New Blue Party of Ontario

New Blue Party

Respondents were randomly shown the ballot question either with or without the New Blue Party to assess the impact of seeing the party on a ballot. A total of 613 respondents were shown the New Blue Party while 587 were not.
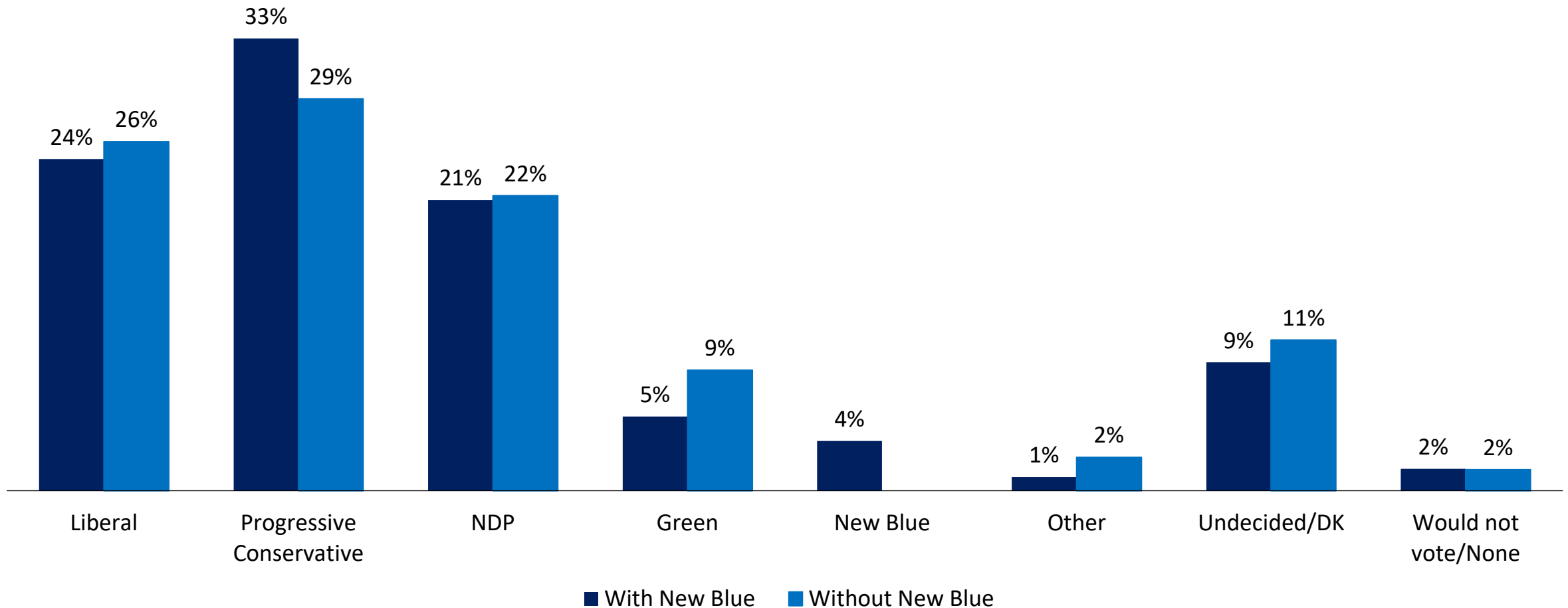
New Blue Vote: The PCs have a large lead over the Liberals with or without the New Blue Party on the ballot

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=1,200]

	Liberal	Progressive Conservative	NDP	Green	New Blue	Other	Undecided/DK	Would not vote/None
With New Blue	24%	33%	21%	5%	4%	1%	9%	2%
Without New Blue	26%	29%	22%	9%		2%	11%	2%

■ With New Blue ■ Without New Blue

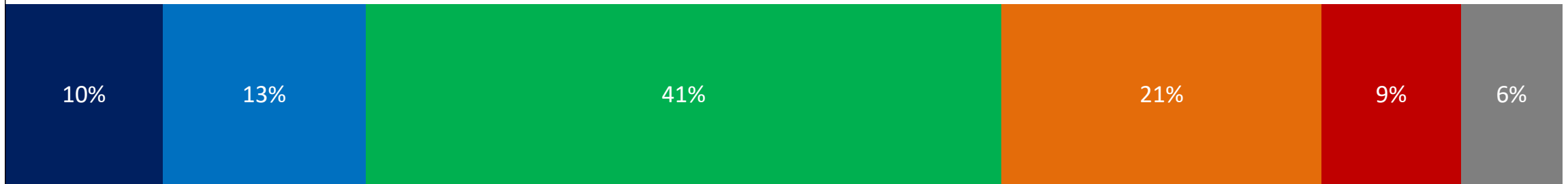INNOVATIVE RESEARCH GROUP

New Blue Coalition

Impact of COVID-19

COVID Attitudes: 26% of Ontarians are angry at the way government has tried to force Canadians to get vaccinated

Q Thinking about government COVID health restrictions over the past two years, do you feel the restrictions put in place by the provincial government in Ontario to reduce social contacts government restrictions were generally too loose, too tight or were they about right about?
[asked of all respondents; n=1,200]

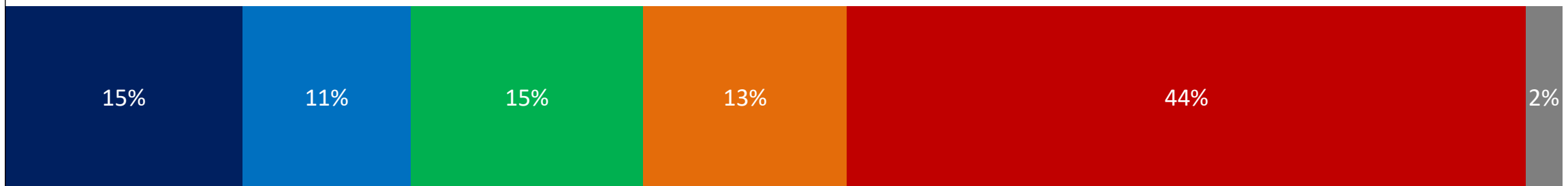| Far too tight	Somewhat too tight	About right	Somewhat too loose	Far too loose	Don't know
10%	13%	41%	21%	9%	6%

