

Report

PROVINCIAL POLITICS IN ONTARIO – *THE RACE TO 2022*

Leger

For release on March 24, 2021



METHODOLOGY

METHODOLOGY



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



From March 18 to 22, 2021



1002 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, gender and region in order to ensure a representative sample of the population.



For comparison purposes, a probability sample of 1002 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 PROVINCIAL a 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+	Toronto (416)	GTA (905)	Central	East	SW	North	Election 2018
n =	1002	879	452	426	240	312	326	182	224	80	106	235	51	
... The Progressive Conservative Party of Ontario	33%	38%	45%	31%	28%	37%	47%	33%	43%	33%	41%	37%	38%	40.5%
... The Ontario NDP	25%	28%	23%	33%	41%	26%	20%	28%	25%	36%	28%	31%	19%	33.6%
... The Liberal Party of Ontario	20%	23%	22%	24%	21%	23%	26%	30%	26%	13%	21%	21%	21%	19.6%
...The Green Party of Ontario	7%	8%	6%	10%	8%	10%	6%	6%	5%	14%	7%	8%	16%	4.6%
...another party	3%	3%	4%	3%	2%	5%	2%	3%	1%	5%	3%	4%	6%	1.5%
I would not vote	3%	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	9%	-	-	-	-	-	-	-	-	-	-	-	-	-

SECOND CHOICE – ACCORDING TO VOTING INTENTIONS

Q4. If you could not vote for your first choice, which Party would be your second choice?

Base: Respondents with a ballot preference.

	TOTAL	PC Voters	NDP Voters	Lib Voters	Grn Voters
n =	879	333	246	204	68
...Liberal Party of Ontario	23%	21%	47%	-	24%
...Ontario NDP	19%	14%	-	45%	41%
...Green Party of Ontario	13%	5%	28%	14%	-
...PC Party of Ontario	7%	-	7%	18%	5%
...Another party	3%	5%	-	1%	1%
No second choice	24%	42%	9%	14%	17%
I don't know	10%	12%	9%	7%	10%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

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=785)



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







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



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

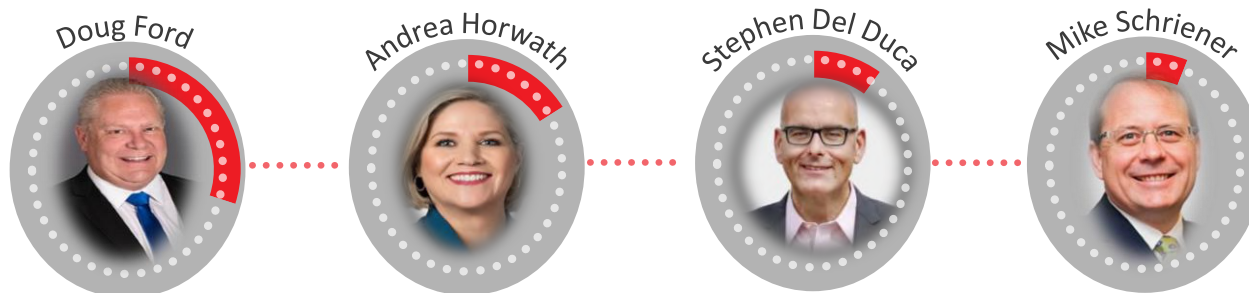


Based on people who intend to vote **Green**

	Total				
Vote is final	49%	65%	38%	41%	41%
I'm likely to change my mind	48%	35%	58%	55%	52%
I don't know	3%	<1%	4%	4%	7%

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=1002)



Overall Awareness

98%

87%

57%

50%

	Ford	Horwath	Del Duca	Schreiner
n =	1002	1002	1002	1002
TOTAL FAVOURABLE	50%	40%	21%	20%
Very Favourable	16%	8%	2%	4%
Somewhat Favourable	34%	32%	19%	16%
TOTAL UNFAVOURABLE	46%	42%	32%	25%
Somewhat Unfavourable	22%	18%	19%	14%
Very Unfavourable	24%	24%	13%	11%
Unaware/Don't know enough about the person	2%	13%	43%	50%
Prefer not to answer	1%	4%	5%	4%

