Healthcare is top of mind provincial issue of concern

Nanos will be tracking opinion on a weekly basis throughout the Ontario provincial campaign. Visit www.ctvnews.ca, www.cp24.com or www.nanos.co to access the latest data and analysis.

" *For the launch of the 2022 Ontario provincial election, healthcare registered as the top unprompted issue of concern for Ontarians (27%), followed by the cost of living/inflation (12%) and housing (11%) .* "

Nik Nanos
Chief Data Scientist

CTV ELECTION | 2022 ONTARIO

CP24
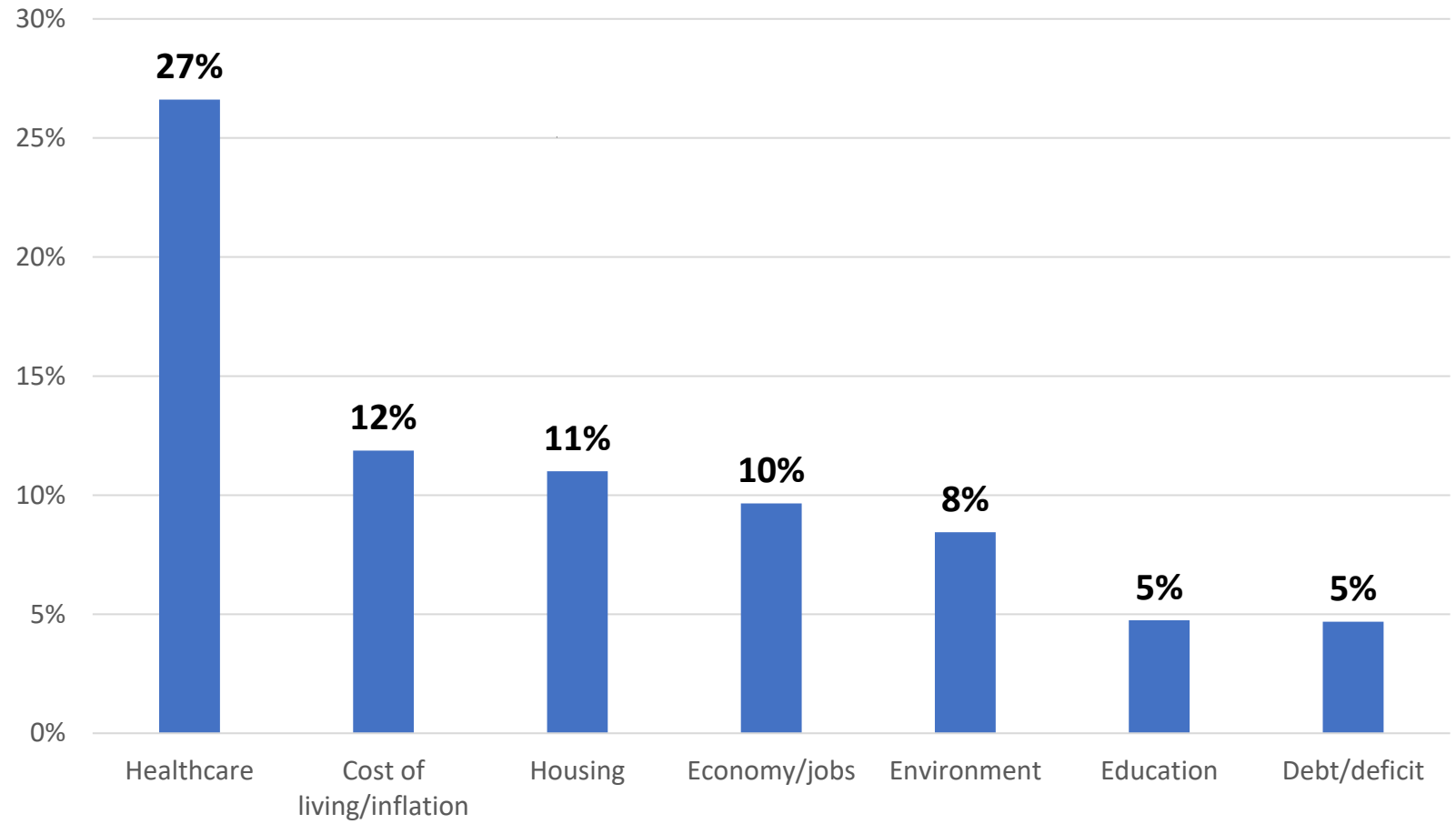
NANOS

ISSUE TRACKING

Question: What is your most important PROVINCIAL issue of concern? [UNPROMPTED]

