Ontario Politics in the time of COVID-19

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, the impression voters have of Doug Ford has remained negative after a large drop in early April. Looking more closely at results since the latest round of restrictions were announced, satisfaction with the Ford government is down, and the share of Ontarians who think he is the best choice for Premier has fallen to only 24%, only 3-points ahead of Andrea Horwath. Now the Ontario Liberals lead on vote by 4-points over the Ontario PCs, with the NDP trailing in a close third.

Today, INNOVATIVE is releasing results from the third week of our April 2021 *Canada This Month* survey. This online survey was in field from April 15th to April 20th with a weighted sample size of 800 Ontario residents. Detailed methodology is provided in the appendix.
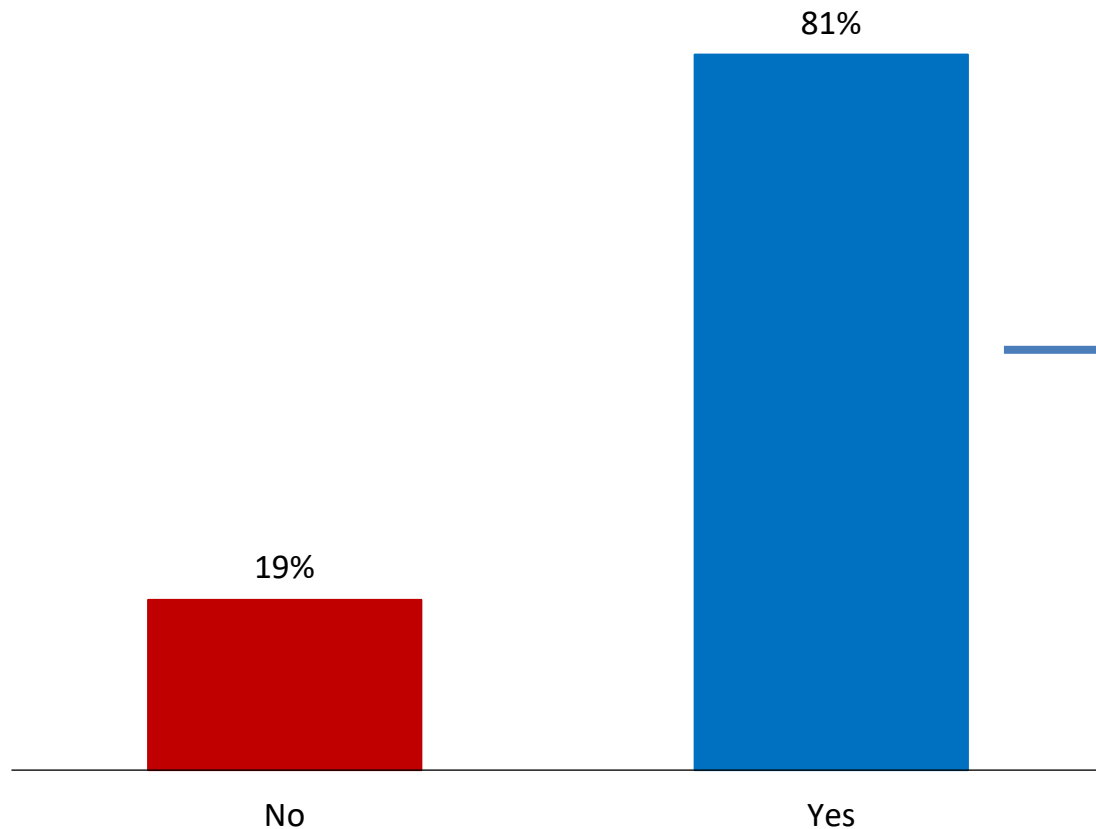
This report covers key results on how Ontarians rate their government's handling of the COVID-19 outbreak, Ontario vote choice, and evaluation of party leaders.
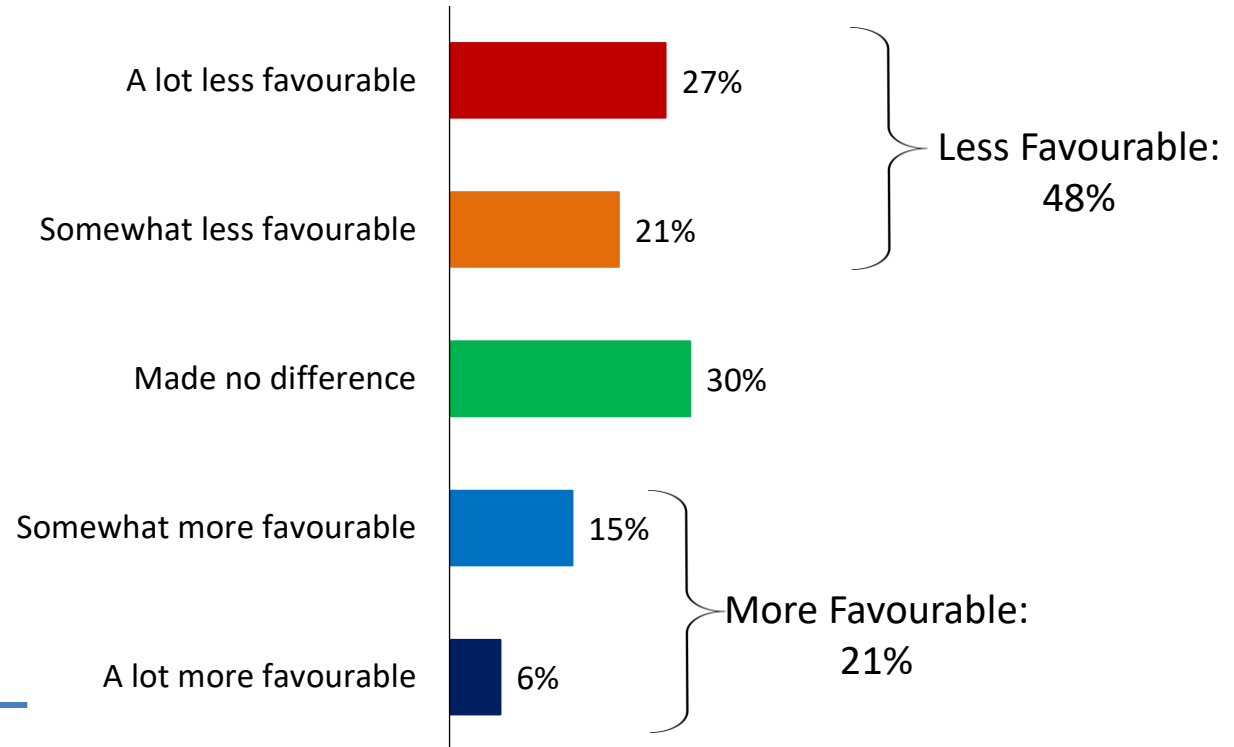
Read, Seen, Heard

Attention to the Ontario government is up to the highest point since tracking began with 81% saying they have heard something recently. The net impact of what Ontarians have heard remains strongly negative.

Ontario Read, Seen, Heard: More than 4-in-5 have heard something about Doug Ford recently; nearly half say it left them less favourable

Q Have you read, seen or heard anything about Doug Ford in the last few days?
[asked of all respondents; n=800]

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=646]

81%

19%

No   Yes

A lot less favourable — 27%

Somewhat less favourable — 21%

Less Favourable: 48%

Made no difference — 30%

Somewhat more favourable — 15%

A lot more favourable — 6%

More Favourable: 21%

Current data: April 2021

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Read, Seen, Heard Tracking: Attention to the Ontario government has reached the highest point since tracking began

Q Have you read, seen or heard anything about Doug Ford in the last few days?
[asked of all respondents; n=800]

Note: Don't know not shown.
Current data: April 2021

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Ontario Read, Seen, Heard, Impact Tracking: The impact of what Ontarians have read remains strongly negative

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?

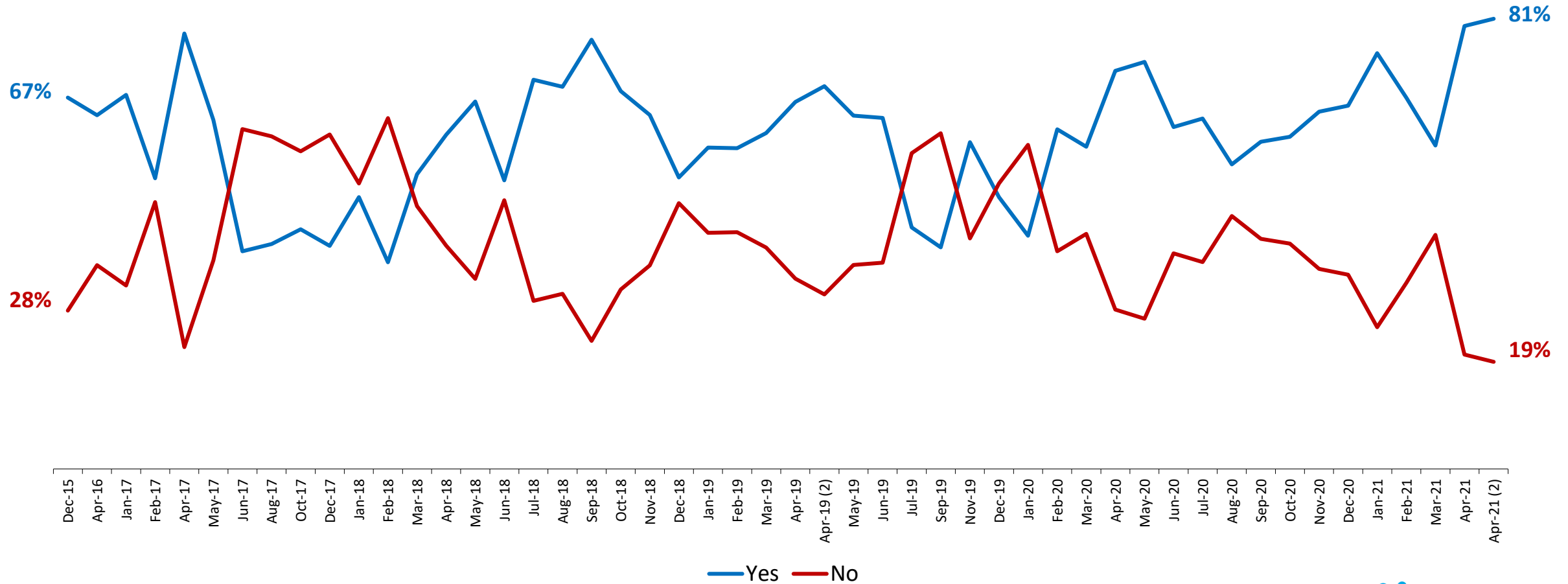[asked of those who have RSH; n=646]

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: April 2021

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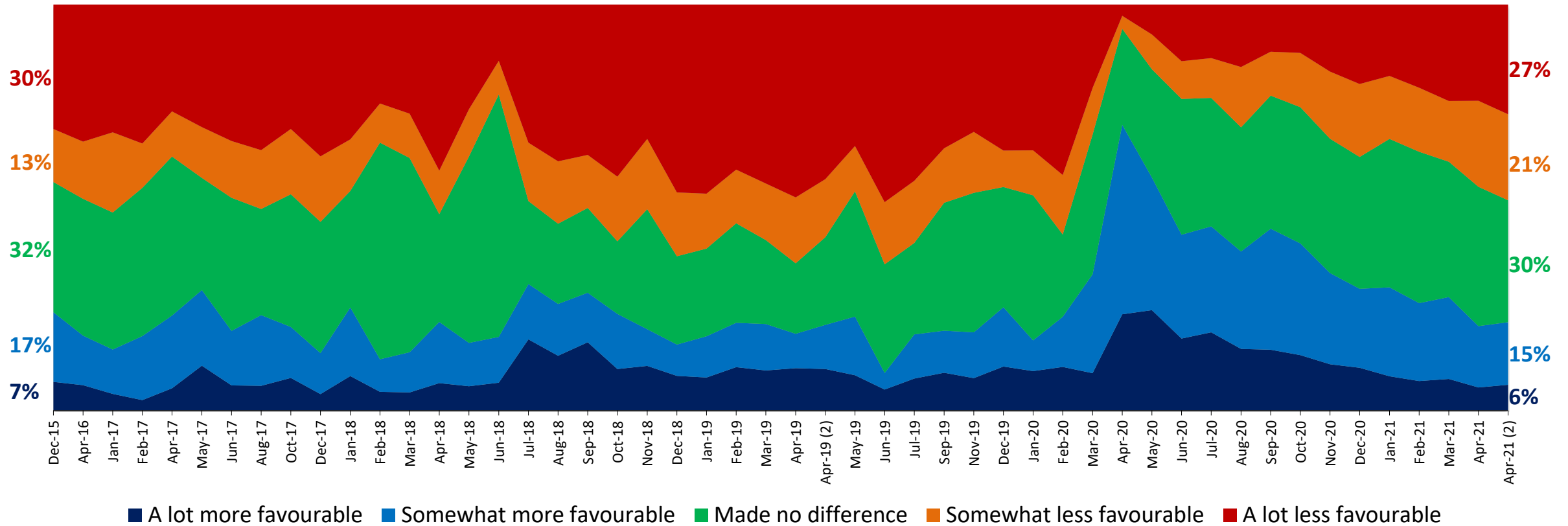
Read, Seen, Heard: Attention to Doug Ford rose after the latest announcements, and negative reactions rose as well

Q Have you read, seen or heard anything about Doug Ford in the last few days? AND 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 all respondents; n=800]

Heard about Doug Ford

	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Yes	78%	83%
No	22%	17%

Impact

	Before Friday's Announcements (N=289)	After Friday's Announcements (N=357)
A lot more favourable	6%	7%
Somewhat more favourable	18%	14%
Made no difference	32%	28%
Somewhat less favourable	20%	22%
A lot less favourable	25%	29%

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Government Approval

Ontario government's satisfaction remains low with a majority of Ontarians dissatisfied with their government (54%) after a steep decline between March and April.

