



Ontario Politics

Public Opinion Research
Field Dates: May 19 to 23, 2022
Release Date: May 25, 2022

Ontario Politics: Wave 4

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

This online survey was in field from May 19th to 23rd, 2022 with a weighted sample size of 500. 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.

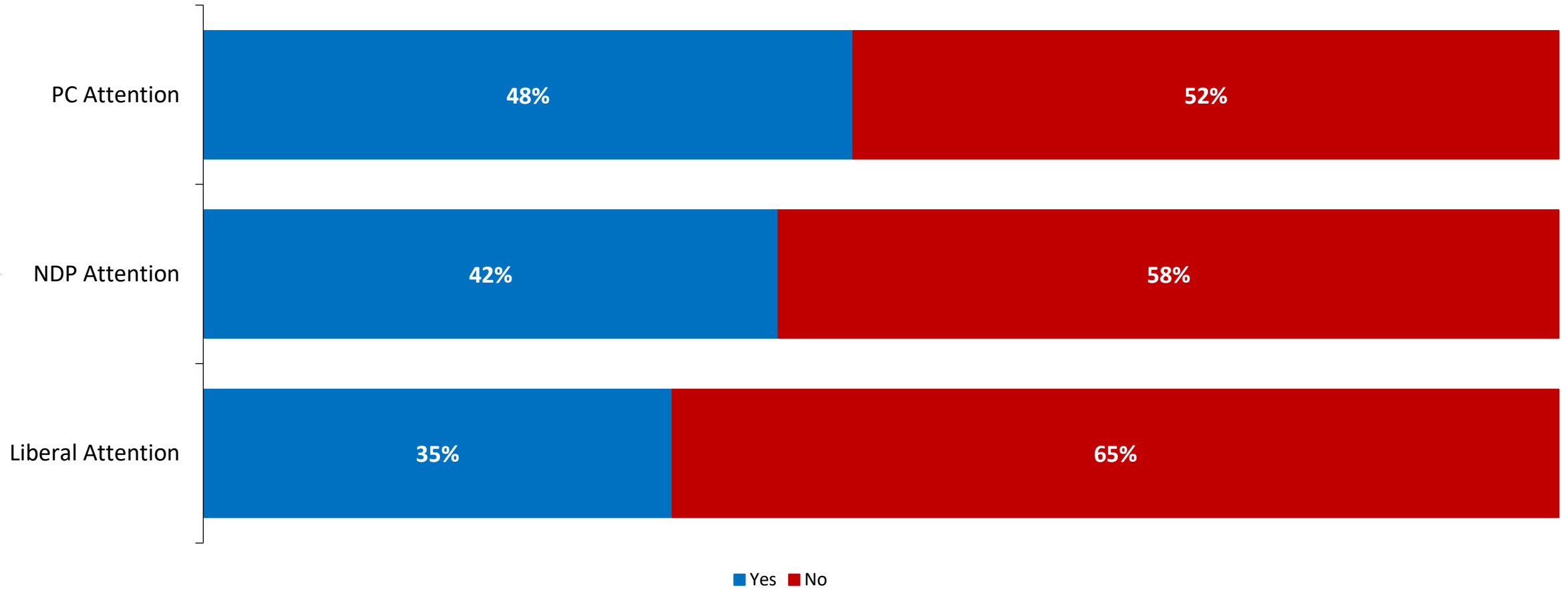
Each respondent is asked whether they have read, seen, or heard something in the last 7 days about the Liberals, the Progressive Conservatives and the New Democrats.

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 Attention: Attention towards the PC campaign is the highest, ⁵ with 48% saying they have RSH something about Ford and the PCs

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

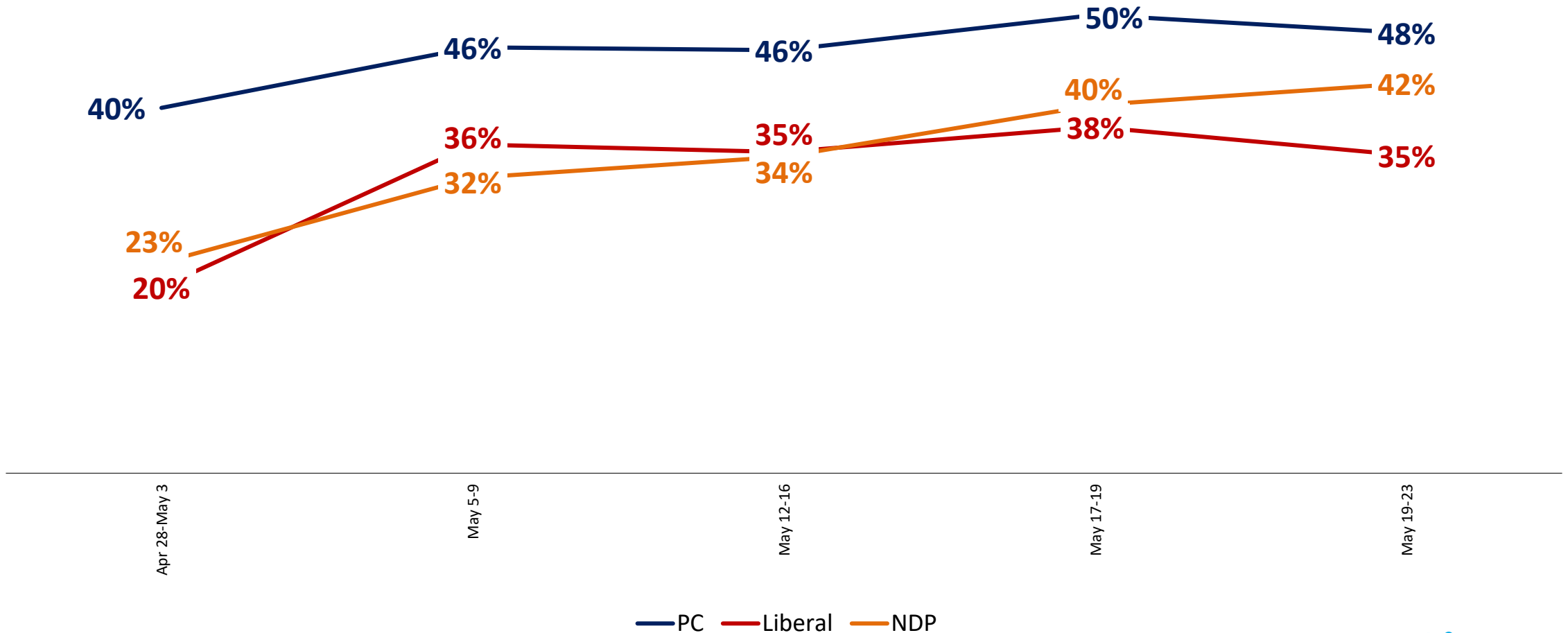


Read, Seen, Heard Tracking: Attention is up for the NDP while the PCs and Liberals are down this wave

6



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



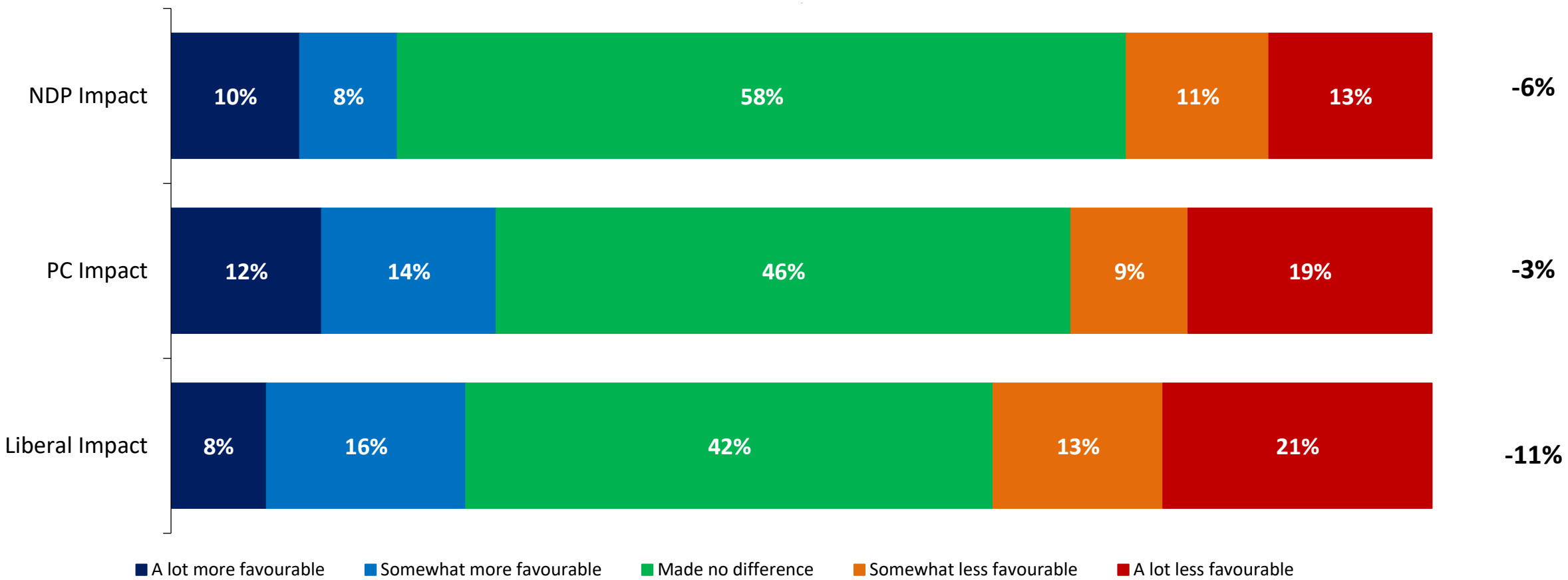
Campaign Impact: The impact of the recent campaigning is the least favourable for the Liberals



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



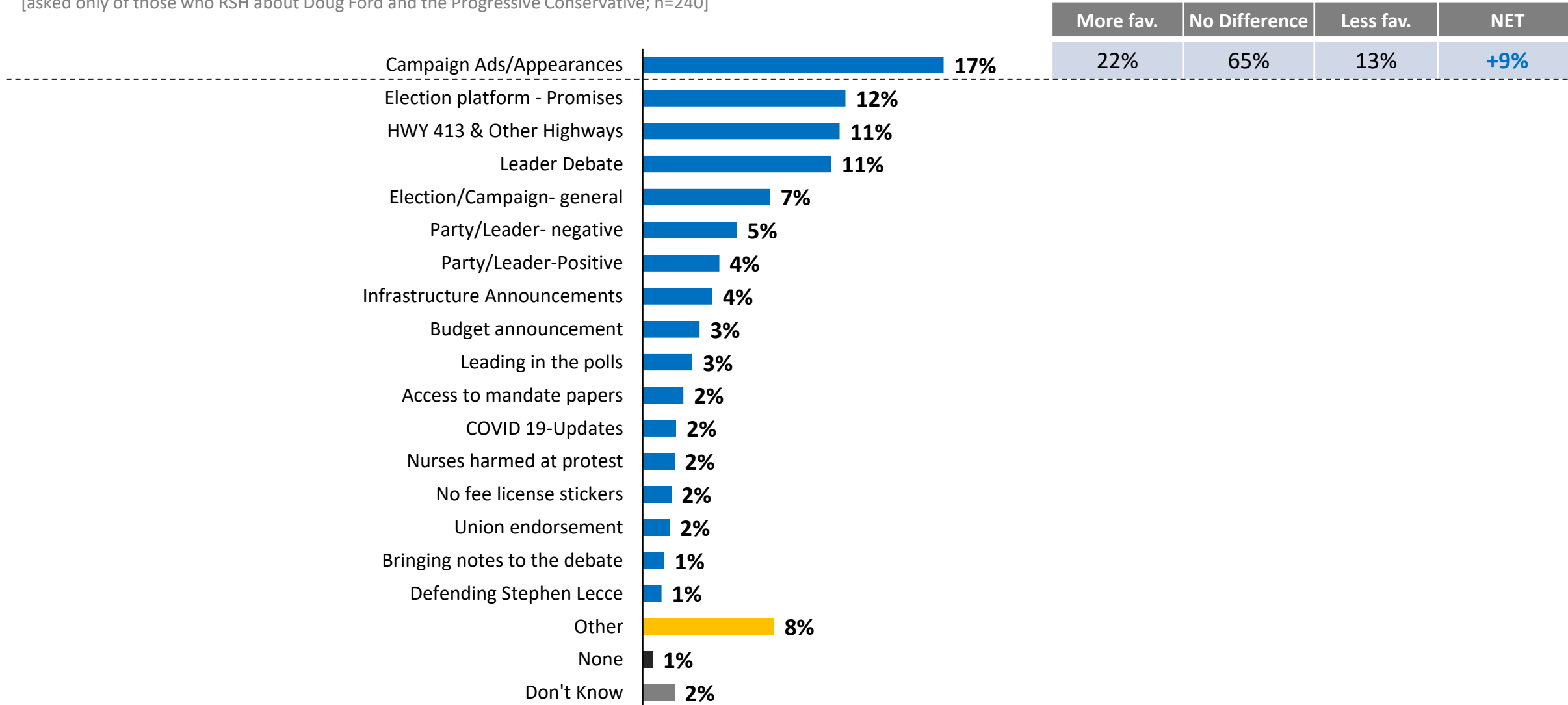
RSH PCs: Campaign ads and appearances are having a small positive impact on impressions of Doug Ford



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=240]

Impact by RSH



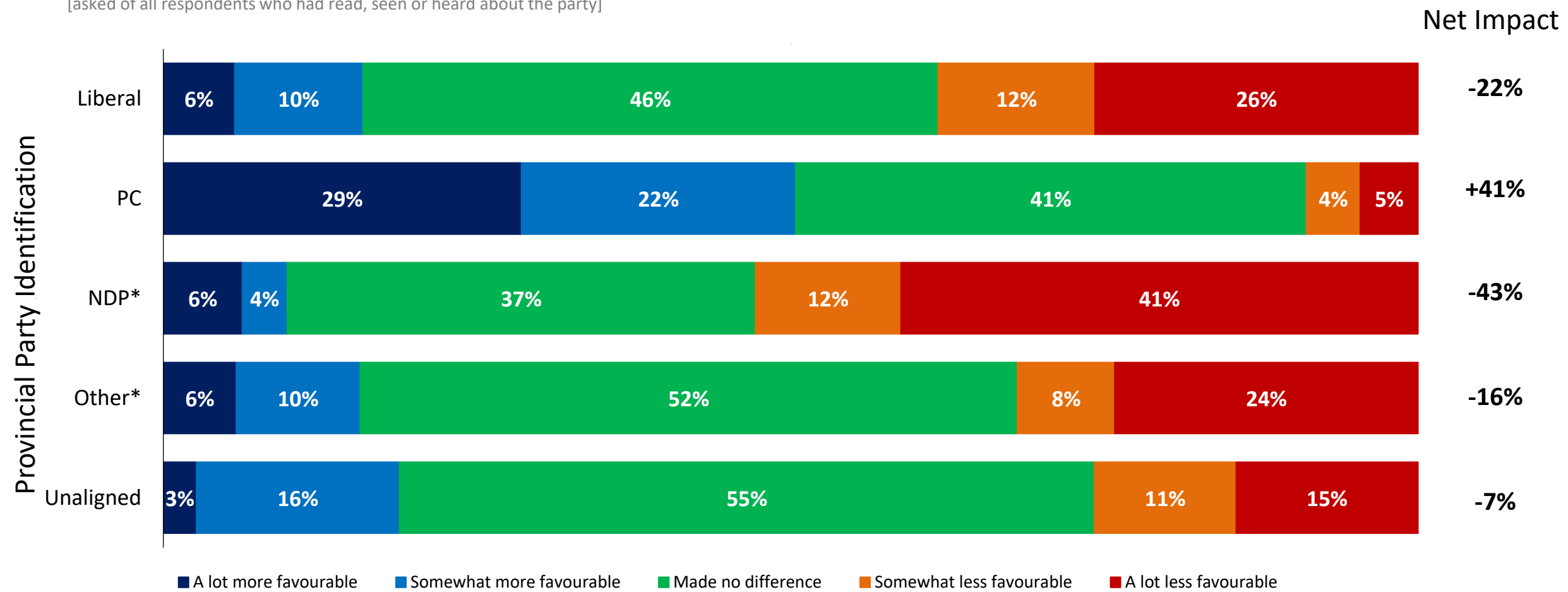
Note: 'No response' (<1%) not shown

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



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]