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Ontario – Provincial Special Issue – Unprompted provincial issue (April 29th to May 2nd, n=437)

Bar chart:
- Healthcare: 27%
- Cost of living/inflation: 12%
- Housing: 11%
- Economy/jobs: 10%
- Environment: 8%
- Education: 5%
- Debt/deficit: 5%

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 500 residents of Ontario, 18 years of age or older, between April 28th and May 2nd, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and were administered the survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Ontario.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 500 Ontario residents is ±4.4 percentage points, 19 times out of 20.

The research was commissioned by CTV News and CP24.

TECHNICAL NOTE

Element	Description	Element	Description
Research sponsor	CTV News/CP24	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Ontario. See tables for full weighting disclosure
Population and Final Sample Size	500 Randomly selected individuals.		
Source of Sample	Nanos Probability Panel	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Type of Sample	Probability		
Margin of Error	±4.4 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey		
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario.	Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Ontario.
Demographics (Captured)	Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Estimated Response Rate	11 percent, consistent with industry norms.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered by telephone for three quarters of the sample and online for one quarter of the sample.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. Provincial BALLOT report was released as Part 1 of 2.
Number of Calls	Maximum of five call backs to those recruited.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	April 29th to May 2nd, 2022.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Language of Survey	The survey was conducted in English.	Research/Data Collection Supplier	Nanos Research
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

ABOUT NANOS

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

TRACK RECORD

Question: If a FEDERAL election were held today, could you please rank your top two current _local_ voting preferences? [First ranked response]
Source: CTV, Globe, Nanos nightly election tracking ending September 19th, 2021.

RELEASED ON SUNDAY SEPTEMBER 19TH AT 2200 ET

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents.

Contact: Nik Nanos
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Website: www.nanos.co
Methodology:
www.nanos.co/method

Subscribe to the Nanos data portals to get access to detailed demographic and regional breakdowns.

UNDECIDED
9.0% Saturday/Sunday Only
8.2% Sunday Only

Party	Saturday 18th & Sunday 19th	Sunday 19th Only ELXN CALL	Election Results	Variance from ELXN CALL
Conservative	32.0%	31.2%	33.7%	-2.5
Liberal	31.5%	32.4%	32.6%	-0.2
NDP	19.0%	17.5%	17.8%	-0.3
BQ	7.3%	7.5%	7.6%	-0.1
PPC	5.1%	6.6%	4.9%	+1.7
GPC	4.6%	4.5%	2.3%	+2.2
Other	0.5%	0.3%	1.1%	-0.8
Decided Voters	n=1,513	n=766		
Margin of Error 19 times out of 20	±2.5	±3.6		

Margin of Error for Research
Factoring the margin of error for the national random sample administered by Nanos, Liberal support may be as high as 36.0% or as low as 28.8%. Likewise, support for the Conservatives may be as high as 34.8% or as low as 27.6%.

Key Takeaways
1. All of the Nanos estimates were within the reported margin of error for the election call.
2. Both the Sat/Sun sample and the Sunday only election call samples showed a tight race which manifested itself in the final result.
3. The total error for the six parties plus Others is 7.8 for an average error of about 1.1 percent.

NANOS DATA PORTALS

Explore over 4000 trendlines and customize charts with the new Nanos subscriber data portal

Nanos Research is pleased to announce the release of a new and improved subscriber data portal. With greater functionality, integrated user experience and more data, now you can search and call up over 4000 trendlines on a variety of political, economic, social and public policy issues.

It also includes nightly ballot tracking during the federal election.

