

Prepared by:

Innovative Research Group, Inc.

Toronto • Vancouver

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Public Opinion Research ▶▶

Ontario Party Leaders



Methodology

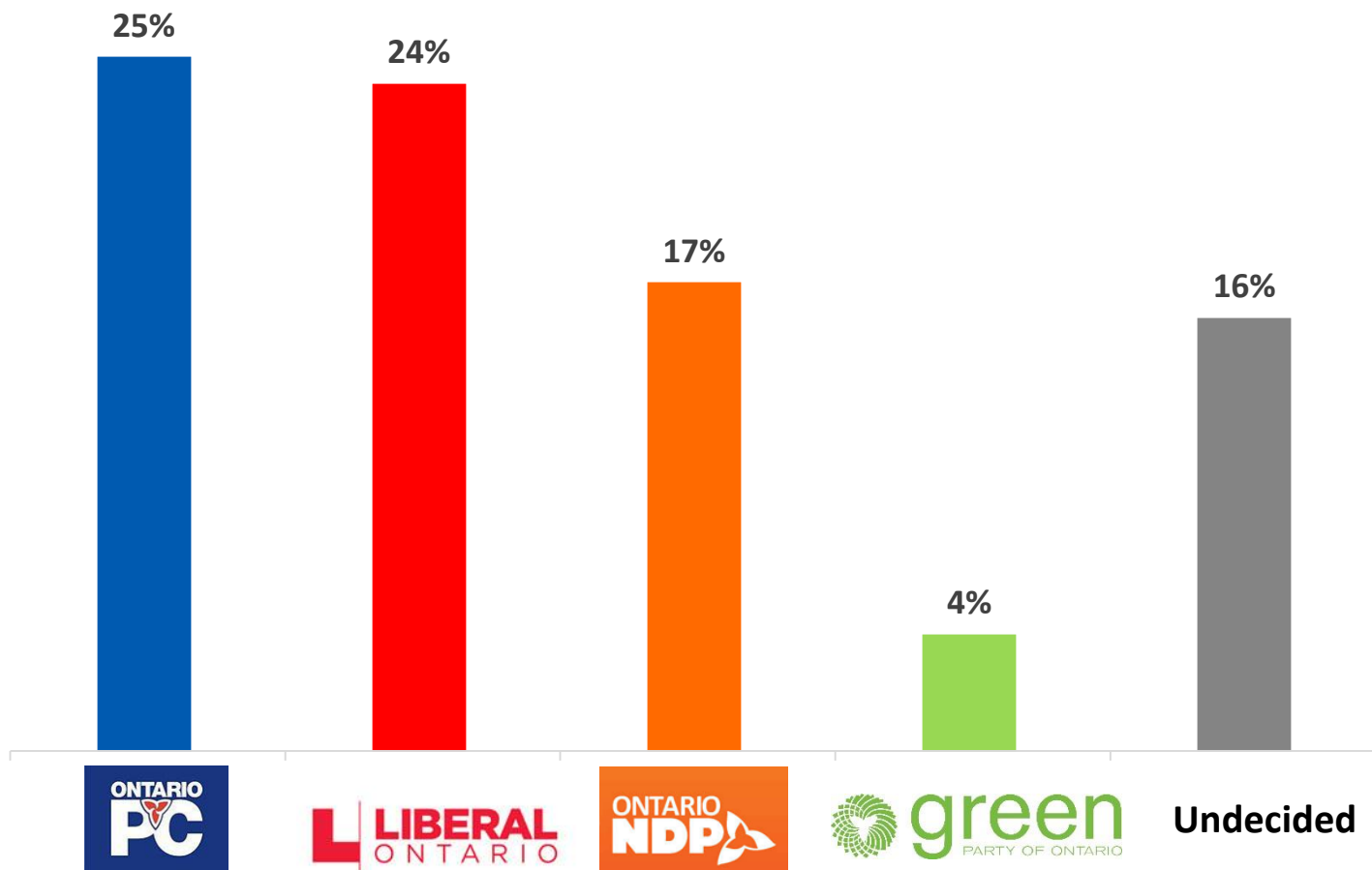
- This survey was conducted by telephone among 606 randomly-selected Ontario residents, 18 years of age or older from Friday, May 15th to Tuesday, May 19th, 2015. This study was conducted by telephone, calling landlines and cell phones. Calling cell phones ensures adequate representation of the younger age cohort who are increasingly less likely to have a landline telephone. Overall, 39% of respondents were contacted on cell phones in this sample.
- Only one respondent per household was eligible to complete this survey.
- The sample has been weighted by age, gender and region using the latest available data from Statistics Canada Census to reflect the actual demographic composition of the population.
- After weighting a sample of this size, the aggregated results are considered accurate to within $\pm 4.0\%$, 19 times out of 20.
- The margin of error will be larger within each sub-grouping of the sample.

