

# The Public Opinion Environment for the Liberal Minority Government ▶▶

---



# Winners count seats, not votes

## 2011 Federal Results

Party	Vote Share	Seats	Seat Share
Conservatvies	44.4	73	69%
Liberals	25.3	11	10%
NDP	25.6	22	21%

## 2011 Provincial Results

Party	Vote Share	Seats	Seat Share
PC	35.4	37	35%
Liberal	37.5	53	50%
NDP	22.8	17	16%



# Liberals only party with hope of material gain from new election

---

## Swing Seats < 10%

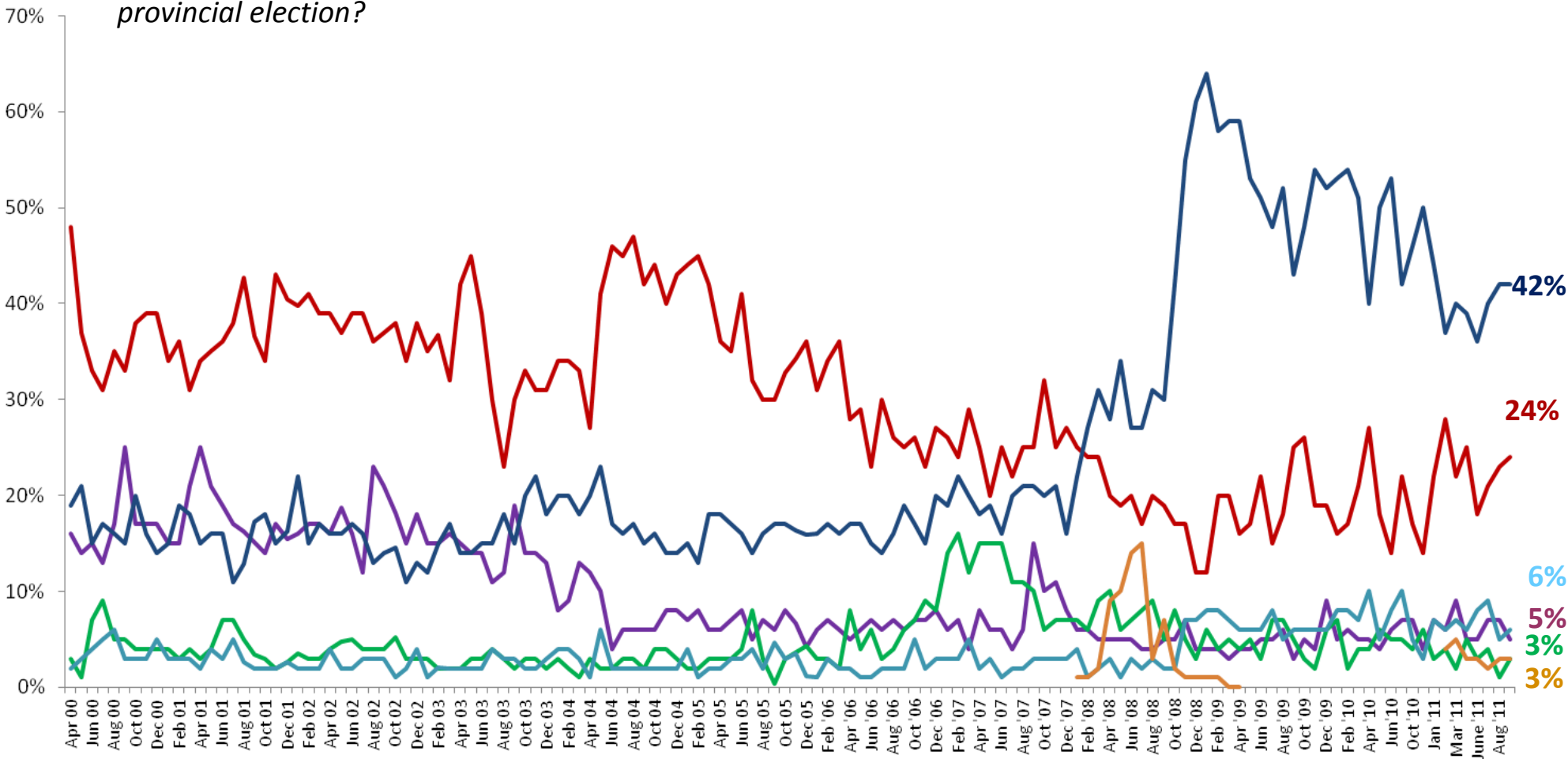
Potential Gains	Party	Potential Losses
14	PC	12
15	Liberal	17
5	NDP	5



# Economy continues to be top concern over healthcare by a wide margin



What is the most important issue in Ontario today, in other words, the one that concerns you personally the most? *Note: September 2003 survey asked: What is the most important issue to you personally in this provincial election?*



— Health Care — Education — Total Economy — Environment — Social Issues — Energy/Gas prices

