Public Opinion Research ▶▶

Canada This Month: Ontario Politics

Party Attributes, Leader Favourables
& Patrick Brown Resignation

Methodology & Demographics

Methodology

- These are the findings from two Innovative Research Group (INNOVATIVE) polls conducted from January 11th to January 17th , 2018 (Wave 1), and January 26th to 29th, 2018 (Wave 2), respectively.

- The online surveys of 1,040 (W1) and 1,027 (W2) adult Ontarians were conducted on INNOVATIVE's Canada 20/20 national research panel with additional sample from Survey Sampling International, a leading provider of online sample. The Wave 1 Ontario sample is drawn from a Canada wide survey of N=2,315 conducted on the same dates.

- Both samples are weighted by age, gender, and region of the province based on the latest Statistics Canada Census data. Weighted and unweighted N-sizes for each cell are provided on the following slides.

- 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 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 province 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.

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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Wave 1 Weighting: Region, age, gender

Results for Ontario are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported below.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	109	10.5%	137	13.7%
Males 35-54	152	14.6%	183	18.3%
Males 55+	306	29.4%	160	16.0%
Females 18-34	104	10.0%	140	14.0%
Females 35-54	141	13.6%	194	19.4%
Females 55+	228	21.9%	186	18.6%
Toronto	238	22.9%	209	20.9%
Rest of GTA	213	20.5%	253	25.3%
South/West	296	28.5%	262	26.2%
North/East	293	28.2%	276	27.6%

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Wave 2 Weighting: Region, age, gender

Results for Ontario are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported below.

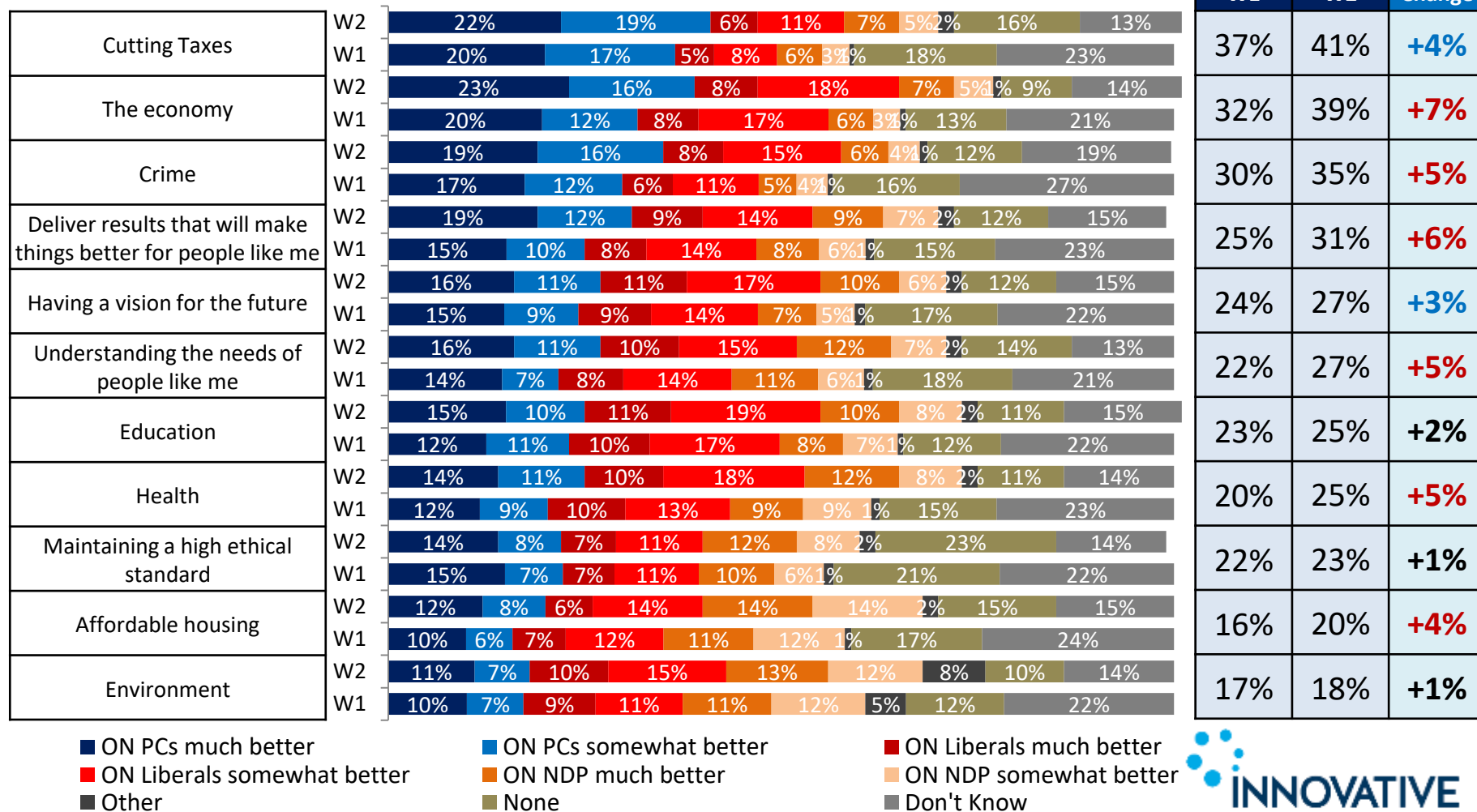|	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	109	10.6%	138	13.8%
Males 35-54	170	16.6%	166	16.6%
Males 55+	220	21.4%	177	17.7%
Females 18-34	133	13.0%	138	13.8%
Females 35-54	179	17.4%	178	17.9%
Females 55+	216	21.0%	203	20.3%
Toronto	224	21.8%	209	20.9%
Rest of GTA	248	24.1%	260	26.0%
South/West	275	26.8%	258	25.8%
North/East	280	27.3%	273	27.3%

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Party Attributes

Party Brand Attributes: PCs have made gains on all issues

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...?

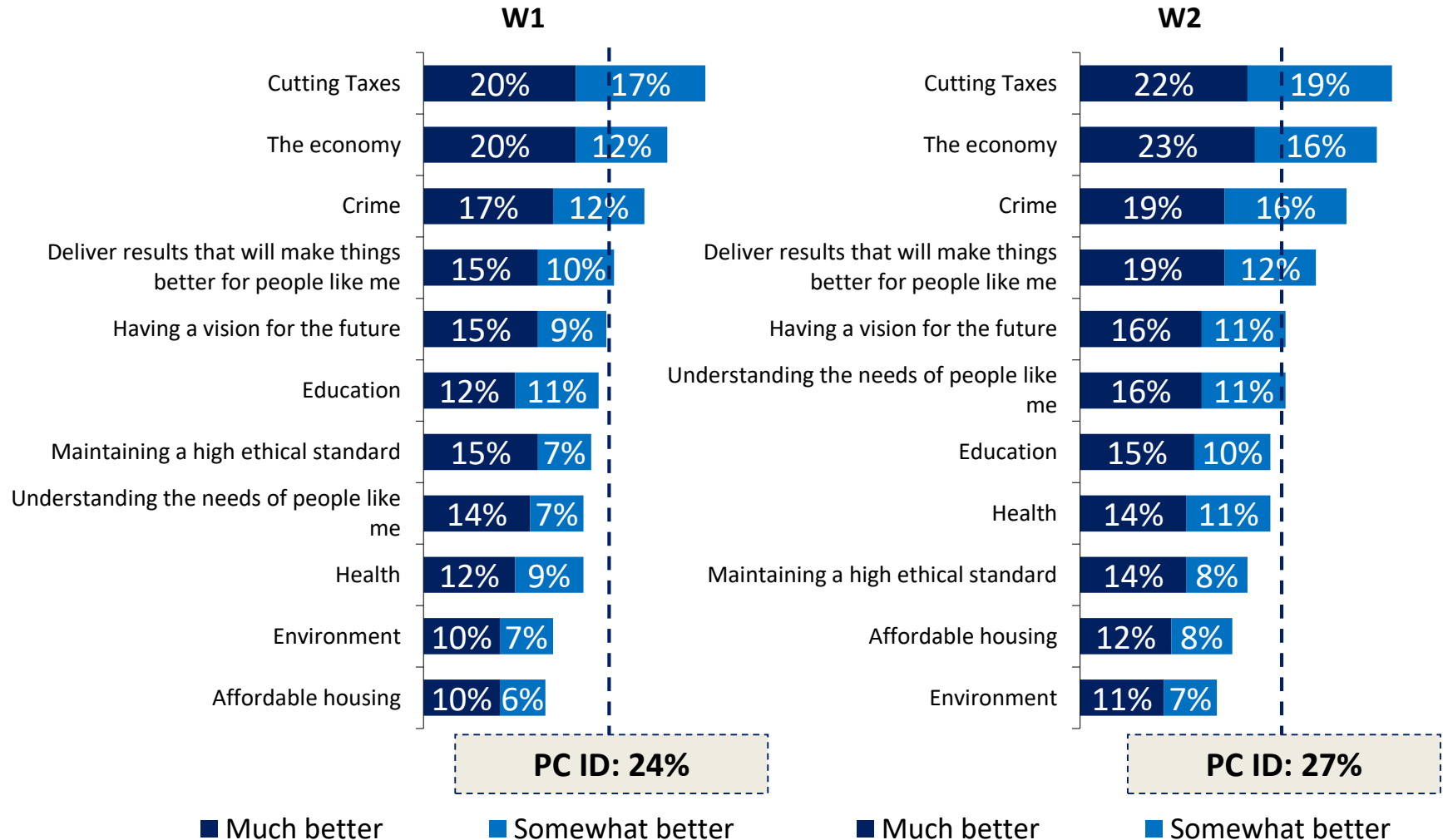[asked of all respondents; W1 n=1,000, W2 n=1,000]

