Ontario Politics

Public Opinion Research
Field Dates: May 12 to 16, 2022
Release Date: May 16, 2022

Ontario Politics: Week 2

Today, INNOVATIVE is releasing results from the second wave of our election tracking survey.

This online survey was in field from May 12th to 16th, 2022 with a weighted sample size of 700. Detailed methodology is provided in the appendix.

Read, Seen, Heard

Measuring Campaign Impacts

Each campaign hopes to win over voters first by their ability to capture their attention and second by what those voters hear about them.

INNOVATIVE tracks the impact of each campaign by asking Ontarians whether they have heard about each party recently, what they have heard, and whether it has had a positive or negative impact on their impressions of that party.
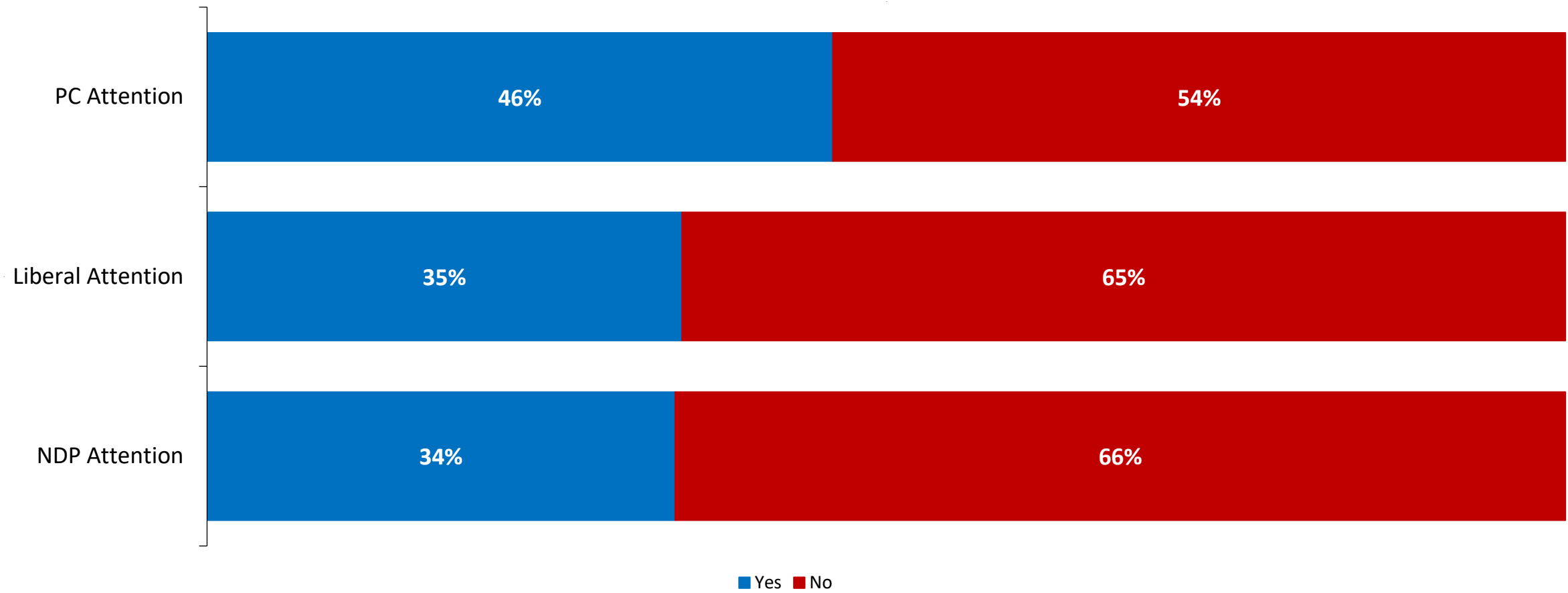
Each respondent is asked whether they have read, seen, or heard something in the last 7 days about the Liberals, the Progressive Conservatives and the New Democrats.

For each party that a respondent has heard about, they are asked what they heard and whether that news had a positive or negative impact on their impression of that party.

Campaign Awareness
Liberals
Progressive Conservatives
New Democrats

Impact
Among those who have read, seen, or heard something

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Campaign Attention: Attention to the PC campaign is the highest, with 46% saying they have heard something about Doug Ford and the PCs

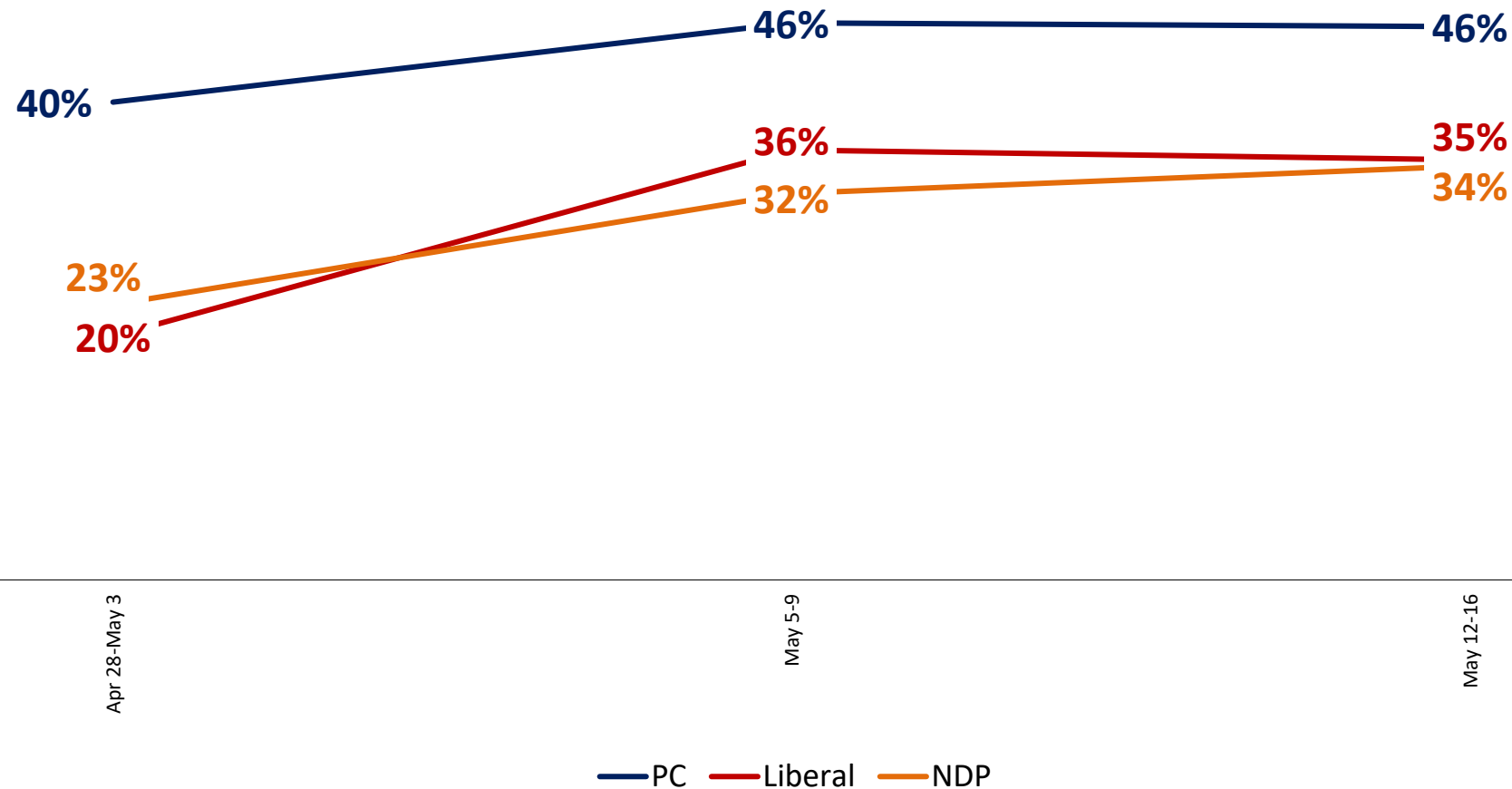**Q** Have you read, seen or heard anything about [PARTY] in the last few days?
[asked of all respondents; n=700]

	Yes	No
PC Attention	46%	54%
Liberal Attention	35%	65%
NDP Attention	34%	66%

■ Yes ■ No

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Read, Seen, Heard Tracking: Attention seems to remain steady throughout the three parties since last week

Q Have you read, seen or heard anything about [PARTY] in the last few days? **Showing % who have read, seen, or heard about each party.**

46% → 46% → 46%

36% → 35%

23% → 32% → 34%

20%

PC — Liberal — NDP

Apr 28-May 3   May 5-9   May 12-16
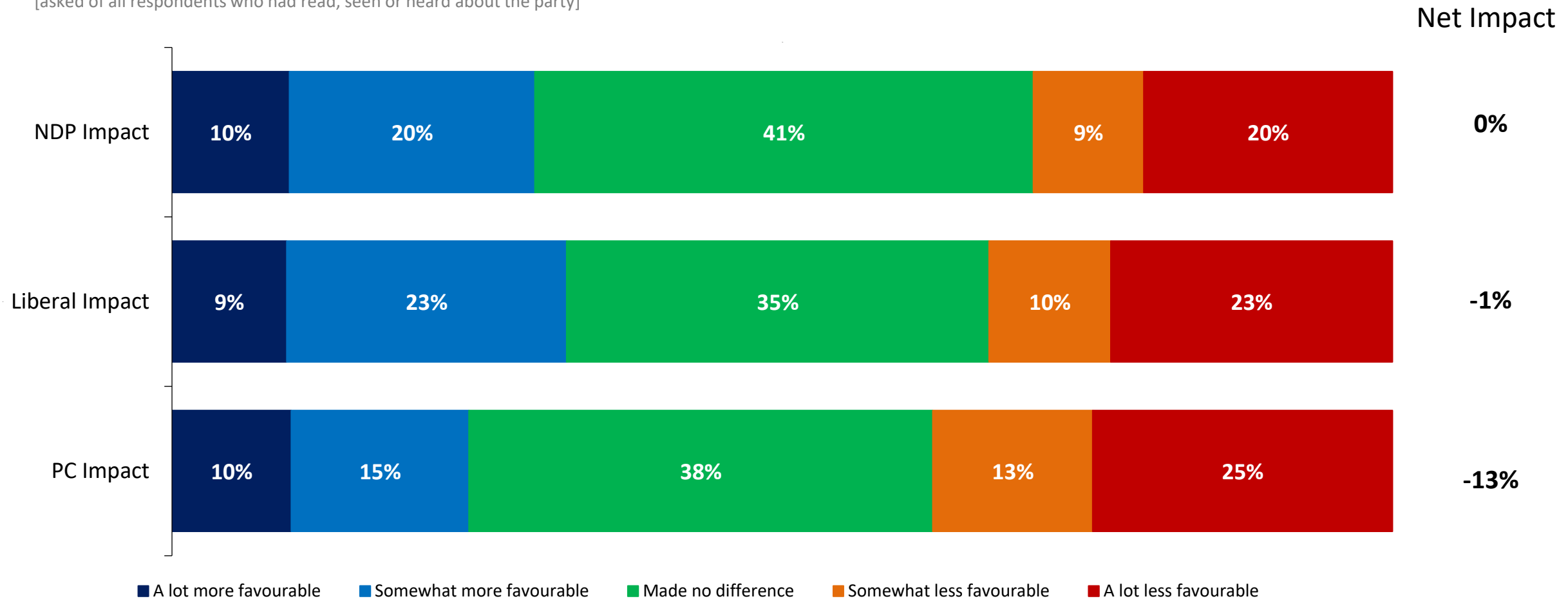
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Campaign Impact: The impact of the campaigning is most favourable for the NDP, less favourable for the PCs

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 [PARTY], or did it make no difference?

[asked of all respondents who had read, seen or heard about the party]

Net Impact

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
NDP Impact	10%	20%	41%	9%	20%	0%
Liberal Impact	9%	23%	35%	10%	23%	-1%
PC Impact	10%	15%	38%	13%	25%	-13%

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

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RSH PCs: HWY413 is the top mention, with more having a negative than positive reaction to it

Q And what did you read, see, or hear about Doug Ford and the Progressive Conservative party? [OPEN END]
[asked only of those who RSH about Doug Ford and the Progressive Conservative; n=322]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
HWY 413 & Other Highways — 17%	19%	39%	42%	**-23%**
Campaign Ads/Appearances — 15%	14%	58%	27%	**-13%**
Election platform - Promises — 14%	30%	42%	28%	**+2%**
Party/Leader- negative — 10%	0%	19%	81%	**-81%**

Party/Leader-Positive — 6%
Defending Stephen Lecce — 6%
Wasting Money/Buying votes — 6%
Northern Leader Debate — 4%
Election/Campaign- general — 4%
COVID 19-Updates — 2%
Bringing notes to the debate — 1%
No fee license stickers — 1%
Leading in the polls — 1%
Other — 9%
Don't Know — 4%

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

PC Impact by Partisanship: The net impact of recent news is only positive for the PCs among their own partisans

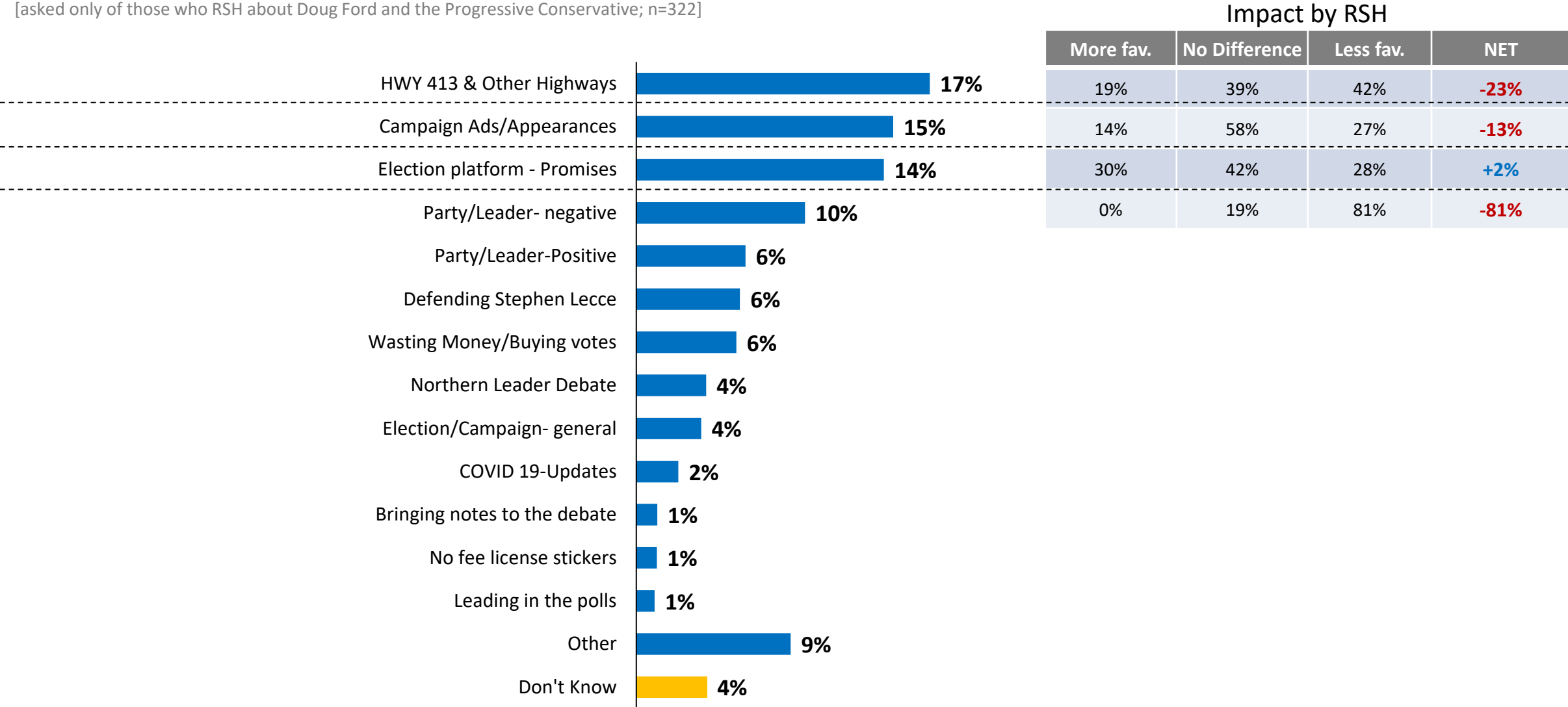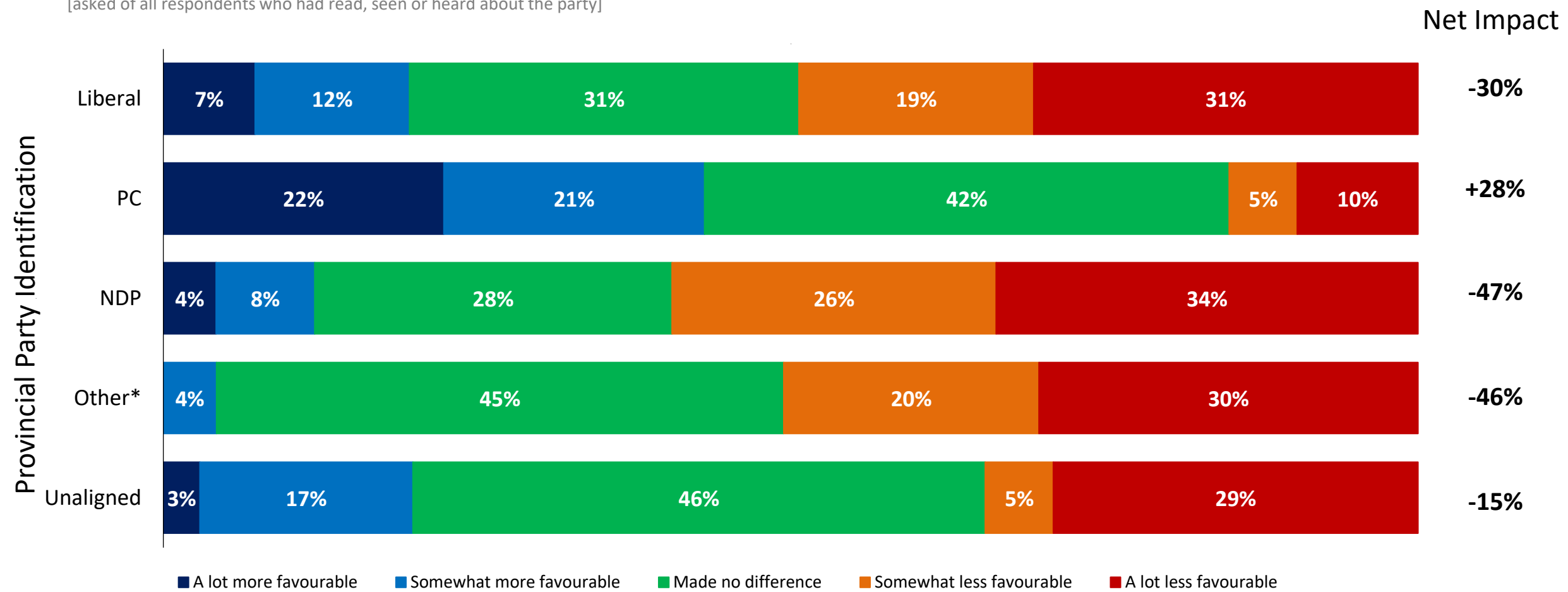**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards the Progressive Conservative Party, or did it make no difference?
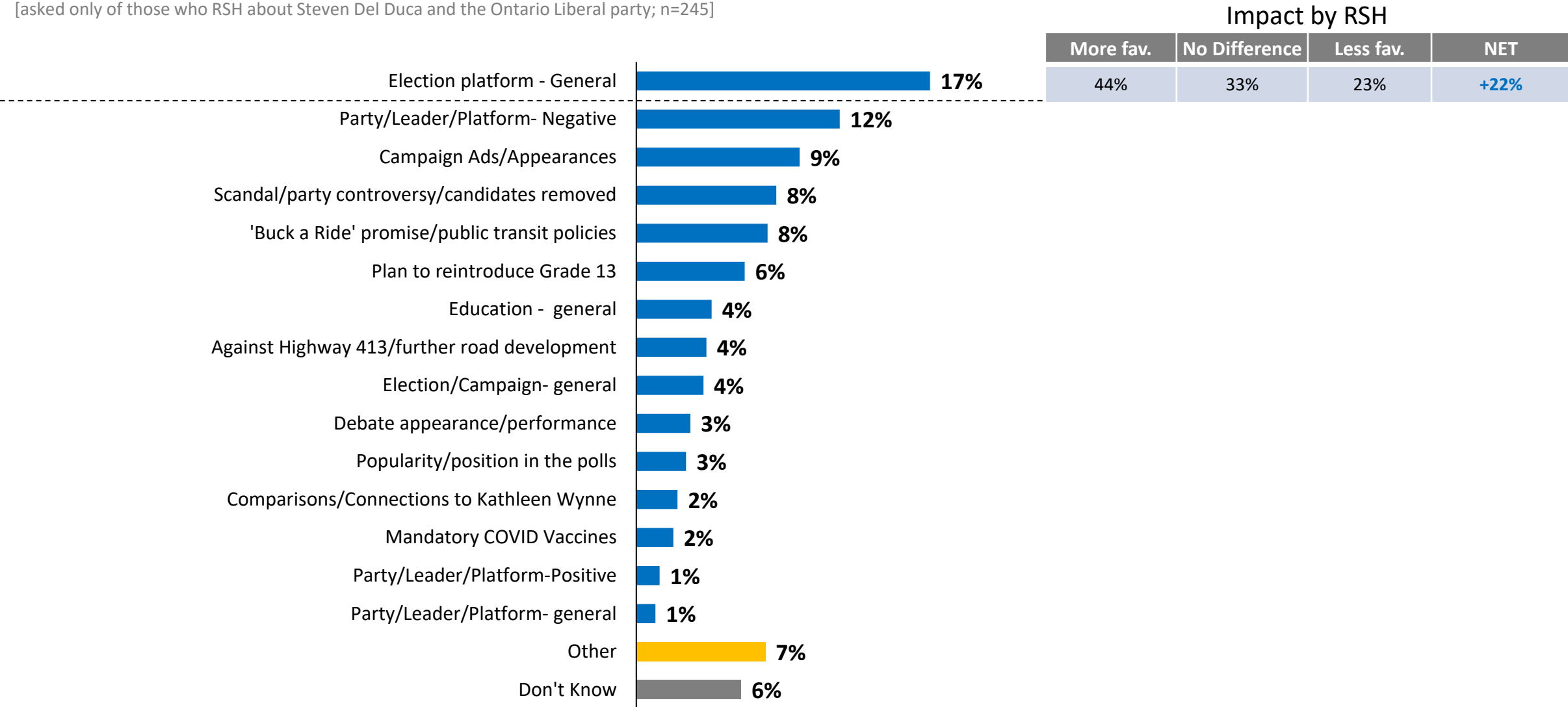
[asked of all respondents who had read, seen or heard about the party]

Net Impact

Provincial Party Identification

Party	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
Liberal	7%	12%	31%	19%	31%	-30%
PC	22%	21%	42%	5%	10%	+28%
NDP	4%	8%	28%	26%	34%	-47%
Other*		4%	45%	20%	30%	-46%
Unaligned	3%	17%	46%	5%	29%	-15%

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

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Note: * indicates a small sample size (N<30); treat results with caution.

