JANUARY 2022 ONTARIO POLL: KEY ISSUES

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:

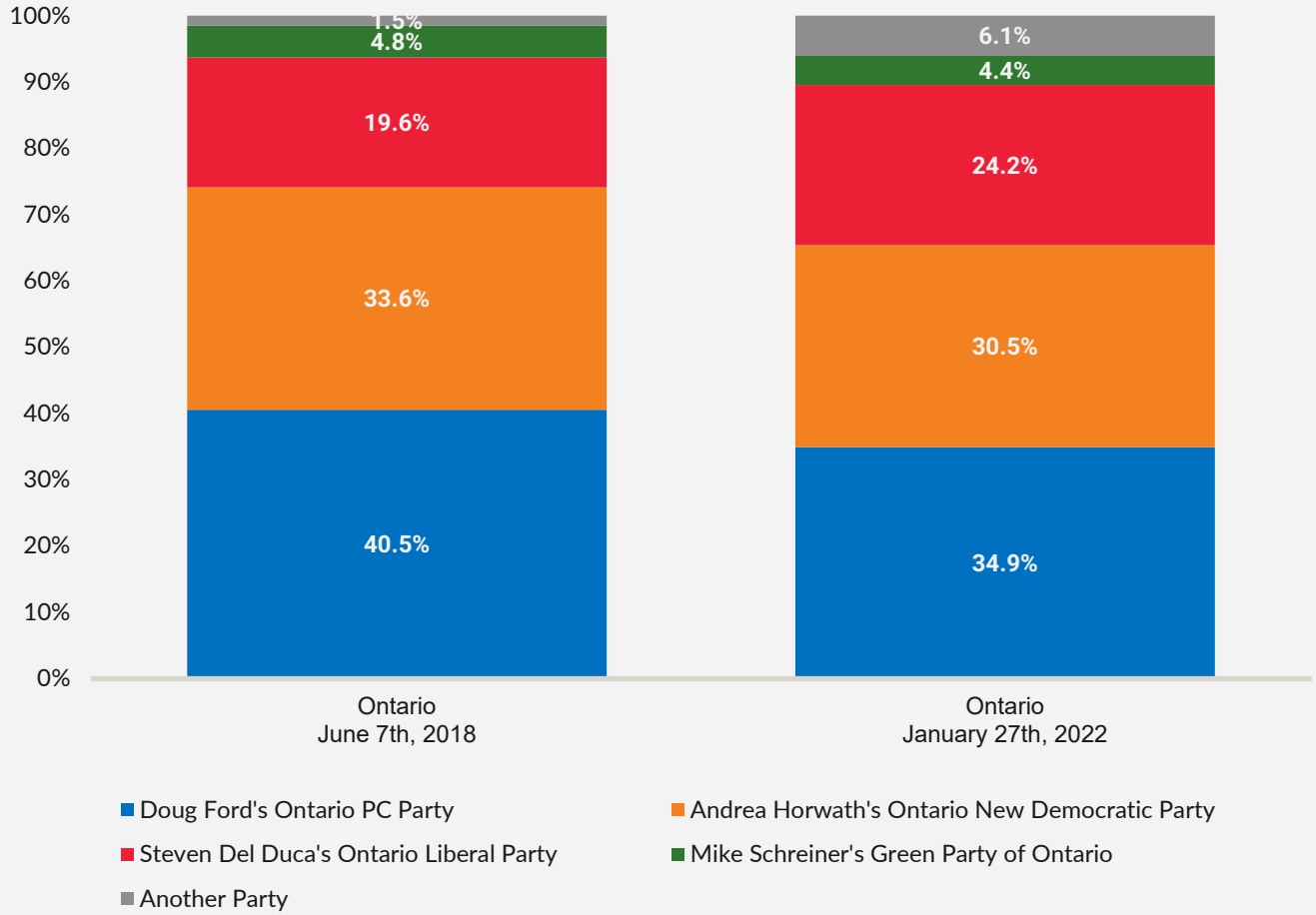
- Age, education, and birth sex according to the 2016 Census.
- 2018 Ontario Election Vote.

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 2018 election.



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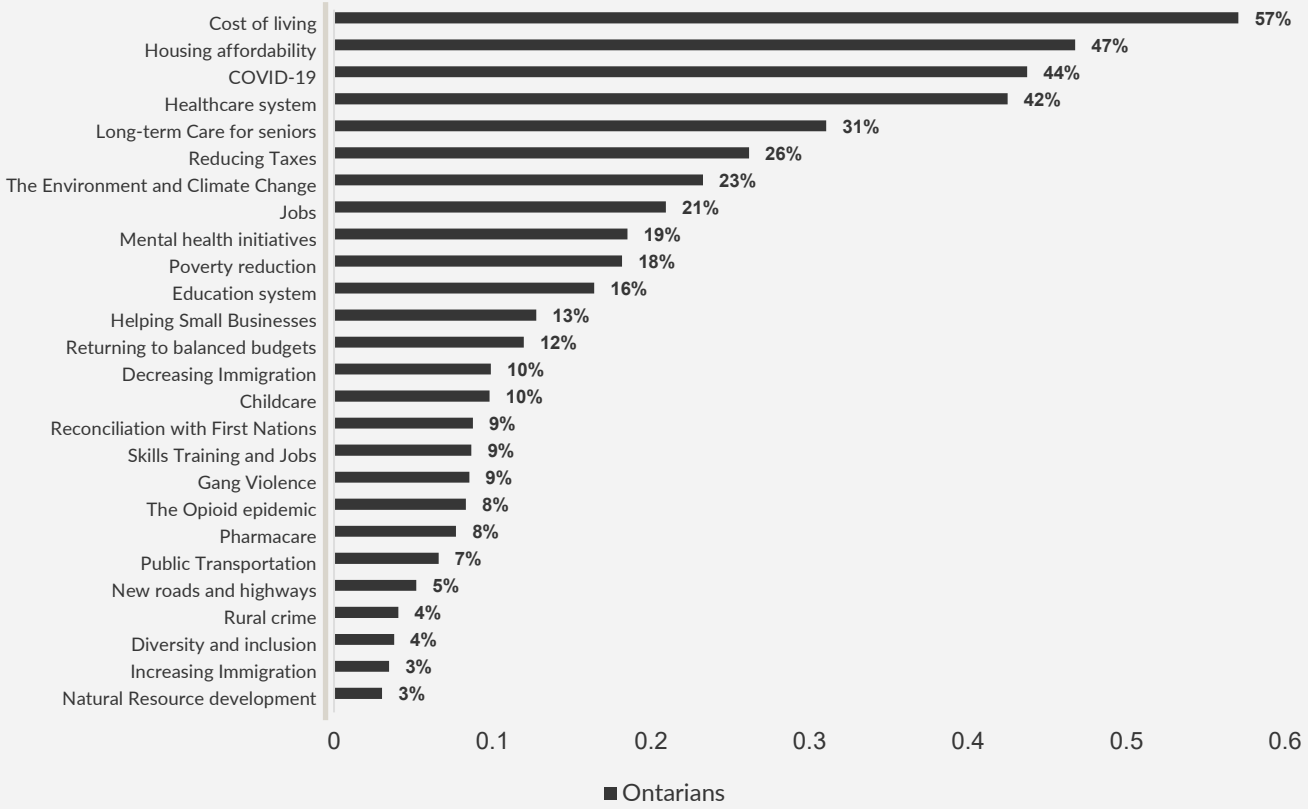
ISSUE IMPORTANCE

Topping the list of issues among Ontarians is cost of living, followed by housing affordability, COVID-19 and the healthcare system.

Q: Below is a list of issues facing Ontarians.
Please select up to five that you feel are the most important issues facing Ontario.



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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.

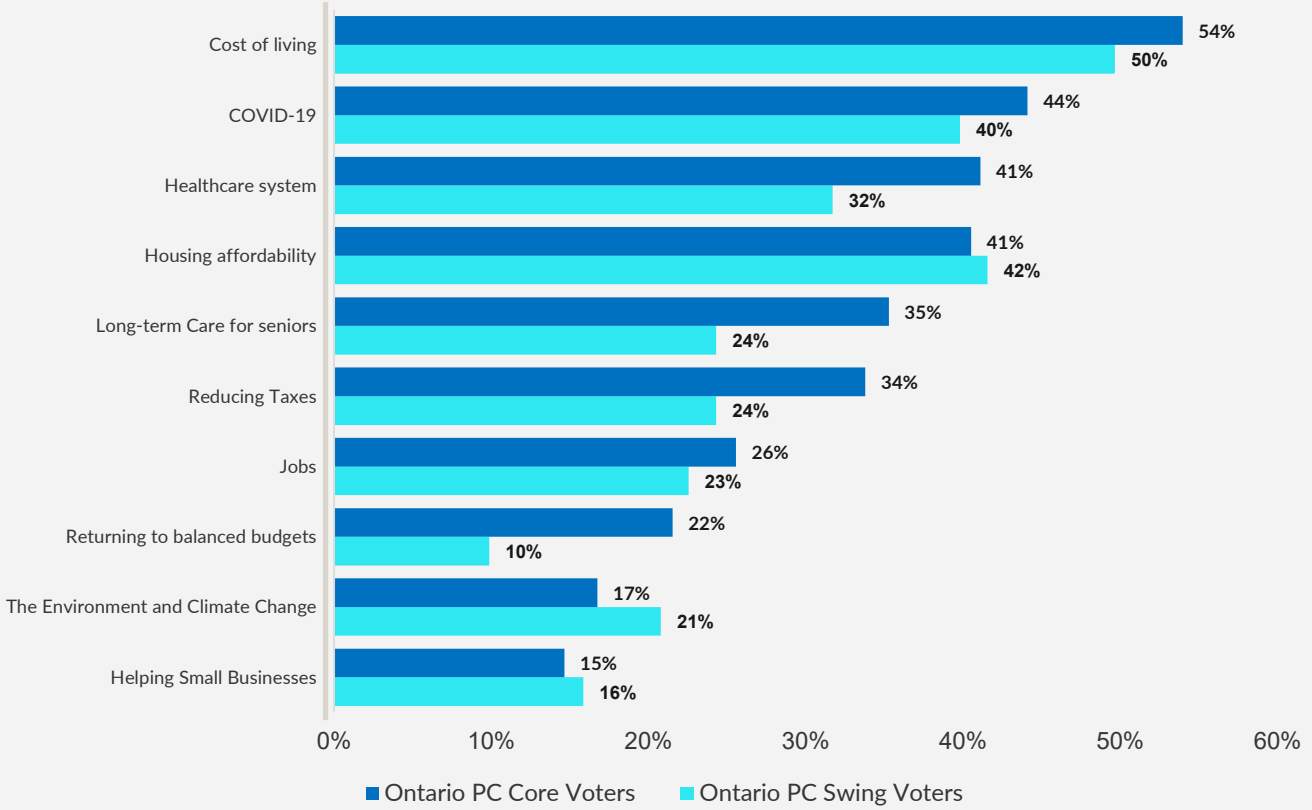
- Swing Voters are the most politically coveted for any party, as they are the most likely to switch and grow the party.

