

Highway 413 Project

Sussex Strategy Group | 30 April 2022

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METHODOLOGY

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HIGHWAY 413 PROJECT - QUANTITATIVE MARKET RESEARCH

This study was conducted between April 27th and 28th, 2022, among a sample of 3,009 respondents who were eligible voters in Ontario and members of Maru Blue's online panel. For comparison purposes, a probability sample of a similar size would have a margin of error of +/- 1.86%, 19 times out of 20. Discrepancies in or between totals are due to rounding.

WHERE & HOW WAS THE STUDY CONDUCTED?

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

KEY HIGHLIGHTS

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- 1.** 6 out of 10 respondents were aware of the 413 HWY project. Males were more aware than females were, and awareness was highest in the Greater Toronto Area.

- 2.** Across Ontario, 54% were in support of building the highway while 28% were opposed. Younger voters were somewhat more supportive than older voters. Support for the highway was highest in the Greater Toronto Area and Southwestern Ontario. More OLP supporters supported the building of the highway than were opposed to it. Supporters of the ONDP and Green Party were evenly split. Respondents who were “undecided” about who they would vote for were 2 to 1 in support of building of the highway.

- 3.** The ONDP and the OLP trail the PC’s by more than 15% overall. The ONDP and OLP continue to battle for the 2nd place position.

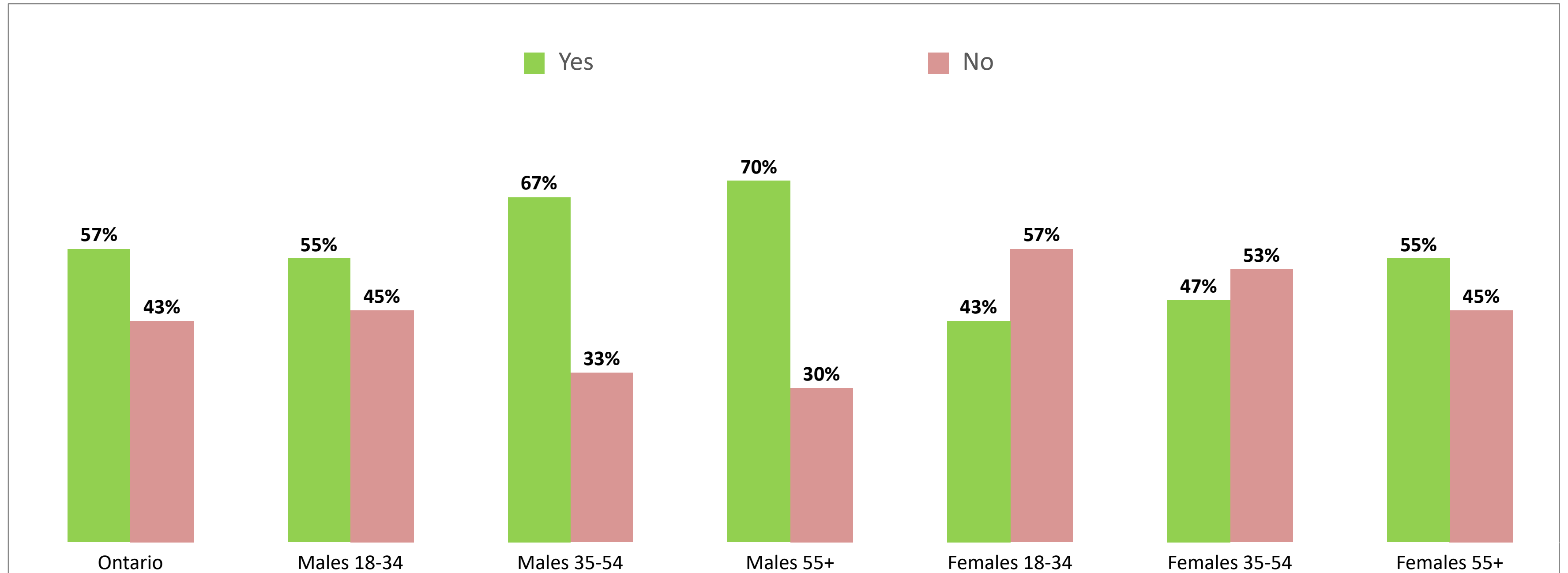
DETAILED FINDINGS

Q1.