Ontario Government Satisfaction: A majority (54%) of Ontarians are dissatisfied 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=800]

Satisfied: 43%

Dissatisfied: 54%

Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't know
9%	34%	24%	30%	3%

Current data: April 2021

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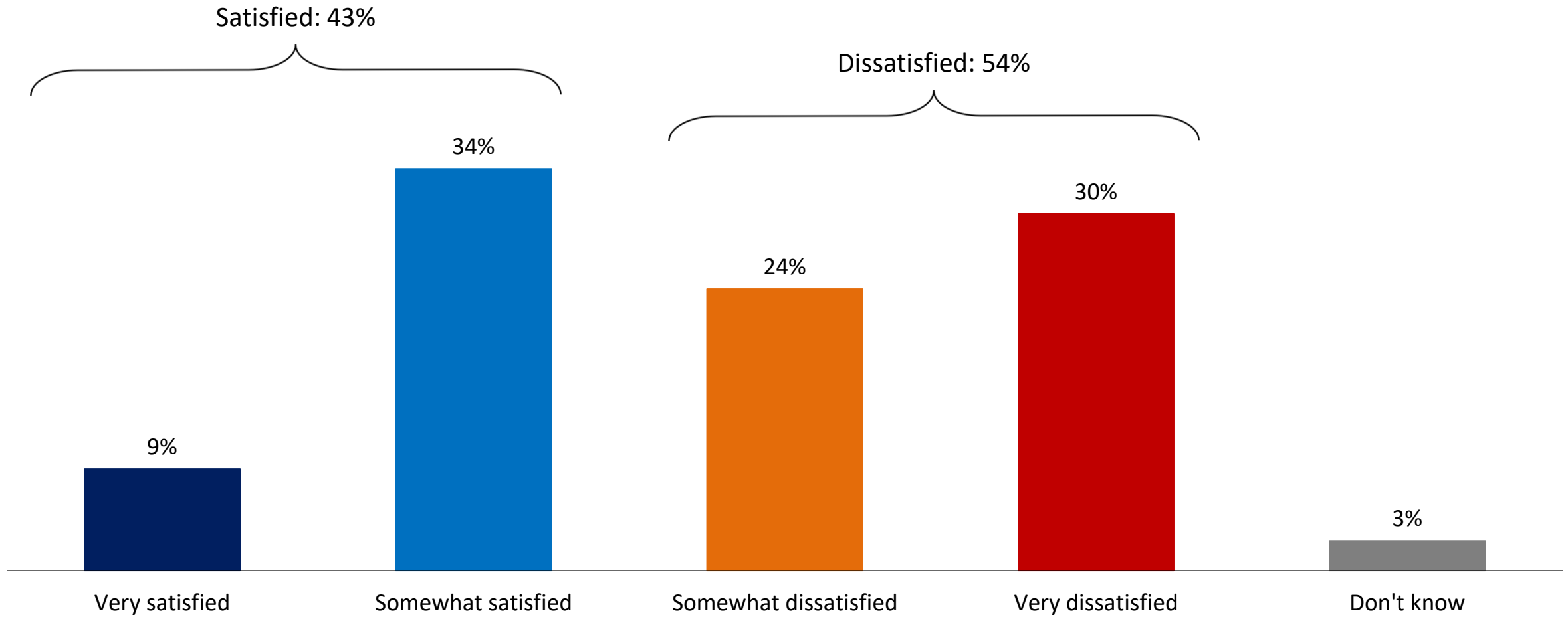
Government Satisfaction Tracking: Satisfaction with the Ontario gov't is steady since early April with more dissatisfied than satisfied

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=800]

June 2018:
PCs form majority government

34%   30%

27%   24%

36%   34%

3%   9%

Mar-12 Apr-12 Apr-13 Apr-14 May-14 Dec-15 Apr-16 Sep-16 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 Jun-20 Jul-20 Aug-20 Sep-20 Oct-20 Nov-20 Dec-20 Jan-21 Feb-21 Mar-21 Apr-21 Apr-21 (2)

■ Very satisfied   ■ Somewhat satisfied   ■ Somewhat dissatisfied   ■ Very dissatisfied   ■ Don't know

Current data: April 2021

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Government Satisfaction: Dissatisfaction rose from 51% to 58% after Ford announced new restrictions

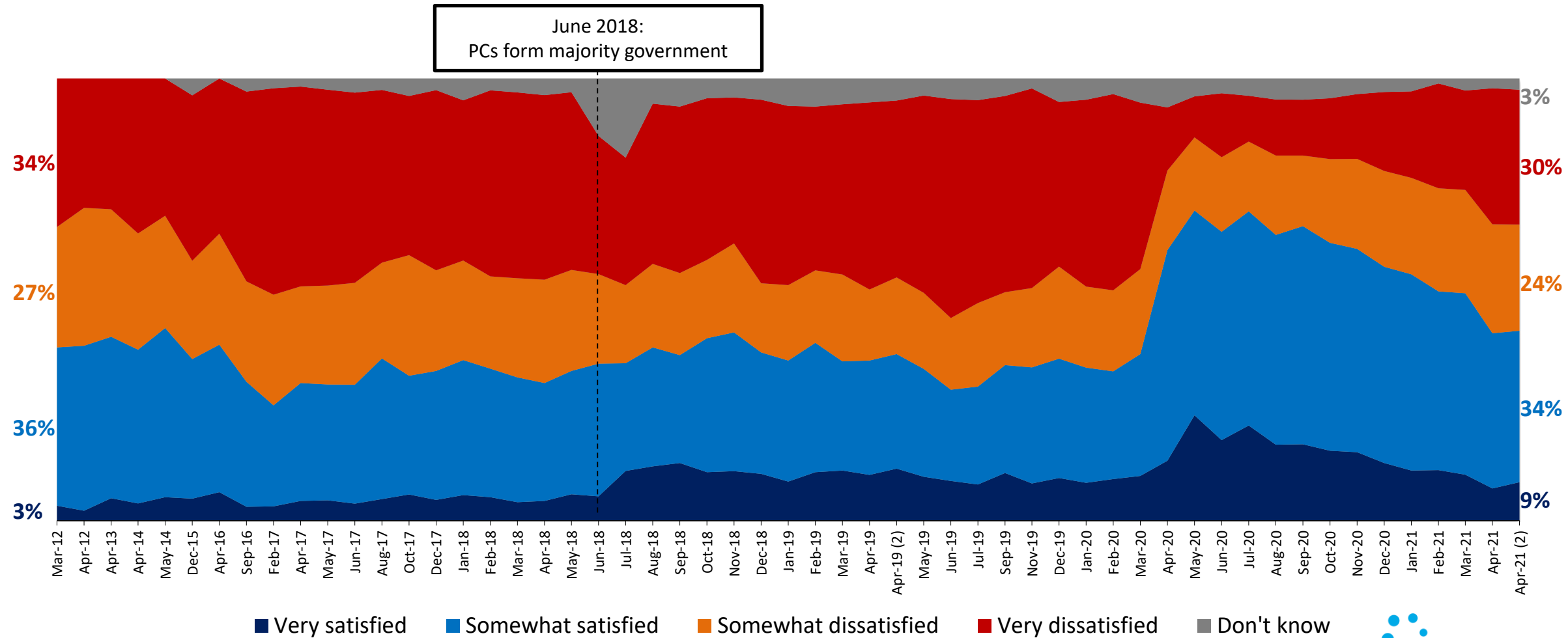**Q** Generally speaking how satisfied are you with the performance of the PROVINCIAL government in Ontario? Would you say you are…?
[asked of all respondents; n=800]

Satisfaction with the Provincial Government	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Very satisfied	9%	9%
Somewhat satisfied	38%	31%
Somewhat dissatisfied	21%	27%
Very dissatisfied	30%	31%
Don't know	3%	3%

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COVID-19 Handling: More than half disapprove of the way the Ontario government has handled the pandemic

Q Do you approve or disapprove of the way the Ontario government has handled the outbreak of COVID-19?
[asked of all respondents; n=800]

Approve: 33%

Disapprove: 55%

7%	26%	11%	25%	30%	1%
Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know

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Current data: April 2021
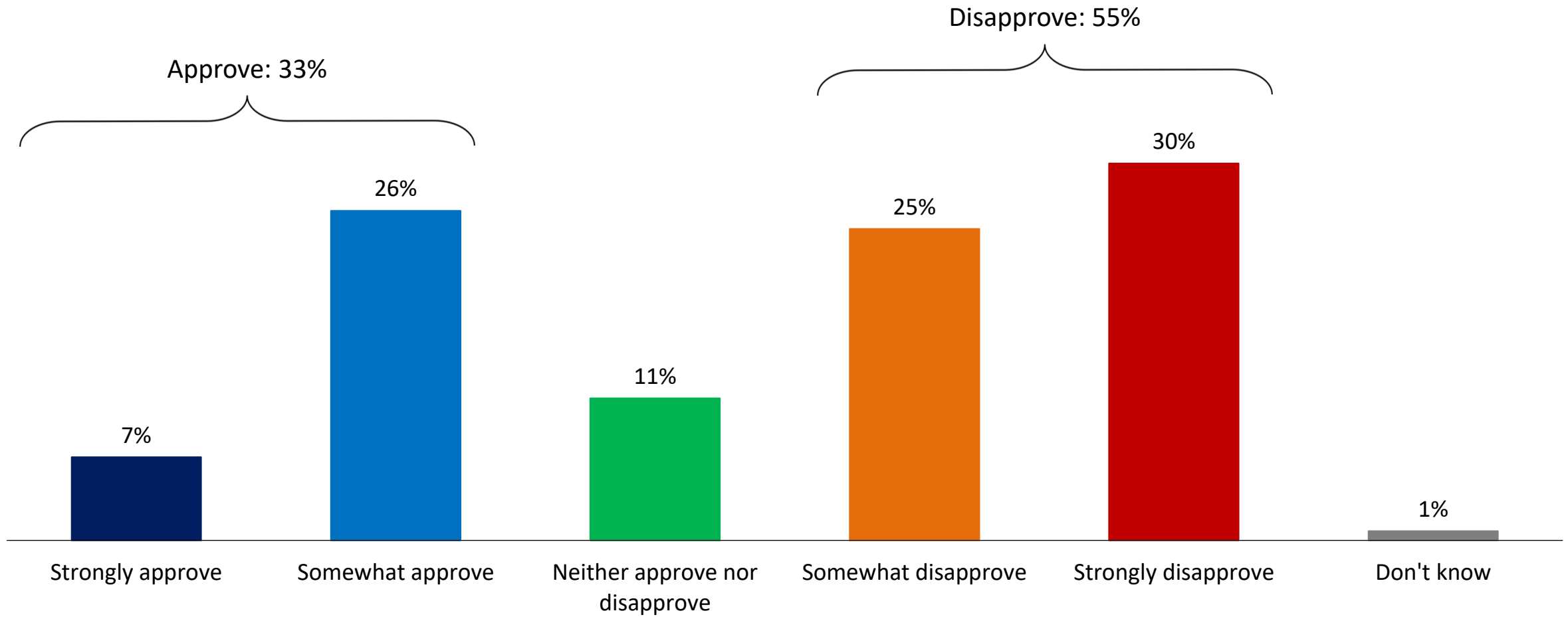
COVID-19 Handling Tracking: Approval of the way the government is handling the pandemic is steady since early April

Q Do you approve or disapprove of the way the Ontario government has handled the outbreak of COVID-19?
[asked of all respondents; n=800]

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

Current data: April 2021
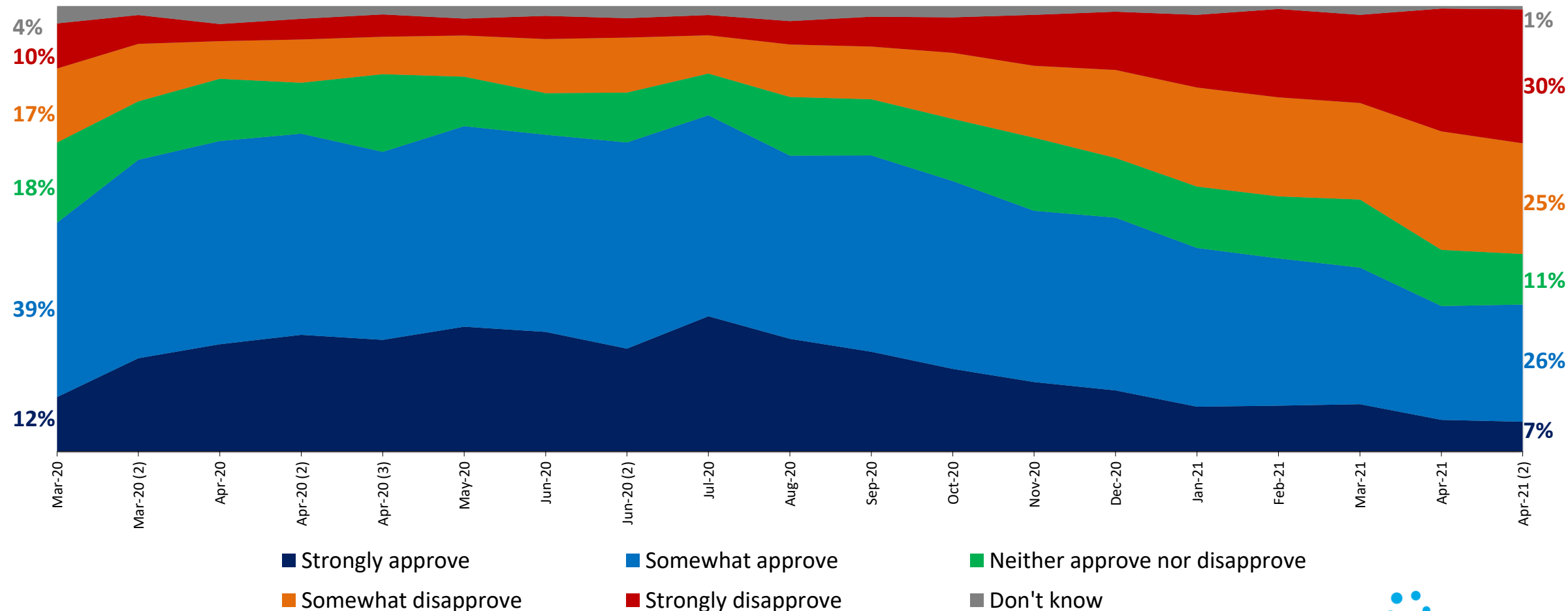
COVID-19 Handling: Approval of Ontario's handling of the pandemic fell from 36% to 30% after the latest measures

Q Do you approve or disapprove of the way the Ontario Government has handled the outbreak of COVID-19?
[asked of all respondents; n=800]

