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RESEARCH GROUP

Ontario Politics

Public Opinion Research
Field Dates: May 5 to 9, 2022
Release Date: May 10, 2022

Ontario Politics: Week 1

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

This online survey was in field from May 5th to 9th, 2022 with a weighted sample size of 700. Detailed methodology is provided in the appendix.

Read, Seen, Heard

Measuring Campaign Impacts

Each campaign hopes to win over voters first by their ability to capture their attention and second by what those voters hear about them.

INNOVATIVE tracks the impact of each campaign by asking Ontarians whether they have heard about each party recently, what they have heard, and whether it has had a positive or negative impact on their impressions of that party.
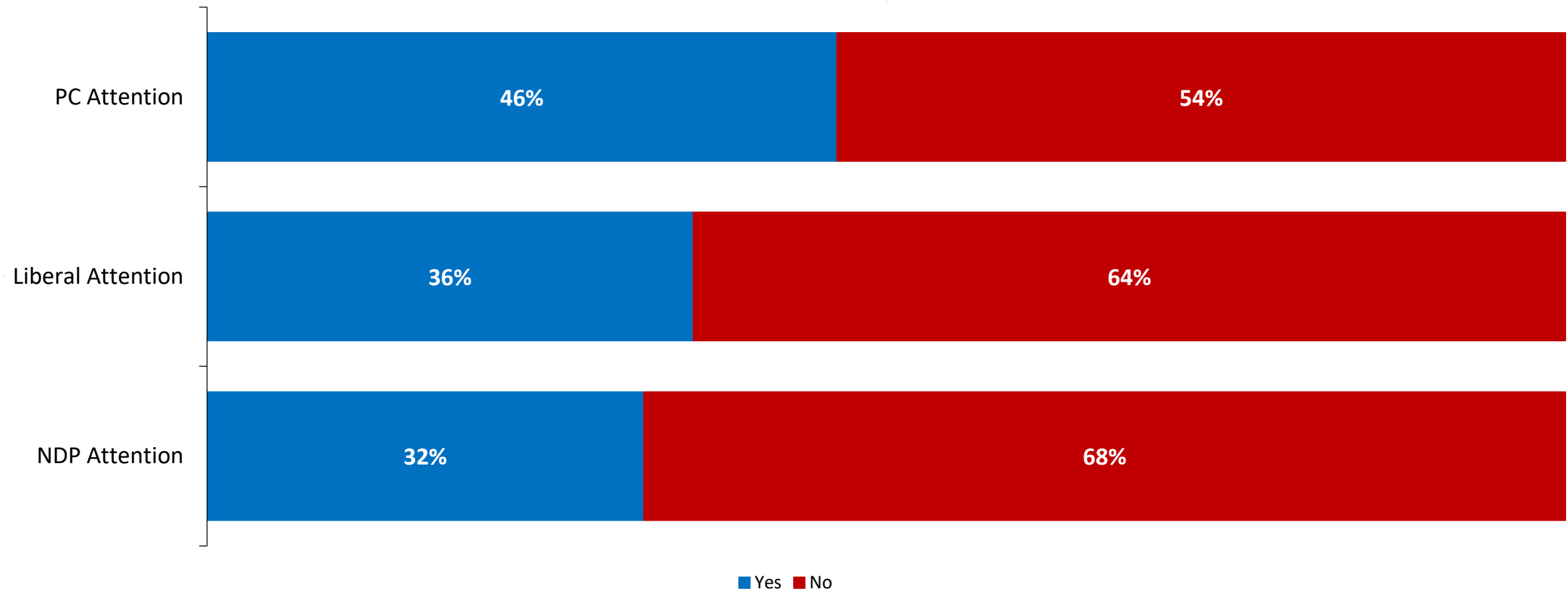
Each respondent is asked whether they have read, seen, or heard something in the last 7 days about the Liberals, the Progressive Conservatives and the New Democrats.

For each party that a respondent has heard about, they are asked what they heard and whether that news had a positive or negative impact on their impression of that party.

Campaign Awareness
Liberals
Progressive Conservatives
New Democrats

Impact
Among those who have read, seen, or heard something

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Campaign Attention: Attention to the PC campaign is the highest, with 46% saying they have heard something about Doug Ford and the PCs

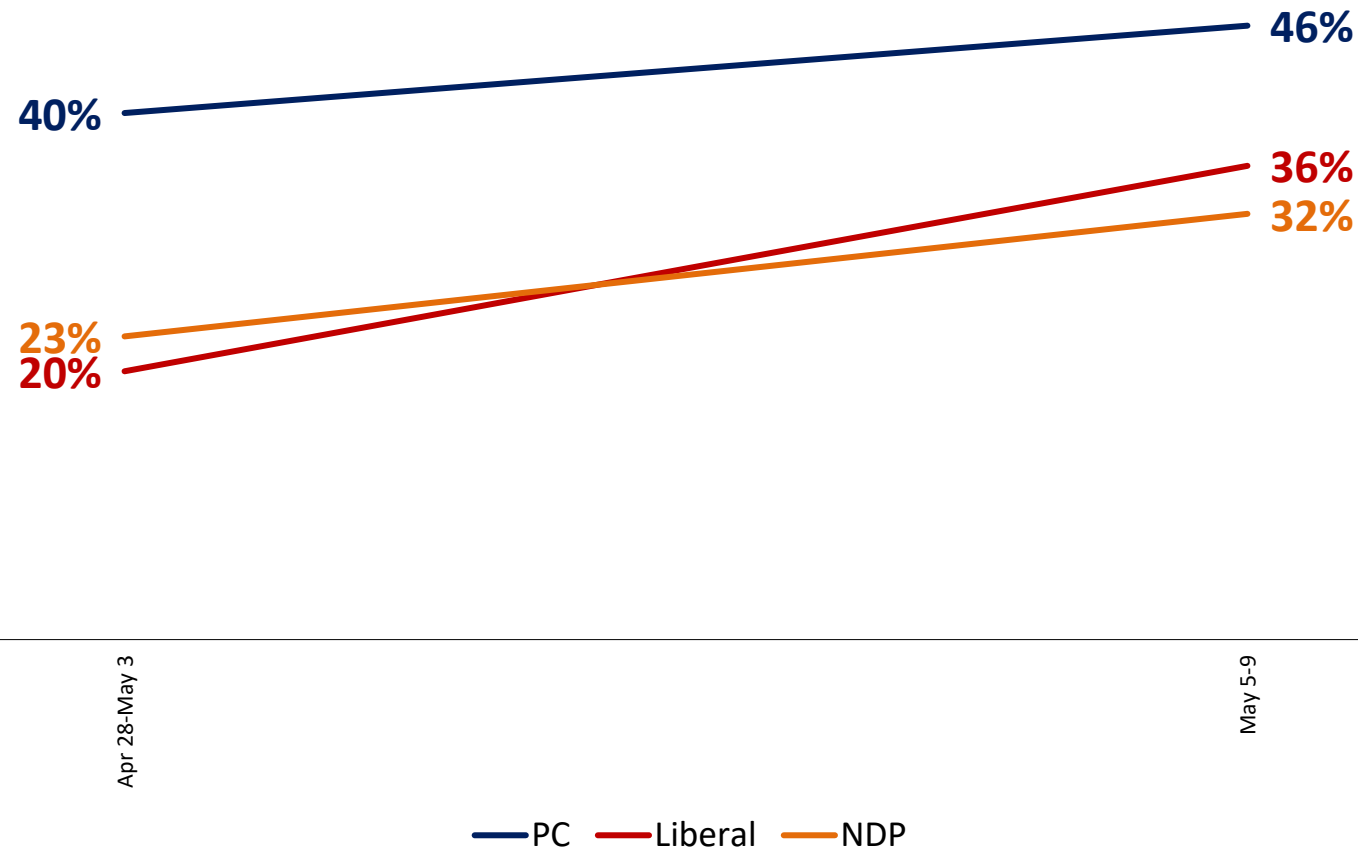**Q** Have you read, seen or heard anything about [PARTY] in the last few days?
[asked of all respondents; n=700]

	Yes	No
PC Attention	46%	54%
Liberal Attention	36%	64%
NDP Attention	32%	68%

■ Yes ■ No

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Read, Seen, Heard Tracking: Attention is up since last week but a majority continue to not have heard of each campaign

Q Have you read, seen or heard anything about [PARTY] in the last few days? **Showing % who have read, seen, or heard about each party.**

- 40% → 46% (PC)
- 23% → 32% (NDP)
- 20% → 36% (Liberal)

Apr 28-May 3   May 5-9

PC — Liberal — NDP

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Campaign Impact: The impact of the recent campaigning is most favourable for the NDP, less favourable for the PCs

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [PARTY], or did it make no difference?

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

Net Impact

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
NDP Impact	10%	24%	38%	13%	14%	+7%
Liberal Impact	8%	23%	35%	18%	16%	-2%
PC Impact	6%	22%	43%	11%	18%	-1%

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

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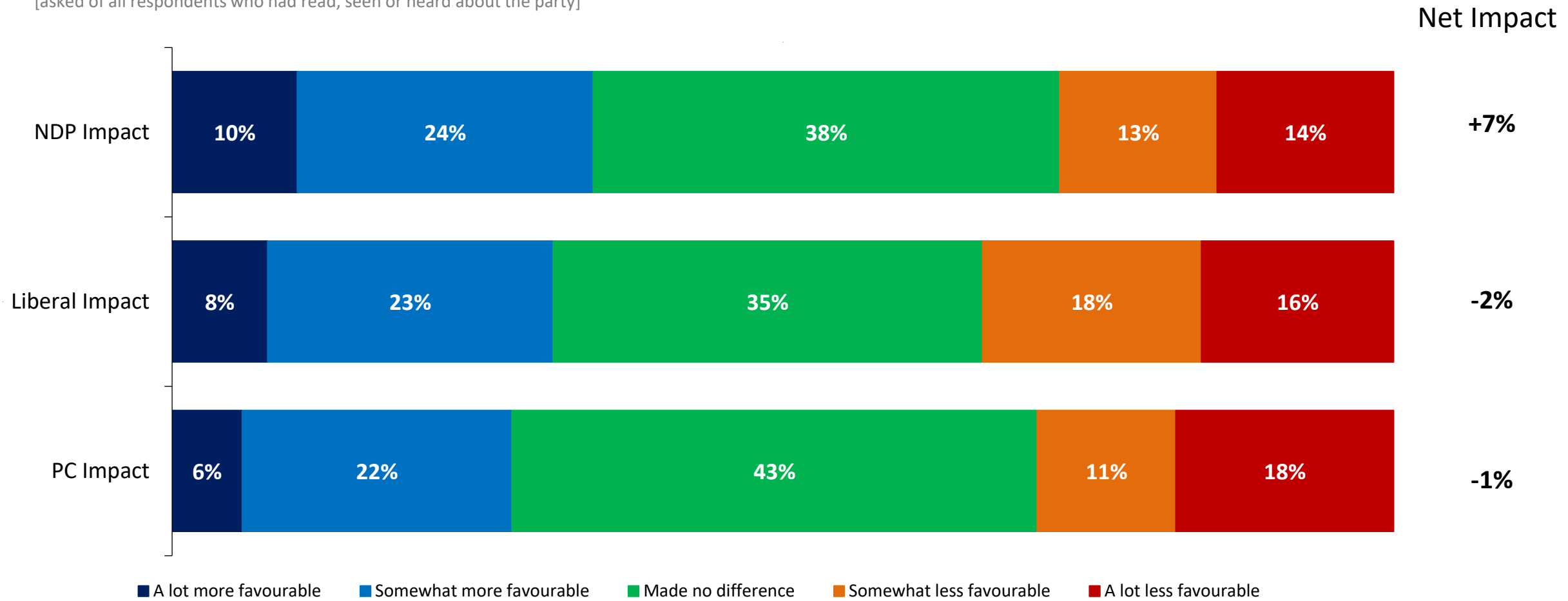
RSH PCs: One-in-three (35%) of Ontarians who heard about Doug Ford heard about highways being built; the net impact was negative

Q And what did you read, see, or hear about Doug Ford and the Progressive Conservative party? [OPEN END]
[asked only of those who RSH about Doug Ford and the Progressive Conservative; n=325]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
HWY 413 & Other Highways (35%)	21%	38%	41%	-20%
Election platform - Promises (12%)	48%	36%	17%	+31%
Campaign Ads/Appearances (11%)	24%	67%	10%	+14%

Bar chart values:
- HWY 413 & Other Highways: 35%
- Election platform - Promises: 12%
- Campaign Ads/Appearances: 11%
- Infrastructure Announcements: 7%
- Election/Campaign- general: 4%
- COVID 19-Updates: 4%
- Budget announcement: 4%
- Party/Leader- negative: 4%
- Wasting Money/Buying votes: 3%
- Doug Ford called the election: 3%
- No fee license stickers: 2%
- Tax/Tax Credits: 2%
- Party/Leader-Positive: 1%
- Leading in the polls: 1%
- Other: 5%
- Don't Know: 1%

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

PC Impact by Partisanship: The net impact of recent news is only positive for the PCs among their own partisans

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards the Progressive Conservative Party, or did it make no difference?
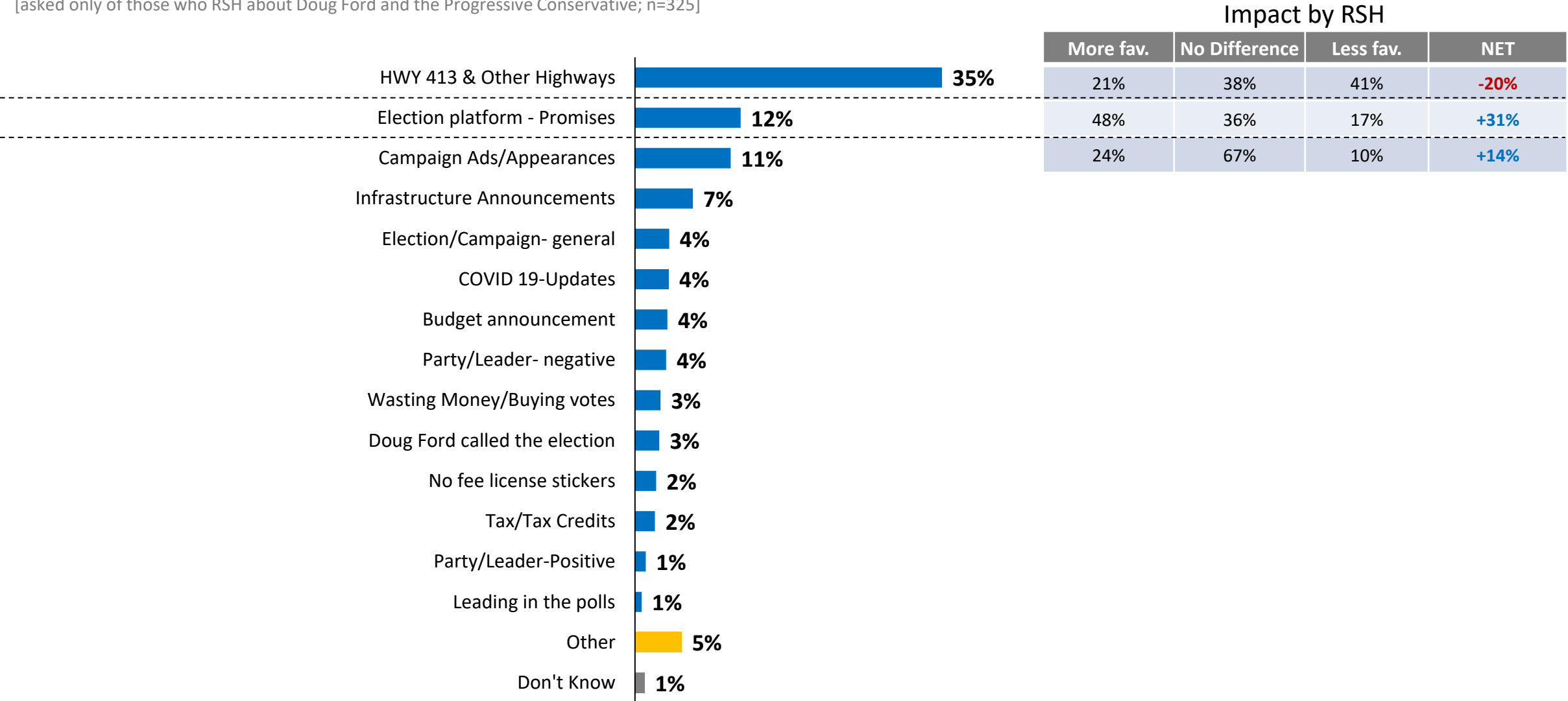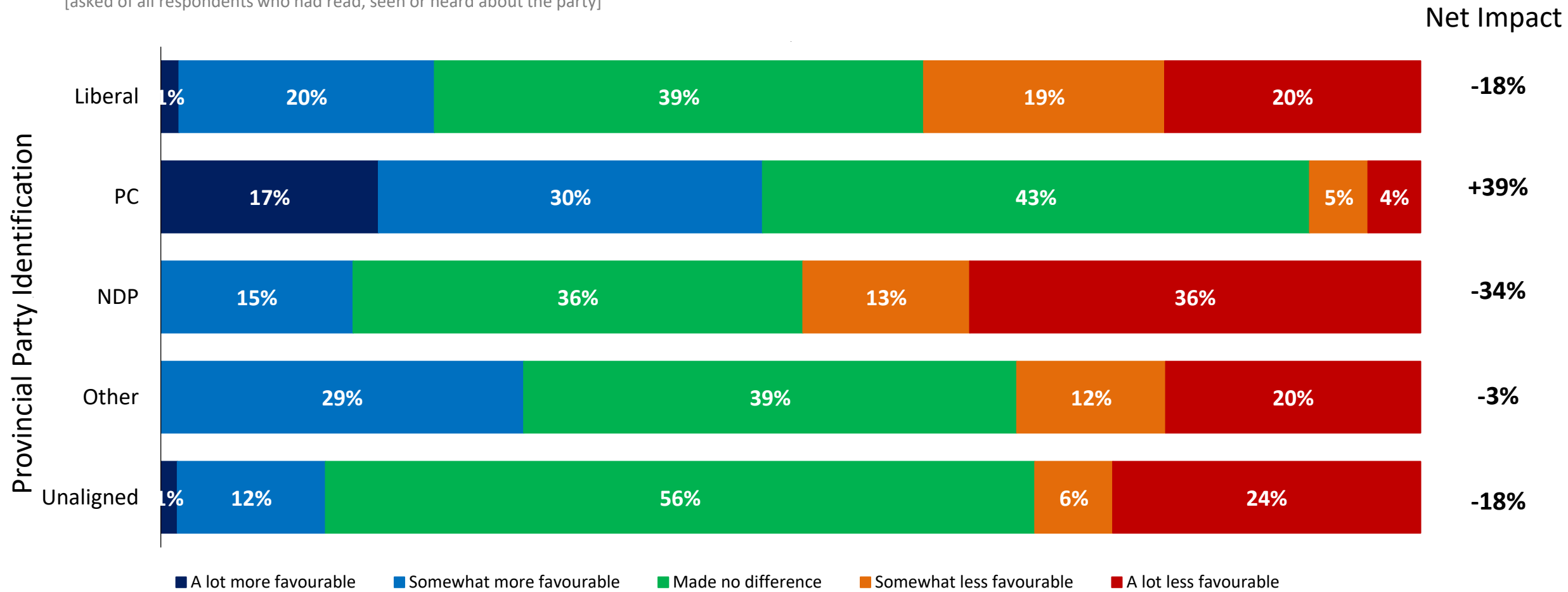
[asked of all respondents who had read, seen or heard about the party]
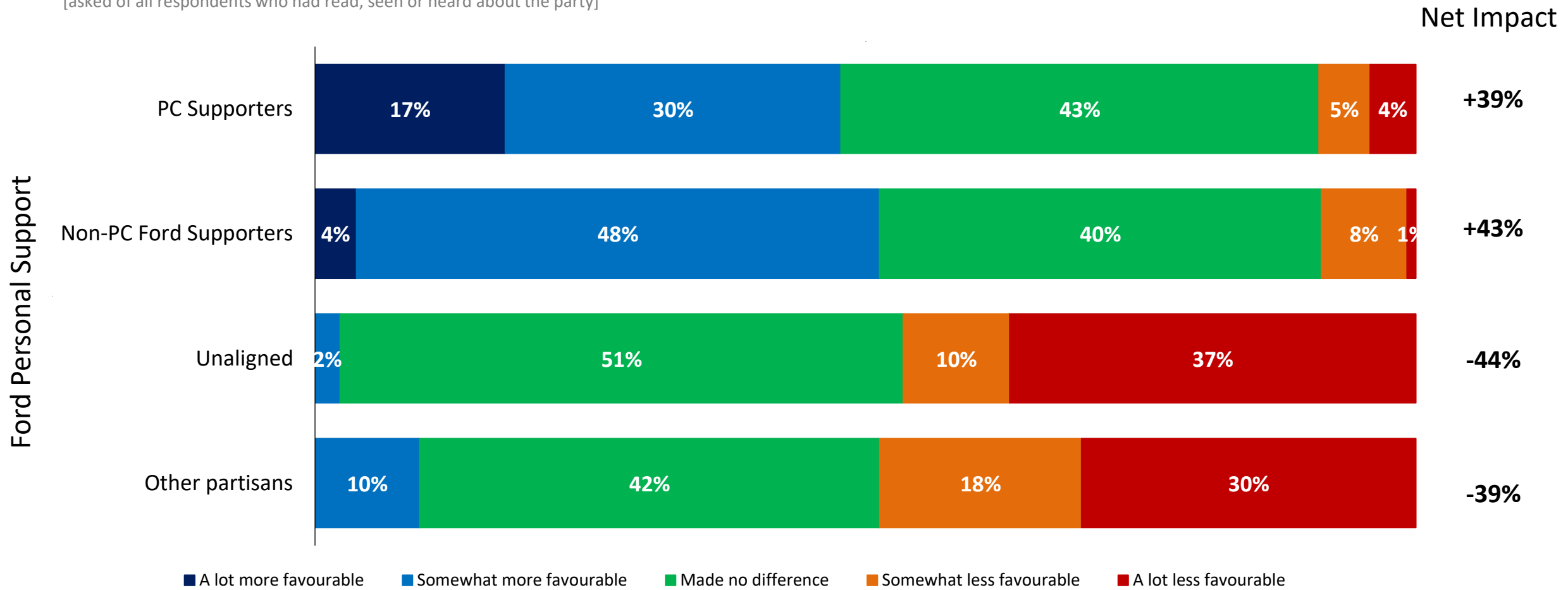
Net Impact

Provincial Party Identification

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
Liberal	1%	20%	39%	19%	20%	-18%
PC	17%	30%	43%	5%	4%	+39%
NDP		15%	36%	13%	36%	-34%
Other		29%	39%	12%	20%	-3%
Unaligned	1%	12%	56%	6%	24%	-18%

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

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

PC Impact by Partisanship: Recent news has helped the PCs among their supporters and among non-PC Ford supporters

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards the Progressive Conservative Party, or did it make no difference?