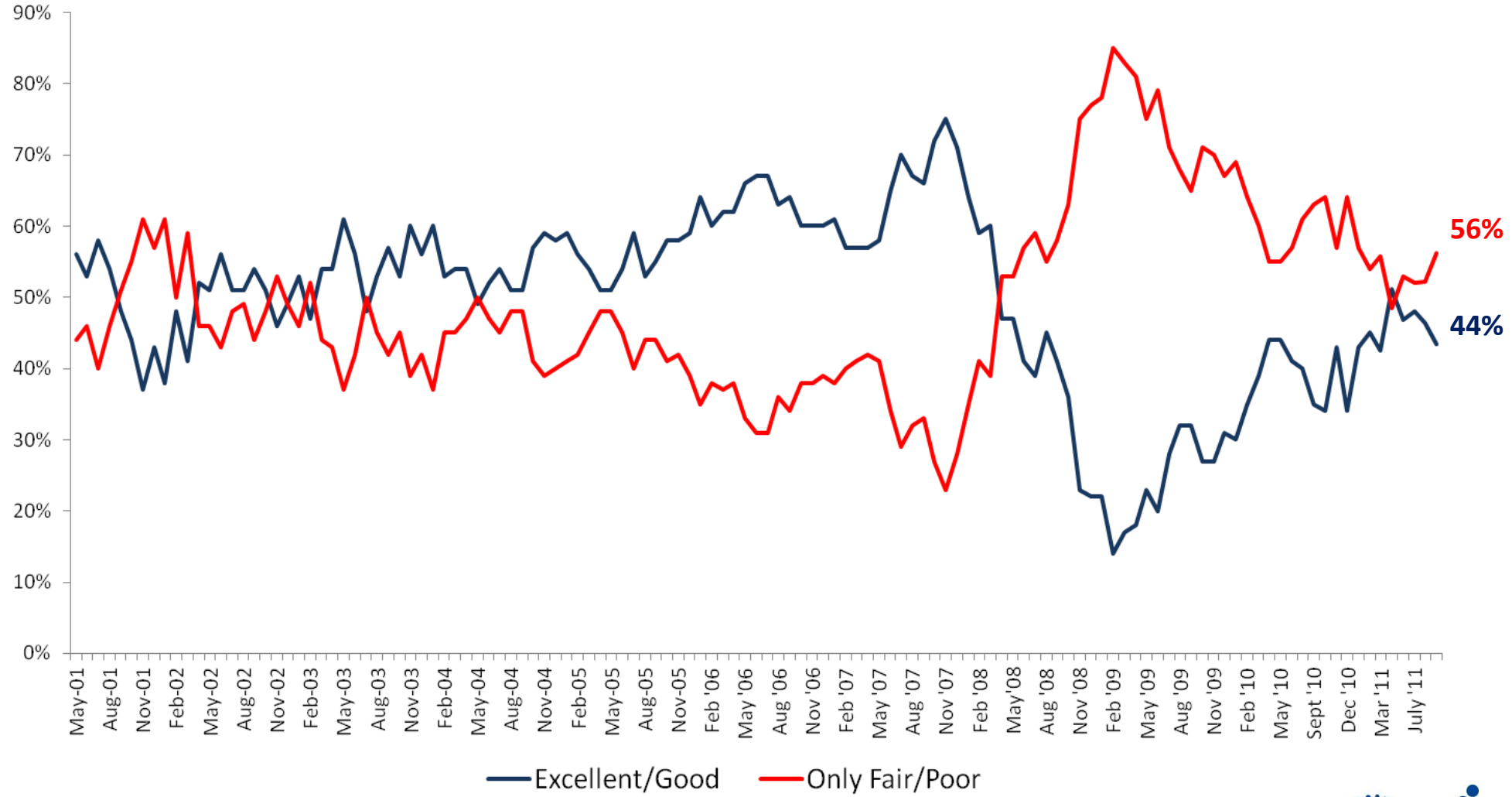


**Note:** 'Don't know / No response' not shown

# Negative feeling about economy increasing since May '11



How would you describe Canada's economy today? Would you say it is...poor, only fair, good, or excellent?



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

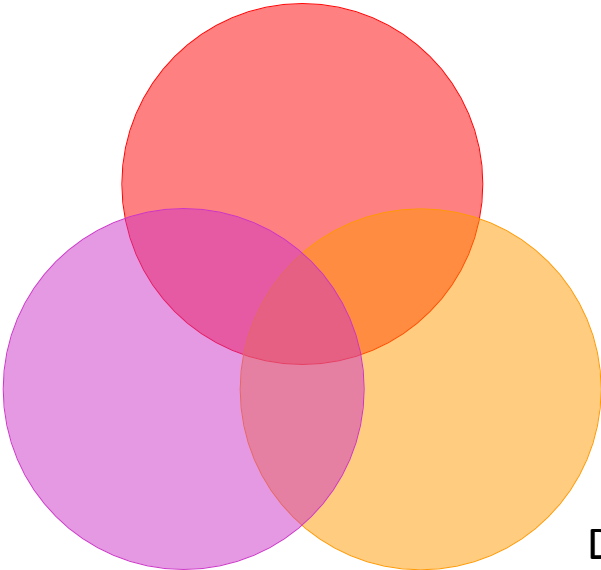
# Three Substantive Challenges Facing Government

---

**Taxes  
and Fees**

The Economy

**Family  
Incomes**



The Deficit

Demand for Services

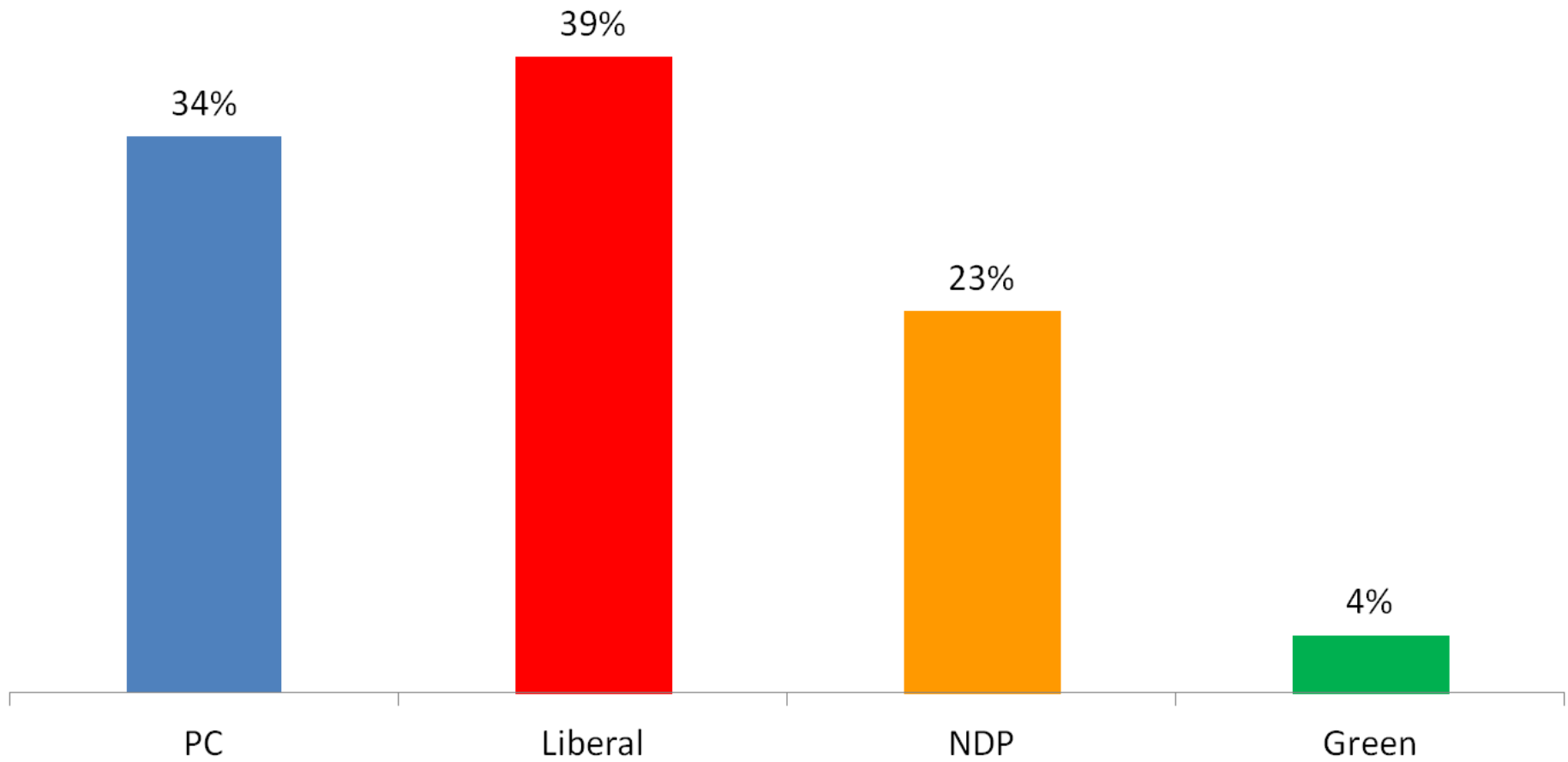
**Unmet  
Demands**



# Vote within margin of error of election results



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]