Approval of the Province's Handling of COVID-19

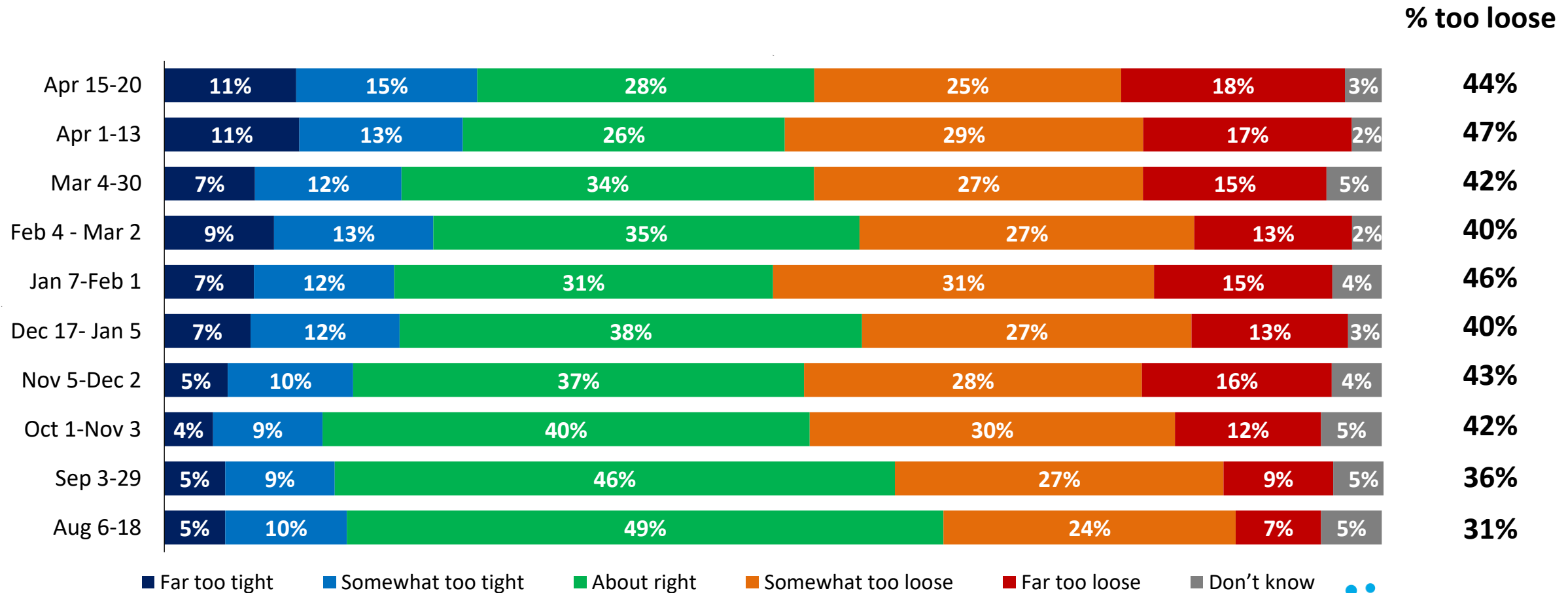|	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Strongly approve	5%	8%
Somewhat approve	31%	22%
Neither approve nor disapprove	11%	11%
Somewhat disapprove	23%	27%
Strongly disapprove	28%	32%
Don't know	1%	0%

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Restrictions

In Ontario only, a majority (51%) continue to say they governments do not have a plan and they are making things up as they go. However, support for the province wide stay at home order remains high.

Provincial Restrictions: The share who think restrictions are too loose is[16] down to 44% from a high of 47%

% too loose

	Far too tight	Somewhat too tight	About right	Somewhat too loose	Far too loose	Don't know	% too loose
Apr 15-20	11%	15%	28%	25%	18%	3%	**44%**
Apr 1-13	11%	13%	26%	29%	17%	2%	**47%**
Mar 4-30	7%	12%	34%	27%	15%	5%	**42%**
Feb 4 - Mar 2	9%	13%	35%	27%	13%	2%	**40%**
Jan 7-Feb 1	7%	12%	31%	31%	15%	4%	**46%**
Dec 17- Jan 5	7%	12%	38%	27%	13%	3%	**40%**
Nov 5-Dec 2	5%	10%	37%	28%	16%	4%	**43%**
Oct 1-Nov 3	4%	9%	40%	30%	12%	5%	**42%**
Sep 3-29	5%	9%	46%	27%	9%	5%	**36%**
Aug 6-18	5%	10%	49%	24%	7%	5%	**31%**

■ Far too tight ■ Somewhat too tight ■ About right ■ Somewhat too loose ■ Far too loose ■ Don't know

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Current data: April 2021

Restrictions: The share of Ontarians who say the current restrictions are too tight rose to 31% after the latest round of restrictions

Q Now, thinking about the restrictions the provincial government in Ontario currently has in place to reduce social contacts and combat the spread of COVID-19, do you think the restrictions are too tight, too loose, or are they about right?
[asked of all respondents; n=800]

Are Restrictions Too Tight or Too Loose?	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Far too tight	8%	13%
Somewhat too tight	12%	18%
About right	29%	26%
Somewhat too loose	28%	23%
Far too loose	19%	18%
Don't know	4%	3%

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Public Health Restrictions: The share of Ontarians who think the government doesn't have a plan is down directionally to 51%

Q There have a number of changes in the public health restrictions in many places in Canada. Which of the following points of view is closest to your own?
[asked of all respondents; n=800]

Apr 15-20	**42%**	**51%**	**7%**
Apr 8-13	**40%**	**54%**	**5%**
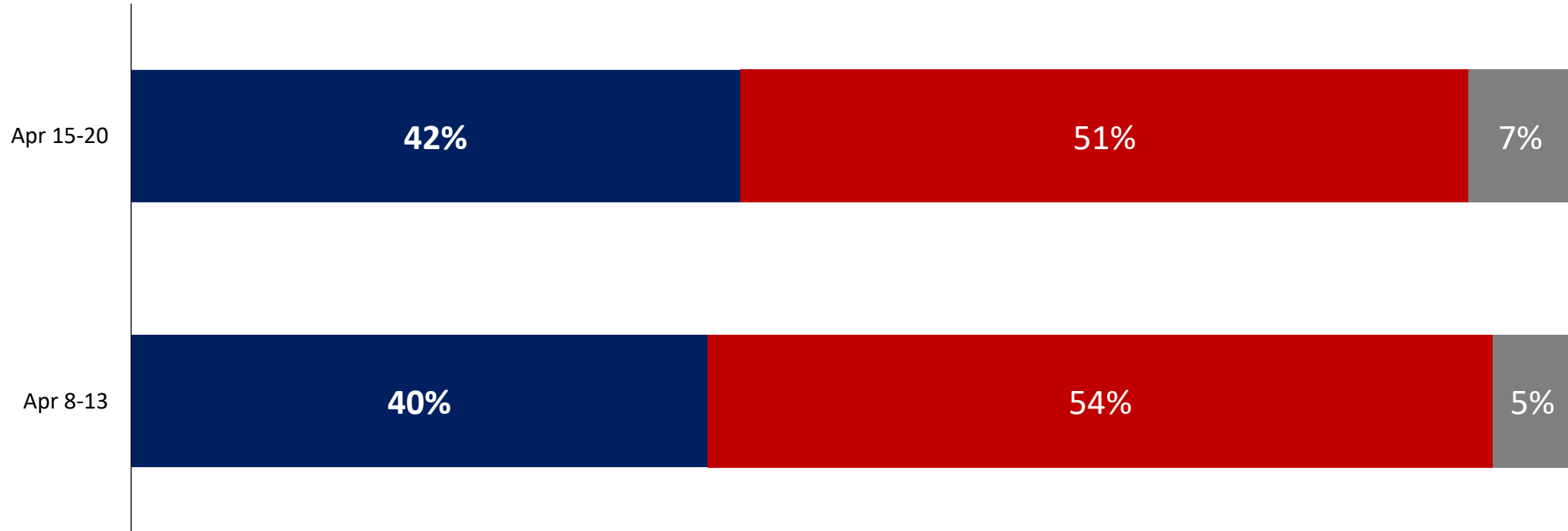
- ■ The changes governments are making in public health restrictions simply reflect the evolving nature of the coronavirus and government's best efforts to find the right balance between fighting the virus and normal life.
- ■ The changes governments are making in public health restrictions show government really doesn't have a plan to deal will COVID-19 and is just making things up as they go along.
- ■ Don't know

Current data: April 2021

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Public Health Restrictions: The share who think the provincial government has no plan is up from 49% to 52% since Friday

Q There have a number of changes in the public health restrictions in many places in Canada. Which of the following points of view is closest to your own?
[asked of all respondents; n=800]

	Before Friday's Announcements	After Friday's Announcements
	(N=371)	(N=429)
The changes governments are making in public health restrictions simply reflect the evolving nature of the coronavirus and government's best efforts to find the right balance between fighting the virus and normal life.	46%	39%
The changes governments are making in public health restrictions show government really doesn't have a plan to deal will COVID-19 and is just making things up as they go along.	49%	52%
Don't know	5%	9%

Public Health Restrictions: Two-thirds of Ontarian's say the government should set firm rules and enforce them with checkpoints

Q When it comes to public health restrictions such as limiting travel of residents within your province, which statement is closest to you own view?
[asked of all respondents; n=800]

Apr 15-20	28%	66%	6%
Apr 8-13	29%	65%	6%

■ Governments should give the public clear direction but leave it to individuals to make the best choice for themselves.

■ Governments should set firm rules and enforce them through checkpoints and fines

■ Don't know

Current data: April 2021

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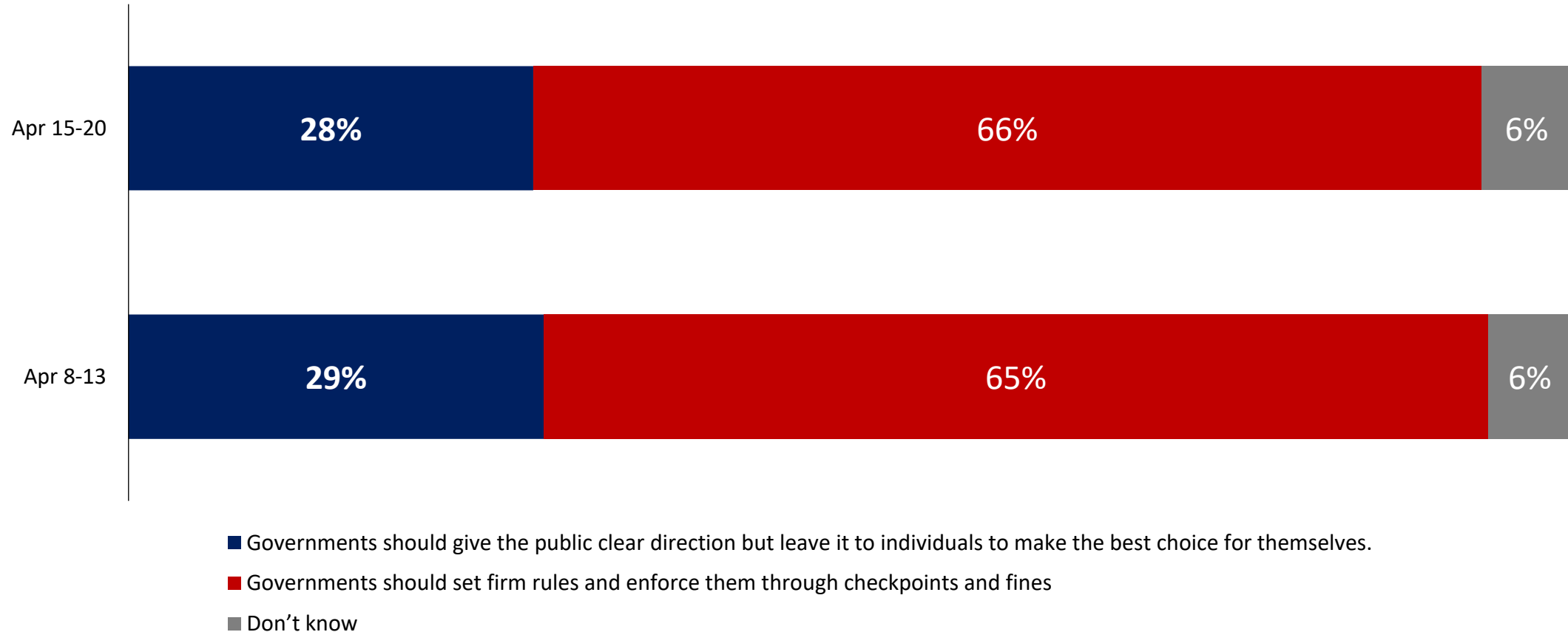
Public Health Restrictions: The share of Ontarians who want firm rules and enforcement is unchanged since Friday's announcement

Q When it comes to public health restrictions such as limiting travel of residents within your province, which statement is closest to you own view?
[asked of all respondents; n=800]

	Before Friday's Announcements	After Friday's Announcements
	(N=371)	(N=429)
Governments should give the public clear direction but leave it to individuals to make the best choice for themselves.	30%	27%
Governments should set firm rules and enforce them through checkpoints and fines.	66%	65%
Don't know	4%	8%

Ontario's Lockdown: Support for the stay-at-home order in Ontario remains high

Q Do you support or oppose the provincial government's decision to implement a four week long province wide stay-at-home order?
[asked of all respondents; n=800]

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose

Apr 15-20: 46% | 24% | 12% | 7% | 9%

Apr 8-13: 43% | 26% | 11% | 9% | 12%

- Strongly support
- Somewhat support
- Neither support nor oppose
- Somewhat oppose

Current data: April 2021
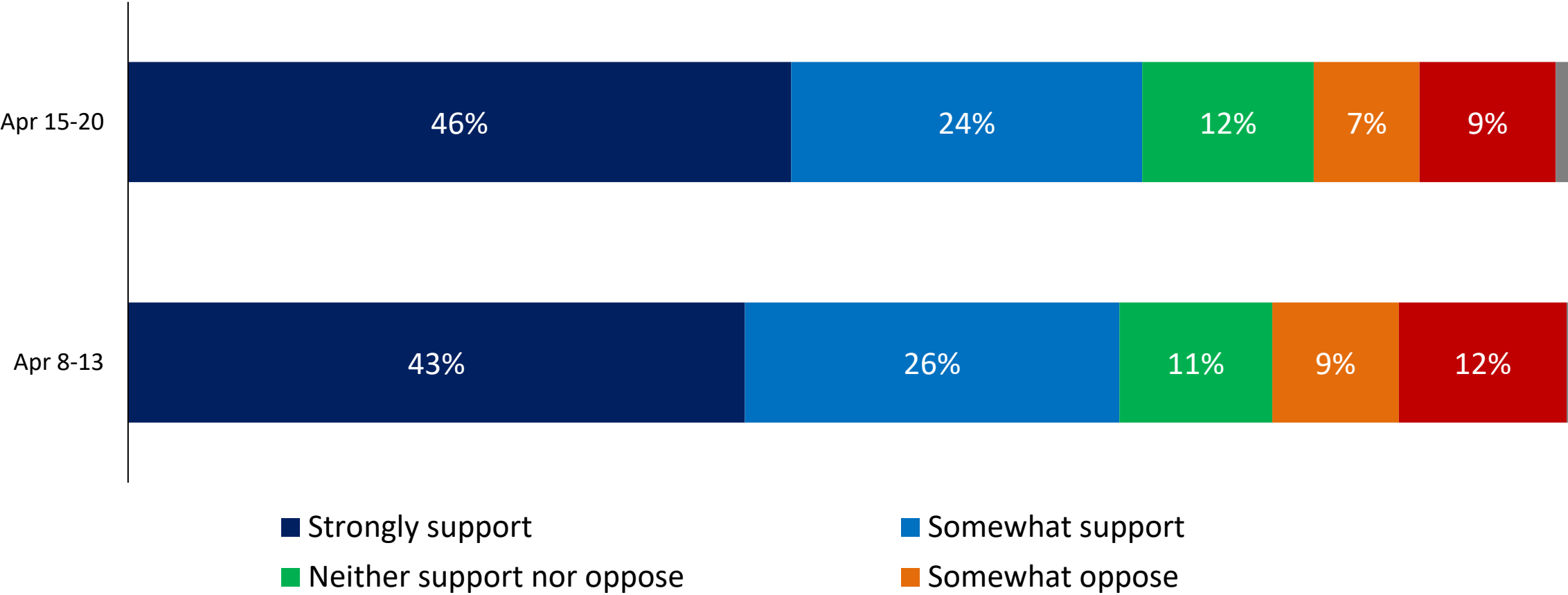
Lockdown: Support for the stay-at-home order is down from 73% before the latest restrictions to 68% after

