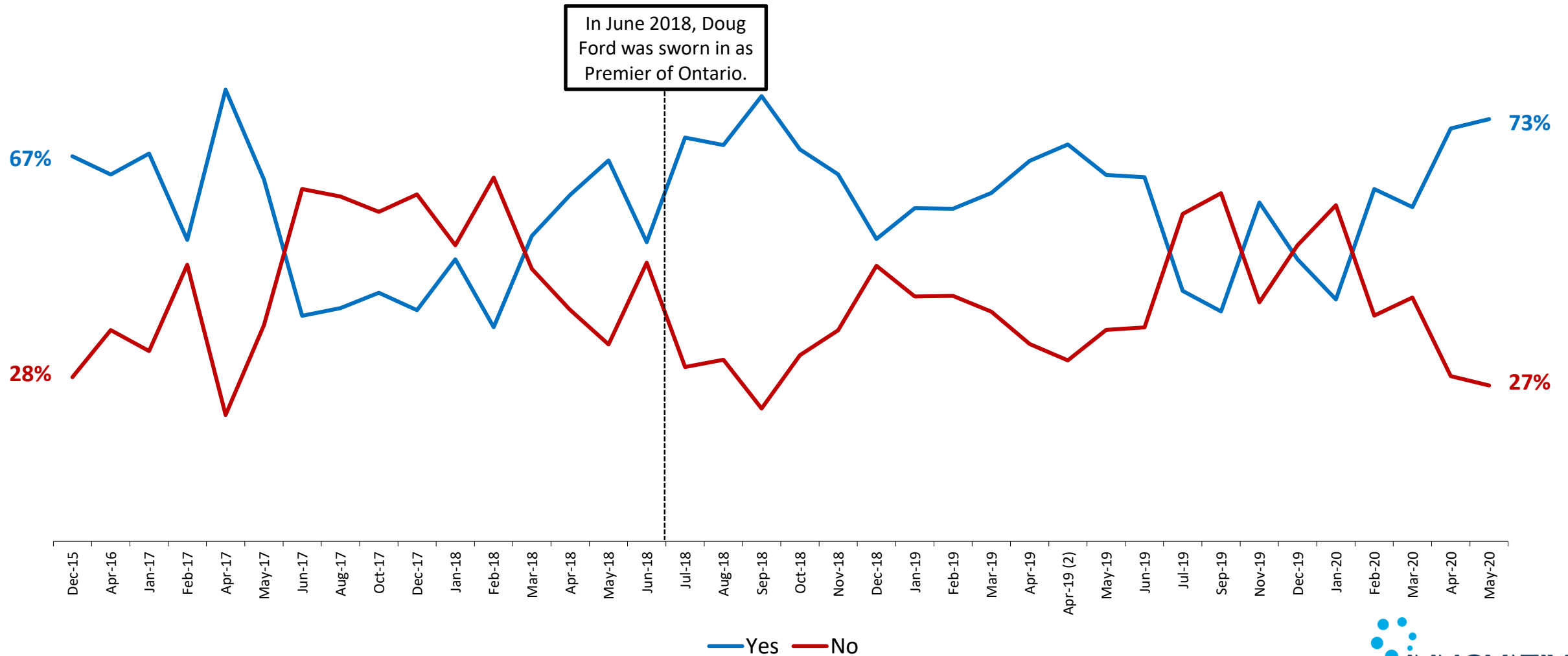
Ontario Read, Seen, Heard, Impact Tracking: Nearly 6-in-10 (57%) of those who have R/S/H about Ford feel more favourable

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 [PREMIER], or did it make no difference?

[asked of those who have RSH; n=438]

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

Note: Don't know not shown.
Current data: May 2020

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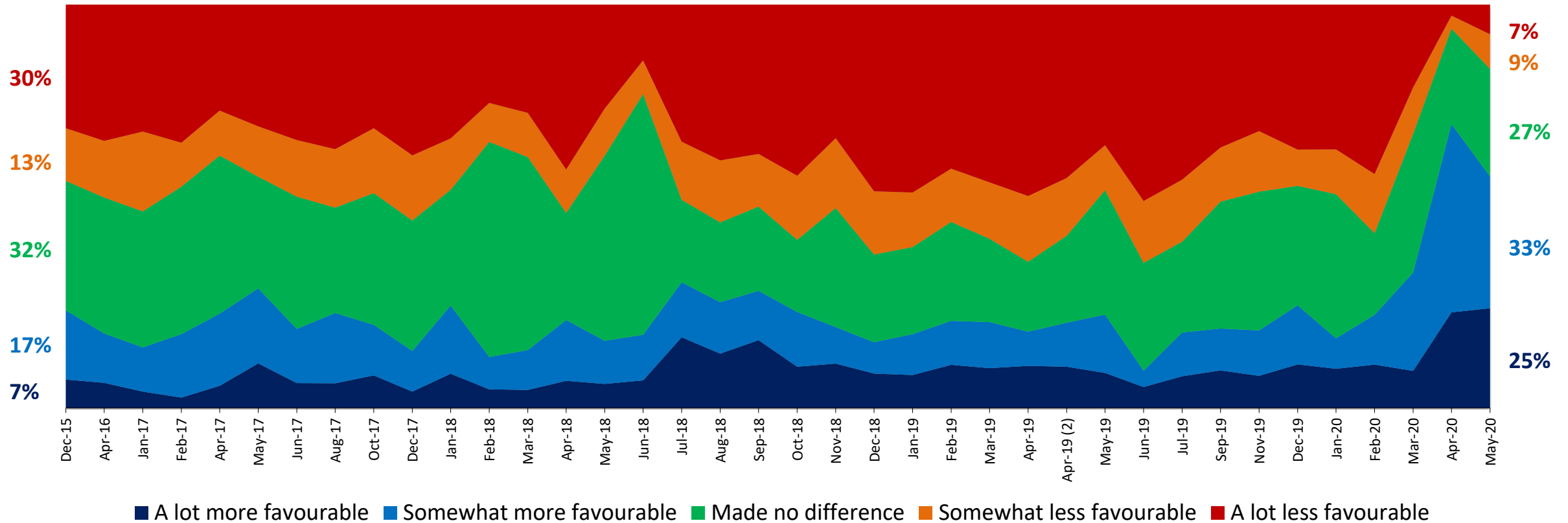
We group individuals into segments based on key political and economic values and attitudes

We use these segments throughout the remainder of the report to analyze vote leadership results.

Core Political Values: Half (50%) feel government should listen to experts when it comes to policy

Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?
[asked of all respondents; n=600]

- Their ability to afford the programs and services — 30%
- The public's need for the programs and services — 61%
- Don't know — 9%

Q Is the main role of government to...?
[asked of all respondents; n=600]
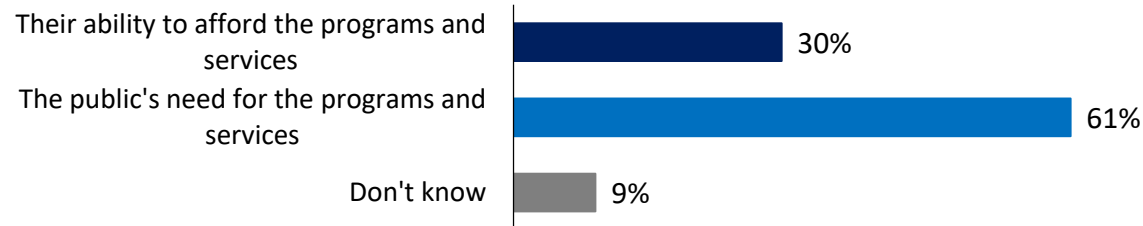
- To create equal opportunity so that everyone can compete on their own to be the best they can be — 58%
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — 31%
- Don't know — 10%
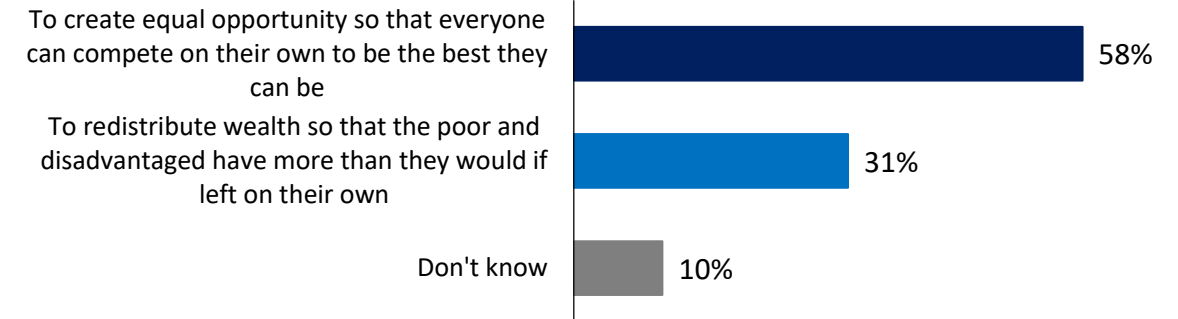
Q Which of the following statements comes closest to your view?
[asked of all respondents; n=600]

- The profit system brings out the worst in human nature. — 42%
- The profit system teaches people the value of hard work and success. — 43%
- Don't know — 14%
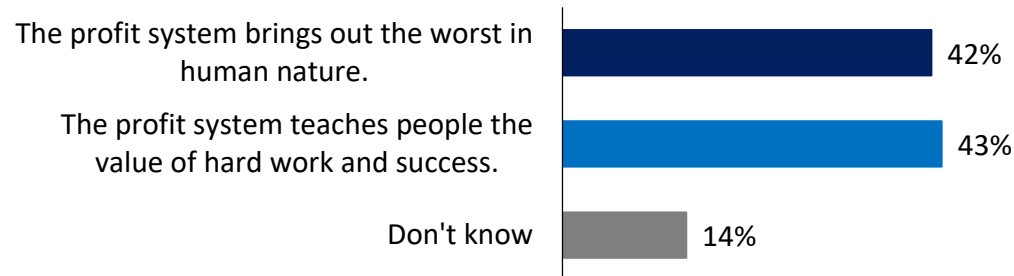
Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=600]

- Too often the government listens to experts instead of common sense. — 37%
- Provincial issues are complicated so government should listen to experts when it comes to policy. — 50%
- Don't Know — 13%

Current data: May 2020

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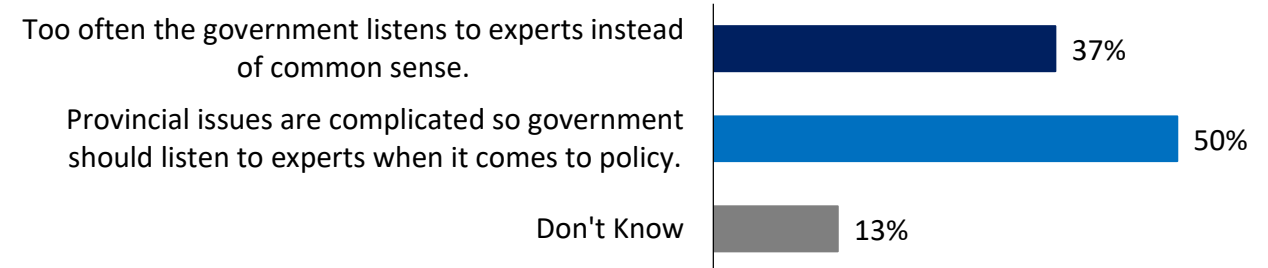
Value Clusters: Largest clusters in Ontario are Core Left (24%) and Business Liberals (24%); only 11% are Deferential Conservatives

Value clusters: Clusters 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.