RSH Liberals: The Liberal platform is the most common thing Ontarians have heard of

Q And what did you read, see, or hear about Steven Del Duca and the Ontario Liberal party? [OPEN END]
[asked only of those who RSH about Steven Del Duca and the Ontario Liberal party; n=245]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Election platform - General	44%	33%	23%	+22%

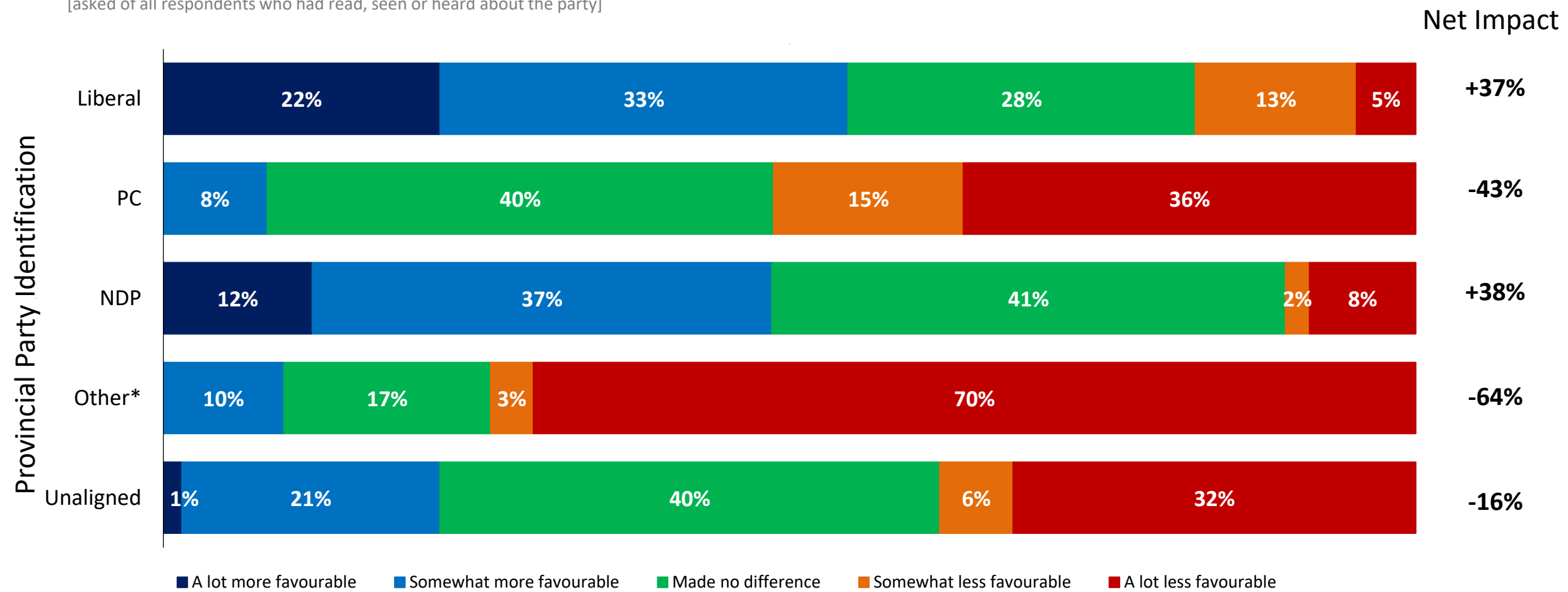| Category	%
Election platform - General	17%
Party/Leader/Platform- Negative	12%
Campaign Ads/Appearances	9%
Scandal/party controversy/candidates removed	8%
'Buck a Ride' promise/public transit policies	8%
Plan to reintroduce Grade 13	6%
Education - general	4%
Against Highway 413/further road development	4%
Election/Campaign- general	4%
Debate appearance/performance	3%
Popularity/position in the polls	3%
Comparisons/Connections to Kathleen Wynne	2%
Mandatory COVID Vaccines	2%
Party/Leader/Platform-Positive	1%
Party/Leader/Platform- general	1%
Other	7%
Don't Know	6%

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

Liberal Impact by Partisanship: The impact is strongly positive among both Liberals and New Democrats

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 the Ontario Liberal Party, or did it make no difference?
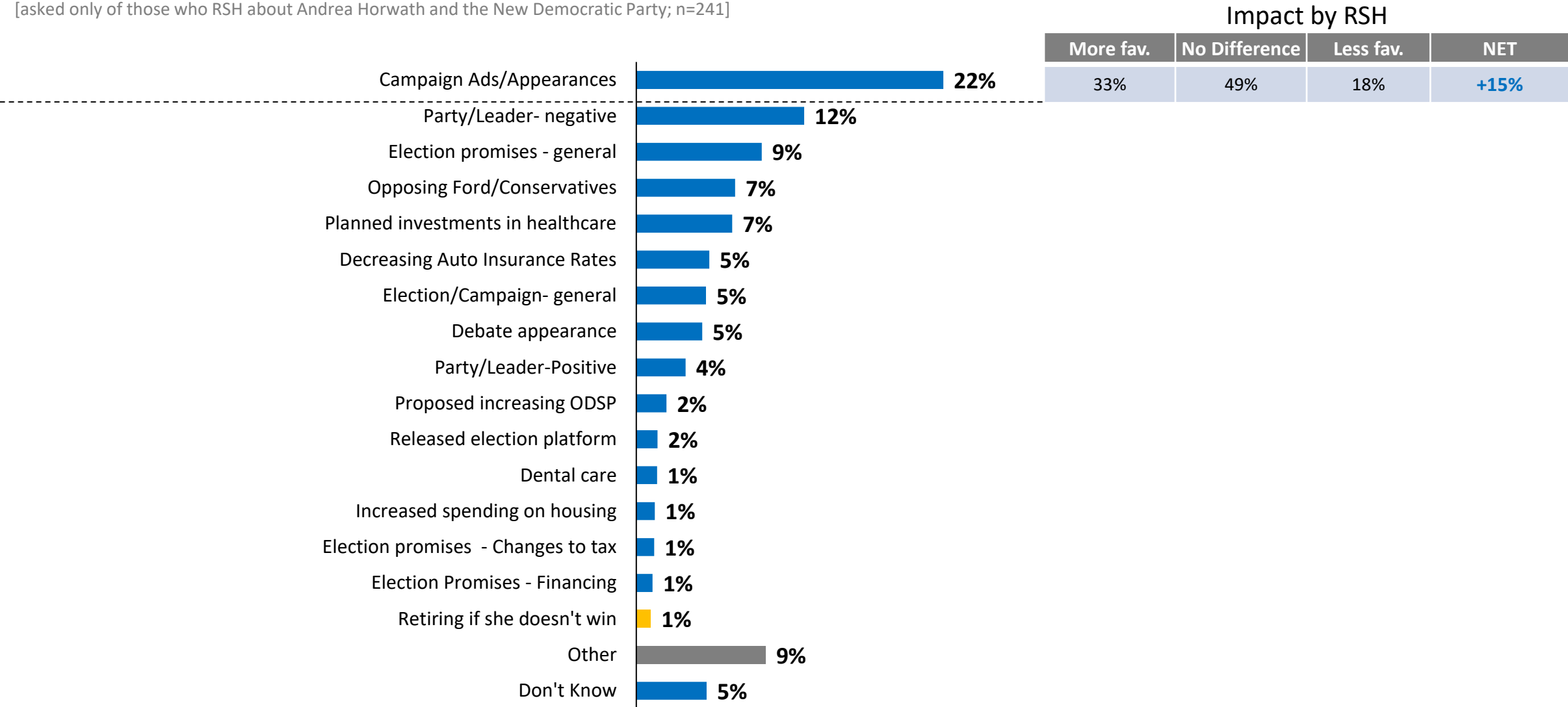
[asked of all respondents who had read, seen or heard about the party]

Net Impact

Provincial Party Identification

Party	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
Liberal	22%	33%	28%	13%	5%	+37%
PC		8%	40%	15%	36%	-43%
NDP	12%	37%	41%	2%	8%	+38%
Other*		10%	17%	3%	70%	-64%
Unaligned	1%	21%	40%	6%	32%	-16%

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

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Note: * indicates a small sample size (N<30); treat results with caution.

RSH New Democrats: The most common thing Ontarians remember is Horwath's appearances and campaign ads

Q And what did you read, see, or hear about Andrea Horwath and the New Democratic Party? [OPEN END]

[asked only of those who RSH about Andrea Horwath and the New Democratic Party; n=241]
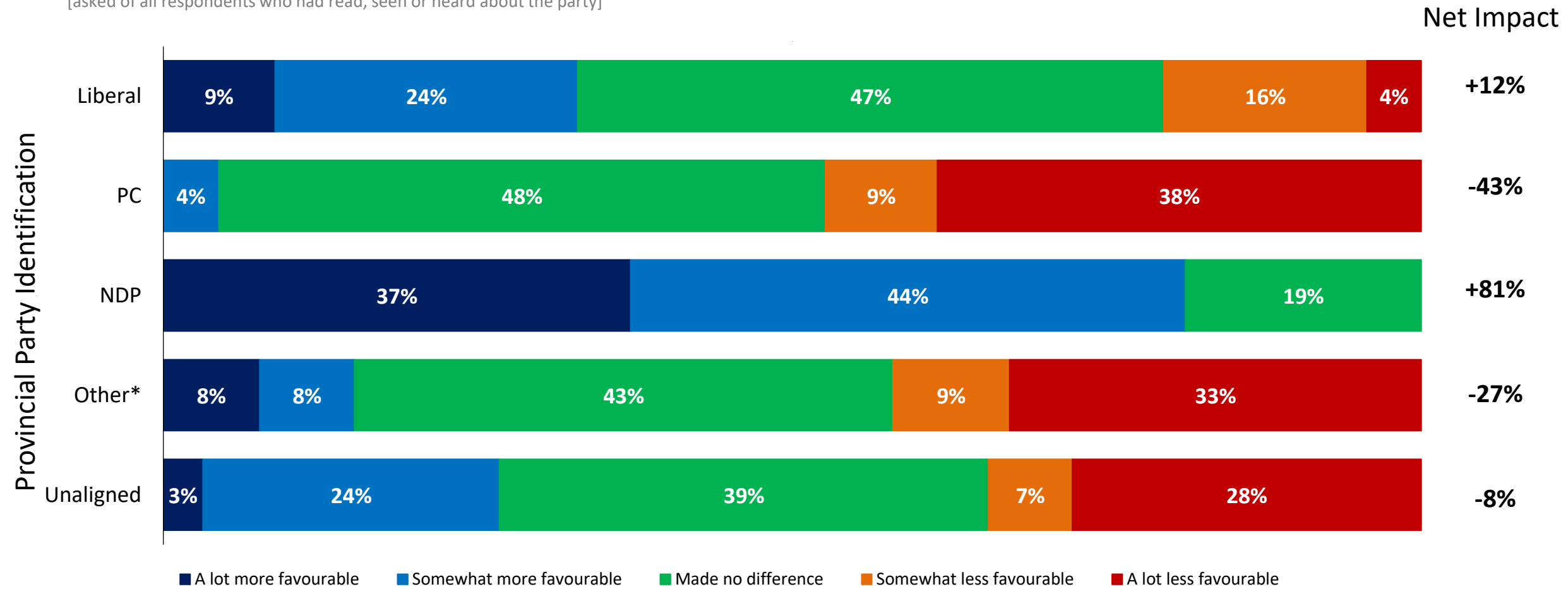
Impact by RSH

	More fav.	No Difference	Less fav.	NET
Campaign Ads/Appearances	33%	49%	18%	**+15%**

Category	%
Campaign Ads/Appearances	**22%**
Party/Leader- negative	**12%**
Election promises - general	**9%**
Opposing Ford/Conservatives	**7%**
Planned investments in healthcare	**7%**
Decreasing Auto Insurance Rates	**5%**
Election/Campaign- general	**5%**
Debate appearance	**5%**
Party/Leader-Positive	**4%**
Proposed increasing ODSP	**2%**
Released election platform	**2%**
Dental care	**1%**
Increased spending on housing	**1%**
Election promises - Changes to tax	**1%**
Election Promises - Financing	**1%**
Retiring if she doesn't win	**1%**
Other	**9%**
Don't Know	**5%**

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

NDP Impact by Partisanship: The net impact of recent news is positive among both the Liberals and New Democrats

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 the New Democratic Party, or did it make no difference?

[asked of all respondents who had read, seen or heard about the party]

Net Impact

Provincial Party Identification

Party	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
Liberal	9%	24%	47%	16%	4%	**+12%**
PC		4%	48%	9%	38%	**-43%**
NDP	37%	44%	19%			**+81%**
Other*	8%	8%	43%	9%	33%	**-27%**
Unaligned	3%	24%	39%	7%	28%	**-8%**

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

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Note: * indicates a small sample size (N<30); treat results with caution.

Positive Impact Tracking: Positive impacts are up for the Liberals, while down directionally for both the PC and NDP

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [PARTY], or did it make no difference? **Showing % who said "a lot more favourable" or "somewhat more favourable"**
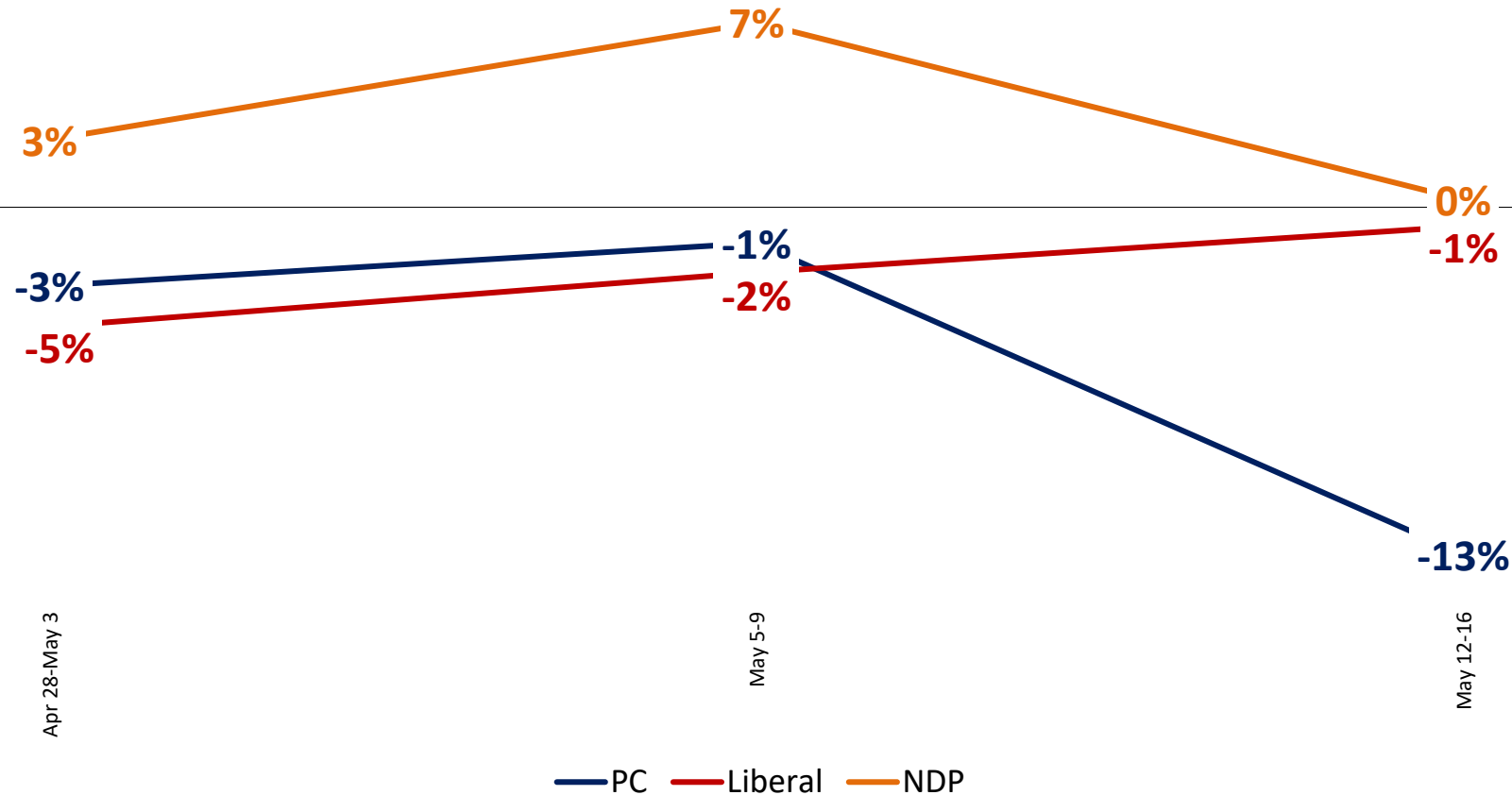[asked of those who have RSH]

	Apr 28-May 3	May 5-9	May 12-16
NDP	32%	34%	30%
Liberal	30%	31%	32%
PC	29%	28%	24%

PC — Liberal — NDP
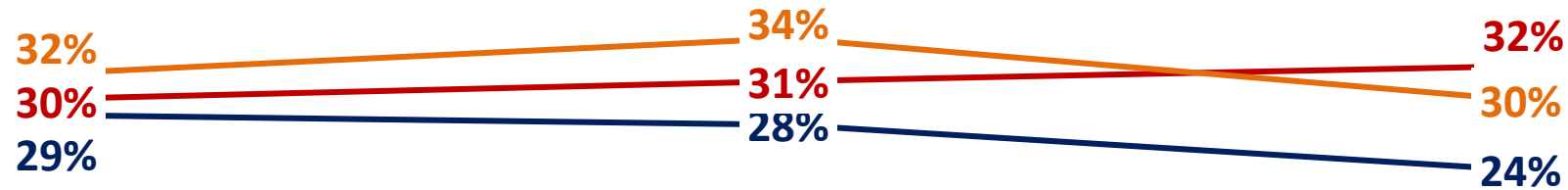
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Negative Impact Tracking: Negative impacts are steady for the Liberals, while up directionally for the PCs and NDP

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [PARTY], or did it make no difference? **Showing % who said "a lot less favourable" or "somewhat less favourable"**
[asked of those who have RSH]

	Apr 28-May 3	May 5-9	May 12-16
PC	32%	29%	38%
Liberal	34%	34%	33%
NDP	29%	27%	29%

— PC — Liberal — NDP

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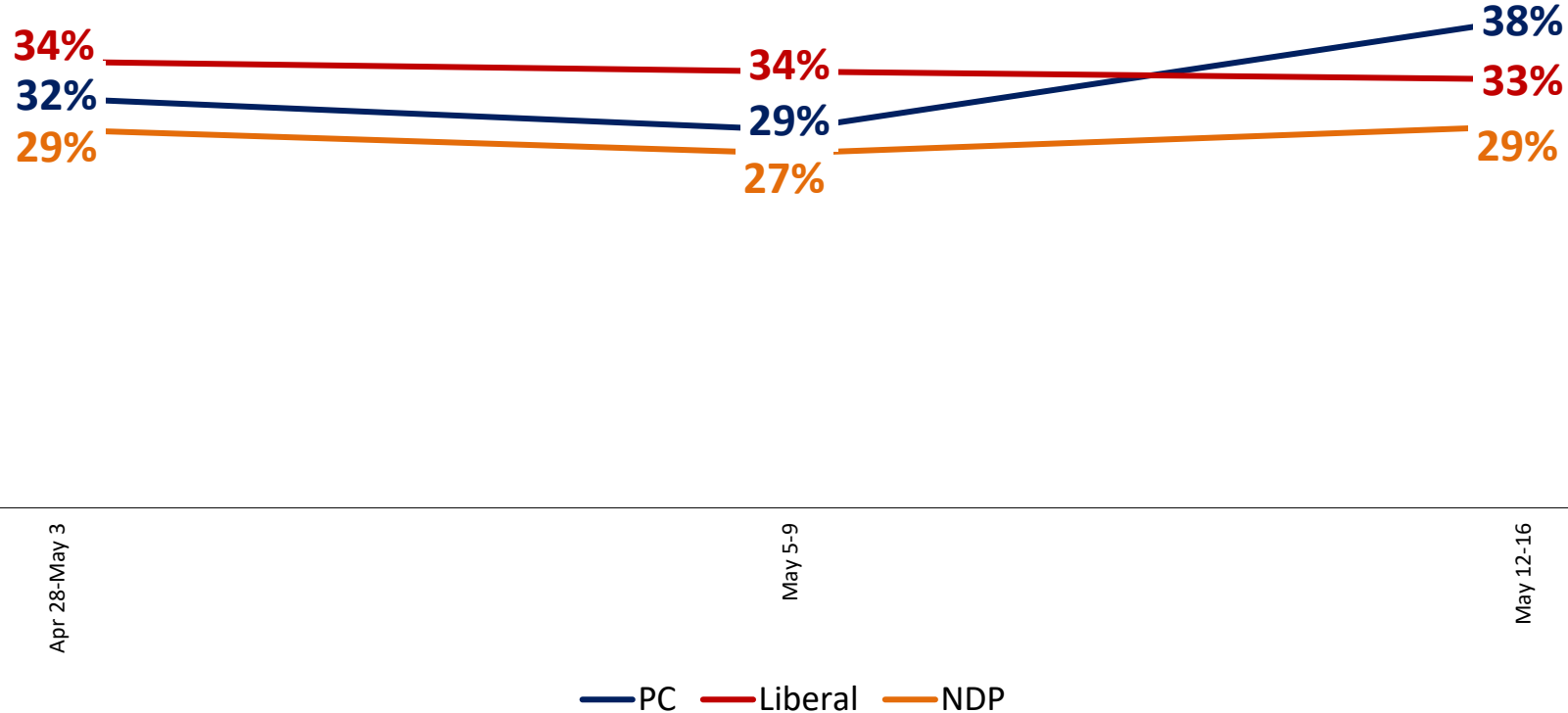
Net Impact Tracking: The net impact of recent news has decreased for the PCs; still the best for the NDP

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [PARTY], or did it make no difference?

