Ontario Politics

Government Approval

Government Approval Tracking: Satisfaction with the provincial government has decreased slightly since the last wave of tracking

Q Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Ontario? Would you say you are...?
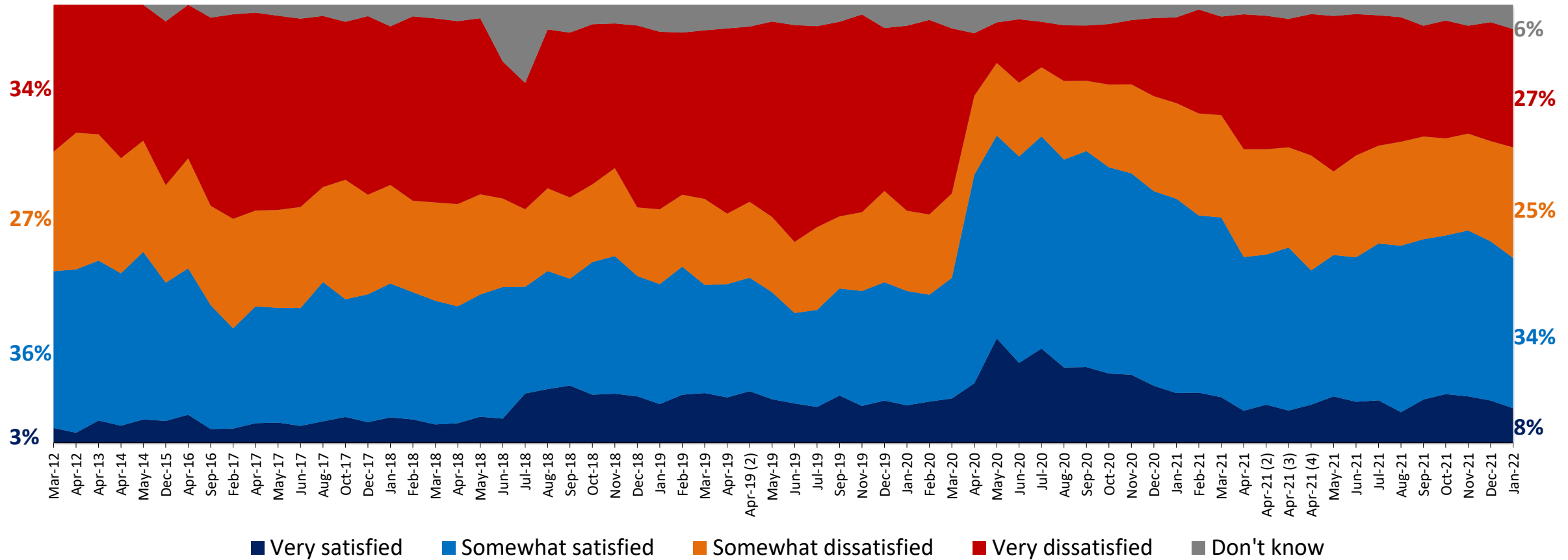[asked of all respondents; n=500]

Legend: Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know

Current data: January 2022

INNOVATIVE RESEARCH GROUP

COVID-19 Handling: Ontarians are more likely to disapprove of how the Ontario government is handling the COVID-19 outbreak

Q Do you approve or disapprove of the way the Ontario Government has handled the outbreak of COVID-19?
[asked of all respondents; n=500]

Approve: 32%

Disapprove: 50%

- Strongly approve: 8%
- Somewhat approve: 24%
- Neither approve nor disapprove: 16%
- Somewhat disapprove: 22%
- Strongly disapprove: 28%
- Don't know: 2%

Current data: January 2022

INNOVATIVE RESEARCH GROUP
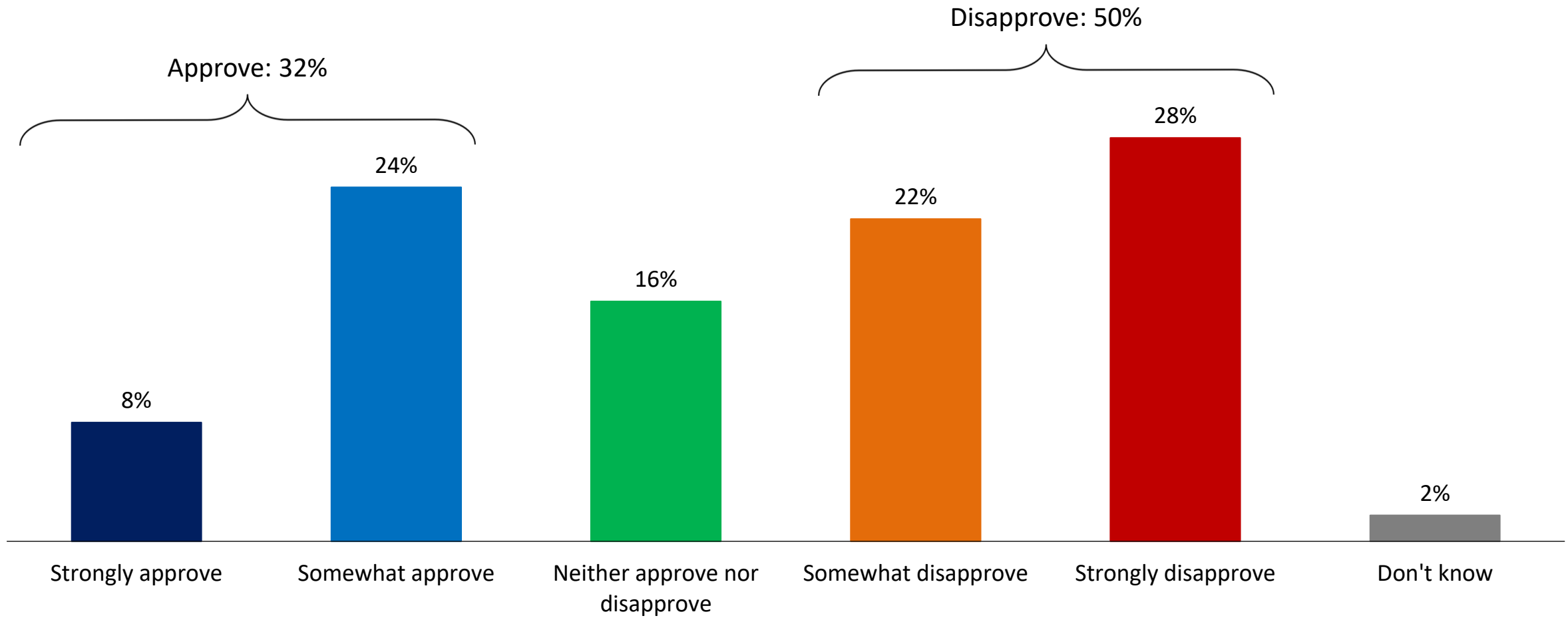
COVID-19 Handling Tracking: Approval of the Ontario government's handling of the pandemic dropped to a low since October '21

Q Do you approve or disapprove of the way the Ontario Government has handled the outbreak of COVID-19?
[asked of all respondents; n=500]

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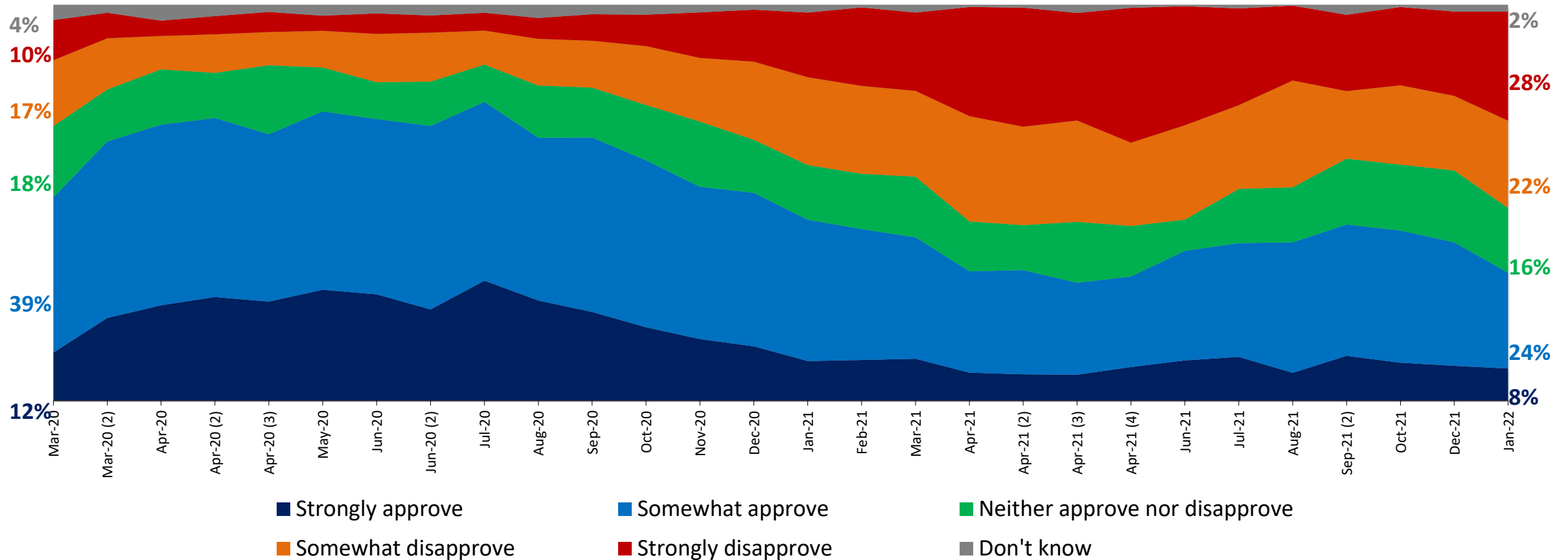- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Don't know

Current data: January 2022

INNOVATIVE RESEARCH GROUP

Lockdown

COVID-19 Provincial Restrictions: After the latest round of restrictions, Ontarians are far more likely to say restrictions are too tight

Q Now, thinking about the restrictions the provincial government in [PROV] 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=500]

Net Tight
(% too tight - % too loose)

+7% — Ontario

-3% — National Average

-15%
-16%

Aug 6-18 | Sep 3-29 | Oct 1-Nov 3 | Nov 5-Dec 2 | Dec 17-Jan 5 | Jan 7-Feb 1 | Feb 4 - Mar 2 | Mar 4-30 | Apr 1-13 | Apr 15 - May 5 | June 30 - July 22 | July 22 - Aug 4 | Sep 10 - 12 | Sept 24 - Oct 5 | Oct 8 - Nov 1 | Dec 16 - 22 | Dec 30 - Jan 5 | Jan 6 - 11

Current data: January 2022

INNOVATIVE
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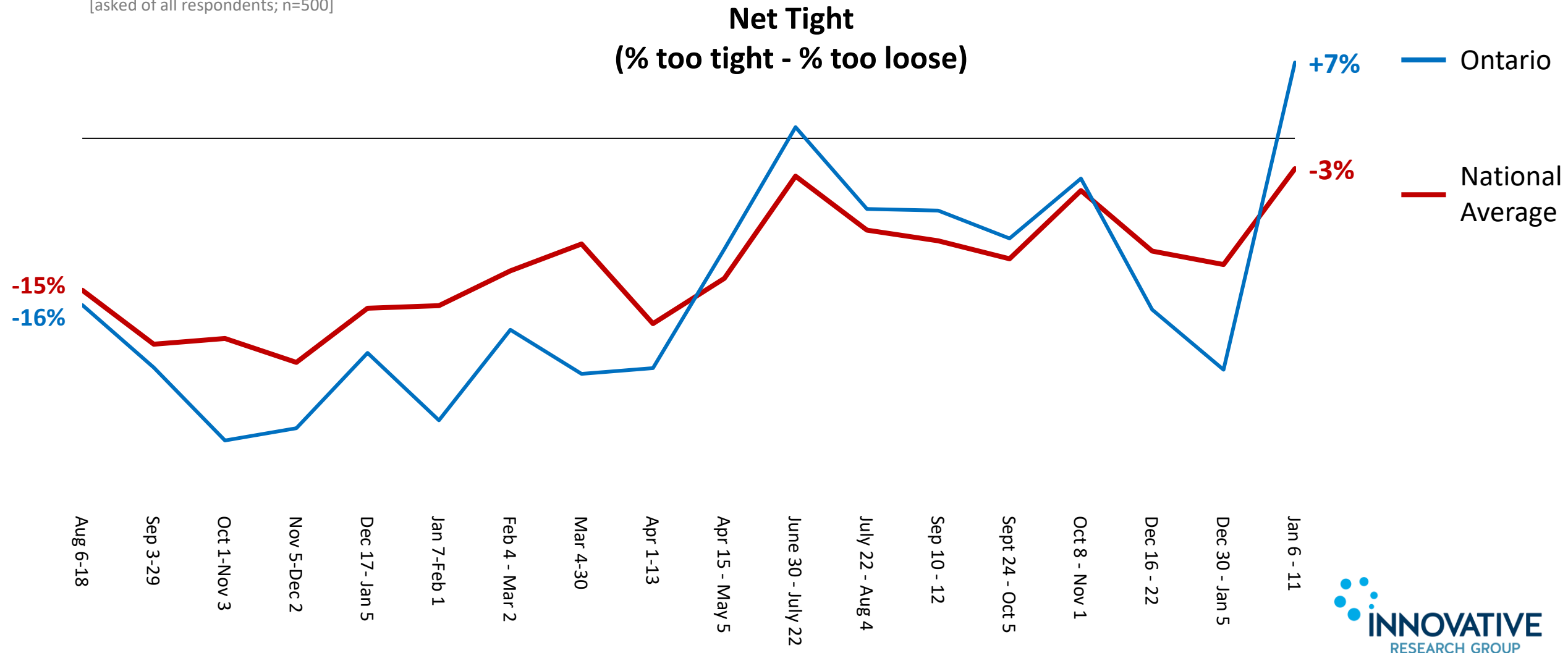
Public Health Restrictions: The share of Ontarians who say that governments don't have a plan is down since April 2021
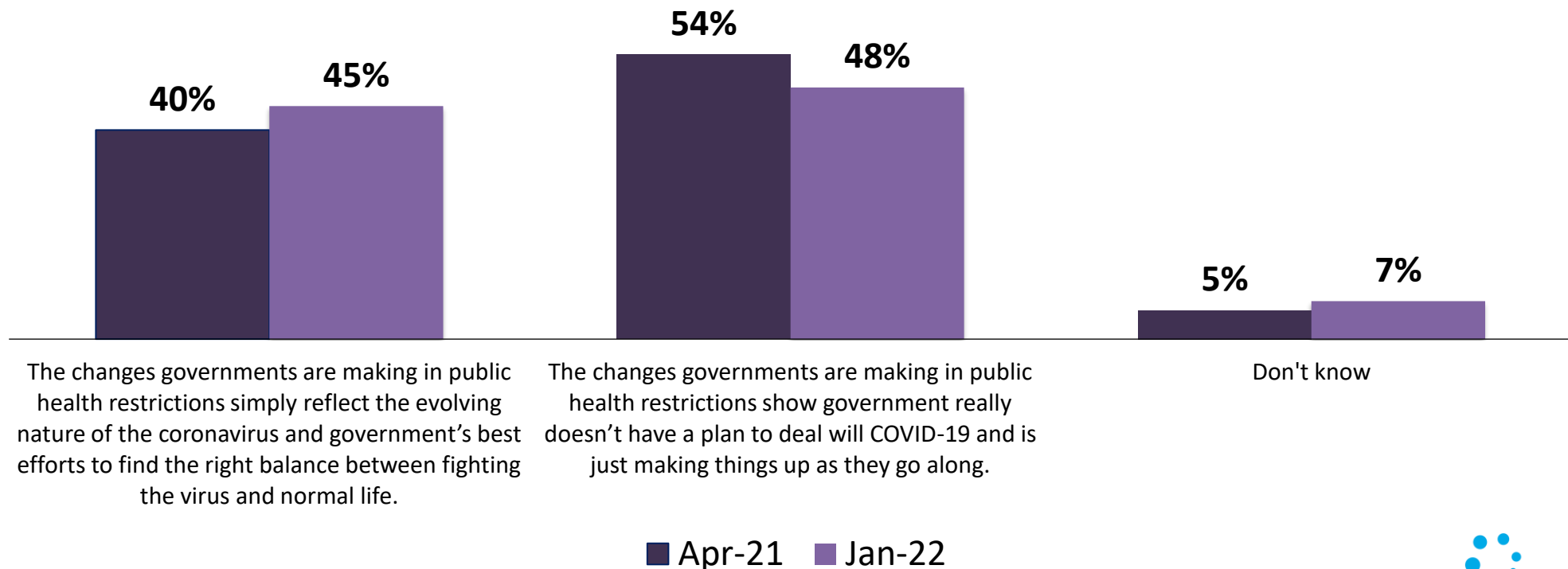
Q There have a number of changes in the public health restrictions in many places in Canada. Which of the following points of view is closest to your own?
[asked of all respondents; n=500]