AGE & GENDER

The government of Ontario has committed to building highway 413 along the western area of the Greater Toronto Area. Are you aware of this project? n=3009

Overall, 6 out of 10 eligible voters were aware of the 413 HWY project. Males were much more aware of the project than females.

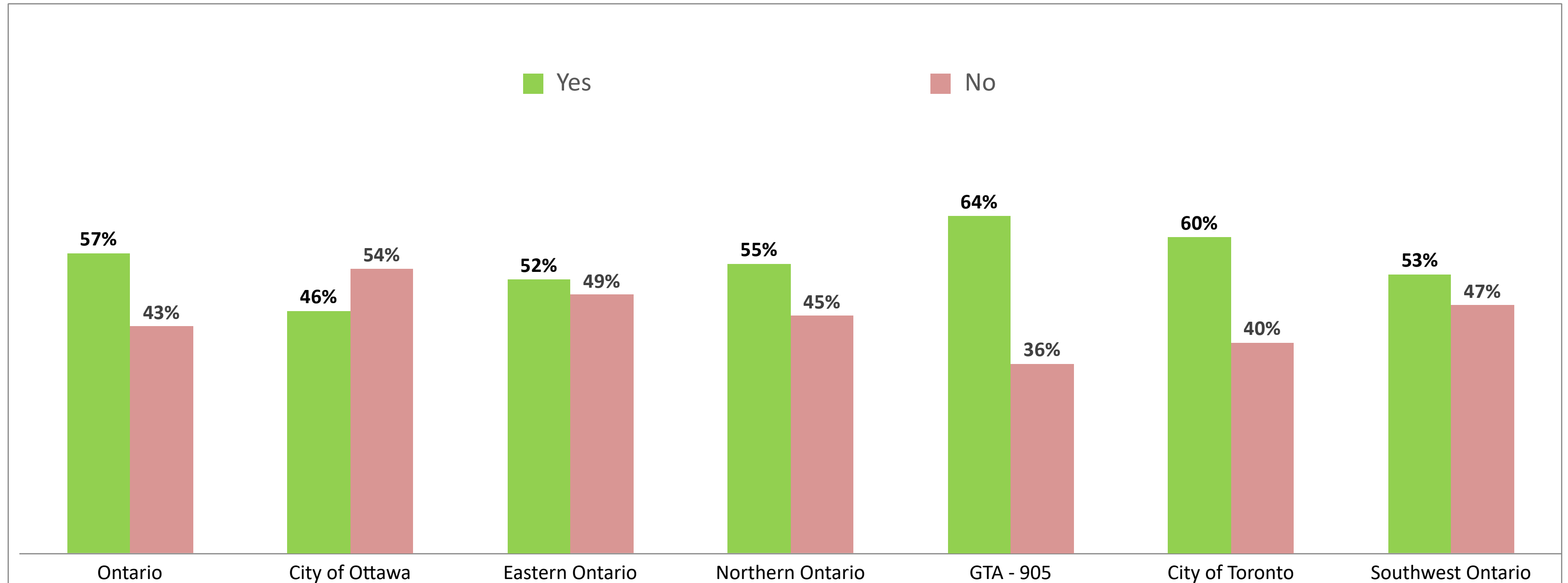


Q1.

REGIONS

The government of Ontario has committed to building highway 413 along the western area of the Greater Toronto Area. Are you aware of this project? n=3009

Awareness was higher in the Greater Toronto Area.

