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Public Opinion Research ▶▶

Ontario This Month



Provincial Politics | Detailed Findings

Field Dates: January 27th to January 29th, 2013

Sample Size: n=446; MoE 4.6%

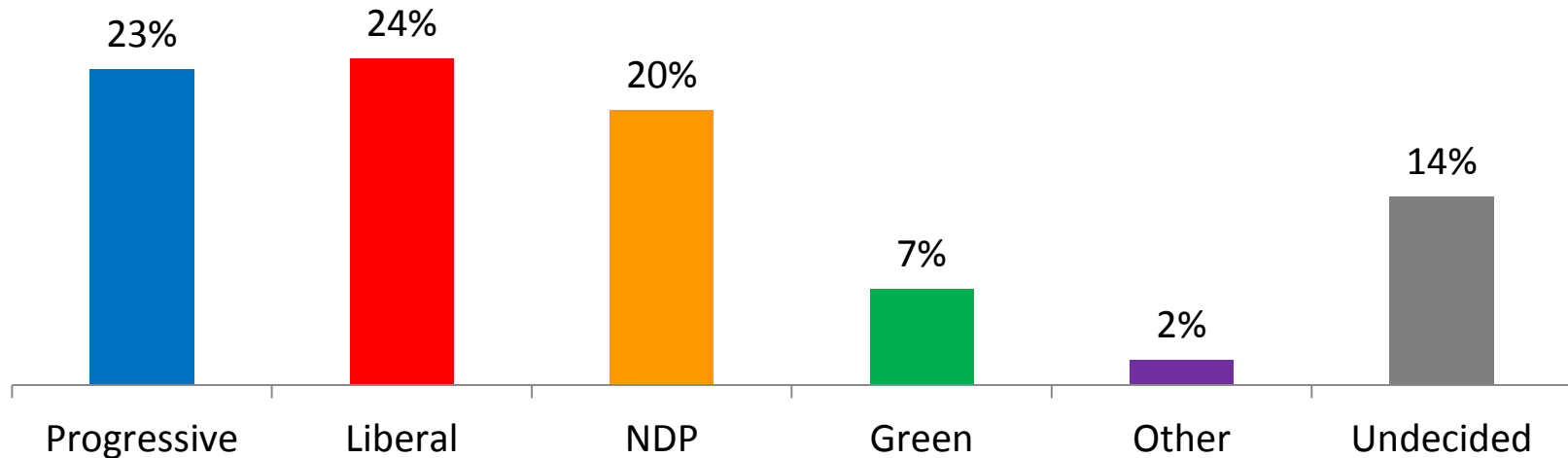
Methodology

- 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; Aug 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; Aug 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; Aug 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– April 3; April 27– May 9; May 28-June 9; Aug 27-Sept 3; Oct 27 to Nov 7; Nov 1-11 (Online); Nov 30-Dec 5,
 - **2011** - Jan 21-27, 2011; Feb 11-17; March 30 –April 4; May 11-17; June 29 – July 3, July 30 to Aug 5, Aug 12-18, Sept 19 -24, Oct 28 to Nov 6, Nov 30 to Dec 4
 - **2012** – Jan 16 to 22, Feb 16-24, March 15 to 19, April 28 to May 1, May 31 – June 1, 2012, July 18-Aug 1, 2012, Aug 28-Sept 2 October 16-22, November 7 to 14 December 13th to 29th
 - **2013** – Jan 27-29,
- Margin of error for January 2013 approximately ± 4.6 .
- Margin of error prior to April 2003 approximately ± 3.84 .
- Data weighted according to 2006 or 2011 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.

Provincial Vote

Liberals, PC and NDP support within 4 point range

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]

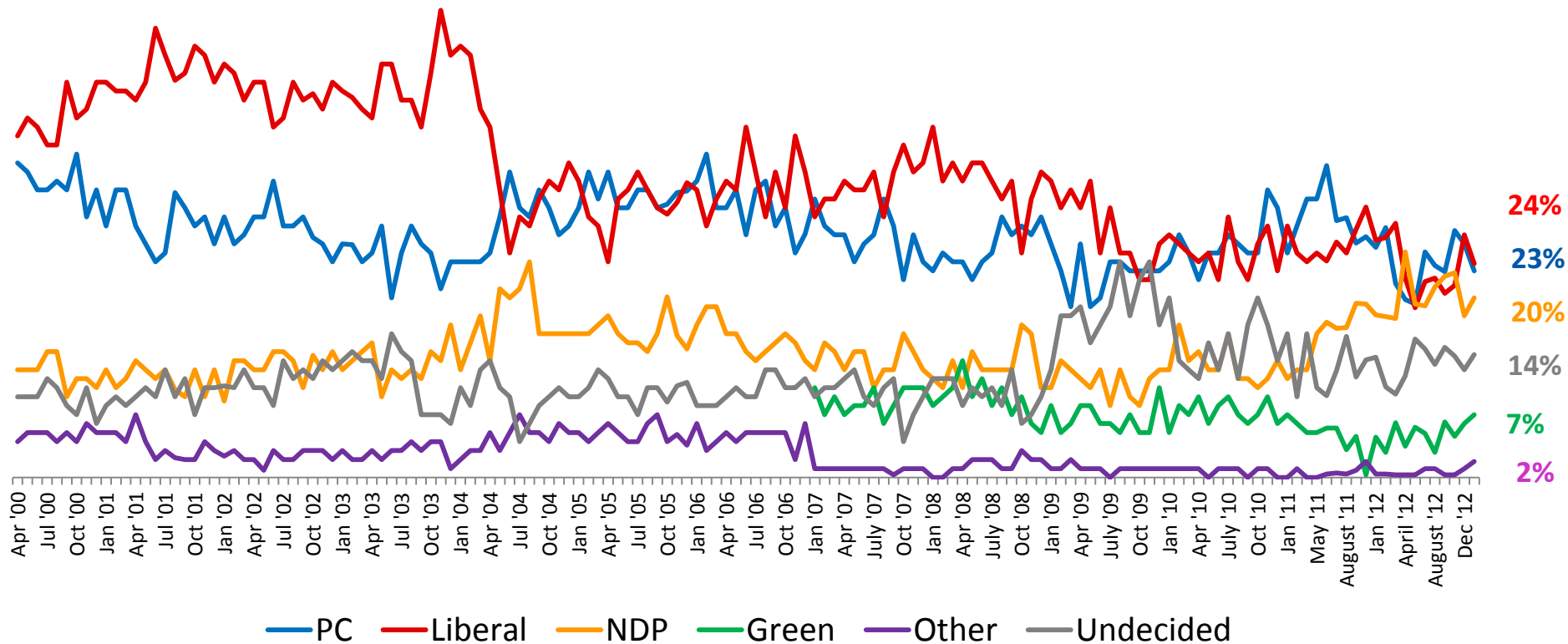


Note: 'Refused' / "would not vote" (11%) not shown

NDP, Greens, and Undecided up as Liberals, PC both down



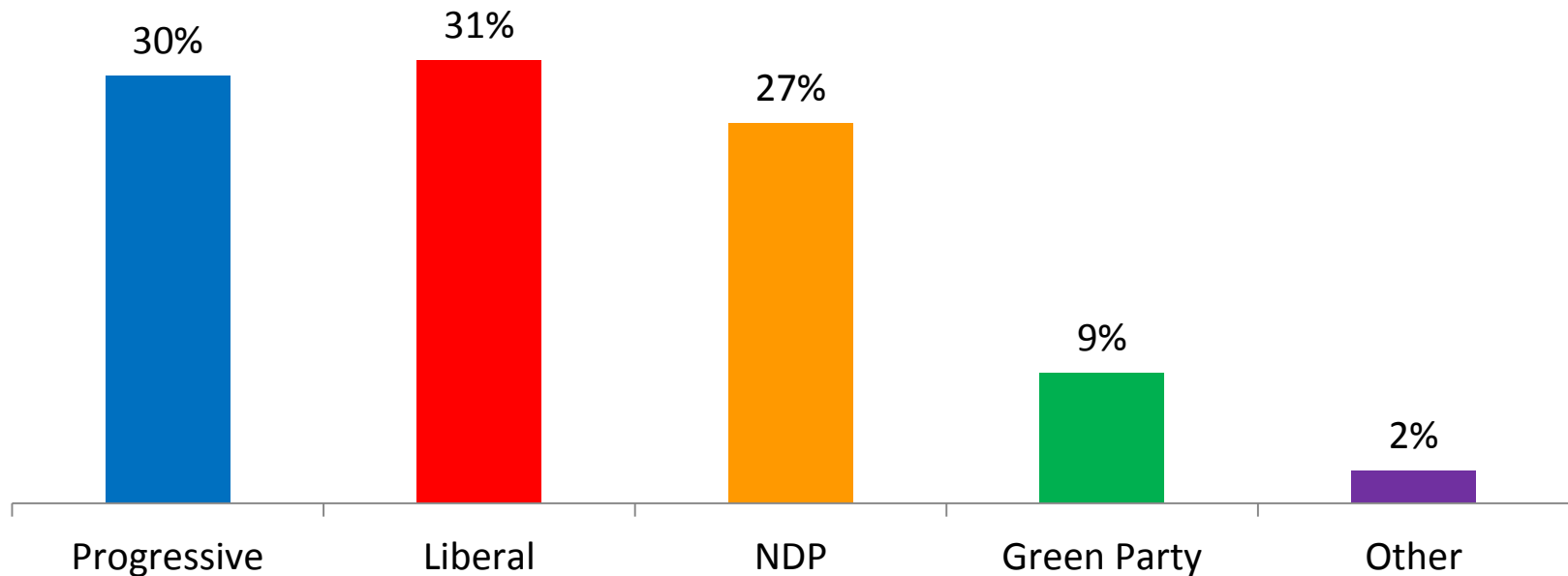
If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? **[Vote + Lean]**