PC ISSUES

Among PC core voters, cost of living is the top issue.

For PC swing voters, less importance is placed on healthcare system, long-term care for seniors, and reducing taxes when compared to PC core voters.

Q: Below is a list of issues facing Ontarians.
Please select up to five that you feel are the most important issues facing Ontario.

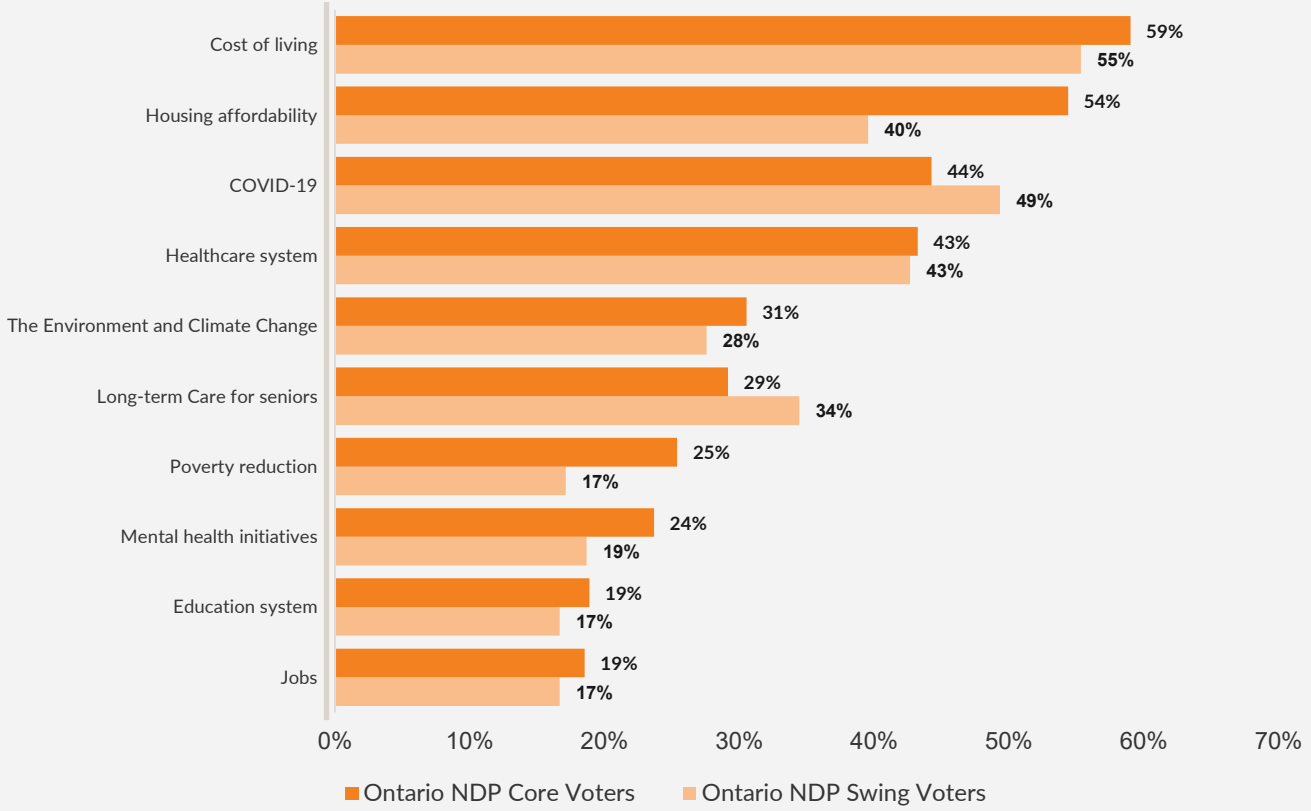


NDP ISSUES

Among NDP core voters, cost of living and housing affordability top the list.

For NDP swing voters, housing affordability is less of an issue than for NDP core voters.

Q: Below is a list of issues facing Ontarians.
Please select up to five that you feel are the most important issues facing Ontario.



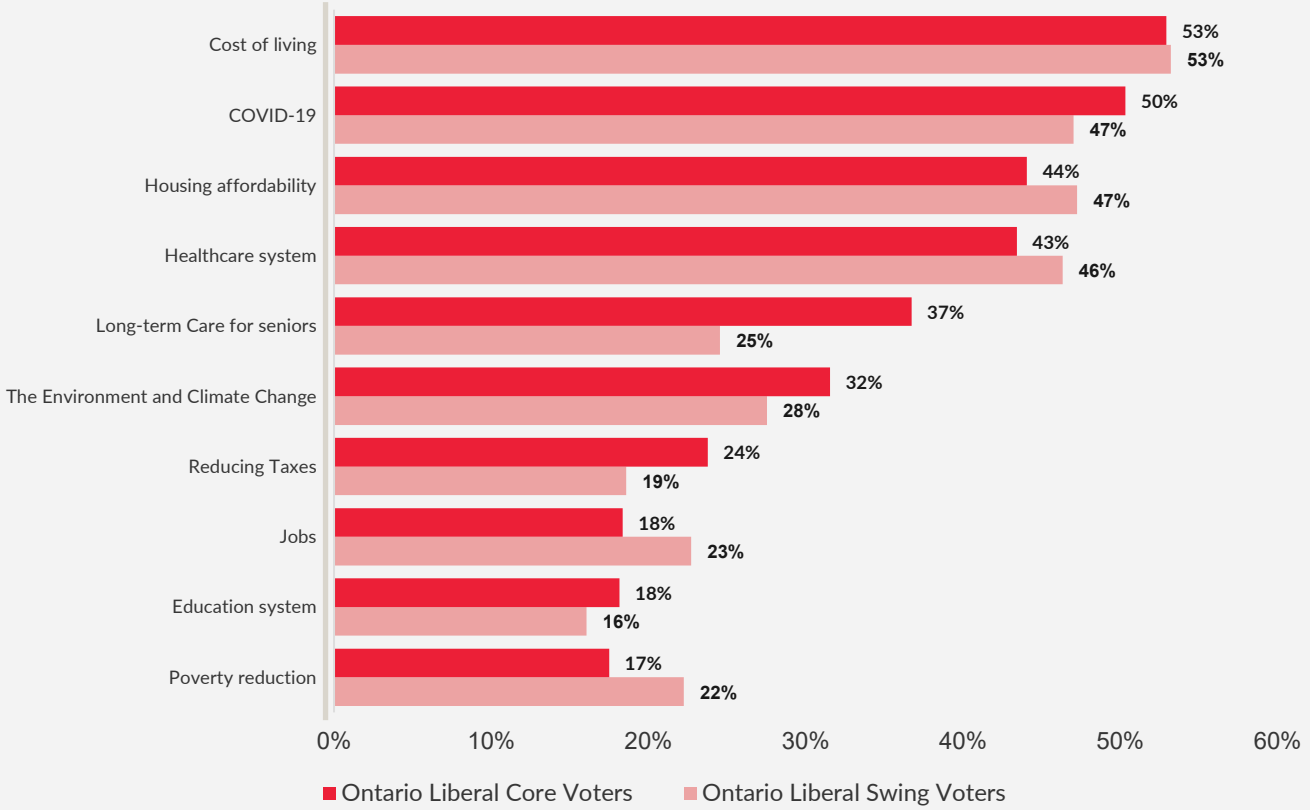
COUNSEL

OLP ISSUES

Like their PC and NDP counterparts, cost of living is the top issue for Ontario Liberal voters.

For Ontario Liberal Swing voters, long term care is less important of an issue than it is for their core voters.

Q: Below is a list of issues facing Ontarians.
Please select up to five that you feel are the most important issues facing Ontario.



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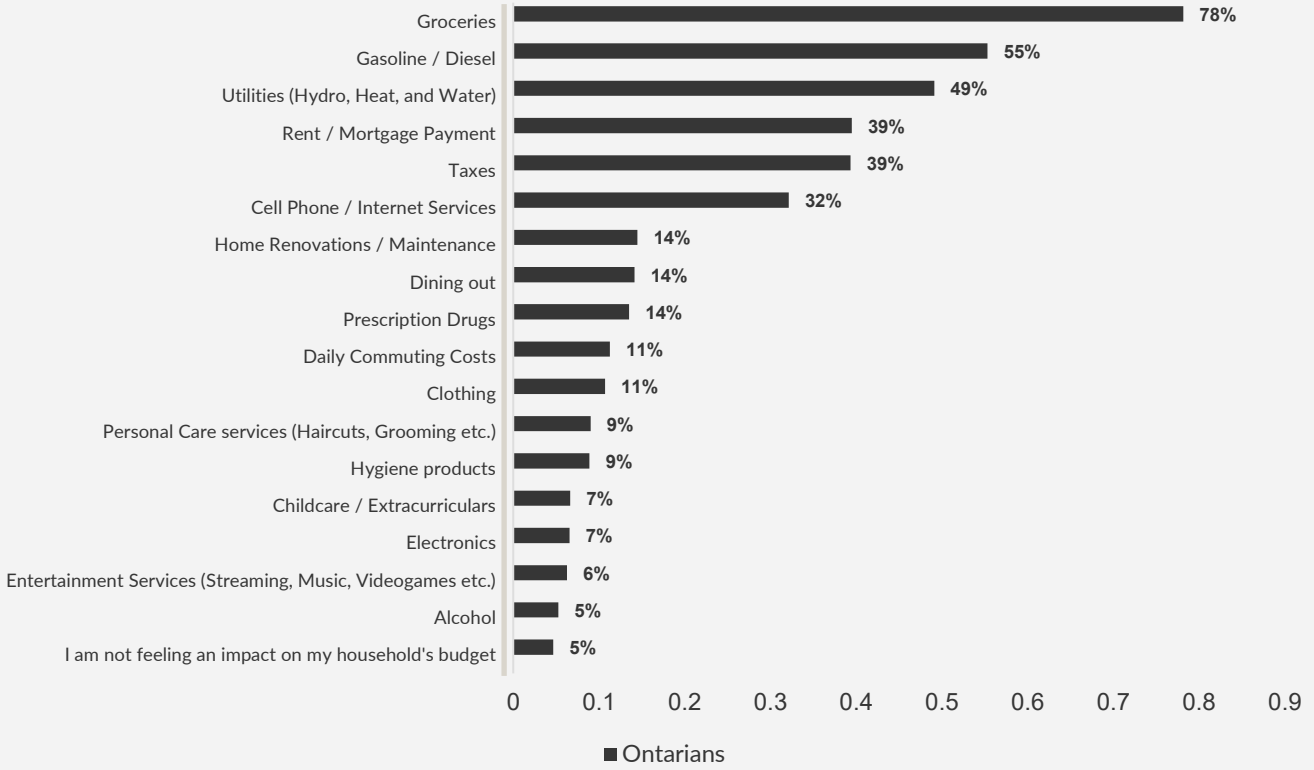
INFLATION

78% of Ontarians indicated that groceries are in their top five expenses where they are feeling inflation.

