

Methodology



February Omnibus 2021

This study was conducted from January 28th to 30th, 2021, among a sample of 1,427 respondents who are eligible voters in Ontario who are members Maru/Blue's online panel Maru Voice Canada. For comparison purposes, a probability sample of this size has an estimated margin of error of +/- 2.6%. 19 times out of 20. Discrepancies in or between totals are due to rounding.

Where and how is the study conducted?

The study included respondents from an online panel of Ontarians, 18 years of age or older. The sample is weighted to regional, age and gender demographics, as per Statistics Canada.

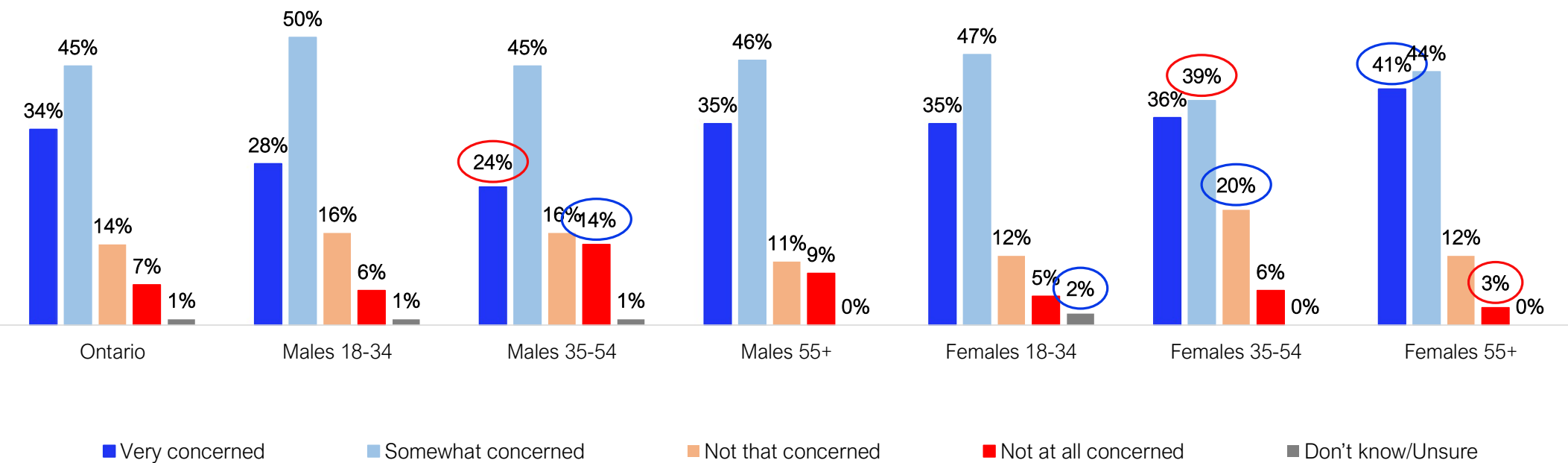
Stats Testing:

-  Significantly higher than Ontario
-  Significantly lower than Ontario



Concerned about contracting COVID-19 - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario

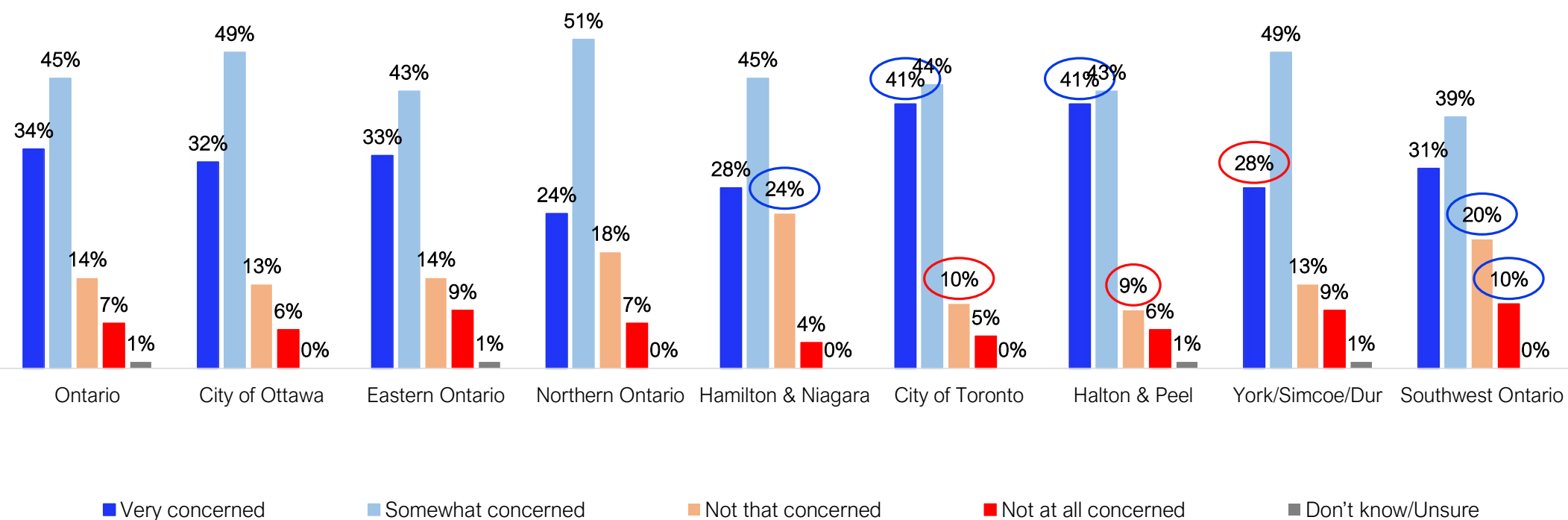
79% of voters remain “concerned” about contracting COVID. Females are somewhat more concerned than males.





Concerned about contracting COVID-19 - Regions

 Significantly higher than Ontario
 Significantly lower than Ontario

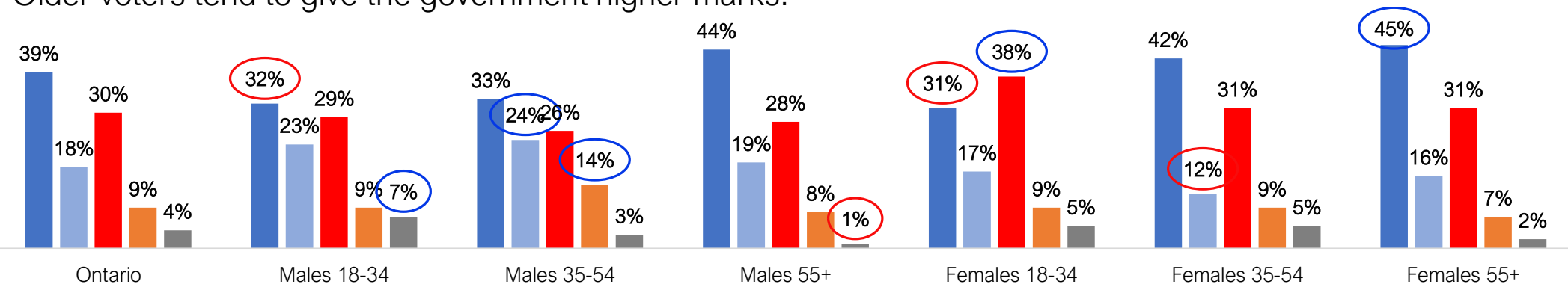
Voters across all regions of Ontario breakout roughly the same way, with voters in Southwest Ontario somewhat less concerned and voters in the City of Toronto, Halton and Peel Regions being somewhat more concerned.



“Good job” VS “bad job” on government of Ontario dealing with pandemic - Regions

 Significantly higher than Ontario
 Significantly lower than Ontario

57% of voters believe government has done a “good job” while 39% believe government has done a “bad job”. Older voters tend to give the government higher marks.



■ My provincial government has done a good job and I feel that we need the new restrictions and enforcement to remain in place for January and into February, at least

■ My provincial government has done a good job but the new restrictions need to be relaxed so that more people can keep working

■ My provincial government has done a bad job and I feel that we need the rules and restrictions to be more strict and they should have been put into place earlier. The new restrictions must stay in place for January and into February, at least

■ My provincial government has done a bad job because all the rules and restrictions were not effective and most of it was totally unnecessary and excessive. We must get back to normal as soon as possible because this virus isn't negatively affecting more t

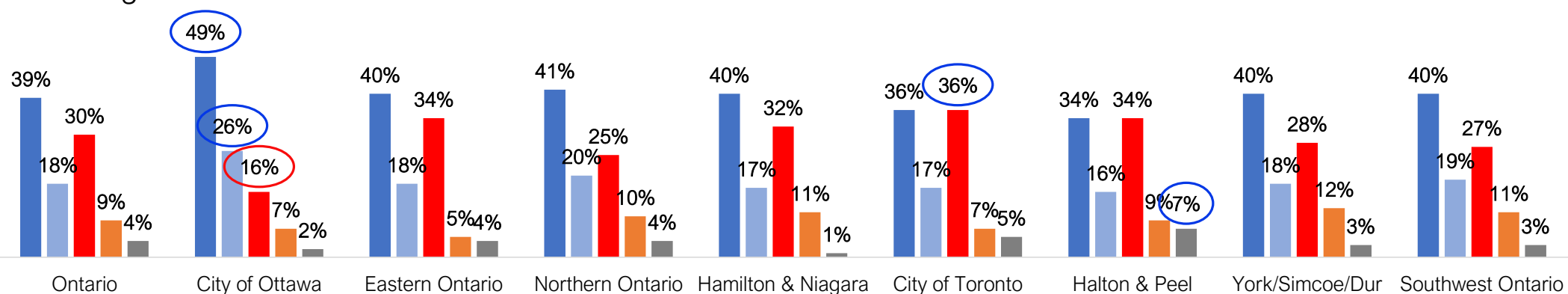
■ Don't know/Unsure

Q2. When you think about the last 10 months: The social distancing, shutdown of all non-essential businesses, closure of schools & all the other measures implemented by your provincial government at the beginning of this pandemic (Mar/Apr), and thinking about the reopening of the economy in July & August, & the opening of schools in September, and thinking about the new restrictions that have been implemented in January to try and slow the spread of the virus...

