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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%

September 2017

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.*

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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.

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Provincial Vote

Provincial Vote: PCs (31%) lead Liberals (27%) by four points; NDP (14%) 13 points behind Liberals, 14% undecided

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**]

[asked of all respondents; n=600]

PC	Liberal	NDP	Green	Other	None/would not vote	Undecided
31%	27%	14%	4%	1%	7%	14%
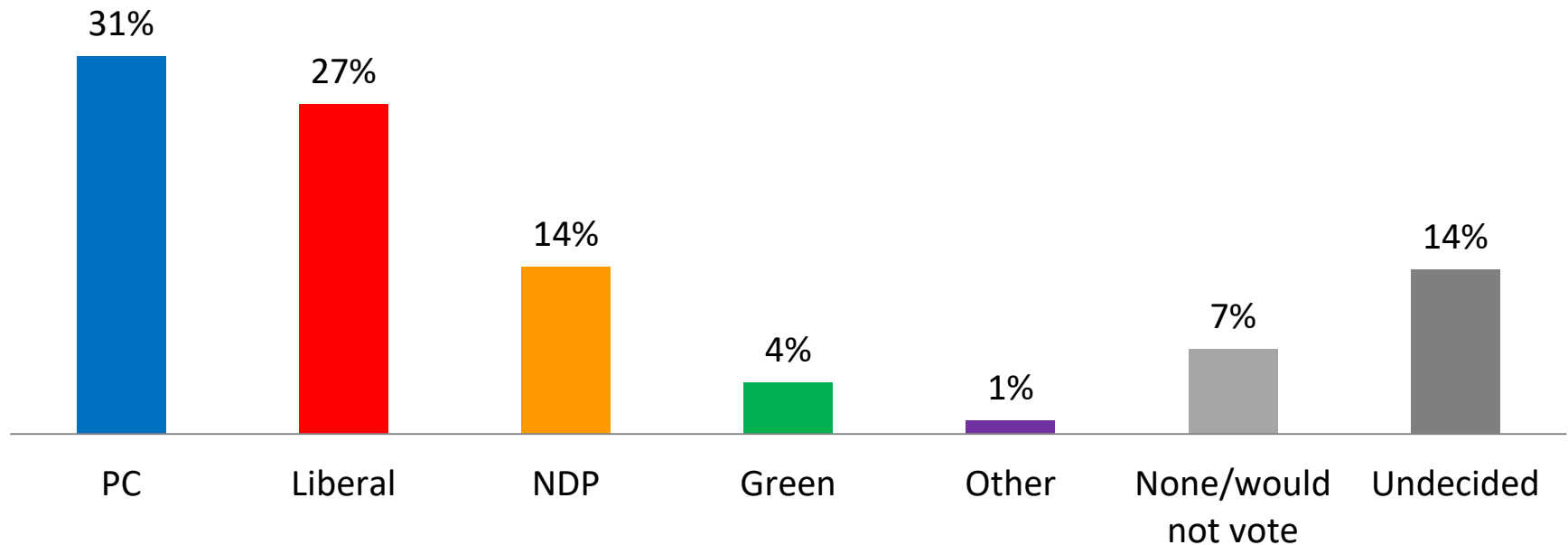
Note: 'Refused' (2%) not shown.
(Current data: September 2017)

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Provincial Vote Tracking: PCs (31%) lead over Liberals (27%) narrows to four points, undecided (14%) highest since Dec '15

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**]

[asked of all respondents; n=600]

March 2, '17: 'Fair Hydro Plan' Announced
April 20, '17: 'Fair Housing Plan' Announced

Legend: PC — Liberal — NDP — Green — Other — Undecided

Values shown at right: 31%, 27%, 14%, 14%, 4%, 1%

(Current data: September 2017)

Note: 'Refused/Would not vote' not shown

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Combined Vote: Liberals (27%) now 4 points back; PCs hold at 31%, undecided up 5 points to 14%
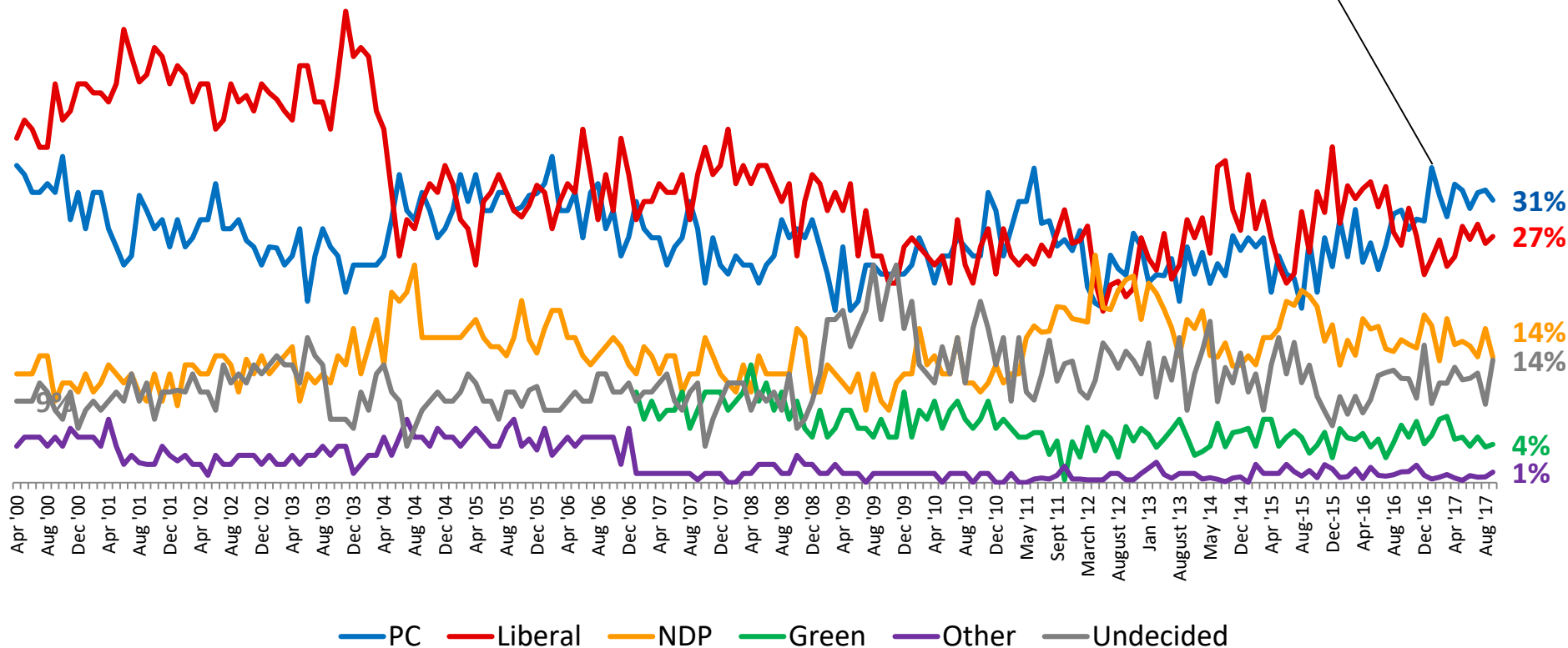
Q If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party?

… In that case, which party's candidate do you lean toward slightly? [**Vote + Lean**] [asked of all respondents; n=600]

Legend: ■ Liberal ■ PC ■ NDP ■ Green ■ Other ■ Undecided ■ Refused/Would not vote

(Current data: September 2017)

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Provincial Decided Vote: 4-in-10 (40%) decided voters would choose PC today, 35% for Liberals, 18% for NDP

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]

[only decided voters, n=465]

PC	Liberal	NDP	Green	Other
40%	35%	18%	5%	1%

(Current data: September 2017)

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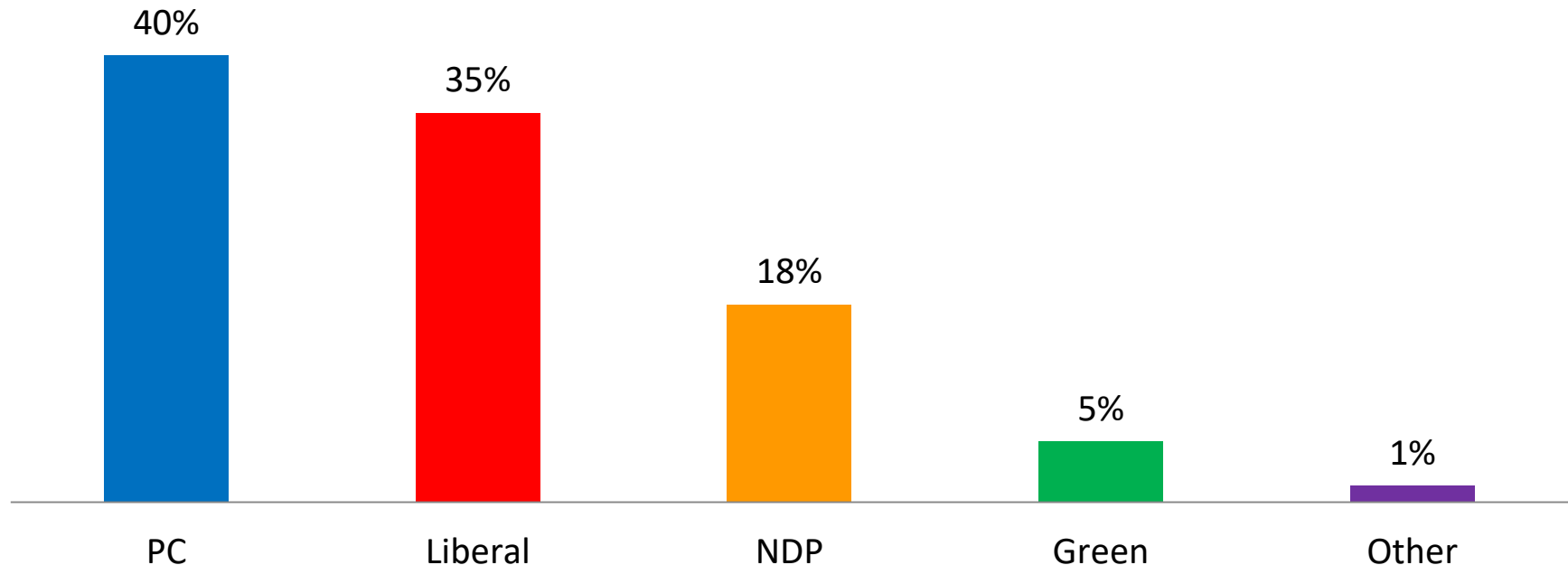
Provincial Decided Vote Tracking: PCs (40%) grow lead to 5 points over Liberals (35%), NDP (18%) down two points

