

A wide-angle photograph of the Ontario Legislative Building in Toronto. The building is a grand, multi-story structure made of reddish-brown stone with a central gabled roof and two prominent towers with domes. A paved walkway leads directly to the entrance, flanked by manicured lawns and colorful flower beds. Two tall flagpoles stand on either side of the path, flying the Canadian national flag and the Ontario provincial flag. The sky is bright blue with scattered white clouds. In the background, a modern high-rise building is visible on the right.

Ontario Politics

Methodology: Study 1

- The results reported in this deck are the combined results of 30 live-caller, land line and cell telephone surveys conducted on a monthly basis 600 randomly-selected Ontario residents, 18 years of age and older. 18,000 Ontarians participated in these surveys.
- Only one respondent per household is eligible to complete this survey. The final sample includes both landline and cell phone respondents, so that individuals who don't have a landline are represented.
- Each sample was been weighted by age, gender and region using the latest available data, 2011 Census, to reflect actual demographic composition of the population.
- Results are presented on a quarterly and regional basis. Each quarter the sample contains at least 1800 respondents in total. The margin of error for this quarterly sample is $\pm 2.3\%$ 19 times out of 20. On a regional basis the average N size per quarter is reported below:

Region	Average Quarterly N-size	Margin of error (19 times/20)
Centre Toronto	205	$\pm 6.8\%$
Outer Toronto	182	$\pm 7.3\%$
West Metro Belt	228	$\pm 6.5\%$
North/East Metro Belt	218	$\pm 6.6\%$
Southwestern Ontario	204	$\pm 6.9\%$
South Central Ontario	274	$\pm 5.9\%$
Eastern Ontario	234	$\pm 6.4\%$
Central Ontario	136	$\pm 8.4\%$
Northern Ontario	119	$\pm 9.0\%$

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.*

Methodology: Study ②

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from March 24th to April 5th, 2017.
- This online survey of 779 adult Ontarians was conducted on INNOVATIVE's Canada 20/20 national research panel. The results following for Ontario only are weighted to n=458 based on Census data from Statistics Canada.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel 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.
- 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.
- This is a representative sample. We have set targets to ensure we properly reflect key regional and demographic distribution and then used weights to ensure we reflect the country properly. However, since the online survey was not a random probability based sample, a margin of error can 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.

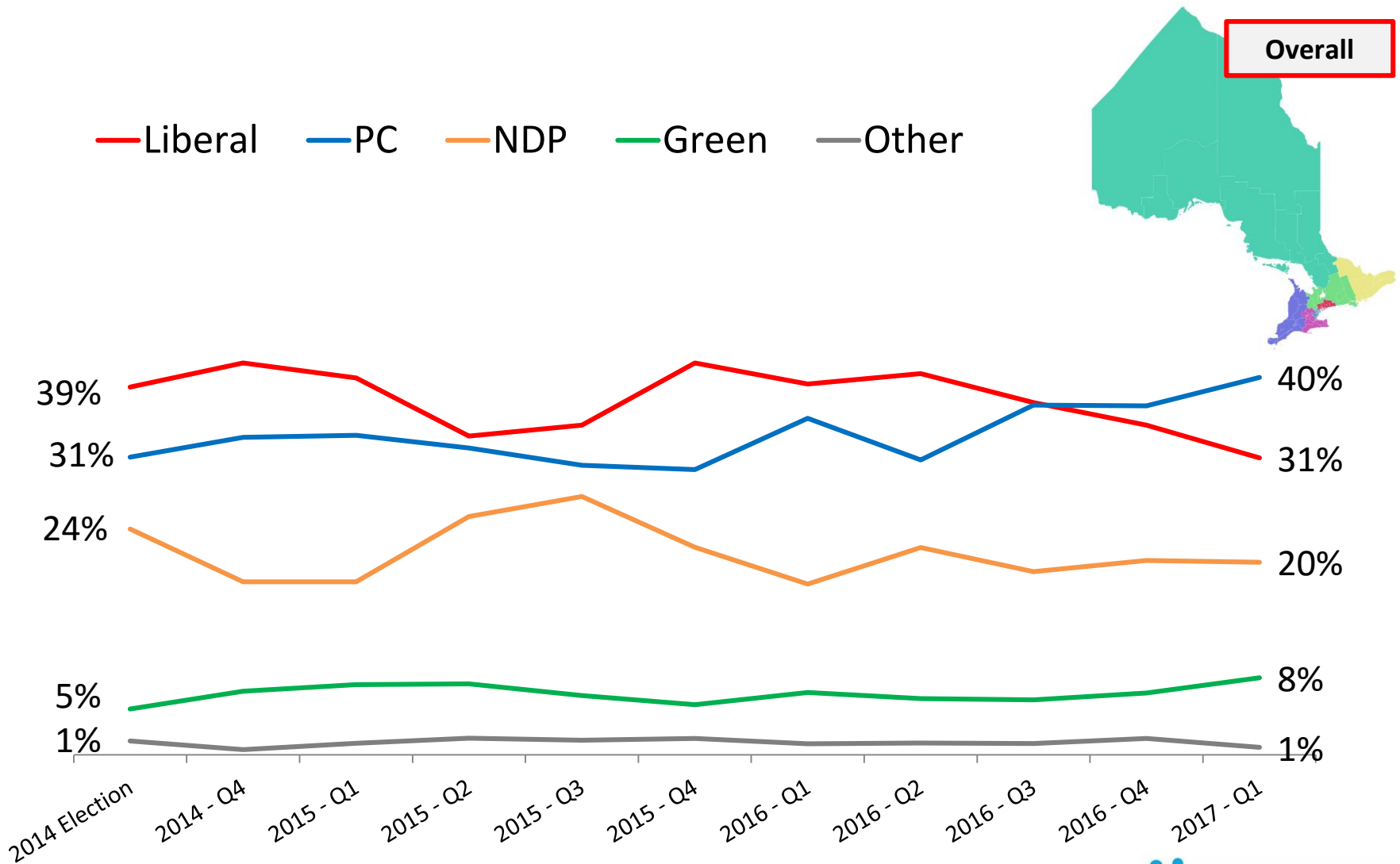
Note: *Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.*

Methodology: Study ③

- Two surveys were conducted by telephone among 610 randomly-selected Ontario residents, 18 years of age and older, the first from February 15th to 22nd, 2017.
- Only one respondent per household was eligible to complete each survey. The final sample for each survey includes both landline and cell phone respondents, so that individuals who don't have a landline are represented.
- The sample has been weighted by age, gender and region using the latest available data, 2011 Census, to reflect actual demographic composition of the population. The final, weighted sample size for each survey is 600, which has a margin of error of $\pm 4.0\%$, 19 times out of 20.
- This survey is compared with previous studies using the same methodology dating back to 2009.
- In the analysis, **net** favourability subtracts the two “negative” measures (“somewhat unfavourable” or “very unfavourable”) from the two “positive” measures (i.e. “very favourable” and “somewhat favourable”) to create a single number. If there is a neutral measure (“neither favourable nor unfavourable”), it is not included in the calculation.

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.*

Vote Intent by Quarter: Overall



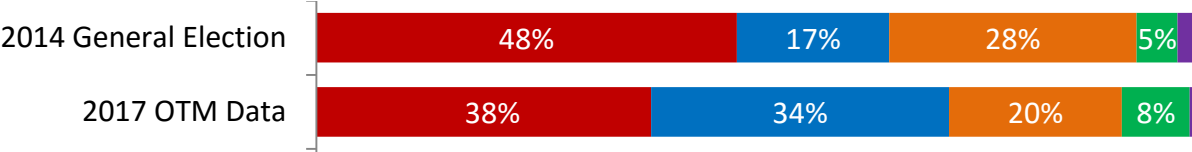
Source: Study ①

Decided vote by Toronto regions: Liberal vote holding everywhere but North/East Metro belt

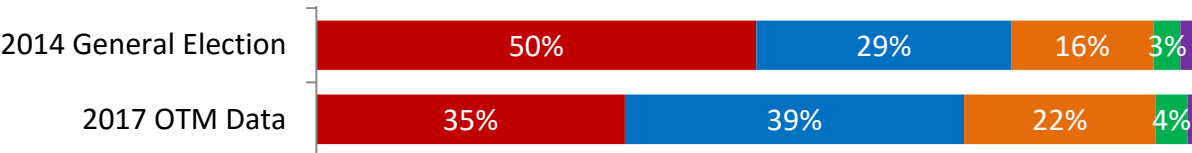
Ontario provincial decided vote

[Merged OTM data January to August 2016; N=3,789]