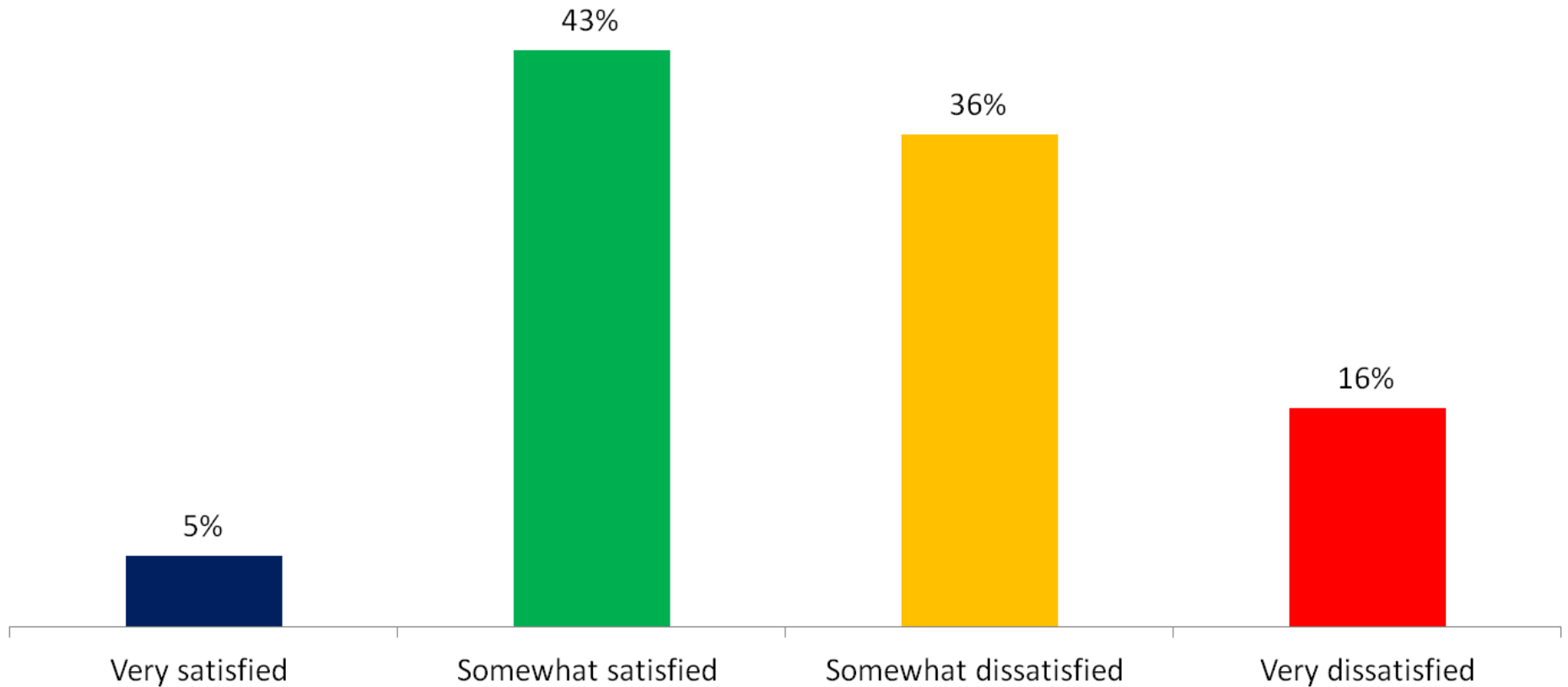


n=471

**Note:** 'Other' (1%) not shown

# Ontarians fairly evenly split on being satisfied with the election result

**Q** As you may know, as a result of the provincial election held on October 6th, the Liberal Party will be forming a minority government. Generally speaking, how satisfied are you with the outcome of the election?

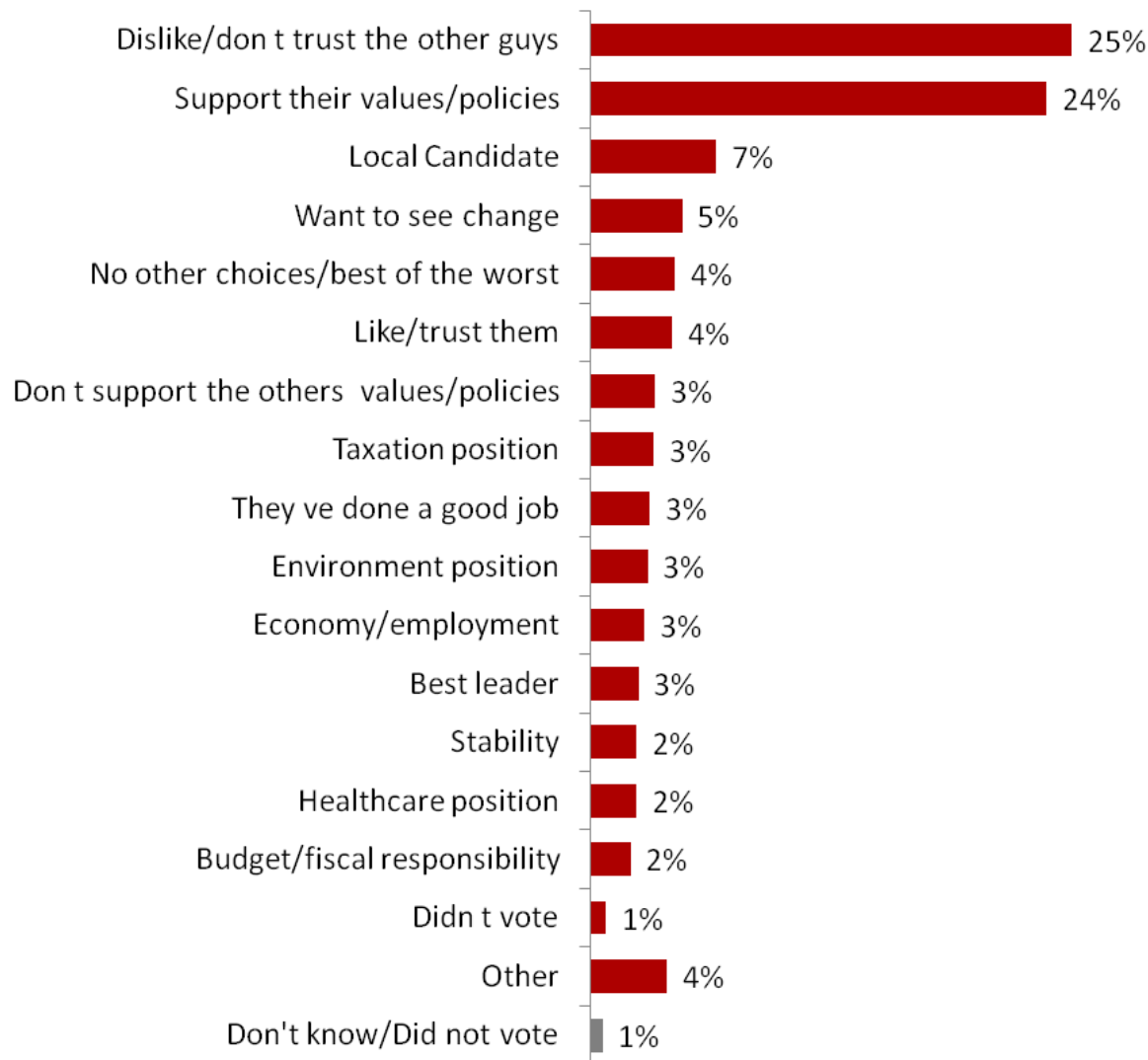




# Dislike of other parties leads support for values as main reason for choice in vote



What was the most important reason you supported that party?

