

# JANUARY 2022 ONTARIO POLL

Prepared by  
Counsel Public Affairs Inc.



Ontario

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## METHODOLOGY



2,273 Ontarians were surveyed between January 21<sup>st</sup> and January 23<sup>rd</sup>, 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:

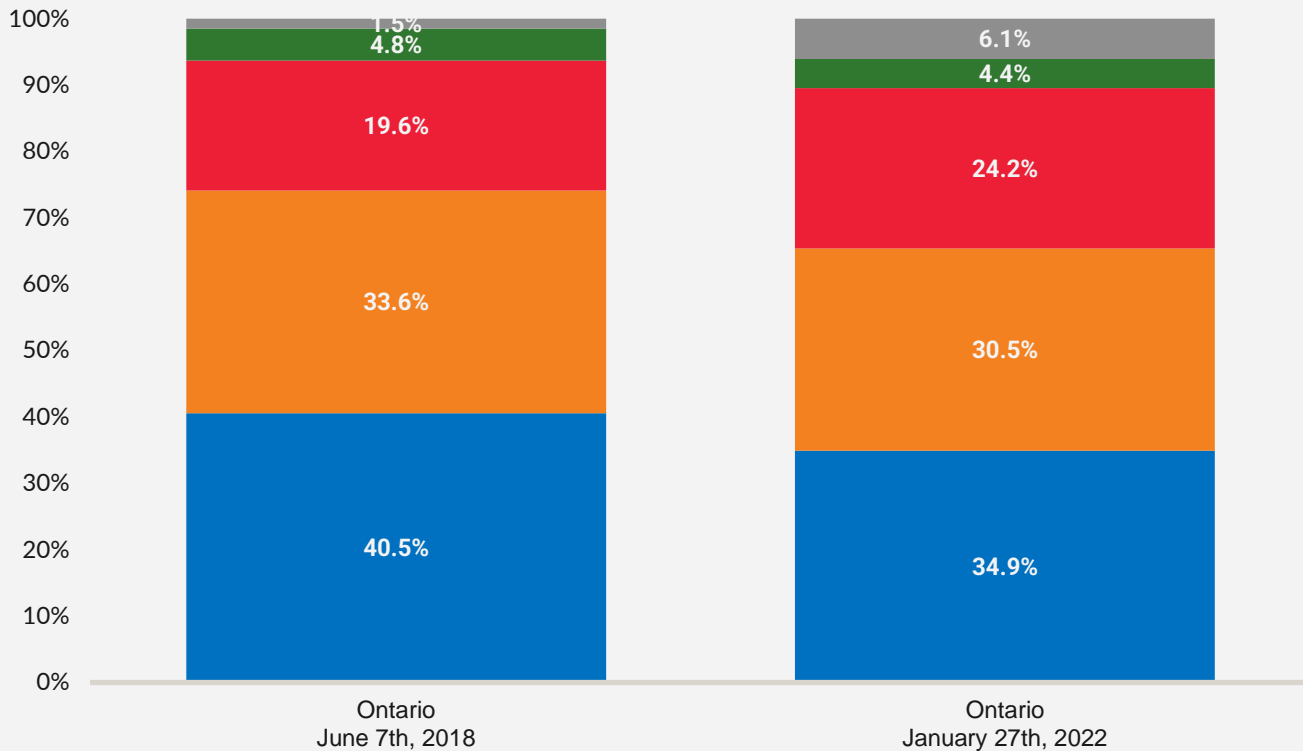
- Age, Education and birth sex according to the 2016 Census.
- 2018 Ontario Election Vote.

## ONTARIO DECIDED + LEANING

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

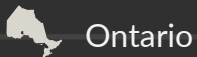
Horwath's NDP have lost three points since the 2018 election.

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



- 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



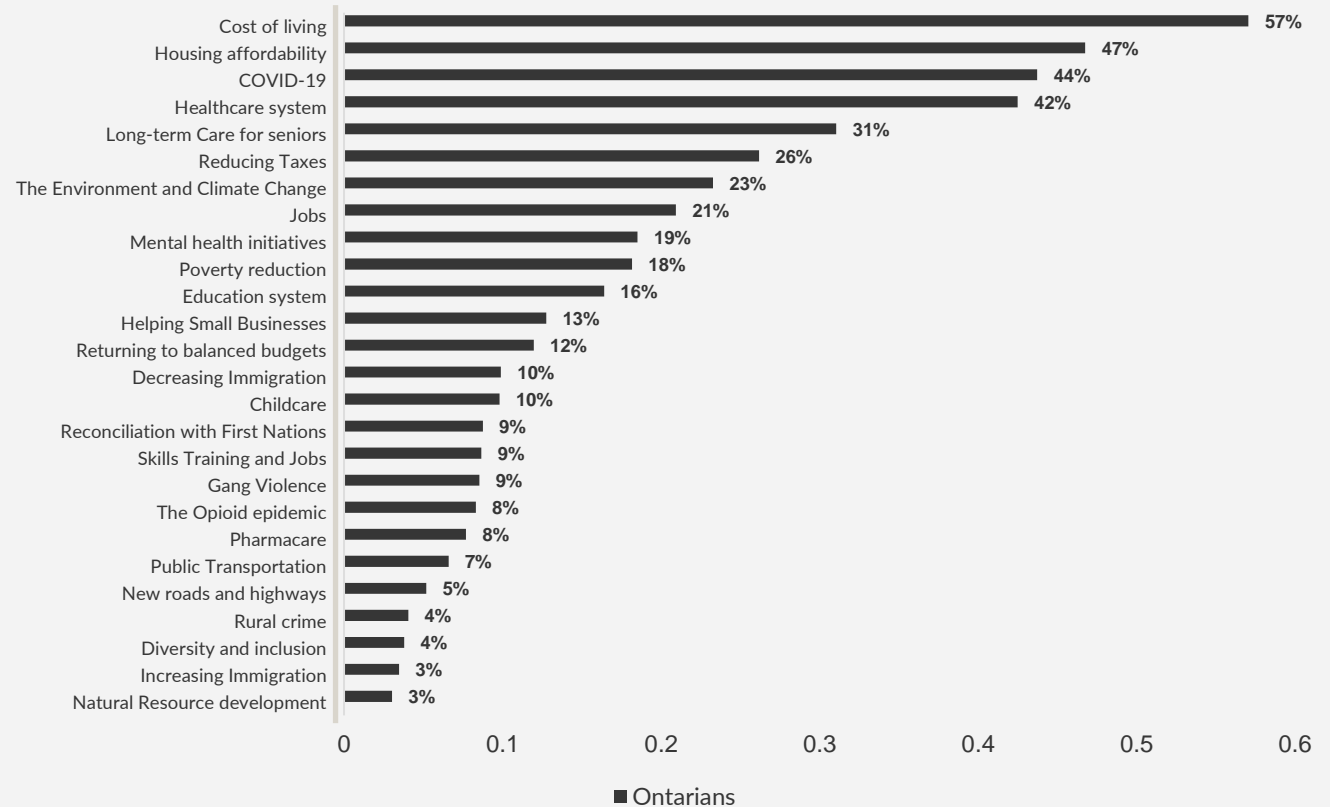
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## ISSUE IMPORTANCE

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

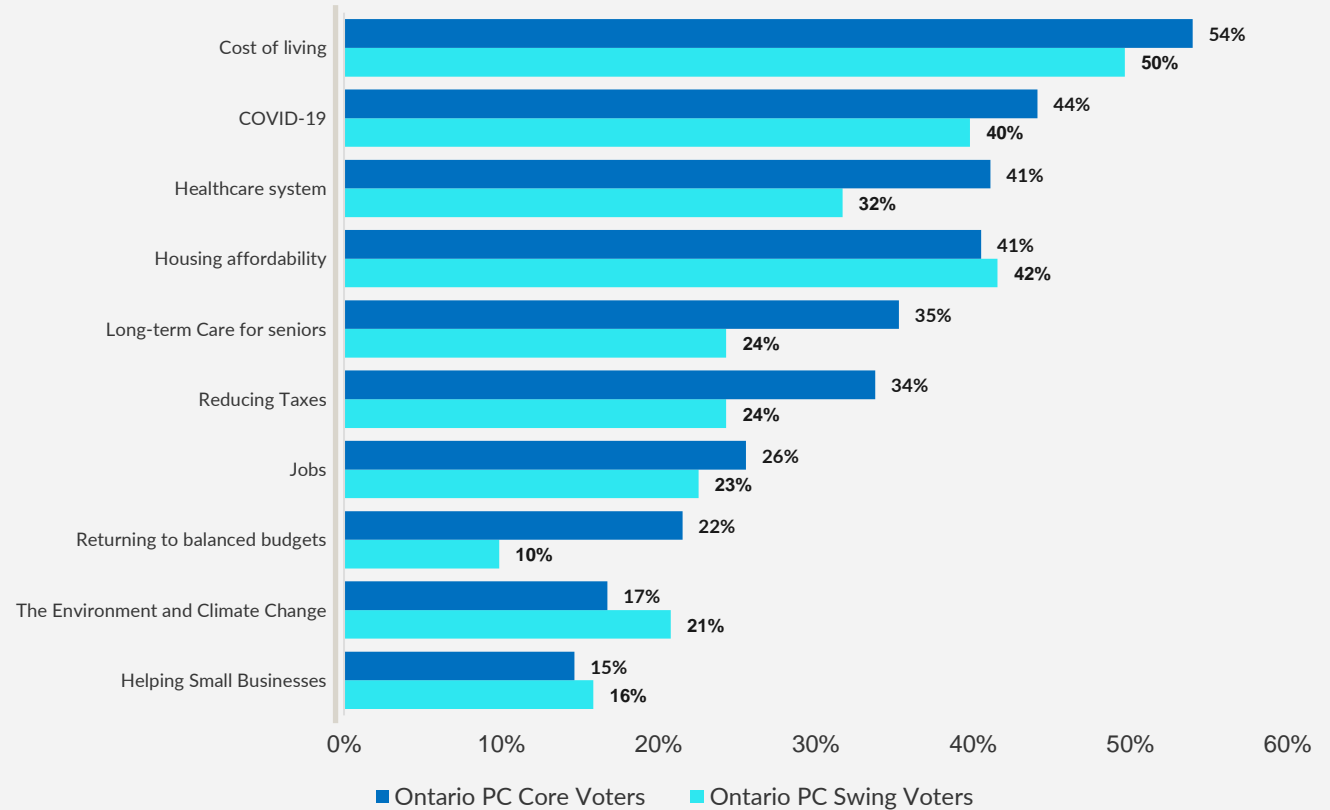
Among PC core voters, cost of living is the top issue.