Q: Currently, Canada's annual inflation rate is 4.8%.
From the list below, please select up to five expenses where you are feeling the most impact on your household's budget.



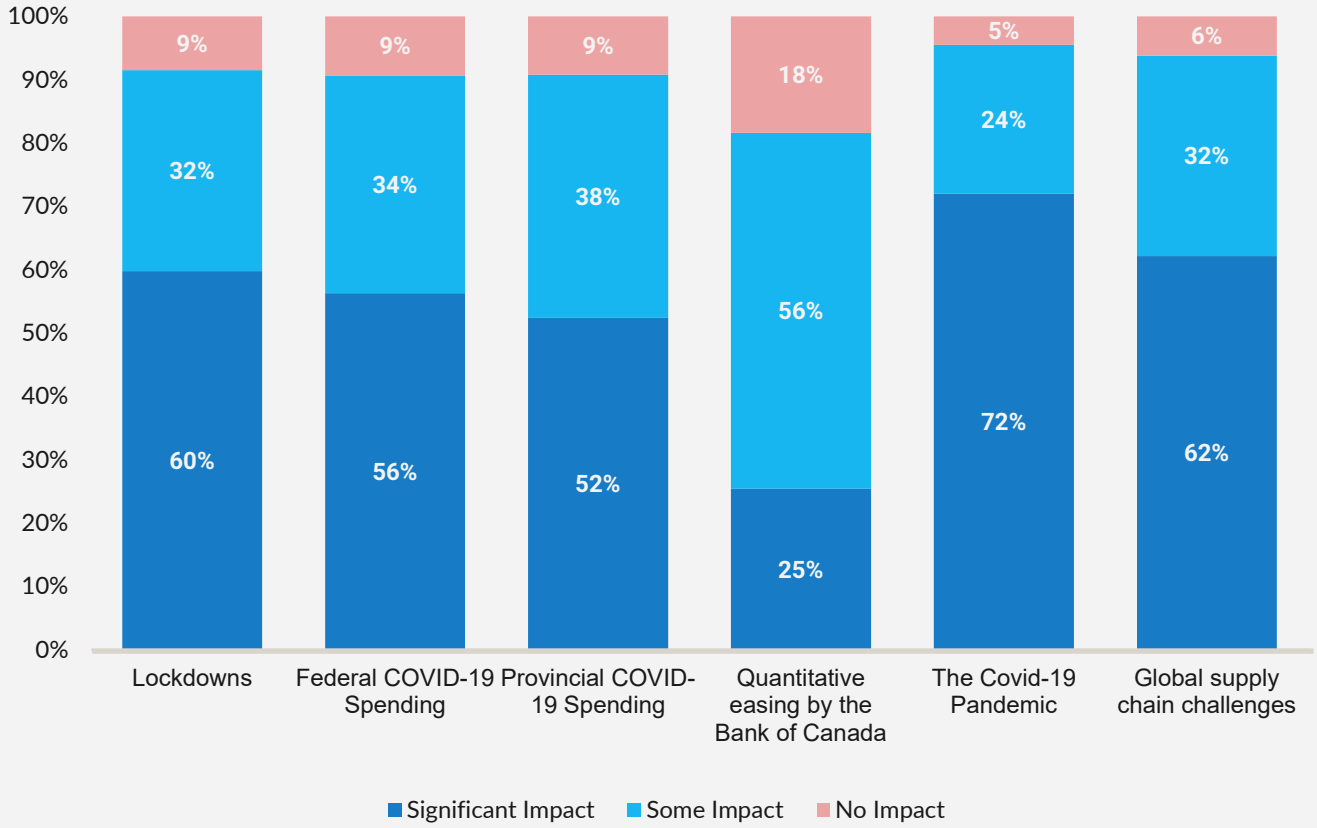
COUNSEL

INFLATION

COVID-19 and global supply chain challenges are viewed as having the most impact on inflation.

Government lockdowns and spending are viewed as having an impact by 91% of Ontarians.

Q: Thinking about inflation, please indicate how much impact you feel each of the following has had on increased inflation.



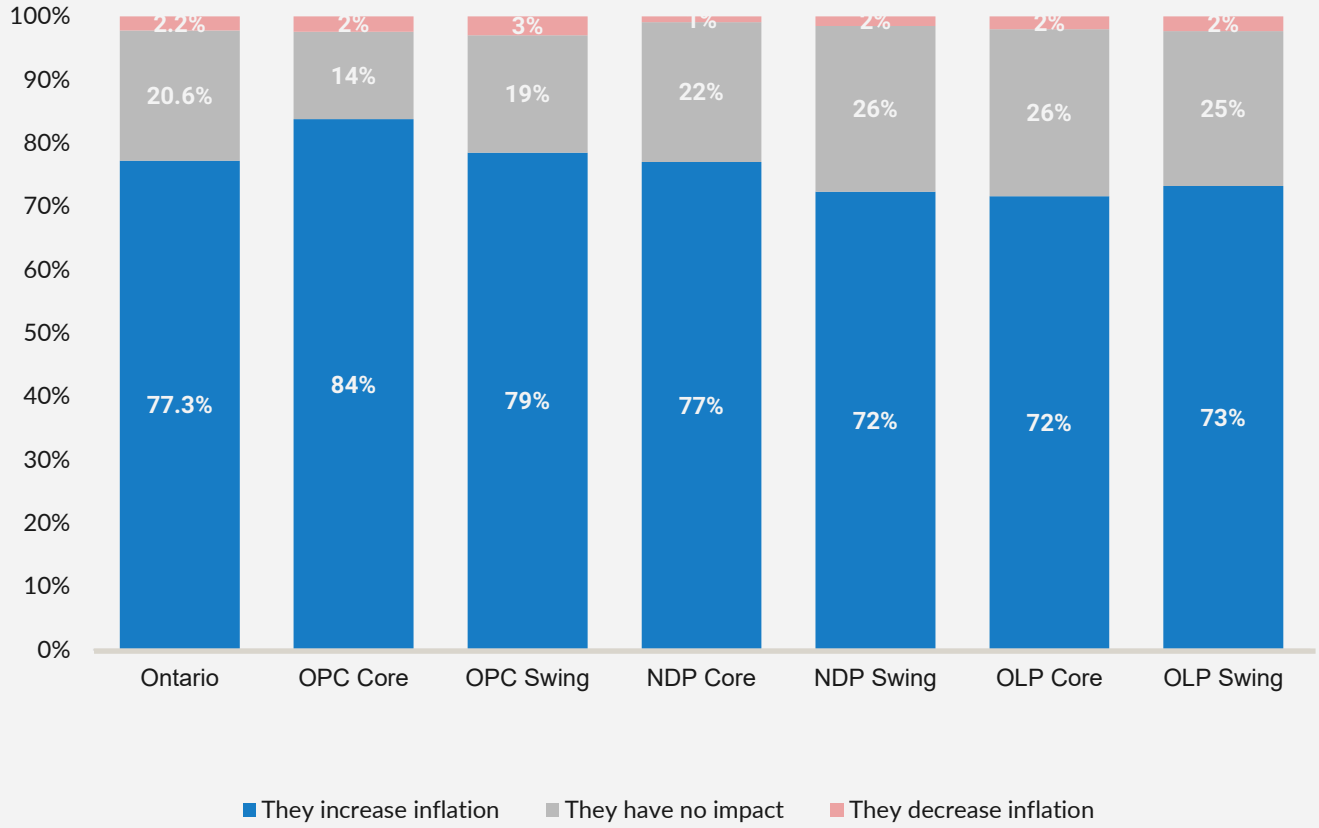
COUNSEL

INFLATION

Broad agreement that government fiscal policy increases inflation.

Consistency among voter classifications indicate this thinking is not linked to political affiliation.

Q: What overall impact, if any, do you feel the government's spending, deficits and taxation policies have had on inflation?

