

Prepared by:

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Federal Vote Intention in Ontario:

Riding by riding analysis



Methodology

- These findings are based on the data from four studies conducted by Innovative Research Group. Each study was conducted by telephone, calling landlines and cell phones. Calling cell phones ensures adequate representation of the younger age cohort who are increasingly less likely to have a landline telephone. Overall 41% of respondents were contacted on cell phones in this sample.
- All surveys were conducted with randomly-selected Ontario residents, 18 years of age or older. The survey dates and sample sizes are as follows:

Survey	Field Dates	Total Sample Size
1	February 20 th to 24 th , 2015	607
2	February 26 th to March 1 st , 2015	611
3	March 19 th to March 23 rd , 2015	611
4	March 5 th to March 30 th , 2015	1,200

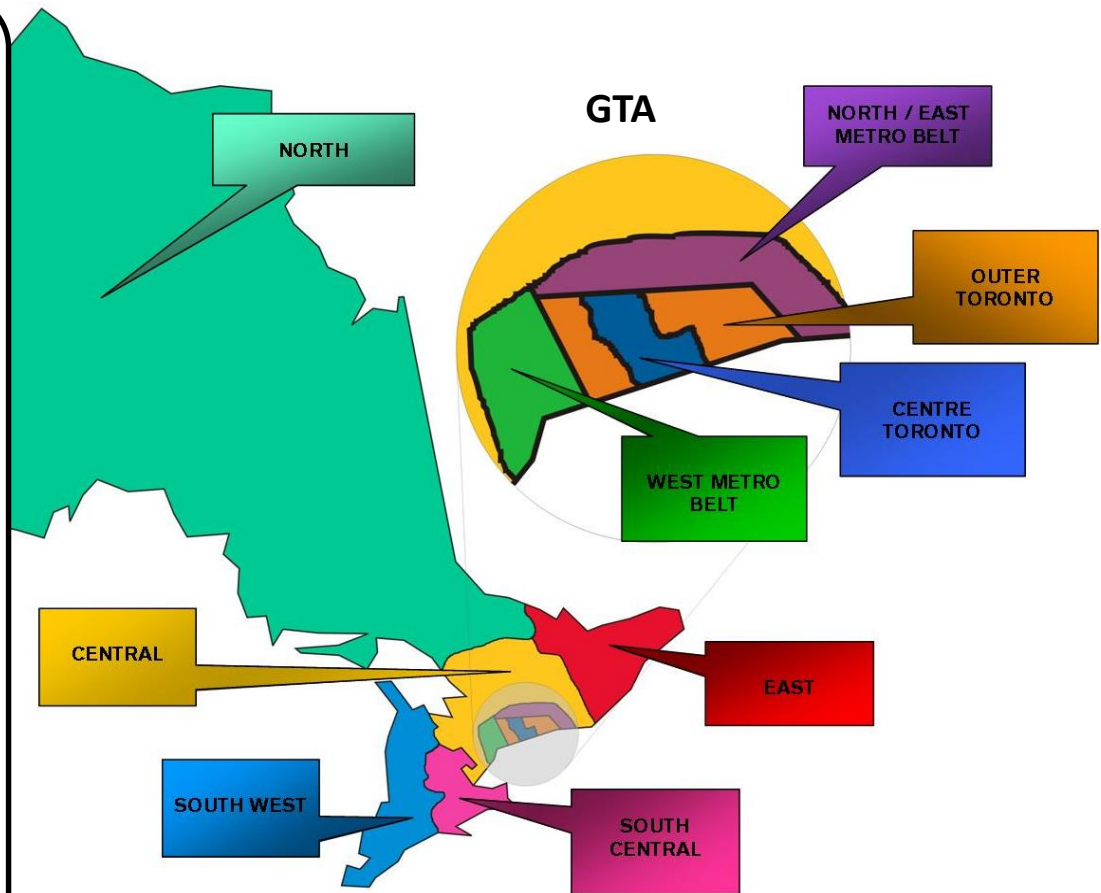
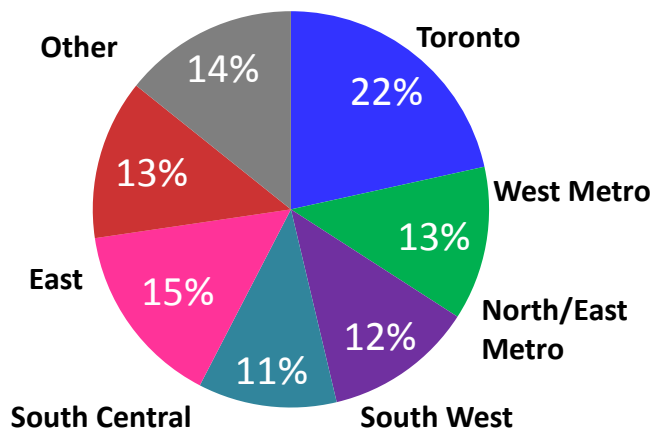
- The combined data from all four studies provides a provincial sample size of 3,000. The sample has been weighted by age, gender and region using the latest available Statistics Canada Census data to reflect the actual demographic composition of the population.
- After weighting a sample of this size, the aggregated results are considered accurate to within $\pm 1.8\%$, 19 times out of 20.
- The margin of error will be larger within each sub-grouping of the sample. See the following slide for details.

