

Innovative Research Group, Inc.

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Toronto :: Vancouver



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*Public Opinion Research* ▶▶

# Ontario Budget 2015

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# Methodology

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- This online survey of 1,017 Ontario adults was conducted from April 24<sup>th</sup> to April 26<sup>th</sup>, 2015.
- Each survey is administered to a series of randomly selected samples from the panel sample and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample. After weighting, the final sample size is 1,000.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey and panel members can only complete a particular survey once.
- Since the online survey was not a random probability based sample, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

**Note:** *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

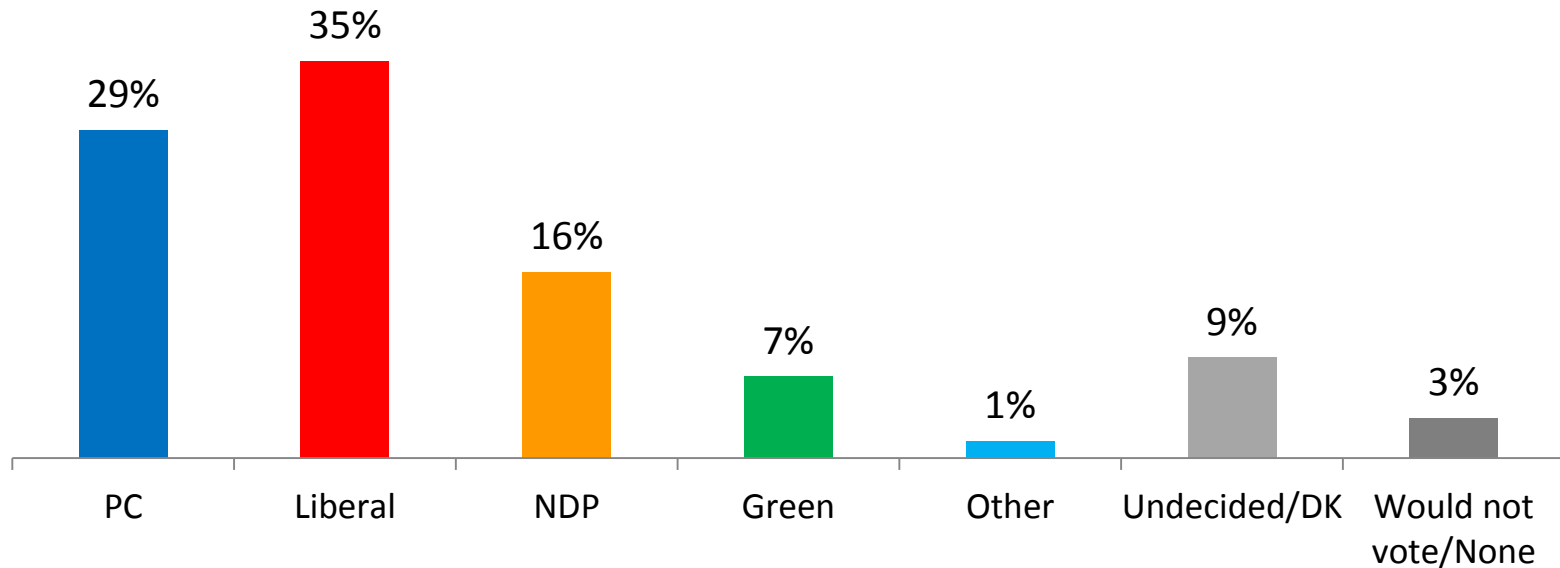
# Provincial Vote

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# Provincial Vote Intent

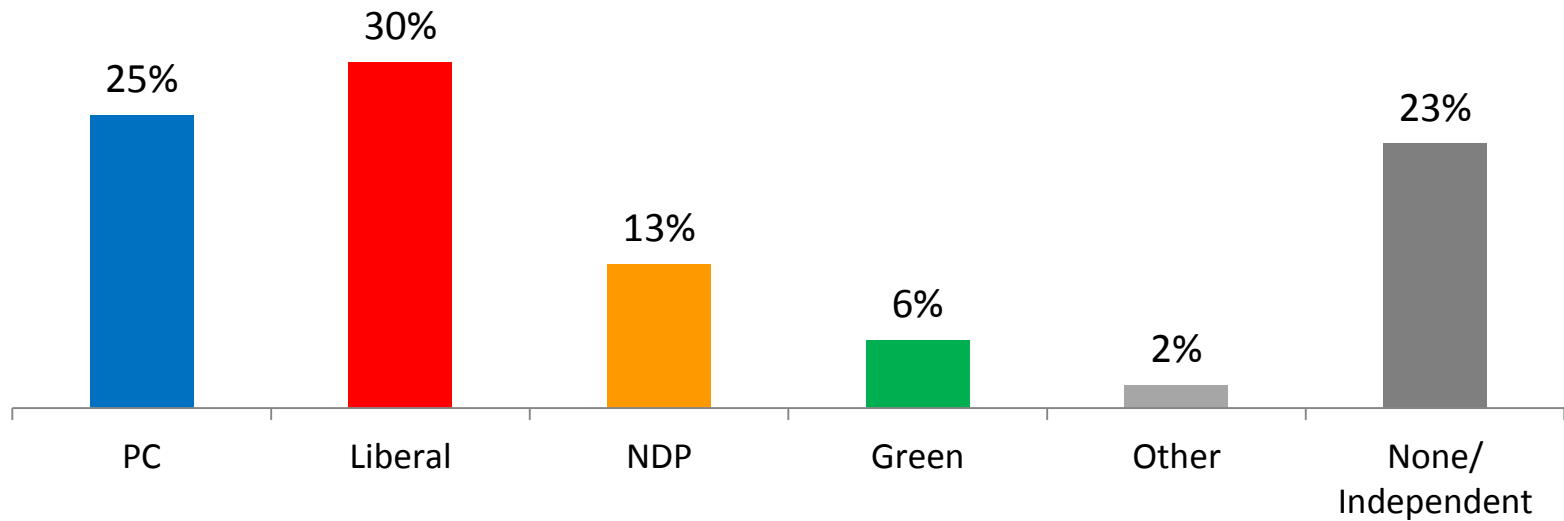
Q

If a PROVINCIAL election were held today, which party would you vote for: [RANDOMIZE AND READ LIST] the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? AND In that case, which party do you lean toward slightly?



Q

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

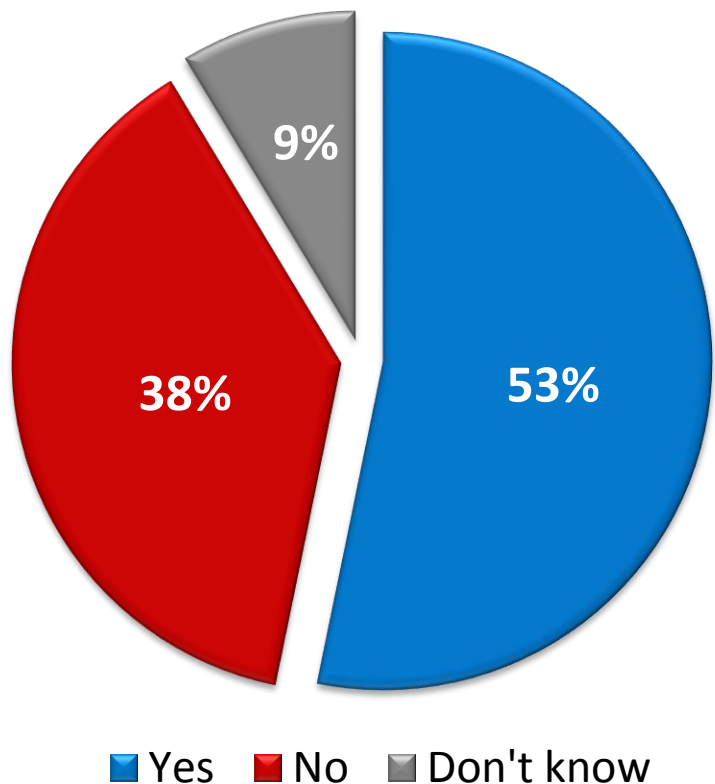


# Reaction to Budget

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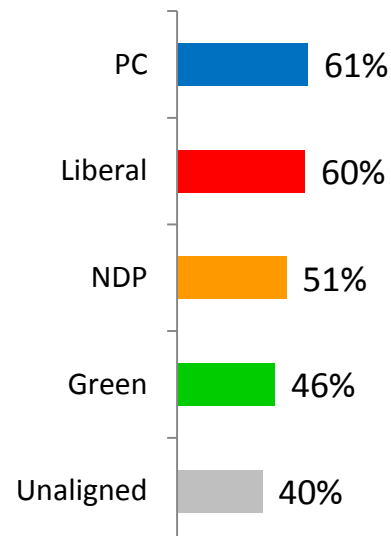
# RSH of Budget?