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

Q Do you agree or disagree with the following statements? - *I am angry at the way the government has tried to force Canadians to get vaccinated, whether they want to or not.*
[asked of all respondents; n=1,200]

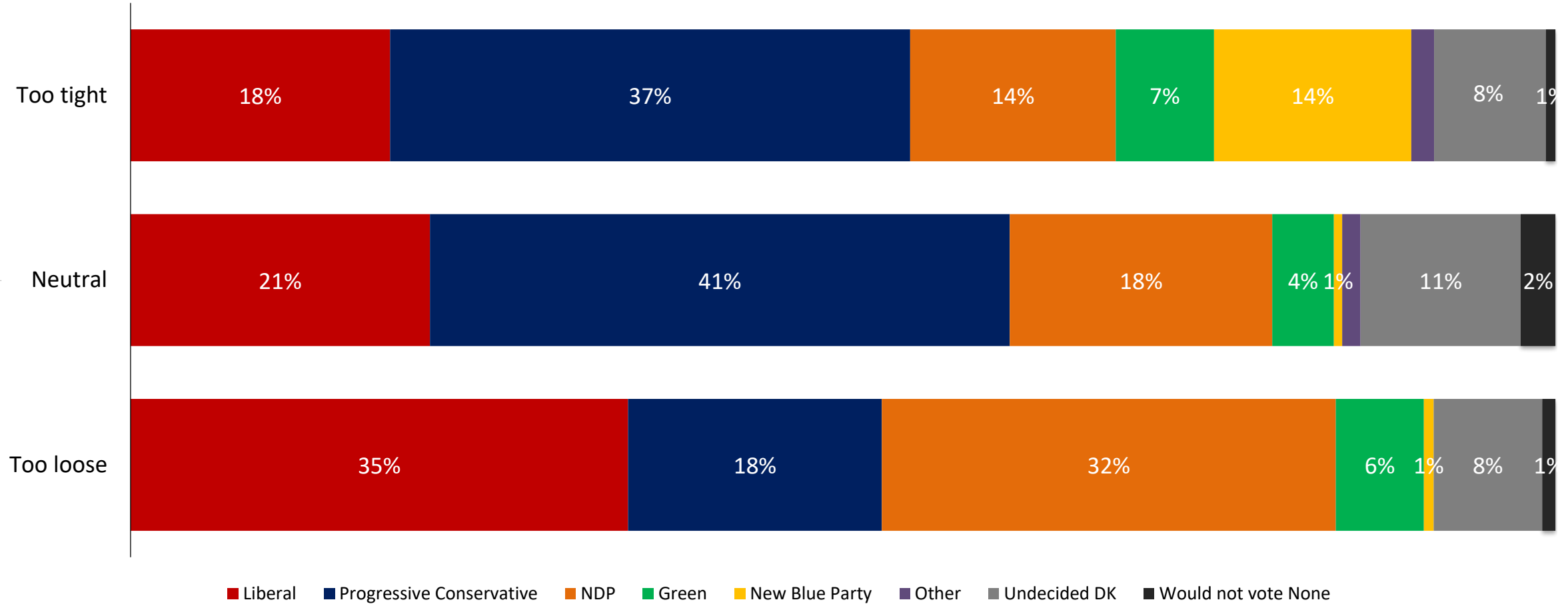| Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
15%	11%	15%	13%	44%	2%

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

INNOVATIVE RESEARCH GROUP

Vote by Restrictions: Those who say restrictions have been too tight are far more likely to say they will vote New Blue

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]** by *Thinking about government COVID health restrictions over the past two years, do you feel the restrictions put in place by the provincial government in Ontario to reduce social contacts government restrictions were generally…*

	Liberal	Progressive Conservative	NDP	Green	New Blue Party	Other	Undecided DK	Would not vote None
Too tight	18%	37%	14%	7%	14%		8%	1%
Neutral	21%	41%	18%	4%	1%		11%	2%
Too loose	35%	18%	32%	6%	1%		8%	1%

Legend: ■ Liberal ■ Progressive Conservative ■ NDP ■ Green ■ New Blue Party ■ Other ■ Undecided DK ■ Would not vote None
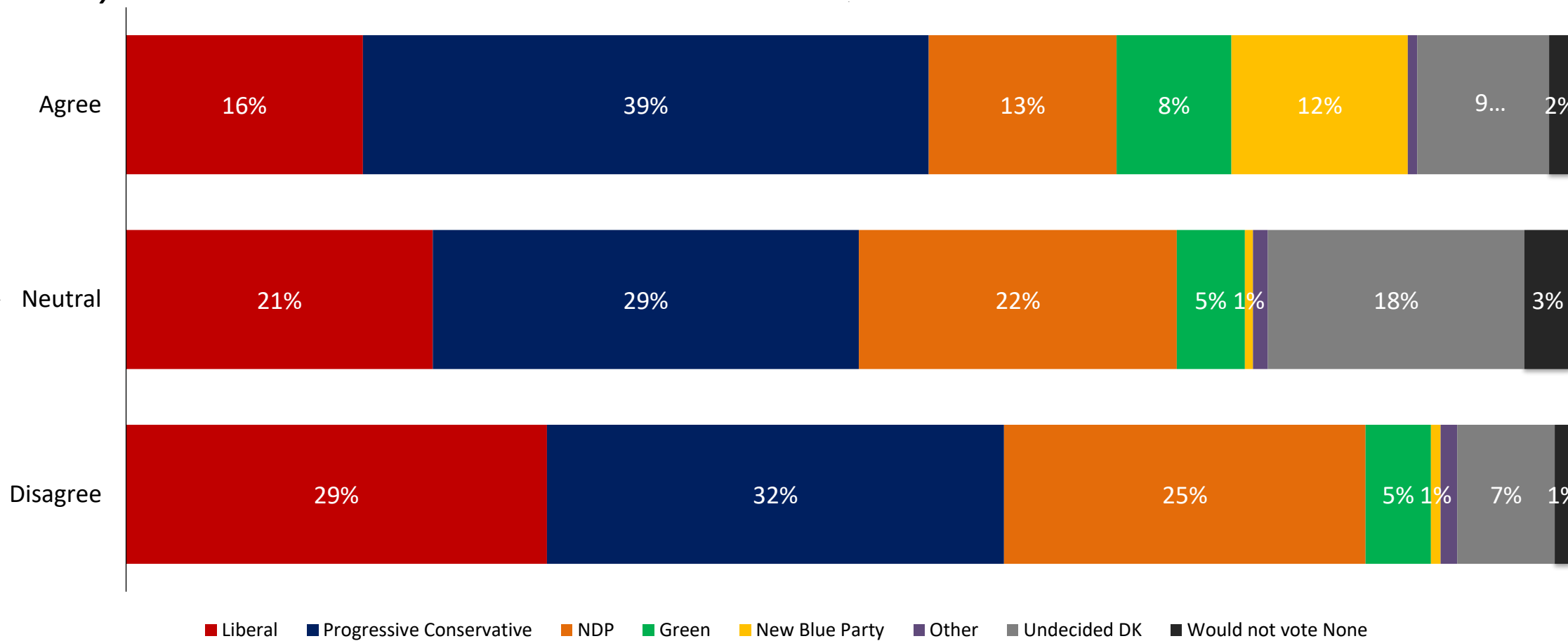
INNOVATIVE RESEARCH GROUP

