

# Leger

IN COLLABORATION WITH



## POSTMEDIA-LEGER POLL

Report

**PROVINCIAL POLITICS IN  
ONTARIO – *May 20-23***

*THE RACE TO JUNE*

**Leger**

DATE 2022-05-24 PROJECT NUMBER 00 000-000



## Poll Highlights

With a little over a week left in the election campaign, Doug Ford has extended his lead over Steven Del Duca and the Liberals. Ford and the PC's lead by 12 points. The NDP have increased their support among decided voters which combined with a small decline in support for the Liberals is tightening up the contest for 2<sup>nd</sup> and 3<sup>rd</sup> showing.

Demographically, the PCs are polling strong among voters age 55 and older and regionally in the 905 and Southwestern Ontario. Metro Toronto, Hamilton/Niagara and Eastern Ontario could see some close riding races on election night with all three parties competitive.

This poll we looked at how the leaders our connecting with voters on a series of personality attributes.

- **Doug Ford's** strongest associations were with: *Out of touch; Uncaring; Getting things done; Divisive; and, Ready to govern*
- **Steven Del Duca's** strongest associations were with: *Not ready to govern; Boring; Out of touch; Weak; and, Risky*
- **Andrea Horwath's** strongest associations were with: *Not ready to govern; Ready to govern; Out of touch; Stable; and, Someone I can relate to*

On the all-important question in elections, *Who would make the best Premier*, Ford continues to come out ahead at 31% followed by Horwath (22%), Del Duca at 12% and Schreiner at 9%

# METHODOLOGY

## Methodology



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



From May 20 to 23, 2022



1503 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 1503 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.

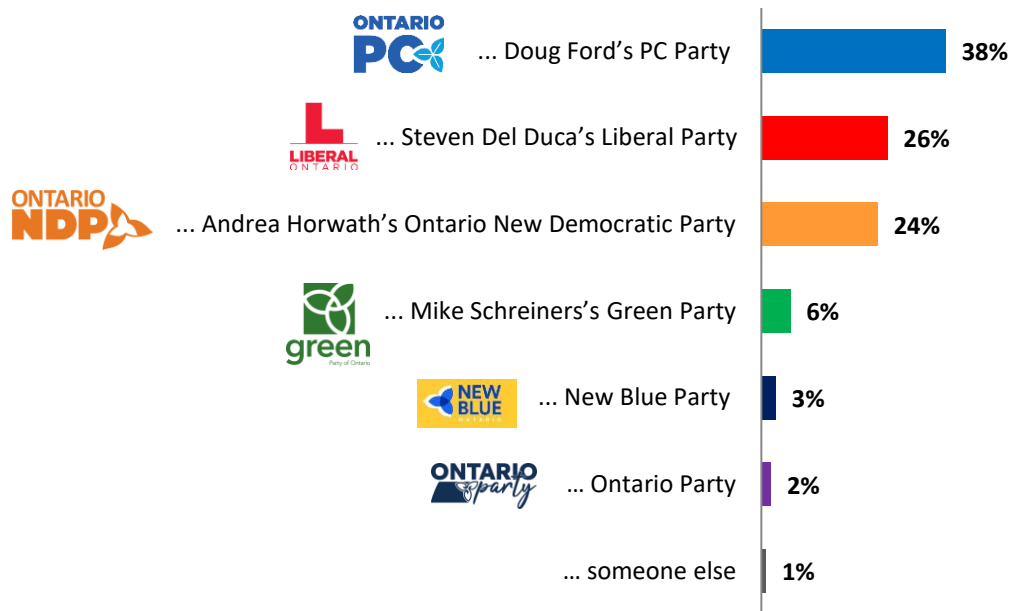
In this report, data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

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](mailto:aenns@leger360.com)

