INNOVATIVE
RESEARCH GROUP

Ontario Politics

Public Opinion Research
Field Dates: April 27 to May 2, 2022
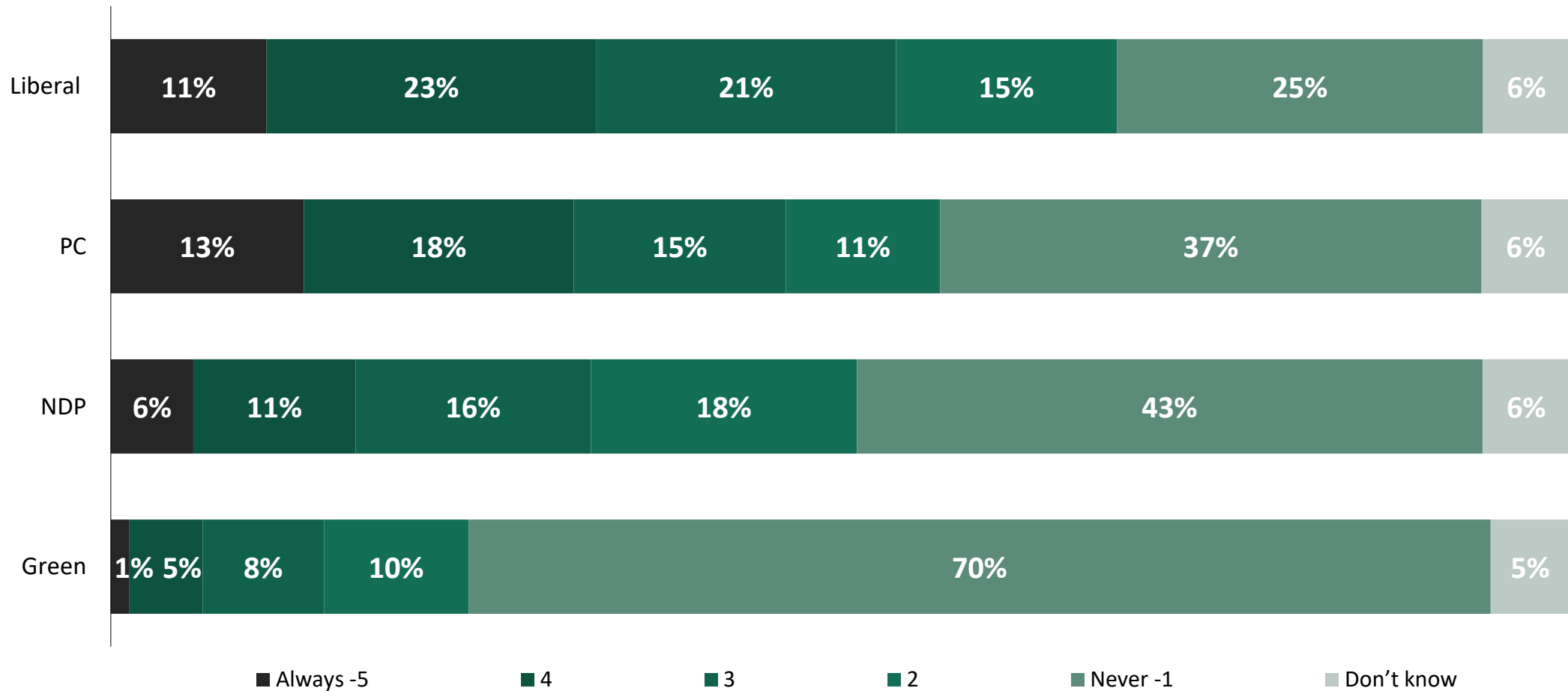Release Date: May 6, 2022

Brand Loyalty

Innovative explores brand loyalty by asking participants to recall how often they have voted for the 4 main parties in the past.

Brand Loyalty Overview: NDP have fewer deeply committed supporters, Liberals have a largest number of infrequent supporters

Q On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties?
[asked of all respondents; n=1,000]

Party	Always -5	4	3	2	Never -1	Don't know
Liberal	11%	23%	21%	15%	25%	6%
PC	13%	18%	15%	11%	37%	6%
NDP	6%	11%	16%	18%	43%	6%
Green	1%	5%	8%	10%	70%	5%

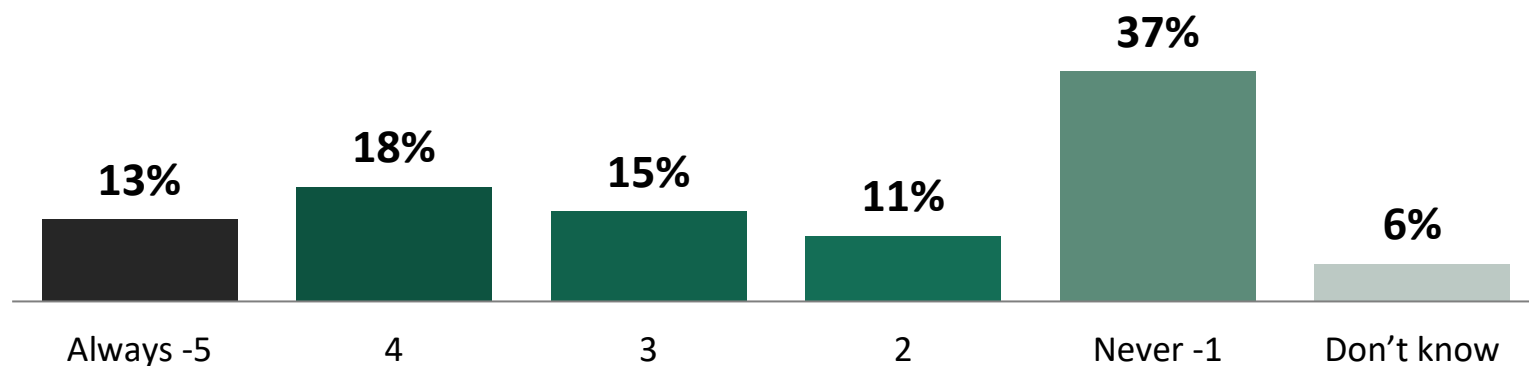■ Always -5 ■ 4 ■ 3 ■ 2 ■ Never -1 ■ Don't know

The Progressive Conservative Party: Only 13% of respondents have always voted for the PCs; 2-in-5 (37%) have never voted for the PCs

Q On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties? **The Progressive Conservative Party**
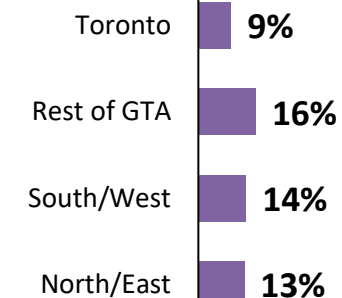[asked of all respondents; n=1,000]

Bar chart:
- Always -5: 13%
- 4: 18%
- 3: 15%
- 2: 11%
- Never -1: 37%
- Don't know: 6%

Segmentation
Those who say 'Always'

Region
- Toronto: 9%
- Rest of GTA: 16%
- South/West: 14%
- North/East: 13%

Party ID
- Liberal: 1%
- PC: 41%
- NDP: 0%
- Other: 7%
- Unaligned: 6%

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The Liberal Party: 1-in-9 (11%) respondents have always voted for the Ontario Liberal Party; only 25% have never voted for the Liberals

Q On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties? **The Ontario Liberal Party**
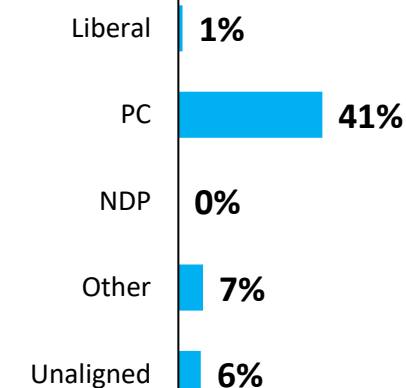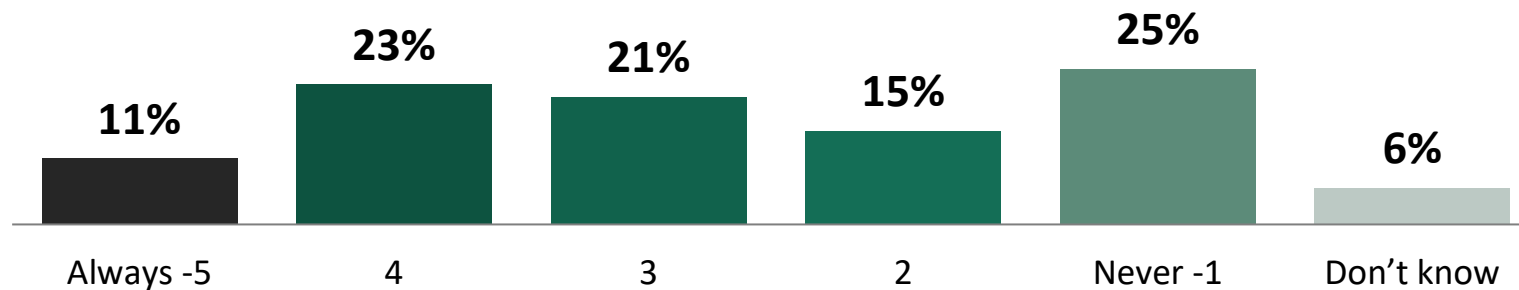[asked of all respondents; n=1,000]

Always -5	4	3	2	Never -1	Don't know
11%	23%	21%	15%	25%	6%

Segmentation
Those who say 'Always'

Region

Toronto	14%
Rest of GTA	12%
South/West	9%
North/East	8%

Party ID

Liberal	33%
PC	1%
NDP	2%
Other	2%
Unaligned	2%

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The New Democrat Party: Only 6% have always voted for the NDP; while 2-in-5 (43%) have never voted for the NDP

Q On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties? **The New Democratic Party**
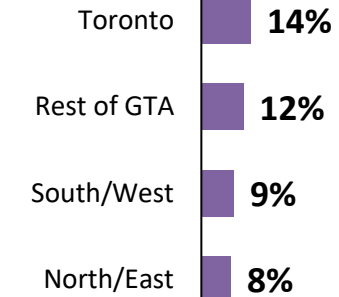[asked of all respondents; n=1,000]

Chart values (left to right):
- Always -5: 6%
- 4: 11%
- 3: 16%
- 2: 18%
- Never -1: 43%
- Don't know: 6%

Segmentation
Those who say 'Always'

Region
- Toronto: 7%
- Rest of GTA: 4%
- South/West: 7%
- North/East: 5%

Party ID
- Liberal: 2%
- PC: 1%
- NDP: 31%
- Other: 2%
- Unaligned: 2%

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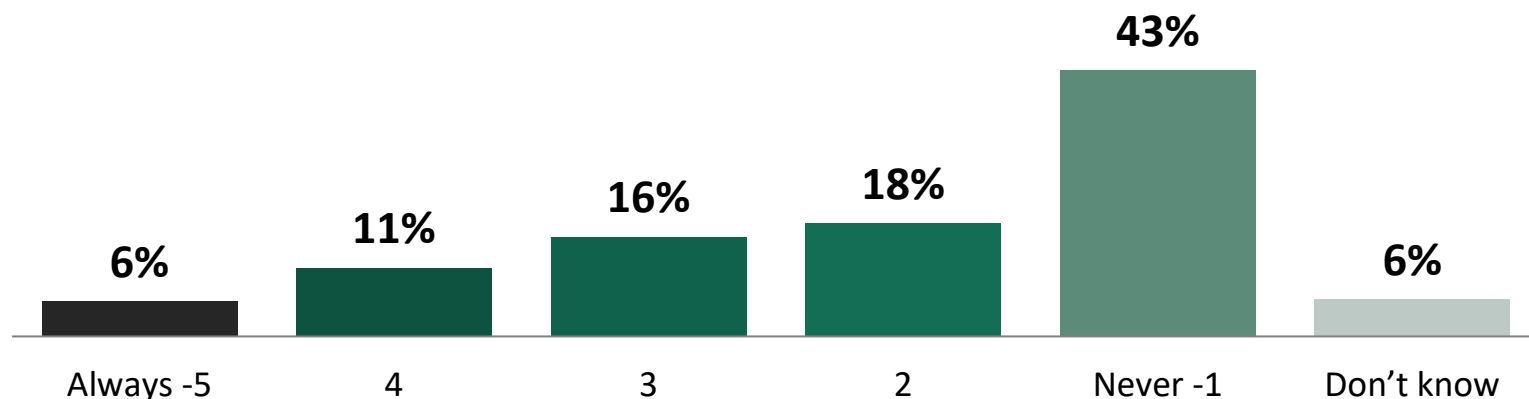
The Green Party: 7-in-10 (70%) of respondents have never voted for the Green Party; only 1% have always voted Green

Q On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties? **The Green Party**
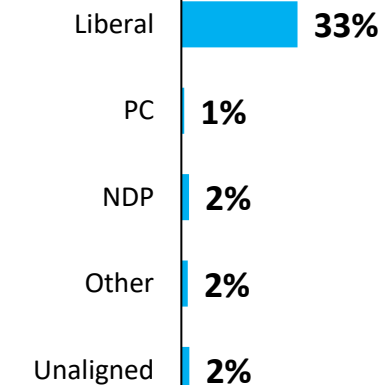[asked of all respondents; n=1,000]

	Always -5	4	3	2	Never -1	Don't know
	1%	5%	8%	10%	70%	5%
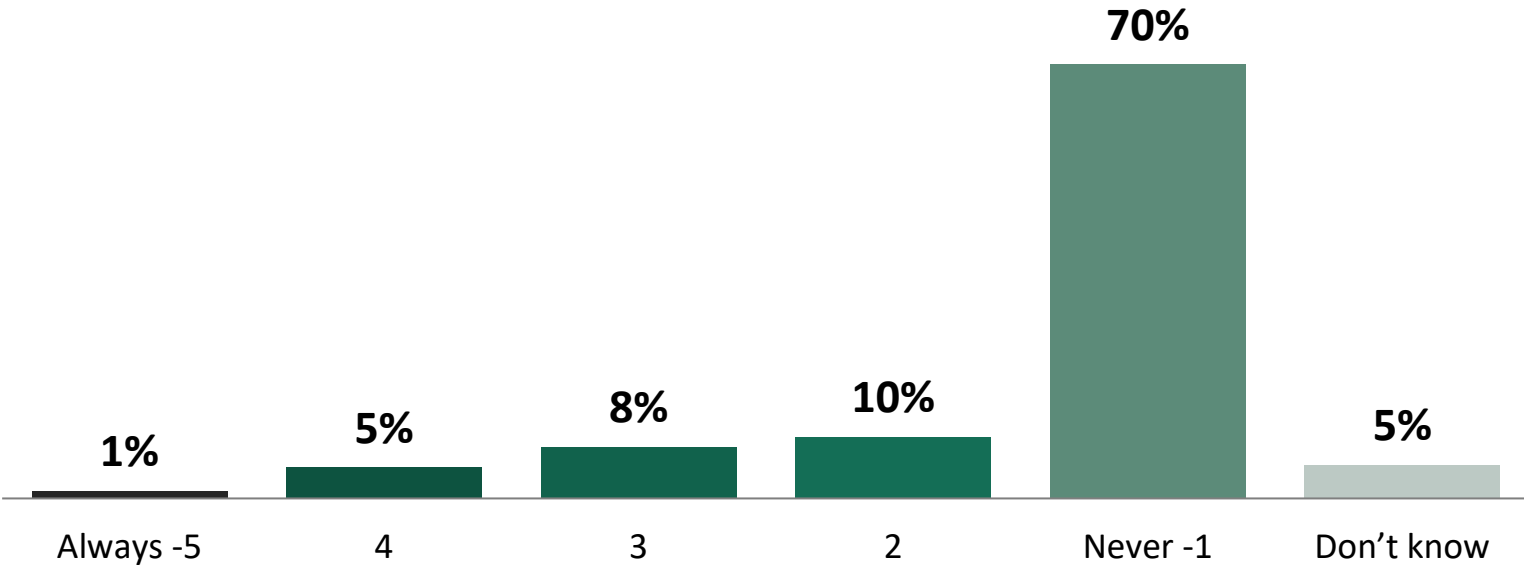
Segmentation
Those who say 'Always'