Issue	Wave	ON PCs much better	ON PCs somewhat better	ON Liberals much better	ON Liberals somewhat better	ON NDP much better	ON NDP somewhat better	Other	None	Don't Know
Cutting Taxes	W2	22%	19%	6%	11%	7%	5%	2%	16%	13%
	W1	20%	17%	5%	8%	6%	3%	1%	18%	23%
The economy	W2	23%	16%	8%	18%	7%	5%	1%	9%	14%
	W1	20%	12%	8%	17%	6%	3%	1%	13%	21%
Crime	W2	19%	16%	8%	15%	6%	4%	1%	12%	19%
	W1	17%	12%	6%	11%	5%	4%	1%	16%	27%
Deliver results that will make things better for people like me	W2	19%	12%	9%	14%	9%	7%	2%	12%	15%
	W1	15%	10%	8%	14%	8%	6%	1%	15%	23%
Having a vision for the future	W2	16%	11%	11%	17%	10%	6%	2%	12%	15%
	W1	15%	9%	9%	14%	7%	5%	1%	17%	22%
Understanding the needs of people like me	W2	16%	11%	10%	15%	12%	7%	2%	14%	13%
	W1	14%	7%	8%	14%	11%	6%	1%	18%	21%
Education	W2	15%	10%	11%	19%	10%	8%	2%	11%	15%
	W1	12%	11%	10%	17%	8%	7%	1%	12%	22%
Health	W2	14%	11%	10%	18%	12%	8%	2%	11%	14%
	W1	12%	9%	10%	13%	9%	9%	1%	15%	23%
Maintaining a high ethical standard	W2	14%	8%	7%	11%	12%	8%	2%	23%	14%
	W1	15%	7%	7%	11%	10%	6%	1%	21%	22%
Affordable housing	W2	12%	8%	6%	14%	14%	14%	2%	15%	15%
	W1	10%	6%	7%	12%	11%	12%	1%	17%	24%
Environment	W2	11%	7%	10%	15%	13%	12%	8%	10%	14%
	W1	10%	7%	9%	11%	11%	12%	5%	12%	22%

PC Party Totals

Issue	W1	W2	Change
Cutting Taxes	37%	41%	+4%
The economy	32%	39%	+7%
Crime	30%	35%	+5%
Deliver results...	25%	31%	+6%
Having a vision for the future	24%	27%	+3%
Understanding the needs of people like me	22%	27%	+5%
Education	23%	25%	+2%
Health	20%	25%	+5%
Maintaining a high ethical standard	22%	23%	+1%
Affordable housing	16%	20%	+4%
Environment	17%	18%	+1%

Legend:
- ON PCs much better
- ON PCs somewhat better
- ON Liberals much better
- ON Liberals somewhat better
- ON NDP much better
- ON NDP somewhat better
- Other
- None
- Don't Know

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T-Tests: Changes highlighted in **red** are statistically significant at 95% confidence. Changes highlighted in **blue** are significant at 90%.

PC Party Attributes: PCs score above PID on cutting taxes, the economy, crime and "for people like me"

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Progressive Conservatives**

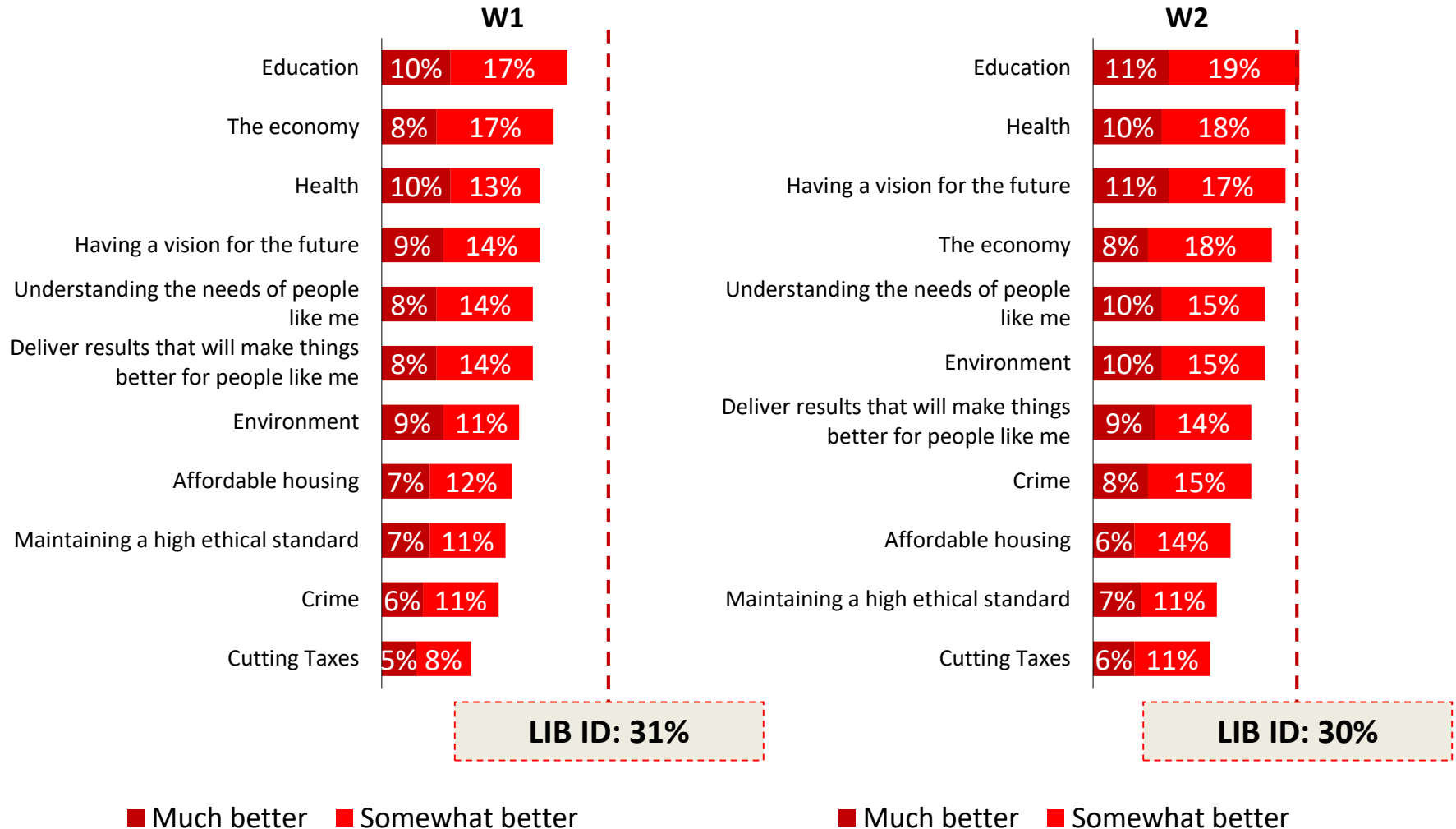[asked of all respondents; W1 n=1,000, W2 n=1,000]

W1

Issue	Much better	Somewhat better
Cutting Taxes	20%	17%
The economy	20%	12%
Crime	17%	12%
Deliver results that will make things better for people like me	15%	10%
Having a vision for the future	15%	9%
Education	12%	11%
Maintaining a high ethical standard	15%	7%
Understanding the needs of people like me	14%	7%
Health	12%	9%
Environment	10%	7%
Affordable housing	10%	6%

PC ID: 24%

W2

Issue	Much better	Somewhat better
Cutting Taxes	22%	19%
The economy	23%	16%
Crime	19%	16%
Deliver results that will make things better for people like me	19%	12%
Having a vision for the future	16%	11%
Understanding the needs of people like me	16%	11%
Education	15%	10%
Health	14%	11%
Maintaining a high ethical standard	14%	8%
Affordable housing	12%	8%
Environment	11%	7%

PC ID: 27%

■ Much better   ■ Somewhat better   ■ Much better   ■ Somewhat better

Liberal Party Attributes: Liberals now match PID on education. Getting close on health and having a vision