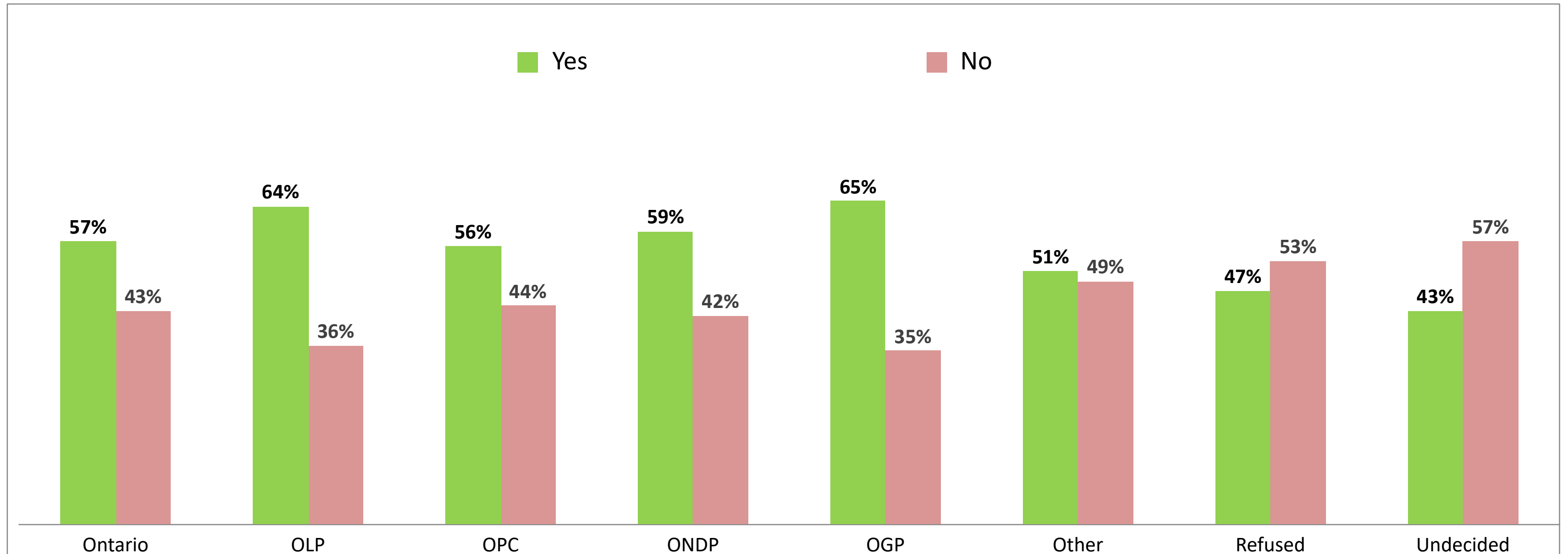


Q1.

BALLOT TEST

The government of Ontario has committed to building highway 413 along the western area of the Greater Toronto Area. Are you aware of this project? n=3009

Awareness was somewhat higher with OLP and Green Party supporters.