Region

Toronto	2%
Rest of GTA	1%
South/West	2%
North/East	1%

Party ID

Liberal	1%
PC	<1%
NDP	<1%
Other	8%
Unaligned	<1%

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Brand Loyalty: PCs having the greatest success in securing support of brand loyalists; Liberals struggle outside their core supporters

Q Decided Vote BY On a scale of 1 to 5 where 1 is never and 5 is always, how often have you voted for each of the following parties?
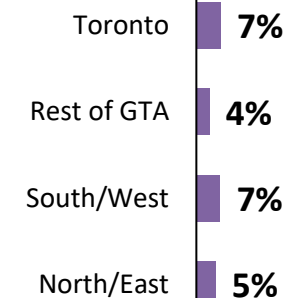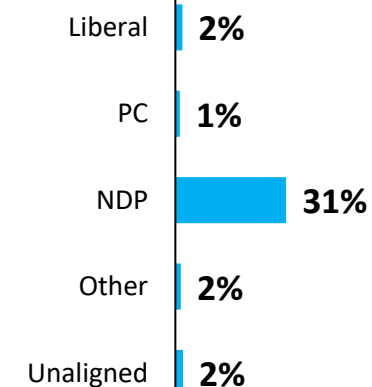[asked of all respondents; n=1,000]

Liberal Loyalty

Decided Vote	5 Always	4	3	2	1 Never
Liberal	**82%**	**50%**	**18%**	**10%**	**4%**
PC	7%	23%	42%	50%	59%
NDP	9%	23%	33%	27%	21%
Green	3%	4%	7%	11%	9%
Other	0%	0%	0%	2%	7%

PC Loyalty

Decided Vote	5 Always	4	3	2	1 Never
Liberal	4%	10%	33%	44%	42%
PC	**89%**	**76%**	**44%**	**21%**	**4%**
NDP	2%	7%	13%	27%	43%
Green	0%	4%	7%	8%	11%
Other	4%	3%	4%	1%	1%

NDP Loyalty

Decided Vote	5 Always	4	3	2	1 Never
Liberal	4%	18%	40%	31%	30%
PC	11%	12%	22%	39%	56%
NDP	**84%**	**64%**	**30%**	**17%**	**4%**
Green	1%	6%	7%	12%	5%
Other	1%	0%	1%	1%	4%

Green Loyalty

Decided Vote	5 Always	4	3	2	1 Never
Liberal	14%	9%	24%	30%	31%
PC	17%	19%	27%	26%	44%
NDP	4%	21%	29%	32%	22%
Green	**65%**	**50%**	**18%**	**9%**	**1%**
Other	0%	2%	1%	3%	2%

Positive and Negative Views of Parties

Many voters have both positive and negative feelings about parties, so we ask voters to describe how positive or negative their views are for each party.
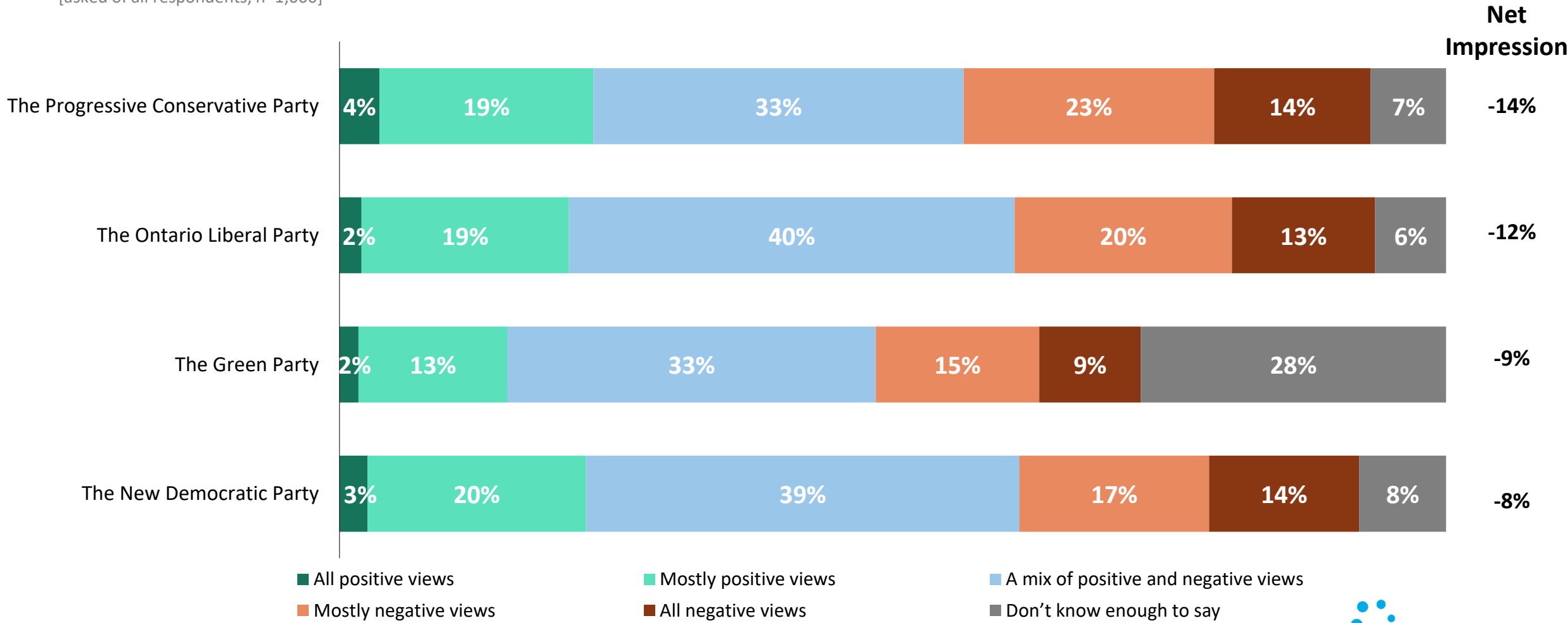
There has been a lot of change in how people feel about the parties since the 2019 election. Just prior to that campaign we found out all 4 major parties have a negative net view. The PCs have a net positive of -17 percent, while the Liberals have a -10 percent net positive score. The Green party have a net positive of -7 percent and as for the NDPs, they have a net positive of -5 percent.

Party Brand Conflict: The 3 major parties have similar levels of positive views, PCs have a few more negatives

Q Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.
[asked of all respondents; n=1,000]

Net Impression

Party	All positive	Mostly positive	Mix	Mostly negative	All negative	Don't know	Net Impression
The Progressive Conservative Party	4%	19%	33%	23%	14%	7%	-14%
The Ontario Liberal Party	2%	19%	40%	20%	13%	6%	-12%
The Green Party	2%	13%	33%	15%	9%	28%	-9%
The New Democratic Party	3%	20%	39%	17%	14%	8%	-8%

■ All positive views ■ Mostly positive views ■ A mix of positive and negative views
■ Mostly negative views ■ All negative views ■ Don't know enough to say

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New Democratic Party views: Almost 1-in-4 (22%) respondents view the NDP in a positive manner, while 31% have a negative view

Q Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.

The New Democratic Party
[asked of all respondents; n=1,000]

-8%
Net Positive

22% Positive

31% Negative

All positive views	Mostly positive views	A mix of positive and negative views	Mostly negative views	All negative views	Don't know enough to say
3%	20%	39%	17%	14%	8%

Segmentation
Among those who say "Positive"

Region
Toronto	26%
Rest of GTA	21%
South/West	19%
North/East	24%

Party ID
Liberal	26%
PC	5%
NDP	69%
Other	17%
Unaligned	13%

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PC Party views: About 2-in-5 (37%) have a negative view while 23% of respondents have a positive view of the PCs

Q Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.
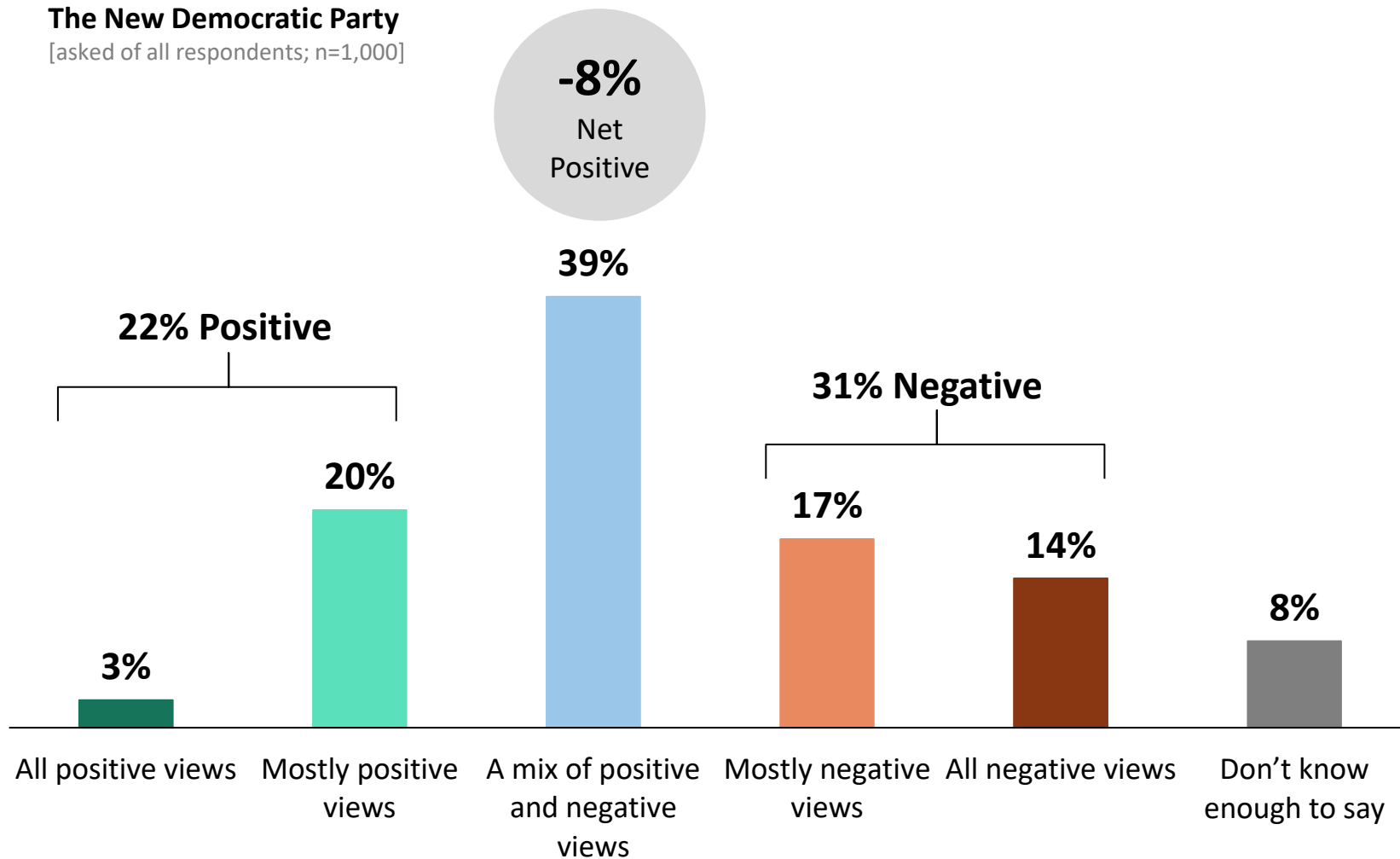
The Progressive Conservative Party
[asked of all respondents; n=1,000]

-14%
Net Positive

23% Positive

37% Negative

All positive views	Mostly positive views	A mix of positive and negative views	Mostly negative views	All negative views	Don't know enough to say
4%	19%	33%	23%	14%	7%

Segmentation
Among those who say "Positive"

Region

Toronto	19%
Rest of GTA	26%
South/West	25%
North/East	21%

Party ID

Liberal	11%
PC	58%
NDP	3%
Other	9%
Unaligned	13%

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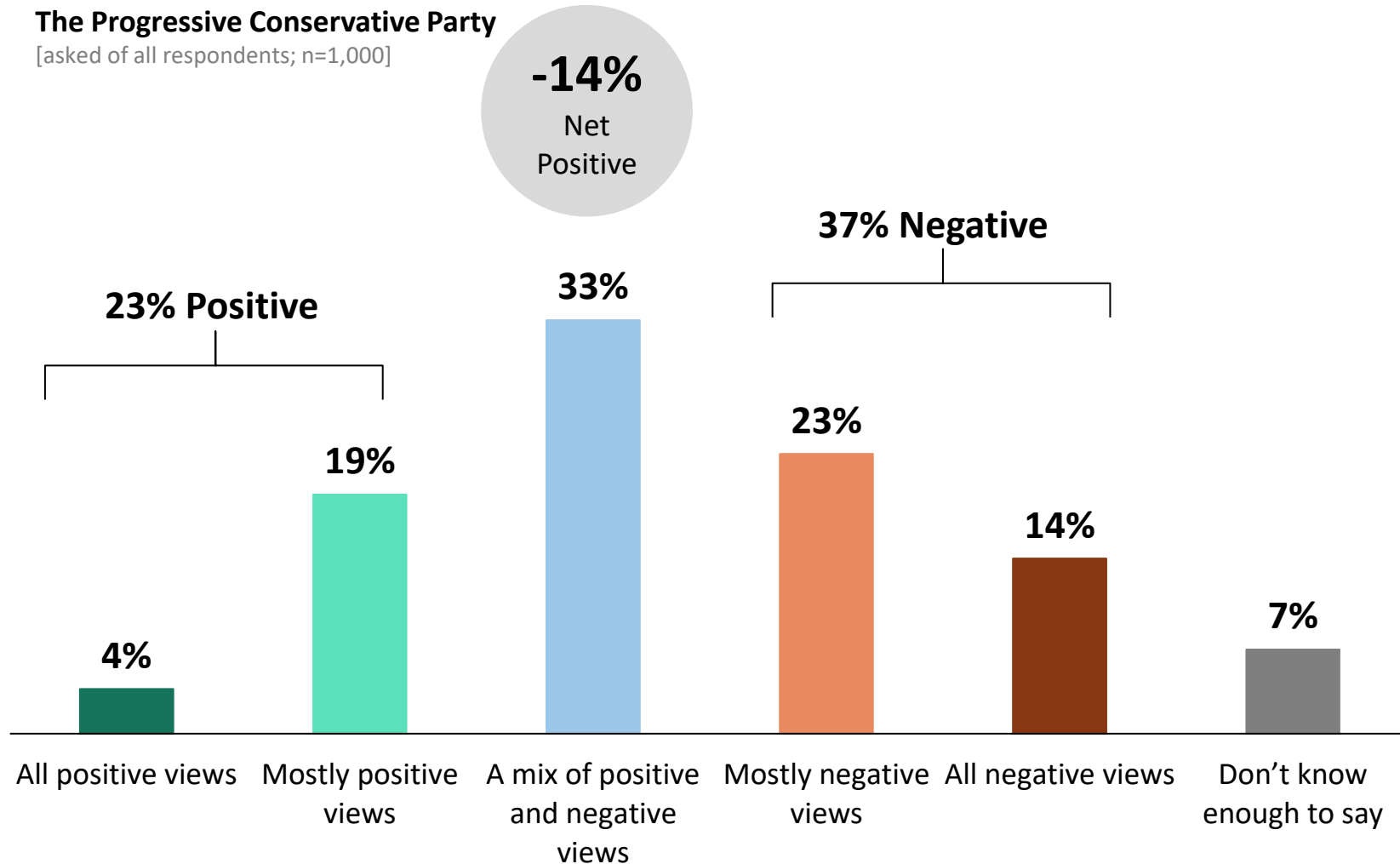
Liberal Party views: About 1-in-5 (21%) respondents have a positive view towards the Liberal party; 1-in-3 have a negative view (33%)

