

ONTARIO ELECTION POST- DEBATE POLL

Prepared by
Counsel Public Affairs Inc.



Ontario

COUNSEL

METHODOLOGY



2,206 Ontarians were surveyed between May 17th and May 18th, 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.



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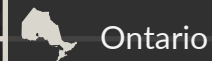
COUNSEL

ONTARIO DECIDED + LEANING

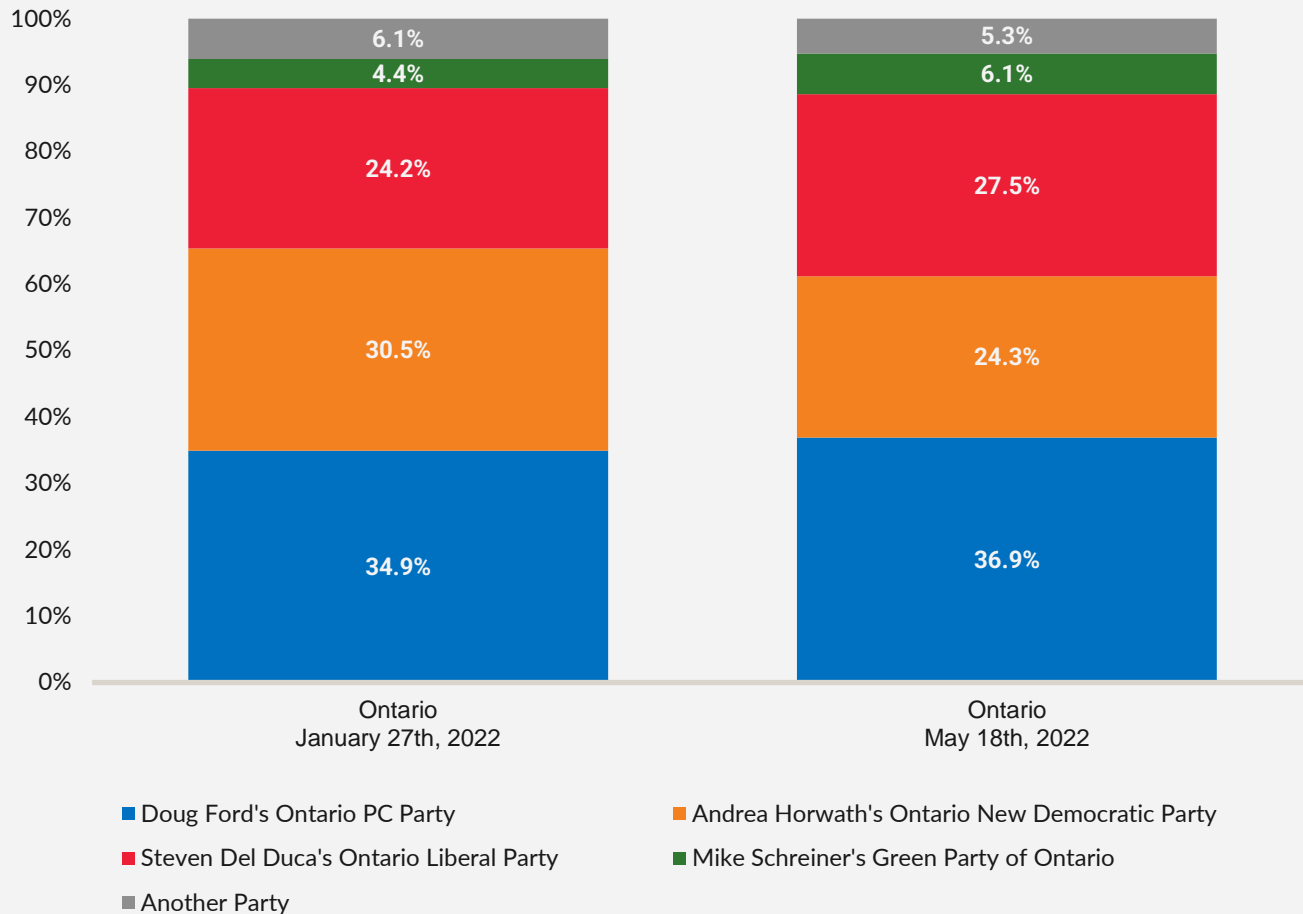
Ford's Ontario PCs lead by nine points province-wide.

Horwath's NDP have lost six points since our last poll.

Del Duca's Liberals have gained three points since our last poll.



Ontario



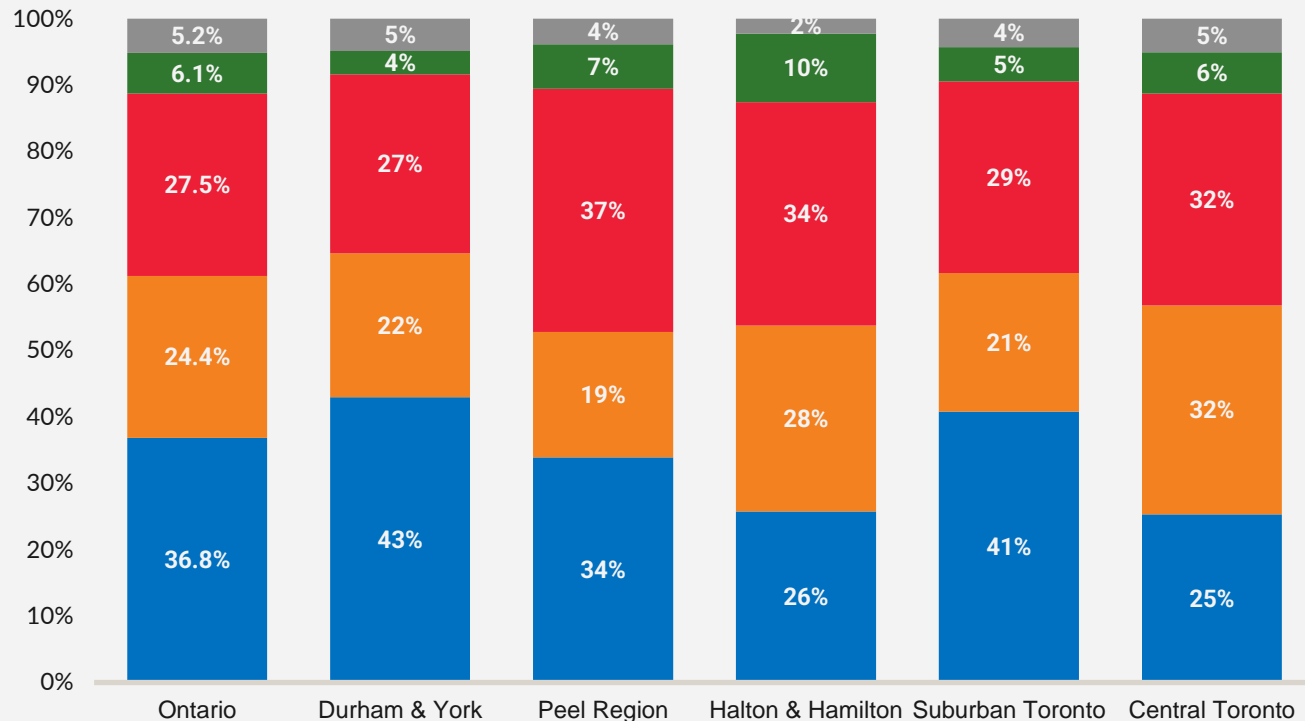
COUNSEL

GREATER TORONTO AREA DECIDED + LEANING

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

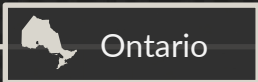
Opposition evenly
divided in Central
Toronto.

Significant contrast
between Suburban
Toronto and Central
Toronto.



■ 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



Ontario

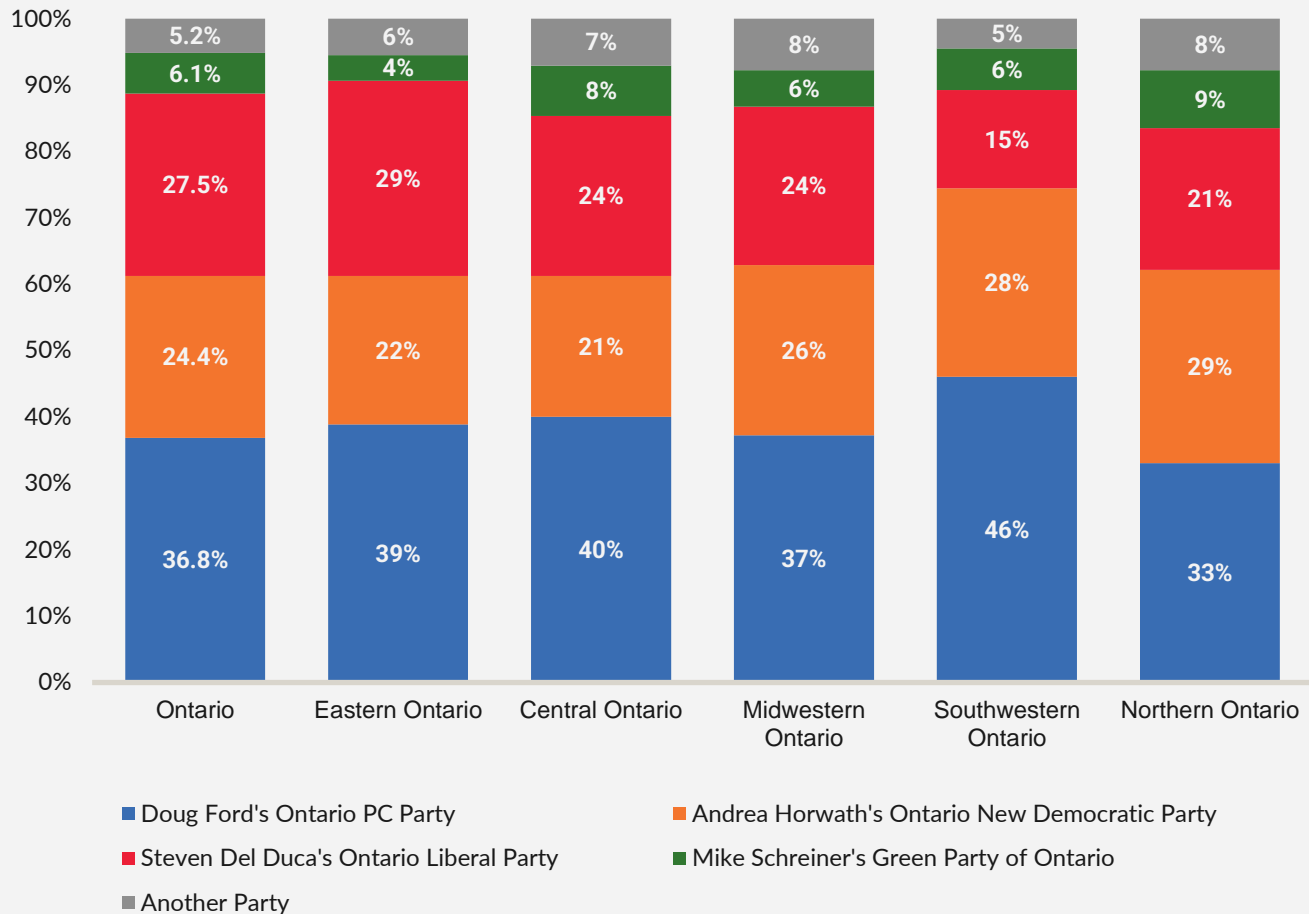
COUNSEL

REST OF ONTARIO DECIDED + LEANING

Ford's PCs lead in every region outside of the GTHA.

Liberals in second place in Eastern Ontario.

Significant NDP strength in Southwestern and Northern Ontario.



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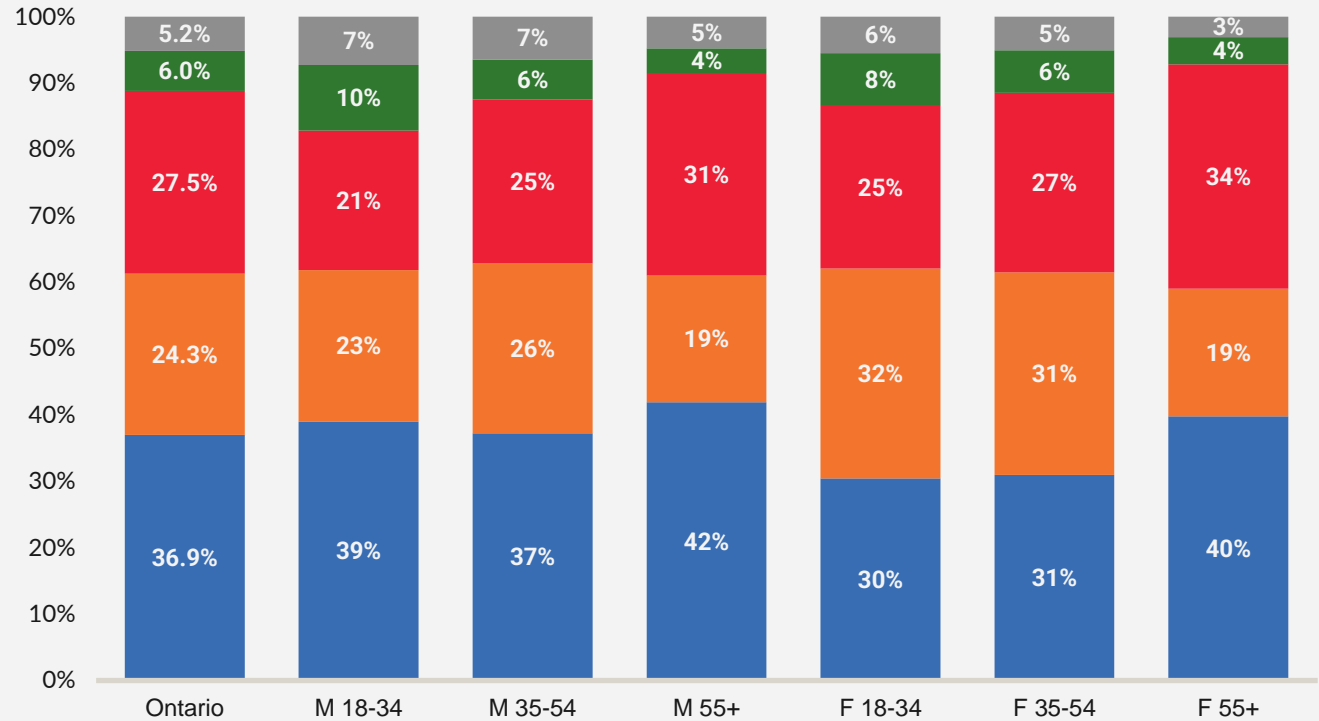
AGE AND BIRTH SEX DECIDED + LEANING

PCs skew older and male.

Liberals skew older, female.

NDP skew female and younger.

Greens skew younger.



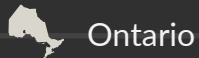
■ Doug Ford's Ontario PC Party

■ Steven Del Duca's Ontario Liberal Party

■ Another Party

■ Andrea Horwath's Ontario New Democratic Party

■ Mike Schreiner's Green Party of Ontario



Ontario

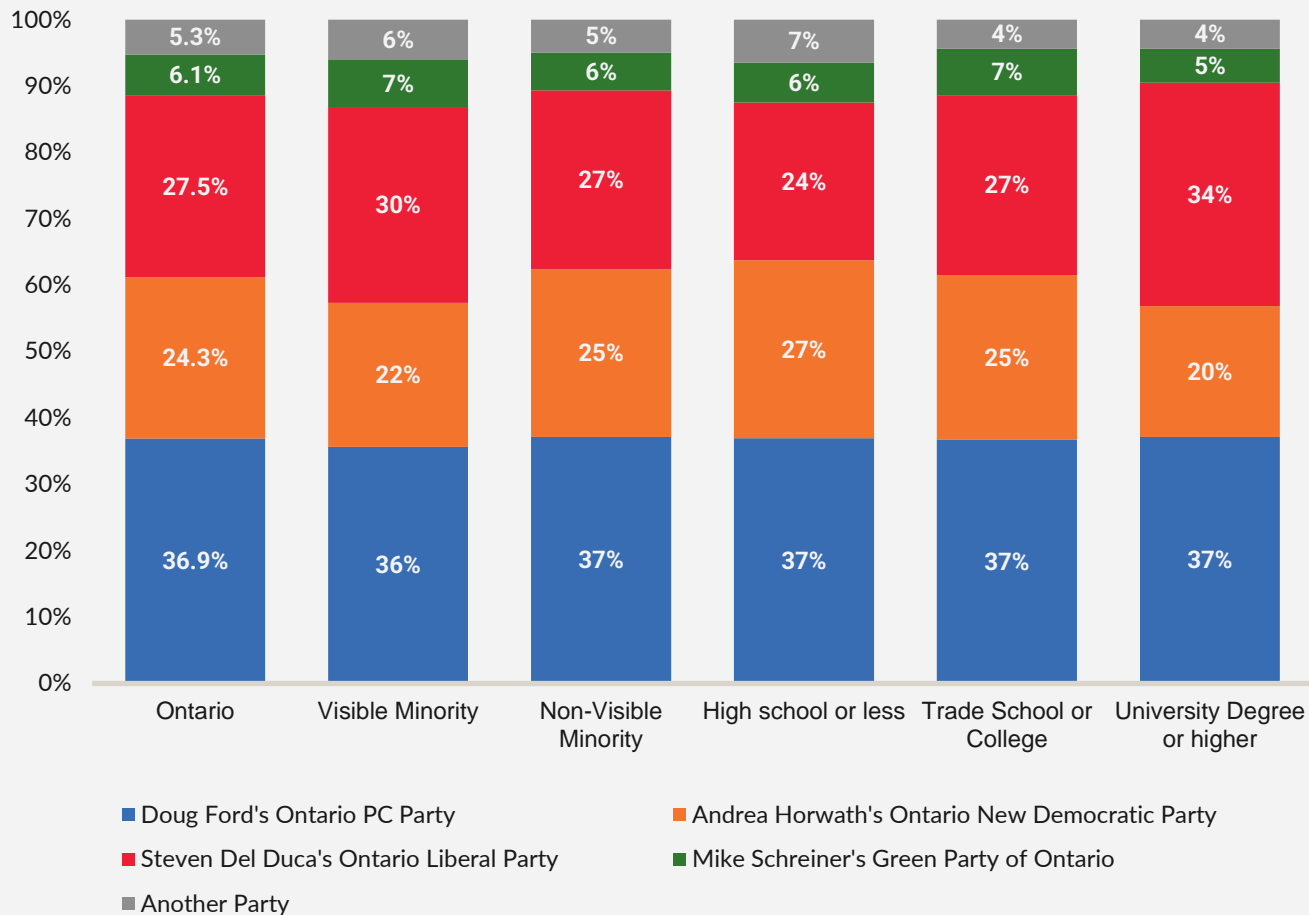
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VISIBLE MINORITY / EDUCATION DECIDED + LEANING

Ontario PCs are very consistent among both visible minority status and education.

For the NDP, as education level increases, vote decreases.

For Liberals, as education increases, vote increases.

