Younger Ontarians exhibit most pessimism about the future of Ontario; Campaign performance of all leaders not strong, Schreiner scores marginally better than the rest.

Provincial survey released May 24, 2022

CTV ELECTION 2022 ONTARIO

CP24

NANOS

"Ontarians are more likely to be pessimistic (15%) or somewhat pessimistic (30%) about the future of Ontario with younger Ontarians (18-34) expressing higher levels of pessimism (22% pessimistic, 30% somewhat pessimistic 30%) compared to older Ontarians (55 plus) (7% pessimistic, 27% somewhat pessimistic) – Ontarians give Mike Schreiner's campaign performance a higher rating (mean of 5.7 out of 10) compared to other provincial political party leaders, followed by Doug Ford (mean of 5.1 out of 10), while Steven Del Duca and Andrea Horwath are given a lower rating (mean of 4.5 for each)."

Nik Nanos, Chief Data Scientist

ISSUE TRACKING

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

Source: CTV/CP24/Nanos weekly provincial election tracking, May 21st to 22nd, 2022, n=497 residents of Ontario.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 497 residents of Ontario, 18 years of age or older, between May 21st to 22nd, 2022. The margin of error for a random survey of 497 Ontario residents is ±4.4 percentage points, 19 times out of 20.

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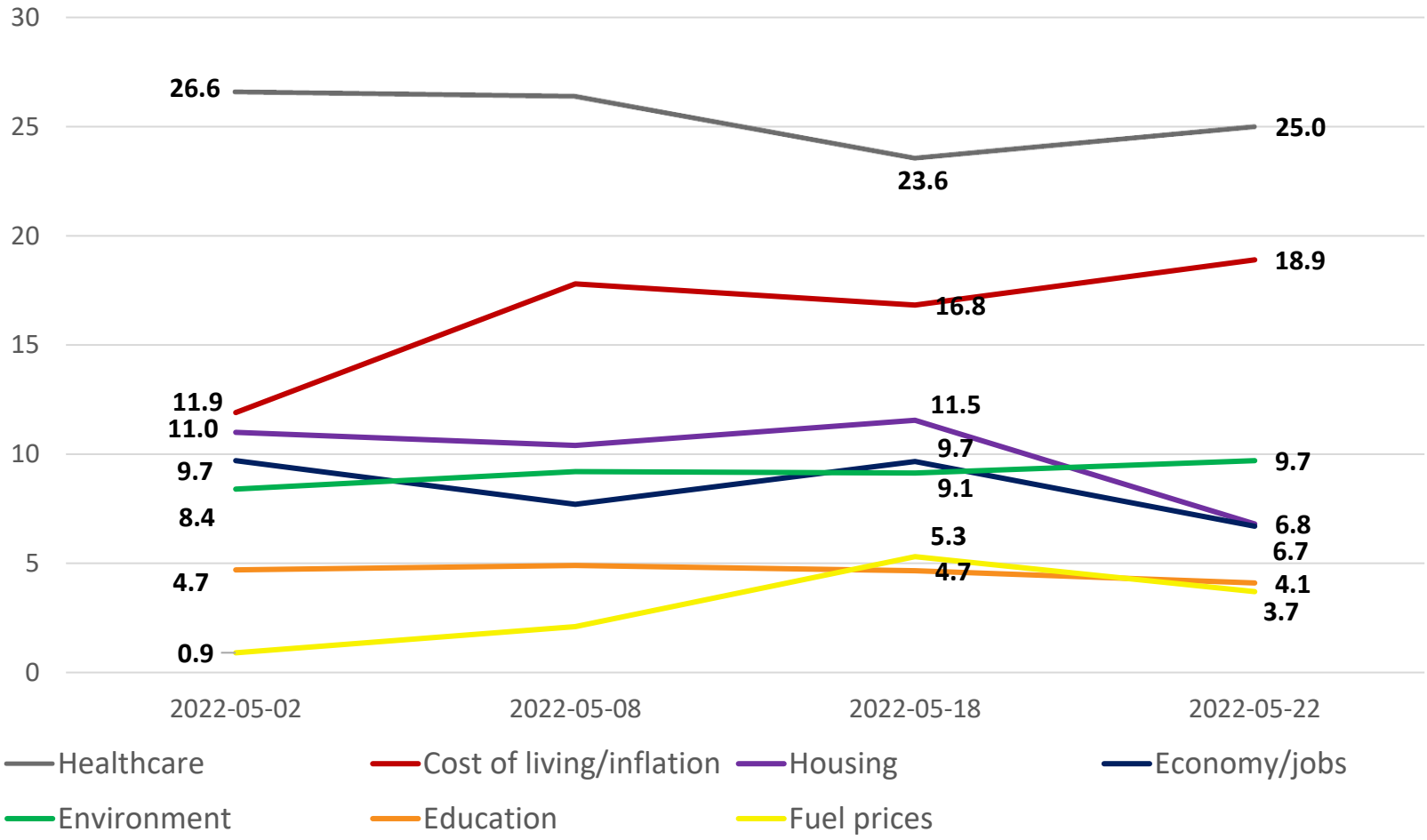

