Leger

IN COLLABORATION WITH

P POSTMEDIA

POSTMEDIA-LEGER POLL

Report

PROVINCIAL POLITICS IN ONTARIO – *May 3*

THE RACE TO JUNE

Poll Highlights

Premier Ford and the Progressive Conservatives are maintaining their lead going into the 2022 election, but the gap has been reduced in half to 7 points from last month's 14-point lead. The Ontario Liberals have made up some ground and importantly opened some distance between themselves and the NDP in the battle for 2nd place and the right to be positioned as the alternative to the governing PCs.

The race is still fluid however, with almost half of voters and a majority of Liberal and NDP supporters saying their current ballot preference is not final and may change before voting day.

An important determinant of one's final vote may come down to the performance of the leaders. Premier Ford's impressions have remained stable while NDP leader Horwath's and Liberal Leader Del Duca's have improved slightly. Somewhat disconcerting for the Liberal leader is his negatives also continue to climb slightly.

Premier Ford and the PCs may be heading into the campaign with a lead; however, it does appear they will need to do more than run on their record or even the recent Budget. Our polling shows a majority of Ontarians are dissatisfied with the performance of the Ontario government and over a third felt the recently released Budget will hurt things and put the province on the wrong track.

METHODOLOGY

Methodology

Web survey using computer-assisted Web interviewing (CAWI) technology.

From April 29 to May 2, 2022

1000 Ontario residents, 18 years of age or older, who are eligible to vote in Ontario, randomly recruited from LEO's online panel.

Using data from the 2021 Census, results were weighted according to age and gender within Ontario regions, as well as by education and presence of children in the household in order to ensure a representative sample of the population.

For comparison purposes, a probability sample of 1000 respondents would have a margin of error of ± 3.1%, 19 times out of 20.

The research results presented here are in full compliance with the CRIC Public Opinion Research Standards and Disclosure Requirements.

Methodology

Notes on reading this report

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.
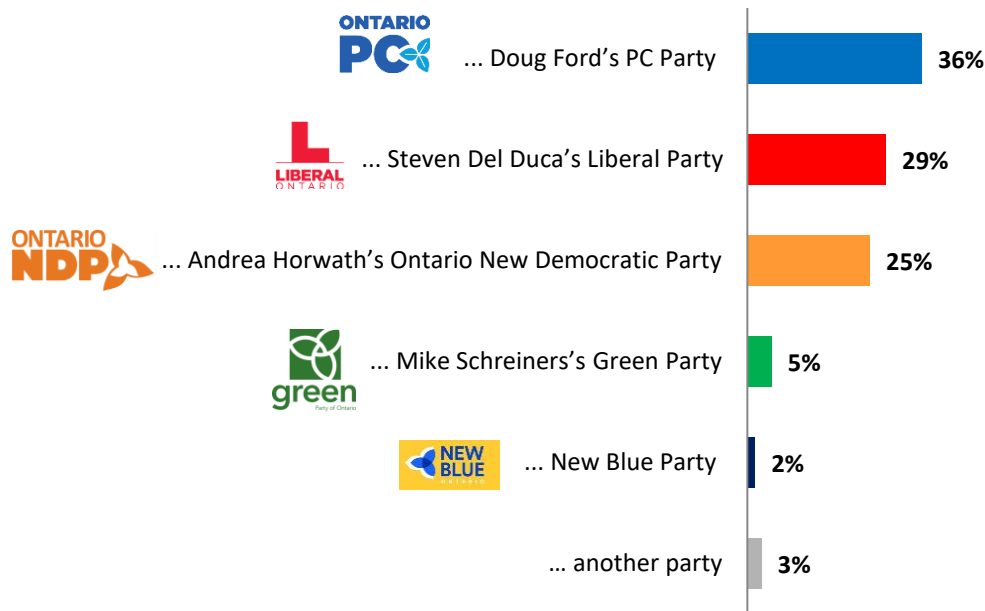
In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion that that of other respondents.