| | 40% | 45% | | 54% | 48% | | 5% | 7% |

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

■ Apr-21 ■ Jan-22
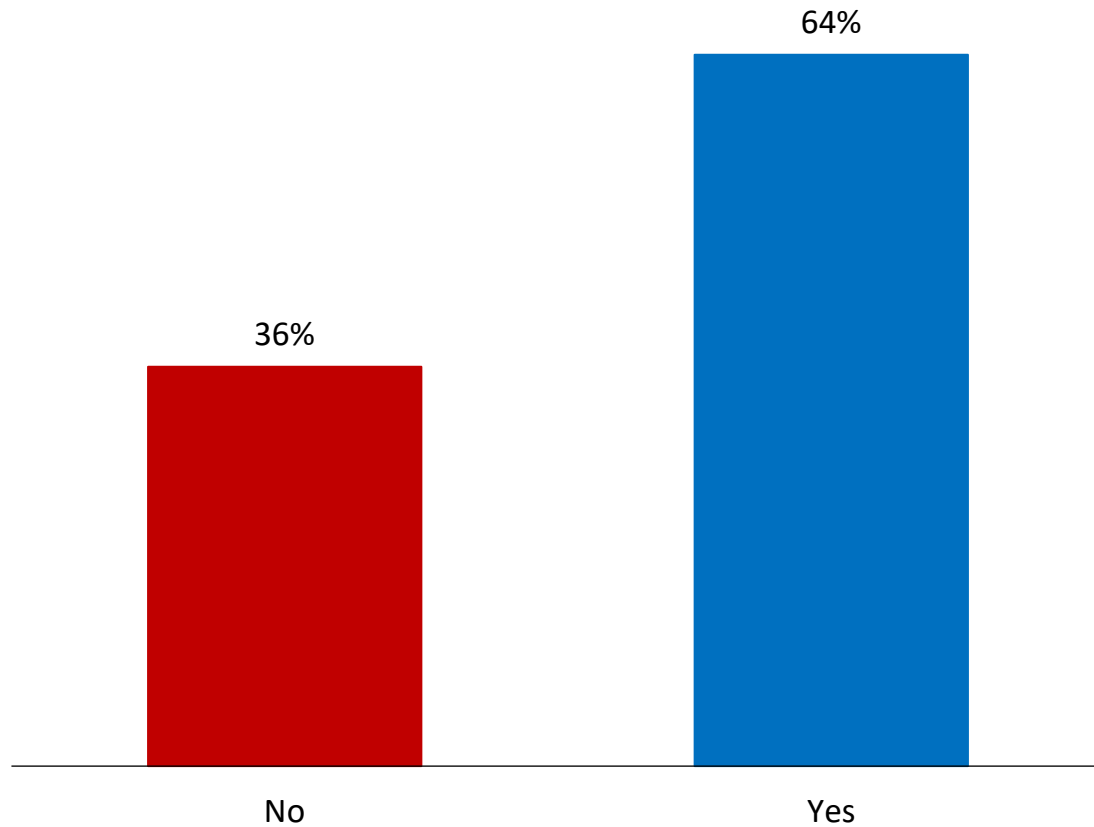
INNOVATIVE RESEARCH GROUP

Current data: January 2022

Read, Seen, Heard

Ontario Read, Seen, Heard: The majority (64%) have RSH about Doug Ford in the last few days; 53% say it left them less favourable

Q Have you read, seen or heard anything about Doug Ford in the last few days?
[Asked of those who have RSH; n=500]

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=320]

64%

36%

No

Yes

A lot less favourable — 27%

Somewhat less favourable — 26%

Less Favourable: 53%

Made no difference — 30%

Somewhat more favourable — 11%

A lot more favourable — 6%

More Favourable: 17%

Current data: January 2022

INNOVATIVE RESEARCH GROUP
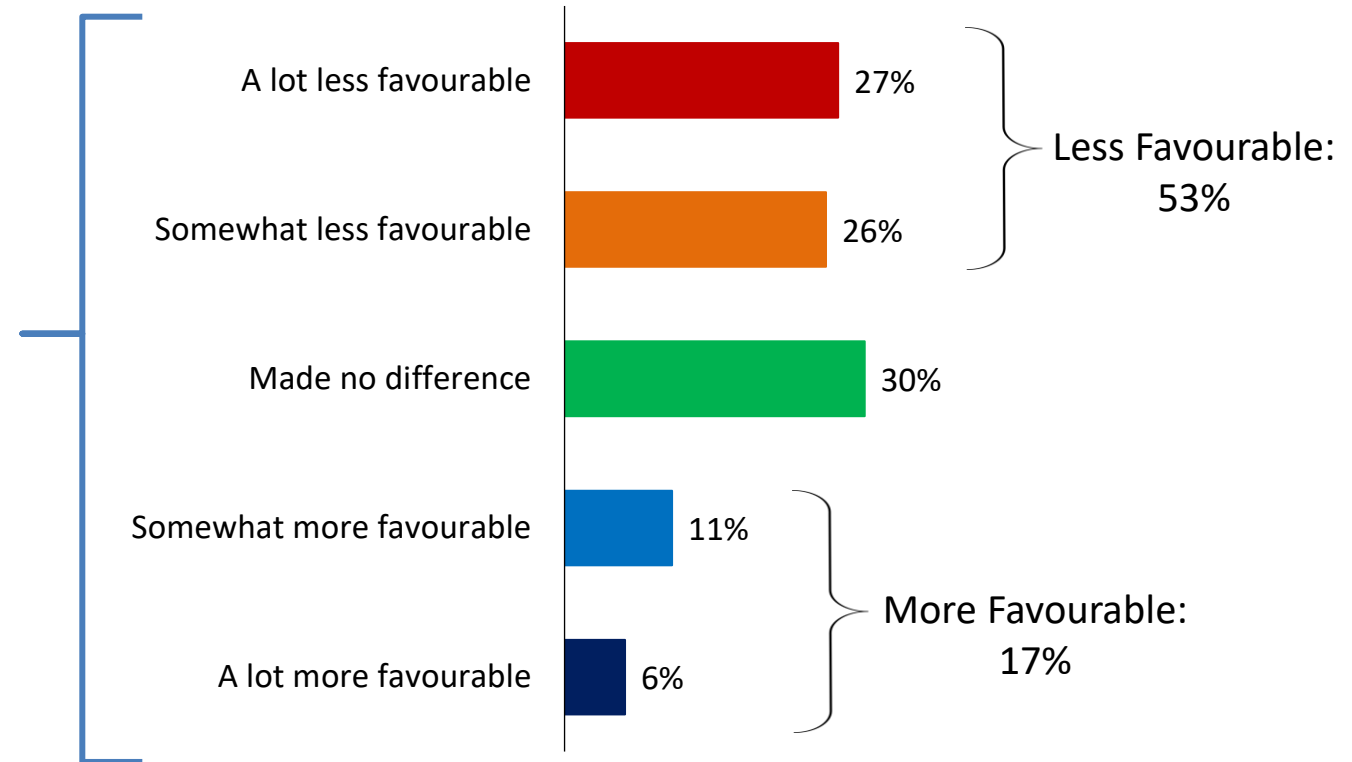
Q And what have you read, seen or hear about Doug Ford? [OPEN END]
[Asked of those who have RSH; n=320]

Impact by RSH

			More fav.	No Difference	Less fav.	NET
COVID-19 Additional/new restrictions/health measures being implemented	28%		23%	30%	47%	-23%
COVID 19- School Closures exented/Reopening Jan 17/flip flopping	22%		14%	36%	50%	-36%
COVID-19 - Another provincial lockdown/stay at home order/new measures	16%		17%	15%	69%	-52%
COVID-19 Response/Strategy/etc. - Negative	10%		4%	30%	65%	-61%
COVID-19 Response/Strategy/Updates - General	10%		15%	42%	43%	-28%
COVID-19 - New Variant Omicron spread/response	3%					
COVID-19 - Testing issues/lack of access to free rapid testing kits	2%					
COVID-19 - Booster shot eligibility announcements/changes/delays	2%					
Speeches/appearances/travel/meetings	1%					
COVID-19 - Ford is MIA/at his cottage-negative	1%					
Other	3%					
None	<1%					
Don't Know	1%					

Note: 'No response' (<1%) not shown

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Read, Seen, Heard Tracking: The share of those who have RSH is up 11-points since the last wave of tracking

Q Have you read, seen or heard anything about Doug Ford in the last few days?
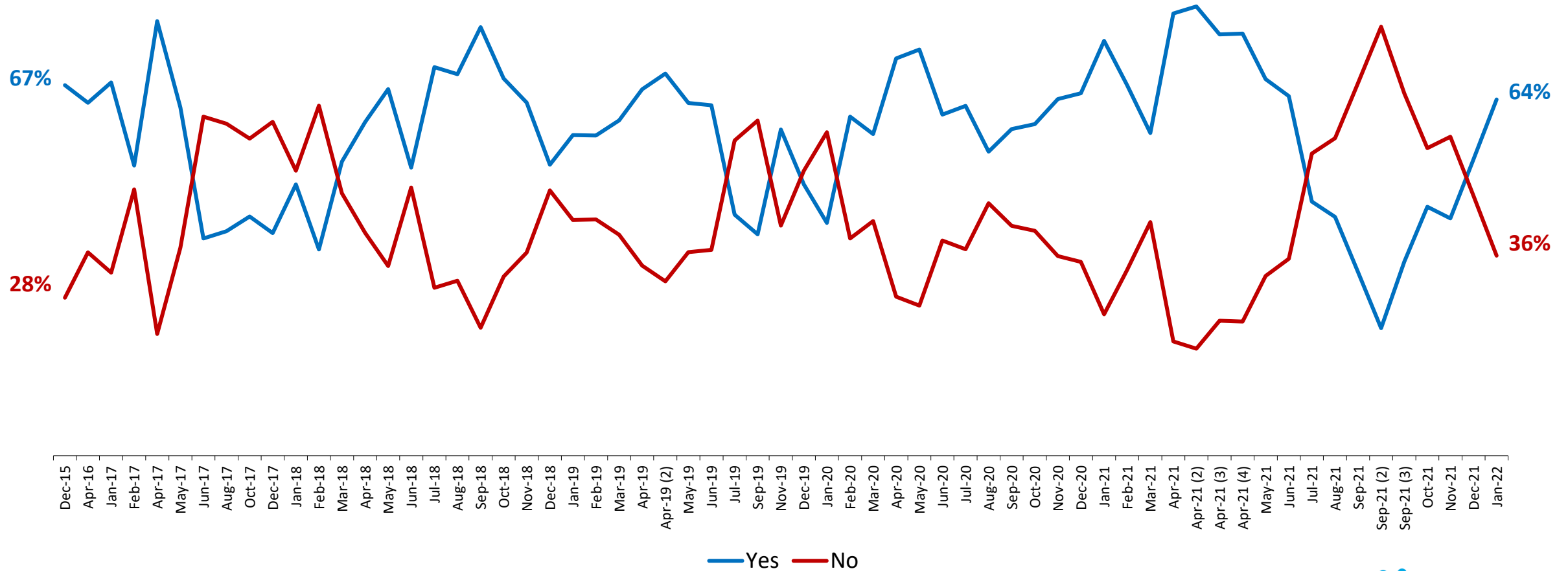[asked of all respondents; n=500]

Yes — **No**

Note: Don't know not shown.
Current data: January 2022

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Ontario Read, Seen, Heard, Impact Tracking: The share who say what they RSH left them less favourable is up 16-points since December

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=320]