Q Do you support or oppose the provincial government's decision to implement a four week long province wide stay-at-home order?
[asked of all respondents; n=800]

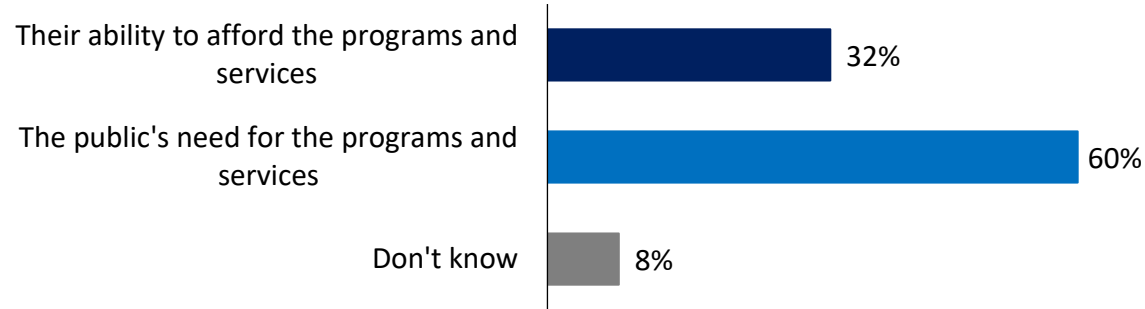| Support for the Stay-At-Home Order	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Strongly support	51%	42%
Somewhat support	22%	26%
Neither support nor oppose	11%	12%
Somewhat oppose	7%	8%
Strongly oppose	8%	11%
Don't know	1%	1%

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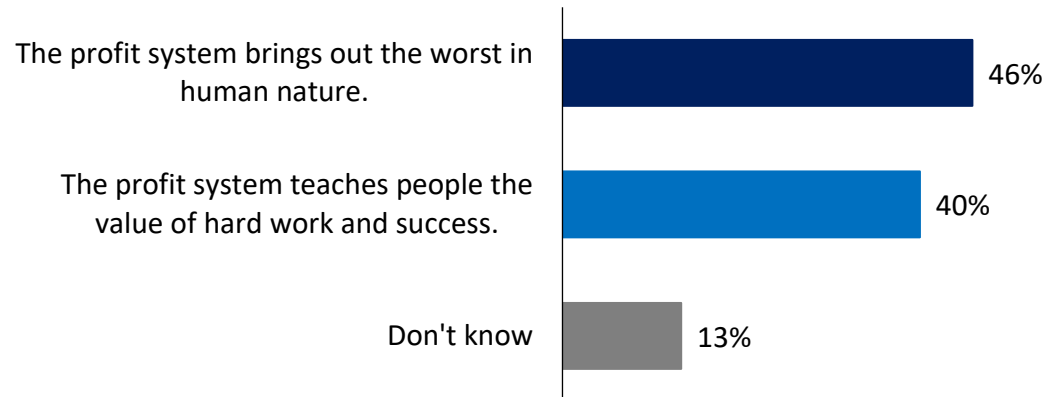# We group individuals into segments based on key political and economic values and attitudes

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

Core Political Values: 6-in-10 Ontarians say the gov't should prioritize the public's need over their ability to afford programs

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=800]

- Their ability to afford the programs and services — 32%
- The public's need for the programs and services — 60%
- Don't know — 8%

Q Is the main role of government to...?
[asked of all respondents; n=800]

- To create equal opportunity so that everyone can compete on their own to be the best they can be — 57%
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — 34%
- Don't know — 9%

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=800]

- The profit system brings out the worst in human nature. — 46%
- The profit system teaches people the value of hard work and success. — 40%
- Don't know — 13%

Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=800]

- Too often the government listens to experts instead of common sense. — 43%
- Provincial issues are complicated so government should listen to experts when it comes to policy. — 45%
- Don't Know — 12%

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Current data: April 2021
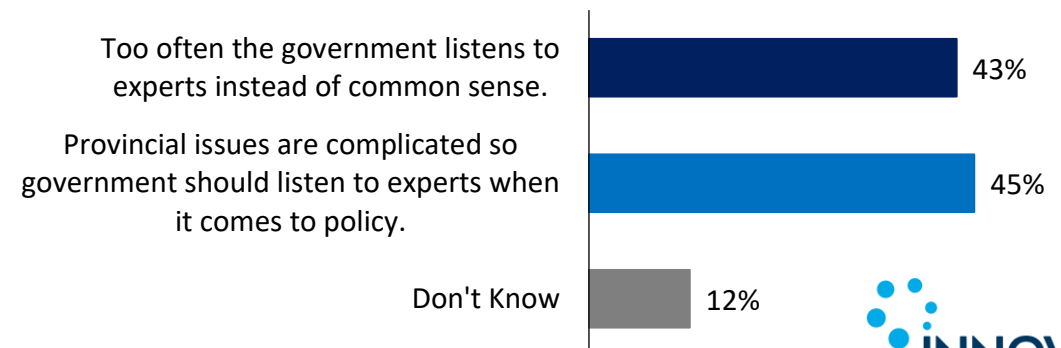
Value Clusters: Core Left and Business Liberals are the largest value clusters at 22% of the population each

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=800]

Thrifty Moderates, 15%

Populist Conservatives, 12%

Deferential Conservatives, 10%

Core Left, 22%

Business Liberals, 22%

Left Liberals, 18%

Current data: April 2021

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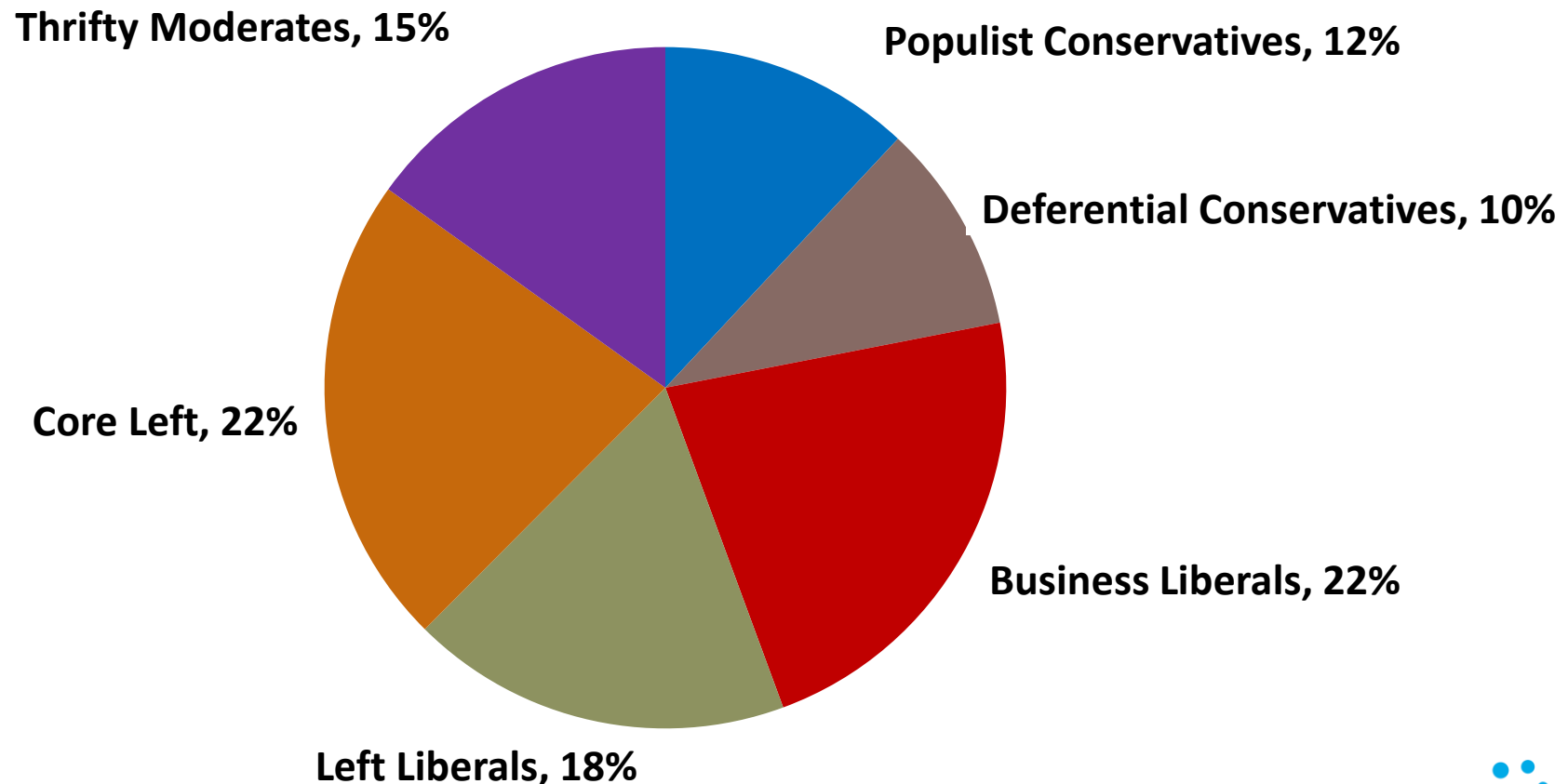
Defining Value Clusters

Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on...	Ability to afford	95%	91%	0%	0%	0%	76%
	Public Need	0%	0%	97%	91%	97%	0%
Is the main role of government to .?	Create equal Opportunity	99%	76%	67%	97%	0%	34%
	Redistribute wealth	0%	15%	24%	0%	95%	35%
When it comes to government decision making...	Rely on common sense	100%	0%	35%	51%	32%	45%
	Listen to experts	0%	91%	54%	35%	60%	29%
The profit system...	Brings out the worst in human nature	0%	0%	0%	86%	94%	63%
	Teaches value of hard work and success	91%	87%	88%	0%	0%	7%

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Segmentation Attitudes: A majority (56%) say that no matter how hard they work, every year it gets more difficult to get by

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=800]

Statement	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	14%	38%	19%	19%	9%	1%
No matter how hard I work, every year it seems more difficult to get by	23%	33%	22%	13%	7%	2%

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

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Current data: April 2021

Economic Gap Segmentation: A majority (52%) are either Dream Achievers or Dream Strugglers

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=800]

Don't believe in *"Canadian Dream"*

Alienated, 28%

Achievers, 25%

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

Ambivalent, 20%

Strugglers, 27%

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

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

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Current data: April 2021
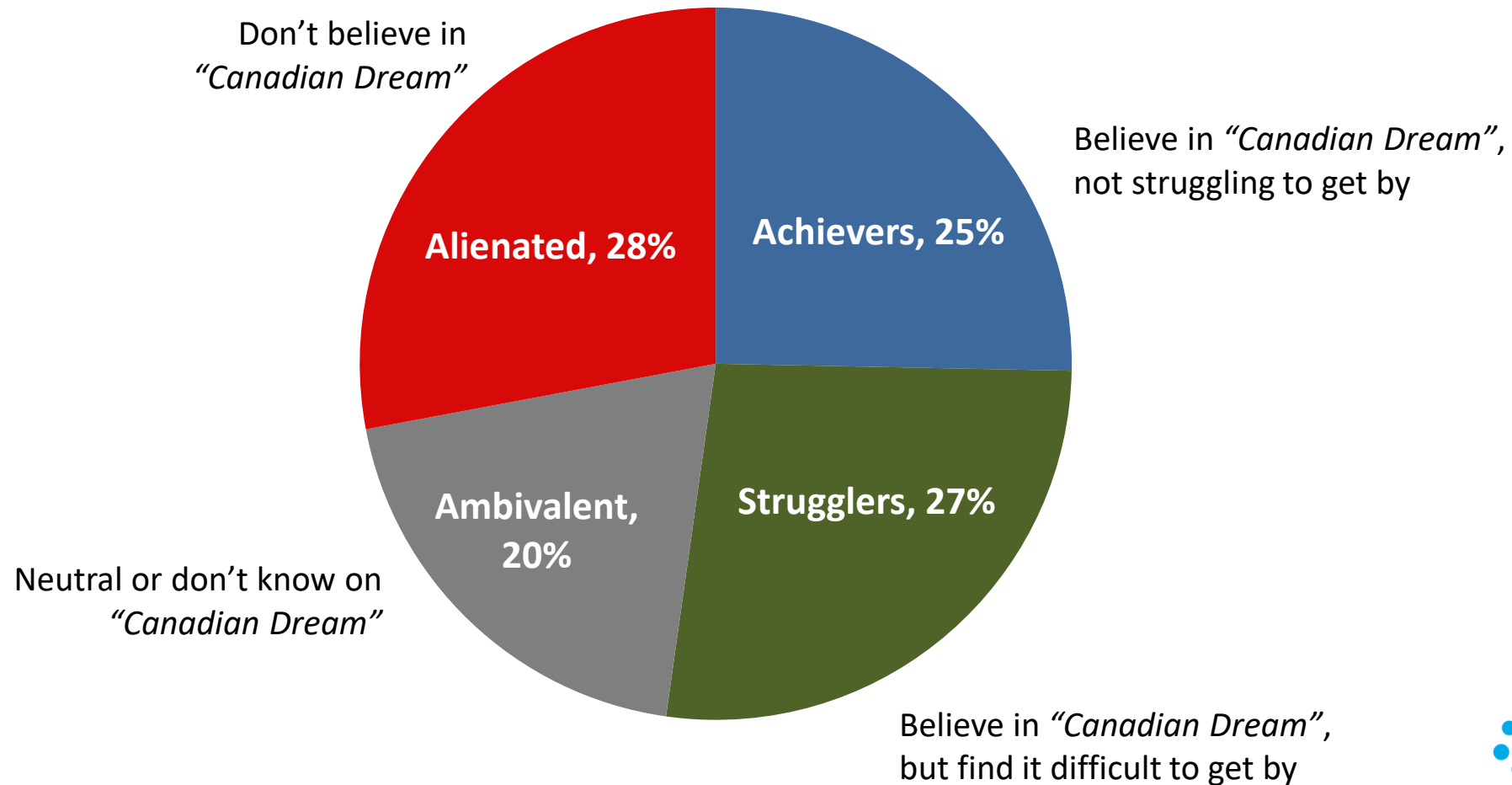
Provincial Party ID: The Liberals (35%) hold a strong lead over the PCs (23%) and the NDP (15%) on partisanship

