

Leger

IN COLLABORATION WITH



POSTMEDIA-LEGER POLL

Report

PROVINCIAL POLITICS IN ONTARIO

THE RACE TO 2022

Leger

DATE 2021-10-13 PROJECT NUMBER 00 000-000



METHODOLOGY

Methodology



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



From October 8 to 10, 2021



1003 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 1003 respondents would have a margin of error of $\pm 3.1\%$, 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 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

PROVINCIAL VOTING INTENTIONS IN ONTARIO

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

	TOTAL Eligible voters	TOTAL Decided voters	Male	Female	18-34	35-54	55+	Metro 416	GTA 905	Hamilton/ Niagara	South	East	North
n =	1003	839	421	418	215	274	312	230	156	86	206	110	50
... The Progressive Conservative Party of Ontario	29%	35%	37%	33%	24%	35%	41%	30%	41%	33%	39%	36%	24%
... The Liberal Party of Ontario	25%	30%	30%	30%	30%	29%	27%	40%	29%	26%	20%	32%	27%
... The Ontario NDP	21%	25%	23%	28%	34%	23%	22%	21%	23%	32%	27%	26%	33%
...The Green Party of Ontario	4%	5%	5%	6%	8%	6%	3%	4%	4%	6%	8%	3%	6%
...another party	4%	5%	6%	4%	4%	7%	3%	5%	3%	4%	6%	3%	10%
I would not vote	7%	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	10%	-	-	-	-	-	-	-	-	-	-	-	-

PROVINCIAL VOTING INTENTIONS IN ONTARIO –



TRACKING

**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

	October 2021	May 2021	March 2021	Election 2018
n =	839	800	879	-
... The Progressive Conservative Party of Ontario	35%	34%	38%	40.5%
... The Liberal Party of Ontario	30%	26%	23%	19.6%
... The Ontario NDP	25%	25%	28%	33.6%
...The Green Party of Ontario	5%	9%	8%	4.6%
...another party	5%	5%	3%	1.5%

FIRMNESS OF CHOICE

Q4. Is your vote final or are you likely to change your mind?

Base: Decided Voters with 2nd ballot choice response (n=839)

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

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

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

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

Total



Vote is final

47%

50%

50%

46%

28%

May change my mind

47%

47%

46%

48%

66%

I don't know

5%

3%

3%

6%

6%

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=1003)



Overall Awareness:

92%

78%

58%

43%

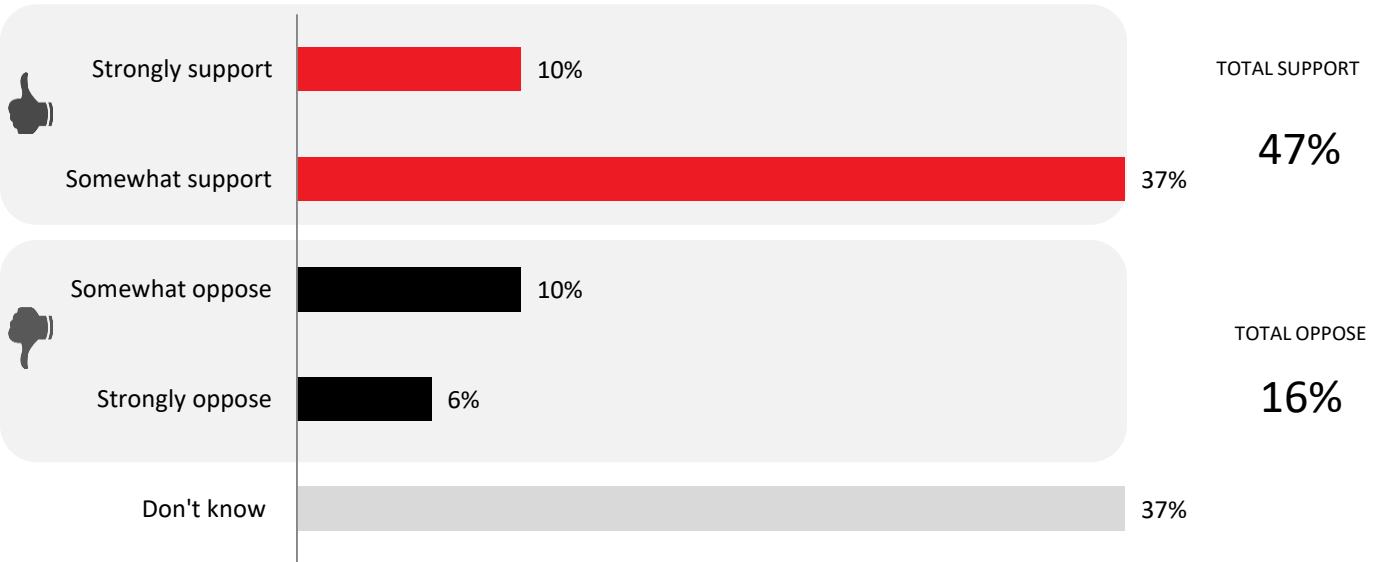
	Ford	Horwath	Del Duca	Schreiner
n =	1003	1003	1003	1003
TOTAL FAVOURABLE	38%	37%	25%	18%
Very Favourable	10%	9%	4%	4%
Somewhat Favourable	28%	28%	21%	14%
TOTAL UNFAVOURABLE	54%	41%	32%	26%
Somewhat Unfavourable	20%	19%	18%	15%
Very Unfavourable	34%	22%	14%	11%
Unaware/Don't know enough about the person	3%	17%	36%	51%