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: January 2022
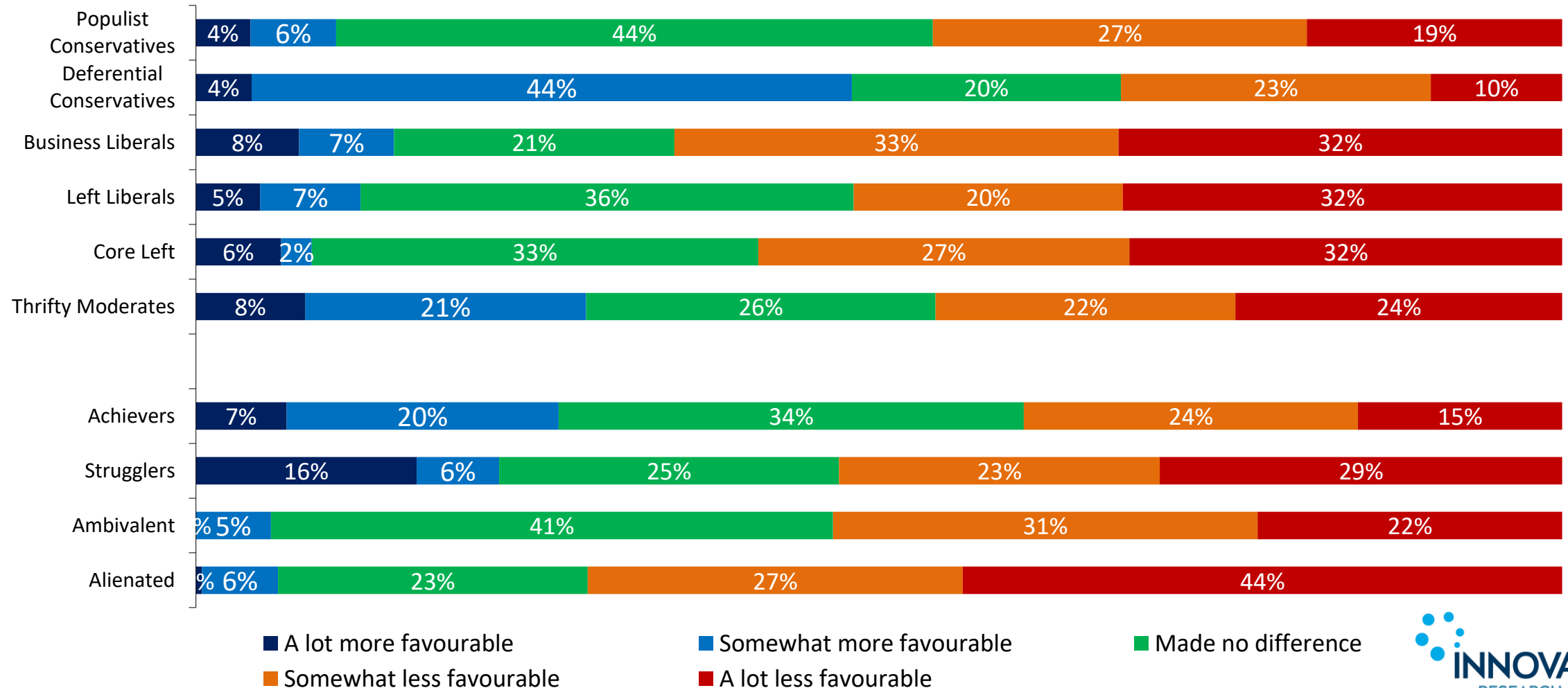
INNOVATIVE
RESEARCH GROUP
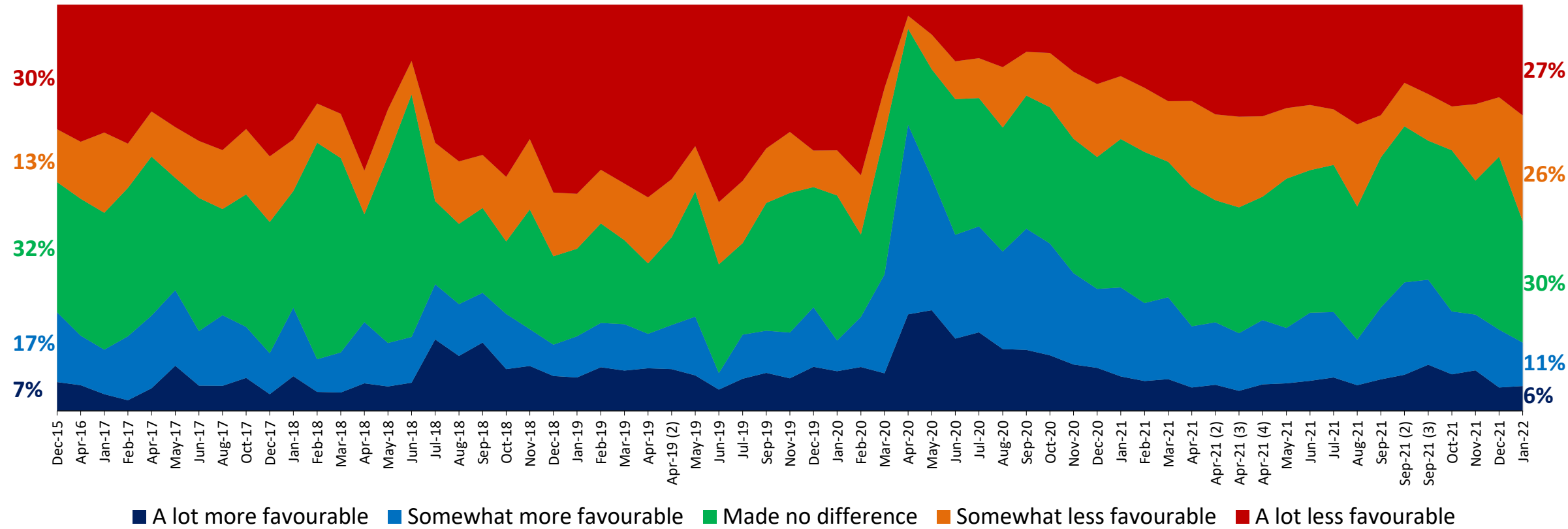
Read, Seen, Heard, Impact: Impact is most negative among Alienated and Business Liberals

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=320]

Group	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable
Populist Conservatives	4%	6%	44%	27%	19%
Deferential Conservatives	4%	44%	20%	23%	10%
Business Liberals	8%	7%	21%	33%	32%
Left Liberals	5%	7%	36%	20%	32%
Core Left	6%	2%	33%	27%	32%
Thrifty Moderates	8%	21%	26%	22%	24%
Achievers	7%	20%	34%	24%	15%
Strugglers	16%	6%	25%	23%	29%
Ambivalent	%	5%	41%	31%	22%
Alienated	%	6%	23%	27%	44%

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

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Read, Seen, Heard, Impact: Impact is least negative among Core and Soft PCs

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?
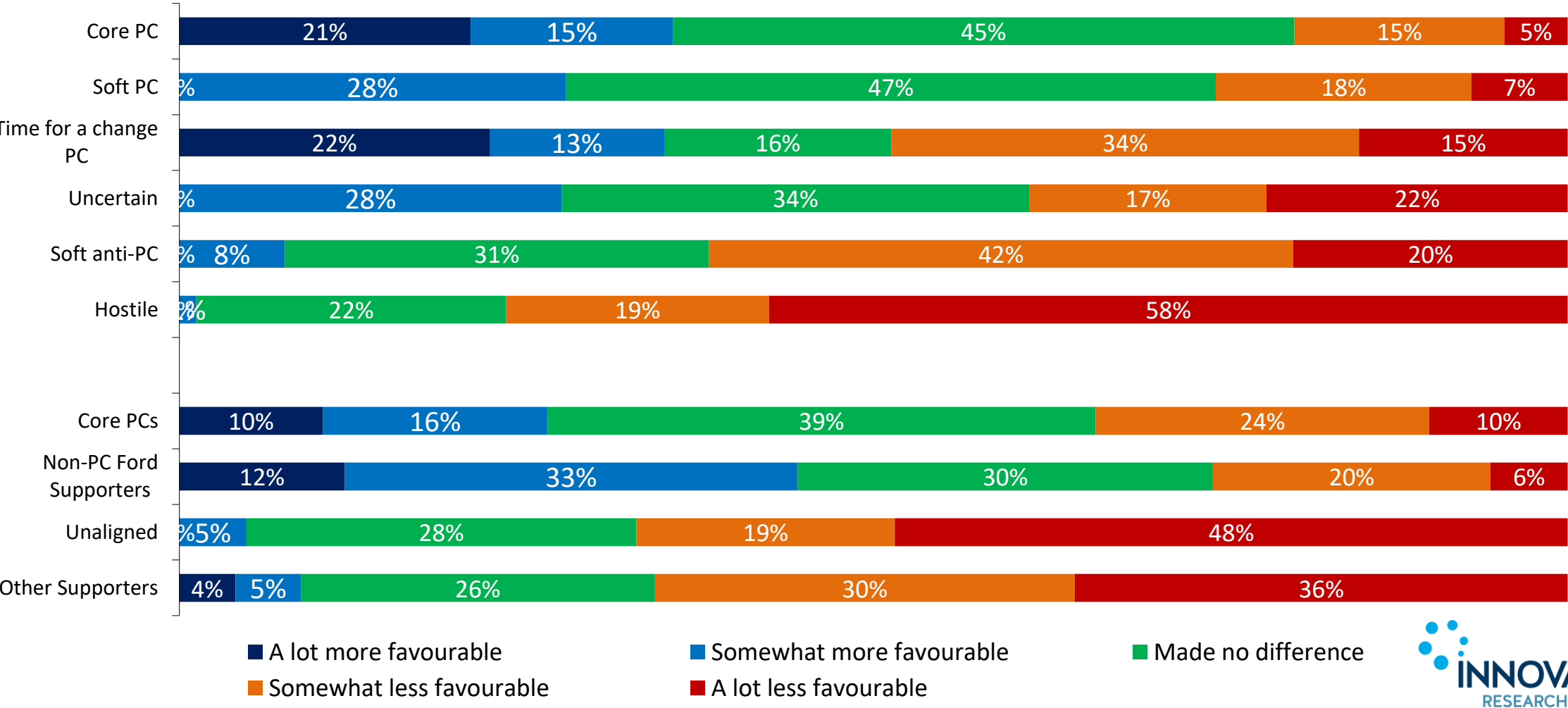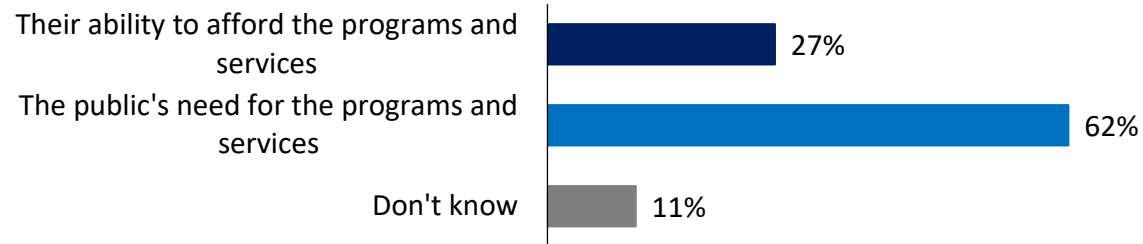
[asked of those who have RSH; n=320]

Category	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable
Core PC	21%	15%	45%	15%	5%
Soft PC	%	28%	47%	18%	7%
Time for a change PC	22%	13%	16%	34%	15%
Uncertain	%	28%	34%	17%	22%
Soft anti-PC	%	8%	31%	42%	20%
Hostile	%		22%	19%	58%
Core PCs	10%	16%	39%	24%	10%
Non-PC Ford Supporters	12%	33%	30%	20%	6%
Unaligned	%	5%	28%	19%	48%
Other Supporters	4%	5%	26%	30%	36%

Legend:
- ■ A lot more favourable
- ■ Somewhat more favourable
- ■ Made no difference
- ■ Somewhat less favourable
- ■ A lot less favourable
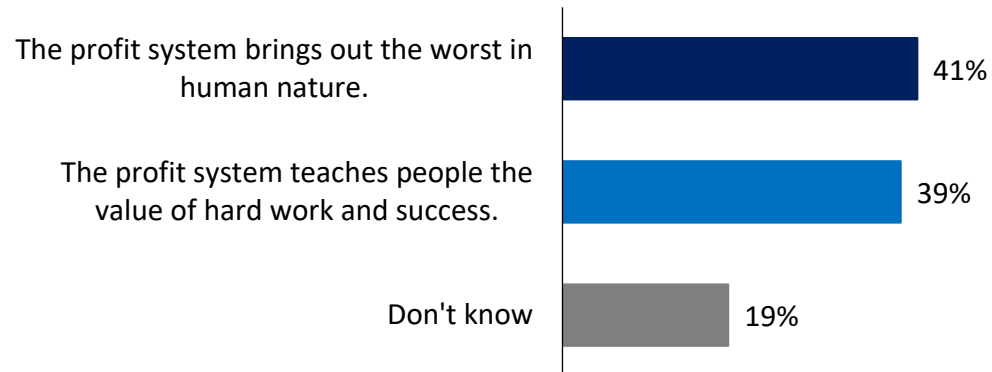
INNOVATIVE RESEARCH GROUP

Value Clusters
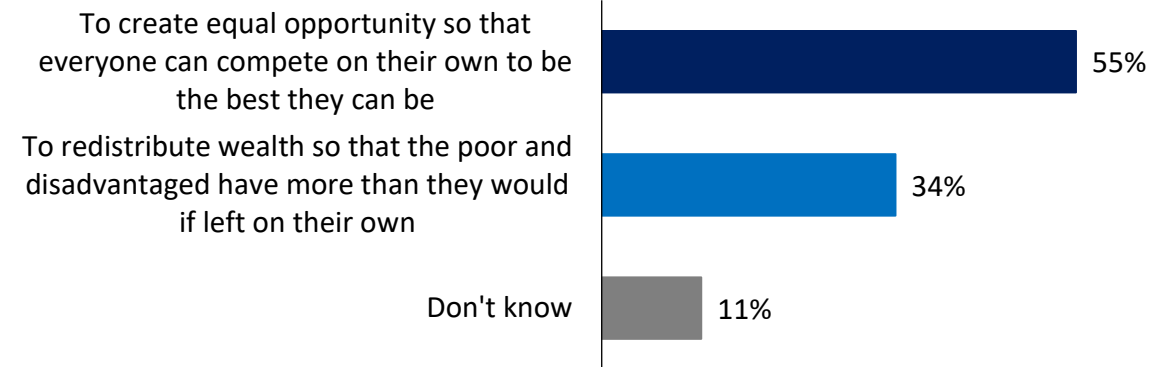
Core Political Values

Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?
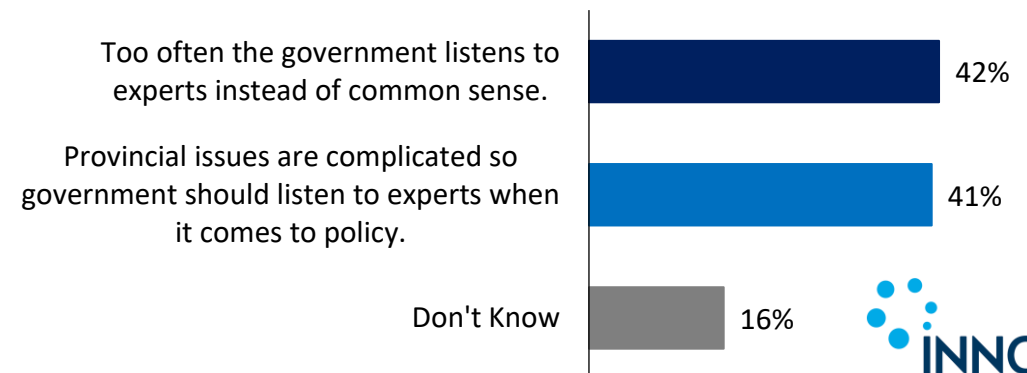[asked of all respondents; n=500]

