Public Opinion Research

Ontario This Month

Vote and Leadership

Field Dates: May 23rd to May 29th, 2018
Sample Size: n=600; MoE ±4.0%

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Methodology

- This survey was conducted by telephone among 611 randomly-selected Ontario residents who are Canadian citizens, 18 years of age and older, from May 23rd to May 29th, 2018.
    - *[LEADERSHIP November 2017: questions in leadership section were added to survey with calling beginning on November 13th and ending November 17th, 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 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 adult citizens 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.

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.*

Ontario Weights: Age, gender, and region

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	80	13.1%	83	13.8%
Males 35-54	100	16.4%	100	16.6%
Males 55+	117	19.1%	106	17.7%
Females 18-34	55	9.0%	83	13.8%
Females 35-54	123	20.1%	107	17.8%
Females 55+	136	22.3%	122	20.3%
Toronto	128	20.9%	125	20.9%
Rest of GTA	152	24.9%	156	26.0%
South/West	161	26.4%	155	25.8%
North/East	170	27.8%	164	27.3%

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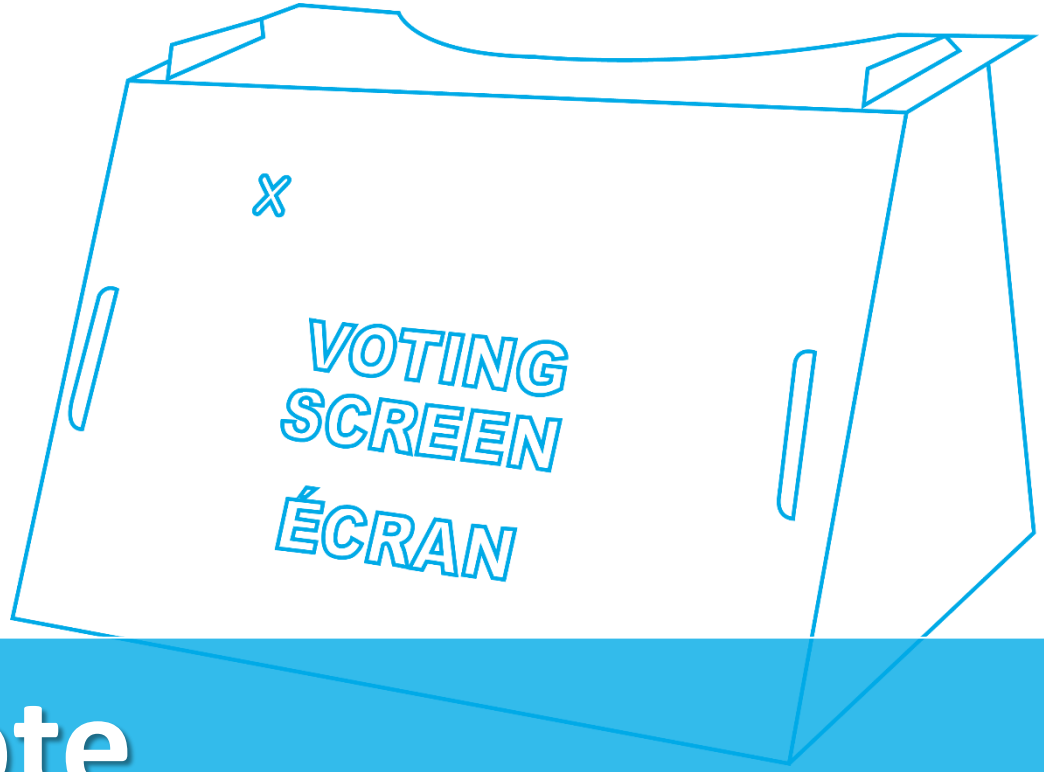

Provincial Vote

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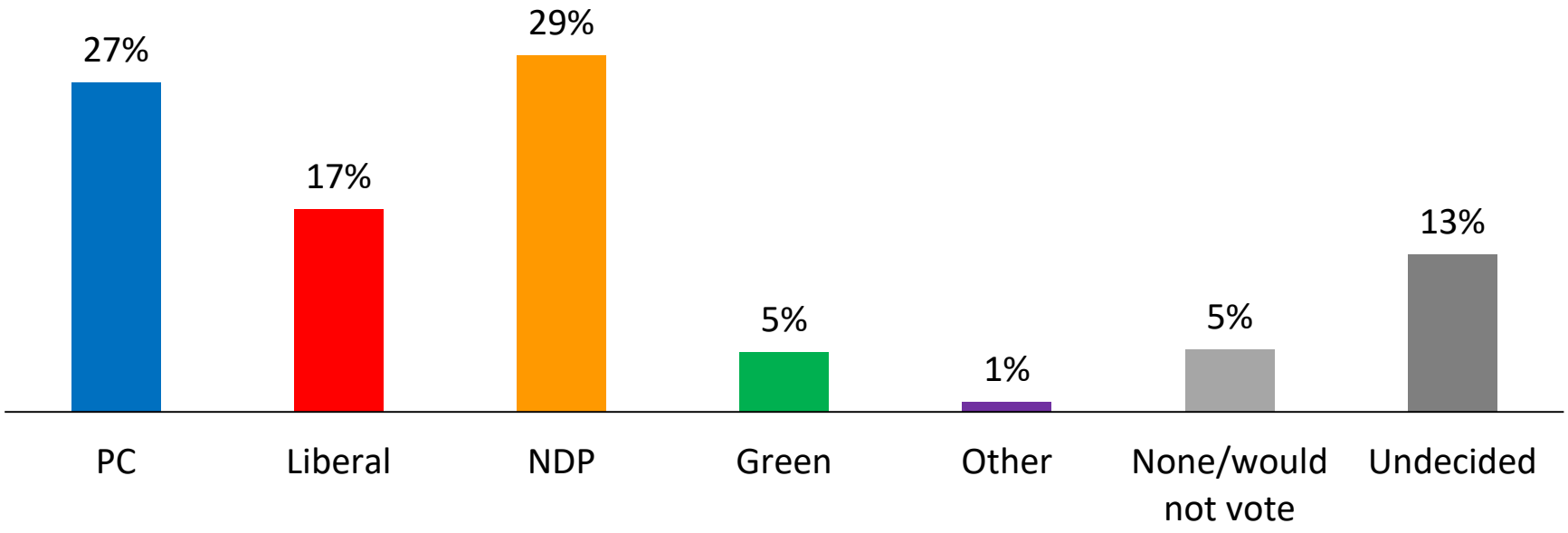
Provincial Vote: NDP (29%) has marginal lead over PCs (27%); Liberals a distant third (17%)

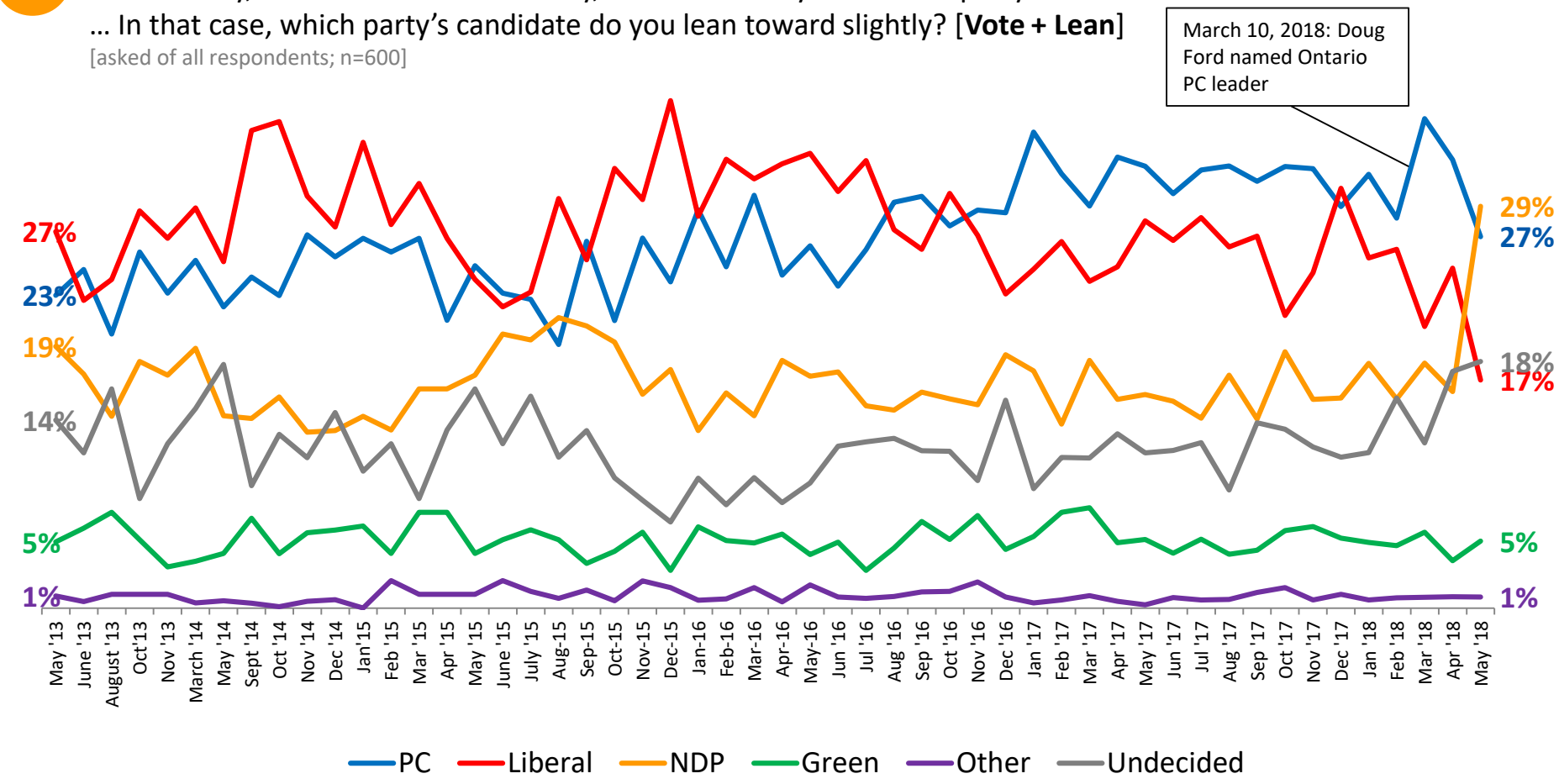
Q If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party?
… In that case, which party's candidate do you lean toward slightly? [**Vote + Lean**]
[asked of all respondents; n=600]



Note: 'Refused' (3%) not shown.
(Current data: May 2018)

Provincial Vote Tracking: Surge in NDP support, PCs down, and Liberals hit lowest point in tracking

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]



(Current data: May 2018)