# ONTARIO BALLOT & THE CAMPAIGN

# 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=1324)



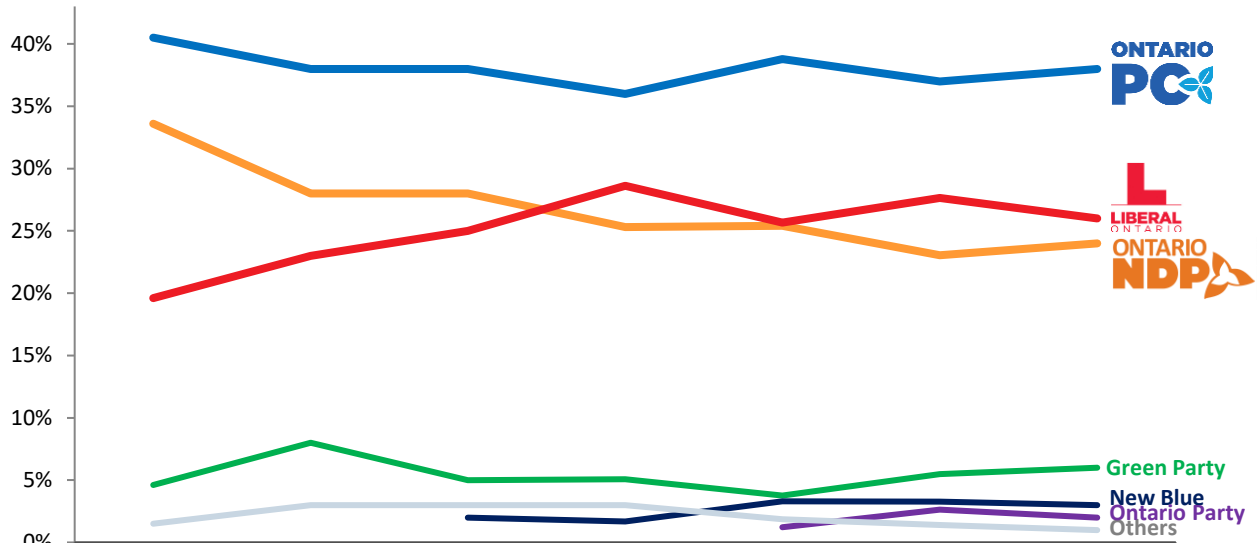


# PROVINCIAL VOTING INTENTIONS IN ONTARIO (2/2)

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 =	1503	1324	659	665	368	408	548	303	298	138	332	181	74
... Doug Ford's Progressive Conservative Party of Ontario	34%	38%	41%	36%	24%	39%	48%	29%	50%	33%	38%	38%	39%
... Steven Del Duca's Ontario Liberal Party	23%	26%	26%	25%	29%	23%	25%	37%	25%	22%	18%	29%	14%
... Andrea Horwath's Ontario New Democratic Party	21%	24%	20%	28%	34%	25%	17%	25%	19%	33%	25%	20%	30%
... Mike Schreiner's Green Party of Ontario	6%	6%	6%	7%	7%	6%	6%	5%	4%	7%	11%	5%	3%
... New Blue Party of Ontario	2%	3%	3%	2%	2%	5%	2%	2%	1%	3%	4%	4%	4%
... Ontario Party	2%	2%	3%	1%	3%	2%	1%	1%	0%	2%	3%	3%	8%
... someone else	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	2%
Don't know	9%	-	-	-	-	-	-	-	-	-	-	-	-
I will not vote	3%	-	-	-	-	-	-	-	-	-	-	-	-

# 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
PC	41%	38%	38%	36%	39%	37%	38%
NDP	34%	28%	28%	25%	25%	23%	24%
Liberal	20%	23%	25%	29%	26%	28%	26%
Green	5%	8%	5%	5%	4%	5%	6%
New Blue			2%	2%	3%	3%	3%
Ontario Party					1%	3%	2%
Others	2%	3%	3%	3%	2%	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=1312)