**Q** Have you read, seen or heard anything about the recent Provincial budget that was presented in the Legislature on Thursday, April 23<sup>rd</sup>?  
[asked of all respondents n=1,000]

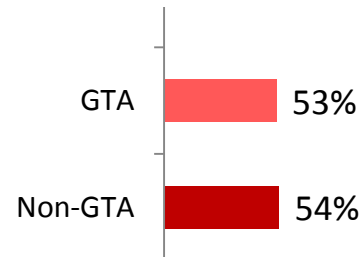


## Sample Breakdown ▶▶ *Those who say "yes"*

### Party ID



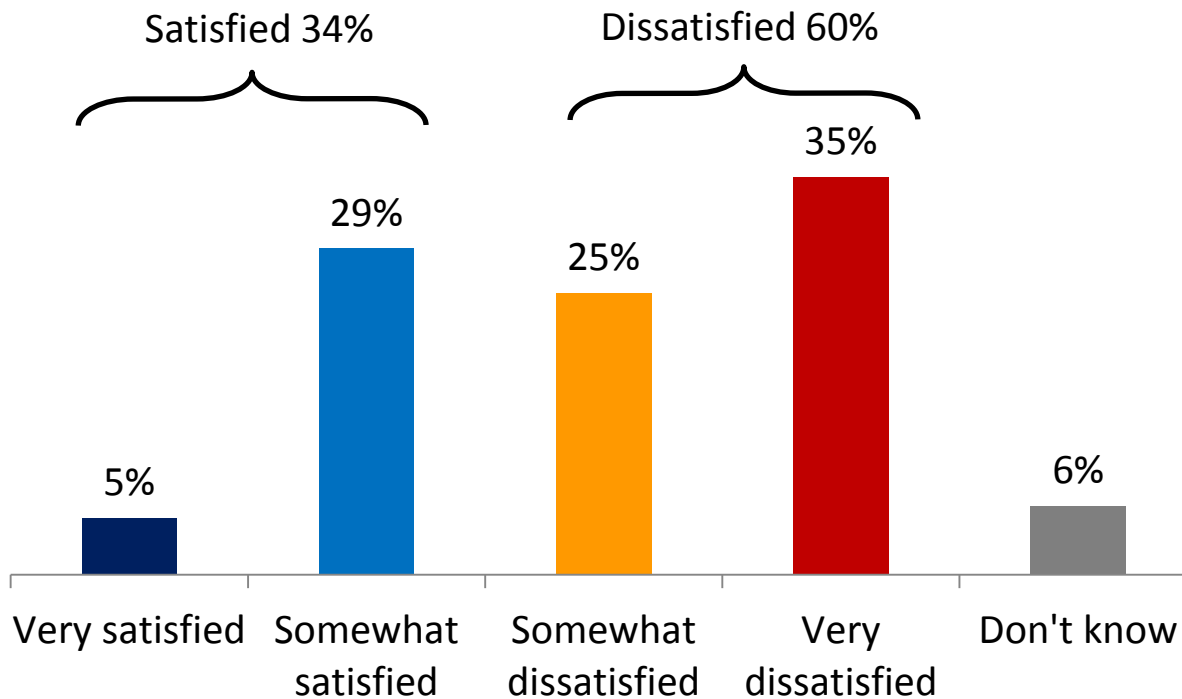
### Region



# Satisfaction with 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?

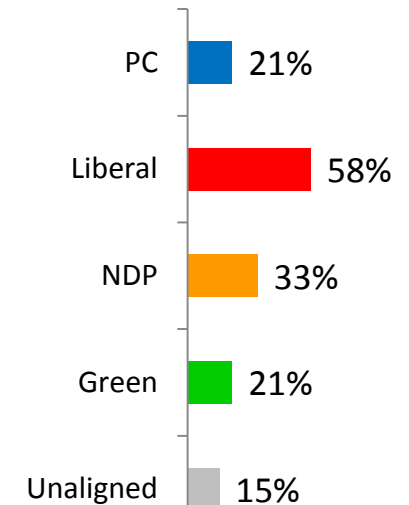
[asked of those aware of budget n=532]



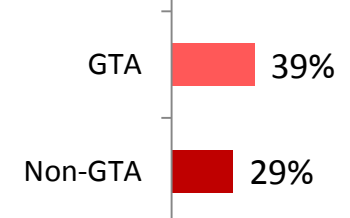
## Sample Breakdown ▶▶

*Those who say "satisfied"*

### Party ID



### Region



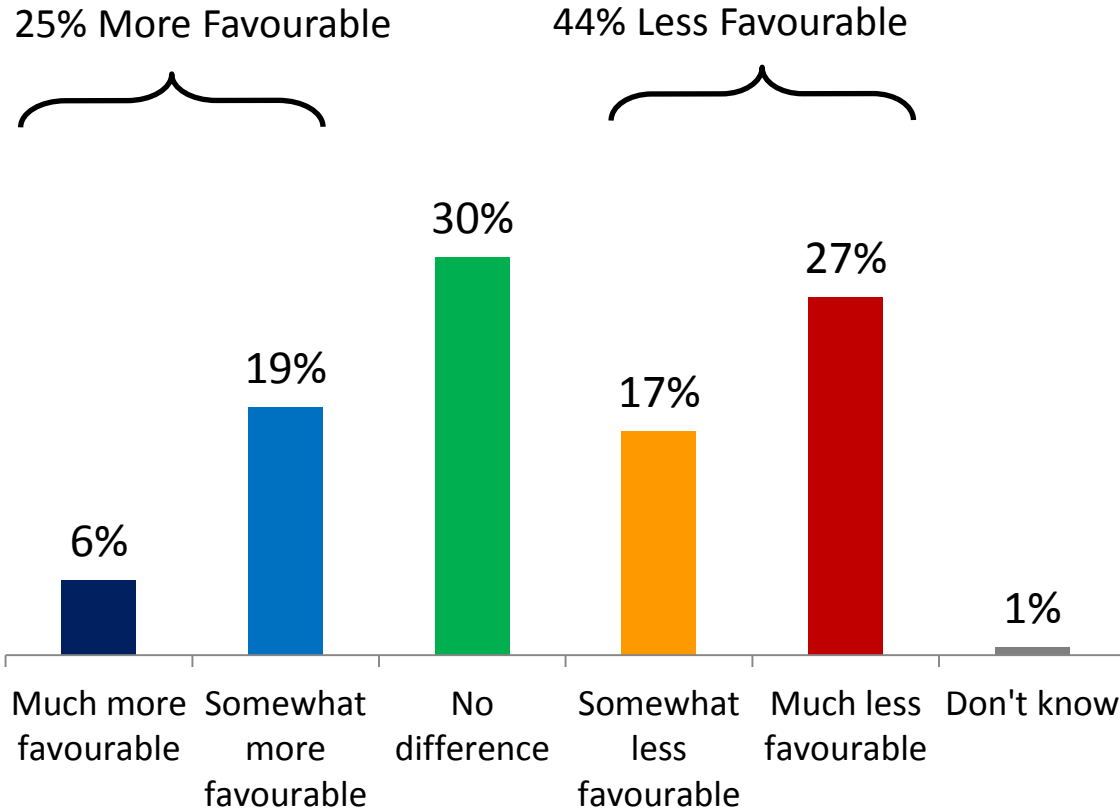


# Perceived Impact of Budget

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# Impact of Budget

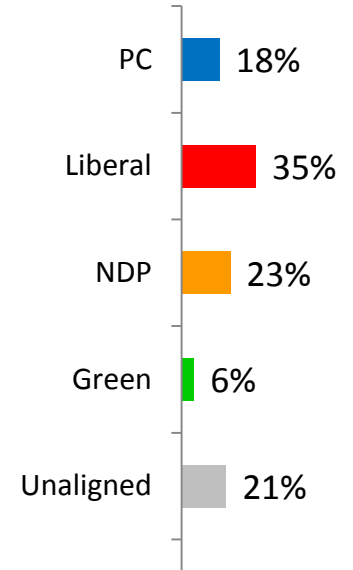
**Q** Did it leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable, a lot less favourable towards the provincial Liberal government?  
[asked of those aware of budget n=532]