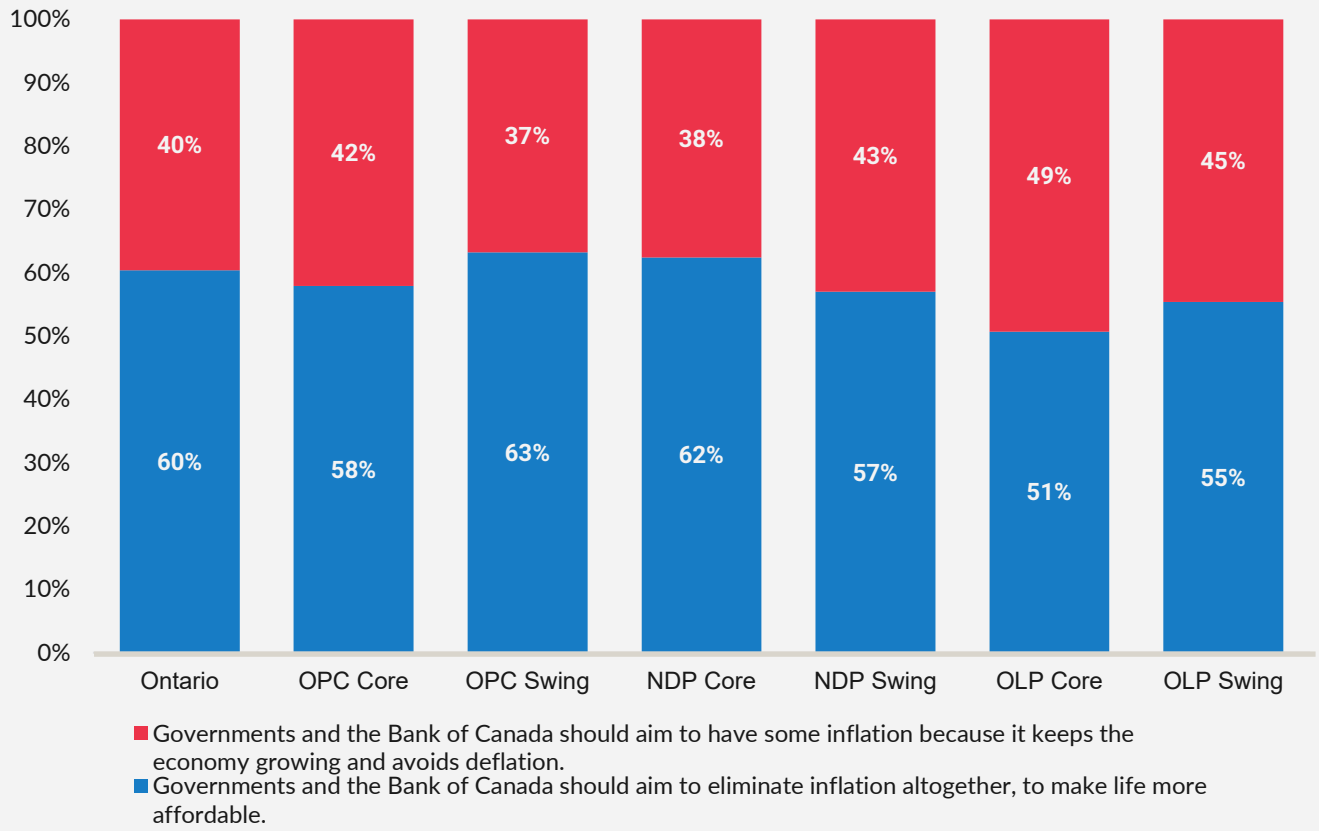


COUNSEL

INFLATION

When given the choice between modest inflation and zero inflation, Ontarians are split, with 60% indicating they would rather eliminate inflation altogether.

Q: Which of the following statements concerning inflation do you agree with more?



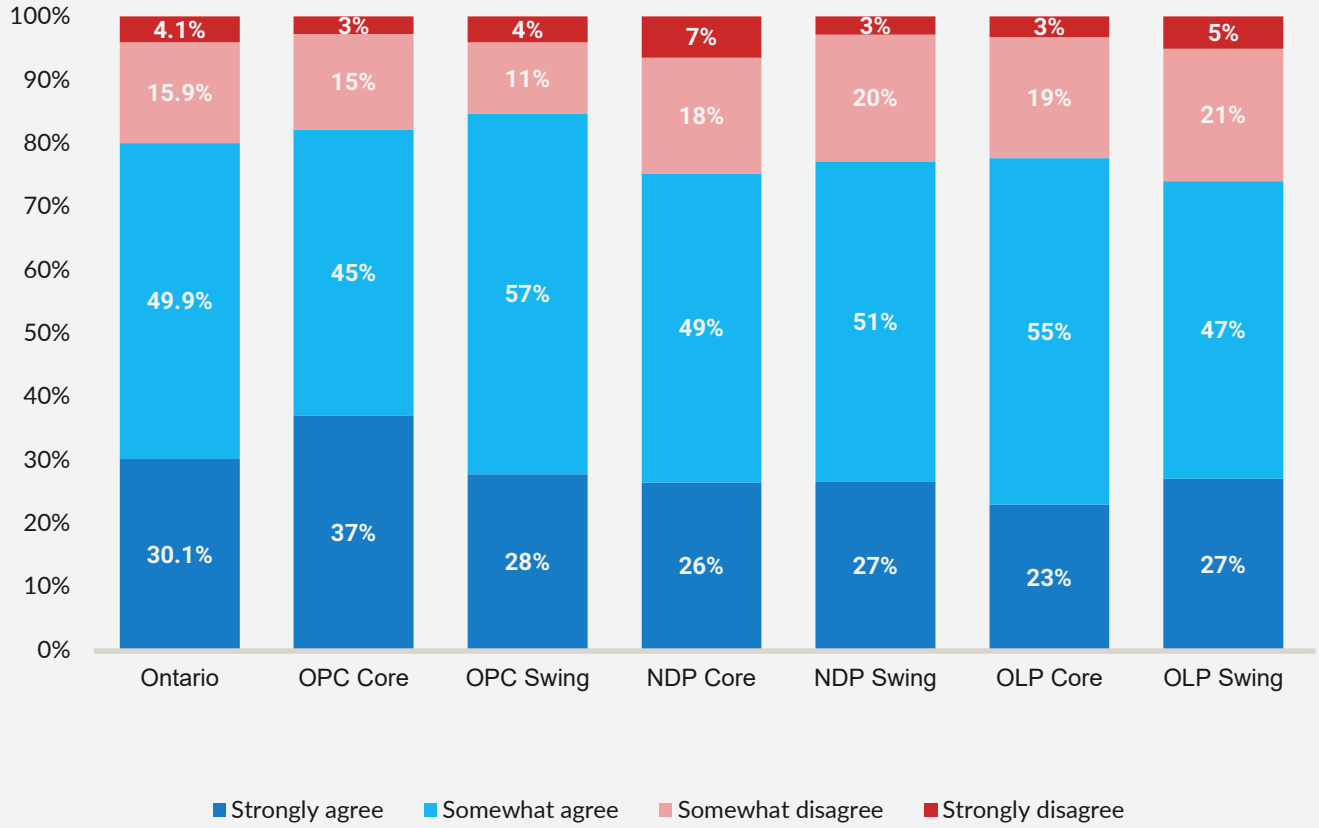
COUNSEL

INFLATION

80% believe inflation is an invisible tax.

Consistency among voter classifications indicate this thinking is not linked to political affiliation.

Q: Inflation is really an invisible tax, because the government prints money to spend, which increases prices for consumers.

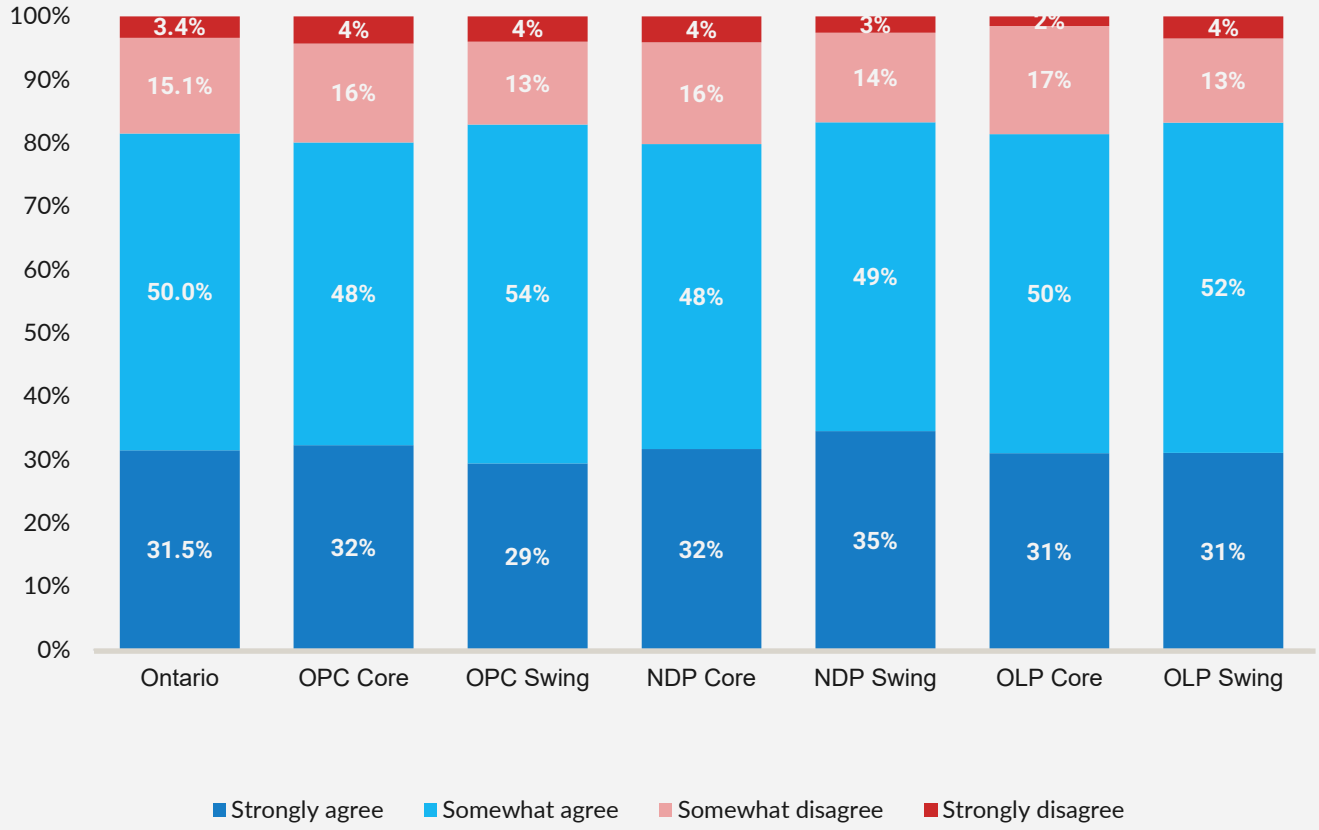


COUNSEL

INFLATION

81.5% of Ontarians are concerned about the current labour shortage.

Q: I am concerned about the current labour shortage.