Based on people who intend to vote **PC**

Based on people who intend to vote **NDP**

Based on people who intend to vote **Liberal**

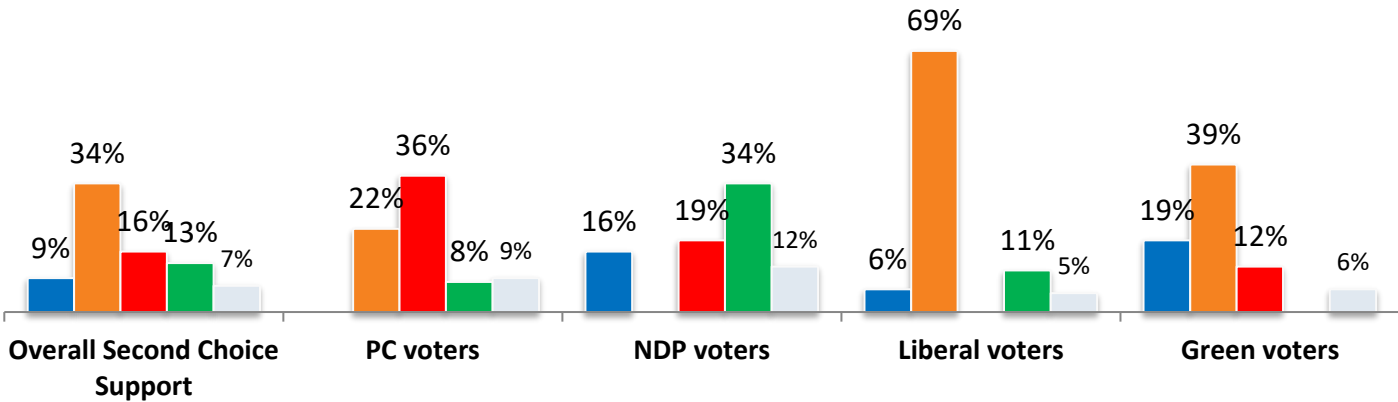
Based on people who intend to vote **Green**

	Total	ONTARIO PC	ONTARIO NDP	LIBERAL ONTARIO	green Party of Ontario
Vote is final	56%	64%	67%	43%	38%
May change my mind	40%	32%	30%	53%	57%
I don't know	4%	4%	3%	3%	4%

65% of **New Blue** supporters may change their mind and 51% of **Ontario Party** voters may also change their mind

# SECOND CHOICE BY CURRENT VOTING INTENTION

■ PC Party of Ontario ■ Ontario NDP ■ Ontario Liberals ■ Green Party of Ontario ■ No second choice

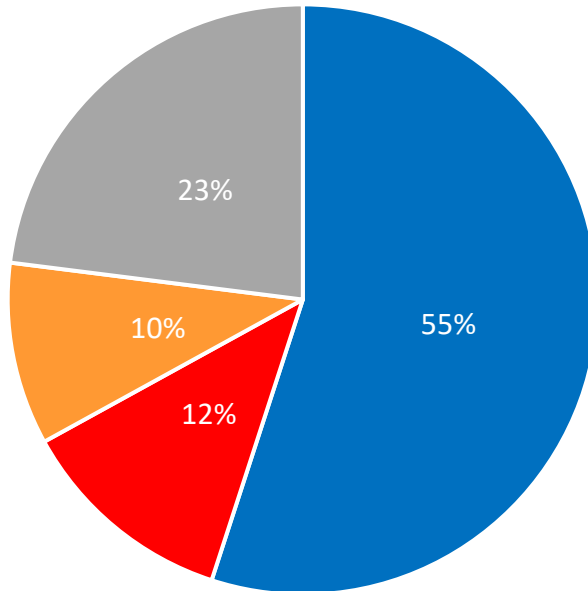


## Q4. And which party would be your second choice?

Base: Q3 = 'May Change my mind' or 'I don't know' (n=570)

## PERCEIVED FRONTRUNNER

Q.MO. Who do you think will win the next provincial election and form the next government? Base: All respondents (n=1503)



May 3 – 45% PC  
May 10 – 48% PC  
May 17 – 48% PC

- 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 Frontrunner – *By Region*

Q.MO. Who do you think will win the next provincial election and form the next government? Base: All respondents (n=1503)

