



Countdown to the 2007 Provincial Election



September 14, 2006

***Check Against
Delivery***

Innovative Research Group Inc.
3rd Floor, 350 Bay St.,
Toronto, Ontario
M5H 2S6

www.innovativeresearch.ca

Agenda

The Vote

Leader Favourables

Leadership Traits

Party Issue Ownership

Looking Ahead

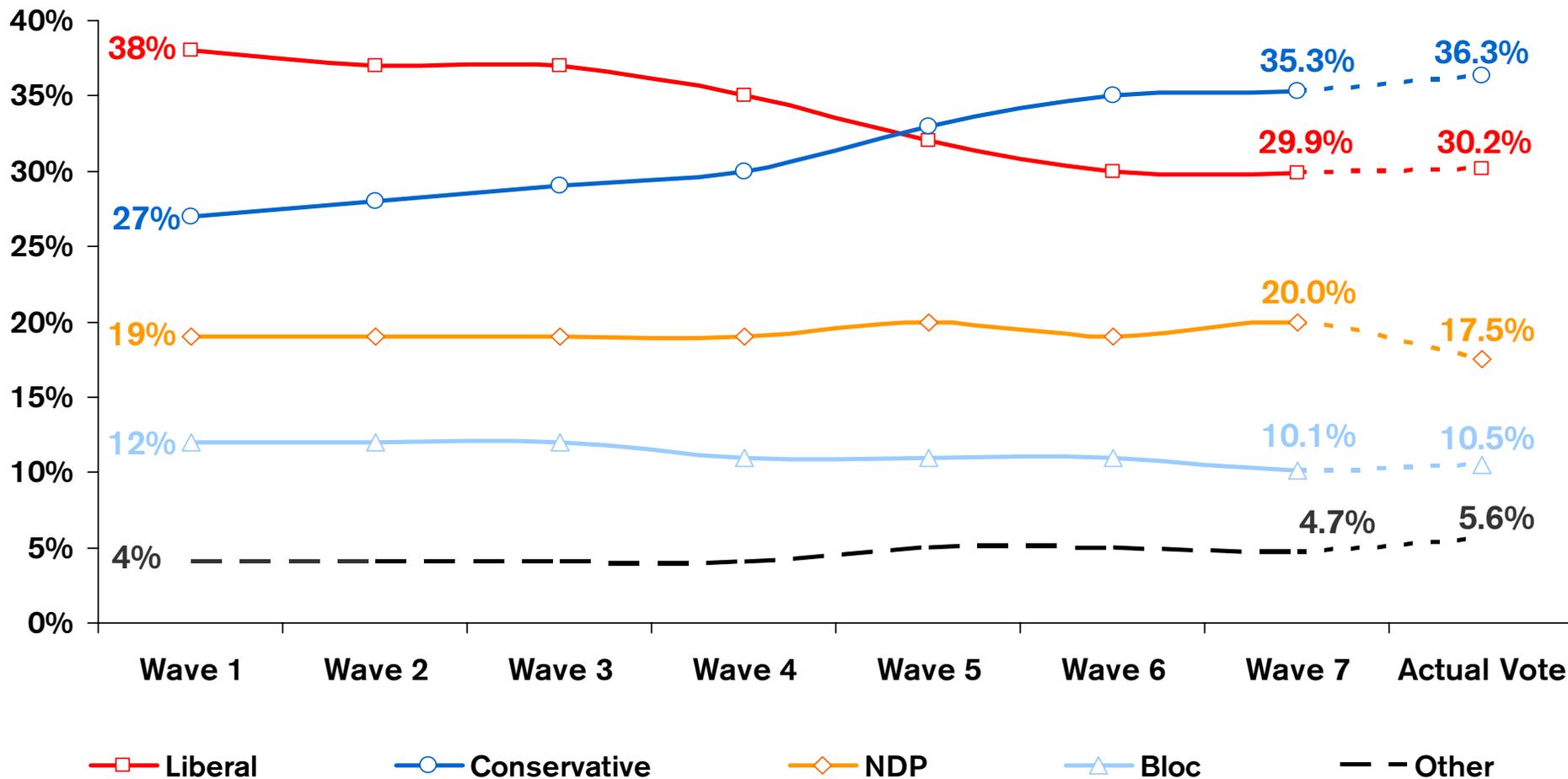
Methodology

August 2006 results

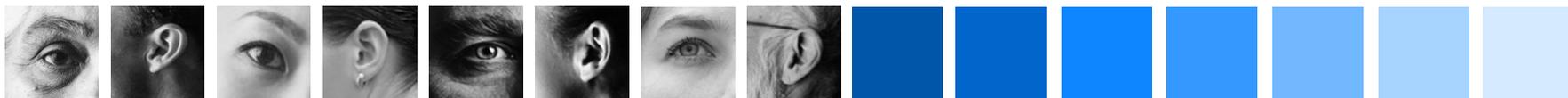
- Online representative survey of 1,619 Canadians conducted from August 23 to August 30.
- Margin of error +/- 2.44%, 19 times out of 20.
- Anyone interested in participating in these surveys can join the Canada 20/20 panel by going to Canada2020.com and completing the enrolment survey. However, our base sample was recruited through a series of invitations emailed by Rogers Publishing and Canadians recruited through Innovative's telephone surveys. Our core analysis is based on those who respond to email invitations.
- Data used in the presentation weighted according to 2001 Census to reflect demographic make-up of Ontario for region, age, and gender.
- Note: *Graphs may not always total 100% due to rounding values rather than any error in data.*



Why Trust Online?



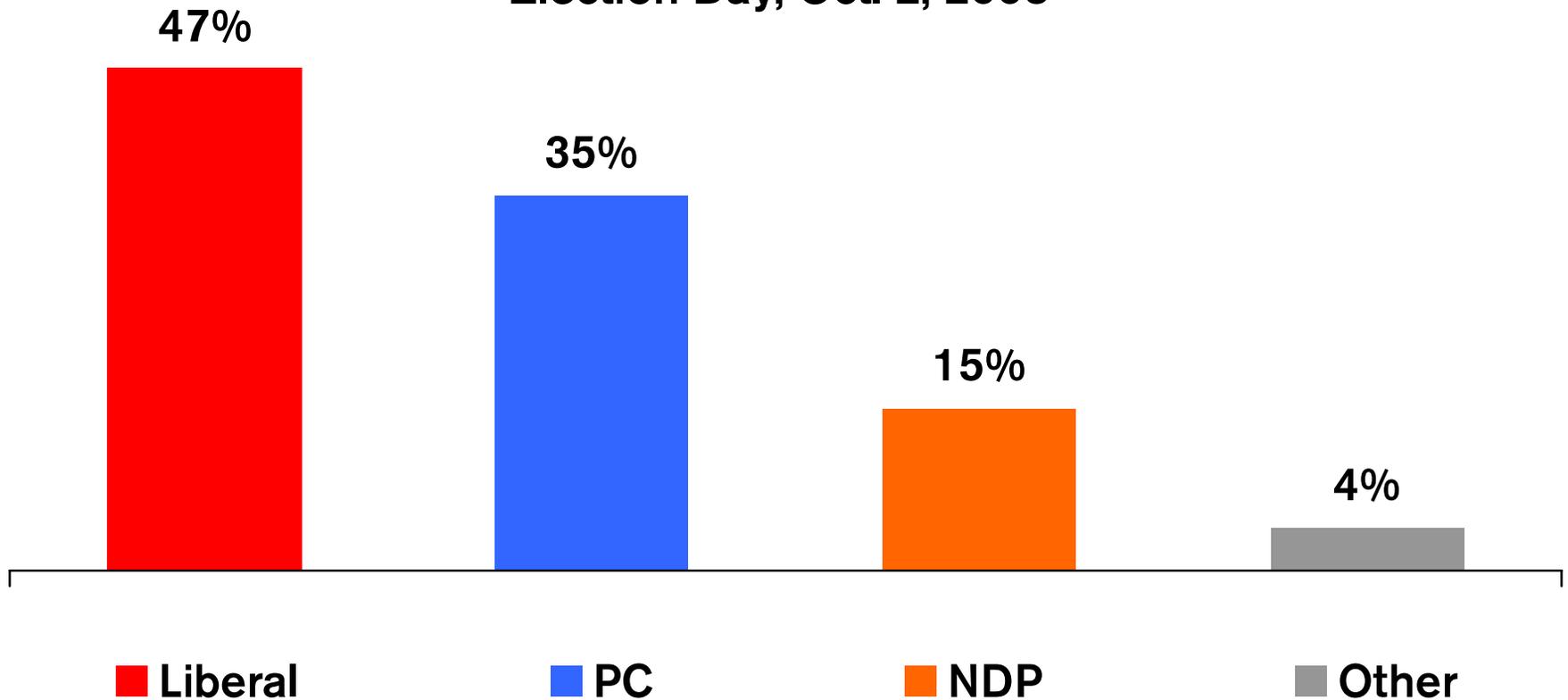
The Vote



Where they began at the start of their mandate

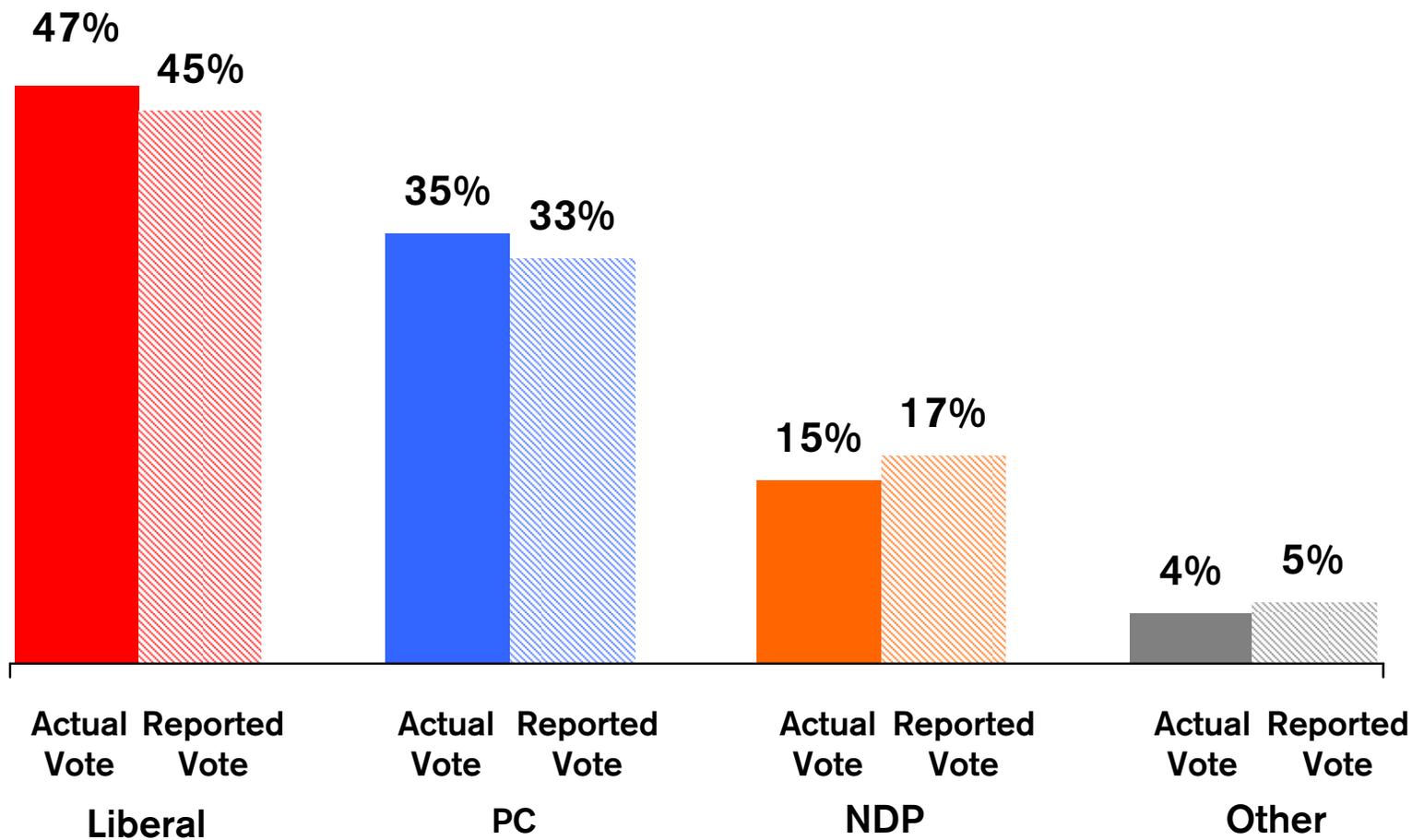
Official Elections Ontario Results

Election Day, Oct. 2, 2003



What voters did at the ballot box ... and what voters told us

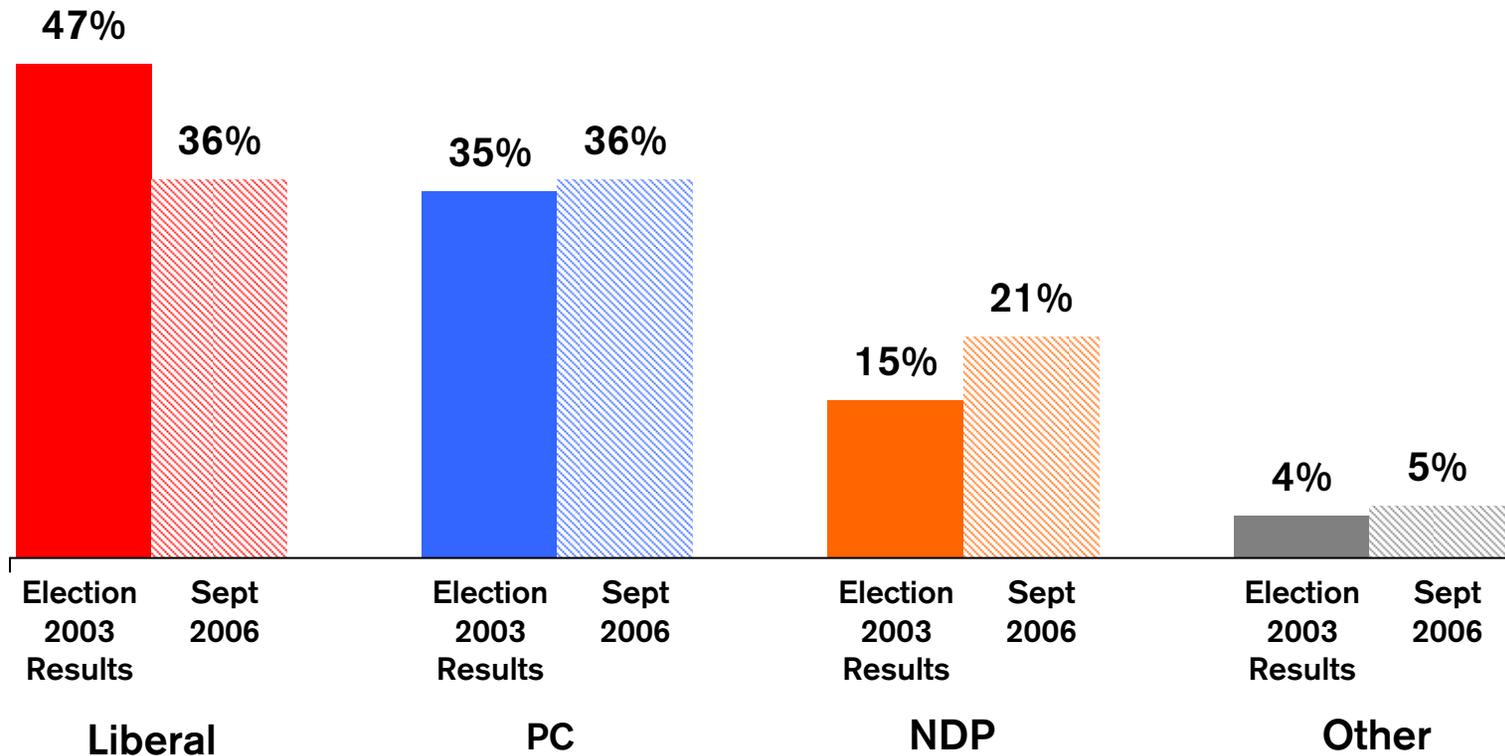
Election Day Results vs. Reported Vote



Note: 'Don't know' not shown

Where are we today?