Note: 'Refused' not shown

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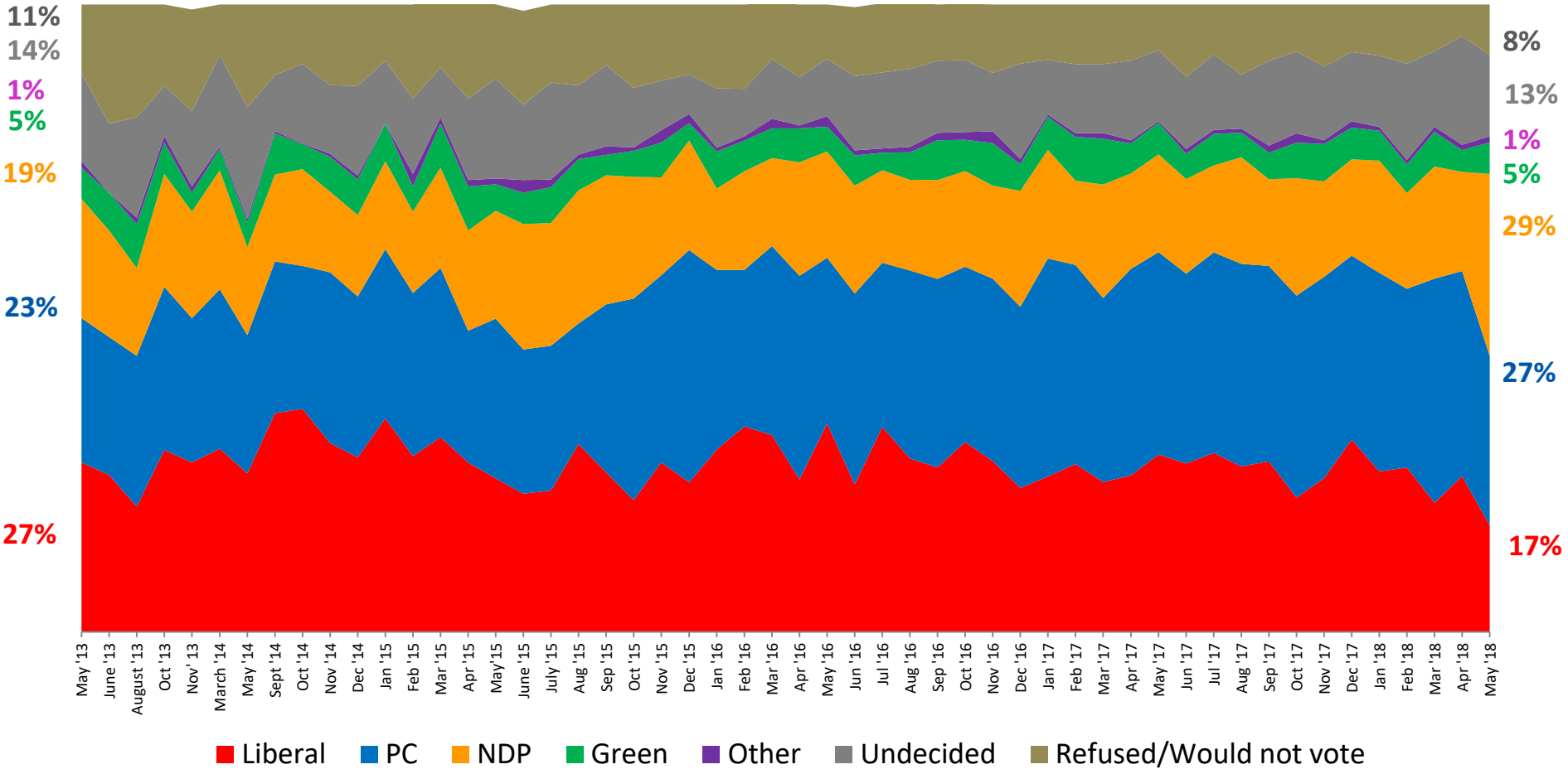
Combined Vote: Liberal support is down 10 points from five years ago, while NDP support is up 10 points

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? [**Vote + Lean**] [asked of all respondents; n=600]



(Current data: May 2018)

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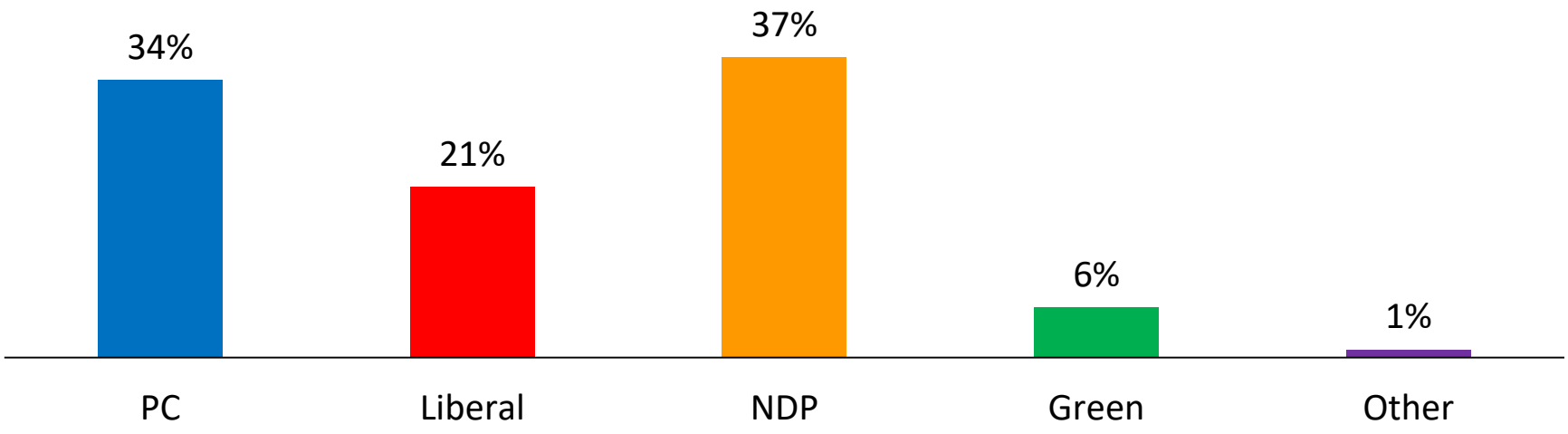
Provincial Decided Vote: NDP hold marginal lead over PCs among decided voters

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=473]

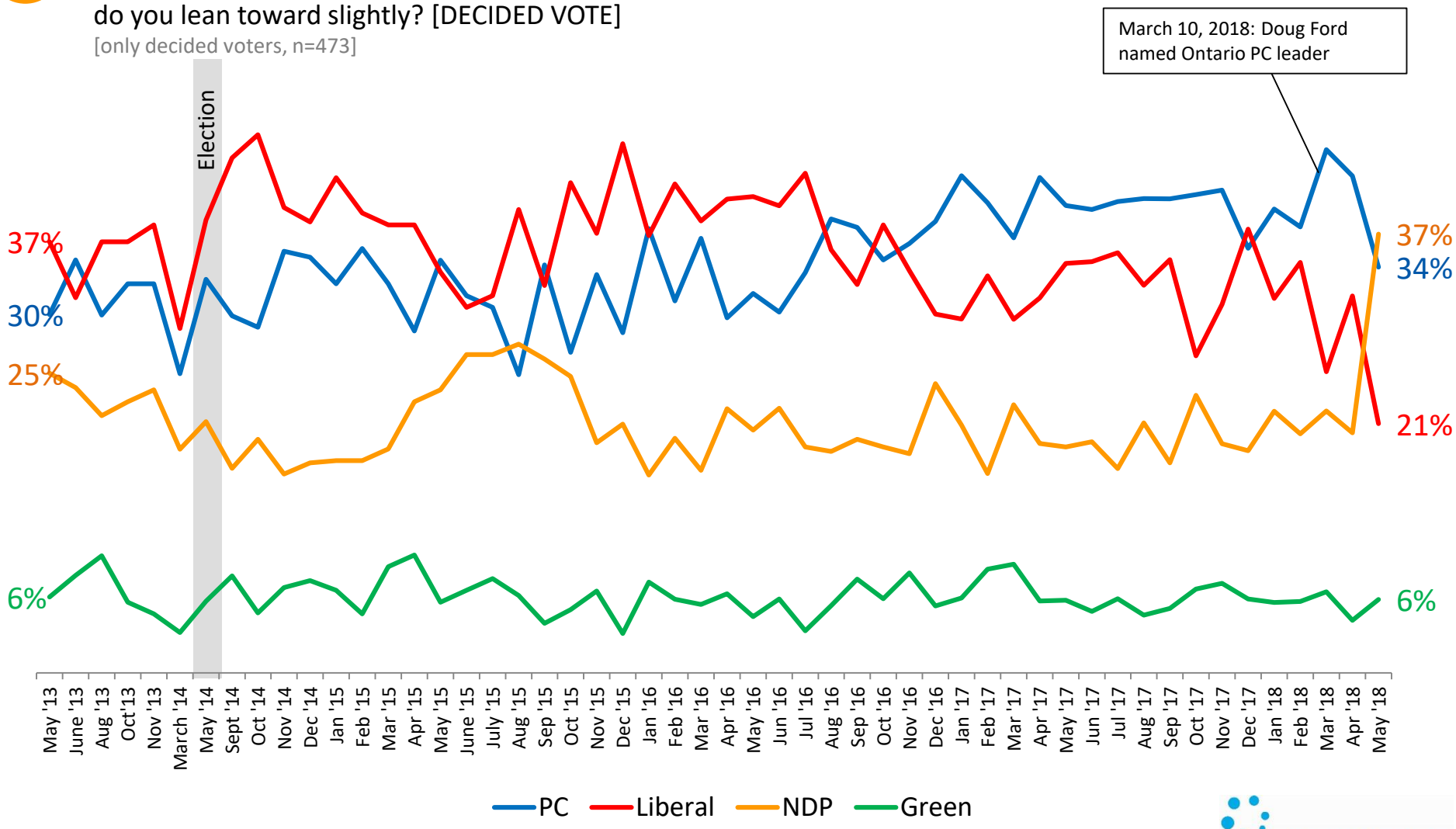


(Current data: May 2018)

Provincial Decided Vote Tracking: Surge in NDP support among decided voters; Liberals at lowest point in tracking

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=473]



(Current data: May 2018)

Note: 'Other' not shown

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Decided Vote by Region: NDP lead in South/West and Toronto; PCs lead in rest of GTA and North/East

Decided Vote by Region

Decided Vote	Region: Toronto (n=101)	Rest of GTA (n=122)	South/West (n=130)	North/East (n=120)
Liberal	34%	23%	8%	22%
PC	24%	37%	40%	35%
NDP	36%	36%	43%	33%
Green	6%	3%	8%	8%
Other	0%	2%	1%	2%

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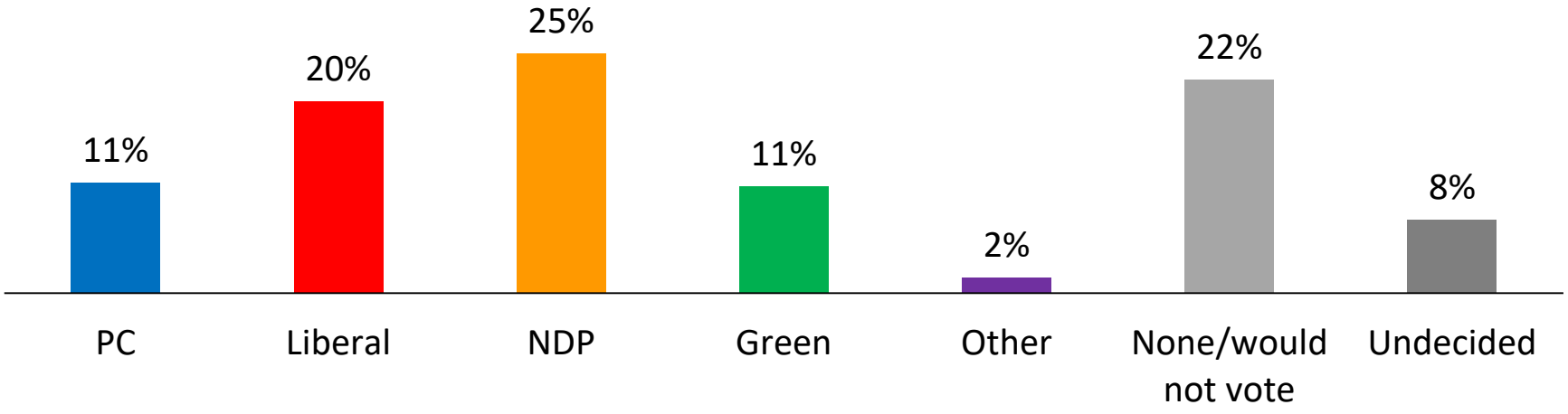
Provincial 2nd Choice: NDP lead as second choice party; more than one-in-five don't have a second choice

Q And which party would be your second choice?
[asked only of decided voters, n=473]



Note: 'Refused' (1%) not shown

(Current data: May 2018)

Provincial 2nd Choice: NDP most popular second choice, but a plurality of PC voters don't have a second choice

Q And which party would be your second choice? **BY** [Vote+Lean]
[asked only of decided voters, n=473]

	PC 1st choice	Liberal 1st choice	NDP 1st choice	Green 1st choice *
PC 2nd choice		16%	19%	14%
Liberal 2nd choice	12%		39%	11%
NDP 2nd choice	31%	53%		42%
Green/Other 2nd choice	12%	9%	18%	4%
WNV/Undecided	43%	20%	23%	29%

Note: 'Other' in Combined Vote not shown due to insufficient sample size, 'Refused' not shown.
(Current data: May 2018)
* Due to small n-size, the results should be treated with caution.

