Ontario – Provincial Voting Intentions And Opinions on Alcohol Sales, Early Election, and Strategic Voting

prepared exclusively for the Trillium

2024-06-06

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About Pallas Data

Pallas Data is a market research firm based in Toronto, ON. We are experienced researchers and data experts committed to delivering the best value to our clients by leveraging the highest industry standards and our leading expertise. Our mission is to harness data to empower our clients with accurate and actionable insights and analysis, enabling them to make informed decisions that drive growth and maximize their competitive advantage.

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Methodology

The analysis in this report is based on results of a survey conducted from June 4th, 2024 among a sample of 1136 adults, 18 years of age or older, living in Ontario and are eligible to vote in provincial elections. The survey was conducted using automated telephone interviews using Interactive Voice Recording technology (IVR). Respondents were interviewed on landlines and cellular phones. The sample was weighted by age, gender, and region according to the 2021 Census. The survey is intended to represent the adult population in Ontario.
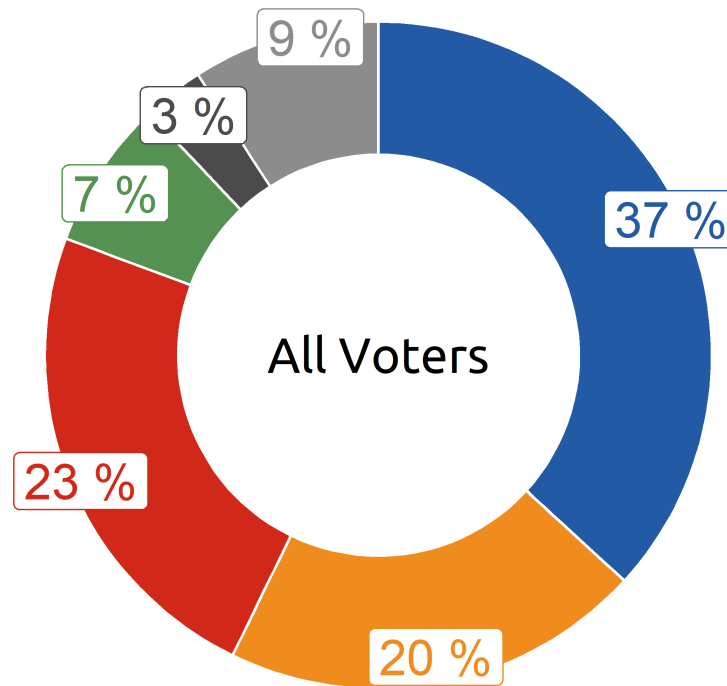
This survey was sponsored by the Trillium.

The margin of error for the poll is +/- 2.9%, at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up 100% due to rounding.

Provincial Voting Intentions

If a provincial election were held today, which party would you vote for?

37 %

20 %

23 %

7 %

3 %

9 %

All Voters

Response
- PC, Ford
- NDP, Stiles
- OLP, Crombie
- Green, Schreiner
- Another Party
- Undecided

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Provincial Voting Intentions

If a provincial election were held today, which party would you vote for?

Decided and Leaning Voters

3 %
8 %
39 %
27 %
23 %

Response
- PC, Ford
- NDP, Stiles
- OLP, Crombie
- Green, Schreiner
- Another Party

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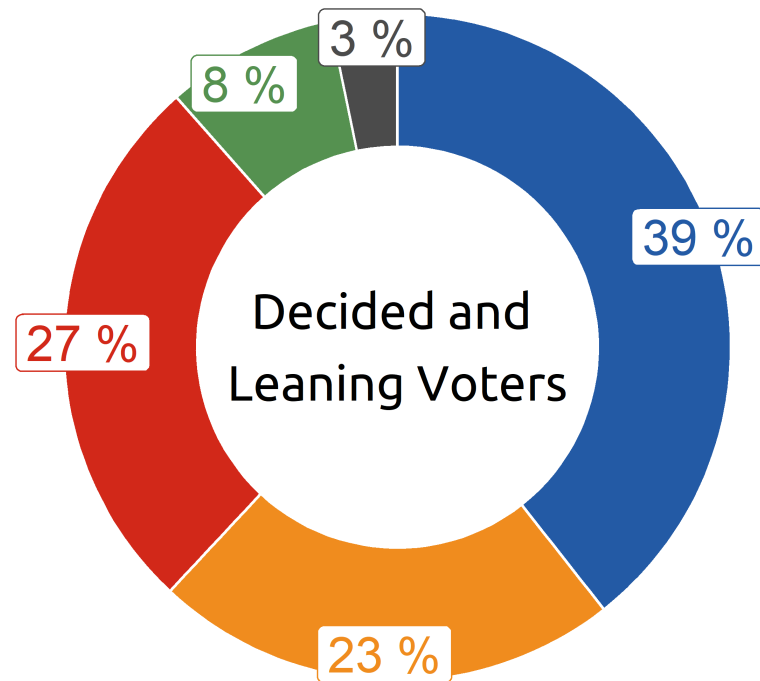
Provincial Voting Intentions

If a provincial election were held today, which party would you vote for?

decided and leaning voters - broken out by region

Region	PC	NDP	OLP	Green	Other
All	39%	23%	27%	8%	3%
Toronto	38%	24%	32%	4%	2%
GTA	37%	23%	28%	10%	3%
South Central	28%	28%	36%	7%	2%
East	40%	27%	21%	10%	3%
Southwest	45%	19%	18%	13%	5%
North	55%	8%	28%	4%	5%

