



# Ontario Politics

Public Opinion Research  
Release Date: December 17 2020  
Field Dates: December 03, 2020 to December 15, 2020



# Ontario Landscape

The COVID-19 outbreak has set off a series of changes in the Canadian political landscape. In Ontario, satisfaction with the government's handling of the COVID-19 outbreak has been decreasing in recent months, but overall satisfaction remains higher than it was before the pandemic began. The PCs have been gaining on vote intention and are now ahead of the Ontario Liberals.

Today, INNOVATIVE is releasing results from our December 2020 Canada This Month survey. This online survey was in field from December 3<sup>rd</sup> to 15<sup>th</sup> with a weighted sample size of 1,000 Ontario residents. Detailed methodology is provided in the appendix.

This report covers key results on how Ontarians rate their government's performance overall, its handling of the COVID-19 outbreak, and vote intention.

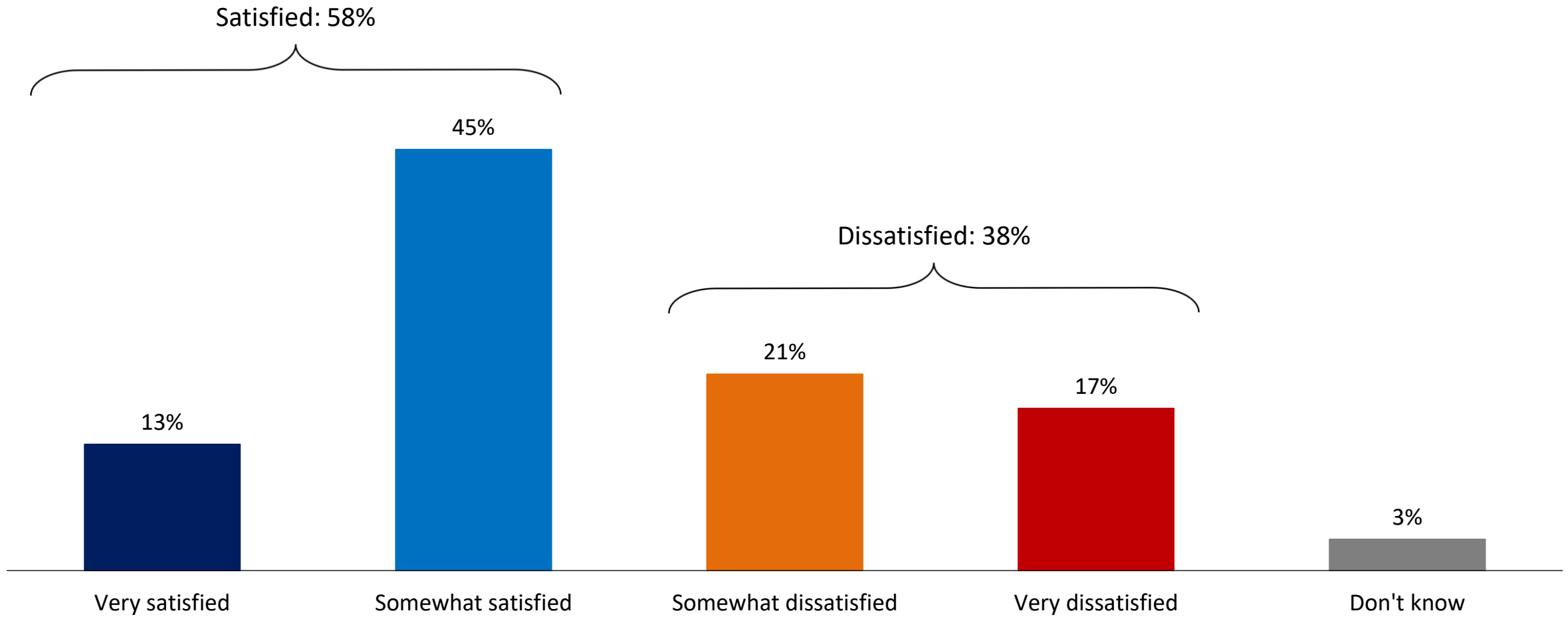
# Government Approval

# Ontario Mood: Nearly 6-in-10 Ontarians are satisfied with the performance of the provincial government



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=1000]

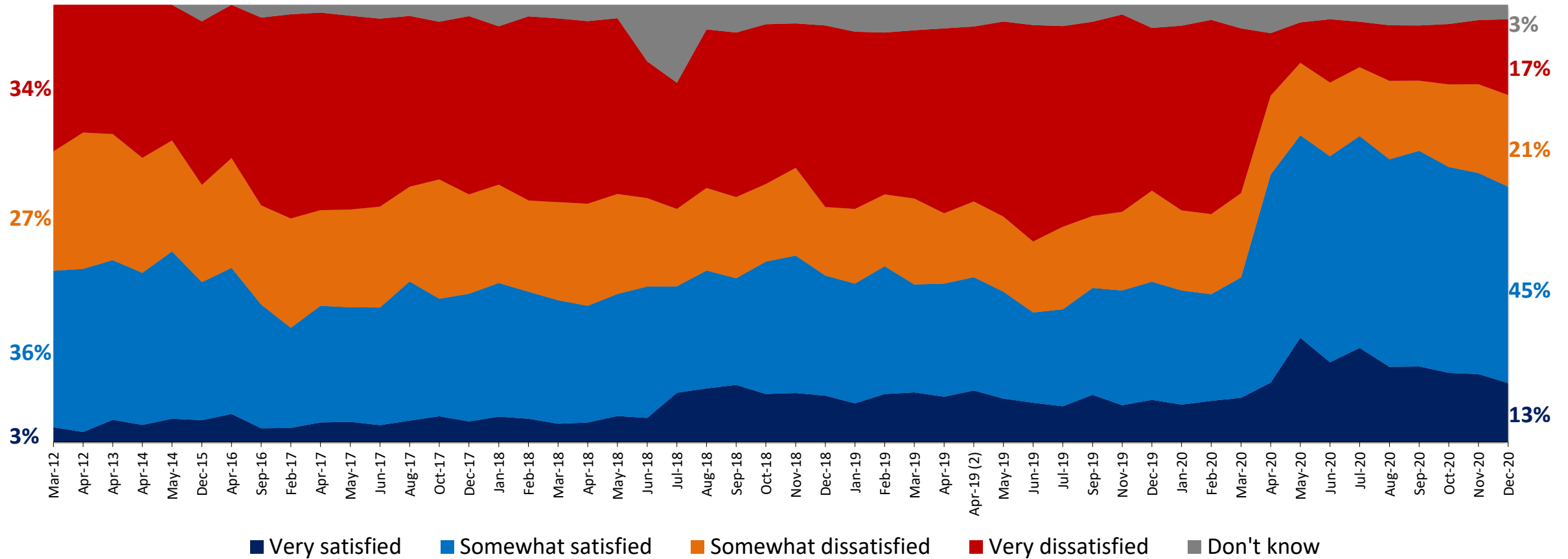


# Ontario Mood Tracking: The mood in Ontario has continued to slip from a high in May 2020, but a majority remain satisfied



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=1000]

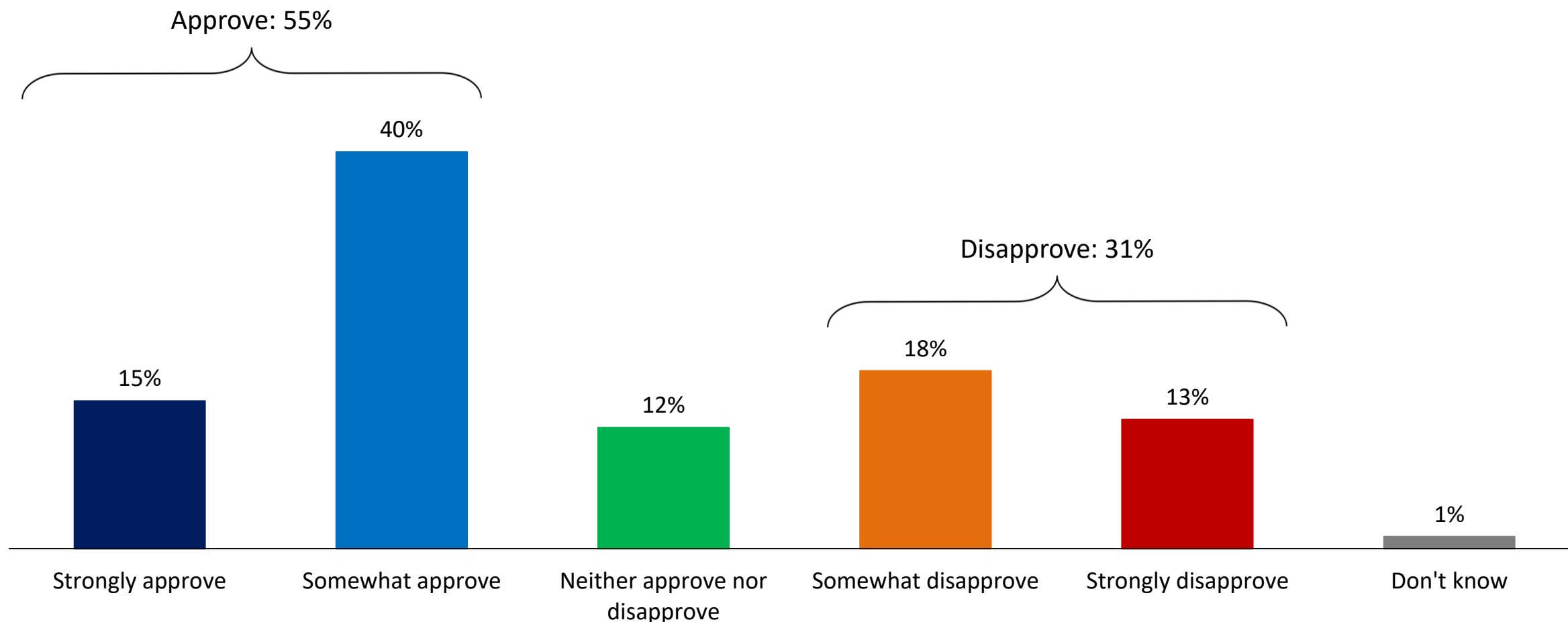


# COVID-19 Handling: More than half (55%) approve of the Ontario government's handling of COVID-19



Do you approve or disapprove of the way the Ontario Government has handled the outbreak of COVID-19?

