Report

PROVINCIAL POLITICS IN ONTARIO – *May 6-8*

THE RACE TO JUNE

Poll Highlights

Based on this week's Leger's polling, Premier Ford and the Progressive Conservatives had a good first week of the campaign. Their lead, which was 7 points over the Liberals a week ago has rebounded to its pre-writ position of 14 points. The PC's increased their ballot share slightly to 39% of decided voters which, combined with a slight decline in Liberal support, makes for an increased advantage.

The lead the Ontario Liberals had opened up a week ago over the NDP has shrunk to a single point advantage. The contest for second place is still very much an active question.

The electorate continues to be quite fluid, 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.

Week one in the campaign saw the three main party leaders making similar positive and negative impressions with voters. Both Horwath and Del Duca will want to do better connecting with voters over the coming weeks to change impressions regarding who would make the best premier. Currently, Ford comes out ahead on this measure at 30% of preferences, followed by Horwath at 20% and Del Duca at 12%.

From a campaign narrative perspective, the parties would do well to keep their message to voters focused on the future and how best to grow Ontario's economy and create jobs as opposed to looking back and debating what should have or should have not been done during the last two years of dealing with the pandemic. Six in 10 voters want to know what the parties' plans are to grow Ontario's economy post-pandemic.

METHODOLOGY

Methodology

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

From May 6 to 8, 2022

1005 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 2016 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 1005 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 & 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=819)

| Party	%
... Doug Ford's PC Party	39%
... Steven Del Duca's Liberal Party	26%
... Andrea Horwath's Ontario New Democratic Party	25%
... Mike Schreiners's Green Party	4%
... New Blue Party	3%
... Ontario Party	1%
... another party	2%
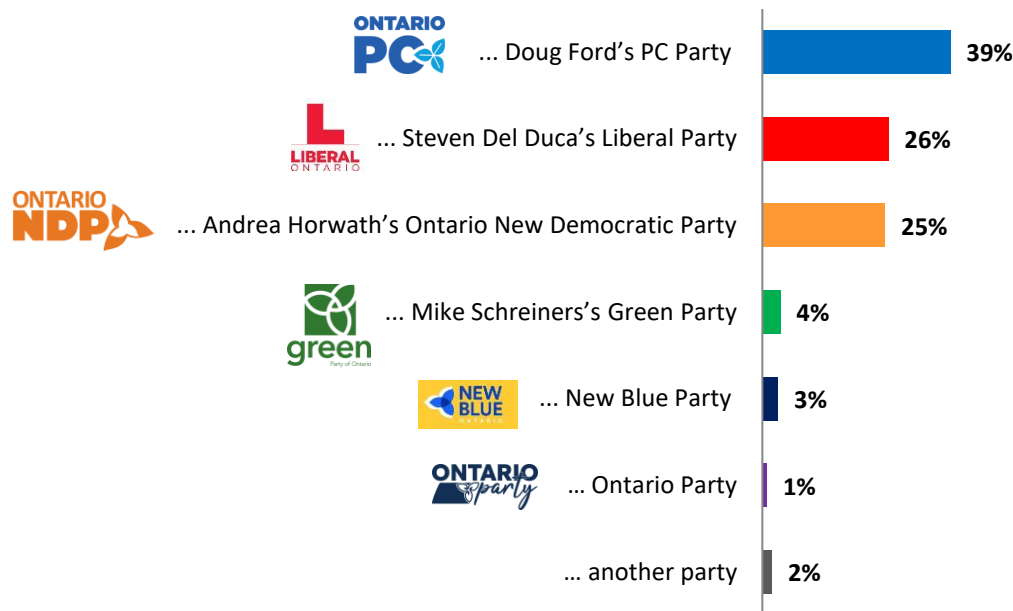
PROVINCIAL VOTING INTENTIONS IN ONTARIO (2/2)

