INNOVATIVE RESEARCH GROUP

Public Opinion Research ⏵⏵

Ontario This Month: Politics

Ontario Landscape

Field Dates: September 15th to September 24th, 2016
Sample Size: n=600; MoE ±4.0%

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Methodology

Telephone Survey **60% Landline** **40% Mobile**

Method: Live operator telephone survey [60% landline and 40% mobile]

Sample Size: n=600

Sample Frame: General Population [18yrs+, Ontario resident, and eligible to vote]

Field Dates: September 15-24, 2016

Weighting: Sample weighted by *age*, *region*, and *gender* to reflect the actual demographic composition of the adult population residing in Ontario [Statscan Census 2011].

Confidence: Aggregated results are accurate to within ±4%, 19 times out of 20.

Ontario Vote

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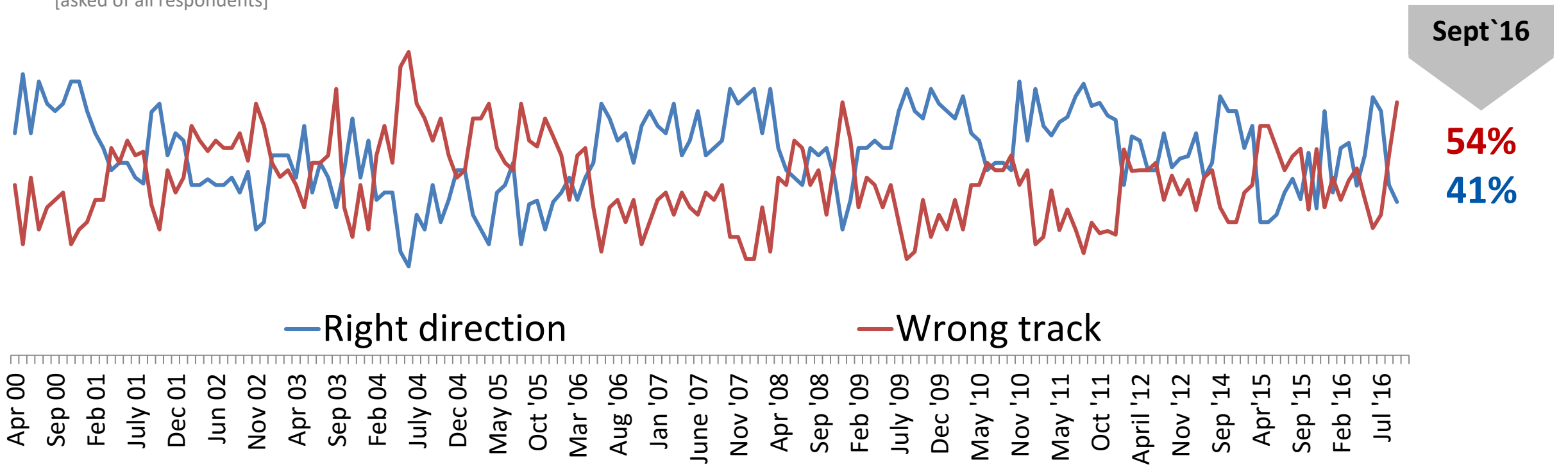
Provincial Direction: Majority (54%) now think province on wrong track and just 41% think it is headed in the right direction

Q Generally speaking, do you feel things in Ontario are going in the right direction, or do you feel things have gotten off on the wrong track? And do you feel strongly or somewhat strongly about that?

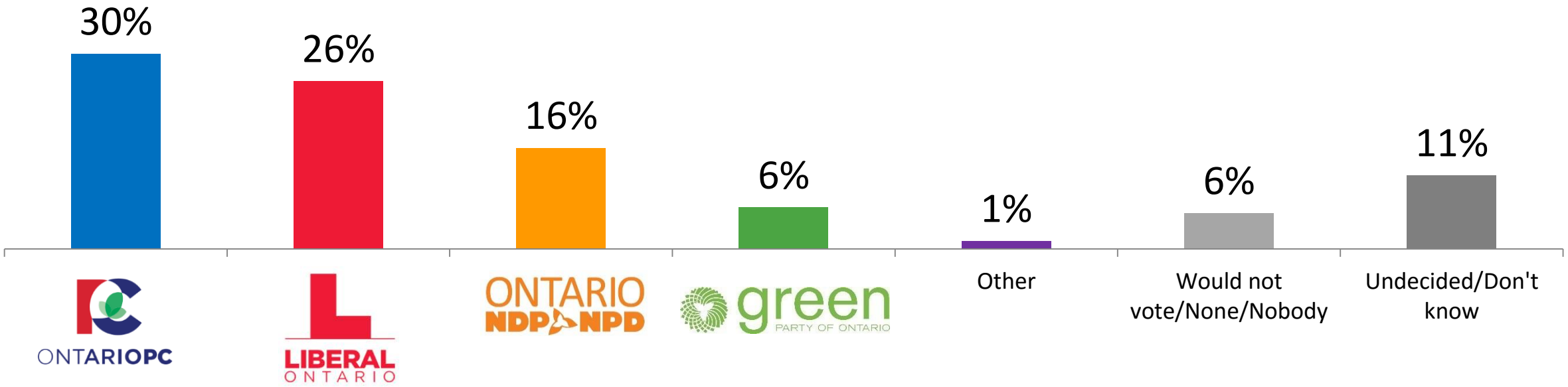
[asked of all respondents]



Note: 'Don't know / Refused' not shown

Provincial Vote Intention [Vote + Lean]: Ontario PCs (30%) hold slim lead over Liberals (26%); 16% would vote NDP

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**]
[asked of all respondents]



Note: 'Refused' (3%) not shown

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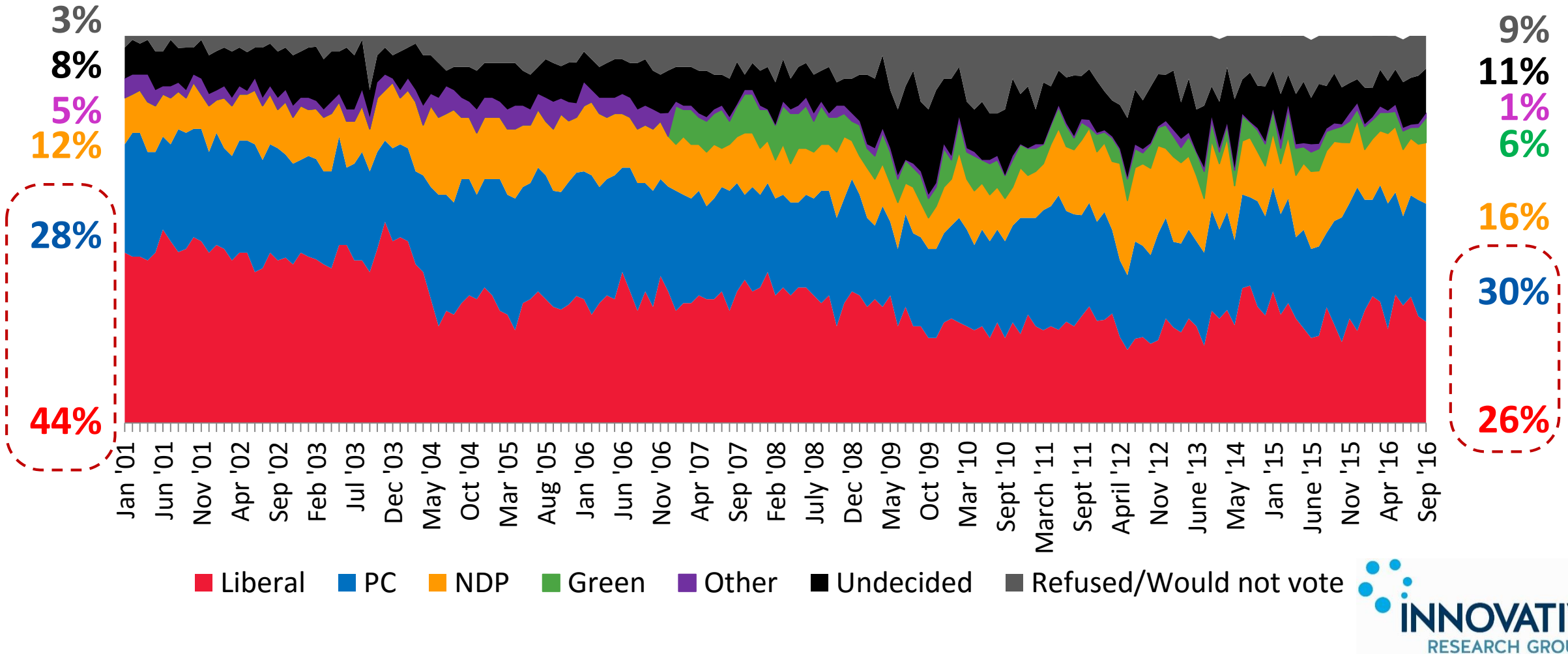
Vote Intention [Vote + Lean] 15-Year Tracking: PCs up 7-points over the summer, neck-and-neck with Liberals

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**]
[asked of all respondents]



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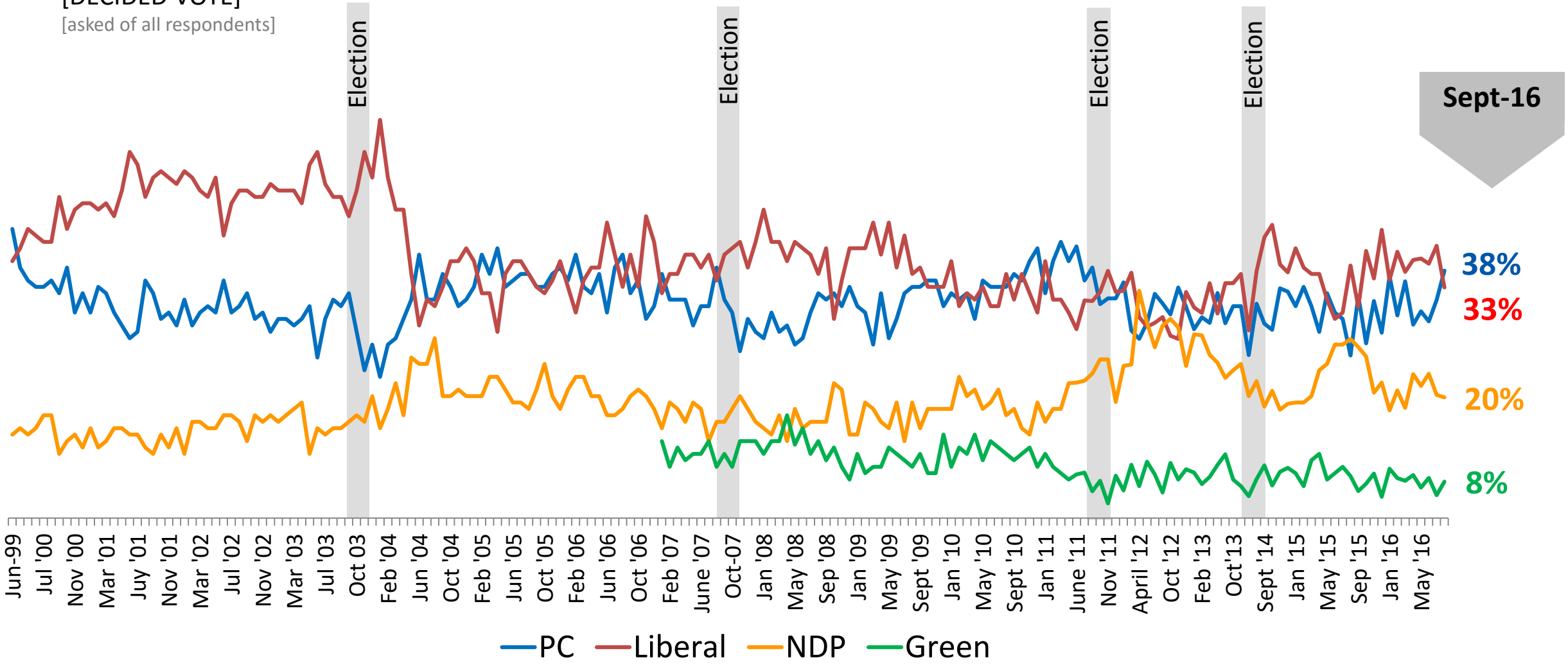
Provincial Decided Vote Tracking: Liberal (33%) decided lead drops 11 points down from 44% post-2014 election