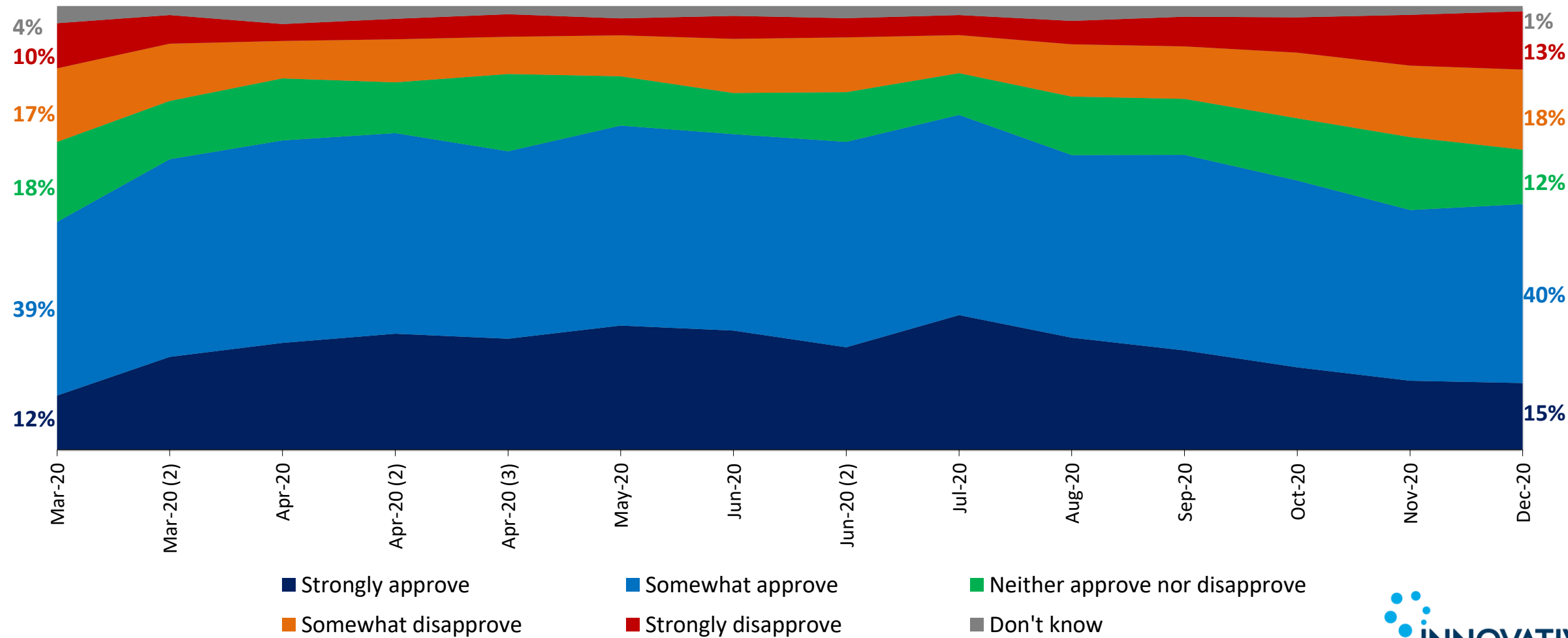
[asked of all respondents; n=1000]



# COVID-19 Handling Tracking: Satisfaction with Ontario's handling of COVID-19 is steady since November, down from a peak in July



Do you approve or disapprove of the way the Ontario Government has handled the outbreak of COVID-19?  
[asked of all respondents; n=1000]

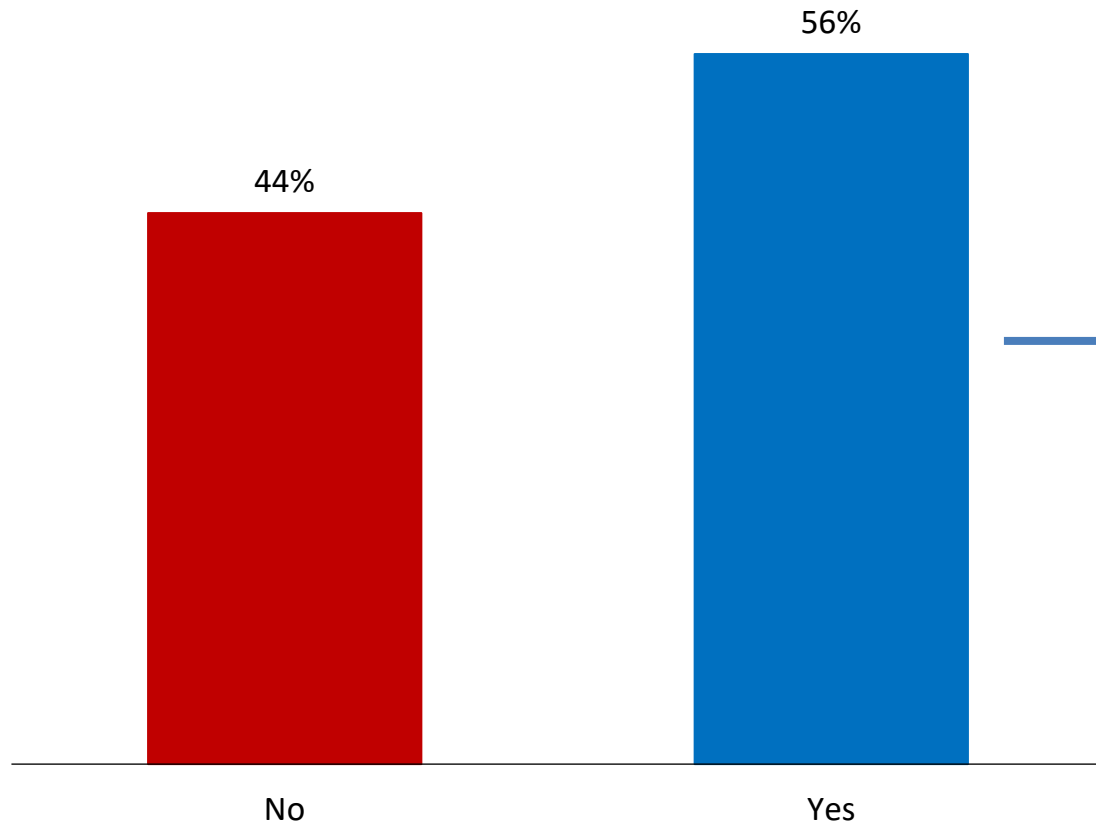


# Read, Seen, Heard

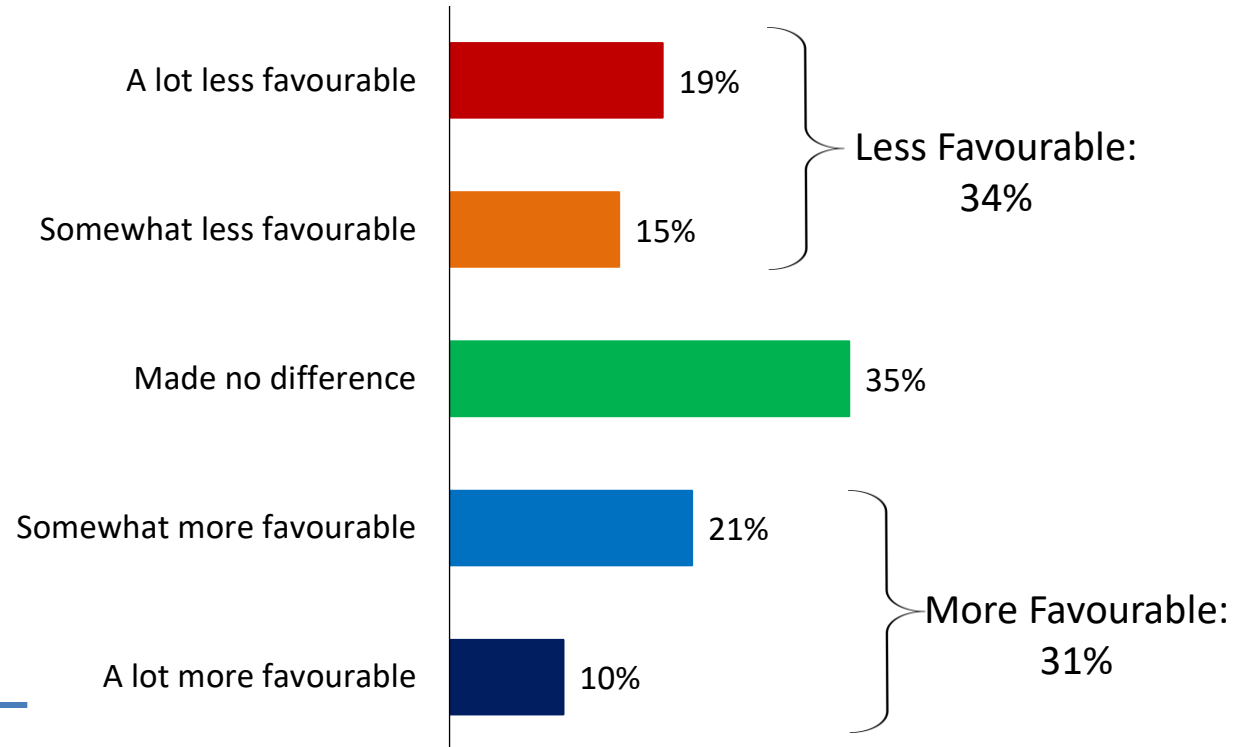


# Ontario Read, Seen, Heard: A majority (56%) say they have read, seen or heard about the government and reaction is split <sup>9</sup>

**Q** Have you read, seen or heard anything about Doug Ford in the last few days?  
[Asked of those who have RSH; n=1000]