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

Current data: April 2021
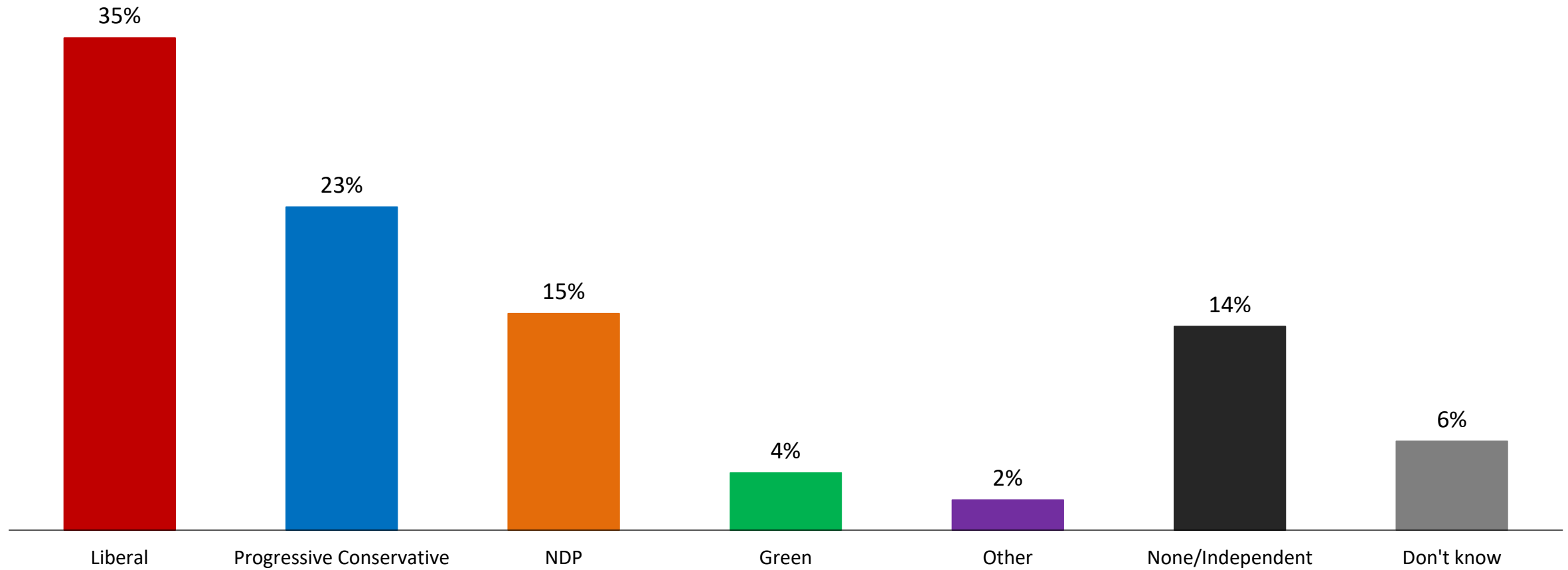
Provincial Party ID Tracking: The Liberals maintain their strong lead over the PCs on partisanship

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

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

Current data: April 2021

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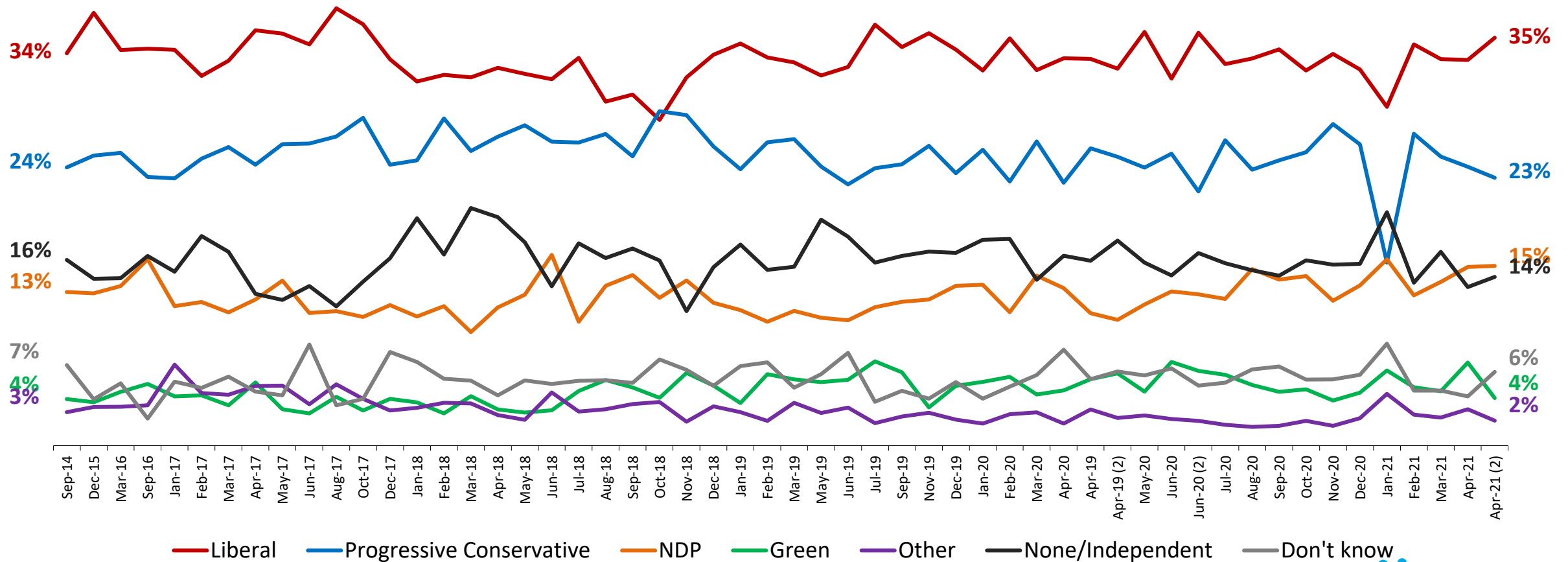
Party ID: The Liberals are up directionally on party ID since the announcements from 34% to 36%

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

Party ID		Before Friday's Announcements	After Friday's Announcements
		(N=371)	(N=429)
	Liberal	34%	36%
	Progressive Conservative	24%	22%
	NDP	16%	14%
	Green	4%	4%
	Other	1%	3%
	None/Independent	17%	12%
	Don't know	4%	9%

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Leadership

The decline in Ford's net favourability from early April has continued, and while he still remains the top choice for Premier in Ontario, the gap between Ford and Horwath has shrunk to only 6%.

Leader Favourables: Nearly half of Ontarians have an unfavourable view of Doug Ford (48%) including 30% with a very unfavourable view

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=800]

Net Favourability

Leader	Very favourable	Somewhat favourable	Neutral/Neither	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't Know	Net Favourability
Doug Ford	11%	22%	16%	18%	30%		2%	**-16%**
Andrea Horwath	12%	21%	24%	12%	18%	6%	7%	**+4%**
Steven Del Duca	5%	15%	32%	10%	12%	14%	13%	**-2%**
Mike Schreiner	6%	12%	29%	7%	8%	21%	17%	**+3%**

- ■ 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: April 2021
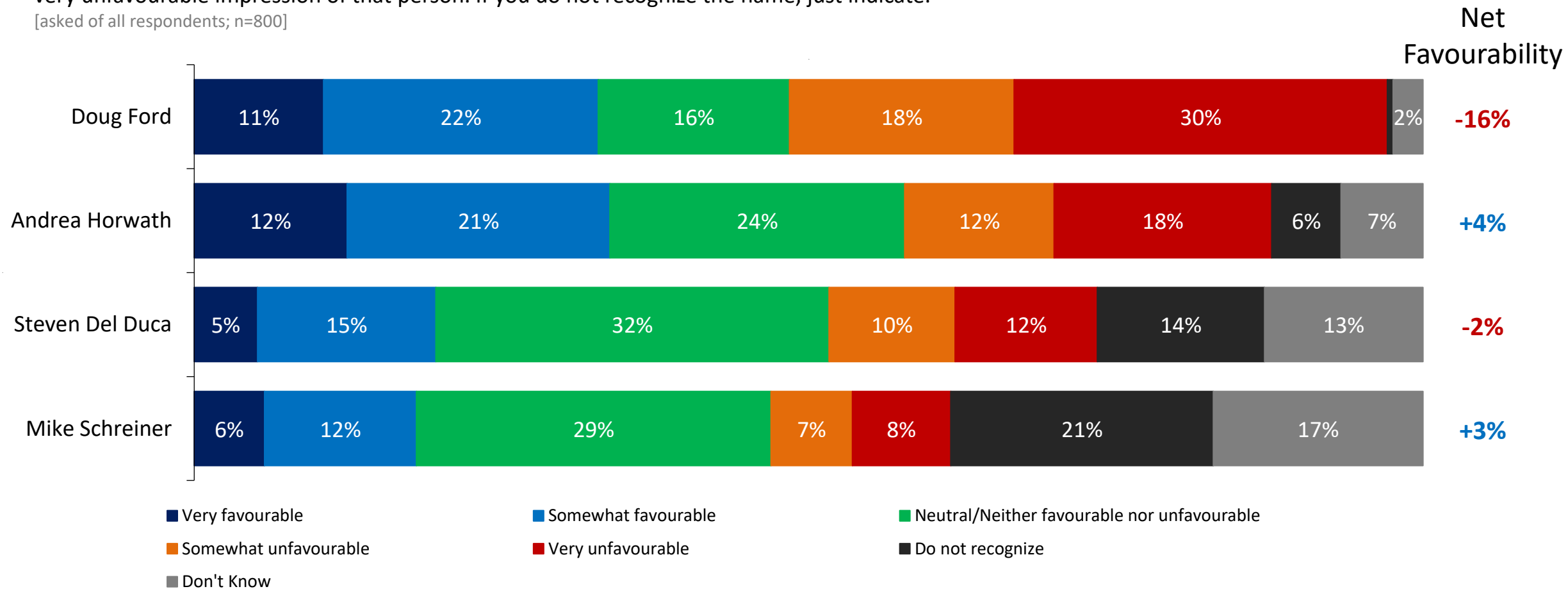
Doug Ford Favourability: The share of Ontarians with a favourable view of Ford are at their lowest point since before the pandemic

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.
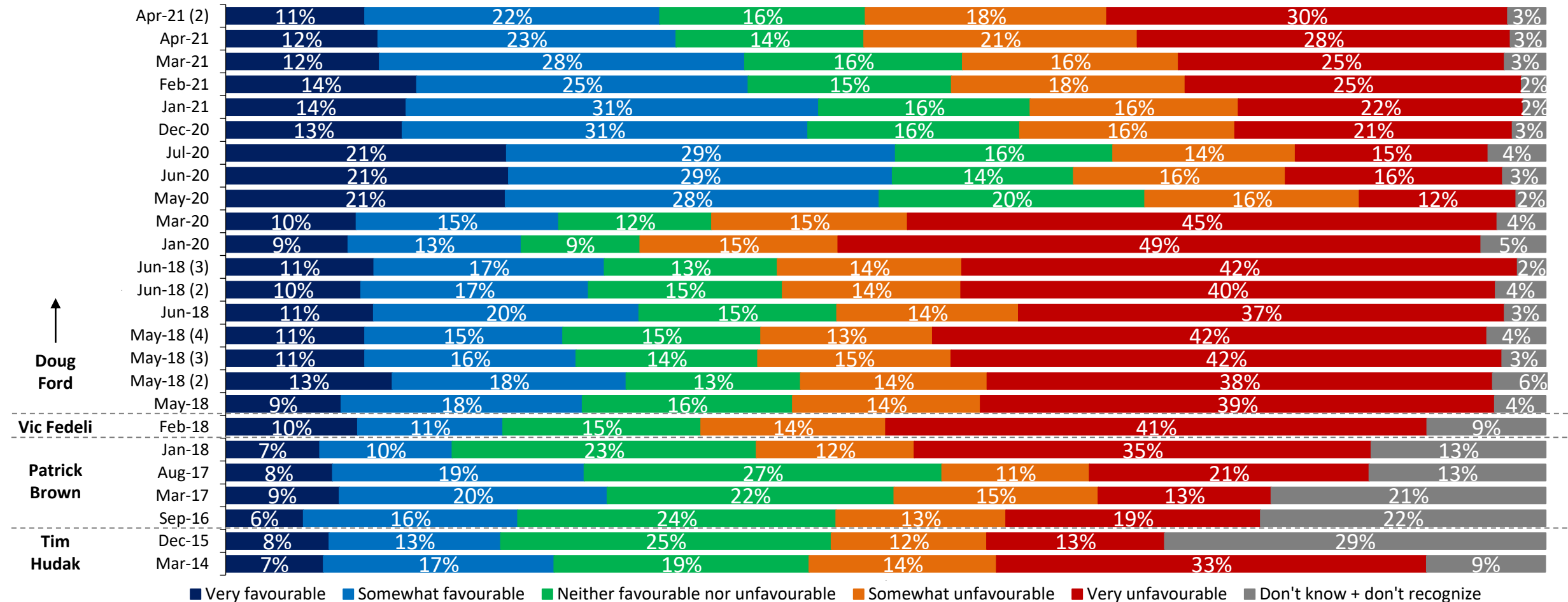
[asked of all respondents; n=800]

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
Doug Ford						
Apr-21 (2)	11%	22%	16%	18%	30%	3%
Apr-21	12%	23%	14%	21%	28%	3%
Mar-21	12%	28%	16%	16%	25%	3%
Feb-21	14%	25%	15%	18%	25%	2%
Jan-21	14%	31%	16%	16%	22%	2%
Dec-20	13%	31%	16%	16%	21%	3%
Jul-20	21%	29%	16%	14%	15%	4%
Jun-20	21%	29%	14%	16%	16%	3%
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%

Current data: April 2021

Doug Ford: The share of Ontarians who have a very unfavourable view of Ford is up from 27% to 33%

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. **Doug Ford, leader of the Ontario PC Party**

[asked of all respondents; n=800]