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]

[asked of all respondents]



Provincial Second Choice by Combined Vote: 43% of likely Liberals would pick the NDP as their second choice

Q And which party would be your second choice? BY [Vote+Lean]
[asked of all respondents]

	Provincial Wide	PC 1st choice	Liberal 1st choice	NDP 1st choice	Green 1st choice
PC 2nd Choice	16%		25%	31%	14%
Liberal 2nd Choice	13%	14%		25%	31%
NDP 2nd choice	26%	28%	43%		23%
Green/Other 2nd choice	14%	11%	14%	26%	
WNV/Undecided	28%	43%	17%	17%	28%

Note: 'Other' in Combined Vote not show due to insufficient sample size, 'Refused' not shown.

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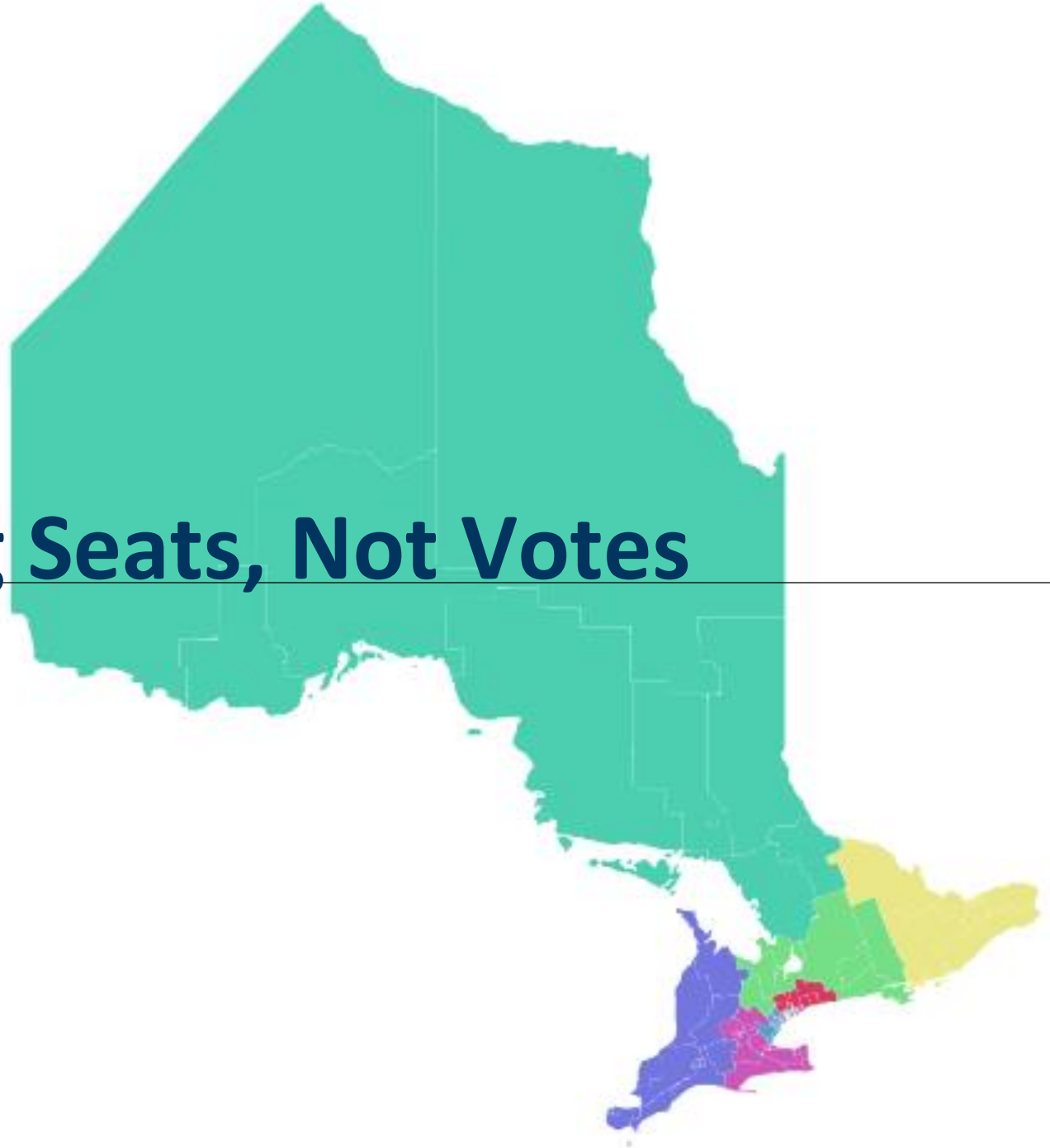
Counting Seats, Not Votes



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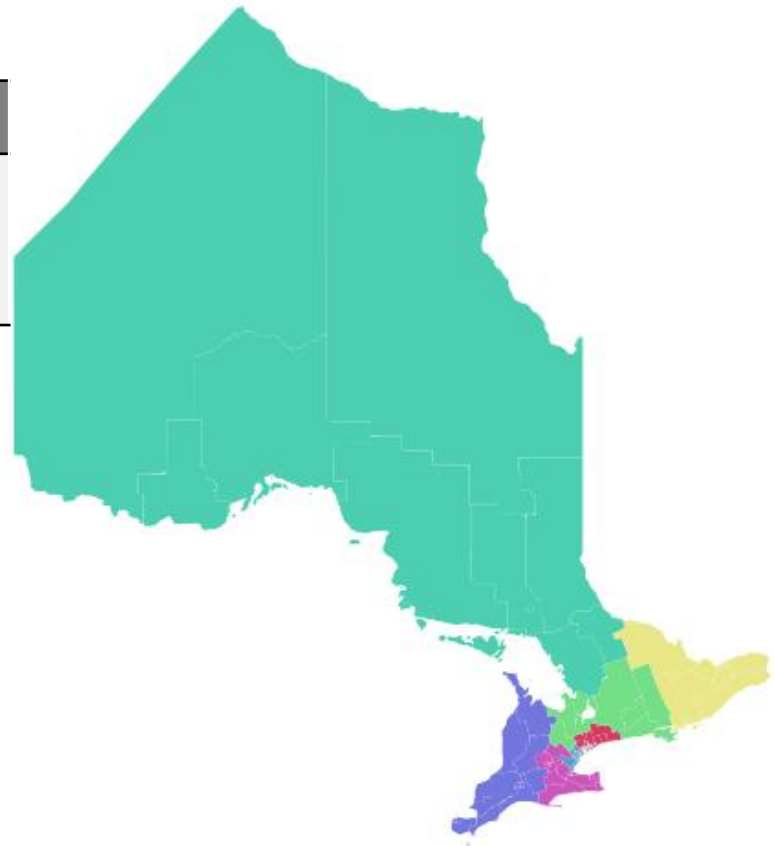
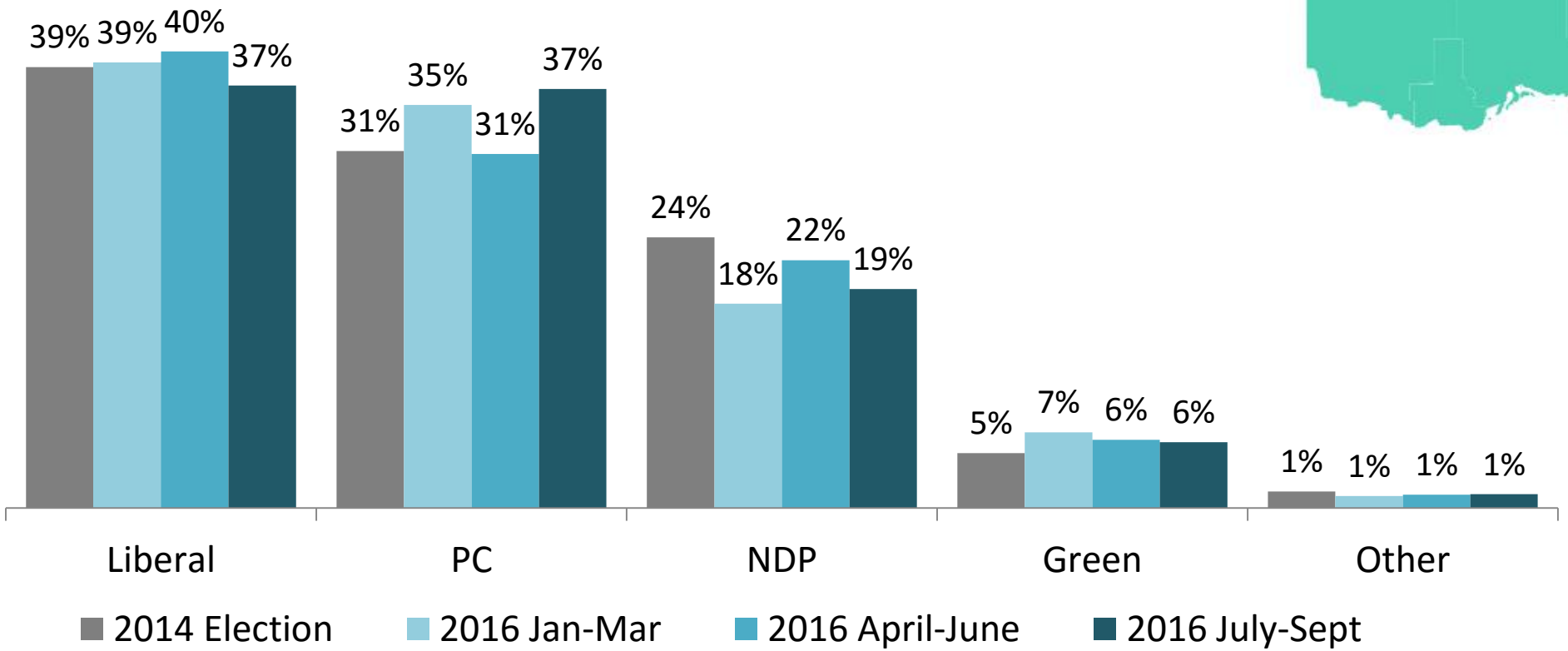
Vote Intent by Quarter: Overall