Q Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.
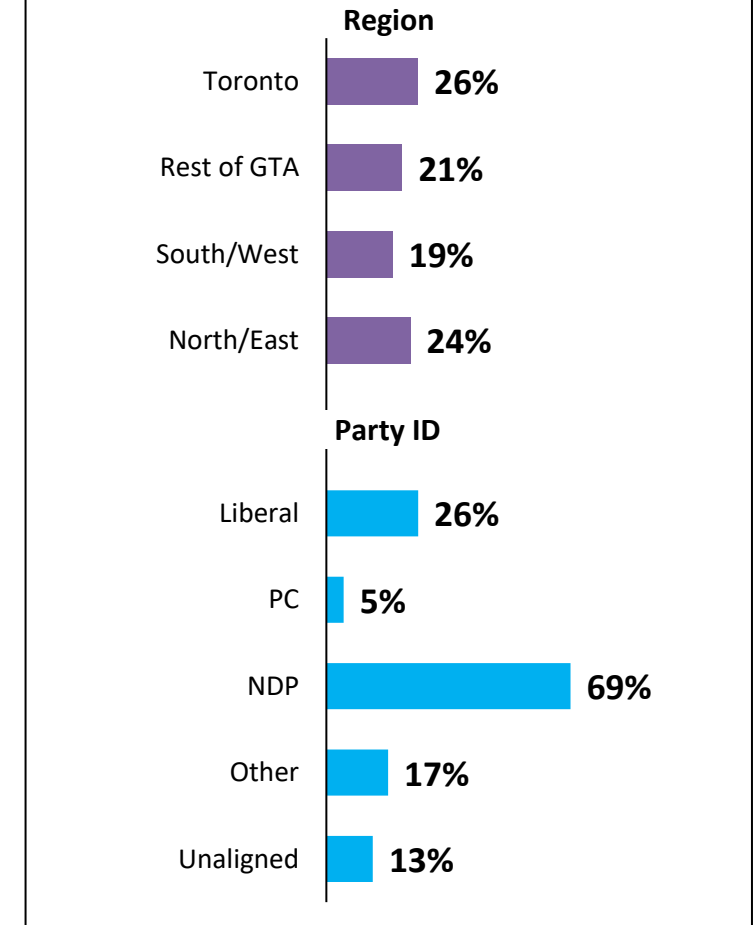
The Ontario Liberal Party
[asked of all respondents; n= 1,000]

-12%
Net Positive

21% Positive

33% Negative

40%

2% — All positive views
19% — Mostly positive views
20% — Mostly negative views
13% — All negative views
6% — Don't know enough to say

Segmentation
Among those who say "Positive"

Region
Toronto **24%**
Rest of GTA **21%**
South/West **18%**
North/East **20%**

Party ID
Liberal **49%**
PC **5%**
NDP **15%**
Other **14%**
Unaligned **9%**

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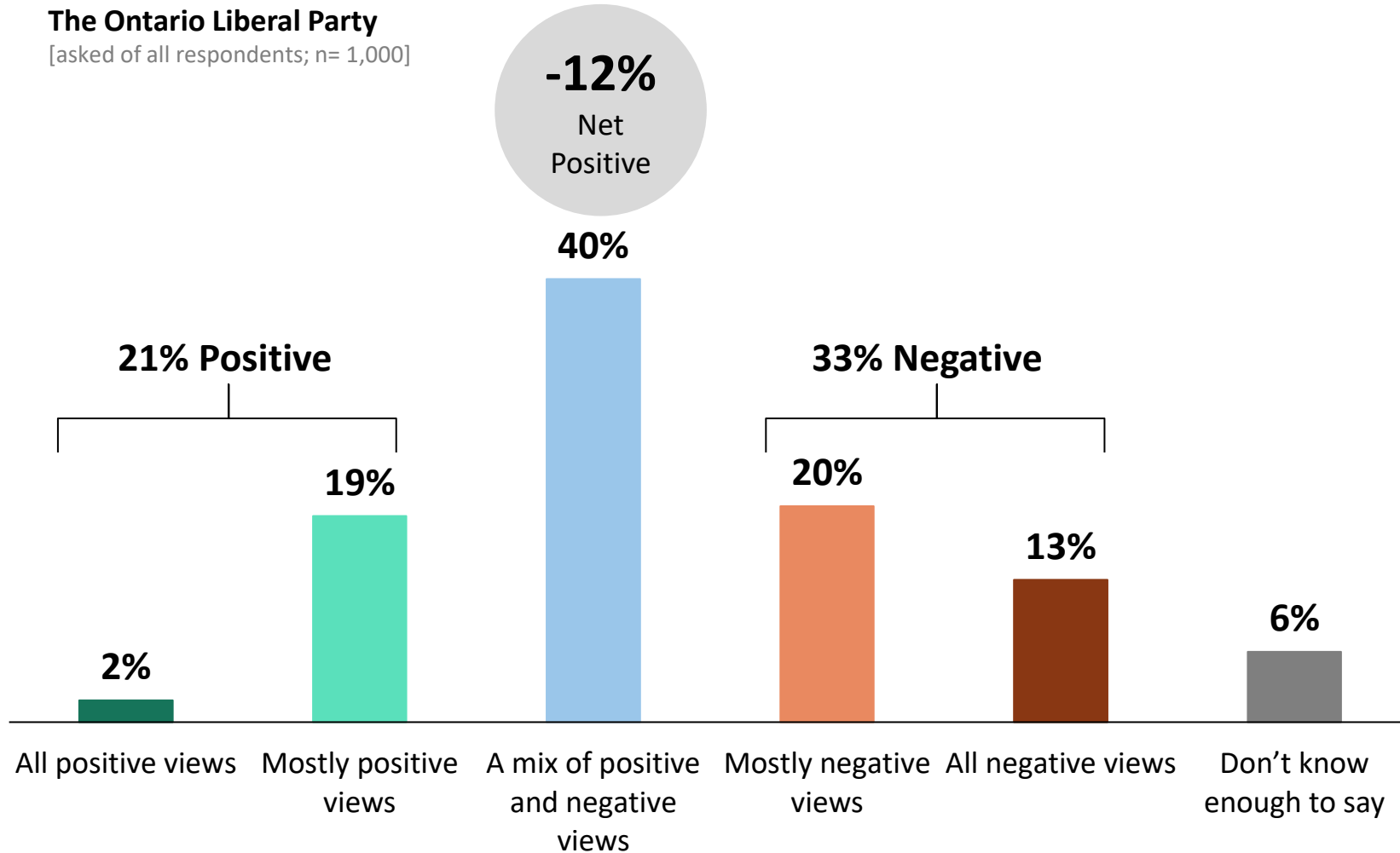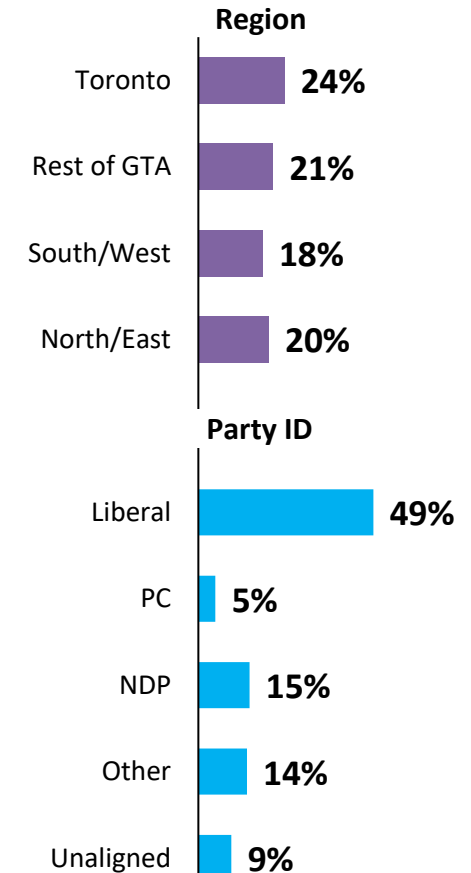
Green Party views: Only 15% say that they have a positive view towards the Green Party; 28% of respondents don't know enough to say

Q Thinking about each of the following parties, please indicate if you have all positive, mostly positive, some positive and some negative, mostly negative, or all negative views of that party. If you don't know enough about the party to say, please indicate that.
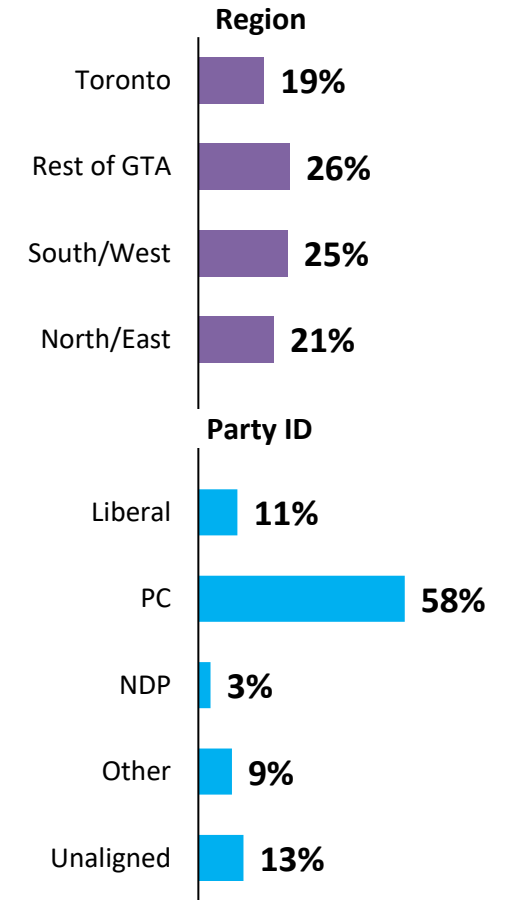
The Green Party
[asked of all respondents; n=1,000]

-9% Net Positive

15% Positive
- All positive views: 2%
- Mostly positive views: 13%

A mix of positive and negative views: 33%

24% Negative
- Mostly negative views: 15%
- All negative views: 9%

Don't know enough to say: 28%

Segmentation
Among those who say "Positive"

Region
Toronto	18%
Rest of GTA	12%
South/West	16%
North/East	16%

Party ID
Liberal	16%
PC	8%
NDP	24%
Other	43%
Unaligned	8%

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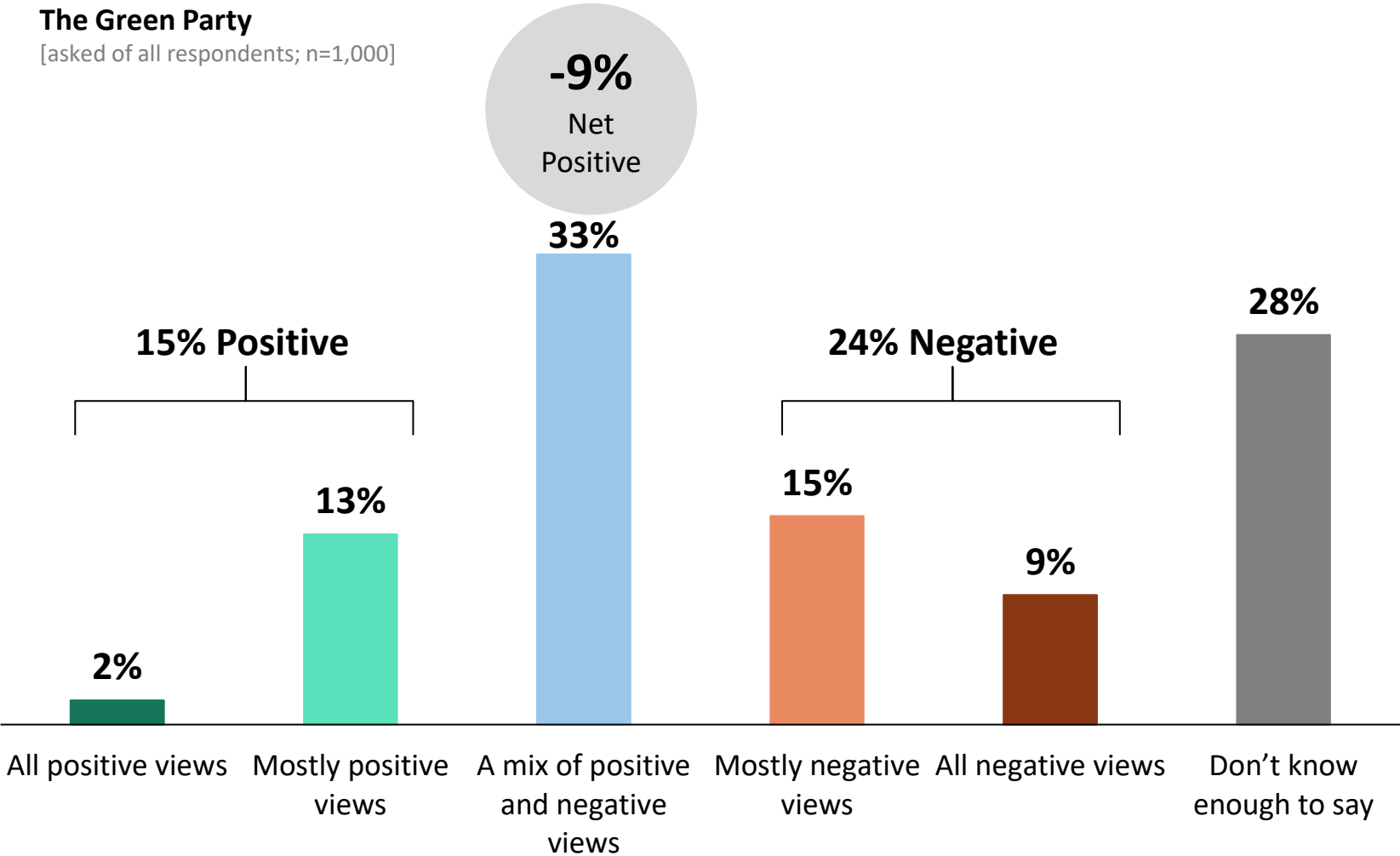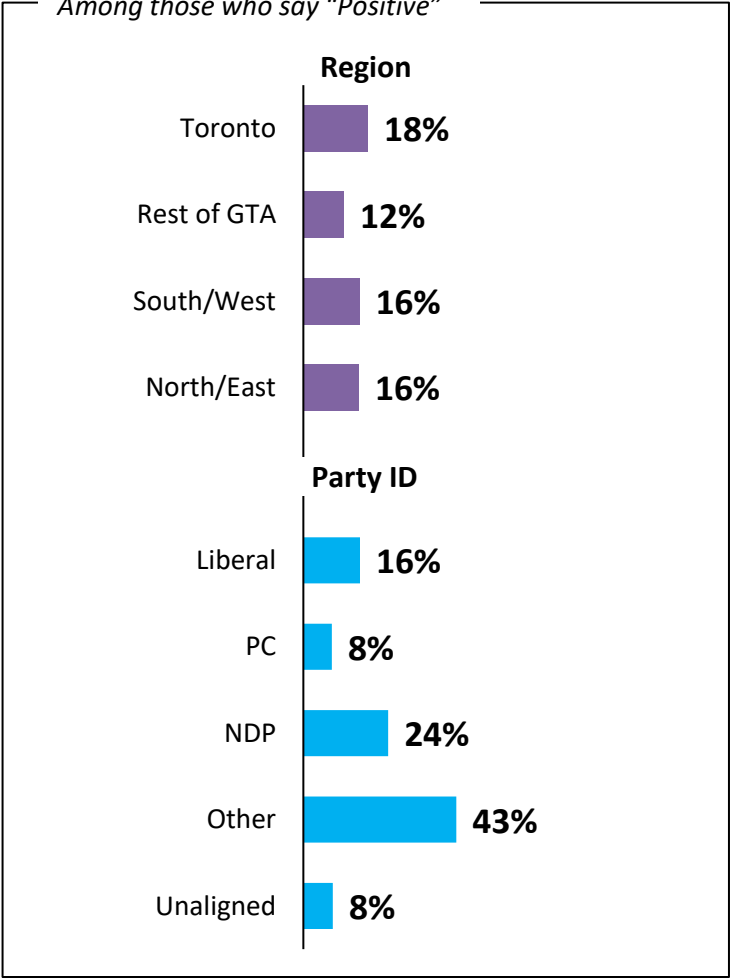
Brand Promise

What difference will each party make to you?

