Ontario Politics

INNOVATIVE
RESEARCH GROUP

Public Opinion Research
Field Dates: April 27 to May 2, 2022
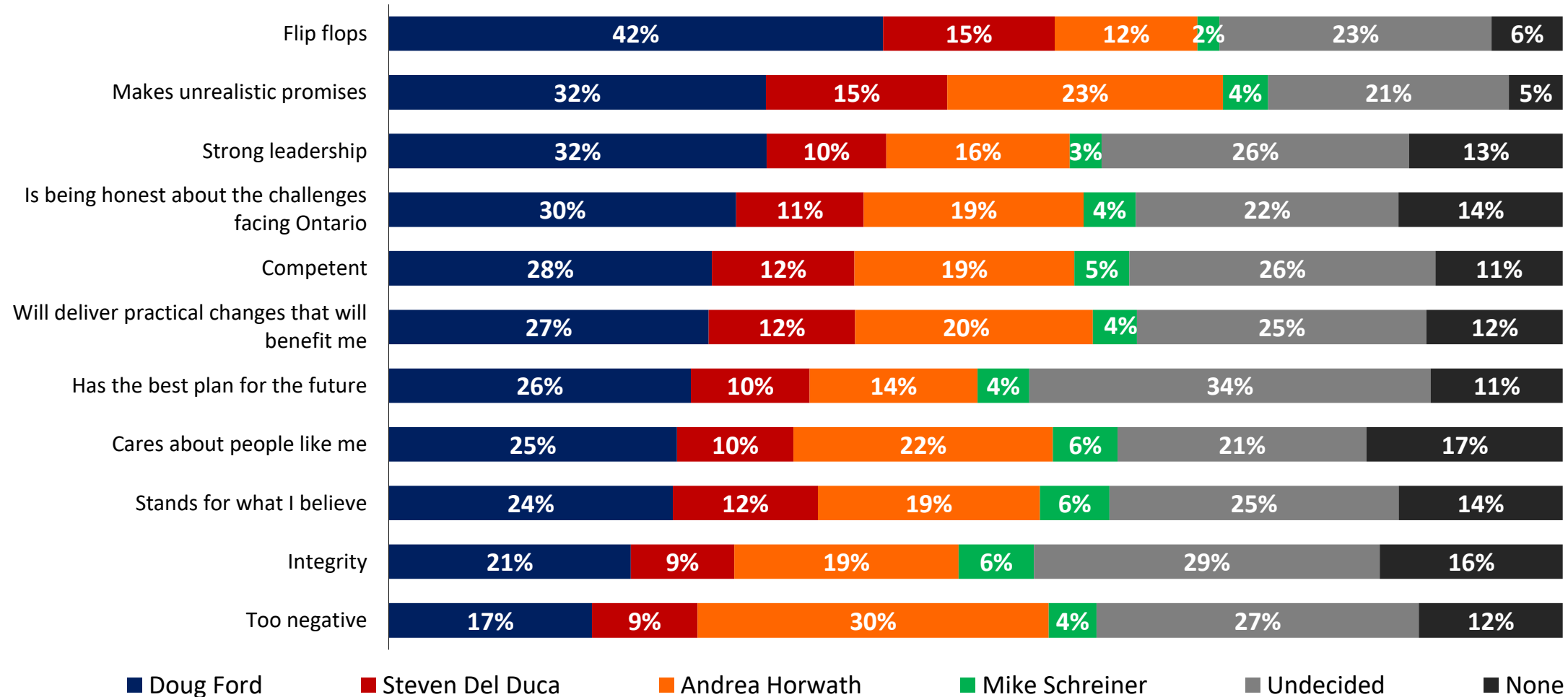**Release Date: May 5, 2022**

Leadership Attributes

Leadership Attributes: Ford leads Horwath on "caring" and "change that benefits me", Horwath seen as too negative

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…

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

Attribute	Doug Ford	Steven Del Duca	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	42%	15%	12%	2%	23%	6%
Makes unrealistic promises	32%	15%	23%	4%	21%	5%
Strong leadership	32%	10%	16%	3%	26%	13%
Is being honest about the challenges facing Ontario	30%	11%	19%	4%	22%	14%
Competent	28%	12%	19%	5%	26%	11%
Will deliver practical changes that will benefit me	27%	12%	20%	4%	25%	12%
Has the best plan for the future	26%	10%	14%	4%	34%	11%
Cares about people like me	25%	10%	22%	6%	21%	17%
Stands for what I believe	24%	12%	19%	6%	25%	14%
Integrity	21%	9%	19%	6%	29%	16%
Too negative	17%	9%	30%	4%	27%	12%

Legend: ■ Doug Ford ■ Steven Del Duca ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Leadership Attributes: Ford and Horwath down (-4 pts.) on "stands for what I believe in" but Ford still leads

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
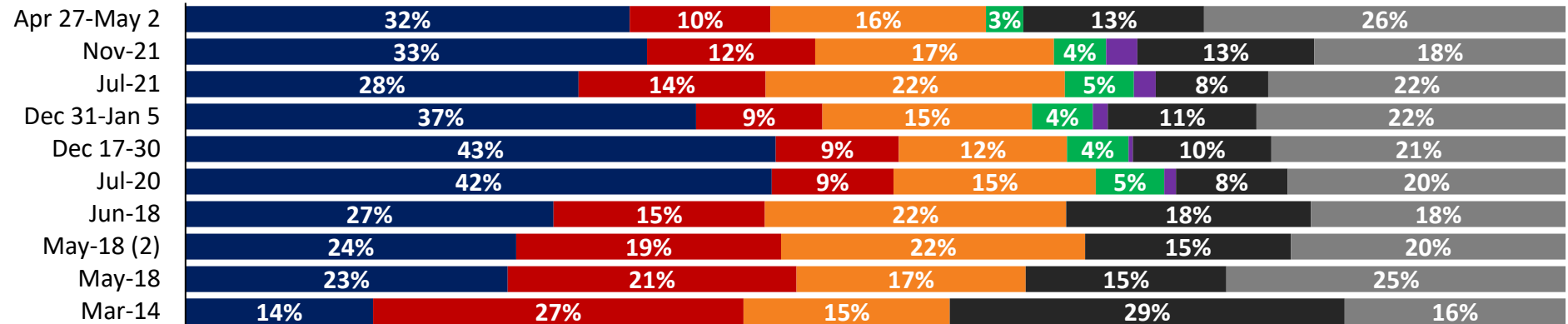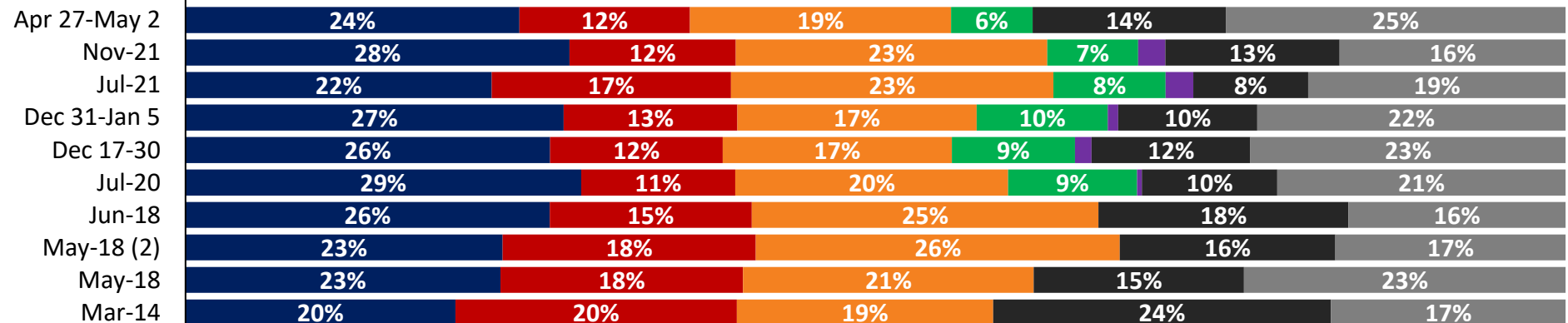
[asked of all respondents; n=1,000]

Strong leadership

Date	Doug Ford/Tim Hudak, PC	Steven Del Duca/Kathleen Wynne, Liberal	Andrea Horwath, NDP	Mike Shreiner, Green Party	Other	None	Undecided
Apr 27-May 2	32%	10%	16%	3%		13%	26%
Nov-21	33%	12%	17%	4%		13%	18%
Jul-21	28%	14%	22%	5%		8%	22%
Dec 31-Jan 5	37%	9%	15%	4%		11%	22%
Dec 17-30	43%	9%	12%	4%		10%	21%
Jul-20	42%	9%	15%	5%		8%	20%
Jun-18	27%	15%	22%			18%	18%
May-18 (2)	24%	19%	22%			15%	20%
May-18	23%	21%	17%			15%	25%
Mar-14	14%	27%	15%			29%	16%

Stands for what I believe in

Date	Doug Ford/Tim Hudak, PC	Steven Del Duca/Kathleen Wynne, Liberal	Andrea Horwath, NDP	Mike Shreiner, Green Party	Other	None	Undecided
Apr 27-May 2	24%	12%	19%	6%		14%	25%
Nov-21	28%	12%	23%	7%		13%	16%
Jul-21	22%	17%	23%	8%		8%	19%
Dec 31-Jan 5	27%	13%	17%	10%		10%	22%
Dec 17-30	26%	12%	17%	9%		12%	23%
Jul-20	29%	11%	20%	9%		10%	21%
Jun-18	26%	15%	25%			18%	16%
May-18 (2)	23%	18%	26%			16%	17%
May-18	23%	18%	21%			15%	23%
Mar-14	20%	20%	19%			24%	17%

Legend:
- Doug Ford/Tim Hudak, PC
- Steven Del Duca/Kathleen Wynne, Liberal
- Andrea Horwath, NDP
- Mike Shreiner, Green Party
- Other
- None
- Undecided

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Note: Prior to July 2020, the Green Party leader and "Other" were not given as options and the final options were "none of them stand out" and "don't know".
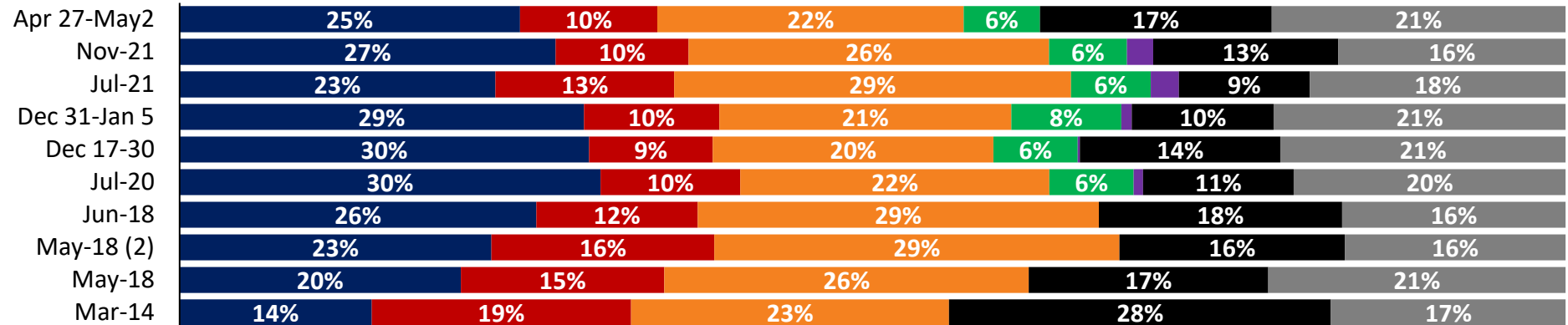
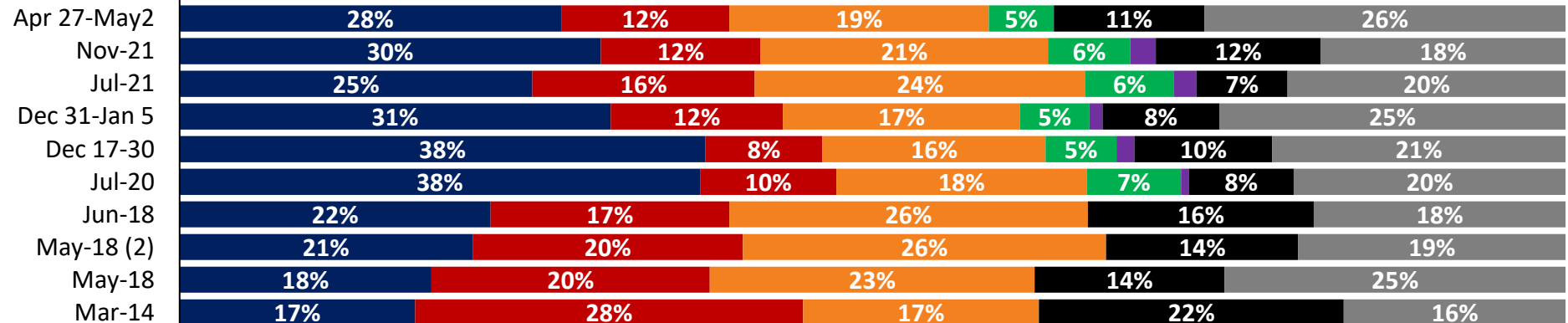# Leadership Attributes: Ford and Horwath are down on both "caring" and "competence"