[asked of all respondents; n=600]

Deferential Conservatives, 11%

Populist Conservatives, 12%

Core Left, 24%

Business Liberals, 24%

Thrifty Moderates, 13%

Left Liberals, 15%

Current data: May 2020

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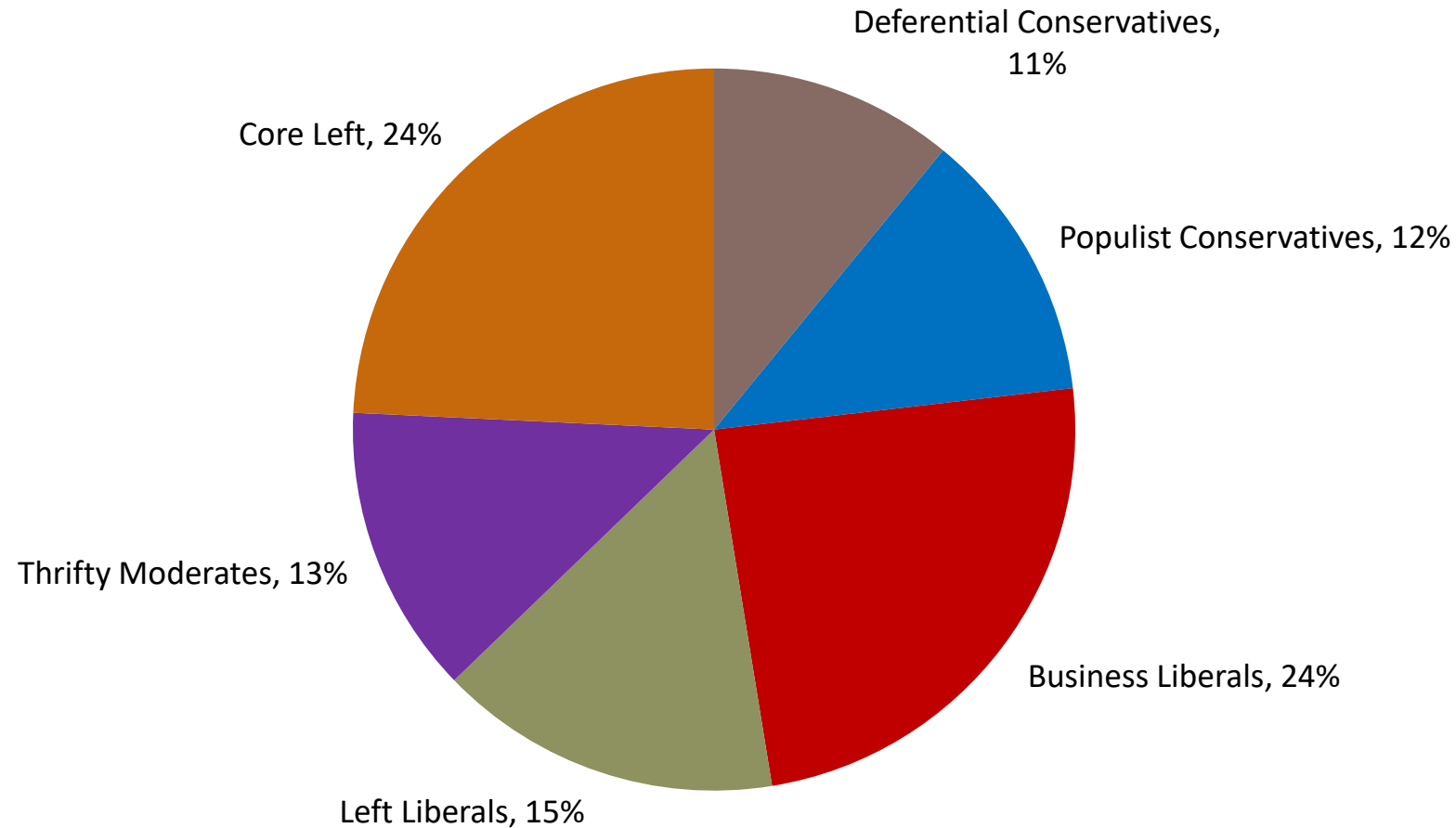
Defining Value Clusters: 6 important value clusters are defined by 4 key value statements

Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	97%	90%	0%	0%	61%	0%
	Public Need	0%	0%	98%	92%	0%	97%
Is the main role of government to .?	Create equal Opportunity	90%	99%	74%	95%	29%	0%
	Redistribute wealth	7%	0%	15%	0%	29%	96%
When it comes to government decision making...	Rely on common sense	0%	100%	28%	47%	36%	24%
	Listen to experts	84%	0%	61%	42%	23%	68%
The profit system...	Brings out the worst in human nature	0%	0%	0%	89%	56%	88%
	Teaches value of hard work and success	98%	93%	85%	0%	5%	0%

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Segmentation Attitudes: Majority (55%) feel that you can be anything in Ontario if you are willing to work for it

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=600]

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Here in Ontario you can be anything you want if you are willing to work for it	20%	36%	19%	15%	9%	2%
No matter how hard I work, every year it seems more difficult to get by	13%	29%	27%	16%	13%	3%

Current data: May 2020

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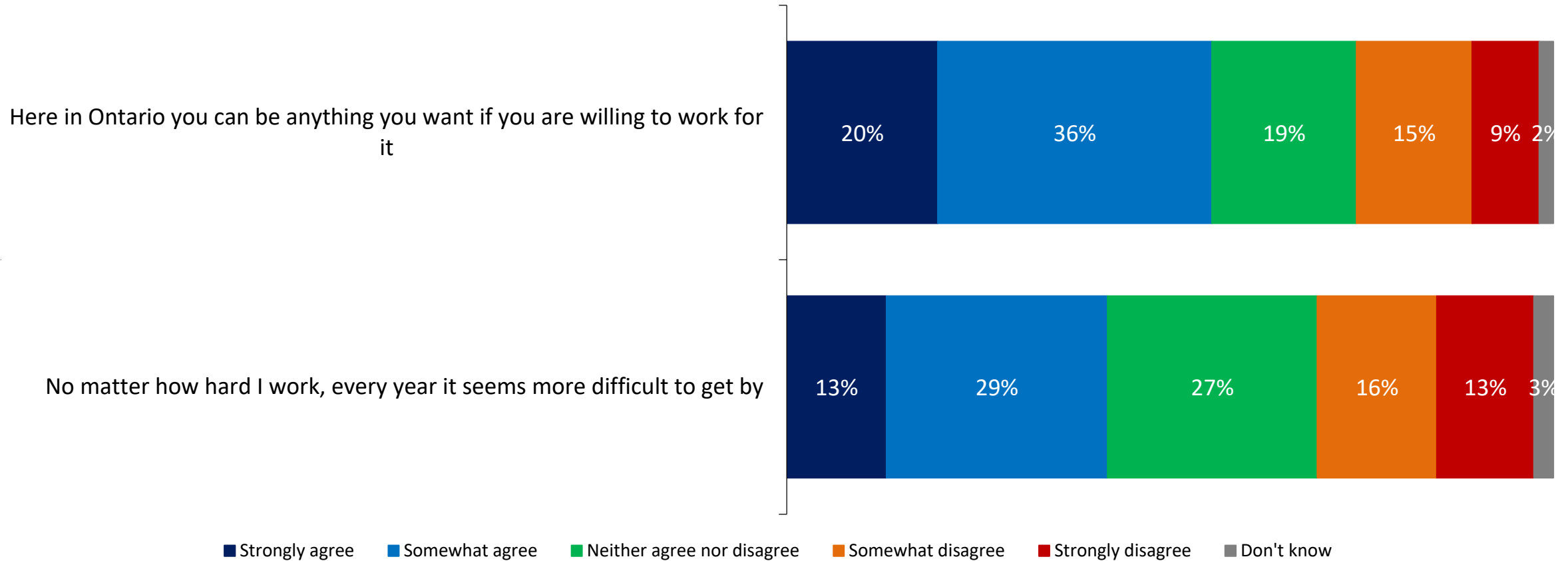
Economic Gap Segmentation: Achievers (34%) are largest economic segment, followed by Alienated (24%)

Gap segmentation: Agree with 'Here in Ontario you can be anything you want if you are willing to work for it' ("*the Canadian Dream*") BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=600]

Don't believe in *"Canadian Dream"*

Believe in *"Canadian Dream"*, not struggling to get by

Alienated, 24%

Achievers, 34%

Ambivalent, 21%

Strugglers, 22%

Neutral or don't know on *"Canadian Dream"*

Believe in *"Canadian Dream"*, but find it difficult to get by

Current data: May 2020
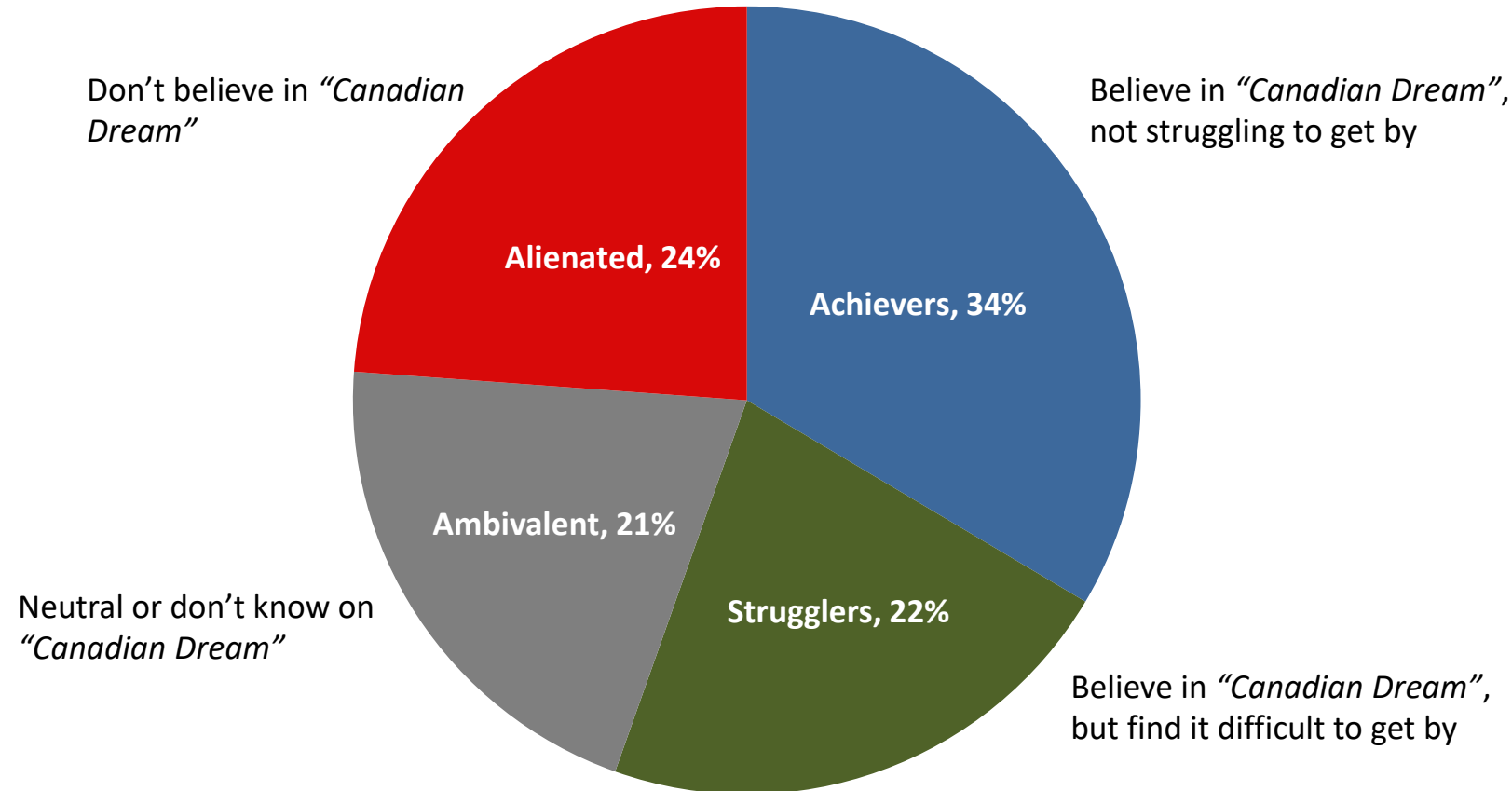
Time for Change Attitudes: Respondents are evenly split on whether or not it is time for a change in government

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=600]

It is time for a change in government here in Ontario
| 18% | 18% | 24% | 12% | 24% | 4% |

The PCs may have their problems but they are still the best party to form government
| 20% | 16% | 24% | 13% | 21% | 5% |

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

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Current data: May 2020
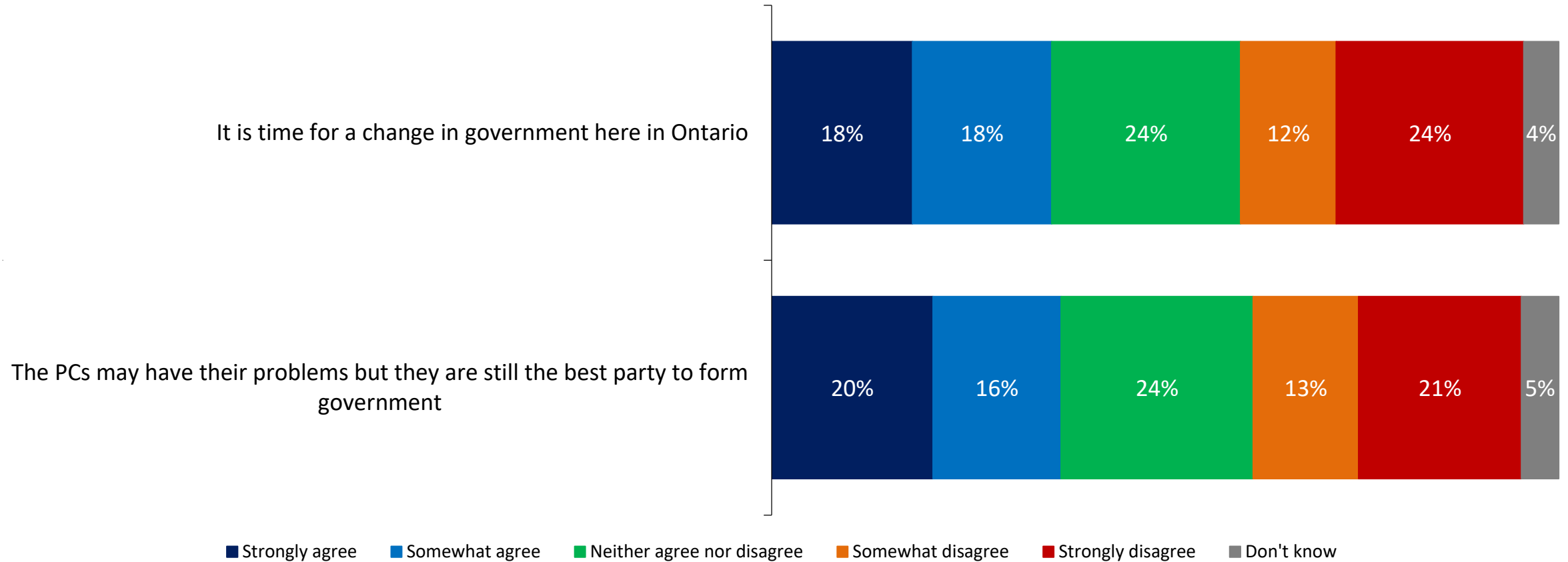
Time for Change Segmentation: 40% of respondents are either Soft anti-PC or Hostile

Time for Change segmentation: Agree with 'The PCs may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Ontario'.

