

Ontarians view investing in healthcare as the most important priority for the new government of Ontario; healthcare remains the top issue of concern.

Provincial survey released May 31st, 2022

“

Healthcare remains top issue of concern among Ontarians. Nine in ten Ontarians say it is important for them that the new government in Ontario focuses on investing in healthcare. Younger Ontarians give a higher importance to helping to make housing more affordable (mean of 8.2 for those 18-34, compared to mean of 7.2 for those 35-54).

”

Nik Nanos, Chief Data Scientist

ISSUE TRACKING

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 501 residents of Ontario, 18 years of age or older, between May 28th to 31st, 2022. The margin of error for a random survey of 501 Ontario residents is ± 4.4 percentage points, 19 times out of 20.

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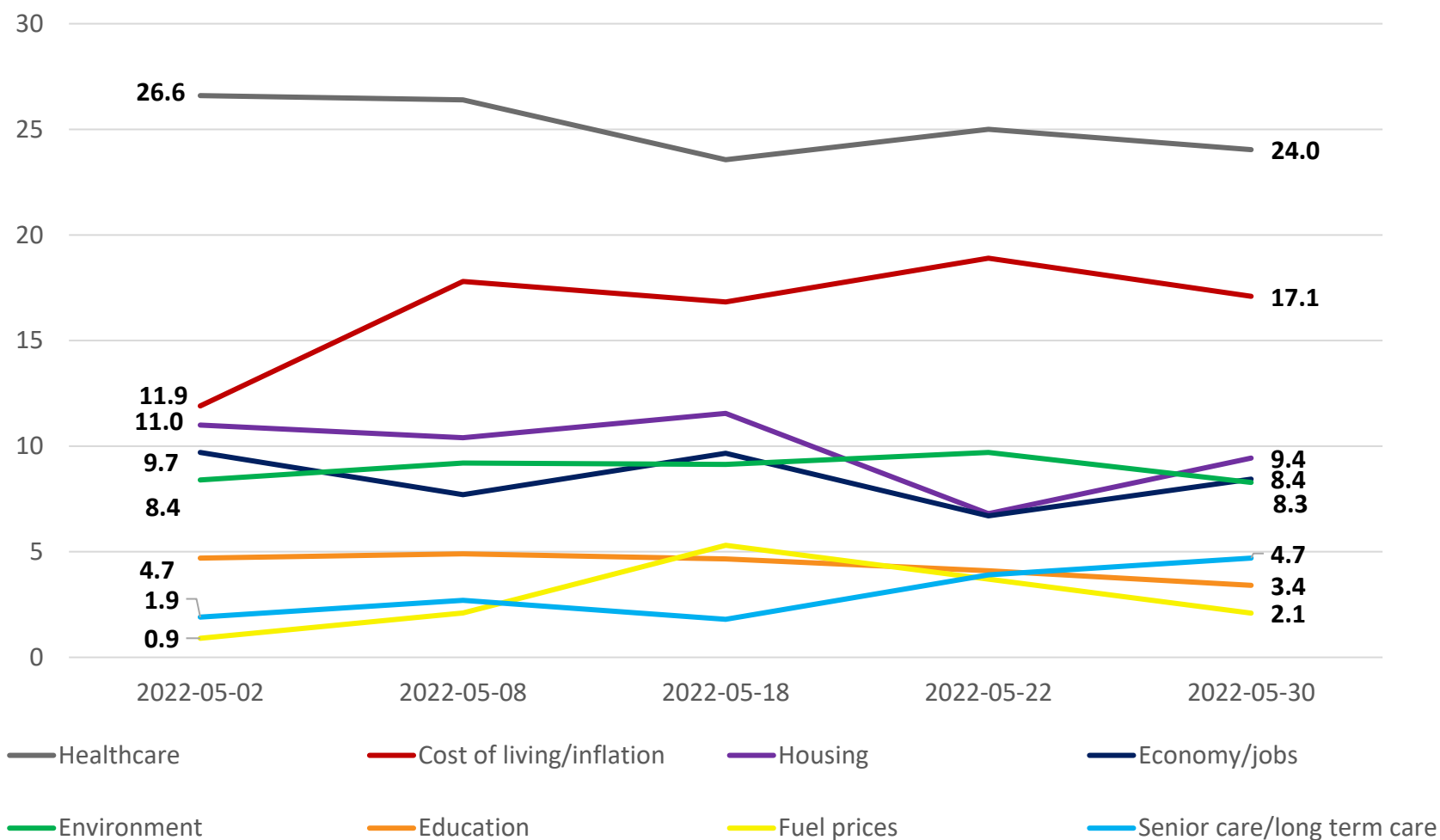
Ottawa: (613) 234-4666 x 237