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…

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

Cares about people like me

Date	Doug Ford/Tim Hudak, PC	Steven Del Duca/Kathleen Wynne, Liberal	Andrea Horwath, NDP	Mike Shreiner, Green Party	Other	None	Undecided
Apr 27-May2	25%	10%	22%	6%		17%	21%
Nov-21	27%	10%	26%	6%		13%	16%
Jul-21	23%	13%	29%	6%		9%	18%
Dec 31-Jan 5	29%	10%	21%	8%		10%	21%
Dec 17-30	30%	9%	20%	6%		14%	21%
Jul-20	30%	10%	22%	6%		11%	20%
Jun-18	26%	12%	29%			18%	16%
May-18 (2)	23%	16%	29%			16%	16%
May-18	20%	15%	26%			17%	21%
Mar-14	14%	19%	23%			28%	17%

Competent

Date	Doug Ford/Tim Hudak, PC	Steven Del Duca/Kathleen Wynne, Liberal	Andrea Horwath, NDP	Mike Shreiner, Green Party	Other	None	Undecided
Apr 27-May2	28%	12%	19%	5%		11%	26%
Nov-21	30%	12%	21%	6%		12%	18%
Jul-21	25%	16%	24%	6%		7%	20%
Dec 31-Jan 5	31%	12%	17%	5%		8%	25%
Dec 17-30	38%	8%	16%	5%		10%	21%
Jul-20	38%	10%	18%	7%		8%	20%
Jun-18	22%	17%	26%			16%	18%
May-18 (2)	21%	20%	26%			14%	19%
May-18	18%	20%	23%			14%	25%
Mar-14	17%	28%	17%			22%	16%

Legend:
- Doug Ford/Tim Hudak, PC
- Steven Del Duca/Kathleen Wynne, Liberal
- Andrea Horwath, NDP
- Mike Shreiner, Green Party
- Other
- None
- Undecided

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Note: Prior to July 2020, the Green Party leader and "Other" were not given as options and the final options were "none of them stand out" and "don't know".

Leadership Attributes: More Ontarios say Ford flip flops now than in 2018, while fewer say "makes unrealistic promises"

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...
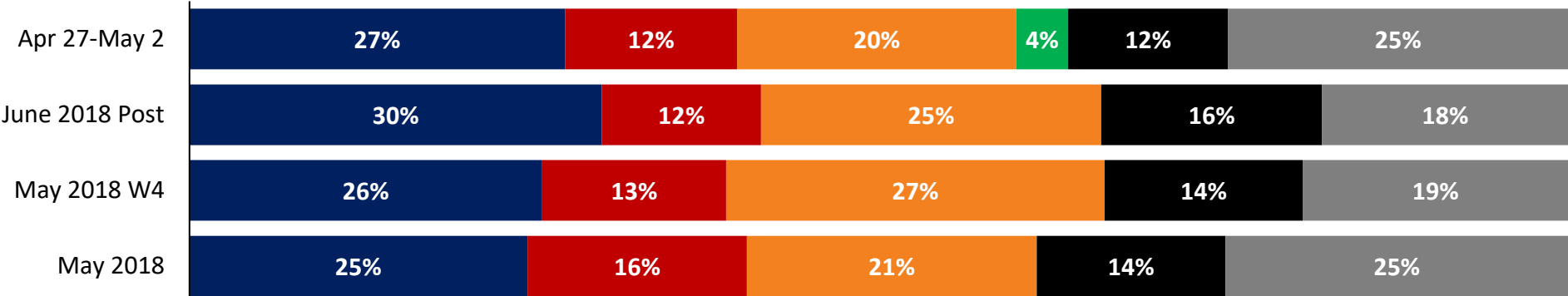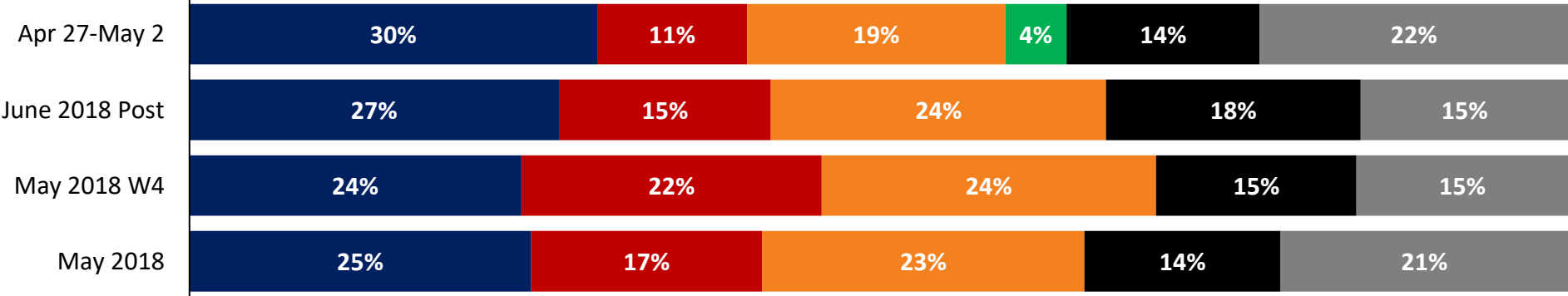
[asked of all respondents; n=1,000]

Flip flops

	PC	Liberal	NDP	Green	None	Undecided
Apr 27-May 2	42%	15%	12%	2%	6%	23%
June 2018 Post	33%	26%	11%		9%	21%
May 2018 W4	34%	31%	8%		8%	20%
May 2018	30%	30%	7%		9%	23%
March 2014	26%	21%	12%		17%	24%

Makes unrealistic Promises

	PC	Liberal	NDP	Green	None	Undecided
Apr 27-May 2	32%	15%	23%	4%	5%	21%
June 2018 Post	42%	19%	22%		5%	12%
May 2018 W4	41%	24%	18%		5%	12%
May 2018	35%	36%	11%		4%	14%
March 2014	30%	23%	14%		13%	19%

- ■ Doug Ford/Tim Hudak, PC
- ■ Steven Del Duca/Kathleen Wynne, Liberal
- ■ Andrea Horwath, NDP
- ■ Mike Shreiner, Green Party
- ■ Other
- ■ None
- ■ Undecided

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Note: Prior to July 2020, the Green Party leader and "Other" were not given as options and the final options were "none of them stand out" and "don't know".

Leadership Attributes: Ford, the incumbent Premier, has 7-point lead on "delivering change"

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

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

Will deliver practical changes that will benefit me

	Ford/PC	Liberal	NDP	Green	None	Undecided
Apr 27-May 2	27%	12%	20%	4%	12%	25%
June 2018 Post	30%	12%	25%		16%	18%
May 2018 W4	26%	13%	27%		14%	19%
May 2018	25%	16%	21%		14%	25%

Is being honest about the challenges facing Ontario

	Ford/PC	Liberal	NDP	Green	None	Undecided
Apr 27-May 2	30%	11%	19%	4%	14%	22%
June 2018 Post	27%	15%	24%		18%	15%
May 2018 W4	24%	22%	24%		15%	15%
May 2018	25%	17%	23%		14%	21%

■ Doug Ford/Tim Hudak, PC ■ Steven Del Duca/Kathleen Wynne, Liberal
■ Andrea Horwath, NDP ■ Mike Shreiner, Green Party
■ Other ■ None
■ Undecided

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Note: Prior to July 2020, the Green Party leader and "Other" were not given as options and the final options were "none of them stand out" and "don't know".
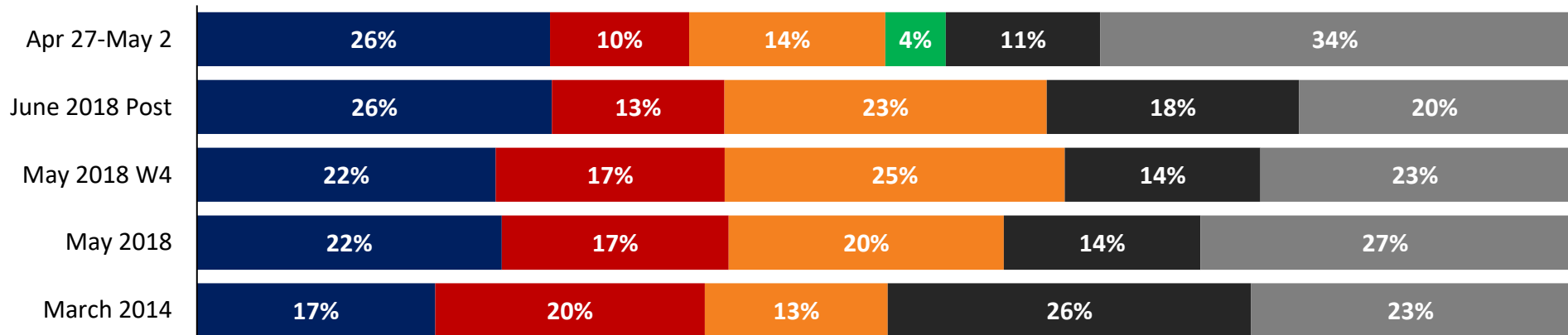
Leadership Attributes: NDP and Liberal leaders down from 2018 on "best plan" and "integrity", particularly Horwath
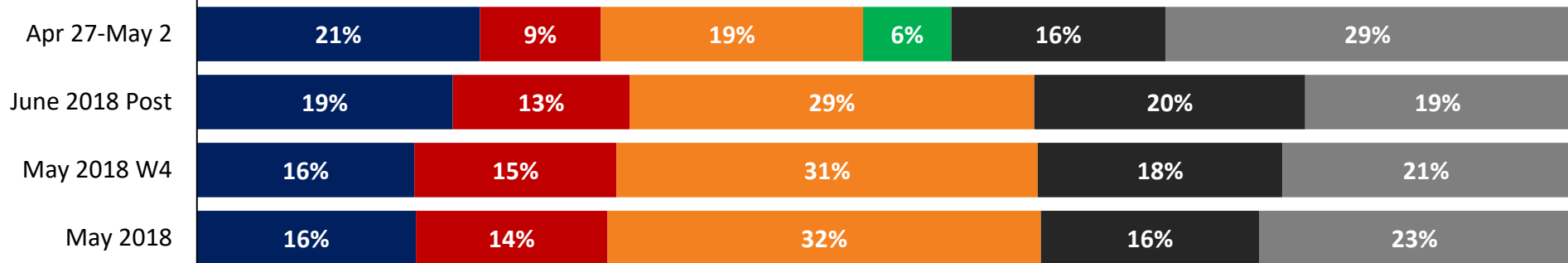
Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…

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

Has the best plan for the future

	PC	Liberal	NDP	Green	None	Undecided
Apr 27-May 2	26%	10%	14%	4%	11%	34%
June 2018 Post	26%	13%	23%		18%	20%
May 2018 W4	22%	17%	25%		14%	23%
May 2018	22%	17%	20%		14%	27%
March 2014	17%	20%	13%		26%	23%

Integrity

	PC	Liberal	NDP	Green	None	Undecided
Apr 27-May 2	21%	9%	19%	6%	16%	29%
June 2018 Post	19%	13%	29%		20%	19%
May 2018 W4	16%	15%	31%		18%	21%
May 2018	16%	14%	32%		16%	23%