Liberals and PCs in statistical tie for first

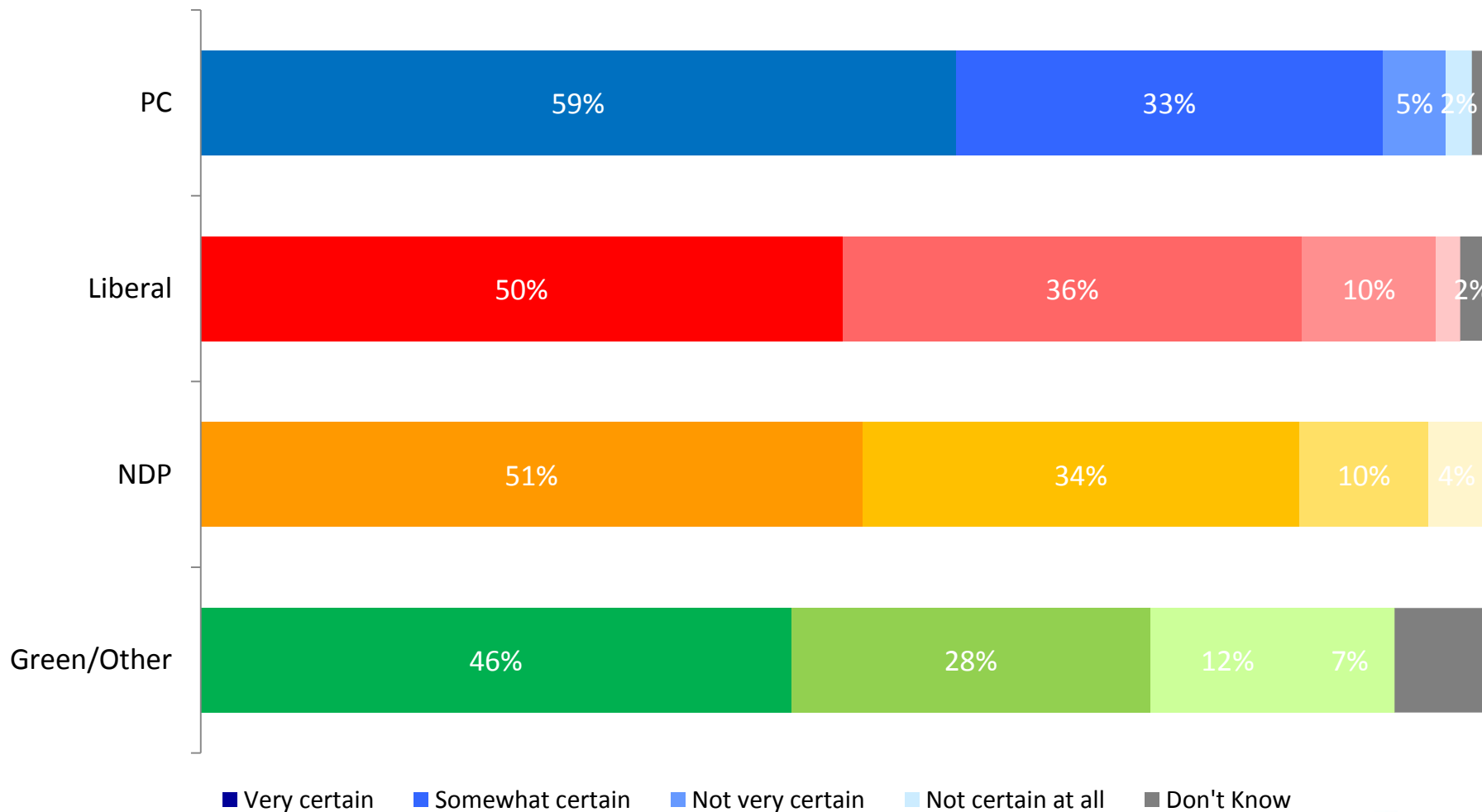


If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? [**DECIDED VOTE**] n=339



PC vote slightly more certain than Liberal, NDP vote

Q How certain are you that you will be voting for that party?

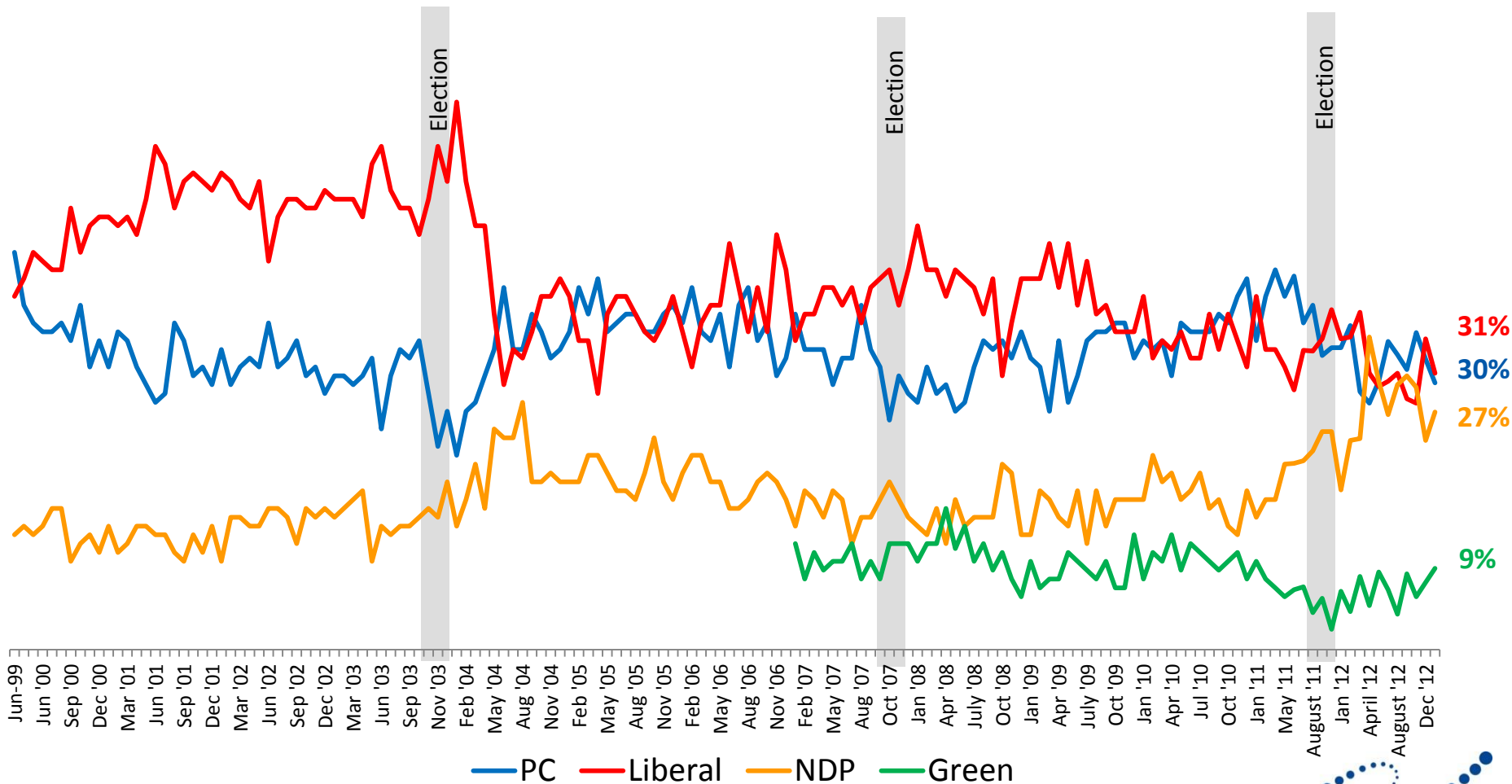


n=417

NDP up while all other parties drop slightly

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**]



NDP and Liberals competing for second choice vote, as are PCs and Liberals to a slightly lesser degree