TOTAL FAVOURABLE IMPRESSIONS – DETAILED RESULTS

	October 2021	Male	Female	18-34	35-54	55+	Metro 416	GTA 905	Hamilton/ Niagara	South	East	North	March 2021	May 2021
n =	1003	483	520	276	346	381	272	193	105	243	131	58	1002	1001
TOTAL FAV. FORD	38%	40%	37%	30%	38%	45%	38%	44%	36%	36%	39%	30%	50%	38%
TOTAL FAV. HORWATH	37%	37%	36%	39%	35%	37%	44%	30%	45%	31%	35%	39%	40%	36%
TOTAL FAV. DEL DUCA	25%	31%	20%	27%	23%	28%	35%	27%	26%	18%	28%	26%	21%	19%
TOTAL FAV. SCHRIENER	18%	20%	15%	19%	17%	17%	24%	15%	21%	17%	10%	10%	20%	18%

SUPPORT FOR THRONE SPEECH

Q6. A few days ago the Government of Ontario outlined its plan for Ontario in their Speech from the Throne. It laid out commitments to ensure the health system is maintained during the pandemic as well as a plan for economic recovery post-pandemic. Based on what you have read, heard or seen do you support or oppose the direction of the Speech from the Throne?



By Party Support:

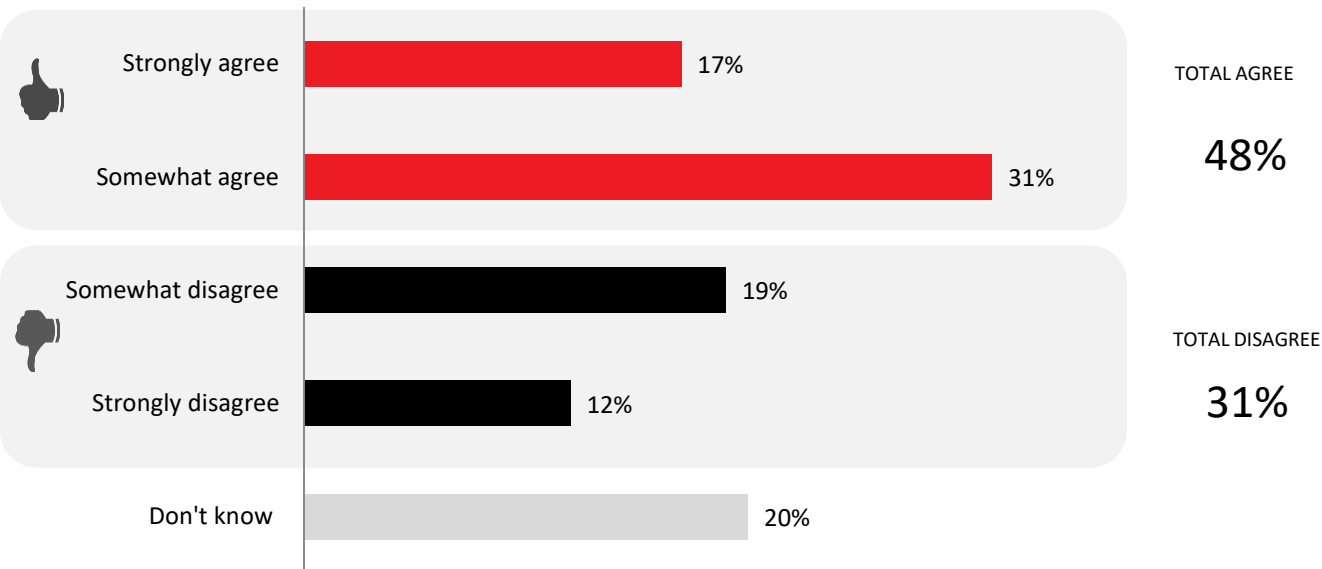
	PC	LIB	NDP	GRN
Support	67%	50%	38%	51%
Oppose	8%	22%	19%	14%

