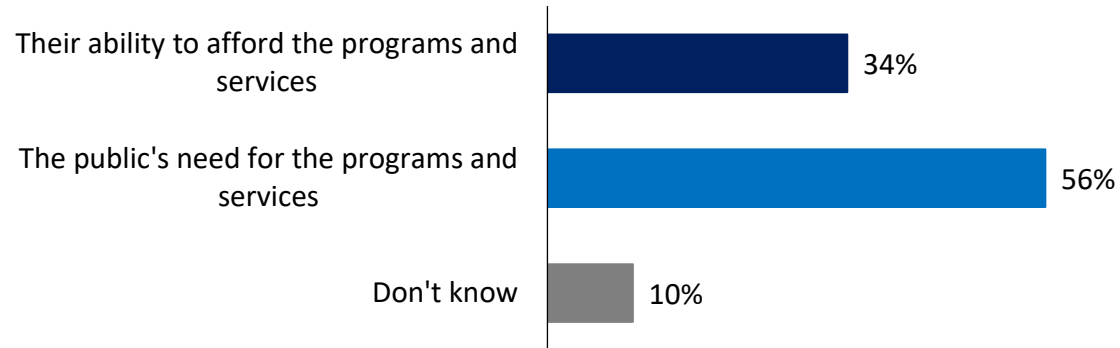# Ontario Politics

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Public Opinion Research
Field Dates: April 27 to May 2, 2022
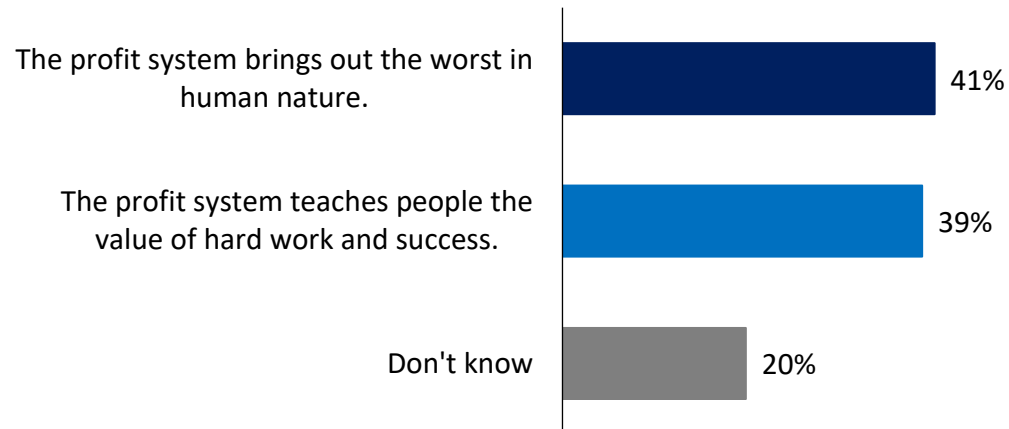Release Date: May 4, 2022

Segments

Core Political Values: A majority say the main role of government is to create equal opportunity for everyone
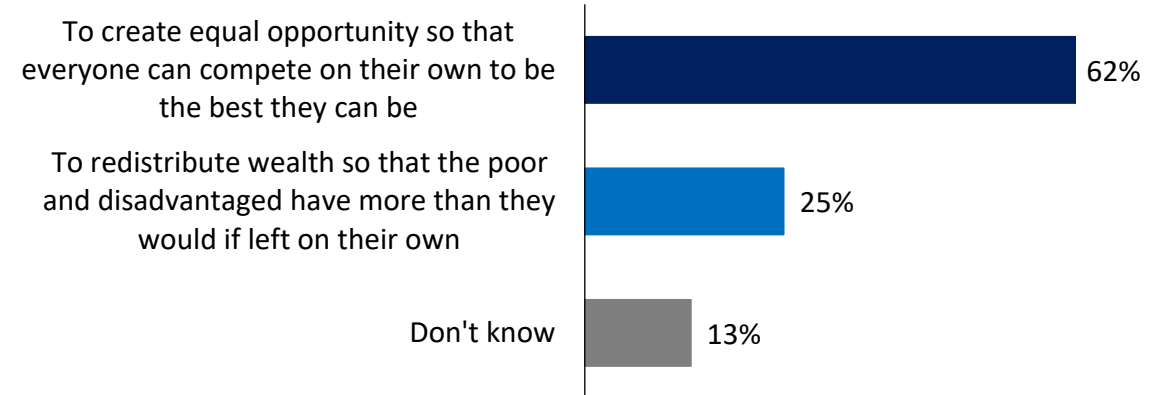
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?
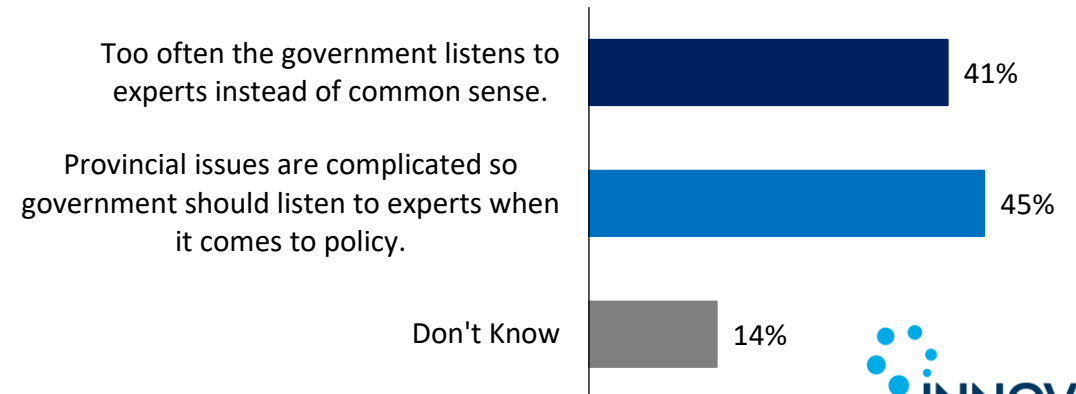[asked of all respondents; n=1,000]

- Their ability to afford the programs and services — 34%
- The public's need for the programs and services — 56%
- Don't know — 10%

Q Is the main role of government to…?
[asked of all respondents; n=1,000]

- To create equal opportunity so that everyone can compete on their own to be the best they can be — 62%
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — 25%
- Don't know — 13%

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=1,000]

- The profit system brings out the worst in human nature. — 41%
- The profit system teaches people the value of hard work and success. — 39%
- Don't know — 20%

**Q** When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=1,000]

- Too often the government listens to experts instead of common sense. — 41%
- Provincial issues are complicated so government should listen to experts when it comes to policy. — 45%
- Don't Know — 14%

Current data: April 2022

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Value Clusters: About 1-in-4 are Business Liberals (23%) and 1-in-5 are Core Left (19%)

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=1000]

Current data: April 2022
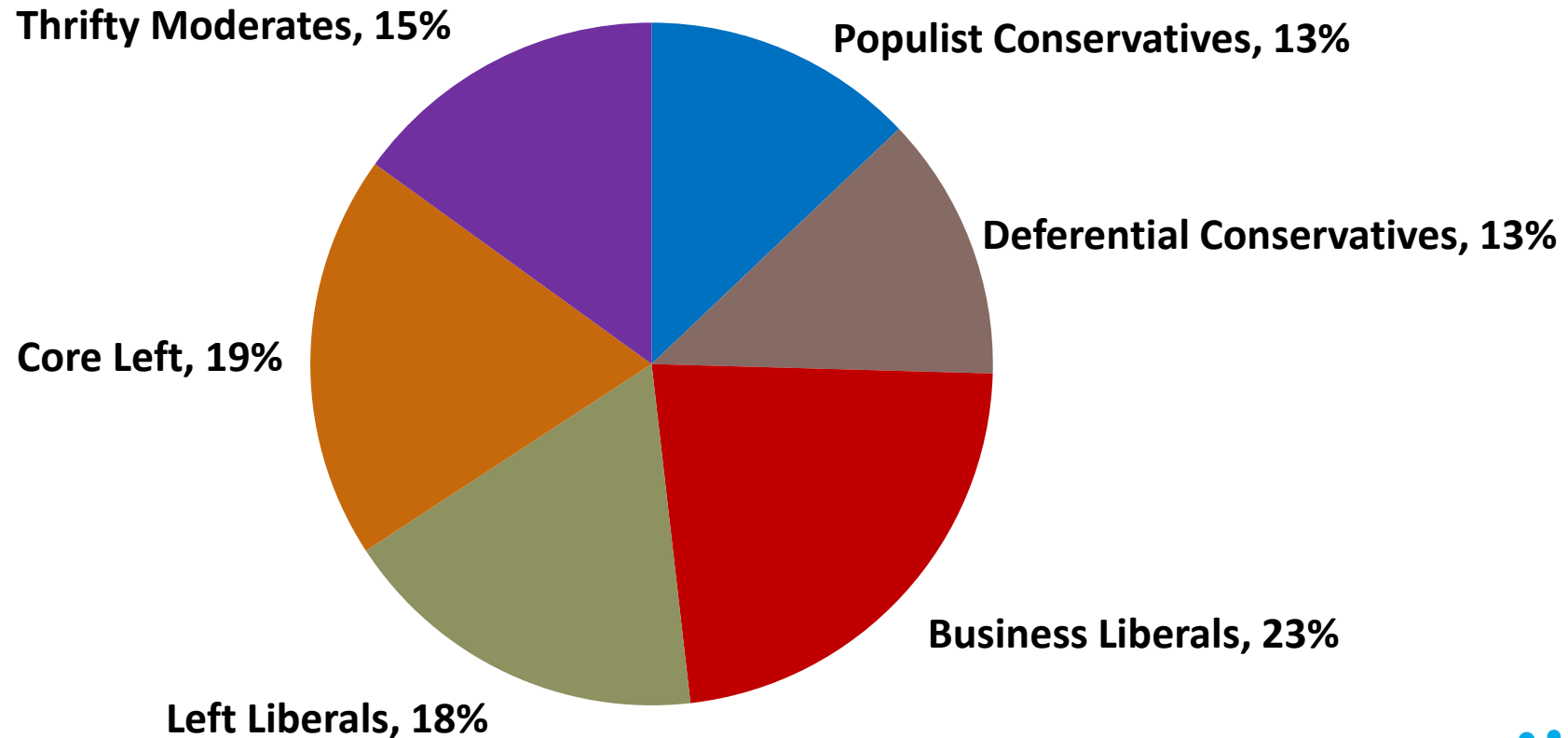
Defining Value Clusters: All Populist Conservatives believe the government should create equal opportunity & rely on common sense