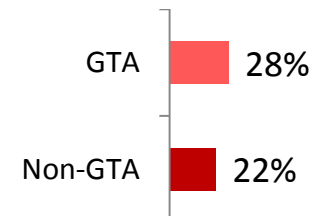
## Sample Breakdown ▶▶

*Percentage who say More Favourable*

### Party ID



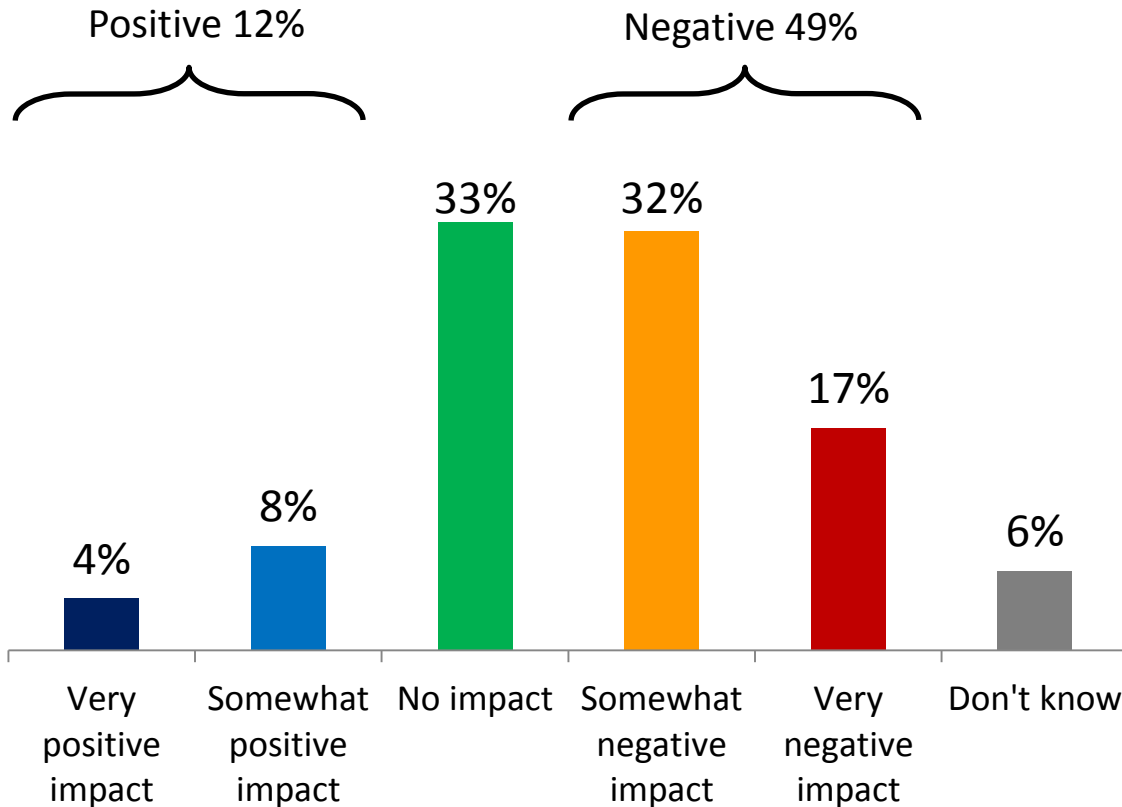
### Region



# Impact on Personal Situation

**Q** How do you think the new budget will impact your own personal situation?

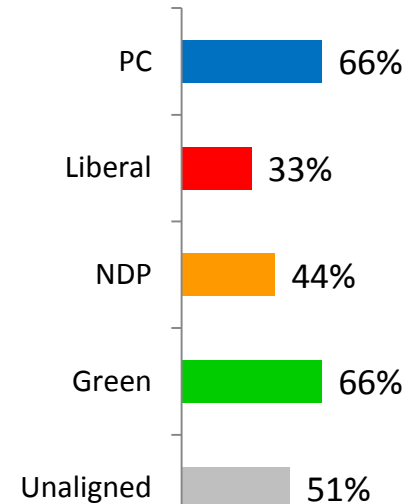
[asked of those aware of budget n=532]



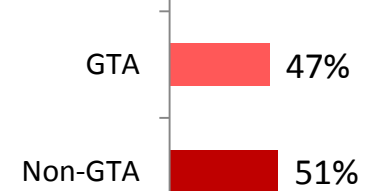
**Sample Breakdown ▶▶**

*Those who say "negative"*

**Party ID**

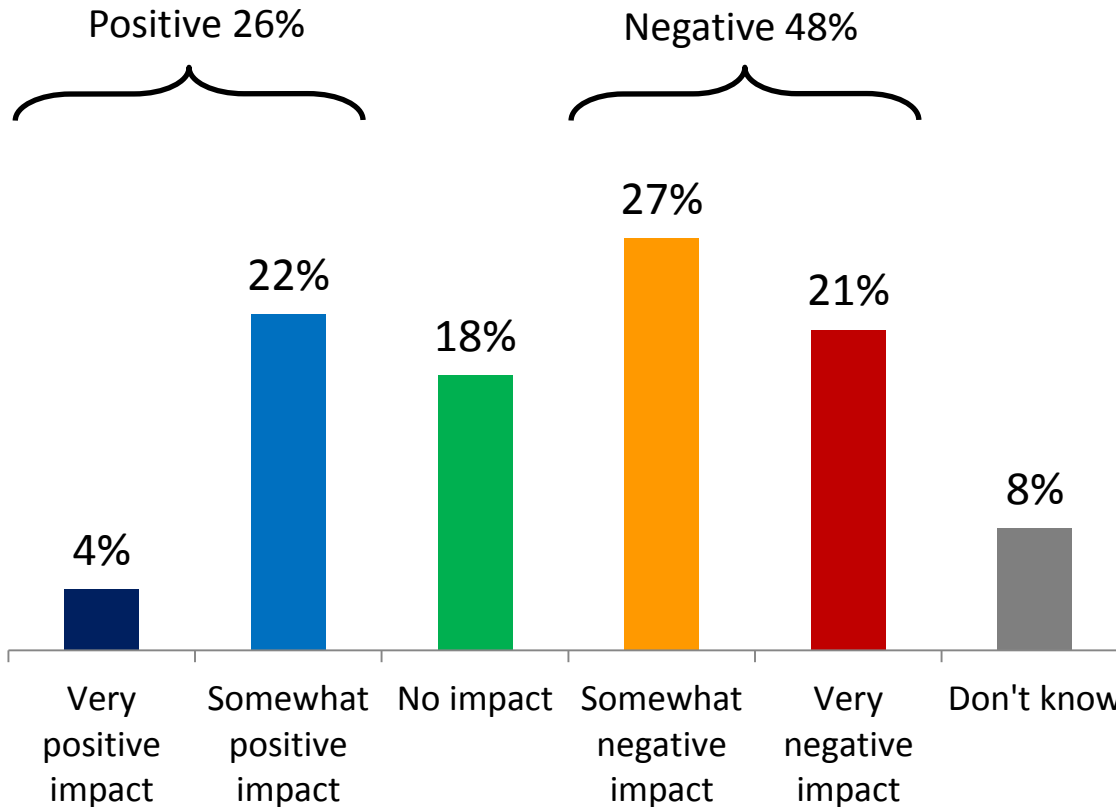


**Region**



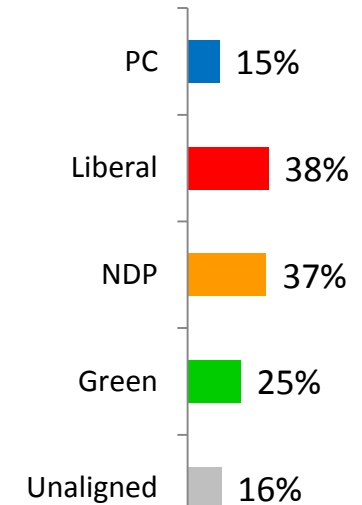
# Impact on Economy

**Q** Do you think the budget will have a positive or negative impact on the economy?  
[asked of those aware of budget n=532]

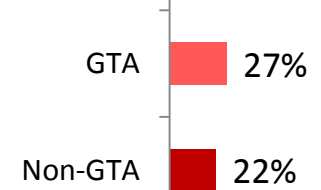


**Sample Breakdown ▶▶**  
*Those who say "positive"*

## Party ID

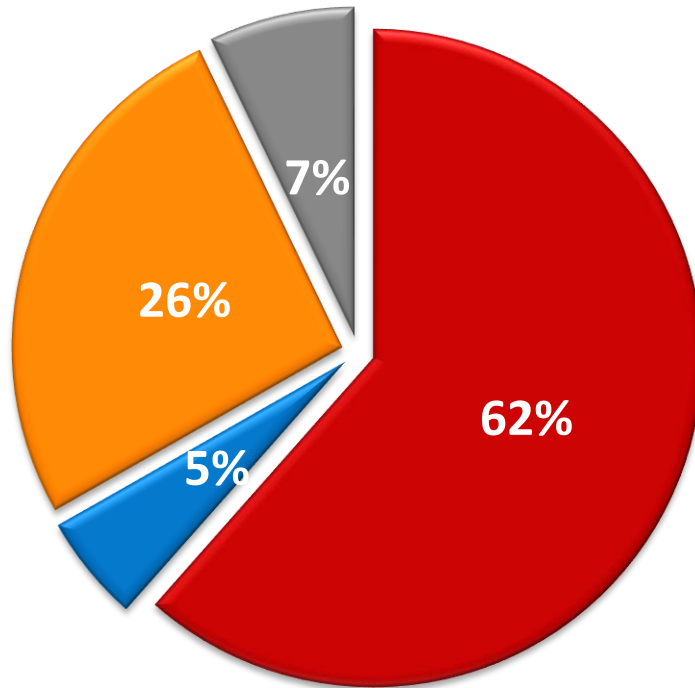


## Region



# Impact on Taxes

**Q** Do you think the budget will result in you paying [ROTATE MORE OR LESS] more taxes, less taxes, or will it make no difference?  
[asked of those aware of budget n=532]

