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Public Opinion Research ▶▶

Ontario This Month



Provincial Politics

Field Dates: May 3rd to May 9th, 2013

Sample Size: n=610; MoE 4.0%

Ontario Vote

- **Provincially, the Liberals have moved ahead with a 4 point lead over the PCs,** with the NDP another 4 points behind them. Liberal gains have come mainly at the expense of the NDP, who are down 3 points, while the PCs held steady.
- **In decided vote, the Liberals are at 37%, 7 points ahead of the PCs at 30%.** The NDP is third at 25%.
- **Over 3-in-5 say they will definitely vote,** with the PC and Liberal votes being most definite.
- **This is the first time the Liberals have held a clear lead since March 2012.**
- Just over half (53%) of Ontarians say an election this spring would be a waste of time and money. Left wing Ontarians are among the most likely to oppose an election.

Ontario Budget

- **Awareness of the budget is down from last year**, with just under half of Ontarians having read, seen, or heard something about it.
- **Respondents were divided on how the budget left them feeling about the provincial government**, with 42% saying it left them more favourable, vs. 40% who said it left them less favourable. Liberals, in particular, were more favourable, while PCs and 'besieged moderates' were left less favourable.
- **However, the budget had the most favourable political impact of any budget over the last decade.**
- **Over half (52%) say they are satisfied with the provincial budget**, led by those who would vote Liberal (82%).
- **It is not all good news for the Liberals.** While 35% say the budget is a good plan that will bring needed change, 50% say it is just about keeping the Liberals in power.

Methodology

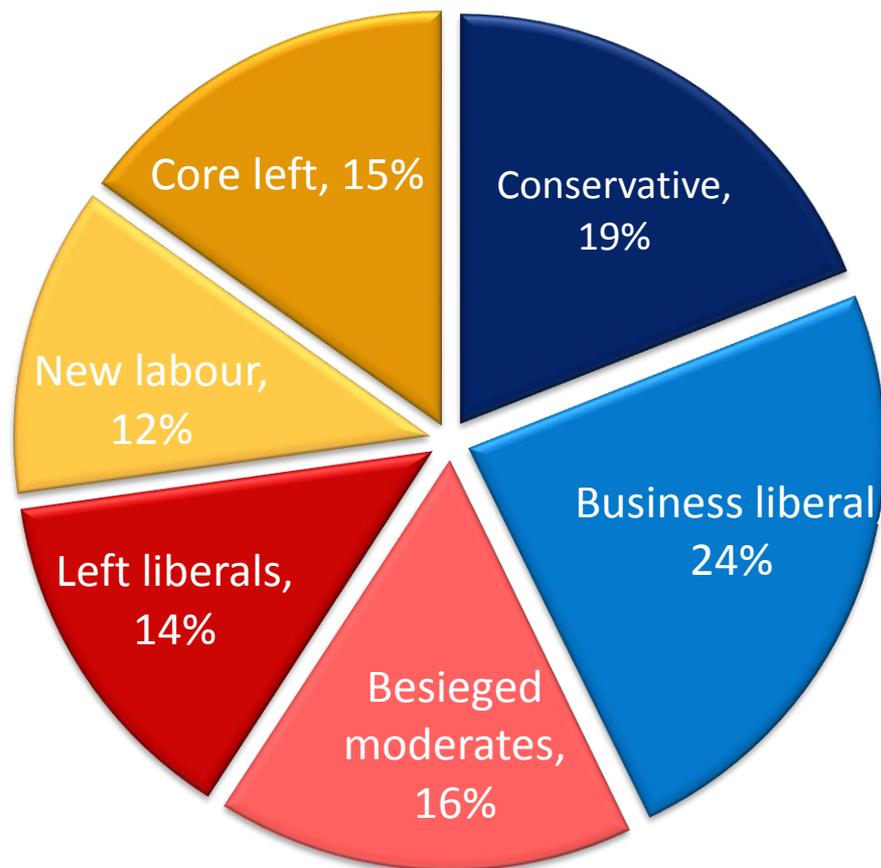
- Telephone survey of approximately 600 adults, 18 years and older conducted (Prior to April 2003 approximately 650 adults):
 - **2000** – April 14-25; May 15-27; June 21-29; July 15-23; Aug 16-21; Sept 22-Oct 3; Oct 27-Nov 1; Nov 24-28; Dec 14-18.
 - **2001** – Jan 15-17; Feb 27-March 2; March 22-26; April 26-30; May 25-30; June 22-28; July 19-26; Aug 23-30; Sept 20-27; Oct 18-25, Nov 23-29, Dec 13-20.
 - **2002** – Jan 15-21; Feb 22-28; March 12-17; April 10-14; May 16-21; June 21-26; July 18-23; Aug 20-26; Sept 16-23; Oct 18-23; Nov 18-22; Dec 11-14.
 - **2003** – Jan 17-22; Feb 13-19; March 15-20; April 9-15; May 7-13, June 18-23; July 16-21; Aug 13-20; Sept 12-19; Oct 15-20; Nov 12-16; Dec 5-11.
 - **2004** – Jan 9-15; Feb 6-12; March 8-14; April 14-20; May 19-23; June 17-21; July 8-14; Aug 12-18; Sept 20-26; Oct 13-18; Nov 15-20; Dec 10-15.
 - **2005** – Jan 14-18; Feb 11-16; March 11-16; April 8-11; May 13-18; June 10-14, July 8-14, Aug 15-21, Sep 15-21, Oct 13-20, Nov 10-22, Dec 8-14
 - **2006** – Jan 12-17; Feb 13-19; March 17-23; April 17-25; May 10-15; June 8-14; July 20 – 25; Aug 10-16; Sept 19-25; Oct 12-18; Nov 16-22; Dec 7-13
 - **2007** – Jan 12-18; Feb 12-18; Mar 22-28; April 12-17; May 10-16; June 14-20; July 17-24; Aug 10-16; Sept 11-16; Oct 12-18; Nov 8-15; Dec 6-12.
 - **2008** – Jan 10-16; Feb 6-13; March 22-28; April 22-27; May 12-17; June 12-18; July 10-16; Aug 14-27; Sept 19-25; Oct 15- Nov 6; Nov 20- Dec 13; Dec 13-19.
 - **2009** – Jan 10-17; Feb 19-25; Mar 8-14; April Mar 29- April 4; May 21-26; June 16-30; Jul 26-Aug 2; Aug 21-27; Sept 30-Oct 9; Oct 26- Nov 4; Dec. 30 - Jan 2.
 - **2010** – Jan 30-Feb 8; Feb 27-Mar 4; Mar 26– April 3; April 27– May 9; May 28-June 9; Aug 27-Sept 3; Oct 27 to Nov 7; Nov 1-11 (Online); Nov 30-Dec 5,
 - **2011** - Jan 21-27, 2011; Feb 11-17; March 30 –April 4; May 11-17; June 29 – July 3, July 30 to Aug 5, Aug 12-18, Sept 19 -24, Oct 28 to Nov 6, Nov 30 to Dec 4
 - **2012** – Jan 16 to 22, Feb 16-24, March 15 to 19, April 28 to May 1, May 31 – June 1, 2012, July 18-Aug 1, 2012, Aug 28-Sept 2 October 16-22, November 7 to 14 December 13th to 29th
 - **2013** – Jan 27-29, Feb 27-Mar 3rd, May 3 to 9
- Margin of error for April 2013 approximately ± 4.0 .
- Margin of error prior to April 2003 approximately ± 3.84 .
- Data weighted according to 2006 or 2011 Census to reflect actual demographic breakdown.
- Prior to February 2003 data weighted according to 1996 Census.
- Note: Graphs may not always total 100% due to rounding values rather than any error in data.

Political Anchors: Clusters and Party ID

Just under half of Ontarians have heard something about the recent budget, Liberals & PCs more aware

Q

Have you read, seen or heard anything about the recent Provincial budget that was presented in the Legislature on Thursday, May 2nd 2013 (n=600)