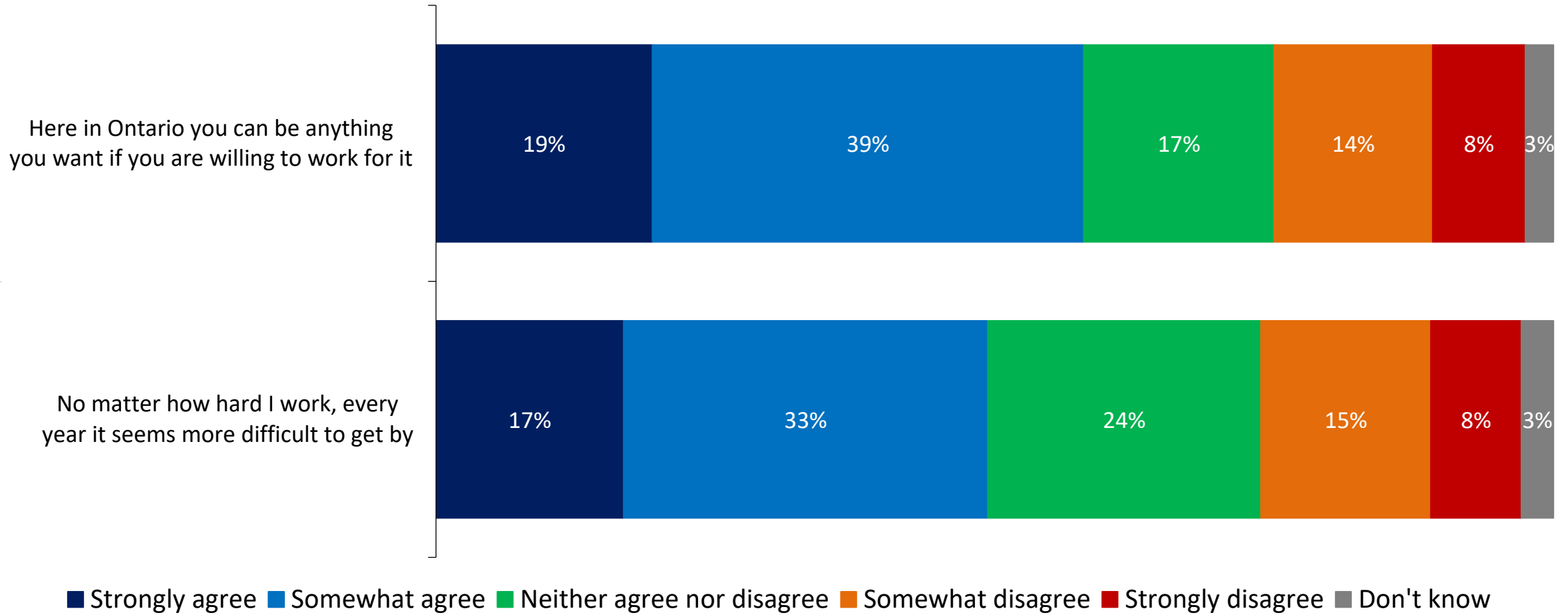Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on…	Ability to afford	92%	89%	0%	0%	0%	72%
	Public Need	0%	0%	95%	93%	96%	0%
Is the main role of government to .?	Create equal Opportunity	99%	84%	68%	97%	0%	40%
	Redistribute wealth	0%	9%	13%	0%	92%	20%
When it comes to government decision making…	Rely on common sense	100%	0%	38%	41%	33%	39%
	Listen to experts	0%	90%	48%	46%	54%	28%
The profit system…	Brings out the worst in human nature	0%	0%	0%	83%	87%	62%
	Teaches value of hard work and success	86%	78%	78%	0%	0%	4%

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Economic Gap Segmentation: A majority (58%) agree that you can be anything you want in Ontario if you are willing to work for it

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=1,000]

	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	19%	39%	17%	14%	8%	3%
No matter how hard I work, every year it seems more difficult to get by	17%	33%	24%	15%	8%	3%

Current data: April 2022

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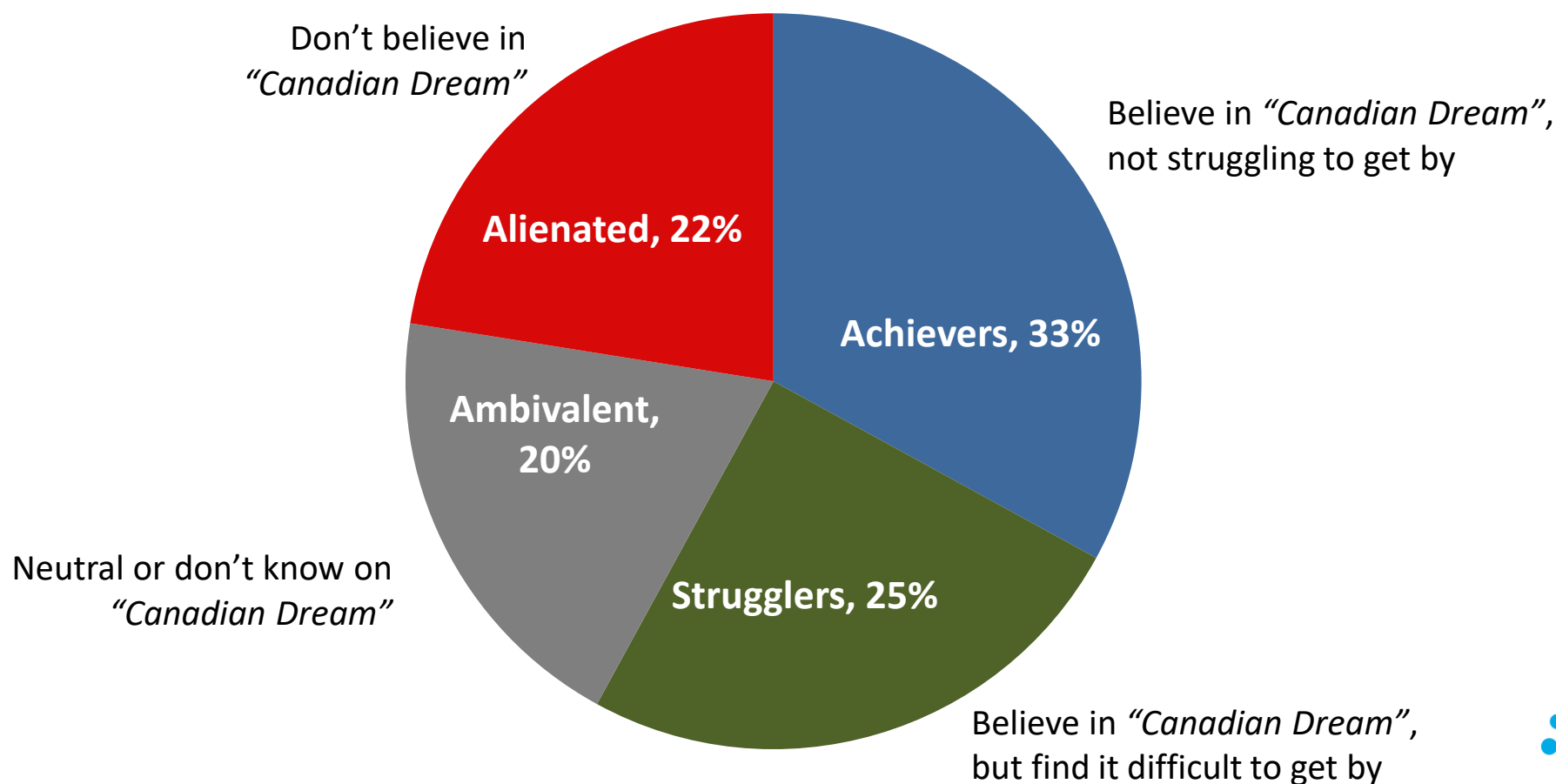
Economic Gap Segmentation: 1-in-3 (33%) in Ontario are Achievers while a quarter (25%) are Strugglers

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=1000]

Don't believe in *"Canadian Dream"*

Believe in *"Canadian Dream"*, not struggling to get by

Alienated, 22%

Achievers, 33%

Ambivalent, 20%

Neutral or don't know on *"Canadian Dream"*

Strugglers, 25%

Believe in *"Canadian Dream"*, but find it difficult to get by

Current data: November 2021
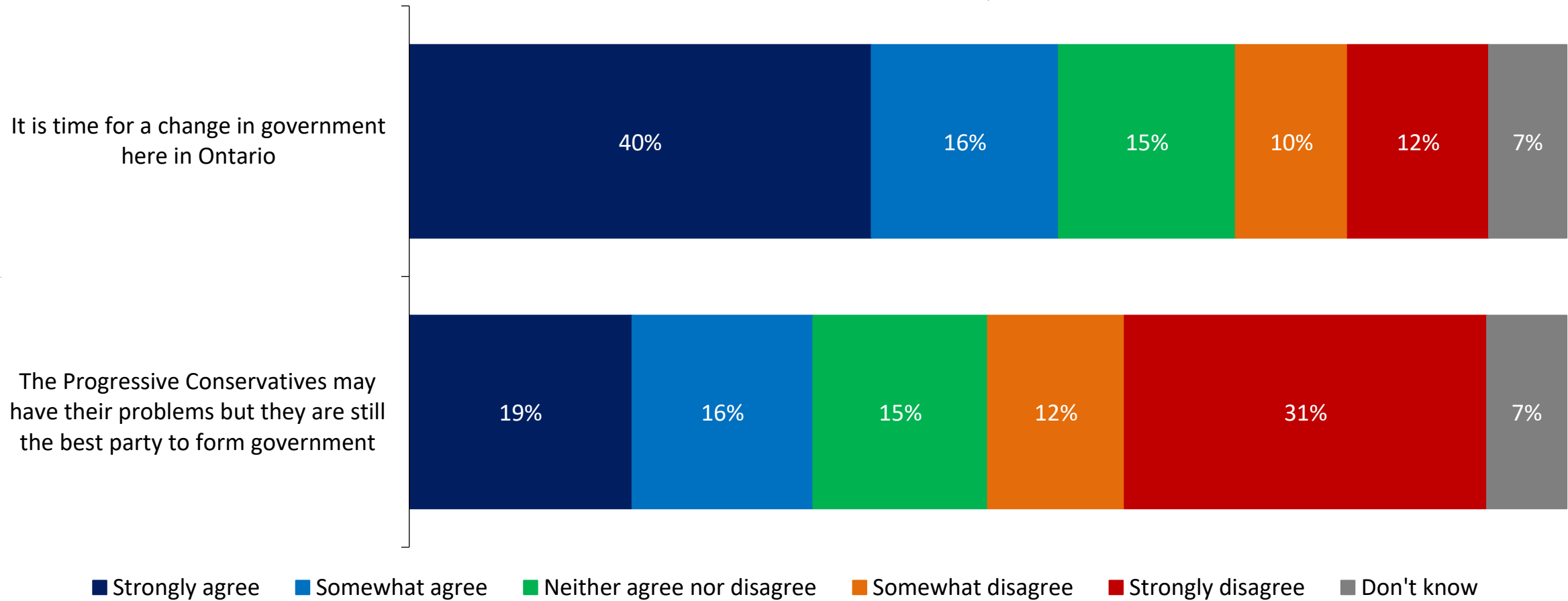
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Time for Change Attitudes: Majority (56%) agree it is time for a change but 35% agree PCs best to form government

Q Do you agree or disagree with the following statements?
[asked of all respondents; n=1,000]

It is time for a change in government here in Ontario
- Strongly agree: 40%
- Somewhat agree: 16%
- Neither agree nor disagree: 15%
- Somewhat disagree: 10%
- Strongly disagree: 12%
- Don't know: 7%

The Progressive Conservatives may have their problems but they are still the best party to form government
- Strongly agree: 19%
- Somewhat agree: 16%
- Neither agree nor disagree: 15%
- Somewhat disagree: 12%
- Strongly disagree: 31%
- Don't know: 7%