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

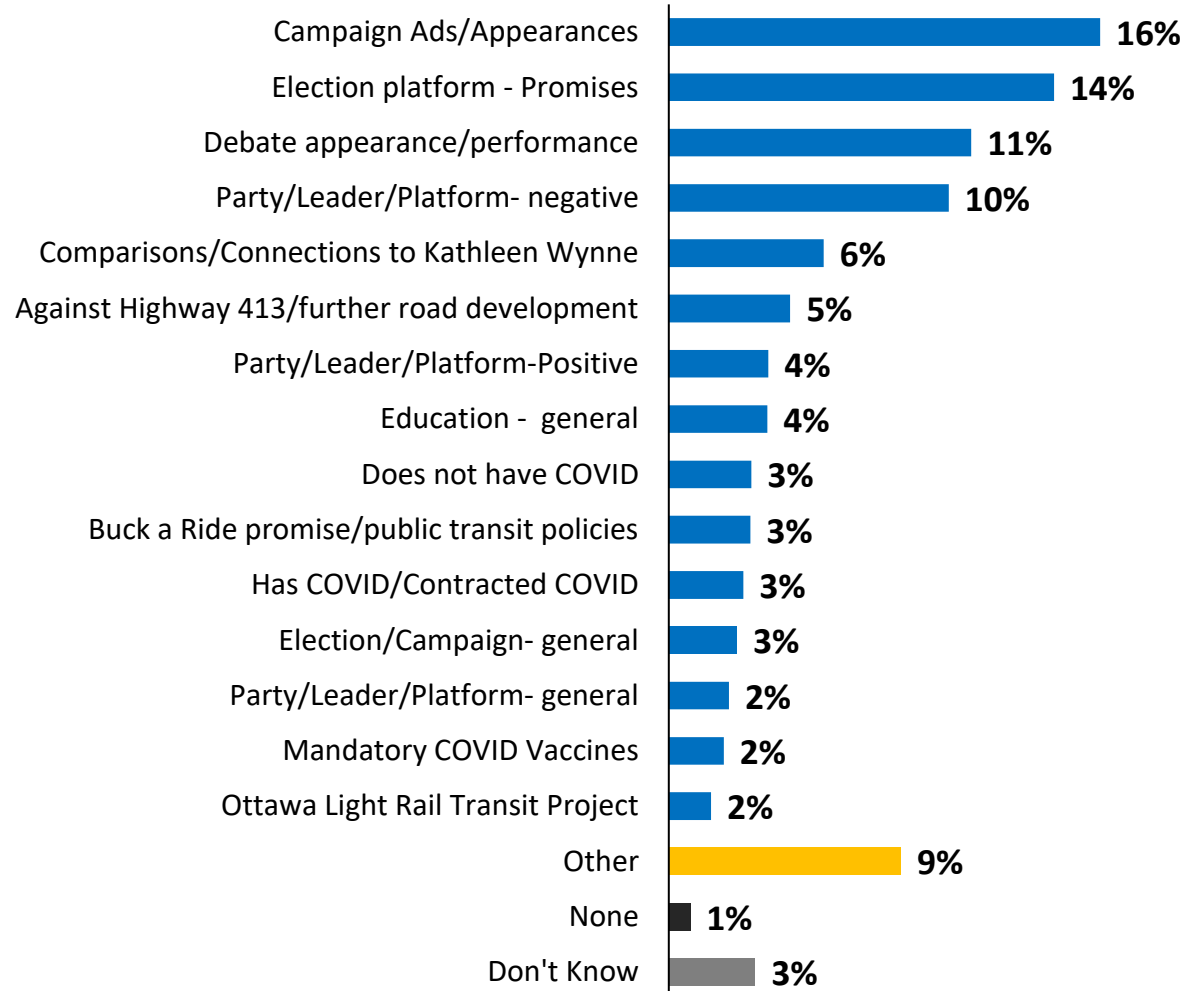
RSH Liberals: Campaign ads and appearances are the top mention for Del Duca

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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=173]



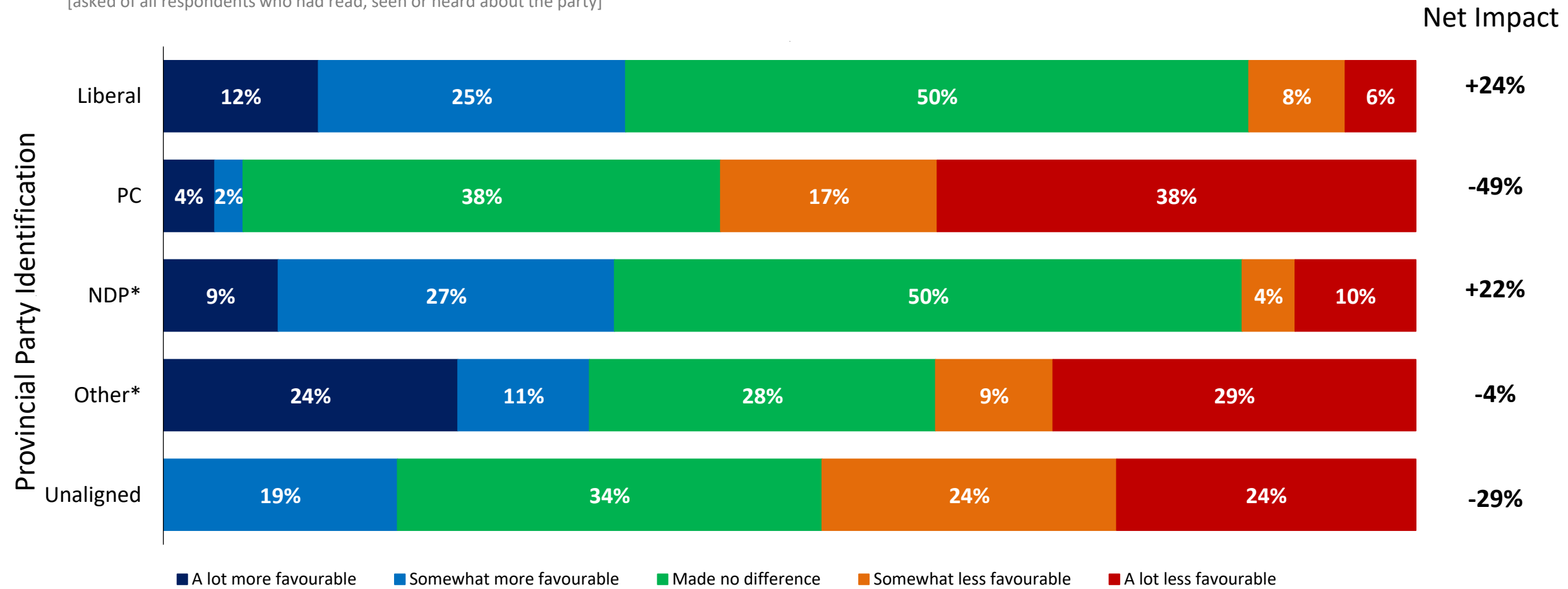
Note: 'No response' (<1%) not shown. Impact of individual issues not shown due to small sample sizes.

Liberal Impact by Partisanship: The impact is strongly positive among both the Liberal and the NDP partisans



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]



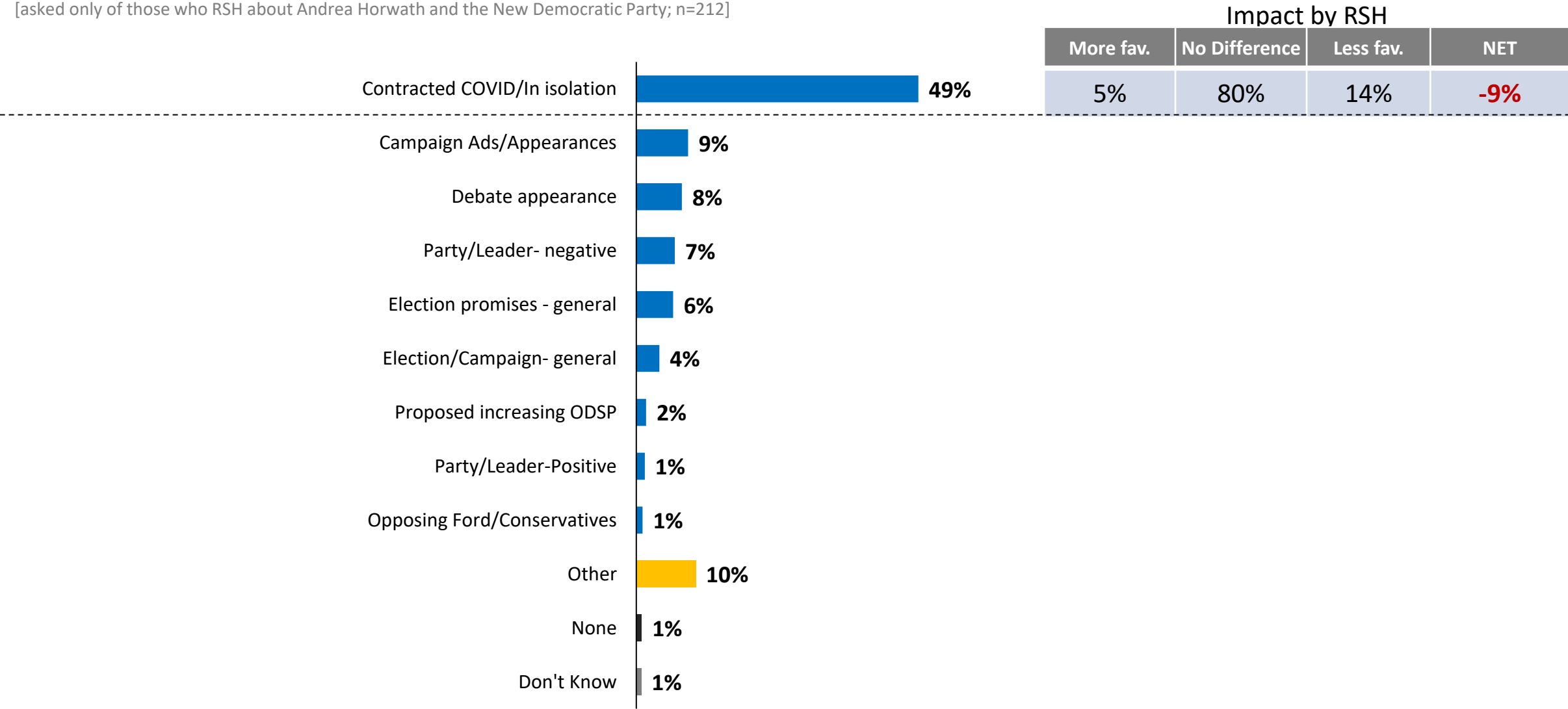
Note: * indicates a small sample size (N<30); treat results with caution.

RSH New Democrats: Nearly half remember Horwath catching COVID; for most the impact is neutral



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=212]



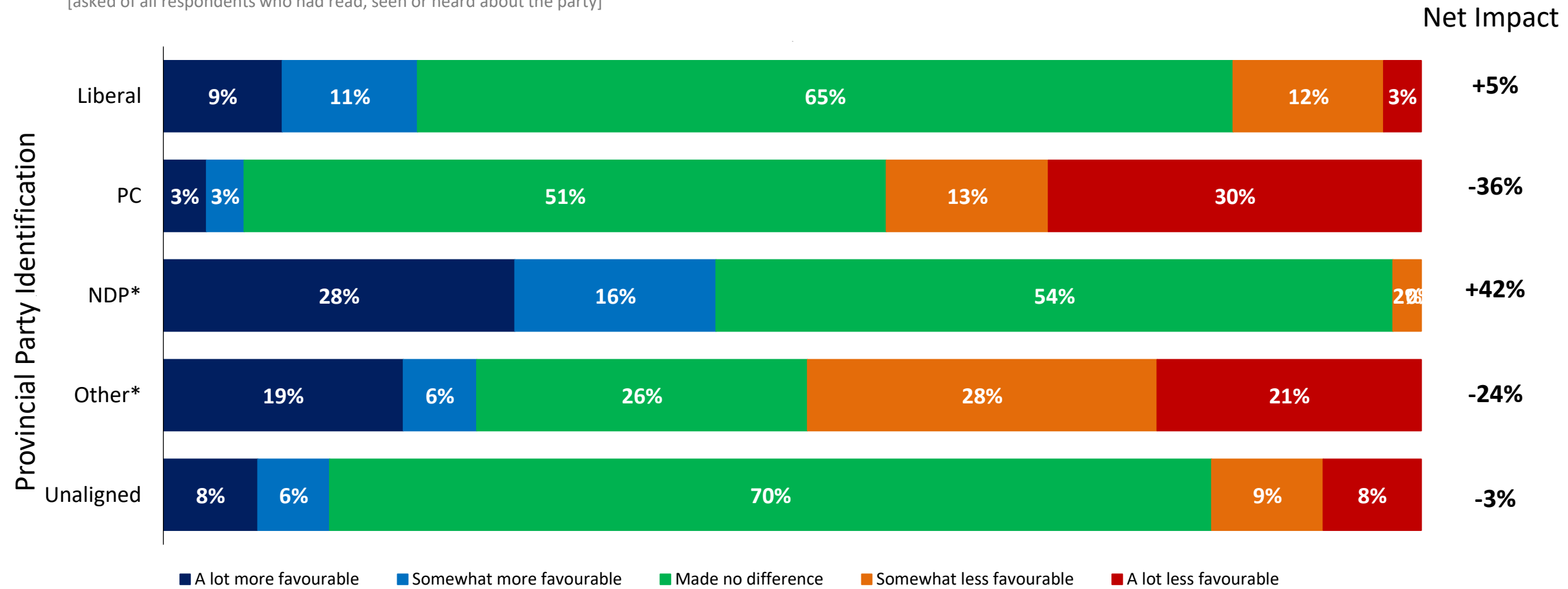
Note: 'No response' (<1%) not shown

NDP Impact by Partisanship: The net impact of recent news is positive among the Liberal and the NDP partisans ¹³



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]



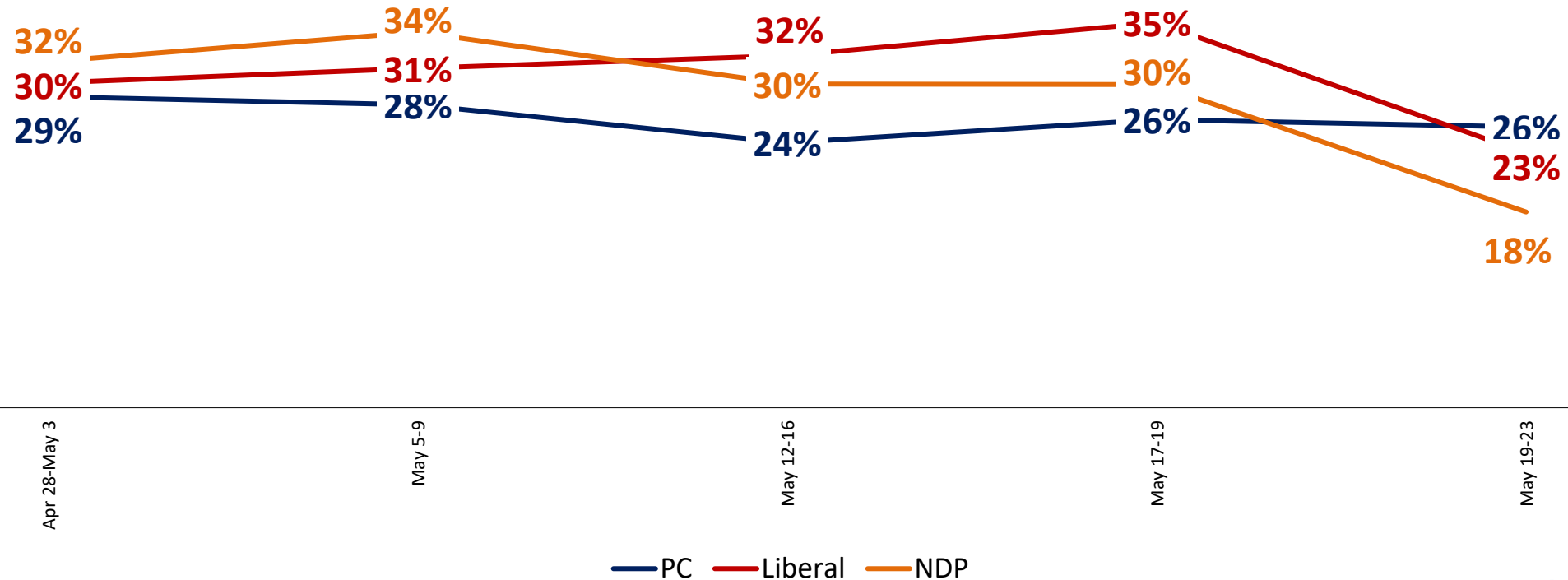
Note: * indicates a small sample size (N<30); treat results with caution.

