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Public Opinion Research ▶▶

Ontario This Month



Provincial and Federal Politics

Field Dates: September 11th to 18th, 2017

Sample Size: n=600; MoE ±4.0%

Methodology

- This survey was conducted by telephone among 608 randomly-selected Ontario residents, 18 years of age and older, from September 11th to September 18th, 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 data, 2011 Census, to reflect 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)
- Prior to February 2003, the data is weighted according to the 1996 Census.
- 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.

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.*

The PCs are more firmly in the driver's seat this year

1.

PCs have moved from trailing Liberals by eight points to leading by five

- In the 2014 election, Ontario Liberals won with 39% of the vote to OPC's 31% with 24% voting NDP.
- Over the last three years, both the Liberals and NDP have lost significant ground. In our latest quarterly tracking the PCs lead with 40% support among decided voters, Liberals are in second at 35%, and the NDP have dropped five points since the election to just 19%.

2.

The PCs have narrowed the gap on brand loyalty

- Before the start of the 2014 campaign (March 2014), nearly a third (31%) identified as Liberal, 2-in-10 (21%) as PC, 3-in-10 (29%) did not identify with any party.
- In 2017, Ontario Liberals hold onto their partisans (2017: 31%), but OPCs have grown their pool (27%), likely from non-partisans, which decline to 23%.

3.

The Liberals are fishing from a smaller, more conflicted voter pool

- In the 2014 pre-writ period, 1-in-4 (26%) were Core Ontario Liberals: they *disagreed* that it was time for a change of government and *agreed* that the Ontario Liberals were still the best party to run it. Time-for-a-change Ontario Liberals who *agreed* it was time for a change, but also *agreed* that the Liberals are the best to run government made up 1-in-8 (14%).
- By September 2017, the Core Ontario Liberal group has shrunk to just 16% , while the more conflicted Time for a Change Liberals have risen to 18%.

4.

Brown has much lower negatives than Hudak but is still widely unknown

- Current OPC leader Patrick Brown favourable are in the black: 1-in-4 (26%) Ontarians view him favourably and just 17% feel unfavourably towards him. This is a net improvement on previous OPC leader Tim Hudak ("Favourable": 30%; "Unfavourable": 45%).
- But Brown is still unknown to nearly half (49%) of Ontarians, including 38% who did not recognize his name.

5.

Wynne has the worse negatives of any leader we have tracked in 17 years

- A majority (63%) of Ontarians feel unfavourably towards Wynne, including nearly half (49%) who feel "strongly unfavourable". Less than 1-in-4 (23%) Ontarians feel favourably towards Wynne and just 1-in-20 have a *strongly* favorable opinion.
- Wynne's net favourable numbers have dropped 50 points since the 2014 pre-writ period, from +10 to -40.

Counting Seats, Not Votes

Methodology

- The surveys reported on in this deck were conducted on a monthly basis by telephone among 600 randomly-selected Ontario residents, 18 years of age and older.
- 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 $\pm 2.4\%$ 19 times out of 20. On a regional basis the average N size per quarter since January 2016 is reported below:

Region	Average Quarterly N-size	Margin of error (19 times/20)
Centre Toronto	214	$\pm 6.71\%$
Outer Toronto	184	$\pm 7.23\%$
West Metro Belt	223	$\pm 6.56\%$
North/East Metro Belt	218	$\pm 6.64\%$
Southwestern Ontario	205	$\pm 6.84\%$
South Central Ontario	269	$\pm 5.97\%$
Eastern Ontario	236	$\pm 6.37\%$
Central Ontario	133	$\pm 8.50\%$
Northern Ontario	119	$\pm 9.00\%$
Seat Cluster	Average Quarterly N-size	Margin of error (19 times/20)
OLP Blowouts	370	$\pm 5.09\%$
OLP Strong	373	$\pm 5.07\%$
OLP vs PCO Battleground	306	$\pm 5.60\%$
PCO Strong Wins	210	$\pm 6.76\%$
NDP Strong Wins/Battlegrounds	282	$\pm 5.84\%$
3-way races	163	$\pm 7.68\%$

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

Ontario Ridings in the 2018 Election

The 2018 election in Ontario will be fought in a new set of provincial electoral districts as a result of two major changes since 2014:

- In December 2015, Ontario adopted the updated Federal Electoral District boundaries for provincial elections – except in Northern Ontario, which uses a different set of riding boundaries
- In September 2017, Ontario adopted the recommendation of the Far North Electoral Boundaries Commission for two additional ridings in Northern Ontario

The result of these changes will be that Ontario's 2018 election will be fought in a new set of 124 electoral districts – up from 107 in 2014.

INNOVATIVE has used the poll-by-poll election data from 2014 to estimate the transposition of the 2014 results onto the new riding boundaries. The estimated results of the 2014 election – if fought on the new boundaries are shown below:

2014 Election - New boundaries (124 ridings)



2014 Election - Old boundaries (107 ridings)



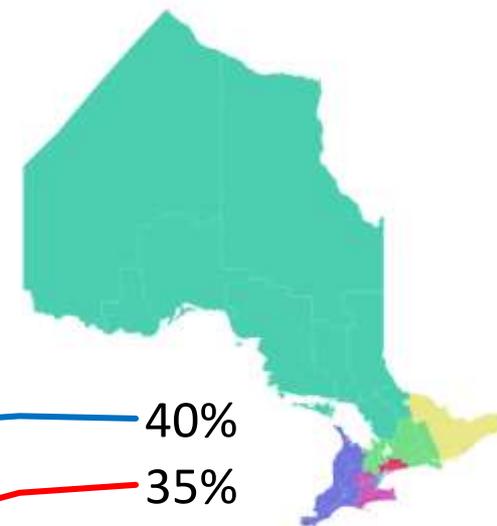
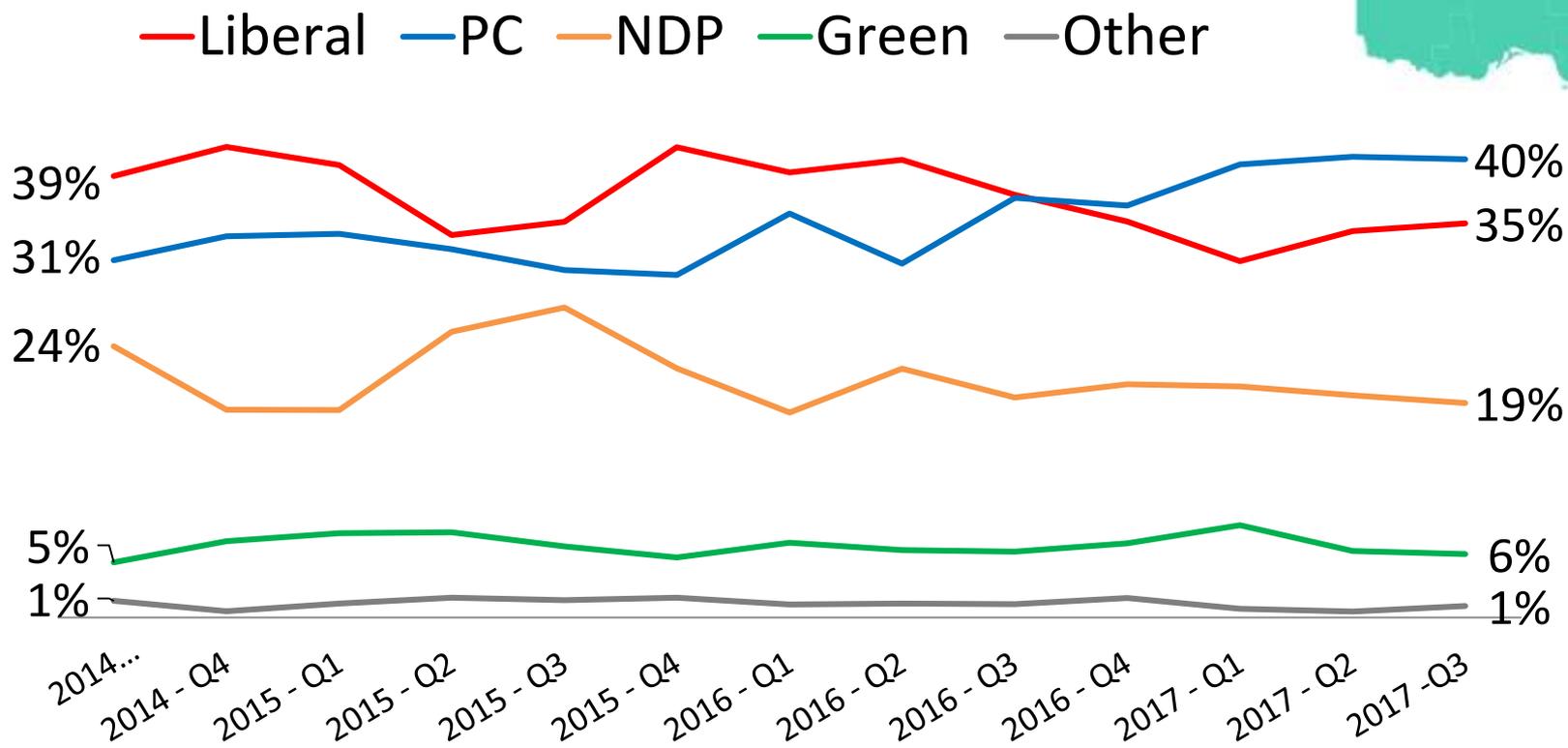
■ Liberal