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

INNOVATIVE RESEARCH GROUP
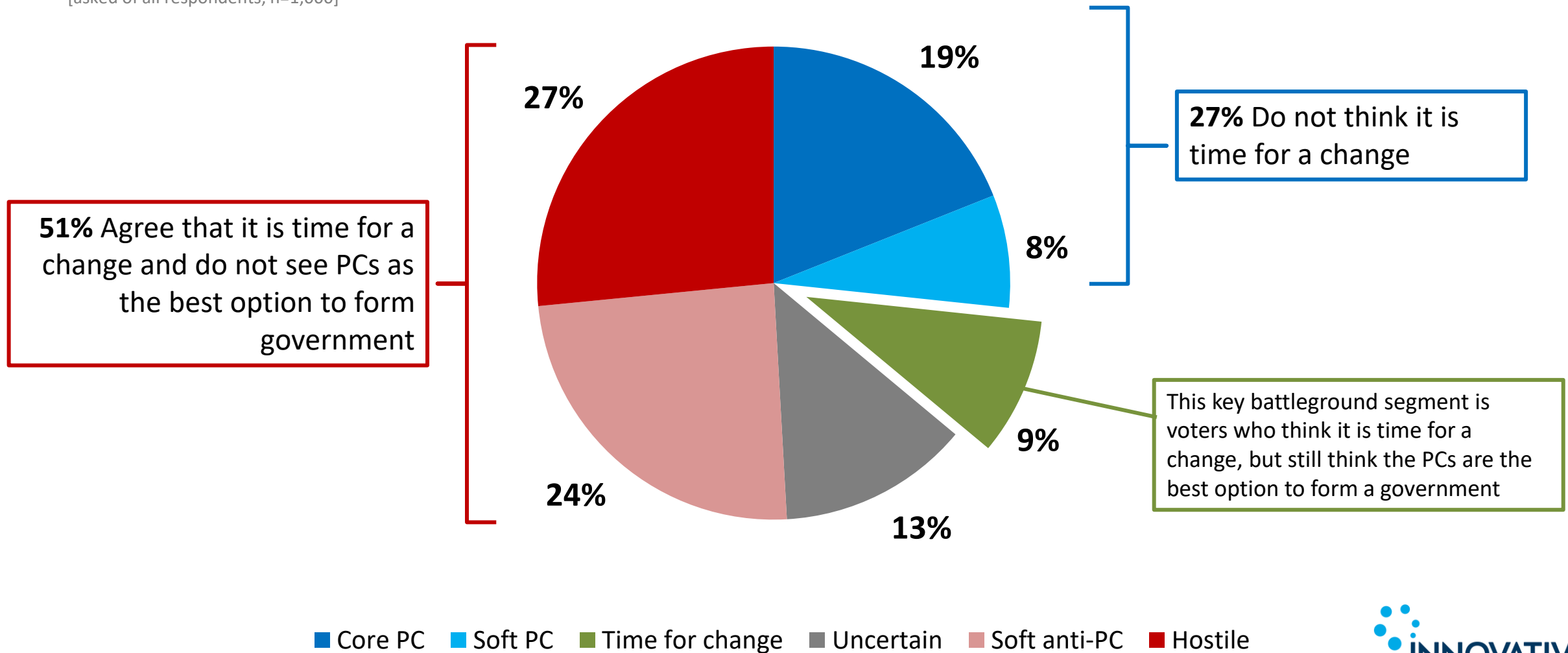
Current data: April 2022

Time for Change Segmentation: Only 27% do not think it is time for a change in Ontario

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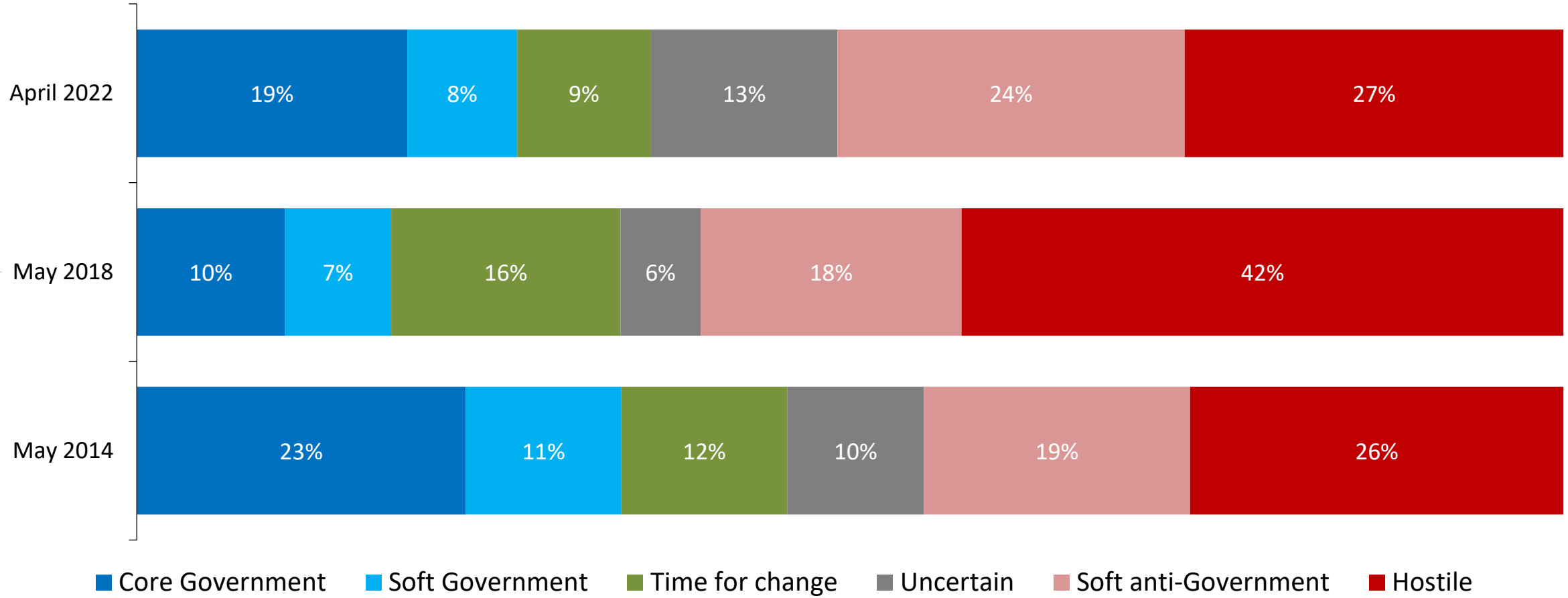[asked of all respondents; n=1,000]

51% 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%

13%

24%

27%

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

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Current data: April 2022

# Time for Change Tracking: PCs vulnerable on "time for a change"

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=1,000]

	Core Government	Soft Government	Time for change	Uncertain	Soft anti-Government	Hostile
April 2022	19%	8%	9%	13%	24%	27%
May 2018	10%	7%	16%	6%	18%	42%
May 2014	23%	11%	12%	10%	19%	26%

Legend: ■ Core Government ■ Soft Government ■ Time for change ■ Uncertain ■ Soft anti-Government ■ Hostile

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Current data: April 2022

Ford Political Segmentation: 1-in-4 (27%) are core PCs while 15% are non-PC Ford Supporters

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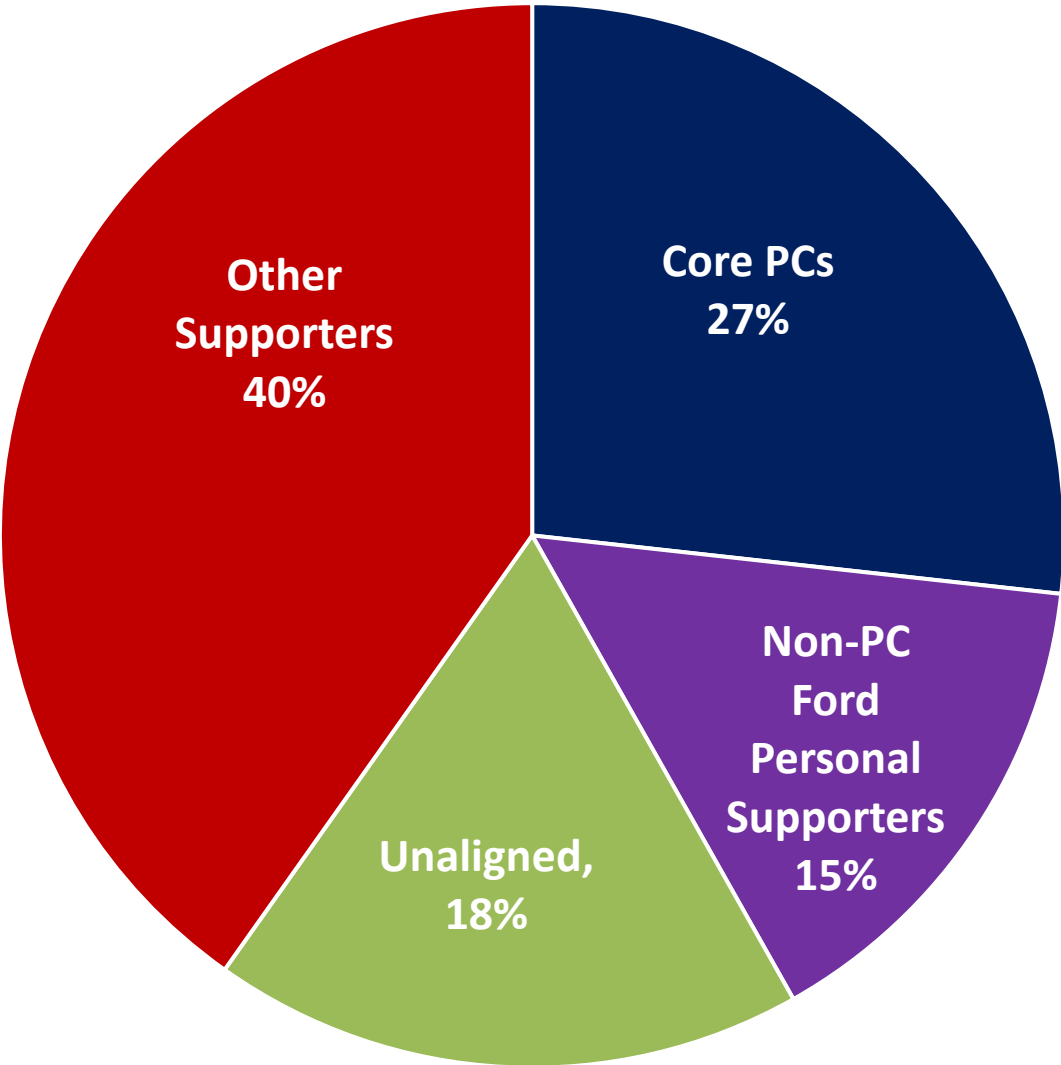
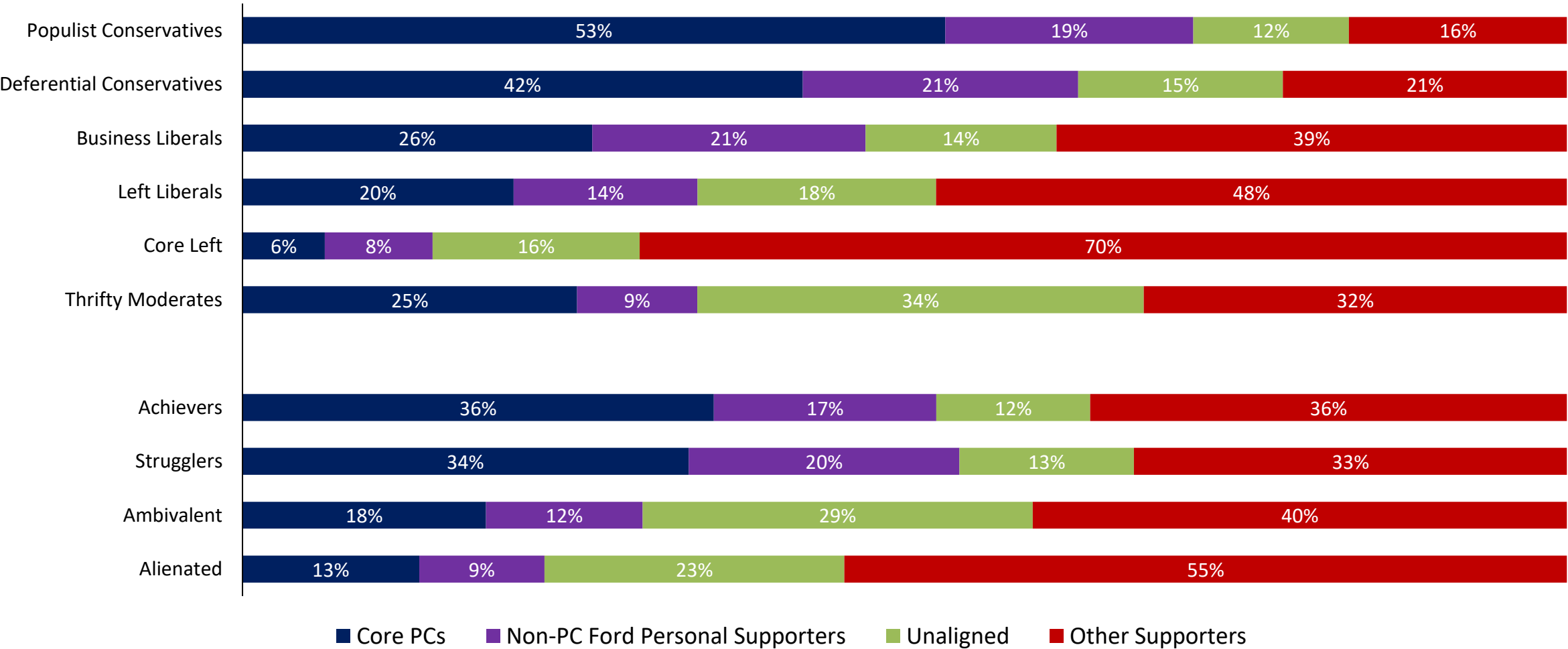| Segment	Description
Core PCs	Identify as Progressive Conservatives
Non-PC Ford Personal Supporters	Positive impression of Doug Ford and DO NOT identify as a PC
Unaligned	Unaligned and neutral or negative impression of Doug Ford
Other Supporters	Neutral or negative impression of Doug Ford and identify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