If you have questions about the data presented in this report, please contact Andrew Enns, Executive Vice-President at the following e-mail address: aenns@leger360.com

ONTARIO BALLOT

VOTING INTENTIONS - PROVINCIAL ELECTION

Q1/2. If a provincial election were held today which political party would you be most likely to vote? If undecided: **Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote?** Base: Decided voters (n=824)

| Party	%
... Doug Ford's PC Party	36%
... Steven Del Duca's Liberal Party	29%
... Andrea Horwath's Ontario New Democratic Party	25%
... Mike Schreiners's Green Party	5%
... New Blue Party	2%
... another party	3%

PROVINCIAL VOTING INTENTIONS IN ONTARIO (2/2)

Q1/Q2. If a PROVINCIAL election were held today, for which political party would you be most likely to vote for?
In the event a respondent was undecided, the following was asked: **Is there a Party you are leaning toward supporting, even just a little?** Base: All respondents/Decided Voters

	TOTAL Eligible voters	TOTAL Decided voters	Male	Female	18-34	35-54	55+	Metro 416	GTA 905	Hamilton/ Niagara	South	East	North
n =	1000	824	429	395	228	253	344	223	149	84	206	115	47
... Doug Ford's Progressive Conservative Party of Ontario	**30%**	36%	41%	30%	25%	32%	46%	34%	40%	32%	37%	38%	31%
... Steven Del Duca's Ontario Liberal Party	**24%**	29%	28%	29%	28%	30%	29%	34%	28%	32%	23%	30%	17%
... Andrea Horwath's Ontario New Democratic Party	**21%**	25%	21%	30%	36%	26%	18%	23%	27%	25%	22%	27%	37%
... Mike Schreiner's Green Party of Ontario	**4%**	5%	5%	5%	6%	7%	3%	4%	<1%	7%	10%	3%	7%
... New Blue Party of Ontario	**1%**	2%	2%	1%	<1%	2%	2%	2%	2%	1%	2%	<1%	5%
... someone else	**3%**	3%	3%	4%	5%	3%	3%	2%	3%	2%	5%	2%	4%
Don't know	13%	-	-	-	-	-	-	-	-	-	-	-	-
I will not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-

EVOLUTION OF VOTING INTENTIONS IN ONTARIO
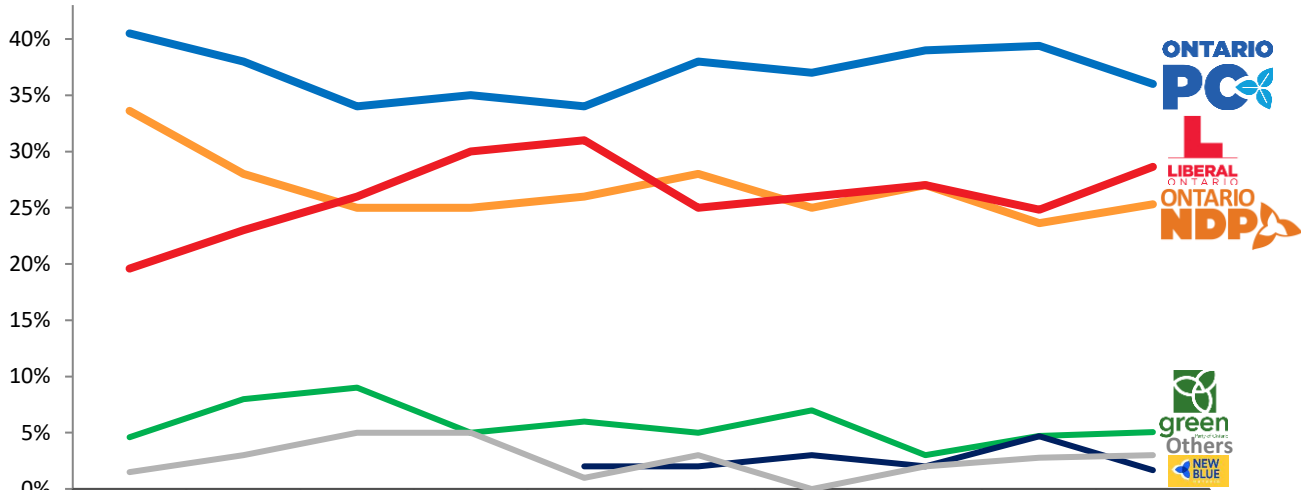
	2018 Election	March 2021	May 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April-May 2022
PC	41%	38%	34%	35%	34%	38%	37%	39%	39%	36%
NDP	34%	28%	25%	25%	26%	28%	25%	27%	24%	25%
Liberal	20%	23%	26%	30%	31%	25%	26%	27%	25%	29%
Green	5%	8%	9%	5%	6%	5%	7%	3%	5%	5%
New Blue					2%	2%	3%	2%	5%	2%
Others	2%	3%	5%	5%	1%	3%	0%	2%	3%	3%