	Total	Metro 416	GTA 905	Hamilton/ Niagara	South	East	North
n =	1503	353	338	158	370	200	84
Doug Ford and the Progressive Conservative Party of Ontario	55%	50%	61%	43%	58%	62%	50%
Steven Del Duca and the Liberal Party of Ontario	12%	17%	13%	14%	13%	7%	4%
Andrea Horwath and the New Democratic Party	10%	6%	9%	15%	10%	8%	14%
Don't know /Prefer not to answer	23%	27%	17%	28%	19%	22%	32%

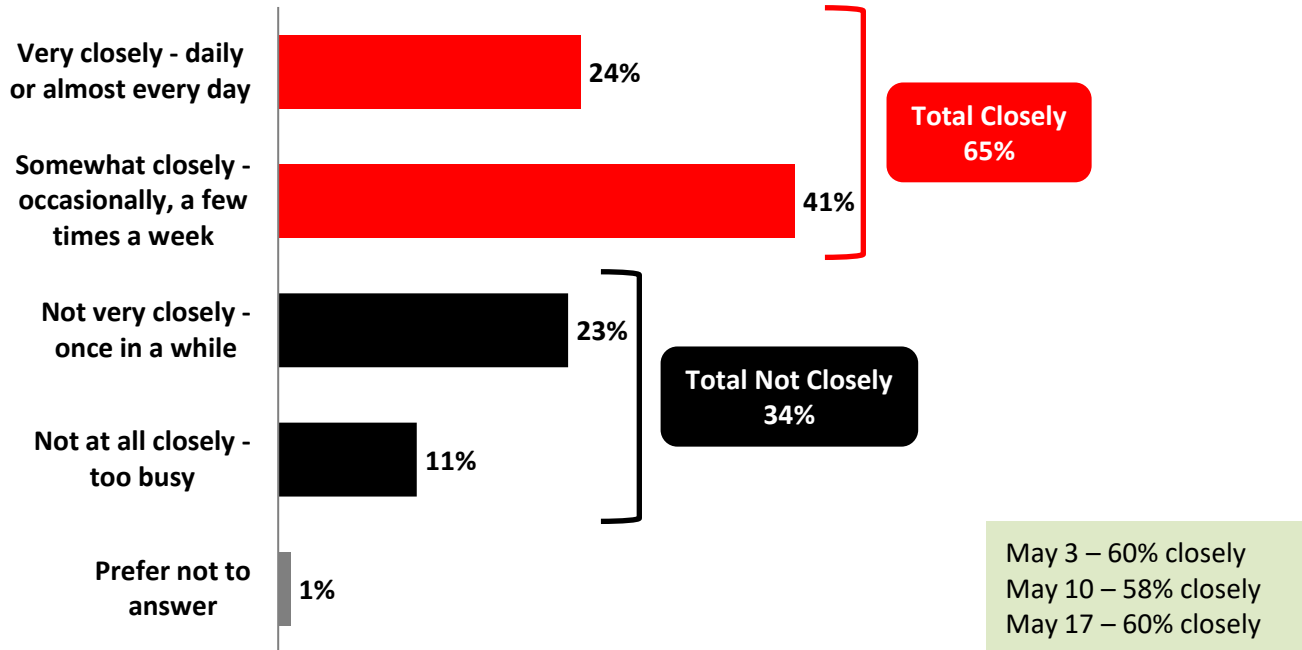
## Perceived Frontrunner – *By Party Support*

Q.MO. Who do you think will win the next provincial election and form the next government? Base: All respondents (n=1503)

	TOTAL	PC	NDP	Liberal	Green
n =	1503	508	319	339	85
Doug Ford and the Progressive Conservative Party of Ontario	55%	89%	34%	41%	45%
Steven Del Duca and the Liberal Party of Ontario	12%	4%	10%	35%	14%
Andrea Horwath and the New Democratic Party of Ontario	10%	0%	34%	5%	9%
Don't know/prefer not to answer	23%	7%	22%	19%	32%

# ENGAGEMENT LEVELS

Q4B: How closely are you following news and events around the upcoming provincial election? Base: All respondents (n=1503)





