

# ONTARIO ELECTION POST- DEBATE POLL

Prepared by  
Counsel Public Affairs Inc.



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## METHODOLOGY



2,411 Ontarians were surveyed between May 27<sup>th</sup> and May 28<sup>th</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 +/- 2.0 **nineteen times out of twenty**.



Results are sub-regionally weighted for:

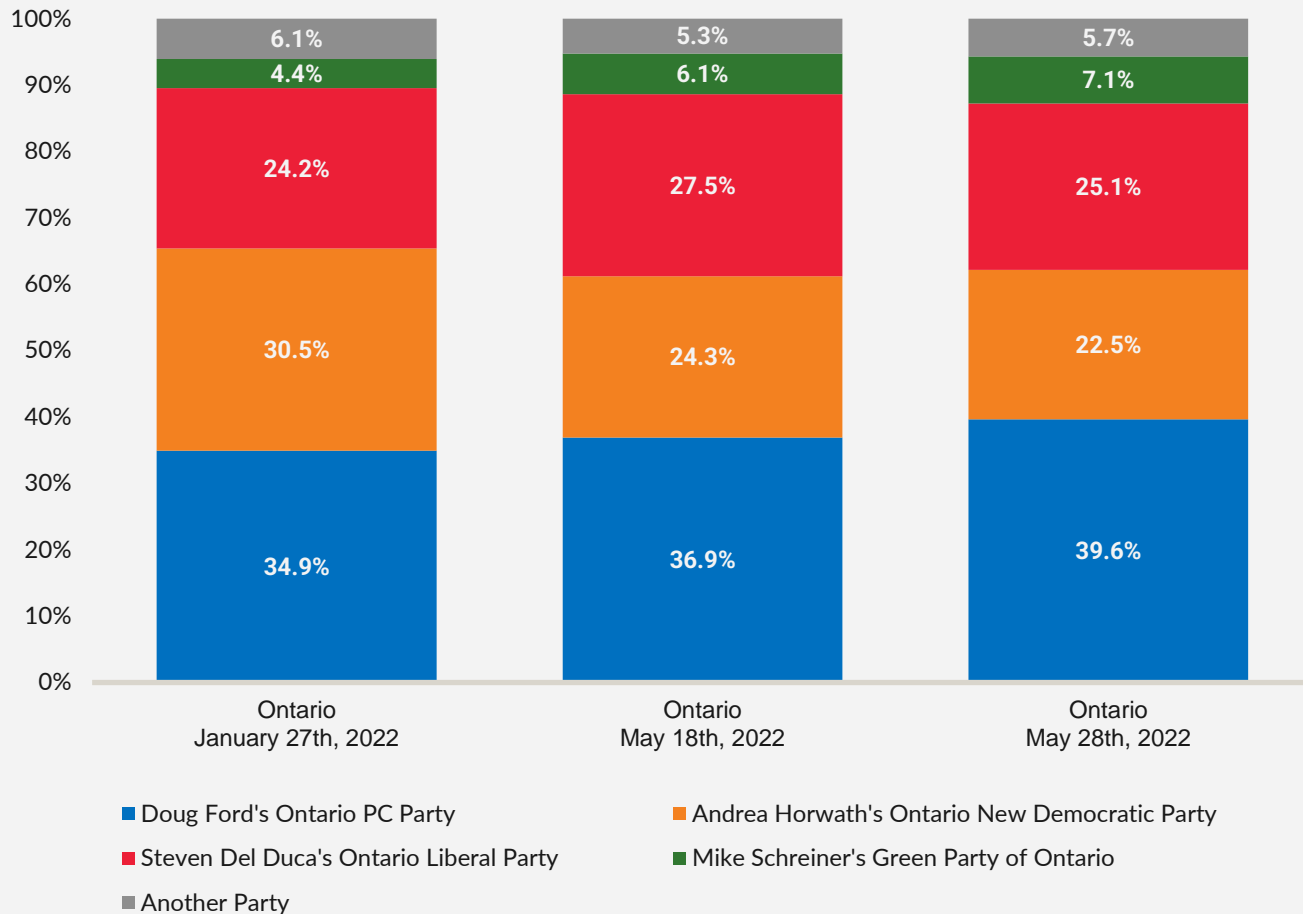
- Age, Education and birth sex according to the 2016 Census.
- 2018 Ontario Election Vote.



## ONTARIO DECIDED + LEANING

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

Horwath's NDP and Del Duca's Liberals have both lost two points since our last poll.



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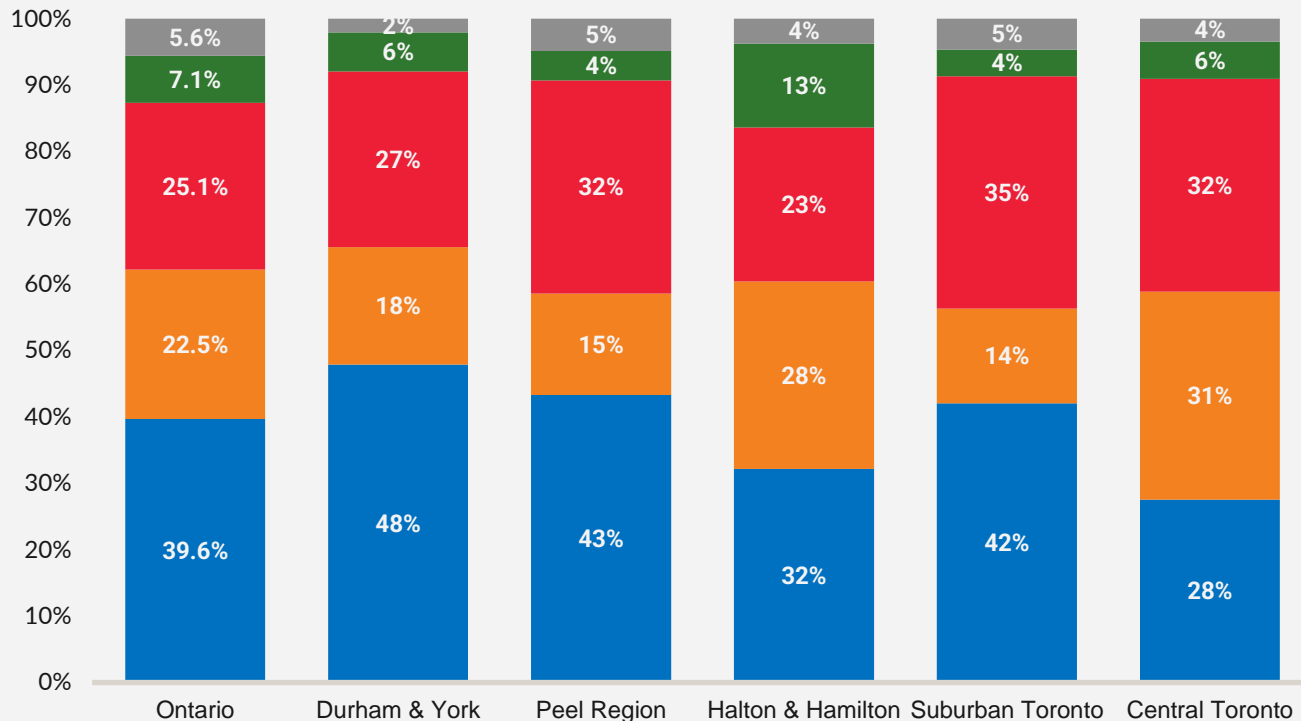
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## GREATER TORONTO AREA DECIDED + LEANING

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

Opposition evenly divided in Central Toronto.

Significant contrast between Suburban Toronto and Central Toronto.



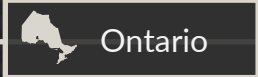
■ Doug Ford's Ontario PC Party

■ Andrea Horwath's Ontario New Democratic Party

■ Steven Del Duca's Ontario Liberal Party

■ Mike Schreiner's Green Party of Ontario

■ Another Party

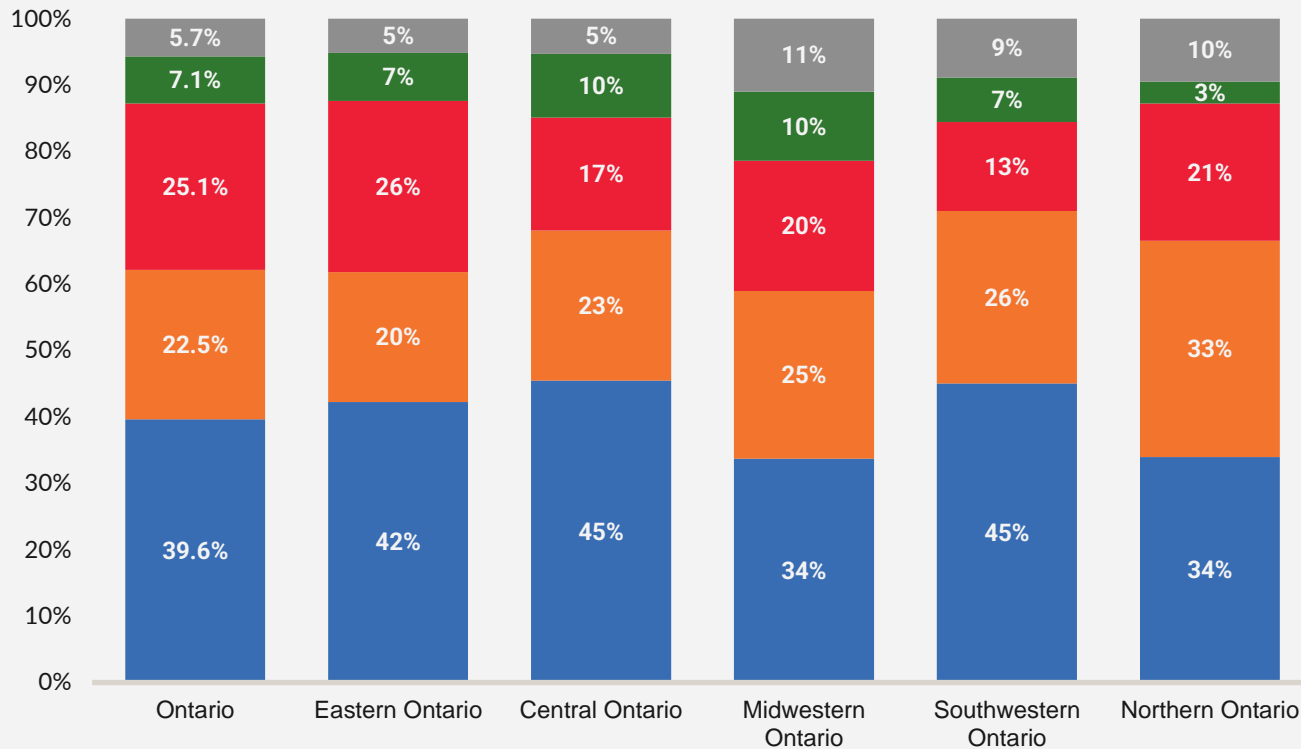


## REST OF ONTARIO DECIDED + LEANING

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.