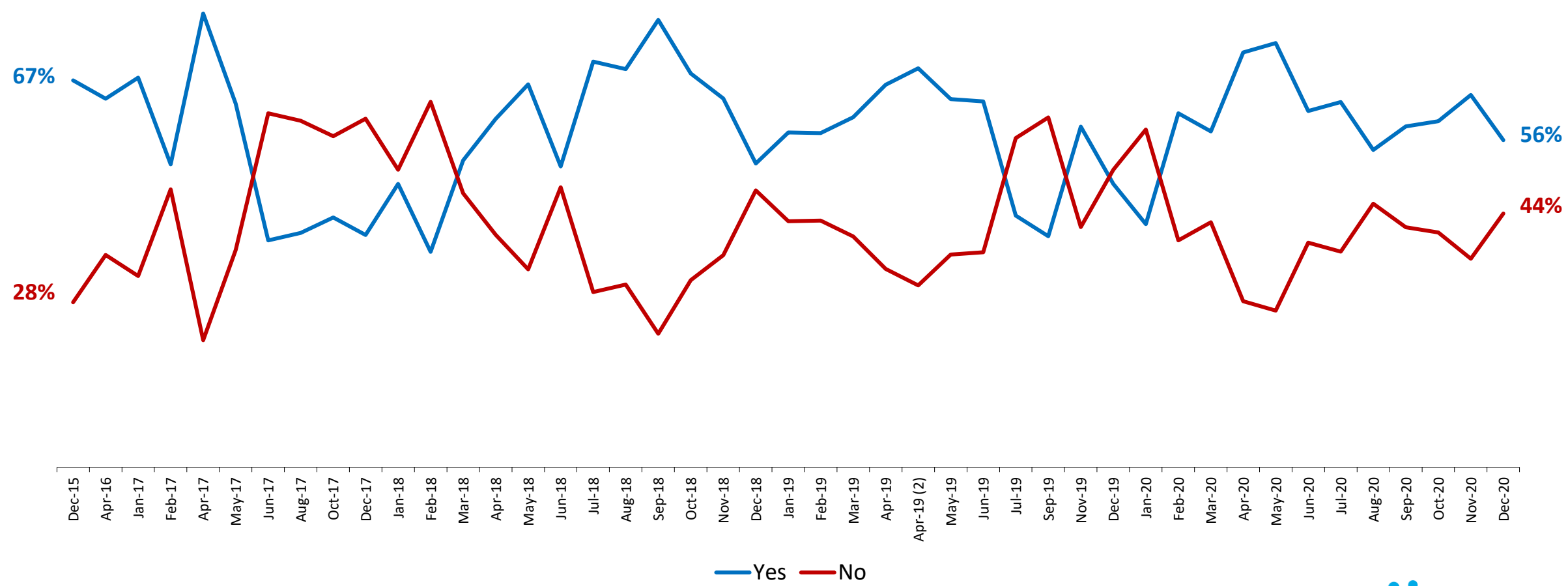


**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Doug Ford, or did it make no difference?  
[Asked of those who have RSH; n=563]



# Read, Seen, Heard Tracking: Attention is down since November from 64% to only 56%

**Q** Have you read, seen or heard anything about Doug Ford in the last few days?  
[asked of all respondents; n=1000]



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

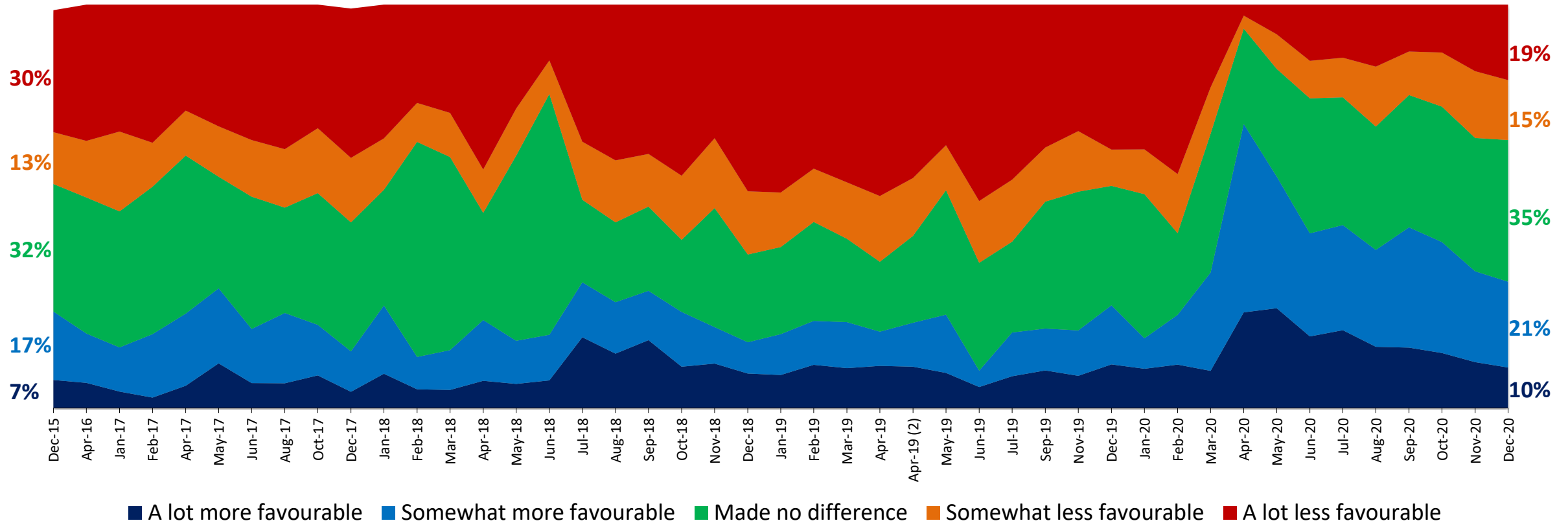


# Ontario Read, Seen, Heard, Impact Tracking: The impact is down month to month, and down significantly from a peak in May



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, or did it make no difference?

[asked of those who have RSH; n=563]



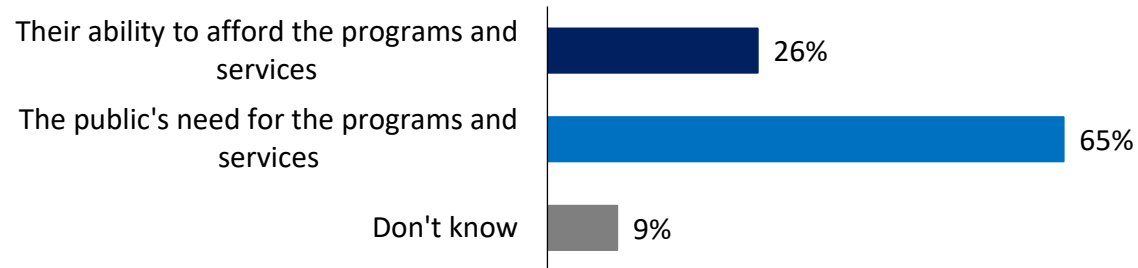
# **We group individuals into segments based on key political and economic values and attitudes**

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

# Core Political Values: Nearly 2-in-3 say the government should prioritize the public's need over its ability to afford

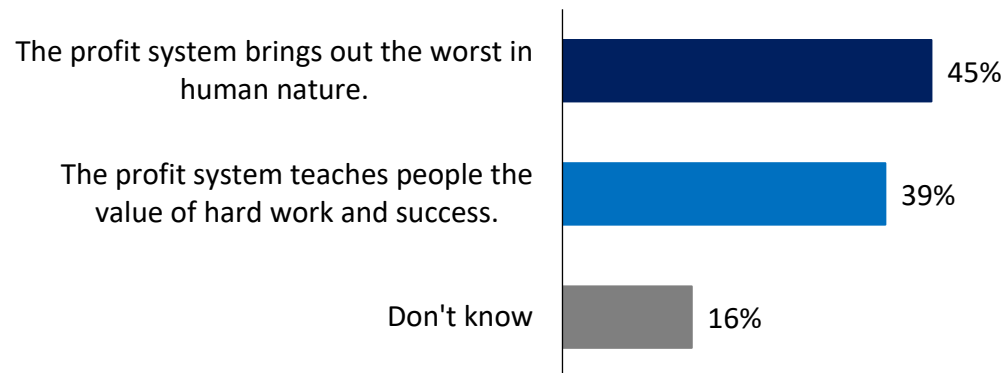
Q Now we would like to ask a few questions about basic values and society...When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=1000]



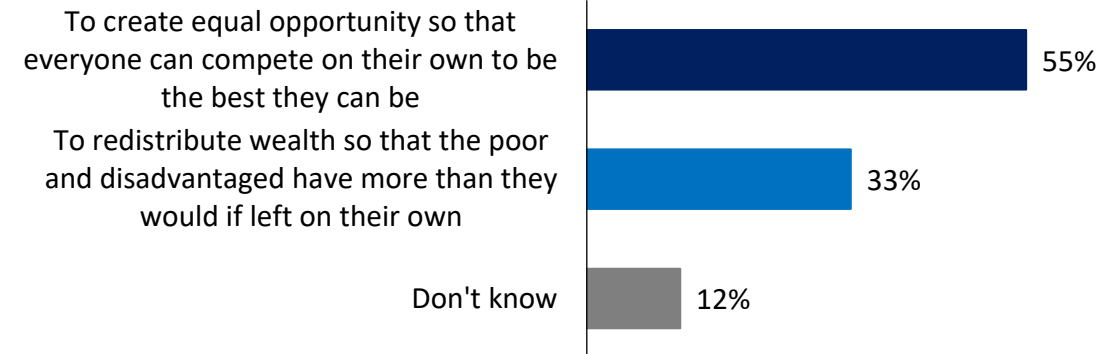
Q Which of the following statements comes closest to your view?

[asked of all respondents; n=1000]



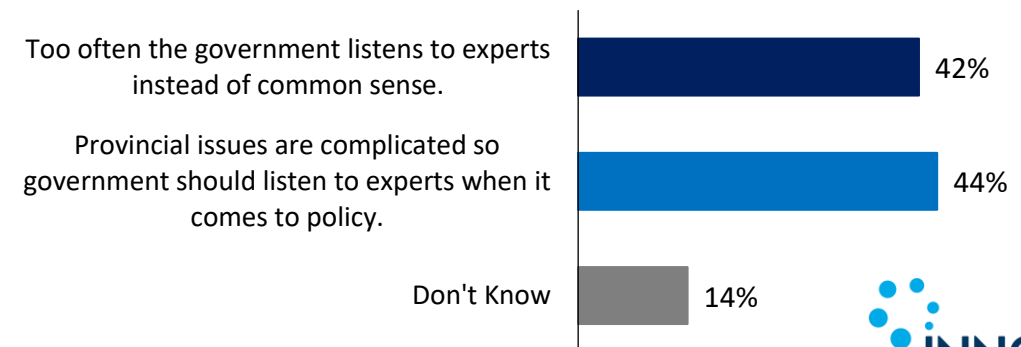
Q Is the main role of government to...?