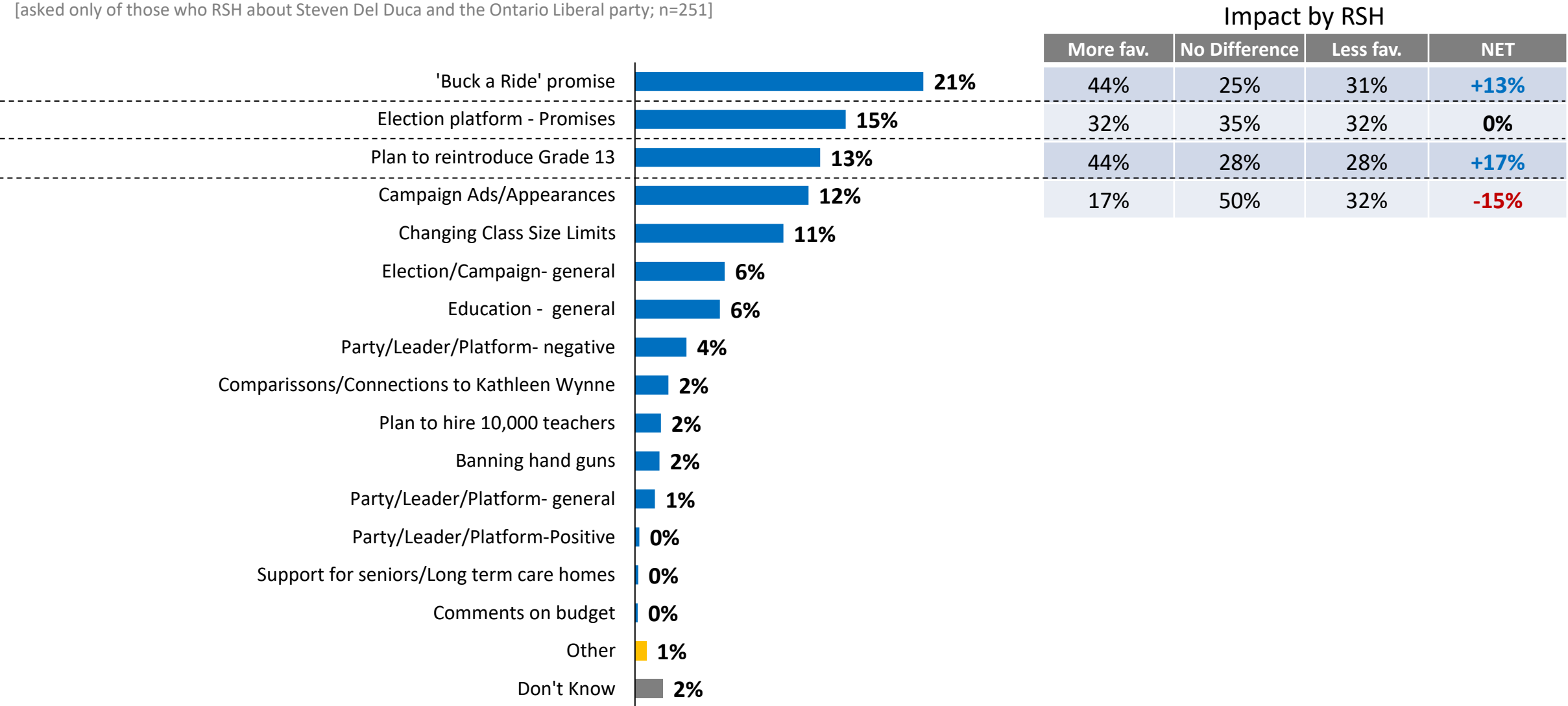[asked of all respondents who had read, seen or heard about the party]

Net Impact

Ford Personal Support

		Net Impact
PC Supporters	17% / 30% / 43% / 5% / 4%	+39%
Non-PC Ford Supporters	4% / 48% / 40% / 8% / 1%	+43%
Unaligned	2% / 51% / 10% / 37%	-44%
Other partisans	10% / 42% / 18% / 30%	-39%

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

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RSH Liberals: A plurality heard about the Liberal Buck-a-Ride plan; the impact was positive

Q And what did you read, see, or hear about Steven Del Duca and the Ontario Liberal party? [OPEN END]
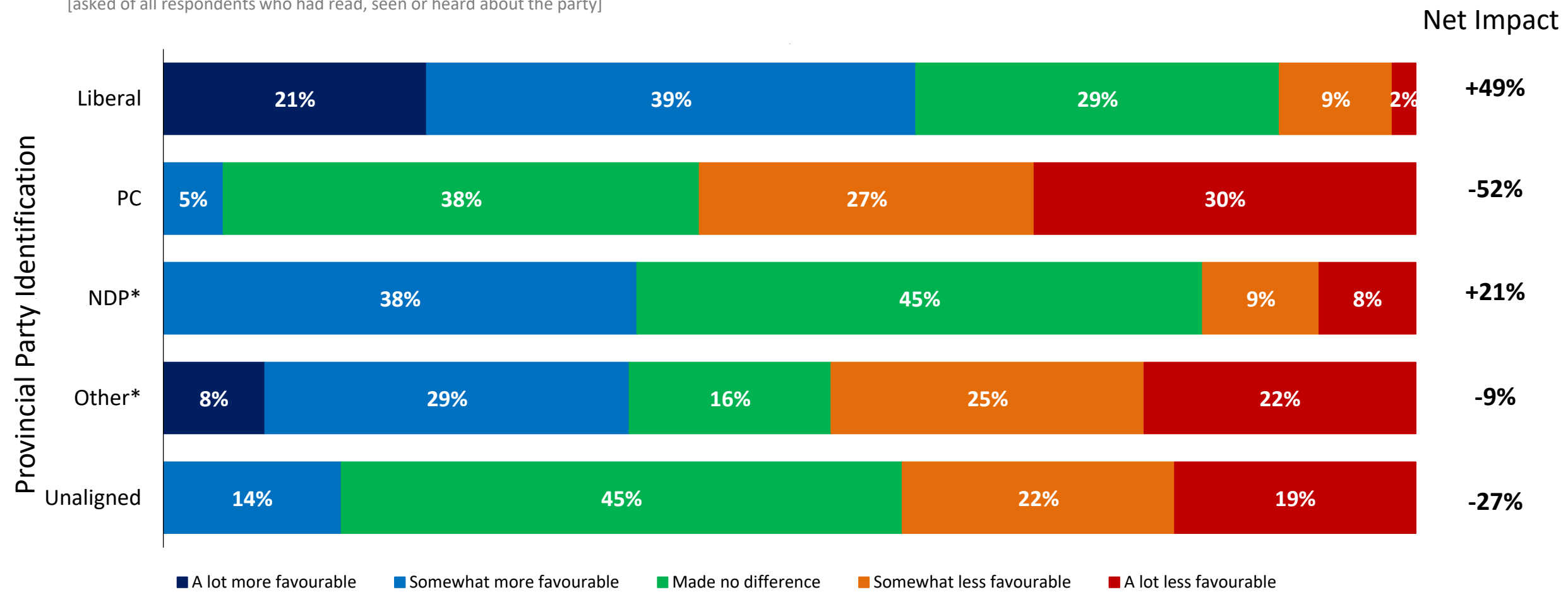[asked only of those who RSH about Steven Del Duca and the Ontario Liberal party; n=251]

'Buck a Ride' promise — **21%**
Election platform - Promises — **15%**
Plan to reintroduce Grade 13 — **13%**
Campaign Ads/Appearances — **12%**
Changing Class Size Limits — **11%**
Election/Campaign- general — **6%**
Education - general — **6%**
Party/Leader/Platform- negative — **4%**
Comparissons/Connections to Kathleen Wynne — **2%**
Plan to hire 10,000 teachers — **2%**
Banning hand guns — **2%**
Party/Leader/Platform- general — **1%**
Party/Leader/Platform-Positive — **0%**
Support for seniors/Long term care homes — **0%**
Comments on budget — **0%**
Other — **1%**
Don't Know — **2%**

Impact by RSH

	More fav.	No Difference	Less fav.	NET
'Buck a Ride' promise	44%	25%	31%	+13%
Election platform - Promises	32%	35%	32%	0%
Plan to reintroduce Grade 13	44%	28%	28%	+17%
Campaign Ads/Appearances	17%	50%	32%	-15%

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

Liberal Impact by Partisanship: The impact is strongly positive among both Liberals and New Democrats

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards the Ontario Liberal Party, or did it make no difference?

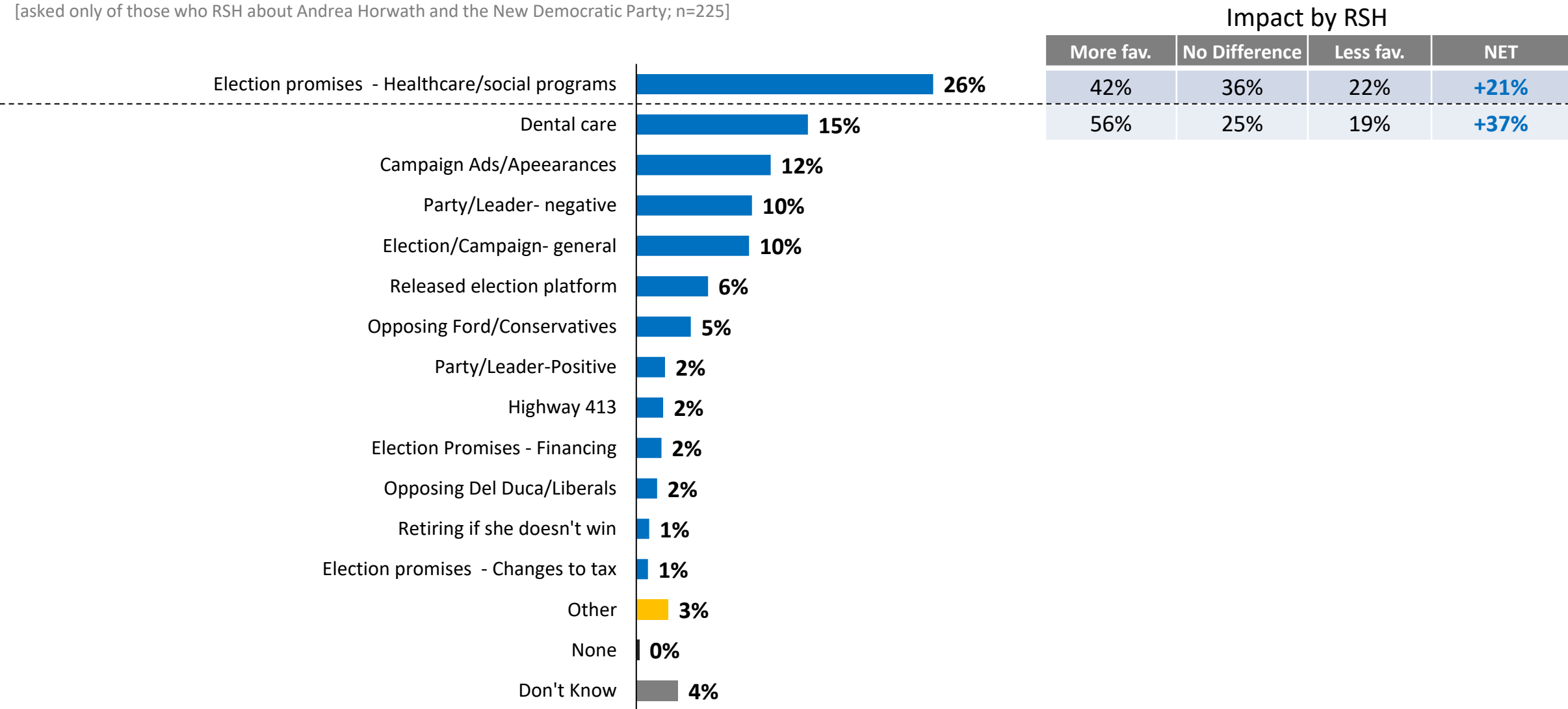[asked of all respondents who had read, seen or heard about the party]

Net Impact

Provincial Party Identification

Party	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
Liberal	21%	39%	29%	9%	2%	+49%
PC		5%	38%	27%	30%	-52%
NDP*		38%	45%	9%	8%	+21%
Other*	8%	29%	16%	25%	22%	-9%
Unaligned		14%	45%	22%	19%	-27%

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

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

RSH New Democrats: Promises for healthcare and social programs, as well as dental care have a positive impact

Q And what did you read, see, or hear about Andrea Horwath and the New Democratic Party? [OPEN END]
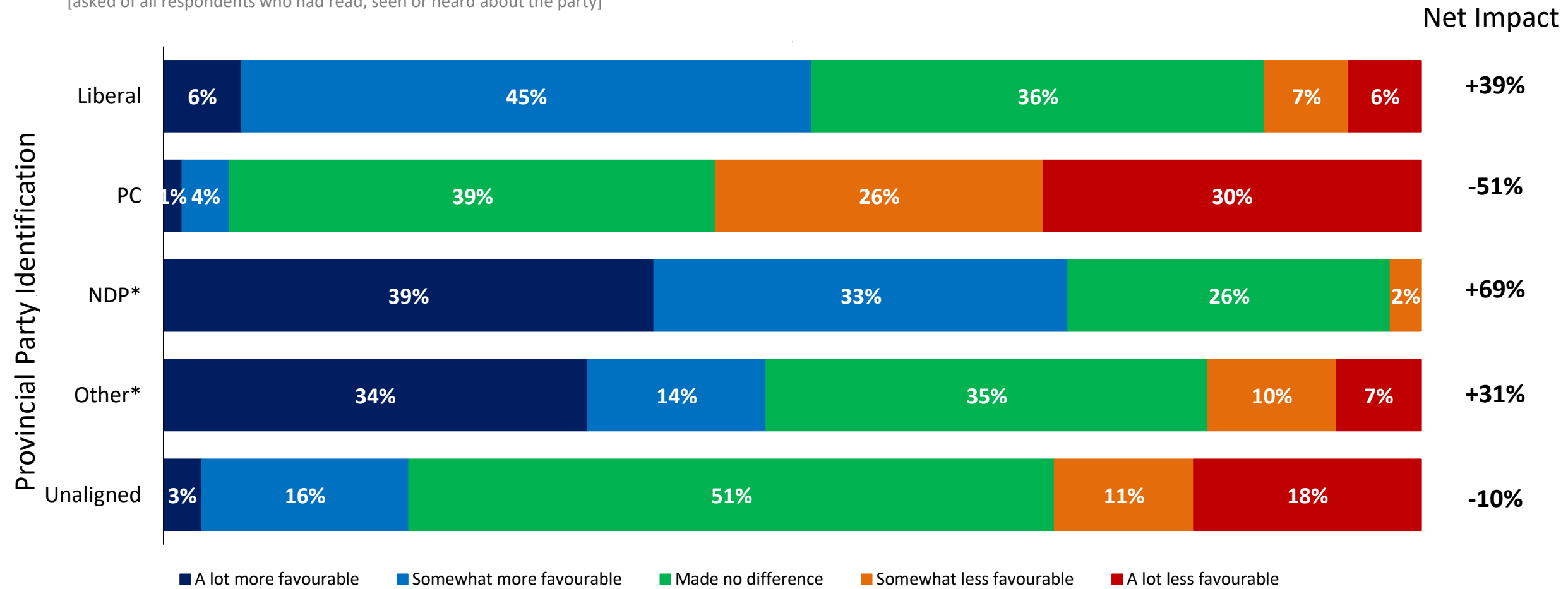[asked only of those who RSH about Andrea Horwath and the New Democratic Party; n=225]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Election promises - Healthcare/social programs — 26%	42%	36%	22%	**+21%**
Dental care — 15%	56%	25%	19%	**+37%**

- Election promises - Healthcare/social programs **26%**
- Dental care **15%**
- Campaign Ads/Apeearances **12%**
- Party/Leader- negative **10%**
- Election/Campaign- general **10%**
- Released election platform **6%**
- Opposing Ford/Conservatives **5%**
- Party/Leader-Positive **2%**
- Highway 413 **2%**
- Election Promises - Financing **2%**
- Opposing Del Duca/Liberals **2%**
- Retiring if she doesn't win **1%**
- Election promises - Changes to tax **1%**
- Other **3%**
- None **0%**
- Don't Know **4%**

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

NDP Impact by Partisanship: The net impact of recent news is positive among Liberal, NDP, and other partisans

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards the New Democratic Party, or did it make no difference?

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

Net Impact

Provincial Party Identification

	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Net Impact
Liberal	6%	45%	36%	7%	6%	**+39%**
PC	1%	4%	39%	26%	30%	**-51%**
NDP*	39%	33%	26%	2%		**+69%**
Other*	34%	14%	35%	10%	7%	**+31%**
Unaligned	3%	16%	51%	11%	18%	**-10%**

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

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

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [PARTY], or did it make no difference? **Showing % who said "a lot more favourable" or "somewhat more favourable"**

[asked of those who have RSH]

Apr 28-May 3 — NDP 32%, Liberal 30%, PC 29%
May 5-9 — NDP 34%, Liberal 31%, PC 28%
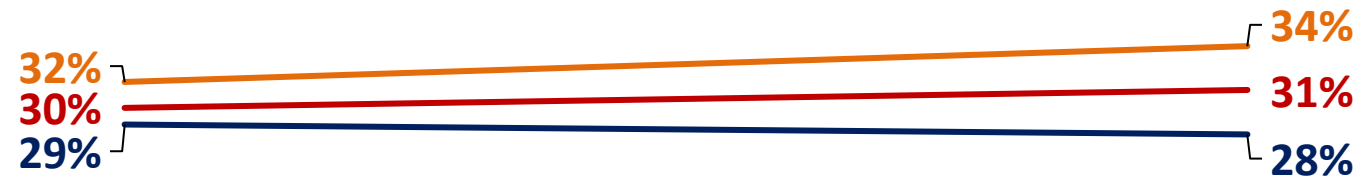
PC — Liberal — NDP

Negative Impact Tracking: Negative impacts are steady for the Liberals, down directionally for the PCs and NDP

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [PARTY], or did it make no difference? **Showing % who said "a lot less favourable" or "somewhat less favourable"**
[asked of those who have RSH]

34%
32%
29%

34%
29%
27%

Apr 28-May 3
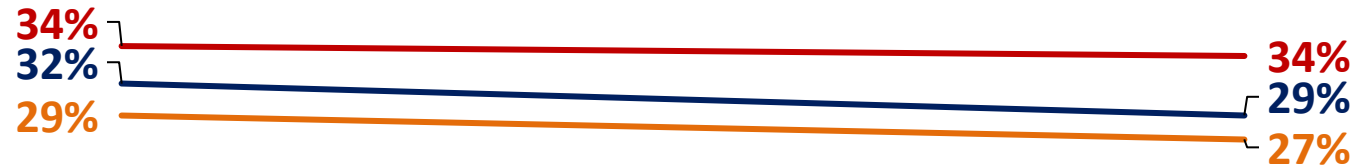
May 5-9

—— PC —— Liberal —— NDP

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Net Impact Tracking: The net impact of recent news has improved for all parties; now best for the NDP

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [PARTY], or did it make no difference?

[asked of those who have RSH]

7%

3%

-1%

-2%

-3%
-5%

Apr 28-May 3

May 5-9

—— PC —— Liberal —— NDP

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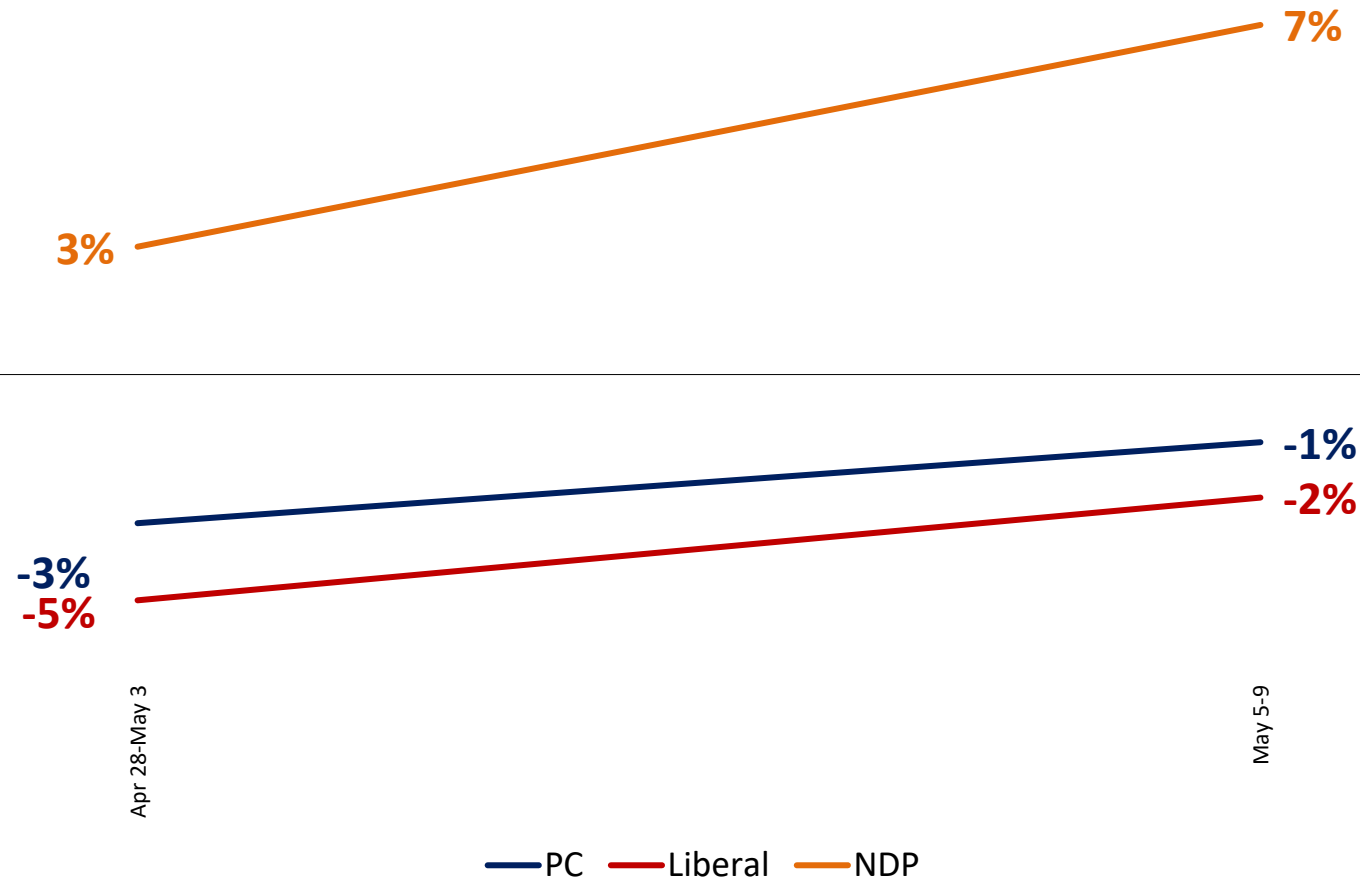
Segments

Key Segmentations

Throughout the campaign, INNOVATIVE will use four key segmentations to understand movement in vote intention and leader reputation. These segmentations have been developed, refined, and validated over the course of dozens of elections campaigns that we have tracked. Detailed definitions and results for each segment can be found in the appendix.

Political Value Clusters

We group Ontarians into six "values" clusters based on 4 key political values:

1. Populist Conservatives (11%)
2. Deferential Conservatives (10%)
3. Business Liberals (22%)
4. Left Liberals (18%)
5. Core Left (17%)
6. Thrifty Moderates (23%)

Economic Gap

The economic gap segmentation divides Ontarians by their outlook on their economic future, splitting them into four groups:

1. Canadian Dream Achievers (28%)
2. Canadian Dream Strugglers (25%)
3. Ambivalent (23%)
4. Alienated (23%)

Time For Change

This segmentation separates Ontarians by their views on the incumbent government. Is it time for a change, and is there a better alternative than the current government? This creates six groups:

1. Core PCs (17%)
2. Soft PCs (10%)
3. Time for Change PCs (14%)
4. Uncertain (12%)
5. Soft anti-PCs (26%)
6. Hostile (21%)

Ford Personal Support

This segmentation separates by their partisanship and views of Doug Ford to find voters who support Ford personally but do not identify as Progressive Conservatives. This creates four groups:

1. Core PCs (26%)
2. Ford Personal Supporters (20%)
3. Unaligned (17%)
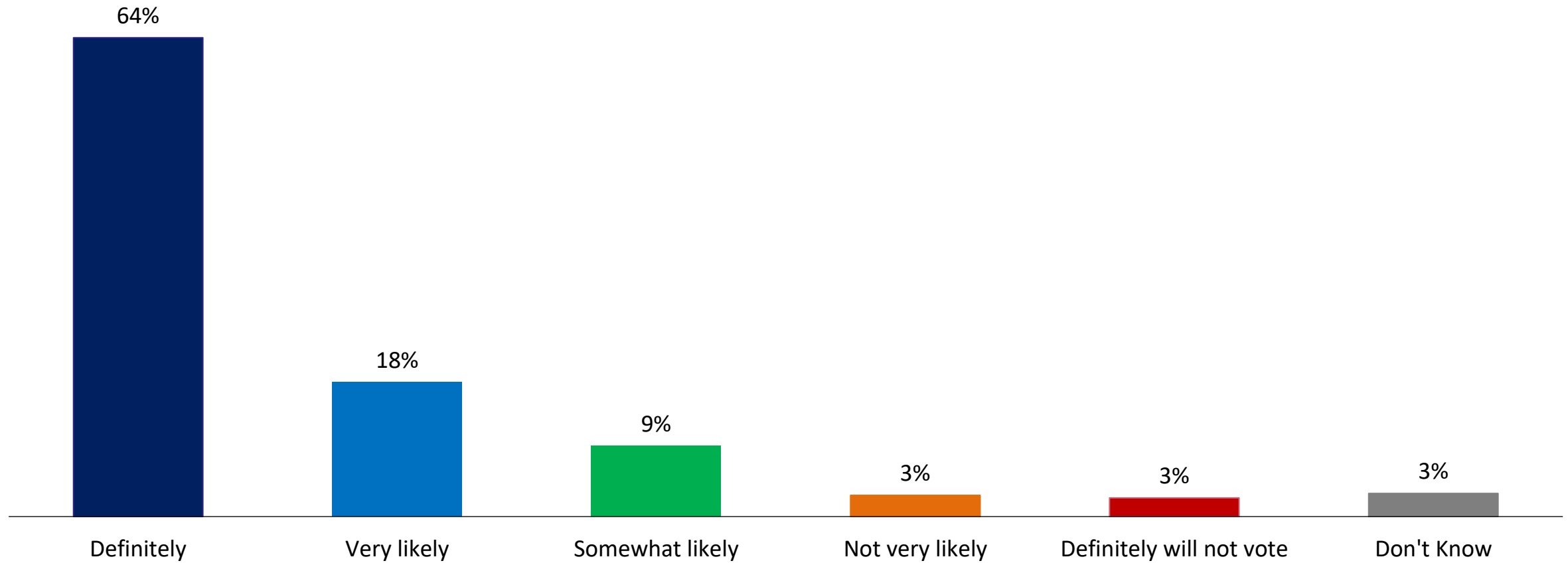4. Other supporters (37%)

Provincial Vote

Likelihood to Vote: 2-in-3 (64%) of respondents say that they will definitely vote in the provincial election

Q As you may have heard there is going to be a provincial election on June 2nd of this year. How likely are you to vote in the upcoming Ontario provincial election?