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Liberals**
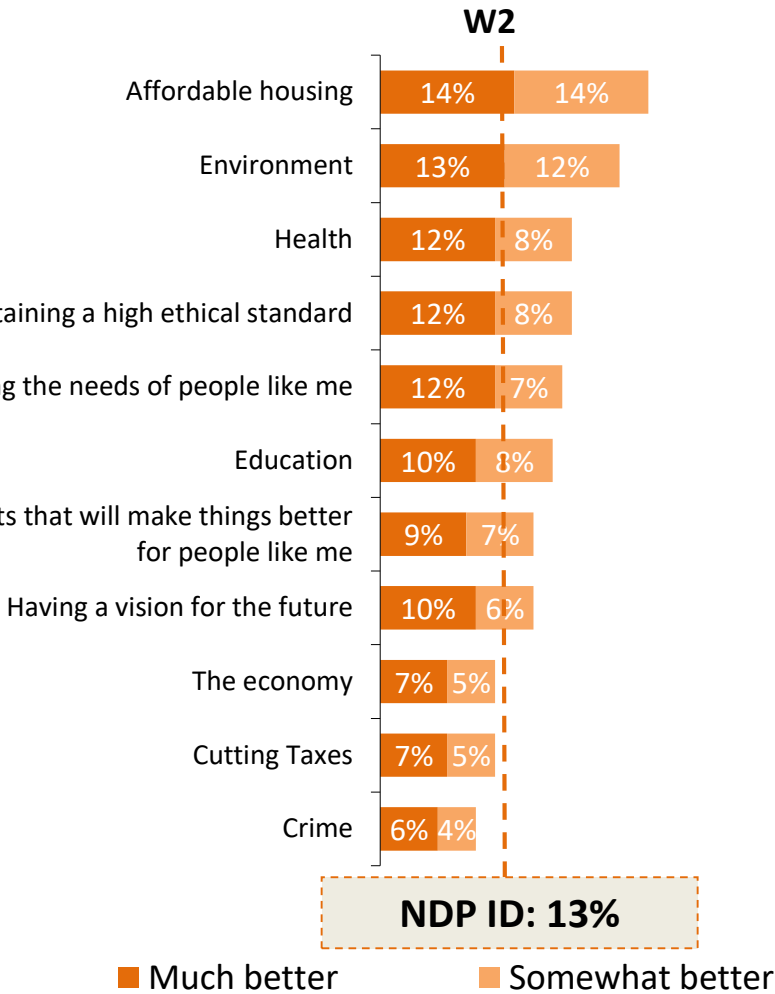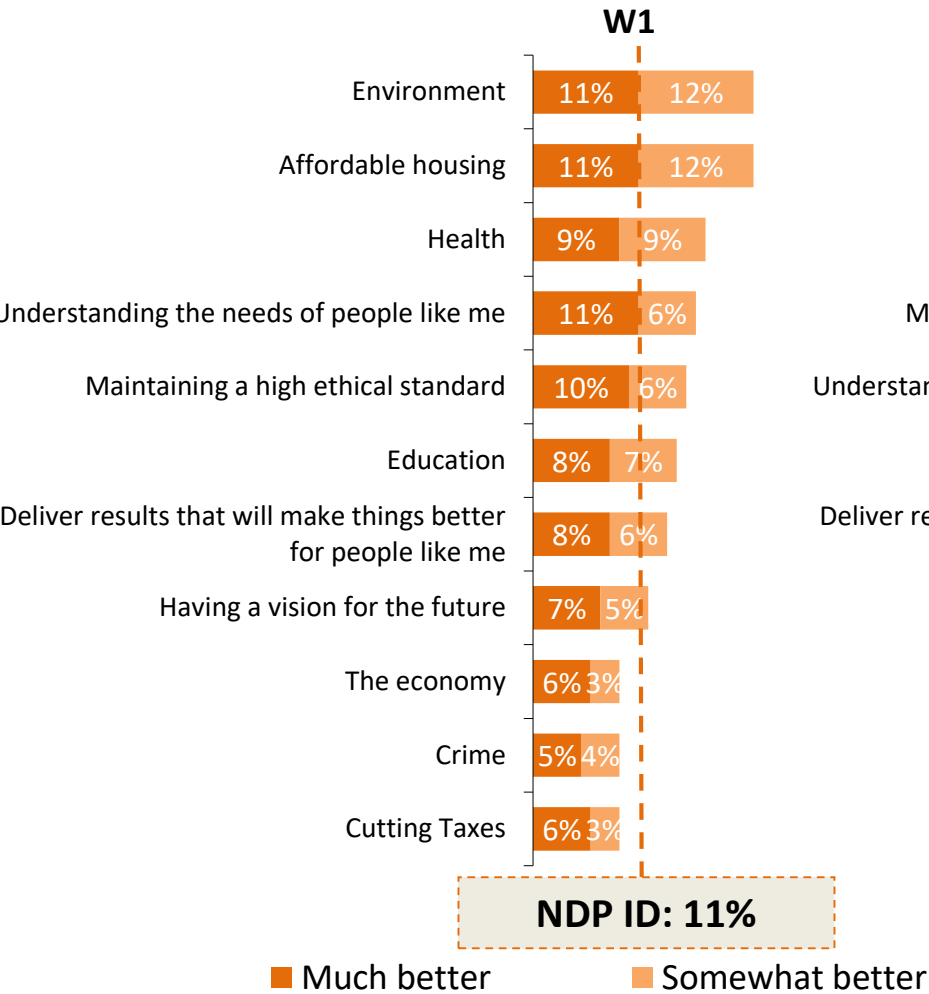
[asked of all respondents; W1 n=1,000, W2 n=1,000]

W1

Issue	Much better	Somewhat better
Education	10%	17%
The economy	8%	17%
Health	10%	13%
Having a vision for the future	9%	14%
Understanding the needs of people like me	8%	14%
Deliver results that will make things better for people like me	8%	14%
Environment	9%	11%
Affordable housing	7%	12%
Maintaining a high ethical standard	7%	11%
Crime	6%	11%
Cutting Taxes	5%	8%

LIB ID: 31%

W2

Issue	Much better	Somewhat better
Education	11%	19%
Health	10%	18%
Having a vision for the future	11%	17%
The economy	8%	18%
Understanding the needs of people like me	10%	15%
Environment	10%	15%
Deliver results that will make things better for people like me	9%	14%
Crime	8%	15%
Affordable housing	6%	14%
Maintaining a high ethical standard	7%	11%
Cutting Taxes	6%	11%

LIB ID: 30%

■ Much better ■ Somewhat better   ■ Much better ■ Somewhat better

NDP Party Attributes: NDP surpasses PID on all but three issues

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about…? **Ontario NDP**

[asked of all respondents; W1 n=1,000, W2 n=1,000]

W1

Issue	Much better	Somewhat better
Environment	11%	12%
Affordable housing	11%	12%
Health	9%	9%
Understanding the needs of people like me	11%	6%
Maintaining a high ethical standard	10%	6%
Education	8%	7%
Deliver results that will make things better for people like me	8%	6%
Having a vision for the future	7%	5%
The economy	6%	3%
Crime	5%	4%
Cutting Taxes	6%	3%

NDP ID: 11%

W2

Issue	Much better	Somewhat better
Affordable housing	14%	14%
Environment	13%	12%
Health	12%	8%
Maintaining a high ethical standard	12%	8%
Understanding the needs of people like me	12%	7%
Education	10%	8%
Deliver results that will make things better for people like me	9%	7%
Having a vision for the future	10%	6%
The economy	7%	5%
Cutting Taxes	7%	5%
Crime	6%	4%

NDP ID: 13%

■ Much better ■ Somewhat better

PC Party Attributes by Party ID: On all but 3 issues, Unaligned voters are giving PCs higher ratings post-scandal

PC Party Attributes by Party ID (% who say PCs much or somewhat better)

| | Party ID | | | | | | | | | |
| | Liberal | | Progressive Conservative | | NDP | | Green/Other | | Unaligned | |
PC Party Attributes	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2
Cutting Taxes	29%	28%	70%	75%	21%	20%	28%	35%	24%	28%
The economy	14%	18%	77%	80%	10%	12%	33%	32%	20%	34%
Crime	17%	20%	70%	72%	13%	15%	29%	22%	16%	25%
Deliver results that will make things better for people like me	5%	11%	73%	74%	2%	7%	23%	20%	13%	21%
Having a vision for the future	5%	7%	70%	69%	5%	5%	19%	20%	15%	22%
Understanding the needs of people like me	5%	6%	64%	71%	3%	7%	12%	15%	13%	19%
Education	6%	6%	64%	61%	3%	6%	17%	18%	15%	19%
Health	5%	8%	57%	63%	2%	3%	17%	16%	14%	19%
Maintaining a high ethical standard	6%	7%	62%	58%	5%	5%	14%	13%	14%	13%
Affordable housing	4%	7%	42%	47%	4%	5%	4%	13%	13%	12%
Environment	5%	5%	47%	46%	1%	5%	10%	9%	12%	12%

PC Party Attributes by Gender: More substantial gains among women than among men

PC Party Attributes by Gender (% who say PCs much or somewhat better)

Gender

PC Party Attributes	Men		Women	
	W1	W2	W1	W2
Cutting Taxes	45%	49%	29%	33%
The economy	39%	44%	25%	34%
Crime	38%	40%	23%	29%
Deliver results that will make things better for people like me	31%	37%	19%	25%
Having a vision for the future	31%	32%	18%	24%
Understanding the needs of people like me	27%	30%	17%	25%
Education	28%	27%	18%	22%
Health	24%	29%	17%	22%
Maintaining a high ethical standard	26%	27%	19%	19%
Affordable housing	19%	21%	13%	18%
Environment	21%	19%	14%	17%