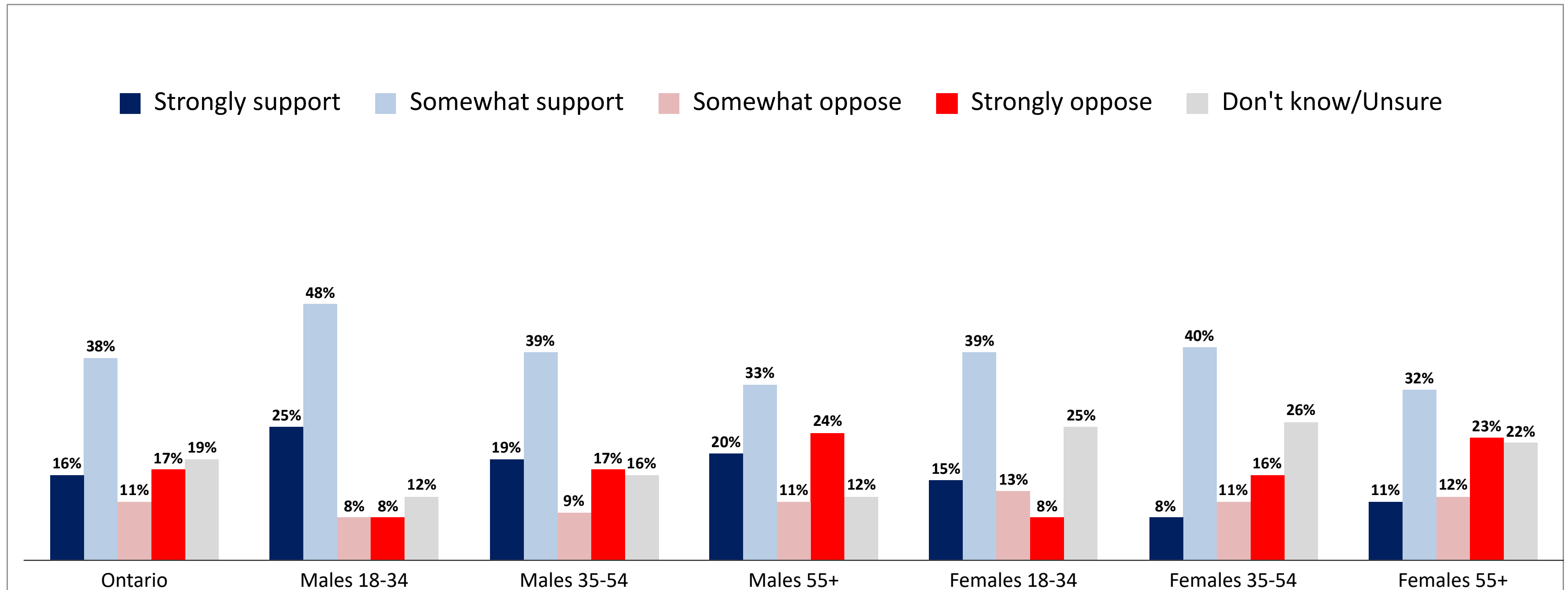


Q2.

AGE & GENDER

Based on what you know about this proposed Highway, do you support or oppose the building of the highway? n= 3009

54% supported the building of the highway while 28% were opposed. Younger voters were somewhat more supportive than older voters.