[asked of all respondents; n=700]

64%	18%	9%	3%	3%	3%
Definitely	Very likely	Somewhat likely	Not very likely	Definitely will not vote	Don't Know

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Provincial Combined Vote: The PCs (34%) lead the Liberals (24%) by 10 points, while the NDP (20%) trails by 3 points behind the Liberals

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
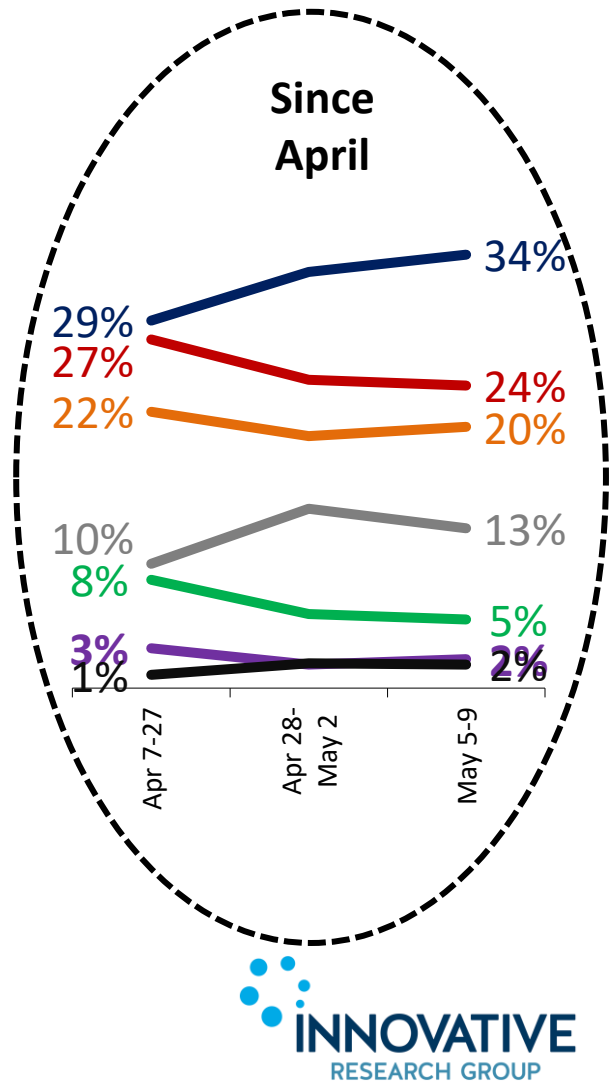[asked of all respondents; n=700]
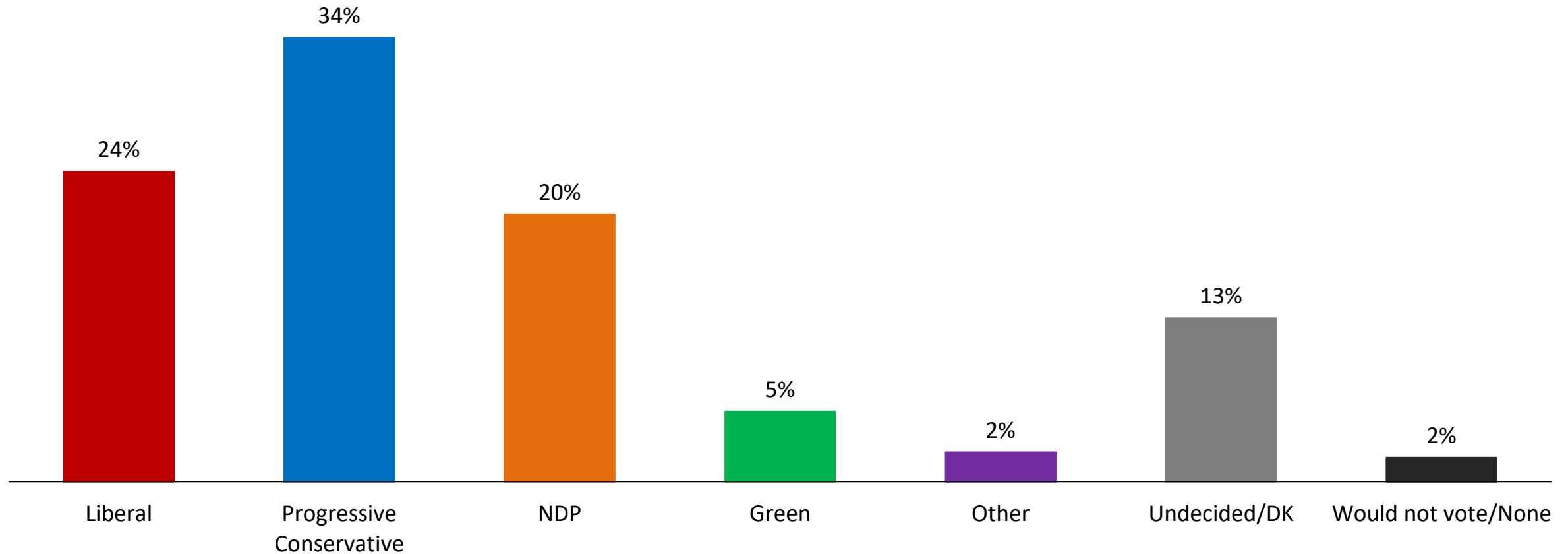
Provincial Vote Tracking: No significant change in vote – PCs remain well ahead of the Liberals and the NDP

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
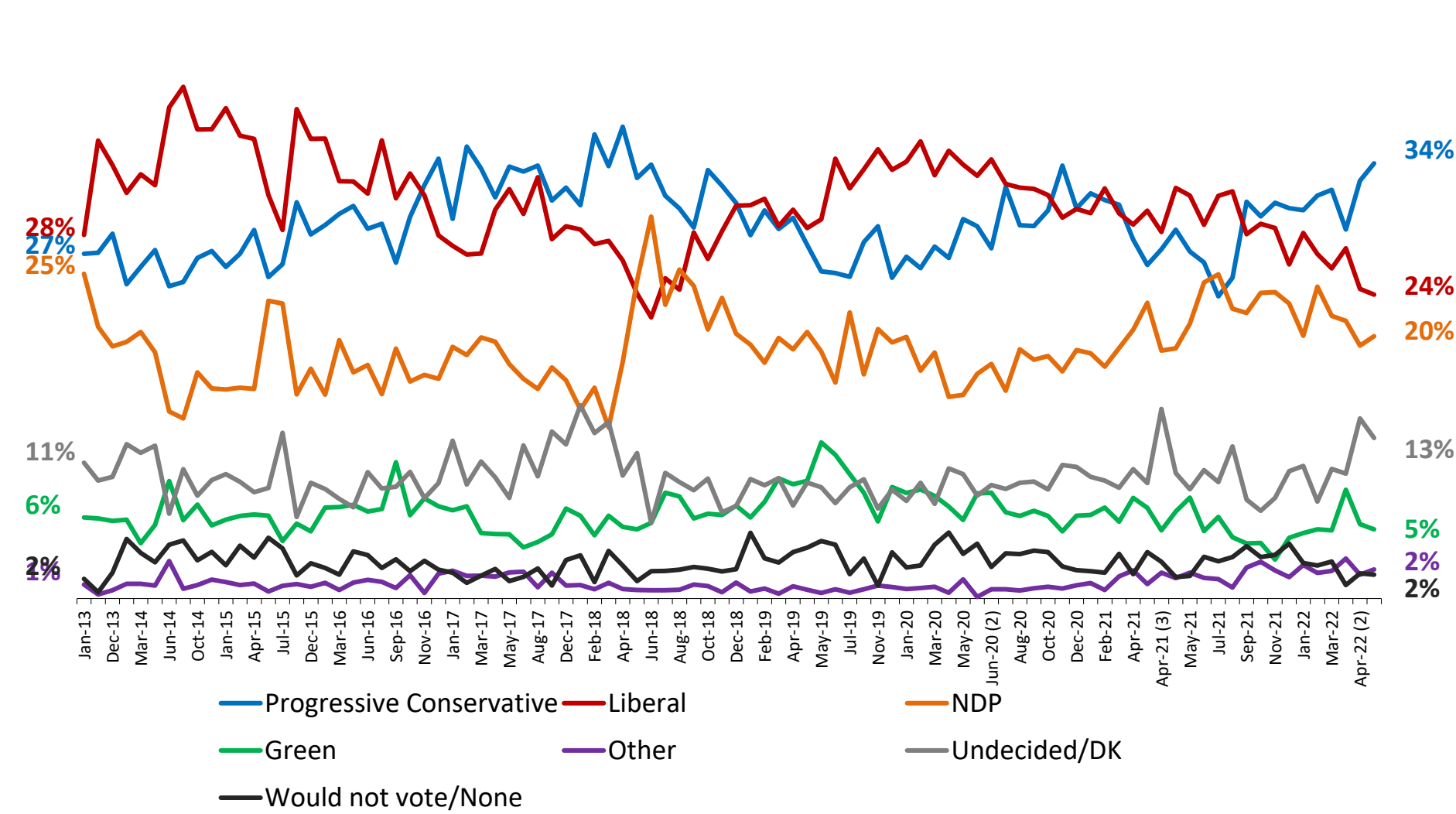[asked of all respondents; n=700]

Since April

Progressive Conservative — 29% → 34%
Liberal — 27% → 24%
NDP — 22% → 20%
Undecided/DK — 10% → 13%
Green — 8% → 5%
Other — 3% → 2%
Would not vote/None — 1% → 2%

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

Current data: May 2022

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Provincial Decided Vote: Among decided voters, 40% would for the Progressive Conservative party, while 28% would vote Liberal

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[decided voters only; n=600]
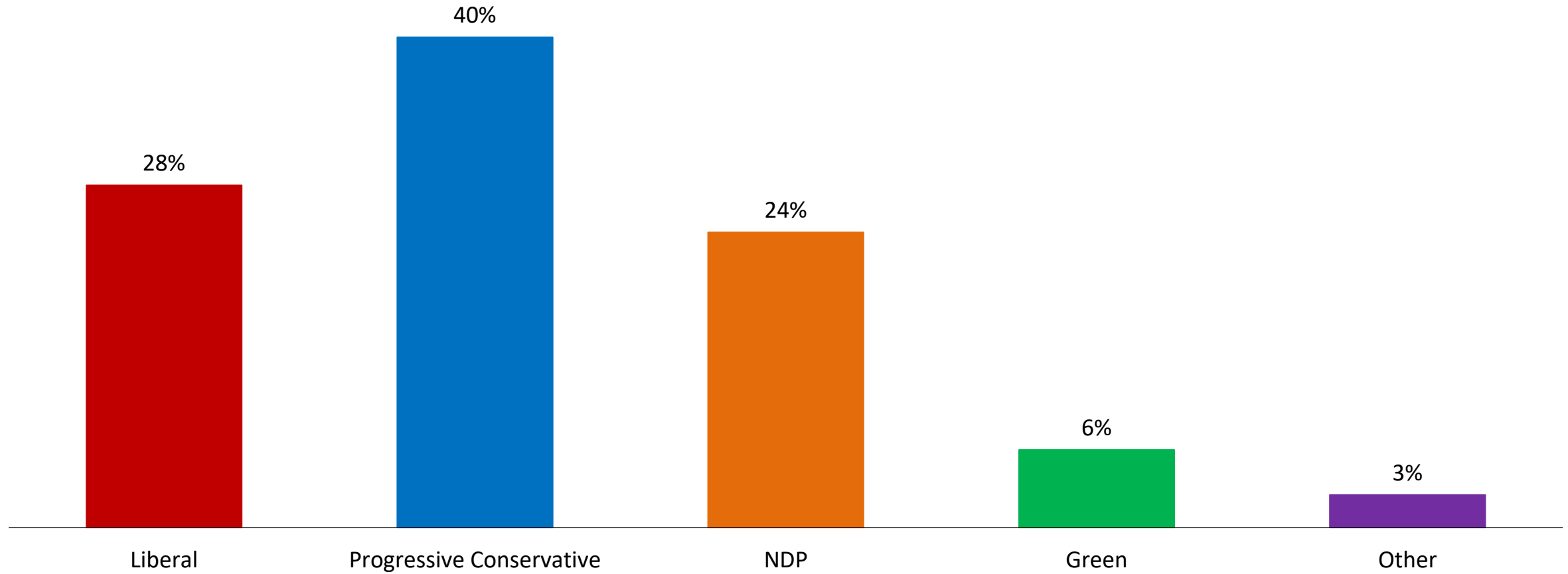
Provincial Decided Vote Tracking: The PCs still lead, while the Liberals (28%) and NDP (24%) continue to trail

Q If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
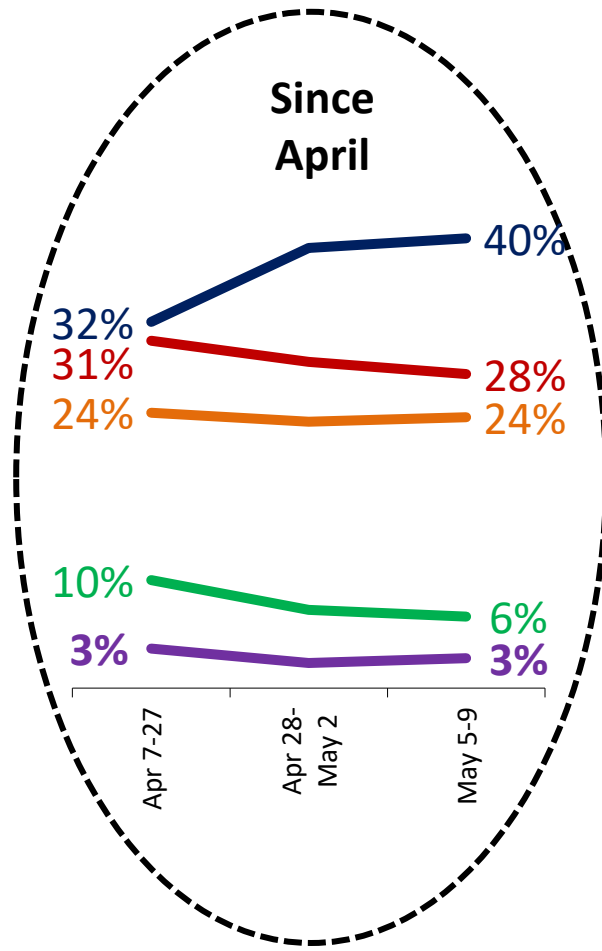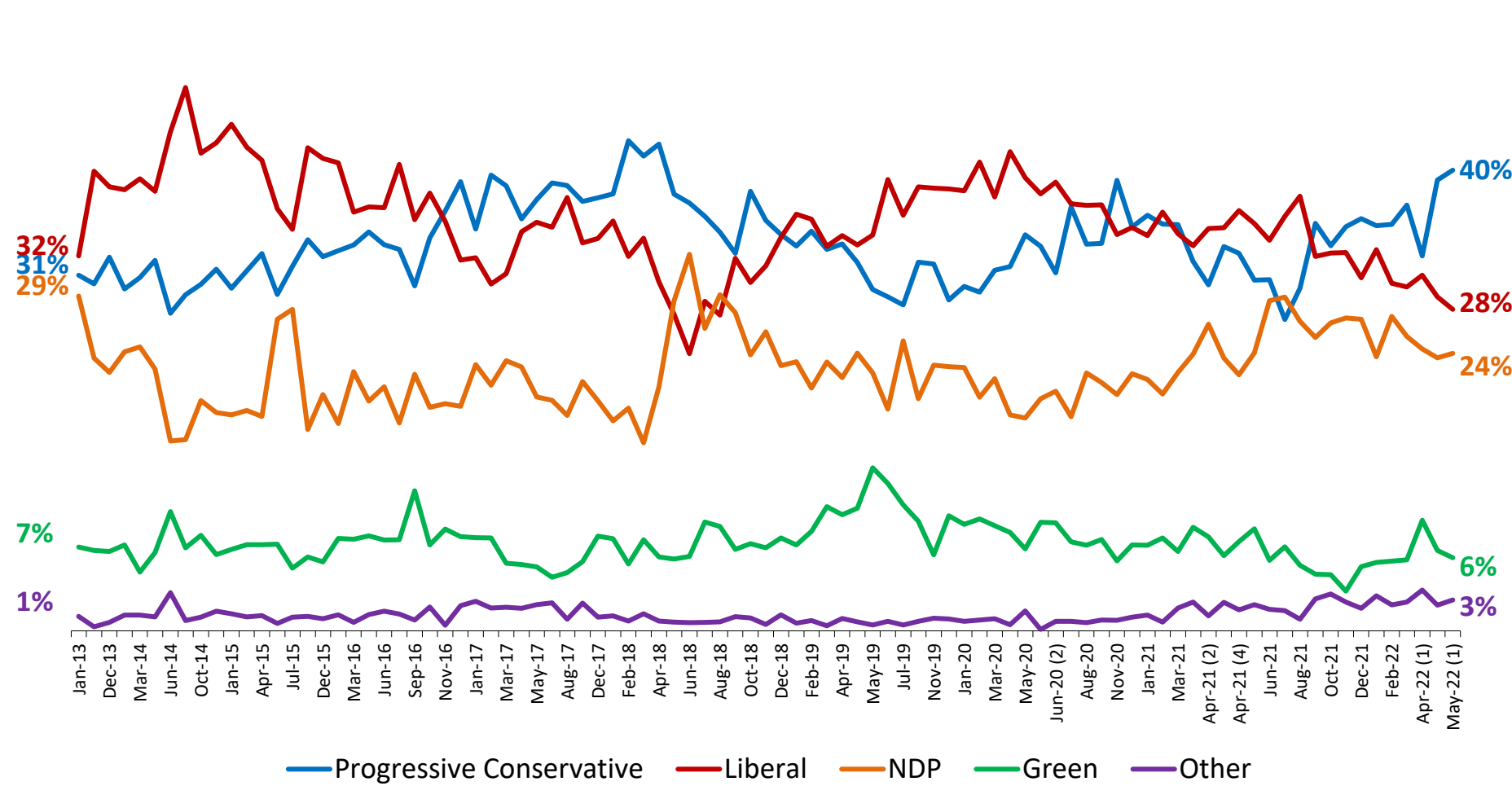[only decided voters; n=600]

Current data: May 2022

Decided Vote by Likelihood to Vote: The PCs lead among definite voters, while the Liberals and PCs are close among the probable voters

Decided vote by Likelihood to Vote

Likelihood to Vote

Decided Vote	Definite Voters	Probable Voters
	(N=408)	(N=167)
Liberal	26%	34%
Progressive Conservative	42%	32%
NDP	24%	24%
Green	5%	8%
Other	3%	3%

Note: Unlikely voters not shown due to small sample size.

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Decided Vote by Region: The PCs lead in all the regions except for Toronto where the Liberals lead

Decided vote by Region

	Region			
	Toronto	**Rest of GTA**	**South/West**	**North/East**
	(N=124)	(N=154)	(N=160)	(N=162)
Liberal	43%	31%	19%	21%
Progressive Conservative	26%	43%	46%	40%
NDP	26%	19%	26%	25%
Green	3%	6%	7%	8%
Other	2%	2%	1%	5%

Decided Vote

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

Value Clusters

Decided Vote	Populist Conservatives (N=64)	Deferential Conservatives (N=65)	Business Liberals (N=129)	Left Liberals (N=99)	Core Left (N=107)	Thrifty Moderates (N=135)
Liberal	10%	26%	32%	31%	31%	27%
Progressive Conservative	76%	56%	43%	30%	11%	42%
NDP	8%	13%	18%	29%	43%	23%
Green	1%	5%	5%	8%	14%	4%
Other	6%	1%	2%	2%	1%	4%

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Decided Vote by Economic Gap: The PCs lead the Achievers, Strugglers and the Ambivalent segments

Economic Gap

Decided Vote	Achievers (N=171)	Strugglers (N=161)	Ambivalent (N=125)	Alienated (N=143)
Liberal	29%	30%	23%	27%
Progressive Conservative	53%	43%	34%	24%
NDP	15%	20%	32%	32%
Green	4%	4%	9%	9%
Other	1%	2%	1%	6%

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

Time for Change

Decided Vote	Core PC (N=118)	Soft PC (N=60)	Time for a change PC (N=93)	Uncertain (N=45)	Soft anti-PC (N=144)	Hostile (N=140)
Liberal	0%	16%	27%	31%	45%	38%
Progressive Conservative	99%	73%	51%	31%	11%	0%
NDP	0%	6%	16%	24%	30%	51%
Green	0%	5%	3%	12%	12%	7%
Other	1%	1%	2%	3%	3%	4%

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Decided Vote by Ford Segment: The PCs lead the Liberals by 17 points among the non-PC Ford Supporters

	Ford Segment			
Decided Vote	**Core PCs** (N=177)	**Non-PC Ford Supporters** (N=121)	**Unaligned** (N=51)	**Other Supporters** (N=250)
Liberal	2%	28%	19%	47%
Progressive Conservative	93%	45%	18%	4%
NDP	4%	19%	31%	39%
Green	0%	6%	19%	8%
Other	1%	1%	12%	2%

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Provincial 2nd Choice: The NDP is the 2nd choice of most Liberal voters (49%) and the Liberals are the 2nd choice of most NDP voters (55%)

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

	First Choice			
	Liberal 1st Choice	**PC 1st Choice**	**NDP 1st Choice**	**Green 1st Choice**
	(N=166)	(N=237)	(N=143)	(N=38)
Liberal 2nd Choice		17%	55%	25%
PC 2nd Choice	19%		8%	12%
NDP 2nd Choice	49%	13%		28%
Green 2nd Choice	11%	9%	19%	
Other 2nd Choice	0%	6%	2%	0%
Undecided	12%	29%	11%	24%
WNV/None	9%	26%	6%	11%

Second Choice

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Note: 'Other' in Combined Vote not shown due to insufficient sample size.

Provincial Party ID Tracking: The Liberals (29%) lead the PCs (26%) narrowly on partisanship, much lower than in past elections

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a…
[asked of all respondents; n=700]

Federal Election

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

Current data: May 2022
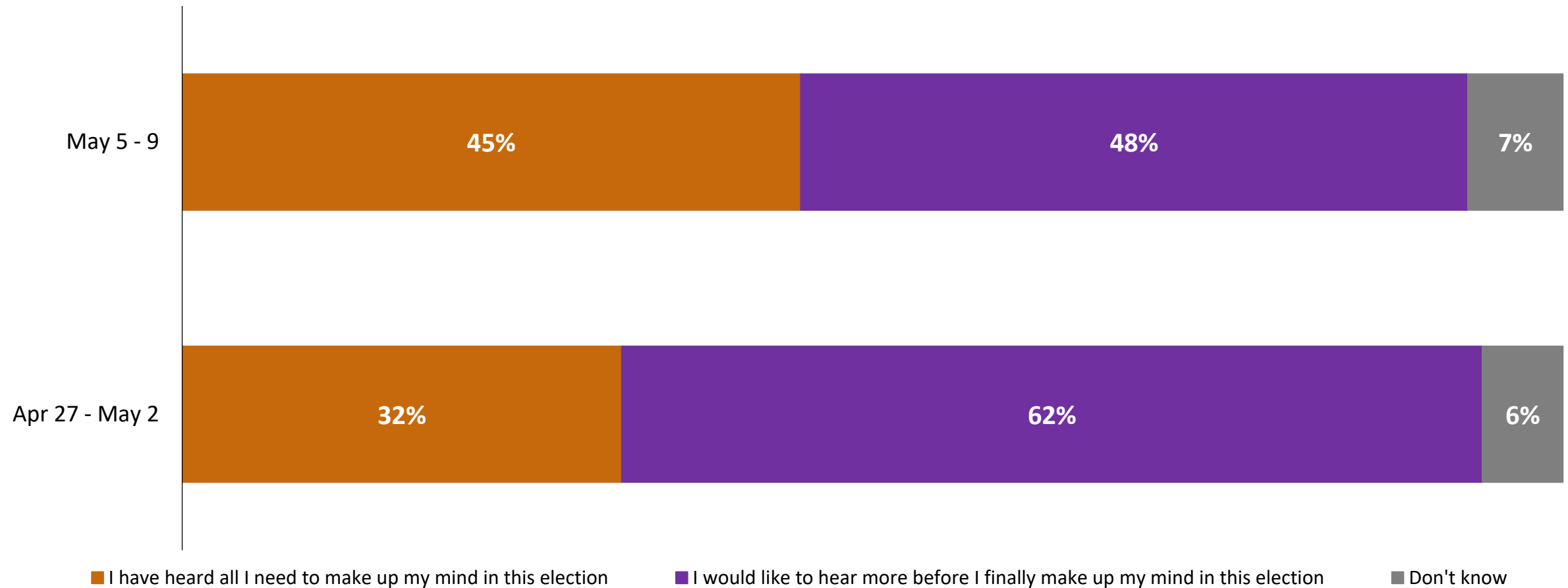
INNOVATIVE RESEARCH GROUP
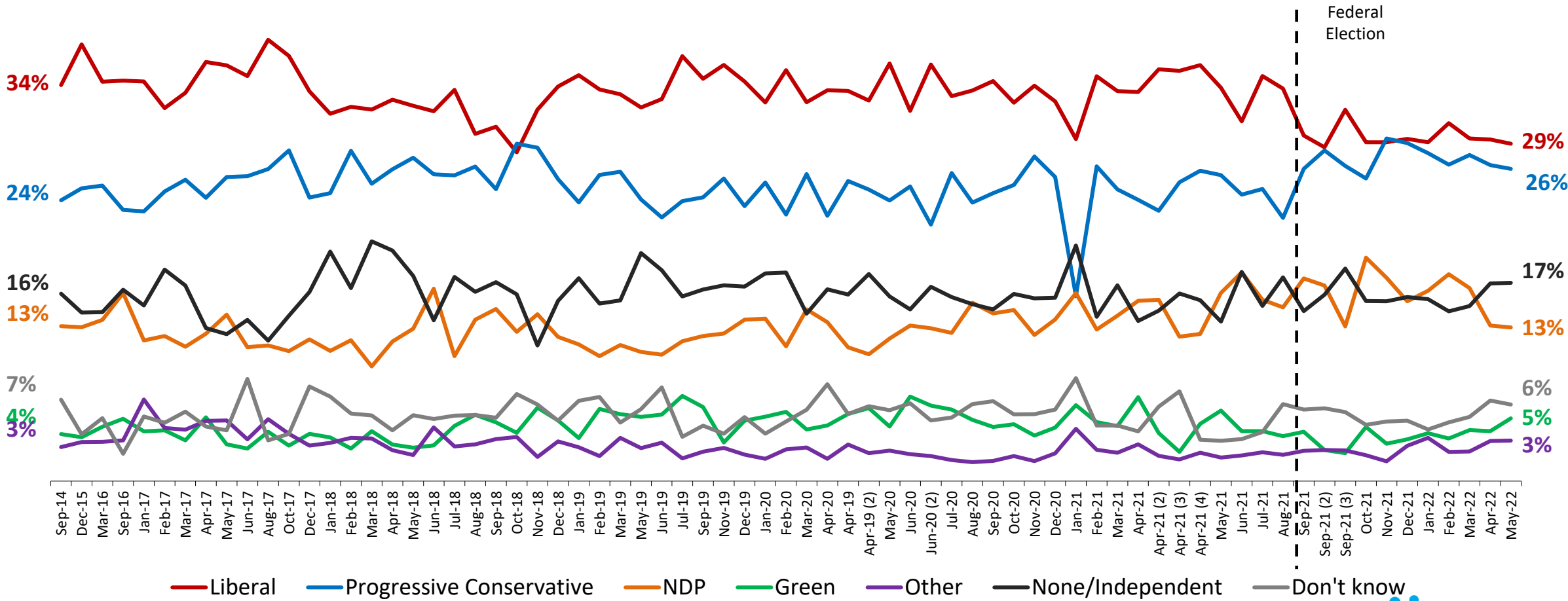
Combined Vote by Party ID: The NDP partisans are the most loyal with 90% saying they would vote for their party, followed by the PCs at 89%

Provincial Party Identification

Combined Vote	Liberal	Progressive Conservative	NDP	Green	Other	Unaligned
	(N=200)	(N=185)	(N=91)	(N=37)	(N=24)	(N=117)
Liberal	69%	2%	4%	20%	7%	8%
Progressive Conservative	12%	89%	3%	12%	32%	21%
NDP	12%	4%	90%	14%	20%	14%
Green	2%	0%	1%	49%	9%	8%
Other	0%	1%	0%	0%	26%	6%
Undecided/DK	4%	5%	2%	4%	6%	34%
Would not vote/None	0%	0%	0%	2%	0%	8%

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Satisficing: Ontarians are split between on having heard all they need to make up their mind and would like to hear more

Q Which statement is closest to your view about the upcoming election?
[asked of all respondents; n=700]

	I have heard all I need to make up my mind in this election	I would like to hear more before I finally make up my mind in this election	Don't know
May 5 - 9	45%	48%	7%
Apr 27 - May 2	32%	62%	6%

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Satisficing: Those of the PC partisanship are more likely to say that they have heard all they need to make up their mind

Q Which statement is closest to your view about the upcoming election? By Party ID
[asked of all respondents; n=700]

Party ID

Party ID	I have heard all I need to make up my mind in this election	I would like to hear more before I finally make up my mind in this election	Don't know
Liberal	44%	53%	2%
PC	62%	35%	3%
NDP	56%	41%	3%
Other	45%	47%	7%
Unaligned	20%	61%	19%