■ PC

■ NDP

Vote Intent by Quarter | Overall

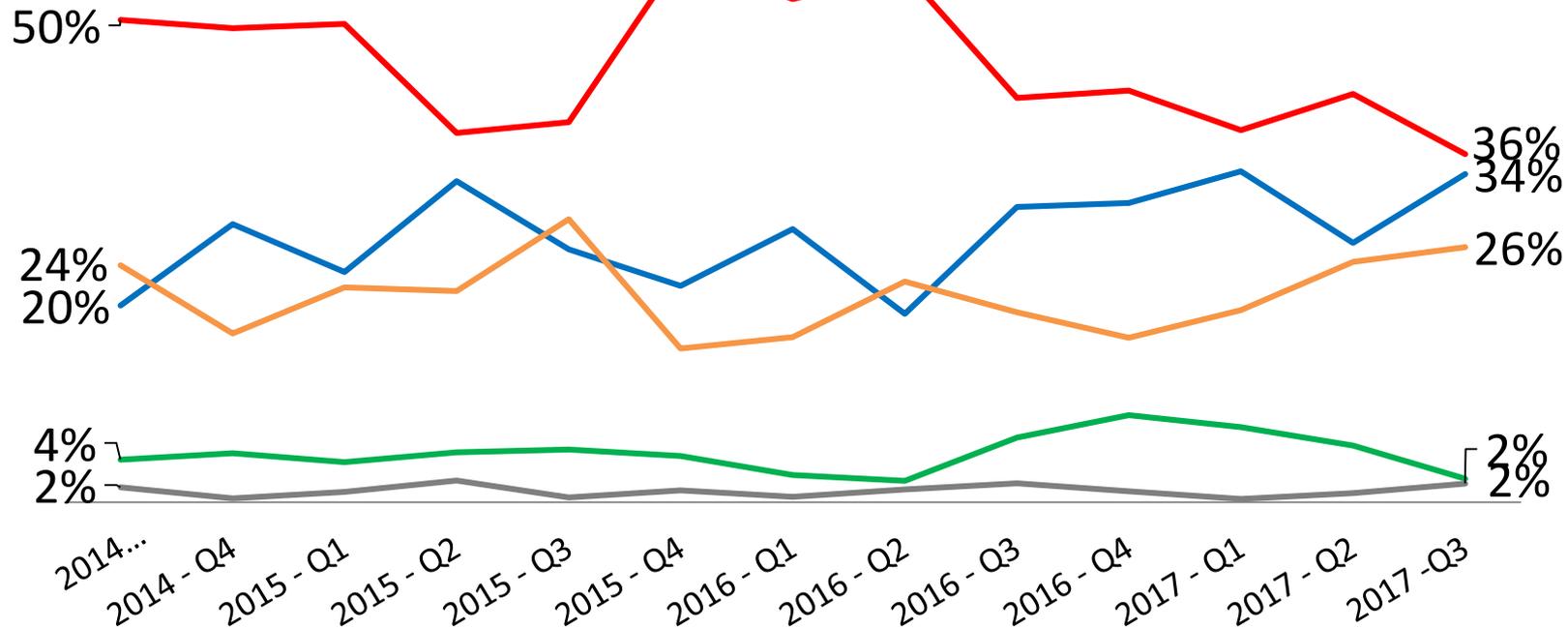
2014 Results (new ridings)			Seats available	
Liberal	PC	NDP	2014	2018
69	32	23	107	124