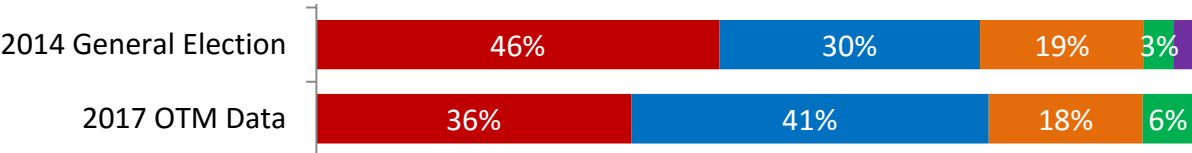
Centre Toronto



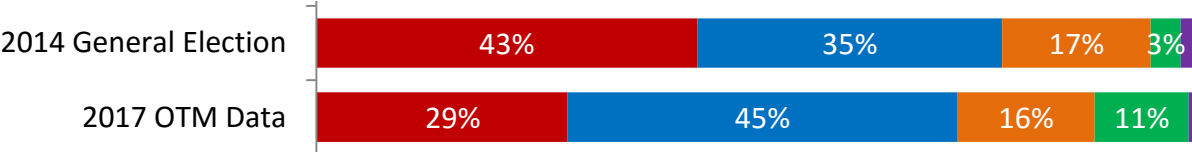
Outer Toronto



West Metro Belt



North/East Metro Belt



■ Liberal
 ■ Progressive Conservative
 ■ NDP
 ■ Green Party
 ■ Other

2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2018
9	0	2	11	12
11	0	0	11	13
10	0	1	11	15
8	2	1	11	14

Source: Study ①

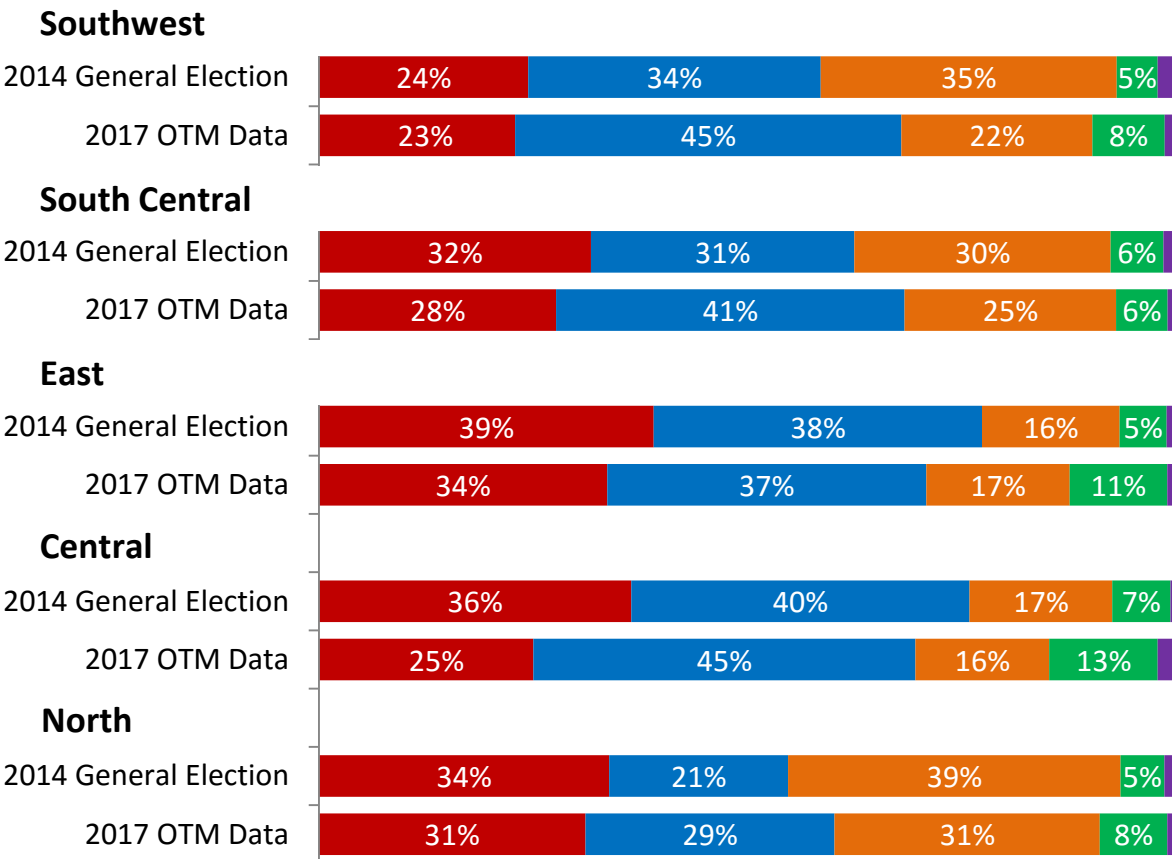


*2018 seats available are estimates based on information that has been released to date regarding redistribution

Decided vote in rest of province: Liberal vote recovering slightly in southwest, ahead of NDP by 4 points

Ontario provincial decided vote

[Merged OTM data January to August 2016; N=3,789]



2014 Seats won			Seats available	
Liberal	PC	NDP	2014	2018
1	8	5	14	14
6	4	6	16	18
7	6	0	13	13
3	6	0	9	11
3	2	6	11	11

■ Liberal
 ■ Progressive Conservative
 ■ NDP
 ■ Green Party
 ■ Other

Source: Study 1

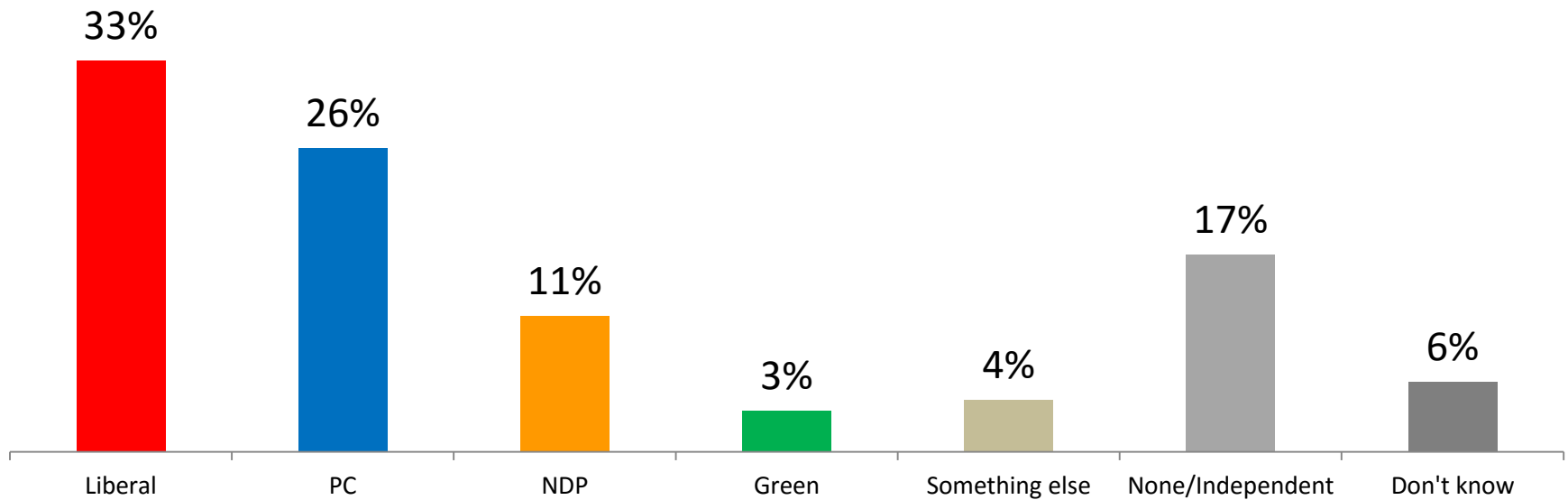


*2018 seats available are estimates based on information that has been released to date regarding redistribution

Provincial Party ID: 1-in-3 (33%) identify as Liberal, a quarter (26%) as PC; only 11% identify as NDP



Thinking about politics in [ONTARIO], generally speaking, do you usually think of yourself as a...
[asked of all respondents in Ontario]