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 =	1005	819	423	396	237	250	332	212	162	86	197	114	48
... Doug Ford's Progressive Conservative Party of Ontario	**32%**	39%	**45%**	32%	24%	36%	**51%**	31%	**50%**	29%	39%	**45%**	40%
... Steven Del Duca's Ontario Liberal Party	**21%**	26%	26%	26%	29%	25%	24%	**36%**	20%	**30%**	19%	30%	**9%**
... Andrea Horwath's Ontario New Democratic Party	**21%**	25%	19%	**32%**	**36%**	26%	17%	27%	22%	**29%**	30%	**16%**	30%
... Mike Schreiner's Green Party of Ontario	**3%**	4%	2%	5%	3%	4%	4%	4%	4%	6%	3%	4%	2%
... New Blue Party of Ontario	**3%**	3%	4%	2%	3%	5%	2%	2%	2%	3%	4%	3%	11%
... Ontario Party	**1%**	1%	2%	1%	1%	2%	1%	0%	1%	0%	3%	2%	3%
... someone else	**2%**	2%	2%	2%	4%	1%	1%	1%	2%	3%	2%	1%	5%
Don't know	**13%**	-	-	-	-	-	-	-	-	-	-	-	-
I will not vote	**6%**	-	-	-	-	-	-	-	-	-	-	-	-

EVOLUTION OF VOTING INTENTIONS IN ONTARIO

ONTARIO PC

LIBERAL ONTARIO

ONTARIO NDP

green

NEW BLUE

Others
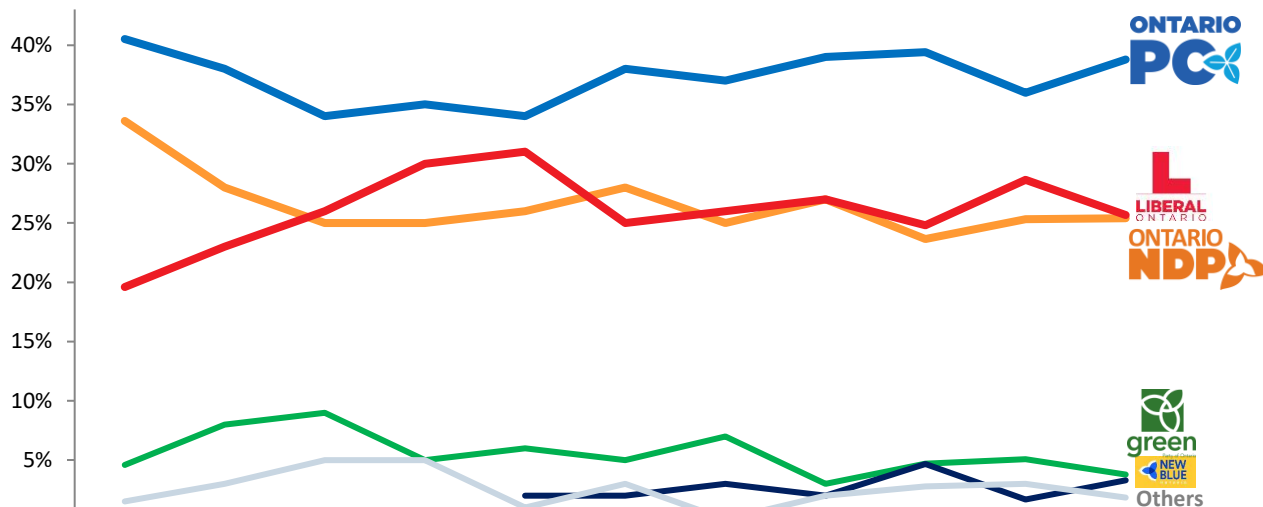
	2018 Election	March 2021	May 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April-May 2022	May 6-8 2022
PC	41%	38%	34%	35%	34%	38%	37%	39%	39%	36%	39%
NDP	34%	28%	25%	25%	26%	28%	25%	27%	24%	25%	25%
Liberal	20%	23%	26%	30%	31%	25%	26%	27%	25%	29%	26%
Green	5%	8%	9%	5%	6%	5%	7%	3%	5%	5%	4%
New Blue					2%	2%	3%	2%	5%	2%	3%
Ontario Party											1%
Others	2%	3%	5%	5%	1%	3%	0%	2%	3%	3%	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: Decided voters

10

FIRMNESS OF CHOICE

Q3. Is your vote final or are you likely to change your mind?
Base: Decided Voters (n=819)