Ford Political Segmentation: Men are likelier to be non-PC Ford supporters than women

Ford Political Segmentation by *Demographics*

	Core PCs	Non-PC Ford Personal Supporters	Unaligned	Other Supporters
M18-34	30%	18%	21%	31%
M35-54	33%	17%	22%	28%
M55+	33%	19%	13%	35%
W18-34	12%	11%	21%	56%
W35-54	25%	12%	19%	44%
W55+	27%	14%	13%	46%
Toronto	19%	15%	16%	49%
Rest of GTA	30%	17%	18%	36%
South/West	29%	16%	20%	35%
North/East	28%	12%	18%	43%
Liberal		24%		76%
PC	100%			
NDP		10%		90%
Other		18%		82%
Unaligned		24%	76%	

Legend: ■ Core PCs ■ Non-PC Ford Personal Supporters ■ Unaligned ■ Other Supporters
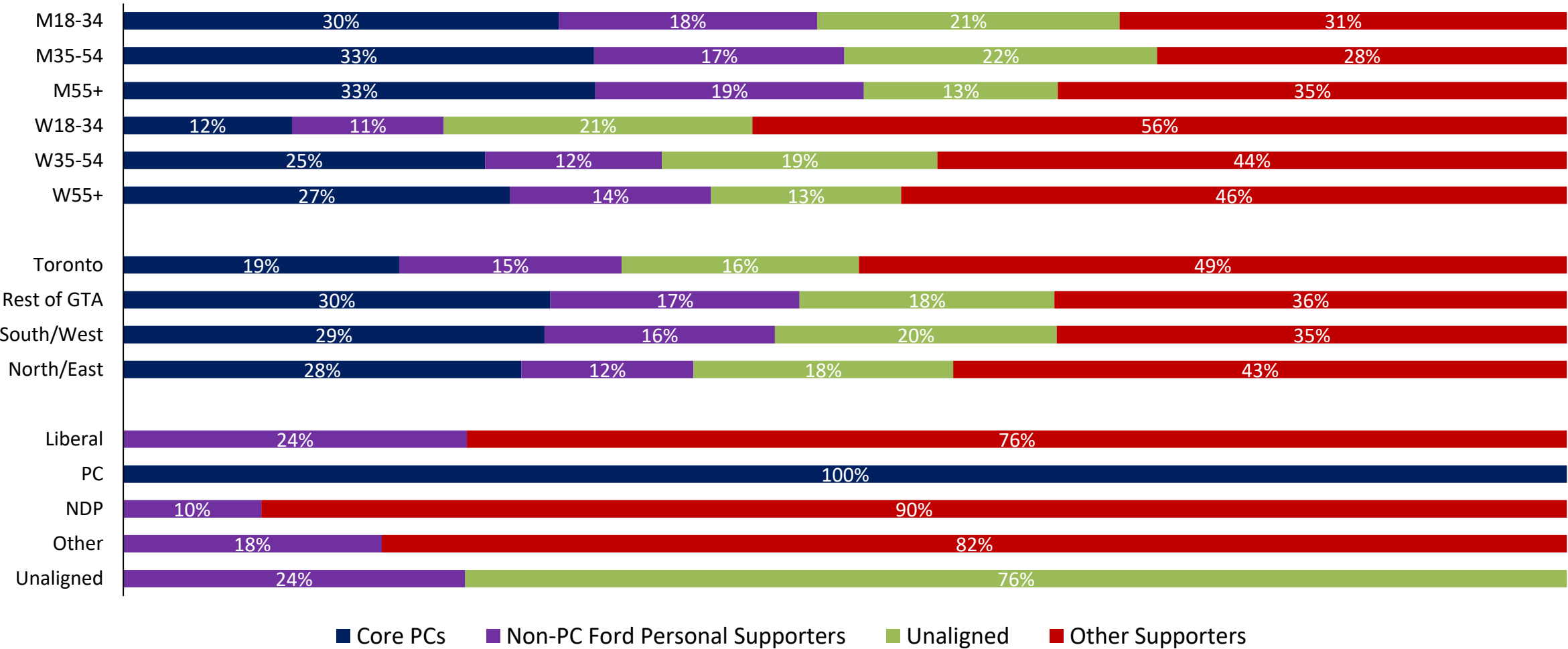
Ford Political Segmentation: Higher non-PC Ford support among Deferential Conservatives, Business Liberals, and economic Strugglers

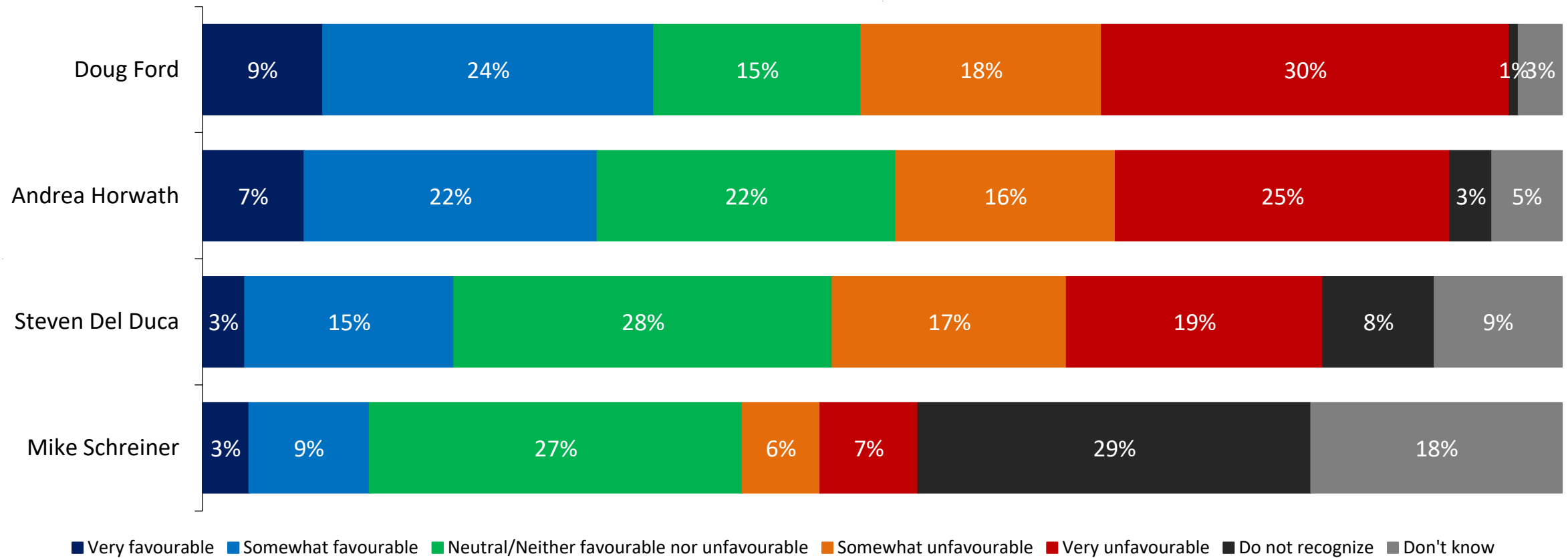Ford Political Segmentation by *Psychographics*

Segment	Core PCs	Non-PC Ford Personal Supporters	Unaligned	Other Supporters
Populist Conservatives	53%	19%	12%	16%
Deferential Conservatives	42%	21%	15%	21%
Business Liberals	26%	21%	14%	39%
Left Liberals	20%	14%	18%	48%
Core Left	6%	8%	16%	70%
Thrifty Moderates	25%	9%	34%	32%
Achievers	36%	17%	12%	36%
Strugglers	34%	20%	13%	33%
Ambivalent	18%	12%	29%	40%
Alienated	13%	9%	23%	55%

Legend: ■ Core PCs ■ Non-PC Ford Personal Supporters ■ Unaligned ■ Other Supporters

Leadership

Leader Favourables: Ford has most favourables AND most unfavourables, Horwath has similar profile, Del Duca less defined