[asked of all respondents; n=1000]



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

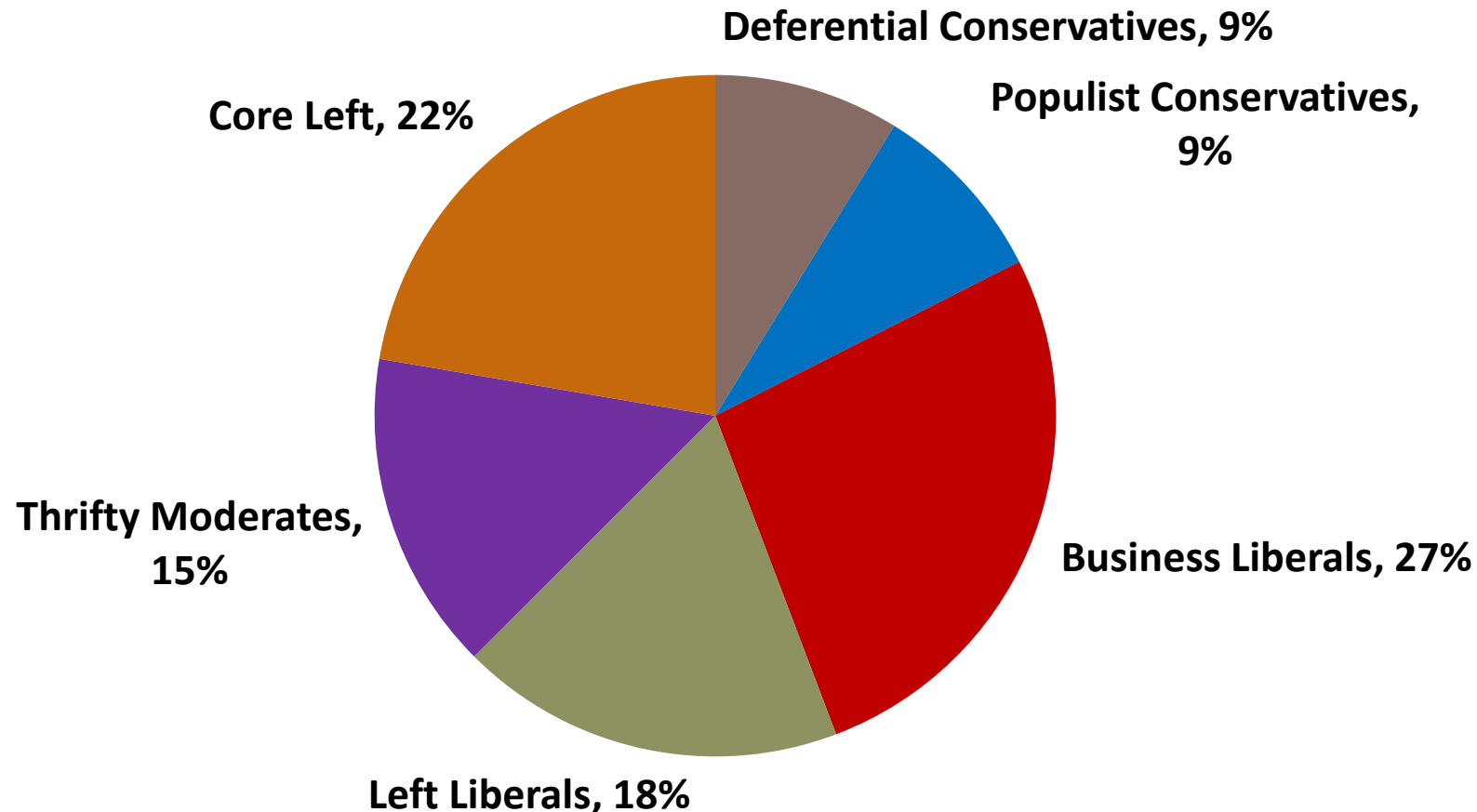
[asked of all respondents; n=1000]



# Value Clusters: “Business Liberals” are the largest group at 27%, followed by the “Core Left” at 22%

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=1,000]





# Defining Value Clusters

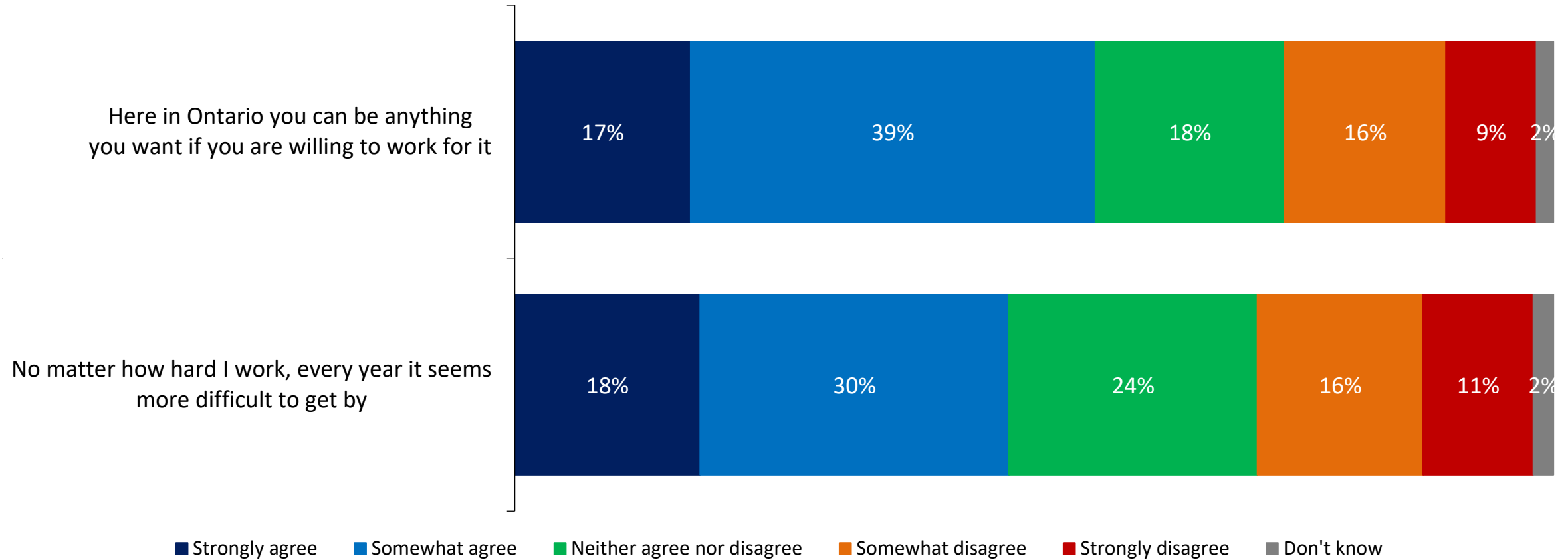
Core Political Values by Value Clusters

Column %		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
Governments should base decisions on...	Ability to afford	85%	94%	0%	0%	70%	0%
	Public Need	0%	0%	97%	95%	0%	96%
Is the main role of government to .?	Create equal Opportunity	80%	99%	67%	96%	27%	0%
	Redistribute wealth	15%	0%	19%	0%	37%	95%
When it comes to government decision making...	Rely on common sense	0%	100%	40%	51%	47%	28%
	Listen to experts	91%	0%	47%	38%	20%	62%
The profit system...	Brings out the worst in human nature	0%	0%	0%	86%	63%	88%
	Teaches value of hard work and success	86%	95%	84%	0%	7%	0%

Note: Current data: December 2020

# Segmentation Attitudes: A majority (56%) agree you can being anything you want in Ontario if you work for it

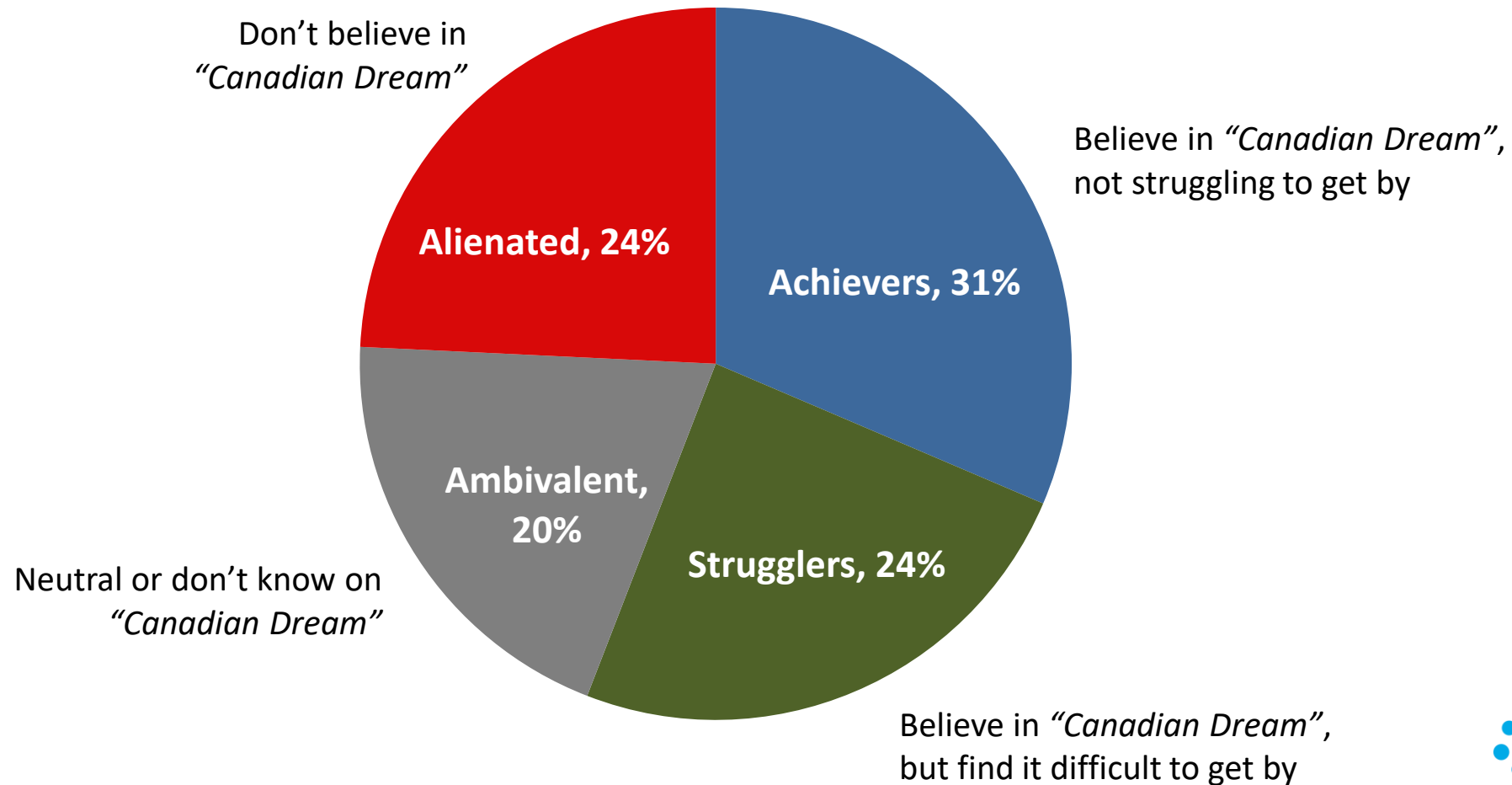
Q Do you agree or disagree with the following statements? -  
[asked of all respondents; n=1000]



