

Leger

IN COLLABORATION WITH



POSTMEDIA-LEGER POLL

Report

ONTARIO ELECTION – *May 27-30*

THE RACE TO JUNE – THE LAST POLL

Leger

DATE 2022-05-31 PROJECT NUMBER 00 000-000



METHODOLOGY

Methodology



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



From May 27 to 30, 2022



1500 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 1500 respondents would have a margin of error of $\pm 2.5\%$, 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.

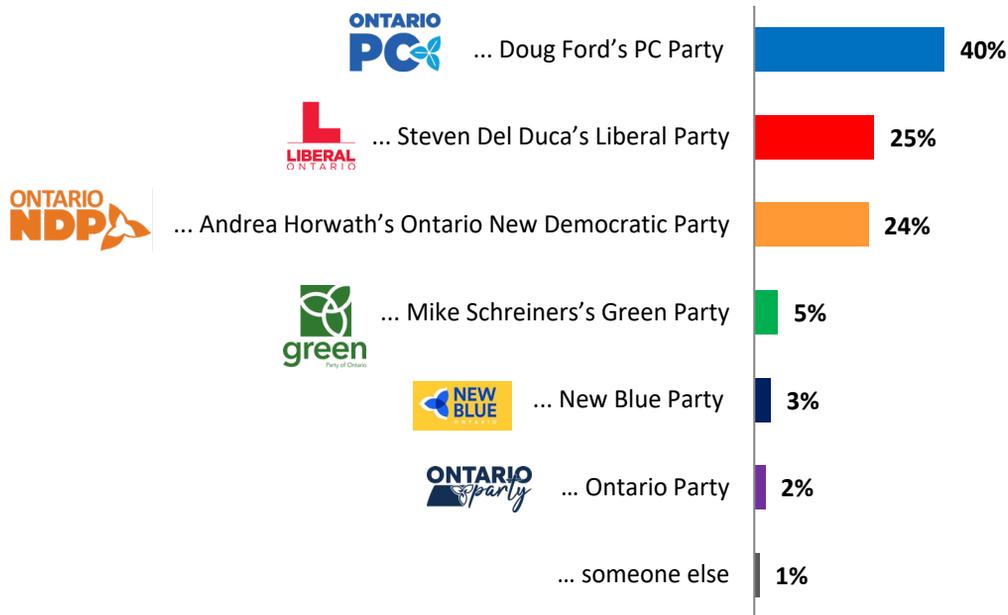
In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

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 ELECTION: 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=1334)

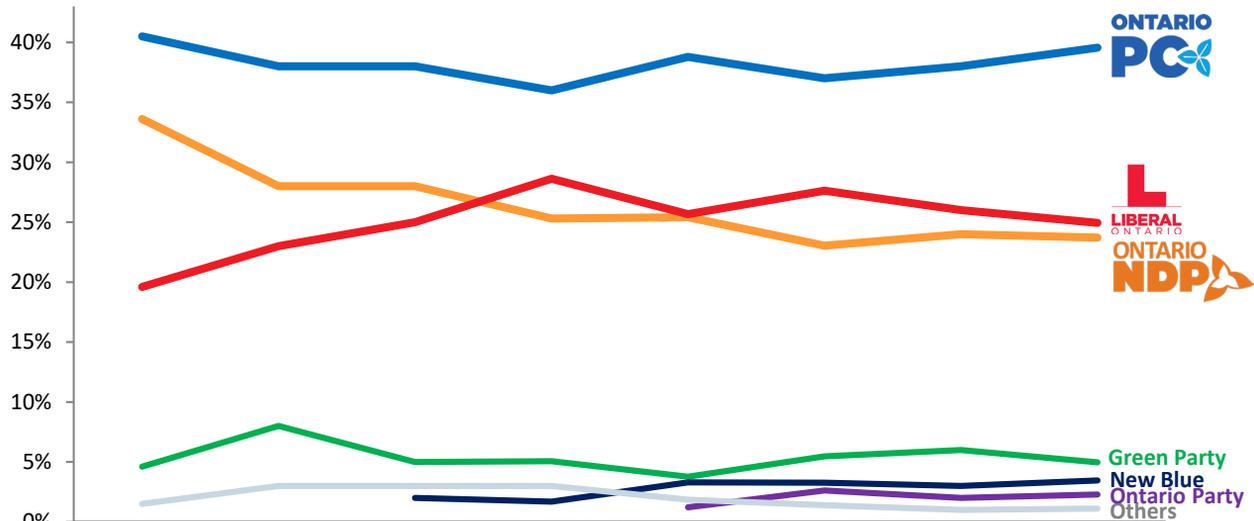


PROVINCIAL VOTING INTENTIONS IN ONTARIO (2/2)

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 =	1500	1334	675	656	356	417	561	309	296	136	333	186	73
... Doug Ford's Progressive Conservative Party of Ontario	35%	40%	44%	35%	29%	39%	47%	33%	50%	26%	40%	44%	33%
... Steven Del Duca's Ontario Liberal Party	22%	25%	23%	27%	26%	26%	23%	32%	27%	27%	17%	25%	18%
... Andrea Horwath's Ontario New Democratic Party	21%	24%	20%	27%	32%	23%	19%	26%	12%	35%	27%	20%	38%
... Mike Schreiner's Green Party of Ontario	4%	5%	5%	5%	3%	5%	6%	4%	5%	6%	7%	5%	1%
... New Blue Party of Ontario	3%	3%	4%	2%	4%	4%	3%	1%	4%	4%	5%	3%	4%
... Ontario Party	2%	2%	3%	2%	5%	2%	1%	1%	2%	2%	3%	3%	2%
... someone else	1%	1%	1%	1%	2%	2%	0%	2%	1%	1%	1%	0%	3%
Don't know	9%	-	-	-	-	-	-	-	-	-	-	-	-
I will not vote	2%	-	-	-	-	-	-	-	-	-	-	-	-