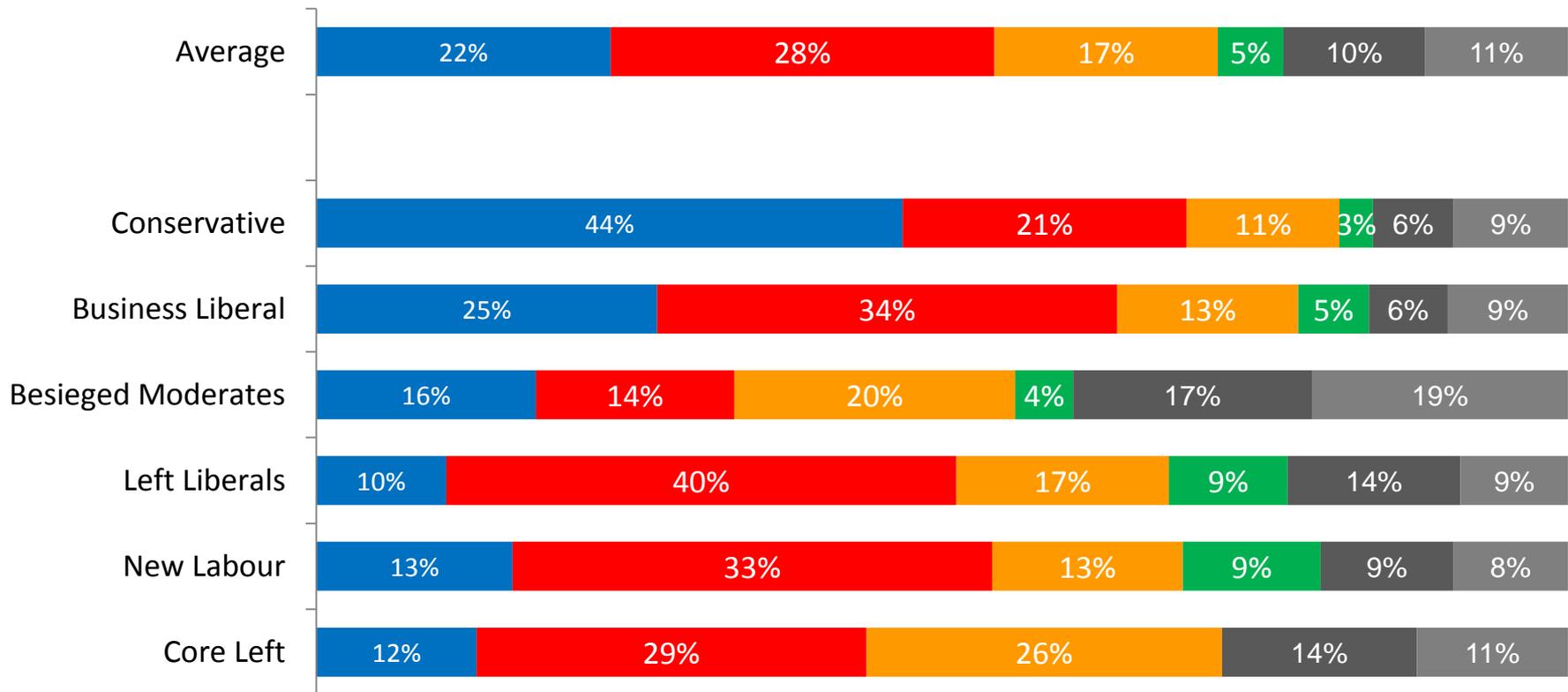


Value Clusters by key beliefs

	Conservative	Business Liberal	Besieged Moderates	Left Liberals	New Labour	Core Left
Agree-It is hard for people like me to get ahead in Ontario	39%	45%	89%	67%	47%	64%
People who do not get ahead should blame themselves	79%	66%	37%	41%	52%	32%
Spending decisions should be based on the Public's need	38%	67%	73%	64%	41%	73%
It is more important for government to create equal opportunity so that everyone can compete	96%	96%	93%	96%		
The profit system teaches people the value of hard work and success	83%	93%	40%		90%	
The main role of jails should be to punish those convicted	91%		85%		34%	21%
The environment over the economy	24%	47%	70%	67%	68%	63%

“Besieged Moderates” most likely to be unaligned

Q Thinking about provincial politics HERE IN ONTARIO, generally speaking, do you usually think of yourself as ...

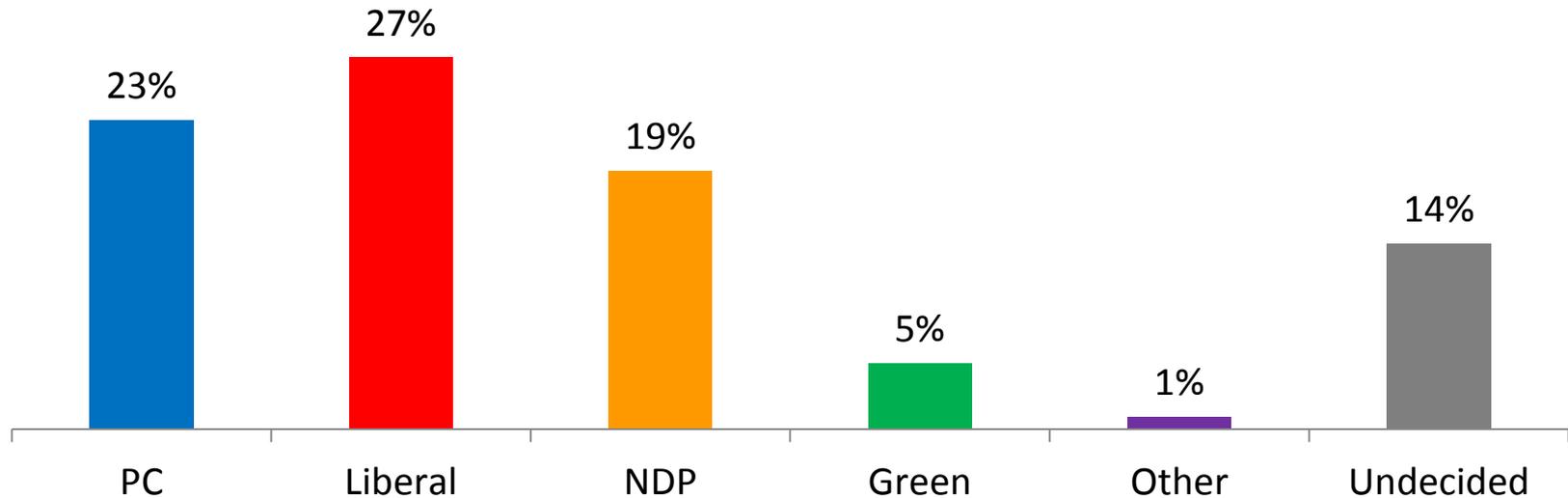


■ A Progressive Conservative ■ A Liberal ■ A New Democrat ■ A Green ■ None ■ Undecided/Don't Know

Provincial Vote

Liberals lead, followed by PC then NDP, each with a 4 point gap

Q If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? [Vote + Lean]



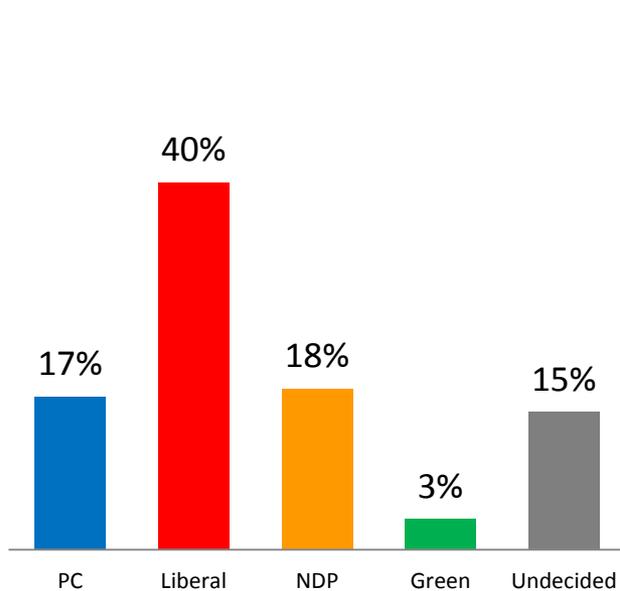
Note: 'Refused' / "would not vote" (11%) not shown

Voter Preference by Region: Support for Liberals

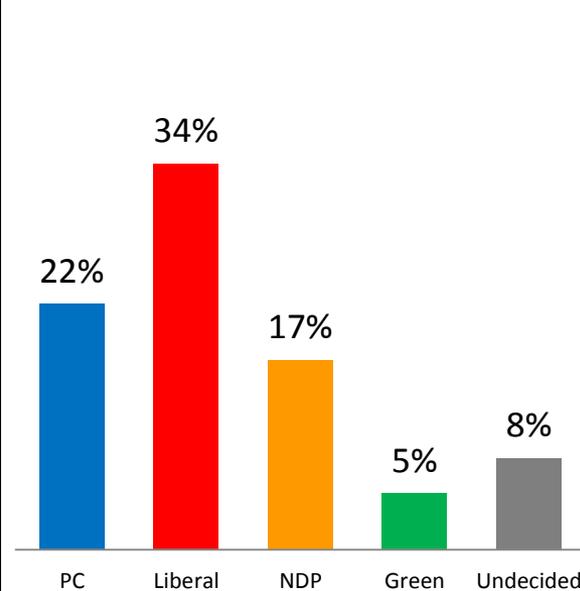
Strongest in Toronto 416, GTA 905

Q

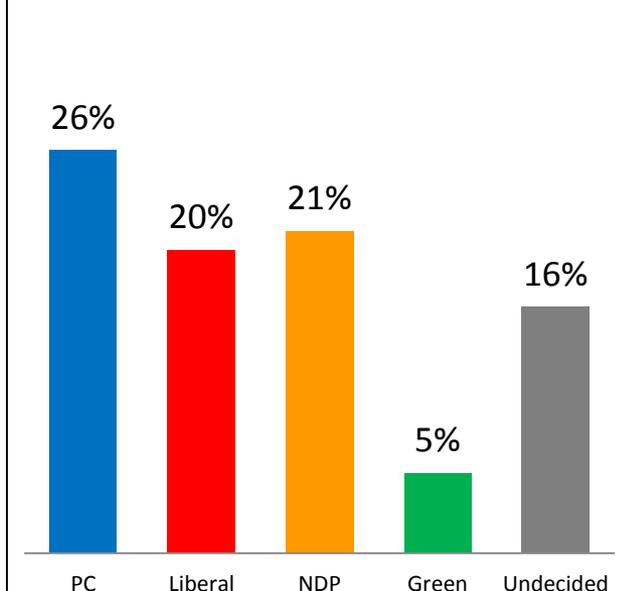
If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? [Vote + Lean]