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]
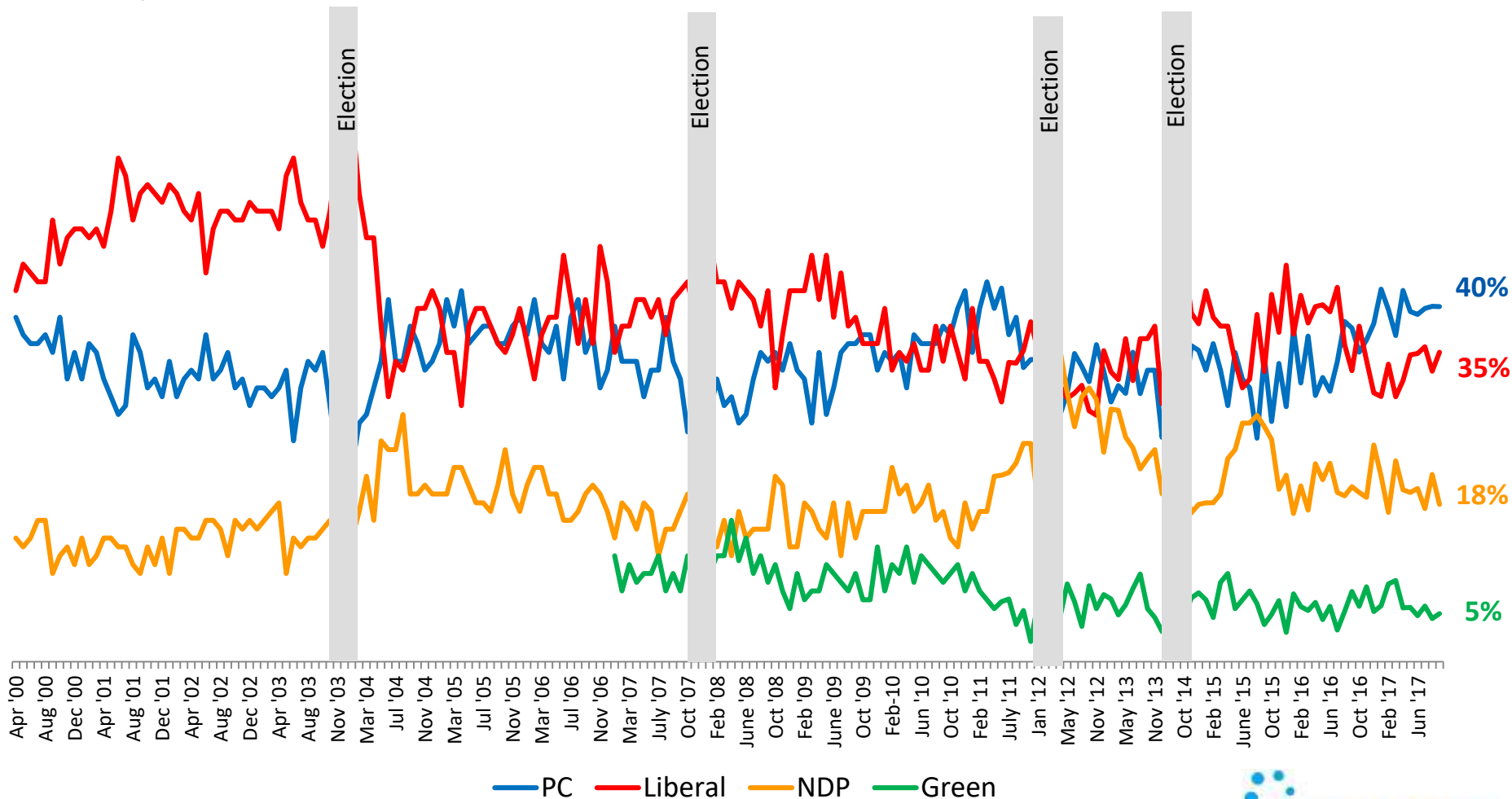
[only decided voters, n=465]

Legend: PC — Liberal — NDP — Green

(Current data: September 2017)

Note: 'Other' not shown

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Vote Intent by Quarter | Overall

Liberals won by 8% over PCs

PCs now lead by 5% over Liberals

— Liberal — PC — NDP — Green — Other

39%
31%
24%

5%
1%

40%
35%

19%

6%
1%

2014... 2014 - Q4 2015 - Q1 2015 - Q2 2015 - Q3 2015 - Q4 2016 - Q1 2016 - Q2 2016 - Q3 2016 - Q4 2017 - Q1 2017 - Q2 2017 - Q3

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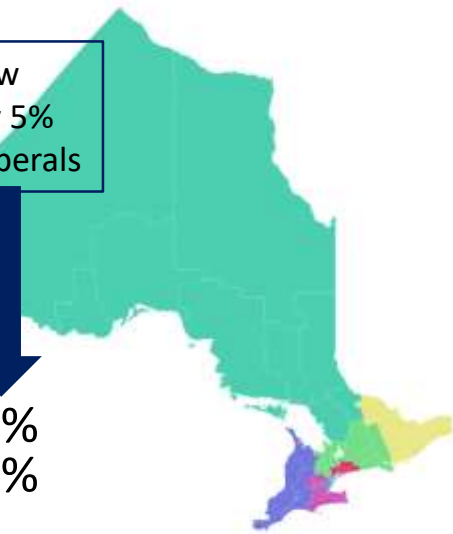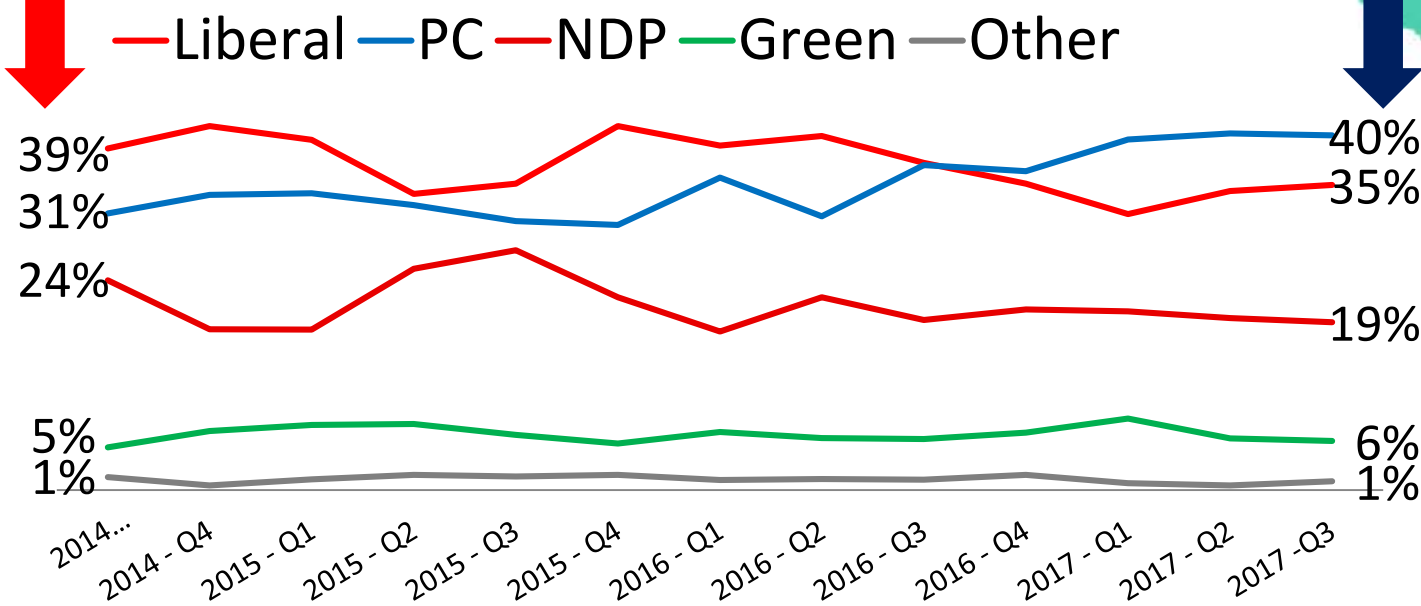
Provincial 2nd choice: 1-in-3 (34%) would vote NDP as second choice

Q And which party would be your second choice?
[asked only of decided voters, does not include 1st choice party, n=465]
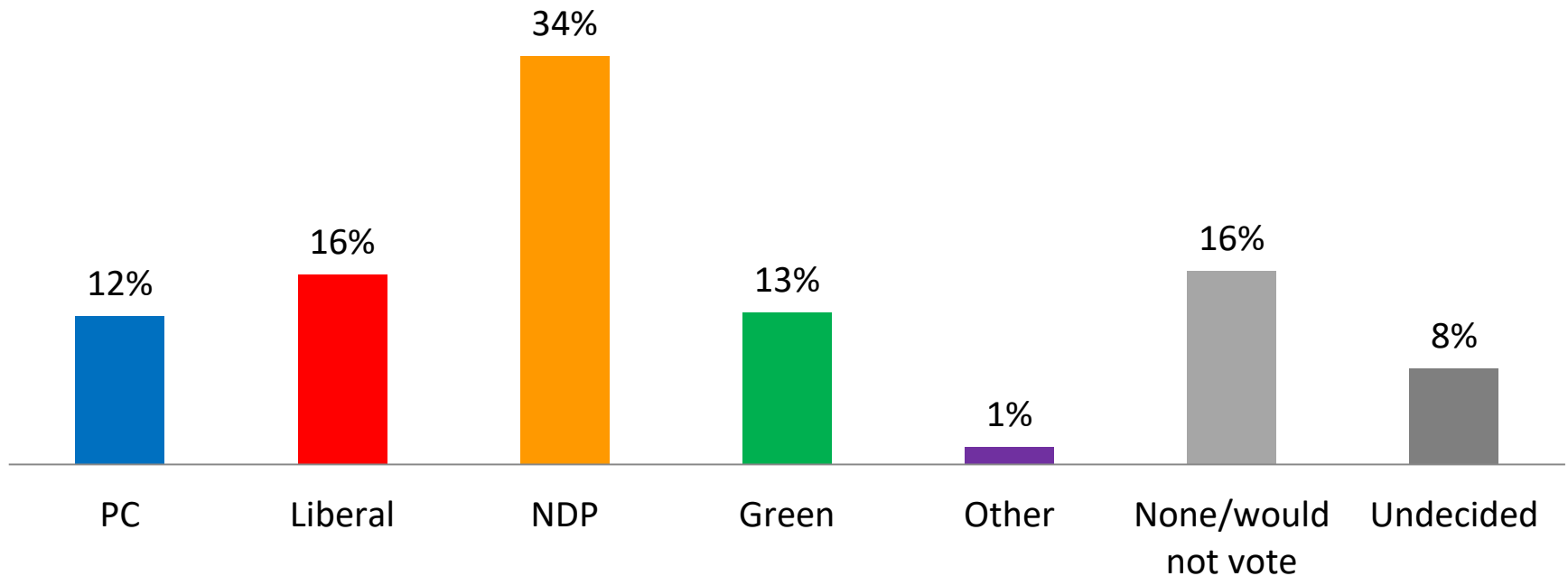
Note: 'Refused' (<1%) not shown

(Current data: September 2017)

Provincial 2nd choice: a plurality of Liberal voters (45%) choose NDP as their 2nd choice; PCs choose NDP (37%)

Q And which party would be your second choice? **BY** [Vote+Lean]
[asked only of decided voters, does not include 1st choice party, n=465]

	PC 1st choice	Liberal 1st choice	NDP 1st choice	Green 1st choice *
PC 2nd choice		24%	17%	8%
Liberal 2nd choice	17%		39%	32%
NDP 2nd choice	37%	45%		46%
Green/Other 2nd choice	13%	10%	29%	
WNV/Undecided	32%	20%	15%	14%

Note: 'Other' in Combined Vote not shown due to insufficient sample size, 'Refused' not shown.
(Current data: September 2017)
* Due to small n-size, the results should be treated with caution.

