PC'S LEAD BY 9 OVER LIBERALS.

COST OF LIVING DOMINATES AS THE TOP ISSUE

STATUS QUO VS. CHANGE

EMPIRE CLUB OF CANADA
— est 1903

FORD'S TO LOSE
UNDERSTANDING THE BASIS FOR THE PC ADVANTAGE

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS AND MARKET RESEARCH EXPERTS

ABACUS DATA

THE SURVEY

Online survey of 1,500 eligible voters in Ontario conducted from May 5 to 9, 2022.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.6%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding.
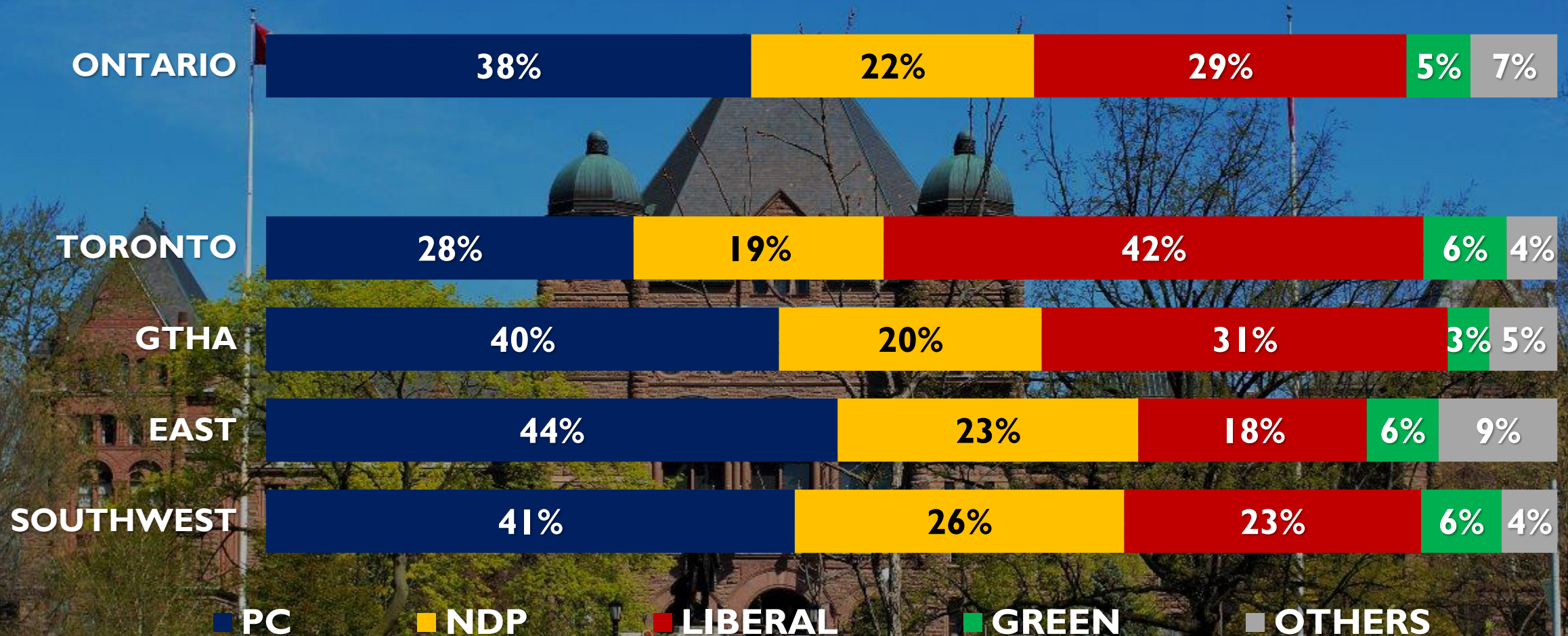
ABACUS DATA

THE STARTING LINE

ONTARIO PROVINCIAL VOTE INTENTION

	CURRENT VOTE SHARE	CHANGE SINCE APRIL 2022	CHANGE SINCE 2018 ELECTION
PC	38%	+2	-3
LIBERAL	29%	-3	+9
NDP	22%	-1	-12
GREEN	5%	-1	NC
OTHER	7%	+3	+5

ABACUS DATA

WHAT IS THE STRUCTURE OF THE VOTE?

ABACUS DATA

PROVINCIAL VOTE INTENTION
BY REGION

Region	PC	NDP	LIBERAL	GREEN	OTHERS
ONTARIO	38%	22%	29%	5%	7%
TORONTO	28%	19%	42%	6%	4%
GTHA	40%	20%	31%	3%	5%
EAST	44%	23%	18%	6%	9%
SOUTHWEST	41%	26%	23%	6%	4%

■ PC   ■ NDP   ■ LIBERAL   ■ GREEN   ■ OTHERS

IF A PROVINCIAL ELECTION WERE HELD TOMORROW, WHICH ONE OF THE
FOLLOWING PARTIES WOULD YOU VOTE FOR IN YOUR CONSTITUENCY?