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PC Party Attributes by Value Cluster: Some losses among conservative feminists, but big gains in 3 other clusters

PC Party Attributes by Value Cluster (% who say PCs much or somewhat better)

	Value Cluster											
PC Party Attributes	Conservative-more feminist		Conservative-neutral/less feminist		Liberal-more feminist		Liberal neutral/less feminist		Left more feminist		Left neutral/less feminist	
	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2
Cutting Taxes	51%	53%	60%	65%	31%	29%	31%	37%	29%	31%	25%	32%
The economy	54%	56%	61%	68%	16%	27%	32%	38%	14%	20%	23%	30%
Crime	48%	53%	51%	59%	23%	26%	32%	30%	19%	20%	15%	28%
Deliver results that will make things better for people like me	52%	48%	53%	61%	8%	18%	25%	29%	11%	10%	14%	25%
Having a vision for the future	43%	41%	50%	56%	12%	11%	25%	28%	8%	13%	15%	22%
Understanding the needs of people like me	44%	38%	43%	56%	8%	16%	24%	26%	8%	11%	12%	21%
Education	44%	37%	46%	52%	13%	11%	24%	23%	8%	11%	14%	18%
Health	40%	40%	43%	52%	8%	12%	18%	23%	7%	8%	13%	23%
Maintaining a high ethical standard	41%	33%	44%	43%	11%	14%	24%	21%	9%	9%	13%	19%
Affordable housing	25%	29%	32%	32%	7%	12%	16%	20%	5%	7%	11%	19%
Environment	27%	31%	35%	33%	8%	8%	18%	18%	7%	8%	12%	15%

= gain of at least 5 points

= loss of at least 5 points

PC Party Attributes by TfC/Alienation: All non-conservatives[14] give PCs highest marks on taxes, crime and economy

PC Party Attributes by TfC/Alienation Segment (% who say PCs much or somewhat better)

TfC/Alienation Segments

PC Party Attributes	Conservative	Core/Soft Liberal	Time for Change Liberal	NDP	Uncertain
Cutting Taxes	64%	29%	24%	29%	40%
The economy	72%	12%	23%	31%	38%
Crime	59%	15%	21%	28%	35%
Deliver results that will make things better for people like me	63%	3%	24%	16%	31%
Having a vision for the future	60%	3%	13%	15%	28%
Understanding the needs of people like me	60%	3%	12%	16%	28%
Education	54%	3%	16%	13%	22%
Health	53%	1%	18%	12%	28%
Maintaining a high ethical standard	46%	6%	13%	12%	23%
Affordable housing	38%	5%	17%	8%	21%
Environment	37%	2%	12%	9%	20%

PC Party Attributes by Economic Alienation: Gains among all segments except the Heavy Strugglers

PC Party Attributes by Economic Alienation Segment (% who say PCs much or somewhat better)

Economic Alienation Segments

PC Party Attributes	Achievers		Hopefuls		Moderate Strugglers		Heavy Strugglers		Ambivalent		Alienated	
	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2
Cutting Taxes	45%	46%	45%	58%	39%	44%	41%	32%	29%	33%	34%	36%
The economy	25%	38%	37%	50%	36%	47%	44%	37%	24%	32%	34%	35%
Crime	23%	34%	30%	39%	33%	45%	45%	34%	24%	29%	31%	31%
Deliver results that will make things better for people like me	20%	30%	21%	34%	30%	41%	49%	34%	18%	23%	24%	29%
Having a vision for the future	18%	30%	25%	32%	29%	35%	43%	32%	19%	21%	22%	24%
Understanding the needs of people like me	18%	29%	20%	30%	26%	34%	41%	32%	18%	20%	17%	25%
Education	17%	26%	20%	25%	26%	30%	43%	30%	17%	19%	23%	23%
Health	15%	21%	17%	27%	23%	34%	40%	32%	15%	21%	20%	22%
Maintaining a high ethical standard	14%	19%	19%	28%	30%	28%	44%	28%	18%	17%	19%	21%
Affordable housing	12%	17%	12%	22%	23%	26%	32%	25%	12%	16%	13%	16%
Environment	13%	16%	12%	20%	21%	22%	33%	21%	13%	13%	17%	19%

■ = gain of at least 5 points   ■ = loss of at least 5 points
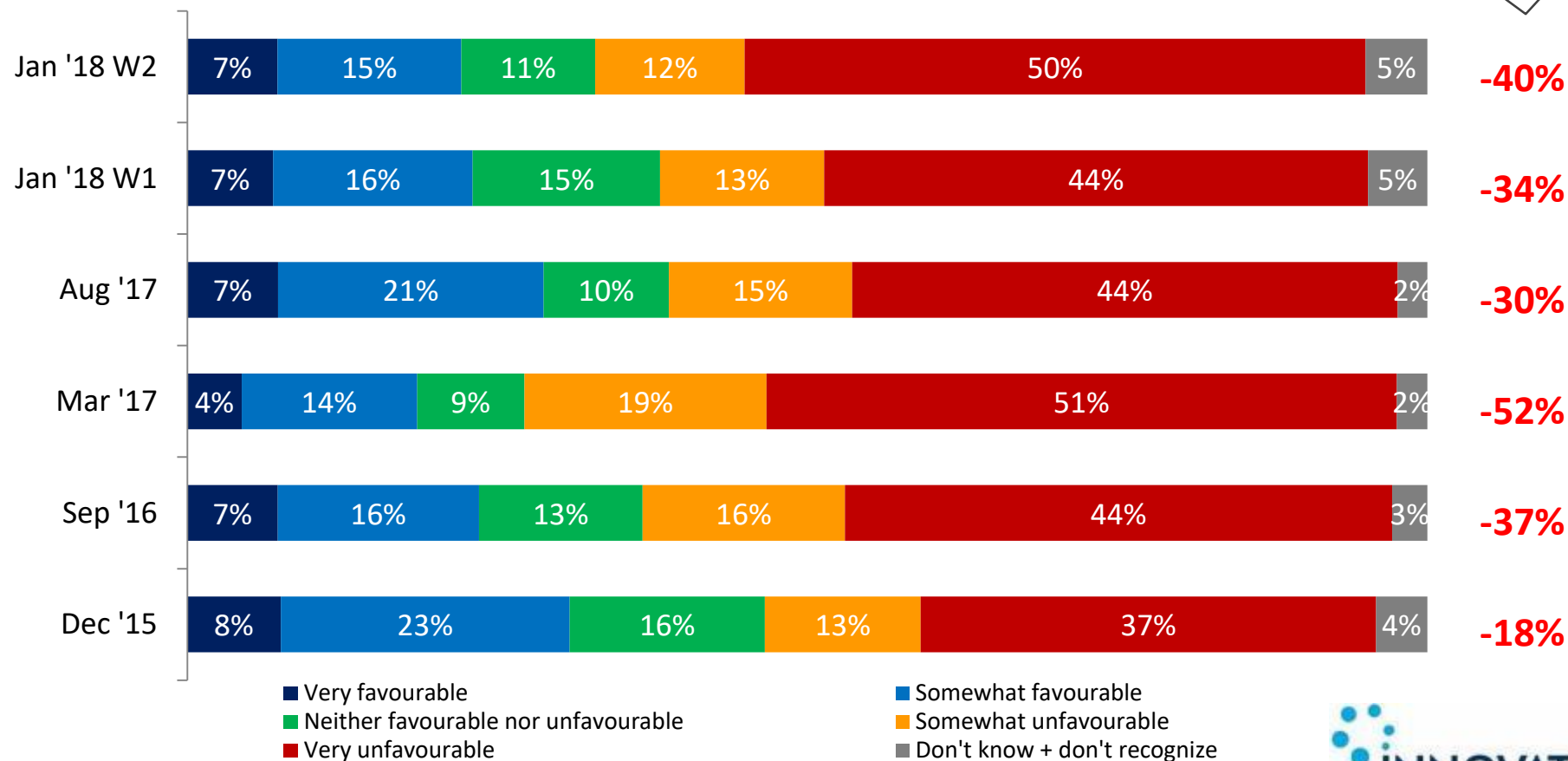
Leader Favourables

Kathleen Wynne: Opinion of Wynne continues to decline

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate 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 choose that response. How about…**Kathleen Wynne**

[asked of all respondents; W1 n=1,000; W2 n=1,000]

Net Favourability

	Very favourable	Somewhat favourable	Neither	Somewhat unfavourable	Very unfavourable	Don't know	Net Favourability
Jan '18 W2	7%	15%	11%	12%	50%	5%	**-40%**
Jan '18 W1	7%	16%	15%	13%	44%	5%	**-34%**
Aug '17	7%	21%	10%	15%	44%	2%	**-30%**
Mar '17	4%	14%	9%	19%	51%	2%	**-52%**
Sep '16	7%	16%	13%	16%	44%	3%	**-37%**
Dec '15	8%	23%	16%	13%	37%	4%	**-18%**