Most voters feel most parties won't make much difference in their lives. Ontarians are fairly equally divided on the personal impact of the NDP and the Liberals if they form government or hold the balance of power.

While the share of Ontarians who believe their life will be worse off is similar for every party, fewer say the PCs will make their life better than any other party (19%, compared to 27% for the Ontario NDP and 22% for the Ontario Liberal Party).

Brand Promise: 1-in-4 (27%) say that they would be better off with the NDP while only 18% say they would be better off with the PCs

Q If [PARTY] were to form the next government or hold the balance of power in a minority government, do you think **you personally** would be better off or worse off?

[asked of all respondents, n=1,000]

Net Better Off

Party	Much better off	Somewhat better off	No impact	Somewhat worse off	Much worse off	Don't know	Net Better Off
The New Democratic Party	7%	20%	25%	14%	19%	15%	-6%
The Liberal Party	5%	17%	33%	14%	17%	14%	-9%
The PC Party	5%	14%	34%	19%	15%	13%	-15%

■ Much better off ■ Somewhat better off ■ No impact ■ Somewhat worse off ■ Much worse off ■ Don't know

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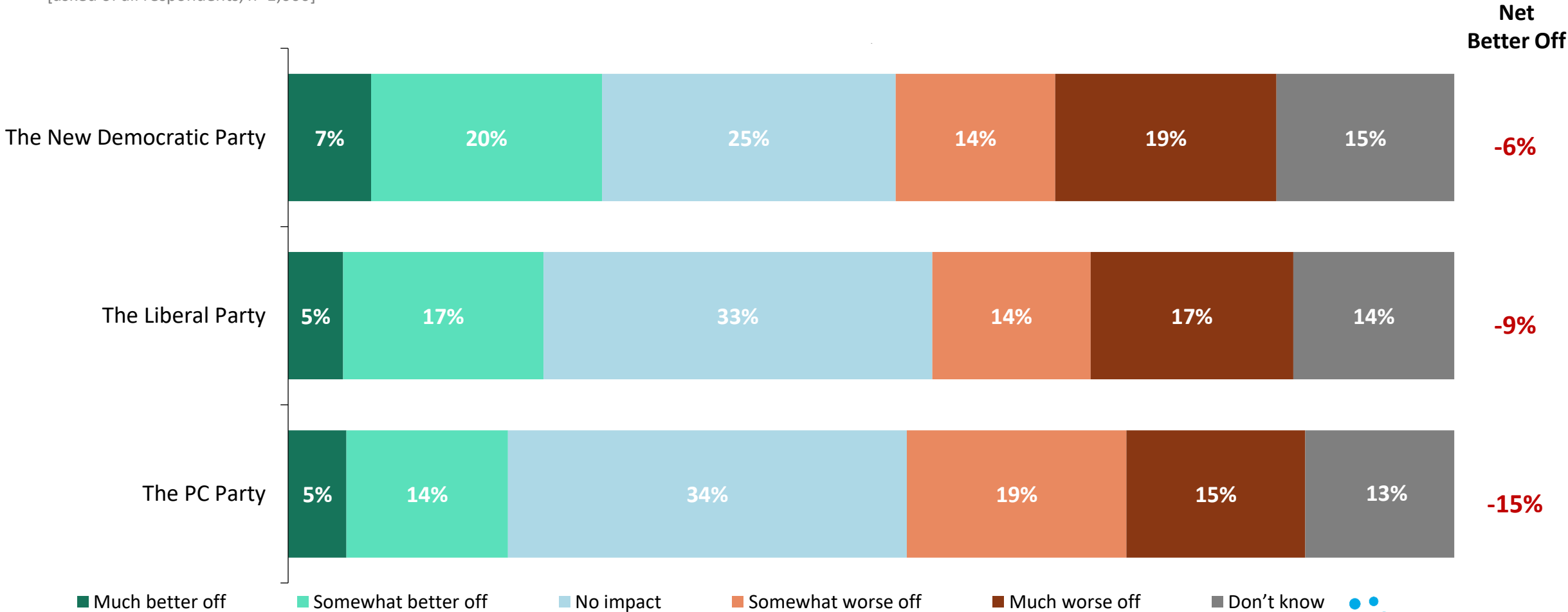
New Democratic Brand Promise: 27% say they would be better off if the NDP were to form the next government

Q If the New Democratic Party were to form the next government or hold the balance of power in a minority government, do you think **you personally** would be better off or worse off?
[asked of all respondents, n=1,000]

-6%
Net Better Off

27% Better off

33% Worse off

Much better off	Somewhat better off	No impact	Somewhat worse off	Much worse off	Don't know
7%	20%	25%	14%	19%	15%

Segmentation
Those who say 'Better Off'

Region

Toronto	31%
Rest of GTA	23%
South/West	26%
North/East	28%

Party ID

Liberal	31%
PC	8%
NDP	72%
Other	27%
Unaligned	19%

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NDP Brand Promise: Among those who say "better off", 3-in-10 say more funding for social services is what would make them better off

Q And how do you think you would be better/worse off?
[asked of all respondents; better n=269; worse n=327]

Better

Category	Percent
Increased funding for social services/programs	31%
Better focus on minority populations/lower income families/seniors	14%
Agrees with party's policies/platform	14%
Cares about working class/middle class/party for the people	14%
Change is better/steer away from Liberals/Conservatives	7%
Likes party/leader/positive - General	6%
Emphasizes the importance of combatting climate change	2%
Better for the economy/tax cuts/credits	2%
Balanced government /left-wing policies - Positive	1%
Other	3%
None	<1%
Don't know/Refused	4%

Worse

Category	Percent
Higher taxes/pay more/less fiscal responsibility/increased inflation	48%
Policy/Platform/Ideology concerns	18%
Former government was poor performing/don't trust	8%
Andrea Horvath/poor leadership	6%
Negative - General	4%
Negative - Federal Liberal/NDP coalition	3%
Unaccountable/not living up to promises	3%
Comparison to Liberal government	1%
Donor/special interest group controlled	1%
Government overreach/impede on rights	1%
Other	4%
None	2%
Don't know/Refused	<1%

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Liberal Brand Promise: Almost 1-in-4 (22%) say they would be better off if the Liberals were to form the next government

Q If the Ontario Liberal Party were to form the next government or hold the balance of power in a minority government, do you think **you personally** would be better off or worse off?
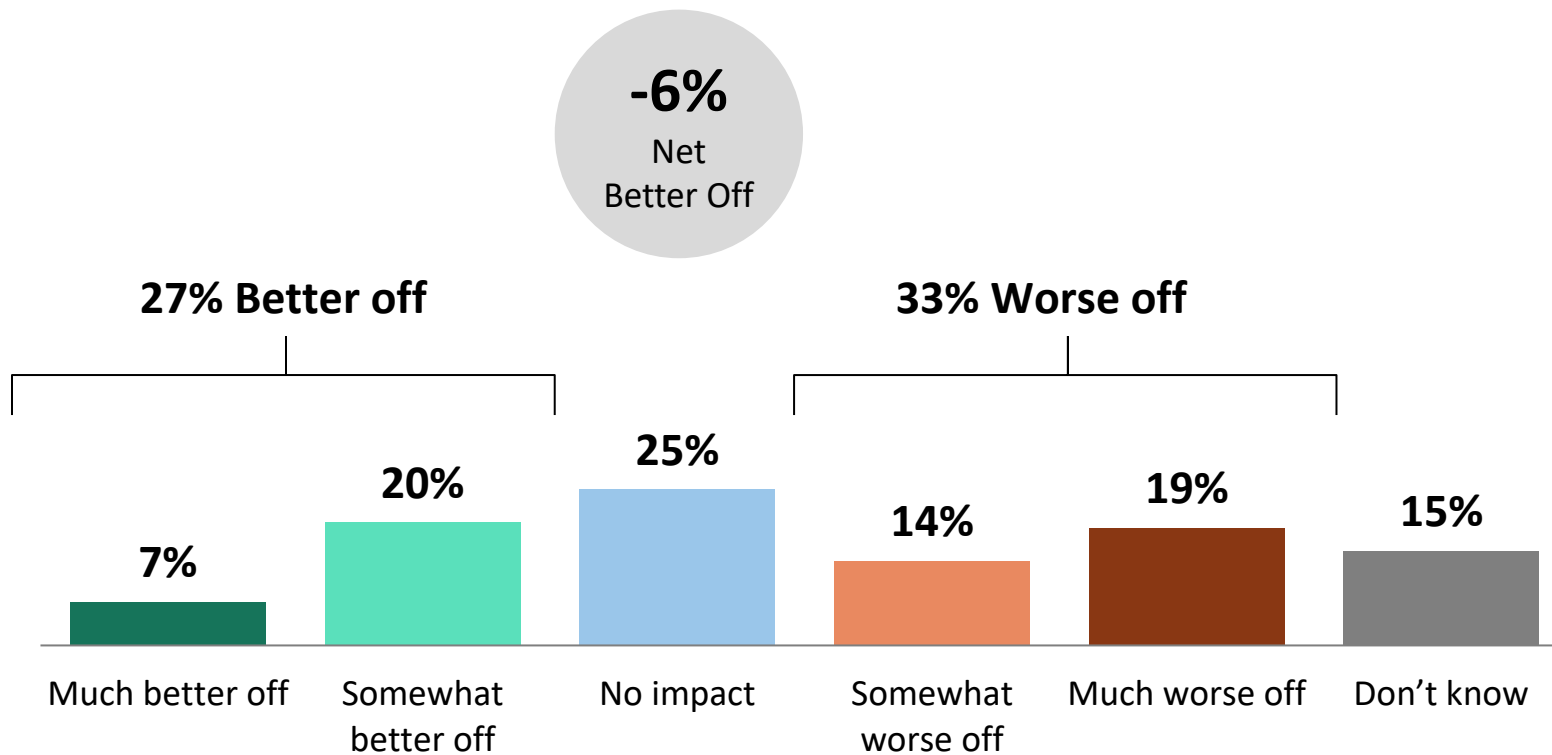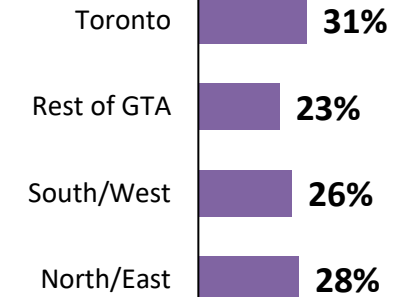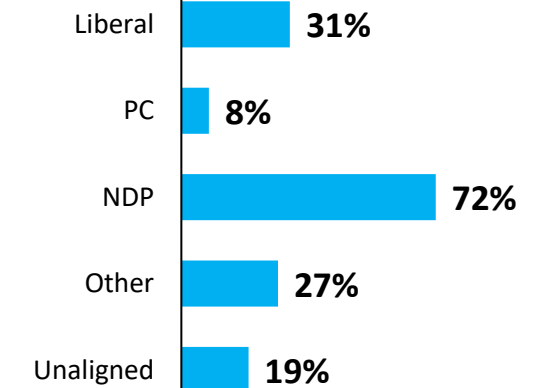[asked of all respondents, n=1,000]

-9%
Net Better Off

22% Better off

31% Worse off

Much better off	Somewhat better off	No impact	Somewhat worse off	Much worse off	Don't know
5%	17%	33%	14%	17%	14%

Segmentation
Those who say 'Better off'

Region

Toronto	28%
Rest of GTA	19%
South/West	21%
North/East	20%

Party ID

Liberal	42%
PC	4%
NDP	30%
Other	21%
Unaligned	13%

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Liberal Brand Promise: Those who say "better off", 1-in-4 say funding for social services and programs is what would make them better off

