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RESEARCH GROUP

Ontario Politics

Public Opinion Research
Field Dates: May 26 to 30, 2022
Release Date: May 31, 2022

Ontario Politics: Wave 5

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

This online survey was in field from May 26th to 30th, 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.
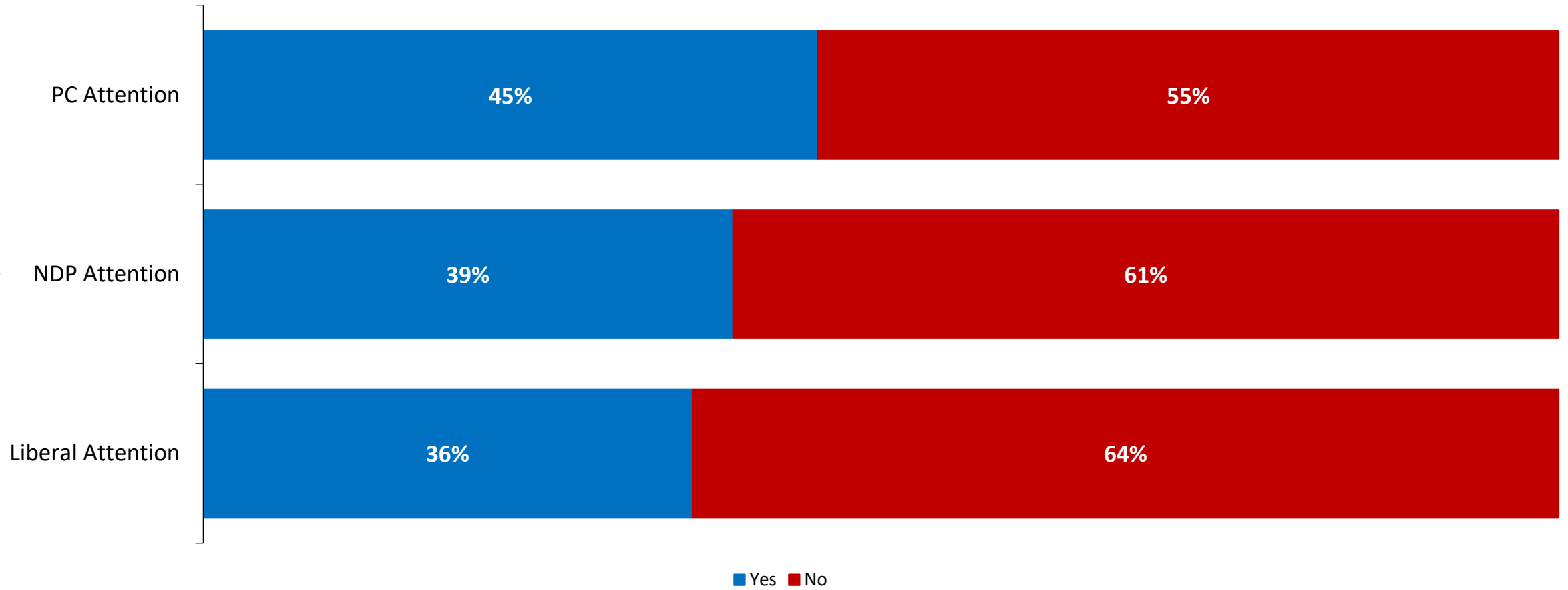
Each respondent is asked whether they have read, seen, or heard something in the last 7 days about the Liberals, the Progressive Conservatives and the New Democrats.

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

Campaign Attention: Attention towards the PC campaign is the highest, with 45% 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?
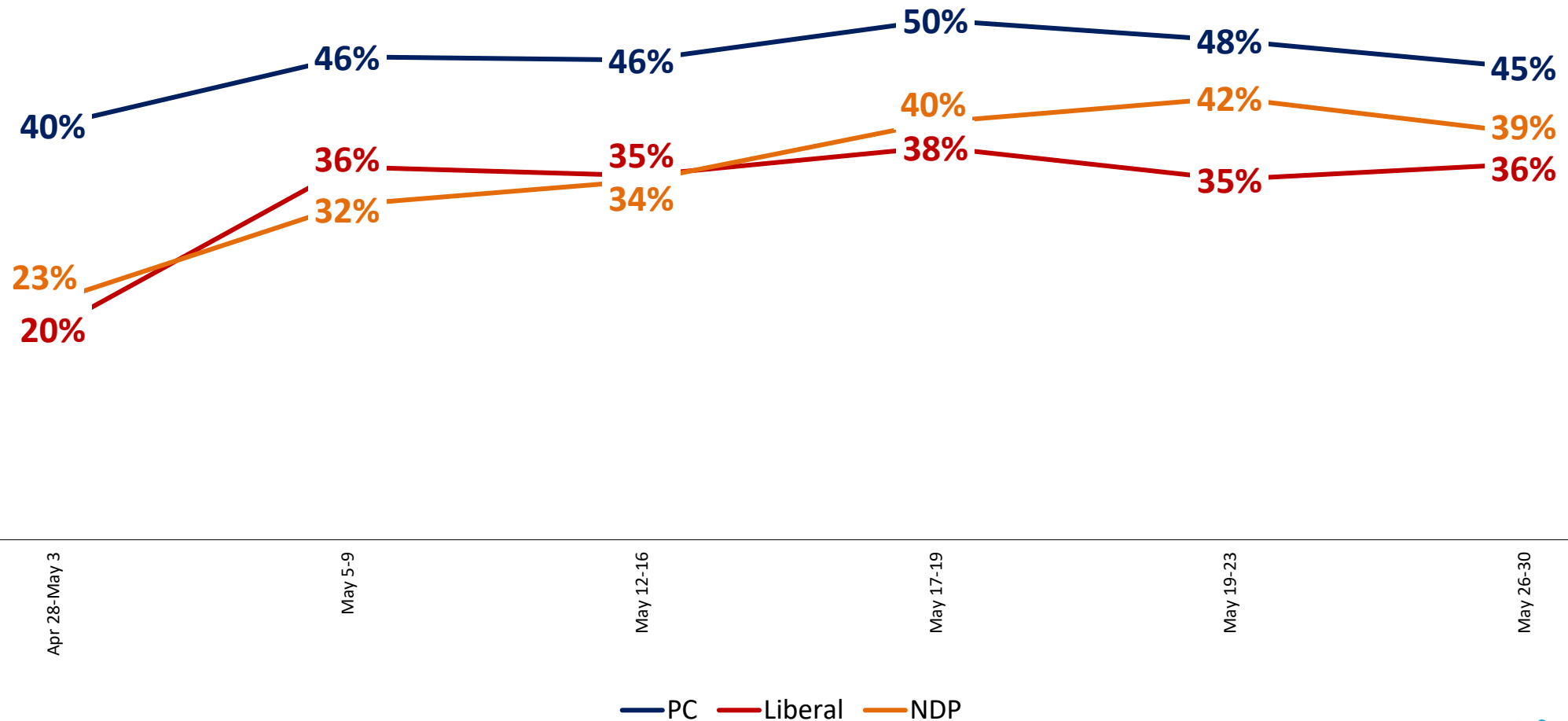[asked of all respondents; n=700]

	Yes	No
PC Attention	45%	55%
NDP Attention	39%	61%
Liberal Attention	36%	64%

■ Yes ■ No

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

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.**

PC: 40% → 46% → 46% → 50% → 48% → 45%
Liberal: 20% → 36% → 35% → 38% → 35% → 36%
NDP: 23% → 32% → 34% → 40% → 42% → 39%

Apr 28-May 3 | May 5-9 | May 12-16 | May 17-19 | May 19-23 | May 26-30

—— PC —— Liberal —— NDP
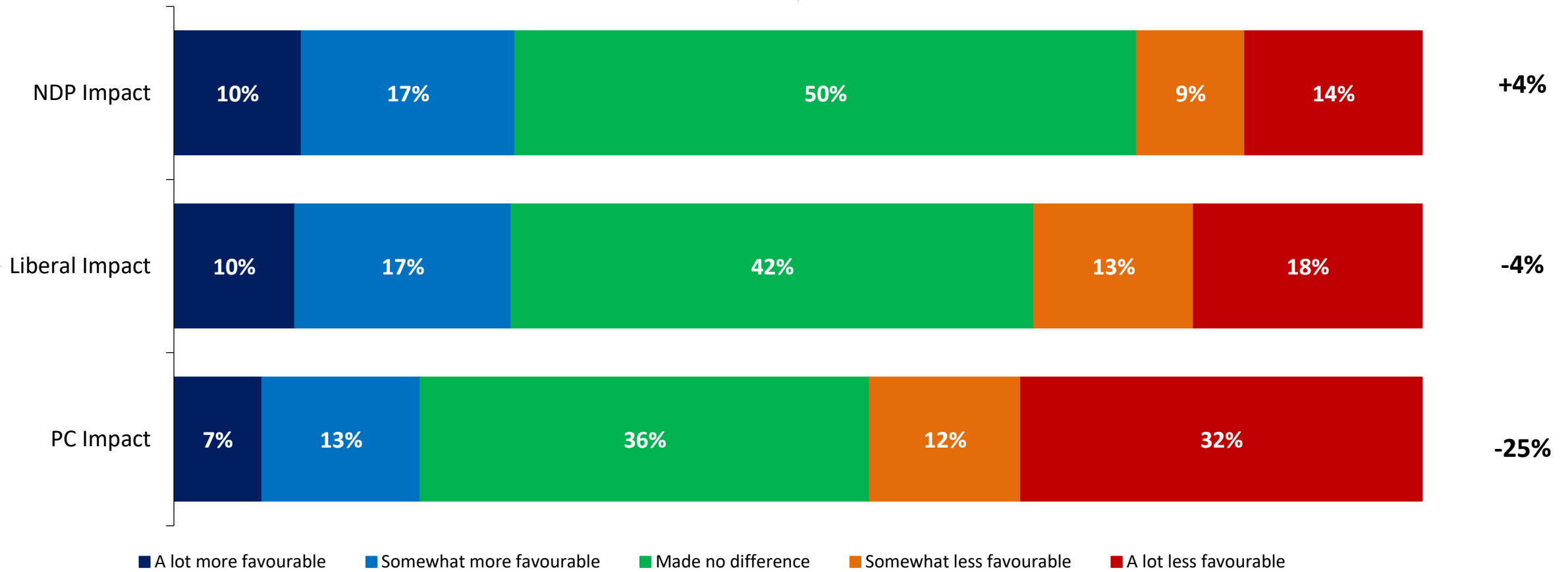
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Campaign Impact: The impact of the recent campaigning is the most favourable for the NDPs, least favourable for the PCs

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?

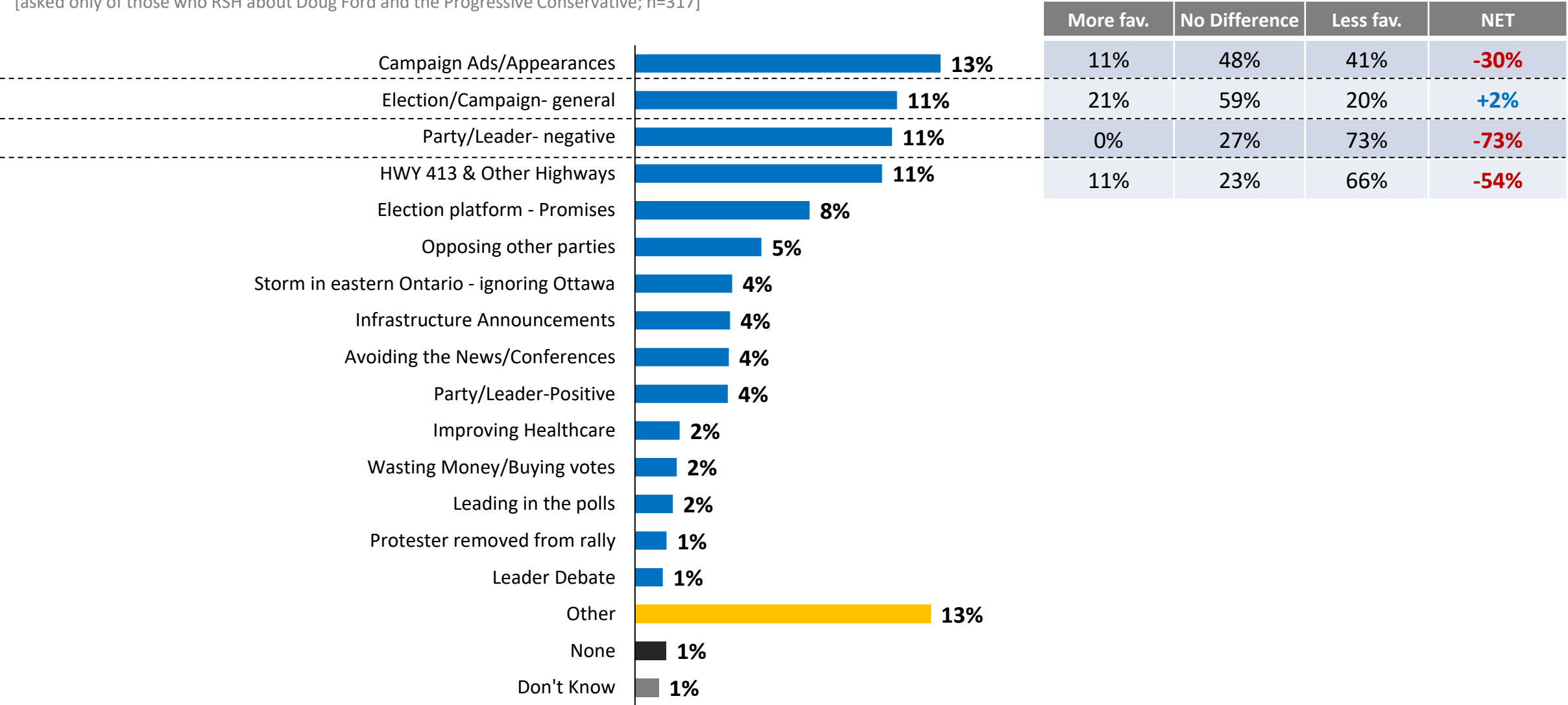[asked of all respondents who had read, seen or heard about the party]

Net Impact

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
NDP Impact	10%	17%	50%	9%	14%	+4%
Liberal Impact	10%	17%	42%	13%	18%	-4%
PC Impact	7%	13%	36%	12%	32%	-25%

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

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RSH PCs: Campaign ads and appearances are having a strongly negative impact on Doug Ford

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=317]
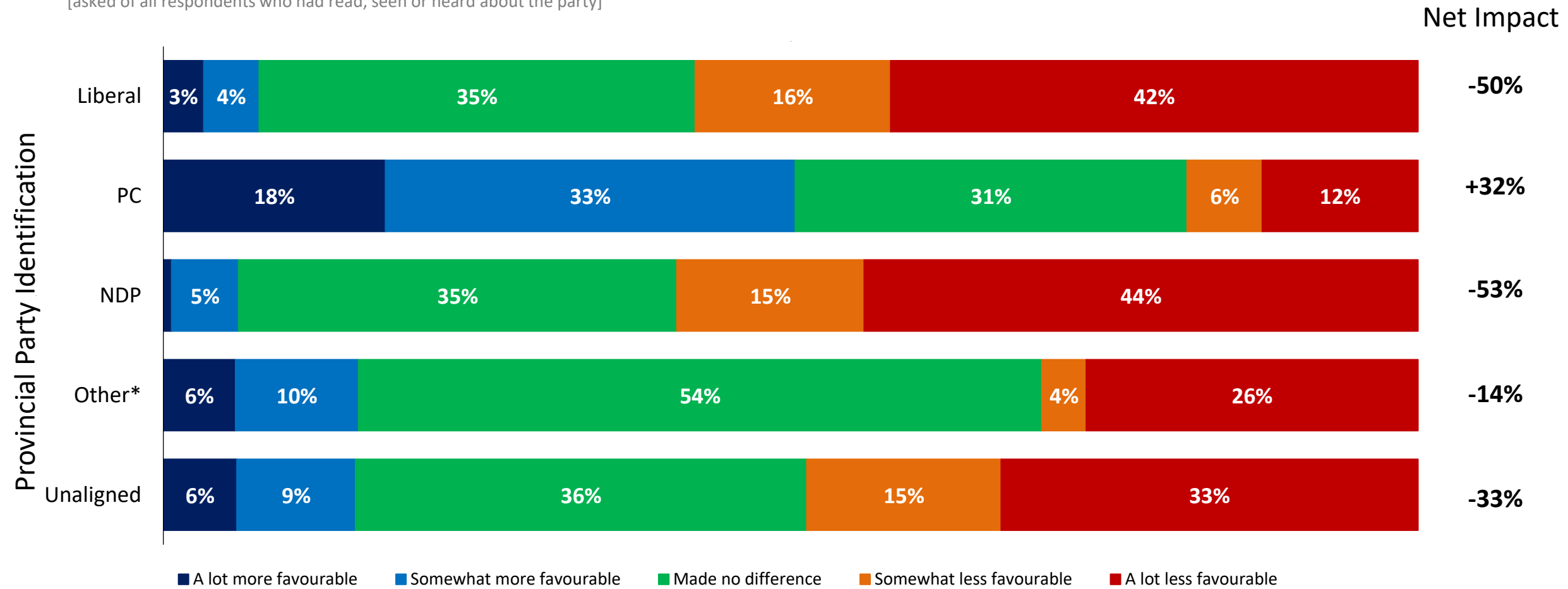
Impact by RSH

	More fav.	No Difference	Less fav.	NET
Campaign Ads/Appearances — 13%	11%	48%	41%	**-30%**
Election/Campaign- general — 11%	21%	59%	20%	**+2%**
Party/Leader- negative — 11%	0%	27%	73%	**-73%**
HWY 413 & Other Highways — 11%	11%	23%	66%	**-54%**

Campaign Ads/Appearances **13%**
Election/Campaign- general **11%**
Party/Leader- negative **11%**
HWY 413 & Other Highways **11%**
Election platform - Promises **8%**
Opposing other parties **5%**
Storm in eastern Ontario - ignoring Ottawa **4%**
Infrastructure Announcements **4%**
Avoiding the News/Conferences **4%**
Party/Leader-Positive **4%**
Improving Healthcare **2%**
Wasting Money/Buying votes **2%**
Leading in the polls **2%**
Protester removed from rally **1%**
Leader Debate **1%**
Other **13%**
None **1%**
Don't Know **1%**

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	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
Liberal	3%	4%	35%	16%	42%	-50%
PC	18%	33%	31%	6%	12%	+32%
NDP		5%	35%	15%	44%	-53%
Other*	6%	10%	54%	4%	26%	-14%
Unaligned	6%	9%	36%	15%	33%	-33%