Toronto-416

n=119

GTA-905

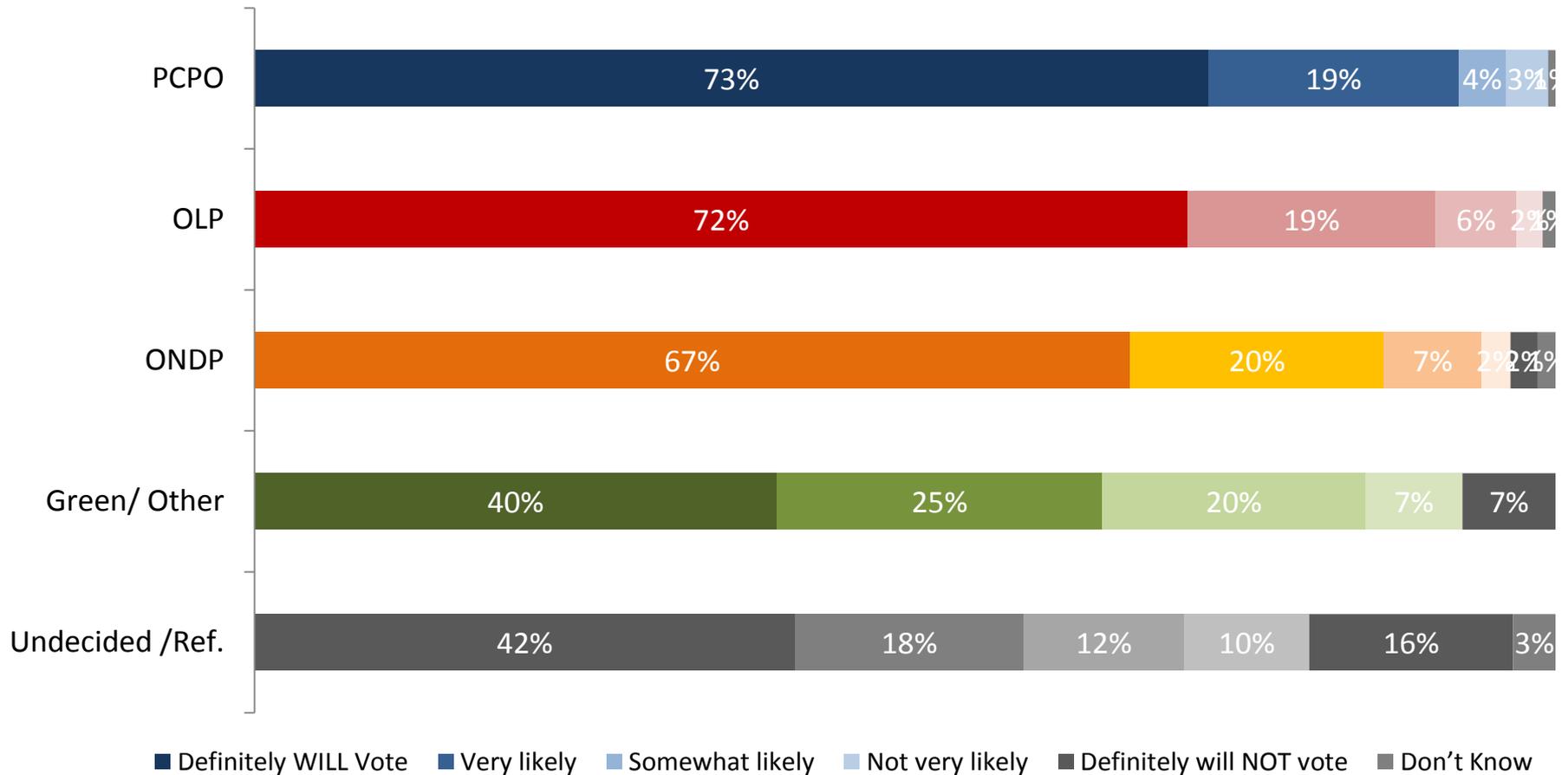
n=162

Outside Toronto

N=327

PC and Liberal supporters most likely to say they will vote

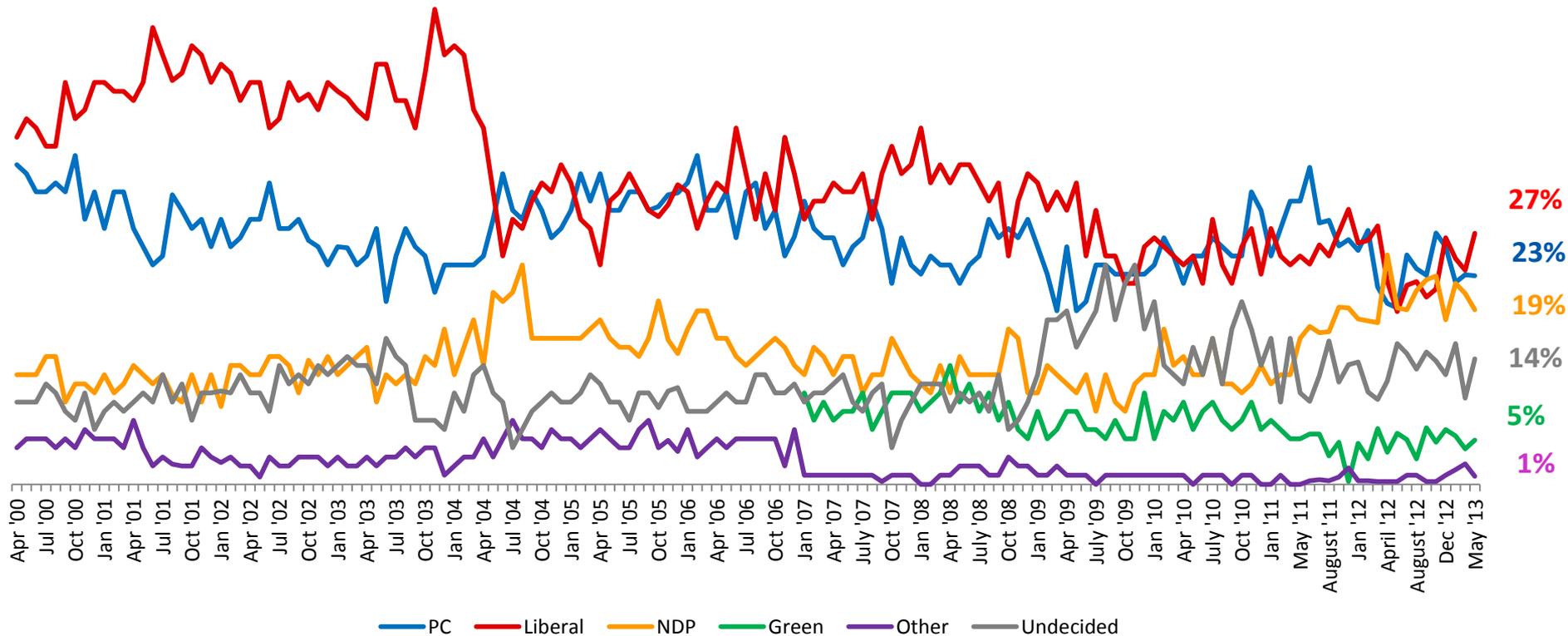
Q As you may have heard, a provincial election could be held in Ontario this spring. Many people end up not voting in elections. How likely do you think it is that you will vote if there is an election?



Liberals up 4 points, while NDP down 3

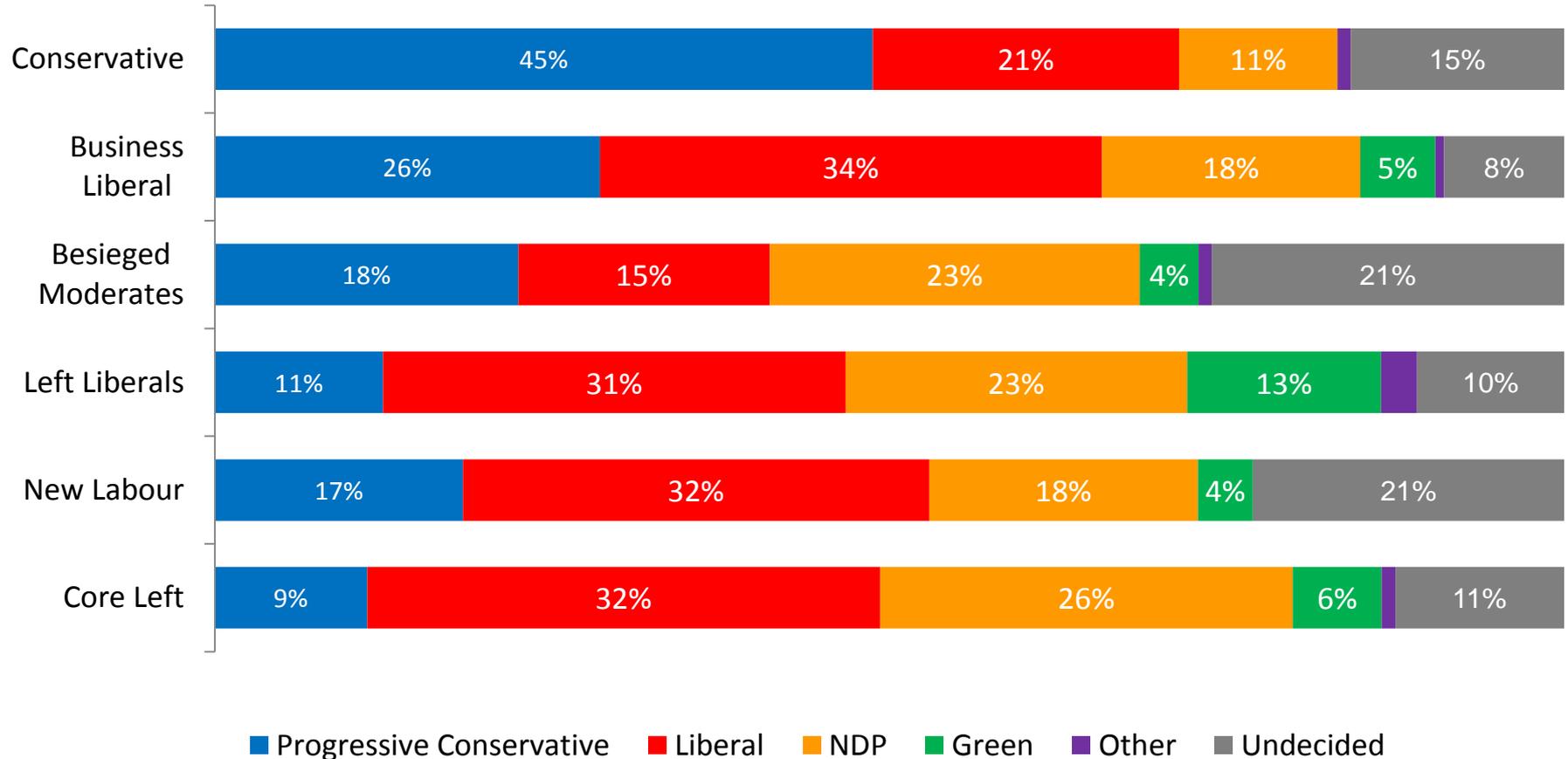


If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? [Vote + Lean]