Election Results vs. Decided Vote Today {Sept. 2006}

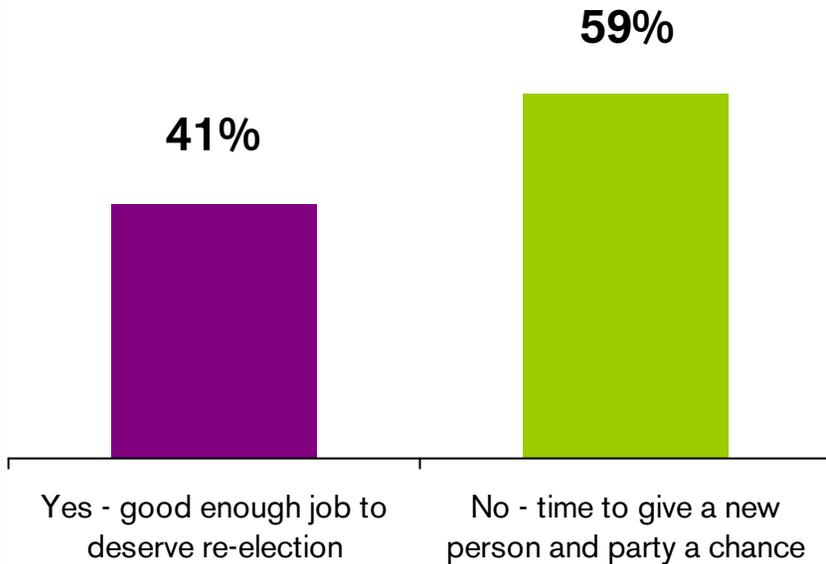


Note: 'Don't know' not shown

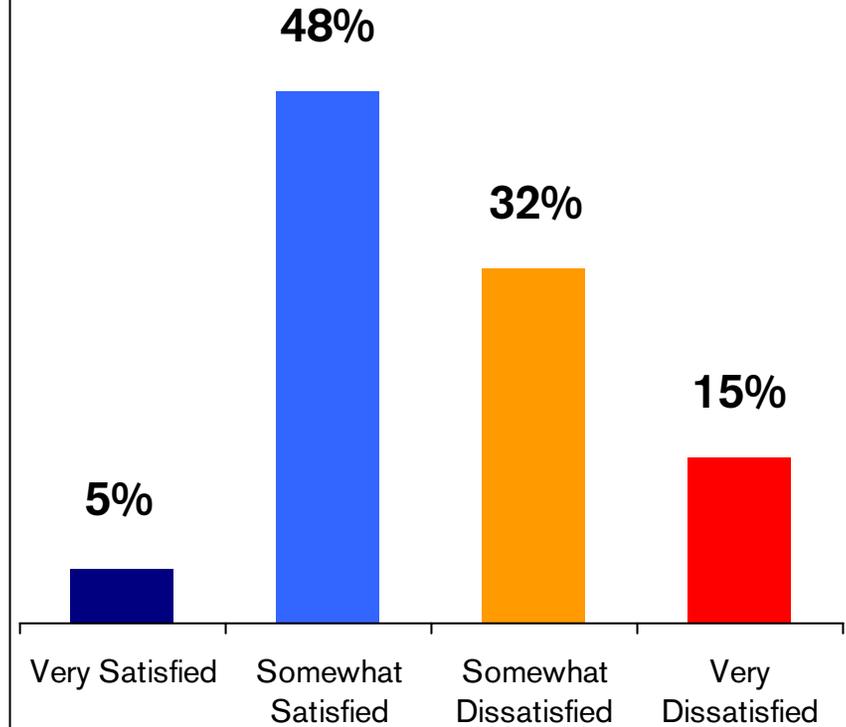


Re-Elect and Voter Satisfaction

Now thinking about Dalton McGuinty and the provincial Liberal government – do you think that they have done a good enough job to deserve re-election, or is it time to give a new person and party a chance?



Generally speaking, how satisfied are you with the performance of the Provincial government in Ontario? Would you say you are ...

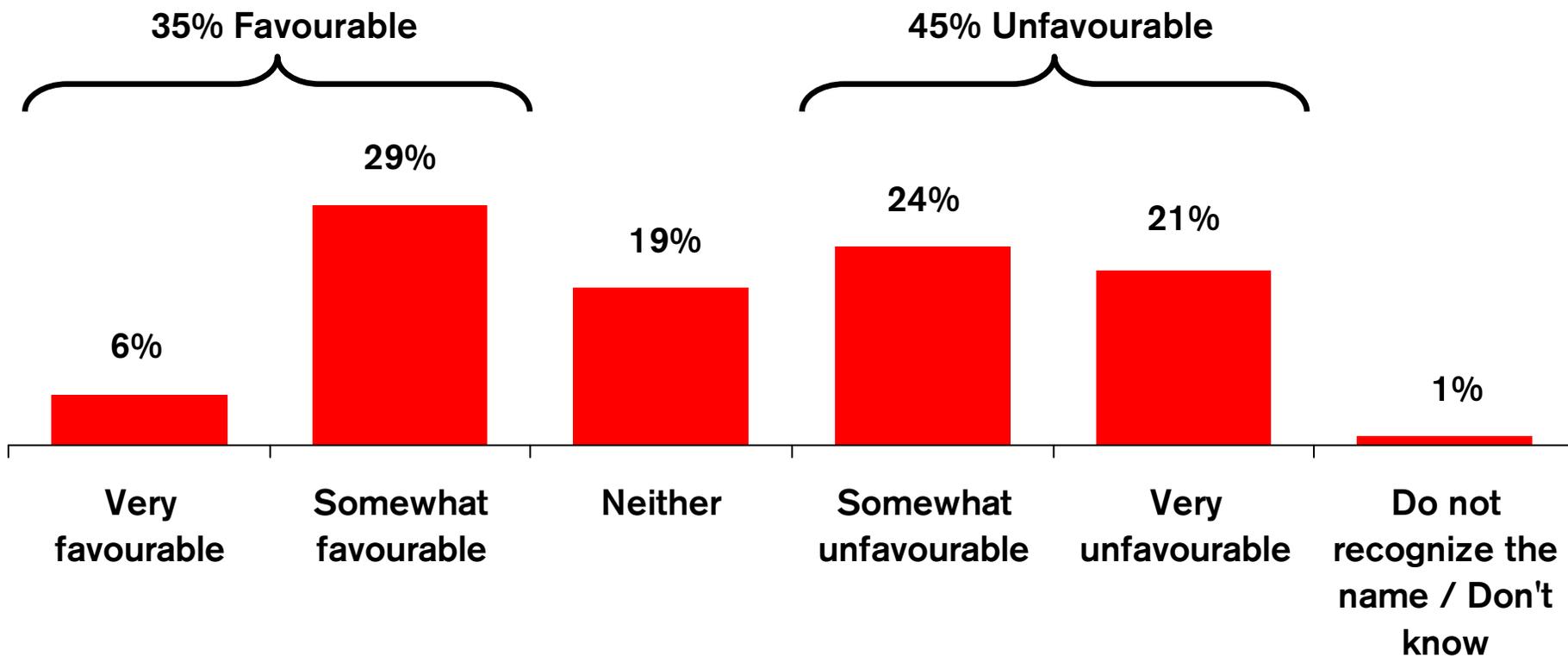


Leader Favourables



Impression of Dalton McGuinty

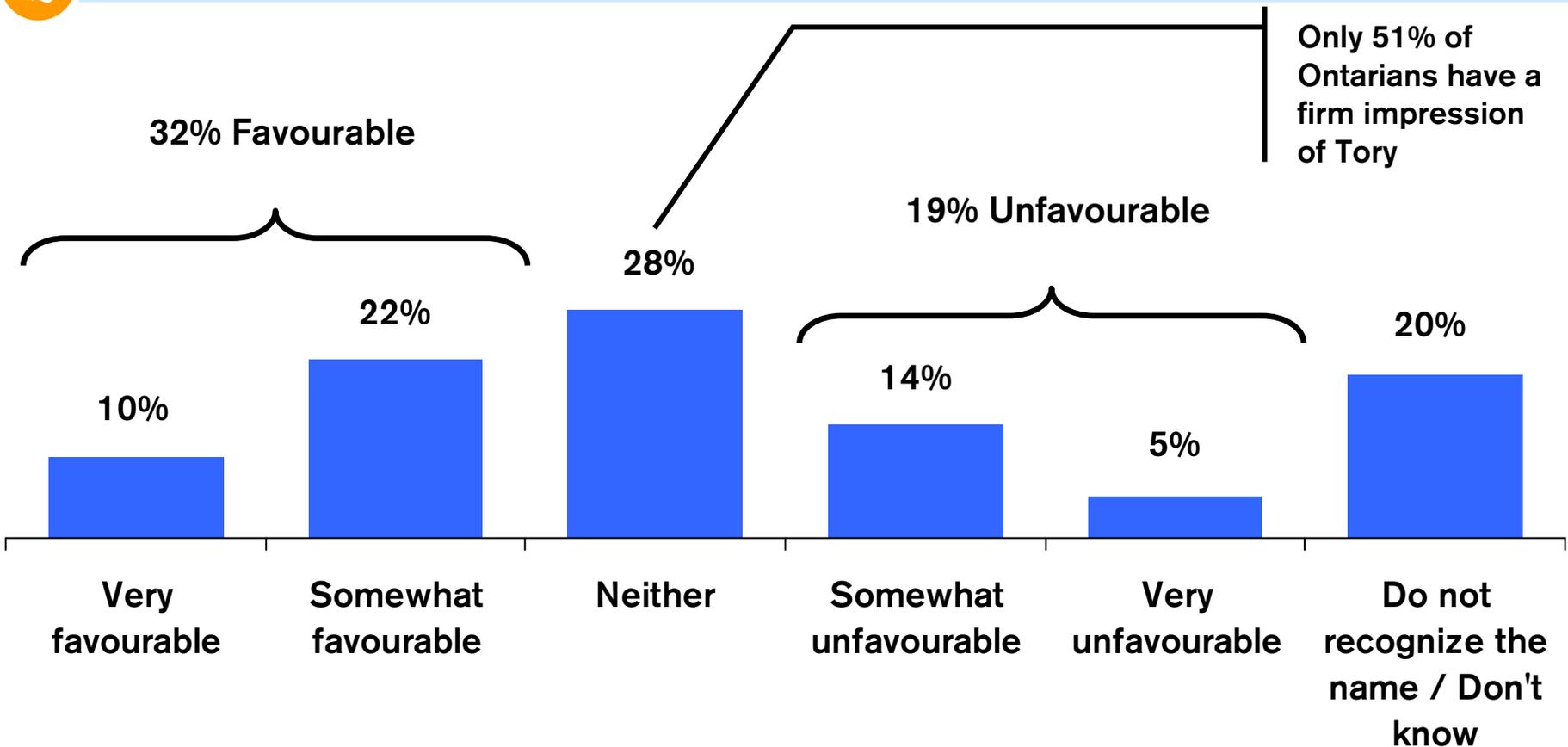
Q What is your impression of Dalton McGuinty?



Impression of John Tory

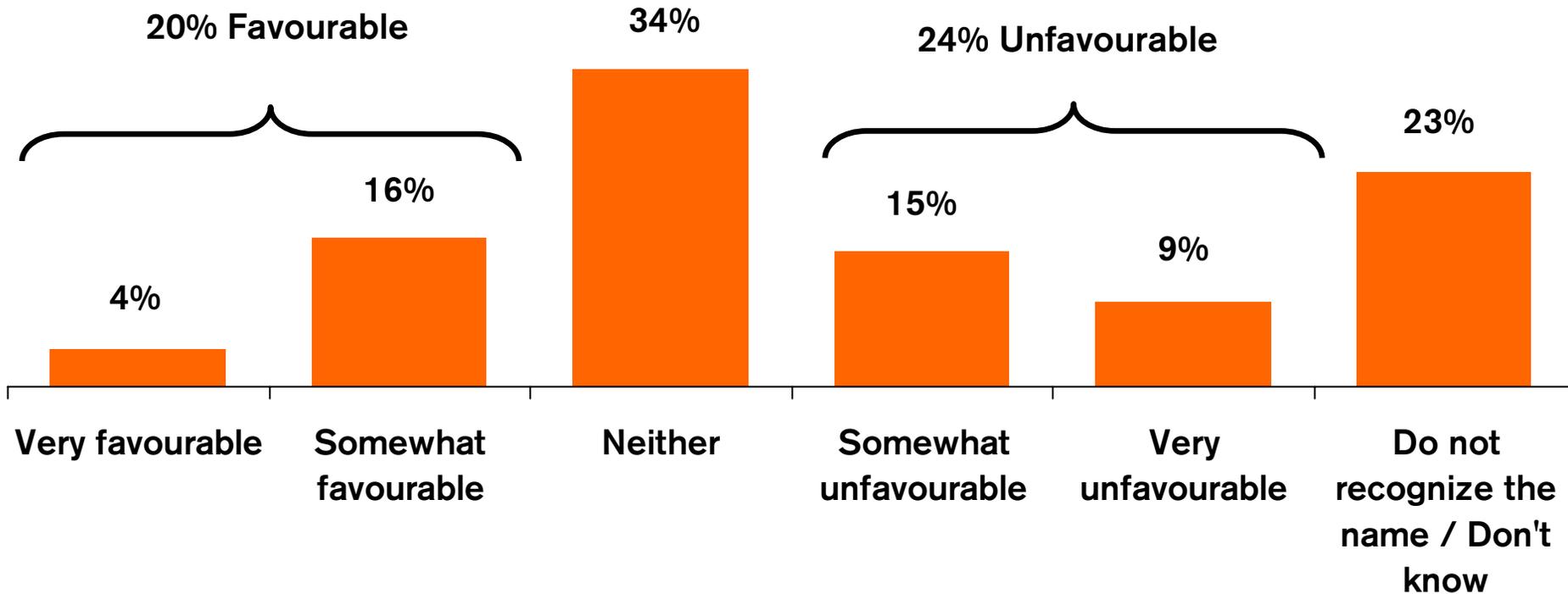
Q

What is your impression of John Tory?

