INNOVATIVE
RESEARCH GROUP

Public Opinion Research ▶▶

Canada This Month: Ontario Politics

Segmentation

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

Provincial Party ID: Liberals maintain advantage, despite marginal gains for PCs and – to a lesser extent – NDP

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a…
[asked of all respondents W1 n=1,000, W2 n=1,000]

	W1	W2
Liberal	31%	30%
Progressive Conservative	24%	27%
NDP	11%	13%
Green	4%	4%
Something else	3%	3%
None/Independent	19%	19%
Don't know	7%	4%

INNOVATIVE
RESEARCH GROUP
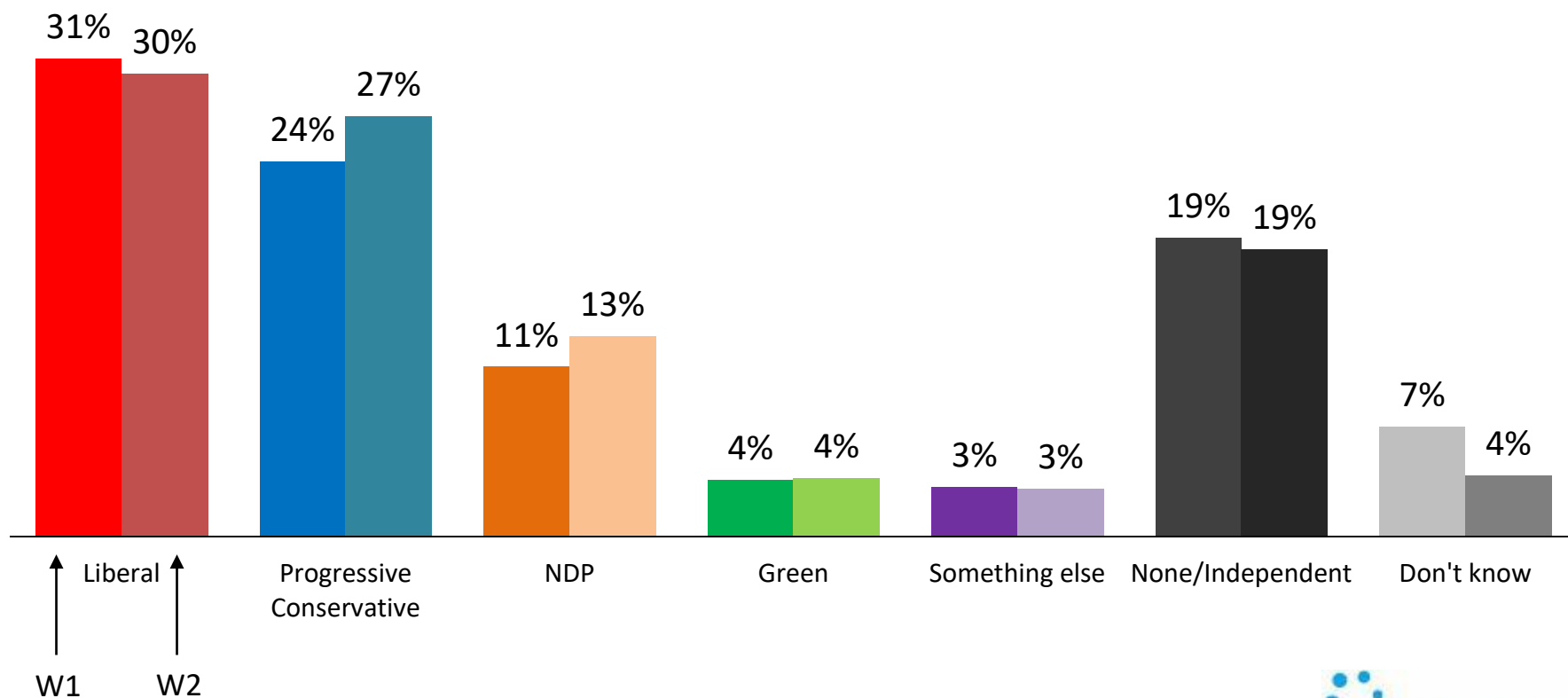
Provincial ID: PC partisanship increases marginally following Patrick Brown scandal

Q Thinking about politics in Ontario, generally speaking, do you usually think of yourself as a…
[asked of all respondents n=1,000]
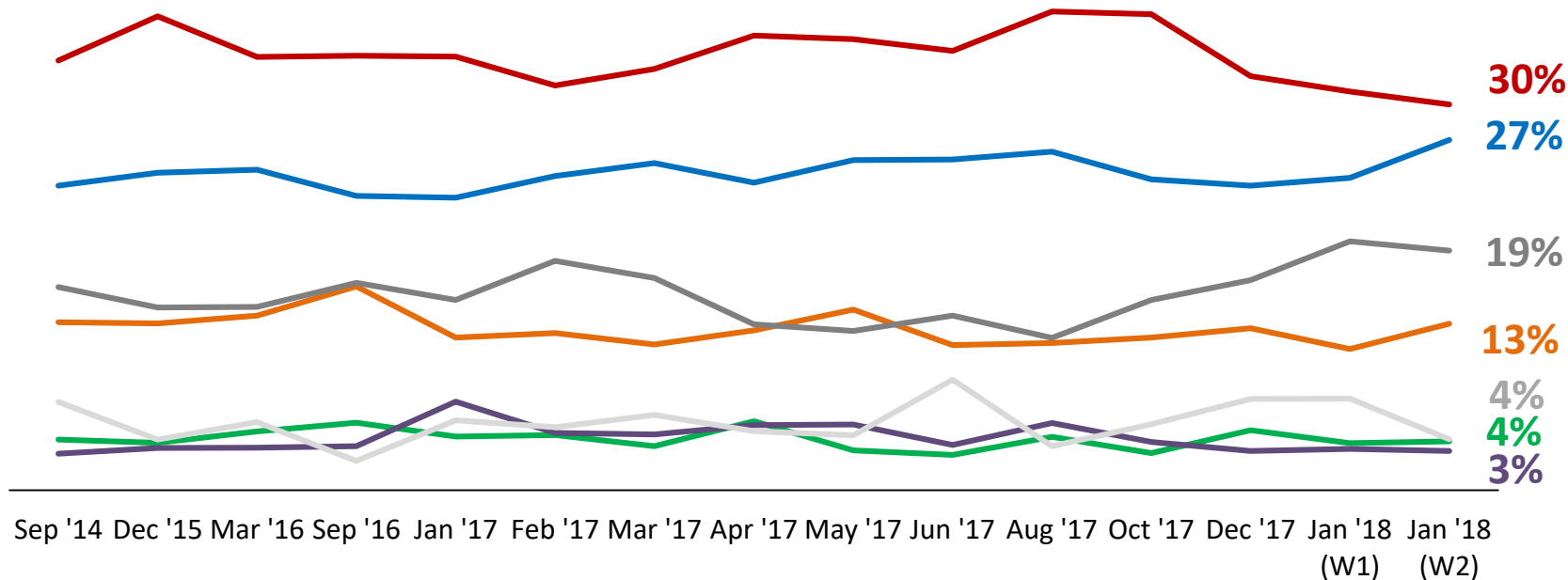
Sep '14 Dec '15 Mar '16 Sep '16 Jan '17 Feb '17 Mar '17 Apr '17 May '17 Jun '17 Aug '17 Oct '17 Dec '17 Jan '18 (W1) Jan '18 (W2)