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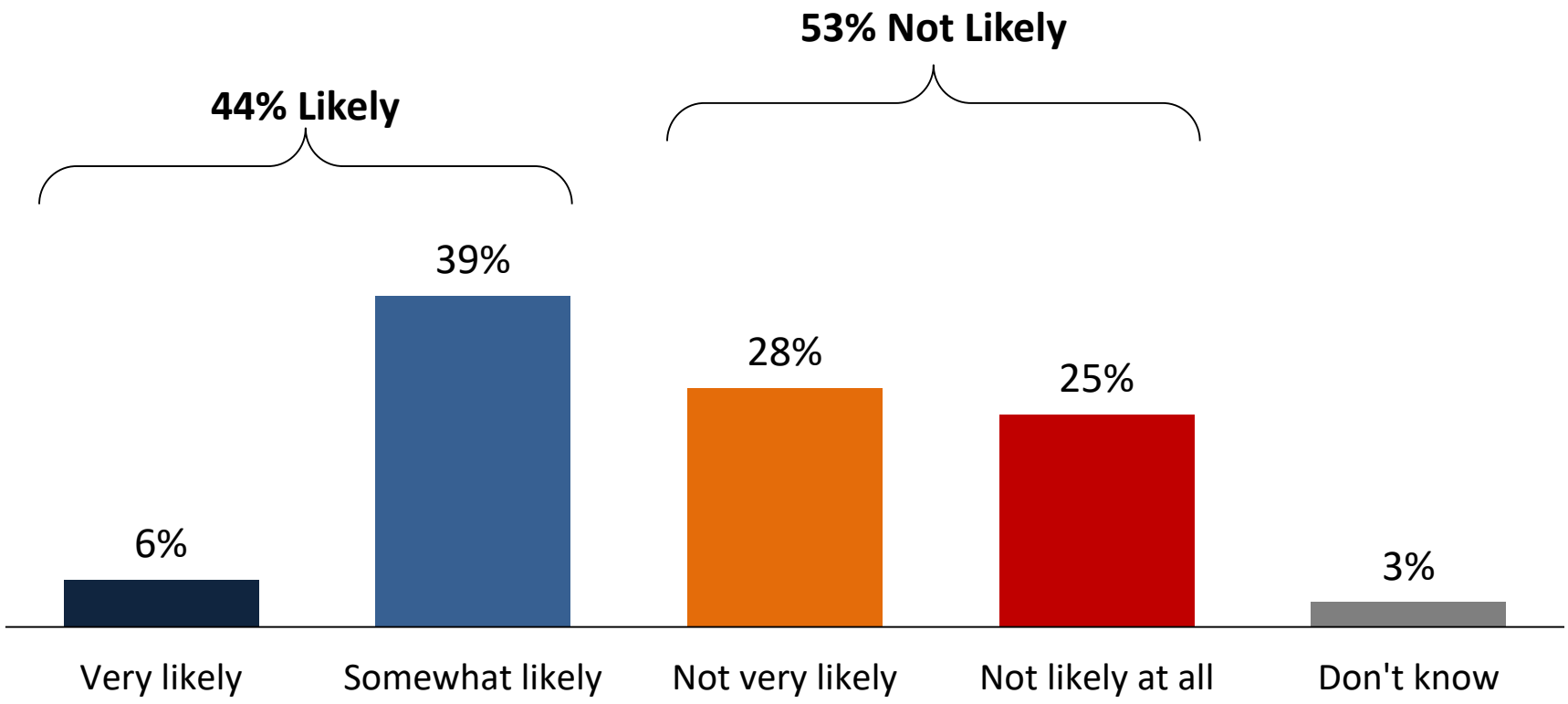
Likelihood to Switch to 2nd Choice: Most are not planning to switch their vote; 25% *not likely at all* to switch

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=326]



(Current data: May 2018)

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Likelihood to Switch by 2nd Choice: PCs are more likely to benefit from vote switching than other parties

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=326]

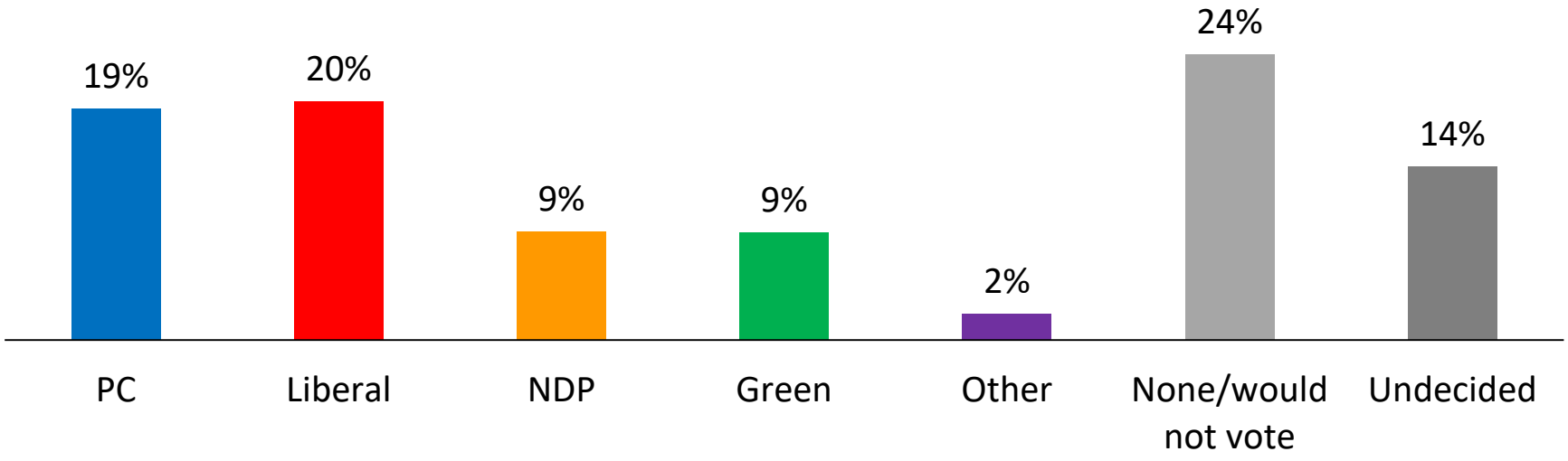
	PC 2nd choice	Liberal 2nd choice	NDP 2nd choice	Green 2nd choice
Very likely	14%	3%	6%	1%
Somewhat likely	42%	44%	42%	23%
Not very likely	22%	27%	31%	35%
Not likely at all	21%	26%	17%	35%
Don't know	1%	1%	4%	6%
TOTAL LIKELY	**56%**	**47%**	**48%**	**24%**

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

(Current data: May 2018)

Never Vote: Anti-PC (19%) and anti-Liberal (20%) sentiment much stronger than anti-NDP (9%)

Q Is there a party you would never vote for?
[asked of all respondents, n=600]



Note: 'Refused' (4%) not shown.
(Current data: May 2018)

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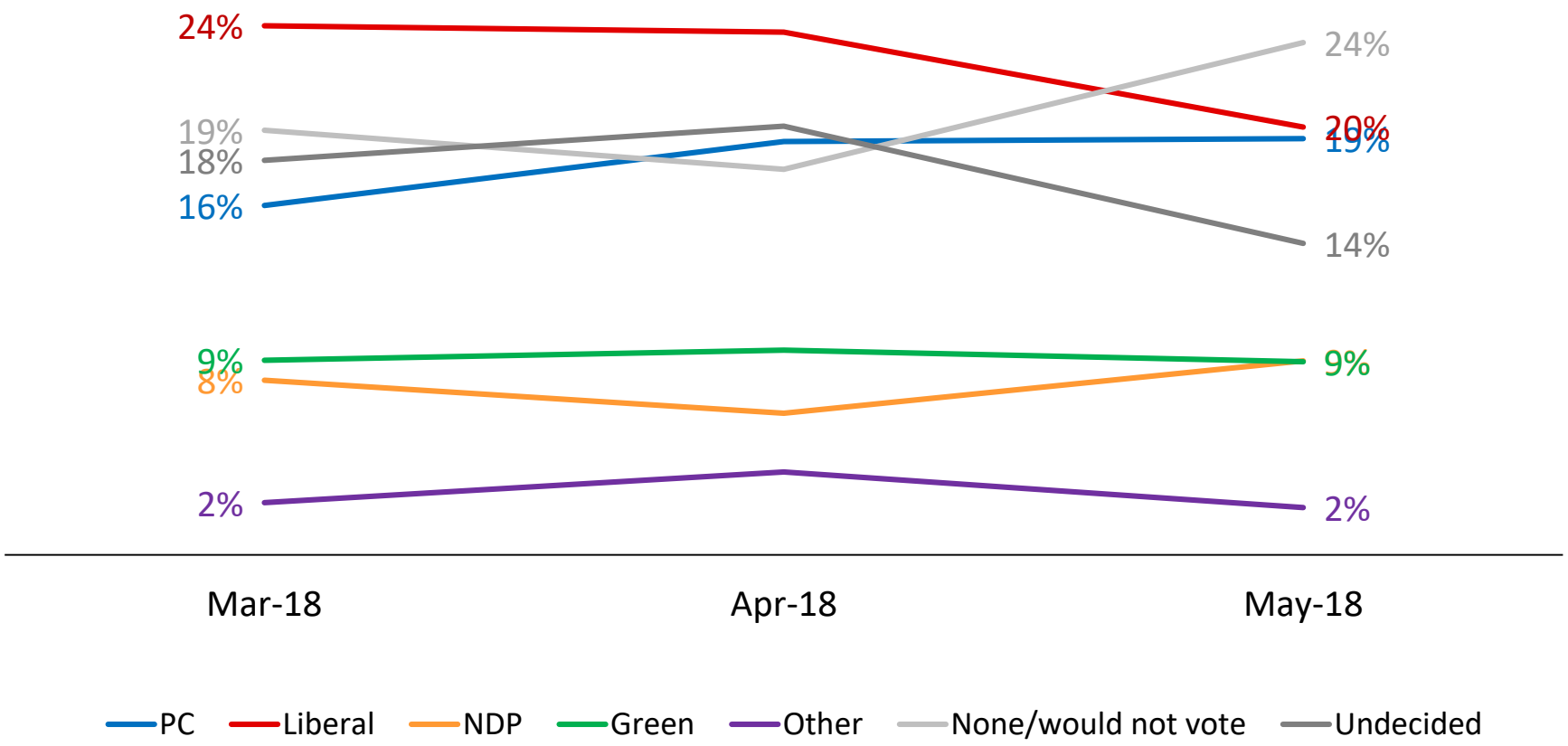
Never Vote: Marginal decline in "never vote Liberal" and marginal increase in anti-PC; NDP have held steady

Q Is there a party you would never vote for?
[asked of all respondents, n=600]



Note: 'Refused' not shown.
(Current data: May 2018)

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Never by Combined Vote: Anti-Liberal sentiment stronger among PC voters than anti-PC sentiment is for Libs and NDP

Q And is there a party you would never vote for? **BY** [Vote+Lean]
[asked of all respondents, n=600]

Never Vote	PC 1st choice	Liberal 1st choice	NDP 1st choice	Green 1st choice *
PC		36%	33%	28%
Liberal	43%		17%	25%
NDP	23%	7%		9%
Green	11%	13%	6%	
None/Would not vote	11%	27%	28%	31%
Don't know/undecided	11%	12%	11%	7%

Note: 'Other' in Combined Vote not shown due to insufficient sample size, 'Refused' not shown.
(Current data: May 2018)
* Due to small n-size, the results should be treated with caution.