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Likelihood to Switch to 2nd Choice: Ontarians split (48/48) on whether or not they are likely to vote for their 2nd choice

Q How likely is it you may change your mind and vote for your second choice?
[asked only of respondents who have a 2nd choice, n=352]

48% Likely

48% Not Likely

41%

28%

20%

7%

4%

Very likely

Somewhat likely

Not very likely

Not likely at all

Don't know

(Current data: September 2017)

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Provincial Likelihood to Switch by 2nd Choice: PC mostly likely to benefit; 6-in-10 (60%) 2nd-choice PCs are likely to switch

Q How likely is it you may change your mind and vote for your second choice?
BY And which party would be your second choice?
[asked only of respondents who have a 2nd choice, n=352]

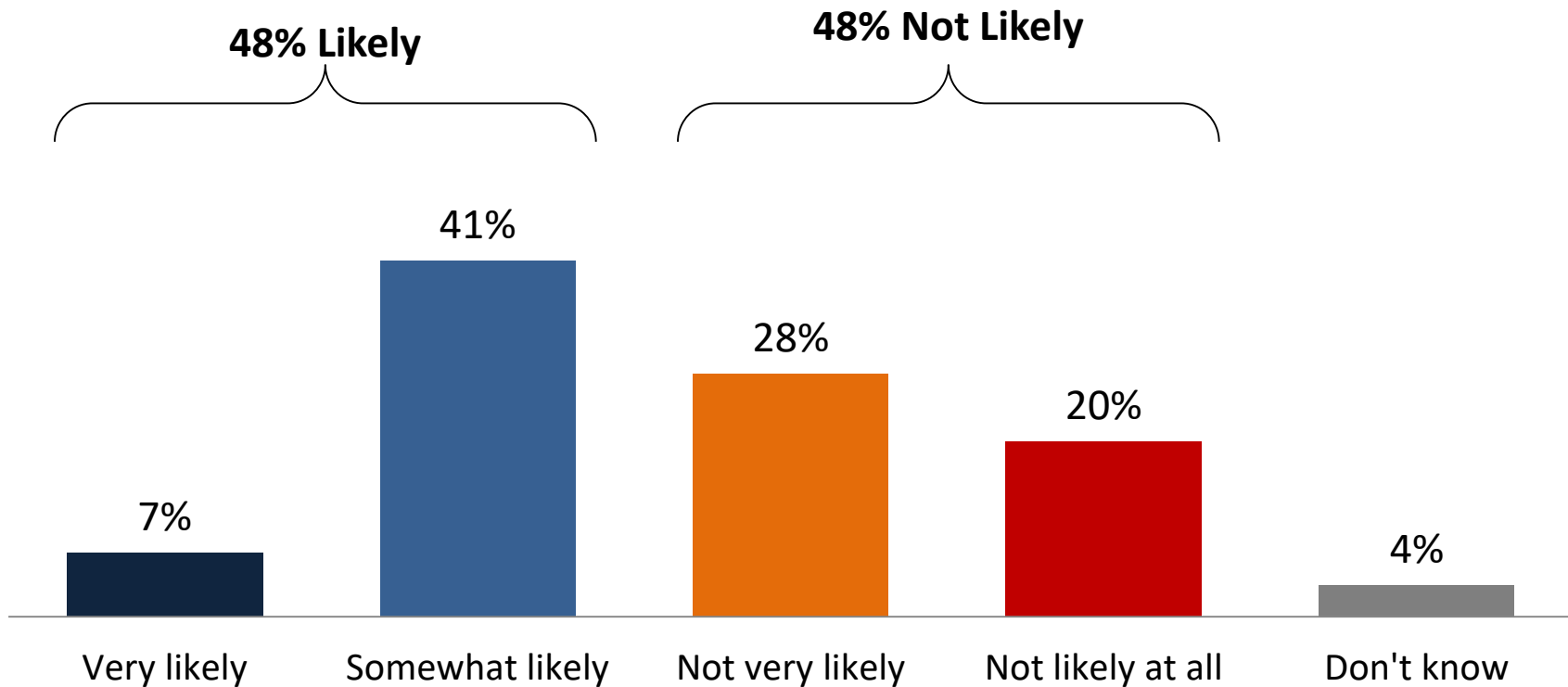|	PC 2nd choice	Liberal 2nd choice	NDP 2nd choice	Green 2nd choice
Very likely	7%	7%	5%	13%
Somewhat likely	53%	47%	39%	28%
Not very likely	28%	27%	29%	25%
Not likely at all	8%	15%	25%	28%
Don't know	4%	3%	3%	6%
TOTAL LIKELY	60%	55%	44%	41%

Note: 'Other' in 2nd Choice Vote not shown due to insufficient sample size, 'Refused' not shown.

(Current data: September 2017)

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Provincial Party ID: 3-in-10 (31%) identify as Liberal, more than 1-in-4 (27%) as PC; only 12% identify as NDP

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a....[PARTY ID]
[asked of all respondents, n=600]

PC	Liberal	NDP	Green/Other	None/Independent	Don't know
27%	31%	12%	7%	16%	8%

(Current data: September 2017)

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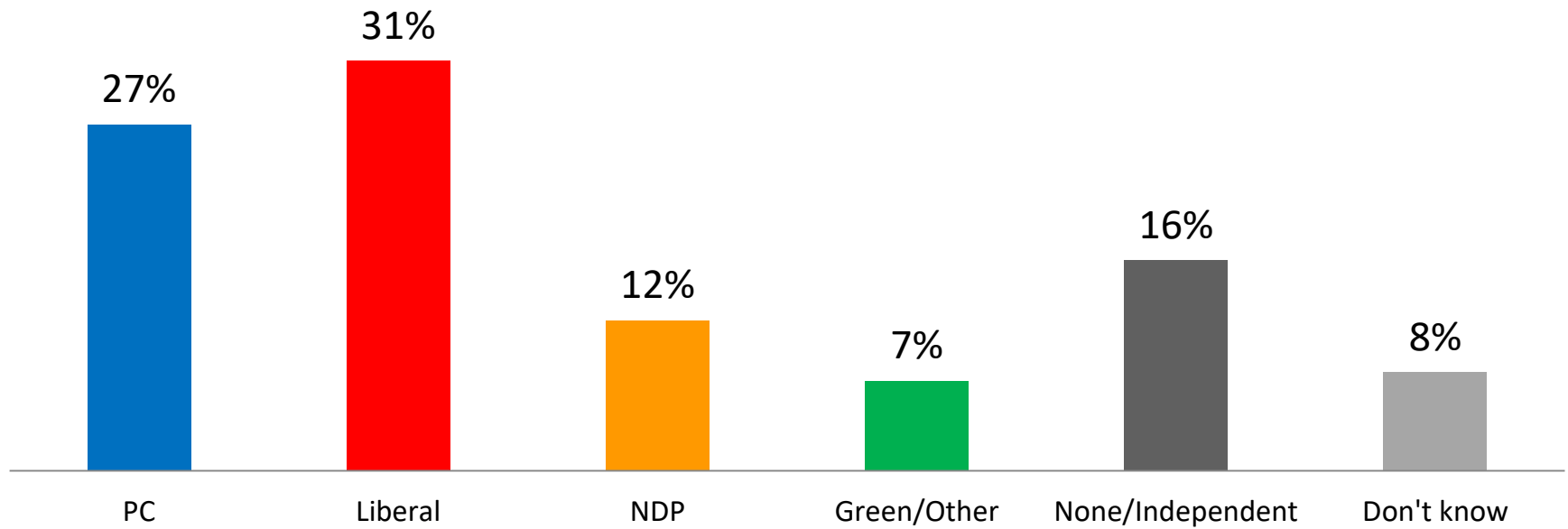
Combined Vote by Party ID: PC-identifiers (83%) most partisan; 7-in-10 Liberals, NDP say they will vote for their party

		Provincial Party Identification				
		Progressive Conservative	Liberal	NDP	Green/Other *	Unaligned
Provincial Combined Vote	Progressive Conservative	83%	11%	6%	14%	17%
	Liberal	3%	71%	5%	3%	14%
	NDP	4%	7%	70%	5%	9%
	Green/Other	2%	3%	7%	39%	2%
	Undecided/WNV	6%	9%	12%	33%	52%

(Current data: September 2017)
* Due to small n-size, the results should be treated with caution.

Time-for-a-Change Segments

Q Do you agree or disagree with the following statements?
1. It is time for a change in government here in Ontario.
2. The Liberals may have their problems but they are still the best party to form government.
[asked of all respondents; n=600]

Core Liberal 16%
Soft Liberal 6%
Time for Change Liberal 18%
Uncertain 5%
Soft Anti-Liberal 22%
Hostile 33%
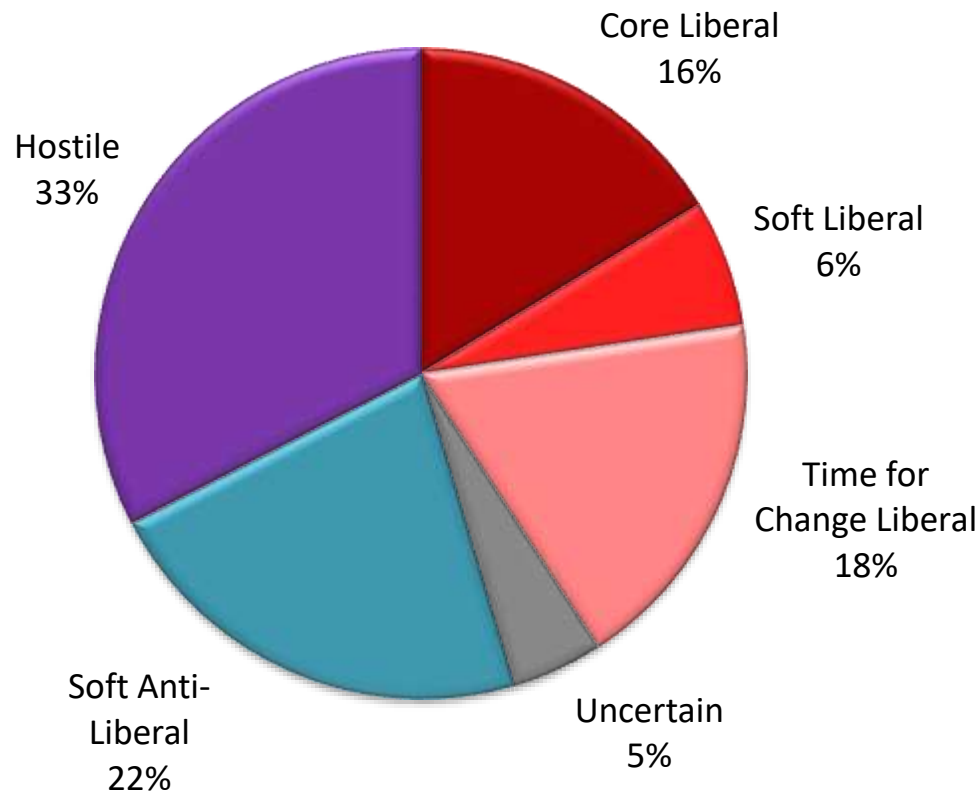
In additional analysis, the segments of 'Core/Soft' Liberal and 'Soft Anti-Liberal' and 'Uncertain' have been combined

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Time-for-a-Change tracking: Time-for-a-change Liberal segment (18%) up two points month-to-month