- **30%** Liberal
- **27%** Progressive Conservative
- **19%** None/Independent
- **13%** NDP
- **4%** Don't know
- **4%** Green
- **3%** Something else

— Liberal   — Progressive Conservative
— NDP   — Green
— Something else   — None/Independent
— Don't know

INNOVATIVE
RESEARCH GROUP

Party ID by Gender: Marginally, more women are identifying[7] as PC and NDP since the accusations against Brown

Party ID by Gender

Party ID	Gender			
	Men		Women	
	W1	W2	W1	W2
Liberal	29%	29%	33%	32%
PC	29%	30%	20%	24%
NDP	9%	10%	13%	16%
Green	3%	4%	4%	4%
Something else	5%	4%	2%	2%
None/Independent	20%	21%	19%	16%
Don't know	5%	3%	9%	5%

Value Clusters: No significant shift in breakdown of value clusters

We asked a series of **value questions** in both the Wave 1 and Wave 2 survey. We use **cluster** analysis to group respondents who share common sets of values to better understand the motivations and needs of voters. Clusters in each survey are based on the same solution and the same five values in each study.

W1 Value Clusters

- Left neutral/less feminist 21%
- Conservative-neutral/less feminist 19%
- Conservative-more feminist 8%
- Liberal neutral/less feminist 20%
- Liberal- more feminist 15%
- Left more feminist 17%

W2 Value Clusters

- Left neutral/less feminist 19%
- Conservative-neutral/less feminist 18%
- Conservative-more feminist 9%
- Liberal neutral/less feminist 21%
- Liberal- more feminist 15%
- Left more feminist 18%

INNOVATIVE
RESEARCH GROUP

Values by Cluster

Here are the five values which define the clusters.

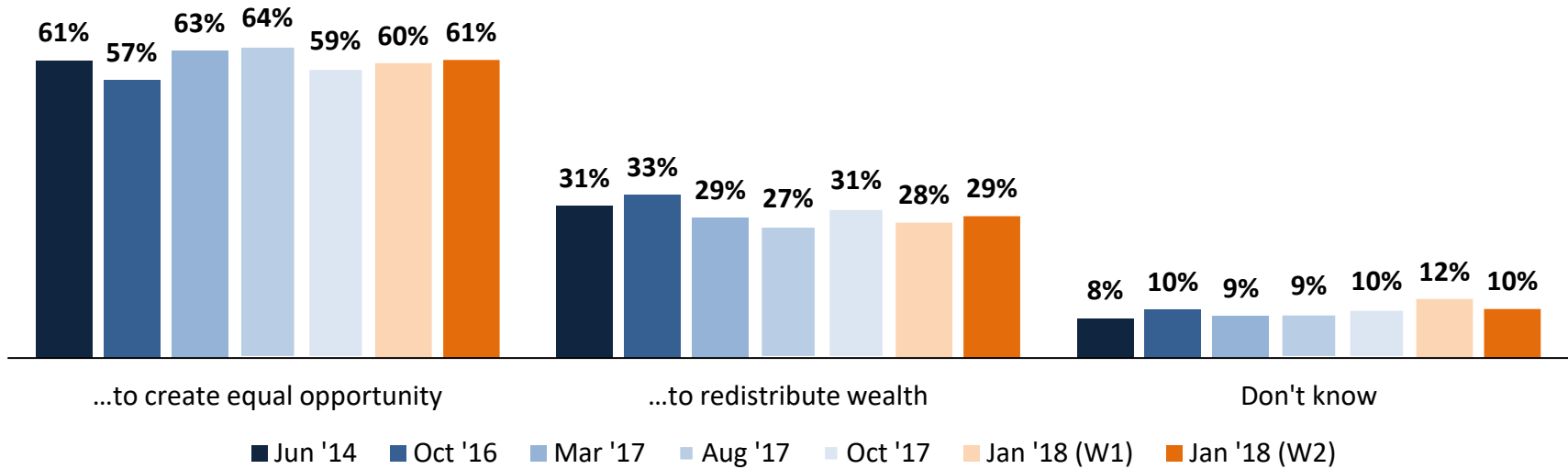| Values		Conservative-more feminist		Conservative-neutral/less feminist		Liberal- more feminist		Liberal neutral/less feminist		Left more feminist		Left neutral/less feminist	
		W1	W2	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2
Is the main role of government…	Create equal opportunity	90%	84%	89%	93%	84%	82%	81%	82%	8%	17%	26%	19%
	Redistribute wealth	5%	11%	6%	4%	10%	12%	10%	11%	77%	72%	46%	58%
	Don't know	5%	6%	4%	3%	6%	5%	8%	8%	15%	11%	28%	23%
The profit system…	Brings out the worst in human nature	0%	0%	0%	0%	40%	36%	35%	35%	83%	87%	65%	71%
	Teaches people value of hard work	94%	90%	89%	88%	40%	51%	48%	53%	3%	3%	1%	2%
	Don't know	6%	10%	11%	12%	21%	13%	17%	12%	14%	11%	33%	27%
Governments should make spending decisions based on…	Ability to afford	91%	94%	87%	92%	0%	0%	0%	0%	23%	27%	42%	42%
	Public's need	0%	0%	0%	0%	94%	97%	87%	95%	67%	68%	33%	38%
	Don't know	9%	6%	13%	8%	6%	3%	13%	5%	10%	6%	25%	19%
When it comes to government decision making…	Too often govt listens to experts instead of common sense	48%	45%	63%	64%	38%	49%	56%	60%	36%	41%	48%	58%
	Government should listen to experts	38%	49%	28%	30%	43%	43%	27%	31%	45%	47%	19%	15%
	Don't know	15%	6%	9%	6%	19%	9%	17%	9%	18%	12%	33%	27%
Self-identification	Agree: I personally would describe myself as a feminist	100%	100%	0%	0%	100%	100%	0%	0%	100%	100%	0%	0%

Values Tracking (1 of 3): No change in values since election on role of government, the profit system

Q [Aug '17, Oct '16, Nov '17, Jan '18 (W1 and W2)] Is the main role of government …?
[Mar '17, June '14] Is it more important for government…?

…to create equal opportunity: 61%, 57%, 63%, 64%, 59%, 60%, 61%

…to redistribute wealth: 31%, 33%, 29%, 27%, 31%, 28%, 29%

Don't know: 8%, 10%, 9%, 9%, 10%, 12%, 10%

Legend: ■ Jun '14 ■ Oct '16 ■ Mar '17 ■ Aug '17 ■ Oct '17 ■ Jan '18 (W1) ■ Jan '18 (W2)

Q Which of the following statements best describes your personal point of view? *The profit system…*

…brings out the worst in human nature: 39%, 34%, 42%, 41%, 39%, 40%, 42%

…teaches people the value of hard work/success: 45%, 53%, 42%, 42%, 45%, 41%, 44%

Don't know: 16%, 14%, 16%, 16%, 16%, 19%, 15%

Legend: ■ Jun '14 ■ Oct '16 ■ Mar '17 ■ Aug '17 ■ Oct '17 ■ Jan '18 (W1) ■ Jan '18 (W2)