Ontario PCs and Liberals in statistical tie; 1-in-6 undecided

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**]



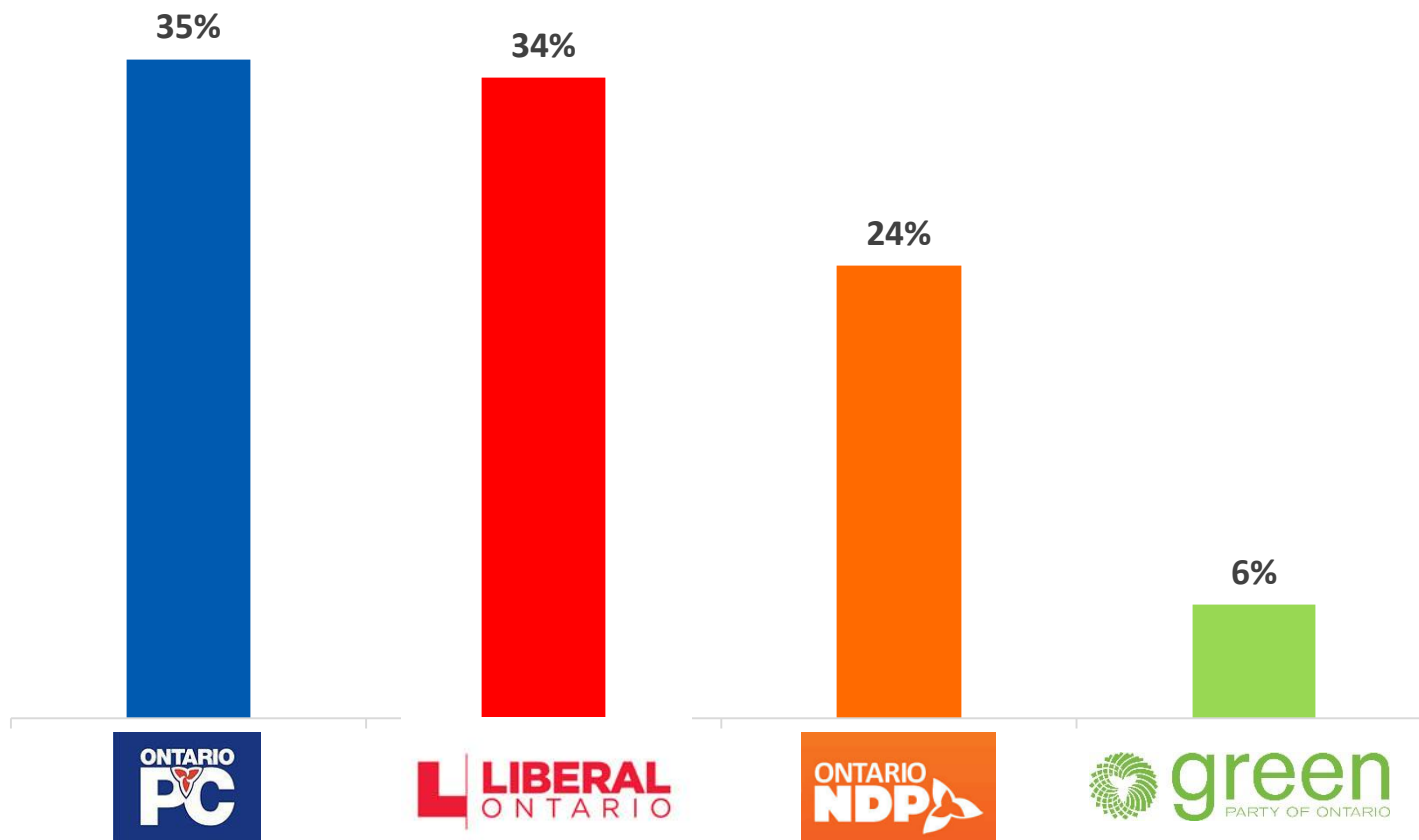
Note: Other (1%), None/would not vote (8%) and Refused (4%) not shown.

Ontario PCs and Liberals in statistical tie on 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=434]