Vote Intent by Region | Centre Toronto

2014 Results (new ridings)			Seats available	
Liberal	PC	NDP	2014	2018
11	0	2	11	13

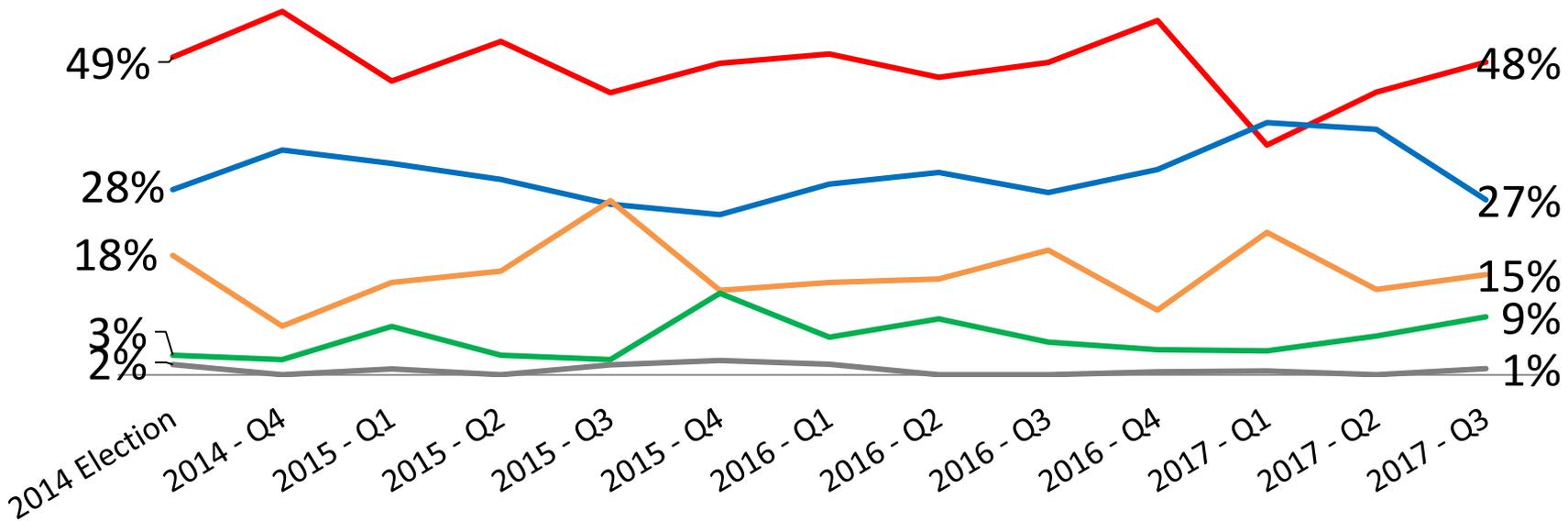
— Liberal — PC — NDP — Green — Other



Vote Intent by Region | Outer Toronto

2014 Results (new ridings)			Seats available	
Liberal	PC	NDP	2014	2018
12	0	0	11	12

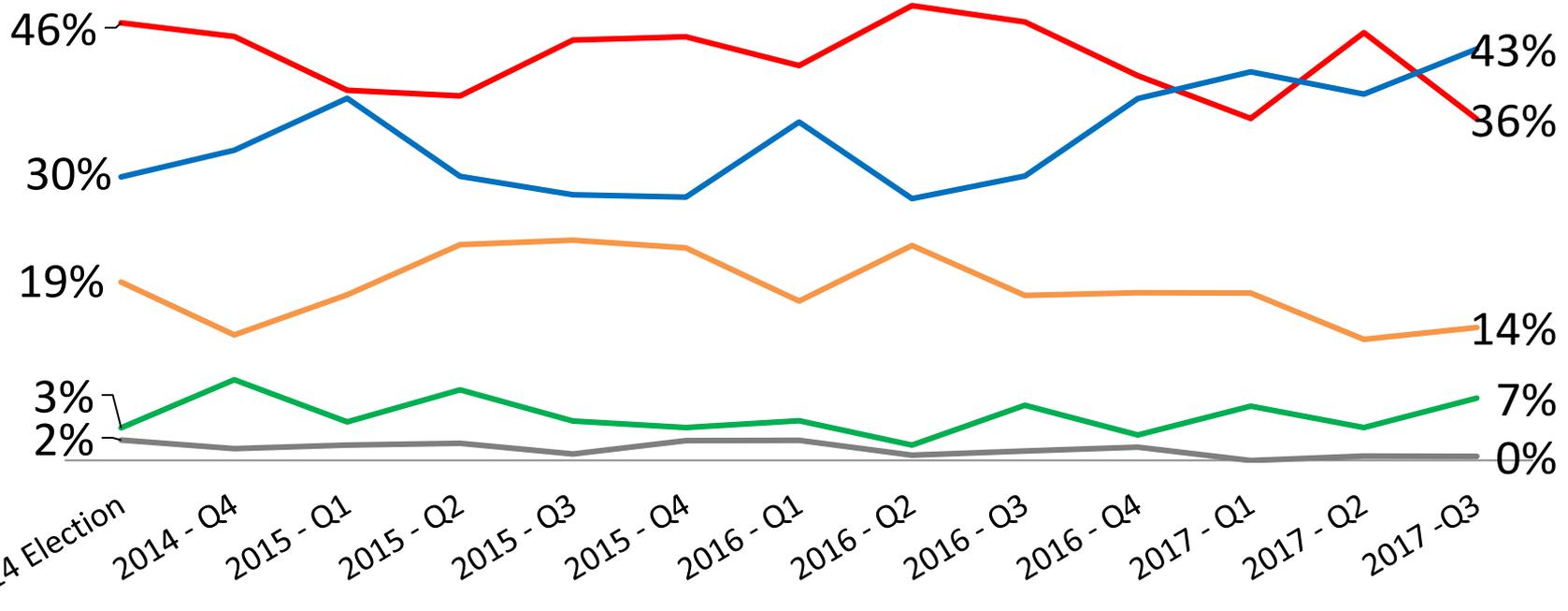
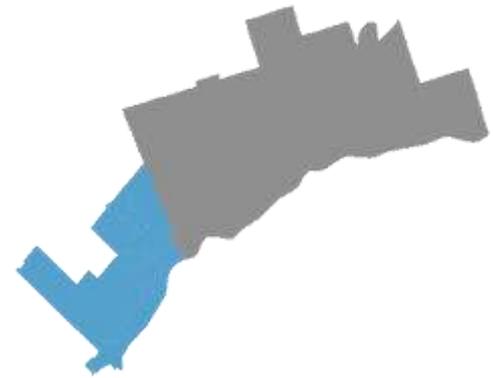
— Liberal — PC — NDP — Green — Other