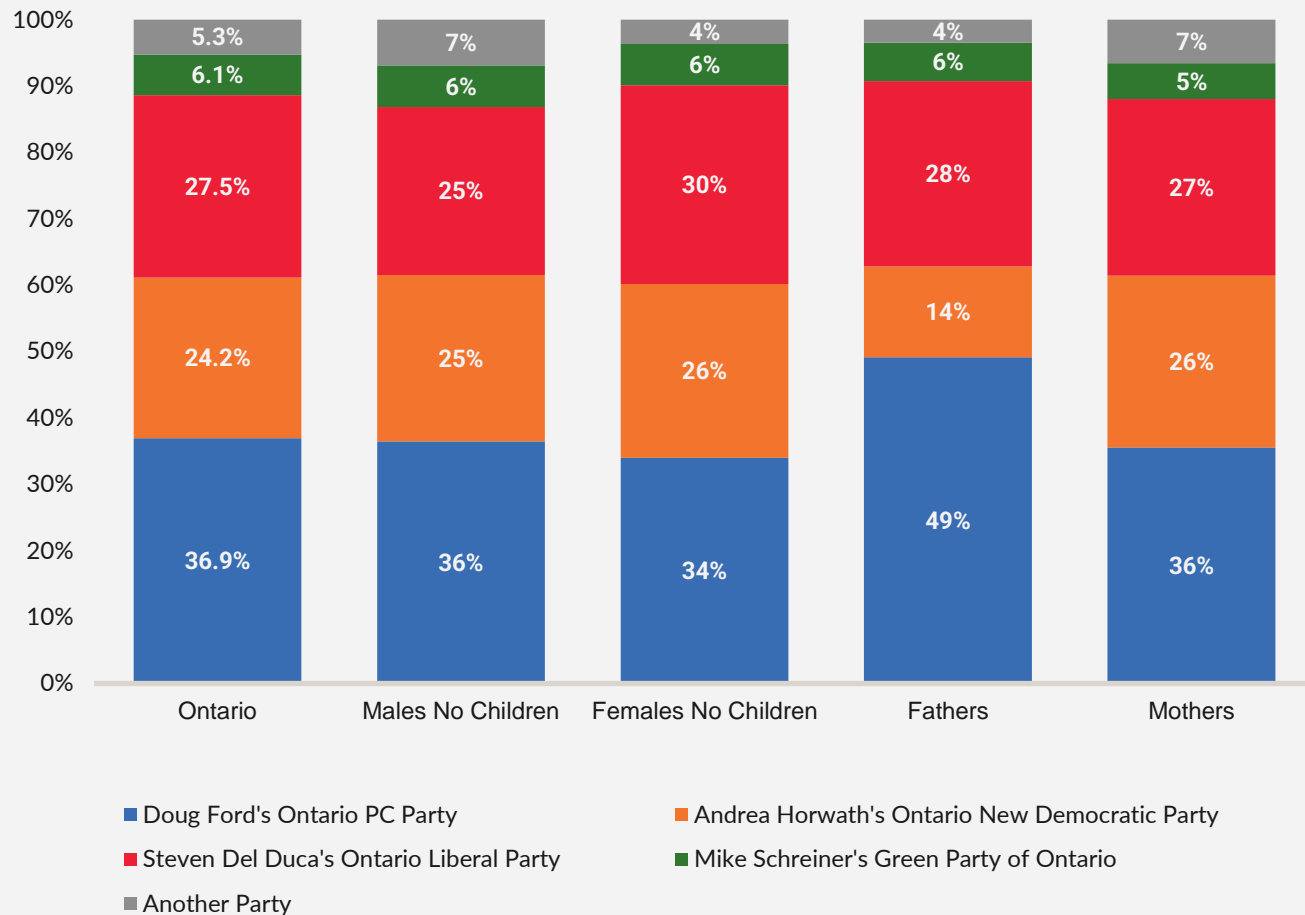


PARENTS AND NON-PARENTS DECIDED + LEANING

PCs most popular
among fathers.

NDP almost twice as
popular among
mothers compared
to fathers.

Liberals have
strength among
fathers, as well as
females without
children.



Ontario

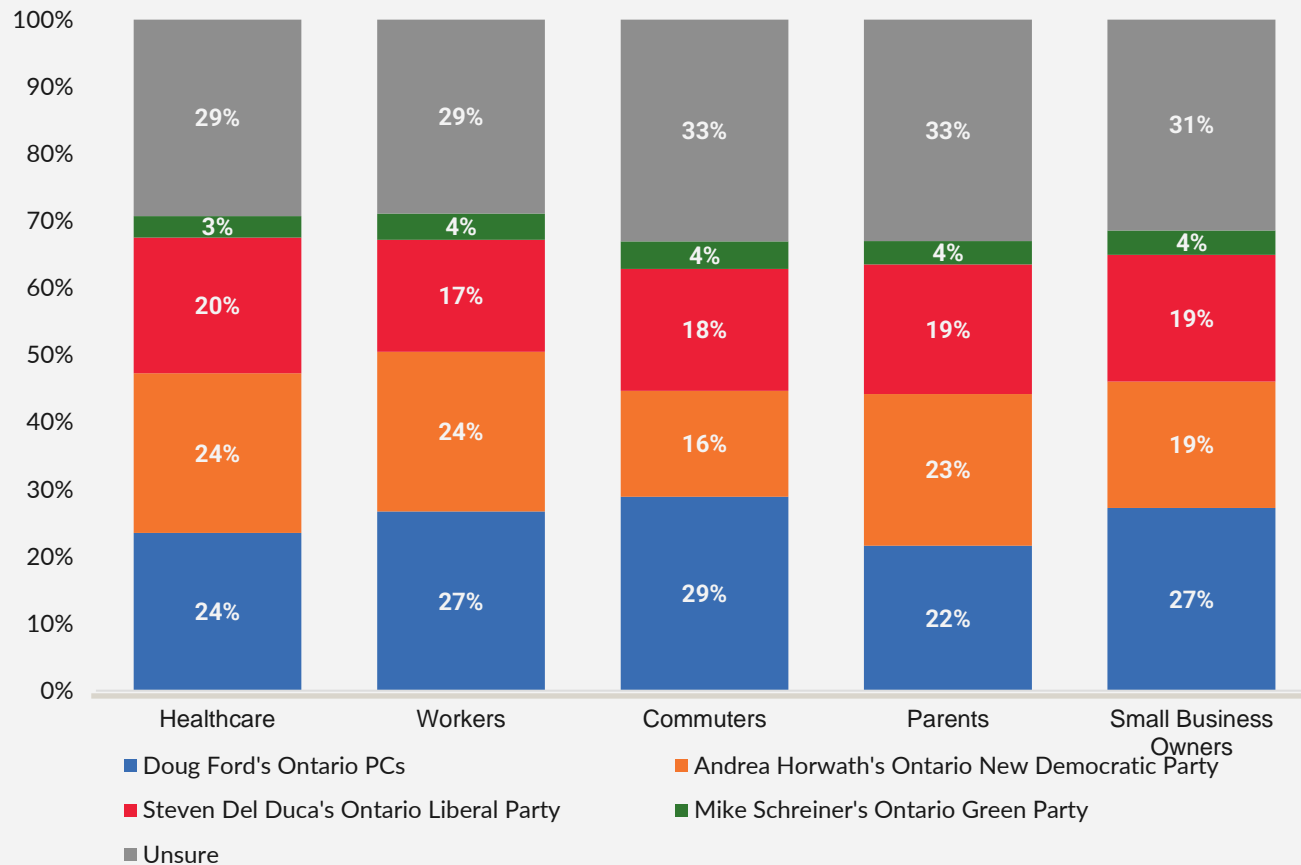
COUNSEL

DOING THE RIGHT THING

PCs leading for all segments except for parents.

NDP show strength on healthcare, workers, and parents.

Thinking of Ontario's four main political parties, which do you trust the most to do the right thing for:



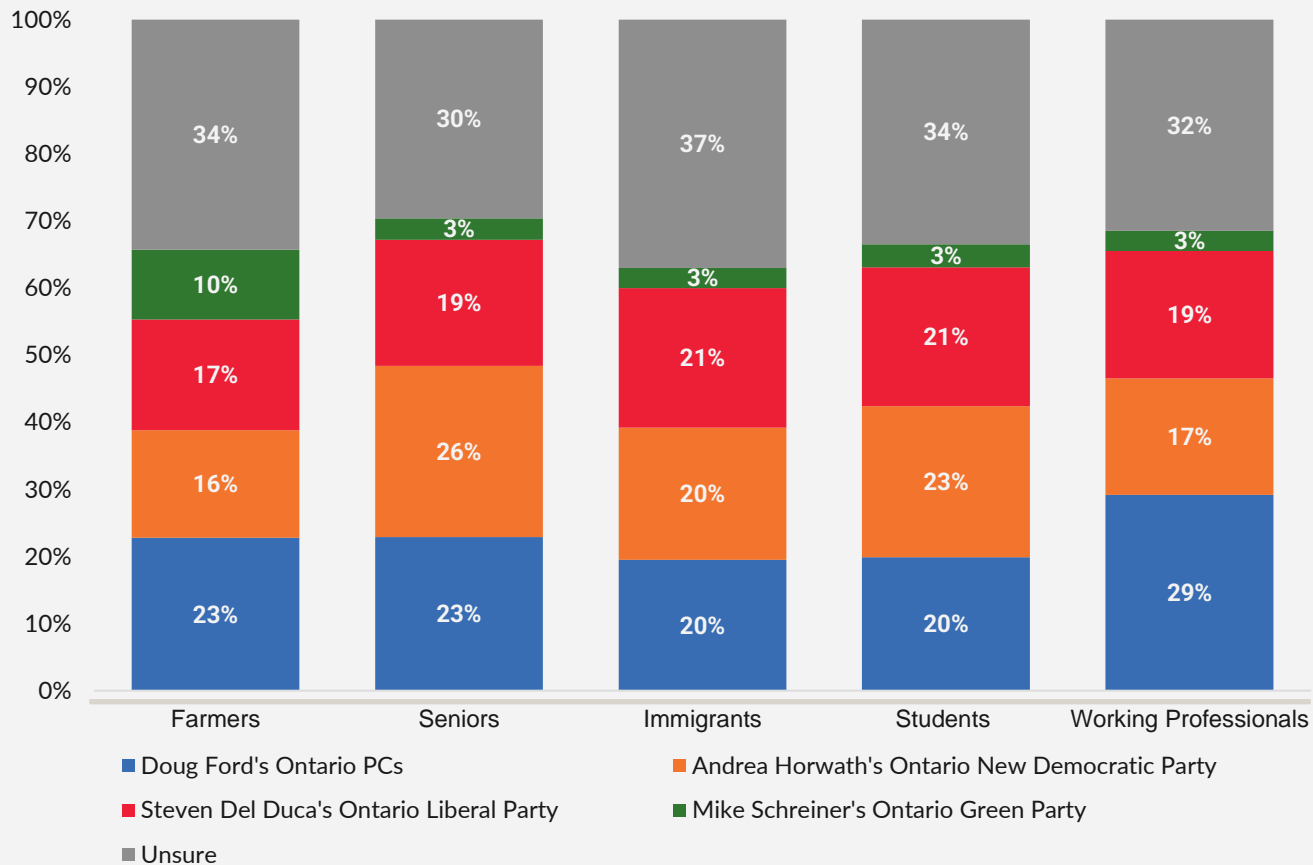
DOING THE RIGHT THING

PCs have a considerable lead on working professionals.

Three-way tie for immigrants.

NDP lead for seniors and students.

Thinking of Ontario's four main political parties, which do you trust the most to do the right thing for:



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STRATEGIC VOTING ANTI-PC

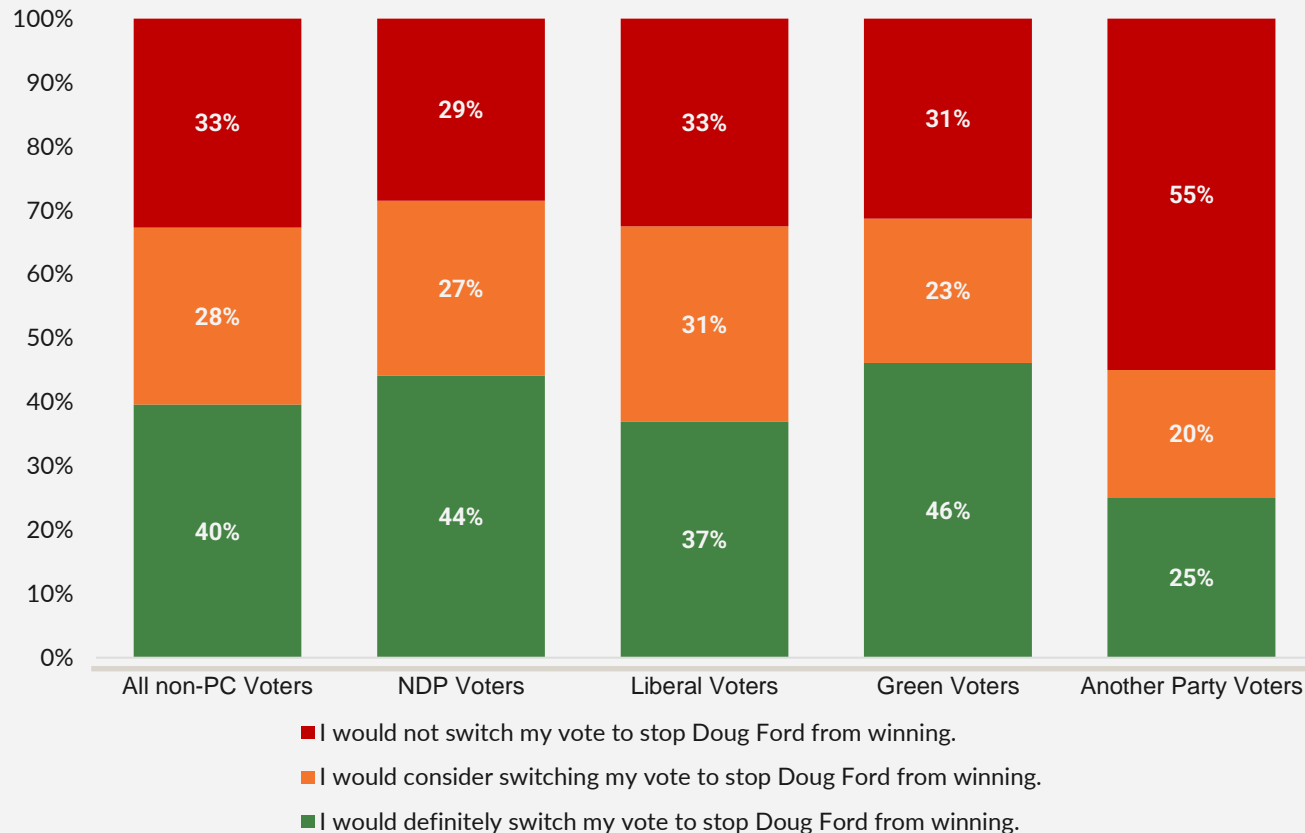
NDP and Green supporters most likely to engage in strategic voting to stop Doug Ford.

Those voting for Another Party are not likely to switch their vote.



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If on the day of the election it looks like Doug Ford will remain Premier, would you vote for the person most likely to prevent that from happening, even if they're not who you initially wanted to vote for?:



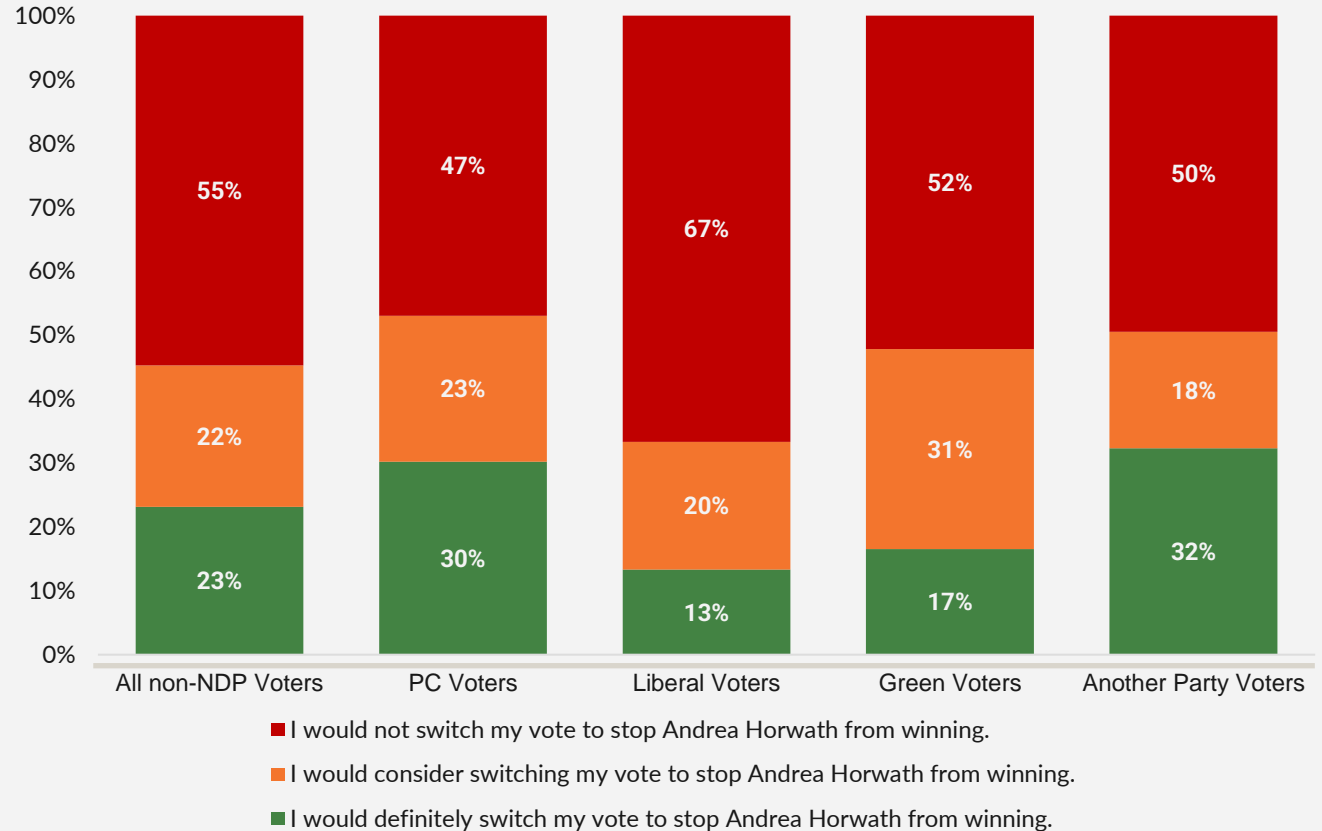
COUNSEL

STRATEGIC VOTING ANTI-NDP

PC supporters and supporters of other parties are more likely to switch their vote to stop Andrea Horwath from becoming Premier.

Only 13% of Liberal voters would definitely switch their vote.

If on the day of the election it looks like Andrea Horwath will become Premier, would you vote for the person most likely to prevent that from happening, even if they're not who you initially wanted to vote for?:



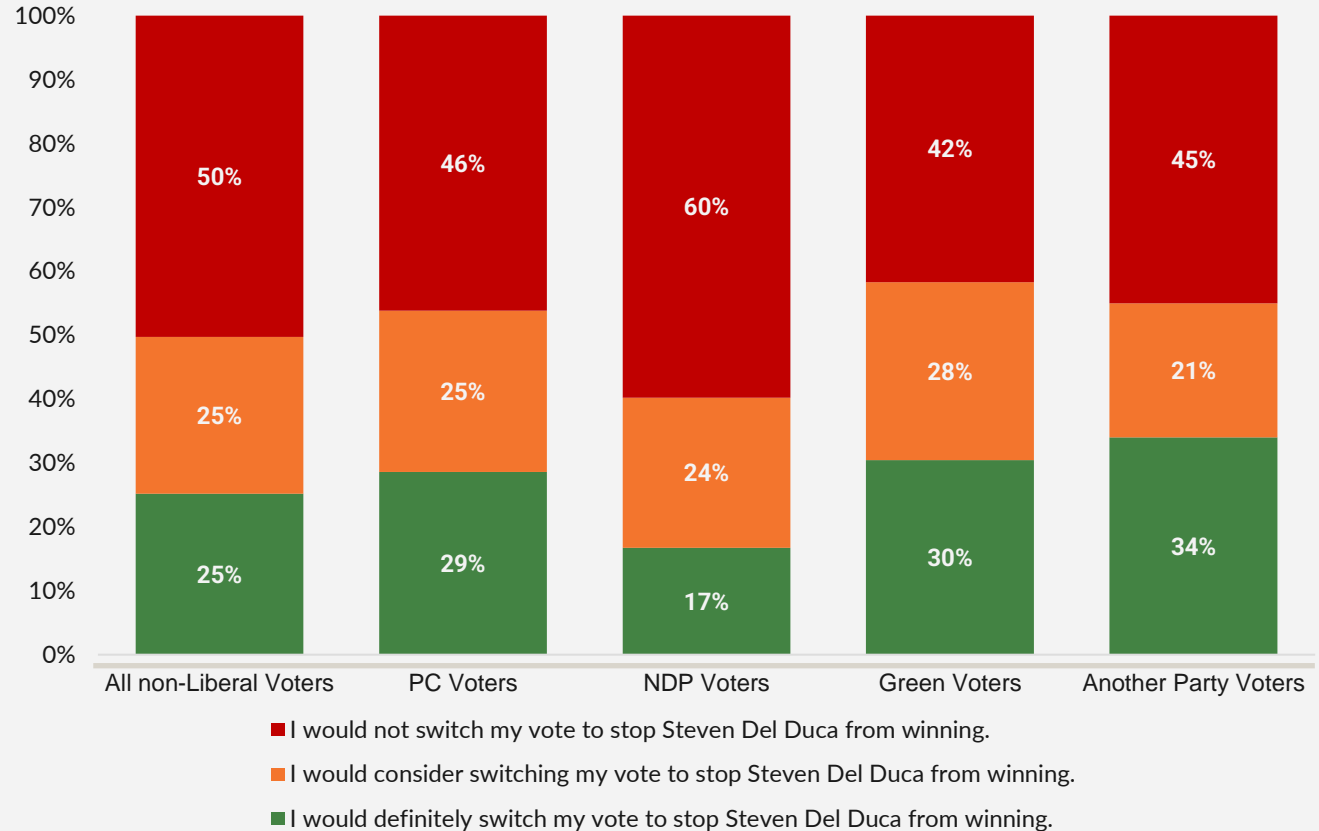
Ontario

COUNSEL

STRATEGIC VOTING ANTI-LIBERAL

NDP voters least likely to strategically vote to stop the Liberals from gaining power.

