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Public Affairs Association of Canada ▶▶

Ontario Mid-Term Report



Prepared for:

Public Affairs Association of Canada

October 8th, 2009

About INNOVATIVE

INNOVATIVE is a national research and strategy firm that helps clients answer critical questions in order to assess public and corporate affairs challenges, identify and evaluate potential solutions, and monitor success.

We use research to develop and evaluate communications strategies and strategic action.

Services

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Communications

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Online | Telephone
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Focus Groups | Elite
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Policy Analysis

Media Content
Analysis

Syndicated Studies

Canada This Week

Canada This Month
Ontario This Month

Understanding
NIMBYism

Canadian Aboriginal
Affairs



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Methodology

- The online survey was conducted among **1,095** current members of the INNOVATIVE's Canada 20/20 panel in **Ontario** from September 17th to September 30th, 2009.
- The Canada 20/20 Panel is recruited from a wide variety of sources to be representative of the known distribution of Canadians by age, gender, region and language.
- Each survey is administered to a series of randomly selected sub samples of the panel and weighted according to Census data to ensure that the sample is representative of the age, gender, region and language breakdown of the Canadian population to provide results that are intended to approximate a probability sample.
- Each panellist is provided with a unique URL in their invitation so that only invited panel members are able to complete any specific survey. Each URL can only be used to complete one survey.
- An unweighted probability sample of **1,095** would have an estimated margin of error of ± 2.96 percentage points, 19 times out of 20.
- The margin of error will be larger within each sub-grouping of the sample

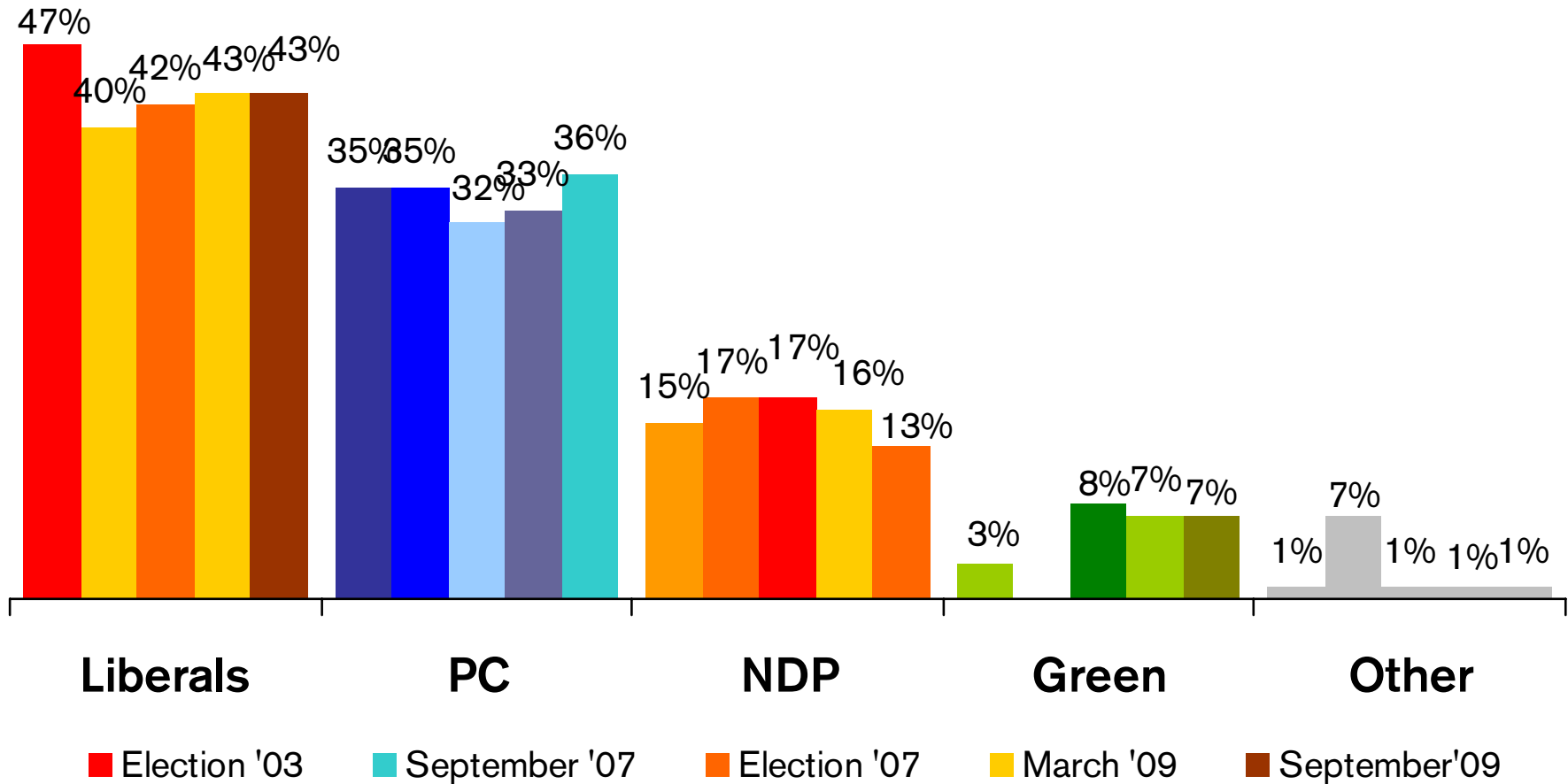


Provincial Vote and Outcomes



Liberals remain stable in Ontario, PC gained some ground over the summer

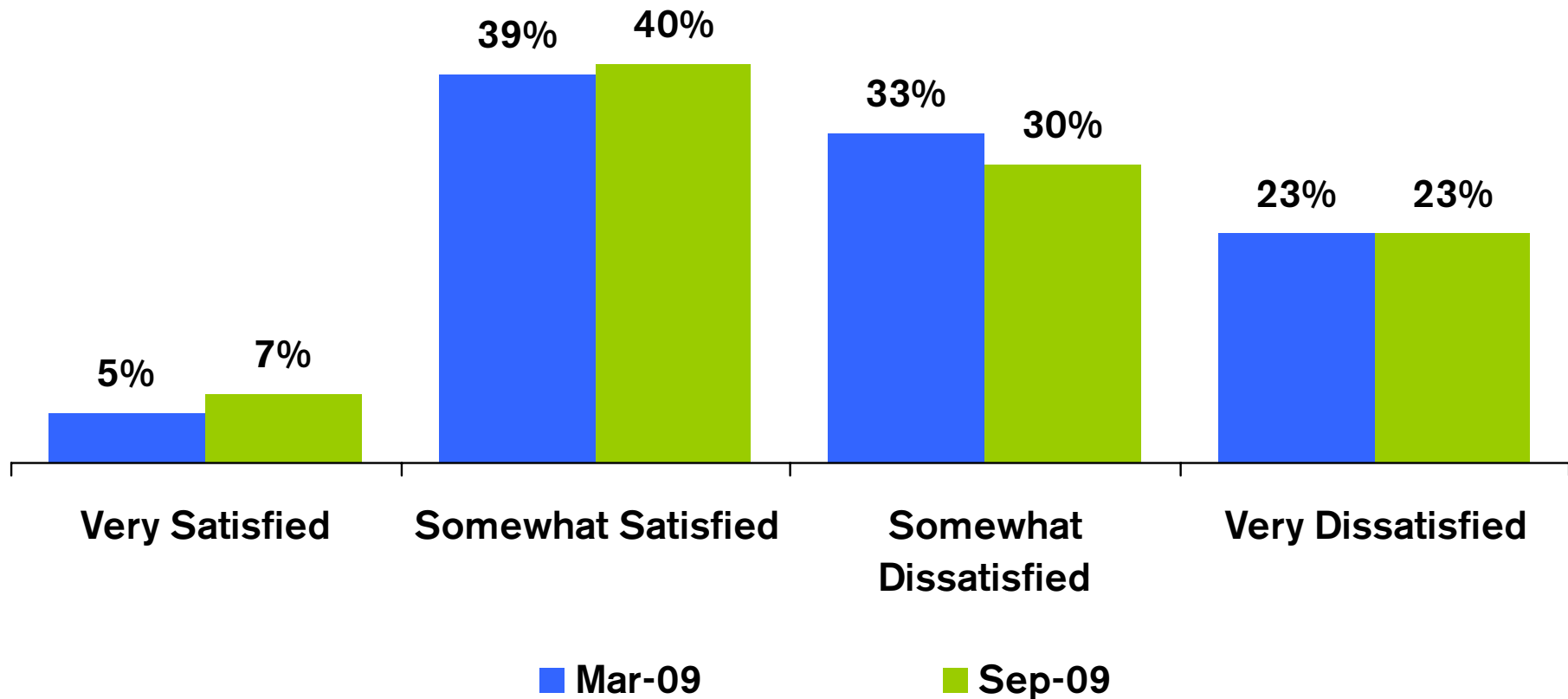
V Decided Provincial vote in Ontario



Ontarians remain split on their government satisfaction



Generally speaking, how satisfied are you with the performance of the PROVINCIAL government in Ontario? Would you say you are...

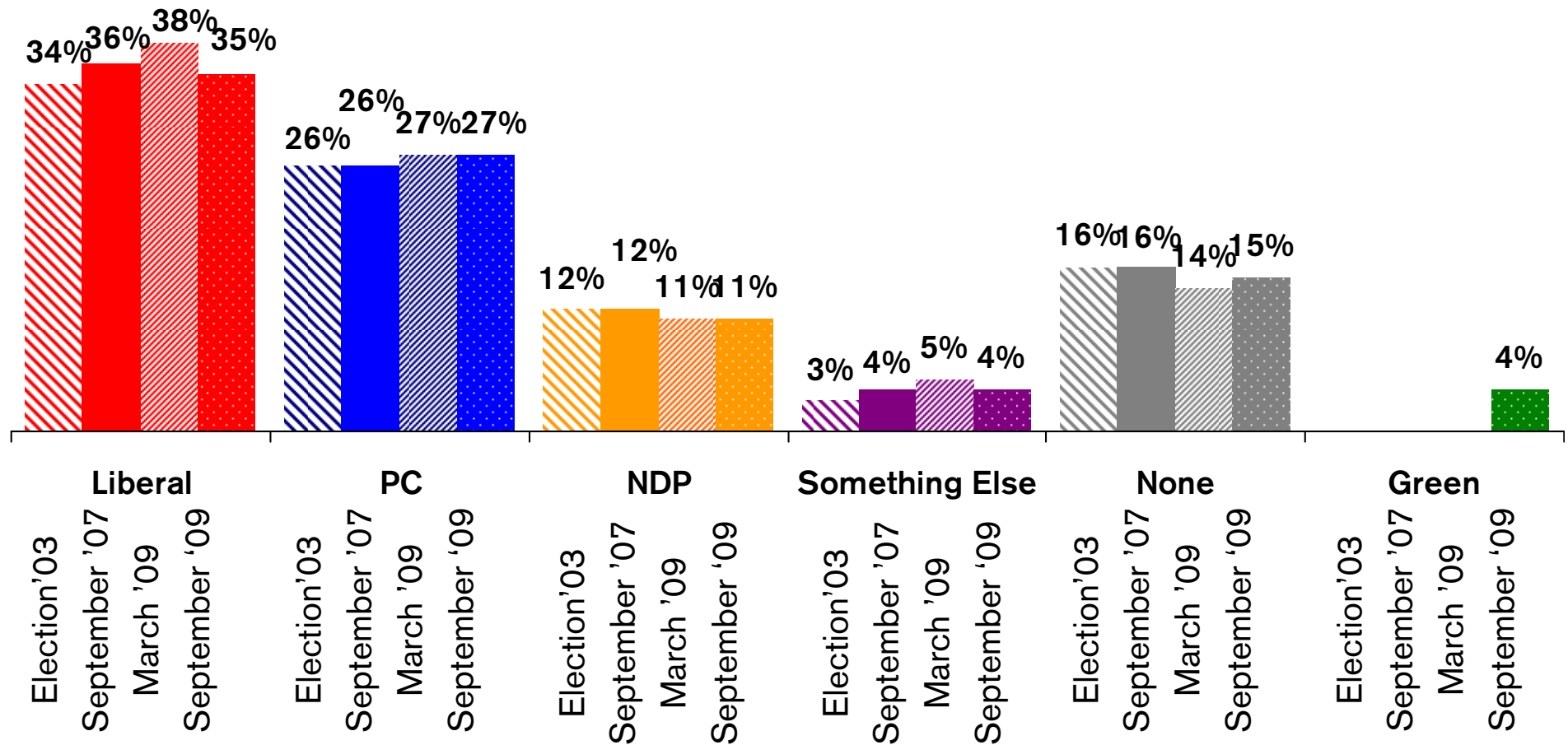


Party Evaluations



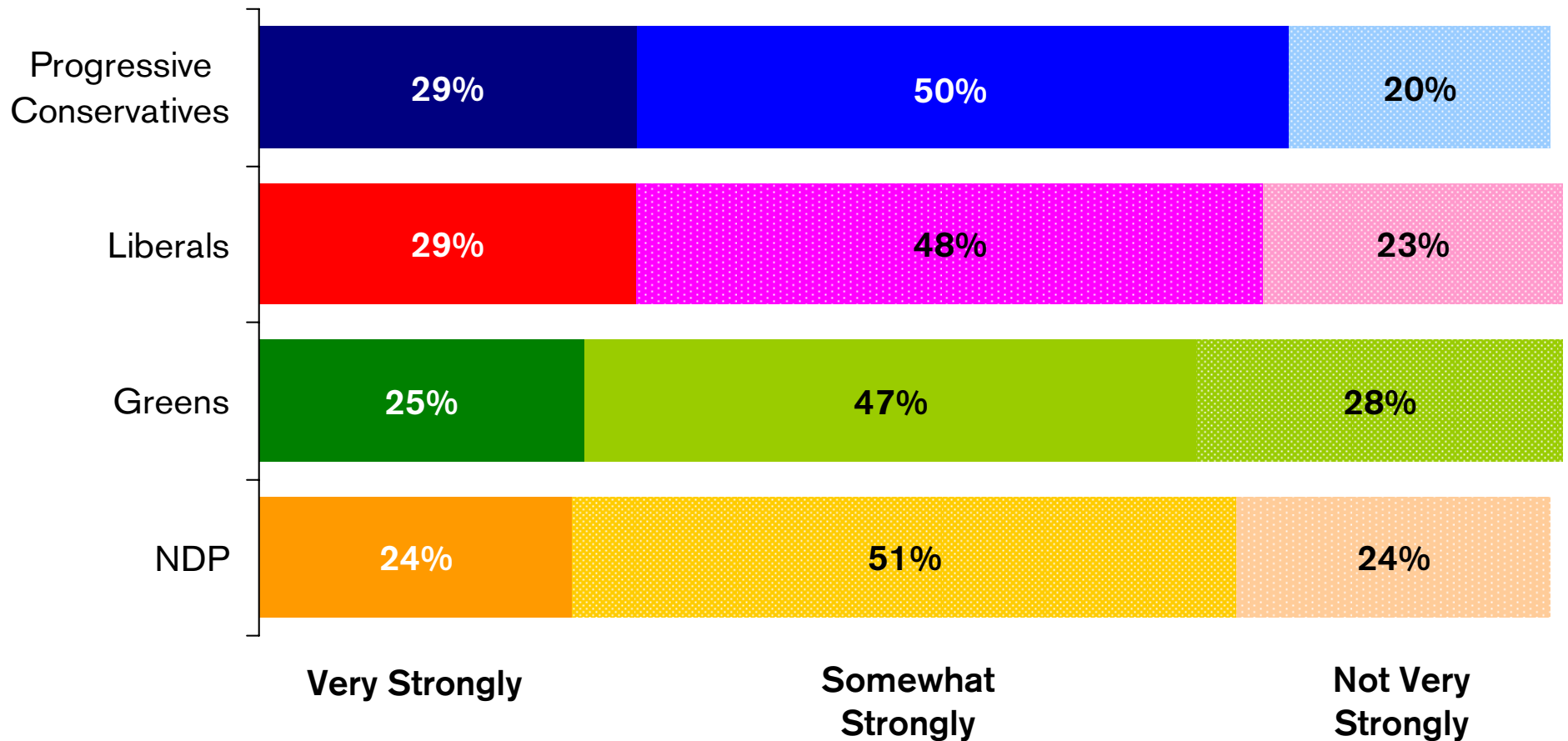
About one third say they are liberals, one in four Tories, and one in ten NDP.