Positive Impact Tracking: Positive impacts are down for the Liberals and NDP, while the PCs remain steady

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]

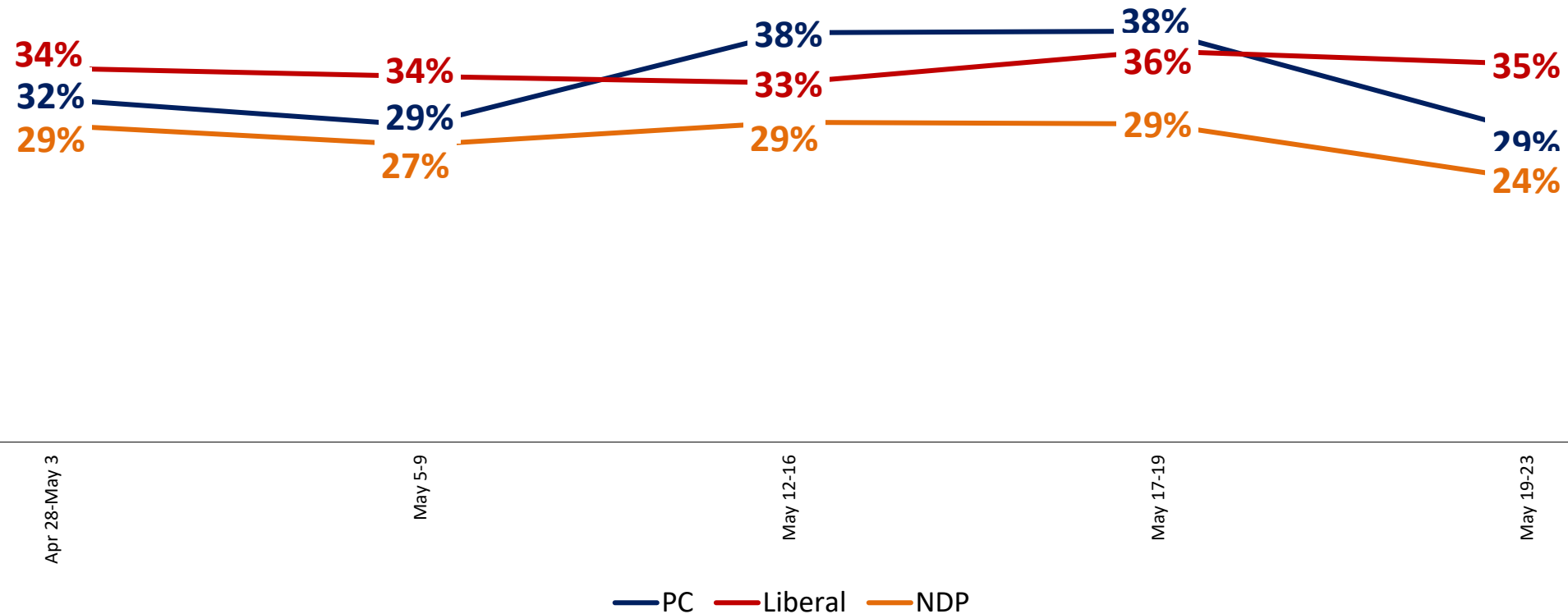


Negative Impact Tracking: Negative impacts are steady for the Liberals, down directionally for the PCs and NDP

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]

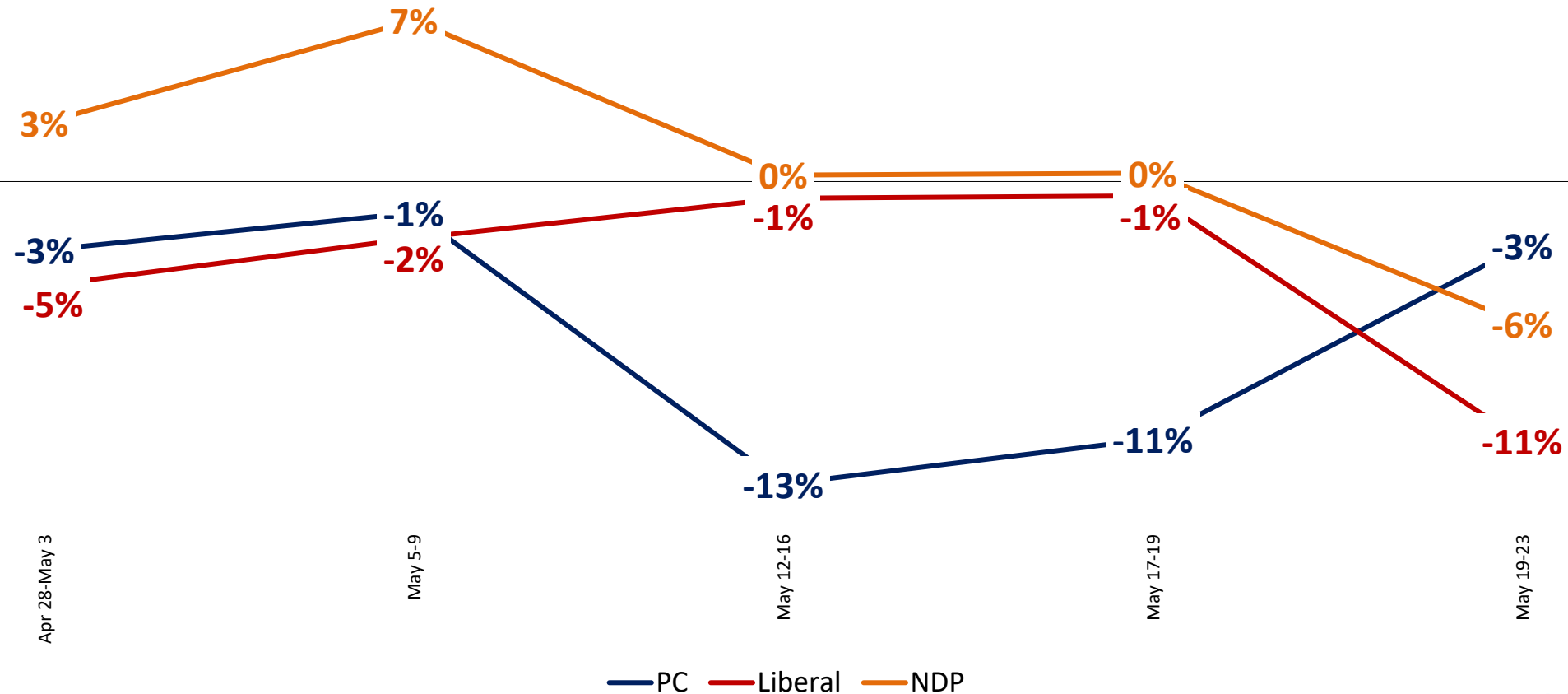


Net Impact Tracking: Net impact of recent news for the PCs has improved, while the other parties have declined in impact

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]



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 (9%)
2. Deferential Conservatives (9%)
3. Business Liberals (20%)
4. Left Liberals (20%)
5. Core Left (21%)
6. Thrifty Moderates (19%)

Economic Gap

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

1. Canadian Dream Achievers (29%)
2. Canadian Dream Strugglers (30%)
3. Ambivalent (19%)
4. Alienated (22%)

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 (20%)
2. Soft PCs (9%)
3. Time for Change PCs (11%)
4. Uncertain (12%)
5. Soft anti-PCs (26%)
6. Hostile (22%)

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 (40%)

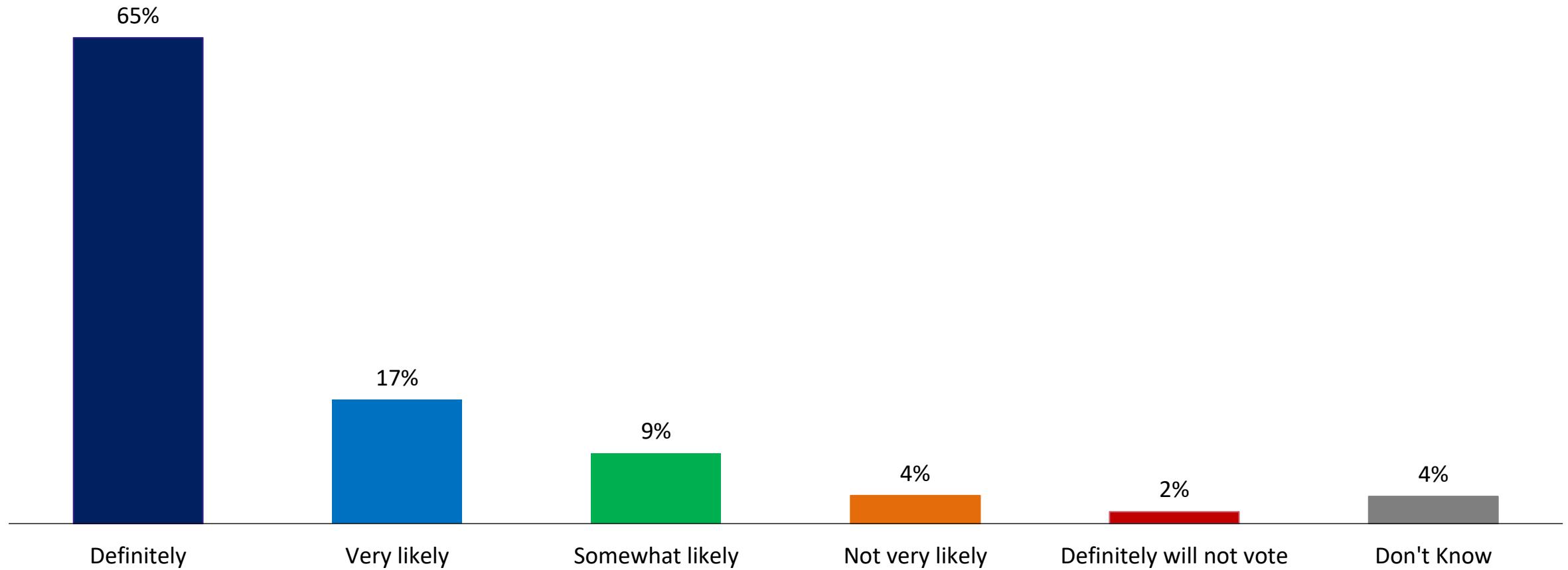
Provincial Vote

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



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=500]

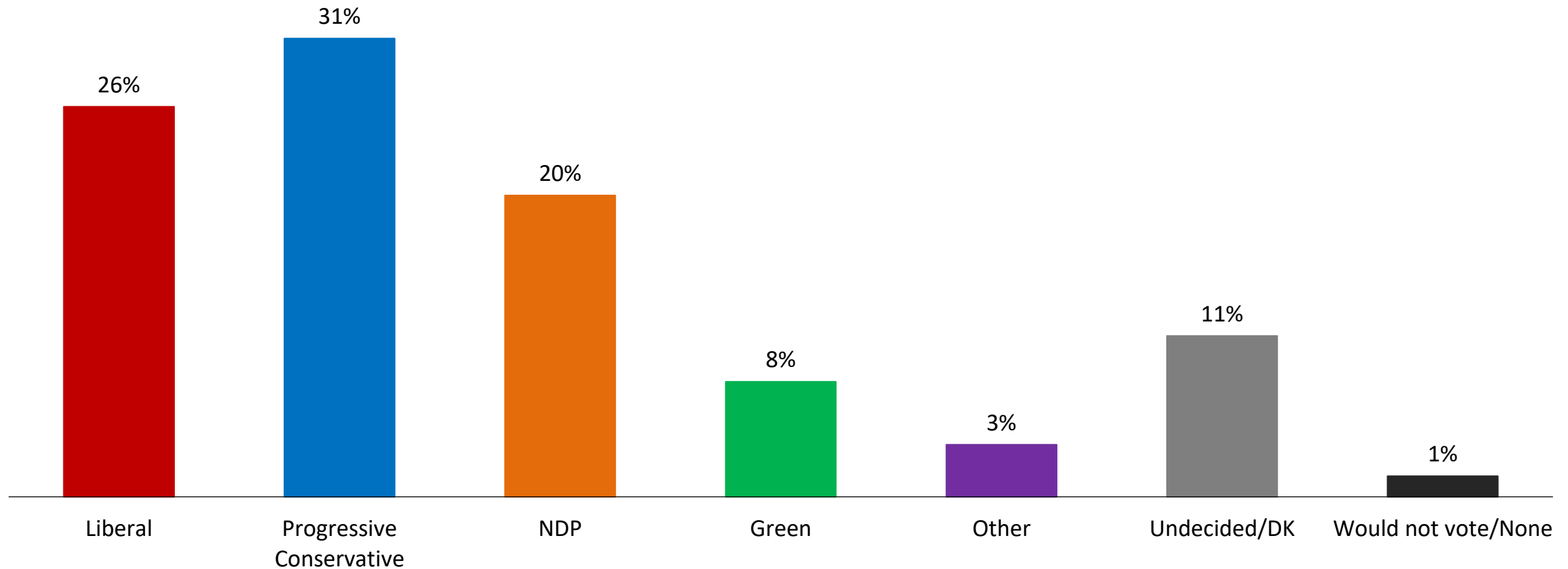


Provincial Combined Vote: The PCs (31%) lead the Liberals (26%) by 5 points, while the NDP (20%) trails by 6 points behind the Liberals



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]**

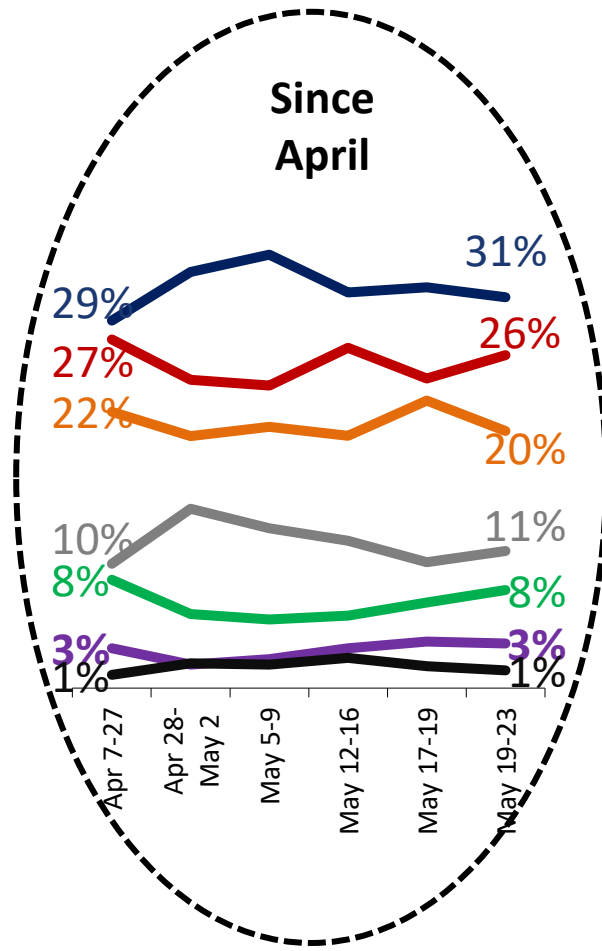
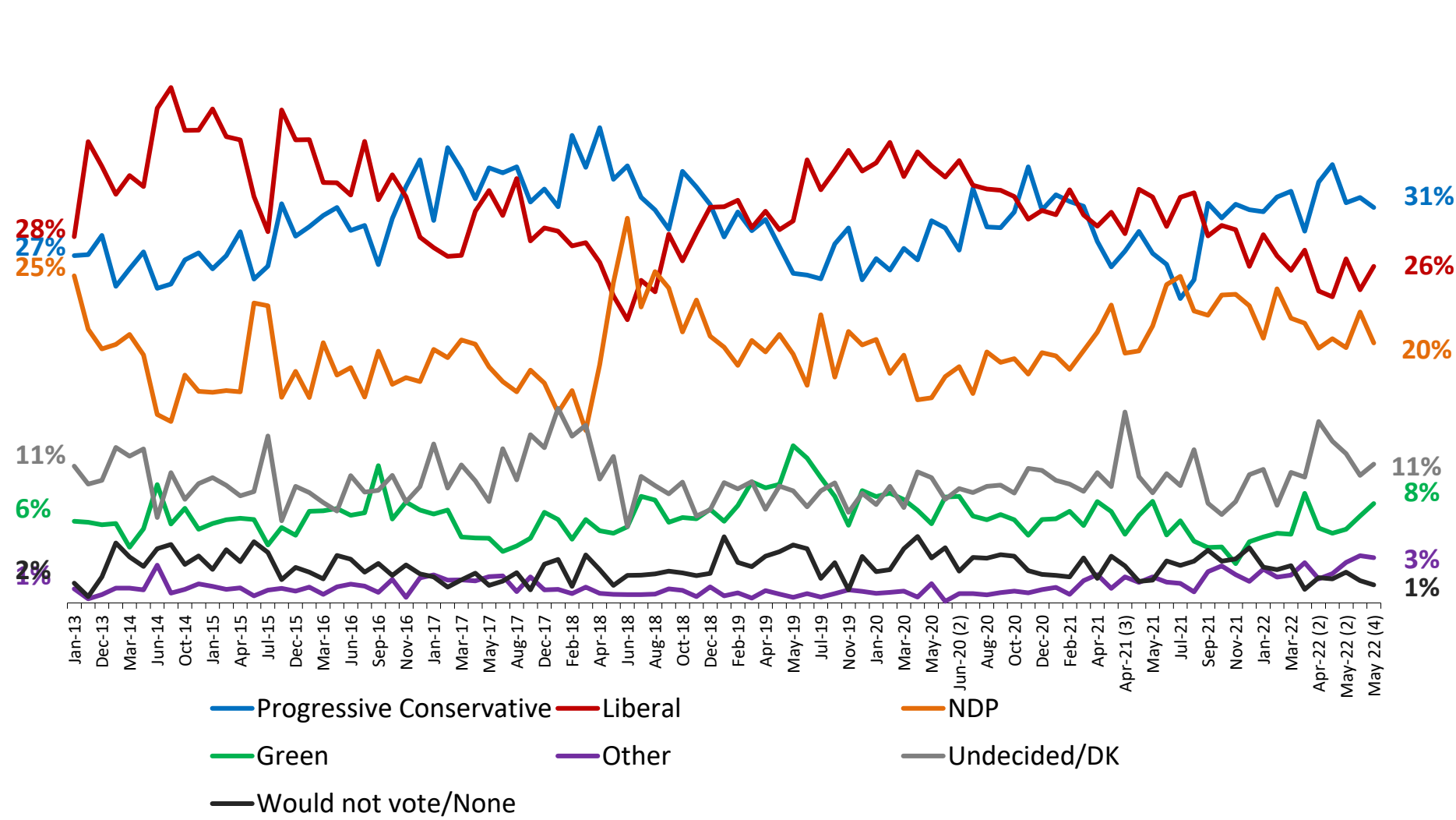
[asked of all respondents; n=500]



Provincial Vote Tracking: The PCs remain well ahead, the other parties has remained steady this wave



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]