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.



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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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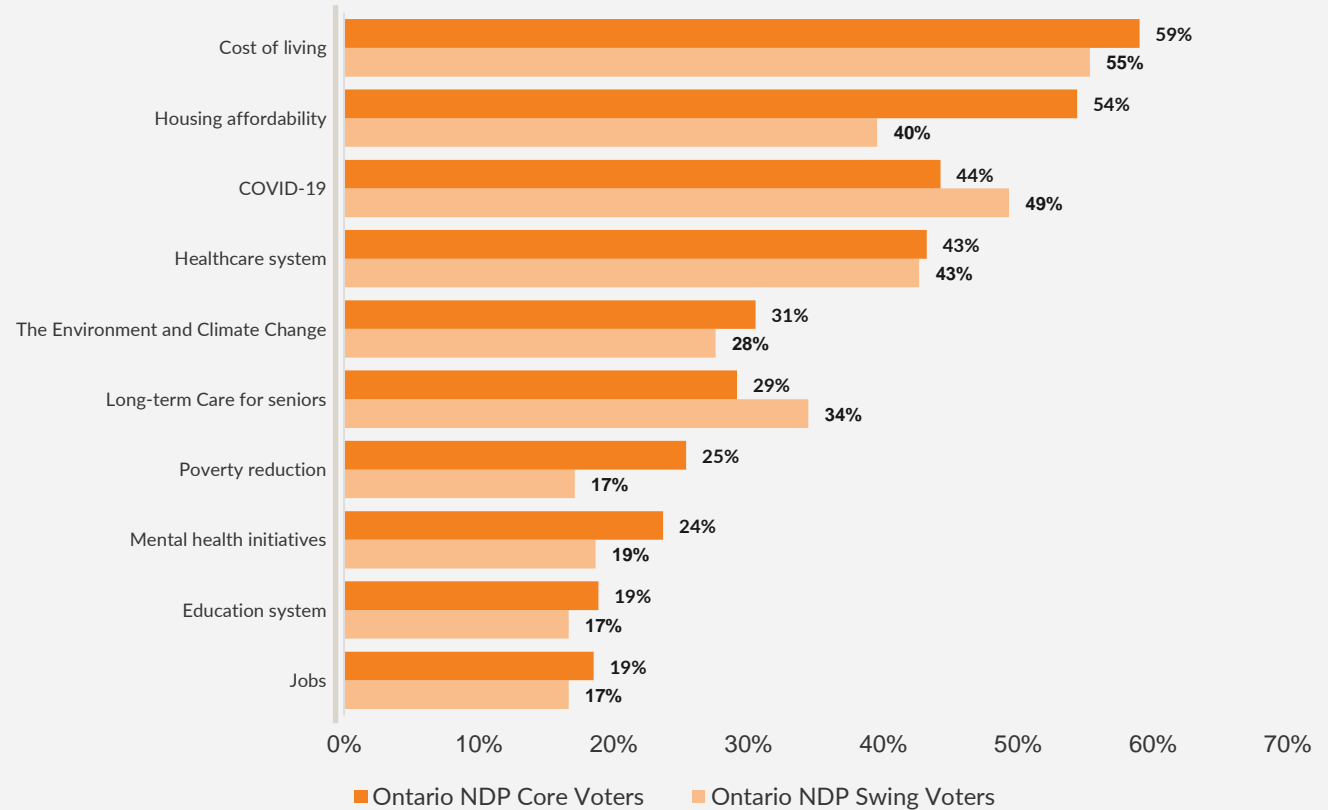
## NDP ISSUES

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 NDP core voters.

 Ontario

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





## OLP ISSUES

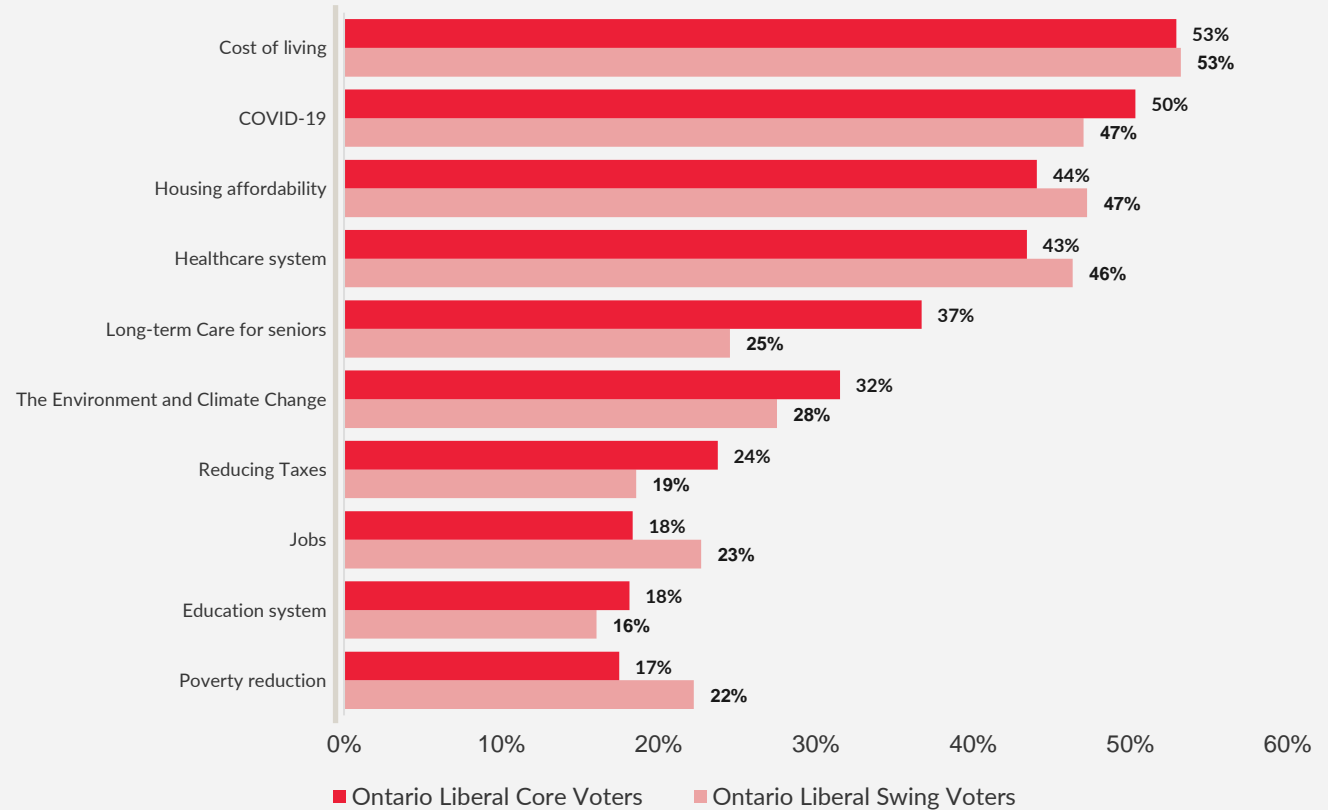
Like their PC and NDP counterparts, cost of living is the top issue for Ontario Liberal voters.