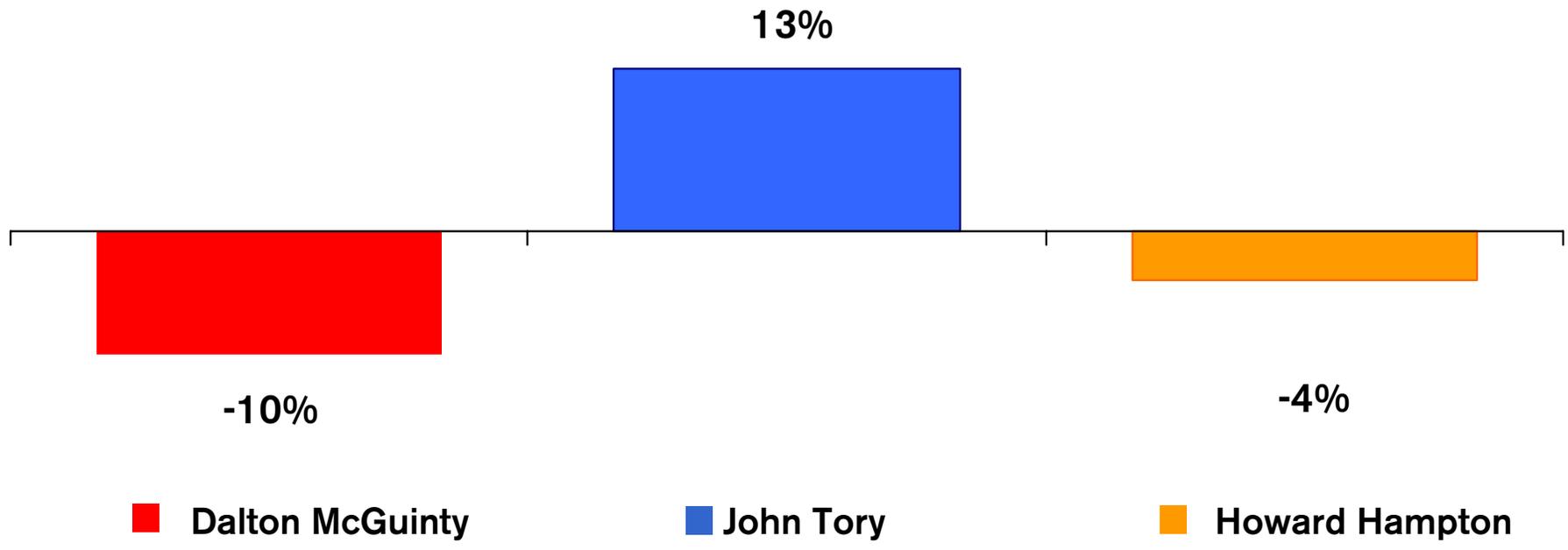


Impressions of Howard Hampton

Q What is your impression of Howard Hampton?



Party Leaders Net Favourables



Leadership Traits



Understanding leadership traits

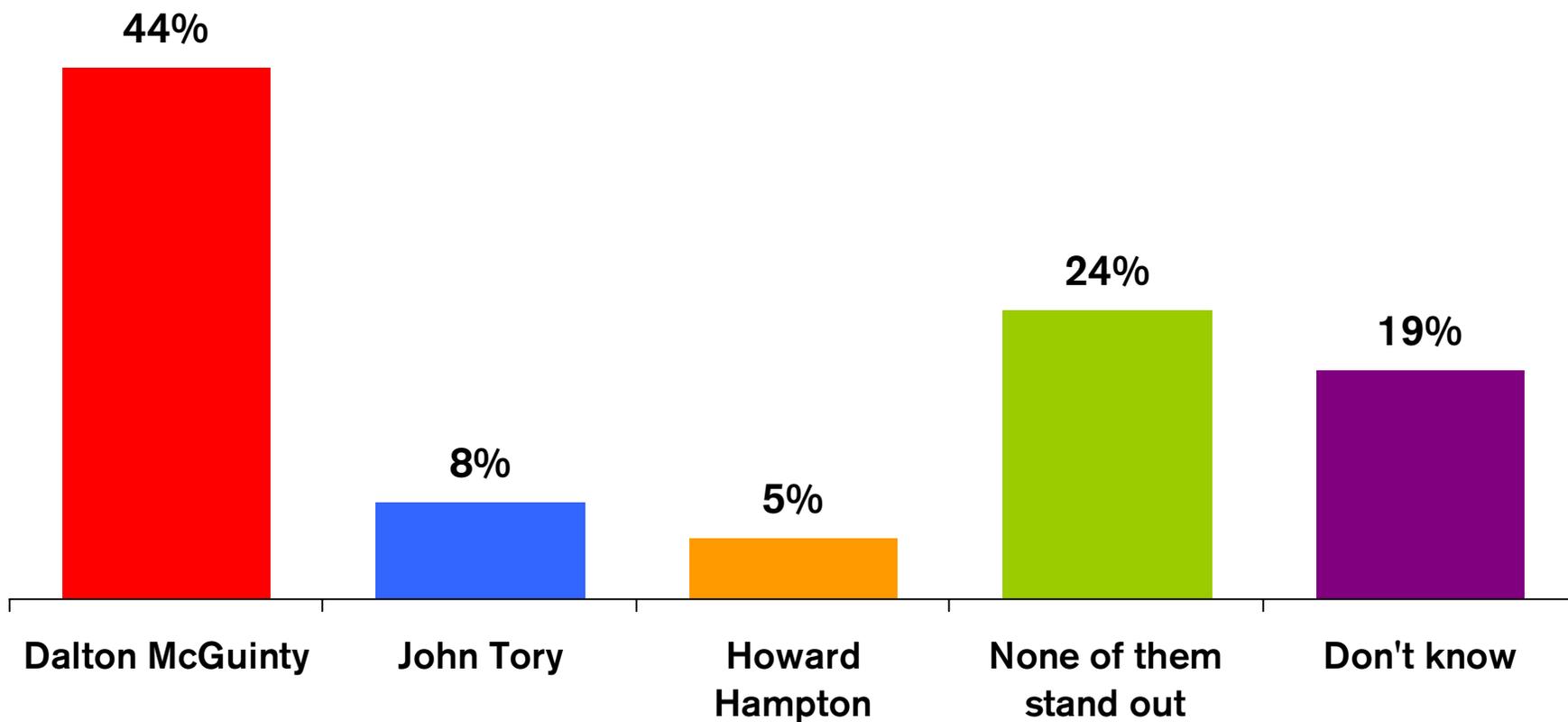


Now we would like to read you a list of different words or phrases that describe the some political leaders.

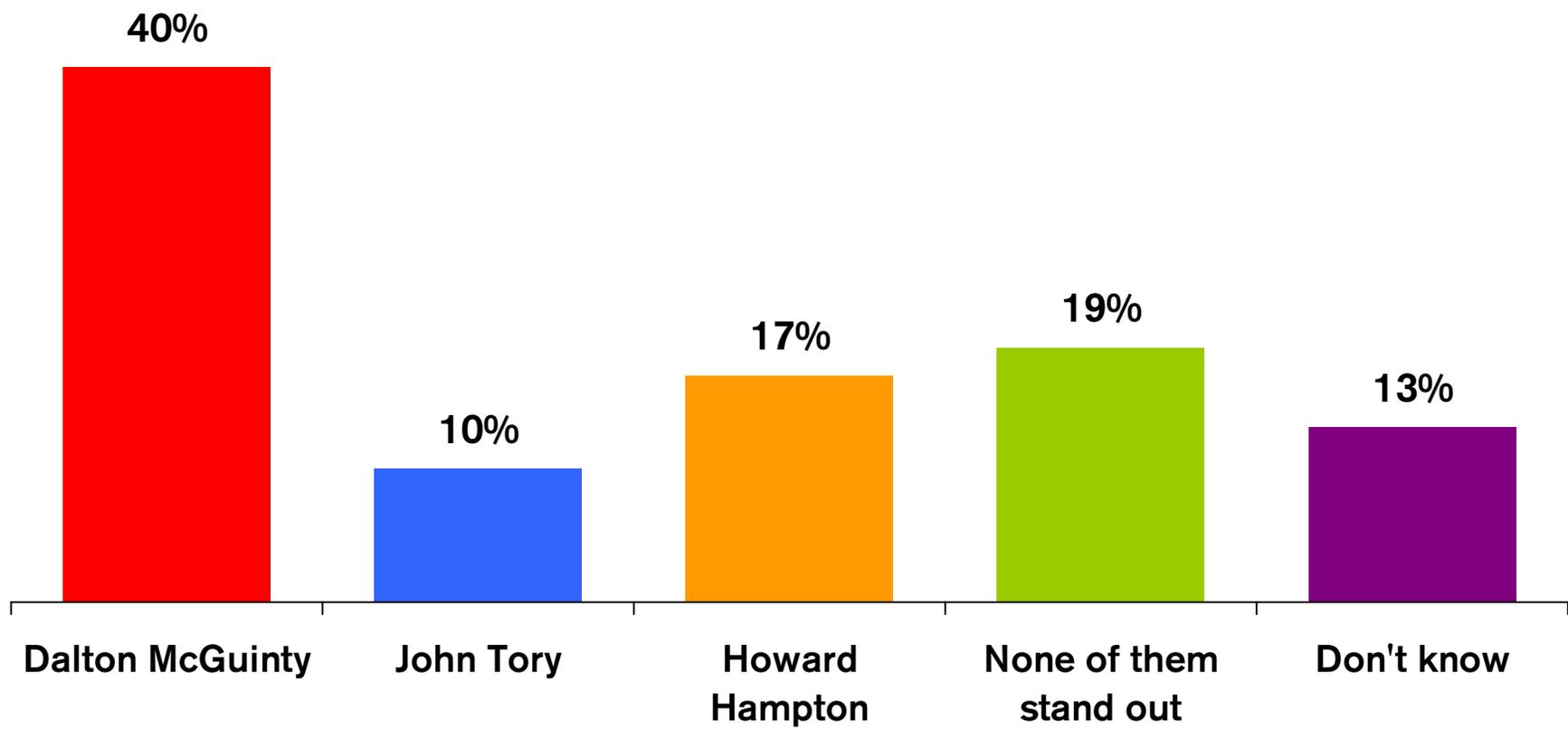
*For each word or phrase, please tell me whether it **BEST** describes John Tory, the PC leader, Dalton McGuinty, the Liberal leader, or Howard Hampton the NDP leader - or whether none of them stand out on that item.*