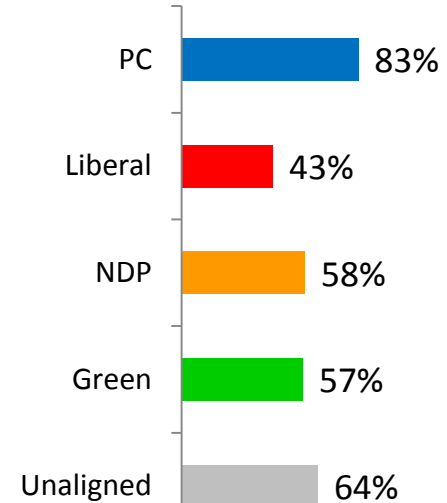


■ More taxes    ■ Less taxes  
■ No difference    ■ Don't know

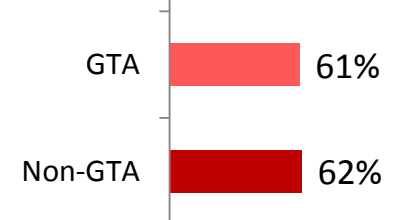
## Sample Breakdown ▶▶

*Those who say "more taxes"*

### Party ID

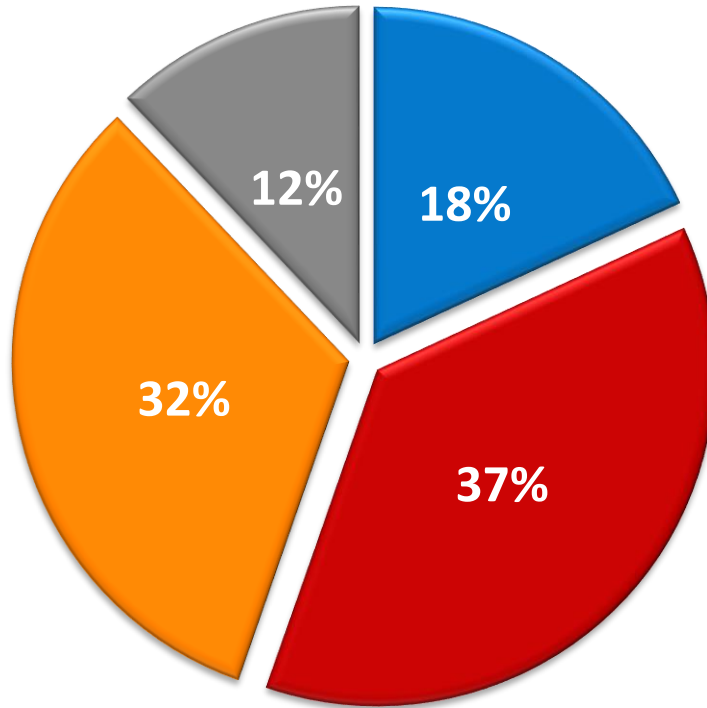


### Region



# Impact on Unemployment

- Q** Do you think the budget will result in [ROTATE HIGHER OR LOWER] higher levels of unemployment, lower levels of unemployment, or will it make no difference?  
[asked of those aware of budget n=532]

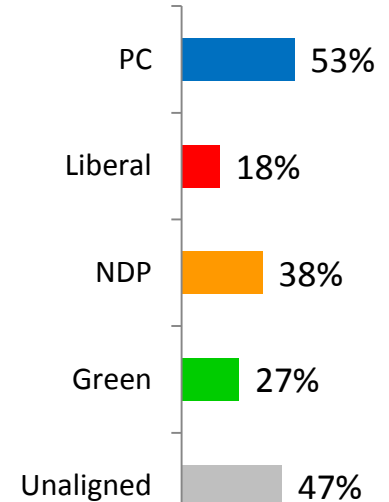


■ Lower unemployment    ■ Higher unemployment  
■ No difference            ■ Don't know

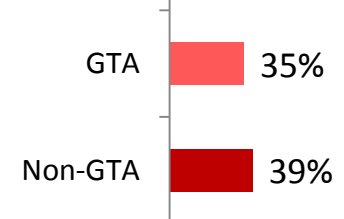
## Sample Breakdown ▶▶

*Those who say "higher unemployment"*

### Party ID

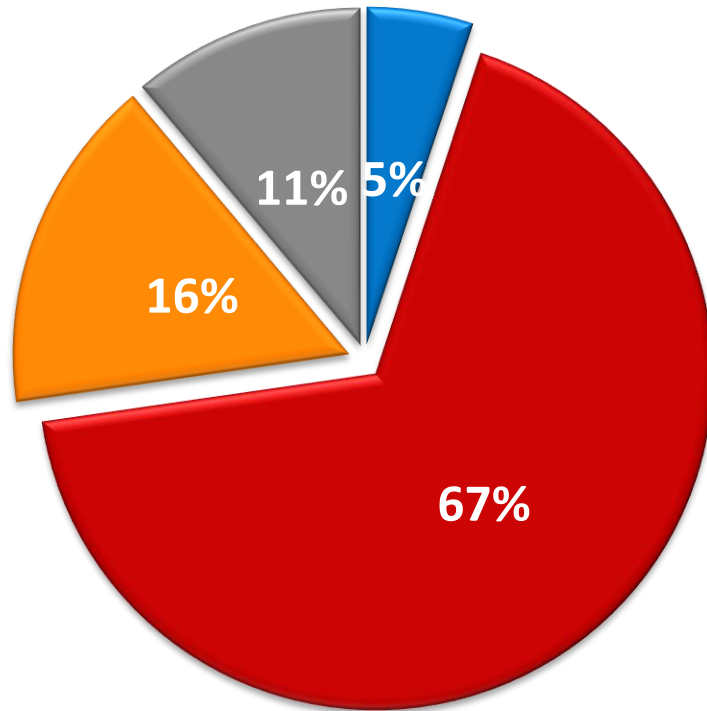


### Region



# Impact on Government Service Fees

**Q** Do you think the budget will result in you paying [ROTATE MORE OR LESS] more user fees for government services, less user fees for government services, or will it make no difference?  
[asked of those aware of budget n=532]

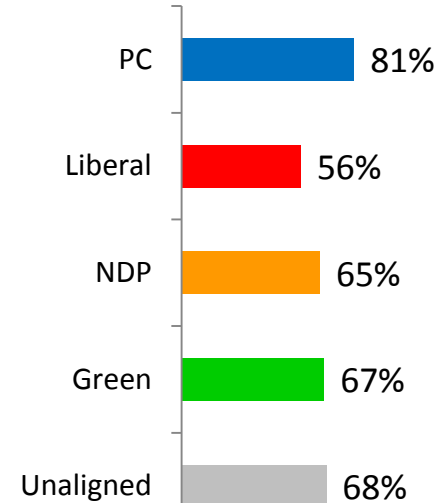


■ Less user fees    ■ More user fees  
■ No difference    ■ Don't know

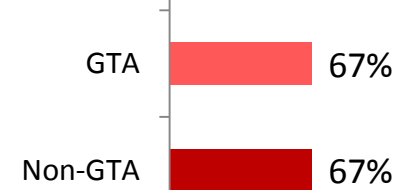
## Sample Breakdown ▶▶

*Those who say "more user fees"*

### Party ID

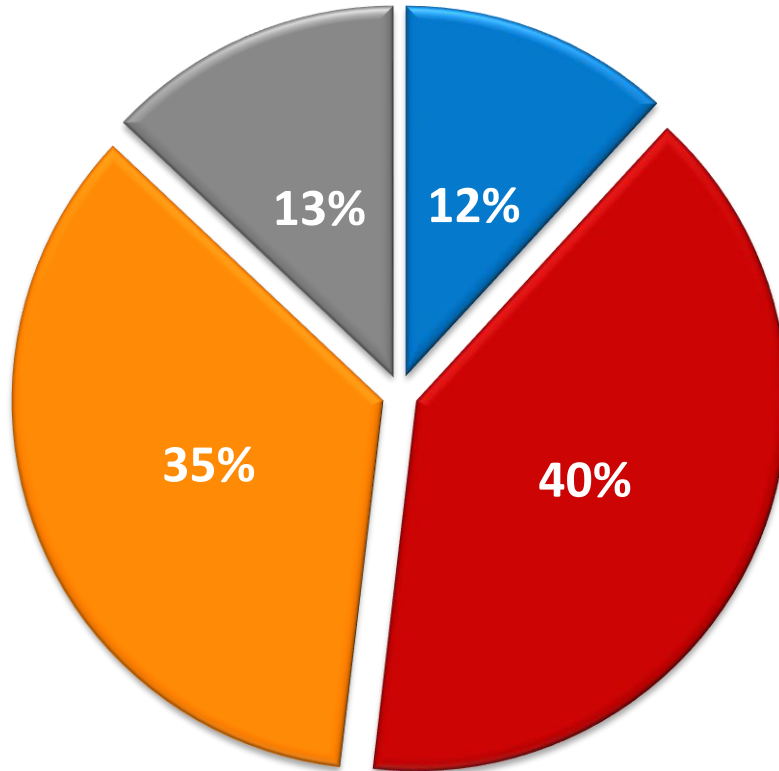


### Region



# Impact on Education

**Q** Do you think the budget will leave your province's education system [ROTATE BETTER OR WORSE] better off, worse off or will it make no difference?  
[asked of those aware of budget n=532]