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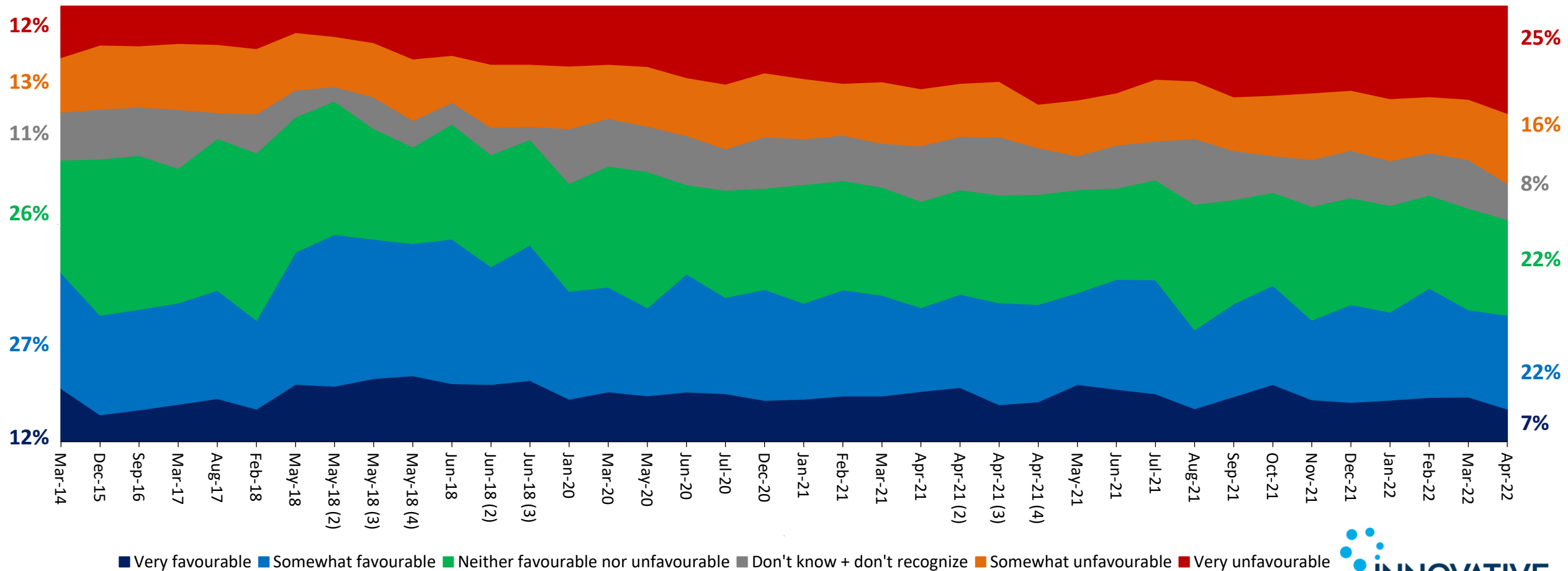[asked of all respondents; n=1,000]

	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
Doug Ford	9%	24%	15%	18%	30%	1%	3%
Andrea Horwath	7%	22%	22%	16%	25%	3%	5%
Steven Del Duca	3%	15%	28%	17%	19%	8%	9%
Mike Schreiner	3%	9%	27%	6%	7%	29%	18%

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Current data: April 2022

Doug Ford Favourability: Ford's favourability is up from a low in January, but down since March

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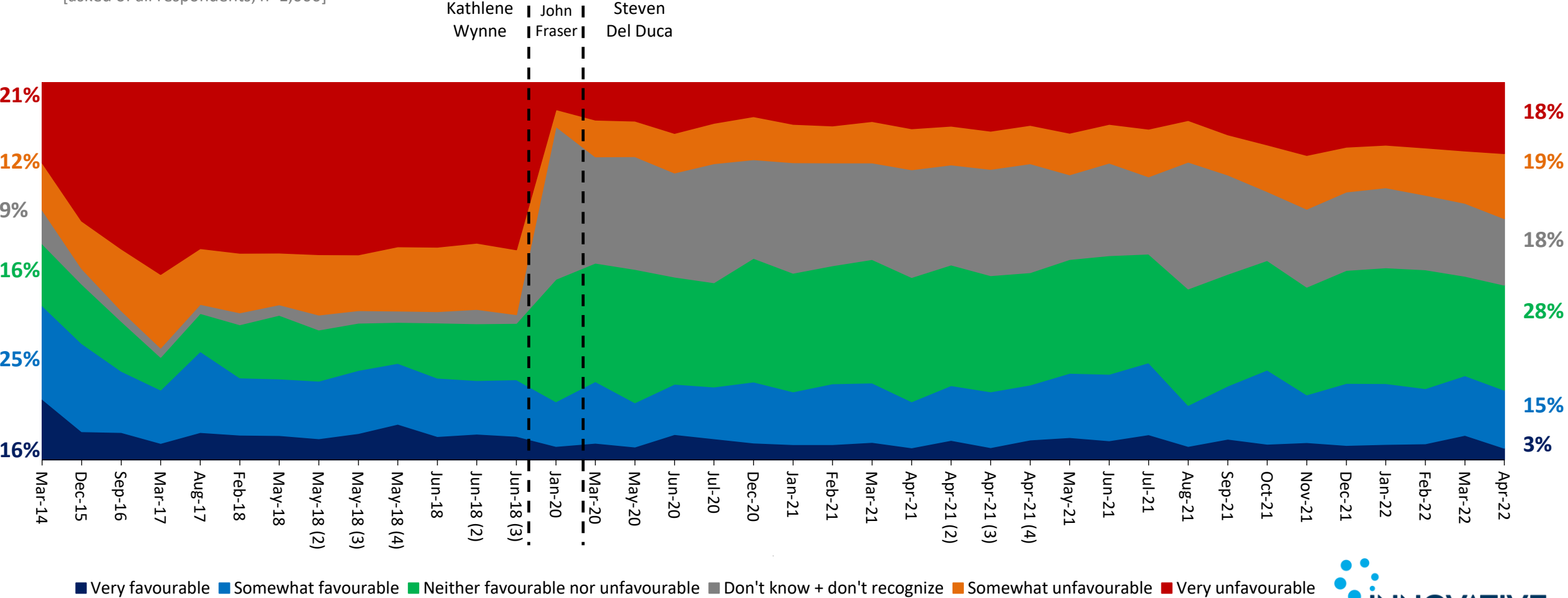
[asked of all respondents; n=1,000]

Legend: Very favourable, Somewhat favourable, Neither favourable nor unfavourable, Don't know + don't recognize, Somewhat unfavourable, Very unfavourable
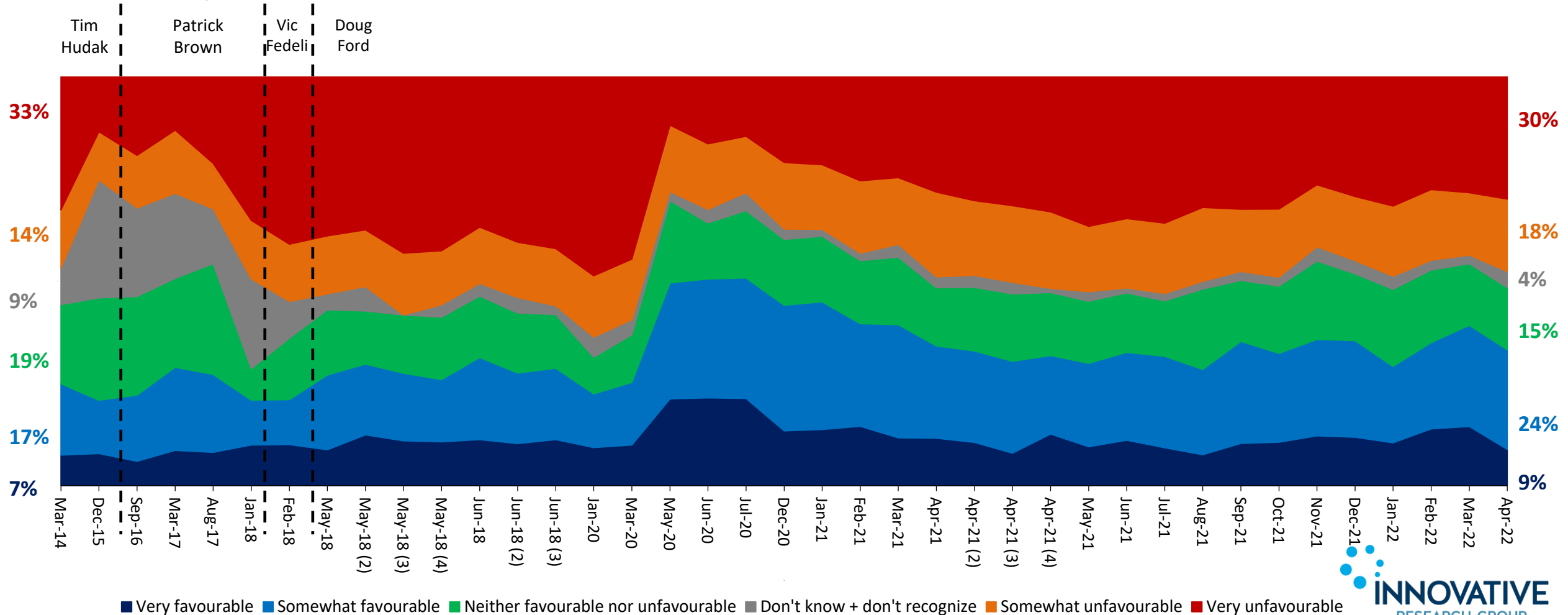
Andrea Horwath Favourability: Horwath's favourability is down directionally since Feb 2022
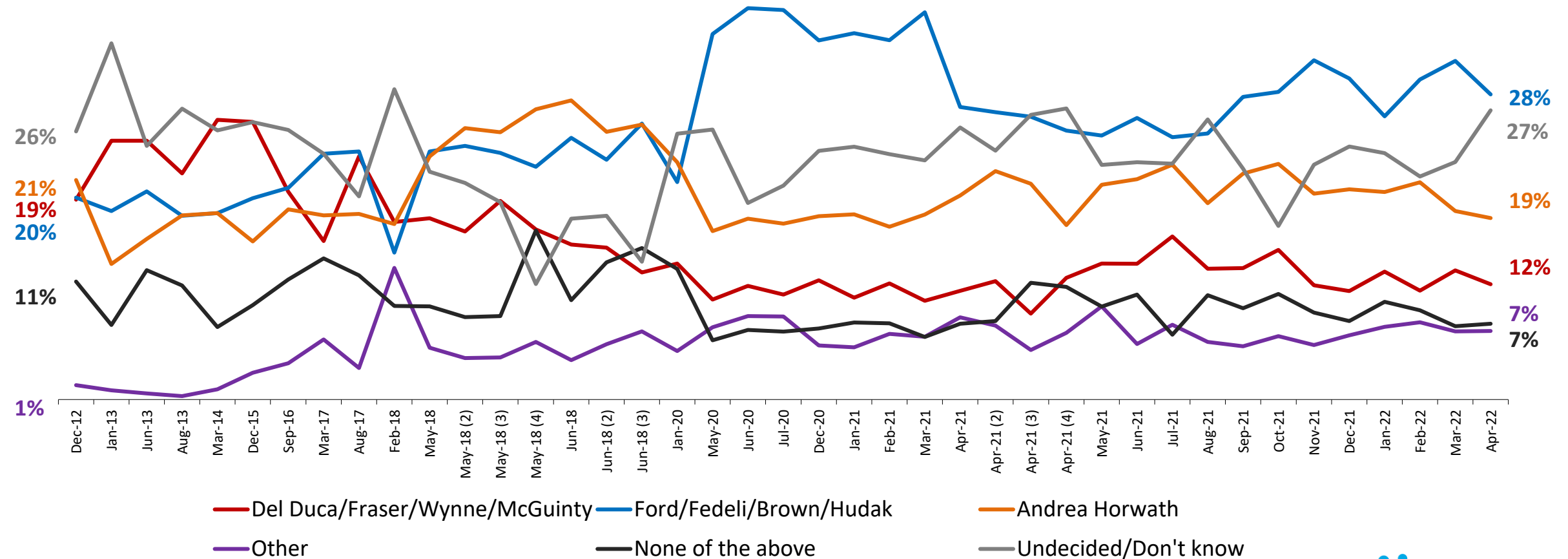
Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.

