

JANUARY 2022 ONTARIO POLL

Prepared by
Counsel Public Affairs Inc.



Ontario

COUNSEL

METHODOLOGY



2,273 Ontarians were surveyed between January 21st and January 23rd, 2022.

We used the *Lucid Exchange Platform* as the sample provider, which blends a variety of partner panels.

If the survey was a probability-based random sample of the same size, it would be considered accurate to +/- **2.1 nineteen times out of twenty**.



Results are sub-regionally weighted for:

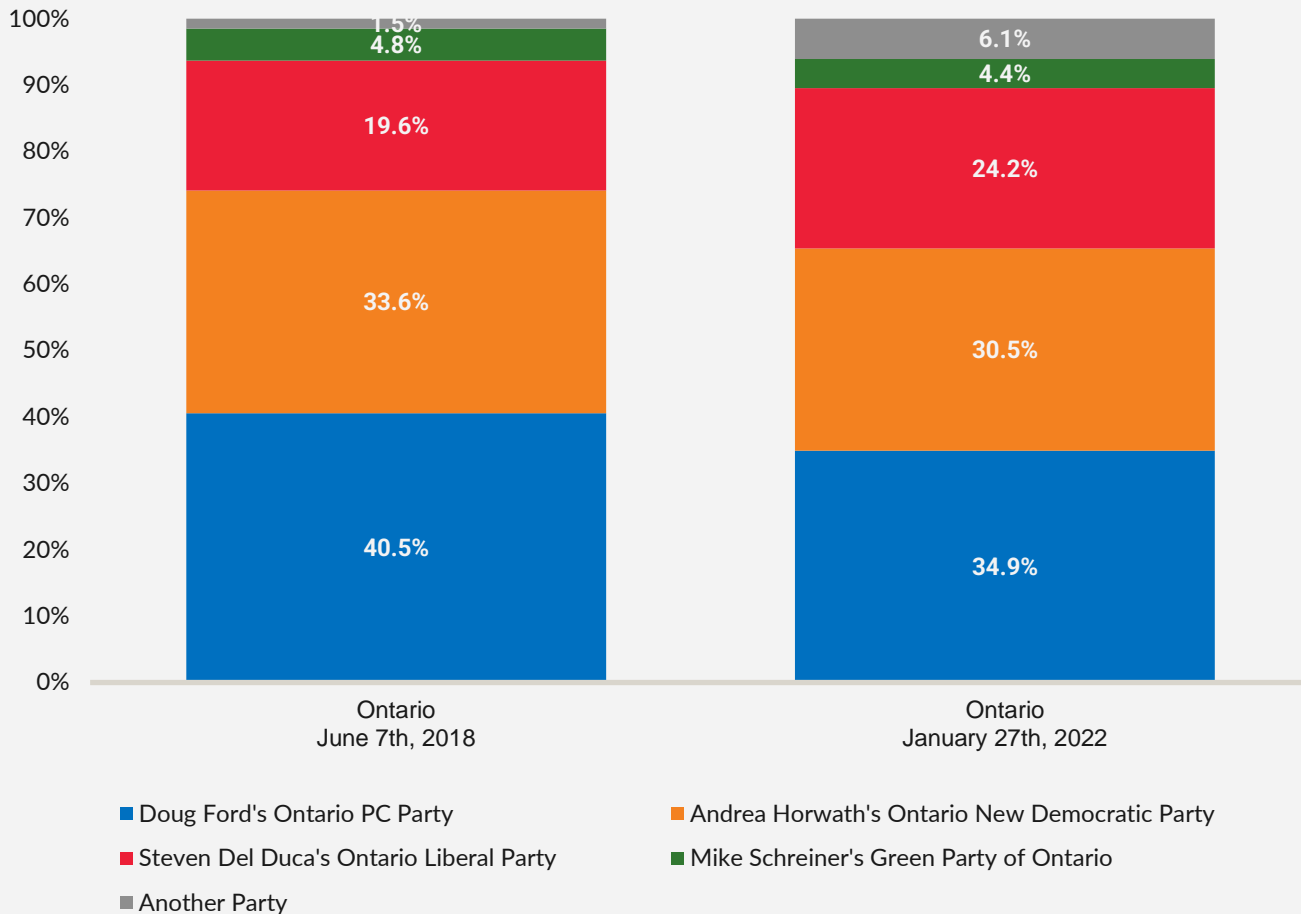
- Age, Education and birth sex according to the 2016 Census.
- 2018 Ontario Election Vote.

ONTARIO DECIDED + LEANING

Ford's Ontario PCs lead by four points province wide.

Horwath's NDP have lost three points since the 2018 election.

Del Duca's Liberals have gained four points since the 2019 election.



Ontario

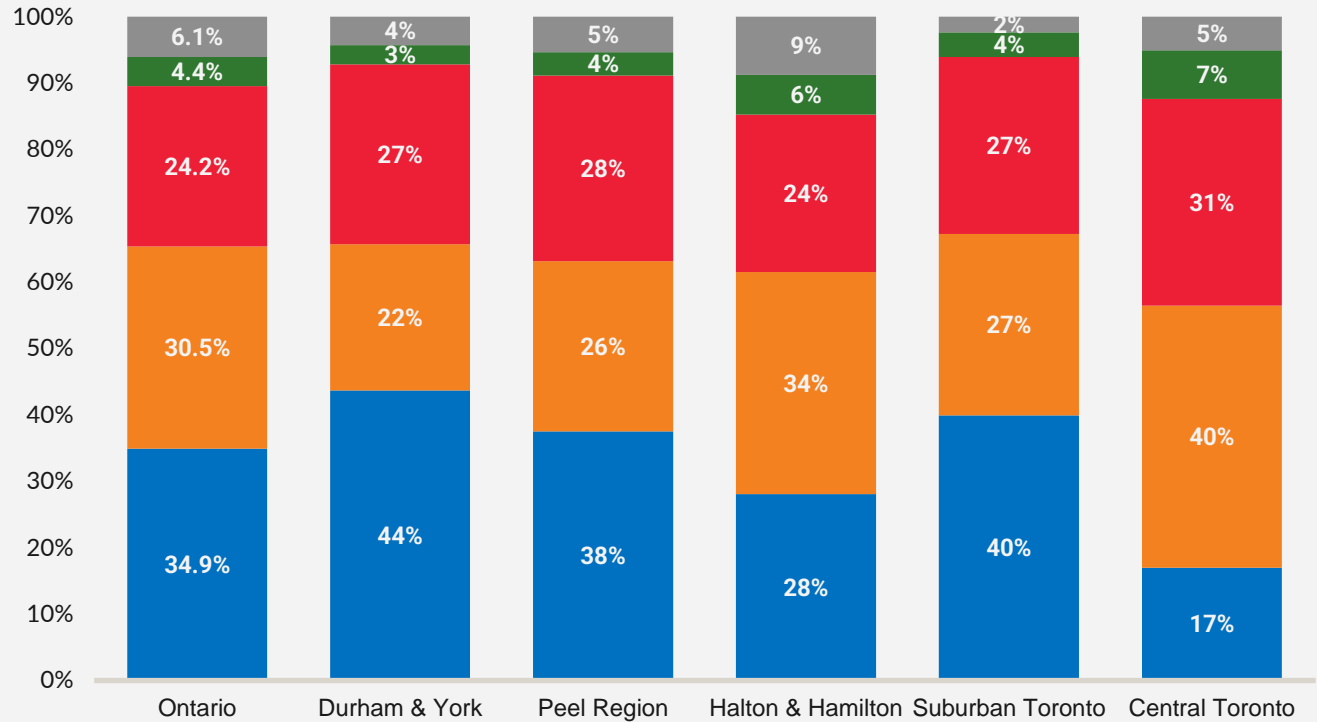
COUNSEL

GREATER TORONTO AREA DECIDED + LEANING

Ford's PCs lead in three of five GTA regions.

Opposition evenly divided in two of the five regions of the GTA.

In Central Toronto, the NDP lead the Liberals and PCs.



■ Doug Ford's Ontario PC Party

■ Andrea Horwath's Ontario New Democratic Party

■ Steven Del Duca's Ontario Liberal Party

■ Mike Schreiner's Green Party of Ontario

■ Another Party



Ontario

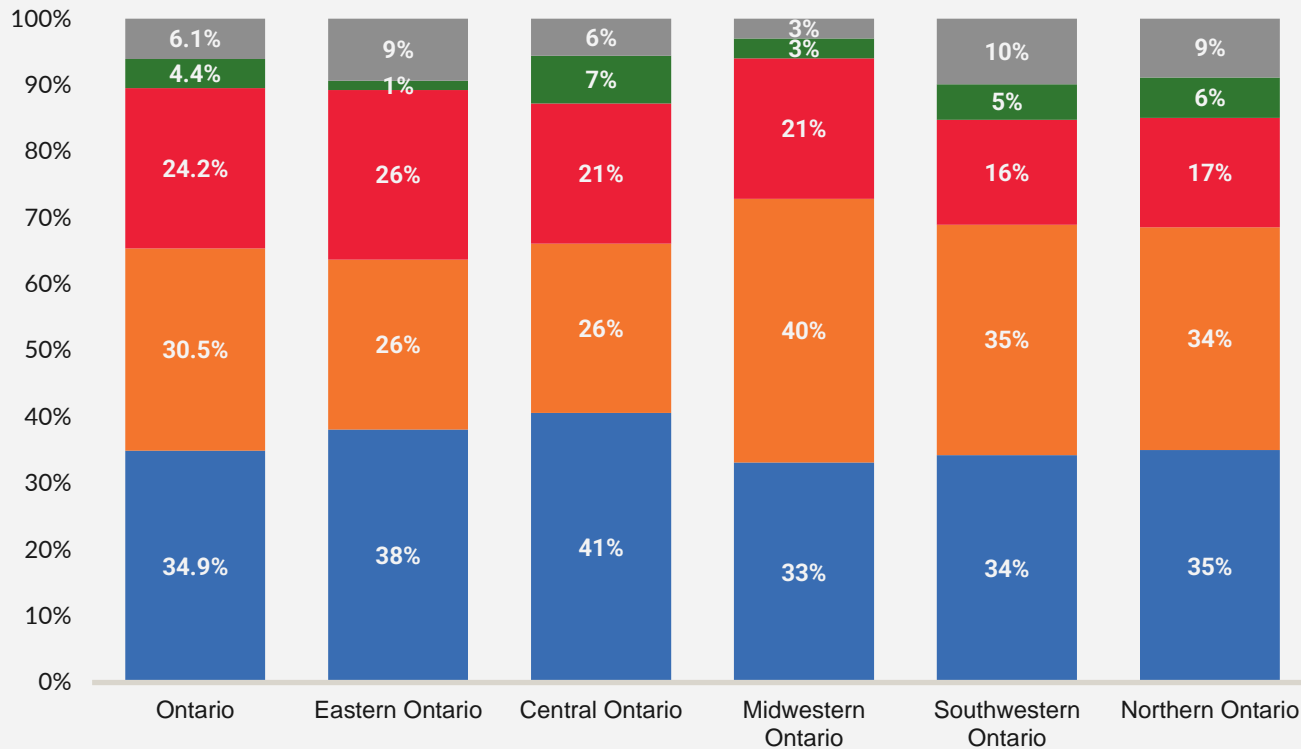
COUNSEL

REST OF ONTARIO DECIDED + LEANING

Outside of Toronto, NDP show considerable strength in Midwestern Ontario.