Response: PC NDP OLP Green Other

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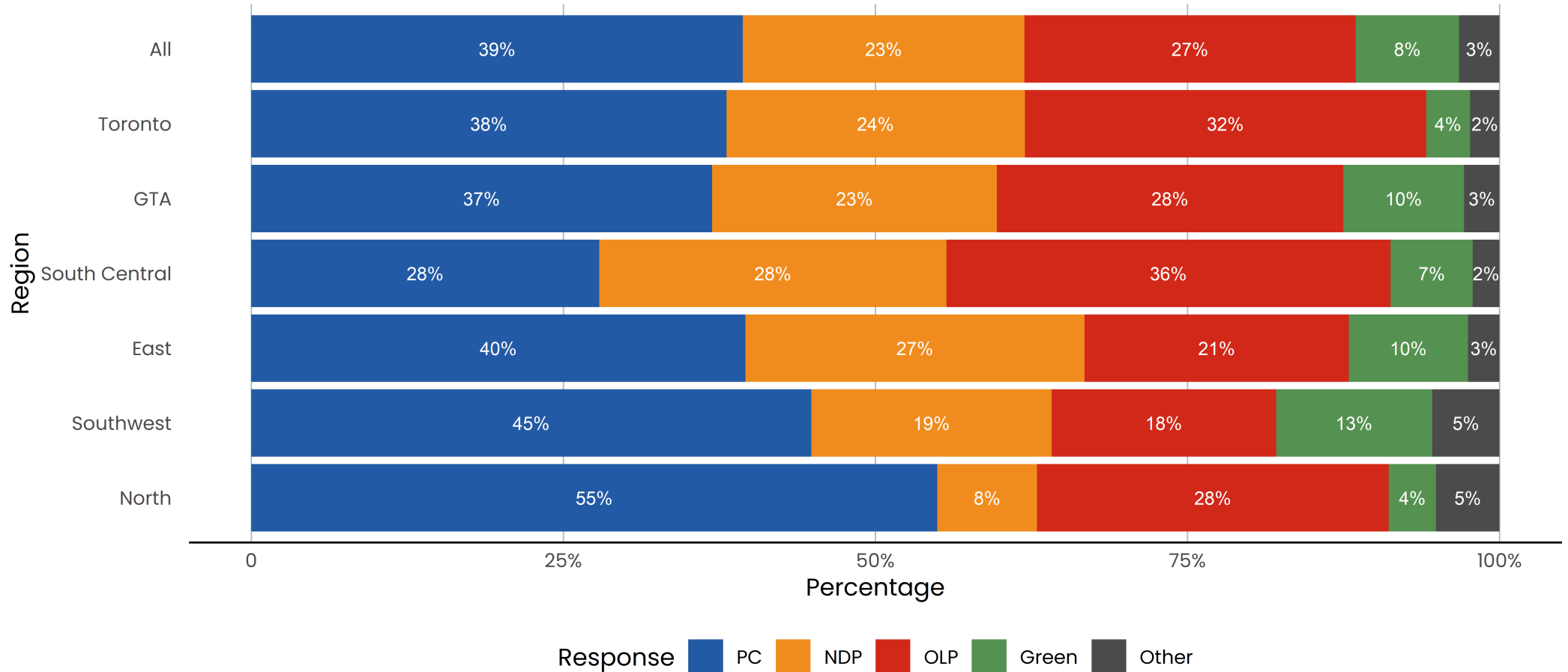
Thumbs Down on Alcohol Sales In Corner Stores

As you might have heard, the Ontario government will allow sales of beer, wine and ready-made cocktails in corner stores and additional supermarkets this fall. This will result in alcohol being sold in more places other than the LCBO. To what extent do you agree or disagree with the decision to make it more convenient for Ontarians to purchase alcohol?

broken out by age

Age	Strongly Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Strongly Agree	Not Sure
All	37%	14%	14%	10%	23%	
18-34	26%	11%	19%	13%	32%	
35-49	39%	14%	13%	10%	21%	2%
50-64	40%	17%	11%	8%	21%	3%
65+	46%	14%	11%	9%	19%	2%

Response

- Strongly Disagree
- Somewhat Disagree
- Neither Agree Nor Disagree
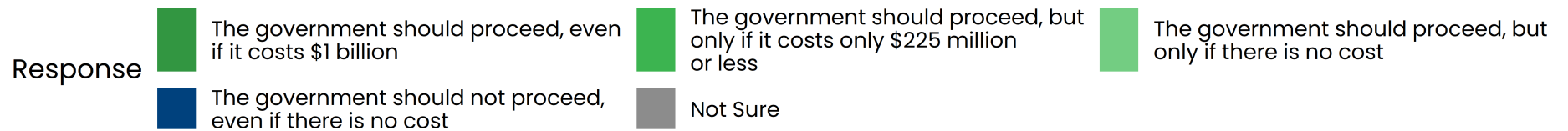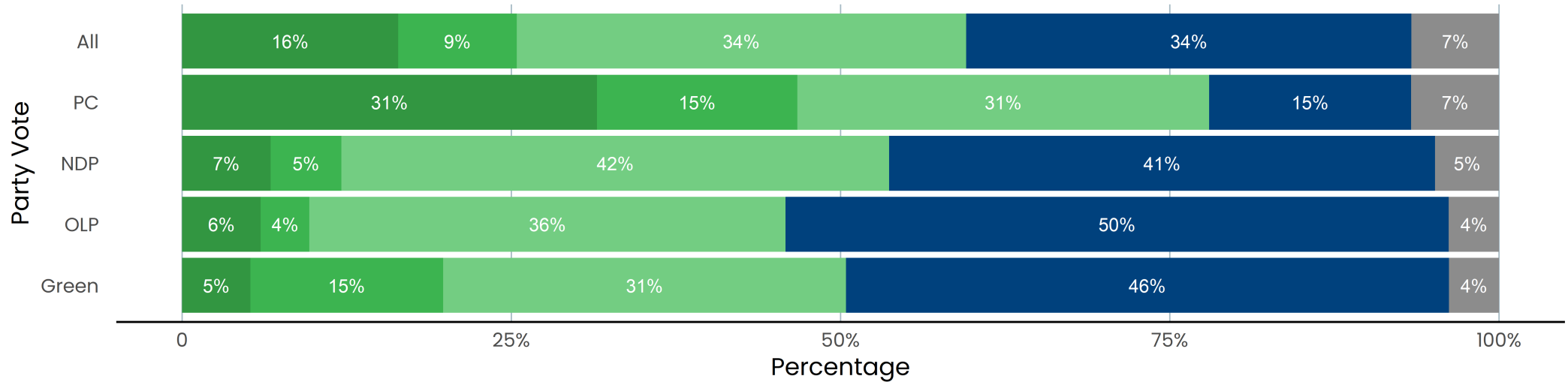- Somewhat Agree
- Strongly Agree
- Not Sure