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



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



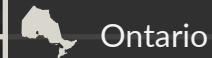
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## HOUSING CRISIS

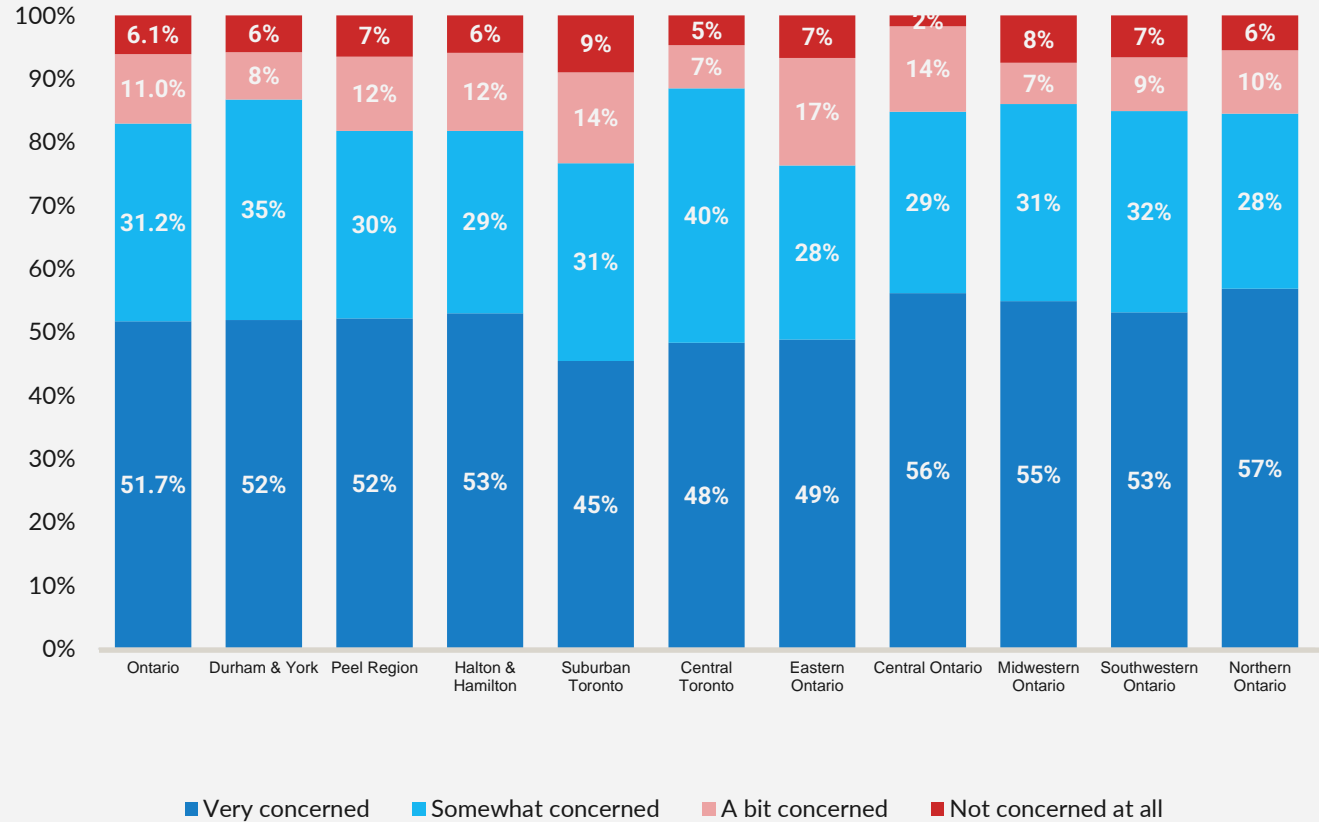
83% of Ontarians are either very concerned or somewhat concerned about the cost of housing in their community.

Concern is geographically agnostic.



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Q: How concerned are you about the cost of housing in your community?

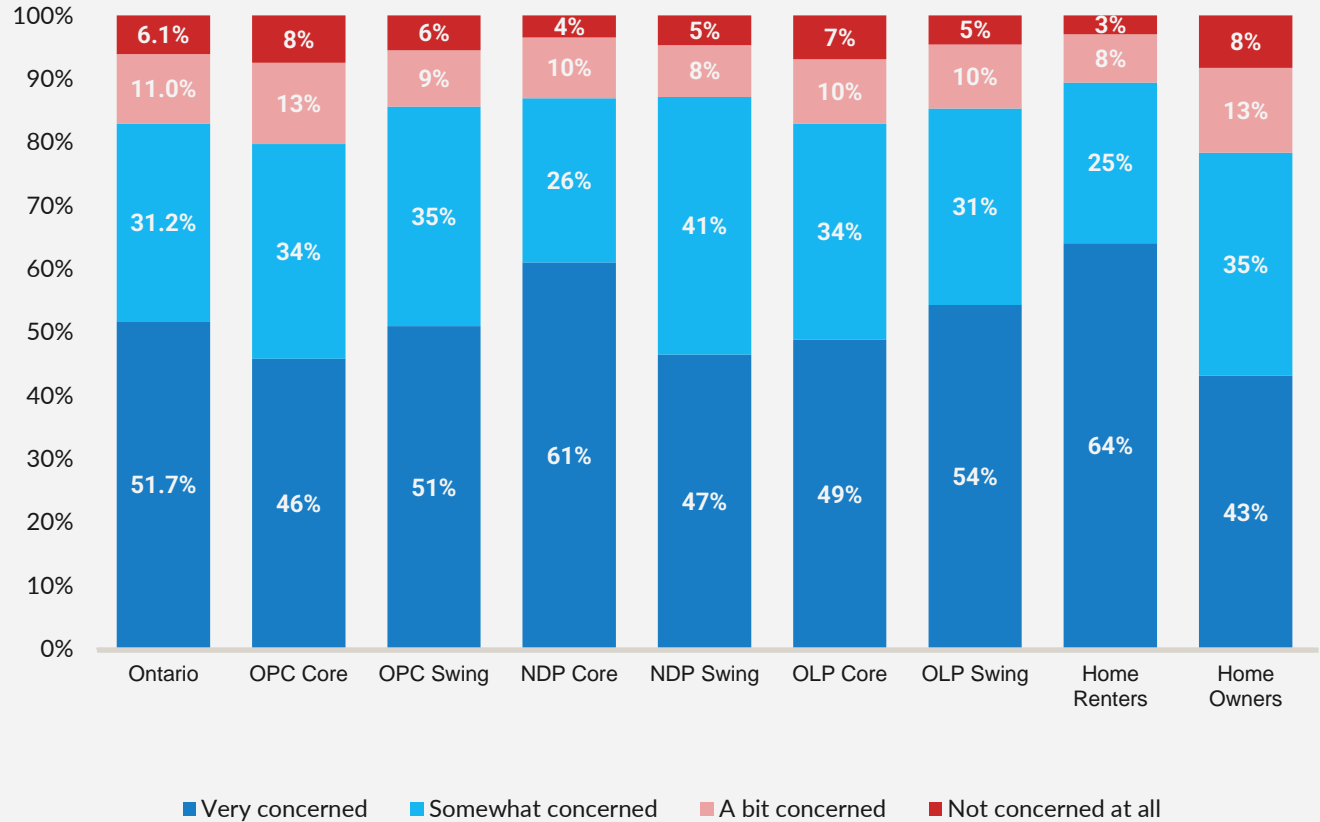


## HOUSING CRISIS

Concern is highest among NDP Core voters, but still a significant concern for all voters.

Home renters are significantly more concerned than homeowners.

Q: How concerned are you about the cost of housing in your community?

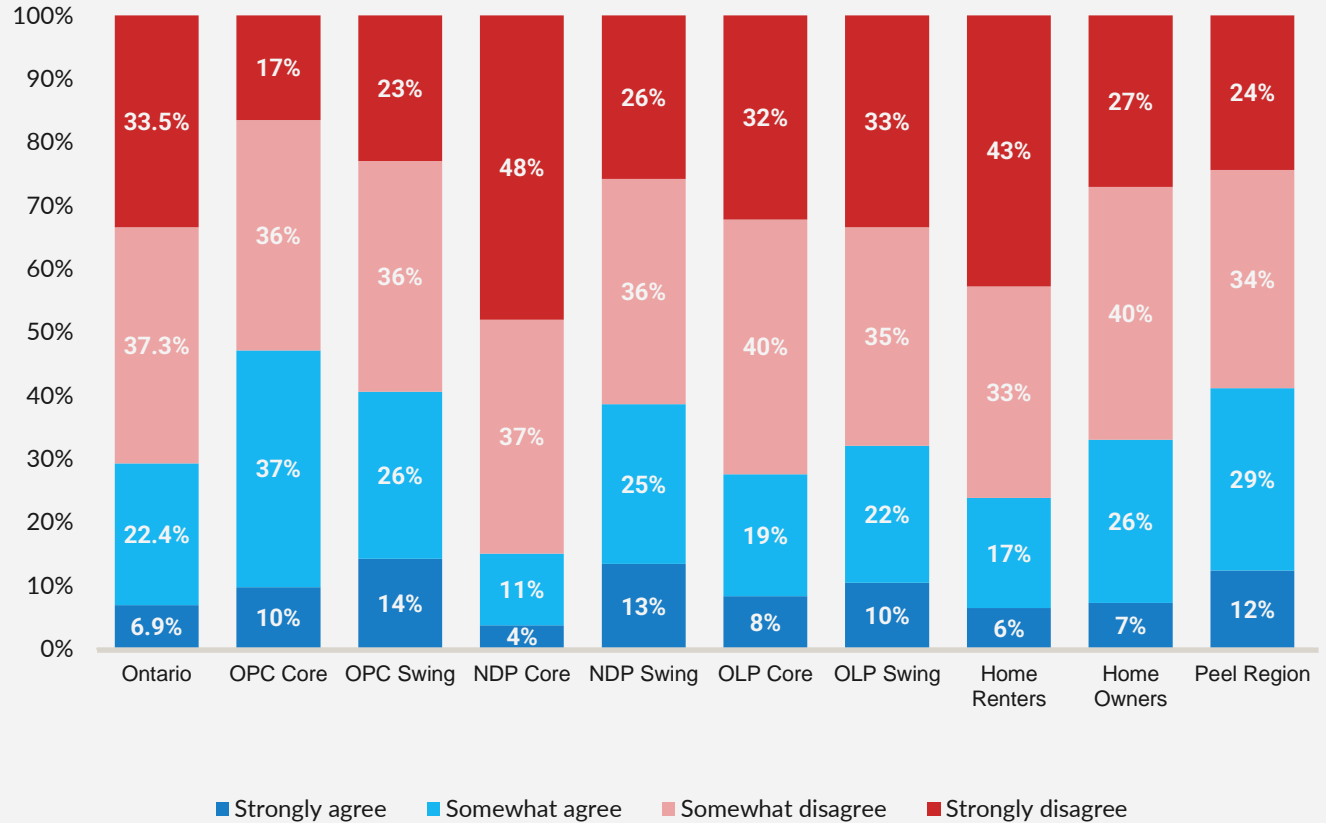


## HOUSING CRISIS

29% of Ontarians believe the Ontario Government has done a good job of handling the housing crisis.