If on the day of the election it looks like Steven Del Duca will become Premier, would you vote for the person most likely to prevent that from happening, even if they're not who you initially wanted to vote for?:



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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.



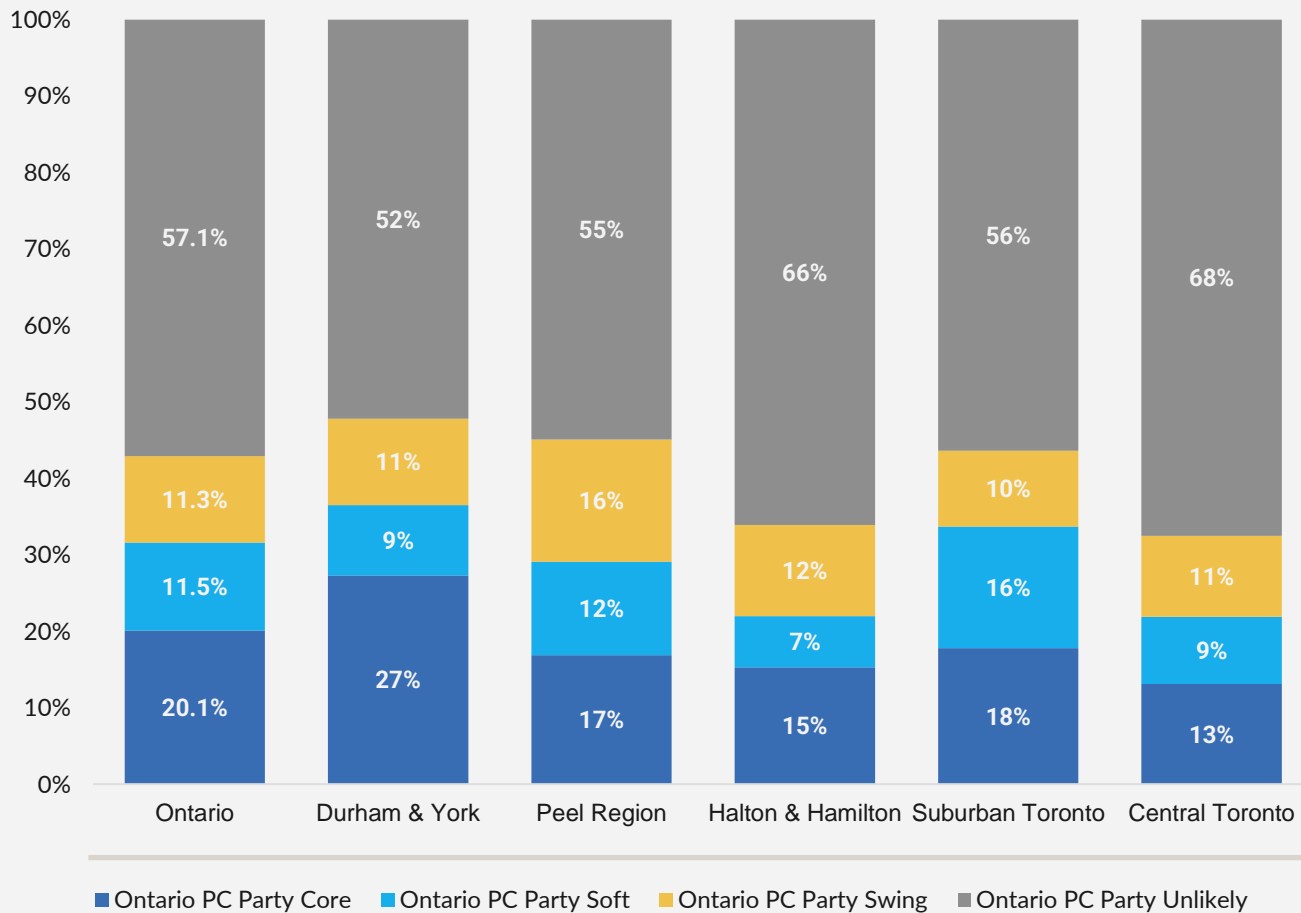
Ontario

COUNSEL

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



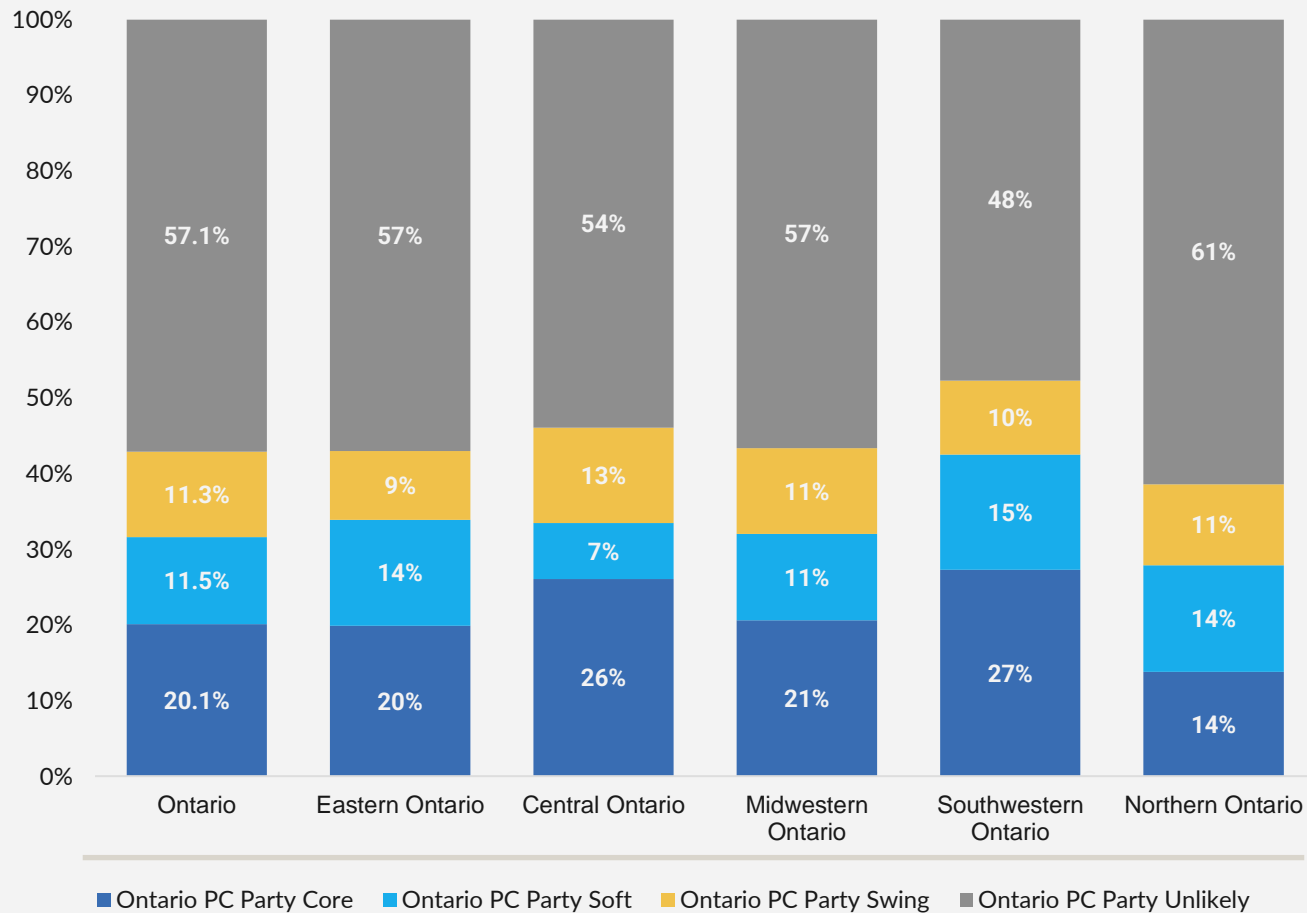
Ontario

COUNSEL

REST OF ONTARIO

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

They have already made gains in Northern Ontario.



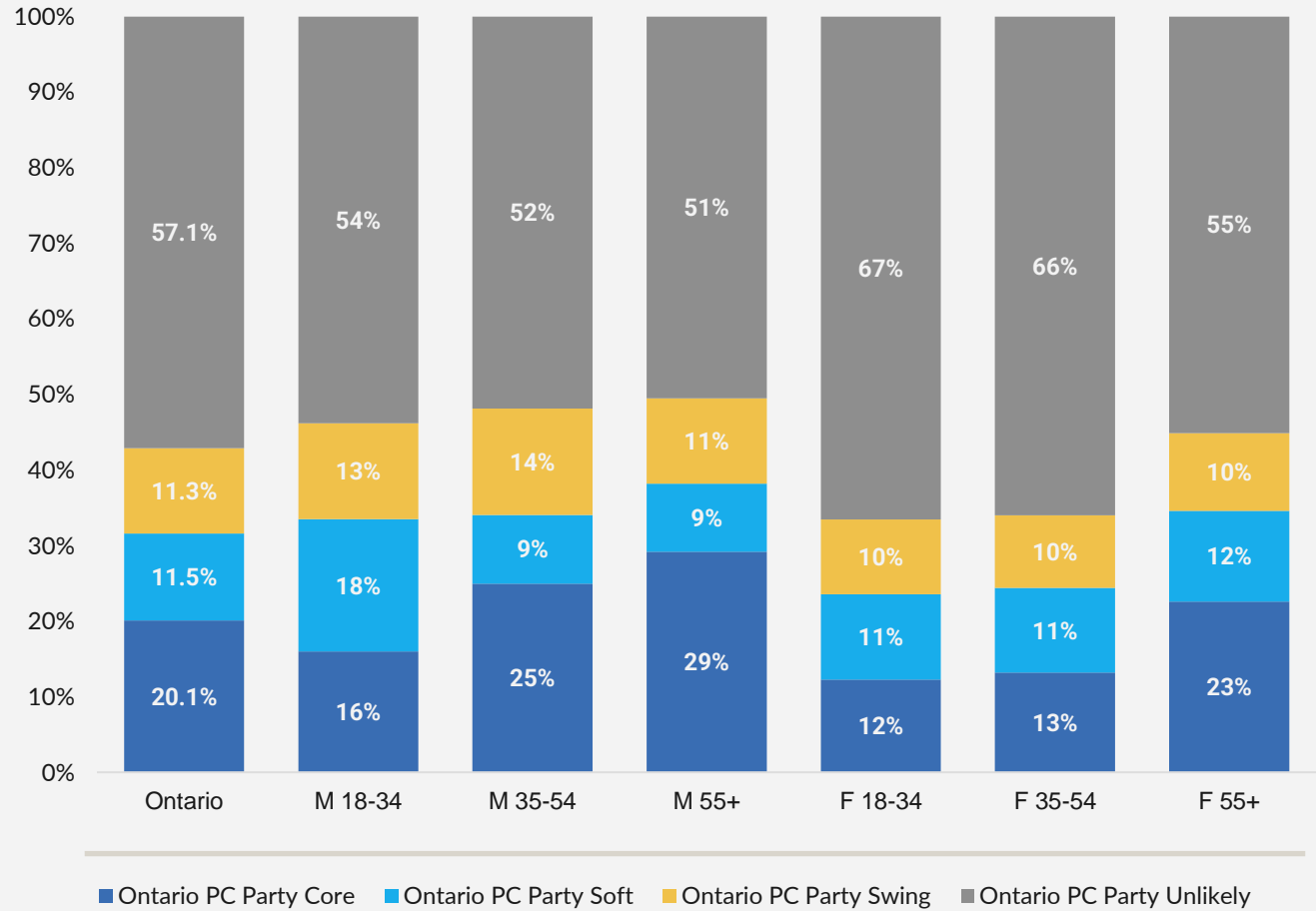
Ontario

COUNSEL

AGE AND BIRTH SEX

Ford's PCs have
grown significantly
among Males 18-34.

They are more likely
to grow among men
than women.

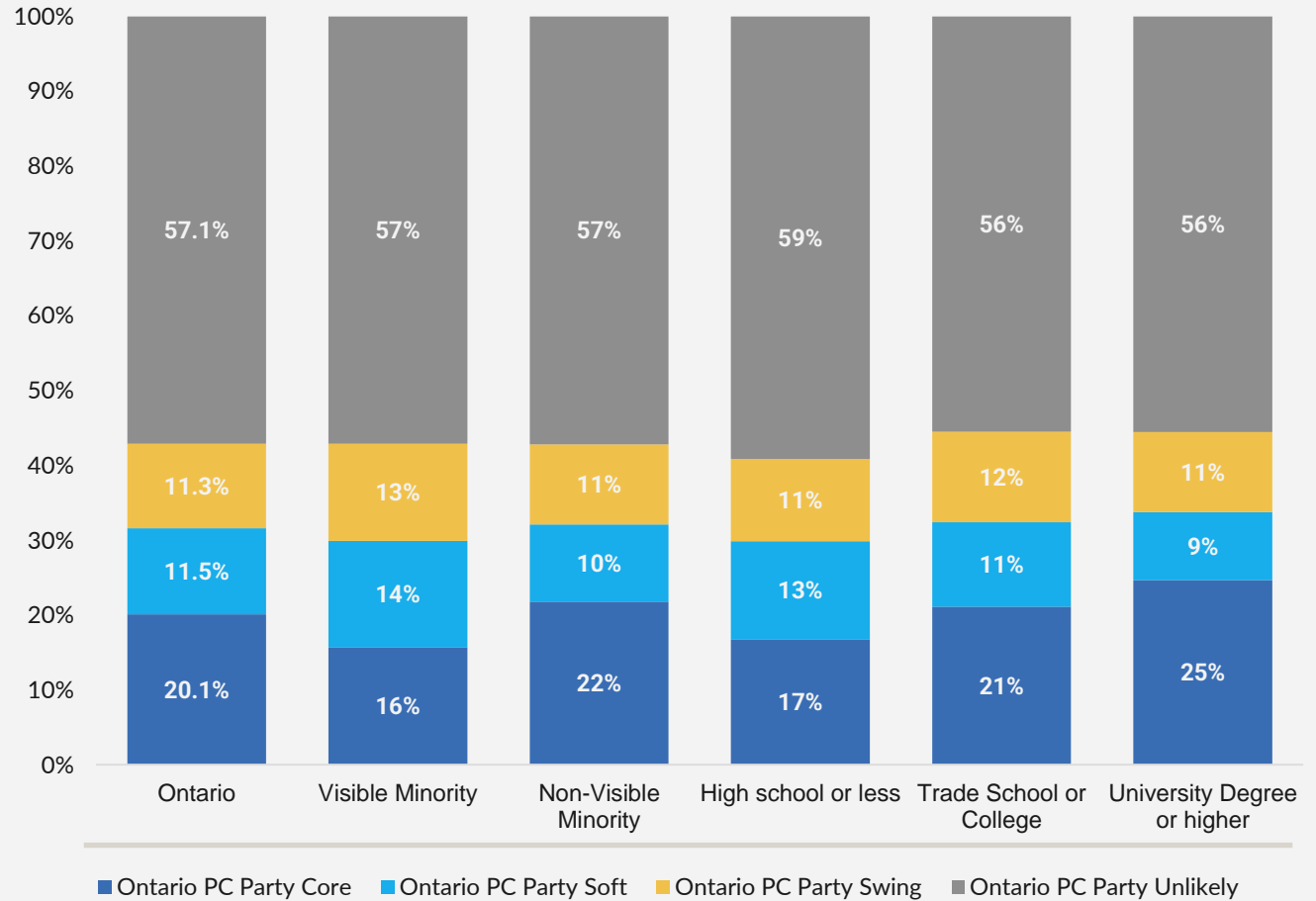


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COUNSEL

VISIBLE MINORITY / EDUCATION

The PCs have grown considerably among visible minorities and those with a high school education or less.