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.*

Regional Sample Sizes and Margins of Error

Regional Sample Sizes (n=3,000)

Region	N	MoE
Toronto (Center + Outer)	646	±3.9%
West Metro Belt	377	±5.0%
North/East Metro Belt	365	±5.1%
South West	339	±5.3%
South Central	452	±4.6%
East	392	±5.0%
Other (North + Central)	428	±4.7%



The Survey Questions

- Up to five questions were asked, to ascertain Federal vote intent, certainty of that vote, and with which party respondents identify.
- Not all questions were included on all surveys. The table below provides a summary of which questions were asked on which survey, along with the accompanying sample sizes and margins of error (MoE).

Measure	Question	Survey 1	Survey 2	Survey 3	Survey 4	N	MoE
1 st Choice	If a FEDERAL election were held today, which party would you vote for: (RANDOMIZE AND READ LIST) the Conservative Party, the Liberal Party, the New Democratic Party, the Green party or another party?	✓	✓	✓	✓	3,031	±1.8%
Lean	In that case, which party do you lean toward slightly?	✓	✓	✓	✓	3,031	±1.8%
2 nd Choice	And which party would be your second choice?		✓	✓	✓	2,393	±2.0%
Certainty	How likely is it you may change your mind and vote for your second choice?				✓	1,188	±2.8%
Party ID	Thinking about politics in CANADA, generally speaking, do you usually think of yourself as a Conservative, Liberal, NDP, Green, Something else (Specify), None / Independent			✓	✓	1,799	±2.3%

Riding Segmentations

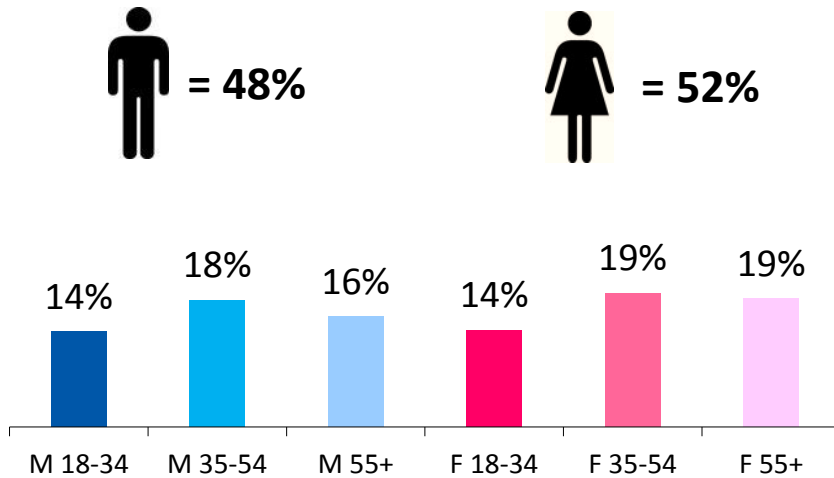
Campaigns don't just look at ridings by region, they look at ridings based on how close the race was in the last election. We have grouped ridings into eight groups based on the type of community and the results of the 2011 election. Please note that in Toronto, three-way races are sorted into the NDP-Liberal or CPC-Liberal groups based on which they most closely resemble.