■ I have heard all I need to make up my mind in this election   ■ I would like to hear more before I finally make up my mind in this election   ■ Don't know

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

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

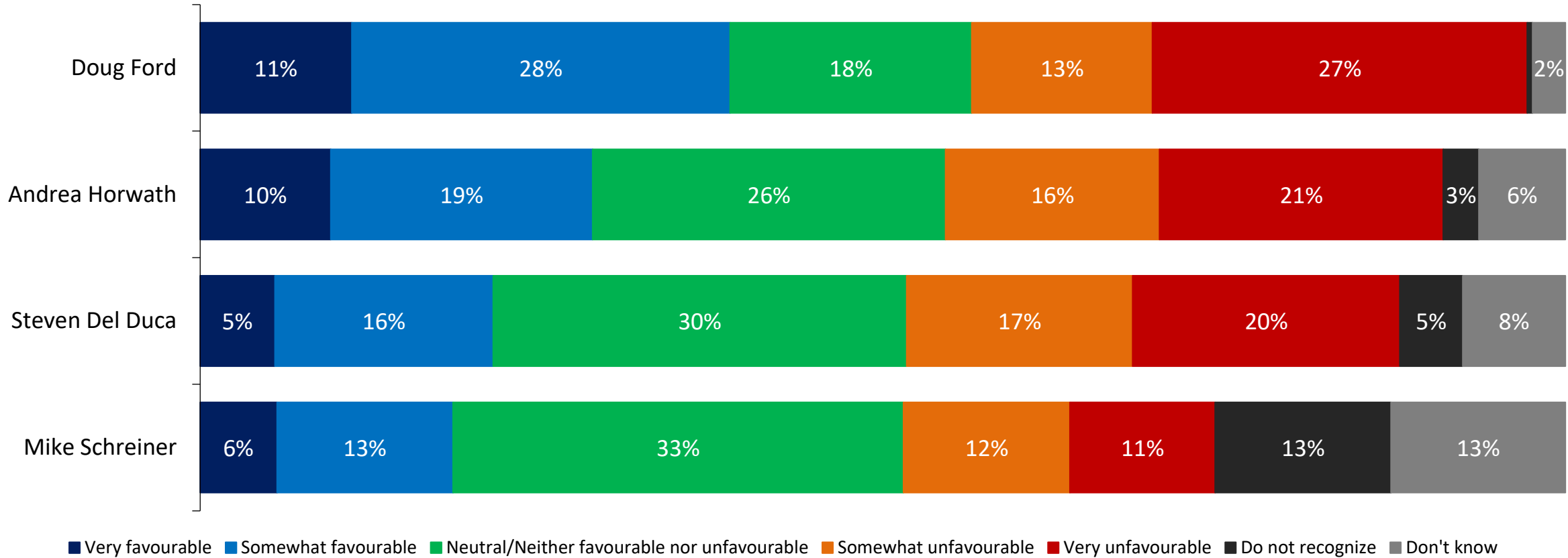|		First Choice				
		PC 1st Choice (N=237)	**Liberal 1st Choice** (N=166)	**NDP 1st Choice** (N=143)	**Green 1st Choice** (N=38)	**Other 1st Choice** (N=16)
Satisficing	**I have heard all I need to make up my mind in this election**	55%	47%	55%	30%	63%
	I would like to hear more before I finally make up my mind in this election	41%	51%	42%	56%	30%
	Don't know	3%	3%	3%	14%	7%

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Leadership

Leader Favourables: Doug Ford has the most favourable and the most unfavourable impressions while Del Duca is 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=700]

	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
Doug Ford	11%	28%	18%	13%	27%		2%
Andrea Horwath	10%	19%	26%	16%	21%	3%	6%
Steven Del Duca	5%	16%	30%	17%	20%	5%	8%
Mike Schreiner	6%	13%	33%	12%	11%	13%	13%

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Doug Ford Favourability: Ford's favourability is up 6 points since the last wave; while unfavourability is down 7 points

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
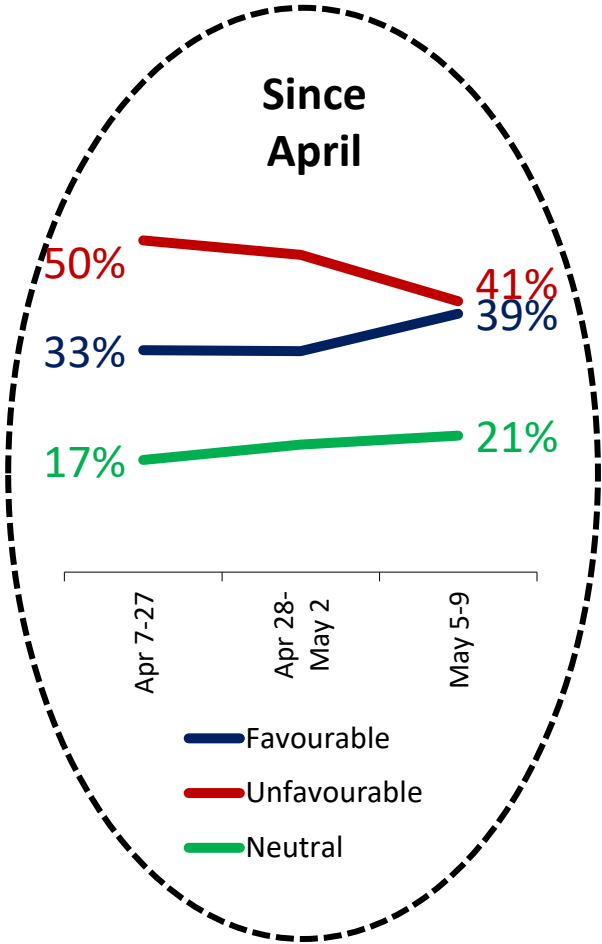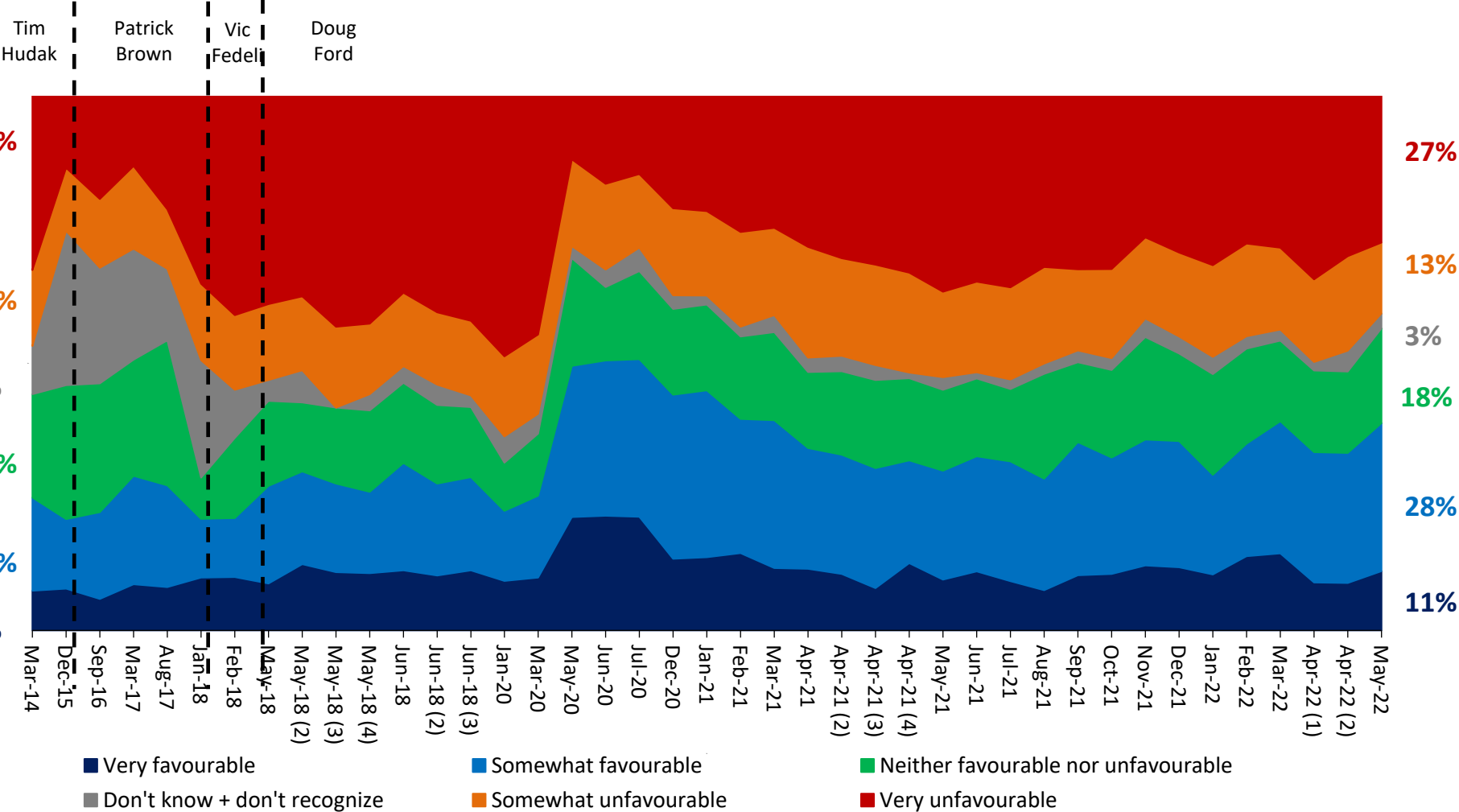
[asked of all respondents; n=700]

Tim Hudak | Patrick Brown | Vic Fedeli | Doug Ford

Since April

- Favourable: 33% → 39%
- Unfavourable: 50% → 41%
- Neutral: 17% → 21%

Apr 7-27 | Apr 28-May 2 | May 5-9

Favourable
Unfavourable
Neutral

Left axis: 33%, 14%, 9%, 19%, 17%, 7%
Right axis: 27%, 13%, 3%, 18%, 28%, 11%

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

X-axis: Mar-14, Dec-15, Sep-16, Mar-17, Aug-17, Jan-18, Feb-18, Mar-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 (1), Apr-22 (2), May-22

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Andrea Horwath Favourability: Horwath's favourability remains steady, while unfavourability has decreased by 4 points

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
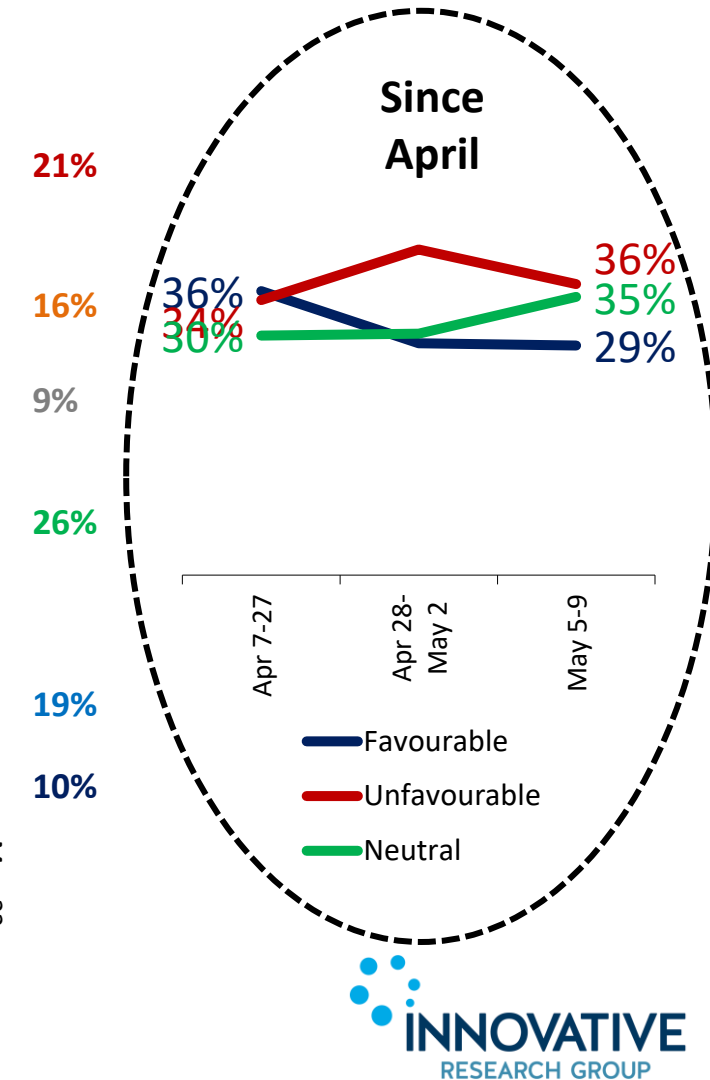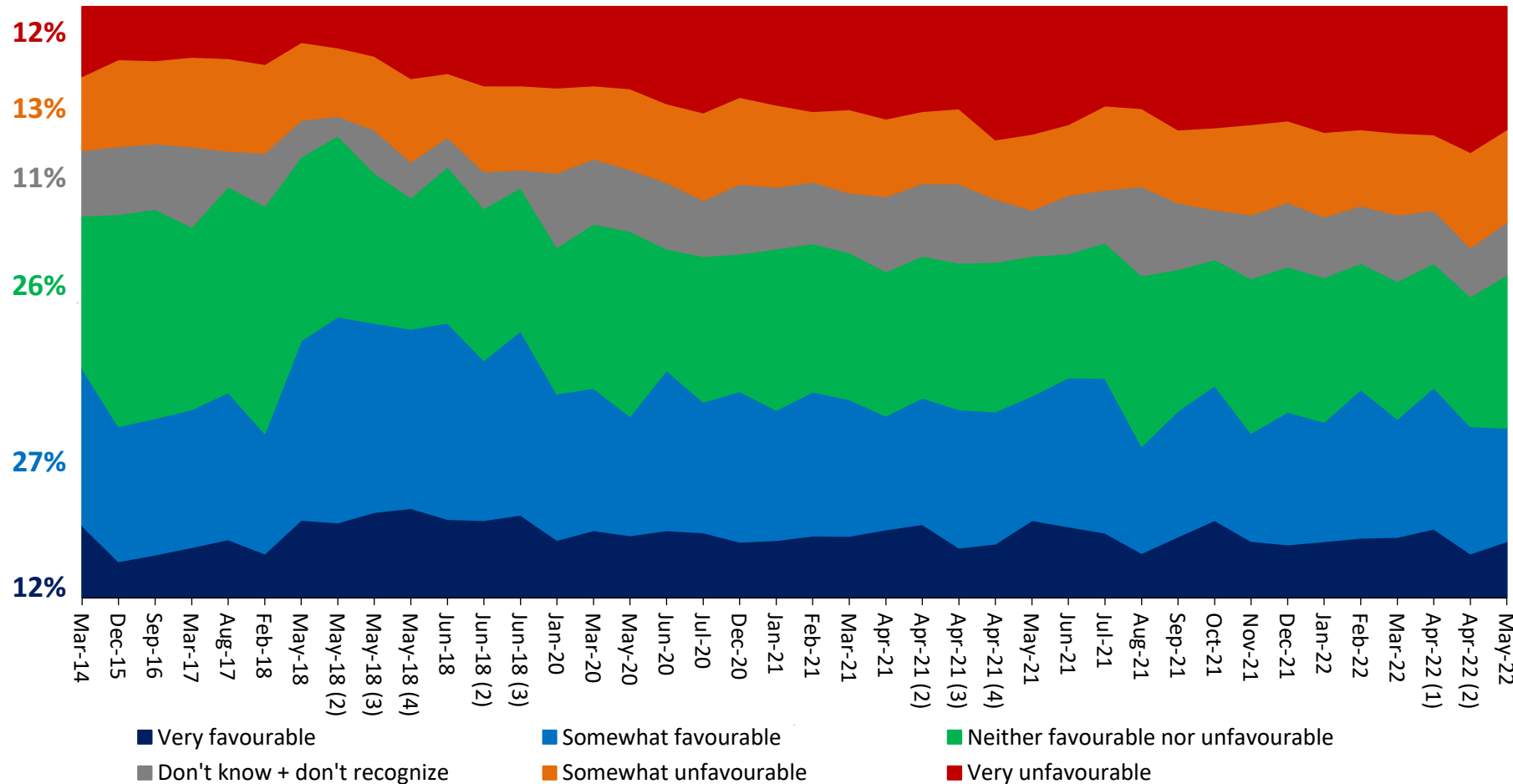
[asked of all respondents; n=700]

Since April

	Apr 7-27	Apr 28-May 2	May 5-9
Favourable	36%		29%
Unfavourable	34%		36%
Neutral	30%		35%

- Favourable
- Unfavourable
- Neutral

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

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Steven Del Duca Favourability: The favourable impression of Del Duca has increased since the last wave

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate.
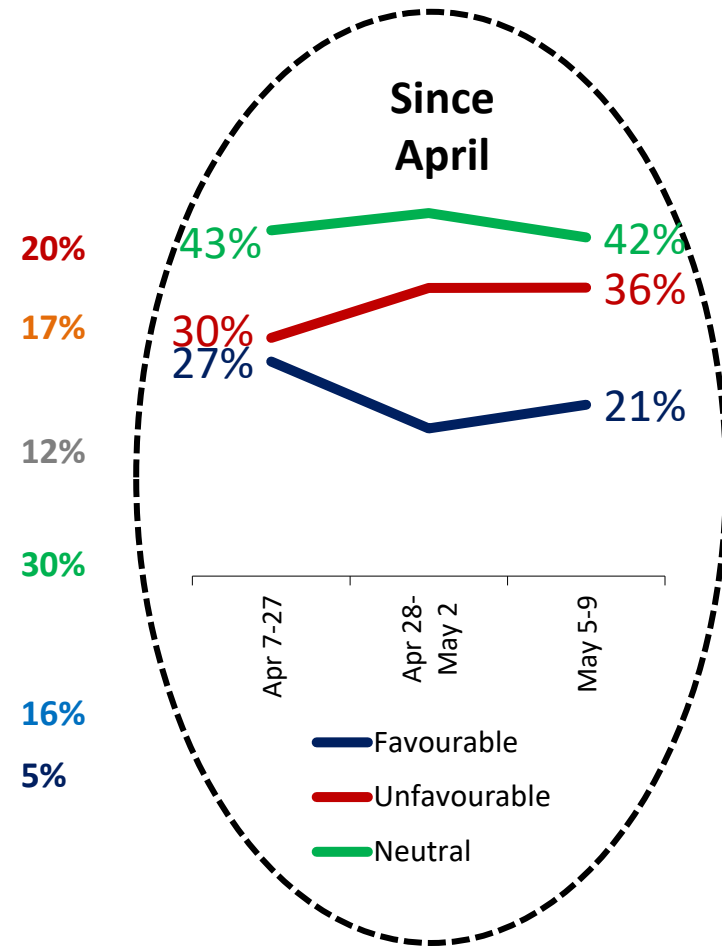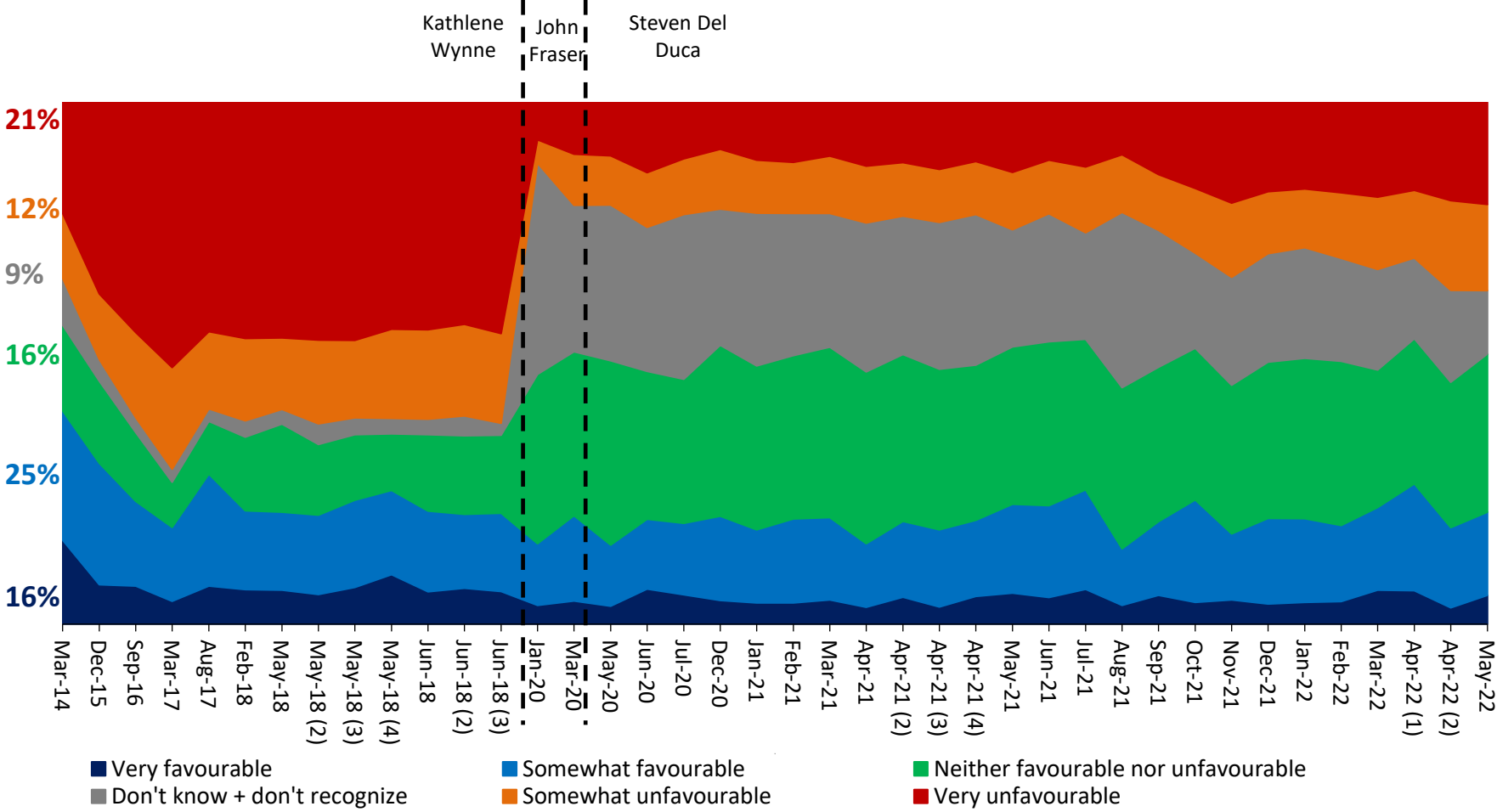
[asked of all respondents; n=700]

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

Since April: Favourable 27% → 21%, Unfavourable 30% → 36%, Neutral 43% → 42%

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Best Premier Tracking: Doug Ford remains the top choice for the best premier, up 3 points since last wave of tracking

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

Since April

32%
29% → 32%
20% → 20%
20% → 18%
19%
15% → 14%
11% → 6%
7% → 10%

Apr 7-27 | Apr 28-May 2 | May 5-9

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

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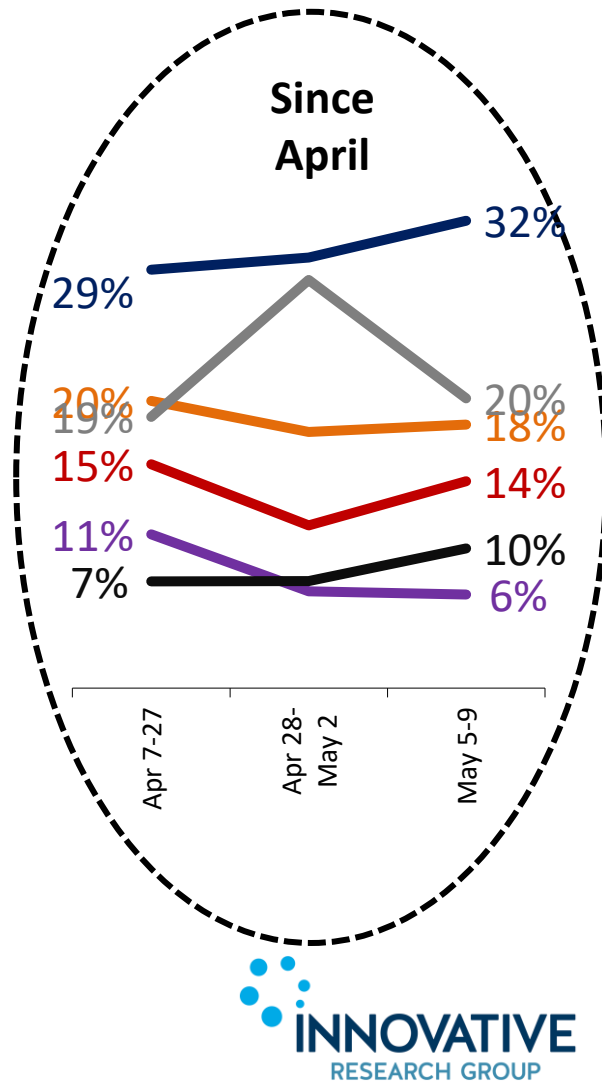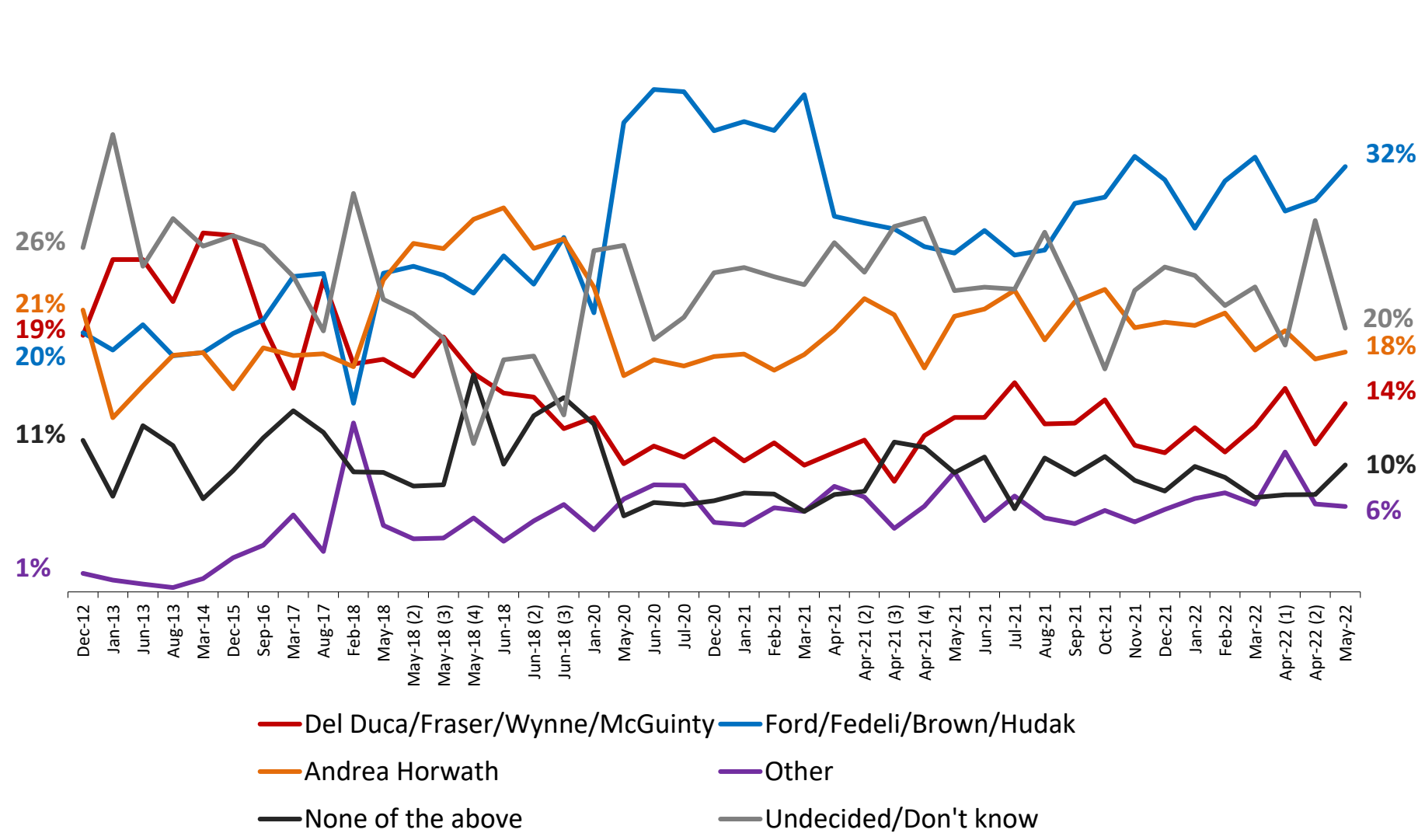
Best Premier by Value Cluster: Ford leads as the best Premier in four of the dix value clusters, Horwath leads among the Core Left