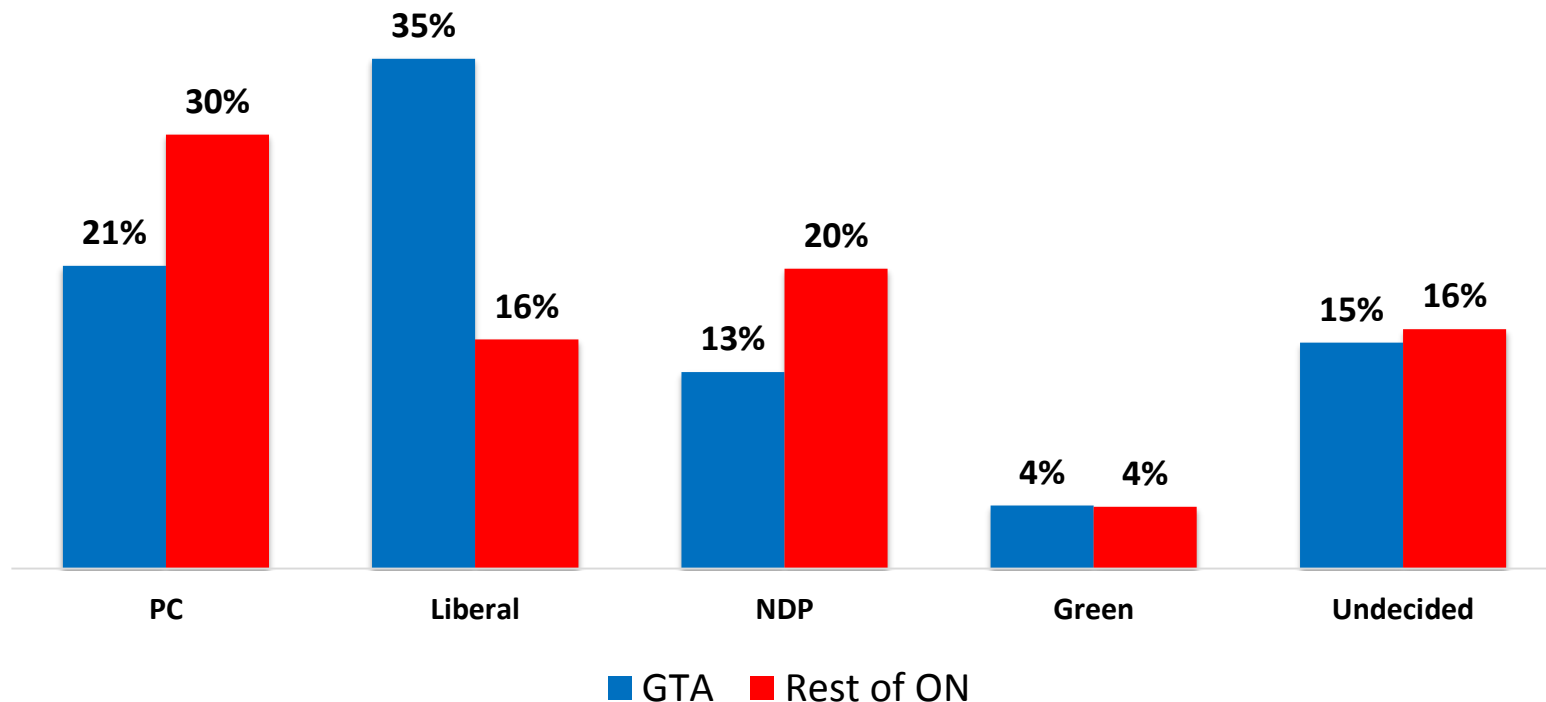


Note: Other (1%) not shown.

GTA vs. Rest of Ontario: Liberals lead by 14 points in GTA, but trail PCs and NDP in the rest of Ontario