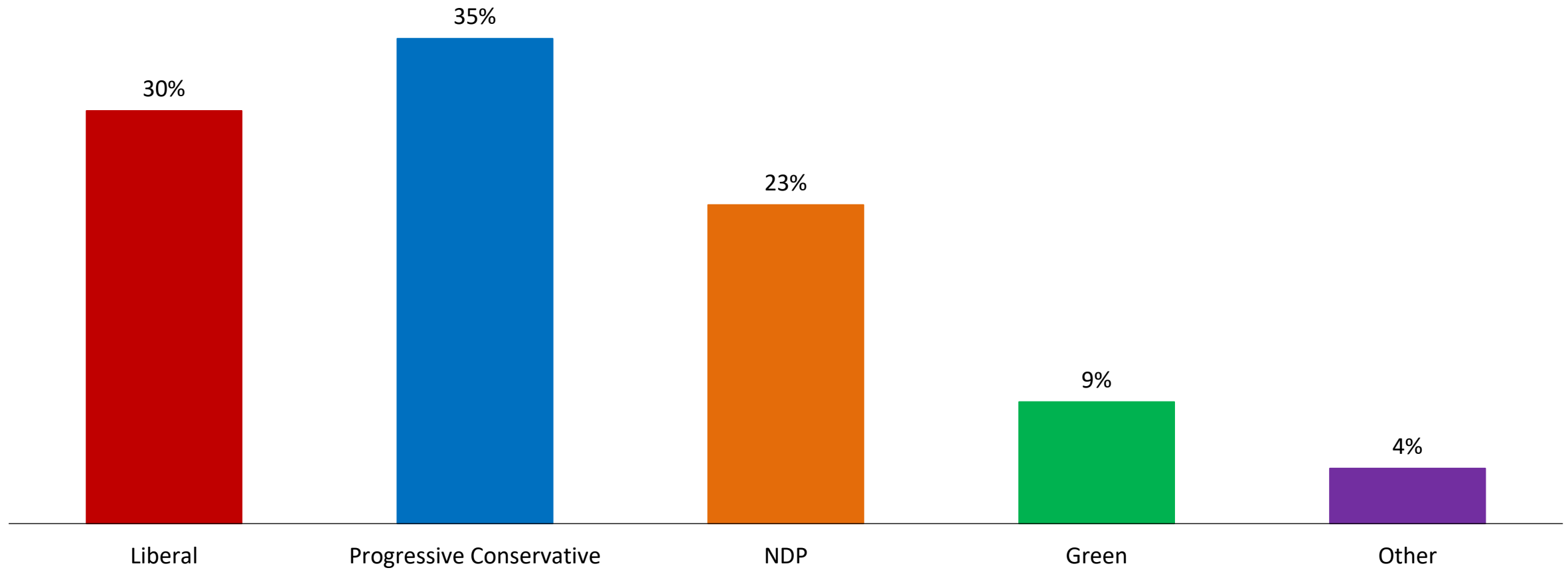


Provincial Decided Vote: Among decided voters, 35% would vote for the Progressive Conservative party, while 30% would vote Liberal



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=439]

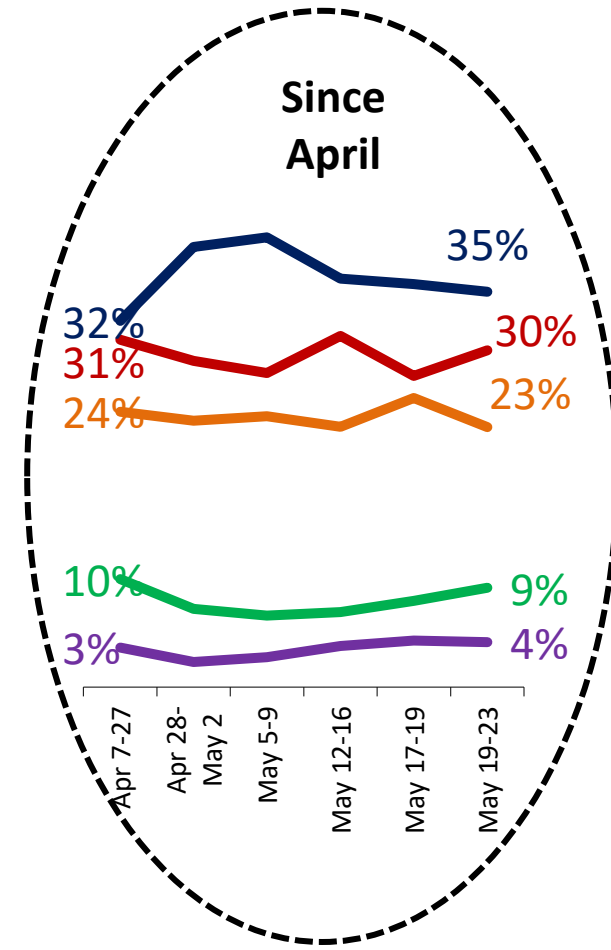
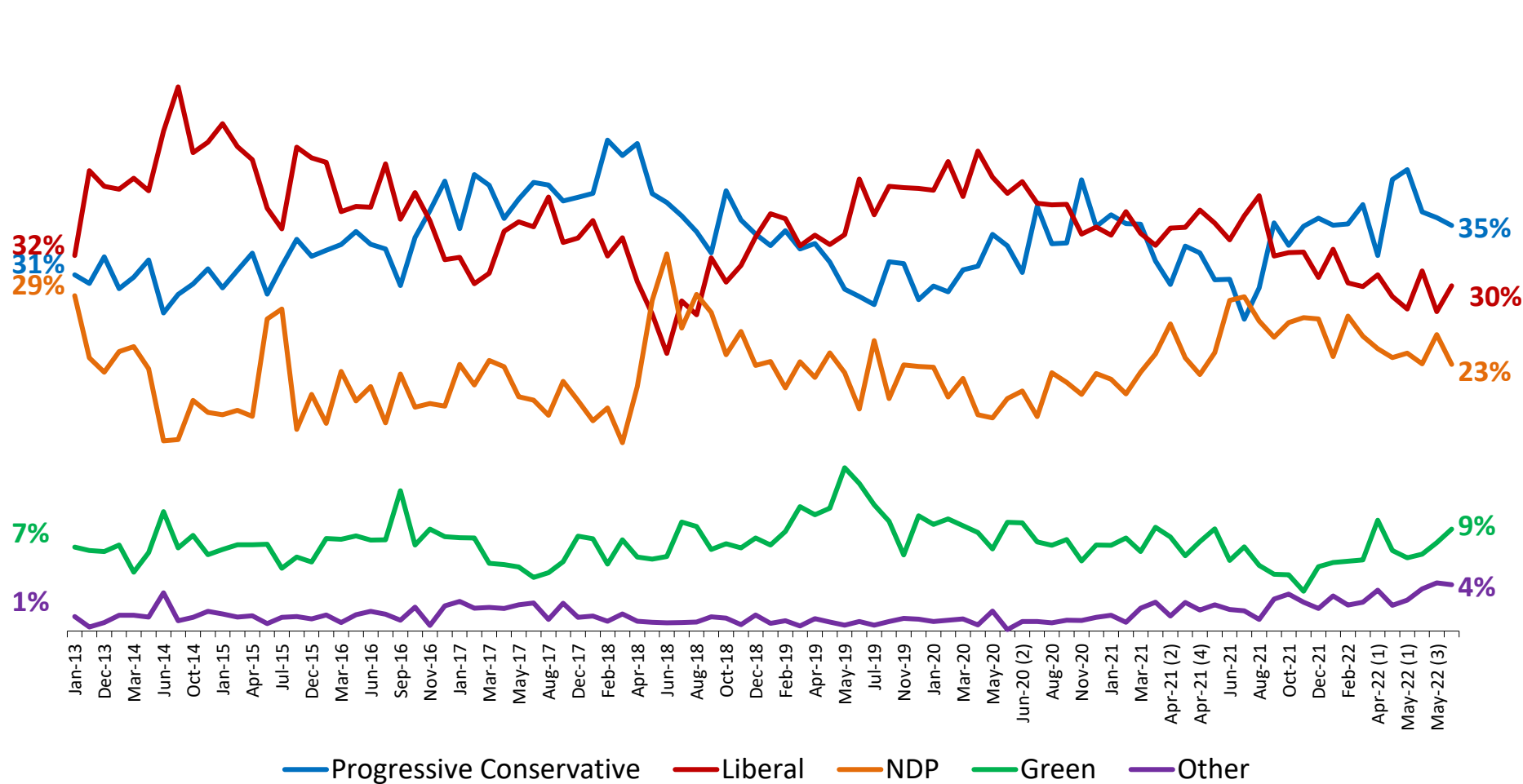


Provincial Decided Vote Tracking: The PCs still lead, while the Liberals (30%) and NDP (23%) continue to trail



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=439]



Decided Vote by Likelihood to Vote: The PCs lead among both the definite voters and probable voters

Decided vote by Likelihood to Vote

		Likelihood to Vote	
		Definite Voters	Probable Voters
		(N=306)	(N=108)
Decided Vote	Liberal	30%	30%
	Progressive Conservative	37%	31%
	NDP	23%	24%
	Green	7%	12%
	Other	4%	3%

Decided Vote by Region: The PCs lead in all the regions except for Toronto where the Liberals lead by 22 points

Decided vote by Region

		Region			
		Toronto	Rest of GTA	South/West	North/East
		(N=94)	(N=113)	(N=115)	(N=118)
Decided Vote	Liberal	45%	34%	16%	27%
	Progressive Conservative	23%	37%	39%	38%
	NDP	19%	19%	29%	23%
	Green	8%	7%	12%	7%
	Other	4%	2%	4%	5%

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

Decided Vote	Value Clusters					
	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
	(N=43)	(N=37)	(N=99)	(N=90)	(N=93)	(N=78)
Liberal	27%	30%	30%	38%	26%	25%
Progressive Conservative	63%	61%	47%	20%	11%	39%
NDP	4%	5%	16%	30%	41%	20%
Green	2%	0%	2%	9%	18%	13%
Other	4%	5%	5%	3%	4%	3%

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

Decided Vote	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=136)	(N=135)	(N=72)	(N=97)
Liberal	26%	32%	25%	35%
Progressive Conservative	51%	33%	34%	14%
NDP	15%	17%	28%	38%
Green	4%	11%	10%	11%
Other	3%	6%	4%	2%

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

Decided Vote	Time for Change					
	Core PC	Soft PC	Time for a change PC	Uncertain	Soft anti-PC	Hostile
	(N=101)	(N=40)	(N=51)	(N=33)	(N=107)	(N=106)
Liberal	8%	15%	39%	44%	42%	34%
Progressive Conservative	88%	73%	29%	36%	8%	0%
NDP	3%	4%	13%	16%	29%	50%
Green	1%	6%	9%	0%	14%	15%
Other	1%	1%	9%	3%	8%	2%

Decided Vote by Ford Segment: The PCs lead the Liberals by 1pt among Non-PC Ford Supporters

Decided Vote	Ford Segment			
	Core PCs	Non-PC Ford Supporters	Unaligned	Other Supporters
	(N=125)	(N=79)	(N=43)	(N=192)
Liberal	6%	38%	19%	44%
Progressive Conservative	82%	39%	21%	5%
NDP	3%	10%	39%	37%
Green	1%	9%	17%	12%
Other	7%	5%	4%	2%

Provincial 2nd Choice: The NDP is the 2nd choice of a plurality of Liberal³¹ voters (44%) and the Liberals are the 2nd choice of most NDP voters (44%)

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=130)	(N=153)	(N=101)	(N=38)
Second Choice	Liberal 2nd Choice		18%	44%	13%
	PC 2nd Choice	17%		11%	19%
	NDP 2nd Choice	44%	9%		40%
	Green 2nd Choice	21%	12%	25%	
	Other 2nd Choice	3%	6%	2%	4%
	Undecided	9%	28%	11%	22%
	WNV/None	5%	28%	7%	2%

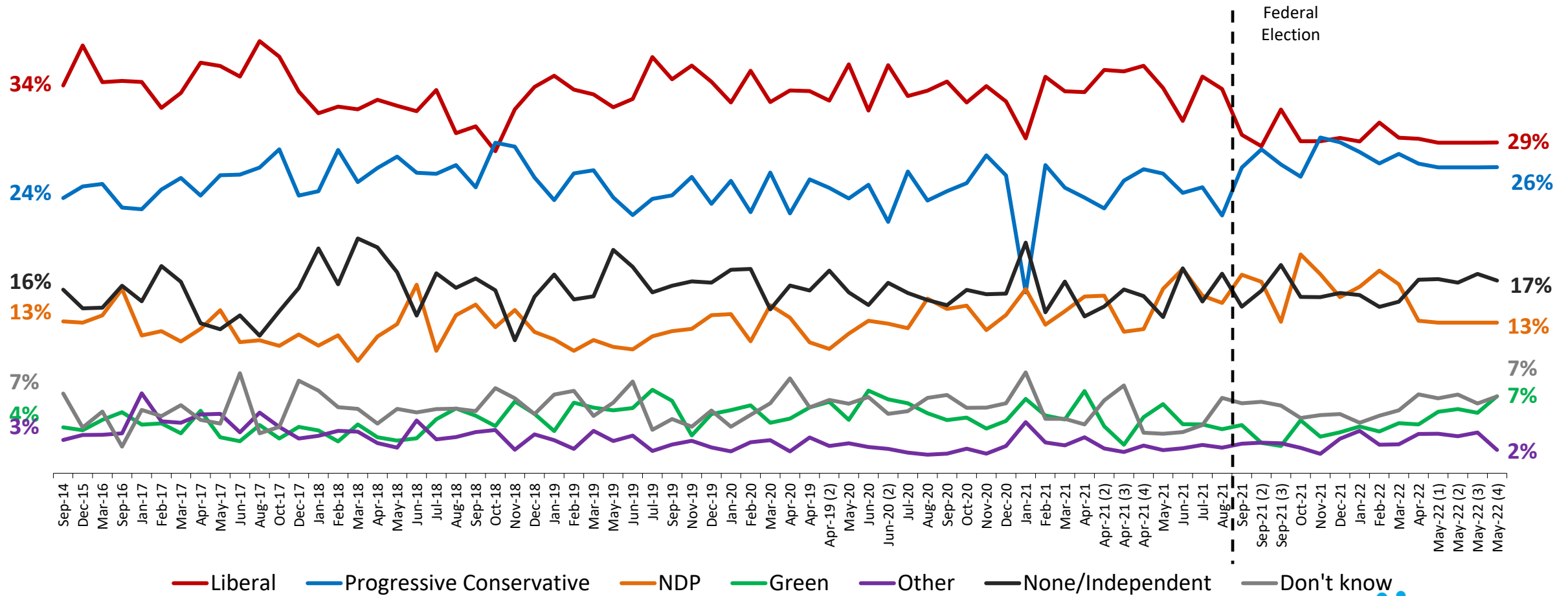
Note: 'Other' in Combined Vote not shown due to insufficient sample size.

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



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

[asked of all respondents; n=500]

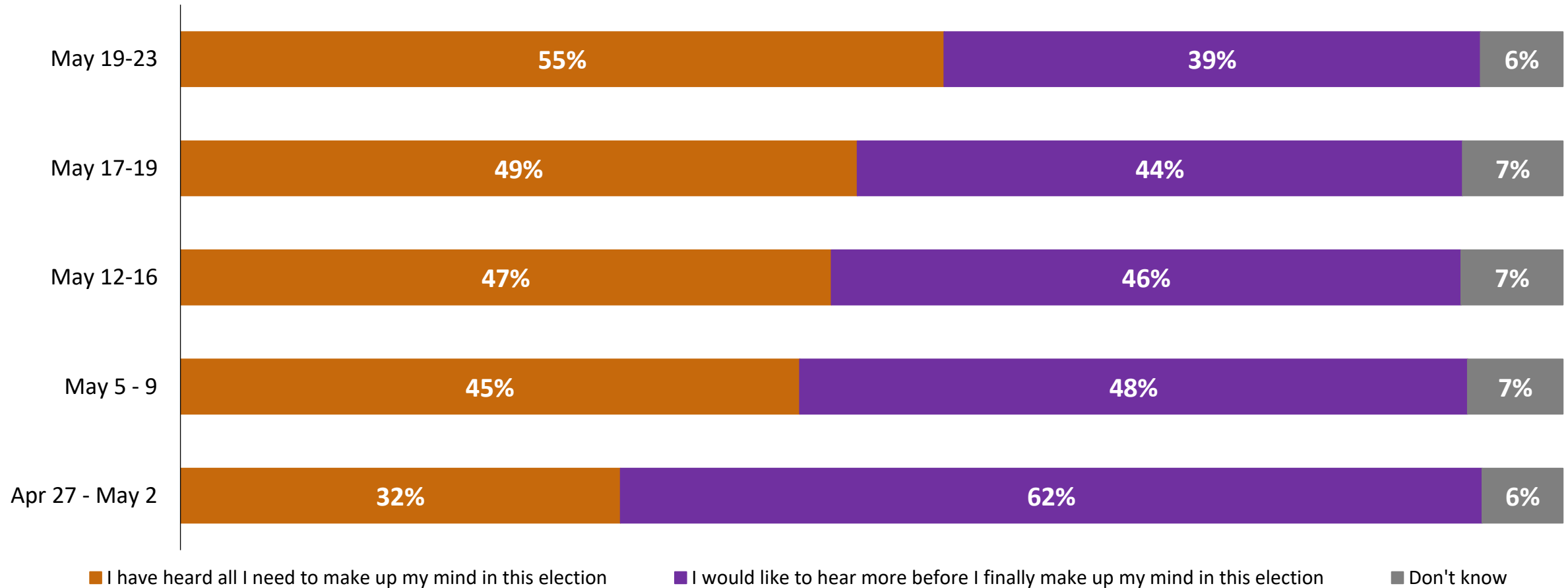


Combined Vote by Party ID: The NDP partisans are the most loyal with 82% saying they would vote for their party, followed by the PCs at 78%

		Provincial Party Identification					
		Liberal	Progressive Conservative	NDP	Green	Other	Unaligned
		(N=143)	(N=132)	(N=65)	(N=33)	(N=10)	(N=116)
Combined Vote	Liberal	67%	6%	12%	16%	11%	11%
	Progressive Conservative	11%	78%	1%	4%	45%	27%
	NDP	15%	3%	82%	6%	20%	16%
	Green	1%	1%	4%	71%	0%	6%
	Other	2%	7%	0%	0%	22%	3%
	Undecided/DK	5%	5%	2%	3%	3%	31%
	Would not vote/None	0%	0%	0%	0%	0%	6%