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2016
58	28	21	107	122





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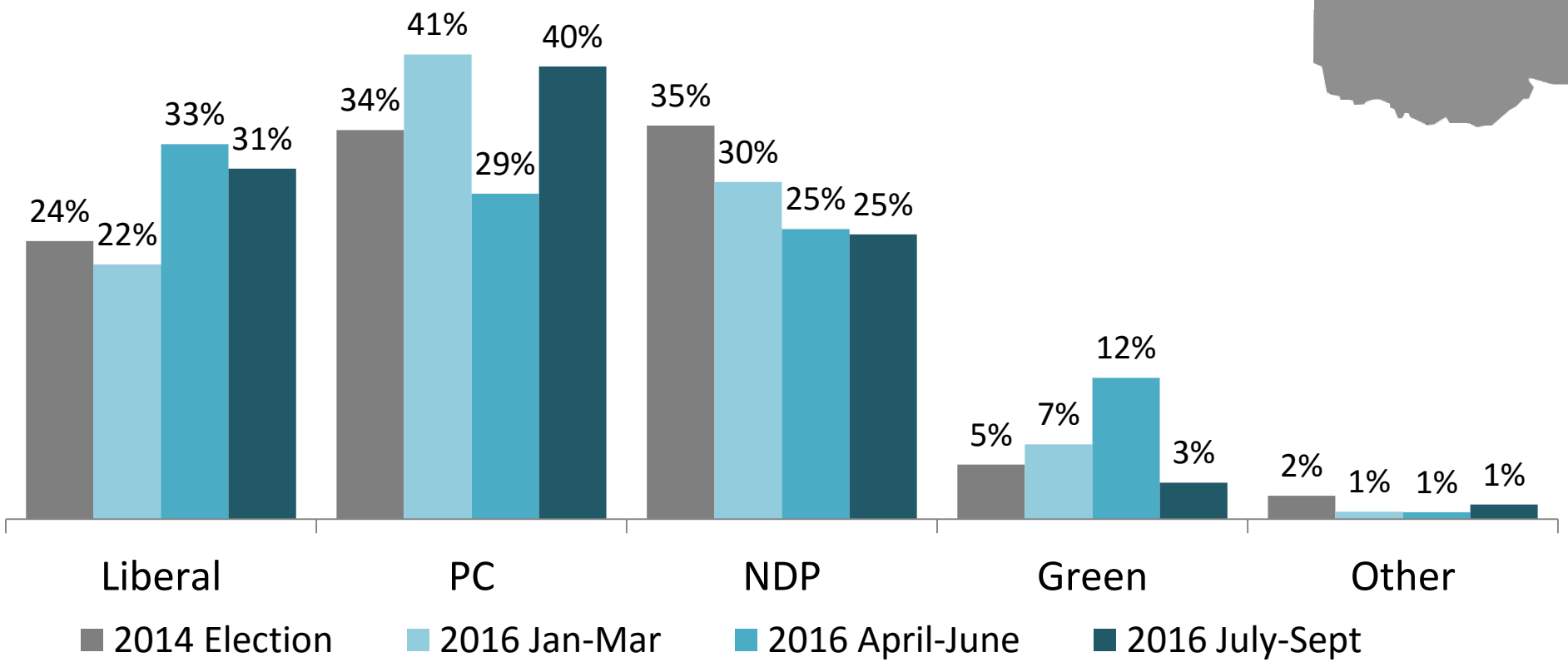
Vote Intent by Region: Southwestern Ontario

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2016
1	8	5	14	14



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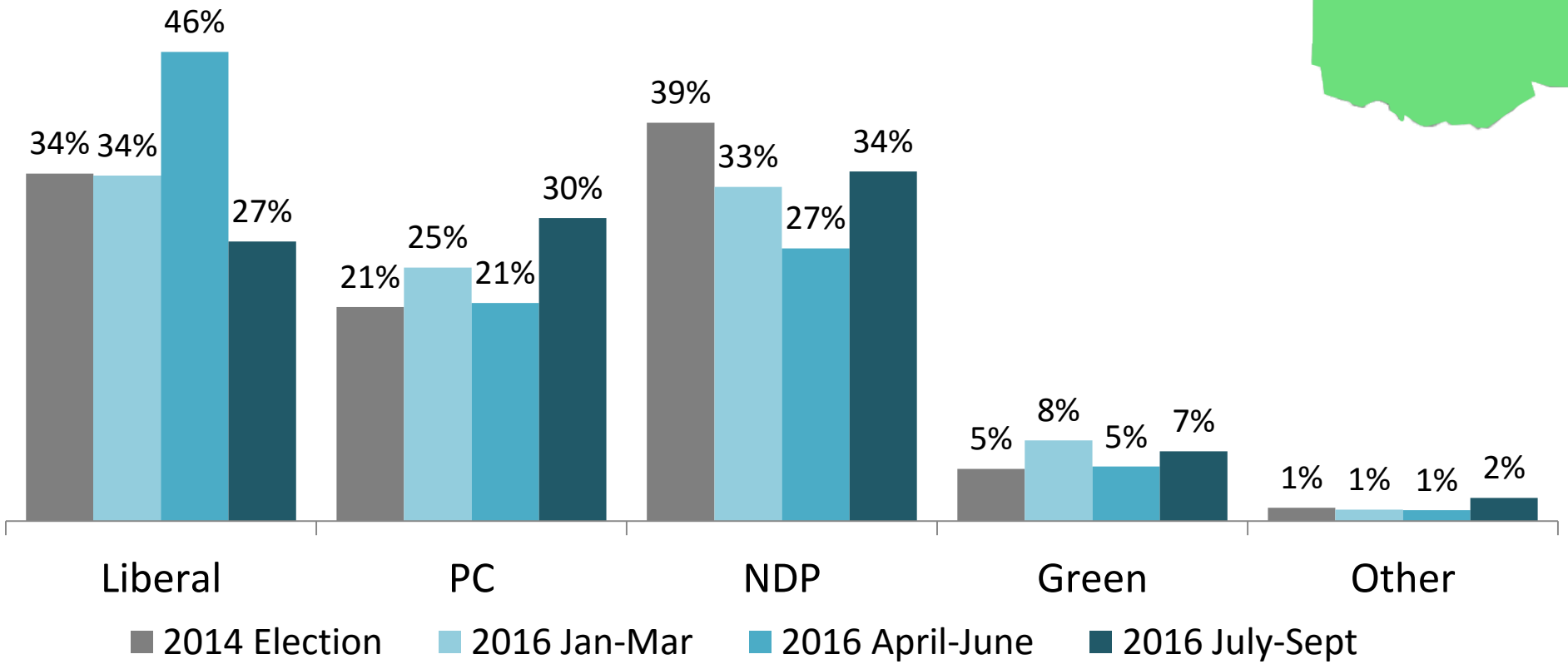
Vote Intent by Region: Northern Ontario

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2016
3	2	6	11	11



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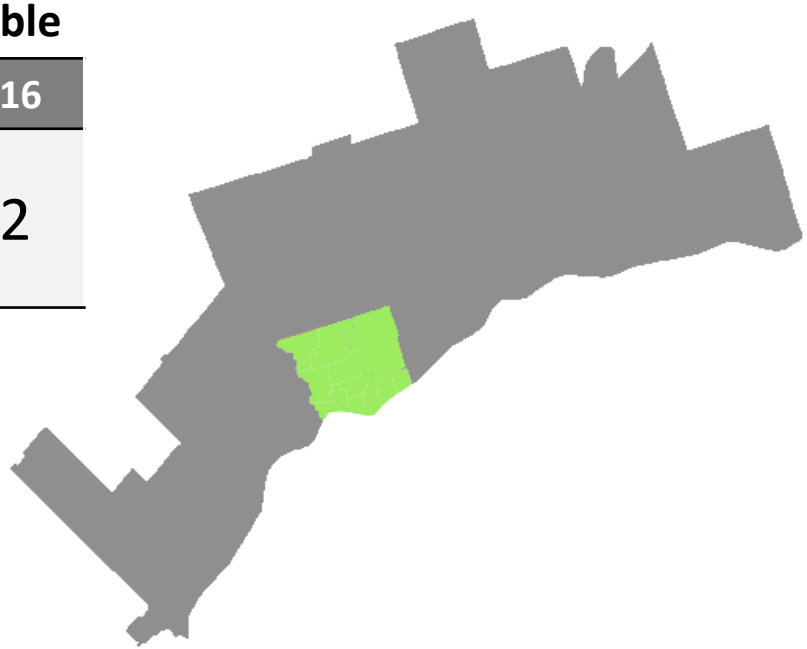
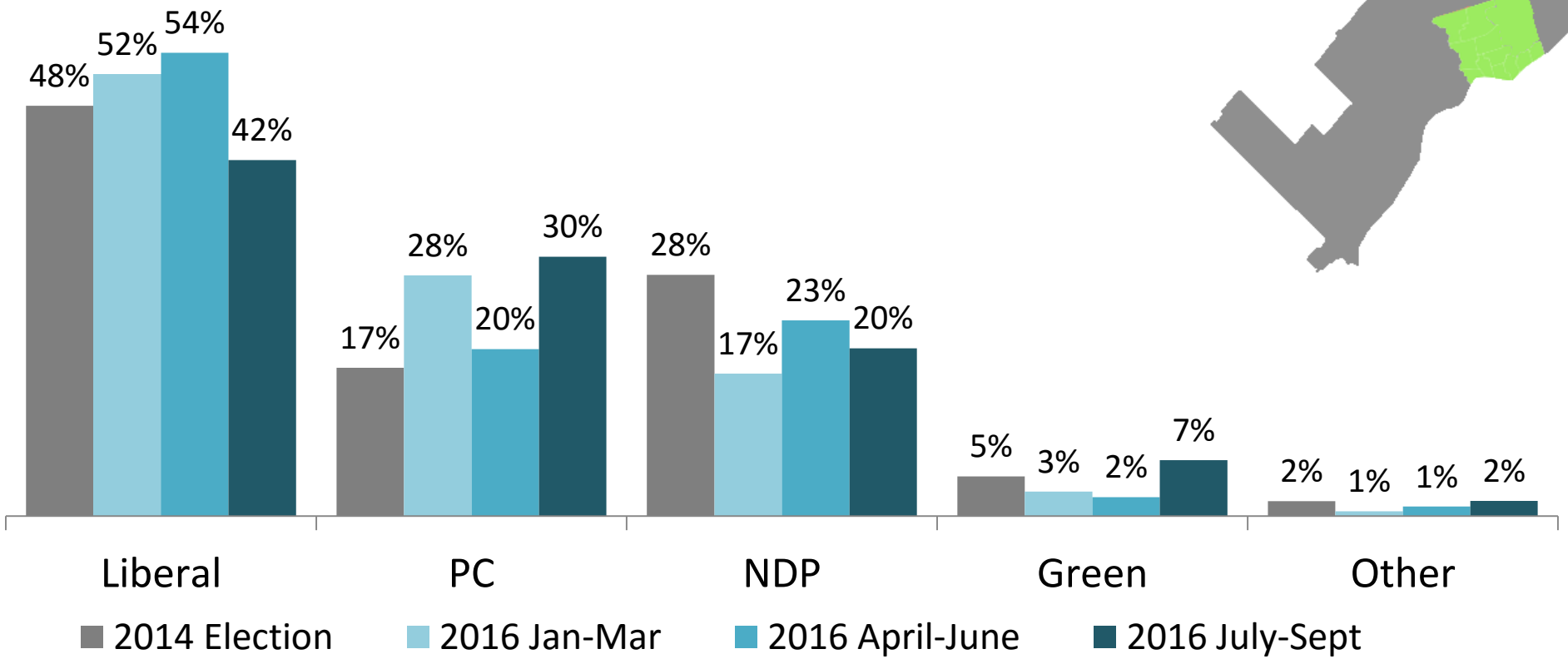
Vote Intent by Region: Centre Toronto