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

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Patrick Brown: Sharp drop in favourables for Brown – "very unfavourable" (35%) more than doubled since Wave 1 (16%)
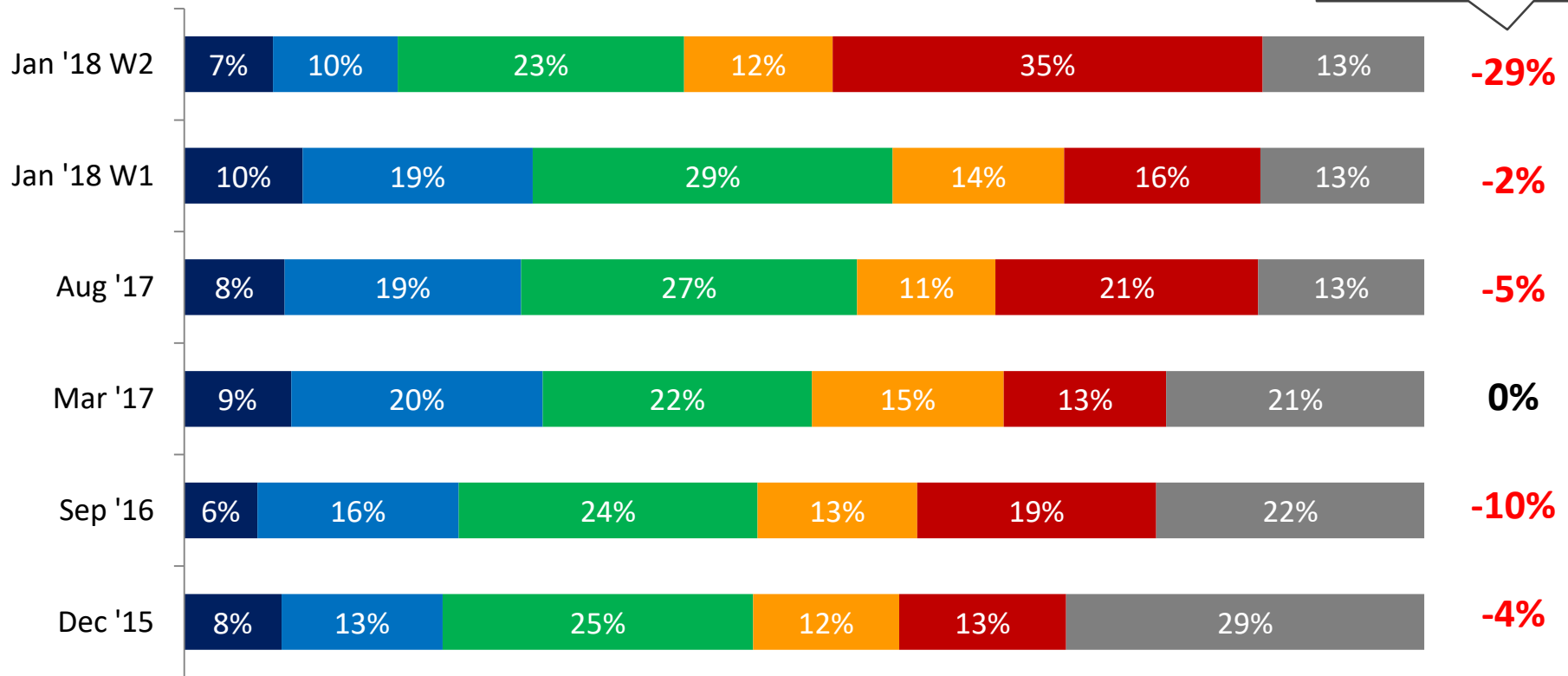
Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate whether you have heard of that person and, if so, whether you have a *very favourable, somewhat favourable, somewhat unfavourable* or *very unfavourable* impression of that person. If you do not recognize the name, just choose that response. How about…**Patrick Brown**

[asked of all respondents; W1 n=1,000; W2 n=1,000]

Net Favourability

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net Favourability
Jan '18 W2	7%	10%	23%	12%	35%	13%	**-29%**
Jan '18 W1	10%	19%	29%	14%	16%	13%	**-2%**
Aug '17	8%	19%	27%	11%	21%	13%	**-5%**
Mar '17	9%	20%	22%	15%	13%	21%	**0%**
Sep '16	6%	16%	24%	13%	19%	22%	**-10%**
Dec '15	8%	13%	25%	12%	13%	29%	**-4%**

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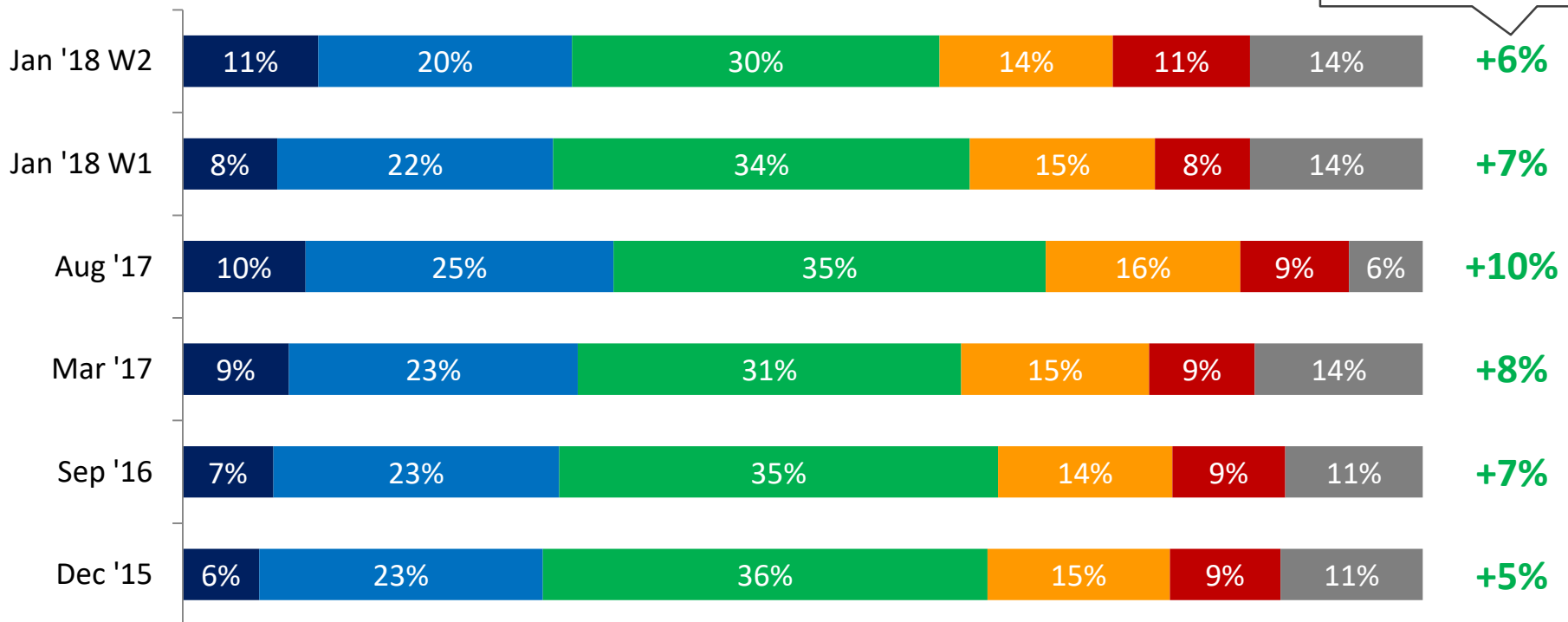■ Don't know + don't recognize

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Andrea Horwath: Though trending downward, Horwath maintains positive net favourability

Q Below are the names of several individuals who have been mentioned in the news recently. For each one, please indicate 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 choose that response. How about…**Andrea Horwath**

[asked of all respondents; W1 n=1,000; W2 n=1,000]

Net Favourability

	Very favourable	Somewhat favourable	Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Don't know + don't recognize	Net
Jan '18 W2	11%	20%	30%	14%	11%	14%	**+6%**
Jan '18 W1	8%	22%	34%	15%	8%	14%	**+7%**
Aug '17	10%	25%	35%	16%	9%	6%	**+10%**
Mar '17	9%	23%	31%	15%	9%	14%	**+8%**
Sep '16	7%	23%	35%	14%	9%	11%	**+7%**
Dec '15	6%	23%	36%	15%	9%	11%	**+5%**