[asked of those who have RSH]

PC — Liberal — NDP

NDP: 3% → 7% → 0%
PC: -3% → -1% → -13%
Liberal: -5% → -2% → -1%

Apr 28-May 3   May 5-9   May 12-16

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Segments

Key Segmentations

Throughout the campaign, INNOVATIVE will use four key segmentations to understand movement in vote intention and leader reputation. These segmentations have been developed, refined, and validated over the course of dozens of elections campaigns that we have tracked. Detailed definitions and results for each segment can be found in the appendix.

Political Value Clusters

We group Ontarians into six "values" clusters based on 4 key political values:

1. Populist Conservatives (12%)
2. Deferential Conservatives (10%)
3. Business Liberals (25%)
4. Left Liberals (17%)
5. Core Left (19%)
6. Thrifty Moderates (17%)

Economic Gap

The economic gap segmentation divides Ontarians by their outlook on their economic future, splitting them into four groups:

1. Canadian Dream Achievers (25%)
2. Canadian Dream Strugglers (30%)
3. Ambivalent (24%)
4. Alienated (21%)

Time For Change

This segmentation separates Ontarians by their views on the incumbent government. Is it time for a change, and is there a better alternative than the current government? This creates six groups:

1. Core PCs (18%)
2. Soft PCs (8%)
3. Time for Change PCs (15%)
4. Uncertain (10%)
5. Soft anti-PCs (26%)
6. Hostile (23%)

Ford Personal Support

This segmentation separates by their partisanship and views of Doug Ford to find voters who support Ford personally but do not identify as Progressive Conservatives. This creates four groups:

1. Core PCs (26%)
2. Ford Personal Supporters (18%)
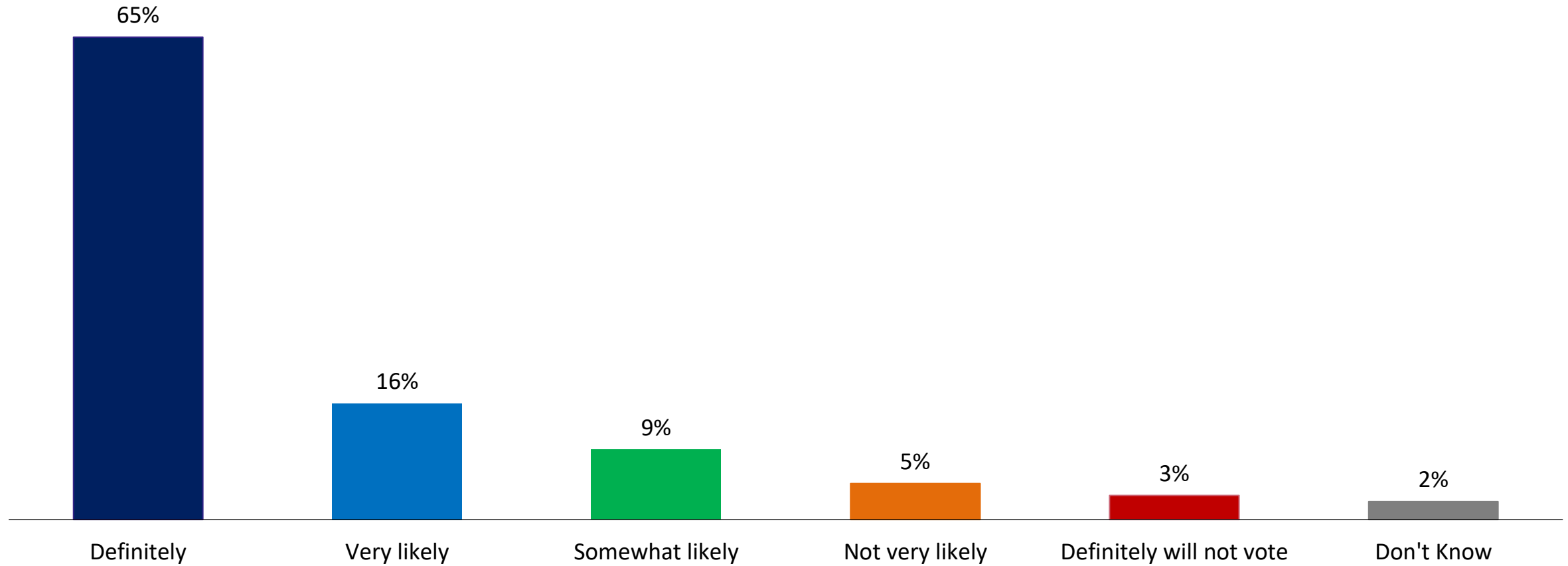3. Unaligned (16%)
4. Other supporters (39%)

Provincial Vote

Likelihood to Vote: 2-in-3 (65%) of respondents say that they will definitely vote in the provincial election

Q As you may have heard there is going to be a provincial election on June 2nd of this year. How likely are you to vote in the upcoming Ontario provincial election?

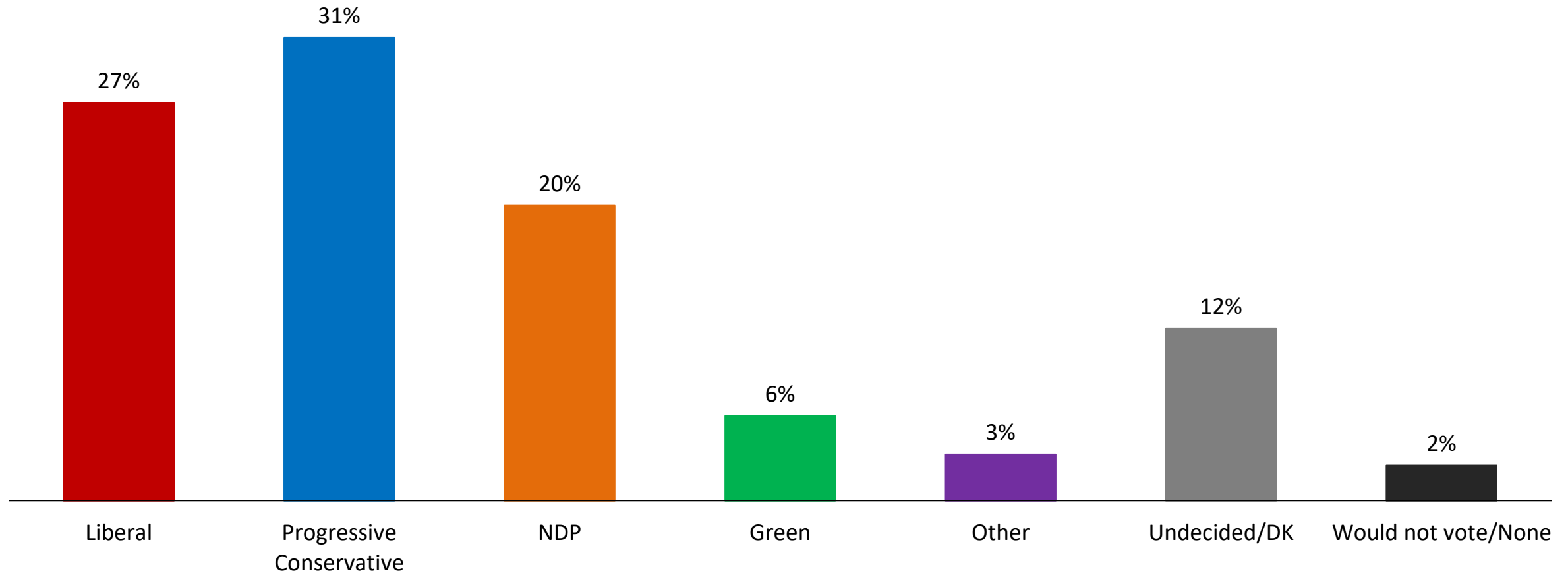[asked of all respondents; n=700]

Definitely	Very likely	Somewhat likely	Not very likely	Definitely will not vote	Don't Know
65%	16%	9%	5%	3%	2%

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Provincial Combined Vote: The PCs (31%) lead the Liberals (27%) by 4 points, while the NDP (20%) trails by 7 points behind the Liberals

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=700]

Liberal	Progressive Conservative	NDP	Green	Other	Undecided/DK	Would not vote/None
27%	31%	20%	6%	3%	12%	2%

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Provincial Vote Tracking: The PCs drop 3 points this wave, while the Liberals are up 3 points – PCs remain well ahead of the other parties

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=700]

Since April

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

Current data: May 2022

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Provincial Decided Vote: Among decided voters, 36% would vote for the Progressive Conservative party, while 31% 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]**
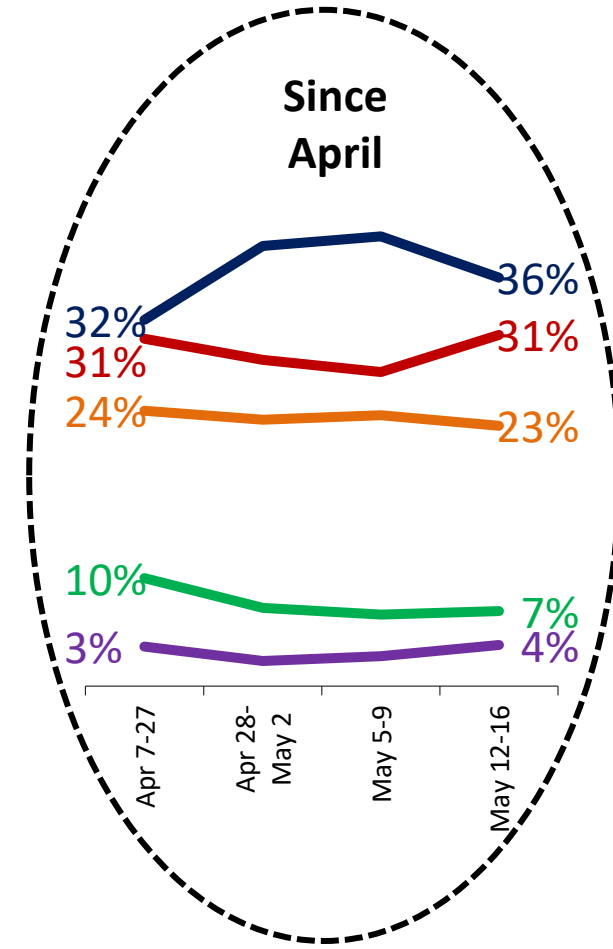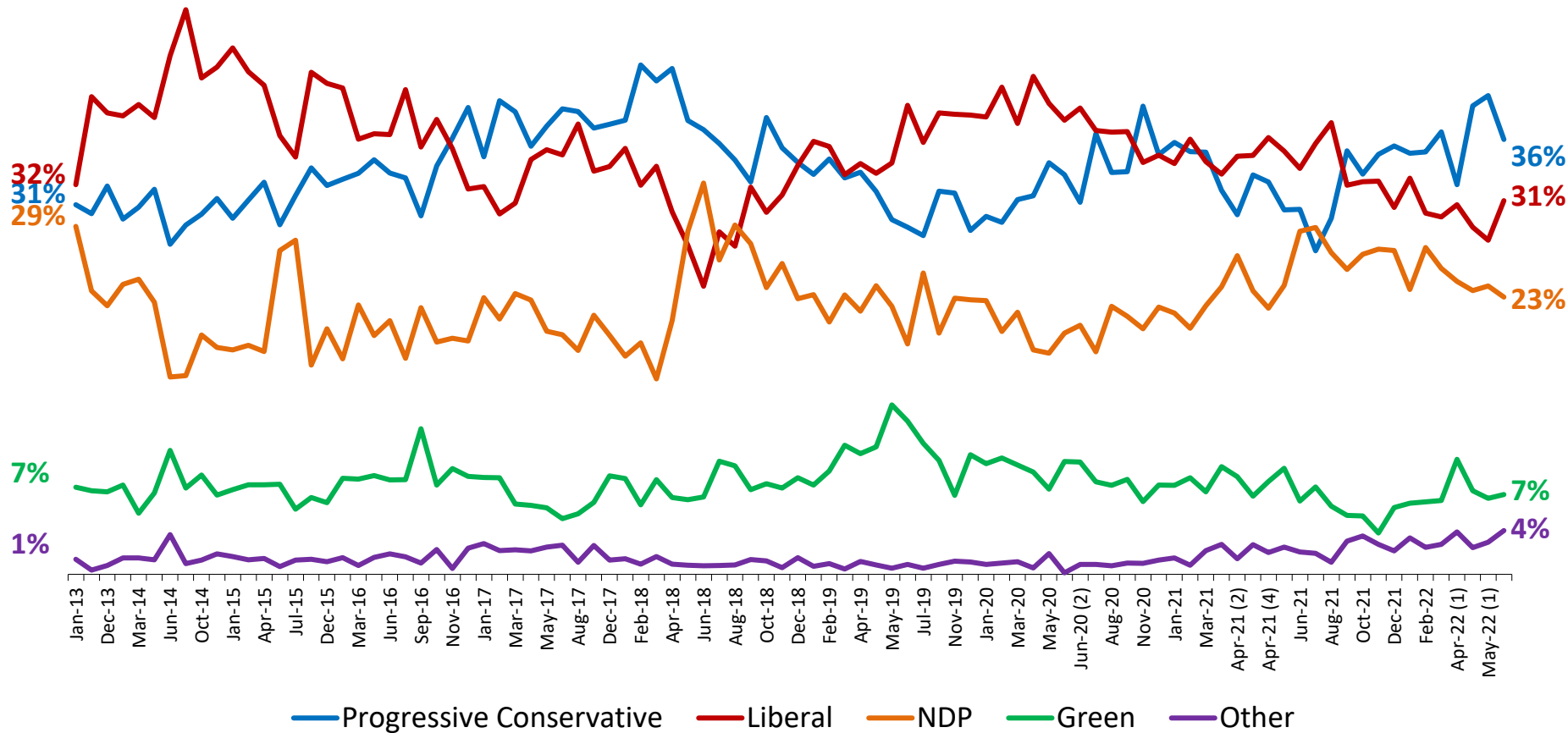[decided voters only; n=603]

Liberal	Progressive Conservative	NDP	Green	Other
31%	36%	23%	7%	4%

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Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[only decided voters; n=603]

Since April

32%
31%
24%
10%
3%

36%
31%
23%
7%
4%

Apr 7-27 | Apr 28-May 2 | May 5-9 | May 12-16

32%
31%
29%

36%
31%
23%
7%
1%
4%

Jan-13 Dec-13 Mar-14 Jun-14 Oct-14 Jan-15 Apr-15 Jul-15 Dec-15 Mar-16 May-16 Sep-16 Nov-16 Jan-17 Mar-17 May-17 Aug-17 Dec-17 Feb-18 Apr-18 Jun-18 Aug-18 Oct-18 Dec-18 Feb-19 Apr-19 May-19 Jul-19 Nov-19 Jan-20 Mar-20 May-20 Jun-20 (2) Aug-20 Nov-20 Jan-21 Mar-21 Apr-21 (2) Apr-21 (4) Jun-21 Aug-21 Oct-21 Dec-21 Feb-22 Apr-22 (1) May-22 (1)

— Progressive Conservative — Liberal — NDP — Green — Other

Current data: May 2022

Decided Vote by Likelihood to Vote: The PCs lead among definite voters, while the Liberals and PCs are close among the probable voters

Decided vote by Likelihood to Vote

Likelihood to Vote

Decided Vote	Definite Voters (N=416)	Probable Voters (N=147)
Liberal	30%	33%
Progressive Conservative	38%	31%
NDP	24%	23%
Green	4%	11%
Other	4%	3%

Note: Unlikely voters not shown due to small sample size.

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Decided Vote by Region: The PCs lead in all the regions except for Toronto where the Liberals lead by 9 points

Decided vote by Region

	Region			
	Toronto	**Rest of GTA**	**South/West**	**North/East**
	(N=128)	(N=161)	(N=150)	(N=164)
Liberal	39%	34%	23%	29%
Progressive Conservative	30%	40%	37%	36%
NDP	20%	22%	26%	23%
Green	8%	3%	10%	6%
Other	3%	2%	5%	5%

Decided Vote

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Decided Vote by Value Cluster: The Ontario PCs lead among 4 of the value clusters, while the Liberals lead the Left Liberals & Core Left

Value Clusters

Decided Vote	Populist Conservatives (N=79)	Deferential Conservatives (N=63)	Business Liberals (N=151)	Left Liberals (N=101)	Core Left (N=120)	Thrifty Moderates (N=89)
Liberal	14%	23%	33%	37%	38%	30%
Progressive Conservative	67%	61%	37%	26%	11%	34%
NDP	3%	11%	22%	28%	36%	26%
Green	4%	1%	5%	7%	11%	9%
Other	11%	3%	2%	2%	4%	1%

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

Economic Gap

	Achievers	Strugglers	Ambivalent	Alienated
	(N=158)	(N=187)	(N=125)	(N=134)
Liberal	29%	28%	35%	34%
Progressive Conservative	50%	40%	28%	21%
NDP	14%	20%	25%	36%
Green	7%	8%	5%	6%
Other	1%	4%	6%	4%

Decided Vote

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Decided Vote by Time for Change: The PCs lead among the Core PCs, Soft PCs and the Time for Change PCs

Time for Change

Decided Vote	Core PC (N=121)	Soft PC (N=43)	Time for a change PC (N=98)	Uncertain (N=41)	Soft anti-PC (N=150)	Hostile (N=150)
Liberal	2%	23%	32%	38%	43%	42%
Progressive Conservative	96%	61%	46%	35%	10%	0%
NDP	0%	13%	13%	16%	32%	43%
Green	<1%	2%	7%	8%	12%	7%
Other	2%	1%	1%	1%	4%	8%

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Decided Vote by Ford Segment: The Liberals lead the PCs by 8 points among the non-PC Ford Supporters

Ford Segment

Decided Vote	Core PCs (N=179)	Non-PC Ford Supporters (N=106)	Unaligned (N=66)	Other Supporters (N=252)
Liberal	2%	40%	26%	49%
Progressive Conservative	91%	32%	19%	3%
NDP	3%	14%	38%	37%
Green	1%	12%	8%	8%
Other	2%	2%	9%	4%

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Provincial 2nd Choice: The NDP is the 2nd choice of most Liberal voters (46%) and the Liberals are the 2nd choice of most NDP voters (49%)

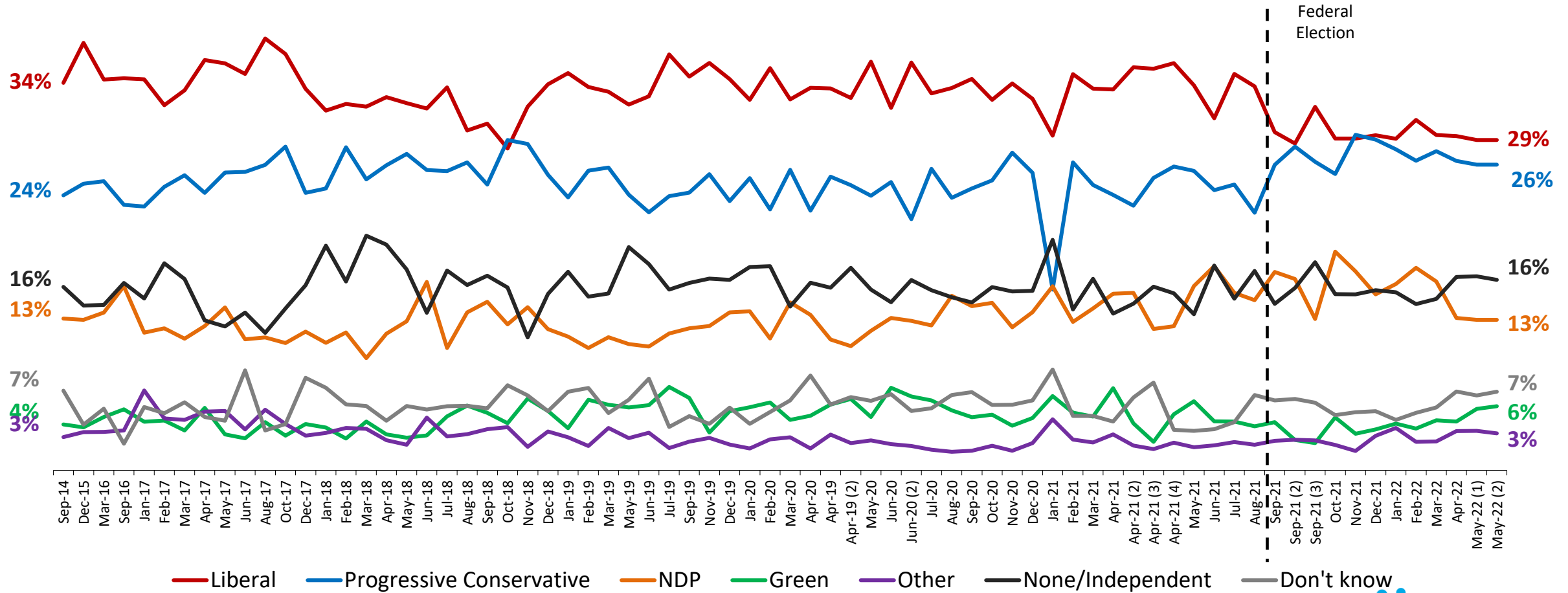And which party would be your second choice? BY [Vote+Lean]

First Choice

Second Choice	Liberal 1st Choice (N=186)	PC 1st Choice (N=217)	NDP 1st Choice (N=138)	Green 1st Choice (N=40)
Liberal 2nd Choice		20%	49%	17%
PC 2nd Choice	15%		14%	15%
NDP 2nd Choice	46%	8%		29%
Green 2nd Choice	14%	10%	17%	
Other 2nd Choice	<1%	5%	1%	2%
Undecided	18%	26%	11%	20%
WNV/None	6%	30%	8%	16%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.