Website: www.nanos.co

Q

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

Source: CTV/CP24/Nanos weekly provincial election tracking, May 28th to 31st, 2022, n=501 residents of Ontario.

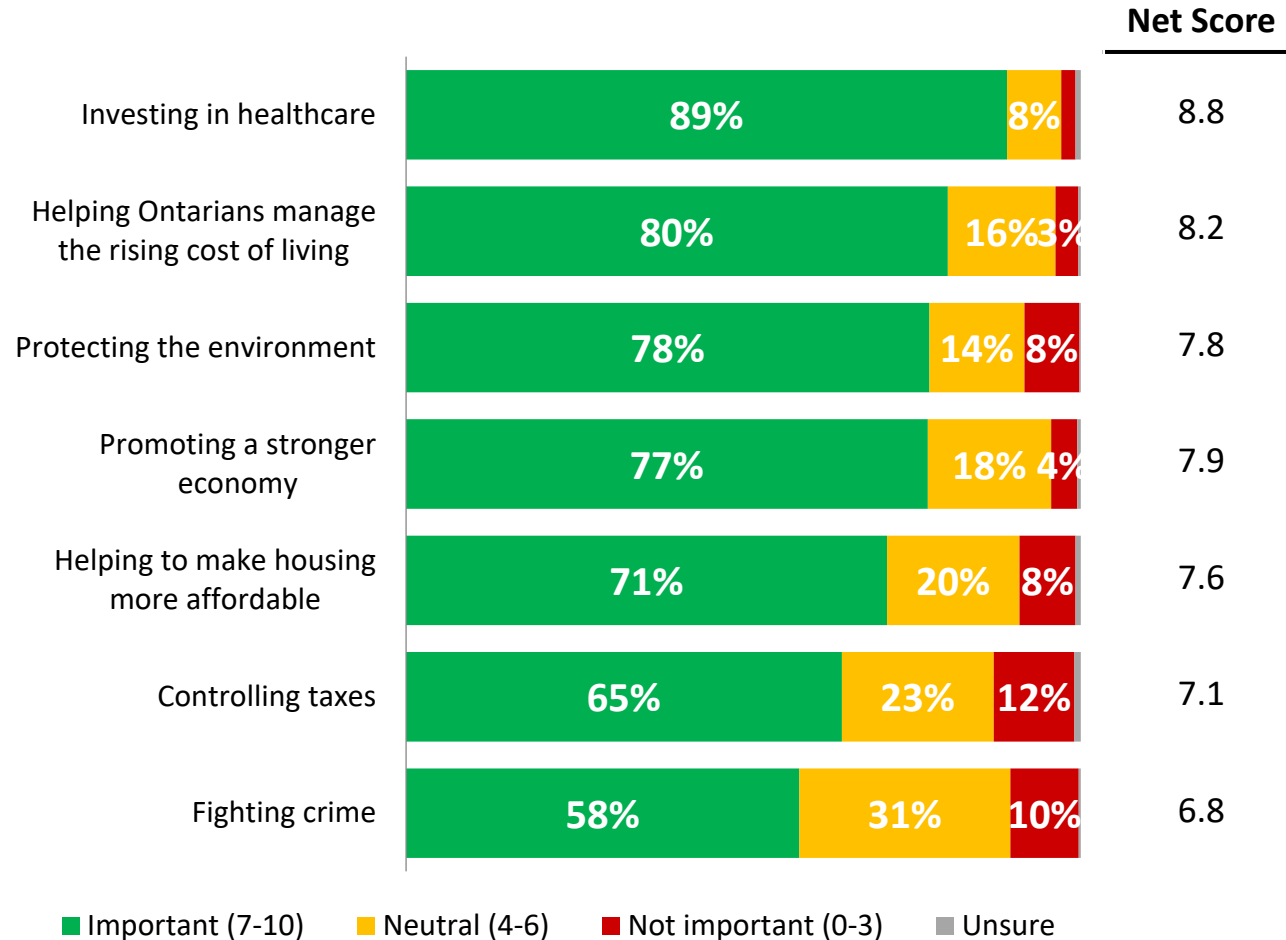


Importance of priorities for the new Ontario government

Q

On a scale of 0 to 10 where 0 is not at all important and 10 is very important, how important are the following possible priorities for the new Ontario government regardless of which party is the winner: [RANDOMIZE]

Source: CTV/CP24/Nanos weekly provincial election tracking, May 28th to 31st, 2022, n=501 residents of Ontario.



“ Among different possible priorities for the new Ontario government, investing in healthcare is rated most important by Ontarians, followed by helping Ontarians manage the rising cost of living. ”

Importance of priorities for the new Ontario government – By demographics

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 501 residents of Ontario, 18 years of age or older, between May 28th to 31st, 2022. The margin of error for a random survey of 501 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.