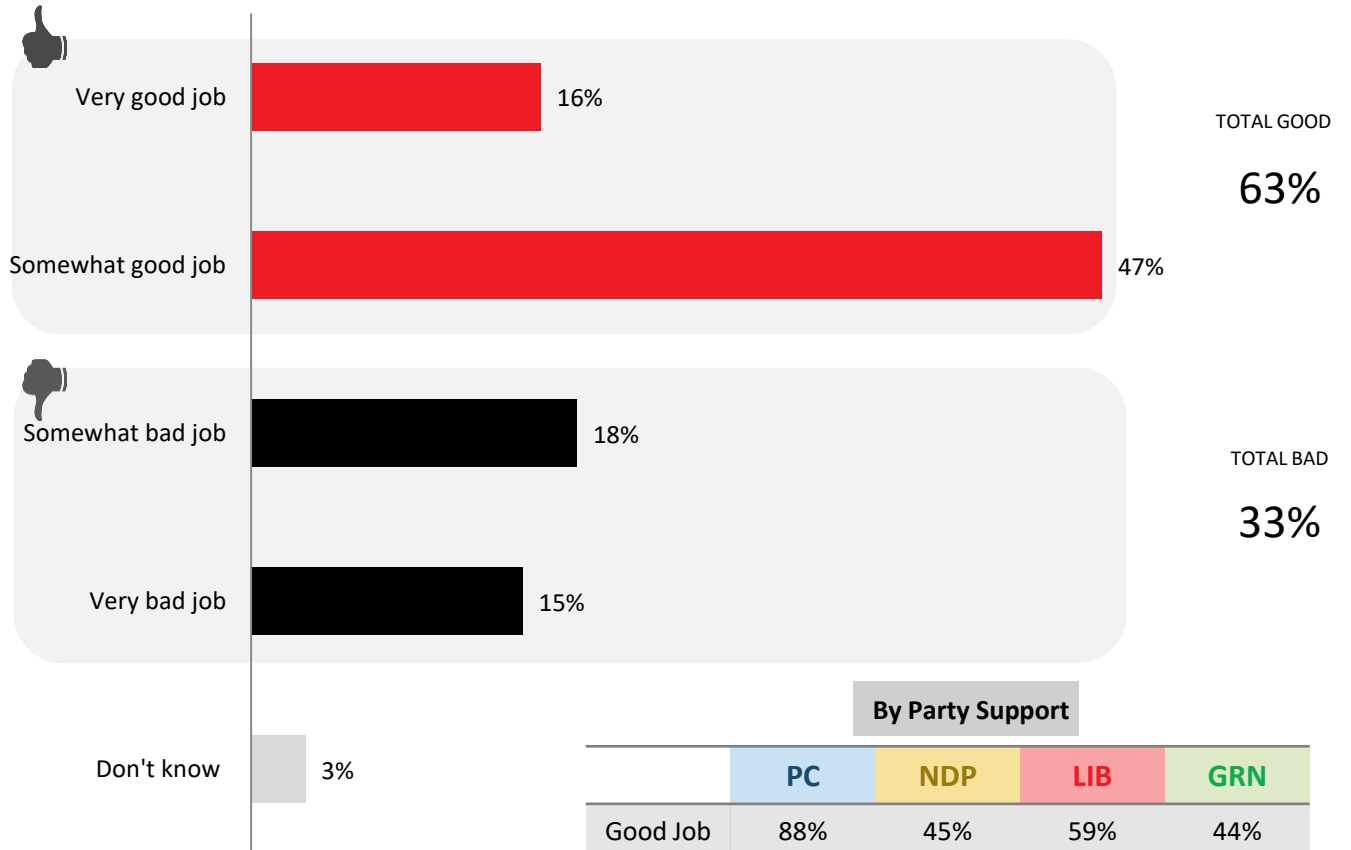
TOTAL FAVOURABLE IMPRESSIONS – DETAILED RESULTS

	TOTAL	Male	Female	18-34	35-54	55+	416	905	Central	East	SW	North
n =	1002	492	510	274	356	372	209	260	85	121	269	58
TOTAL FAV. FORD	50%	53%	48%	40%	48%	62%	39%	57%	49%	53%	54%	49%
TOTAL FAV. HORWATH	40%	40%	41%	43%	41%	39%	45%	38%	46%	42%	37%	40%
TOTAL FAV. DEL DUCA	21%	27%	15%	16%	22%	23%	29%	23%	10%	20%	17%	19%
TOTAL FAV. SCHRIENER	20%	25%	16%	21%	19%	22%	25%	21%	22%	15%	19%	23%