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Provincial Party ID Tracking: The Liberals (29%) lead the PCs (26%) narrowly on partisanship, much lower than in past elections

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a…
[asked of all respondents; n=700]

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

Current data: May 2022

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Combined Vote by Party ID: The PC partisans are the most loyal with 89% saying they would vote for their party, followed by the NDP at 82%

Provincial Party Identification

Combined Vote	Liberal (N=200)	Progressive Conservative (N=185)	NDP (N=91)	Green (N=39)	Other (N=22)	Unaligned (N=115)
Liberal	73%	2%	9%	19%	1%	13%
Progressive Conservative	8%	89%	3%	0%	17%	18%
NDP	11%	3%	82%	5%	22%	19%
Green	2%	1%	3%	60%	4%	6%
Other	0%	2%	0%	2%	43%	7%
Undecided/DK	6%	3%	2%	14%	3%	29%
Would not vote/None	0%	0%	0%	0%	10%	9%

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Satisficing: Ontarians are still split between on having heard all they need to make up their mind and would like to hear more

Q Which statement is closest to your view about the upcoming election?
[asked of all respondents; n=700]

	I have heard all I need	I would like to hear more	Don't know
May 12-16	47%	46%	7%
May 5 - 9	45%	48%	7%
Apr 27 - May 2	32%	62%	6%

■ I have heard all I need to make up my mind in this election ■ I would like to hear more before I finally make up my mind in this election ■ Don't know

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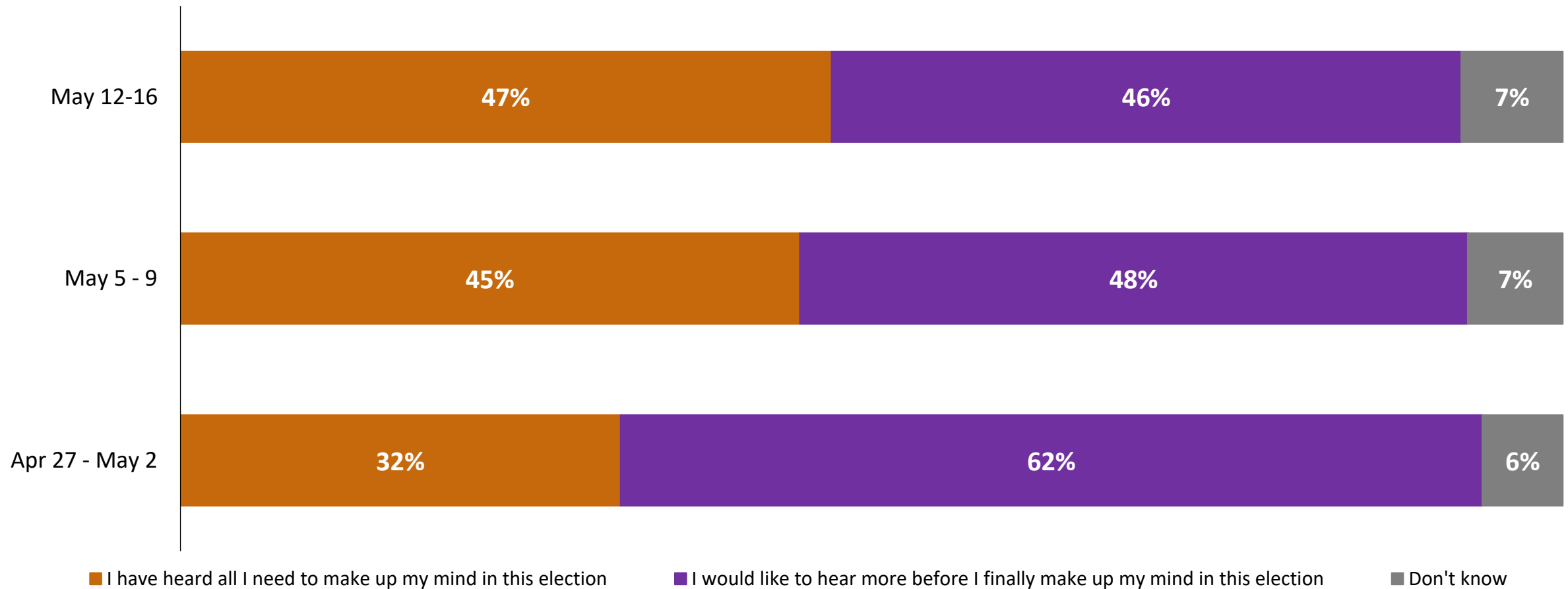
Satisficing: Those of the PC partisanship are more likely to say that they have heard all they need to make up their mind for this election

Q Which statement is closest to your view about the upcoming election? By Party ID
[asked of all respondents; n=700]

Party ID

	I have heard all I need to make up my mind in this election	I would like to hear more before I finally make up my mind in this election	Don't know
Liberal	46%	52%	2%
PC	63%	34%	3%
NDP	56%	38%	5%
Other	54%	40%	6%
Unaligned	22%	57%	21%

■ I have heard all I need to make up my mind in this election   ■ I would like to hear more before I finally make up my mind in this election   ■ Don't know

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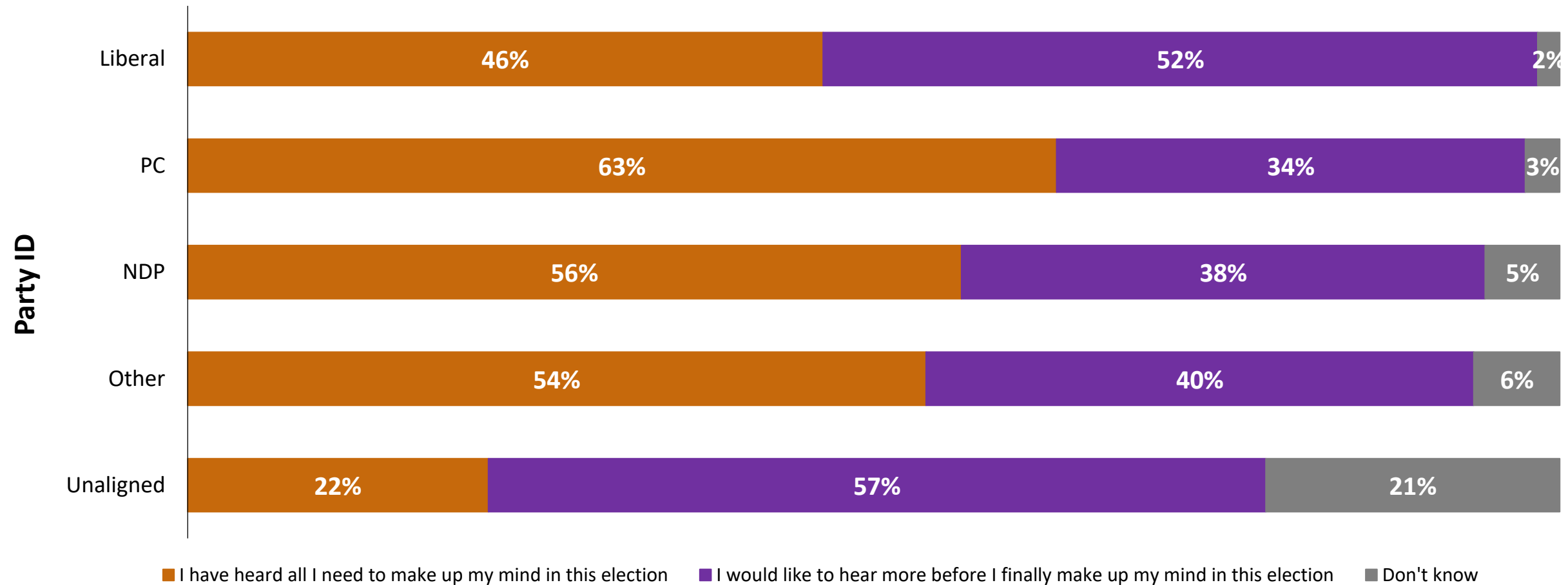
Firmness of Vote: PC voters are more firm in their vote than the Liberal and NDP voters [36]

Which statement is closest to your view about the upcoming federal election BY [Vote+Lean]

|	First Choice				
	PC 1st Choice	**Liberal 1st Choice**	**NDP 1st Choice**	**Green 1st Choice**	**Other 1st Choice**
	(N=217)	(N=186)	(N=138)	(N=40)	(N=22)
I have heard all I need to make up my mind in this election	62%	49%	47%	39%	64%
I would like to hear more before I finally make up my mind in this election	35%	48%	47%	58%	36%
Don't know	3%	3%	5%	4%	0%

Satisficing

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Leadership

Leader Favourables: Doug Ford has the most favourable and the most unfavourable impressions while Del Duca is less defined

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=700]

	Very favourable	Somewhat favourable	Neutral/Neither	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
Doug Ford	14%	25%	16%	14%	28%	1%	2%
Andrea Horwath	10%	22%	22%	17%	23%	2%	5%
Steven Del Duca	6%	18%	26%	18%	21%	4%	6%
Mike Schreiner	7%	14%	30%	10%	11%	17%	11%

■ Very favourable ■ Somewhat favourable ■ Neutral/Neither favourable nor unfavourable ■ Somewhat unfavourable ■ Very unfavourable ■ Do not recognize ■ Don't know

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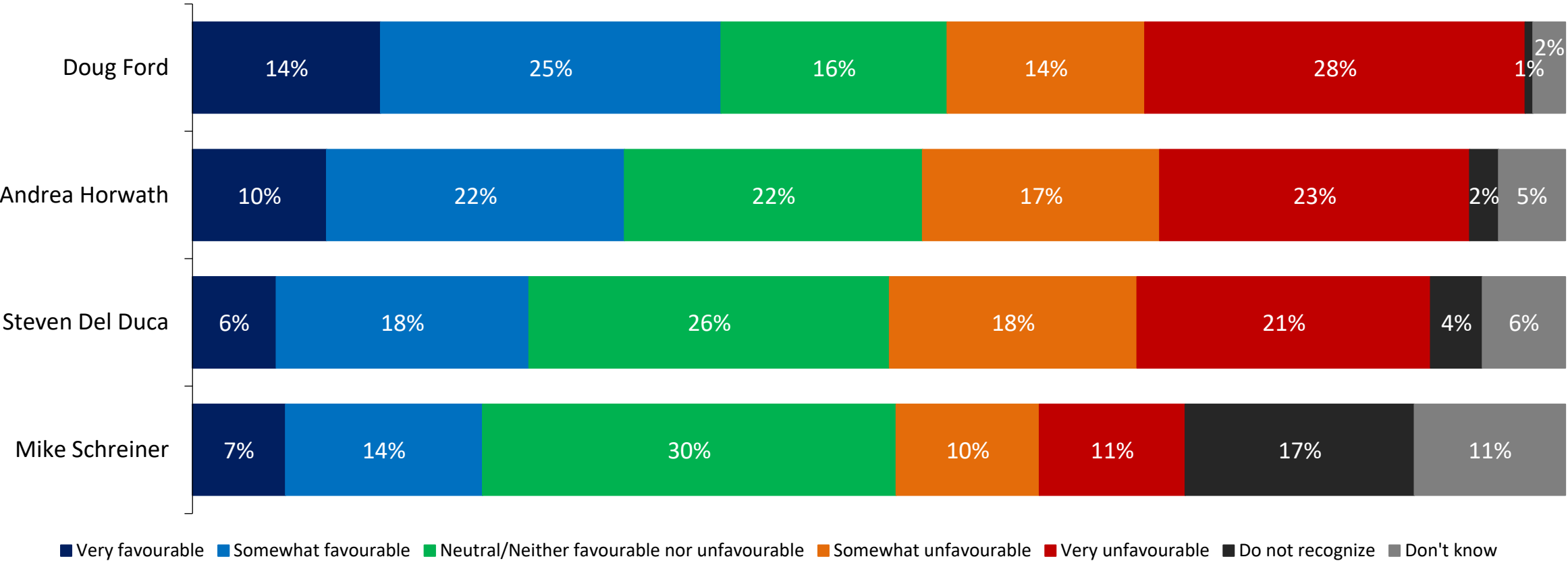
Doug Ford Favourability: 2-in-5 (38%) have favourable impression of Ford, steady since the last wave

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=700]

Since April

Tim Hudak | Patrick Brown | Vic Fedeli | Doug Ford

Favourable: 33% → 38%
Unfavourable: 50% → 42%
Neutral: 17% → 19%

Apr 7-27 | Apr 28-May 2 | May 5-9 | May 12-16

- Favourable
- Unfavourable
- Neutral

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

INNOVATIVE RESEARCH GROUP
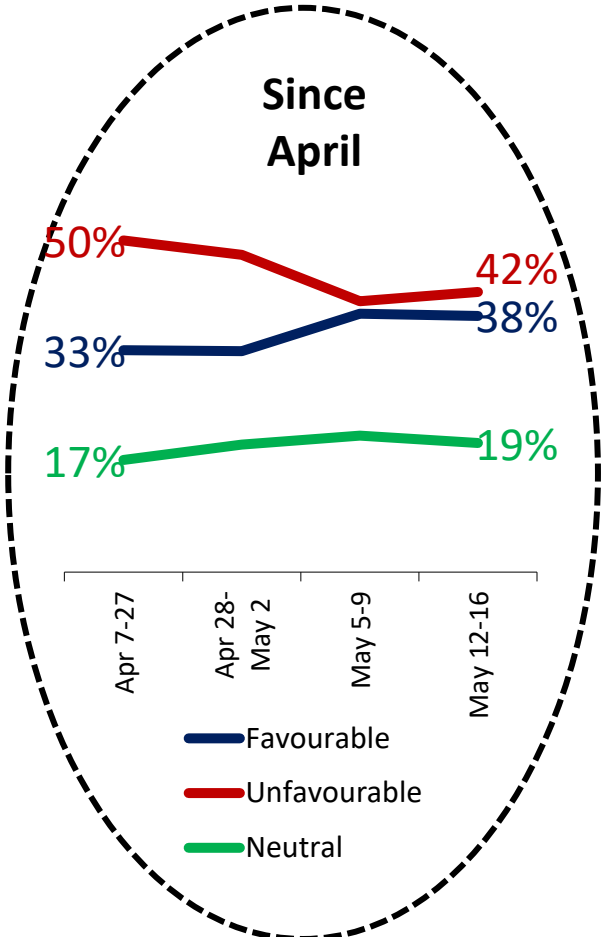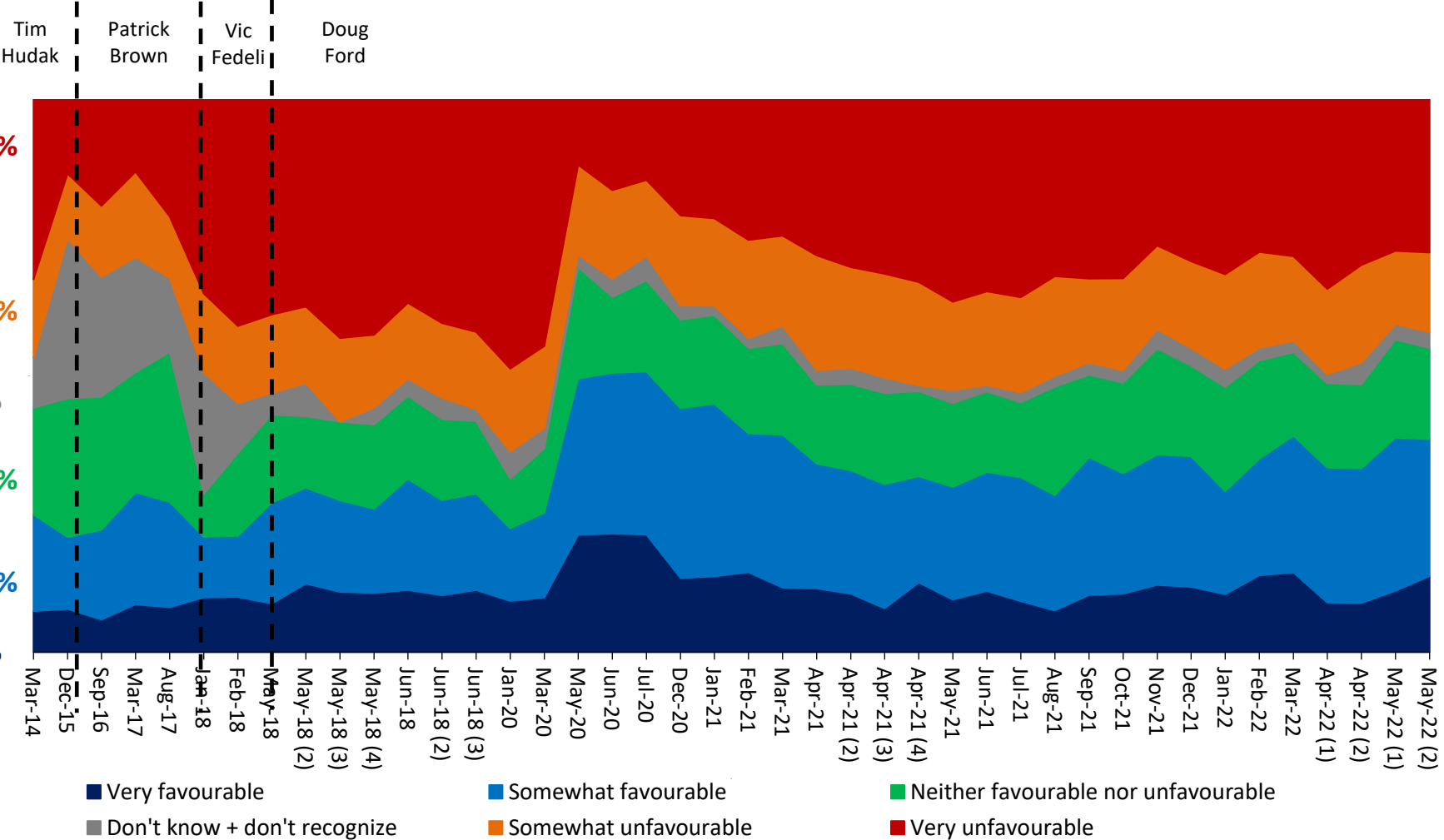
Andrea Horwath Favourability: Horwath's favourability and unfavourablility both increased by 3 points

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.
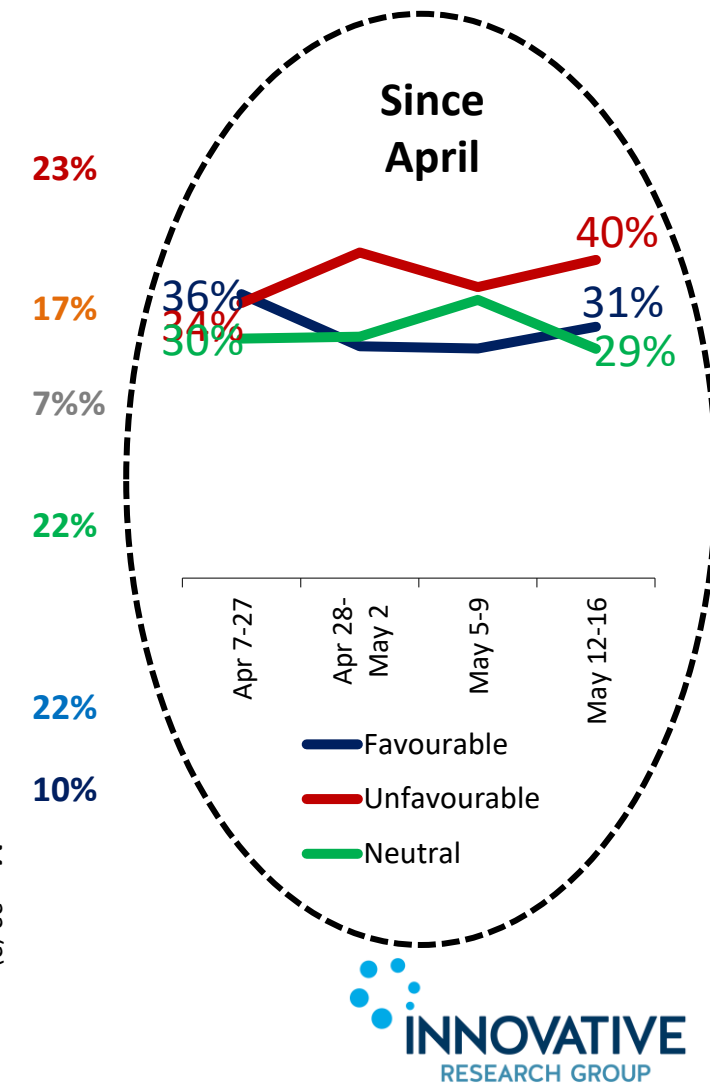
[asked of all respondents; n=700]

Since April

36% 36% 31%
34%   40%
30%   29%

Apr 7-27 | Apr 28-May 2 | May 5-9 | May 12-16

— Favourable
— Unfavourable
— Neutral

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

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Steven Del Duca Favourability: The favourable impression of Del Duca has increased by 3 points since the last wave

