



Ontario After One Year of Ford: Governing for the Base Revives Liberal & Green Fortunes

pollara
strategic insights

May 2019

Methodology 1 of 2

- **Methodology:** Online survey
- **Sample:** N=1,527 eligible Ontario voters
- **Field window:** April 28 – May 1, 2019
- **Reliability:** Online samples cannot officially be assigned a margin of error. As a guideline*, a probability sample of this size carries a margin of error of $\pm 2.5\%$, 19 times out of 20. The margin of error is larger for sub-segments. This report puts a special focus on 3 key sub-segments:
 - **2018 PC Voters:** Ontarians who voted PC in the June 2018 provincial election.
 - **Current PC Voters:** Ontarians who would vote PC today (decided and leaning).
 - **Former PC Voters:** Ontarians who voted PC in 2018, but no longer express such intent.
 - **Ford Nation:** PC Voters for whom a main reason for voting PC in 2018 was a strong affinity for Doug Ford.
- As flexible demographic and regional quotas were employed to ensure reliable and comparable sub-segment analysis, the data has been weighted by current gender, age, & region Census data, to ensure the sample reflects the actual adult population of Ontarians.

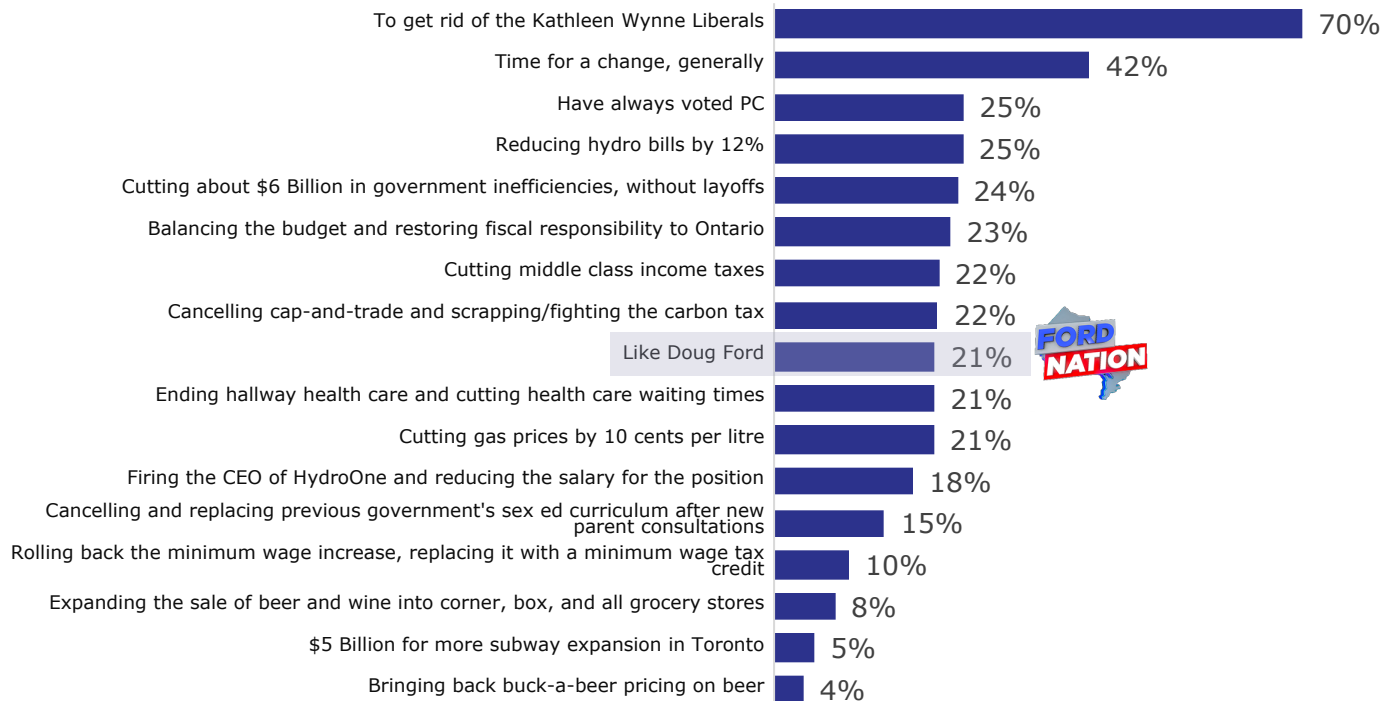
Methodology 2 of 2

	TOTAL	TORONTO	905 GTA Belt	Hamilton-Niagara	Southwest	East	North	Men	Women	18-34	35-54	55+
TOTAL SAMPLE												
Weighted	1527	324	402	139	325	240	98	738	788	420	524	583
Unweighted	1527	438	424	108	256	206	95	787	738	302	662	563
DECIDED VOTERS, LEANERS INCLUDED												
Weighted	1265	282	313	113	278	199	80	643	621	350	416	499
Unweighted	1266	381	333	87	220	168	77	682	583	249	533	484
The NDP, led by Andrea Horwath	31%	30%	26%	34%	32%	35%	38%	26%	37%	40%	30%	26%
The PCs, led by Doug Ford	30%	26%	37%	30%	33%	26%	23%	37%	23%	19%	31%	37%
The Liberals, led by John Fraser	26%	31%	28%	25%	21%	27%	24%	26%	27%	30%	26%	24%
The Green Party, led by Mike Schreiner	11%	13%	9%	10%	13%	11%	11%	10%	13%	10%	10%	13%
Other	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%

A hyper-partisan Legislature and a diffuse, distracted Ford agenda has eroded support for the two official parties (PC and NDP).