[asked of all respondents; n=1000]

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

Steven Del Duca Favourability: A plurality continue to have neutral/no opinion of Steven Del Duca, negatives growing

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=1,000]

Kathlene Wynne | John Fraser | Steven Del Duca

Left axis labels: 21%, 12%, 9%, 16%, 25%, 16%

Right axis labels: 18%, 19%, 18%, 28%, 15%, 3%

X-axis: Mar-14, Dec-15, Sep-16, Mar-17, Aug-17, 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

Legend: ■ 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: Doug Ford remains the top choice for best premier, but is down from March 2022 as undecideds rise

Q **Which of the following leaders would make the best Premier of Ontario?**
[asked of all respondents; n=1,000]

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

Current data: April 2022

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Best Premier by Value Cluster: Ford leads as best Premier in four of six [20] clusters, Horwath leads among Core Left and Left Liberals

Value Clusters

Best Premier	Populist Conservatives (N=129)	Deferential Conservatives (N=125)	Business Liberals (N=227)	Left Liberals (N=176)	Core Left (N=192)	Thrifty Moderates (N=150)
Del Duca	7%	7%	15%	13%	13%	8%
Ford	55%	42%	36%	21%	8%	23%
Horwath	2%	8%	12%	23%	39%	14%
Other	8%	5%	6%	4%	9%	8%
None of the Above	10%	6%	7%	6%	5%	11%
Undecided	18%	31%	24%	33%	26%	36%

Current data: April 2022

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Best Premier by Economic Gap: Ford is the top choice among both Achievers and Strugglers, Horwath leads among Alienated

Economic Gap

Best Premier	Achievers (N=330)	Strugglers (N=250)	Ambivalent (N=196)	Alienated (N=225)
Del Duca	14%	9%	8%	11%
Ford	41%	38%	17%	13%
Horwath	13%	14%	18%	27%
Other	6%	7%	5%	9%
None of the Above	5%	6%	7%	13%
Undecided	21%	25%	44%	27%

Current data: April 2022

INNOVATIVE RESEARCH GROUP

Best Premier by Time for Change: Plurality (48%) of Time for a Change PC voters still say Ford is the best choice for premier

Time for Change

Best Premier	Core PC (N=190)	Soft PC (N=77)	Time for a change PC (N=94)	Uncertain (N=131)	Soft anti-PC (N=243)	Hostile (N=266)
Del Duca	0%	3%	2%	3%	16%	25%
Ford	90%	53%	48%	15%	7%	0%
Horwath	0%	4%	8%	5%	20%	41%
Other	1%	9%	7%	2%	6%	13%
None of the Above	3%	9%	7%	8%	11%	7%
Undecided	6%	23%	27%	68%	40%	15%

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Current data: April 2022

Best Premier by Ford Segment: A majority (61%) of non-PC Ford supporters say Ford is the best choice for premier

Best Premier	Ford Segment			
	Core PCs (N=268)	**Non-PC Ford Supporters** (N=151)	**Unaligned** (N=180)	**Other Supporters** (N=402)
Del Duca	3%	6%	5%	22%
Ford	71%	61%	3%	2%
Horwath	3%	5%	13%	34%
Other	2%	5%	7%	10%
None of the Above	5%	2%	16%	7%
Undecided	16%	20%	56%	26%

Current data: April 2022

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Attitudes

Two-Horse Race: Most Ontarians feel this election is only a choice between the PCs and the Liberals

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=1000]

Net Agreement

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net Agreement
May '22	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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Current data: April 2022
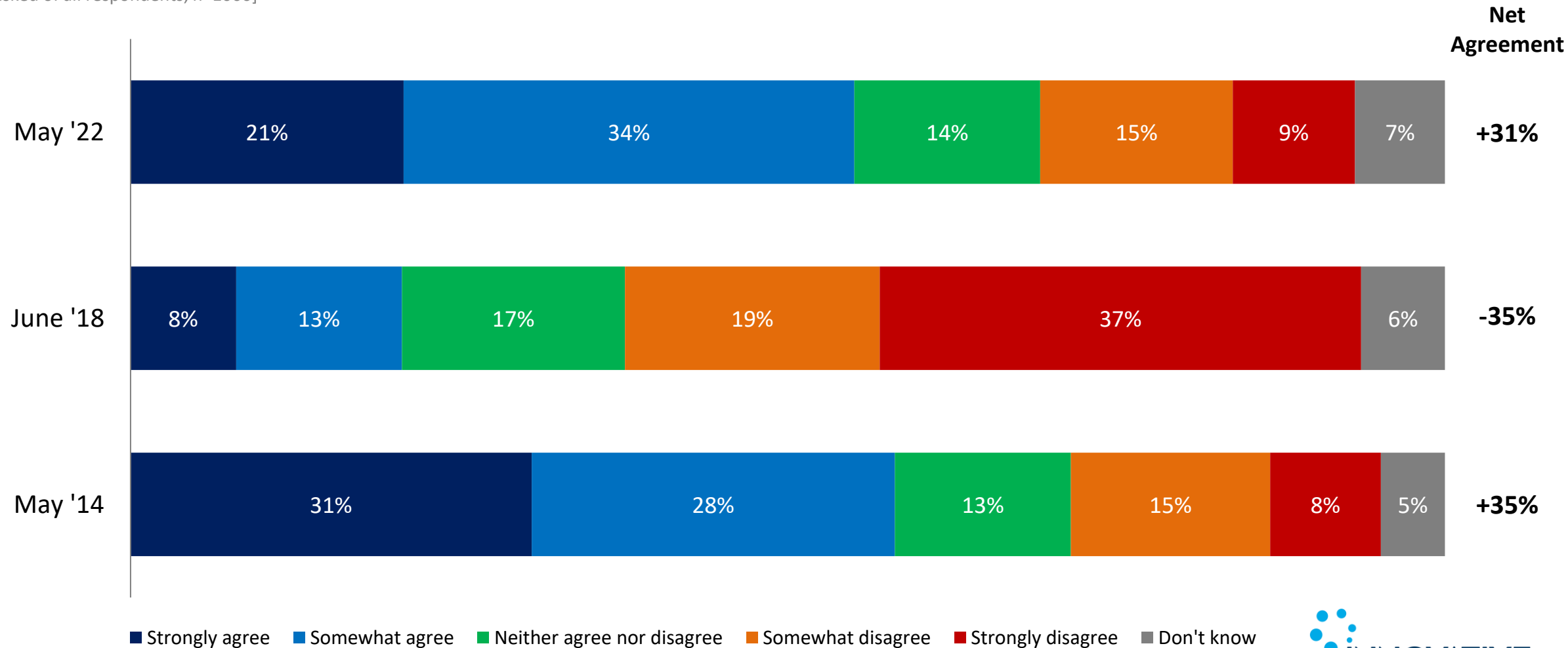
Most Likely Alternative: Nearly half say the Liberals have the best chance of beating the PCs

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=1000]

Current data: April 2022
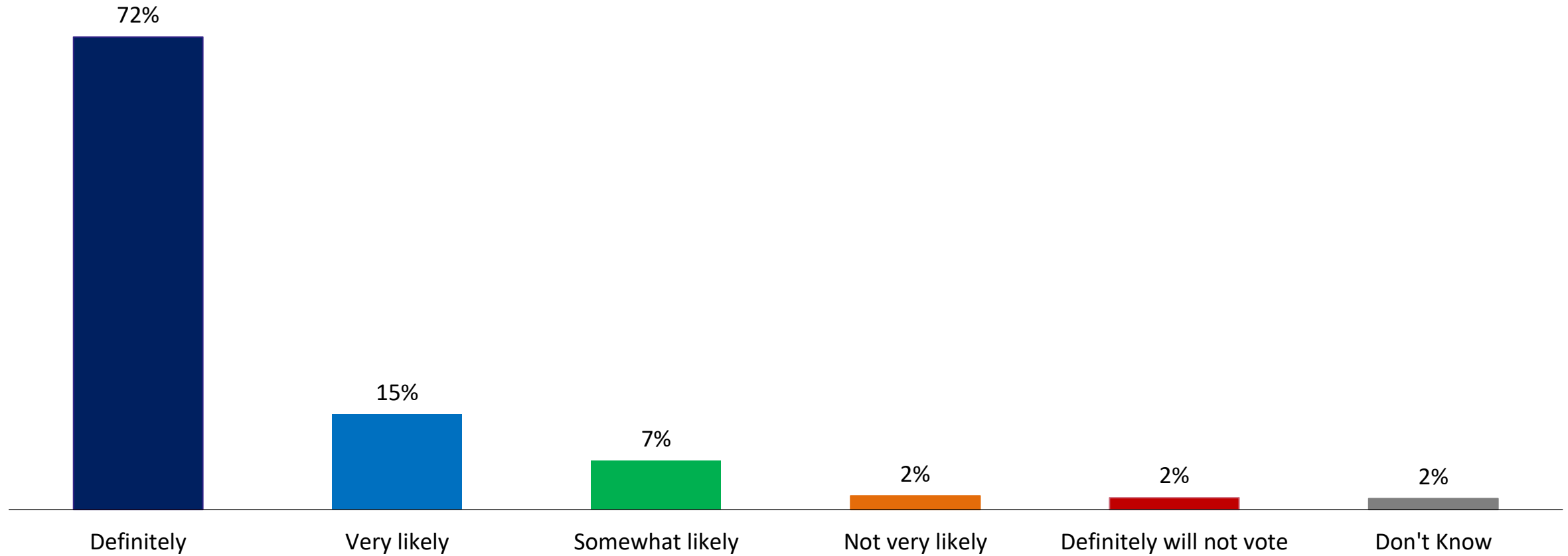
Provincial Vote

Provincial Combined Vote: Among all voters, the PCs (33%) lead the Ontario Liberals (24%) by 9 points

