*Public Opinion Research* ▶▶

# Canada This Month: Ontario Politics

# Political Context

# **Methodology & Demographics**

INNOVATIVE
RESEARCH GROUP

# 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.*

# 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% |

INNOVATIVE
RESEARCH GROUP

# 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% |

INNOVATIVE
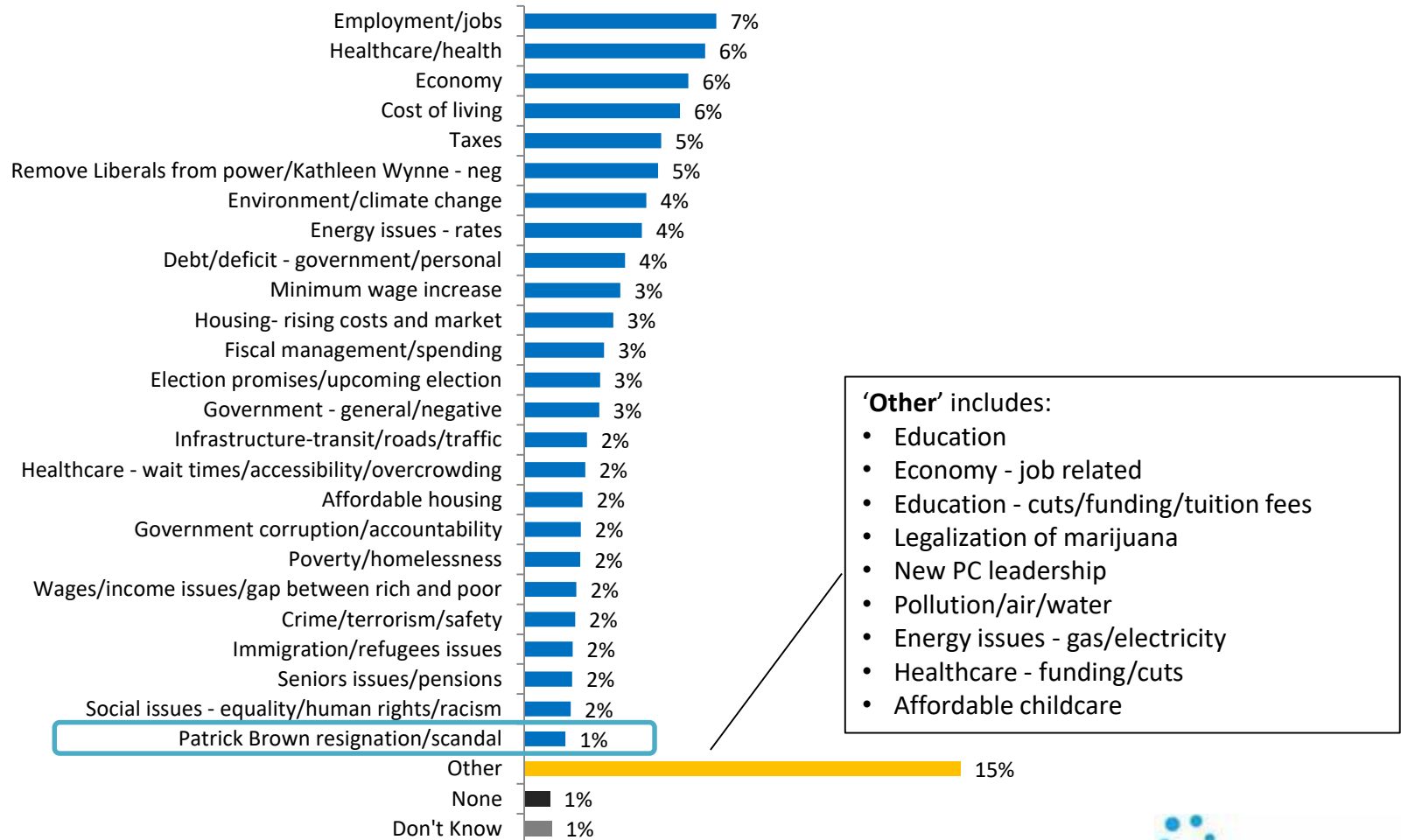RESEARCH GROUP

# Political Context

# Most Important Problem in Ontario: "Employment/jobs" and "Healthcare/health" top the list

**Q** What do you think is the most important problem facing the provincial government here in Ontario?
[asked of all respondents W2 n=1,000; open-ended]

| Problem | % |
|---|---|
| Employment/jobs | 7% |
| Healthcare/health | 6% |
| Economy | 6% |
| Cost of living | 6% |
| Taxes | 5% |
| Remove Liberals from power/Kathleen Wynne - neg | 5% |
| Environment/climate change | 4% |
| Energy issues - rates | 4% |
| Debt/deficit - government/personal | 4% |
| Minimum wage increase | 3% |
| Housing- rising costs and market | 3% |
| Fiscal management/spending | 3% |
| Election promises/upcoming election | 3% |
| Government - general/negative | 3% |
| Infrastructure-transit/roads/traffic | 2% |
| Healthcare - wait times/accessibility/overcrowding | 2% |
| Affordable housing | 2% |
| Government corruption/accountability | 2% |
| Poverty/homelessness | 2% |
| Wages/income issues/gap between rich and poor | 2% |
| Crime/terrorism/safety | 2% |
| Immigration/refugees issues | 2% |
| Seniors issues/pensions | 2% |
| Social issues - equality/human rights/racism | 2% |
| Patrick Brown resignation/scandal | 1% |
| Other | 15% |
| None | 1% |
| Don't Know | 1% |

**'Other'** includes:
- Education
- Economy - job related
- Education - cuts/funding/tuition fees
- Legalization of marijuana
- New PC leadership
- Pollution/air/water
- Energy issues - gas/electricity
- Healthcare - funding/cuts
- Affordable childcare