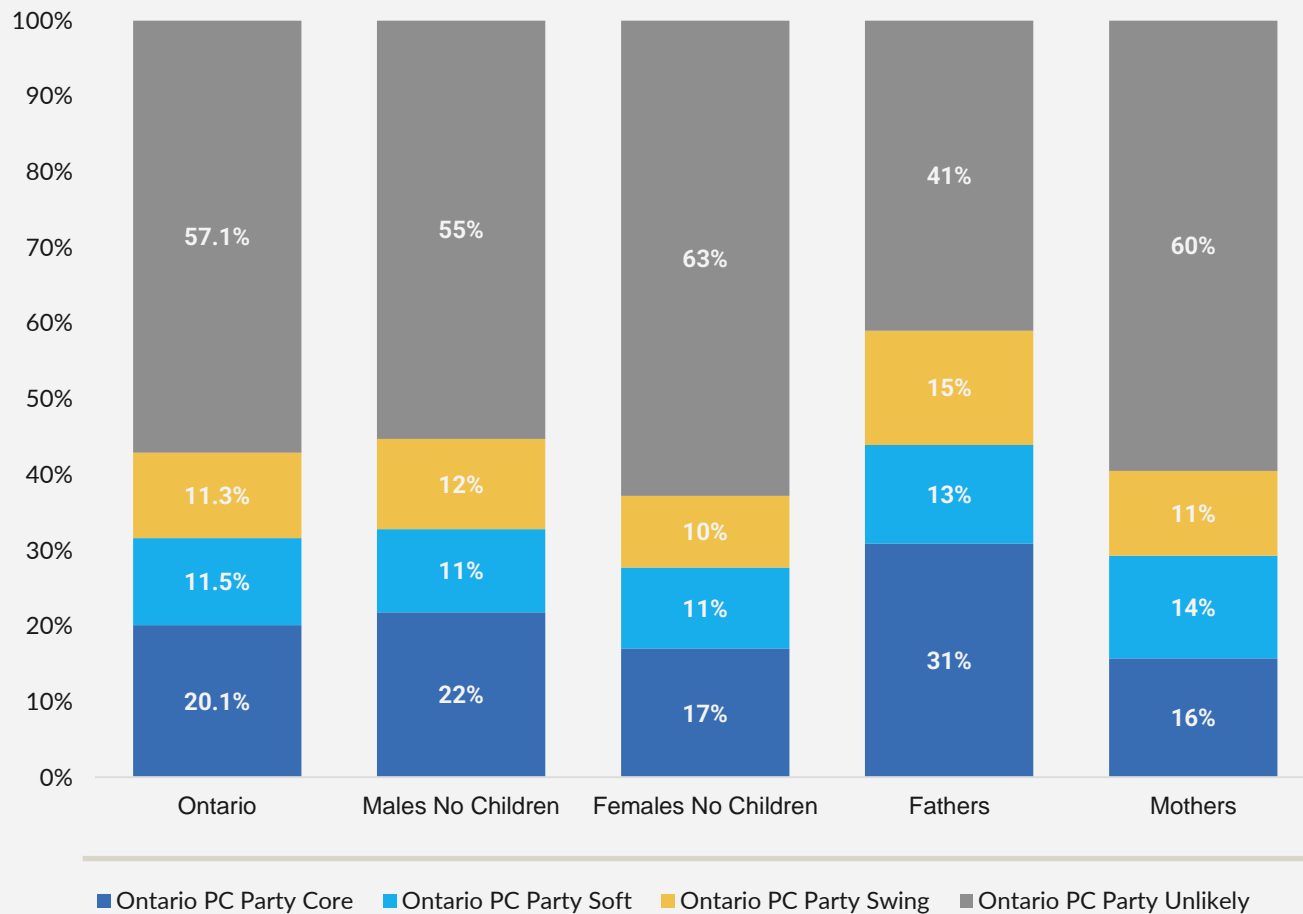


Ontario

COUNSEL

PARENTS AND NON-PARENTS

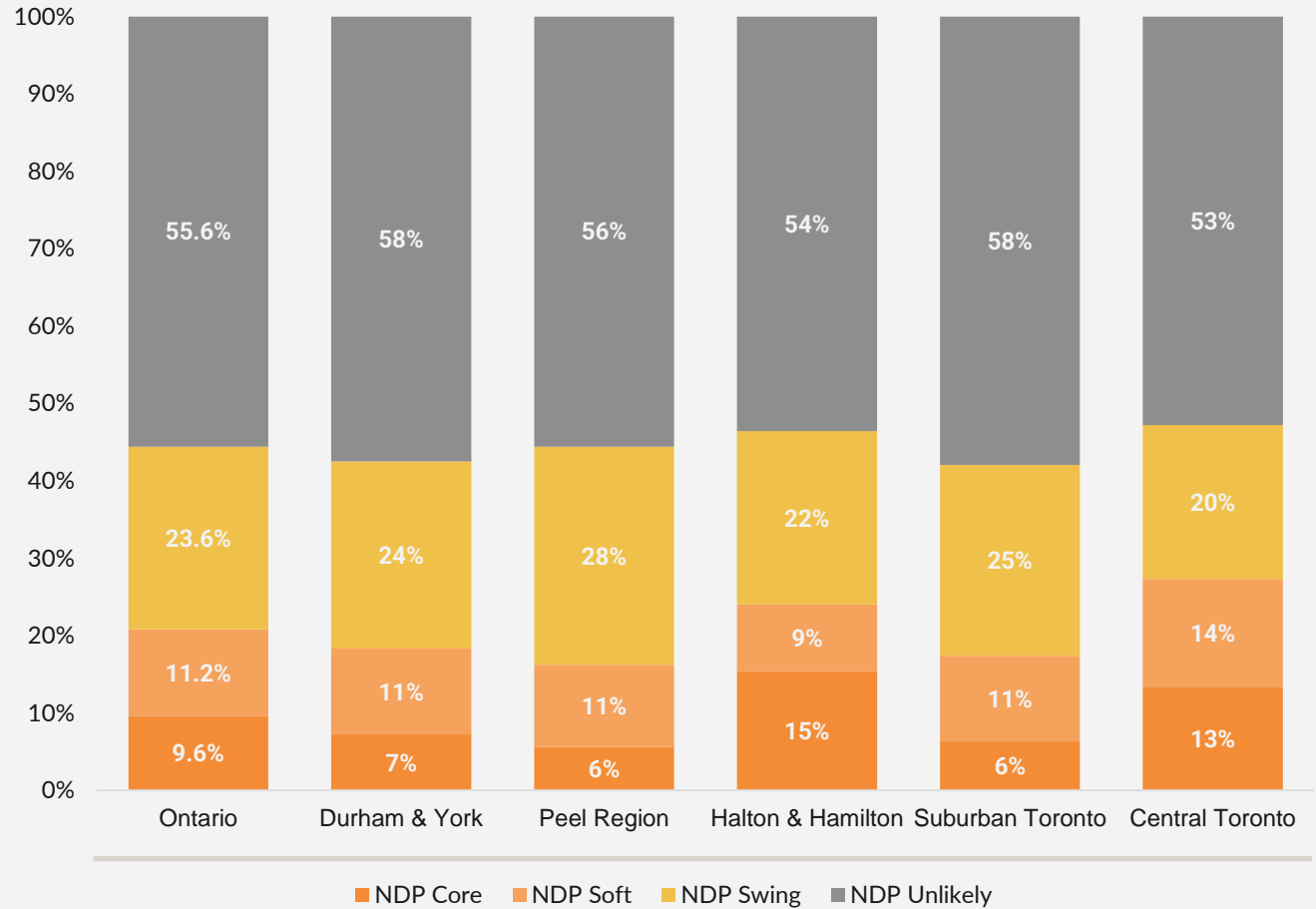
For Ford's PCs, fathers are a considerable opportunity for growth.



GREATER TORONTO AREA

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

They have grown considerably in Central Toronto.



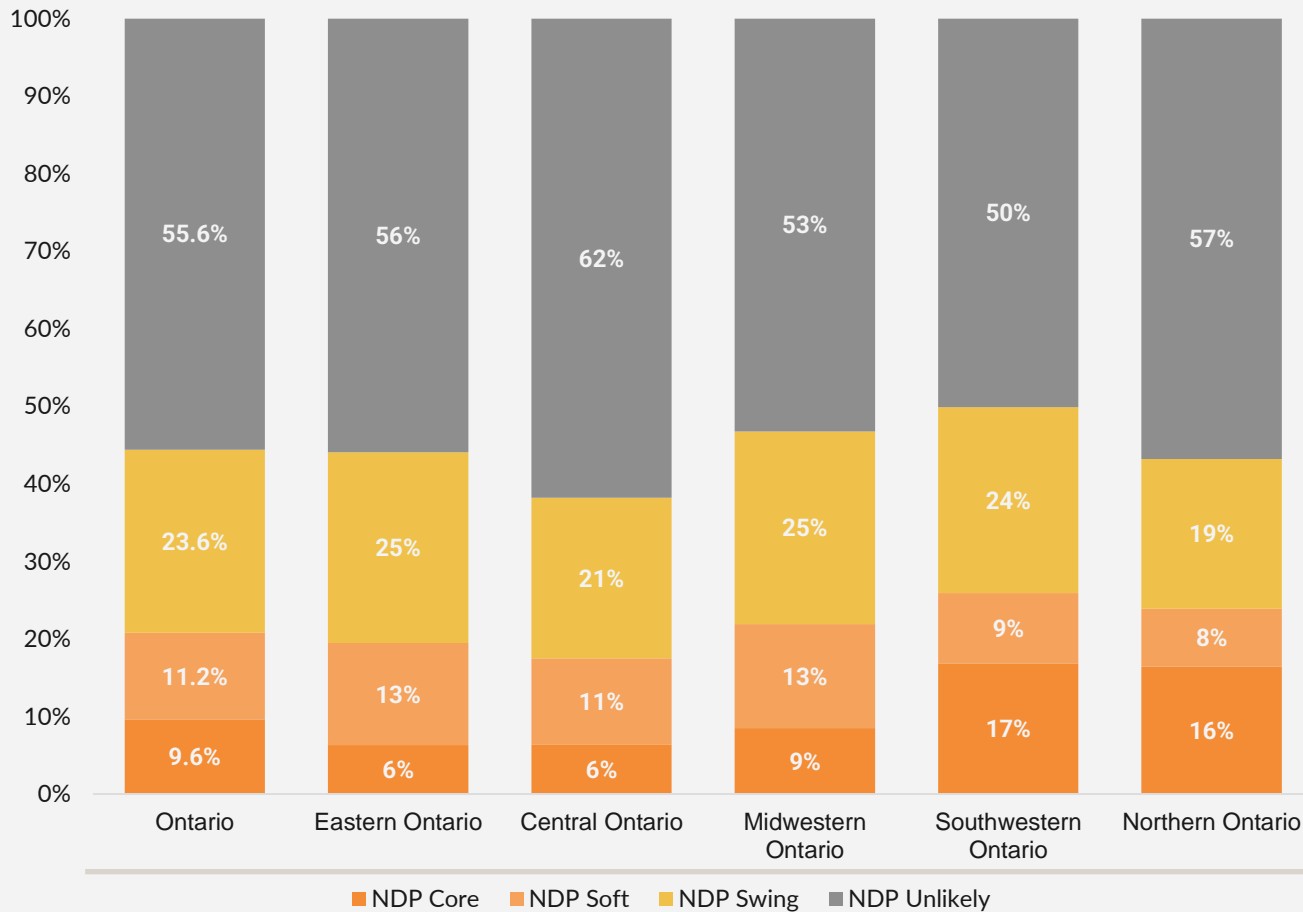
Ontario

COUNSEL

REST OF ONTARIO

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

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

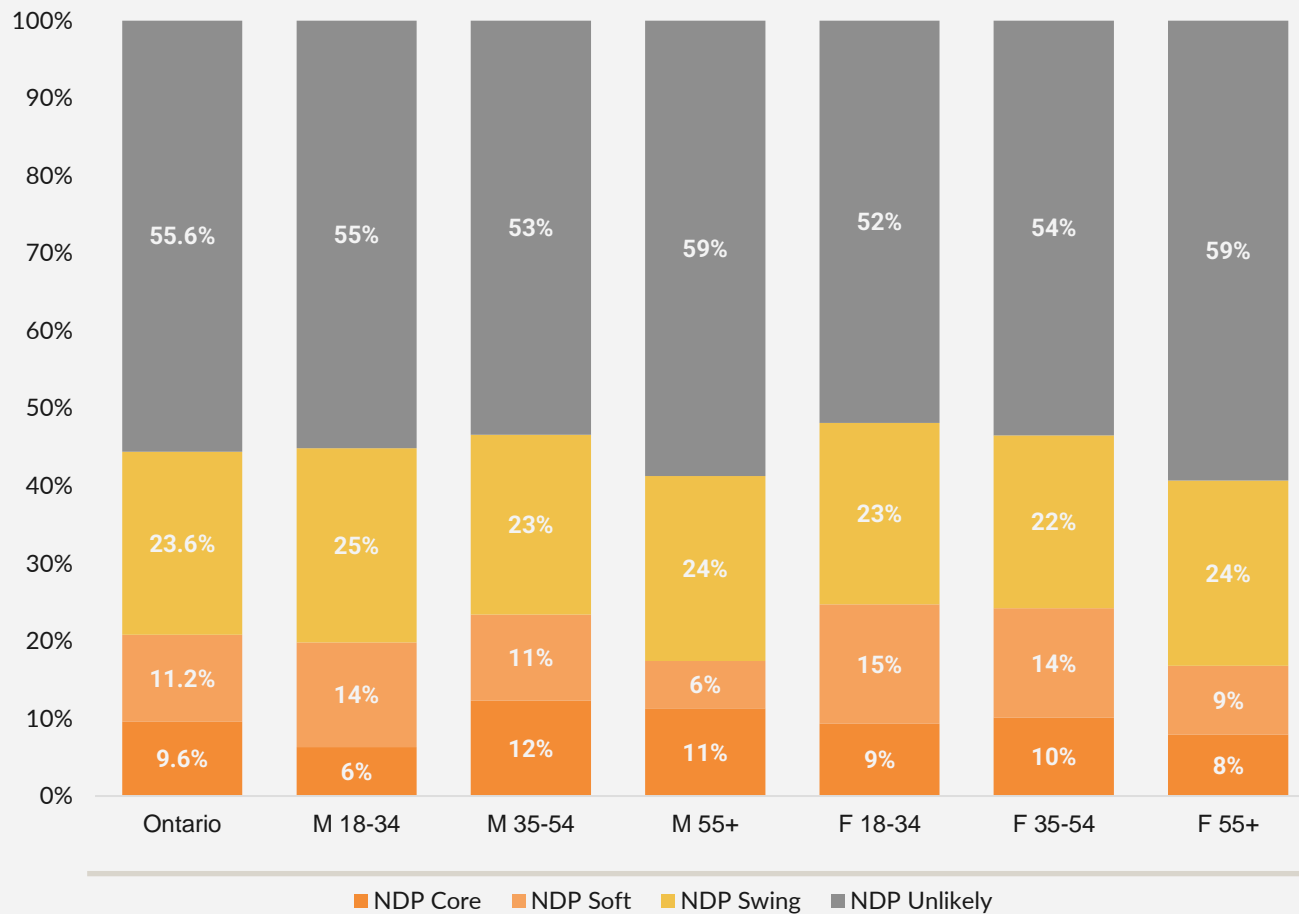


Ontario

COUNSEL

AGE AND BIRTH SEX

Horwath's NDP's
growth potential is
consistent among
age/sex breakouts.

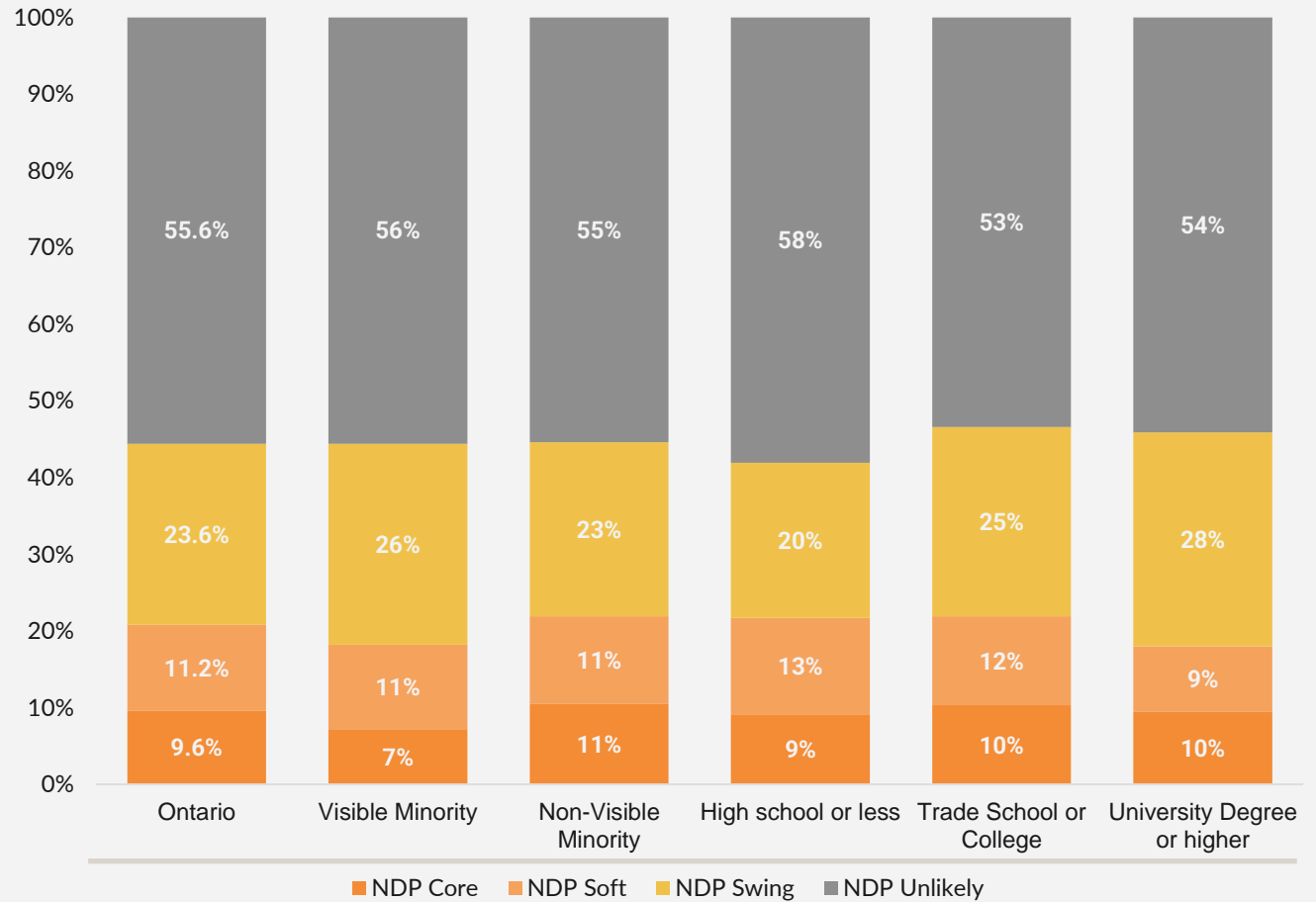


Ontario

COUNSEL

VISIBLE MINORITY / EDUCATION

The NDP have an opportunity to grow amongst university-educated people, trade school or college educated people, and visible minorities.

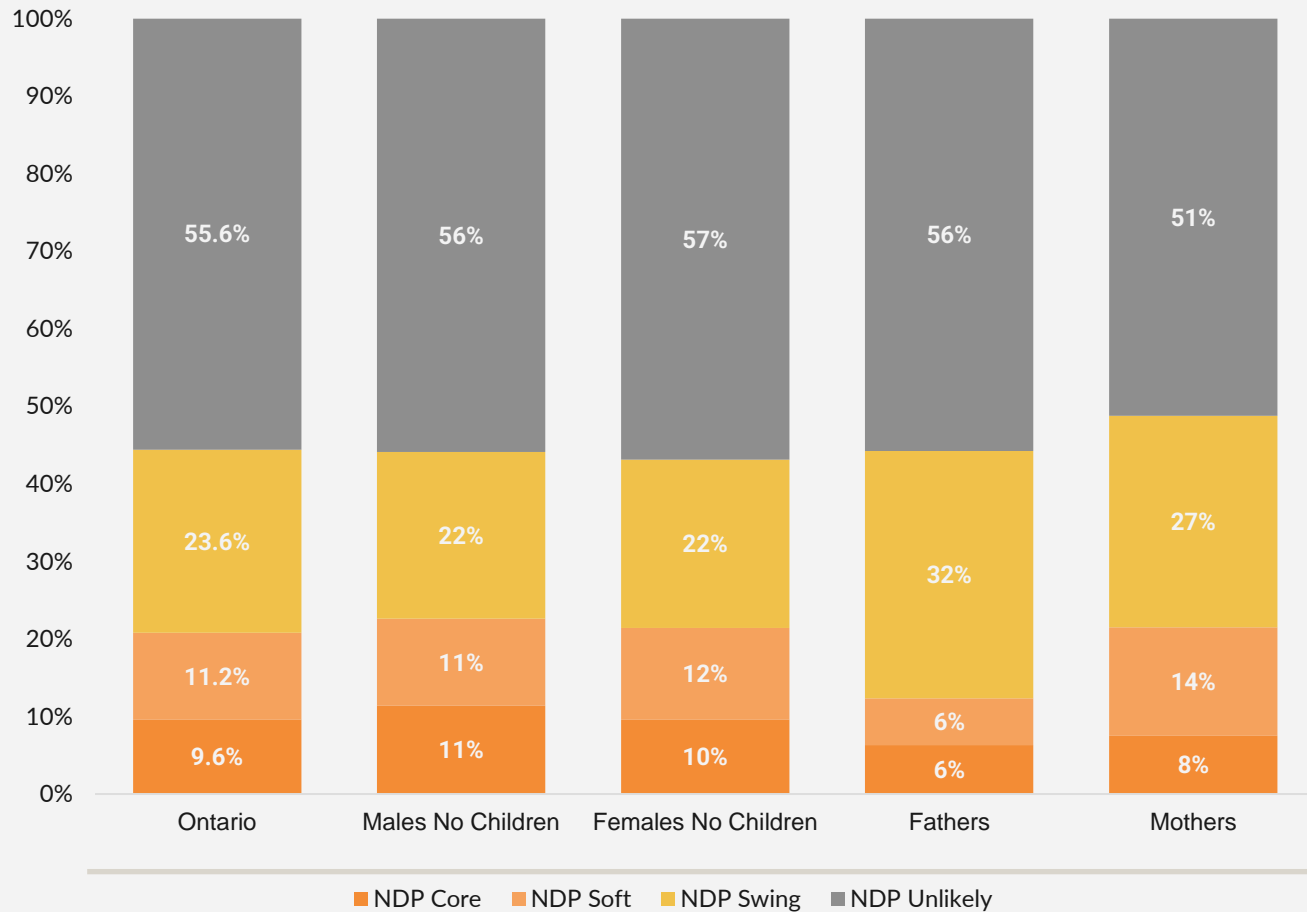


Ontario

COUNSEL

PARENTS AND NON-PARENTS

For Horwath's NDP, 32% of fathers and 27% of mothers are swing voters.