On a scale of 0 to 10 where 0 is not at all important and 10 is very important, how important are the following possible priorities for the new Ontario government regardless of which party is the winner: [RANDOMIZE]

Source: CTV/CP24/Nanos weekly provincial election tracking, May 28th to 31st, 2022, n=501 residents of Ontario.

	Mean Score out of 10							
	Ontario (n=501)	GTA Region (n=278)	Rest of Ontario (n=223)	Men (n=265)	Women (n=236)	18 to 34 (n=101)	35 to 54 (n=195)	55 plus (n=205)
Investing in healthcare	8.8	8.8	8.9	8.4	9.3	8.4	8.7	9.3
Helping Ontarians manage the rising cost of living	8.2	8.1	8.3	7.9	8.5	8.6	7.9	8.1
Promoting a stronger economy	7.9	8.0	7.8	8.1	7.8	7.7	8.1	8.0
Protecting the environment	7.8	7.9	7.7	7.3	8.3	7.6	7.5	8.4
Helping to make housing more affordable	7.6	7.6	7.7	7.1	8.1	8.2	7.2	7.6
Controlling taxes	7.1	7.3	7.0	7.2	7.1	7.2	7.5	6.7
Fighting crime	6.8	7.1	6.4	6.8	6.8	6.6	7.0	6.8