Q1/Q2. If a PROVINCIAL election were held today, for which political party would you be most likely to vote for?
In the event a respondent was undecided, the following was asked: **Is there a Party you are leaning toward supporting, even just a little?**

Base: Decided voters

FIRMNESS OF CHOICE

Q3. Is your vote final or are you likely to change your mind?
Base: Decided Voters (n=824)

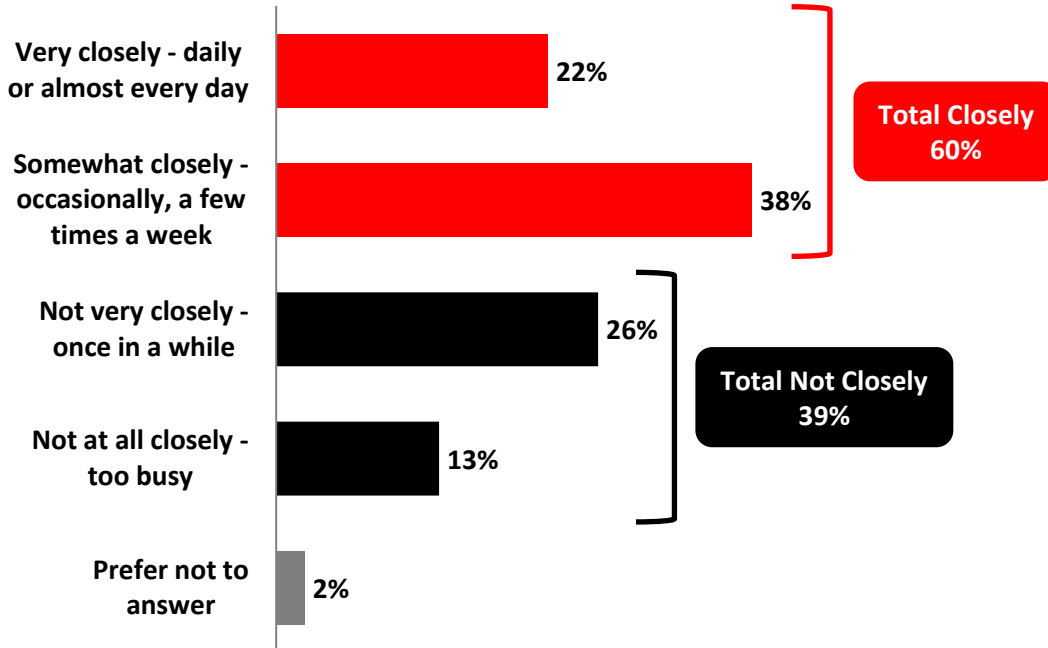|	Total	ONTARIO PC	ONTARIO NDP·NPD	LIBERAL ONTARIO	green Party of Ontario
		Based on people who intend to vote **PC**	Based on people who intend to vote **NDP**	Based on people who intend to vote **Liberal**	Based on people who intend to vote **Green**
Vote is final	**46%**	**59%**	**45%**	**34%**	**27%**
May change my mind	**48%**	**35%**	**51%**	**59%**	**65%**
I don't know	**5%**	**6%**	**4%**	**7%**	**5%**

57% of those who intend to vote New Blue said they may change their mind

2022 CAMPAIGN ENGAGEMENT LEVELS

Q4B: How closely are you following news and events around the upcoming provincial election? Base: All respondents (n=1000)

Response	Percentage
Very closely - daily or almost every day	22%
Somewhat closely - occasionally, a few times a week	38%
Not very closely - once in a while	26%
Not at all closely - too busy	13%
Prefer not to answer	2%