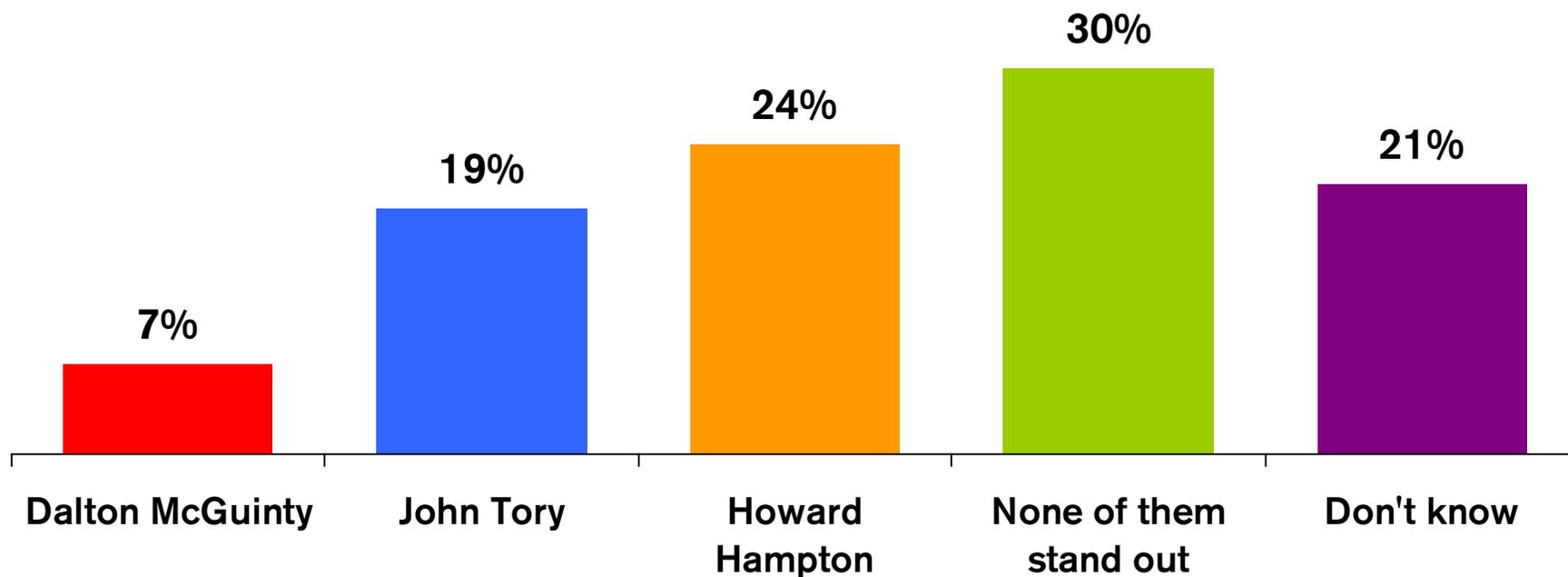
Flip flops



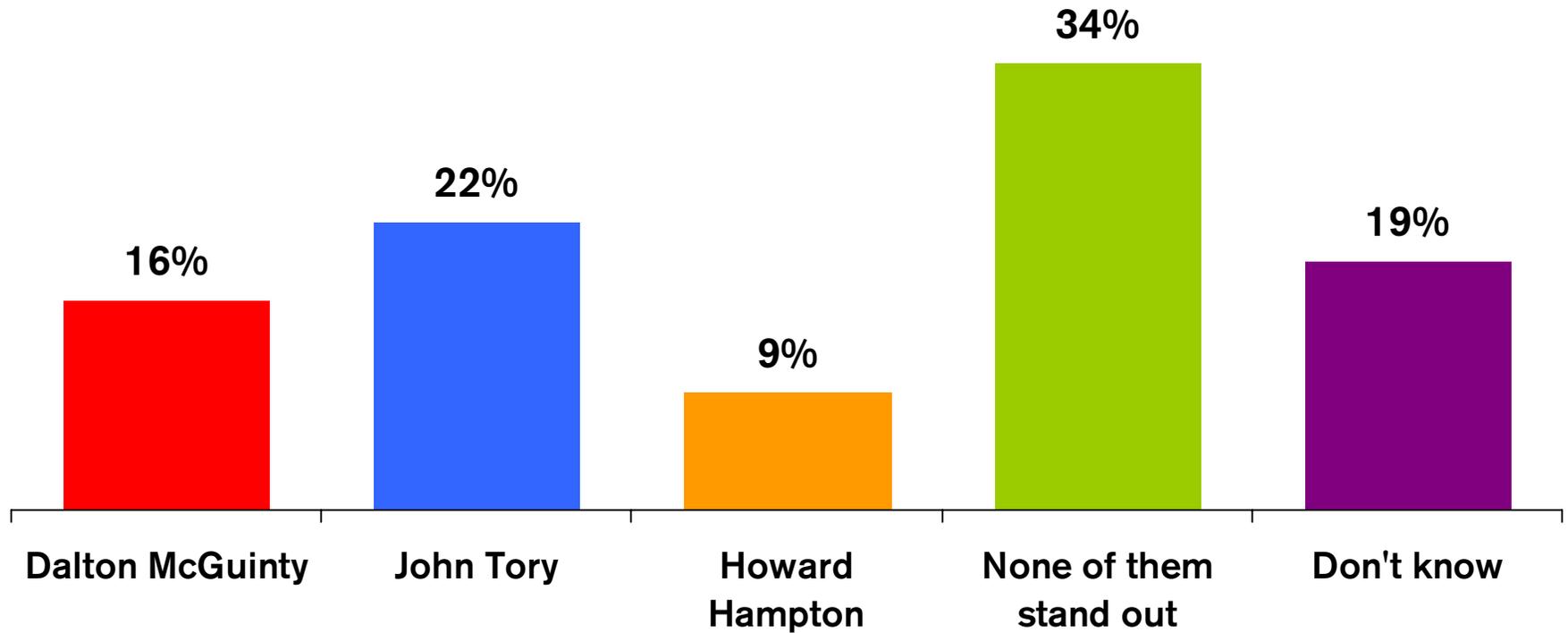
Makes unrealistic promises



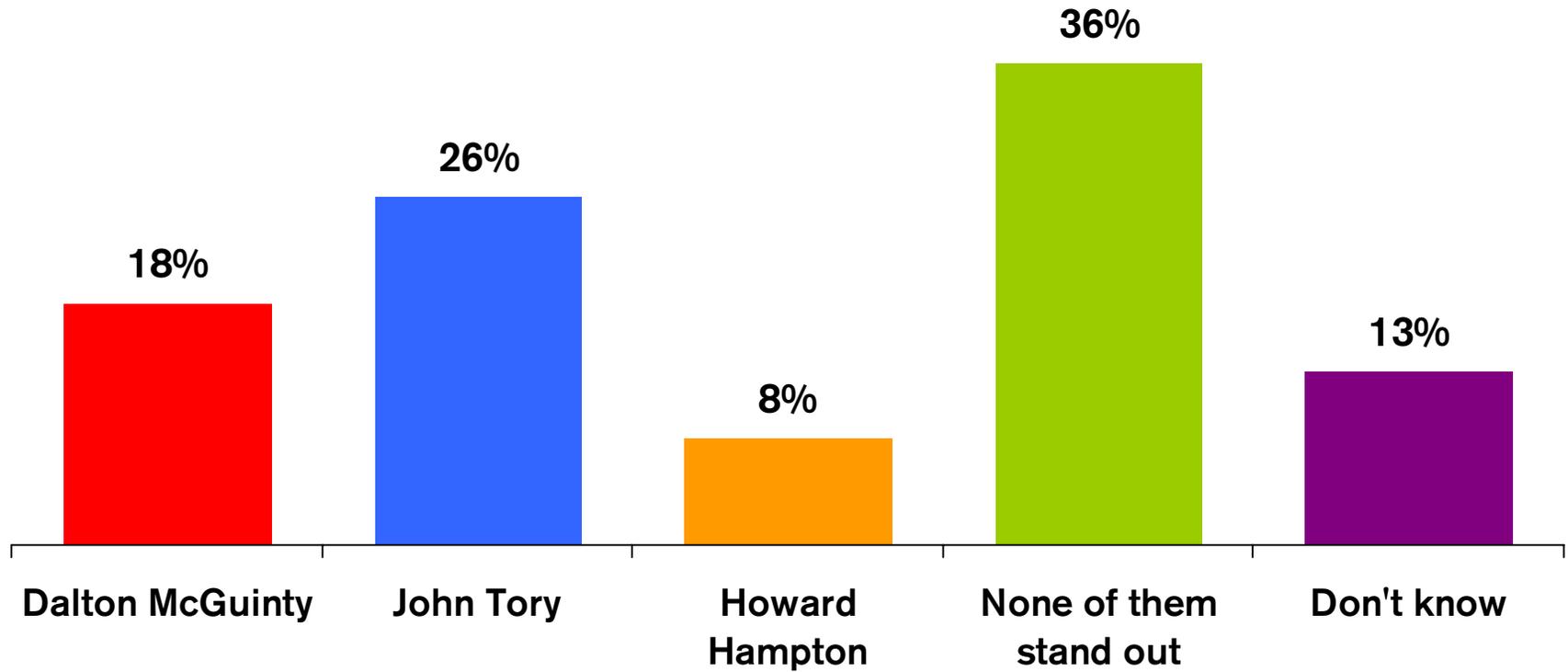
Too negative



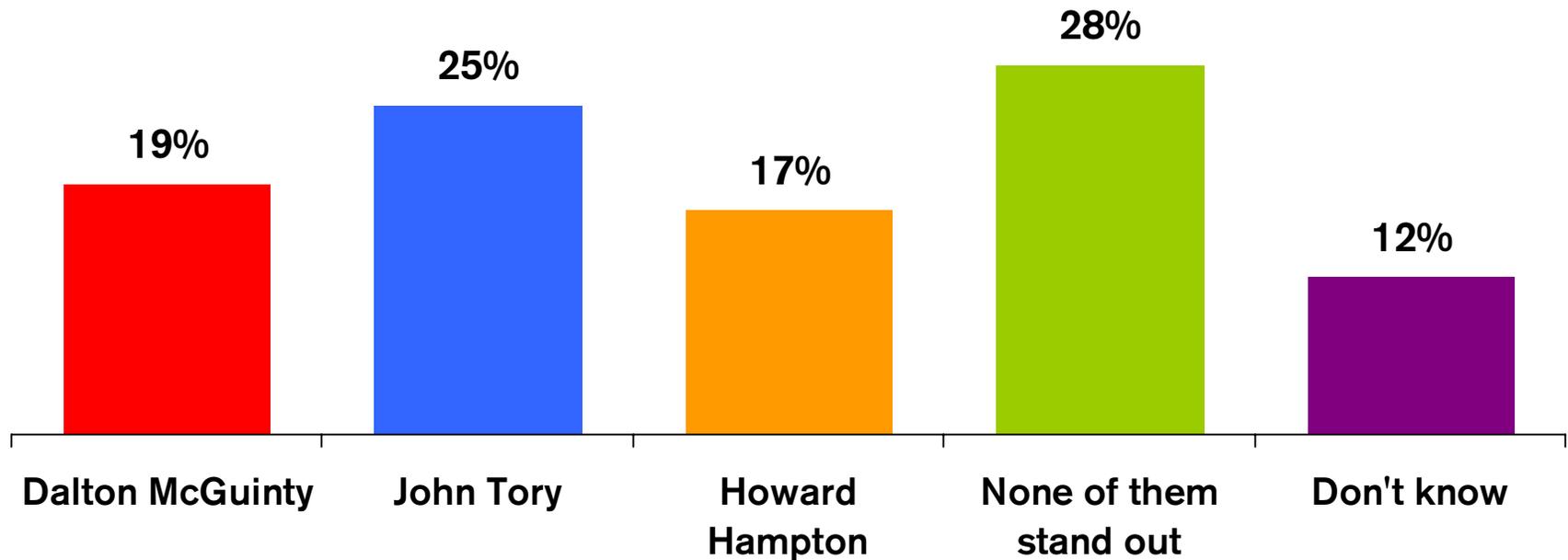
Has the best plan for the future



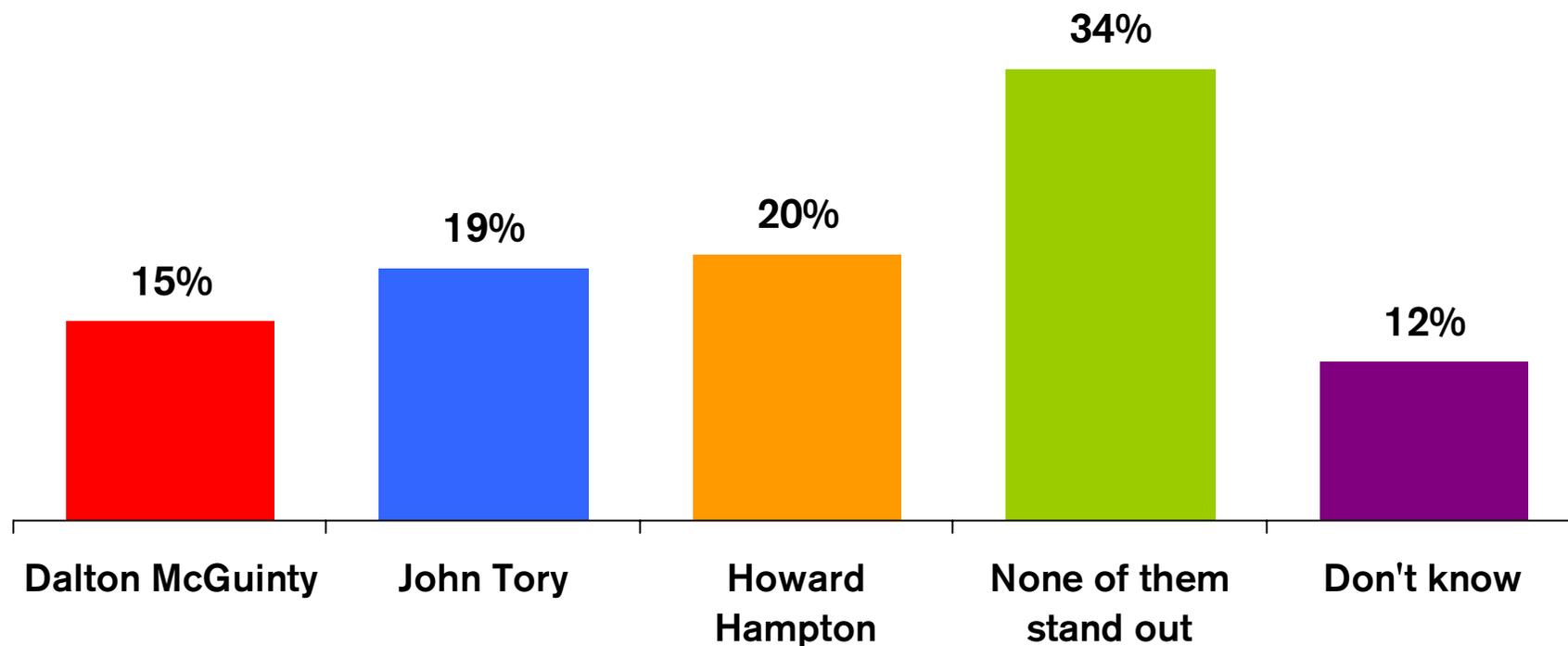
Strong leadership



Stands for what you believe



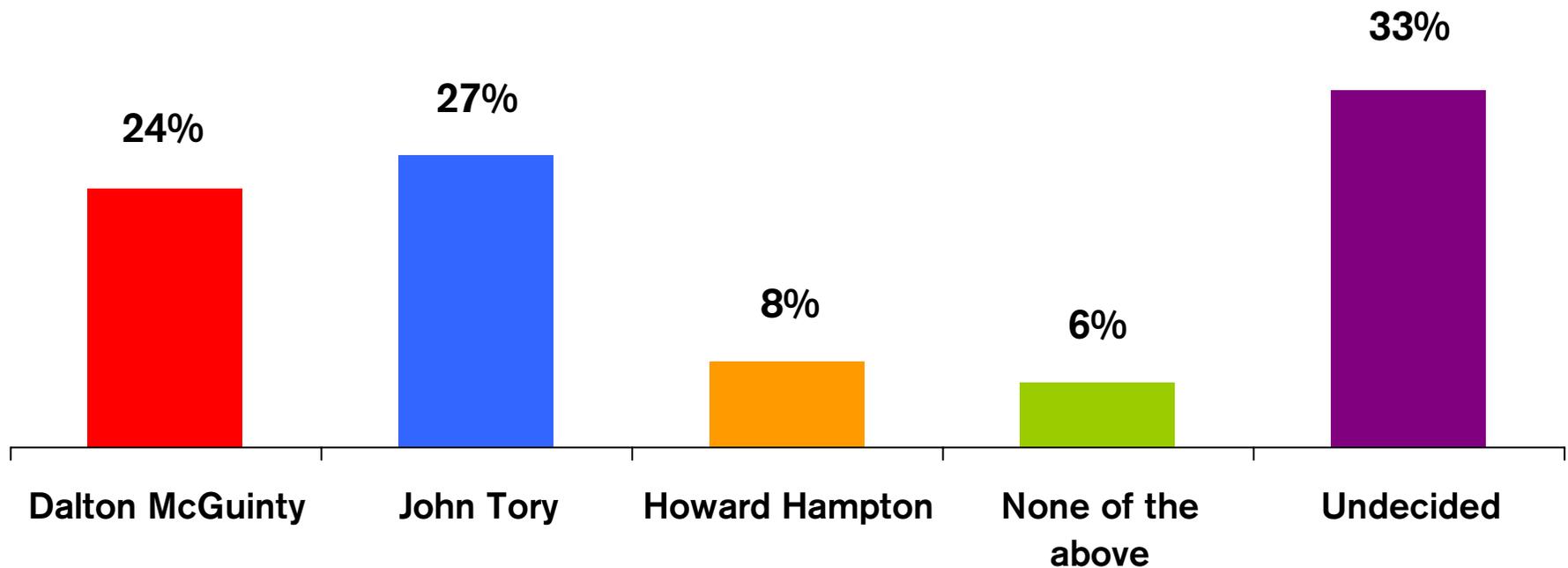
Cares about people like you



Best Premier of Ontario

Q

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



Party Issue Ownership



Evaluating the parties

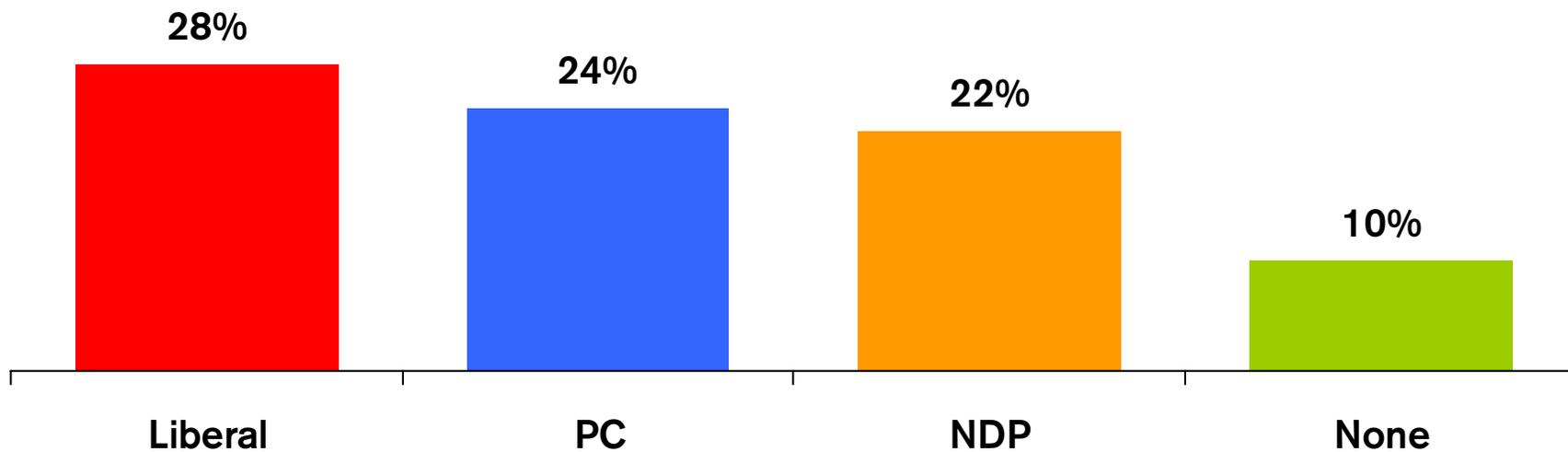


Now I would like to ask you about a list of issues.