Eastern Ontario sees opposition parties evenly splitting the non-PC vote.

NDP and PCs are tied in both Southwestern Ontario and Northern Ontario.



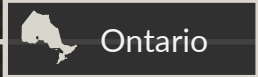
■ Doug Ford's Ontario PC Party

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■ Another Party

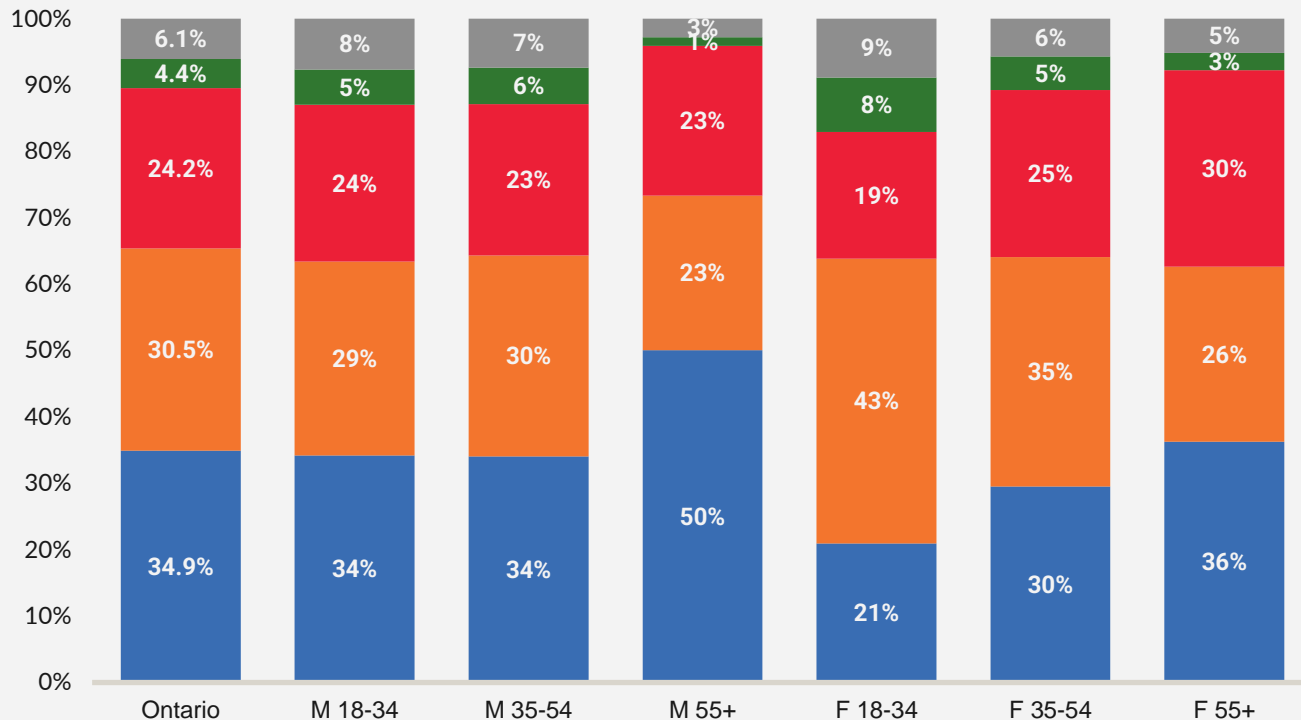


**AGE AND
BIRTH SEX
DECIDED + LEANING**

PCs skew older and male.

Liberals are consistent among males, skew older among females.

NDP skew female and younger.



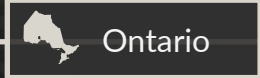
■ Doug Ford's Ontario PC Party

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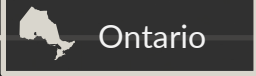
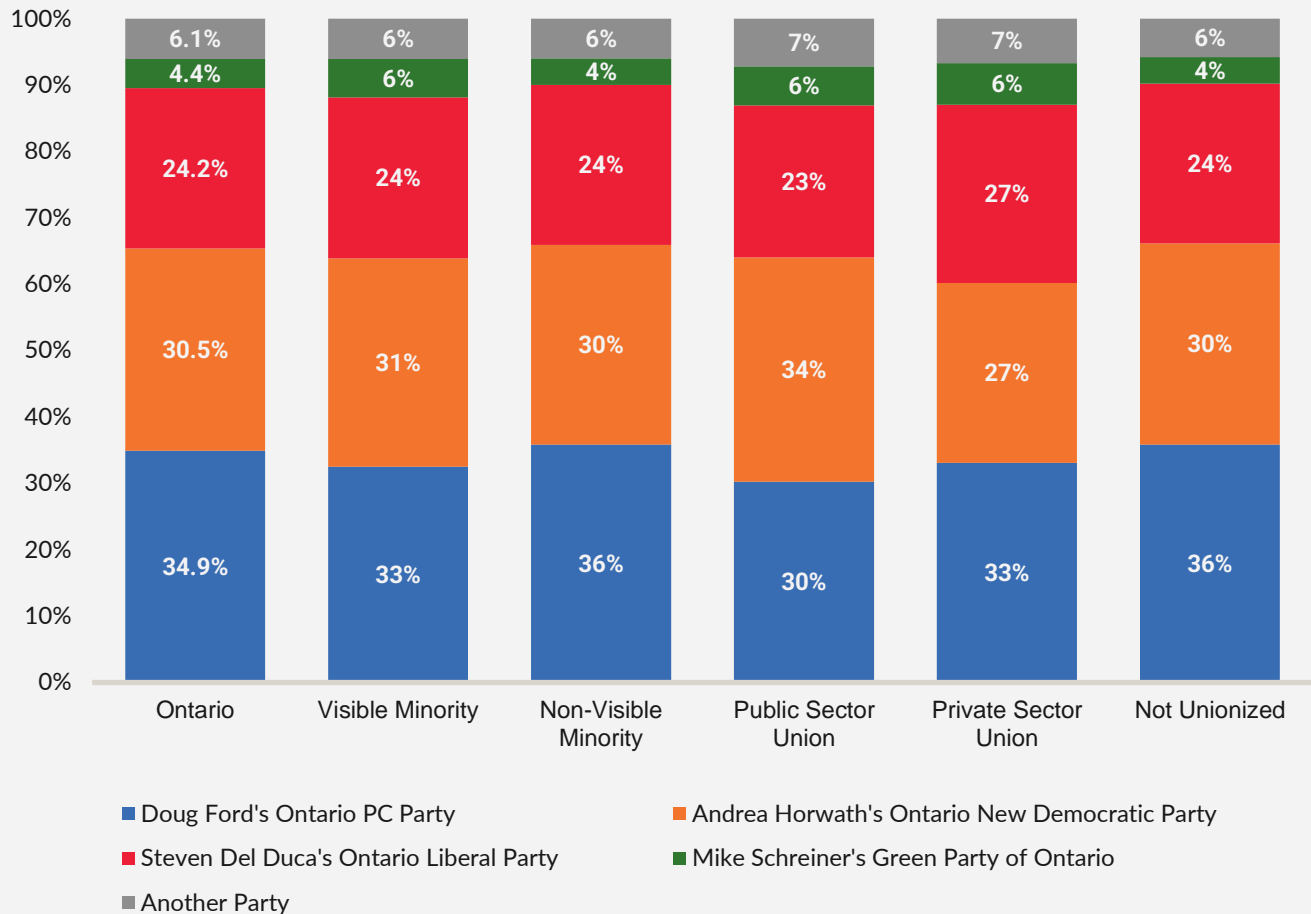


**VISIBLE
MINORITY /
UNION STATUS
DECIDED + LEANING**

Little difference
between visible
minorities and non-
visible minorities.

NDP favoured
among public-sector
union workers,

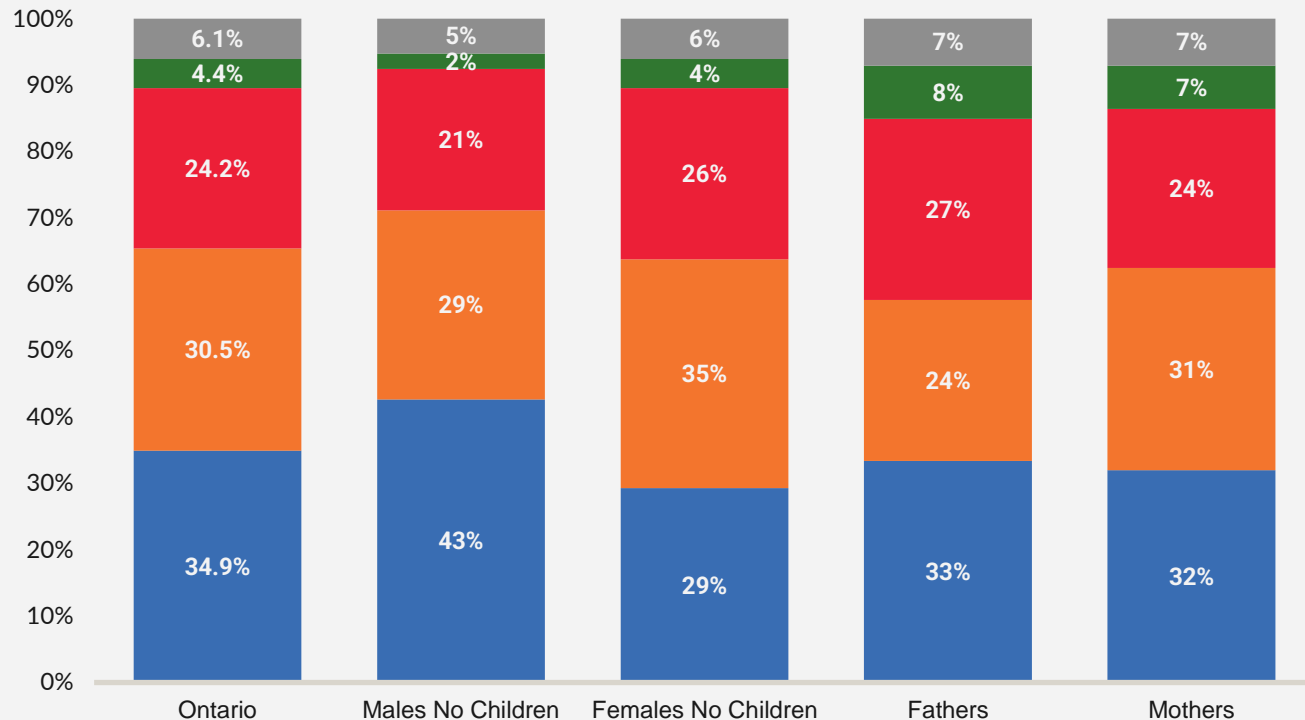
PCs favoured among
private-sector and
non-unionized
people.