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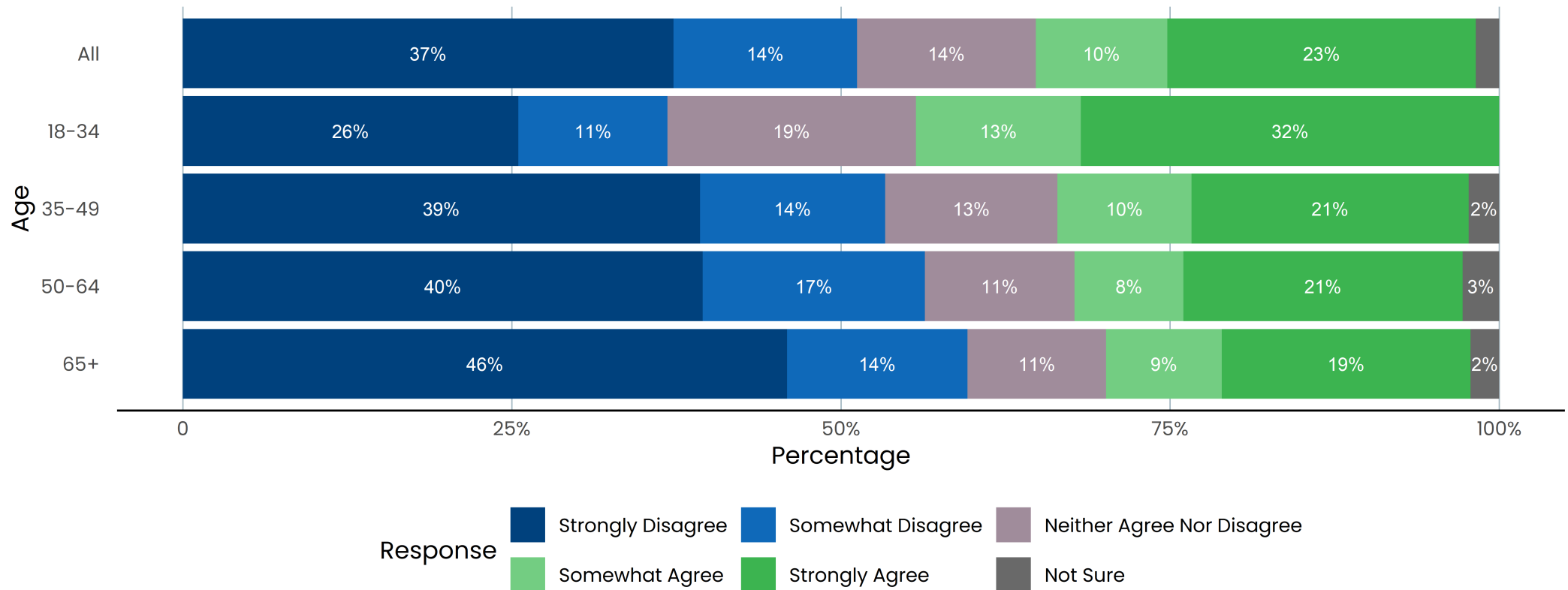
Opinions On Costing Of Alcohol Sales Rollout

Regarding the sale of alcohol in corner stores. The provincial government says there are costs associated with the decision, including paying Beer Store up to $225 million by the end of 2025 for lost sales. But critics say that the rollout could cost the province as much as $1 billion by then when lost LCBO revenue is included, which means less money for health care, education, and other provincial programs. Which statement comes closest to your opinion about the potential lost revenue from the LCBO?

broken out by provincial vote intention

Party Vote	Proceed even if $1 billion	Proceed only if $225M or less	Proceed only if no cost	Should not proceed	Not Sure
All	16%	9%	34%	34%	7%
PC	31%	15%	31%	15%	7%
NDP	7%	5%	42%	41%	5%
OLP	6%	4%	36%	50%	4%
Green	5%	15%	31%	46%	4%

Response

- The government should proceed, even if it costs $1 billion
- The government should proceed, but only if it costs only $225 million or less
- The government should proceed, but only if there is no cost
- The government should not proceed, even if there is no cost
- Not Sure

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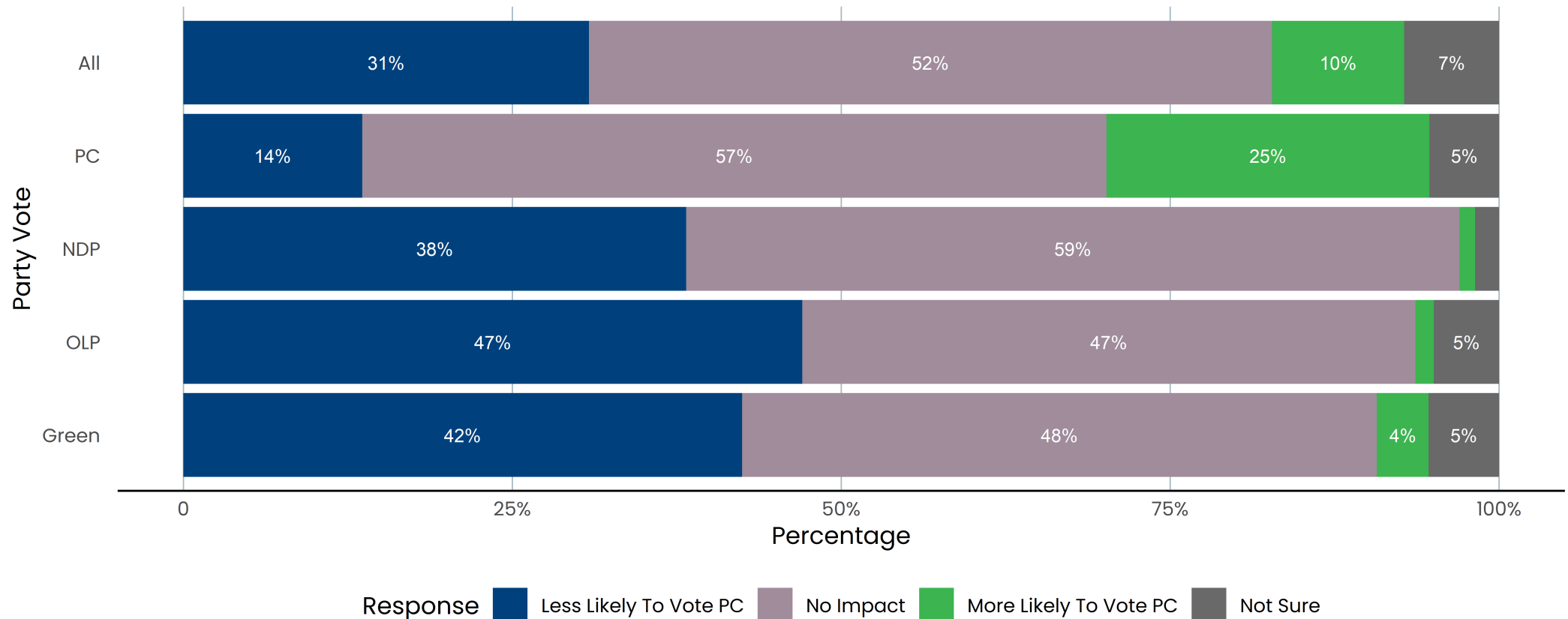
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PCs Will Keep Its Base If There Is An Early Election

As you might have heard, there are rumours that there might be an early provincial election before the scheduled date of June 6, 2026. Would you be more or less likely to vote for the Progressive Conservatives if an election were called early?

broken out by provincial vote intention

Party Vote	Less Likely To Vote PC	No Impact	More Likely To Vote PC	Not Sure
All	31%	52%	10%	7%
PC	14%	57%	25%	5%
NDP	38%	59%		
OLP	47%	47%		5%
Green	42%	48%	4%	5%