Vote Intent by Region | Toronto West Metro Belt

2014 Results (new ridings)			Seats available	
Liberal	PC	NDP	2014	2018
14	0	1	11	15

— Liberal — PC — NDP — Green — Other

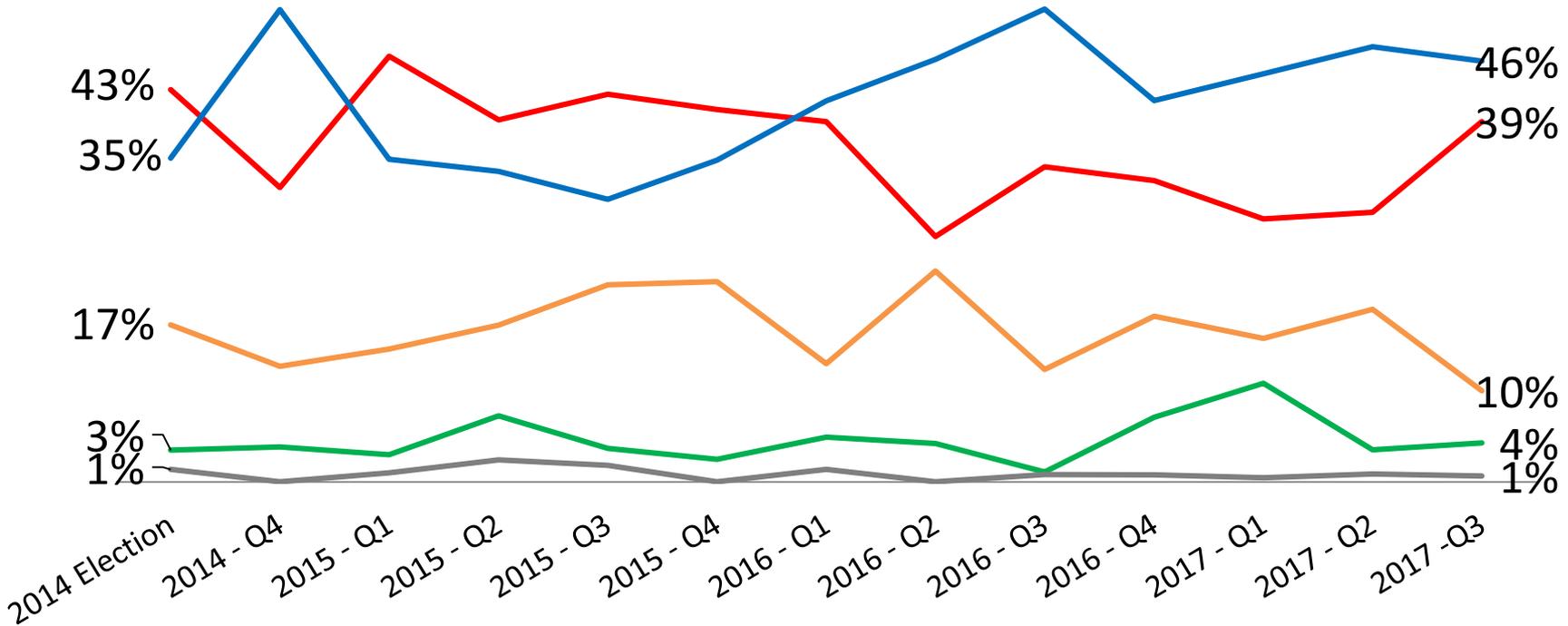


Vote Intent by Region | Toronto North/East Metro Belt

2014 Results (new ridings)			Seats available	
Liberal	PC	NDP	2014	2018
11	2	1	11	14



— Liberal — PC — NDP — Green — Other

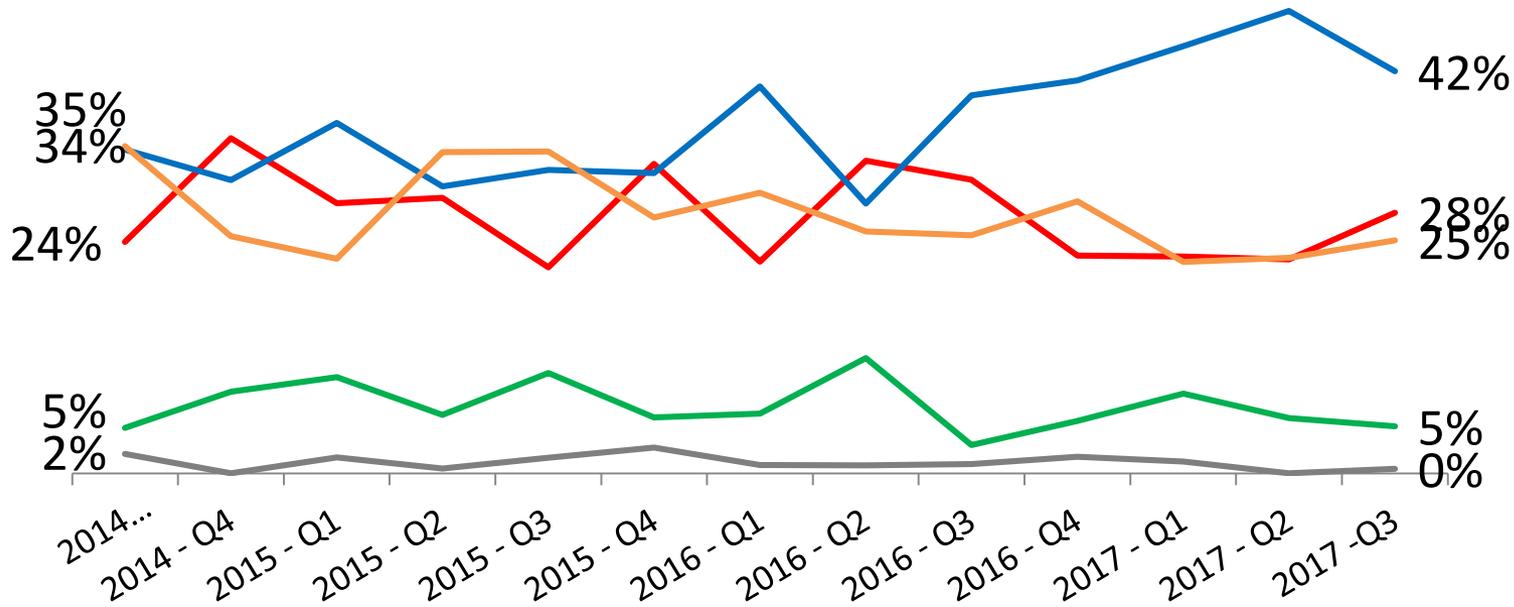


Vote Intent by Region | Southwestern Ontario

2014 Results (new ridings)			Seats available	
Liberal	PC	NDP	2014	2018
1	8	5	14	14

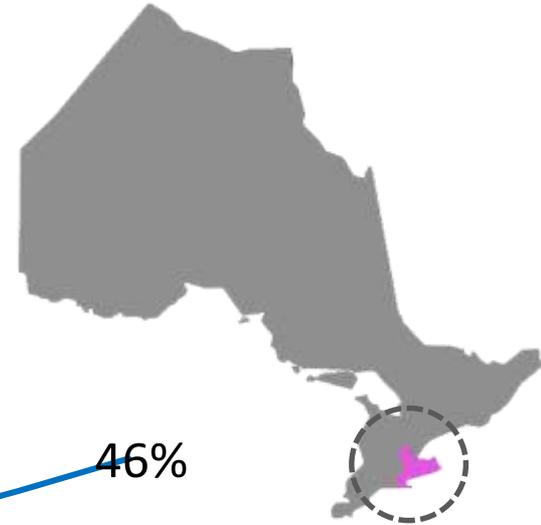