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

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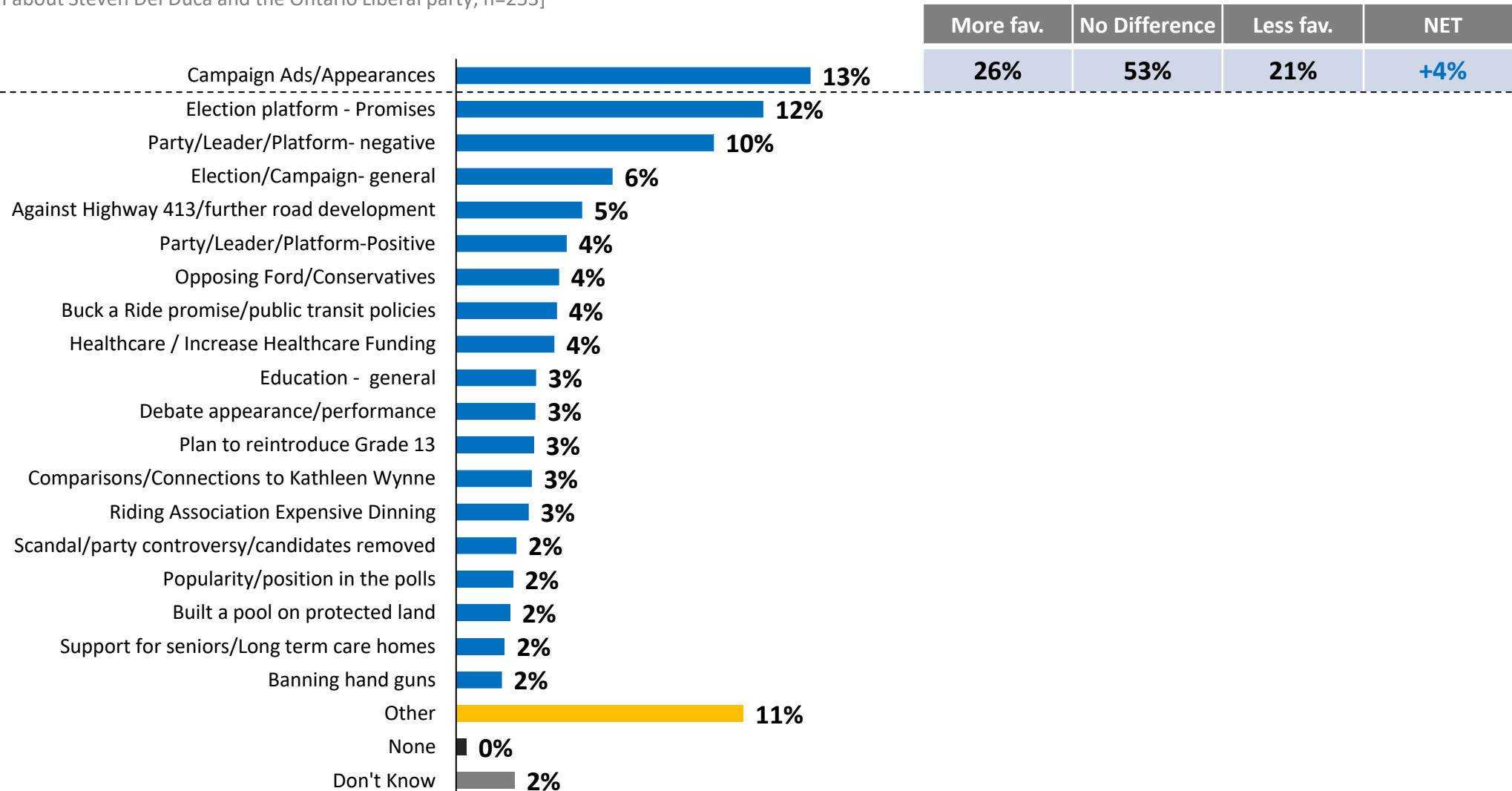**Note**: * indicates a small sample size (N<30); treat results with caution.

RSH Liberals: Campaign ads and appearances have had a largely neutral impact on the Liberals and Del Duca

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=253]
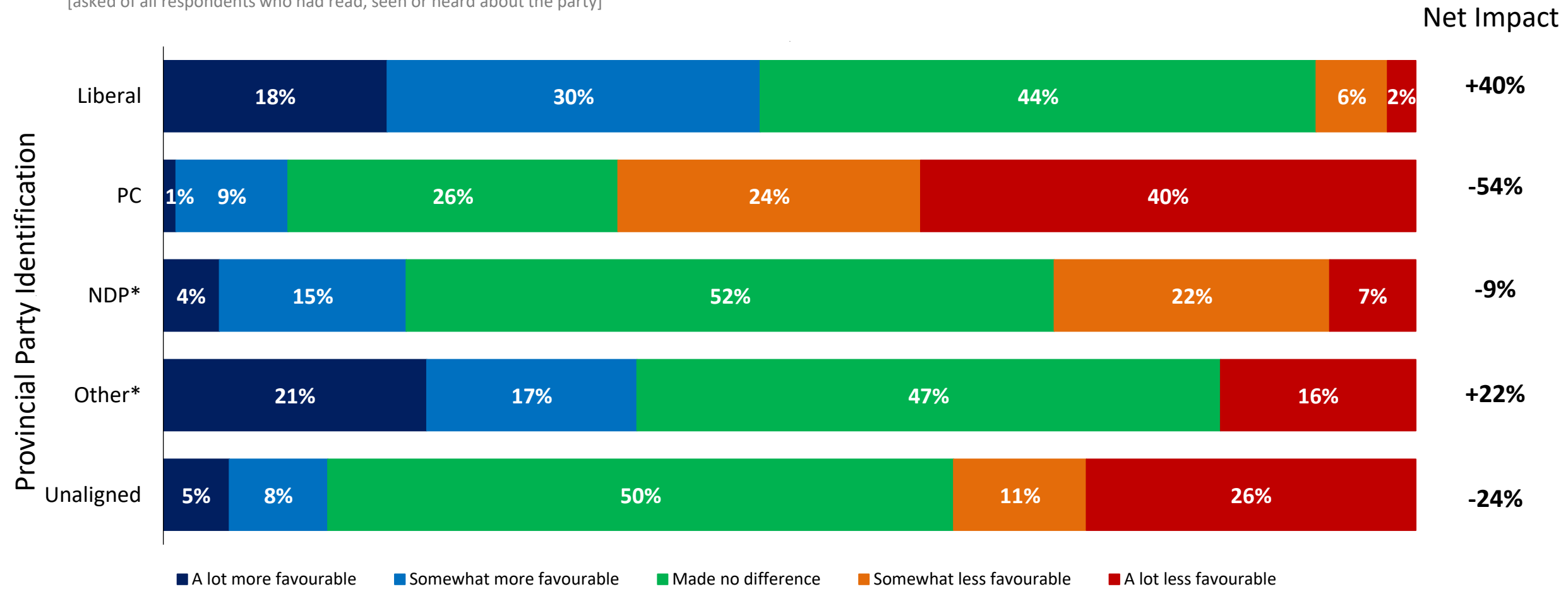
Impact by RSH

More fav.	No Difference	Less fav.	NET
26%	53%	21%	+4%

- Campaign Ads/Appearances — 13%
- Election platform - Promises — 12%
- Party/Leader/Platform- negative — 10%
- Election/Campaign- general — 6%
- Against Highway 413/further road development — 5%
- Party/Leader/Platform-Positive — 4%
- Opposing Ford/Conservatives — 4%
- Buck a Ride promise/public transit policies — 4%
- Healthcare / Increase Healthcare Funding — 4%
- Education - general — 3%
- Debate appearance/performance — 3%
- Plan to reintroduce Grade 13 — 3%
- Comparisons/Connections to Kathleen Wynne — 3%
- Riding Association Expensive Dinning — 3%
- Scandal/party controversy/candidates removed — 2%
- Popularity/position in the polls — 2%
- Built a pool on protected land — 2%
- Support for seniors/Long term care homes — 2%
- Banning hand guns — 2%
- Other — 11%
- None — 0%
- Don't Know — 2%

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

Liberal Impact by Partisanship: The impact is strongly positive among the Liberal 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 Ontario Liberal Party, or did it make no difference?
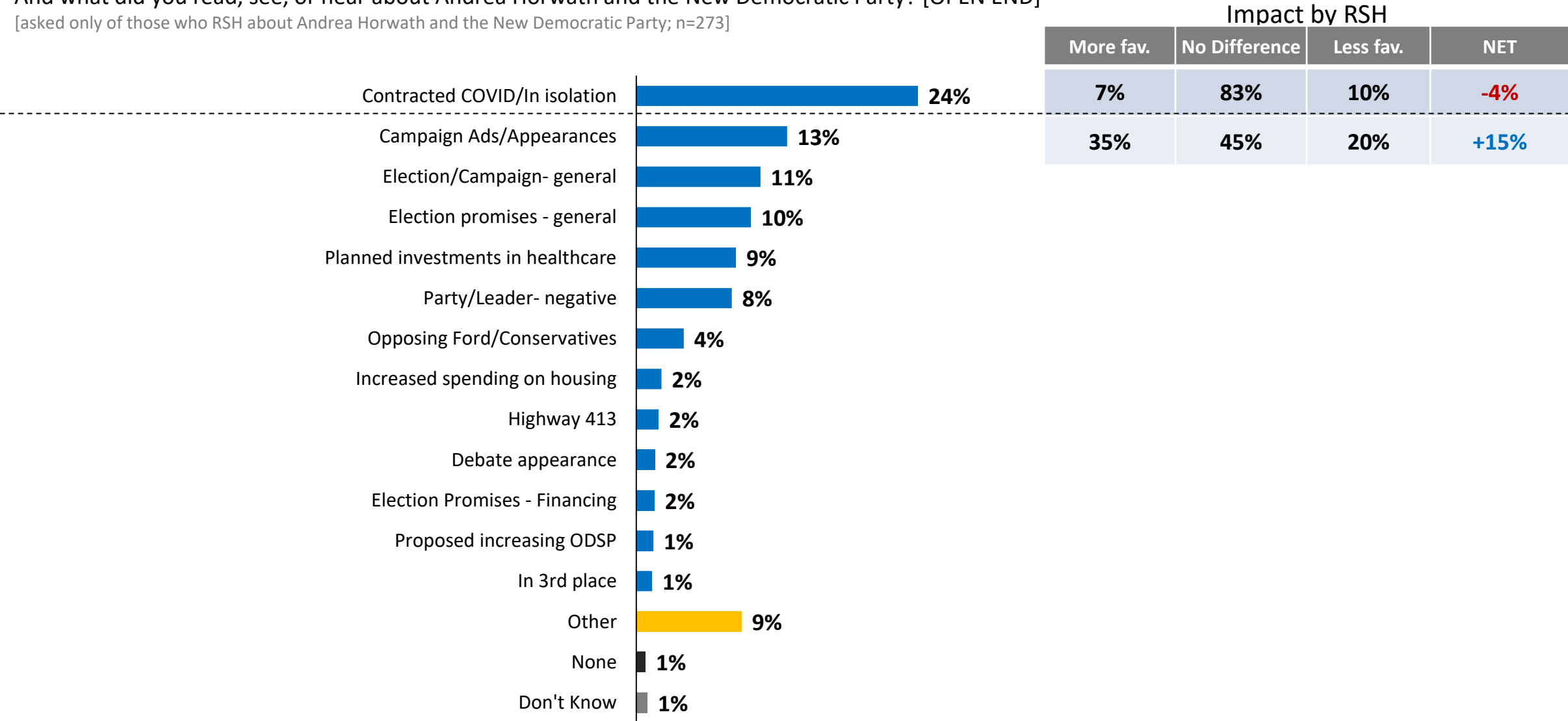
[asked of all respondents who had read, seen or heard about the party]

Net Impact

Provincial Party Identification

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
Liberal	18%	30%	44%	6%	2%	+40%
PC	1%	9%	26%	24%	40%	-54%
NDP*	4%	15%	52%	22%	7%	-9%
Other*	21%	17%	47%		16%	+22%
Unaligned	5%	8%	50%	11%	26%	-24%

■ 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 top mention for the NDP is Horwath catching COVID, the impact is largely neutral (83%)

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=273]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Contracted COVID/In isolation — 24%	7%	83%	10%	-4%
Campaign Ads/Appearances — 13%	35%	45%	20%	+15%

Chart (left, horizontal bars):

Category	%
Contracted COVID/In isolation	24%
Campaign Ads/Appearances	13%
Election/Campaign- general	11%
Election promises - general	10%
Planned investments in healthcare	9%
Party/Leader- negative	8%
Opposing Ford/Conservatives	4%
Increased spending on housing	2%
Highway 413	2%
Debate appearance	2%
Election Promises - Financing	2%
Proposed increasing ODSP	1%
In 3rd place	1%
Other	9%
None	1%
Don't Know	1%

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

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	10%	18%	54%	7%	11%	+10%
PC	8%	8%	42%	16%	26%	-26%
NDP	24%	27%	47%	1%		+50%
Other*	11%	25%	45%	9%	10%	+17%
Unaligned	3%	16%	56%	8%	17%	-5%

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

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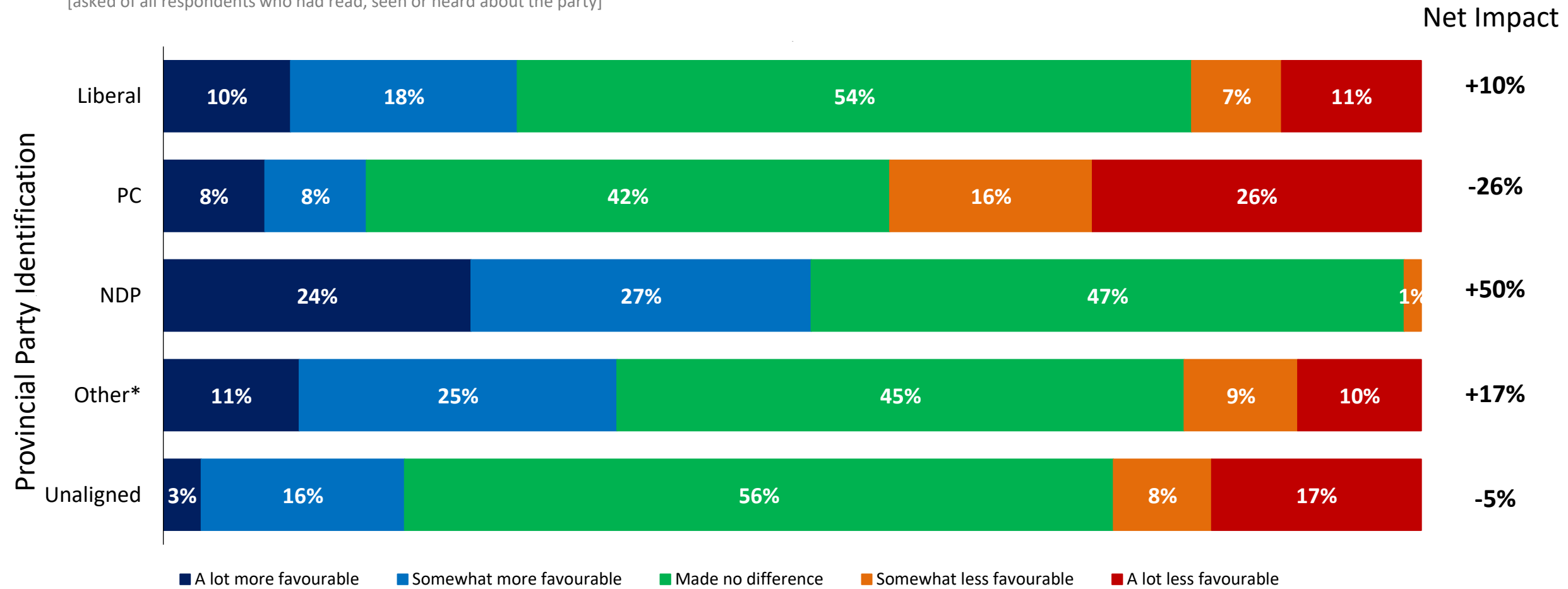
Note: * indicates a small sample size (N<30); treat results with caution.