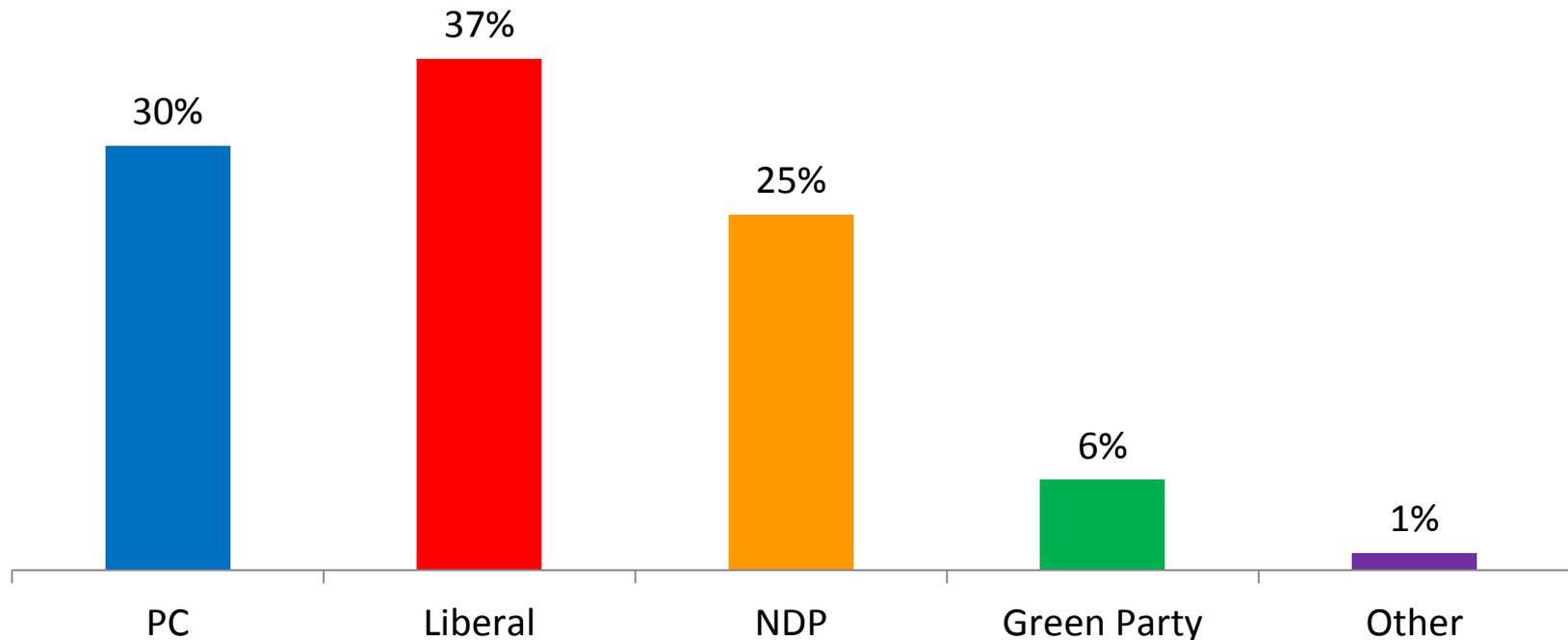
Liberals have support across the spectrum, but particularly on the left

Q If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? BY VALUE CLUSTERS



Liberals open up a gap to 7 points lead in decided vote

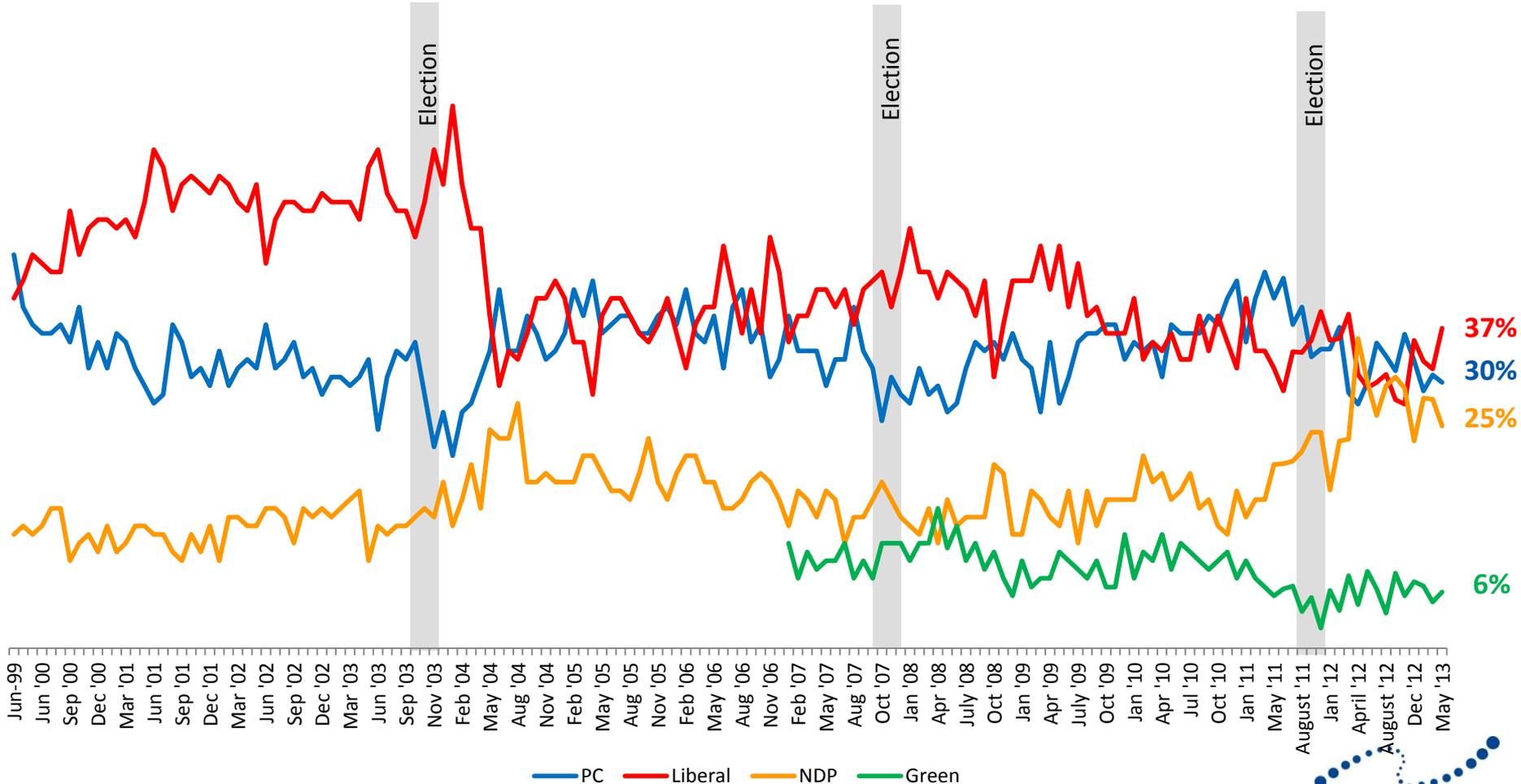
Q If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? [DECIDED VOTE] n=459



Liberals have clear lead in decided vote for first time in almost a year

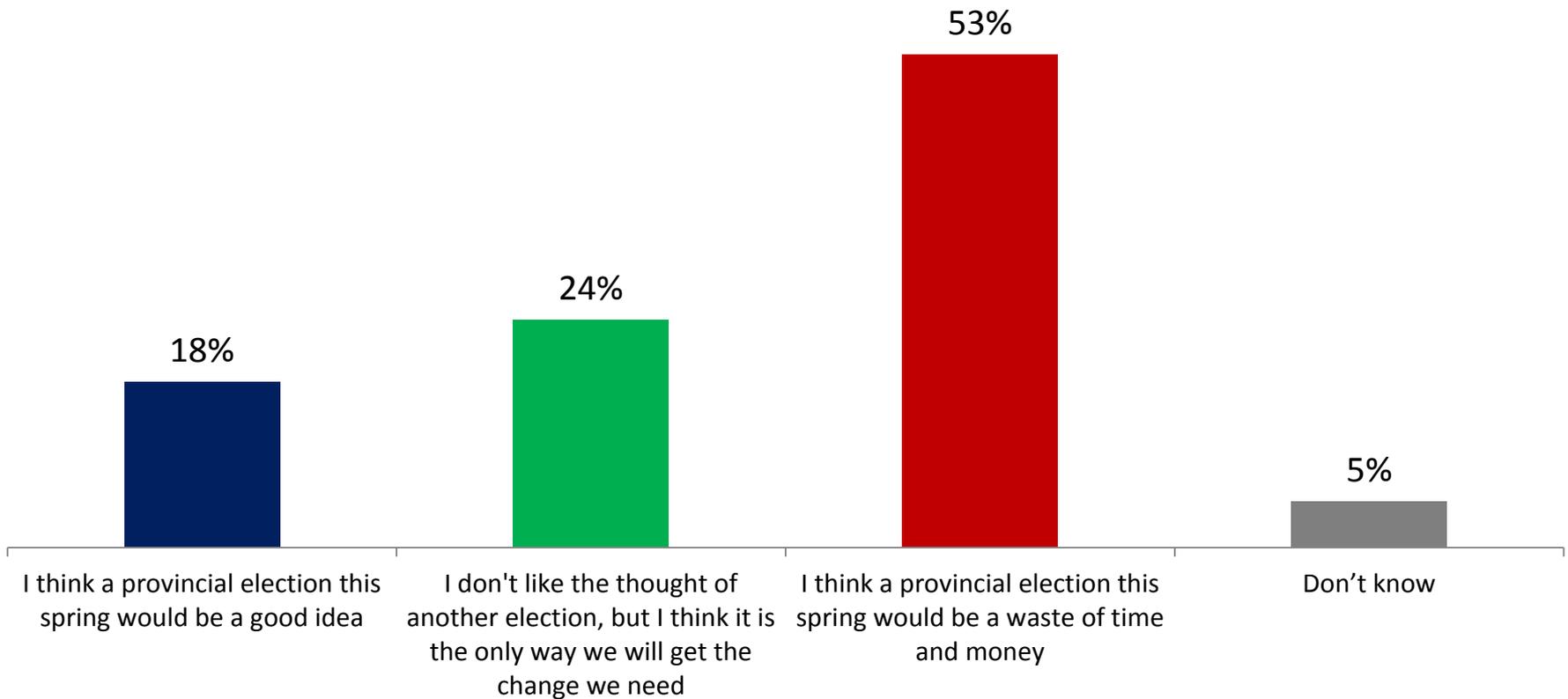


If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? [DECIDED VOTE]