— Liberal — PC — NDP — Green — Other

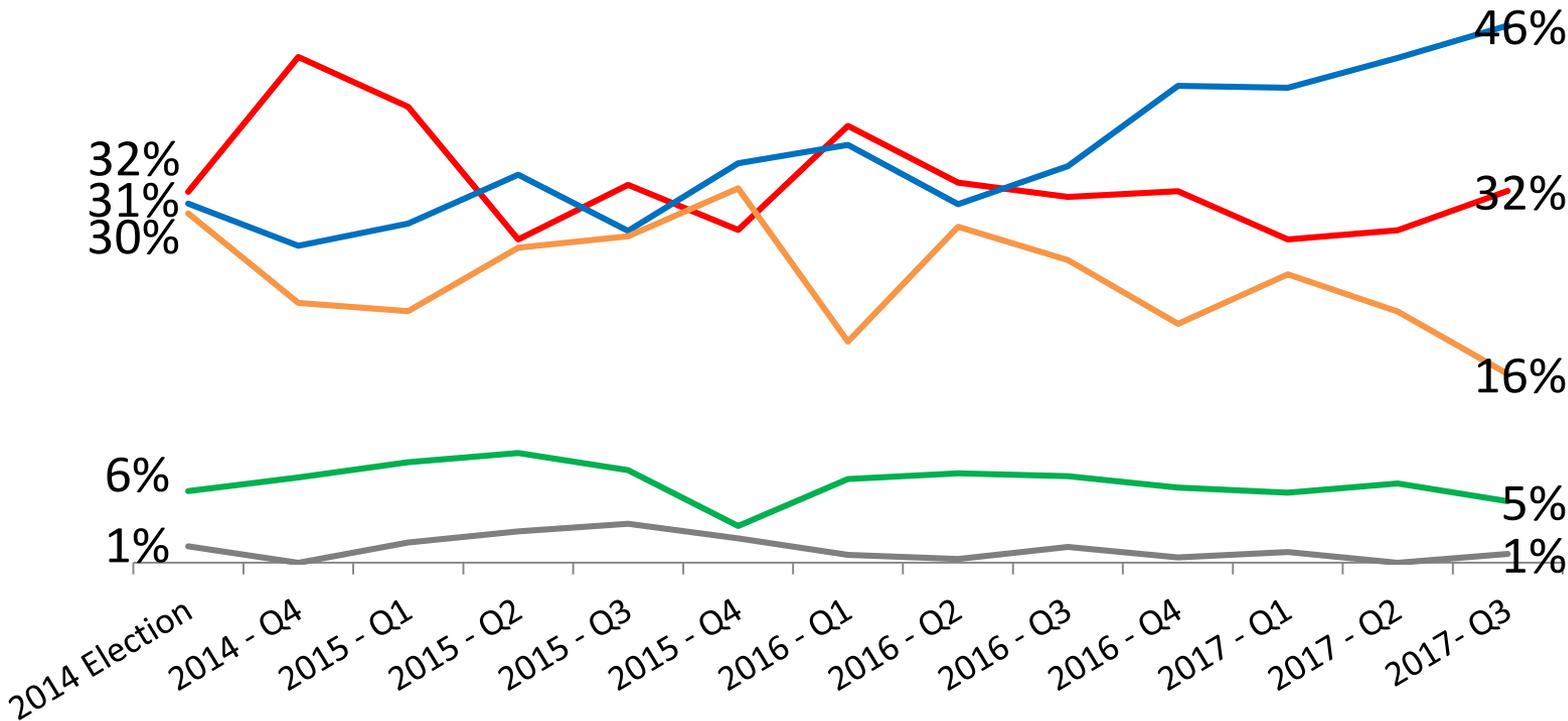


Vote Intent by Region | South Central Ontario

2014 Results (new ridings)			Seats available	
Liberal	PC	NDP	2014	2018
8	4	6	16	18



— Liberal — PC — NDP — Green — Other

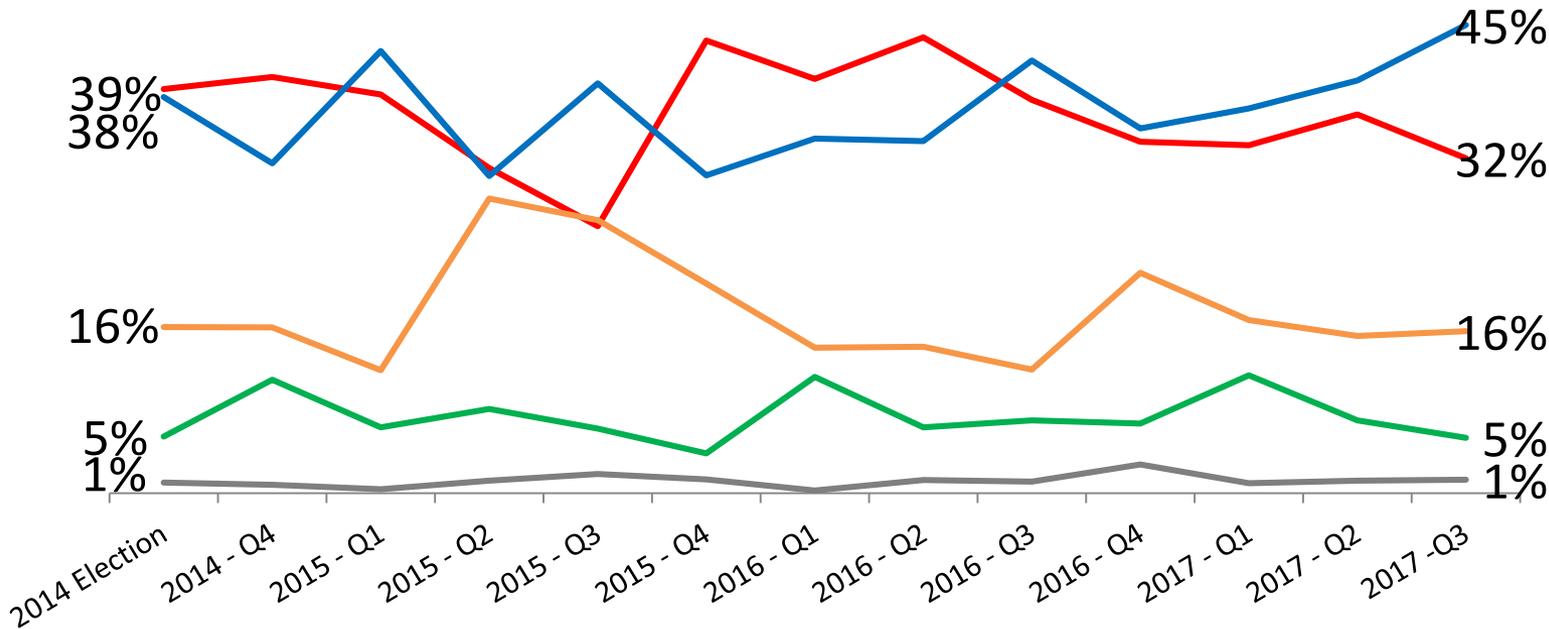


Vote Intent by Region | Eastern Ontario

2014 Results (new ridings)			Seats available	
Liberal	PC	NDP	2014	2018
7	7	0	13	14



— Liberal — PC — NDP — Green — Other

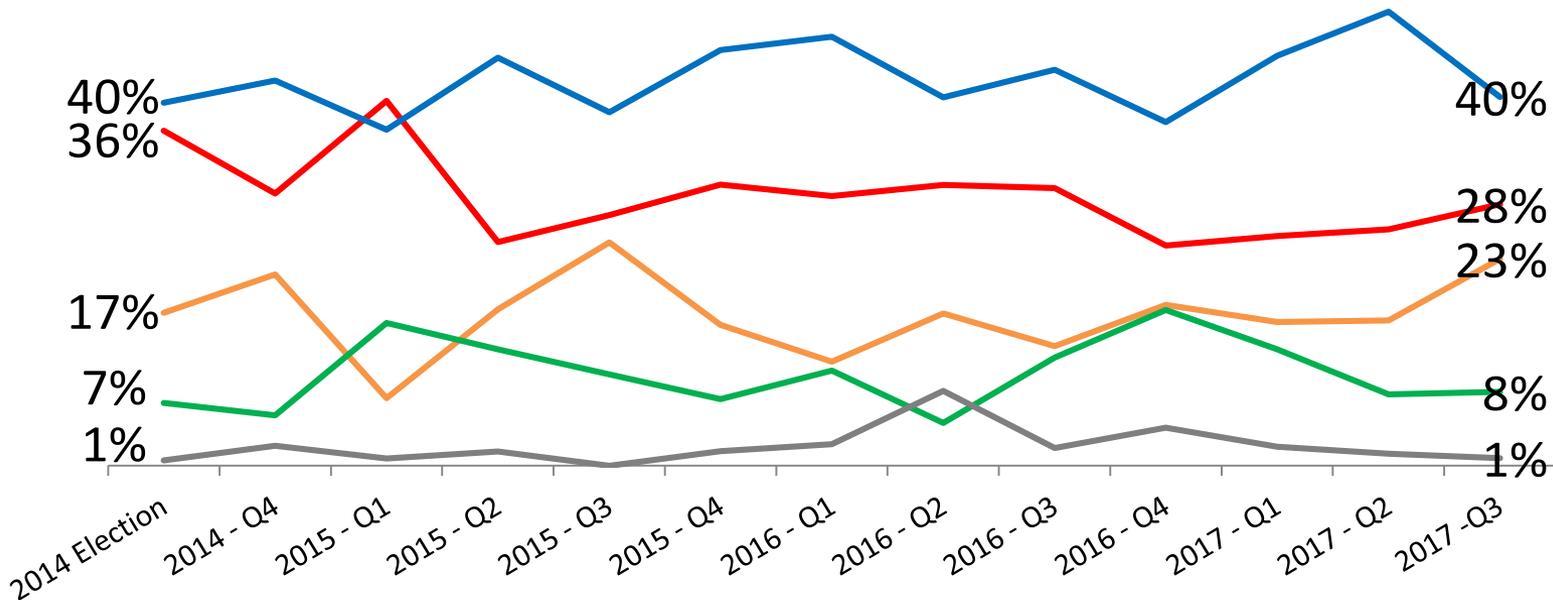


Vote Intent by Region | Central Ontario

2014 Results (new ridings)			Seats available	
Liberal	PC	NDP	2014	2018
2	9	0	9	11