Positive Impact Tracking: Positive impacts are up for both the Liberals and NDP, while the PCs are down this wave

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	May 17-19	May 19-23	May 26-30
PC	29%	28%	24%	26%	26%	20%
Liberal	30%	31%	32%	35%	23%	27%
NDP	32%	34%	30%	30%	18%	27%

—— PC —— Liberal —— NDP

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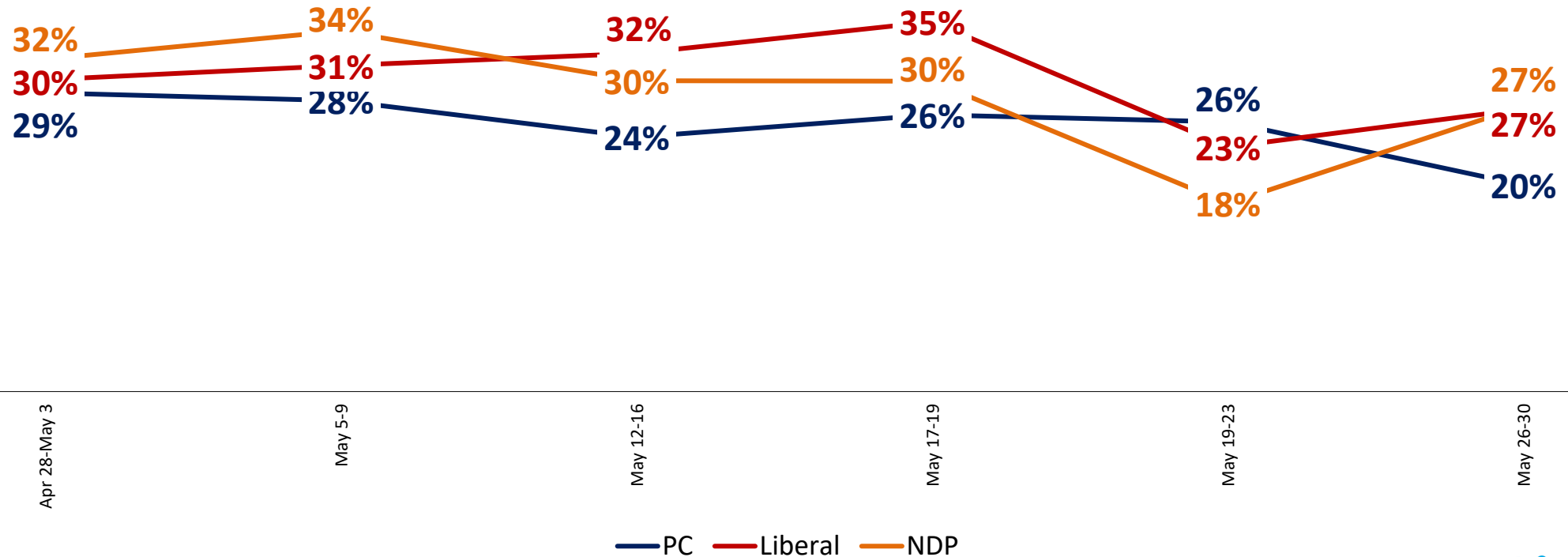
Negative Impact Tracking: Negative impacts are up 16 points for the PCs, while the Liberals and NDP are down this wave

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	May 17-19	May 19-23	May 26-30
PC	32%	29%	38%	38%	29%	44%
Liberal	34%	34%	33%	36%	35%	31%
NDP	29%	27%	29%	29%	24%	23%

━ PC ━ Liberal ━ NDP
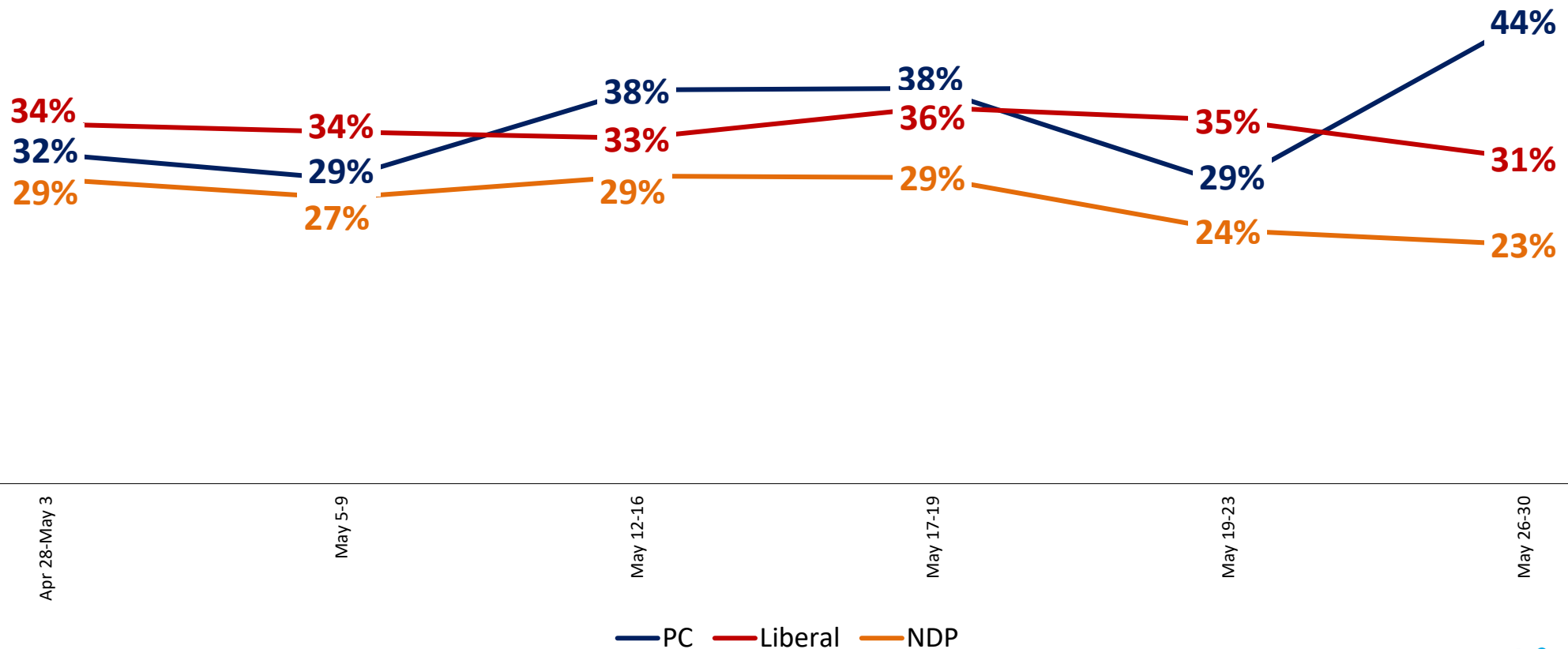
Net Impact Tracking: Net impact of recent news for the Liberals and NDP has improved, while the PCs have declined in impact

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]

PC — Liberal — NDP

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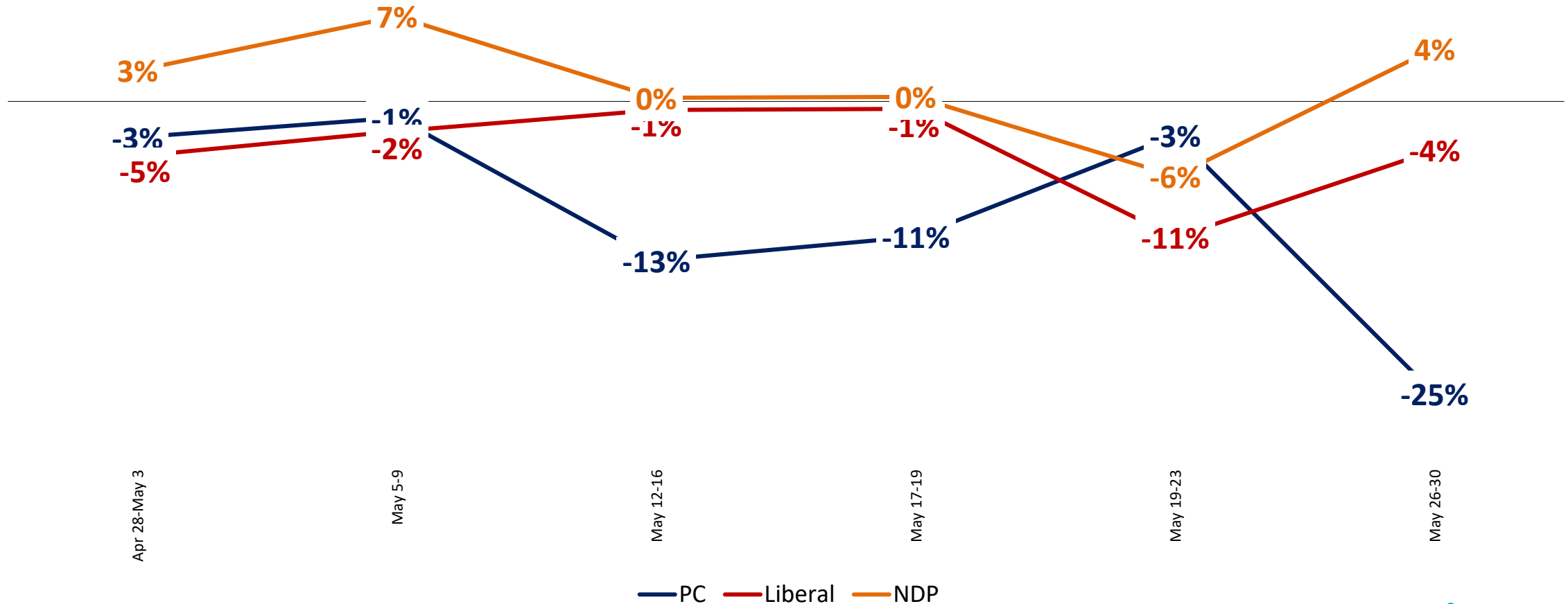
Segments

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 (8%)
2. Deferential Conservatives (11%)
3. Business Liberals (25%)
4. Left Liberals (16%)
5. Core Left (22%)
6. Thrifty Moderates (18%)

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 (29%)
3. Ambivalent (22%)
4. Alienated (24%)

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 (19%)
2. Soft PCs (8%)
3. Time for Change PCs (9%)
4. Uncertain (11%)
5. Soft anti-PCs (27%)
6. Hostile (26%)

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 (14%)
3. Unaligned (17%)
4. Other supporters (42%)

Provincial Vote

Likelihood to Vote: 2-in-3 (67%) of respondents say that they will definitely vote in the upcoming 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
67%	16%	9%	3%	2%	3%

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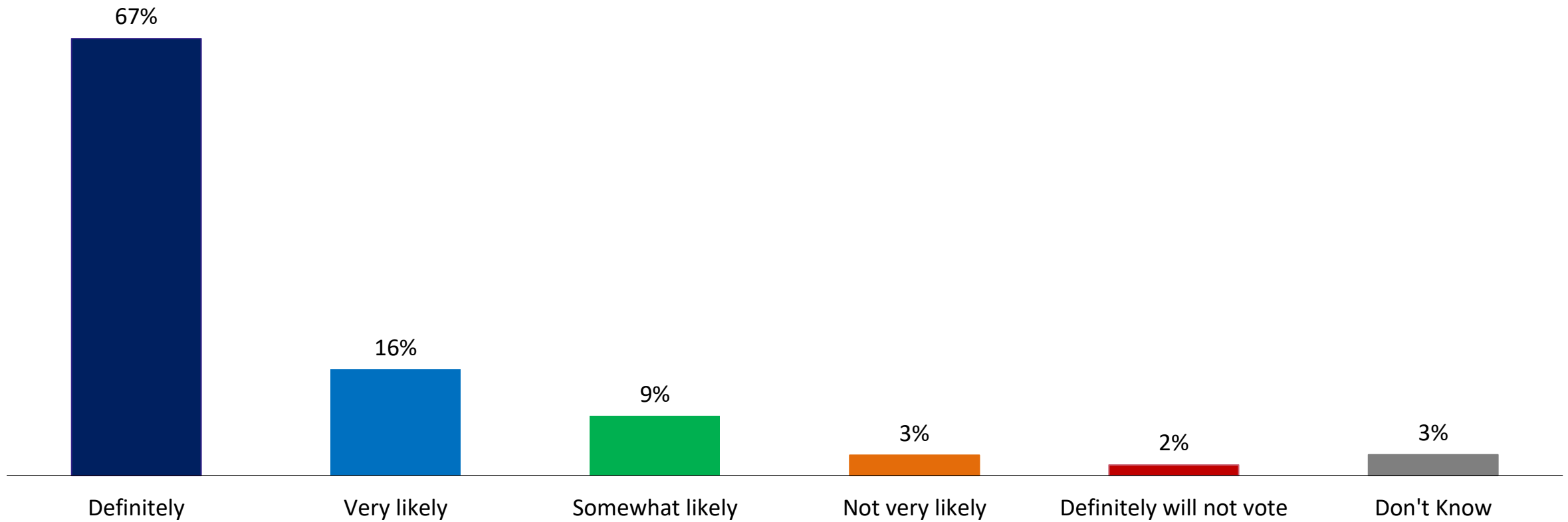
Provincial Combined Vote: The PCs (31%) lead the Liberals (26%) by 5 points, while the NDP (22%) trails by 5 points behind the Liberals

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]**
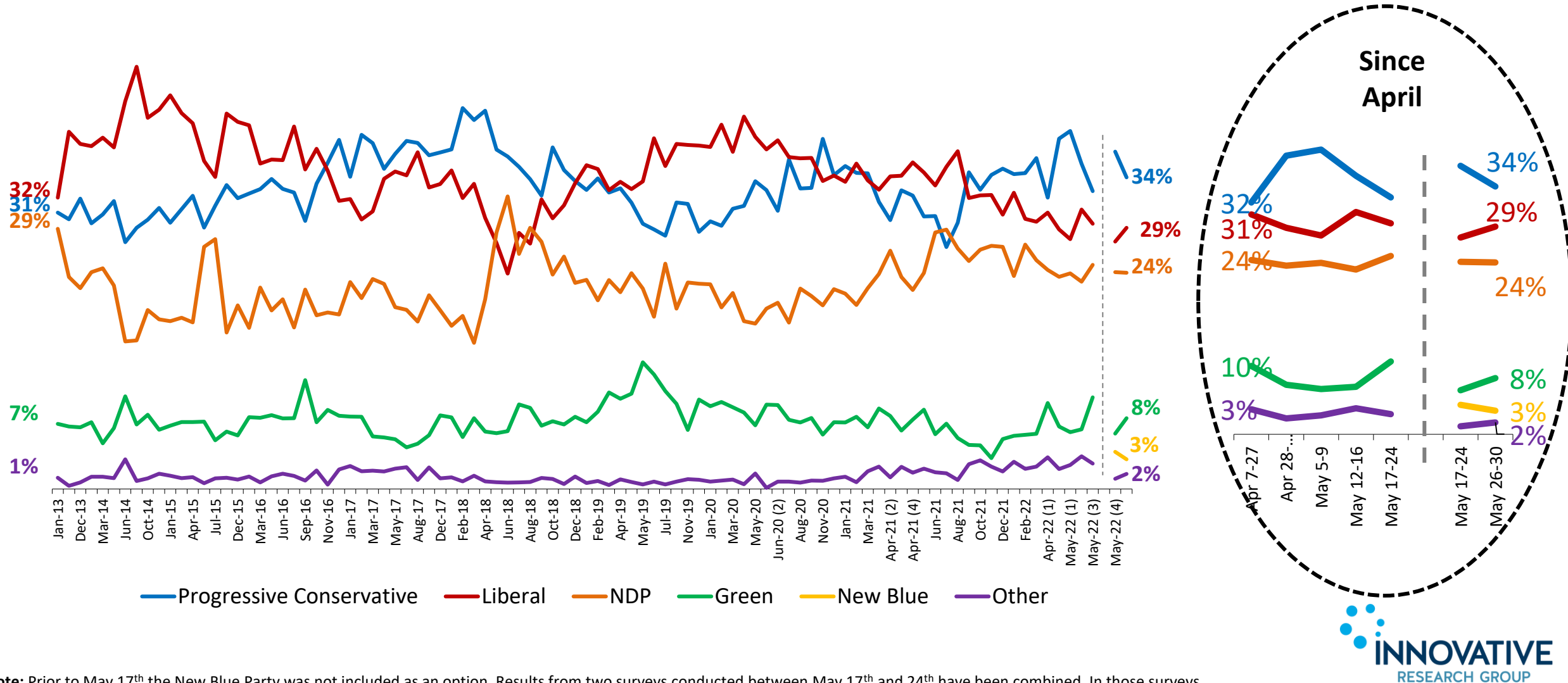[asked of all respondents; n=700]

26%	31%	22%	7%	3%	2%	7%	2%
Liberal	Progressive Conservative	NDP	Green	New Blue	Other	Undecided/DK	Would not vote/None

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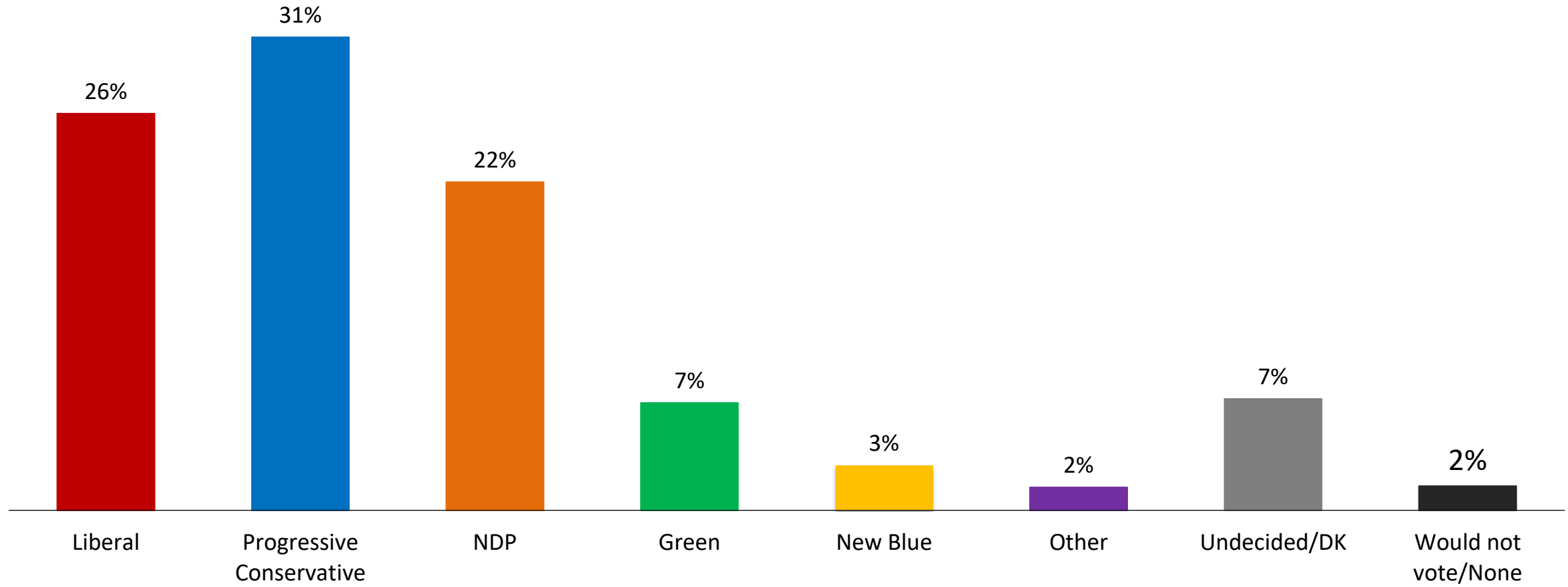
Provincial Vote Tracking: The PCs remain well ahead, while the other parties are in a race for 2nd

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

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

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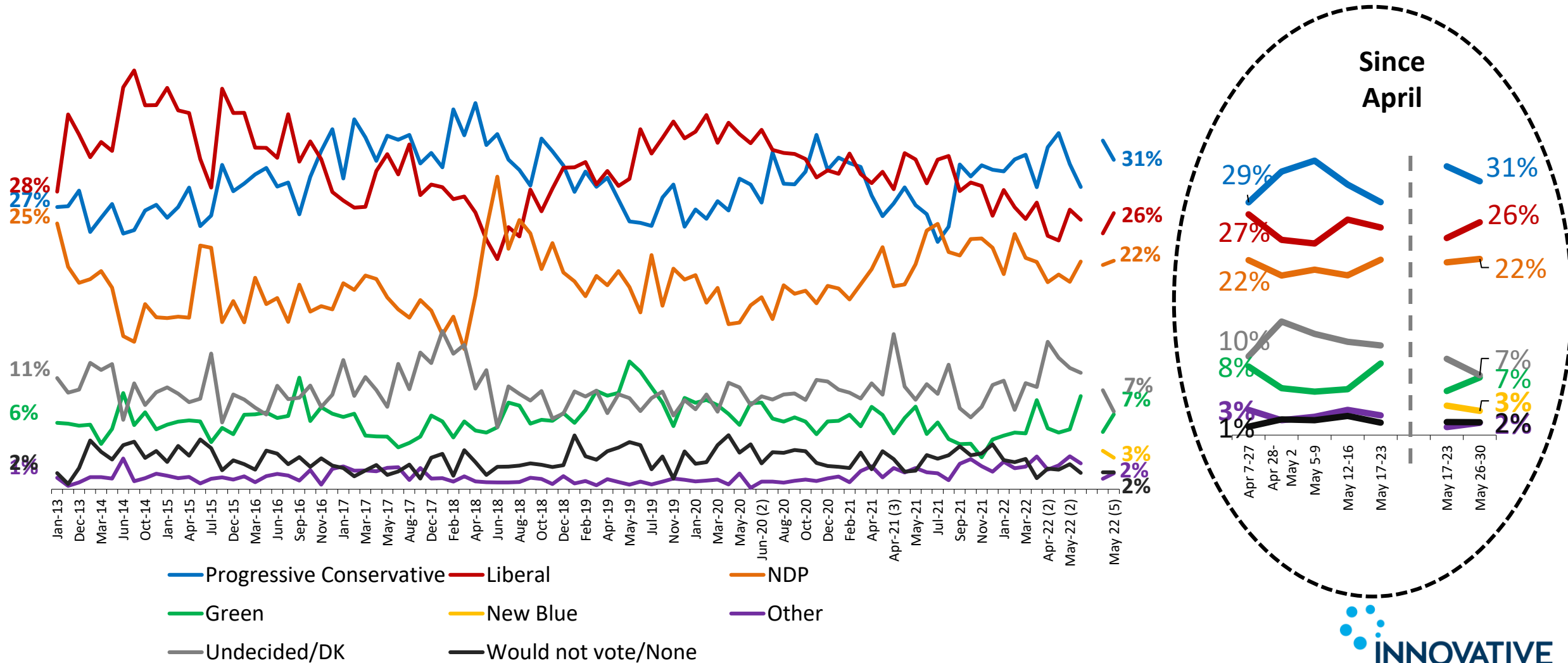
Note: Prior to May 17th the New Blue Party was not included as an option. Results from two surveys conducted between May 17th and 24th have been combined. In those surveys two versions of the question was asked with and without the New Blue Party. Results with and without the New Blue Party are shown as separate points.