Value Clusters

Best Premier	Populist Conservatives (N=74)	Deferential Conservatives (N=70)	Business Liberals (N=152)	Left Liberals (N=124)	Core Left (N=121)	Thrifty Moderates (N=159)
Del Duca	4%	12%	16%	12%	19%	15%
Ford	61%	50%	36%	23%	7%	32%
Horwath	7%	9%	15%	23%	32%	16%
Other	8%	7%	3%	7%	10%	5%
None of the Above	10%	4%	8%	10%	12%	11%
Undecided	10%	19%	21%	25%	20%	19%

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

Economic Gap

Best Premier	Achievers (N=199)	Strugglers (N=175)	Ambivalent (N=164)	Alienated (N=161)
Del Duca	17%	17%	10%	11%
Ford	42%	39%	26%	18%
Horwath	12%	17%	16%	29%
Other	4%	6%	7%	9%
None of the Above	7%	6%	13%	13%
Undecided	17%	15%	28%	20%

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Best Premier by Time for Change: 2-in-5 (38%) of Time for a Change PC voters still say Doug Ford is the best choice for premier

Time for Change

	Core PC (N=119)	Soft PC (N=68)	Time for a change PC (N=99)	Uncertain (N=84)	Soft anti-PC (N=181)	Hostile (N=150)
Del Duca	0%	16%	15%	7%	20%	21%
Ford	95%	57%	38%	20%	10%	0%
Horwath	0%	2%	14%	7%	21%	45%
Other	1%	5%	8%	3%	9%	10%
None of the Above	1%	6%	11%	13%	13%	11%
Undecided	3%	15%	15%	50%	27%	13%

Best Premier

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Best Premier by Ford Segment: About half (49%) of non-PC Ford Supporters say that Doug Ford is the best choice for premier

Ford Segment

Best Premier	Core PCs (N=185)	Non-PC Ford Supporters (N=137)	Unaligned (N=117)	Other Supporters (N=261)
Del Duca	3%	14%	3%	28%
Ford	79%	49%	2%	3%
Horwath	2%	13%	11%	35%
Other	2%	5%	5%	11%
None of the Above	4%	2%	31%	8%
Undecided	10%	17%	48%	16%

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Best Premier by Party ID: Only 40% of Liberal partisans say Del Duca is the best choice for Premier

Provincial Party Identification

Best Premier	Liberal (N=200)	Progressive Conservative (N=185)	NDP (N=91)	Other (N=61)	Unaligned (N=163)
Del Duca	40%	3%	4%	10%	2%
Ford	16%	79%	5%	20%	18%
Horwath	13%	2%	81%	11%	9%
Other	5%	2%	1%	36%	5%
None of the Above	6%	4%	2%	14%	23%
Undecided	19%	10%	8%	9%	43%

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Best Premier by Partisanship: Partisans are now more likely to say their party's leader would make the best Premier of Ontario

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

% of partisans who say their party's leader would make the best Premier of Ontario
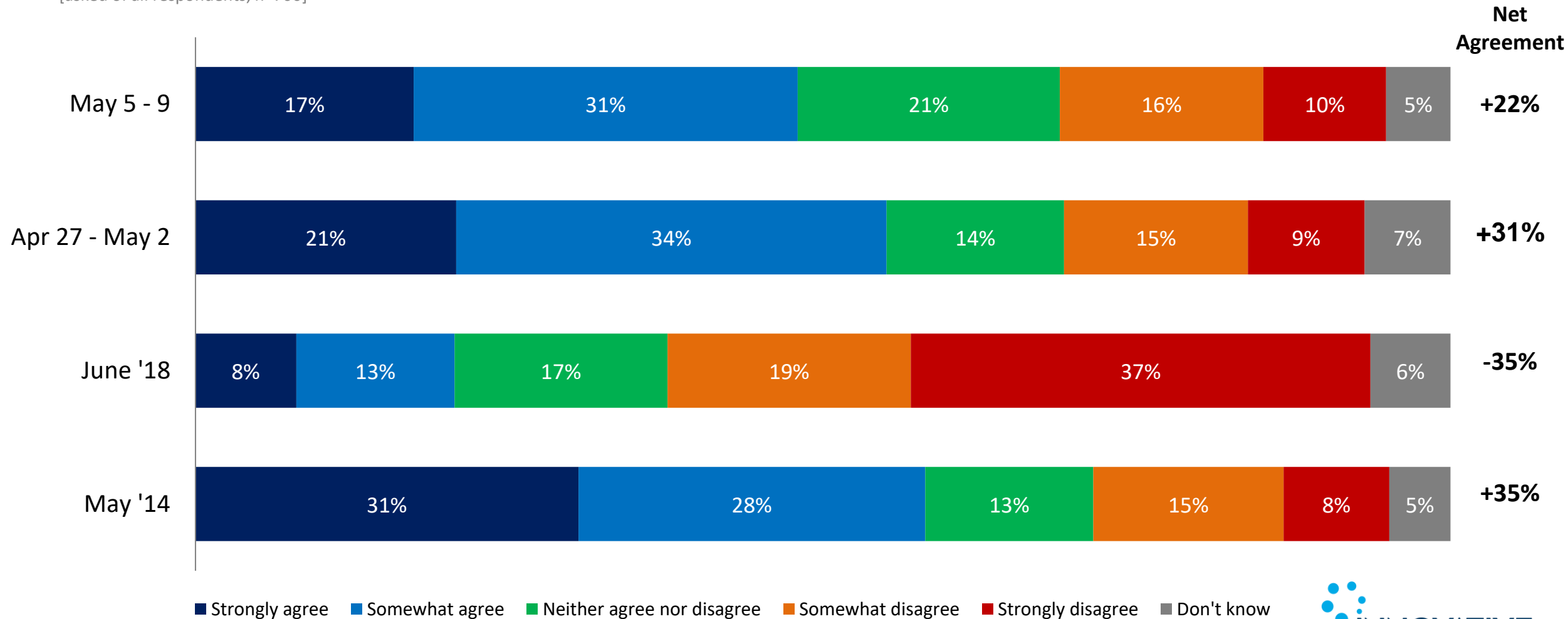

	Liberals & Del Duca	New Democrats & Horwath	PCs & Doug Ford
Apr 27-May 2	30%	70%	71%
May 5-9	40%	81%	79%

■ Apr 27-May 2 ■ May 5-9

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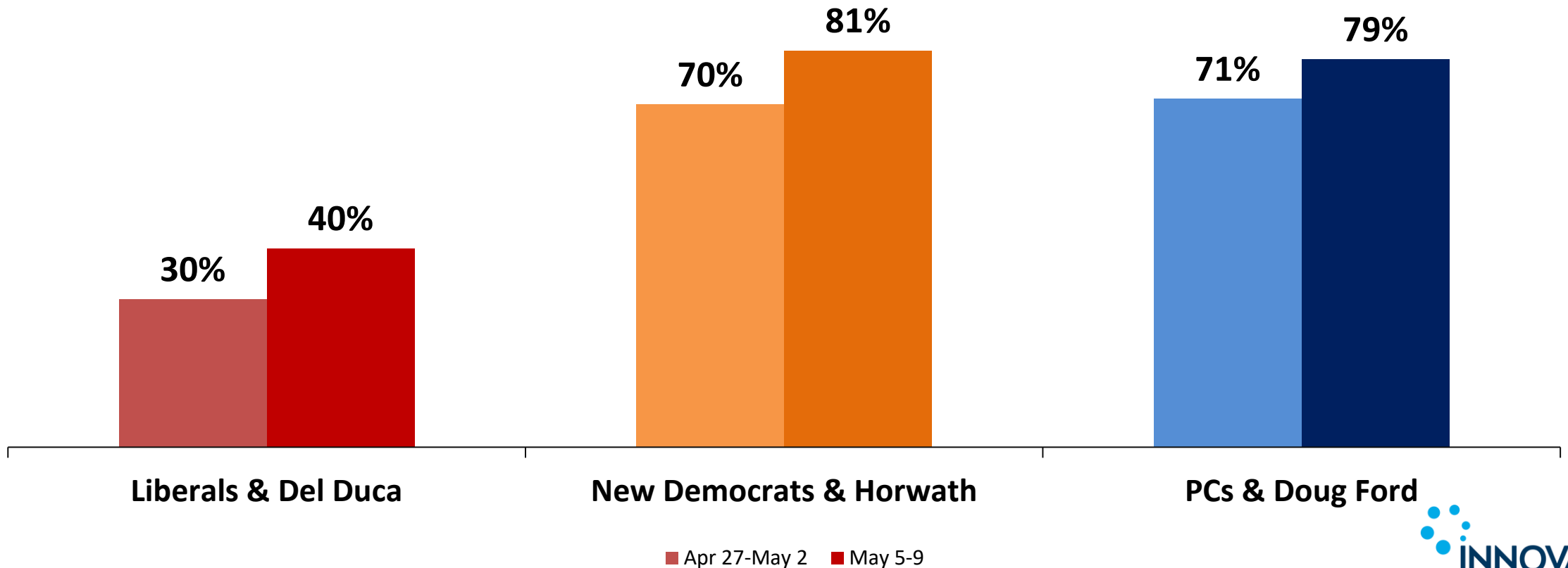
Who can win?

Two-Horse Race: Almost half (48%) of 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=700]

Net Agreement

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Net
May 5 - 9	17%	31%	21%	16%	10%	5%	**+22%**
Apr 27 - May 2	21%	34%	14%	15%	9%	7%	**+31%**
June '18	8%	13%	17%	19%	37%	6%	**-35%**
May '14	31%	28%	13%	15%	8%	5%	**+35%**

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

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Most Likely Alternative: 2-in-5 (44%) say the Liberals have the best chance of beating the PCs, dropped 4-pts since pre-election survey

Q Thinking about the area where you live, which party do you think has the best chance of beating the Progressive Conservatives in the upcoming provincial election?
[asked of all respondents; n=700]

	The Liberal Party	The New Democratic Party	Don't know
May 5 - 9	44%	23%	33%
Apr 27 - May 2	48%	20%	32%

■ The Liberal Party   ■ The New Democratic Party   ■ Don't know

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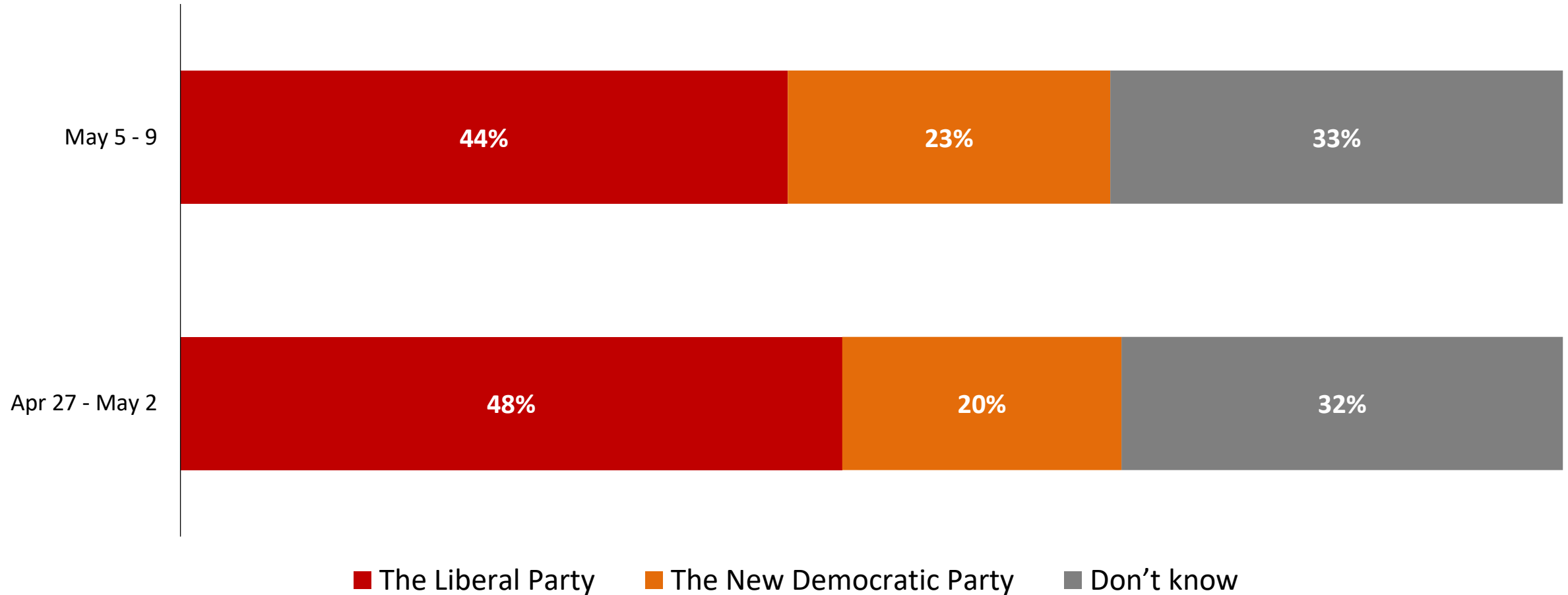
Breaking Issues: Buck-a-Ride

Awareness: The majority of Ontarians (61%) are not closely following the "Buck-a-ride" plan

Q Recently the Ontario Liberal Party announced a promise to reduce the fare for all public transit in Ontario to $1 in a plan called "buck-a-ride". The plan is projected to cost the province $710 million in the first year and about $1.1 billion in the second year. How closely have you been following the news around the "buck-a-ride" plan?

[asked of all respondents; n=700]

Very closely	Somewhat closely	Not very closely	Not at all	Don't know
8%	27%	34%	27%	4%

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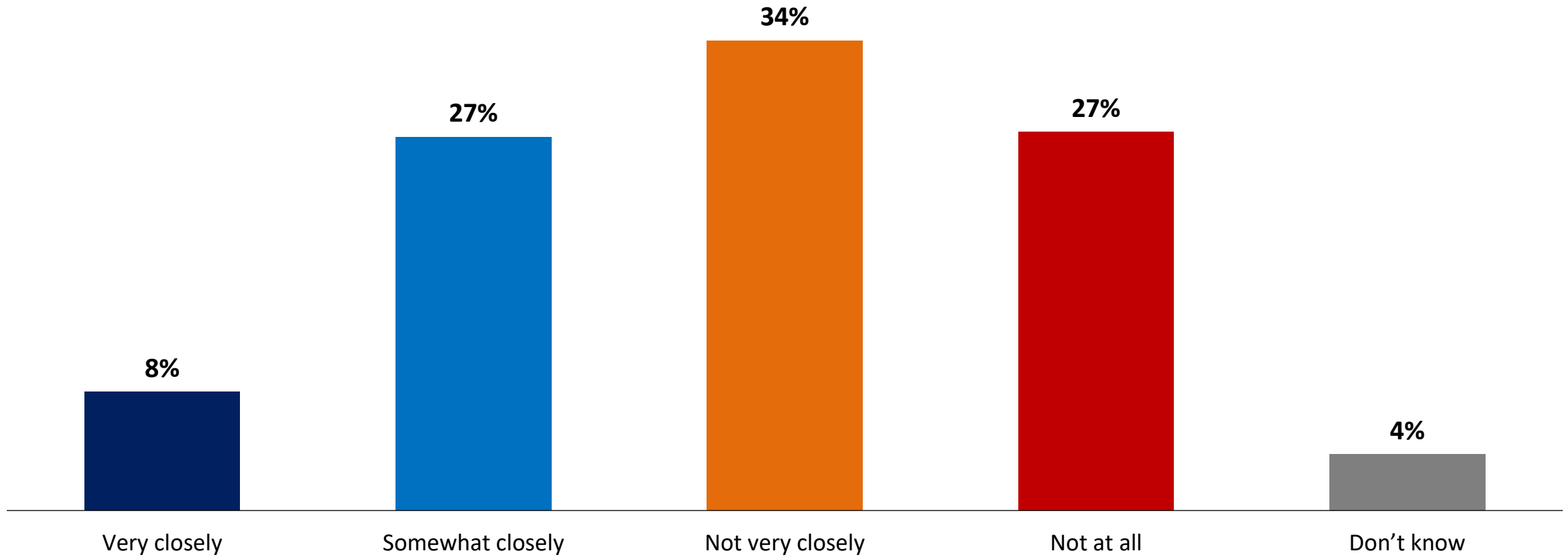
Support: 2-in-5 (40%) support the plan to reduce transit fares to $1; while a quarter stay neutral about the plan

Q Do you support or oppose the plan to reduce all transit fares to $1?
[asked of all respondents; n=700]

Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
19%	21%	25%	13%	16%	5%

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RESEARCH GROUP
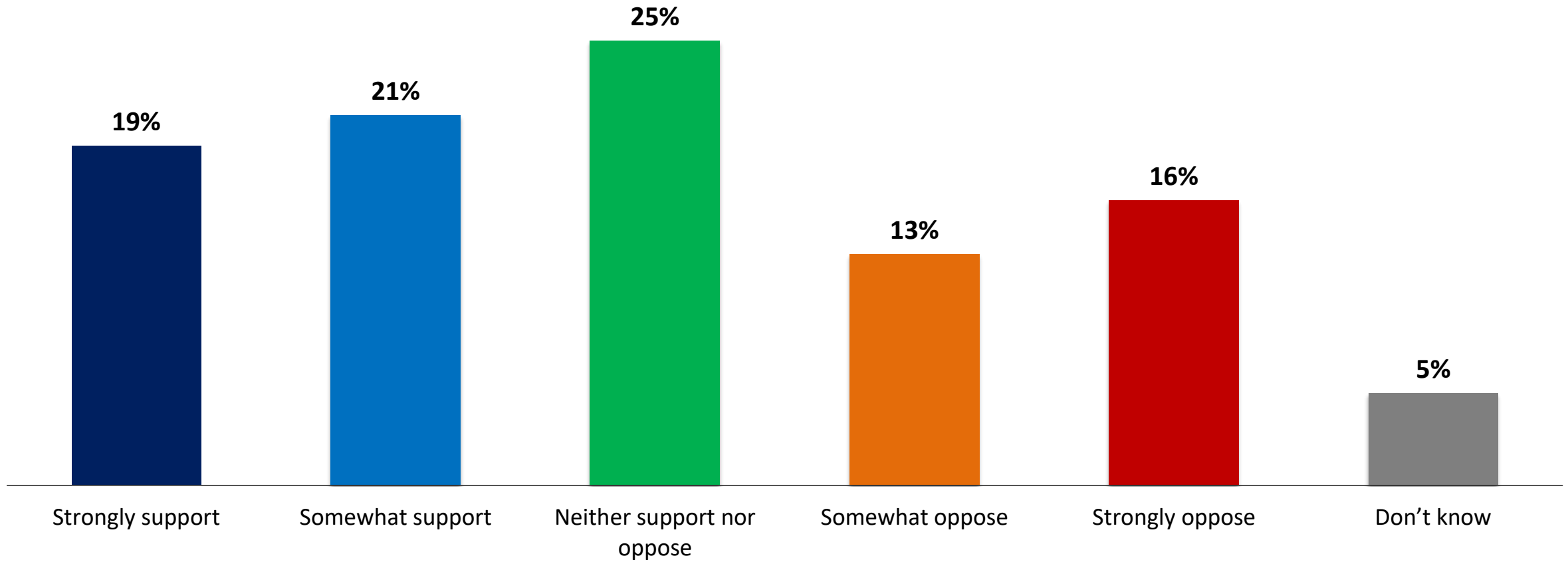
Support: A majority of both Liberal and NDP partisans support "buck-a-ride" transit fares

Q Do you support or oppose the plan to reduce all transit fares to $1?
[asked of all respondents; n=700]

Provincial Party Identification

	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Liberal	29%	29%	25%	10%	5%	2%
PC	9%	12%	22%	17%	35%	5%
NDP	23%	32%	29%	8%	7%	1%
Other	21%	21%	31%	13%	10%	3%
Unaligned	17%	16%	24%	15%	16%	13%

INNOVATIVE RESEARCH GROUP
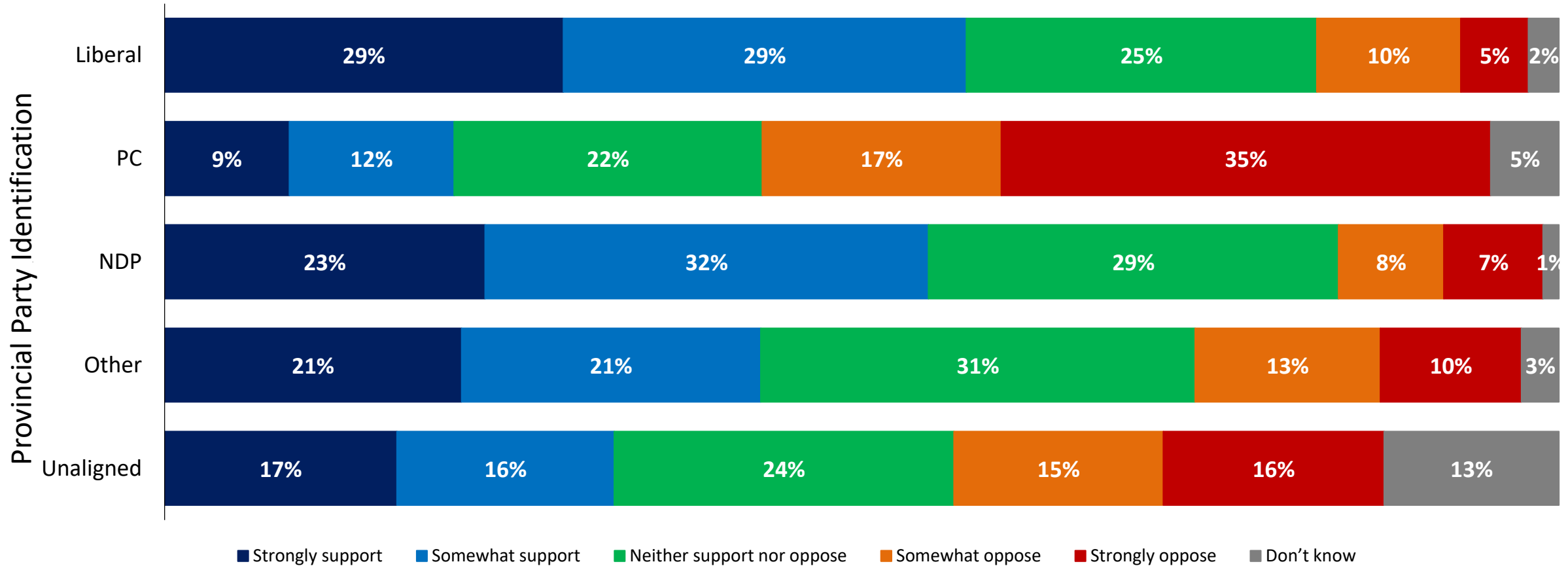
Impact: Almost half (46%) of Ontarians say "buck-a-ride" plan would not make any difference on voting for the Ontario Liberal Party

Q Thinking about the Liberal "buck-a-ride" plan, does it leaving you more or less likely to vote for the Ontario Liberal Party?
[asked of all respondents; n=700]

Much more likely to vote Liberal	Somewhat more likely to vote Liberal	No difference	Somewhat less likely to vote Liberal	Much less likely to vote Liberal	Don't know
10%	14%	46%	9%	16%	5%