- Their ability to afford the programs and services — **27%**
- The public's need for the programs and services — **62%**
- Don't know — **11%**

Q Is the main role of government to…?
[asked of all respondents; n=500]

- To create equal opportunity so that everyone can compete on their own to be the best they can be — **55%**
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — **34%**
- Don't know — **11%**

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=500]

- The profit system brings out the worst in human nature. — **41%**
- The profit system teaches people the value of hard work and success. — **39%**
- Don't know — **19%**

Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=500]

- Too often the government listens to experts instead of common sense. — **42%**
- Provincial issues are complicated so government should listen to experts when it comes to policy. — **41%**
- Don't Know — **16%**

Current data: January 2022

INNOVATIVE RESEARCH GROUP

Value Clusters:

Q 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=500]

Current data: January 2022
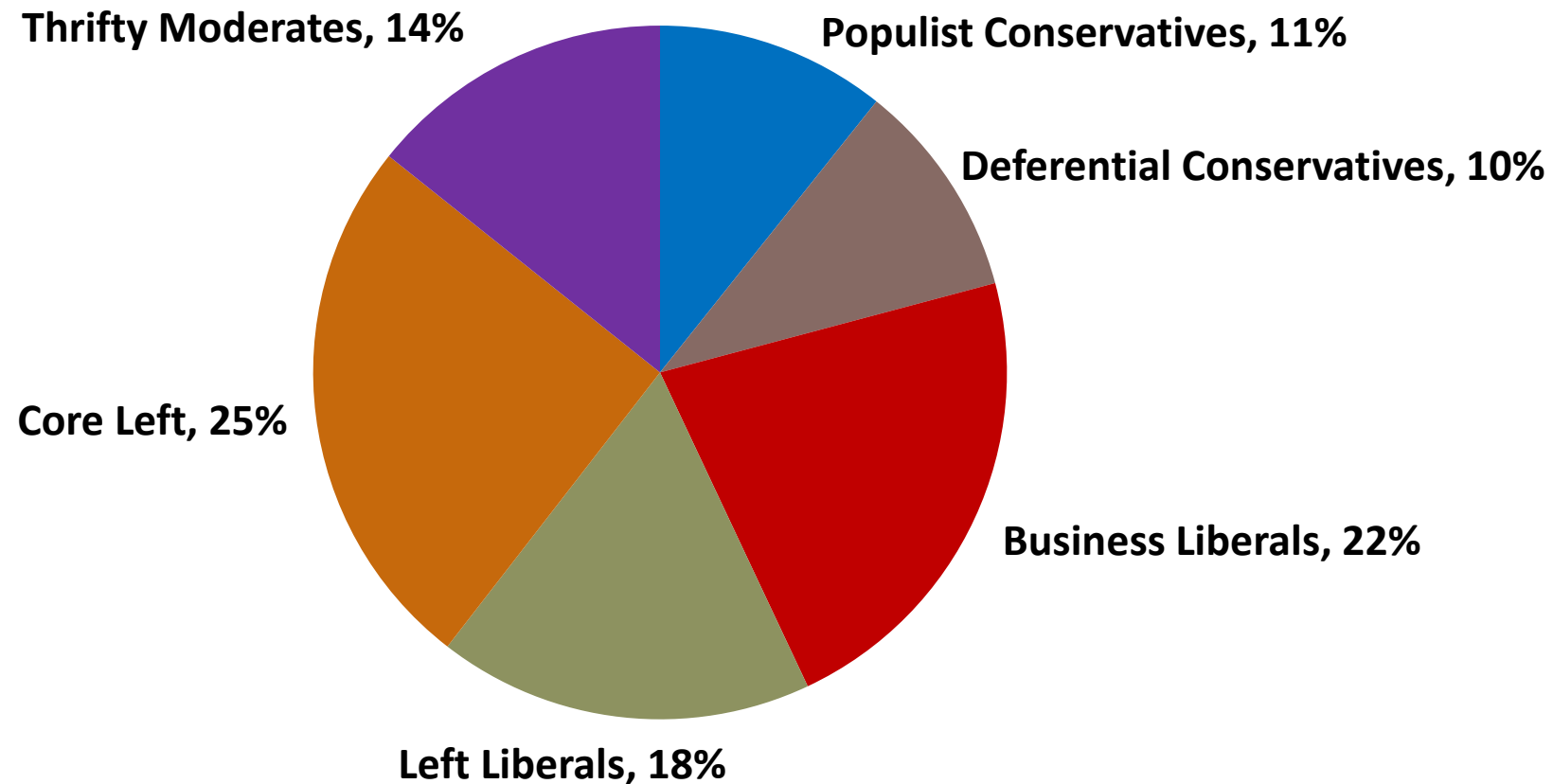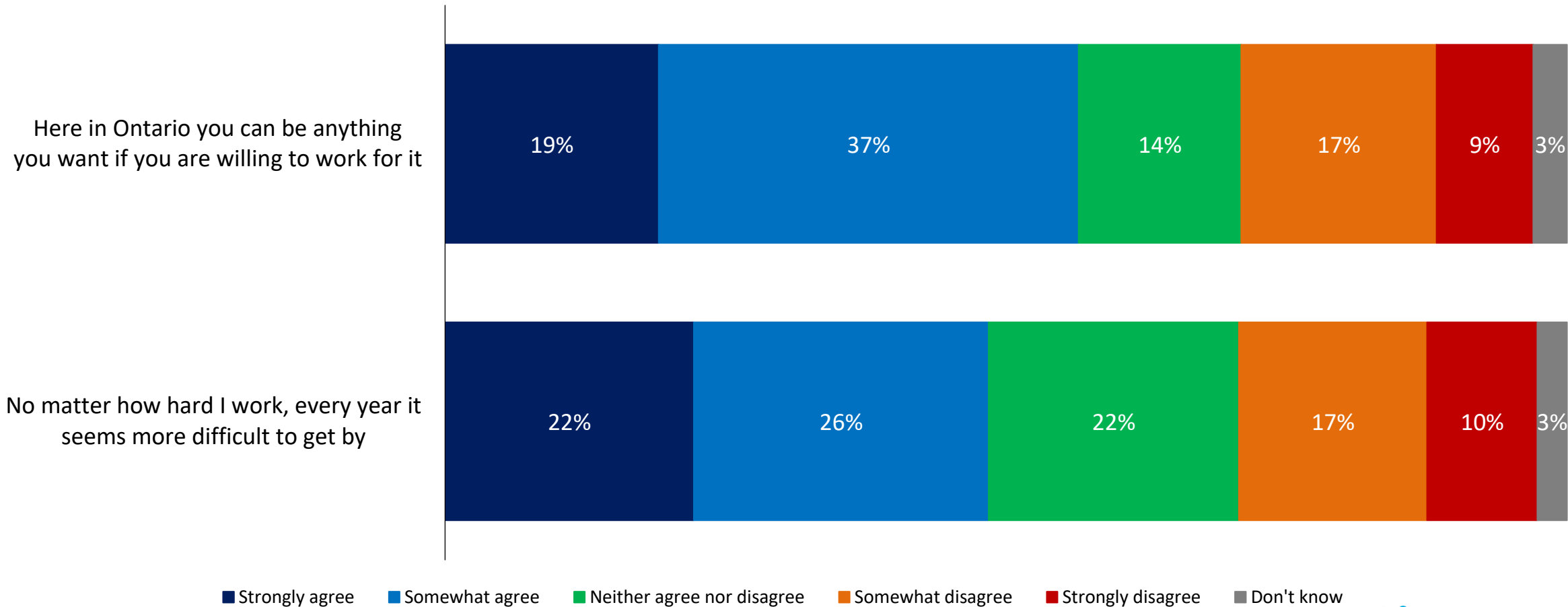
Defining Value Clusters

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	83%	88%	0%	0%	0%	66%
	Public Need	0%	0%	99%	92%	96%	0%
Is the main role of government to .?	Create equal Opportunity	100%	84%	66%	98%	0%	26%
	Redistribute wealth	0%	13%	25%	0%	89%	33%
When it comes to government decision making...	Rely on common sense	100%	0%	31%	53%	32%	53%
	Listen to experts	0%	88%	61%	34%	44%	14%
The profit system...	Brings out the worst in human nature	0%	0%	0%	83%	78%	50%
	Teaches value of hard work and success	85%	97%	87%	0%	0%	8%

Note: Current data: January 2022

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Segmentation Attitudes: Agreement on you can be anything in ON if you work for it is higher among the Ontarians than the other sentiment

Q Do you agree or disagree with the following statements? -
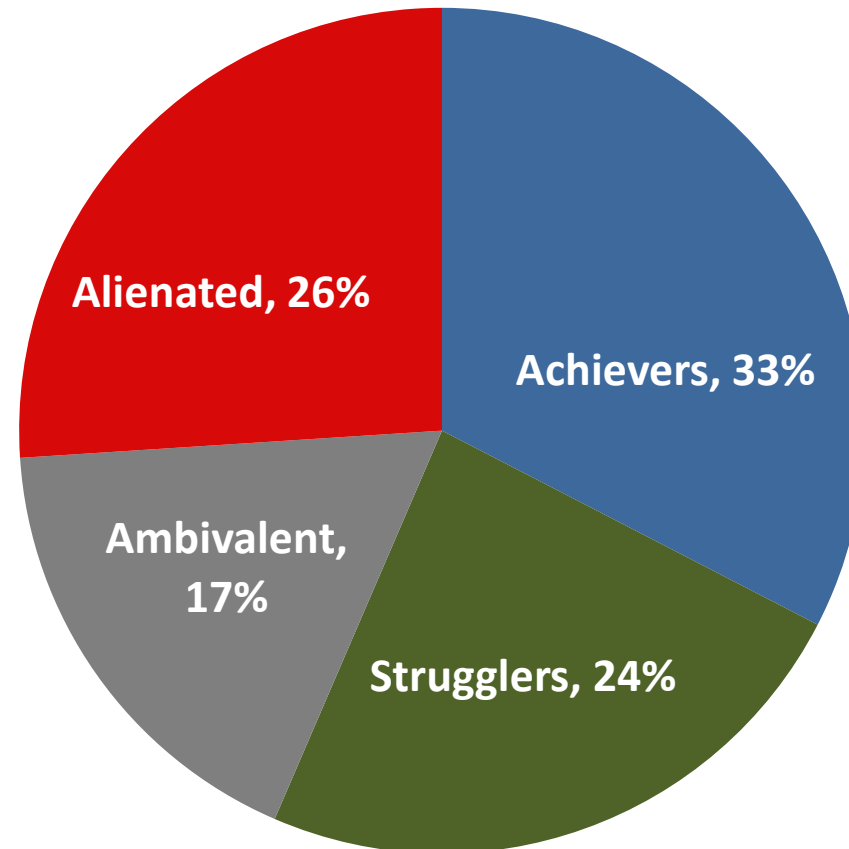[asked of all respondents; n=500]

Here in Ontario you can be anything you want if you are willing to work for it
- 19% Strongly agree
- 37% Somewhat agree
- 14% Neither agree nor disagree
- 17% Somewhat disagree
- 9% Strongly disagree
- 3% Don't know

No matter how hard I work, every year it seems more difficult to get by
- 22% Strongly agree
- 26% Somewhat agree
- 22% Neither agree nor disagree
- 17% Somewhat disagree
- 10% Strongly disagree
- 3% Don't know

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

INNOVATIVE RESEARCH GROUP

Current data: January 2022

Economic Gap Segmentation: A plurality of Ontarians are Achievers (33%) followed by Alienated (26%) & Strugglers (24%)

Q 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'.
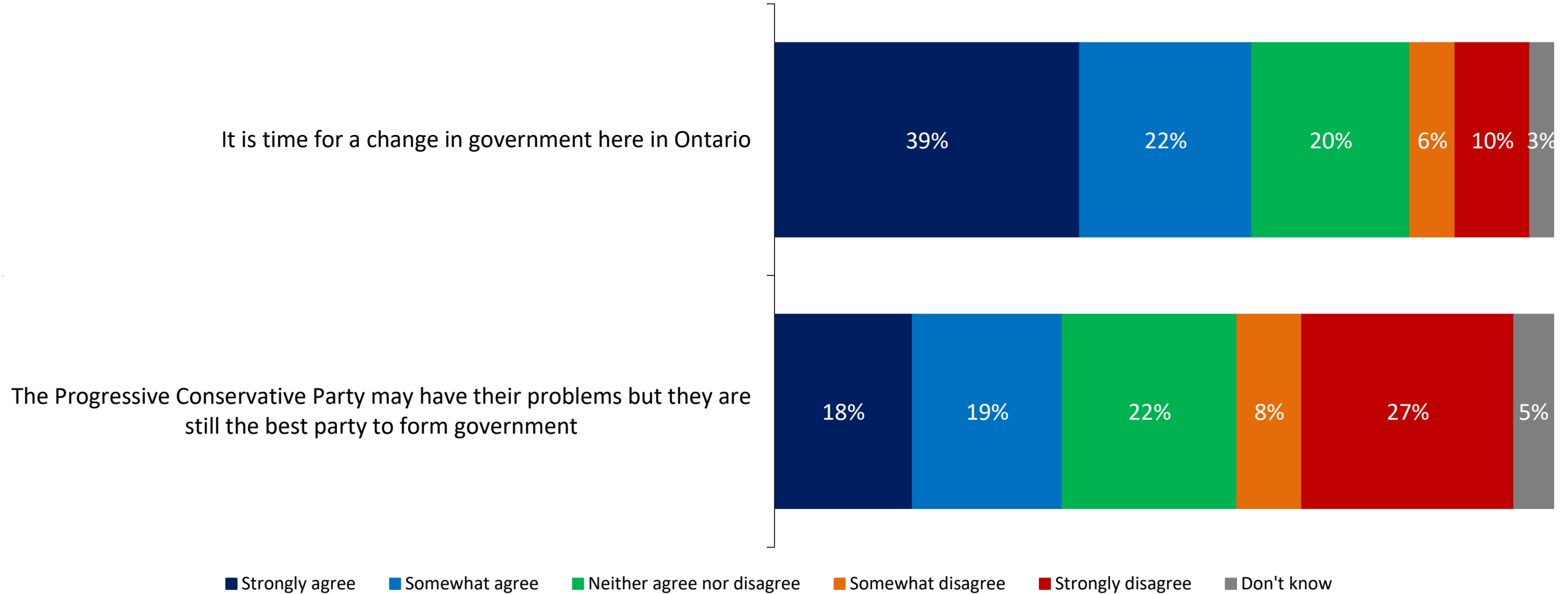[asked of all respondents; n=500]