Provincial Decided Vote: Among decided voters, 34% would vote for the Progressive Conservative party, while 29% 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=637]

Liberal	Progressive Conservative	NDP	Green	New Blue	Other
29%	34%	24%	8%	3%	2%

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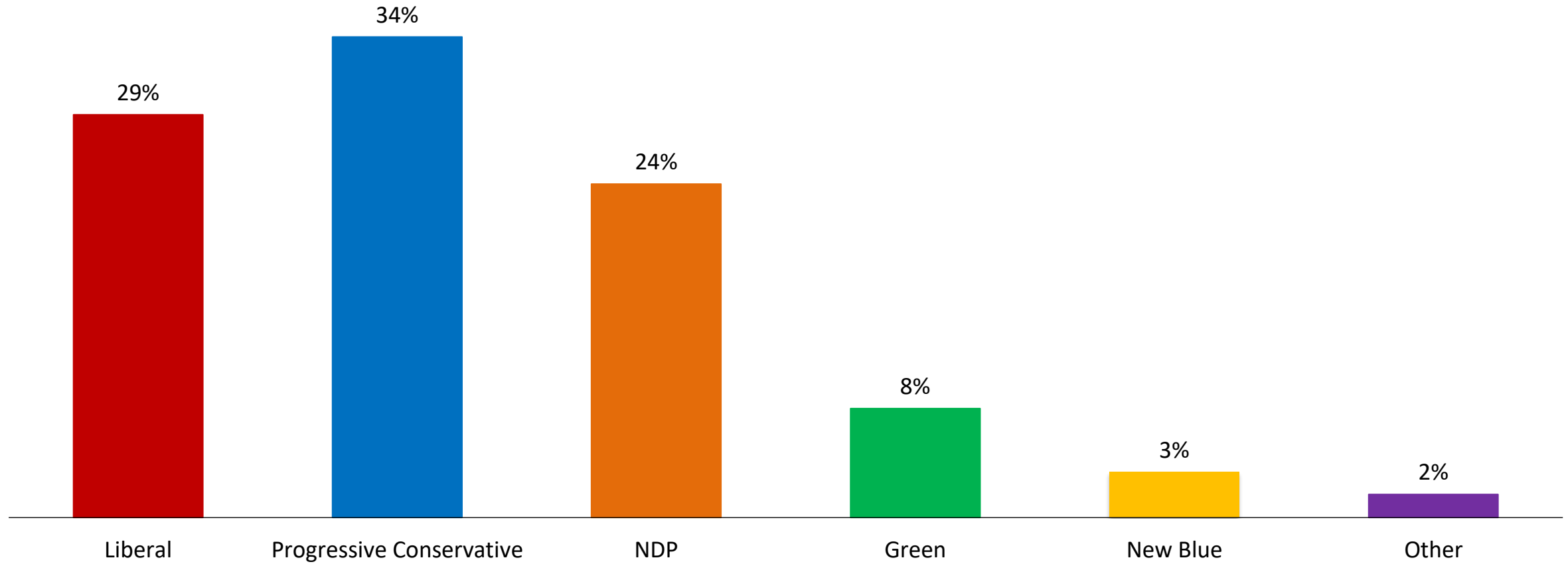
Provincial Decided Vote Tracking: The PCs still lead (34%), while the Liberals (29%) and NDP (24%) continue to trail

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=637]

Since April

32%
31%
29%

7%

1%

34%
29%
24%

8%
3%
2%

Legend: Progressive Conservative — Liberal — NDP — Green — New Blue — Other

Note: Prior to May 17ᵗʰ the New Blue Party was not included as an option. Results from two surveys conducted between May 17ᵗʰ and 24ᵗʰ have been combined. In those surveys two versions of the question was asked with and without the New Blue Party. Results with and without the New Blue Party are shown as separate points.

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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	
Decided Vote	Definite Voters (N=452)	Probable Voters (N=155)
Liberal	29%	28%
Progressive Conservative	35%	34%
NDP	24%	25%
Green	7%	9%
New Blue	3%	3%
Other	2%	1%

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 6 points

Decided vote by Region

Region

Decided Vote	Toronto (N=134)	Rest of GTA (N=162)	South/West (N=166)	North/East (N=174)
Liberal	35%	33%	27%	22%
Progressive Conservative	29%	41%	32%	36%
NDP	27%	17%	25%	27%
Green	6%	3%	13%	9%
New Blue	3%	3%	4%	4%
Other	1%	3%	0%	3%

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

Value Clusters

	Populist Conservatives (N=55)	Deferential Conservatives (N=71)	Business Liberals (N=162)	Left Liberals (N=101)	Core Left (N=145)	Thrifty Moderates (N=103)
Liberal	16%	28%	30%	24%	34%	31%
Progressive Conservative	50%	50%	43%	28%	13%	38%
NDP	14%	10%	18%	31%	40%	19%
Green	3%	11%	5%	11%	9%	8%
New Blue	15%	0%	4%	3%	1%	2%
Other	2%	0%	1%	3%	3%	1%

Decided Vote

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

Economic Gap

	Achievers	Strugglers	Ambivalent	Alienated
	(N=169)	(N=183)	(N=134)	(N=151)
Liberal	34%	25%	31%	26%
Progressive Conservative	44%	39%	32%	20%
NDP	10%	22%	24%	41%
Green	8%	7%	9%	8%
New Blue	4%	3%	3%	3%
Other	0%	4%	0%	2%

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=131)	Soft PC (N=53)	Time for a change PC (N=60)	Uncertain (N=47)	Soft anti-PC (N=170)	Hostile (N=175)
Liberal	3%	16%	19%	29%	45%	40%
Progressive Conservative	92%	69%	58%	28%	8%	0%
NDP	1%	6%	11%	24%	32%	44%
Green	2%	2%	8%	14%	11%	9%
New Blue	3%	6%	4%	4%	1%	4%
Other	0%	0%	1%	1%	3%	3%

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Decided Vote by Ford Segment: The PCs lead the Liberals by 35 points among Non-PC Ford Supporters

Ford Segment

Decided Vote	Core PCs (N=184)	Non-PC Ford Supporters (N=90)	Unaligned (N=76)	Other Supporters (N=287)
Liberal	6%	22%	35%	44%
Progressive Conservative	81%	57%	16%	3%
NDP	5%	11%	26%	39%
Green	1%	8%	11%	11%
New Blue	5%	1%	8%	1%
Other	2%	1%	4%	1%

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Provincial 2nd Choice: The NDP is the 2nd choice of a plurality of Liberal voters (47%) and the Liberals are the 2nd choice of most NDP voters (50%)

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

First Choice

Second Choice	Liberal 1st Choice (N=184)	PC 1st Choice (N=219)	NDP 1st Choice (N=152)	Green 1st Choice (N=50)
Liberal 2nd Choice		16%	50%	18%
PC 2nd Choice	9%		10%	15%
NDP 2nd Choice	47%	15%		40%
Green 2nd Choice	19%	11%	18%	
New Blue 2nd Choice	2%	8%	4%	9%
Other 2nd Choice	0%	1%	1%	2%
Undecided	11%	28%	10%	13%
WNV/None	11%	21%	8%	4%

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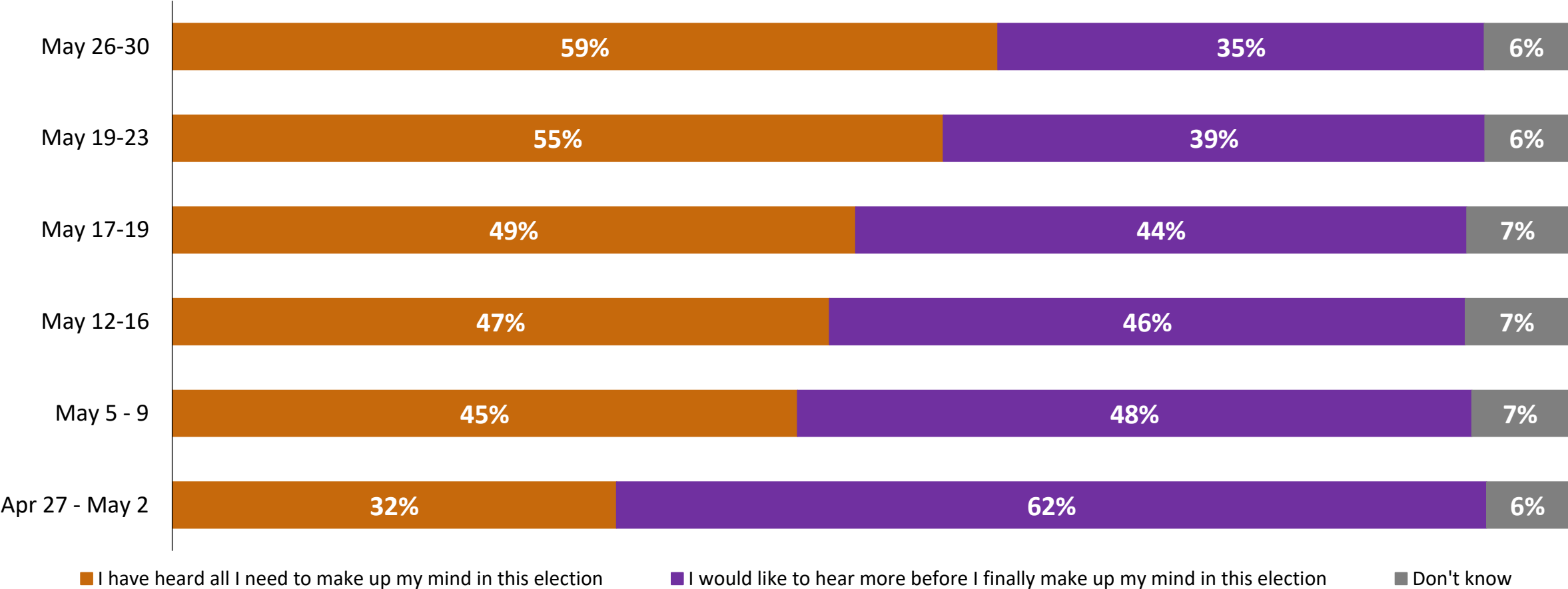[asked of all respondents; n=700]

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

Current data: May 2022

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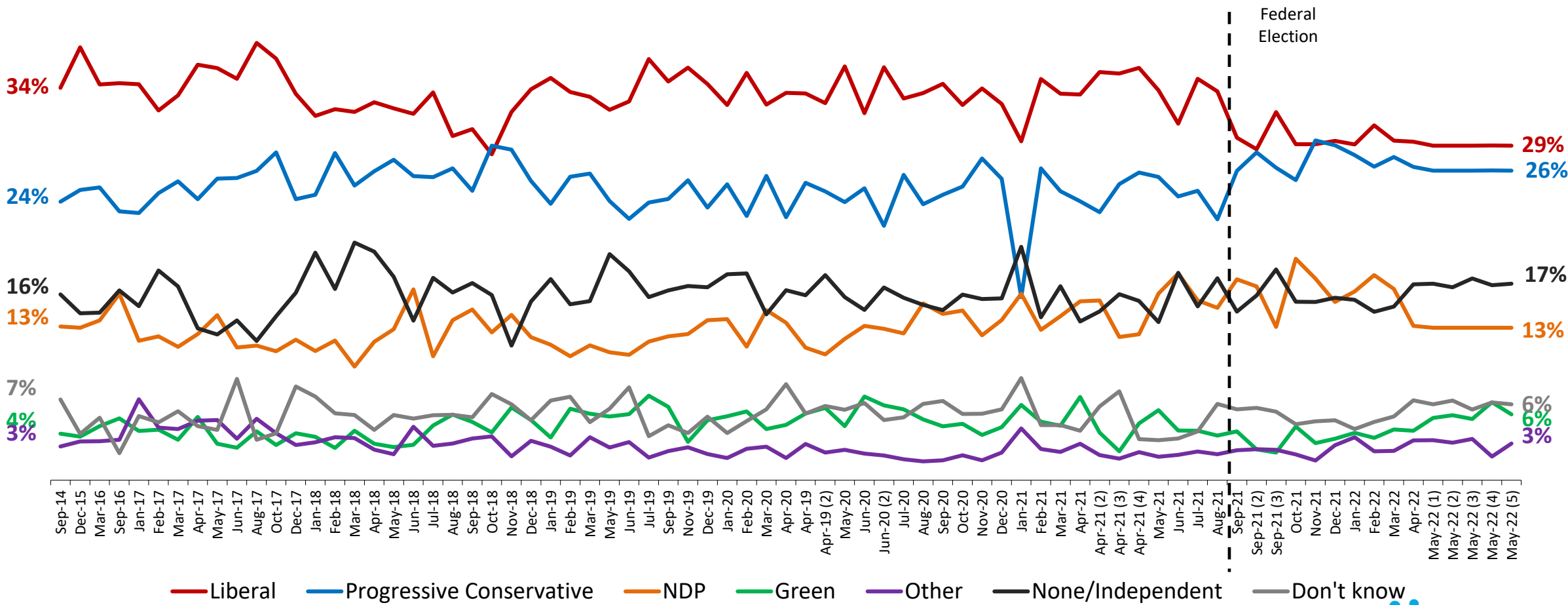
Combined Vote by Party ID: The NDP partisans are the most loyal with 82% saying they would vote for their party, followed by the PCs at 80%

Provincial Party Identification

		Liberal	Progressive Conservative	NDP	Green	Other	Unaligned
		(N=200)	(N=185)	(N=91)	(N=39)	(N=22)	(N=163)
Combined Vote	Liberal	67%	6%	8%	9%	11%	17%
	Progressive Conservative	9%	80%	3%	7%	23%	25%
	NDP	18%	5%	82%	11%	26%	14%
	Green	3%	1%	4%	67%	2%	6%
	New Blue	1%	5%	1%	2%	7%	4%
	Other	0%	2%	0%	0%	20%	2%
	Undecided/DK	2%	1%	2%	3%	9%	26%
	Would not vote/None	0%	0%	0%	0%	2%	6%

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Satisficing: About 3-in-5 (59%) 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?
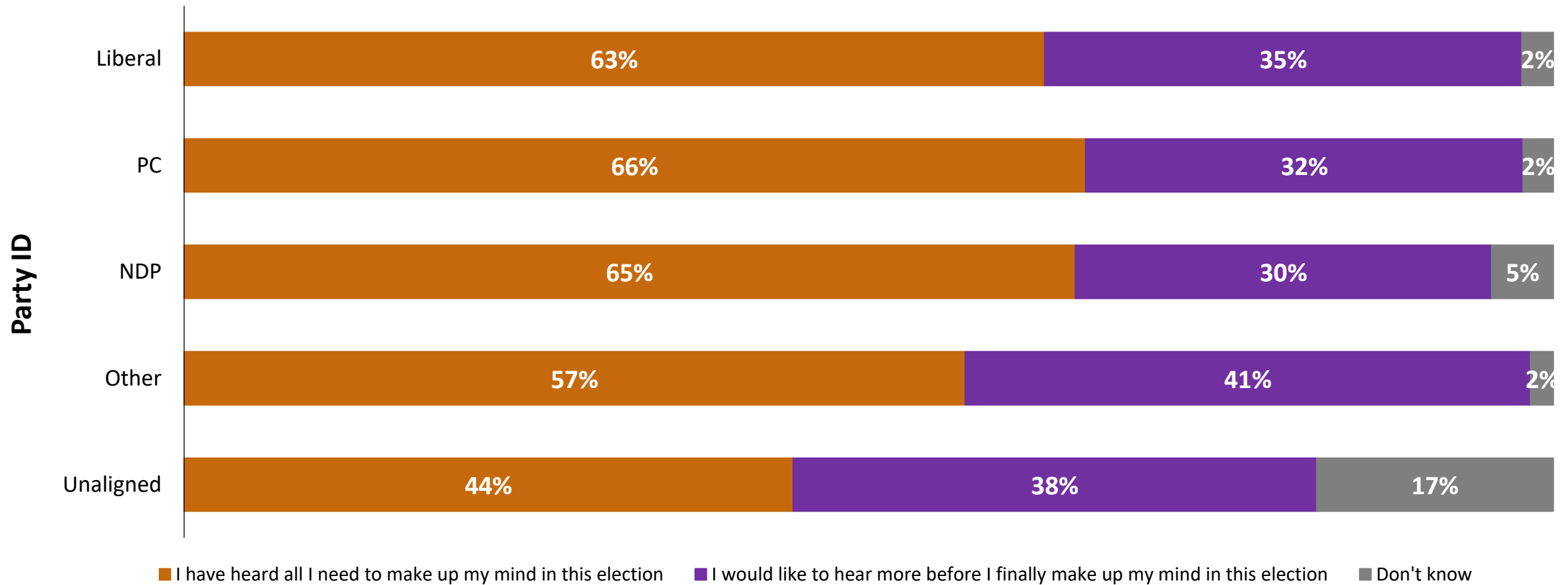[asked of all respondents; n=700]