For each of these issues, please tell me which party you think would do a better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about ?



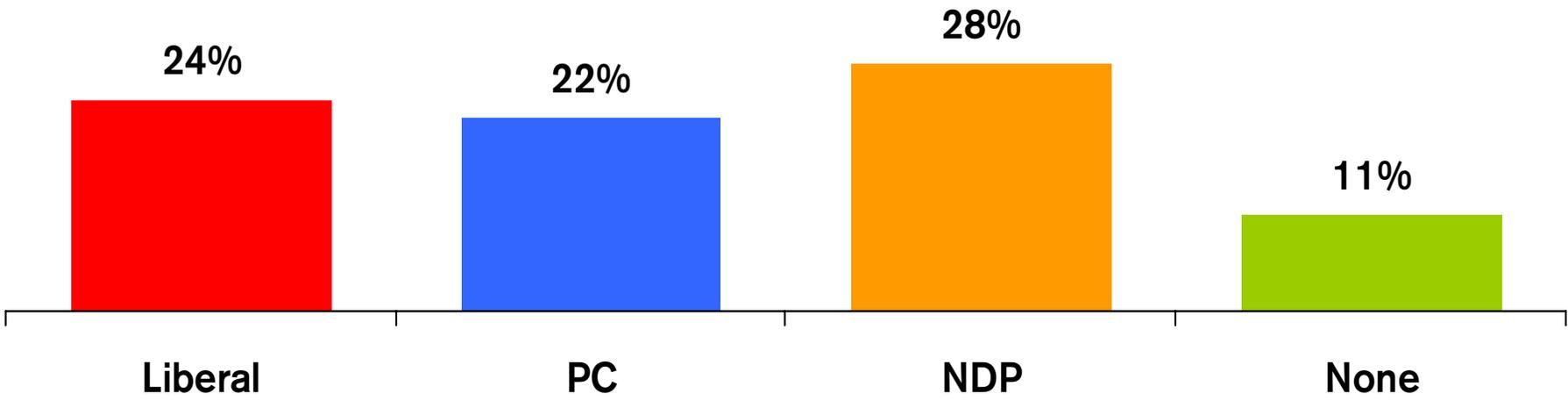
Party best on Education



Note: 'All of them/Don't know' not shown



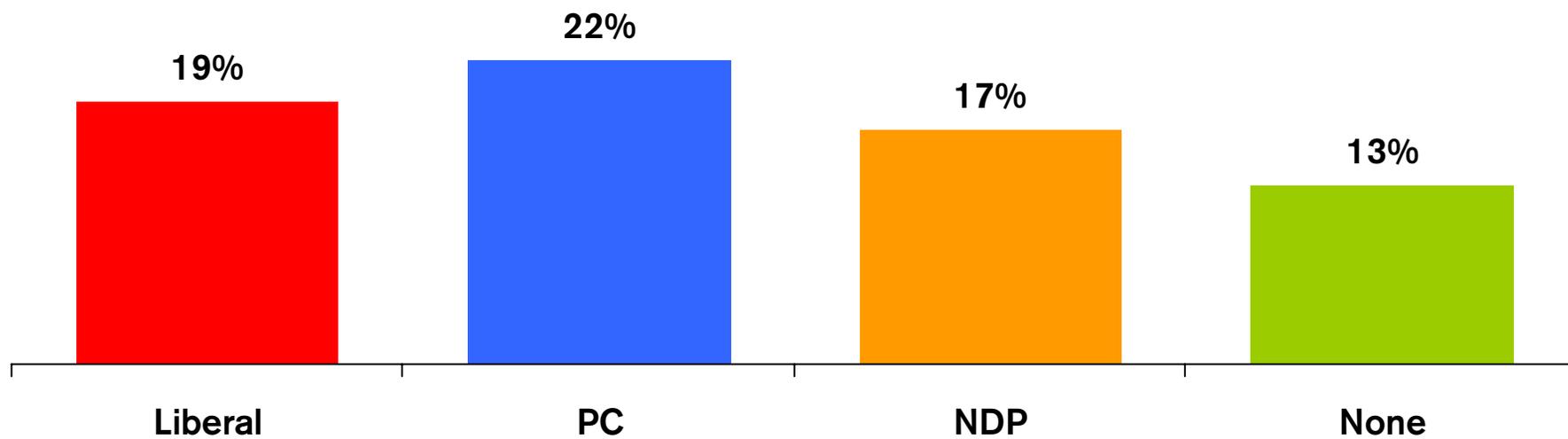
Party best on Health



Note: 'All of them/Don't know' not shown



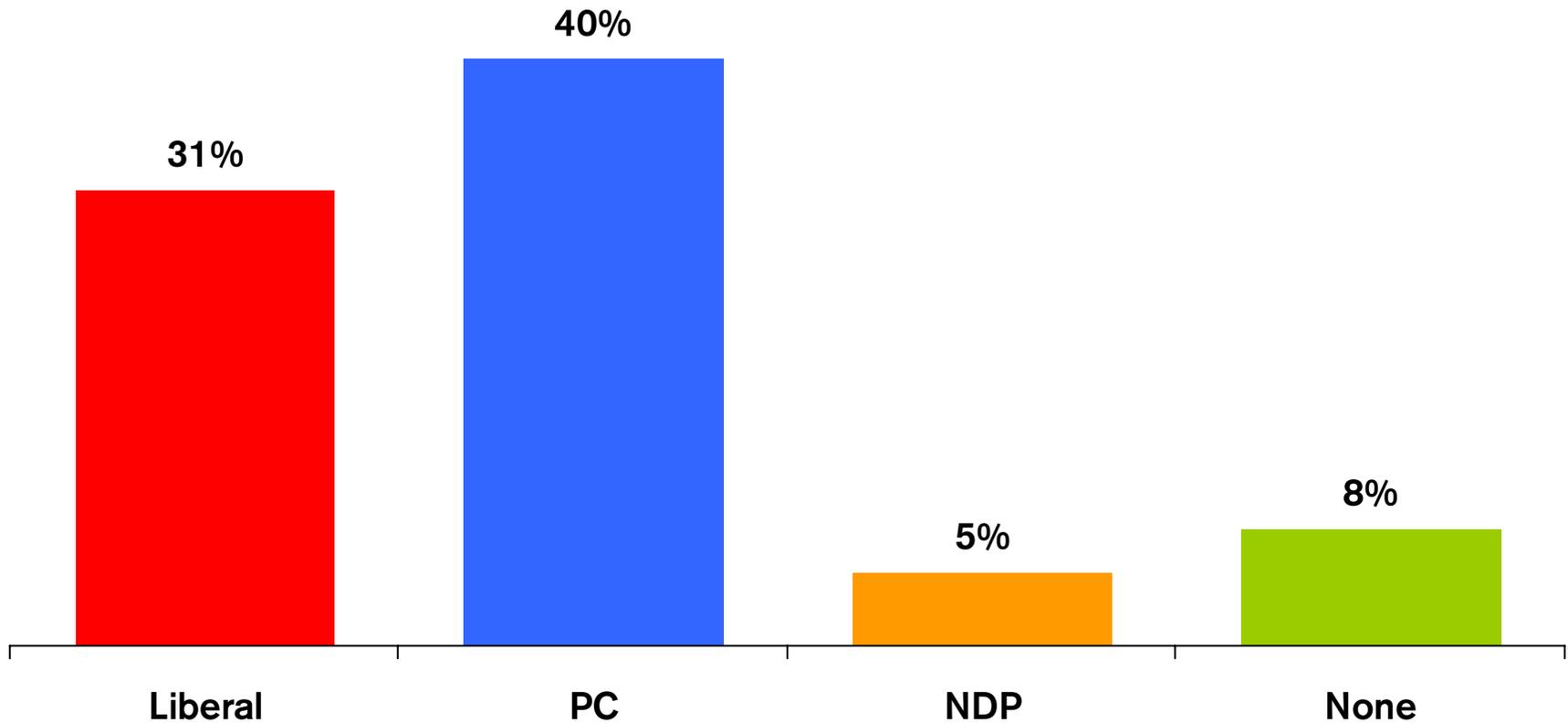
Party best on Electricity



Note: 'All of them/Don't know' not shown



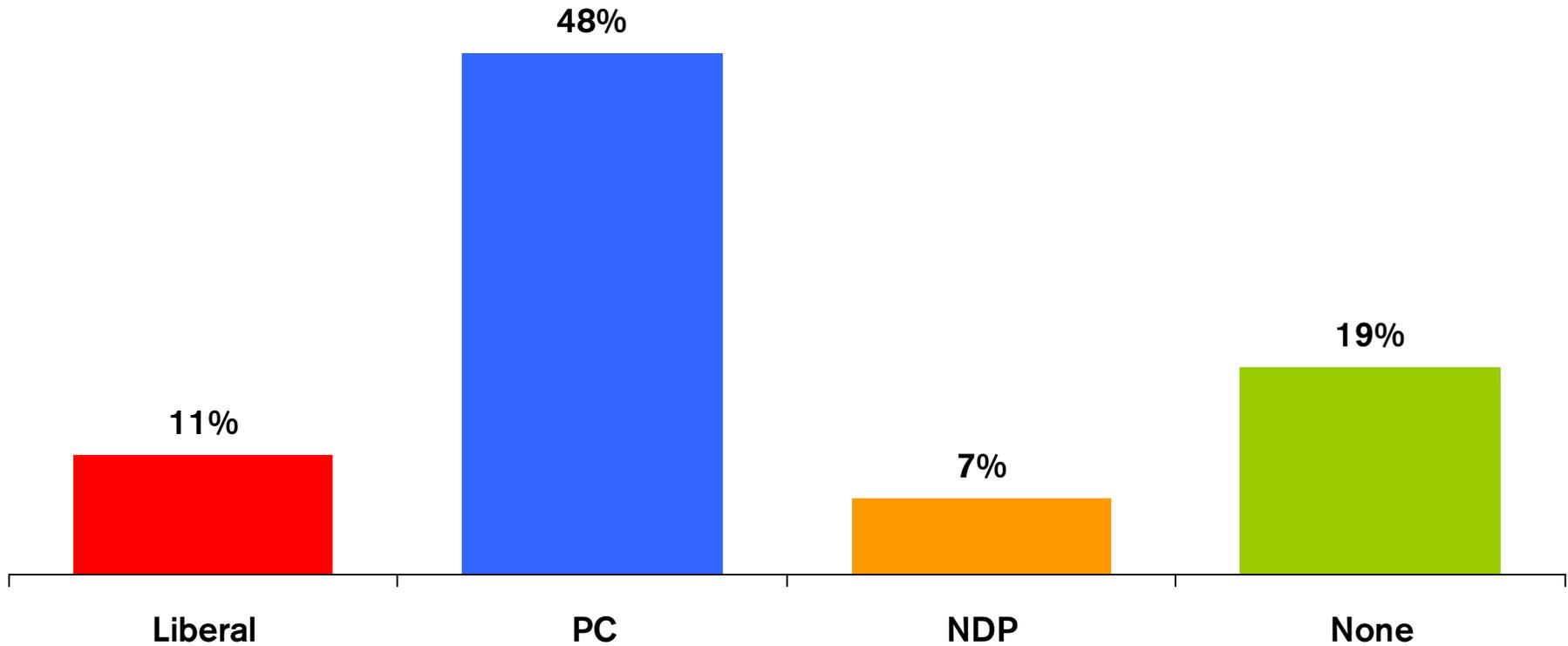
Party best on Economy



Note: 'All of them/Don't know' not shown



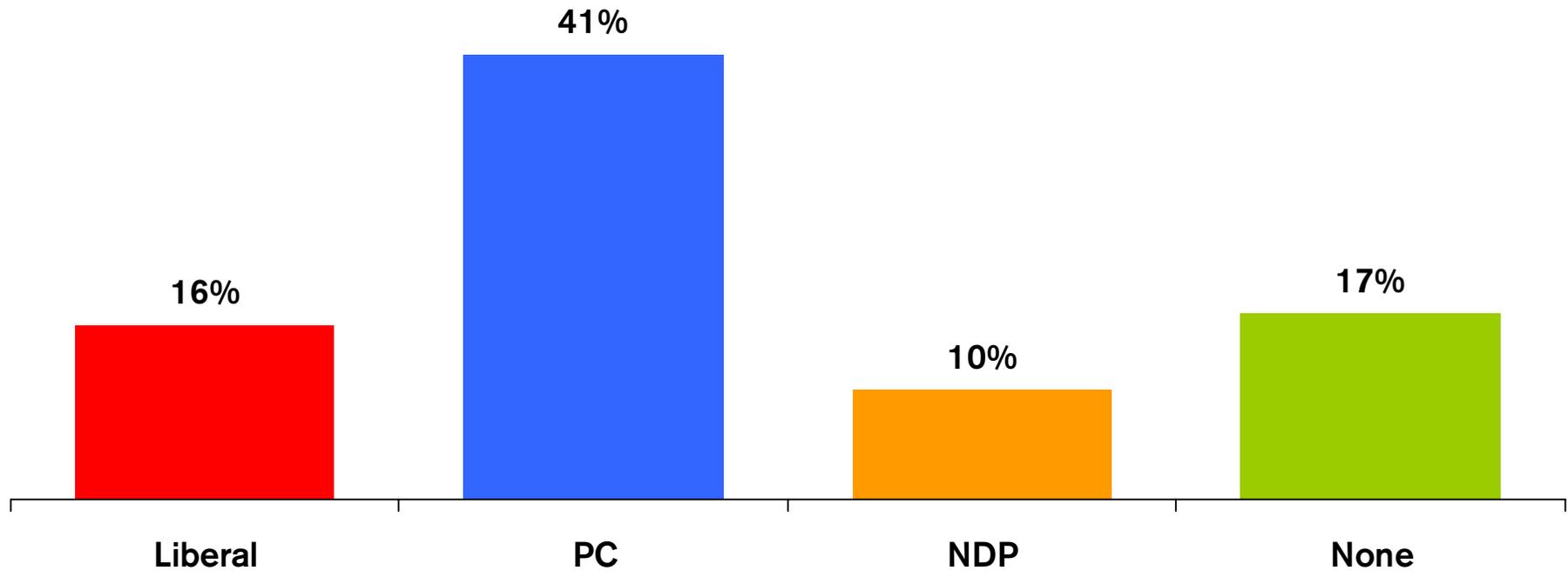
Party best on Cutting Taxes



Note: 'All of them/Don't know' not shown



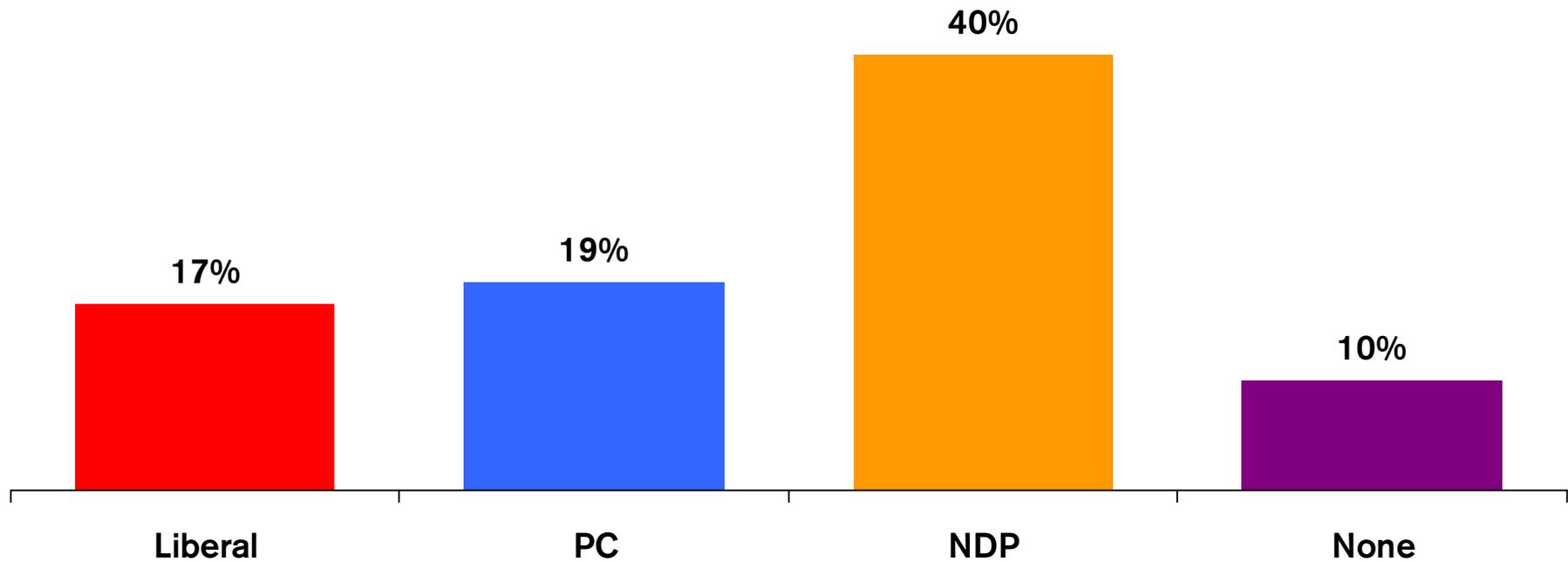
Party best on Crime



Note: 'All of them/Don't know' not shown



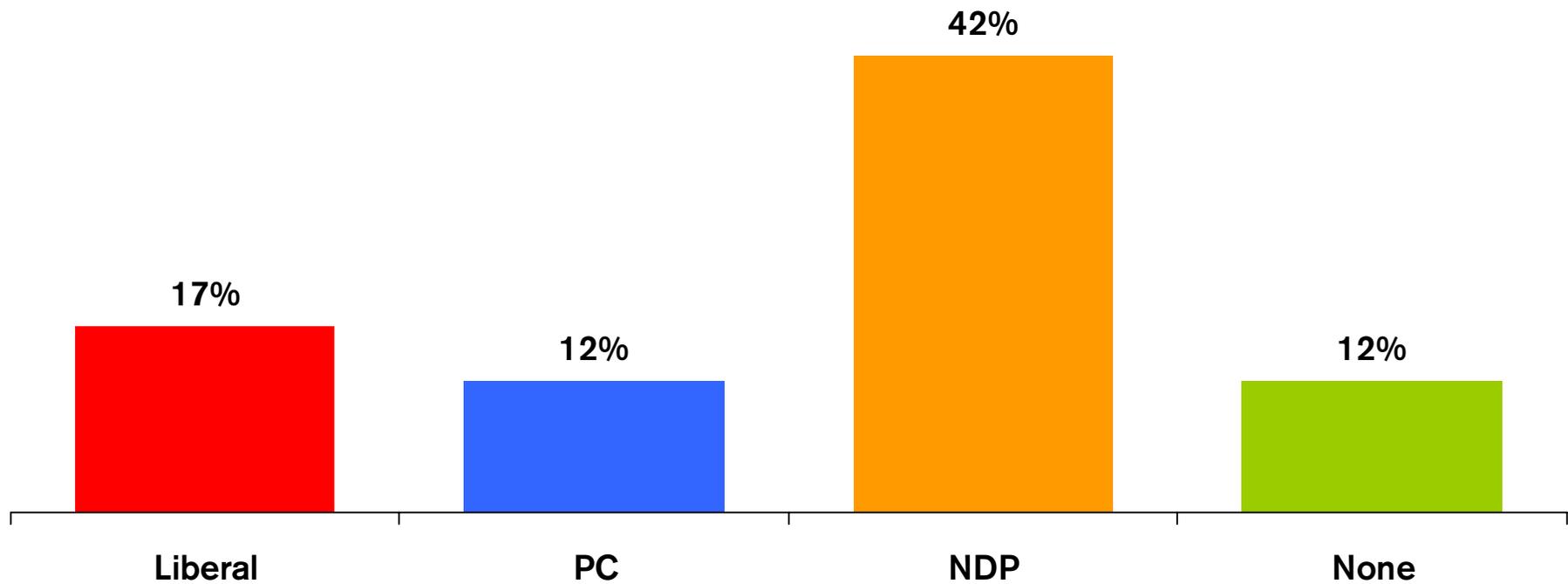
Party best on Welfare