Vote by Vaccine Anger: Among those who are angry about government vaccine policy, 12% would vote New Blue

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]** by *Do you agree or disagree with the following statements? - **I am angry at the way the government has tried to force Canadians to get vaccinated, whether they want to or not***

I am angry at the way the government has tried to force Canadians to get vaccinated, whether they want to or not

	Liberal	Progressive Conservative	NDP	Green	New Blue Party	Other	Undecided DK	Would not vote None
Agree	16%	39%	13%	8%	12%		9…	2%
Neutral	21%	29%	22%	5%	1%		18%	3%
Disagree	29%	32%	25%	5%	1%		7%	1%

Liberal · Progressive Conservative · NDP · Green · New Blue Party · Other · Undecided DK · Would not vote None

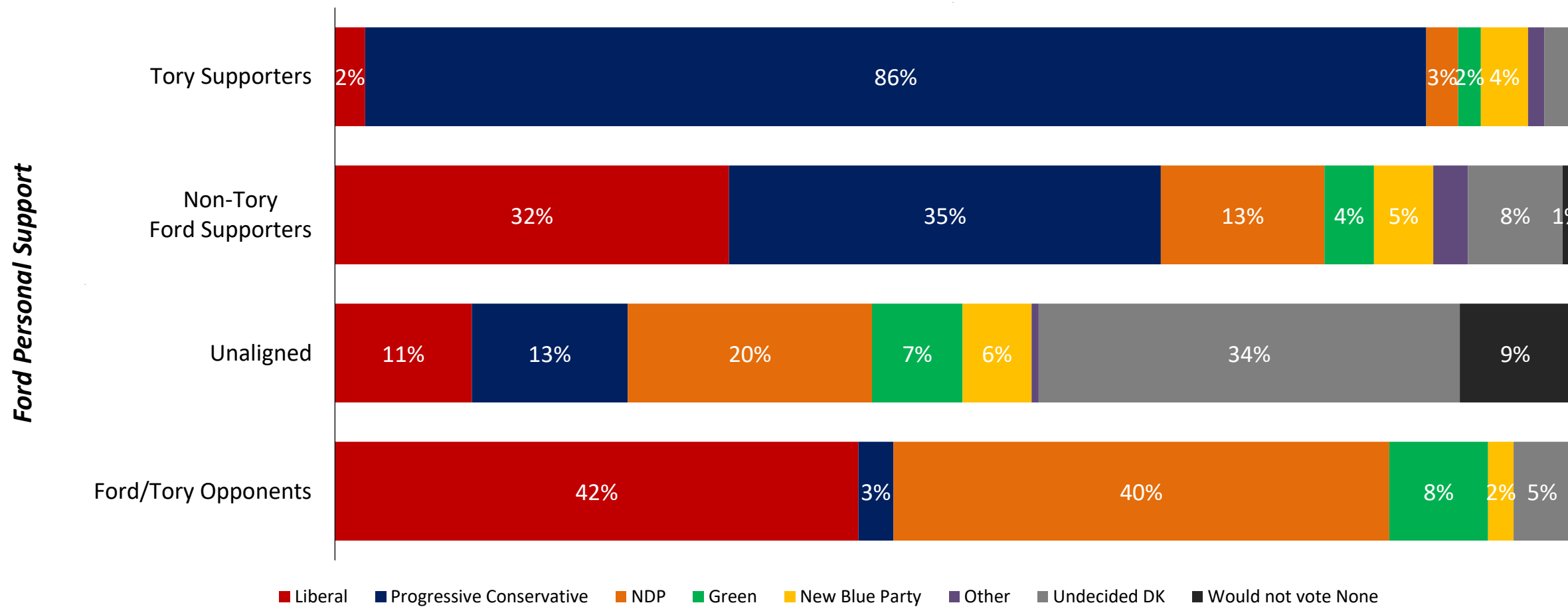INNOVATIVE RESEARCH GROUP

New Blue Coalition

Political Attitudes

Vote by Ford Personal Vote: New Blue support is highest among unaligned voters and non-Tory Ford Supporters

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]** by Ford Personal Support

Ford Personal Support

Tory Supporters
- Liberal: 2%
- Progressive Conservative: 86%
- NDP: 3%
- Green: 2%
- New Blue Party: 4%

Non-Tory Ford Supporters
- Liberal: 32%
- Progressive Conservative: 35%
- NDP: 13%
- Green: 4%
- New Blue Party: 5%
- Undecided DK: 8%
- Would not vote None: 1%

Unaligned
- Liberal: 11%
- Progressive Conservative: 13%
- NDP: 20%
- Green: 7%
- New Blue Party: 6%
- Undecided DK: 34%
- Would not vote None: 9%

Ford/Tory Opponents
- Liberal: 42%
- Progressive Conservative: 3%
- NDP: 40%
- Green: 8%
- New Blue Party: 2%
- Undecided DK: 5%