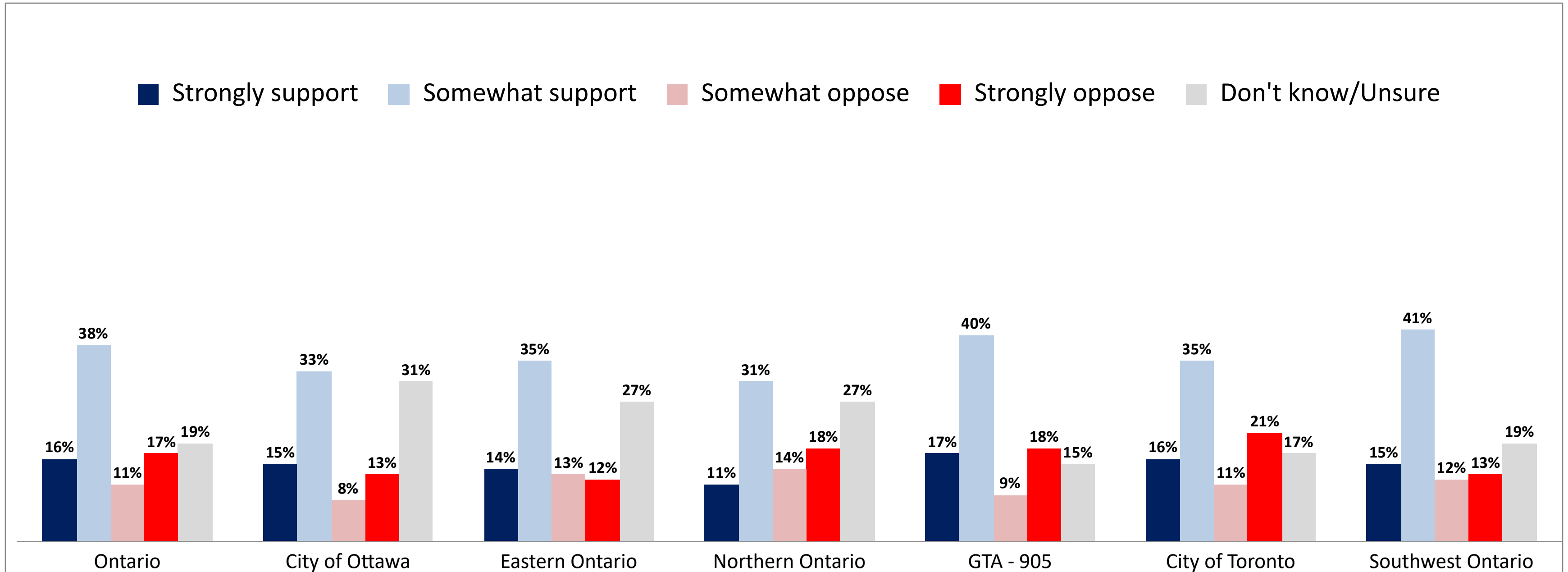


Q2.

REGION

Based on what you know about this proposed Highway, do you support or oppose the building of the highway? n= 3009

Support for the highway was highest in the 905/ Greater Toronto Area and Southwest Ontario.

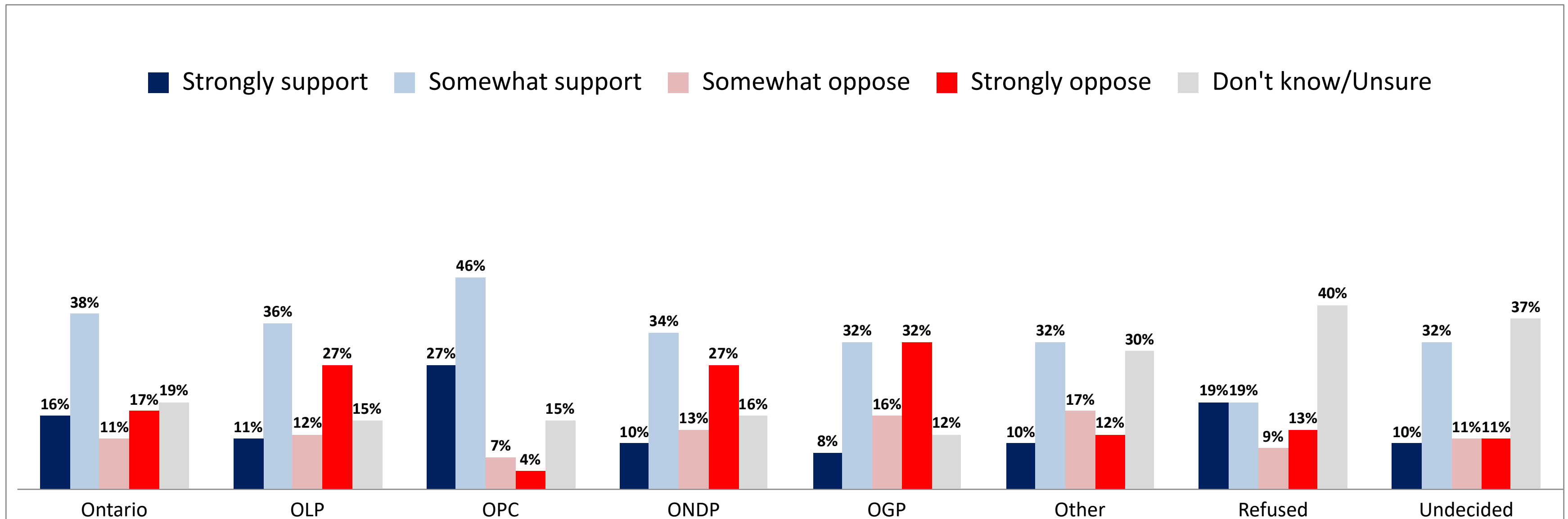


Q2.