Q

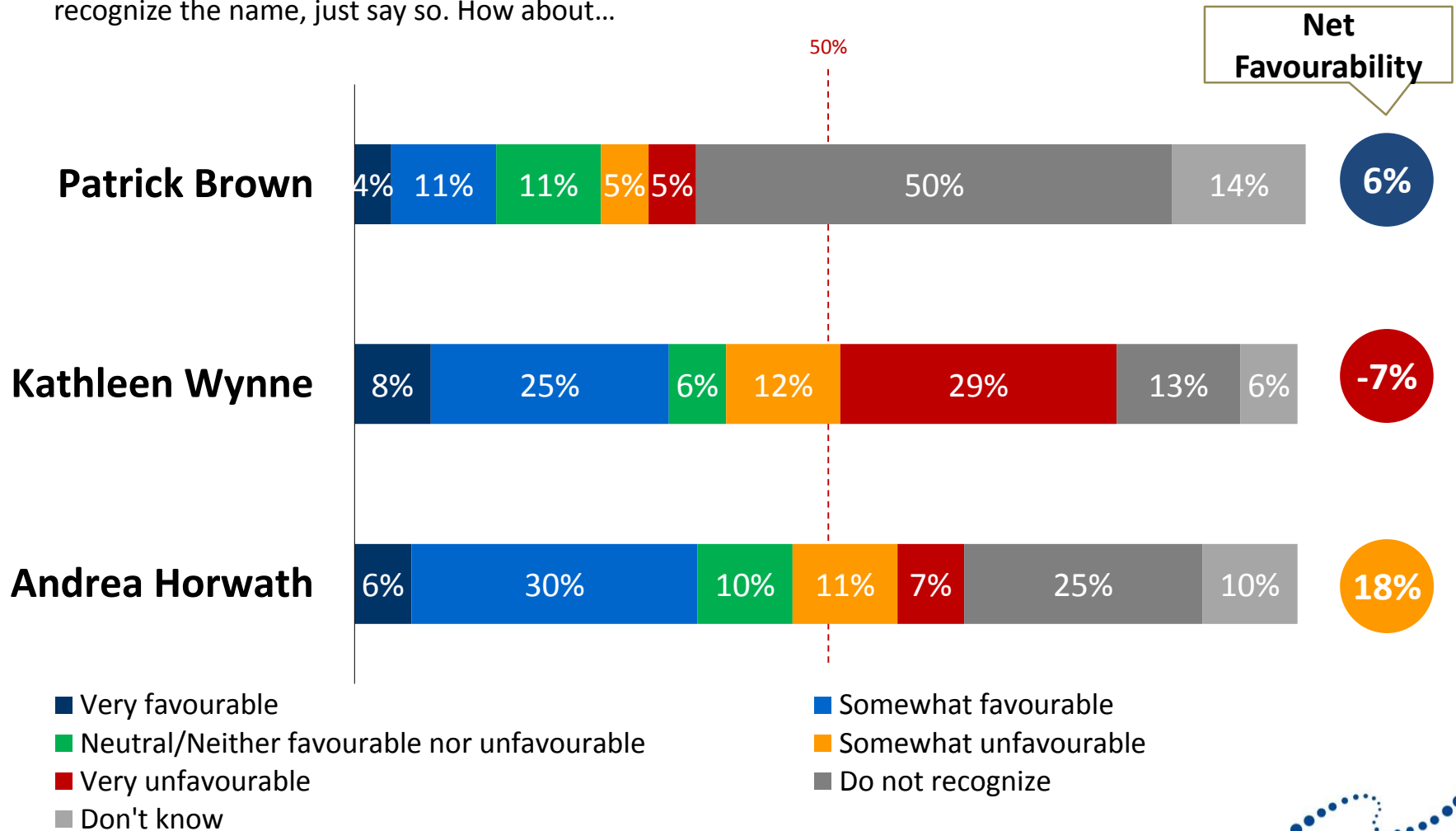
If a provincial election were held today, which party would you vote for: The Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party, or another party? Note: combined with lean vote



Patrick Brown largely unknown; Wynne seen as *least* favourable and Horwath as *most* favourable

Q

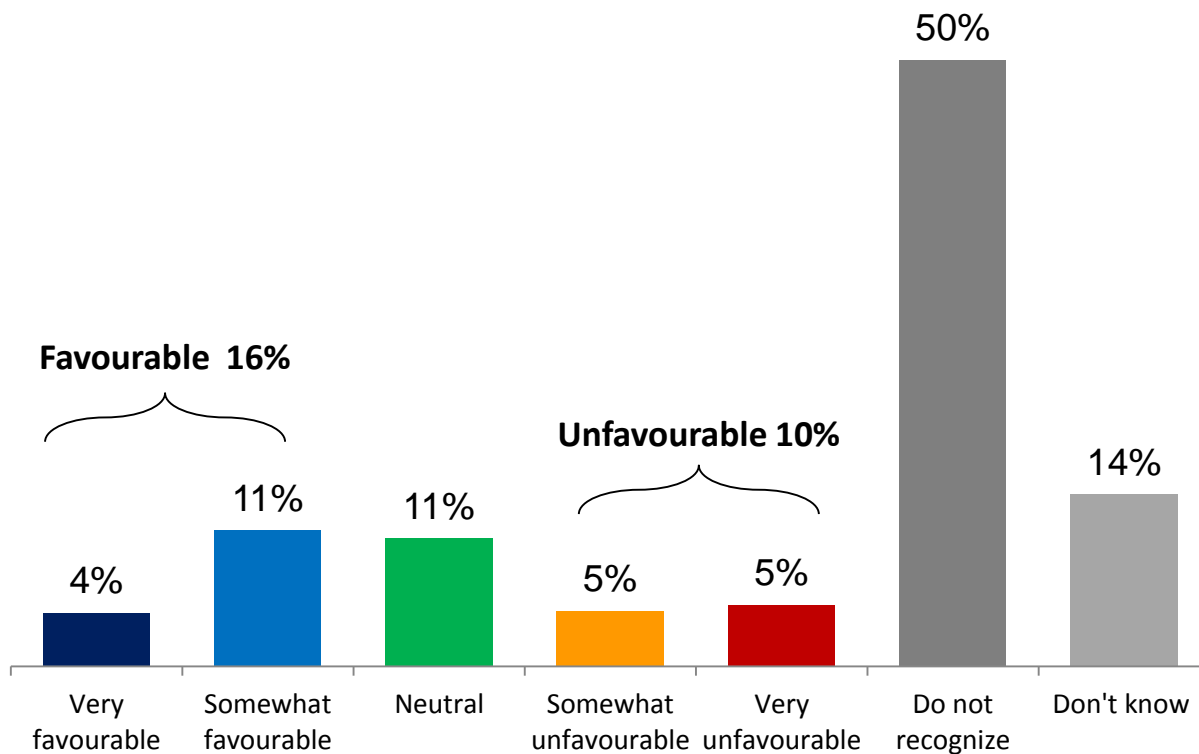
Now, I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just say so. How about...