Q And how do you think you would be better/worse off?
[asked of all respondents; better n=219; worse n=310]
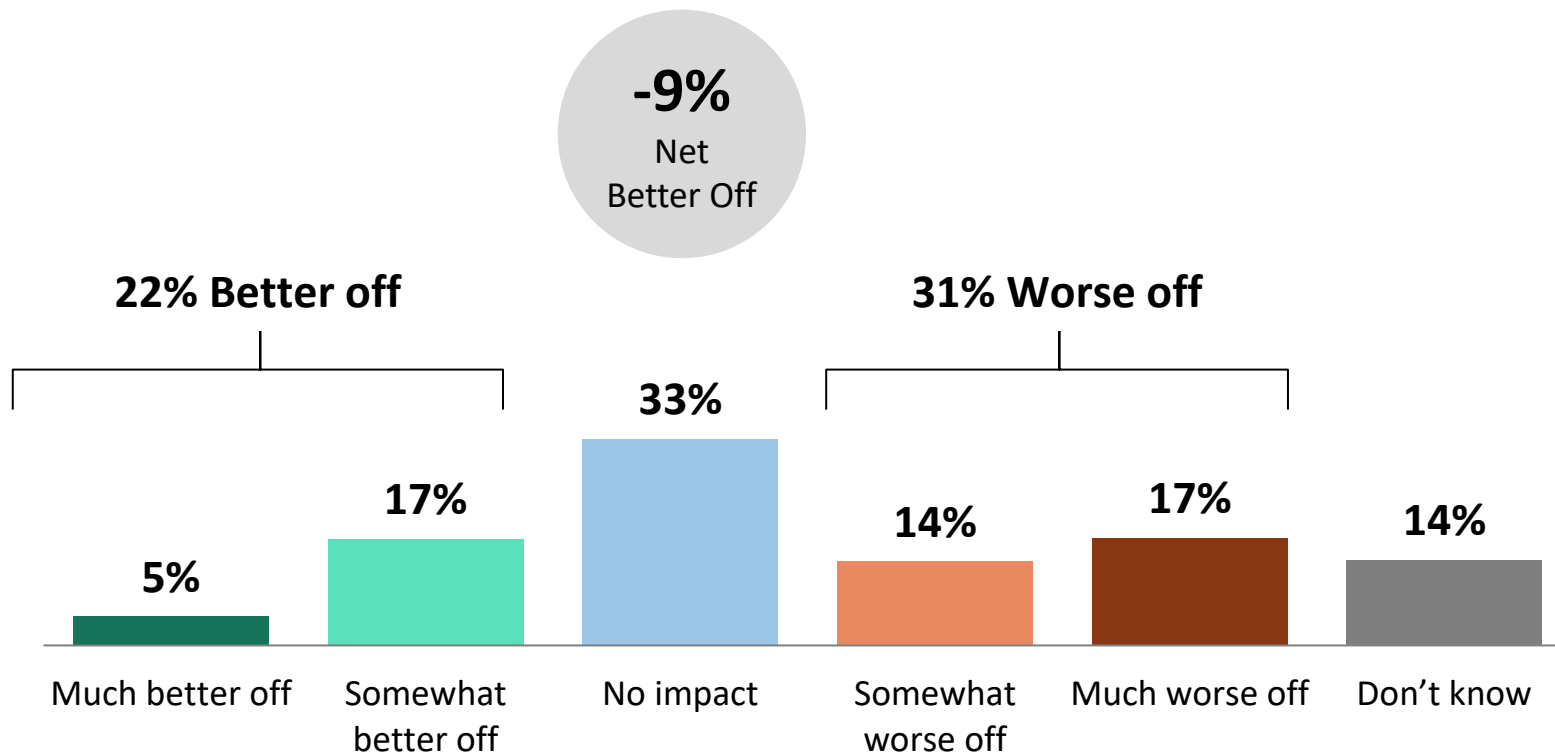

Better

Increased funding for social services/programs	23%
Better focus on minority populations/lower income families	16%
Opposed to PC party being in power	13%
Balanced government/both left & right-wing policies	8%
Agrees with party's policies/platform	7%
Likes party/leader/positive - General	4%
Emphasizes the importance of combatting climate change	4%
Better for the economy/tax cuts/credits	3%
Better equipped to handle the pandemic/more restriction put in place	2%
Party is more experienced	2%
Affordable housing	1%
Other	11%
None	1%
Don't know/Refused	3%

Worse

Wreckless spending/increase in taxes/national deficit	39%
Dislikes party/leader - General	10%
Disagrees with party's policies/platform	9%
Lack of trust for past and present Liberal party- Federally & Provincially	8%
Renegged on election promises/party is dishonest/corrupt	7%
High cost of living/inflation/increase in utilities expenses	4%
They do not listen to/represent Ontarians	4%
Not much can be accomplished in a minority Goverment	2%
Spending cuts on social services/programs	1%
Other	12%
None	2%
Don't know/Refused	2%

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PC Brand Promise: Only 19% say that they would be better off if the Progressive Conservative Party were to form the next government

Q If the Progressive Conservative Party were to form the next government or hold the balance of power in a minority government, do you think **you personally** would be better off or worse off?
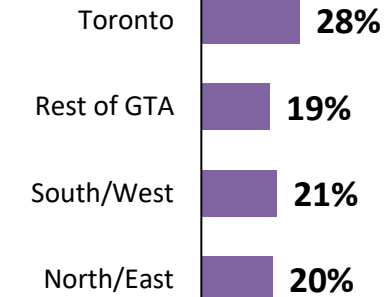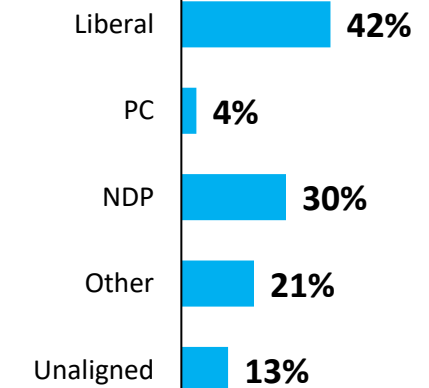[asked of all respondents, n=1,000]

-15%
Net Better Off

19% Better off

34% Worse off

5%	14%	34%	19%	15%	13%
Much better off	Somewhat better off	No impact	Somewhat worse off	Much worse off	Don't know

Segmentation
Those who say 'Better Off'

Region

Toronto	**15%**
Rest of GTA	**16%**
South/West	**24%**
North/East	**20%**

Party ID

Liberal	**10%**
PC	**47%**
NDP	**2%**
Other	**14%**
Unaligned	**9%**

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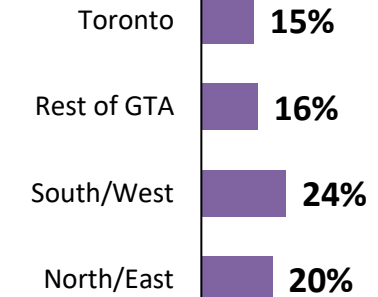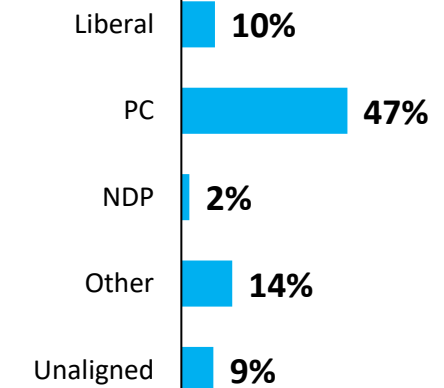
PC Brand Promise: Among those who say "better off", 2-in-5 (41%) agree the top reason is better fiscal responsibility

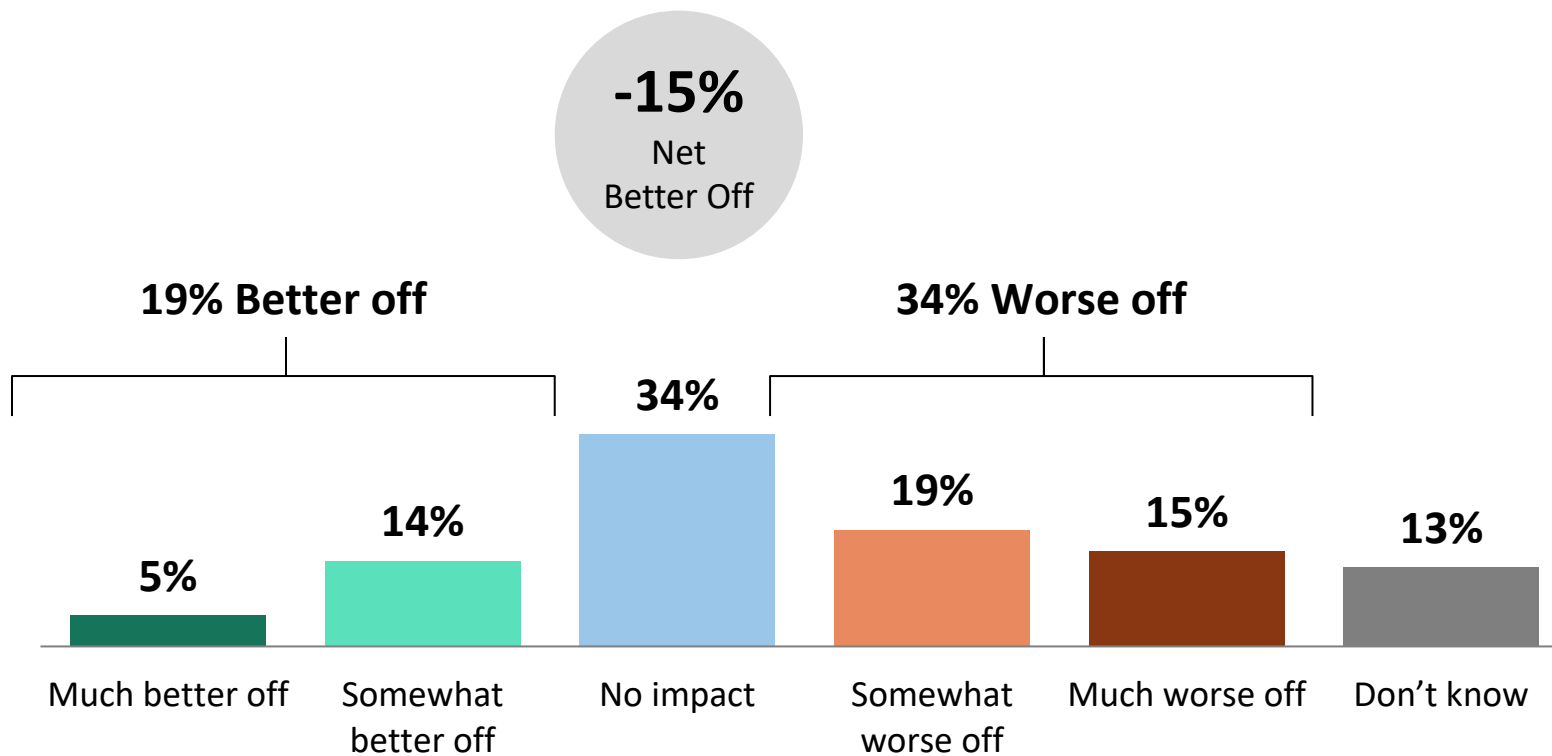**Q** And how do you think you would be better/worse off?
[asked of all respondents; better n=188; worse n=342]

Better

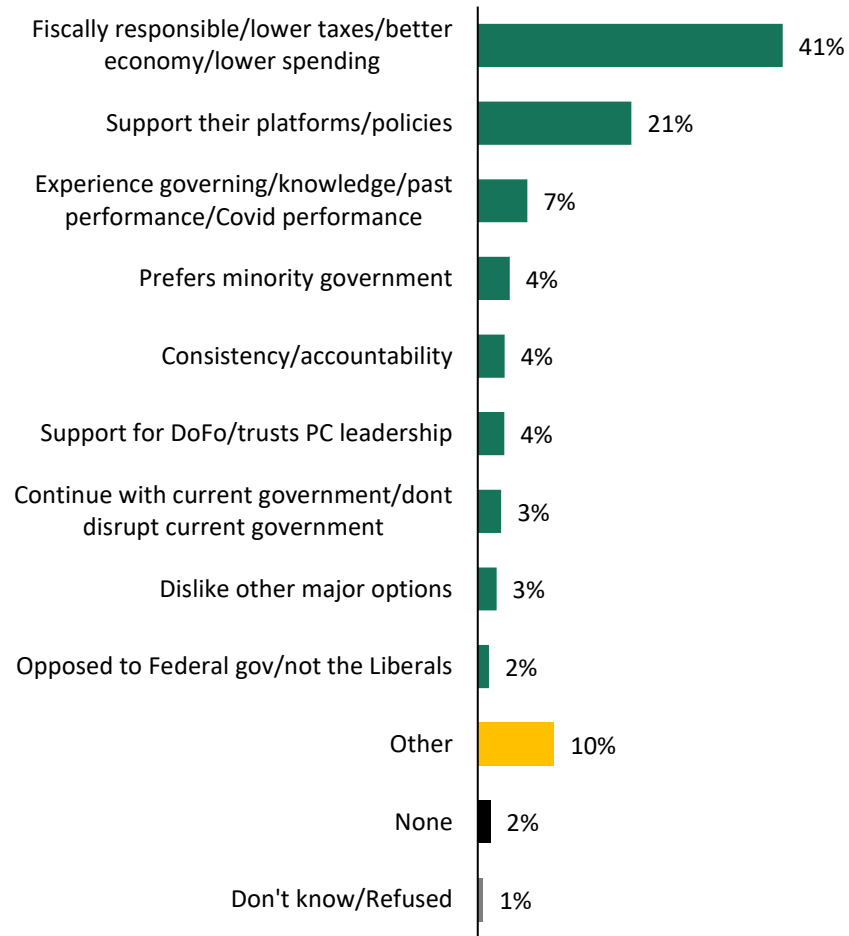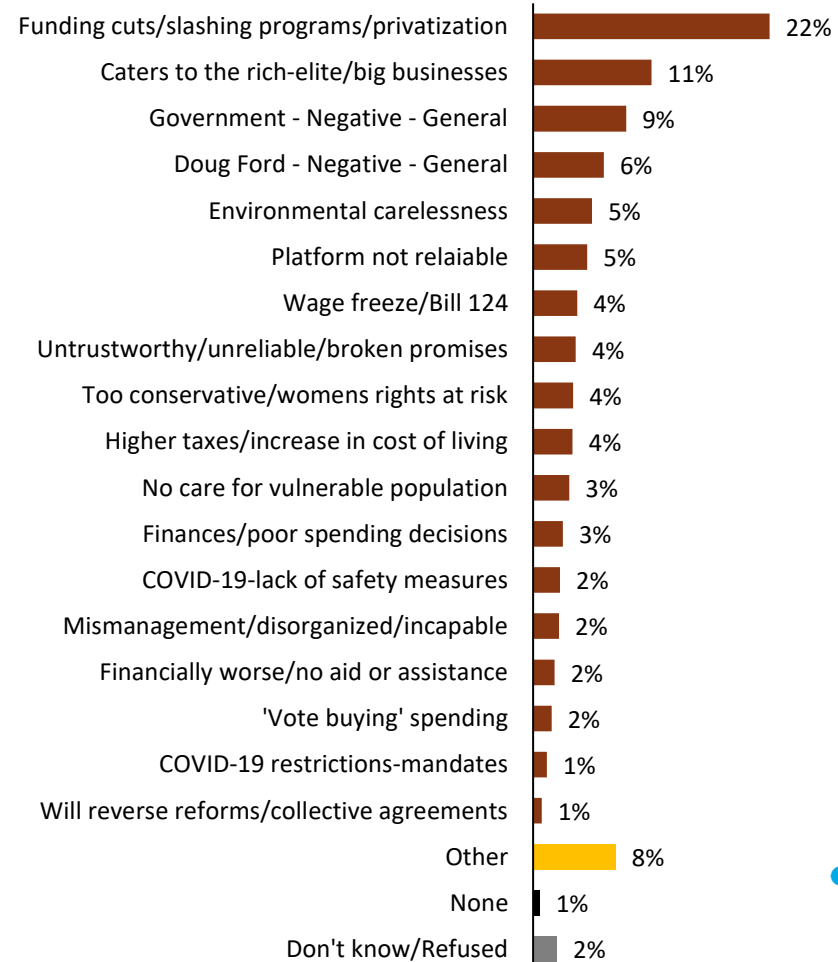| Reason	%
Fiscally responsible/lower taxes/better economy/lower spending	41%
Support their platforms/policies	21%
Experience governing/knowledge/past performance/Covid performance	7%
Prefers minority government	4%
Consistency/accountability	4%
Support for DoFo/trusts PC leadership	4%
Continue with current government/dont disrupt current government	3%
Dislike other major options	3%
Opposed to Federal gov/not the Liberals	2%
Other	10%
None	2%
Don't know/Refused	1%

Worse

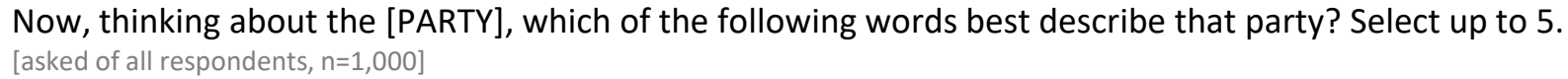| Reason	%
Funding cuts/slashing programs/privatization	22%
Caters to the rich-elite/big businesses	11%
Government - Negative - General	9%
Doug Ford - Negative - General	6%
Environmental carelessness	5%
Platform not relaiable	5%
Wage freeze/Bill 124	4%
Untrustworthy/unreliable/broken promises	4%
Too conservative/womens rights at risk	4%
Higher taxes/increase in cost of living	4%
No care for vulnerable population	3%
Finances/poor spending decisions	3%
COVID-19-lack of safety measures	2%
Mismanagement/disorganized/incapable	2%
Financially worse/no aid or assistance	2%
'Vote buying' spending	2%
COVID-19 restrictions-mandates	1%
Will reverse reforms/collective agreements	1%
Other	8%
None	1%
Don't know/Refused	2%

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Brand Personality

Brand personality is a way to humanize brands, even in politics. This month's INNOVATIVE combined items from the classic Aaker brand personality scale, the Saucier scale based on the Big 5 personality literature, and some work applying those scales in India which identified a potential secular/religious dimension in political branding.