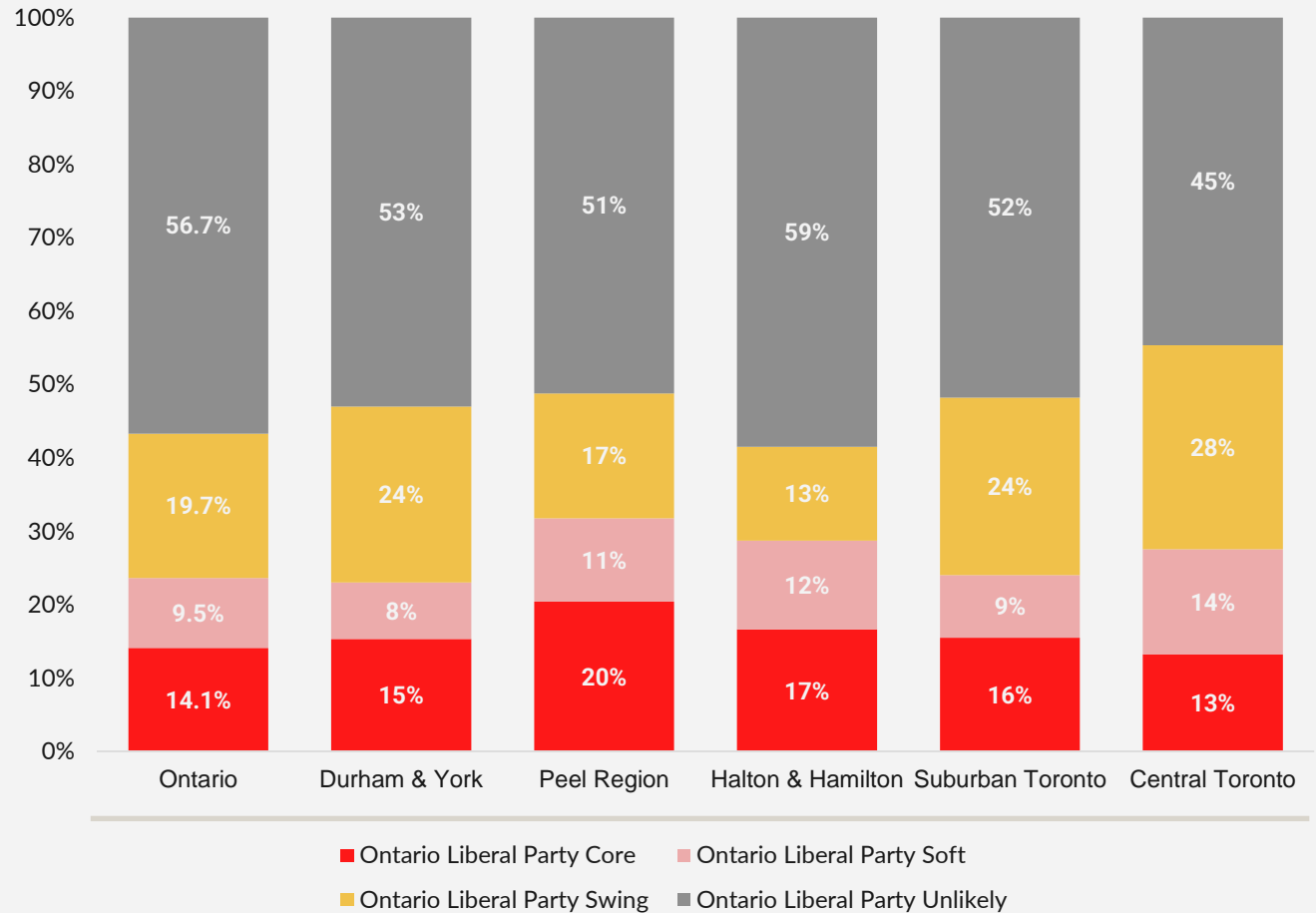


Ontario

COUNSEL

GREATER TORONTO AREA

For Del Duca's Liberals, Central Toronto represents their biggest opportunity to grow, geographically, followed by Suburban Toronto and Durham & York.



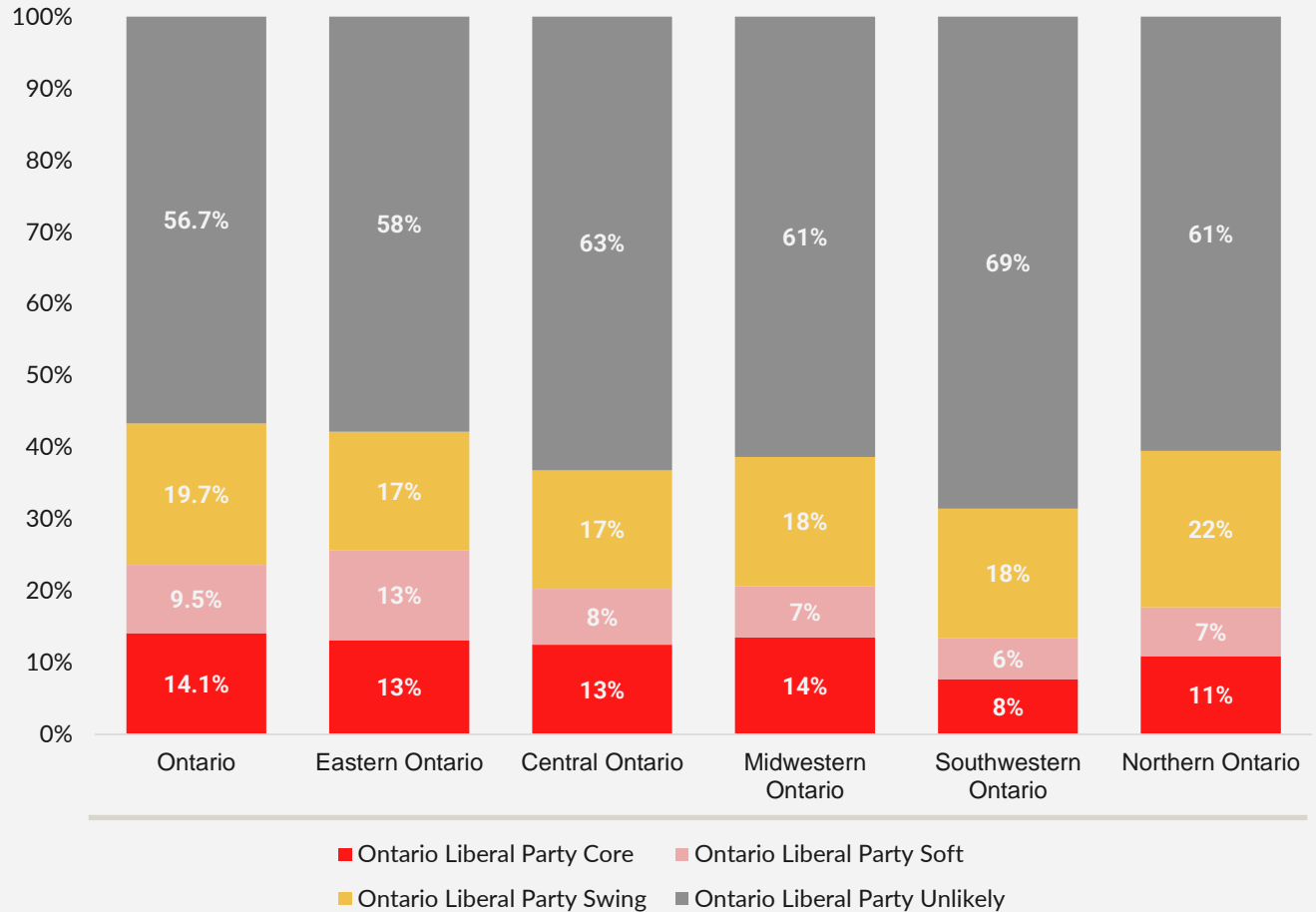
Ontario

COUNSEL

REST OF ONTARIO

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

They have gained significantly in Eastern Ontario.



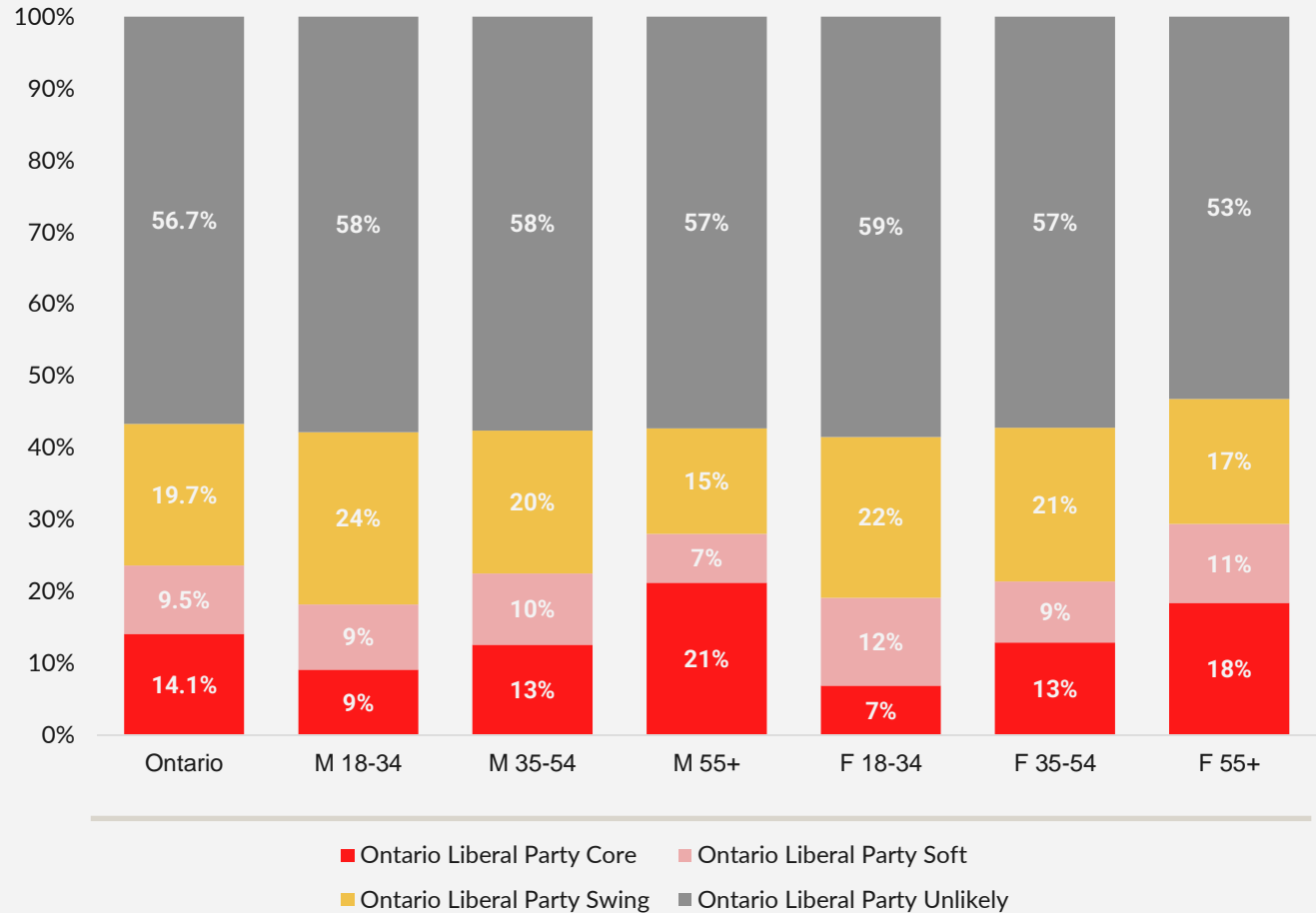
Ontario

COUNSEL

AGE AND BIRTH SEX

Young Ontarians represent a considerable opportunity for growth for Del Duca's Liberals with 24% of young males and 22% of young females being Ontario Liberal swing voters.

Liberals have already gained significantly among young females.

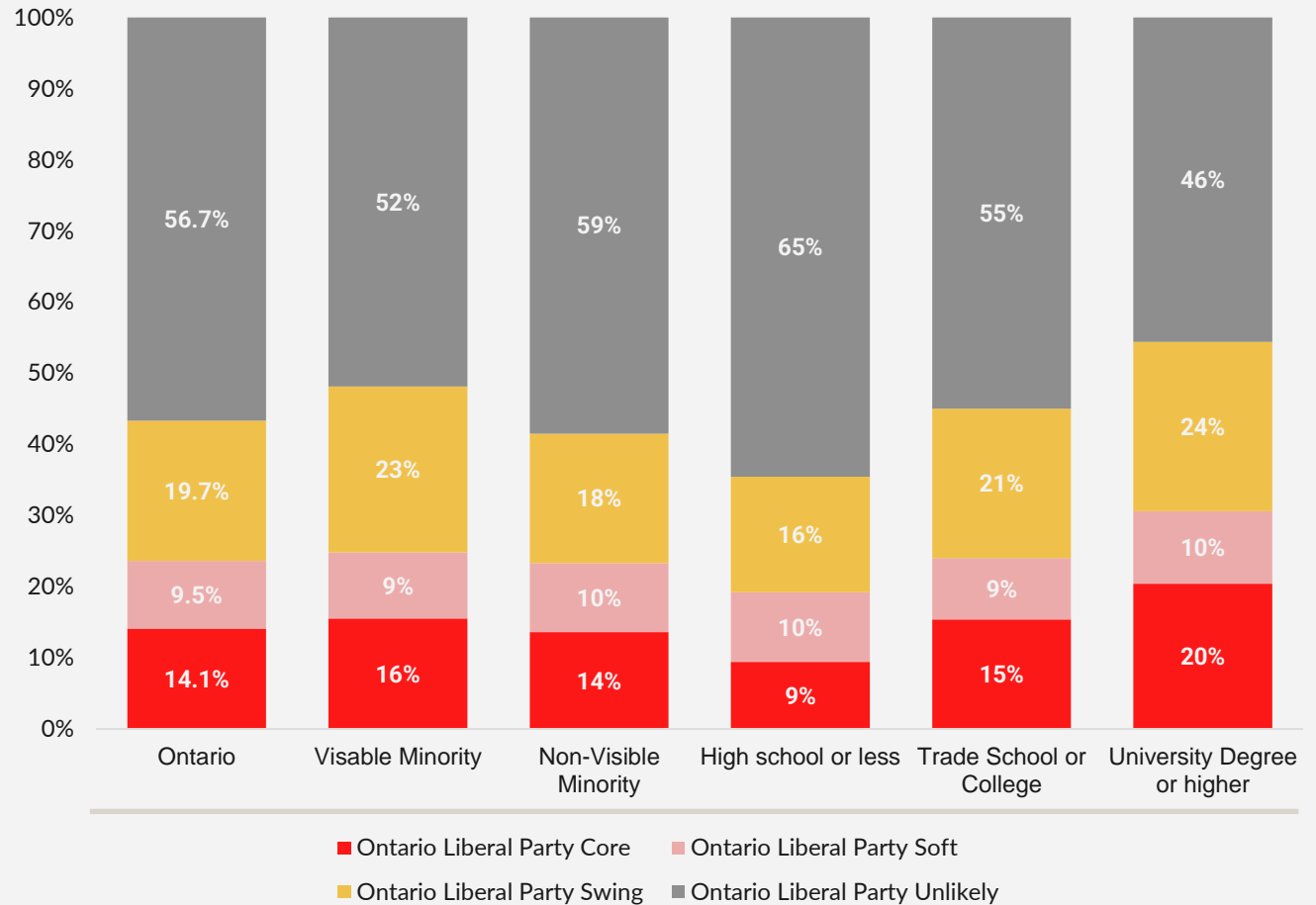


Ontario

COUNSEL

VISIBLE MINORITY / EDUCATION

Highest potential for growth for the Liberal party is visible minorities and university educated people.

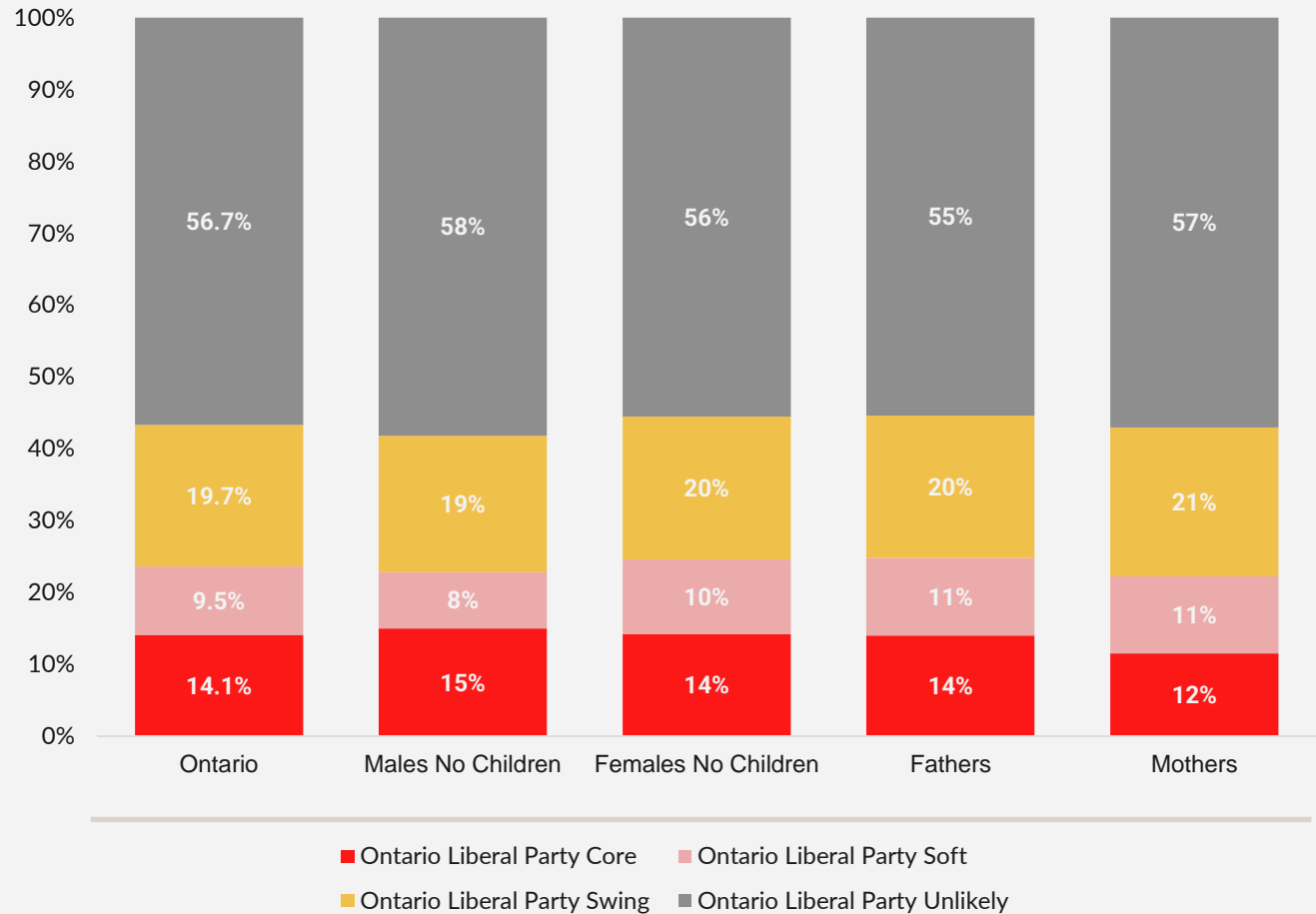


Ontario

COUNSEL

PARENTS AND NON-PARENTS

Liberals are consistent among parents and non-parents.