Satisficing: More than half of Ontarians believe they have heard all they need to make up their mind in this wave

Q Which statement is closest to your view about the upcoming election?
[asked of all respondents; n=500]

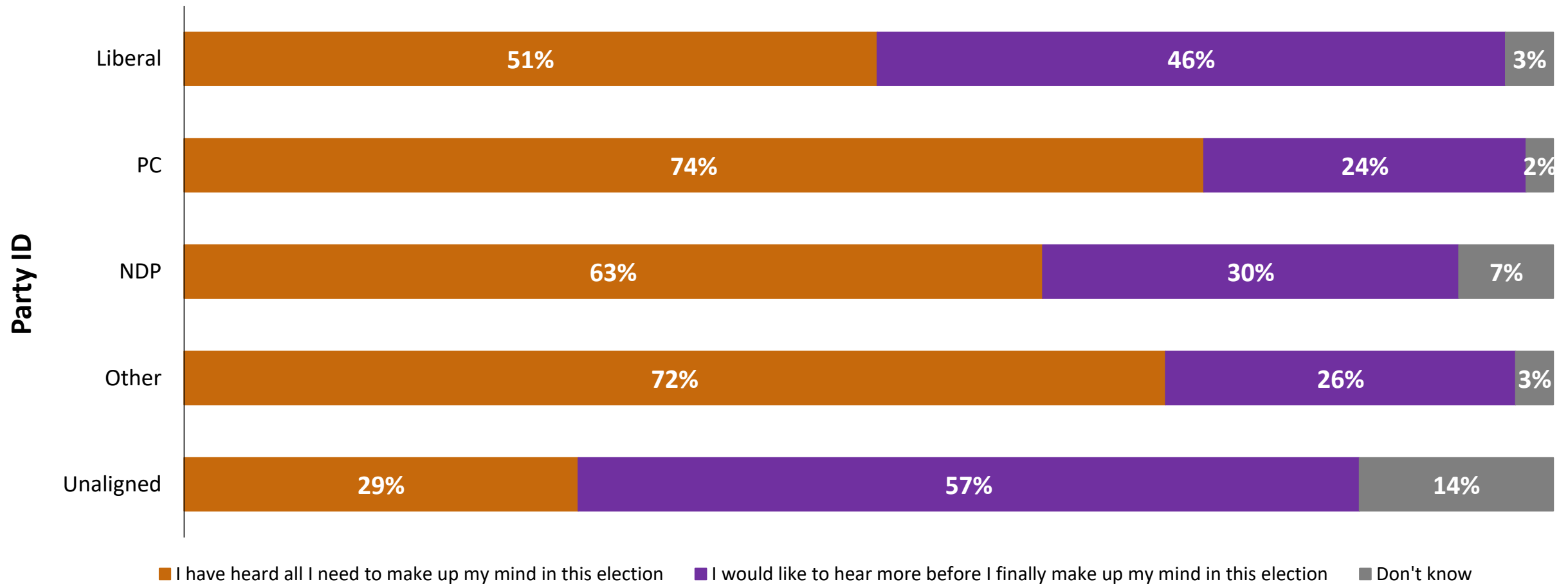


Satisficing: Those of the PC & NDP partisanship are more likely to say they have heard all they need to make up their mind for this election



Which statement is closest to your view about the upcoming election? By Party ID

[asked of all respondents; n=500]



Firmness of Vote: PC voters are more firm in their vote than the Liberal^{B6} and NDP voters

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=153)	(N=130)	(N=101)	(N=38)	(N=17)
Satisficing	I have heard all I need to make up my mind in this election	67%	58%	53%	61%	82%
	I would like to hear more before I finally make up my mind in this election	30%	38%	42%	33%	18%
	Don't know	3%	3%	4%	6%	0%

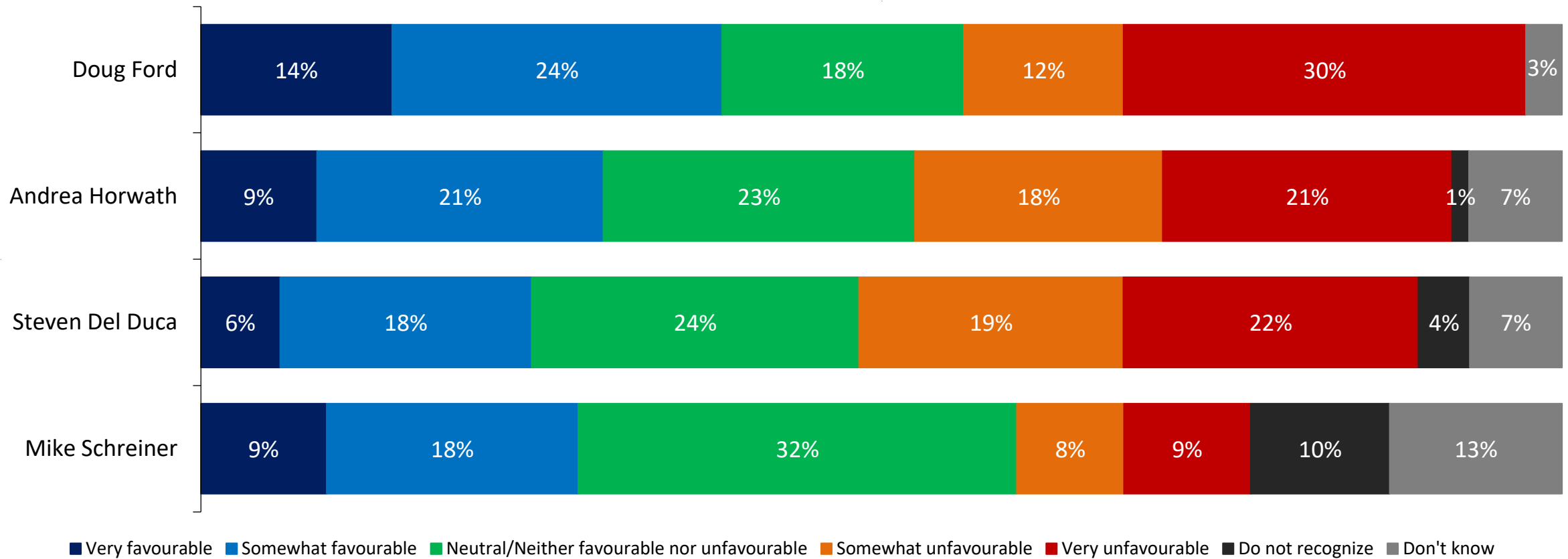
Leadership

Leader Favours: 2-in-5 (38%) have favourable impression about Doug Ford, while same amount have negative impression (41%)



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]

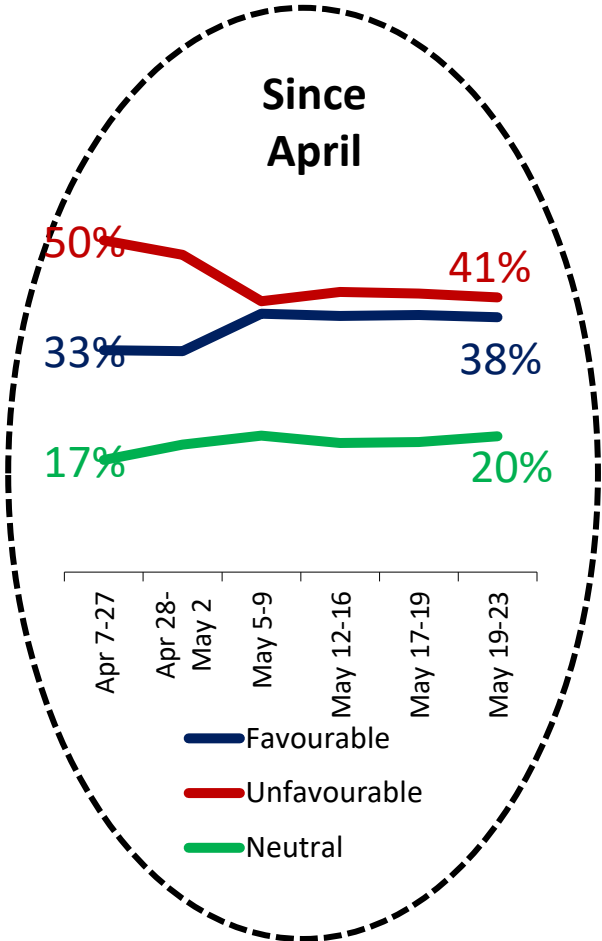
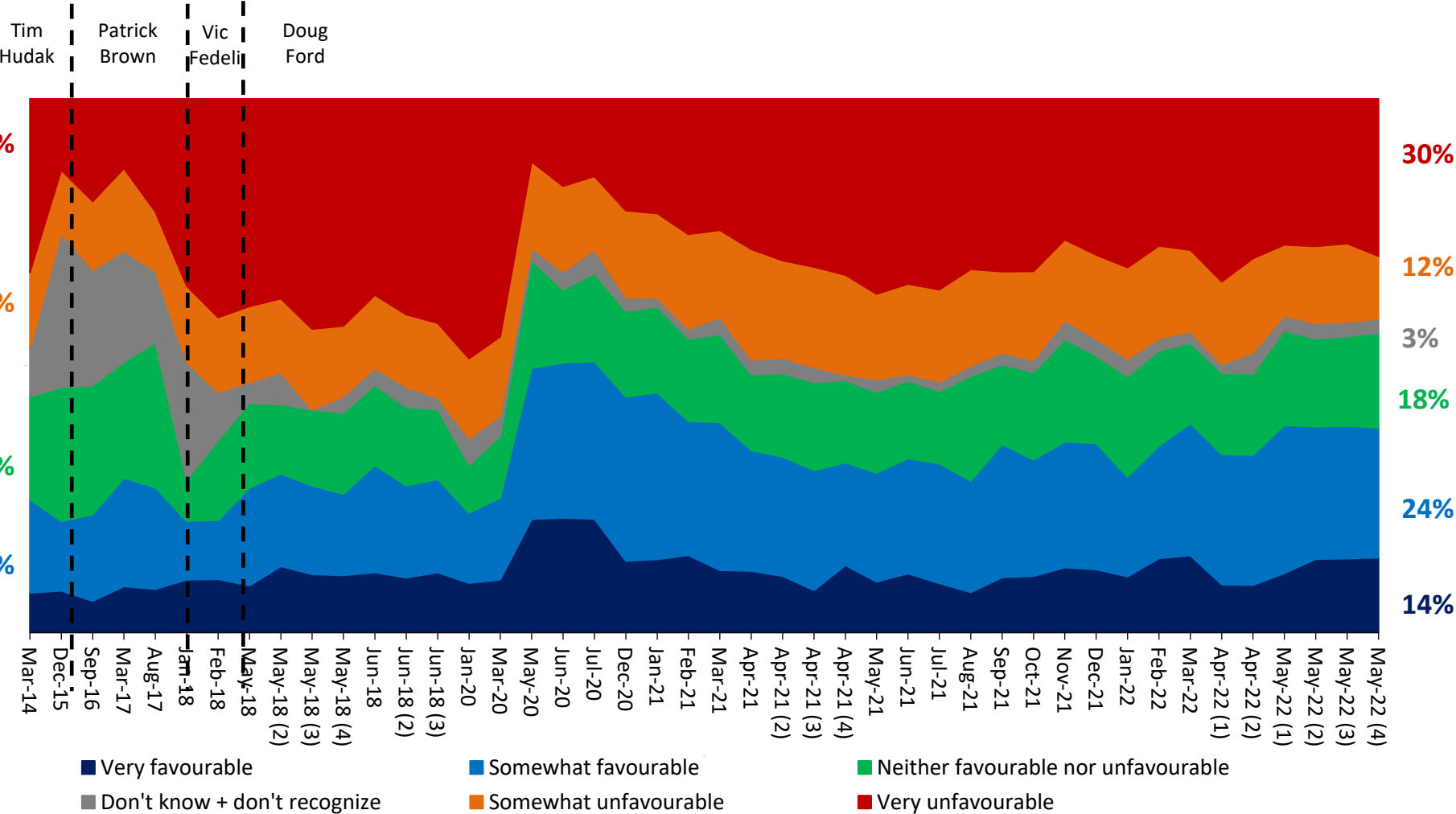


Doug Ford Favourability: Ford's favourability (38%) and unfavourability³⁹ (41%) remain steady since last wave



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]

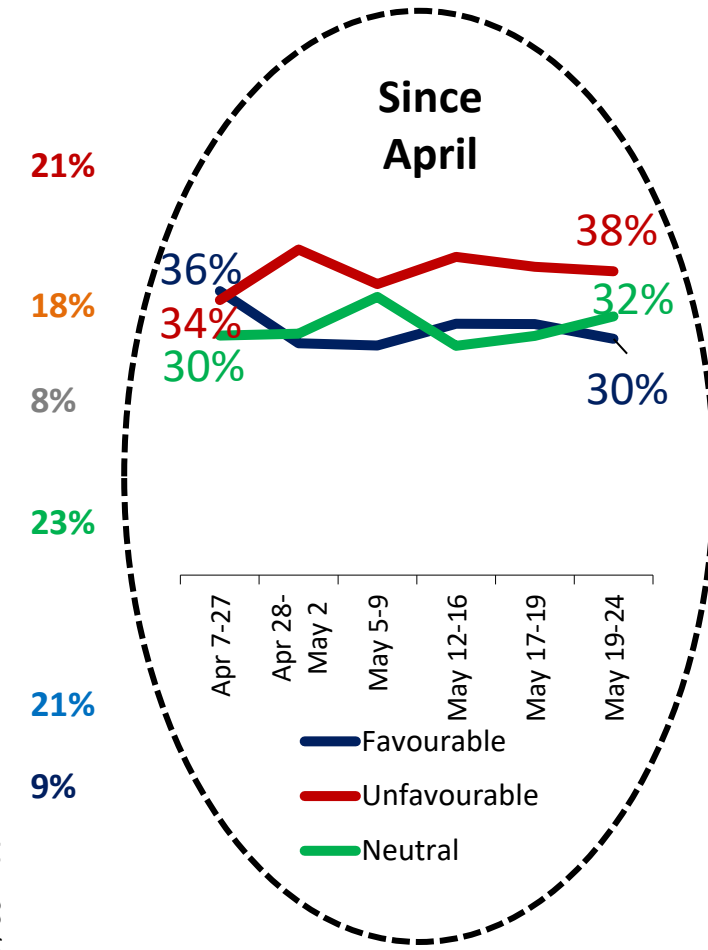
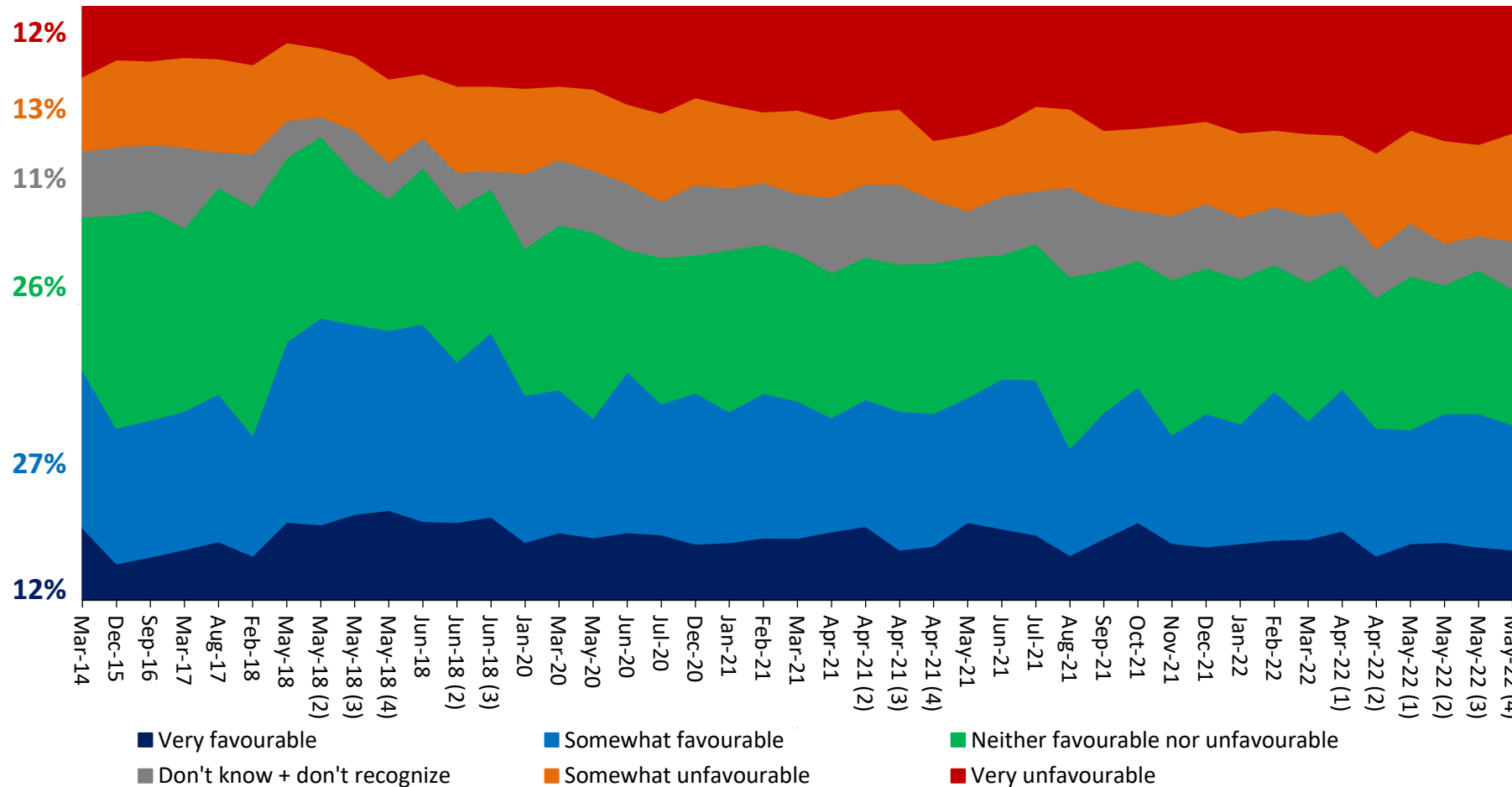