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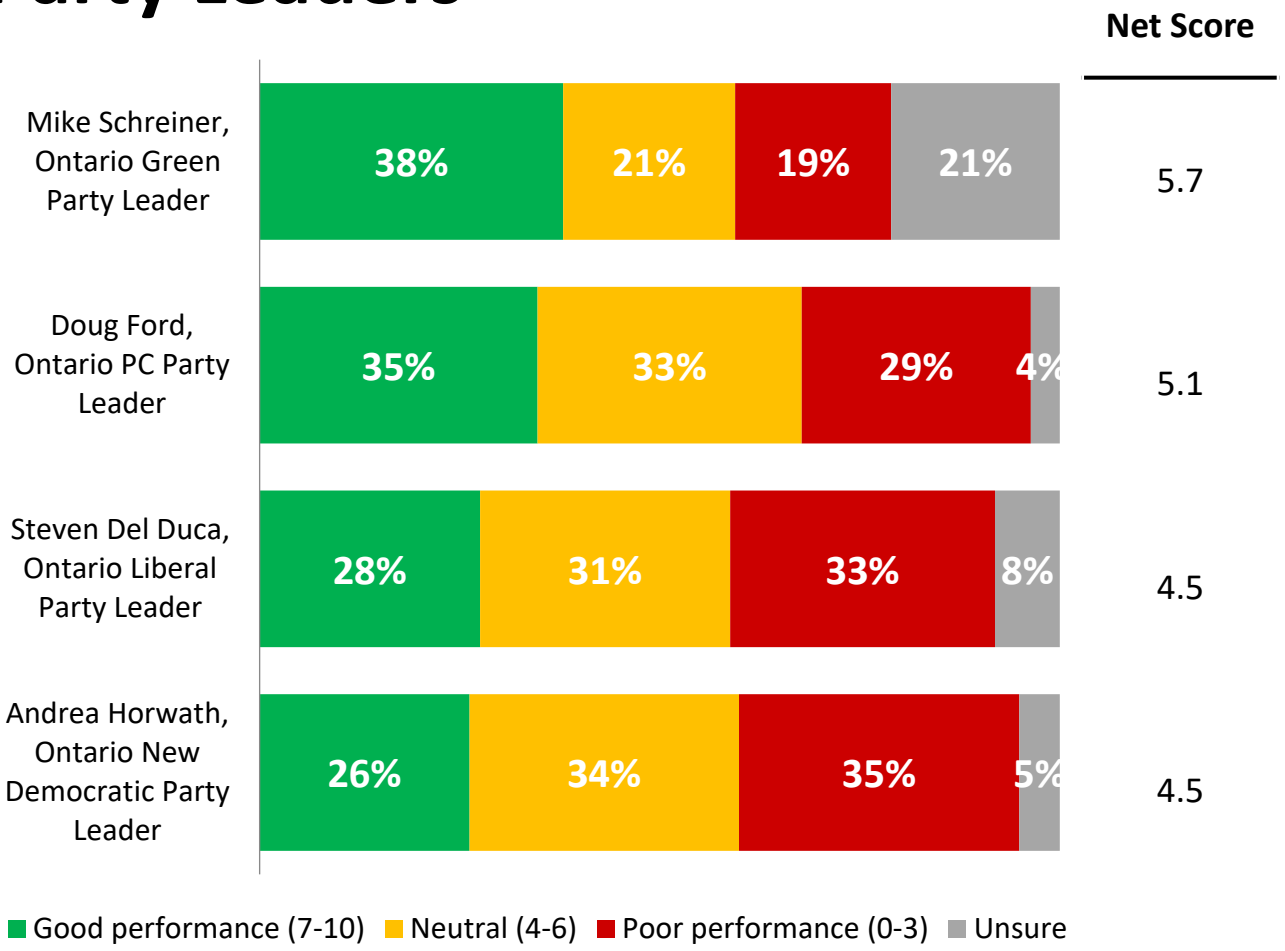
Performance of Provincial Party Leaders