Response ■ Less Likely To Vote PC ■ No Impact ■ More Likely To Vote PC ■ Not Sure
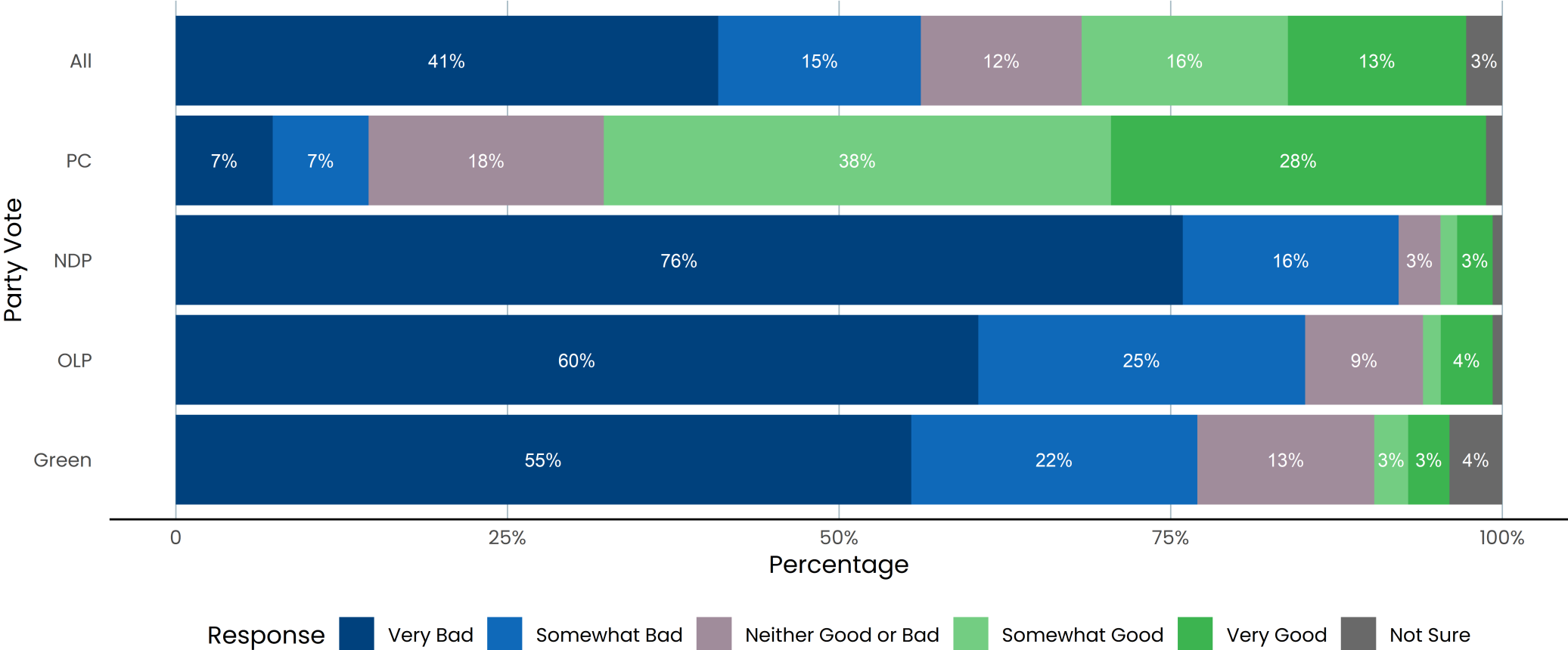
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Assessment of Ford Government's Performance

Do you think the Progressive Conservative government led by Premier Doug Ford has been doing a good or bad job so far in 2024?

broken out by provincial vote intention

Party Vote	Very Bad	Somewhat Bad	Neither Good or Bad	Somewhat Good	Very Good	Not Sure
All	41%	15%	12%	16%	13%	3%
PC	7%	7%	18%	38%	28%	
NDP	76%	16%	3%		3%	
OLP	60%	25%	9%		4%	
Green	55%	22%	13%	3%	3%	4%

Response: Very Bad, Somewhat Bad, Neither Good or Bad, Somewhat Good, Very Good, Not Sure

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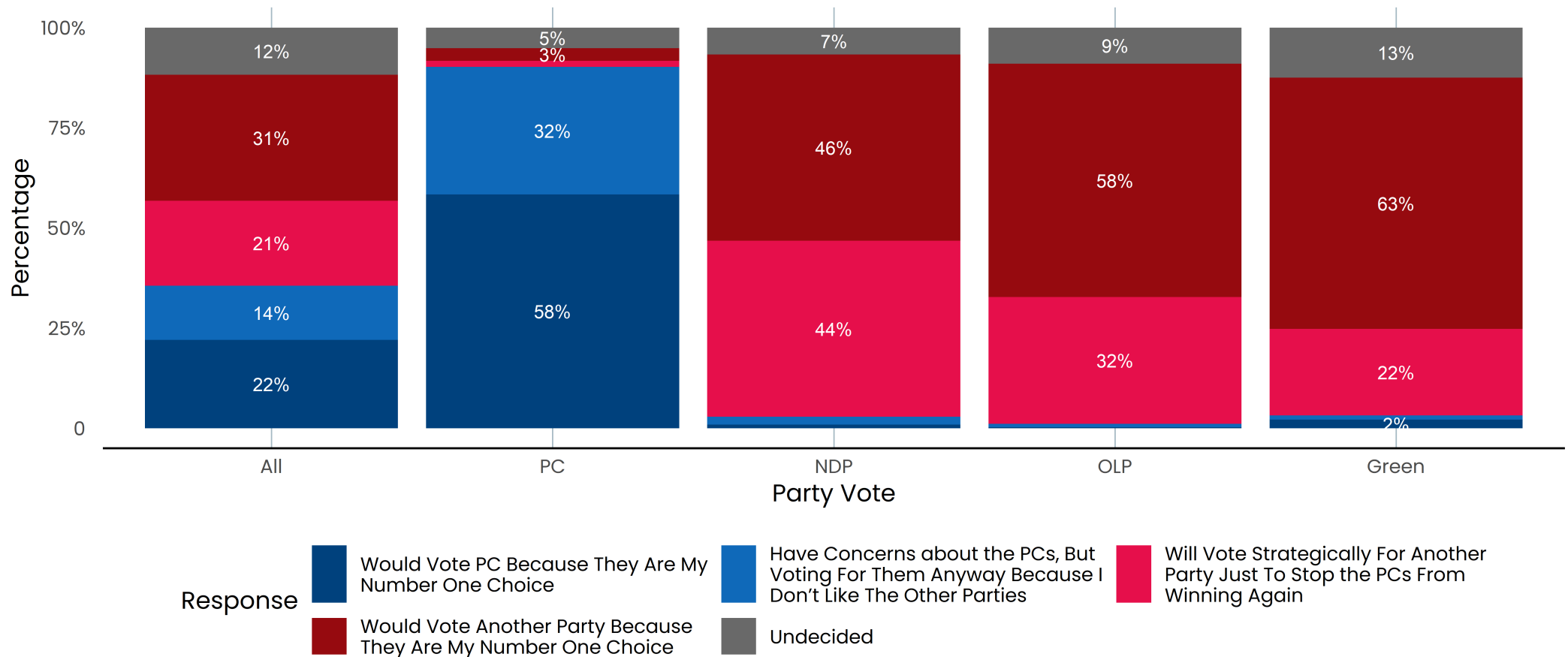
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Strategic v. Sincere Voting