Wave	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
May 26-30	59%	35%	6%
May 19-23	55%	39%	6%
May 17-19	49%	44%	7%
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 main three partisanship are more likely to say 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	63%	35%	2%
PC	66%	32%	2%
NDP	65%	30%	5%
Other	57%	41%	2%
Unaligned	44%	38%	17%

■ 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: Among all party voters, it seems that they are becoming more firm with their vote as the election draws near

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

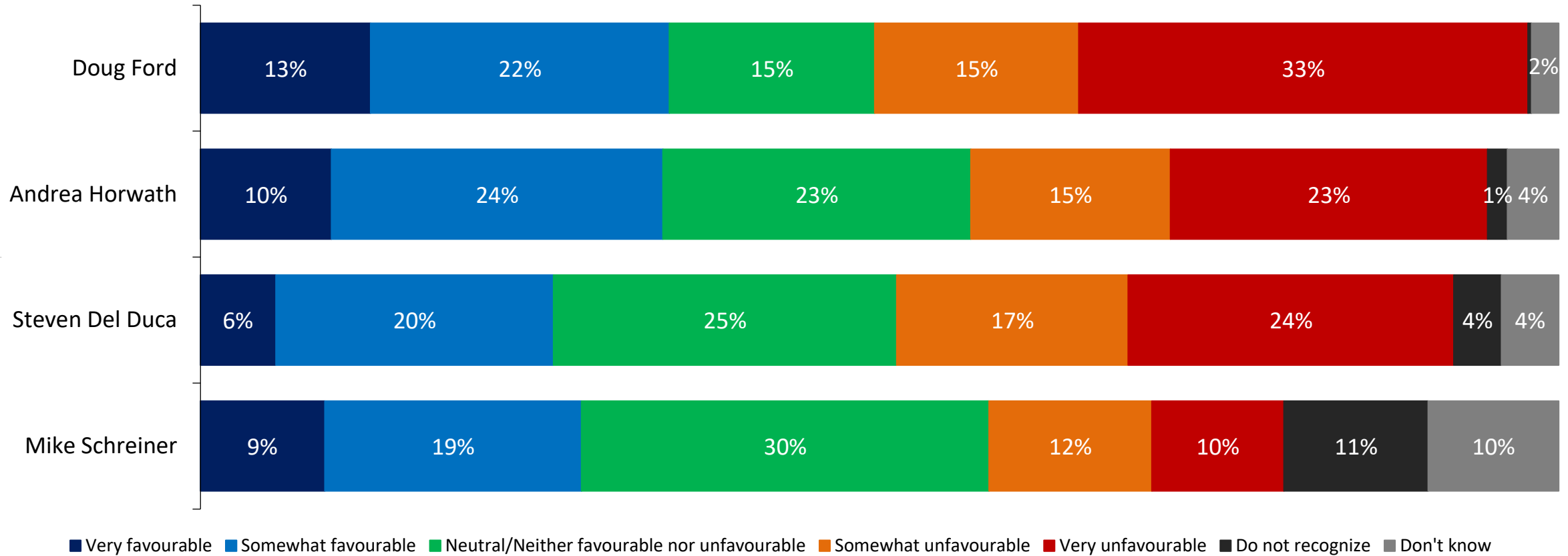|	First Choice				
Satisficing	**PC 1st Choice** (N=219)	**Liberal 1st Choice** (N=184)	**NDP 1st Choice** (N=152)	**Green 1st Choice** (N=50)	**New Blue 1st Choice** (N=21)
I have heard all I need to make up my mind in this election	64%	63%	61%	61%	69%
I would like to hear more before I finally make up my mind in this election	33%	34%	35%	36%	31%
Don't know	4%	3%	4%	3%	0%

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Leadership

Leader Favourables: 35% have favourable impression about Doug Ford, while almost half (48%) have unfavourable impression

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.
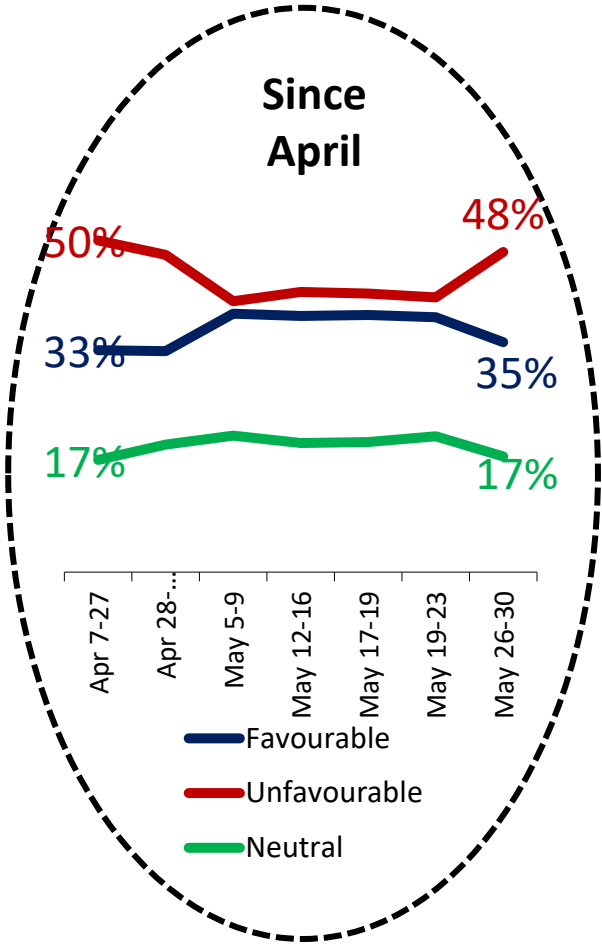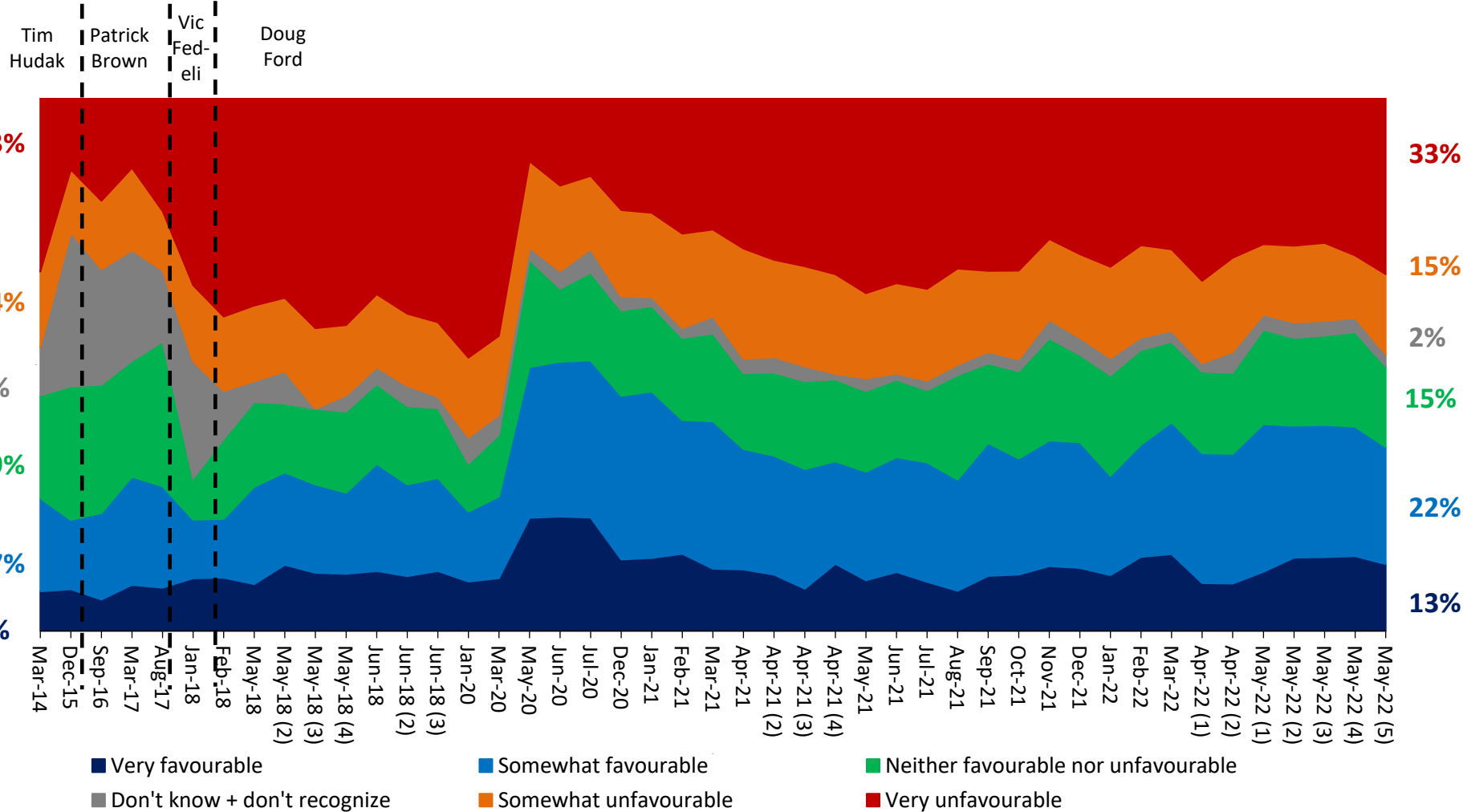
[asked of all respondents; n=700]

	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
Doug Ford	13%	22%	15%	15%	33%		2%
Andrea Horwath	10%	24%	23%	15%	23%	1%	4%
Steven Del Duca	6%	20%	25%	17%	24%	4%	4%
Mike Schreiner	9%	19%	30%	12%	10%	11%	10%

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Doug Ford Favourability: Ford's favourability (35%) dropped by 4 points and unfavourability (48%) up 7 points since 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.
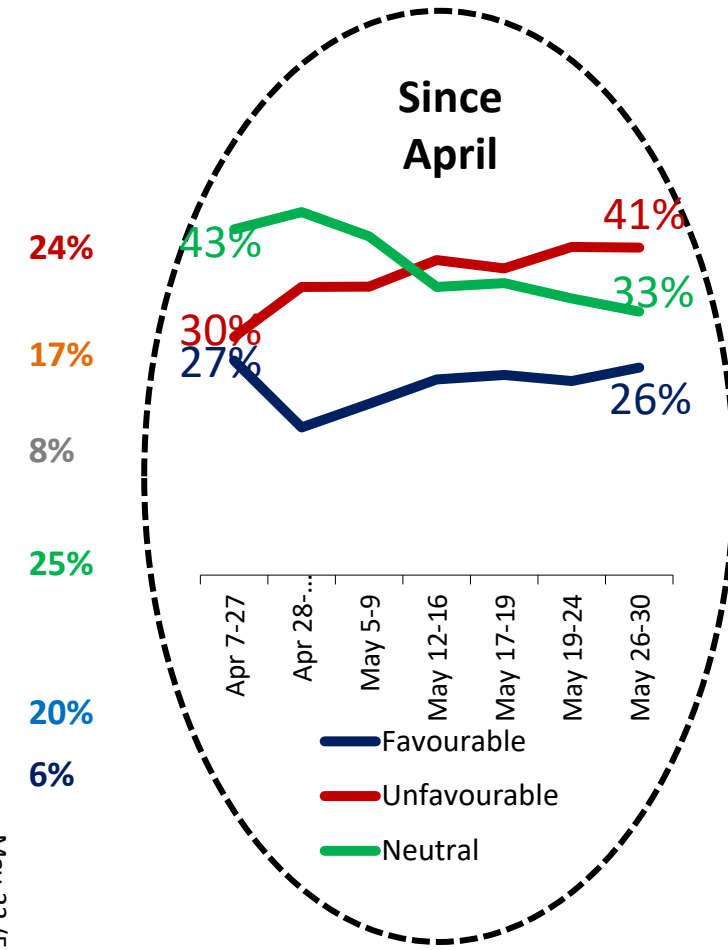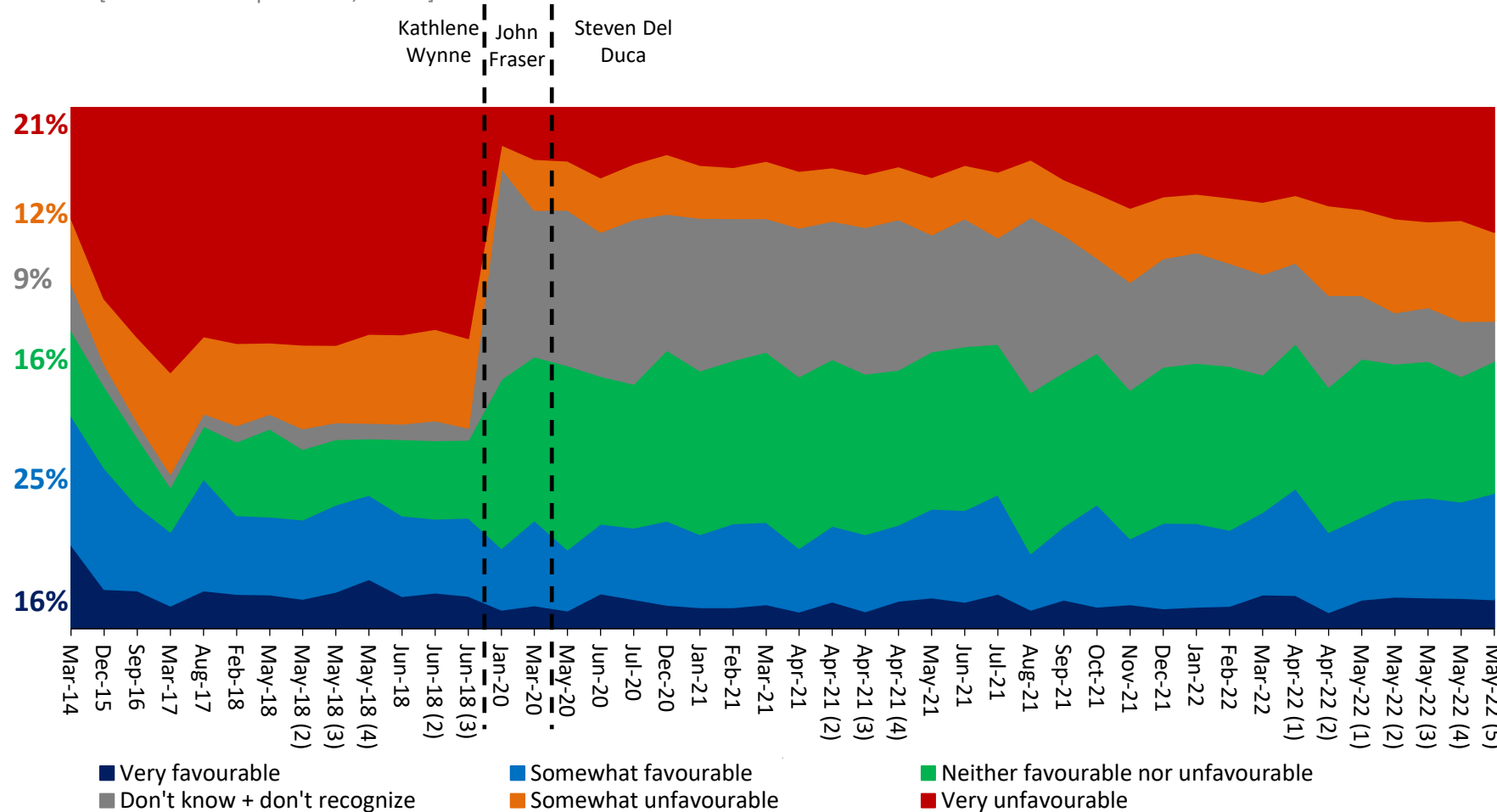
[asked of all respondents; n=700]

Tim Hudak | Patrick Brown | Vic Fed-eli | Doug Ford

Since April

50% → 48%
33% → 35%
17% → 17%

Apr 7-27 | Apr 28-... | May 5-9 | May 12-16 | May 17-19 | May 19-23 | May 26-30

— Favourable
— Unfavourable
— Neutral

33% / 33%
14% / 15%
9% / 2%
19% / 15%
17% / 22%
7% / 13%

Mar-14, Dec-15, Sep-16, Mar-17, Aug-17, Jan-18, Feb-18, May-18, May-18 (2), May-18 (3), May-18 (4), Jun-18, Jun-18 (2), Jun-18 (3), Jan-20, Mar-20, May-20, Jun-20, Jul-20, Dec-20, Jan-21, Feb-21, Mar-21, Apr-21, Apr-21 (2), Apr-21 (3), Apr-21 (4), May-21, Jun-21, Jul-21, Aug-21, Sep-21, Oct-21, Nov-21, Dec-21, Jan-22, Feb-22, Mar-22, Apr-22, Apr-22 (1), Apr-22 (2), May-22 (1), May-22 (2), May-22 (3), May-22 (4), May-22 (5)

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

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Andrea Horwath Favourability: Horwath's negative impressions remain below her positive impressions since the election started
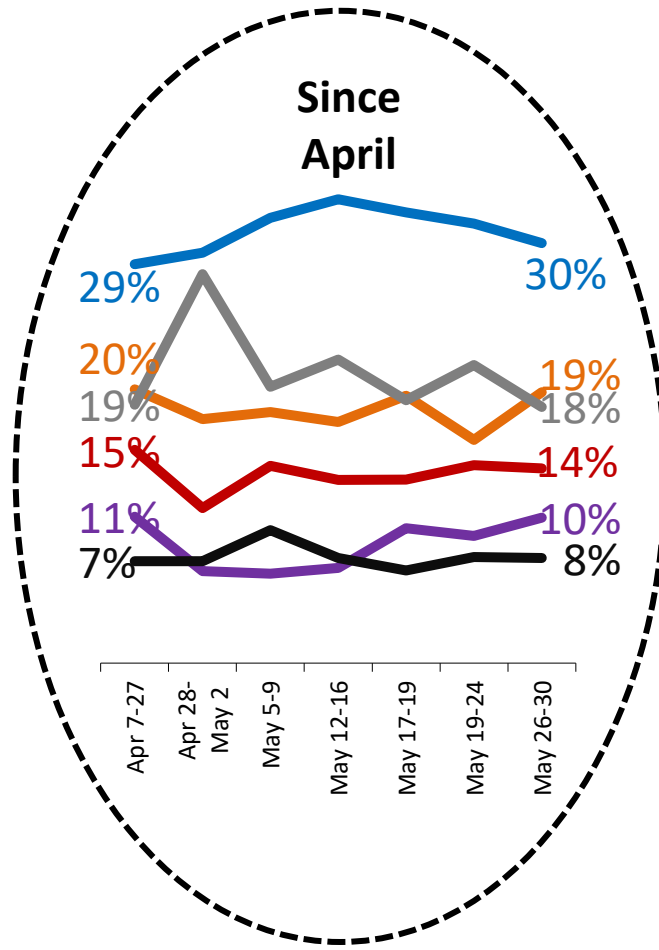
Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=700]