Note: 'All of them/Don't know' not shown



Party best on The Environment



Note: 'All of them/Don't know' not shown



Looking Ahead



What is public opinion?



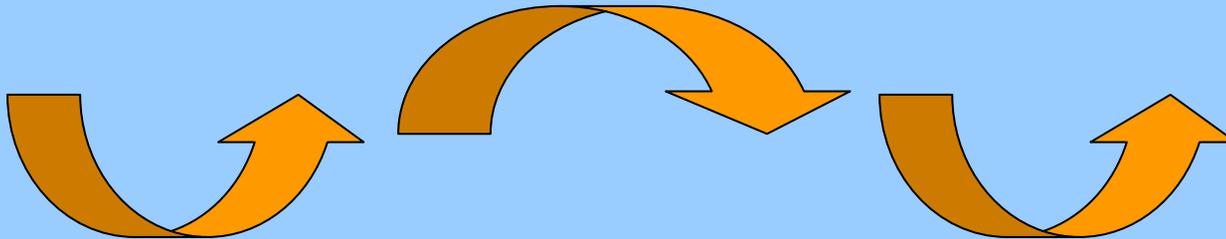
Little Red Boat
* Public Opinion

What is public opinion?

... and it's affected by the winds
* of Public Debate



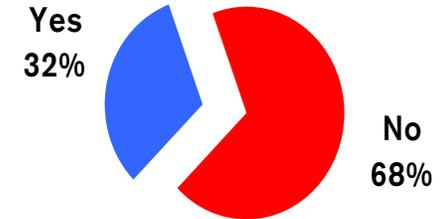
Little Red Boat
* Public Opinion



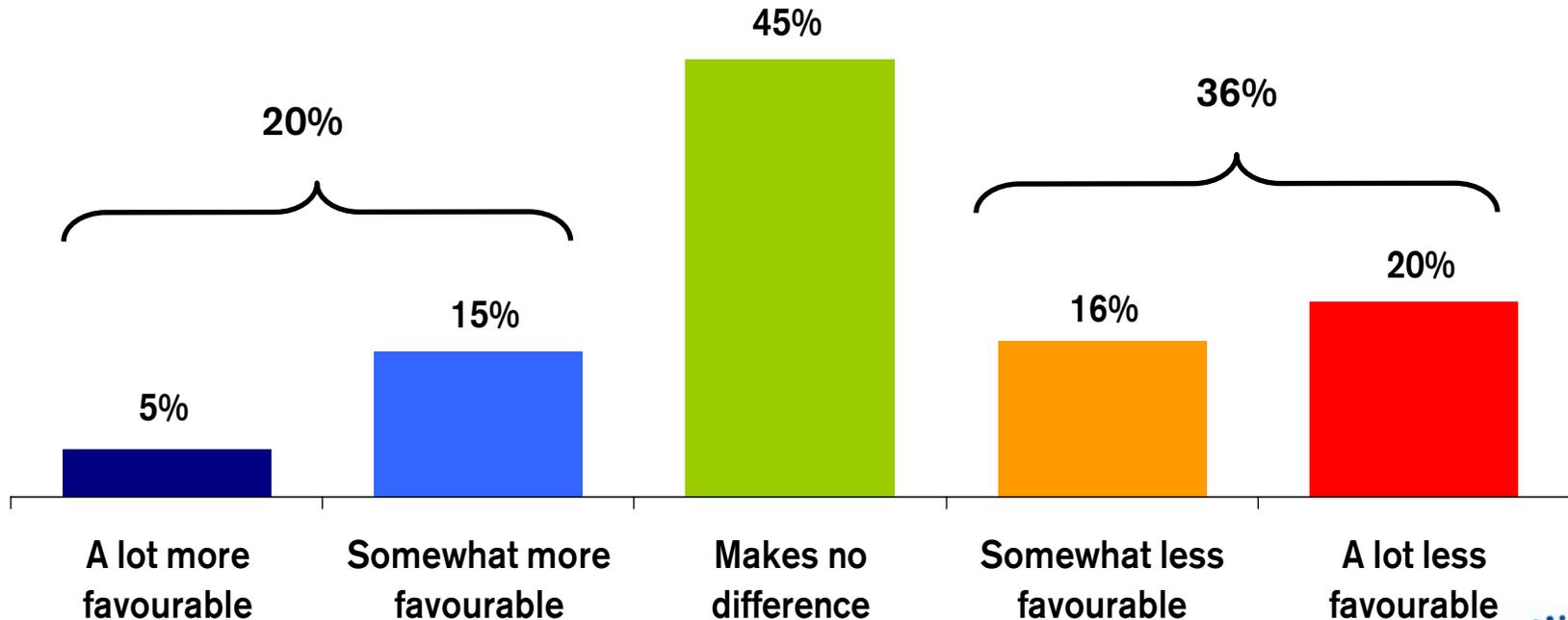
... and the current
* of Underlying Change

Media coverage

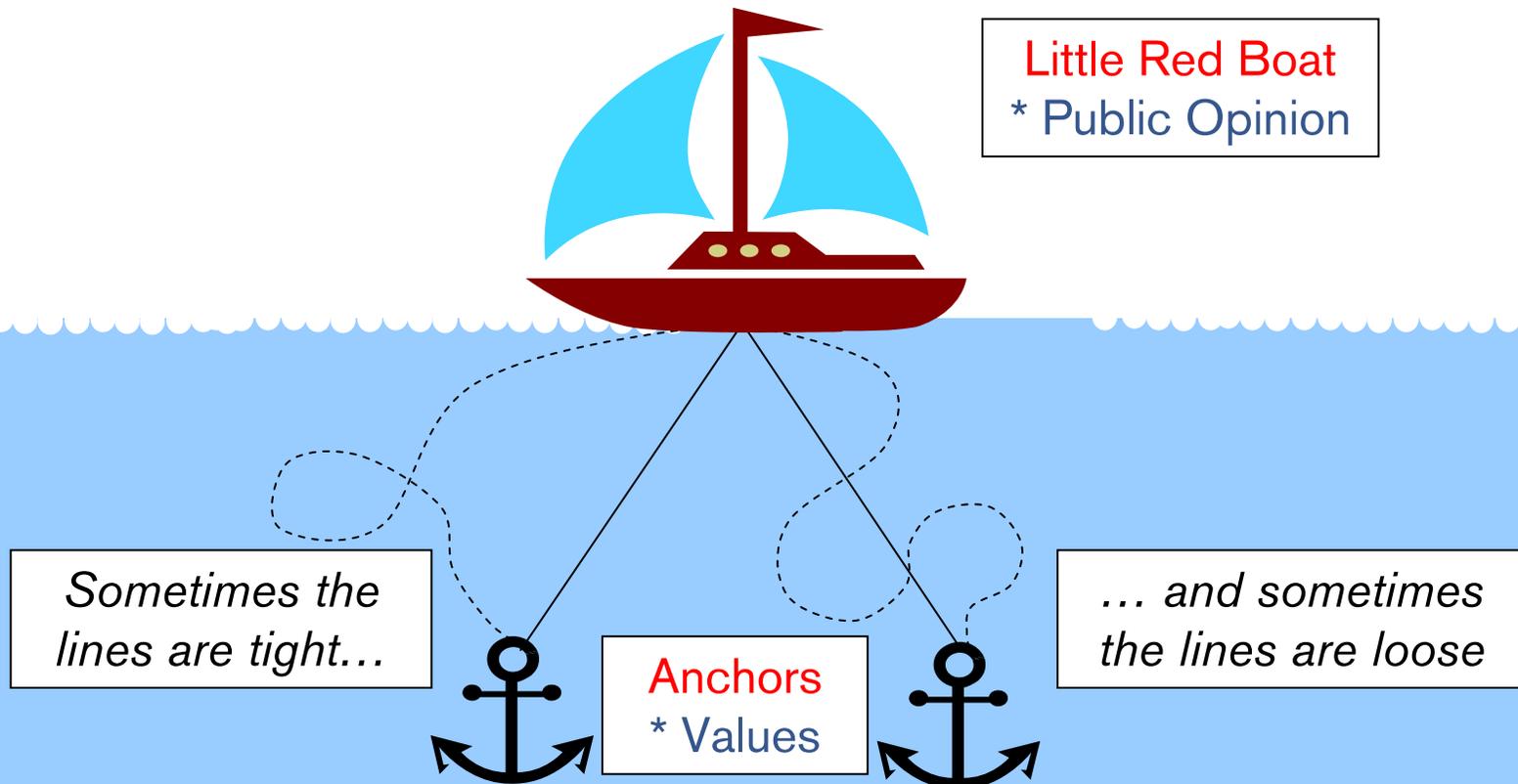
Have you read, seen or heard anything about Provincial Government in the last few days?



Did what you read, saw or heard leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable toward provincial government, or did it make no difference? (n=518)



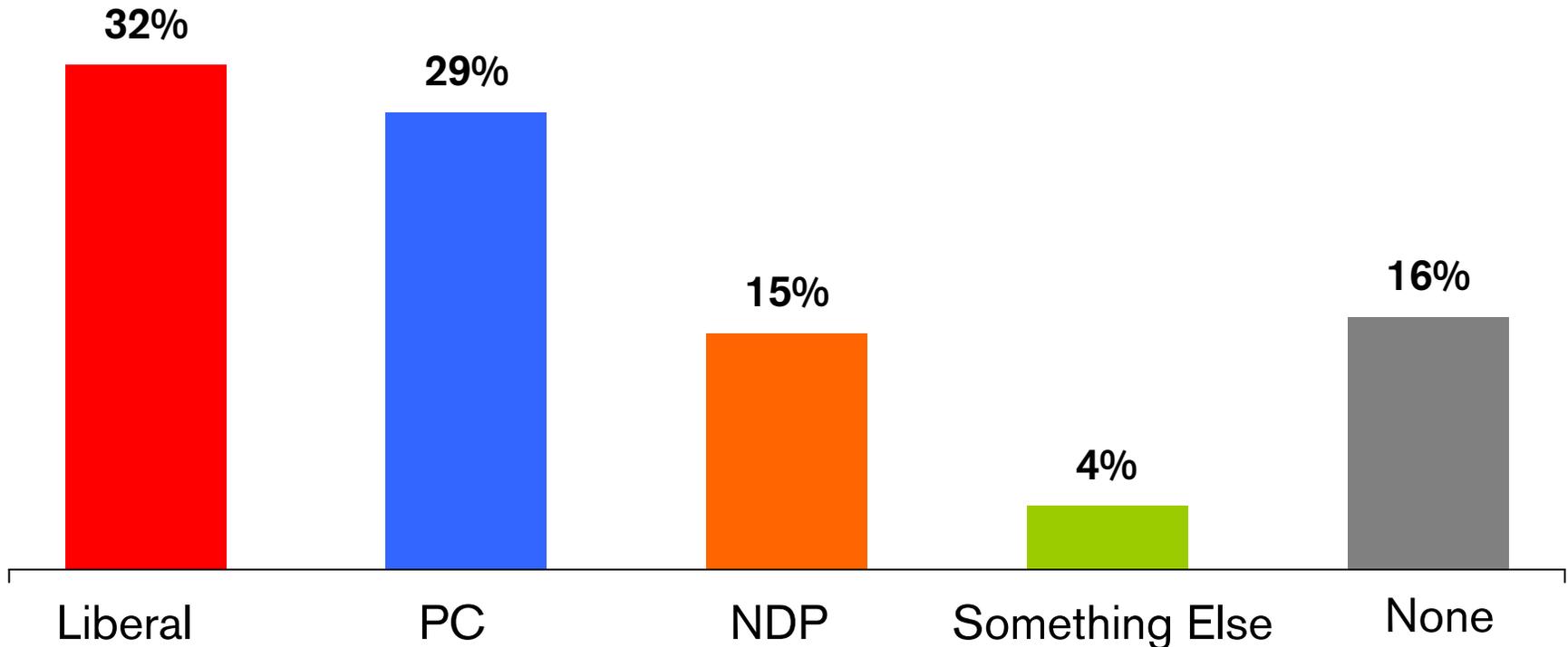
What keeps public opinion anchored?