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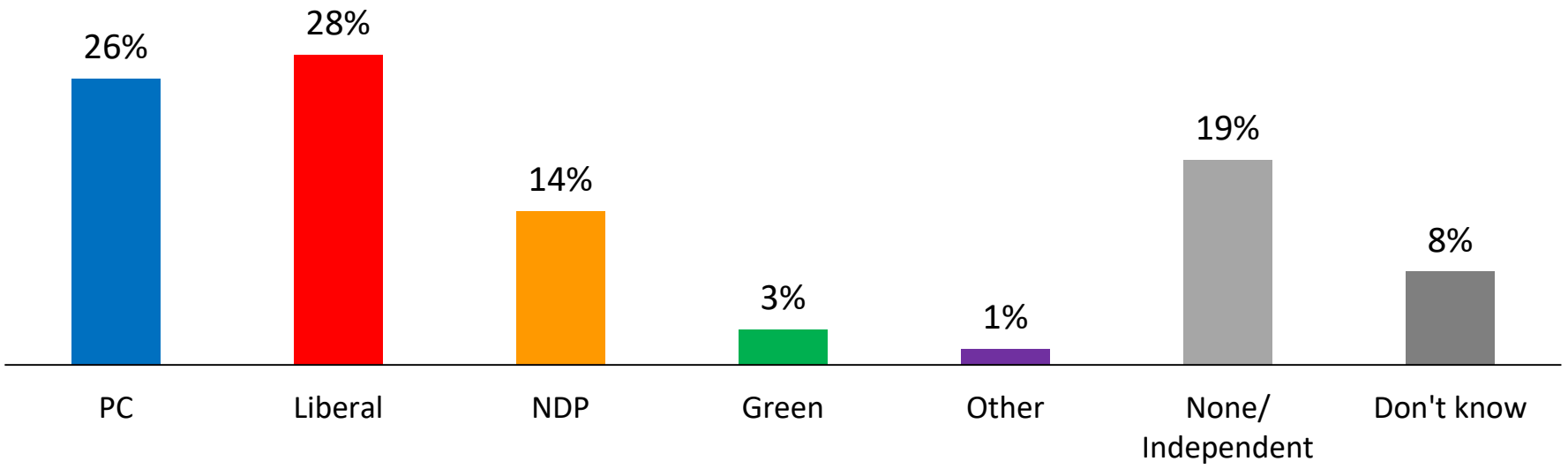
Provincial Party ID: NDP partisanship lags behind Liberals and PCs; more than one quarter unaligned or don't know

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



(Current data: May 2018)

Combined Vote by Party ID: Party loyalty much higher among PCs and NDP than among Liberal partisans

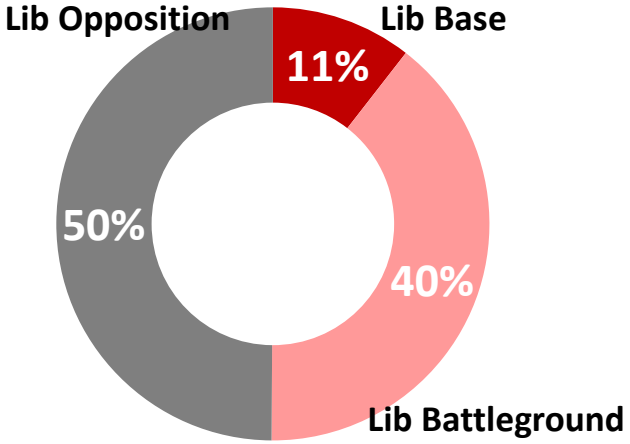
Provincial Combined Vote	Provincial Party Identification				
		Progressive Conservative	Liberal	NDP	Green/Other/ Unaligned
	Progressive Conservative	80%	8%	0%	13%
	Liberal	3%	45%	8%	6%
	NDP	6%	31%	81%	25%
	Green/Other	2%	5%	3%	10%
	Undecided/WNV	8%	11%	8%	47%

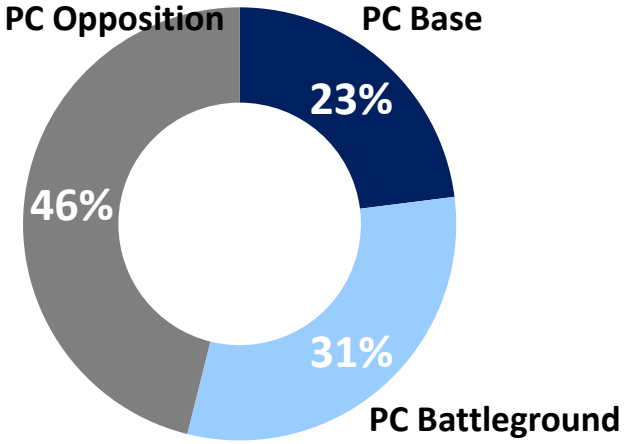
(Current data: May 2018)

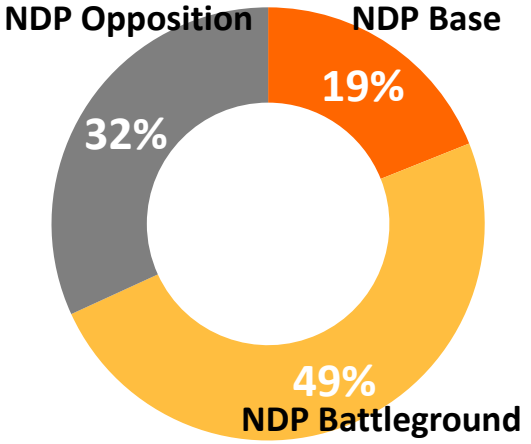
Party Voter Pools: NDP base has more than doubled since April; PC voter pool has shrunk by 8 points

[Based on respondents' vote choice, second choice, and whether or not they say they have heard all they need or would like to heard more before making up their minds]

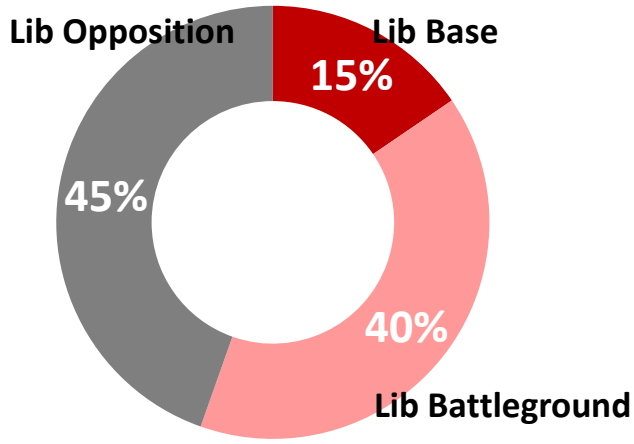
May

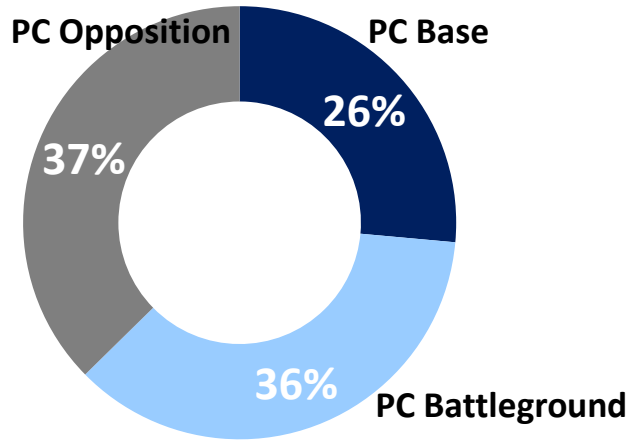


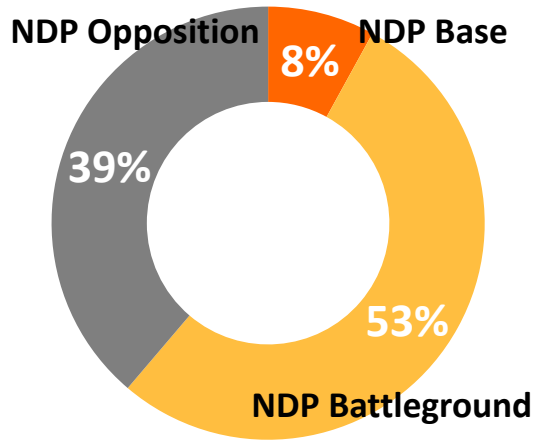




April







Leadership

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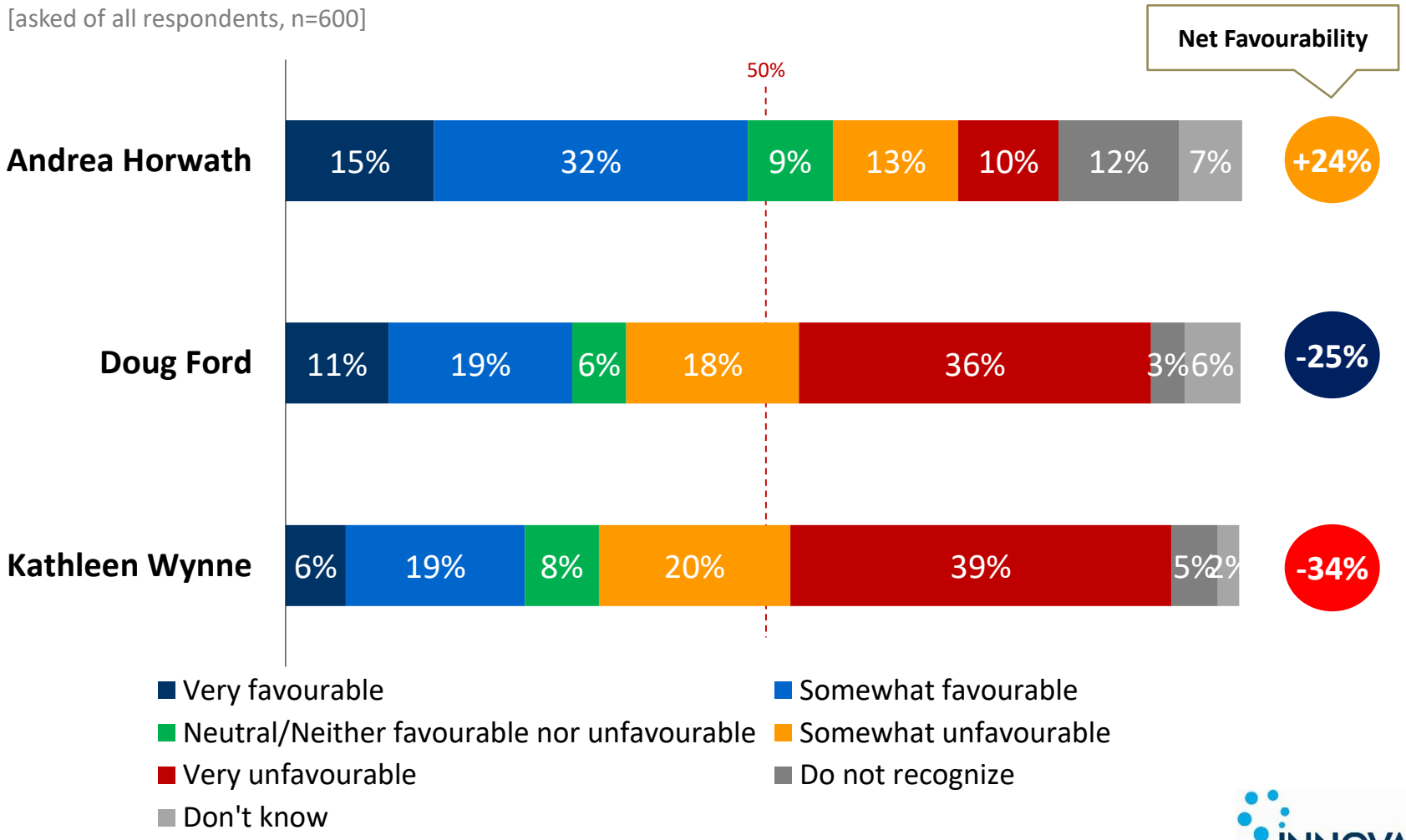
Leader Favourability: Horwath's favourability is significantly higher than Ford or Wynne

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]