Total Closely 60%

Total Not Closely 39%

Engagement Levels – *Demo Results*

Q4B: How closely are you following news and events around the upcoming provincial election? Base: All respondents (n=1000)

|	Total	Male	Female	18-34	35-54	55+
n =	1000	484	516	276	320	404
Very closely – daily or almost every day	22%	**26%**	17%	17%	17%	**28%**
Somewhat closely – occasionally, a few times a week	38%	41%	35%	32%	38%	41%
Not very closely – once in a while	26%	22%	28%	27%	26%	24%
Not at all closely – too busy	13%	9%	**16%**	21%	16%	**5%**

Engagement Levels – *By Party Support*

Q.MO. Who do you think will win the next provincial election and form the next government? Base: All respondents (n=1000)

	TOTAL	PC	NDP	Liberal	Green
n =	1000	297	209	236	42
Very closely – daily or almost every day	22%	29%	18%	27%	13%
Somewhat closely – occasionally, a few times a week	38%	43%	43%	43%	**26%**
Not very closely – once in a while	26%	22%	27%	25%	**41%**
Not at all closely – too busy	13%	6%	13%	6%	14%

Perceived Election Frontrunner

Q.MO. Who do you think will win the next provincial election and form the next government? Base: All respondents (n=1000)
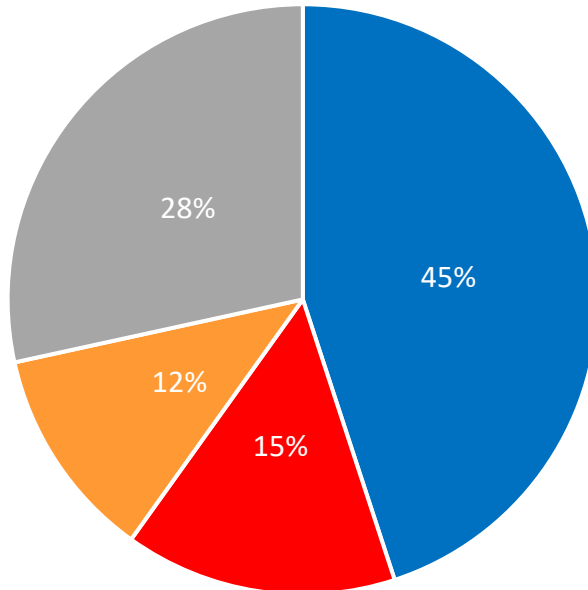
- ■ Doug Ford and the Progressive Conservative Party of Ontario
- ■ Steven Del Duca and the Liberal Party of Ontario
- ■ Andrea Horwath and the New Democratic Party of Ontario
- ■ Don't know

Perceived Election Frontrunner – *Demo Results*

Q.MO. Who do you think will win the next provincial election and form the next government? Base: All respondents (n=1000)

	Total	Male	Female	18-34	35-54	55+
n =	1000	484	516	276	320	404
Doug Ford and the Progressive Conservative Party of Ontario	45%	**53%**	38%	33%	37%	**59%**
Steven Del Duca and the Liberal Party of Ontario	15%	13%	16%	21%	19%	**7%**
Andrea Horwath and the New Democratic Party	12%	12%	11%	**18%**	12%	7%
Don't know /Prefer not to answer	28%	22%	**34%**	28%	32%	26%

Perceived Election Frontrunner – *By Party Support*

Q.MO. Who do you think will win the next provincial election and form the next government? Base: All respondents (n=1000)

	TOTAL	PC	NDP	Liberal	Green
n =	1000	297	209	236	42
Doug Ford and the Progressive Conservative Party of Ontario	45%	**91%**	21%	28%	26%
Steven Del Duca and the Liberal Party of Ontario	15%	**3%**	12%	**40%**	22%
Andrea Horwath and the New Democratic Party of Ontario	12%	**<1%**	**44%**	6%	5%
Don't know/prefer not to answer	28%	**6%**	23%	26%	46%

ONTARIO LEADER IMPRESSIONS

AWARENESS & IMPRESSION OF PARTY LEADERS

Q5. Below are names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have a favourable or unfavourable impression of that person. If you do not recognize the name or know enough about the person, just indicate that. Base: All respondents (n=1000)