■ 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



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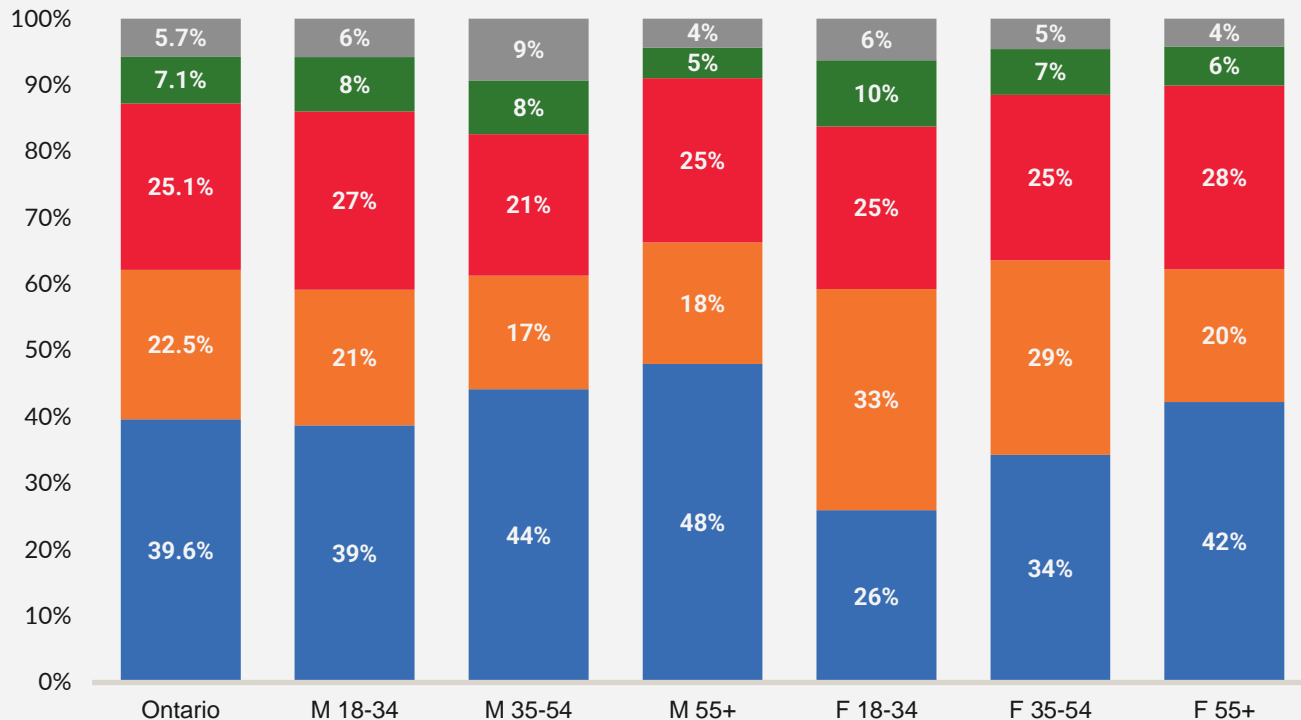
## AGE AND BIRTH SEX DECIDED + LEANING

PCs skew older and male.

Liberals skew older, female.

NDP skew female and younger.

Greens skew younger.



■ Doug Ford's Ontario PC Party

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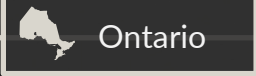
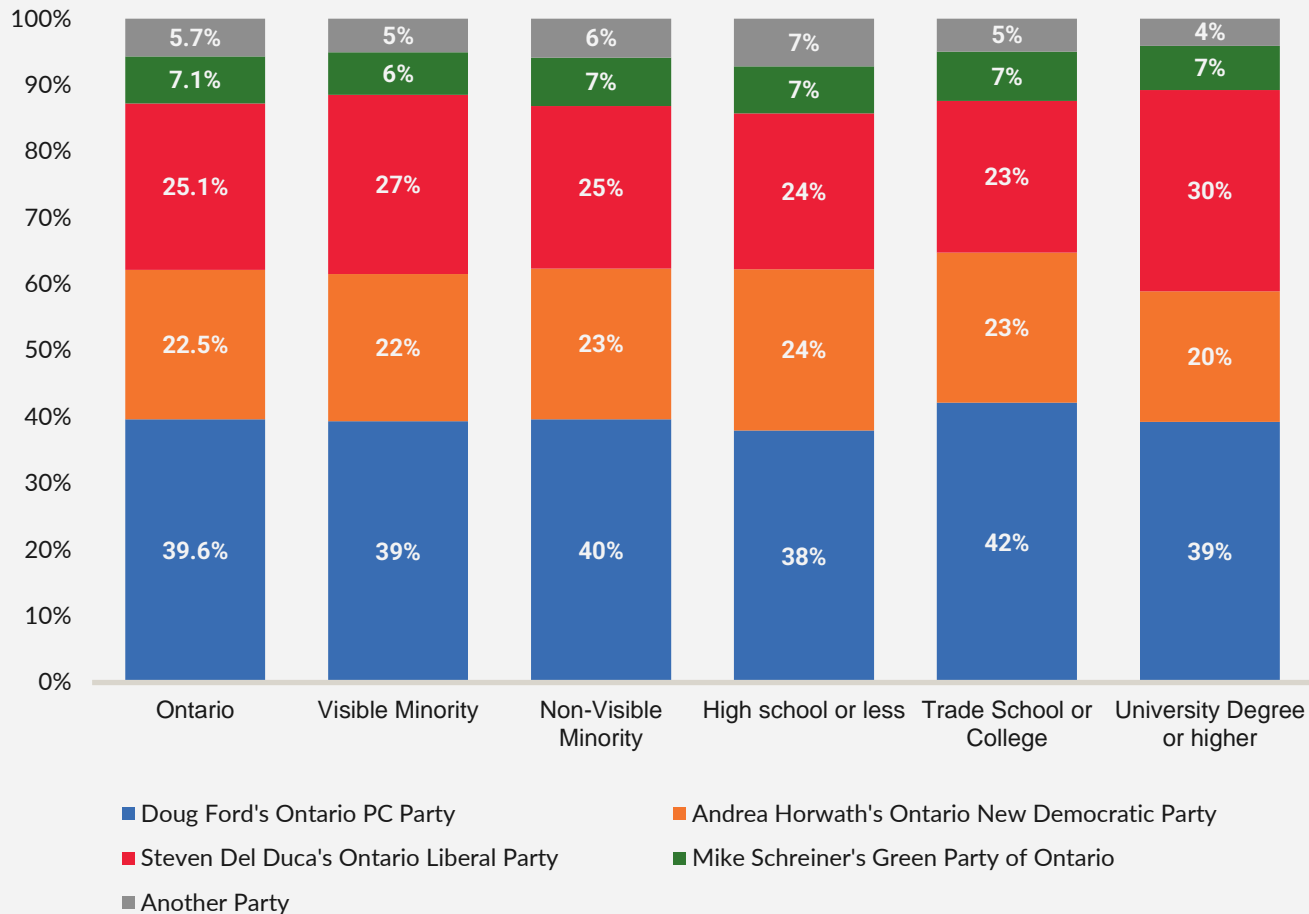
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**VISIBLE  
MINORITY /  
EDUCATION  
DECIDED + LEANING**

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

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

For Liberals, 30% of those with a university degree or higher support them.

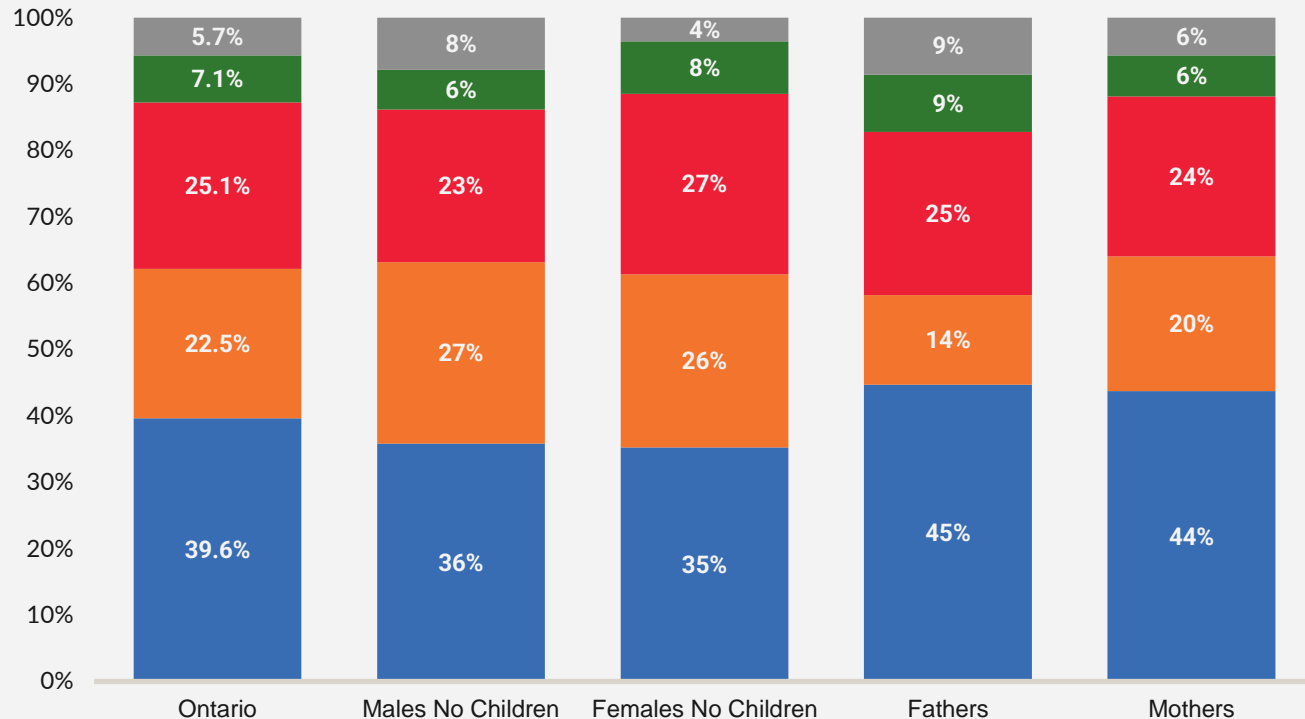


## PARENTS AND NON-PARENTS DECIDED + LEANING

PCs more popular among parents than non-parents.

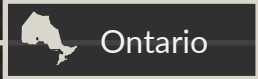
NDP almost twice as popular among females without children compared to fathers.

Liberals have strength among females without children.