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.
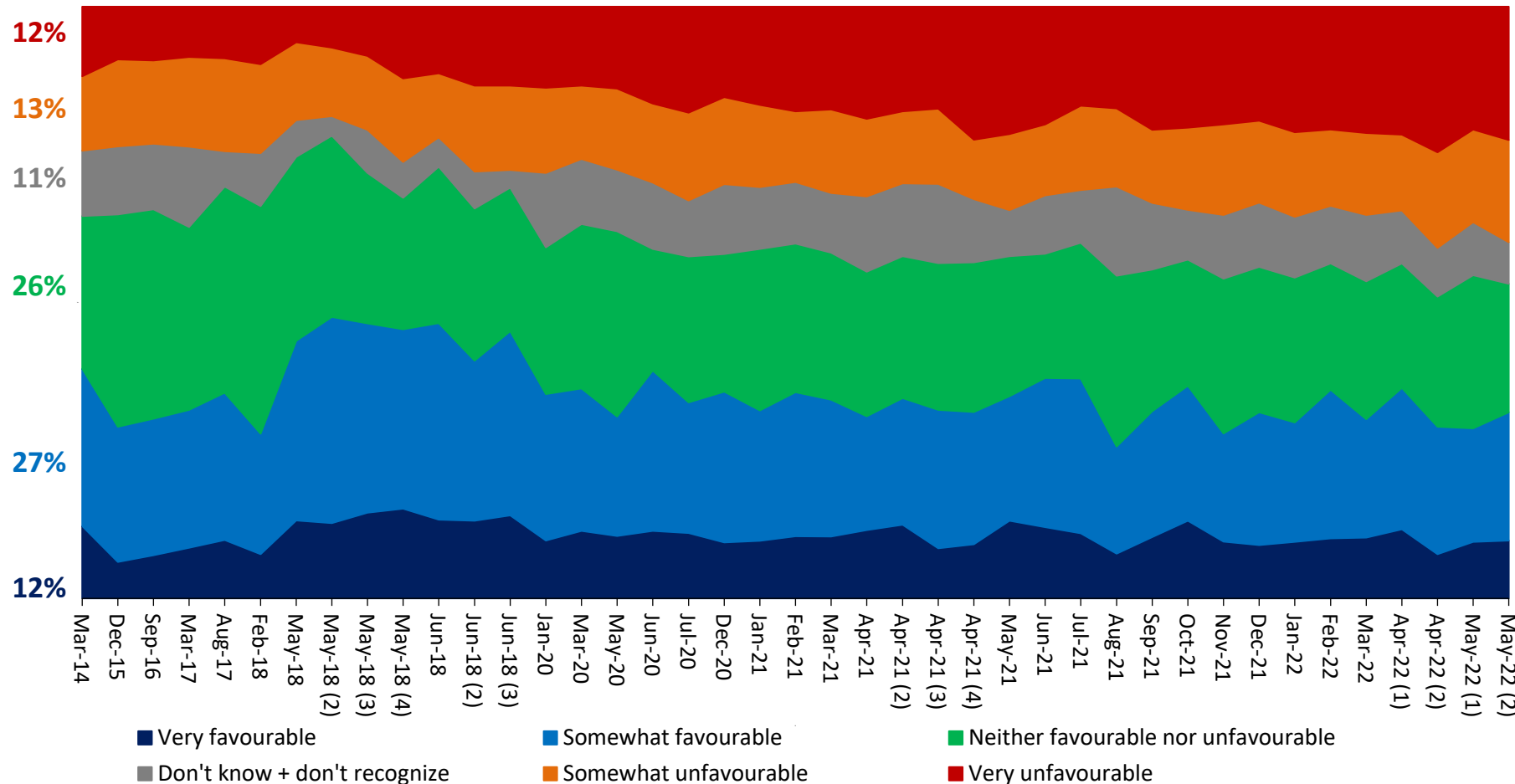
[asked of all respondents; n=700]
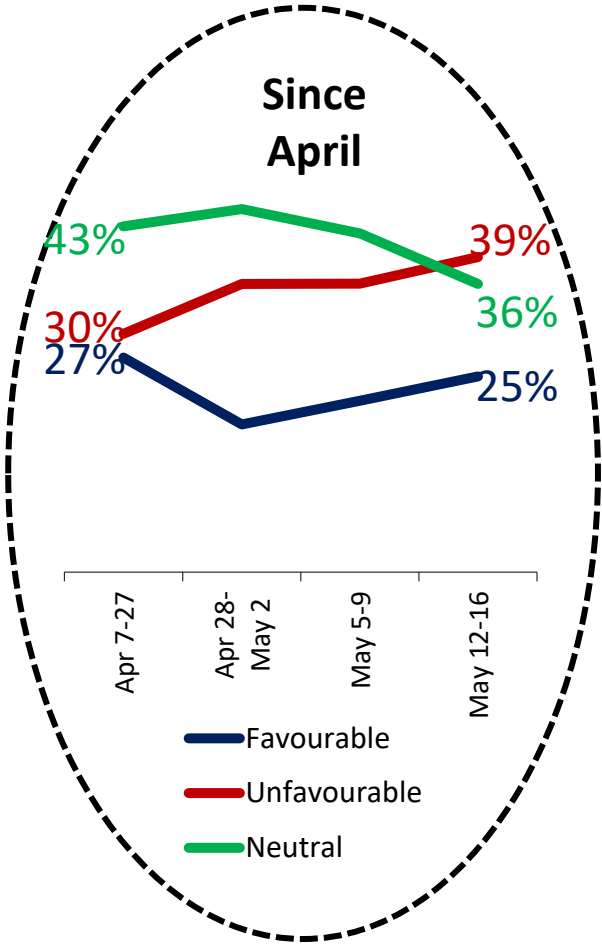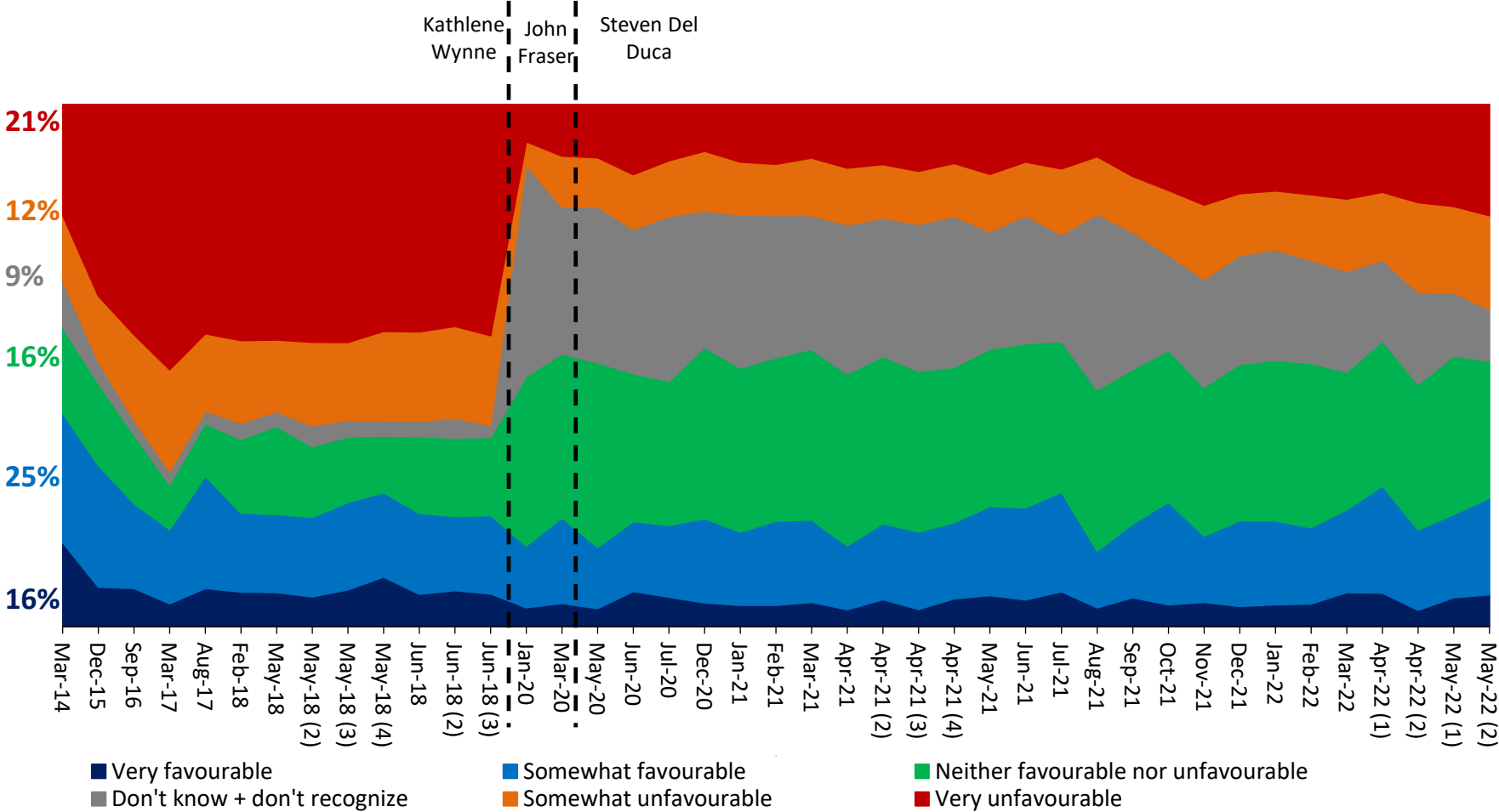

Since April

- Favourable
- Unfavourable
- Neutral

- 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: Doug Ford remains the top choice for the best premier, steady since last wave of tracking

Q Which of the following leaders would make the best Premier of Ontario?
[asked of all respondents; n=700]

Since April

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

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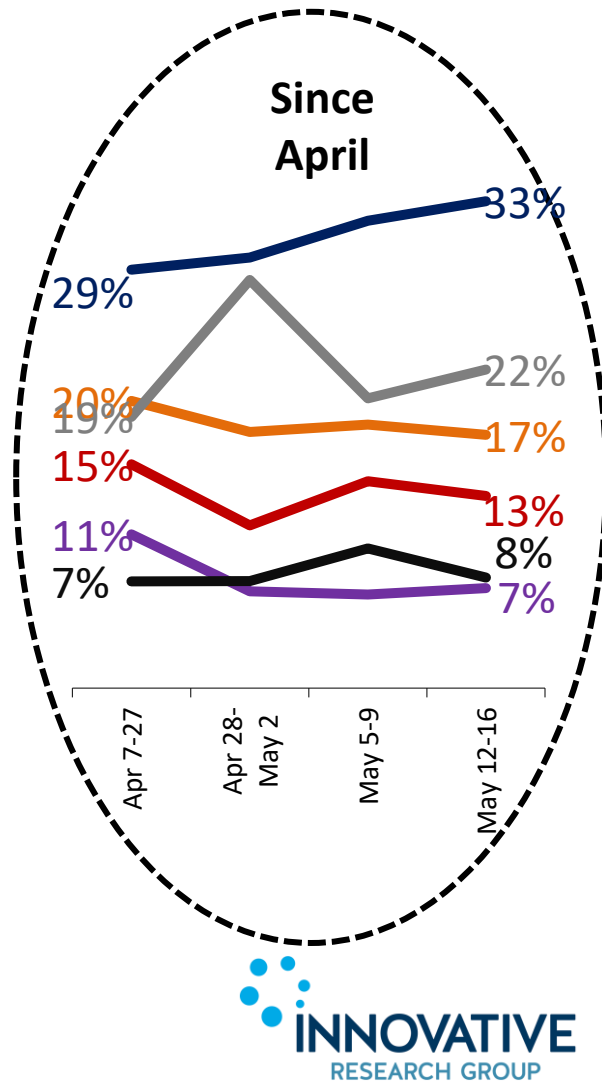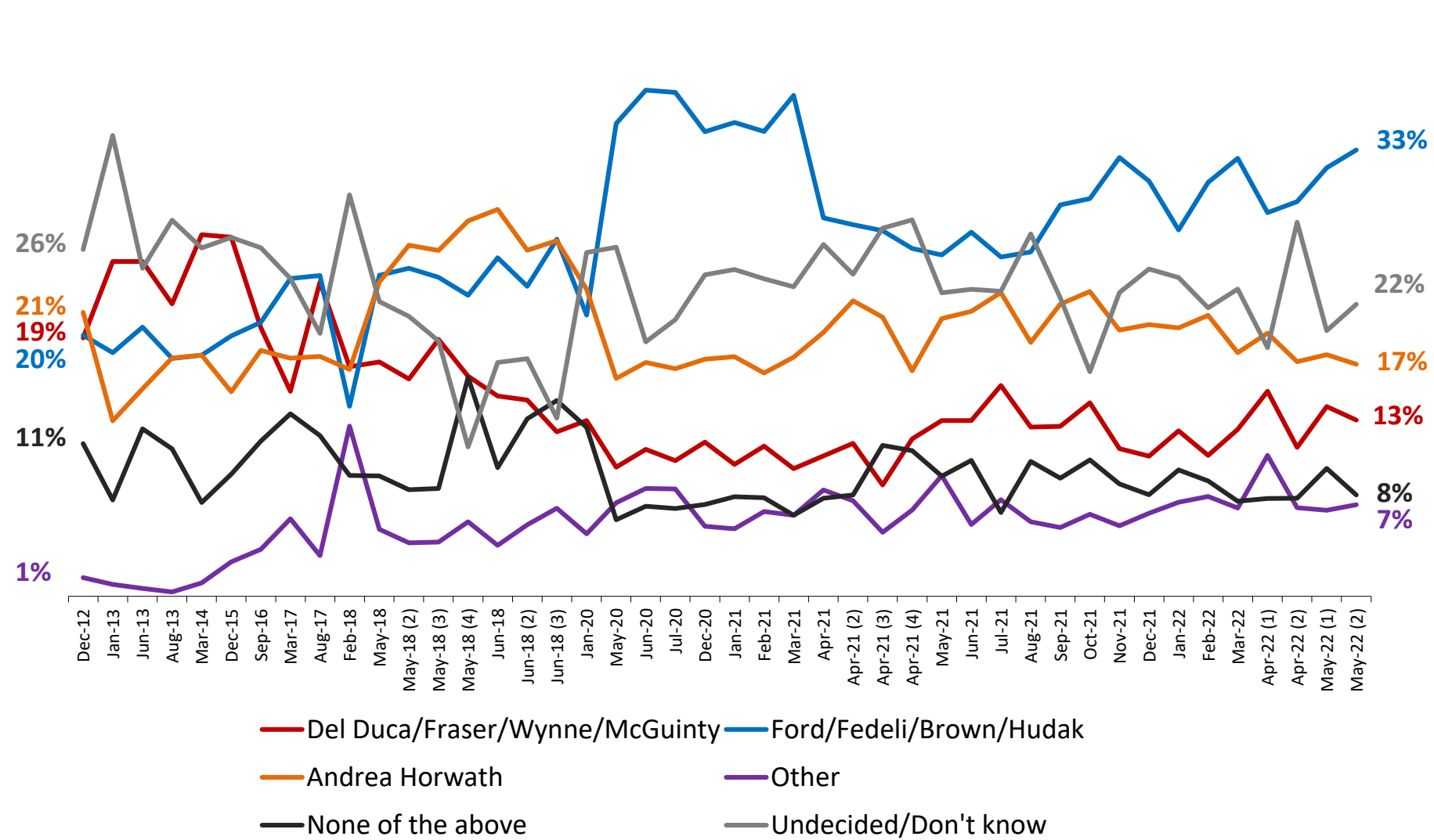
Best Premier by Value Cluster: Ford leads as the best Premier in three of the six value clusters, while Horwath leads among the Core Left

Value Clusters

Best Premier	Populist Conservatives (N=86)	Deferential Conservatives (N=70)	Business Liberals (N=173)	Left Liberals (N=121)	Core Left (N=132)	Thrifty Moderates (N=118)
Del Duca	6%	6%	17%	13%	19%	11%
Ford	62%	61%	36%	25%	11%	26%
Horwath	5%	9%	18%	19%	29%	15%
Other	12%	1%	4%	5%	13%	5%
None of the Above	4%	7%	6%	8%	10%	9%
Undecided	11%	17%	19%	30%	17%	33%

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Best Premier by Economic Gap: Ford is the top choice among the Achievers & Strugglers, Horwath leads among the Alienated

Economic Gap

Best Premier	Achievers (N=177)	Strugglers (N=210)	Ambivalent (N=167)	Alienated (N=146)
Del Duca	16%	13%	11%	13%
Ford	46%	41%	23%	18%
Horwath	10%	17%	16%	27%
Other	4%	7%	9%	7%
None of the Above	2%	7%	11%	12%
Undecided	22%	14%	30%	23%

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Best Premier by Time for Change: Half (49%) of Time for a Change PC voters say Doug Ford is the best choice for premier

Time for Change

Best Premier	Core PC (N=123)	Soft PC (N=54)	Time for a change PC (N=107)	Uncertain (N=72)	Soft anti-PC (N=184)	Hostile (N=160)
Del Duca	0%	0%	15%	5%	13%	30%
Ford	93%	61%	49%	22%	9%	0%
Horwath	1%	6%	10%	10%	21%	39%
Other	3%	4%	5%	1%	10%	11%
None of the Above	1%	9%	7%	12%	11%	6%
Undecided	2%	20%	14%	50%	36%	14%

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Best Premier by Ford Segment: Half (50%) of non-PC Ford Supporters say that Doug Ford is the best choice for premier

	Ford Segment			
	Core PCs (N=185)	**Non-PC Ford Supporters** (N=126)	**Unaligned** (N=115)	**Other Supporters** (N=274)
Del Duca	1%	9%	3%	27%
Ford	78%	50%	8%	6%
Horwath	2%	10%	14%	33%
Other	2%	8%	6%	10%
None of the Above	4%	5%	19%	6%
Undecided	13%	18%	50%	18%

Best Premier

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Best Premier by Party ID: Only 39% of Liberal partisans say Del Duca is the best choice for Premier

Provincial Party Identification

Best Premier	Liberal (N=200)	Progressive Conservative (N=185)	NDP (N=91)	Other (N=61)	Unaligned (N=163)
Del Duca	39%	1%	5%	4%	3%
Ford	20%	78%	9%	11%	21%
Horwath	12%	2%	75%	13%	11%
Other	3%	2%	5%	42%	4%
None of the Above	5%	4%	1%	13%	17%
Undecided	21%	13%	5%	17%	44%

Best Premier by Partisanship: Partisans are now less likely to say their party's leader would make the best Premier of Ontario

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

% of partisans who say their party's leader would make the best Premier of Ontario

Liberals & Del Duca: 30%, 40%, 39%

New Democrats & Horwath: 70%, 81%, 75%

PCs & Doug Ford: 71%, 79%, 78%

■ Apr 27-May 2 ■ May 5-9 ■ May 12-16

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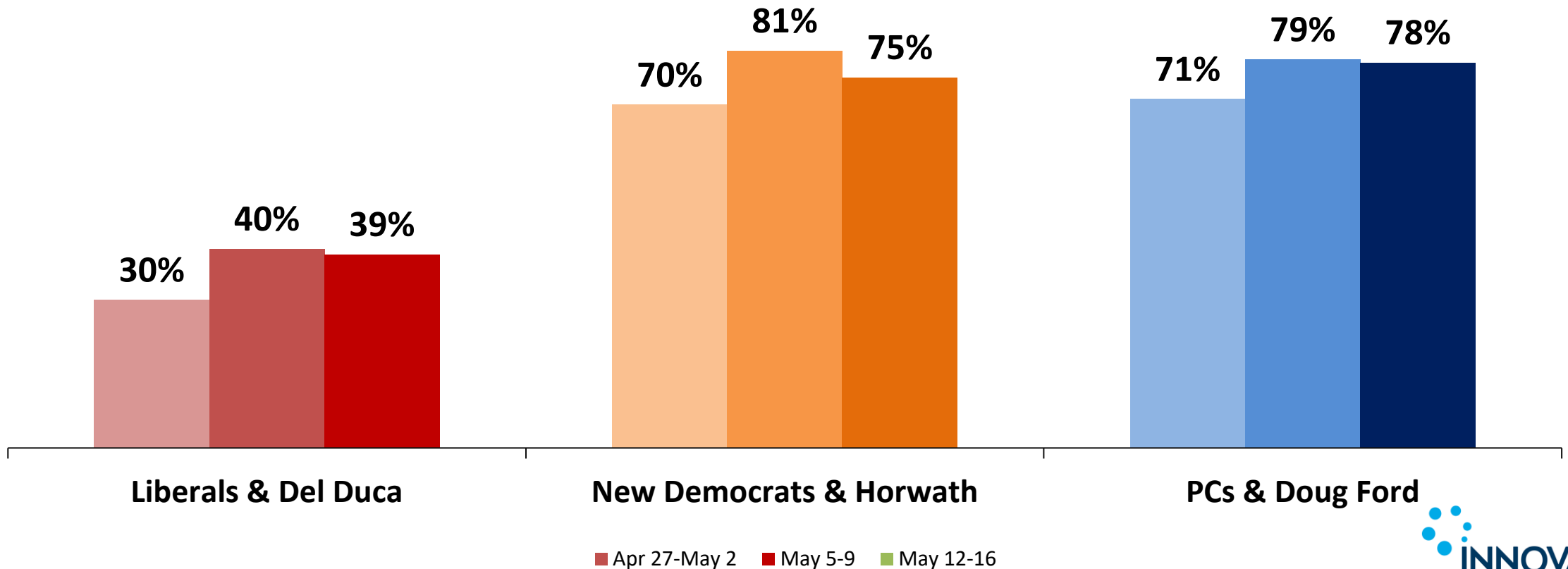
Who can win?