	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**

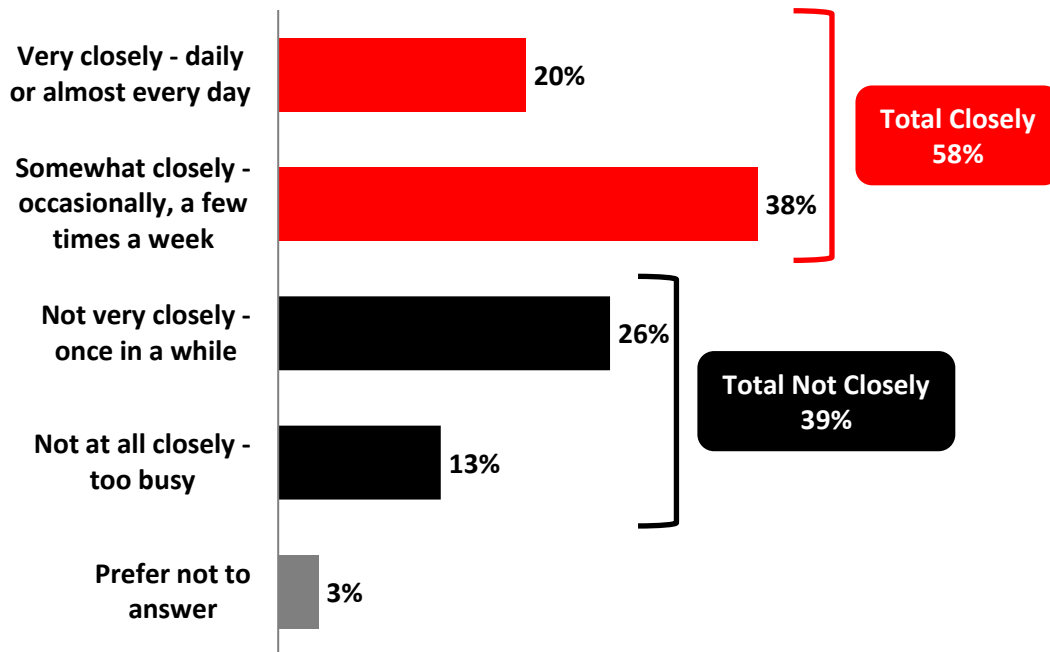|	Total	ONTARIO PC	ONTARIO NDP·NPD	LIBĒRAL ONTARIO	green Party of Ontario
Vote is final	**46%**	**54%**	**46%**	**40%**	**19%**
May change my mind	**48%**	**40%**	**50%**	**56%**	**78%**
I don't know	**5%**	**5%**	**4%**	**4%**	**3%**

Leger

ENGAGEMENT LEVELS

Q4B: How closely are you following news and events around the upcoming provincial election? Base: All respondents (n=1005)

60% *following closely* May 3rd

Very closely - daily or almost every day	20%
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	3%

Total Closely 58%

Total Not Closely 39%

Engagement Levels – *Detailed Results*

Q4B: How closely are you following news and events around the upcoming provincial election? Base: All respondents (n=1005)

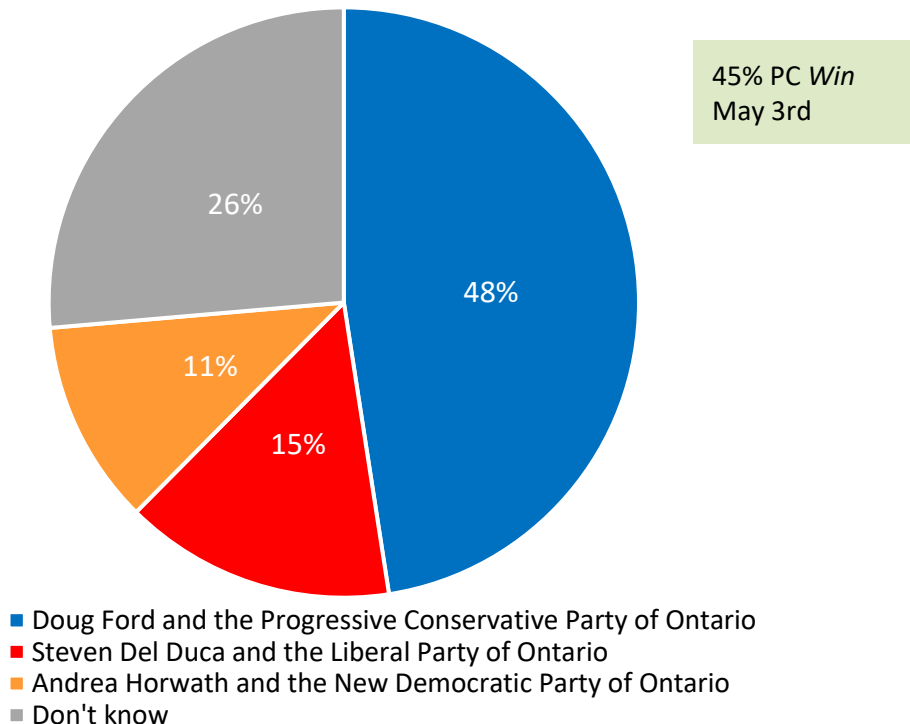|	Total	Male	Female	18-34	35-54	55+
n =	1005	487	518	277	321	406
Very closely – daily or almost every day	20%	**24%**	16%	10%	18%	**28%**
Somewhat closely – occasionally, a few times a week	38%	**42%**	34%	34%	36%	42%
Not very closely – once in a while	26%	22%	**30%**	35%	26%	20%
Not at all closely – too busy	13%	9%	**16%**	16%	16%	**8%**