Riding Segments	N	MoE	Regions
Toronto – Conservative Strong Wins	347	±5.3%	Centre Toronto, Outer Toronto, West Metro Belt and North/East Metro Belt
Toronto – NDP-Liberal Races	163	±7.8%	
Toronto – CPC-Liberal Races	509	±4.4%	
South/Central Urban/Small cities	332	±5.4%	South West and South Central
Rural South/Central	486	±4.5%	South West, South Central and Central
Ottawa Region	138	±8.4%	East
Rural eastern	196	±7.1%	
North	167	±7.7%	North

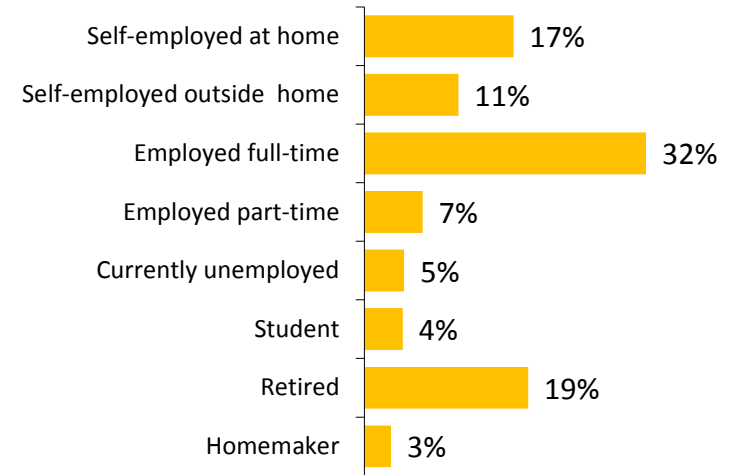
Note: Please see appendix for the list of ridings in each segments.