BALLOT TEST

Based on what you know about this proposed Highway, do you support or oppose the building of the highway? n= 3009

More OLP supporters supported the building of the highway than were opposed to it. Supporters of the ONDP and Green Party were evenly split. Those voters who were “undecided” about who they would vote for were 2 to 1 in support of building of the highway.

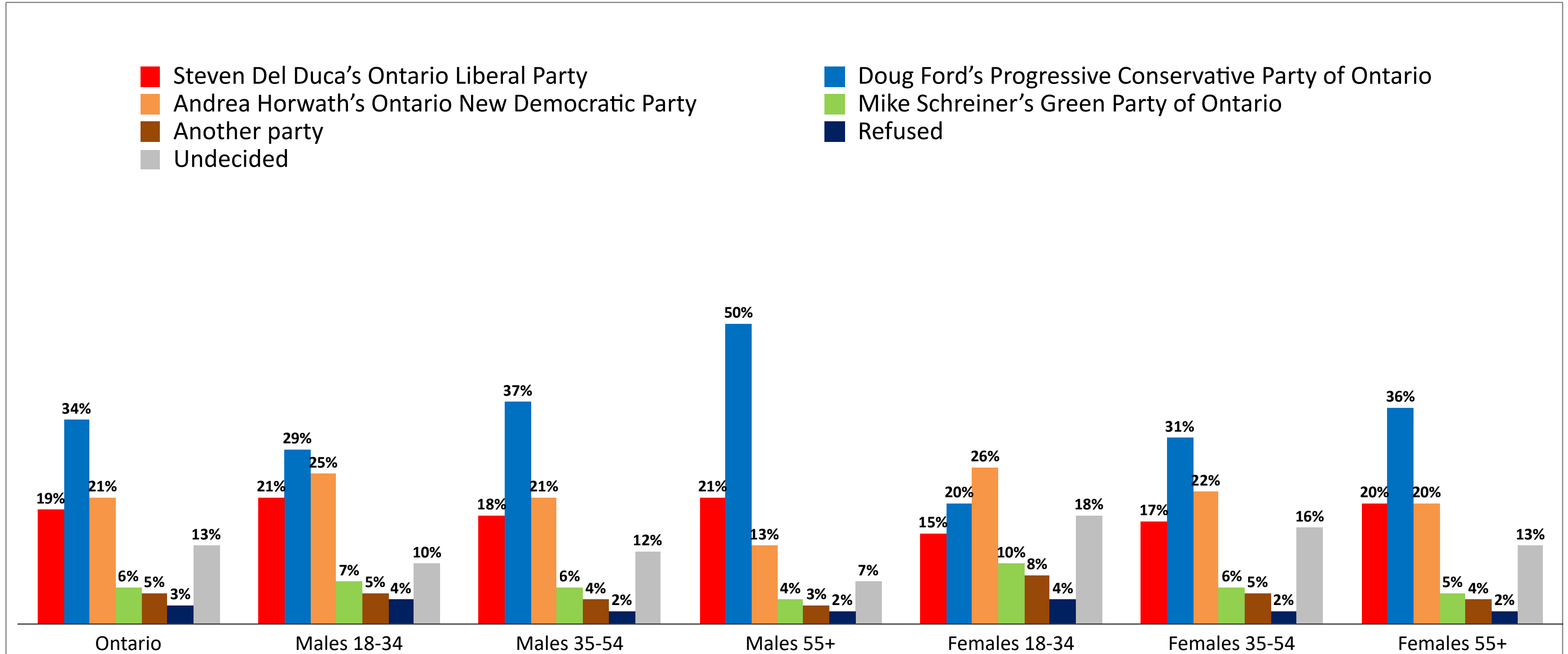


PROVINCIAL BALLOT

Q3.