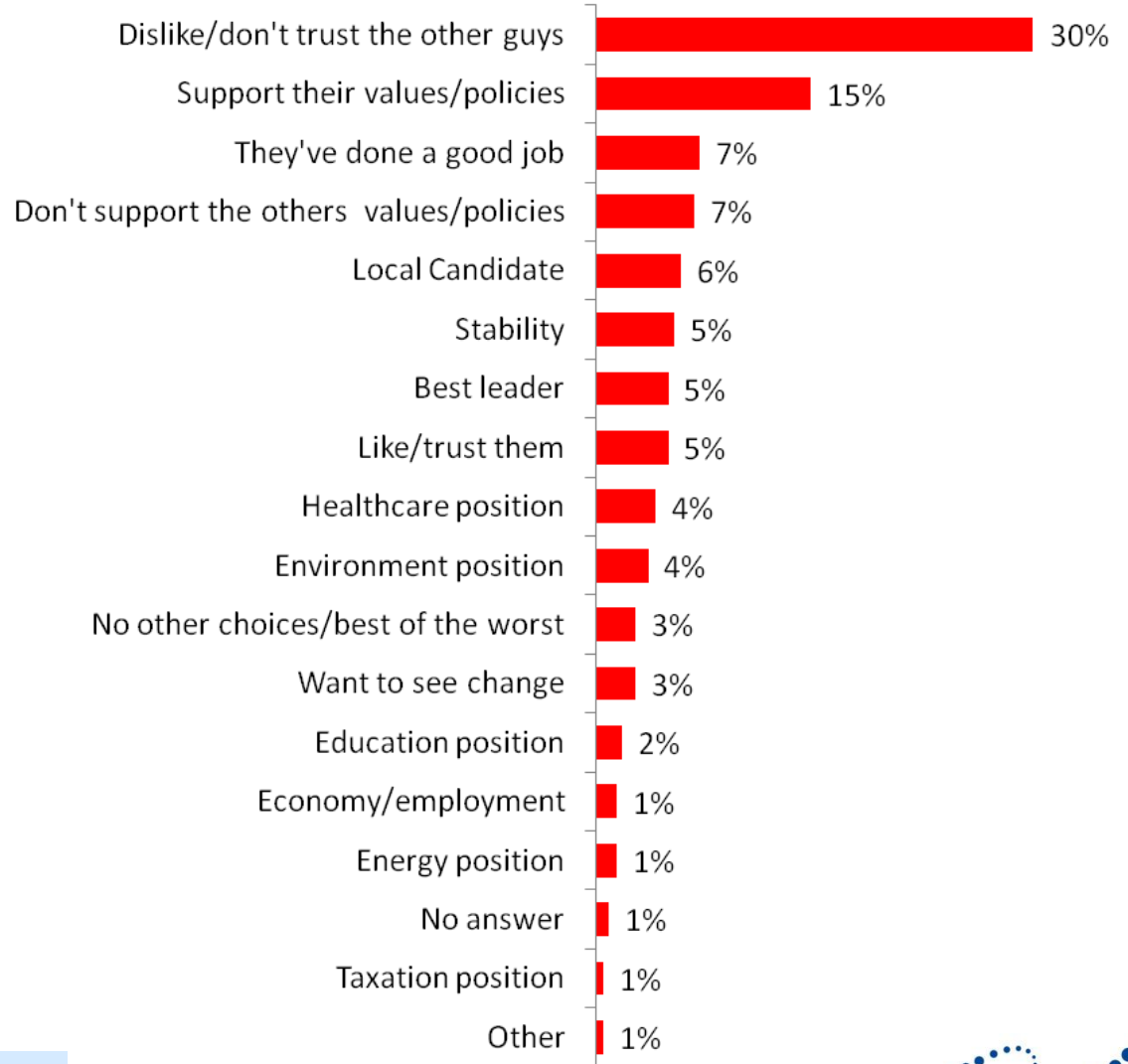


n=545

# Top reason for voting Liberal was dislike of other options,<sup>10</sup> particularly the PCs; Others support their policies, record