- ■ Doug Ford/Tim Hudak, PC
- ■ Steven Del Duca/Kathleen Wynne, Liberal
- ■ Andrea Horwath, NDP
- ■ Mike Shreiner, Green Party
- ■ None
- ■ Undecided

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Note: Prior to July 2020, the Green Party leader and "Other" were not given as options and the final options were "none of them stand out" and "don't know".
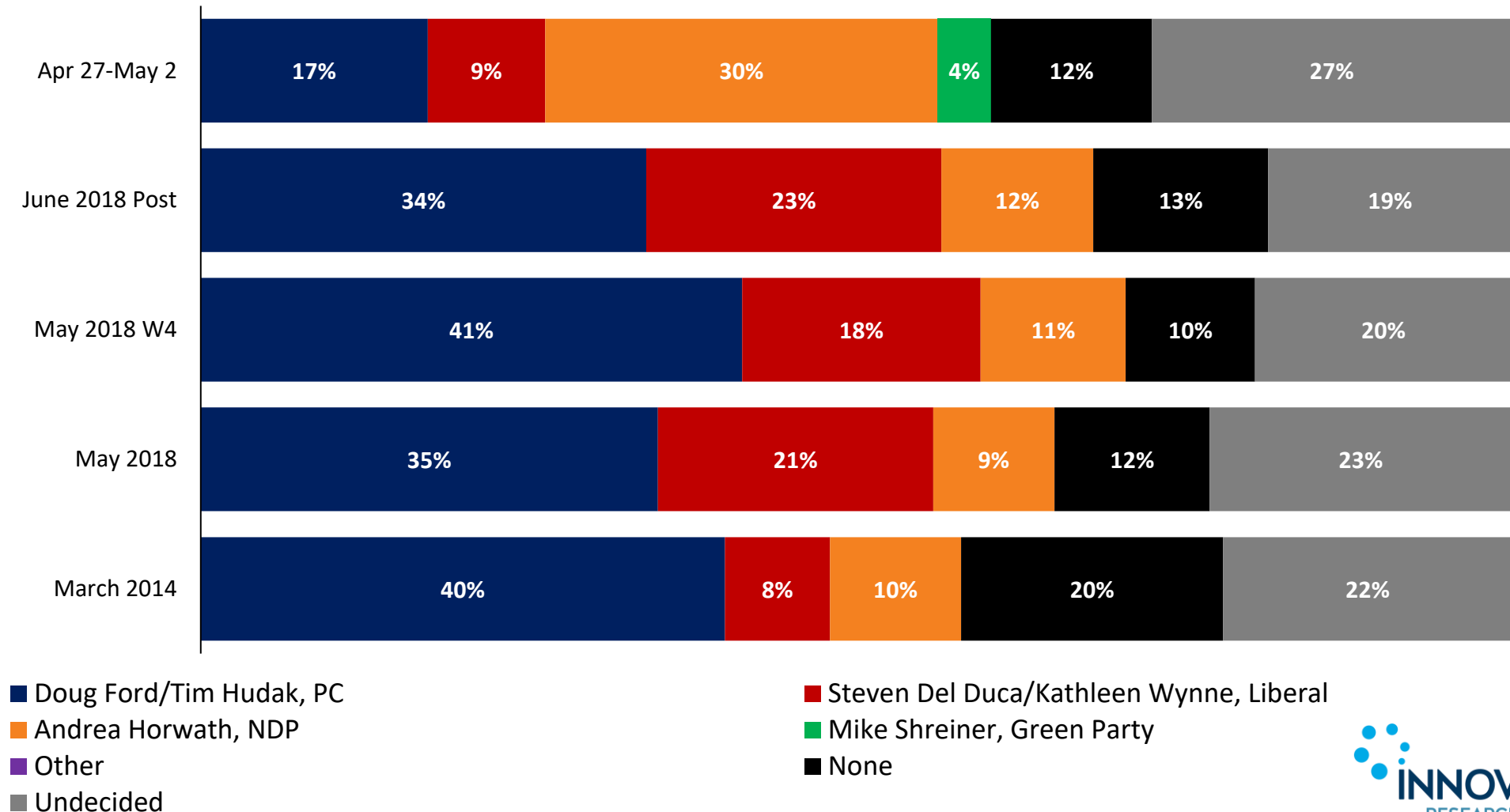
Leadership Attributes: Horwath is now viewed as the most negative leader, ahead of Doug Ford

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…

[asked of all respondents; n=1,000]
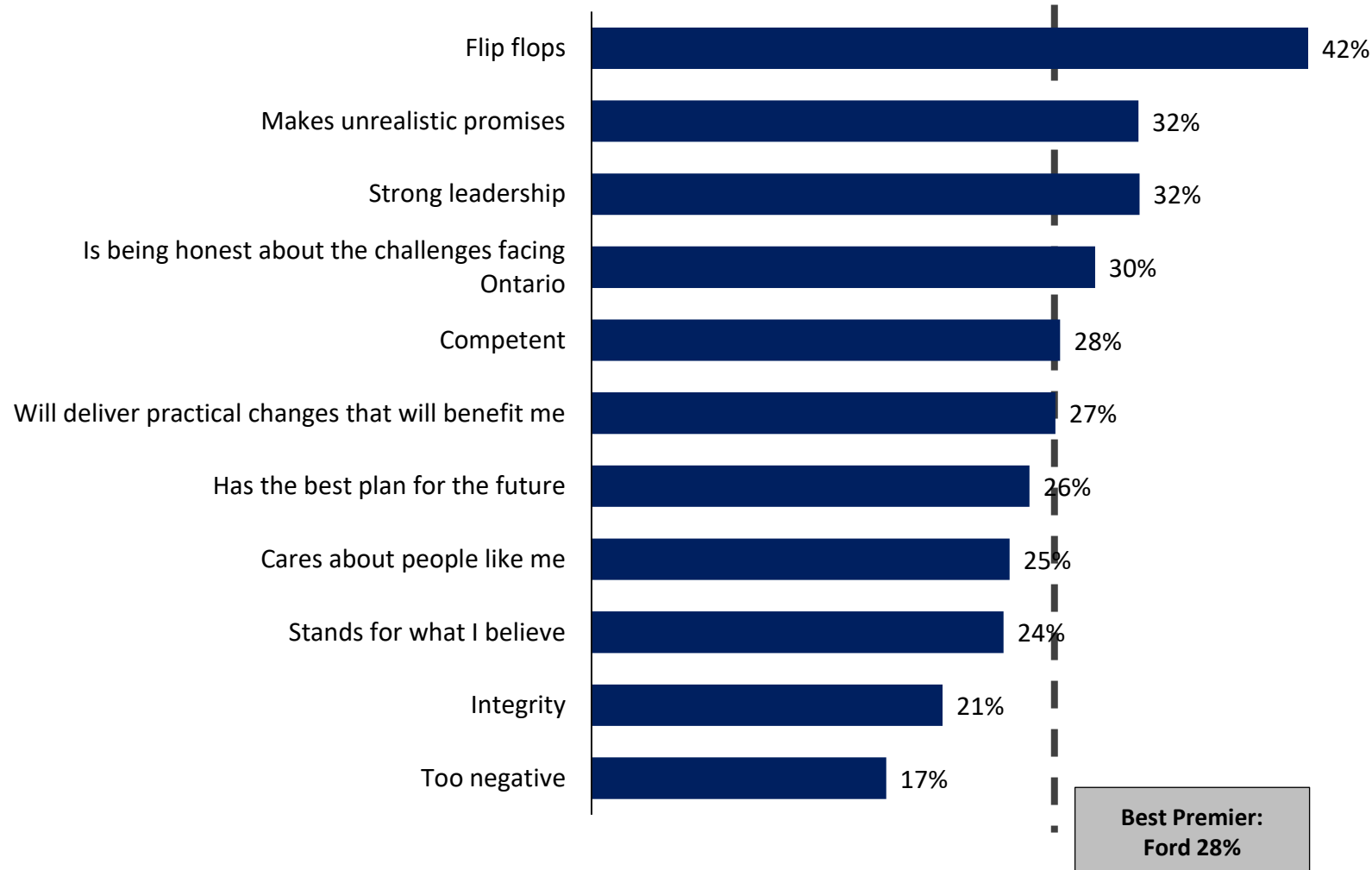
Too Negative

Date	Doug Ford/Tim Hudak, PC	Steven Del Duca/Kathleen Wynne, Liberal	Andrea Horwath, NDP	Mike Shreiner, Green Party	None	Undecided
Apr 27-May 2	17%	9%	30%	4%	12%	27%
June 2018 Post	34%	23%	12%		13%	19%
May 2018 W4	41%	18%	11%		10%	20%
May 2018	35%	21%	9%		12%	23%
March 2014	40%	8%	10%		20%	22%

Legend:
- Doug Ford/Tim Hudak, PC
- Steven Del Duca/Kathleen Wynne, Liberal
- Andrea Horwath, NDP
- Mike Shreiner, Green Party
- Other
- None
- Undecided

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Note: Prior to July 2020, the Green Party leader and "Other" were not given as options and the final options were "none of them stand out" and "don't know".

Ford Qualities: Ford best Premier numbers appears stable at the mid-point of most positive attribute scores

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

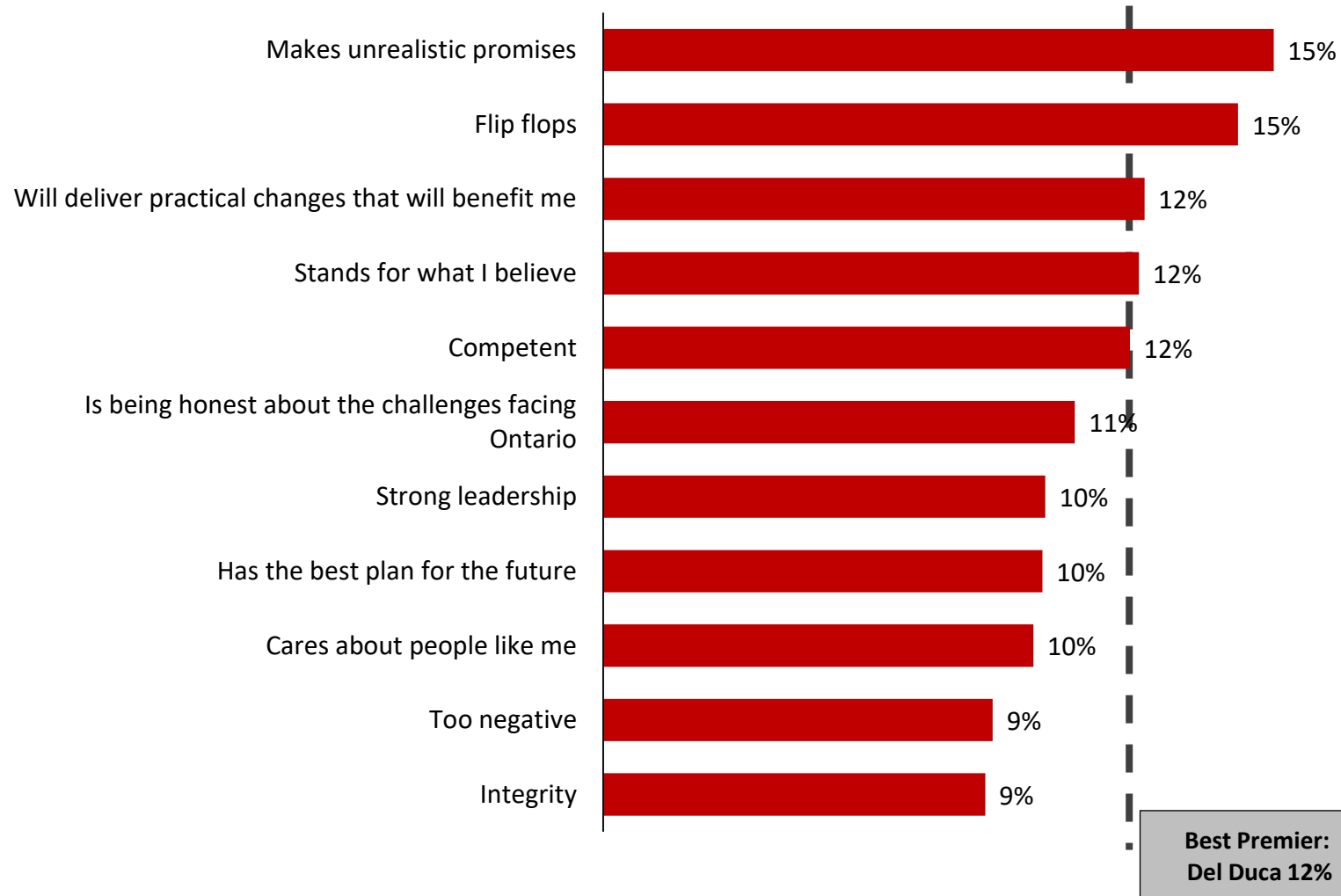[asked of all respondents; n=1,000]