Among Ontario PC Core voters, 47% believe Ford has done a good job.  
Among those the OPC Swing voters, 40% believe he has done a good job.

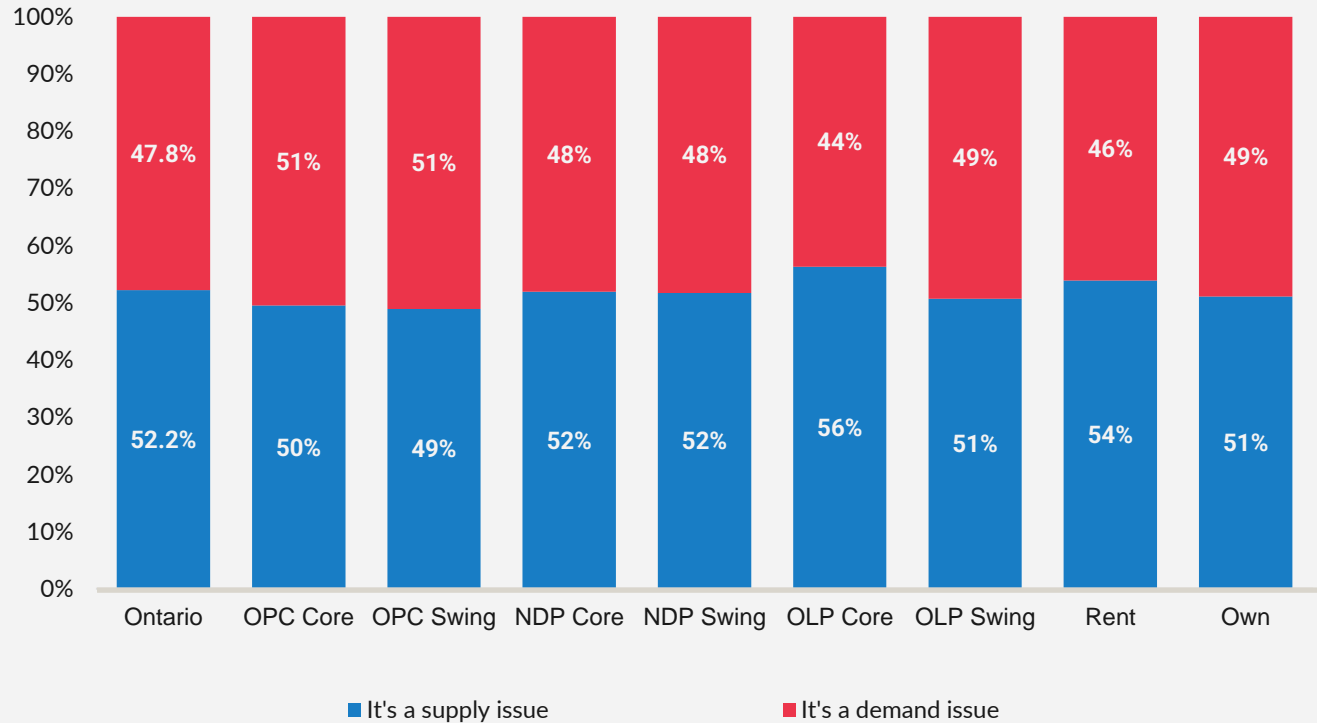
Q: The Government of Ontario is doing a good job of handling the housing crisis.



## HOUSING CRISIS

Ontarians are evenly split on whether the housing crisis is a supply or a demand issue.

Q: Some people say the housing crisis is a supply issue, because there are not enough new residential developments being built to satisfy demand. Others say the housing crisis is a demand issue, because mortgage rates are so low and more people are qualifying. Which do you agree with more?



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## HOUSING CRISIS

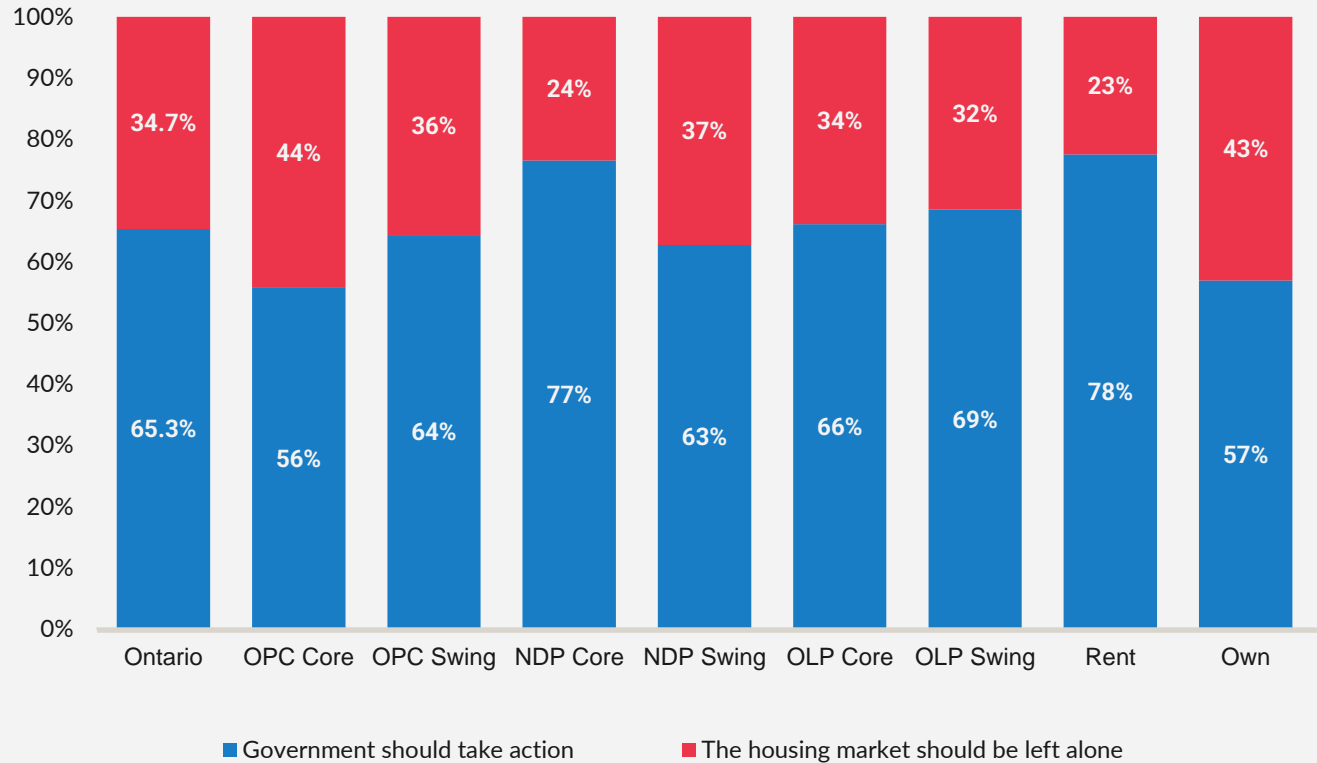
Almost 2/3 Ontarians believe the government should take action in the housing market.

Including 56% of OPC Core voters, and 57% of homeowners.



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Q: Some people say the government should take action to limit increasing housing prices. Others say the housing market should be left alone to sort itself out. Which do you agree with more?