Just over half say an election this spring would be a waste of time and money ¹⁷

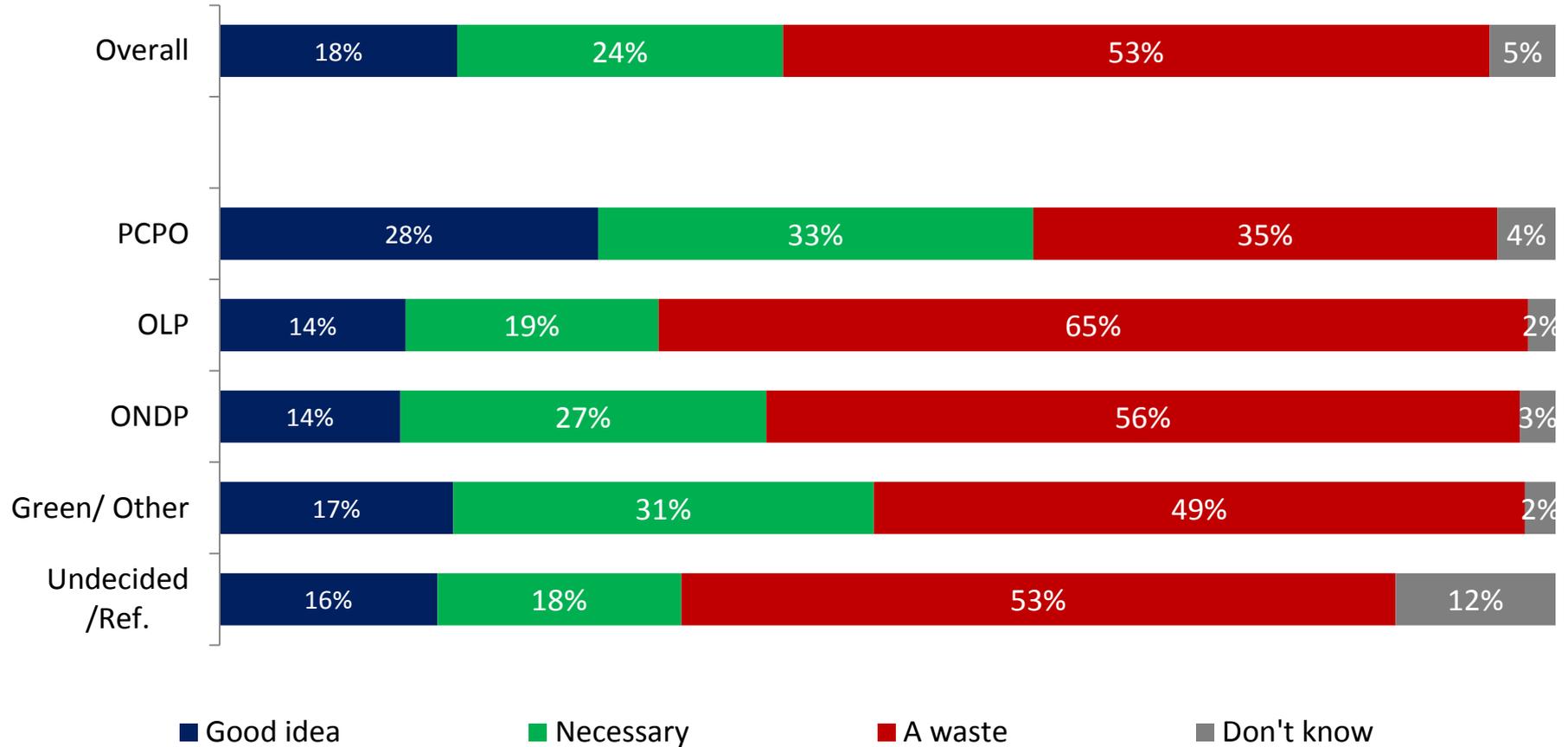
Q There has been some talk about the opposition parties voting against the minority government in Ontario and causing an election this spring. Which of the following statements is closest to your point of view about a possible provincial election?



Note: 'Don't know / Refused' (3%) not shown

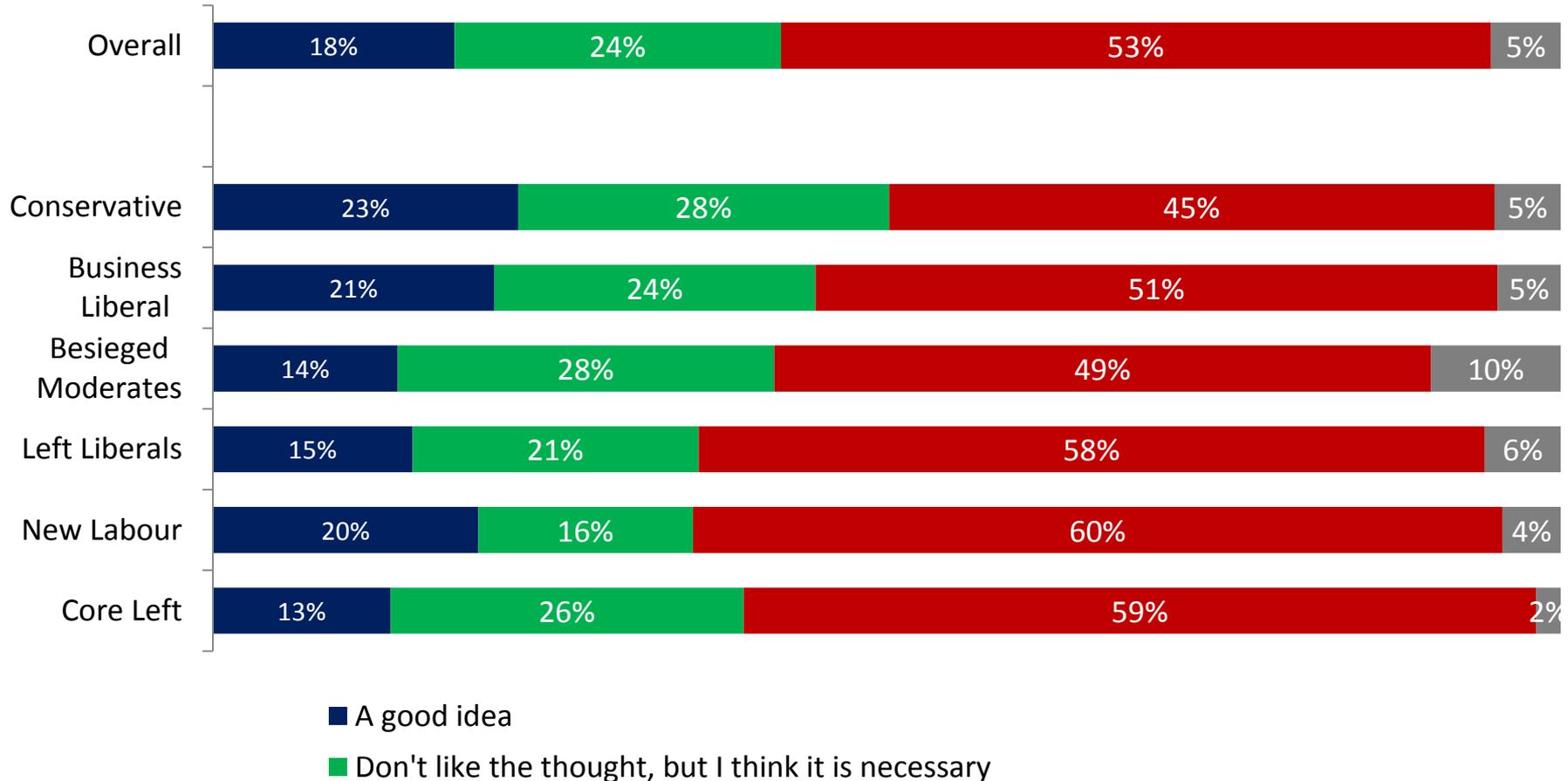
PCs more likely to say an election is a good idea, or necessary, while most Liberals, NDP say it is a waste

Q There has been some talk about the opposition parties voting against the minority government in Ontario and causing an election this spring. Which of the following statements is closest to your point of view about a possible provincial election? BY COMBINED VOTE



Those on the left more likely to say an election now would be a waste of time and money

Q There has been some talk about the opposition parties voting against the minority government in Ontario and causing an election this spring. Which of the following statements is closest to your point of view about a possible provincial election? BY VALUE CLUSTER



Political ID vs vote



Thinking about provincial politics HERE IN ONTARIO, generally speaking, do you usually think of yourself as ... Vs. Combined Vote

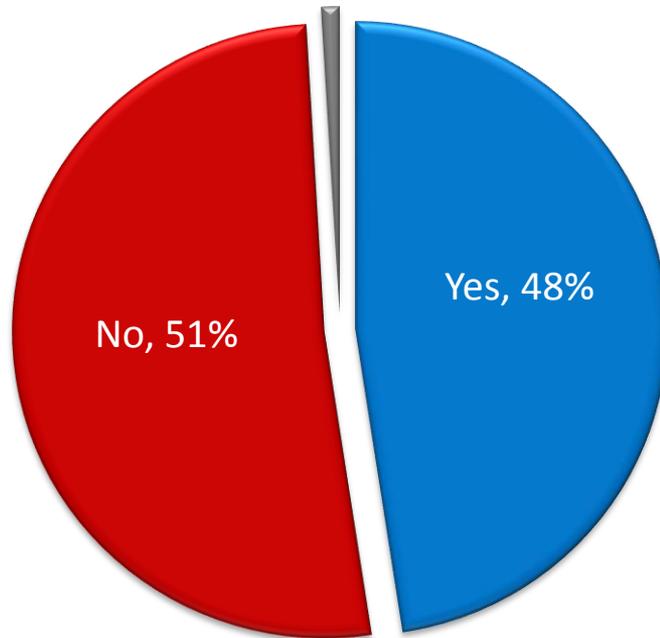
Vote	ID - PC	ID- Liberal	ID - NDP	ID - Green	ID - Undecided
PC	82%	6%	4%	14%	7%
Liberal	7%	74%	8%	14%	11%
NDP	4%	6%	80%	13%	9%
Green	2%	4%	1%	35%	3%
Other			1%		3%
None/would not vote		4%	2%	6%	19%
Undecided	5%	5%	5%	18%	34%