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 =	1005	318	208	210	31
Very closely – daily or almost every day	20%	27%	15%	25%	27%
Somewhat closely – occasionally, a few times a week	38%	42%	44%	46%	43%
Not very closely – once in a while	26%	26%	32%	22%	27%
Not at all closely – too busy	13%	4%	10%	7%	4%

PERCEIVED FRONTRUNNER

Q.MO. Who do you think will win the next provincial election and form the next government? Base: All respondents (n=1005)

45% PC *Win*
May 3rd

- 48%
- 26%
- 15%
- 11%

- ■ 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 – *Detailed Results*

Q.MO. Who do you think will win the next provincial election and form the next government? Base: All respondents (n=1005)

	Total	Male	Female	18-34	35-54	55+
n =	1005	487	518	277	321	406
Doug Ford and the Progressive Conservative Party of Ontario	48%	**57%**	39%	34%	42%	**61%**
Steven Del Duca and the Liberal Party of Ontario	15%	14%	16%	22%	15%	**9%**
Andrea Horwath and the New Democratic Party	11%	10%	13%	17%	13%	**6%**
Don't know /Prefer not to answer	26%	20%	**33%**	27%	30%	23%

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=1005)
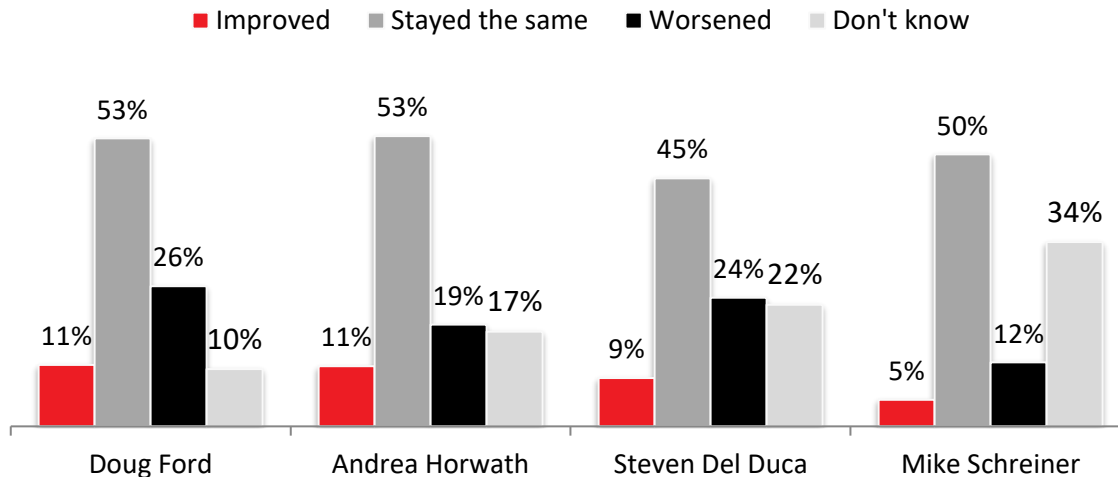
	TOTAL	PC	NDP	Liberal	Green
n =	1005	318	208	210	31
Doug Ford and the Progressive Conservative Party of Ontario	48%	**86%**	26%	35%	61%
Steven Del Duca and the Liberal Party of Ontario	15%	**4%**	14%	**44%**	13%
Andrea Horwath and the New Democratic Party of Ontario	11%	**2%**	**40%**	7%	13%
Don't know/prefer not to answer	26%	**8%**	20%	14%	13%