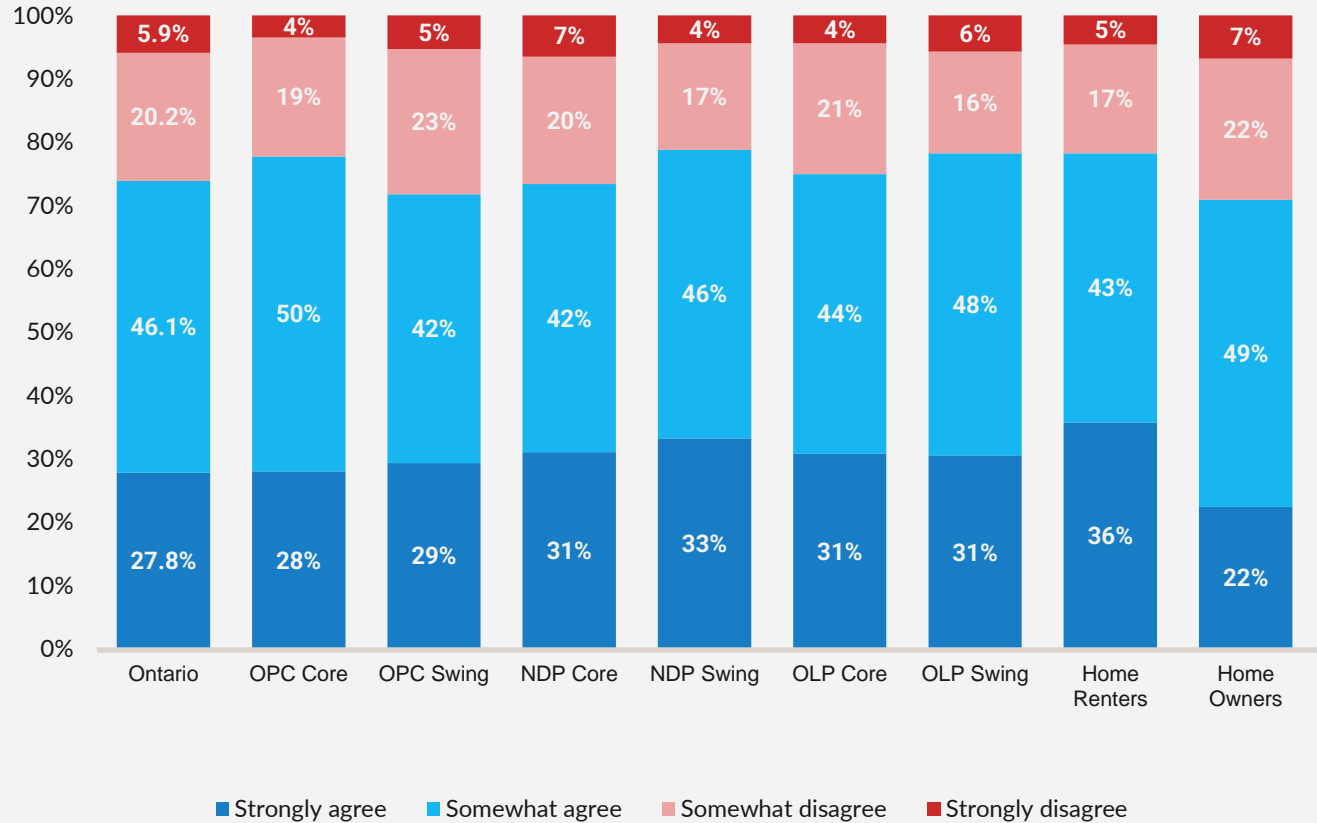
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## HOUSING SUPPLY

Majority want their local municipalities to move quickly to speed up developments.

This sentiment is true across the different voter groups.

Q: Municipalities should do everything they can to speed up housing developments.



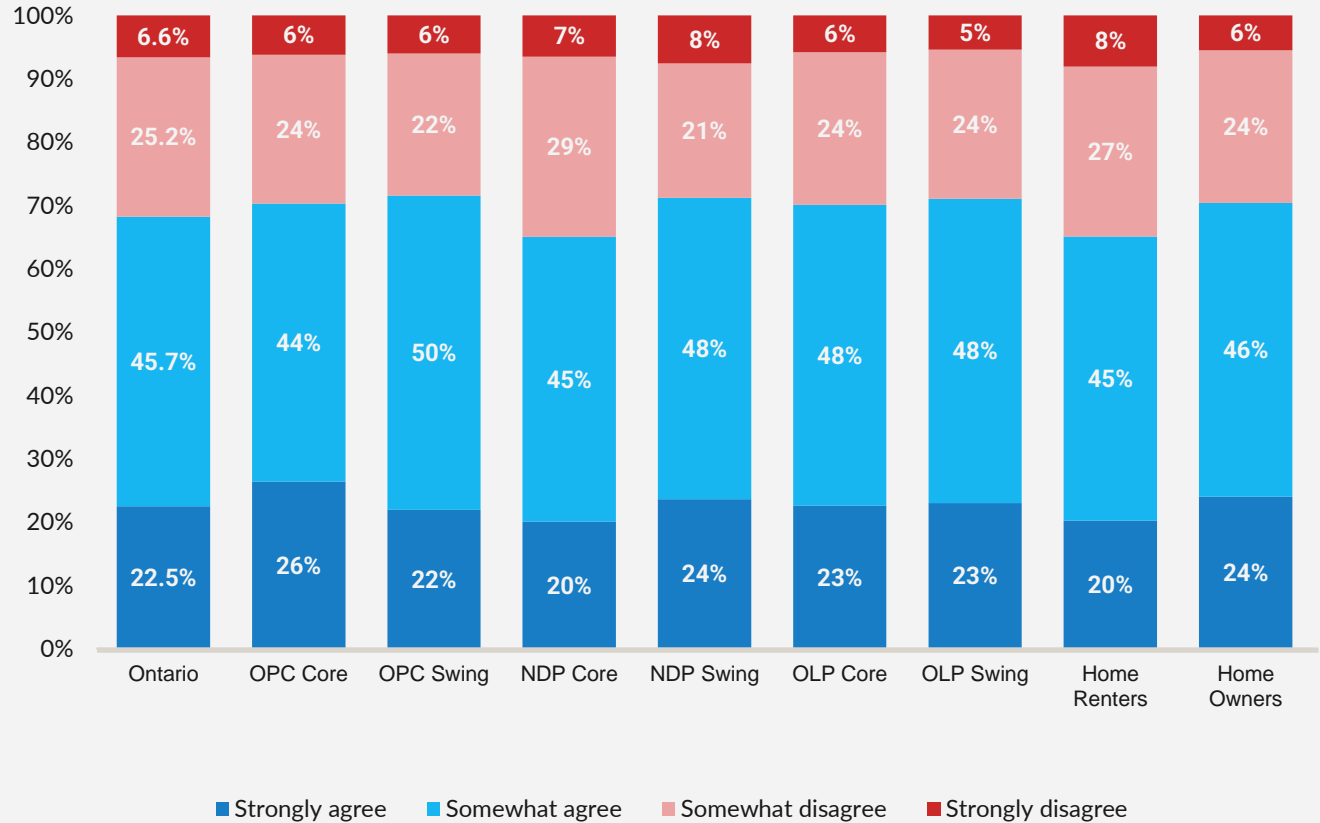
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## HOUSING SUPPLY

Local residents still want the final say on new developments, even if they lead to slower delivery times and a reduced housing supply.

Q: Local residents should get a final say on new housing developments, Even if it slows down the process and reduces the amount of housing for everyone.



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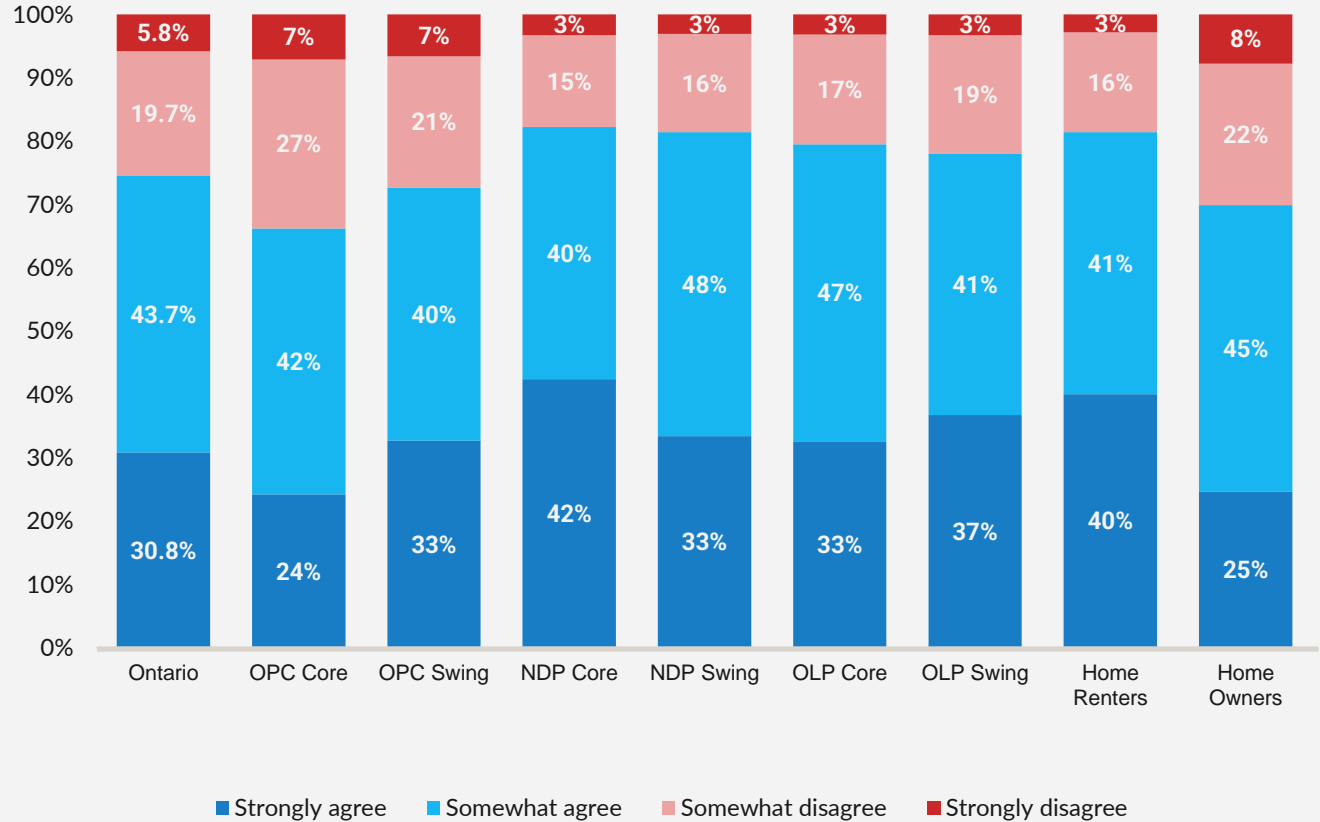
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## HOUSING SUPPLY

75% of Ontarians believe governments should require developers to build low-income housing whenever they build a new development.