Demographics: *Respondent profile*

Age-Gender

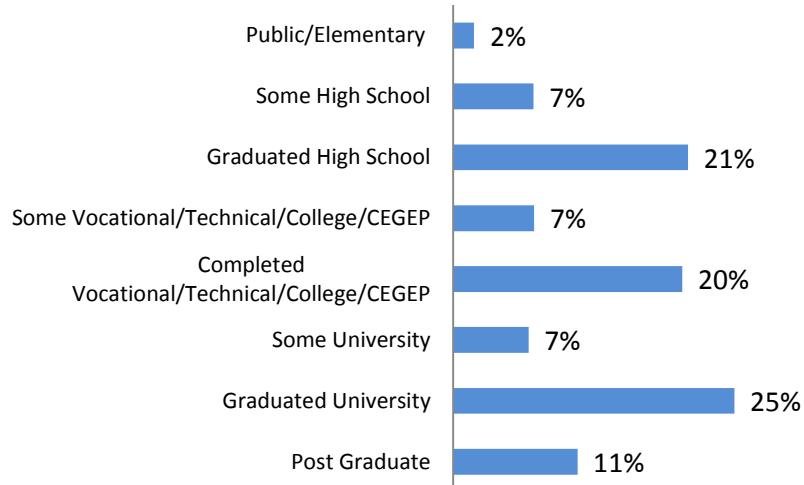


Employment Status



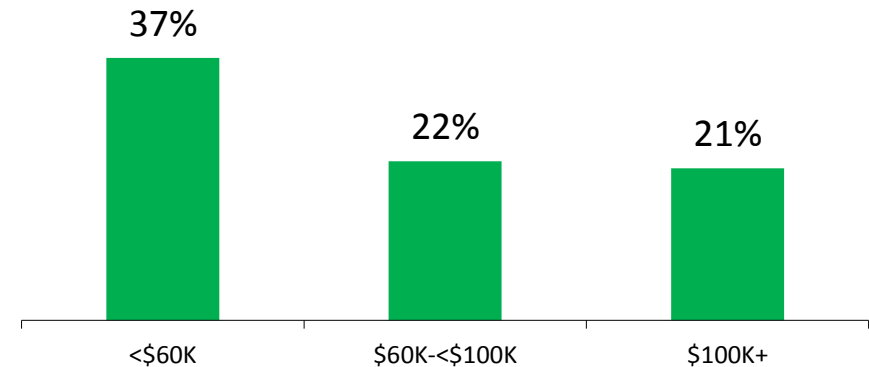
Note: 'Don't Know' 'Refused' (2%) not shown

Highest Level of Education



Note: 'Refused' (<1%) not shown

Household Income

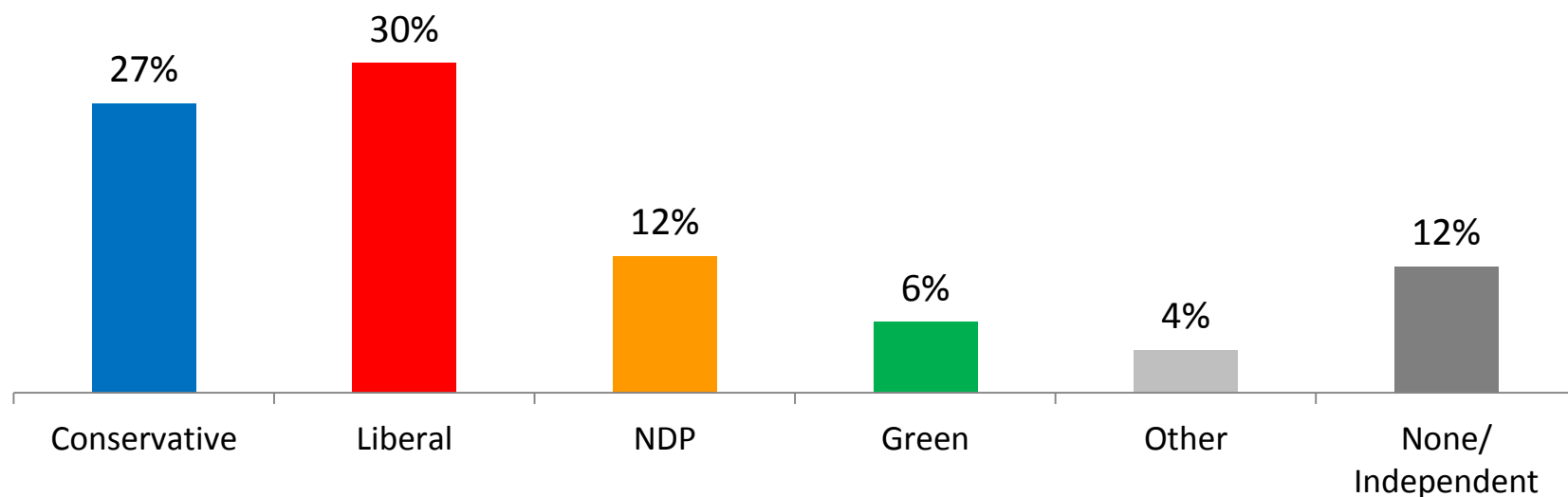


Note: 'Refused' 'Unspecified' (20%) not shown

Party ID: Plurality of respondents identified with Liberal, followed closely by Conservative

Q

Thinking about politics in CANADA, generally speaking, do you usually think of yourself as a...