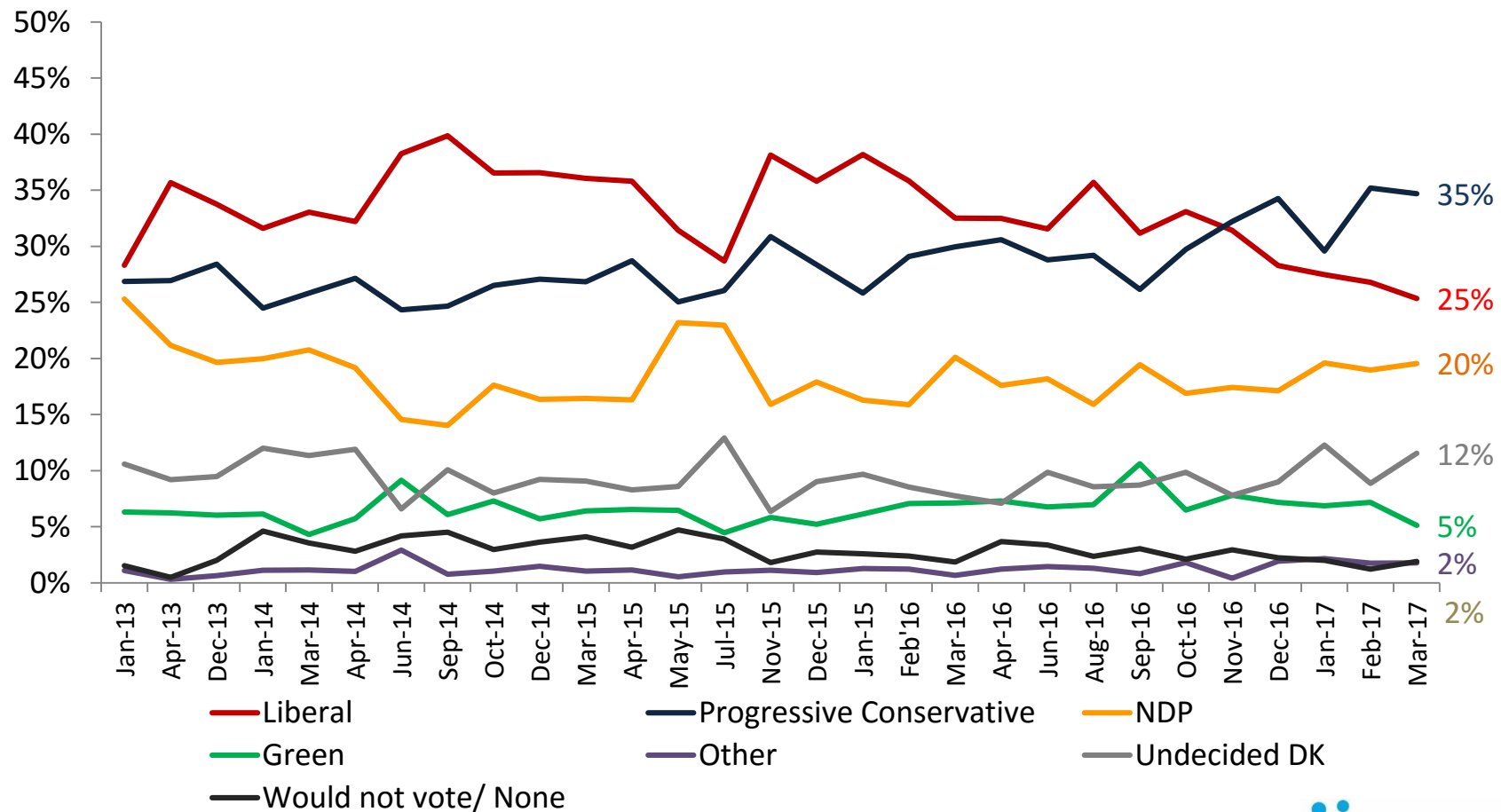


Source: Study 2

Combined Provincial Vote (ON): PCs (35%) gain to 10 points ahead of Liberals (25%); NDP steady at 20%



If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN] [Tracking data since January 2013]



Source: Study 2



Past Vote/Wynne Change: more than 1-in-3 (36%) voted for¹⁰ Wynne; among all, 2-in-3 (66%) think she made it worse



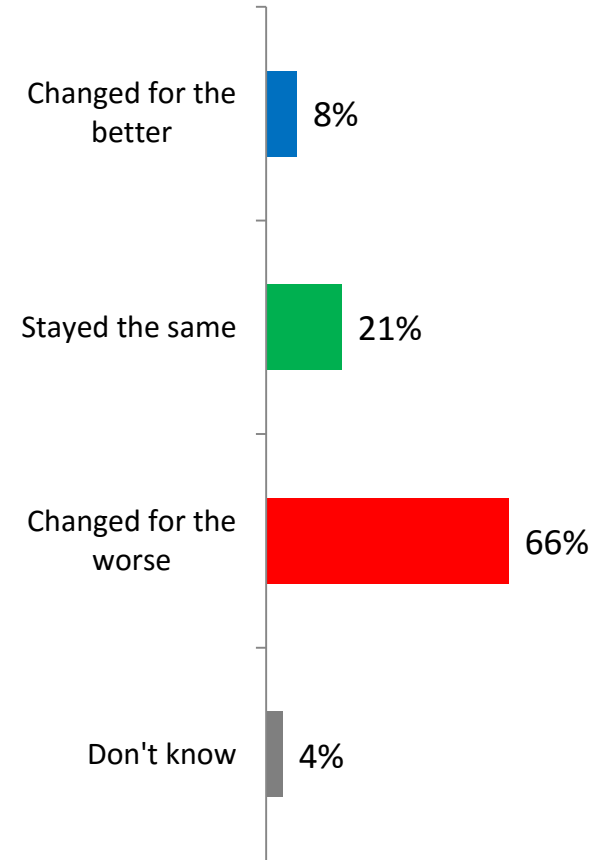
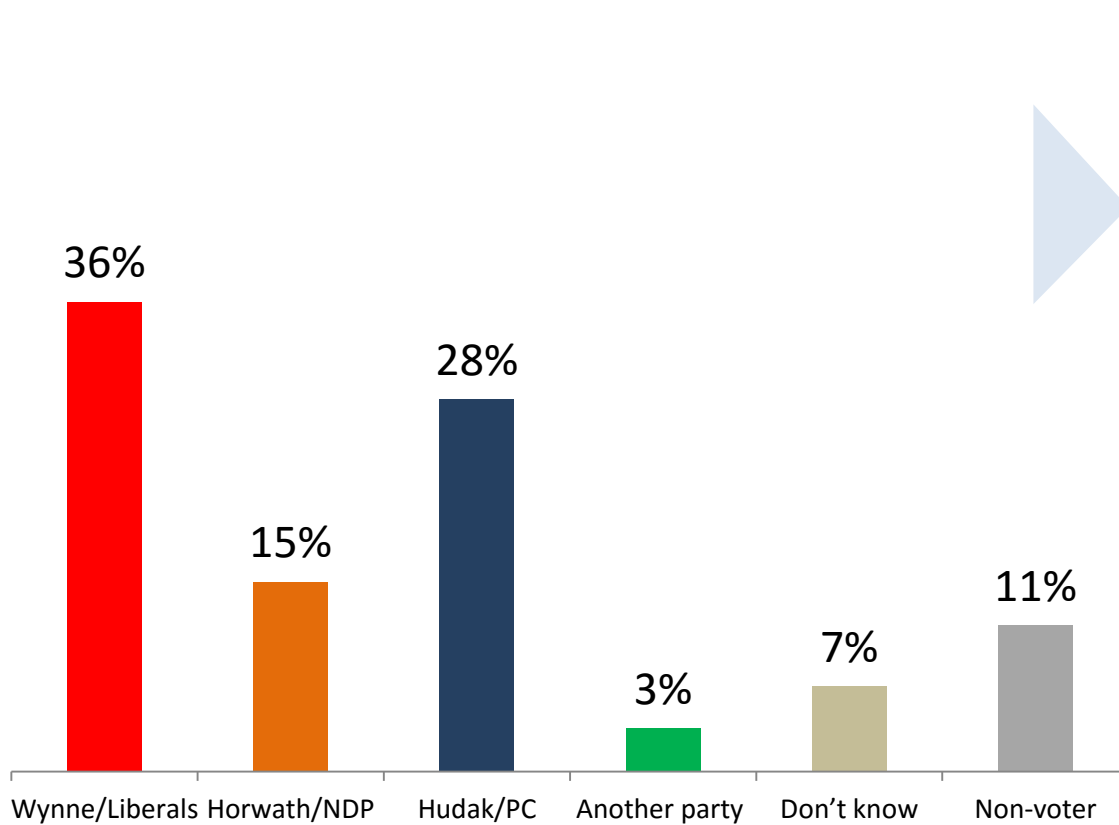
Thinking back to the June 12, 2014 provincial election, which political party and leader did you vote for?