ONTARIO GOVERNMENT PANDEMIC PERFORMANCE – MANAGING HEALTH & SAFETY

Q6. Now thinking about Ontario government’s management of COVID-19 pandemic, specifically from the healthcare perspective, such as access to hospital care, emergency services during pandemic. How would you say Premier Doug Ford managed the pandemic?

Base: All respondents (n=1002)



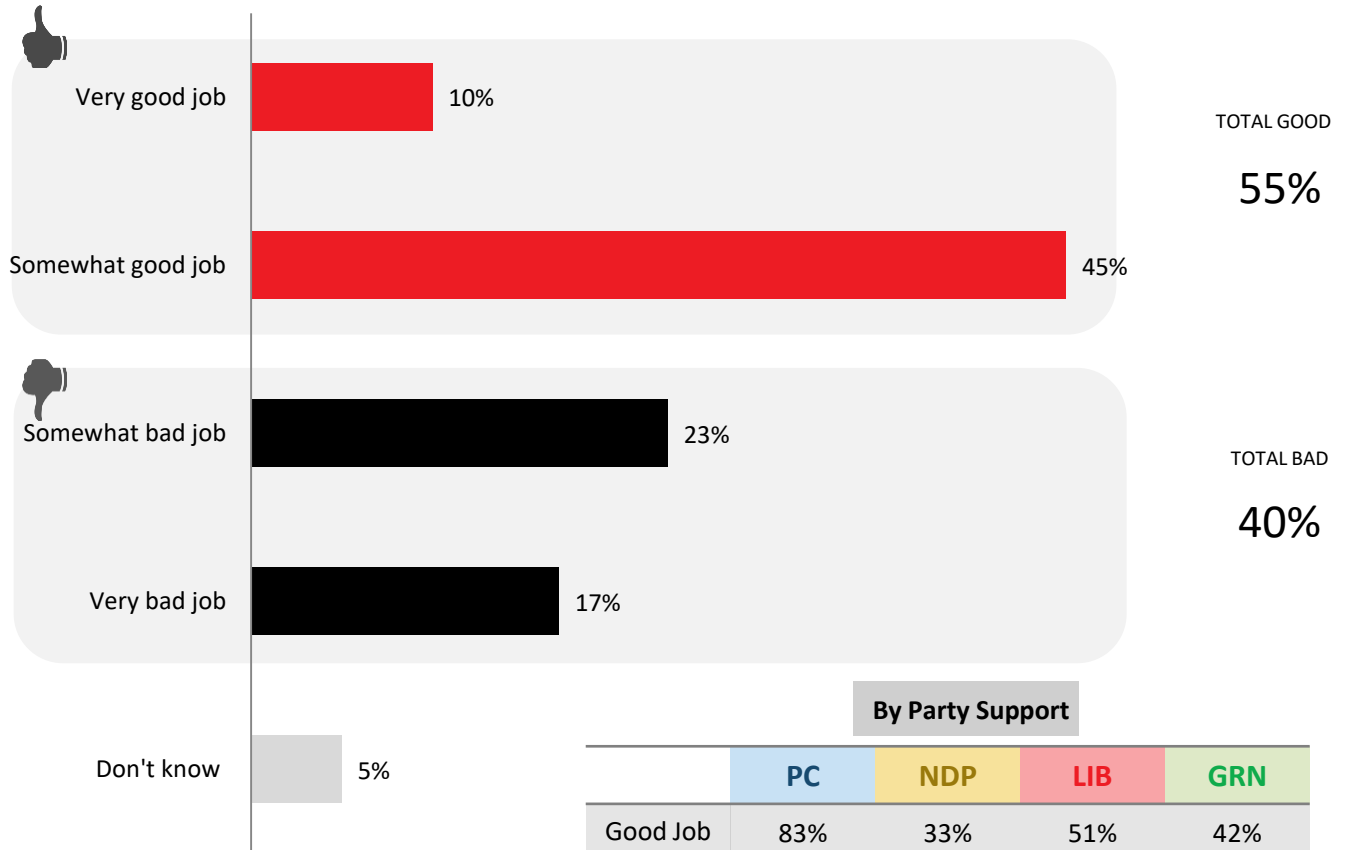
	By Party Support			
	PC	NDP	LIB	GRN
Good Job	88%	45%	59%	44%
Poor Job	12%	52%	40%	50%