[asked of all respondents; n=600]

40% Agree that it is time for a change and do not see PCs as the best option to form government

35% Do not think it is time for a change

This key battleground segment is voters who think it is time for a change, but still think the PCs are the best option to form a government

28%

12%

7%

5%

20%

28%

■ Core PC ■ Soft PC ■ Time for a change PC ■ Uncertain ■ Soft anti-PC ■ Hostile

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Current data: May 2020

Ford has seen a remarkable turnaround in his personal favourability during the outbreak

Impact on Doug Ford: Over 3-in-5 (63%) say Ford's response to the outbreak has left them with a better impression of him

Q Has the way premier Doug Ford has responded to the COVID-19 outbreak left you with a better or worse impression of him?
[asked of all respondents, n=600]

Better: 63%

Much better	Somewhat better	Neither better nor worse	Somewhat worse	Much worse	Don't know
30%	33%	25%	3%	3%	6%

Worse: 6%
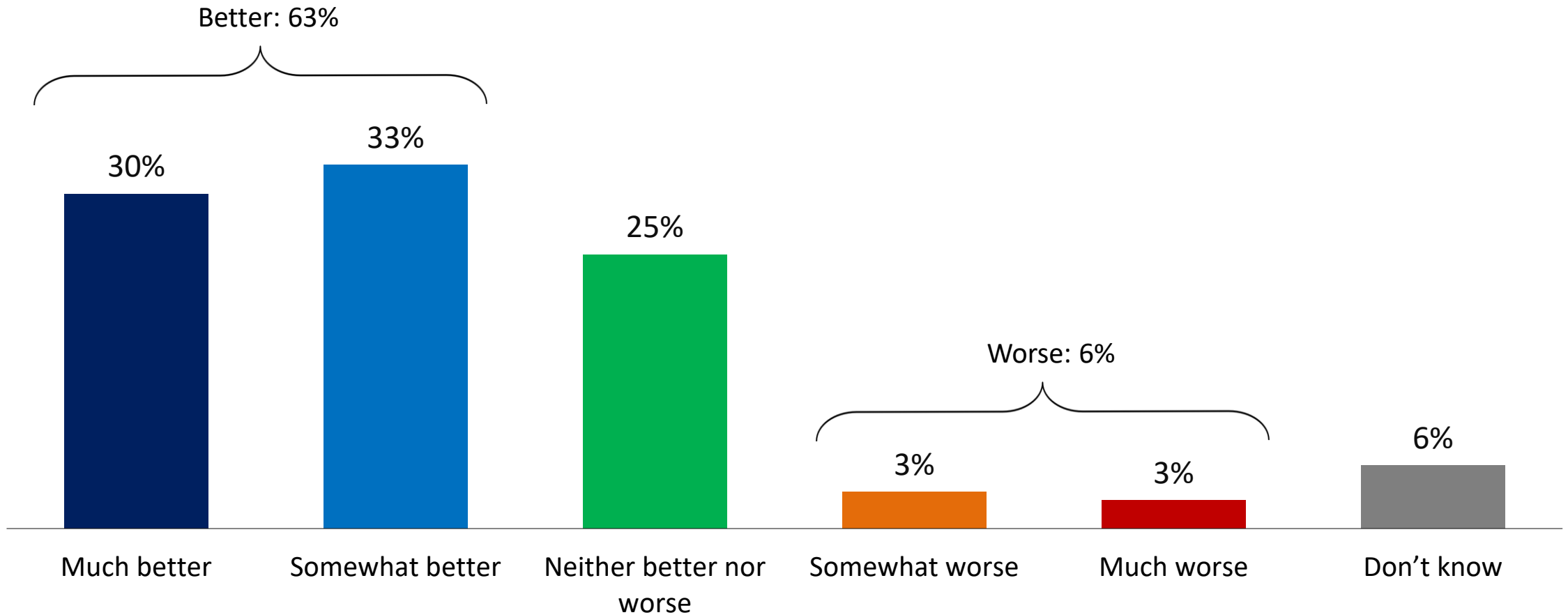
Impression of Premiers, Ontario: Plurality (31%) of those who said "better" think Doug Ford is taking responsibility, showing decisive action

Q And why do you feel that way? [OPEN ENDED]
[asked of all respondents who said 'better', n=377]

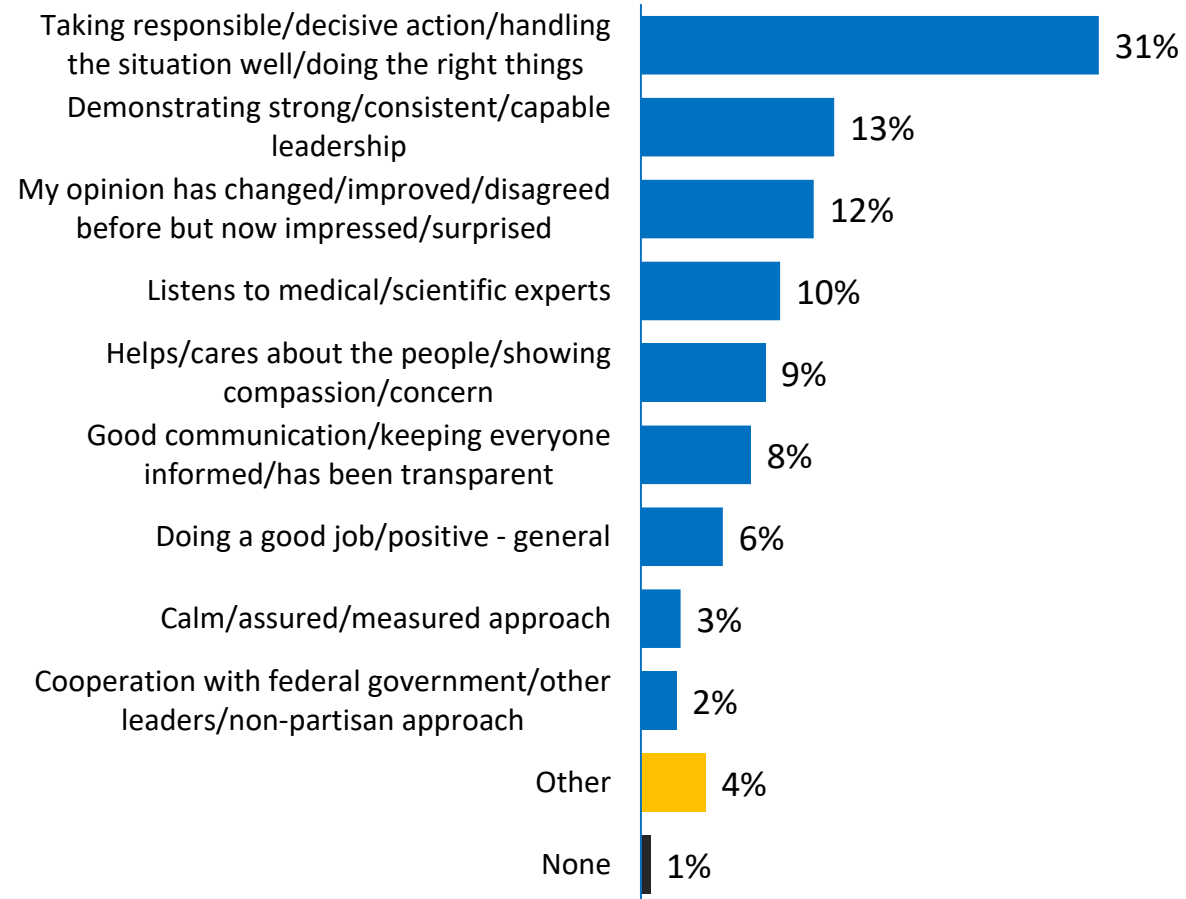| Response	%
Taking responsible/decisive action/handling the situation well/doing the right things	31%
Demonstrating strong/consistent/capable leadership	13%
My opinion has changed/improved/disagreed before but now impressed/surprised	12%
Listens to medical/scientific experts	10%
Helps/cares about the people/showing compassion/concern	9%
Good communication/keeping everyone informed/has been transparent	8%
Doing a good job/positive - general	6%
Calm/assured/measured approach	3%
Cooperation with federal government/other leaders/non-partisan approach	2%
Other	4%
None	1%

Note: Don't know (0%), Refused (2%) not shown.

Q And why do you feel that way? [OPEN ENDED]
[asked of all respondents who said 'worse', FREQUENCIES SHOWN; n=36]

Response	Count
Inadequate financial assistance/programs	6
Irresponsible actions/poor decisions/opening too soon	5
Demonstrating poor leadership/incompetence/doesn't know what he's doing	4
Moved too slowly/has not taken effective action	4
Financially irresponsible/ruining the economy/businesses should be opened sooner	4
Dishonest/insincere/has not been transparent	3
Doing a bad job/negative - general	1
Taking responsible/decisive action/handling the situation well/doing the right things	1
Doing a good job/positive - general	1
Other	4

Note: Refused (n=2) not shown.
*Small n size, interpret results with caution

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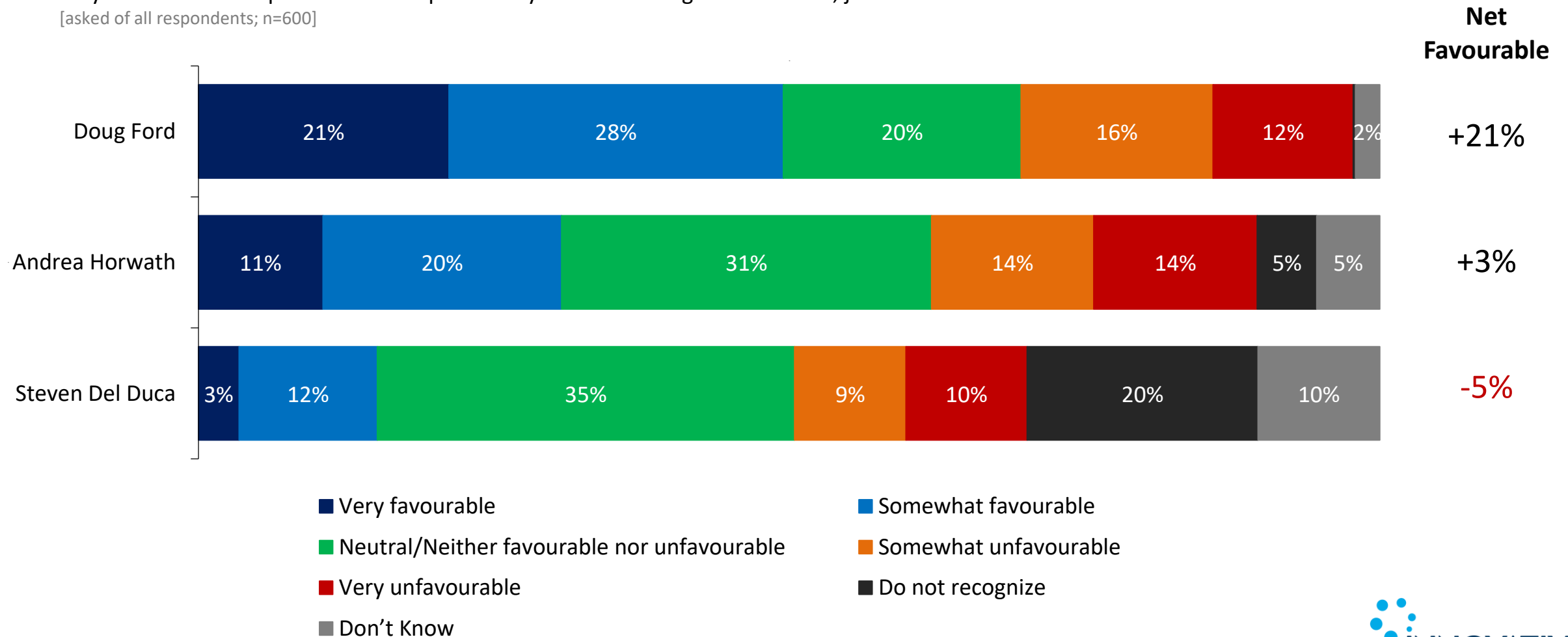# Leader Favourables: Majority of respondents (50%) report mostly favourable impression of Premier Doug Ford

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, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=600]

Net Favourable

Leader	Very favourable	Somewhat favourable	Neutral/Neither	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't Know	Net Favourable
Doug Ford	21%	28%	20%	16%	12%		2%	+21%
Andrea Horwath	11%	20%	31%	14%	14%	5%	5%	+3%
Steven Del Duca	3%	12%	35%	9%	10%	20%	10%	-5%

Legend:
- ■ Very favourable
- ■ Somewhat favourable
- ■ Neutral/Neither favourable nor unfavourable
- ■ Somewhat unfavourable
- ■ Very unfavourable
- ■ Do not recognize
- ■ Don't Know