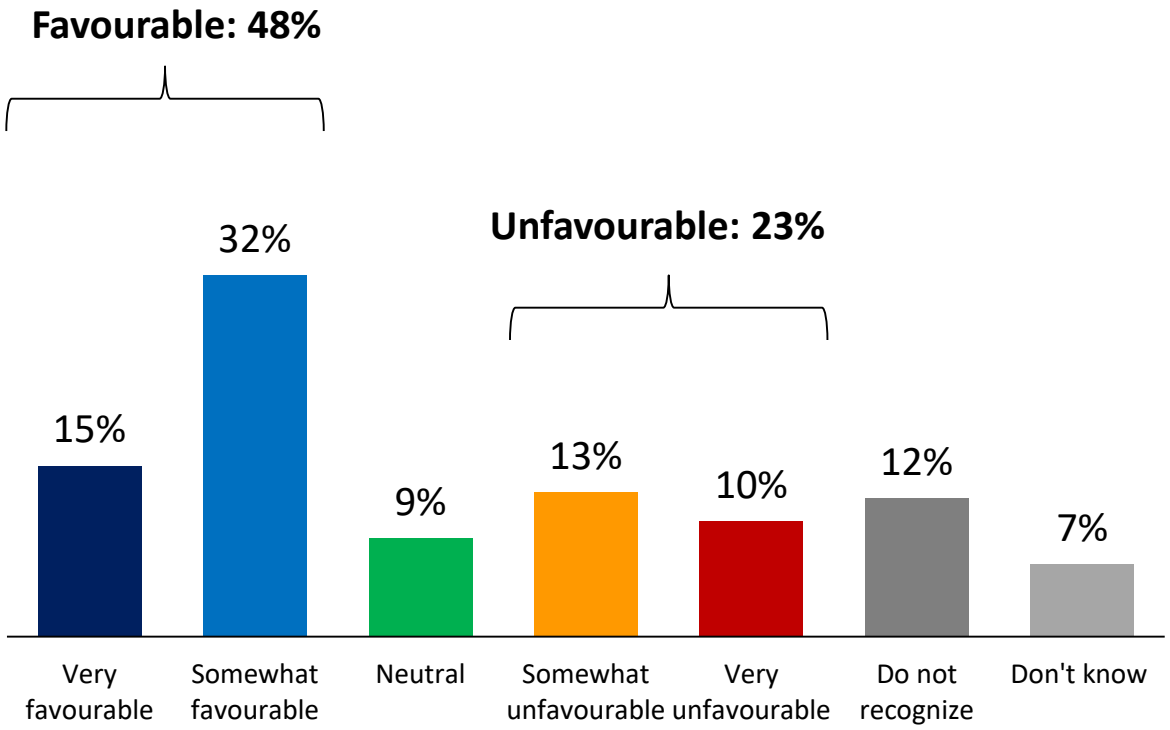


Note: 'Refused' not shown

Andrea Horwath: A majority of Liberal partisans have a favourable opinion of Andrea Horwath

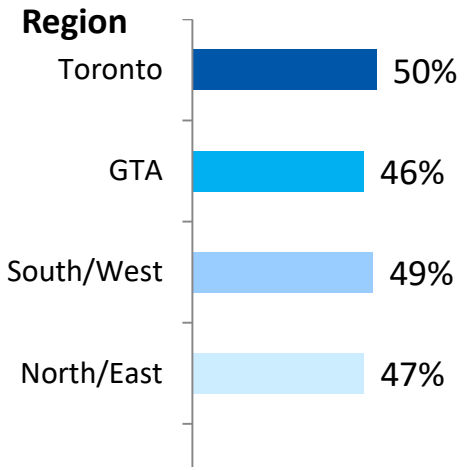
Q Now, I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just say so. How about… **Andrea Horwath**

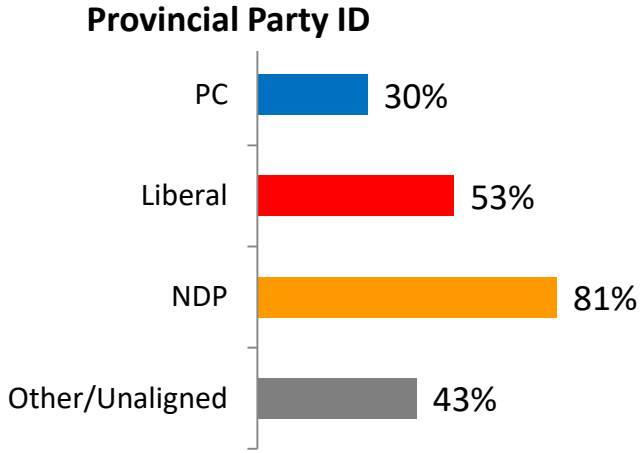
[asked of all respondents, n=600]



Sample Breakdown ▶▶

Those who say "favourable"





NOTE: "Refused" (1%) not shown

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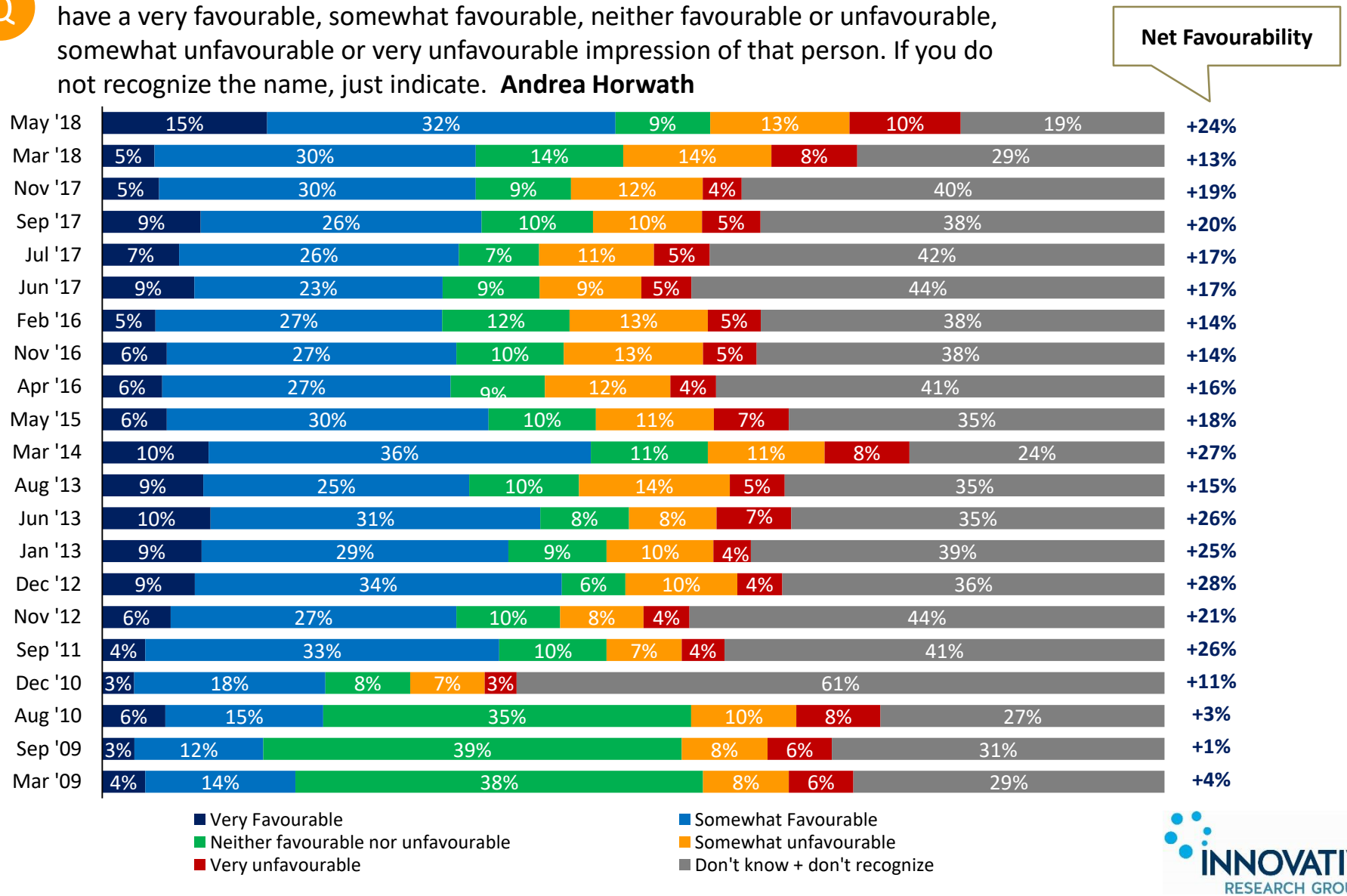
Andrea Horwath Tracking: Horwath's favourability continues to grow, with highest ever *very favourable*

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**



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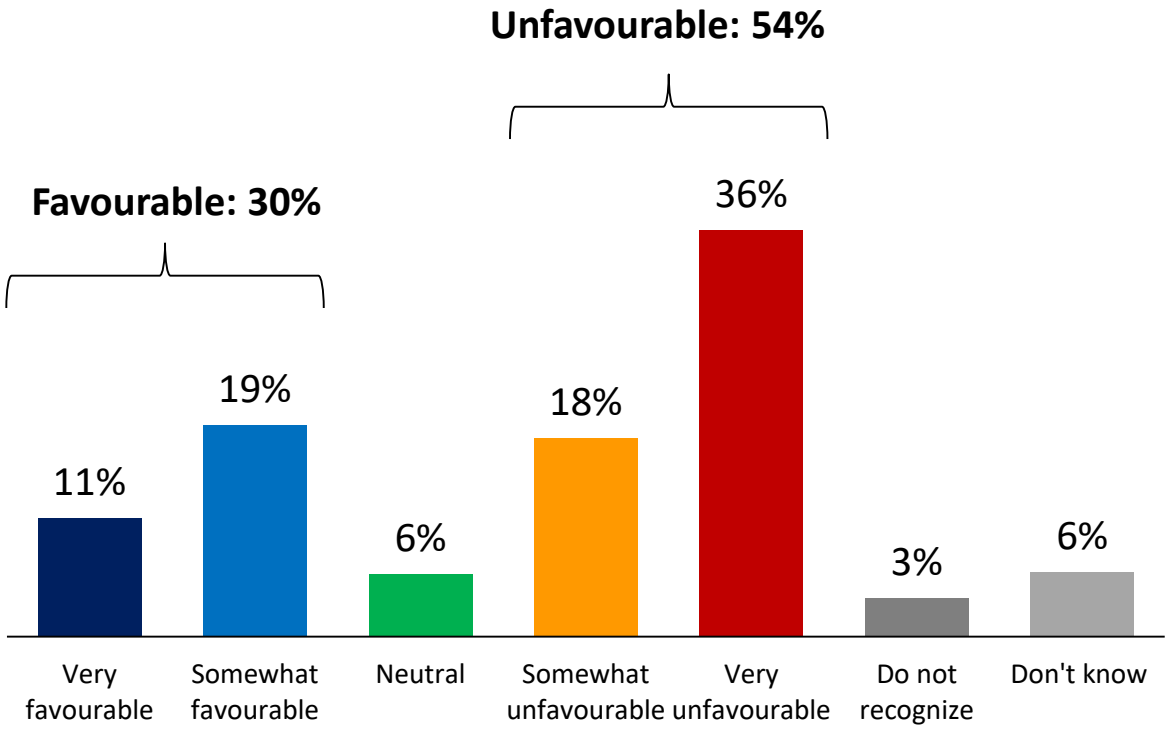
Doug Ford: Strongly unfavourable view more than 3x strongly favourable; fewer than 7-in-10 PC partisans favourable

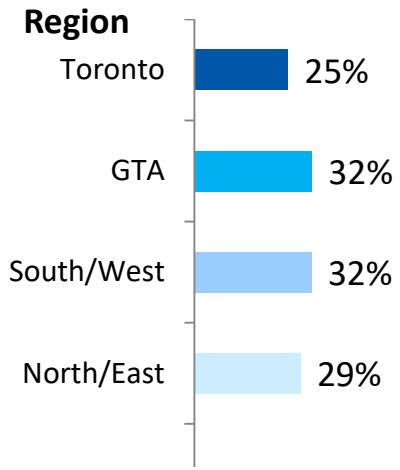
Q Now, I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just say so. How about…**Doug Ford**