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2016
9	0	2	11	12





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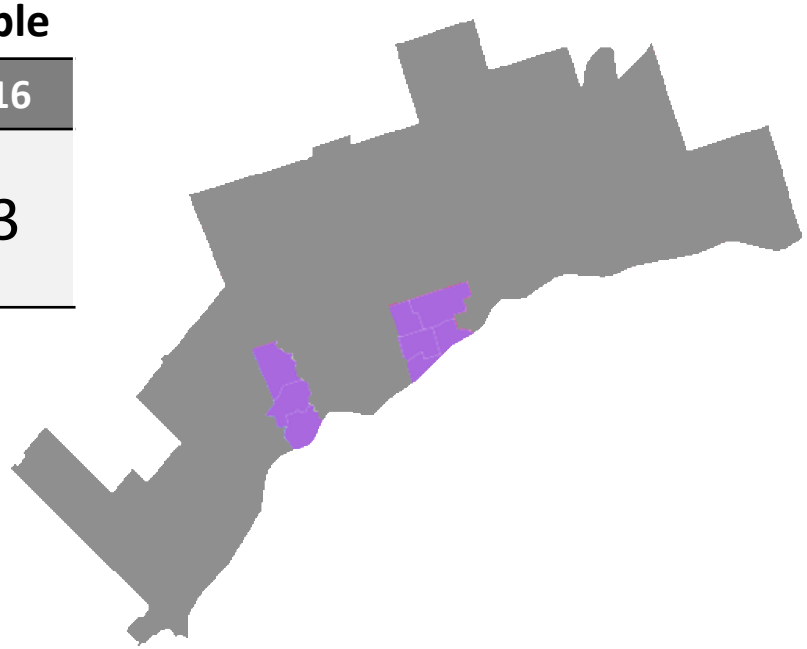
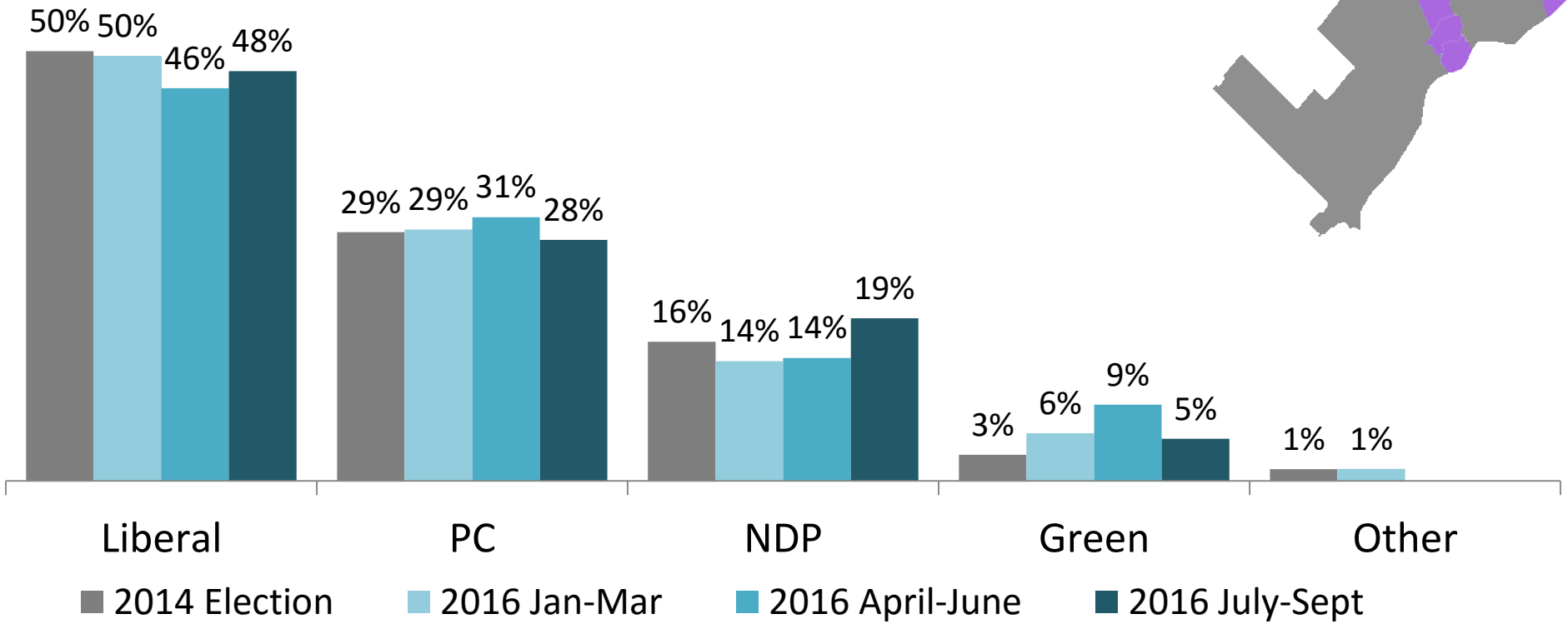
Vote Intent by Region: Outer Toronto

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2016
11	0	0	11	13





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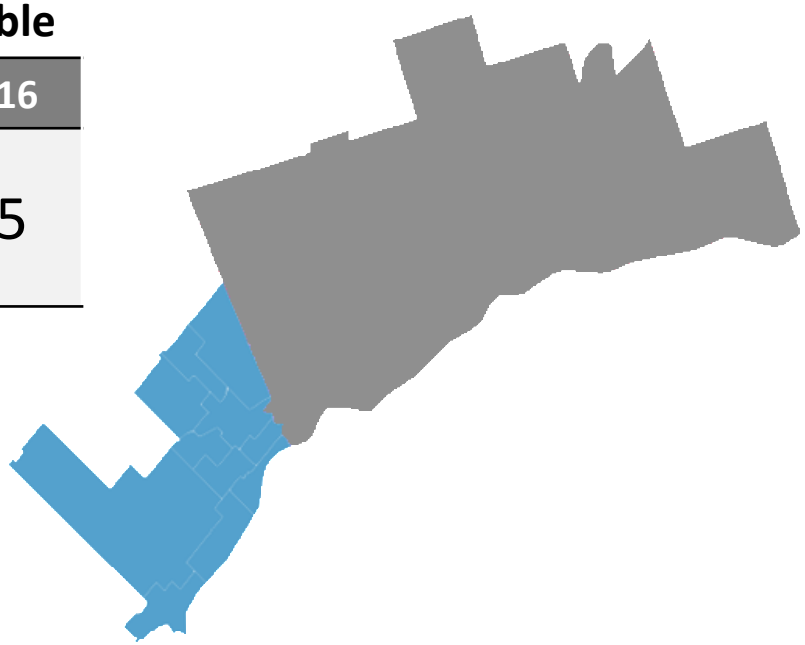
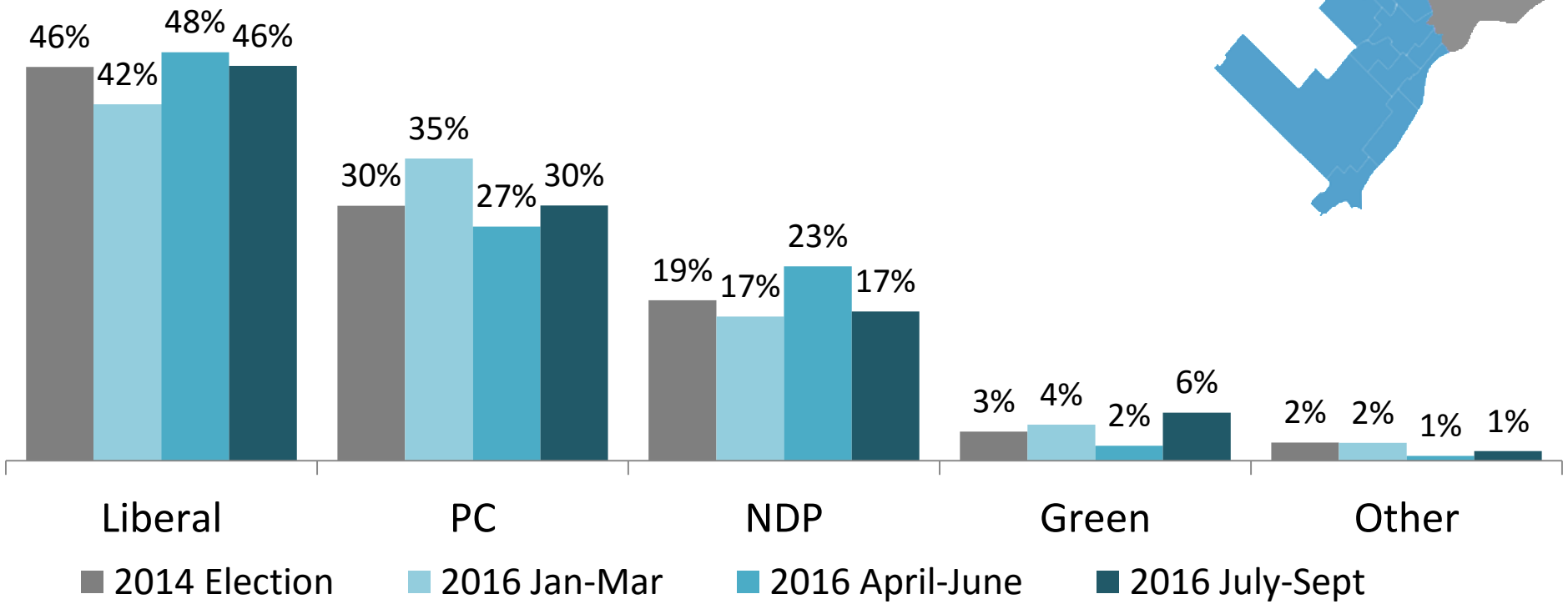
Vote Intent by Region: Toronto West Metro Belt