PARENTS AND NON-PARENTS DECIDED + LEANING

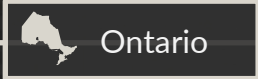
PCs popular among males without children living at home.

NDP more popular among females without children living at home.



■ Doug Ford's Ontario PC Party
■ Steven Del Duca's Ontario Liberal Party
■ Another Party

■ Andrea Horwath's Ontario New Democratic Party
■ Mike Schreiner's Green Party of Ontario



GROWING THE PARTIES

Every Party has three groups they need to consider.

Core – Voters who intend to vote for their party and voted for them in the previous election.

Soft – Voters who intend to vote for their party but voted for a different party in the previous election.

Swing – Voters who do not intend to vote for the party currently but show an openness to switching their vote to that party.

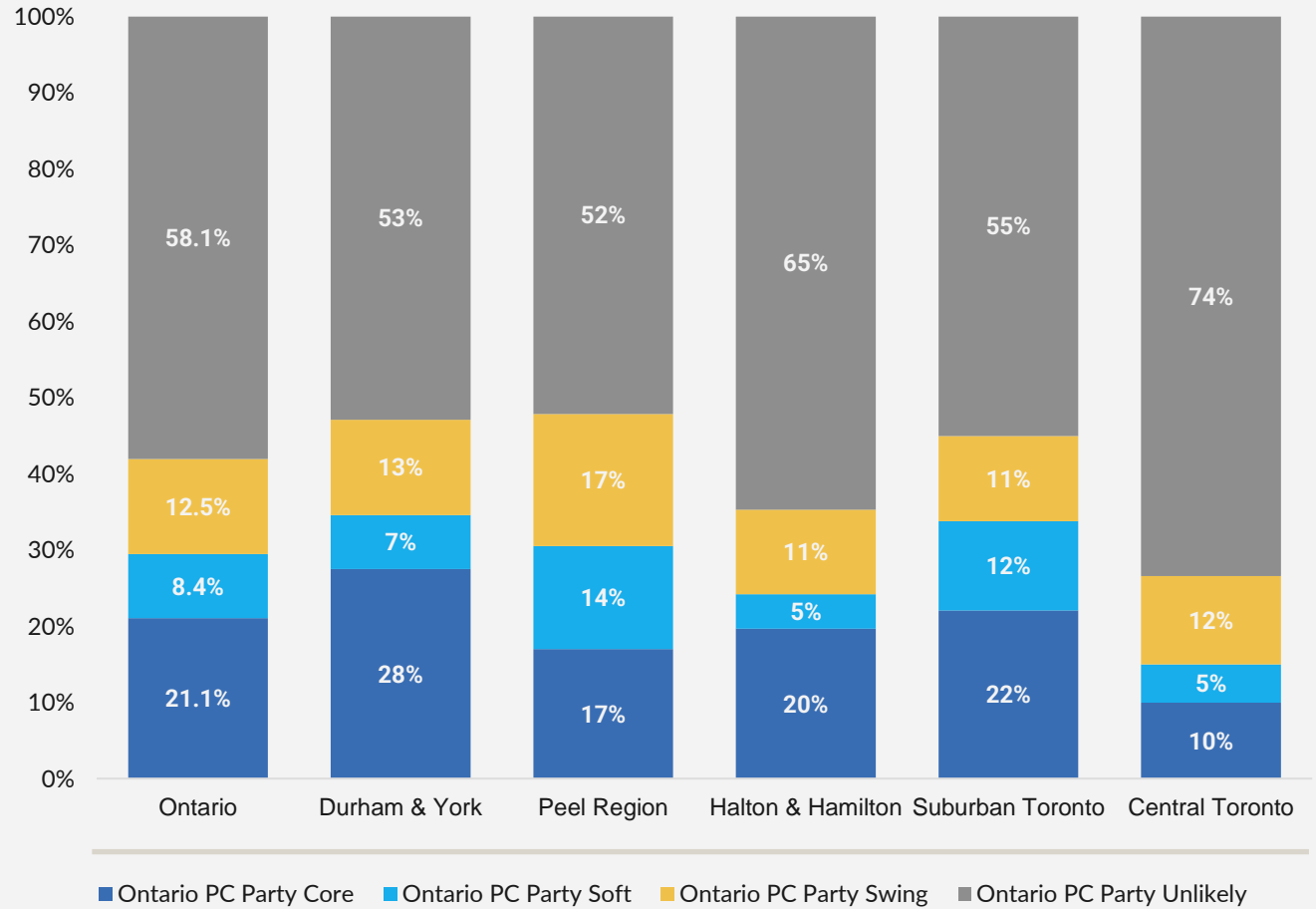
- Swing Voters are the most politically coveted for any party, as they are the most likely to switch and grow the party.



GREATER TORONTO AREA

Ford's PCs have room to grow in Peel Region.

They have already made significant gains in both Peel Region and Suburban Toronto



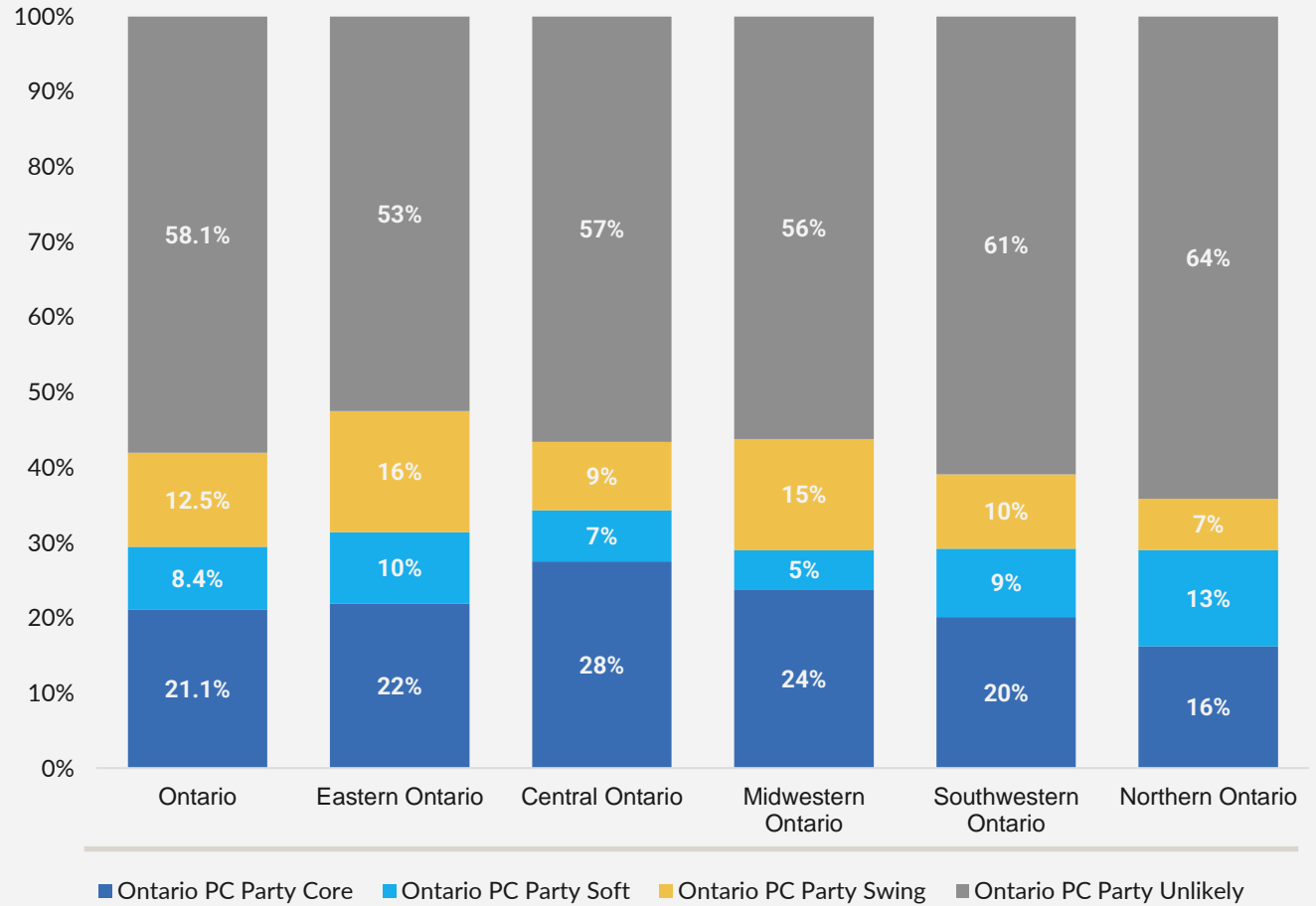
Ontario

COUNSEL

REST OF ONTARIO

Ford's PCs have room to grow in Eastern Ontario and Midwestern Ontario.

They have already made gains in Northern Ontario.