Q Please rate the performance of each of the main provincial political party leaders in terms of how they are doing on the campaign on a score of 0 to 10 where 0 is a very poor performance and 10 a very good performance: [RANDOMIZE]

Source: CTV/CP24/Nanos weekly provincial election tracking, May 21st to 22nd, 2022, n=504 residents of Ontario.



> Ontarians rate Mike Schreiner's campaign performance highest (mean of 5.7 out of 10) compared to the other main provincial political party leaders', followed by Doug Ford, while giving the lowest ratings to Steven Del Duca and Andrea Horwath.

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Performance of Provincial Party Leaders – By demographics

Q Please rate the performance of each of the main provincial political party leaders in terms of how they are doing on the campaign on a score of 0 to 10 where 0 is a very poor performance and 10 a very good performance: [RANDOMIZE]

Source: CTV/CP24/Nanos weekly provincial election tracking, May 21st to 22nd, 2022, n=504 residents of Ontario.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 504 residents of Ontario, 18 years of age or older, between May 21st to 22nd, 2022. The margin of error for a random survey of 504 Ontario residents is ±4.4 percentage points, 19 times out of 20.

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*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Mean Score out of 10

	Ontario (n=504)	GTA Region (n=285)	Rest of Ontario (n=219)	Men (n=278)	Women (n=226)	18 to 34 (n=101)	35 to 54 (n=198)	55 plus (n=205)
Mike Schreiner (Ontario Green Party Leader)	5.7	6.0	5.3	5.4	5.9	5.4	5.2	6.3
Doug Ford (Ontario PC Party Leader)	5.1	5.1	5.1	5.6	4.6	5.1	5.0	5.2
Steven Del Duca (Ontario Liberal Party Leader)	4.5	4.8	4.2	4.1	5.0	4.2	4.4	5.0
Andrea Horwath (Ontario New Democratic Party Leader)	4.5	4.7	4.2	4.1	4.9	4.4	4.2	4.8

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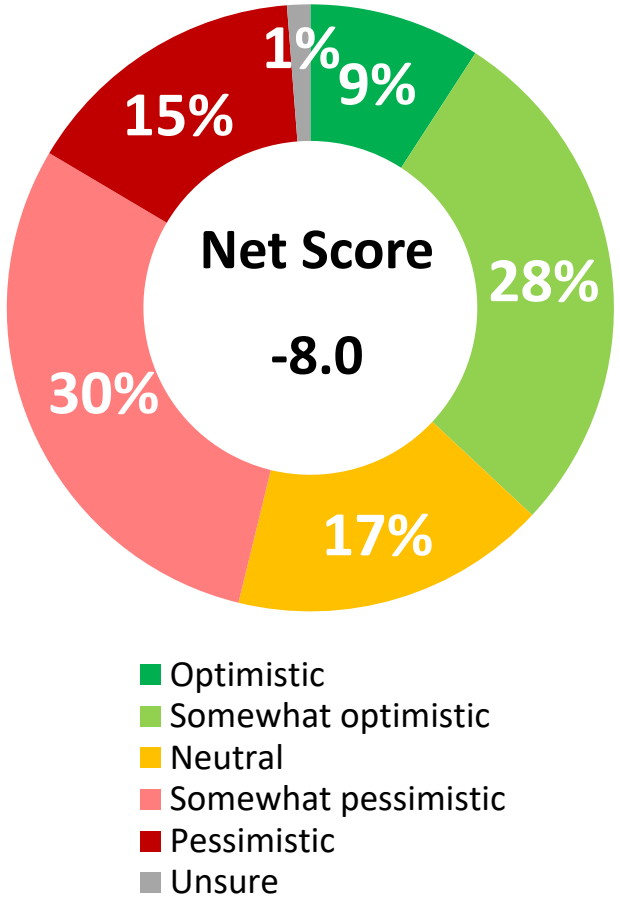
Feeling about the future of Ontario

Q Thinking of the current Ontario provincial election, do you feel optimistic, somewhat optimistic, neutral, somewhat pessimistic or pessimistic about the future of Ontario?