Legend: Liberal | Progressive Conservative | NDP | Green | New Blue Party | Other | Undecided DK | Would not vote None
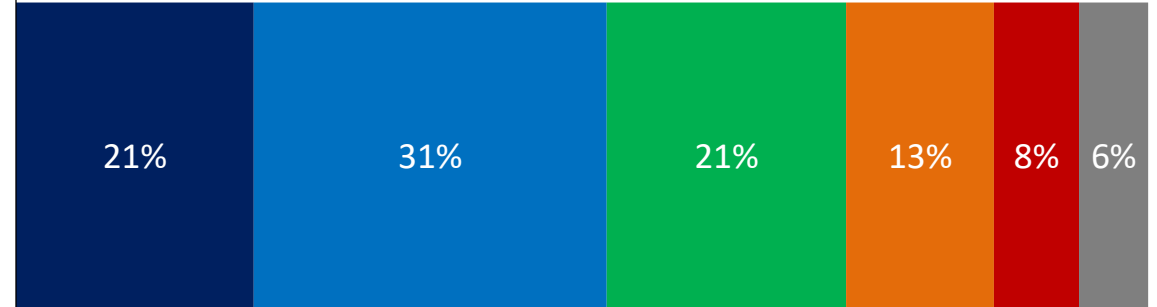
INNOVATIVE RESEARCH GROUP

Political Attitudes: 42% say neither the Liberals nor the PCs are committed to making the changes Ontario needs
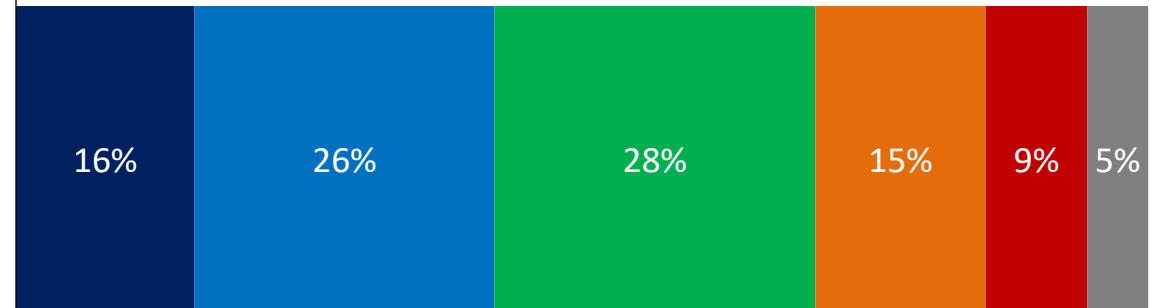
Q Do you agree or disagree with the following statements?
[asked of all respondents; n=1,200]

This election is really a two-horse race, only the Liberals and the Progressive Conservatives have a real chance of forming government

Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
21%	31%	21%	13%	8%	6%

The Progressive Conservatives and Ontario Liberals may have their differences, but when it comes to the big issues facing this province neither one is committed to making the changes we need.

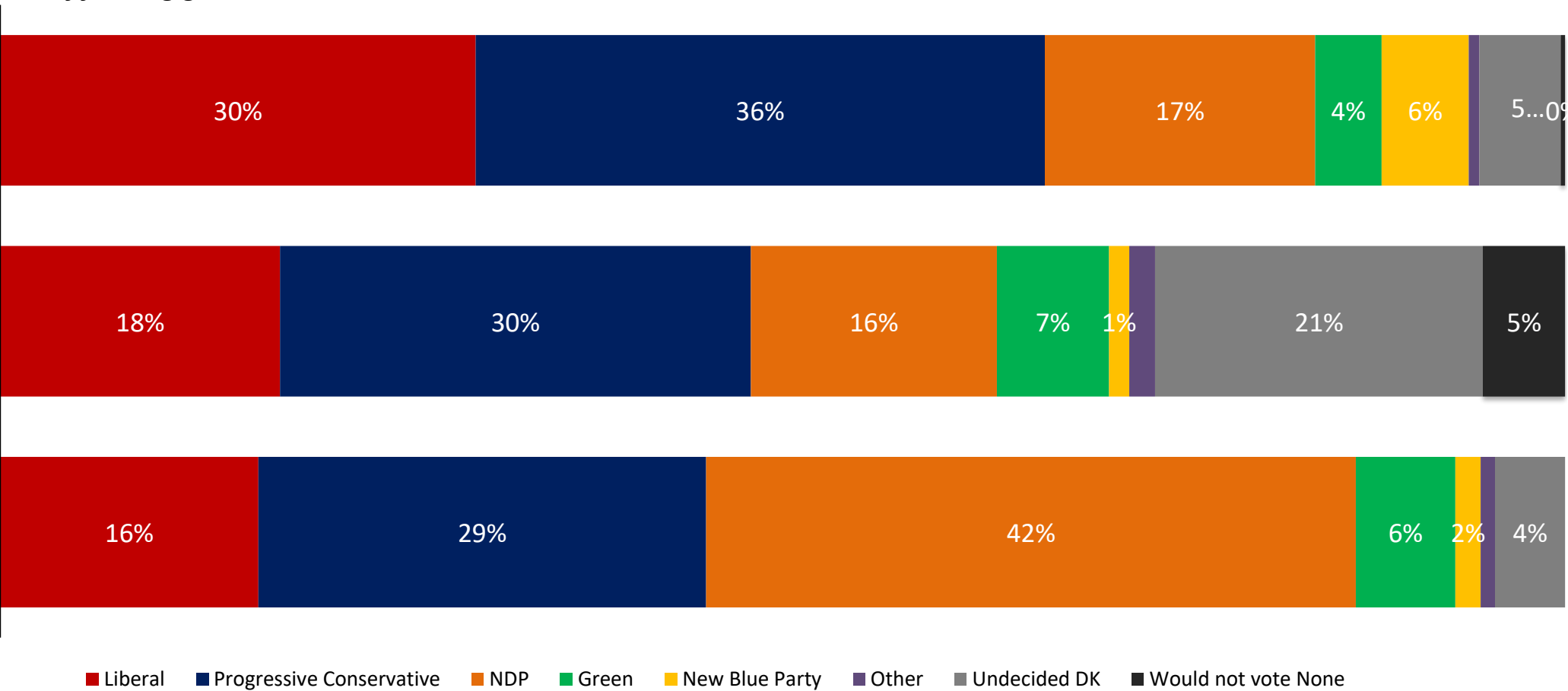| Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
16%	26%	28%	15%	9%	5%