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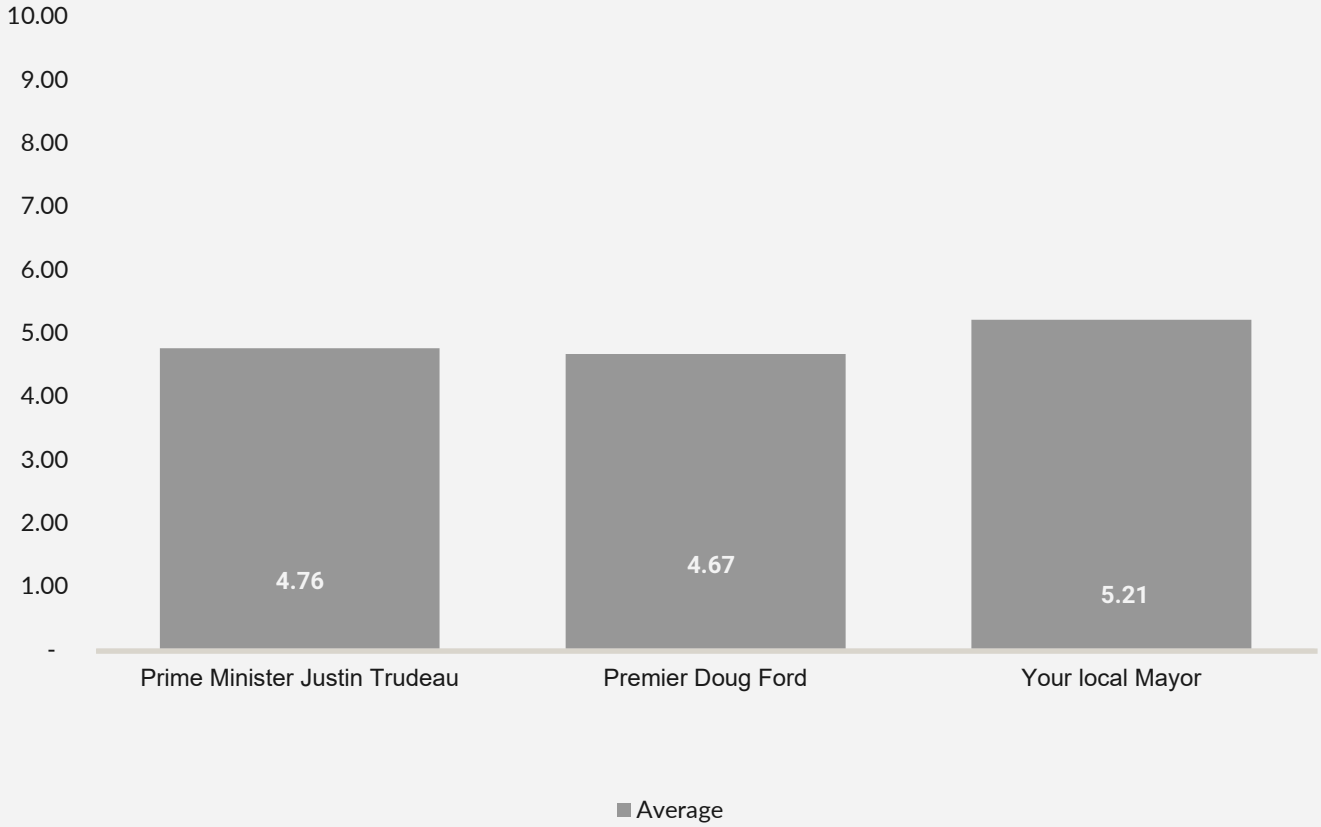
PANDEMIC

On pandemic performance, local leadership scored better than provincial and federal leadership.

Q: On a scale from zero to 10, with zero being completely mismanaged and 10 being extremely well-managed, how would you rate _____'s management of the COVID-19 Pandemic.

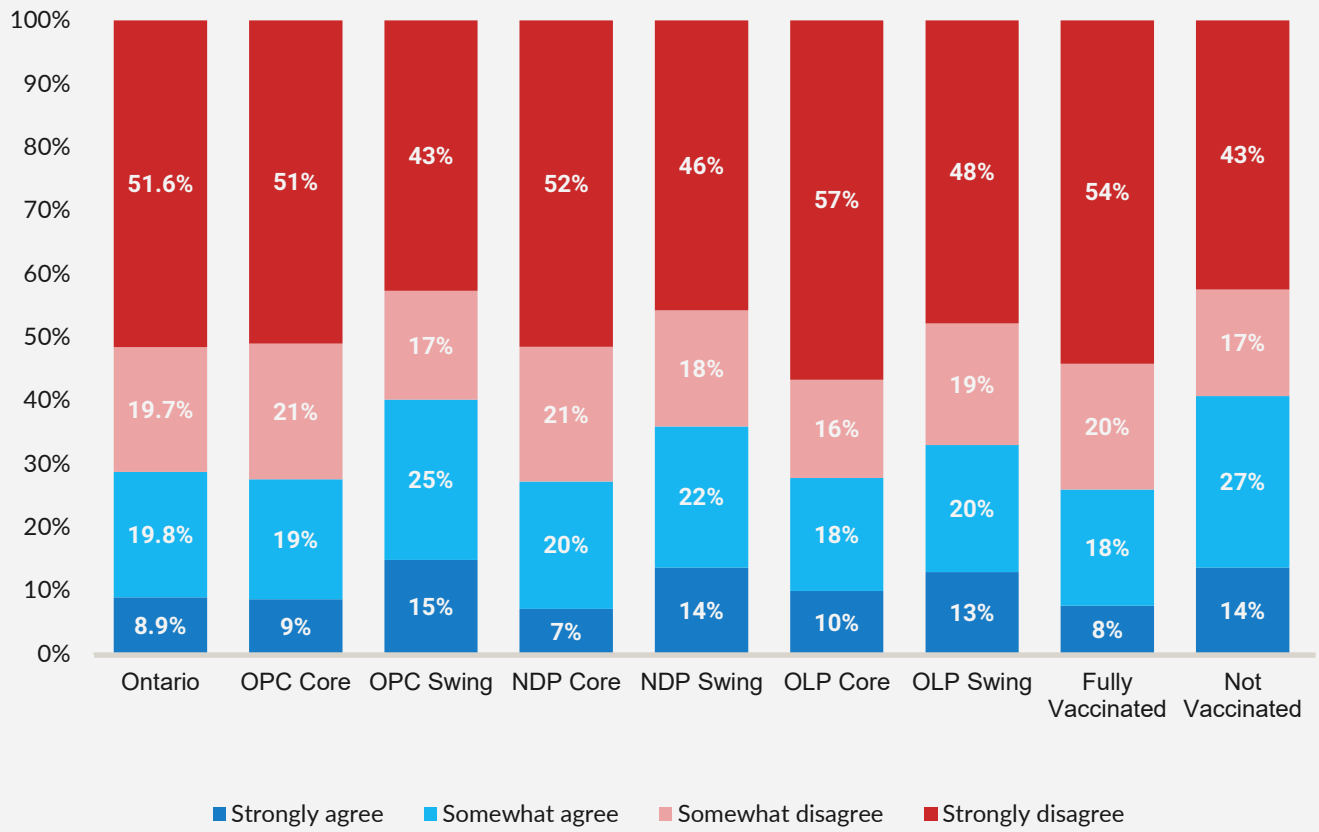


PANDEMIC

Nearly 30% indicate that their relationship with a family member has suffered because of disagreements on vaccines.

Among non-vaccinated, that number increases to 41%.

Q: My relationship with a family member has suffered,
Because we disagree on vaccines.



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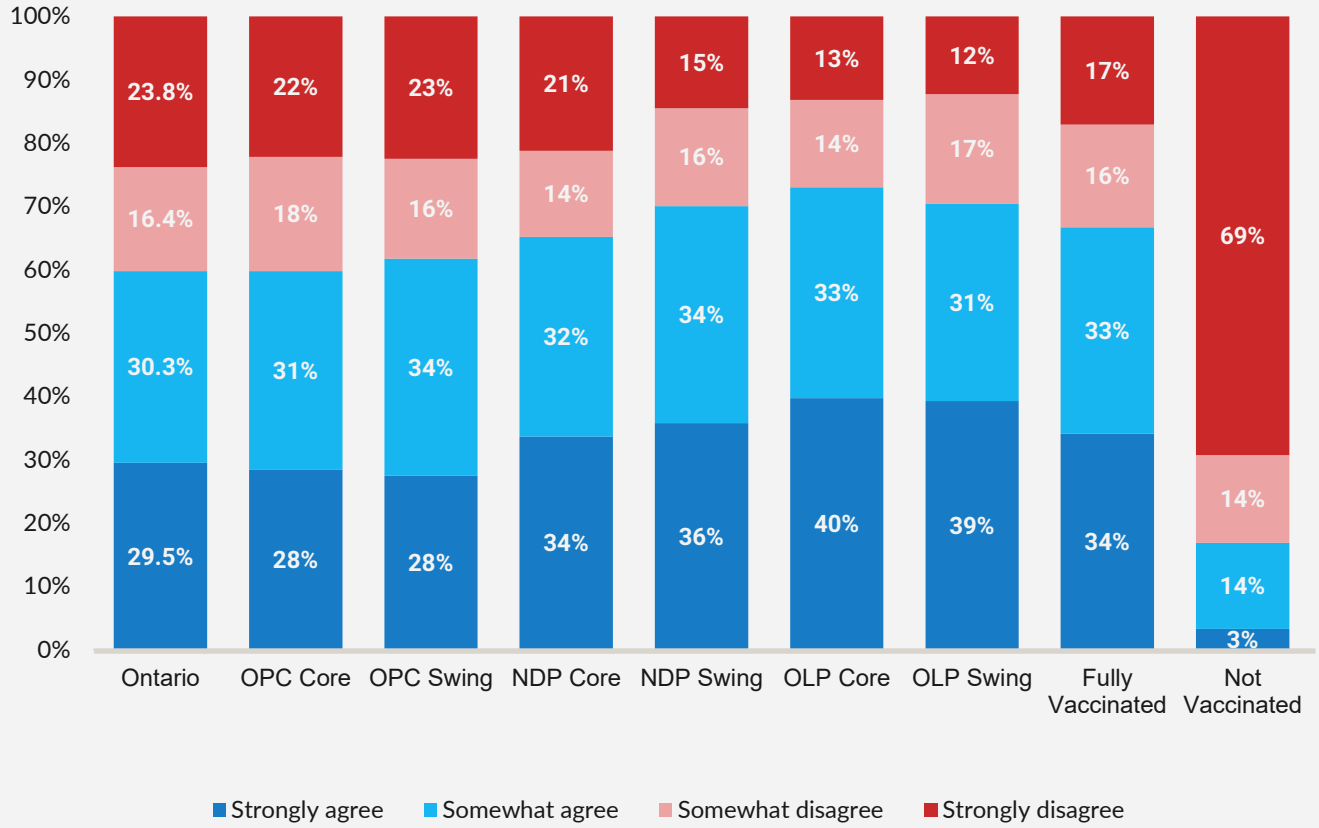
COUNSEL

PANDEMIC

60% of Ontarians support employers having the ability to terminate unvaccinated employees.