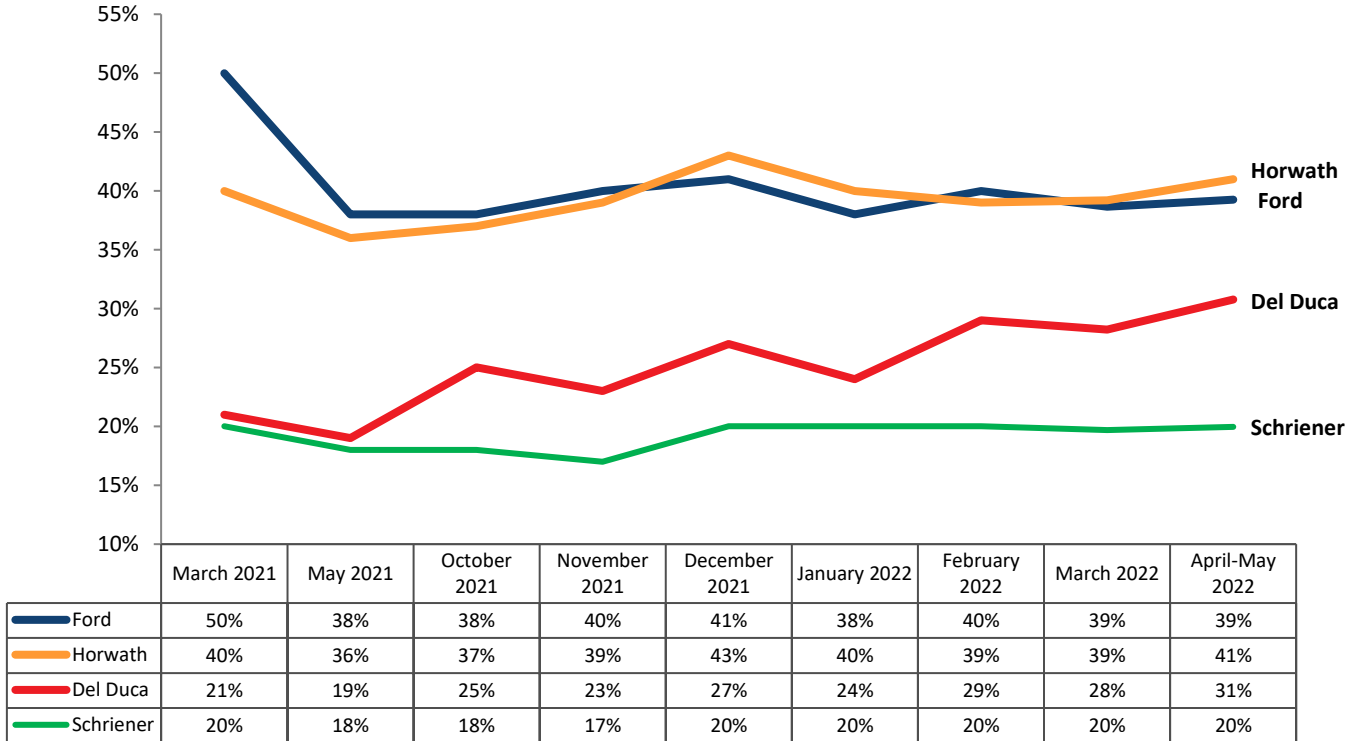Doug Ford — Andrea Horwath — Steven Del Duca — Mike Schriener

Overall Awareness: 92% 83% 73% 56%

	Ford	Horwath	Del Duca	Schreiner
n =	1000	1000	1000	1000
TOTAL FAVOURABLE	**39%**	**41%**	**31%**	**20%**
Very Favourable	13%	11%	6%	4%
Somewhat Favourable	26%	30%	25%	16%
TOTAL UNFAVOURABLE	**53%**	**42%**	**42%**	**36%**
Somewhat Unfavourable	18%	19%	20%	21%
Very Unfavourable	35%	23%	22%	15%
Unaware/Don't know enough about the person	4%	12%	23%	40%

Total Favourable Impressions – *Demo Results*

	Total Favourable Impression	Male	Female	18-34	35-54	55+
n =	1000	484	516	276	320	404
Doug Ford	**39%**	**44%**	35%	34%	36%	**46%**
Steven Del Duca	**31%**	32%	30%	33%	29%	30%
Andrea Horwath	**41%**	39%	44%	**49%**	42%	37%
Mike Schreiner	**20%**	20%	19%	21%	22%	18%