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2016
10	0	1	11	15





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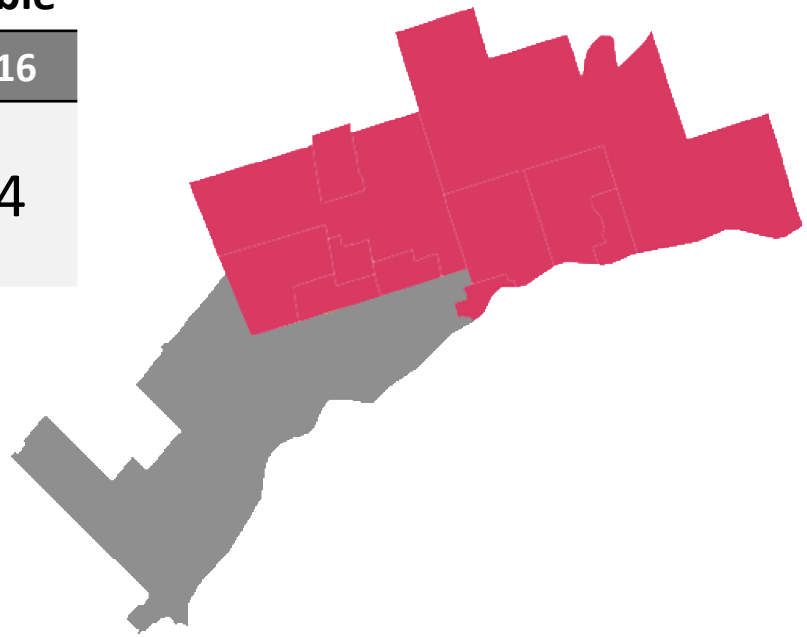
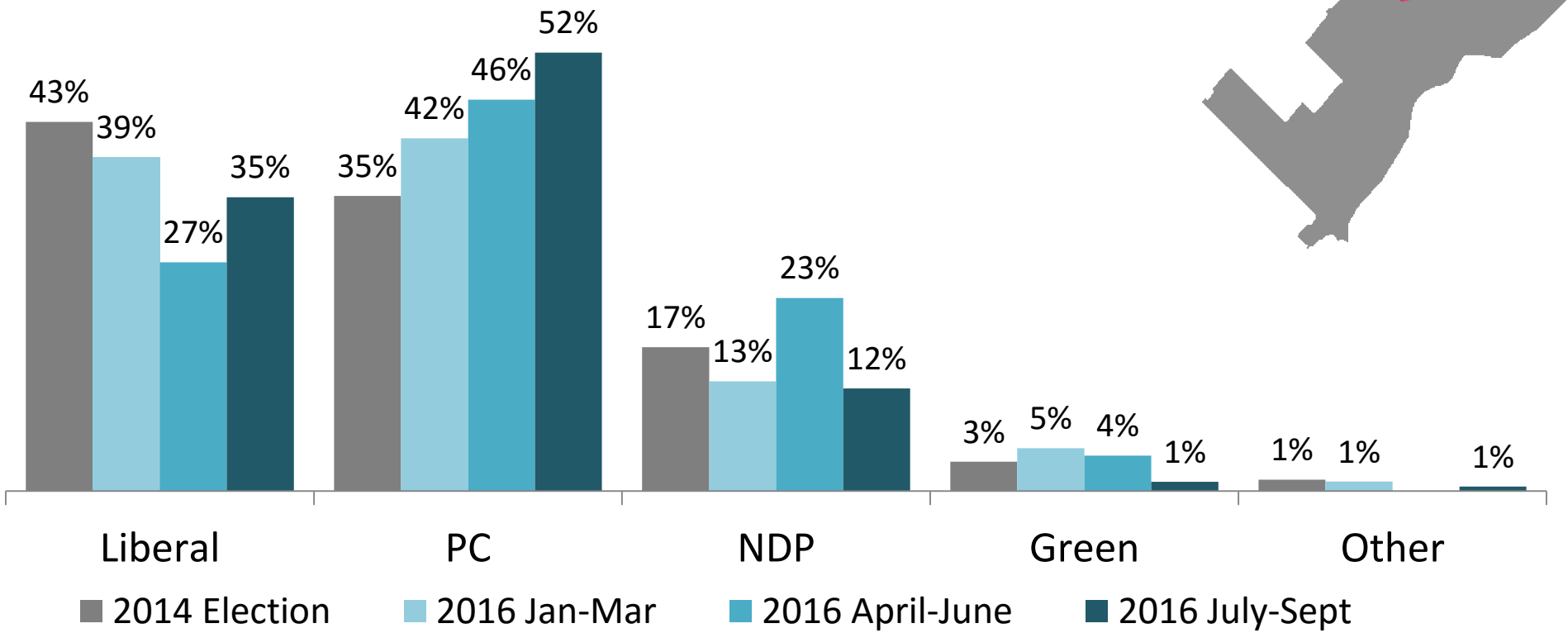
Vote Intent by Region: Toronto North/East Metro Belt

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2016
8	2	1	11	14





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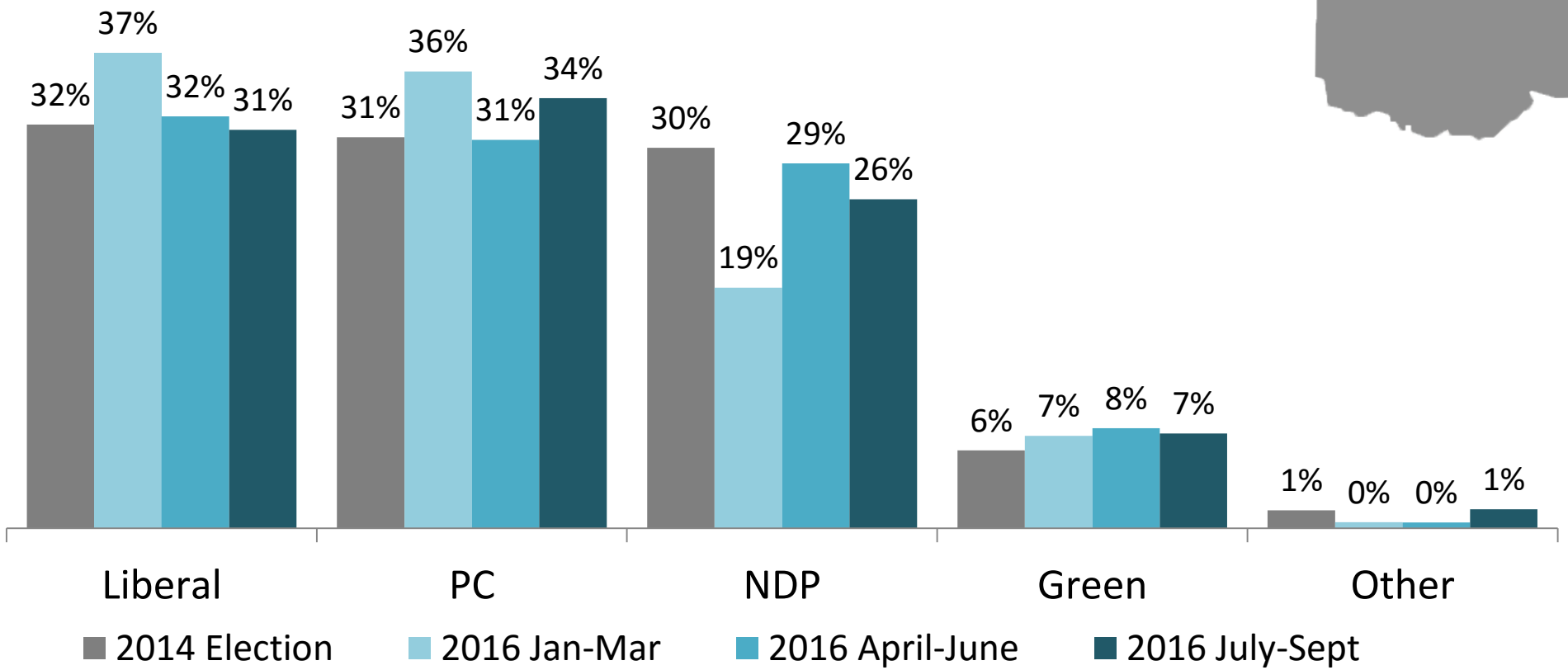
Vote Intent by Region: South Central Ontario