What was the most important reason you supported that party? **Liberals**

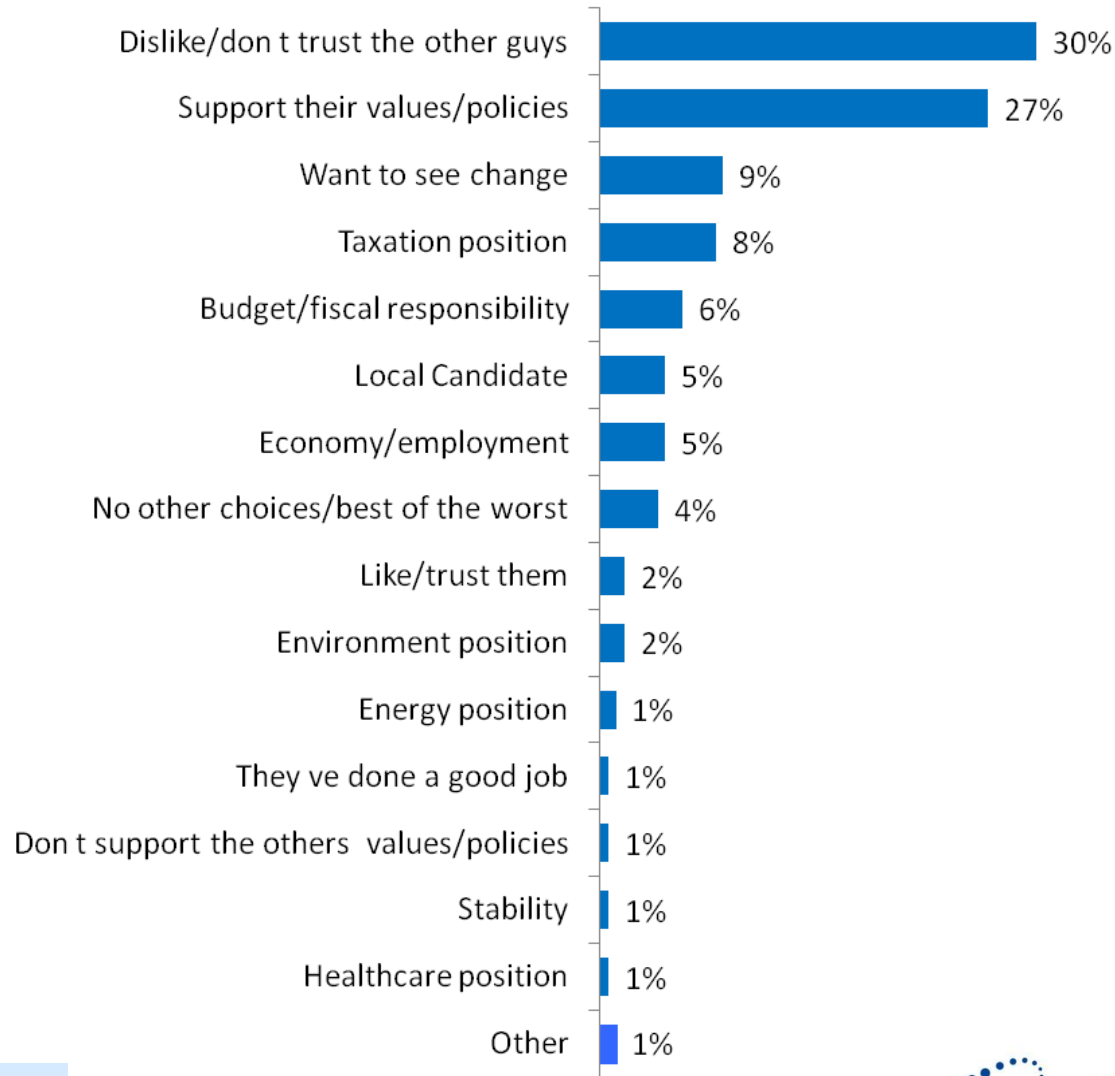


n=222

# Dislike of McGuinty slightly ahead of support for values and policies as reasons for supporting PCs



What was the most important reason you supported that party? **Progressive Conservative**



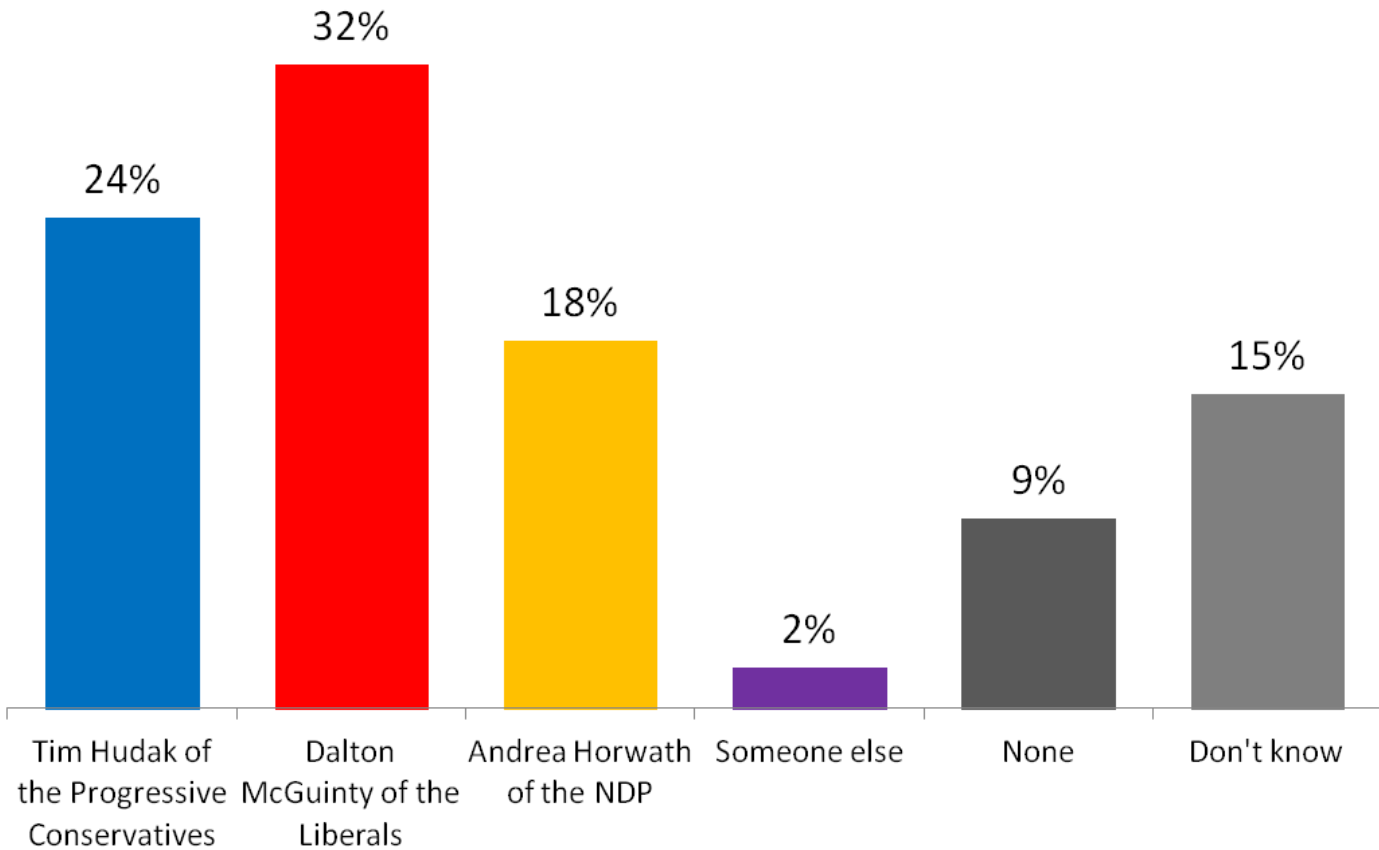
n=175



# Liberal leadership strength key limiting factor for Tories



And which of the three main party leaders do you feel would make the best Premier of Ontario?



Percentage who said "Hudak"

	%
Party ID - PC	71%
Party ID - Liberal	5%
Party ID - NDP	7%
Party ID-Independent/DK	14%
Fed. Vote Conservative	62%
Wrong track	38%
\$60-\$80K	35%
65+	33%
Federal Vote Green	31%
Central/South Central	29%