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

INNOVATIVE
RESEARCH GROUP

Vote by Two Horse Race: Those who think it is only a two horse race are more likely to vote New Blue

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]** by *Do you agree or disagree with the following statements? - **This election is really a two-horse race, only the Liberals and the Progressive Conservatives have a real chance of forming government***

This election is really a two-horse race

	Liberal	Progressive Conservative	NDP	Green	New Blue Party	Other	Undecided DK	Would not vote None
Agree	30%	36%	17%	4%	6%		5...0%	
Neutral	18%	30%	16%	7%	1%		21%	5%
Disagree	16%	29%	42%	6%	2%		4%	

Legend: Liberal, Progressive Conservative, NDP, Green, New Blue Party, Other, Undecided DK, Would not vote None
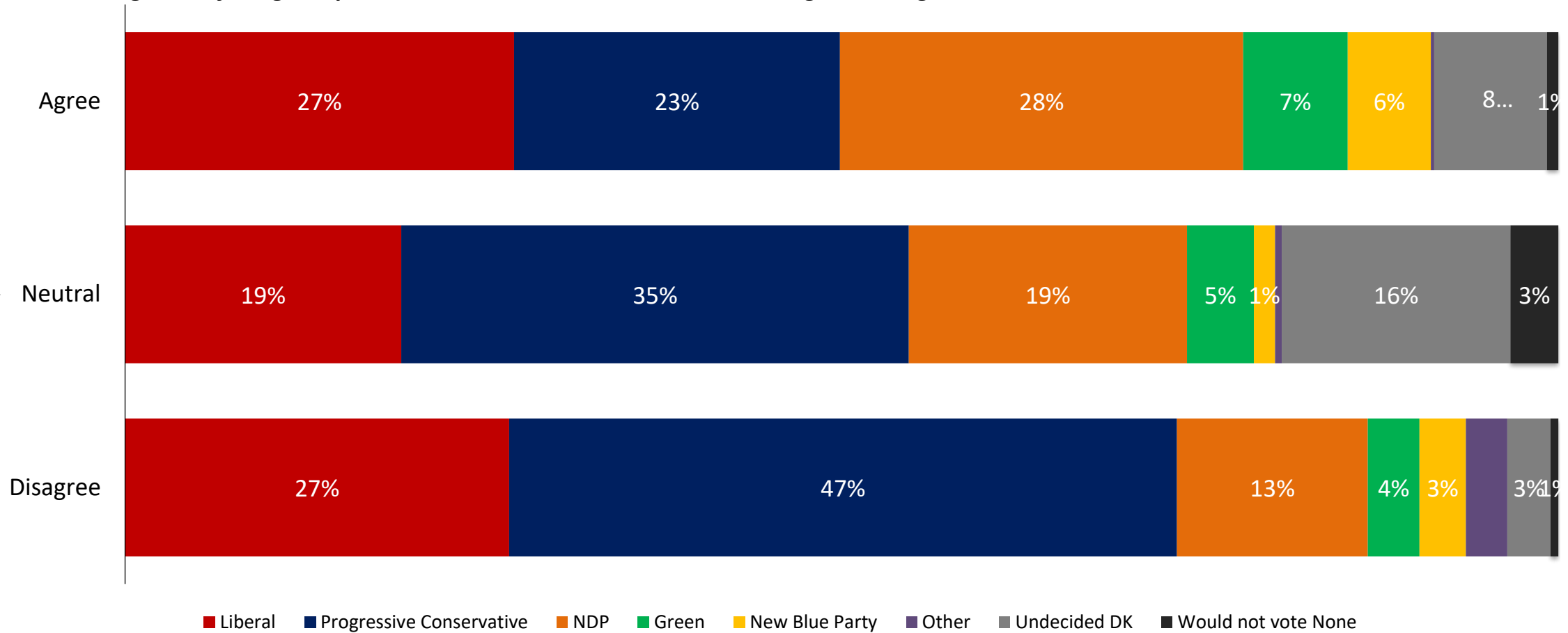
Vote by Real Change: 6% of those who agree Conservatives and Liberals are not making changes decided they would vote New Blue

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]** by *Do you agree or disagree with the following statements? - **The Progressive Conservatives and Ontario Liberals may have their differences, but when it comes to the big issues facing this province neither one is committed to making the changes we need.***

PCs and Liberals aren't committed to making the changes we need

	Liberal	Progressive Conservative	NDP	Green	New Blue Party	Other	Undecided DK	Would not vote None
Agree	27%	23%	28%	7%	6%		8...	1%
Neutral	19%	35%	19%	5%	1%		16%	3%
Disagree	27%	47%	13%	4%	3%		3%	1%

Legend: Liberal, Progressive Conservative, NDP, Green, New Blue Party, Other, Undecided DK, Would not vote None