Note: 'Refused' (<1%) not shown

Patrick Brown more popular amongst higher income voters; half of Ontarians don't recognize him

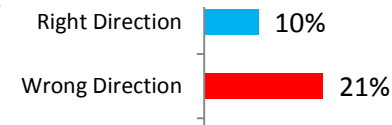
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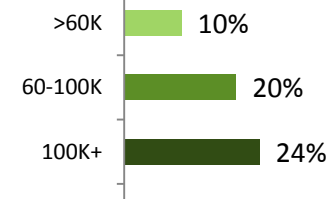
Sample Breakdown ▶▶

Those who say "favourable"

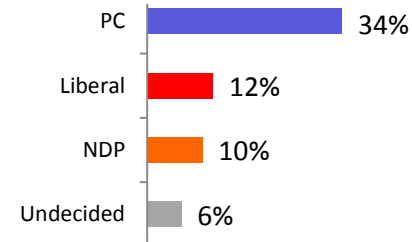
Mood



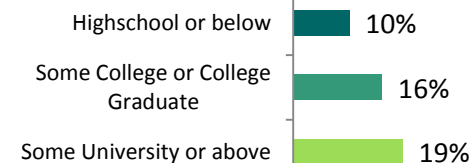
Income



Combined Vote

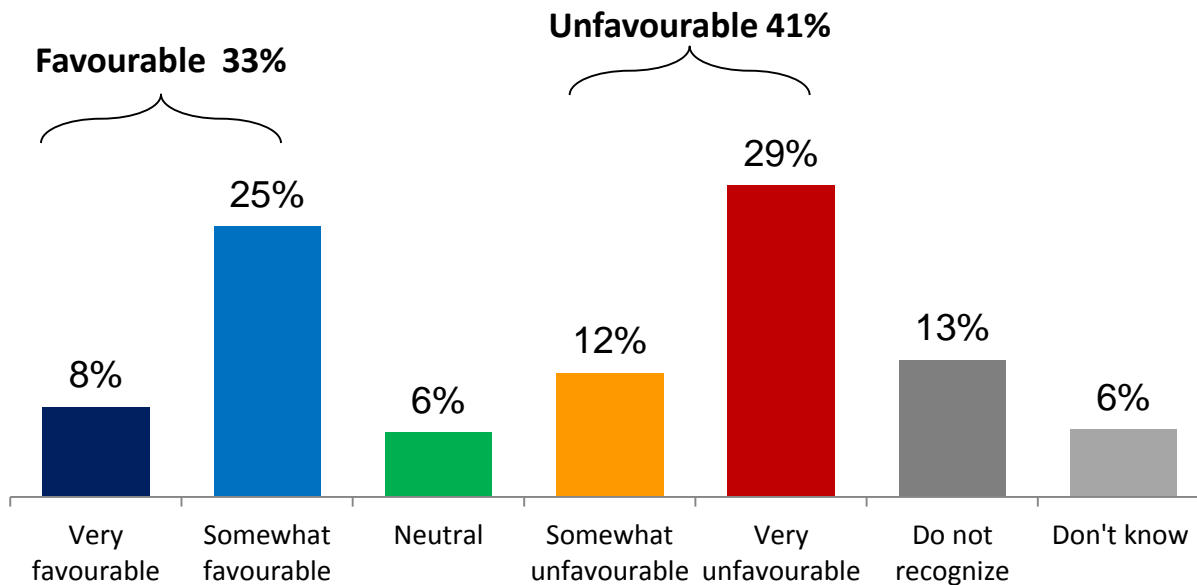


Education



Kathleen Wynne seen as unfavourable by nearly half of Ontarians

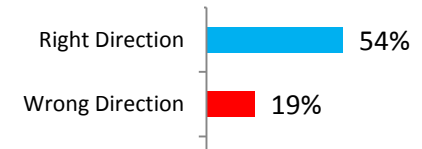
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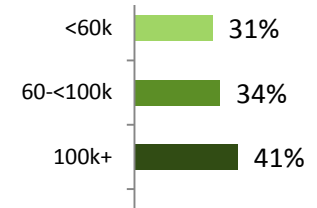
Sample Breakdown ▶▶

Those who say "favourable"