■ 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

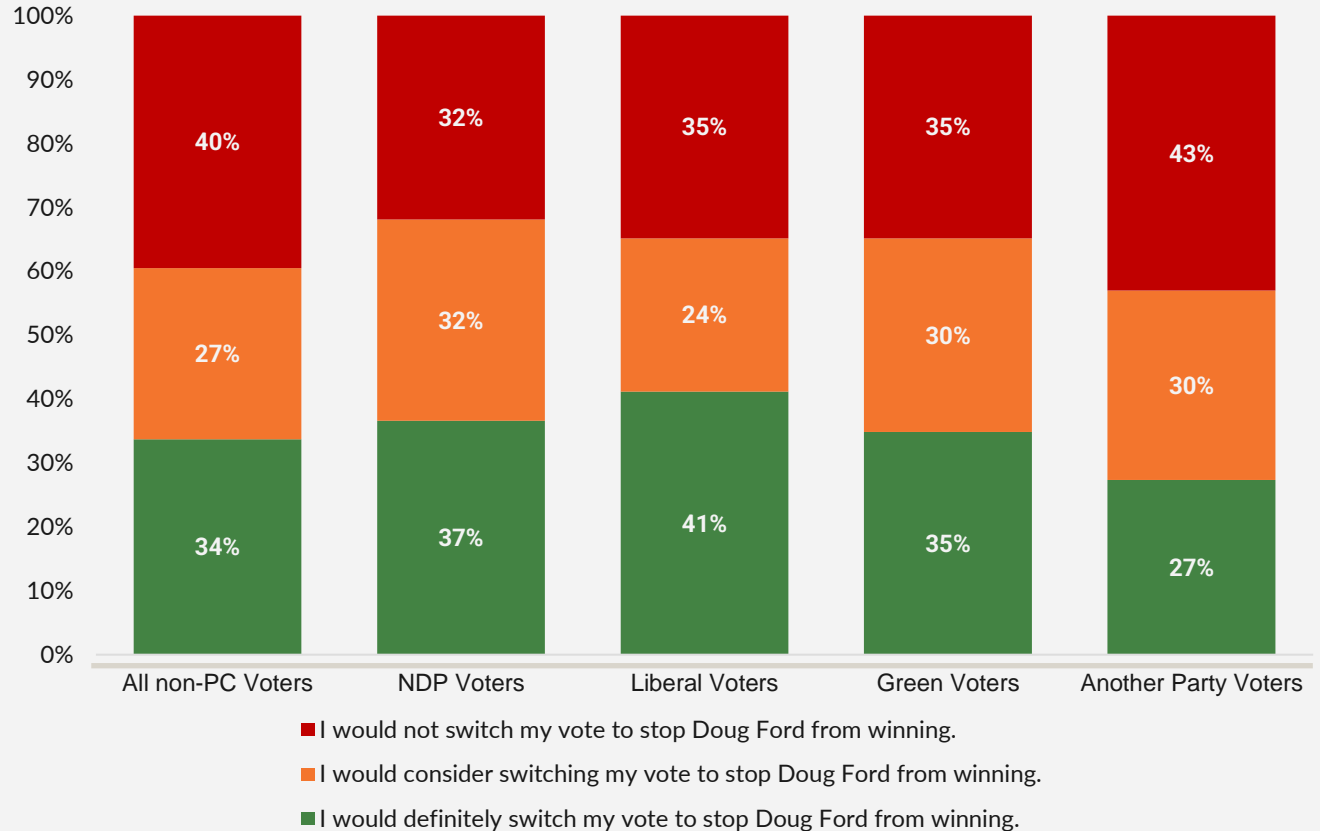




## STRATEGIC VOTING ANTI-PC

Liberal voters now the most likely to say they would definitely switch their vote to stop Doug Ford from winning.

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?:



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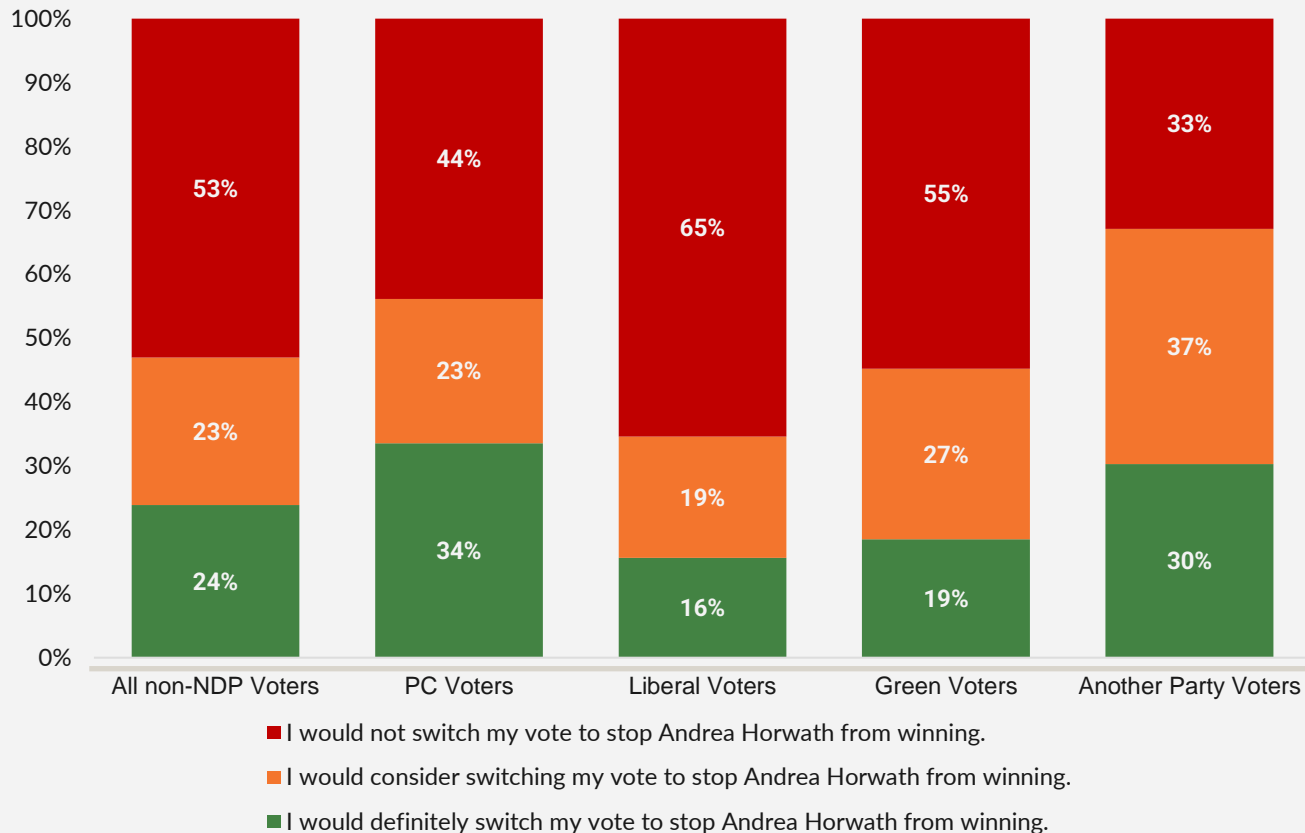
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## STRATEGIC VOTING ANTI-NDP

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

Only 16% 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?:



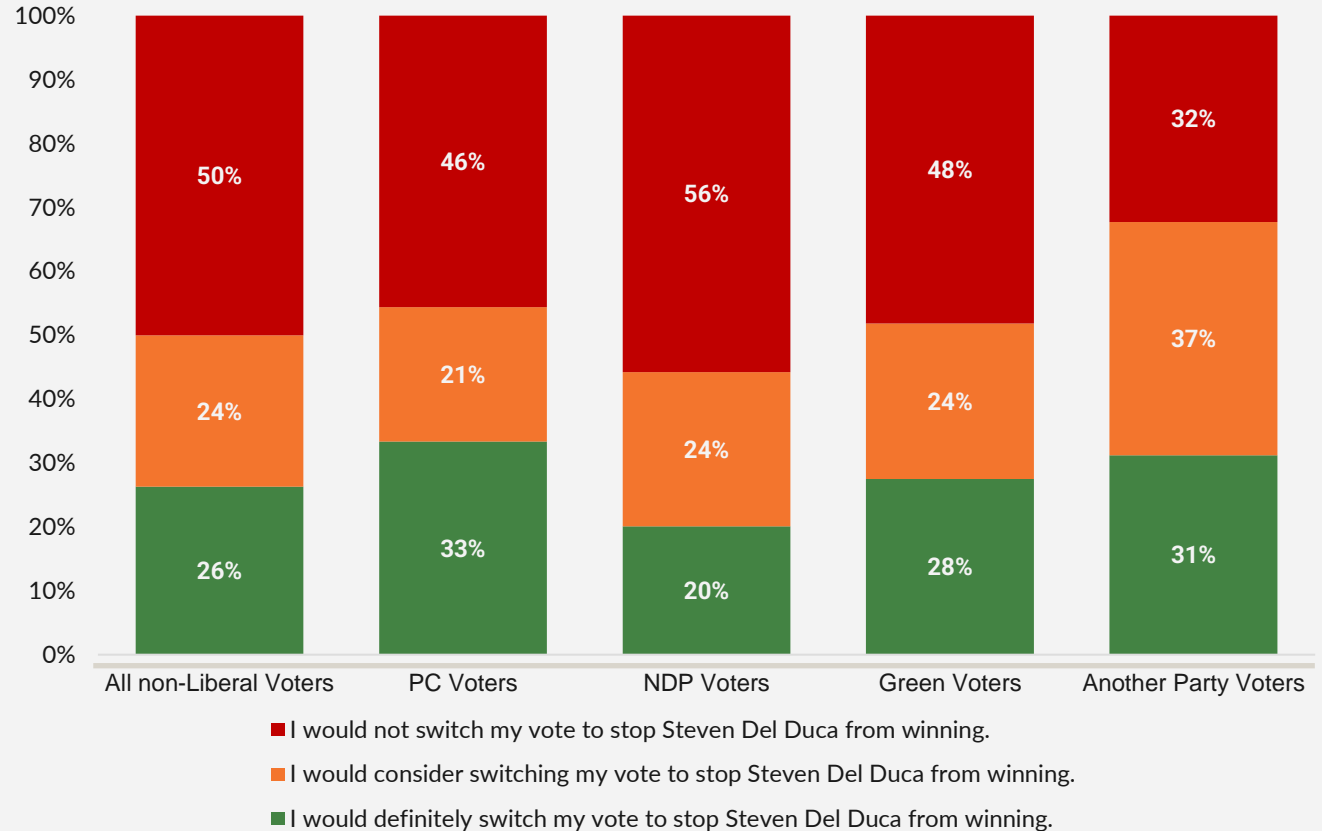
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## STRATEGIC VOTING ANTI-LIBERAL

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.