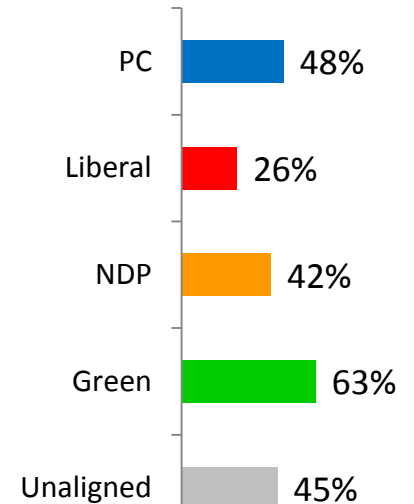


■ Better off  
 ■ Worse off  
 ■ No difference  
 ■ Don't know

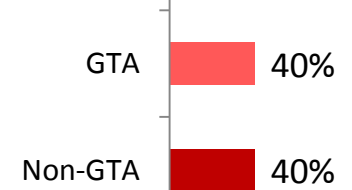
## Sample Breakdown ▶▶

*Those who say "worse off"*

### Party ID



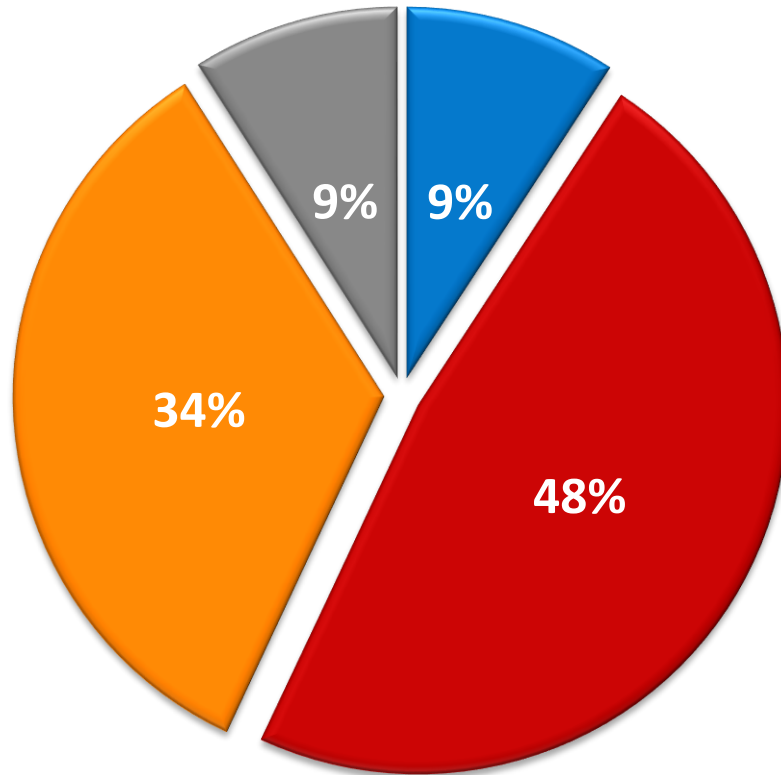
### Region





# Impact on Health

**Q** Do you think the budget will leave your province's health care system [ROTATE BETTER OR WORSE] better off, worse off or will it make no difference?  
[asked of those aware of budget n=532]

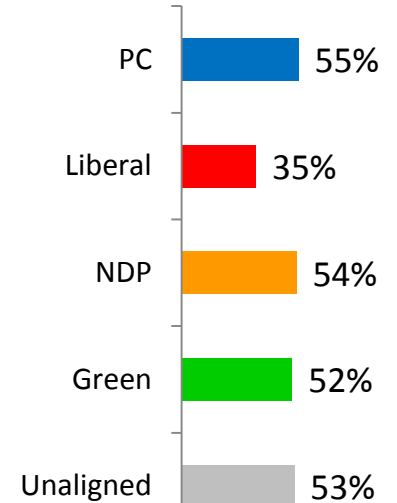


■ Better off
 ■ Worse off
 ■ No difference
 ■ Don't know

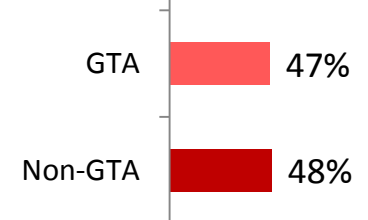
## Sample Breakdown ▶▶

*Those who say "worse off"*

### Party ID



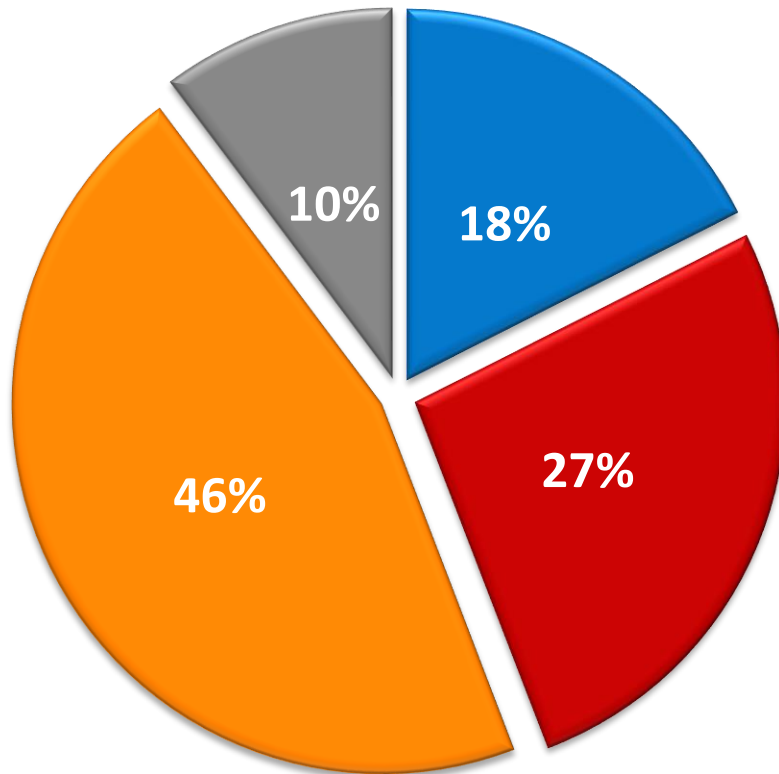
### Region



# Impact on Environment

**Q** Do you think the budget will leave the environment in your province [ROTATE BETTER OR WORSE] better off, worse off or will it make no difference?

[asked of those aware of budget n=532]

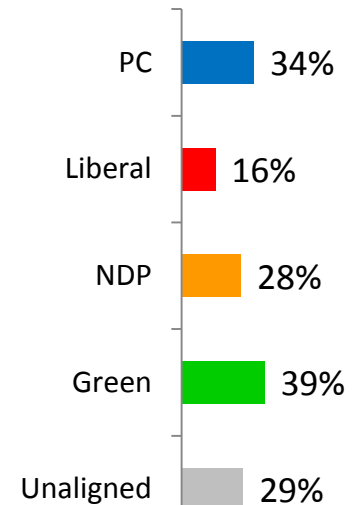


■ Better off  
 ■ Worse off  
 ■ No difference  
 ■ Don't know

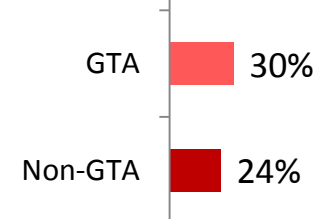
## Sample Breakdown ▶▶

*Those who say "worse off"*

### Party ID



### Region

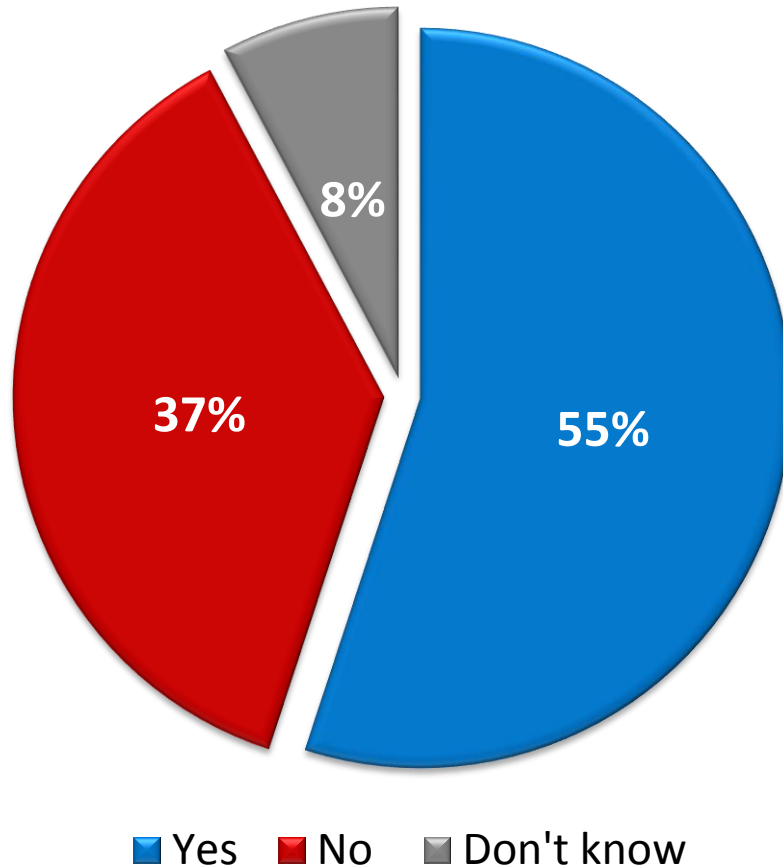


# Reaction to Deficit

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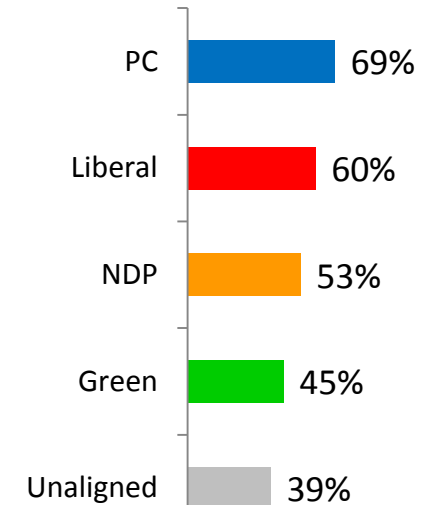
# Deficit Awareness