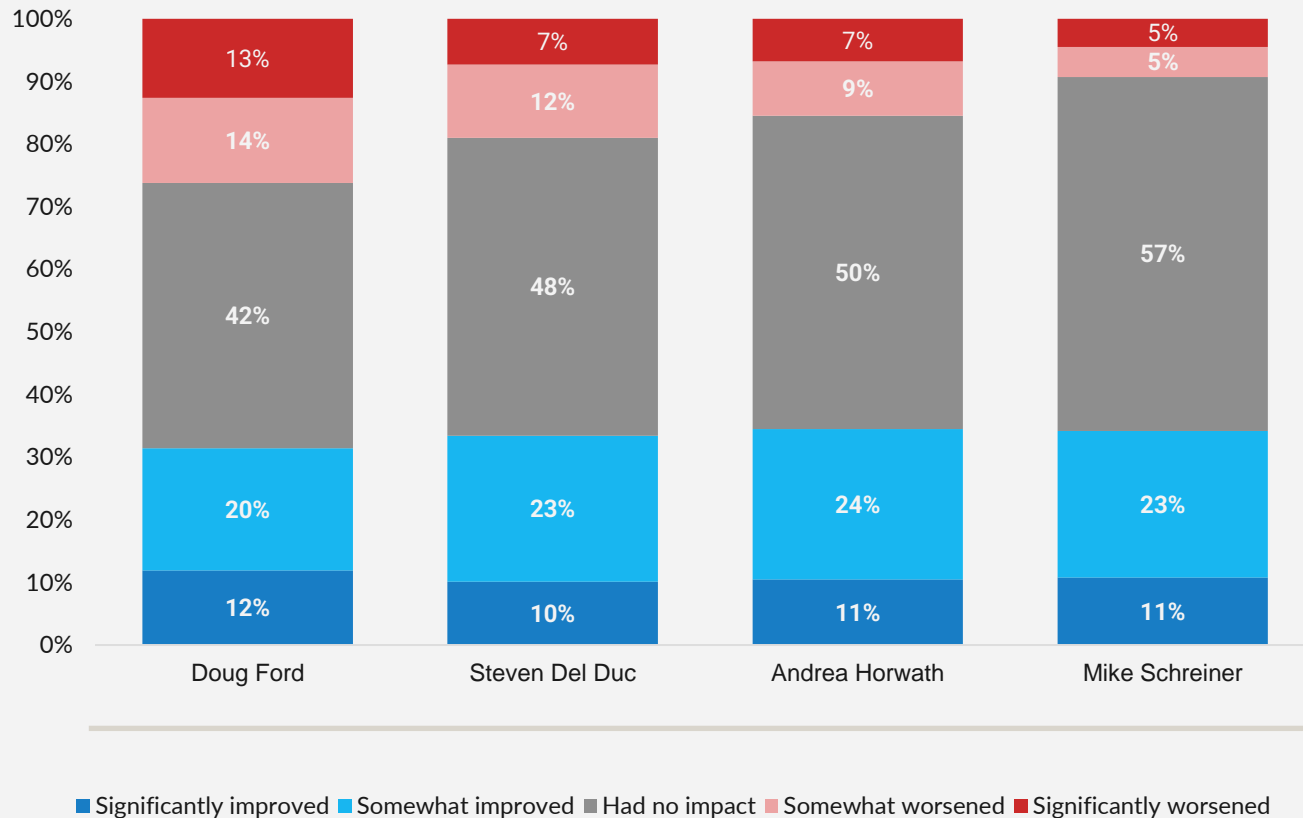
Ontario

COUNSEL

DEBATE PERFORMANCE

Overall, Mike Schreiner performed the best, with the lowest number of people saying the debate worsened their impression of them.

Q: Thinking about the party leaders,
what impact, if any, did the debates have on your impression of them?
(Only those who watched at least one debate or saw news coverage of them)

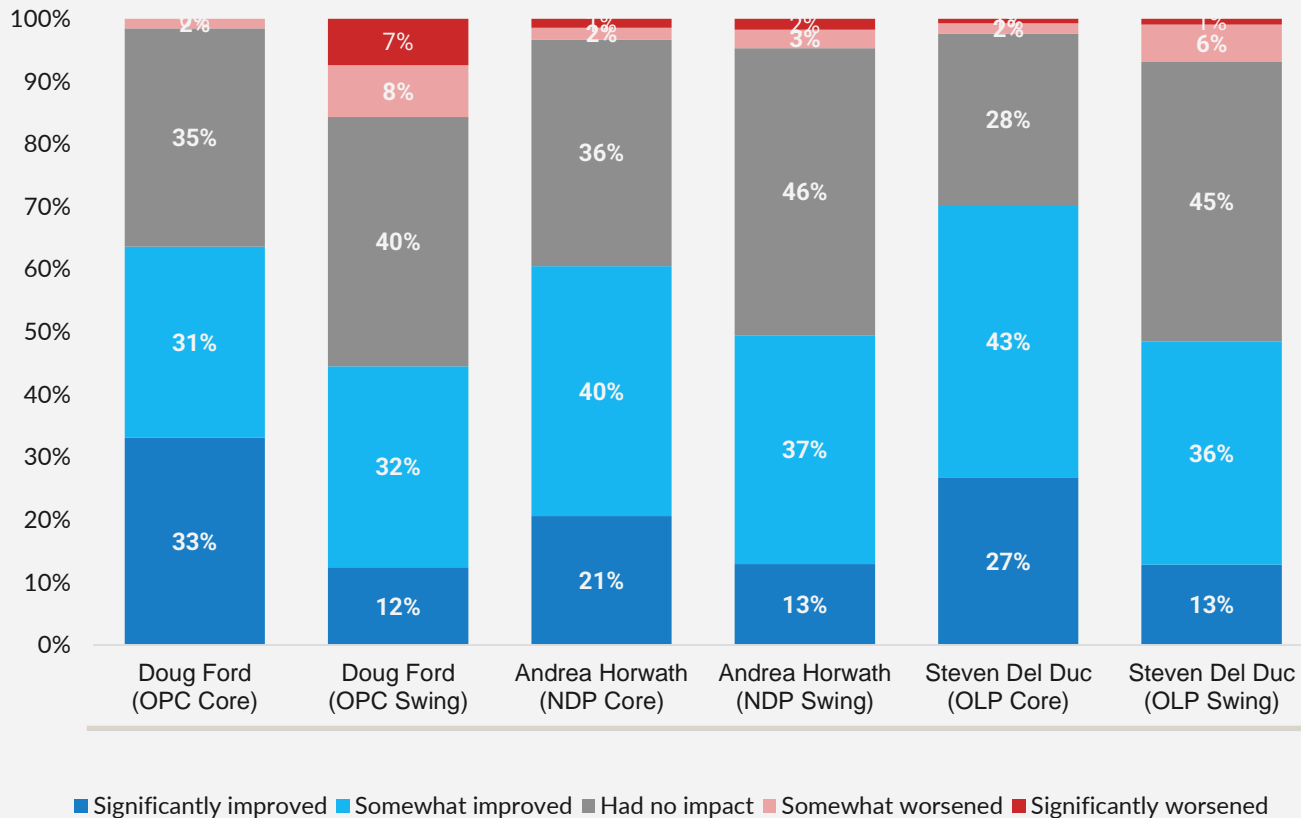


DEBATE PERFORMANCE

Each party leader did about the same with the voters the need to convince to join their party.

Doug Ford fared a bit worse with his swing voters, but still exceptionally positive overall.

Q: Thinking about the party leaders, what impact, if any, did the debates have on your impression of them?
(Only those who watched at least one debate or saw news coverage of them)



Ontario

COUNSEL

ISSUE IMPORTANCE

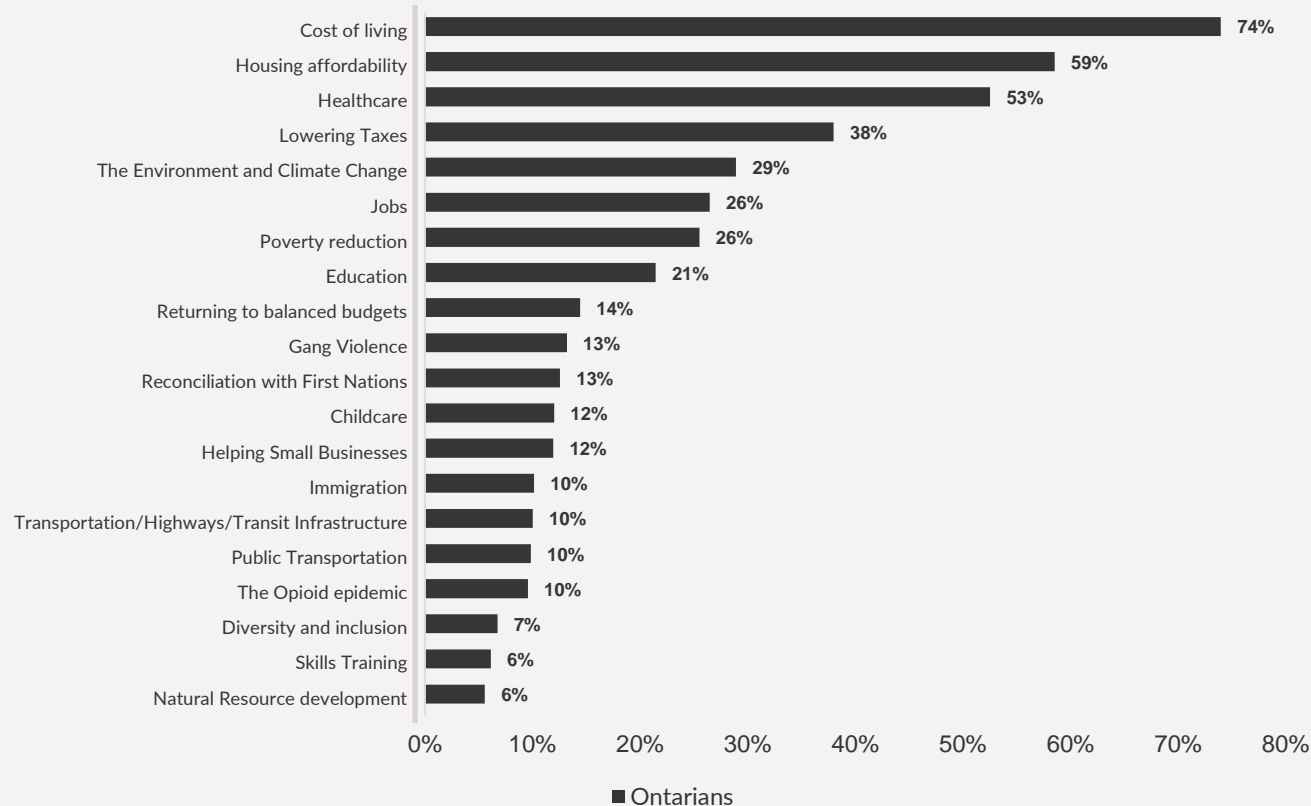
74% say cost of living is in their top five issues.

Housing affordability, healthcare and lowering taxes are the next leading priorities.



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.



COUNSEL

PC ISSUES

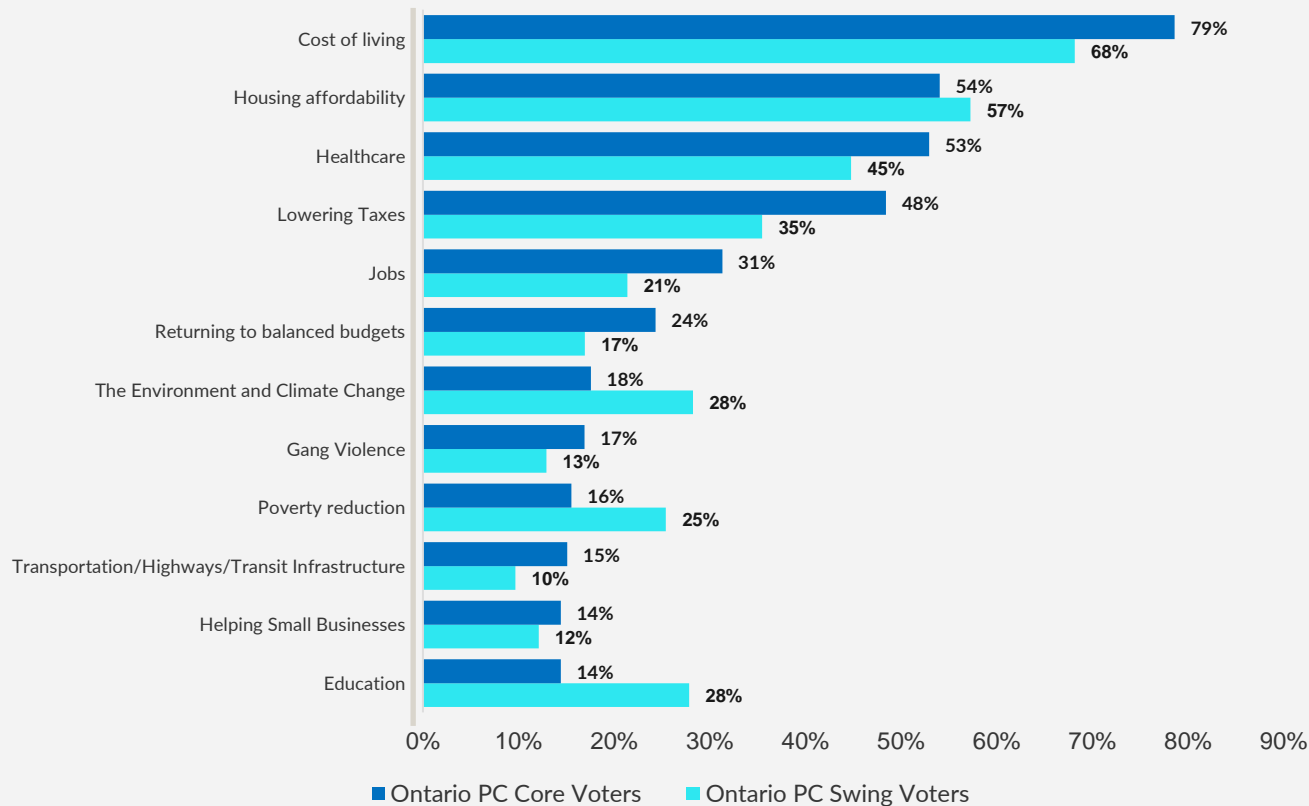
Among PC core voters, cost of living is the top issue.

For PC swing voters, more importance is placed on the environment, poverty reduction and education.



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.



COUNSEL

NDP ISSUES

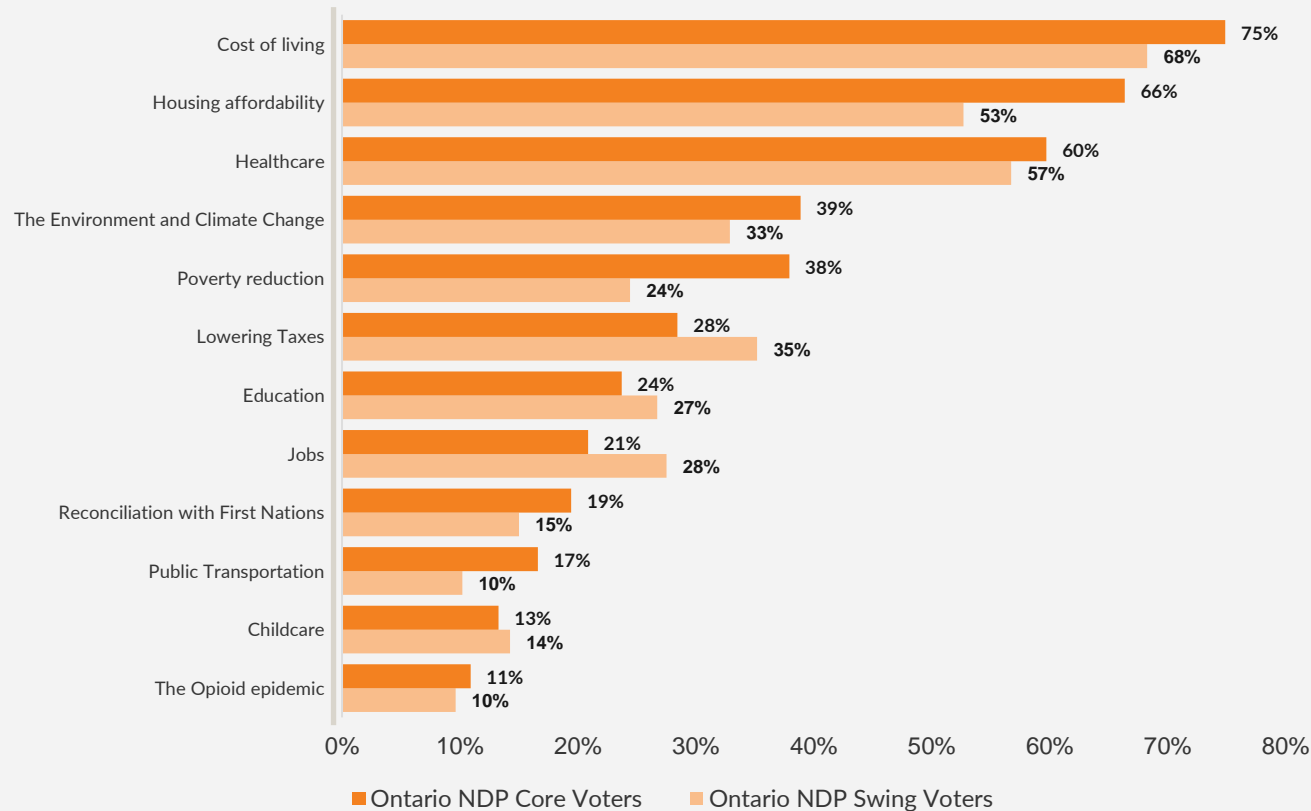
Among NDP core voters, cost of living and housing affordability top the list.

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.



COUNSEL

OLP ISSUES

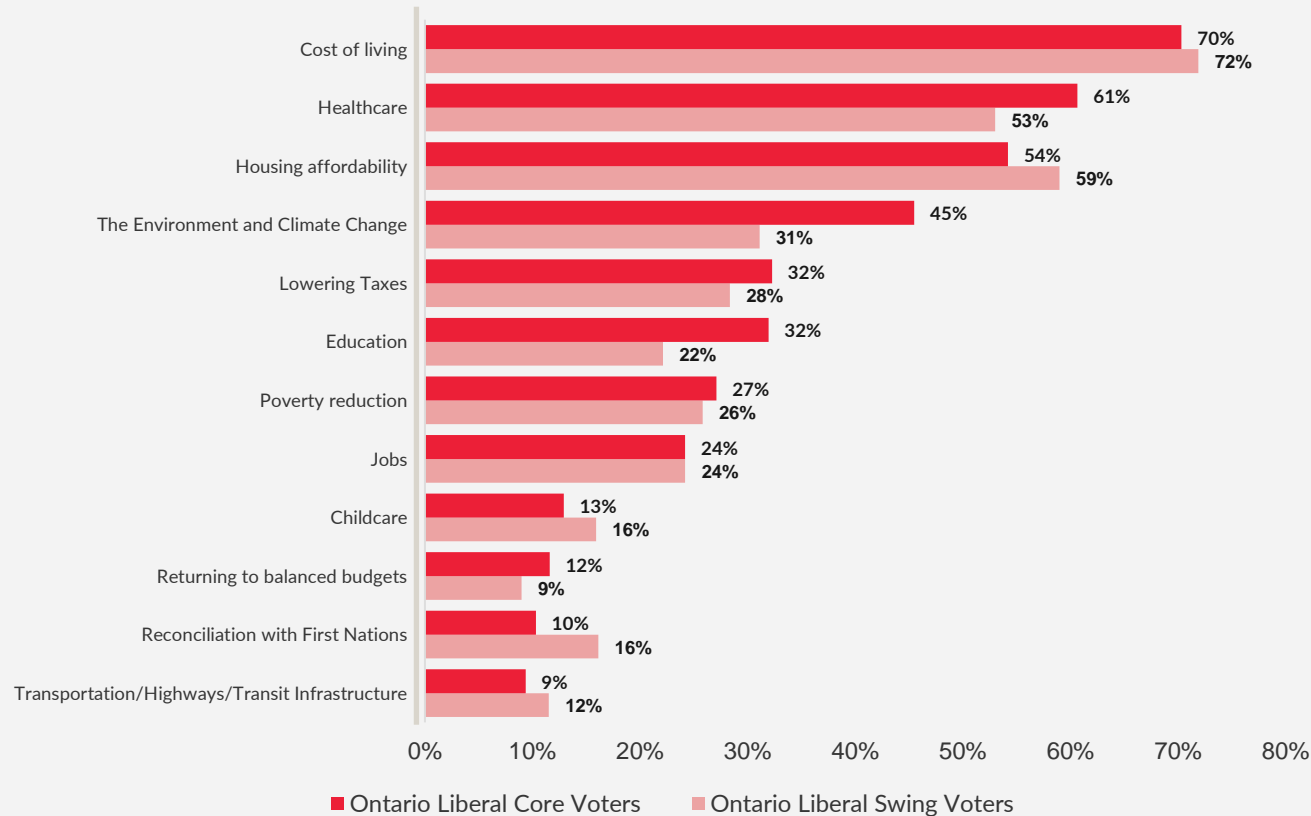
Like their PC and NDP counterparts, cost of living is the top issue for Ontario Liberal voters.

For Ontario Liberal Swing voters, the environment and education are not as strong of priorities compared to their 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.