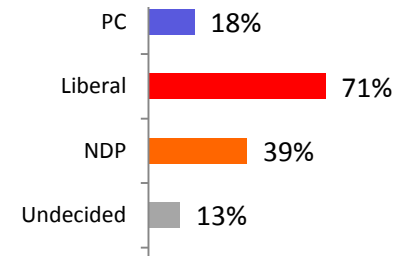
Mood



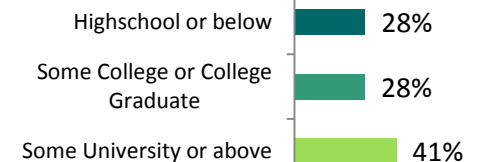
Income



Combined Vote

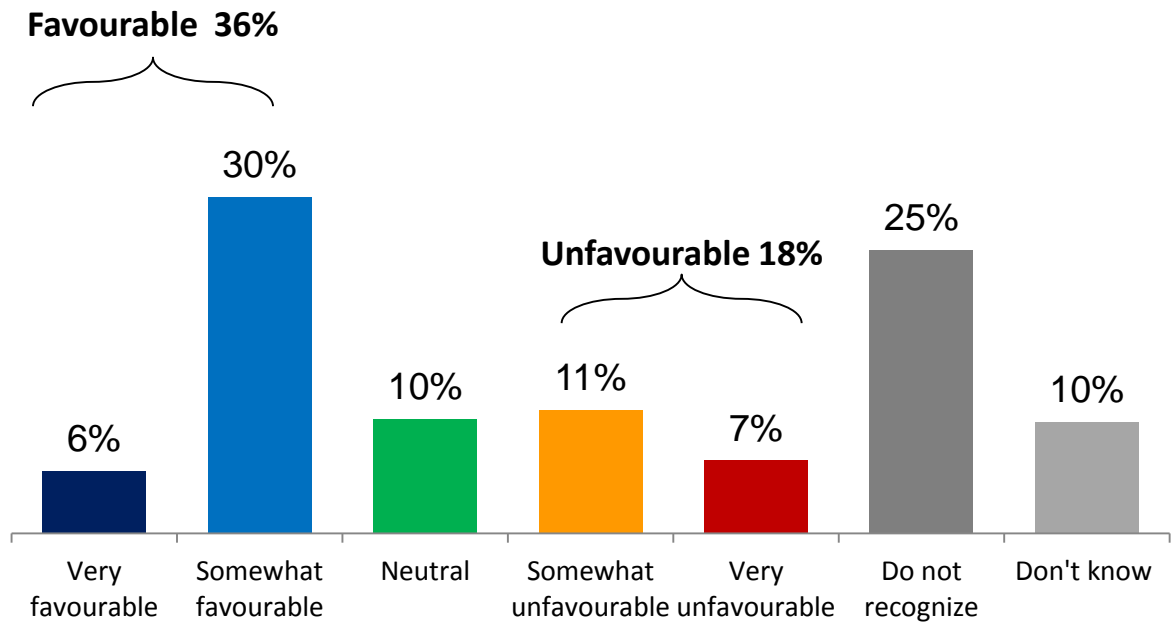


Education



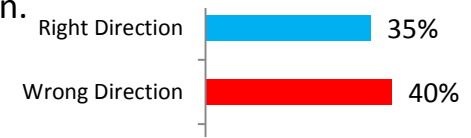
More than one-third view Horwath favourably, including 41% of PC voters

Q Now, I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just say so. How about...**Andrea Horwath**

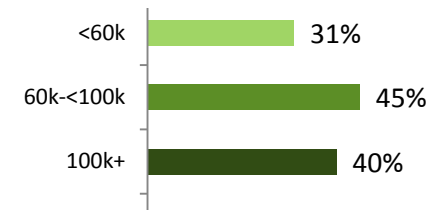


Sample Breakdown ▶▶ *Those who say "favourable"*

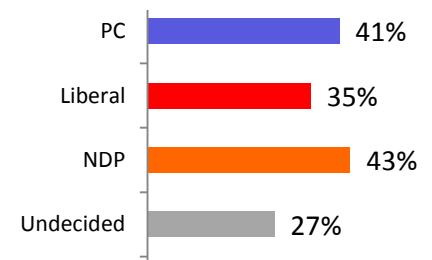
Mood



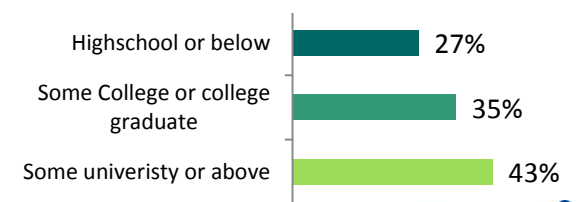
Income



Combined Vote



Education



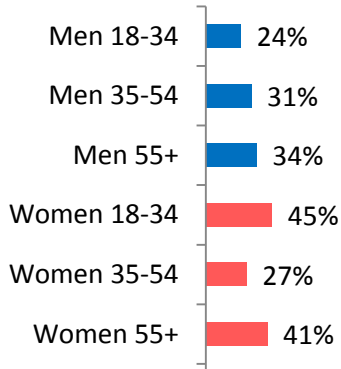
Note: Refused (<1%) not shown.