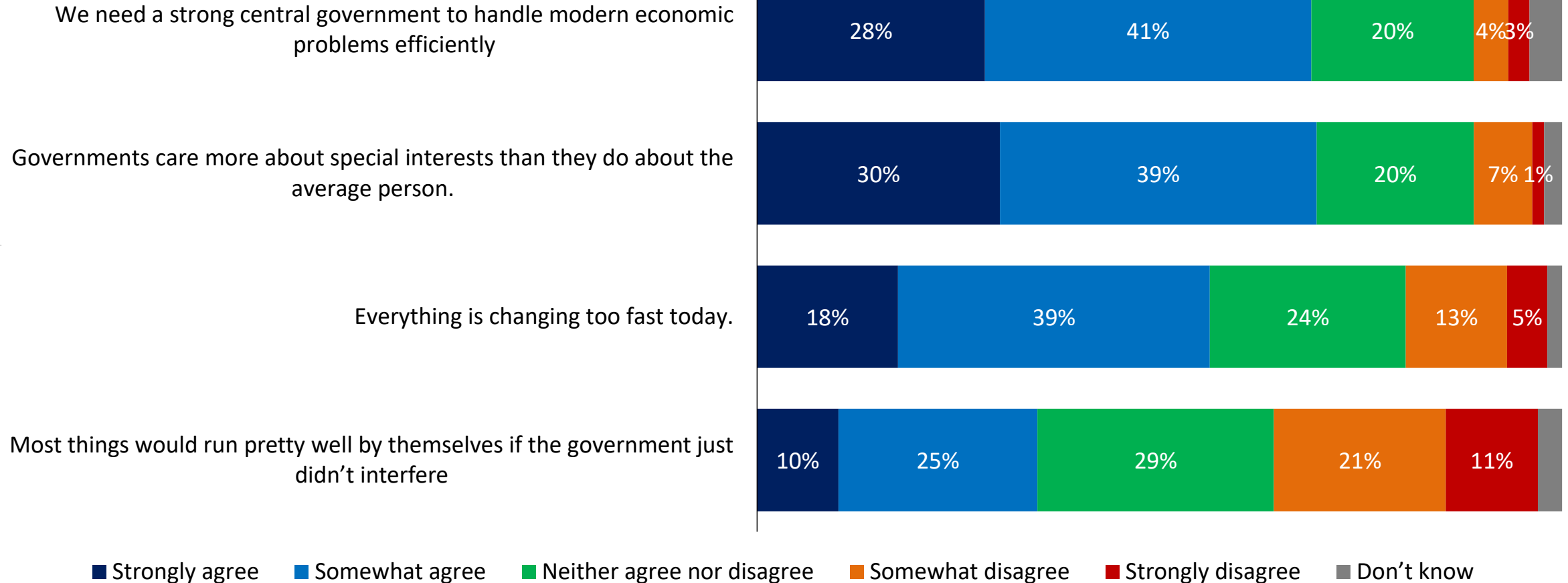INNOVATIVE RESEARCH GROUP

New Blue Coalition

Values

Values: 7-in-10 (69%) Ontarians agree we need a strong central government to handle economic problems efficiently

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=1,200]

We need a strong central government to handle modern economic problems efficiently: 28% | 41% | 20% | 4% | 3%

Governments care more about special interests than they do about the average person.: 30% | 39% | 20% | 7% | 1%

Everything is changing too fast today.: 18% | 39% | 24% | 13% | 5%

Most things would run pretty well by themselves if the government just didn't interfere: 10% | 25% | 29% | 21% | 11%

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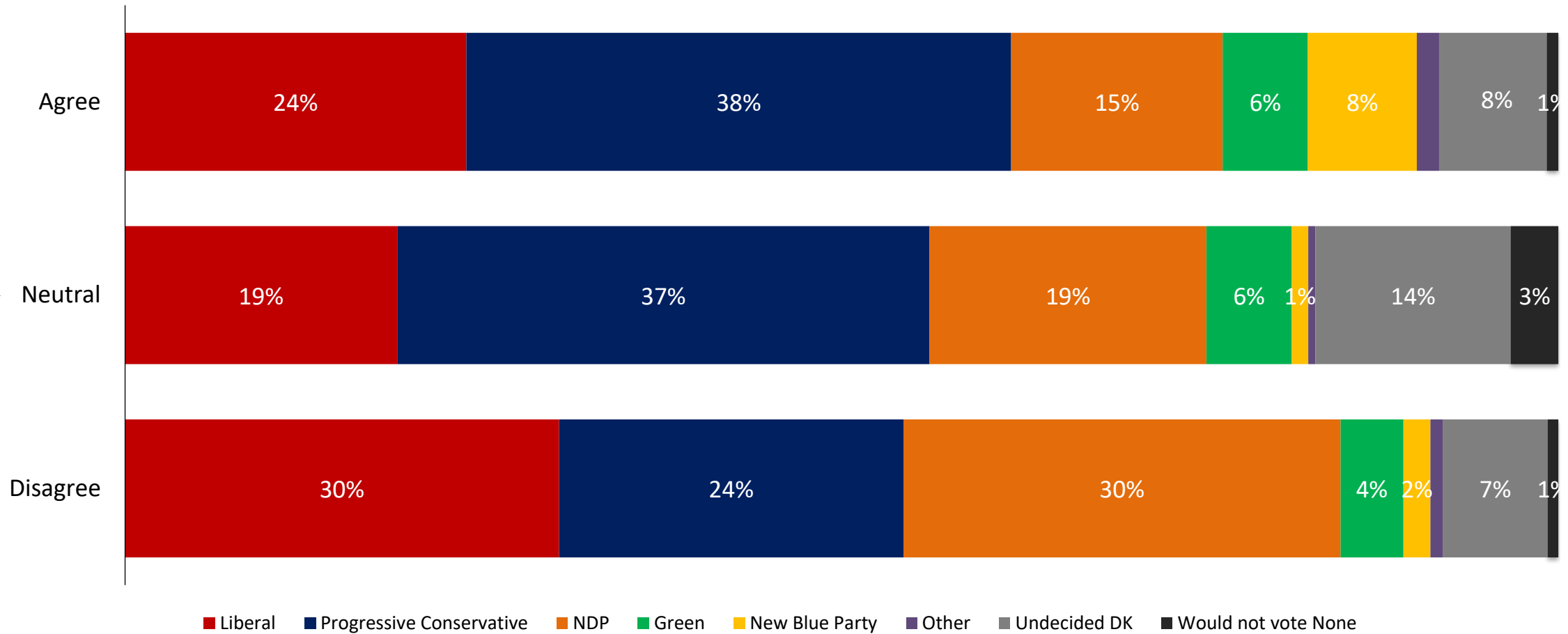
INNOVATIVE RESEARCH GROUP

Vote by Government Interference: Those who agree things would run well without government interference are more likely to vote New Blue

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]** by *Do you agree or disagree with the following statements? - **Most things would run pretty well by themselves if the government just didn't interfere***