ABACUS DATA

PROVINCIAL VOTE INTENTION
BY AGE

	PC	NDP	LIBERAL	GREEN	OTHERS
ONTARIO	38%	22%	29%	5%	
18 TO 29	20%	34%	34%	7%	
30 TO 44	37%	21%	24%	7%	
45 TO 59	40%	21%	27%	6%	
60+	45%	16%	31%	2%	

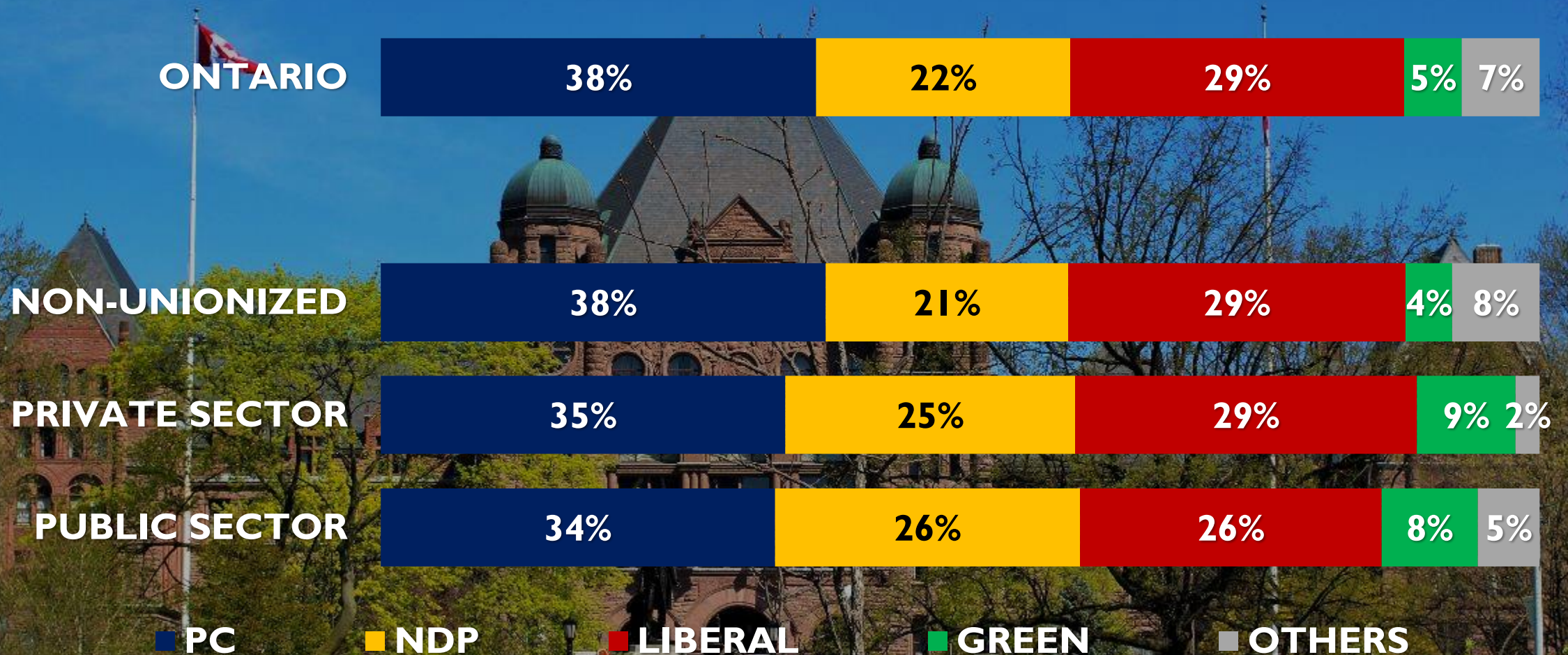■ **PC** ■ **NDP** ■ **LIBERAL** ■ **GREEN** ■ **OTHERS**

IF A PROVINCIAL ELECTION WERE HELD TOMORROW, WHICH ONE OF THE
FOLLOWING PARTIES WOULD YOU VOTE FOR IN YOUR CONSTITUENCY?