Q: Governments should require developers to build low-income housing whenever they build a new development, even if it increases the cost of the development.



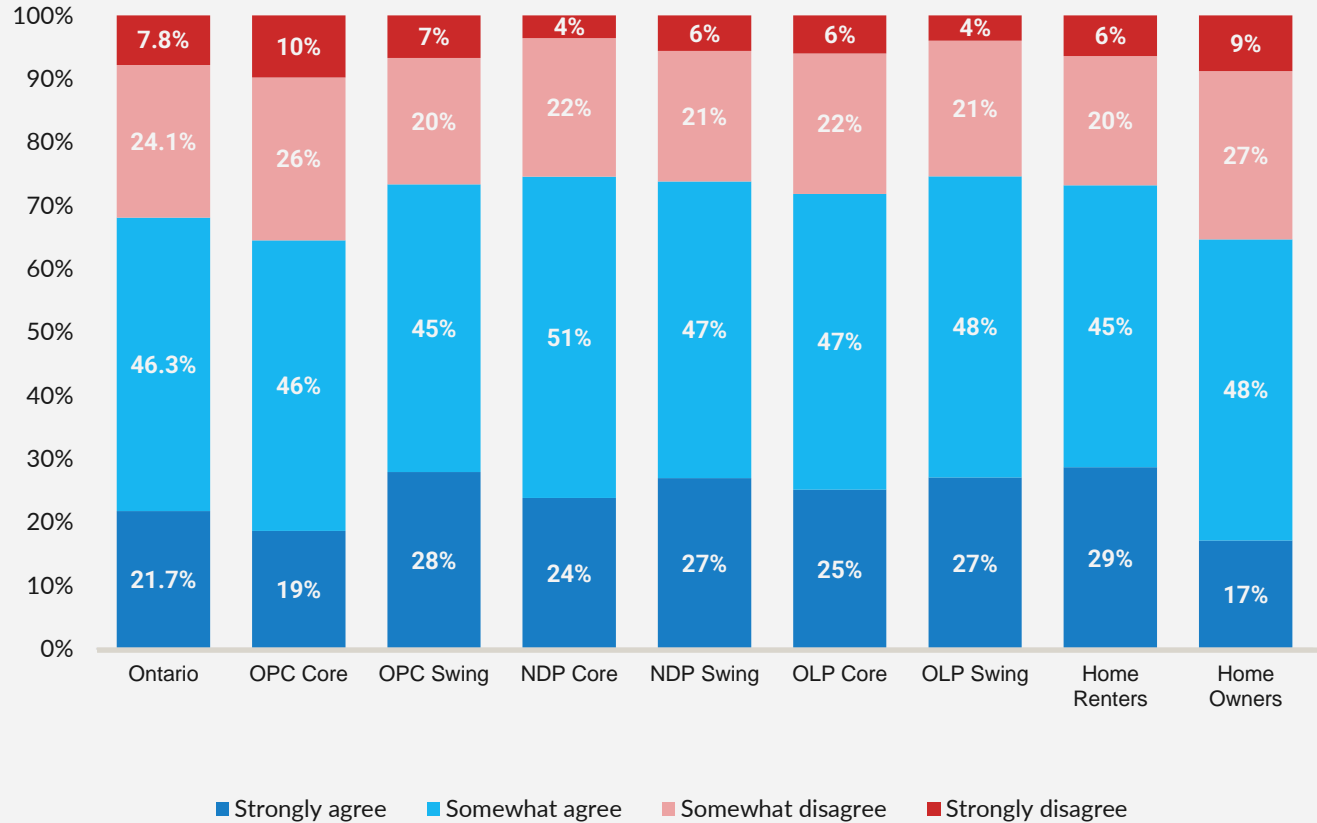
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## HOUSING SUPPLY

68% support automatically increasing zoning density to allow for construction of more multifamily housing.

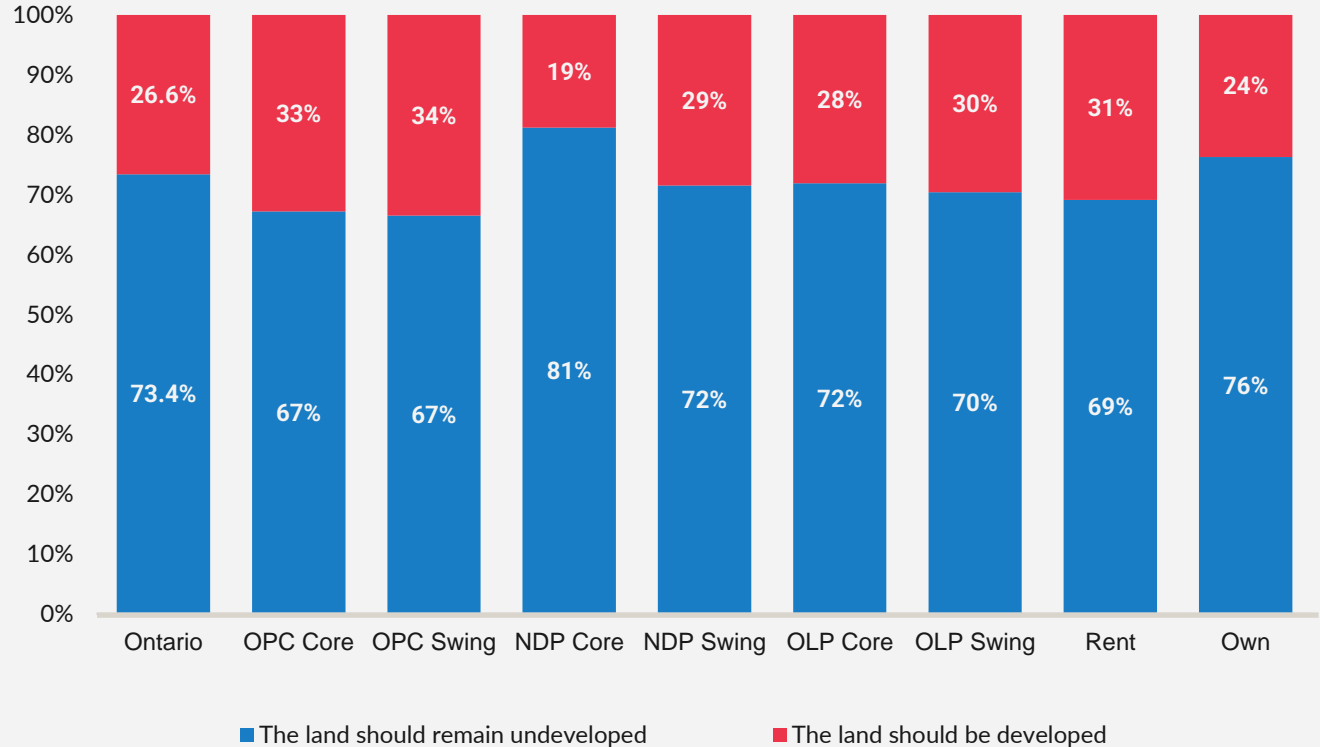
Q: In cities where housing is currently unaffordable, municipalities should automatically increase residential zoning density, to allow for construction of more multifamily housing.



## HOUSING SUPPLY

73% of Ontarians believe the Golden Horseshoe Greenbelt should remain undeveloped.

Q: The Golden Horseshoe Greenbelt is a large piece of land that surrounds the Greater Toronto Area, and protects land from being developed. Some people believe this land should remain undeveloped, because it protects the area's natural environment. Other people believe this land should be developed because it will help increase the number of homes built. Which do you agree with more?