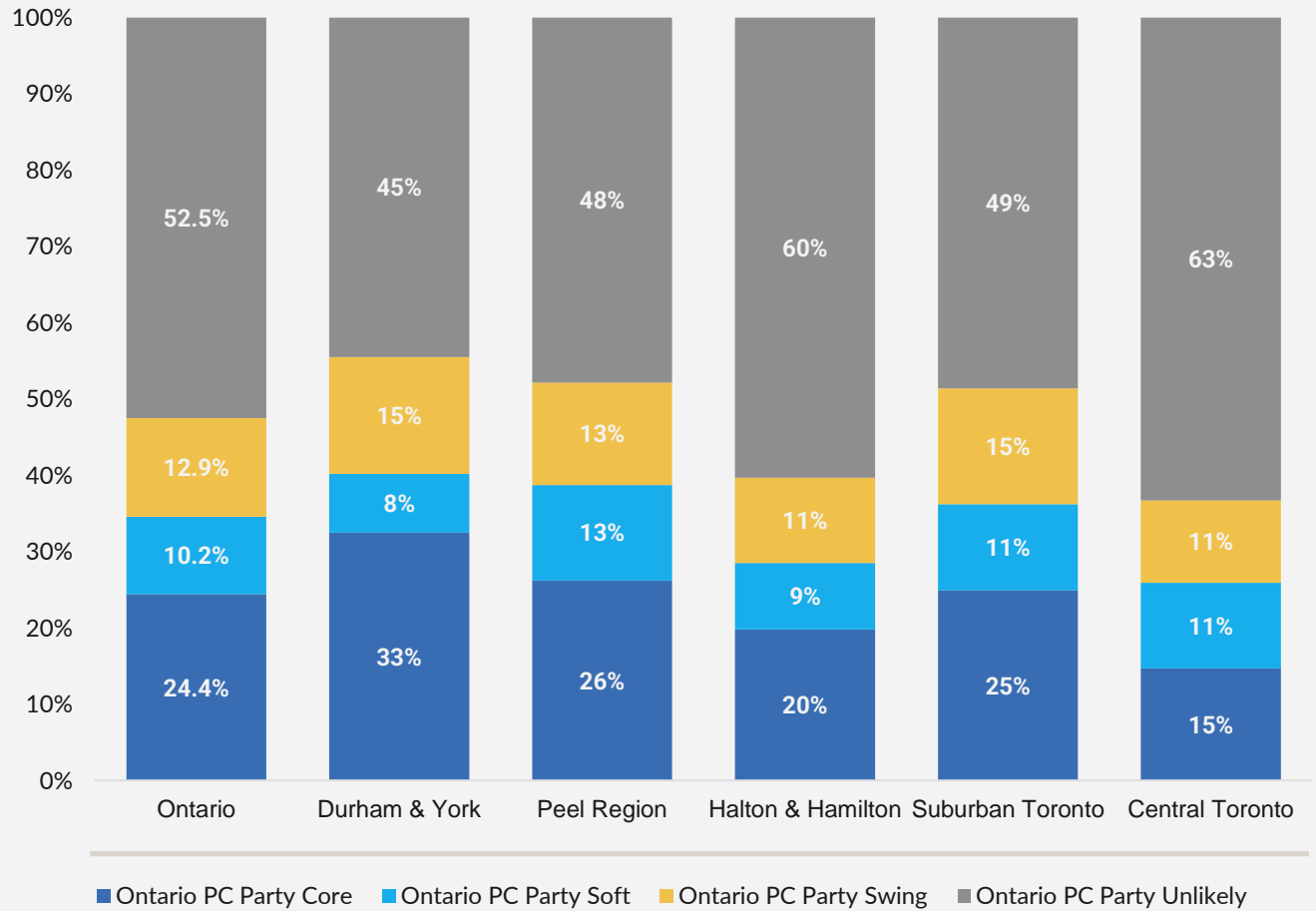
- Swing Voters are the most politically coveted for any party, as they are the most likely to switch and grow the party.



## GREATER TORONTO AREA

Ford's PCs have room to grow in Suburban Toronto and Durham & York.

They have already made significant gains in Peel Region.



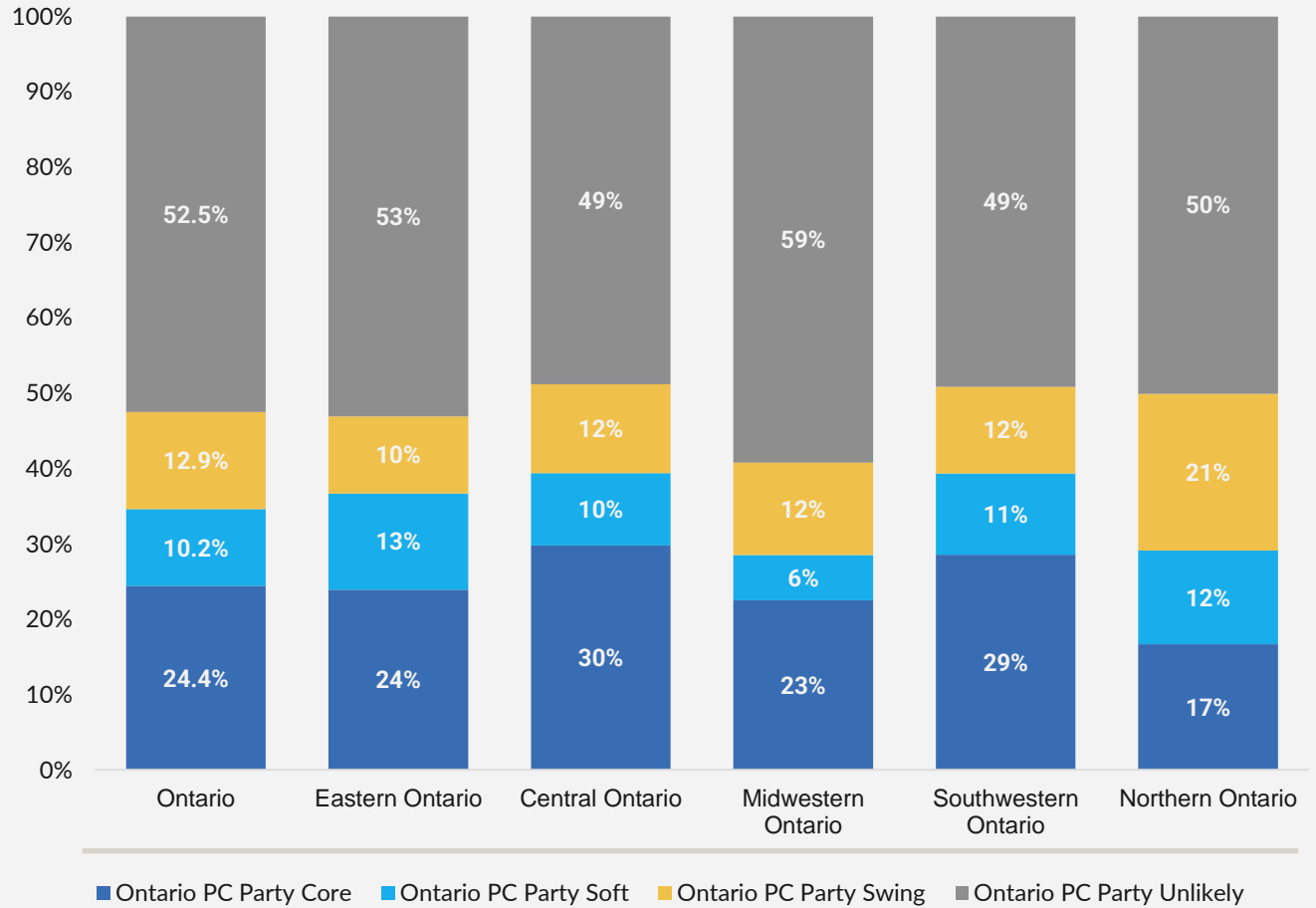
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## REST OF ONTARIO

Ford's PCs have significant room to grow in Northern Ontario.

They have already made gains in Eastern Ontario.



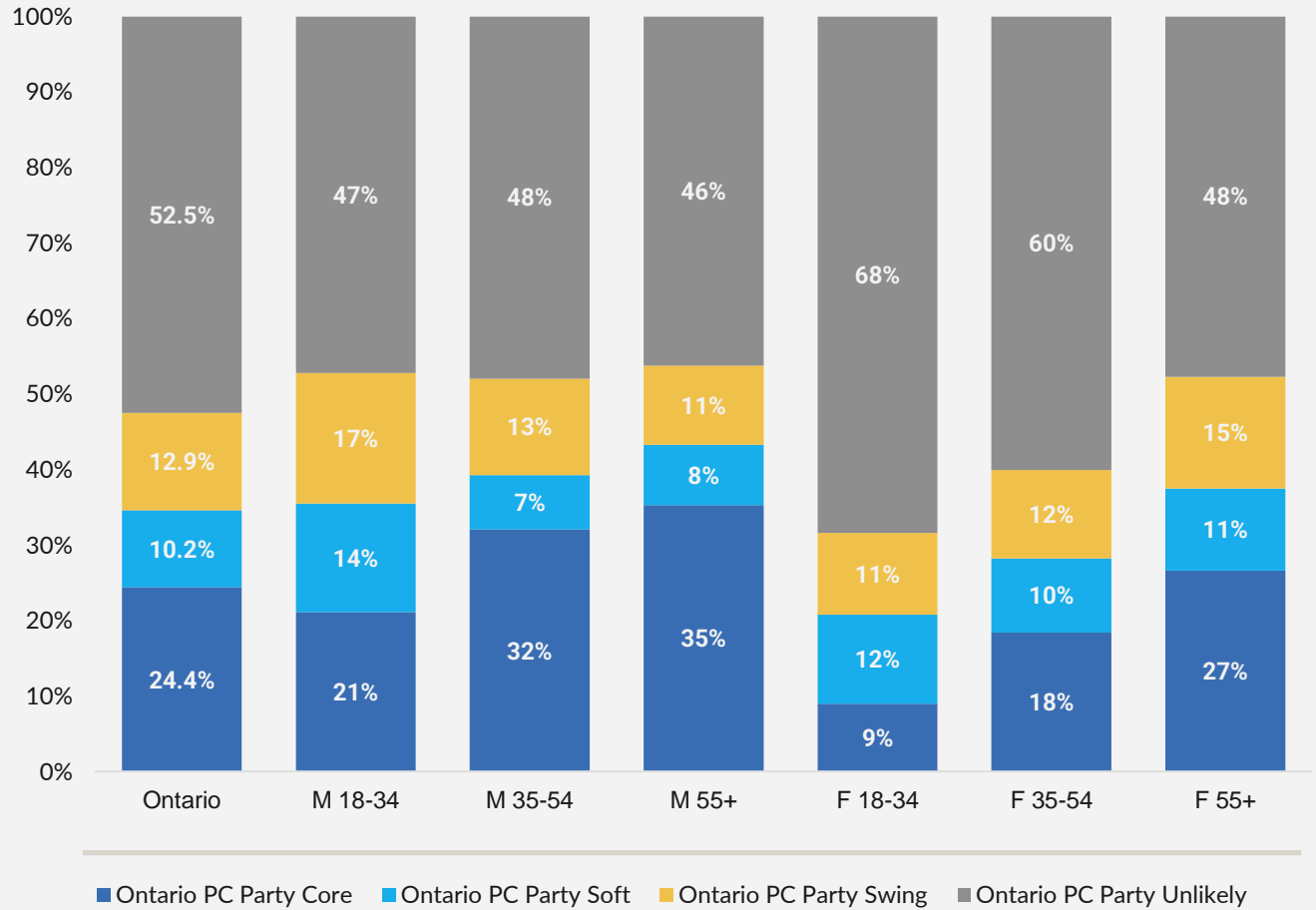
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## AGE AND BIRTH SEX

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

Males 18-34 remain the best opportunity to grow.