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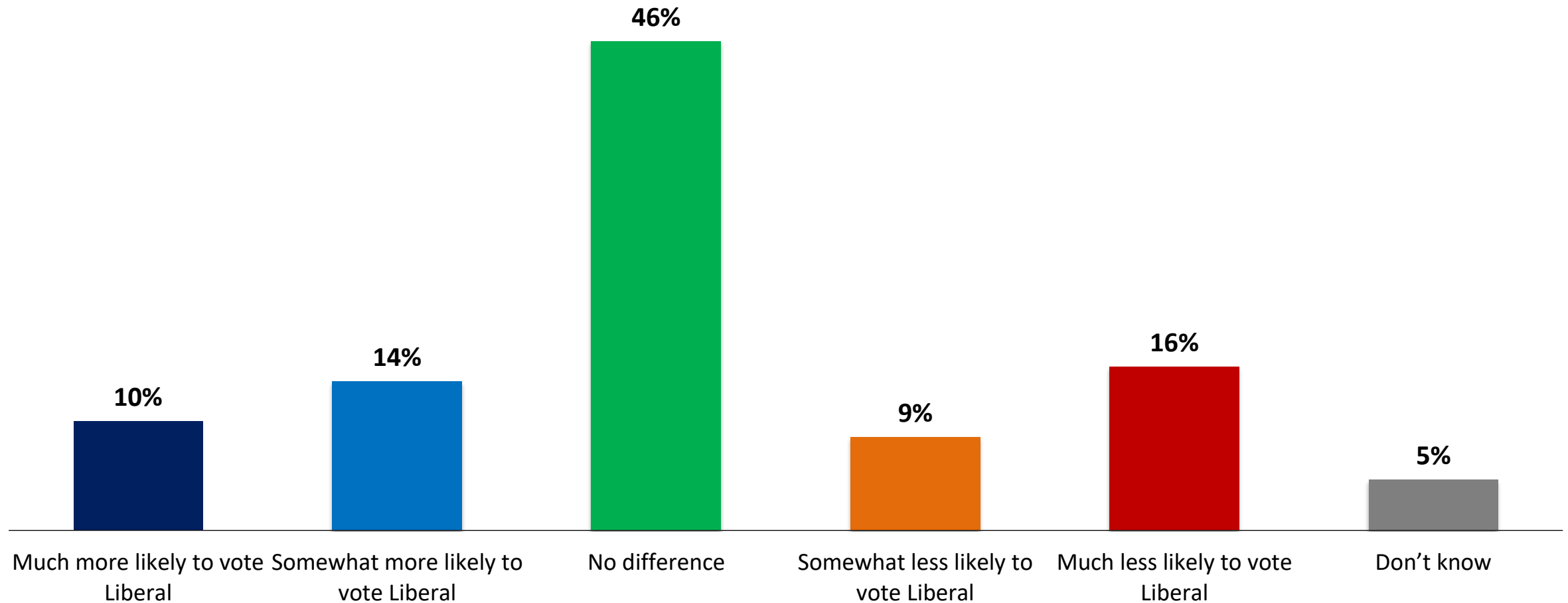
Impact: "Buck-a-ride" has strong appeal among New Democrats with 36% saying it left them more likely to vote Liberal

Q Thinking about the Liberal "buck-a-ride" plan, does it leaving you more or less likely to vote for the Ontario Liberal Party?
[asked of all respondents; n=700]

Provincial Party Identification

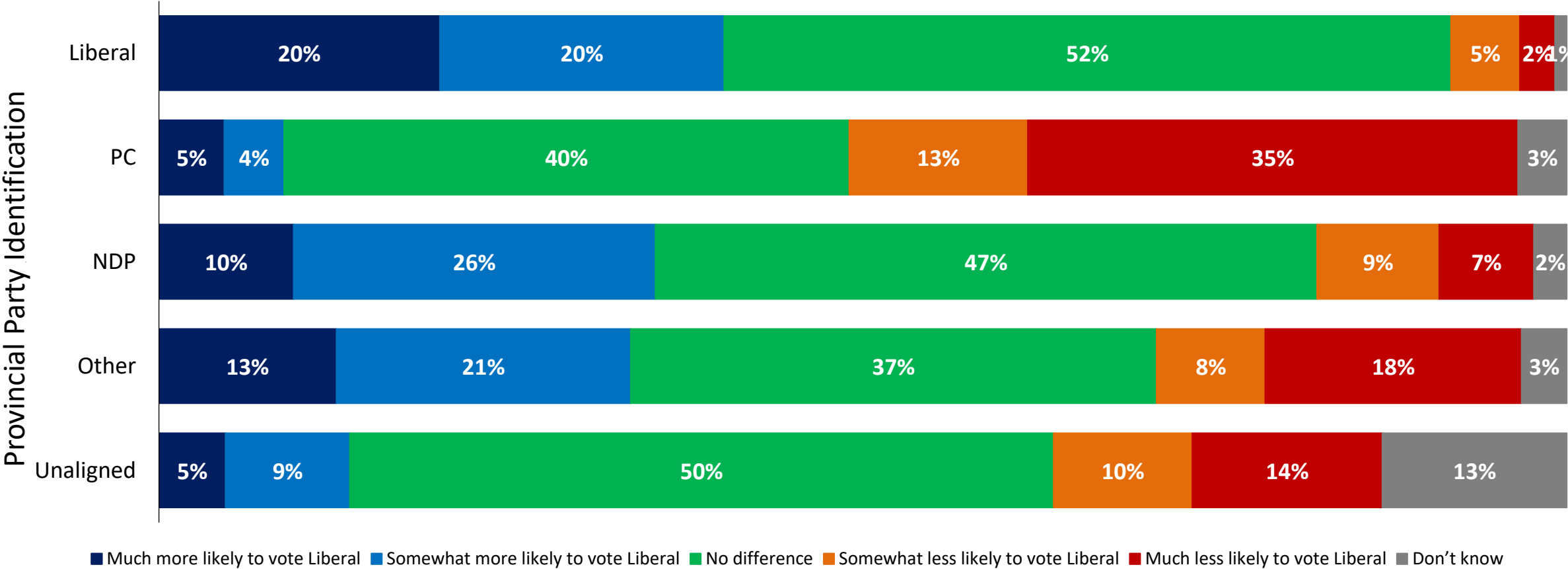|	Much more likely to vote Liberal	Somewhat more likely to vote Liberal	No difference	Somewhat less likely to vote Liberal	Much less likely to vote Liberal	Don't know
Liberal	20%	20%	52%	5%	2%	1%
PC	5%	4%	40%	13%	35%	3%
NDP	10%	26%	47%	9%	7%	2%
Other	13%	21%	37%	8%	18%	3%
Unaligned	5%	9%	50%	10%	14%	13%

■ Much more likely to vote Liberal ■ Somewhat more likely to vote Liberal ■ No difference ■ Somewhat less likely to vote Liberal ■ Much less likely to vote Liberal ■ Don't know
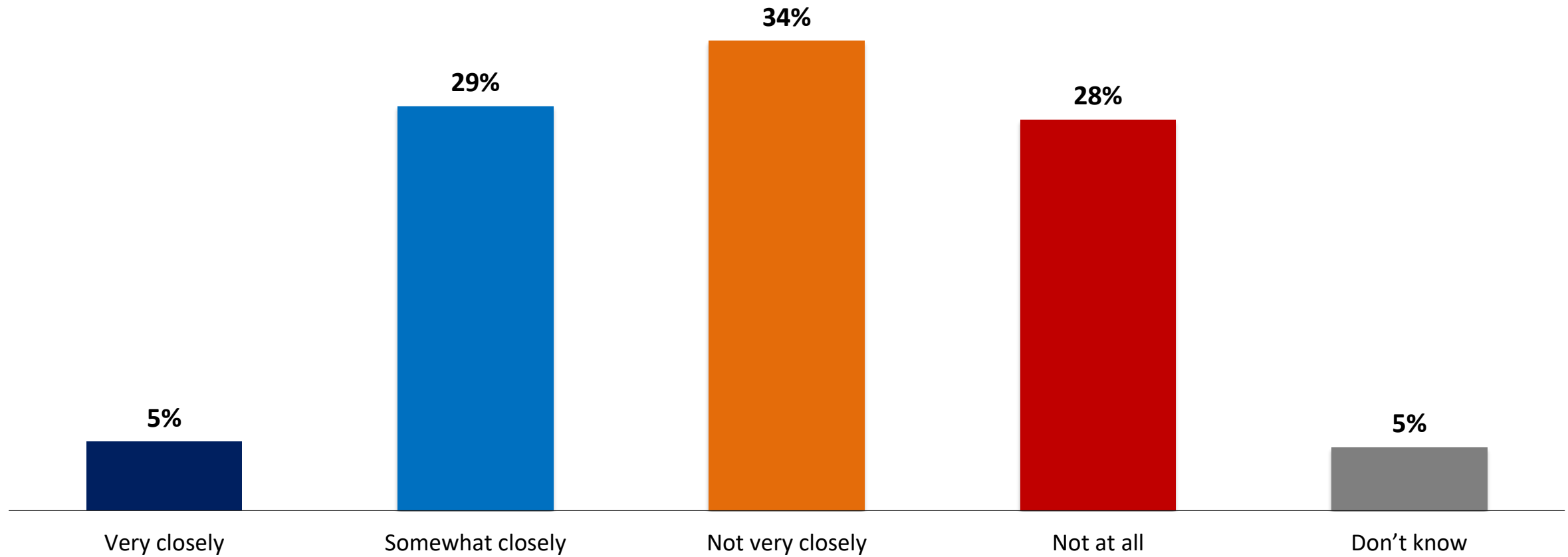
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Breaking Issues: EV Investments

Awareness: 3-in-5 (62%) are not closely following the news "retool existing manufacturing plants and build electric vehicles"

Q Recently the Ontario Premier Doug Ford and Prime Minister Justin Trudeau jointly announced up to $1 billion in subsidies for automated Stellantis to help retool existing manufacturing plants and build electric vehicles. How closely have you been following this funding announcement?
[asked of all respondents; n=700]

Very closely	Somewhat closely	Not very closely	Not at all	Don't know
5%	29%	34%	28%	5%

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Support: Over 2-in-5 (44%) support the additional funding, while over a quarter (27%) stay neutral

Q Do you support or oppose the additional funding announced?
[asked of all respondents; n=700]

Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
15%	30%	27%	10%	7%	12%

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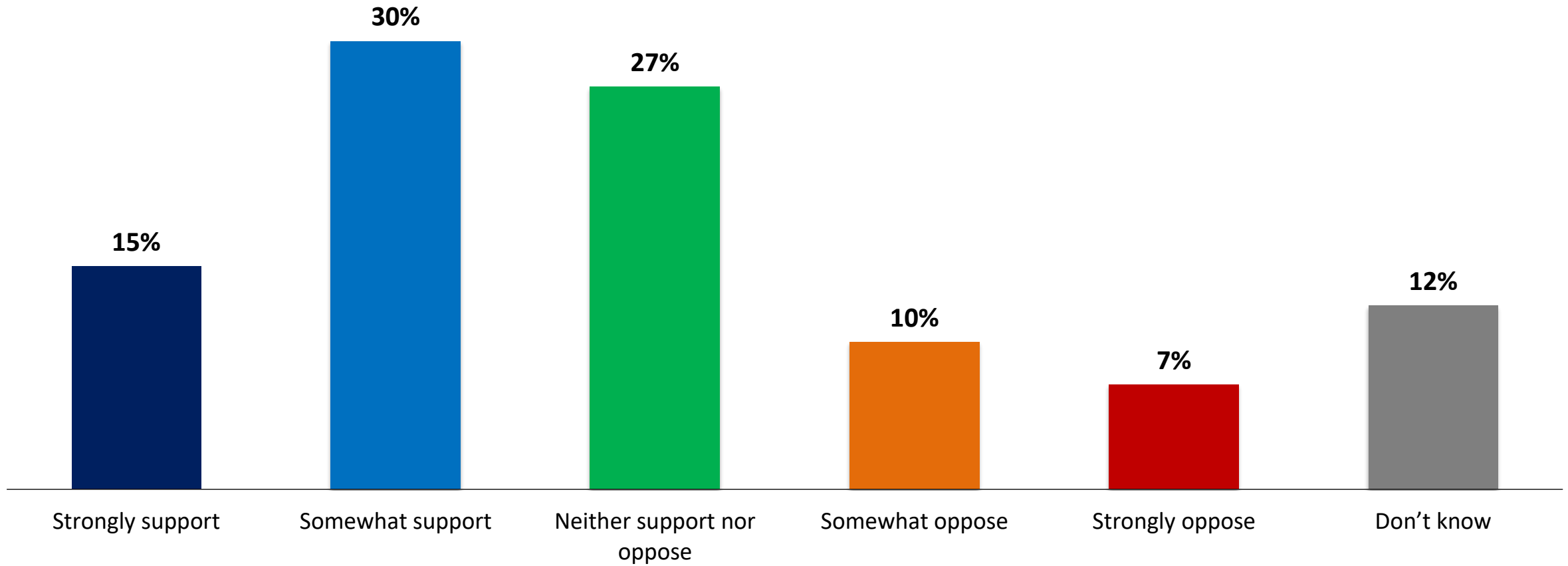
Support: Support for the joint announcement is highest among Liberal partisans

Q Do you support or oppose the additional funding announced?
[asked of all respondents; n=700]

Provincial Party Identification

Party	Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
Liberal	23%	37%	25%	4%	2%	9%
PC	9%	35%	28%	12%	4%	10%
NDP	19%	26%	29%	11%	9%	6%
Other	17%	28%	22%	11%	18%	3%
Unaligned	7%	17%	27%	13%	10%	25%

Strongly support ■ Somewhat support ■ Neither support nor oppose ■ Somewhat oppose ■ Strongly oppose ■ Don't know

INNOVATIVE RESEARCH GROUP
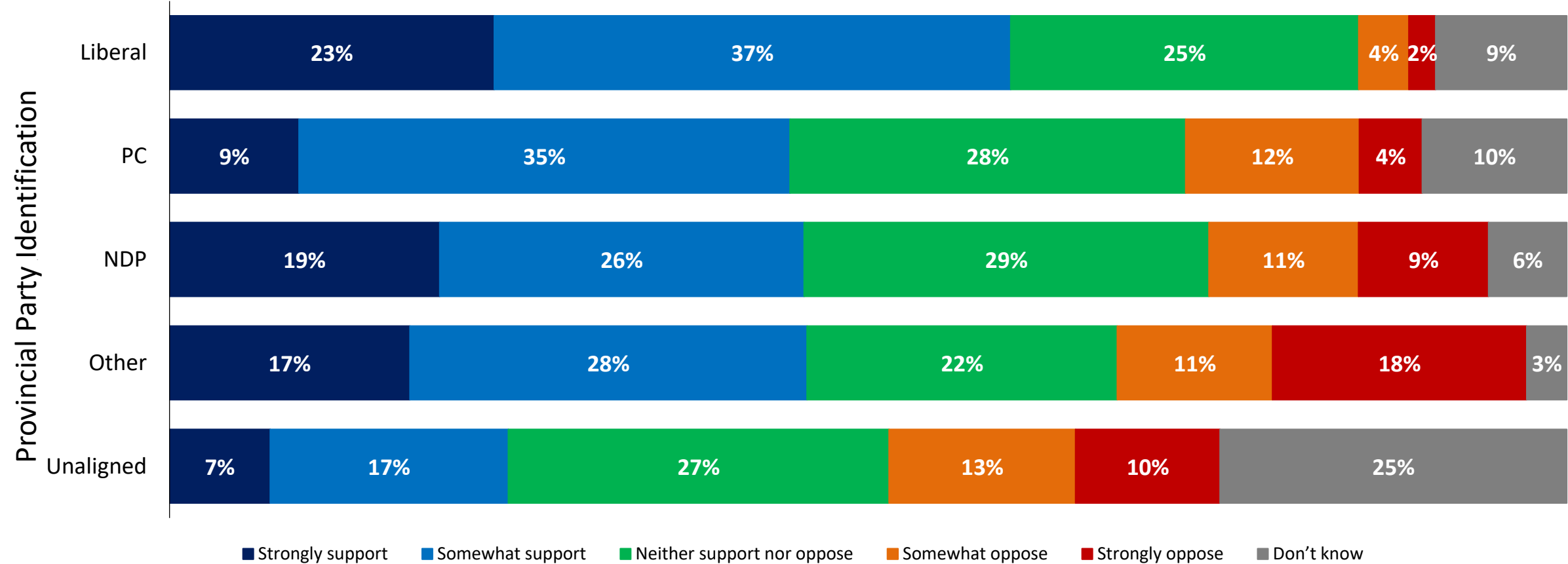
Impact: Majority (60%) say the additional funding would not make any difference on voting for the Ontario Liberal Party

Q Thinking about the additional funding announced by Doug Ford and Justin Trudeau, does it leaving you more or less likely to vote for the Progressive Conservative Party of Ontario?
[asked of all respondents; n=700]

Much more likely to vote PC	Somewhat more likely to vote PC	No difference	Somewhat less likely to vote PC	Much less likely to vote PC	Don't know
6%	15%	60%	6%	6%	7%

INNOVATIVE RESEARCH GROUP
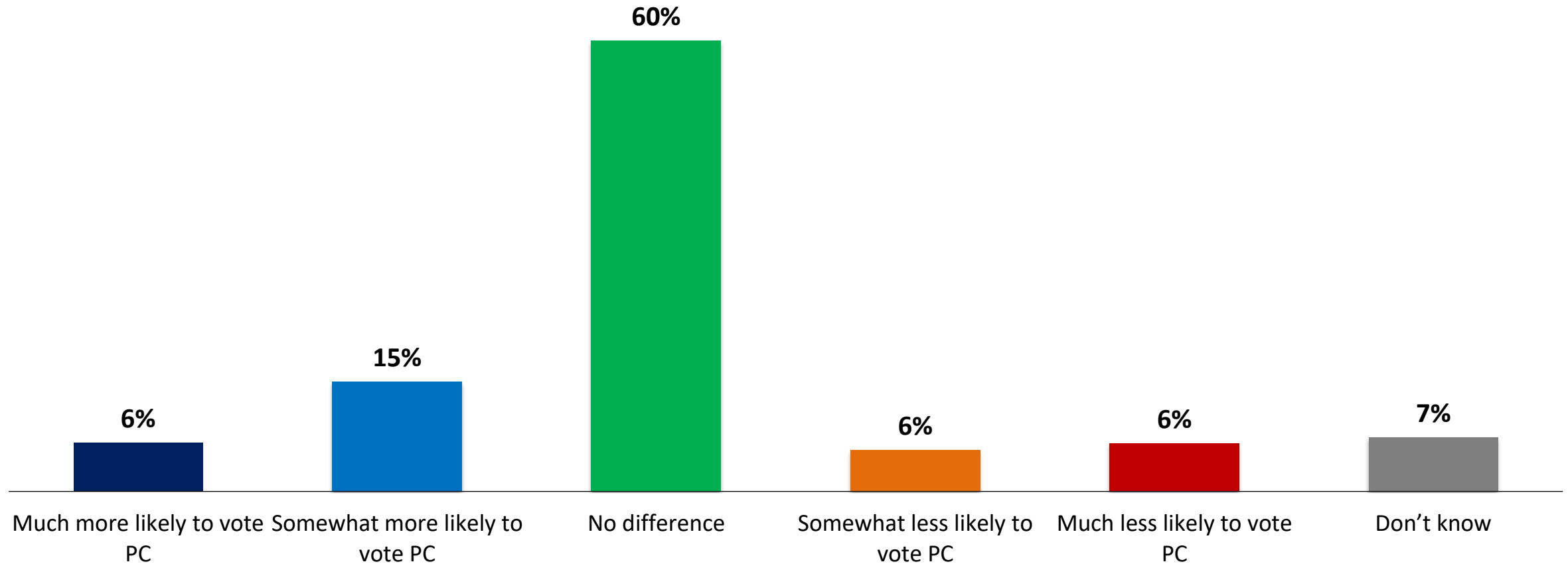
Impact: Most in every group say the announcement has no impact on their likelihood to vote PC

Q Thinking about the additional funding announced by Doug Ford and Justin Trudeau, does it leaving you more or less likely to vote for the Progressive Conservative Party of Ontario?
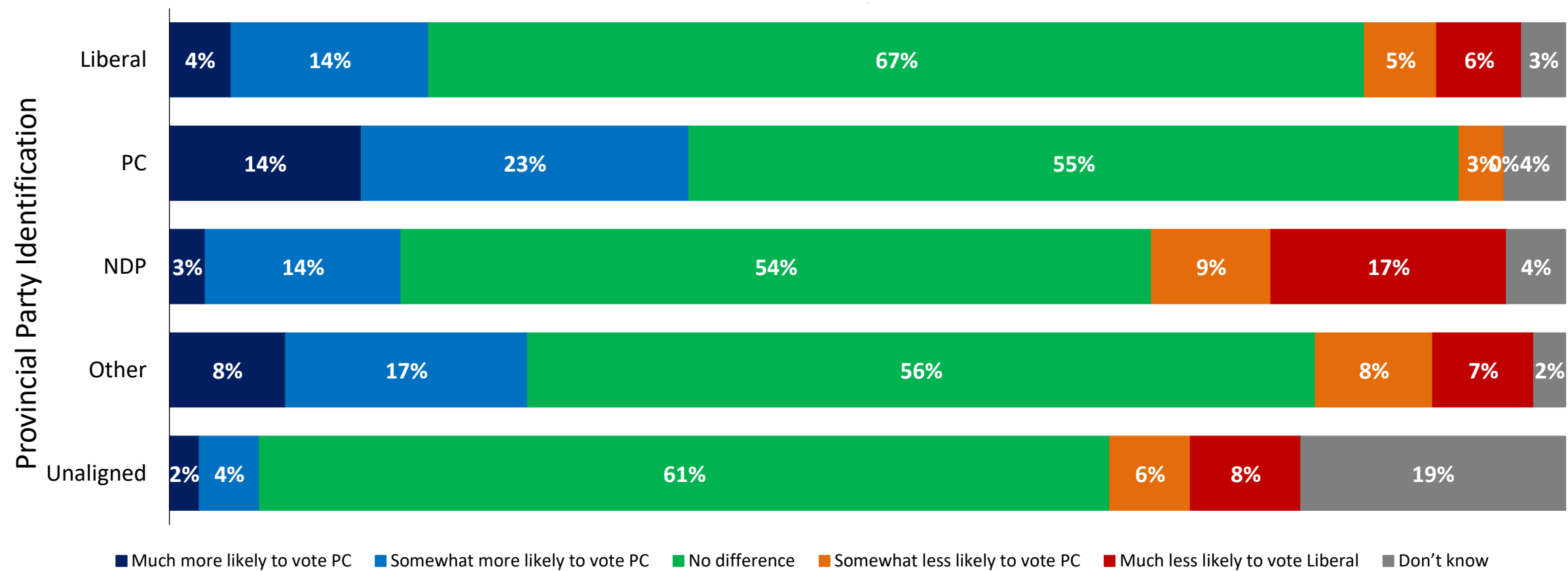[asked of all respondents; n=700]

Provincial Party Identification

	Much more likely to vote PC	Somewhat more likely to vote PC	No difference	Somewhat less likely to vote PC	Much less likely to vote Liberal	Don't know
Liberal	4%	14%	67%	5%	6%	3%
PC	14%	23%	55%	3%	0%	4%
NDP	3%	14%	54%	9%	17%	4%
Other	8%	17%	56%	8%	7%	2%
Unaligned	2%	4%	61%	6%	8%	19%

■ Much more likely to vote PC ■ Somewhat more likely to vote PC ■ No difference ■ Somewhat less likely to vote PC ■ Much less likely to vote Liberal ■ Don't know
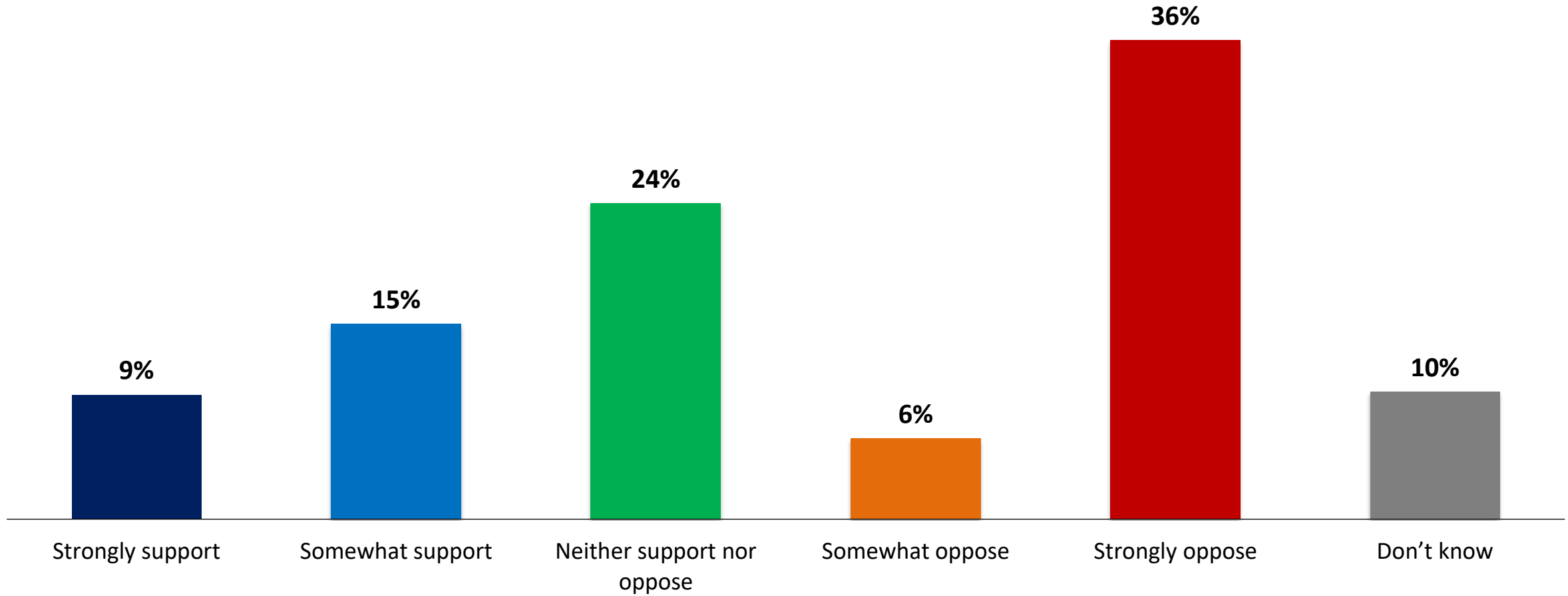
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Breaking Issues: Abortion Access

Support: 36% Ontarians strongly oppose the provincial government taking steps to regulate access to abortion

Q Would you support or oppose the provincial government taking steps to regulate access to abortion?
[asked of all respondents; n=700]