Since April

36%
34%
30%

38%
34%
28%

Apr 7-27 | Apr 28-... | May 5-9 | May 12-16 | May 17-19 | May 19-24 | May 26-30

— 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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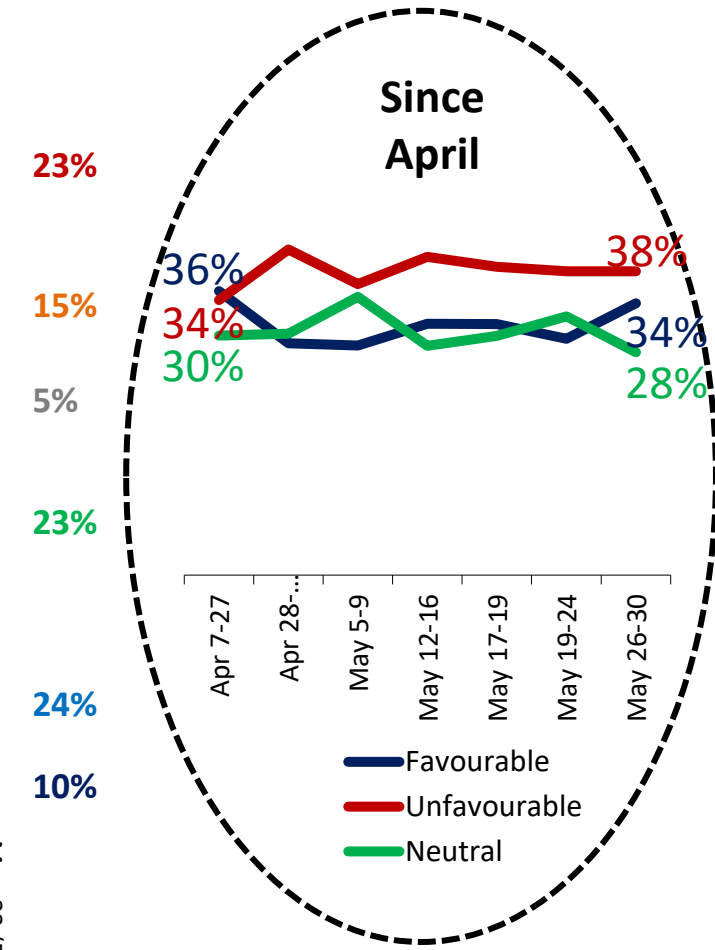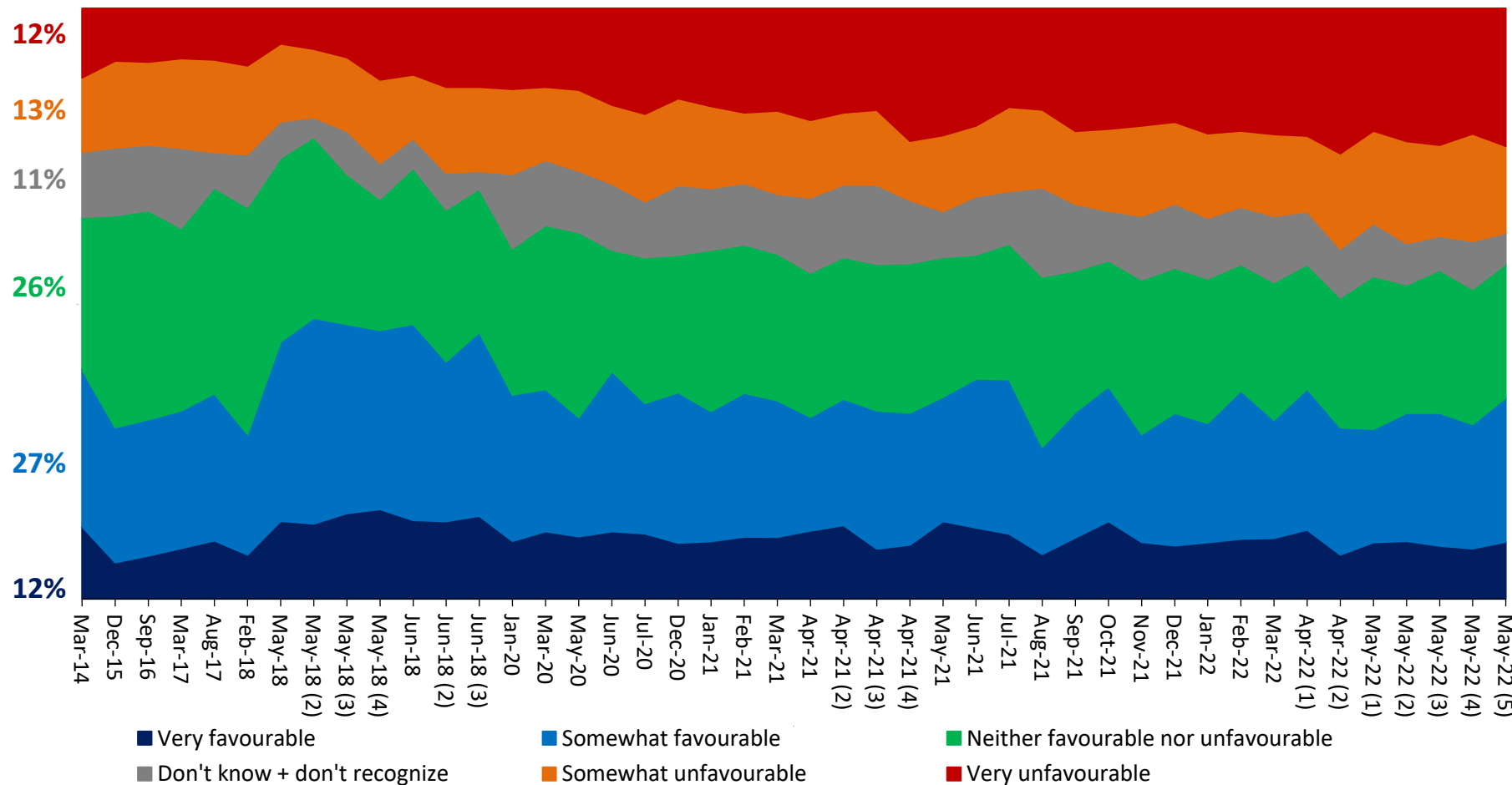
Steven Del Duca Favourability: The negative impression (41%) of Del Duca is above the positive impression (26%) by 15 points in this wave
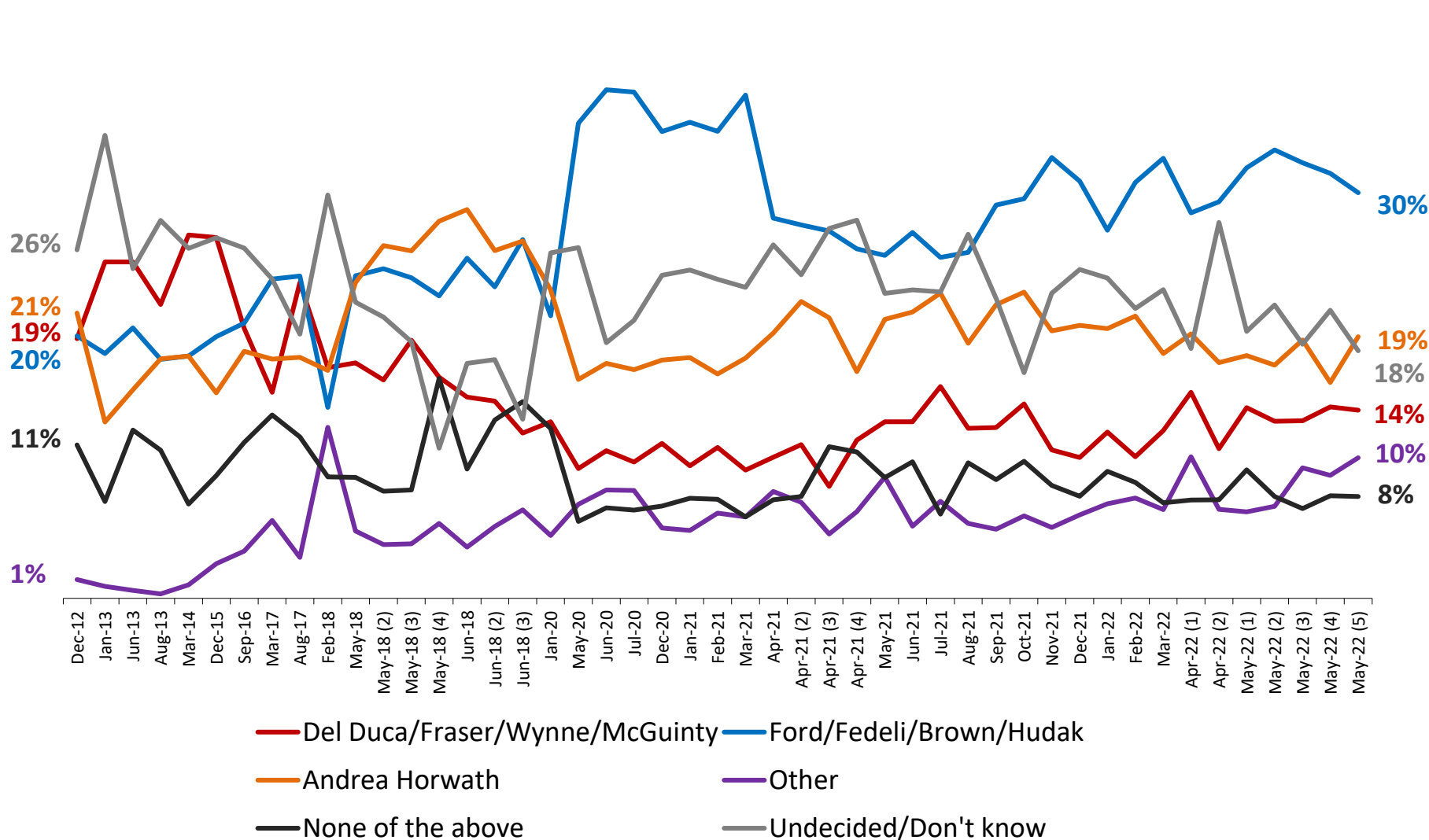
Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
[asked of all respondents; n=700]

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

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Best Premier Tracking: Ford (30%) remains as top choice for Premier in Ontario, followed by Horwath (19%), up 3 points since last wave

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

Since April

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

Best Premier by Value Cluster: Ford leads among all value clusters, except for the Core Left, which Horwath leads

Value Clusters

Best Premier	Populist Conservatives (N=58)	Deferential Conservatives (N=74)	Business Liberals (N=173)	Left Liberals (N=114)	Core Left (N=153)	Thrifty Moderates (N=128)
Del Duca	7%	12%	15%	11%	19%	13%
Ford	47%	53%	33%	28%	12%	29%
Horwath	15%	10%	15%	23%	30%	17%
Other	12%	10%	8%	10%	16%	7%
None of the Above	7%	7%	7%	9%	4%	12%
Undecided	12%	7%	23%	18%	19%	22%

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

Economic Gap

Best Premier	Achievers (N=178)	Strugglers (N=201)	Ambivalent (N=156)	Alienated (N=165)
Del Duca	18%	12%	17%	9%
Ford	38%	38%	23%	19%
Horwath	10%	18%	19%	32%
Other	9%	10%	8%	14%
None of the Above	8%	6%	8%	9%
Undecided	17%	17%	25%	16%

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Best Premier by Time for Change: Almost half (48%) of Time for a Change PC voters say Doug Ford is the best choice for Premier

Time for Change

Best Premier	Core PC (N=134)	Soft PC (N=55)	Time for a change PC (N=65)	Uncertain (N=74)	Soft anti-PC (N=191)	Hostile (N=182)
Del Duca	1%	9%	6%	0%	22%	25%
Ford	88%	56%	48%	20%	9%	0%
Horwath	0%	9%	11%	14%	24%	37%
Other	4%	3%	13%	5%	13%	16%
None of the Above	2%	3%	6%	14%	10%	9%
Undecided	4%	20%	15%	47%	24%	12%

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Best Premier by Ford Segment: 3-in-5 (60%) of Non-PC Ford Supporters think Ford is the best Premier

Ford Segment

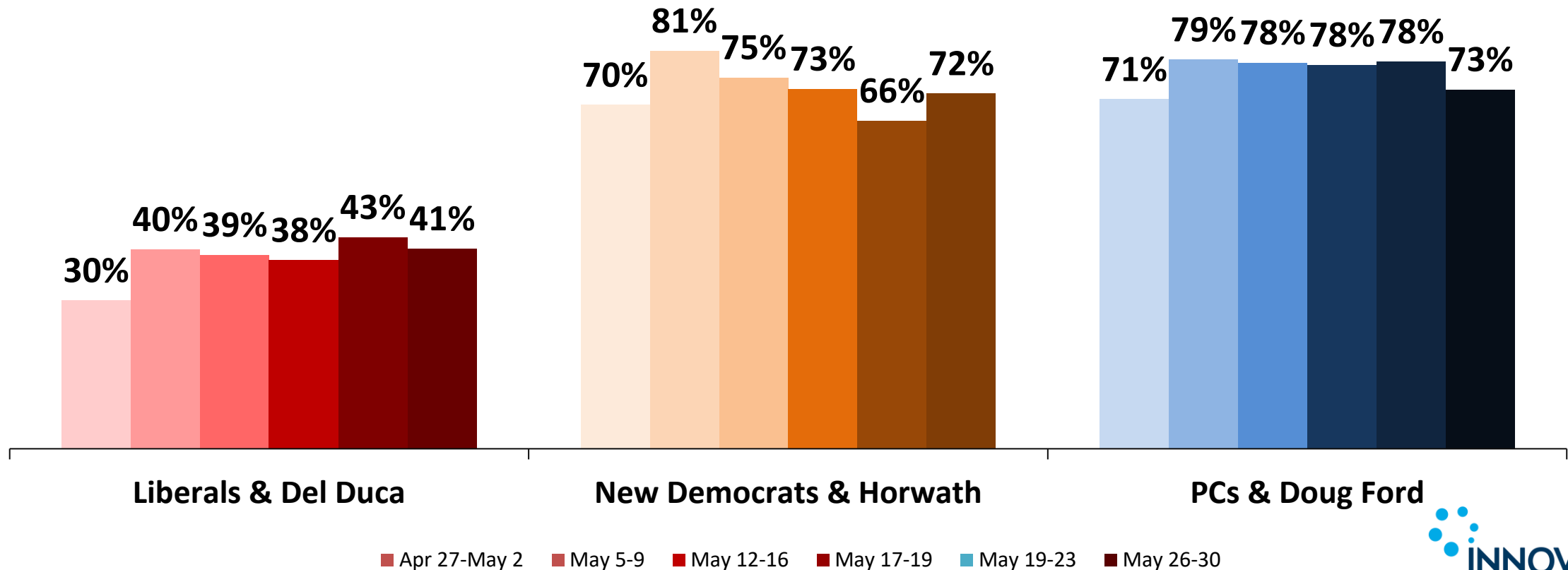| Best Premier	Core PCs (N=185)	Non-PC Ford Supporters (N=101)	Unaligned (N=121)	Other Supporters (N=294)
Del Duca	2%	7%	8%	27%
Ford	73%	60%	6%	3%
Horwath	5%	9%	11%	35%
Other	5%	7%	11%	15%
None of the Above	8%	2%	20%	4%
Undecided	8%	14%	43%	17%

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Best Premier by Party ID: Only 41% of Liberal partisans say Del Duca is the best choice for Premier

Provincial Party Identification

	Liberal	Progressive Conservative	NDP	Other	Unaligned
	(N=200)	(N=185)	(N=91)	(N=61)	(N=163)
Del Duca	41%	2%	3%	3%	6%
Ford	12%	73%	5%	15%	24%
Horwath	17%	5%	72%	16%	11%
Other	7%	5%	10%	43%	9%
None of the Above	4%	8%	3%	4%	16%
Undecided	20%	8%	8%	20%	35%

Best Premier

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

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% 38% 43% 41%

New Democrats & Horwath
70% 81% 75% 73% 66% 72%

PCs & Doug Ford
71% 79% 78% 78% 78% 73%

Apr 27-May 2 ■ May 5-9 ■ May 12-16 ■ May 17-19 ■ May 19-23 ■ May 26-30
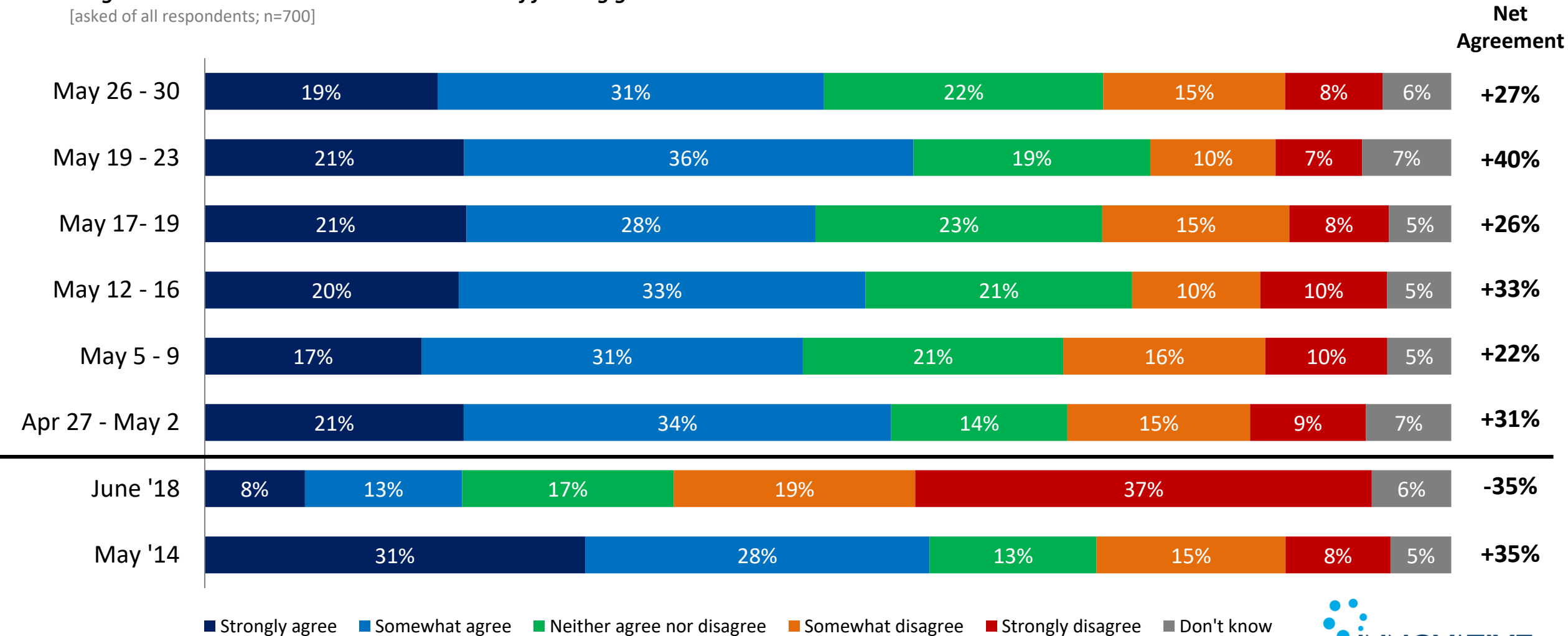
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Who can win?