Agreement is highest among Ontario Liberal supporters at 73%.

Q: If an employee refuses to be vaccinated, their employer should have the ability to terminate their employment.



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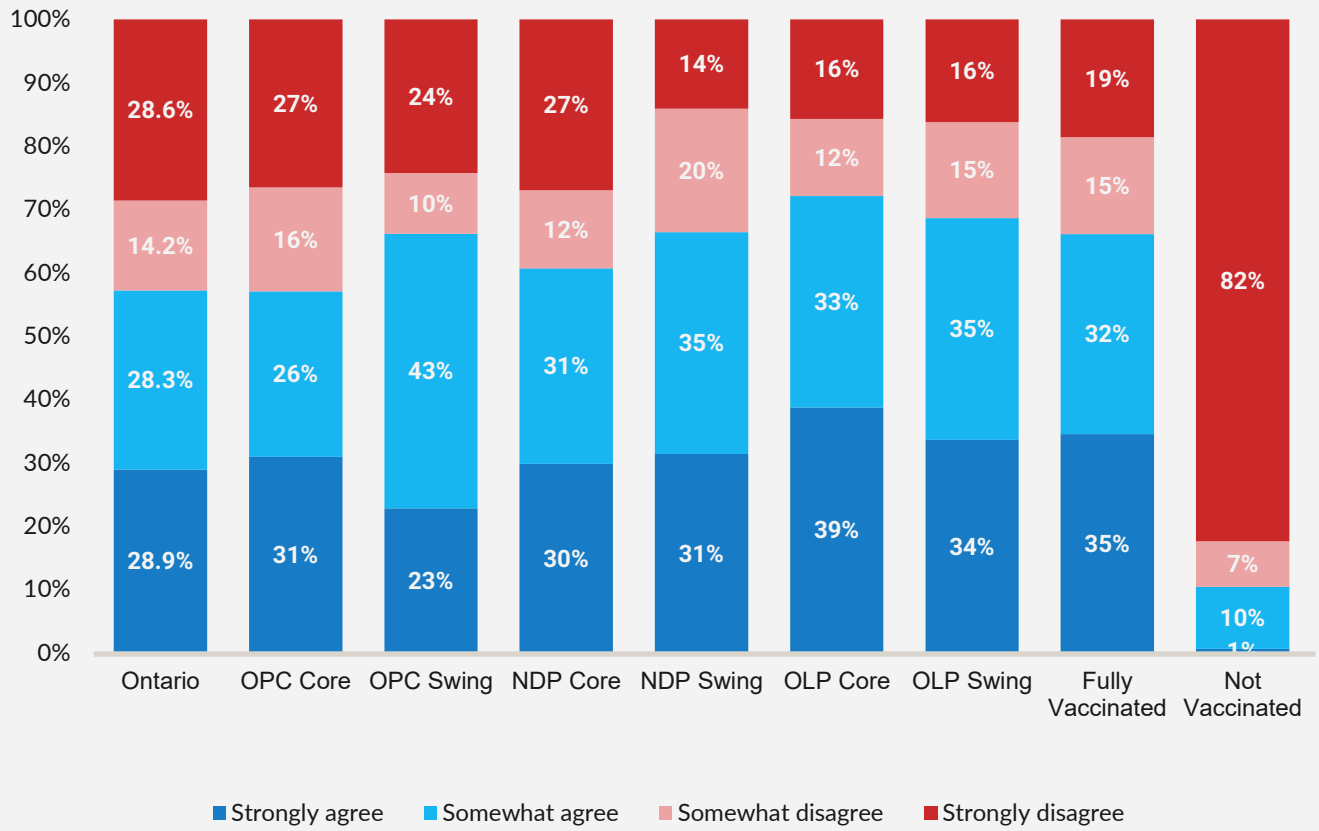
PANDEMIC

57% of Ontarians support taxing the unvaccinated.

This includes 66% of Ontario PC swing voters.

Support remains highest among Ontario Liberal voters.

Q: Those who choose to remain unvaccinated should be forced to pay additional taxes.



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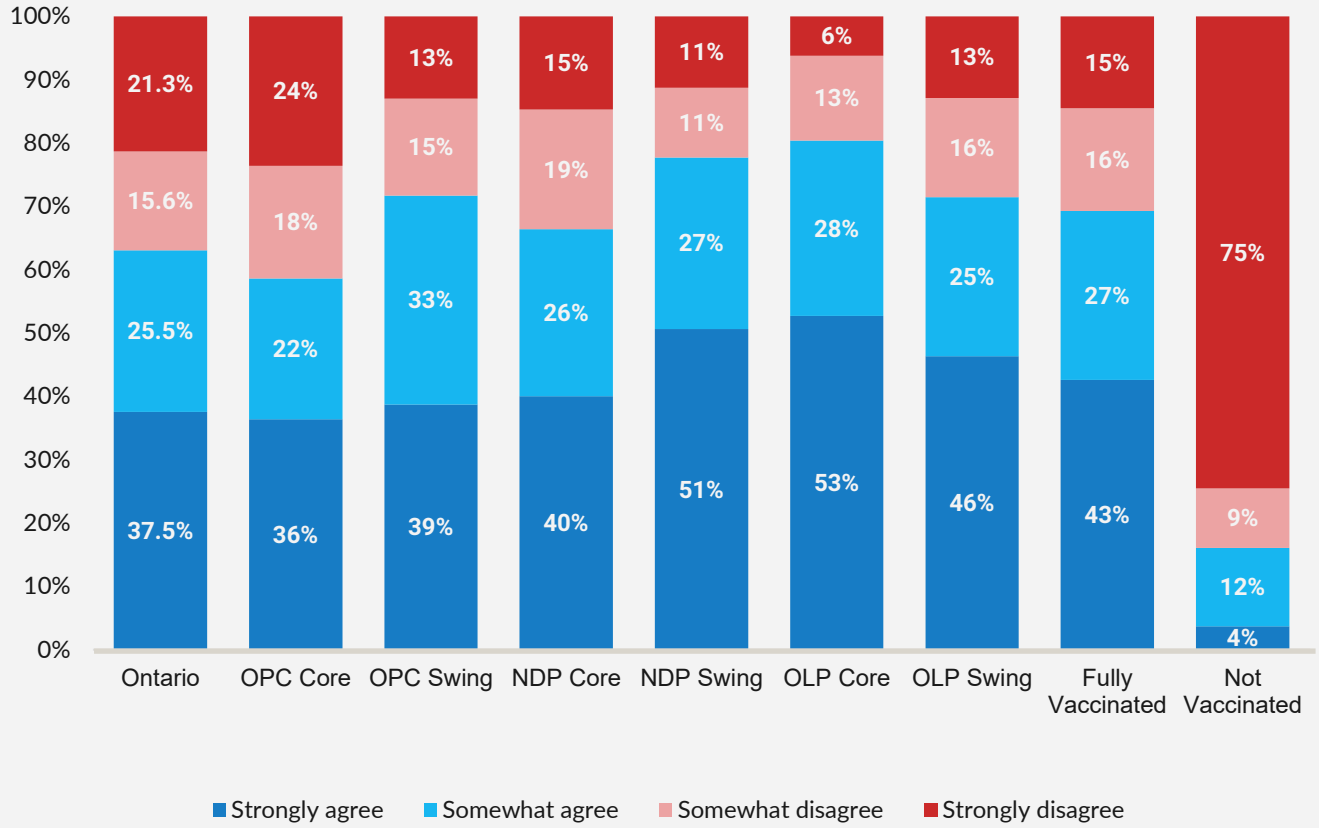
COUNSEL

PANDEMIC

When asked about vaccine taxes and using the money to support healthcare resources, support increases to 63% province wide.

Q: Those who choose to remain unvaccinated should be forced to pay additional taxes, and that money should be used to financially support healthcare resources like hospitals.



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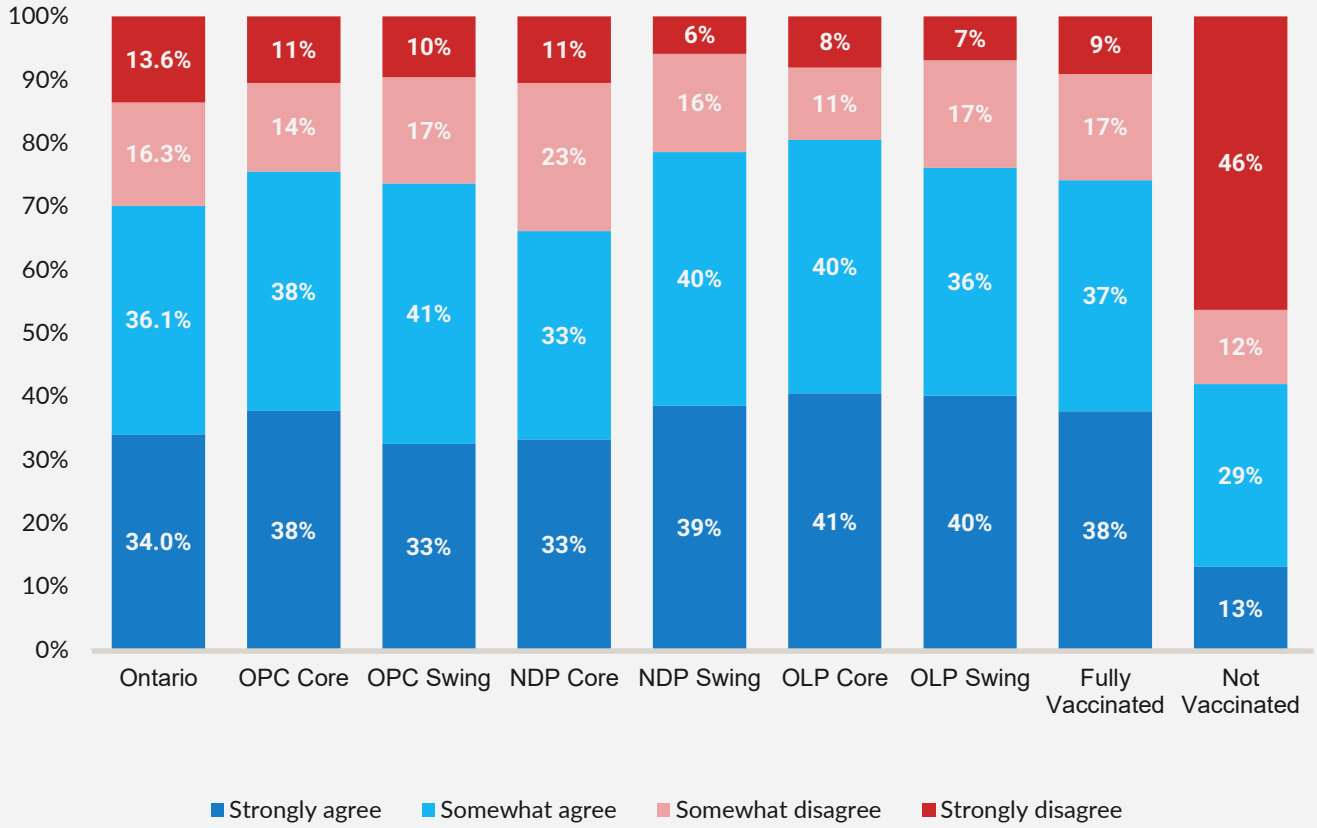
COUNSEL

PANDEMIC

On lockdown measures, 70% support limiting indoor gatherings to 10 people or less.