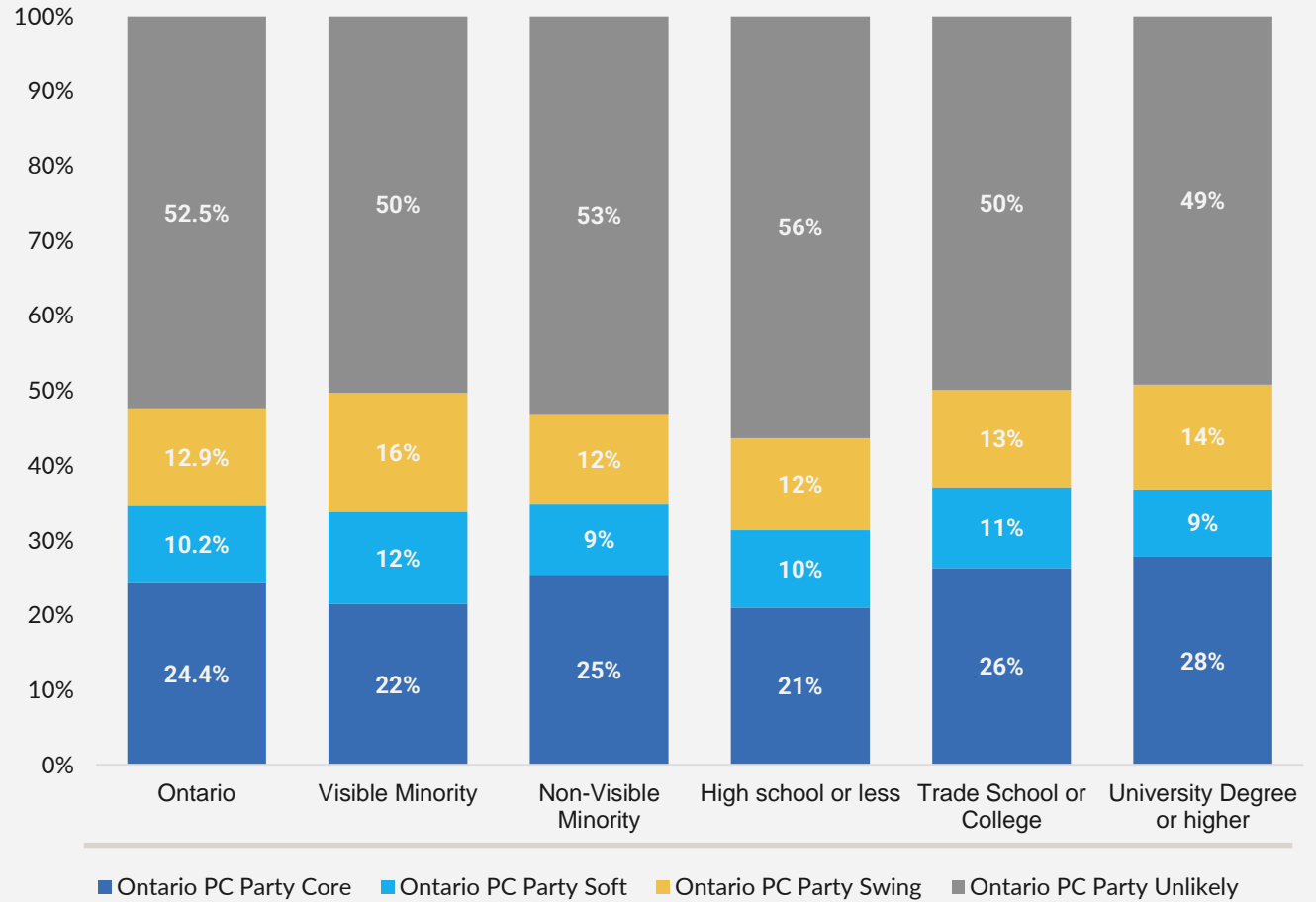


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## VISIBLE MINORITY / EDUCATION

The PCs have grown among visible minorities, with more room to grow yet.



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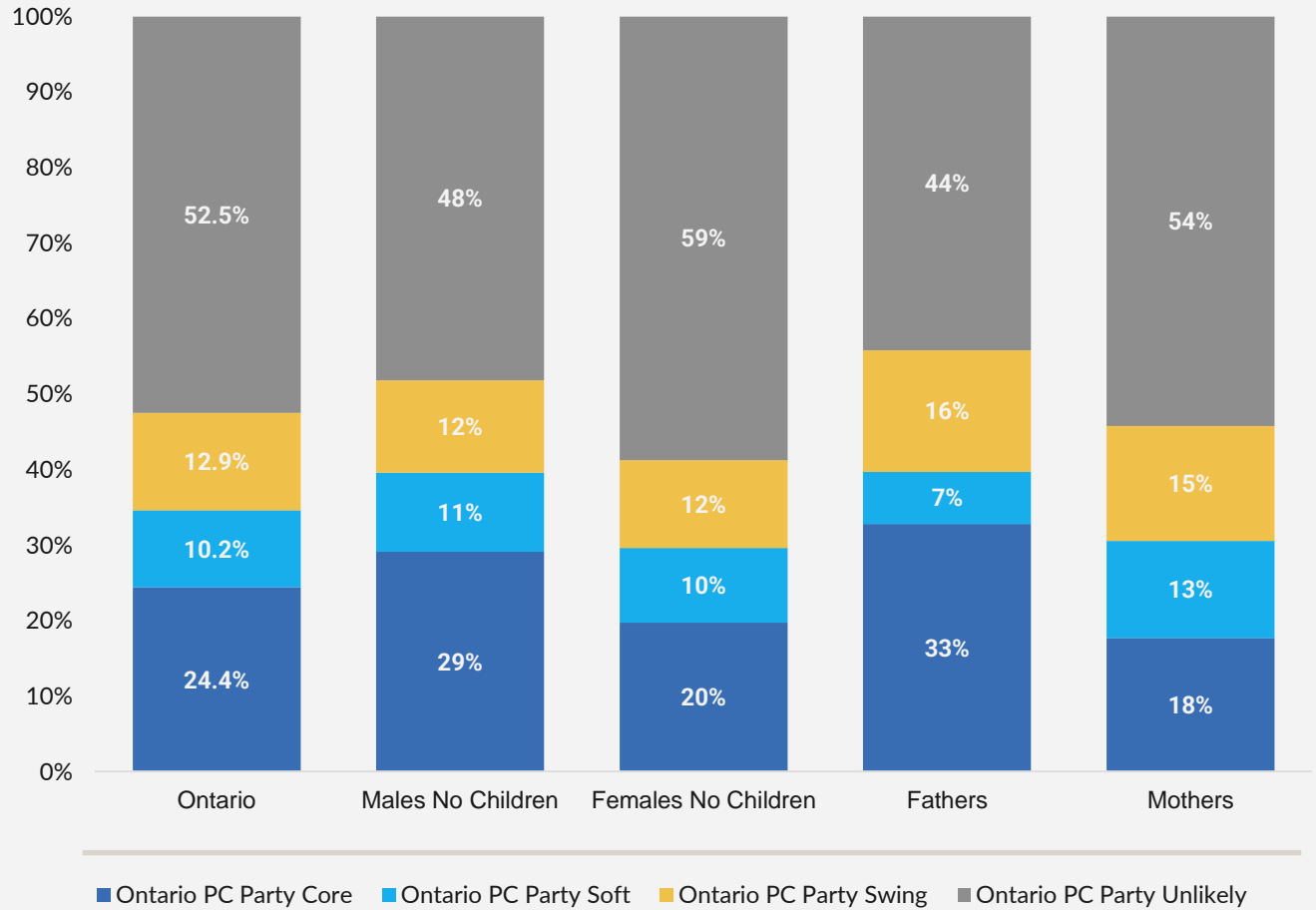
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## PARENTS AND NON-PARENTS

For Ford's PCs, they have gained among mothers.

Fathers represent their biggest opportunity for growth.



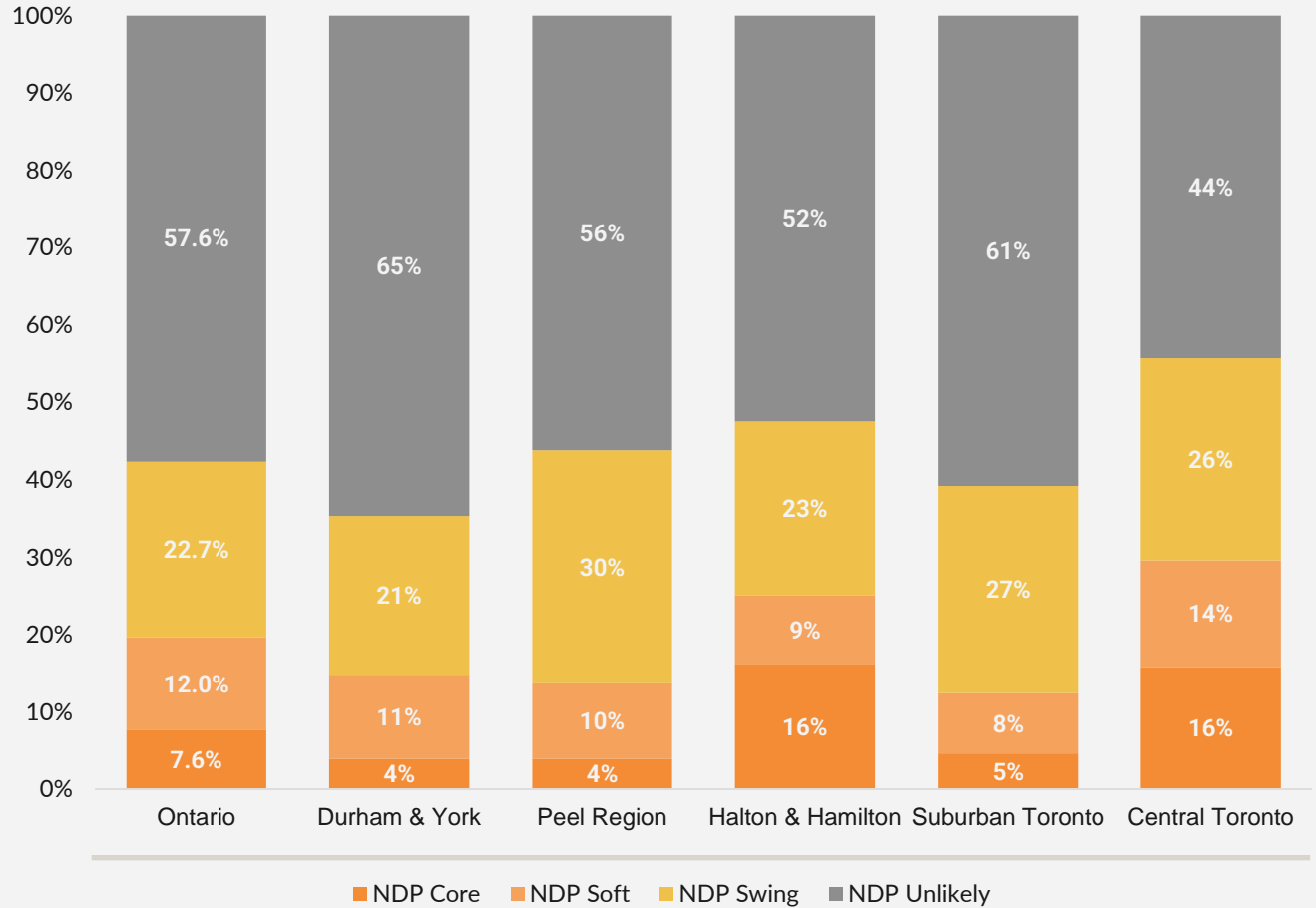
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## GREATER TORONTO AREA

For Horwath's NDP, growth opportunities in the GTA are most pronounced in Peel, Suburban Toronto and Central Toronto.

They have grown considerably in Central Toronto.