**Note**: "Refused" (1%) not shown.

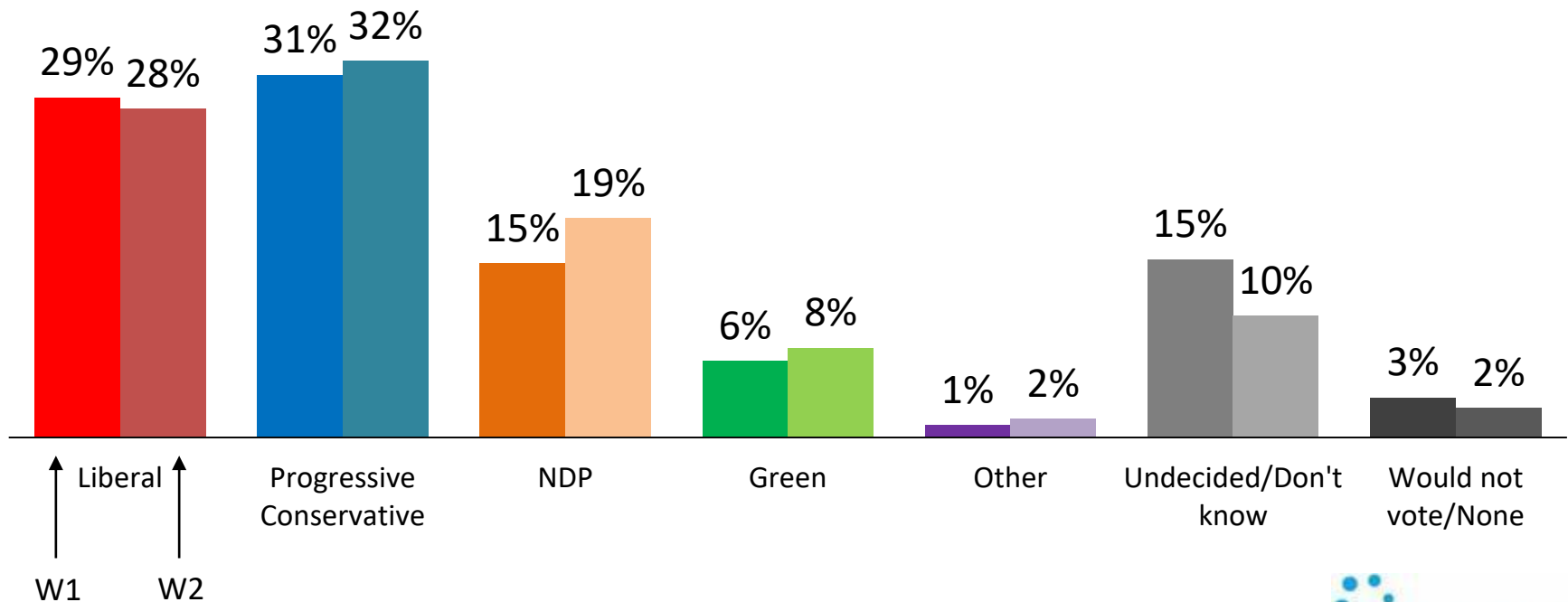INNOVATIVE RESEARCH GROUP

# **Combined Provincial Vote:** Marginal increase in NDP vote, along with decrease in undecided. Libs and PC hold steady

**Q** If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]

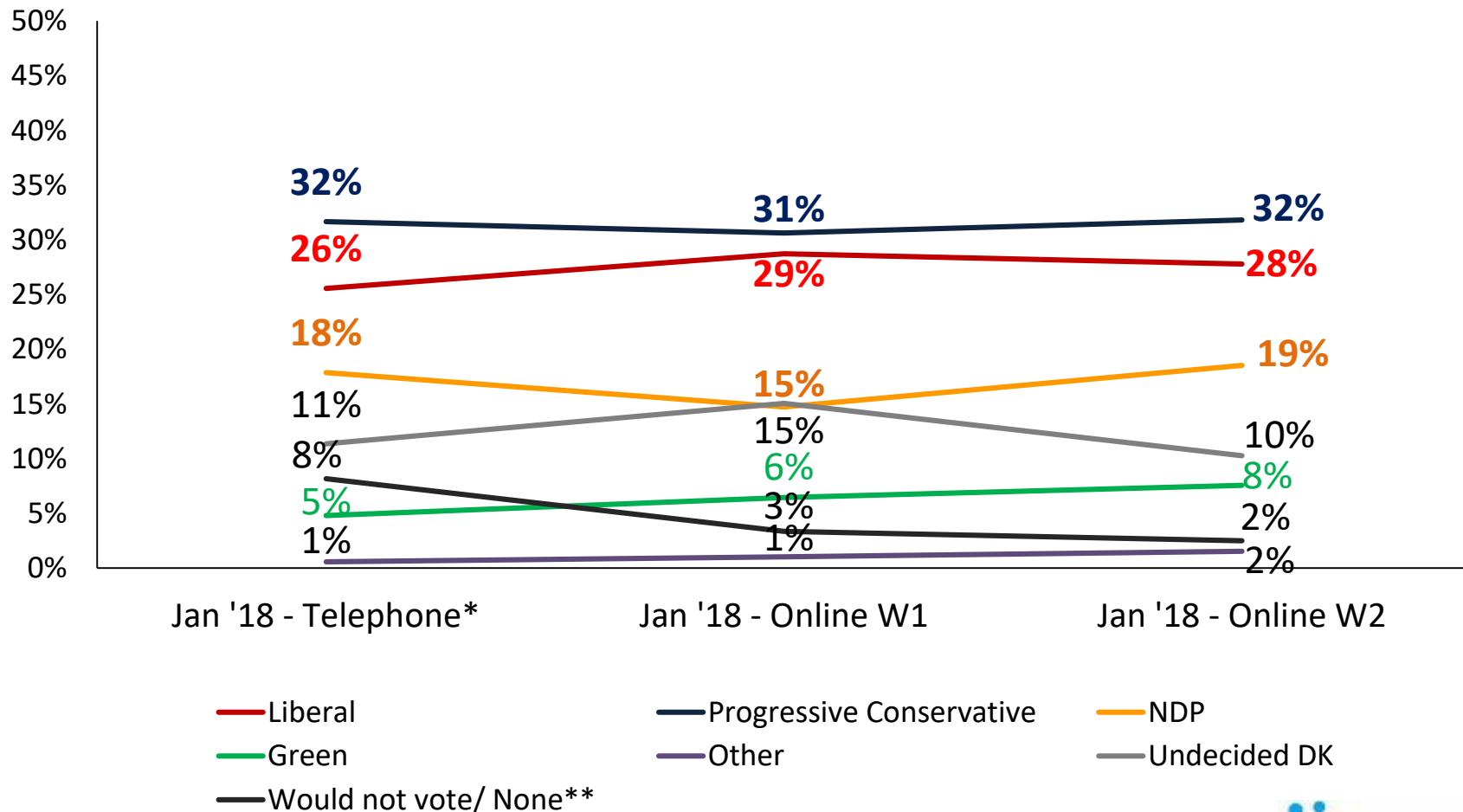[asked of all respondents; W1 n=1,000, W2 n=1,000]



| | W1 | W2 |
|---|---|---|
| Liberal | 29% | 28% |
| Progressive Conservative | 31% | 32% |
| NDP | 15% | 19% |
| Green | 6% | 8% |
| Other | 1% | 2% |
| Undecided/Don't know | 15% | 10% |
| Would not vote/None | 3% | 2% |

INNOVATIVE
RESEARCH GROUP

# Combined Vote Phone-Online Comparison: Main party vote share relatively consistent between phone and W2 Online

**Q** If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[VOTE + LEAN]**
[Comparison with January Telephone poll, n=600 Ontario gen-pop]