LEADER IMPRESSIONS
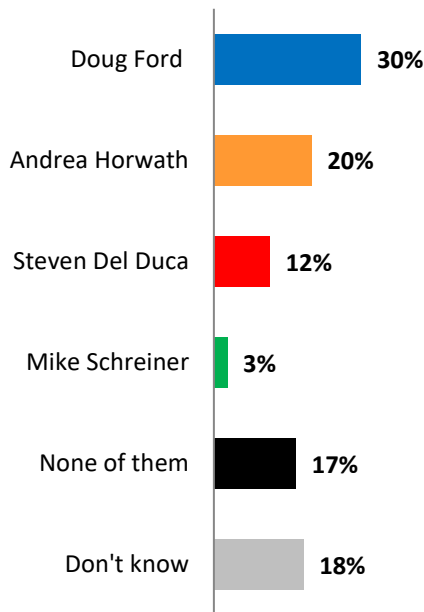
IMPRESSION OF PARTY LEADERS SINCE THE CAMPAIGN BEGAN

Q6. In the past week, has your opinion of the following leaders improved, stayed the same or worsened?
Base: All respondents (n=1005)

Legend: ■ Improved ■ Stayed the same ■ Worsened ■ Don't know

Doug Ford: 11% Improved, 53% Stayed the same, 26% Worsened, 10% Don't know
Andrea Horwath: 11% Improved, 53% Stayed the same, 19% Worsened, 17% Don't know
Steven Del Duca: 9% Improved, 45% Stayed the same, 24% Worsened, 22% Don't know
Mike Schreiner: 5% Improved, 50% Stayed the same, 12% Worsened, 34% Don't know

Best Premier for Ontario

Q7. In your opinion, which provincial party leader would make the best Premier for Ontario? Base: All respondents (n=1005)

Leader	Percentage
Doug Ford	30%
Andrea Horwath	20%
Steven Del Duca	12%
Mike Schreiner	3%
None of them	17%
Don't know	18%

Best Premier for Ontario – *Detailed Results*

Q7. In your opinion, which provincial party leader would make the best Premier for Ontario? Base: All respondents (n=1005)

	Total	Male	Female	18-34	35-54	55+
n =	1005	487	518	277	321	406
Doug Ford	30%	**37%**	24%	19%	27%	**41%**
Andrea Horwath	20%	19%	21%	**28%**	21%	14%
Steven Del Duca	12%	12%	11%	13%	14%	**8%**
Mike Schreiner	3%	2%	3%	4%	2%	3%
None of them	17%	16%	18%	15%	18%	17%
Don't know	18%	13%	**23%**	21%	17%	17%

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=1005)

	TOTAL	PC	NDP	Liberal	Green
n =	1005	318	208	210	31
Doug Ford	30%	**81%**	3%	6%	6%
Andrea Horwath	20%	**2%**	**69%**	19%	18%
Steven Del Duca	12%	1%	2%	**48%**	9%
Mike Schreiner	3%	1%	3%	2%	**35%**
None of them	17%	9%	10%	11%	**33%**
Don't know	18%	5%	**13%**	**14%**	0%

FUTURE PLAN VS. PAST PERFORMANCE

Most Important Issue in this Campaign

Q8: Below are two points of view regarding this provincial election. Please select which view is closest to your own. Base: All respondents (n=1005)

	Total	Male	Female	18-34	35-54	55+	PC	Liberal	NDP
n =	**1005**	487	518	277	321	406	318	210	208
The most important issue in this election will be which Party has the best plan to lead Ontario out of the pandemic by focusing on growing Ontario's economy and creating jobs	**60%**	62%	57%	53%	56%	**66%**	**79%**	53%	52%
The most important issue in this election will be about how the provincial government handled the pandemic and how it failed to provide the essential health and social services to Ontarians when they needed them most	**23%**	22%	24%	**28%**	23%	20%	**11%**	40%	33%
Don't know	**17%**	16%	19%	19%	21%	**13%**	10%	7%	14%

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	279	260
GTA 905	175	202
Hamilton/ Niagara	110	106
Southern Ontario	245	247
Eastern Ontario	135	134
Northern Ontario	61	56

GENDER	Unweighted	Weighted
Male	515	487
Female	490	518

AGE	Unweighted	Weighted
Between 18 and 34	290	277
Between 35 and 55	371	321
55 or over	344	406

OUR SERVICES

- **Leger**
  Marketing research and polling

- **Leger MetriCX**
  Strategic and operational customer experience consulting services

- **Leger Analytics (LEA)**
  Data modelling and analysis

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

- **Leger Communities**
  Online community management

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

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

600
EMPLOYEES

185
CONSULTANTS

8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

OUR CREDENTIALS

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