[asked of all respondents in Ontario]



Since that election, has Kathleen Wynne changed Ontario for the better, changed for the worse, or stayed pretty much the same?

[asked of all respondents in Ontario]



Source: Study ②

Change by Past Vote: 92% of past Ontario PC voters think she made it worse and only 45% of Liberal voters think alike



Since that election, has Kathleen Wynne changed Ontario for the better, changed for the worse, or stayed pretty much the same? BY Thinking back to the June 12, 2014 provincial election, which political party and leader did you vote for?

[asked of all respondents in Ontario]

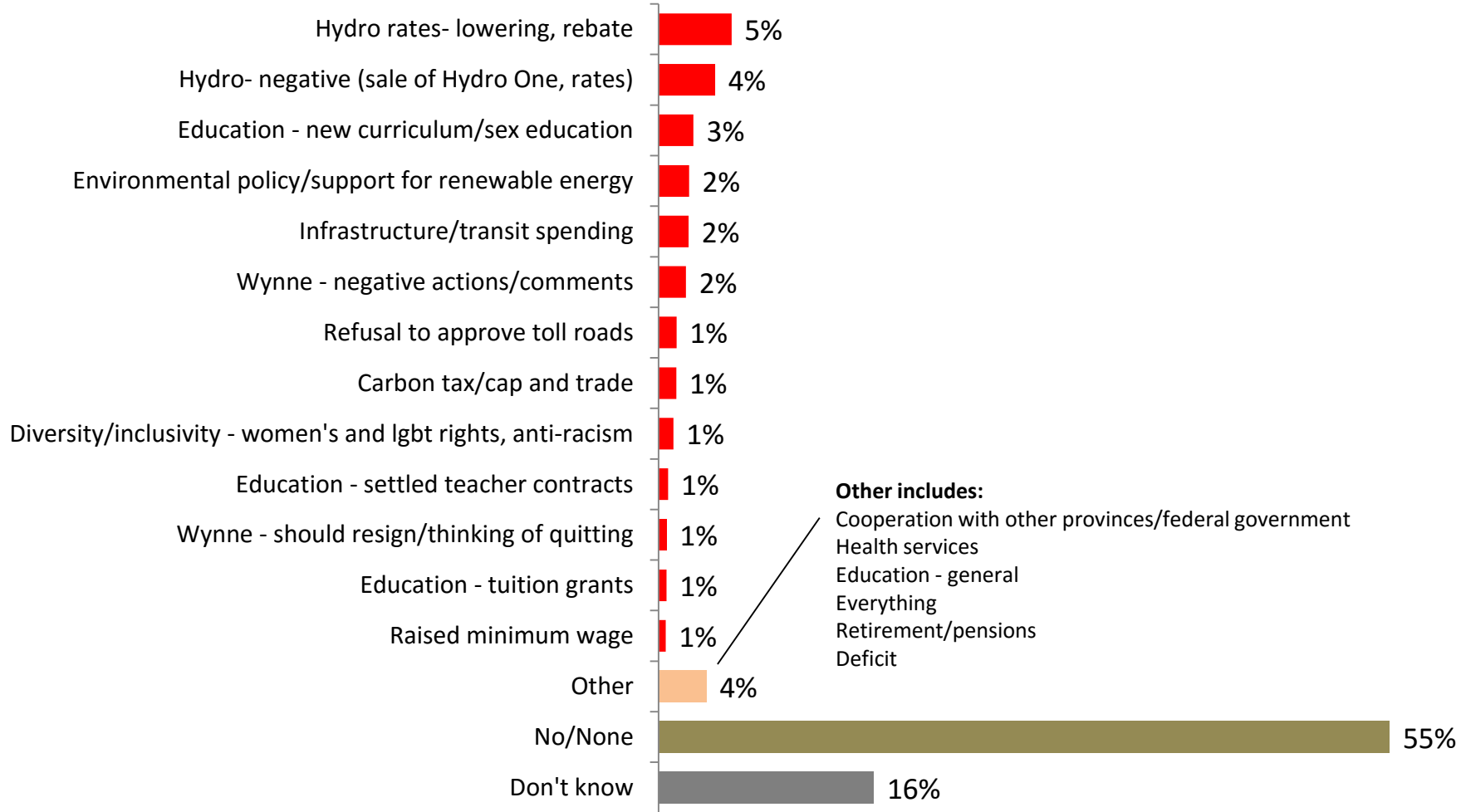
Wynne has changed Ontario...	Past Vote in Ontario, 2014				TOTAL
	Wynne/ Liberals	Horwath/NDP	Hudak/PC	Other/DK/DNV	
For the better	18%	8%	0%	4%	8%
The same	33%	18%	8%	19%	21%
For the worse	45%	70%	92%	66%	66%
Don't know	4%	5%	0%	11%	4%
Net Better	-27%	-62%	-92%	-62%	-58%

Wynne, Liked: majority could not name something they approved of; hydro and education top list



Can you think of any actions or decisions by Kathleen Wynne that you approved of or liked?

[asked of all respondents in Ontario, n=426 coded]



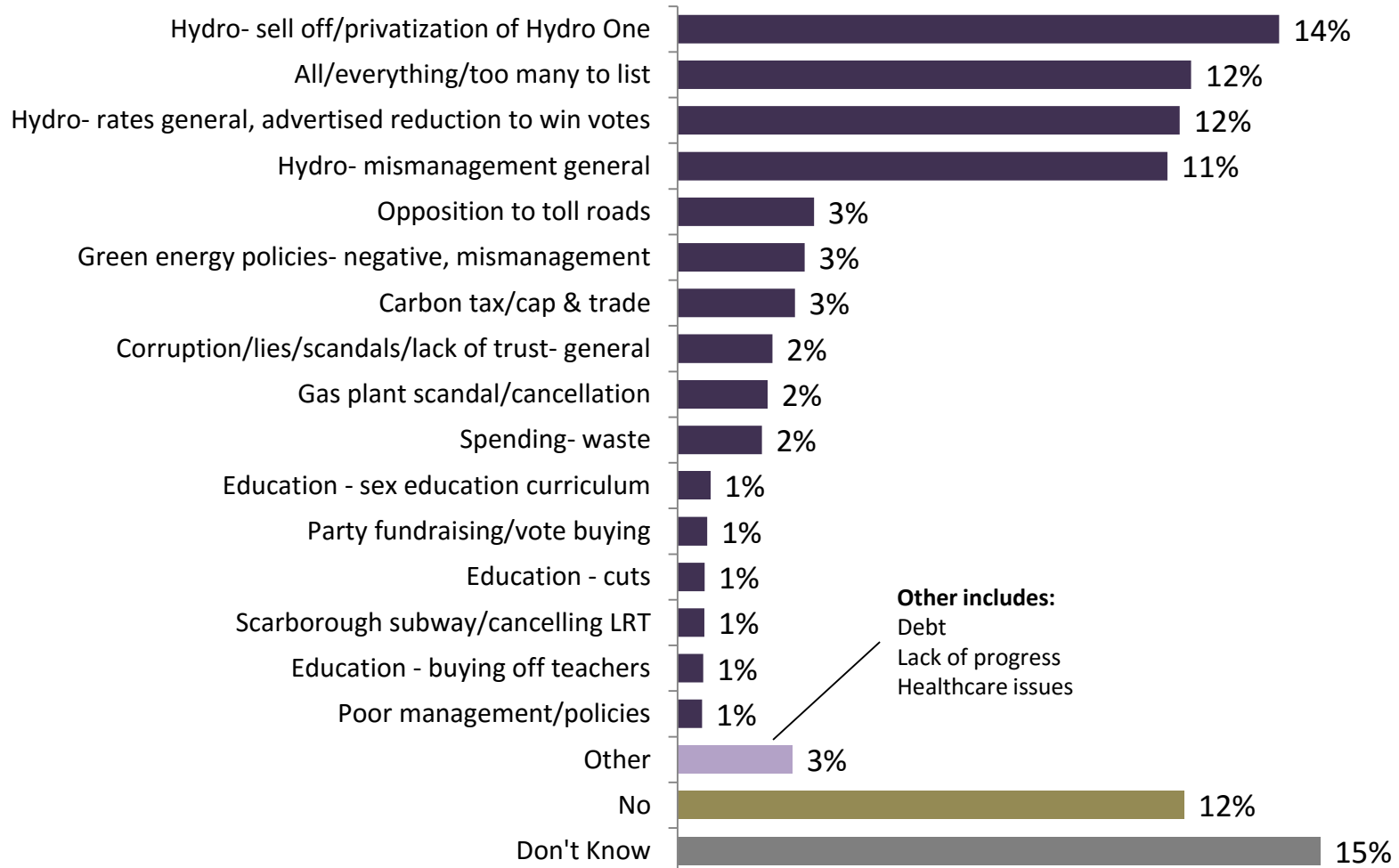
Note: Refused (<1%) not shown.