EVOLUTION OF LEADER FAVOURABILITIES

	March 2021	May 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April-May 2022
Ford	50%	38%	38%	40%	41%	38%	40%	39%	39%
Horwath	40%	36%	37%	39%	43%	40%	39%	39%	41%
Del Duca	21%	19%	25%	23%	27%	24%	29%	28%	31%
Schriener	20%	18%	18%	17%	20%	20%	20%	20%	20%

Satisfaction with Government & Budget

Satisfaction with Premier Ford and the PC Government

Q7: Are you satisfied or dissatisfied with the job Premier Ford and the PC government are doing in Ontario? Base: All respondents (n=1000)

Very satisfied — 10%

Somewhat satisfied — 33%

Total Satisfied 43%

Somewhat dissatisfied — 24%

Very dissatisfied — 28%

Total Dissatisfied 52%

Don't know — 5%
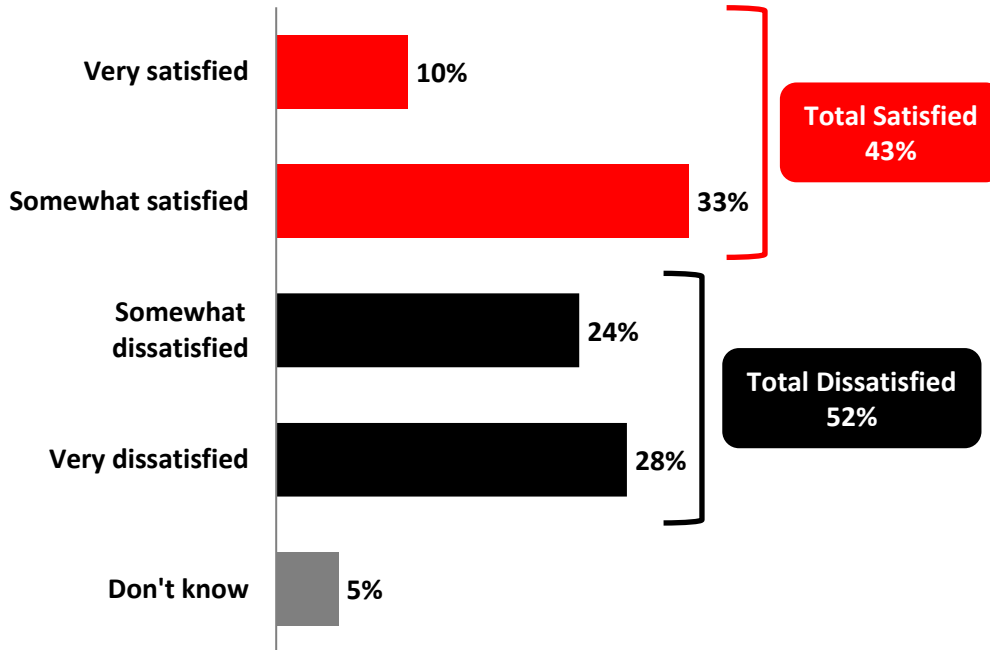
Satisfaction with Premier Ford and the PC Government –

Demo Results

Q7: Are you satisfied or dissatisfied with the job Premier Ford and the PC government are doing in Ontario? Base: All respondents (n=1000)

	Total	Male	Female	18-34	35-54	55+
n =	1000	484	516	276	320	404
Very satisfied	10%	**15%**	**6%**	9%	9%	12%
Somewhat satisfied	33%	33%	33%	31%	29%	37%
Somewhat dissatisfied	24%	22%	26%	28%	25%	21%
Very dissatisfied	28%	28%	28%	27%	30%	26%
Don't know	5%	2%	**7%**	5%	6%	4%

Satisfaction with Premier Ford and the PC Government
– By Party Support

Leger

Q7: Are you satisfied or dissatisfied with the job Premier Ford and the PC government are doing in Ontario? Base: All respondents (n=1000)

	TOTAL	PC	NDP	Liberal	Green
n =	1000	297	209	236	42
Very satisfied	10%	**30%**	4%	2%	<1%
Somewhat satisfied	33%	**59%**	19%	19%	16%
Somewhat dissatisfied	24%	**11%**	31%	30%	27%
Very dissatisfied	28%	**<1%**	45%	47%	56%
Don't know	5%	**<1%**	1%	2%	2%