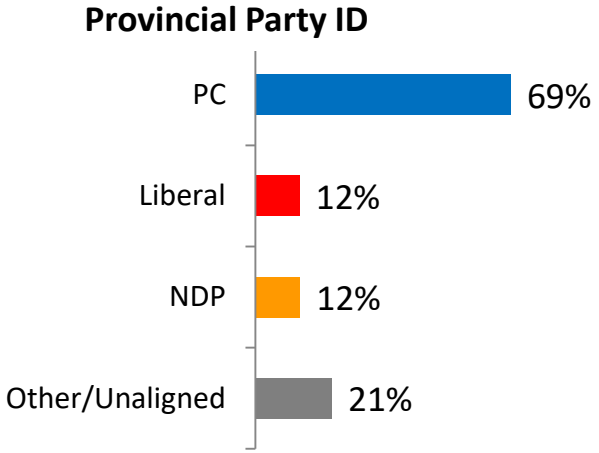
[asked of all respondents, n=600]



Sample Breakdown ▶▶

Those who say "favourable"

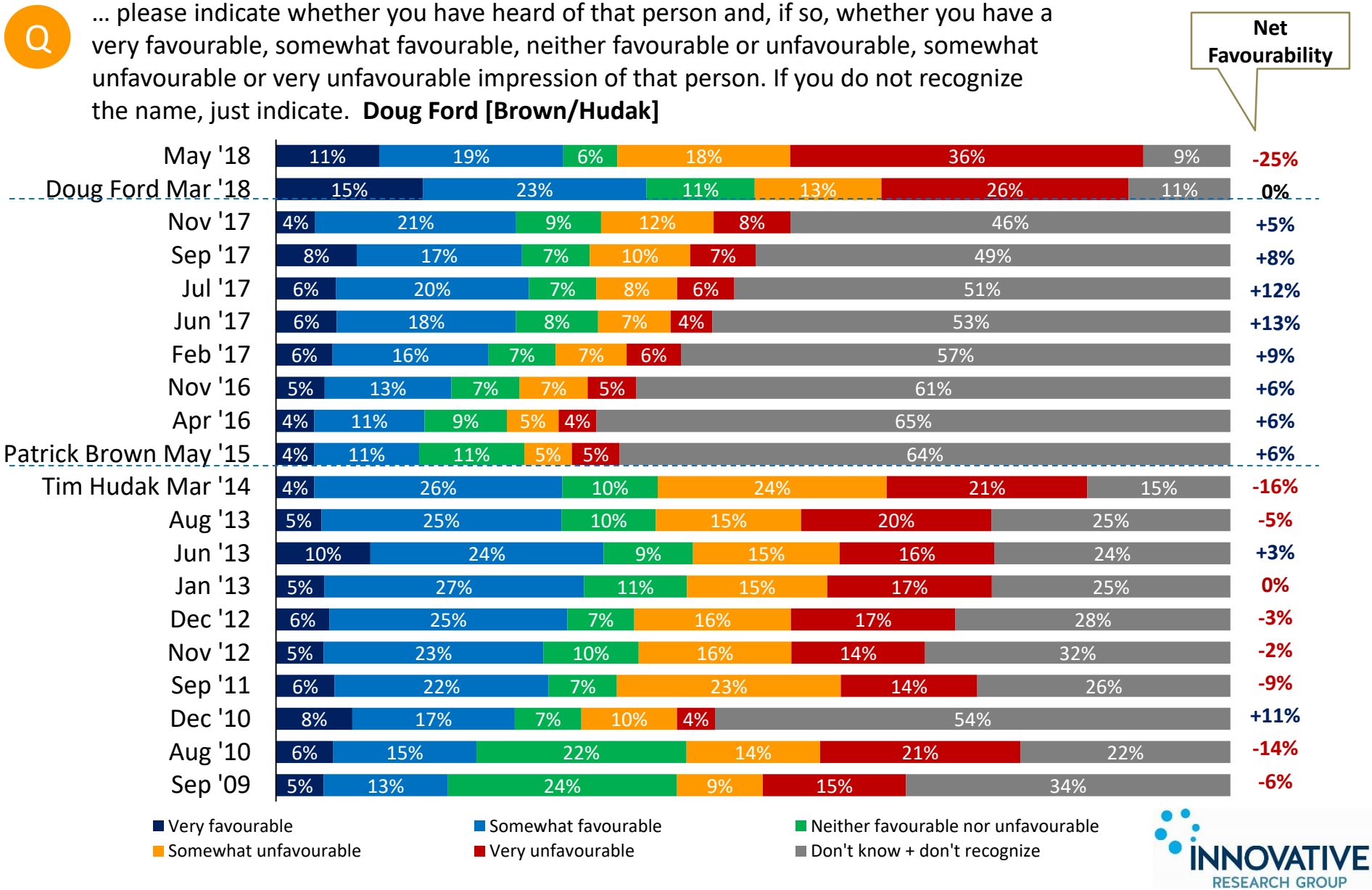




NOTE: "Refused" (1%) not shown

Ford/PC Leader Tracking: Doug Ford's favourability lower than any PC party leader since 2009

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. **Doug Ford [Brown/Hudak]**



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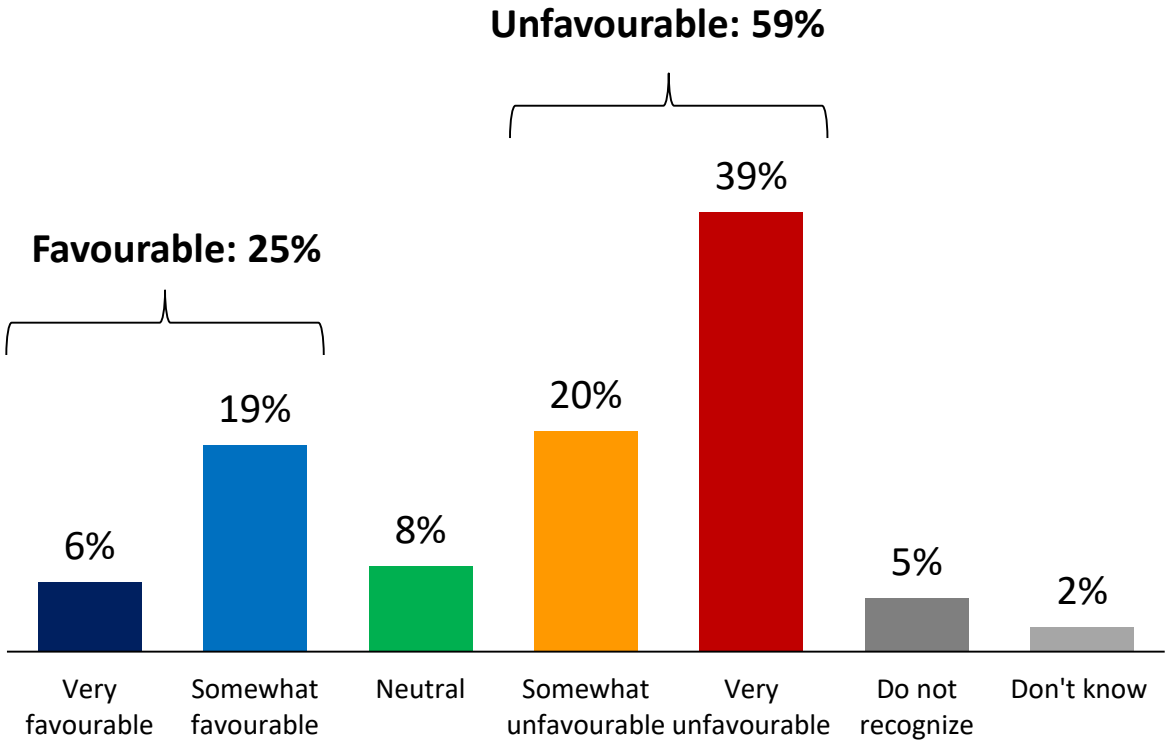
Kathleen Wynne: Less than half of Liberal partisans have a favourable view of their party leader

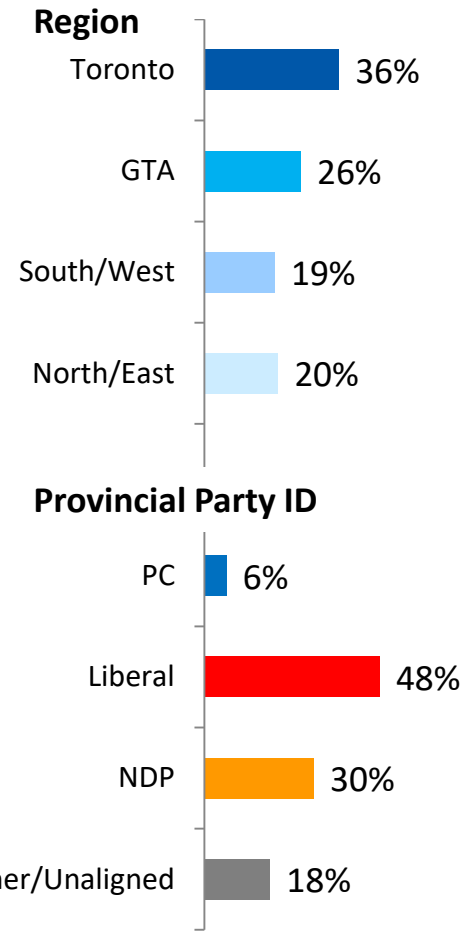
Q Now, I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just say so. How about…**Kathleen Wynne**

[asked of all respondents, n=600]



Sample Breakdown ▶▶

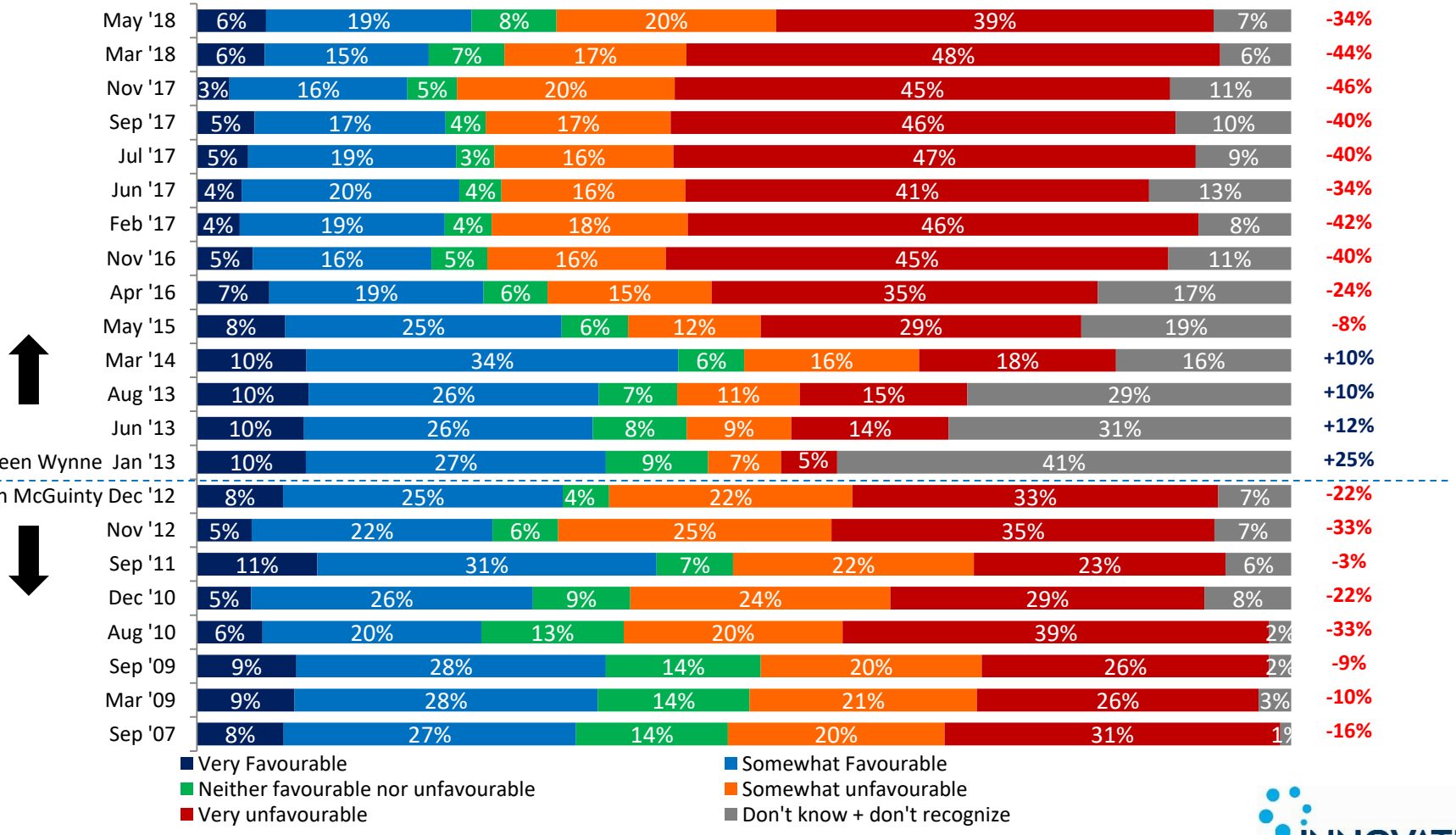
Those who say "favourable"