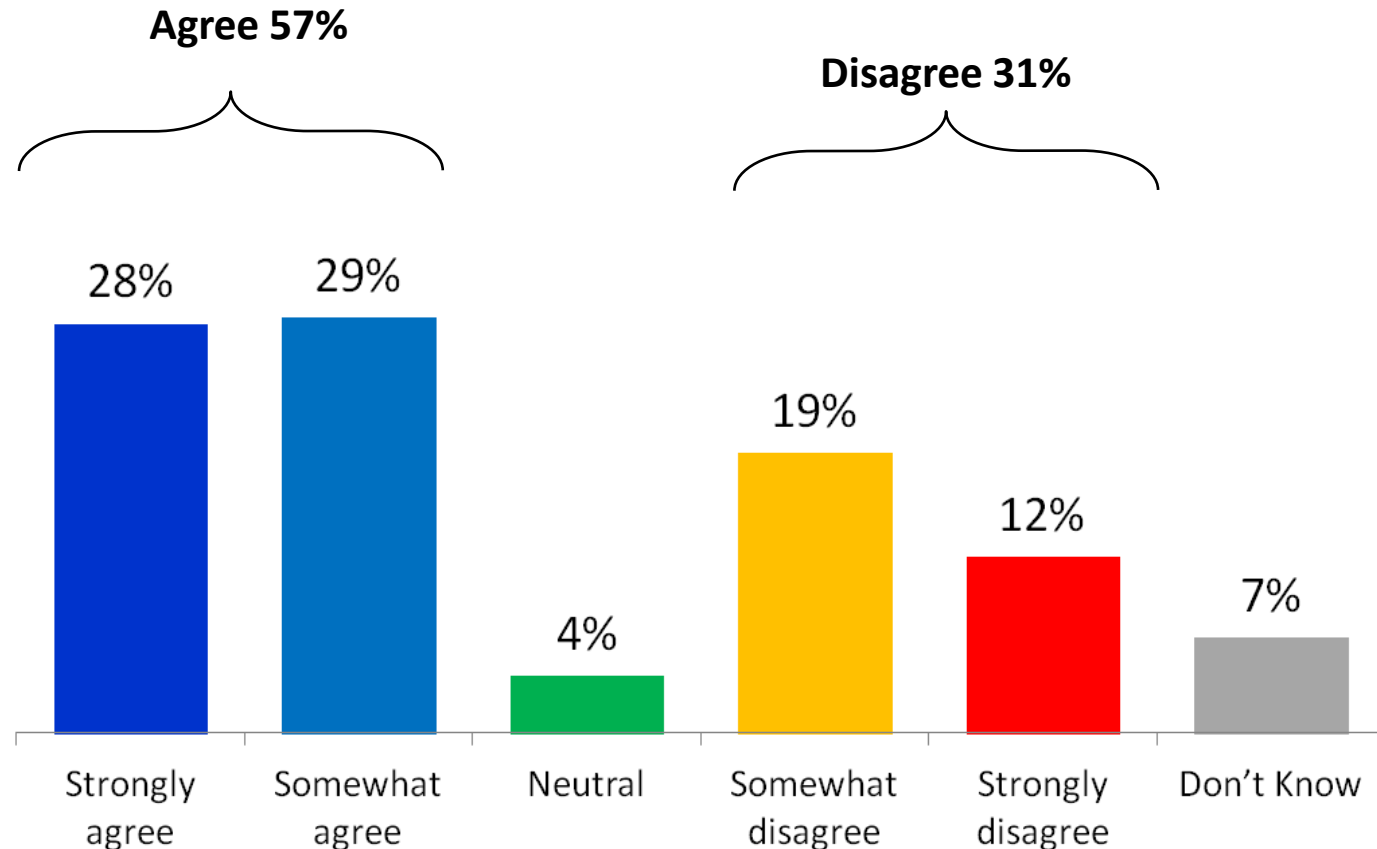
n=600

# NDP just not being considered by over half the public

Q

For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

**This election is really a two-horse race, only the Liberal and the Conservatives have a real chance of forming government**



n=600

Refused' (1%) not shown

# Theoretical Set of Car Choices



# My Consideration Set

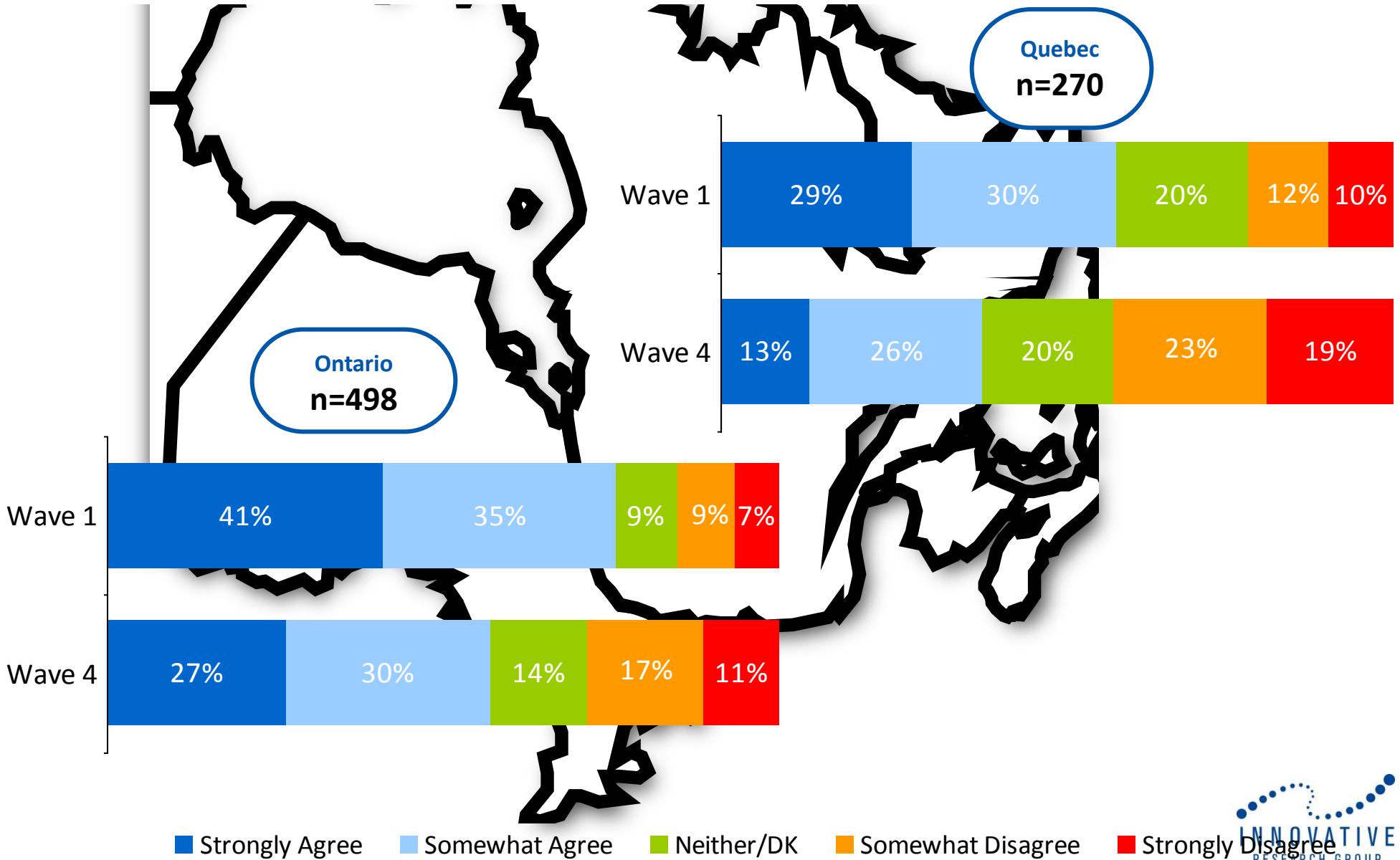
---





# Orange Crush came from increase in consideration

**Q** This election is really a two-horse race, only the Liberals and the Conservatives have a real chance of forming government.