Kathleen Wynne viewed most favourable by young women, GTA, university educated

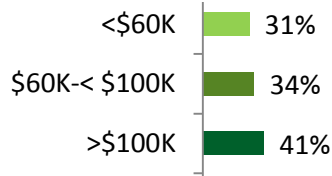


Now, I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just say so. How about...**Kathleen Wynne- favourable**

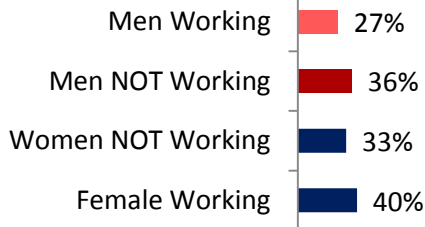
Age/gender



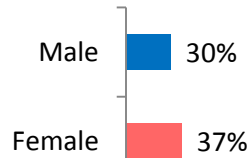
Income



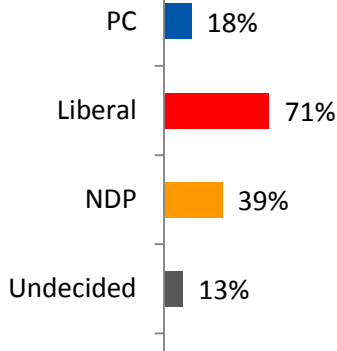
Gender/employment status



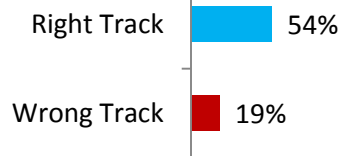
Gender



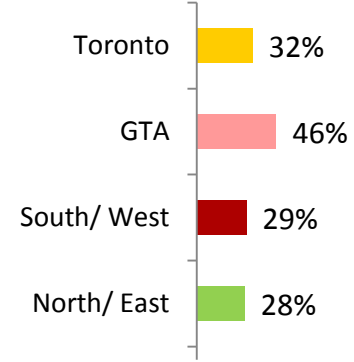
Combined Vote



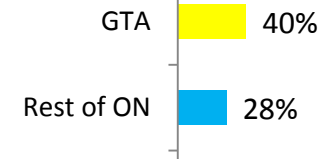
Mood



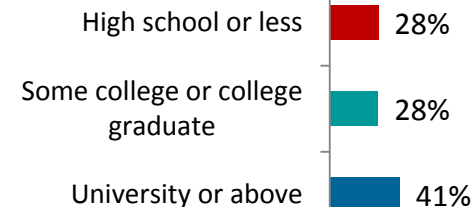
Region



GTA vs. Rest of ON



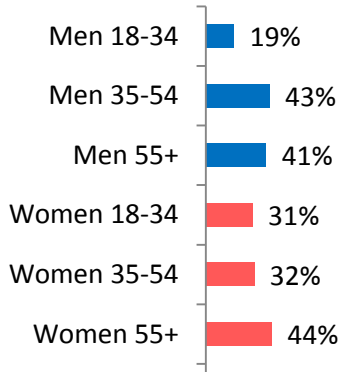
Education



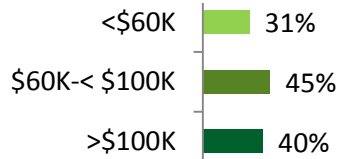
Andrea Horwath viewed favourably by more than a third of Liberal and PC voters

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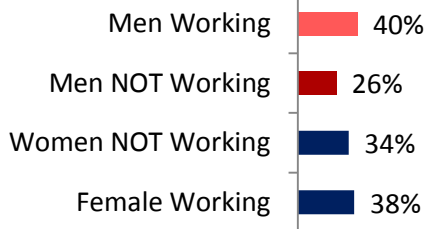
Age/gender