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a...



Few major differences in intensity

Q How strongly do you view yourself as a Liberal, Progressive Conservative, NDP or Green? **VS.** Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a...



Note: 'Don't know' not shown

Understanding issue performance

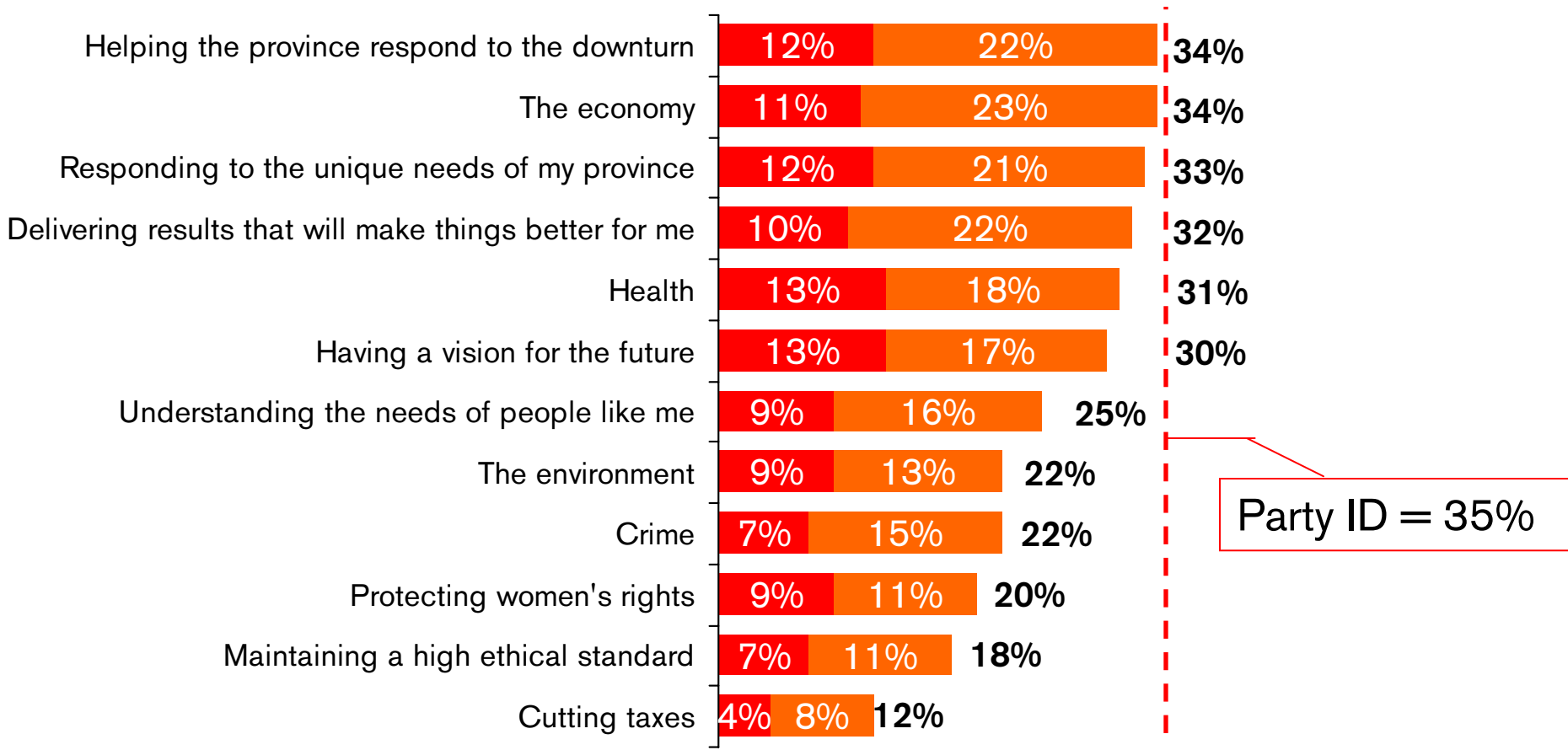


Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...?



Liberals underperforming on all issues

Q Please tell me which PROVINCIAL political party you think would do a better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about?



Party ID = 35%

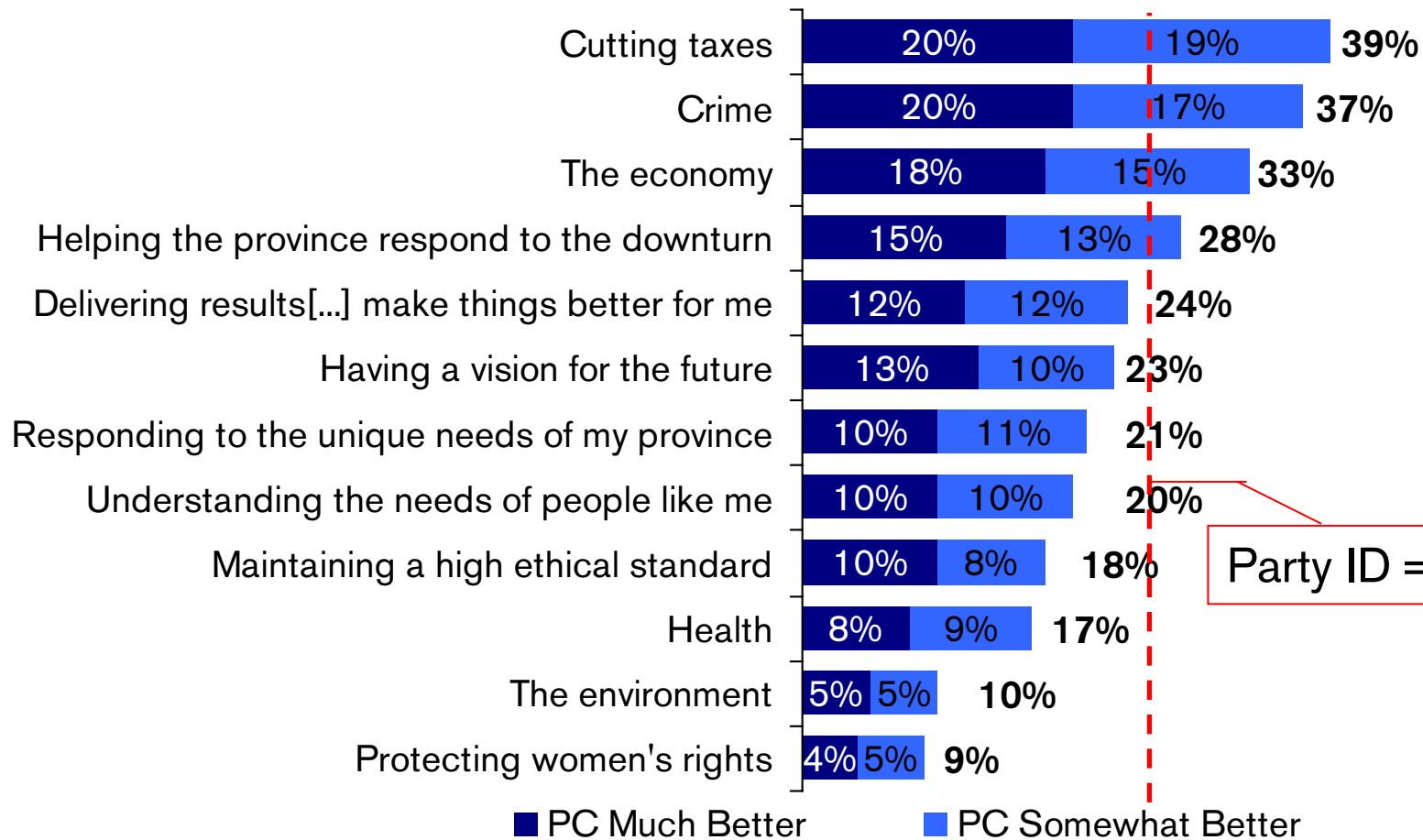
■ Liberal Much Better ■ Liberal Somewhat Better



Note: 'None/Don't know' not shown

PC outperforming its base on key economic issues and fighting crime

Q Please tell me which PROVINCIAL political party you think would do a better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about?



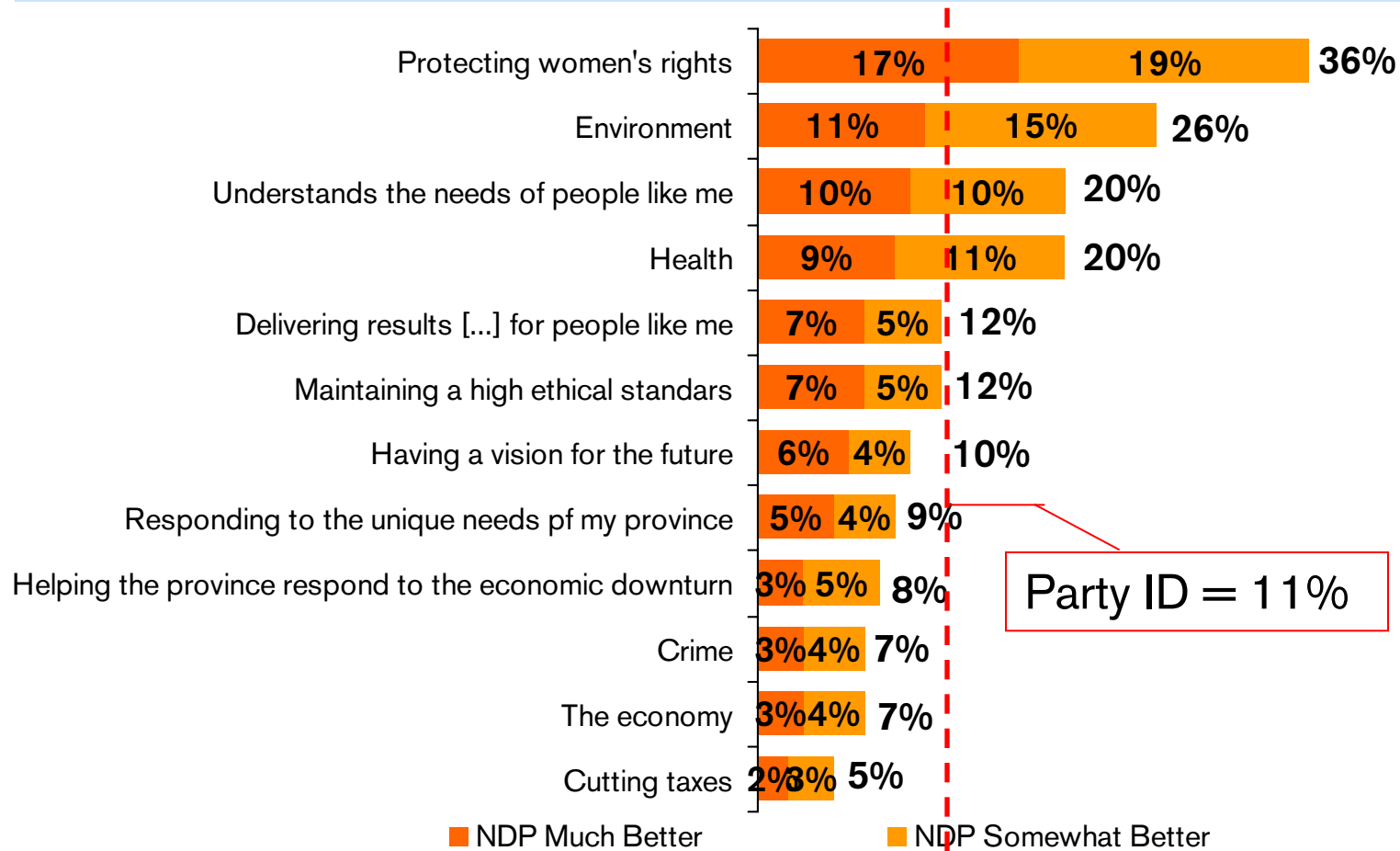
Party ID = 27%



Note: 'None/Don't know' not shown

NDP outperforms base on protecting women's right, environment and health ¹⁴

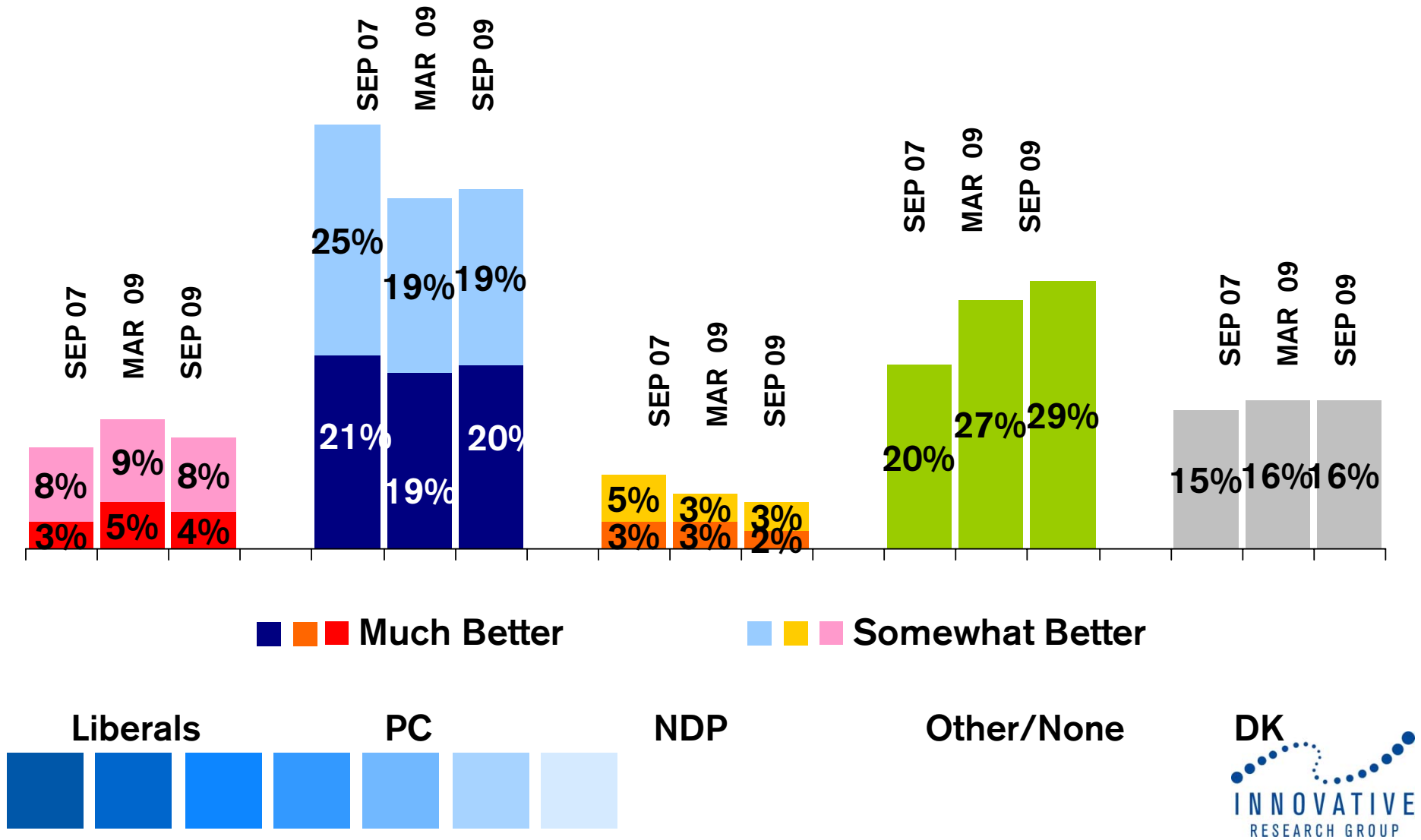
Q Please tell me which PROVINCIAL political party you think would do a better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about?