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2016
6	4	6	16	18



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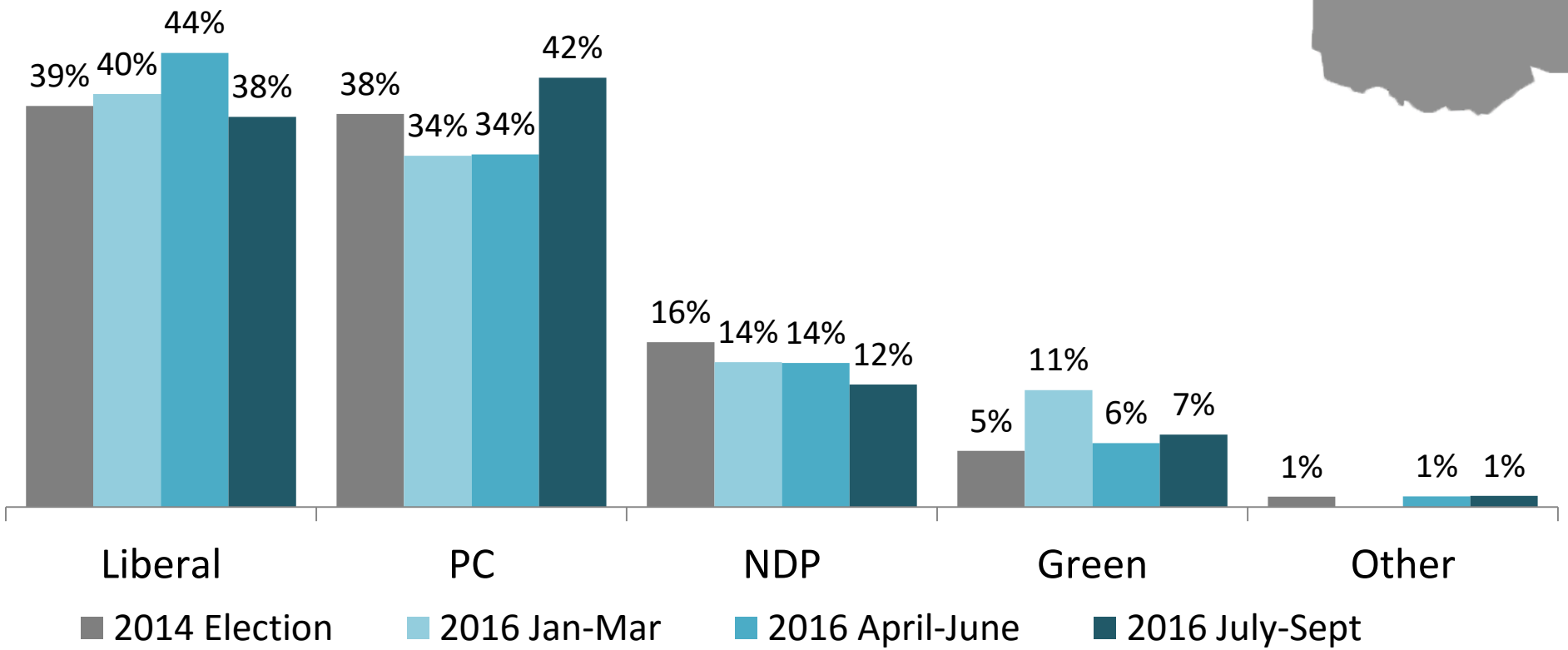
Vote Intent by Region: Eastern Ontario

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2016
7	6	0	13	13



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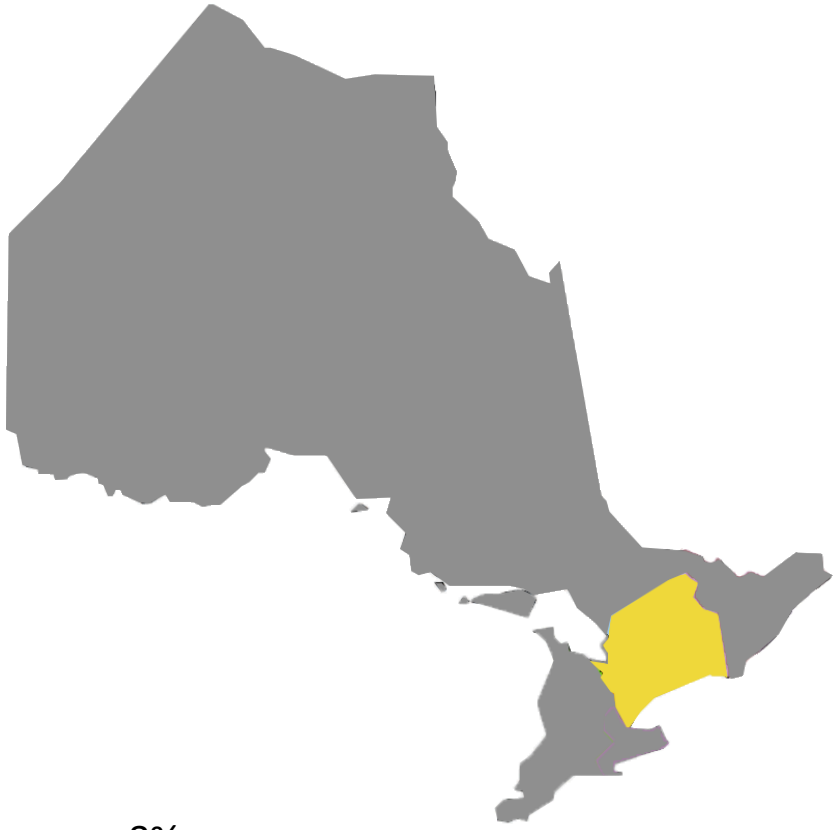
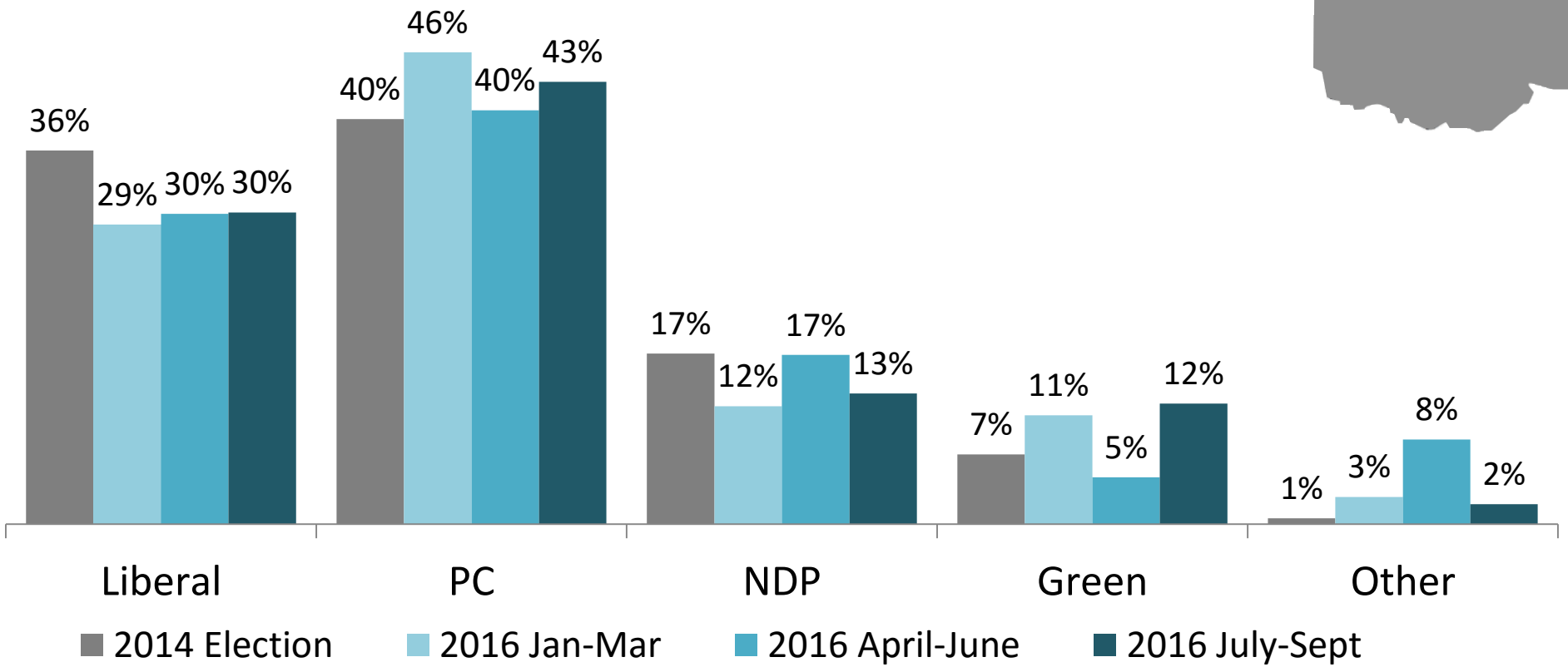
Vote Intent by Region: Central Ontario

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2016
3	6	0	9	11





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Underlying Dynamics

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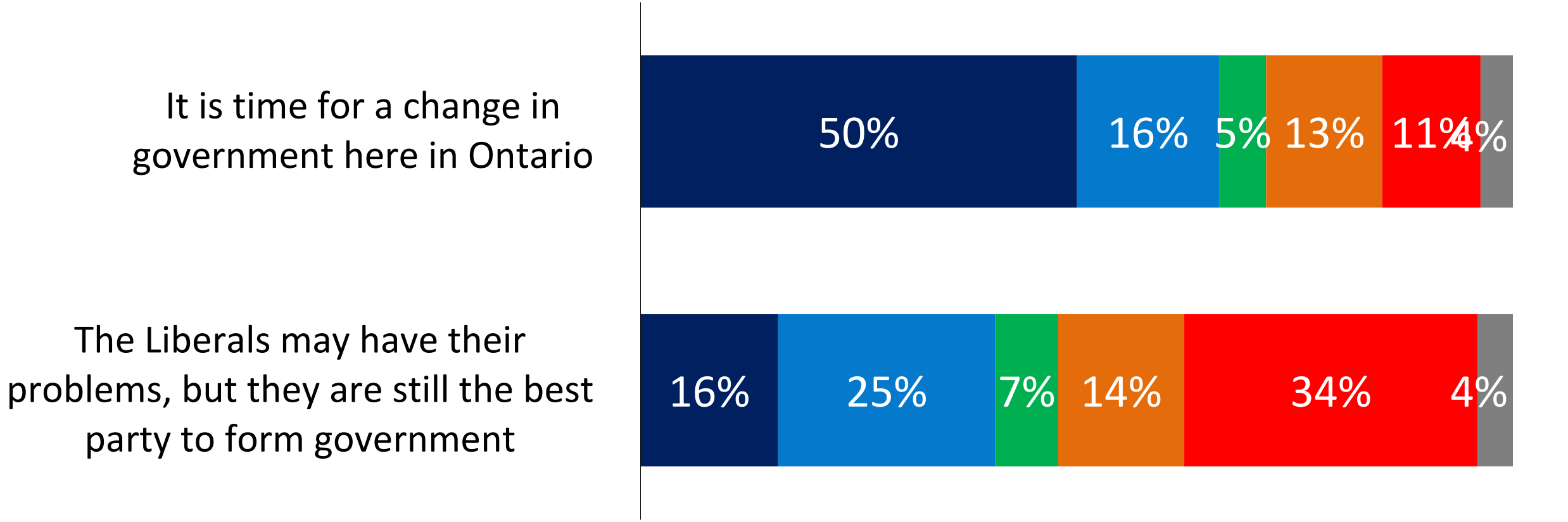
Time for change: two-thirds (66%) of Ontarians think it's time for a change and most of them feel strongly about it

Q Do you agree or disagree with the following statements?
[asked of all respondents]