EVOLUTION OF VOTING INTENTIONS IN ONTARIO



	2018 Election	March 2021	December 2021	April-May 2022	May 6-8 2022	May 13-15 2022	May 20-23, 2022	May 27-30
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PC	41%	38%	38%	36%	39%	37%	38%	40%
NDP	34%	28%	28%	25%	25%	23%	24%	24%
Liberal	20%	23%	25%	29%	26%	28%	26%	25%
Green	5%	8%	5%	5%	4%	5%	6%	5%
New Blue			2%	2%	3%	3%	3%	3%
Ontario Party					1%	3%	2%	2%
Others	2%	3%	3%	3%	2%	1%	1%	1%

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=1319)

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**

	Total				
Vote is final	66%	72%	61%	70%	35%
May change my mind	30%	26%	34%	25%	63%
I don't know	3%	1%	5%	4%	2%

63% of **New Blue** supporters' choice is final and 53% of **Ontario Party** voters' choice is final

ONTARIO ELECTION: LEADERS

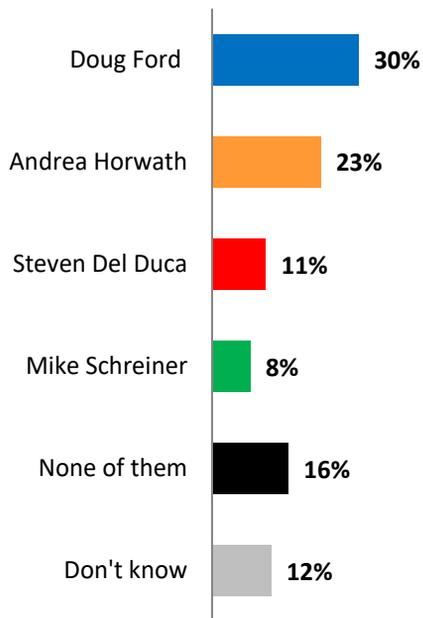
Perceived Frontrunner – *By Party Support*

Q.MO. Who do you think will win the next provincial election and form the next government? Base: All respondents (n=1500)

	TOTAL	PC	NDP	Liberal	Green
n =	1500	527	316	333	66
Doug Ford and the Progressive Conservative Party of Ontario	54%	87%	37%	36%	60%
Steven Del Duca and the Liberal Party of Ontario	13%	5%	12%	32%	8%
Andrea Horwath and the New Democratic Party of Ontario	10%	2%	27%	13%	7%
Don't know/prefer not to answer	23%	6%	25%	19%	25%

Best Premier for Ontario

Q7. In your opinion, which provincial party leader would make the best Premier for Ontario? Base: All respondents (n=1500)



Best Premier for Ontario – *By Demographic*

Q7. In your opinion, which provincial party leader would make the best Premier for Ontario? Base: All respondents (n=1500)

	Total	Male	Female	18-34	35-54	55+
n =	1500	727	771	414	480	606
Doug Ford	30%	36%	26%	21%	27%	40%
Steven Del Duca	23%	21%	24%	32%	22%	17%
Andrea Horwath	11%	11%	12%	8%	13%	12%
Mike Schreiner	8%	9%	6%	7%	7%	9%
None of them	16%	15%	17%	15%	18%	15%
Don't know	12%	8%	16%	17%	13%	8%

Best Premier for Ontario – *By Party Support*

Q7. In your opinion, which provincial party leader would make the best Premier for Ontario? Base: All respondents (n=1500)

	TOTAL	PC	NDP	Liberal	Green
n =	1500	527	316	333	66
Doug Ford	31%	80%	2%	3%	4%
Andrea Horwath	20%	1%	70%	30%	5%
Steven Del Duca	13%	4%	3%	39%	3%
Mike Schreiner	4%	3%	5%	10%	65%
None of them	16%	8%	7%	13%	13%
Don't know	17%	3%	12%	5%	11%

ONTARIO ELECTION: INFLUENCE ON CHOICE

Best Premier for Ontario – *By Party Support*

Q10: Please select any of the campaign features or events listed below that influenced how you will vote/voted in the election? Base: All respondents (n=1500)

	TOTAL	PC	NDP	Liberal	Green
n =	1500	527	316	333	66
The Party platforms, ideas	46%	43%	52%	58%	55%
The handling of the pandemic	32%	40%	31%	28%	33%
The government record	29%	35%	31%	25%	30%
The candidate running in my area	23%	20%	30%	31%	17%
One specific policy or promise	13%	12%	13%	21%	3%
The Party leaders televised debate	12%	12%	12%	14%	26%
Seeing and getting to know the Party leaders	11%	12%	10%	13%	17%
Campaign advertisements or literature	8%	5%	9%	11%	8%
None of these	19%	13%	14%	11%	18%

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 have the right 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	360	348
GTA 905	310	341
Hamilton/ Niagara	200	158
Southern Ontario	350	369
Eastern Ontario	200	200
Northern Ontario	80	84

GENDER	Unweighted	Weighted
Male	701	727
Female	795	771

AGE	Unweighted	Weighted
Between 18 and 34	336	414
Between 35 and 55	577	480
55 or over	587	606

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Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
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8

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