NOTE: "Refused" (1%) not shown

Kathleen Wynne Tracking: Kathleen Wynne's net favourability is now back to where it was almost one year ago

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]**



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Wynne Favourability by Provincial Party ID (Column %): More than 7-in-10 PCs have an intensely negative opinion of Wynne

Wynne Favourability	Provincial Party ID				
	PC	Liberal	NDP	Other/ Unaligned	Total
Very Favourable	2%	15%	6%	2%	6%
Somewhat favourable	4%	33%	24%	15%	19%
Neutral	3%	8%	8%	11%	8%
Somewhat unfavourable	18%	21%	16%	22%	20%
Very unfavourable	71%	16%	41%	34%	39%
Do not recognize	3%	4%	3%	8%	5%
Don't know	0%	3%	2%	4%	2%

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

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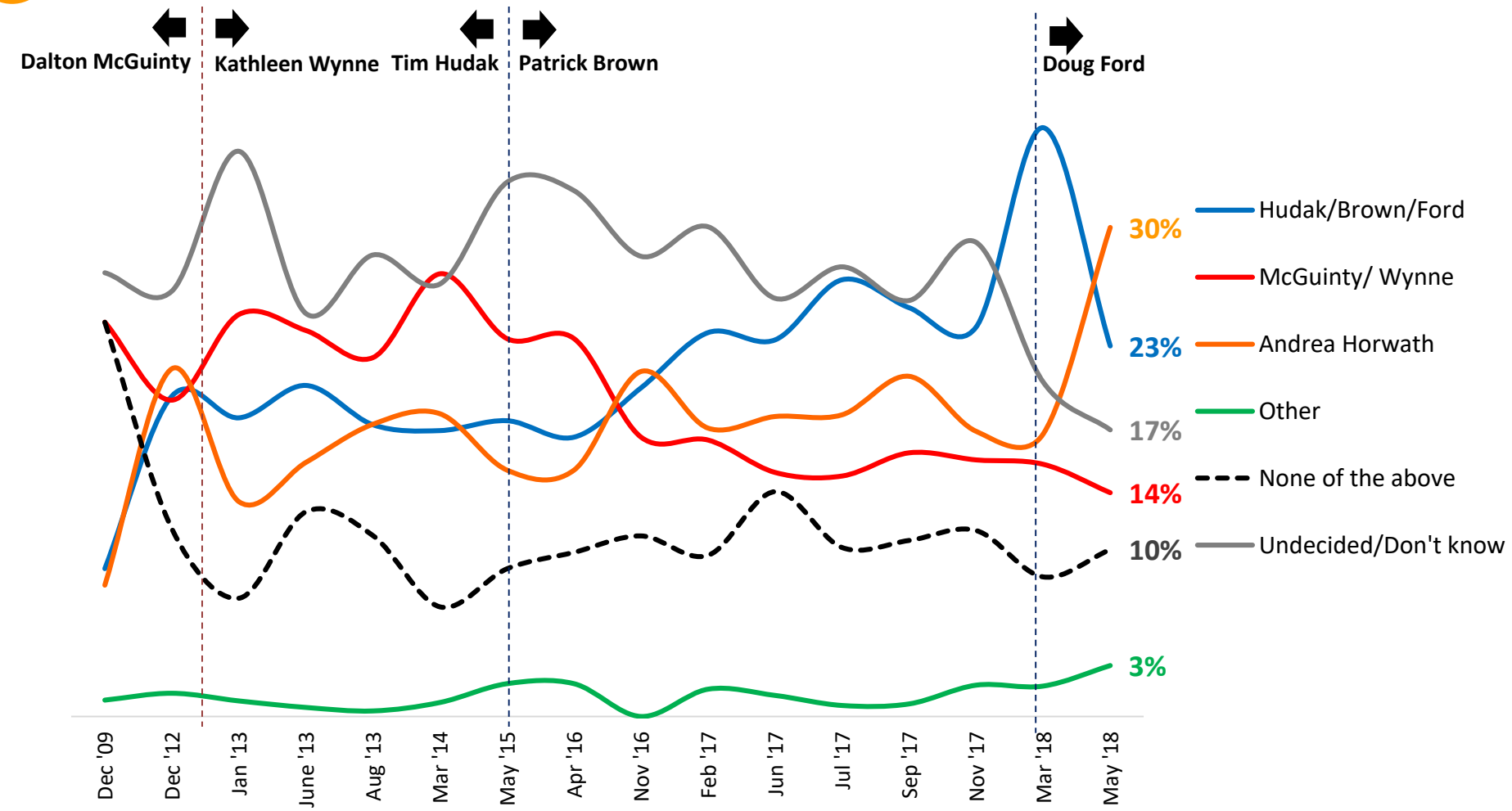
Horwath takes over top spot as best Premier, 7 points ahead of Ford, 16 points ahead of Wynne

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

[asked of all respondents, n=600]



Note: 'Refused" (3%) not shown

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Best Premier by Provincial ID: PCs and NDP show party loyalty; Liberals almost as likely to choose Horwath as Wynne

Best Premier	Provincial Party ID					
	(Column %)	PC	Liberal	NDP	Other/ Unaligned	Total
	Doug Ford	62%	7%	1%	13%	23%
	Kathleen Wynne	4%	34%	9%	6%	14%
	Andrea Horwath	8%	32%	75%	25%	30%
	Other/ None of the above	15%	9%	7%	19%	13%
	Undecided/ Don't Know	10%	16%	7%	30%	17%

Note: 'Refused" (3%) not shown

Best Premier by Wynne Favourability: Not even Wynne's biggest fans are solid on her as best Premier

Best Premier	Kathleen Wynne, Favourability						
(Column %)	Very favourable	Somewhat favourable	Neutral	Somewhat unfavourable	Very unfavourable	Do not recognize	Total
Doug Ford	7%	7%	8%	16%	42%	11%	23%
Kathleen Wynne	64%	36%	8%	6%	1%	8%	14%
Andrea Horwath	25%	29%	29%	42%	29%	12%	30%
Other/ None of the above	2%	6%	14%	17%	18%	0%	13%
Undecided/DK	2%	19%	32%	18%	7%	52%	17%

Note: 'Refused" (3%) not shown

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Vote and Likelihood to Vote

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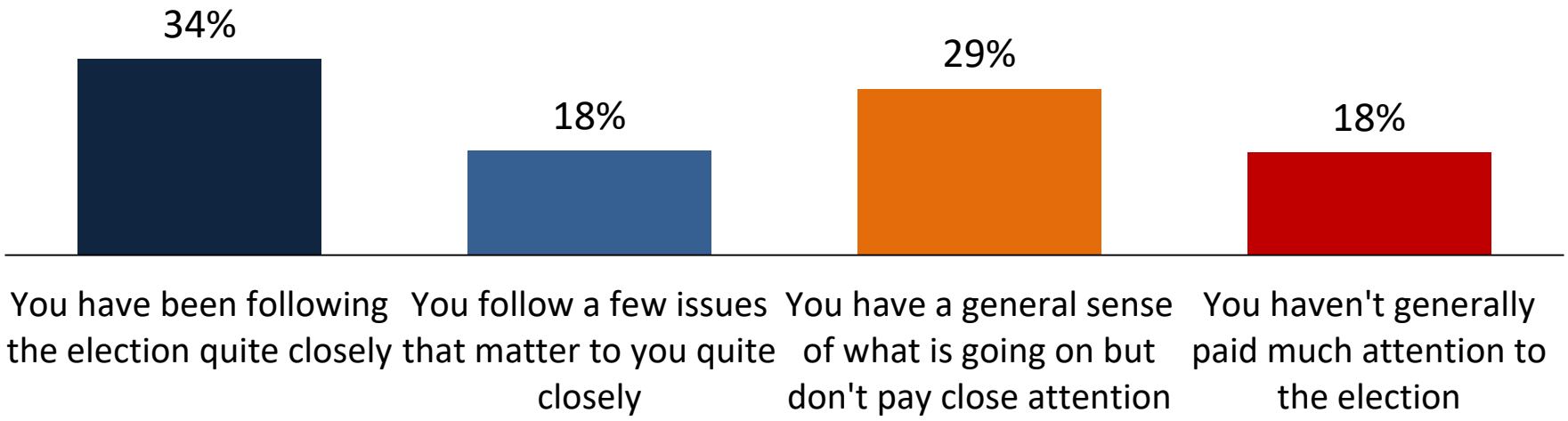
Campaign Awareness: 1-in-3 (34%) have been following election “closely”

Q As you may have heard, there will be a provincial election held in June. How closely have you been following the news about the current provincial election here in Ontario?

[asked of all respondents, n=600]



Note: ‘Don’t know’ (1%) not shown.

(Current data: May 2018)

Combined Vote by Campaign Awareness: Those following campaign most closely are divided between PC and NDP

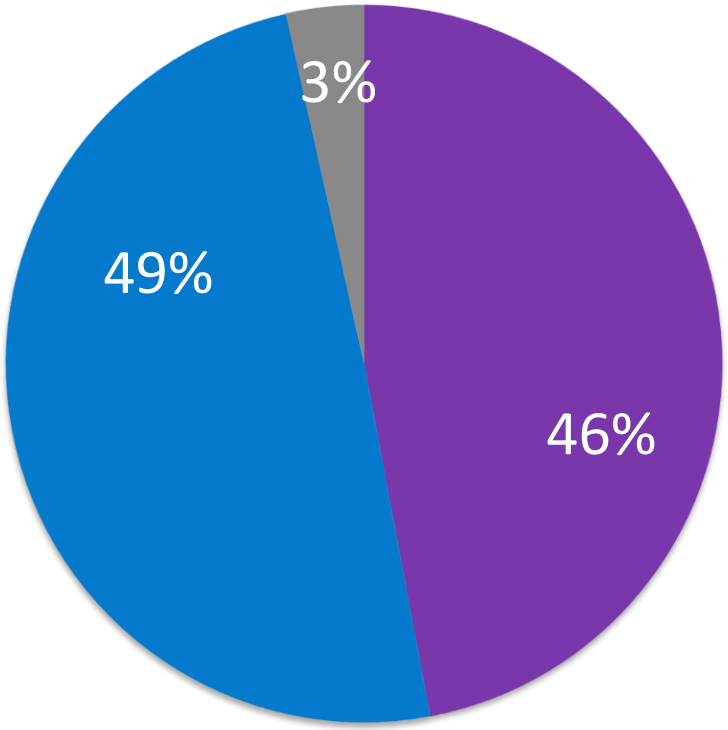
Q [Vote+Lean] **BY** Campaign Awareness [asked of all respondents, n=600]