Thinking about how you would vote in the next provincial election, which statement best describes your reasoning for your vote?

broken out by provincial vote intention

Party Vote	Would Vote PC Because They Are My Number One Choice	Have Concerns about the PCs, But Voting For Them Anyway Because I Don't Like The Other Parties	Will Vote Strategically For Another Party Just To Stop the PCs From Winning Again	Would Vote Another Party Because They Are My Number One Choice	Undecided
All	22%	14%	21%	31%	12%
PC	58%	32%	3%		5%
NDP			44%	46%	7%
OLP			32%	58%	9%
Green		2%	22%	63%	13%

Response

- Would Vote PC Because They Are My Number One Choice
- Would Vote Another Party Because They Are My Number One Choice
- Have Concerns about the PCs, But Voting For Them Anyway Because I Don't Like The Other Parties
- Undecided
- Will Vote Strategically For Another Party Just To Stop the PCs From Winning Again

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Effects of the Bonnie Crombie Attack Ads

Have you seen the television ads about Ontario Liberal leader Bonnie Crombie that were paid for by the Progressive Conservatives?

8 %

36 %

All Respondents

56 %
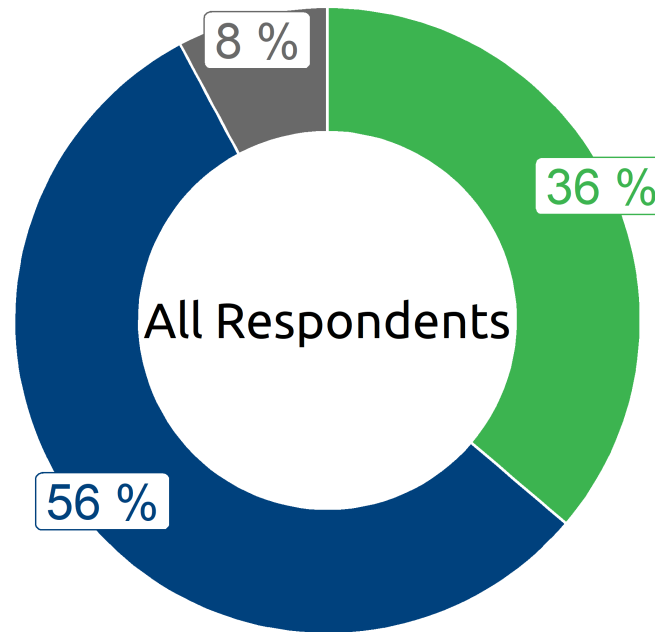
Response ■ Yes ■ No ■ Not Sure

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Effects of the Bonnie Crombie Attack Ads

After seeing those ads, did your opinion of Ontario Liberal leader Bonnie Crombie improve or get worse?

Only Asked of Respondents Who Saw The Ads

5 %
22 %
14 %
59 %
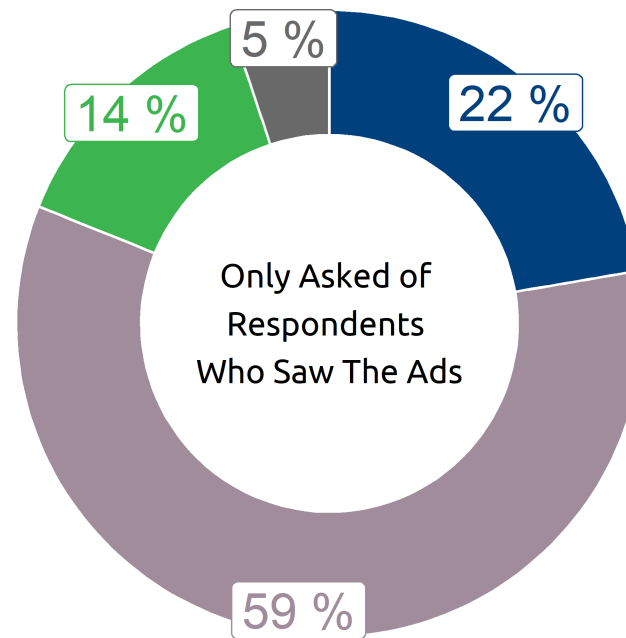
Response ■ Worsened ■ Did Not Change ■ Improved ■ Not Sure

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If a provincial election were held today, which party would you vote for? (All Voters)

	Total	Gender		Age				Region					
		Male	**Female**	**18-34**	**35-49**	**50-64**	**65+**	**Toronto**	**Greater Toronto Area**	**South Central Ontario**	**Eastern Ontario**	**Southwestern Ontario**	**Northern Ontario**
PC, Ford	36.8%	42.7%	31.2%	38.4%	36.7%	38%	34%	35.3%	34.2%	25.8%	38.2%	42.5%	49.5%
NDP, Stiles	20.4%	20%	20.7%	32%	22.2%	12.6%	14.1%	20.7%	21.1%	26.7%	25.8%	16.5%	5.3%
OLP, Crombie	23.5%	20.8%	26%	14.3%	20.1%	27.7%	32.2%	26.8%	24.9%	32.6%	19.4%	16.1%	25.3%
Green, Schreiner	7.3%	5.6%	8.8%	8.7%	7.8%	7.9%	4.4%	2.2%	8.9%	5.6%	8.3%	11.4%	3.4%
Another Party	3%	4.4%	1.6%	3.1%	3.8%	3.5%	1.5%	2.3%	2.8%	2%	2.4%	5.2%	1.9%
Undecided	9.1%	6.5%	11.5%	3.3%	9.4%	10.3%	13.8%	12.6%	8.2%	7.3%	5.9%	8.5%	14.5%
Unweighted Frequency	1136	651	485	152	231	308	445	239	253	104	229	265	46
Weighted Frequency	1136	550	586	305	263	284	284	230	339	103	178	213	72

	Total	Current Voting Intention					
		PC	**NDP**	**OLP**	**Green**	**Other**	**Undecided**
PC, Ford	36.8%	100%	0%	0%	0%	0%	0%
NDP, Stiles	20.4%	0%	100%	0%	0%	0%	0%
OLP, Crombie	23.5%	0%	0%	100%	0%	0%	0%
Green, Schreiner	7.3%	0%	0%	0%	100%	0%	0%
Another Party	3%	0%	0%	0%	0%	100%	0%
Undecided	9.1%	0%	0%	0%	0%	0%	100%
Unweighted Frequency	1136	433	202	284	73	35	109
Weighted Frequency	1136	418	232	267	82	34	103