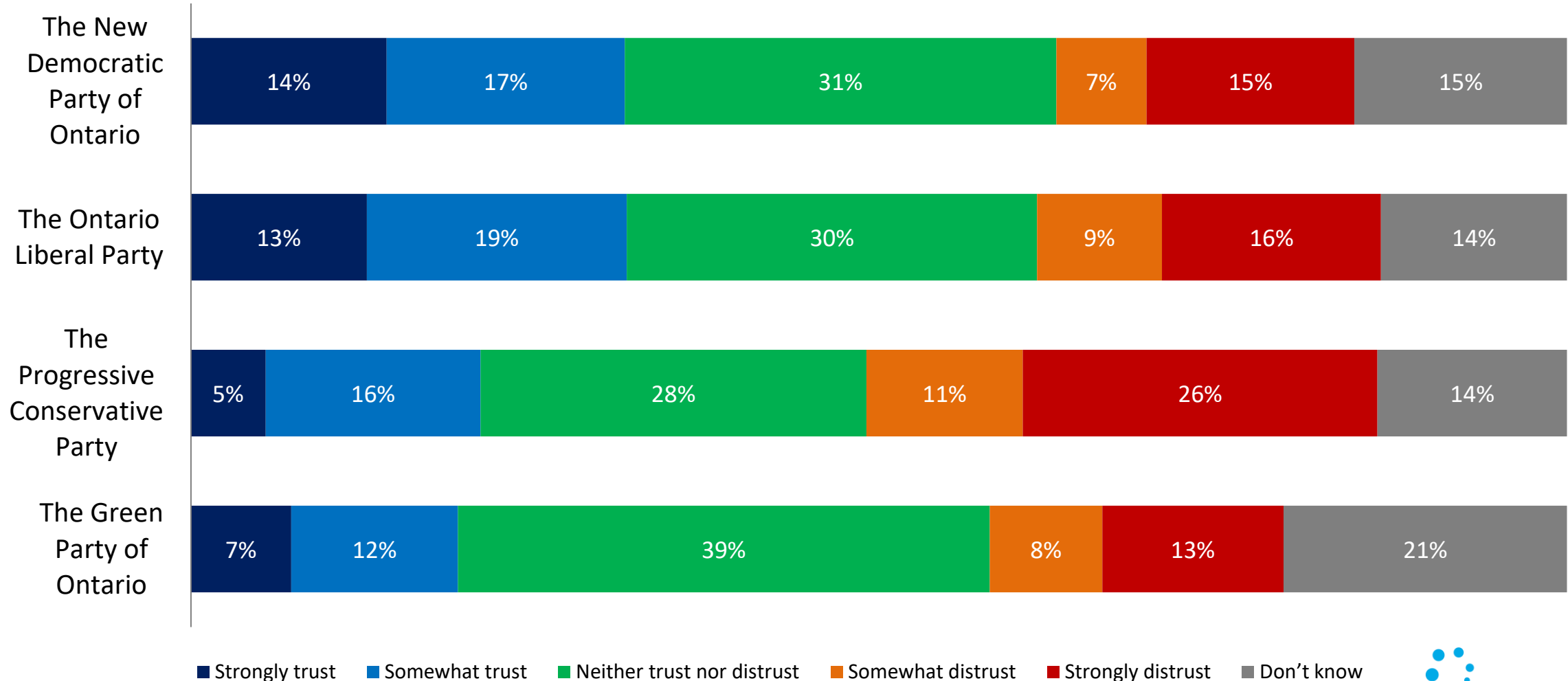| Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Don't know
9%	15%	24%	6%	36%	10%

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Trust: Voters more likely to trust the NDP and Liberals than the PCs on abortion

Q For each of the following provincial parties in Ontario, please indicate if you trust the party to regulate access to abortions
[asked of all respondents; n=700]

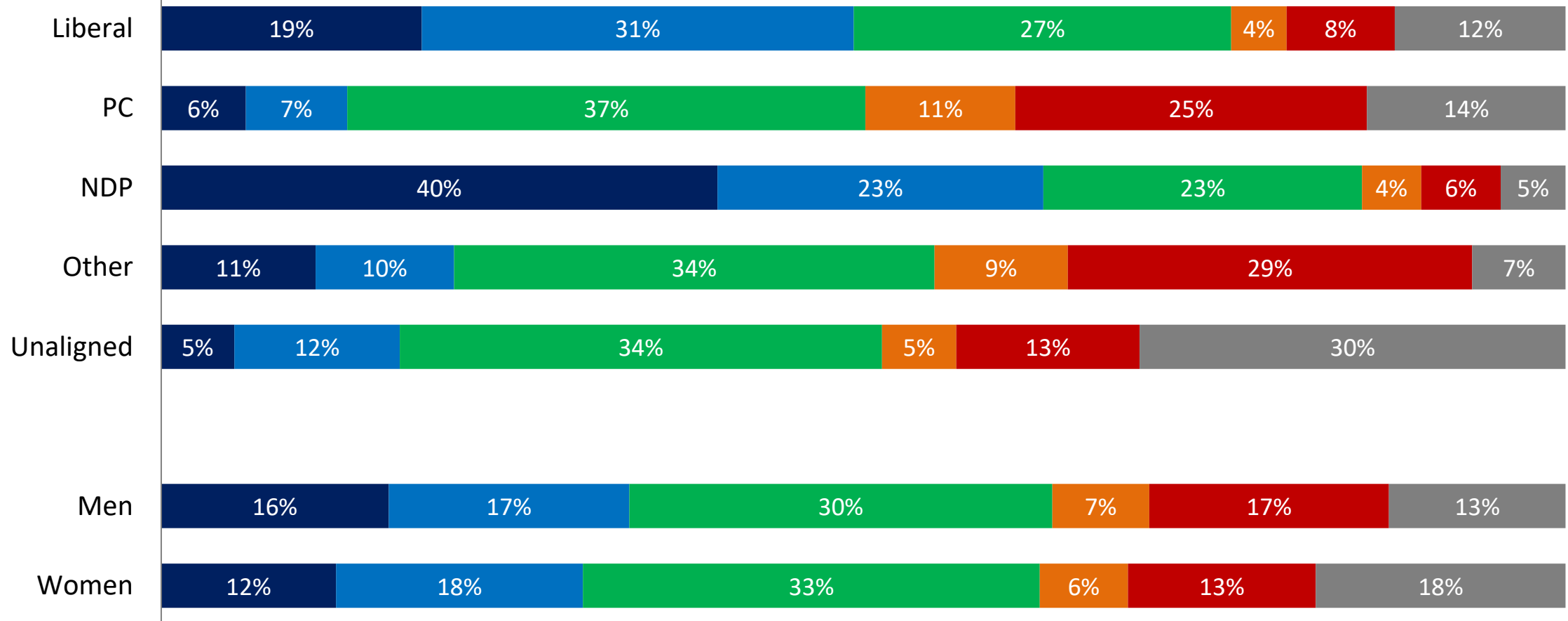| Party	Strongly trust	Somewhat trust	Neither trust nor distrust	Somewhat distrust	Strongly distrust	Don't know
The New Democratic Party of Ontario	14%	17%	31%	7%	15%	15%
The Ontario Liberal Party	13%	19%	30%	9%	16%	14%
The Progressive Conservative Party	5%	16%	28%	11%	26%	14%
The Green Party of Ontario	7%	12%	39%	8%	13%	21%

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NDP Trust: A majority of NDP and Liberal partisans say they would trust the NDP on the issue of abortion

Q For each of the following provincial parties in Ontario, please indicate if you trust the party to regulate access to abortions – The New Democratic Party

[asked of all respondents; n=700]

	Strongly trust	Somewhat trust	Neither trust nor distrust	Somewhat distrust	Strongly distrust	Don't know
Liberal	19%	31%	27%	4%	8%	12%
PC	6%	7%	37%	11%	25%	14%
NDP	40%	23%	23%	4%	6%	5%
Other	11%	10%	34%	9%	29%	7%
Unaligned	5%	12%	34%	5%	13%	30%
Men	16%	17%	30%	7%	17%	13%
Women	12%	18%	33%	6%	13%	18%

■ Strongly trust ■ Somewhat trust ■ Neither trust nor distrust ■ Somewhat distrust ■ Strongly distrust ■ Don't know

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Liberal Trust: A majority of Liberals would trust the Liberal party, while a plurality of NDP partisans would trust them

Q For each of the following provincial parties in Ontario, please indicate if you trust the party to regulate access to abortions – The Ontario Liberal Party
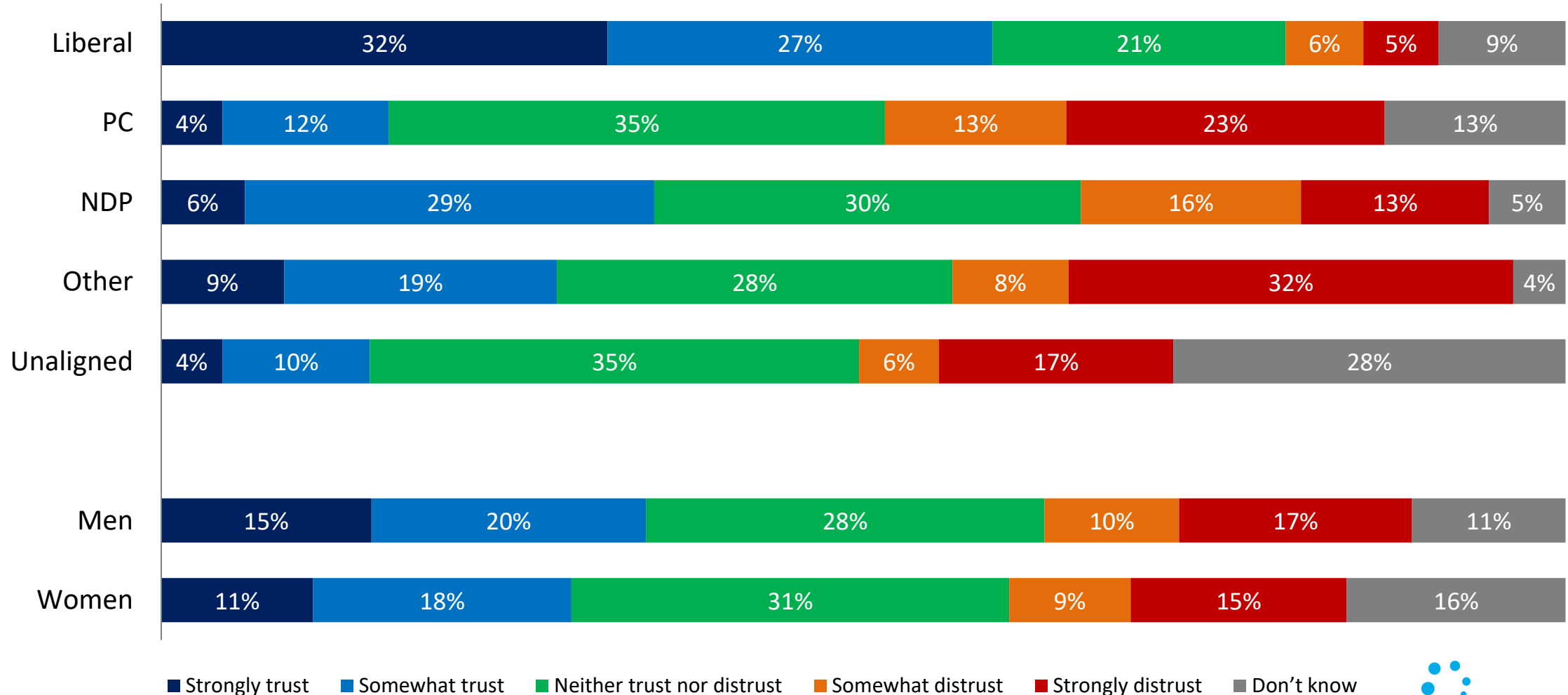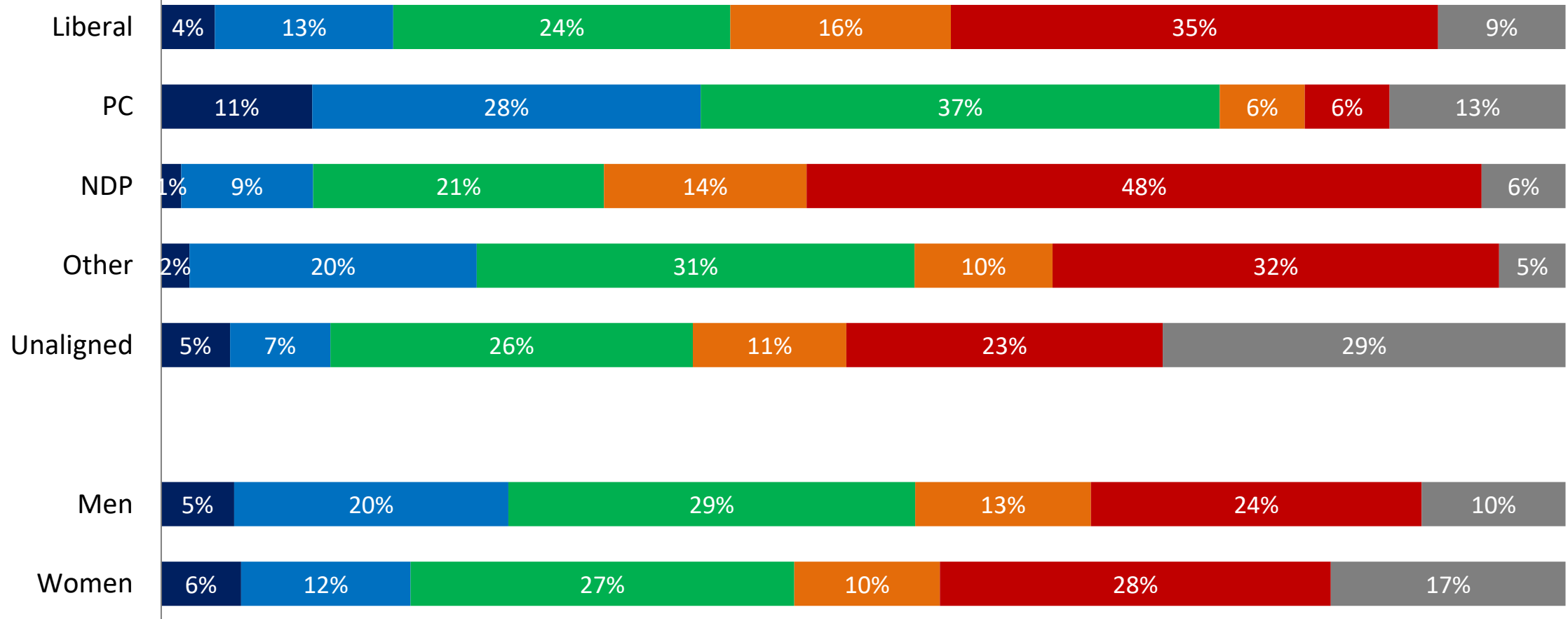[asked of all respondents; n=700]

	Strongly trust	Somewhat trust	Neither trust nor distrust	Somewhat distrust	Strongly distrust	Don't know
Liberal	32%	27%	21%	6%	5%	9%
PC	4%	12%	35%	13%	23%	13%
NDP	6%	29%	30%	16%	13%	5%
Other	9%	19%	28%	8%	32%	4%
Unaligned	4%	10%	35%	6%	17%	28%
Men	15%	20%	28%	10%	17%	11%
Women	11%	18%	31%	9%	15%	16%

■ Strongly trust ■ Somewhat trust ■ Neither trust nor distrust ■ Somewhat distrust ■ Strongly distrust ■ Don't know

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PC Trust: A majority of New Democrats and Liberals distrust the PCs on the issue of aborton

Q For each of the following provincial parties in Ontario, please indicate if you trust the party to regulate access to abortions – The Progressive Conservative Party

[asked of all respondents; n=700]

	Strongly trust	Somewhat trust	Neither trust nor distrust	Somewhat distrust	Strongly distrust	Don't know
Liberal	4%	13%	24%	16%	35%	9%
PC	11%	28%	37%	6%	6%	13%
NDP	1%	9%	21%	14%	48%	6%
Other	2%	20%	31%	10%	32%	5%
Unaligned	5%	7%	26%	11%	23%	29%
Men	5%	20%	29%	13%	24%	10%
Women	6%	12%	27%	10%	28%	17%

■ Strongly trust ■ Somewhat trust ■ Neither trust nor distrust ■ Somewhat distrust ■ Strongly distrust ■ Don't know

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Green Trust: Most in every group are unsure if they would trust or distrust the Green Party

Q For each of the following provincial parties in Ontario, please indicate if you trust the party to regulate access to abortions – The Green Party
[asked of all respondents; n=700]

Group	Strongly trust	Somewhat trust	Neither trust nor distrust	Somewhat distrust	Strongly distrust	Don't know
Liberal	11%	15%	39%	8%	10%	18%
PC	3%	8%	42%	13%	16%	18%
NDP	14%	22%	34%	6%	12%	12%
Other	13%	15%	34%	6%	25%	7%
Unaligned	3%	7%	39%	5%	10%	37%
Men	7%	14%	40%	9%	13%	16%
Women	7%	10%	38%	7%	13%	24%

■ Strongly trust ■ Somewhat trust ■ Neither trust nor distrust ■ Somewhat distrust ■ Strongly distrust ■ Don't know

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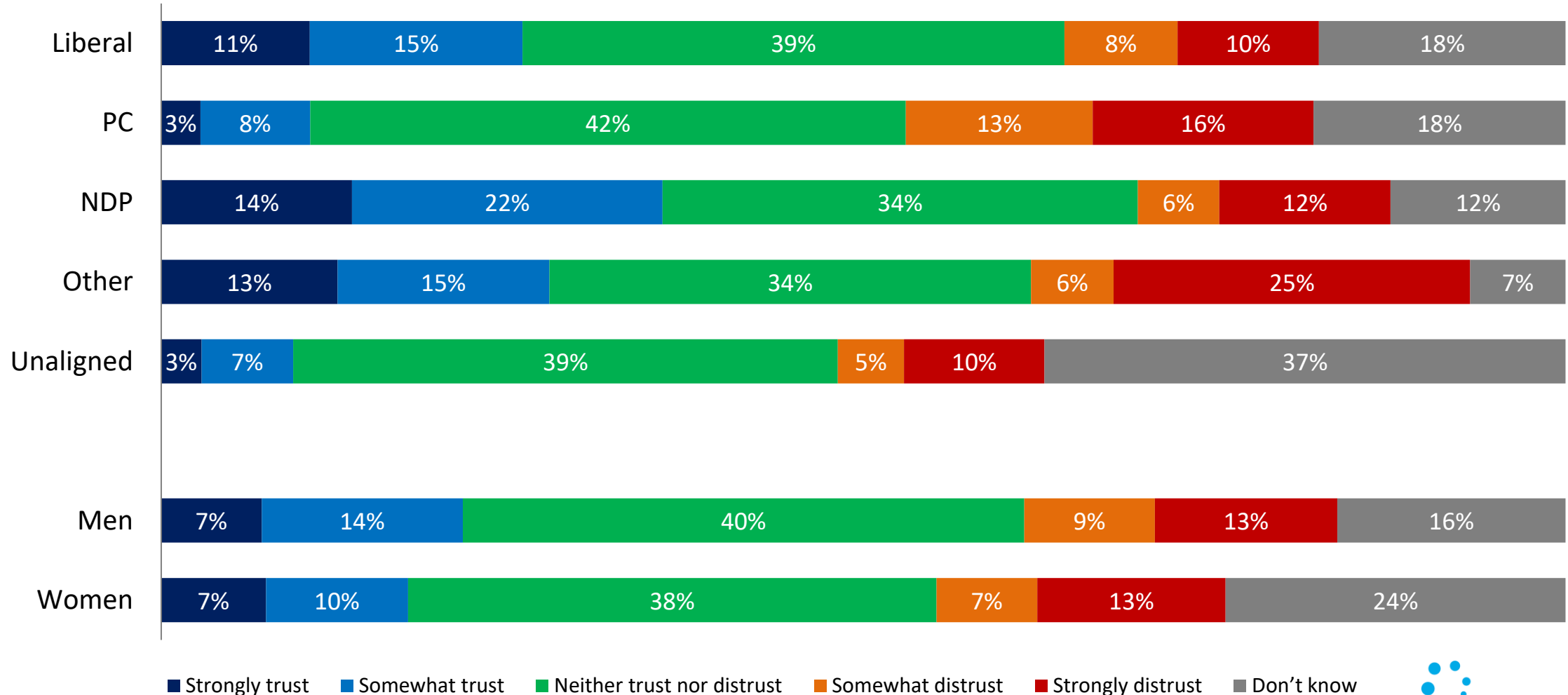
Appendix: Methodology

Survey Methodology

These are the results of an online survey conducted between May 5ᵗʰ and May 9ᵗʰ, 2022.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Ontario population according to Census data to provide results that are intended to approximate a probability sample. More details about Dynata can be found here.

Sample Size: n=796 Ontario residents, 18 years or older. The results are weighted to n=700 based on Census data from Statistics Canada.

Field Dates: May 5ᵗʰ to May 9ᵗʰ, 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 1.20. The design effect is an estimate of the effect of the weighting procedure on the sampling error.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.
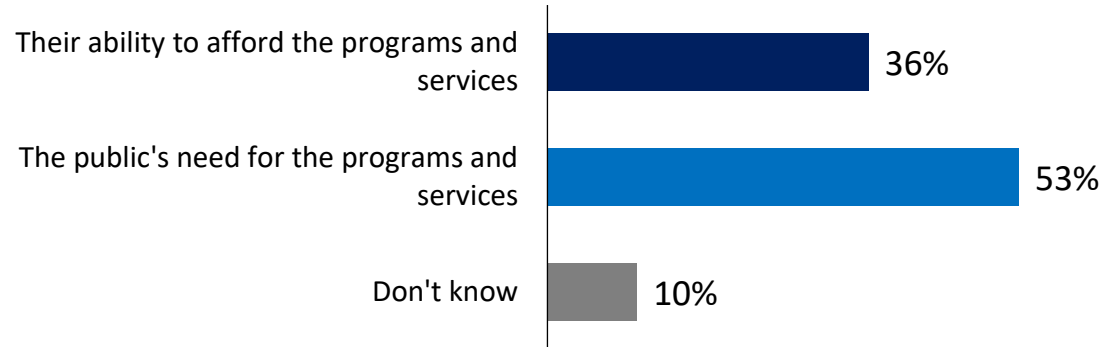
Full disclosure standards can be found here.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	71	9.0%	97	13.8%
Men 35-54	125	15.8%	116	16.6%
Men 55+	164	20.7%	123	17.7%
Women 18-34	104	13.1%	96	13.8%
Women 35-54	154	19.4%	124	17.8%
Women 55+	175	22.1%	141	20.3%
Toronto	196	24.6%	147	20.9%
Rest of GTA	202	25.4%	183	26.1%
South/West	204	25.6%	181	25.9%
North/East	194	24.4%	189	27.1%

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.
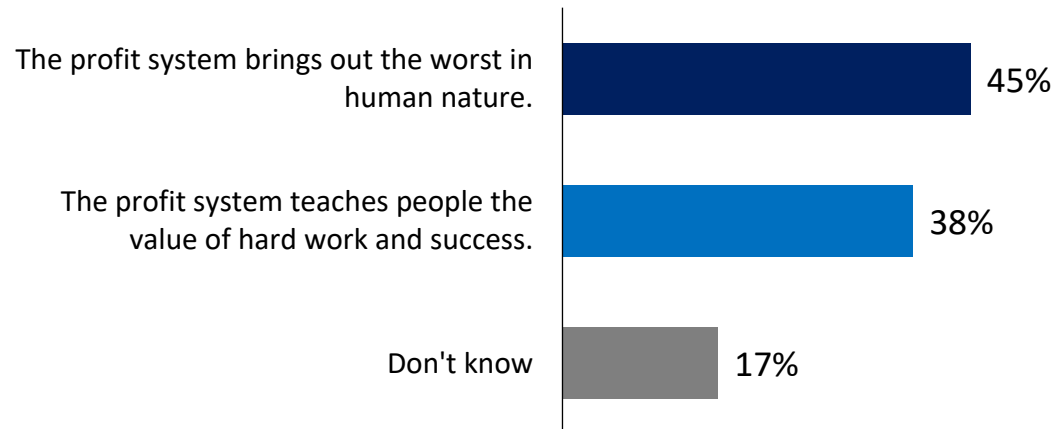
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Appendix:
Segmentation

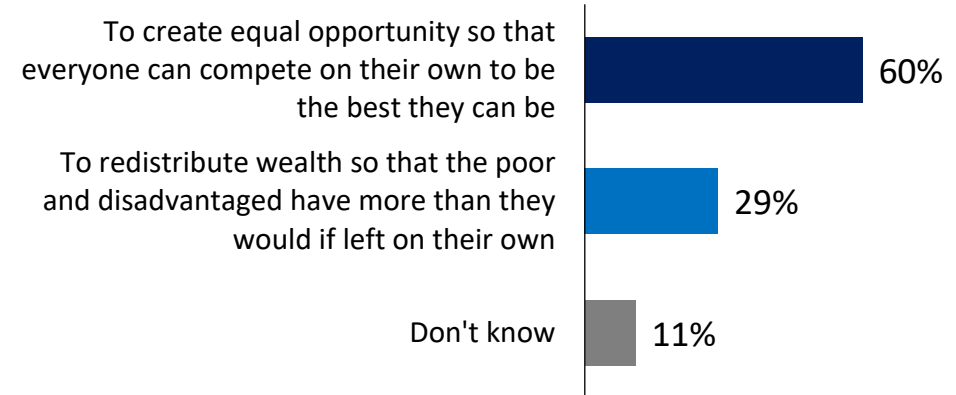# Core Political Values: A majority (60%) say the main role of government is to create equal opportunity for everyone

Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?
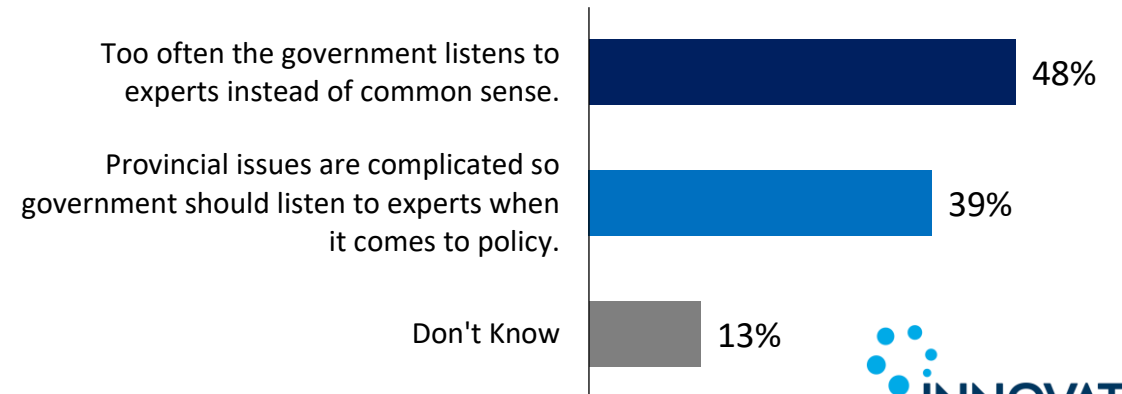[asked of all respondents; n=700]

Their ability to afford the programs and services **36%**

The public's need for the programs and services **53%**

Don't know **10%**

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

To create equal opportunity so that everyone can compete on their own to be the best they can be **60%**