Note: 'Don't know' (10%) not shown

Party ID by Regions

	Centre Toronto	Outer Toronto	West Metro Belt	North/East Metro Belt	South West	South Central	East	Central	North
CPC	21%	30%	34%	29%	23%	22%	29%	31%	18%
Liberal	39%	34%	28%	29%	26%	29%	33%	24%	25%
NDP	14%	10%	12%	8%	13%	15%	10%	11%	19%
Green	6%	4%	2%	7%	7%	9%	4%	8%	12%
Other	2%	6%	3%	6%	3%	4%	2%	6%	4%
None/ Independent	8%	9%	13%	10%	16%	10%	13%	10%	14%
Don't Know	8%	7%	7%	10%	11%	10%	9%	9%	8%

Note: The leader in each region is circled in color. The runner-up is circled in black.

Party ID by Riding Segments

	Toronto - Conservative Strong Wins	Toronto - NDP-Liberal Races	Toronto - CPC-Liberal Races	South/Central Urban/Small cities	Ottawa Region	Rural South/Central	Rural eastern	North
CPC	32%	20%	25%	19%	28%	30%	38%	16%
Liberal	26%	39%	35%	36%	39%	24%	28%	27%
NDP	8%	17%	10%	18%	15%	11%	7%	18%
Green	6%	7%	5%	9%	3%	8%	2%	12%
Other	3%	4%	2%	4%	1%	5%	3%	4%
None/Independent	16%	7%	11%	10%	7%	11%	13%	15%
Don't Know	9%	7%	12%	4%	8%	11%	8%	7%

Note: The leader in each segment is circled in color. The runner-up is circled in black.

Federal Vote Intent

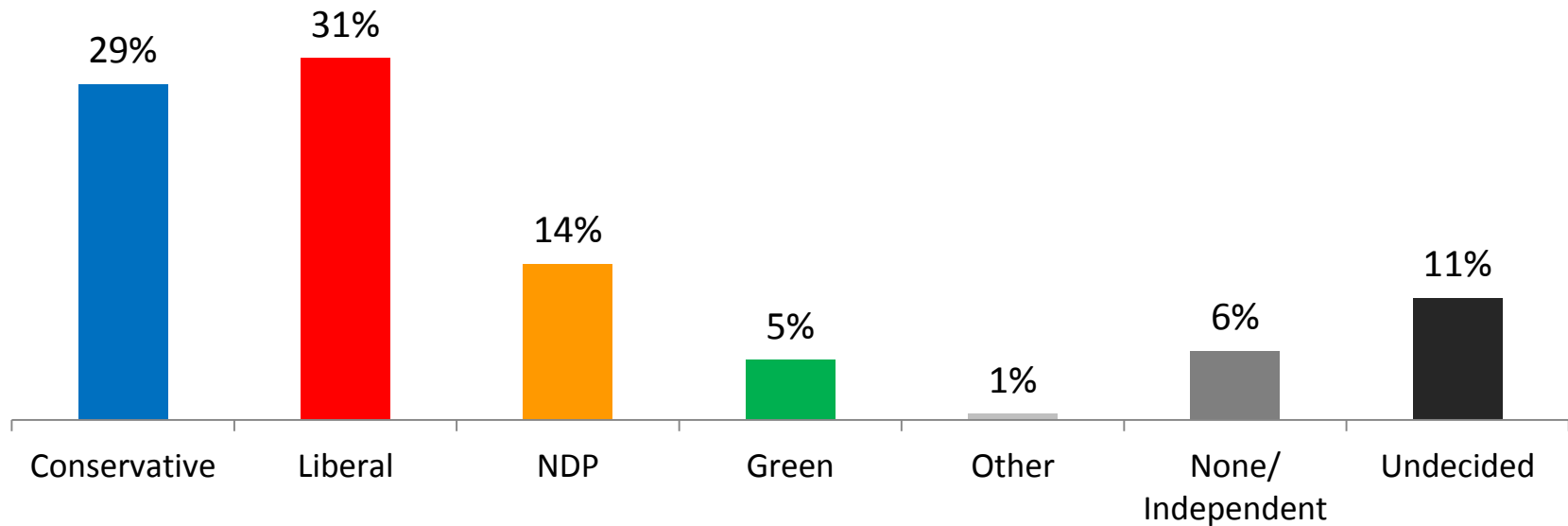
Federal (Combined) Vote: Liberals lead by 2 points in combined vote