Attribute	Percentage
Flip flops	42%
Makes unrealistic promises	32%
Strong leadership	32%
Is being honest about the challenges facing Ontario	30%
Competent	28%
Will deliver practical changes that will benefit me	27%
Has the best plan for the future	26%
Cares about people like me	25%
Stands for what I believe	24%
Integrity	21%
Too negative	17%

Best Premier: Ford 28%

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Del Duca Qualities: Del Duca performance on underlying attributes show little hope of gains on best Premier

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

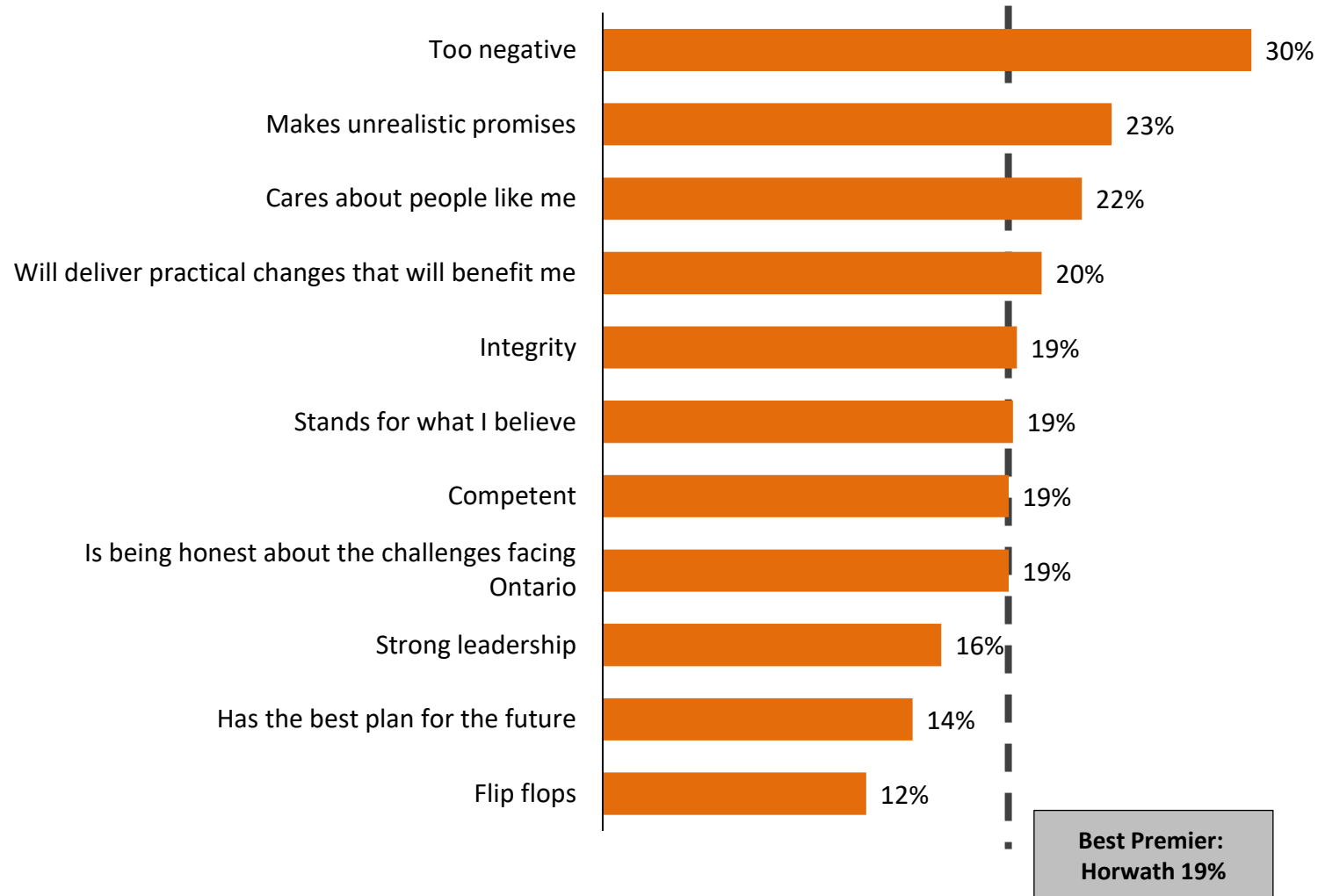[asked of all respondents; n=1,000]

Attribute	%
Makes unrealistic promises	15%
Flip flops	15%
Will deliver practical changes that will benefit me	12%
Stands for what I believe	12%
Competent	12%
Is being honest about the challenges facing Ontario	11%
Strong leadership	10%
Has the best plan for the future	10%
Cares about people like me	10%
Too negative	9%
Integrity	9%

Best Premier:
Del Duca 12%

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Horwath Qualities: Horwath's underlying attributes consistent with best Premier number

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

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

Attribute	Percentage
Too negative	30%
Makes unrealistic promises	23%
Cares about people like me	22%
Will deliver practical changes that will benefit me	20%
Integrity	19%
Stands for what I believe	19%
Competent	19%
Is being honest about the challenges facing Ontario	19%
Strong leadership	16%
Has the best plan for the future	14%
Flip flops	12%

Best Premier: Horwath 19%

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Schreiner Qualities: Schreiner performs best on "integrity" and "stands for what I believe"

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
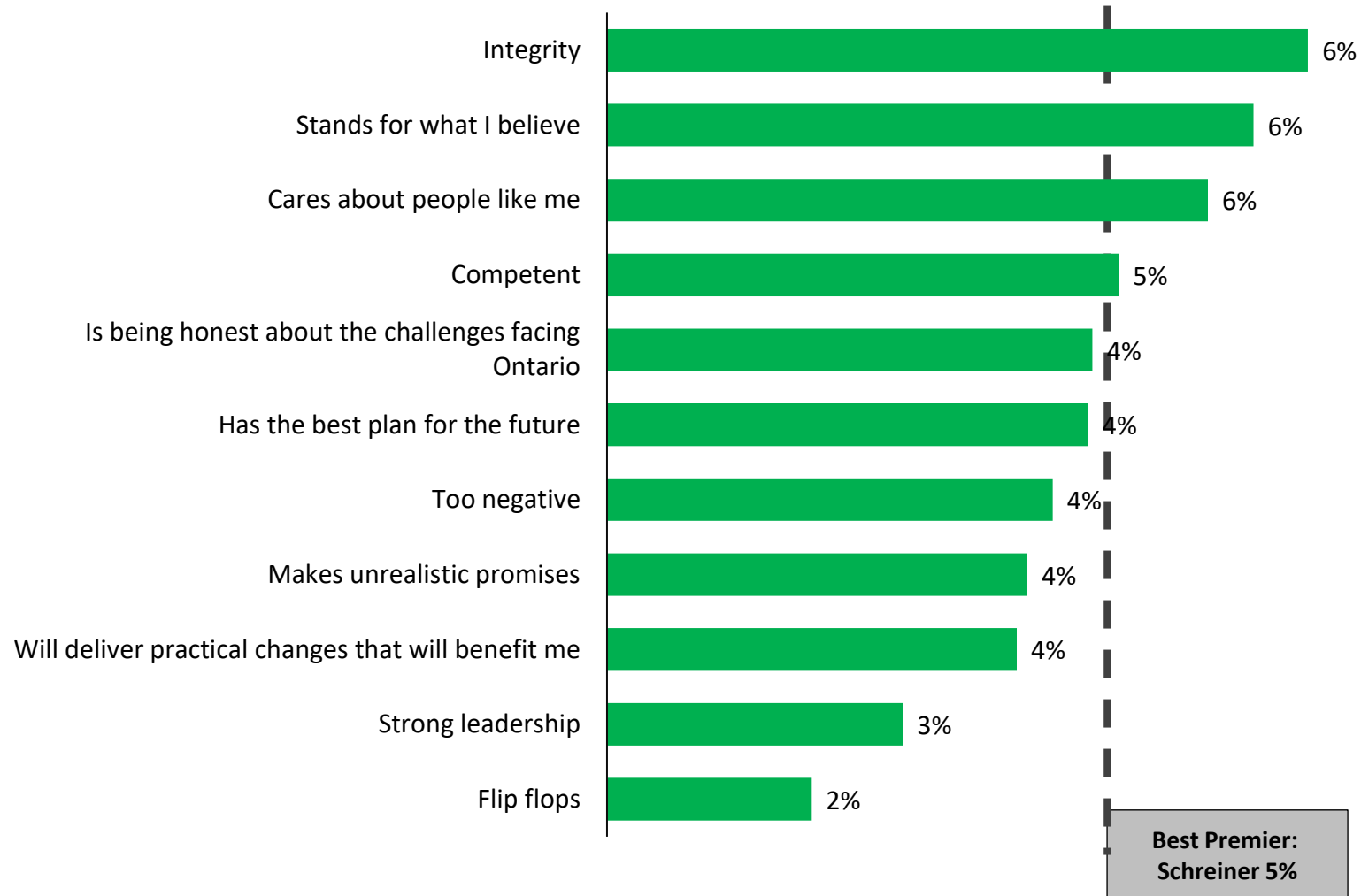
[asked of all respondents; n=1,000]

Quality	%
Integrity	6%
Stands for what I believe	6%
Cares about people like me	6%
Competent	5%
Is being honest about the challenges facing Ontario	4%
Has the best plan for the future	4%
Too negative	4%
Makes unrealistic promises	4%
Will deliver practical changes that will benefit me	4%
Strong leadership	3%
Flip flops	2%

Best Premier: Schreiner 5%
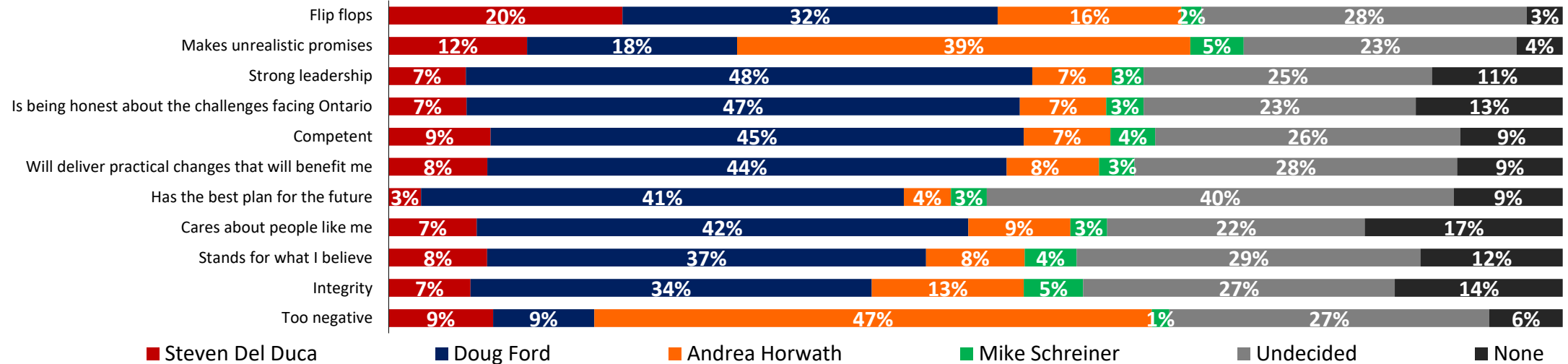
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Leader Attributes by Values: Ford has strong lead among Deferential Conservatives and Populist Conservatives with room to grow
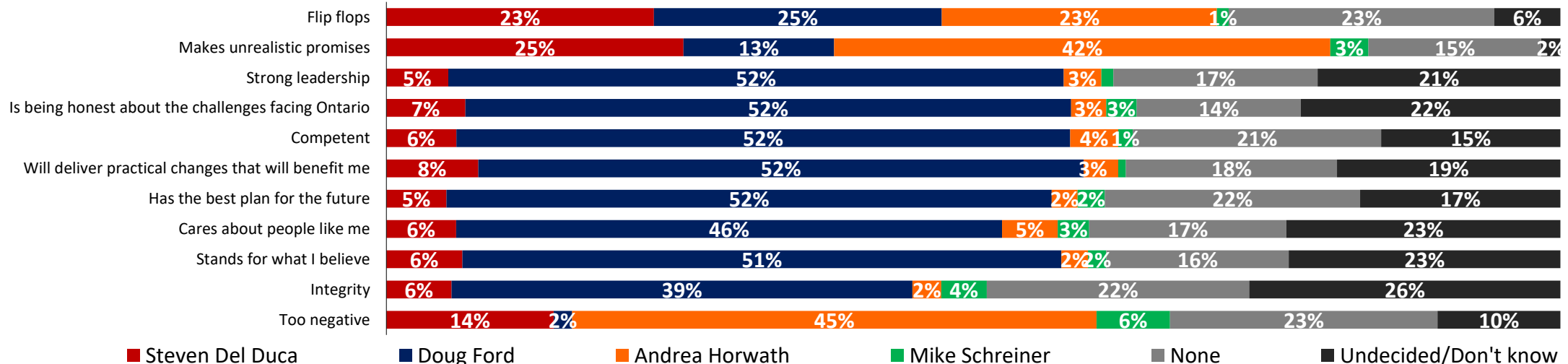
Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…