Current data: January 2022

Time for Change Attitudes: 3-in-5 (61%) agree that it is time for a change in government in Ontario

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=500]

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
It is time for a change in government here in Ontario	39%	22%	20%	6%	10%	3%
The Progressive Conservative Party may have their problems but they are still the best party to form government	18%	19%	22%	8%	27%	5%

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

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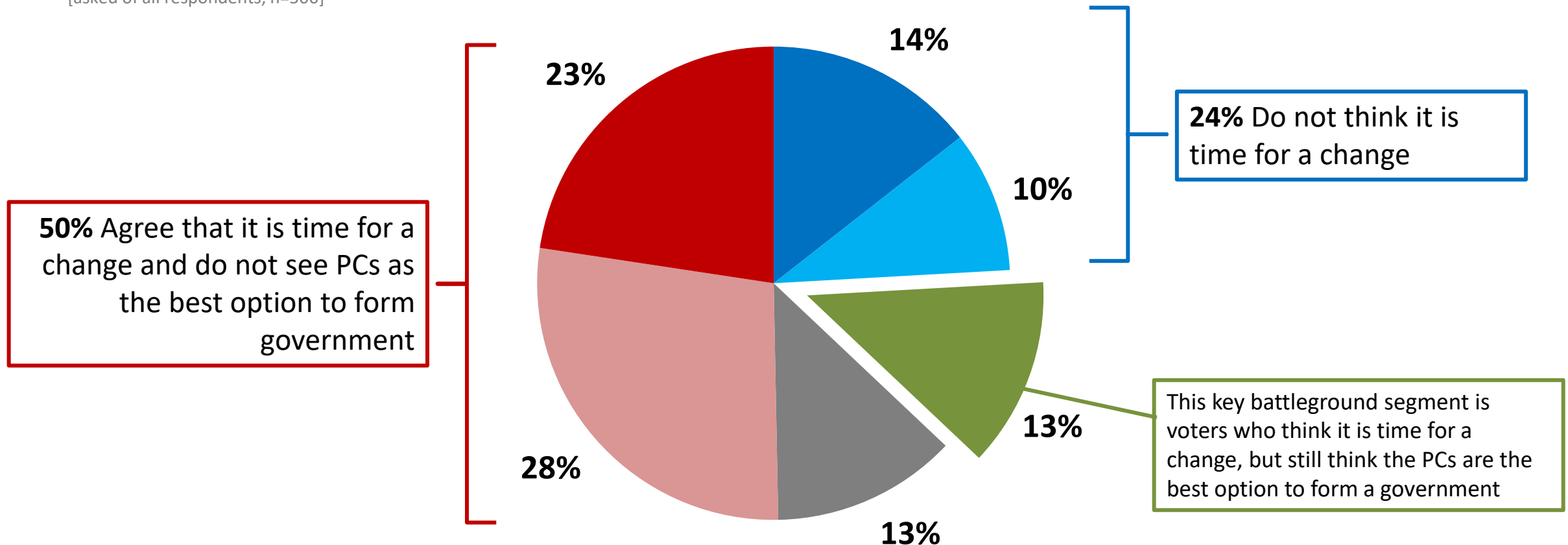
Current data: January 2022

Time for Change Segmentation: Half agree that it's time for a change of gov't and don't see that the PCs as the best option to form gov't

Q 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=500]

24% Do not think it is time for a change

50% Agree that it is time for a change and do not see PCs as the best option to form government

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

Legend: Core PC — Soft PC — Time for change — Uncertain — Soft anti-PC — Hostile

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Current data: January 2022

Provincial Party ID: Liberals (28%) are on par with the PC (26%) when it comes to partisans; NDP trailing behind at 16%

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a…
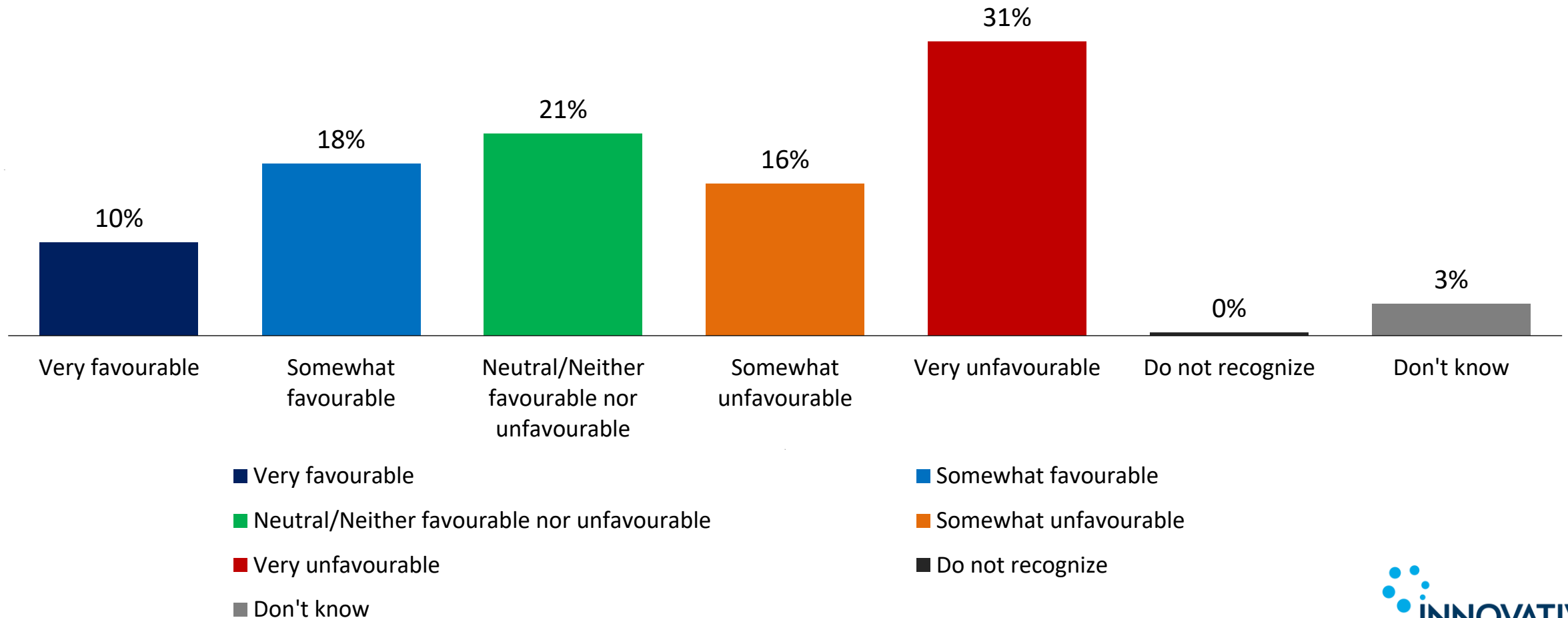[asked of all respondents; n=500]

Current data: January 2022

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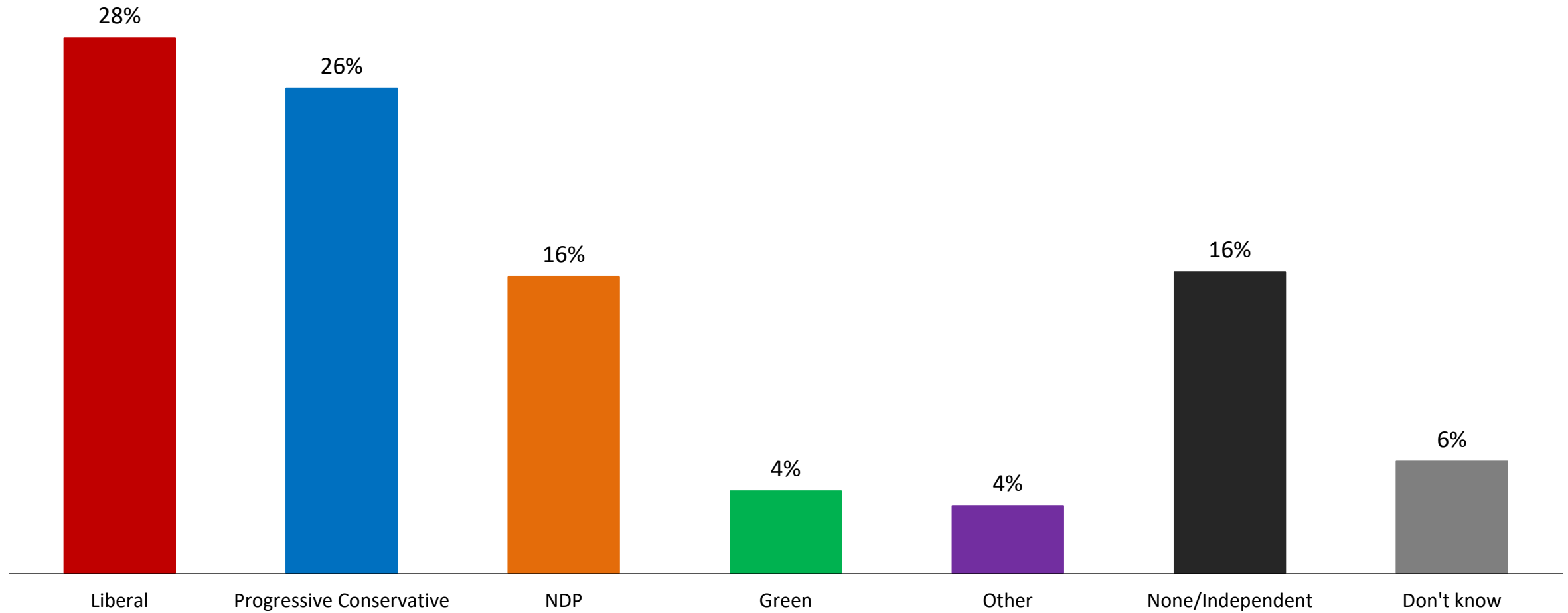
Leader Favourables: More than 3-in-10 have a very unfavourable impression of Doug Ford

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. **Doug Ford**
[asked of all respondents; n=500]

Bar chart:
- Very favourable: 10%
- Somewhat favourable: 18%
- Neutral/Neither favourable nor unfavourable: 21%
- Somewhat unfavourable: 16%
- Very unfavourable: 31%
- Do not recognize: 0%
- Don't know: 3%

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: January 2022

Ford Political Segmentation: Just over 1-in-4 are core PCs while 13% are Non-PC Ford Supporters

Impression of Doug Ford BY Party ID

Pie chart:
- Core PCs 26%
- Non-PC Ford Personal Supporters 13%
- Unaligned, 17%
- Other Supporters 44%
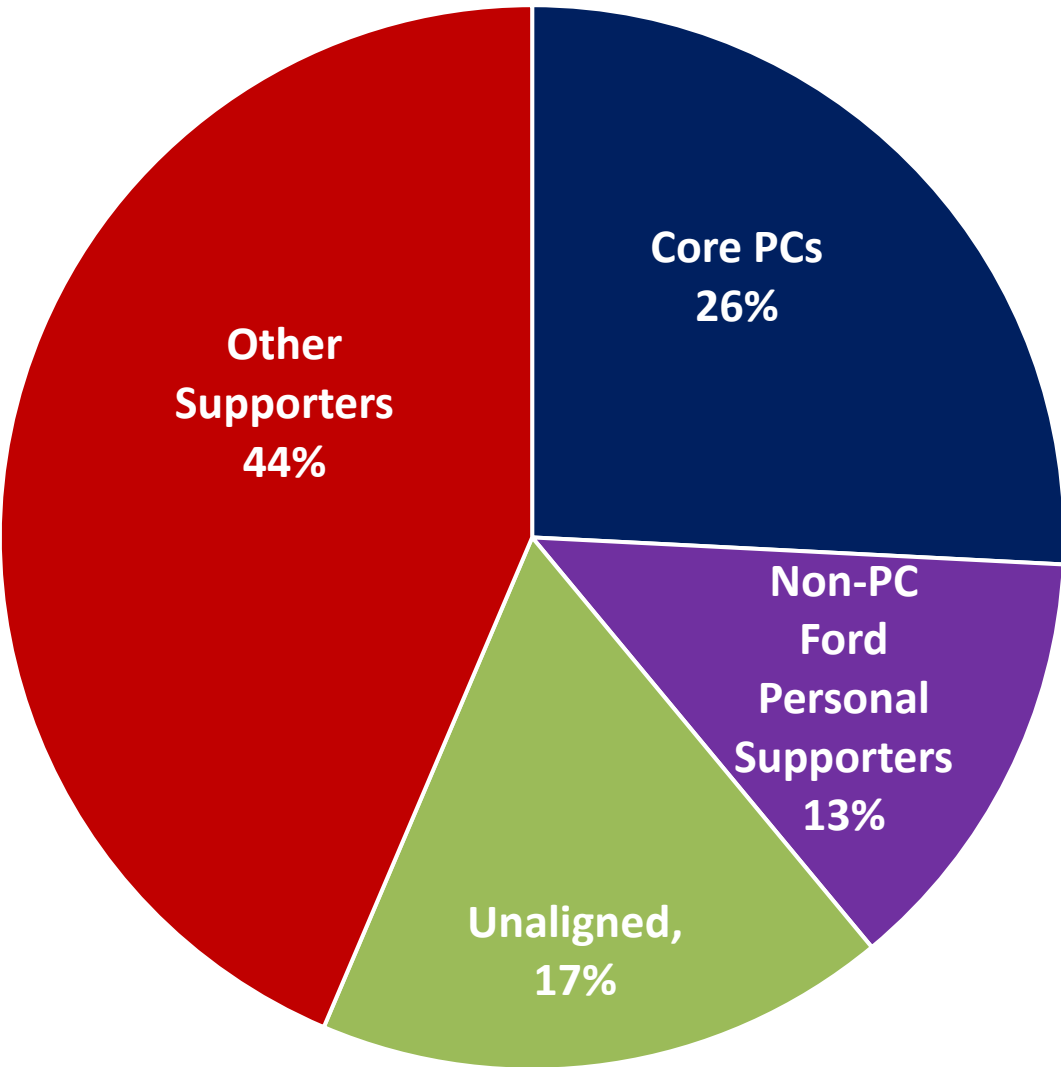
Segment	Description
Core PCs	Positive impression of Doug Ford and identify as a PC
Non-PC Ford Personal Supporters	Positive impression of Doug Ford and DO NOT identify as a PC
Unaligned	Unaligned and neutral or negative impression of Doug Ford
Other Supporters	Neutral or negative impression of Doug Ford and identify as a partisan for another party