Q

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

AND

In that case, which party do you lean toward slightly?



Combined Vote by Regions

	Centre Toronto	Outer Toronto	West Metro Belt	North/East Metro Belt	South West	South Central	East	Central	North
CPC	(24%)	(25%)	33%	34%	25%	(29%)	(32%)	35%	(22%)
Liberal	41%	40%	(26%)	(31%)	(23%)	30%	35%	(27%)	28%
NDP	13%	11%	11%	10%	19%	15%	11%	13%	21%
Green	4%	4%	5%	3%	7%	6%	3%	7%	10%
Other	0%	0%	1%	0%	1%	0%	0%	3%	1%
None/Independent	4%	5%	5%	5%	8%	7%	7%	5%	6%
Undecided	11%	12%	15%	11%	13%	9%	4%	7%	7%

Note: The leader in each region is circled in color. The runner-up is circled in black.

Combined Vote by Riding Segments

	Toronto - Conservative Strong Wins	Toronto - NDP-Liberal Races	Toronto - CPC-Liberal Races	South/Central Urban/Small cities	Ottawa Region	Rural South/Central	Rural eastern	North
CPC	34%	22%	27%	25%	31%	34%	35%	23%
Liberal	27%	43%	35%	29%	35%	25%	33%	30%
NDP	10%	15%	9%	19%	13%	13%	9%	20%
Green	3%	4%	4%	6%	4%	5%	2%	10%
Other	1%	1%	0%	1%	0%	1%	0%	1%
None Independent	5%	4%	5%	5%	9%	8%	7%	5%
Undecided	15%	9%	15%	12%	4%	10%	10%	7%

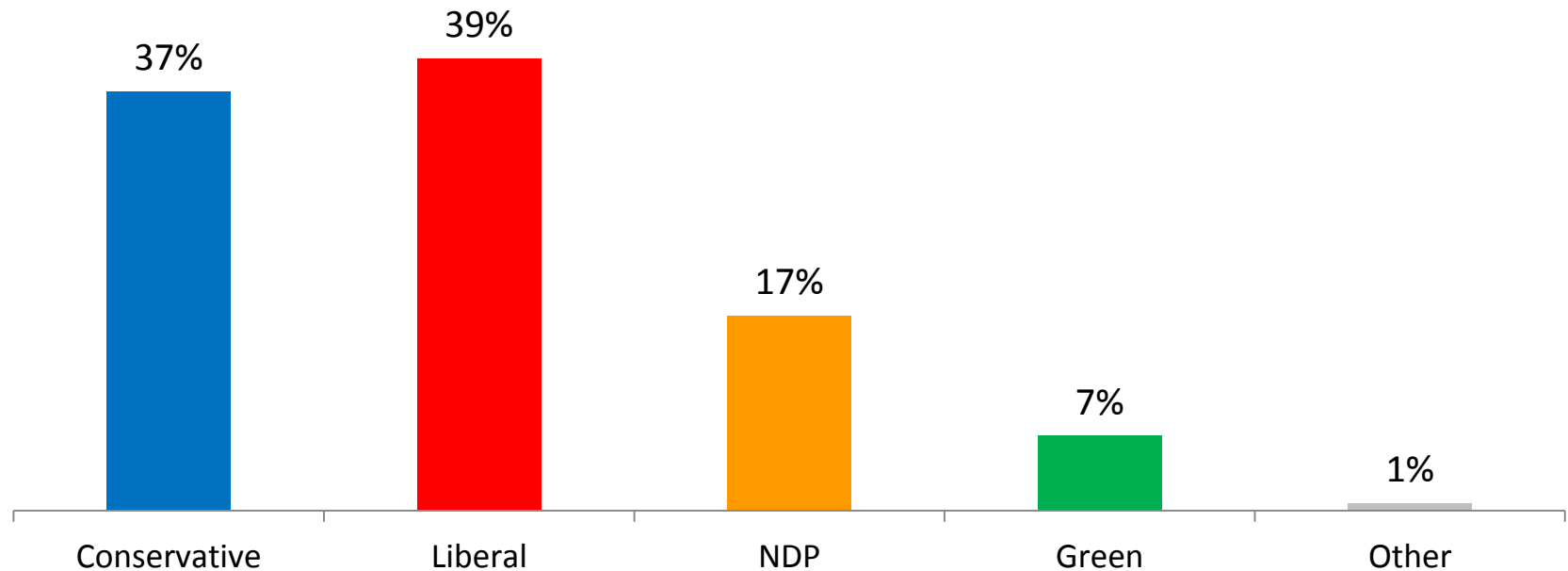
Federal (Decided) Vote: Liberals lead 39%-37% in decided vote