And which party would be your second choice

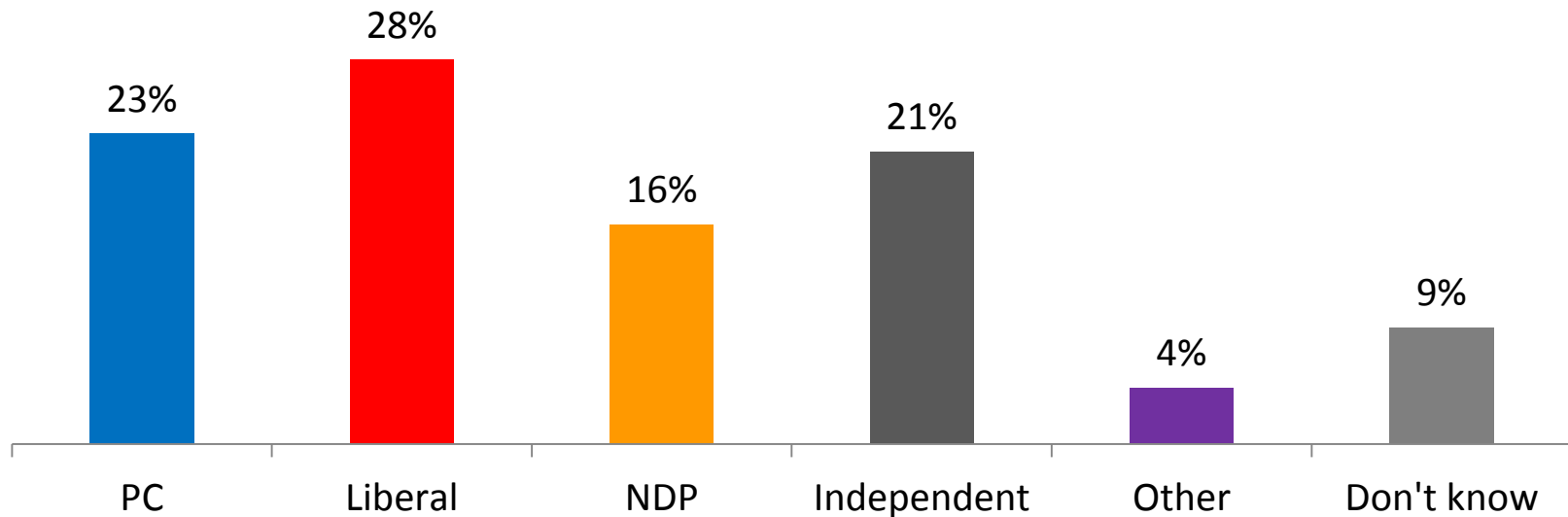
	PC 1 st choice	Liberal 1 st choice	NDP 1 st choice	Green 1 st choice
PC 2 nd choice		28%	12%	22%
Liberal 2 nd choice	32%		39%	22%
NDP 2 nd choice	19%	39%		16%
Green 2 nd choice	3%	11%	22%	
Other	4%	1%	2%	
Would not vote	23%	8%	16%	9%
Undecided/DK	18%	11%	8%	28%

Note: 'Refused' not shown

Liberal party identification at 28%, 5 points more than PCs, 12 points more than NDP



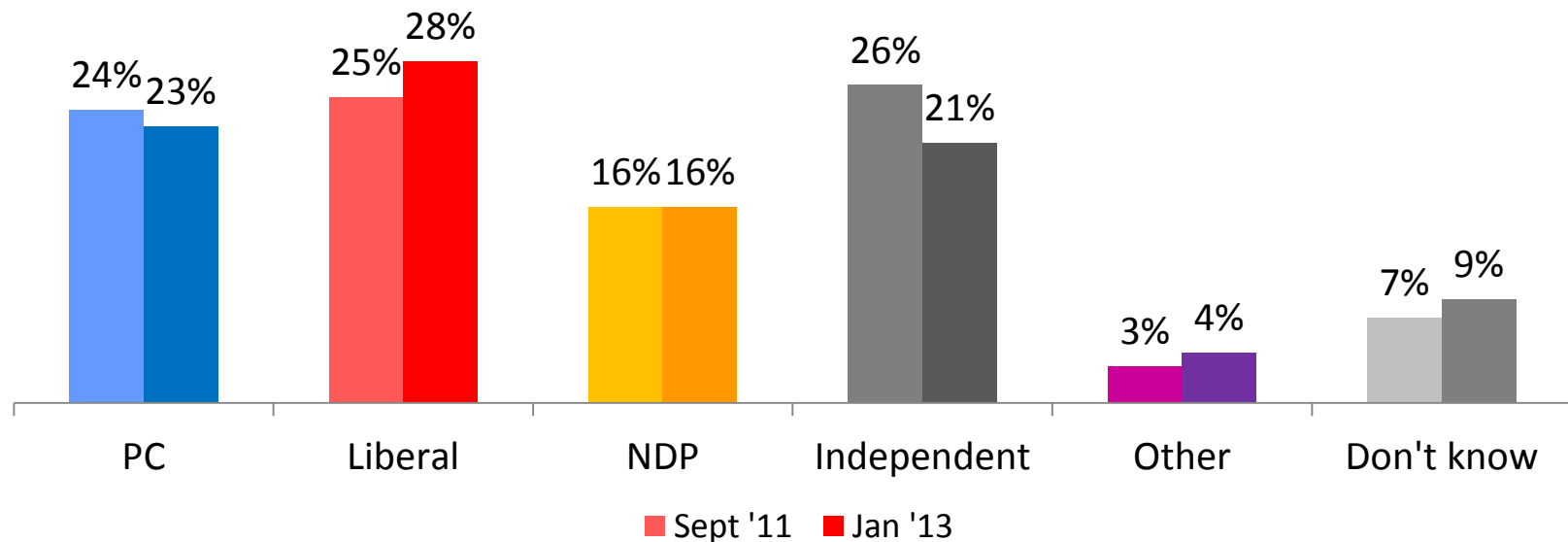
Thinking about politics in Ontario, generally speaking, do you usually think of yourself as [RANDOMIZE PARTIES]: a Progressive Conservative, a Liberal, a New Democrat, or something else or none of these?



Party identification remains relatively stable overall since September 2011



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?



NDP is retaining over 80% of its traditional vote, PCs retain three quarters, but Liberals have less than 60%

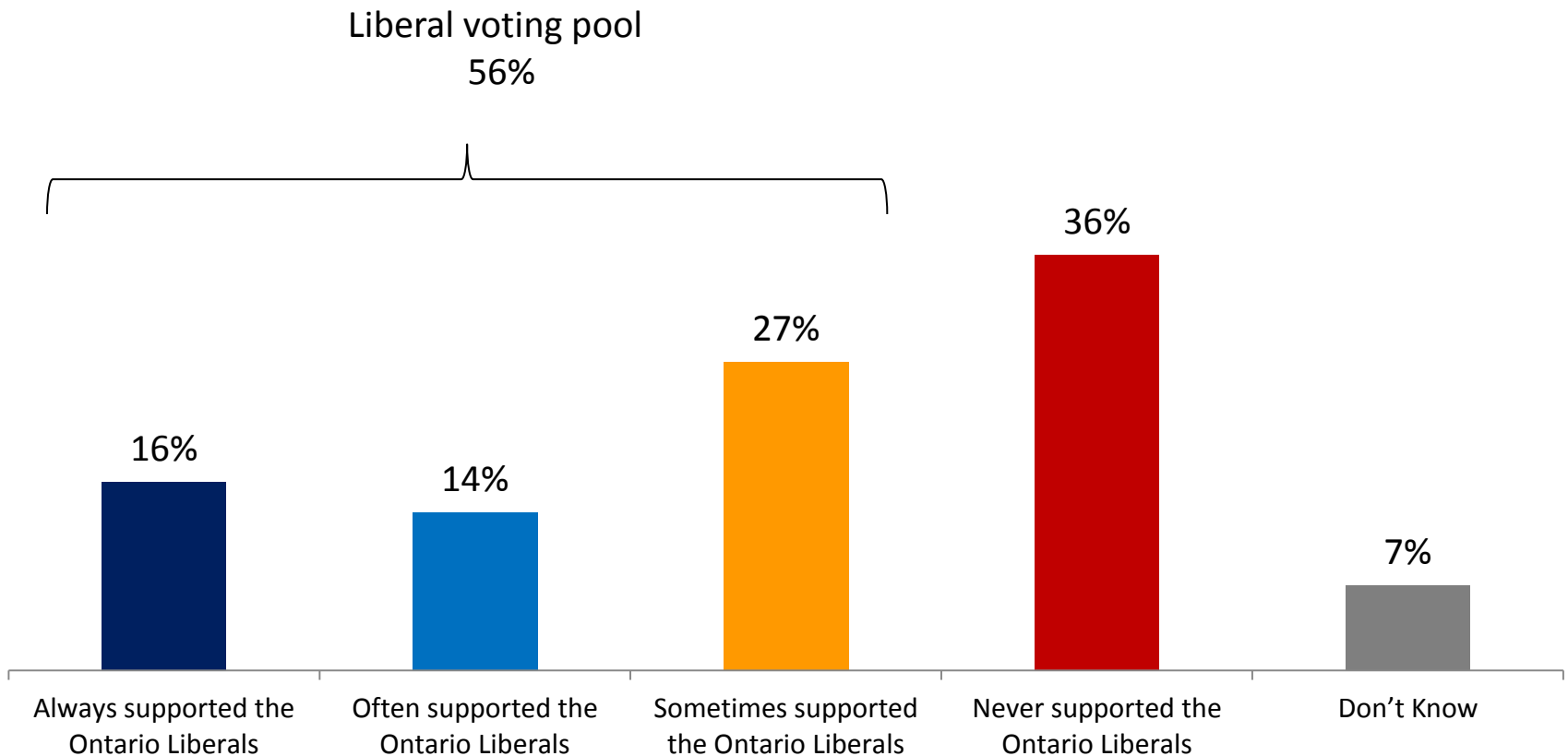
Party ID by Vote

	Party ID – PC	Party ID – Liberal	Party ID – NDP	Party ID- Other	Independent /Undecided
PC	77%	5%	0%	6%	13%
Liberal	4%	59%	7%	12%	15%
NDP	3%	11%	81%	12%	12%
Other	4%	6%	3%	41%	14%
Independent/ Undecided/WNV	12%	14%	9%	18%	39%

Note: 'Refused' not shown

Well over half vote Liberal at least sometimes, more than double their initial support