ABACUS DATA

PROVINCIAL VOTE INTENTION
BY UNION MEMBERSHIP

	PC	NDP	LIBERAL	GREEN	OTHERS
ONTARIO	38%	22%	29%	5%	7%
NON-UNIONIZED	38%	21%	29%	4%	8%
PRIVATE SECTOR	35%	25%	29%	9%	2%
PUBLIC SECTOR	34%	26%	26%	8%	5%

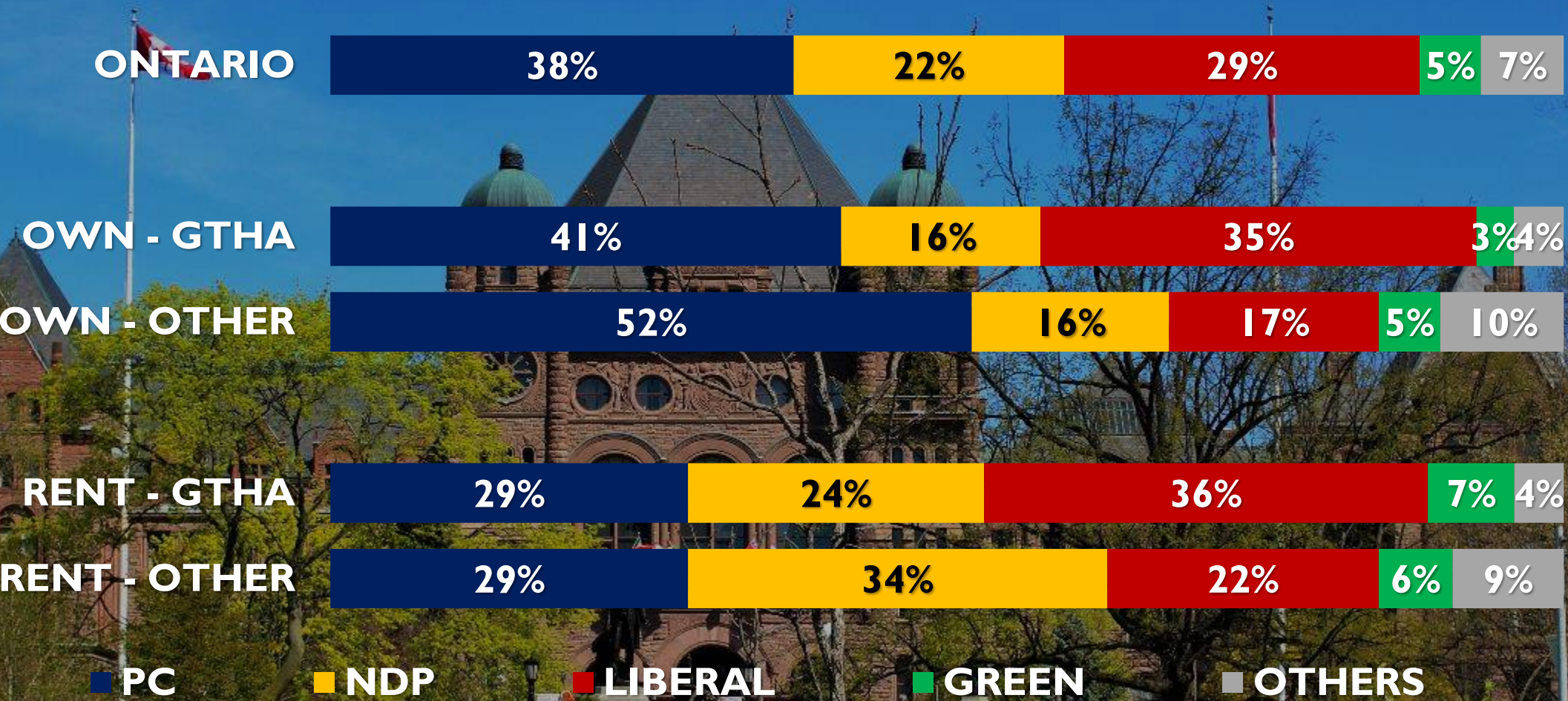■ PC   ■ NDP   ■ LIBERAL   ■ GREEN   ■ OTHERS

IF A PROVINCIAL ELECTION WERE HELD TOMORROW, WHICH ONE OF THE
FOLLOWING PARTIES WOULD YOU VOTE FOR IN YOUR CONSTITUENCY?

ABACUS DATA

PROVINCIAL VOTE INTENTION
BY HOMEOWNERSHIP

	PC	NDP	LIBERAL	GREEN	OTHERS
ONTARIO	38%	22%	29%	5%	7%
OWN - GTHA	41%	16%	35%	3%	4%
OWN - OTHER	52%	16%	17%	5%	10%
RENT - GTHA	29%	24%	36%	7%	4%
RENT - OTHER	29%	34%	22%	6%	9%

■ PC   ■ NDP   ■ LIBERAL   ■ GREEN   ■ OTHERS

IF A PROVINCIAL ELECTION WERE HELD TOMORROW, WHICH ONE OF THE
FOLLOWING PARTIES WOULD YOU VOTE FOR IN YOUR CONSTITUENCY?

