Ford Government Approval Ratings Take Big Hit (-13) Since Early March, as Only One in Five (21%) Dare Commit to Voting for the Ford Government in Next Election

Toronto, April 22, 2021—A survey released today by Maru Public Opinion finds that the performance rating of the Doug Ford government has taken a significant hit since last measured at the beginning of March 2021—down from 48% at that time to 35% now, a drop of thirteen percentage points.

The survey results also found that while the premier carried forty percent (40%) of the provincial vote in the last election on June 7, 2018, to deliver a majority government for his Progressive Conservative Party, just one in five (21%) Ontarians today today emphatically say they would deliver their vote to him and his party in the next election scheduled for June 2022.

Key Findings

Ford Government Approval ratings Take a Big Hit Since Early March

In the first week of March 2021, Maru Public Opinion found half (48%) of Ontarians approved of the performance of Premier Doug Ford and his government. But from then to now, the government has been battered from all sides in its attempts to stem both the escalation of the virus in communities and the growing patient count in hospitals and their ICU's. And it's taken a toll: the approval ratings have fallen thirteen percentage points in just over a month to 35%. That level of approval—despite the noise and fury of it all—if translated into votes would deliver yet another majority government for the premier and his Progressive Conservatives but, as is evident from the other part of the survey that deals with potential voter commitment, it's not even close to happening at the moment

Approve 35% Those most likely to approve of the performance of the Doug Ford government (35%) reside in the Southwest/East (40%), are female (37%), the oldest Ontarians (55+ 45%), the highest income earners ($100,000 + 43%), and those who have the least education (high school or less 40%). Area code 905 (35%) citizens exceed those who are in the North (33%), the GTA (33%), and the 416-area code (30%) and Hamilton/Niagara (30%).

Disapprove 65% Those most likely to disapprove of the performance of the government (63%) reside in the 416-area code (70%) and Hamilton/Niagara (70%), are male (66%), millennial's (aged 18 – 34 76%), those with the least amount of income (less than $50,000 per annum 69%), and those who have immediate postsecondary education (college/technical school 69%). Those in the North (67%) in the GTA (67%), are more likely to disapprove of the government's performance and those residing in the 905-area code (65%, the Southwest (60%), and the East (60%).

Only One in five (21%) Dare Commit to Voting for the Ford Government in Next Election

The next provincial election is still a long way off—June 17, 2022. However, an early sounding of voter intentions indicate the commitment is anything but certain for a repeat of the 2018 majority of 40% at the ballot box. Asked to choose which statements most reflect their current intentions towards voting in the next election, respondents made their mark:

I intend to vote for the Doug Ford Government in the next provincial election in June 2022 because it deserves to be re-elected 21% Those most likely to render the vote for the Doug Ford government in the next election (21%) reside in Eastern Ontario (24%) followed by those who live in area code 416 (22%) in the GTA (21%). These individuals tend to be male (22%) compared to their female counterparts (19%), older Ontarians (55+ 29%), the highest income earners ($100,000 +28%) and those who are highest educated (university + 22%).

I intend to vote for another party in the next provincial election in June 2022 because the Doug Ford Government needs to be replaced 42% Those most likely to vote for another party (42%) are most likely to live in the area code 416 (51%) and Hamilton/Niagara (50%), are equally male/female (41%) are millennial (aged 18 – 34 53%), middle to the lowest income (less than $99,000 per annum 42%), and with the highest level of education (university + 48%). Those living in the North (45%) and the GTA (42%) are more likely to have this intention that those living in Eastern Ontario (40%), the 905-area code (36%) and Southwestern Ontario (32%).

I am not sure who I will vote for in the next provincial election in June 2022 32% Those most likely to be unsure of their voting attention in the next election campaign (33%) are most likely to live in area code 905 (43%) followed by those living in Southwestern Ontario (38%). These individuals are more likely to be female (36%) than male (30%), older (55+ 35%), upper middle to the lowest income earners ($99,000 and less 33%) and are the least educated (37%). Those living in the North (33%) and both the East (32%) in the GTA (32%) are more likely to fall into this group that those residing in Hamilton/Niagara (28%) and the 416-area code (17%).

I will not vote in the next provincial election in June 2022 5%   Of note, these individuals are most likely to be the lowest income earners (less than $50,000 11 %), the lowest educated (10%), living in either Southwestern Ontario (10%) or the 416-area code (9%), and are male (8%) and middle-aged (35 – 54 8%).

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Methodology

These are the findings of a Maru Public Opinion survey conducted by the sample and data services experts at Maru/Blue between April 17-19, 2021, among 815 randomly selected Canadian adults who are Maru Voice Canada online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 3.4%, 19 times out of 20. The results have been weighted by education, age, and gender to match the population according to Census data which ensures the sample is representative of the entire Ontario adult population. Discrepancies in or between totals when compared to the data tables are due to rounding. Maru/Blue https://www.marugroup.net/maru-blue is rooted in the Maru/HUB technology platform and offers on-demand, high quality, highly scalable online community samples of deeply engaged, known respondents.

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