COUNSEL

INFLATION

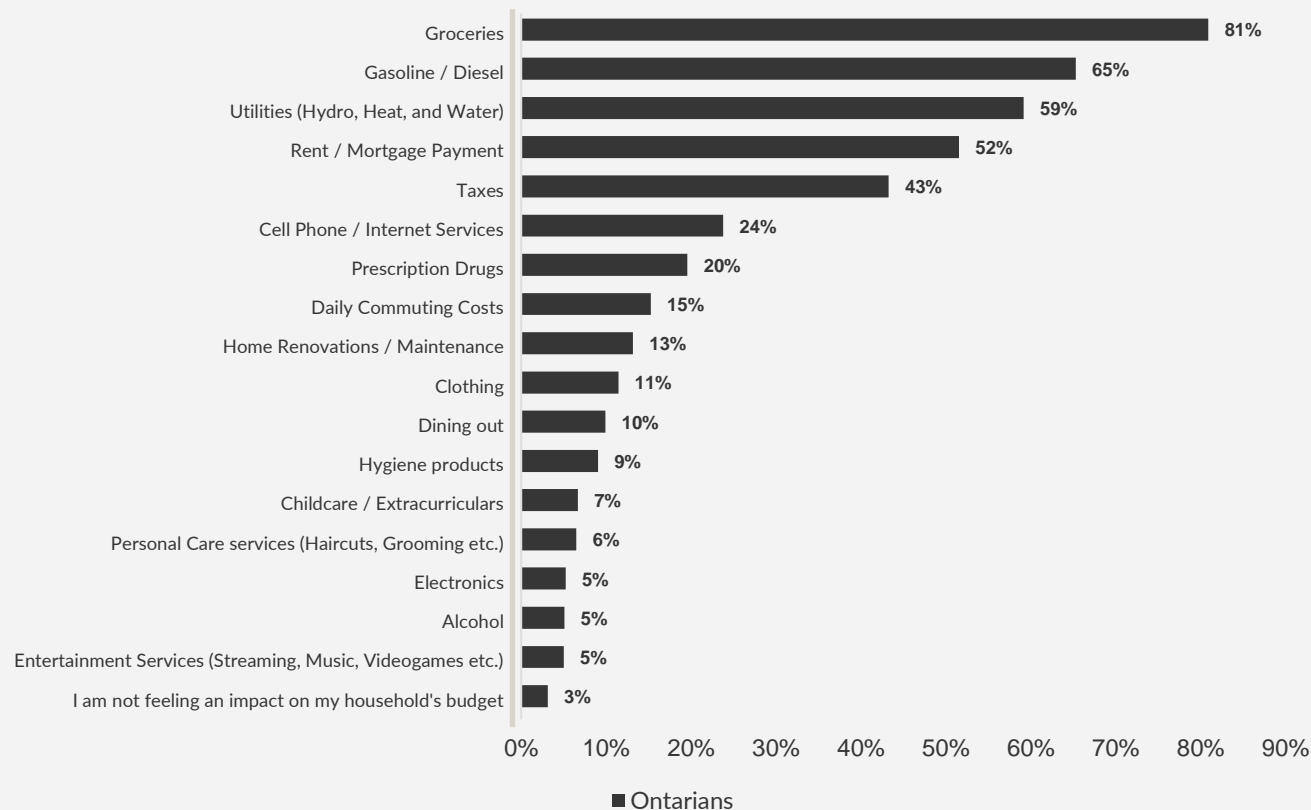
Top expenses people worry about are groceries, gasoline / diesel, utilities, rent and taxes.



Ontario

Q: Currently, Canada's annual inflation rate is 6.7%.

From the list below, please select up to five expenses you are most worried about increasing:

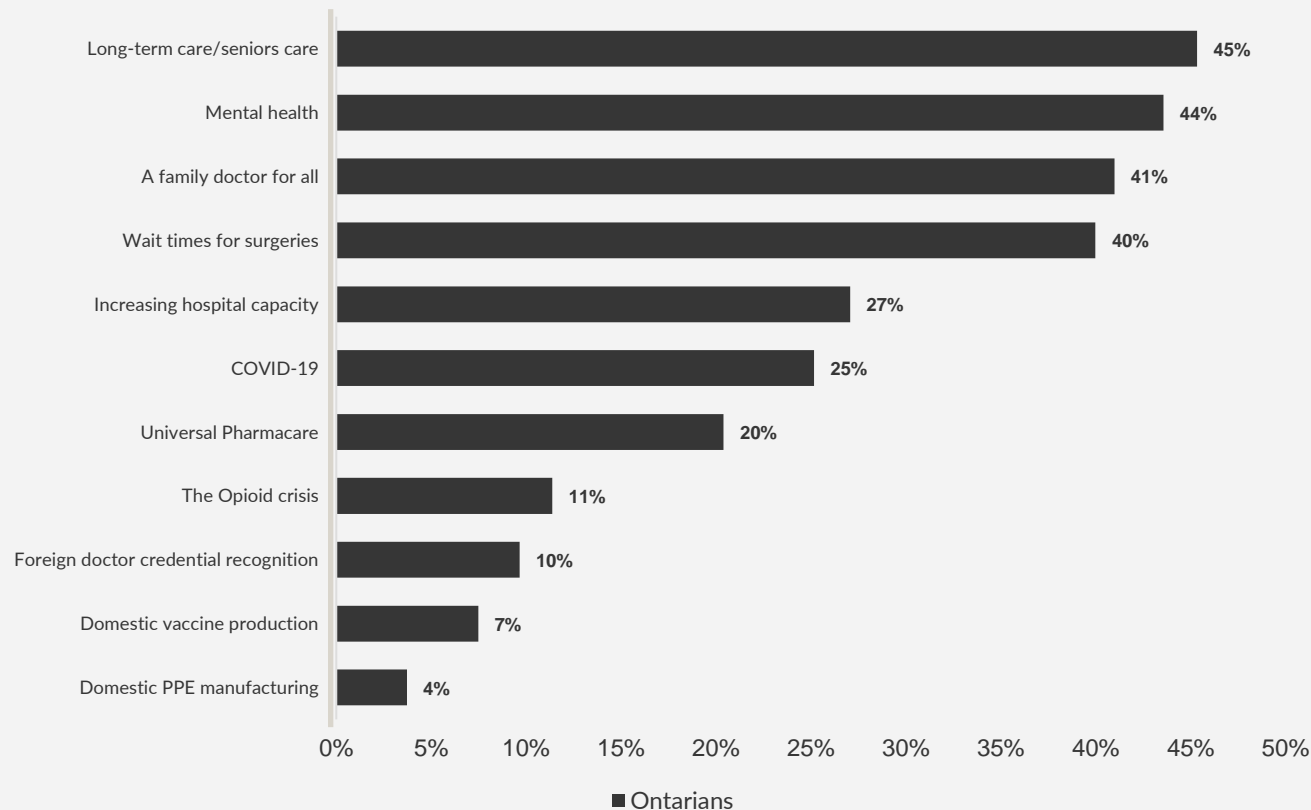


COUNSEL

HEALTHCARE

Among healthcare priorities, long term care, mental health, a family doctor for all, and wait times for surgeries are the top priorities.

Q: From the following list of healthcare priorities, please select up to three you feel the Government of Ontario should prioritize the most:



Ontario

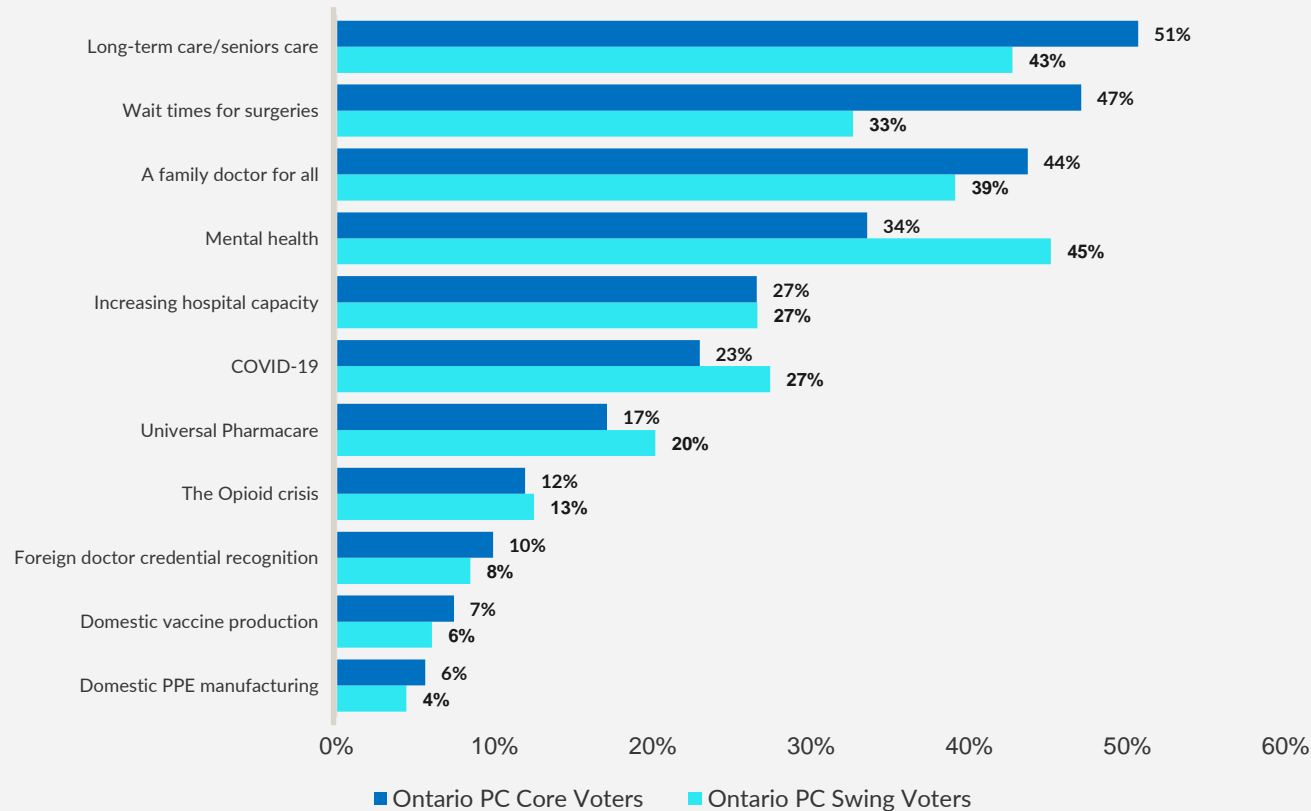
COUNSEL

PC HEALTHCARE

Wait times are a bigger priority for PC core voters than their swing supporters.

For PC swing voters, mental health is seen as more important than their core voter counterparts.

Q: From the following list of healthcare priorities, please select up to three you feel the Government of Ontario should prioritize the most:.



Ontario

COUNSEL

NDP HEALTHCARE

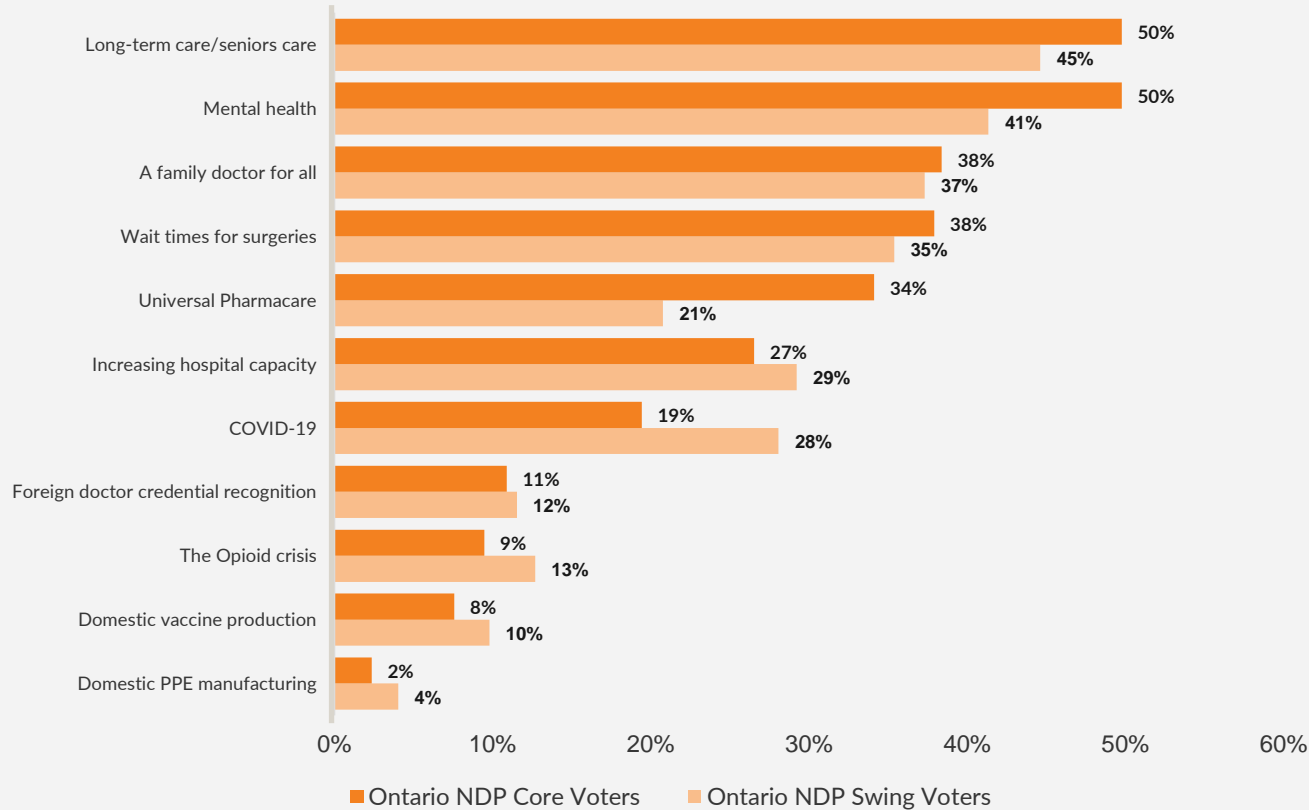
Universal
Pharmacare as a
healthcare priority is
significantly more
important for NDP
core voters than
NDP swing voters

COVID-19 is a
higher priority for
NDP swing voters
than it is for NDP
Core voters.



Ontario

Q: From the following list of healthcare priorities, please select up to three you feel the Government of Ontario should prioritize the most:



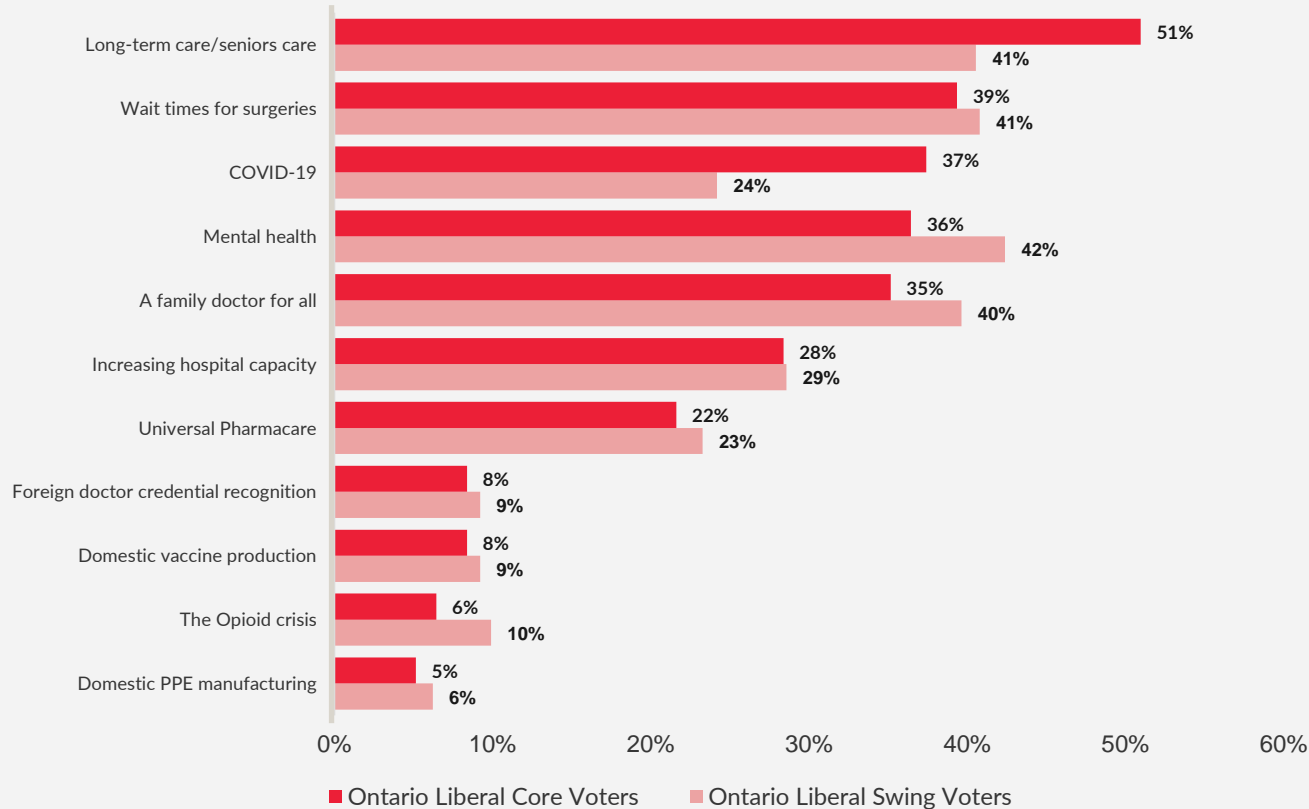
COUNSEL

OLP HEALTHCARE

COVID-19 is in the top three healthcare issues for Liberal core voters.

Significantly more important to them than it is for their swing voters.

Q: From the following list of healthcare priorities, please select up to three you feel the Government of Ontario should prioritize the most:.



Ontario

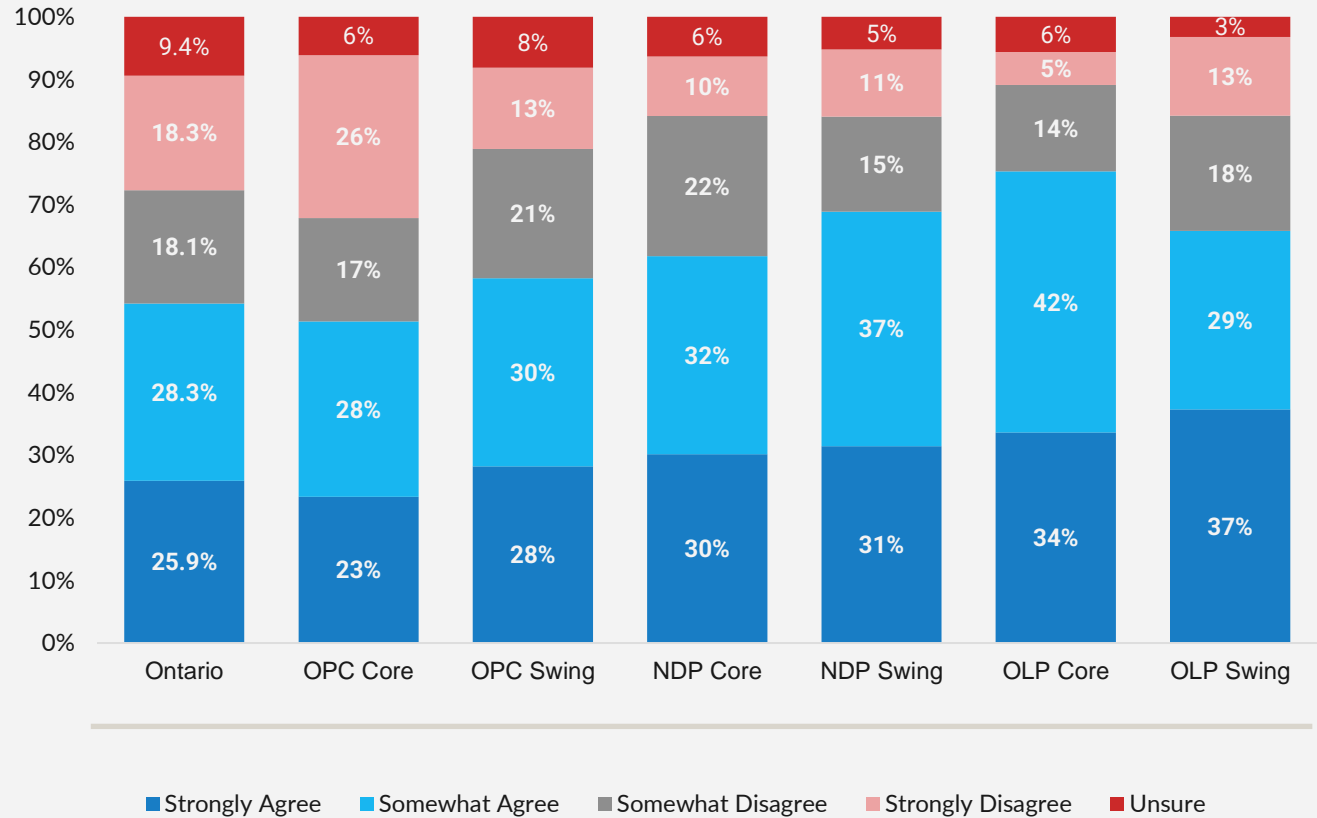
COUNSEL

ISSUES

On handguns, a majority believe that banning them will reduce gang violence.