Note: 'None/Don't know' not shown

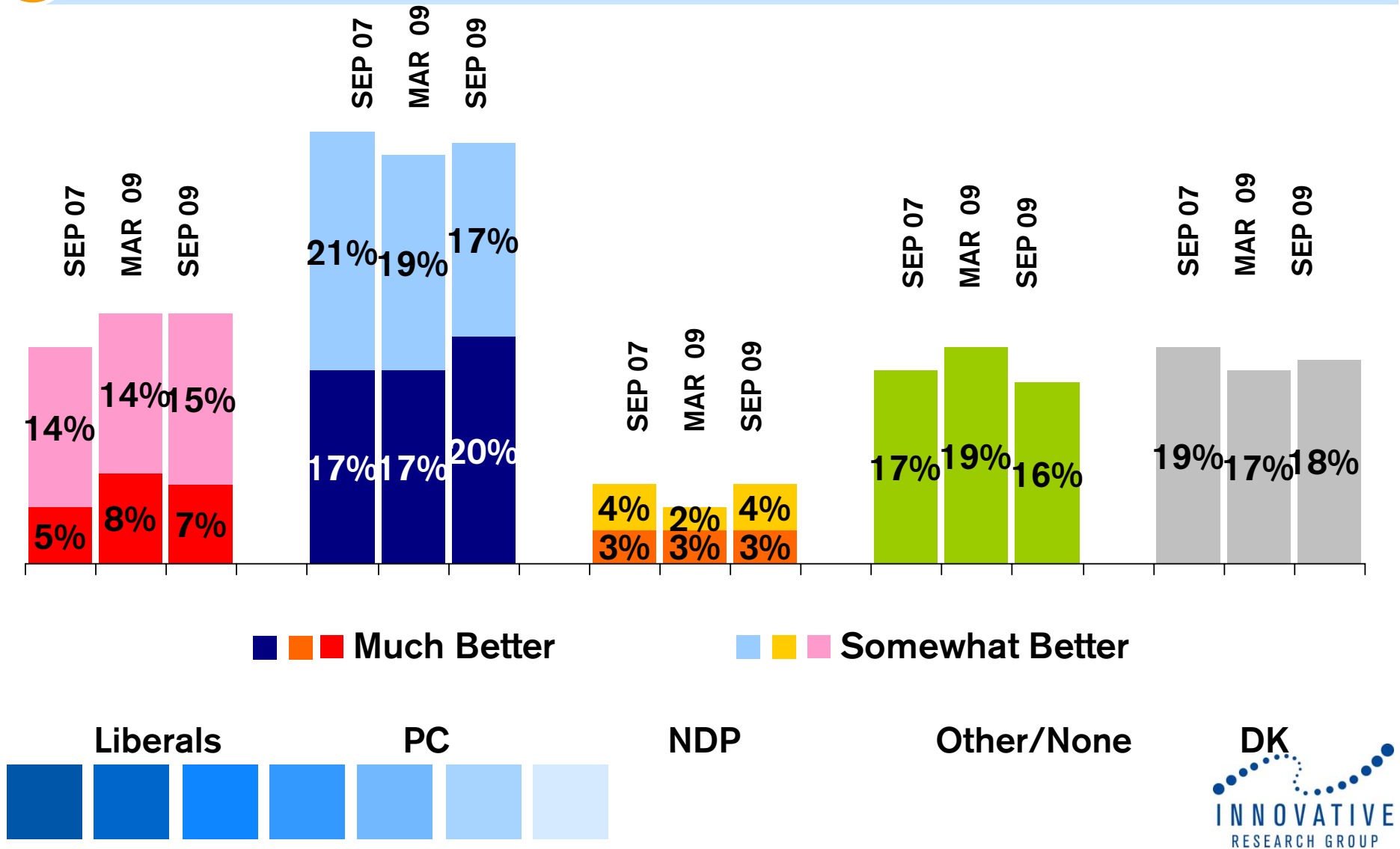
PCs maintain top choice for tax cuts

Q How about cutting taxes? **September 2007, March 2009 and September 2009**



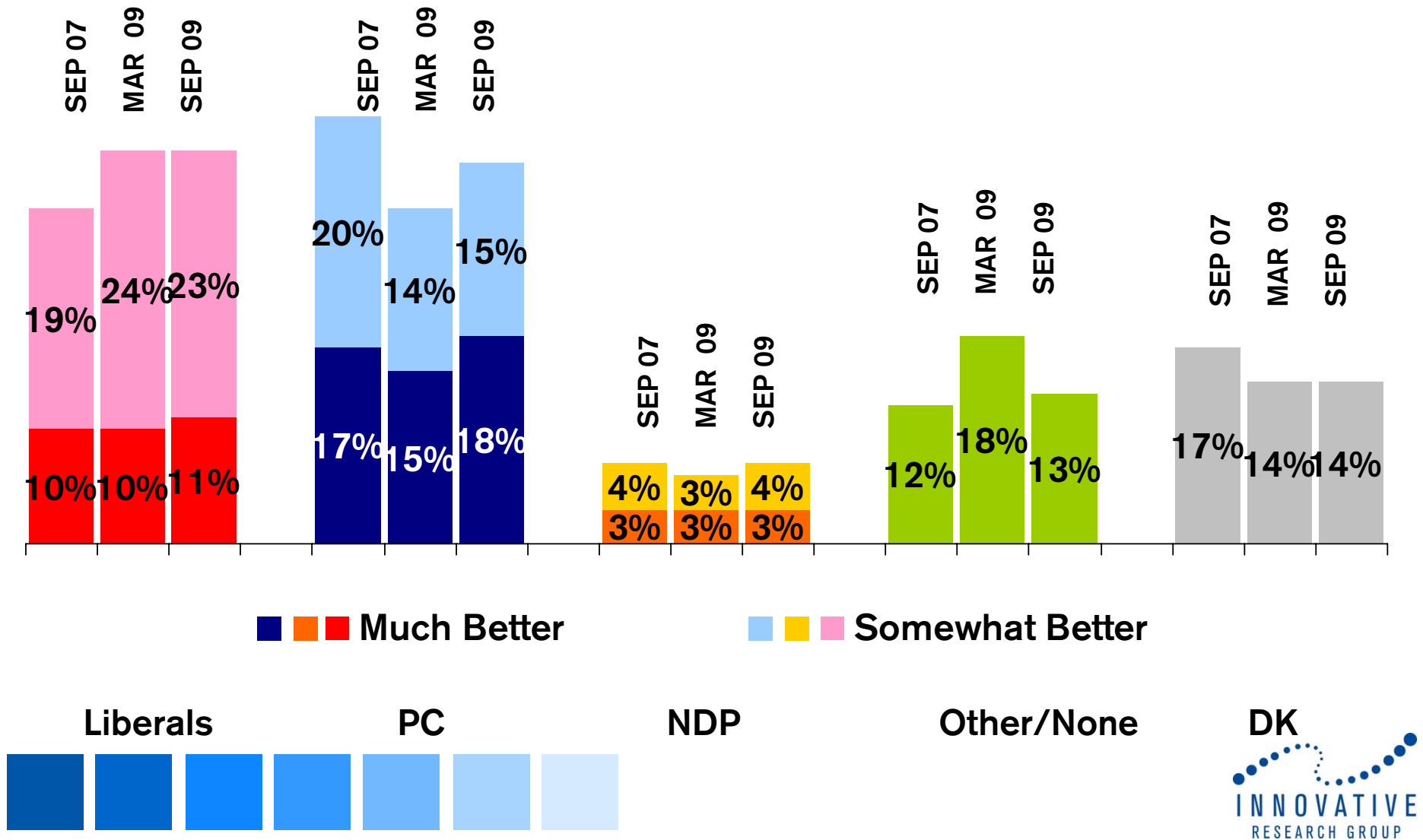
PCs remain 'tough on crime' top choice

Q How about crime? September 2007, March 2009 and September 2009



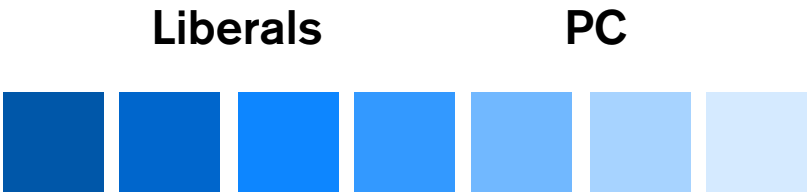
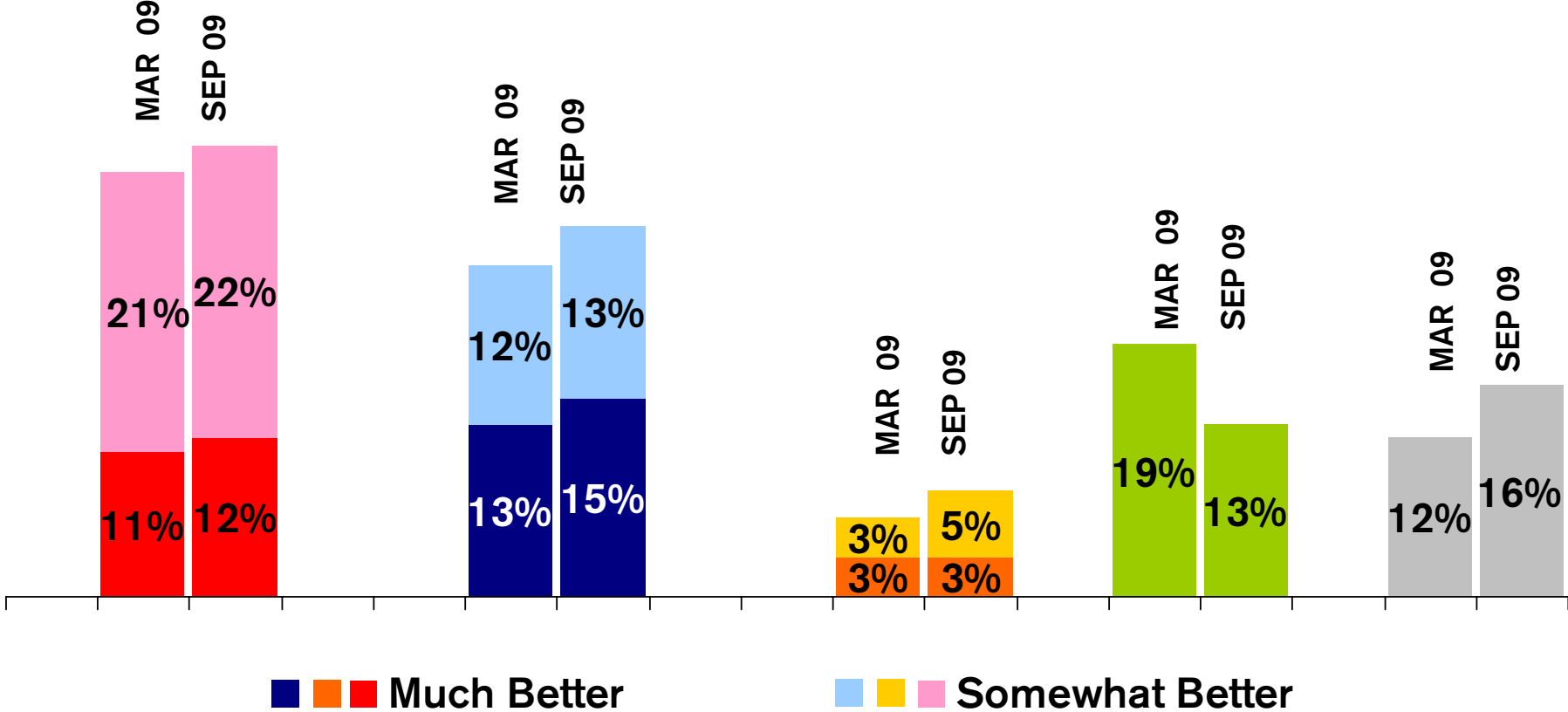
Liberals and Tories in tight race on improving economy

Q How about the economy? **September 2007, March 2009 and September 2009**



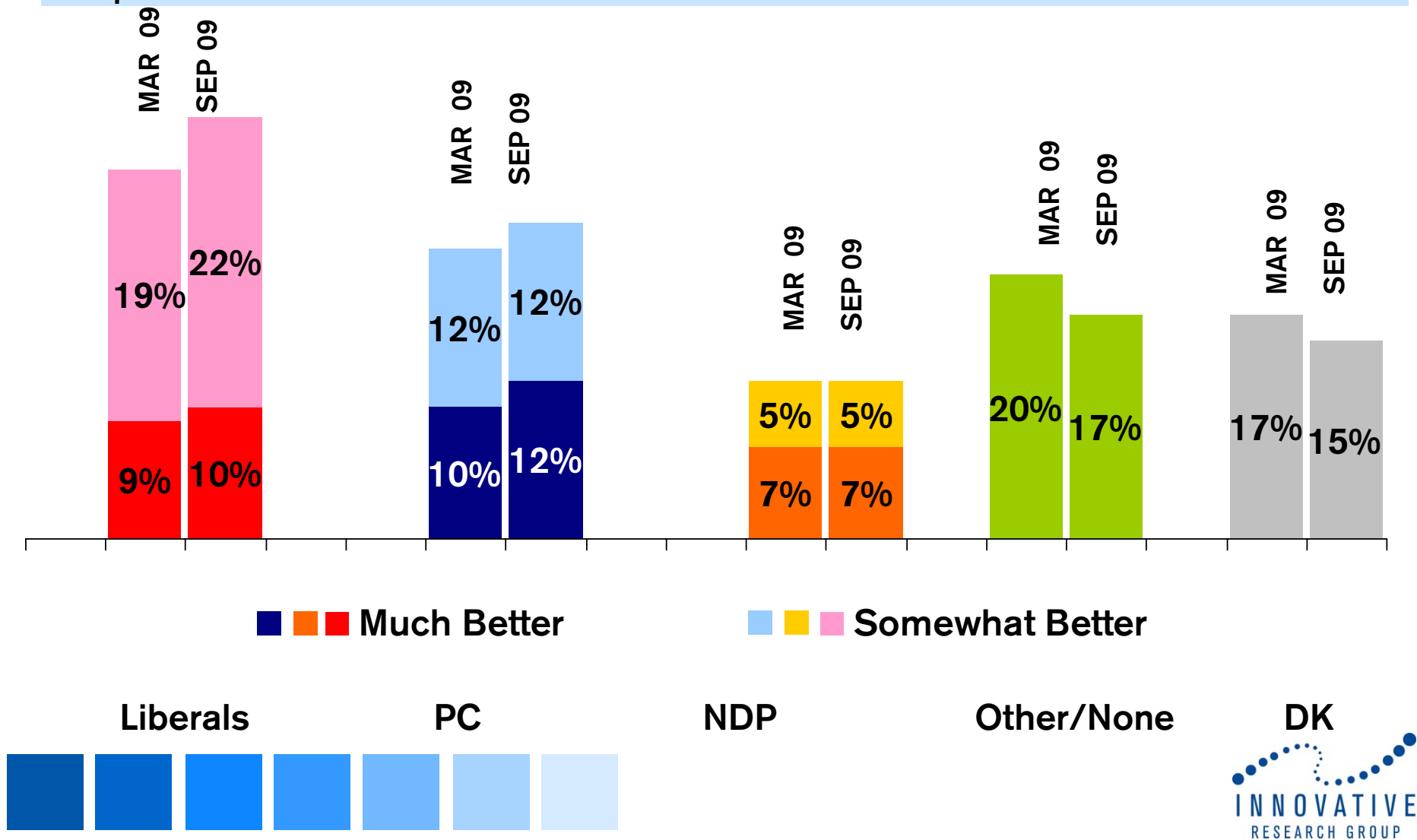
Liberals lead on responding to downturn

Q How about helping the province respond to the economic downturn? **March 2009 and September 2009**