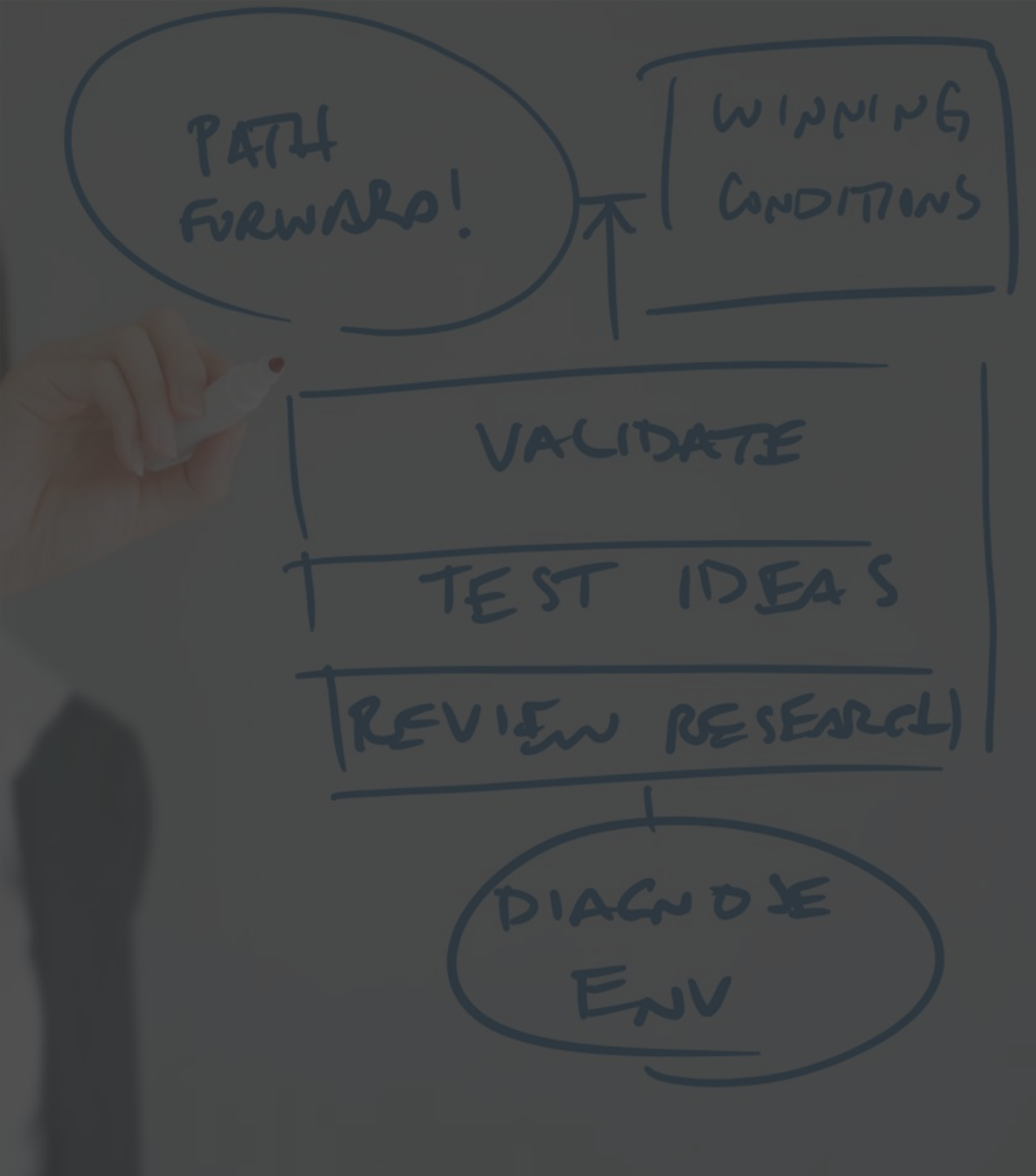
METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 501 residents of Ontario, 18 years of age or older, between May 28th to 31st, 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 501 Ontario residents is ± 4.4 percentage points, 19 times out of 20.

The research was commissioned by CTV News and CP24.



Element	Description
Research sponsor	CTV News/CP24
Population and Final Sample Size	501 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 28 th to 31 st , 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	Nine 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 will be released as Part 2 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
nik@nanos.co
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 18 th & Sunday 19 th	Sunday 19 th 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:

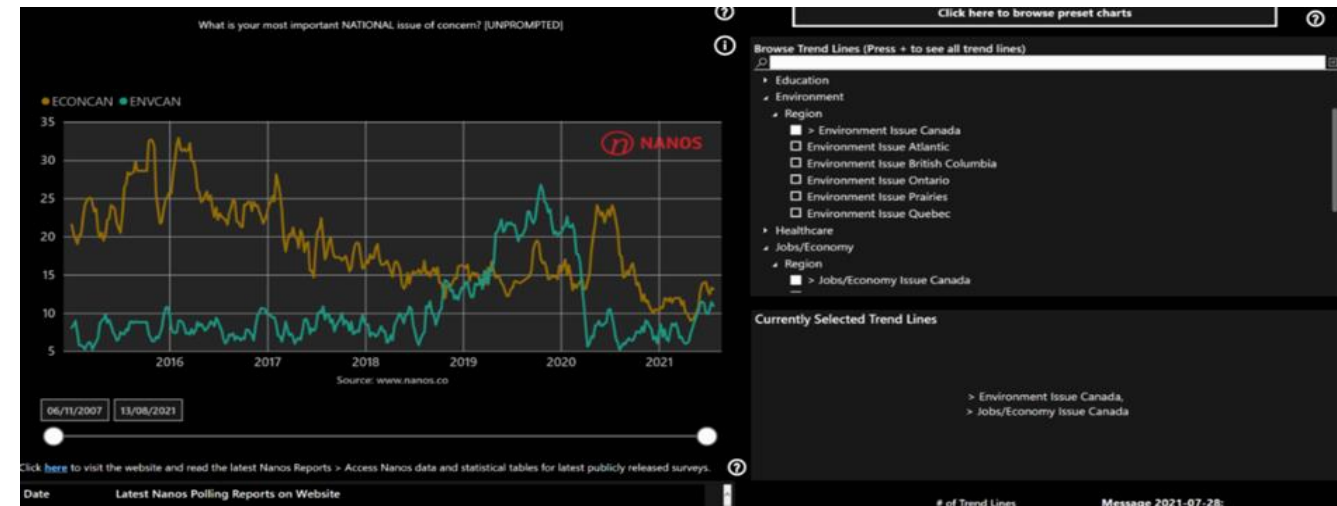
- Pre-set charts for easy navigation by age, region and demographic
- The ability to create customized charts that integrate political, economic, social and public policy sentiment
- An intuitive sliding date filter for the chart
- A new search function that lets you browse the more than 4000 available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

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Sample pre-set charts page



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NANOS RUTHERFORD McKAY & Co.

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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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

ABOUT NANOS

2022-2154 – CTV/Nanos Survey – ONTARIO ELECTION – STAT SHEET – WAVE 5 – Issue

			Region			Gender		Age		
			Ontario 2022-05-31	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	501	278	223	265	236	101	195	205
		Wgt N	501	274	227	247	254	149	173	179
	Education	%	3.4	3.1	3.7	3.4	3.5	6.5	3.2	1.0
	Environment	%	8.3	9.3	7.0	7.0	9.5	7.0	6.9	10.7
	Taxes	%	1.3	1.8	0.8	2.7	0.0	1.0	2.1	0.8
	Cost of living/inflation	%	17.1	18.5	15.4	17.4	16.8	27.6	13.8	11.5
	Housing	%	9.4	10.8	7.8	9.8	9.1	14.8	9.2	5.1
	Economy/jobs	%	8.4	7.5	9.6	12.0	5.0	4.8	13.2	6.9
	Healthcare	%	24.0	20.5	28.3	21.0	27.0	10.0	27.4	32.5
	Debt/deficit	%	3.0	2.8	3.3	4.4	1.7	0.0	5.2	3.5
	Child care	%	0.5	1.0	0.0	0.7	0.4	1.2	0.5	0.0
	Freedom	%	1.1	0.7	1.6	1.2	1.0	1.0	1.3	0.9
	Fuel prices	%	2.1	1.6	2.7	2.6	1.6	3.5	2.2	0.8
	Senior care/long term care	%	4.7	5.1	4.2	3.9	5.4	1.4	1.6	10.4
	Covid-19 mandates/managing Covid-19	%	1.3	1.6	1.1	1.4	1.3	2.8	1.1	0.4
	Untrustworthy government	%	2.4	2.6	2.2	2.0	2.8	1.2	2.5	3.3
	Transportation/Infrastructure	%	2.3	2.3	2.2	1.3	3.2	3.5	1.1	2.3
	Gun Laws	%	0.2	0.0	0.4	0.0	0.4	0.0	0.0	0.6
	The Election	%	0.3	0.2	0.4	0.7	0.0	0.0	0.6	0.4
	Disability benefits	%	0.2	0.0	0.4	0.0	0.4	0.0	0.0	0.6
	Stopping privatization of public services	%	2.1	2.7	1.3	0.8	3.3	2.0	1.4	2.8
	Other	%	7.2	6.9	7.5	6.9	7.4	10.1	6.6	5.3
	Unsure	%	0.6	1.1	0.0	0.9	0.3	1.5	0.0	0.4