# Economic Gap Segmentation: The plurality of Ontarians are Dream Achievers (31%), with Alienated and Strugglers in second at 24% each

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

[asked of all respondents; n=1,000]



# The PCs narrowly lead in vote share

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.

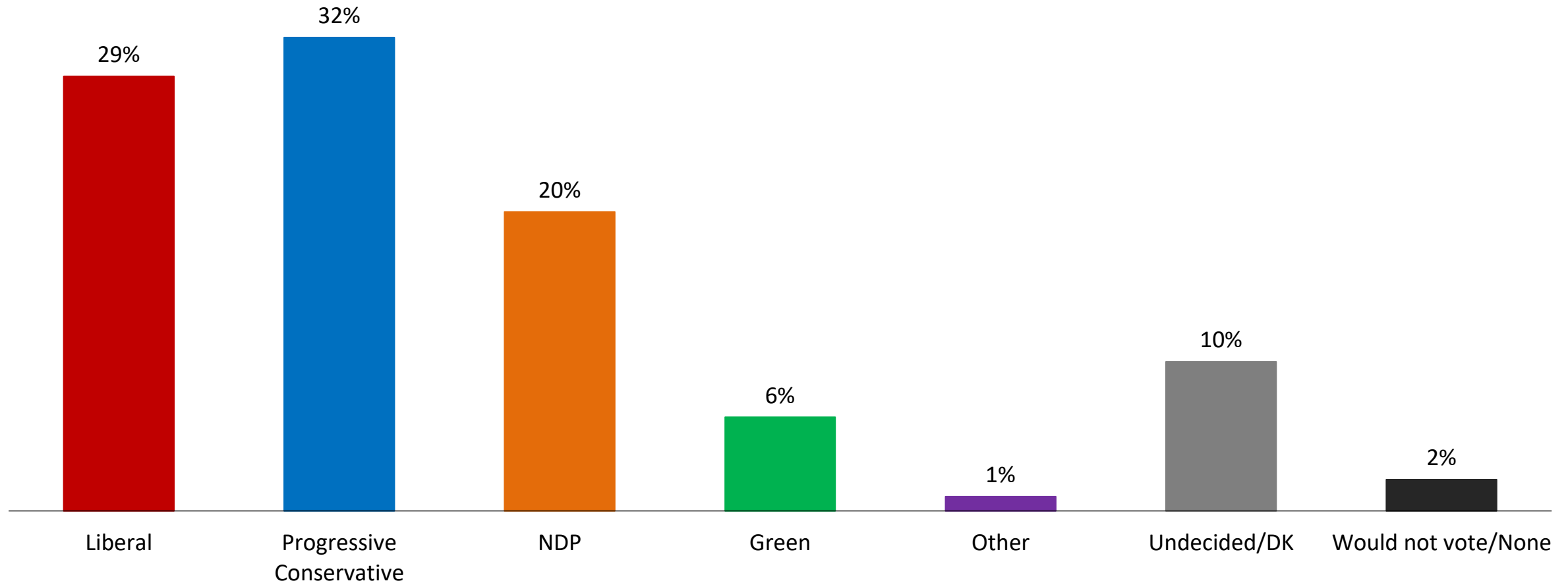
When we look at the results among *only* decided voters, we call that Decided vote. These results most tell us what the election results would be like if the survey results matched the election exactly.

# Provincial Combined Vote: A slight plurality say they would vote for the PCs (32%) with the Liberals in a close second at 29%



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=1000]

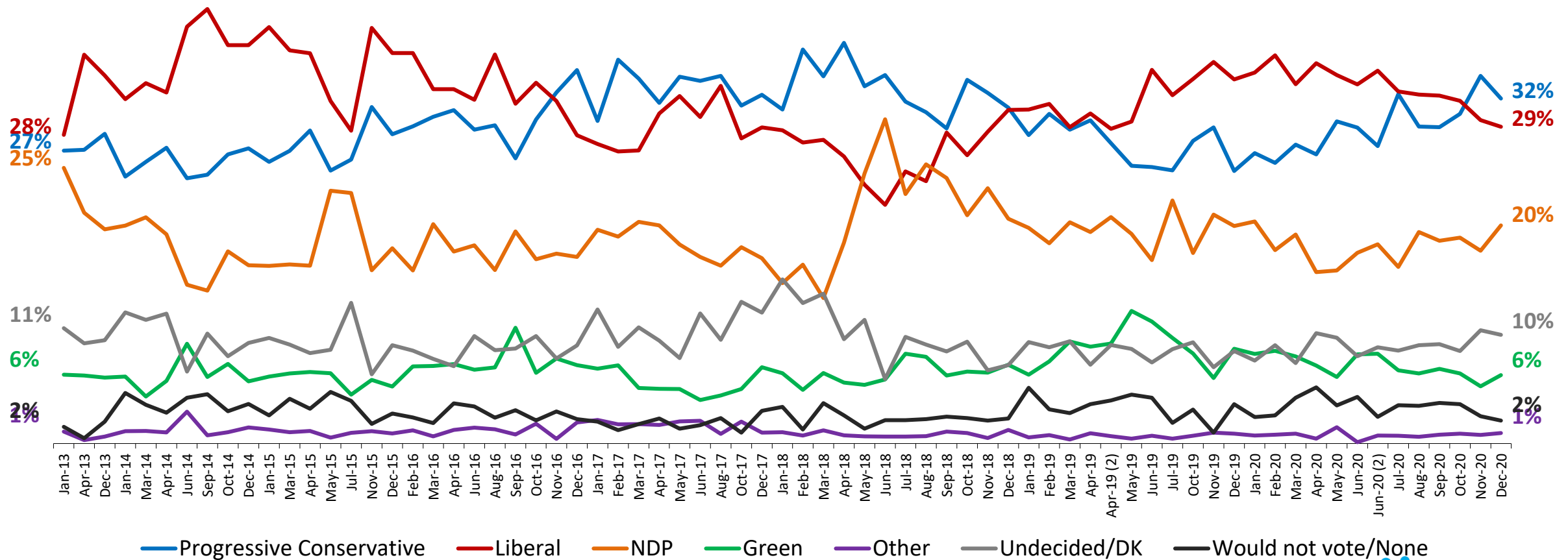


# Provincial Vote Tracking: The PCs maintain the lead over the Liberals they opened in November



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=1000]



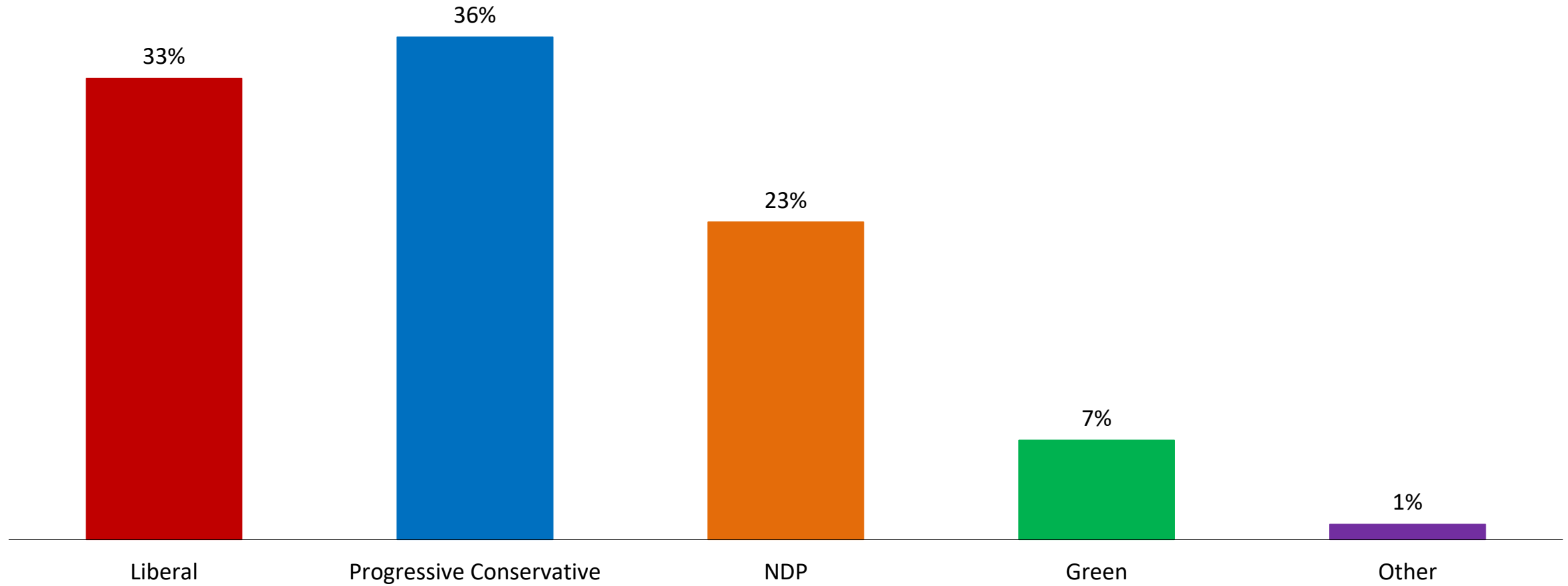


# Provincial Decided Vote: Among decided voters, the PCs (36%) lead the Liberals (33%) by 3 points



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=879]