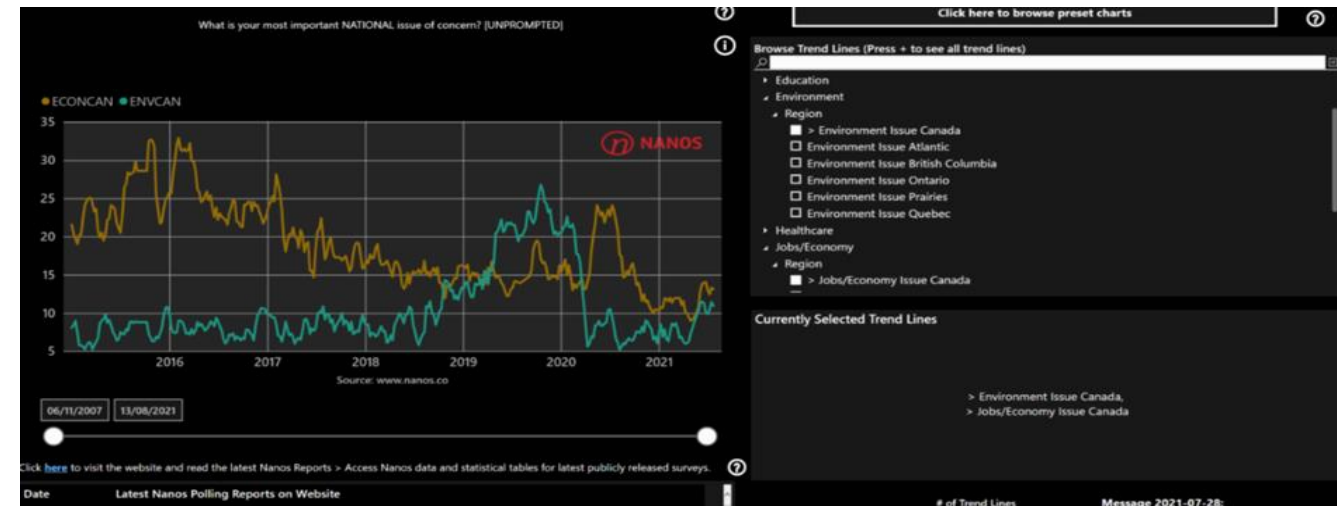The enhanced functionality of this new data portal includes:

- Pre-set charts for easy navigation by age, region and demographic
- The ability to create customized charts that integrate political, economic, social and public policy sentiment
- An intuitive sliding date filter for the chart
- A new search function that lets you browse the more than 4000 available trendlines
- A news feed for our latest Nanos survey insights

Subscribe now for just $5 a month ($60 for a 12-month subscription) to have unlimited access

Sample pre-set charts page

Build your own custom chart page

			Region			Gender		Age		
			Ontario 2022-04	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - What is your most important provincial issue of concern? [OPEN]	Total	Unwgt N	437	253	184	245	192	116	160	161
		Wgt N	437	235	203	216	222	122	151	164
	Education	%	4.7	4.1	5.5	5.3	4.2	4.2	7.0	3.1
	Environment	%	8.4	8.7	8.1	8.1	8.8	8.4	8.7	8.2
	Taxes	%	1.9	2.1	1.7	3.4	0.5	2.1	2.4	1.3
	Cost of living/inflation	%	11.9	13.9	9.5	12.2	11.5	17.2	8.2	11.3
	Housing	%	11.0	13.0	8.7	10.4	11.6	13.1	13.4	7.2
	Economy/jobs	%	9.7	9.4	9.9	12.0	7.4	9.7	10.7	8.7
	Healthcare	%	26.6	27.2	26.0	22.8	30.3	20.8	20.9	36.2
	Debt/deficit	%	4.7	1.7	8.2	6.6	2.9	0.8	5.7	6.6
	Child care	%	0.5	0.0	1.1	0.5	0.5	0.9	0.8	0.0
	Freedom	%	2.0	1.8	2.2	2.0	2.0	2.7	3.6	0.0
	Fuel prices	%	0.9	1.2	0.5	1.3	0.5	2.5	0.5	0.0
	Senior care/long term care	%	1.9	1.7	2.1	0.9	2.8	0.0	1.1	4.0
	Covid-19 mandates/managing Covid-19	%	4.1	4.9	3.2	4.8	3.4	7.8	4.5	0.9
	Untrustworthy government	%	4.0	4.0	4.0	2.7	5.3	1.5	3.0	6.8
	Transportation/Infrastructure	%	1.2	0.7	1.8	1.2	1.2	0.8	1.2	1.5
	Gun Laws	%	1.0	1.3	0.6	1.4	0.5	1.9	1.3	0.0
	The Election	%	0.5	0.3	0.8	0.3	0.7	0.0	0.4	1.0
	Disability benefits	%	0.7	0.3	1.1	0.9	0.5	0.0	1.9	0.0
	Other	%	3.8	3.9	3.8	2.6	5.0	5.4	3.3	3.2
	Unsure	%	0.5	0.0	1.1	0.5	0.5	0.0	1.5	0.0