**Q** Have you heard that the provincial government will have a \$8.5 billion deficit for 2015-16?  
[asked of all respondents n=1,000]

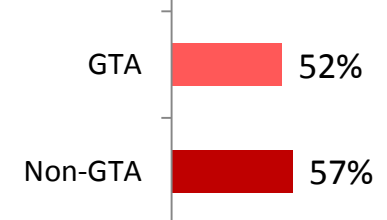


**Sample Breakdown ▶▶**  
*Those who say "yes"*

## Party ID



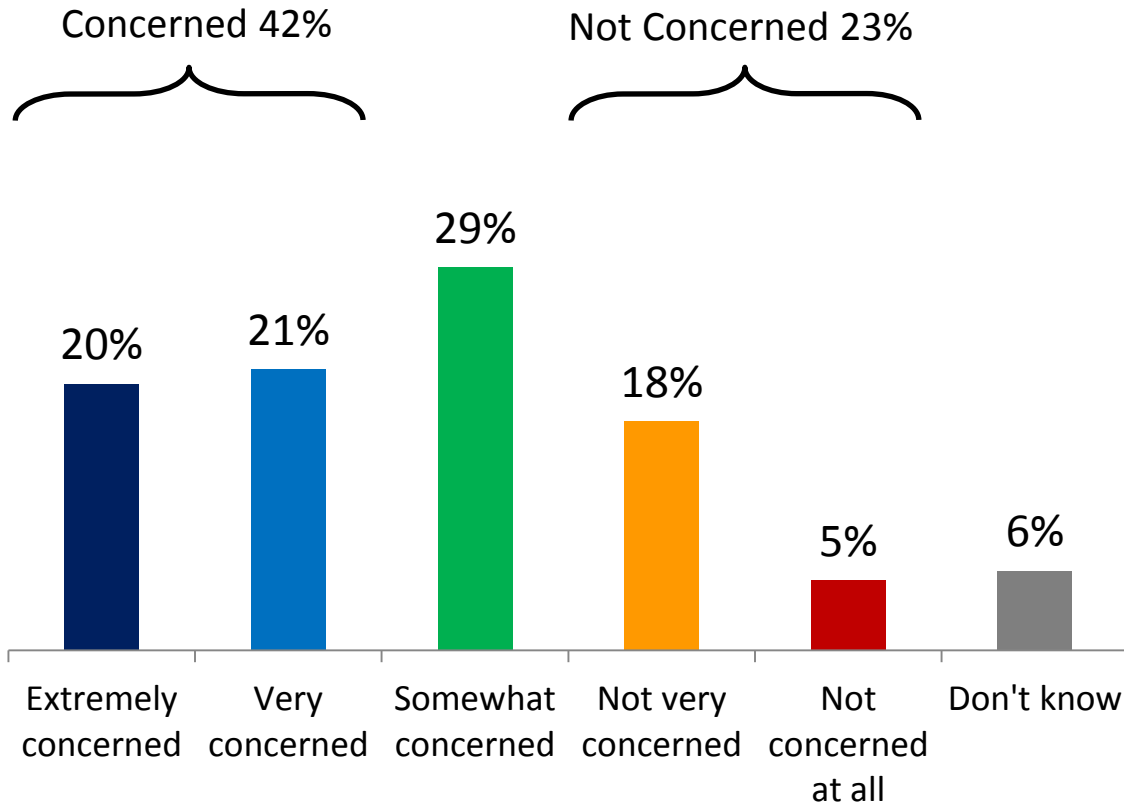
## Region



# Concern Over Deficit

**Q** In fact the provincial government currently has a \$8.5 billion deficit and does not expect to balance the budget until 2018. How concerned are you about the deficit? Would you be extremely concerned, very concerned, somewhat concerned, not very concerned or not concerned at all?

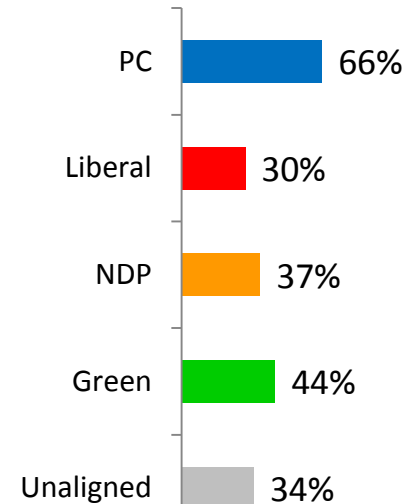
[asked of all respondents=1,000]



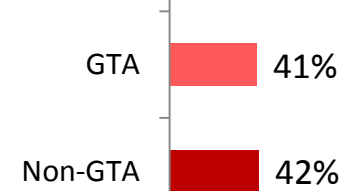
## Sample Breakdown ▶▶

*Those who say "concerned"*

### Party ID



### Region



# Budget Specifics

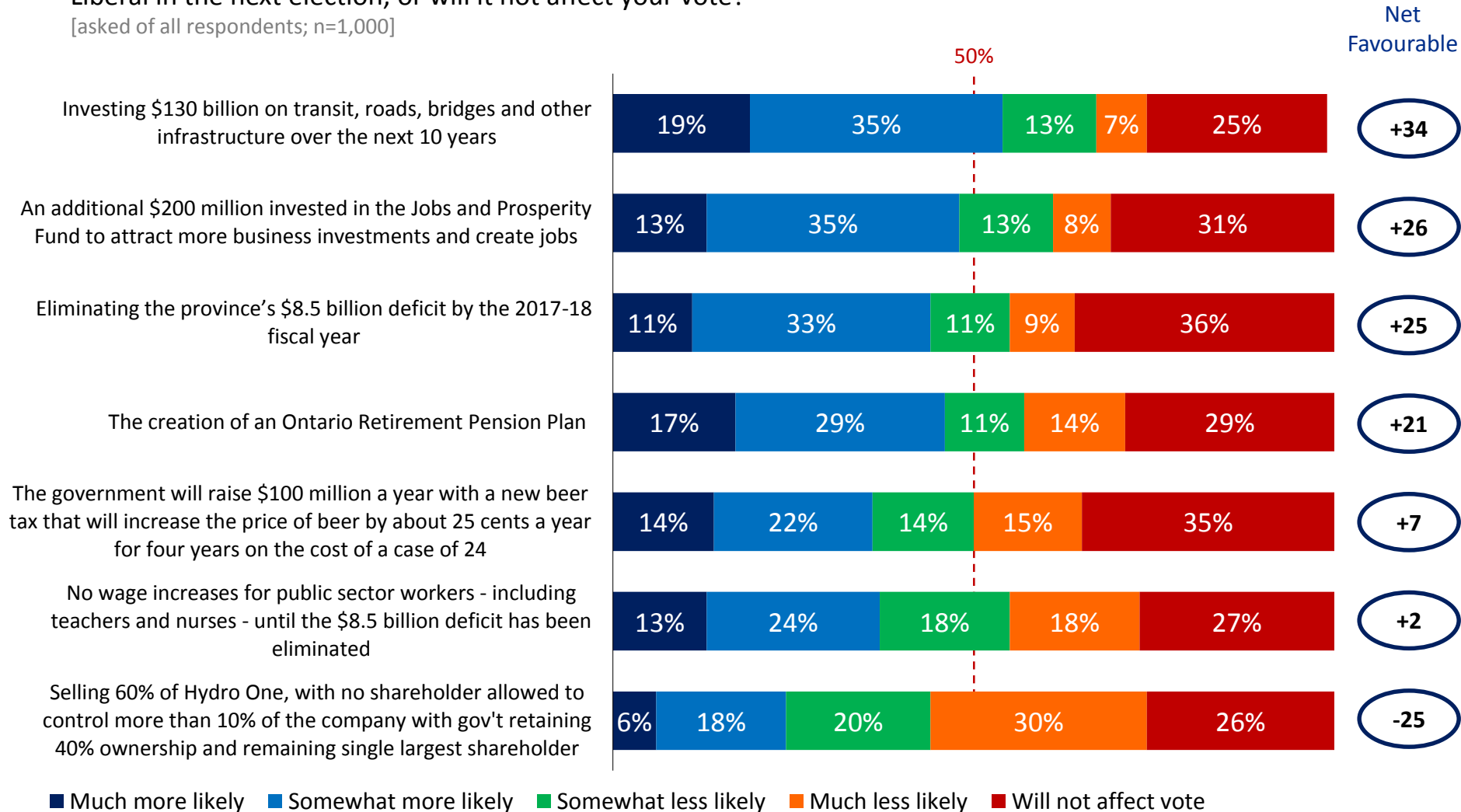
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# Reaction to Budget Announcements

Q

Below is a list of some of the announcements made in the new provincial budget. For each one, I'd like you to indicate whether it leaves you feeling much more likely, somewhat more likely, somewhat less likely, or much less likely to vote Liberal in the next election, or will it not affect your vote?