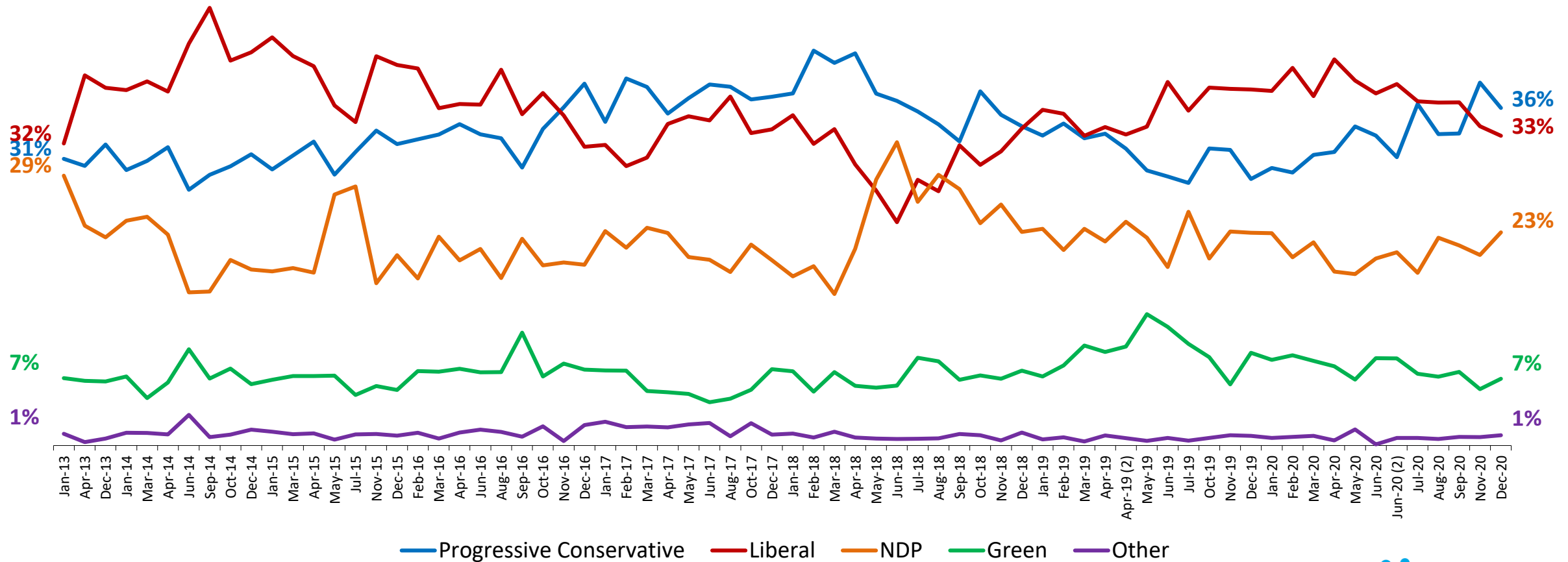


# Provincial Decided Vote Tracking: The PCs lead at 36%, followed by the Liberals at 33%, and the NDP at 23%



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=879]



# Decided Vote by Region: The Liberals lead in Toronto but trail the PCs everywhere else in Ontario

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Decided vote by Region

Decided Vote	Region			
	Toronto	Rest of GTA	South/West	North/East
	(N=185)	(N=229)	(N=227)	(N=239)
Liberal	45%	33%	26%	30%
Progressive Conservative	27%	43%	34%	38%
NDP	23%	15%	28%	24%
Green	5%	7%	10%	6%
Other	1%	1%	1%	1%

**Note:** Current data: December 2020

# Decided Vote by Value Cluster: The PCs (42%) lead by 8 points among Business Liberals

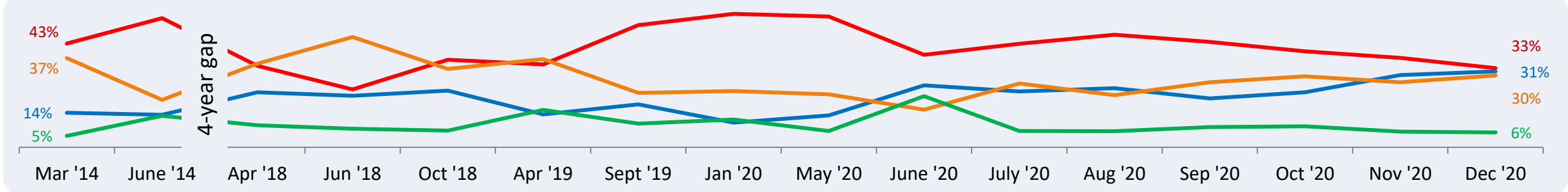
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		Value Clusters					
		Deferential Conservatives	Populist Conservatives	Business Liberals	Left Liberals	Thrifty Moderates	Core Left
		(N=80)	(N=76)	(N=235)	(N=165)	(N=113)	(N=210)
Decided Vote	Liberal	31%	15%	34%	33%	36%	38%
	Progressive Conservative	60%	80%	42%	31%	36%	8%
	NDP	3%	2%	16%	30%	16%	44%
	Green	6%	0%	6%	6%	12%	9%
	Other	1%	4%	1%	1%	0%	1%

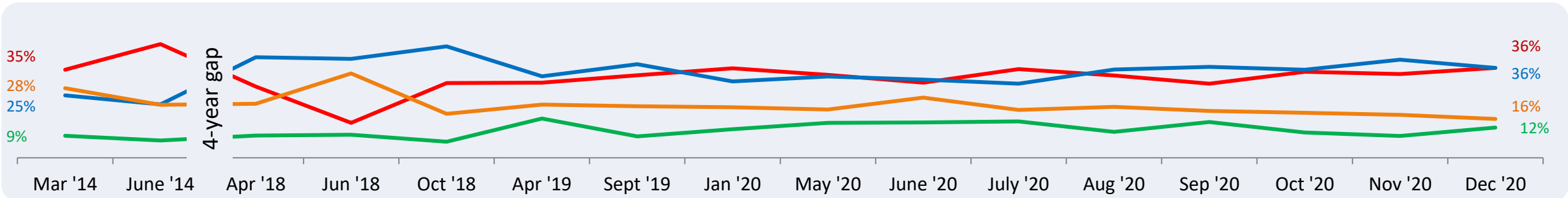
**Note:** Current data: December 2020

# Tracking Decided Vote by Cluster: The PCs, NDP, and Liberals are now all tied among Left Liberals

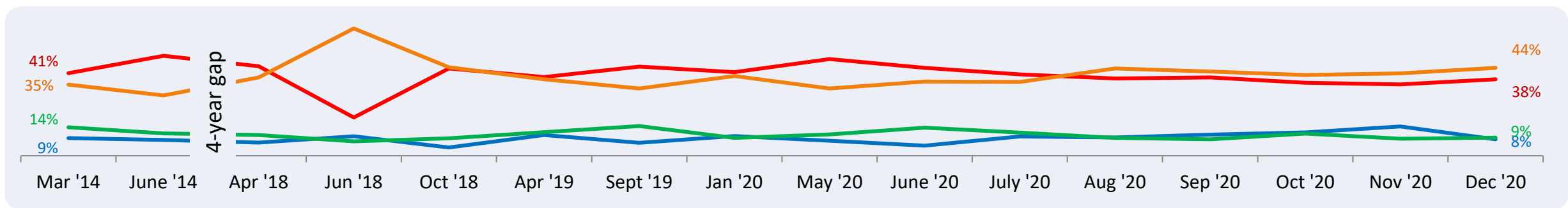
## Left Liberals



## Thrifty Moderates



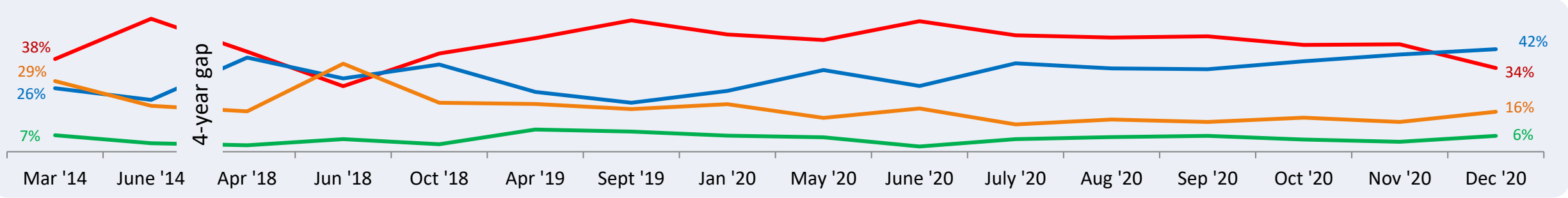
## Core Left



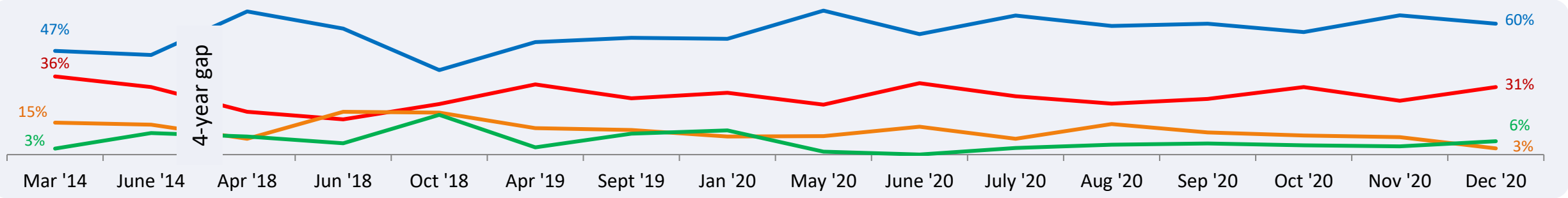
Decided vote: Liberal (red), PC (blue), NDP (orange), Green (green)