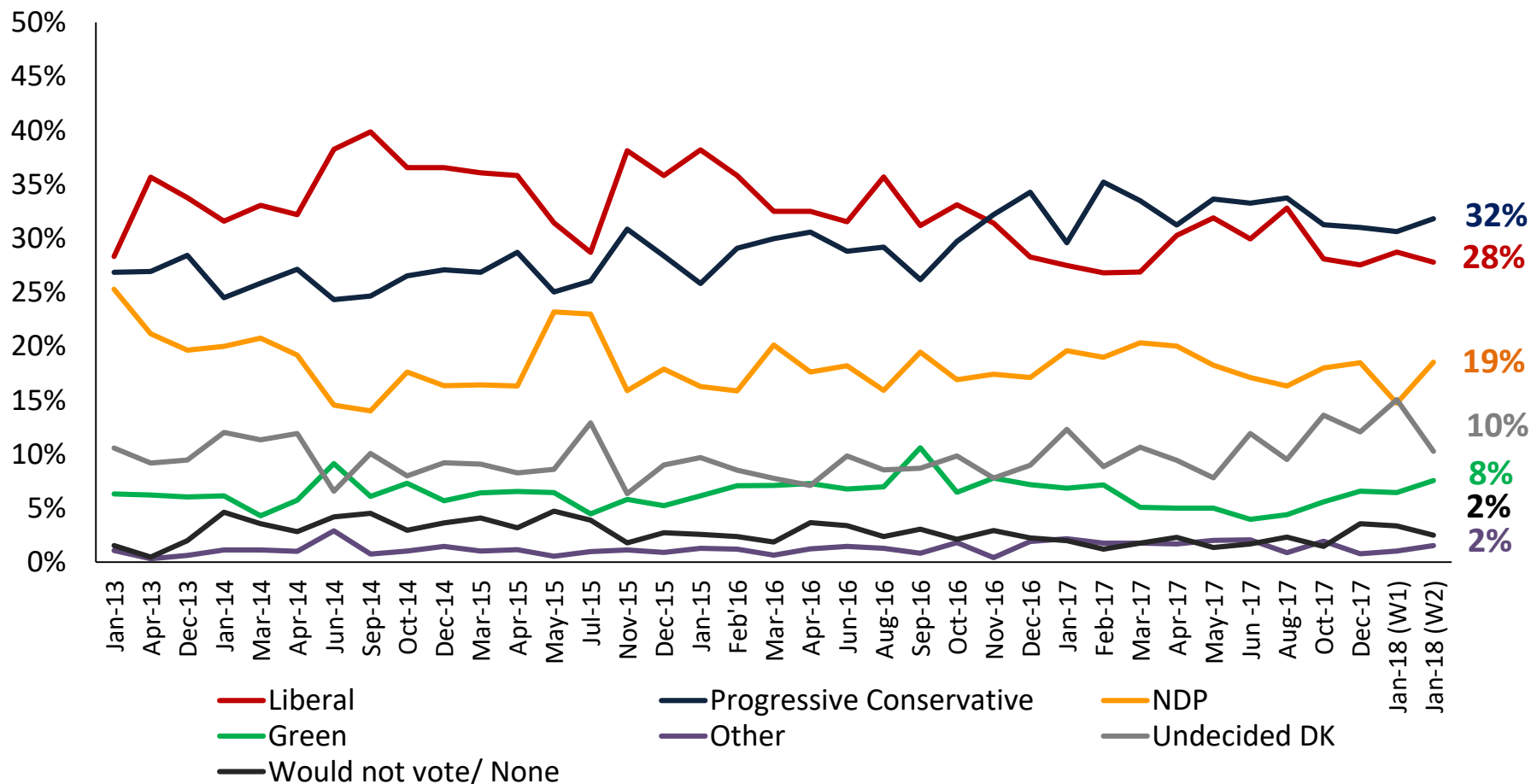| | Jan '18 - Telephone* | Jan '18 - Online W1 | Jan '18 - Online W2 |
|---|---|---|---|
| Progressive Conservative | 32% | 31% | 32% |
| Liberal | 26% | 29% | 28% |
| NDP | 18% | 15% | 19% |
| Undecided DK | 11% | 15% | 10% |
| Would not vote/ None** | 8% | 3% | 2% |
| Green | 5% | 6% | 8% |
| Other | 1% | 1% | 2% |

**Legend:** Liberal — Progressive Conservative — NDP — Green — Other — Undecided DK — Would not vote/ None**

*See appendix for Jan '18 – Telephone methodology.
**For telephone results, this category also includes "Refused"

INNOVATIVE RESEARCH GROUP

# Combined Vote Tracking: PCs widen gap over Liberals; NDP gains 4 points, while undecided drops 5 points

**Q** If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[VOTE + LEAN]**

[Tracking data since January 2013]



**32%** Progressive Conservative
**28%** Liberal
**19%** NDP
**10%** Undecided DK
**8%** Green
**2%** Would not vote/ None
**2%** Other

Legend:
— Liberal — Progressive Conservative — NDP
— Green — Other — Undecided DK
— Would not vote/ None

INNOVATIVE RESEARCH GROUP

# Combined Vote by Region: Marginal gains for PC in Toronto. NDP gains in GTA and South/West

Combined Vote by Region

| | Region | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | Toronto | | Rest of GTA | | South/West | | North/East | |
| Combined Vote | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 |
| Liberal | 39% | 38% | 31% | 31% | 21% | 20% | 27% | 24% |
| PC | 23% | 27% | 34% | 36% | 33% | 30% | 32% | 33% |
| NDP | 16% | 16% | 10% | 16% | 20% | 26% | 13% | 15% |
| Green | 5% | 6% | 6% | 7% | 8% | 8% | 6% | 8% |
| Other | 2% | 1% | 1% | 1% | 1% | 2% | 1% | 3% |
| Undecided/DK | 12% | 9% | 15% | 8% | 14% | 11% | 18% | 13% |
| Would not vote/None | 4% | 2% | 4% | 2% | 4% | 3% | 2% | 3% |

INNOVATIVE RESEARCH GROUP

# Combined Vote by Party ID: Decrease for PCs and Libs; increase in NDP loyalty. Unaligned shift to PC

Combined Vote by Party ID

| | | Party ID | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Liberal | | Progressive Conservative | | NDP | | Green/Other | | Unaligned | |
| | | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 |
| **Combined Vote** | **Liberal** | 77% | 71% | 1% | 4% | 10% | 8% | 8% | 7% | 11% | 17% |
| | **PC** | 5% | 8% | 91% | 81% | 4% | 3% | 30% | 16% | 17% | 26% |
| | **NDP** | 6% | 11% | 3% | 4% | 79% | 84% | 4% | 9% | 11% | 12% |
| | **Green** | 2% | 4% | 2% | 3% | 3% | 2% | 47% | 53% | 6% | 8% |
| | **Other** | 1% | 0% | 0% | 2% | 1% | 0% | 4% | 9% | 1% | 1% |
| | **Undecided/DK** | 7% | 5% | 2% | 6% | 2% | 2% | 6% | 6% | 44% | 28% |
| | **Would not vote/None** | 1% | 1% | 0% | 0% | 0% | 1% | 0% | 0% | 11% | 9% |