Q

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

AND

In that case, which party do you lean toward slightly?



Decided Vote by Regions

	Centre Toronto	Outer Toronto	West Metro Belt	North/East Metro Belt	South West	South Central	East	Central	North
PC	(29%)	(31%)	44%	43%	34%	(36%)	(40%)	41%	(27%)
Liberal	50%	50%	(34%)	(40%)	(31%)	37%	43%	(31%)	34%
NDP	16%	14%	15%	13%	25%	19%	13%	16%	25%
Green	5%	5%	7%	3%	9%	8%	4%	8%	12%
Other	0%	0%	1%	0%	2%	1%	0%	3%	1%

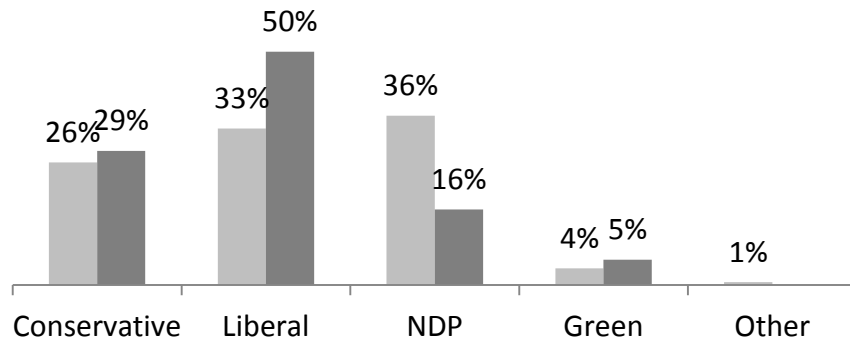
Decided Vote by Riding Segments

	Toronto - Conservative Strong Wins	Toronto - NDP-Liberal Races	Toronto - CPC-Liberal Races	South/Central Urban/Small cities	Ottawa Region	Rural South/Central	Rural eastern	North
PC	45%	26%	35%	31%	37%	44%	45%	27%
Liberal	36%	51%	46%	36%	42%	32%	42%	36%
NDP	14%	18%	12%	24%	16%	16%	11%	24%
Green	4%	5%	5%	8%	5%	7%	3%	12%
Other	1%	0%	1%	1%	0%	2%	0%	1%