Q Time for a change segmentation tracking.
[asked of all respondents; n=600]
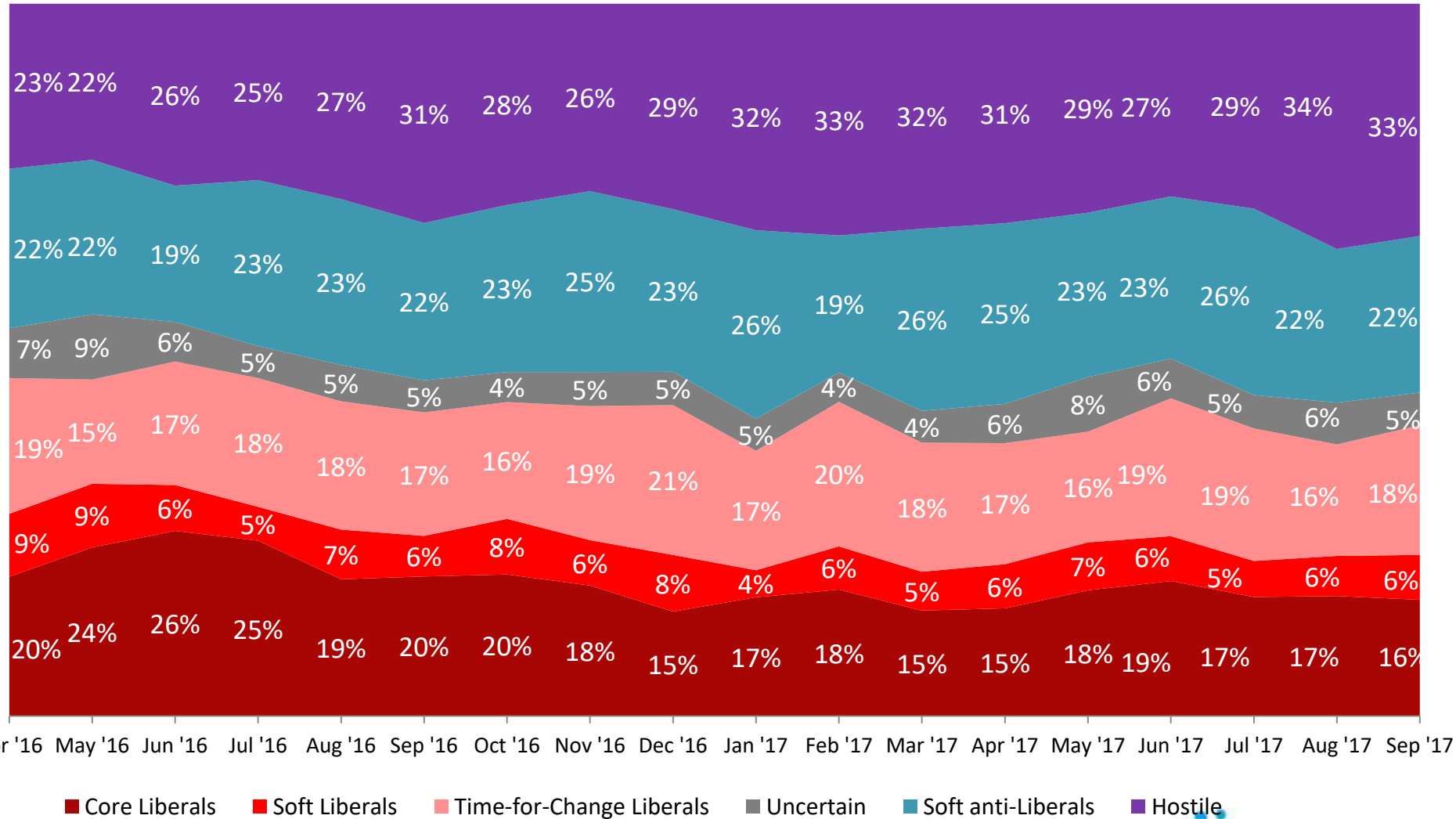
Legend: ■ Core Liberals ■ Soft Liberals ■ Time-for-Change Liberals ■ Uncertain ■ Soft anti-Liberals ■ Hostile

(Current data: September 2017. Surveys tracked since April 2016)

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Pre-writ Snapshot vs. 2017, Parties: Core/Soft base has shrunk 11 points since Pre-writ

March 2014, Pre-writ
Party ID

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

31%	21%	11%	7%	29%

- ■ Liberal
- ■ Progressive Conservative
- ■ NDP
- ■ Undecided/DK
- ■ None/Other

Time for a change segmentation*

- ■ Core Libs
- ■ Soft Libs
- ■ Time for change Libs
- ■ Uncertain

26% · 7% · 14% · 6% · 23% · 23%

47%
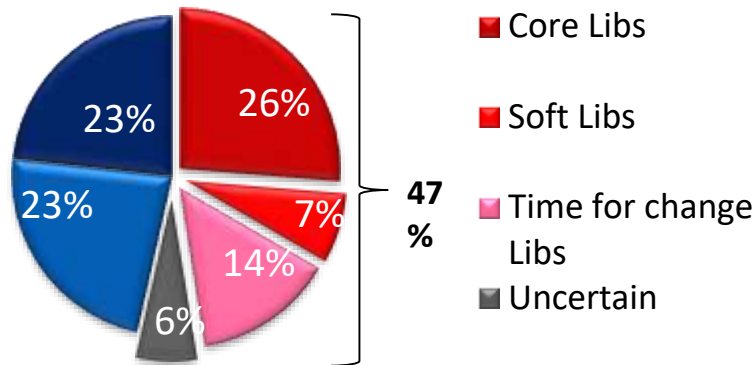
September 2017
Party ID

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

31%	27%	12%	8%	23%

- ■ Liberal
- ■ Progressive Conservative
- ■ NDP
- ■ Don't know
- ■ None/Other

Time for a change segmentation*

- ■ Core Libs
- ■ Soft Libs
- ■ Time for change Libs
- ■ Uncertain

16% · 6% · 18% · 5% · 22% · 33%

40%
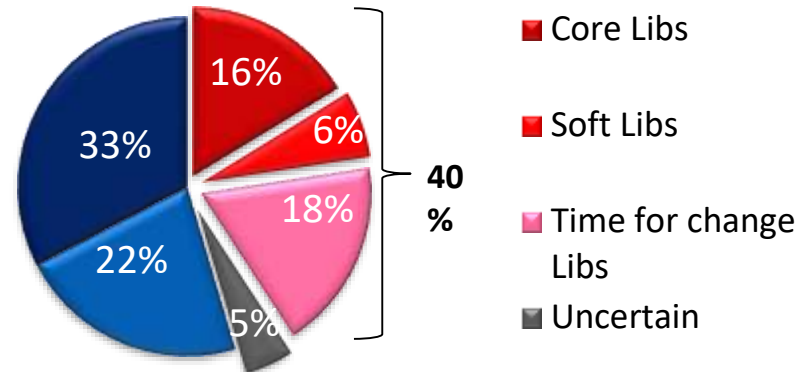
*Note: 2014 "Time for change" question worded as follows: "Now thinking about Kathleen Wynne and the Liberal government - do you think that Kathleen Wynne and the Liberal government have done a good enough job to deserve re-election, or is it time to give a new person and party a chance?".

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68% of Core/Soft and 47% of Time-for-Change Liberals would vote Liberal; majority (66%) of 'hostile' would vote PC

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**]
BY Time for a Change Segments
[asked of all respondents; n=600]

	Core/Soft Liberal	Time for Change Liberal	Soft Anti Liberal/ Uncertain	Hostile
PC	4%	10%	26%	66%
Liberal	68%	47%	10%	2%
NDP	6%	16%	17%	15%
Green/Other	3%	5%	8%	5%
Undecided/WNV	16%	22%	34%	12%

(Current data: September 2017)

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Leader Image (1709 OTM)

Leadership Favourability: strongly unfavourable ratings for Wynne; Brown, Horwath appear favourably, although unknown

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…

[asked of all respondents, n=600]

50%

Net Favourability

	Very favourable	Somewhat favourable	Neutral	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know	Net Favourability
Patrick Brown	8%	17%	7%	10%	7%	38%	12%	+8%
Kathleen Wynne	5%	17%	4%	17%	46%	7%	4%	-40%
Andrea Horwath	9%	26%	10%	10%	5%	27%	10%	+20%

■ Very favourable   ■ Somewhat favourable
■ Neutral/Neither favourable nor unfavourable   ■ Somewhat unfavourable
■ Very unfavourable   ■ Do not recognize
■ Don't know

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Note: 'Refused' not shown

Patrick Brown largely unknown; 46% of Hostile, 51% of PC-identifiers have a favourable impression of Brown

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…**Patrick Brown**

[asked of all respondents, n=600]
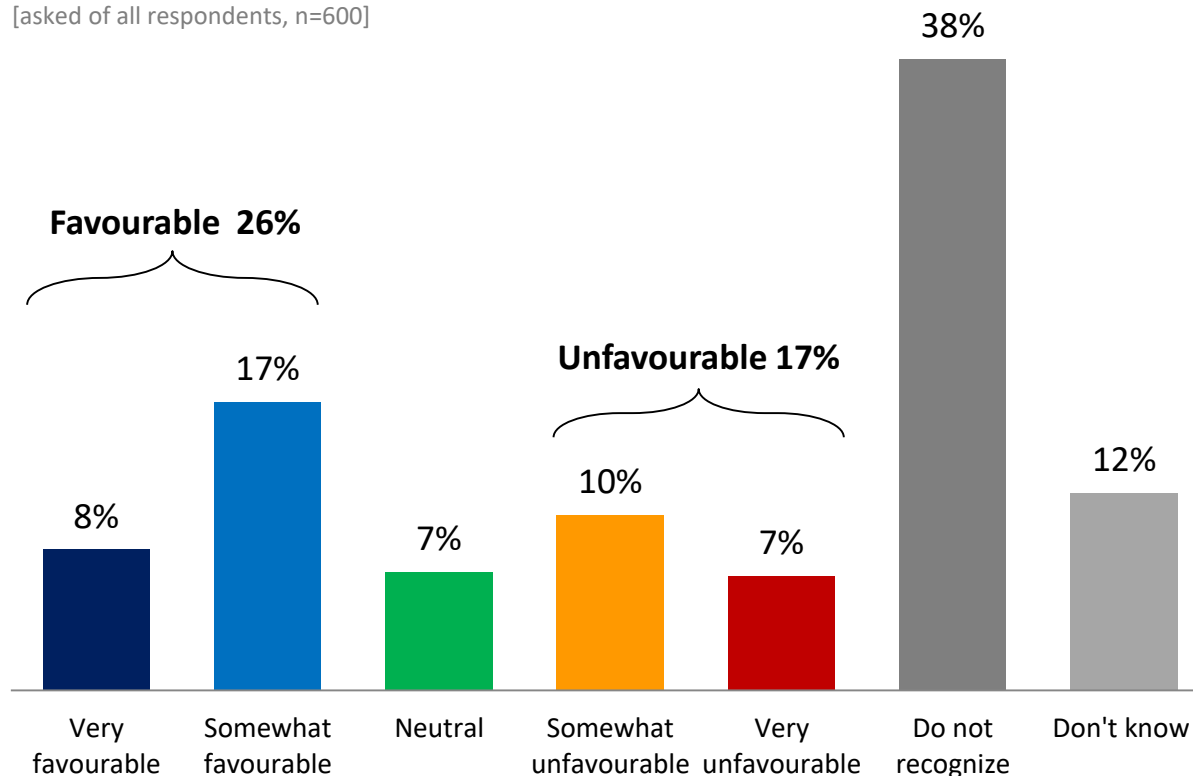
Favourable 26%

Unfavourable 17%

Category	%
Very favourable	8%
Somewhat favourable	17%
Neutral	7%
Somewhat unfavourable	10%
Very unfavourable	7%
Do not recognize	38%
Don't know	12%

Sample Breakdown ▶▶

Those who say "favourable"

Mood
- Right Direction — 16%
- Wrong Direction — 37%

Income
- <60K — 22%
- 60-100K — 28%
- 100K+ — 30%

TfC Liberals
- Core/Soft Liberals — 8%
- Time for change Liberals — 17%
- Uncertain/Soft Anti-Liberals — 21%
- Hostile — 46%

Party ID
- Progressive Conservative — 51%
- Liberal — 16%
- NDP — 17%
- Green/Other — 18%
- Unaligned — 16%

Note: Refused (1%) not shown.