[asked of all respondents; n=1,000]



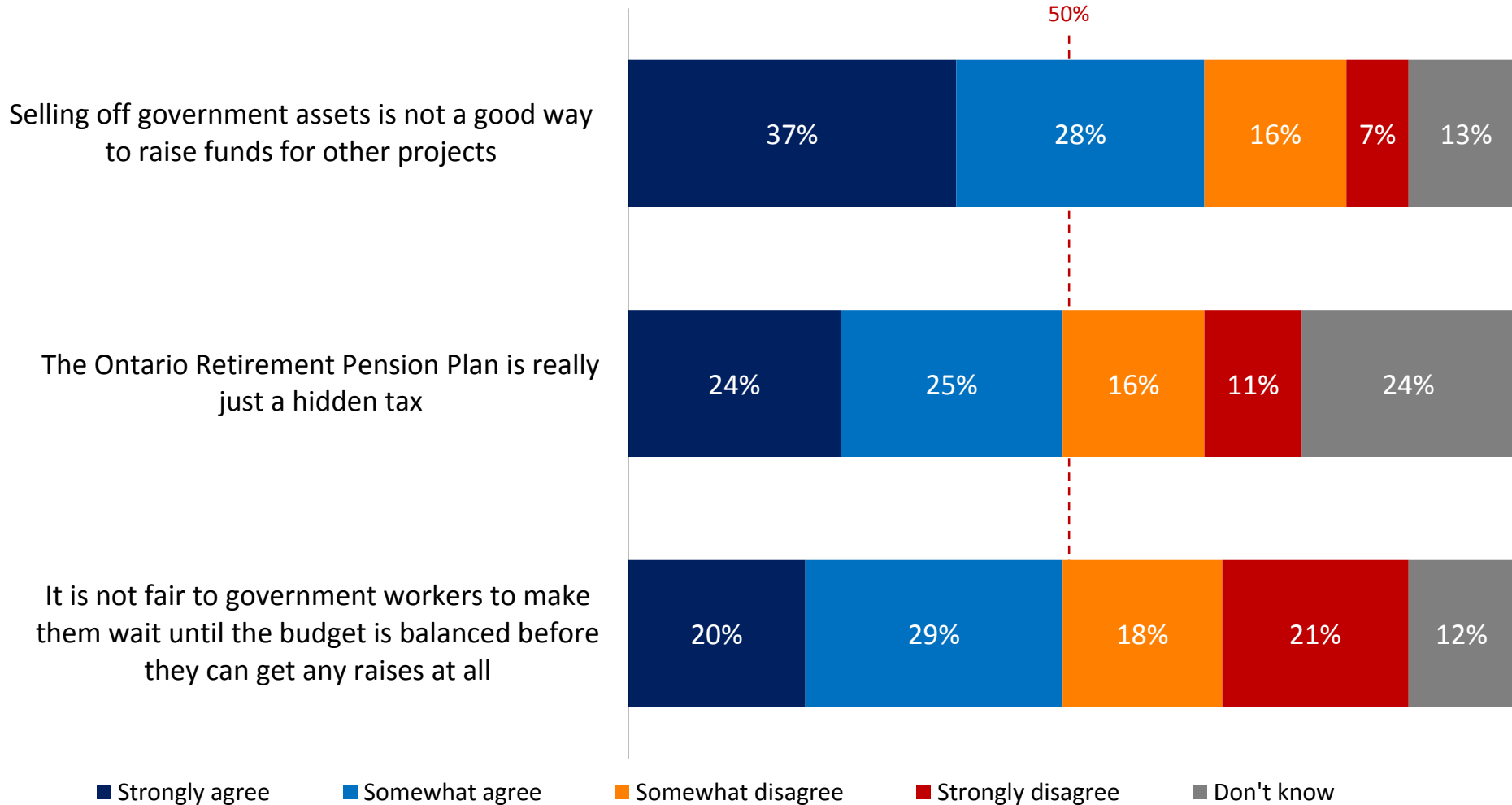
Note: 'Don't know' not shown

# Agreement with Statements about Budget

Q

Below are some statements that some people have made about new provincial budget. Please indicate if you agree or disagree with each one.

[asked of all respondents; n=1,000]



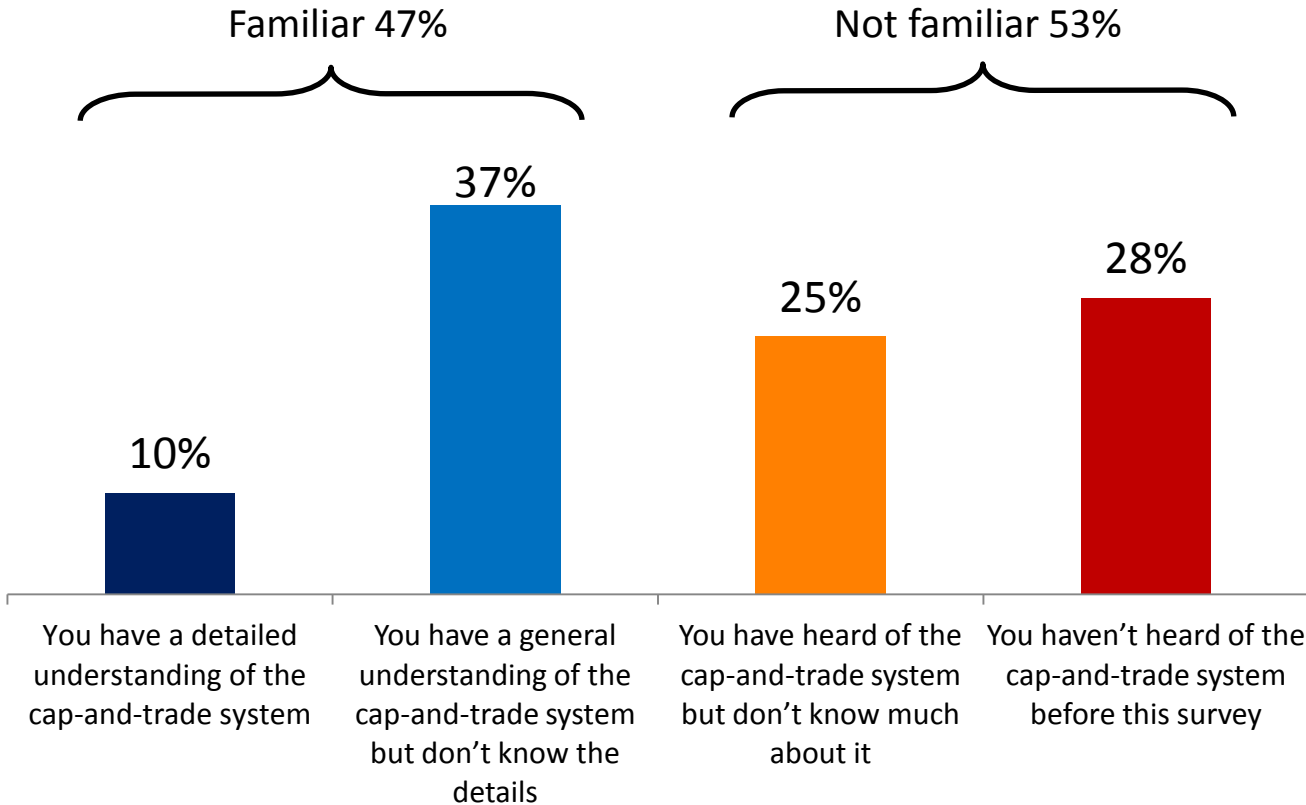


# Cap-and-Trade System

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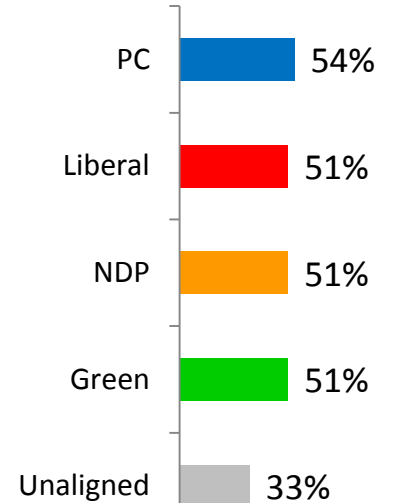
# Familiarity with Cap-and-Trade System

**Q** The provincial budget included an announcement that Ontario will be moving ahead with a cap-and-trade system for greenhouse gas emissions. How familiar are you with the concept of a cap-and-trade system?  
 [asked of all respondents=1,000]