INNOVATIVE RESEARCH GROUP
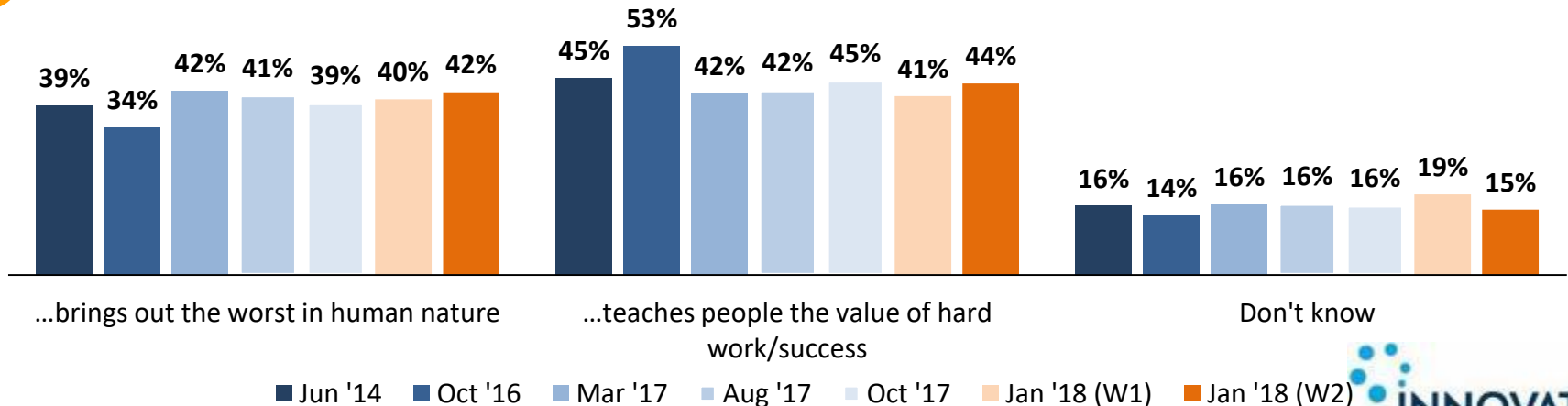
Values Tracking (2 of 3): Increase in perception that government listens to experts over common sense

Q When it comes to government decision making, which of the following statements is closest to your view?

Too often the government listens to experts instead of common sense
- Jun '14: 62%
- Oct '16: 52%
- Mar '17: 51%
- Aug '17: 50%
- Oct '17: 50%
- Jan '18 (W1): 49%
- Jan '18 (W2): 54%

Issues are complicated, government should listen to experts
- Jun '14: 27%
- Oct '16: 34%
- Mar '17: 36%
- Aug '17: 36%
- Oct '17: 34%
- Jan '18 (W1): 32%
- Jan '18 (W2): 34%

Don't know
- Jun '14: 10%
- Oct '16: 15%
- Mar '17: 13%
- Aug '17: 14%
- Oct '17: 16%
- Jan '18 (W1): 19%
- Jan '18 (W2): 12%

Legend: Jun '14 | Oct '16 | Mar '17 | Aug '17 | Oct '17 | Jan '18 (W1) | Jan '18 (W2)

Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

Ability to afford
- Jun '14: 42%
- Oct '16: 40%
- Mar '17: 41%
- Aug '17: 39%
- Nov '17: 40%
- Jan '18 (W1): 37%
- Jan '18 (W2): 38%

Public need
- Jun '14: 52%
- Oct '16: 50%
- Mar '17: 53%
- Aug '17: 53%
- Nov '17: 51%
- Jan '18 (W1): 50%
- Jan '18 (W2): 54%

Don't know
- Jun '14: 6%
- Oct '16: 10%
- Mar '17: 6%
- Aug '17: 9%
- Nov '17: 9%
- Jan '18 (W1): 14%
- Jan '18 (W2): 8%

Legend: Jun '14 | Oct '16 | Mar '17 | Aug '17 | Nov '17 | Jan '18 (W1) | Jan '18 (W2)

INNOVATIVE RESEARCH GROUP
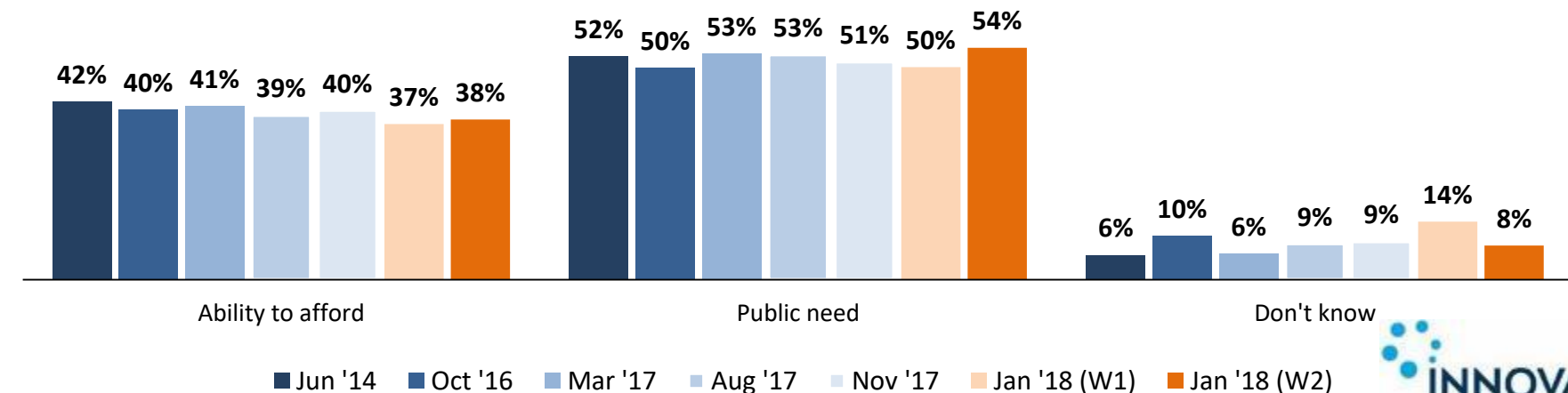
Values Tracking (3 of 3): No change in feminism sentiment

Q Do you agree or disagree with the following statements:

I personally would describe myself as a feminist
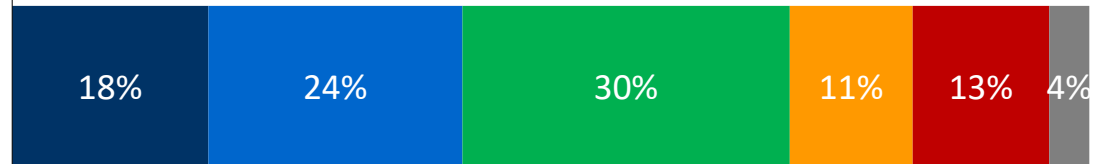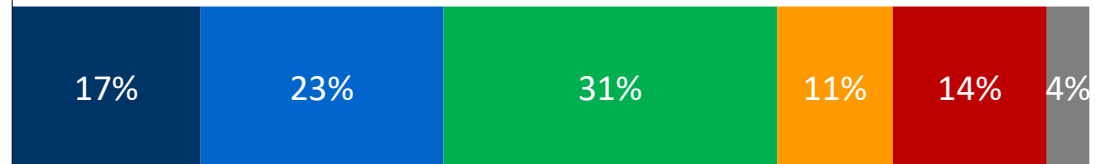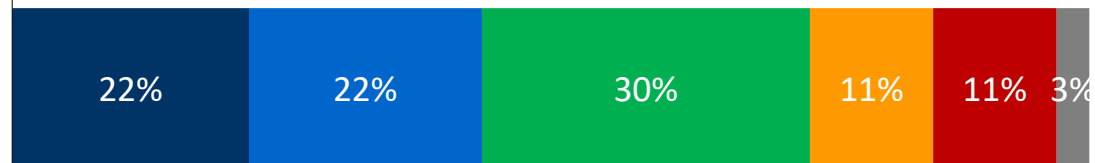
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Jan '18 (W2)	18%	24%	30%	11%	13%	4%
Jan '18 (W1)	17%	23%	31%	11%	14%	4%
Oct '17	22%	22%	30%	11%	11%	3%