INNOVATIVE
RESEARCH GROUP

# Combined Vote by Gender: PC vote holds steady across gender lines. Women shift from undecided to NDP

Combined Vote by Gender

| | Gender | | | |
|---|---|---|---|---|
| | **Men** | | **Women** | |
| **Combined Vote** | W1 | W2 | W1 | W2 |
| Liberal | 28% | 27% | 30% | 29% |
| PC | 36% | 36% | 26% | 28% |
| NDP | 14% | 15% | 15% | 21% |
| Green | 6% | 9% | 7% | 7% |
| Other | 2% | 1% | 1% | 2% |
| Undecided/DK | 11% | 9% | 18% | 12% |
| Would not vote/None | 3% | 4% | 4% | 2% |

INNOVATIVE
RESEARCH GROUP

# Combined Vote by Value Cluster: Shifts between conservative and liberal feminists; decreased uncertainty on the left

Combined Vote by Value Cluster

**Value Cluster**

| Combined Vote | 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 |
| **Liberal** | 23% | 31% | 13% | 9% | 53% | 46% | 26% | 27% | 40% | 35% | 21% | 24% |
| **PC** | 56% | 48% | 64% | 66% | 8% | 16% | 30% | 28% | 12% | 13% | 23% | 26% |
| **NDP** | 6% | 6% | 6% | 9% | 18% | 18% | 15% | 15% | 24% | 35% | 16% | 24% |
| **Green** | 5% | 8% | 2% | 4% | 8% | 8% | 6% | 10% | 8% | 7% | 8% | 7% |
| **Other** | 2% | 0% | 2% | 2% | 0% | 1% | 1% | 2% | 1% | 1% | 1% | 2% |
| **Undecided/DK** | 6% | 6% | 11% | 8% | 11% | 10% | 21% | 16% | 12% | 7% | 22% | 12% |
| **Would not vote/None** | 1% | 1% | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 2% | 9% | 6% |

INNOVATIVE
RESEARCH GROUP

# Combined Vote by TfC/Alienation Segment: Uncertain are leaning towards a PC vote

Combined Vote by TfC/Alienation Segment

## TfC/Alienation Segments

| Combined Vote | Conservative | Core/Soft Liberal | Time-for-Change Liberal | NDP | Uncertain |
|---|---|---|---|---|---|
| Liberal | 3% | 85% | 53% | 4% | 12% |
| PC | 67% | 2% | 14% | 22% | 33% |
| NDP | 13% | 7% | 18% | 52% | 11% |
| Green | 7% | 1% | 11% | 11% | 10% |
| Other | 1% | 1% | 1% | 3% | 1% |
| Would not vote | 7% | 3% | 3% | 8% | 26% |
| Undecided/DK | 1% | 1% | | 2% | 8% |

INNOVATIVE RESEARCH GROUP

# Combined Vote by Economic Alienation: Achievers shift from Liberal to PC; Heavy Strugglers shift from PC to NDP

Combined Vote by Economic Alienation Segment

## Economic Alienation Segment

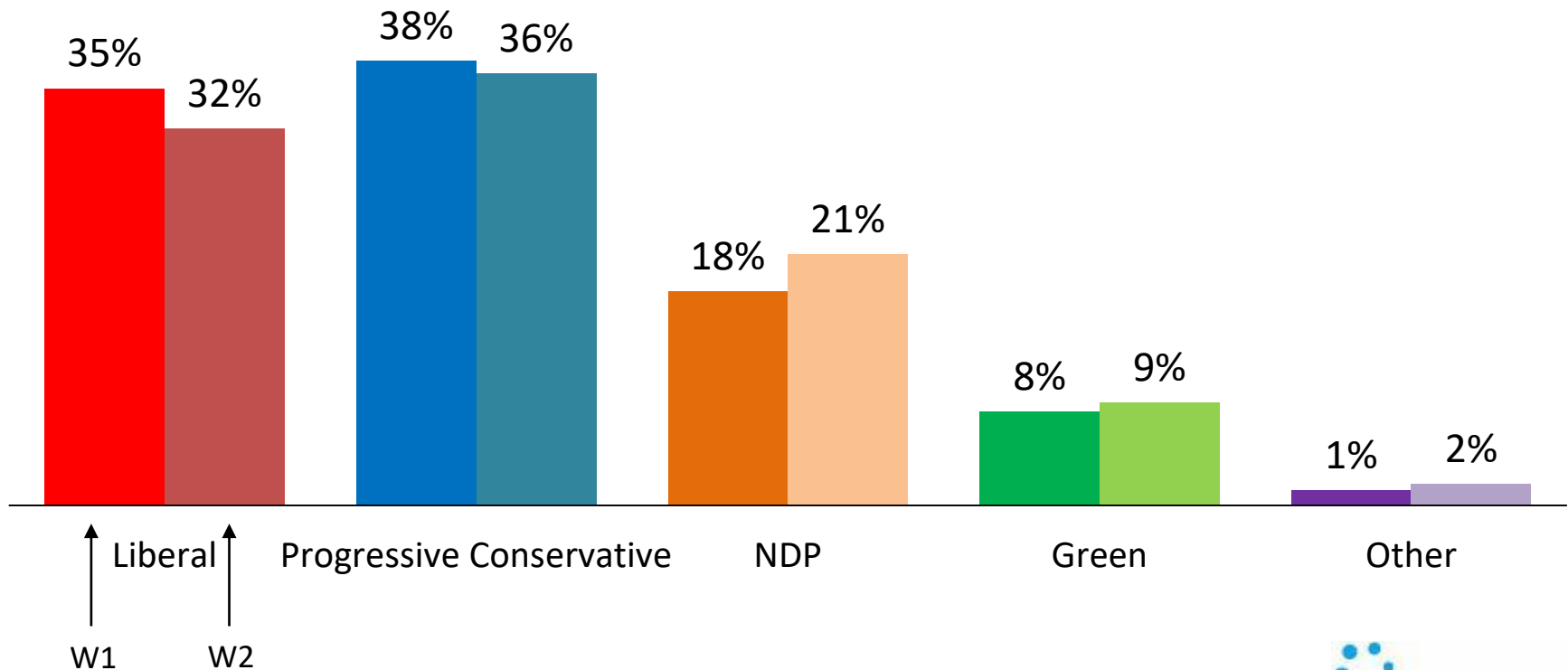| Combined Vote | Achievers W1 | Achievers W2 | Hopefuls W1 | Hopefuls W2 | Moderate Strugglers W1 | Moderate Strugglers W2 | Heavy Strugglers W1 | Heavy Strugglers W2 | Ambivalent W1 | Ambivalent W2 | Alienated W1 | Alienated W2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Liberal** | 58% | 43% | 33% | 33% | 32% | 28% | 23% | 22% | 25% | 26% | 18% | 20% |
| **PC** | 22% | 31% | 34% | 37% | 35% | 38% | 54% | 36% | 24% | 25% | 29% | 31% |
| **NDP** | 10% | 10% | 15% | 10% | 14% | 18% | 10% | 26% | 13% | 17% | 21% | 27% |
| **Green** | 6% | 5% | 4% | 7% | 7% | 9% | 3% | 4% | 5% | 9% | 11% | 8% |
| **Other** | 0% | 3% | 0% | 3% | 0% | 0% | 2% | 2% | 1% | 1% | 2% | 2% |
| **Undecided/DK** | 4% | 8% | 14% | 11% | 11% | 8% | 7% | 7% | 25% | 17% | 15% | 9% |
| **Would not vote/None** | 2% | 1% | 0% | 0% | 2% | 1% | 1% | 3% | 7% | 5% | 2% | 3% |