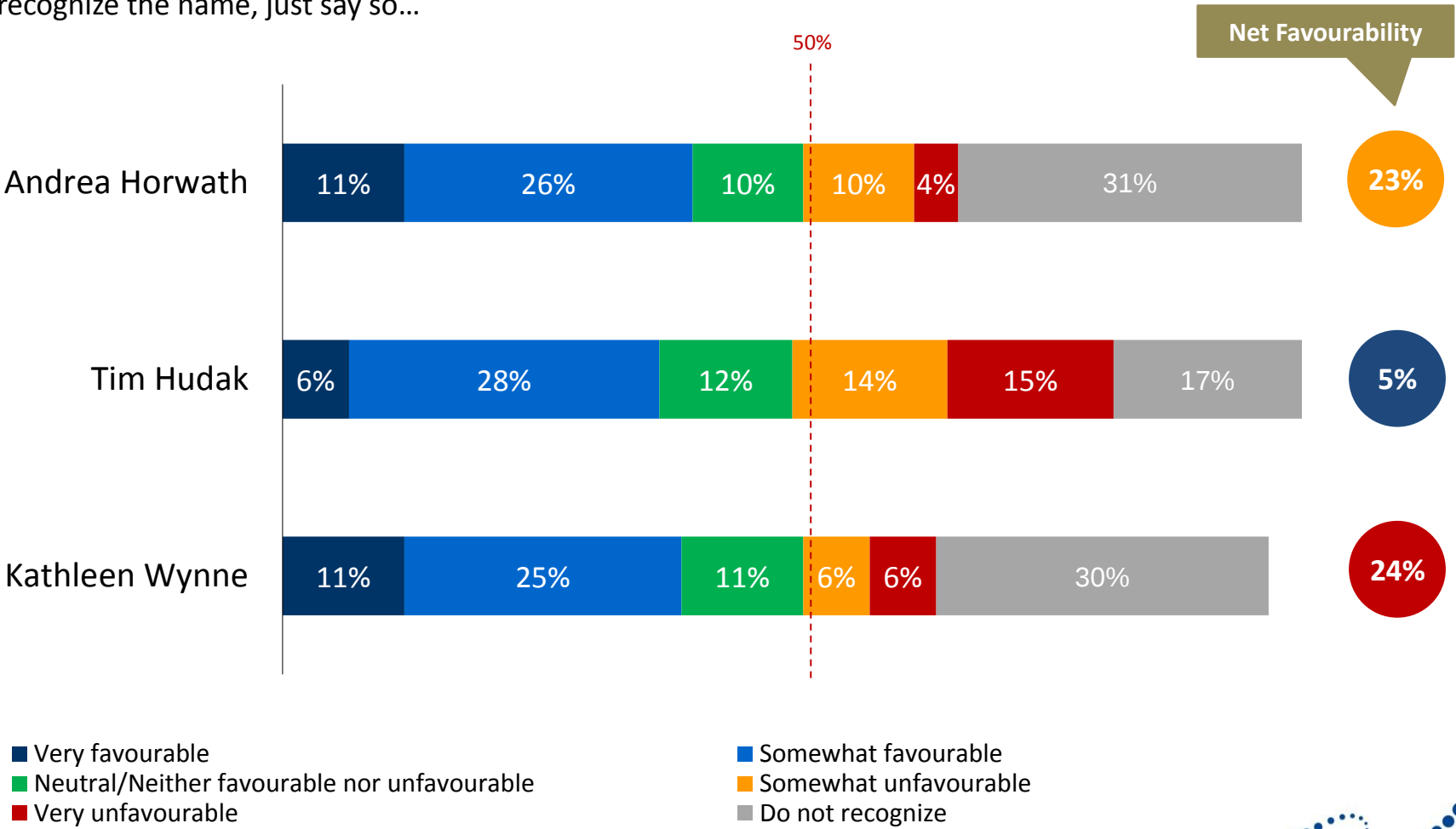
Q Over the past 10 years, how often have you voted for the Ontario Liberals in provincial elections?



Provincial Leaders

Wynne not recognized by almost one third; Leaders similar¹⁵ in positive impressions, but more dislike Hudak

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...