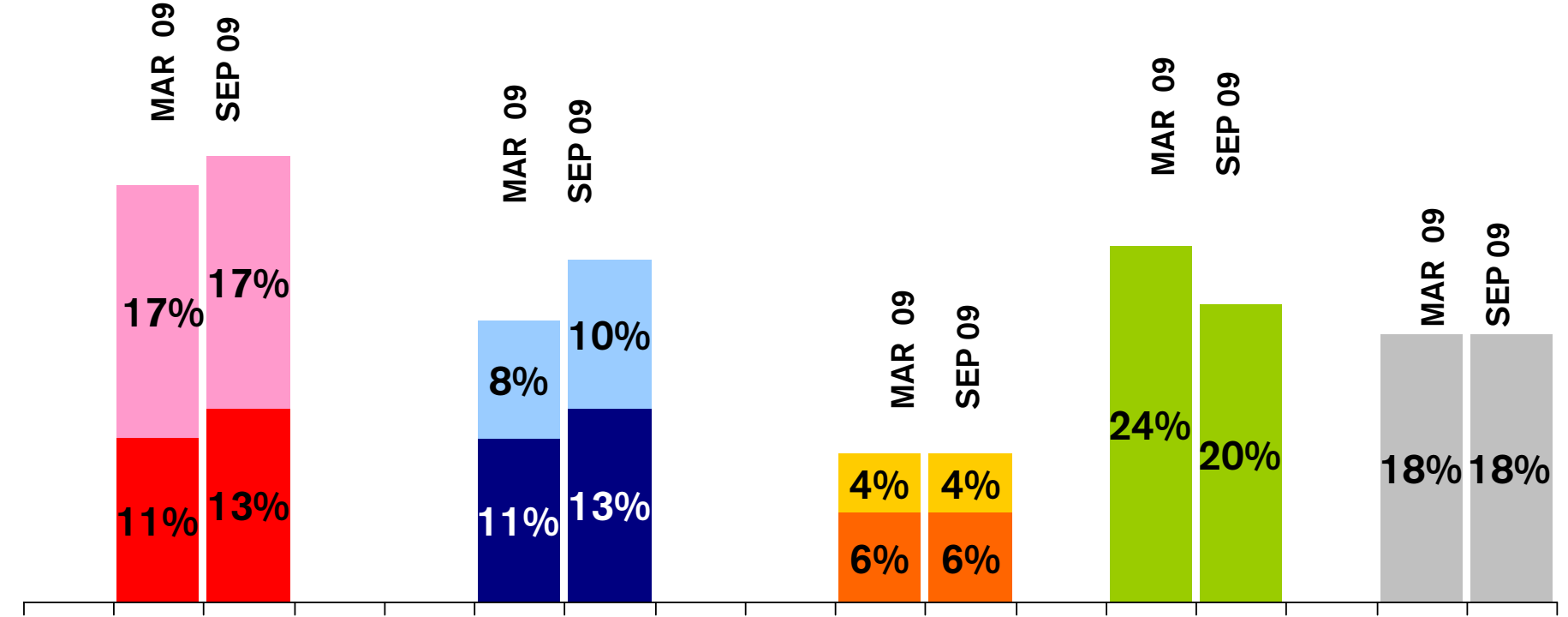
Slight increase in those saying PC is much better at making things better for 'people like you'

Q How about delivering results that will make things better for people like you? **March 2009 and September 2009**

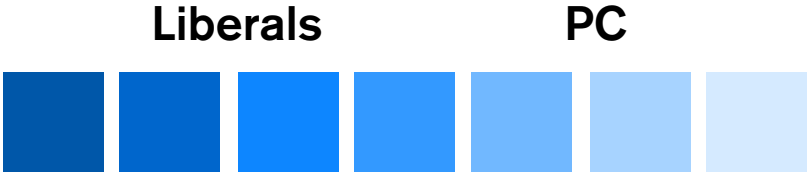


Liberals and PC gain on 'having a vision for the future'

Q How about having a vision for the future? March 2009 and September 2009

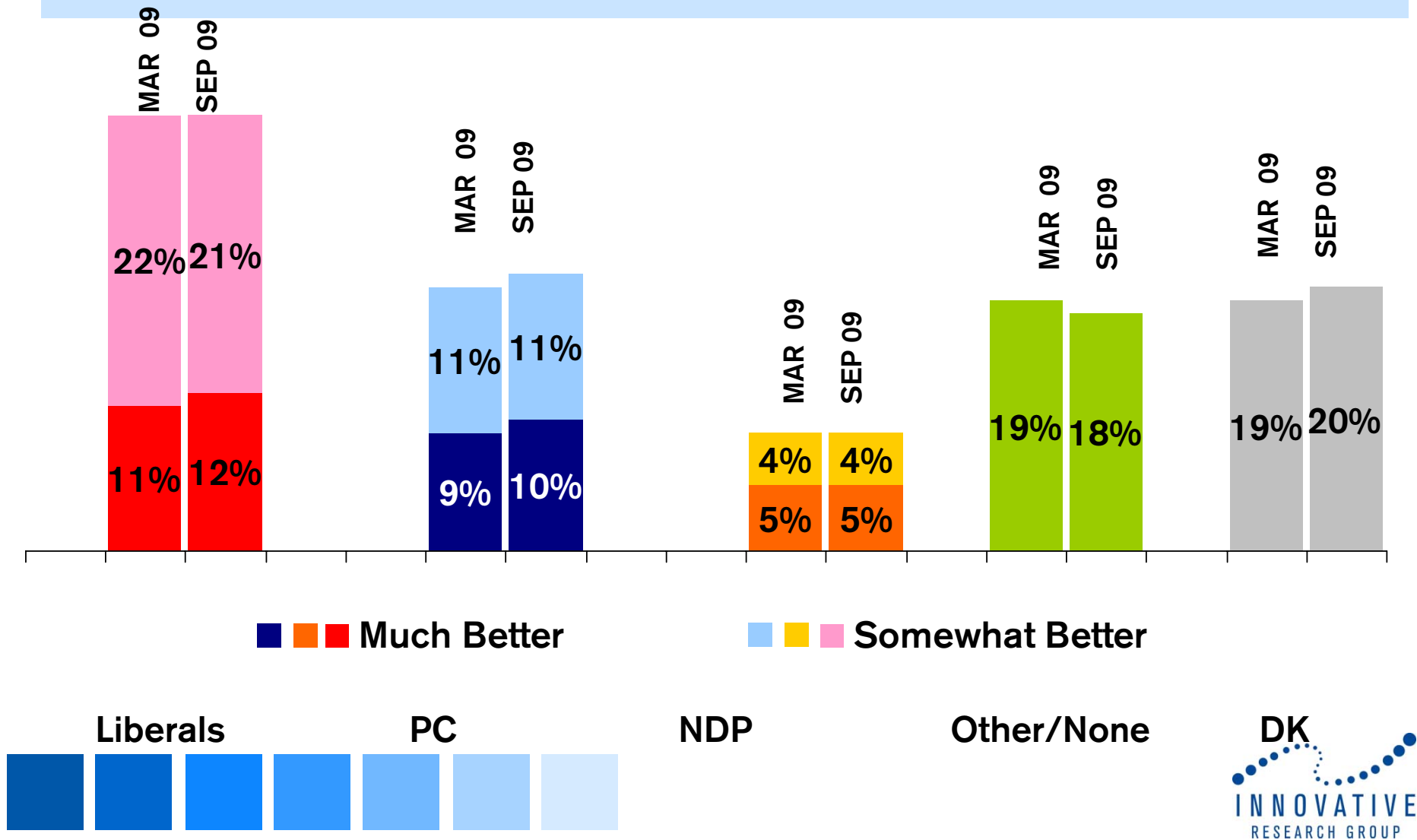


■ ■ ■ Much Better ■ ■ ■ Somewhat Better



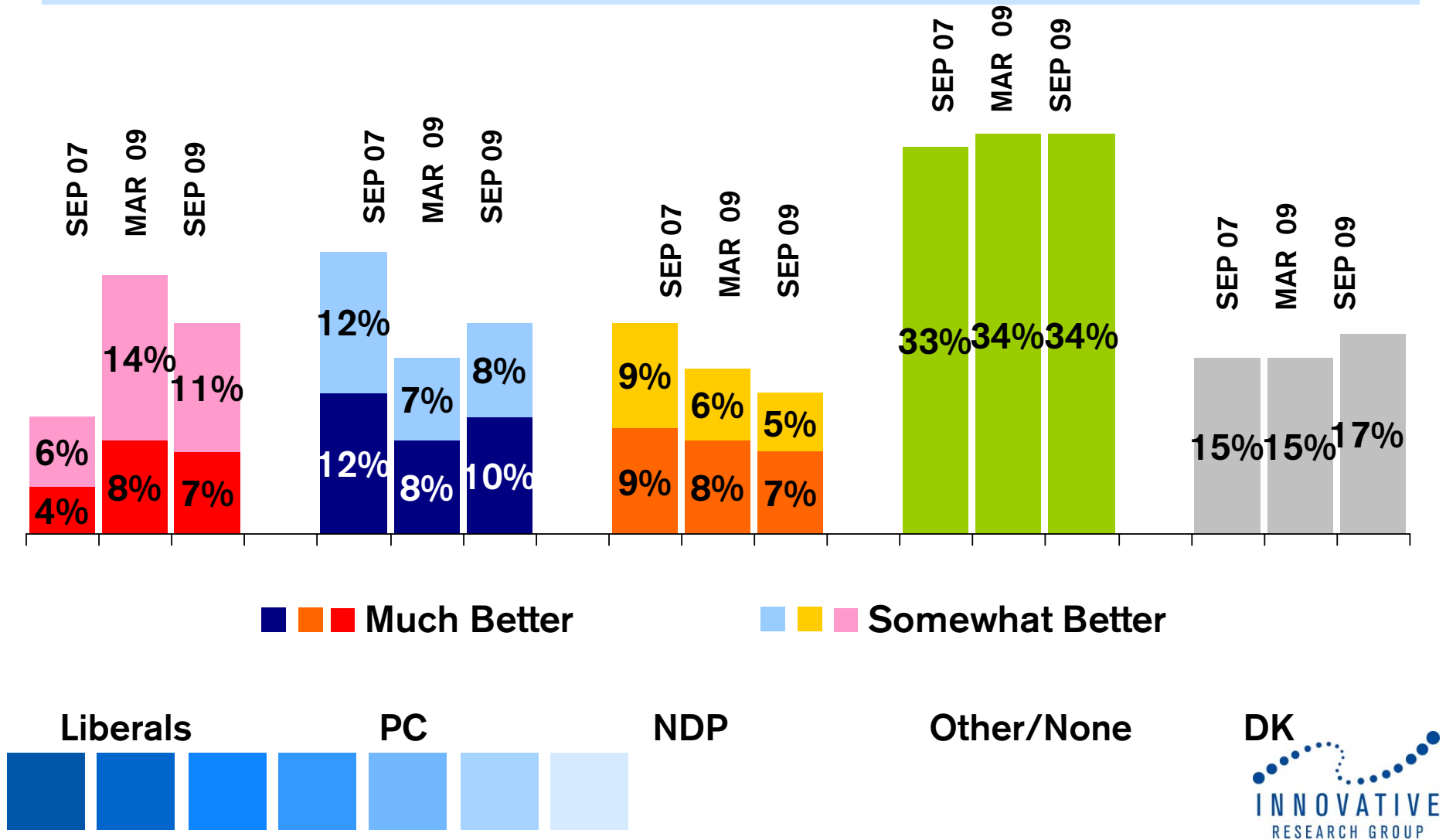
Liberals remain top choice for the unique needs of Ontario

Q How about responding to the unique needs of your province? **March 2009** and **September 2009**



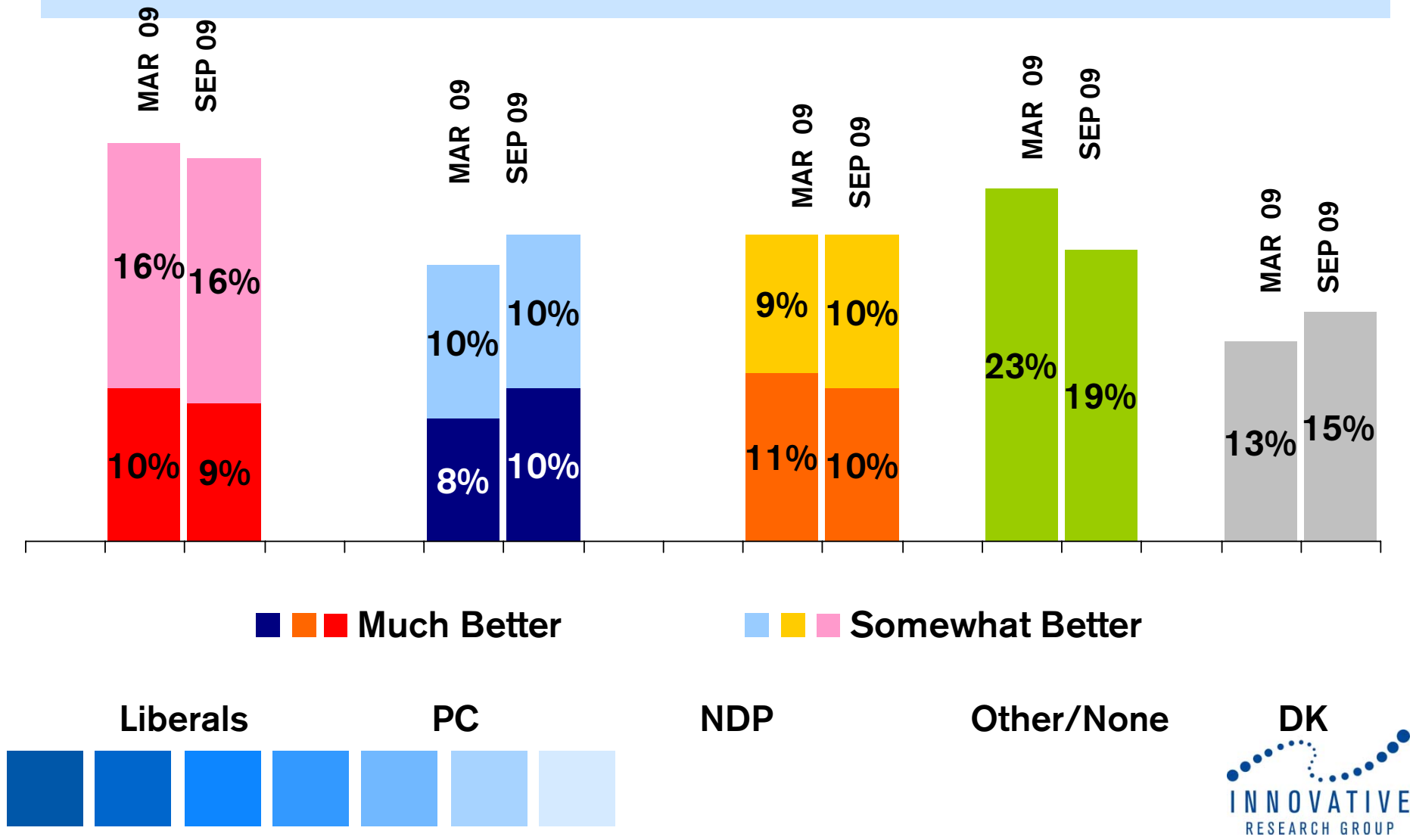
Public is sceptic on which party is best at ethics