ABACUS DATA

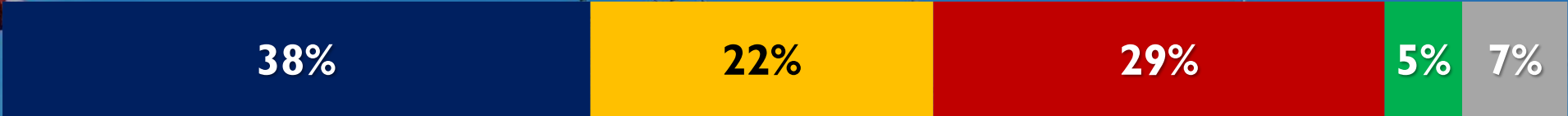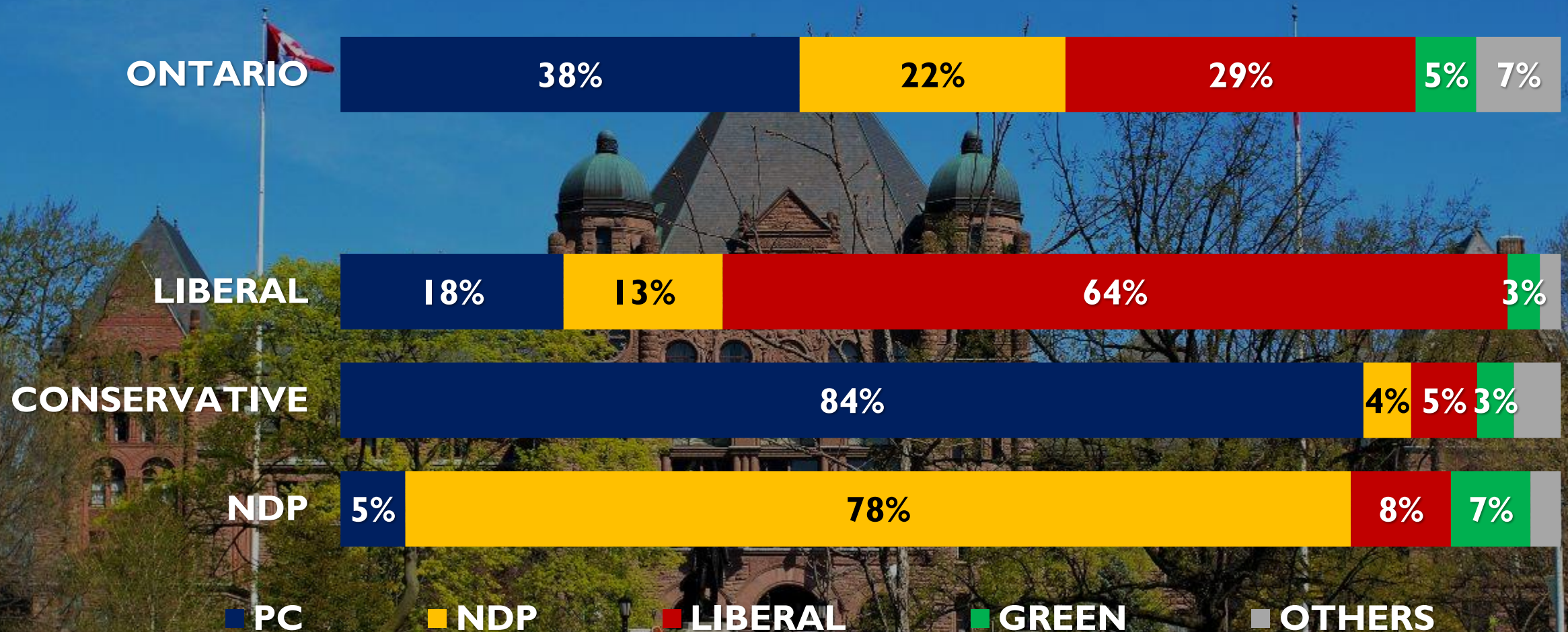# 76% OF ONTARIANS OWN A CAR

Avenue Rd.
Bathurst St.   6 km
Keele St.

ABACUS DATA

PROVINCIAL VOTE INTENTION
BY CAR OWNERSHIP

ONTARIO
| 38% | 22% | 29% | 5% | 7% |

CAR OWNERS
| 42% | 20% | 28% | 4% | 6% |

NO CAR
| 21% | 31% | 33% | 7% | 8% |

■ PC ■ NDP ■ LIBERAL ■ GREEN ■ OTHERS

IF A PROVINCIAL ELECTION WERE HELD TOMORROW, WHICH ONE OF THE FOLLOWING PARTIES WOULD YOU VOTE FOR IN YOUR CONSTITUENCY?