This is especially true among OLP Core supporters.

Q: Do you agree or disagree with the following question:
A handgun ban will reduce gang violence



Ontario

COUNSEL

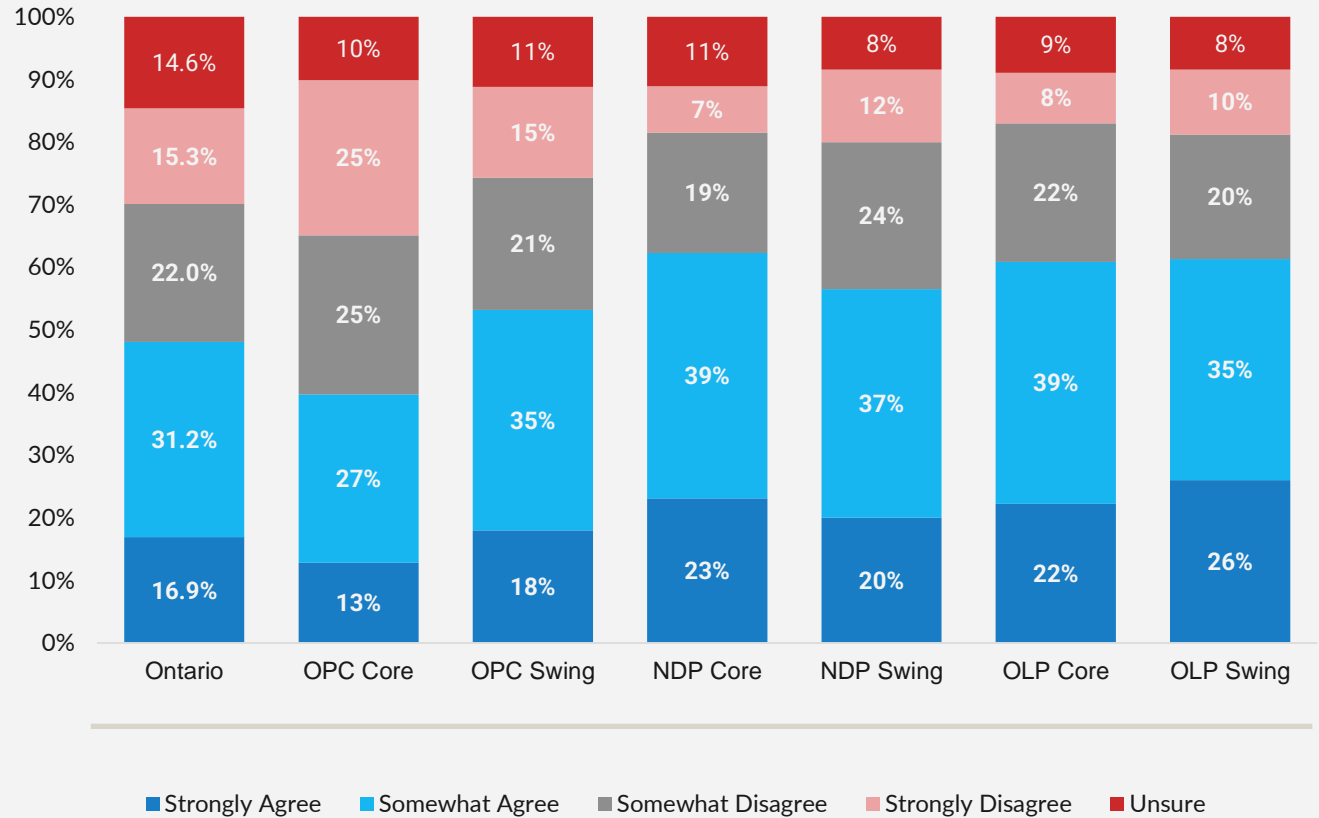
ISSUES

Nearly half of
Ontarians support
Steven Del Duca's
plans for education.



Ontario

Q: Do you agree or disagree with the following question:
Ontario should spend an additional \$1 billion per year to reduce class sizes to 20 for students.

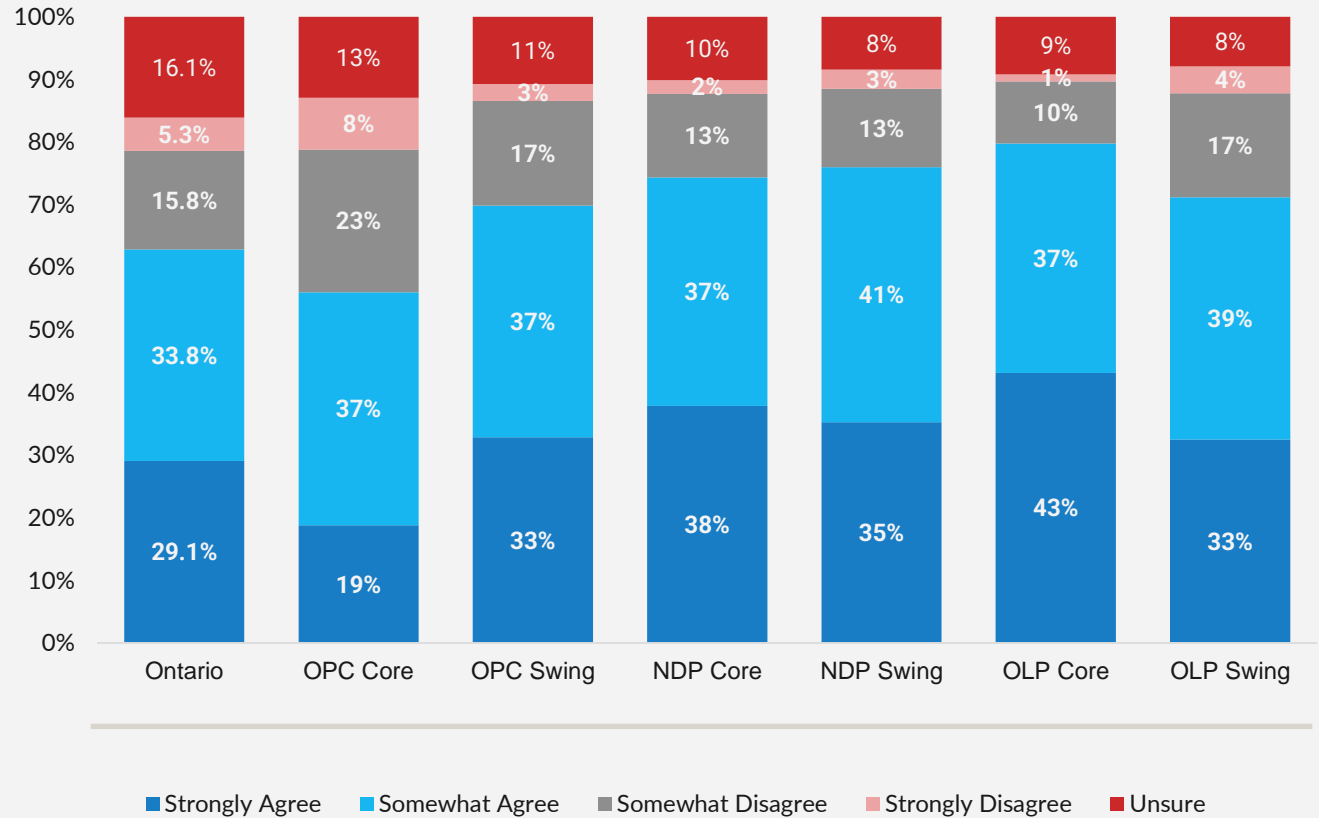


COUNSEL

ISSUES

Across all political groups, a majority believe that protecting the greenbelt must take priority over construction of new highways or housing.

Q: Do you agree or disagree with the following question:
Protecting the Greenbelt must take priority over construction of new highways or housing.



Ontario

COUNSEL

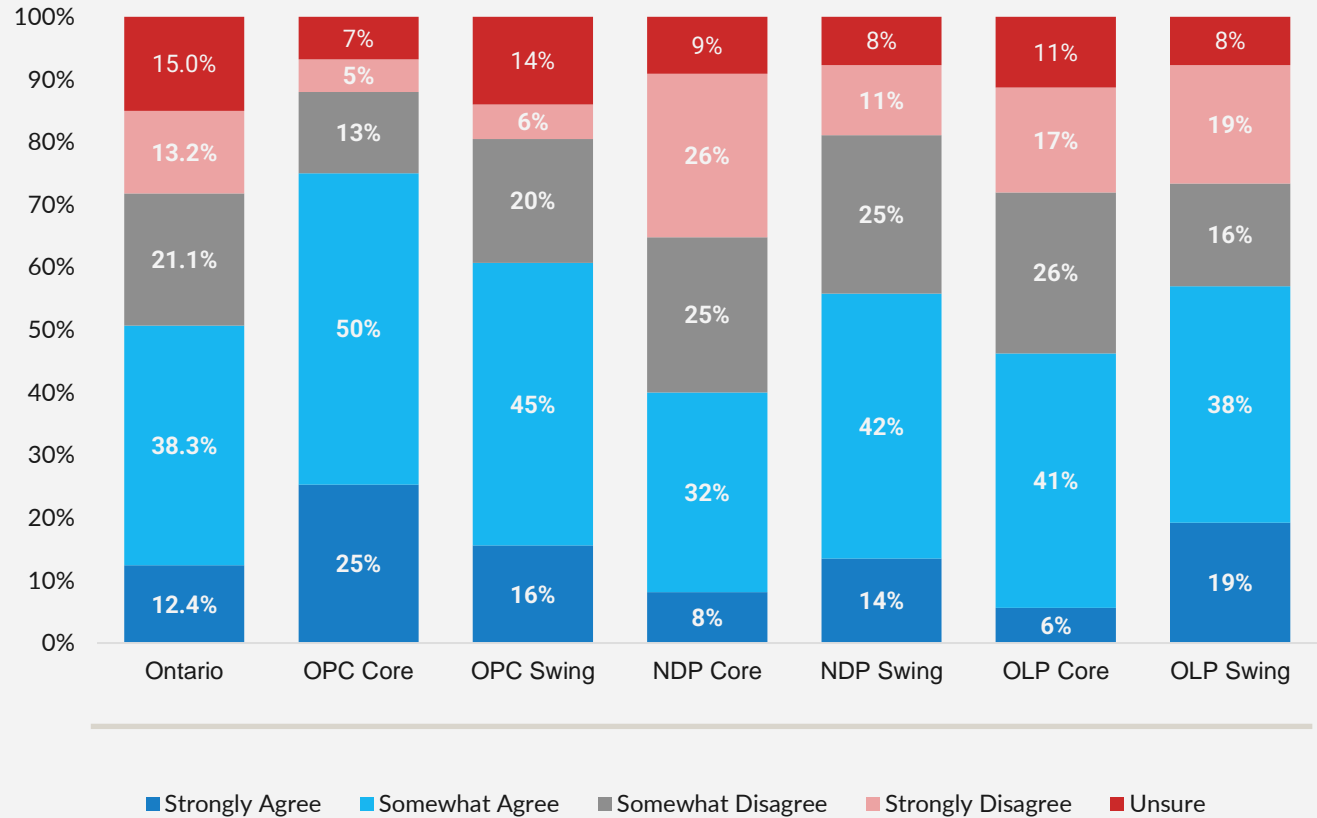
ISSUES

Half of Ontarians believe more highways reduces gridlock.

Among OPC Core, that number is 75%.

56% of NDP Swing voters and 57% of OLP Swing voters believe the same as well.

Q: Do you agree or disagree with the following question:
Building more highways will reduce gridlock.



Ontario

COUNSEL

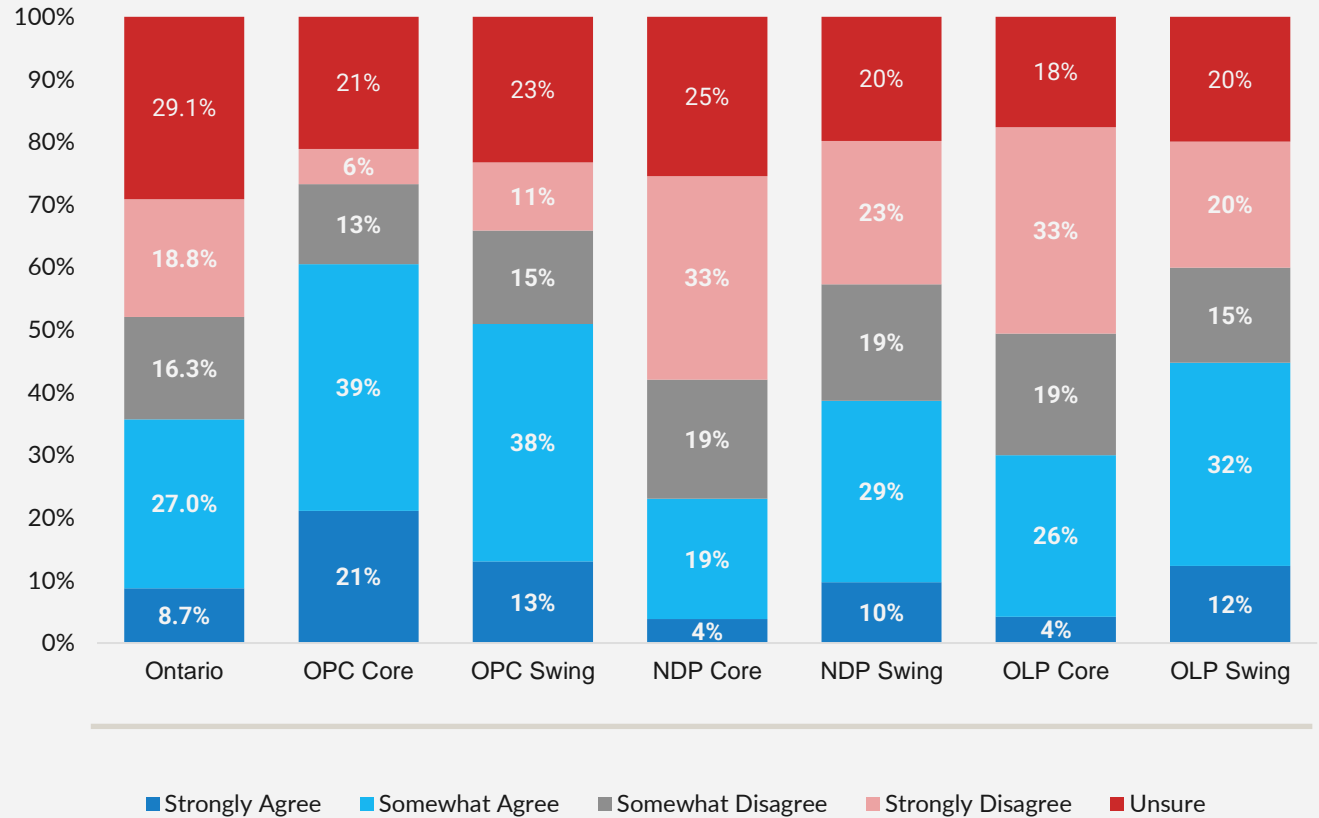
ISSUES

35% of Ontarians support the 413 Highway extension, while 48% oppose it.

Significant support among OPC Core and Swing voters.

Both NDP and OLP Core supporters strongly oppose the highway extension.

Q: Do you agree or disagree with the following question:
Do you support or oppose the 413 highway extension the GTA?



Ontario

COUNSEL

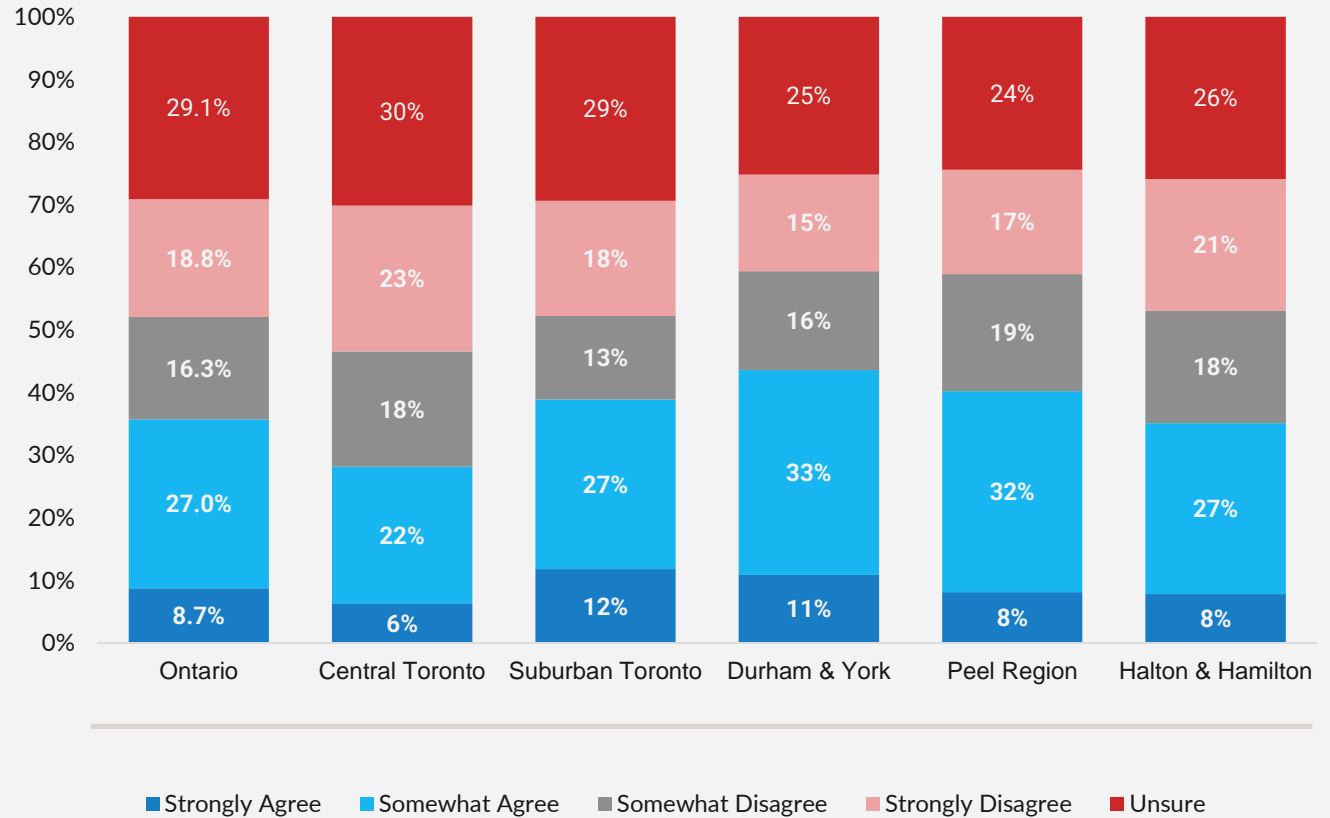
ISSUES

Opposition to the 413 highway extension in the GTA comes from Central Toronto.

Suburban Toronto, Durham and York, and Peel Region have the strongest support for the project, but still host considerable opposition as well.

Halton and Hamilton, the region most directly impacted by the project, is more opposed than in favoured.

Q: Do you agree or disagree with the following question:
Do you support or oppose the 413 highway extension the GTA?



Ontario

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