# Tracking Decided Vote by Cluster: The PCs have passed the OLP among Business Liberals for the first time since June 2018<sup>26</sup>

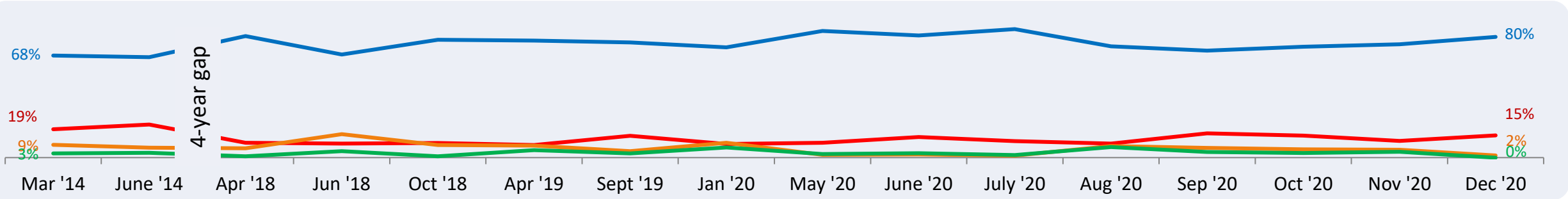
## Business Liberals



## Deferential Conservatives



## Populist Conservatives



Decided vote: Liberal PC NDP Green



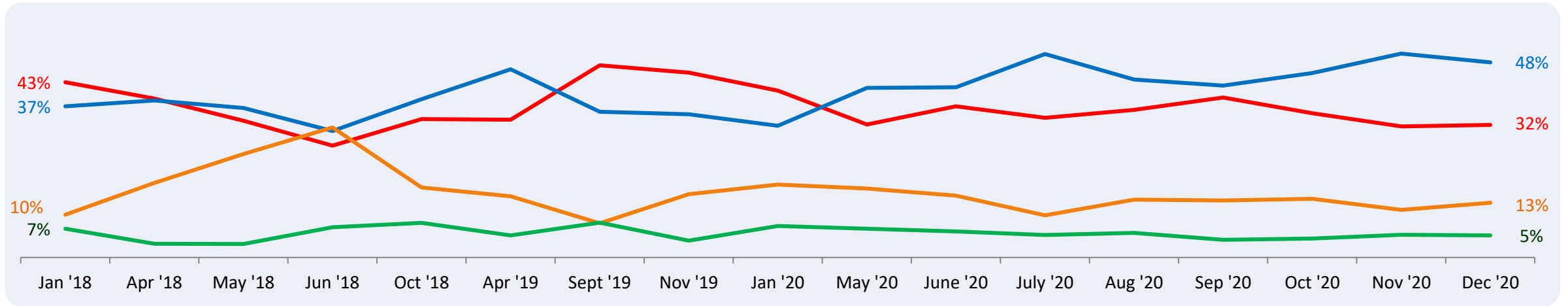
# Decided Vote by Economic Gap: Among Strugglers, the PCs lead the Ontario Liberals by 5 points

Decided Vote	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=286)	(N=217)	(N=156)	(N=220)
Liberal	32%	33%	38%	31%
Progressive Conservative	48%	38%	36%	19%
NDP	13%	20%	18%	41%
Green	5%	8%	7%	8%
Other	1%	1%	1%	1%

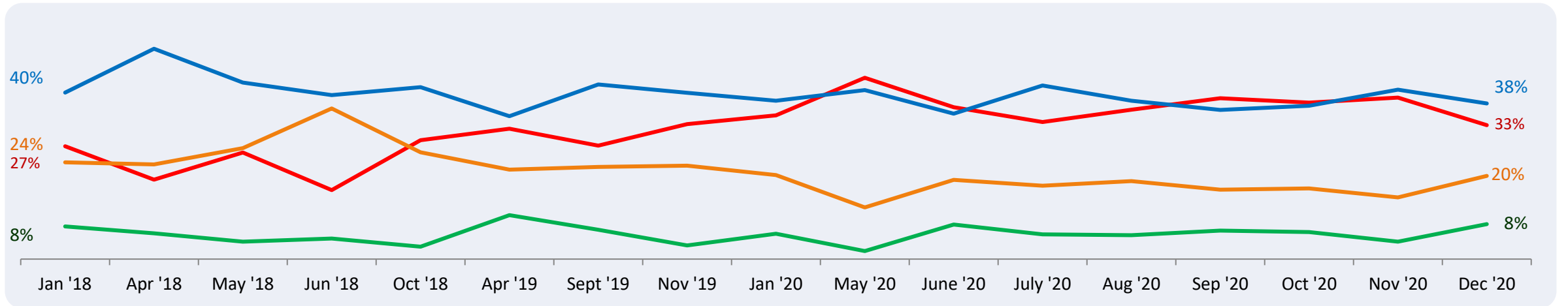
**Note:** Current data: December 2020

# Tracking Decided Vote by Economic Gap: The PCs and Liberals remain in<sup>28</sup> close competition for votes from Strugglers