Looking at brands this way, Ontarians see:
- The PC is seen as practical, hardworking and careless
- The Liberals as reliable, practical and careless
- The NDP as hardworking, practical, and careless

Attributes: All major parties are viewed as careless; NDP are hardworking

Q Now, thinking about the [PARTY], which of the following words best describe that party? Select up to 5.
[asked of all respondents, n=1,000]

Liberal Party

Conservative Party

New Democratic Party

Conservative Party Attributes: PC voters see the Conservative party as "practical"; non-Conservative voters see them as "careless"

Q Now, thinking about the Conservative Party, which of the following words best describe that party? Select up to 5.
[asked of all respondents, n=1,000]
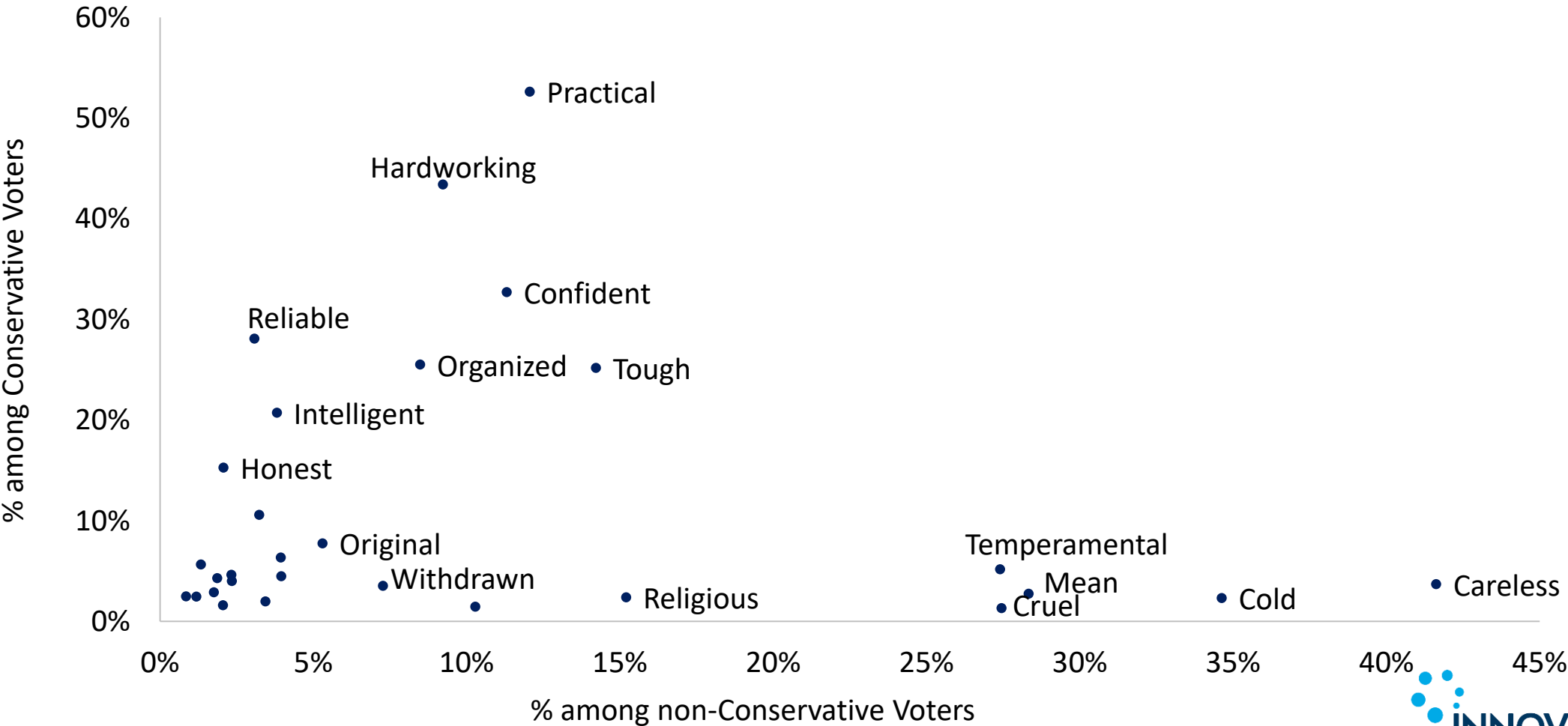
Liberal Party Attributes: Liberal voters are more likely to describe the Liberal party as "reliable"; non-Liberal voters see them as "careless"

Q Now, thinking about the Liberal Party, which of the following words best describe that party? Select up to 5.
[asked of all respondents, n=1,000]

Scatter plot with Y-axis labeled "% among Liberal Voters" (0% to 45%) and X-axis labeled "% among non-Liberal Voters" (0% to 45%).

Labeled data points:
- Reliable
- Practical
- Intelligent
- Hardworking
- Organized
- Confident
- Friendly
- Honest
- Kind
- Secular
- Imaginative
- Withdrawn
- Temperamental
- Careless
- Cruel
- Mean
- Cold

New Democratic Party Attributes: NDPers see party as "hardworking", "practical" and "honest"; non-NDP voters see them as "careless"

Q Now, thinking about the New Democratic Party, which of the following words best describe that party? Select up to 5.
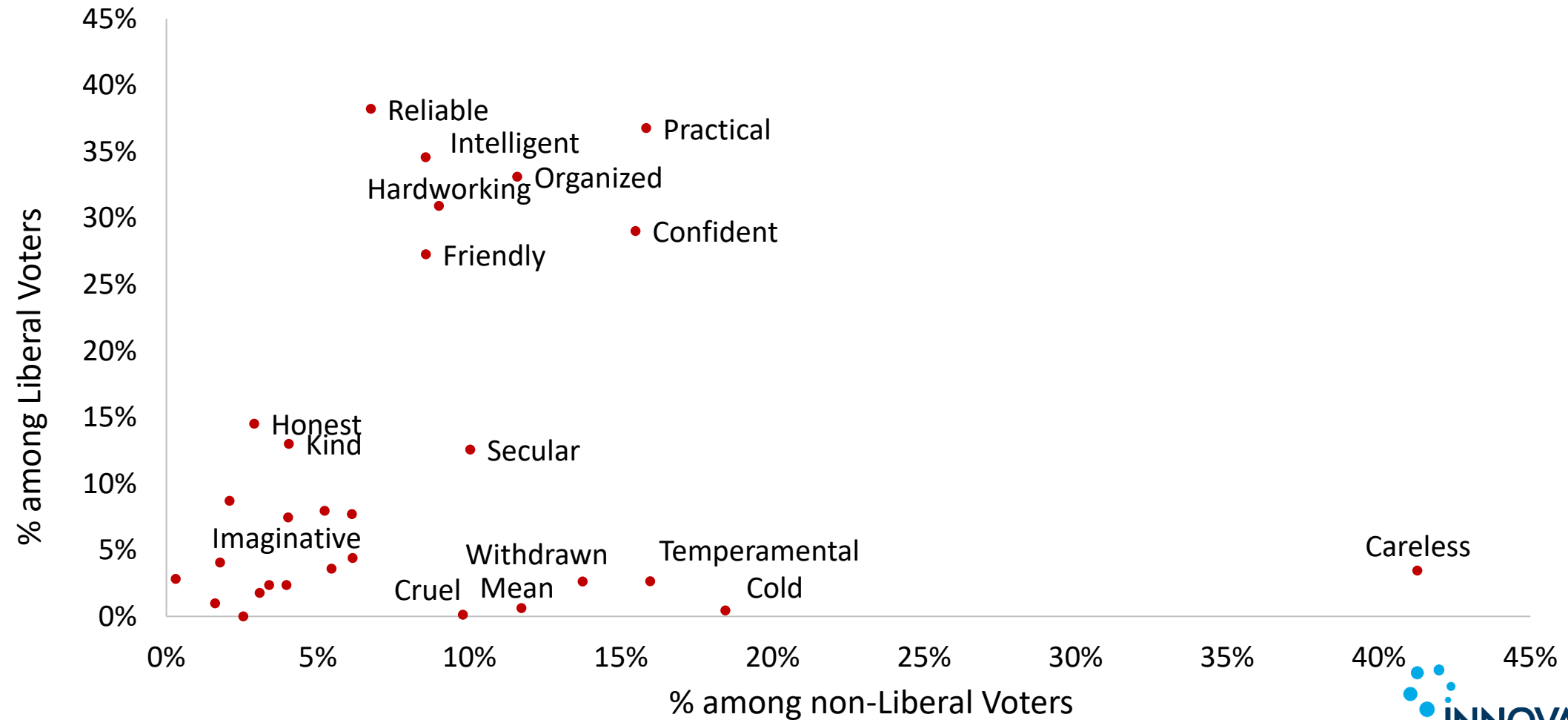[asked of all respondents, n=1,000]
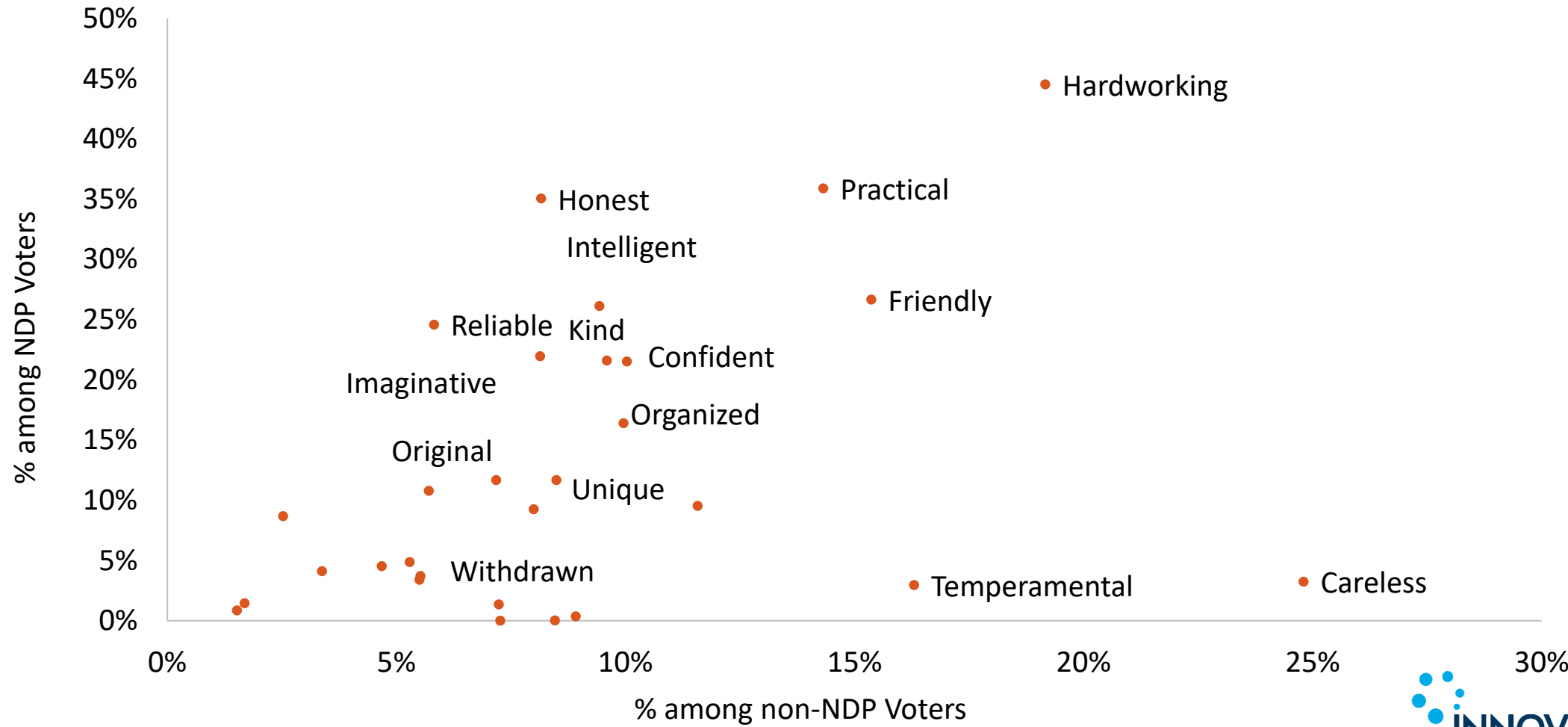
Issue Matrix and Party Image

Issue Matrix: Cost of living dominant as the first-choice issue (44%), followed by health care (25%)

Q Which of the following issues is the most important issue to you? And which of these issues in the next most important to you? And which of these issues in the next most important to you?
[asked of all respondents; n=1000]

Total

Issue	1st choice	2nd choice	3rd choice	Total
The cost of living	44%	23%	11%	**78%**
Health care	25%	27%	18%	**69%**
The environment	8%	12%	14%	**33%**
Debt and the deficit	8%	12%	13%	**32%**
Jobs	3%	7%	12%	**22%**
Social issues	5%	6%	10%	**20%**
Education	4%	7%	9%	**20%**
Electricity	1%	2%	6%	**9%**
Indigenous issues	1%	2%	3%	**6%**
Don't know	2%	1%	1%	**4%**

■ 1st choice   ■ 2nd choice   ■ 3rd choice

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Note: 'No response' not shown. Respondents who say 'Don't know' do not get asked for further priorities.