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Current data: May 2020

Doug Ford Favourability: Half (50%) of respondents say they have a favourable opinion of Doug 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, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
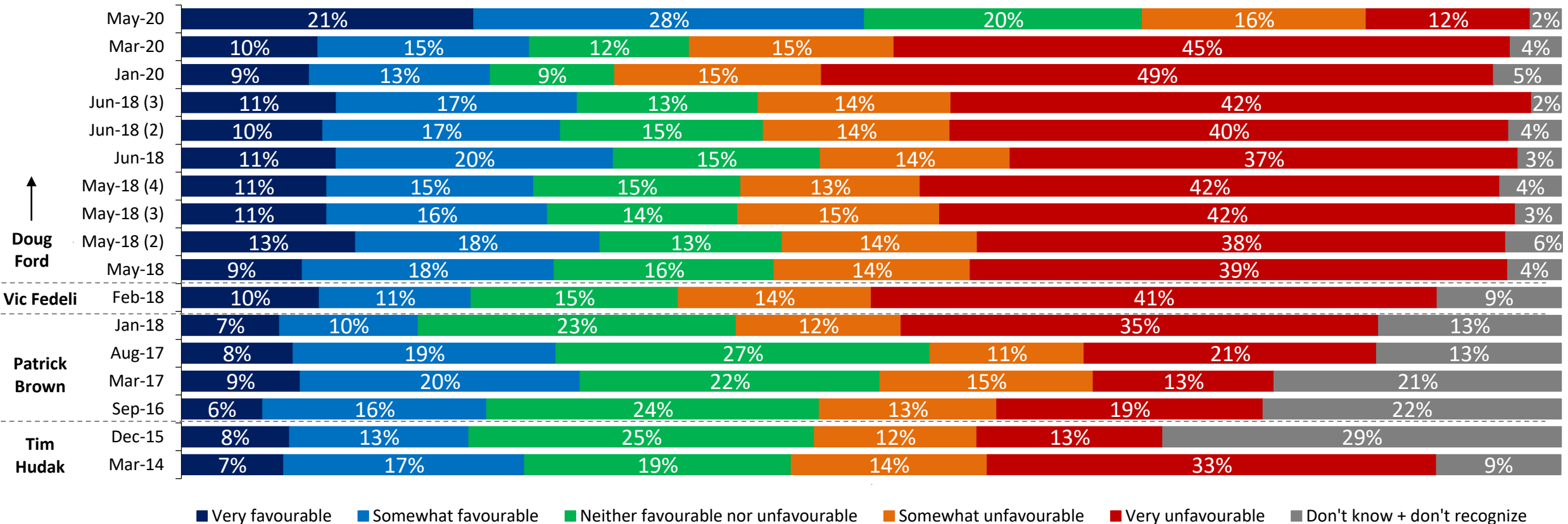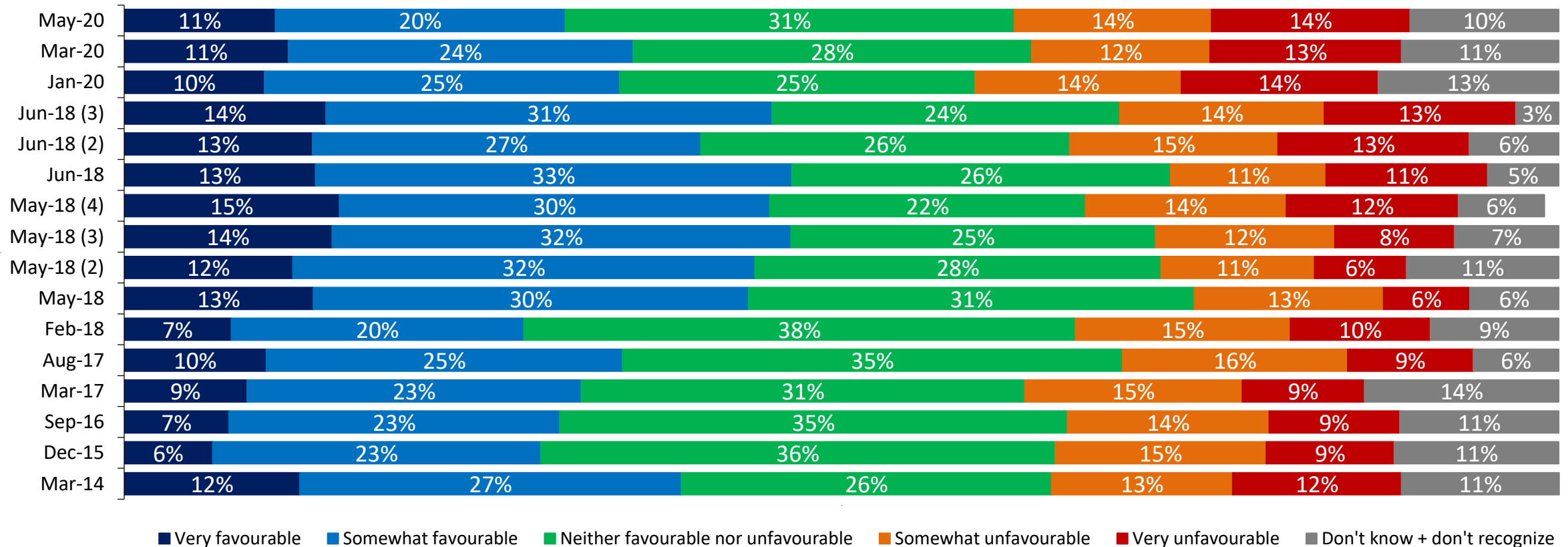
[asked of all respondents; n=600]

Group	Date	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
Doug Ford	May-20	21%	28%	20%	16%	12%	2%
	Mar-20	10%	15%	12%	15%	45%	4%
	Jan-20	9%	13%	9%	15%	49%	5%
	Jun-18 (3)	11%	17%	13%	14%	42%	2%
	Jun-18 (2)	10%	17%	15%	14%	40%	4%
	Jun-18	11%	20%	15%	14%	37%	3%
	May-18 (4)	11%	15%	15%	13%	42%	4%
	May-18 (3)	11%	16%	14%	15%	42%	3%
	May-18 (2)	13%	18%	13%	14%	38%	6%
	May-18	9%	18%	16%	14%	39%	4%
Vic Fedeli	Feb-18	10%	11%	15%	14%	41%	9%
Patrick Brown	Jan-18	7%	10%	23%	12%	35%	13%
	Aug-17	8%	19%	27%	11%	21%	13%
	Mar-17	9%	20%	22%	15%	13%	21%
	Sep-16	6%	16%	24%	13%	19%	22%
Tim Hudak	Dec-15	8%	13%	25%	12%	13%	29%
	Mar-14	7%	17%	19%	14%	33%	9%

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

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Current data: May 2020

Andrea Horwath Favourability: Horwath sees a decline in the portion saying "favourable"; those saying unfavourable is steady

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, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
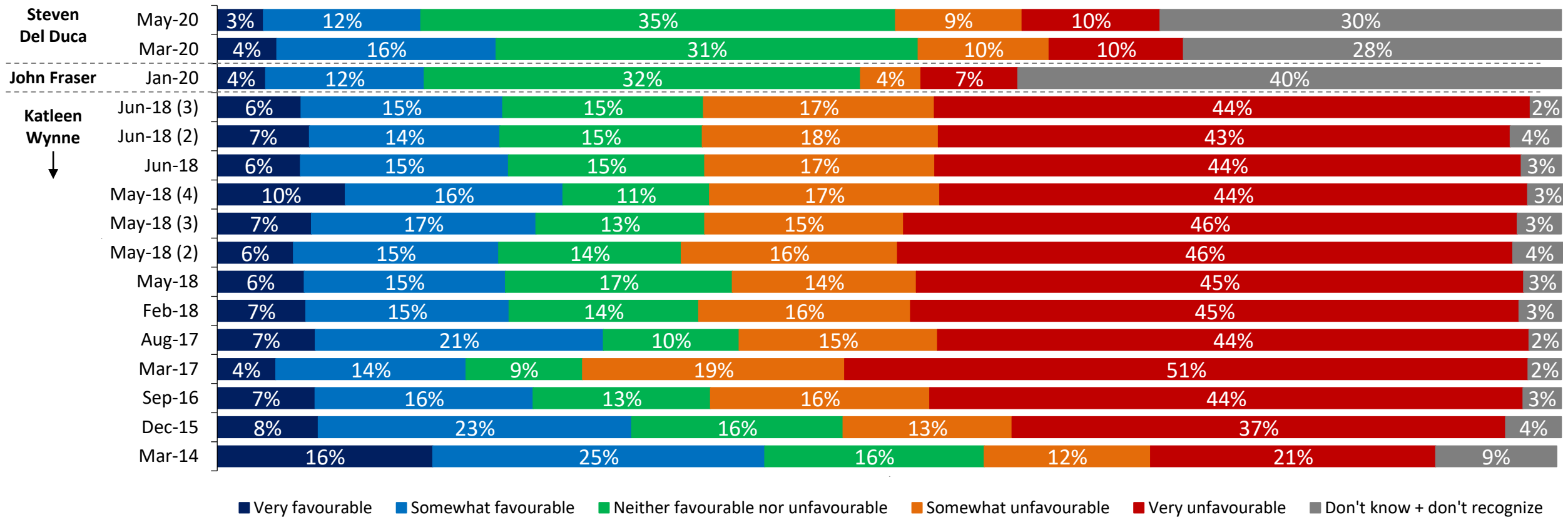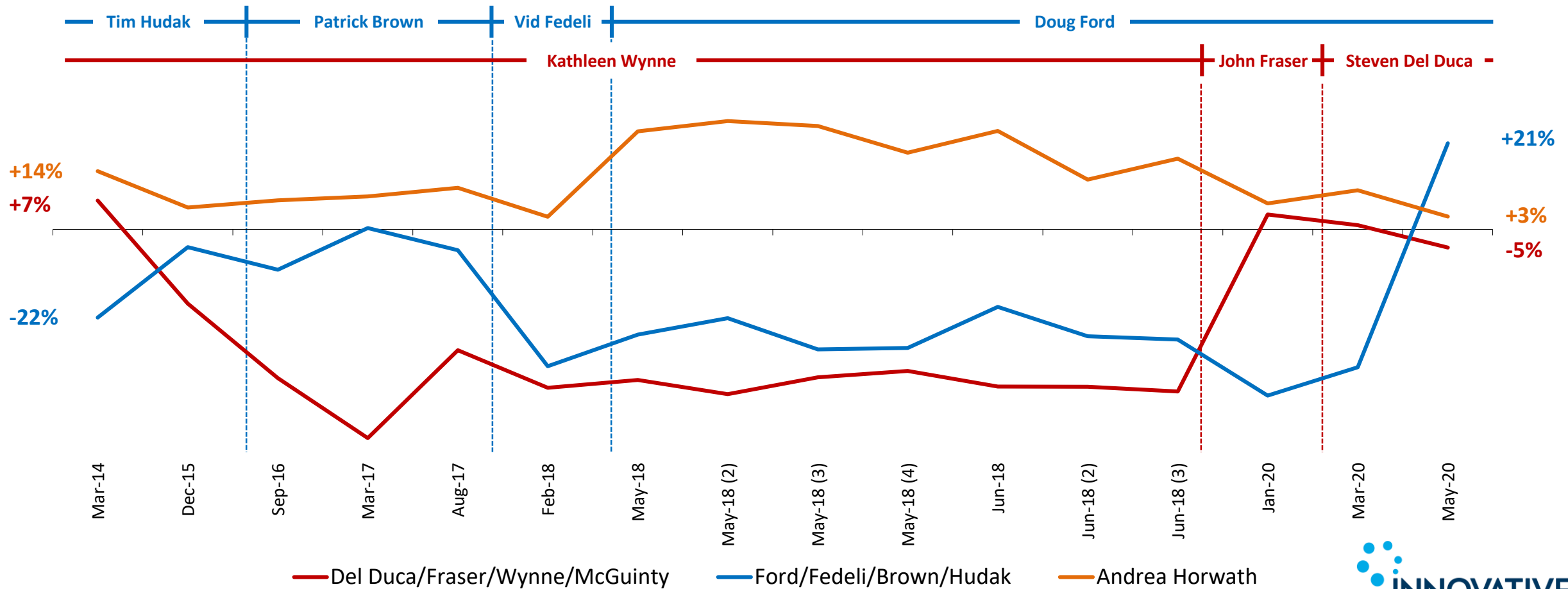
[asked of all respondents; n=600]

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
May-20	11%	20%	31%	14%	14%	10%
Mar-20	11%	24%	28%	12%	13%	11%
Jan-20	10%	25%	25%	14%	14%	13%
Jun-18 (3)	14%	31%	24%	14%	13%	3%
Jun-18 (2)	13%	27%	26%	15%	13%	6%
Jun-18	13%	33%	26%	11%	11%	5%
May-18 (4)	15%	30%	22%	14%	12%	6%
May-18 (3)	14%	32%	25%	12%	8%	7%
May-18 (2)	12%	32%	28%	11%	6%	11%
May-18	13%	30%	31%	13%	6%	6%
Feb-18	7%	20%	38%	15%	10%	9%
Aug-17	10%	25%	35%	16%	9%	6%
Mar-17	9%	23%	31%	15%	9%	14%
Sep-16	7%	23%	35%	14%	9%	11%
Dec-15	6%	23%	36%	15%	9%	11%
Mar-14	12%	27%	26%	13%	12%	11%

Current data: May 2020

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# Steven Del Duca Favourability: Most respondents don't have a firm opinion of Del Duca

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, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=600]

		Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
Steven Del Duca	May-20	3%	12%	35%	9%	10%	30%
	Mar-20	4%	16%	31%	10%	10%	28%
John Fraser	Jan-20	4%	12%	32%	4%	7%	40%
Katleen Wynne ↓	Jun-18 (3)	6%	15%	15%	17%	44%	2%
	Jun-18 (2)	7%	14%	15%	18%	43%	4%
	Jun-18	6%	15%	15%	17%	44%	3%
	May-18 (4)	10%	16%	11%	17%	44%	3%
	May-18 (3)	7%	17%	13%	15%	46%	3%
	May-18 (2)	6%	15%	14%	16%	46%	4%
	May-18	6%	15%	17%	14%	45%	3%
	Feb-18	7%	15%	14%	16%	45%	3%
	Aug-17	7%	21%	10%	15%	44%	2%
	Mar-17	4%	14%	9%	19%	51%	2%
	Sep-16	7%	16%	13%	16%	44%	3%
	Dec-15	8%	23%	16%	13%	37%	4%
	Mar-14	16%	25%	16%	12%	21%	9%

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

Current data: May 2020

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Ontario Party Leader NET Favourables Tracking: Ford's favourability has jumped 56 points since March

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, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=600]

Tim Hudak — Patrick Brown — Vid Fedeli — Doug Ford

Kathleen Wynne — John Fraser — Steven Del Duca

+14%
+7%
-22%

+21%
+3%
-5%

Del Duca/Fraser/Wynne/McGuinty — Ford/Fedeli/Brown/Hudak — Andrea Horwath

Mar-14, Dec-15, Sep-16, Mar-17, Aug-17, Feb-18, May-18, May-18 (2), May-18 (3), May-18 (4), Jun-18, Jun-18 (2), Jun-18 (3), Jan-20, Mar-20, May-20

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Current data: May 2020

Leader favourability by Value Clusters: More Ontarians see Ford favourably than unfavourably across all groups except the Core Left
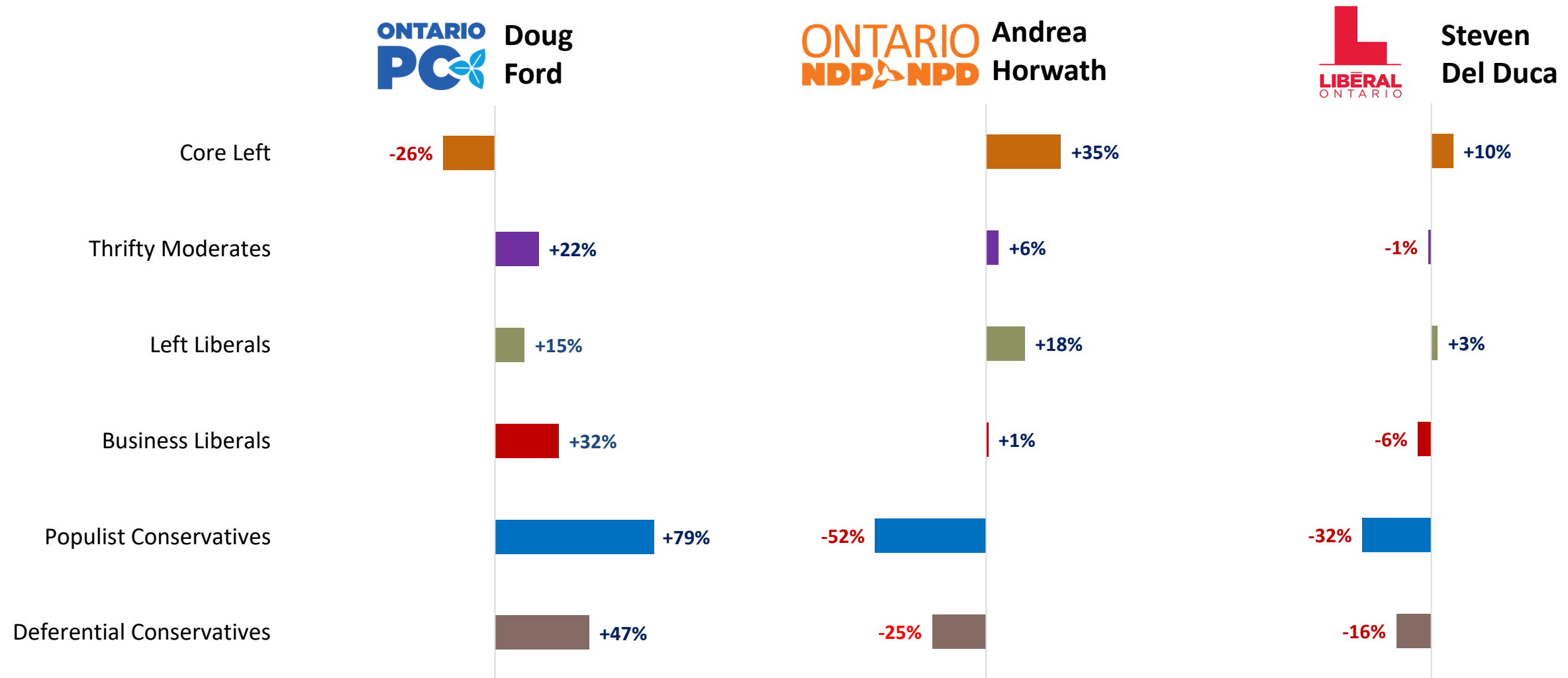
ONTARIO PC — Doug Ford

ONTARIO NDP NPD — Andrea Horwath

LIBERAL ONTARIO — Steven Del Duca

Value Cluster	Doug Ford	Andrea Horwath	Steven Del Duca
Core Left	-26%	+35%	+10%
Thrifty Moderates	+22%	+6%	-1%
Left Liberals	+15%	+18%	+3%
Business Liberals	+32%	+1%	-6%
Populist Conservatives	+79%	-52%	-32%
Deferential Conservatives	+47%	-25%	-16%

NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

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Leader favourability by Economic Gap: Ford receives the highest net favourability from Strugglers (+48%) and lowest from Alienated (-16%)

	Doug Ford	Andrea Horwath	Steven Del Duca
Achievers	+33%	-10%	-9%
Strugglers	+48%	-1%	+33%
Ambivalent	+17%	+6%	-10%
Alienated	-16%	+24%	+4%

NET Favourability by Value Clusters:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

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Leader favourability by Time for a Change: Those hostile towards the government show highest favourability towards Horwath (+39% net)
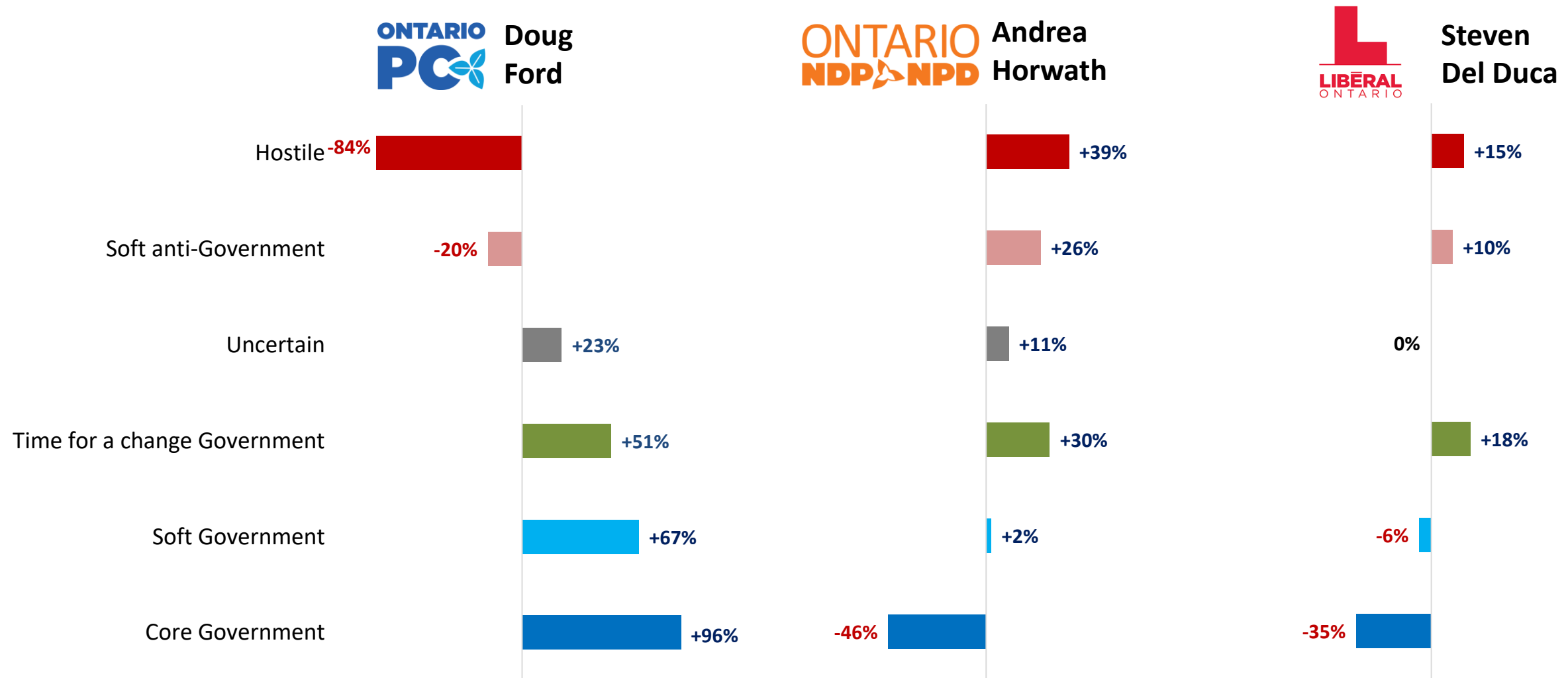
Doug Ford (Ontario PC)

Hostile	-84%
Soft anti-Government	-20%
Uncertain	+23%
Time for a change Government	+51%
Soft Government	+67%
Core Government	+96%

Andrea Horwath (Ontario NDP/NPD)

Hostile	+39%
Soft anti-Government	+26%
Uncertain	+11%
Time for a change Government	+30%
Soft Government	+2%
Core Government	-46%

Steven Del Duca (Liberal Ontario)

Hostile	+15%
Soft anti-Government	+10%
Uncertain	0%
Time for a change Government	+18%
Soft Government	-6%
Core Government	-35%

NET Favourability by Value Clusters:
Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 6 value cluster segments.

Best Premier Tracking: Doug Ford now leads the pack by nearly 20 points on Best Premier (35%); Horwath (16%) and Del Duca (10%) trail distantly

Q Which of the following leaders would make the best Premier of Ontario?
[asked of all respondents; n=600]

Legend:
- Del Duca/Fraser/Wynne/McGuinty (red)
- Ford/Fedeli/Brown/Hudak (blue)
- Andrea Horwath (orange)
- Other (purple)
- None of the above (black)
- Undecided/Don't know (grey)

Current data: May 2020

INNOVATIVE RESEARCH GROUP
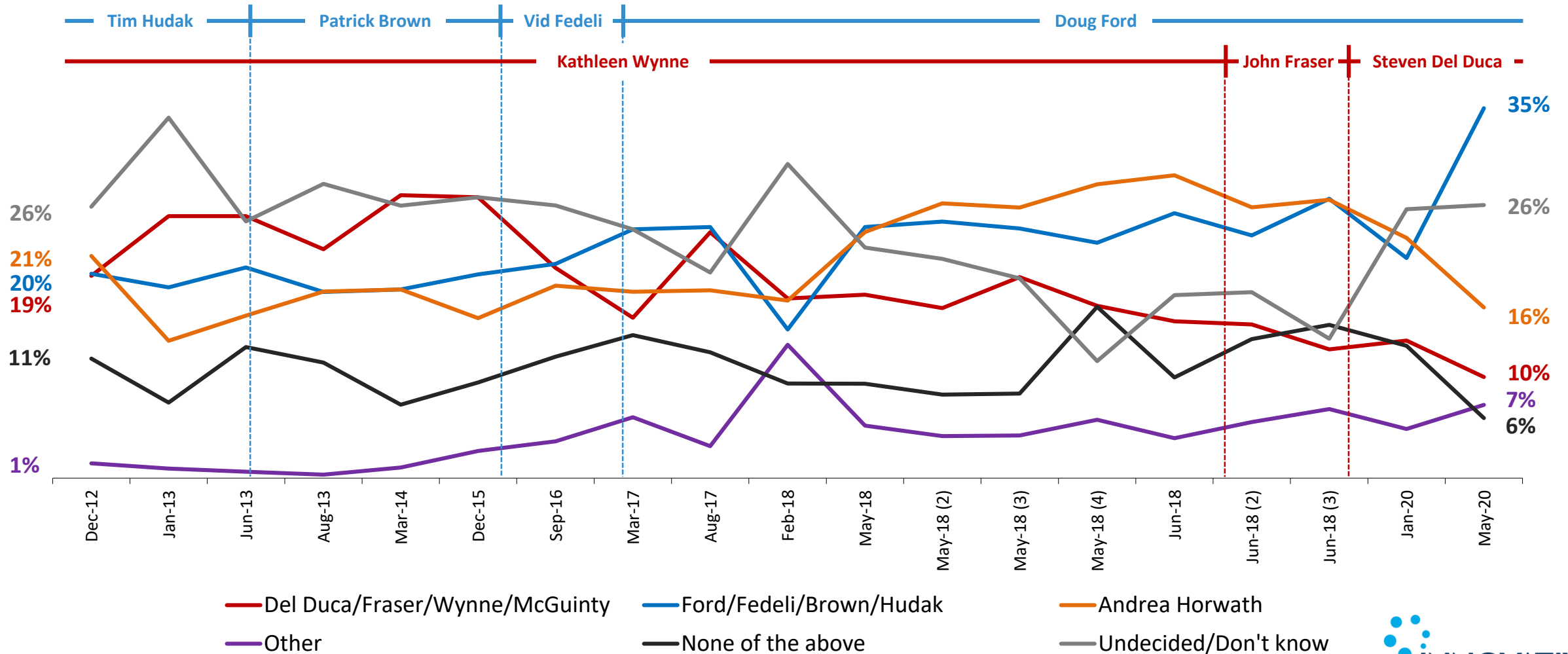
Ontario PC is trending up in vote, but still lagging behind Ontario Liberals

Innovative reports on vote intention in two ways.