■ Strongly agree   ■ Somewhat agree   ■ Neither agree nor disagree

■ Somewhat disagree   ■ Strongly disagree   ■ Don't know

INNOVATIVE RESEARCH GROUP

Value Clusters by Party ID: Marginal shift from PC-feminist to Liberal-less feminist among PC partisans

Value Clusters by Party ID

	Party ID									
	Liberal		**Progressive Conservative**		**NDP**		**Green/Other**		**Unaligned**	
	W1	**W2**	**W1**	**W2**	**W1**	**W2**	**W1**	**W2**	**W1**	**W2**
Conservative- more feminist	9%	9%	17%	13%	2%	4%	7%	7%	2%	6%
Conservative- neutral/less feminist	7%	7%	39%	38%	6%	3%	23%	19%	18%	18%
Liberal- more feminist	27%	27%	5%	7%	20%	17%	14%	10%	11%	10%
Liberal neutral/less feminist	20%	18%	18%	22%	19%	16%	19%	20%	23%	28%
Left more feminist	23%	23%	5%	6%	34%	33%	16%	25%	12%	14%
Left neutral/less feminist	14%	16%	16%	13%	19%	27%	21%	19%	34%	24%

Value Clusters (row axis label)

INNOVATIVE
RESEARCH GROUP

Value Clusters by Gender: Marginal shifts among both genders

Value Clusters by Gender

	Gender			
	Men		Women	
Value Clusters	W1	W2	W1	W2
Conservative- more feminist	8%	8%	8%	9%
Conservative- neutral/less feminist	24%	26%	14%	11%
Liberal- more feminist	12%	12%	19%	18%
Liberal neutral/less feminist	21%	21%	20%	22%
Left more feminist	12%	14%	21%	22%
Left neutral/less feminist	22%	18%	20%	19%

INNOVATIVE
RESEARCH GROUP

Alienation Attitudes: Increased intensity of TfC sentiment. Half say it's a 2-party race; half want to hear from NDP

Q For each of the following statements please indicate if you agree or disagree?
[asked of all respondents; W1 n=1,000, W2 n=1,000]

Total agree (Strongly + Somewhat)

It's time for a change in government here in …

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total agree
Ontario - Jan '18 W2	48%	18%	16%	8%	6%	4%	**66%**
Ontario - Jan '18 W1	40%	16%	19%	8%	10%	7%	**56%**
Rest of Canada - Jan '18 W1	37%	17%	15%	7%	14%	10%	**54%**

The [PARTY] have their problems, but they are still the best party to form government

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total agree
Ontario - Jan '18 W2	11%	21%	15%	11%	38%	5%	**32%**
Ontario - Jan '18 W1	11%	19%	20%	10%	31%	9%	**30%**
Rest of Canada - Jan '18 W1	13%	18%	15%	12%	31%	11%	**30%**

This election is really a two-horse race, only the Liberal and the Conservatives have a real chance of forming government

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total agree
Jan '18 W2	19%	30%	19%	13%	12%	7%	**49%**

Given the problems with the PC Party and the Liberals, I am interested in hearing what the NDP have to offer

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total agree
Jan '18 W2	23%	27%	19%	10%	16%	6%	**49%**

- ■ Strongly agree
- ■ Somewhat agree
- ■ Neither agree nor disagree
- ■ Somewhat disagree
- ■ Strongly disagree
- ■ Don't know

INNOVATIVE RESEARCH GROUP

Alienation tracking, Ontario: Increase in intensity of desire for a change in government