This includes 42% of those who are unvaccinated.

Q: Thinking of recent lockdown measures introduced by Doug Ford's Government, Please indicate if you agree or disagree with them: Limiting indoor gatherings to 10 people or less.



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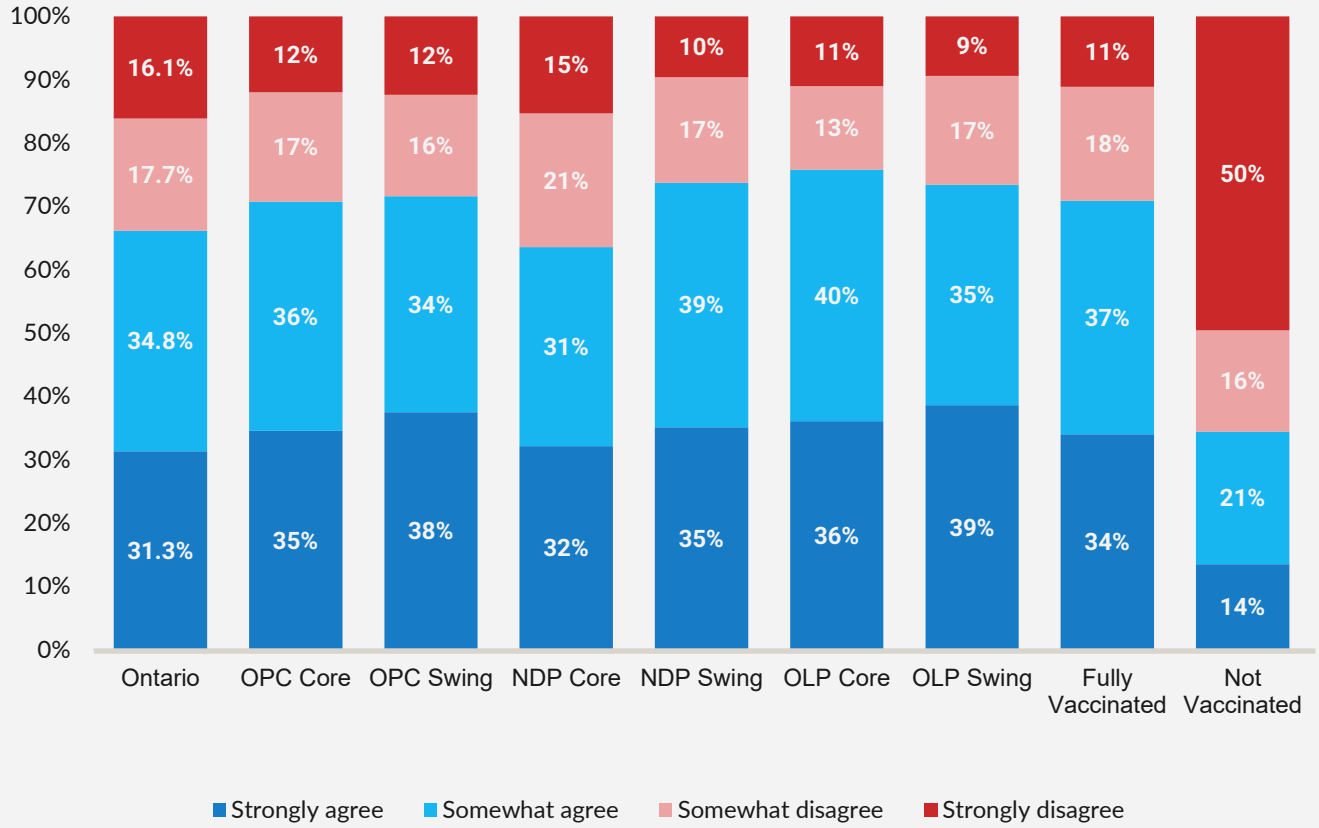
PANDEMIC

Lower support for limiting outdoor gatherings.

Q: Thinking of recent lockdown measures introduced by Doug Ford's Government, Please indicate if you agree or disagree with them: Limiting outdoor gatherings to 25 people or less.



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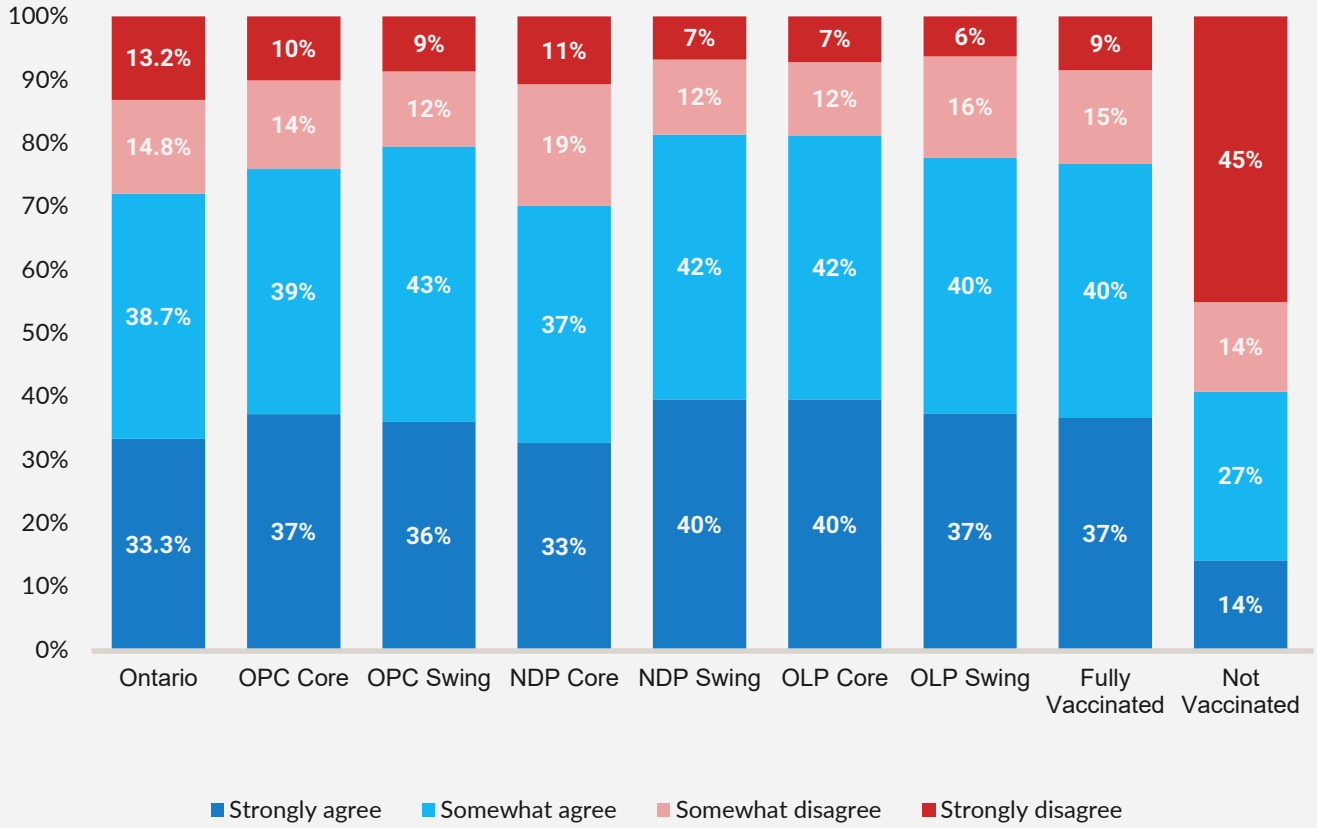
COUNSEL

PANDEMIC

Restricting retail store capacity is supported by 72% of Ontarians.

Including 41% of those who are unvaccinated.

Q: Thinking of recent lockdown measures introduced by Doug Ford's Government, Please indicate if you agree or disagree with them: Restricting capacity of retail stores to 50%.