Q How about maintaining a high ethical standard? **September 2007, March 2009 and September 2009**



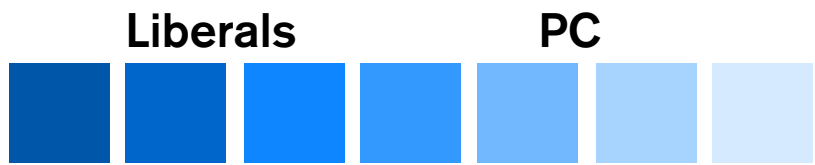
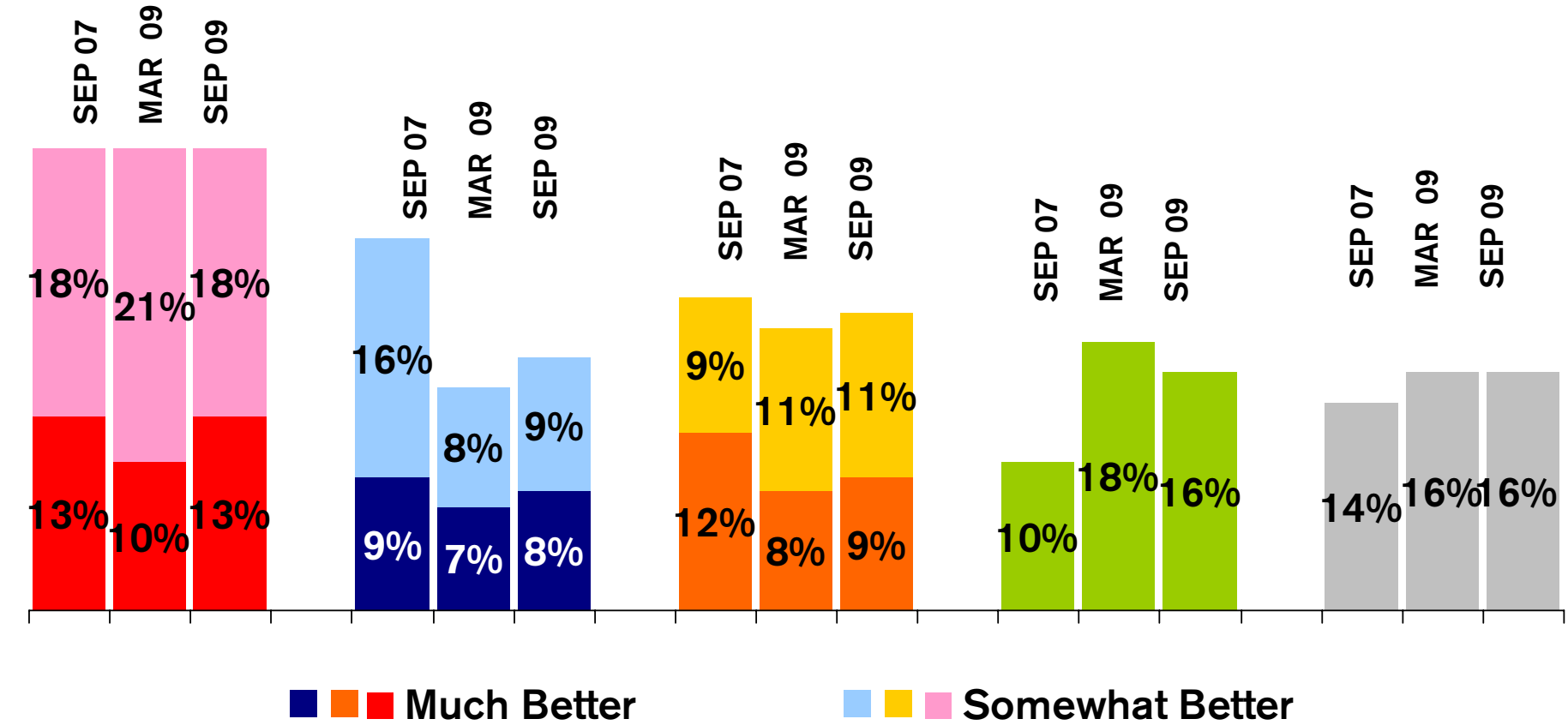
PC slightly improves on 'understanding the needs of people like you'

Q How about understanding the needs of people like you? **March 2009 and September 2009**



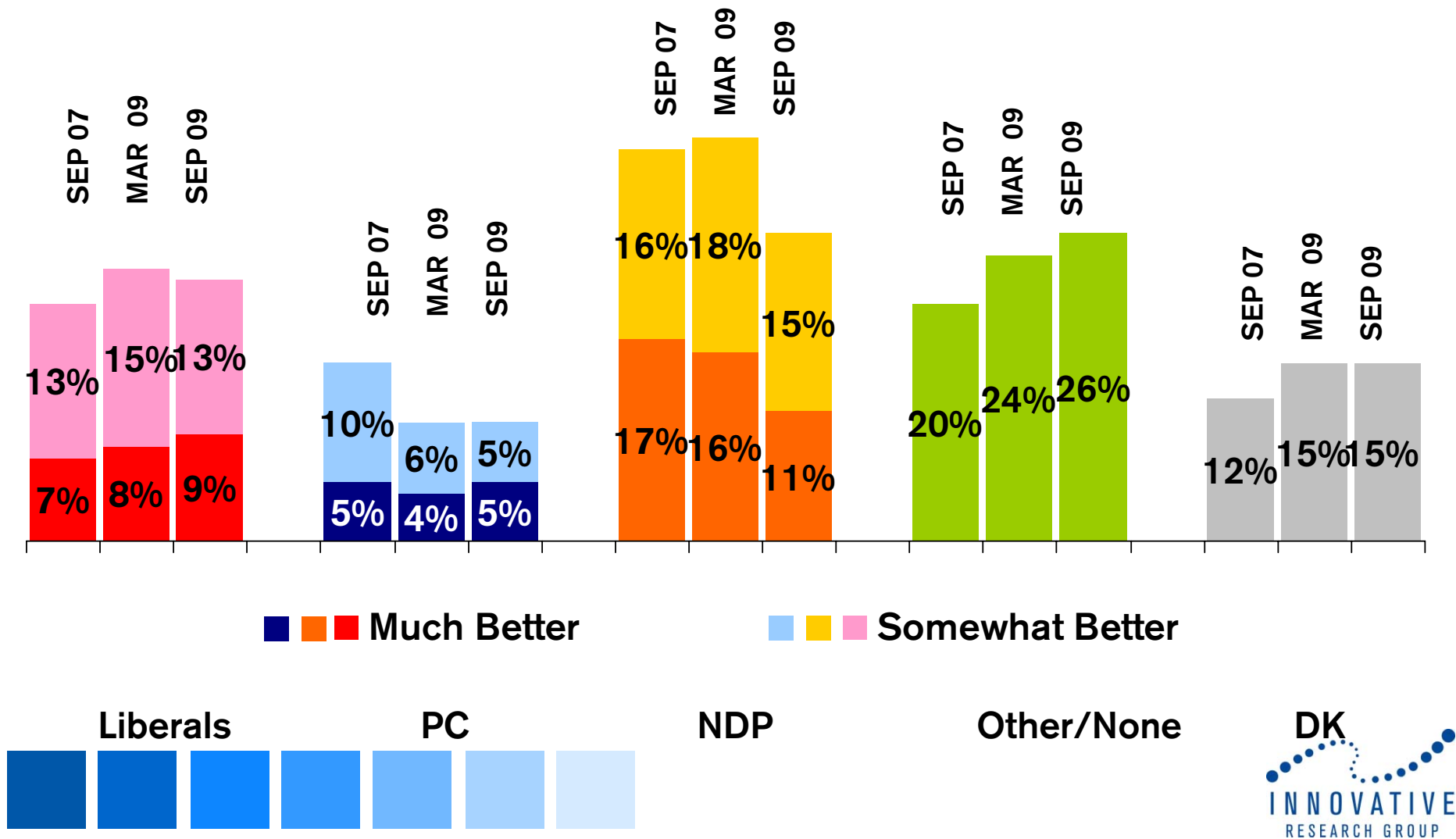
Liberals remain top choice for health matters