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
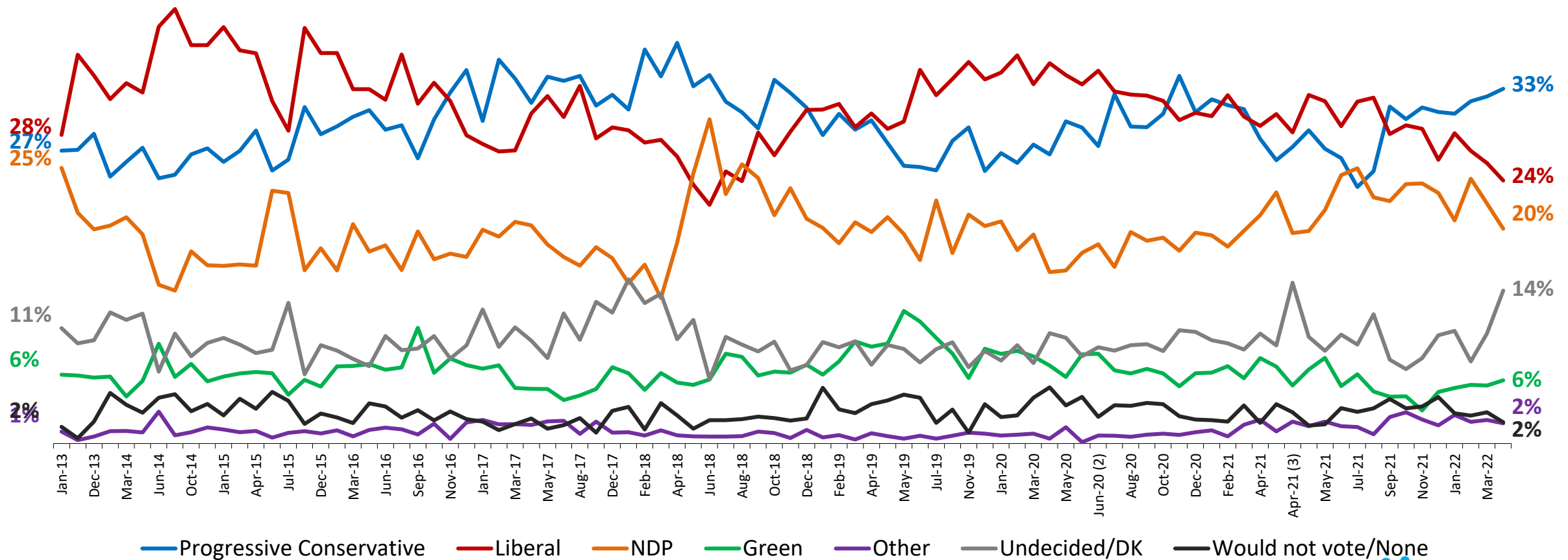[asked of all respondents; n=1,000]

Current data: April 2022

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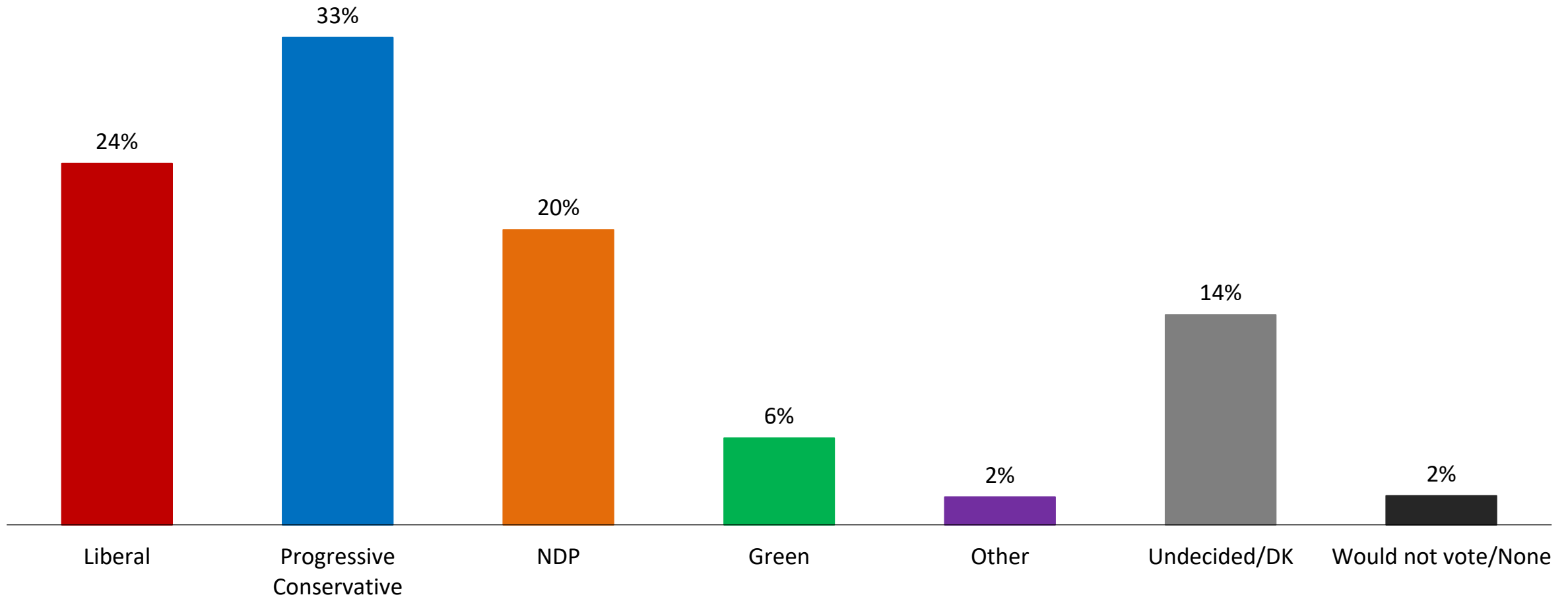
Provincial Vote Tracking: The Liberals and NDP are down directionally since March 2022 while the PCs maintain their lead

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; n=1,000]

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

Current data: April 2022

Provincial Decided Vote: Among decided voters, 39% would vote for the PCs, 29% would vote Liberal, 23% would vote NDP

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=843]

Current data: April 2022

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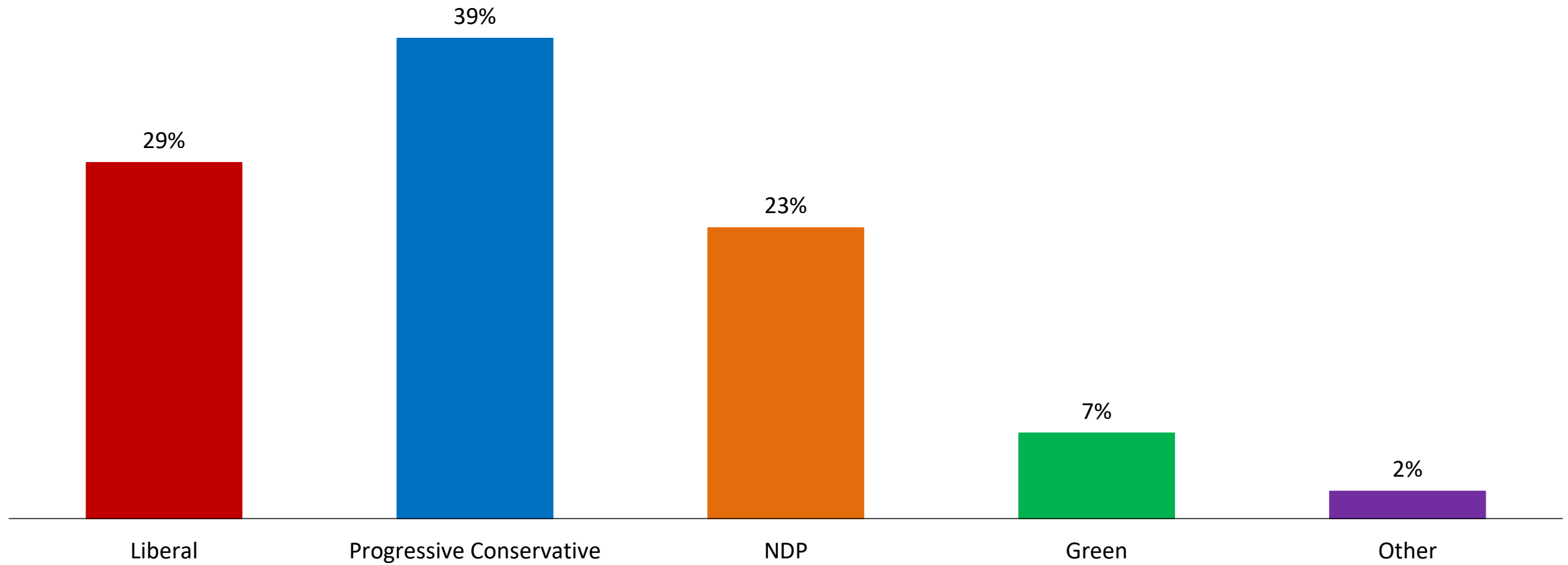
Provincial Decided Vote Tracking: The PCs are up directionally since Feb 2022, while the Liberals remain steady

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]**
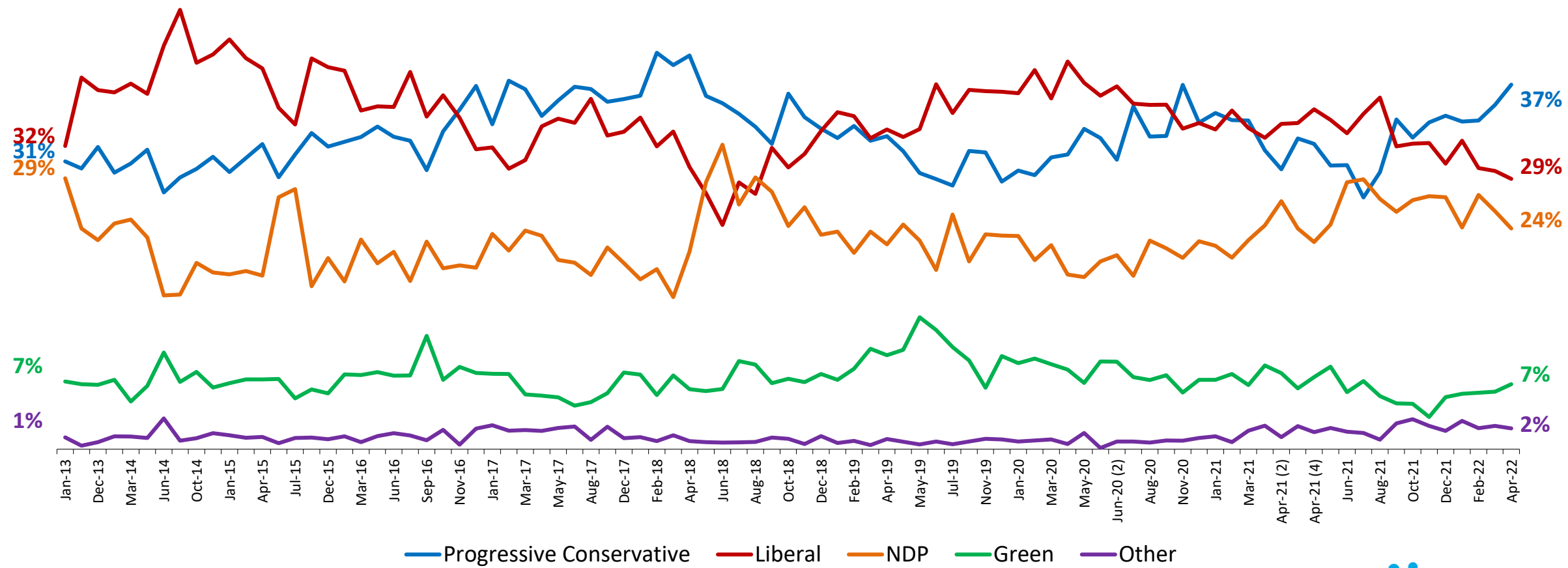[only decided voters; n=843]

Current data: April 2022

Decided Vote by Likelihood to Vote: The PCs lead among definite voters and lead by a wider margin among probable voters

Decided vote by Likelihood to Vote

	Region	
	Definite Voters	**Probable Voters**
	(N=656)	(N=169)
Liberal	30%	23%
Progressive Conservative	38%	42%
NDP	25%	21%
Green	6%	12%
Other	2%	2%

Decided Vote

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Current data: April 2022
Note: Unlikely voters not shown due to small sample size.