Ford Segment Tracking: The share of both Core PCs and Non-PC Ford Supporters is down since December
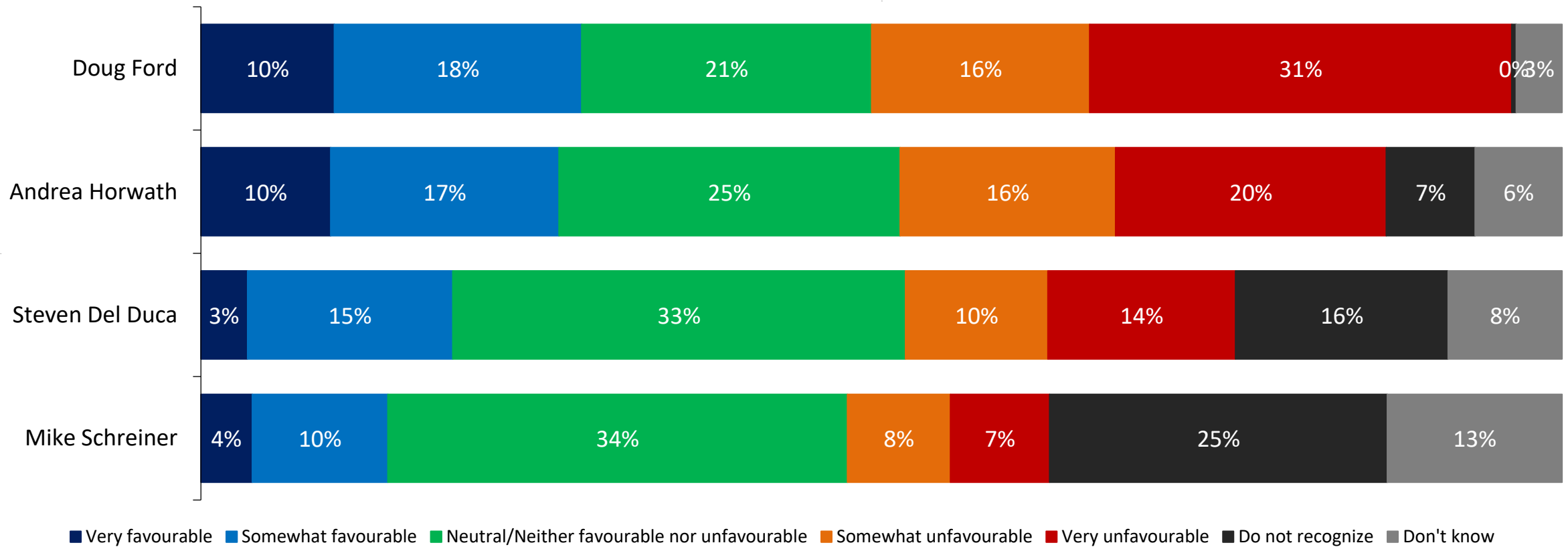
Impression of Doug Ford BY Party ID

	Core PCs	Non-PC Ford Personal Supporters	Unaligned	Other Supporters
Jan '22	26%	13%	17%	44%
Dec '21	29%	16%	16%	40%
Nov '21	29%	16%	17%	38%
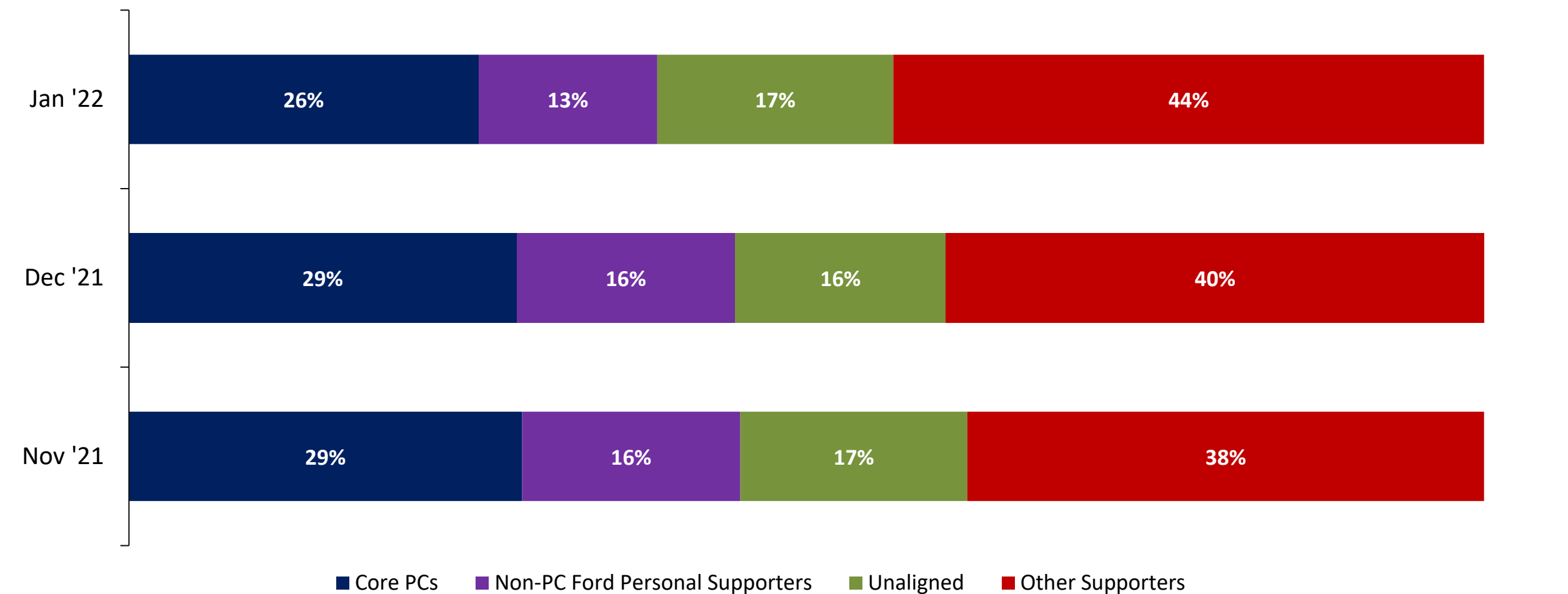
Leadership

Leader Favourables: Doug Ford has both the highest favourable and unfavourable impression among the party leaders

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.
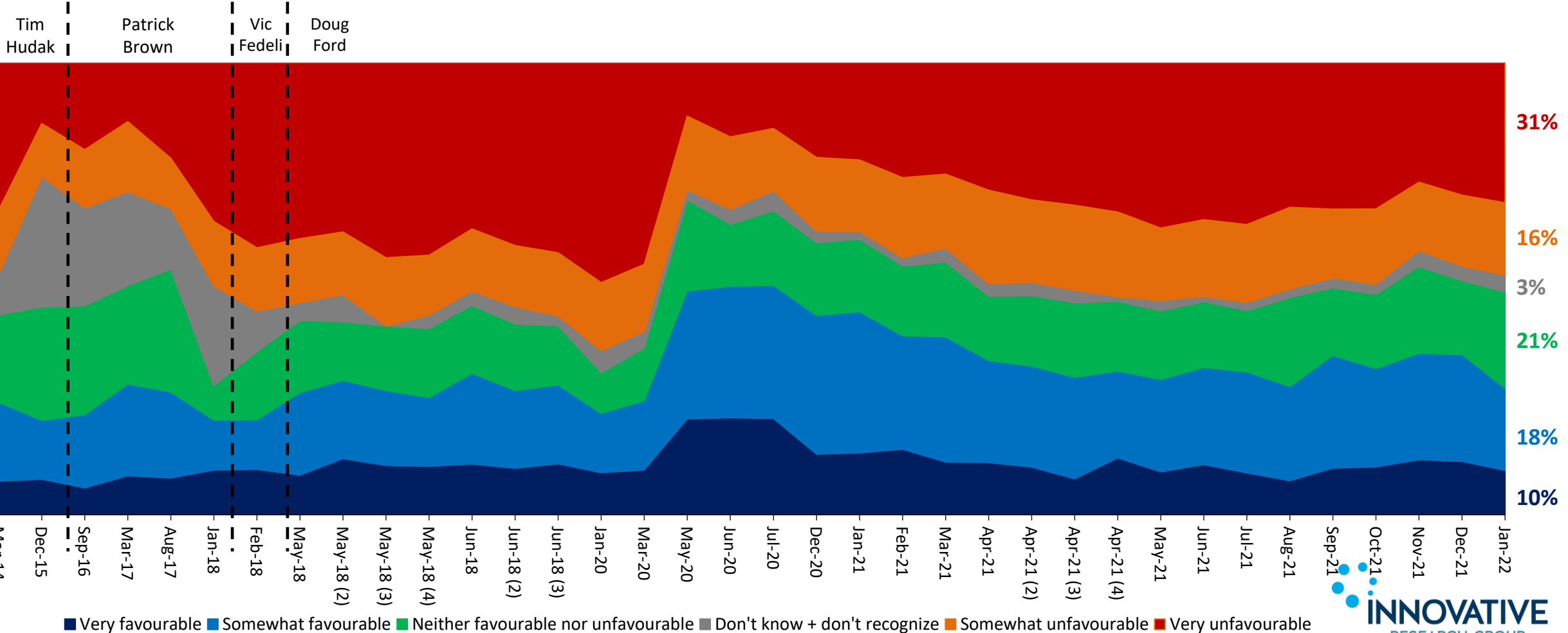
[asked of all respondents; n=500]

	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
Doug Ford	10%	18%	21%	16%	31%	0%	3%
Andrea Horwath	10%	17%	25%	16%	20%	7%	6%
Steven Del Duca	3%	15%	33%	10%	14%	16%	8%
Mike Schreiner	4%	10%	34%	8%	7%	25%	13%

Current data: January 2022

Doug Ford Favourability: Ford's favourability has dropped 7 points since December '21, while unfavourable view of Ford 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.
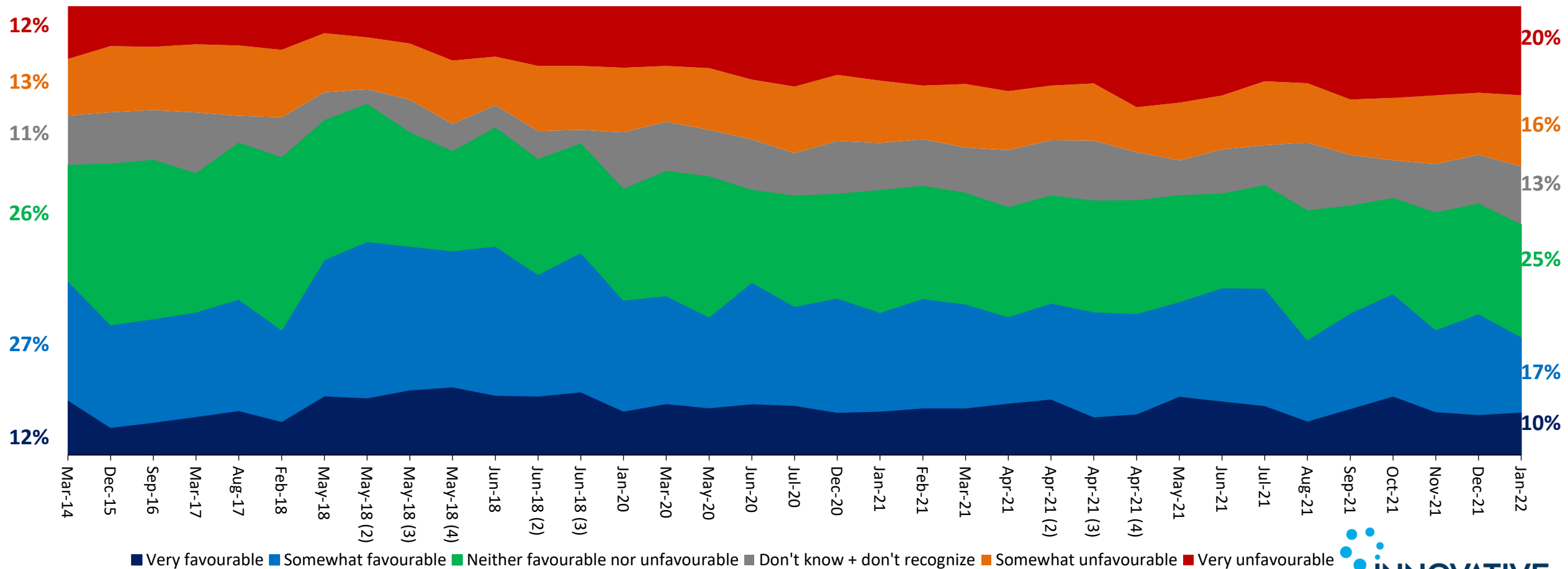
[asked of all respondents; n=500]

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

Andrea Horwath Favourability: Horwath's favourability is down 5-points since December '21