## Engagement Levels – *By Region*

Q4B: How closely are you following news and events around the upcoming provincial election? Base: All respondents (n=1503)

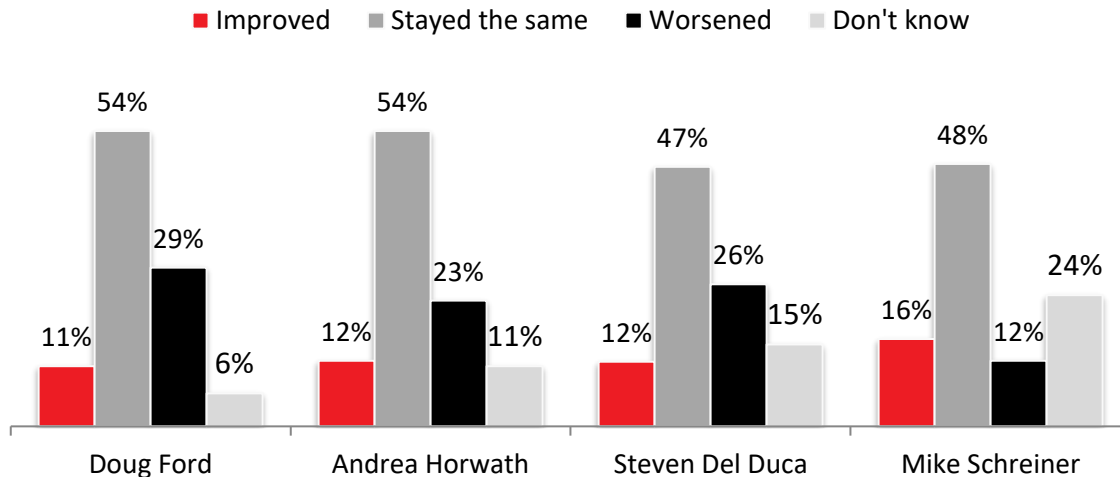
	Total	Metro 416	GTA 905	Hamilton/ Niagara	South	East	North
n =	1503	353	338	158	370	200	84
Very closely – daily or almost every day	55%	24%	28%	19%	20%	28%	22%
Somewhat closely – occasionally, a few times a week	12%	44%	43%	44%	43%	35%	32%
Not very closely – once in a while	10%	24%	20%	18%	23%	28%	30%
Not at all closely – too busy	23%	8%	9%	17%	13%	8%	13%
<b>TOTAL: Closely</b>	<b>65%</b>	<b>68%</b>	<b>71%</b>	<b>63%</b>	<b>63%</b>	<b>63%</b>	<b>53%</b>
<b>TOTAL: Not closely</b>	<b>34%</b>	<b>32%</b>	<b>28%</b>	<b>34%</b>	<b>36%</b>	<b>36%</b>	<b>42%</b>

# LEADER IMPRESSIONS

# IMPRESSION OF PARTY LEADERS SINCE THE CAMPAIGN BEGAN

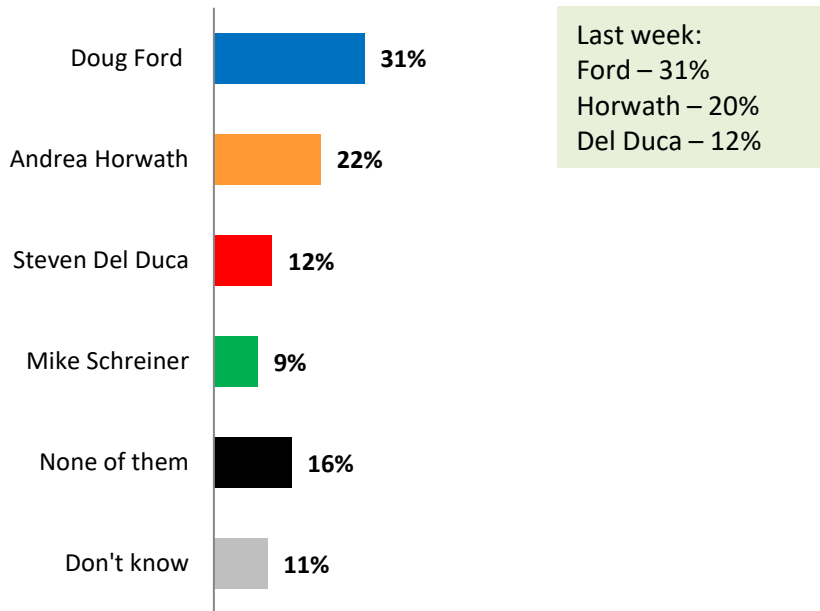
Q6. In the past week, has your opinion of the following leaders improved, stayed the same or worsened?