— Liberal — PC — NDP — Green — Other

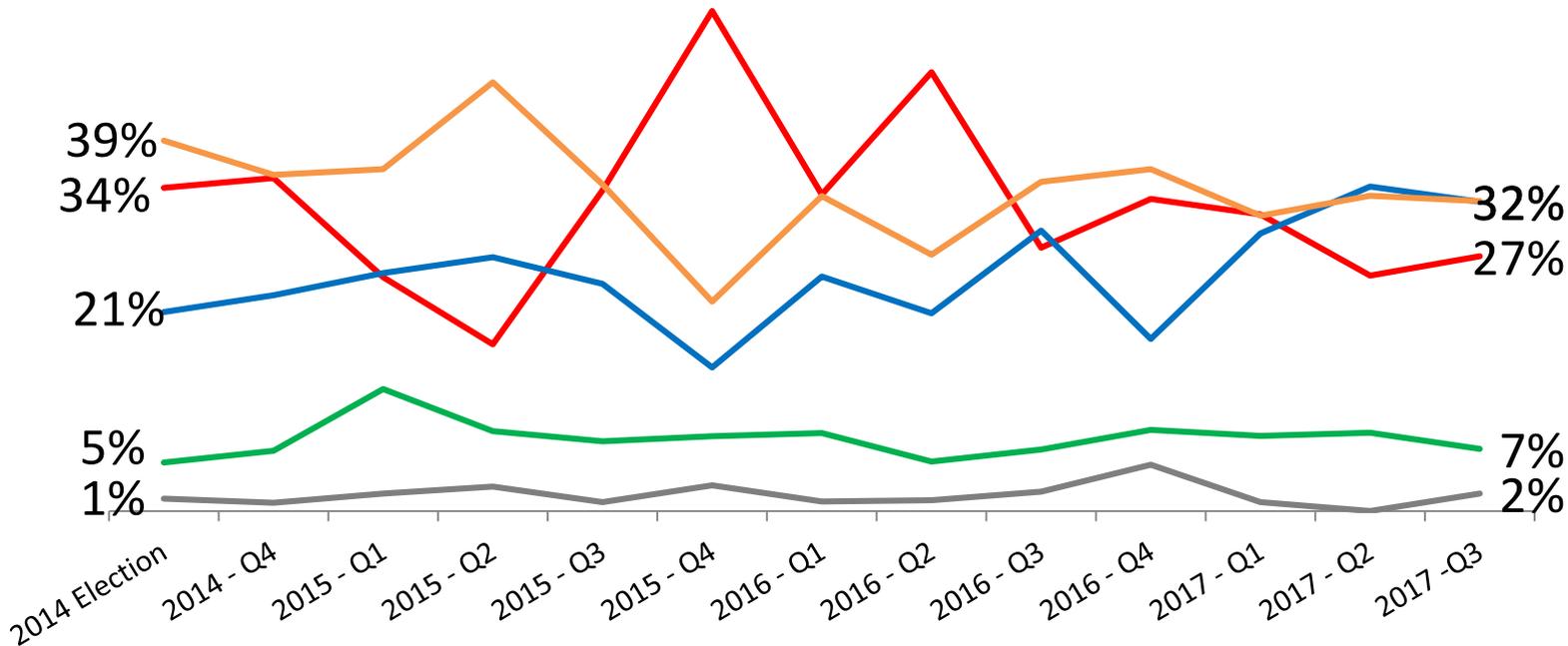


Vote Intent by Region | Northern Ontario

2014 Results (new ridings)			Seats available	
Liberal	PC	NDP	2014	2018
3	2	8	11	13

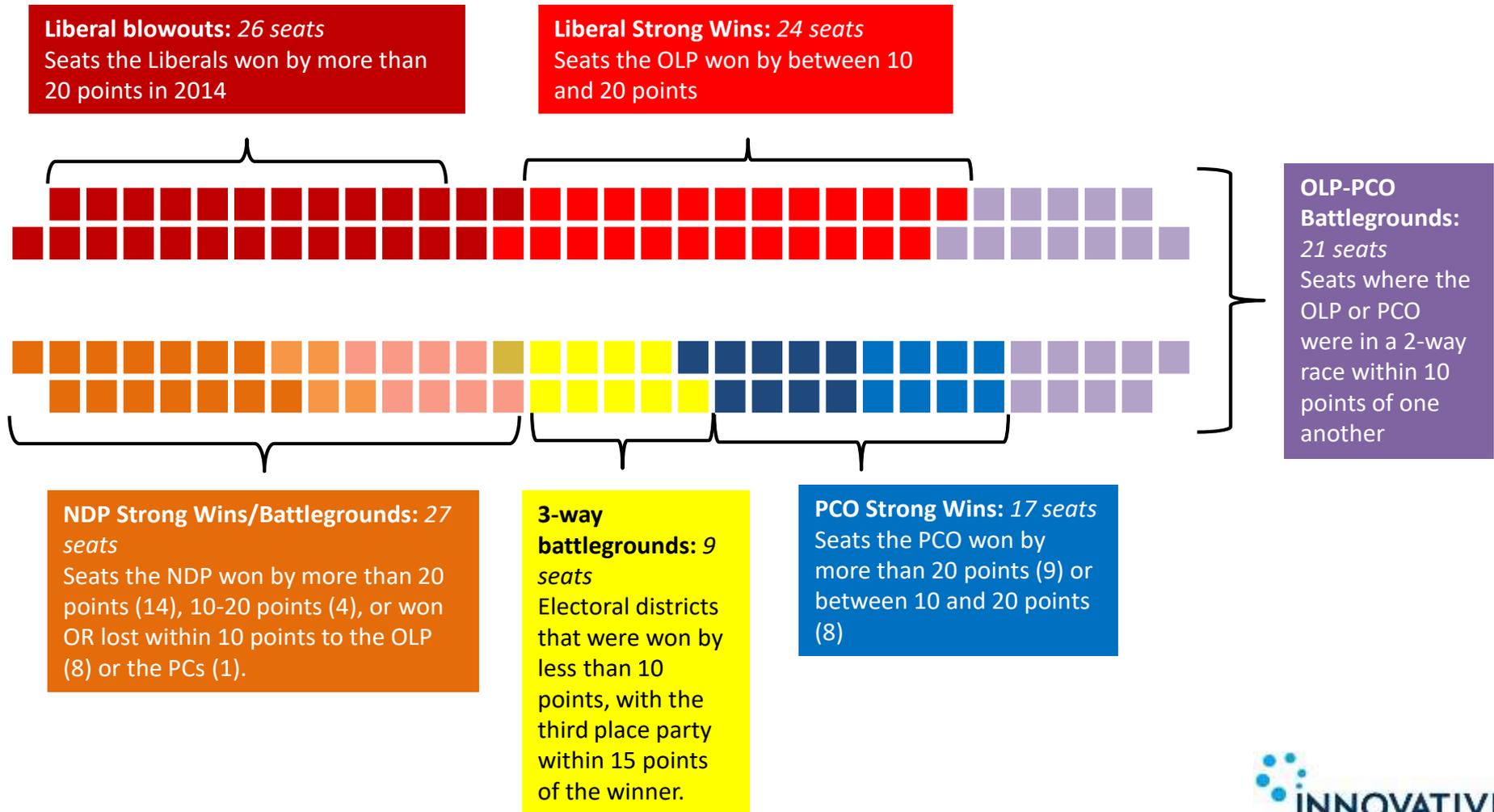


— Liberal — PC — NDP — Green — Other



Swing Ridings and Safe Seats

Based on the 2014 data transposed to new ridings, we can group the seats by the type of race they had in 2014:

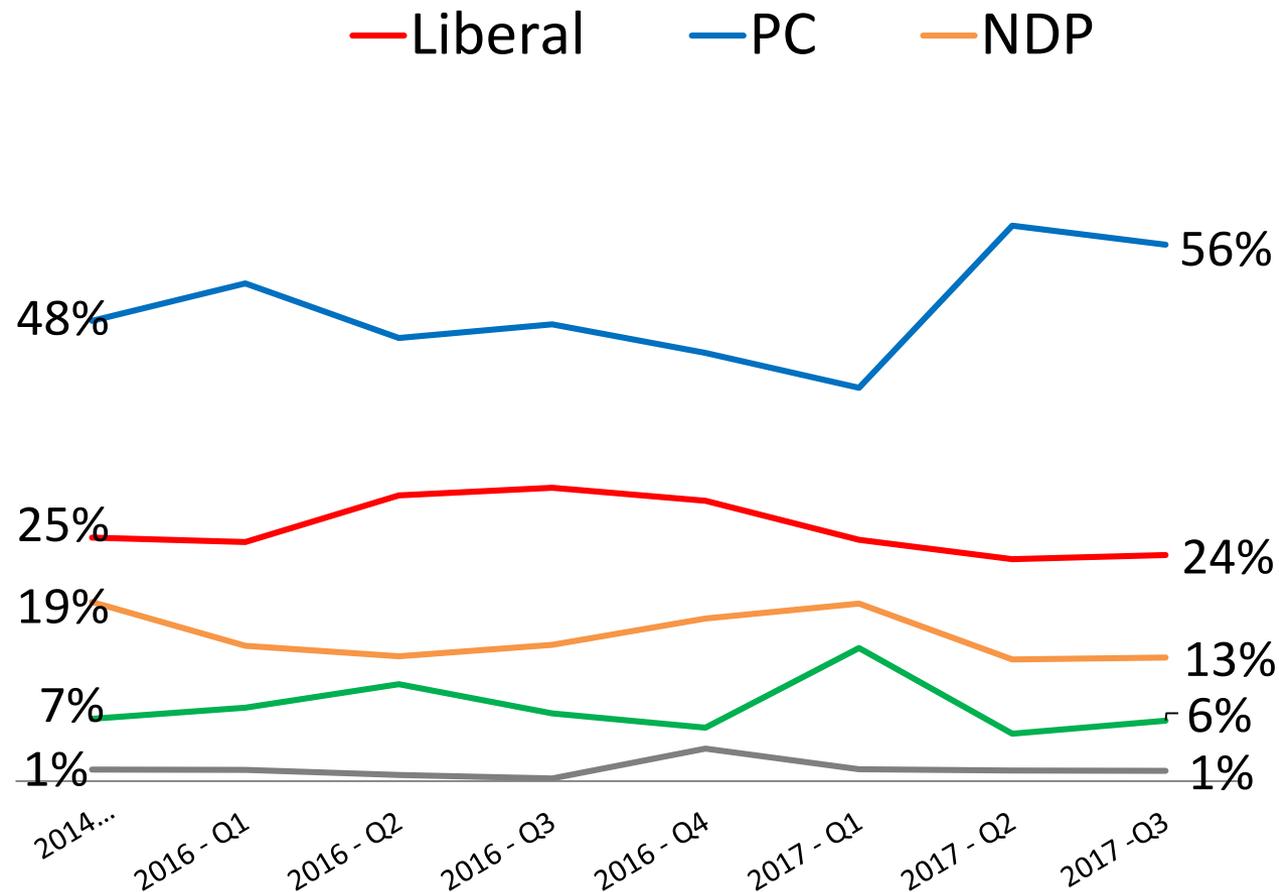


Vote Intent by Quarter | PCO Strong Wins

PCO Strong Wins: 17 seats
 Seats the PCO won by more than 20 points (9) or between 10 and 20 points (8)