Note: 'Refused' not shown

Provincial Budget

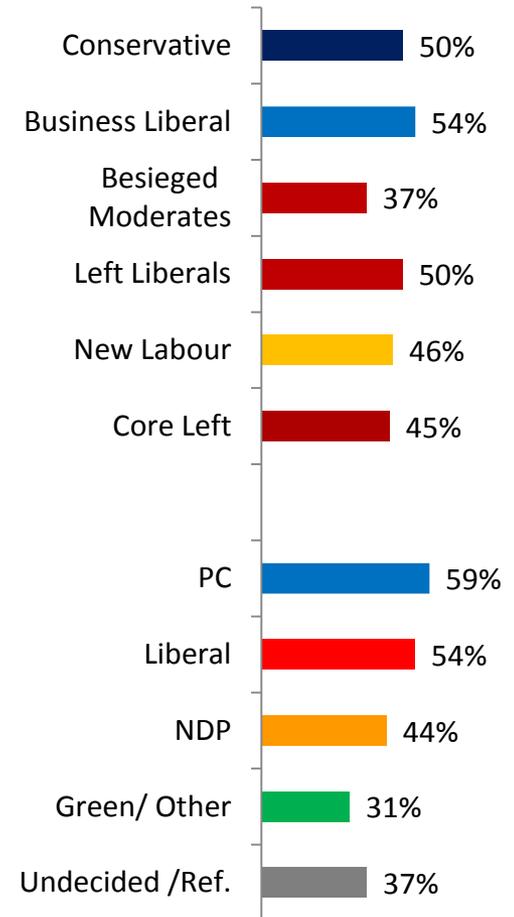
Just under half of Ontarians have heard something about the recent budget, Liberals & PCs more aware

Q Have you read, seen or heard anything about the recent Provincial budget that was presented in the Legislature on Thursday, May 2nd 2013(n=600)



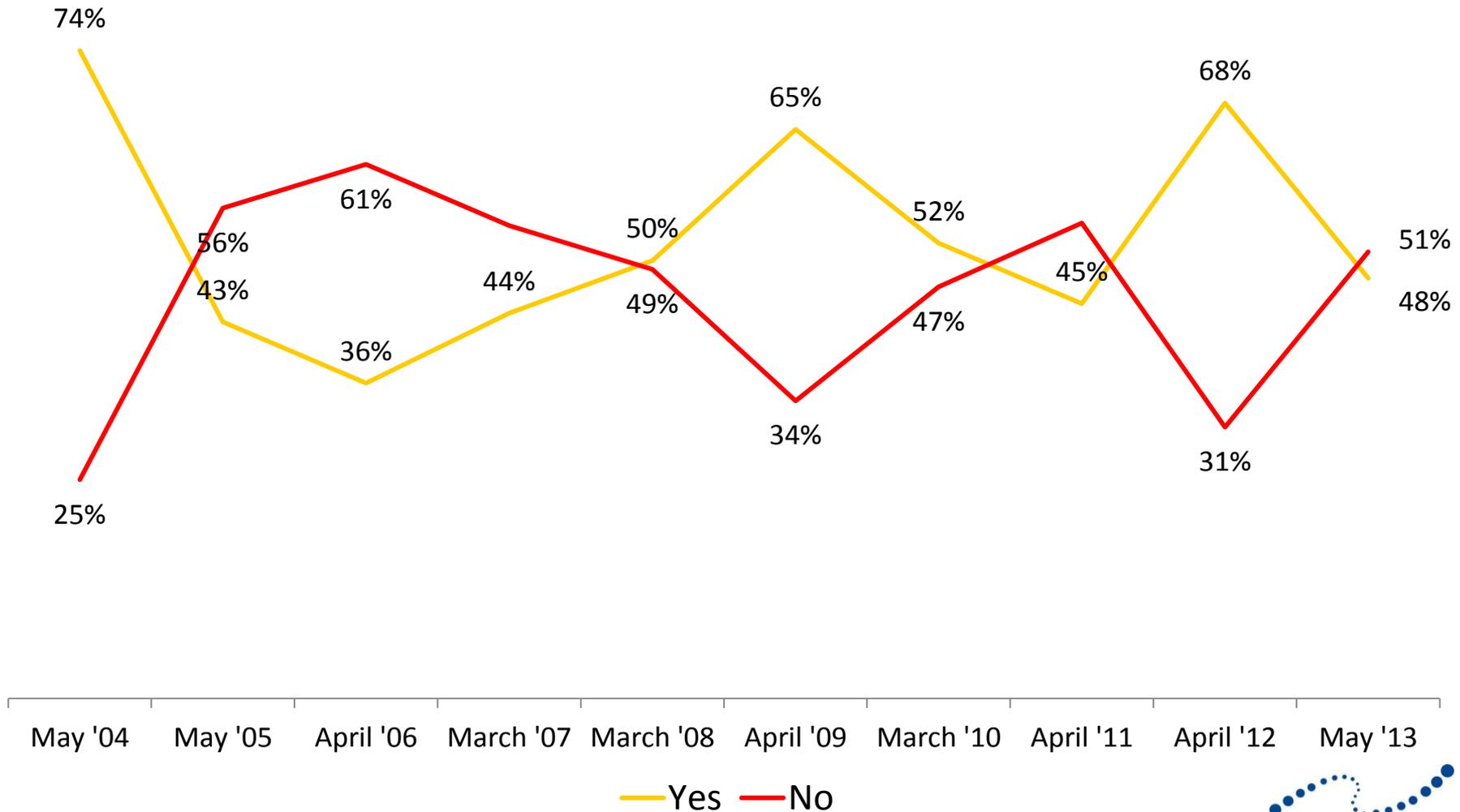
Percentage who said

'Yes'



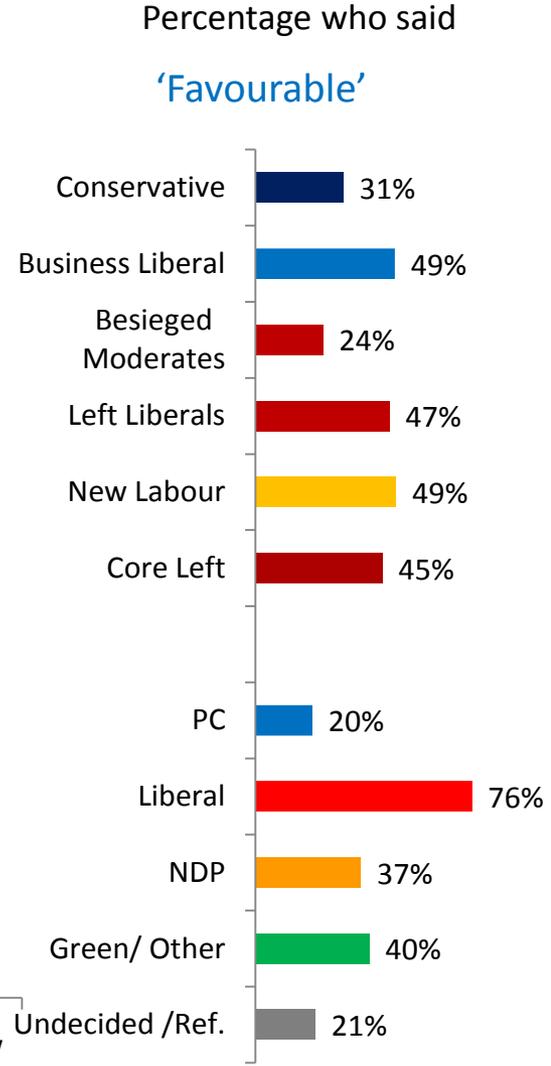
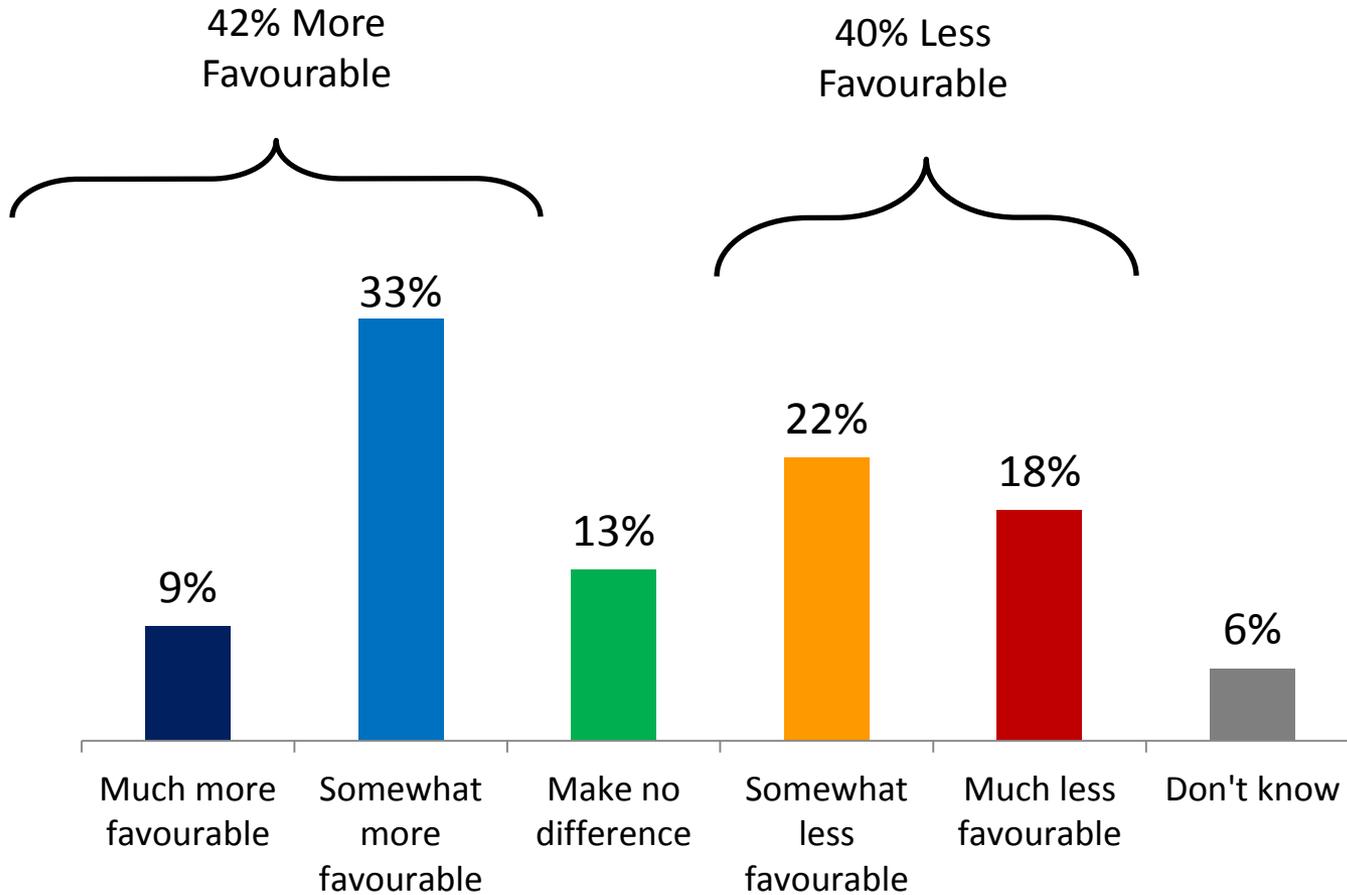
Awareness is low compared to last year