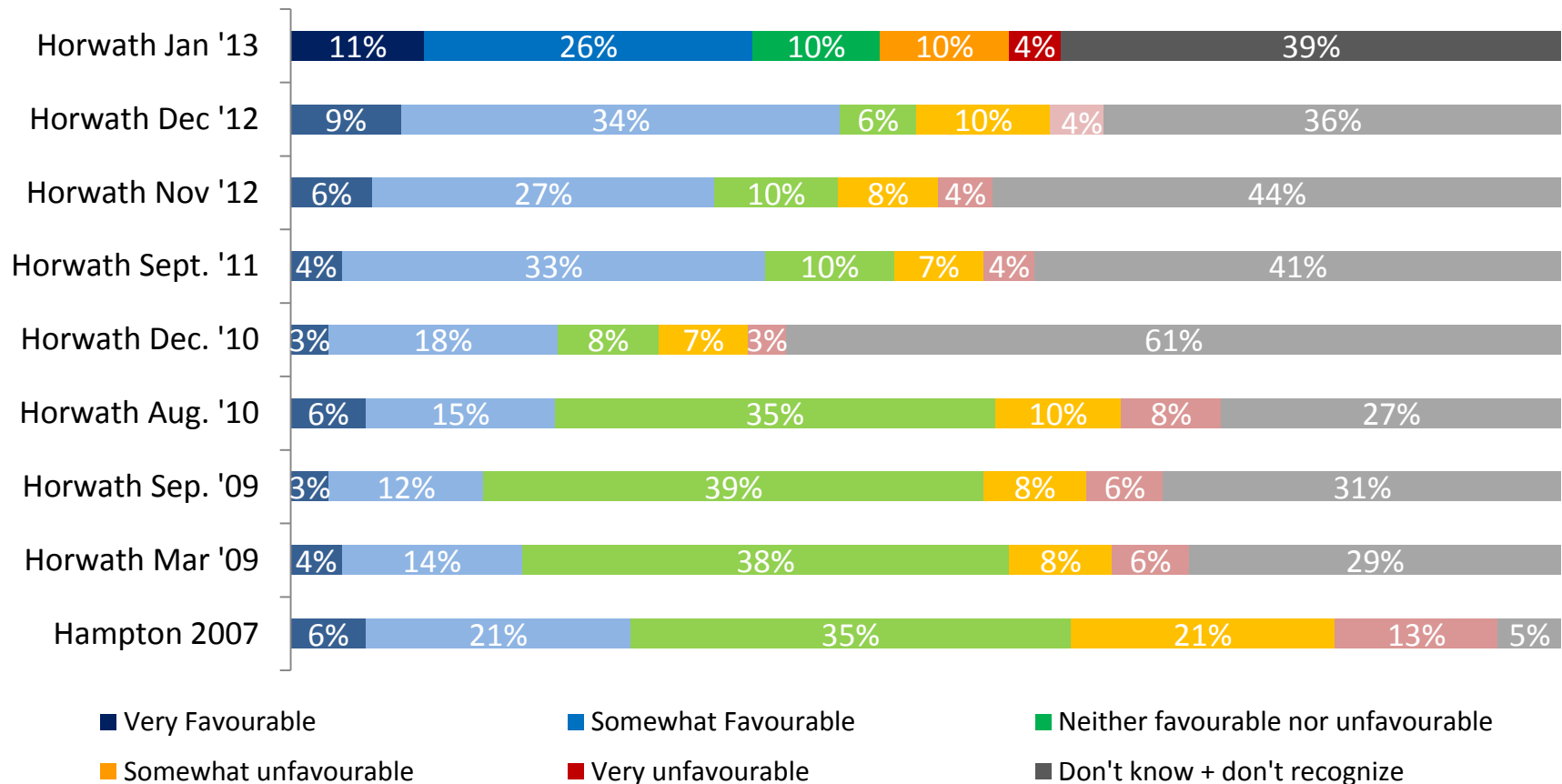
Note: 'Refused' not shown

Andrea Horwath down slightly from peak positive ratings last month

16



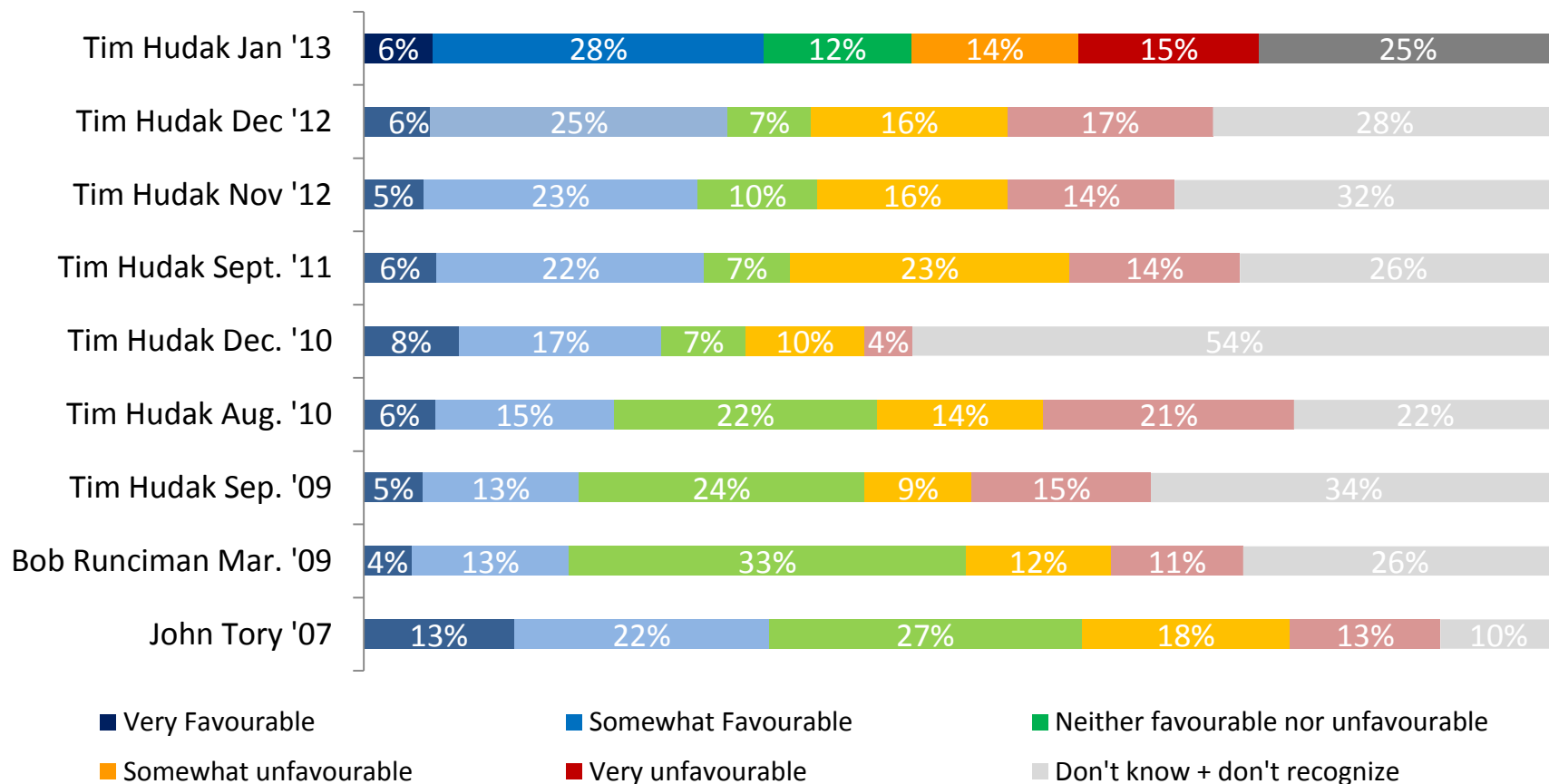
... please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate. **Andrea Horwath**



Tim Hudak continues to grow in favourability



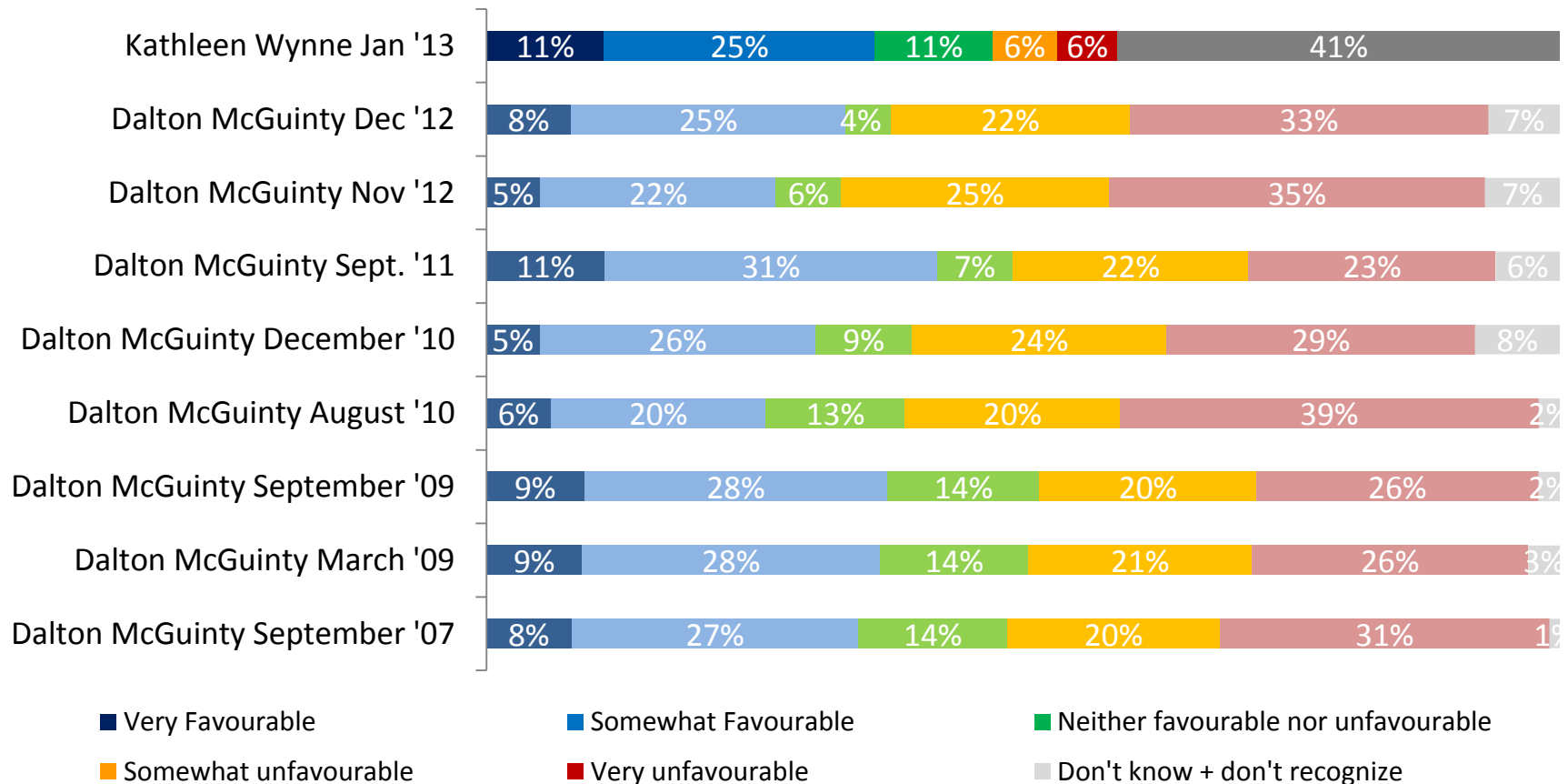
... please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate. **Tim Hudak**



More have a positive view of Kathleen Wynne, and negatives are much lower as many don't know her

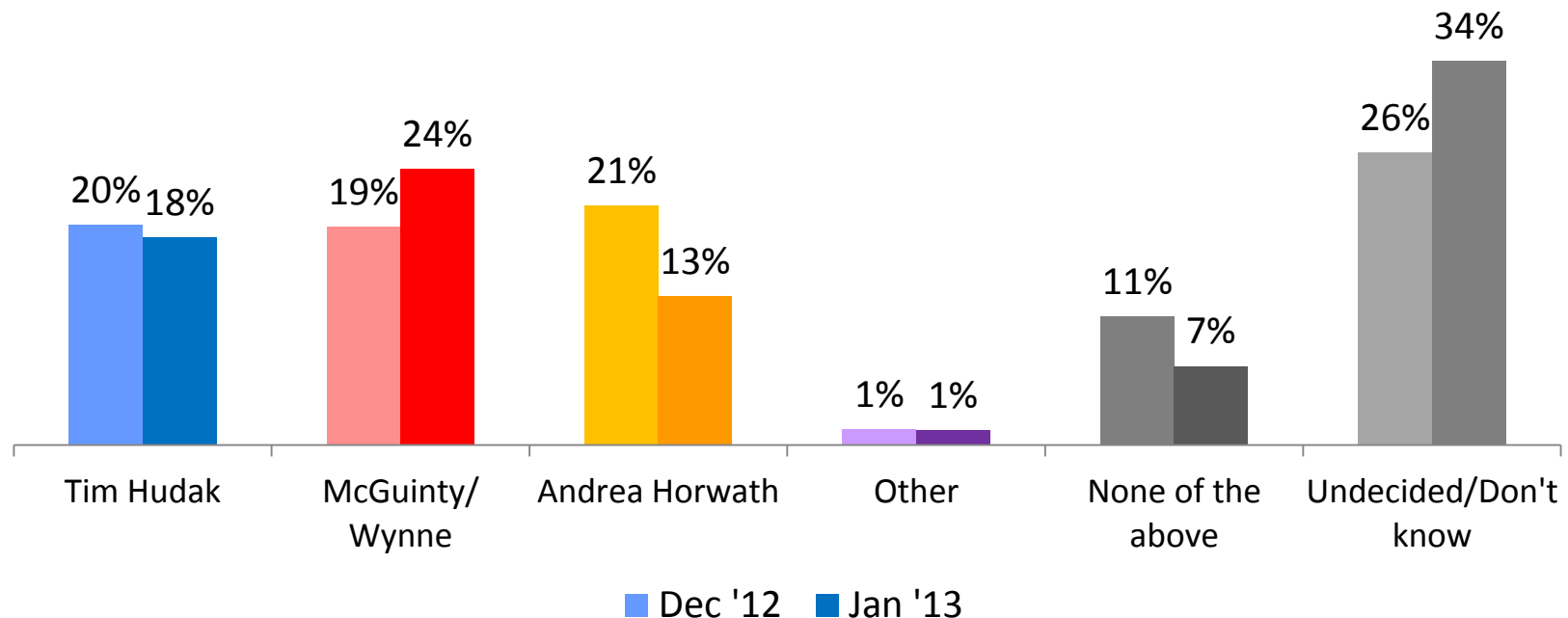


... please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable or unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate. **Kathleen Wynne**