AGE & GENDER

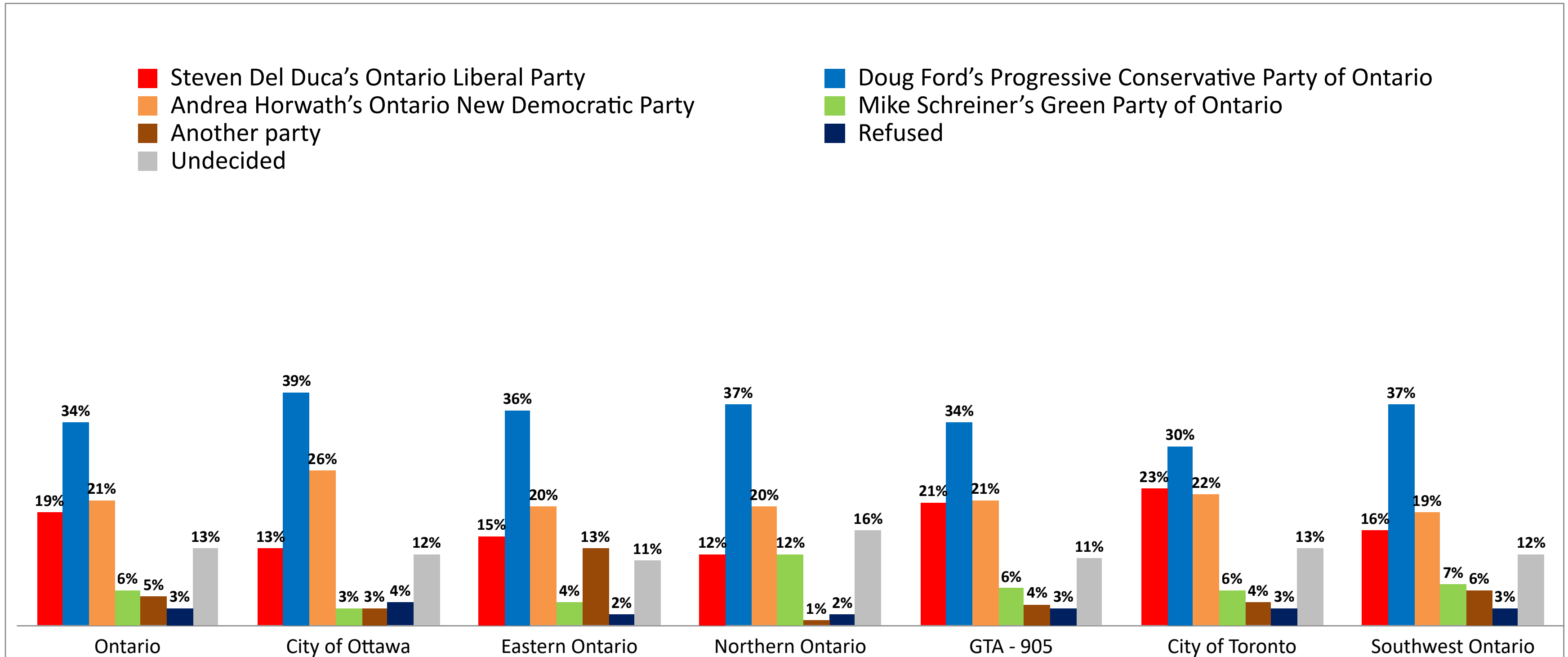
Thinking about provincial politics in Ontario, which Party would you most likely vote for if a provincial election were held tomorrow? n=3009



Q3.