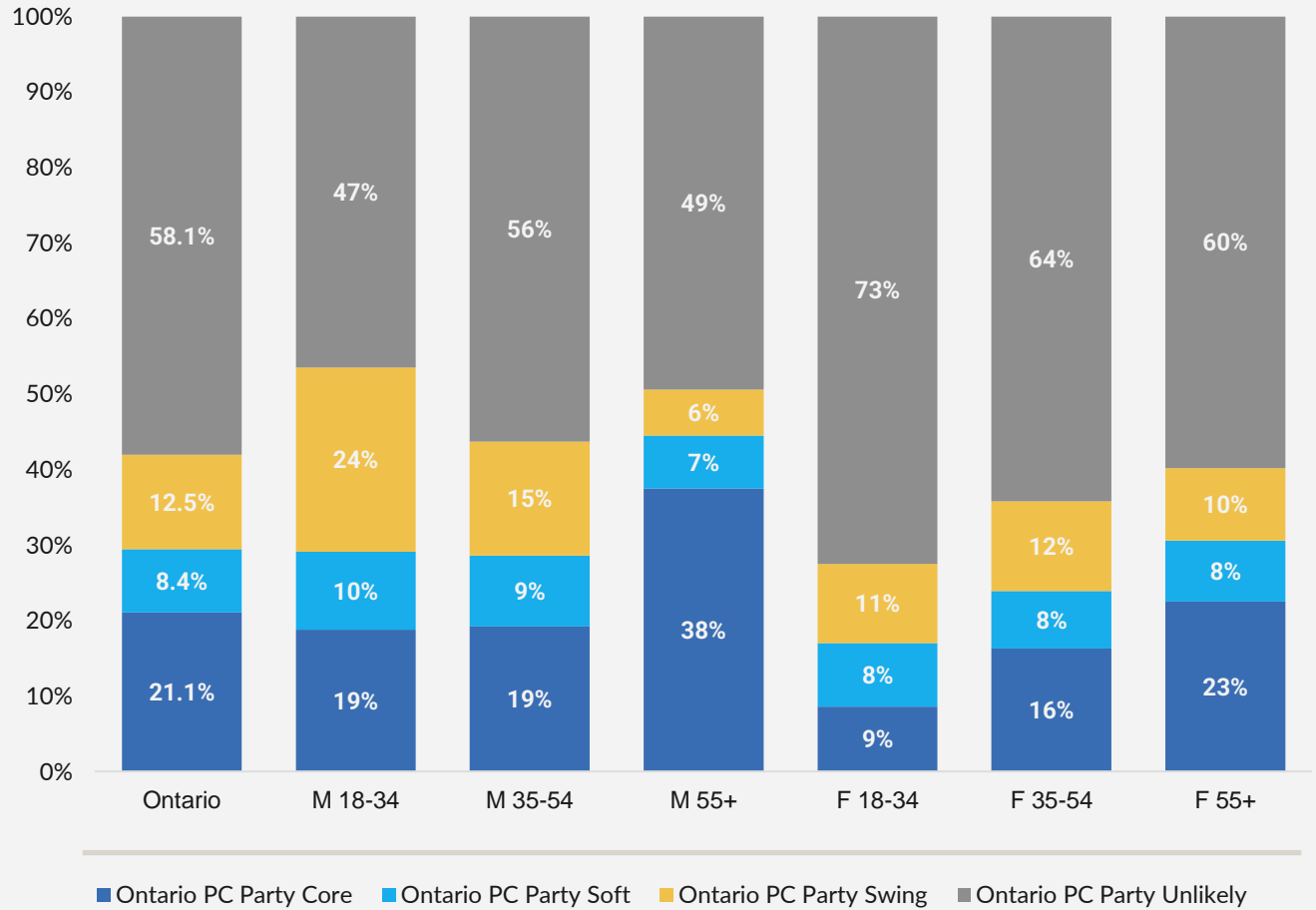
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COUNSEL

AGE AND BIRTH SEX

Ford's PCs have room to grow with Males 18-34.

They also have room to grow among women.

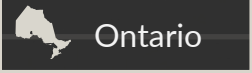
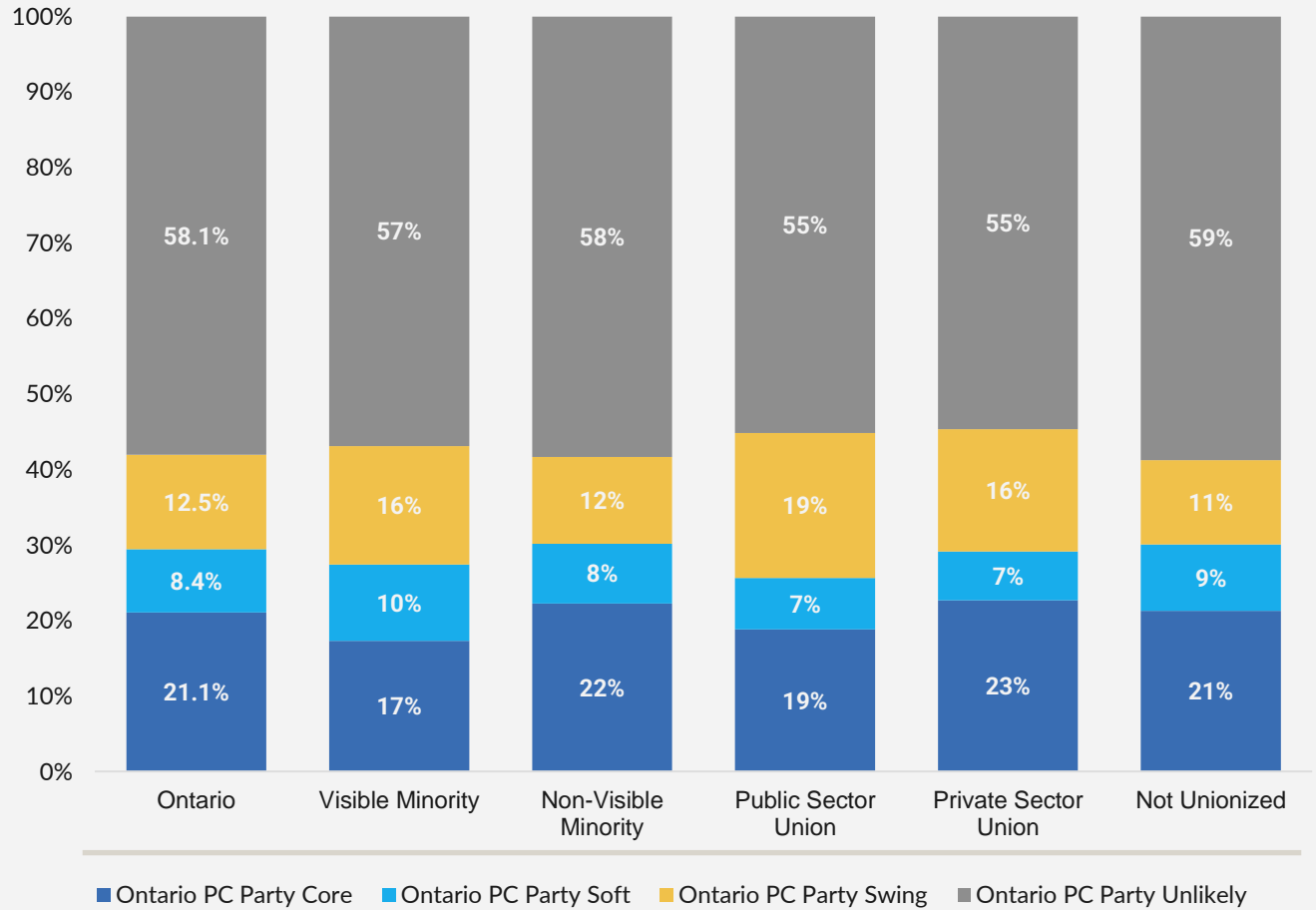


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COUNSEL

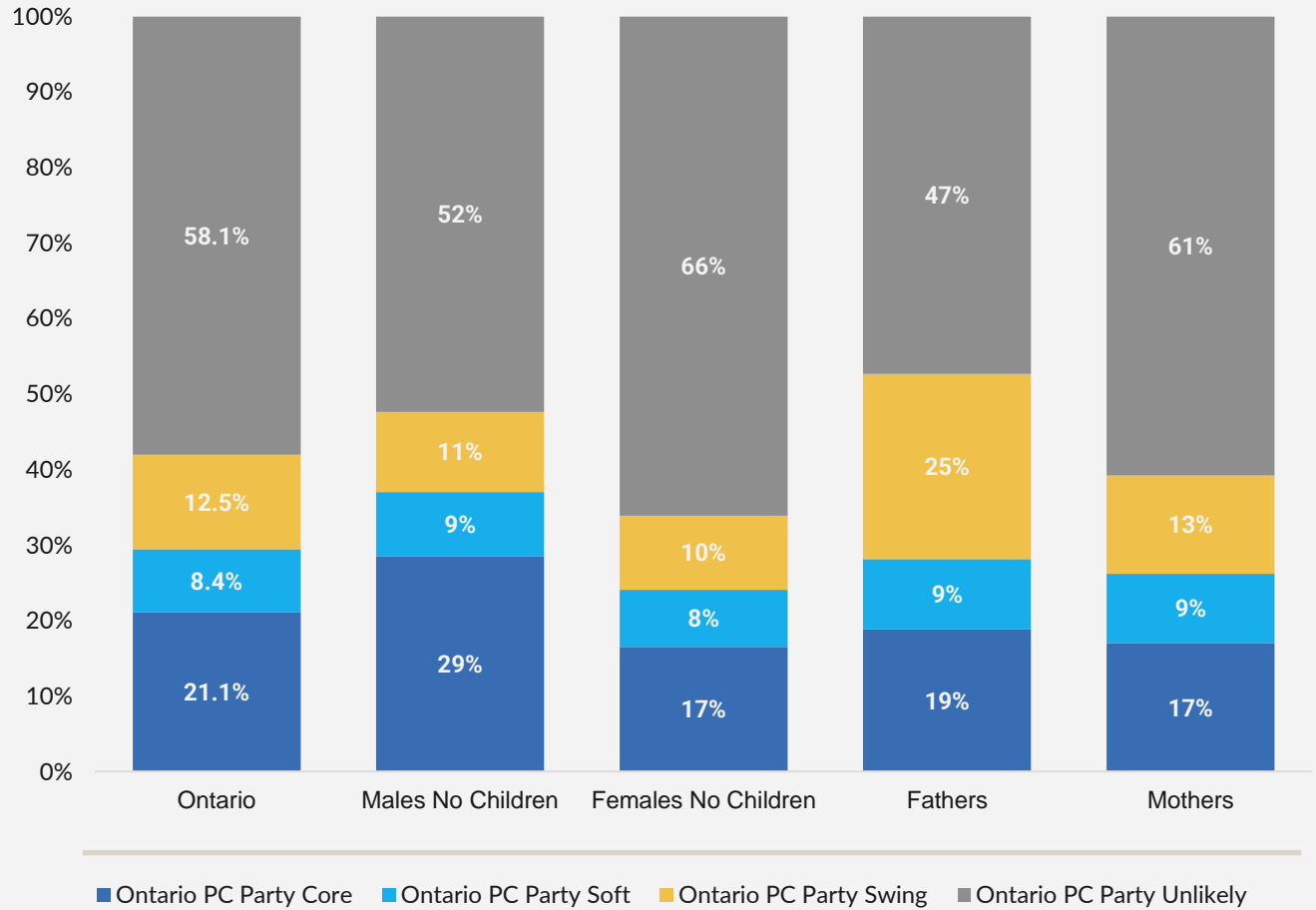
VISIBLE MINORITY / UNION STATUS

Visible Minorities and unionized Ontarians are a source of potential growth for Ford's PCs.