ONTARIO GOVERNMENT PANDEMIC PERFORMANCE – HEALTH & SAFETY – *DETAILED RESULTS*

	TOTAL	Male	Female	18-34	35-54	55+	416	905	Central	East	SW	North
n =	1002	492	510	274	356	372	209	260	85	121	269	58
TOTAL GOOD	63%	63%	62%	56%	63%	70%	44%	57%	59%	63%	68%	68%
Very good	16%	17%	16%	7%	17%	23%	14%	17%	18%	13%	17%	25%
Somewhat good	47%	46%	48%	49%	46%	47%	40%	50%	41%	50%	51%	43%
TOTAL BAD	33%	33%	33%	38%	34%	28%	40%	29%	39%	35%	28%	33%
Somewhat bad	18%	16%	20%	21%	17%	17%	27%	16%	20%	17%	14%	16%
Very bad	15%	17%	13%	17%	17%	11%	16%	13%	19%	18%	14%	17%
I don't know	3%	3%	3%	5%	3%	2%	4%	5%	1%	1%	4%	-

ONTARIO GOVERNMENT PANDEMIC PERFORMANCE – MANAGING THE ECONOMY

Q7. Still thinking about the Ontario government’s management of pandemic, how would you say did Premier Doug Ford manage the pandemic from economic perspective? By economic perspective, we mean managing provincial economy during lockdown, implementing recovery measures etc. Base: All respondents (n=1002)