Wynne, Disliked: nearly 4-in-10 mention hydro, from the sell-off (14%), to rates (12%), and “mismanagement” (11%)



Can you think of any actions or decisions by Kathleen Wynne that you disapproved of or disliked?

[asked of all respondents in Ontario, n=394 coded]



Note: Refused (<1%) not shown.

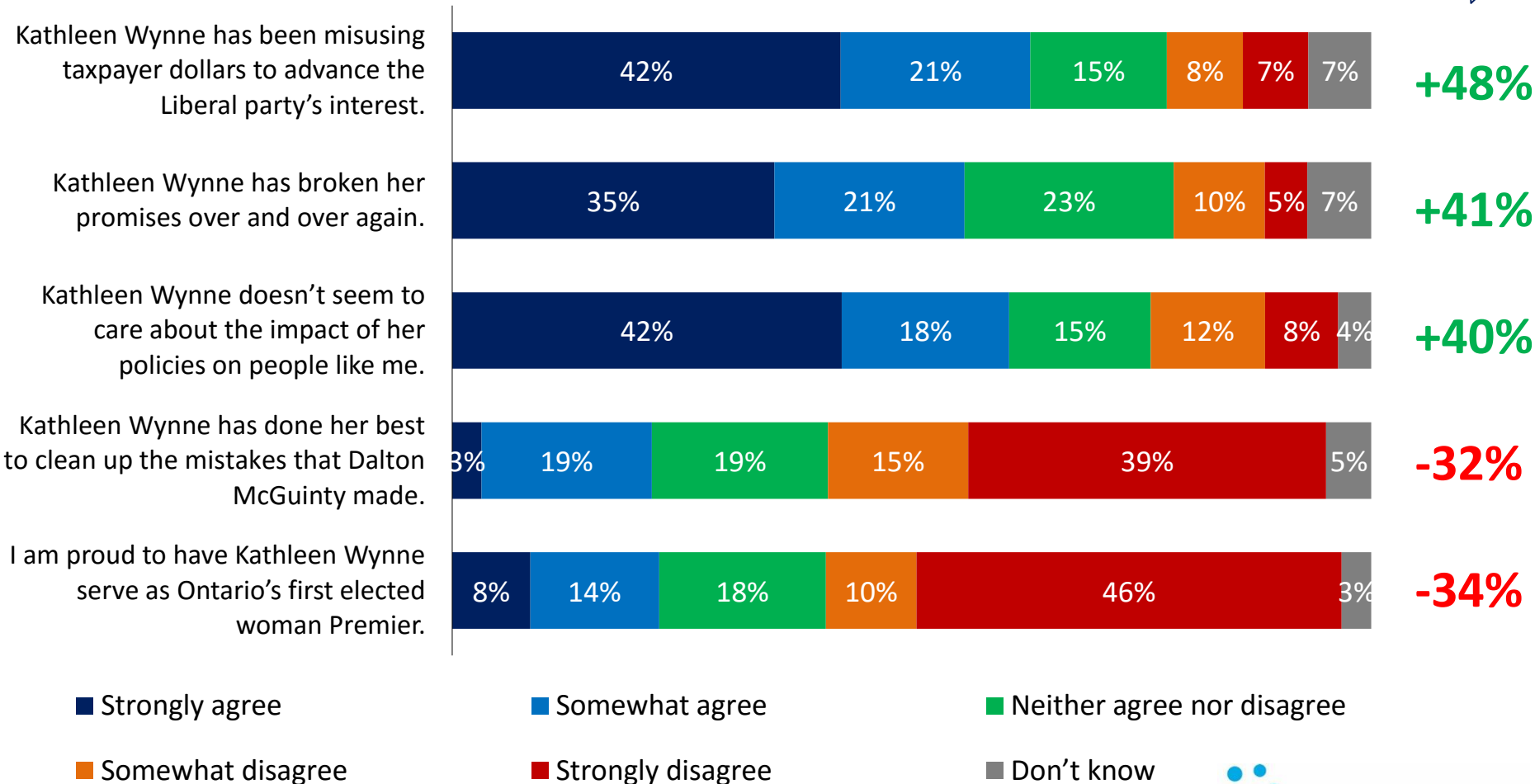
Wynne Attitudes: majority think Wynne misused taxpayer dollars, broke her promises, and “doesn’t care”



Do you agree or disagree with the following statements?

[asked of all respondents in Ontario]

Net Agree



Source: Study 2



Wynne Attitudes by ID: even base agrees that Wynne has misused dollars and broken promises



Do you agree or disagree with the following statements? BY Party ID

[asked of all respondents in Ontario]

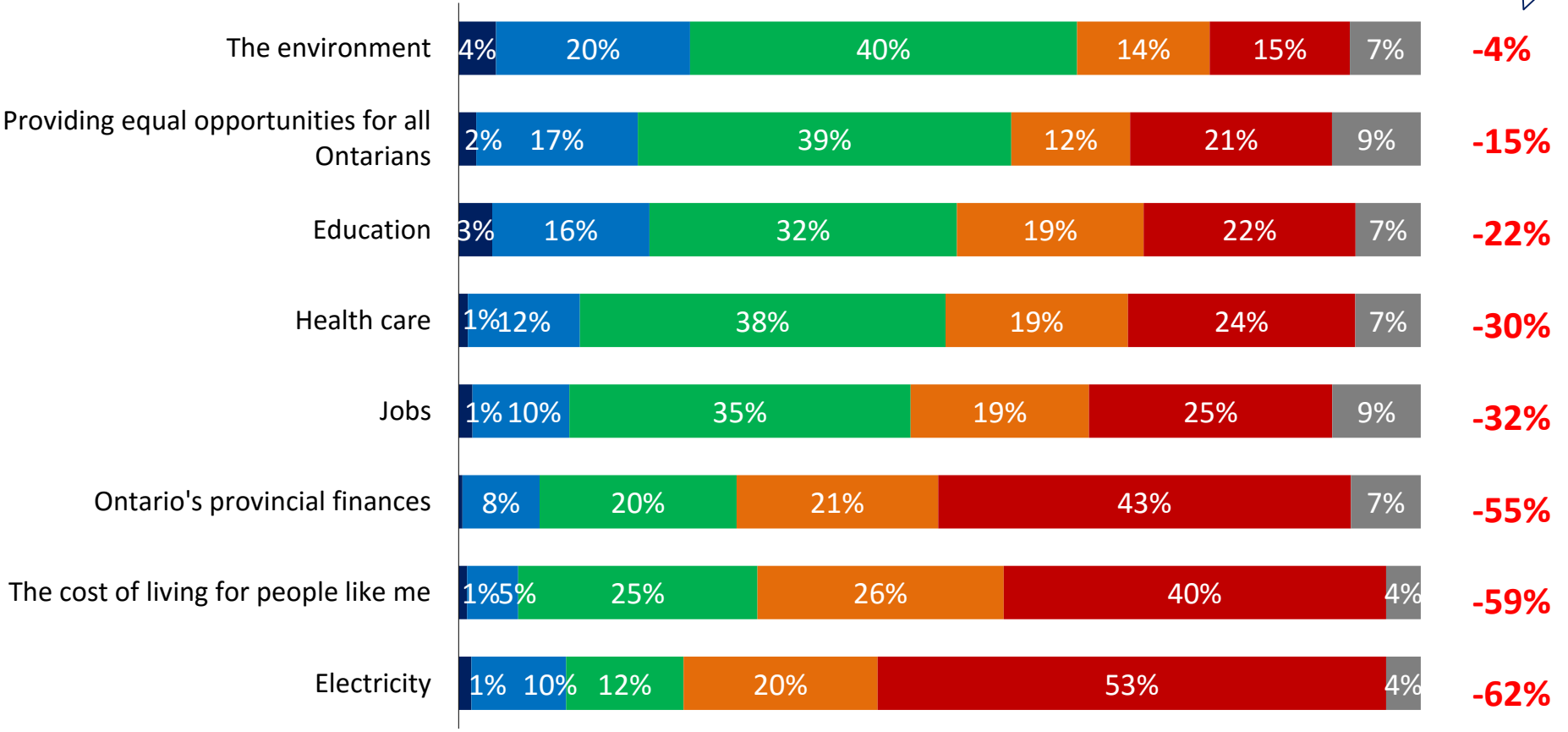
Wynne Attitudes, Net Agreement	Party ID, Ontario				
	Liberals	NDP	PC	Other	Unaligned
Kathleen Wynne has been misusing taxpayer dollars to advance the Liberal party's interest.	+4%	+88%	+40%	+66%	+61%
Kathleen Wynne has broken her promises over and over again.	+11%	+67%	+40%	+56%	+53%
Kathleen Wynne doesn't seem to care about the impact of her policies on people like me.	+1%	+72%	+46%	+56%	+53%
Kathleen Wynne has done her best to clean up the mistakes that Dalton McGuinty made.	+9%	-68%	-33%	-42%	-45%
I am proud to have Kathleen Wynne serve as Ontario's first elected woman Premier.	+16%	-79%	-28%	-68%	-44%