Most things would run pretty well by themselves if the government just didn't interfere
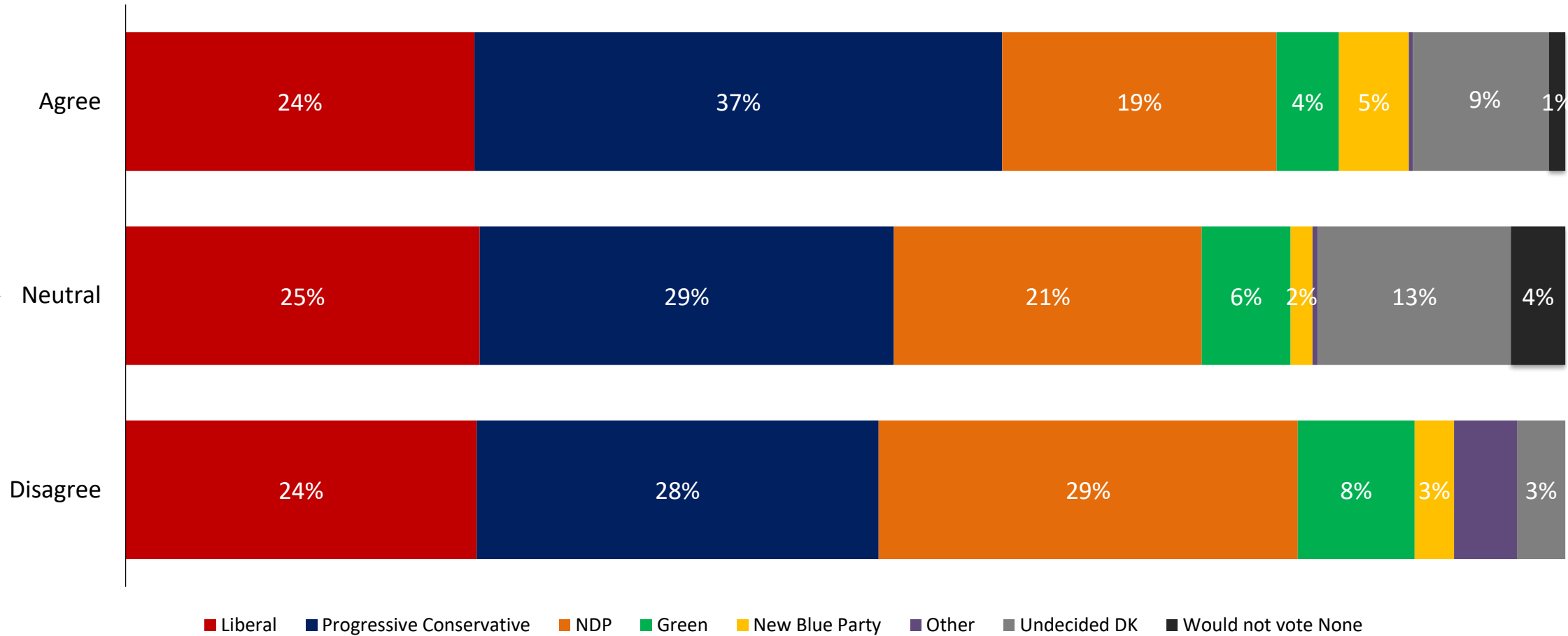
	Liberal	Progressive Conservative	NDP	Green	New Blue Party	Other	Undecided DK	Would not vote None
Agree	24%	38%	15%	6%	8%		8%	1%
Neutral	19%	37%	19%	6%	1%		14%	3%
Disagree	30%	24%	30%	4%	2%		7%	1%

Legend: ■ Liberal ■ Progressive Conservative ■ NDP ■ Green ■ New Blue Party ■ Other ■ Undecided DK ■ Would not vote None

Vote by Pace of Change: Those who think everything is changing too fast are most likely to vote PC
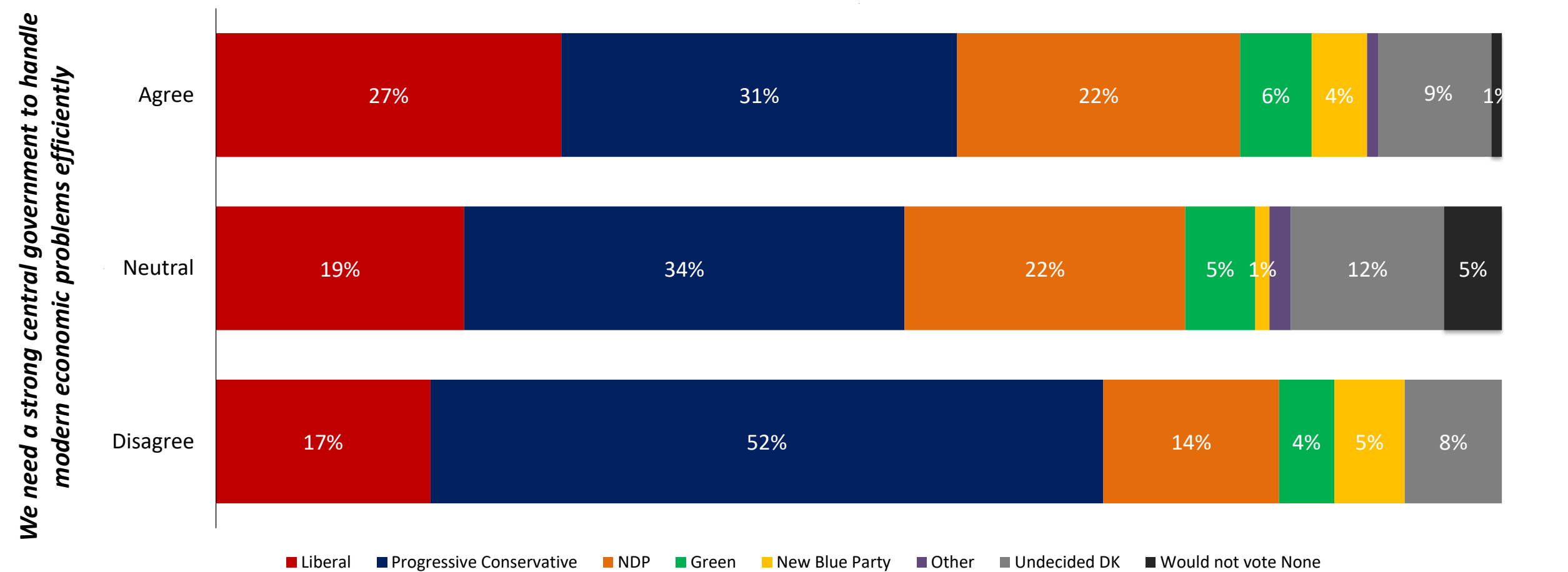
Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]** by *Do you agree or disagree with the following statements? - **Everything is changing too fast today***

Everything is changing too fast today

Agree: Liberal 24% | Progressive Conservative 37% | NDP 19% | Green 4% | New Blue Party 5% | Undecided DK 9% | Would not vote None 1%