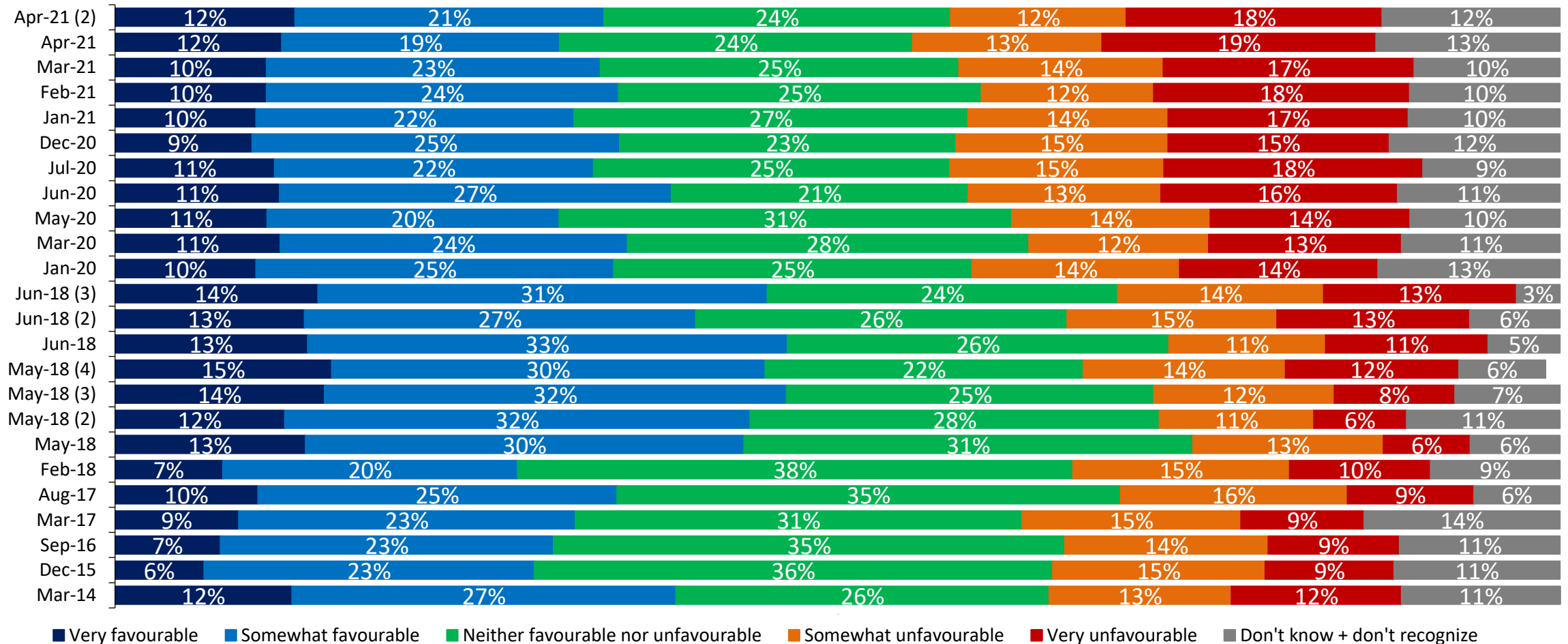| Leader Favourability	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Very favourable	11%	10%
Somewhat favourable	26%	19%
Neither favourable nor unfavourable	15%	16%
Somewhat unfavourable	18%	18%
Very unfavourable	27%	33%
Do not recognize/Don't know	3%	3%

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Andrea Horwath Favourability: Horwath's favourability is back up to 33% after a drop in early April

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=800]

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
Apr-21 (2)	12%	21%	24%	12%	18%	12%
Apr-21	12%	19%	24%	13%	19%	13%
Mar-21	10%	23%	25%	14%	17%	10%
Feb-21	10%	24%	25%	12%	18%	10%
Jan-21	10%	22%	27%	14%	17%	10%
Dec-20	9%	25%	23%	15%	15%	12%
Jul-20	11%	22%	25%	15%	18%	9%
Jun-20	11%	27%	21%	13%	16%	11%
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: April 2021

Andrea Horwath: Positive impressions of Andrea Horwath are steady since the latest round of restrictions in Ontario

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. **Andrea Horwath, leader of the Ontario NDP**

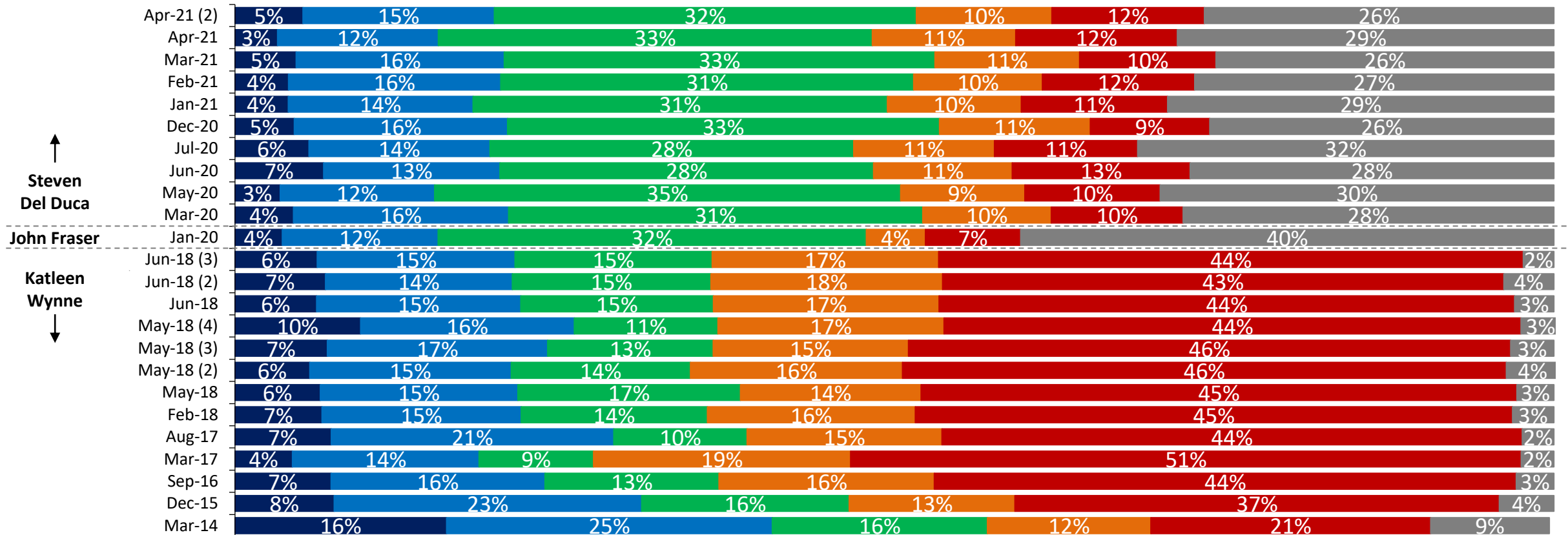[asked of all respondents; n=800]

Leader Favourability	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Very favourable	11%	13%
Somewhat favourable	23%	20%
Neither favourable nor unfavourable	23%	25%
Somewhat unfavourable	12%	12%
Very unfavourable	18%	18%
Do not recognize/Don't know	12%	13%

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Steven Del Duca Favourability: Del Duca's favourability is up since early April to 20% but many continue to have no impression of him

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=800]

Steven Del Duca

Date	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
Apr-21 (2)	5%	15%	32%	10%	12%	26%
Apr-21	3%	12%	33%	11%	12%	29%
Mar-21	5%	16%	33%	11%	10%	26%
Feb-21	4%	16%	31%	10%	12%	27%
Jan-21	4%	14%	31%	10%	11%	29%
Dec-20	5%	16%	33%	11%	9%	26%
Jul-20	6%	14%	28%	11%	11%	32%
Jun-20	7%	13%	28%	11%	13%	28%
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: April 2021

Steven Del Duca: Impressions are Del Duca are unchanged since the latest round of restrictions

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. **Steven Del Duca, leader of the Ontario Liberal Party**
[asked of all respondents; n=800]

Leader Favourability	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Very favourable	5%	5%
Somewhat favourable	14%	15%
Neither favourable nor unfavourable	34%	31%
Somewhat unfavourable	10%	10%
Very unfavourable	12%	12%
Do not recognize/Don't know	26%	27%

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Mike Schreiner Favourability: Nearly 1-in-5 have a positive impression of Schreiner but most have no impression of him or are neutral

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=800]

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize
Apr-21 (2)	6%	12%	29%	7%	8%	38%
Apr-21	4%	12%	31%	6%	8%	39%
Mar-21	7%	13%	33%	7%	7%	33%
Feb-21	7%	14%	32%	5%	7%	34%
Jan-21	6%	11%	30%	8%	7%	39%
Dec-20	6%	12%	30%	9%	7%	35%
Jul-20	7%	14%	28%	7%	9%	35%
Jun-20	10%	15%	25%	7%	9%	34%
May-20	7%	14%	31%	7%	7%	36%

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

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Current data: April 2021
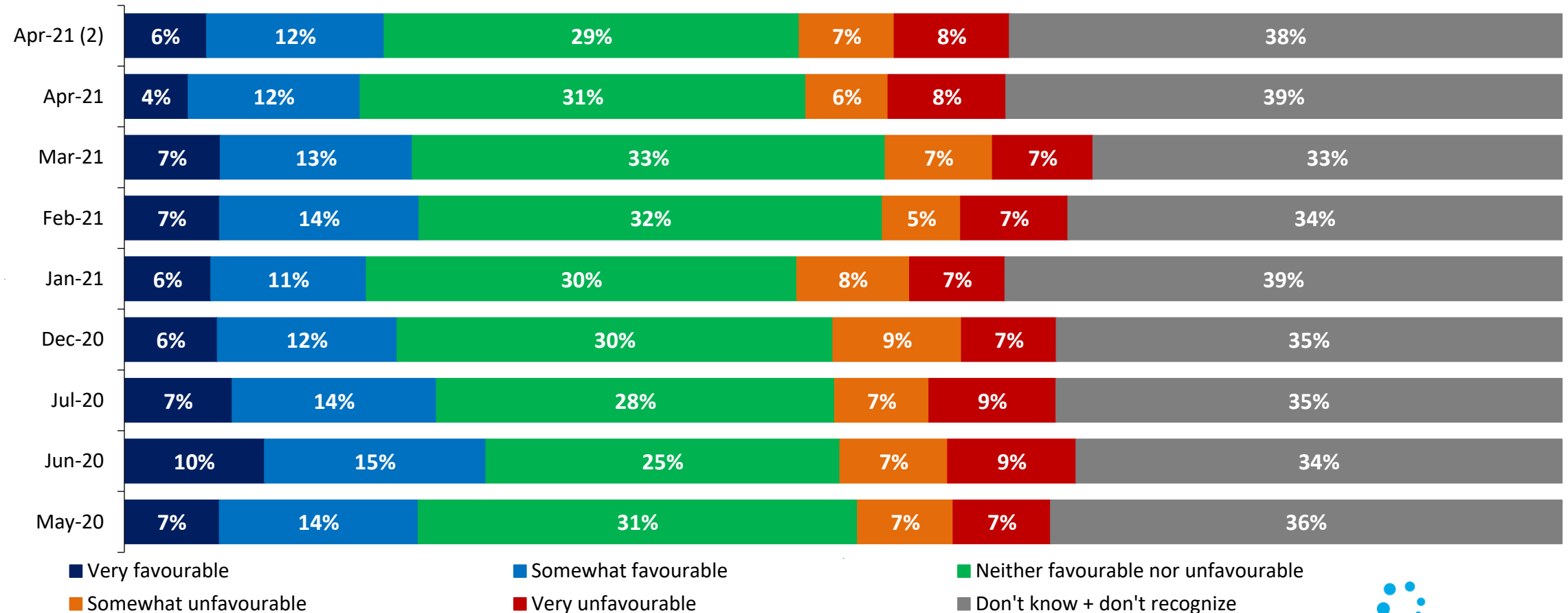
Mike Schreiner: Impressions of Schreiner are unchanged since the latest round of restrictions were announced
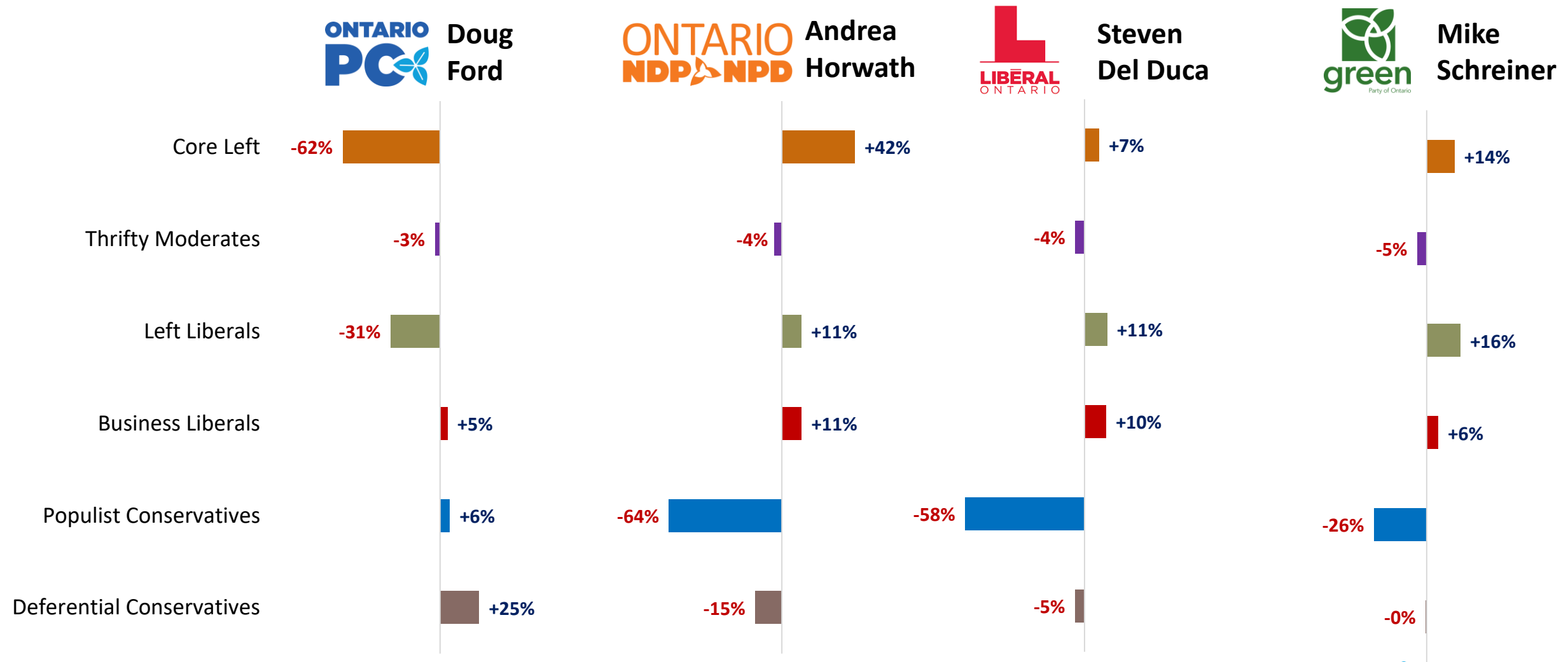
Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate. **Mike Schreiner, leader of the Ontario Green Party**