Q For each of the following statements please indicate if you agree or disagree?
[asked of all respondents; W1 n=1,000, W2 n=1,000]
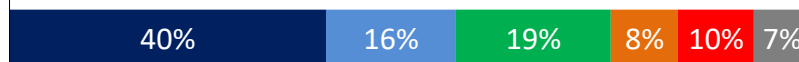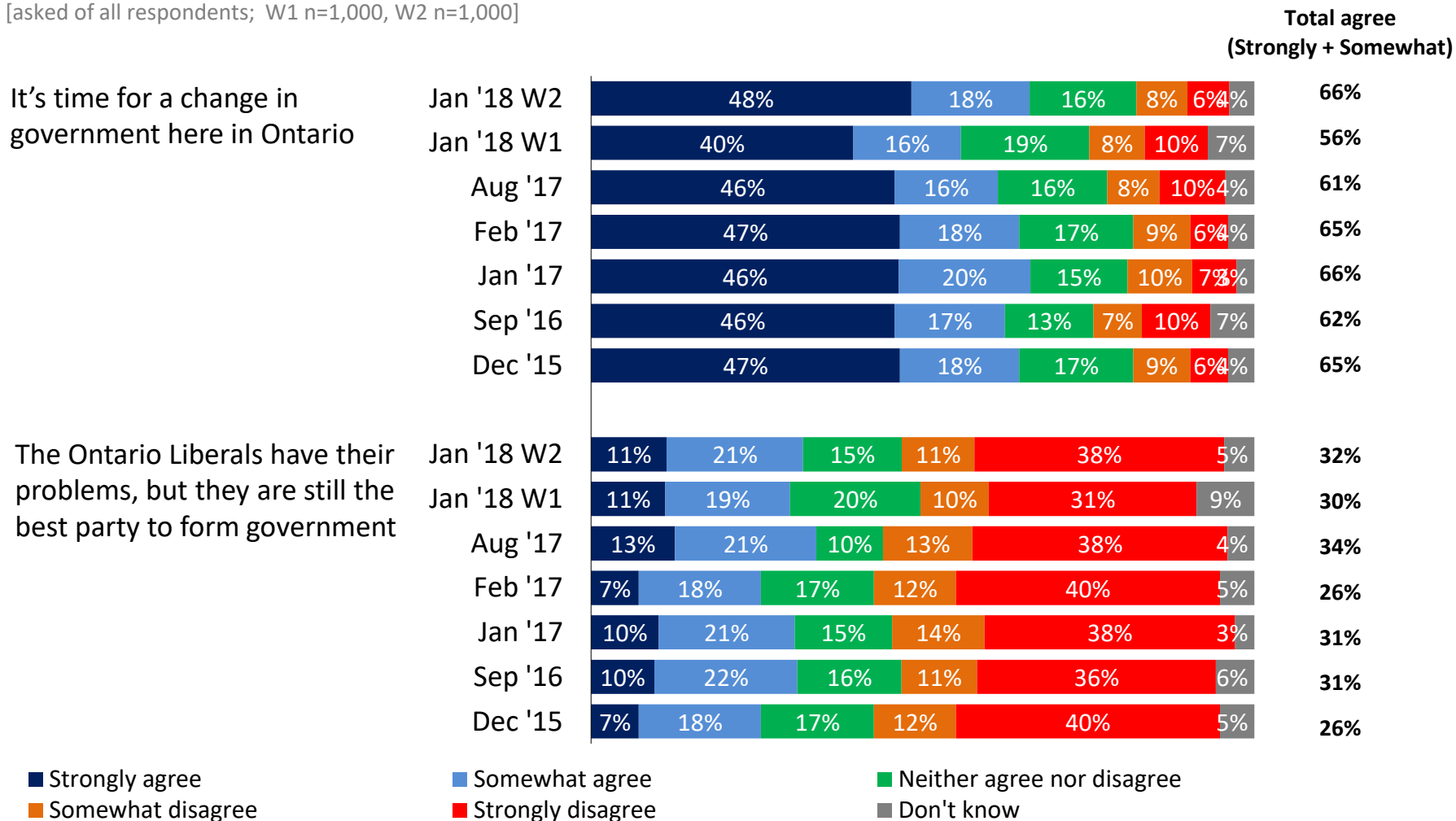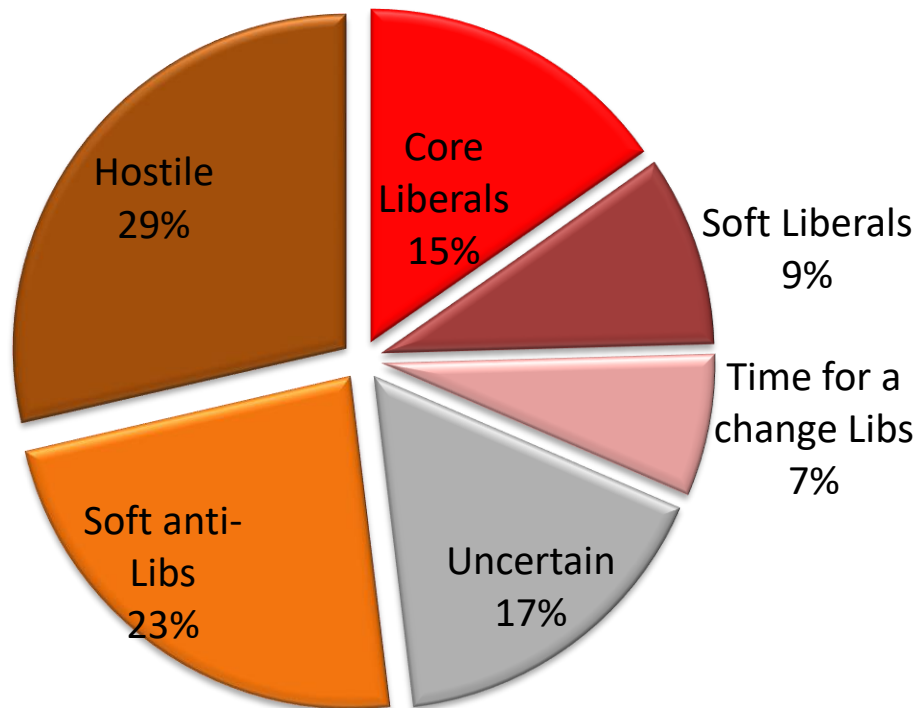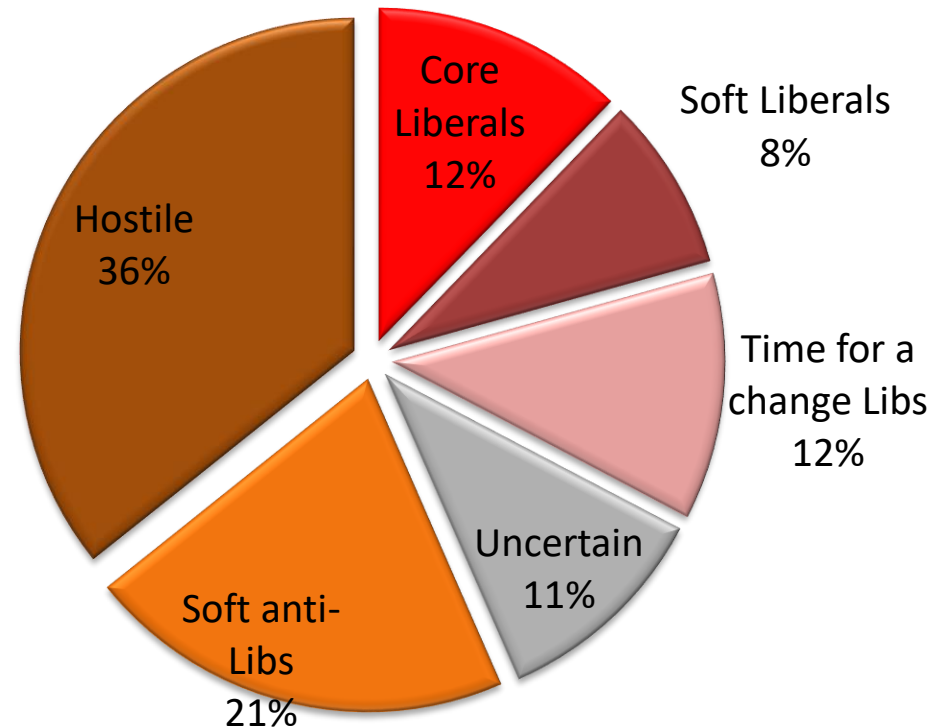
Total agree (Strongly + Somewhat)

It's time for a change in government here in Ontario

Date	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total agree
Jan '18 W2	48%	18%	16%	8%	6%	4%	**66%**
Jan '18 W1	40%	16%	19%	8%	10%	7%	**56%**
Aug '17	46%	16%	16%	8%	10%	4%	**61%**
Feb '17	47%	18%	17%	9%	6%	4%	**65%**
Jan '17	46%	20%	15%	10%	7%	3%	**66%**
Sep '16	46%	17%	13%	7%	10%	7%	**62%**
Dec '15	47%	18%	17%	9%	6%	4%	**65%**

The Ontario Liberals have their problems, but they are still the best party to form government

Date	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know	Total agree
Jan '18 W2	11%	21%	15%	11%	38%	5%	**32%**
Jan '18 W1	11%	19%	20%	10%	31%	9%	**30%**
Aug '17	13%	21%	10%	13%	38%	4%	**34%**
Feb '17	7%	18%	17%	12%	40%	5%	**26%**
Jan '17	10%	21%	15%	14%	38%	3%	**31%**
Sep '16	10%	22%	16%	11%	36%	6%	**31%**
Dec '15	7%	18%	17%	12%	40%	5%	**26%**

■ Strongly agree   ■ Somewhat agree   ■ Neither agree nor disagree
■ Somewhat disagree   ■ Strongly disagree   ■ Don't know

INNOVATIVE RESEARCH GROUP

Time for Change Segmentation: Increase in TfC Liberals and Hostile

January 2018 W1

- Hostile 29%
- Core Liberals 15%
- Soft Liberals 9%
- Time for a change Libs 7%
- Uncertain 17%
- Soft anti-Libs 23%

January 2018 W2

- Hostile 36%
- Core Liberals 12%
- Soft Liberals 8%
- Time for a change Libs 12%
- Uncertain 11%
- Soft anti-Libs 21%

INNOVATIVE RESEARCH GROUP

Time for Change/Alienation Segmentation

We asked a series of **alienation attitudinal questions** in the Wave 2 survey. We then group the respondents who share common sets of attitudes to better understand the motivations and needs of voters.