Andrea Horwath Favourability: Horwath's negative impressions remain below her positive impressions since the election started



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]

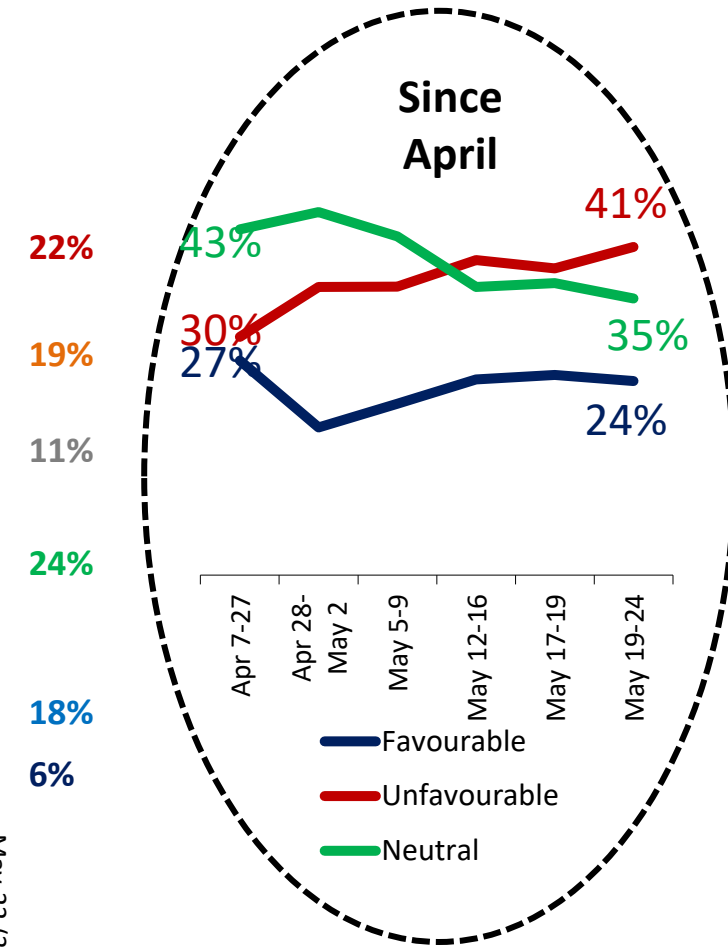
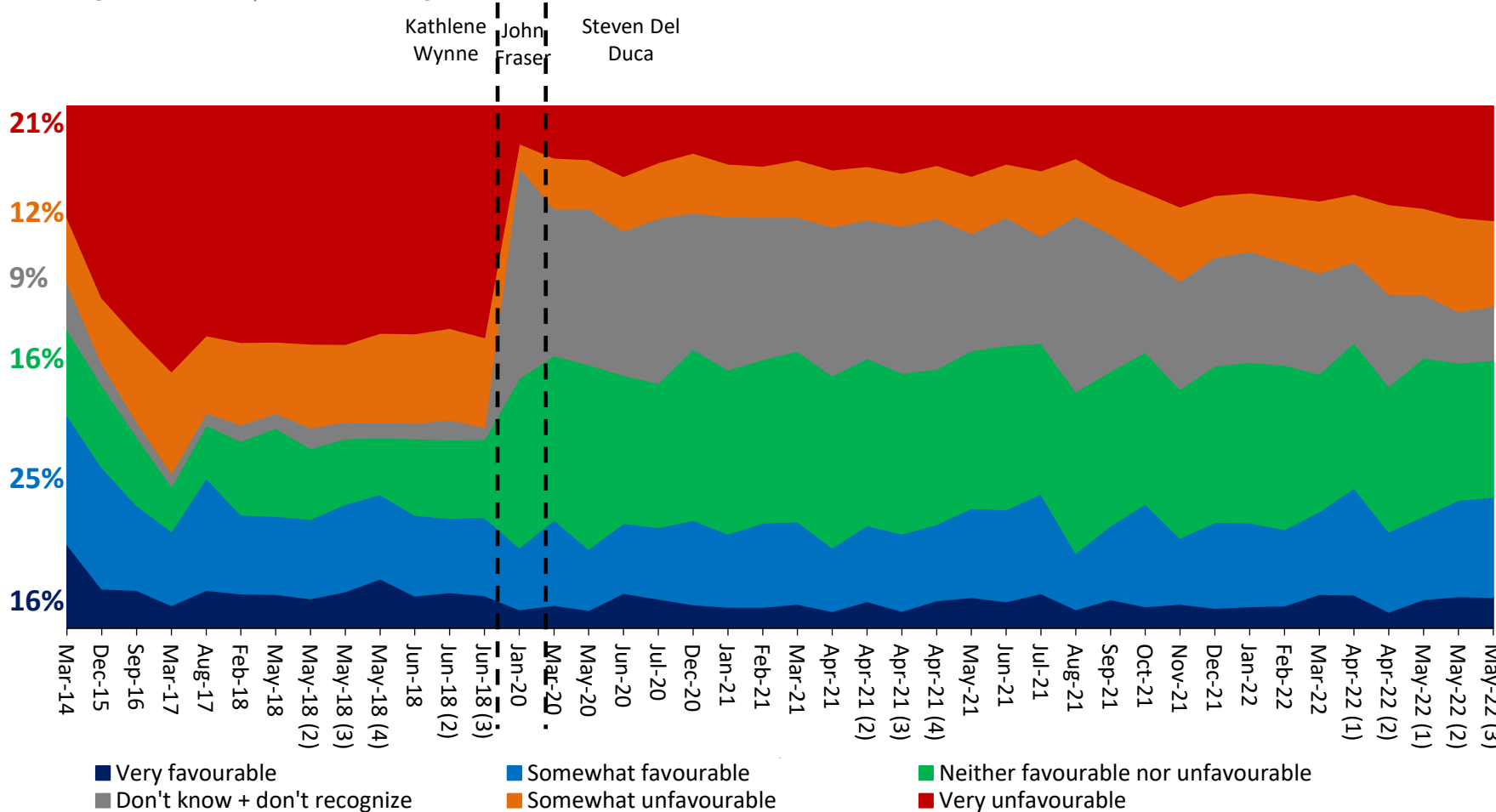


Steven Del Duca Favourability: The negative impression (41%) of Del Duca increased by 3 pts since last week

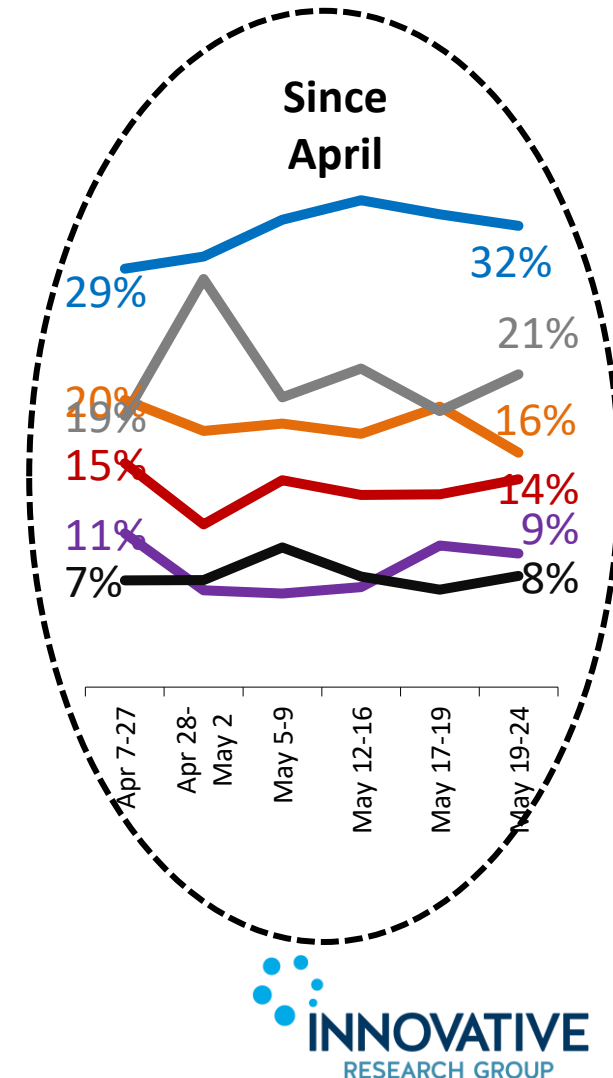
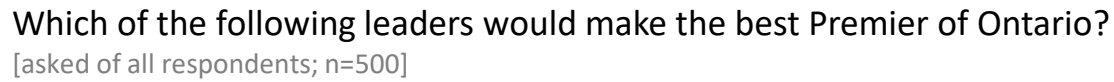


Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=500]



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Best Premier by Value Cluster: Ford leads among the Populist Conservatives, Deferential Conservatives and Business Liberals

		Value Clusters					
Best Premier		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
		(N=46)	(N=44)	(N=106)	(N=102)	(N=105)	(N=97)
	Del Duca	13%	12%	14%	14%	14%	17%
	Ford	57%	47%	47%	17%	14%	29%
	Horwath	2%	2%	12%	21%	33%	10%
	Other	9%	8%	5%	12%	16%	5%
	None of the Above	5%	7%	6%	10%	5%	11%
	Undecided	14%	23%	17%	26%	18%	28%

Best Premier by Economic Gap: Ford leads among Achievers and Strugglers, Horwath leads among Alienated

	Economic Gap			
	Achievers	Strugglers	Ambivalent	Alienated
	(N=145)	(N=152)	(N=93)	(N=110)
Best Premier				
Del Duca	15%	15%	12%	15%
Ford	46%	35%	28%	11%
Horwath	11%	14%	14%	27%
Other	9%	7%	7%	14%
None of the Above	6%	5%	12%	9%
Undecided	13%	23%	27%	25%

Best Premier by Time for Change: 1-in-3 (37%) of Time for a Change

PC voters say Doug Ford is the best choice for Premier

	Time for Change					
	Core PC	Soft PC	Time for a change PC	Uncertain	Soft anti-PC	Hostile
	(N=101)	(N=46)	(N=54)	(N=58)	(N=131)	(N=110)
Del Duca	2%	9%	13%	16%	20%	21%
Ford	89%	70%	37%	9%	8%	0%
Horwath	0%	0%	14%	6%	14%	47%
Other	4%	4%	8%	4%	13%	14%
None of the Above	3%	1%	8%	14%	9%	9%
Undecided	2%	16%	19%	51%	36%	10%

Best Premier

Best Premier by Ford Segment: Almost half (48%) of Non-PC Ford Supporters think Ford is the best Premier

	Ford Segment			
	Core PCs	Non-PC Ford Supporters	Unaligned	Other Supporters
	(N=132)	(N=90)	(N=79)	(N=199)
Del Duca	0%	15%	5%	27%
Ford	78%	48%	5%	4%
Horwath	2%	6%	11%	32%
Other	4%	4%	11%	14%
None of the Above	5%	7%	19%	5%
Undecided	10%	20%	49%	19%

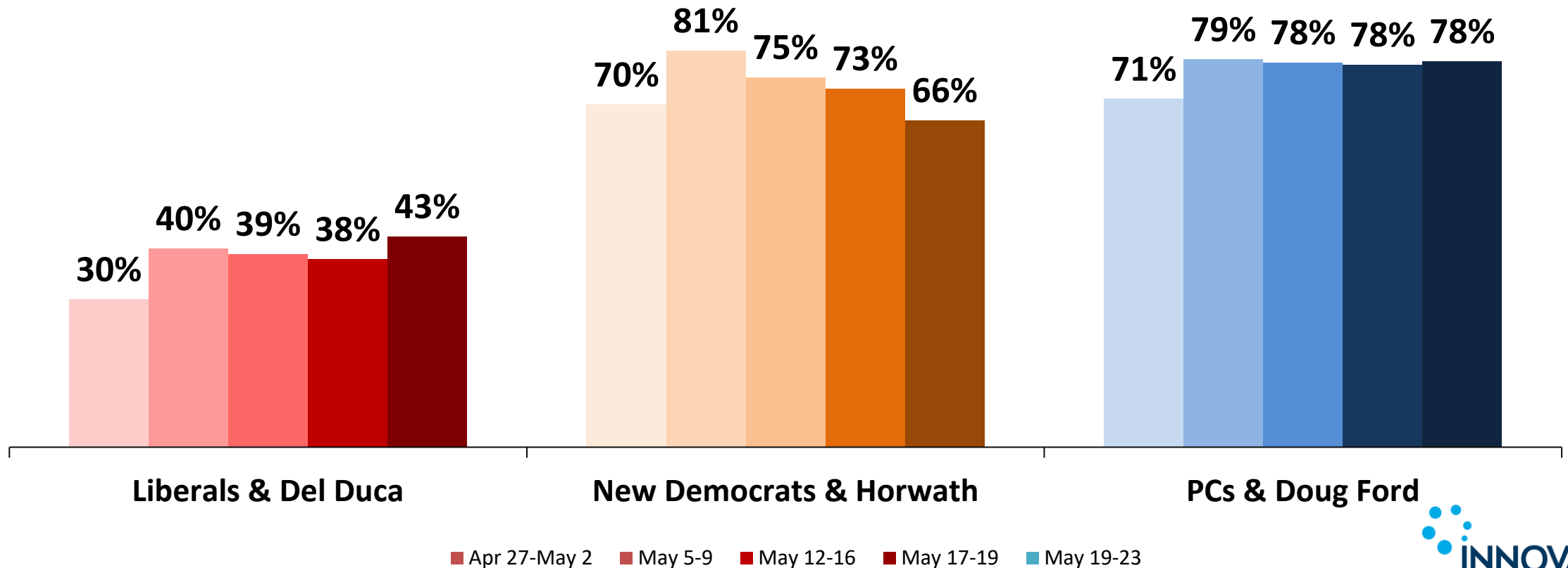
Best Premier by Party ID: Only 43% of Liberal partisans say Del Duca is the best choice for Premier ⁴⁷

		Provincial Party Identification				
Best Premier		Liberal	Progressive Conservative	NDP	Other	Unaligned
		(N=143)	(N=132)	(N=65)	(N=43)	(N=116)
	Del Duca	43%	0%	7%	5%	3%
	Ford	13%	78%	8%	14%	21%
	Horwath	13%	2%	66%	15%	8%
	Other	6%	4%	8%	36%	8%
	None of the Above	7%	5%	4%	0%	16%
	Undecided	18%	10%	7%	29%	43%

Best Premier by Partisanship: New Democrats view of Horwath is trending downward while PC & Ford and Liberals & Del Duca are steady

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



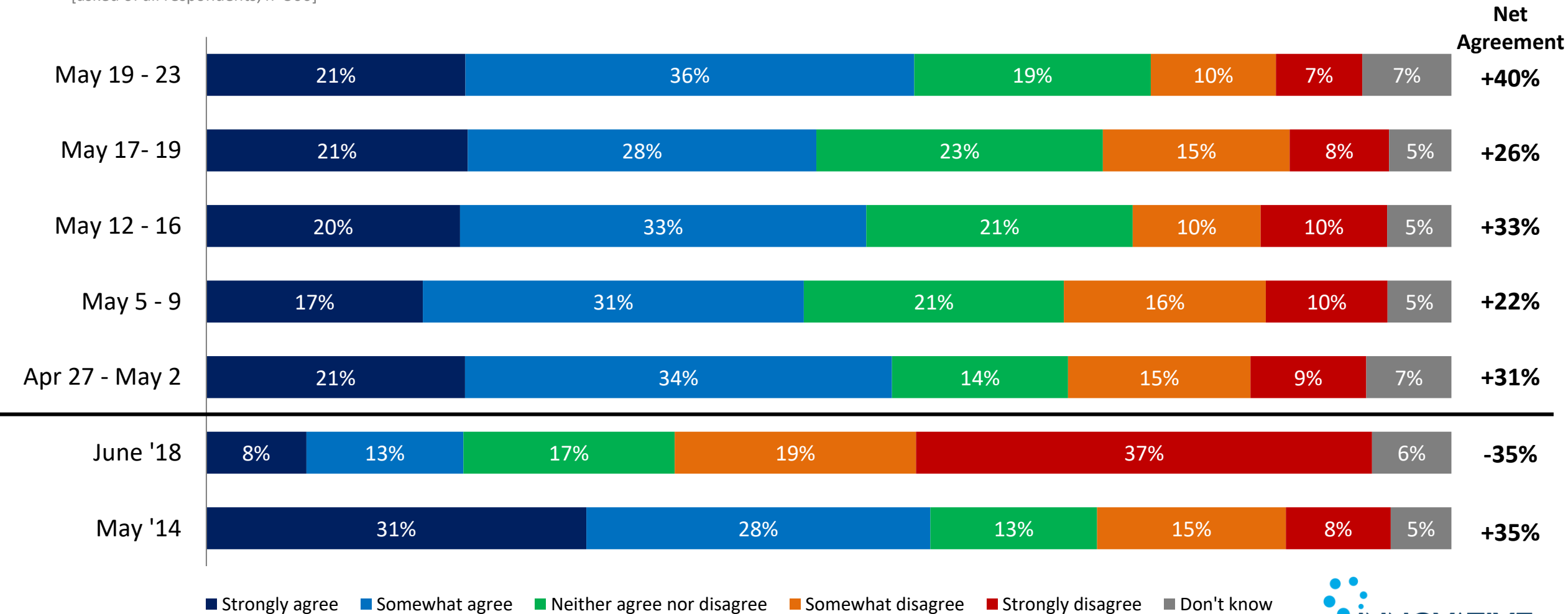
Who can win?