Provincial Budget: Right Direction – Wrong Track
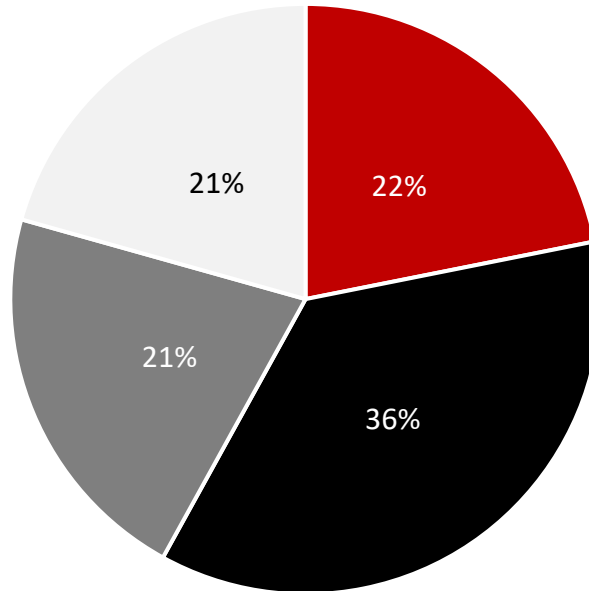
- ■ Budget is in the right direction
- ■ Budget is on the wrong track
- ■ Didn't see anything about the Ontario Budget
- ■ Don't know

Provincial Budget: Right Direction – Wrong Track:
– *Demo Results*

Q8: Based on what you have read, heard or saw, do you feel this week's Provincial Budget will help keep the province going in the right direction or do you feel it will hurt things and put Ontario on the wrong track? Base: All respondents (n=1000)

	Total	Male	Female	18-34	35-54	55+
n =	1000	484	516	276	320	404
Budget is in the right direction	22%	**28%**	16%	18%	20%	**26%**
Budget is on the wrong track	36%	**40%**	32%	36%	35%	37%
Didn't see anything about the Ontario Budget	21%	17%	**25%**	**27%**	19%	19%
Don't know	21%	14%	**27%**	19%	**26%**	18%

Provincial Budget: Right Direction – Wrong Track *– By Party Support*

Q8: Based on what you have read, heard or saw, do you feel this week's Provincial Budget will help keep the province going in the right direction or do you feel it will hurt things and put Ontario on the wrong track? Base: All respondents (n=1000)

	TOTAL	PC	NDP	Liberal	Green
n =	1000	297	209	236	42
Budget is in the right direction	22%	**52%**	10%	10%	17%
Budget is on the wrong track	36%	20%	**48%**	**57%**	27%
Didn't see anything about the Ontario Budget	21%	16%	21%	17%	35%
Don't know	21%	11%	**21%**	16%	**21%**

APPENDIX

Detailed Methodology

Sampling Frame

Participants were randomly selected from LEO's online panel.

Leger owns and manages an Internet panel that includes more than 400,000 Canadians coast to coast. An online panel consists of Web users profiled according to different demographic variables. The majority of Leger's panel members (60%) were randomly recruited over the phone in the past ten years, which makes this panel very similar to the current Canadian population on a number of demographic characteristics. Moreover, 35% of panellists were recruited through affiliate programs and 5% through partner campaigns and programs.

To be eligible, respondents were required to be 18 years of age or older and are eligible to vote in Ontario.

Detailed Methodology

Weighted and Unweighted Sample

The table below presents the geographic distribution of respondents before weighting and after weighting.

Region	Unweighted	Weighted
Metro 416	295	271
GTA 905	155	188
Hamilton/ Niagara	110	105
Southern Ontario	245	246
Eastern Ontario	135	133
Northern Ontario	60	56

GENDER	Unweighted	Weighted
Male	520	484
Female	480	516

AGE	Unweighted	Weighted
Between 18 and 34	296	276
Between 35 and 55	364	320
55 or over	340	404

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- **Leger Opinion (LEO)**
  Panel management

- **Leger Communities**
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- **Leger Digital**
  Digital strategy and user experience

- **International Research**
  Worldwide Independent Network (WIN)

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Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the international ICC/ESOMAR code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

Leger is a sponsor of CAIP Canada, Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.

We know Canadians