

Appendix:

Detailed Methodologies

Methodology

- This presentation combines the results of three different surveys:
 - An online survey of 846 adult Ontarians on values and politics conducted from October 26th to November 8th, 2017. (Poll 1)
 - An online survey of 1,406 adult Ontarians on infrastructure and electricity conducted from November 10th to November 16th, 2017. (Poll 2)
 - A telephone study of 607 randomly-selected Ontario residents, 18 years of age and older, from November 9th to November 17th, 2017 (Poll 3)
- Detailed methodologies are provided in the appendix.
- It is important to note that margins of error can only be applied to the telephone survey.
 - The online surveys ARE representative samples. 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.
- The margin of error for the telephone survey is approximately ± 4.0 (before April 2003: approximately ± 3.84)

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.*

Poll 1: Methodology (Online: Values & Politics)

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from October 26th to November 8th, 2017.
- This online survey of 846 adult Ontarians was conducted on INNOVATIVE's Canada 20/20 national research panel with additional sample from Survey Sampling International, a leading provider of online sample. The results are weighted to n=500 based on the most recent Census data from Statistics Canada.
- The sample is drawn from a Canada wide survey of N=2,777 conducted on the same dates.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, and region 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.

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Poll 2: Methodology (Online: Infrastructure and Electricity)

- These are the findings of another Innovative Research Group (INNOVATIVE) poll, this one conducted from November 10th to November 16th, 2017.
- This online survey of 1,406 adult Ontarians was conducted on INNOVATIVE's Canada 20/20 national research panel with additional sample from Survey Sampling International, a leading provider of online sample. The results are weighted to n=1,000 based on the most recent Census data from Statistics Canada.
- The sample is drawn from a Canada wide survey of N=2,590 conducted on the same dates. National data shown by region is weighted to N=1,500 based on the most recent Census data.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, and region 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.

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Poll 3: Methodology (Telephone: Provincial Politics)

- This survey was conducted by telephone among 607 randomly-selected Ontario residents, 18 years of age and older, from November 9th to November 17th, 2017.
- Only one respondent per household was 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.
- The sample has been weighted (n=600) by age, gender and region using the latest available Census data to reflect the actual demographic composition of the population.
- This survey is compared with previous studies since April 2000. Prior to April 2003, approximately 650 Ontario adults were randomly selected. Since April 2003, approximately 600 adults are surveyed.
- The margin of error is approximately +4.0 (before April 2003: approximately +3.84)
- For tracking data, results are always weighted based on the most recent available census data.
- In the analysis, net impression or satisfaction refers to the two "positive" measures (i.e. "excellent" and "good") minus the two "negative" measures ("fair" or "poor") to create a single number. If there is a neutral measure ("made no difference"), it is not included in the calculation.

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