Q How about health? September 2007, March 2009 and September 2009



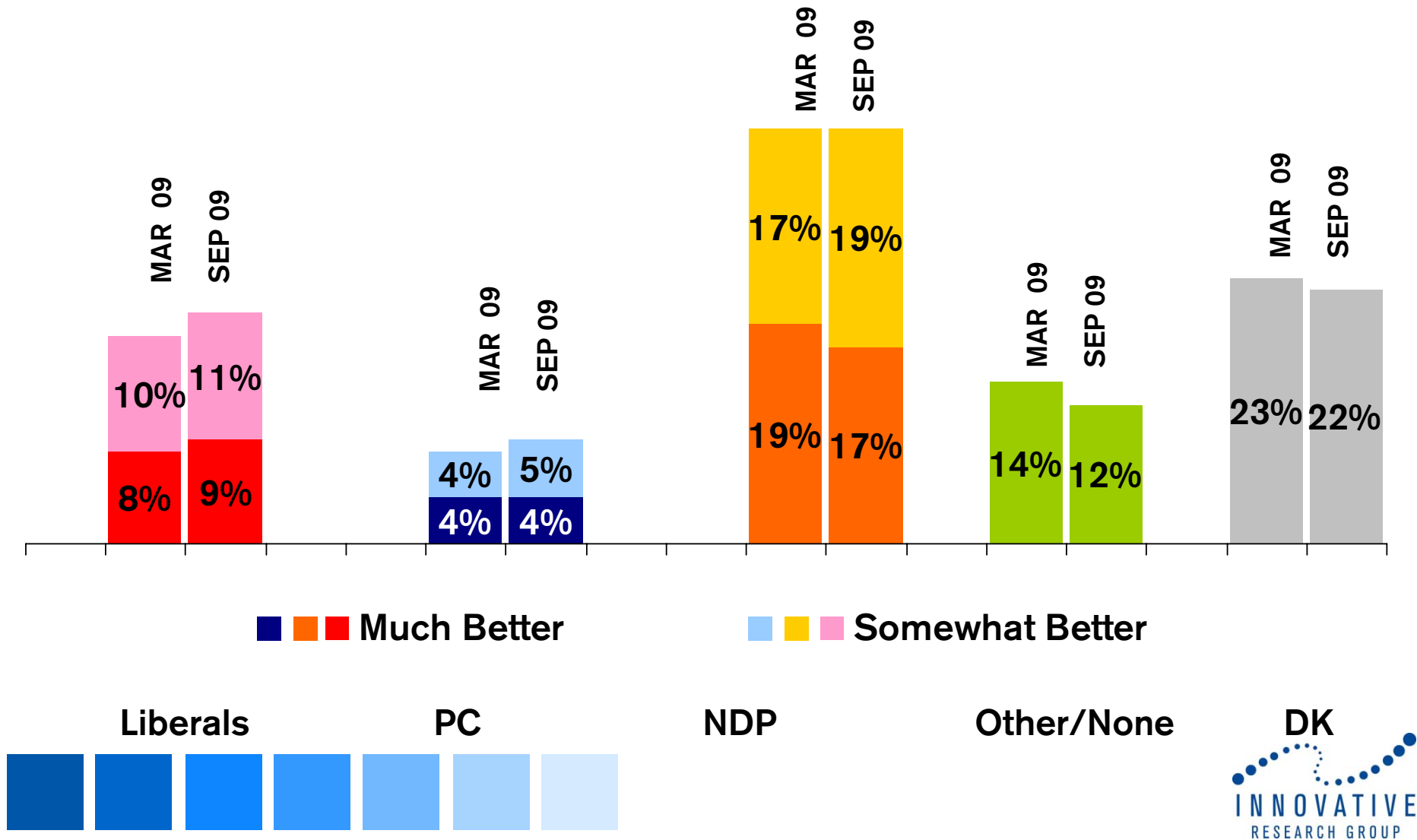
NDP losing their edge on environment

Q How about the environment? September 2007, March 2009 and September 2009



NDP remains top choice for protecting women's rights

Q How about protecting women's rights? March 2009 and September 2009



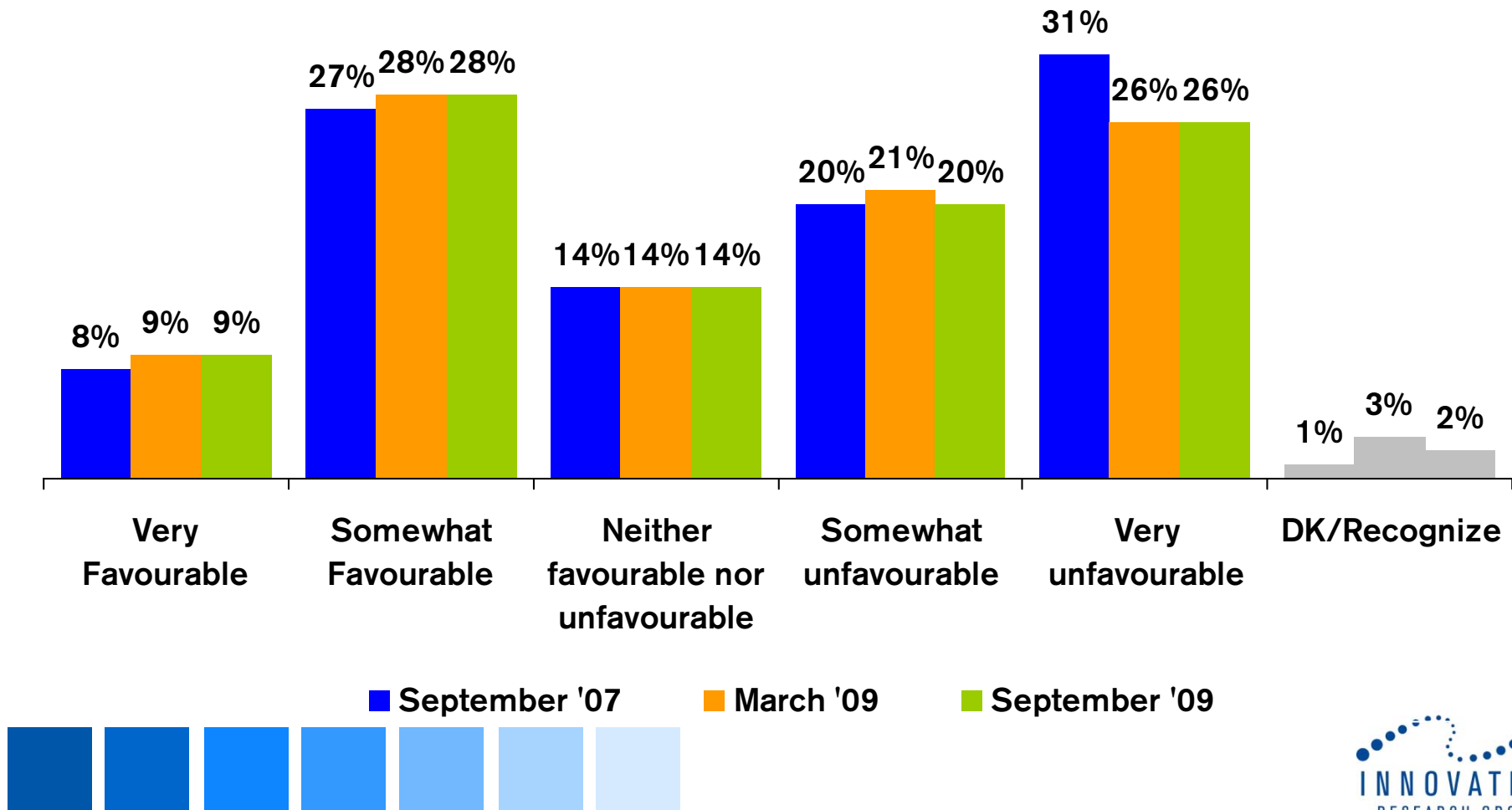
The Leaders



Favourable impressions for McGuinty remain stable since his election



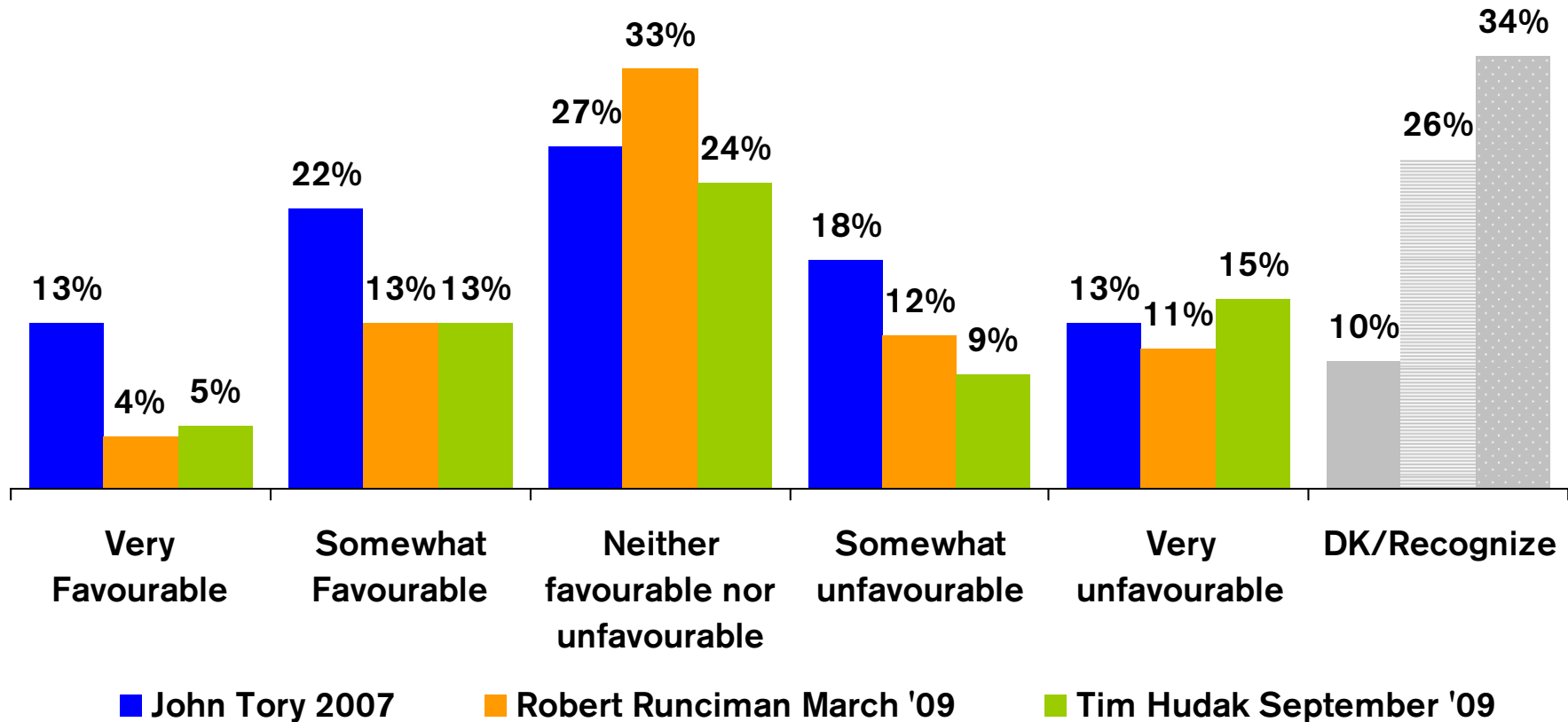
... please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate. **Dalton McGuinty**



One third don't know what to think of Hudak yet, negatives relatively high



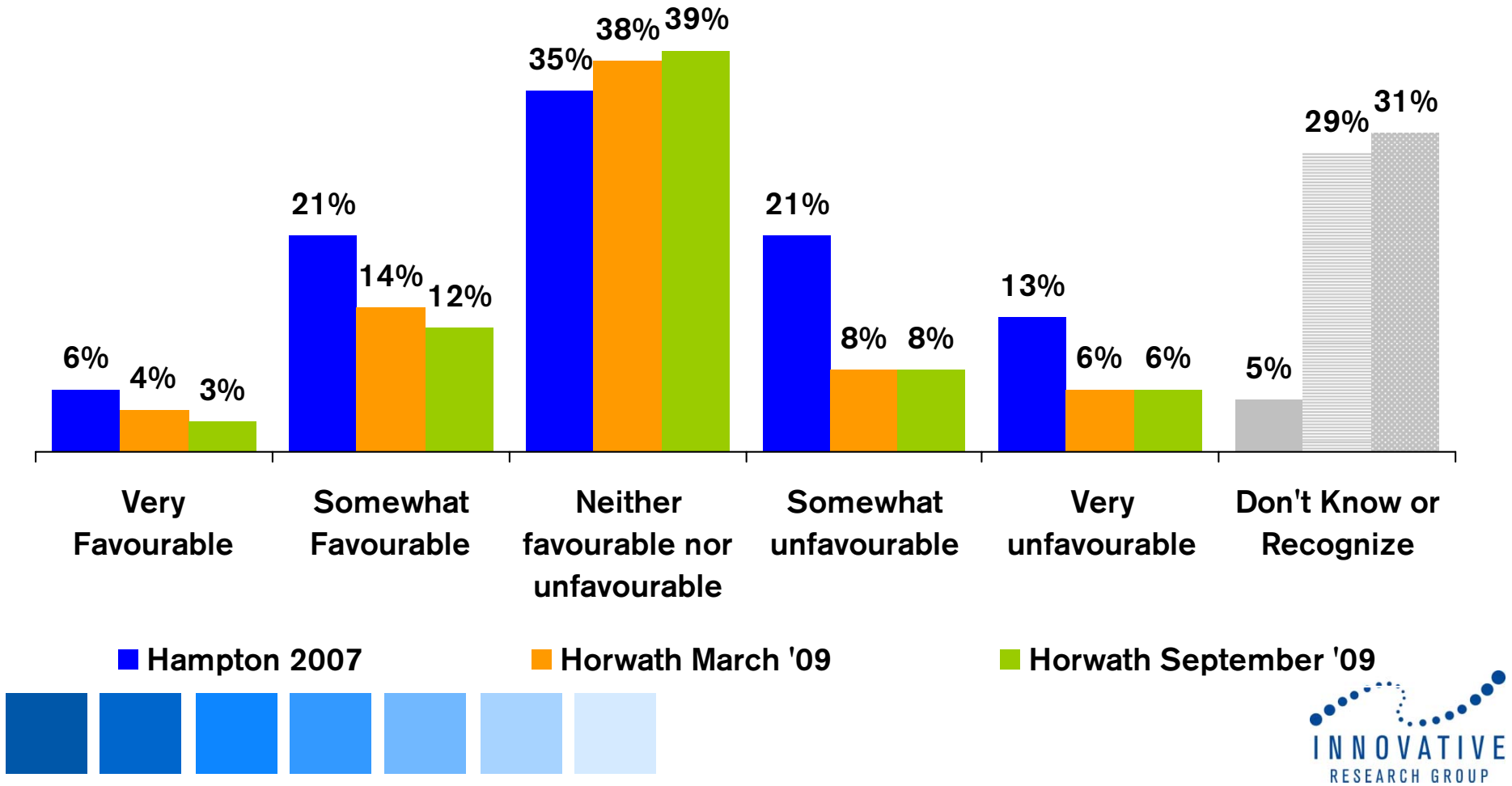
... please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate. **John Tory (2007), Robert Runciman (March '09) and Tim Hudak (Sept. '09)**



Horwath remains unknown quantity for one third of Ontarians

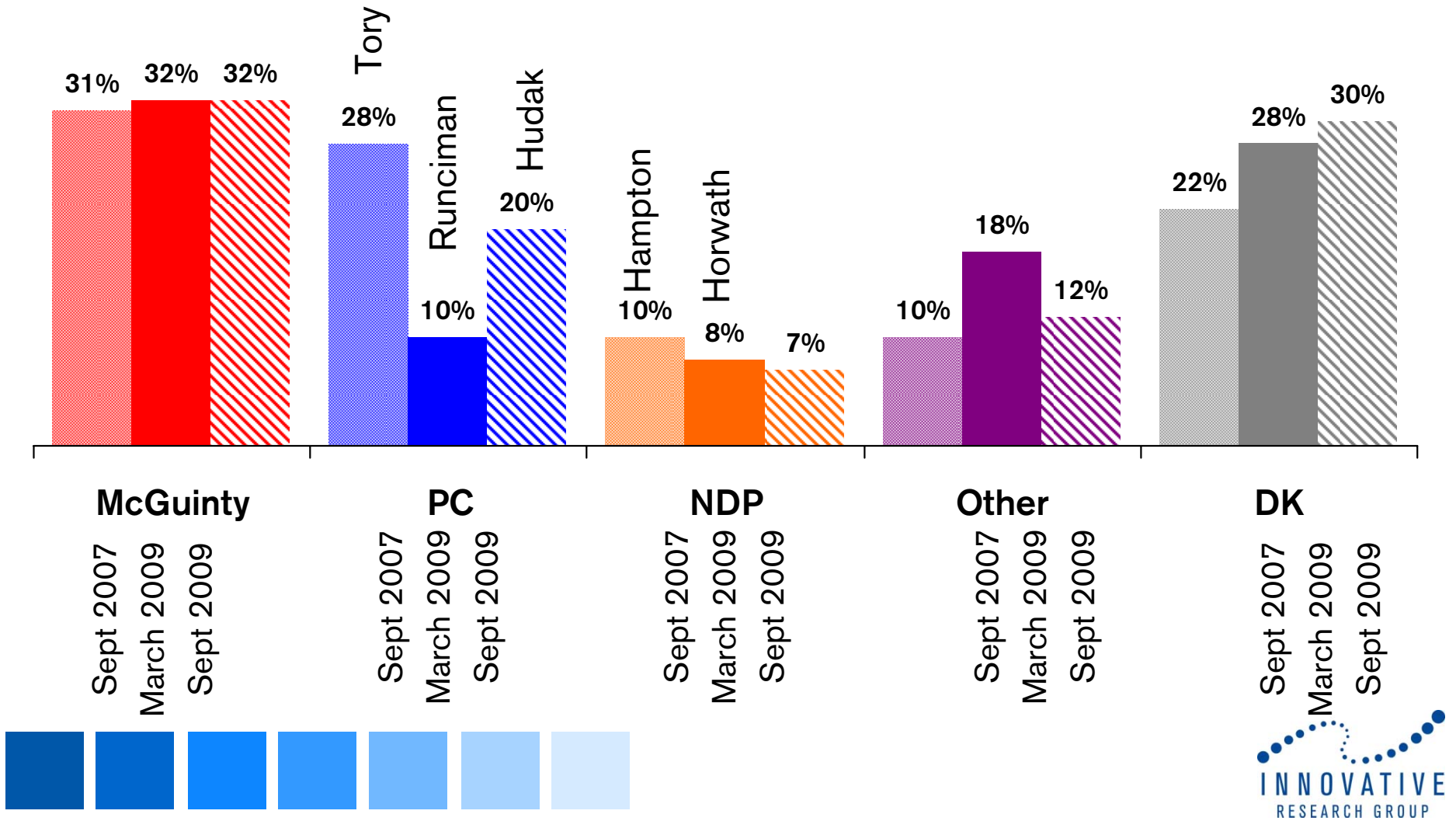


... please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate. **Andrea Horwath**



McGuinty remains top choice for premier

Q Which of the following leaders would make the best Premier of Ontario?



Understanding leadership traits

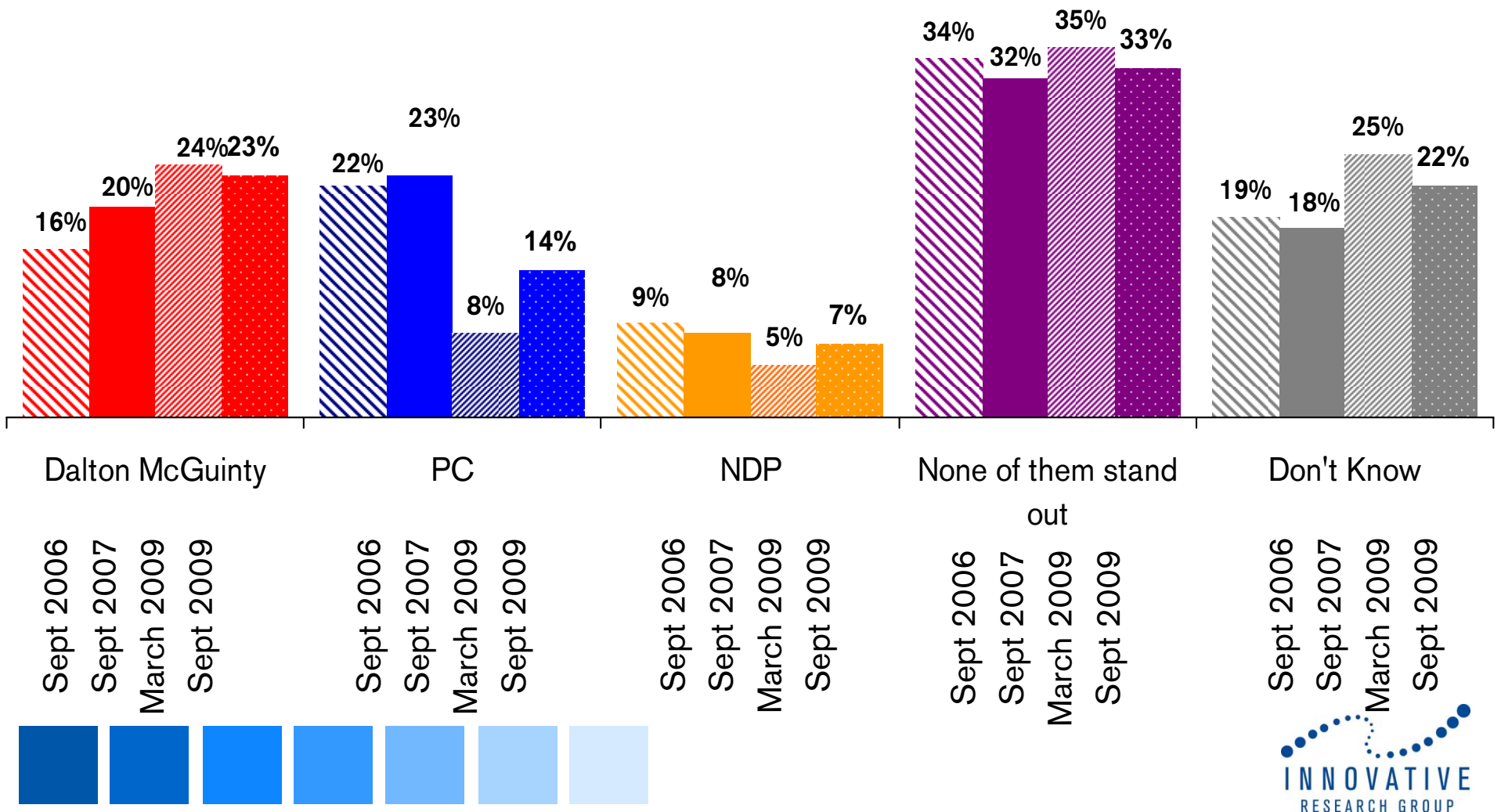


*Below is a list of different words or phrases that describe the political leaders. For each word or phrase, please indicate whether it **BEST** describes Dalton McGuinty, the Liberal leader, Tim Hudak, the Progressive Conservative leader, Andrea Horwath, the NDP leader, or whether none of them stand out on that item.*