INNOVATIVE RESEARCH GROUP

# Decided Provincial Vote: Suggestions of a shift toward the left

**Q** If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[VOTE + LEAN] – DECIDED VOTERS ONLY**
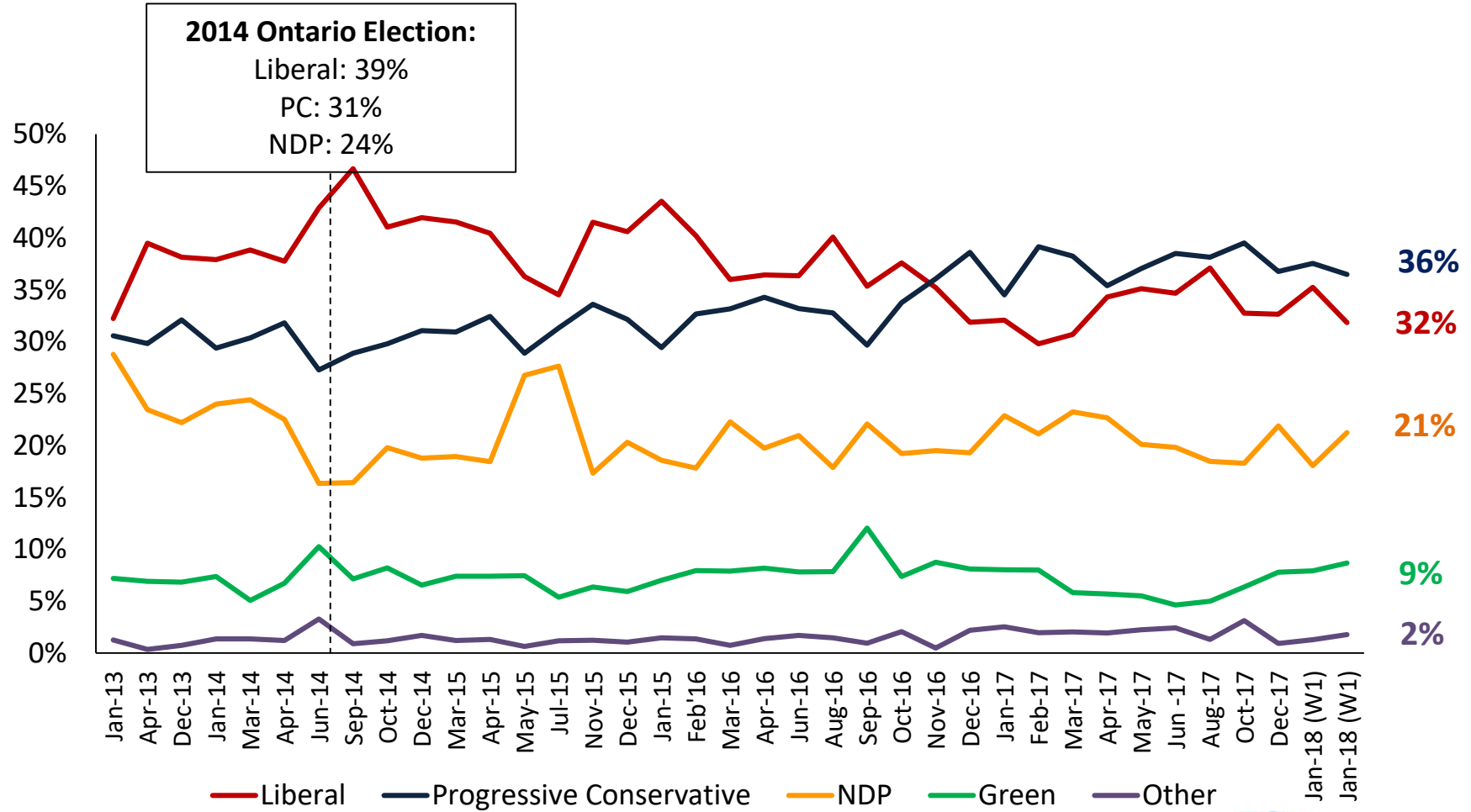
[decided voters; W1 n=816, W2 n=872]



| | Liberal | Progressive Conservative | NDP | Green | Other |
|---|---|---|---|---|---|
| W1 | 35% | 38% | 18% | 8% | 1% |
| W2 | 32% | 36% | 21% | 9% | 2% |

INNOVATIVE RESEARCH GROUP

# Decided Vote Tracking: Marginal downward shift for PCs and Liberals, with marginal gains for NDP

**Q** If a provincial election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[VOTE + LEAN] – DECIDED VOTERS ONLY**

[Tracking data since January 2013]