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On a scale of 0 to 10 where 0 is not at all important and 10 is very important, how important are the following possible priorities for the new Ontario government regardless of which party is the winner [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2022-05-31	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Investing in healthcare	Total	Unwgt N	501	278	223	265	236	101	195	205
		Wgt N	501	274	227	247	254	149	173	179
		Mean	8.8	8.8	8.9	8.4	9.3	8.4	8.7	9.3
		Median	10.0	10.0	10.0	9.0	10.0	10.0	10.0	10.0
	Not at all important (0)	%	0.5	0.7	0.4	0.7	0.3	1.2	0.5	0.0
	1	%	0.4	0.7	0.0	0.7	0.0	1.2	0.0	0.0
	2	%	0.3	0.2	0.4	0.6	0.0	0.0	0.9	0.0
	3	%	0.9	1.4	0.3	1.9	0.0	1.0	1.4	0.4
	4	%	0.9	1.1	0.7	1.9	0.0	2.2	0.0	0.8
	5	%	3.6	2.0	5.5	5.7	1.5	5.6	4.5	0.9
	6	%	3.5	3.5	3.6	4.8	2.3	1.6	4.6	4.1
	7	%	9.6	11.0	7.9	12.5	6.8	19.3	9.5	1.7
	8	%	10.4	10.8	9.8	11.6	9.1	10.3	10.1	10.6
	9	%	12.1	12.0	12.2	12.9	11.3	7.1	14.5	14.0
	Very important (10)	%	57.0	55.9	58.4	46.4	67.3	50.6	53.5	65.8
	Unsure	%	0.8	0.8	0.7	0.3	1.2	0.0	0.5	1.7

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			Region			Gender		Age		
			Ontario 2022-05-31	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Promoting a stronger economy	Total	Unwgt N	501	278	223	265	236	101	195	205
		Wgt N	501	274	227	247	254	149	173	179
		Mean	7.9	8.0	7.8	8.1	7.8	7.7	8.1	8.0
		Median	8.0	8.0	8.0	9.0	8.0	8.0	8.0	8.0
	Not at all important (0)	%	0.3	0.0	0.7	0.6	0.0	1.0	0.0	0.0
	1	%	0.3	0.2	0.4	0.3	0.4	0.0	0.0	0.9
	2	%	0.6	0.7	0.4	0.3	0.9	0.0	0.5	1.1
	3	%	2.7	2.5	2.9	3.6	1.8	5.5	1.3	1.7
	4	%	1.0	0.0	2.3	1.3	0.7	1.0	1.1	1.0
	5	%	10.0	9.2	11.0	7.8	12.1	14.0	9.8	6.7
	6	%	7.3	8.6	5.7	6.5	8.0	5.5	6.6	9.3
	7	%	14.4	13.7	15.3	12.4	16.3	15.4	14.5	13.6
	8	%	17.7	19.7	15.2	15.6	19.7	15.1	18.4	19.1
	9	%	12.1	10.3	14.4	16.0	8.3	8.8	15.7	11.4
	Very important (10)	%	33.1	34.8	31.0	35.2	31.1	33.1	31.0	35.2
	Unsure	%	0.5	0.3	0.8	0.4	0.7	0.5	1.1	0.0