Source: CTV/CP24/Nanos weekly provincial election tracking, May 21st to 22nd, 2022, n=504 residents of Ontario.



	Ontario (n=504)	GTA Region (n=285)	Rest of Ontario (n=219)	Men (n=278)	Women (n=226)	18 to 34 (n=101)	35 to 54 (n=198)	55 plus (n=205)
Optimistic/ Somewhat optimistic	37.0%	36.8%	37.1%	43.2%	30.9%	29.9%	31.6%	48.0%
Neutral	16.8%	15.3%	18.7%	14.0%	19.6%	17.5%	16.4%	16.8%
Pessimistic/ Somewhat pessimistic	45.0%	45.6%	44.2%	42.8%	47.0%	52.6%	49.5%	34.2%
Unsure	1.2%	2.2%	-	-	2.4%	-	2.5%	1.1%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

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METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 504 residents of Ontario, 18 years of age or older, between May 21st to 22nd, 2022 as part of a tracking 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 504 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
Research sponsor	CTV News/CP24
Population and Final Sample Size	504 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±4.4 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario.
Demographics (Captured)	Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online.
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	May 21st to 22nd, 2022.
Language of Survey	The survey was conducted in English.
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/

Element	Description
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
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Ontario.
Estimated Response Rate	13 percent, consistent with industry norms.
Question Order	Question order in the preceding report has been changed from the original questionnaire, which included questions about political preferences between the issue of concern question and questions about the leaders' debate. Provincial ballot report containing the questions about political preferences was released as Part 1 of 2.
Question Content	This was module one and three of an omnibus survey. Module two was about political preferences.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
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.

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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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.

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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

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ABOUT NANOS

NANOS RESEARCH

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

nanos dimap analytika

NANOS dimap

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

NANOS RUTHERFORD McKAY & Co.

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

2022-2154 – CTV/Nanos Survey – ONTARIO ELECTION – STAT SHEET – WAVE 4 – Issue

				Region		Gender		Age		
			Ontario 2022-05-22	GTA	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question - What is your most important provincial issue of concern? [OPEN]	Total	Unwgt N	497	280	217	275	222	101	195	201
		Wgt N	493	269	224	244	249	149	169	175
	Education	%	4.1	4.9	3.2	3.6	4.7	7.1	2.9	2.8
	Environment	%	9.7	11.9	7.1	9.1	10.3	4.7	14.3	9.7
	Taxes	%	2.6	2.1	3.3	5.0	0.4	5.5	2.4	0.5
	Cost of living/inflation	%	18.9	23.3	13.6	19.2	18.7	26.9	18.3	12.7
	Housing	%	6.8	7.0	6.5	4.7	8.8	7.5	7.3	5.6
	Economy/jobs	%	6.7	7.4	5.7	8.2	5.2	5.2	8.2	6.5
	Healthcare	%	25.0	22.1	28.4	20.0	29.8	11.7	24.5	36.7
	Debt/deficit	%	3.9	2.9	5.2	6.0	1.9	3.3	3.7	4.6
	Child care	%	0.4	0.0	0.8	0.0	0.7	1.2	0.0	0.0
	Freedom	%	1.4	0.3	2.8	1.7	1.2	3.5	0.7	0.4
	Fuel prices	%	3.7	1.8	6.0	4.2	3.2	5.6	5.3	0.6
	Senior care/long term care	%	3.9	3.9	3.9	2.9	4.9	0.0	2.2	8.9
	Covid-19 mandates/ managing Covid-19	%	3.4	3.6	3.1	3.5	3.3	8.9	2.1	0.0
	Untrustworthy government	%	1.1	1.6	0.4	1.6	0.5	0.0	1.5	1.5
	Transportation/Infrastructure	%	1.6	1.8	1.5	1.9	1.4	3.2	0.4	1.5
	The Election	%	1.0	1.6	0.4	1.6	0.5	0.0	1.0	1.9
	Disability benefits	%	1.0	0.6	1.5	1.0	1.0	1.2	1.4	0.5
	Other	%	4.7	3.0	6.7	5.9	3.5	4.7	3.8	5.5