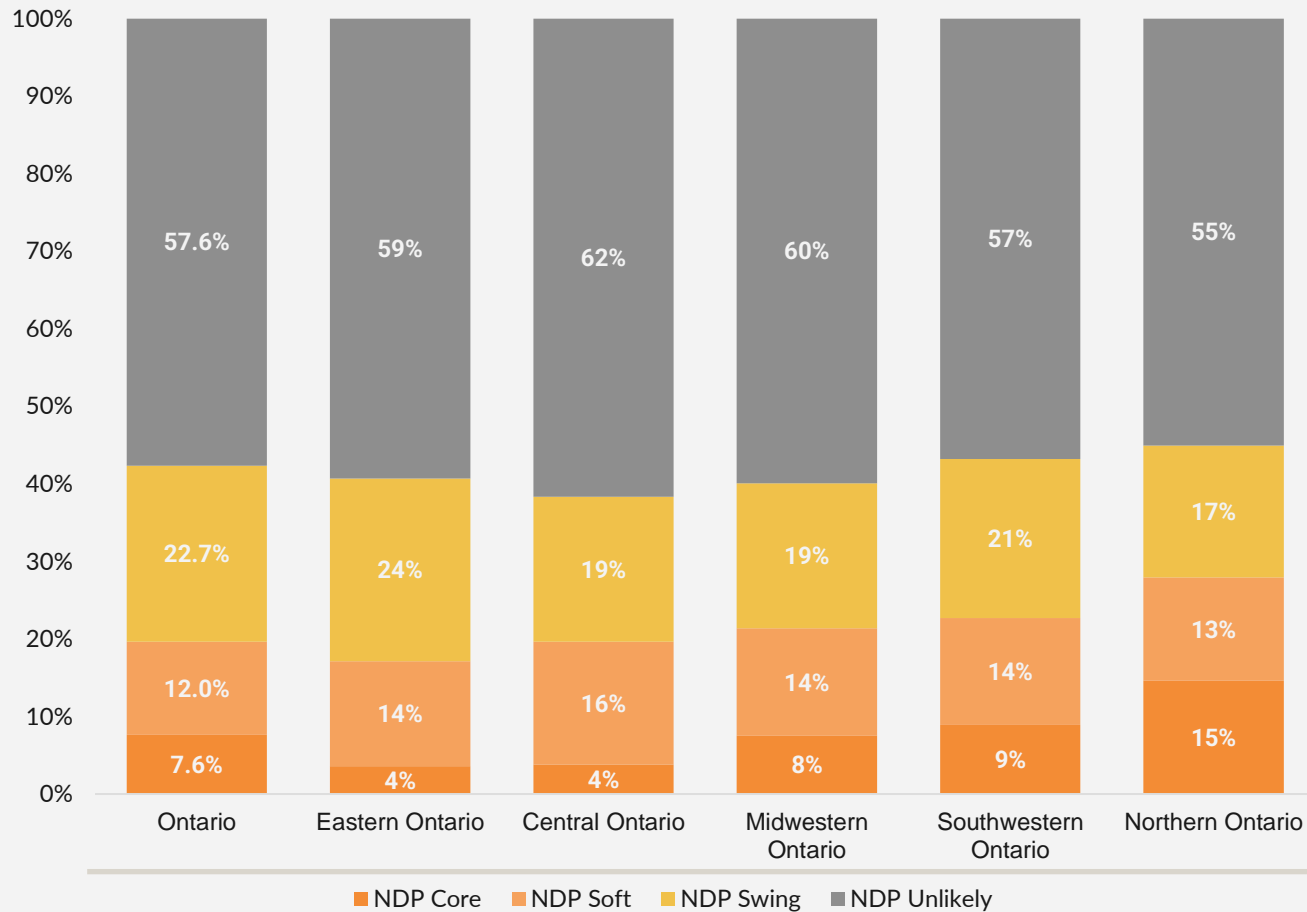


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## REST OF ONTARIO

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



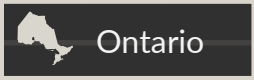
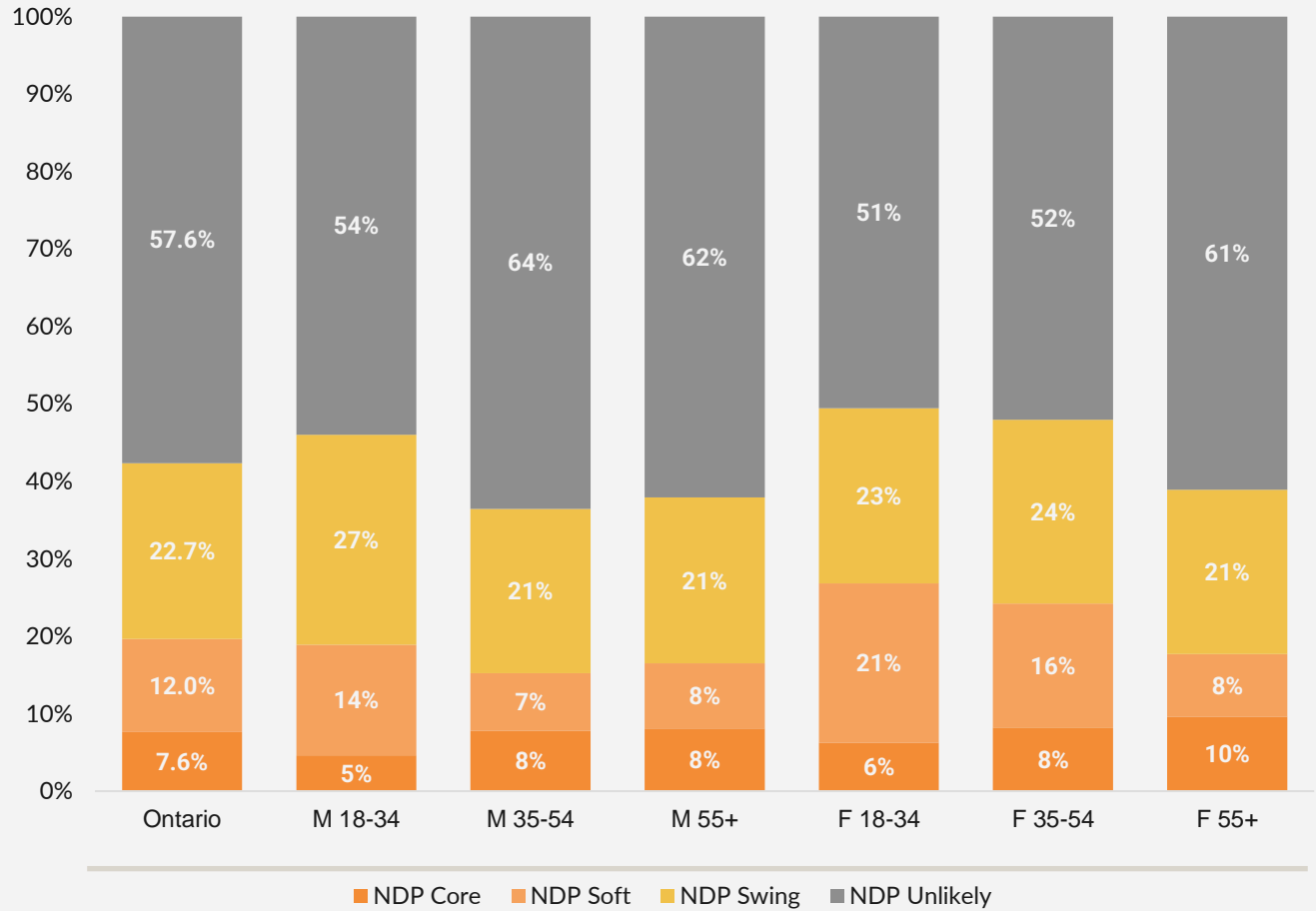
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## AGE AND BIRTH SEX

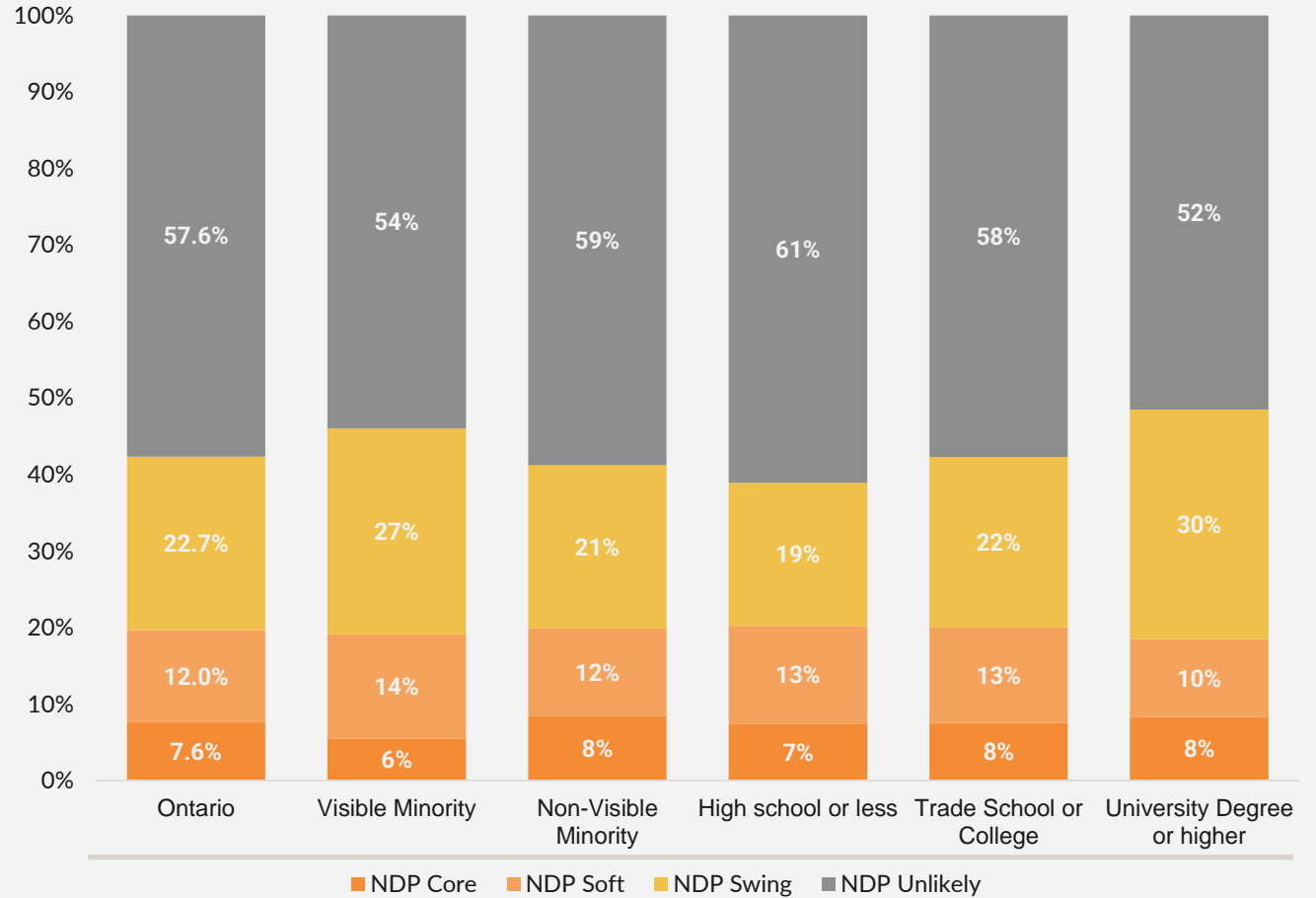
Horwath's NDP's growth potential is consistent among age/sex breakouts.

They have grown considerably among Females 18-34.