ABACUS DATA

PROVINCIAL VOTE INTENTION
BY 2021 FEDERAL VOTE

ONTARIO
| 38% | 22% | 29% | 5% | 7% |

LIBERAL
| 18% | 13% | 64% | | 3% |

CONSERVATIVE
| 84% | 4% | 5% | 3% | |

NDP
| 5% | 78% | 8% | 7% | |

■ PC   ■ NDP   ■ LIBERAL   ■ GREEN   ■ OTHERS

IF A PROVINCIAL ELECTION WERE HELD TOMORROW, WHICH ONE OF THE
FOLLOWING PARTIES WOULD YOU VOTE FOR IN YOUR CONSTITUENCY?

ABACUS DATA

WHY ARE THE PC'S IN SUCH A STRONG POSITION?

#1
THE DESIRE FOR CHANGE ISN'T WIDESPREAD NOR INTENSE.

DESIRE FOR CHANGE

It's definitely time for a change in government

48%

-1

It would be good to have a change, but not really all that important to me

19%

-1

It would be good to continue with the same party in power, but its not all that important to me

14%

+1

It's definitely best to keep the PCs and Doug Ford in power

19%

+1

Which of the following comes closest to your view?

ABACUS DATA

DESIRE FOR CHANGE: COMPARISONS

TIMING	% DEFINITELY WANTING CHANGE OF GOVERNMENT	% DEFINITELY WANTING INCUMBENT RE-ELECTED
TODAY IN ONTARIO	48%	19%
WEEK BEFORE 2018 ONTARIO ELECTION	63%	10%
FINAL WEEKEND OF 2021 FEDERAL ELECTION	50%	19%

Which of the following comes closest to your view?

ABACUS DATA

#2
CHANGE VOTERS ARE SPLIT EVENLY RIGHT NOW BETWEEN THE LIBERALS AND NDP.
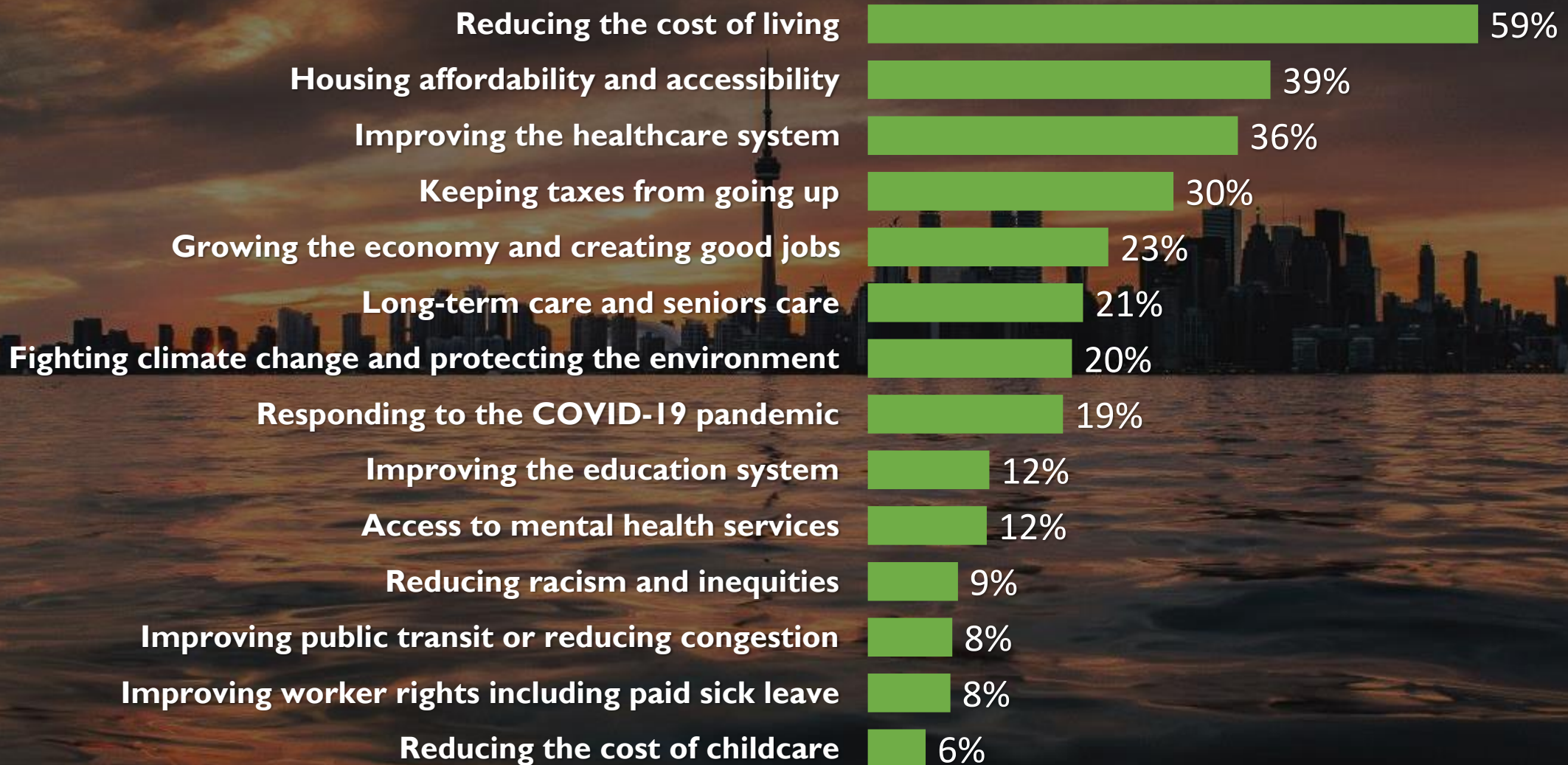
THOSE WHO "DEFINITELY" WANT CHANGE