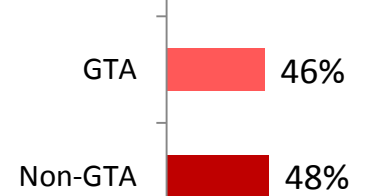


## Sample Breakdown ▶▶ Those who say "familiar"

### Party ID



### Region

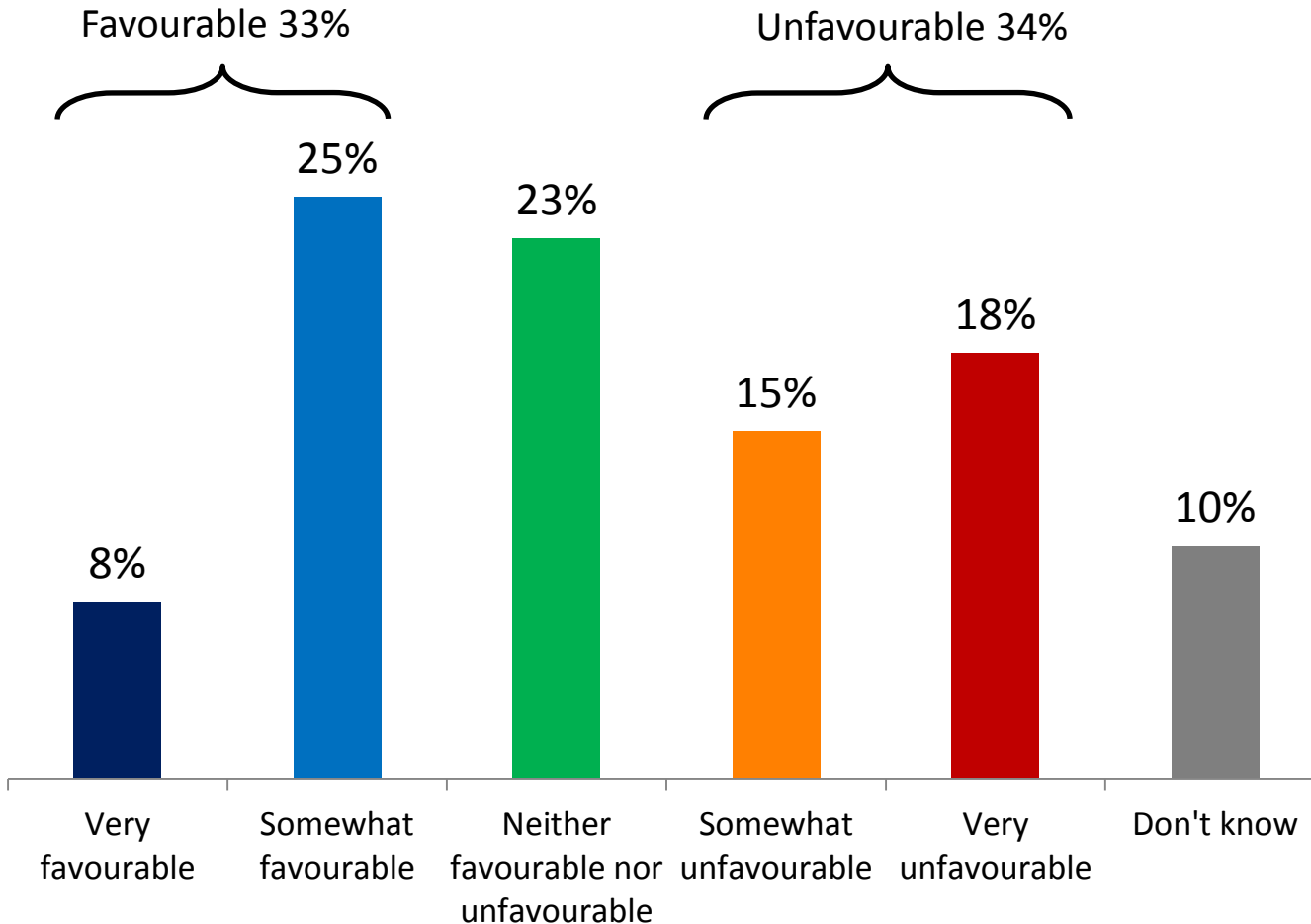


[Note: Don't know not shows; n=]

# Impression of Cap-and-Trade System

**Q** From what you know about it, do you have a favourable or unfavourable impression of the cap-and-trade system?

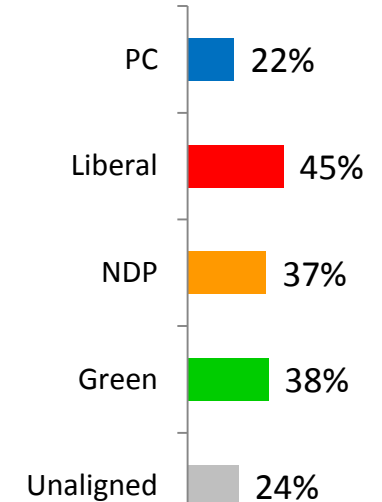
[asked of all respondents who have heard of cap and trade system; n=716]



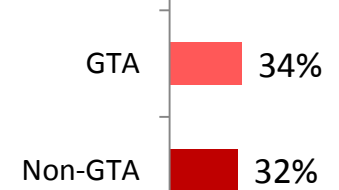
## Sample Breakdown ▶▶

*Those who say "favourable"*

### Party ID



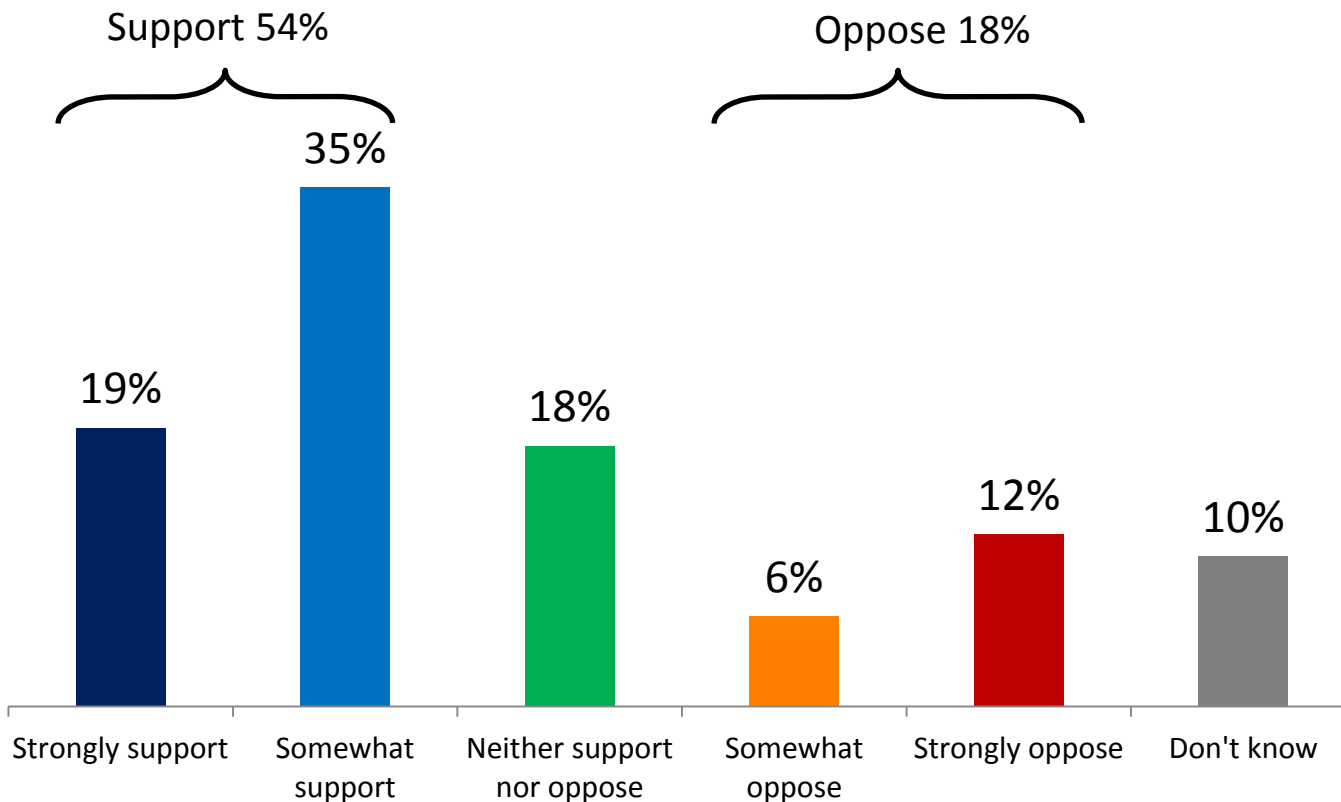
### Region



# Support for Cap-and-Trade System

**Q** As you may be aware, cap-and-trade is an approach to controlling greenhouse gas emissions. The “cap” sets a limits on emissions, which is lowered over time to reduce the amount of emissions released into the atmosphere. The “trade” creates a market for emissions, which motivates companies to meet or come under their allotted limit – the less they emit, the less they pay, so there is a financial incentive to reduce emissions. Do you support or oppose this general idea?

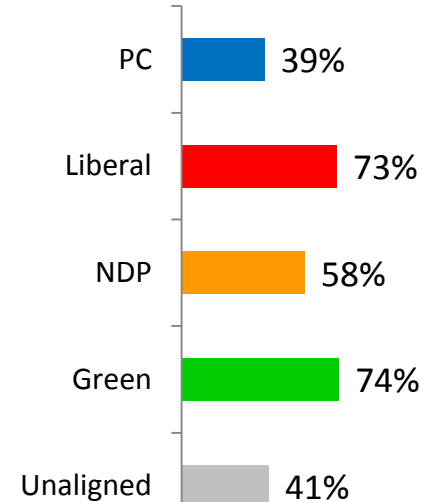
[asked of all respondents; n=1,000]



## Sample Breakdown ▶▶

*Those who say “support”*

### Party ID



### Region





## Research-based strategic advice.

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