Identification with parties

Q

Thinking about politics in ONTARIO, generally speaking, do you usually think of yourself as a Progressive Conservative, Liberal, New Democrat, something else or none of these?

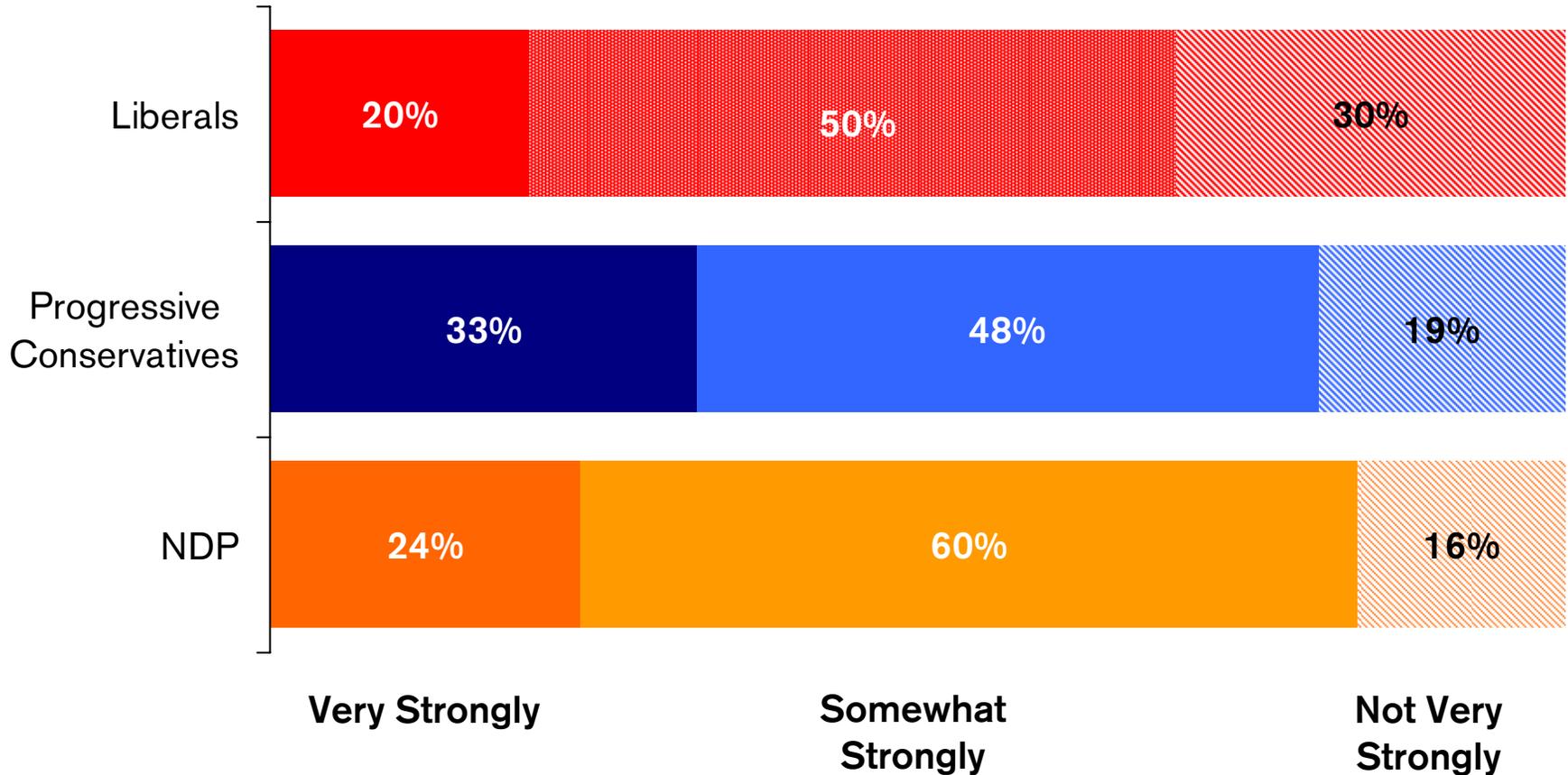


Note: 'Don't know' not shown

Party Intensity

Q

How strongly do you view yourself as a Liberal, Progressive Conservative or NDP?

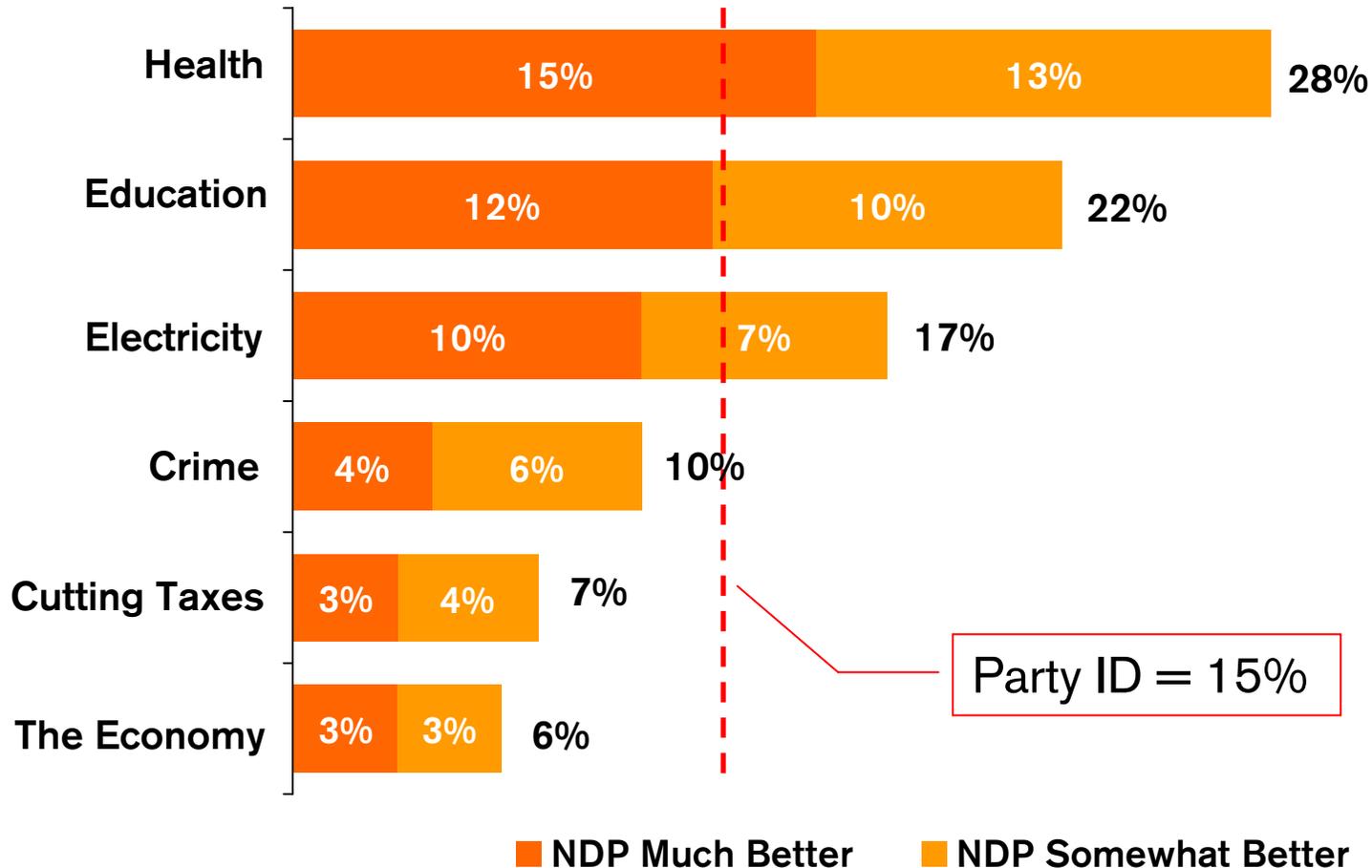


Note: 'Don't know' not shown

NDP's performance on key issues

Q

... please tell me which PROVINCIAL political party you think would do a better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about ... ?



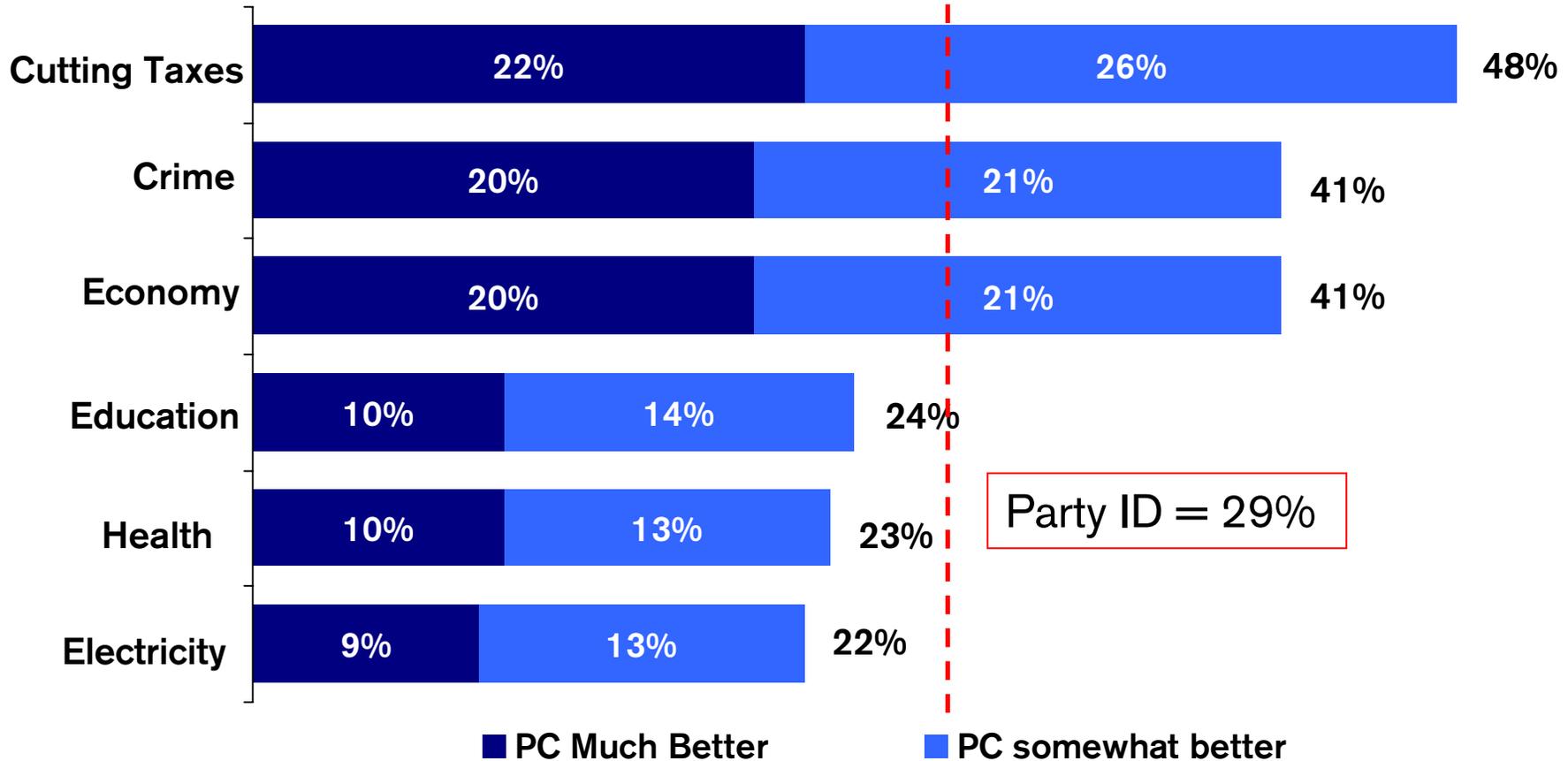
Party ID = 15%

Note: 'All of them / Don't know' not shown

PC's performance

Q

... please tell me which PROVINCIAL political party you think would do a better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about ... ?

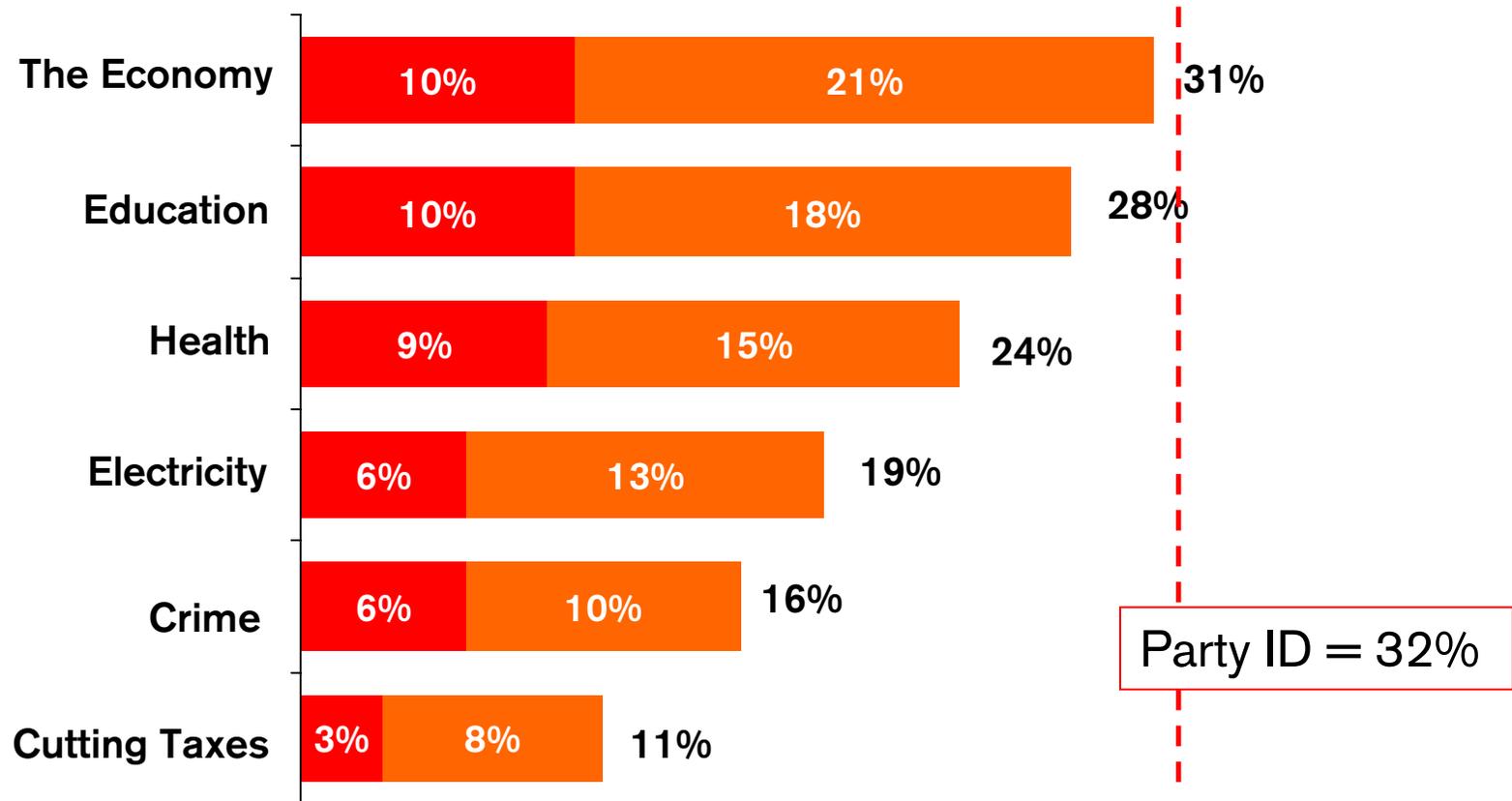


Note: 'All of them / Don't know' not shown

Liberal's performance

Q

... please tell me which PROVINCIAL political party you think would do a better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about ... ?