Wynne leads as best Premier, particularly at expense of support for Horwath

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

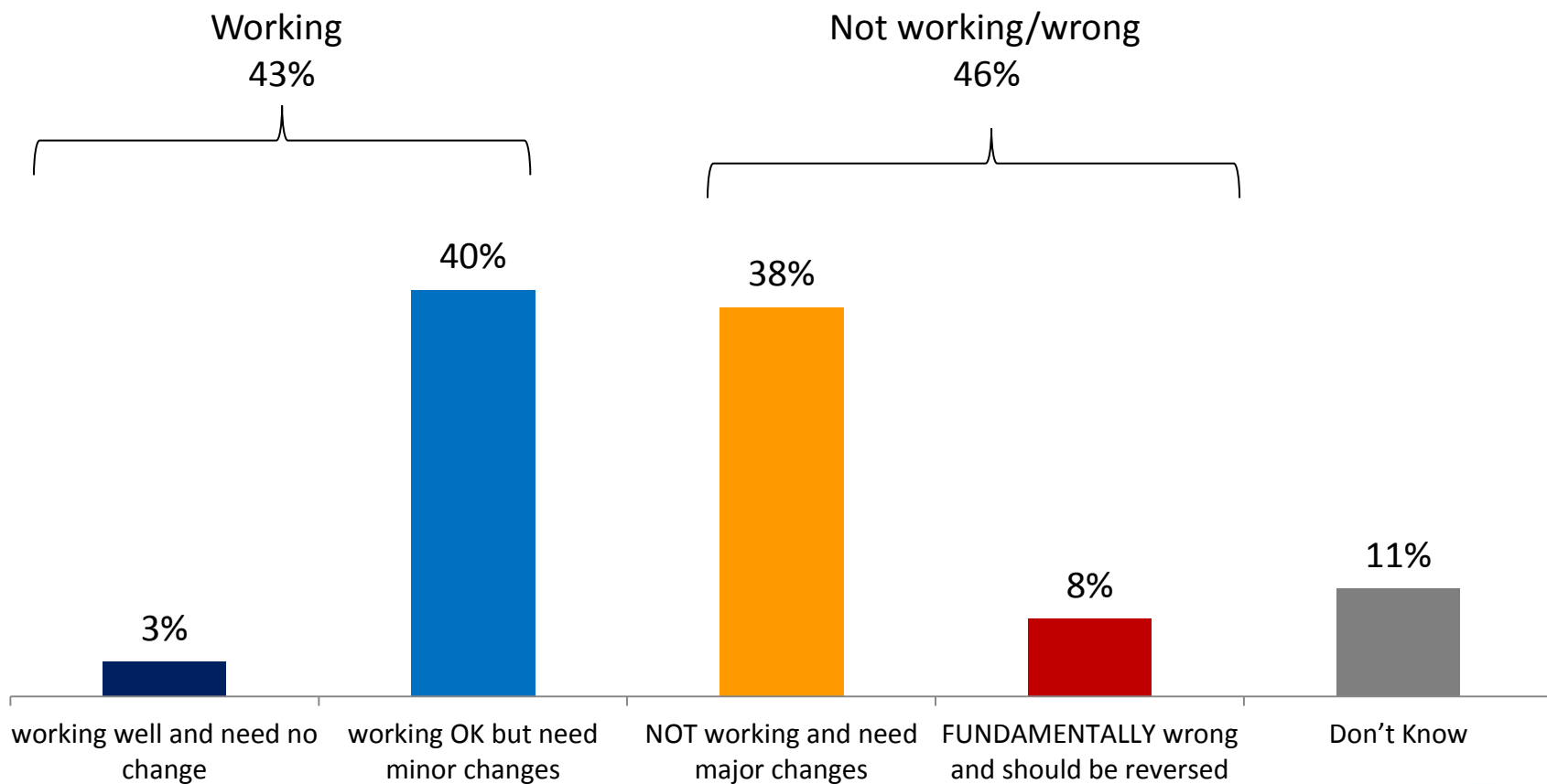


Note: 'Refused' / "would not vote" (11%) not shown

How Much and What Sort of Change?

Respondents fairly evenly split on whether Liberal policies are working ²¹

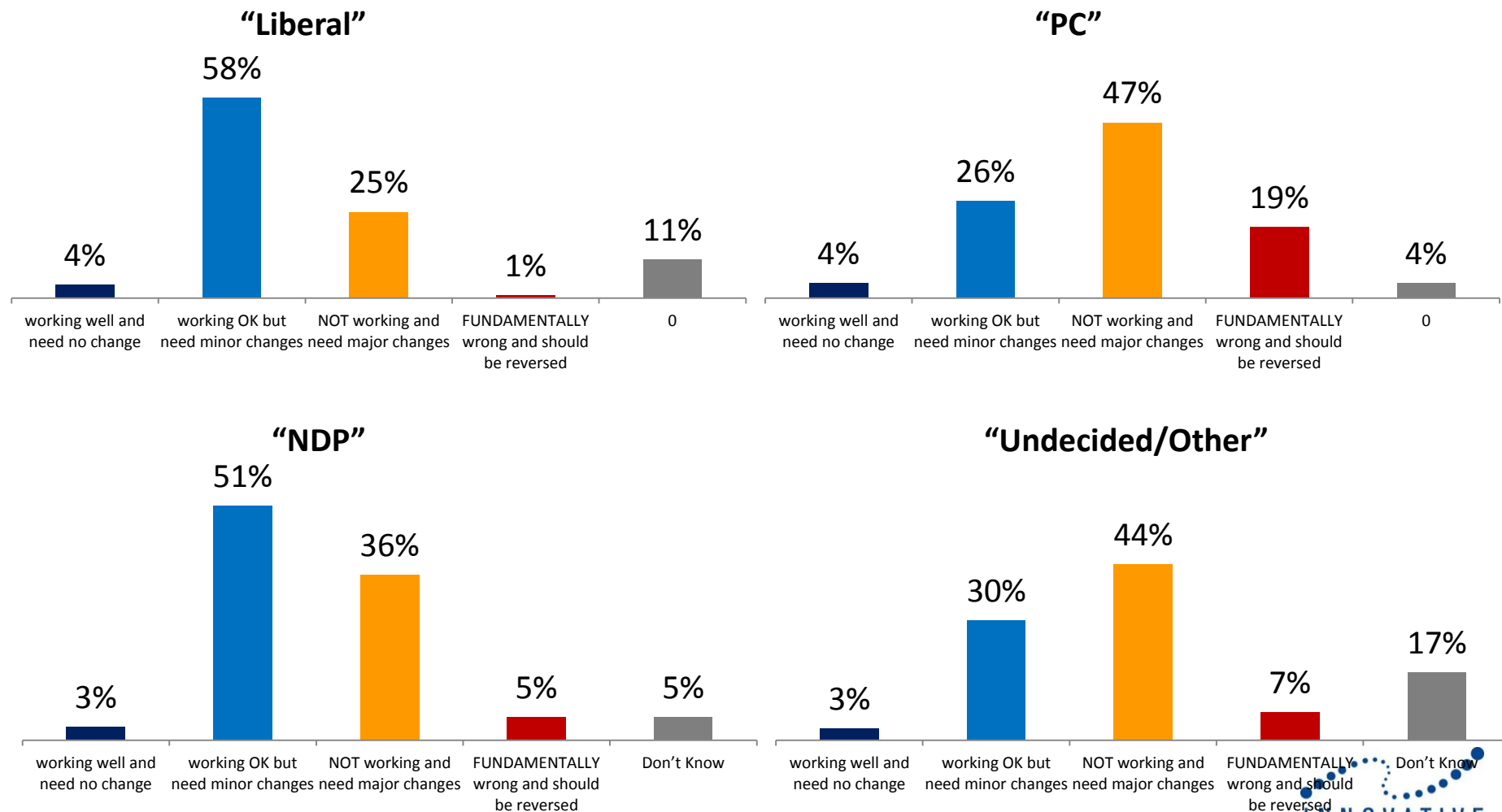
Q Which of the following statements regarding the policies and programs of the Ontario Liberal party come closest to your own views?
Their policies and programs are ...



Those who identify as Liberals, NDP most likely to say Liberal policies working and only need minor changes

Q Which of the following statements regarding the policies and programs of the Ontario Liberal party come closest to your own views?