**2014 Ontario Election:**
Liberal: 39%
PC: 31%
NDP: 24%

Liberal — Progressive Conservative — NDP — Green — Other

36% 32% 21% 9% 2%

# Second Choice by Combined Vote: Drop in undecided across the board. NDP increases as 2nd choice party for PC voters

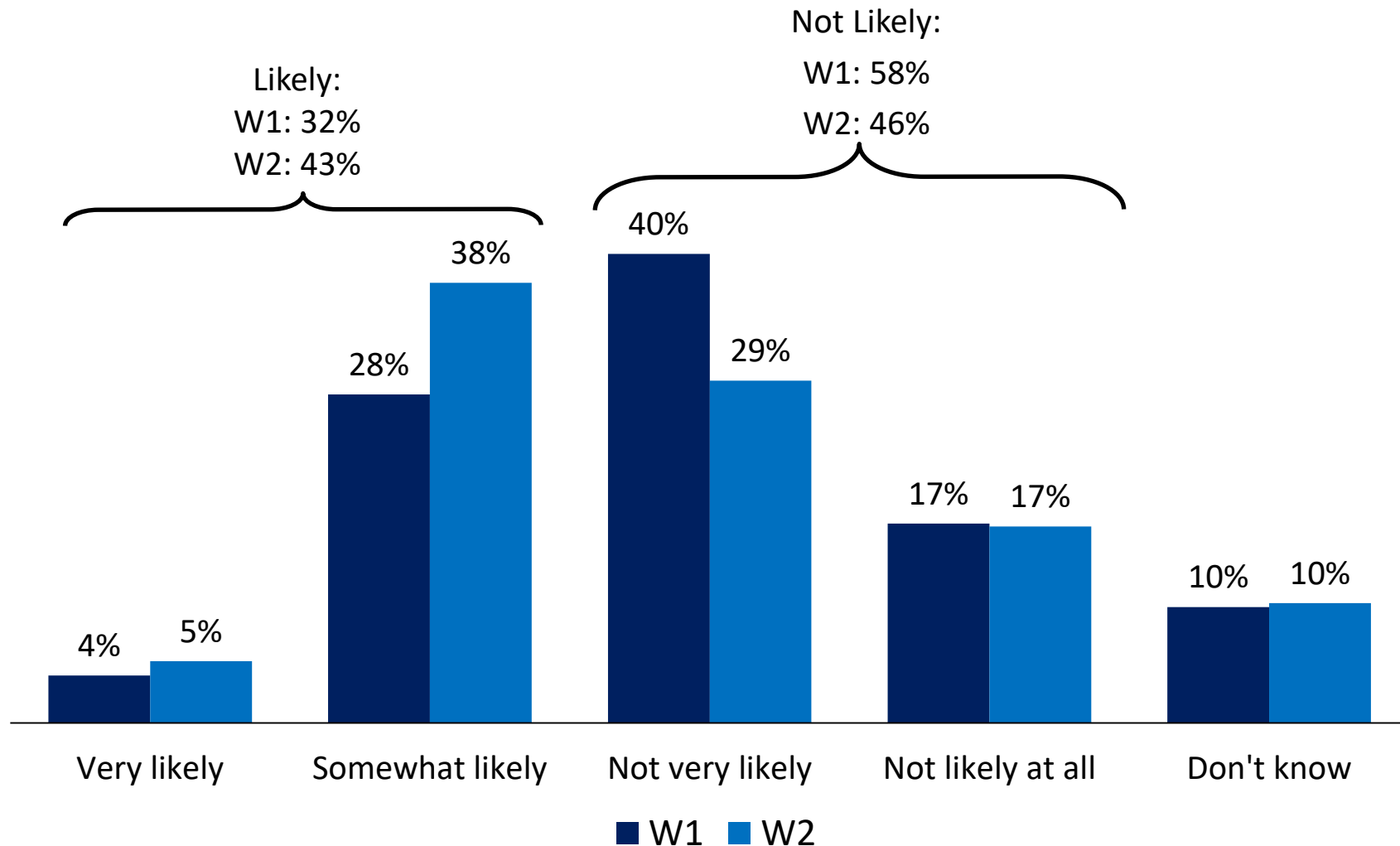**Q** And which party would be your second choice? **[BY FIRST CHOICE]**
[asked of all respondents who have a vote choice; W1 n=816, W2 n=873]

### Combined Vote (First Choice)

| Second Choice | Overall | | Liberal | | PC | | NDP | | Green/Other | |
|---|---|---|---|---|---|---|---|---|---|---|
| | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 |
| Liberal | 11% | 12% | -- | -- | 11% | 8% | 31% | 34% | 19% | 22% |
| PC | 7% | 11% | 9% | 18% | -- | -- | 16% | 16% | 8% | 18% |
| NDP | 21% | 24% | 36% | 35% | 17% | 29% | -- | -- | 19% | 26% |
| Green | 12% | 12% | 13% | 13% | 9% | 8% | 21% | 22% | 0% | 0% |
| Other | 2% | 1% | 1% | 1% | 3% | 2% | 1% | 1% | 2% | 2% |
| Undecided/DK | 32% | 26% | 31% | 26% | 34% | 31% | 24% | 20% | 41% | 24% |
| Would not vote | 16% | 14% | 11% | 8% | 26% | 24% | 7% | 7% | 11% | 8% |

# Likely to Change to 2nd Choice: 11 point increase in likelihood to switch to 2nd choice

**Q** How likely is it you may change your mind and vote for your second choice?
[asked only of respondents who had a second choice, W1 n=425, W2 n=527]

Likely:
W1: 32%
W2: 43%

Not Likely:
W1: 58%
W2: 46%



| | Very likely | Somewhat likely | Not very likely | Not likely at all | Don't know |
|---|---|---|---|---|---|
| W1 | 4% | 28% | 40% | 17% | 10% |
| W2 | 5% | 38% | 29% | 17% | 10% |

■ W1  ■ W2

# Likelihood to Switch by 2nd Choice: Across the board increase in likelihood 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, W1 n=425, W2 n=527]

| | PC 2nd choice | | Liberal 2nd choice | | NDP 2nd choice | | Green 2nd choice | |
|---|---|---|---|---|---|---|---|---|
| | W1 | W2 | W1 | W2 | W1 | W2 | W1 | W2 |
| Very likely | 7% | 6% | 2% | 7% | 3% | 3% | 5% | 7% |
| Somewhat likely | 25% | 42% | 39% | 46% | 31% | 36% | 23% | 32% |
| Not very likely | 37% | 31% | 33% | 23% | 44% | 33% | 43% | 27% |
| Not likely at all | 15% | 7% | 9% | 9% | 16% | 19% | 21% | 26% |
| Don't know | 16% | 14% | 17% | 14% | 6% | 8% | 8% | 9% |
| **TOTAL LIKELY** | 32% | 48% | 41% | 54% | 34% | 40% | 28% | 39% |

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

INNOVATIVE
RESEARCH GROUP

# "Would Never Vote For" by Combined Vote: More than half of PC voters would never vote Liberal

**Q** Is there any party you would never vote for? **[BY FIRST CHOICE]**
[asked of all respondents; W2 only n=1,000]

**Combined Vote (First Choice)**

| Would Never Vote | Overall | Liberal | PC | NDP | Green/Other | Unaligned |
|---|---|---|---|---|---|---|
| **Liberal** | 26% | -- | 53% | 32% | 26% | 9% |
| **PC** | 20% | 36% | -- | 37% | 25% | 7% |
| **NDP** | 9% | 9% | 13% | -- | 11% | 8% |
| **Green** | 14% | 20% | 16% | 8% | -- | 13% |
| **Other** | 3% | 3% | 2% | 2% | 8% | 2% |
| **Undecided/DK** | 22% | 25% | 12% | 16% | 25% | 46% |
| **Would not vote** | 7% | 7% | 4% | 6% | 5% | 16% |