## VISIBLE MINORITY / EDUCATION

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

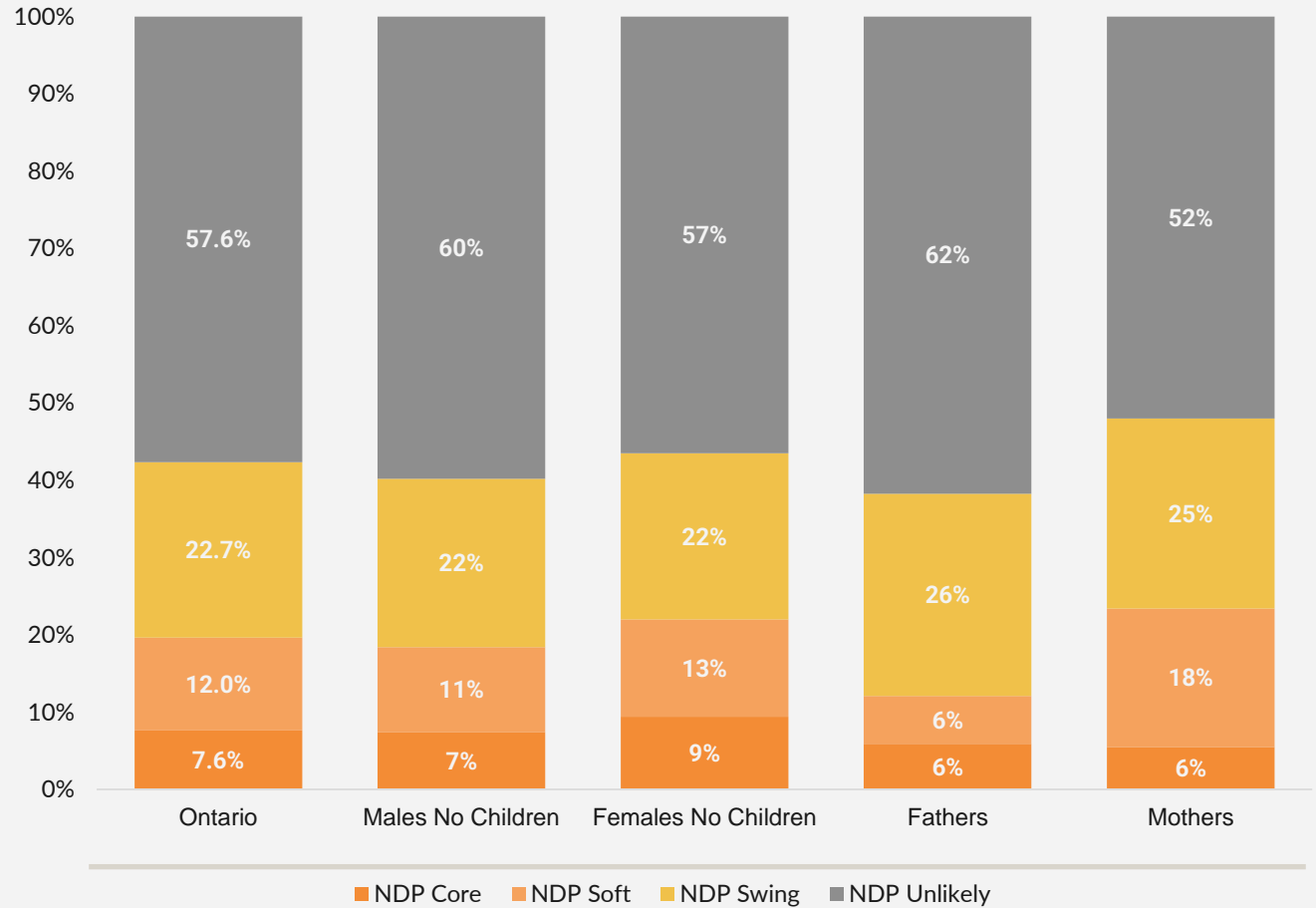


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## PARENTS AND NON-PARENTS

For Horwath's NDP, 26% of parents are swing voters.

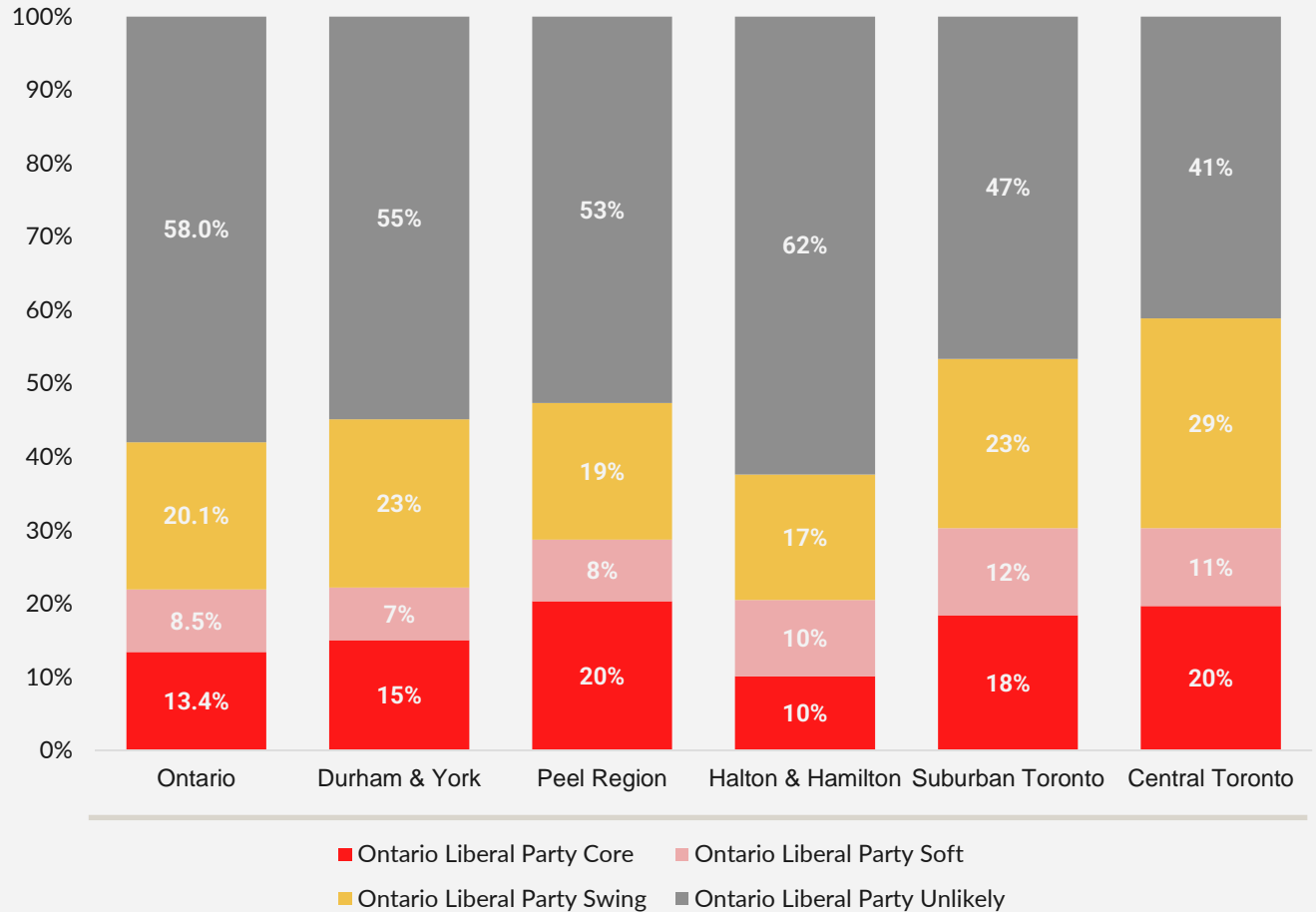


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## GREATER TORONTO AREA

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



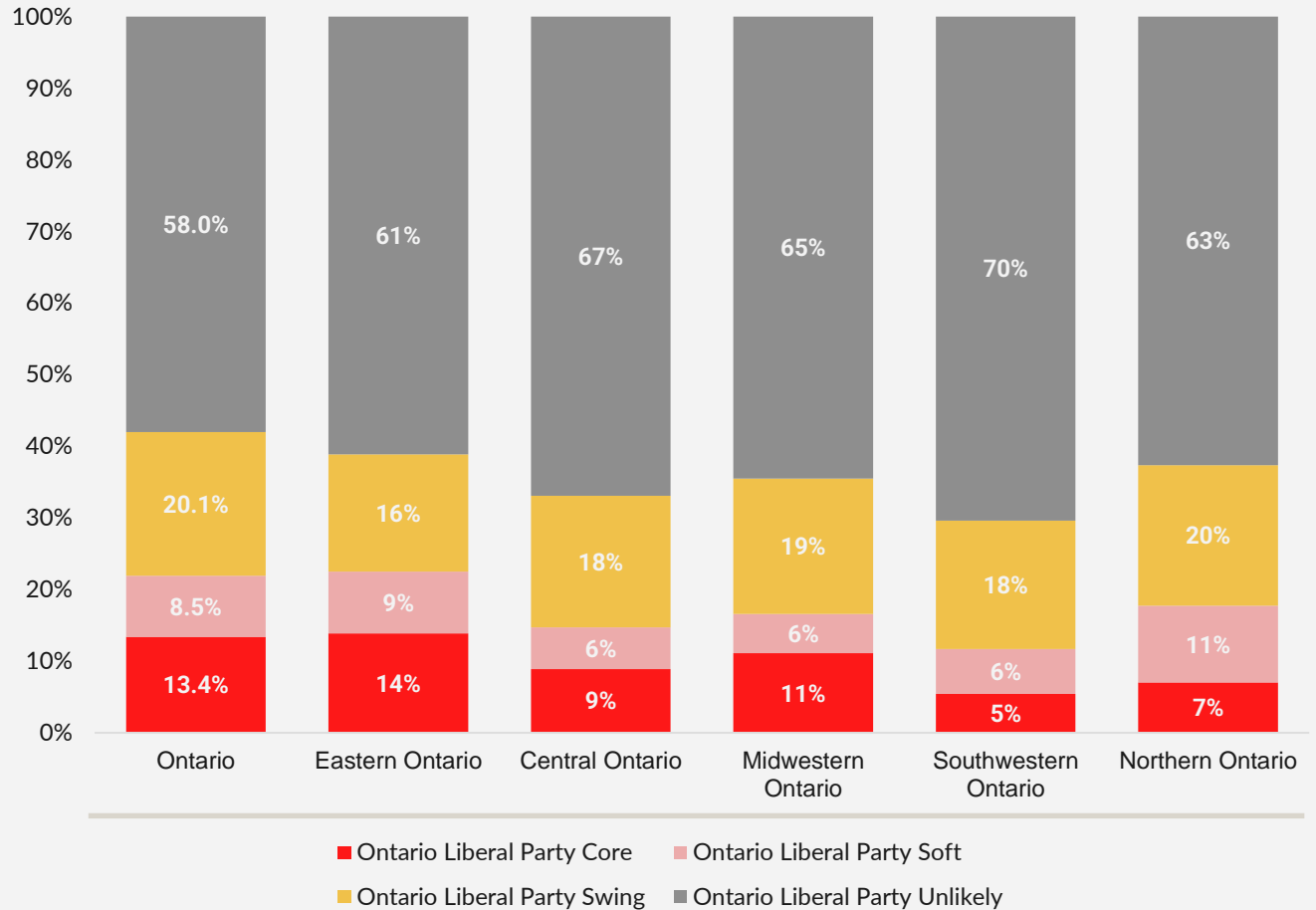
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## REST OF ONTARIO

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

They have gained in Eastern and Northern Ontario.