REGIONS

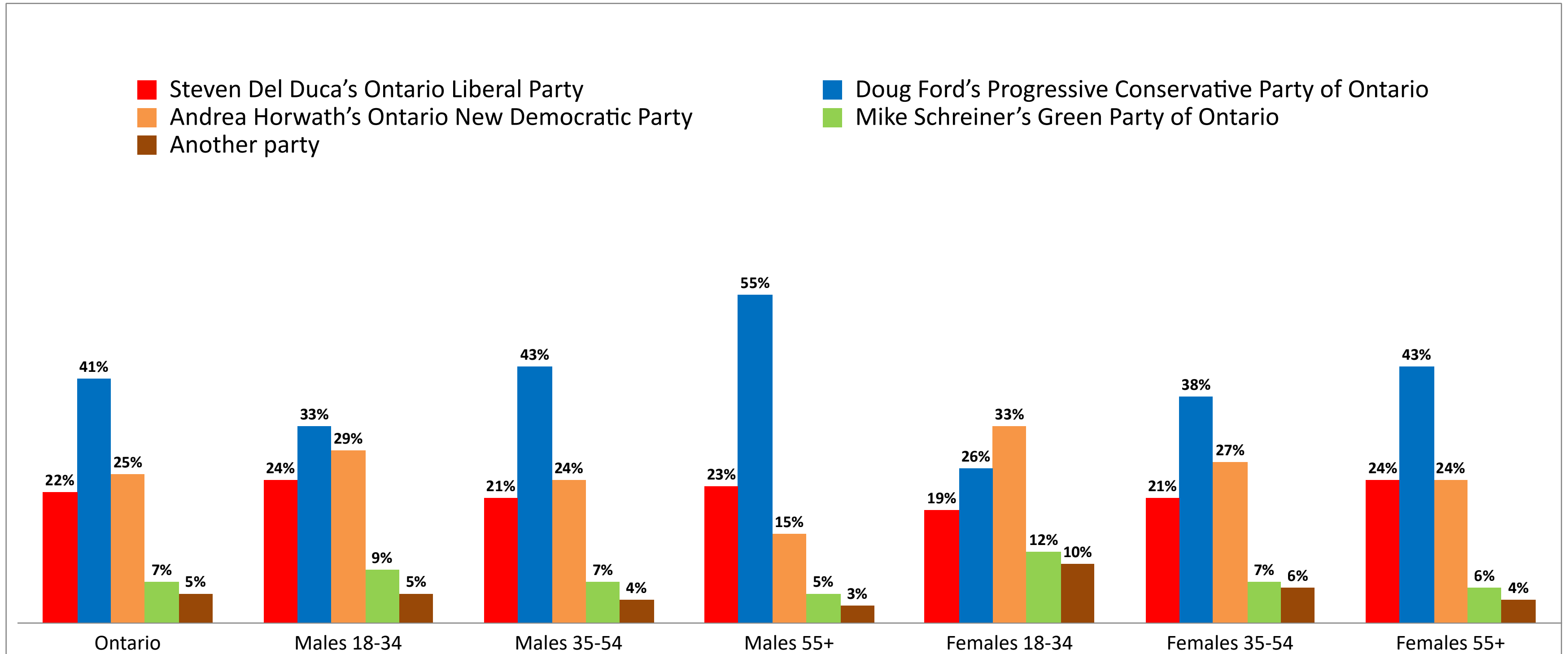
Thinking about provincial politics in Ontario, which Party would you most likely vote for if a provincial election were held tomorrow? n=3009



Q3.

AGE & GENDER

[Decided Voters] Thinking about provincial politics in Ontario, which Party would you most likely vote for if a provincial election were held tomorrow? n=2617



Q3.

REGIONS

[Decided Voters] Thinking about provincial politics in Ontario, which Party would you most likely vote for if a provincial election were held tomorrow? n=1279