Q Have you read, seen or heard anything about the recent Provincial budget that was presented in the Legislature on [Budget date/Year] (n=600)



Impressions of budget divided, but 'besieged moderates' less likely to have a favourable impression

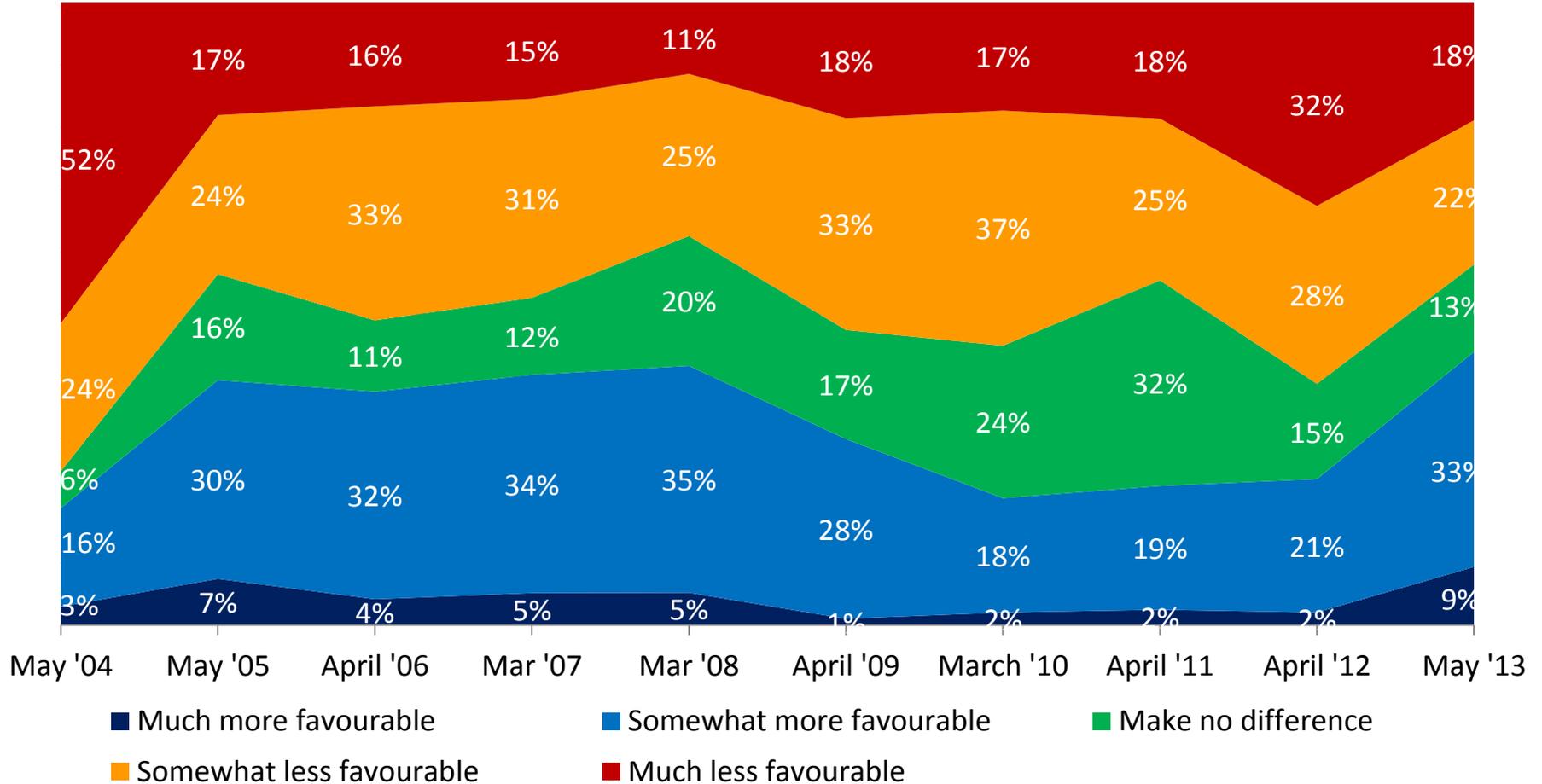
Q Did it leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable, a lot less favourable towards the provincial Liberal government? (n= 291)



Budget had the most favourable impression of any budget over last decade



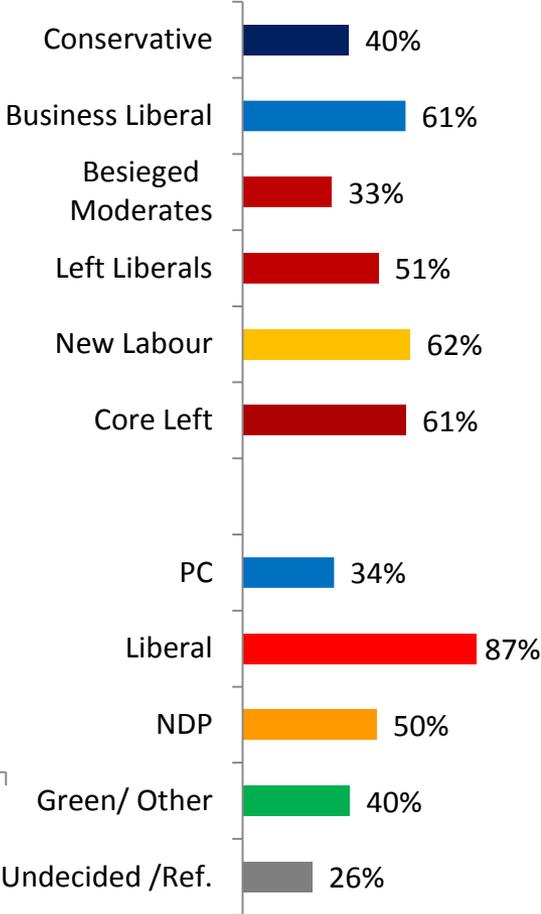
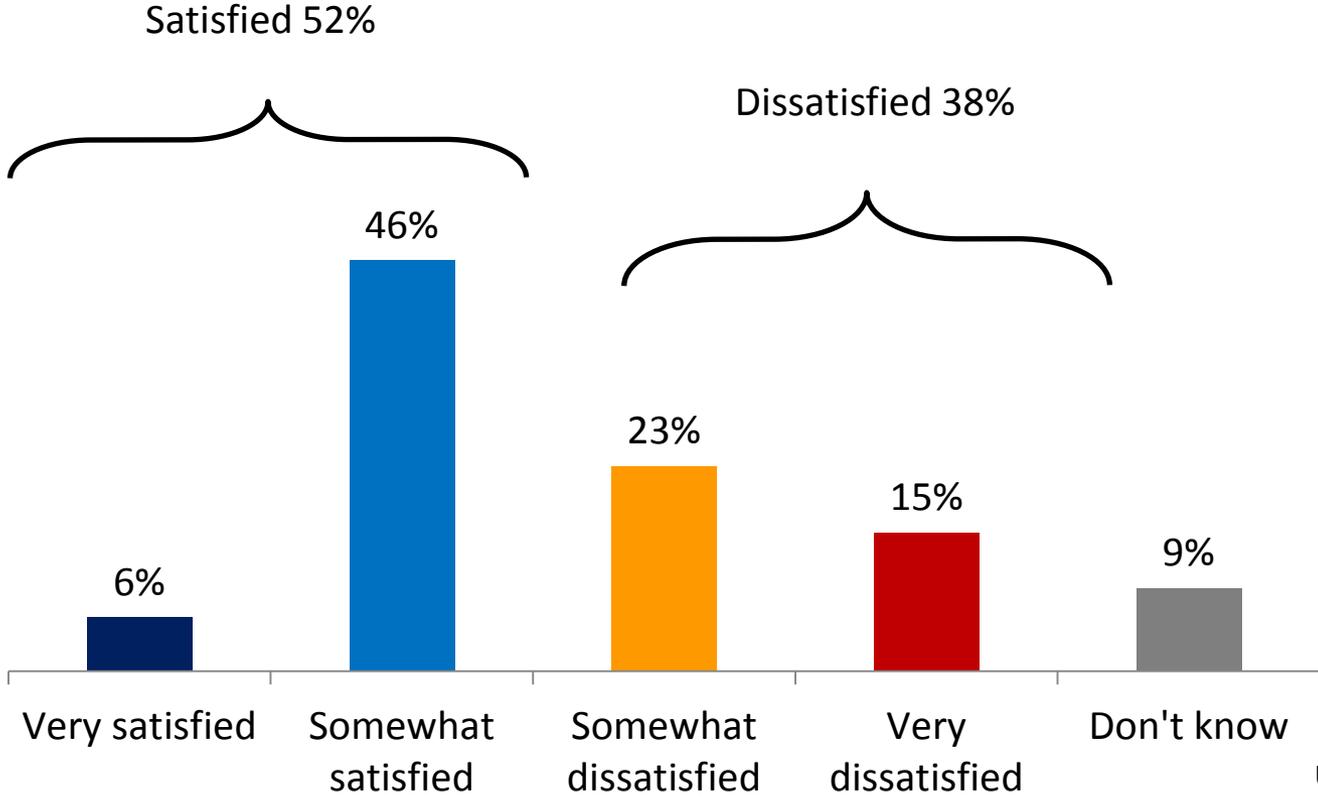
Did it leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable, a lot less favourable towards the provincial Liberal government? (n= 410)