■ Very favourable   ■ Somewhat favourable

■ Neither favourable nor unfavourable   ■ Somewhat unfavourable

■ Very unfavourable   ■ Don't know + don't recognize

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Patrick Brown Resignation

Patrick Brown Resignation: Most are watching closely; esp. More Feminist Conservatives. Men more than women.
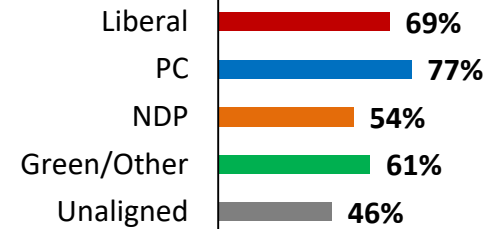
Q As you may be aware, Patrick Brown has resigned as leader of the Ontario PC party after being accused of sexual misconduct by two women. How closely have you been following the events around Patrick Brown's resignation?
[asked of all respondents; n=1,000]
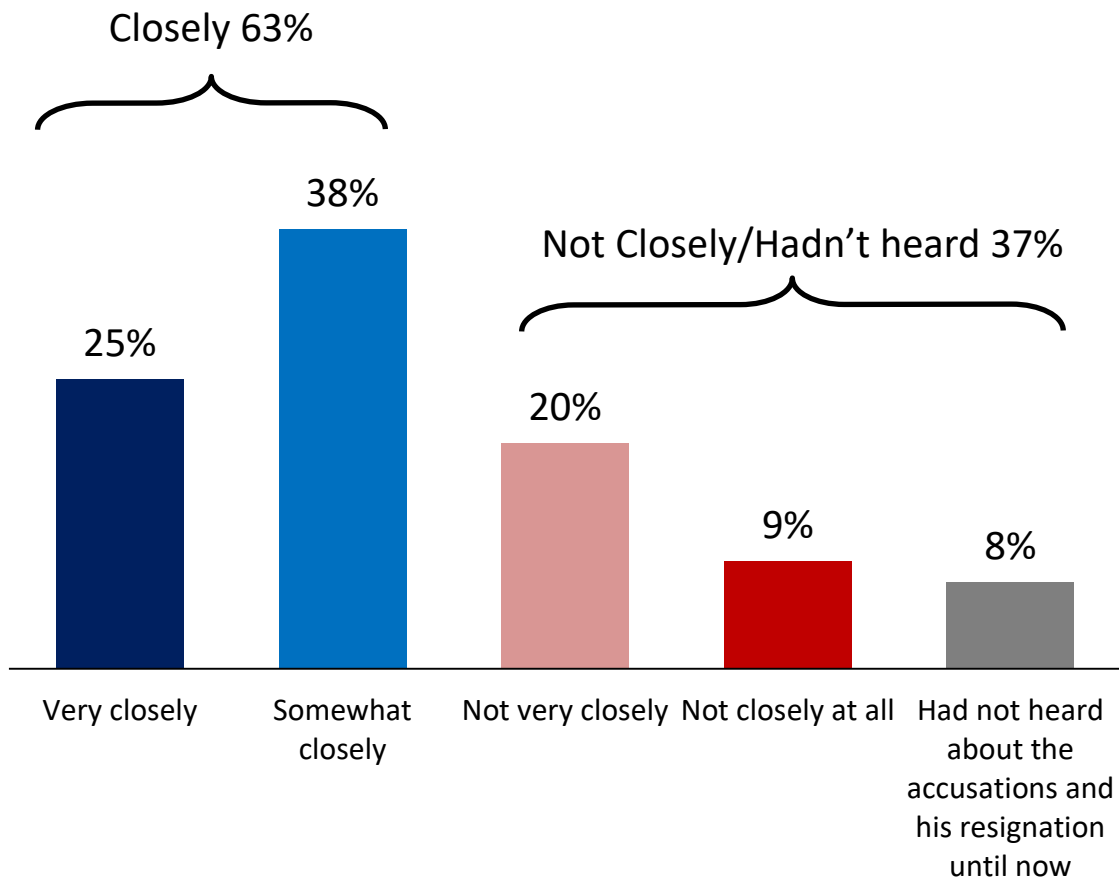
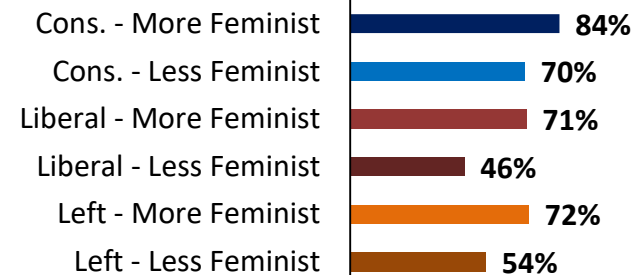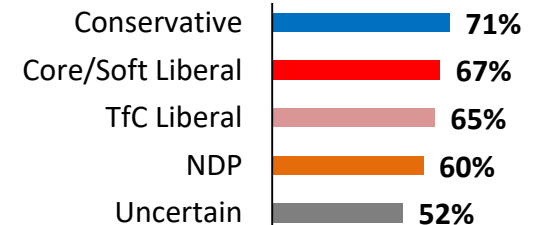**Sample Breakdown ▶▶**
Those who say "Closely"

Party ID

Liberal	69%
PC	77%
NDP	54%
Green/Other	61%
Unaligned	46%

Gender

Male	71%
Female	57%

Value Clusters

Cons. - More Feminist	84%
Cons. - Less Feminist	70%
Liberal - More Feminist	71%
Liberal - Less Feminist	46%
Left - More Feminist	72%
Left - Less Feminist	54%

Time for Change/Alienation Segments

Conservative	71%
Core/Soft Liberal	67%
TfC Liberal	65%
NDP	60%
Uncertain	52%

Closely 63%

Not Closely/Hadn't heard 37%

- Very closely — 25%
- Somewhat closely — 38%
- Not very closely — 20%
- Not closely at all — 9%
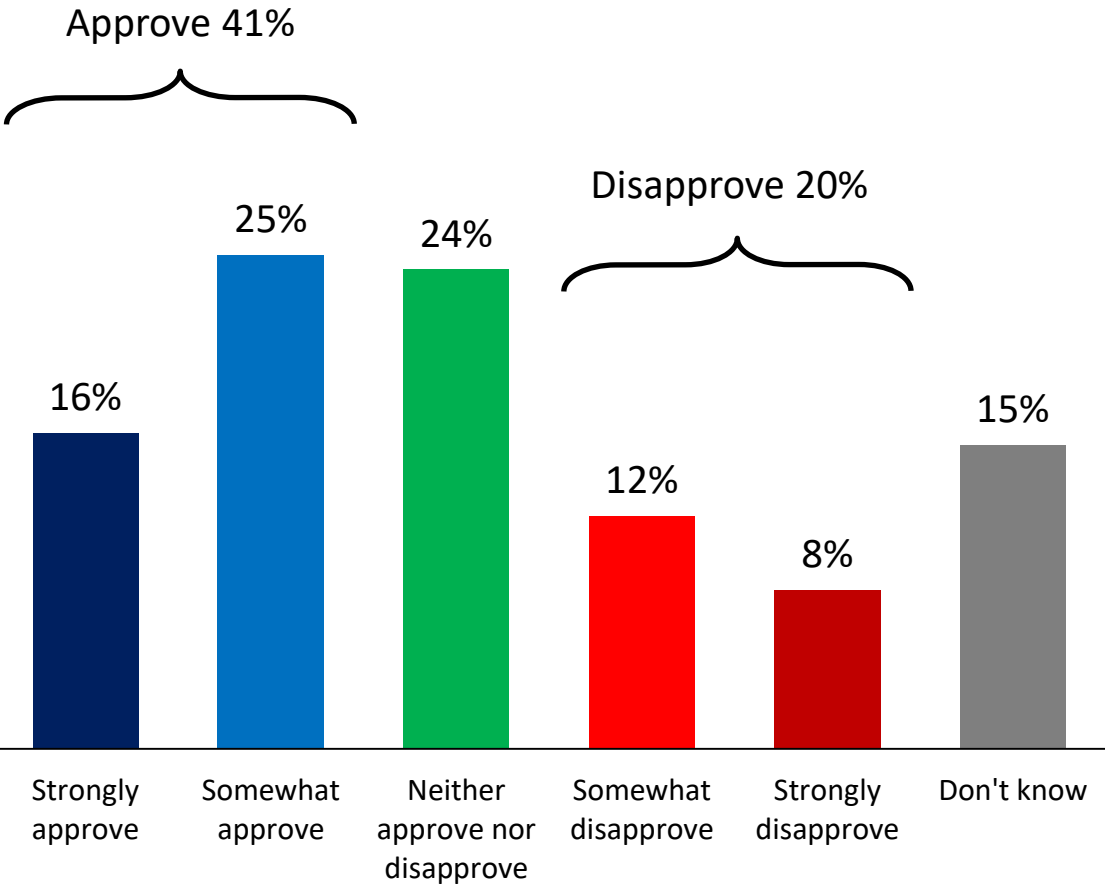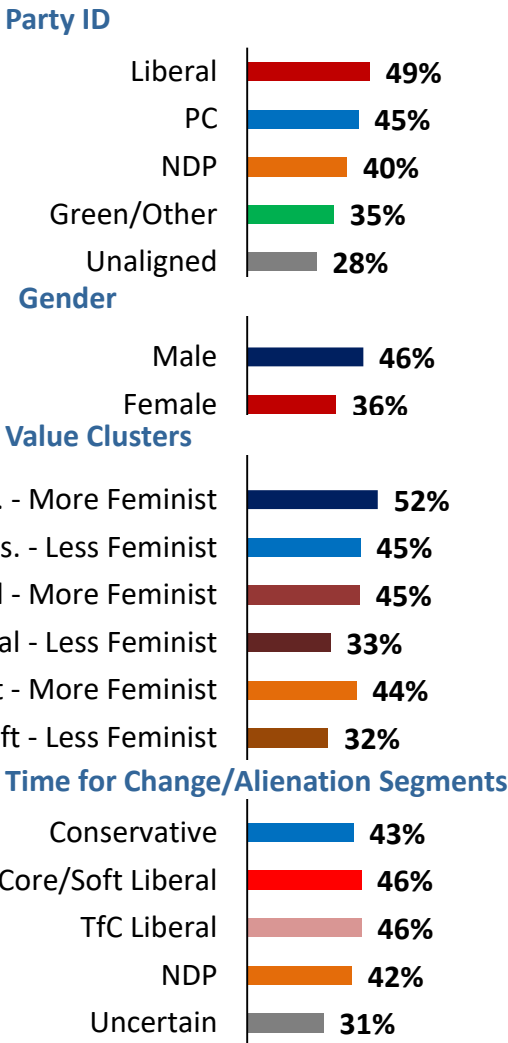- Had not heard about the accusations and his resignation until now — 8%