	CURRENT VOTE SHARE	DIFFERENCE WITH ALL COMMITTED
LIBERAL	**37%**	**-**
NDP	**34%**	**-**
OTHER	**11%**	**-2**
PC	**11%**	**-**
GREEN	**6%**	**+1**

ABACUS DATA

#3
THE TORIES ARE LEADING OR COMPETITIVE ON THE TOP ISSUES ON VOTERS' MINDS.

ABACUS DATA

ISSUES IMPACTING THE VOTE

Issue	Percentage
Reducing the cost of living	59%
Housing affordability and accessibility	39%
Improving the healthcare system	36%
Keeping taxes from going up	30%
Growing the economy and creating good jobs	23%
Long-term care and seniors care	21%
Fighting climate change and protecting the environment	20%
Responding to the COVID-19 pandemic	19%
Improving the education system	12%
Access to mental health services	12%
Reducing racism and inequities	9%
Improving public transit or reducing congestion	8%
Improving worker rights including paid sick leave	8%
Reducing the cost of childcare	6%

Thinking to the next election, which three issues are most likely to impact how you will vote?
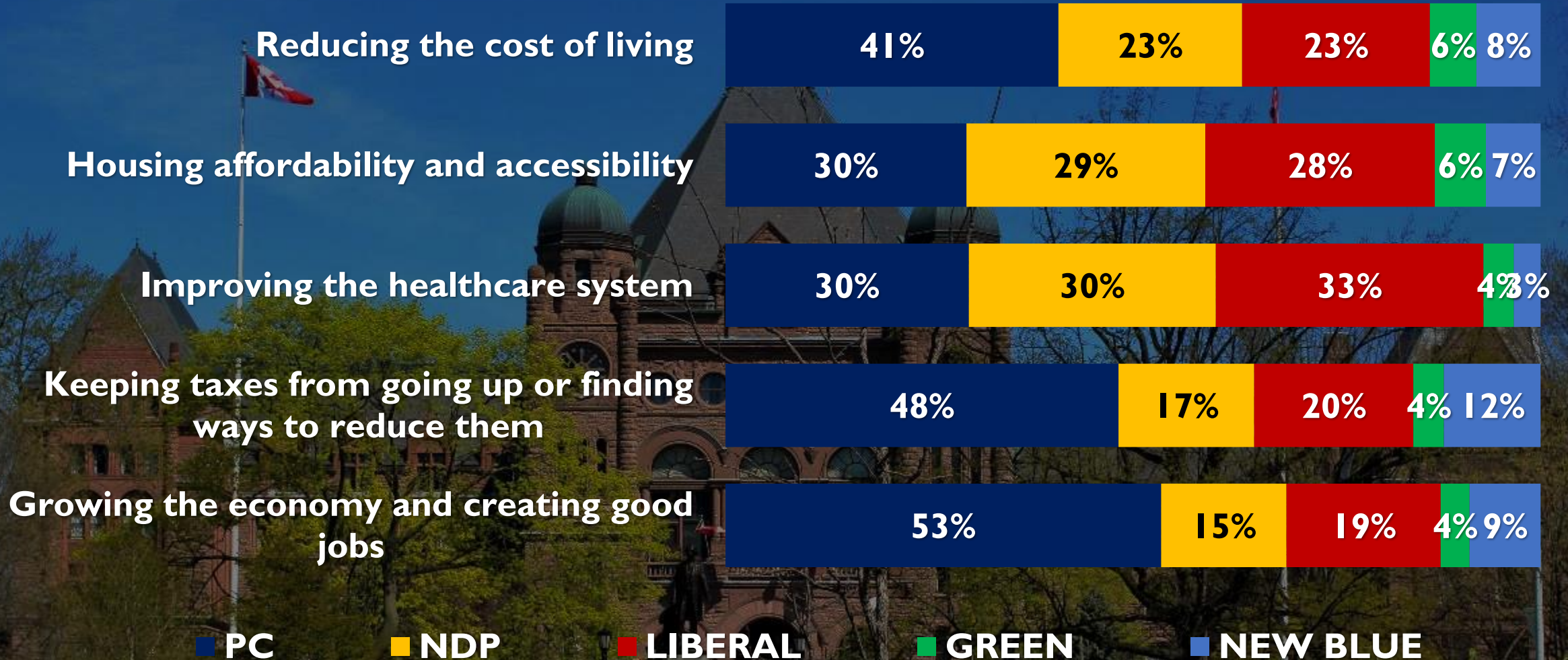
ABACUS DATA