[asked of all respondents]

Deferential Conservatives

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	20%	32%	16%	2%	28%	3%
Makes unrealistic promises	12%	18%	39%	5%	23%	4%
Strong leadership	7%	48%	7%	3%	25%	11%
Is being honest about the challenges facing Ontario	7%	47%	7%	3%	23%	13%
Competent	9%	45%	7%	4%	26%	9%
Will deliver practical changes that will benefit me	8%	44%	8%	3%	28%	9%
Has the best plan for the future	3%	41%	4%	3%	40%	9%
Cares about people like me	7%	42%	9%	3%	22%	17%
Stands for what I believe	8%	37%	8%	4%	29%	12%
Integrity	7%	34%	13%	5%	27%	14%
Too negative	9%	9%	47%	1%	27%	6%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Populist Conservatives

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	None	Undecided/Don't know
Flip flops	23%	25%	23%	1%	23%	6%
Makes unrealistic promises	25%	13%	42%	3%	15%	2%
Strong leadership	5%	52%	3%		17%	21%
Is being honest about the challenges facing Ontario	7%	52%	3%	3%	14%	22%
Competent	6%	52%	4%	1%	21%	15%
Will deliver practical changes that will benefit me	8%	52%	3%		18%	19%
Has the best plan for the future	5%	52%	2%	2%	22%	17%
Cares about people like me	6%	46%	5%	3%	17%	23%
Stands for what I believe	6%	51%	2%	2%	16%	23%
Integrity	6%	39%	2%	4%	22%	26%
Too negative	14%	2%	45%	6%	23%	10%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ None ■ Undecided/Don't know
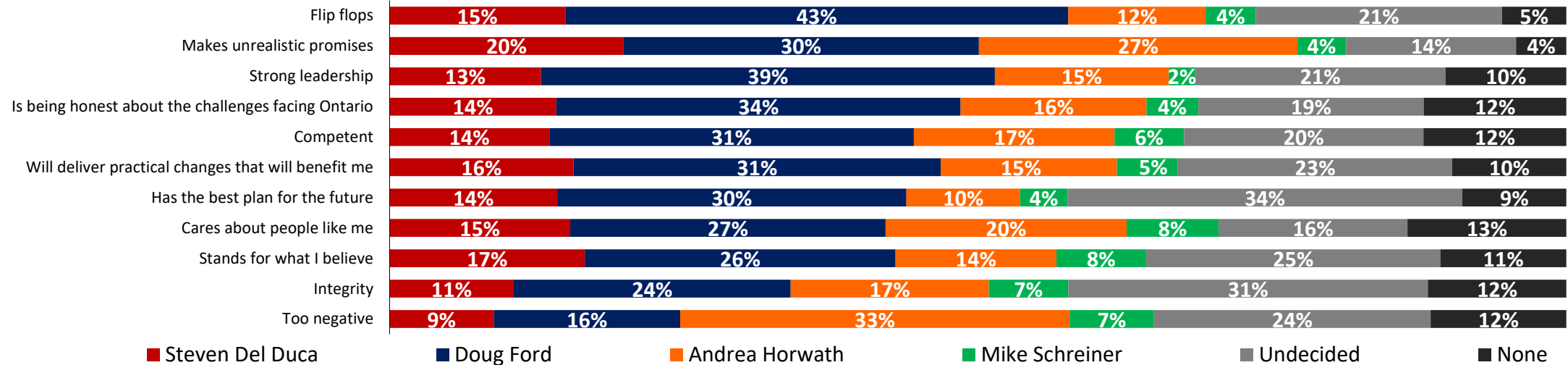
Leader Attributes by Values: Business Liberals believe Ford flip flops, but also the strongest leader and honest about Ontario's challenges
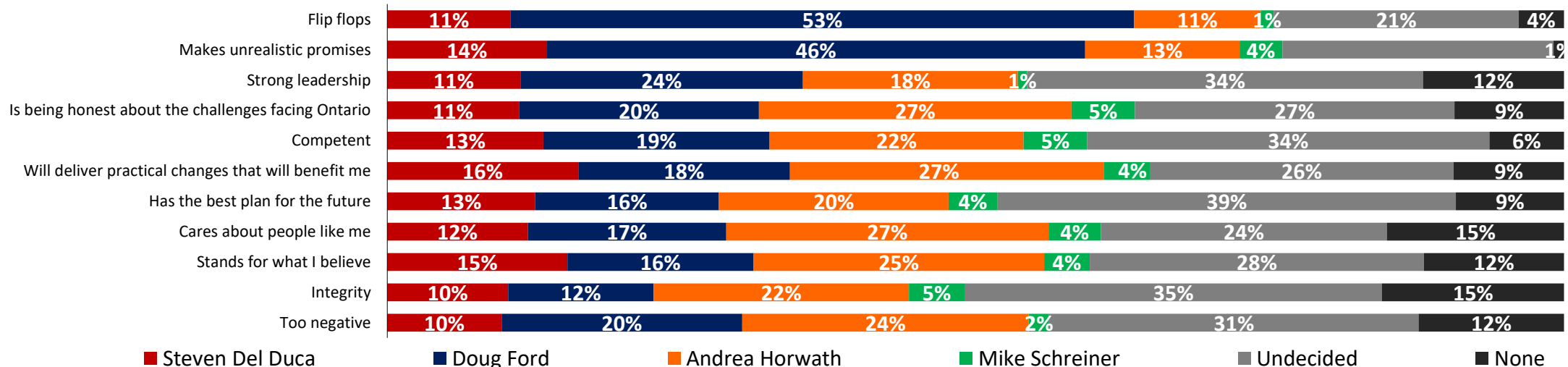
Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
[asked of all respondents]

Business Liberals

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	15%	43%	12%	4%	21%	5%
Makes unrealistic promises	20%	30%	27%	4%	14%	4%
Strong leadership	13%	39%	15%	2%	21%	10%
Is being honest about the challenges facing Ontario	14%	34%	16%	4%	19%	12%
Competent	14%	31%	17%	6%	20%	12%
Will deliver practical changes that will benefit me	16%	31%	15%	5%	23%	10%
Has the best plan for the future	14%	30%	10%	4%	34%	9%
Cares about people like me	15%	27%	20%	8%	16%	13%
Stands for what I believe	17%	26%	14%	8%	25%	11%
Integrity	11%	24%	17%	7%	31%	12%
Too negative	9%	16%	33%	7%	24%	12%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Left Liberals

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	11%	53%	11%	1%	21%	4%
Makes unrealistic promises	14%	46%	13%	4%		1%
Strong leadership	11%	24%	18%	1%	34%	12%
Is being honest about the challenges facing Ontario	11%	20%	27%	5%	27%	9%
Competent	13%	19%	22%	5%	34%	6%
Will deliver practical changes that will benefit me	16%	18%	27%	4%	26%	9%
Has the best plan for the future	13%	16%	20%	4%	39%	9%
Cares about people like me	12%	17%	27%	4%	24%	15%
Stands for what I believe	15%	16%	25%	4%	28%	12%
Integrity	10%	12%	22%	5%	35%	15%
Too negative	10%	20%	24%	2%	31%	12%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None
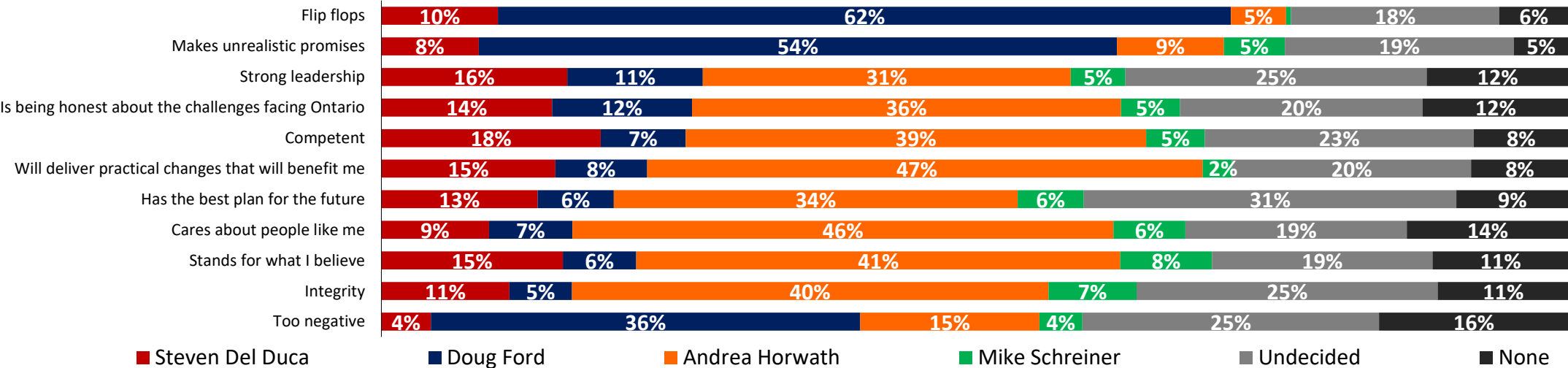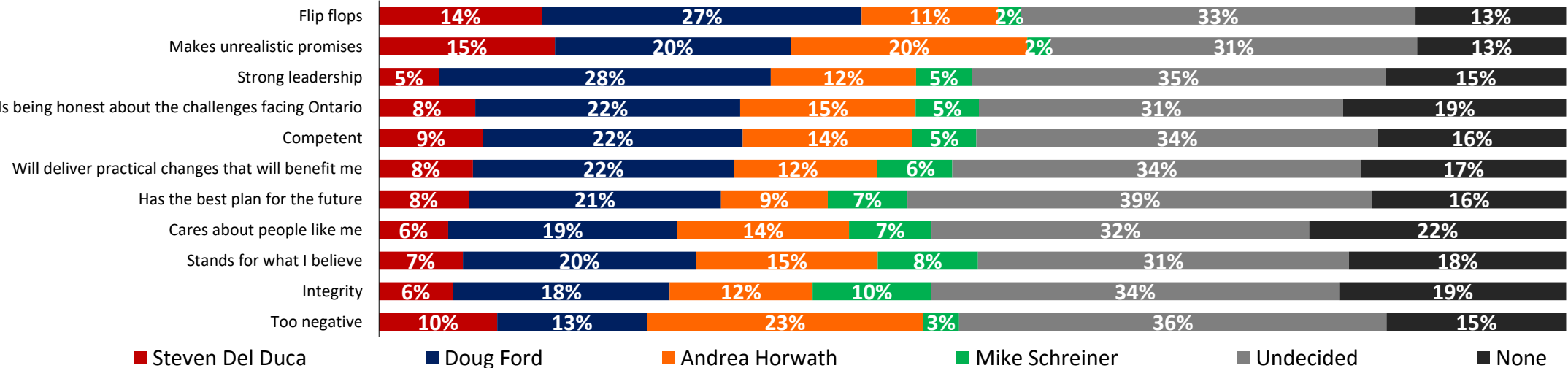
Leader Attributes by Values: Horwath enjoys strong support from Core Left, many Thrifty moderates uncertain on leadership