2022-2154 – CTV/Nanos Survey – ONTARIO ELECTION – STAT SHEET – WAVE 4 – Issue

Please rate the performance of each of the main provincial political party leaders in terms of how they are doing on the campaign on a score of 0 to 10 where 0 is a very poor performance and 10 a very good performance: [RANDOMIZE]

				Region		Gender		Age		
			Ontario 2022-05-22	GTA	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question - Doug Ford, Ontario PC Party Leader	Total	Unwgt N	504	285	219	278	226	101	198	205
		Wgt N	500	274	226	247	253	149	172	179
		Mean	5.1	5.1	5.1	5.6	4.6	5.1	5.0	5.2
		Median	5.0	5.0	5.0	6.0	5.0	5.0	5.0	5.0
	Very poor performance (0)	%	13.3	13.6	13.0	9.8	16.8	13.8	14.5	11.9
	1	%	3.0	4.1	1.6	2.6	3.4	3.3	3.2	2.4
	2	%	4.6	4.6	4.7	4.0	5.2	5.5	5.5	3.1
	3	%	7.7	8.1	7.3	7.8	7.7	5.5	8.3	9.0
	4	%	6.3	4.8	8.1	5.6	7.0	5.3	6.2	7.3
	5	%	16.1	15.3	17.2	14.9	17.4	15.0	14.3	18.8
	6	%	10.6	11.8	9.1	11.8	9.3	12.6	10.8	8.7
	7	%	10.4	7.2	14.1	10.8	9.9	15.8	7.3	8.8
	8	%	13.1	13.9	12.2	18.1	8.3	9.7	13.8	15.4
	9	%	4.4	6.2	2.3	4.3	4.6	3.9	5.1	4.3
	Very good performance (10)	%	6.8	6.7	7.0	8.3	5.4	6.4	7.3	6.7
	Unsure	%	3.6	3.8	3.4	2.0	5.2	3.4	3.8	3.6

2022-2154 – CTV/Nanos Survey – ONTARIO ELECTION – STAT SHEET – WAVE 4 – Issue

Please rate the performance of each of the main provincial political party leaders in terms of how they are doing on the campaign on a score of 0 to 10 where 0 is a very poor performance and 10 a very good performance: [RANDOMIZE]

				Region		Gender		Age		
			Ontario 2022-05-22	GTA	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question - Steven Del Duca, Ontario Liberal Party Leader	Total	Unwgt N	504	285	219	278	226	101	198	205
		Wgt N	500	274	226	247	253	149	172	179
		Mean	4.5	4.8	4.2	4.1	5.0	4.2	4.3	5.0
		Median	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0
	Very poor performance (0)	%	14.3	10.5	19.0	16.6	12.2	20.3	15.6	8.2
	1	%	5.0	5.0	4.9	6.3	3.7	1.7	7.9	4.8
	2	%	8.2	8.1	8.4	10.3	6.2	8.6	7.1	9.1
	3	%	5.6	6.1	4.8	7.4	3.8	4.2	6.0	6.3
	4	%	7.6	8.7	6.2	9.0	6.3	4.9	7.8	9.6
	5	%	14.1	13.8	14.5	11.3	16.9	17.2	9.3	16.1
	6	%	9.6	12.6	5.8	9.7	9.5	9.3	9.5	9.9
	7	%	10.5	8.9	12.5	8.5	12.5	6.1	13.1	11.8
	8	%	10.8	11.9	9.4	10.3	11.2	12.8	6.1	13.5
	9	%	2.4	2.2	2.7	2.2	2.6	1.1	2.4	3.6
	Very good performance (10)	%	3.8	4.3	3.2	2.6	5.0	1.9	5.1	4.2
	Unsure	%	8.1	7.8	8.5	5.9	10.3	11.9	10.1	3.0

2022-2154 – CTV/Nanos Survey – ONTARIO ELECTION – STAT SHEET – WAVE 4 – Issue

Please rate the performance of each of the main provincial political party leaders in terms of how they are doing on the campaign on a score of 0 to 10 where 0 is a very poor performance and 10 a very good performance: [RANDOMIZE]