Issues: The PCs lead on the cost of living and other economic issues; however, they trail on health care and social issues

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
[asked of all respondents; n=1,000]

Issue	PC	Liberal	NDP	Green	Another	None/Don't know
Debt and the deficit	36%	14%	10%	2%	1%	37%
Jobs	32%	18%	17%	2%	1%	31%
The cost of living	28%	15%	18%	3%	1%	35%
Electricity	24%	12%	12%	9%	1%	43%
Health care	20%	20%	28%	3%	1%	29%
Education	19%	24%	22%	3%	1%	32%
Social issues	14%	16%	35%	5%	1%	30%
The environment	9%	11%	12%	42%	1%	26%
Indigenous issues	8%	15%	22%	4%	1%	48%
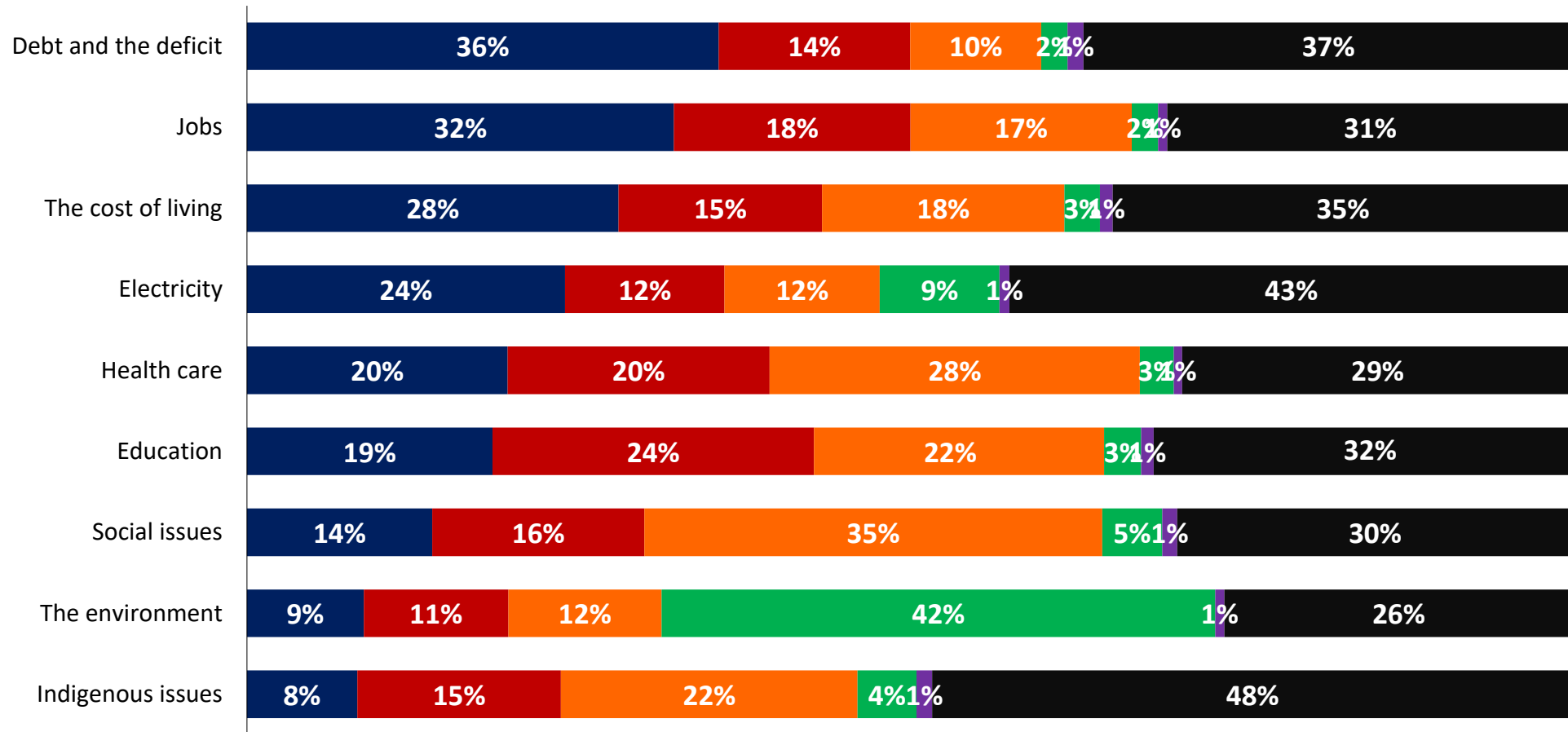
- ■ The Progressive Conservative Party
- ■ The Liberal Party
- ■ The New Democratic Party
- ■ The Green Party
- ■ Another party
- ■ None/Don't know

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Issues Tracking: The PCs are up on "debt and the deficit", while the Liberals are down on every measure

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about .... ?
[asked of all respondents; n=1,000]

Debt and the deficit
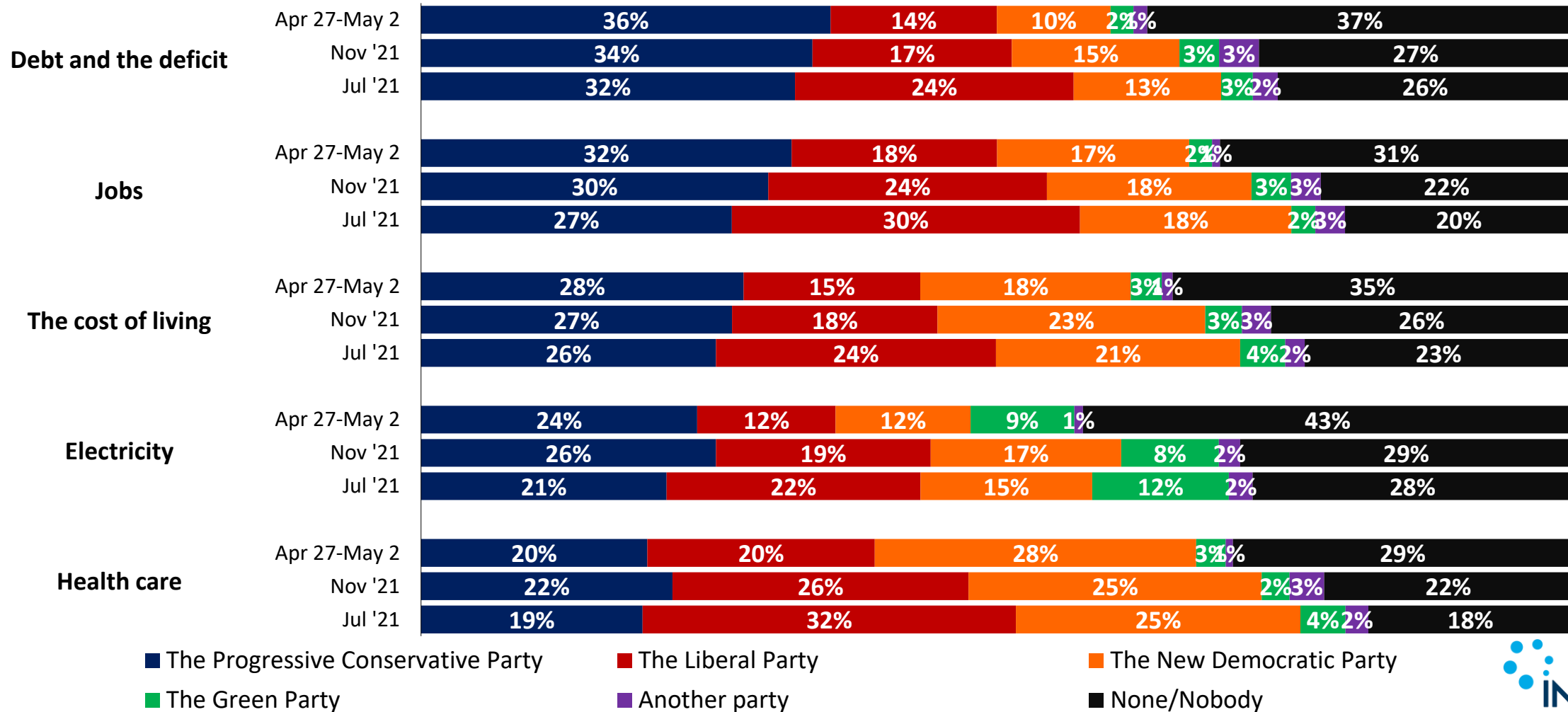
Date	PC	Liberal	NDP	Green	Another	None
Apr 27-May 2	36%	14%	10%	2%	1%	37%
Nov '21	34%	17%	15%	3%	3%	27%
Jul '21	32%	24%	13%	3%	2%	26%

Jobs

Date	PC	Liberal	NDP	Green	Another	None
Apr 27-May 2	32%	18%	17%	2%	1%	31%
Nov '21	30%	24%	18%	3%	3%	22%
Jul '21	27%	30%	18%	2%	3%	20%

The cost of living

Date	PC	Liberal	NDP	Green	Another	None
Apr 27-May 2	28%	15%	18%	3%	1%	35%
Nov '21	27%	18%	23%	3%	3%	26%
Jul '21	26%	24%	21%	4%	2%	23%

Electricity

Date	PC	Liberal	NDP	Green	Another	None
Apr 27-May 2	24%	12%	12%	9%	1%	43%
Nov '21	26%	19%	17%	8%	2%	29%
Jul '21	21%	22%	15%	12%	2%	28%

Health care

Date	PC	Liberal	NDP	Green	Another	None
Apr 27-May 2	20%	20%	28%	3%	1%	29%
Nov '21	22%	26%	25%	2%	3%	22%
Jul '21	19%	32%	25%	4%	2%	18%

Legend:
- The Progressive Conservative Party
- The Liberal Party
- The New Democratic Party
- The Green Party
- Another party
- None/Nobody

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Issues Tracking: The PCs and Liberals are down on every measure this wave

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
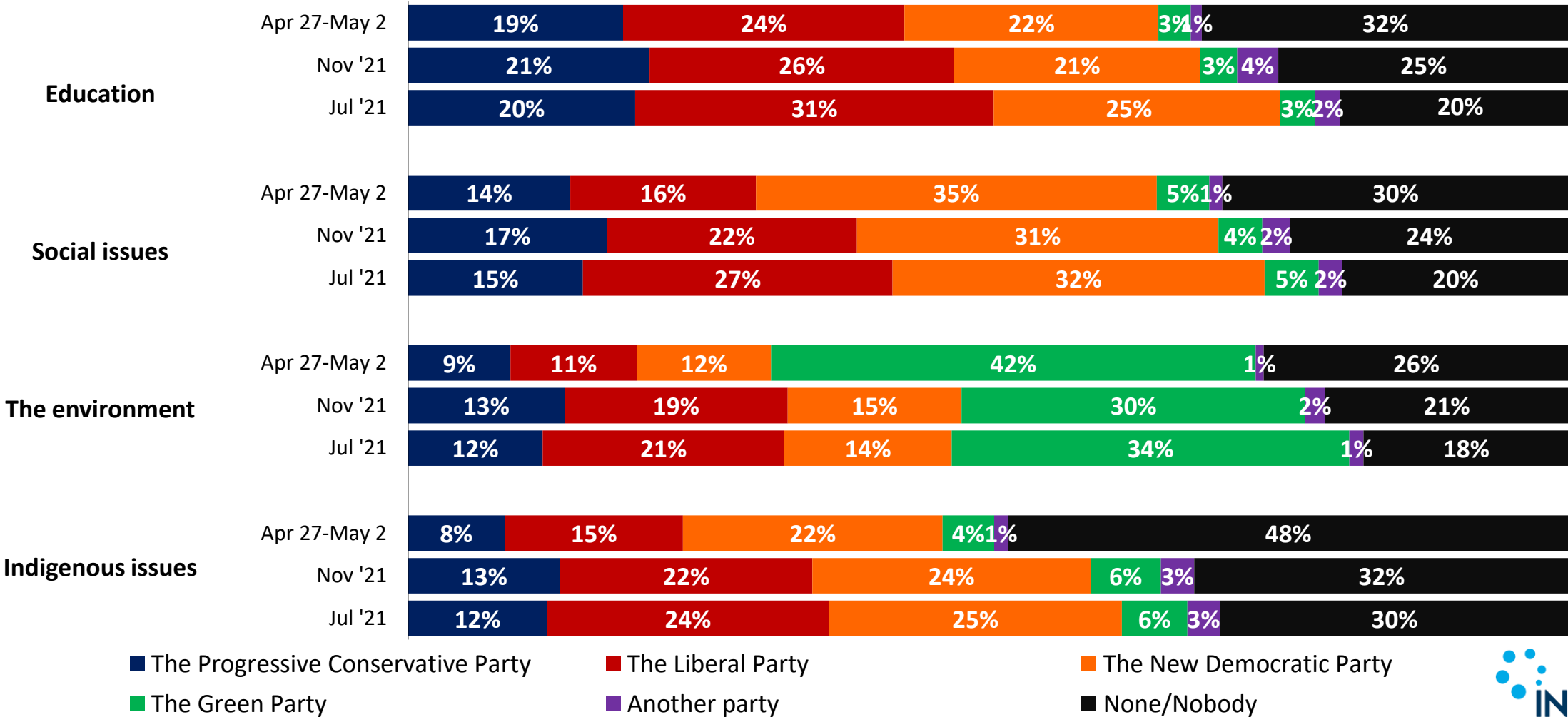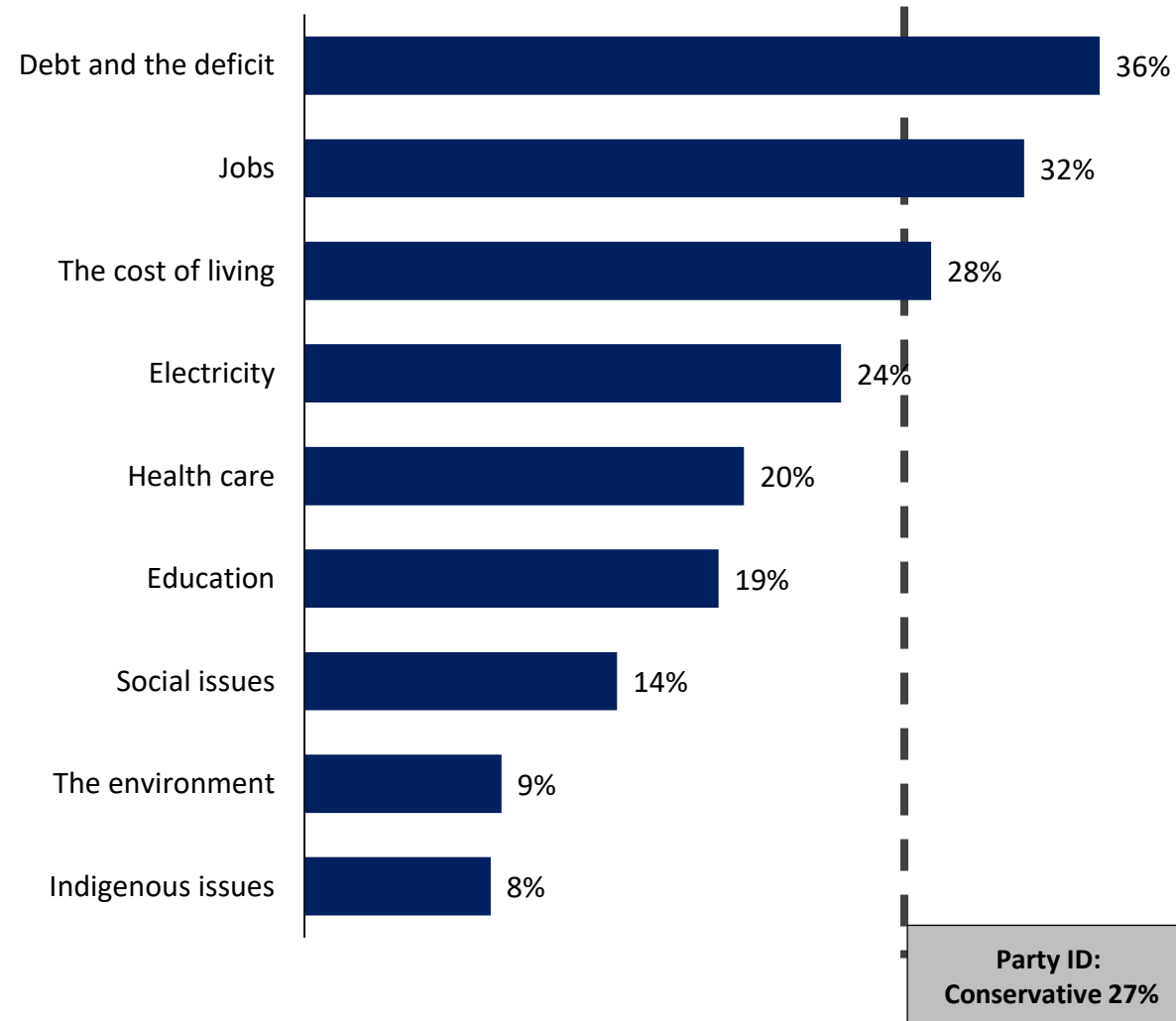[asked of all respondents; n=1,000]