When we ask people who they would vote for if an election were held today, and who they lean towards if they are unsure, we call those results **Combined vote.** This accounts for the views of everyone in the population including decided voters, undecided voters, and non-voters.

When we look at the results among *only* decided voters, we call that **Decided vote.** These results most tell us what the election results would be like if the survey results matched the election exactly.

Provincial Combined Vote: 1-in-3 (34%) would vote Liberal, 3-in-10 (30%) PC, and 16% for NDP with 10% Undecided

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=600]

Liberal	Progressive Conservative	NDP	Green	Other	Undecided/DK	Would not vote/None
34%	30%	16%	6%	1%	10%	3%

Current data: May 2020

INNOVATIVE RESEARCH GROUP
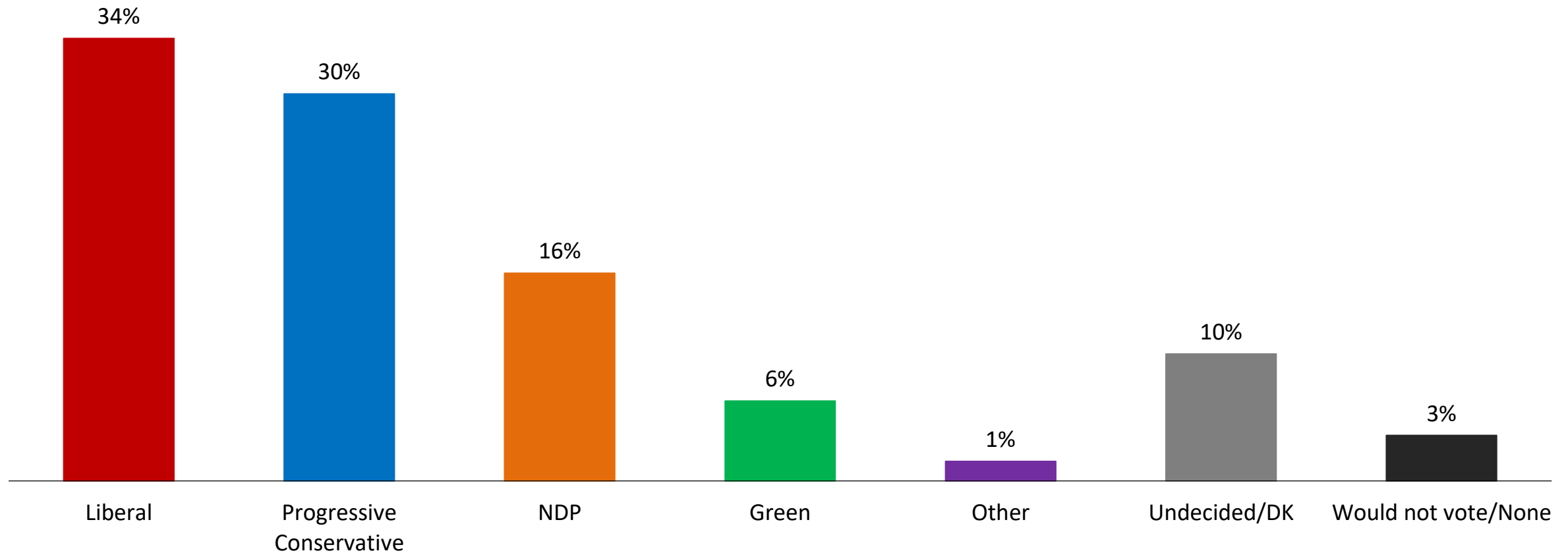
Provincial Vote Tracking: PCs gain slightly (30%) month-to-month, now within striking distance of Liberals (34%)

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=600]

June 2018 Provincial Election

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

Current data: May 2020

INNOVATIVE RESEARCH GROUP
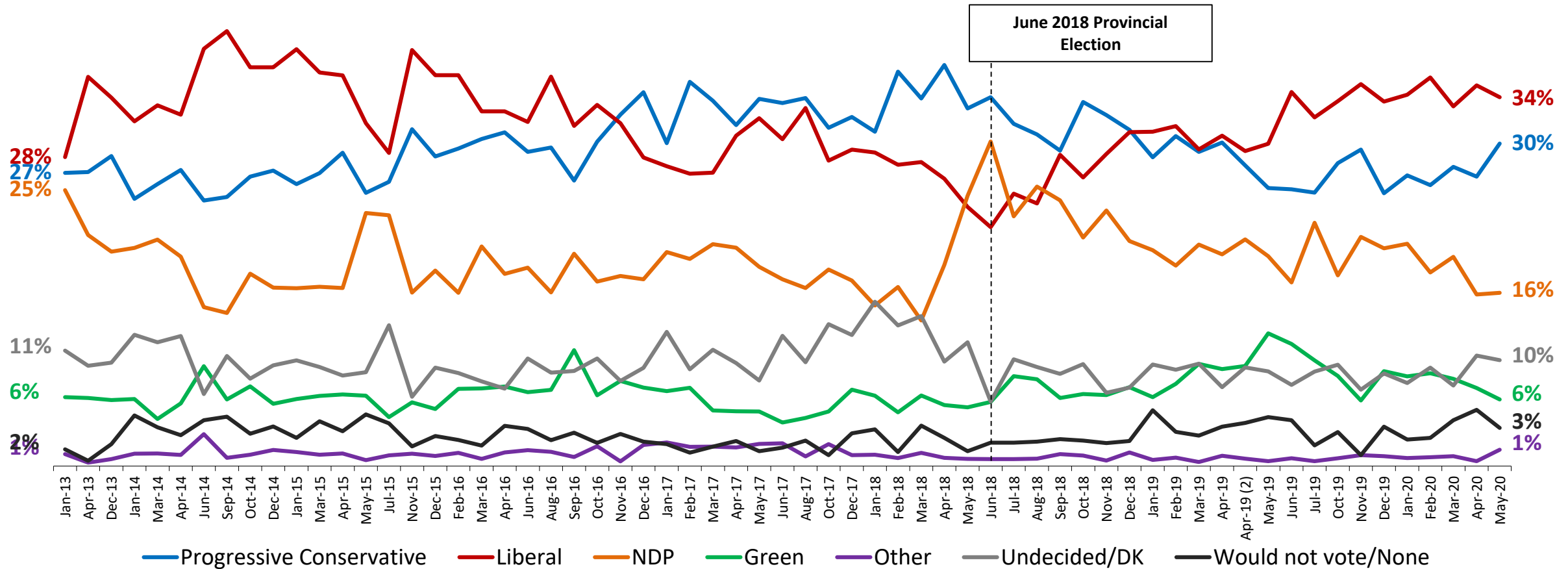
Provincial Decided Vote: Among decided, 4-in-10 (39%) would vote Liberal, 1-in-3 (34%) for PC, and 18% for NDP

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[decided voters only; n=521]

Current data: May 2020
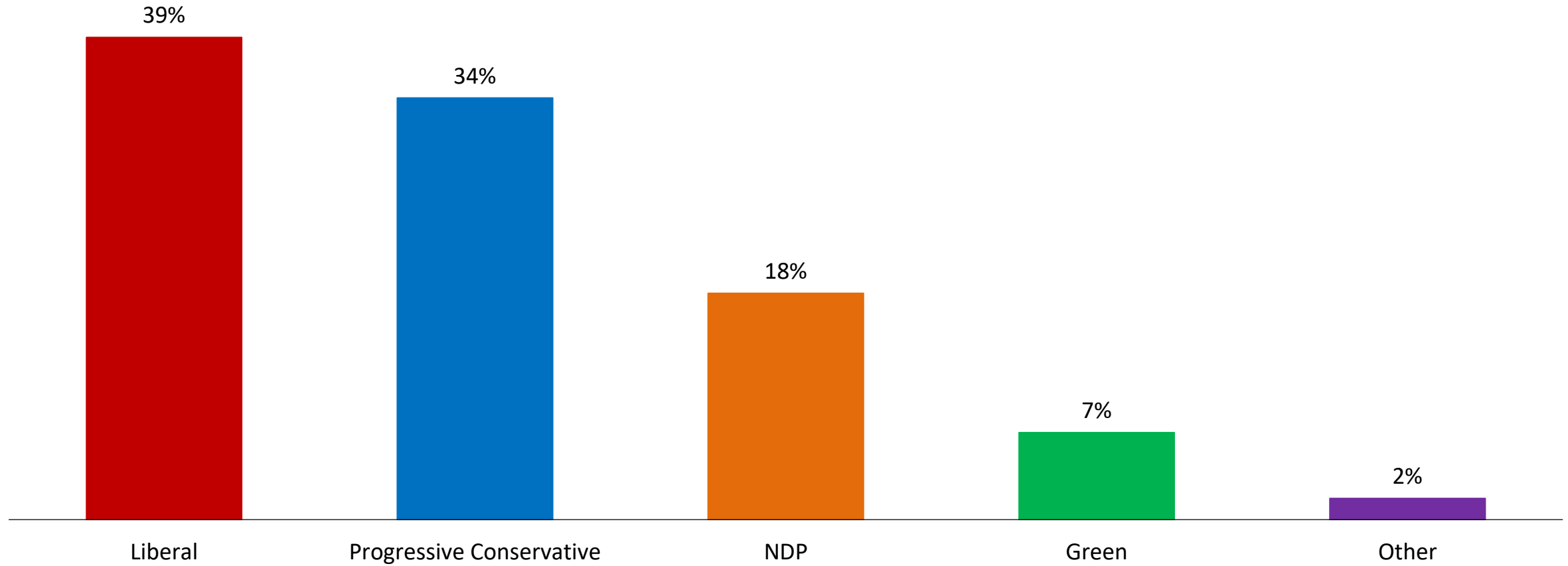
Provincial Decided Vote Tracking: Small gain (34%) for PCs on decided vote, now within five points of Liberals (39%)

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[only decided voters; n=521]

June 2018 Provincial Election:
PC: 41%
NDP: 34%
ON Liberal: 20%
Green: 5%

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

Values at left: 32%, 31%, 29%, 7%, 1%
Values at right: 39%, 34%, 18%, 7%, 1%

Current data: May 2020

INNOVATIVE RESEARCH GROUP
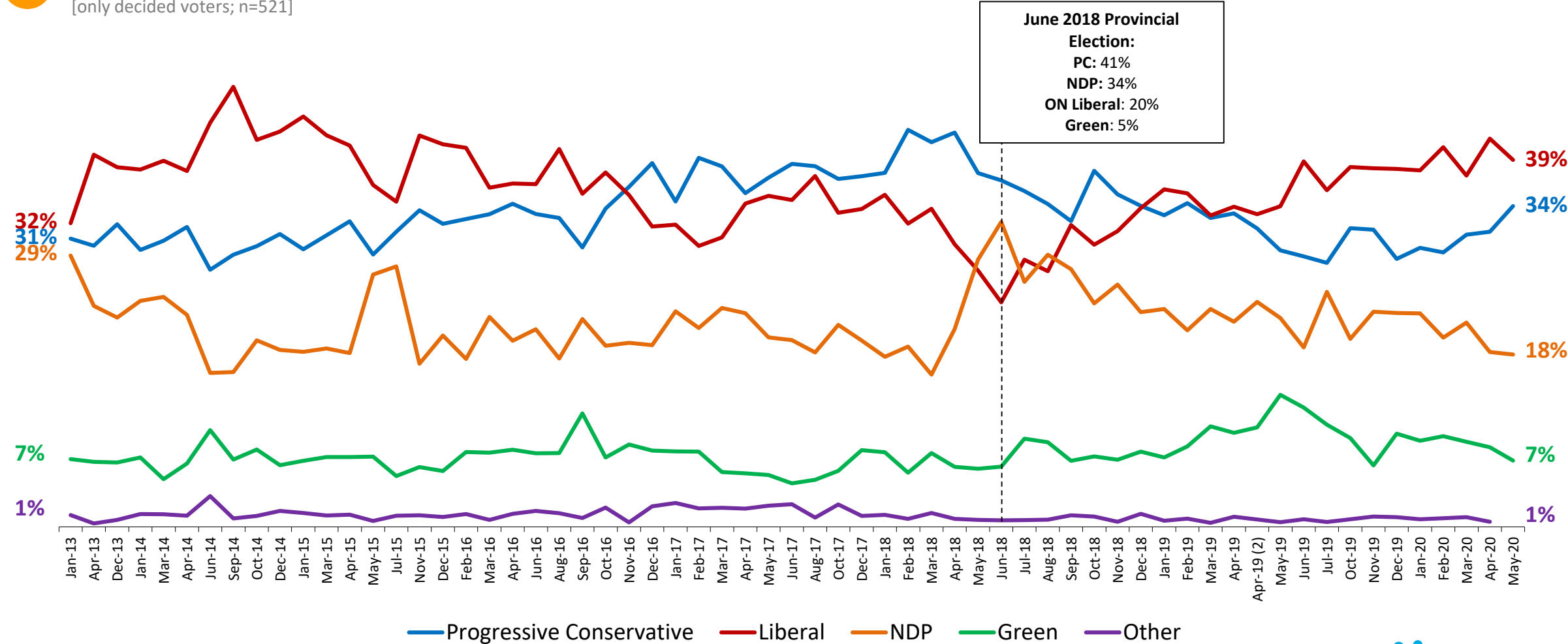
Decided Vote by Region: Strong lead for Liberals in Toronto and slight lead for Liberals in North/East