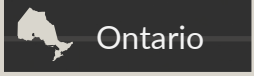
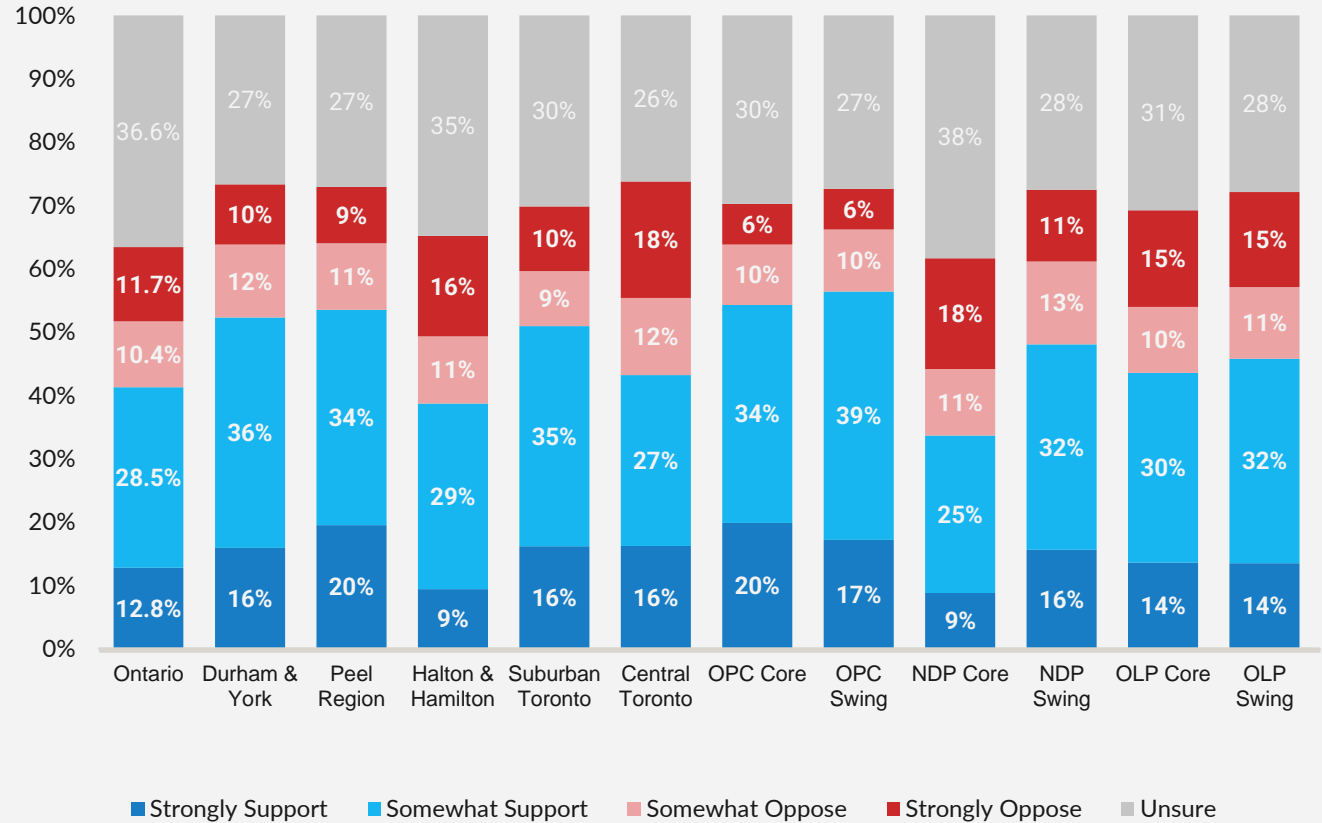


## HWY 413

More Ontarians support the 413 Highway extension than oppose it. 37% of Ontarians remain undecided.

A majority of Ontarians in York, Durham and Peel region support the project. Opposition is strongest in Central Toronto, though it is still a minority opinion.

Q: Do you support or oppose the 413 Highway extension through York, Peel and Halton Regions?



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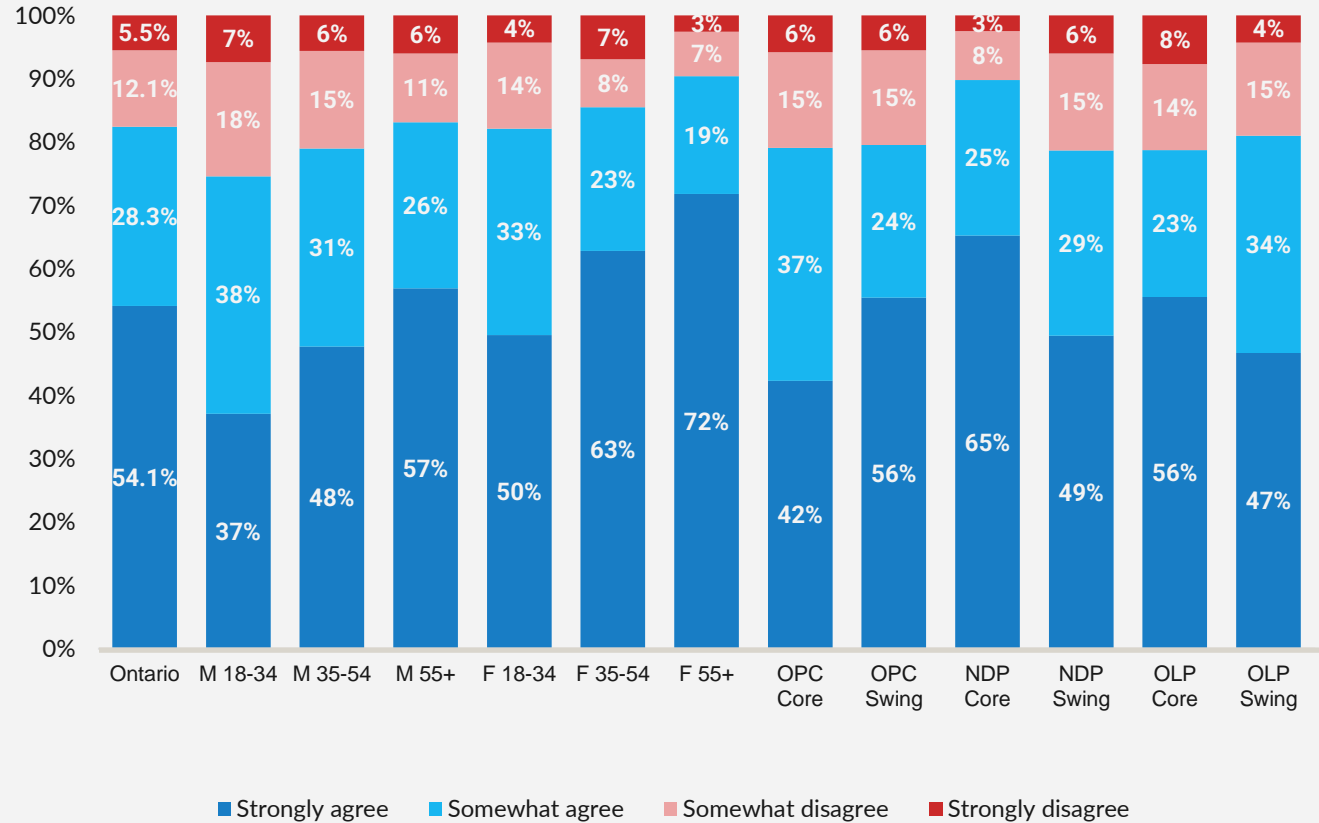


## HOUSING CRISIS

82% of home renters in Ontario believe they will never be able to afford a home.

As renters get older, they are more likely to have stronger views on their ability to afford a house.


Q: I will never be able to afford a home.  
(Renters)



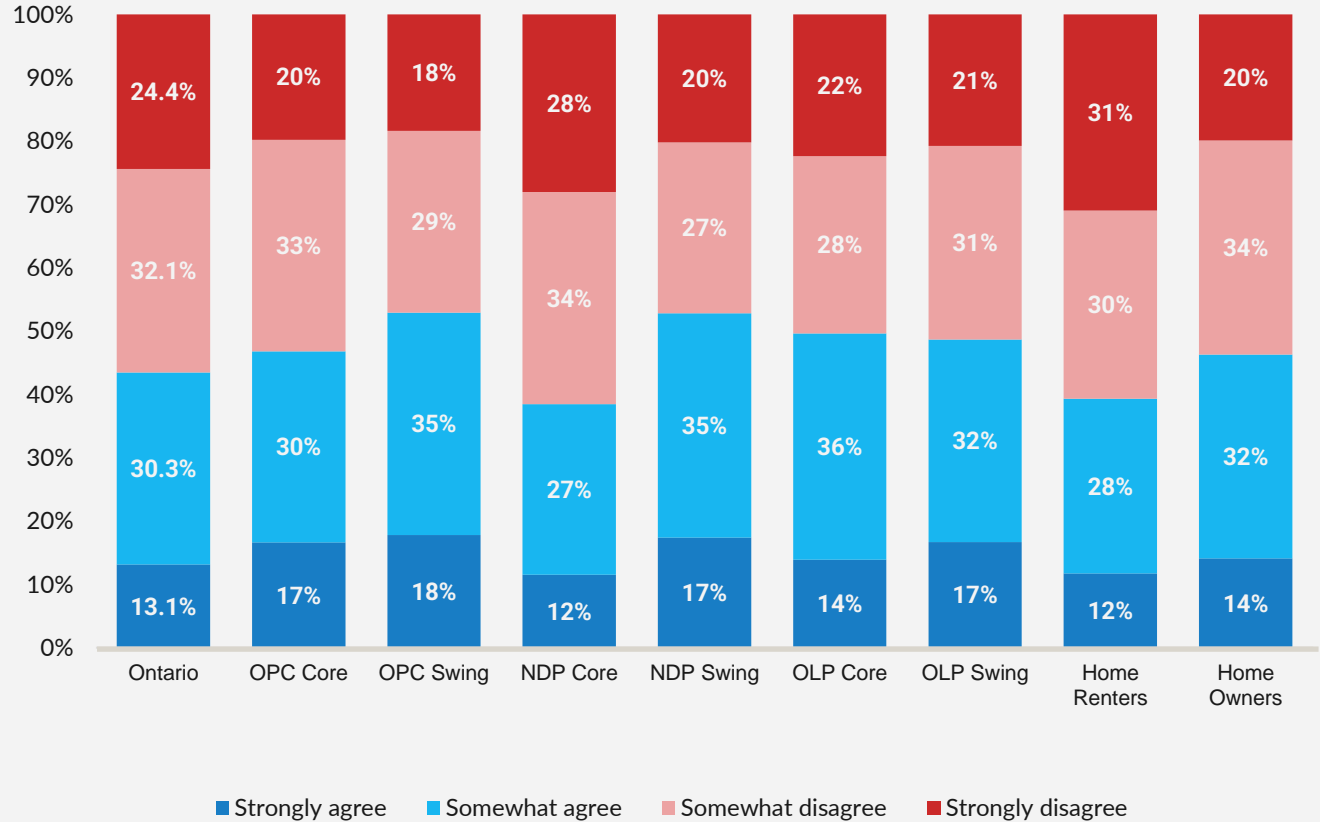
## HOUSING DEMAND

Ontarians are split on strengthening the mortgage stress test: 56% oppose.