Wynne Impact by Topic: no measures net positive; electricity¹⁶ (-62%) and cost of living (-59%) seen as most negative



For each of the following issues, please indicate if you think Kathleen Wynne has been making things better or worse? [asked of all respondents in Ontario]

Net Better



■ Much better
 ■ Somewhat better
 ■ Neither better nor worse
■ Somewhat worse
 ■ Much worse
 ■ Don't know

Source: Study 2



Wynne Impact by ID: base sees Wynne as negative impact on province's finances, cost of living and electricity



For each of the following issues, please indicate if you think Kathleen Wynne has been making things better or worse? BY Party ID
 [asked of all respondents in Ontario]

Wynne Impact, Net Better	Party ID, Ontario				
	Liberals	NDP	PC	Other	Unaligned
The environment	+34%	-38%	-10%	-3%	-21%
Providing equal opportunities for all Ontarians	+14%	-34%	-29%	-26%	-24%
Education	+17%	-51%	-25%	-44%	-33%
Health care	+4%	-61%	-35%	-39%	-39%
Jobs	+2%	-58%	-33%	-54%	-44%
Ontario's provincial finances	-20%	-85%	-55%	-64%	-70%
The cost of living for people like me	-29%	-86%	-67%	-64%	-68%
Electricity	-31%	-86%	-75%	-76%	-69%

Should Wynne resign? 1-in-4 Ontario Liberals would only vote Liberal if Wynne resigns, 13% have no interest



Some people have been suggesting Kathleen Wynne should resign as Premier and Liberal party leader. Which of the following statements best reflects your point of view? BY Party ID

[asked of all respondents in Ontario]

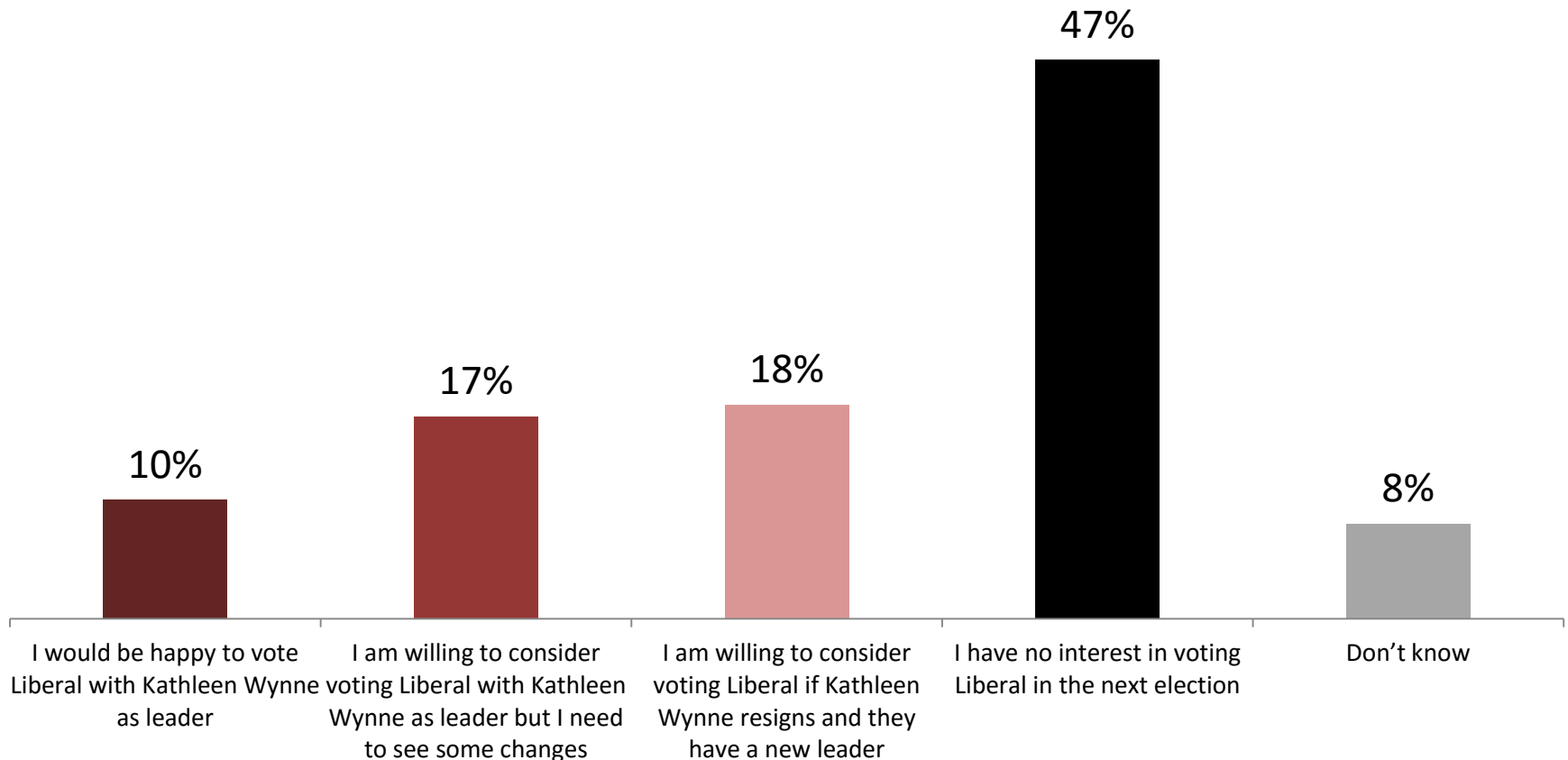
Responses	Party ID, Ontario					TOTAL
	Liberals	NDP	PC	Other	Unaligned	
I would be happy to vote Liberal with Kathleen Wynne as leader	23%	3%	4%	11%	3%	10%
I am willing to consider voting Liberal with Kathleen Wynne as leader but I need to see some changes	35%	5%	6%	3%	14%	17%
I am willing to consider voting Liberal if Kathleen Wynne resigns and they have a new leader	25%	6%	24%	19%	17%	18%
I have no interest in voting Liberal in the next election	13%	85%	45%	64%	50%	47%
Don't know	4%	1%	22%	3%	17%	8%

Should Wynne resign? Nearly half of voters have no interest¹⁹ in voting Liberal, regardless of who leads the party.



Some people have been suggesting Kathleen Wynne should resign as Premier and Liberal party leader. Which of the following statements best reflects your point of view?