Decided Vote by Region: PCs lead in south/west + rest of GTA + north/east, while Liberals lead in Toronto

Decided vote by Region

	Region			
	Toronto	**Rest of GTA**	**South/West**	**North/East**
	(N=175)	(N=212)	(N=213)	(N=241)
Liberal	34%	30%	24%	28%
Progressive Conservative	30%	42%	43%	38%
NDP	27%	20%	23%	24%
Green	7%	5%	9%	6%
Other	2%	2%	2%	3%

Decided Vote

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Current data: April 2022

Decided Vote by Value Cluster: The Ontario PCs lead among 4 clusters, NDP lead in 2

Value Clusters

Decided Vote	Populist Conservatives (N=117)	Deferential Conservatives (N=105)	Business Liberals (N=199)	Left Liberals (N=150)	Core Left (N=169)	Thrifty Moderates (N=100)
Liberal	16%	25%	34%	31%	33%	27%
Progressive Conservative	73%	59%	41%	29%	8%	39%
NDP	3%	9%	16%	34%	51%	17%
Green	1%	4%	8%	7%	7%	14%
Other	7%	3%	1%	0%	1%	2%

Current data: April 2022

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Decided Vote by Economic Gap: The PCs (48%) lead the Liberals (26%) by 22 pts among Strugglers

	Economic Gap			
Decided Vote	**Achievers** (N=298)	**Strugglers** (N=216)	**Ambivalent** (N=136)	**Alienated** (N=190)
Liberal	28%	26%	39%	26%
Progressive Conservative	48%	48%	29%	21%
NDP	15%	20%	25%	40%
Green	8%	5%	5%	10%
Other	2%	2%	2%	3%

Current data: April 2022

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Decided Vote by Time for Change: The PCs lead among Core PCs, Soft PCs and Time for Change PCs

Time for Change

	Core PC	Soft PC	Time for a change PC	Uncertain	Soft anti-PC	Hostile
	(N=183)	(N=70)	(N=84)	(N=60)	(N=197)	(N=247)
Liberal	1%	8%	14%	49%	44%	43%
Progressive Conservative	98%	77%	64%	29%	11%	0%
NDP	1%	2%	15%	13%	32%	45%
Green	0%	5%	5%	9%	10%	10%
Other	1%	7%	2%	0%	3%	2%

Decided Vote

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Current data: April 2022

Decided Vote by Ford Segment: The PCs lead Liberals by almost 40 points among non-PC Ford Supporters

Ford Segment

Decided Vote	Core PCs (N=248)	Non-PC Ford Supporters (N=132)	Unaligned (N=89)	Other Supporters (N=372)
Liberal	5%	25%	29%	46%
Progressive Conservative	86%	62%	19%	4%
NDP	4%	10%	36%	38%
Green	2%	2%	13%	11%
Other	3%	1%	3%	2%

Current data: April 2022

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Provincial 2nd Choice: The NDP are the 2nd choice of most Liberal voters (53%) and Liberals are the 2nd choice of most NDP voters (51%)

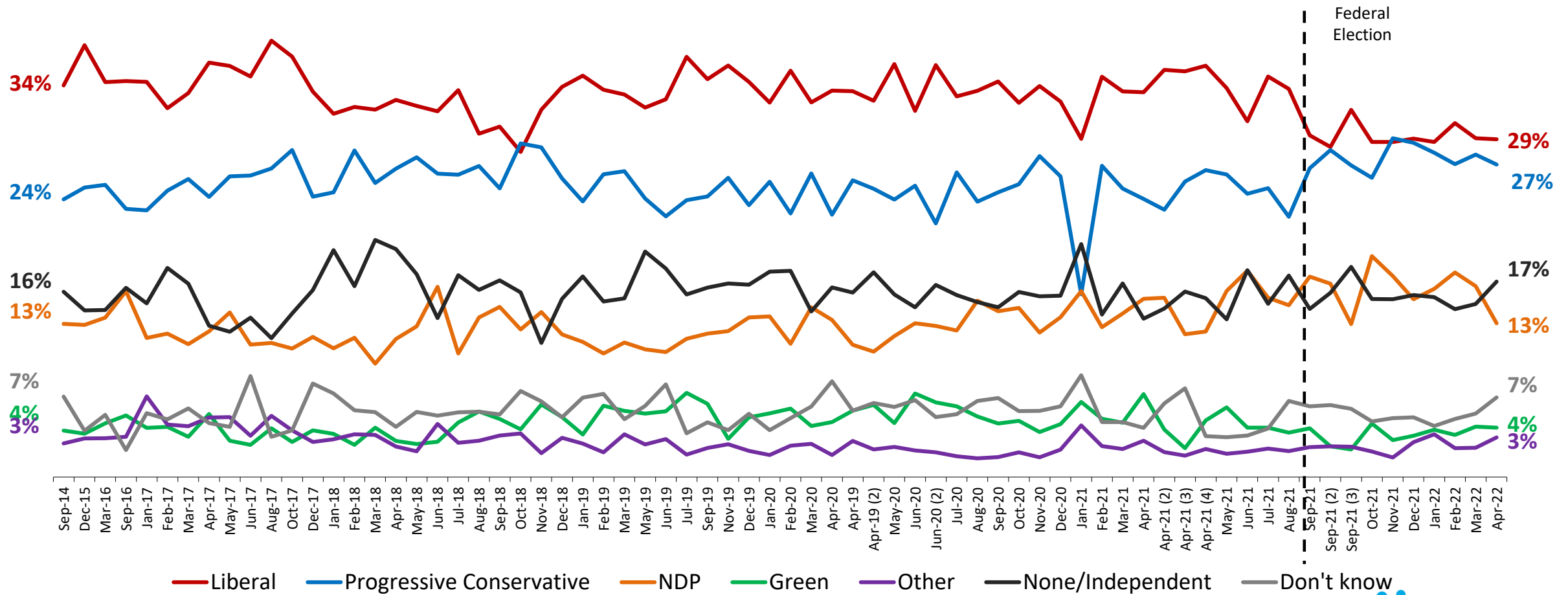And which party would be your second choice? BY [Vote+Lean]

First Choice

Second Choice	Liberal 1st Choice (N=249)	PC 1st Choice (N=312)	NDP 1st Choice (N=205)	Green 1st Choice (N=58)
Liberal 2nd Choice		23%	51%	18%
PC 2nd Choice	18%		6%	10%
NDP 2nd Choice	53%	14%		39%
Green 2nd Choice	9%	9%	18%	
Other 2nd Choice	0%	4%	1%	0%
Undecided	15%	25%	18%	31%
WNV/None	4%	25%	5%	2%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.
Current data: April 2022

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Provincial Party ID Tracking: The Liberals lead narrowly by points on partisanship

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a...
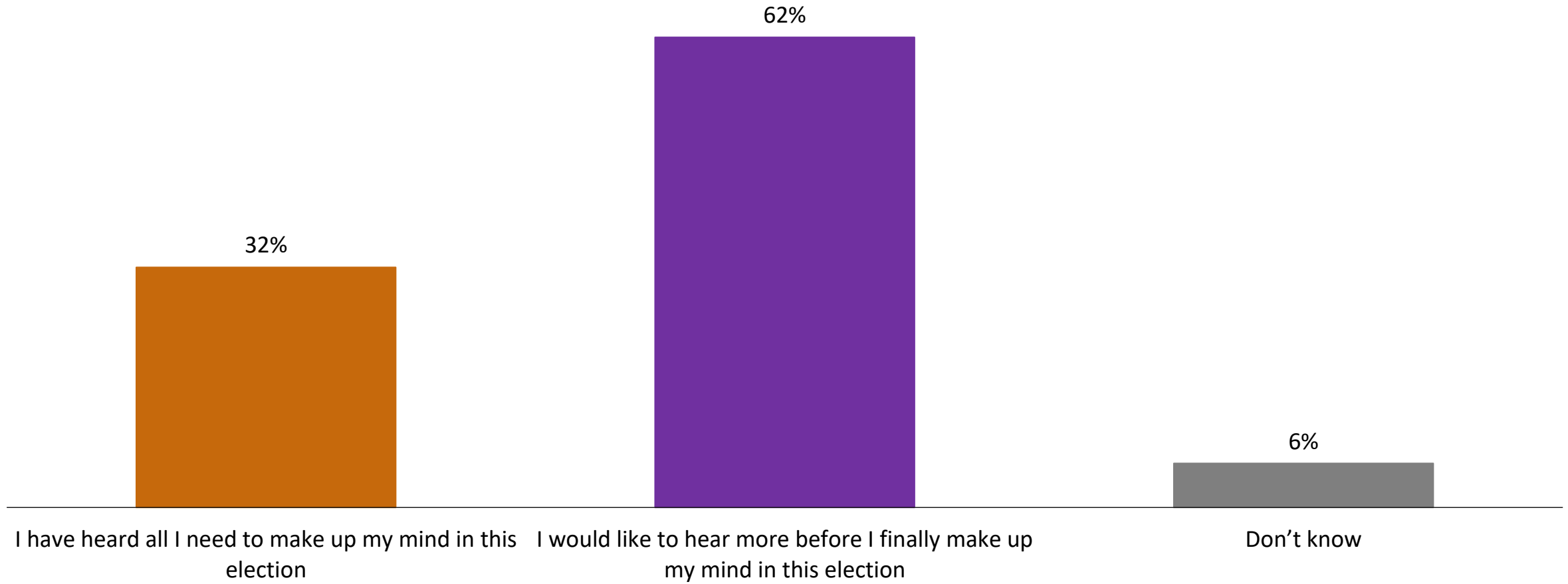[asked of all respondents; n=1,000]

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

Current data: April 2022

Combined Vote by Party ID: NDP partisans are most loyal with 82% saying they would vote for their party

Provincial Party Identification

	Liberal	Progressive Conservative	NDP	Green	Other	Unaligned
	(N=289)	(N=268)	(N=132)	(N=42)	(N=34)	(N=167)
Liberal	63%	5%	7%	3%	13%	13%
Progressive Conservative	14%	79%	3%	4%	39%	24%
NDP	12%	4%	82%	9%	17%	15%
Green	2%	2%	1%	76%	5%	5%
Other	0%	3%	0%	2%	17%	2%
Undecided/DK	7%	7%	8%	6%	3%	33%
Would not vote/None	0%	0%	0%	0%	8%	8%

Combined Vote

Current data: April 2022

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Satisficing: More than 6-in-10 Ontarians say they still want to hear more before making up their mind

Q Which statement is closest to your view about the upcoming election?
[asked of all respondents; n=1000]

32%
I have heard all I need to make up my mind in this election

62%
I would like to hear more before I finally make up my mind in this election

6%
Don't know

Current data: April 2022

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Firmness of Vote: PC voters are more firm in their vote than Liberal or NDP voters

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

First Choice

Satisficing	PC 1st Choice (N=325)	Liberal 1st Choice (N=241)	NDP 1st Choice (N=197)	Green 1st Choice (N=58)	Other 1st Choice (N=19)
I have heard all I need to make up my mind in this election	45%	31%	30%	19%	48%
I would like to hear more before I finally make up my mind in this election	52%	66%	68%	69%	49%
Don't know	2%	3%	2%	12%	3%

Current data: April 2022

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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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