		Campaign Awareness			
		Follow quite closely	Follow a few issues closely	Generally aware but don't pay close attention	Haven't paid much attention/ Don't know
Provincial Combined Vote	Progressive Conservative	35%	24%	28%	14%
	Liberal	14%	17%	17%	22%
	NDP	33%	37%	30%	15%
	Green/Other	4%	6%	5%	10%
	Undecided/WNV	15%	16%	21%	39%

(Current data: May 2018)

Firmness of Vote: An almost even split on whether or not they have made up their minds or want to hear more

Q Regarding the June election, which point of view is closest to your own?
[asked of all respondents, n=600]



Note: 'Refused' (1%) not shown.
(Current data: May 2018)

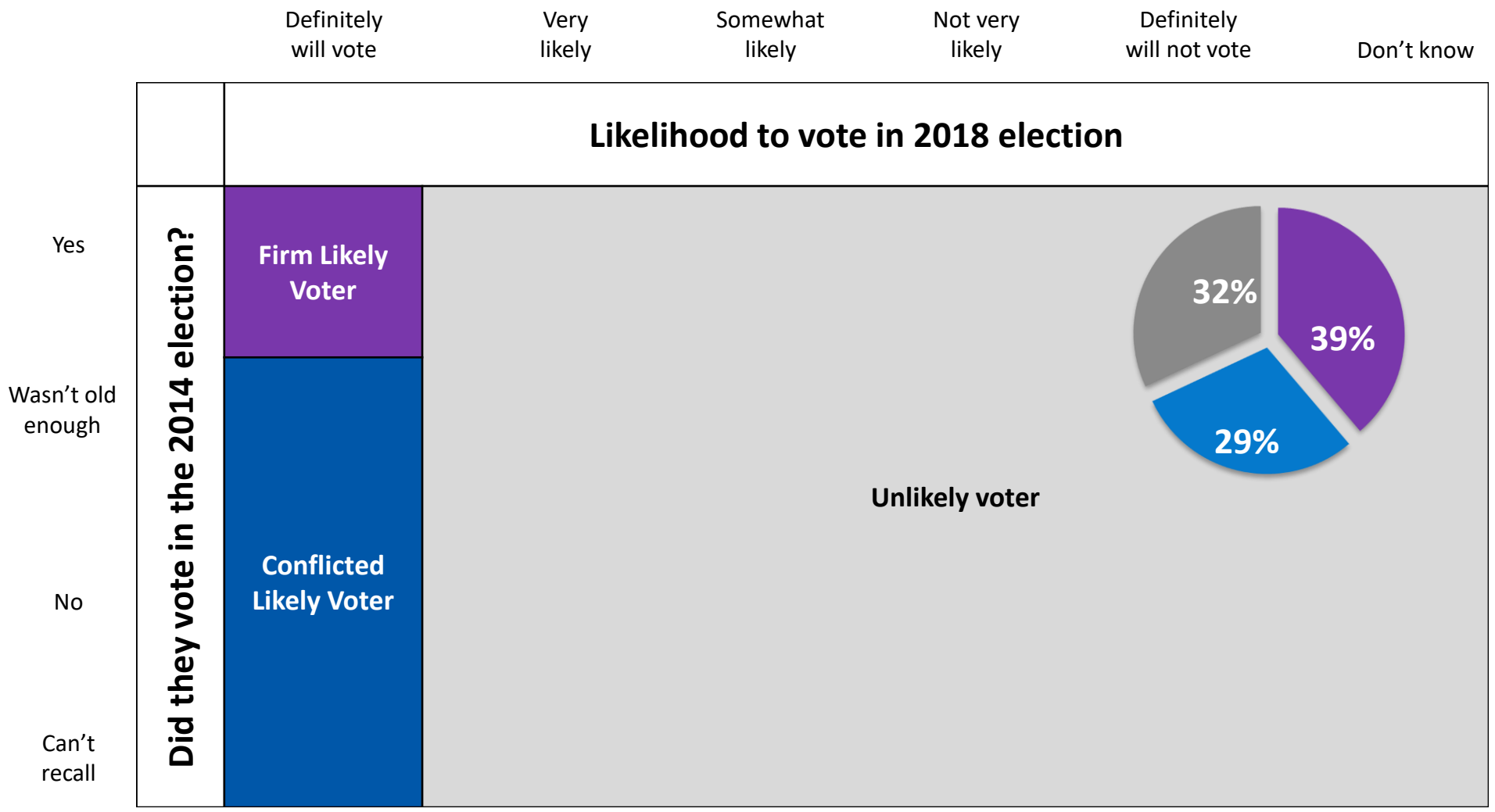
Vote by Firmness of Vote: 4-in-10 firm respondents would vote PC; NDP support equal in both groups

Q [Vote+Lean] **BY** Firmness of Vote
[asked of all respondents, n=600]

	Firmness of Vote		
		Have heard all I need	Would like to hear more
Provincial Combined Vote	Progressive Conservative	40%	17%
	Liberal	16%	17%
	NDP	30%	31%
	Green/Other	5%	7%
	Undecided/WNV	9%	28%

(Current data: May 2018)

Likely Voter Segments: Creating the Segments



(Current data: May 2018)

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Combined Vote by Likely Segment: 43% of "Firm Likely Voters" would vote PC, 31% for NDP, just 16% for Liberals

Q [Vote+Lean] **BY** Likely Voter Screen
[asked of all respondents, n=600]

	Likely Voter Segment			
		Firm Likely Voter	Conflicted Likely Voter	Unlikely Voter
Provincial Combined Vote	Progressive Conservative	43%	20%	14%
	Liberal	16%	19%	16%
	NDP	31%	36%	22%
	Green/Other	5%	6%	7%
	Undecided/WNV	6%	20%	41%

(Current data: May 2018)

Comparing Online and Telephone

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Online Survey Methodology

- This section compares the results of a telephone survey of 600 Ontarians conducted between May 23rd and May 29th, 2018 with the findings of a special Innovative Research Group (INNOVATIVE) online poll conducted from May 27th (immediately following the final debate) to May 29th, 2018.
- This online survey of 958 adult Ontarians was conducted on INNOVATIVE's Canada 20/20 national research panel with additional respondents from Léger, a leading provider of online sample. The sample is weighted to n=800 based on Census data from Statistics Canada.
- The panels are 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:** References to May 2018 Wave 1 refer to our online May 2018 Canada this Month survey in field from May 7th to May 9th, with a weighted sample of n=915 respondents. References to May 2018 Wave 2 refer to our first special online poll in field from May 9th to May 12th, with a weighted sample of n=1,500 respondents. References to May 2018 Wave 3 refer to our online poll from May 18th to May 23rd with a weighted sample of n=1,050. The current wave of results is referred to as May 2018 Wave 4.

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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Combined Vote: NDP in tight race with PCs in both online and telephone polls

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

- A Live-caller, mixed cell/landline RDD telephone survey of 600 Ontarians conducted from May 23rd to May 29th, 2018.
- An online panel survey of 800 Ontarians conducted from May 27th to May 29th, 2018

	May 23rd to May 29th Telephone poll*	**May 27th to 29th Online poll**
ONTARIOPC	27%	31%
LIBERAL ONTARIO	17%	20%
ONTARIO NDP NPD	29%	33%
green Party of Ontario	5%	6%
Other	1%	2%
Undecided	13%	6%
None/Would not vote	5%	2%

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***Note**: 'Refused' (3%) not shown (May telephone).

Best Premier: Horwath ahead of Ford and Wynne on best premier in both polls

	May 23rd to May 29th Telephone poll*	May 27th to 29th Online poll
Kathleen Wynne	14%	16%
Doug Ford	23%	22%
Andrea Horwath	30%	28%
Other**	3%	6%
Undecided	17%	16%
None	10%	11%

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***Note**: 'Refused' (3%) not shown (May telephone).

**"Mike Schreiner" was given as a separate option in the online survey. Those responses have been grouped with "other" here.

Net Favourables: Horwath scores much higher than Ford and Wynne in both polls

Below is the net favourability of each party leader
[Very favourable + Somewhat favourable - Somewhat unfavourable - Very unfavourable]

	May 23rd to May 29th Telephone poll*	May 27th to 29th Online poll
Kathleen Wynne	-34%	-35%
Doug Ford	-25%	-29%
Andrea Horwath	+24%	+19%

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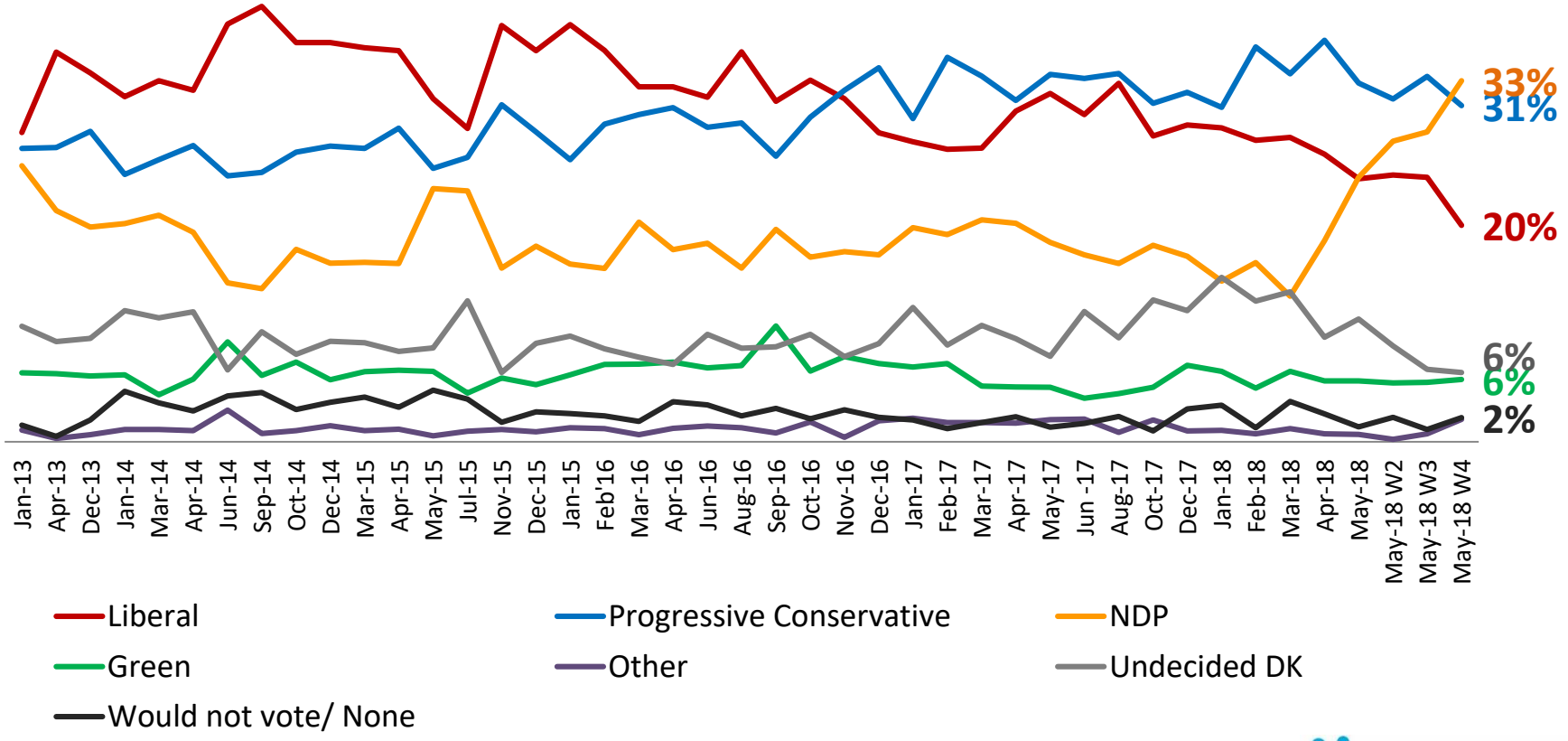
***Note**: 'Refused' (3%) not shown (telephone).

Online Combined Vote Tracking: NDP now have an edge over PCs, while Liberal vote continues to decline

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; n=800]



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