PARENTS AND NON-PARENTS

For Ford's PCs, Fathers are a considerable opportunity for growth, with 25% being swing voters.

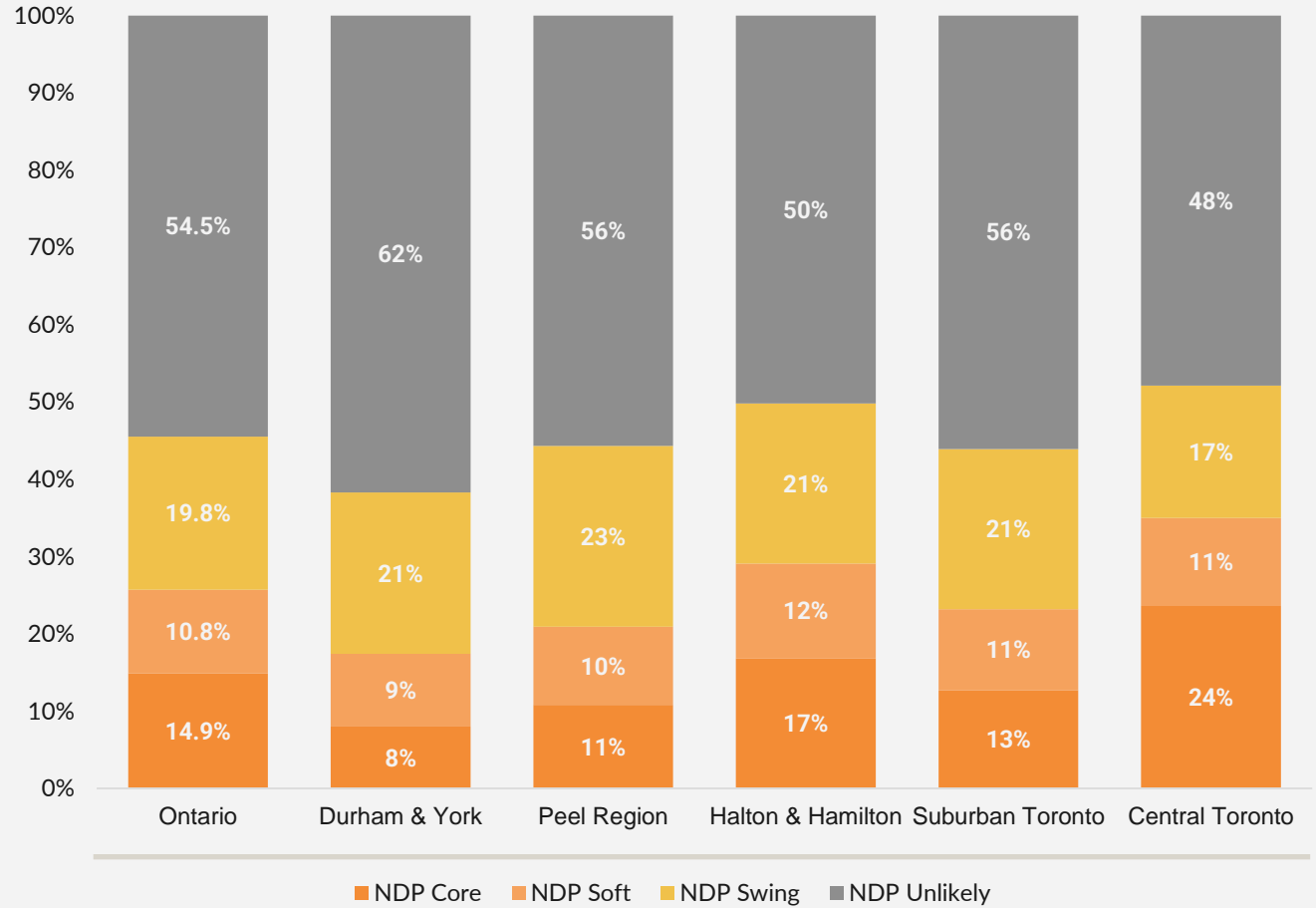


Ontario

COUNSEL

GREATER TORONTO AREA

For Horwath's NDP, growth opportunities in the GTA are consistent across the region.



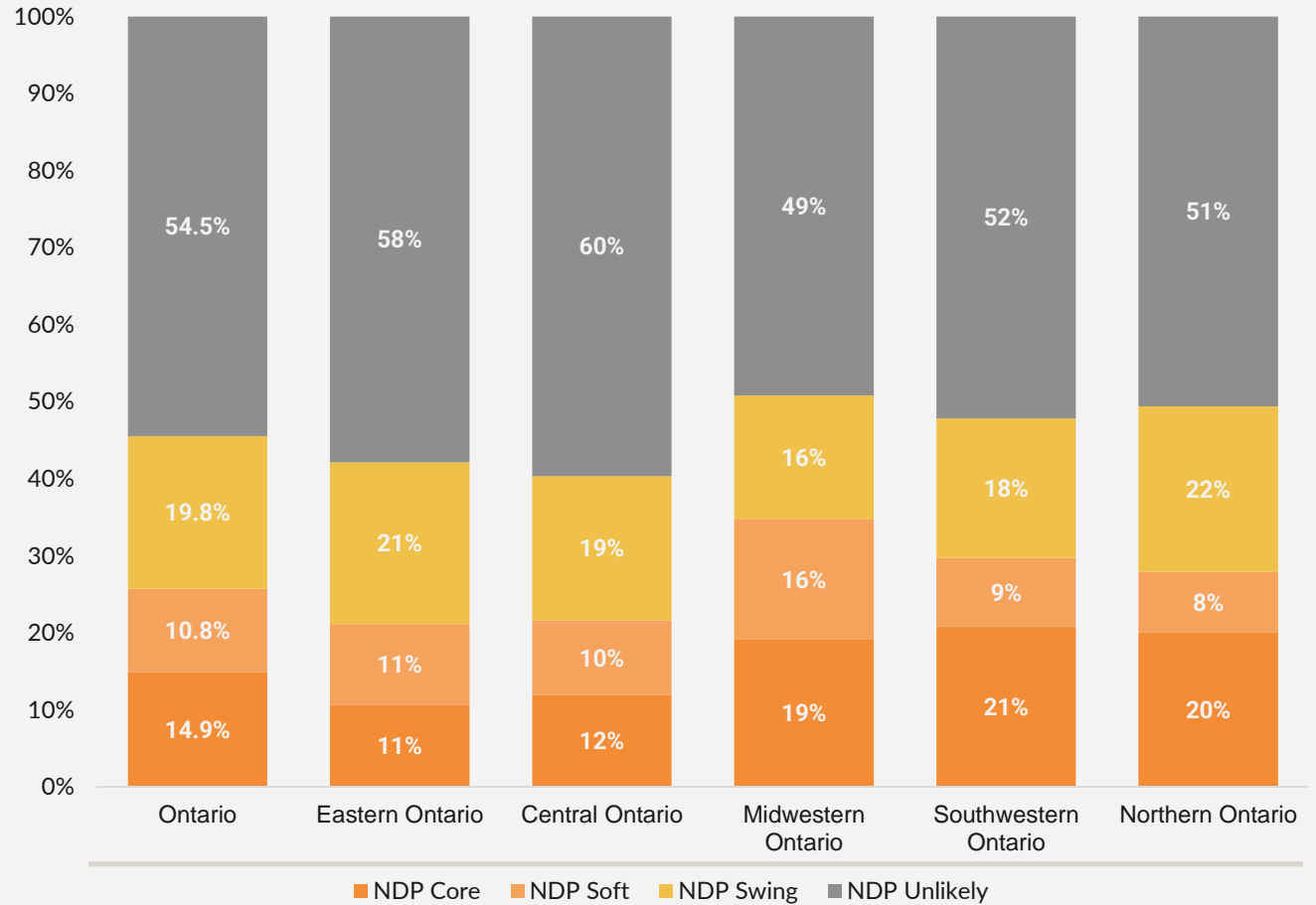
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COUNSEL

REST OF ONTARIO

Outside of the GTA, Horwath's NDP have the most room to grow in Northern and Eastern Ontario.

In Midwestern Ontario, Horwath's NDP have already grown considerably.