👤 "Good job" VS "bad job" on government of Ontario dealing with pandemic - Regions

○ Significantly higher than Ontario
○ Significantly lower than Ontario

Voters across all regions breakout roughly the same way, with voters in the City of Ottawa giving government much higher marks.



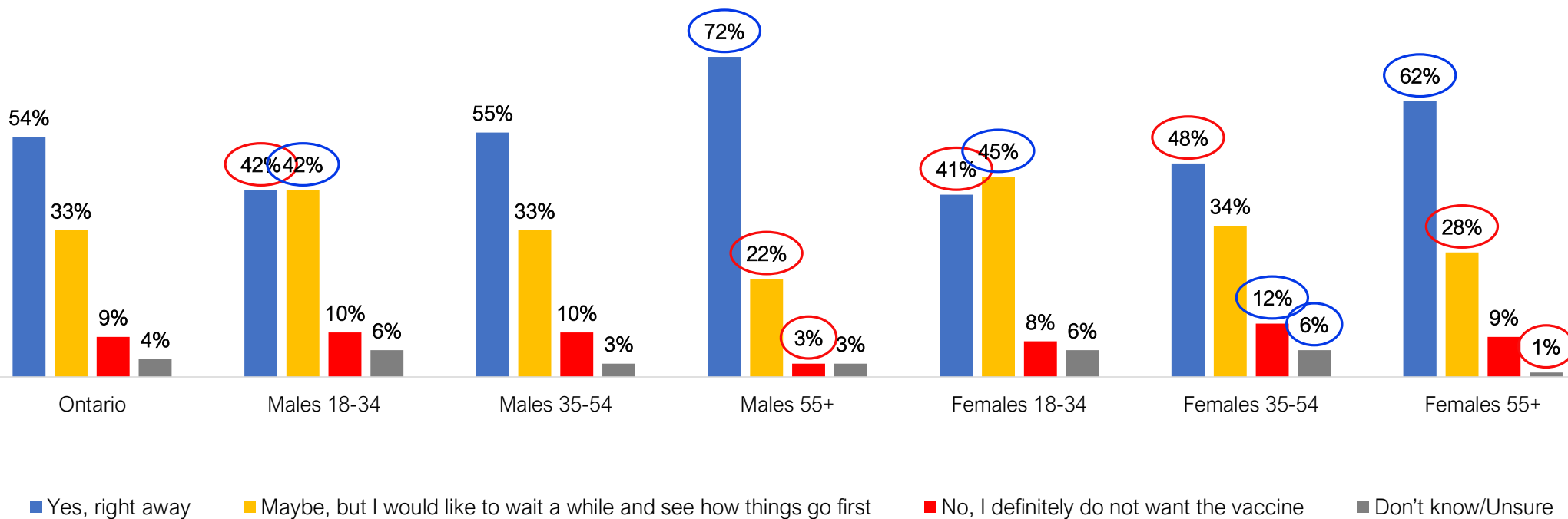
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Willingness to receive the Health Canada approved vaccine - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario

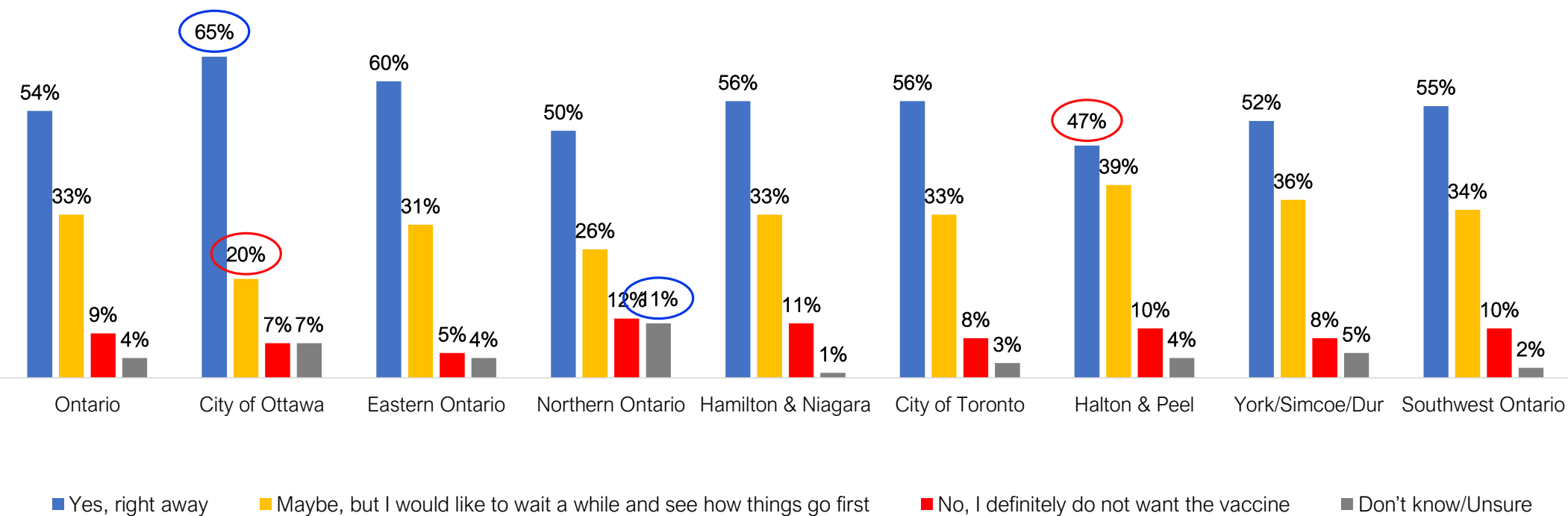
54% of voters are certain they want the vaccine right away, while 9% are certain they don't want the vaccine. 33% may receive the vaccine but want to wait and see how things go first. Older voters are interested in receiving the vaccine "right away".



Willingness to receive the Health Canada approved vaccine? - Regions

○ Significantly higher than Ontario
○ Significantly lower than Ontario

Voters across all regions breakout roughly the same way with more voters in the City of Ottawa interested in getting the vaccine “right away” and in Halton/Peel Regions less voters are as certain about getting the vaccine “right away”.

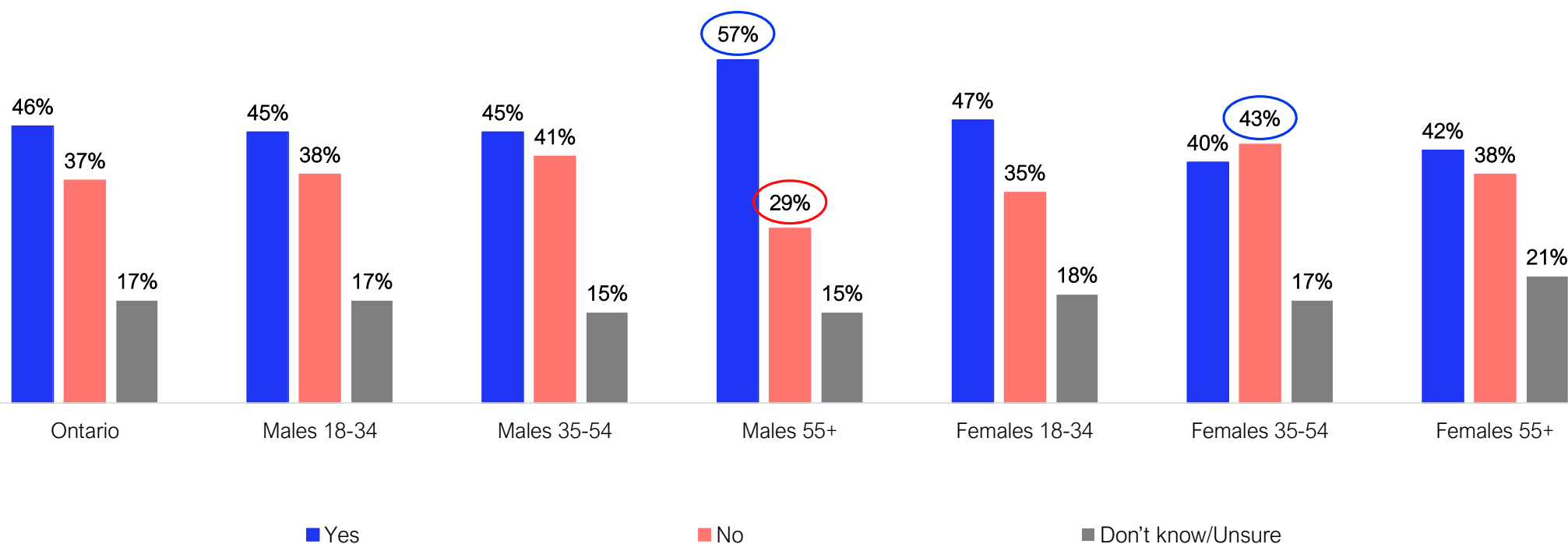




Should COVID vaccine be mandatory for everyone in Ontario? - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario

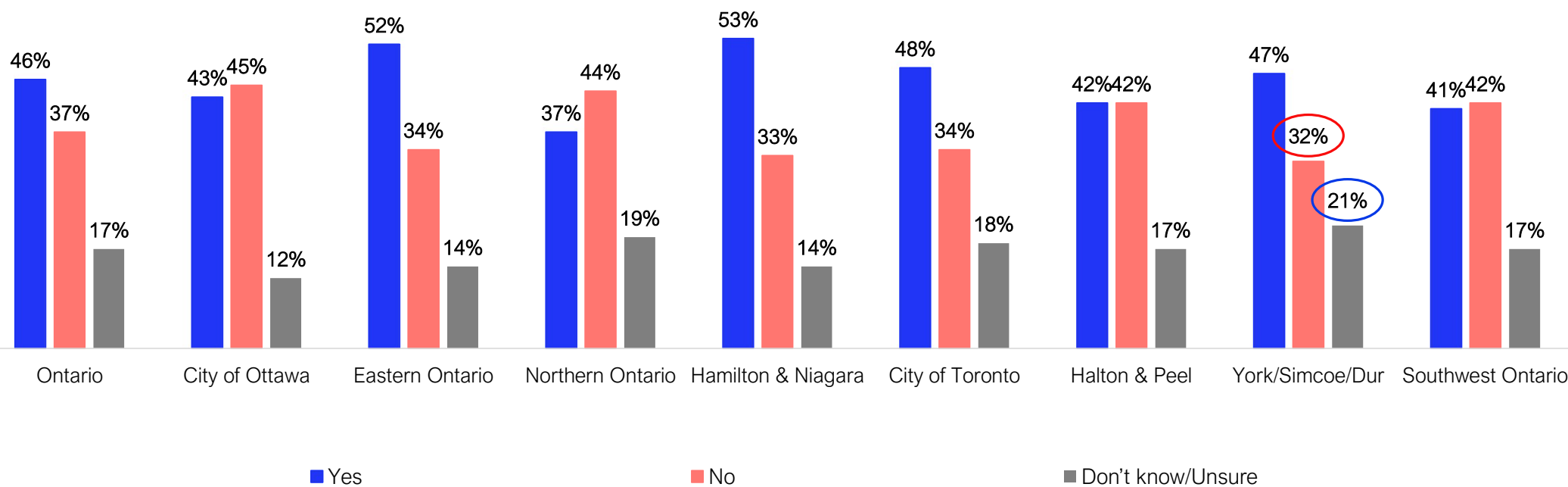
Nearly half of voters believe that the vaccine should be mandatory with older males even more in support of the vaccine being mandatory.



COVID-19 vaccines be mandatory for everyone in Canada - Regions

○ Significantly higher than Ontario
○ Significantly lower than Ontario

Voters breakout roughly the same way across regions of Ontario.

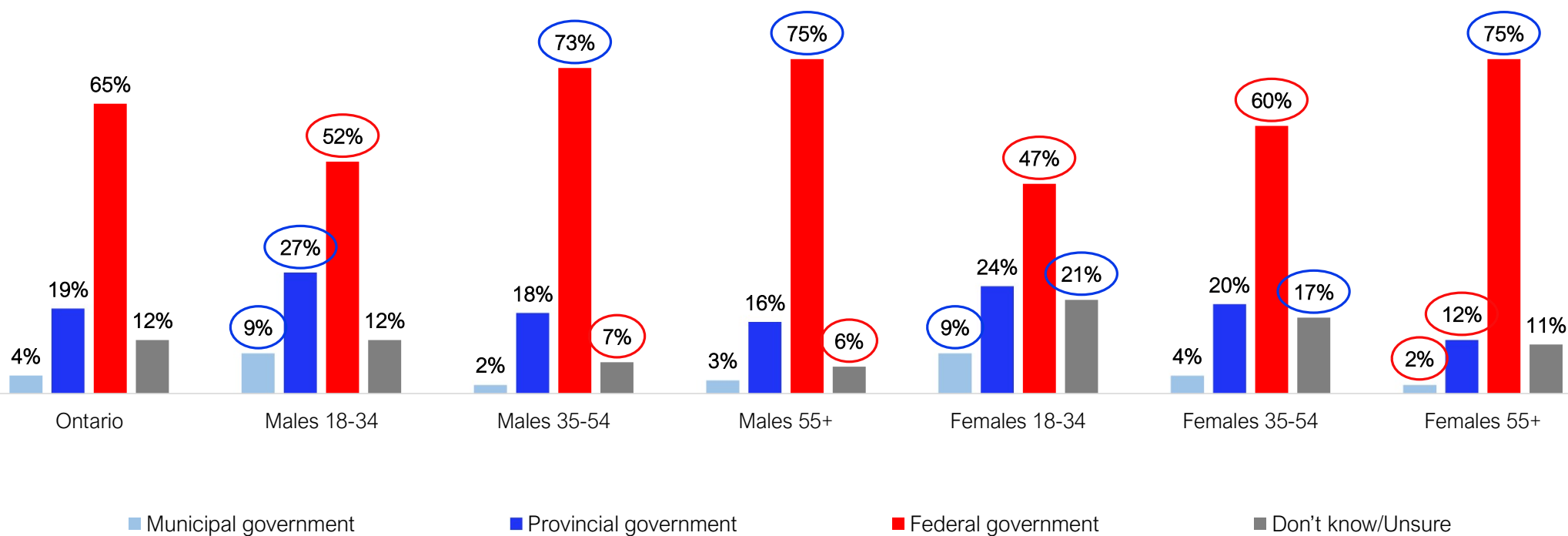






Level of government responsible for acquisition of vaccines - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario

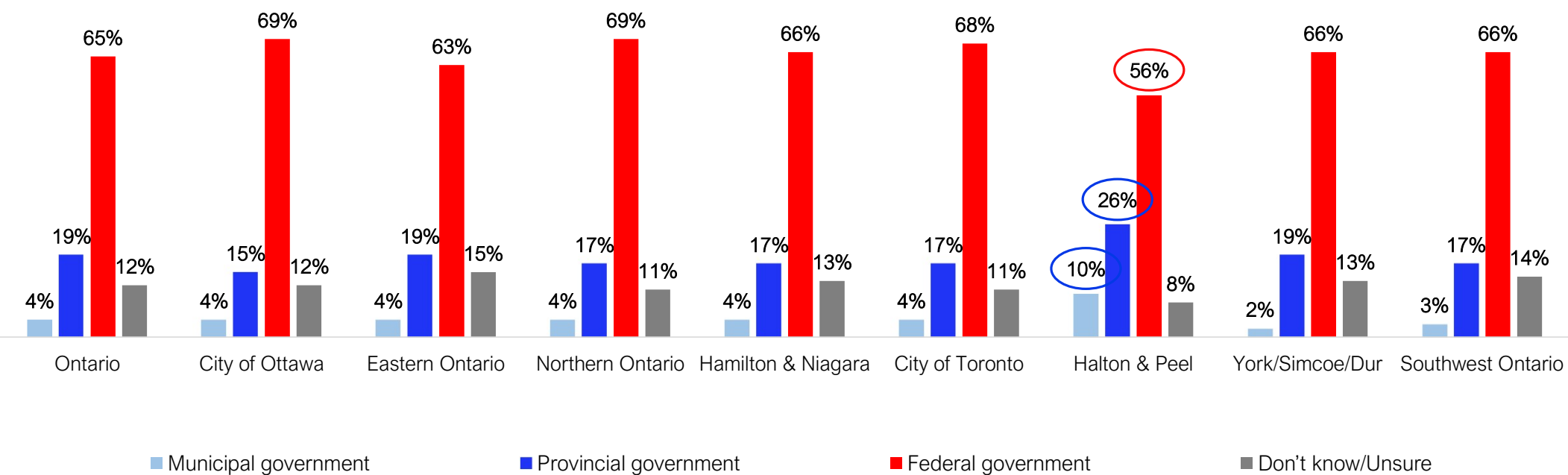
Most voters believe that the federal government is responsible for acquiring vaccines. Millennials and females under 35 years of age, are not as certain as on this as older voters are.



Level of government responsible for acquisition of vaccines - Regions

 Significantly higher than Ontario
 Significantly lower than Ontario

Voters across all regions breakout roughly the same way on this question, with some more voters in Halton and Peel Regions believing that the provincial government is responsible for acquiring vaccines.