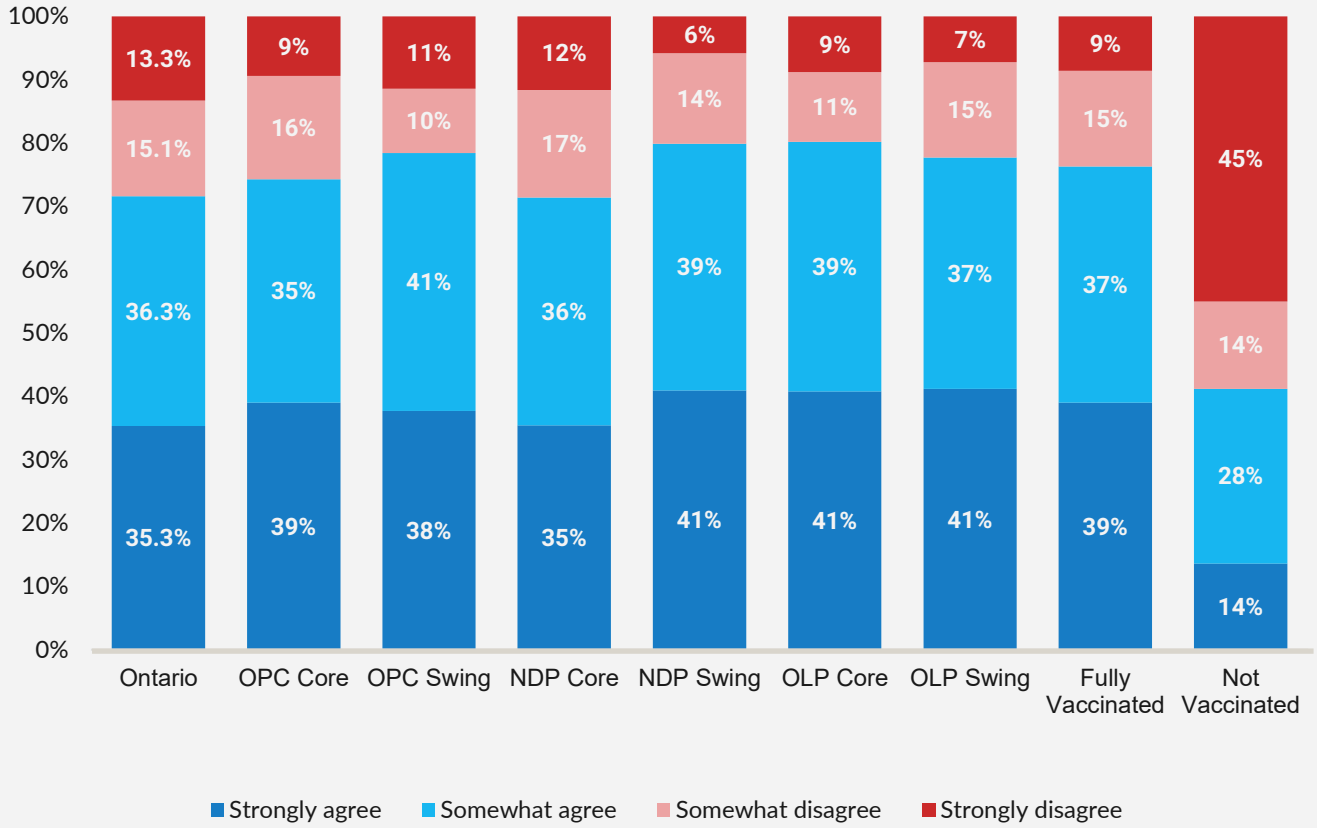


COUNSEL

PANDEMIC

Restrictions on indoor dining capacity are also popular, with 71.6% of Ontarians supporting them.

Q: Thinking of recent lockdown measures introduced by Doug Ford's Government, Please indicate if you agree or disagree with them: Restricting indoor dining to 50% capacity.



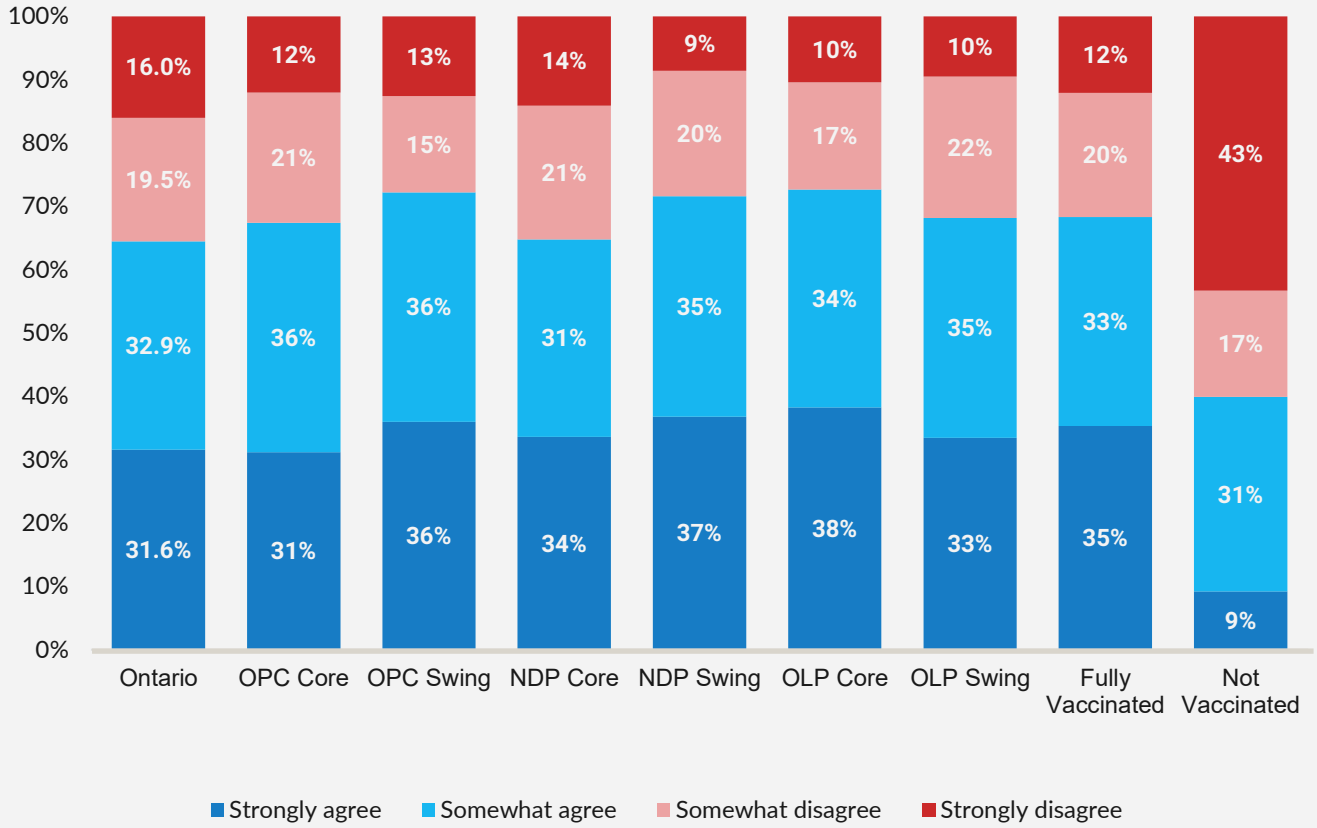
COUNSEL

PANDEMIC

Closing indoor recreation spaces is also supported by 64.5% of Ontarians.

Including 40% of those who are unvaccinated.

Q: Thinking of recent lockdown measures introduced by Doug Ford's Government, Please indicate if you agree or disagree with them: Closing indoor recreation spaces.



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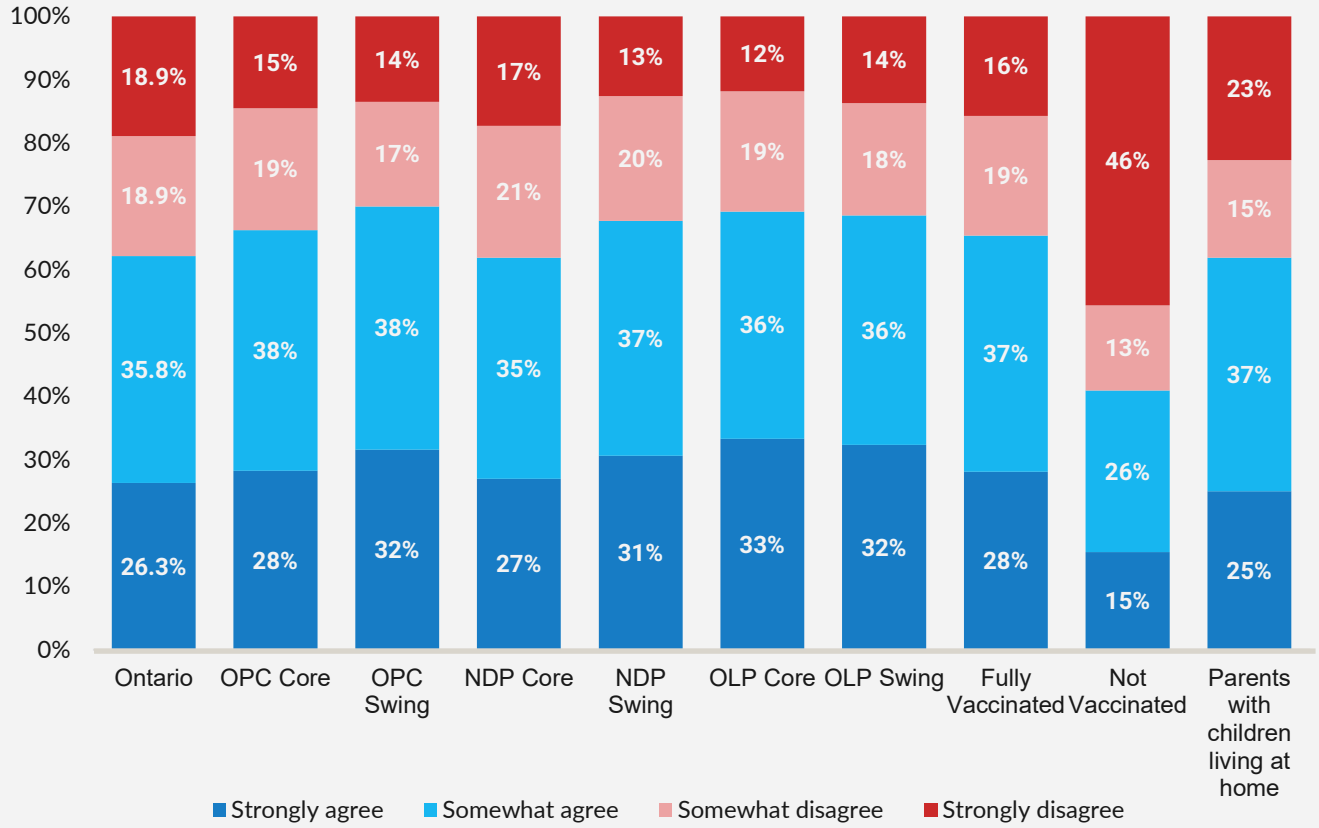
COUNSEL

PANDEMIC

Online learning is supported by 62.1% of Ontarians, including 62% of parents who have children living at home.

Q: Thinking of recent lockdown measures introduced by Doug Ford's Government, Please indicate if you agree or disagree with them: Mandating online learning for students.



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