[asked of all respondents in Ontario]



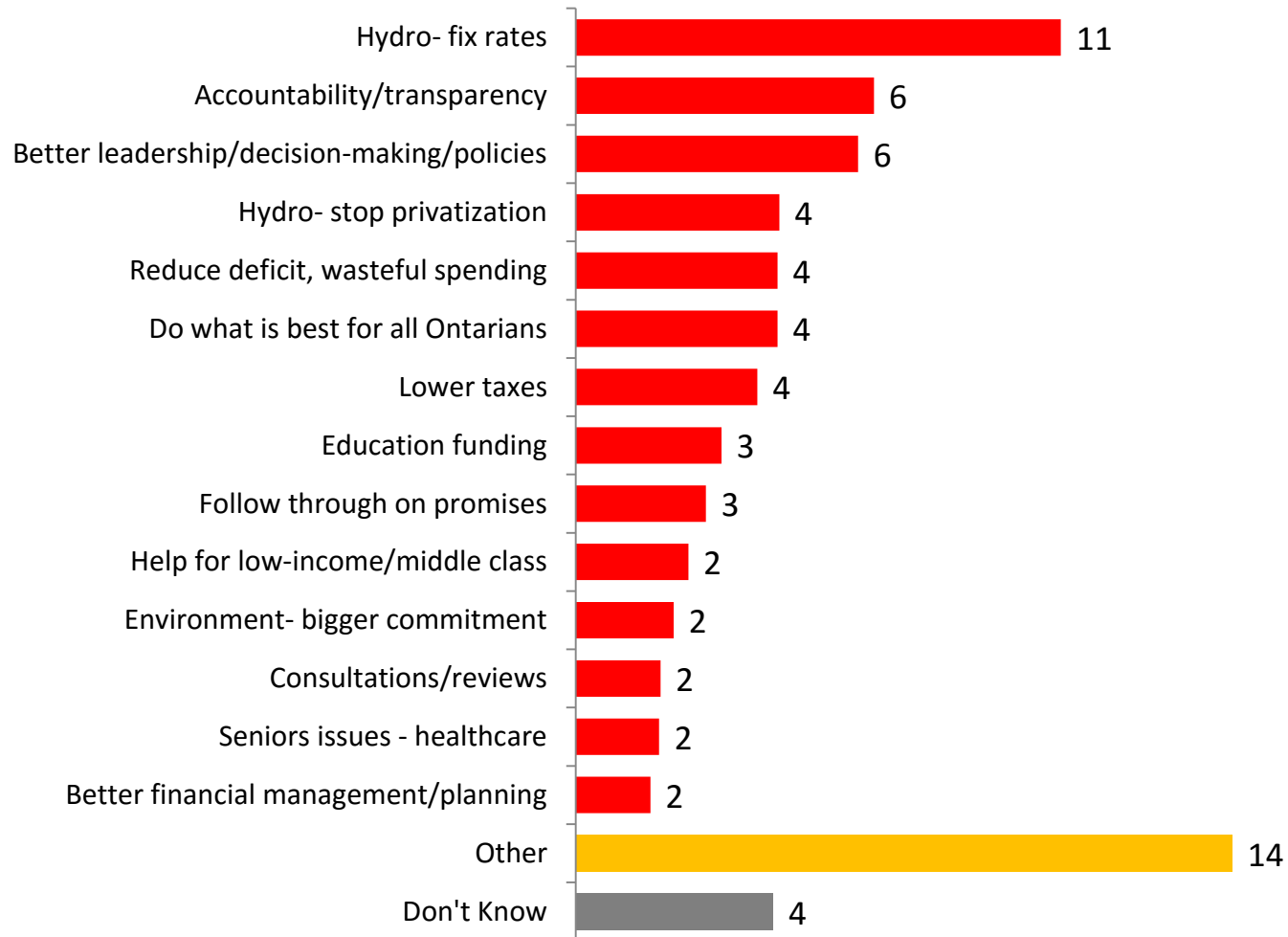
Source: Study 2

Specific Changes: top specific mentions ask for fix hydro rates²⁰, greater accountability/transparency, better leadership



[IF WILLING TO CONSIDER, BUT NEED TO SEE CHANGES] What specific changes would you like to see?

[asked of respondents in Ontario willing to consider voting Wynne, but who need to see changes first; n=78 coded]



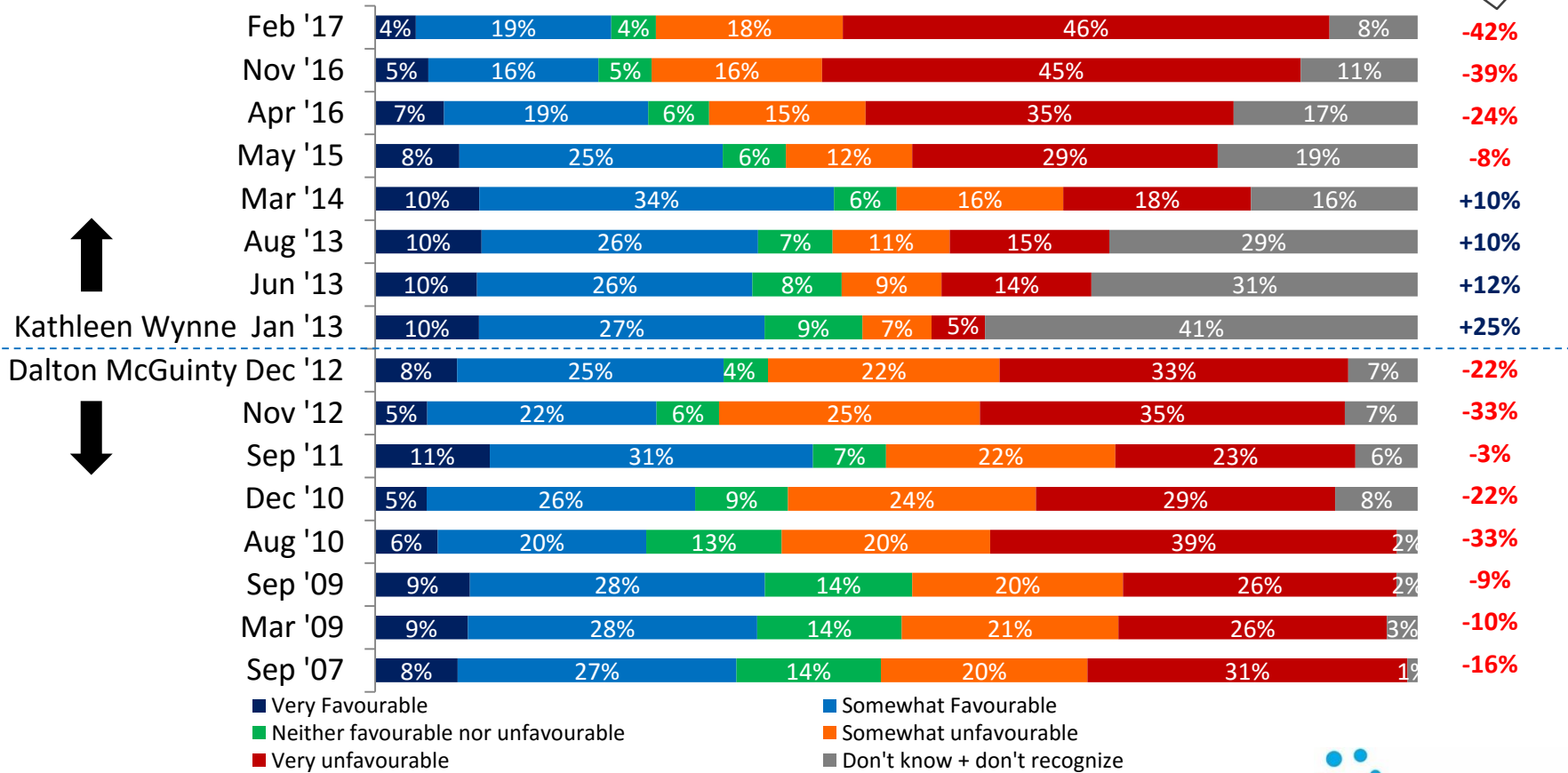
Note: "Refused" (n=2), "Bad response" (n=2) not shown.