[asked of all respondents; n=800]

Leader Favourability	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Very favourable	6%	6%
Somewhat favourable	12%	12%
Neither favourable nor unfavourable	33%	26%
Somewhat unfavourable	6%	7%
Very unfavourable	8%	8%
Do not recognize/Don't know	36%	41%

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Ontario Party Leader NET Favourables Tracking: Ford's net favourability remains low after dropping in early April

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 perso 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=800]

Legend: ━━ Del Duca/Fraser/Wynne/McGuinty   ━━ Ford/Fedeli/Brown/Hudak   ━━ Andrea Horwath

Current data: April 2021

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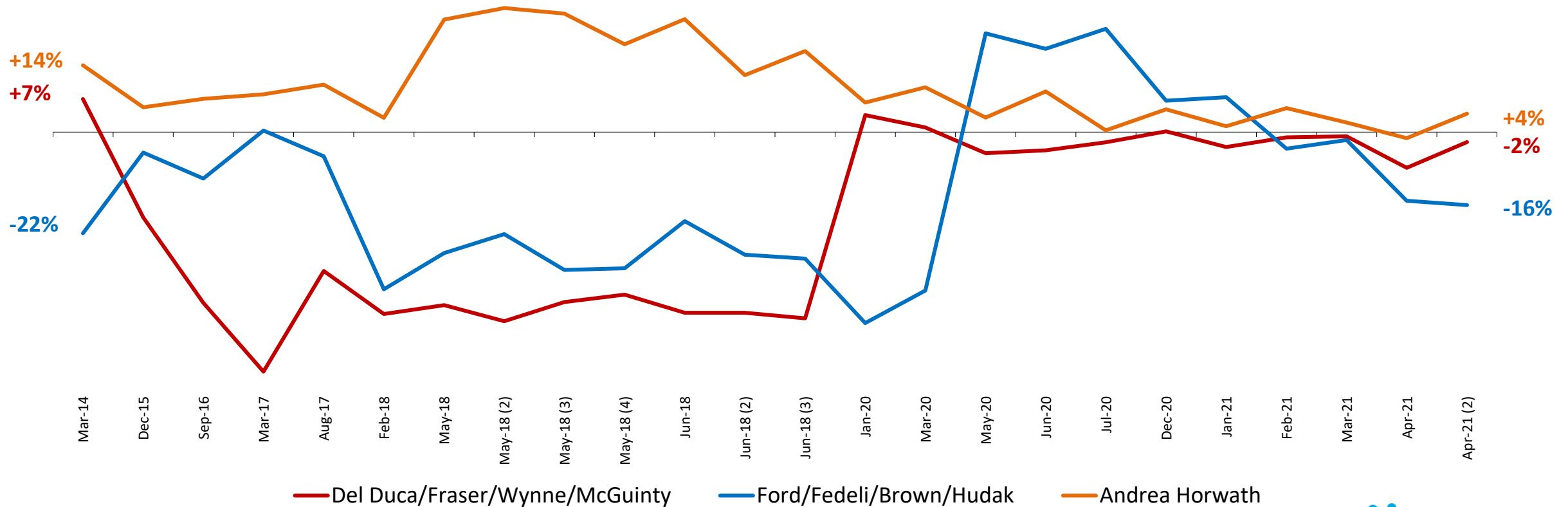
Leader favourability by Value Clusters: Thrifty Moderates have a net negative impression of every leader in Ontario

	ONTARIO PC Doug Ford	**ONTARIO NDP NPD** Andrea Horwath	**LIBERAL ONTARIO** Steven Del Duca	**green** Mike Schreiner
Core Left	-62%	+42%	+7%	+14%
Thrifty Moderates	-3%	-4%	-4%	-5%
Left Liberals	-31%	+11%	+11%	+16%
Business Liberals	+5%	+11%	+10%	+6%
Populist Conservatives	+6%	-64%	-58%	-26%
Deferential Conservatives	+25%	-15%	-5%	-0%

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: Alienated voters have a strongly negative impression of Doug Ford (net -56%)

	Doug Ford (Ontario PC)	**Andrea Horwath** (Ontario NDP/NPD)	**Steven Del Duca** (Liberal Ontario)	**Mike Schreiner** (Green Party of Ontario)
Achievers	+4%	-12%	-8%	-4%
Strugglers	+14%	+9%	+6%	+7%
Ambivalent	-25%	+1%	-2%	+2%
Alienated	-56%	+16%	-5%	+7%
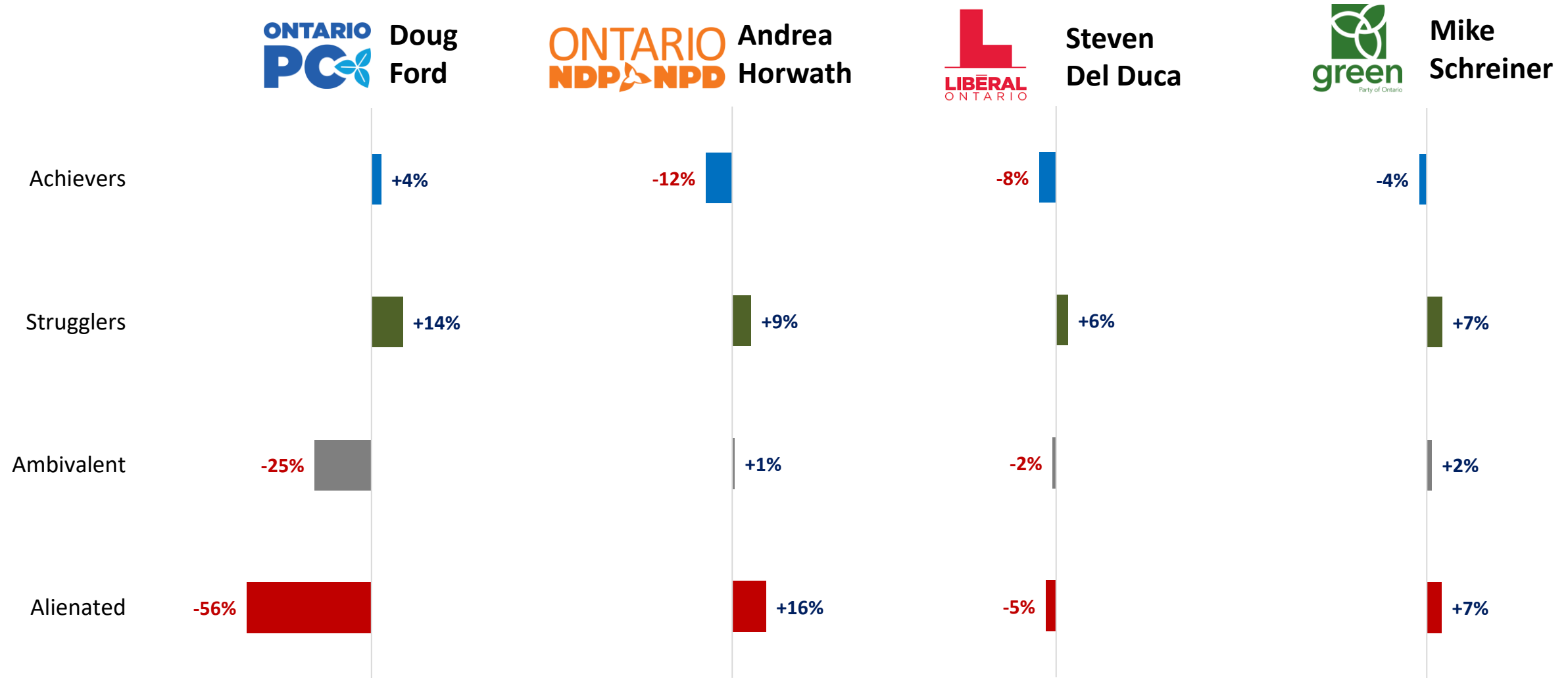
NET Favourability by Economic Gap:

Each chart shows the net favourability (% favourable minus % unfavourable) for each leader within INNOVATIVE's 4 economic gap segments.

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Best Premier Tracking: Doug Ford remains the top choice for best premier, but is down significantly since March

Q Which of the following leaders would make the best Premier of Ontario?
[asked of all respondents; n=800]

Legend:
- Del Duca/Fraser/Wynne/McGuinty
- Ford/Fedeli/Brown/Hudak
- Andrea Horwath
- Other
- None of the above
- Undecided/Don't know

Current data: April 2021

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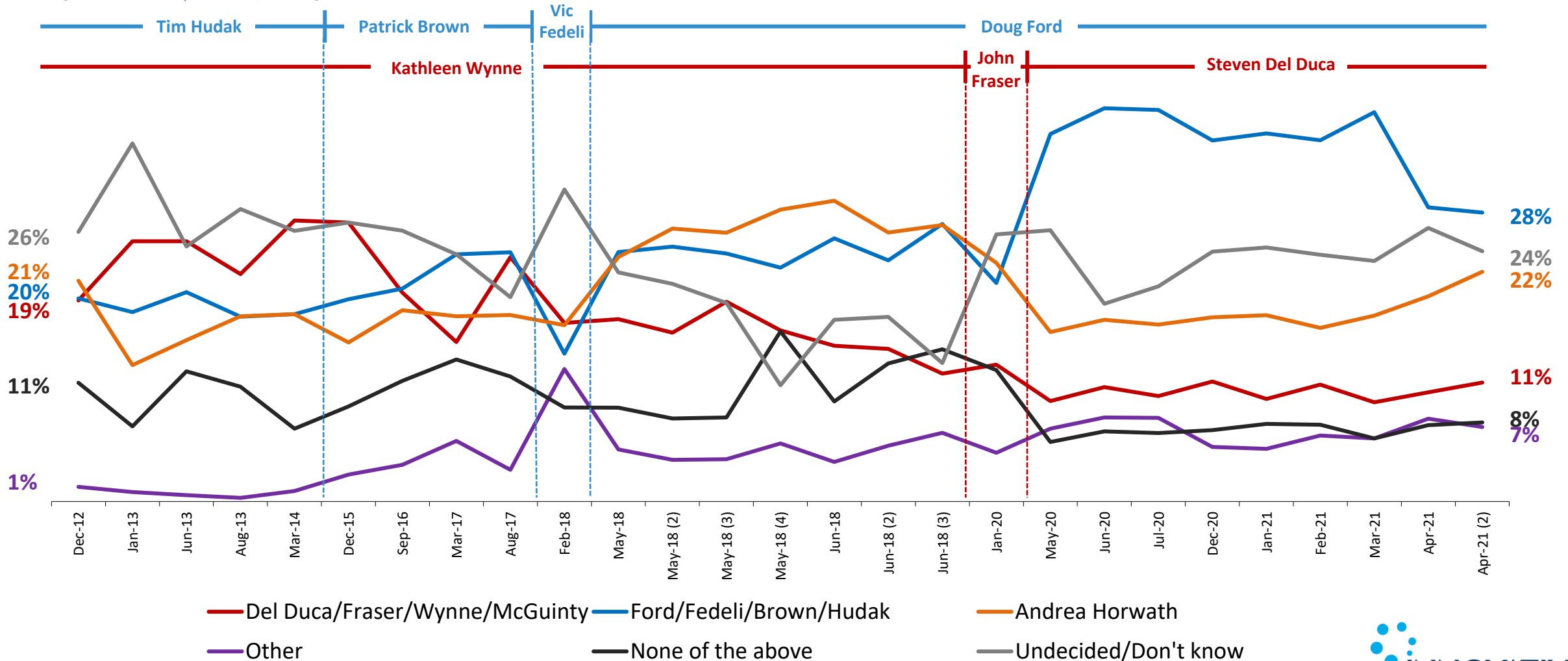
Best Premier: Before the latest round of restrictions were announced, 32% said Ford was the best Premier; now only 24% say so

Q Which of the following leaders would make the best Premier of Ontario?
[asked of all respondents; n=800]

	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Steven Del Duca	9%	14%
Doug Ford	32%	24%
Andrea Horwath	23%	21%
Mike Schreiner	6%	5%
Other	2%	1%
None of the above	6%	9%
Undecided/Don't know	23%	25%

Best Premier

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The Liberals now hold a lead over the PCs in Ontario.