PC Party Response: While many are unsure, a plurality approve of the PC Party's response to the accusations

Q From what you have read, seen or heard, do you approve or disapprove of the way the PC party responded to these accusations?
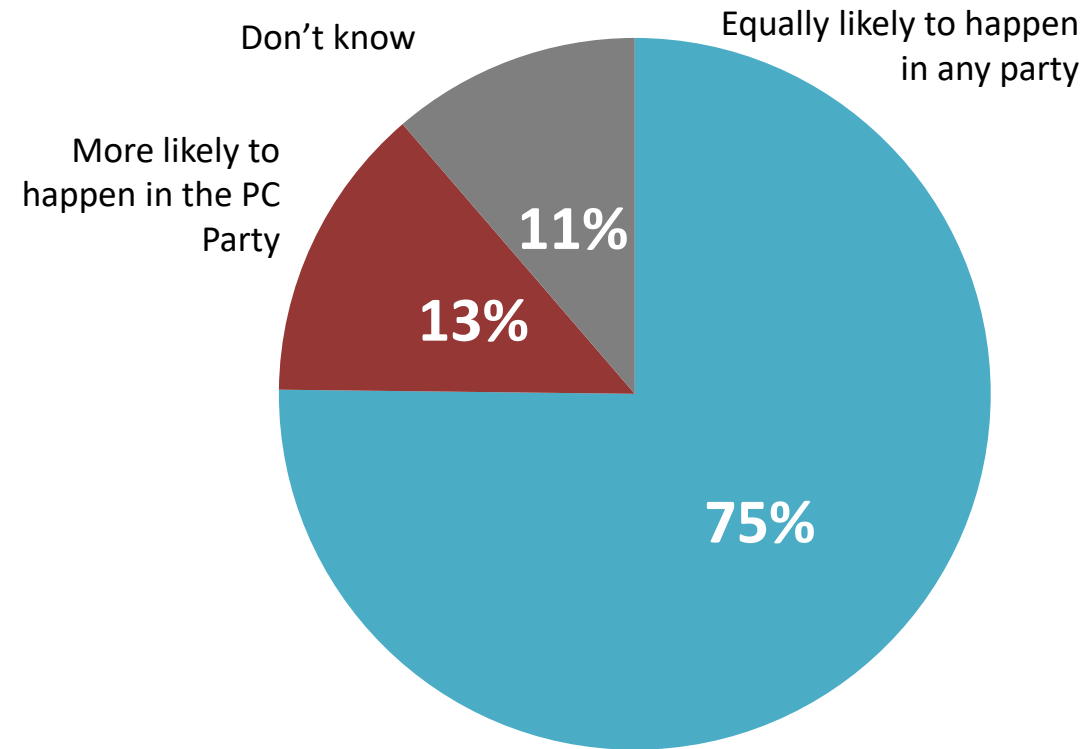[asked of all respondents; n=1,000]

Approve 41%

Disapprove 20%

Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know
16%	25%	24%	12%	8%	15%

Sample Breakdown ▶▶

Those who say "Approve"

Party ID

Liberal	**49%**
PC	**45%**
NDP	**40%**
Green/Other	**35%**
Unaligned	**28%**

Gender

Male	**46%**
Female	**36%**

Value Clusters

Cons. - More Feminist	**52%**
Cons. - Less Feminist	**45%**
Liberal - More Feminist	**45%**
Liberal - Less Feminist	**33%**
Left - More Feminist	**44%**
Left - Less Feminist	**32%**

Time for Change/Alienation Segments

Conservative	**43%**
Core/Soft Liberal	**46%**
TfC Liberal	**46%**
NDP	**42%**
Uncertain	**31%**

More Likely for the PC Party?: Three-quarters say it's equally likely to happen in any party, but big variation across segments
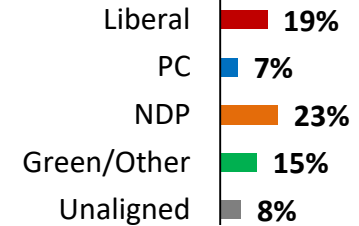
Q If the accusation turns out to be true, do you think this is equally likely to happen in any political party or do you think it is more likely to happen in the PC Party?

[asked of all respondents; n=1,000]

Sample Breakdown ▶▶

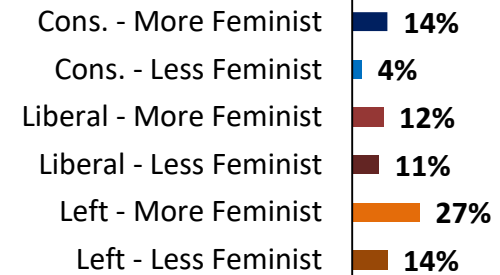*Those who say "More likely to happen in the PC Party"*

Party ID

Liberal	19%
PC	7%
NDP	23%
Green/Other	15%
Unaligned	8%

Gender

Male	15%
Female	12%

Value Clusters

Cons. - More Feminist	14%
Cons. - Less Feminist	4%
Liberal - More Feminist	12%
Liberal - Less Feminist	11%
Left - More Feminist	27%
Left - Less Feminist	14%

Time for Change/Alienation Segments

Conservative	6%
Core/Soft Liberal	24%
TfC Liberal	25%
NDP	12%
Uncertain	9%

Pie chart:
- Equally likely to happen in any party: 75%
- More likely to happen in the PC Party: 13%
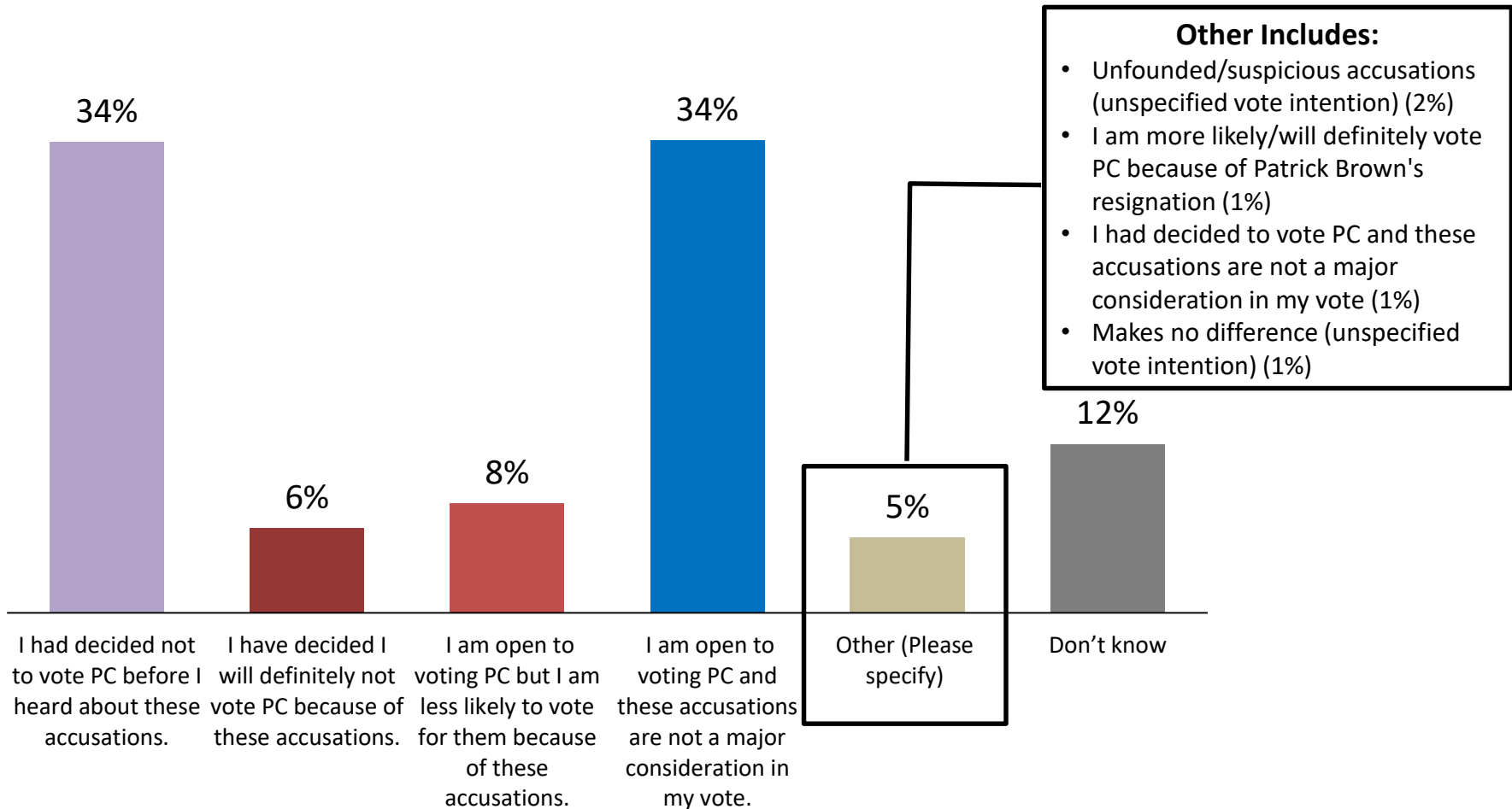- Don't know: 11%
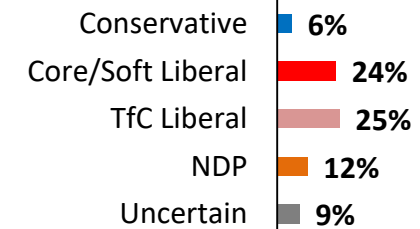
Impact: Accusations do not appear to have a major impact on PC voting intentions