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If a provincial election were held today, which party would you vote for? (Leaning Voters With Undecided Totals)

| | | Gender | | Age | | | | Region | | | | | |
	Total	Male	Female	18–34	35–49	50–64	65+	Toronto	Greater Toronto Area	South Central Ontario	Eastern Ontario	Southwestern Ontario	Northern Ontario
PC, Ford	37.7%	44.3%	31.5%	38.9%	37.6%	38.9%	35.3%	35.6%	35.9%	27%	38.5%	43.3%	49.5%
NDP, Stiles	21.8%	21.3%	22.2%	33.5%	24.8%	13.1%	14.9%	22.7%	22.4%	26.7%	26.1%	18.7%	7.1%
OLP, Crombie	25%	21.8%	28%	15.1%	20.9%	29.4%	35%	29.7%	26.7%	33.4%	20.2%	17%	25.3%
Green, Schreiner	7.9%	6.6%	9.2%	9.3%	8.3%	8.9%	5.2%	3.3%	9.3%	6.5%	9.3%	11.9%	3.4%
Another Party	3.1%	4.4%	2%	3.1%	3.8%	4.1%	1.5%	2.3%	2.8%	2%	2.4%	5.2%	4.6%
Undecided	4.5%	1.6%	7.2%	0%	4.6%	5.6%	8.1%	6.5%	2.8%	4.4%	3.4%	4%	10.2%
Unweighted Frequency	1136	651	485	152	231	308	445	239	253	104	229	265	46
Weighted Frequency	1136	550	586	305	263	284	284	230	339	103	178	213	72

| | | Current Voting Intention | | | | | |
	Total	PC	NDP	OLP	Green	Other	Undecided
PC, Ford	37.7%	100%	0%	0%	0%	0%	9.7%
NDP, Stiles	21.8%	0%	100%	0%	0%	0%	14.9%
OLP, Crombie	25%	0%	0%	100%	0%	0%	16.6%
Green, Schreiner	7.9%	0%	0%	0%	100%	0%	7.6%
Another Party	3.1%	0%	0%	0%	0%	100%	1.8%
Undecided	4.5%	0%	0%	0%	0%	0%	49.3%
Unweighted Frequency	1136	433	202	284	73	35	109
Weighted Frequency	1136	418	232	267	82	34	103

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If a provincial election were held today, which party would you vote for? (Decided and Leaning Voters)

	Total	Gender		Age				Region					
		Male	Female	18–34	35–49	50–64	65+	Toronto	Greater Toronto Area	South Central Ontario	Eastern Ontario	Southwestern Ontario	Northern Ontario
PC, Ford	39.4%	45.1%	34%	39%	39.2%	41.2%	38.2%	38.1%	36.9%	27.9%	39.6%	44.9%	55%
NDP, Stiles	22.6%	21.4%	23.7%	33.5%	26%	13.9%	16.4%	23.9%	22.8%	27.8%	27.2%	19.3%	8%
OLP, Crombie	26.5%	22.3%	30.5%	15%	22.2%	31.2%	38.2%	32.2%	27.8%	35.6%	21.2%	18%	28.2%
Green, Schreiner	8.3%	6.7%	9.8%	9.3%	8.7%	9.4%	5.7%	3.5%	9.7%	6.6%	9.5%	12.5%	3.8%
Another Party	3.2%	4.5%	2.1%	3.1%	4%	4.4%	1.5%	2.4%	2.8%	2.1%	2.5%	5.4%	5.1%
Unweighted Frequency	1081	636	445	152	222	292	415	223	244	98	219	256	41
Weighted Frequency	1081	550	586	305	263	284	284	230	339	103	178	213	72

		Current Voting Intention					
	Total	PC	NDP	OLP	Green	Other	Undecided
PC, Ford	39.4%	100%	0%	0%	0%	0%	18.8%
NDP, Stiles	22.6%	0%	100%	0%	0%	0%	29.3%
OLP, Crombie	26.5%	0%	0%	100%	0%	0%	33.2%
Green, Schreiner	8.3%	0%	0%	0%	100%	0%	14.9%
Another Party	3.2%	0%	0%	0%	0%	100%	3.9%
Unweighted Frequency	1081	433	202	284	73	35	54
Weighted Frequency	1081	437	240	283	86	35	55

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As you might have heard, the Ontario government will allow sales of beer, wine and ready-made cocktails in corner stores and additional supermarkets this fall. This will result in alcohol being sold in more places other than the LCBO.

To what extent do you agree or disagree with the decision to make it more convenient for Ontarians to purchase alcohol? [1]

| | Total | Gender | | Age | | | | Region | | | | | |
		Male	Female	18–34	35–49	50–64	65+	Toronto	Greater Toronto Area	South Central Ontario	Eastern Ontario	Southwestern Ontario	Northern Ontario
Strongly Disagree	37.3%	30.9%	43.3%	25.5%	39.3%	39.5%	45.9%	40.7%	37.7%	44.2%	30.1%	37.2%	32.4%
Somewhat Disagree	13.9%	12.7%	15.1%	11.3%	14.1%	16.9%	13.7%	14.9%	15.4%	12.6%	11%	14.4%	11.6%
Neither Agree Nor Disagree	13.6%	15.2%	12.1%	18.9%	13.1%	11.4%	10.5%	13.5%	16.4%	12.4%	16.2%	10.3%	5.5%
Somewhat Agree	10%	12.6%	7.6%	12.5%	10.2%	8.3%	8.8%	9.3%	7.5%	7%	10.1%	16.1%	10%
Strongly Agree	23.4%	27.3%	19.7%	31.8%	21%	21.2%	18.9%	20.3%	22.1%	23.1%	30.9%	19.5%	33.2%
Not Sure	1.8%	1.4%	2.2%	0%	2.3%	2.8%	2.2%	1.3%	0.8%	0.8%	1.7%	2.4%	7.4%
Unweighted Frequency	1136	651	485	152	231	308	445	239	253	104	229	265	46
Weighted Frequency	1136	550	586	305	263	284	284	230	339	103	178	213	72

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As you might have heard, the Ontario government will allow sales of beer, wine and ready-made cocktails in corner stores and additional supermarkets this fall. This will result in alcohol being sold in more places other than the LCBO.