Two-Horse Race: Half say that the election is a two-horse race between the PCs and Liberals, down 7 points since last week

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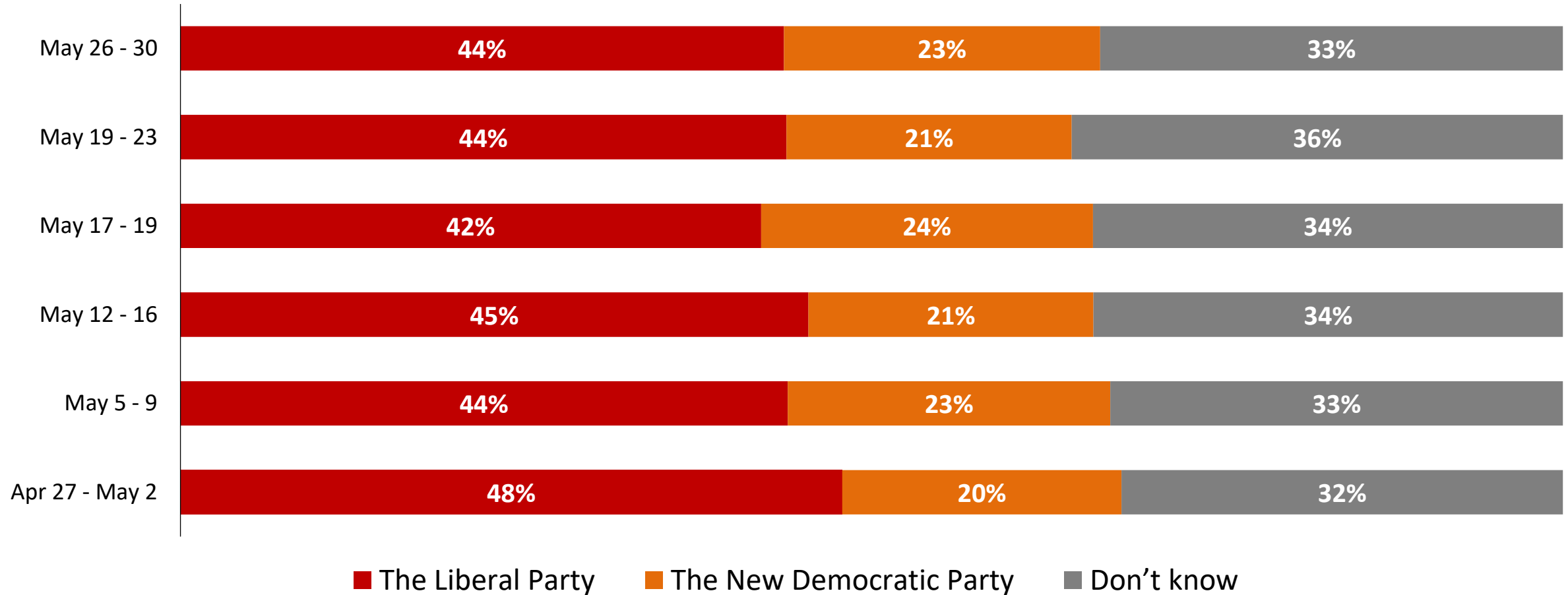[asked of all respondents; n=700]

Net Agreement

Date	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
May 26 - 30	19%	31%	22%	15%	8%	6%	**+27%**
May 19 - 23	21%	36%	19%	10%	7%	7%	**+40%**
May 17- 19	21%	28%	23%	15%	8%	5%	**+26%**
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: A plurality still say the Liberals are the best party to defeat the PCs, steady since last wave

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 26 - 30	44%	23%	33%
May 19 - 23	44%	21%	36%
May 17 - 19	42%	24%	34%
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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Appendix:
Methodology

Survey Methodology

These are the results of an online survey conducted between May 26th and May 30th, 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=910 Ontario residents, 18 years or older. The results are weighted to n=700 based on Census data from Statistics Canada.

Field Dates: May 26th to May 30th, 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 1.35. 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	152	16.8%	96	13.8%
Men 35-54	115	12.7%	116	16.6%
Men 55+	153	16.9%	123	17.7%
Women 18-34	229	25.3%	96	13.8%
Women 35-54	126	13.9%	124	17.8%
Women 55+	129	14.3%	141	20.3%
Toronto	231	25.4%	147	20.9%
Rest of GTA	225	24.7%	183	26.1%
South/West	215	23.6%	181	25.9%
North/East	239	26.3%	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.
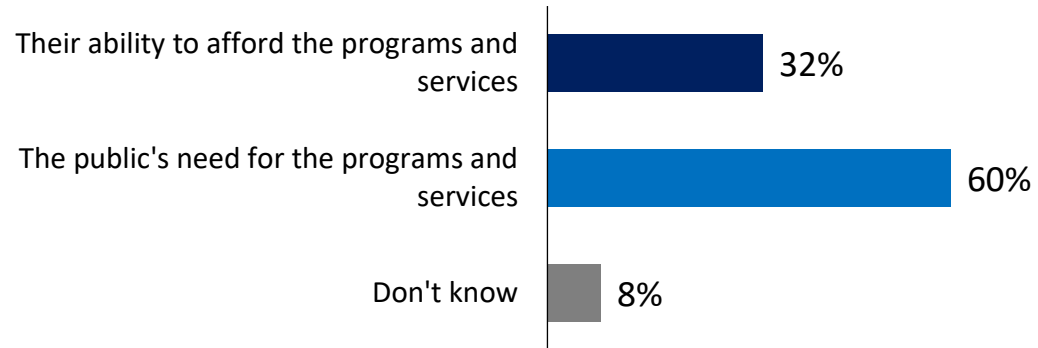
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Appendix:
Segmentation

Core Political Values: A majority (60%) say the government should basing their decisions mainly on the public's need
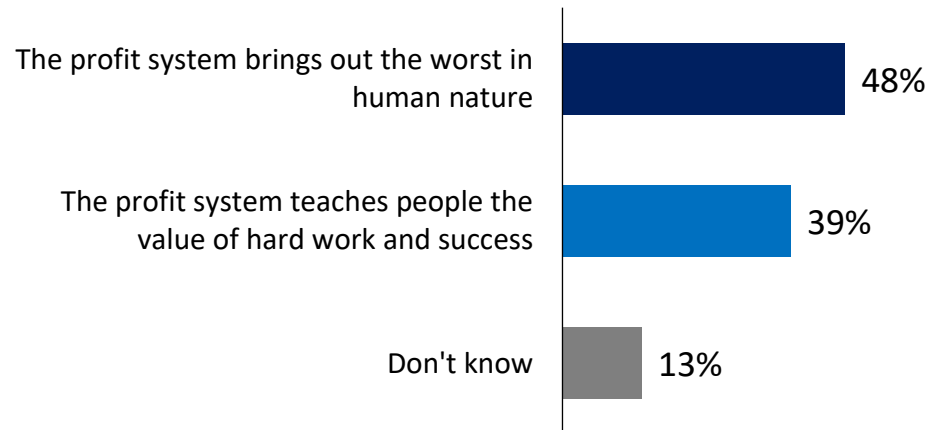
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?
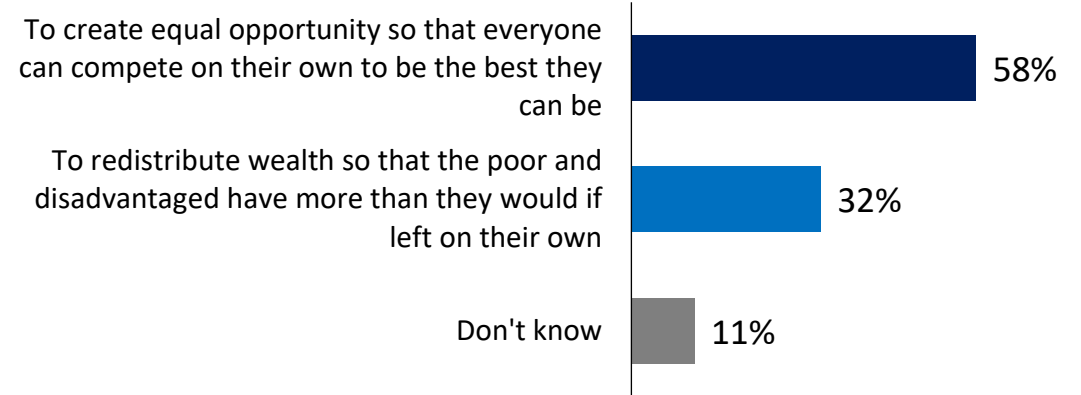[asked of all respondents; n=700]

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

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

- To create equal opportunity so that everyone can compete on their own to be the best they can be — 58%
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — 32%
- Don't know — 11%

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 — 48%
- The profit system teaches people the value of hard work and success — 39%
- Don't know — 13%

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

- Too often the government listens to experts instead of common sense — 42%
- Provincial issues are complicated so government should listen to experts when it comes to policy — 46%
- Don't Know — 11%

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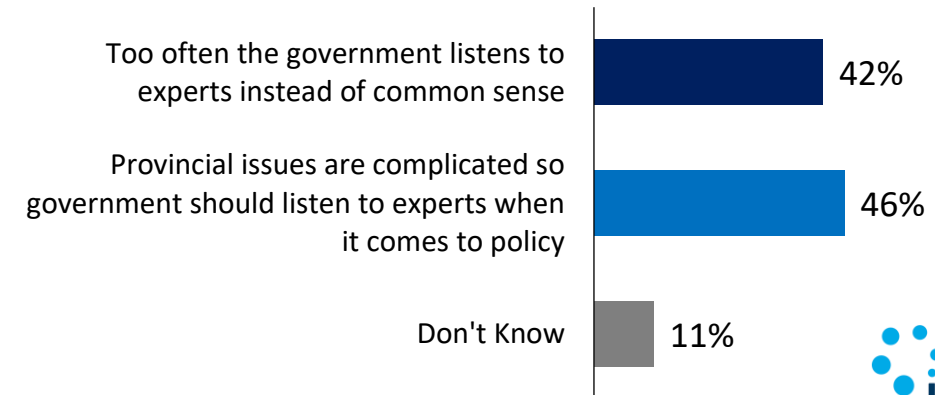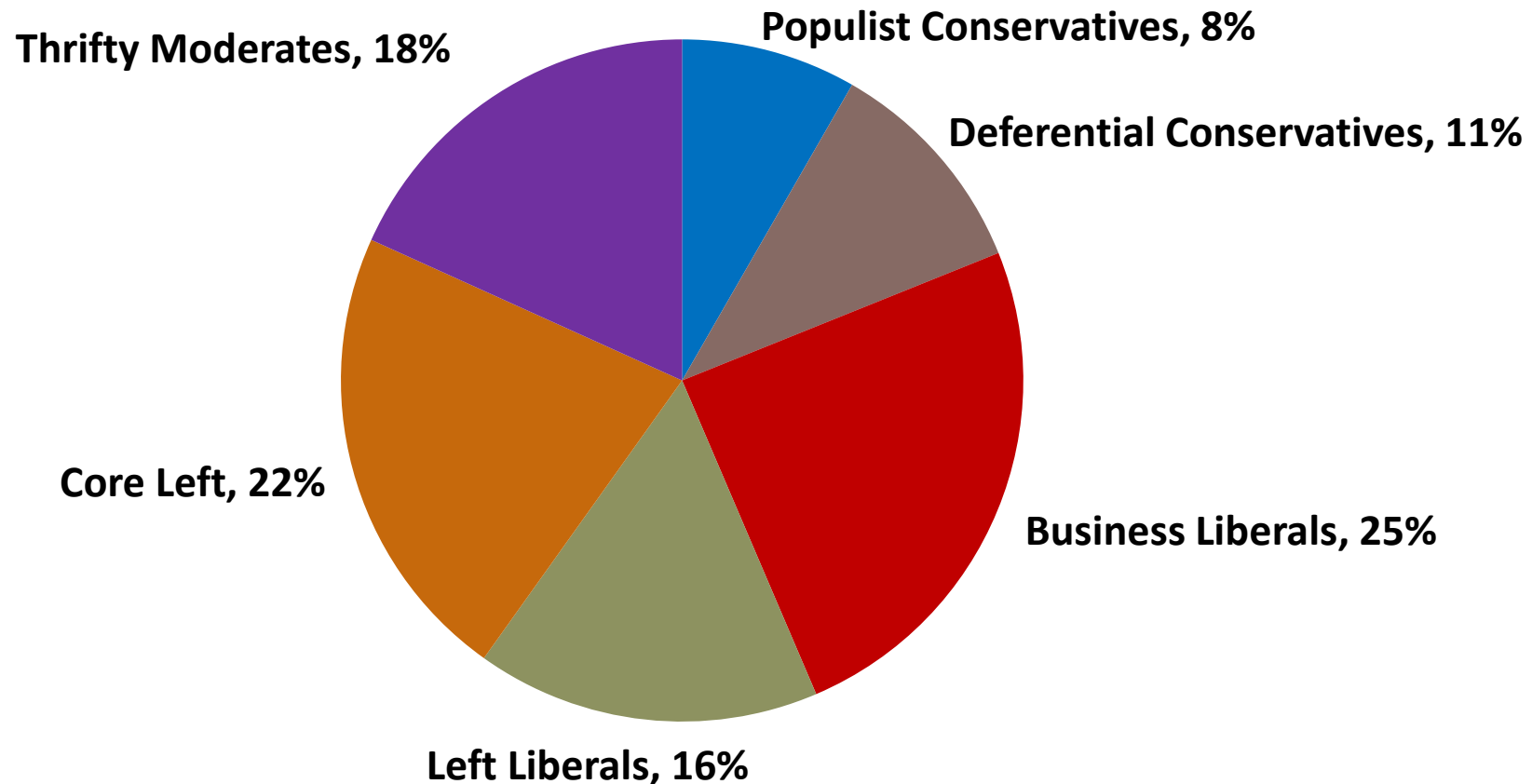
Value Clusters: A quarter are Business Liberals (25%), followed by Core Left (22%), and Thrifty Moderates (18%)

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]

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

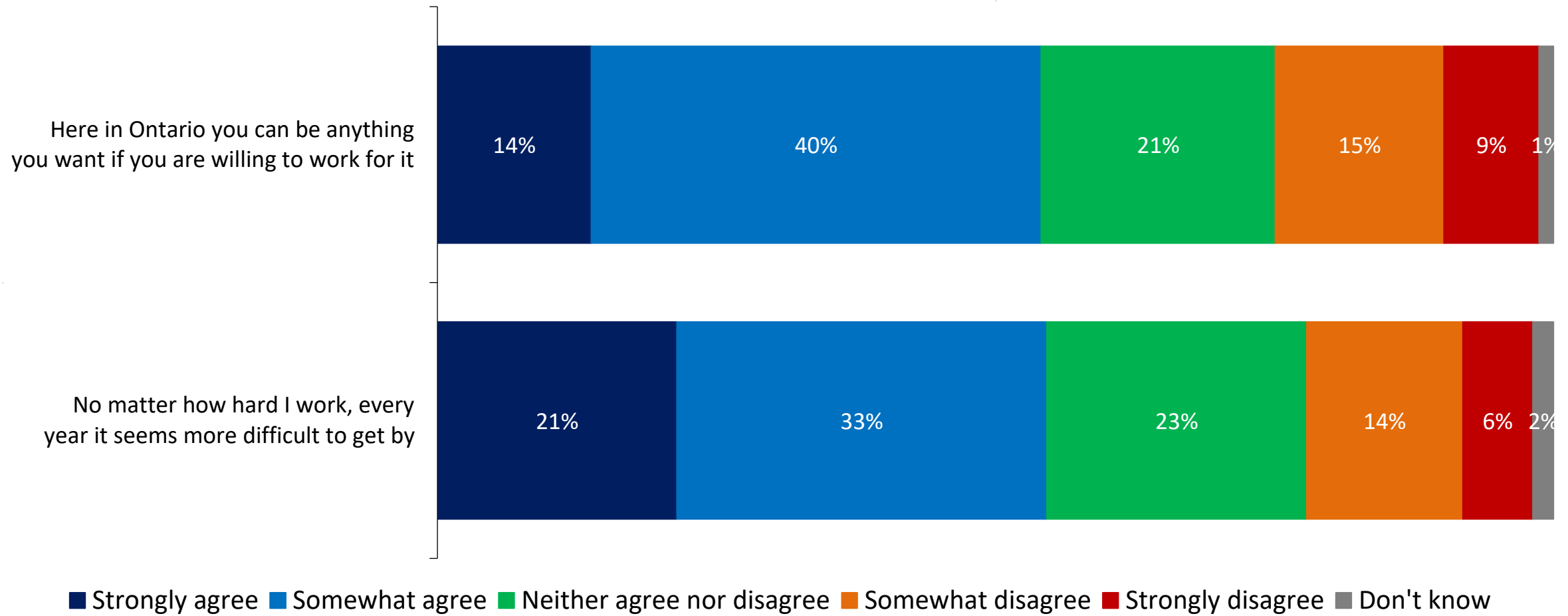Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on...	Ability to afford	91%	91%	0%	0%	0%	82%
	Public Need	0%	0%	99%	93%	93%	0%
Is the main role of government to .?	Create equal Opportunity	97%	77%	72%	99%	0%	41%
	Redistribute wealth	0%	19%	14%	0%	93%	32%
When it comes to government decision making...	Rely on common sense	100%	0%	39%	55%	30%	50%
	Listen to experts	0%	92%	50%	37%	61%	26%
The profit system...	Brings out the worst in human nature	0%	0%	0%	93%	93%	68%
	Teaches value of hard work and success	87%	83%	86%	0%	0%	8%