Q Thinking about your own vote in the upcoming election, which statement best represents your point of view about Patrick Brown and accusations of sexual misconduct. If none of these statements come close to your view, please share your view in the space below.
[asked of all respondents; n=1,000]

Other Includes:
- Unfounded/suspicious accusations (unspecified vote intention) (2%)
- I am more likely/will definitely vote PC because of Patrick Brown's resignation (1%)
- I had decided to vote PC and these accusations are not a major consideration in my vote (1%)
- Makes no difference (unspecified vote intention) (1%)

I had decided not to vote PC before I heard about these accusations.	I have decided I will definitely not vote PC because of these accusations.	I am open to voting PC but I am less likely to vote for them because of these accusations.	I am open to voting PC and these accusations are not a major consideration in my vote.	Other (Please specify)	Don't know
34%	6%	8%	34%	5%	12%

Impact: TfC Liberals most likely to report reconsidering or not voting PC as a result of accusations

Q Thinking about your own vote in the upcoming election, which statement best represents your point of view about Patrick Brown and accusations of sexual misconduct. If none of these statements come close to your view, please share your view in the space below.
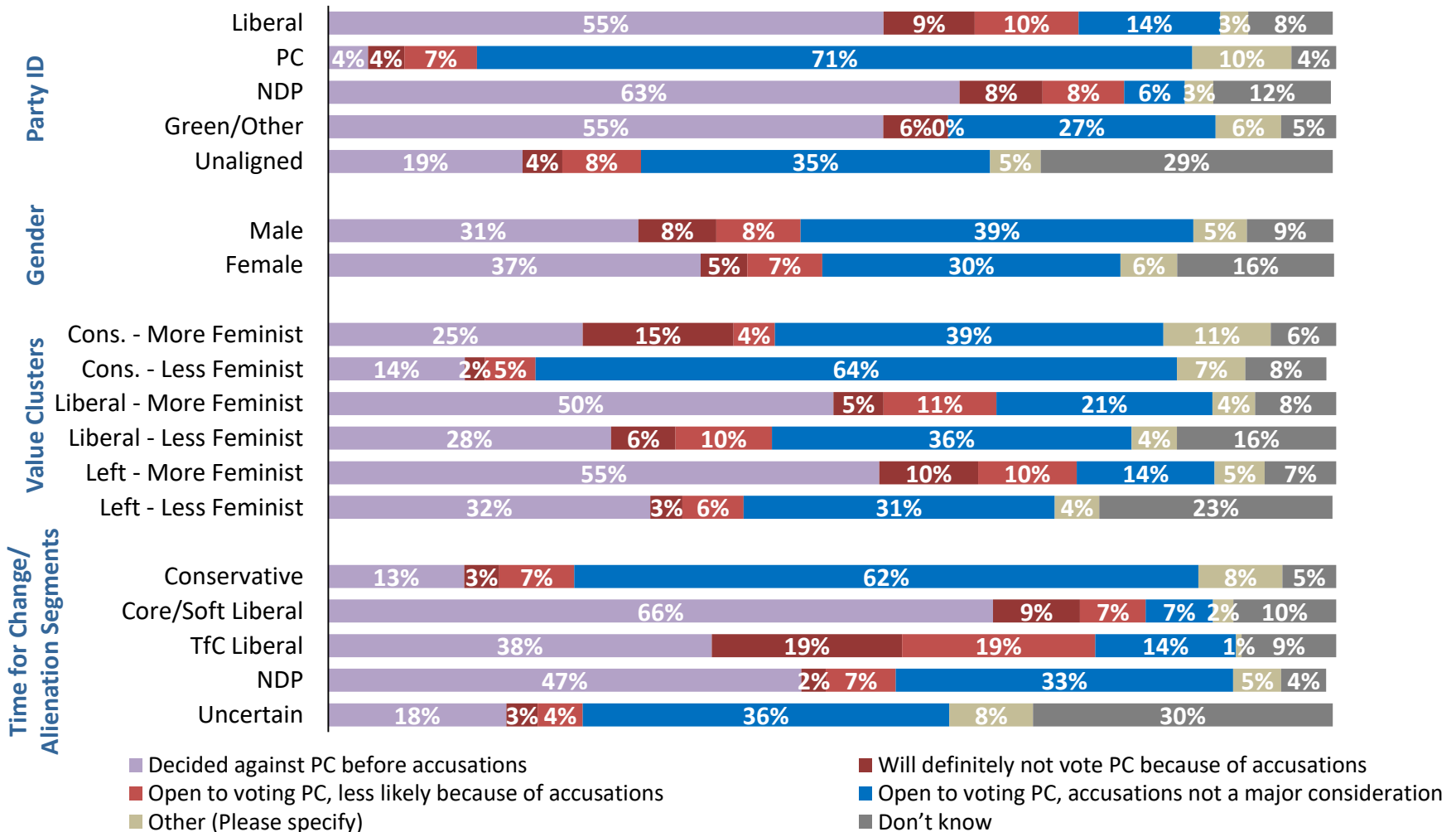
[asked of all respondents; n=1,000]

Party ID

Segment	Decided against PC before	Will definitely not vote PC	Open to voting PC, less likely	Open to voting PC, not major consideration	Other	Don't know
Liberal	55%	9%	10%	14%	3%	8%
PC	4%	4%	7%	71%	10%	4%
NDP	63%	8%	8%	6%	3%	12%
Green/Other	55%	6%	0%	27%	6%	5%
Unaligned	19%	4%	8%	35%	5%	29%

Gender

Segment						
Male	31%	8%	8%	39%	5%	9%
Female	37%	5%	7%	30%	6%	16%

Value Clusters

Segment						
Cons. - More Feminist	25%	15%	4%	39%	11%	6%
Cons. - Less Feminist	14%	2%	5%	64%	7%	8%
Liberal - More Feminist	50%	5%	11%	21%	4%	8%
Liberal - Less Feminist	28%	6%	10%	36%	4%	16%
Left - More Feminist	55%	10%	10%	14%	5%	7%
Left - Less Feminist	32%	3%	6%	31%	4%	23%

Time for Change/ Alienation Segments

Segment						
Conservative	13%	3%	7%	62%	8%	5%
Core/Soft Liberal	66%	9%	7%	7%	2%	10%
TfC Liberal	38%	19%	19%	14%	1%	9%
NDP	47%	2%	7%	33%	5%	4%
Uncertain	18%	3%	4%	36%	8%	30%

Legend:
- Decided against PC before accusations
- Open to voting PC, less likely because of accusations
- Other (Please specify)
- Will definitely not vote PC because of accusations
- Open to voting PC, accusations not a major consideration
- Don't know

Appendix:
Telephone Methodology

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Telephone Methodology

- For the January 2018 telephone results from slide 26, the survey was conducted by telephone among 670 randomly-selected Ontario residents, 18 years of age and older, from January 10th to January 16th, 2018.

- 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. Numbers are dialed from RDD telephone sample. A maximum of 8 call backs are attempted for each record.

- 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.

- The margin of error for a sample of n=600 is approximately +4.0%, 19 times out of 20.

- The vote intention questions reported here come at the beginning of the survey, preceded only by screening questions and questions asking whether the province is on the right or wrong track, how respondents feel about the economy, and what they believe is the most important issue facing the province.

- Screening questions are used to ensure respondents do not work in the market research, media, or advertising industries; and for cell phone respondents to ensure they are not driving at the time of the call.

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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Telephone Weighting: Region, age, gender

Results for Ontario are weighted by age, gender, and region to ensure that the overall sample's composition reflects that of the actual population according to Census data. Weighted and unweighted frequencies are reported below.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	86	12.8%	83	13.8%
Males 35-54	110	16.4%	1100	16.6%
Males 55+	150	22.4%	106	17.7%
Females 18-34	54	8.1%	83	13.8%
Females 35-54	110	16.4%	107	17.9%
Females 55+	160	23.9%	122	20.3%
Toronto	123	18.4%	125	20.9%
Rest of GTA	150	22.4%	156	26.0%
South/West	161	24.0%	155	25.8%
North/East	236	35.2%	164	27.3%

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For more information, please contact:

Greg Lyle

President
(t) 416-642-6429
(e) glyle@innovativeresearch.ca