Just over half are say they are satisfied with the budget

Q In general, how satisfied are you with the provincial budget? Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

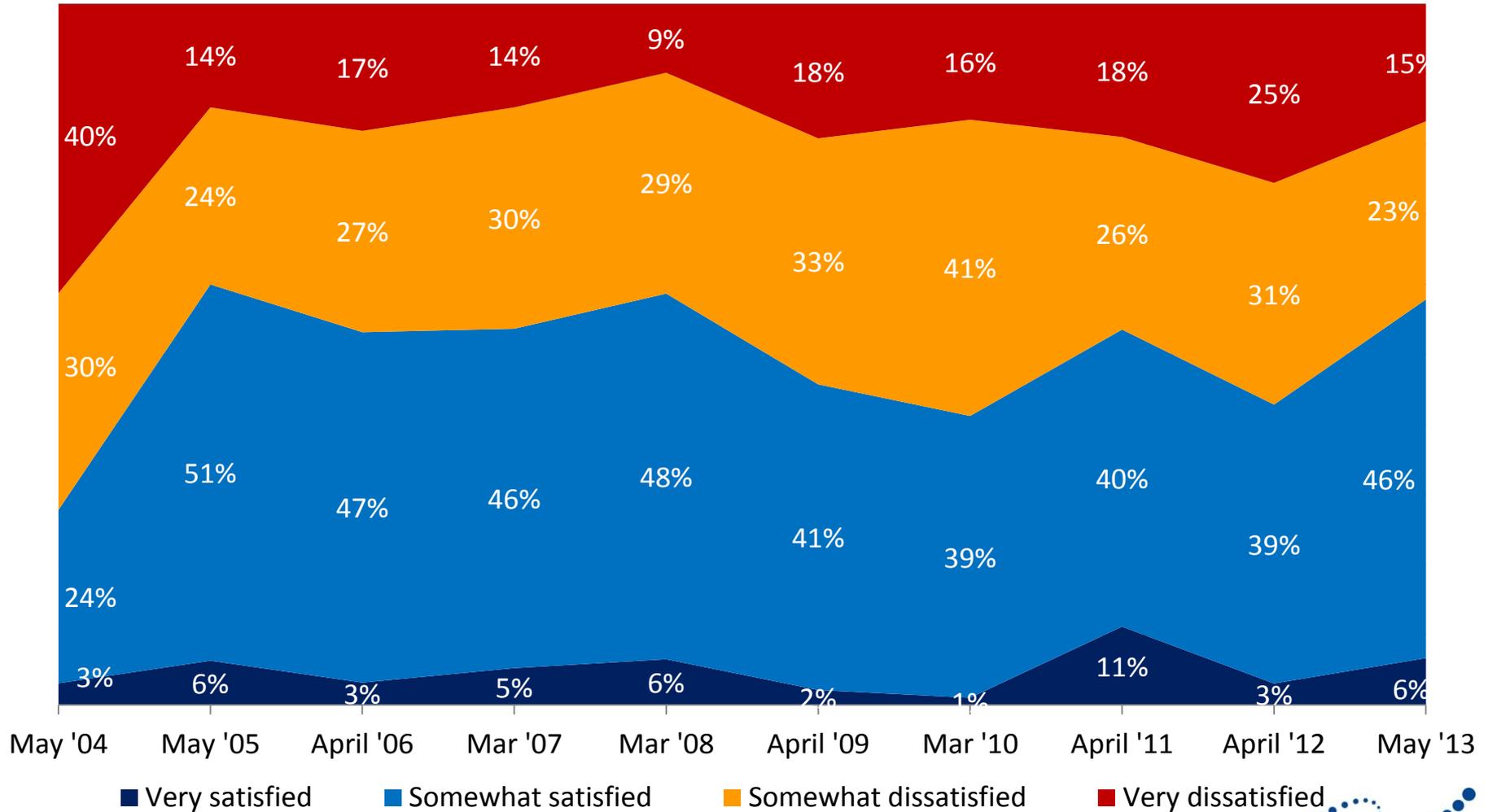
Percentage who said
'Satisfied'



Note: 'Don't know / Refused' (3%) not shown

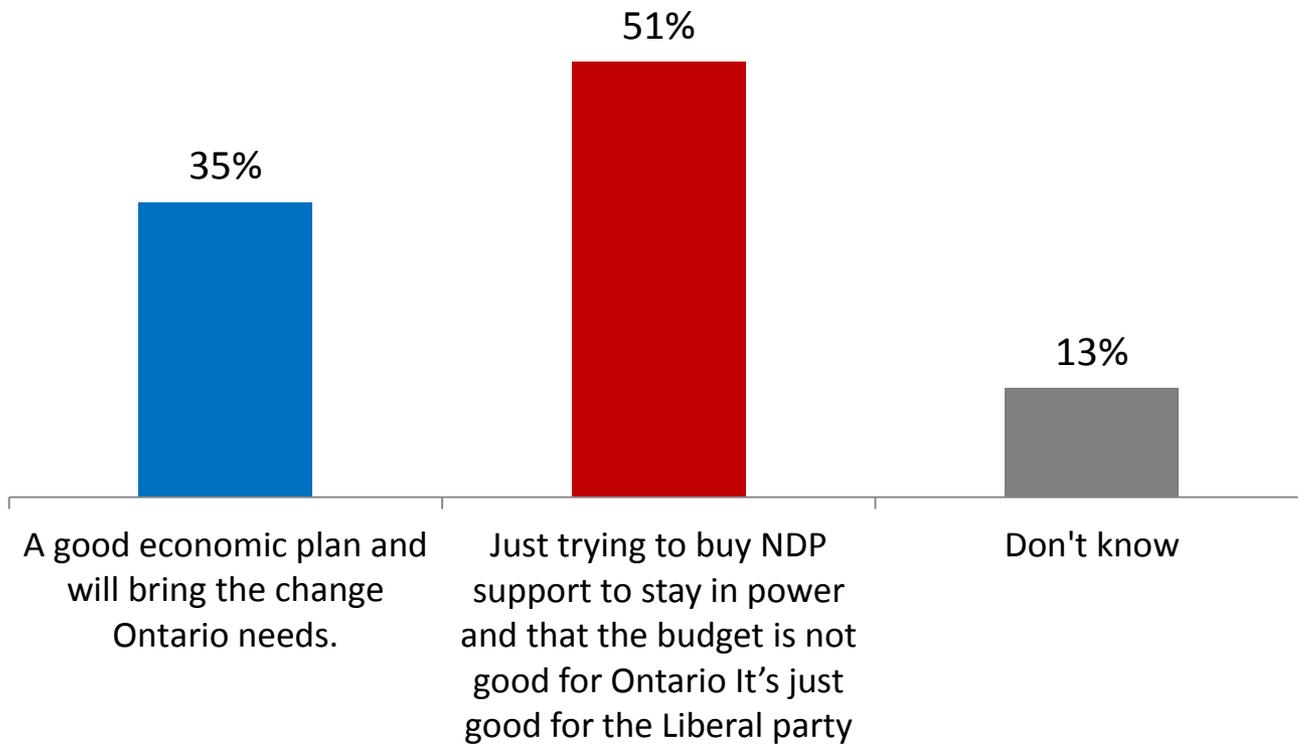
Satisfaction with the budget much higher than last year

Q In general, how satisfied are you with the provincial budget? Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

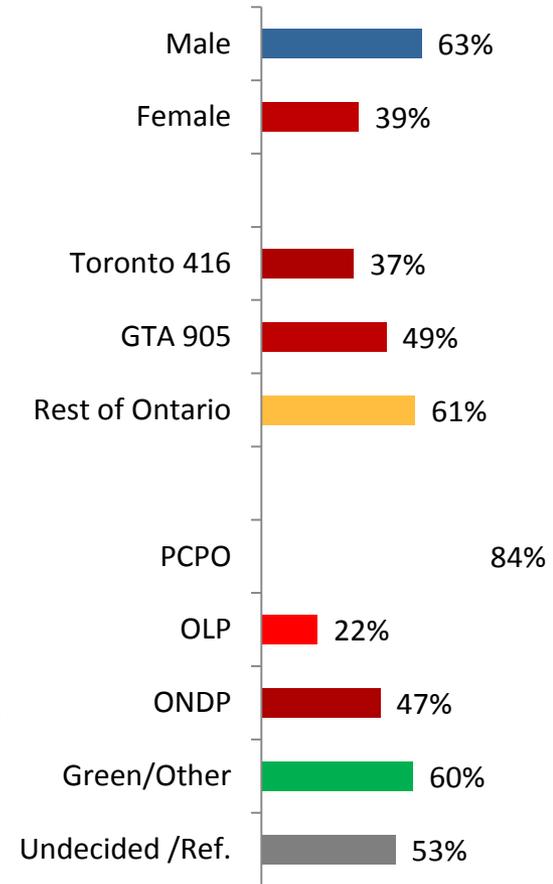


Just over half say Liberal gov't is trying to buy NDP support,²⁸ while one-third say it is a good economic plan

Q Which of the following statements is closest to your point of view?
 Some/Other people say that the Ontario Liberal government's budget is a good economic plan and will bring the change Ontario needs.
 Others say that that the Liberal government is just trying to buy NDP support to stay in power and that the budget is not good for Ontario It's just good for the Liberal party. (n=290)



Percentage who said
 'Buying NDP support'



Note: 'Refused' (1%) not shown



Research-based strategic advice.

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