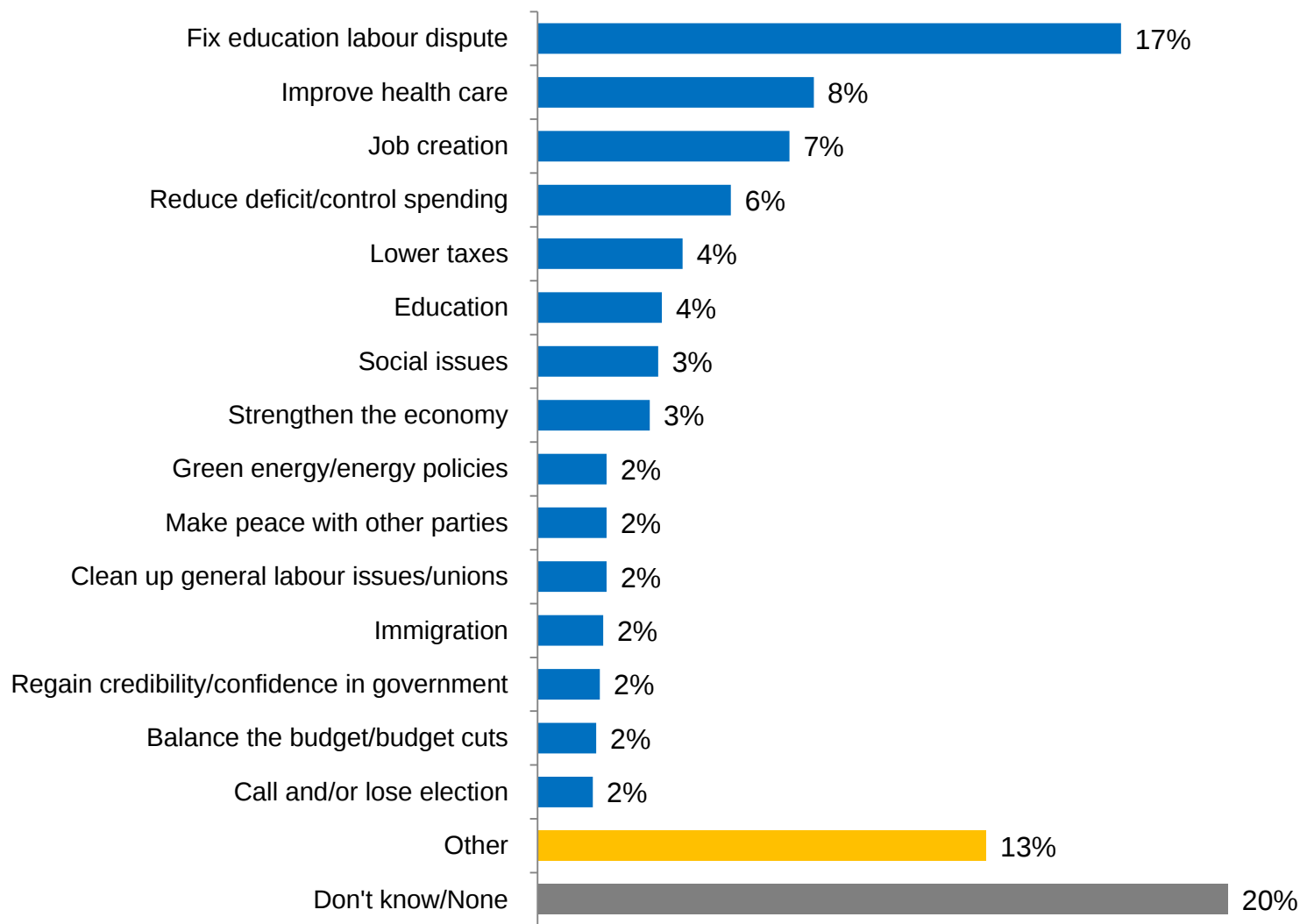
Their policies and programs are ... [BY PARTY ID]



Fixing education dispute most important change respondents hope Wynne will make



What is the single most important change you hope the new Liberal leader, Kathleen Wynne, will make?



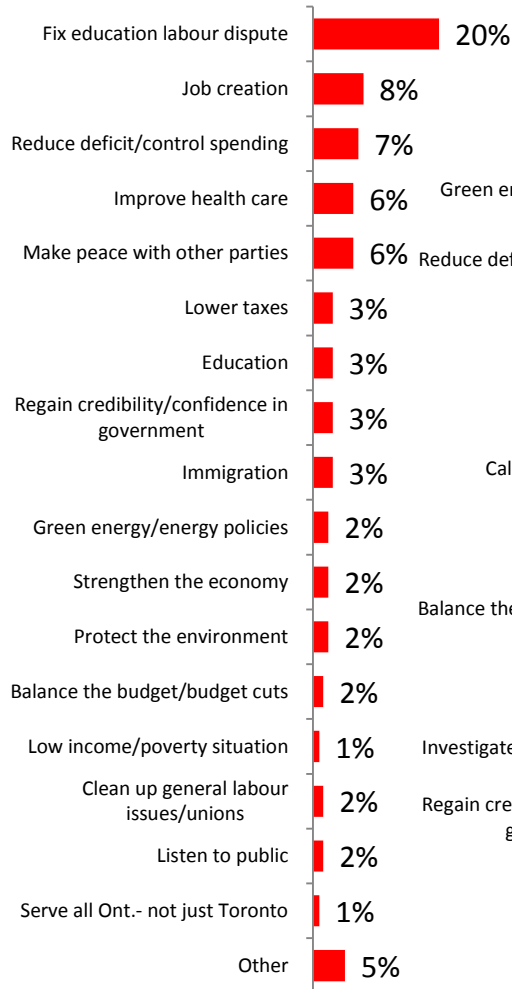
Across the spectrum, fixing education labour dispute is most important task for Wynne



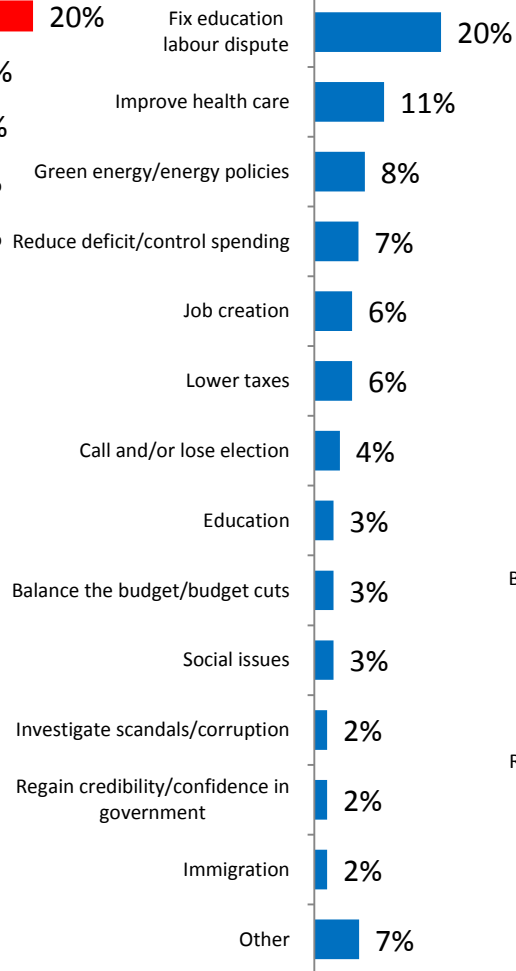
What is the single most important change you hope the new Liberal leader, Kathleen Wynne, will make?

[Lib ID: n=127 PC ID: n=101, NDP ID: n=69, Undecided ID: n=150]