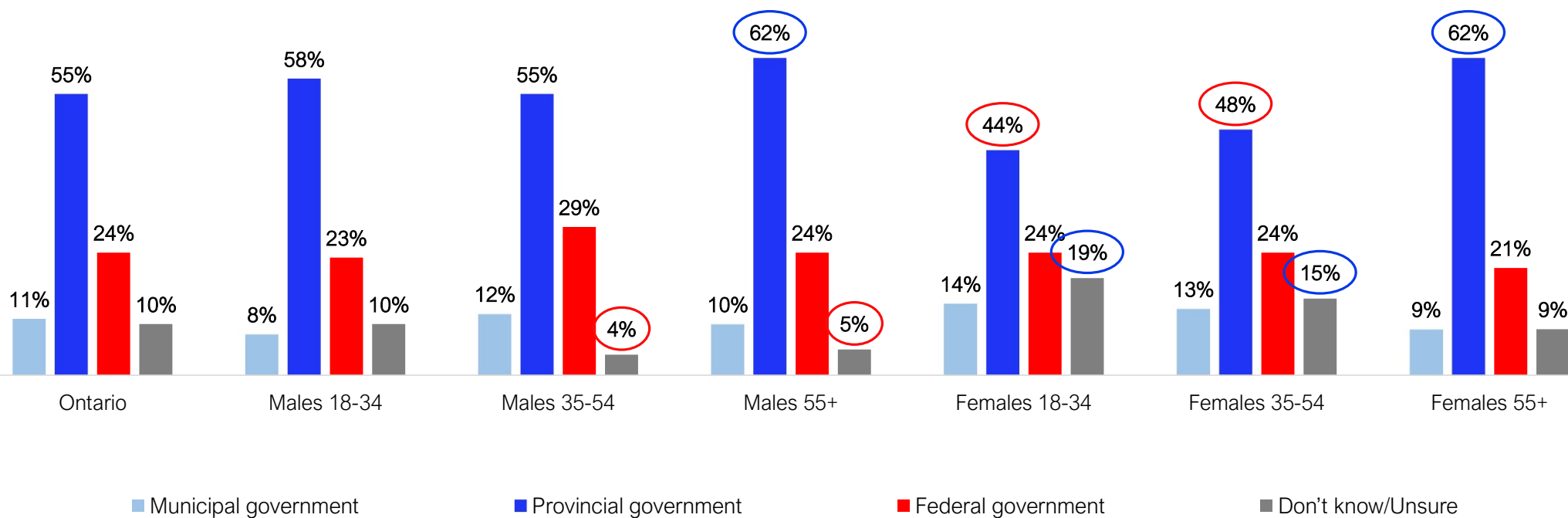






Level of government responsible for distribution of vaccines - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario

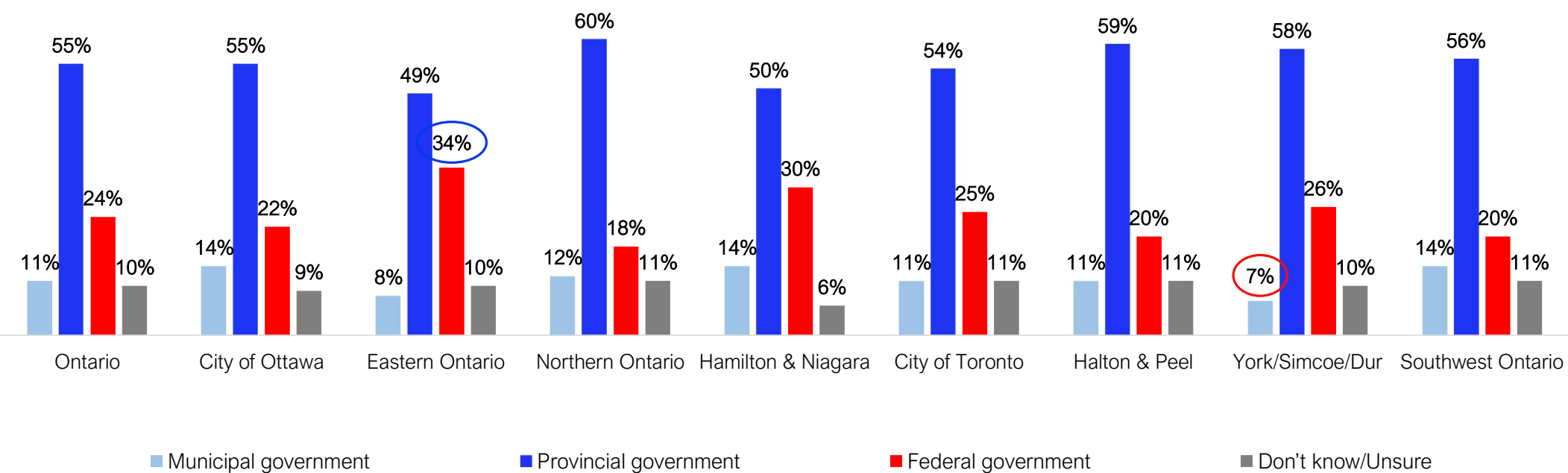
Most voters believe that the provincial government is responsible for distribution of vaccines. Females under 35 years of age, are not as certain as on this as other voters are.



Level of government responsible for distribution of vaccines - Regions

 Significantly higher than Ontario
 Significantly lower than Ontario

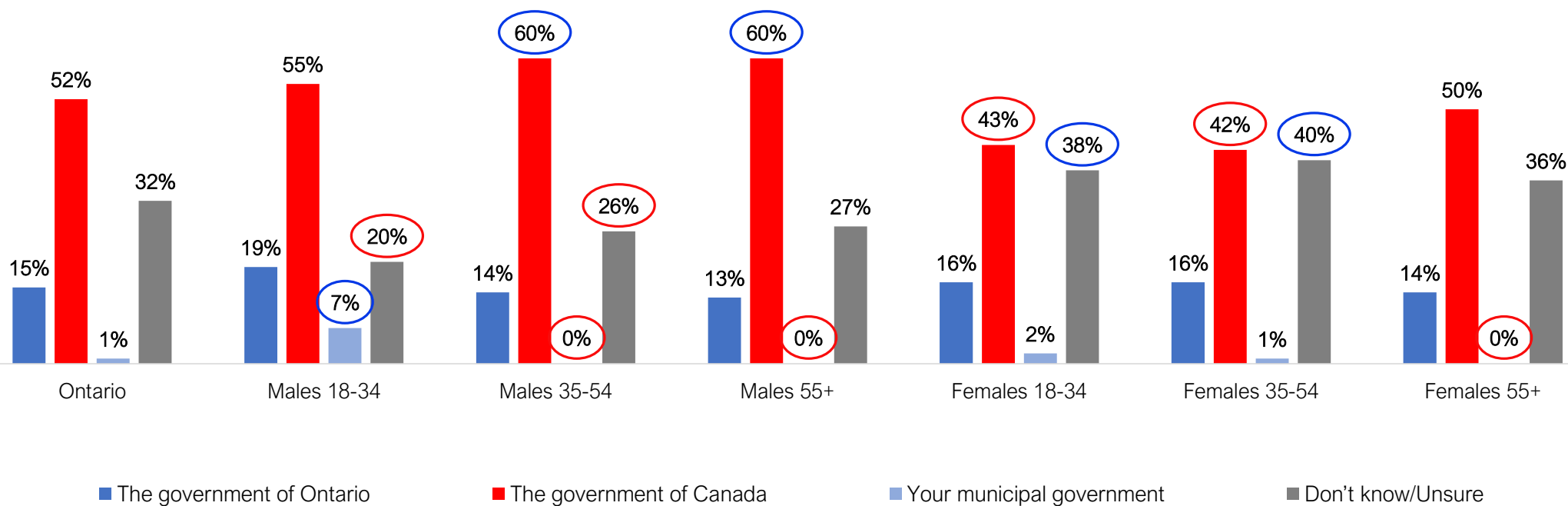
Most voters across all the regions believe that the provincial government is responsible for distribution of vaccines. There are some more voters in Eastern Region that think this is a federal responsibility.



Who do you blame the most for the lack of vaccines available? - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario

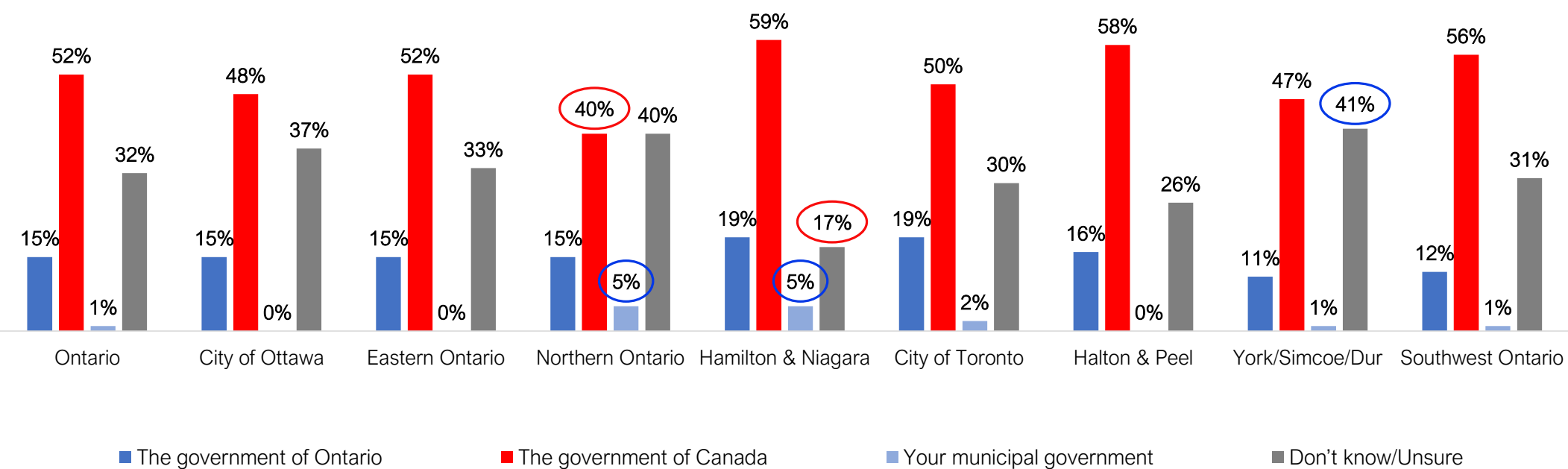
Just over 50% blame the federal government and 15% blame the provincial government. Females are somewhat more “undecided” (or they won’t say) at this time.