INNOVATIVE
RESEARCH GROUP

# "Would Never Vote For" by Party ID: Half of PC partisans would never vote Liberal; plurality of Libs & NDP spurn PCs

**Q** Is there any party you would never vote for? **[BY PARTY ID]**
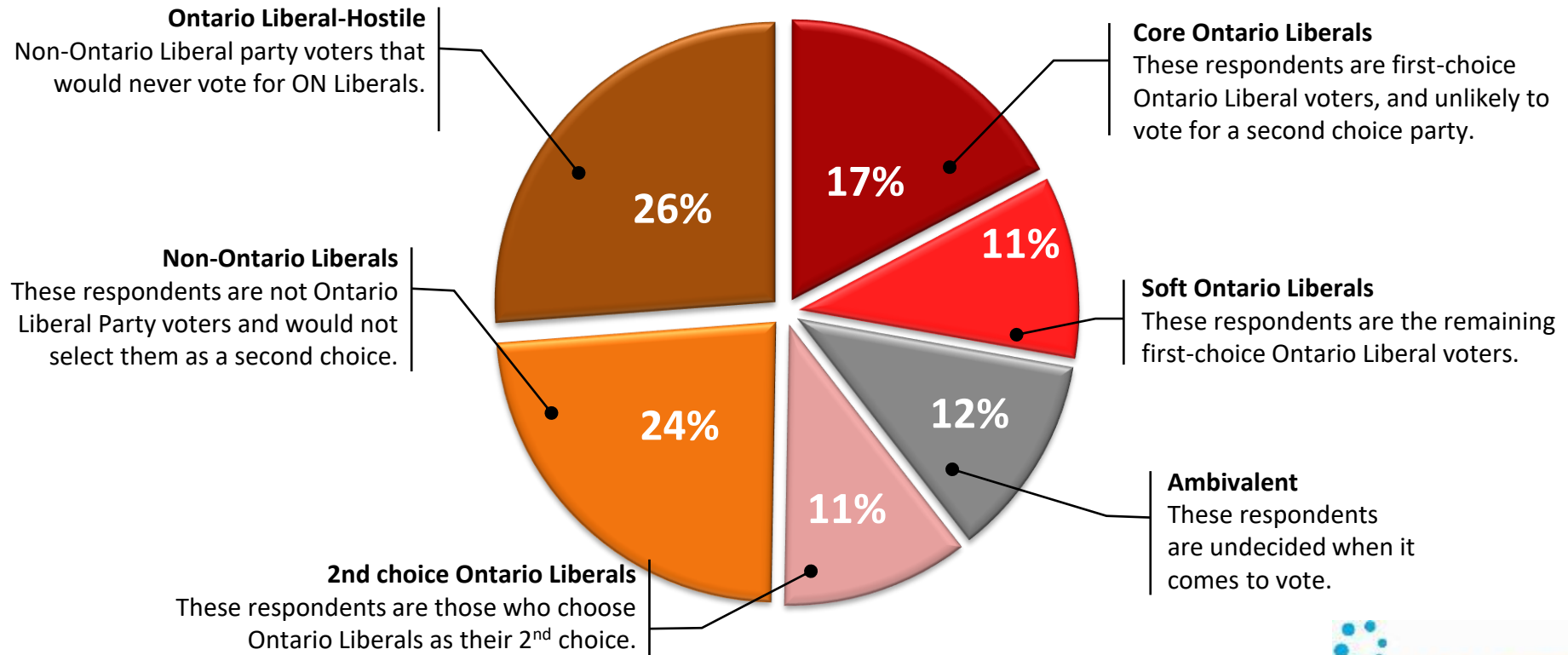[asked of all respondents; W2 only n=1,000]

**Party ID**

| Would Never Vote | Overall | Liberal | PC | NDP | Green/Other | Unaligned |
|---|---|---|---|---|---|---|
| **Liberal** | 26% | 4% | 51% | 32% | 35% | 20% |
| **PC** | 20% | 36% | 0% | 43% | 23% | 8% |
| **NDP** | 9% | 10% | 14% | 0% | 9% | 7% |
| **Green** | 14% | 18% | 17% | 7% | 3% | 11% |
| **Other** | 3% | 3% | 2% | 2% | 7% | 1% |
| **Undecided/DK** | 22% | 22% | 12% | 15% | 17% | 38% |
| **Would not vote** | 7% | 7% | 4% | 2% | 6% | 14% |

**INNOVATIVE**
RESEARCH GROUP

# Ontario Liberals Voter Pool: 17% are core Ontario Liberals, one-in-four (26%) would never vote for the party

We have created a segmentation that groups individuals based on their level of **Ontario Liberal Party** support.

The following chart illustrates six unique groups among respondents of this survey based on their responses to a combined provincial vote question, their second choice party, their likelihood to vote for their second choice and if they would never vote Ontario Liberal.
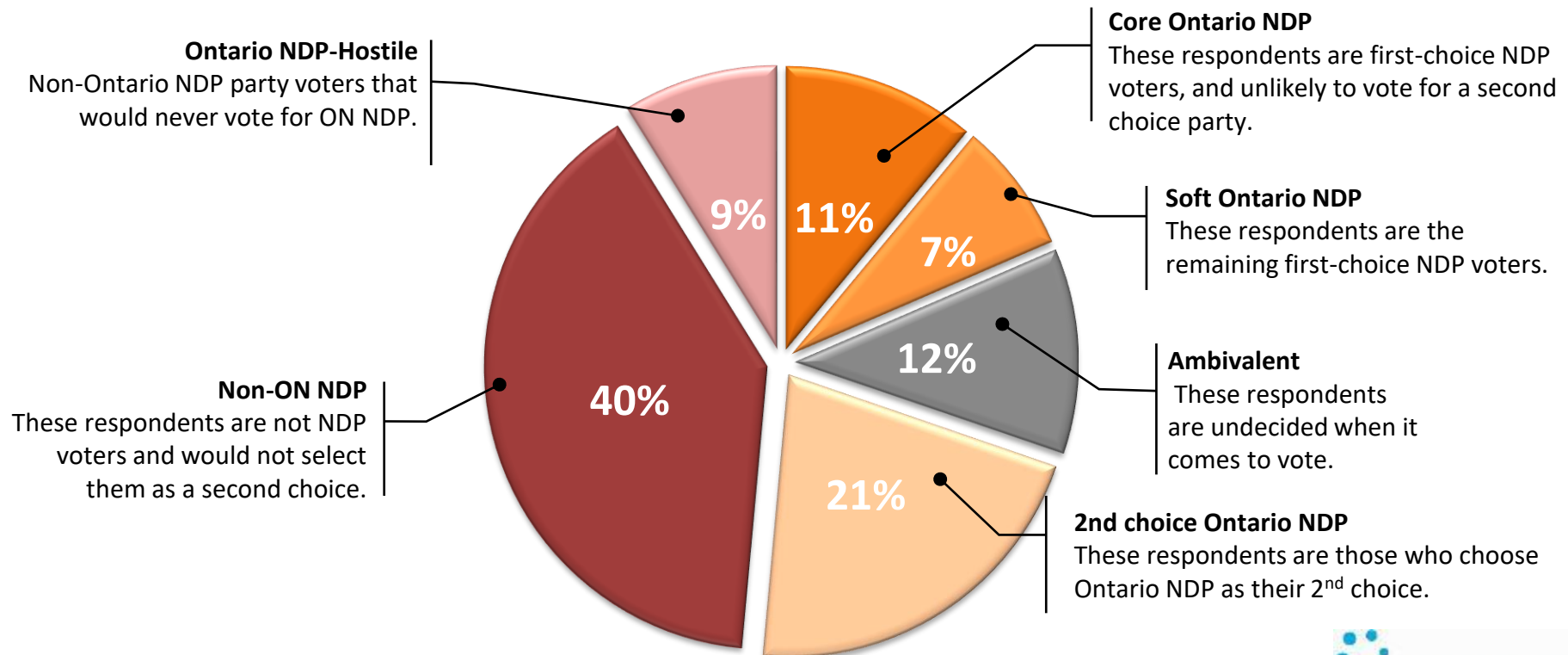
**Ontario Liberal-Hostile**
Non-Ontario Liberal party voters that would never vote for ON Liberals.