Two-Horse Race: Over half (53%) of Ontarians feel this election is only a choice between the Liberals and the Progressive Conservatives

Q For each of the following statements please indicate if you agree or disagree? *This election is really a two-horse race, only the Liberal and the Progressive Conservatives have a real chance of forming government.*
[asked of all respondents; n=700]

Net Agreement

Date	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
May 12 - 16	20%	33%	21%	10%	10%	5%	**+33%**
May 5 - 9	17%	31%	21%	16%	10%	5%	**+22%**
Apr 27 - May 2	21%	34%	14%	15%	9%	7%	**+31%**
June '18	8%	13%	17%	19%	37%	6%	**-35%**
May '14	31%	28%	13%	15%	8%	5%	**+35%**

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

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Most Likely Alternative: 45% say the Liberals have the best chance of beating the PCs, steady since last wave of tracking

Q Thinking about the area where you live, which party do you think has the best chance of beating the Progressive Conservatives in the upcoming provincial election?
[asked of all respondents; n=700]

	The Liberal Party	The New Democratic Party	Don't know
May 12 - 16	45%	21%	34%
May 5 - 9	44%	23%	33%
Apr 27 - May 2	48%	20%	32%

■ The Liberal Party   ■ The New Democratic Party   ■ Don't know

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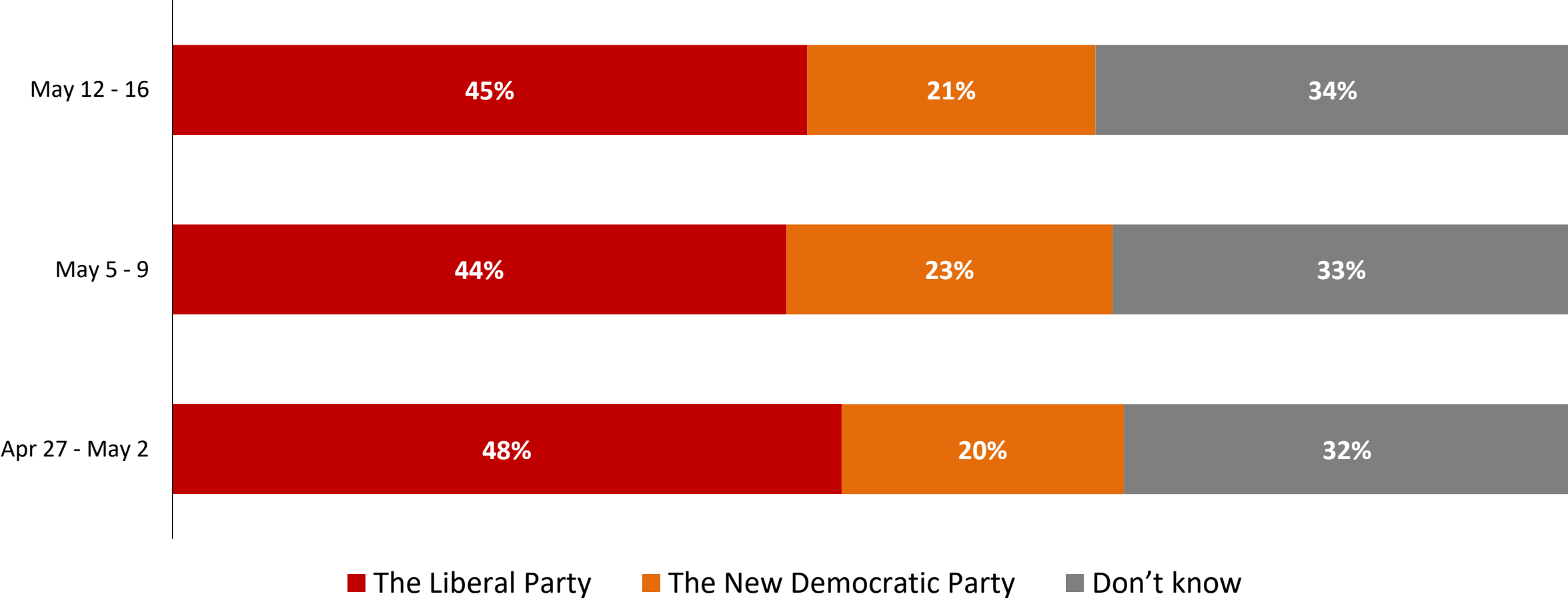
Breaking Issues: Highway 413

Awareness: 38% of Ontarians are at least generally familiar with the 413 highway

Q How familiar are you with the proposal to build the new GTA West/413 Highway?
[asked of all respondents; n=700]

8%	30%	37%	19%	6%
I know the details and can explain them to others	I am generally familiar but cannot explain the details to others	I have heard about it, but don't know any of the details	I've not heard of the proposed GTA West Highway before this survey	Don't know

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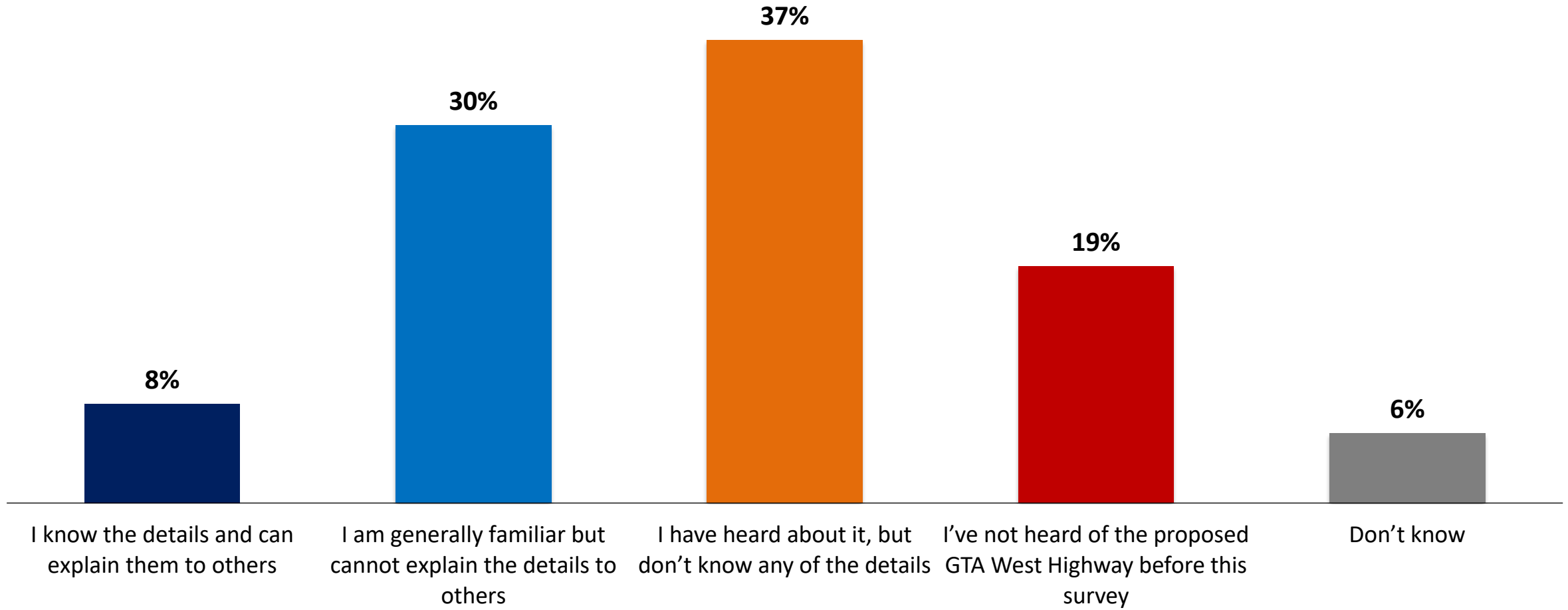
Support: Ontarians are split on whether they support the highway (28%) or oppose it (28%)

Q From what you have read, seen, or heard about the GTA West/413 Highway, or from your initial impression, would you say it sounds like a good idea or a bad idea?

[asked of all respondents; n=700]

Very good idea	Good idea	Both a good and bad idea	Bad idea	Very bad idea	Don't know
9%	19%	25%	13%	15%	19%

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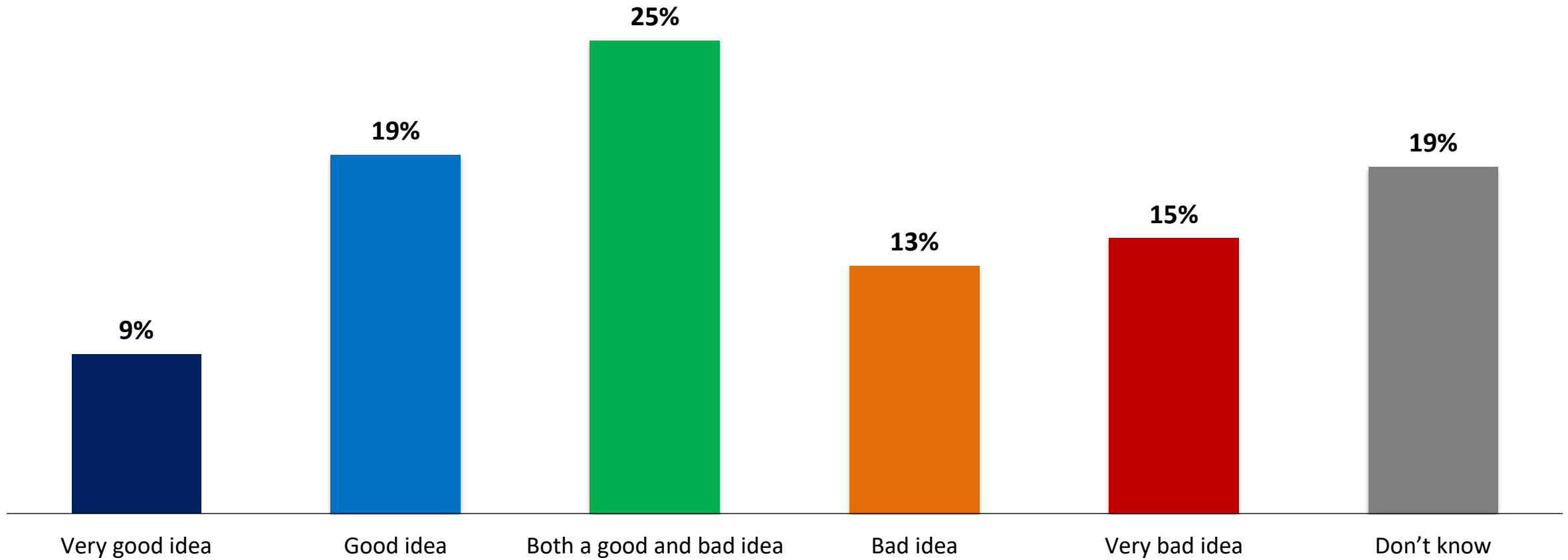
Support: Support for the highway is highest among PC partisans and in the GTA outside of Toronto

Q From what you have read, seen, or heard about the GTA West/413 Highway, or from your initial impression, would you say it sounds like a good idea or a bad idea?

[asked of all respondents; n=700]

Net

Party ID

	Very good idea	Good idea	Both a good and bad idea	Bad idea	Very bad idea	Don't know	Net
Liberal	8%	17%	21%	19%	22%	14%	-16%
PC	15%	28%	27%	7%	6%	16%	+29%
NDP	5%	8%	27%	20%	23%	17%	-29%
Other	10%	20%	22%	14%	13%	22%	+2%
Unaligned	4%	18%	29%	9%	12%	28%	0%

Region

	Very good idea	Good idea	Both a good and bad idea	Bad idea	Very bad idea	Don't know	Net
Toronto	9%	18%	25%	11%	17%	20%	-1%
Rest of GTA	12%	24%	24%	15%	13%	12%	+9%
South/West	8%	17%	27%	13%	14%	21%	-2%
North/East	5%	17%	26%	14%	16%	22%	-7%

■ Very good idea ■ Good idea ■ Both a good and bad idea ■ Bad idea ■ Very bad idea ■ Don't know

INNOVATIVE
RESEARCH GROUP
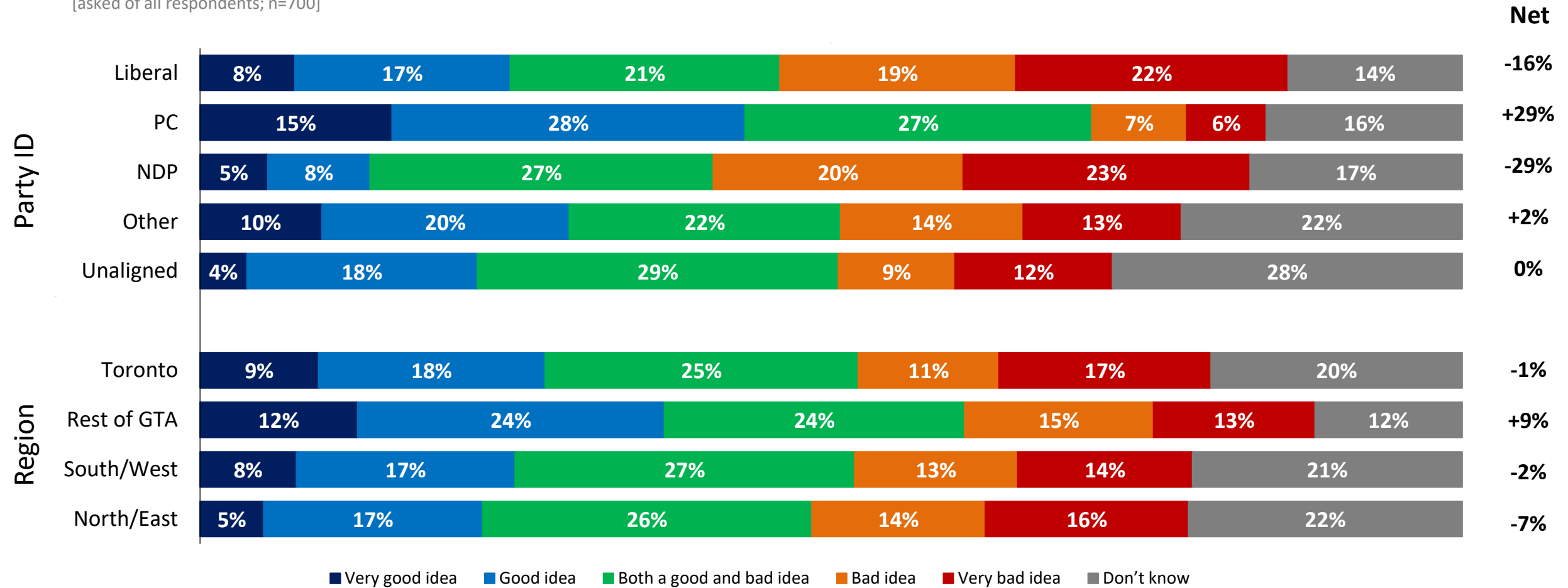
PC Impact: Half of respondents say the PCs position on the highway has no impact on their vote

Q The Progressive Conservative Party of Ontario has promised to build the highway if election. Does their position on Highway 413 leave you more or less likely to vote for the Ontario Progressive Conservative Party?
[asked of all respondents; n=700]

Much more likely to vote Progressive Conservative	Somewhat more likely to vote Progressive Conservative	No difference	Somewhat less likely to vote Progressive Conservative	Much less likely to vote Progressive Conservative	Don't know
8%	7%	50%	8%	19%	9%

INNOVATIVE RESEARCH GROUP
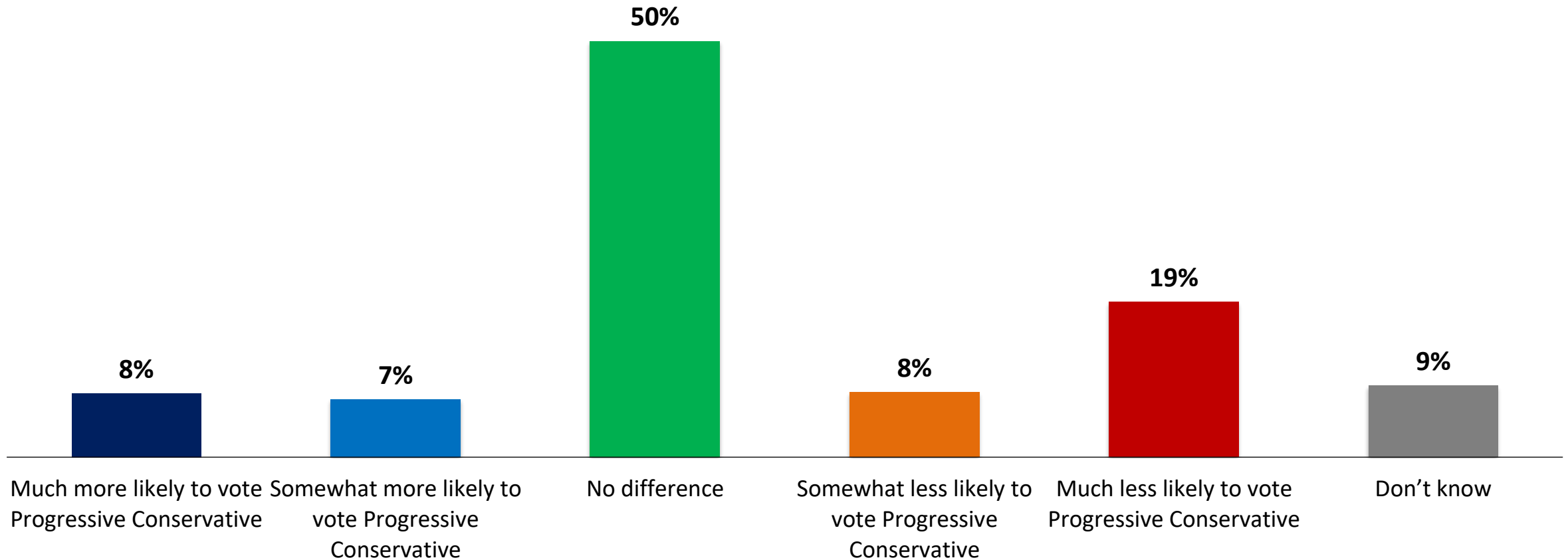
PC Impact: The positive impact of the PCs position is highest in the GTA outside Toronto, but the net impact is still negative

Q The Progressive Conservative Party of Ontario has promised to build the highway if election. Does their position on Highway 413 leave you more or less likely to vote for the Ontario Progressive Conservative Party?
[asked of all respondents; n=700]

Net

Party ID

	Much more	Somewhat more	No difference	Somewhat less	Much less	Don't know	Net
Liberal	5%	4%	45%	11%	28%	7%	-29%
PC	19%	12%	55%	5%	3%	6%	22%
NDP	4%	3%	43%	6%	36%	7%	-35%
Other	2%	2%	58%	3%	23%	13%	-22%
Unaligned	2%	9%	52%	10%	14%	14%	-12%

Region

	Much more	Somewhat more	No difference	Somewhat less	Much less	Don't know	Net
Toronto	5%	6%	52%	8%	17%	12%	-13%
Rest of GTA	13%	9%	45%	7%	20%	6%	-4%
South/West	7%	6%	55%	6%	17%	9%	-9%
North/East	5%	6%	49%	11%	21%	8%	-21%

■ Much more likely to vote Progressive Conservative ■ Somewhat more likely to vote Progressive Conservative

■ No difference ■ Somewhat less likely to vote Progressive Conservative

■ Much less likely to vote Progressive Conservative ■ Don't know

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Liberal Impact: More than half say the Liberal position to cancel the highway has no impact on their vote

Q The Ontario Liberal Party has said they would cancel the proposed highway if elected. Does their position on Highway 413 leave you more or less likely to vote for the Ontario Liberal Party?
[asked of all respondents; n=700]

11%	12%	51%	5%	13%	9%
Much more likely to vote Liberal	Somewhat more likely to vote Liberal	No difference	Somewhat less likely to vote Liberal	Much less likely to vote Liberal	Don't know

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Liberal Impact: The Liberal position is a net positive among Liberal and NDP partisans, and in Toronto and the GTA

Q The Ontario Liberal Party has said they would cancel the proposed highway if elected. Does their position on Highway 413 leave you more or less likely to vote for the Ontario Liberal Party?
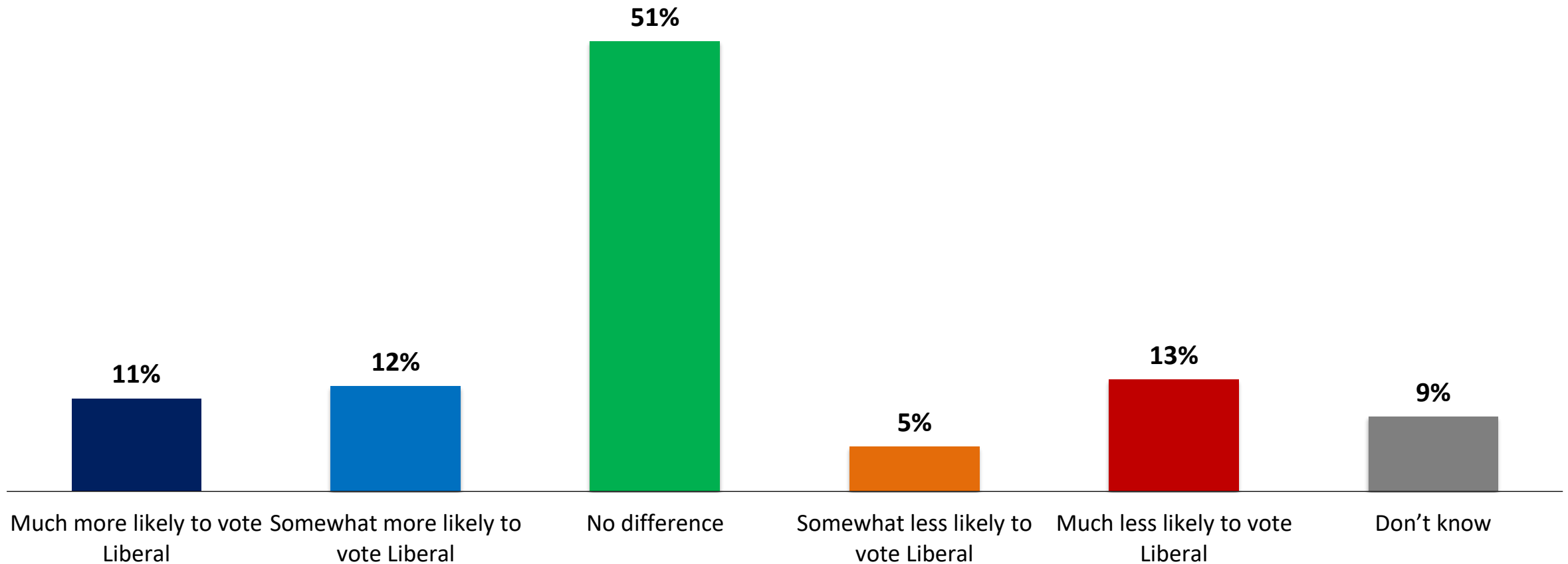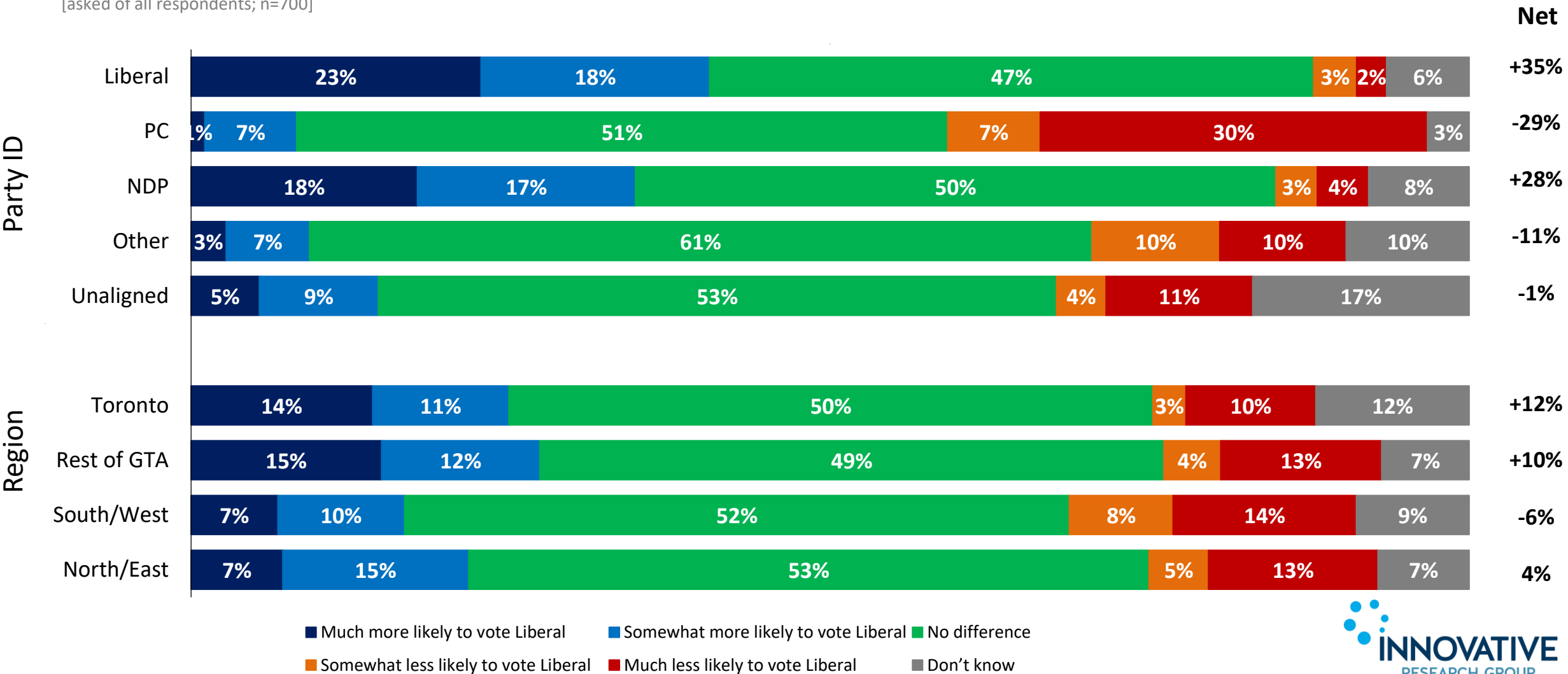[asked of all respondents; n=700]