Two-Horse Race: Belief that the election is a two-horse race between the PCs and Liberals is up 8 points to 57%

50

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=500]

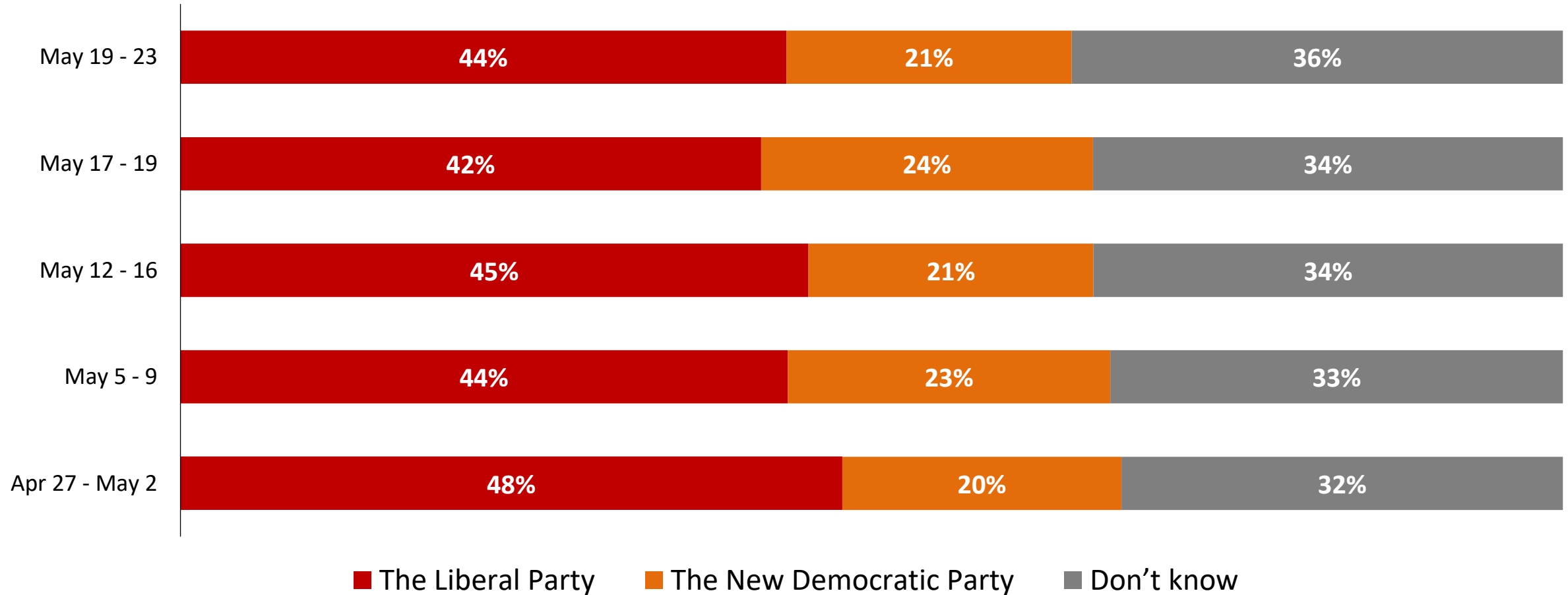


Most Likely Alternative: A plurality still say the Liberals are the best party to defeat the PCs, up directionally from last week

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=500]



Appendix: Methodology

Survey Methodology

These are the results of an online survey conducted between May 19th and May 23rd, 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=601 Ontario residents, 18 years or older. The results are weighted to n=500 based on Census data from Statistics Canada.

Field Dates: May 19th to May 23rd, 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 1.33. 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](#).

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	46	7.7%	68	13.8%
Men 35-54	80	13.5%	82	16.6%
Men 55+	144	24.2%	87	17.7%
Women 18-34	60	10.1%	68	13.8%
Women 35-54	104	17.5%	88	17.8%
Women 55+	160	26.9%	100	20.3%
Toronto	108	18.0%	104	20.9%
Rest of GTA	131	21.8%	131	26.1%
South/West	158	26.3%	130	25.9%
North/East	204	33.9%	135	27.1%

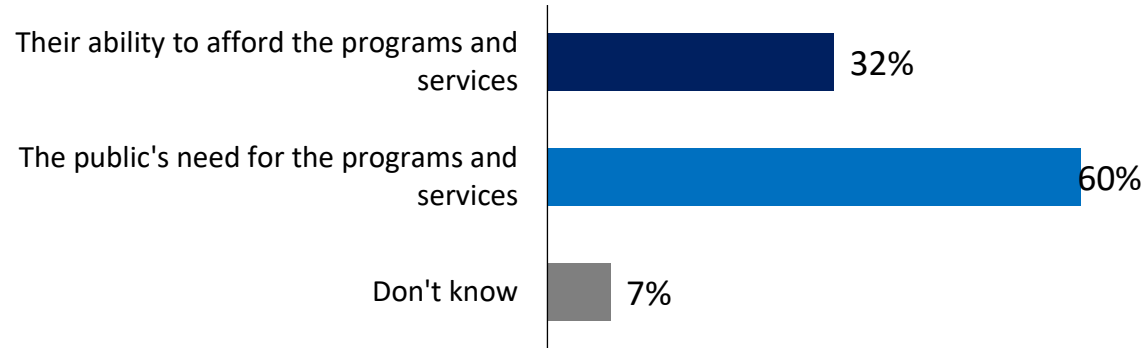
Appendix:

Segmentation

Core Political Values: A majority (62%) say the main role of government is to create equal opportunity for everyone

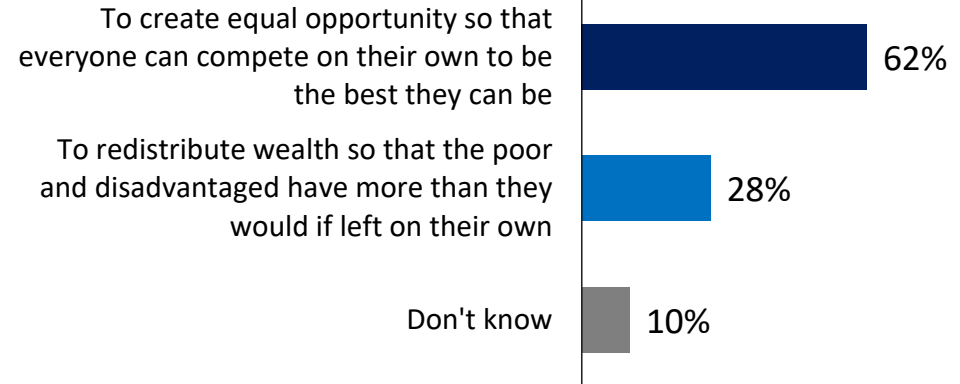
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

[asked of all respondents; n=500]



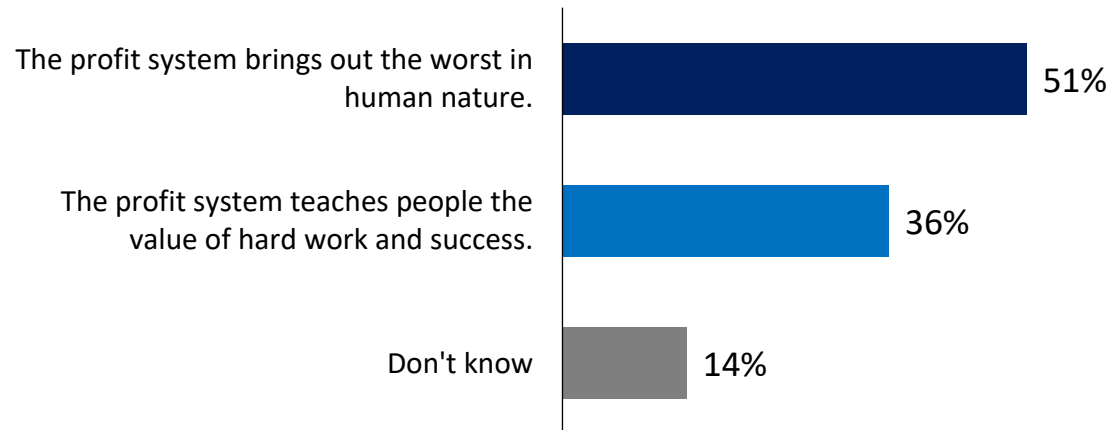
Q Is the main role of government to...?

[asked of all respondents; n=500]



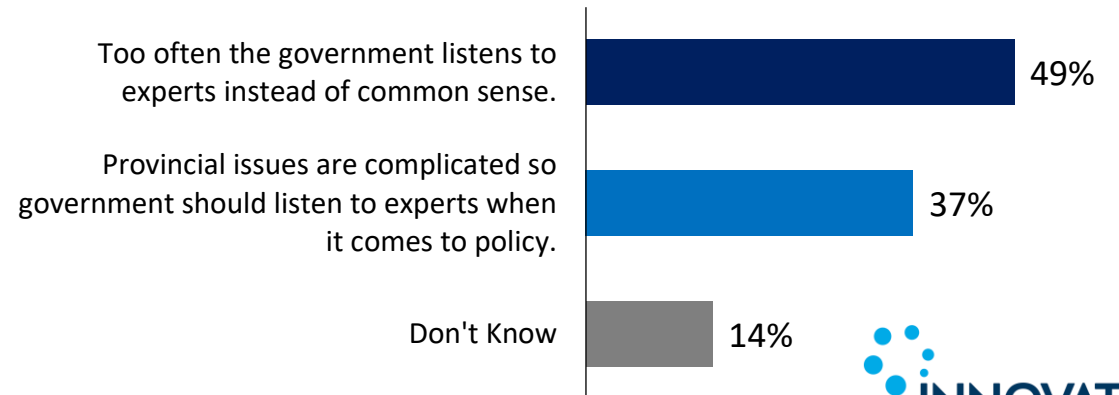
Q Which of the following statements comes closest to your view?

[asked of all respondents; n=500]



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

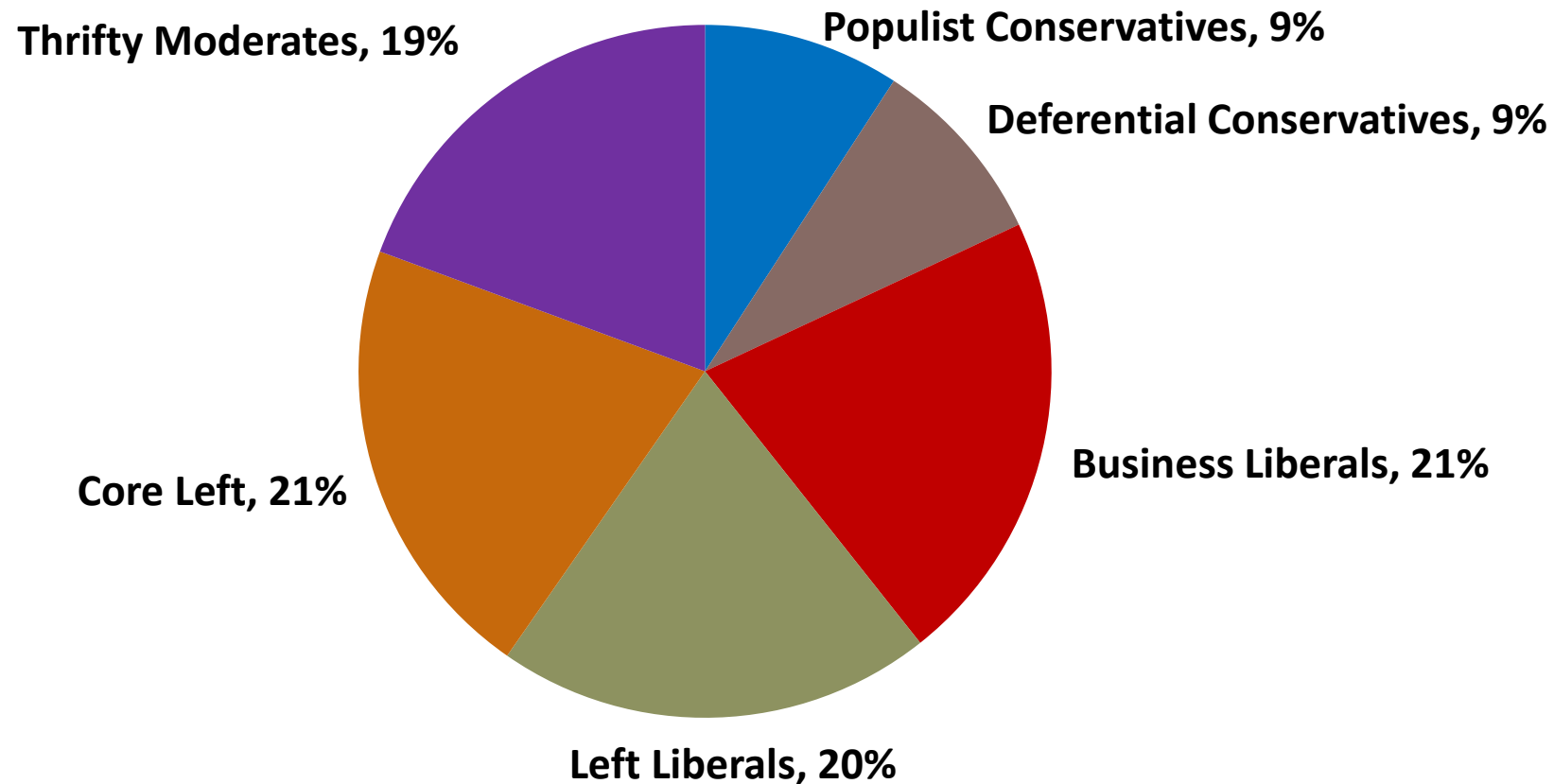
[asked of all respondents; n=500]



Value Clusters: 1-in-5 are Core Left (21%) and Business Liberals (21%), followed by Left Liberals (20%)

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]



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

Core Political Values by Value Clusters

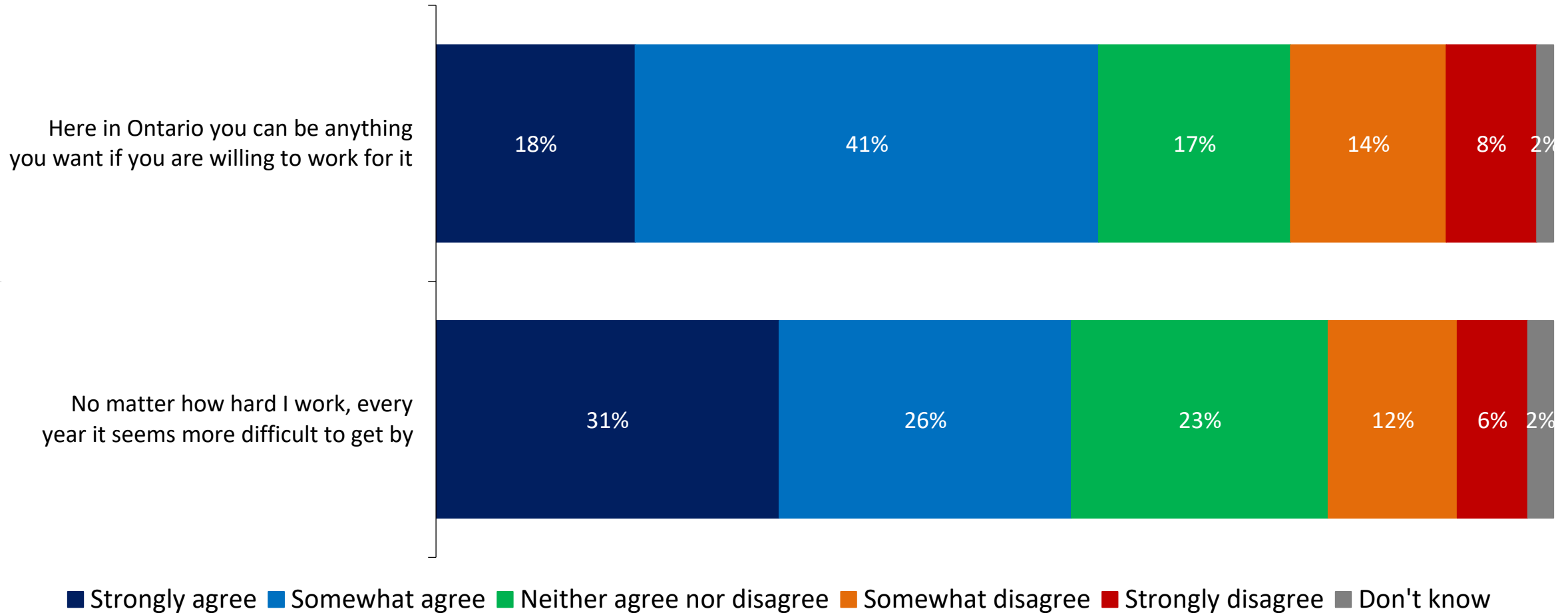
Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on...	Ability to afford	92%	87%	0%	0%	0%	84%
	Public Need	0%	0%	98%	95%	97%	0%
Is the main role of government to .?	Create equal Opportunity	99%	84%	73%	96%	0%	52%
	Redistribute wealth	0%	4%	15%	0%	96%	23%
When it comes to government decision making...	Rely on common sense	100%	0%	39%	52%	43%	60%
	Listen to experts	0%	73%	48%	37%	47%	15%
The profit system...	Brings out the worst in human nature	0%	0%	0%	89%	88%	73%
	Teaches value of hard work and success	92%	91%	86%	0%	0%	4%

Economic Gap Segmentation: A majority say here in Ontario you can be⁵⁸ anything you want if you are willing to work for it



Do you agree or disagree with the following statements?