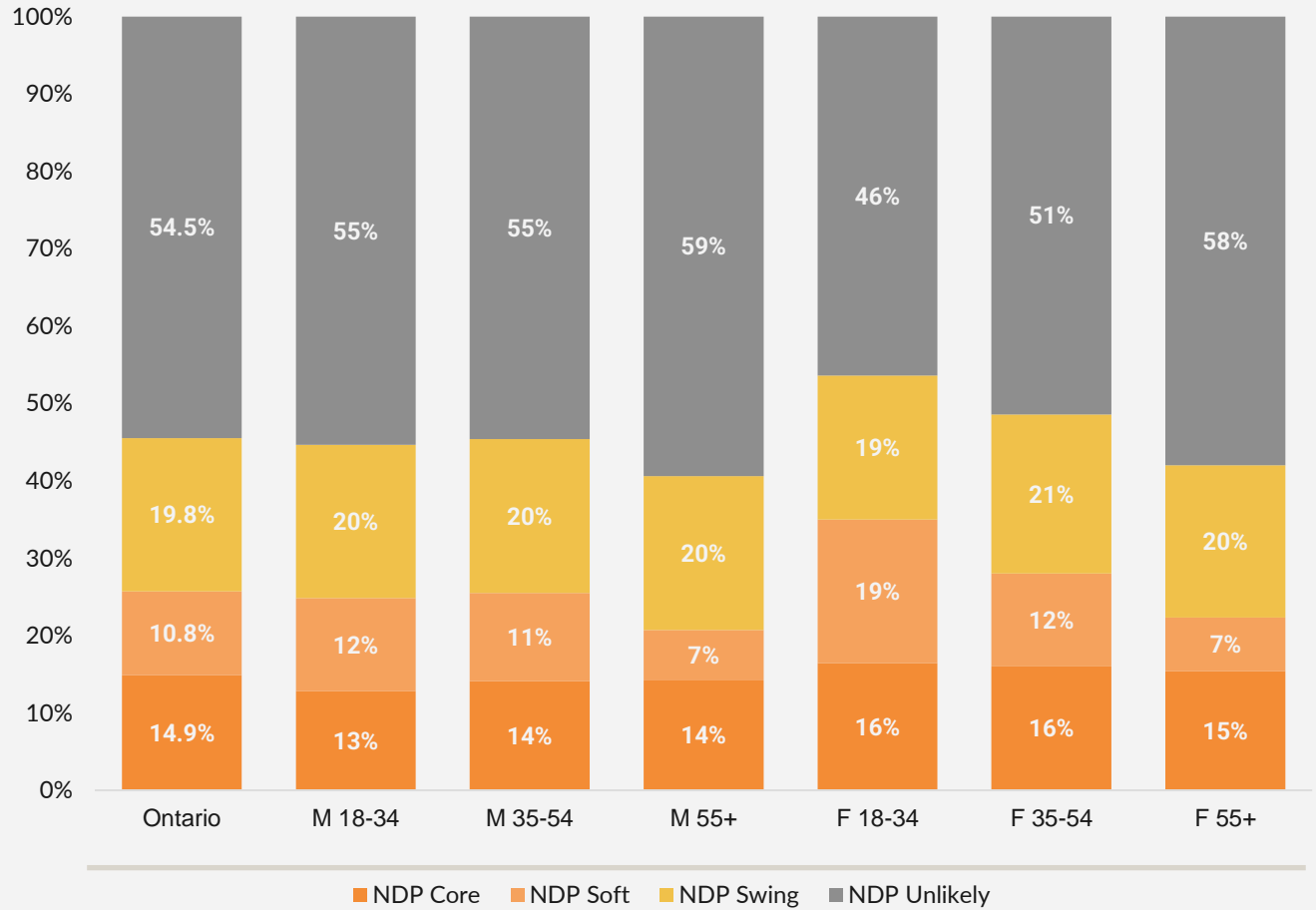
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COUNSEL

AGE AND BIRTH SEX

Horwath's NDP have gained significantly among females 18-34.

They have significant opportunity to grow among all age and birth sex groups.



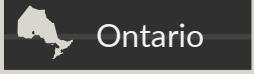
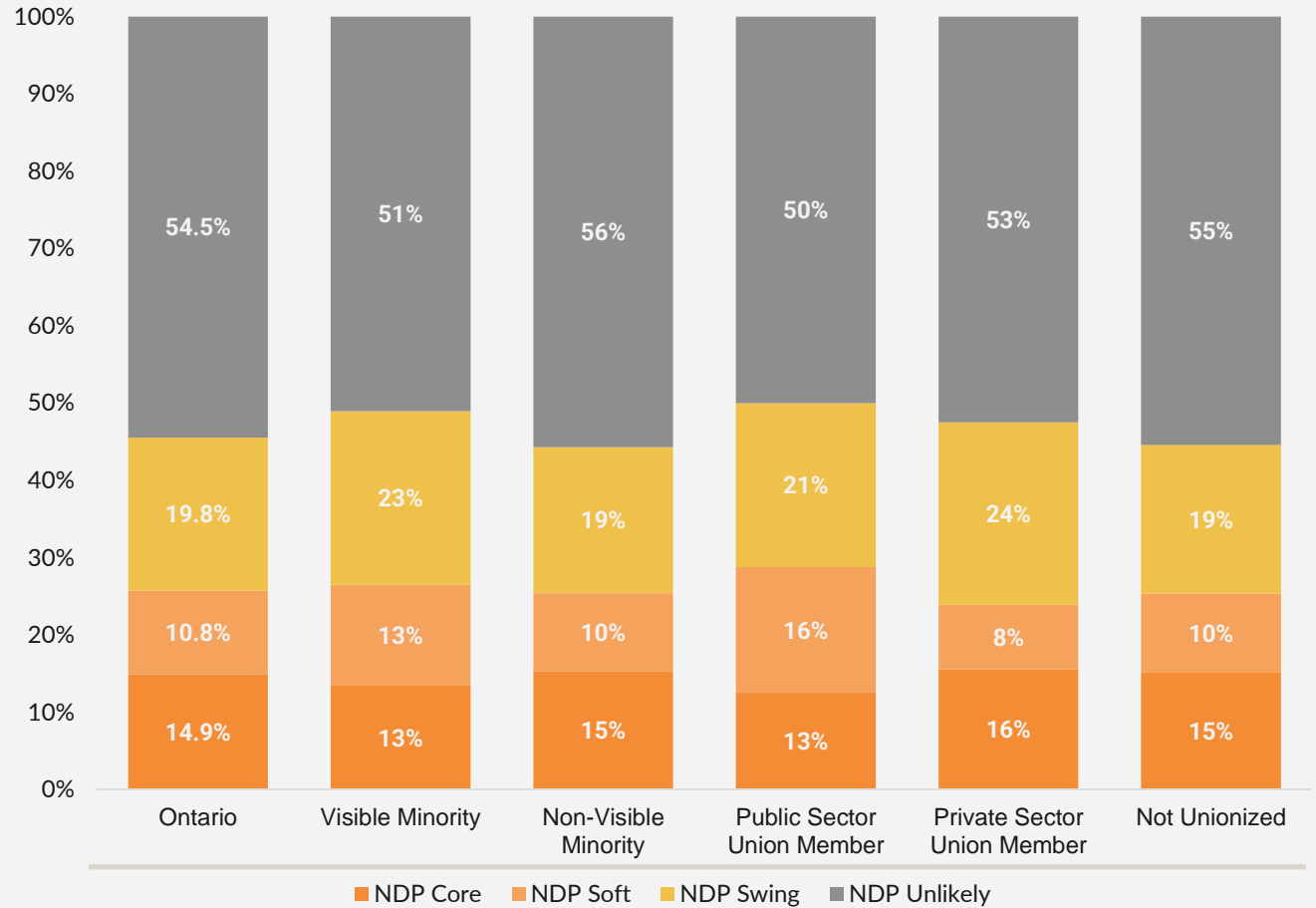
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VISIBLE MINORITY / UNION STATUS

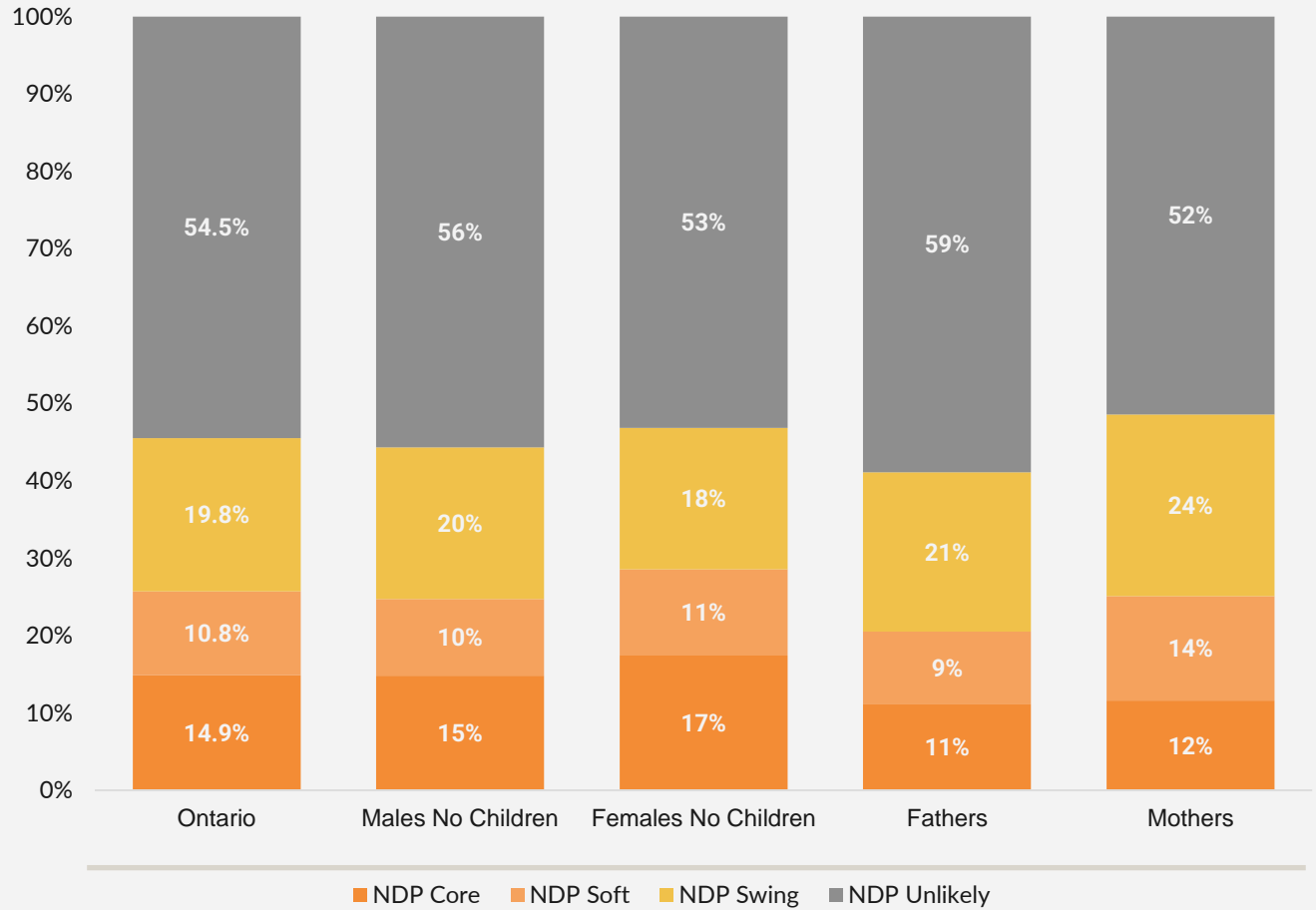
Horwath's NDP have gained among public sector union members.