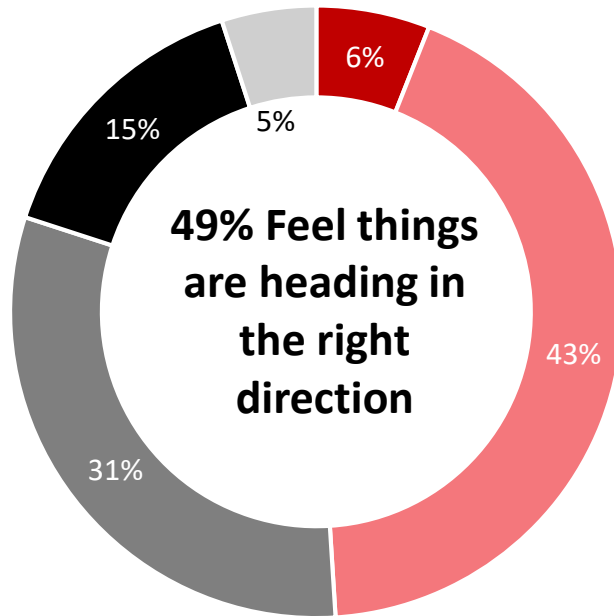
ONTARIO GOVERNMENT PANDEMIC PERFORMANCE – THE ECONOMY – *DETAILED RESULTS*

	TOTAL	Male	Female	18-34	35-54	55+	416	905	Central	East	SW	North
n =	1002	492	510	274	356	372	209	260	85	121	269	58
TOTAL good	55%	58%	53%	48%	55%	61%	44%	59%	53%	54%	60%	55%
Very good	10%	11%	10%	6%	10%	15%	9%	12%	9%	10%	9%	16%
Somewhat good	45%	47%	43%	42%	45%	46%	35%	47%	44%	44%	51%	39%
TOTAL BAD	40%	39%	42%	45%	42%	35%	31%	22%	31%	36%	56%	21%
Somewhat bad	23%	22%	25%	28%	22%	21%	31%	21%	21%	20%	20%	29%
Very bad	17%	17%	17%	17%	20%	14%	19%	13%	24%	24%	15%	13%
I don't know	5%	3%	6%	6%	4%	4%	6%	6%	2%	2%	5%	2%

ONTARIO HEADING IN THE RIGHT DIRECTION OR WRONG TRACK

Q8. Now thinking generally about things in the province, do you feel things in Ontario are generally going in the right direction or do you feel things have gotten off on a wrong track? ?

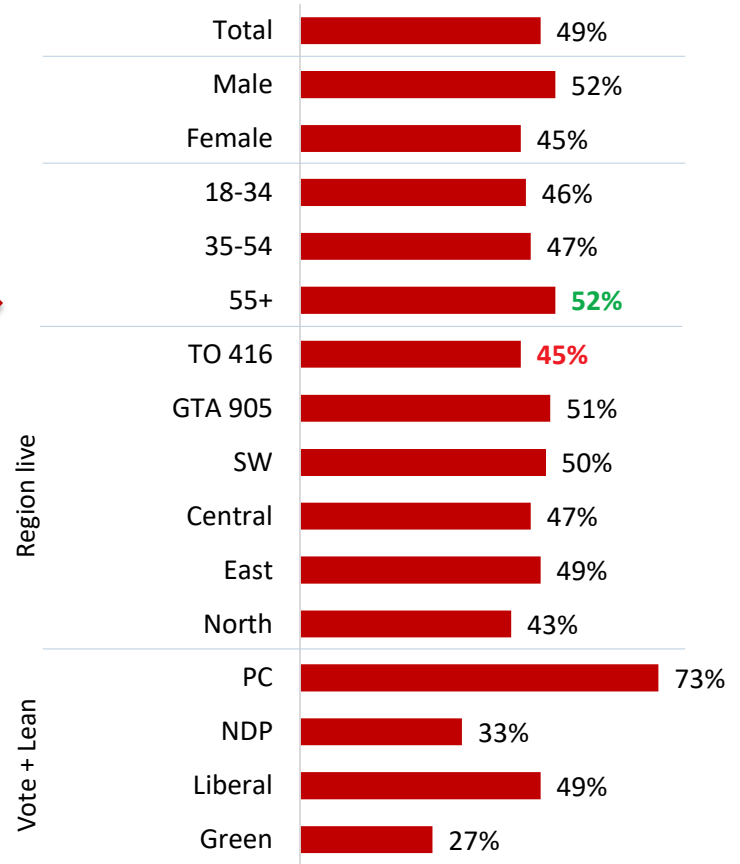
Base: All respondents (n=1002)



- Strongly right direction
- Somewhat right direction
- Somewhat wrong track
- Strongly wrong track
- Don't know



Profile of those who feel things are going in the right direction



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 New Brunswick.

DETAILED METHODOLOGY

Weighted and Unweighted Sample

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

Region	Unweighted	Weighted
Toronto (416)	209	210
GTA (905)	260	259
SW Ontario	269	269
Central	85	85
Eastern Ontario	121	121
North	58	58

GENDER	Unweighted	Weighted
Male	492	482
Female	510	520

AGE	Unweighted	Weighted
Between 18 and 34	274	278
Between 35 and 55	356	378
55 or over	372	346

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
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

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

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 member of the [Insights Association](#), the American Association of Marketing Research Analytics.

Leger

We know Canadians



leger360.com



[@leger360](https://twitter.com/leger360)



[/LegerCanada](https://www.facebook.com/LegerCanada)



[/company/leger360](https://www.linkedin.com/company/leger360)



[@leger360](https://www.instagram.com/leger360)