				Region		Gender		Age		
			Ontario 2022-05-22	GTA	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question - Andrea Horwath, Ontario New Democratic Party Leader	Total	Unwgt N	504	285	219	278	226	101	198	205
		Wgt N	500	274	226	247	253	149	172	179
		Mean	4.5	4.7	4.2	4.1	4.9	4.4	4.2	4.8
		Median	5.0	5.0	5.0	4.0	5.0	5.0	5.0	5.0
	Very poor performance (0)	%	12.8	10.5	15.5	14.8	10.8	15.7	17.4	5.9
	1	%	5.3	5.8	4.8	7.9	2.8	5.5	5.9	4.7
	2	%	7.4	6.6	8.4	7.1	7.7	5.3	6.0	10.4
	3	%	9.5	8.8	10.4	10.1	9.0	10.0	9.4	9.3
	4	%	8.6	10.1	6.7	10.6	6.6	6.3	6.1	12.9
	5	%	14.5	12.8	16.5	13.8	15.1	13.3	13.4	16.5
	6	%	10.6	11.1	10.0	9.9	11.4	11.4	11.6	9.1
	7	%	11.1	12.5	9.3	9.9	12.2	9.0	13.3	10.7
	8	%	9.8	12.0	7.2	6.4	13.2	15.0	6.0	9.2
	9	%	3.5	3.9	3.1	2.7	4.4	1.2	2.5	6.5
	Very good performance (10)	%	1.8	2.0	1.5	2.2	1.3	2.2	1.9	1.3
	Unsure	%	5.1	3.9	6.5	4.6	5.5	5.2	6.5	3.6

2022-2154 – CTV/Nanos Survey – ONTARIO ELECTION – STAT SHEET – WAVE 4 – Issue

Please rate the performance of each of the main provincial political party leaders in terms of how they are doing on the campaign on a score of 0 to 10 where 0 is a very poor performance and 10 a very good performance: [RANDOMIZE]

				Region		Gender		Age		
			Ontario 2022-05-22	GTA	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question - Mike Schreiner, Ontario Green Party Leader	Total	Unwgt N	504	285	219	278	226	101	198	205
		Wgt N	500	274	226	247	253	149	172	179
		Mean	5.7	6.0	5.3	5.4	5.9	5.4	5.2	6.3
		Median	6.0	7.0	6.0	6.0	6.0	6.0	5.0	7.0
	Very poor performance (0)	%	6.3	4.4	8.5	7.0	5.5	8.3	8.0	2.9
	1	%	2.3	1.6	3.2	3.5	1.2	0.7	4.3	1.8
	2	%	5.4	4.1	7.0	5.6	5.2	7.5	4.0	5.0
	3	%	5.5	5.7	5.3	6.3	4.8	5.7	6.3	4.7
	4	%	5.4	5.6	5.0	6.1	4.7	5.5	5.5	5.1
	5	%	8.2	7.5	9.0	7.6	8.8	3.0	11.5	9.4
	6	%	8.0	9.5	6.1	7.3	8.6	12.1	6.1	6.2
	7	%	13.4	15.5	10.8	15.3	11.6	14.3	10.0	16.0
	8	%	13.1	14.3	11.6	15.1	11.1	7.0	12.4	18.9
	9	%	6.1	5.8	6.4	4.9	7.2	5.7	6.3	6.1
	Very good performance (10)	%	5.4	5.7	4.9	2.6	8.1	5.2	2.9	7.8
	Unsure	%	21.1	20.2	22.1	18.7	23.4	25.0	22.7	16.2

2022-2154 – CTV/Nanos Survey – ONTARIO ELECTION – STAT SHEET – WAVE 4 – Issue

				Region		Gender		Age		
			Ontario 2022-05-22	GTA	Rest of Province	Male	Female	18 to 34	35 to 54	55 plus
Question - Thinking of the current Ontario provincial election, do you feel optimistic, somewhat optimistic, neutral, somewhat pessimistic or pessimistic about the future of Ontario?	Total	Unwgt N	504	285	219	278	226	101	198	205
		Wgt N	500	274	226	247	253	149	172	179
	Optimistic	%	9.2	9.1	9.2	12.5	5.8	7.0	6.7	13.3
	Somewhat optimistic	%	27.8	27.7	27.9	30.6	25.1	22.9	24.9	34.7
	Neutral	%	16.8	15.3	18.7	14.0	19.6	17.5	16.4	16.8
	Somewhat pessimistic	%	29.7	29.3	30.2	28.1	31.3	30.3	31.8	27.2
	Pessimistic	%	15.3	16.3	14.0	14.7	15.7	22.3	17.7	7.0
	Unsure	%	1.2	2.2	0.0	0.0	2.4	0.0	2.5	1.1