

Ontario Politics Backgrounder: Comparing Online and Phone Horserace Results

Field Dates: *Online:* March 15th to 20th, 2018 & April 2nd to April 9th, 2018; *Phone:* March 13th to March 20th, 2018

Sample Size: *Online:* n=600 & n=600; *Phone:* n=600







Executive Summary: PCs hold significant lead no matter what method is used

Innovative Research Group Inc. (**INNOVATIVE**) recently conducted three surveys asking about Ontario provincial politics:

- A Live-caller, mixed cell/landline RDD telephone survey of 600 Ontarians conducted from March 13th to March 20th
- An online panel survey of 600 Ontarians conducted from April 2nd to April 9th, 2018
- An online panel survey of 600 Ontarians conducted from March 15th to March 20th, 2018

The Progressive Conservatives lead in all 3 polls. In the online polling, the PC lead over the Liberals has expanded from March to April from a margin of 6 to 11 points. Looking at our online tracking from before the last election until our most recent poll – our April online survey – the PCs are at their highest point in combined vote.

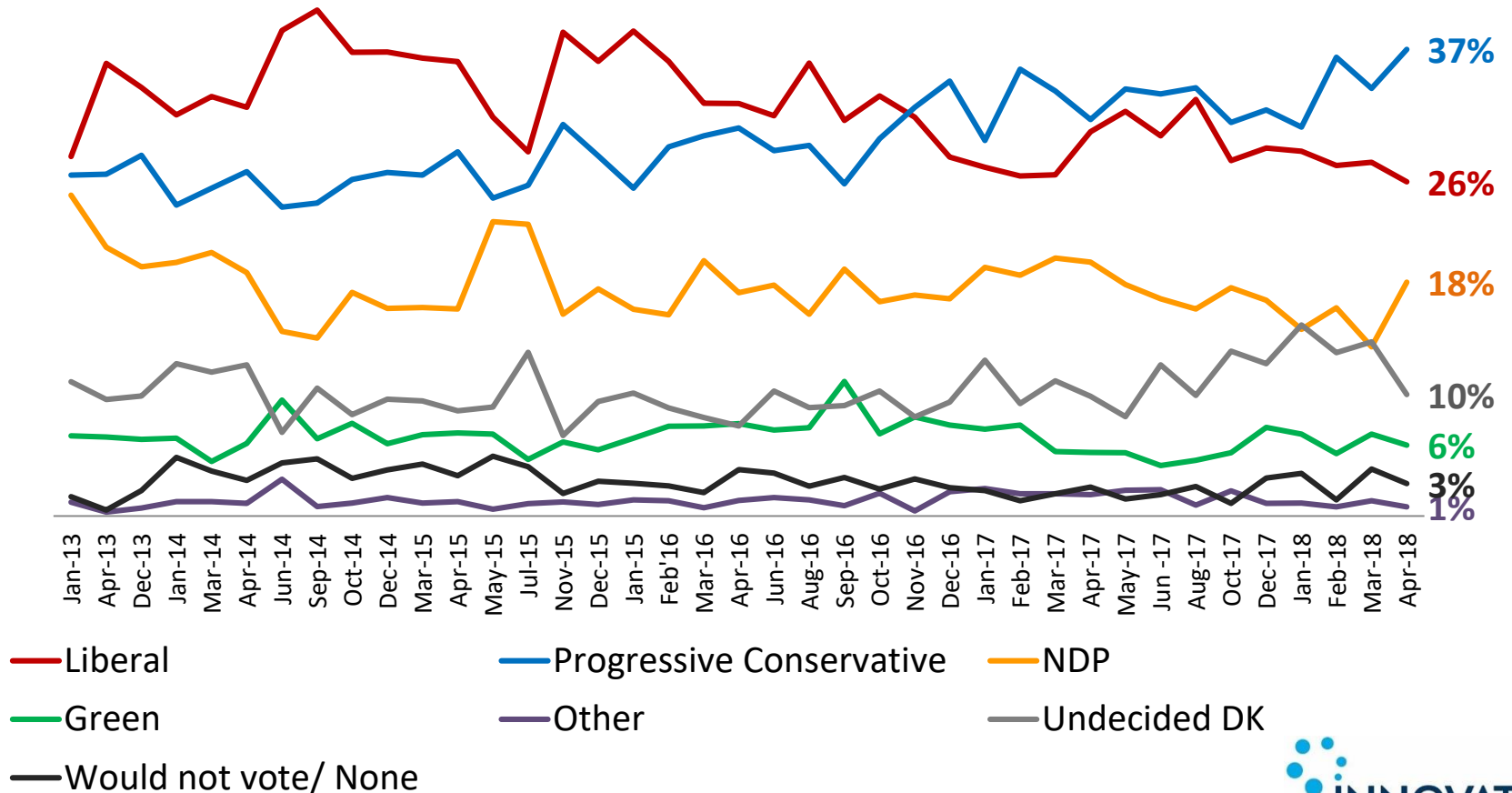
	March 13 th to 20 th Telephone poll*	March 15 th to 20 th Online poll	April 2 nd to 9 th Online poll
 ONTARIO PC	36%	34%	37%
 LIBERAL ONTARIO	21%	28%	26%
 ONTARIO NDP	18%	13%	18%
 green Party of Ontario	6%	6%	6%
Other	1%	1%	1%
Undecided	12%	14%	10%
None/Would not vote	5%	4%	3%

In our online tracking, the PCs are at their highest point in combined vote since 2013 (37%)



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]**

[Online poll results - asked of all respondents in Ontario; March and April n=600]



Appendix: Methodology

March CTM Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from March 15th to 20th, 2018 with tracking drawn for our monthly omnibus.
- This online survey of 731 adult Ontarians is drawn from a larger monthly omnibus survey of 2,363 adult Canadians using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Survey Sampling International (SSI), a leading provider of online sample. The Ontario results shown are weighted to n=600 based on Census data from Statistics Canada.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language 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 Canadian 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. 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.*

April CTM Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from April 2nd to April 9th, 2018 with tracking drawn for our monthly omnibus.
- This online survey of 920 adult Ontarians is drawn from a larger monthly omnibus survey of 2,474 adult Canadians using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Survey Sampling International (SSI), a leading provider of online sample. The Ontario results shown are weighted to n=600 based on Census data from Statistics Canada.
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language 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 Canadian 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.
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March OTM (Telephone) Methodology

- This survey was conducted by telephone among 603 randomly-selected Ontario residents, 18 years of age and older, from March 13th to March 20th, 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.
- 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.
- 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 for a sample of n=600 is approximately ± 4.0 (before April 2003: approximately ± 3.84)
- For tracking data, results are always weighted based on the most recent available census data.
- 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.

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