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
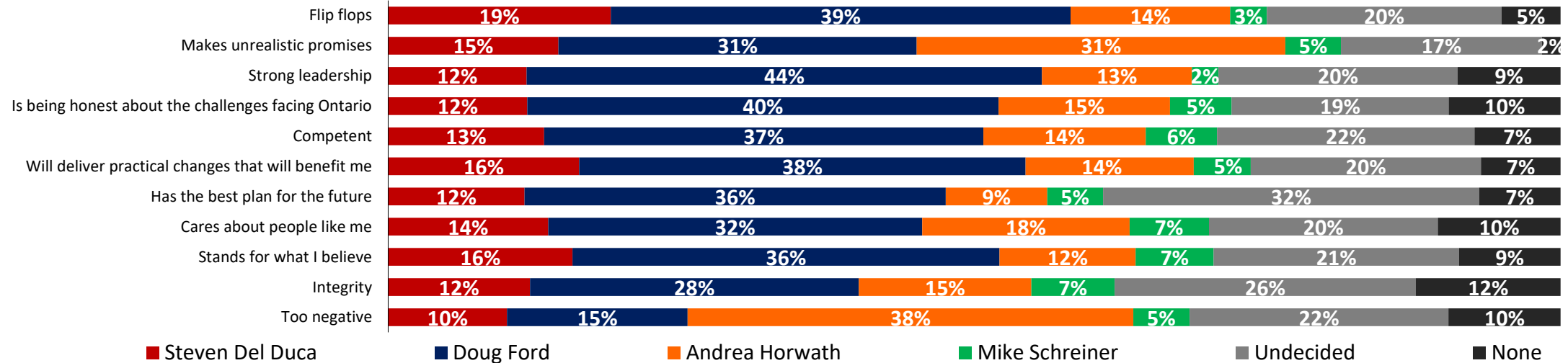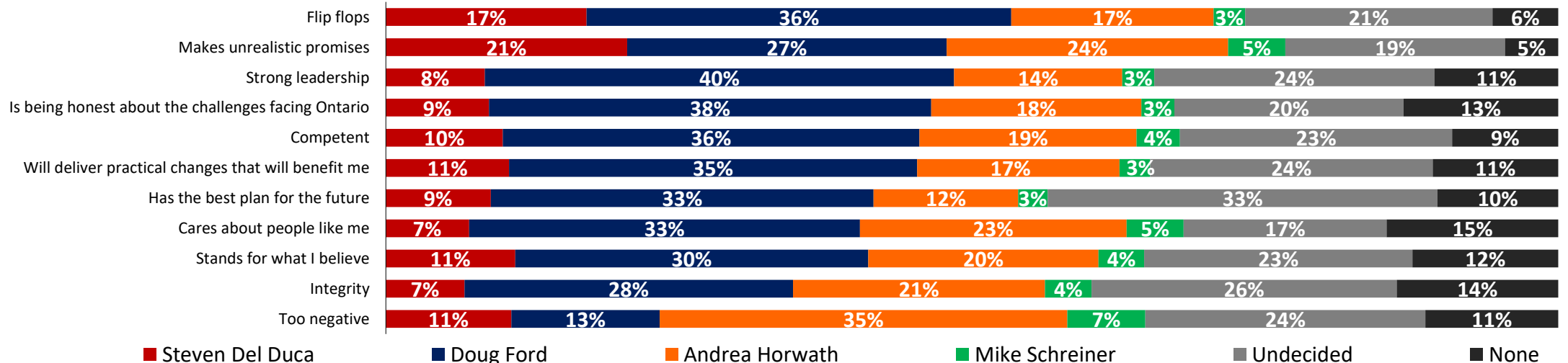[asked of all respondents]

Core Left

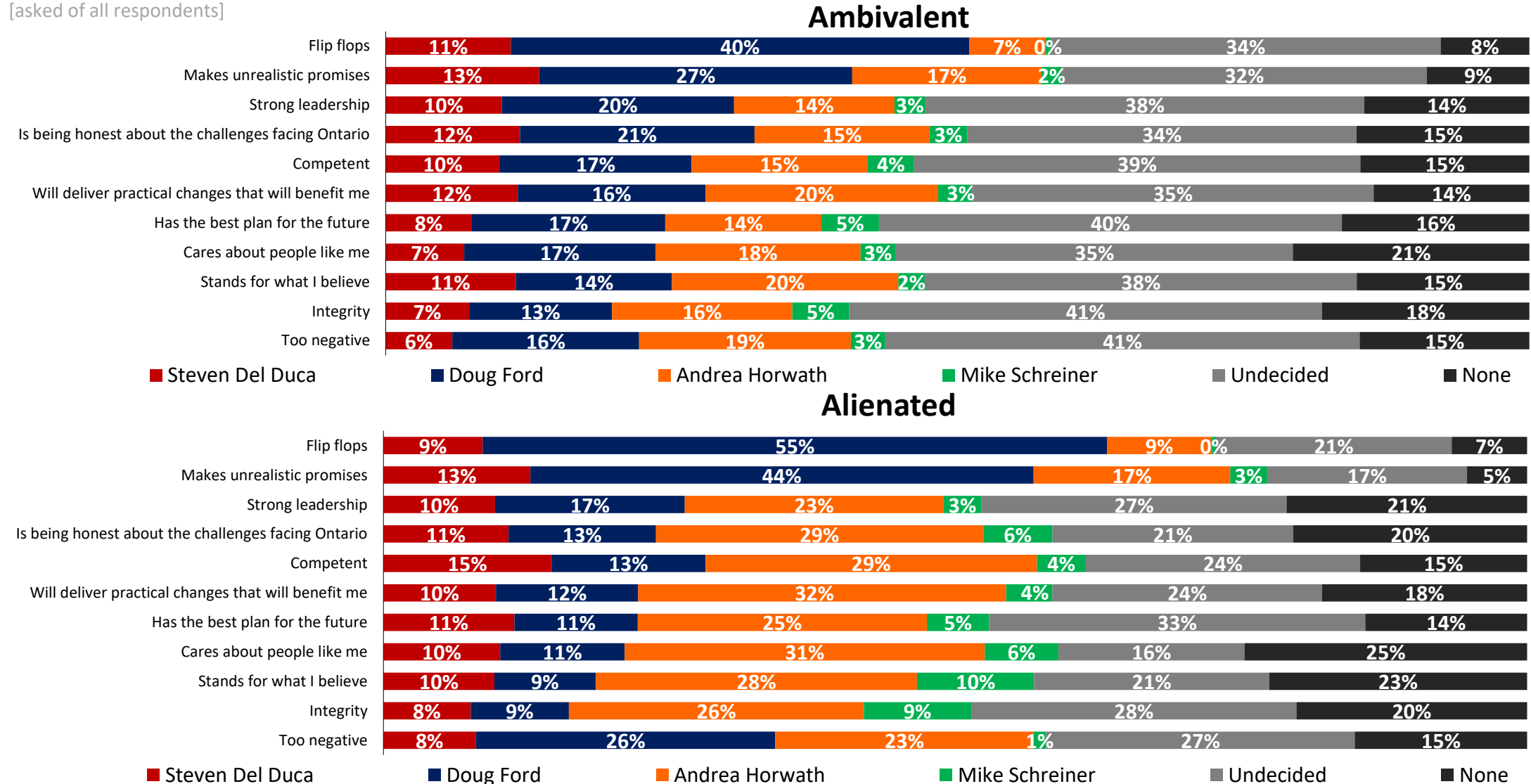| Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	10%	62%	5%		18%	6%
Makes unrealistic promises	8%	54%	9%	5%	19%	5%
Strong leadership	16%	11%	31%	5%	25%	12%
Is being honest about the challenges facing Ontario	14%	12%	36%	5%	20%	12%
Competent	18%	7%	39%	5%	23%	8%
Will deliver practical changes that will benefit me	15%	8%	47%	2%	20%	8%
Has the best plan for the future	13%	6%	34%	6%	31%	9%
Cares about people like me	9%	7%	46%	6%	19%	14%
Stands for what I believe	15%	6%	41%	8%	19%	11%
Integrity	11%	5%	40%	7%	25%	11%
Too negative	4%	36%	15%	4%	25%	16%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Thrifty Moderates

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	14%	27%	11%	2%	33%	13%
Makes unrealistic promises	15%	20%	20%	2%	31%	13%
Strong leadership	5%	28%	12%	5%	35%	15%
Is being honest about the challenges facing Ontario	8%	22%	15%	5%	31%	19%
Competent	9%	22%	14%	5%	34%	16%
Will deliver practical changes that will benefit me	8%	22%	12%	6%	34%	17%
Has the best plan for the future	8%	21%	9%	7%	39%	16%
Cares about people like me	6%	19%	14%	7%	32%	22%
Stands for what I believe	7%	20%	15%	8%	31%	18%
Integrity	6%	18%	12%	10%	34%	19%
Too negative	10%	13%	23%	3%	36%	15%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Leader Attributes by Gap: Ford holds strong leads among both Achievers and Strugglers, Horwath ahead of Del Duca with Strugglers

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
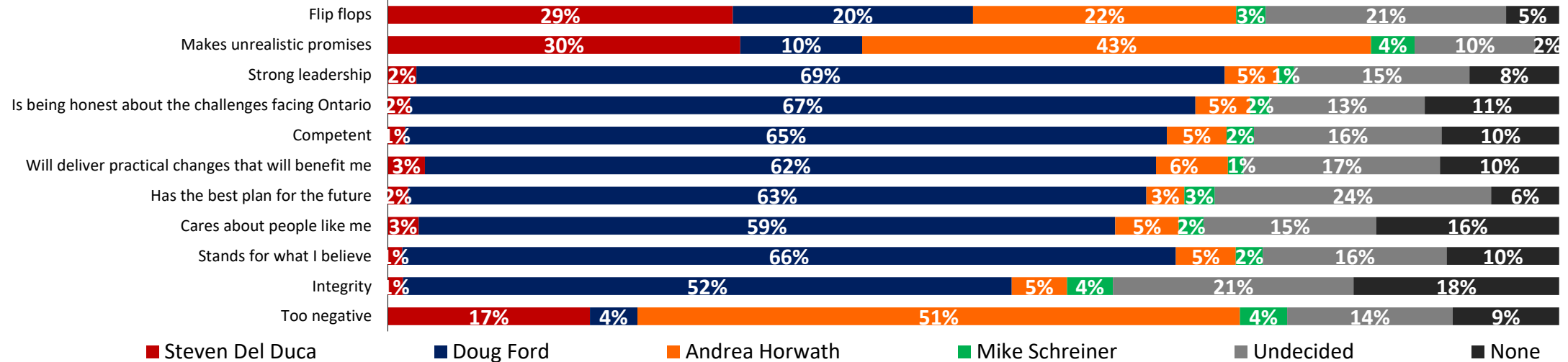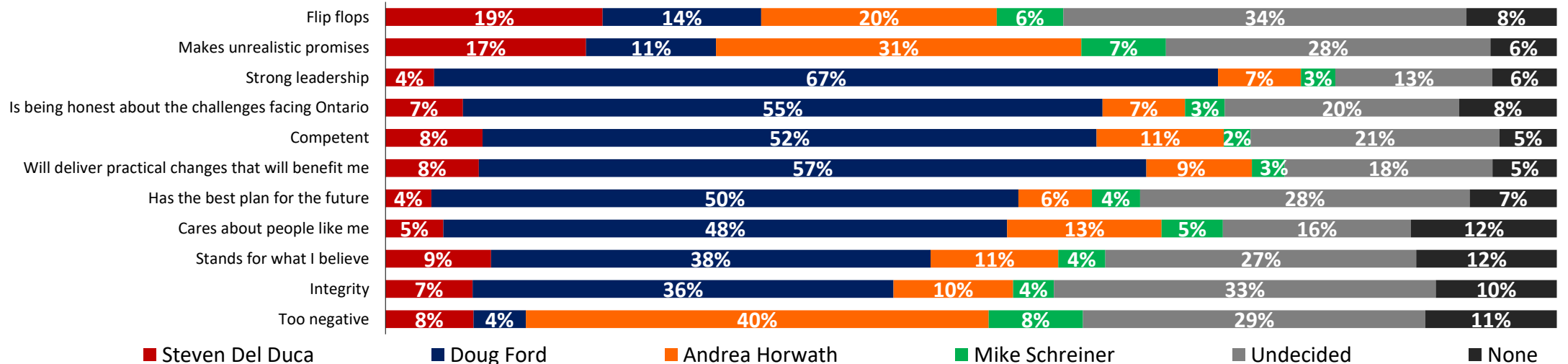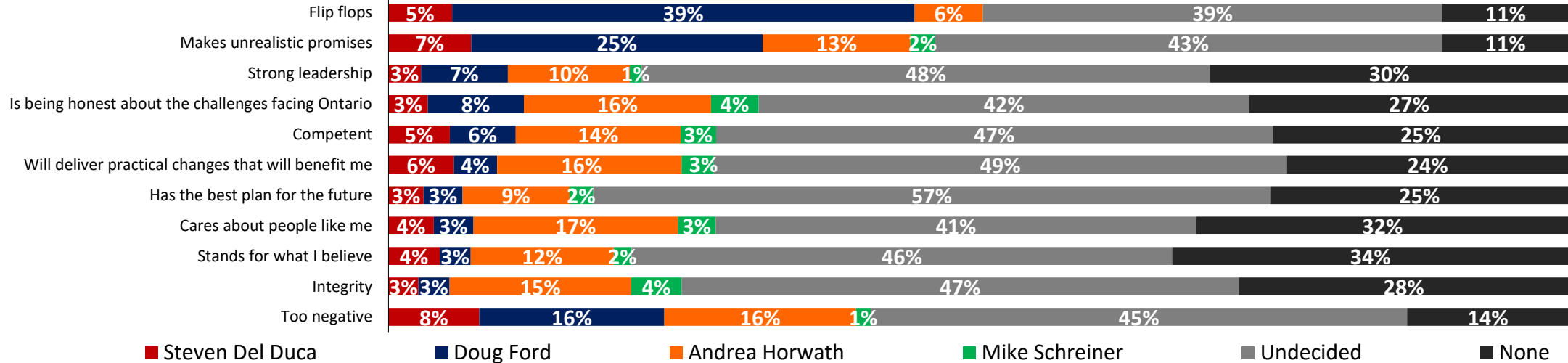
[asked of all respondents]