Education

	PC	Liberal	NDP	Green	Another	None
Apr 27-May 2	19%	24%	22%	3%	1%	32%
Nov '21	21%	26%	21%	3%	4%	25%
Jul '21	20%	31%	25%	3%	2%	20%

Social issues

	PC	Liberal	NDP	Green	Another	None
Apr 27-May 2	14%	16%	35%	5%	1%	30%
Nov '21	17%	22%	31%	4%	2%	24%
Jul '21	15%	27%	32%	5%	2%	20%

The environment

	PC	Liberal	NDP	Green	Another	None
Apr 27-May 2	9%	11%	12%	42%	1%	26%
Nov '21	13%	19%	15%	30%	2%	21%
Jul '21	12%	21%	14%	34%	1%	18%

Indigenous issues

	PC	Liberal	NDP	Green	Another	None
Apr 27-May 2	8%	15%	22%	4%	1%	48%
Nov '21	13%	22%	24%	6%	3%	32%
Jul '21	12%	24%	25%	6%	3%	30%

■ The Progressive Conservative Party   ■ The Liberal Party   ■ The New Democratic Party
■ The Green Party   ■ Another party   ■ None/Nobody

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PC Issues: The PCs overperform their partisanship on debt and the deficit, jobs, and the cost of living

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
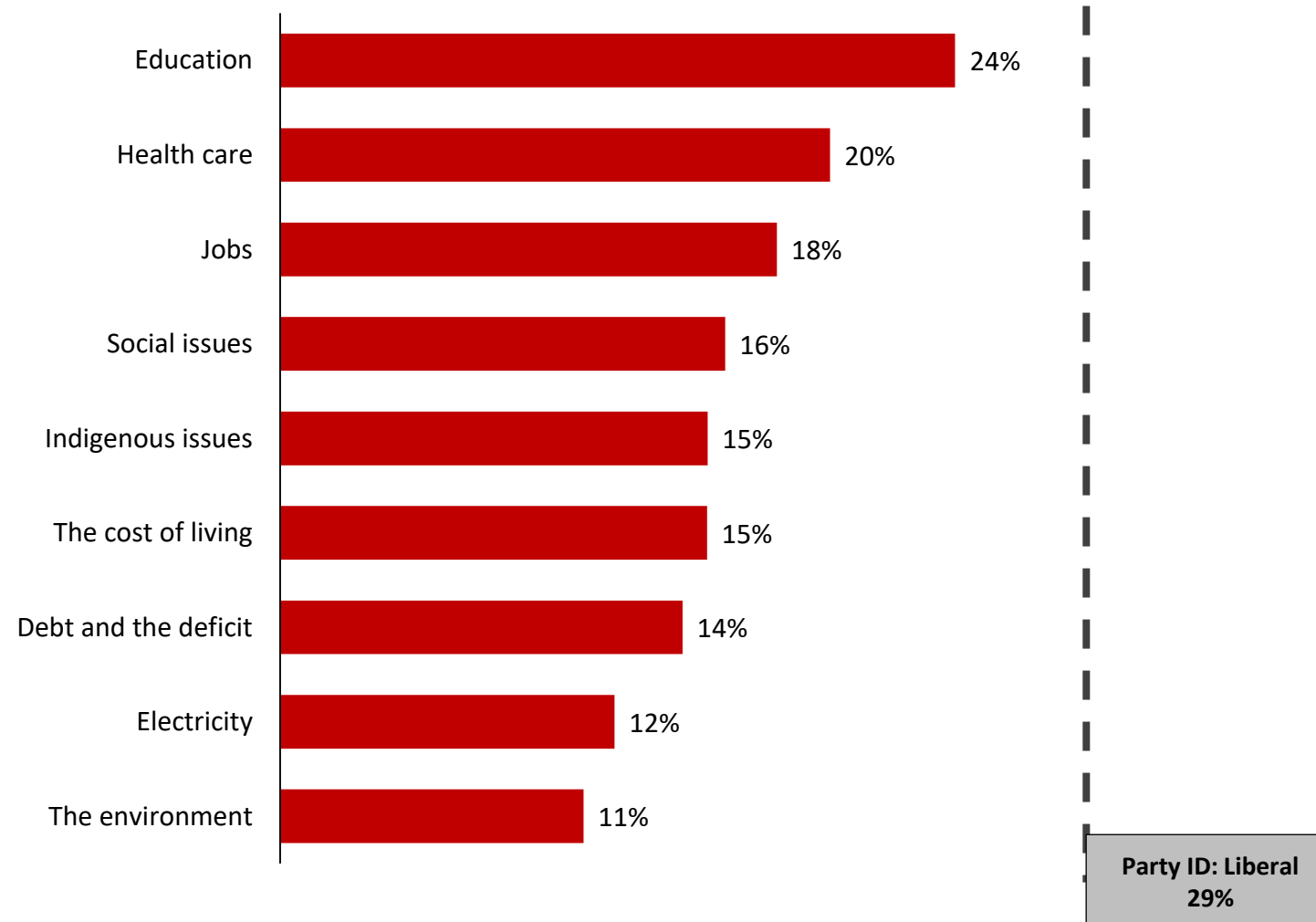
[asked of all respondents; n=1,000]

Issue	%
Debt and the deficit	36%
Jobs	32%
The cost of living	28%
Electricity	24%
Health care	20%
Education	19%
Social issues	14%
The environment	9%
Indigenous issues	8%

Party ID: Conservative 27%

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Liberal Issues: The Liberals underperform on every issue; weakest on electricity and the environment

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
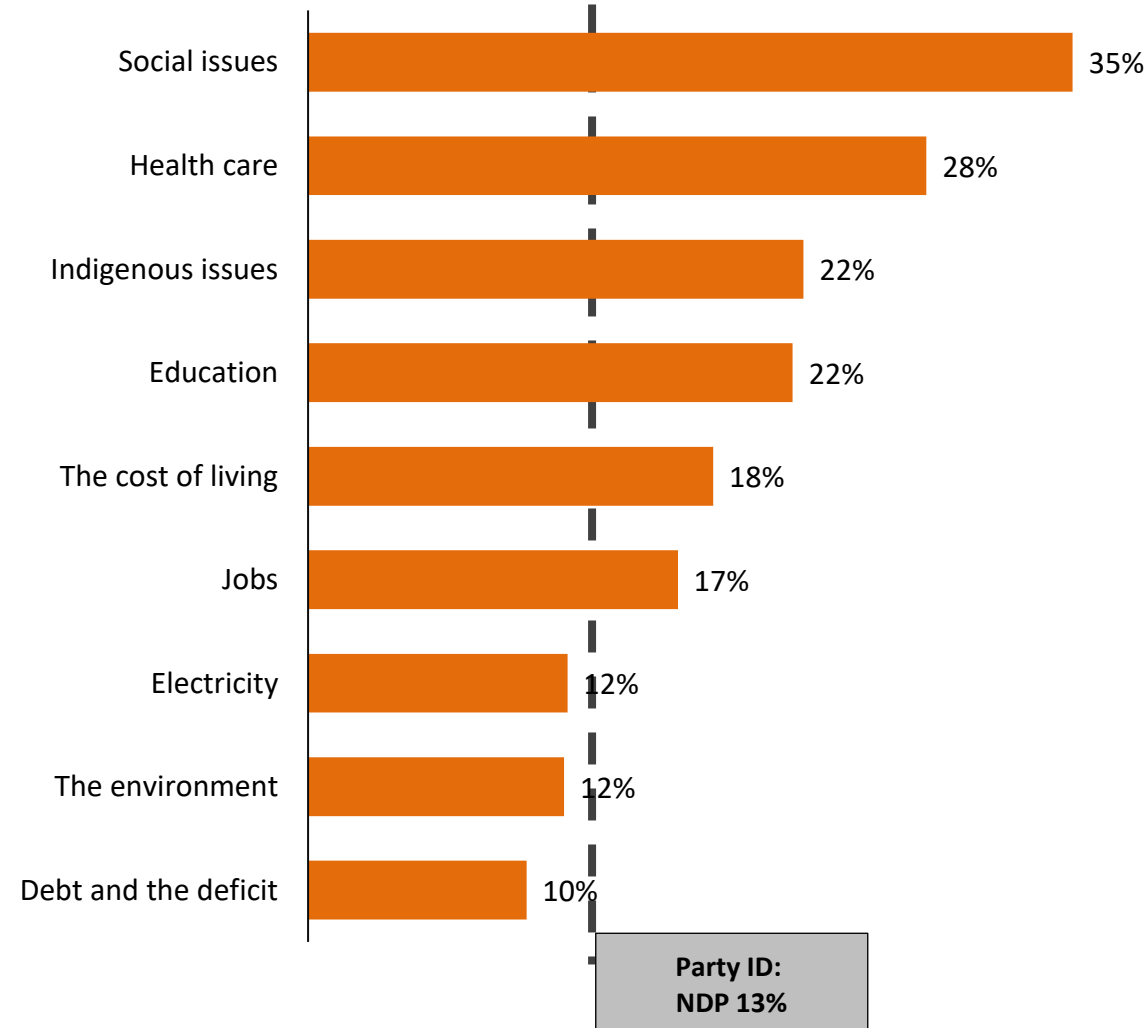
[asked of all respondents; n=1,000]

Issue	%
Education	24%
Health care	20%
Jobs	18%
Social issues	16%
Indigenous issues	15%
The cost of living	15%
Debt and the deficit	14%
Electricity	12%
The environment	11%

Party ID: Liberal 29%

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NDP Issues: The NDP perform well above their party ID benchmark on social issues (35%) and health care (28%)

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about …. ?
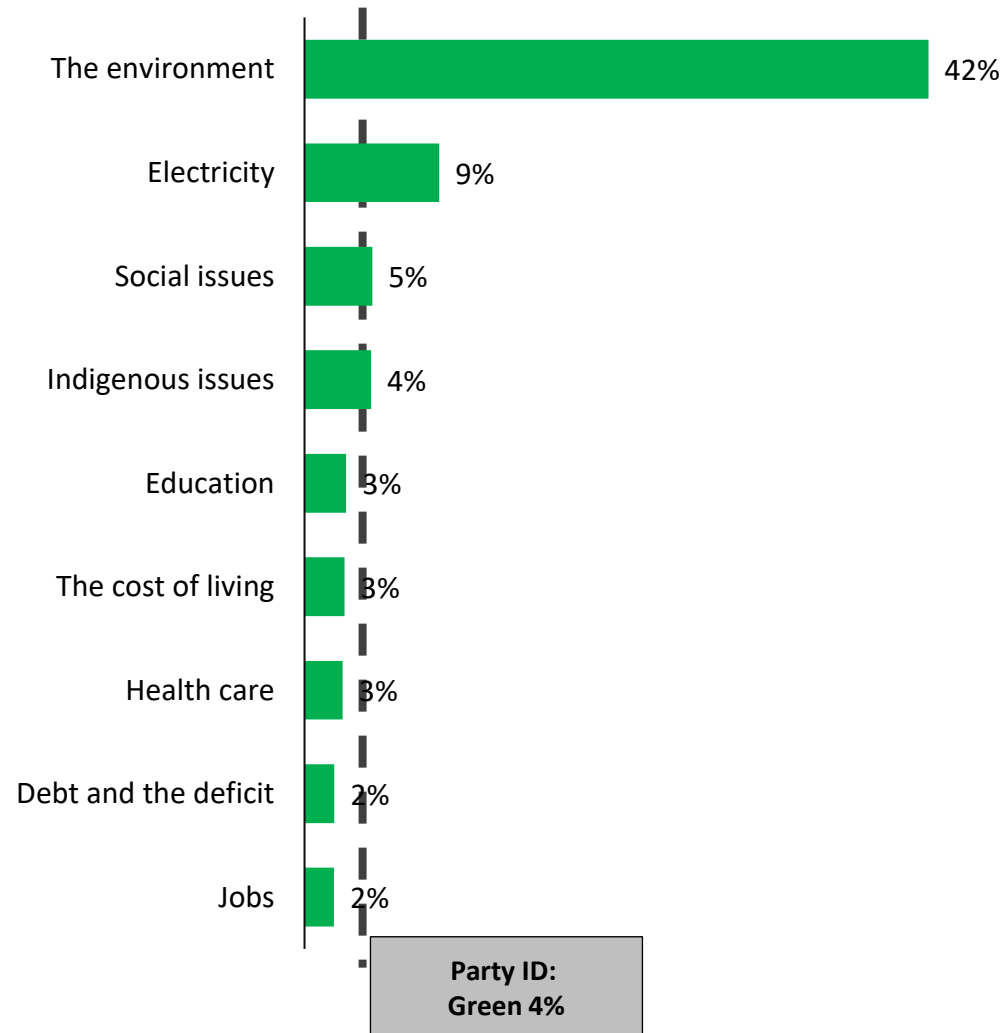[asked of all respondents; n=1,000]

Issue	Percentage
Social issues	35%
Health care	28%
Indigenous issues	22%
Education	22%
The cost of living	18%
Jobs	17%
Electricity	12%
The environment	12%
Debt and the deficit	10%

Party ID:
NDP 13%

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Green Issues: The Green Party is defined by the environment

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a better job, or if you think none of the parties would do a good job on that issue. How about .... ?
[asked of all respondents; n=1,000]

Issue	Percentage
The environment	42%
Electricity	9%
Social issues	5%
Indigenous issues	4%
Education	3%
The cost of living	3%
Health care	3%
Debt and the deficit	2%
Jobs	2%

Party ID: Green 4%

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Methodology

Survey Methodology

These are the results of an online survey conducted between April 27ᵗʰ and May 2ⁿᵈ, 2022.

Method: This online survey was conducted using Asking Canadians, 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 Asking Canadians can be found here.

Sample Size: n=1409 Ontario residents, 18 years or older. The results are weighted to n=1000 based on Census data from Statistics Canada.

Field Dates: April 27ᵗʰ to May 2ⁿᵈ, 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 1.19. 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	127	9.1%	138	13.8%
Men 35-54	229	16.3%	166	16.6%
Men 55+	389	27.7%	176	17.7%
Women 18-34	144	10.3%	137	13.8%
Women 35-54	233	16.6%	177	17.8%
Women 55+	280	20.0%	202	20.3%
Toronto	281	19.9%	208	20.8%
Rest of GTA	323	22.9%	264	26.4%
South/West	277	19.7%	254	25.4%
North/East	528	37.5%	274	27.4%

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