Decided vote by Region

	Region			
	Toronto	**Rest of GTA**	**South/West**	**North/East**
	(N=111)	(N=136)	(N=136)	(N=138)
Liberal	44%	39%	34%	40%
Progressive Conservative	28%	39%	34%	35%
NDP	19%	19%	20%	16%
Green	9%	4%	8%	7%
Other	1%	0%	4%	2%

Decided Vote

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Current data: May 2020

Decided Vote by Value Cluster: PCs are competitive with Liberals among Business Liberals and Thrifty Moderates

Value Clusters

Provincial Decided Vote	Deferential Conservatives (N=59)	Populist Conservatives (N=69)	Business Liberals (N=129)	Left Liberals (N=82)	Thrifty Moderates (N=54)	Core Left (N=129)
Liberal	23%	10%	46%	54%	33%	48%
Progressive Conservative	66%	84%	33%	13%	33%	7%
NDP	8%	2%	14%	22%	19%	33%
Green	1%	2%	6%	7%	14%	11%
Other	2%	2%	1%	5%	1%	1%

Current data: May 2020

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Tracking Decided Vote by Cluster: The PCs are up in both Conservative clusters and among Business Liberals
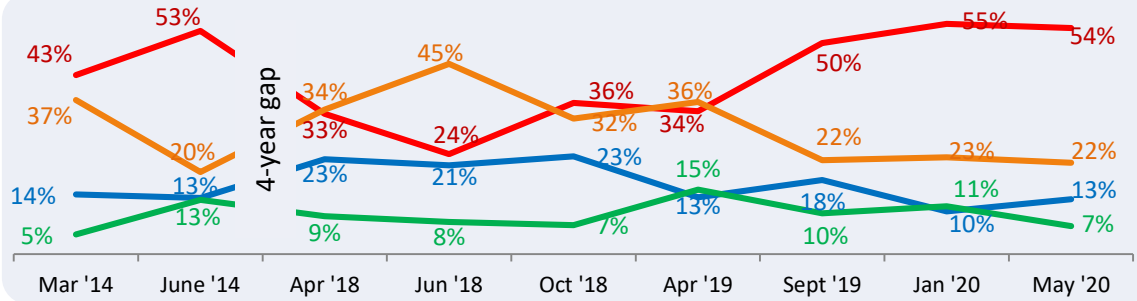
Left Liberals

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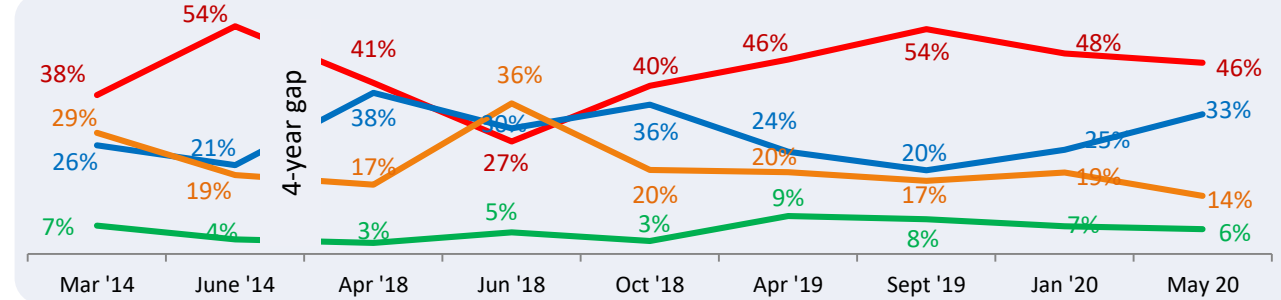
Thrifty Moderates
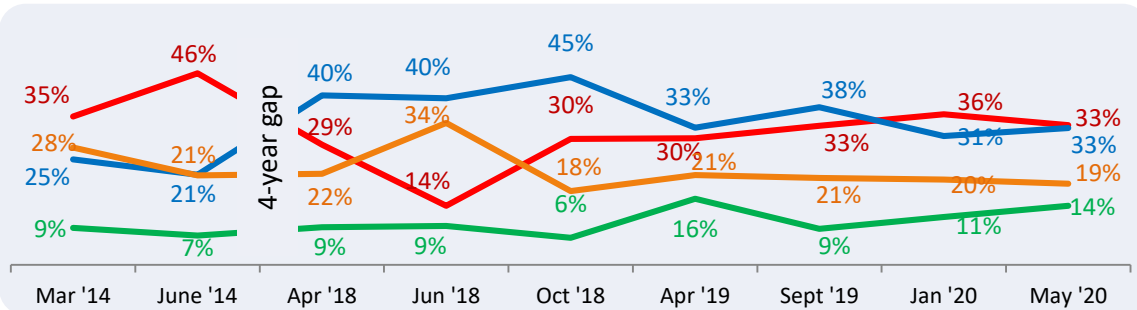
Deferential Conservatives
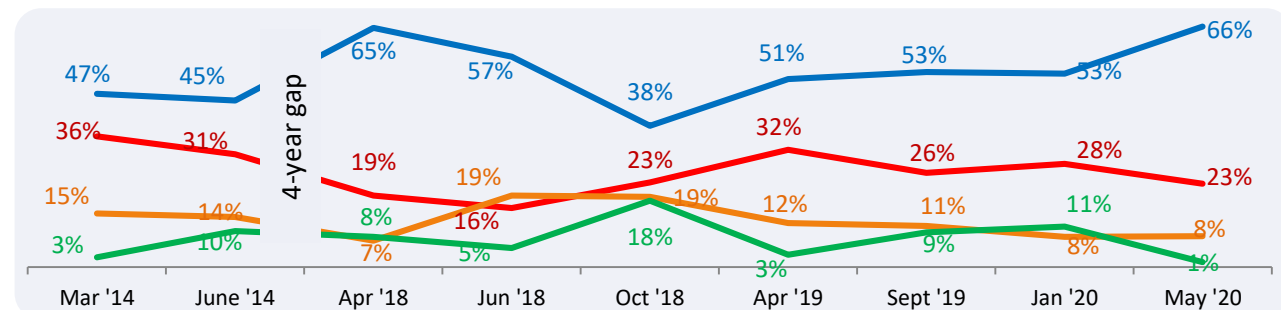
Core Left
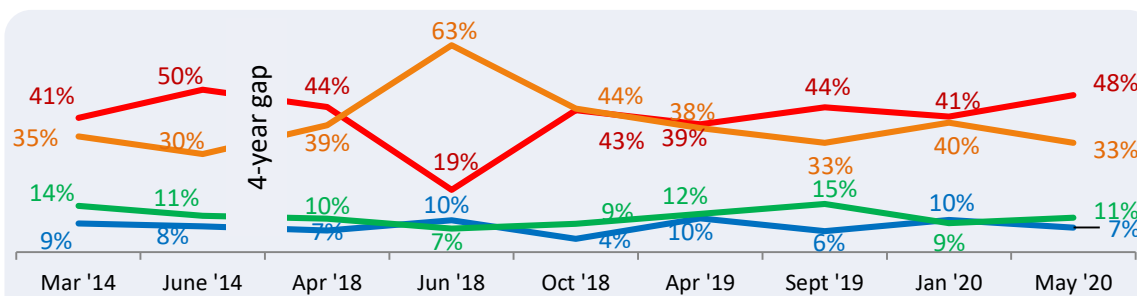
Populist Conservatives
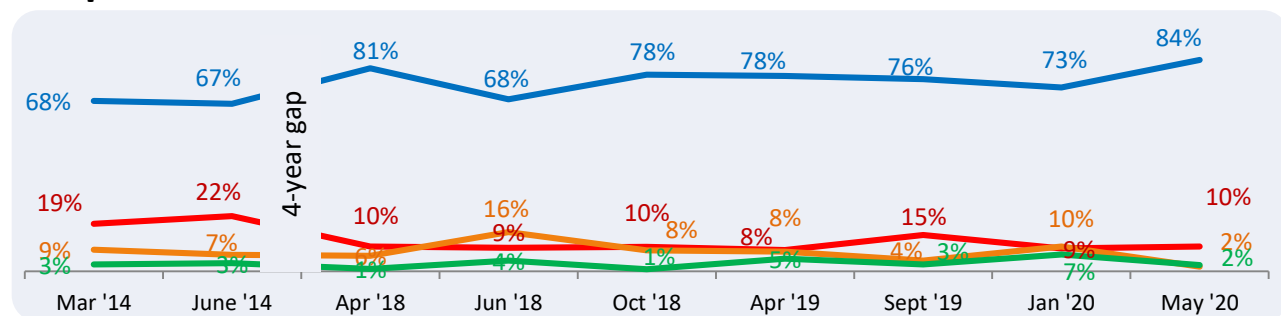
Decided vote: Liberal   PC   NDP   Green

Decided Vote by Economic Gap: Liberals lead among Alienated, other segments are competitive between Liberals and PCs

Economic Gap

Provincial Decided Vote	Achievers (N=183)	Strugglers (N=115)	Ambivalent (N=98)	Alienated (N=124)
Liberal	33%	44%	35%	47%
Progressive Conservative	41%	41%	35%	16%
NDP	17%	13%	18%	26%
Green	7%	2%	10%	9%
Other	2%	0%	2%	2%

Note: Current data: May 2020

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Tracking Decided Vote by Alienation Segmentation: Liberals are up among the Alienated group, while PCs gain among Achievers
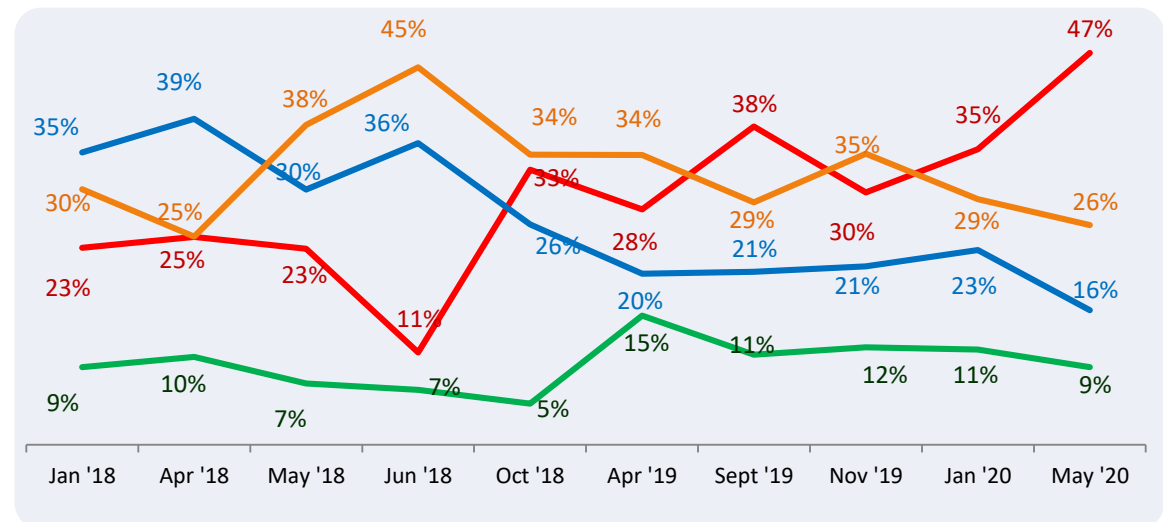
Canadian Dream Achievers
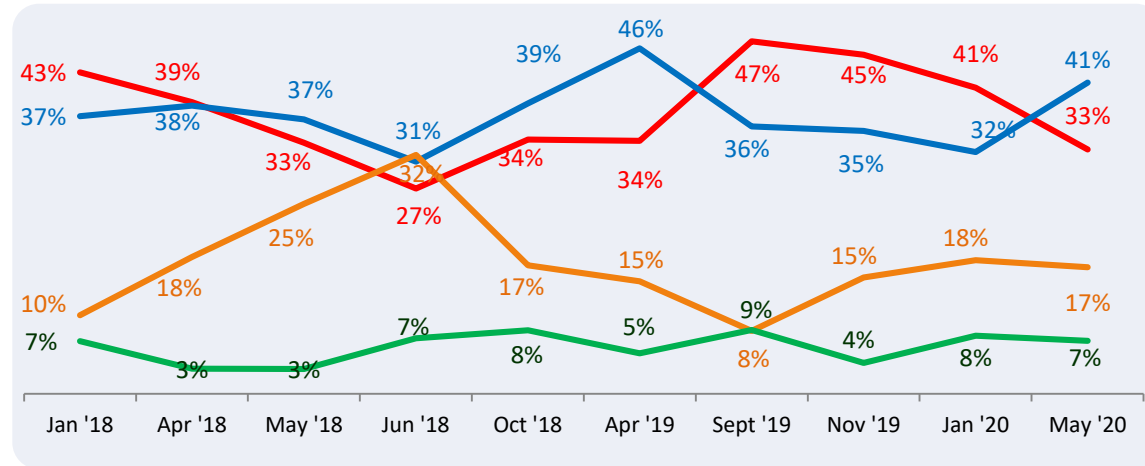
Canadian Dream Strugglers
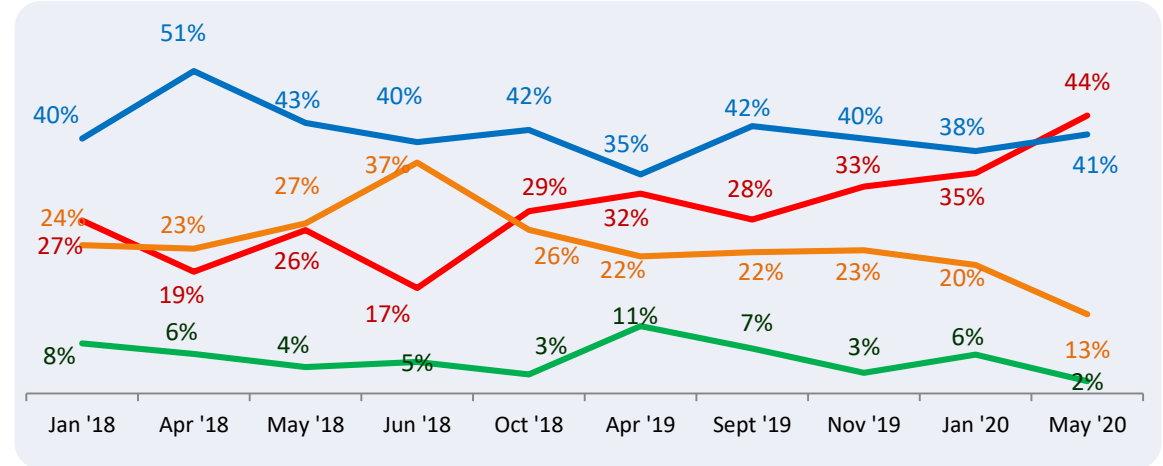
Ambivalent
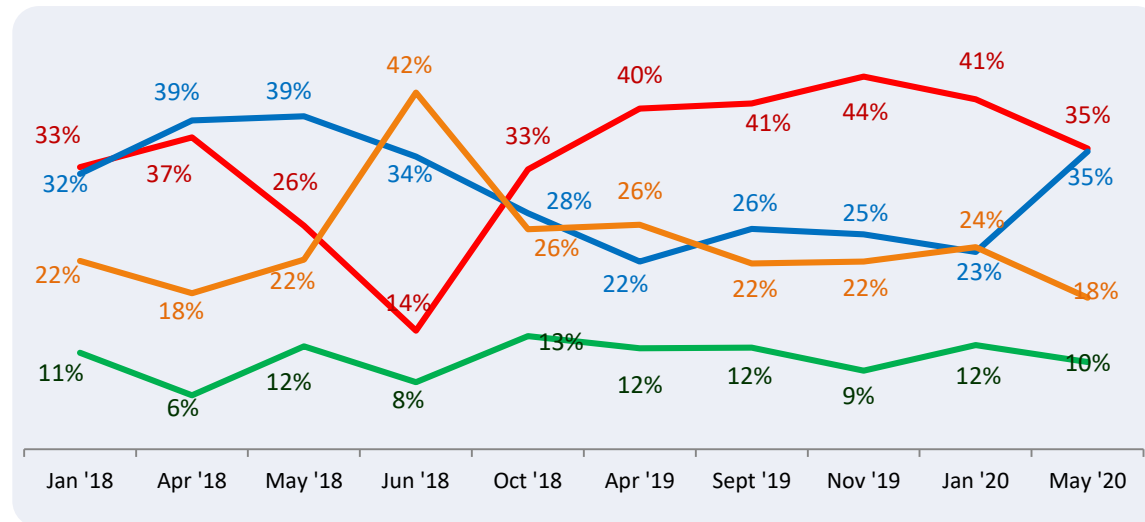
Alienated