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			Region			Gender		Age		
			Ontario 2022-05-31	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Controlling taxes	Total	Unwgt N	501	278	223	265	236	101	195	205
		Wgt N	501	274	227	247	254	149	173	179
		Mean	7.1	7.3	7.0	7.2	7.1	7.2	7.5	6.7
		Median	8.0	8.0	8.0	8.0	8.0	8.0	8.0	7.0
	Not at all important (0)	%	2.1	1.7	2.5	2.8	1.4	2.0	1.4	2.7
	1	%	3.3	1.4	5.6	3.9	2.8	4.1	1.3	4.6
	2	%	2.5	2.4	2.5	1.6	3.3	3.4	1.1	3.0
	3	%	4.1	5.0	3.0	3.8	4.4	4.8	2.5	5.1
	4	%	3.7	4.1	3.1	3.4	4.0	3.0	3.2	4.7
	5	%	11.7	10.9	12.7	12.6	10.8	8.6	13.1	13.0
	6	%	7.1	6.7	7.6	5.9	8.3	7.2	8.6	5.7
	7	%	12.8	16.4	8.5	12.1	13.5	10.2	14.5	13.4
	8	%	14.6	11.9	17.8	11.8	17.3	16.0	12.0	15.9
	9	%	8.8	8.1	9.6	11.2	6.4	5.3	10.6	9.9
	Very important (10)	%	28.4	30.4	26.0	30.1	26.8	33.8	30.9	21.5
	Unsure	%	1.0	0.8	1.1	0.9	1.0	1.5	1.0	0.4

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			Region			Gender		Age		
			Ontario 2022-05-31	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Helping Ontarians manage the rising cost of living	Total	Unwgt N	501	278	223	265	236	101	195	205
		Wgt N	501	274	227	247	254	149	173	179
		Mean	8.2	8.1	8.3	7.9	8.5	8.6	7.9	8.1
		Median	9.0	9.0	9.0	8.0	9.0	10.0	8.0	9.0
	Not at all important (0)	%	0.5	0.5	0.4	1.0	0.0	1.0	0.6	0.0
	1	%	0.5	1.0	0.0	0.3	0.8	1.4	0.0	0.4
	2	%	0.8	0.4	1.2	1.6	0.0	0.0	1.9	0.4
	3	%	1.5	1.5	1.6	1.0	2.1	0.0	1.6	2.8
	4	%	2.2	2.4	1.9	2.9	1.5	1.0	2.7	2.7
	5	%	6.6	8.8	3.9	9.2	4.0	5.3	8.4	5.9
	6	%	7.2	6.3	8.3	8.5	6.0	4.3	7.8	9.1
	7	%	13.1	11.5	15.0	13.5	12.7	6.1	14.8	17.2
	8	%	14.0	14.1	13.9	15.3	12.8	17.6	14.4	10.6
	9	%	10.9	10.4	11.6	9.5	12.3	12.1	10.6	10.3
	Very important (10)	%	42.2	42.7	41.7	37.2	47.1	51.2	36.2	40.6
	Unsure	%	0.4	0.3	0.4	0.0	0.7	0.0	1.0	0.0

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On a scale of 0 to 10 where 0 is not at all important and 10 is very important, how important are the following possible priorities for the new Ontario government regardless of which party is the winner [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2022-05-31	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Fighting crime	Total	Unwgt N	501	278	223	265	236	101	195	205
		Wgt N	501	274	227	247	254	149	173	179
		Mean	6.8	7.1	6.4	6.8	6.8	6.6	7.0	6.8
		Median	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0
	Not at all important (0)	%	0.9	0.2	1.7	0.2	1.5	2.0	0.8	0.0
	1	%	3.1	1.0	5.7	3.7	2.6	5.1	2.1	2.5
	2	%	1.8	2.1	1.3	1.9	1.7	0.0	2.9	2.2
	3	%	4.3	5.3	3.1	3.9	4.8	3.1	4.3	5.4
	4	%	5.5	5.7	5.3	5.0	6.0	5.8	4.8	5.9
	5	%	14.1	12.5	16.0	14.0	14.2	20.2	9.8	13.1
	6	%	11.7	10.4	13.2	12.3	11.0	10.7	13.4	10.8
	7	%	15.7	13.8	18.0	16.0	15.4	15.9	16.5	14.8
	8	%	15.2	17.2	12.8	18.0	12.4	10.4	15.3	19.1
	9	%	10.1	8.3	12.2	8.6	11.5	5.3	11.3	12.8
	Very important (10)	%	17.3	23.1	10.3	16.1	18.5	21.3	18.4	13.0
	Unsure	%	0.3	0.2	0.4	0.3	0.3	0.0	0.5	0.4