Achievers

	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	19%	39%	14%	3%	20%	5%
Makes unrealistic promises	15%	31%	31%	5%	17%	2%
Strong leadership	12%	44%	13%	2%	20%	9%
Is being honest about the challenges facing Ontario	12%	40%	15%	5%	19%	10%
Competent	13%	37%	14%	6%	22%	7%
Will deliver practical changes that will benefit me	16%	38%	14%	5%	20%	7%
Has the best plan for the future	12%	36%	9%	5%	32%	7%
Cares about people like me	14%	32%	18%	7%	20%	10%
Stands for what I believe	16%	36%	12%	7%	21%	9%
Integrity	12%	28%	15%	7%	26%	12%
Too negative	10%	15%	38%	5%	22%	10%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Strugglers

	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	17%	36%	17%	3%	21%	6%
Makes unrealistic promises	21%	27%	24%	5%	19%	5%
Strong leadership	8%	40%	14%	3%	24%	11%
Is being honest about the challenges facing Ontario	9%	38%	18%	3%	20%	13%
Competent	10%	36%	19%	4%	23%	9%
Will deliver practical changes that will benefit me	11%	35%	17%	3%	24%	11%
Has the best plan for the future	9%	33%	12%	3%	33%	10%
Cares about people like me	7%	33%	23%	5%	17%	15%
Stands for what I believe	11%	30%	20%	4%	23%	12%
Integrity	7%	28%	21%	4%	26%	14%
Too negative	11%	13%	35%	7%	24%	11%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Leader Attributes by Gap: Horwath leads among Alienated voters, many of whom believe Ford flip flops and makes unrealistic promises
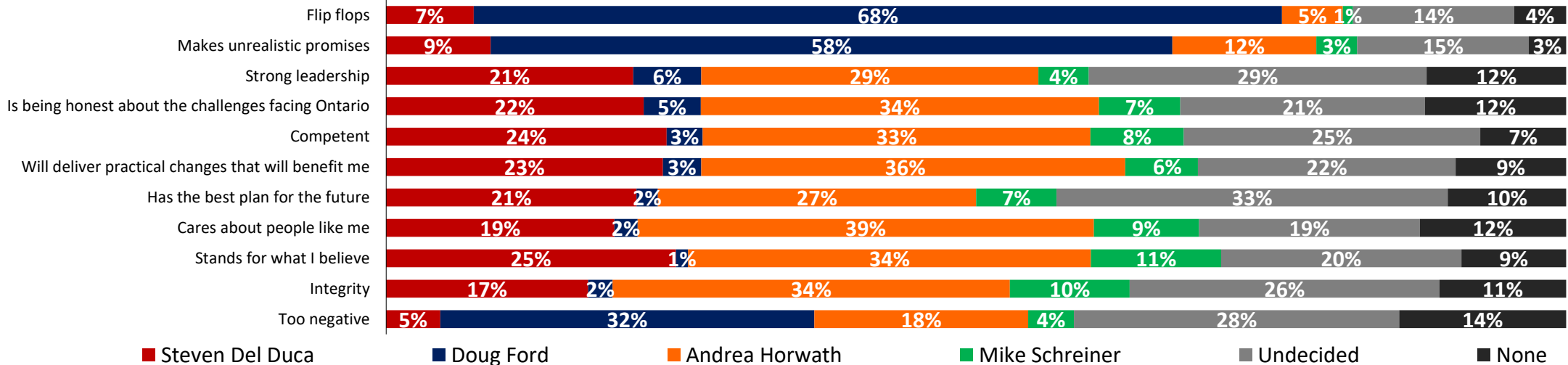
Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
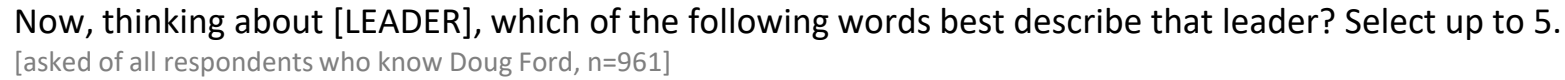
[asked of all respondents]

Ambivalent

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	11%	40%	7%	0%	34%	8%
Makes unrealistic promises	13%	27%	17%	2%	32%	9%
Strong leadership	10%	20%	14%	3%	38%	14%
Is being honest about the challenges facing Ontario	12%	21%	15%	3%	34%	15%
Competent	10%	17%	15%	4%	39%	15%
Will deliver practical changes that will benefit me	12%	16%	20%	3%	35%	14%
Has the best plan for the future	8%	17%	14%	5%	40%	16%
Cares about people like me	7%	17%	18%	3%	35%	21%
Stands for what I believe	11%	14%	20%	2%	38%	15%
Integrity	7%	13%	16%	5%	41%	18%
Too negative	6%	16%	19%	3%	41%	15%

■ Steven Del Duca   ■ Doug Ford   ■ Andrea Horwath   ■ Mike Schreiner   ■ Undecided   ■ None

Alienated

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	9%	55%	9%	0%	21%	7%
Makes unrealistic promises	13%	44%	17%	3%	17%	5%
Strong leadership	10%	17%	23%	3%	27%	21%
Is being honest about the challenges facing Ontario	11%	13%	29%	6%	21%	20%
Competent	15%	13%	29%	4%	24%	15%
Will deliver practical changes that will benefit me	10%	12%	32%	4%	24%	18%
Has the best plan for the future	11%	11%	25%	5%	33%	14%
Cares about people like me	10%	11%	31%	6%	16%	25%
Stands for what I believe	10%	9%	28%	10%	21%	23%
Integrity	8%	9%	26%	9%	28%	20%
Too negative	8%	26%	23%	1%	27%	15%

■ Steven Del Duca   ■ Doug Ford   ■ Andrea Horwath   ■ Mike Schreiner   ■ Undecided   ■ None

Leader Attributes by Ford Segment: Among non-PC Ford supporters, Ford viewed as strong, honest leader who will deliver practical change

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
[asked of all respondents]

Core PCs

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	29%	20%	22%	3%	21%	5%
Makes unrealistic promises	30%	10%	43%	4%	10%	2%
Strong leadership	2%	69%	5%	1%	15%	8%
Is being honest about the challenges facing Ontario	2%	67%	5%	2%	13%	11%
Competent	1%	65%	5%	2%	16%	10%
Will deliver practical changes that will benefit me	3%	62%	6%	1%	17%	10%
Has the best plan for the future	2%	63%	3%	3%	24%	6%
Cares about people like me	3%	59%	5%	2%	15%	16%
Stands for what I believe	1%	66%	5%	2%	16%	10%
Integrity	1%	52%	5%	4%	21%	18%
Too negative	17%	4%	51%	4%	14%	9%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Non-PC Ford Supporter

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	19%	14%	20%	6%	34%	8%
Makes unrealistic promises	17%	11%	31%	7%	28%	6%
Strong leadership	4%	67%	7%	3%	13%	6%
Is being honest about the challenges facing Ontario	7%	55%	7%	3%	20%	8%
Competent	8%	52%	11%	2%	21%	5%
Will deliver practical changes that will benefit me	8%	57%	9%	3%	18%	5%
Has the best plan for the future	4%	50%	6%	4%	28%	7%
Cares about people like me	5%	48%	13%	5%	16%	12%
Stands for what I believe	9%	38%	11%	4%	27%	12%
Integrity	7%	36%	10%	4%	33%	10%
Too negative	8%	4%	40%	8%	29%	11%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Leader Attributes by Ford Segment: Horwath leads Del Duca among other voters

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…
[asked of all respondents]

Unaligned

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	5%	39%	6%		39%	11%
Makes unrealistic promises	7%	25%	13%	2%	43%	11%
Strong leadership	3%	7%	10%	1%	48%	30%
Is being honest about the challenges facing Ontario	3%	8%	16%	4%	42%	27%
Competent	5%	6%	14%	3%	47%	25%
Will deliver practical changes that will benefit me	6%	4%	16%	3%	49%	24%
Has the best plan for the future	3%	3%	9%	2%	57%	25%
Cares about people like me	4%	3%	17%	3%	41%	32%
Stands for what I believe	4%	3%	12%	2%	46%	34%
Integrity	3%	3%	15%	4%	47%	28%
Too negative	8%	16%	16%	1%	45%	14%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Other Supporters

Attribute	Steven Del Duca	Doug Ford	Andrea Horwath	Mike Schreiner	Undecided	None
Flip flops	7%	68%	5%	1%	14%	4%
Makes unrealistic promises	9%	58%	12%	3%	15%	3%
Strong leadership	21%	6%	29%	4%	29%	12%
Is being honest about the challenges facing Ontario	22%	5%	34%	7%	21%	12%
Competent	24%	3%	33%	8%	25%	7%
Will deliver practical changes that will benefit me	23%	3%	36%	6%	22%	9%
Has the best plan for the future	21%	2%	27%	7%	33%	10%
Cares about people like me	19%	2%	39%	9%	19%	12%
Stands for what I believe	25%	1%	34%	11%	20%	9%
Integrity	17%	2%	34%	10%	26%	11%
Too negative	5%	32%	18%	4%	28%	14%

■ Steven Del Duca ■ Doug Ford ■ Andrea Horwath ■ Mike Schreiner ■ Undecided ■ None

Leader 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:
- Doug Ford as practical and hardworking, but also careless and temperamental
- Steven Del Duca as hardworking and intelligent, but also careless
- Andrea Horwath as hardworking but careless and temperamental

Attributes: Horwath stands out with more emphasis on positive descriptors, negatives are more prominent for Ford and Del Duca

Q Now, thinking about [LEADER], which of the following words best describe that leader? Select up to 5.
[asked of all respondents who know Doug Ford, n=961]

Del Duca

Doug Ford

Andrea Horwath

Ford Personality: PC voters think Ford is hardworking and practical, while non-PC voters say he is temperamental and careless

Q Now, thinking about Doug Ford, which of the following words best describe that leader? Select up to 5.
[asked of all respondents who know Doug Ford, n=961]

Scatter plot. Y-axis: "% among PC Voters" ranging from 0% to 60%. X-axis: "% among non-PC Voters" ranging from 0% to 60%.