To what extent do you agree or disagree with the decision to make it more convenient for Ontarians to purchase alcohol? [2]

	Total	PC	NDP	OLP	Green	Other	Undecided
				Current Voting Intention			
Strongly Disagree	37.3%	21.9%	44.5%	53.4%	41.5%	35.1%	39%
Somewhat Disagree	13.9%	9.9%	18%	14.7%	21.4%	2.1%	17%
Neither Agree Nor Disagree	13.6%	10.3%	17.9%	13.7%	13.1%	8.5%	18.8%
Somewhat Agree	10%	11.7%	7.5%	8.4%	7.2%	21.6%	11.5%
Strongly Agree	23.4%	44.4%	11.3%	9.1%	16.9%	29.5%	5.8%
Not Sure	1.8%	1.8%	0.8%	0.7%	0%	3.1%	7.9%
Unweighted Frequency	1136	433	202	284	73	35	109
Weighted Frequency	1136	418	232	267	82	34	103

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The provincial government says there are costs associated with the decision, including paying Beer Store up to $225 million by the end of 2025 for lost sales. But critics say that the rollout could cost the province as much as $1 billion by then when lost LCBO revenue is included, which means less money for health care, education, and other provincial programs.

Which statement comes closest to your opinion about the potential lost revenue from the LCBO? [1]

| | Total | Gender | | Age | | | | Region | | | | | |
		Male	Female	18-34	35-49	50-64	65+	Toronto	Greater Toronto Area	South Central Ontario	Eastern Ontario	Southwestern Ontario	Northern Ontario
The government should proceed, even if it costs $1 billion	16.4%	18.6%	14.4%	22.4%	15.3%	14.9%	12.5%	14.6%	12.4%	11.6%	19.6%	17.8%	36%
The government should proceed, but only if it costs only $225 million or less	9%	9.4%	8.6%	11.1%	9.1%	8.4%	7.3%	10%	9.8%	10.9%	8.3%	8.9%	1.6%
The government should proceed, but only if there is no cost	34.1%	40.9%	27.8%	46.4%	30.1%	27.5%	31.4%	34.5%	34.6%	26.2%	42.8%	35.6%	16.2%
The government should not proceed, even if there is no cost	33.8%	26.1%	41%	16.9%	37.1%	42.1%	40.8%	31%	35.5%	46%	27.9%	33.1%	34%
Not Sure	6.6%	4.9%	8.2%	3.3%	8.4%	7.1%	8.1%	9.9%	7.8%	5.4%	1.4%	4.5%	12.2%
Unweighted Frequency	1136	651	485	152	231	308	445	239	253	104	229	265	46
Weighted Frequency	1136	550	586	305	263	284	284	230	339	103	178	213	72

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The provincial government says there are costs associated with the decision, including paying Beer Store up to $225 million by the end of 2025 for lost sales. But critics say that the rollout could cost the province as much as $1 billion by then when lost LCBO revenue is included, which means less money for health care, education, and other provincial programs.

Which statement comes closest to your opinion about the potential lost revenue from the LCBO? [2]

		Current Voting Intention					
	Total	PC	NDP	OLP	Green	Other	Undecided
The government should proceed, even if it costs $1 billion	16.4%	31.5%	6.7%	6%	5.2%	32.2%	7.7%
The government should proceed, but only if it costs only $225 million or less	9%	15.2%	5.4%	3.7%	14.6%	4.8%	2.6%
The government should proceed, but only if there is no cost	34.1%	31.3%	41.6%	36.2%	30.6%	22.9%	30.1%
The government should not proceed, even if there is no cost	33.8%	15.3%	41.4%	50.4%	45.8%	35.1%	38.9%
Not Sure	6.6%	6.7%	4.9%	3.8%	3.8%	5%	20.7%
Unweighted Frequency	1136	433	202	284	73	35	109
Weighted Frequency	1136	418	232	267	82	34	103

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Tables

As you might have heard, there are rumours that there might be an early provincial election before the scheduled date of June 6, 2026. Would you be more or less likely to vote for the Progressive Conservatives if an election were called early?

| | Total | Gender | | Age | | | | Region | | | | | |
		Male	Female	18-34	35-49	50-64	65+	Toronto	Greater Toronto Area	South Central Ontario	Eastern Ontario	Southwestern Ontario	Northern Ontario
Less Likely To Vote PC	30.8%	30.9%	30.8%	27.4%	26.7%	30.7%	38.5%	38.4%	30.6%	30.1%	30%	25.9%	25.2%
No Impact	51.9%	51.4%	52.4%	58%	54.5%	51.9%	43%	43.5%	55%	55%	55.4%	53.4%	47.3%
More Likely To Vote PC	10%	12.8%	7.5%	10.3%	12.3%	8.9%	8.7%	7.9%	8.1%	9.5%	10.1%	12.1%	20.8%
Not Sure	7.2%	5%	9.3%	4.3%	6.5%	8.5%	9.7%	10.3%	6.3%	5.4%	4.5%	8.7%	6.7%
Unweighted Frequency	1136	651	485	152	231	308	445	239	253	104	229	265	46
Weighted Frequency	1136	550	586	305	263	284	284	230	339	103	178	213	72

| | Total | Current Voting Intention | | | | | |
		PC	NDP	OLP	Green	Other	Undecided
Less Likely To Vote PC	30.8%	13.6%	38.2%	47%	42.5%	18.6%	36.8%
No Impact	51.9%	56.6%	58.8%	46.6%	48.2%	63.8%	30.5%
More Likely To Vote PC	10%	24.5%	1.2%	1.4%	3.9%	3.1%	0.8%
Not Sure	7.2%	5.3%	1.8%	5%	5.4%	14.6%	31.9%
Unweighted Frequency	1136	433	202	284	73	35	109
Weighted Frequency	1136	418	232	267	82	34	103

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Do you think the Progressive Conservative government led by Premier Doug Ford has been doing a good or bad job so far in 2024?

	Total	Gender		Age				Region					
		Male	Female	18–34	35–49	50–64	65+	Toronto	Greater Toronto Area	South Central Ontario	Eastern Ontario	Southwestern Ontario	Northern Ontario
Very Bad	40.9%	35.9%	45.6%	43%	46.8%	35.4%	38.7%	45.5%	41.7%	44.5%	44.3%	36.4%	22.3%
Somewhat Bad	15.3%	16%	14.6%	18.1%	10.8%	17.8%	13.9%	16.7%	14%	20.3%	10.1%	16.9%	17.5%
Neither Good or Bad	12.1%	12.7%	11.6%	9.1%	13.2%	15.3%	11.2%	11.5%	11.6%	7.2%	11.6%	13.8%	19.8%
Somewhat Good	15.6%	17.1%	14.1%	14.2%	12.8%	16.6%	18.5%	13.5%	16.5%	8.5%	16.4%	16.9%	21.8%
Very Good	13.4%	16.6%	10.4%	14%	14.2%	12%	13.6%	8.3%	14.3%	15.1%	16.6%	14.3%	13.3%
Not Sure	2.7%	1.8%	3.6%	1.7%	2.2%	2.9%	4.1%	4.4%	2%	4.5%	1.1%	1.8%	5.2%
Unweighted Frequency	1136	651	485	152	231	308	445	239	253	104	229	265	46
Weighted Frequency	1136	550	586	305	263	284	284	230	339	103	178	213	72