Who do you blame the most for the lack of vaccines available? - Regions

○ Significantly higher than Ontario
○ Significantly lower than Ontario

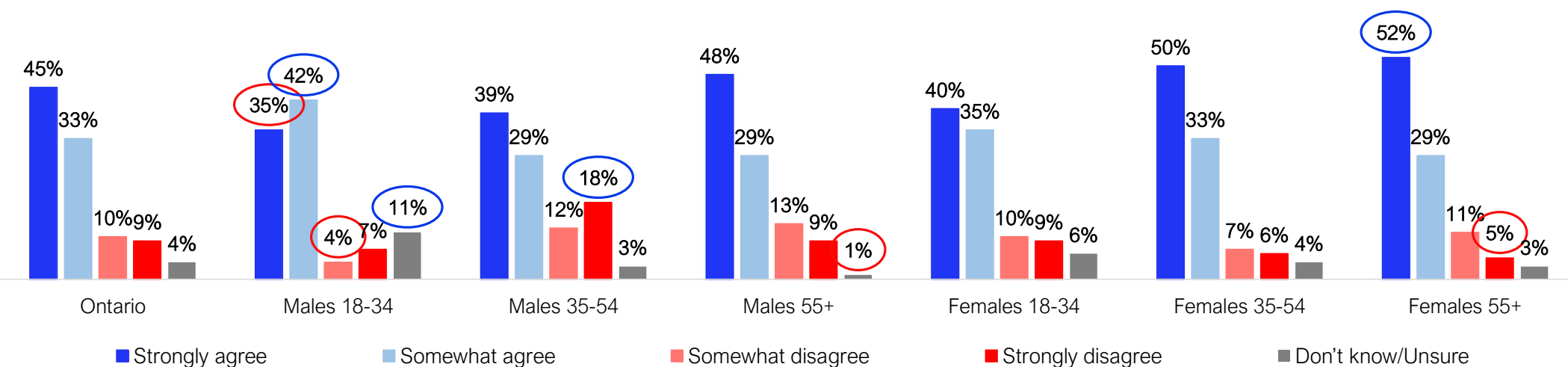
Voters across all regions of Ontario breakout roughly the same way on this question.



Agree/Disagree with “State of Emergency Order” and new restrictions - Age and Gender



 Significantly higher than Ontario
 Significantly lower than Ontario

78% of voters agree with the “State of Emergency” & “Stay-at-home” Orders that were issued on Jan 14th and resulting new restrictions implemented. Older females are more in support than males.

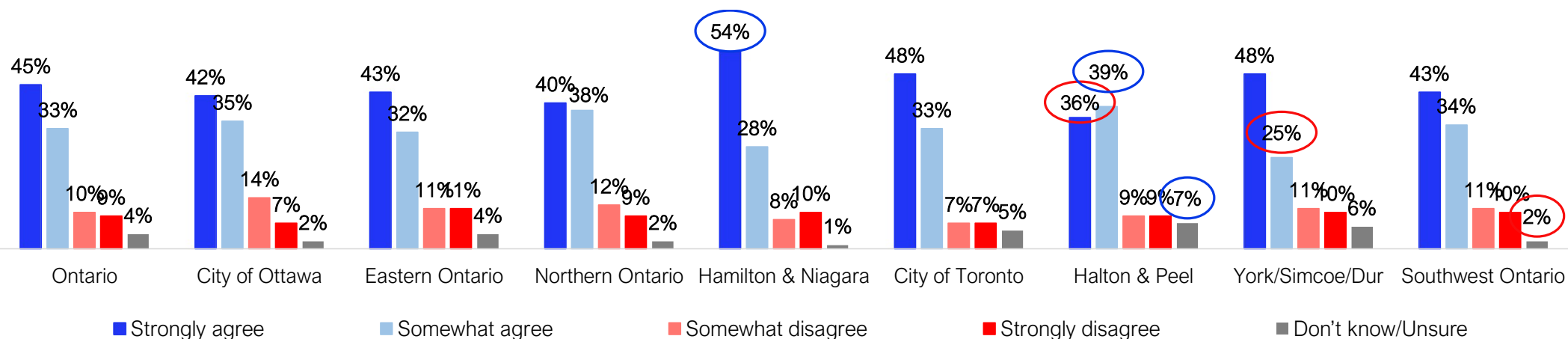


Q8. Ontario announced a new “State of Emergency” for 28 days beginning on Jan 14th, and a “stay at home” order lasts until Feb 10th. New restrictions are as follows: Everyone able to stay home & work from home must stay home. All non-essential businesses, such as hardware stores, retail stores, alcohol retailers & like businesses must close by 8pm with exemptions for businesses that sell food, pharmacies, gas stations, convenience stores & restaurants that have food delivery service. Schools in Peel Region, City of Toronto, City of Windsor-Essex, York Region & Hamilton Region will not return to in-class learning until at least February 10th. They will only be doing online learning. Greater authority is being given to law enforcement and by-law enforcement officers to enforce the new restrictions, including issuing tickets and fines. Indoor public events and social gatherings are forbidden, and outdoor gatherings must be limited to only 5 people. Religious ceremonies remain limited to 10 people indoors or 10 people outdoors. All indoor sports and fitness venues are closed. Personal care services must close. Non-essential construction work must be stopped.

Agree/Disagree with “State of Emergency Order” and new restrictions - Regions

 Significantly higher than Ontario
 Significantly lower than Ontario

Very little disagreement among voters across all regions of Ontario.



Q8. Ontario announced a new “State of Emergency” for 28 days beginning on Jan 14th, and a “stay at home” order lasts until Feb 10th. New restrictions are as follows: Everyone able to stay home & work from home must stay home. All non-essential businesses, such as hardware stores, retail stores, alcohol retailers & like businesses must close by 8pm with exemptions for businesses that sell food, pharmacies, gas stations, convenience stores & restaurants that have food delivery service. Schools in Peel Region, City of Toronto, City of Windsor-Essex, York Region & Hamilton Region will not return to in-class learning until at least February 10th. They will only be doing online learning. Greater authority is being given to law enforcement and by-law enforcement officers to enforce the new restrictions, including issuing tickets and fines. Indoor public events and social gatherings are forbidden, and outdoor gatherings must be limited to only 5 people. Religious ceremonies remain limited to 10 people indoors or 10 people outdoors. All indoor sports and fitness venues are closed. Personal care services must close. Non-essential construction work must be stopped.



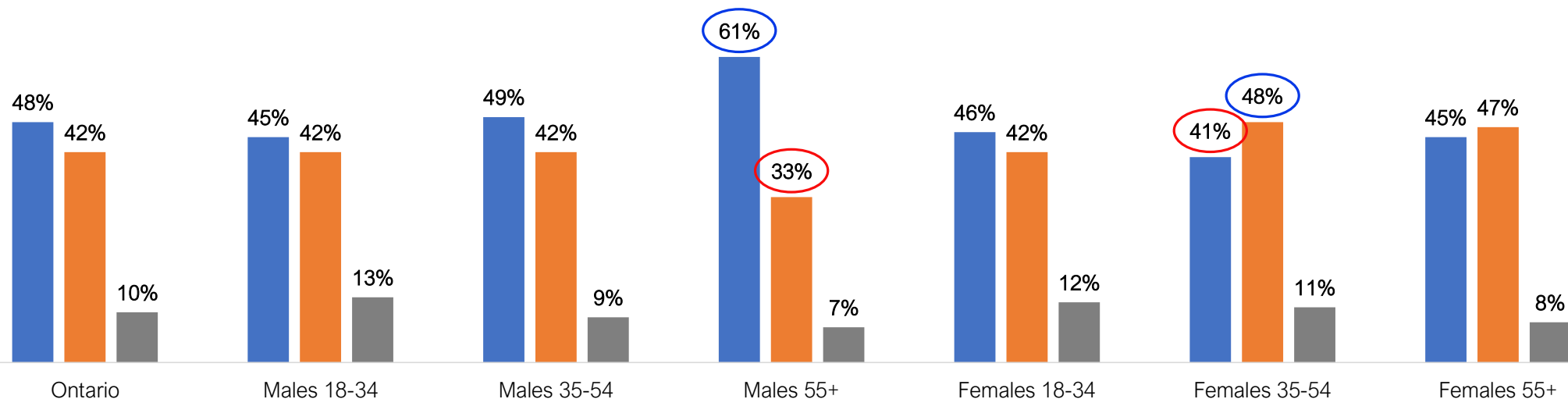
"Region by region" VS "province-wide" approach to implementing restrictions - Age & Gender



Significantly higher than Ontario



Significantly lower than Ontario

Voters are quite split on whether or not the government should proceed with a "region by region" or a "province-wide" approach when introducing or retracting new restrictions.