Neutral: Liberal 25% | Progressive Conservative 29% | NDP 21% | Green 6% | New Blue Party 2% | Undecided DK 13% | Would not vote None 4%

Disagree: Liberal 24% | Progressive Conservative 28% | NDP 29% | Green 8% | New Blue Party 3% | Undecided DK 3%

Legend: ■ Liberal ■ Progressive Conservative ■ NDP ■ Green ■ New Blue Party ■ Other ■ Undecided DK ■ Would not vote None
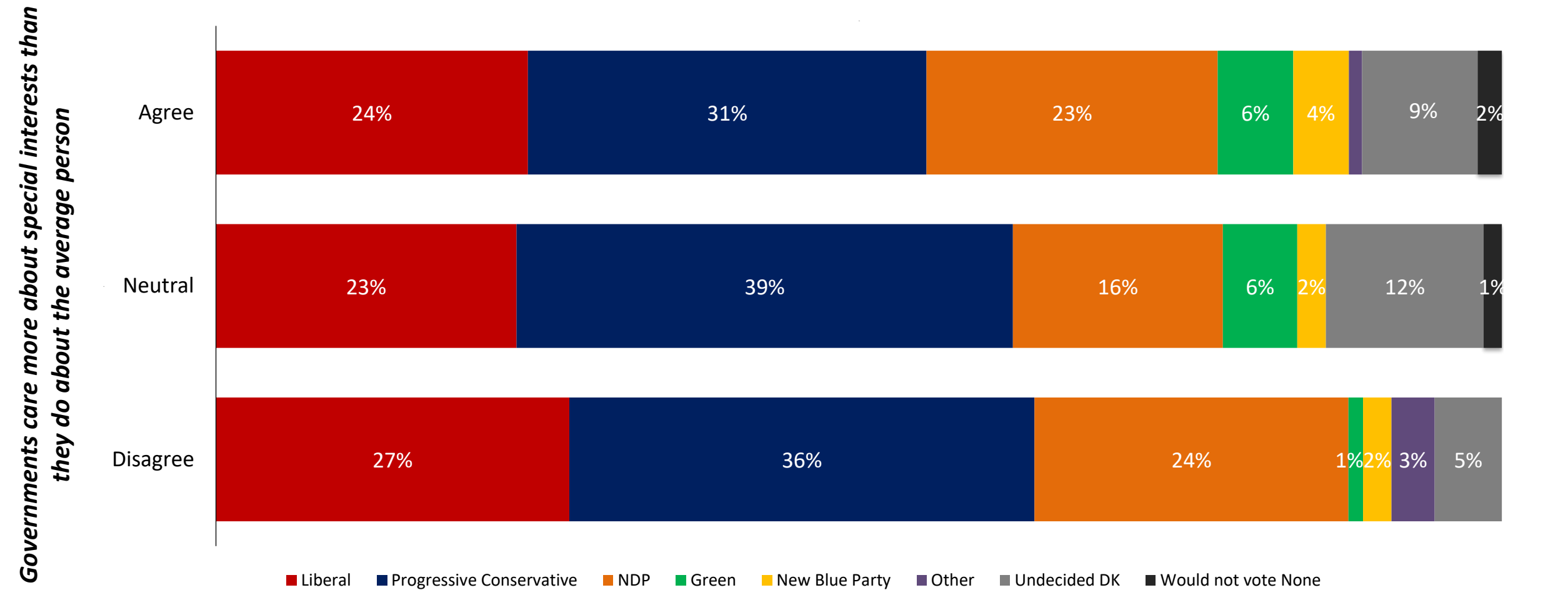
INNOVATIVE RESEARCH GROUP

Vote by Strong Central Government: A majority who disagree would vote PC

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]** by *Do you agree or disagree with the following statements? - **We need a strong central government to handle modern economic problems efficiently***

We need a strong central government to handle modern economic problems efficiently

	Liberal	Progressive Conservative	NDP	Green	New Blue Party	Other	Undecided DK	Would not vote None
Agree	27%	31%	22%	6%	4%		9%	1%
Neutral	19%	34%	22%	5%	1%		12%	5%
Disagree	17%	52%	14%	4%	5%		8%	

Legend: ■ Liberal ■ Progressive Conservative ■ NDP ■ Green ■ New Blue Party ■ Other ■ Undecided DK ■ Would not vote None

INNOVATIVE RESEARCH GROUP

Vote by Special Interest: 4% of those who think governments care more about special interests would vote New Blue

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]** by *Do you agree or disagree with the following statements? - **Governments care more about special interests than they do about the average person***

Governments care more about special interests than they do about the average person

Agree: Liberal 24%, Progressive Conservative 31%, NDP 23%, Green 6%, New Blue Party 4%, Other, Undecided DK 9%, Would not vote None 2%

Neutral: Liberal 23%, Progressive Conservative 39%, NDP 16%, Green 6%, New Blue Party 2%, Undecided DK 12%, Would not vote None 1%

Disagree: Liberal 27%, Progressive Conservative 36%, NDP 24%, Green 1%, New Blue Party 2%, Other 3%, Undecided DK 5%

Legend: ■ Liberal ■ Progressive Conservative ■ NDP ■ Green ■ New Blue Party ■ Other ■ Undecided DK ■ Would not vote None

INNOVATIVE
RESEARCH GROUP

Appendix: Methodology

Survey Methodology

These are the results of an online survey conducted between May 17th 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=1,434 Ontario residents, 18 years or older. The results are weighted to n=1,200 based on Census data from Statistics Canada.

Field Dates: May 17th 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.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	163	11.4%	165	13.8%
Men 35-54	209	14.7%	198	16.6%
Men 55+	292	20.5%	211	17.7%
Women 18-34	203	14.3%	164	13.8%
Women 35-54	230	16.2%	212	17.8%
Women 55+	327	23.0%	242	20.3%
Toronto	315	22.0%	251	20.9%
Rest of GTA	342	23.8%	313	26.1%
South/West	366	25.5%	311	25.9%
North/East	411	28.7%	325	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.

INNOVATIVE
RESEARCH GROUP

For more information, please contact:

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

Building Understanding.

INNOVATIVE
RESEARCH GROUP