## Canadian Dream Achievers



## Canadian Dream Strugglers

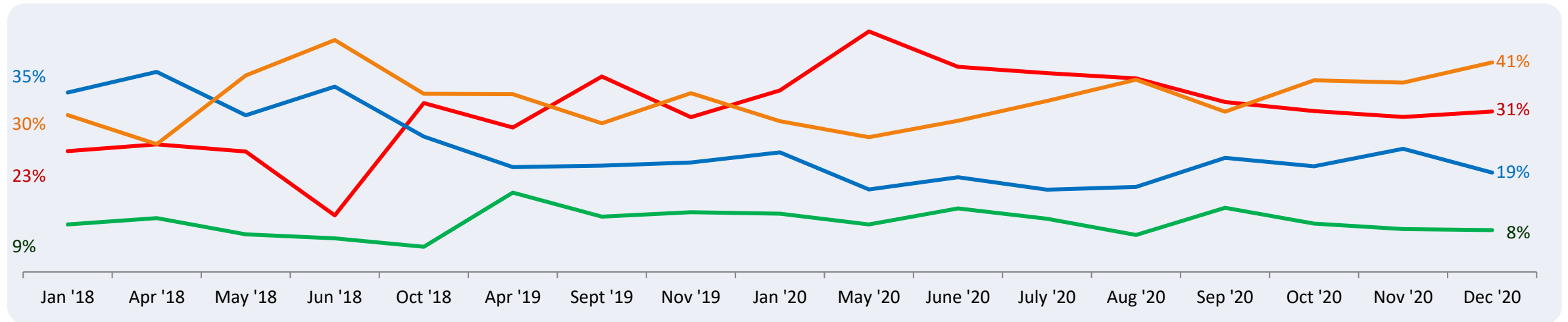


Decided vote: Liberal PC NDP Green

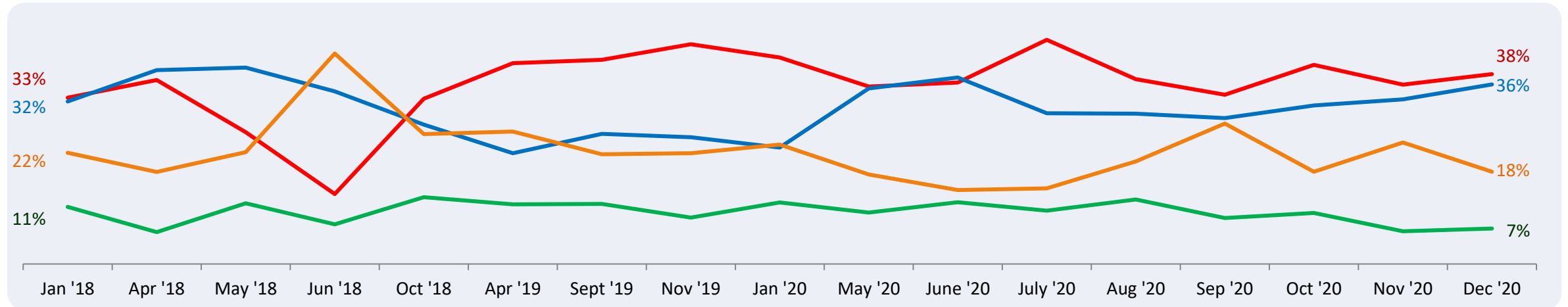
Note: Current data: December 2020

# Tracking Decided Vote by Economic Gap: The NDP now lead the Liberals<sup>29</sup> among alienated voters by 10 points

## Alienated



## Ambivalent



Decided vote: Liberal PC NDP Green

Note: Current data: December 2020

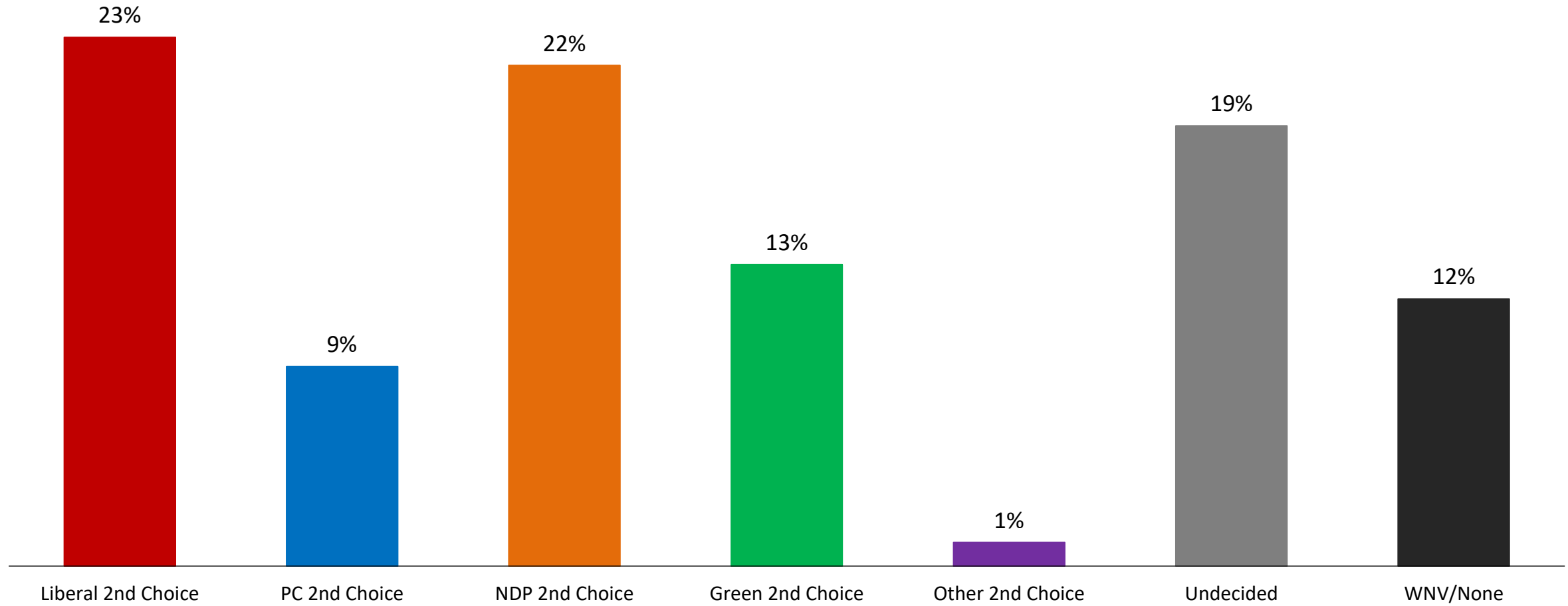
# Provincial 2nd Choice: The Liberals (23%) and NDP (22%) lead second choice vote intention

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And which party would be your second choice?

[only decided voters; n=879]



# Provincial 2nd Choice: A majority of NDP voters have the 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=291)	(N=317)	(N=200)	(N=63)
Second Choice	Liberal 2nd Choice		26%	52%	32%
	PC 2nd Choice	18%		8%	13%
	NDP 2nd Choice	43%	16%		24%
	Green 2nd Choice	15%	7%	25%	
	Other 2nd Choice	0%	2%	0%	3%
	Undecided	16%	27%	10%	25%
	WNV/None	7%	22%	4%	3%

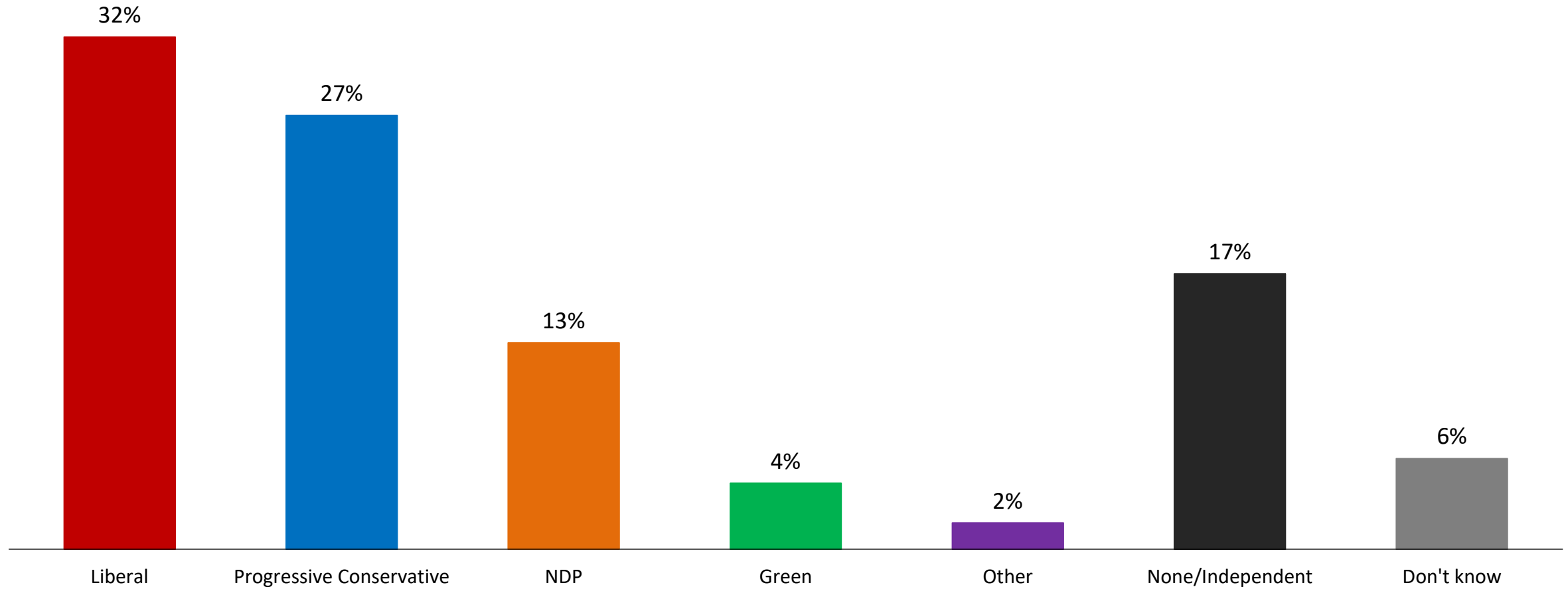
**Note:** 'Other' in Combined Vote not shown due to insufficient sample size.  
Current data: December 2020

# Provincial Party ID: A plurality of Ontarians identify as provincial Liberals (32%) while 27% identify as Progressive Conservatives



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

[asked of all respondents; n=1000]



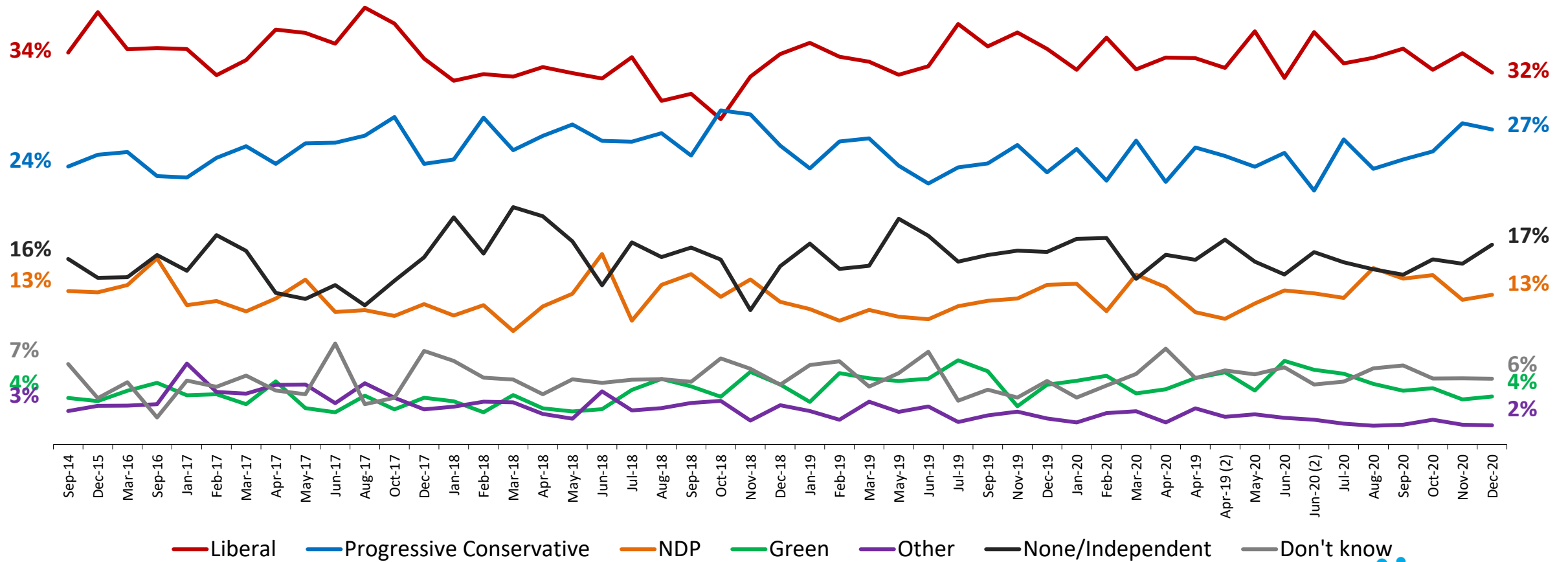
# Provincial Party ID Tracking: The Liberals maintain their lead on Party ID over the PCs

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

[asked of all respondents; n=1000]



# Combined Vote by Party ID: PC and NDP partisans are far more loyal than Liberal partisans

		Provincial Party Identification					
		Liberal	Progressive Conservative	NDP	Green	Other	Unaligned
		(N=318)	(N=269)	(N=128)	(N=41)	(N=16)	(N=227)
Provincial Combined Vote	Liberal	72%	5%	7%	8%	0%	15%
	Progressive Conservative	9%	85%	2%	6%	35%	21%
	NDP	13%	3%	83%	6%	10%	18%
	Green	2%	2%	4%	80%	11%	5%
	Other	0%	0%	0%	0%	30%	2%
	Undecided/DK	4%	3%	3%	0%	15%	32%
	Would not vote/None	0%	1%	0%	0%	0%	8%

**Note:** Current data: December 2020



# Methodology

# Survey Methodology

**These are the results of an online survey conducted between December 3<sup>rd</sup> and 15<sup>th</sup>, 2020.**

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, 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=1,191 Ontario residents, 18 years or older. The results are weighted to n=1,000 based on Census data from Statistics Canada.

**Field Dates:** December 3<sup>rd</sup> to 15<sup>th</sup>, 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 (%)
<b>Men 18-34</b>	126	10.6%	138	13.8%
<b>Men 35-54</b>	219	18.4%	166	16.6%
<b>Men 55+</b>	212	17.8%	177	17.7%
<b>Women 18-34</b>	191	16%	138	13.8%
<b>Women 35-54</b>	241	20.2%	178	17.8%
<b>Women 55+</b>	202	17%	203	20.3%
<b>Toronto</b>	278	23.3%	209	20.9%
<b>Rest of GTA</b>	263	22.1%	260	26%
<b>South/West</b>	298	25%	258	25.8%
<b>North/East</b>	352	29.6%	273	27.3%

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**Building Understanding.**