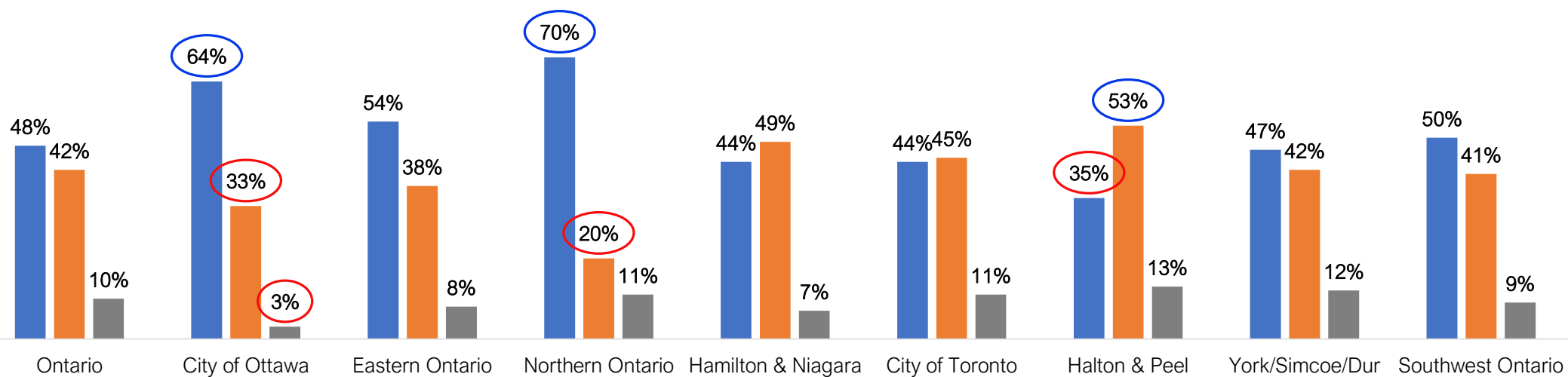



- Some people say that whatever additional measures are brought in, including going back into a more strict lockdown situation, that those measures/restrictions should be done on a region by region basis throughout Ontario.
- Other people say that we have to take a province-wide approach and every region must observe the same rules and restrictions in the same way, if we actually want to bring the overall number of COVID-19 cases down.
- Don't know/Unsure


"Region by region" VS "province-wide" approach to implementing restrictions - Regions

 Significantly higher than Ontario
 Significantly lower than Ontario

Voters in the City of Ottawa, Eastern and Northern Regions prefer a "region by region" approach, while voters in the GTHA and Southwest Regions are much more split on the question.



 Some people say that whatever additional measures are brought in, including going back into a more strict lockdown situation, that those measures/restrictions should be done on a region by region basis throughout Ontario.

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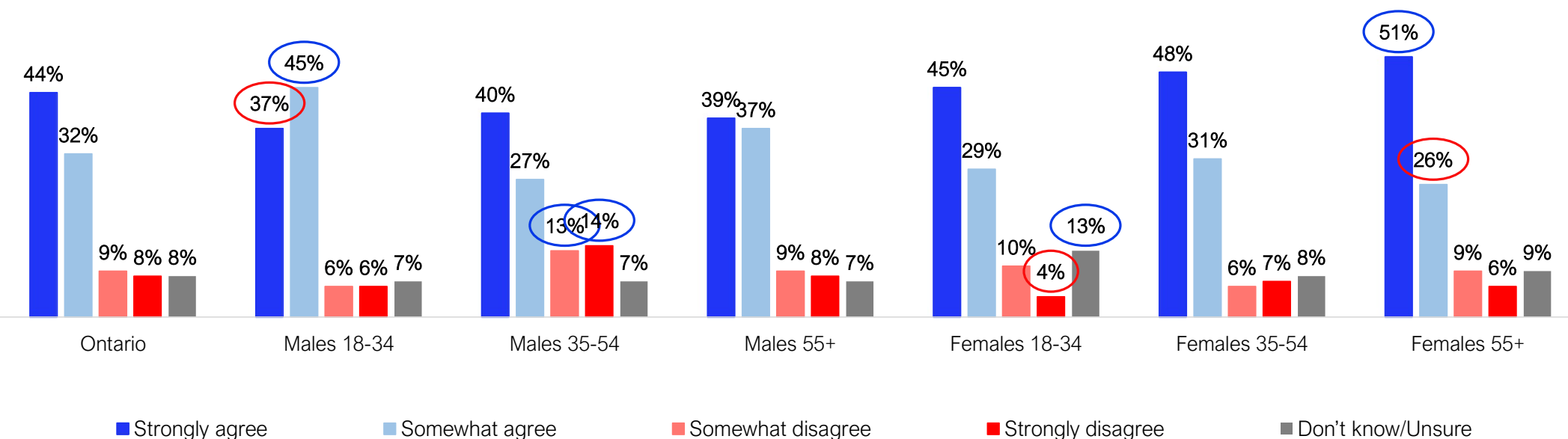
 Don't know/Unsure



Agree/Disagree with most schools being closed until Feb 10th - Age and Gender



○ Significantly higher than Ontario
○ Significantly lower than Ontario

76% of voters agree with the closing of in-class learning for most schools until Feb 10th. Females tend to agree even more than males.

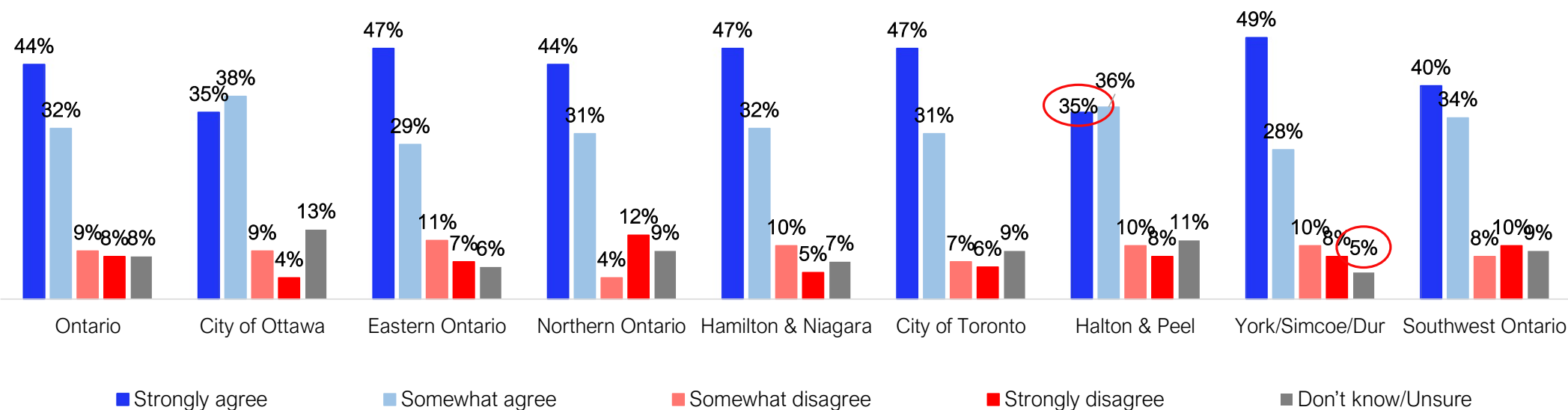


Q10. In January all publicly funded and private elementary and secondary schools went to remote learning (at home online learning). All students were supposed to return to in-class learning on the 25th of January 2021. With the "State of Emergency" being announced on January 12th, schools in The City of Toronto, The City of Windsor and Essex County and the regions of Peel, York and Hamilton in the Greater Toronto Areas will remain closed for in-class learning until February the 10th, 2021. All those students will continue with online learning from home until then.

Agree/Disagree with most schools being closed until Feb 10th - Regions



 Significantly higher than Ontario
 Significantly lower than Ontario

Voters across all regions of Ontario breakout roughly the same way.