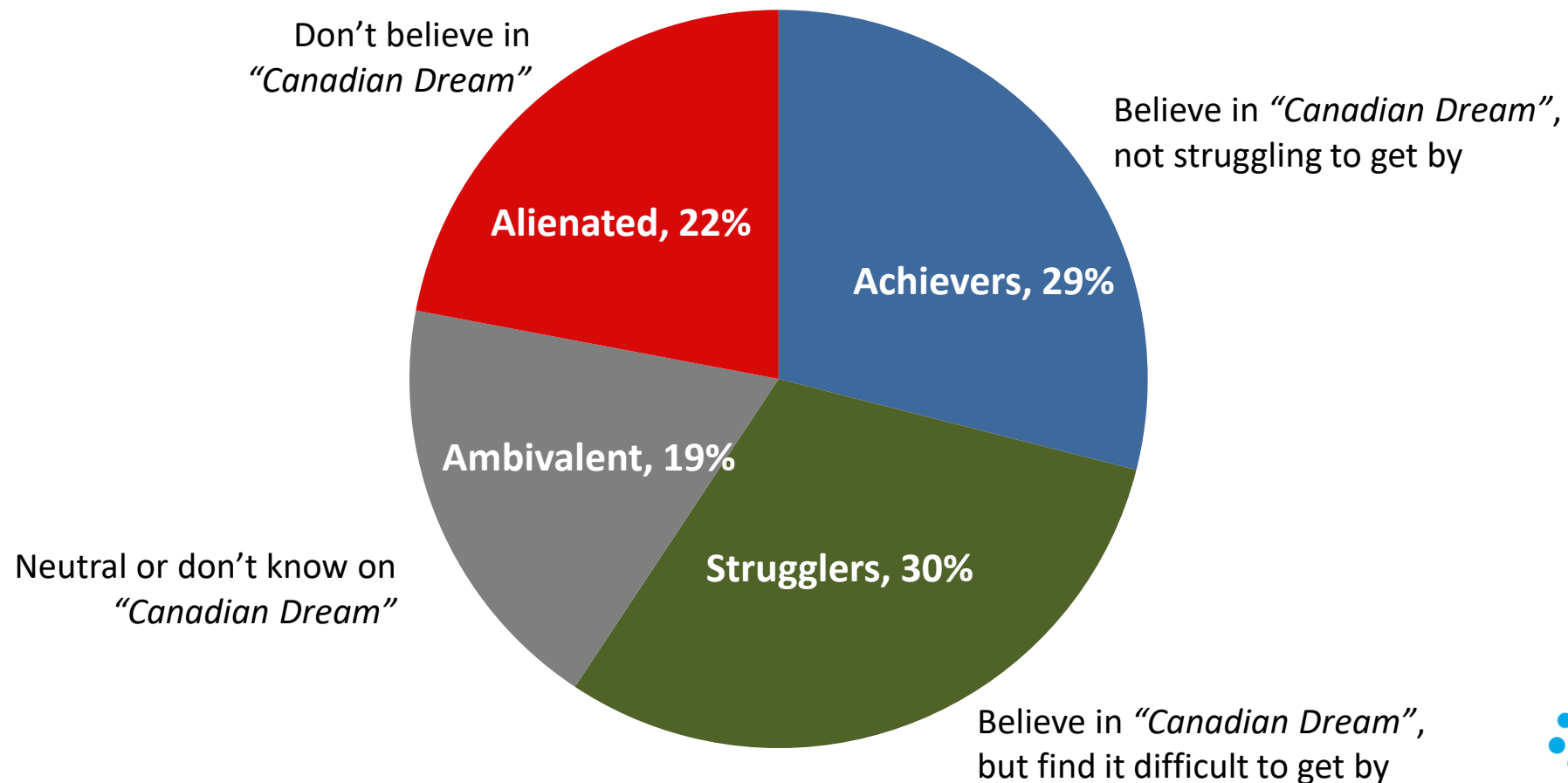
[asked of all respondents; n=500]



Economic Gap Segmentation: Almost 1-in-3 (30%) are Strugglers in Ontario, while another 3-in-10 (29%) 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=500]

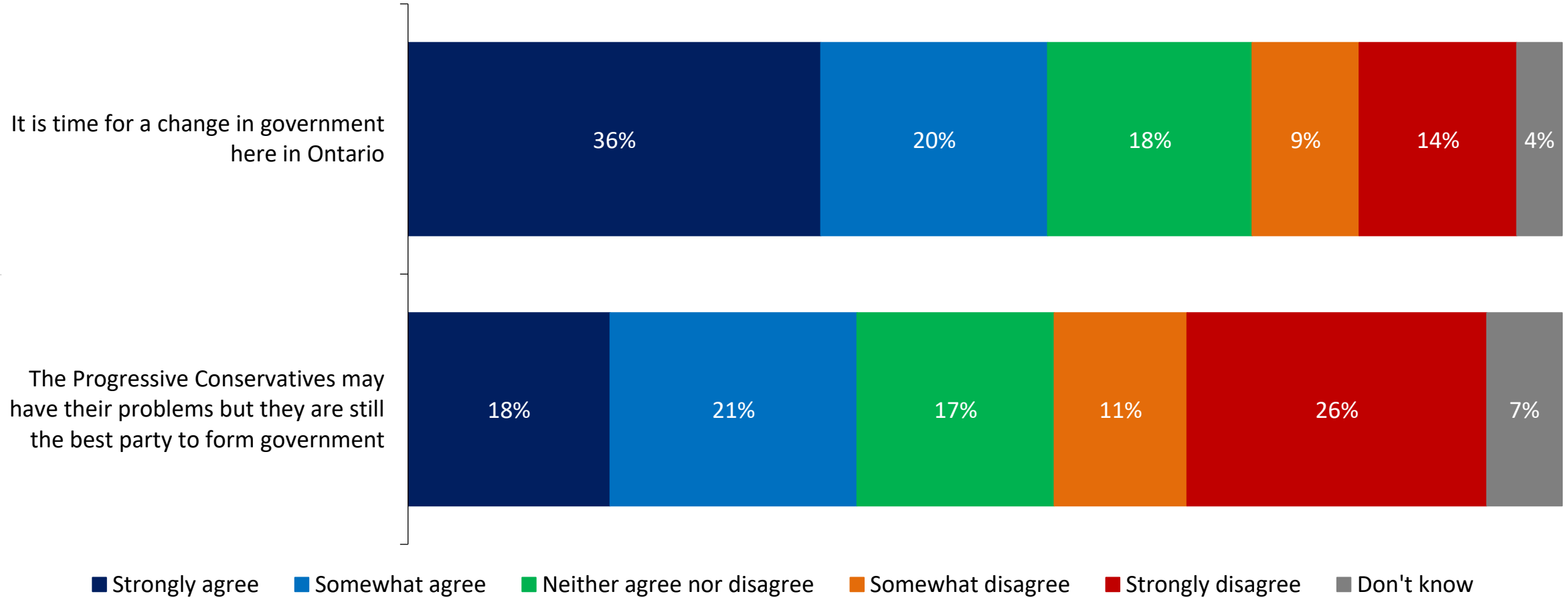


Time for Change Attitudes: More than half (55%) agree it is time for a change, but 39% say the PCs are still the best party to form



Do you agree or disagree with the following statements?

[asked of all respondents; n=500]

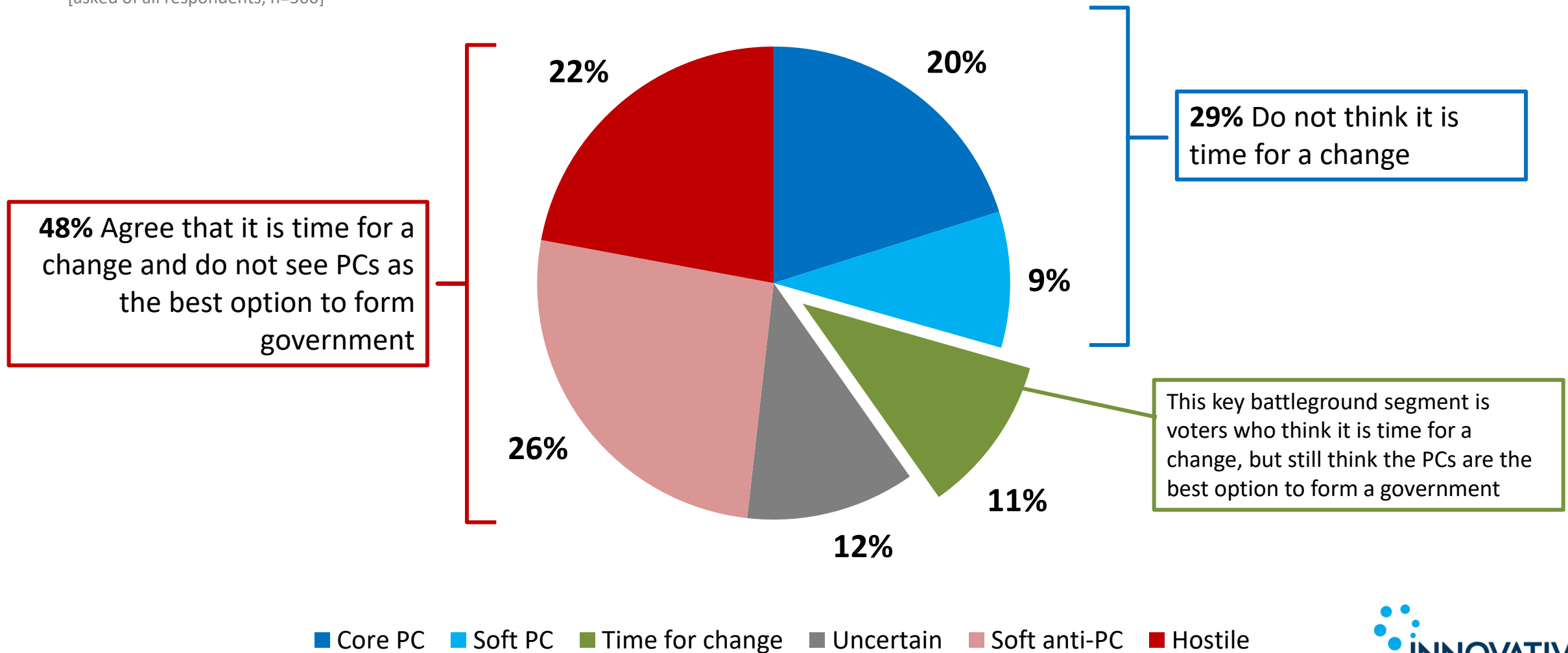


Time for Change Segmentation: Only 29% don't think it is time for a change while 11% want change but still see the PCs as the best option



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]

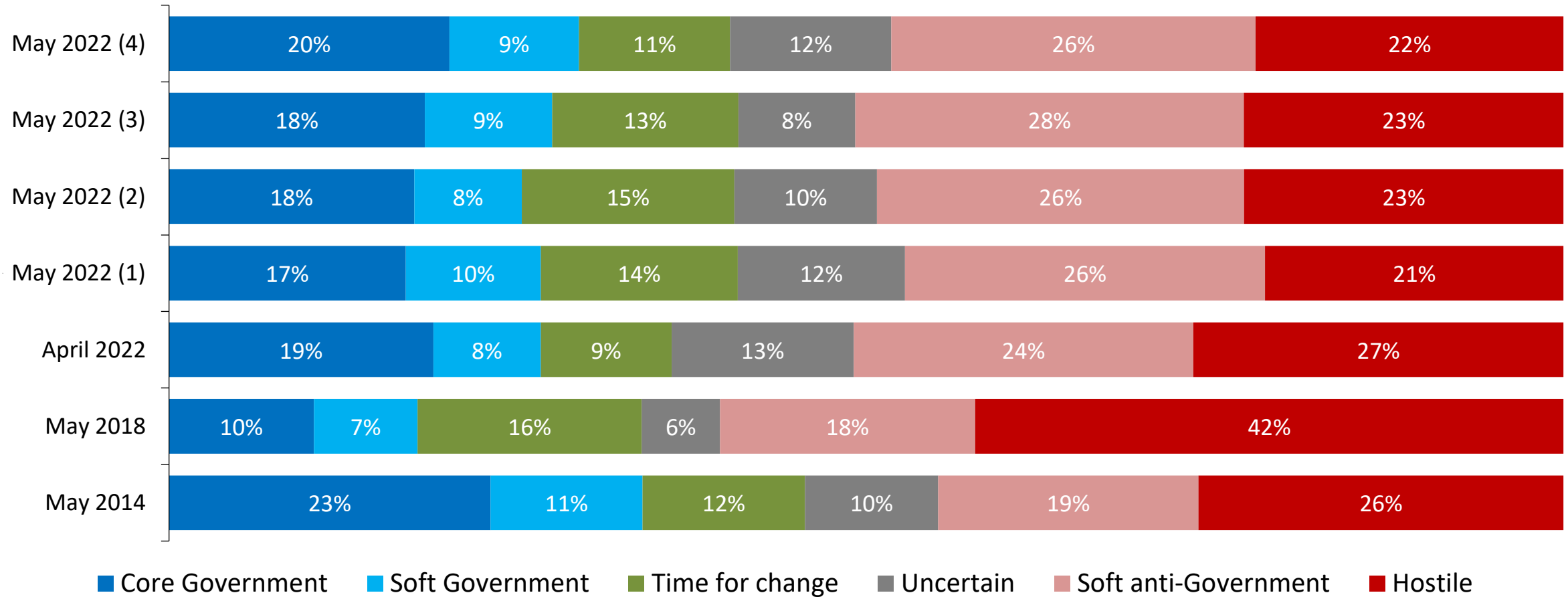


Time for Change Tracking: The share of PC supporters is up to 29% with 12% Time for Change



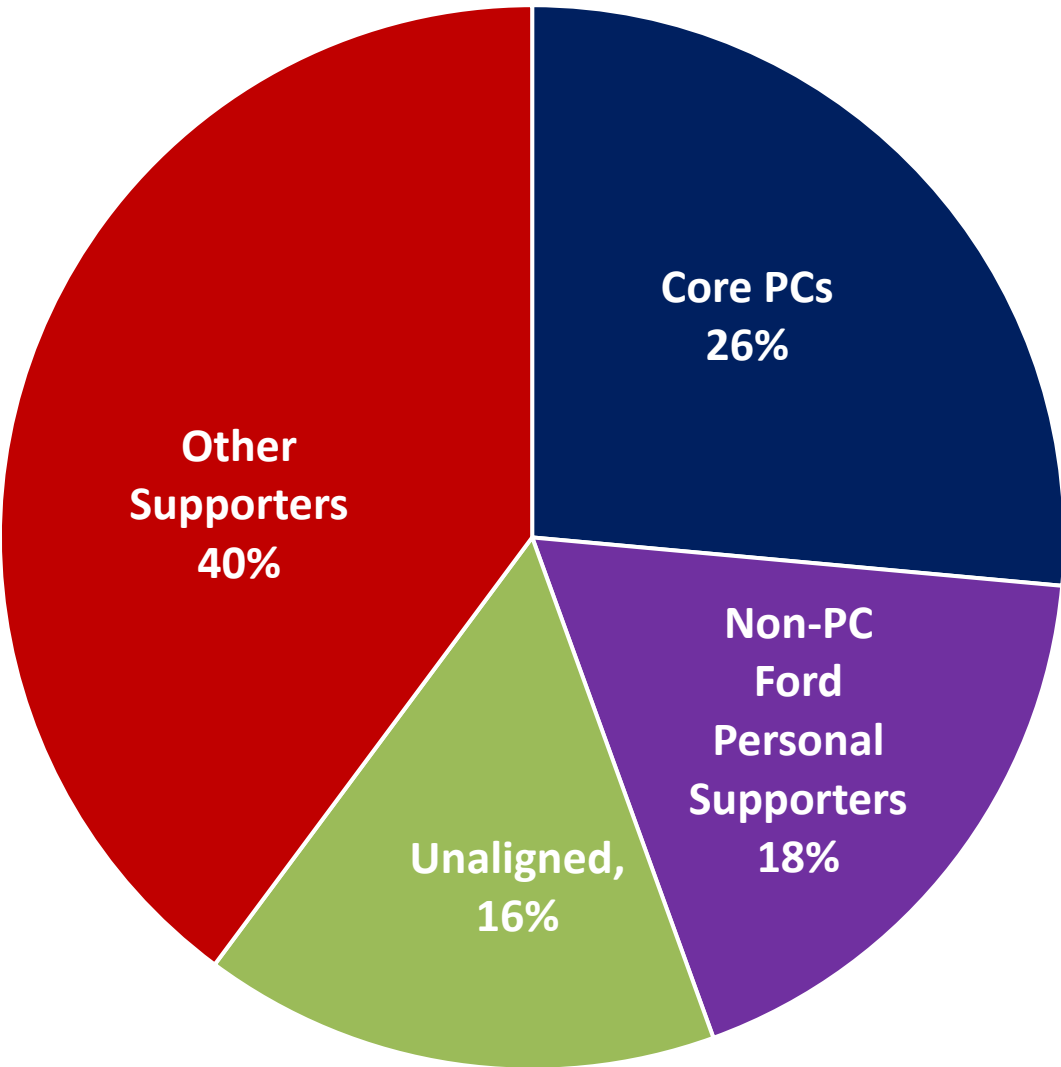
Time for Change segmentation: Agree with 'The PCs may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Ontario'.

[asked of all respondents; n=500]



Ford Political Segmentation: A quarter (26%) are core PCs while 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

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Building Understanding.