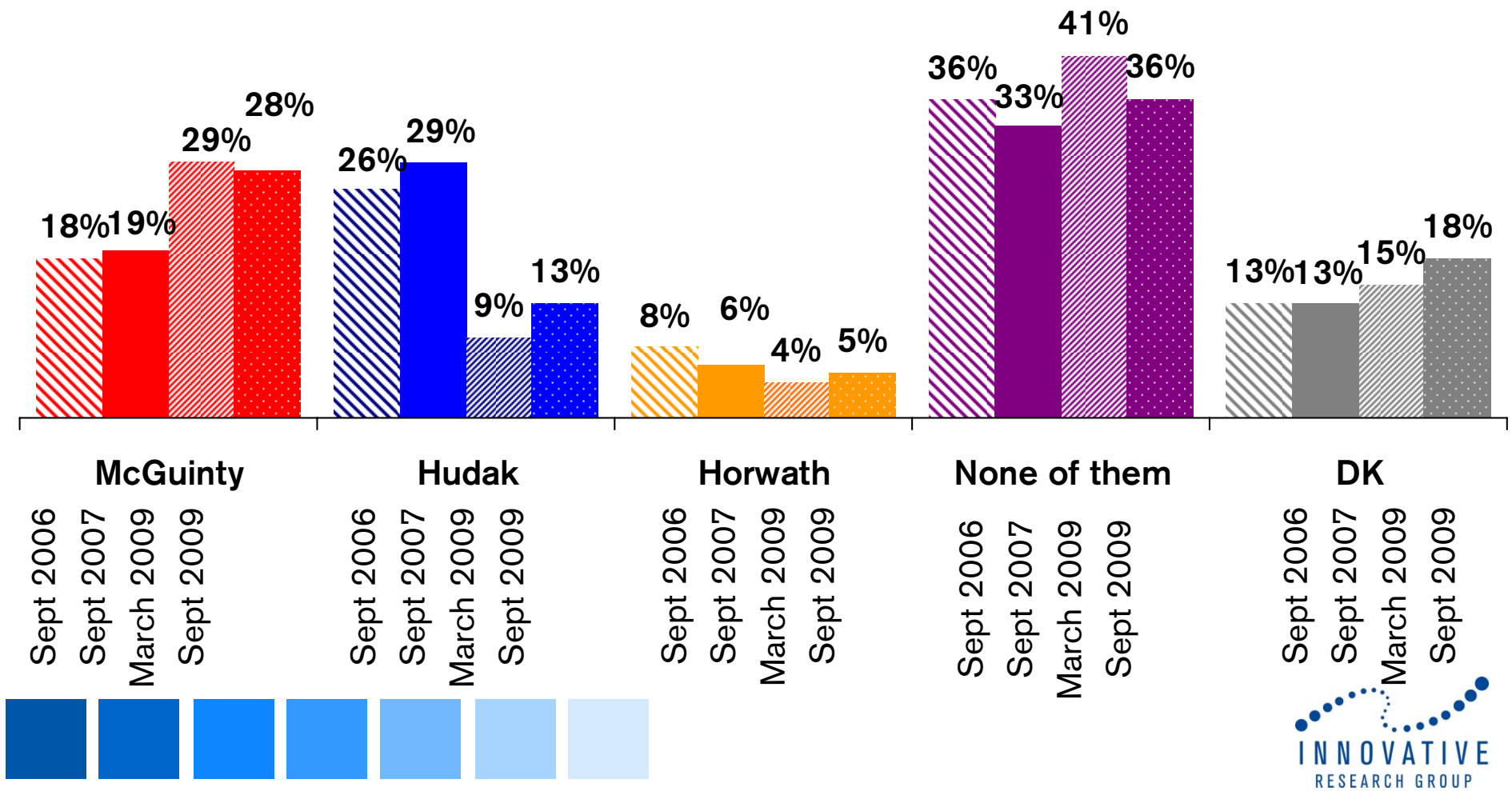
Plurality believes no leader has the best plan for the future; McGuinty increasingly dominant

Q “Has the best plan for the future” best describes...



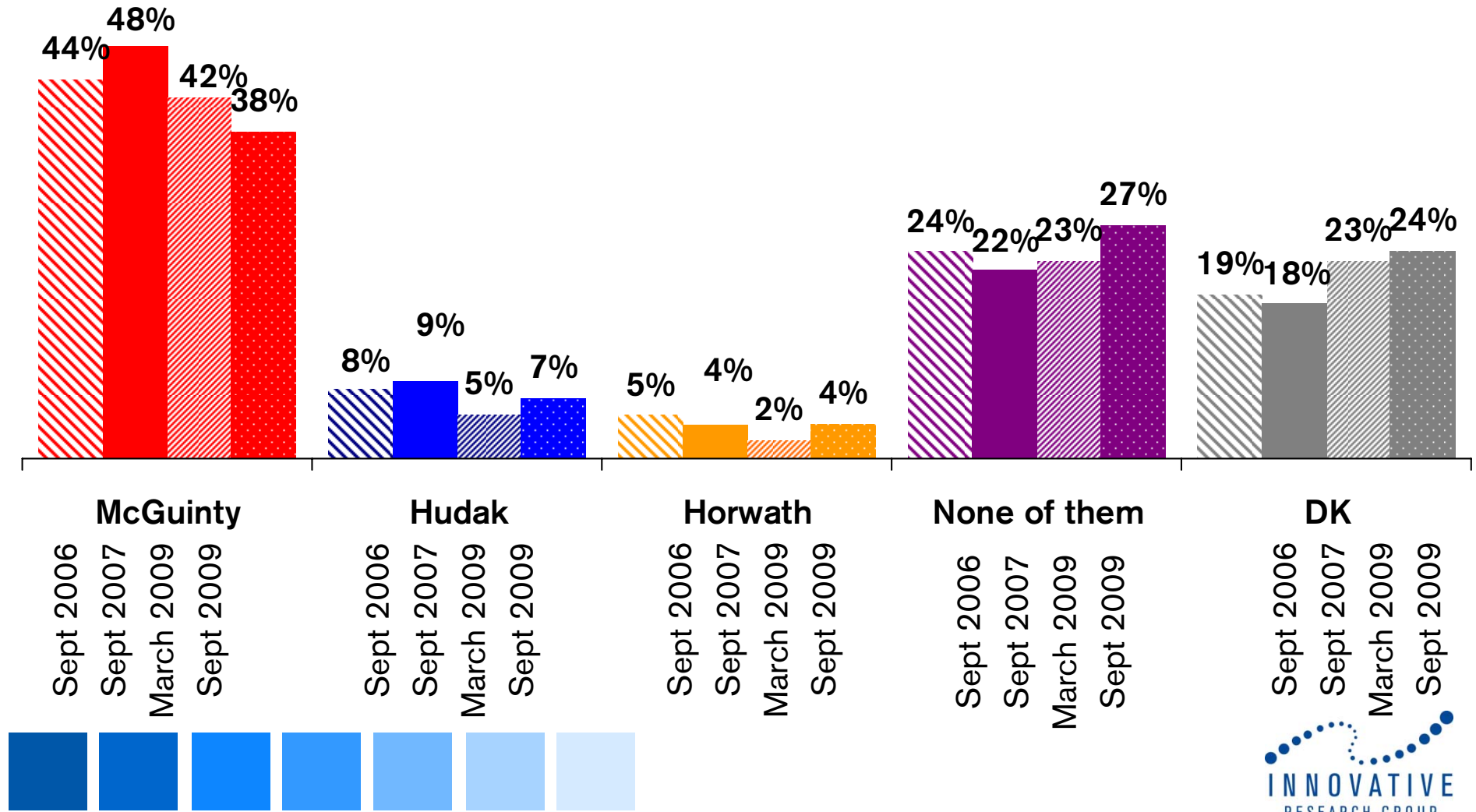
McGuinty dominant on 'strong leadership'

Q "Strong leadership" best describes...



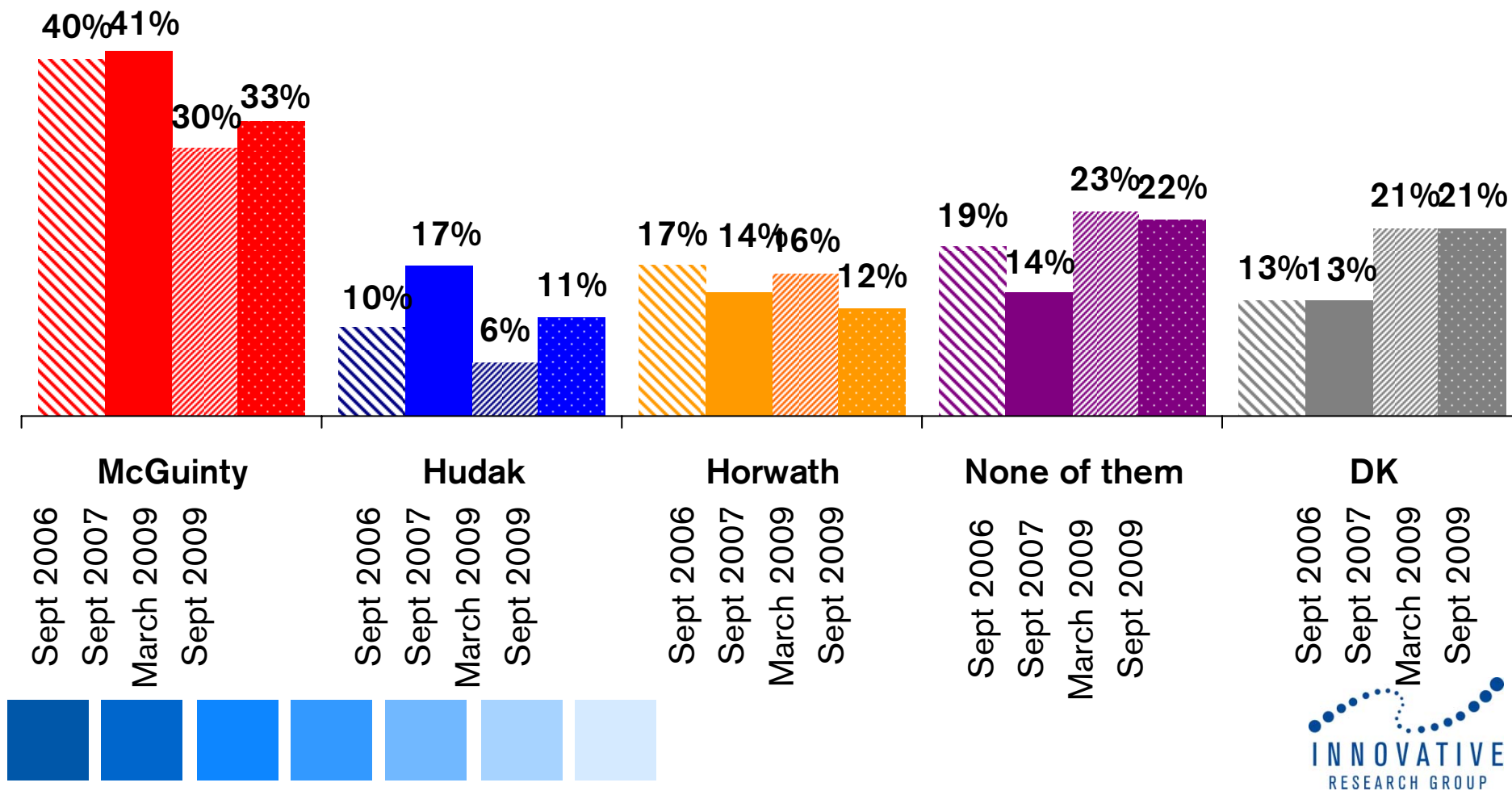
McGuinty slowly easing out of “flip flopper”

Q “Flip flops” best describes...



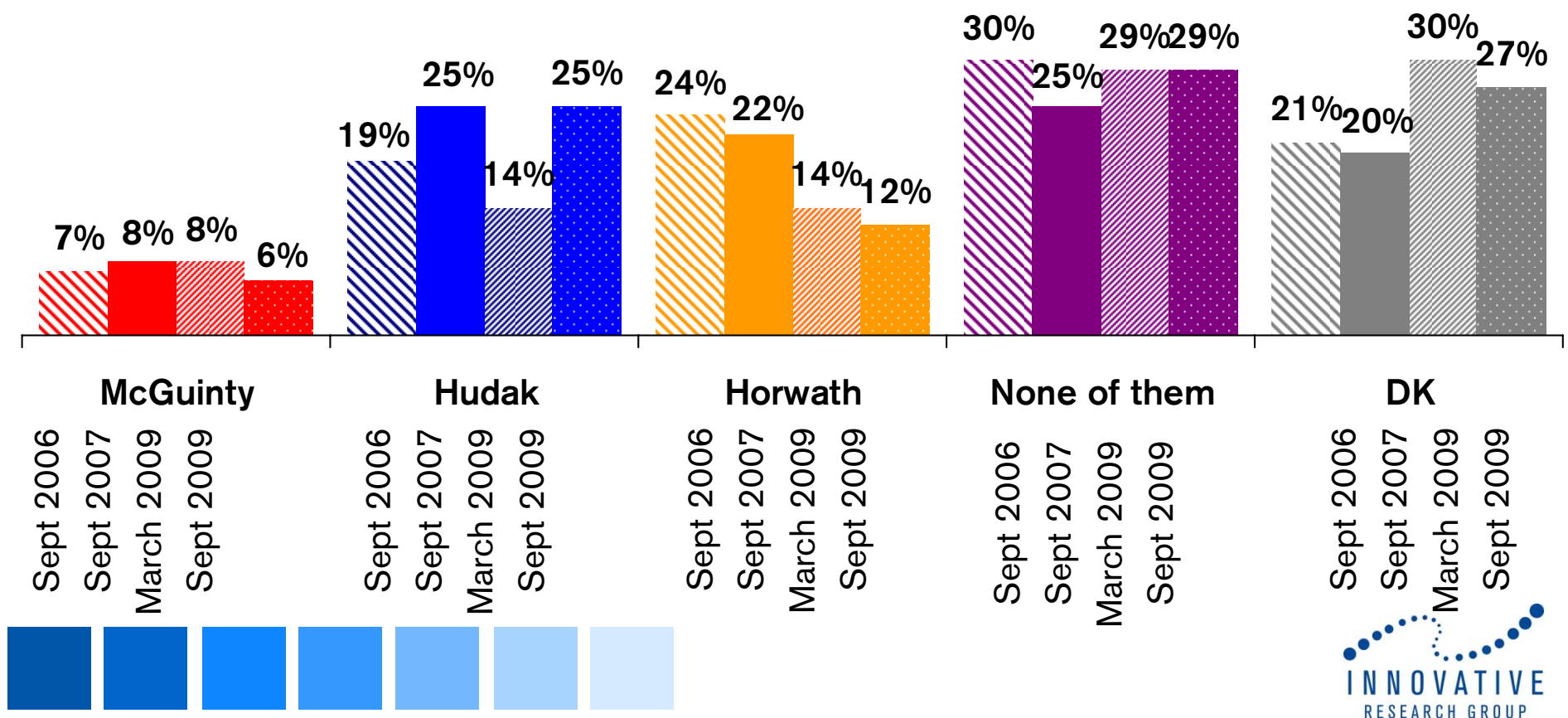
McGuinty has improved on 'unrealistic promises' but remains third

Q "Makes unrealistic promises" best describes...