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: The Liberals (30%) hold a lead over the PCs (26%) and the NDP (23%)

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; n=800]

Current data: April 2021
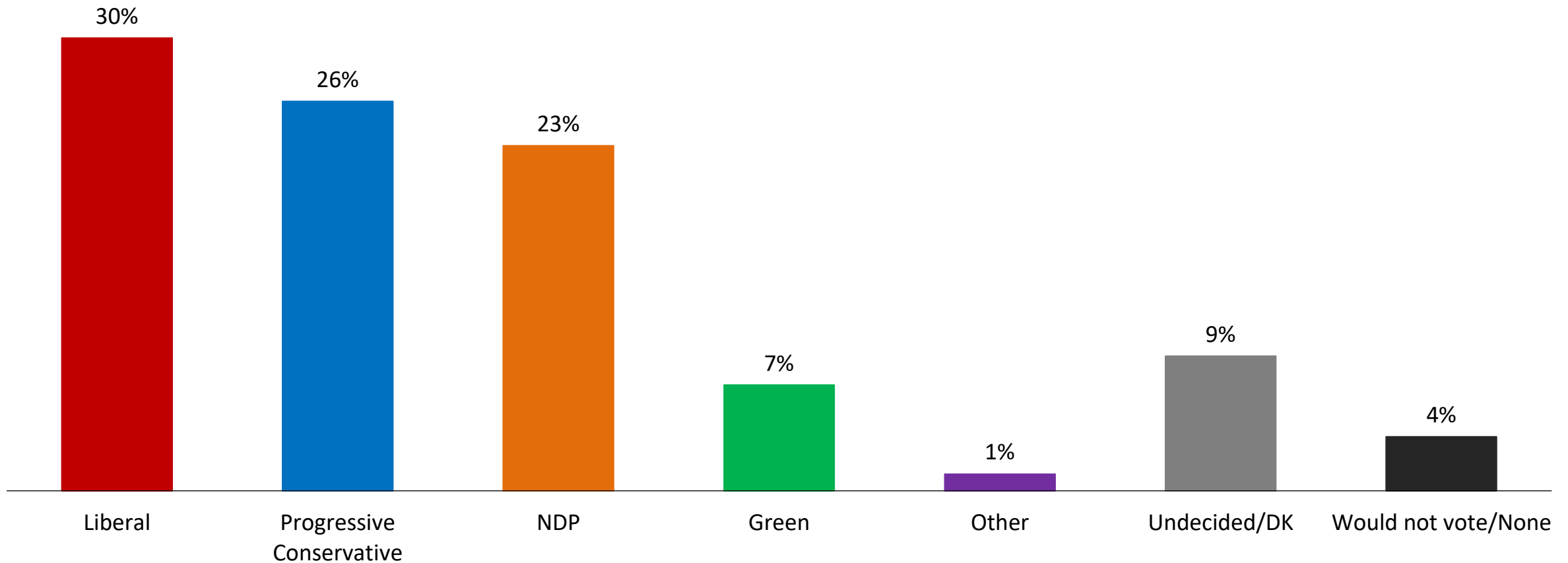
Provincial Vote Tracking: The PCs are down since early April, leaving the Liberals (30%) in the lead as the NDP climb to 23%

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; n=800]

Current data: April 2021
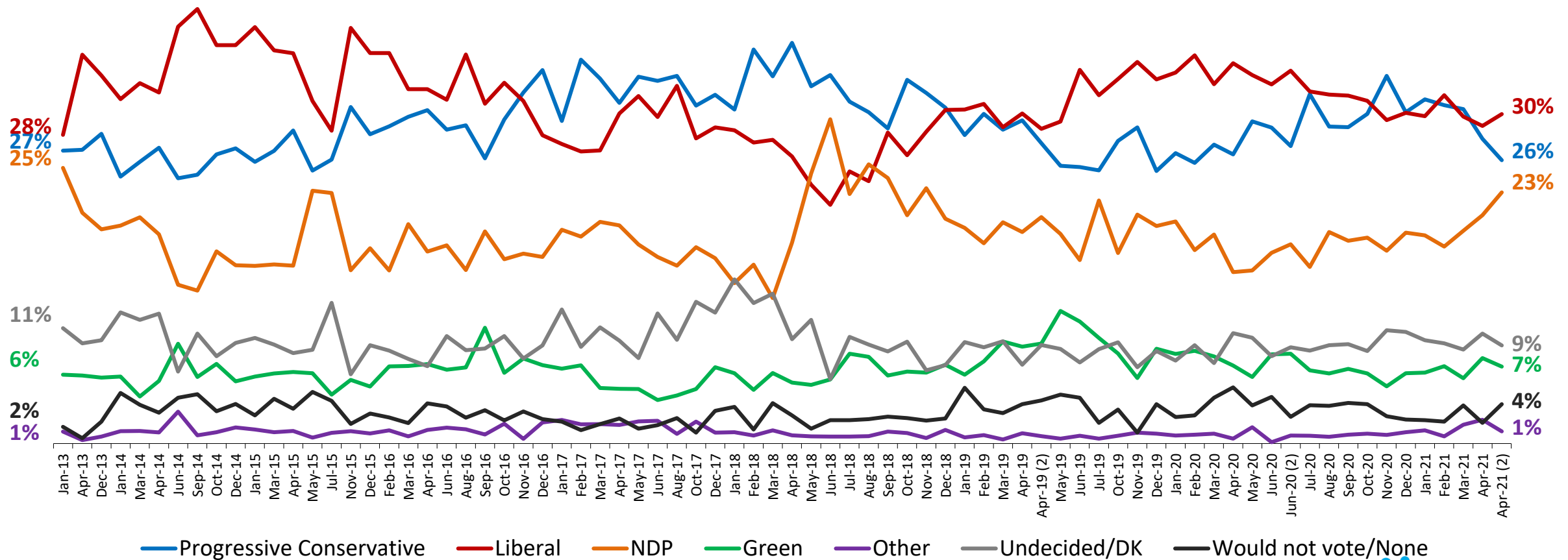
Combined Vote: While the Liberals and PCs were tied before the latest restrictions, the Liberals now lead by 7
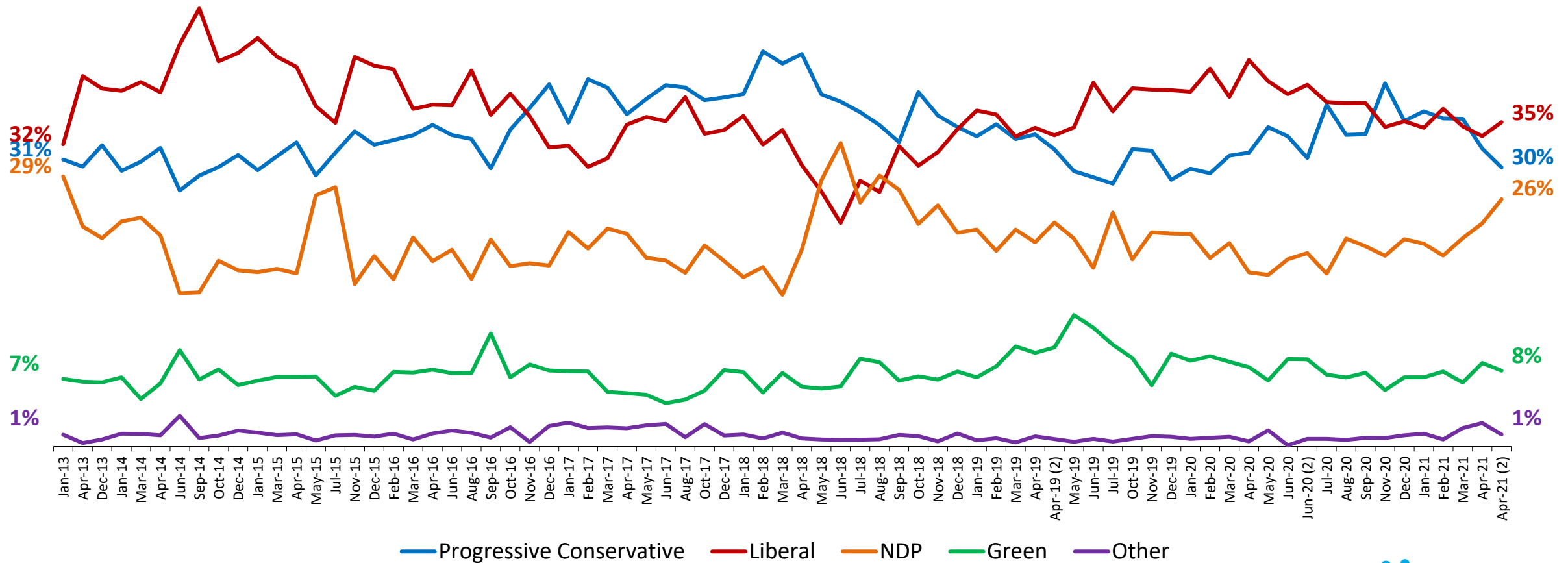
Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; n=800]

Combined Vote	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Liberal	28%	32%
Progressive Conservative	27%	25%
NDP	23%	23%
Green	9%	6%
Other	1%	1%
Undecided	8%	10%
Would not vote	3%	4%

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Provincial Decided Vote Tracking: Among decided voters, the Liberals now hold a 5-point lead while the PCs trail at 30%; the NDP are at (26%)

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]**
[asked only of decided voters; n=699]

Current data: April 2021

Decided Vote: Among decided voters, the Liberals lead by 8 points since Ford's latest announcements
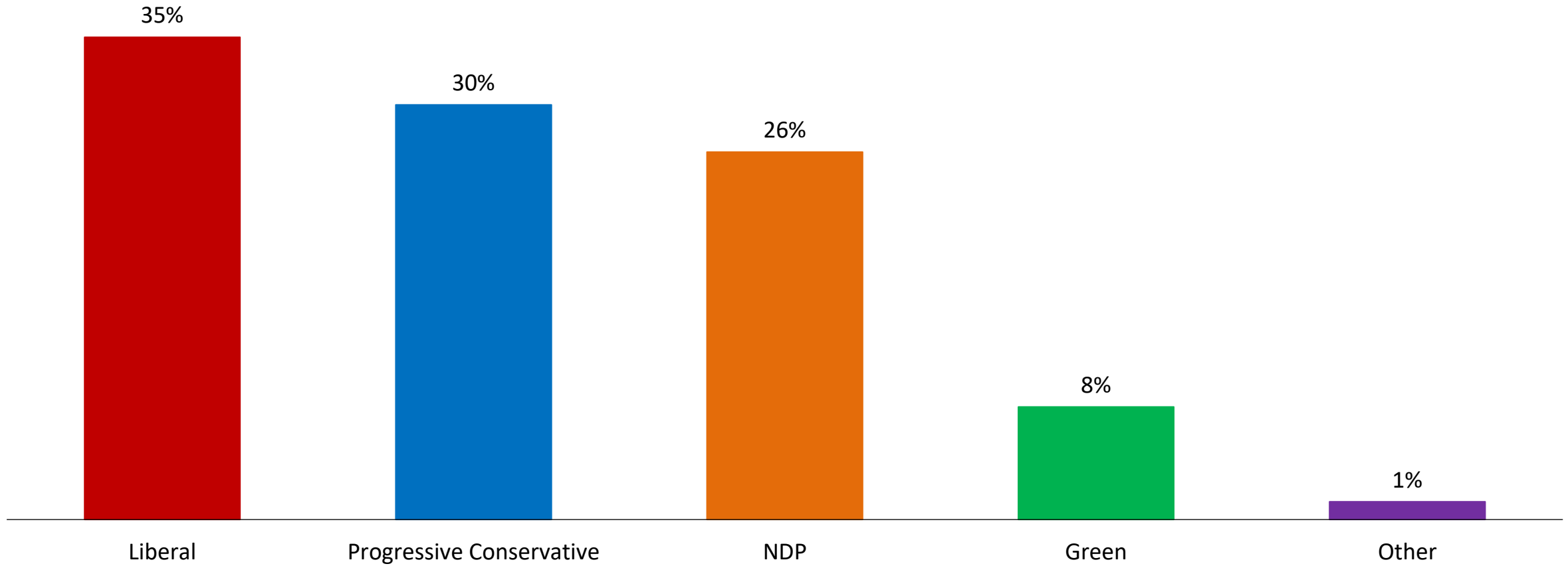
Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[asked only of decided voters; n=699]

Decided Vote	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Liberal	32%	37%
Progressive Conservative	31%	29%
NDP	26%	27%
Green	10%	7%
Other	2%	1%

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Decided Vote by Region: In the GTA outside Toronto, the Liberals and Conservative are separated by only 1 point

Decided vote by Region

Region

Decided Vote	Toronto (N=149)	Rest of GTA (N=184)	South/West (N=174)	North/East (N=193)
Liberal	40%	33%	33%	33%
Progressive Conservative	25%	32%	29%	32%
NDP	28%	28%	25%	24%
Green	6%	6%	12%	8%
Other	1%	1%	1%	2%

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Current data: April 2021

Decided Vote by Value Cluster: The Ontario Liberals hold a 4-point lead over the PCs among Thrifty Moderate voters

Value Clusters

	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
	(N=79)	(N=77)	(N=159)	(N=122)	(N=165)	(N=97)
Liberal	10%	36%	43%	43%	28%	40%
Progressive Conservative	72%	44%	29%	17%	9%	36%
NDP	6%	15%	22%	27%	51%	17%
Green	4%	5%	6%	12%	12%	7%
Other	8%	0%	0%	2%	1%	0%

Decided Vote

Current data: April 2021

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Decided Vote by Economic Gap: While the PCs lead among Achievers, the Liberals lead among both Strugglers and Ambivalent voters

Economic Gap

Decided Vote	Achievers (N=181)	Strugglers (N=189)	Ambivalent (N=130)	Alienated (N=199)
Liberal	34%	39%	35%	31%
Progressive Conservative	43%	32%	23%	20%
NDP	17%	19%	30%	40%
Green	6%	8%	11%	9%
Other	0%	2%	1%	1%

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Current data: April 2021

Combined Vote by Party ID: PC and NDP voters are the most loyal to their party; 45% of unaligned voters are undecided or would not vote

Provincial Party Identification

Provincial Combined Vote	Liberal (N=279)	Progressive Conservative (N=183)	NDP (N=123)	Green (N=32)	Other (N=17)	Unaligned (N=166)
Liberal	69%	6%	9%	6%	22%	12%
Progressive Conservative	8%	78%	4%	3%	25%	20%
NDP	13%	8%	84%	13%	17%	14%
Green	5%	2%	1%	75%	12%	6%
Other	0%	1%	0%	0%	18%	2%
Undecided/DK	5%	3%	0%	3%	0%	31%
Would not vote/None	0%	2%	1%	0%	6%	14%

Note: Current data: April 2021

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Second Choice: 2nd choice votes are unchanged since the latest announcements

Q And which party would be your second choice?
[asked only of decided voters; n=699]

Second Choice	Before Friday's Announcements (N=371)	After Friday's Announcements (N=429)
Liberal	22%	23%
Progressive Conservative	10%	9%
NDP	20%	23%
Green	13%	14%
Other	2%	1%
Undecided	20%	19%
Would not vote	12%	10%

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Provincial 2nd Choice: A majority of NDP voters say the Liberals are their 2nd 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=242)	(N=208)	(N=184)	(N=56)
Liberal 2nd Choice		22%	53%	31%
PC 2nd Choice	18%		8%	13%
NDP 2nd Choice	42%	14%		32%
Green 2nd Choice	15%	10%	21%	
Other 2nd Choice	1%	3%	0%	2%
Undecided	17%	28%	14%	16%
WNV/None	7%	23%	4%	7%

Second Choice

Note: 'Other' in Combined Vote not shown due to insufficient sample size.
Current data: April 2021

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Methodology

Survey Methodology

These are the results of an online survey conducted between April 15th and April 20th, 2021.

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 Ontario population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=899 Ontario residents, 18 years or older. The results are weighted to n=800 based on Census data from Statistics Canada.

Field Dates: April 15th to April 20th, 2021.

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 (%)
Men 18-34	109	12.2%	110	13.8%
Men 35-54	136	15.2%	133	16.6%
Men 55+	183	20.4%	141	17.7%
Women 18-34	117	13.0%	110	13.8%
Women 35-54	156	17.4%	142	17.8%
Women 55+	196	21.9%	161	20.3%
Toronto	221	24.6%	167	20.8%
Rest of GTA	220	24.5%	211	26.3%
South/West	220	24.5%	206	25.7%
North/East	238	26.5%	217	27.1%

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(e) glyle@innovativeresearch.ca

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