■ Liberal Much Better

■ Liberal Somewhat Better

Note: 'All of them /Don't know' not shown

Second Choice – strong potential for NDP Liberal switching

Second Choice	Current Vote		
	Liberal	PC	NDP
Liberal	-	22%	43%
PC	18%	-	13%
NDP	40%	8%	-
Other	4%	9%	13%
Undecided	32%	32%	27%
Would Not Vote	7%	30%	4%

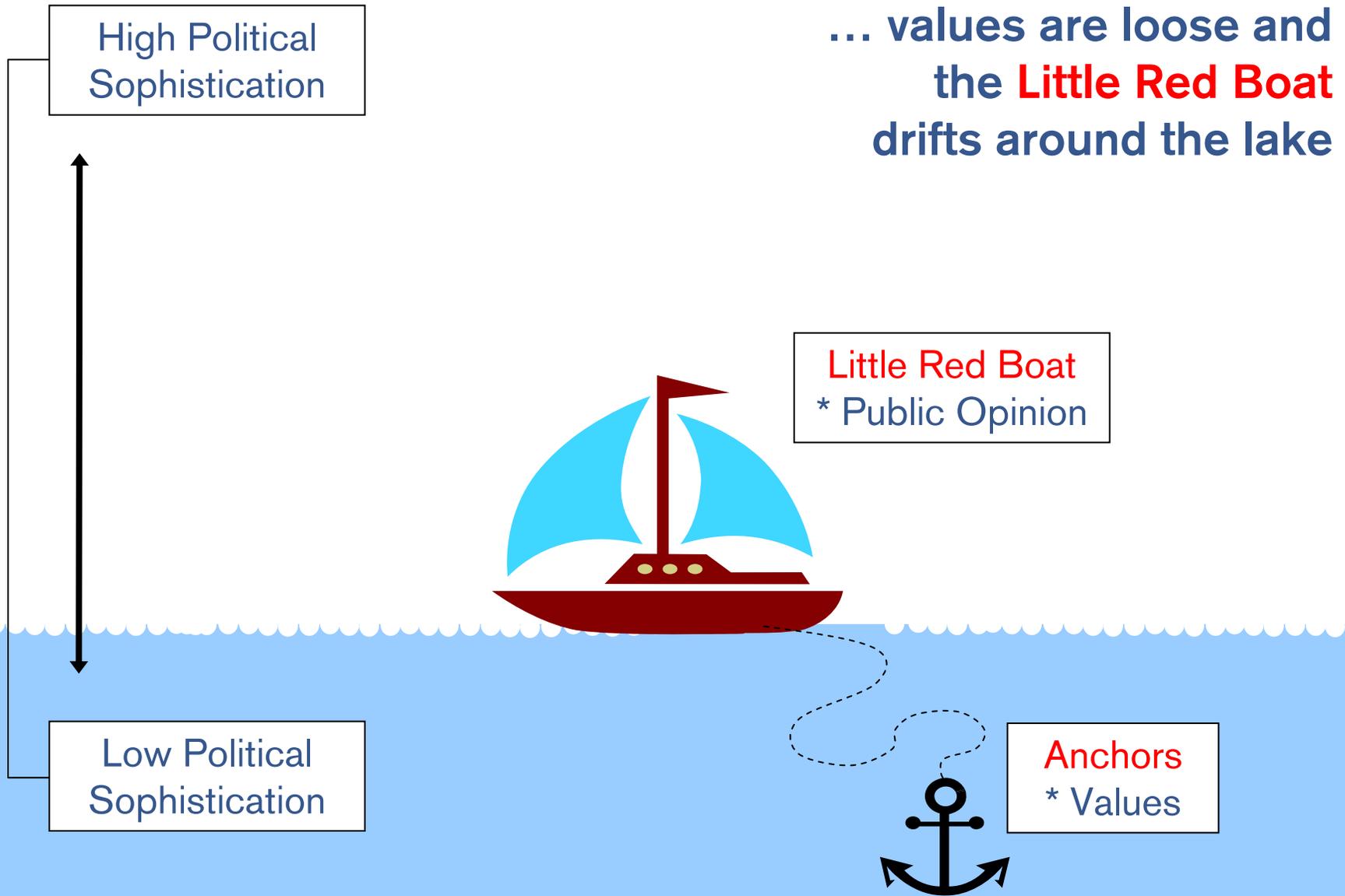


Second Choice – Tories relatively isolated

Second Choice	Current Vote		
	Liberal	PC	NDP
Liberal	-	22%	43%
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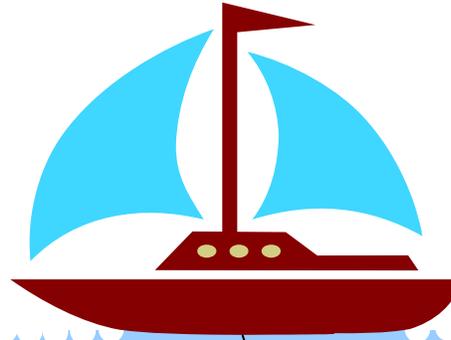
When the lake water is low ...



... but, when the lake water is high ...

High Political
Sophistication

Little Red Boat
* Public Opinion



... values are tight and the
Little Red Boat stays in one spot

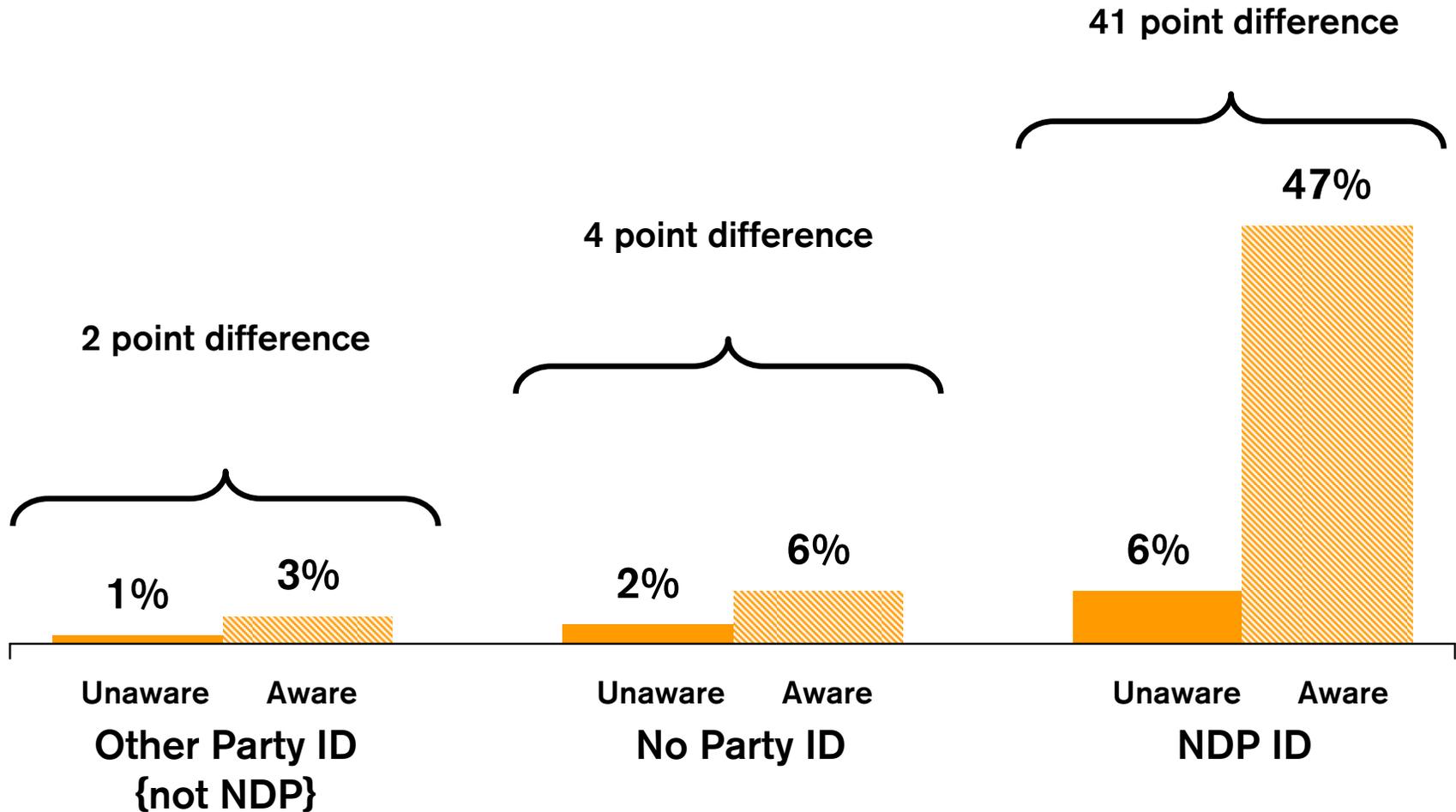
Low Political
Sophistication

Anchors
* Values



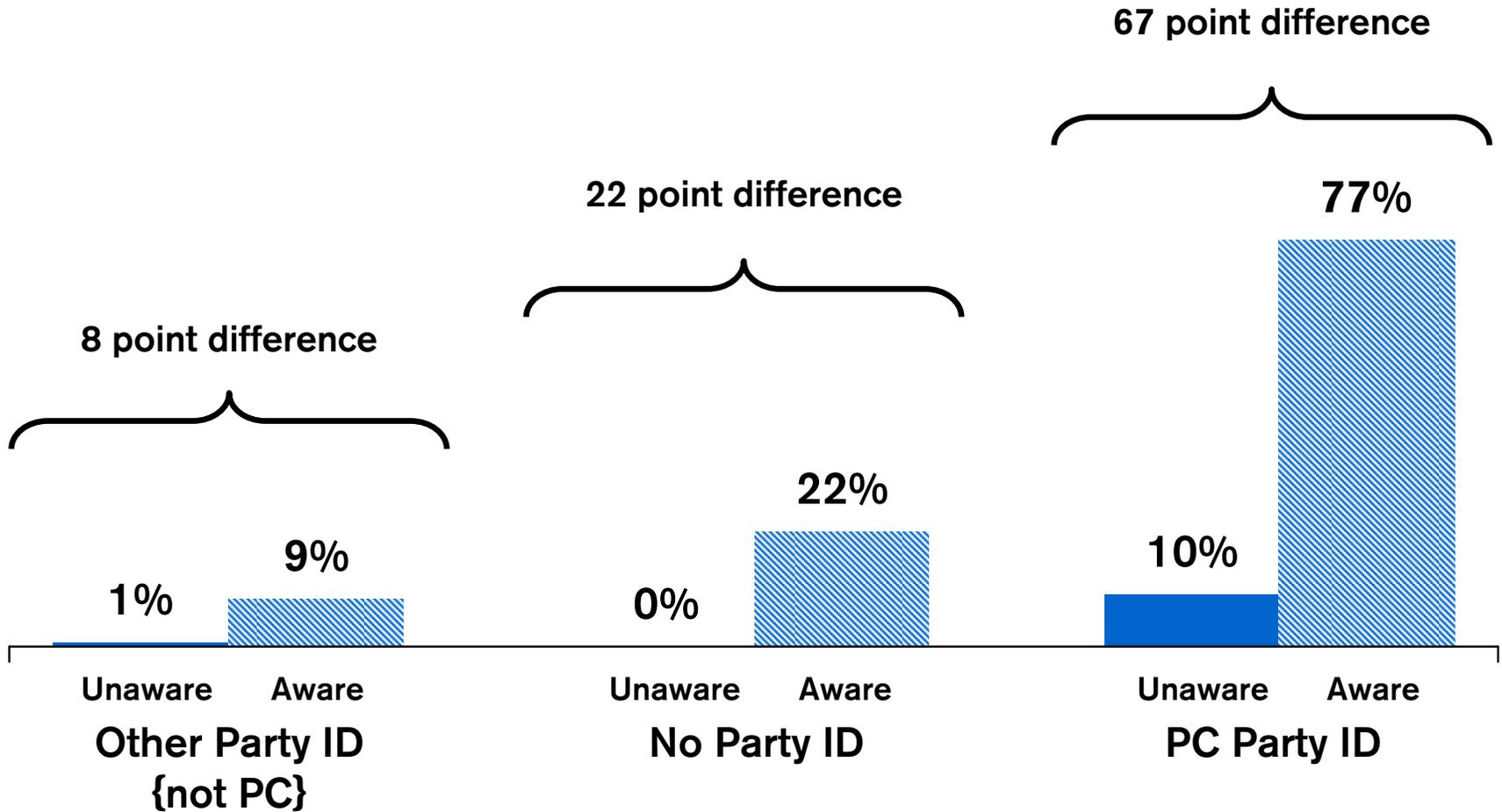
Awareness Howard Hampton ...

Party ID vs. Awareness vs. Makes Best Premier of Ontario



Awareness John Tory

Party ID vs. Awareness vs. Makes Best Premier of Ontario



It's a Race

- The Liberals need to make more effective use of their communications advantage as the government with a particular focus on restoring their leader's favourables...
 - ... they have a huge opportunity to define the 'undefined' John Tory.
 - ... they need to maximize their share of NDP/Liberal switchers
- The NDP need to bring the media focus to their winning issues like the *environment* and raise the visibility of their leader...
 - ...but they have to balance a difficult trade off between visibility and negativity.
- The PCs have real potential with their new leader and with strong issue ownership...
 - ... the 50% of Ontarians still unaware or unsure of John Tory are both their greatest opportunity and their greatest threat.
 - ... they are fishing from a very small pool and need to blunt the rough edges that are limiting their appeal





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