To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own **29%**

Don't know **11%**

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=700]

The profit system brings out the worst in human nature. **45%**

The profit system teaches people the value of hard work and success. **38%**

Don't know **17%**
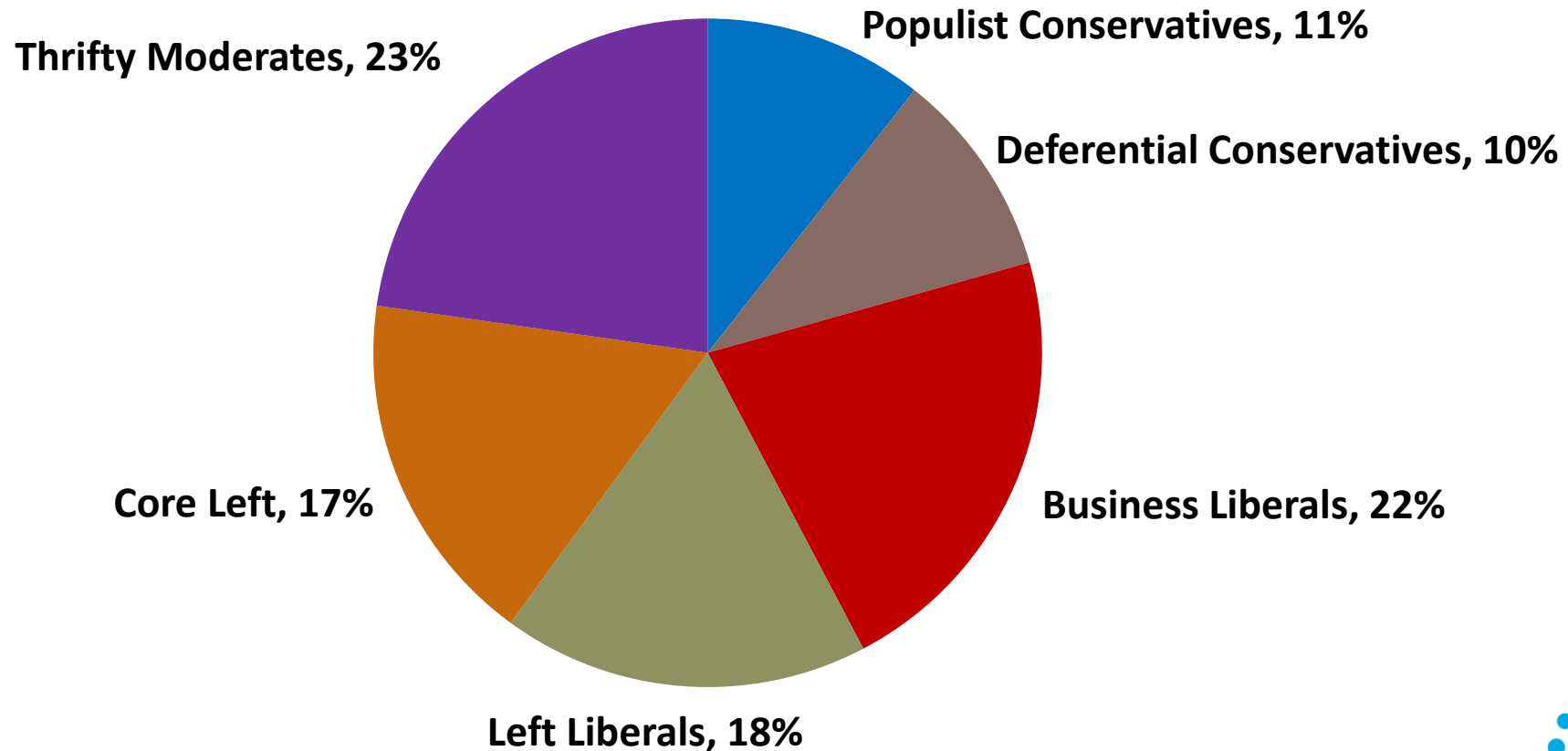
Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=700]

Too often the government listens to experts instead of common sense. **48%**

Provincial issues are complicated so government should listen to experts when it comes to policy. **39%**

Don't Know **13%**

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Value Clusters: Less than 1-in-4 are Thrifty Moderates (23%), followed by 22% of Business Liberals

Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=700]

Populist Conservatives, 11%

Deferential Conservatives, 10%

Business Liberals, 22%

Left Liberals, 18%

Core Left, 17%

Thrifty Moderates, 23%

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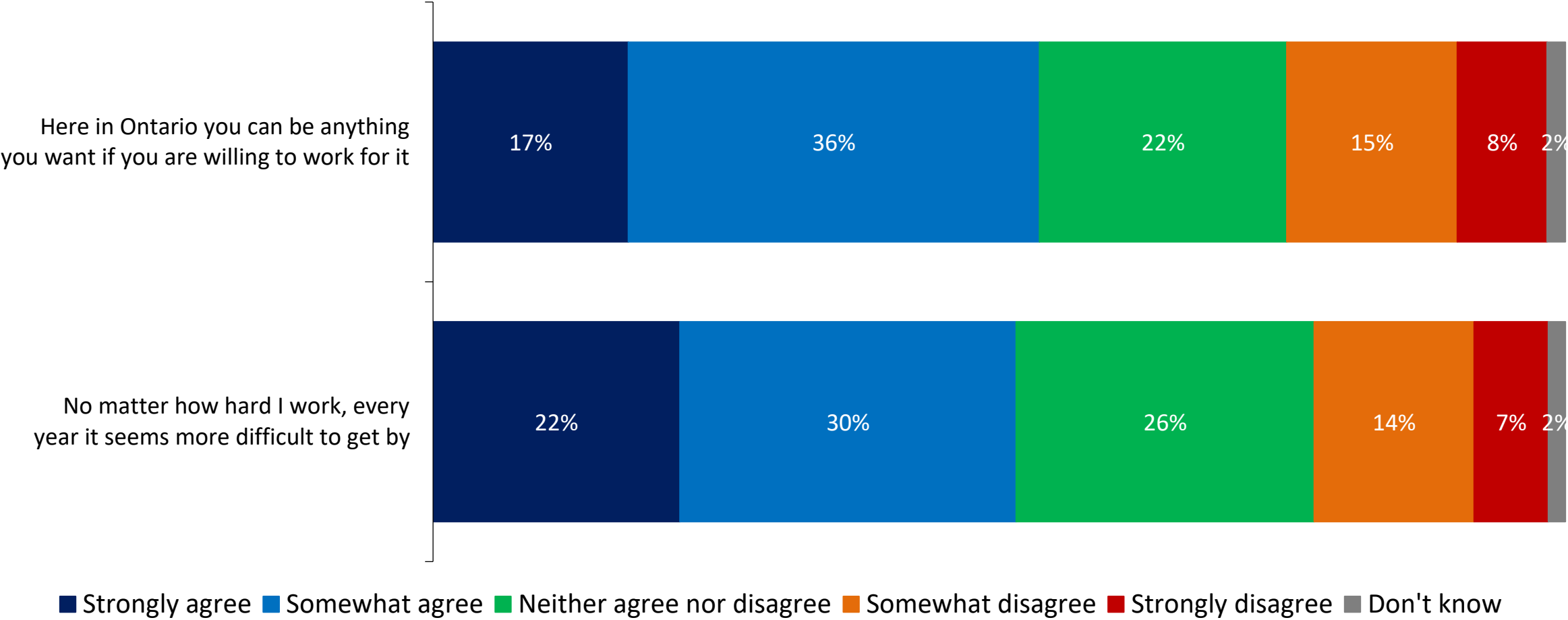# Defining Value Clusters: All Populist Conservatives believe the government should rely on common sense

Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Thrifty Moderates
Governments should base decisions on...	Ability to afford	93%	95%	0%	0%	0%	75%
	Public Need	0%	0%	96%	93%	94%	0%
Is the main role of government to .?	Create equal Opportunity	99%	75%	71%	97%	0%	42%
	Redistribute wealth	0%	17%	18%	0%	97%	28%
When it comes to government decision making...	Rely on common sense	100%	0%	46%	60%	38%	47%
	Listen to experts	0%	88%	43%	32%	53%	27%
The profit system...	Brings out the worst in human nature	0%	0%	0%	84%	88%	64%
	Teaches value of hard work and success	86%	86%	88%	0%	0%	7%

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Economic Gap Segmentation: A majority (54%) 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=700]

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Here in Ontario you can be anything you want if you are willing to work for it	17%	36%	22%	15%	8%	2%
No matter how hard I work, every year it seems more difficult to get by	22%	30%	26%	14%	7%	2%

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

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Economic Gap Segmentation: 3-in-10 (28%) 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=700]

Don't believe in *"Canadian Dream"*

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

Alienated, 23%

Achievers, 28%

Ambivalent, 23%

Strugglers, 25%

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

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

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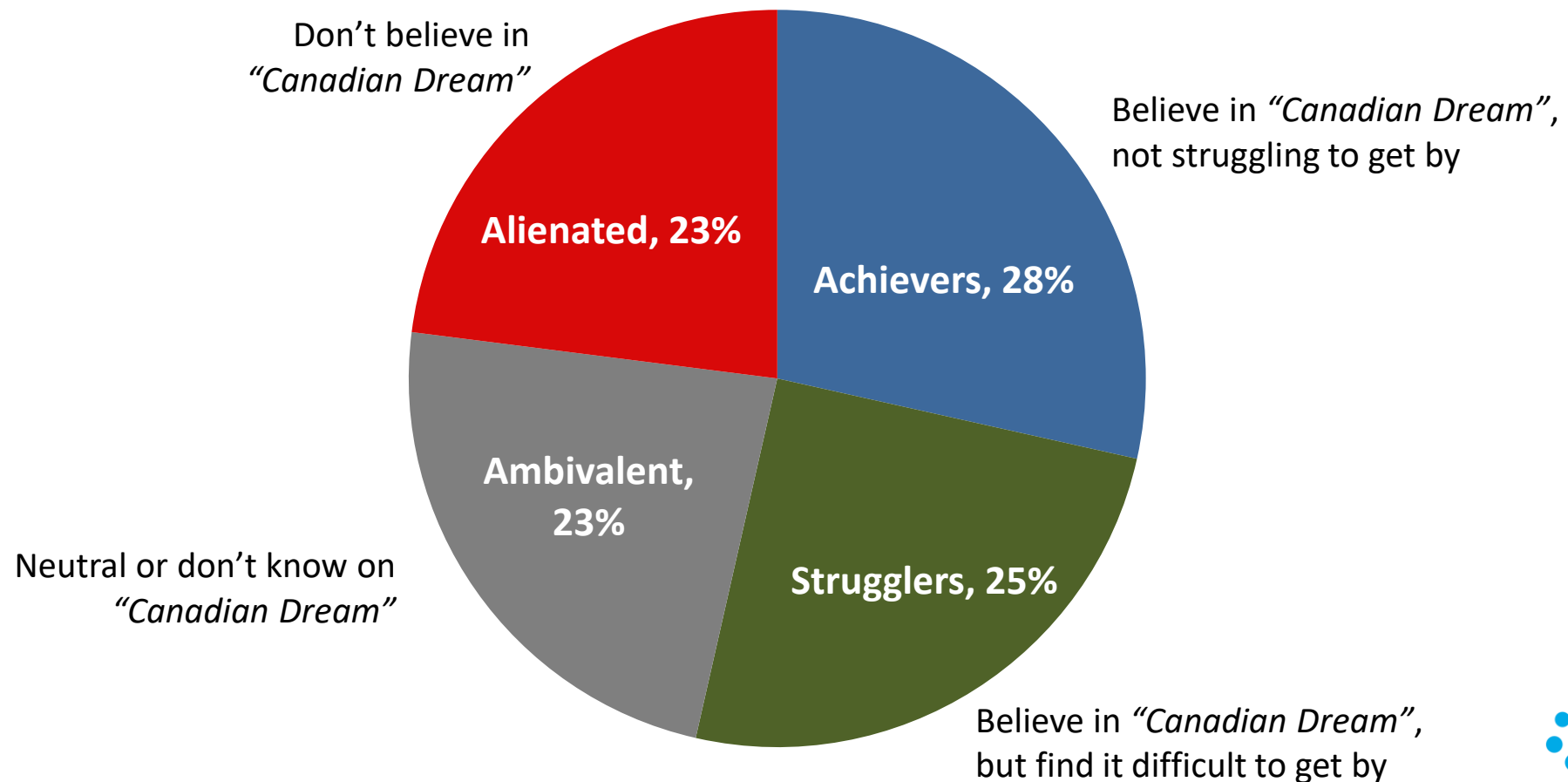
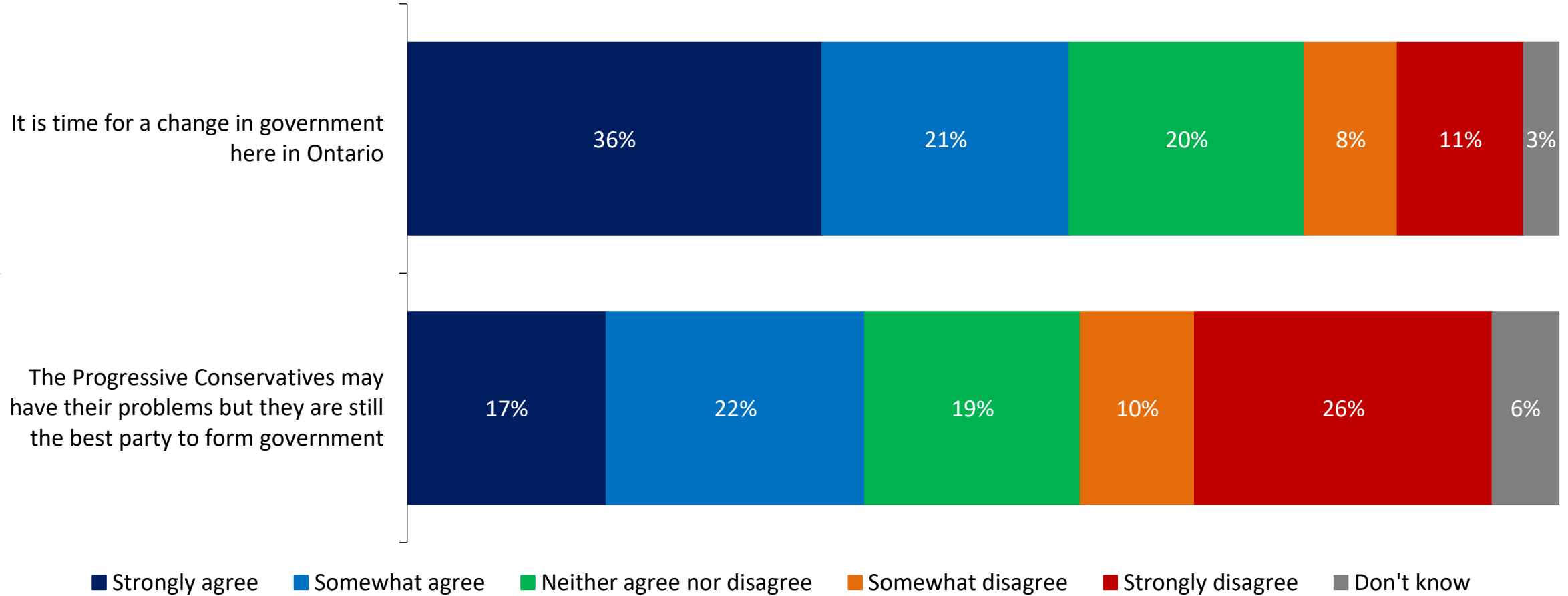# Time for Change Attitudes: 3-in-5 (58%) agree it is time for a change but 40% agree PCs is the best to form government

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

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
It is time for a change in government here in Ontario	36%	21%	20%	8%	11%	3%
The Progressive Conservatives may have their problems but they are still the best party to form government	17%	22%	19%	10%	26%	6%

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know
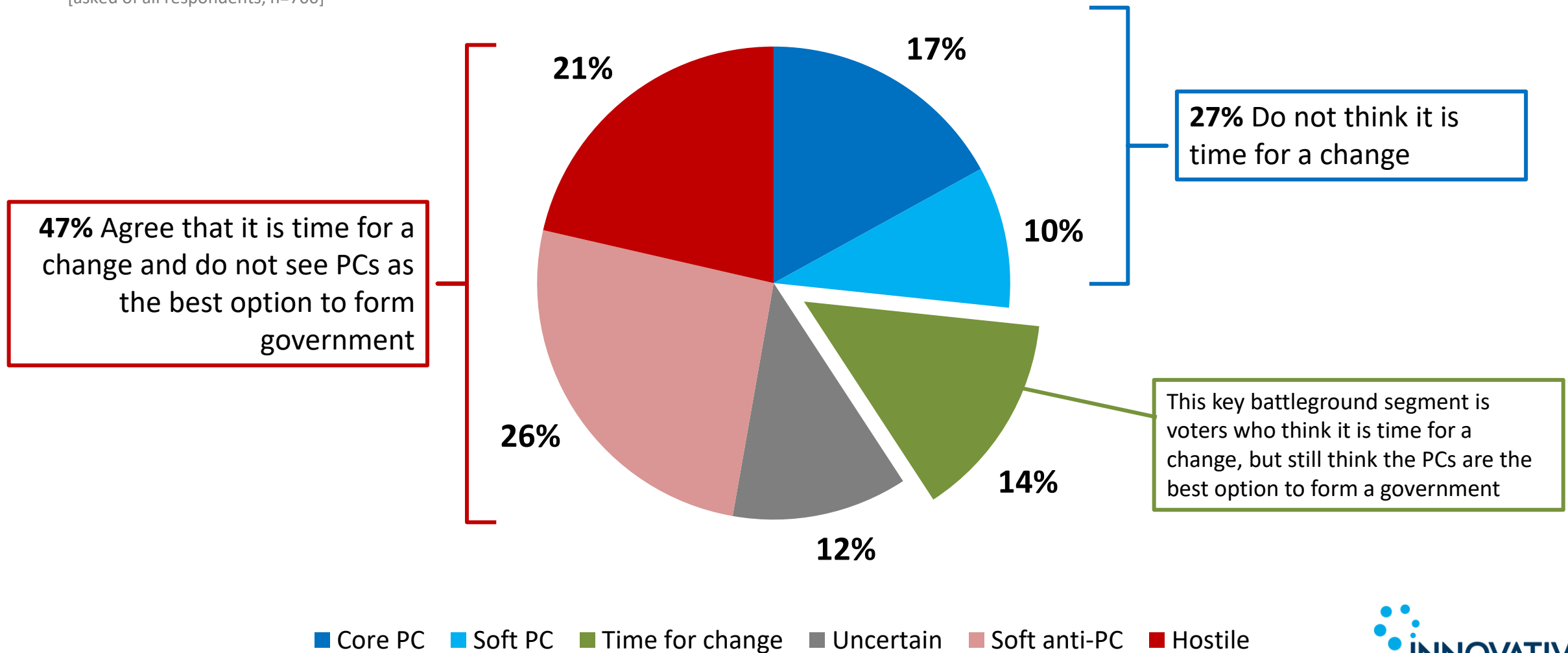
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Time for Change Segmentation: 27% do not believe it is time for a change in Ontario

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=700]

27% Do not think it is time for a change

47% Agree that it is time for a change and do not see PCs as the best option to form government

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

17%
10%
14%
12%
26%
21%

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

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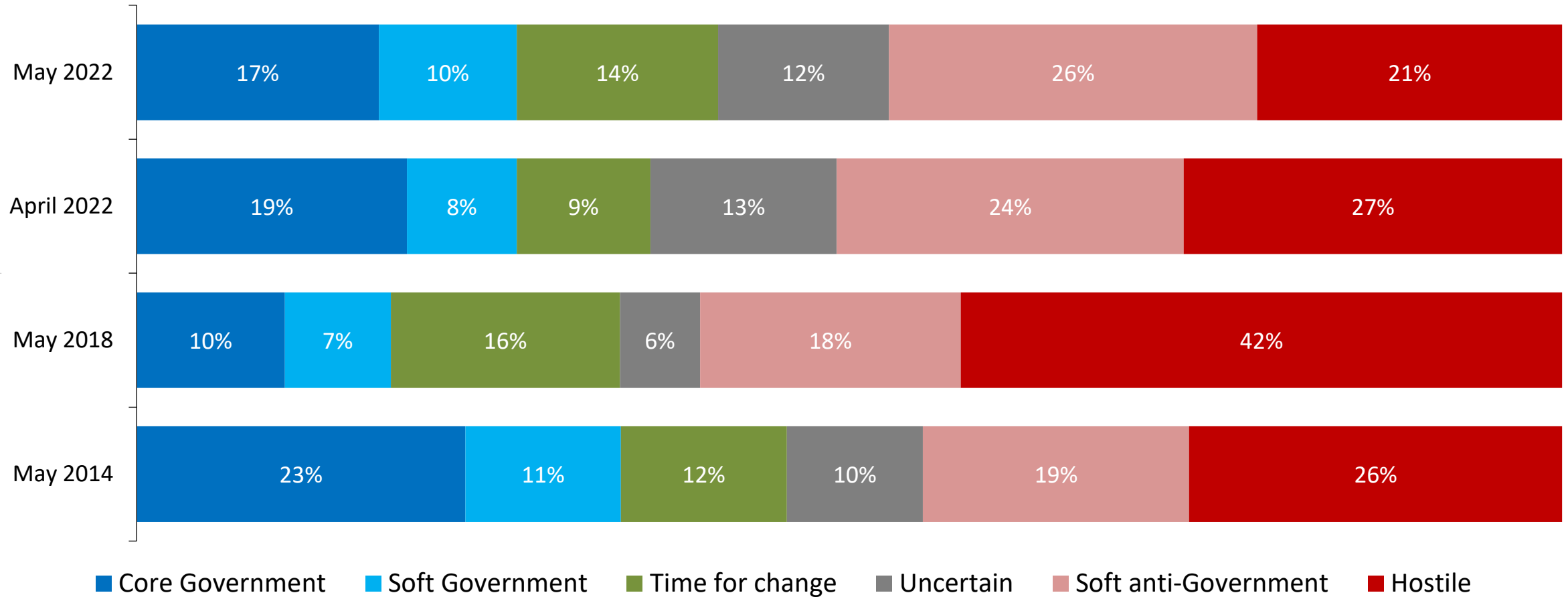[asked of all respondents; n=700]

	Core Government	Soft Government	Time for change	Uncertain	Soft anti-Government	Hostile
May 2022	17%	10%	14%	12%	26%	21%
April 2022	19%	8%	9%	13%	24%	27%
May 2018	10%	7%	16%	6%	18%	42%
May 2014	23%	11%	12%	10%	19%	26%

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

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Ford Political Segmentation: A quarter (26%) are core PCs while 1-in-5 (20%) are non-PC Ford Supporters

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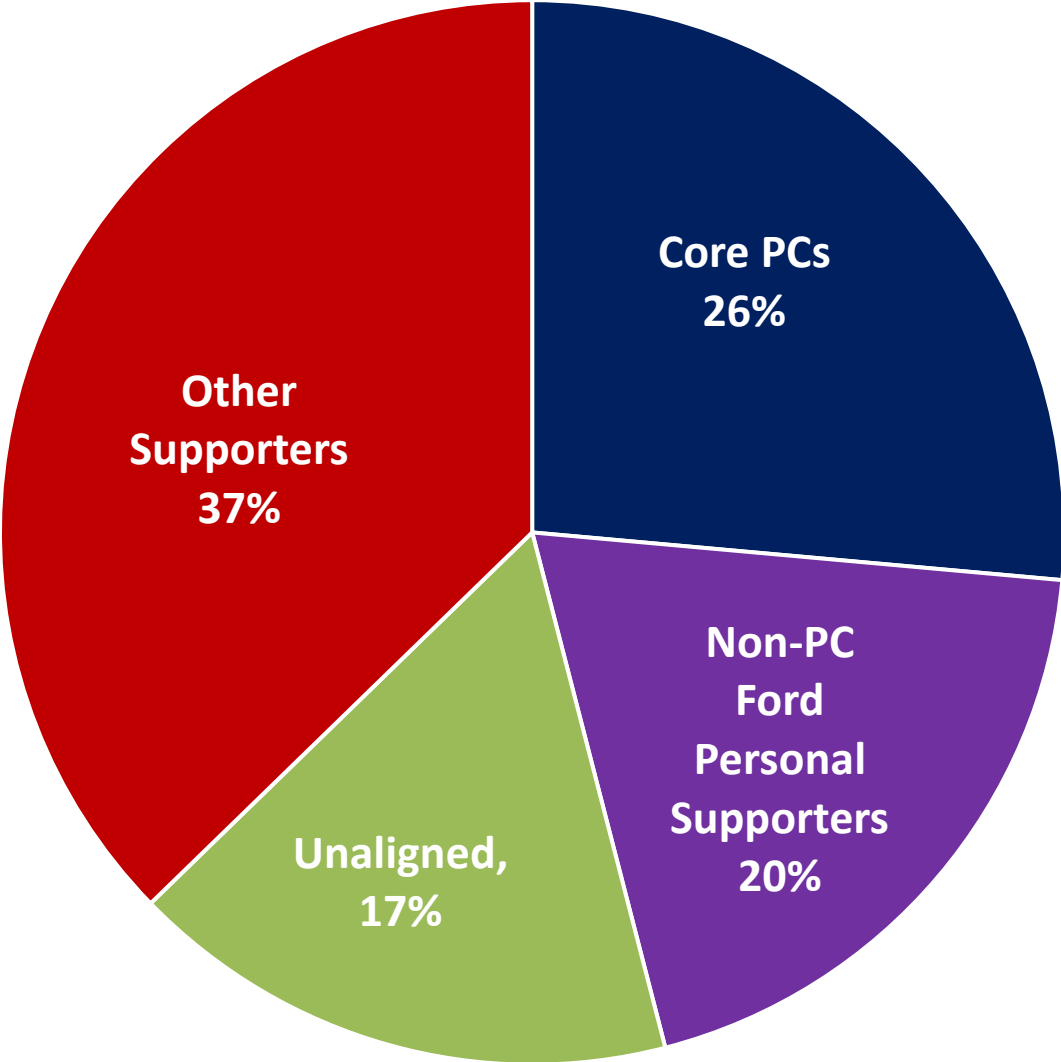
Segment	Description
Core PCs	Identify as Progressive Conservatives
Non-PC Ford Personal Supporters	Positive impression of Doug Ford and DO NOT identify as a PC
Unaligned	Unaligned and neutral or negative impression of Doug Ford
Other Supporters	Neutral or negative impression of Doug Ford and identify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

Pie chart:
- Core PCs 26%
- Non-PC Ford Personal Supporters 20%
- Unaligned, 17%
- Other Supporters 37%

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