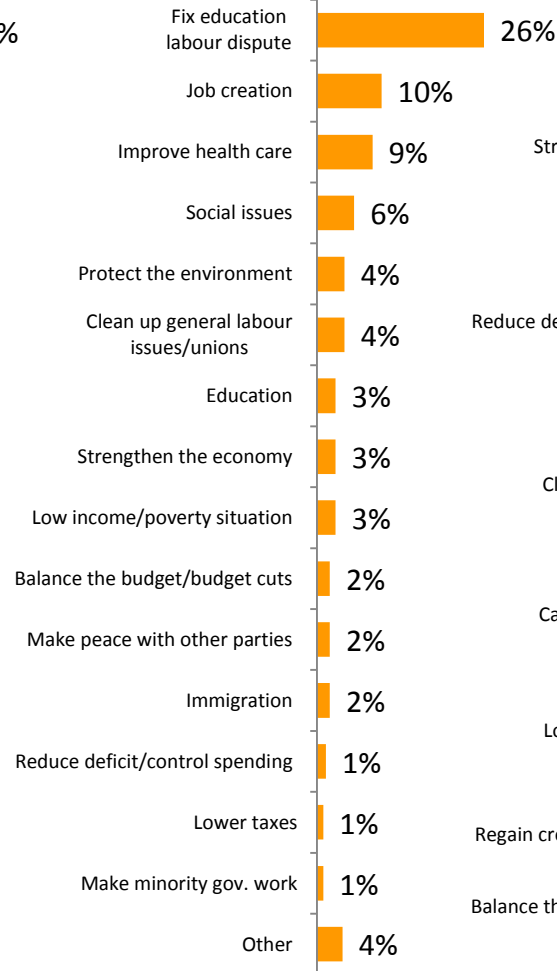
Liberal



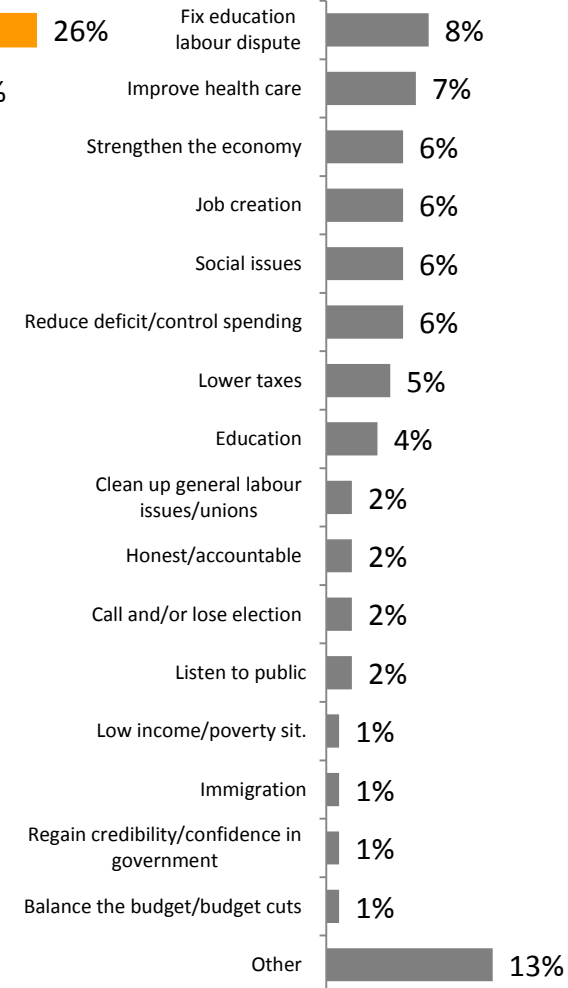
PC



NDP



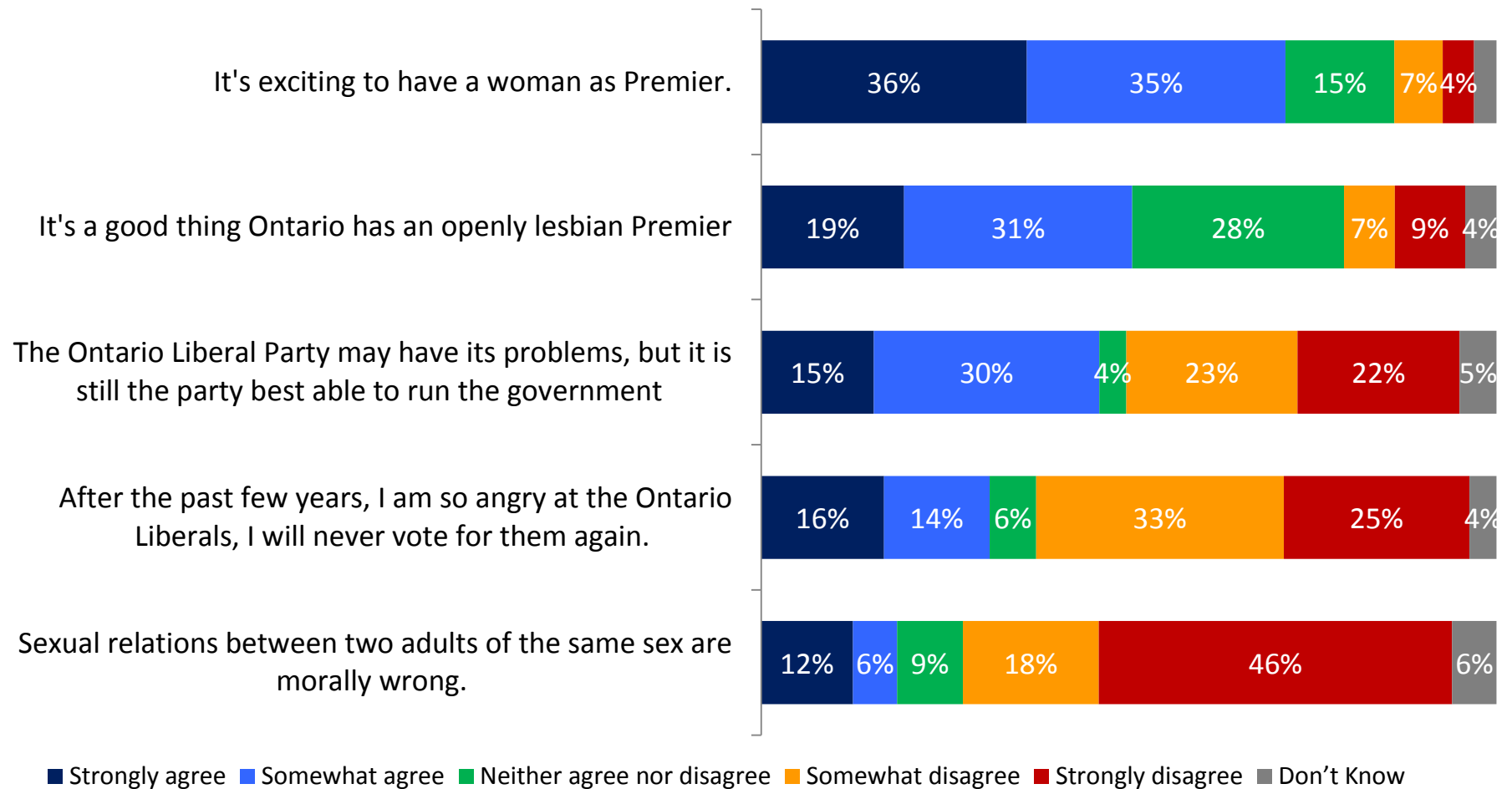
Undecided



Underlying Attitudes

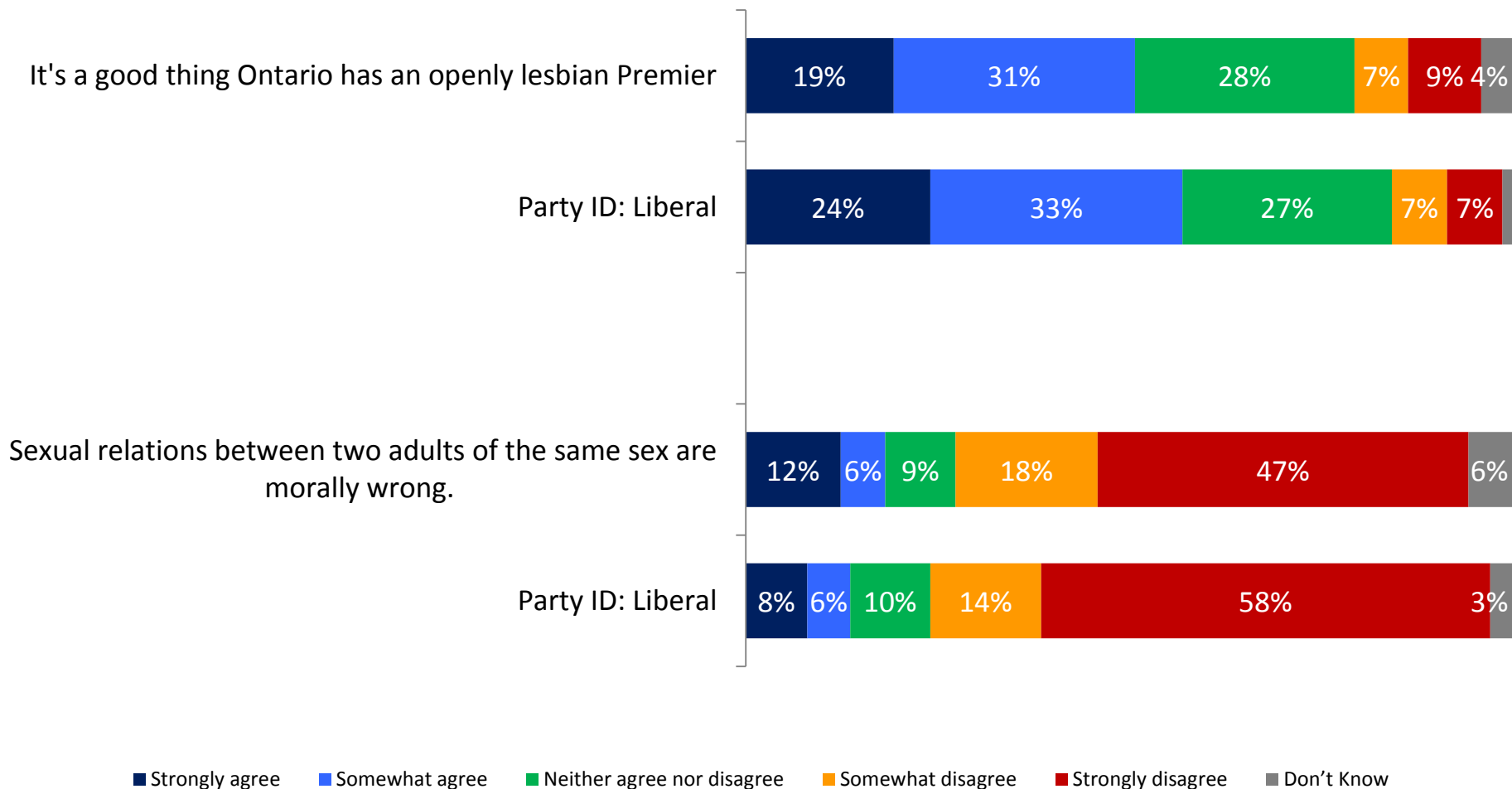
Over 7-in-10 agree it is exciting to have a woman Premier; less than one third say they will not vote Liberal

Q Now I would like to read some statements some people have made about Ontario politics. For each statement, please tell me if you agree or disagree.



Those who identify as Liberals less likely to agree same sex relations wrong, disagree lesbian Premier is a good thing²⁷

Q Now I would like to read some statements some people have made about Ontario politics. For each statement, please tell me if you agree or disagree.





Research-based strategic advice.

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