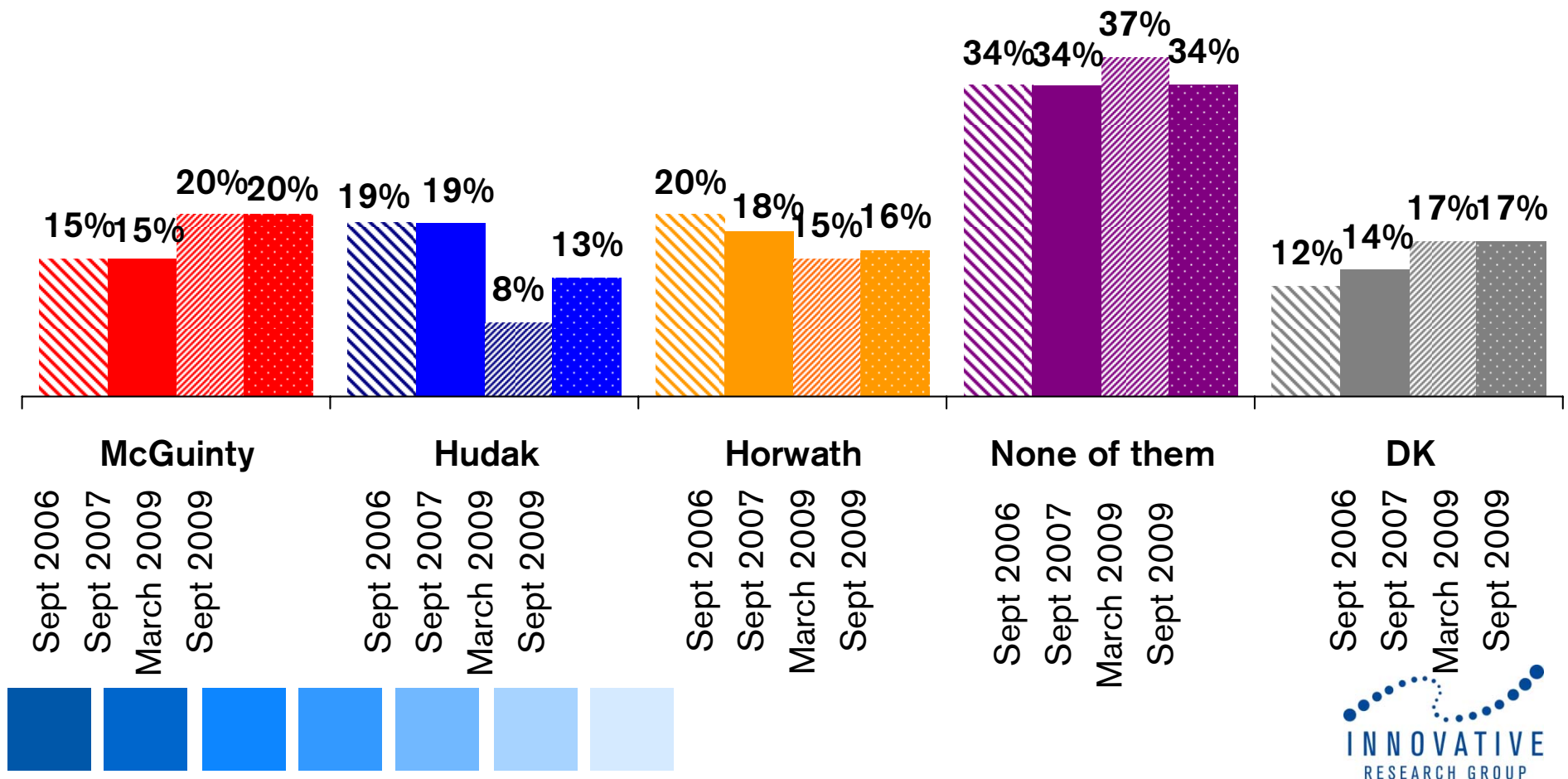
Horwath has made a difference for the NDP on ³⁷ ‘too negative’ label

Q “Too negative” best describes...



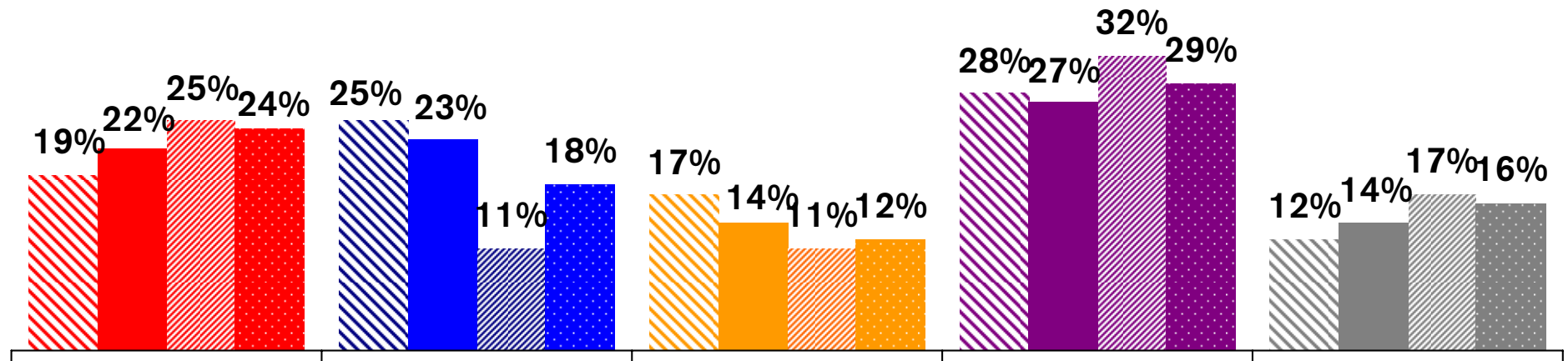
Majority sees no leader caring 'about people like me'

Q "Cares about people like me" best describes...



McGuinty most seen as 'standing for what I believe'

Q "Stands for what I believe" best describes...



McGuinty
 Sept 2006
 Sept 2007
 March 2009
 Sept 2009

Hudak
 Sept 2006
 Sept 2007
 March 2009
 Sept 2009

Horwath
 Sept 2006
 Sept 2007
 March 2009
 Sept 2009

None of them
 Sept 2006
 Sept 2007
 March 2009
 Sept 2009

DK
 Sept 2006
 Sept 2007
 March 2009
 Sept 2009



Where Now?



How parties think?

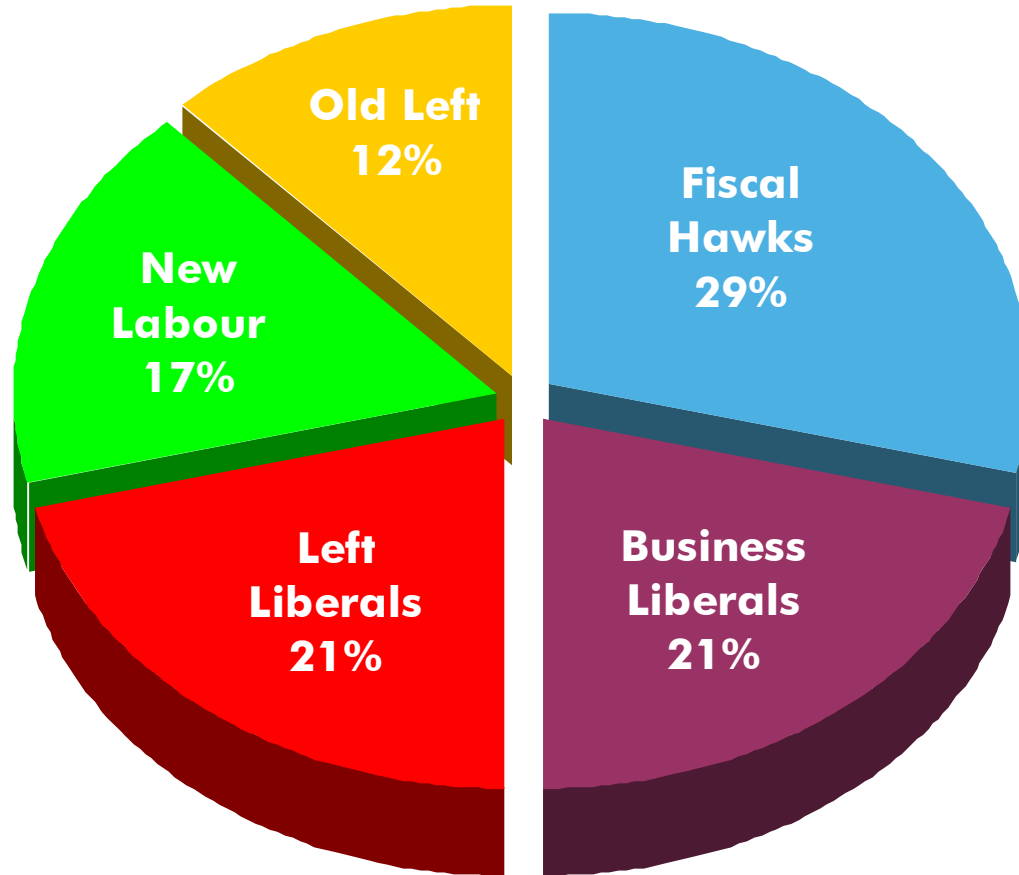
Each campaign has two jobs:

- To convince voters to support their party
- To convince supporters to vote

	Support	Undecided	Opposed
Likely to vote			
Not likely to vote			

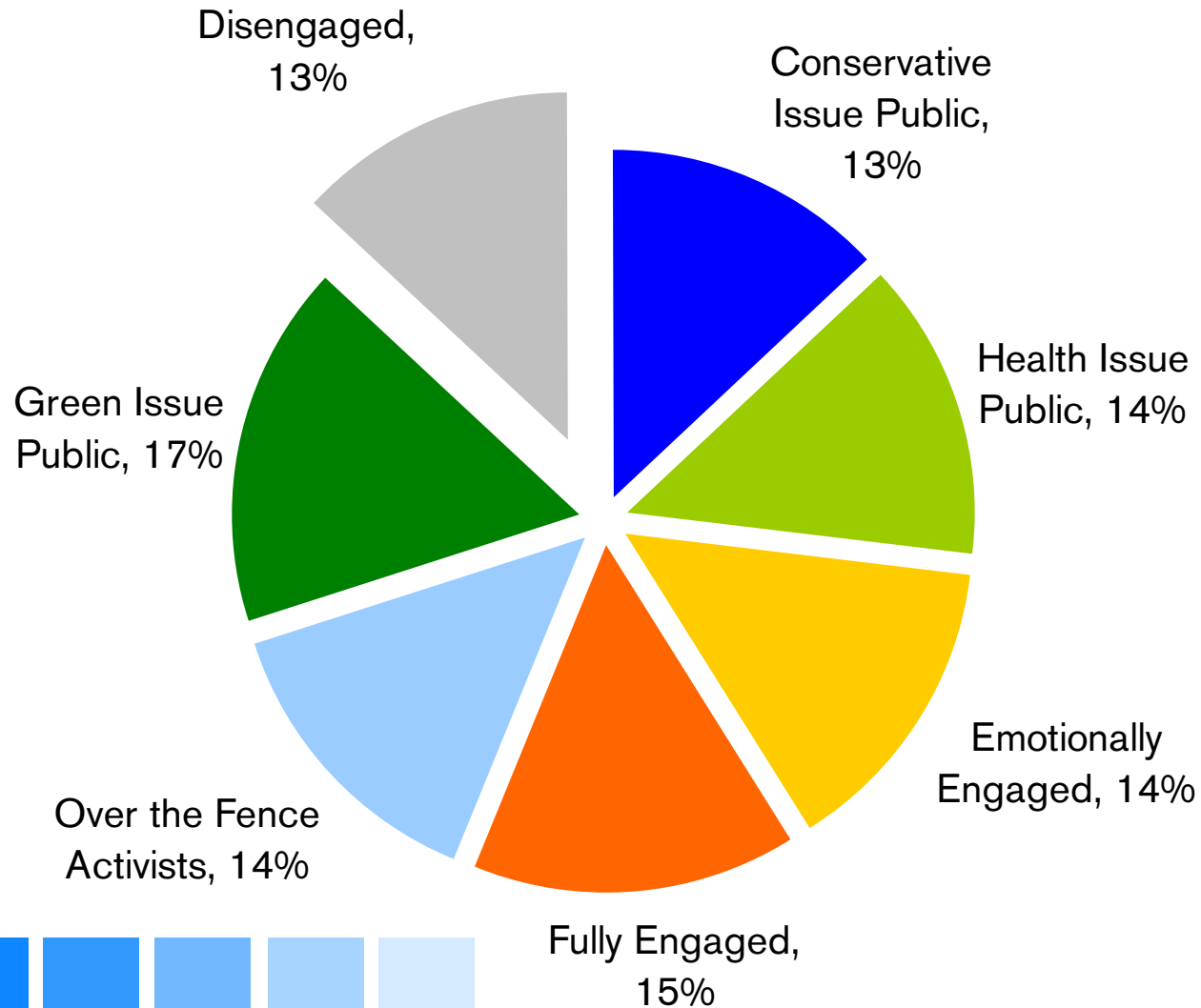


Ontario's Value Clusters



Issue Publics – August 2007

C Clusters of specialists versus generalists



Liberal challenge

- The Liberals retain an eight point lead in brand loyalty
- Strength on party attributes such as responding to the downturn, managing the economy, delivering results for me and managing health care support their current strength.
- McGuinty now has edge on best plan and strong leadership but vulnerable on motive.
- Liberals have two key challenges:
 - Keep bad news away from McGuinty
 - Define Hudak and Horwath



The Tory Challenge

- Build Liberal and McGuinty negatives without adding to Hudak's negatives.
- Build Hudak positive image
- Either pull the Liberals down on economy or shift the channel to strengths such as taxes and crime.



The NDP challenge

- Build Liberal and McGuinty negatives without adding to Horwath's negatives.
- Build Horwath's positive image
- Go after Liberals on caring as well as the environment.
- Consider a frontal assault either on economy from the left or health.



Get ready

- With low turnout and a strong Liberal base, opposition parties are going to have to go negative with deeply emotional appeals to stop the juggernaut.
- In turn, the Liberals will want to define the opposition leaders before those leaders define themselves.





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