SUPPORT FOR THRONE SPEECH – *DETAILED RESULTS*

	TOTAL	Male	Female	18-34	35-54	55+	Metro 416	GTA 905	Hamilton / Niagara	South	East	North
n =	1003	483	520	276	346	381	272	193	105	243	131	58
TOTAL SUPPORT	46%	53%	41%	42%	44%	51%	47%	52%	48%	47%	39%	37%
Strongly support	10%	10%	9%	7%	8%	13%	7%	14%	10%	10%	11%	5%
Somewhat support	37%	42%	32%	36%	36%	38%	40%	38%	38%	37%	28%	32%
TOTAL OPPOSE	16%	19%	13%	13%	17%	18%	17%	15%	14%	17%	15%	19%
Somewhat oppose	10%	12%	8%	8%	11%	11%	10%	9%	9%	10%	12%	14%
Strongly oppose	6%	7%	5%	4%	6%	8%	7%	6%	5%	7%	3%	5%
I don't know	37%	28%	46%	45%	39%	31%	36%	33%	38%	36%	46%	44%

AGREEMENT WITH DELAYING INCOME TAX REDUCTION

Q7. One commitment not in the Speech from the Throne was a campaign promise Premier Ford and the PCs made to reduce income taxes by 20%. Do you agree or disagree with some who say because of the pandemic's impact on the government's finances, now is not the time to reduce income taxes.



By Party Support:

	PC	LIB	NDP	GRN
Agree	56%	53%	47%	58%
Disagree	35%	31%	33%	30%

AGREEMENT WITH DELAYING INCOME TAX REDUCTION – **Leger**

DETAILED RESULTS

	TOTAL	Male	Female	18-34	35-54	55+	Metro 416	GTA 905	Hamilton / Niagara	South	East	North
n =	1001	482	519	275	345	380	483	520	276	346	381	272
TOTAL AGREE	48%	51%	46%	47%	47%	51%	53%	46%	43%	44%	56%	44%
Strongly agree	17%	22%	13%	13%	17%	20%	19%	12%	15%	14%	25%	25%
Somewhat agree	31%	30%	33%	34%	30%	31%	34%	34%	28%	30%	31%	19%
TOTAL DISAGREE	31%	32%	30%	28%	31%	34%	29%	30%	40%	34%	27%	30%
Somewhat disagree	19%	20%	19%	20%	19%	20%	21%	17%	23%	22%	17%	13%
Strongly disagree	12%	12%	12%	8%	12%	15%	9%	13%	17%	12%	11%	17%
I don't know	20%	16%	24%	25%	22%	15%	18%	24%	17%	22%	17%	26%

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	276	272
GTA 905	177	193
Hamilton/ Niagara	110	105
South	245	243
Eastern Ontario	135	131
North	60	58

GENDER	Unweighted	Weighted
Male	554	483
Female	449	520

AGE	Unweighted	Weighted
Between 18 and 34	286	276
Between 35 and 55	385	346
55 or over	332	381

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- **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

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8

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