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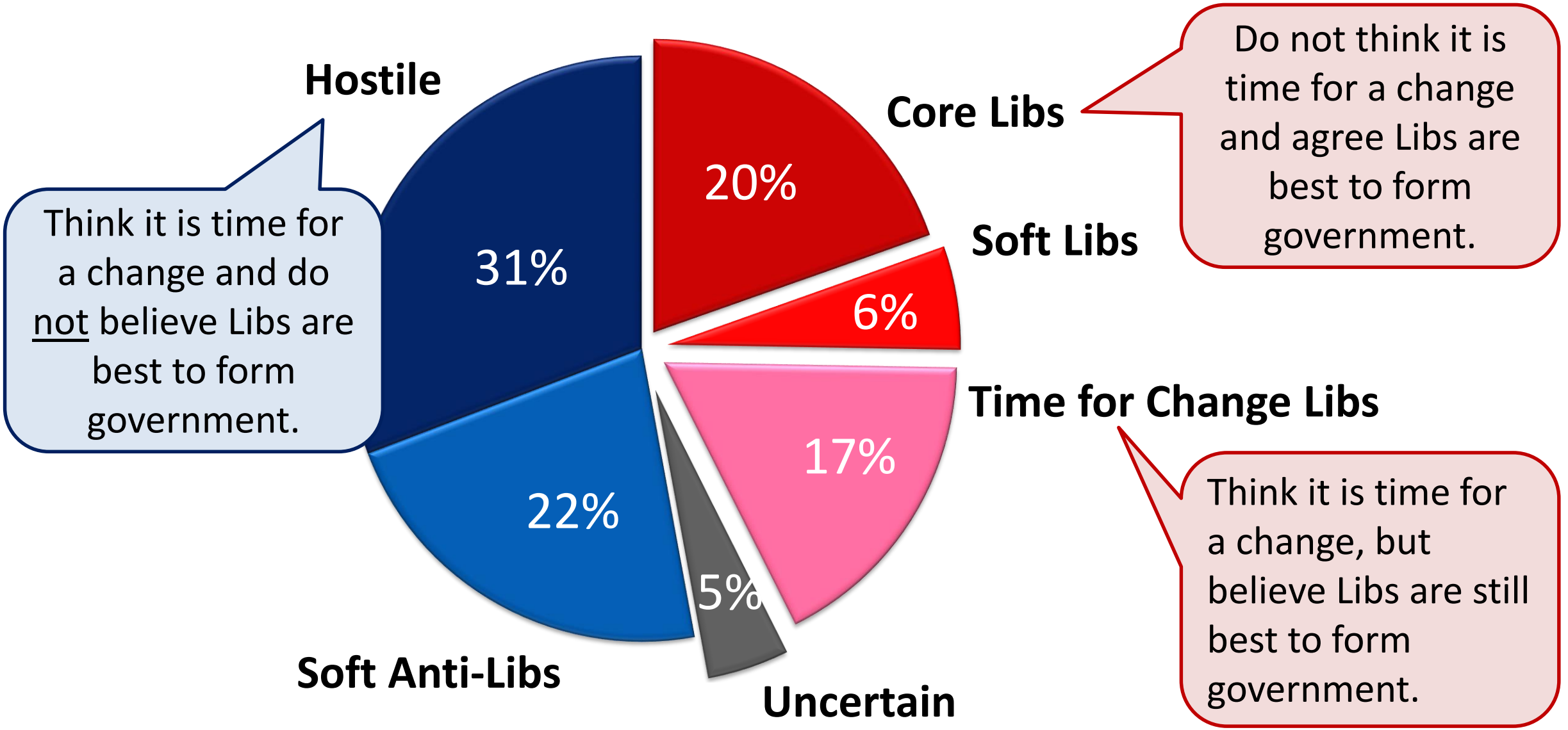
Time For Change Segmentation: 17% think it's time for a change, but believe Libs are still the best party for government

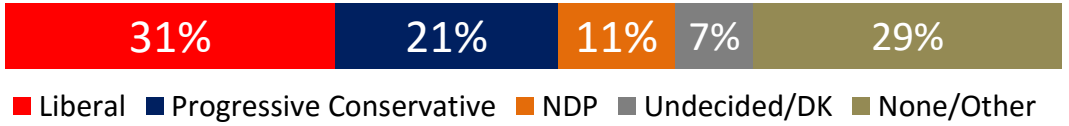


Pre-writ Snapshot vs. 2016, Parties: PCs gain on ID since 2014, Liberals drop on "best party"; Core, Soft Libs now smaller

March 2014, Pre-writ

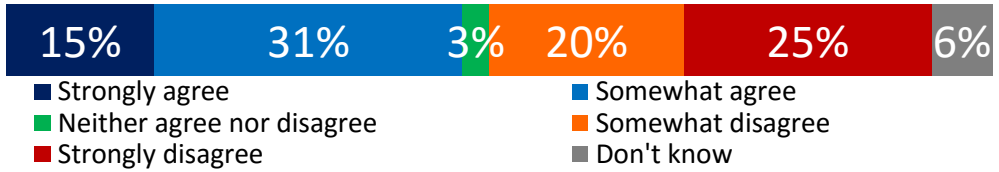
Party ID

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as: a Progressive Conservative, a Liberal, a New Democrat, or something else or none of these?

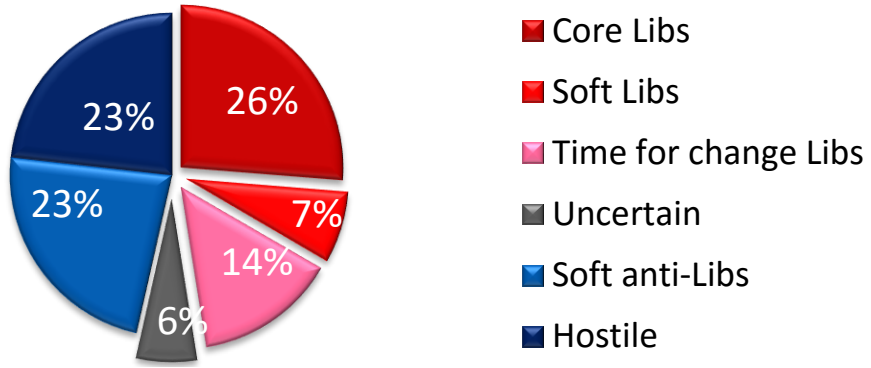


Liberals best to run government

Q Do you agree or disagree…**The Liberals may have their problems, but they are the best party to form government.**



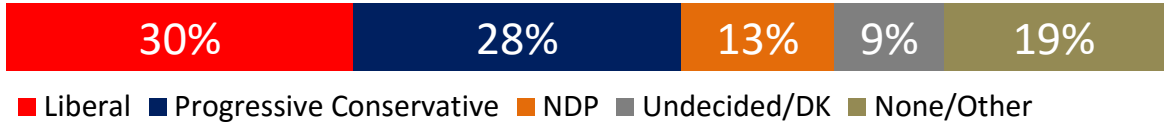
Time for a change segmentation*



September 2016

Party ID

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as: a Progressive Conservative, a Liberal, a New Democrat, or something else or none of these?



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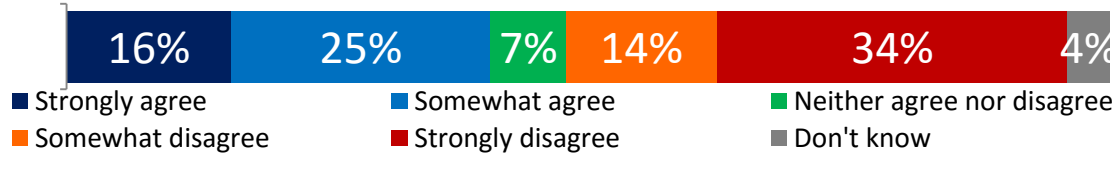
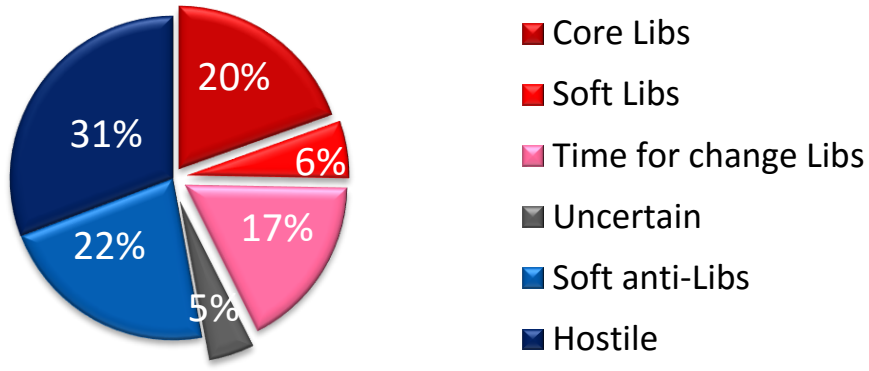


Time for a change segmentation*



*Note: 2014 "Time for change" question worded as follows: "Now thinking about Kathleen Wynne and the Liberal government - do you think that Kathleen Wynne and the Liberal government have done a good enough job to deserve re-election, or is it time to give a new person and party a chance?".

42% of Time for a change Liberals are voting Liberal, 22% would vote NDP, 14% for PC and 18% undecided