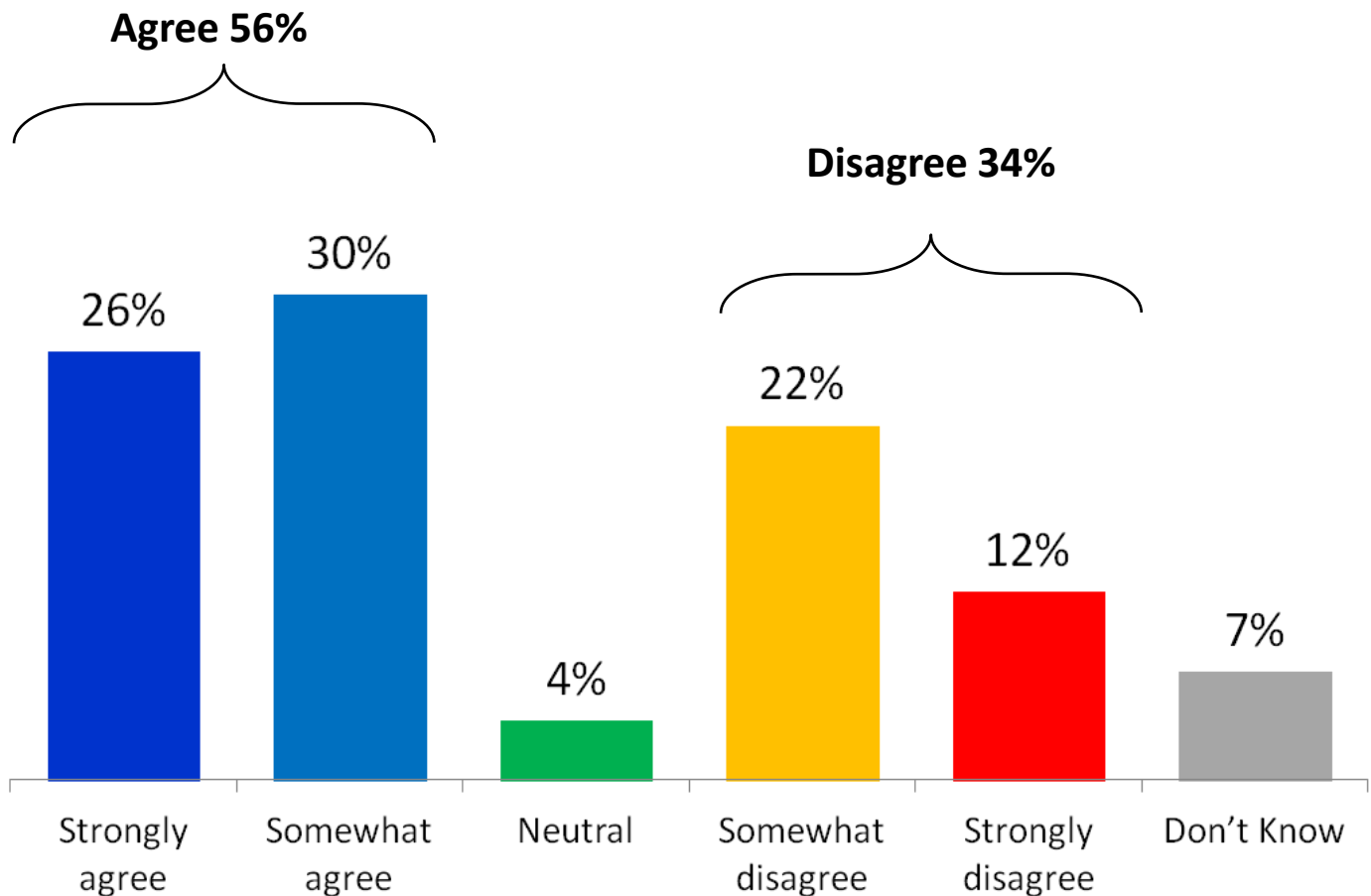


# McGuinty government needs to be seen to be reconnecting with average people



For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

**The McGuinty Liberal government has lost touch with the problems facing average people**



Percentage who said "Agree"

	%
Party ID - PC	76%
Party ID - Liberal	32%
Party ID - NDP	71%
Party ID - Independent/DK	54%
Prov Vote - Green	87%
Prov Vote - PC	78%
Prov Vote - NDP	77%
\$60K-\$80K	72%
East/North	62%
Central/South Central	61%
45-64	59%
Male	58%



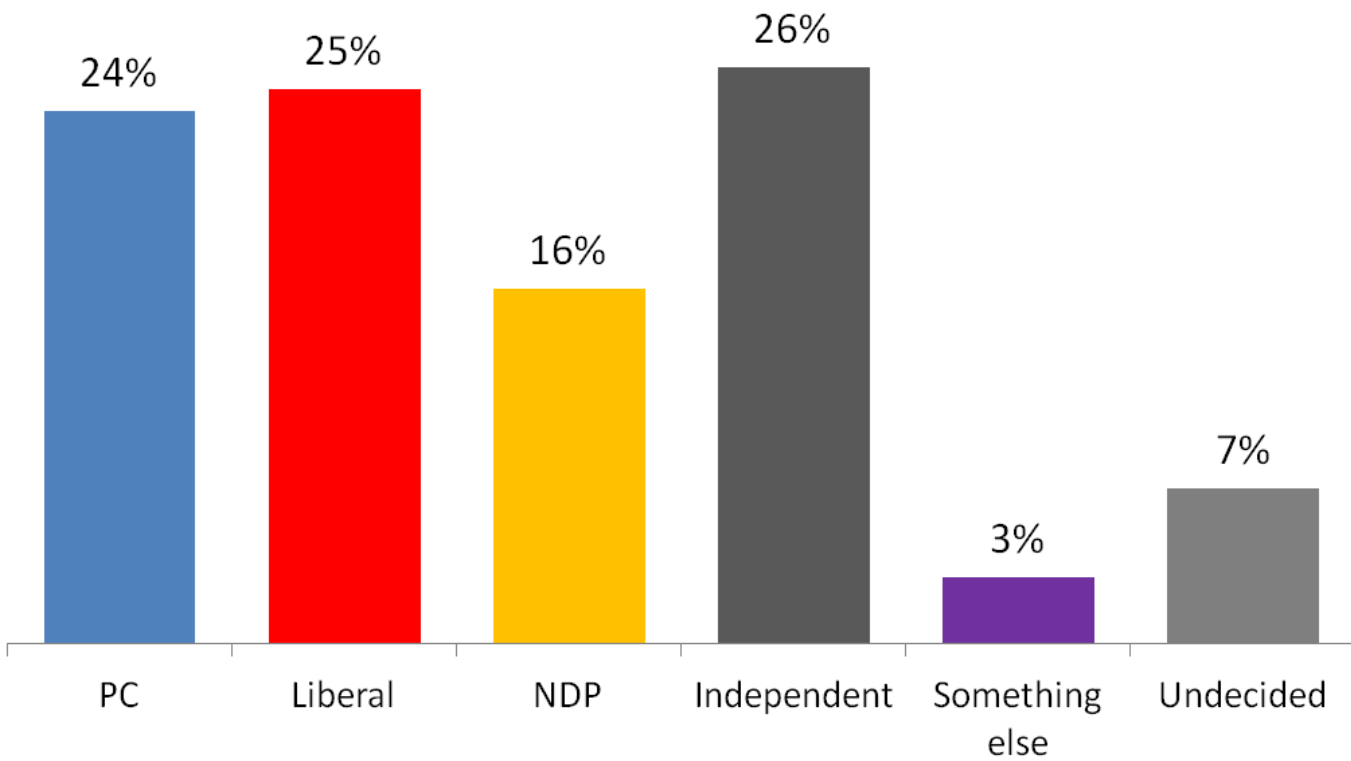
n=600

Refused' (<1%) not shown

# Failure to be seen as connected has weakened Liberal brand with more ‘independents’



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



Percentage who said “PC”