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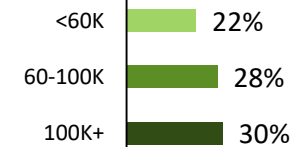
Patrick Brown tracking: Brown's net favourability down slightly, still positive; nearly half (49%) unaware of him

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. **Patrick Brown [Tim Hudak]**
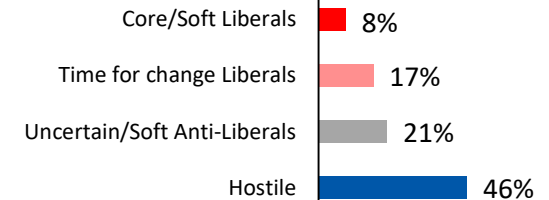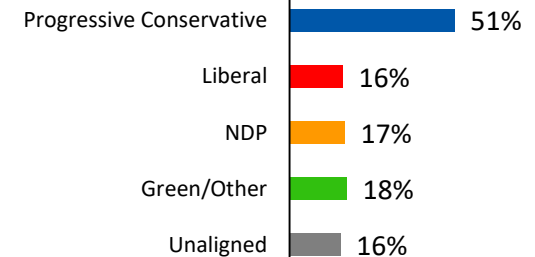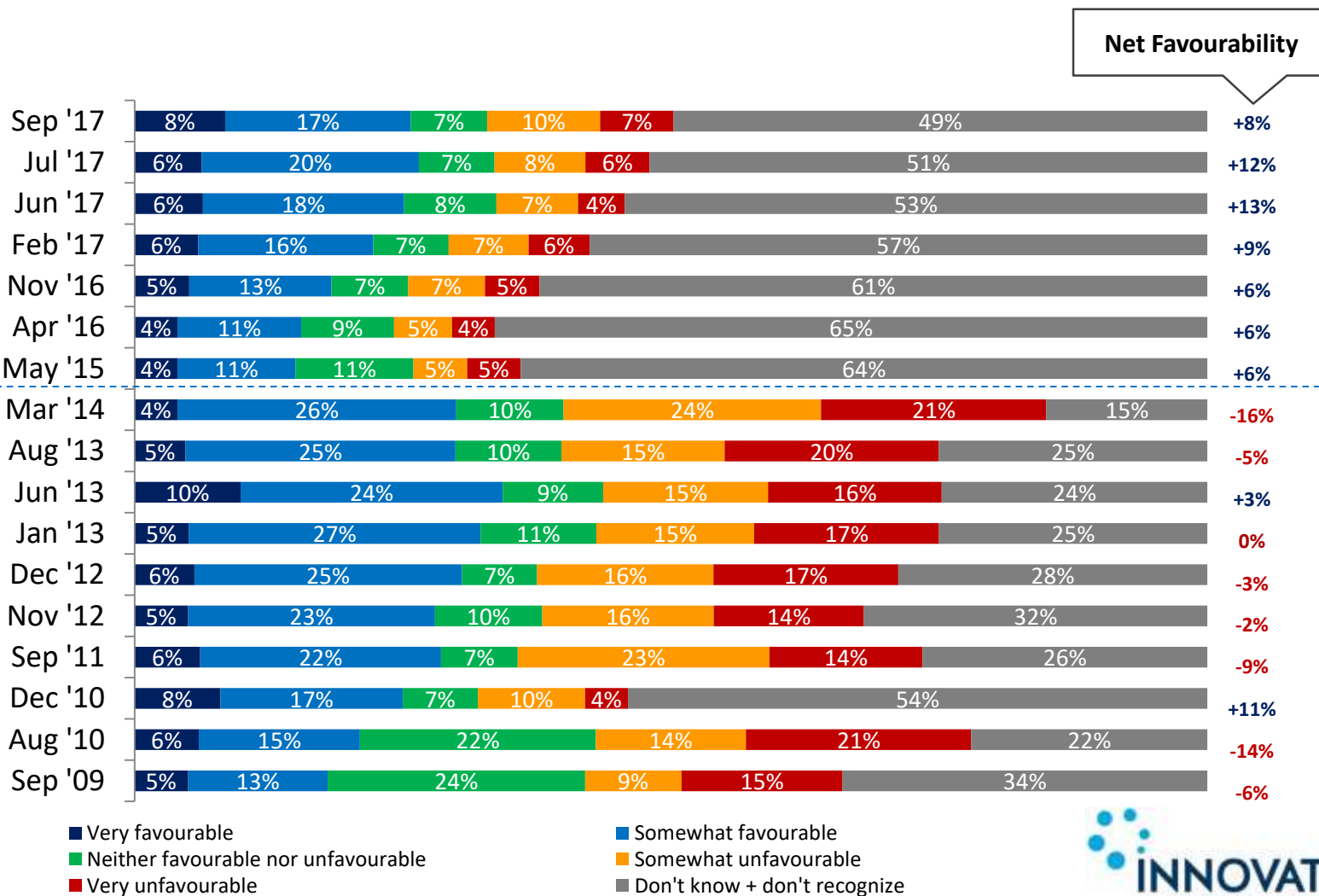
Net Favourability

Date	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourability
Sep '17	8%	17%	7%	10%	7%	49%	+8%
Jul '17	6%	20%	7%	8%	6%	51%	+12%
Jun '17	6%	18%	8%	7%	4%	53%	+13%
Feb '17	6%	16%	7%	7%	6%	57%	+9%
Nov '16	5%	13%	7%	7%	5%	61%	+6%
Apr '16	4%	11%	9%	5%	4%	65%	+6%
Patrick Brown May '15	4%	11%	11%	5%	5%	64%	+6%
Tim Hudak Mar '14	4%	26%	10%	24%	21%	15%	-16%
Aug '13	5%	25%	10%	15%	20%	25%	-5%
Jun '13	10%	24%	9%	15%	16%	24%	+3%
Jan '13	5%	27%	11%	15%	17%	25%	0%
Dec '12	6%	25%	7%	16%	17%	28%	-3%
Nov '12	5%	23%	10%	16%	14%	32%	-2%
Sep '11	6%	22%	7%	23%	14%	26%	-9%
Dec '10	8%	17%	7%	10%	4%	54%	+11%
Aug '10	6%	15%	22%	14%	21%	22%	-14%
Sep '09	5%	13%	24%	9%	15%	34%	-6%

■ Very favourable
■ Somewhat favourable
■ Neither favourable nor unfavourable
■ Somewhat unfavourable
■ Very unfavourable
■ Don't know + don't recognize

Kathleen Wynne: more than 6-in-10 (63%) feel unfavourably towards Wynne; less than half (47%) of Liberals feel favourably

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...**Kathleen Wynne**

[asked of all respondents, n=600]
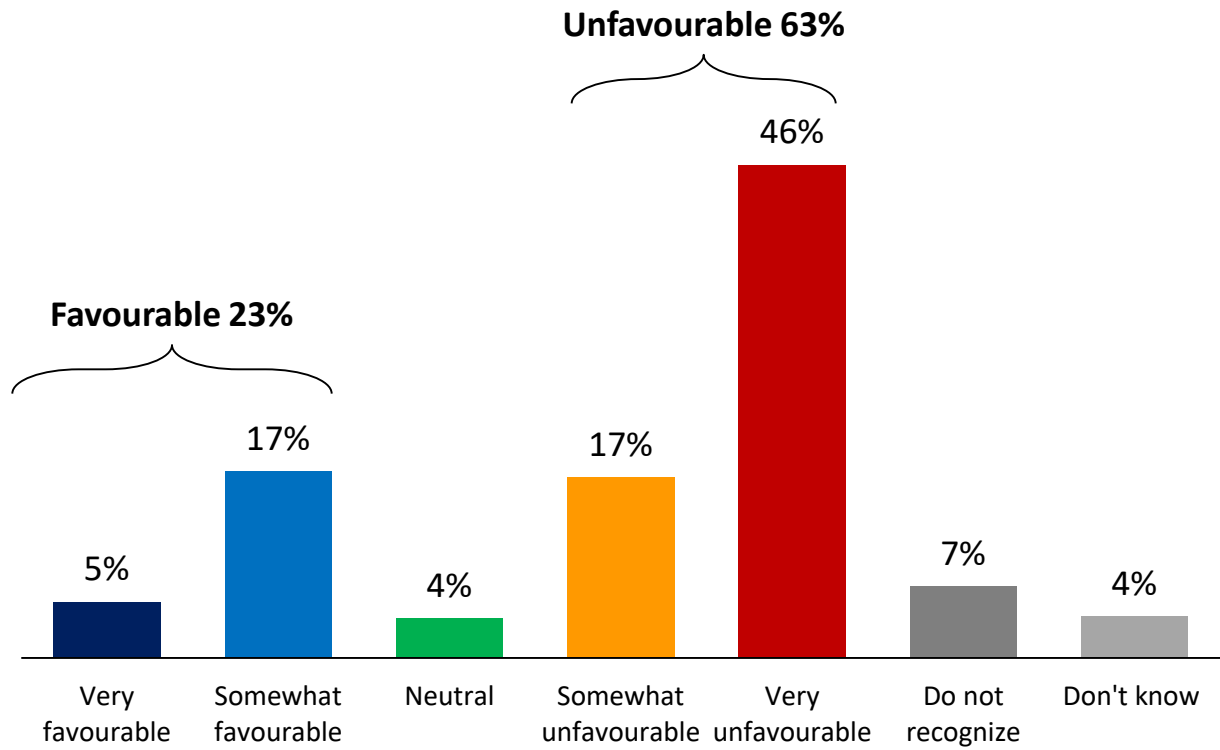
Favourable 23%

Unfavourable 63%

Very favourable	Somewhat favourable	Neutral	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
5%	17%	4%	17%	46%	7%	4%

Sample Breakdown ▶▶
Those who say "favourable"

Mood
- Right Direction 43%
- Wrong Direction 5%

Income
- <60K 21%
- 60-100K 21%
- 100K+ 29%

TfC Liberals
- Core/Soft Liberals 60%
- Time for change Liberals 22%
- Uncertain/Soft Anti-Liberals 16%
- Hostile 2%

Provincial Party ID
- Progressive Conservative 5%
- Liberal 47%
- NDP 22%
- Green/Other 17%
- Unaligned 12%

Note: Refused (1%) not shown.

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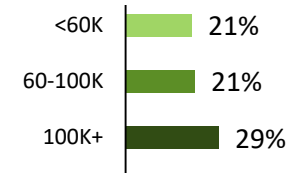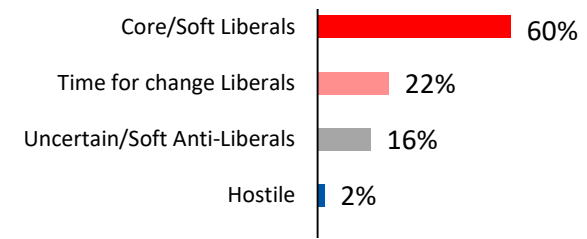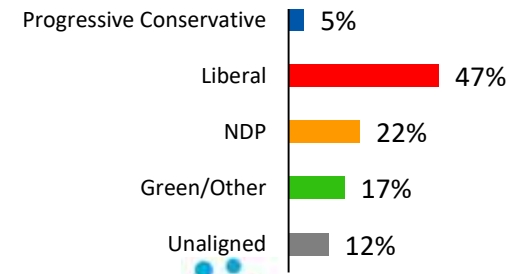
Kathleen Wynne tracking: favourables haven't budged since Nov '16 - a strong majority still feel negatively about her

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]**
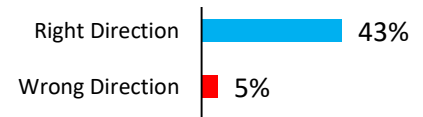
Net Favourability