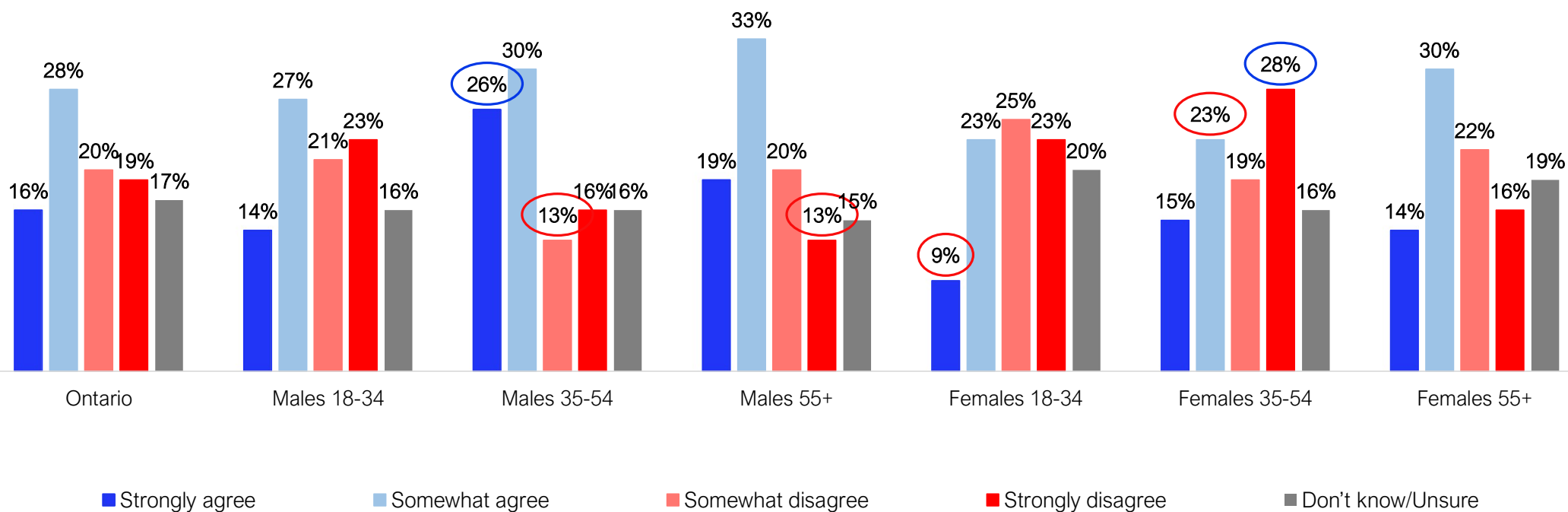


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Agree/Disagree that elementary students can safely return on Feb 10th - Age & Gender

 Significantly higher than Ontario
 Significantly lower than Ontario

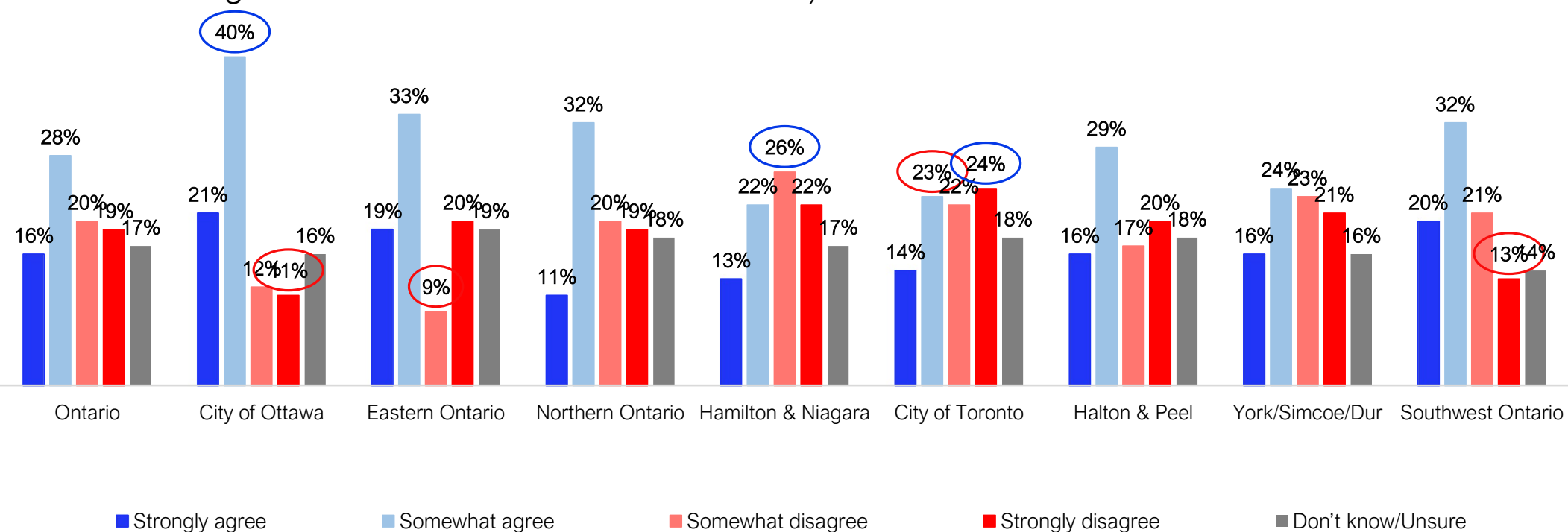
44% of voters agree that elementary school students can return safely on Feb 10th, while 39% disagree. Males over 35 years of age and females over 55 years of age agree more than females 18-34 years of age.



Agree/Disagree that elementary students can safely return on Feb 10th - Regions

 Significantly higher than Ontario
 Significantly lower than Ontario

Voters in the City of Ottawa, Eastern, Northern and Southwestern Regions are more in agreement, while voters in the GTHA much more evenly split. (Voters in Halton and Peel Regions are not as high with their disagreement as other voters in the GTHA)





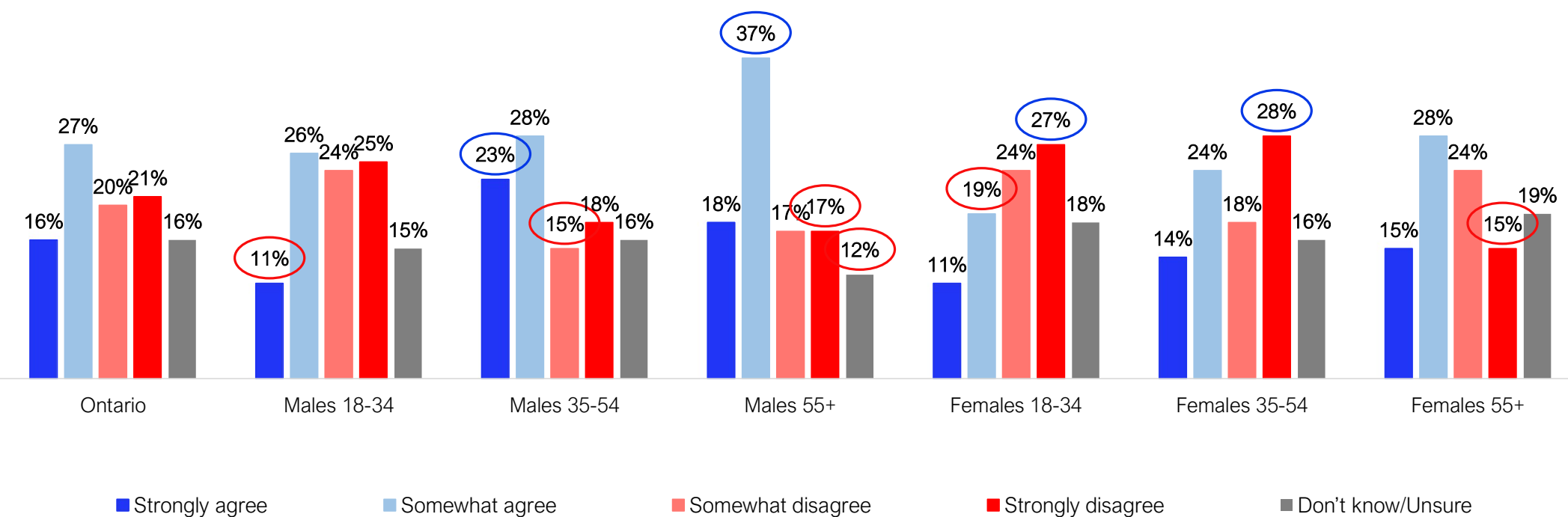
Agree/Disagree that high school students can safely return on Feb 10th - Age and Gender





Significantly higher than Ontario

Significantly lower than Ontario

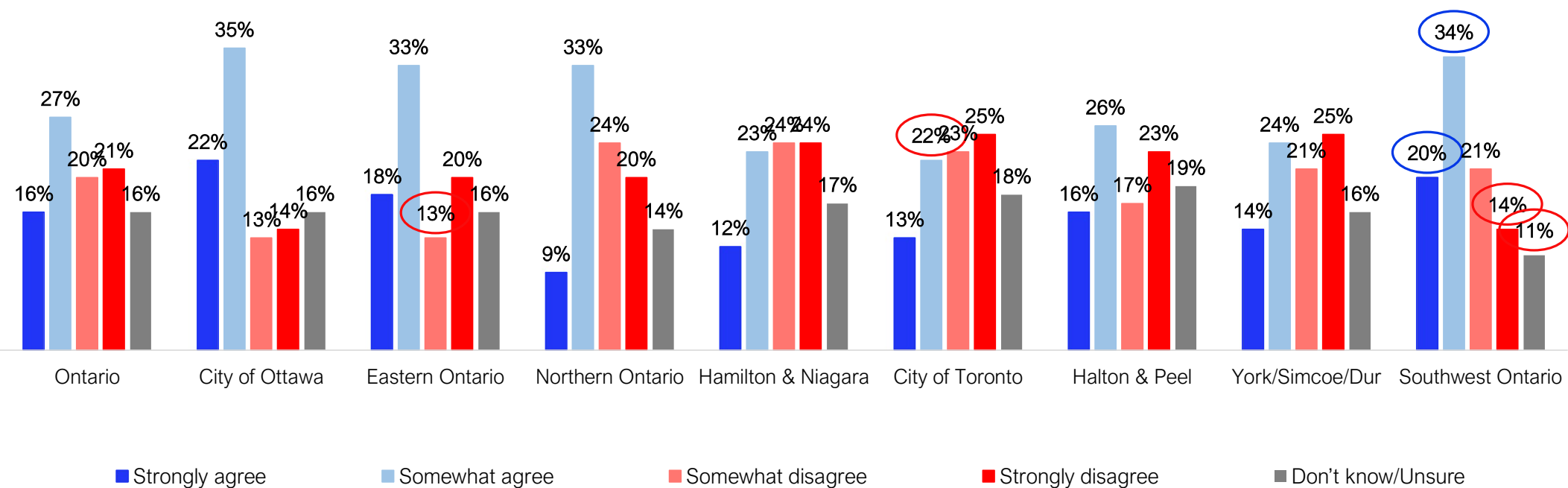
43% of voters agree that high school students can return safely on Feb 10th, while 41% disagree. Males over 35 years of age agree more than females 18-34 years of age.