#4
FORD IS THE MOST POPULAR LEADER IN THE PROVINCE.

IMPRESSION OF DOUG FORD IN ONTARIO

62% 61%

46% 46%

46%

44% 46%

39% 39%

41%

38%

37%

35% 34% 37%

34%

38% 38%

28%

28%

32%

25%

23%

20%

NO POLLING

FEB 2020 MAR 2020 MAY 2020 OCT 2020 JAN 2021 MAR 2021 APR 4 2021 APR 17 2021 APR 21 2021 MAY 2021 JUNE 2021 JULY 2021 OCT 2021 NOV 2021 DEC 2021 JAN 2022 APR 2022 MAY 2022
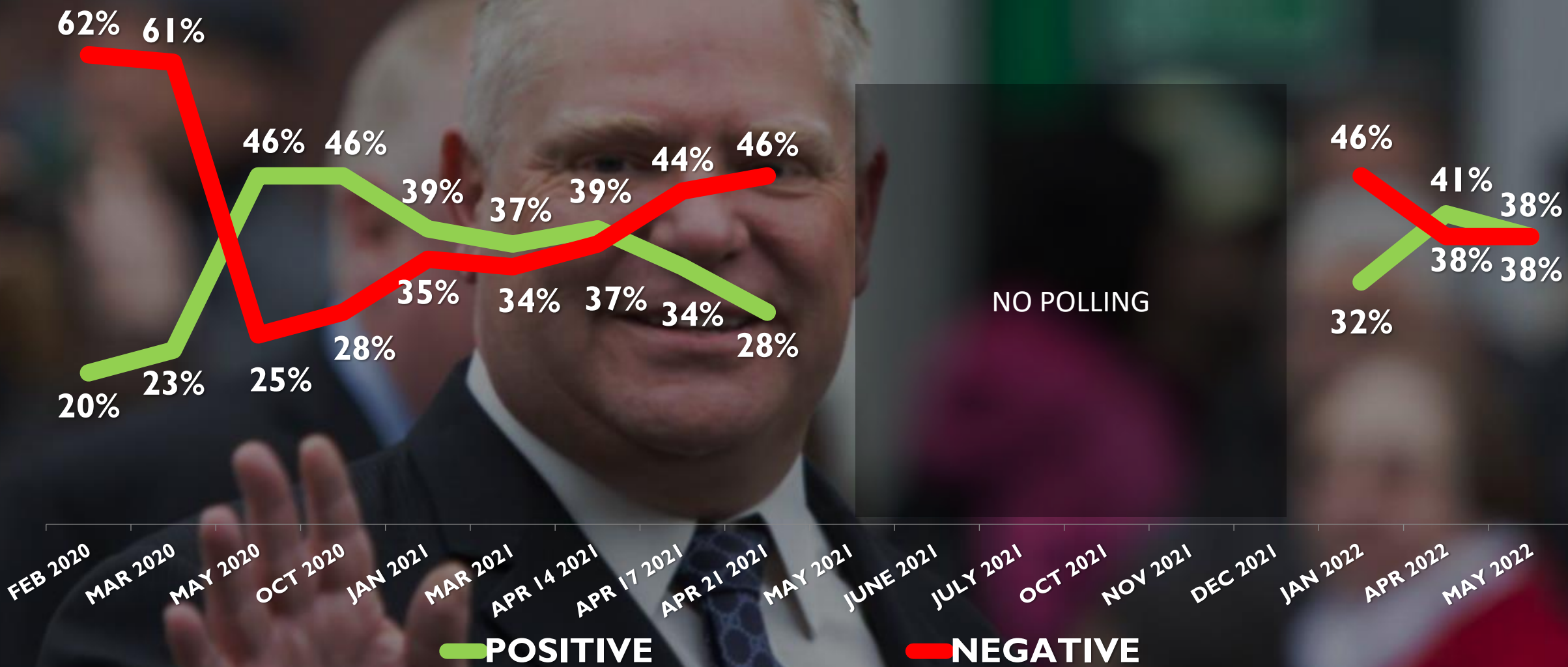
POSITIVE   **NEGATIVE**

DO YOU HAVE A POSITIVE OR NEGATIVE IMPRESSION OF THE FOLLOWING PEOPLE?