Net

Party ID

							Net
Liberal	23%	18%	47%	3%	2%	6%	+35%
PC	1%	7%	51%	7%	30%	3%	-29%
NDP	18%	17%	50%	3%	4%	8%	+28%
Other	3%	7%	61%	10%	10%	10%	-11%
Unaligned	5%	9%	53%	4%	11%	17%	-1%

Region

							Net
Toronto	14%	11%	50%	3%	10%	12%	+12%
Rest of GTA	15%	12%	49%	4%	13%	7%	+10%
South/West	7%	10%	52%	8%	14%	9%	-6%
North/East	7%	15%	53%	5%	13%	7%	4%

- Much more likely to vote Liberal
- Somewhat more likely to vote Liberal
- No difference
- Somewhat less likely to vote Liberal
- Much less likely to vote Liberal
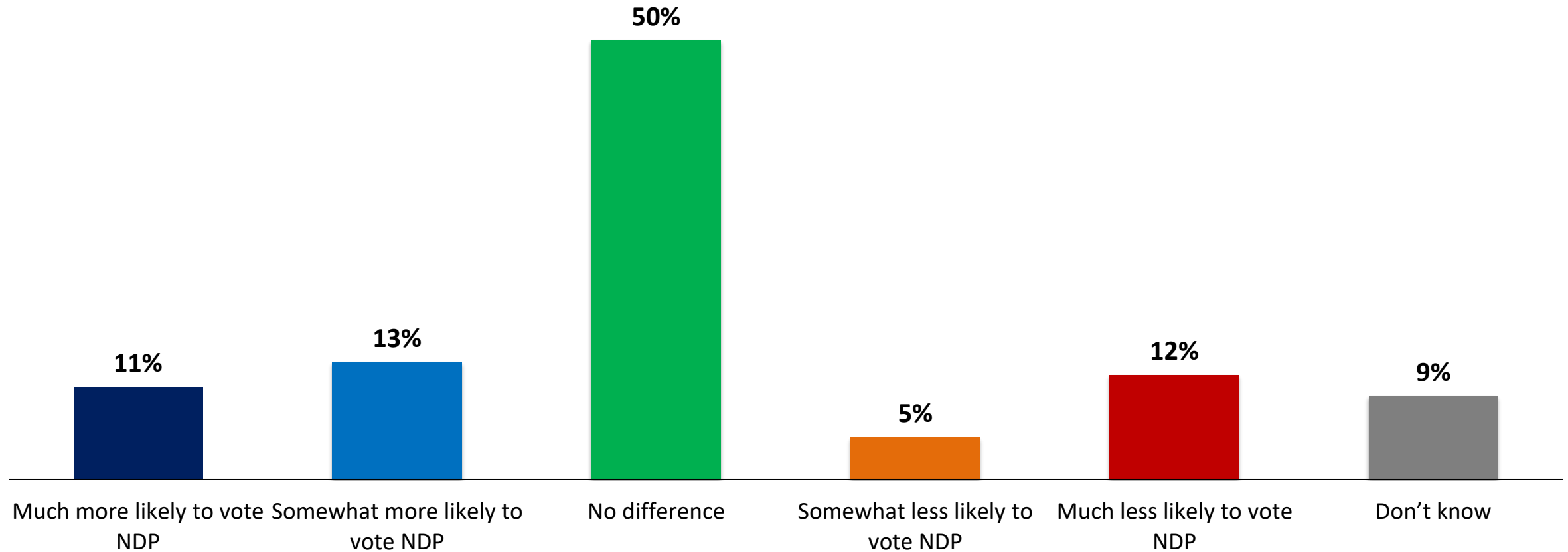- Don't know

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NDP Impact: Half say the NDP position makes no difference while 24% say it leaves them more likely to vote NDP

Q The Ontario New Democratic Party has said they would cancel the proposed highway if elected. Does their position on Highway 413 leave you more or less likely to vote for the Ontario New Democratic Party?
[asked of all respondents; n=700]

11%	13%	50%	5%	12%	9%
Much more likely to vote NDP	Somewhat more likely to vote NDP	No difference	Somewhat less likely to vote NDP	Much less likely to vote NDP	Don't know

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NDP Impact: The NDP position has a net positive impact for the party in every group except among PC and other partisans

Q The Ontario New Democratic Party has said they would cancel the proposed highway if elected. Does their position on Highway 413 leave you more or less likely to vote for the Ontario New Democratic Party?
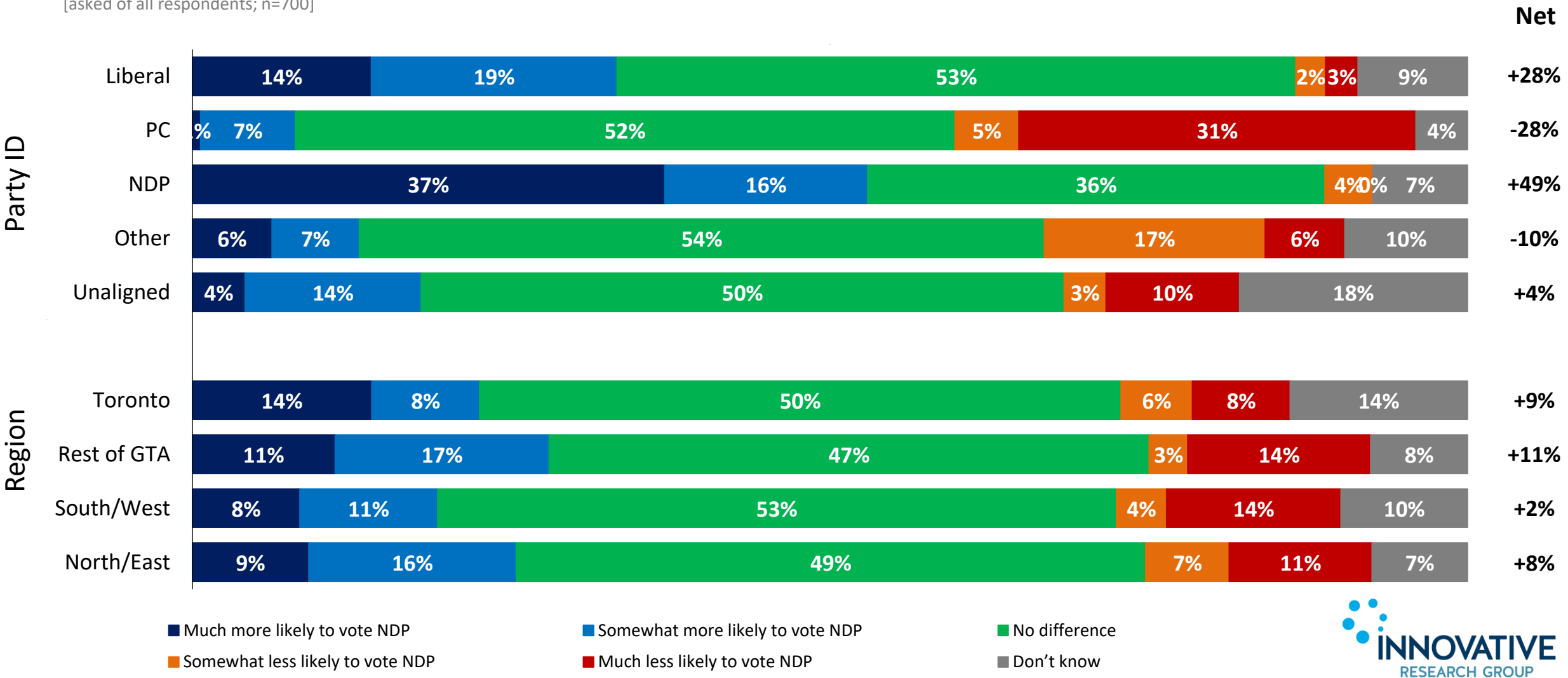[asked of all respondents; n=700]

Net

Party ID

Group	Much more	Somewhat more	No difference	Somewhat less	Much less	Don't know	Net
Liberal	14%	19%	53%	2%	3%	9%	+28%
PC	%	7%	52%	5%	31%	4%	-28%
NDP	37%	16%	36%	4%	0%	7%	+49%
Other	6%	7%	54%	17%	6%	10%	-10%
Unaligned	4%	14%	50%	3%	10%	18%	+4%

Region

Group	Much more	Somewhat more	No difference	Somewhat less	Much less	Don't know	Net
Toronto	14%	8%	50%	6%	8%	14%	+9%
Rest of GTA	11%	17%	47%	3%	14%	8%	+11%
South/West	8%	11%	53%	4%	14%	10%	+2%
North/East	9%	16%	49%	7%	11%	7%	+8%

■ Much more likely to vote NDP ■ Somewhat more likely to vote NDP ■ No difference
■ Somewhat less likely to vote NDP ■ Much less likely to vote NDP ■ Don't know

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Appendix: Methodology

Survey Methodology

These are the results of an online survey conducted between May 12ᵗʰ and May 16ᵗʰ, 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. More details about Dynata can be found [here].

Sample Size: n=818 Ontario residents, 18 years or older. The results are weighted to n=700 based on Census data from Statistics Canada.

Field Dates: May 12ᵗʰ to May 16ᵗʰ, 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. Results are additionally weighted by party ID to match a six-month rolling average from live caller telephone surveys (both landline and cellphone). Weighted and unweighted frequencies are reported in the table. The design effect from this weighting procedure is 1.20. The design effect is an estimate of the effect of the weighting procedure on the sampling error.

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.

Full disclosure standards can be found [here].

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	70	8.6%	96	13.8%
Men 35-54	116	14.3%	116	16.6%
Men 55+	172	21.2%	123	17.7%
Women 18-34	106	13.0%	96	13.8%
Women 35-54	152	18.7%	124	17.8%
Women 55+	197	24.2%	141	20.3%
Toronto	179	21.9%	147	20.9%
Rest of GTA	210	25.7%	183	26.1%
South/West	217	26.5%	181	25.9%
North/East	212	25.9%	189	27.1%

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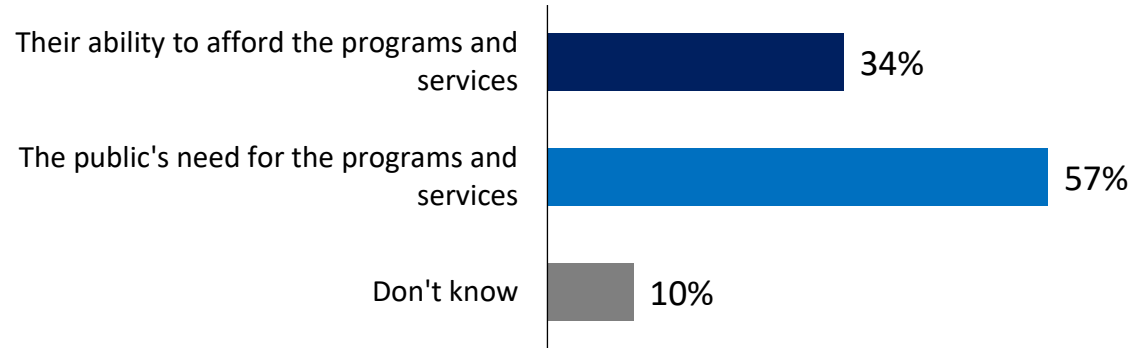
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Appendix:
Segmentation

Core Political Values: A majority (61%) say the main role of government is to create equal opportunity for everyone
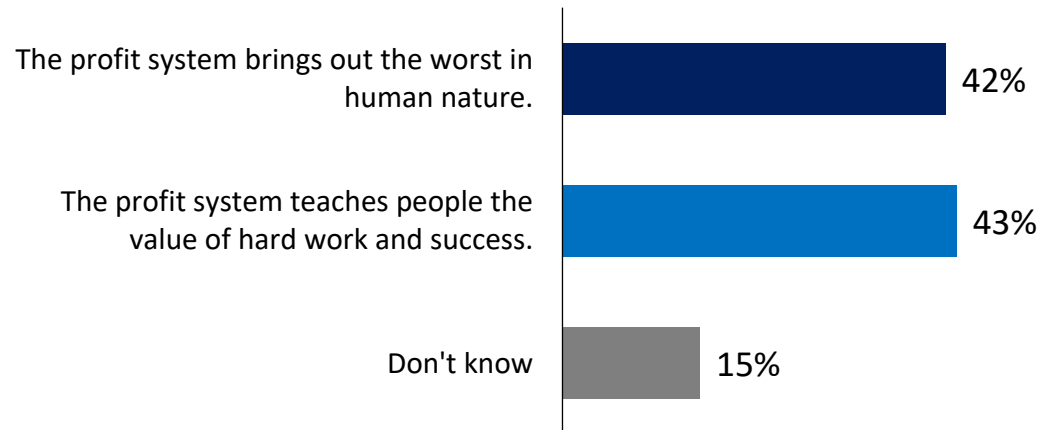
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?
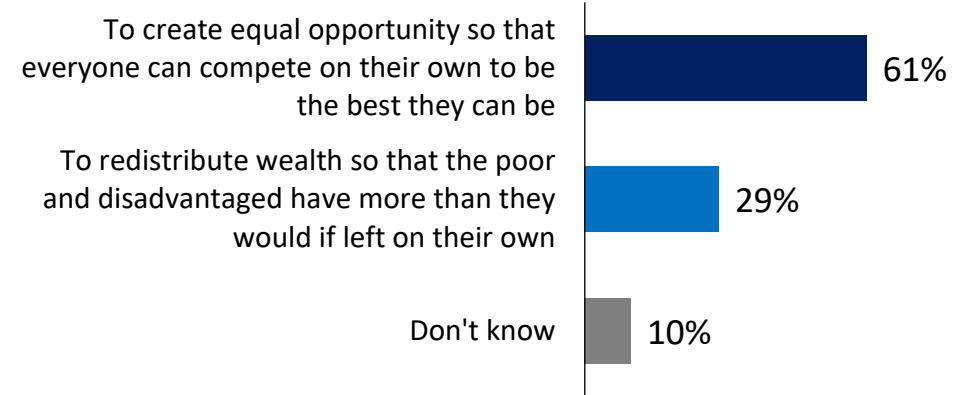[asked of all respondents; n=700]

Their ability to afford the programs and services	34%
The public's need for the programs and services	57%
Don't know	10%

Q Is the main role of government to…?
[asked of all respondents; n=700]

To create equal opportunity so that everyone can compete on their own to be the best they can be	61%
To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own	29%
Don't know	10%

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=700]

The profit system brings out the worst in human nature.	42%
The profit system teaches people the value of hard work and success.	43%
Don't know	15%

Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=700]

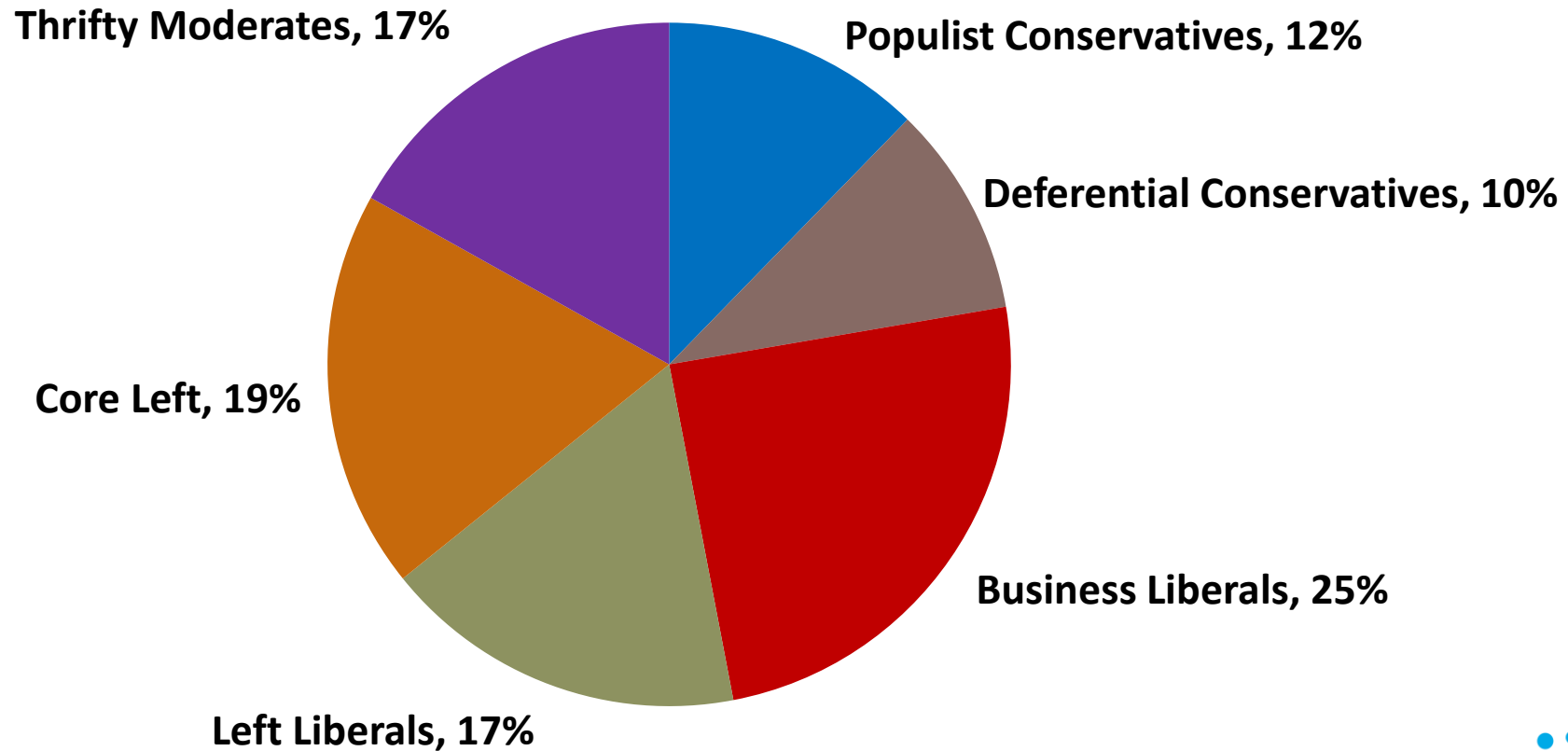|	
Too often the government listens to experts instead of common sense.	48%
Provincial issues are complicated so government should listen to experts when it comes to policy.	39%
Don't Know	13%

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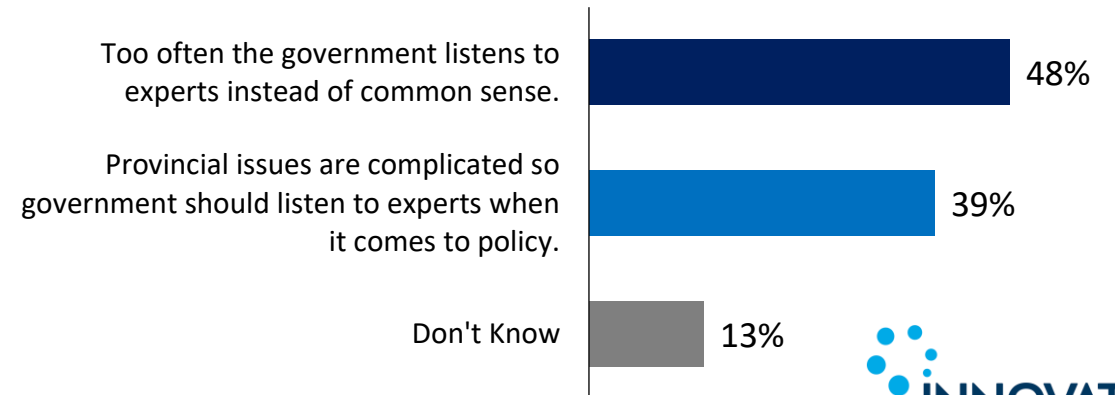
Value Clusters: 1-in-4 are Business Liberals (25%), followed by 19% of Core Left

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=700]

Thrifty Moderates, 17%

Populist Conservatives, 12%

Deferential Conservatives, 10%

Core Left, 19%

Business Liberals, 25%

Left Liberals, 17%

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Defining Value Clusters: All Populist Conservatives believe the government should rely on common sense