	%
Fed. Vote-Conservative	67%
Fed. Vote-Liberal	6%
Fed Vote-NDP	2%
Fed Vote-Undecided	8%
Toronto	15%
Metro Belt	27%
Southwest	25%
Central/S. Central	28%
East/North	23%
18-34	14%
35-44	25%
45-64	29%
65+	29%



n=600

**Note:** ‘Refused’ (1%) not shown

## In Summary

---

- The substantive agenda and the public issue matrix share a focus on jobs and social services but the government is more focused on the fiscal reality than the public.
- Poor fiscal numbers will drive pressure to raise revenues and reduce spending, which will drive concern over taxes and fees as well as unmet spending demand.
- Poor economic numbers will directly drive concerns for jobs and pocket book issues and through worse fiscal numbers drive concern over taxes and unmet social need.
- While this appears a recipe for increased dissatisfaction and an opportunity for opposition gains, the distribution of votes and underlying attitudes leave the Liberals in a strong initial position.



# Methodology for slides 4, 5, 13, 14, 18, 19

- Telephone survey of approximately 600 adults, 18 years and older conducted (Prior to April 2003 approximately 650 adults):
  - 2000** – April 14-25; May 15-27; June 21-29; July 15-23; Aug 16-21; Sept 22-Oct 3; Oct 27-Nov 1; Nov 24-28; Dec 14-18.
  - 2001** – Jan 15-17; Feb 27-March 2; March 22-26; April 26-30; May 25-30; June 22-28; July 19-26; August 23-30; Sept 20-27; Oct 18-25, Nov 23-29, Dec 13-20.
  - 2002** – Jan 15-21; Feb 22-28; March 12-17; April 10-14; May 16-21; June 21-26; July 18-23; Aug 20-26; Sept 16-23; Oct 18-23; Nov 18-22; Dec 11-14.
  - 2003** – Jan 17-22; Feb 13-19; March 15-20; April 9-15; May 7-13, June 18-23; July 16-21; Aug 13-20; Sept 12-19; Oct 15-20; Nov 12-16; Dec 5-11.
  - 2004** – Jan 9-15; Feb 6-12; March 8-14; April 14-20; May 19-23; June 17-21; July 8-14; Aug 12-18; Sept 20-26; Oct 13-18; Nov 15-20; Dec 10-15.
  - 2005** – Jan 14-18; Feb 11-16; March 11-16; April 8-11; May 13-18; June 10-14, July 8-14, Aug 15-21, Sep 15-21, Oct 13-20, Nov 10-22, Dec 8-14
  - 2006** – Jan 12-17; Feb 13-19; March 17-23; April 17-25; May 10-15; June 8-14; July 20 – 25; Aug 10-16; Sept 19-25; Oct 12-18; Nov 16-22; Dec 7-13
  - 2007** – Jan 12-18; Feb 12-18; Mar 22-28; April 12-17; May 10-16; June 14-20; July 17-24; August 10-16; Sept 11-16; Oct 12-18; Nov 8-15; Dec 6-12.
  - 2008** – Jan 10-16; Feb 6-13; March 22-28; April 22-27; May 12-17; June 12-18; July 10-16; August 14-27; Sept 19-25; Oct 15- Nov 6; Nov 20- Dec 13; Dec 13-19.
  - 2009** – Jan 10-17; Feb 19-25; Mar 8-14; April Mar 29- April 4; May 21-26; June 16-30; Jul 26-Aug 2; Aug 21-27; Sept 30-Oct 9; Oct 26- Nov 4; Dec. 30 - Jan 2.
  - 2010** – Jan 30-Feb 8; Feb 27-Mar 4; Mar 26– Apr.3; Apr. 27-May 9; May 28-June 9. August 27-Sept 3, September 16-26, October 29-November 7<sup>th</sup>, 2010, November 1-11(online data), November 30- December 5<sup>th</sup>
  - 2011** – January 21-27, February 11-17, March 30 - April 3, May 17-21, June 29<sup>th</sup> to July 3<sup>rd</sup>. July 30<sup>th</sup> to August 5<sup>th</sup>, August 12<sup>th</sup> -18<sup>th</sup>, September 19<sup>th</sup>-24<sup>th</sup>
- Margin of error approximately  $\pm 4.0$ . Margin of error prior to April 2003 approximately  $\pm 3.84$ .
- Data weighted according to 2001 Census to reflect actual demographic breakdown.
- Prior to February 2003 data weighted according to 1996 Census.
- Note: Graphs may not always total 100% due to rounding values rather than any error in data.



# Methodology for slides 7 - 12

---

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from October 27<sup>th</sup> to November 2<sup>nd</sup>, 2011.
- This online survey of n=545 adult Ontarians was conducted on INNOVATIVE's Canada 20/20 national research panel.
- 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 Ontario 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.
- An unweighted probability sample of this size would have an estimated margin of error of 4.2%, 19 times out of 20.

**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 for slide 17

---

- Results come from five waves of INNOVATIVE's Canada 20/20 panel. Four waves were conducted during the election and a final wave conducted in May following the election.
- A total of 4,617 panelists responded to one or more waves.
- The Canada 20/20 Panel is recruited from a wide variety of sources to be representative of the known distribution of Canadians by age, gender, region and language.
- Results are weighted according to Census data and RDD telephone results to ensure that the sample is representative of the age, gender, region and party identification breakdown of the Canadian population to provide results that are intended to approximate a probability sample.
- Each panelist is provided with a unique URL in their invitation so that only invited panel members are able to complete any specific survey. Each URL can only be used to complete one survey.





# Research-based strategic advice.

*Public Affairs • Corporate Communications • Fundraising*

All intellectual property rights, including without limitation all copyright and know-how in the research techniques, research specifications or any information or material provided in this document, shall remain the property of, and are confidential to Innovative Research Group Inc. As such, any information contained herein may not be reproduced or translated, stored in a retrieval system, or transmitted in any form, or by any means, electronic, mechanical, photocopying or otherwise to third parties without the prior written permission of Innovative Research Group Inc.

For more information, please contact:

Greg Lyle  
*Managing Director*  
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](mailto:glyle@innovativeresearch.ca)  
[www.innovativeresearch.ca](http://www.innovativeresearch.ca)