- This has benefitted the two parties without official status...the Liberals have rebounded to 26% under an interim leader (John Fraser) and the Greens, who are approaching a record high in public polling (11%).
- The Ford PCs would still likely win the most seats if an election were held today, because of the turnout advantage of a older base that votes in greater proportions than the rest of the population. But the past year has eliminated the vote efficiency of the PC vote that led to the large majority because of the revival of the Liberals, putting the PC government at risk.
- In particular, the third place standing for the PCs in Toronto (416), Eastern and Northern Ontario puts the seats gained there in the 2018 election at severe risk.
- And the erosion of support in 905 would turn that region into a dog-fight in an election were held today.

One year later, 2018 PC voters are much more likely to cite "getting rid of Wynne" (70%) than "liking Doug Ford" (21%) as the reason for their PC vote.












A2A. What were the main reasons that you voted for the Doug Ford PCs? (Base Voted for Doug Ford PCs at A1 N=482)
 A2B. And, what were those specific policies or promises? (Base PC policies at A2A N=154)

May 2019 Current vote: Decided voters, leaners included

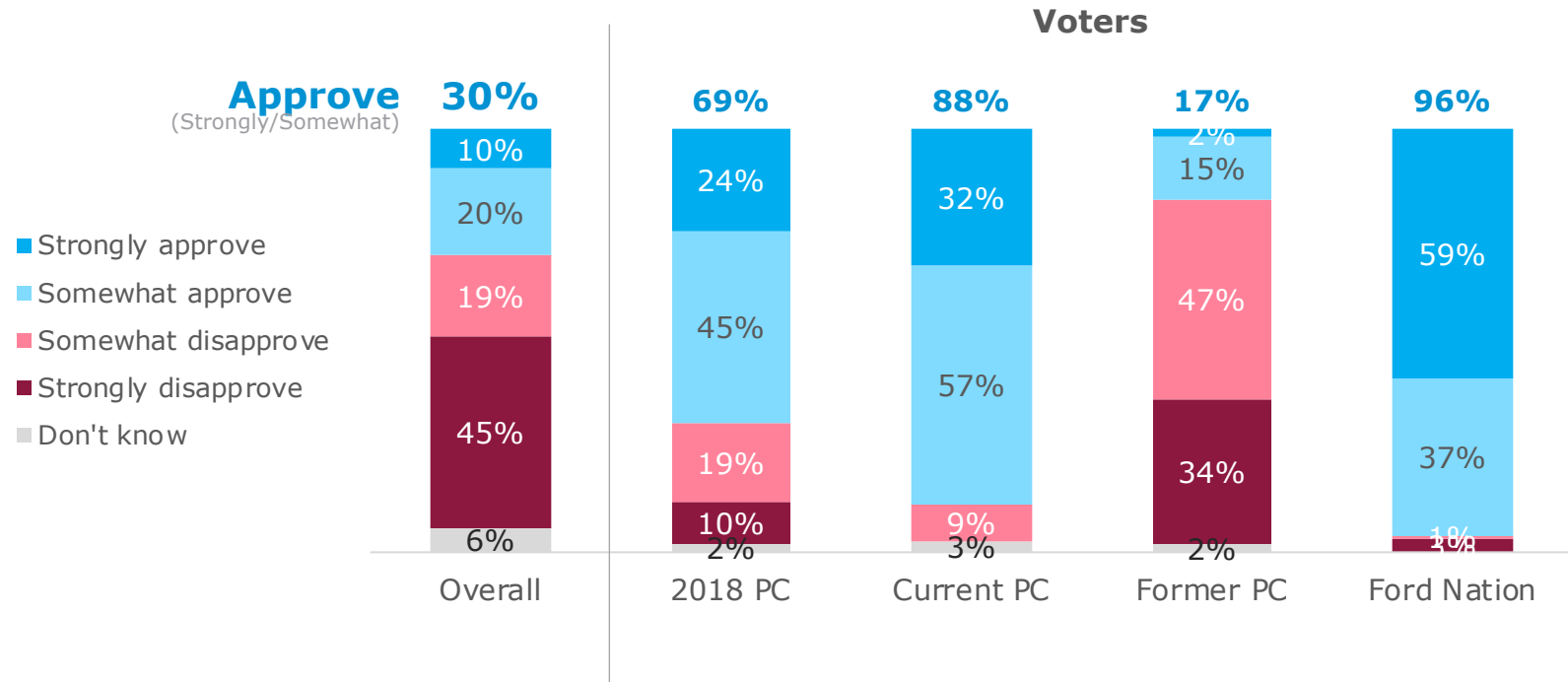
Regional results



11% Undecided

			Toronto	905 GTA Belt	Hamilton/ Niagara	South- west	East	North
The NDP, led by Andrea Horwath		 31%	30%	26%	34%	32%	35%	38%
The PCs, led by Doug Ford		 30%	26%	37%	30%	33%	26%	23%
The Liberals, led by John Fraser		 26%	31%	28%	25%	21%	27%	24%
The Green Party, led by Mike Schreiner		 11%	13%	9%	10%	13%	11%	11%
Other		 1%	1%	1%	1%	1%	1%	3%

Ford Government Job Approval: Ford Nation (9.7% of electorate overall) is happy but disapproval has pushed away former PC voters.





Ontario After One Year of Ford: Governing for the Base Revives Liberal & Green Fortunes

pollara
strategic insights

May 2019