Agree/Disagree that high school students can safely return on Feb 10th - Regions

 Significantly higher than Ontario
 Significantly lower than Ontario

Voters in the City of Ottawa, Eastern, Northern and Southwestern Regions are more in agreement, while voters in the GTHA much more evenly split.





Provincial Ballot Test

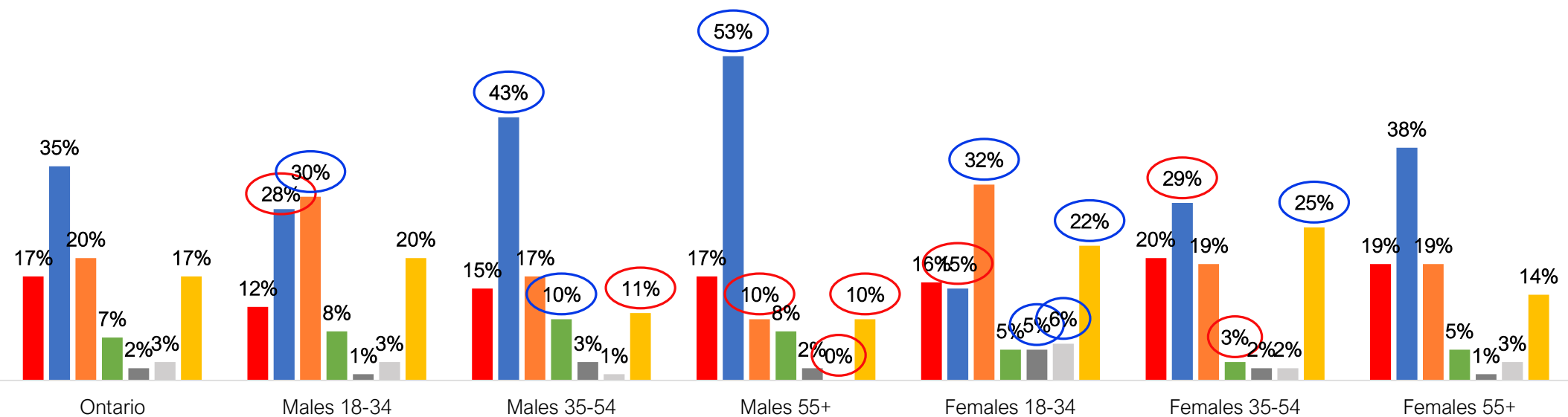


Marketing Research and
Intelligence Association
L'Association de la Recherche
et de l'Intelligence Marketing

Provincial Ballot Test - Age and Gender



 Significantly higher than Ontario
 Significantly lower than Ontario

17% of voters remain “undecided” on who they will vote for. PCs are leading with both males and females 35 years of age or older. PCs and ONDP tied with millennial males. ONDP holds a large lead over the PCs and the OLP with 18-34 year old females.

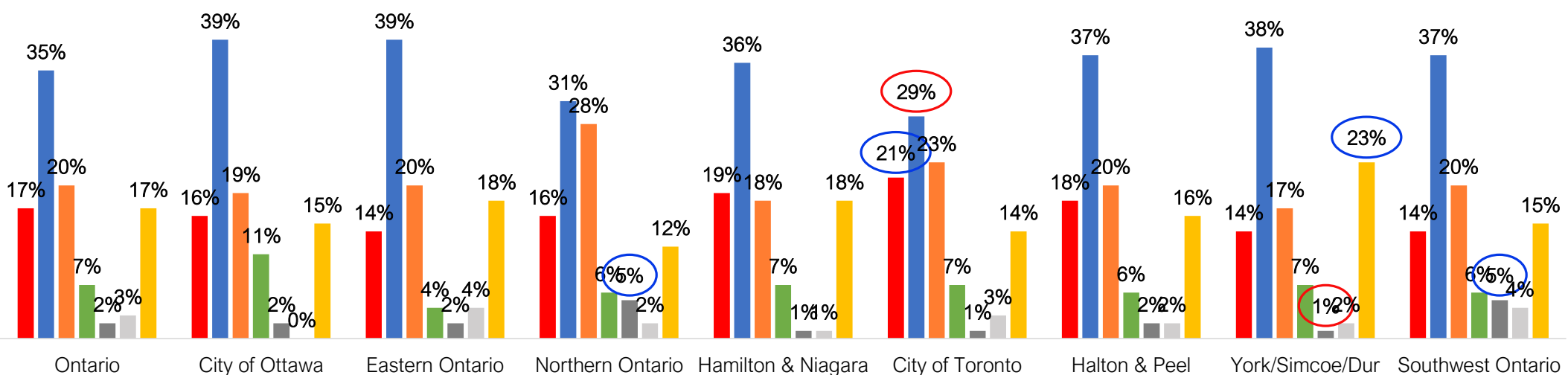


■ Liberal Party of Ontario
 ■ Progressive Conservative Party of Ontario
 ■ New Democratic Party of Ontario
 ■ Green Party of Ontario
 ■ Another party
 ■ Refused
 ■ Undecided

Provincial Ballot Test - Regions

 Significantly higher than Ontario
 Significantly lower than Ontario

PCs has huge leads in all the regions where they dominated in the 2018 general election and in addition, now are very competitive in Northern Ontario, Hamilton & Niagara Regions and better positioned in the City of Toronto.

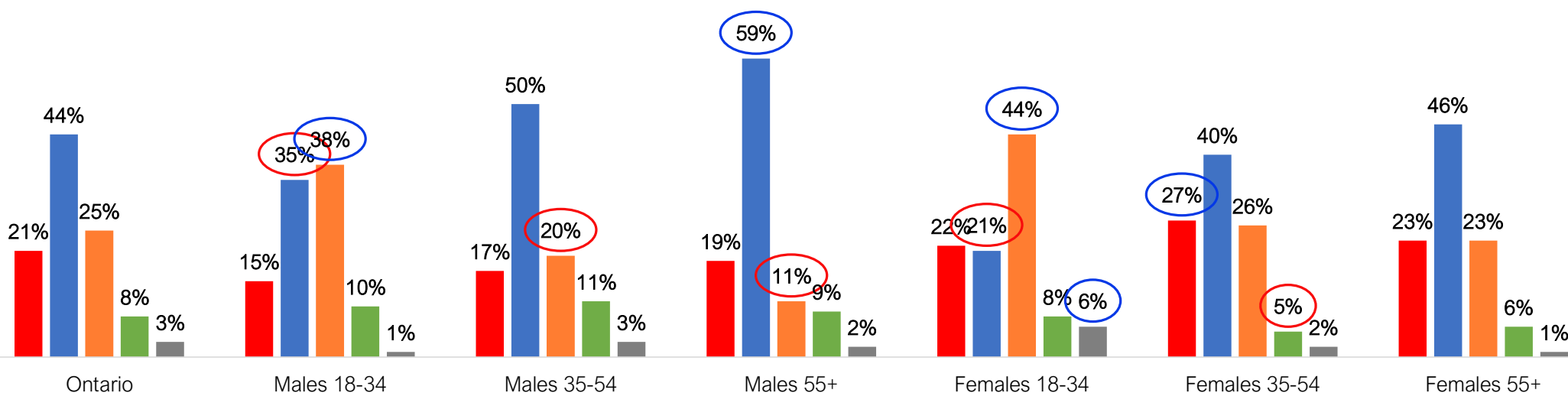


■ Liberal Party of Ontario
 ■ Progressive Conservative Party of Ontario
 ■ New Democratic Party of Ontario
 ■ Green Party of Ontario
 ■ Another party
 ■ Refused
 ■ Undecided

Decided Provincial Ballot Test - Age and Gender

○ Significantly higher than Ontario
○ Significantly lower than Ontario

When looking at just “decided” voters, the PCs lead is very large among males over 35 years of age and significantly strong with females over 35 years of age. The ONDP has climbed into 2nd place and the OLP is in big trouble at the moment.



■ Liberal Party of Ontario

■ Progressive Conservative Party of Ontario

■ New Democratic Party of Ontario

■ Green Party of Ontario

■ Another party

Decided Provincial Ballot Test - Regions

○ Significantly higher than Ontario
○ Significantly lower than Ontario

If the PCs are able to maintain this lead and the OLP and ONDP continue to split the vote as they currently are, they will pick up seats in Northern Ontario, Hamilton, Niagara and in the City of Toronto. Note: 2011 Federal Election where in Ontario, the CPC received 44%, the LPC received 26% and the NDP received 25%. This could mean a 13 seat pick-up for the Ford PCs.