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Economic Gap Segmentation: Ontarians are split on you can be anything you want & no matter how hard I work it seems more difficult

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	14%	40%	21%	15%	9%	1%
No matter how hard I work, every year it seems more difficult to get by	21%	33%	23%	14%	6%	2%

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

INNOVATIVE RESEARCH GROUP
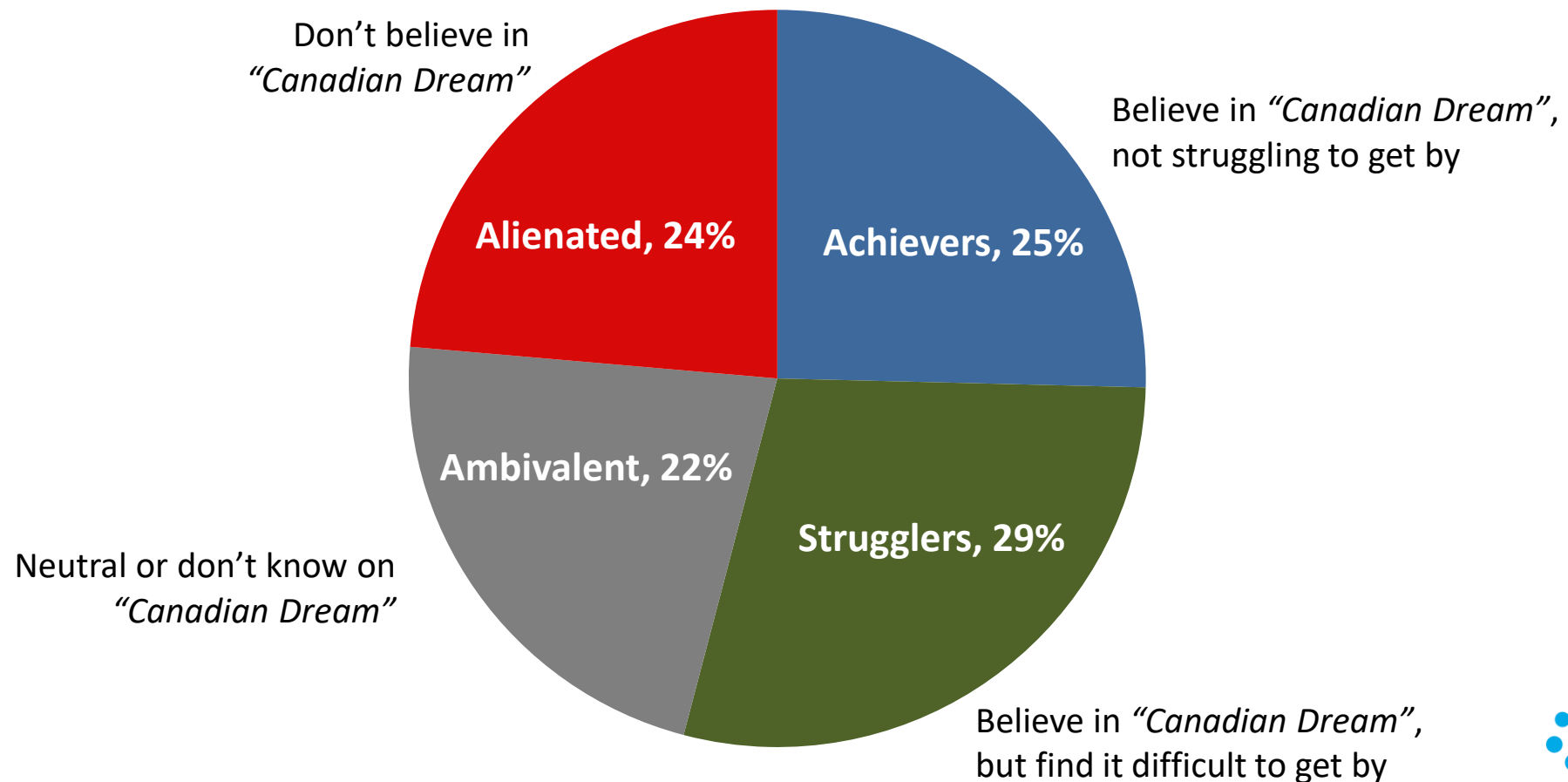
Economic Gap Segmentation: Almost 1-in-3 (29%) are Strugglers in Ontario, while a quarter (25%) are Achievers

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, 24%

Achievers, 25%

Ambivalent, 22%

Strugglers, 29%

Neutral or don't know on
"Canadian Dream"

Believe in "Canadian Dream",
but find it difficult to get by
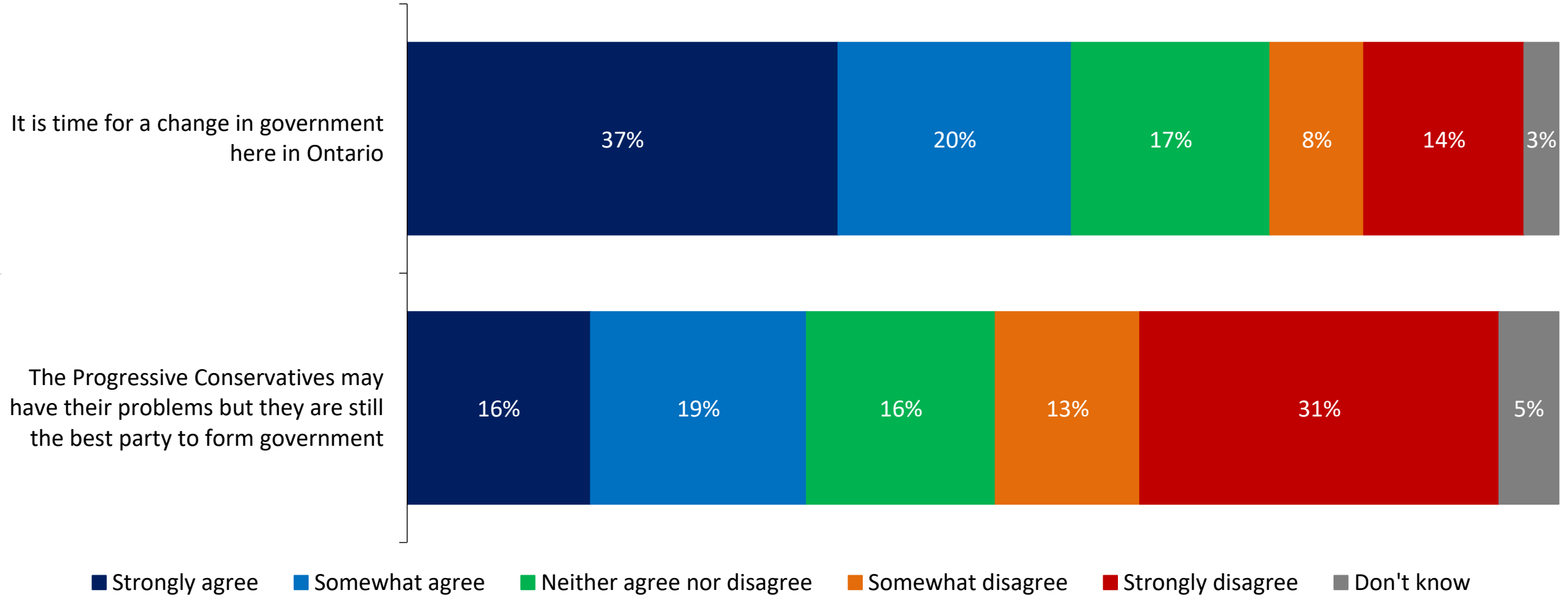
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Time for Change Attitudes: 3-in-5 (58%) agree it is time for a change, while 35% say the PCs are still the best party to form government

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

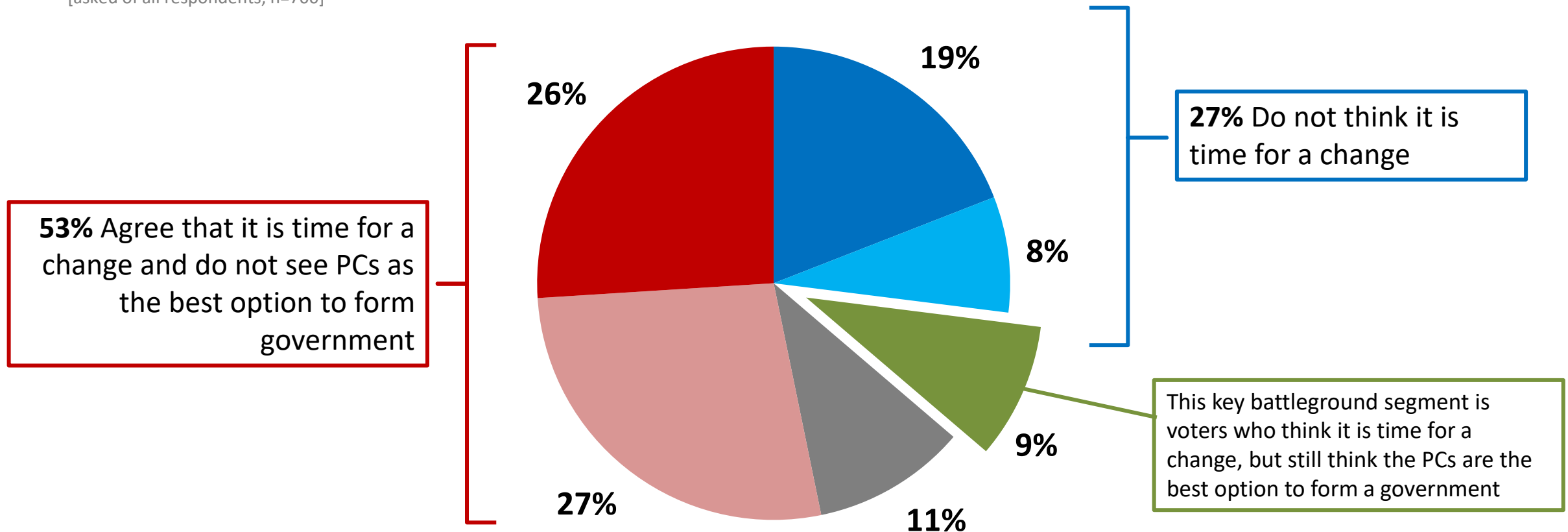|	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
It is time for a change in government here in Ontario	37%	20%	17%	8%	14%	3%
The Progressive Conservatives may have their problems but they are still the best party to form government	16%	19%	16%	13%	31%	5%

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Time for Change Segmentation: Only 27% don't think it is time for a change while 9% want change but still see the PCs as the best option

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]

53% Agree that it is time for a change and do not see PCs as the best option to form government

27% Do not think it is time for a change

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

19%

8%

9%

11%

27%

26%

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

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Time for Change Tracking: Opposition is up to 53% from 48% in the last wave

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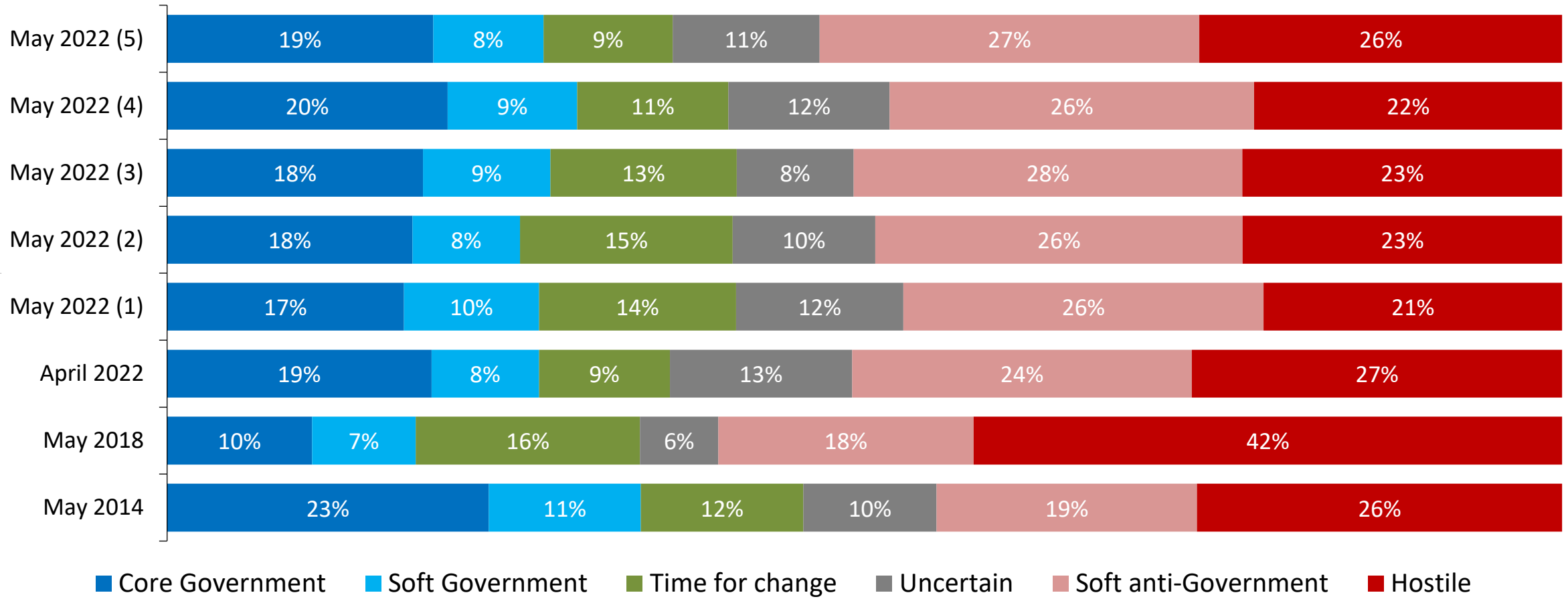[asked of all respondents; n=700]

	Core Government	Soft Government	Time for change	Uncertain	Soft anti-Government	Hostile
May 2022 (5)	19%	8%	9%	11%	27%	26%
May 2022 (4)	20%	9%	11%	12%	26%	22%
May 2022 (3)	18%	9%	13%	8%	28%	23%
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 14% are non-PC Ford Supporters

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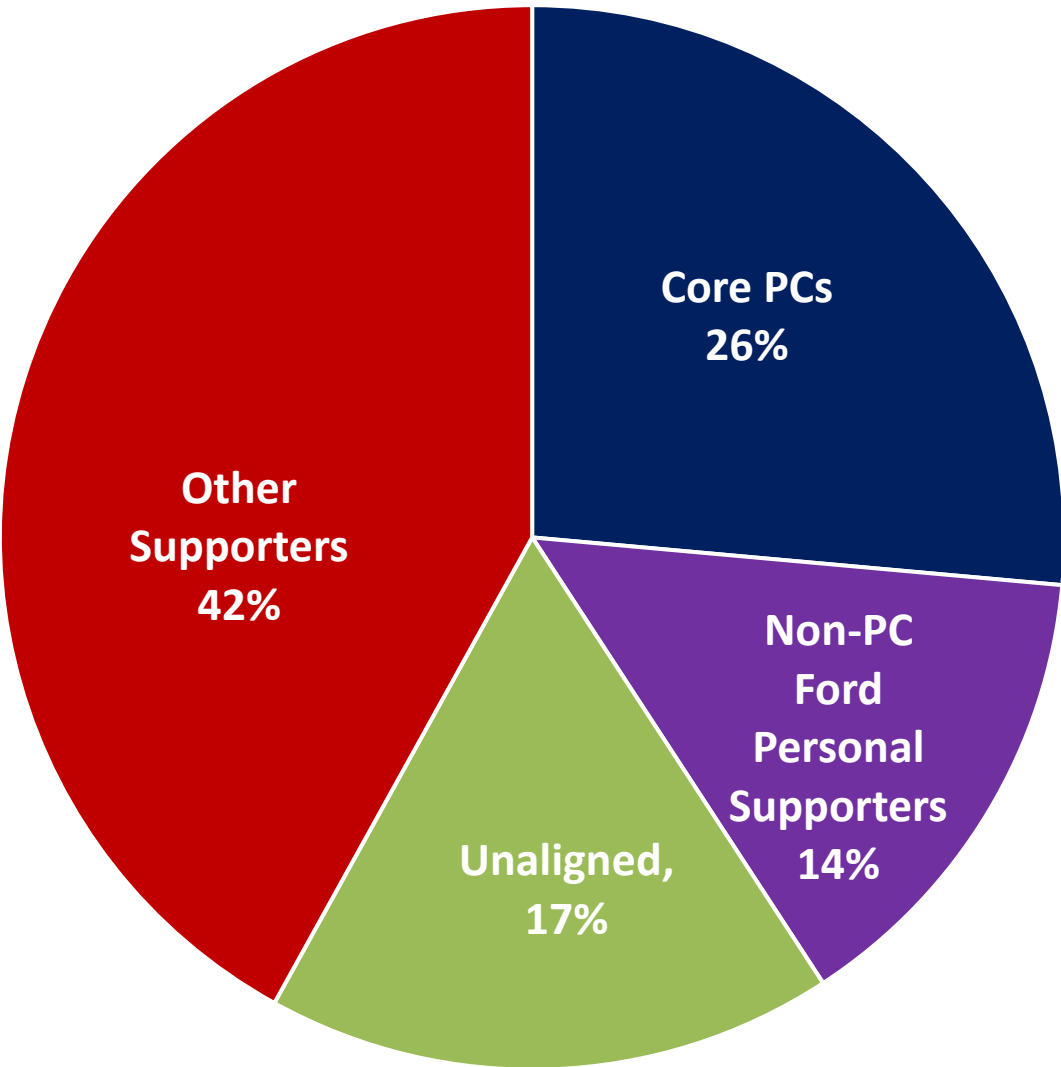
Segment	Description
Core PCs	Identify as Progressive Conservatives
Non-PC Ford Personal Supporters	Positive impression of Doug Ford and DO NOT identify as a PC
Unaligned	Unaligned and neutral or negative impression of Doug Ford
Other Supporters	Neutral or negative impression of Doug Ford and identify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

Pie chart:
- Core PCs 26%
- Non-PC Ford Personal Supporters 14%
- Unaligned, 17%
- Other Supporters 42%

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