Uncertain
23%

Conservative
(Anti-Soft
Lib/Hostile, Two
horse-race)
28%

NDP (Anti-Soft
Lib/Hostile,
Interested in
NDP)
17%

Liberal (Core/Soft
Liberal)
21%

Time for a
Change Liberal
12%

INNOVATIVE
RESEARCH GROUP
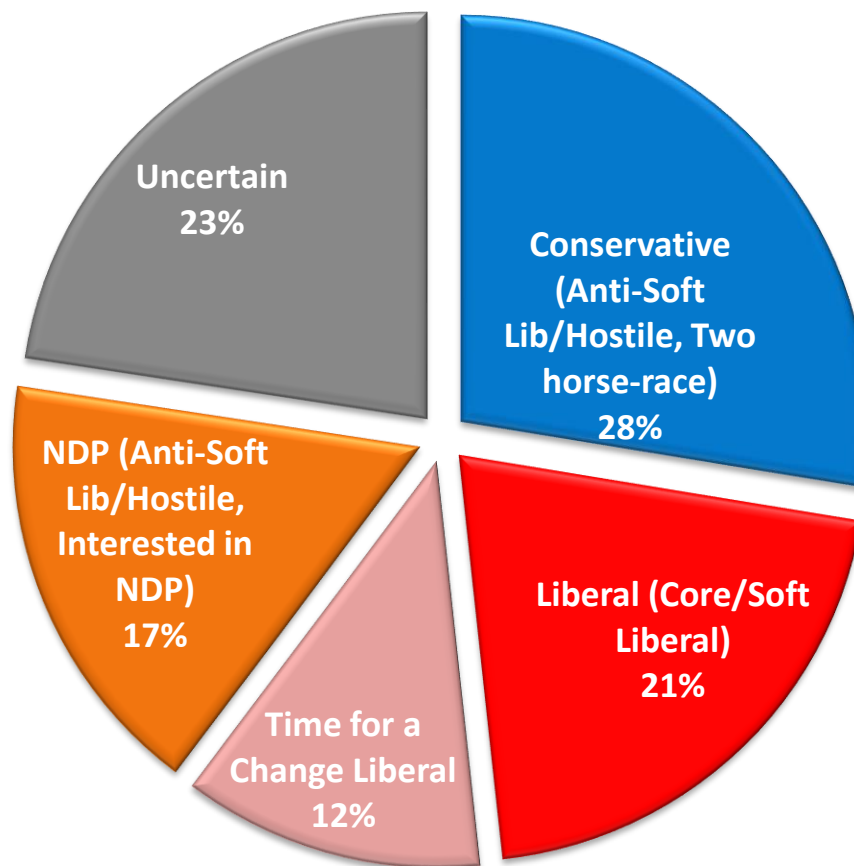
Alienation Attitudes by Segment: Uncertain want change, but they disagree with 2-horse race and not interested in NDP

Alienation Attitudes by Time for Change/Alienation Segmentation

Time for Change/Alienation Segmentation

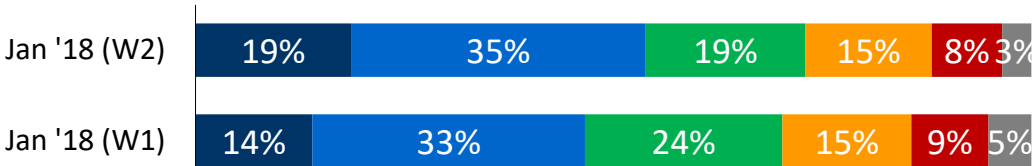| Net agreement	Conservative	Core/Soft Liberal	TfC Liberal	NDP	Uncertain
It's time for a change in government here in Ontario	+97%	-63%	+100%	+95%	+43%
The Liberal Party has their problems, but they are still the best party to form government	-86%	+97%	+100%	-83%	-47%
This election is really a two-horse race, only the Liberals and the Conservatives have a real chance of forming government	+100%	+21%	+53%	-65%	-18%
Given the problems with the PC Party and the Liberals, I am interested in hearing what the NDP have to offer	-4%	+12%	+68%	+100%	-16%

TfC/Alienation Segment by Party ID: Sizeable proportions of PC, Green/Other & Unaligned fall into Uncertain segment
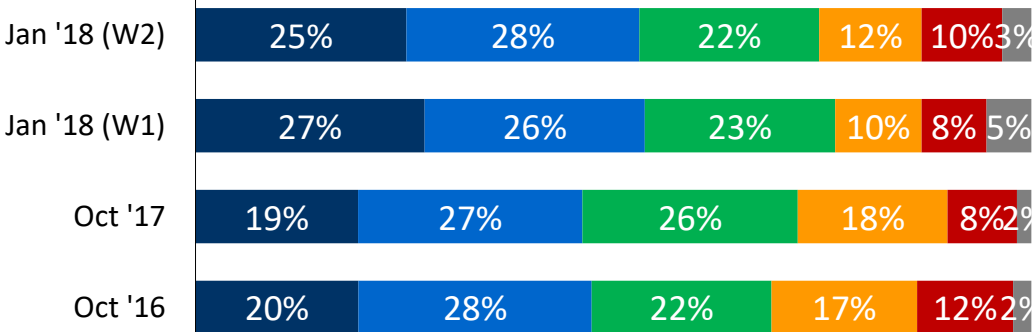
TfC/Alienation Segment by Party ID

		Party ID			
	Liberal	**Progressive Conservative**	**NDP**	**Green/Other**	**Unaligned**
Conservative	8%	54%	16%	29%	28%
Core/Soft Liberal	49%	2%	15%	10%	12%
TfC Liberal	22%	5%	14%	7%	7%
NDP	10%	12%	45%	25%	15%
Uncertain	11%	26%	10%	29%	38%

TfC/Alienation Segment

INNOVATIVE
RESEARCH GROUP

Economic Values Tracking: Increase in perception that you can be anything if you work for it

Here in Ontario, you can be anything if you are willing to work for it.

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Jan '18 (W2)	19%	35%	19%	15%	8%	3%
Jan '18 (W1)	14%	33%	24%	15%	9%	5%

No matter how hard I work, every year it seems more difficult to get by

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Jan '18 (W2)	25%	28%	22%	12%	10%	3%
Jan '18 (W1)	27%	26%	23%	10%	8%	5%
Oct '17	19%	27%	26%	18%	8%	2%
Oct '16	20%	28%	22%	17%	12%	2%

The way things work in Ontario, people like me just can't get ahead in life.