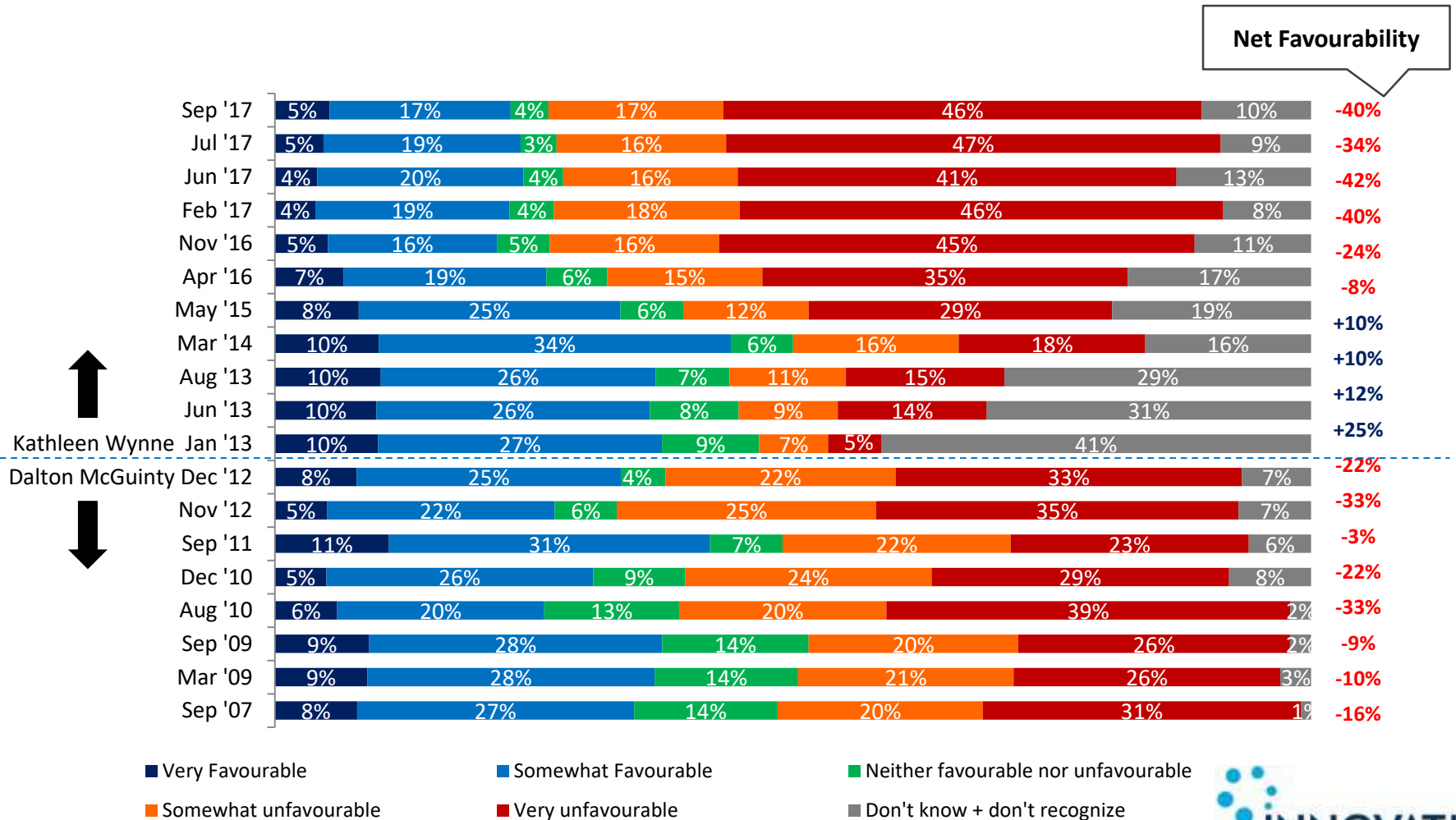| Date	Very Favourable	Somewhat Favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net
Sep '17	5%	17%	4%	17%	46%	10%	-40%
Jul '17	5%	19%	3%	16%	47%	9%	-34%
Jun '17	4%	20%	4%	16%	41%	13%	-42%
Feb '17	4%	19%	4%	18%	46%	8%	-40%
Nov '16	5%	16%	5%	16%	45%	11%	-24%
Apr '16	7%	19%	6%	15%	35%	17%	-8%
May '15	8%	25%	6%	12%	29%	19%	+10%
Mar '14	10%	34%	6%	16%	18%	16%	+10%
Aug '13	10%	26%	7%	11%	15%	29%	+12%
Jun '13	10%	26%	8%	9%	14%	31%	+25%
Kathleen Wynne Jan '13	10%	27%	9%	7%	5%	41%	-22%
Dalton McGuinty Dec '12	8%	25%	4%	22%	33%	7%	-33%
Nov '12	5%	22%	6%	25%	35%	7%	-3%
Sep '11	11%	31%	7%	22%	23%	6%	-22%
Dec '10	5%	26%	9%	24%	29%	8%	-33%
Aug '10	6%	20%	13%	20%	39%	2%	-9%
Sep '09	9%	28%	14%	20%	26%	2%	-10%
Mar '09	9%	28%	14%	21%	26%	3%	-16%
Sep '07	8%	27%	14%	20%	31%	1%	

■ Very Favourable   ■ Somewhat Favourable   ■ Neither favourable nor unfavourable
■ Somewhat unfavourable   ■ Very unfavourable   ■ Don't know + don't recognize

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Wynne Favourability by Provincial Party ID (Column %): just 5% of TfC Liberals feel "very favourable" towards Wynne

Wynne Favourability	Provincial Party ID					
	PC	Liberal	NDP	Green/Other	Unaligned	Total
Very Favourable	1%	(14%)	1%	0%	2%	5%
Somewhat favourable	3%	33%	21%	17%	11%	17%
Neutral	2%	4%	3%	0%	6%	4%
Somewhat unfavourable	8%	21%	19%	15%	20%	17%
Very unfavourable	81%	16%	50%	56%	41%	46%
Do not recognize	3%	6%	3%	11%	12%	7%
Don't know	1%	6%	3%	0%	6%	4%

Wynne Favourability	Time for a change Liberal segmentation			
	Core/Soft Liberals	Time for change Liberals	Uncertain/ Soft Anti-Liberals	Hostile
Very Favourable	17%	(5%)	0%	2%
Somewhat favourable	43%	17%	16%	0%
Neutral	3%	2%	8%	2%
Somewhat unfavourable	18%	29%	21%	6%
Very unfavourable	5%	31%	39%	88%
Do not recognize	8%	12%	9%	1%
Don't know	7%	3%	6%	1%

Note: Refused not shown.

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Andrea Horwath: 36% have a favourable impression; highest with NDP-identifiers (58%), Green/Other (47%), Hostile (48%)

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... **Andrea Horwath**
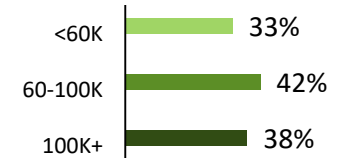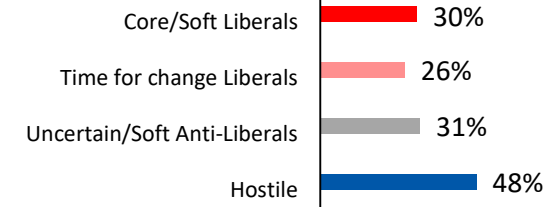
[asked of all respondents, n=600]
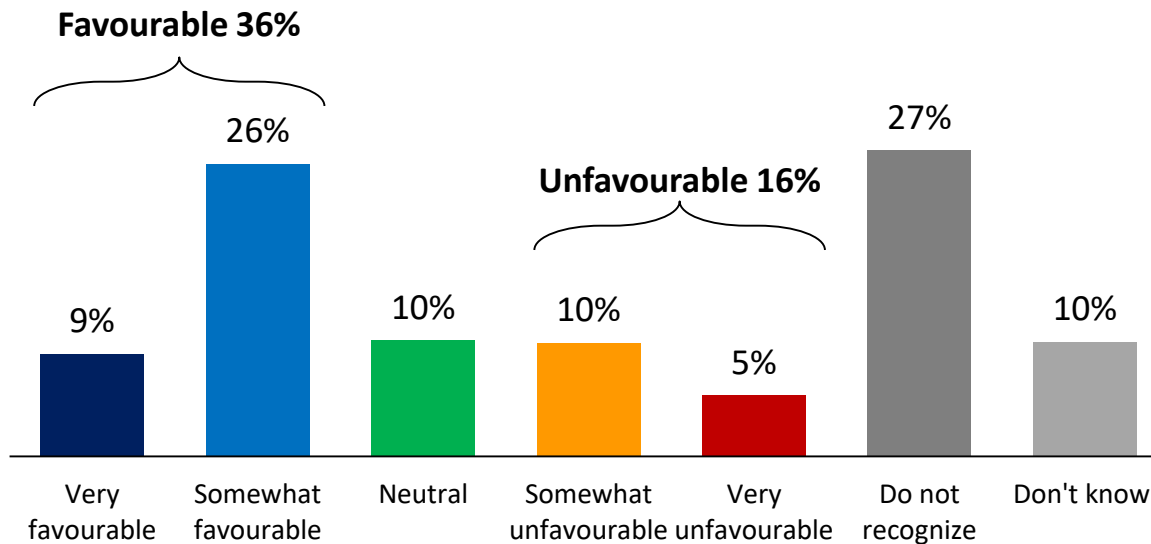
Favourable 36%

Unfavourable 16%

- Very favourable: 9%
- Somewhat favourable: 26%
- Neutral: 10%
- Somewhat unfavourable: 10%
- Very unfavourable: 5%
- Do not recognize: 27%
- Don't know: 10%

Sample Breakdown ▶▶
Those who say "favourable"

Mood
- Right Direction: 31%
- Wrong Direction: 42%

Income
- <60K: 33%
- 60-100K: 42%
- 100K+: 38%

TfC Liberals
- Core/Soft Liberals: 30%
- Time for change Liberals: 26%
- Uncertain/Soft Anti-Liberals: 31%
- Hostile: 48%

Provincial Party ID
- Progressive Conservative: 42%
- Liberal: 29%
- NDP: 58%
- Green/Other: 47%
- Unaligned: 23%

Note: 'Refused' (1%) not shown.

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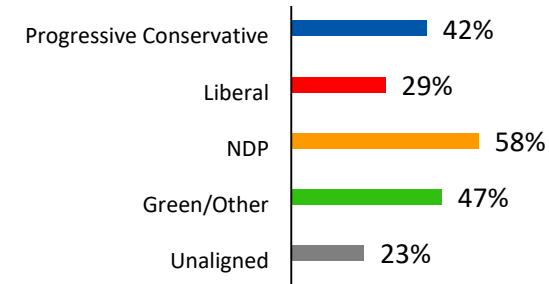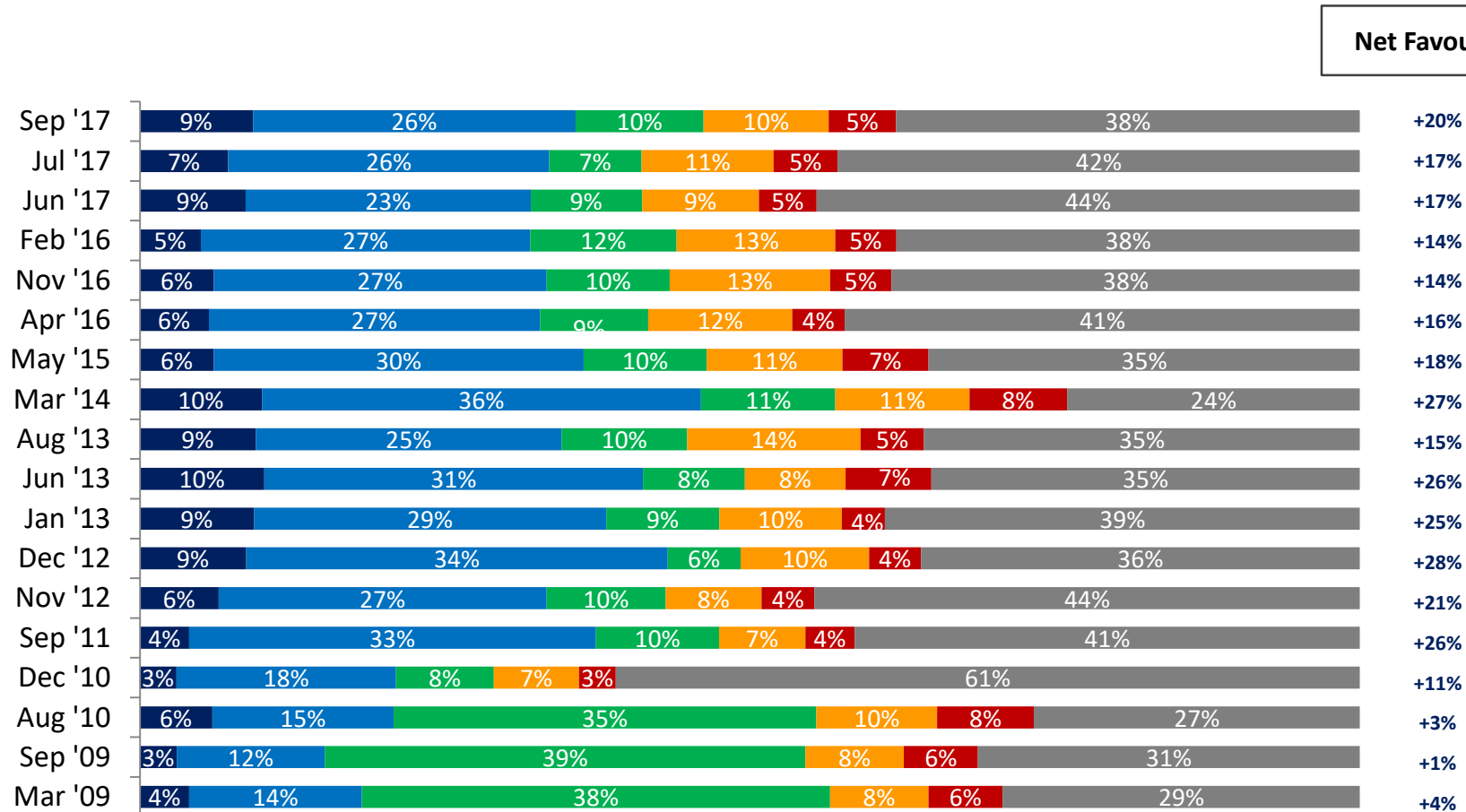
Andrea Horwath tracking: net favourability positive and up 3 points, highest since March 2014