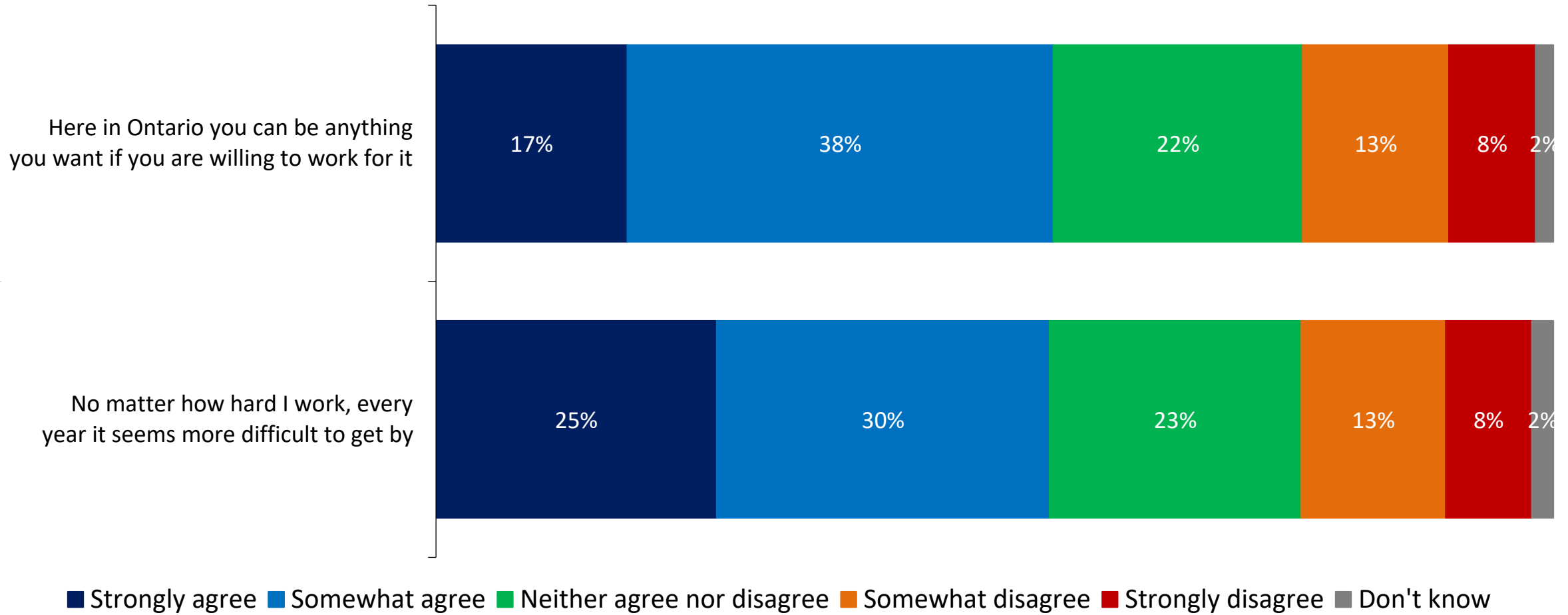Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on...	Ability to afford	90%	93%	0%	0%	0%	78%
	Public Need	0%	0%	97%	89%	93%	0%
Is the main role of government to .?	Create equal Opportunity	99%	85%	69%	98%	0%	37%
	Redistribute wealth	0%	9%	19%	0%	94%	33%
When it comes to government decision making...	Rely on common sense	100%	0%	46%	52%	40%	45%
	Listen to experts	0%	90%	44%	33%	50%	26%
The profit system...	Brings out the worst in human nature	0%	0%	0%	78%	93%	63%
	Teaches value of hard work and success	91%	86%	90%	0%	0%	6%

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Economic Gap Segmentation: Respondents are split between that no matter how hard they work & every year it seems more difficult to get by

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=700]

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	17%	38%	22%	13%	8%	2%
No matter how hard I work, every year it seems more difficult to get by	25%	30%	23%	13%	8%	2%

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

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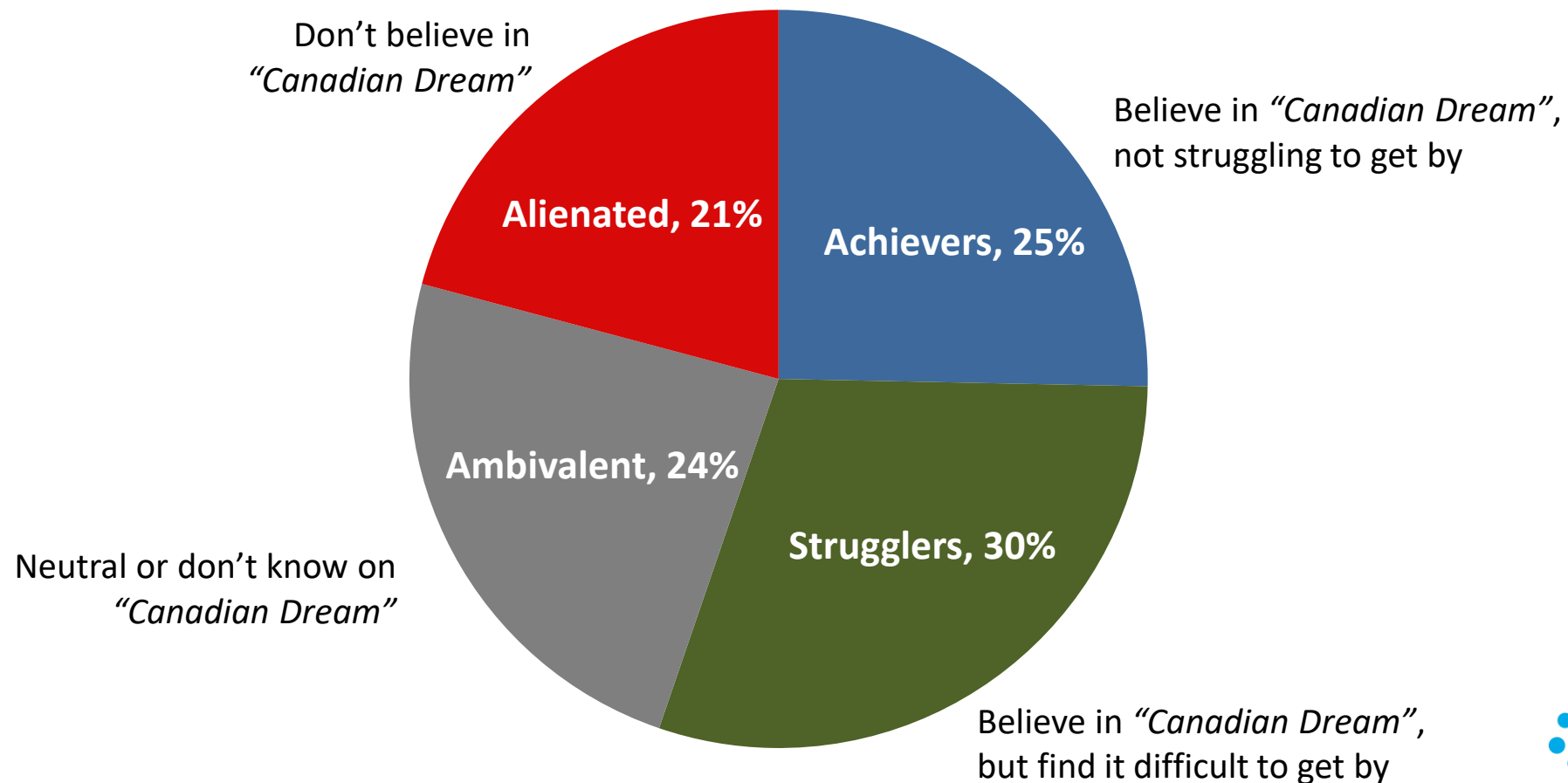
Economic Gap Segmentation: 3-in-10 (30%) in Ontario are Strugglers while a quarter (25%) are Achievers

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=700]

Don't believe in *"Canadian Dream"*

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

Alienated, 21%

Achievers, 25%

Ambivalent, 24%

Strugglers, 30%

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

Believe in *"Canadian Dream"*, but find it difficult to get by
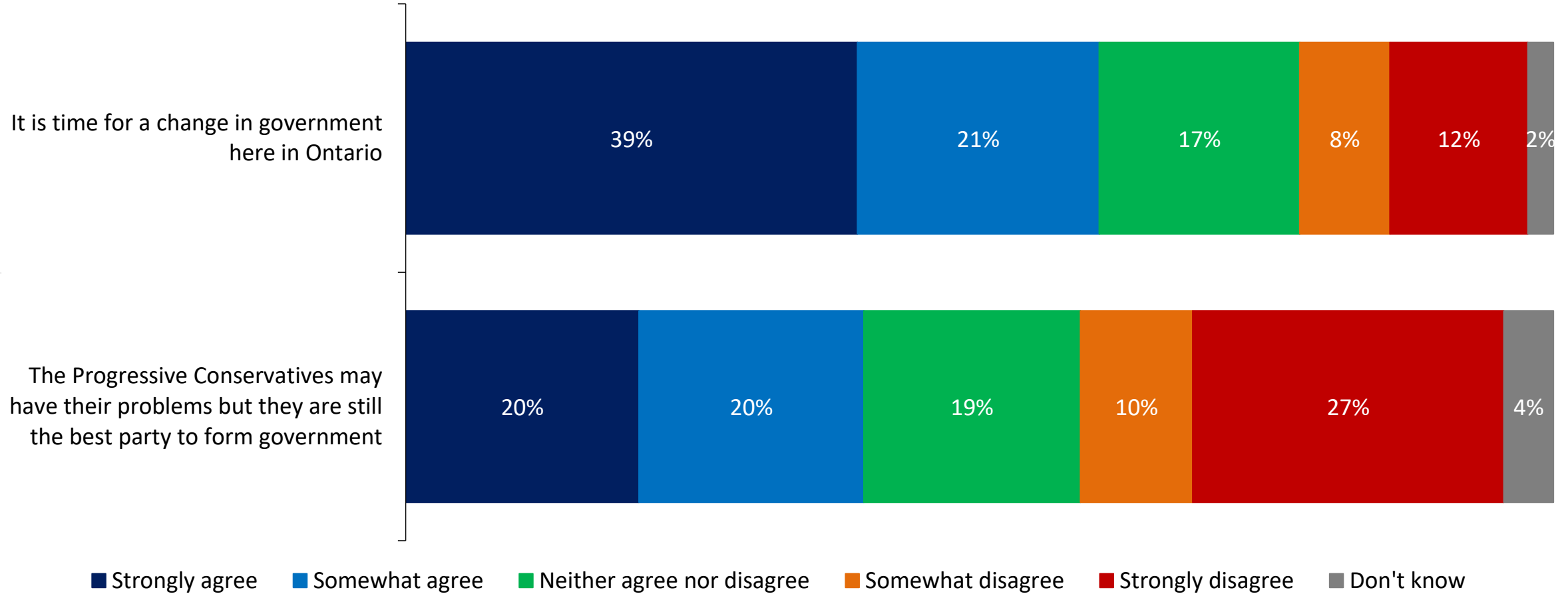
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Time for Change Attitudes: 3-in-5 (60%) agree it is time for a change, but 40% agree PCs is the best to form government

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=700]

It is time for a change in government here in Ontario
- Strongly agree: 39%
- Somewhat agree: 21%
- Neither agree nor disagree: 17%
- Somewhat disagree: 8%
- Strongly disagree: 12%
- Don't know: 2%

The Progressive Conservatives may have their problems but they are still the best party to form government
- Strongly agree: 20%
- Somewhat agree: 20%
- Neither agree nor disagree: 19%
- Somewhat disagree: 10%
- Strongly disagree: 27%
- Don't know: 4%

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know
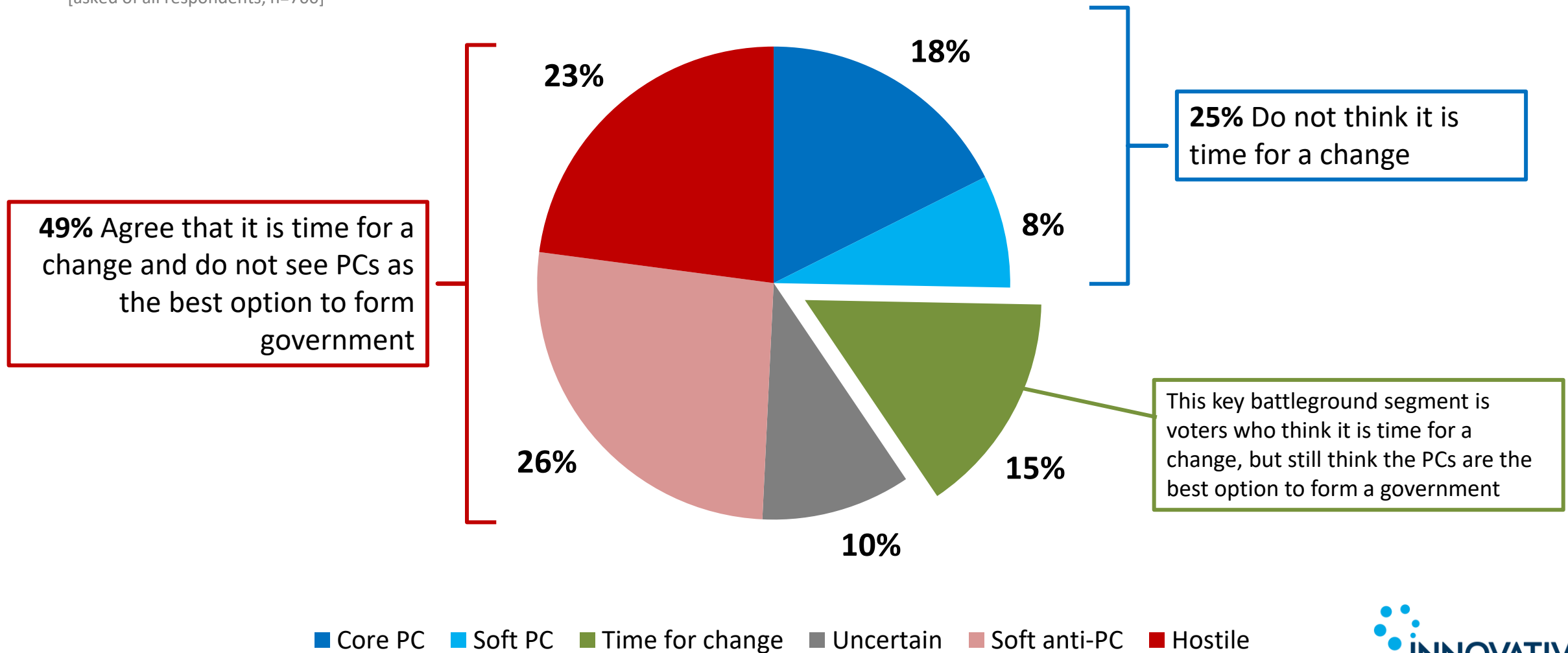
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Time for Change Segmentation: Half (49%) agree that it is time for a change & do not see PCs as the best option to form government

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=700]

25% Do not think it is time for a change

49% 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

18%

8%

15%

10%

26%

23%

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

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Time for Change Tracking: PCs vulnerable on "time for a change"

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'.
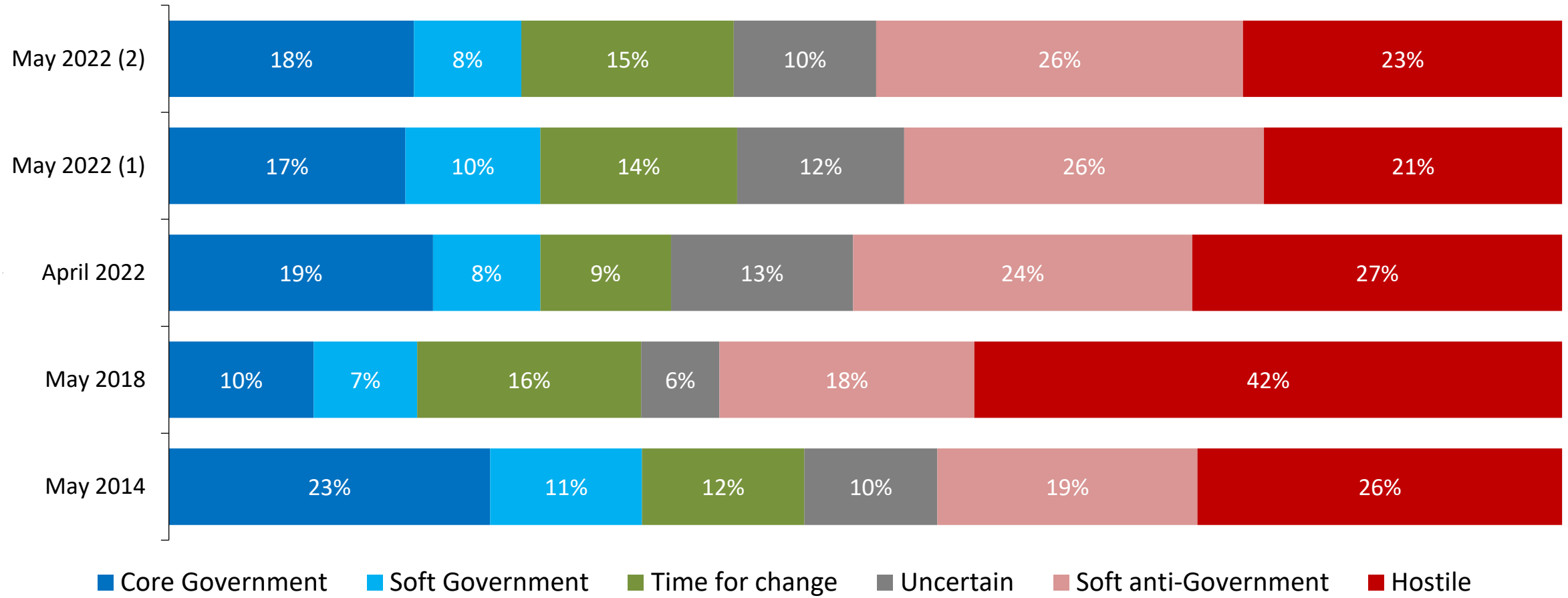[asked of all respondents; n=700]

	Core Government	Soft Government	Time for change	Uncertain	Soft anti-Government	Hostile
May 2022 (2)	18%	8%	15%	10%	26%	23%
May 2022 (1)	17%	10%	14%	12%	26%	21%
April 2022	19%	8%	9%	13%	24%	27%
May 2018	10%	7%	16%	6%	18%	42%
May 2014	23%	11%	12%	10%	19%	26%

■ Core Government ■ Soft Government ■ Time for change ■ Uncertain ■ Soft anti-Government ■ Hostile

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Ford Political Segmentation: A quarter (26%) are core PCs while less than 1-in-5 (18%) are non-PC Ford Supporters

Impression of Doug Ford BY Party ID
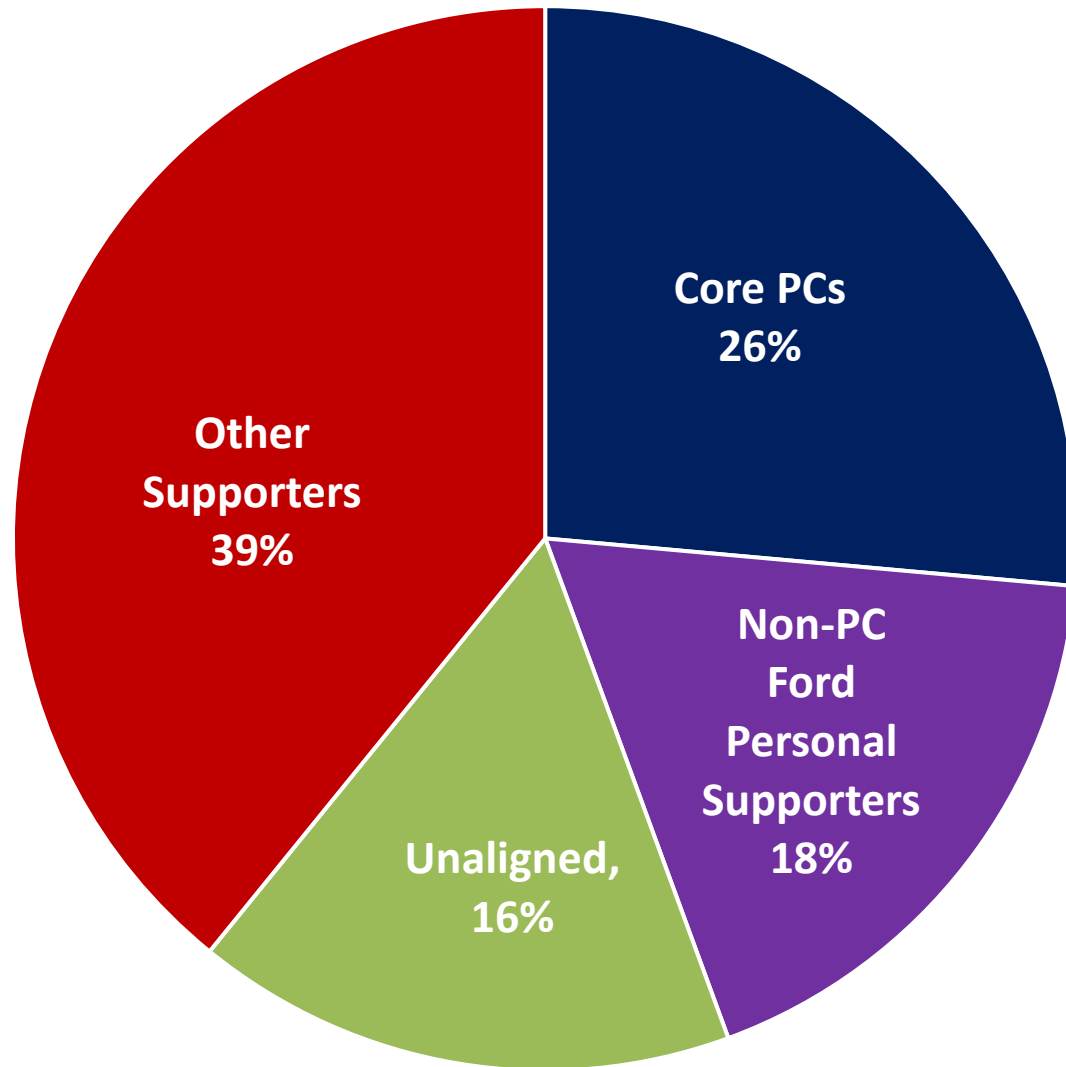
Segment	Description
Core PCs	Identify as Progressive Conservatives
Non-PC Ford Personal Supporters	Positive impression of Doug Ford and DO NOT identify as a PC
Unaligned	Unaligned and neutral or negative impression of Doug Ford
Other Supporters	Neutral or negative impression of Doug Ford and identify as a partisan for another party

Core PCs 26%

Non-PC Ford Personal Supporters 18%

Unaligned, 16%

Other Supporters 39%

For more information, please contact:

Greg Lyle
President
(t) 416-642-6429
(e) glyle@innovativeresearch.ca

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