They have potential to grow among private sector union members and visible minorities.



PARENTS AND NON-PARENTS

For Horwath's NDP, 24% of mothers are swing voters.

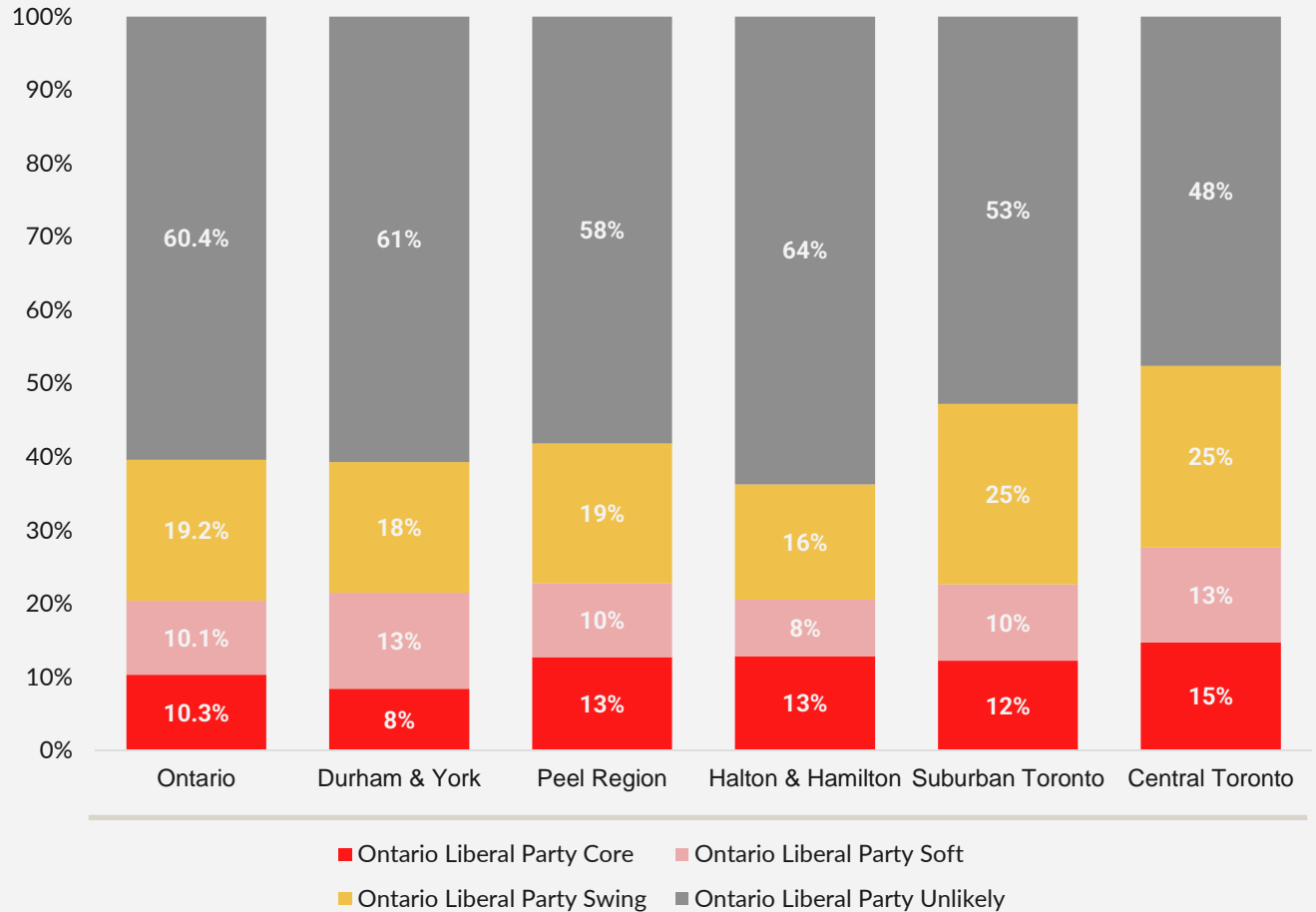


Ontario

COUNSEL

GREATER TORONTO AREA

For Del Duca's Liberals, Toronto represents their biggest opportunity to grow, geographically.

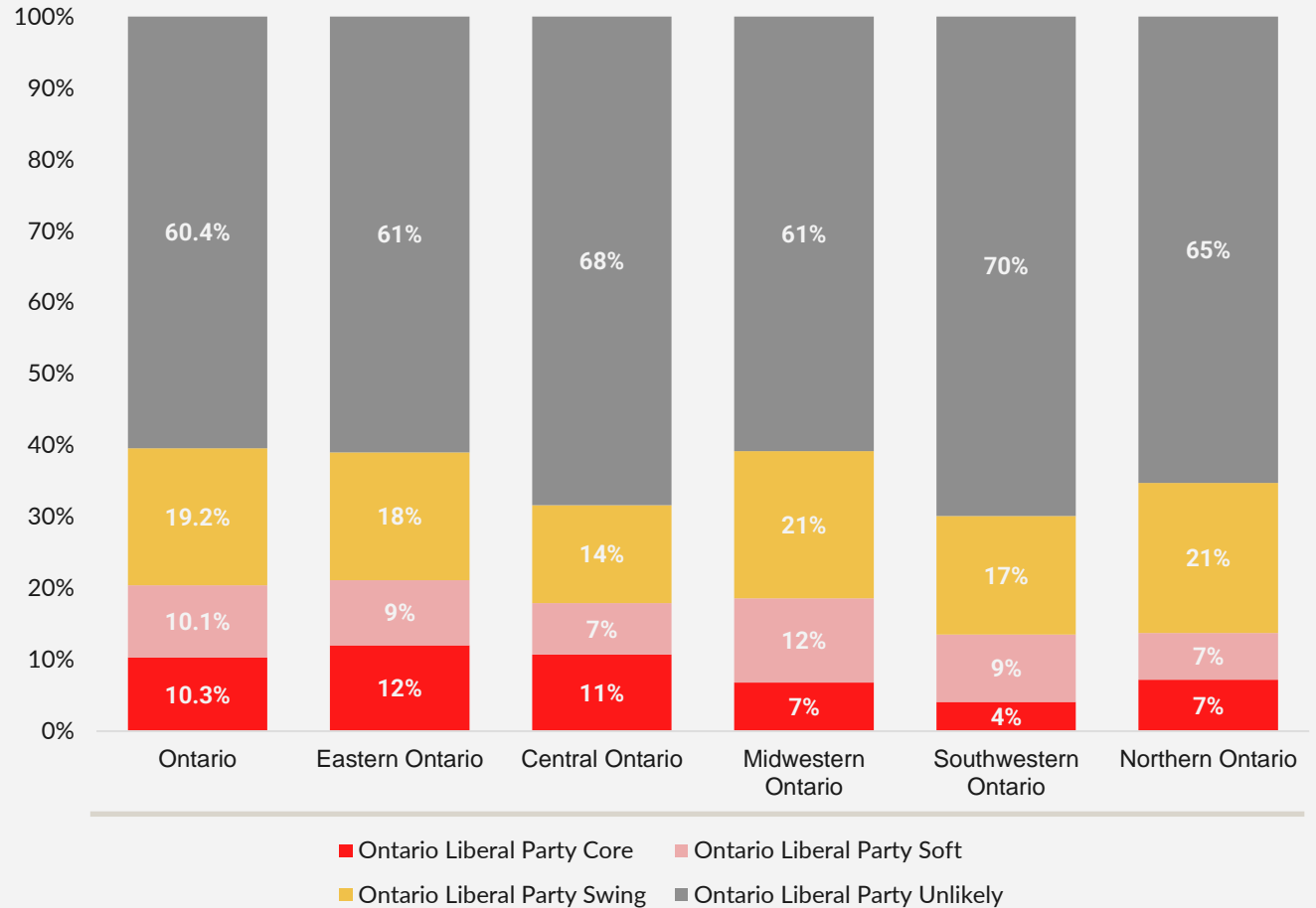


Ontario

COUNSEL

REST OF ONTARIO

Outside of the GTA, Del Duca's Liberals have opportunities to grow in Eastern Ontario, Midwestern Ontario and Northern Ontario.