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. **Andrea Horwath**

Net Favourability

Date	Very Favourable	Somewhat Favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourability
Sep '17	9%	26%	10%	10%	5%	38%	+20%
Jul '17	7%	26%	7%	11%	5%	42%	+17%
Jun '17	9%	23%	9%	9%	5%	44%	+17%
Feb '16	5%	27%	12%	13%	5%	38%	+14%
Nov '16	6%	27%	10%	13%	5%	38%	+14%
Apr '16	6%	27%	9%	12%	4%	41%	+16%
May '15	6%	30%	10%	11%	7%	35%	+18%
Mar '14	10%	36%	11%	11%	8%	24%	+27%
Aug '13	9%	25%	10%	14%	5%	35%	+15%
Jun '13	10%	31%	8%	8%	7%	35%	+26%
Jan '13	9%	29%	9%	10%	4%	39%	+25%
Dec '12	9%	34%	6%	10%	4%	36%	+28%
Nov '12	6%	27%	10%	8%	4%	44%	+21%
Sep '11	4%	33%	10%	7%	4%	41%	+26%
Dec '10	3%	18%	8%	7%	3%	61%	+11%
Aug '10	6%	15%	35%	10%	8%	27%	+3%
Sep '09	3%	12%	39%	8%	6%	31%	+1%
Mar '09	4%	14%	38%	8%	6%	29%	+4%

■ Very Favourable   ■ Somewhat Favourable   ■ Neither favourable nor unfavourable
■ Somewhat unfavourable   ■ Very unfavourable   ■ Don't know + don't recognize

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Pre-writ Snapshot vs. 2017, Leaders: Wynne's leadership attitudes have dropped sharply since pre-writ

March 2014, Pre-writ

Best Premier

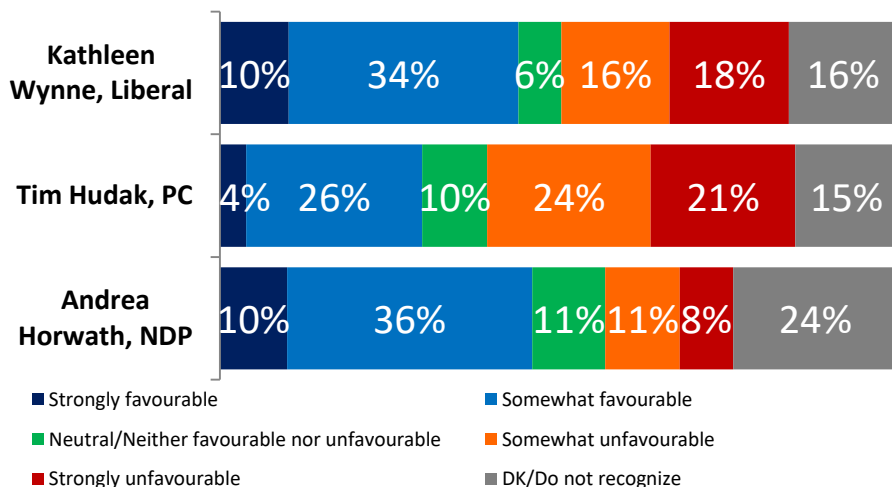**Q** Which of the following leaders would make the best Premier of Ontario?

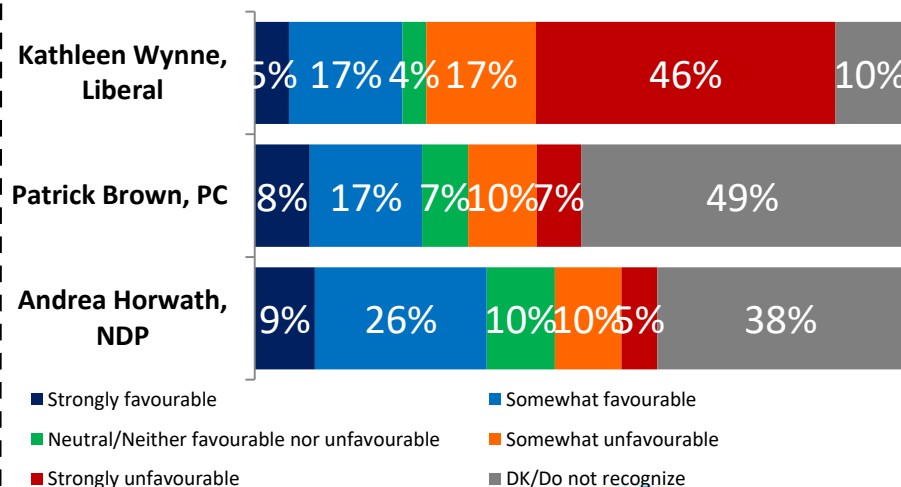| 27%	17%	18%	26%	8%

- ■ Kathleen Wynne, Liberal
- ■ Tim Hudak, PC
- ■ Andrea Horwath, NDP
- ■ Undecided/DK

Leader Favourables

Q Below are the names of several individuals who have been mentioned in the news recently...

Kathleen Wynne, Liberal	10%	34%	6%	16%	18%	16%
Tim Hudak, PC	4%	26%	10%	24%	21%	15%
Andrea Horwath, NDP	10%	36%	11%	11%	8%	24%

September 2017

Best Premier

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

16%	25%	21%	25%	11%

- ■ Kathleen Wynne, Liberal
- ■ Patrick Brown, PC
- ■ Andrea Horwath, NDP
- ■ Undecided/DK

Leader Favourables

Q Below are the names of several individuals who have been mentioned in the news recently...

Kathleen Wynne, Liberal	6%	17%	4%	17%	46%	10%
Patrick Brown, PC	8%	17%	7%	10%	7%	49%
Andrea Horwath, NDP	9%	26%	10%	10%	5%	38%

- ■ Strongly favourable
- ■ Somewhat favourable
- ■ Neutral/Neither favourable nor unfavourable
- ■ Somewhat unfavourable
- ■ Strongly unfavourable
- ■ DK/Do not recognize

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Leader Audience (1709 OTM)

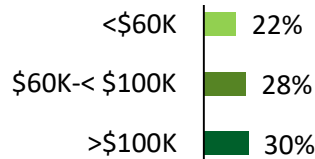# Brown most favourable among pessimistic ('wrong track': 38%), PC-identifiers and highly educated

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…**Patrick Brown** - *favourable*

Age/gender
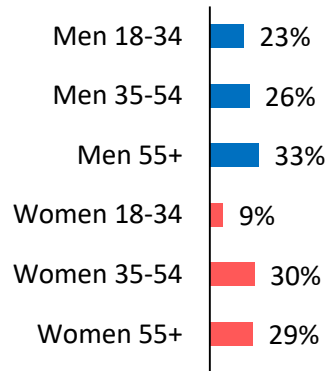
Men 18-34	23%
Men 35-54	26%
Men 55+	33%
Women 18-34	9%
Women 35-54	30%
Women 55+	29%

Income

<$60K	22%
$60K-<$100K	28%
>$100K	30%

Gender/employment status

Men Working	29%
Men NOT Working	24%
Women NOT Working	28%
Female Working	21%

Gender

Male	28%
Female	24%

Party ID

PC	51%
Liberal	16%
NDP	17%
Green/Other	18%
Unaligned	16%

Mood

Right Track	16%
Wrong Track	37%

Region

Toronto	27%
GTA	30%
South/ West	23%
North/ East	23%

GTA vs. Rest of ON

GTA	29%
Rest of ON	23%

Education

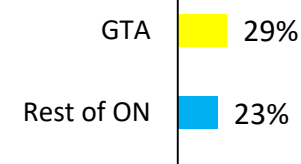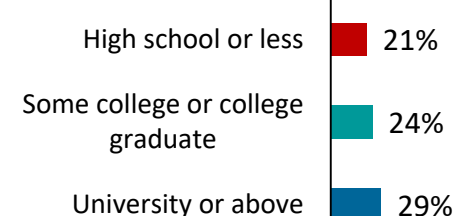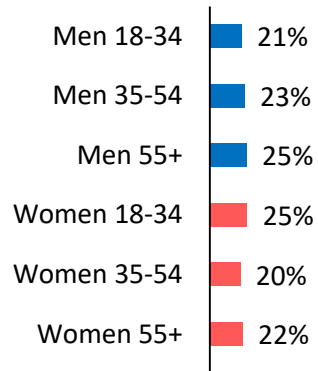|	
High school or less	21%
Some college or college graduate	24%
University or above	29%
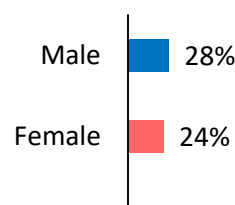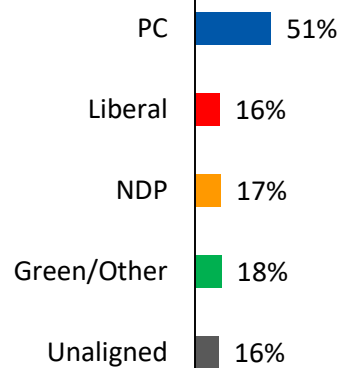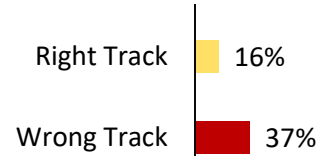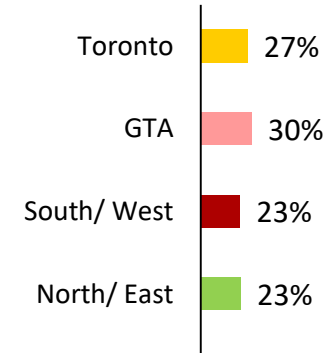
Wynne's favorability highest among Liberal base, Toronto, highly educated, those who think Ontario on right track
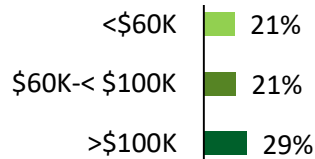
Q Now, I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just say so. How about…**Kathleen Wynne -** *favourable*
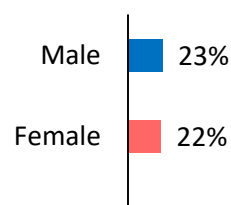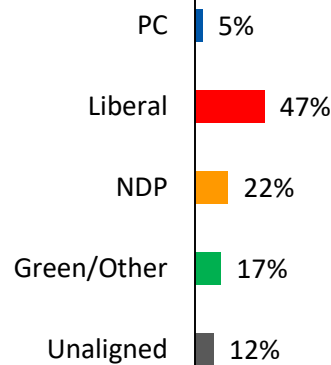
Age/gender