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.
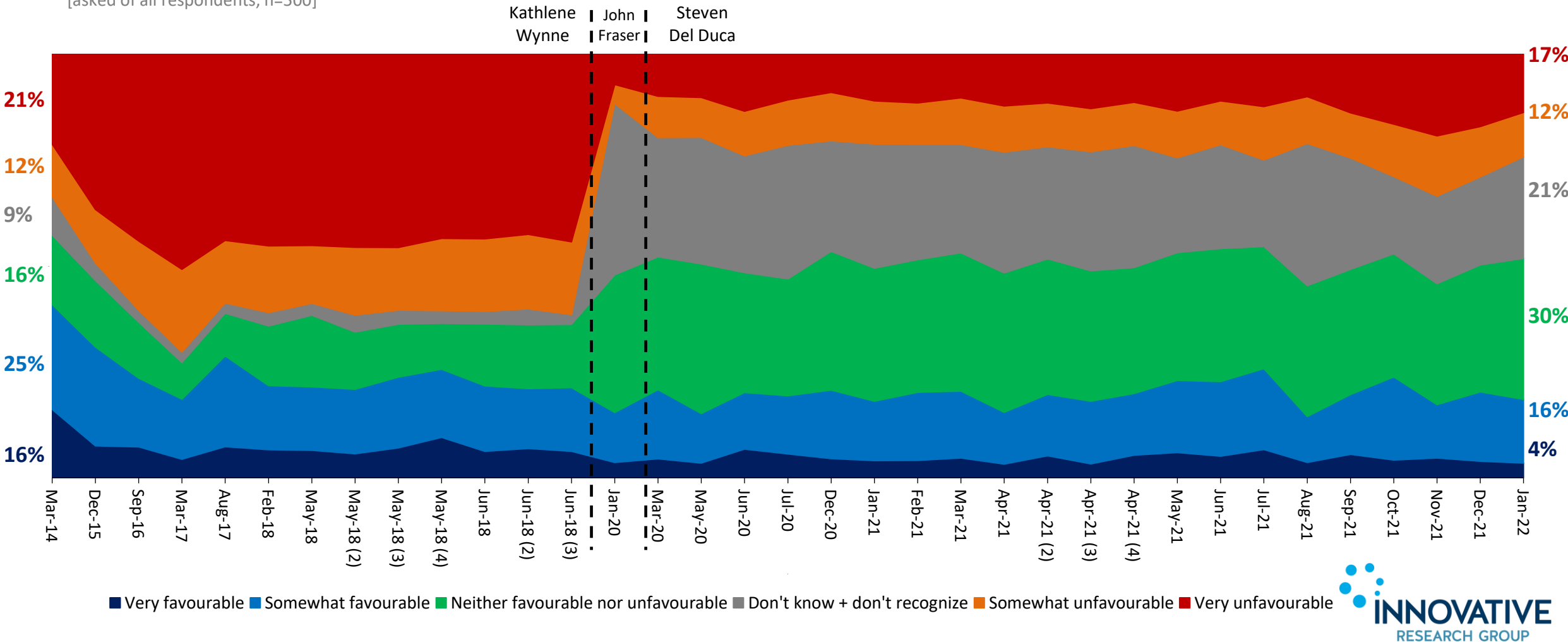
[asked of all respondents; n=500]

Left axis (Mar-14): 12%, 13%, 11%, 26%, 27%, 12%

Right axis (Jan-22): 20%, 16%, 13%, 25%, 17%, 10%

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

X-axis labels: 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, Jun-20, Jul-20, Dec-20, Jan-21, Feb-21, Mar-21, Apr-21, Apr-21 (2), Apr-21 (3), Apr-21 (4), May-21, Jun-21, Jul-21, Aug-21, Sep-21, Oct-21, Nov-21, Dec-21, Jan-22

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Steven Del Duca Favourability: Del Duca's favourability is steady, while his unfavourability is down 5-points since December '21
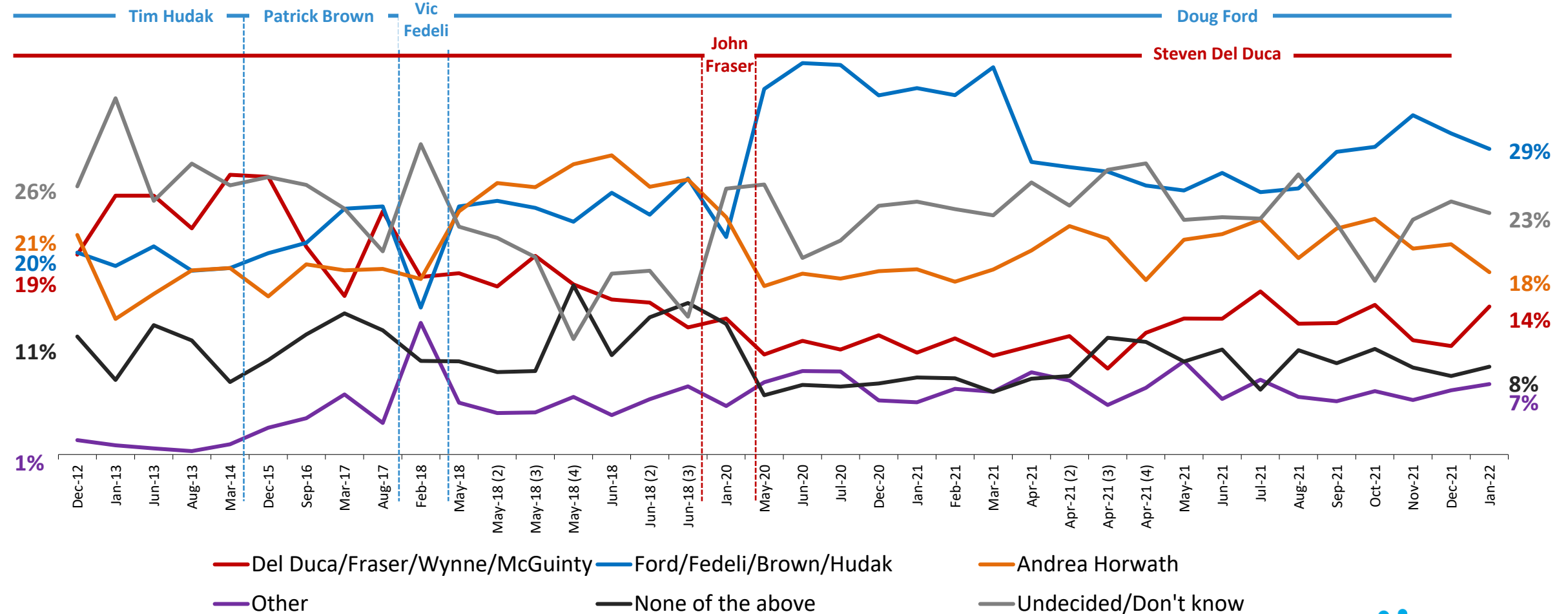
Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=500]

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

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Best Premier Tracking: Ford remains at the top choice for the best Premier, followed by Horwath at a distant second

Q Which of the following leaders would make the best Premier of Ontario?
[asked of all respondents; n=500]

Tim Hudak — Patrick Brown — Vic Fedeli — Doug Ford

John Fraser — Steven Del Duca

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)

Labeled values (right side): 29%, 23%, 18%, 14%, 8%, 7%

Labeled values (left side): 26%, 21%, 20%, 19%, 11%, 1%

Current data: January 2022

INNOVATIVE RESEARCH GROUP

Best Premier by Value Cluster: Ford is the top choice for Premier among Business Liberals and Thrifty Moderates

Value Clusters

Best Premier	Populist Conservatives (N=54)	Deferential Conservatives (N=51)	Business Liberals (N=111)	Left Liberals (N=88)	Core Left (N=126)	Thrifty Moderates (N=71)
Del Duca	2%	12%	19%	17%	15%	12%
Ford	61%	53%	23%	23%	14%	34%
Horwath	5%	15%	14%	23%	30%	5%
Other	12%	5%	7%	4%	8%	6%
None of the Above	8%	9%	9%	7%	7%	12%
Undecided	12%	6%	28%	25%	26%	31%

Note: Current data: January 2022

INNOVATIVE RESEARCH GROUP

Best Premier by Economic Gap: Horwath is the top choice for Premier among Alienated voters

Economic Gap

Best Premier	Achievers (N=163)	Strugglers (N=119)	Ambivalent (N=87)	Alienated (N=130)
Del Duca	13%	14%	14%	16%
Ford	43%	35%	21%	13%
Horwath	12%	11%	17%	31%
Other	7%	10%	6%	5%
None of the Above	6%	9%	8%	11%
Undecided	20%	20%	34%	23%

Note: Current data: January 2022

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RESEARCH GROUP

Best Premier by Time for Change: Nearly half of time for a change PCs say Ford is the best premier

Time for Change

Best Premier	Core PC (N=72)	Soft PC (N=48)	Time for a change PC (N=65)	Uncertain (N=63)	Soft anti-PC (N=138)	Hostile (N=113)
Del Duca	1%	9%	25%	3%	17%	22%
Ford	92%	68%	44%	15%	7%	0%
Horwath	4%	0%	12%	6%	22%	38%
Other	0%	3%	9%	3%	9%	11%
None of the Above	3%	8%	3%	11%	10%	12%
Undecided	0%	11%	6%	62%	36%	16%

Note: Current data: January 2022

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Best Premier by Ford Segment: Half of all non-PC Ford supporters say he is the best choice for Premier

	Ford Segment			
	Core PCs	**Non-PC Ford Supporters**	**Unaligned**	**Other Supporters**
	(N=129)	(N=66)	(N=86)	(N=111)
Del Duca	4%	10%	5%	26%
Ford	72%	53%	5%	7%
Horwath	6%	7%	3%	33%
Other	3%	12%	4%	8%
None of the Above	8%	0%	21%	7%
Undecided	7%	17%	62%	20%

Best Premier

Note: Current data: January 2022

INNOVATIVE RESEARCH GROUP

Provincial Vote

Provincial Combined Vote: The PCs (30%) are on par with Liberals (31%) with the NDP trailing at 19%

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]**
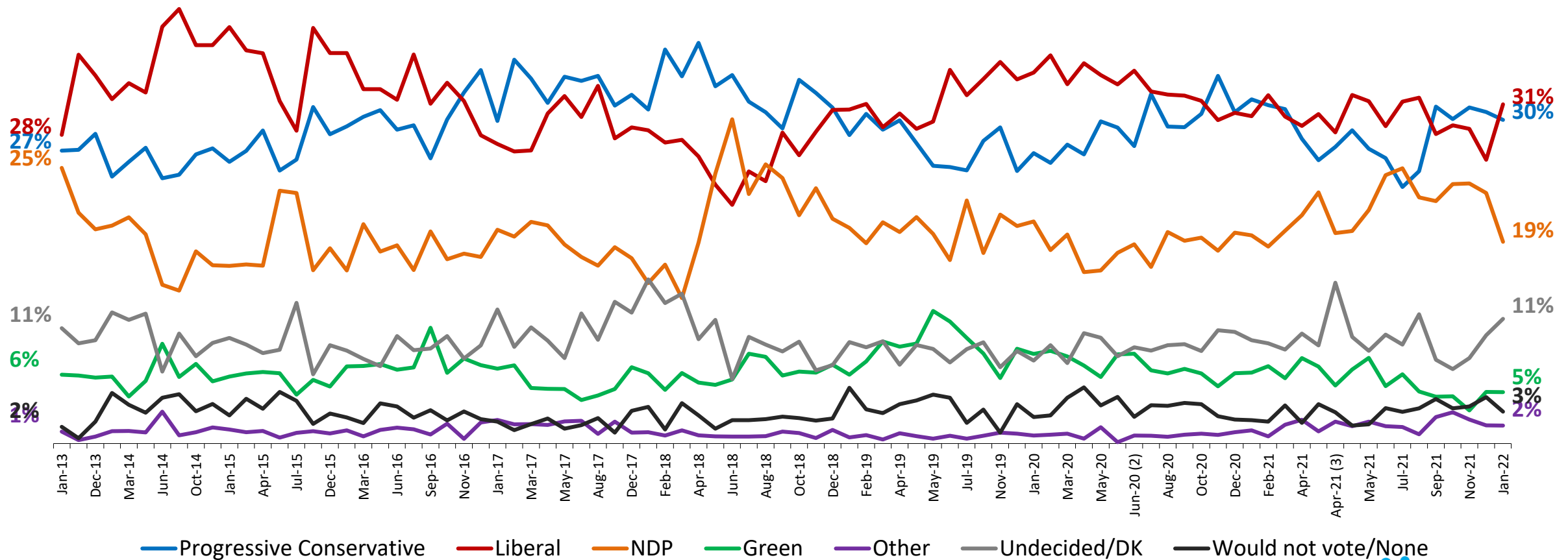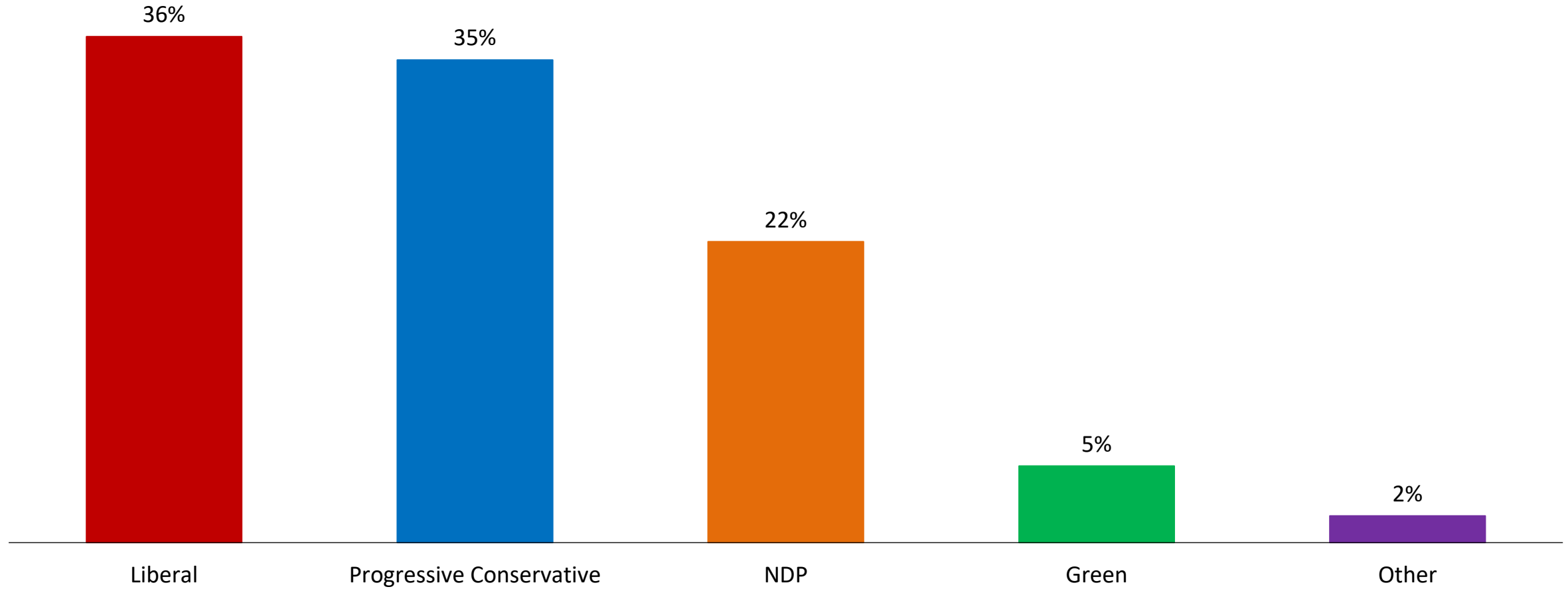[asked of all respondents; n=500]