2022-2154 – CTV/Nanos Survey – ONTARIO ELECTION – STAT SHEET – WAVE 5 – Issue

On a scale of 0 to 10 where 0 is not at all important and 10 is very important, how important are the following possible priorities for the new Ontario government regardless of which party is the winner [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2022-05-31	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Protecting the environment	Total	Unwgt N	501	278	223	265	236	101	195	205
		Wgt N	501	274	227	247	254	149	173	179
		Mean	7.8	7.9	7.7	7.3	8.3	7.6	7.5	8.4
		Median	8.0	8.0	9.0	8.0	9.0	8.0	8.0	9.0
	Not at all important (0)	%	1.0	1.4	0.4	2.0	0.0	1.2	1.8	0.0
	1	%	1.8	1.7	1.9	1.8	1.8	1.4	2.8	1.2
	2	%	1.9	1.4	2.6	2.3	1.6	3.2	2.0	0.8
	3	%	3.4	2.6	4.3	4.5	2.4	3.2	3.7	3.3
	4	%	3.6	3.3	3.9	3.8	3.3	3.4	4.0	3.3
	5	%	6.7	6.6	6.9	9.4	4.1	9.7	8.2	2.8
	6	%	3.8	3.0	4.8	5.3	2.3	2.1	5.4	3.7
	7	%	13.2	13.5	12.7	13.5	12.8	19.3	10.8	10.3
	8	%	15.0	17.4	12.1	18.1	12.0	13.5	18.8	12.5
	9	%	11.6	8.7	15.1	10.5	12.6	8.8	10.3	15.1
	Very important (10)	%	37.8	40.3	34.9	28.3	47.1	34.1	31.6	47.0
	Unsure	%	0.2	0.0	0.4	0.4	0.0	0.0	0.6	0.0

2022-2154 – CTV/Nanos Survey – ONTARIO ELECTION – STAT SHEET – WAVE 5 – Issue

On a scale of 0 to 10 where 0 is not at all important and 10 is very important, how important are the following possible priorities for the new Ontario government regardless of which party is the winner [RANDOMIZE]

			Region			Gender		Age		
			Ontario 2022-05-31	GTA	Rest of Ontario	Male	Female	18 to 34	35 to 54	55 plus
Question - Helping to make housing more affordable	Total	Unwgt N	501	278	223	265	236	101	195	205
		Wgt N	501	274	227	247	254	149	173	179
		Mean	7.6	7.6	7.7	7.1	8.1	8.2	7.2	7.6
		Median	8.0	8.0	8.0	8.0	9.0	10.0	7.0	8.0
	Not at all important (0)	%	1.8	2.1	1.5	2.8	0.8	3.4	1.8	0.4
		1	0.9	1.3	0.4	1.5	0.4	1.0	1.3	0.6
		2	2.2	1.9	2.7	3.6	1.0	2.2	3.7	0.9
		3	3.3	3.4	3.2	3.7	2.9	1.9	2.6	5.2
		4	2.3	3.2	1.3	3.9	0.7	2.2	3.0	1.7
		5	8.9	9.8	7.9	10.1	7.8	5.6	10.0	10.6
		6	8.4	8.7	8.0	9.2	7.6	1.6	13.6	9.0
		7	12.8	9.7	16.6	14.7	11.0	7.6	15.6	14.5
		8	14.3	14.7	13.7	12.6	15.9	15.3	10.0	17.5
		9	8.7	7.2	10.4	8.8	8.5	7.3	8.9	9.6
		Very important (10)	35.5	37.2	33.4	28.6	42.2	51.8	28.5	28.6
		Unsure	0.8	0.8	0.8	0.5	1.1	0.0	0.8	1.5