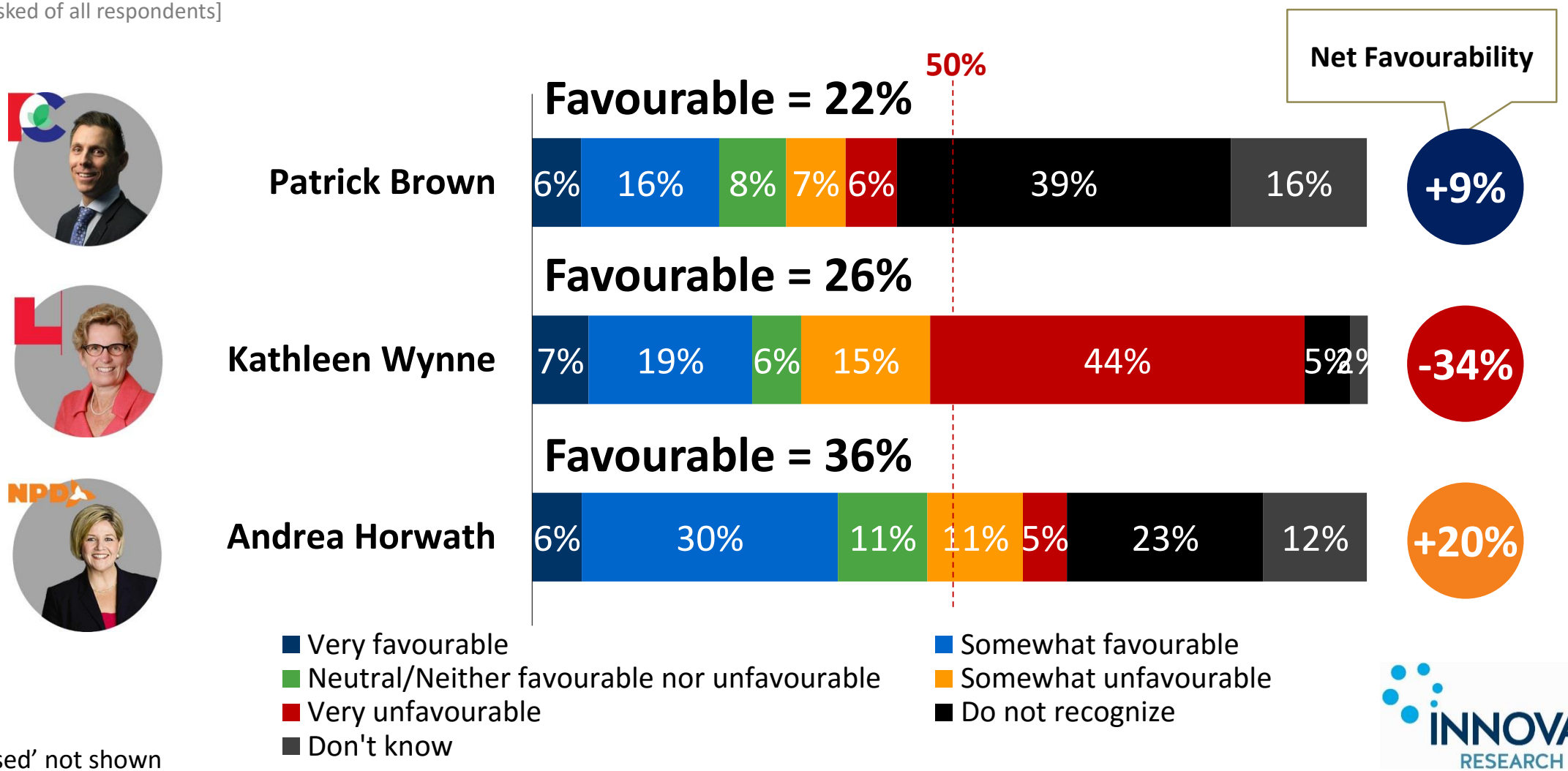
Time-For-Change Segmentation

Combined Provincial Vote	Core Libs	Soft Libs	Time-for-change Libs	Uncertain	Soft Anti-Libs	Hostile
PC	4%	8%	14%	2%	28%	65%
Liberal	**69%**	**47%**	**42%**		12%	0%
NDP	10%	8%	22%	8%	20%	16%
Green/Other	7%		4%	22%	15%	3%
Unaligned	10%	37%	18%	68%	26%	15%

Leadership Favourability: Wynne viewed negatively (-34%); Brown (+9) and Horwath (+20) seen positively, but less recognized

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…

[asked of all respondents]



Note: 'Refused' not shown

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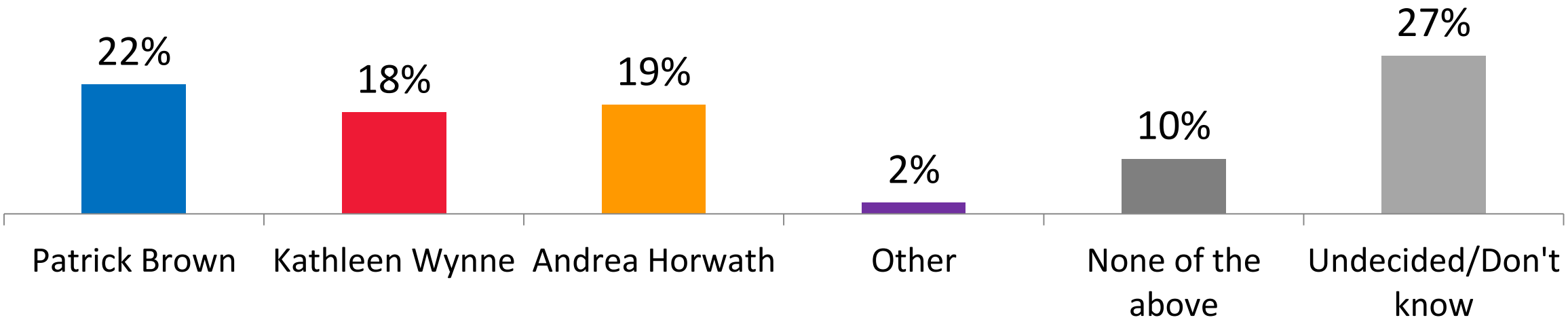
Best Premier: 3-way tie for best premier, nearly 3-in-10 (27%) still undecided, 10% say ‘none of the above’

Q Which of the following would make the best Premier of Ontario?
[asked of all respondents]



Note: ‘Refused’ (2%) not shown

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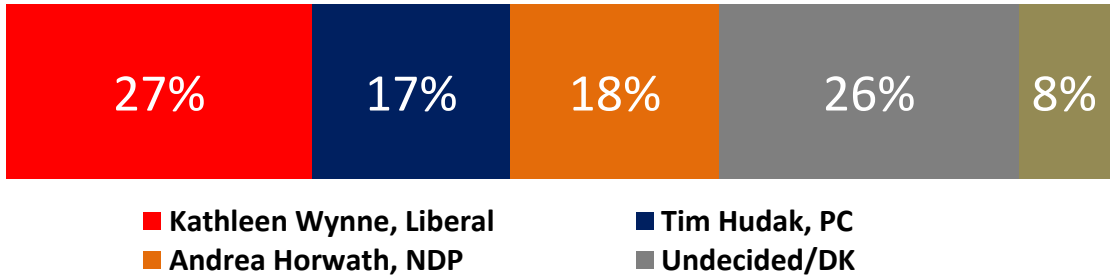
Pre-writ Snapshot vs. 2016, Leaders: big losses for Wynne since pre-writ on best premier and leader favourables

March 2014, Pre-writ

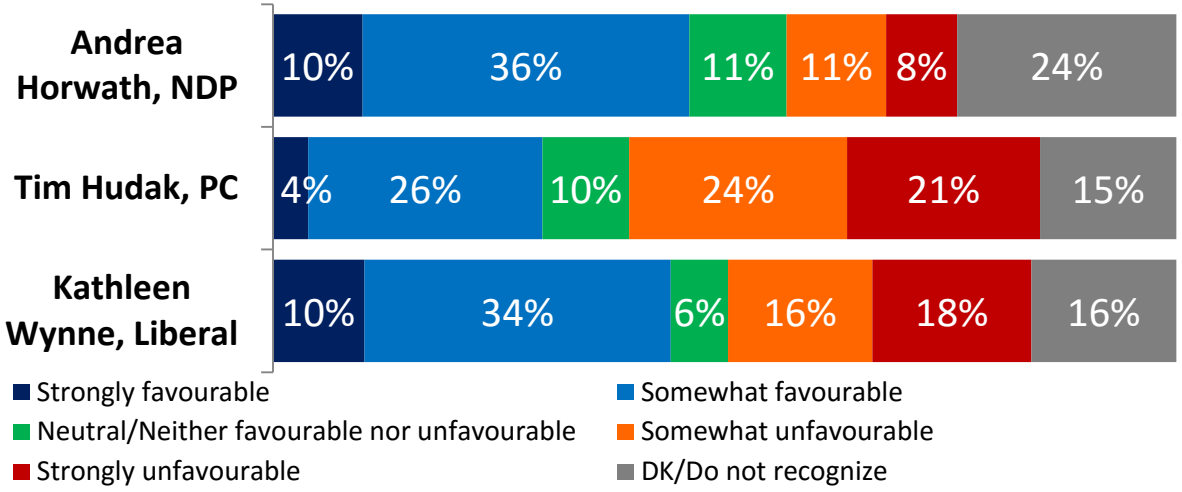
Best Premier

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



Leader Favourables

Q Below are the names of several individuals who have been mentioned in the news recently…



September 2016

Best Premier

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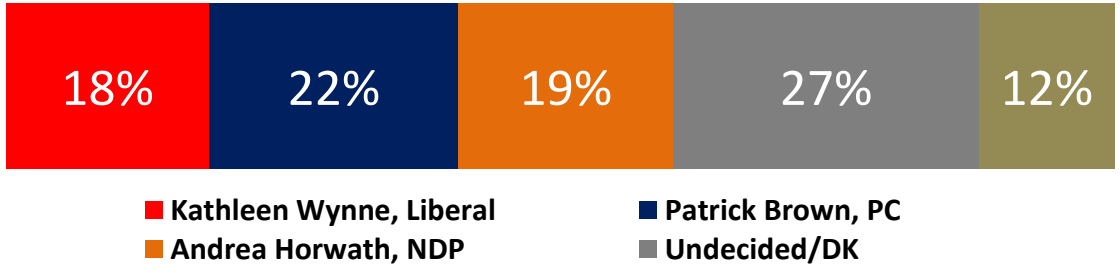

Leader Favourables

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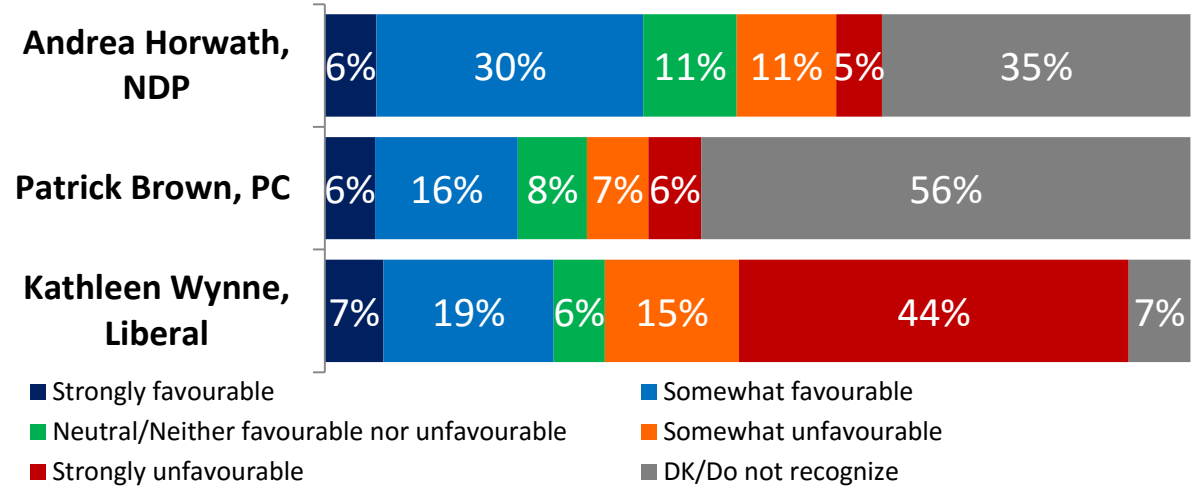

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