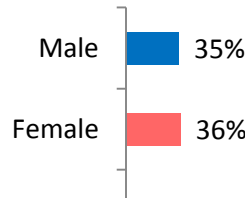
Income



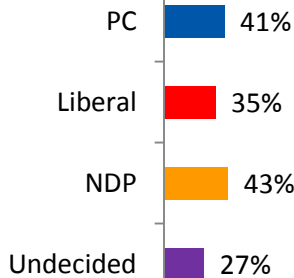
Gender/employment status



Gender



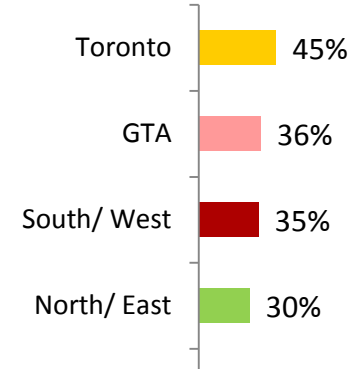
Combined Vote



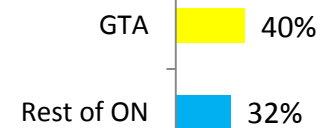
Mood



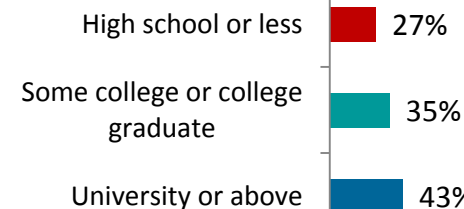
Region



GTA vs. Rest of ON

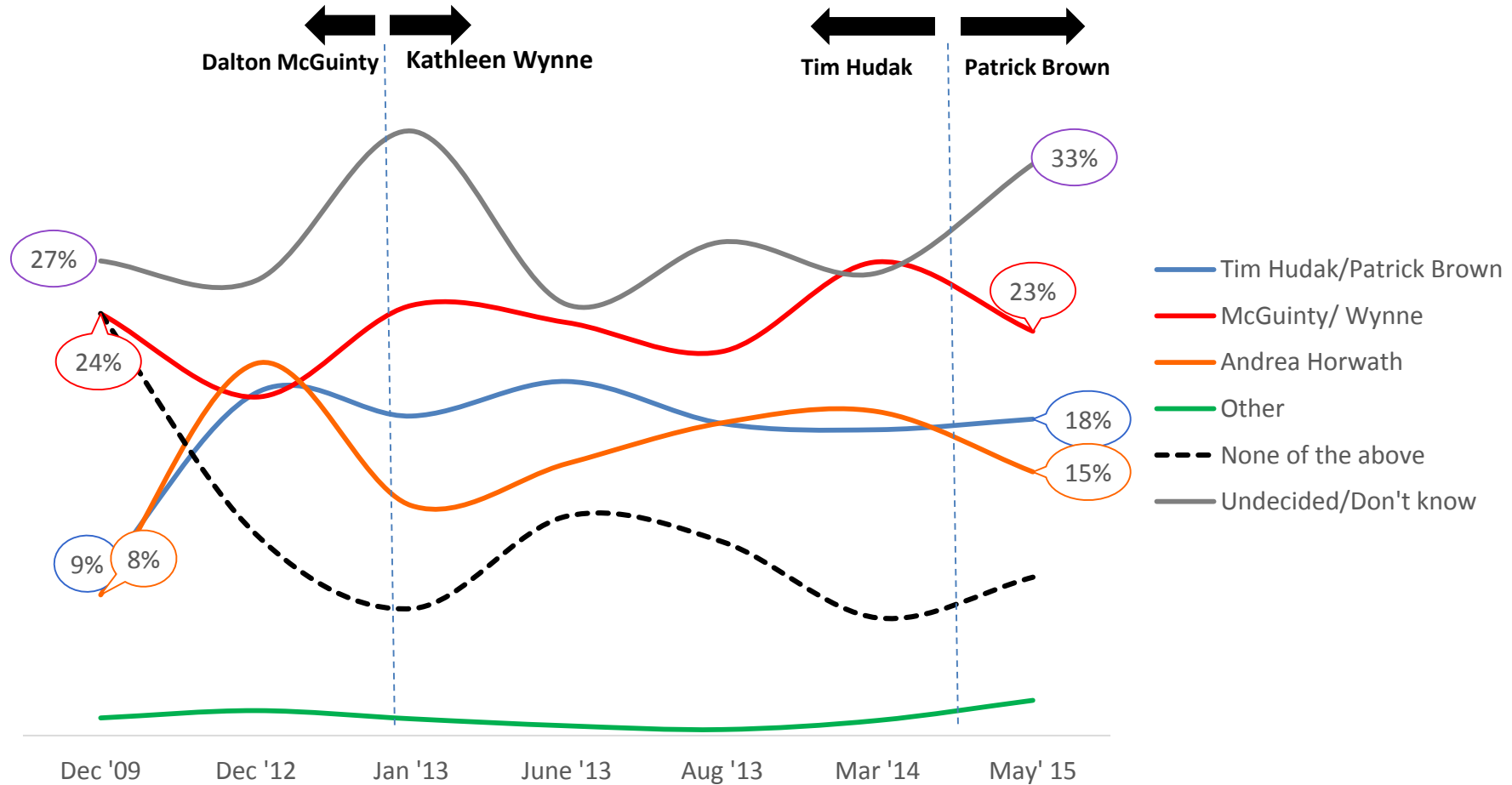


Education



Wynne leads others by 5 points as best Premier; One-third undecided

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



Note: 'Refused' / "would not vote" not shown



Research-based strategic advice.

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For more information, please contact:

Greg Lyle

President

Innovative Research Group Inc.

56 The Esplanade, Suite 310

Toronto ON | M5E 1A7

(t) 416-642-6429

(f) 416-640-5988

(e) glyle@innovativeresearch.ca

www.innovativeresearch.ca