IMPRESSIONS OF THE PARTY LEADERS

POSITIVE	**38%**	**30%**	**23%**
NEGATIVE	**38%**	**32%**	**31%**

ABACUS DATA

BEST PREMIER?

	ALL RESPONDENTS	WITH UNSURE REMOVED
FORD	**35%**	**48%**
HORWATH	**19%**	**26%**
DEL DUCA	**16%**	**21%**
SCHREINER	**4%**	**5%**
UNSURE	**27%**	**-**

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COULD THE LIBERALS OR NDP CONSOLIDATE "CHANGE VOTERS"?
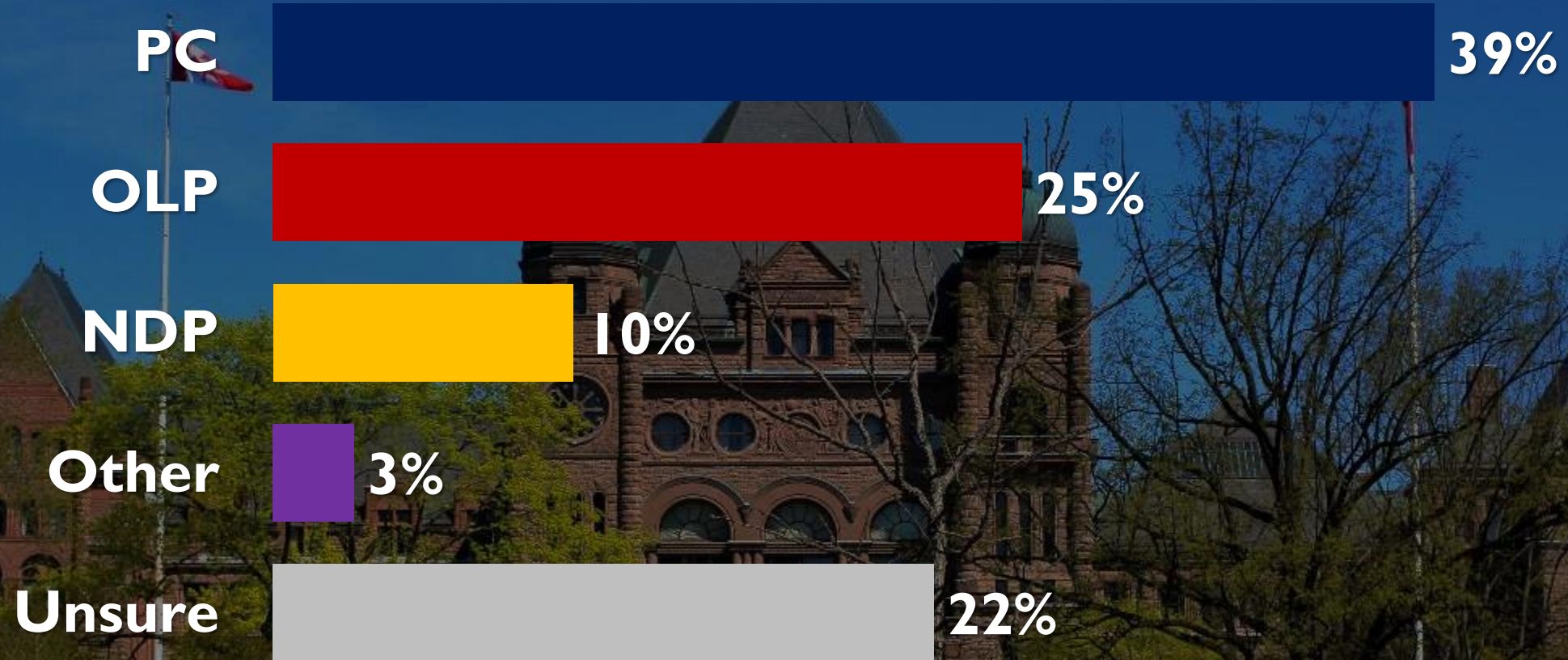
ABACUS DATA

FINAL THOUGHTS

**DAVID COLETTO
ABACUS DATA
www.abacusdata.ca**

OUR TEAM IS PROUD TO WORK WITH:

OREA · G · AMAPCEO ONTARIO'S PROFESSIONAL EMPLOYEES · HOOPP Healthcare of Ontario Pension Plan · Loblaw

Canadian Pharmacists Association · Shaw) · airbnb · UNIVERSITY OF TORONTO · Panasonic

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