Men 18-34	21%
Men 35-54	23%
Men 55+	25%
Women 18-34	25%
Women 35-54	20%
Women 55+	22%

Income

<$60K	21%
$60K-<$100K	21%
>$100K	29%

Gender/employment status

Men Working	22%
Men NOT Working	25%
Women NOT Working	24%
Female Working	21%

Gender

Male	23%
Female	22%

Party ID

PC	5%
Liberal	47%
NDP	22%
Green/Other	17%
Unaligned	12%

Mood

Right Track	43%
Wrong Track	5%

Region

Toronto	31%
GTA	24%
South/West	18%
North/East	19%

GTA vs. Rest of ON

GTA	27%
Rest of ON	18%

Education

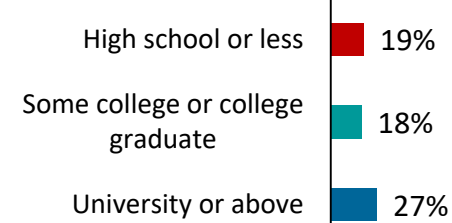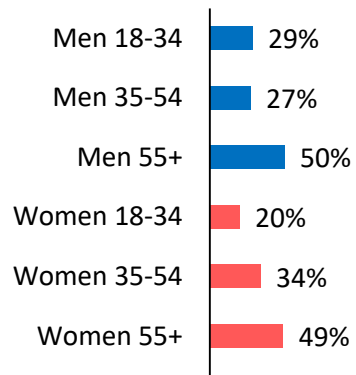|	
High school or less	19%
Some college or college graduate	18%
University or above	27%
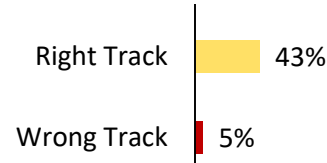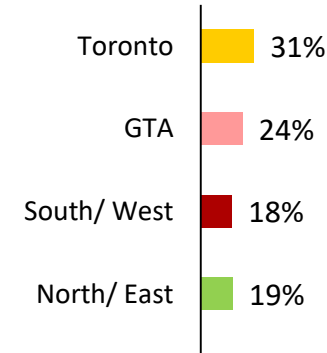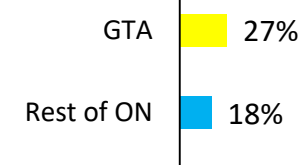
Horwath favourability highest among NDP voters, those aged 55+, and middle-income Ontarians
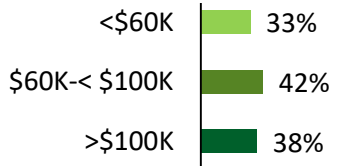
Q Now, I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just say so. How about…**Andrea Horwath -** *favourable*
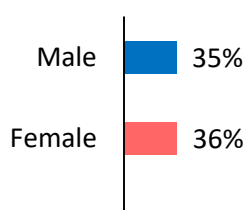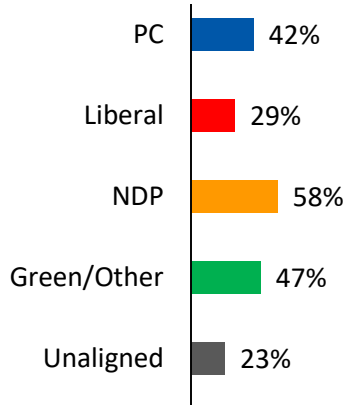
Age/gender

Men 18-34	29%
Men 35-54	27%
Men 55+	50%
Women 18-34	20%
Women 35-54	34%
Women 55+	49%

Income

<$60K	33%
$60K-< $100K	42%
>$100K	38%

Gender/employment status

Men Working	33%
Men NOT Working	42%
Women NOT Working	37%
Female Working	35%

Gender

Male	35%
Female	36%

Party ID

PC	42%
Liberal	29%
NDP	58%
Green/Other	47%
Unaligned	23%

Mood

Right Track	31%
Wrong Track	42%

Region

Toronto	42%
GTA	28%
South/ West	33%
North/ East	40%

GTA vs. Rest of ON

GTA	34%
Rest of ON	36%

Education

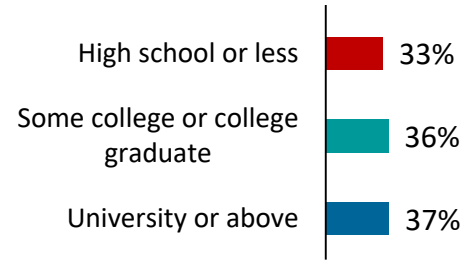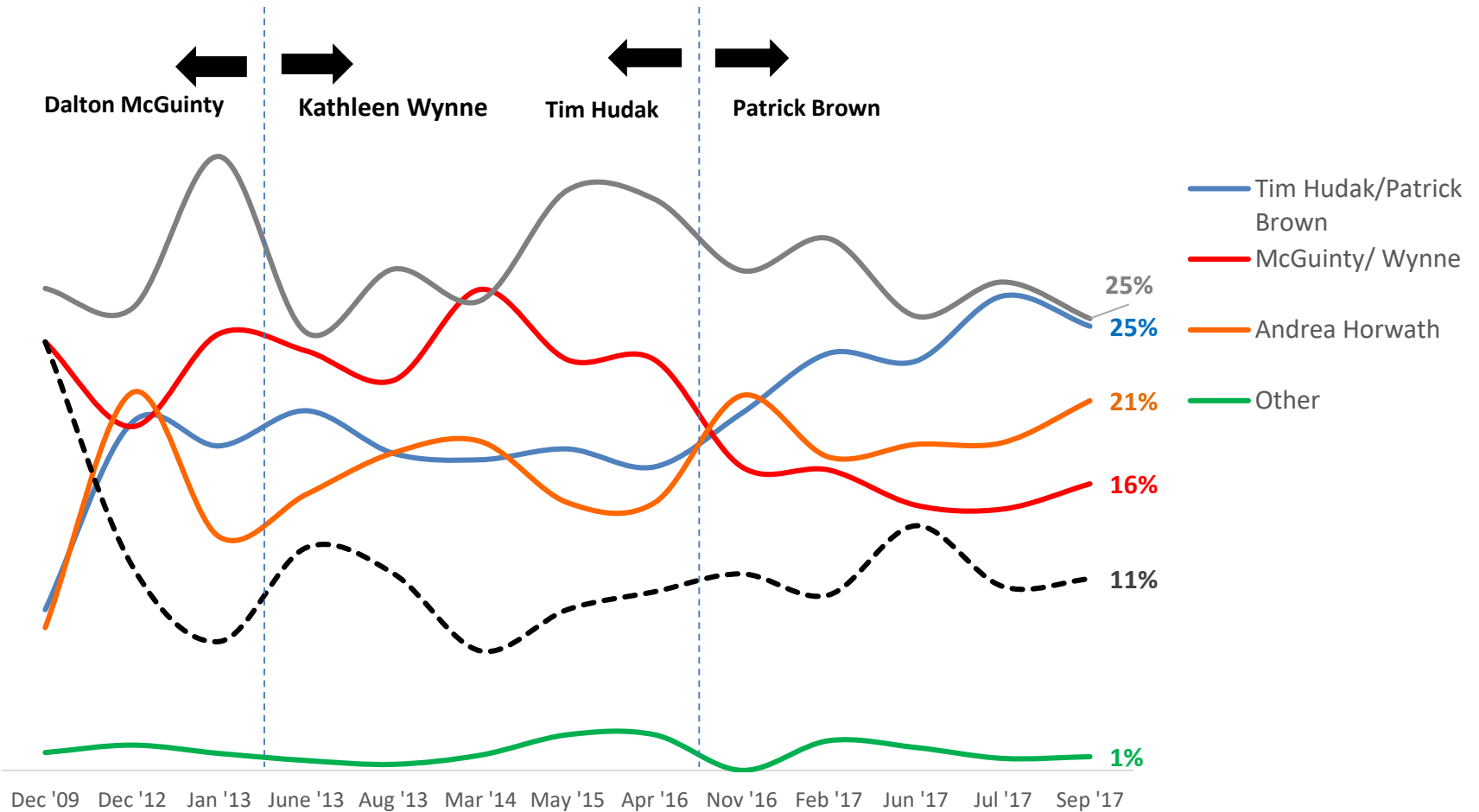|	
High school or less	33%
Some college or college graduate	36%
University or above	37%
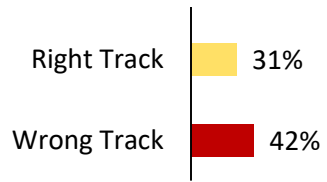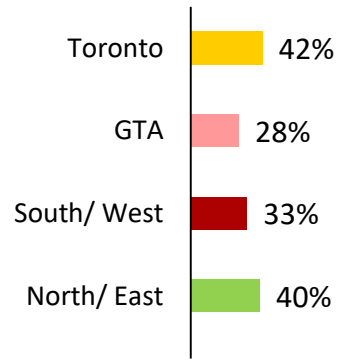
Brown leads on Best Premier at 25%, Horwath (21%) in 2nd, up 3 points and Wynne trails in 3rd at 16%

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

[asked of all respondents, n=600]

Dalton McGuinty | **Kathleen Wynne** | **Tim Hudak** | **Patrick Brown**

Legend:
- Tim Hudak/Patrick Brown
- McGuinty/ Wynne
- Andrea Horwath
- Other

25%
25%
21%
16%
11%
1%

Dec '09 Dec '12 Jan '13 June '13 Aug '13 Mar '14 May '15 Apr '16 Nov '16 Feb '17 Jun '17 Jul '17 Sep '17

Note: 'Refused" (2%) not shown

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Best Premier by Provincial ID (Column %): Only 18% of TfC Liberals, 36% of Liberal ID'ers think Wynne best for Premier

Best Premier	Provincial Party ID					
	PC	Liberal	NDP	Green/Other	Unaligned	Total
Patrick Brown	54%	15%	12%	12%	15%	25%
Kathleen Wynne	4%	36%	10%	12%	7%	16%
Andrea Horwath	17%	13%	54%	34%	16%	21%
None of the above	11%	9%	6%	9%	16%	11%
Undecided/ Don't Know	13%	25%	17%	24%	43%	25%

Best Premier	Time for a change Segmentation			
	Core/Soft Liberals	Time for change Liberals	Uncertain/ Soft Anti-Liberals	Hostile
Patrick Brown	9%	10%	23%	45%
Kathleen Wynne	42%	18%	12%	0%
Andrea Horwath	13%	25%	19%	25%
None of the above	8%	9%	11%	14%
Undecided/ Don't Know	28%	36%	32%	12%

Note: 'Refused' not shown

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Best Premier by Wynne Favourability (Column %): A plurality of those who feel "very unfavourable" think Brown is best

	Kathleen Wynne, Favourability						
Best Premier	**Very favourable**	**Somewhat favourable**	**Neutral**	**Somewhat unfavourable**	**Very unfavourable**	**Do not recognize**	**Total**
Patrick Brown	12%	5%	10%	21%	39%	6%	25%
Kathleen Wynne	70%	55%	10%	9%	0%	3%	16%
Andrea Horwath	5%	19%	15%	23%	26%	6%	21%
None of the above	3%	5%	15%	11%	12%	22%	11%
Undecided/DK	9%	15%	49%	36%	19%	62%	25%

Note: 'Refused' not shown

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