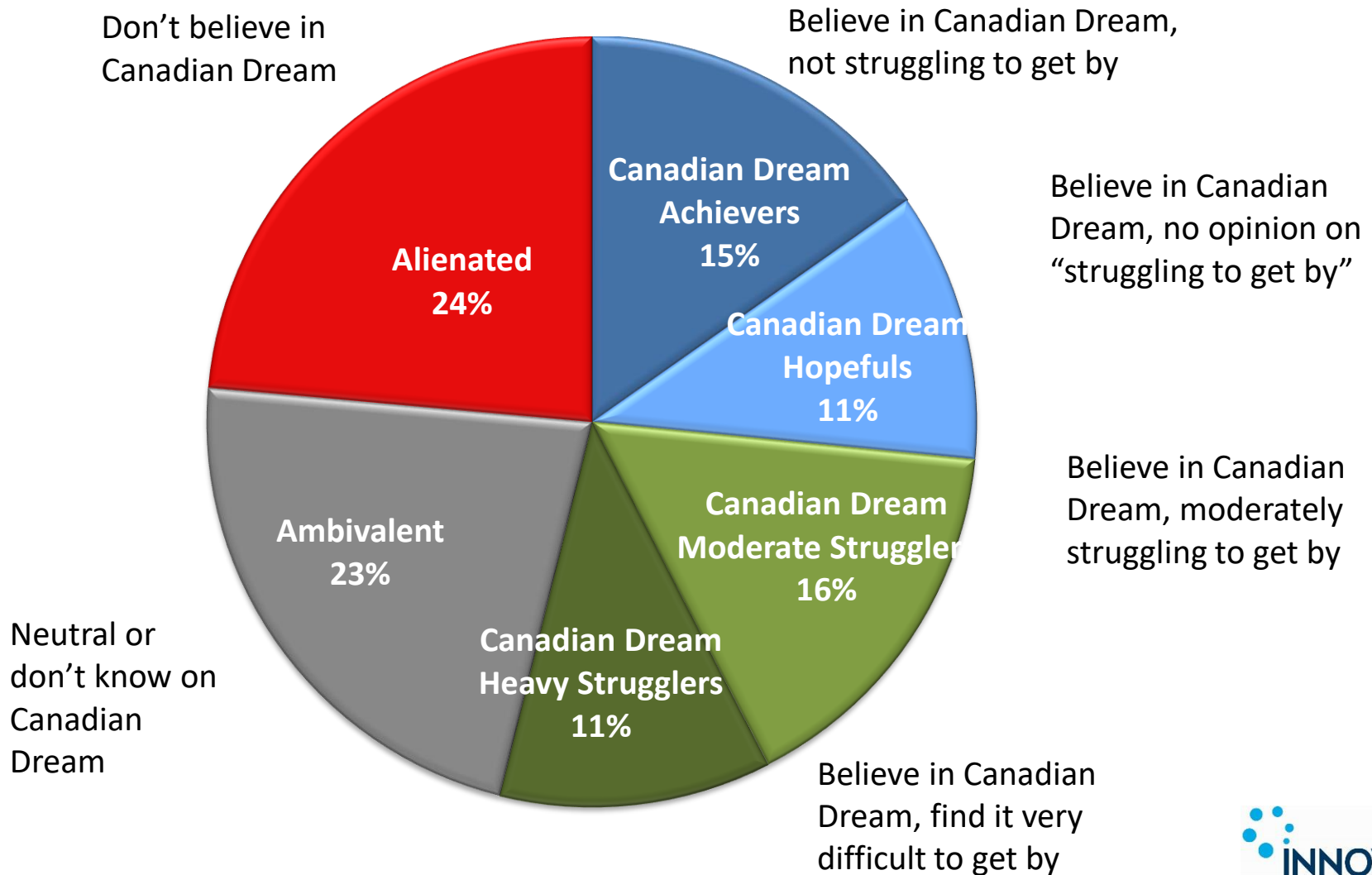|	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Don't know
Jan '18 (W2)	20%	24%	24%	16%	12%	3%

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

INNOVATIVE
RESEARCH GROUP

Economic Alienation Segmentation: Almost half are either Ambivalent or Alienated
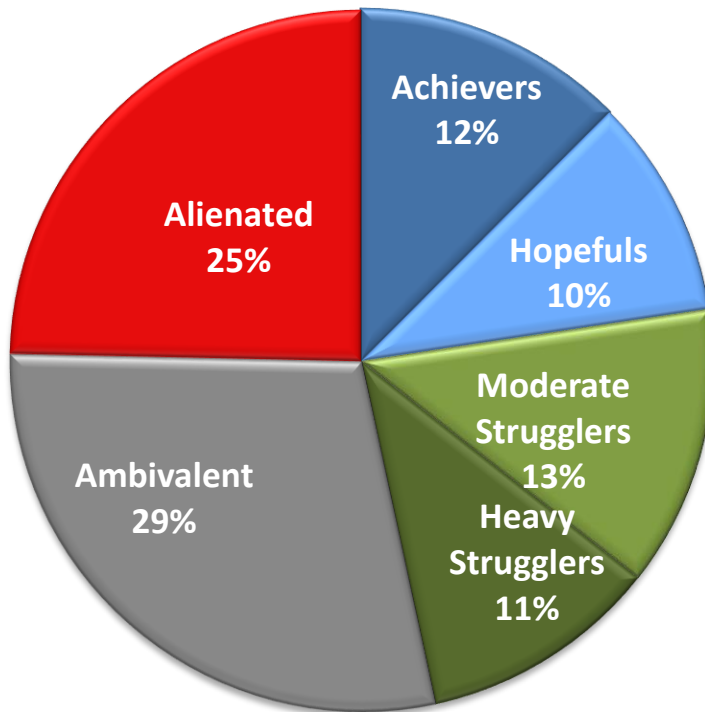
Q Agree with "*Here in Ontario you can be anything you want if you are willing to work for it*" BY Agree with "*No matter how hard I work, every year it seems more difficult to get by*".
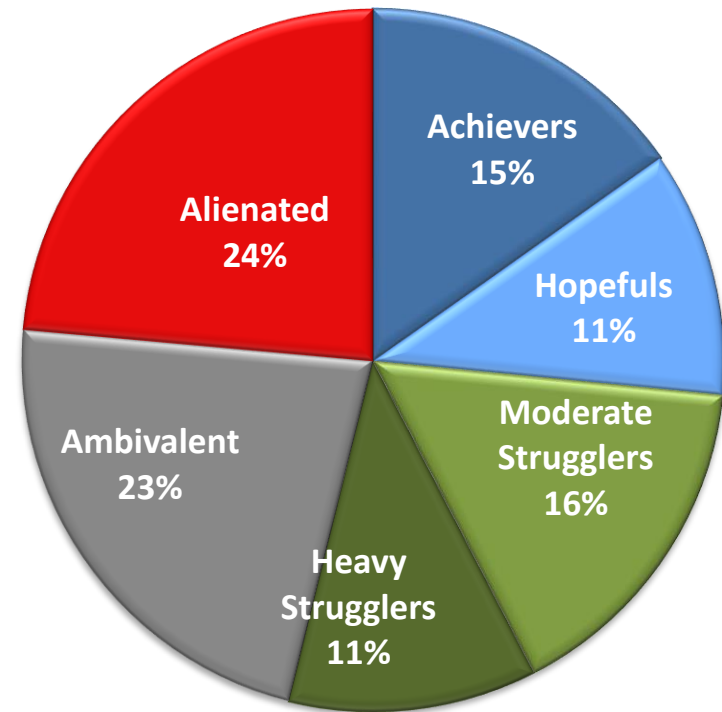
Don't believe in Canadian Dream

Believe in Canadian Dream, not struggling to get by

Believe in Canadian Dream, no opinion on "struggling to get by"