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

Decided Vote by Time for Change: PCs (37%) trail Liberals (46%) among Time for a Change PCs

Time for Change

Provincial Decided Vote	Core PC (N=156)	Soft PC (N=36)	Time for a change PC (N=30)	Uncertain (N=77)	Soft anti-PC (N=154)	Hostile (N=68)
Liberal	11%	38%	46%	48%	61%	40%
Progressive Conservative	83%	44%	37%	15%	6%	0%
NDP	1%	11%	16%	24%	20%	51%
Green	4%	2%	0%	10%	11%	8%
Other	0%	3%	1%	3%	2%	1%

Note: Current data: May 2020

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Provincial 2nd Choice: A majority (57%) of NDP 1st choice voters would pick Liberals as their second choice

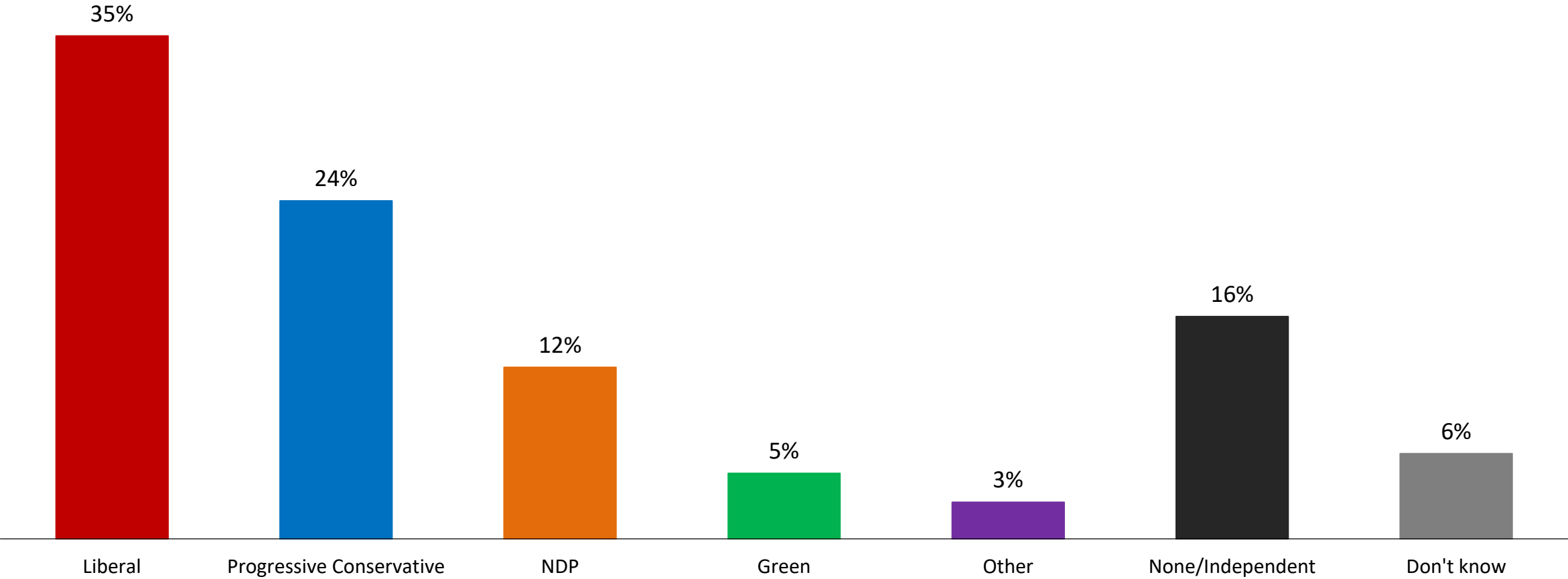And which party would be your second choice? BY [Vote+Lean]

	First Choice			
	Liberal 1st Choice	**PC 1st Choice**	**NDP 1st Choice**	**Green 1st Choice**
	(N=203)	(N=177)	(N=95)	(N=37)
Liberal 2nd Choice		15%	57%	30%
PC 2nd Choice	15%		7%	8%
NDP 2nd Choice	37%	12%		27%
Green 2nd Choice	22%	9%	21%	
Other 2nd Choice	1%	4%	0%	3%
Undecided	17%	30%	10%	23%
WNV/None	8%	31%	6%	9%

Second Choice

Note: 'Other' in Combined Vote not shown due to insufficient sample size.
Current data: May 2020

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Provincial Party ID: Over a third (35%) identify as Liberal, 1-in-4 (24%) as PC, and 12% as NDP with 16% Independent

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=600]

Liberal	Progressive Conservative	NDP	Green	Other	None/Independent	Don't know
35%	24%	12%	5%	3%	16%	6%

Current data: May 2020
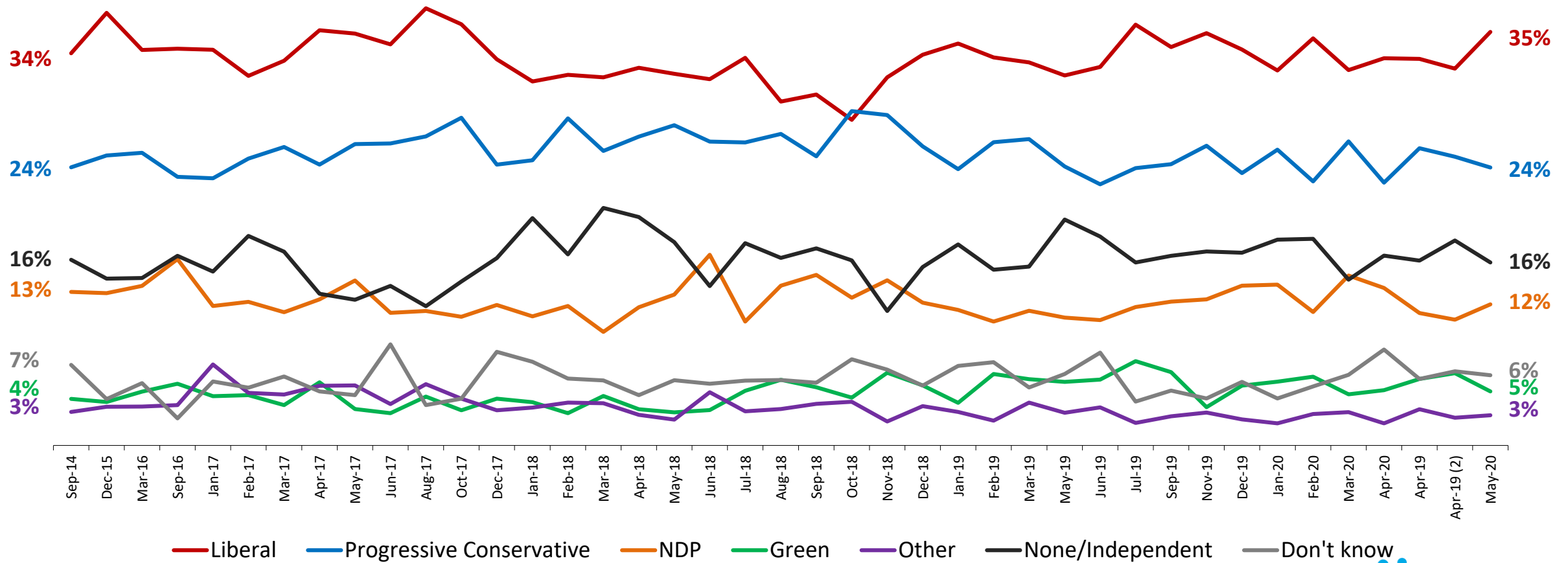
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Provincial Party ID Tracking: Slight increase in Liberal (35%) identification month-to-month, now 12 points ahead of PC Party ID

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=600]

Legend: Liberal, Progressive Conservative, NDP, Green, Other, None/Independent, Don't know

Left axis labels: 34%, 24%, 16%, 13%, 7%, 4%, 3%
Right axis labels: 35%, 24%, 16%, 12%, 6%, 5%, 3%

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, Jun-18, Jul-18, Aug-18, Sep-18, Oct-18, Nov-18, Dec-18, Jan-19, Feb-19, Mar-19, May-19, Jun-19, Jul-19, Sep-19, Nov-19, Dec-19, Jan-20, Feb-20, Mar-20, Apr-20, Apr-19, Apr-19 (2), May-20

Current data: May 2020

Combined Vote by Party ID: Strong majority of PC- (91%), NDP- (82%), and Liberal-identifiers (79%) would vote with their parties

Provincial Party Identification

	Liberal	Progressive Conservative	NDP	Green/Other	Other	Unaligned
	(N=212)	(N=143)	(N=72)	(N=28)	(N=15)	(N=130)
Liberal	79%	4%	7%	16%	8%	15%
Progressive Conservative	7%	91%	8%	0%	45%	16%
NDP	8%	4%	82%	1%	0%	11%
Green	2%	0%	1%	83%	7%	7%
Other	0%	0%	0%	0%	32%	3%
Undecided/DK	5%	2%	3%	0%	8%	32%
Would not vote/None	0%	0%	0%	0%	0%	16%

Provincial Combined Vote

Current data: May 2020

Methodology

Survey Methodology

These are the results of an online survey conducted between May 1st and May 5th, 2020.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. 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.

Sample Size: n=791 Ontario residents, 18 years or older. The results are weighted to n=600 based on Census data from Statistics Canada.

Field Dates: May 1st and May 5th, 2020.

Weighting: 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 in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

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

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	61	7.7%	83	13.8%
Males 35-54	74	9.4%	100	16.6%
Males 55+	281	35.5%	106	17.7%
Females 18-34	67	8.5%	83	13.8%
Females 35-54	103	13%	107	17.8%
Females 55+	205	25.9%	122	20.3%
Toronto	172	21.7%	125	20.9%
Rest of GTA	187	23.6%	156	26%
South/West	198	25%	155	25.8%
North/East	234	29.6%	164	27.3%

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