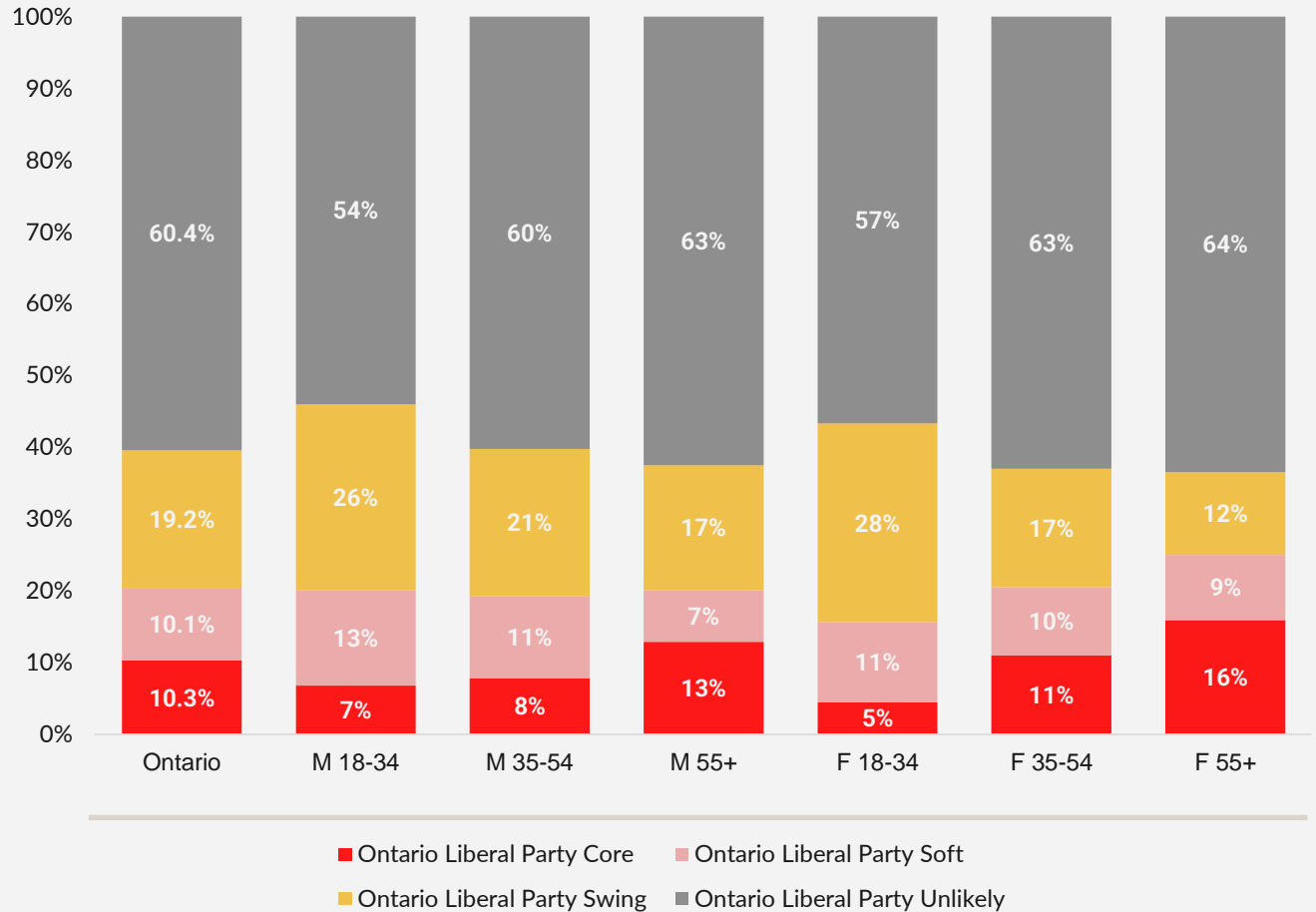


Ontario

COUNSEL

AGE AND BIRTH SEX

Young Ontarians represent a considerable opportunity for growth for Del Duca's Liberals with 26% of young males and 28% of young females being Ontario Liberal swing voters.

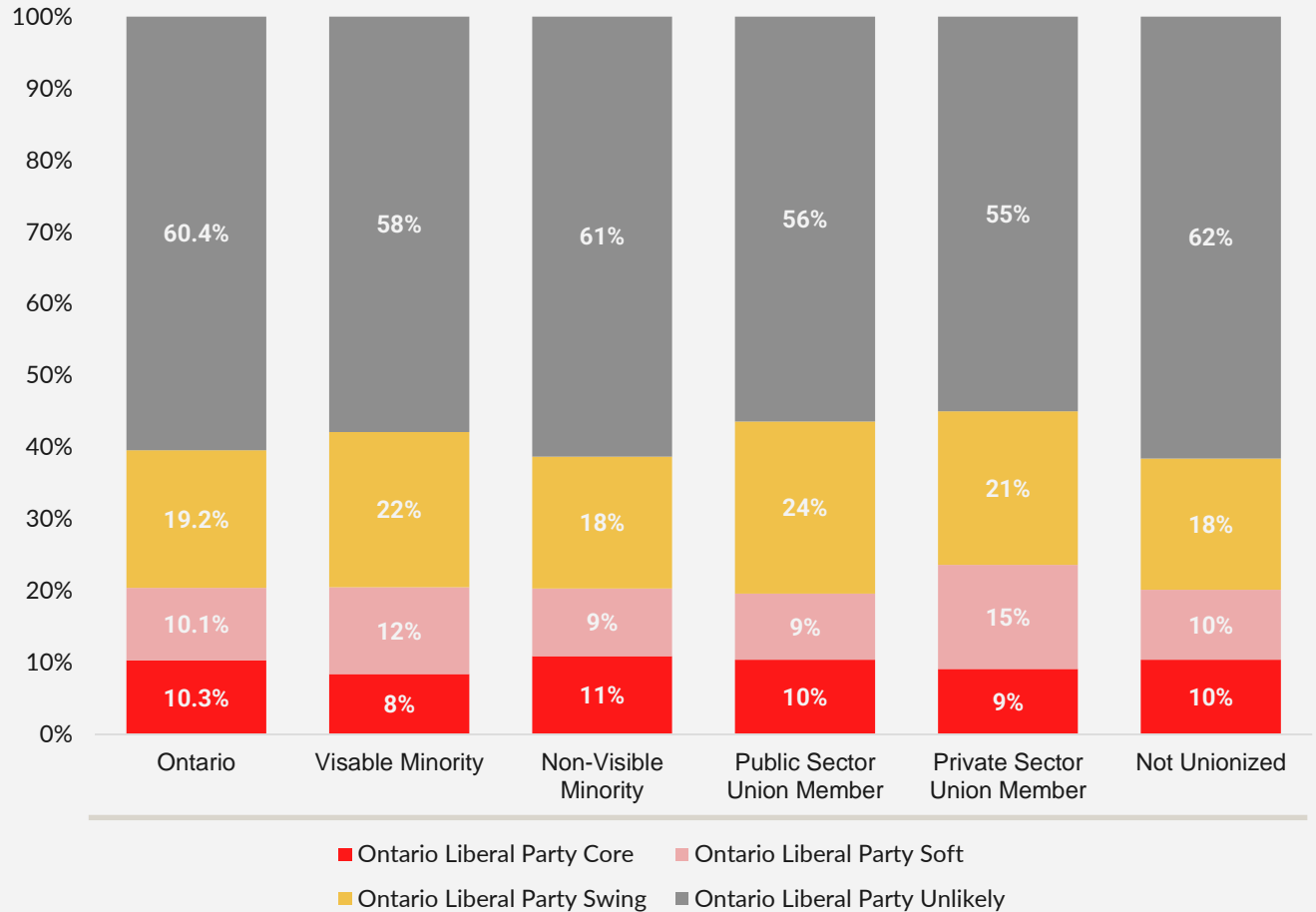


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VISIBLE MINORITY / UNION STATUS

For Del Duca's Liberals, unionized workers and visible minorities are an opportunity to grow.

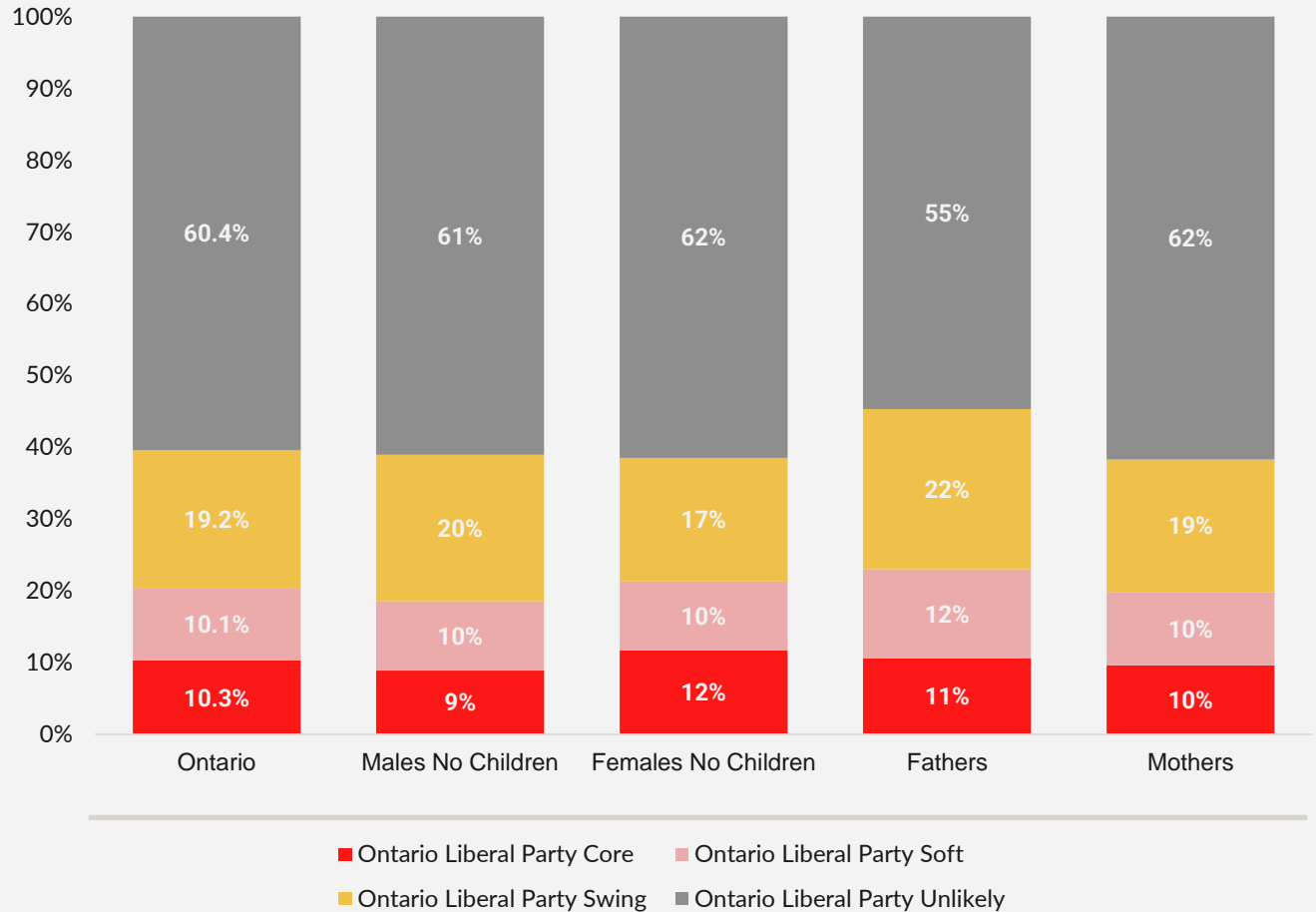


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PARENTS AND NON-PARENTS

22% of fathers in Ontario are considered Ontario Liberal swing voters.



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