2014 Results (new ridings)

Liberal	PC	NDP
0	17	0



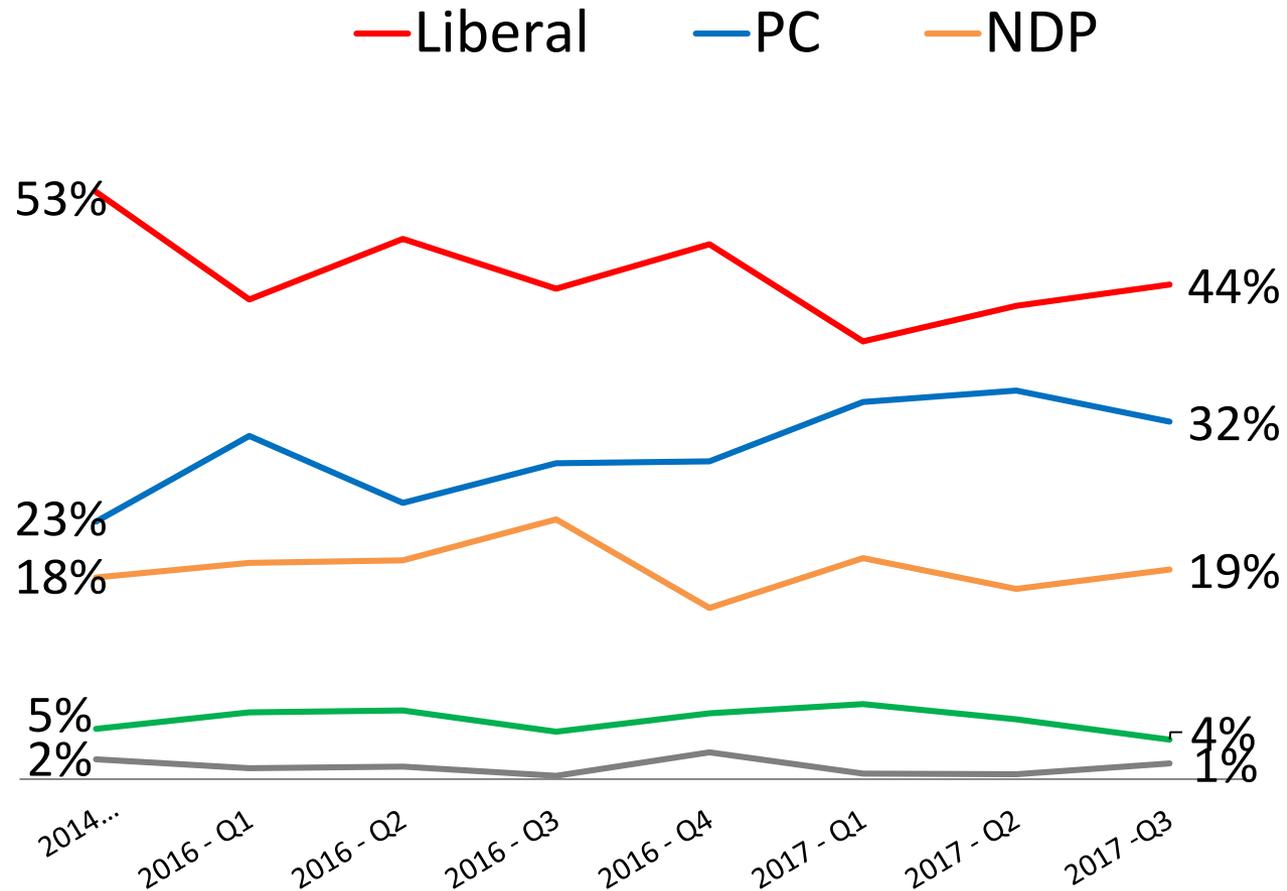
Vote Intent by Quarter | OLP Blowouts

Liberal blowouts: 26 seats

Seats the Liberals won by more than 20 points in 2014

2014 Results (new ridings)

Liberal	PC	NDP
26	0	0



Vote Intent by Quarter | OLP Strong Wins

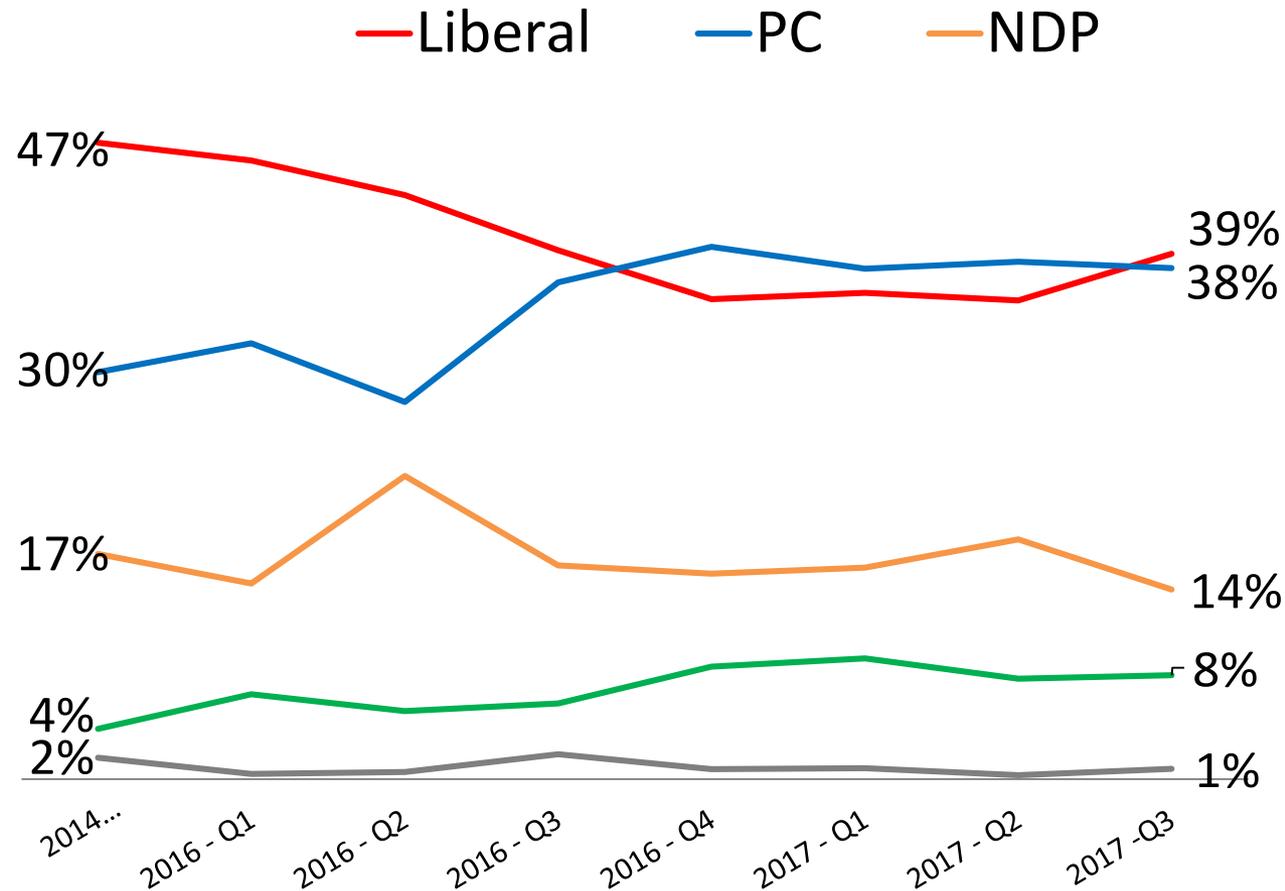
Liberal Strong Wins:

24 seats

Seats the OLP won by between 10 and 20 points

2014 Results (new ridings)

Liberal	PC	NDP
24	0	0



Vote Intent by Quarter | OLP-PCO Battlegrounds

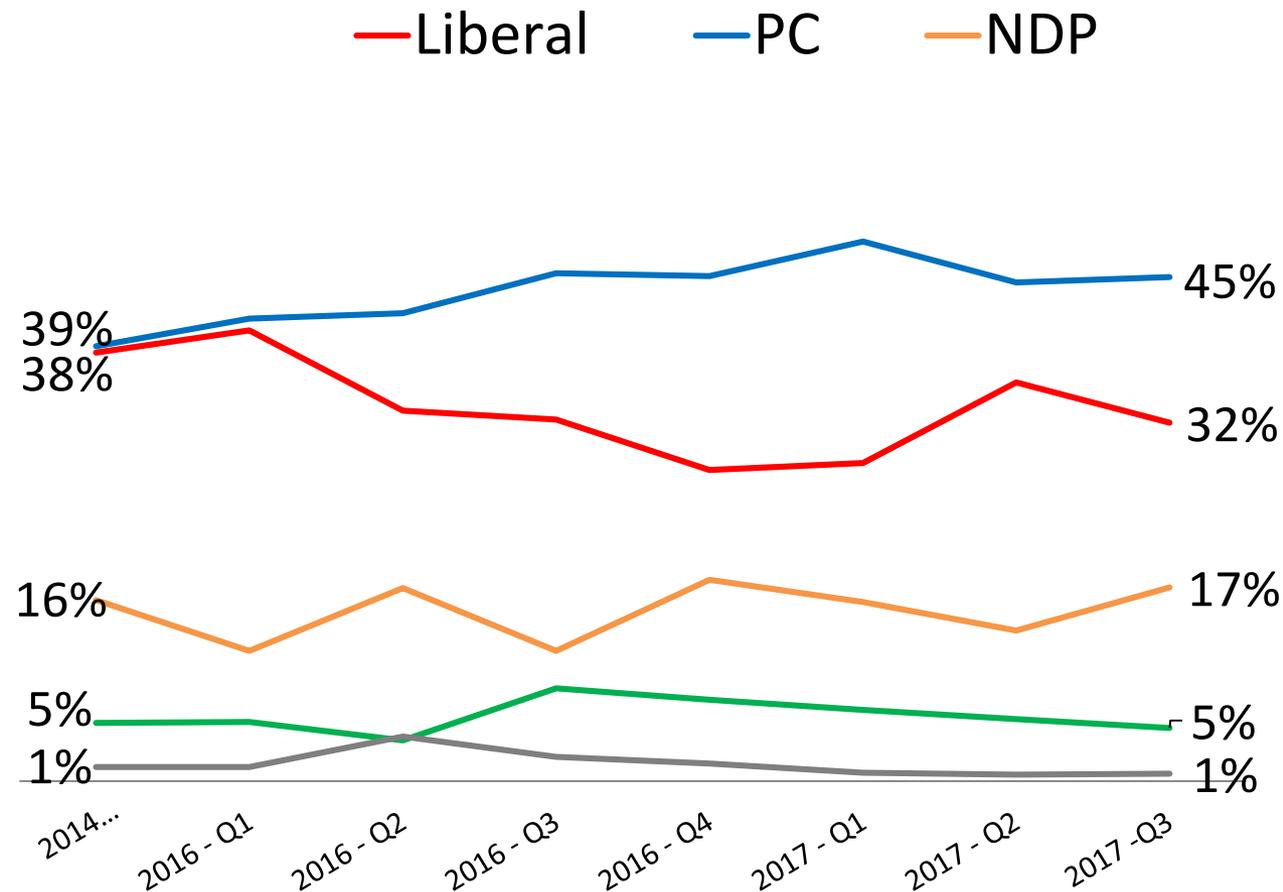
OLP-PCO Battlegrounds:

21 seats

Seats where the OLP or PCO were in a 2-way race within 10 points of one another

2014 Results (new ridings)

Liberal	PC	NDP
8	13	0



Vote Intent by Quarter | 3-way Battlegrounds

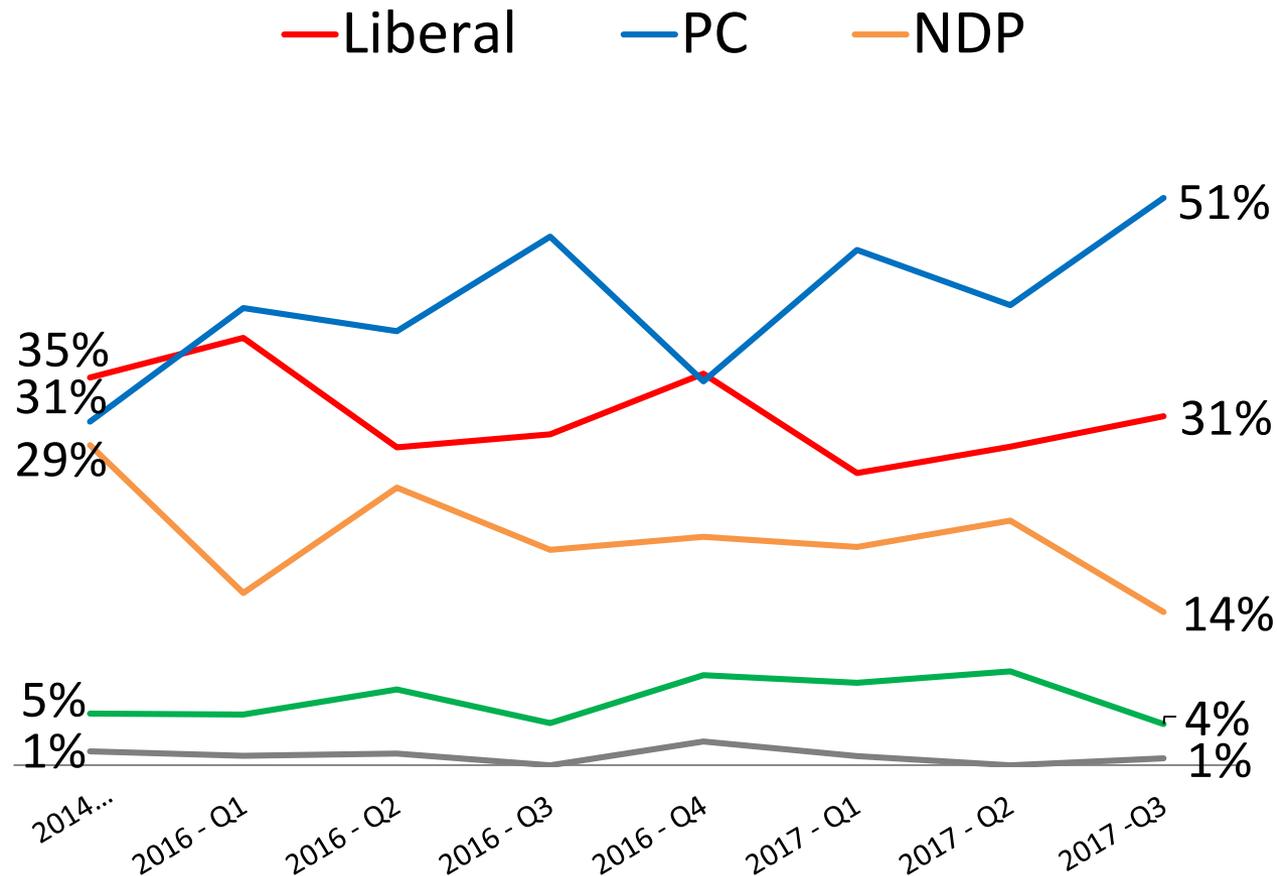
3-way battlegrounds:

9 seats

Electoral districts that were won by less than 10 points, with the third place party within 15 points of the winner.

2014 Results (new ridings)

Liberal	PC	NDP
7	1	1



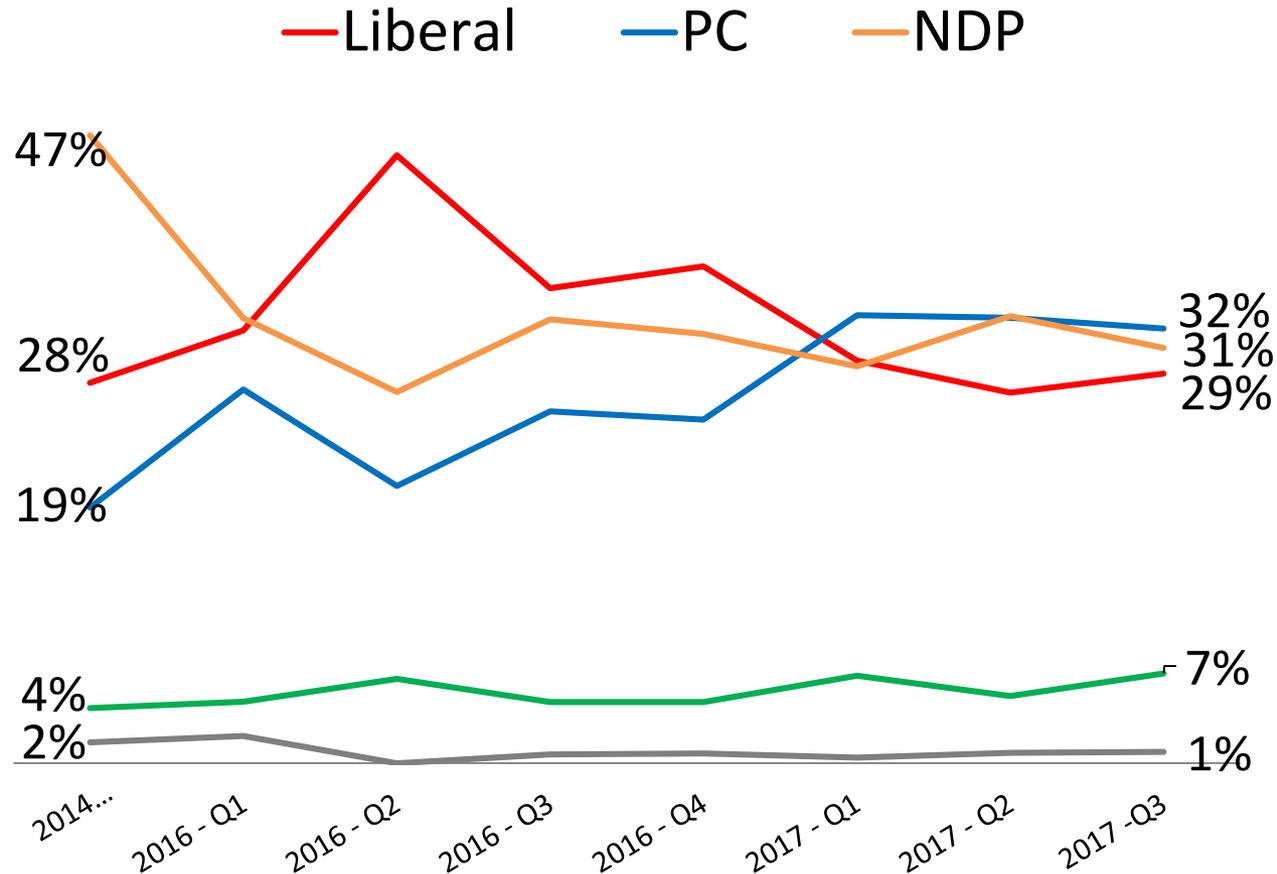
Vote Intent by Quarter | NDP Strong Wins/Battlegrounds

NDP Strong Wins/Battlegrounds:

27 seats
 Seats the NDP won by more than 20 points (14), 10-20 points (4), or won OR lost within 10 points to the OLP (8) or the PCs (1).

2014 Results (new ridings)

Liberal	PC	NDP
4	1	22





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