Liberal	Progressive Conservative	NDP	Green	Other	Undecided/DK	Would not vote/None
31%	30%	19%	5%	2%	11%	3%

Current data: January 2022

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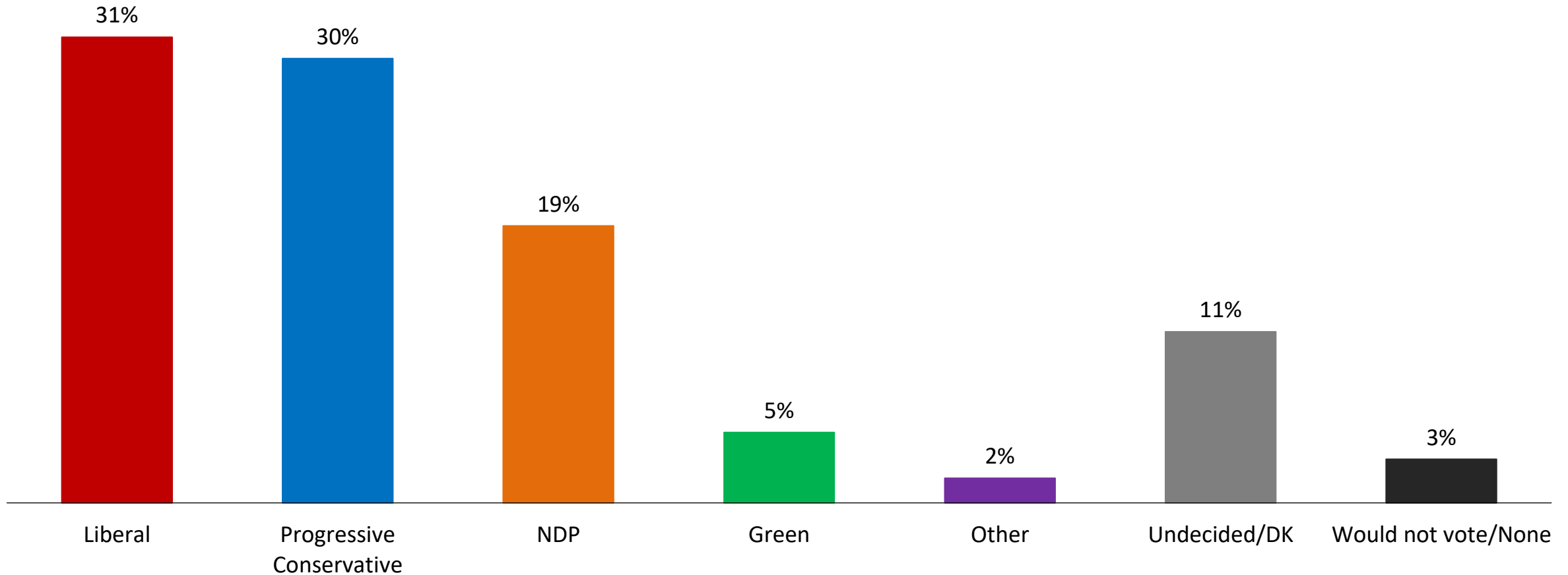
Provincial Vote Tracking: The PCs continue to lead the Liberals by a decent margin, with the NDP trailing in third

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=500]

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

Starting values (left): 28%, 27%, 25%, 11%, 6%, 2%, 1%

Ending values (right): 31%, 30%, 19%, 11%, 5%, 3%, 2%

Current data: January 2022

INNOVATIVE RESEARCH GROUP

Provincial Decided Vote: Among the decided voters, 35% say they would vote PC on par with 36% saying they would vote Liberal

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=428]

Current data: January 2022

Provincial Decided Vote Tracking: Among decided voters, the PCs remain steady, while the Liberals jump up 6 points this wave

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=428]

Current data: January 2022

Decided Vote by Value Cluster: The PCs lead among all value clusters except for the Business Liberals, Left Liberals and the Core Left

Value Clusters

Decided Vote	Deferential Conservatives (N=50)	Populist Conservatives (N=46)	Business Liberals (N=99)	Left Liberals (N=70)	Thrifty Moderates (N=52)	Core Left (N=111)
Liberal	24%	16%	55%	43%	30%	32%
Progressive Conservative	59%	70%	24%	28%	45%	18%
NDP	12%	3%	15%	25%	14%	41%
Green	5%	6%	5%	4%	7%	6%
Other	0%	4%	1%	0%	3%	3%

Note: Current data: January 2022

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Decided Vote by Economic Gap: The PCs lead among the Achievers while the Liberals lead among the Strugglers, Ambivalent & Alienated

Economic Gap

Decided Vote	Achievers (N=151)	Strugglers (N=104)	Ambivalent (N=59)	Alienated (N=114)
Liberal	37%	42%	33%	32%
Progressive Conservative	47%	37%	25%	22%
NDP	11%	14%	27%	40%
Green	4%	4%	11%	5%
Other	1%	3%	5%	1%

Note: Current data: January 2022

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Decided Vote by Time for Change: Nearly half of Time for a Change PC voters would vote for the PCs

Time for Change

Decided Vote	Core PC (N=214)	Soft PC (N=79)	Time for a change PC (N=164)	Uncertain (N=71)	Soft anti-PC (N=236)	Hostile (N=267)
Liberal	1%	27%	43%	57%	46%	41%
Progressive Conservative	96%	72%	48%	26%	10%	0%
NDP	1%	2%	2%	9%	30%	49%
Green	1%	0%	6%	7%	9%	6%
Other	0%	0%	0%	0%	5%	3%

Note: Current data: January 2022

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Decided Vote by Ford Segment: The Liberals lead by 13-points among Non-PC Ford Supporters

Ford Segment

Decided Vote	Core PCs (N=124)	Non-PC Ford Supporters (N=54)	Unaligned (N=39)	Other Supporters (N=210)
Liberal	7%	45%	30%	52%
Progressive Conservative	87%	40%	30%	3%
NDP	3%	6%	18%	37%
Green	1%	8%	13%	6%
Other	2%	0%	9%	1%

Note: Current data: January 2022

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Provincial 2nd Choice: The NDP are the top 2nd choice in Ontario, while 37% are undecided or do not have a 2nd choice

Q And which party would be your second choice?
[only decided voters; n=428]

18%	8%	23%	13%	1%	24%	13%
Liberal 2nd Choice	PC 2nd Choice	NDP 2nd Choice	Green 2nd Choice	Other 2nd Choice	Undecided	WNV/None

Current data: January 2022

INNOVATIVE RESEARCH GROUP
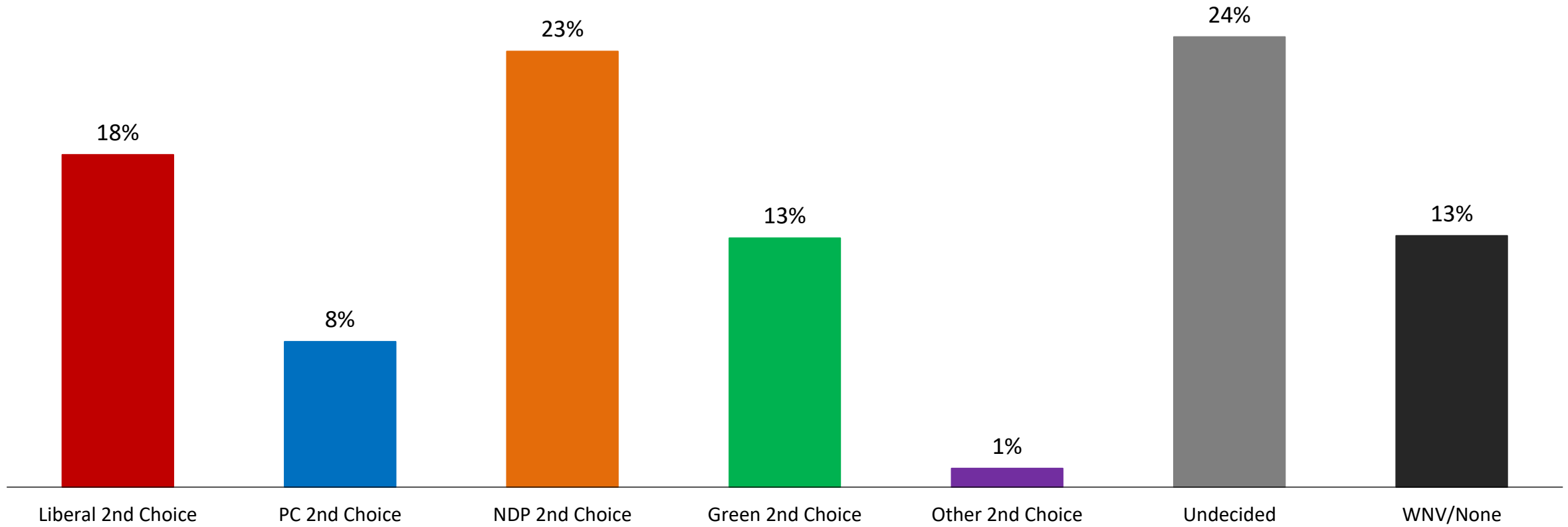
Provincial 2nd Choice: 2-in-5 (38%) of the NDP have the Liberals as their 2nd choice while 39% of Liberals have the NDP as their 2nd choice

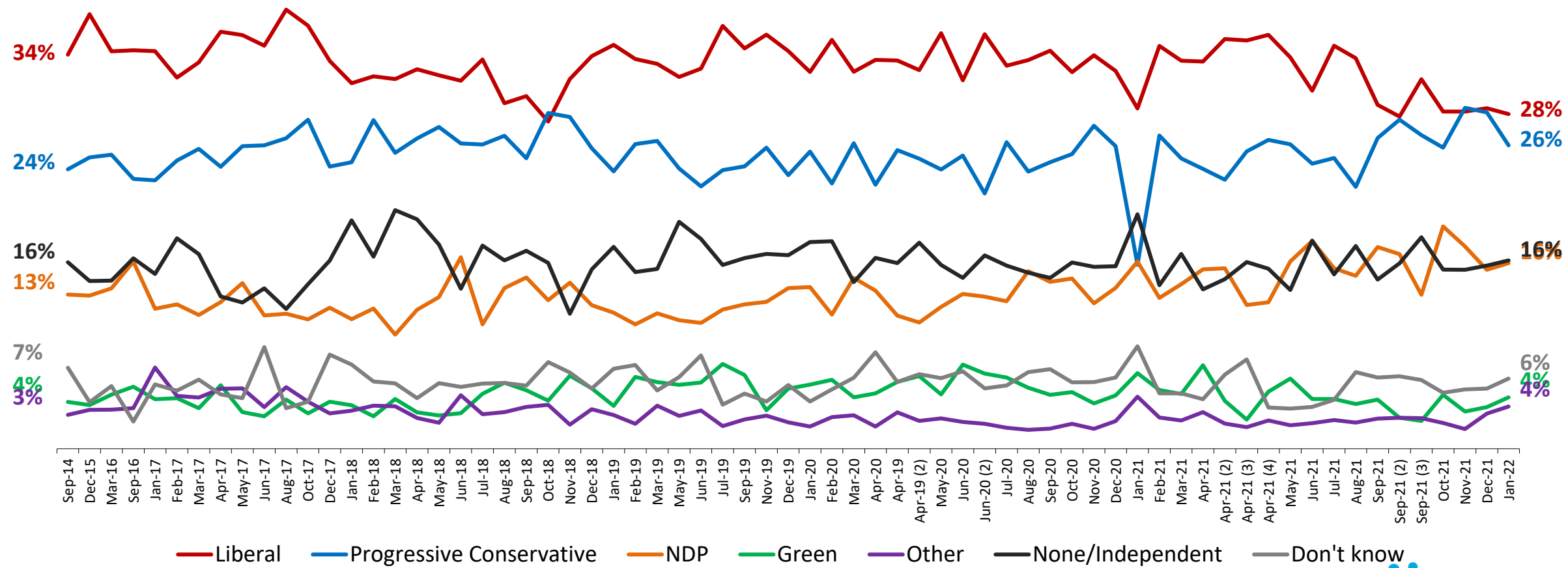And which party would be your second choice? BY [Vote+Lean]

First Choice

	Liberal 1st Choice	PC 1st Choice	NDP 1st Choice	Green 1st Choice
	(N=156)	(N=148)	(N=93)	(N=24)
Liberal 2nd Choice		24%	38%	17%
PC 2nd Choice	11%		9%	11%
NDP 2nd Choice	39%	21%		30%
Green 2nd Choice	16%	6%	25%	
Other 2nd Choice	0%	3%	0%	0%
Undecided	23%	25%	24%	21%
WNV/None	11%	20%	3%	21%

Second Choice

Note: 'Other' in Combined Vote not shown due to insufficient sample size.
Current data: January 2022

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Provincial Party ID Tracking: The Liberals & NDPs remain steady when it comes to provincial party ID, while the PCs are down 3-points this wave

Q Thinking about politics in [PROV], generally speaking, do you usually think of yourself as a…
[asked of all respondents; n=500]

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

Current data: January 2022

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Combined Vote by Party ID: The PC, Liberal and NDP partisans have similar loyalty; the PCs lead the other parties among unaligned voters

Provincial Party Identification

Provincial Combined Vote	Liberal (N=142)	Progressive Conservative (N=129)	NDP (N=79)	Green (N=22)	Other (N=18)	Unaligned (N=110)
Liberal	82%	7%	9%	16%	25%	13%
Progressive Conservative	5%	84%	7%	2%	31%	19%
NDP	10%	3%	79%	20%	3%	7%
Green	1%	1%	4%	62%	0%	5%
Other	0%	2%	0%	0%	14%	3%
Undecided/DK	1%	3%	1%	0%	8%	44%
Would not vote/None	0%	1%	0%	0%	18%	9%

Note: Current data: January 2022

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Methodology

Survey Methodology

These are the results of an online survey conducted between January 6th, 2022 and January 11th, 2022.

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. Where national figures are shown, they come from an online survey in field on the same dates with a weighted n-size of 1,200 Canadians.

Sample Size: n=516 Ontario residents, 18 years or older. The results are weighted to n=500 based on Census data from Statistics Canada.

Field Dates: January 6th, 2022 to January 11th, 2022.

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	52	10.1%	73	14.7%
Men 35-54	72	14%	81	16.3%
Men 55+	104	20.2%	86	17.3%
Women 18-34	72	14%	72	14.6%
Women 35-54	97	18.9%	87	17.4%
Women 55+	117	22.8%	98	19.7%
Toronto	143	27.7%	104	20.9%
Rest of GTA	136	26.4%	132	26.3%
South/West	122	23.6%	128	25.6%
North/East	115	22.3%	136	27.2%

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