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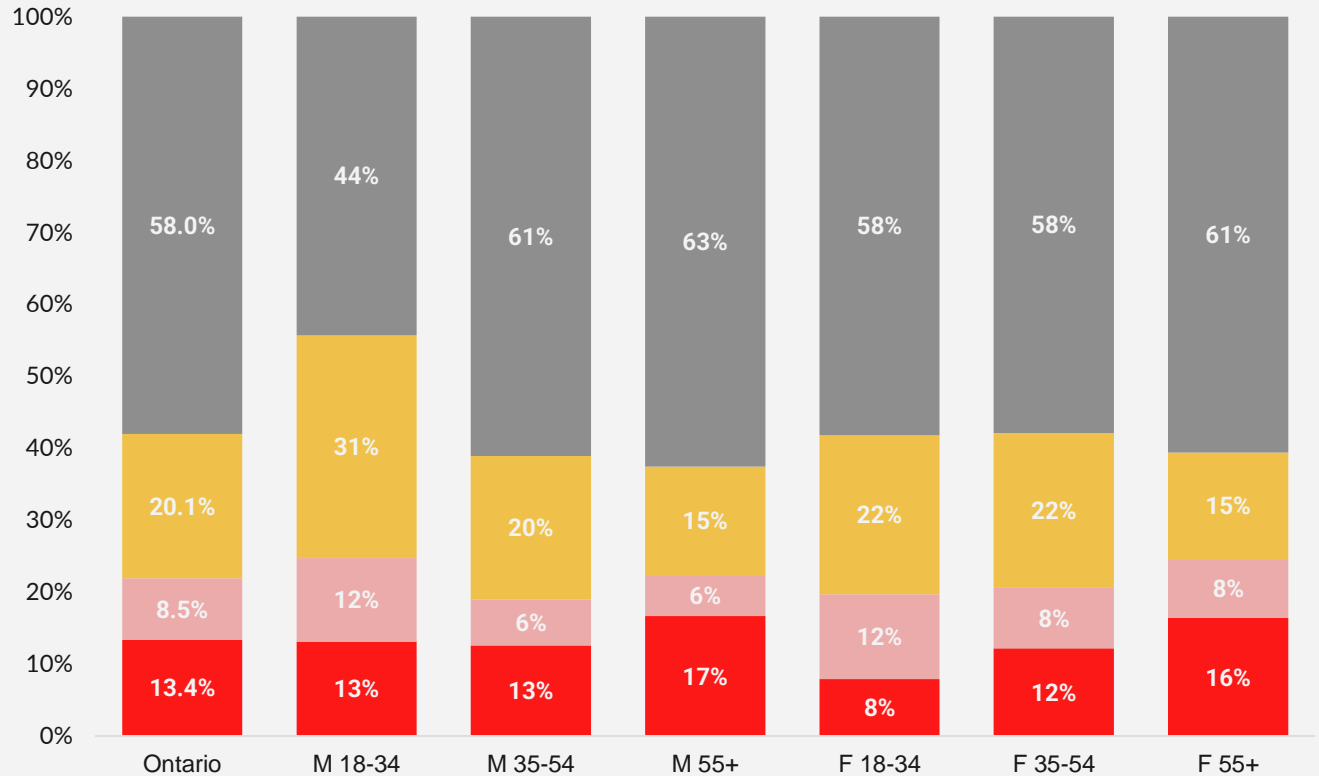
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## AGE AND BIRTH SEX

Young Ontarians represent a considerable opportunity for growth for Del Duca's Liberals with 31% of young males and 22% of females younger than 55 being Ontario Liberal swing voters.

Liberals have already gained significantly among young voters.



■ Ontario Liberal Party Core    ■ Ontario Liberal Party Soft  
■ Ontario Liberal Party Swing    ■ Ontario Liberal Party Unlikely

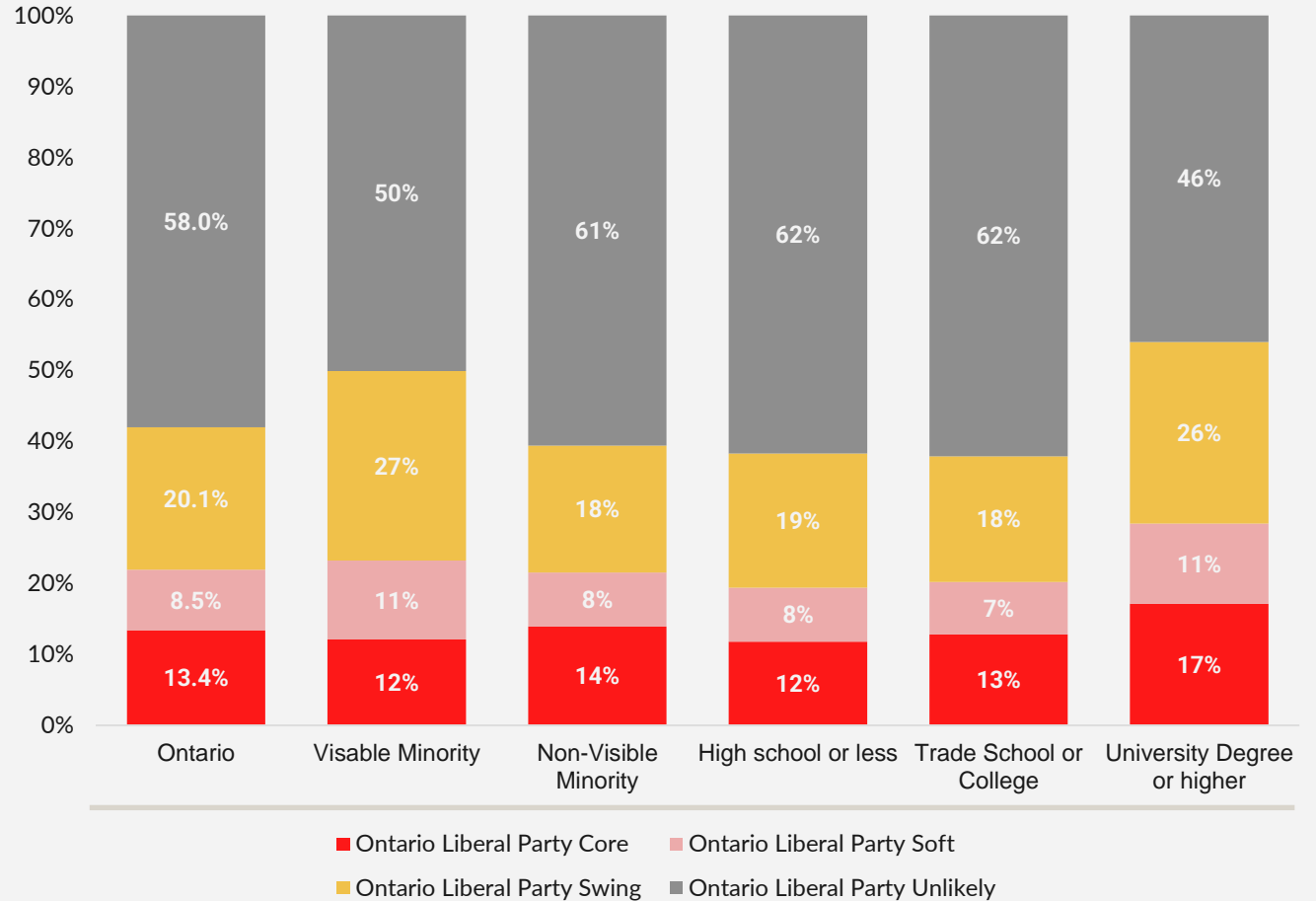


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## VISIBLE MINORITY / EDUCATION

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

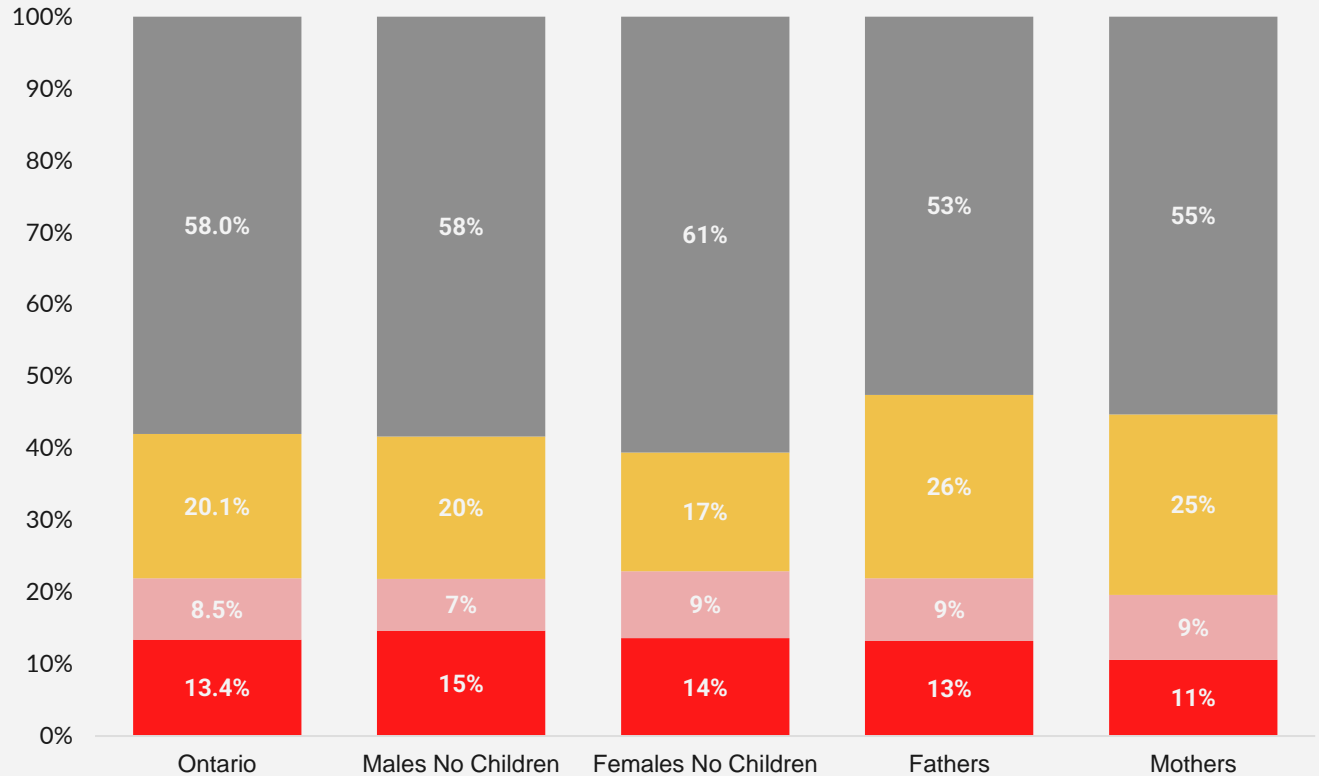


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## PARENTS AND NON-PARENTS

Parents represent the biggest growth opportunity.



■ Ontario Liberal Party Core   ■ Ontario Liberal Party Soft  
■ Ontario Liberal Party Swing   ■ Ontario Liberal Party Unlikely



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