Data points labeled:
- Hardworking (~12%, ~50%)
- Practical (~8%, ~45%)
- Confident (~15%, ~37%)
- Tough (~19%, ~29%)
- Reliable (~2%, ~26%)
- Honest (~4%, ~22%)
- Friendly (~7%, ~21%)
- Organized (~4%, ~17%)
- Intelligent (~3%, ~13%)
- Rugged (~9%, ~6%)
- Withdrawn (~9%, ~2%)
- Cruel (~23%, ~1%)
- Mean (~25%, ~3%)
- Cold (~27%, ~1%)
- Temperamental (~37%, ~7%)
- Careless (~48%, ~6%)
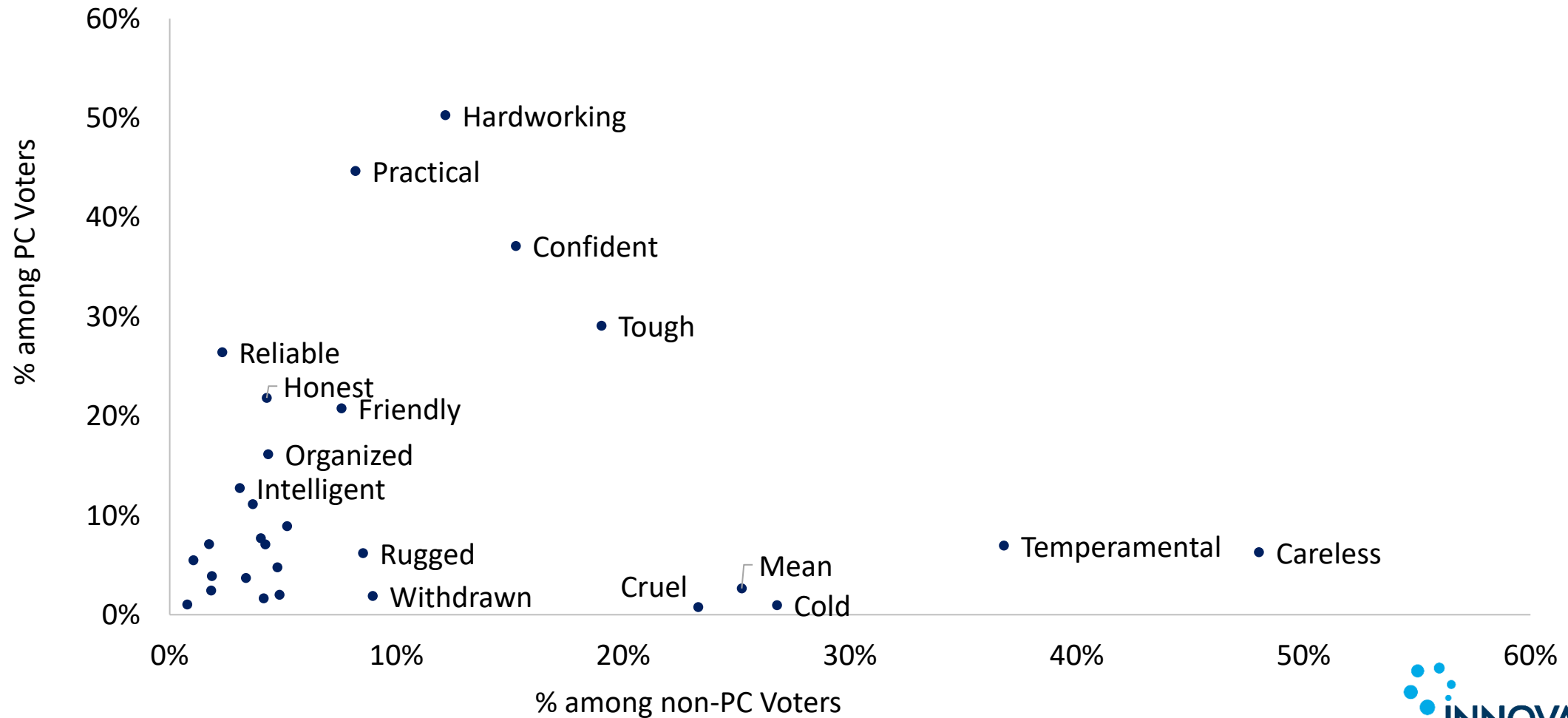
Del Duca Personality: Liberal voters say Del Duca is hardworking and intelligent, while non-Liberals believe he is careless, cold and withdrawn

Q Now, thinking about Steven Del Duca, which of the following words best describe that leader? Select up to 5.
[asked of all respondents who know Steven Del Duca, n=824]
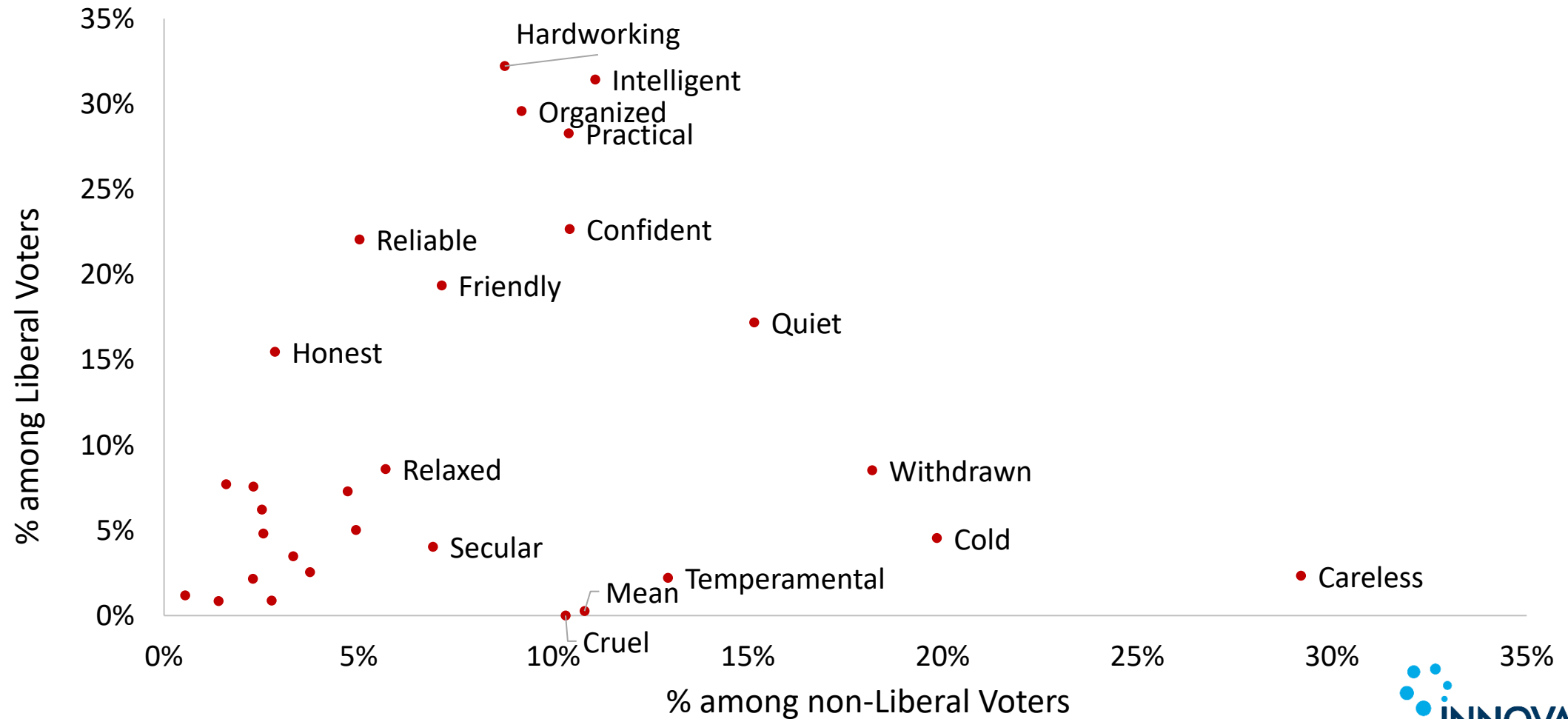
Horwath Personality: Both NDP voters and other voters say Horwath is hardworking, but non-NDP voters also think she is careless

Q Now, thinking about Andrea Horwath, which of the following words best describe that leader? Select up to 5.
[asked of all respondents who know Andrea Horwath, n=917]

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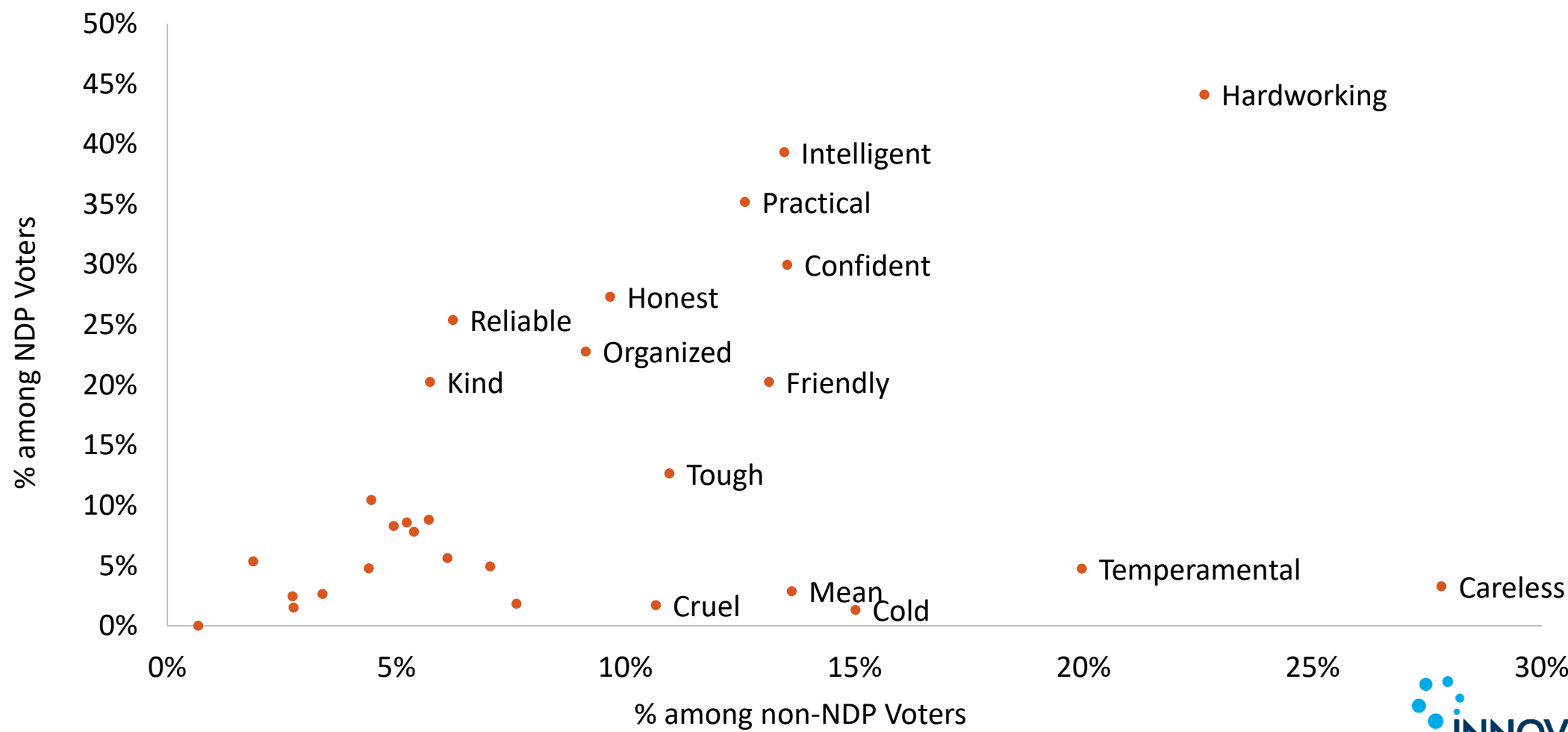
Methodology

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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