Kathleen Wynne tracking: net favourability at lowest levels in tracking since 2007

Q

... 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. **Kathleen Wynne [Dalton McGuinty]**

Net Favourability



Source: Study 3



Wynne Favourability by Provincial Vote (Column %)

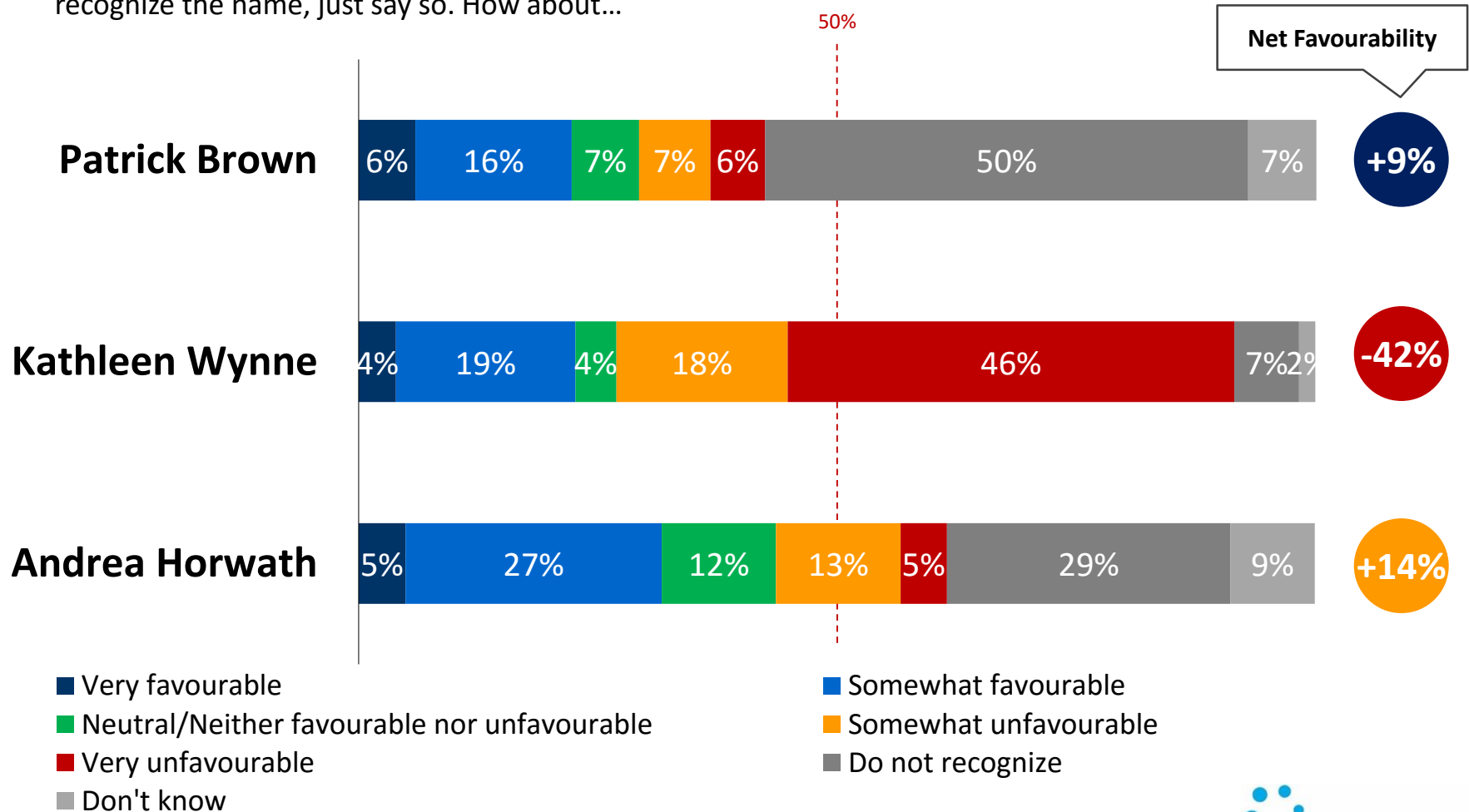
Wynne Favourability	Provincial Combined Vote						
		PC	Liberal	NDP	Green/Other	Unaligned	Total
	Very Favourable	2%	10%	4%	2%	0%	4%
	Somewhat favourable	3%	45%	18%	17%	8%	19%
	Neutral	2%	5%	2%	4%	7%	4%
	Somewhat unfavourable	12%	17%	17%	22%	28%	18%
	Very unfavourable	79%	12%	56%	41%	37%	46%
	Do not recognize	2%	7%	1%	11%	15%	7%
Don't know	0%	2%	1%	2%	3%	2%	

Note: Refused not shown.

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...

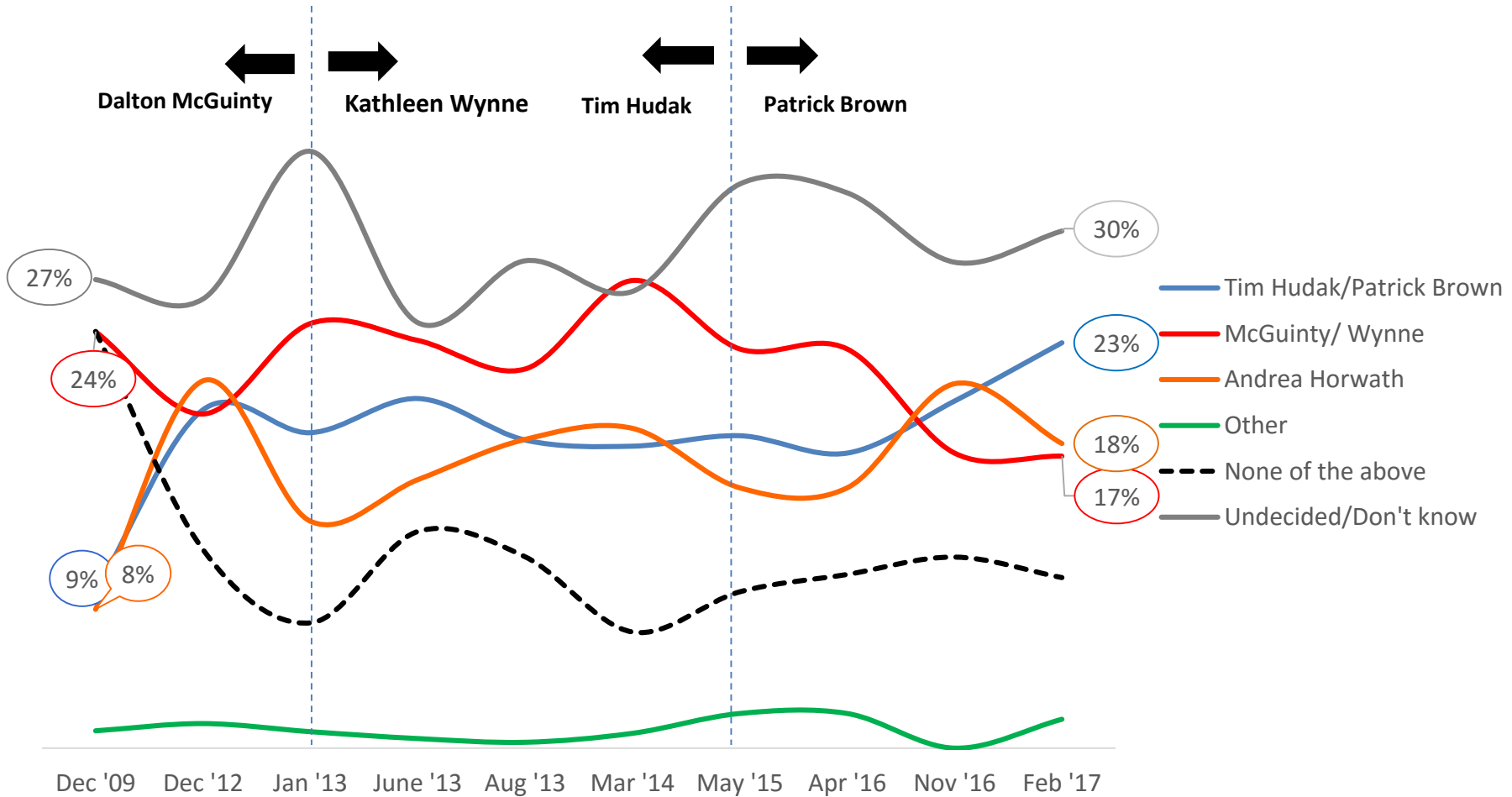


Source: Study 3

Note: 'Refused' not shown

Brown leads on Best Premier at 23%, Horwath and Wynne tied for 2nd

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



Note: 'Refused' (1%) not shown

Source: Study 3



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