**Core Ontario Liberals**
These respondents are first-choice Ontario Liberal voters, and unlikely to vote for a second choice party.

**Non-Ontario Liberals**
These respondents are not Ontario Liberal Party voters and would not select them as a second choice.

**Soft Ontario Liberals**
These respondents are the remaining first-choice Ontario Liberal voters.

**Ambivalent**
These respondents are undecided when it comes to vote.

**2nd choice Ontario Liberals**
These respondents are those who choose Ontario Liberals as their 2nd choice.

26%
17%
11%
12%
11%
24%

INNOVATIVE RESEARCH GROUP

# Ontario NDP Voter Pool: Only 11% base, but large 2nd choice NDP for opposition to draw on

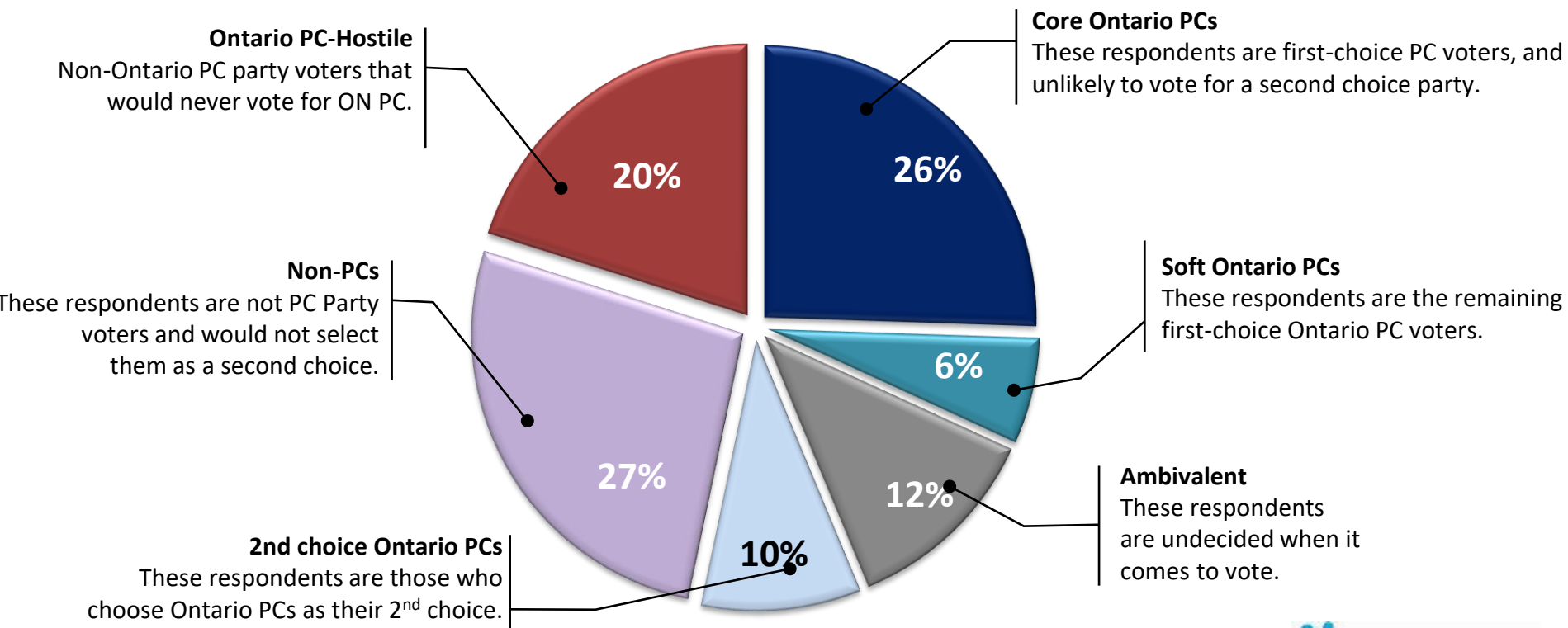We have created a segmentation that groups individuals based on their level of **Ontario NDP** support.

The following chart illustrates six unique groups among respondents of this survey based on their responses to a combined provincial vote question, their second choice party, their likelihood to vote for their second choice, and if they would never vote Ontario NDP.

**Core Ontario NDP**
These respondents are first-choice NDP voters, and unlikely to vote for a second choice party.

**Soft Ontario NDP**
These respondents are the remaining first-choice NDP voters.

**Ambivalent**
These respondents are undecided when it comes to vote.

**2nd choice Ontario NDP**
These respondents are those who choose Ontario NDP as their 2nd choice.

**Non-ON NDP**
These respondents are not NDP voters and would not select them as a second choice.

**Ontario NDP-Hostile**
Non-Ontario NDP party voters that would never vote for ON NDP.

- 11%
- 7%
- 12%
- 21%
- 40%
- 9%

# Ontario PC Voter Pool: 1-in-4 (26%) are core PC, 2-in-10 (20%) would never vote PC

We have created a segmentation that groups individuals based on their level of **Ontario PC Party** support.

The following chart illustrates six unique groups among respondents of this survey based on their responses to a combined provincial vote question, their second choice party, their likelihood to vote for their second choice and if they would never vote for the PCs.

**Ontario PC-Hostile**
Non-Ontario PC party voters that would never vote for ON PC.

**Core Ontario PCs**
These respondents are first-choice PC voters, and unlikely to vote for a second choice party.

**20%**

**26%**

**Non-PCs**
These respondents are not PC Party voters and would not select them as a second choice.

**Soft Ontario PCs**
These respondents are the remaining first-choice Ontario PC voters.

**6%**

**27%**

**12%**

**10%**

**2nd choice Ontario PCs**
These respondents are those who choose Ontario PCs as their 2nd choice.

**Ambivalent**
These respondents are undecided when it comes to vote.

INNOVATIVE
RESEARCH GROUP

# Appendix:
# Telephone Methodology

INNOVATIVE
RESEARCH GROUP

# 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.*

INNOVATIVE
RESEARCH GROUP

# 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% |

INNOVATIVE
RESEARCH GROUP

# Building Understanding.

*Personalized research to connect you and your audiences.*

For more information, please contact:

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