Strongest opposition from NDP Core voters and home renters.

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Q: The Government of Canada should strengthen the Mortgage Stress Test to make it more difficult to purchase a house.

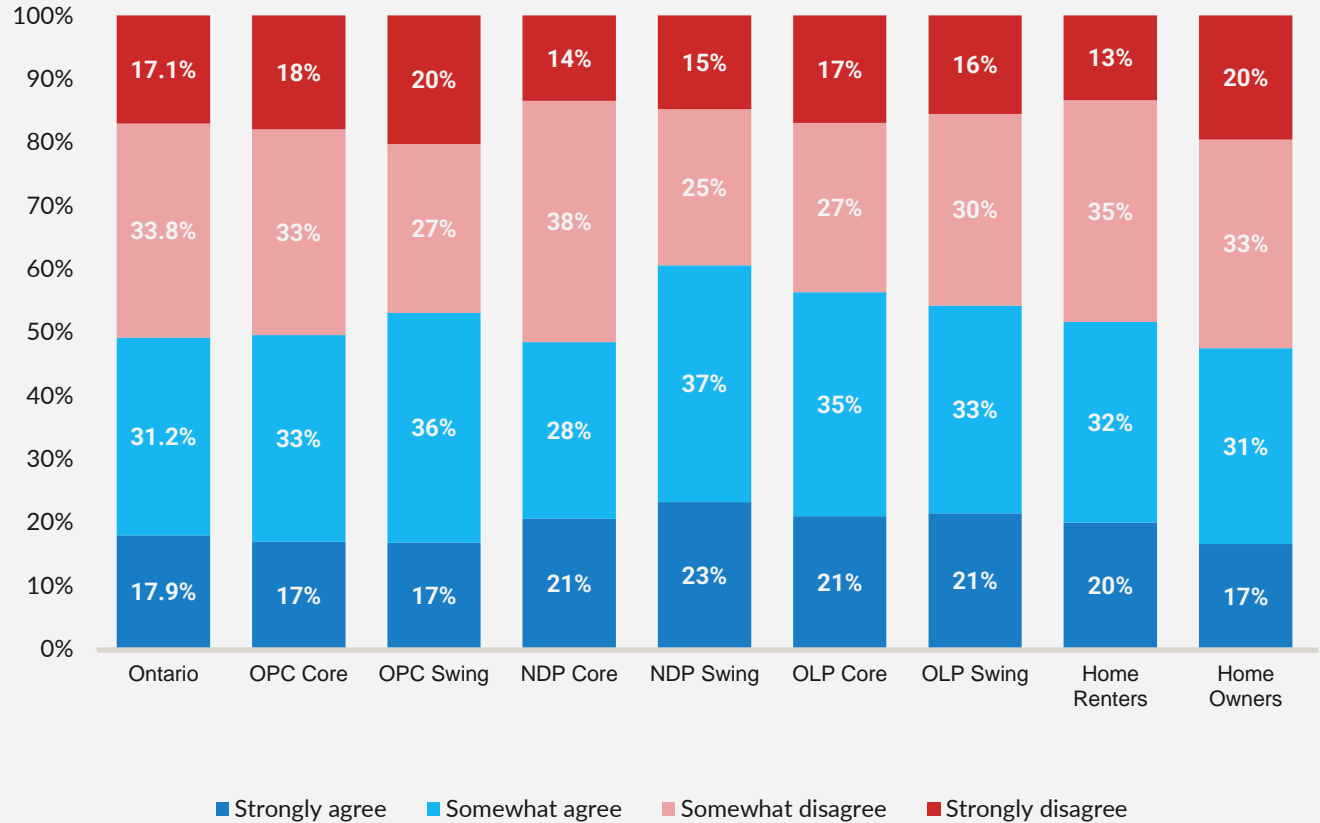


## HOUSING DEMAND

Half of Ontarians support prohibiting using home equity lines of credit for down payments on income properties.

Including 60% of NDP Swing voters.

Q: It should be illegal for homeowners to use a home equity line of credit for a down payment on an income property.



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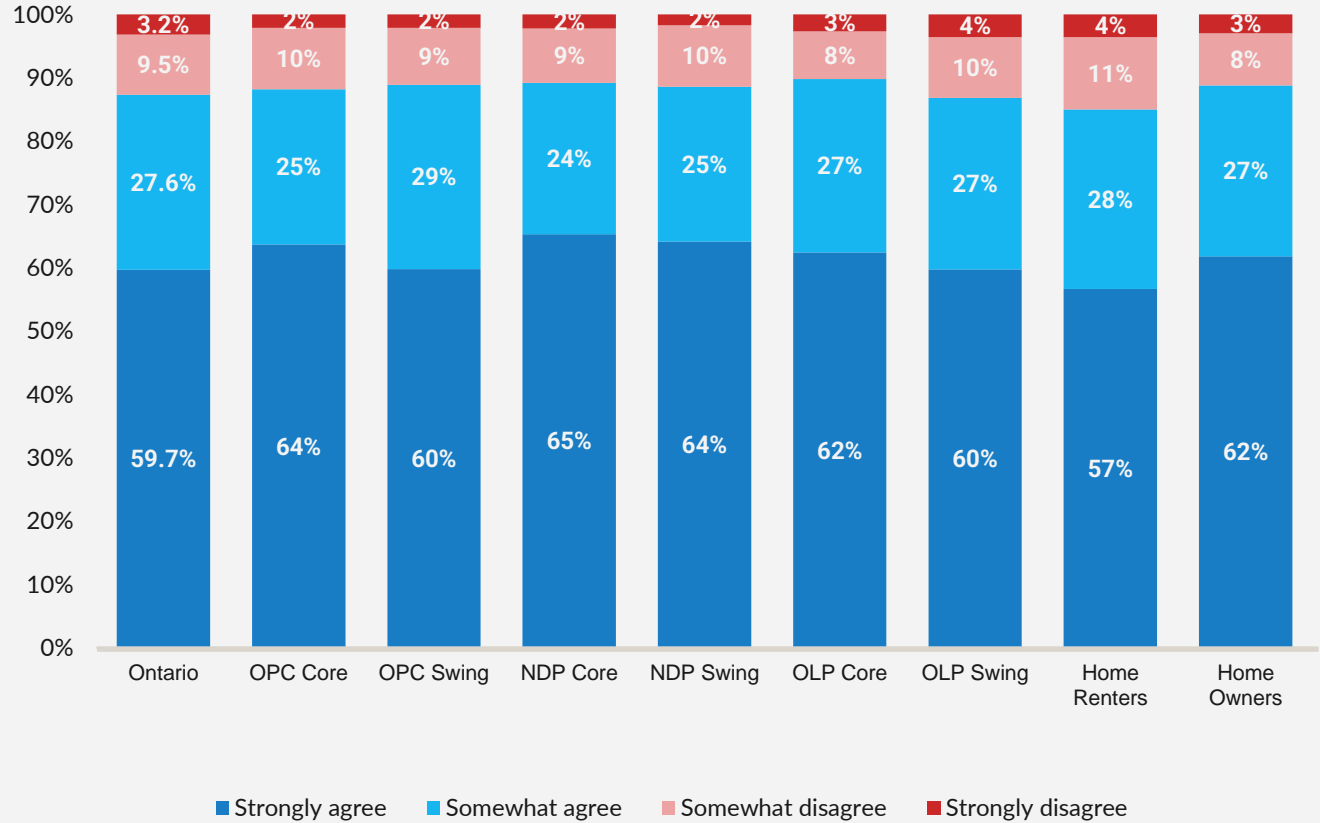
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## HOUSING DEMAND

Foreign-owned vacancy tax is almost universally supported.

Q: Foreign owners of vacant real estate in Canada should pay a significant tax.



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## HOUSING DEMAND

63% of Ontarians are in favour of taxing gains on primary residences that exceed \$1 million.

This includes 58% of OPC Core Voters, 79% of OPC Swing voters and 59% of homeowners.

Q: Currently, when someone sells their primary residence, they do not pay any capital gains tax if their home appreciates in value.

Do you agree or disagree with the following statement:

When someone sells their primary residence, the first \$1,000,000 of appreciated value should be exempt from capital gains tax, and the rest should be taxed as a capital gain.

