

Ontario Politics

Comparing Online and Phone Federal
Horse Race Results

April 2019

Federal Decided Vote: Both online and telephone surveys show the Liberals leading in Ontario

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





- A live-caller, mixed cell/landline RDD telephone survey of 605 Ontarians (weighted to n=600 using Census data from Statistics Canada) conducted from March 14th to April 1st, 2019
- An online panel survey of 773 Ontarians (weighted to n=600 using Census data from Statistics Canada) conducted from April 4th to April 10th, 2019
- An online panel survey of 945 Ontarians (weighted to n=800 using Census data from Statistics Canada) conducted from April 12th to April 16th, 2019

In all three polls, the Liberals lead with around 40% of the vote, while the Conservatives trail at around 33% of the vote.



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly?

[Decided] [showing all decided voters]

	March 14 th to April 1 st Telephone Poll	April 4 th to 10 th Online Wave 1 Poll	April 12 th to 16 th Online Wave 2 Poll
 CONSERVATIVE	33%	34%	33%
 Liberal	39%	41%	40%
 NDP	18%	13%	14%
 green PARTY OF CANADA	7%	9%	9%
Other	3%	4%	4%

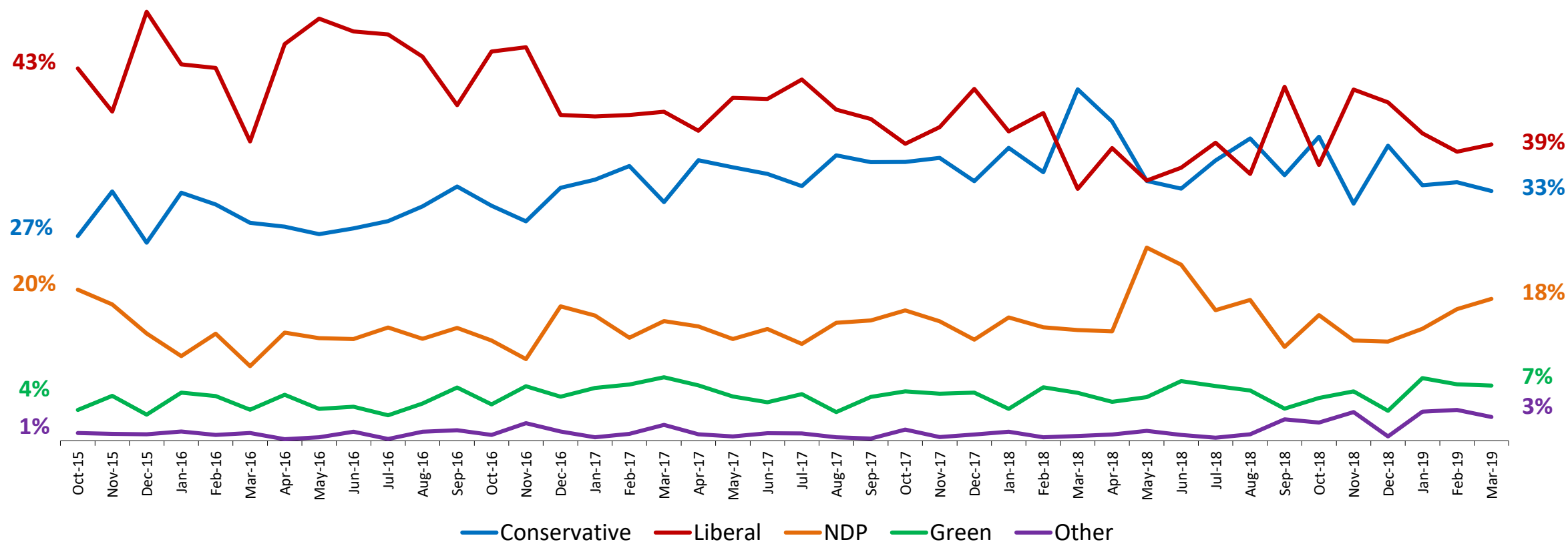
Our telephone polling has showed the Liberals consistently ahead in Ontario since November 2018



If a federal election were held today, which party would you vote for: the Conservative Party, the Liberal Party, the New Democratic Party, the Green party or another party?

In that case, which party do you lean toward slightly? **[DECIDED]**

[only decided voters]



Note: People's Party of Canada has been added since September 2018, included in 'Another party'.



Methodology

Online Wave 1 Methodology



These are the results of the first wave of the April 2019 Canada This Month survey conducted between April 4th and April 10th, 2019.

This online survey of 773 adult Ontarians was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. The results are weighted to n=600 based on Census data from Statistics Canada.

Respondents from the Canada 20/20 Panel and the Lucid Panel 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. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire province.

Confidence: 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. Statements about margins of sampling error or population estimates do not apply to most online panels.

Weighting: 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. Weighted and unweighted frequencies are reported in the table.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	72	9.3%	83	13.8%
Males 35-54	97	12.5%	100	16.6%
Males 55+	225	29.1%	106	17.7%
Females 18-34	81	10.5%	83	13.8%
Females 35-54	127	16.4%	107	17.8%
Females 55+	171	22.1%	122	20.3%
Region				
Toronto	167	21.6%	125	20.9%
GTA	184	23.8%	156	26.0%
South/West	198	25.6%	155	25.8%
North/East	224	29.0%	164	27.3%

Online Wave 2 Methodology



These are the results of the second wave of the April 2019 Canada This Month survey conducted between April 12th and April 16th, 2019.

This online survey of 945 adult Ontarians was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. The results are weighted to n=800 based on Census data from Statistics Canada.

Respondents from the Canada 20/20 Panel and the Lucid Panel 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. Sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire province.

Confidence: 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. Statements about margins of sampling error or population estimates do not apply to most online panels.

Weighting: 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. Weighted and unweighted frequencies are reported in the table.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	121	12.8%	111	13.8%
Males 35-54	134	14.2%	133	16.6%
Males 55+	216	22.9%	142	17.7%
Females 18-34	129	13.7%	110	13.8%
Females 35-54	177	18.7%	142	17.8%
Females 55+	168	17.8%	162	20.3%
Region				
Toronto	234	24.8%	167	20.9%
GTA	235	24.9%	208	26.0%
South/West	231	24.4%	207	25.8%
North/East	245	25.9%	218	27.3%

Telephone Methodology



These are the results of the March 2019 Ontario This Month survey conducted between March 14th and April 1st, 2019.

This survey was conducted by telephone among 605 randomly-selected Ontario residents who are Canadian citizens, 18 years of age and older. A total of nine sub-regional quotas are set within regions to ensure there is a representative sample of respondents from across the entire province.

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.

This survey is compared with previous studies since October 2015. In each survey, approximately 600 adults are surveyed. For tracking data, results are always weighted based on the most recent available Census data.

Confidence: The margin of error for a random sample of n=600 is approximately +/-4.0%.

Weighting: 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.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Males 18-34	46	7.6%	83	13.8%
Males 35-54	113	18.7%	100	16.6%
Males 55+	123	20.3%	106	17.7%
Females 18-34	55	9.1%	83	13.8%
Females 35-54	123	20.3%	107	17.8%
Females 55+	145	24%	122	20.3%
Region				
Toronto	130	21.5%	125	20.9%
GTA	153	25.3%	156	26.0%
South/West	150	24.8%	155	25.8%
North/East	172	28.4%	164	27.3%



Building Understanding.

Personalized research to connect you and your audiences.

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