Believe in Canadian Dream, moderately struggling to get by

Neutral or don't know on Canadian Dream

Believe in Canadian Dream, find it very difficult to get by

Alienated 24%

Canadian Dream Achievers 15%

Canadian Dream Hopefuls 11%

Canadian Dream Moderate Strugglers 16%

Ambivalent 23%

Canadian Dream Heavy Strugglers 11%

Economic Alienation Segmentation Tracking: Decrease in Ambivalent; marginal increase in Achievers & Mod. Strugglers

January 2018 W1

Achievers 12%
Hopefuls 10%
Moderate Strugglers 13%
Heavy Strugglers 11%
Ambivalent 29%
Alienated 25%

January 2018 W2

Achievers 15%
Hopefuls 11%
Moderate Strugglers 16%
Heavy Strugglers 11%
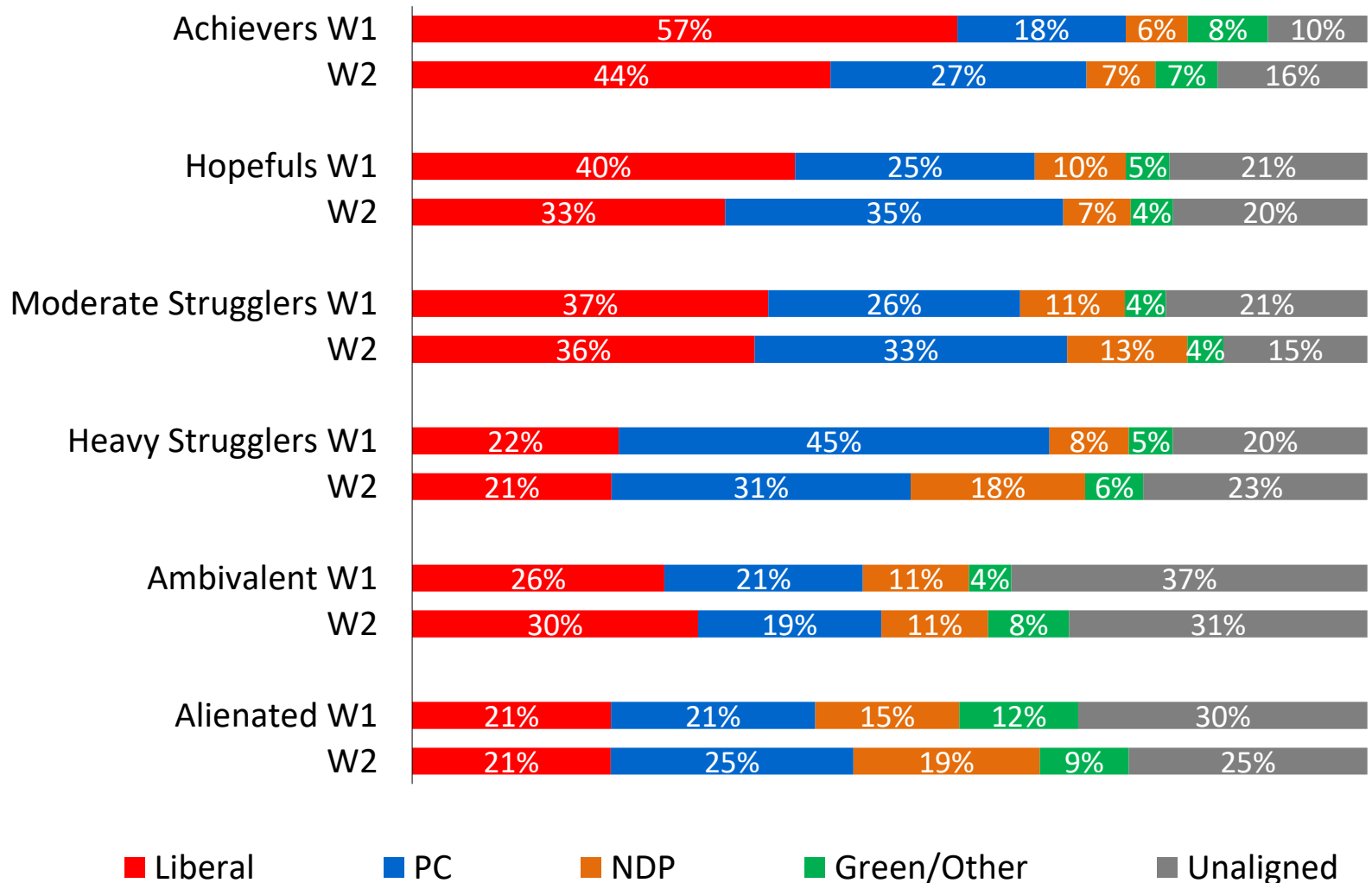Ambivalent 23%
Alienated 24%

INNOVATIVE RESEARCH GROUP

Economic Alienation Segmentation by Party ID: PCs shifting in more optimistic direction; Unaligned are less Ambivalent

Economic Alienation Segmentation BY Party ID

	Liberal		PC		NDP		Green/Other		Unaligned	
	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2
Achievers	23%	22%	9%	15%	7%	8%	15%	14%	5%	11%
Hopefuls	13%	12%	10%	15%	9%	6%	7%	7%	8%	10%
Moderate Strugglers	16%	19%	14%	19%	13%	15%	8%	9%	10%	11%
Heavy Strugglers	8%	8%	20%	13%	8%	16%	7%	10%	8%	12%
Ambivalent	24%	22%	24%	16%	29%	19%	18%	28%	40%	31%
Alienated	16%	16%	22%	22%	34%	35%	44%	32%	28%	26%

Party ID by Economic Alienation: Achievers less Liberal; Heavy Strugglers less PC and Hopefuls more PC

	Liberal	PC	NDP	Green/Other	Unaligned
Achievers W1	57%	18%	6%	8%	10%
W2	44%	27%	7%	7%	16%
Hopefuls W1	40%	25%	10%	5%	21%
W2	33%	35%	7%	4%	20%
Moderate Strugglers W1	37%	26%	11%	4%	21%
W2	36%	33%	13%	4%	15%
Heavy Strugglers W1	22%	45%	8%	5%	20%
W2	21%	31%	18%	6%	23%
Ambivalent W1	26%	21%	11%	4%	37%
W2	30%	19%	11%	8%	31%
Alienated W1	21%	21%	15%	12%	30%
W2	21%	25%	19%	9%	25%

■ Liberal　■ PC　■ NDP　■ Green/Other　■ Unaligned

INNOVATIVE
RESEARCH GROUP

Economic Alienation by Value Cluster: All non-Cons. clusters are less Ambivalent; Conservative Feminists less Alienated

Economic Alienation Segmentation BY Value Cluster

	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
Achievers	24%	20%	8%	17%	26%	24%	8%	14%	13%	14%	6%	7%
Hopefuls	12%	12%	14%	15%	7%	10%	14%	14%	11%	9%	4%	7%
Moderate Strugglers	12%	24%	17%	16%	13%	18%	11%	17%	11%	11%	12%	15%
Heavy Strugglers	13%	14%	16%	9%	12%	12%	13%	14%	6%	11%	7%	10%
Ambivalent	16%	19%	25%	24%	22%	14%	32%	21%	27%	20%	42%	34%
Alienated	22%	12%	20%	19%	21%	22%	22%	21%	33%	35%	28%	27%

Appendix: 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

Appendix: 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