Base: All respondents (n=1503)



# Best Premier for Ontario

Q7. In your opinion, which provincial party leader would make the best Premier for Ontario? Base: All respondents (n=1503)



# Best Premier for Ontario – *By Region*

Q7. In your opinion, which provincial party leader would make the best Premier for Ontario? Base: All respondents (n=1503)

	Total	Metro 416	GTA 905	Hamilton/ Niagara	South	East	North
n =	1503	353	338	158	370	200	84
Doug Ford	31%	<b>23%</b>	39%	<b>26%</b>	32%	35%	31%
Andrea Horwath	22%	20%	19%	<b>30%</b>	22%	22%	26%
Steven Del Duca	12%	<b>19%</b>	<b>15%</b>	7%	8%	10%	2%
Mike Schreiner	9%	8%	8%	8%	10%	9%	6%
None of them	16%	17%	11%	16%	<b>19%</b>	12%	26%
Don't know	11%	14%	8%	12%	9%	13%	10%

## 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=1503)

	TOTAL	PC	NDP	Liberal	Green
n =	1503	508	319	339	85
Doug Ford	31%	81%	4%	3%	8%
Andrea Horwath	20%	1%	73%	22%	7%
Steven Del Duca	13%	2%	2%	45%	3%
Mike Schreiner	4%	2%	9%	11%	54%
None of them	16%	9%	6%	11%	14%
Don't know	17%	5%	6%	8%	14%

# Leader Attributes

**Q7A: From what you have read, heard or seen of each leader, what 3 attributes listed below best describes this person to you?** Base: All respondents (n=1503)

Doug Ford, Leader of the Progressive Conservatives	Steven Del Duca, Leader of the Liberals	Andrea Horwath, Leader of the NDP
% selected		
Out of touch (26%)	Not ready to govern (23%)	Not ready to govern (21%)
Uncaring (25%)	Boring (20%)	Ready to govern (19%)
Gets things done (25%)	Out of touch (19%)	Out of touch (15%)
Divisive (19%)	Weak (18%)	Stable (15%)
Ready to govern (19%)	Risky (14%)	Someone I can relate to (15%)
Risky (16%)	Ready to govern (13%)	Energetic (14%)
Strong (16%)	Stable (13%)	Risky (13%)
Stable (10%)	Uncaring (10%)	Strong (12%)
Someone I can relate to (10%)	Divisive (8%)	Gets things done (12%)
Weak (9%)	Someone I can relate to (7%)	Weak (11%)
Tired (9%)	Strong (7%)	Boring (10%)
Not ready to govern (9%)	Gets things done (6%)	Divisive (9%)
Energetic (7%)	Energetic (6%)	Tired (9%)
Radical (7%)	Radical (5%)	Radical (7%)
Boring (5%)	Tired (5%)	Uncaring (5%)
Don't know/Prefer not to answer (17%)	Don't know/Prefer not to answer (29%)	Don't know/Prefer not to answer (23%)

# 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	353
GTA 905	312	338
Hamilton/ Niagara	200	158
Southern Ontario	351	370
Eastern Ontario	200	200
Northern Ontario	80	84

GENDER	Unweighted	Weighted
Male	750	728
Female	753	775

AGE	Unweighted	Weighted
Between 18 and 34	341	415
Between 35 and 55	584	481
55 or over	578	607

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*We know Canadians*