Current Voting Intention

	Total	PC	NDP	OLP	Green	Other	Undecided
Very Bad	40.9%	7.3%	75.9%	60.5%	55.4%	41.6%	35.9%
Somewhat Bad	15.3%	7.2%	16.3%	24.7%	21.6%	17.3%	15.8%
Neither Good or Bad	12.1%	17.7%	3.1%	8.9%	13.3%	17.3%	15.1%
Somewhat Good	15.6%	38.2%	1.3%	1.3%	2.5%	7.1%	5.7%
Very Good	13.4%	28.3%	2.7%	3.9%	3.1%	5.4%	12.9%
Not Sure	2.7%	1.2%	0.7%	0.7%	4%	11.4%	14.7%
Unweighted Frequency	1136	433	202	284	73	35	109
Weighted Frequency	1136	418	232	267	82	34	103

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Thinking about how you would vote in the next provincial election, which statement best describes your reasoning for your vote? [1]

	Total	Gender		Age				Region					
		Male	Female	18-34	35-49	50-64	65+	Toronto	Greater Toronto Area	South Central Ontario	Eastern Ontario	Southwestern Ontario	Northern Ontario
Would Vote PC Because They Are My Number One Choice	22.1%	26.2%	18.2%	22.7%	21.8%	21.2%	22.5%	22%	20.2%	12.3%	19.4%	27.5%	35.8%
Have Concerns about the PCs, But Voting For Them Anyway Because I Don't Like The Other Parties	13.5%	17.1%	10.2%	14%	14.3%	15.2%	10.5%	9.8%	13.4%	12.8%	16.8%	16%	11.7%
Will Vote Strategically For Another Party Just To Stop the PCs From Winning Again	21.2%	18%	24.2%	22.9%	26.9%	18.6%	16.6%	20.4%	22.7%	29.9%	22.4%	16.6%	14.8%
Would Vote Another Party Because They Are My Number One Choice	31.4%	28.7%	34%	32.6%	25.6%	31.9%	35.2%	33.4%	32.7%	38.7%	29.5%	29.7%	18.5%
Undecided	11.8%	10%	13.4%	7.9%	11.4%	13.1%	15.1%	14.5%	11%	6.4%	11.9%	10.1%	19.3%
Unweighted Frequency	1136	651	485	152	231	308	445	239	253	104	229	265	46
Weighted Frequency	1136	550	586	305	263	284	284	230	339	103	178	213	72

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Thinking about how you would vote in the next provincial election, which statement best describes your reasoning for your vote? [1]

| | Total | | Current Voting Intention | | | | |
		PC	NDP	OLP	Green	Other	Undecided
Would Vote PC Because They Are My Number One Choice	22.1%	58.3%	0.9%	0.2%	2.1%	0%	2.3%
Have Concerns about the PCs, But Voting For Them Anyway Because I Don't Like The Other Parties	13.5%	31.8%	2%	0.9%	1%	20.7%	5.5%
Will Vote Strategically For Another Party Just To Stop the PCs From Winning Again	21.2%	1.5%	43.9%	31.6%	21.6%	4.7%	27.7%
Would Vote Another Party Because They Are My Number One Choice	31.4%	3.1%	46.5%	58.2%	62.7%	45%	13.9%
Undecided	11.8%	5.2%	6.7%	9%	12.5%	29.6%	50.7%
Unweighted Frequency	1136	433	202	284	73	35	109
Weighted Frequency	1136	418	232	267	82	34	103

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Have you seen the television ads about Ontario Liberal leader Bonnie Crombie that were paid for by the Progressive Conservatives?

	Total	Gender		Age				Region					
		Male	Female	18–34	35–49	50–64	65+	Toronto	Greater Toronto Area	South Central Ontario	Eastern Ontario	Southwestern Ontario	Northern Ontario
Yes	36.2%	38.3%	34.3%	27.7%	32.5%	41.9%	43.2%	42.2%	44%	42%	24.1%	31.1%	17.3%
No	56%	54.6%	57.3%	65.5%	63.1%	48.9%	46.2%	47.4%	47.1%	49.7%	69.3%	64.2%	77.4%
Not Sure	7.8%	7.2%	8.4%	6.8%	4.4%	9.3%	10.6%	10.4%	8.9%	8.3%	6.7%	4.8%	5.3%
Unweighted Frequency	1136	651	485	152	231	308	445	239	253	104	229	265	46
Weighted Frequency	1136	550	586	305	263	284	284	230	339	103	178	213	72

	Total	Current Voting Intention					
		PC	NDP	OLP	Green	Other	Undecided
Yes	36.2%	35.6%	34.1%	43.4%	24.7%	25.5%	37.6%
No	56%	54%	64.1%	50.4%	58.8%	71.2%	53.1%
Not Sure	7.8%	10.4%	1.8%	6.1%	16.5%	3.3%	9.3%
Unweighted Frequency	1136	433	202	284	73	35	109
Weighted Frequency	1136	418	232	267	82	34	103

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After seeing those ads, did your opinion of Ontario Liberal leader Bonnie Crombie improve or get worse?

	Total	Gender		Age				Region					
		Male	Female	18-34	35-49	50-64	65+	Toronto	Greater Toronto Area	South Central Ontario	Eastern Ontario	Southwestern Ontario	Northern Ontario
Worsened	22.3%	27%	17.4%	31%	19.1%	20.3%	20.5%	25.9%	16.8%	23.5%	16.2%	30.3%	34.6%
Did Not Change	58.8%	53.5%	64.3%	55.4%	56.8%	60.4%	60.9%	62.7%	63%	58.1%	55.8%	45.7%	59.2%
Improved	13.8%	14.6%	13%	6%	20.7%	12.8%	15.5%	10.1%	14.6%	12.5%	21.4%	14.9%	6.2%
Not Sure	5.1%	4.9%	5.3%	7.6%	3.5%	6.5%	3.1%	1.3%	5.6%	5.9%	6.5%	9.1%	0%
Unweighted Frequency	431	256	175	44	74	125	188	114	120	47	56	85	9
Weighted Frequency	431	211	201	85	85	119	123	97	149	43	43	66	12

	Total	Current Voting Intention					
		PC	NDP	OLP	Green	Other	Undecided
Worsened	22.3%	51.8%	5.9%	1%	8.4%	47.2%	7.8%
Did Not Change	58.8%	42.7%	79.2%	66.5%	79.3%	33.9%	50.7%
Improved	13.8%	3.3%	8.7%	31.2%	5.2%	18.9%	16.4%
Not Sure	5.1%	2.2%	6.2%	1.4%	7.1%	0%	25.1%
Unweighted Frequency	431	162	76	127	20	10	36
Weighted Frequency	431	149	79	116	20	9	39

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