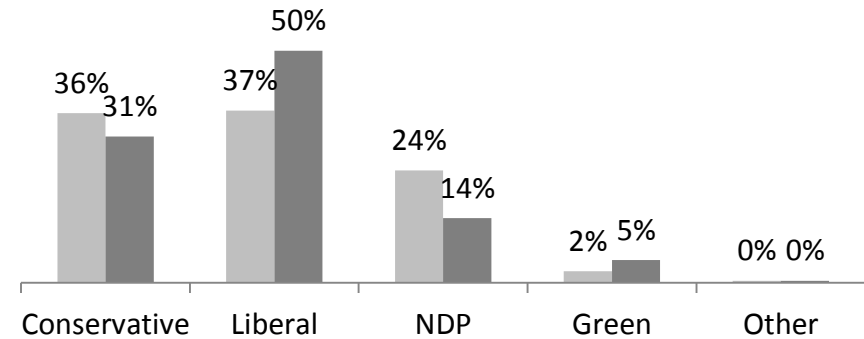
Note: The leader in each segment is circled in color. The runner-up is circled in black.

Decided Vote, 2011 vs 2015: Regions

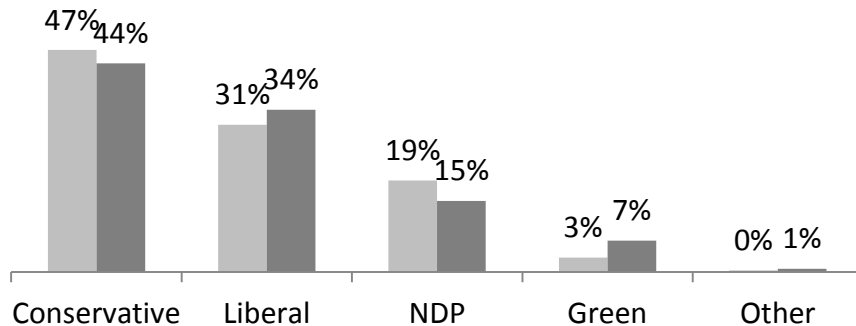
Centre Toronto



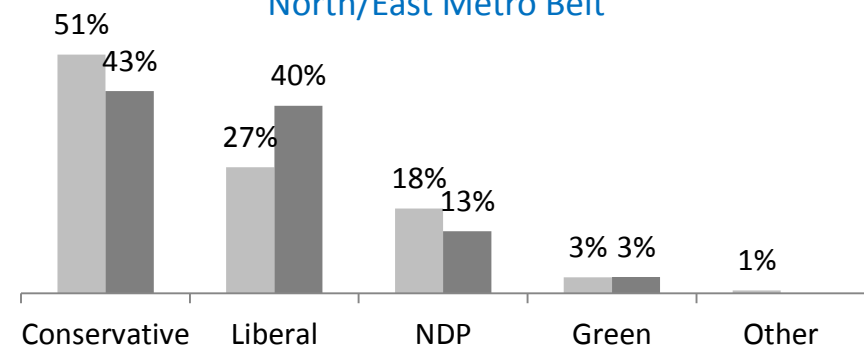
Outer Toronto



West Metro Belt



North/East Metro Belt

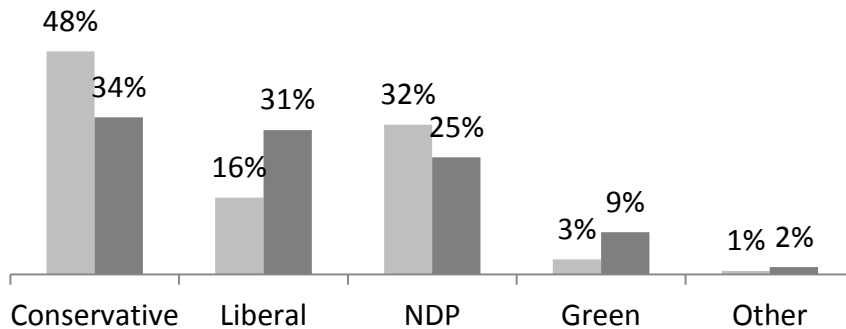


■ 2011 Result ■ March '15 Poll

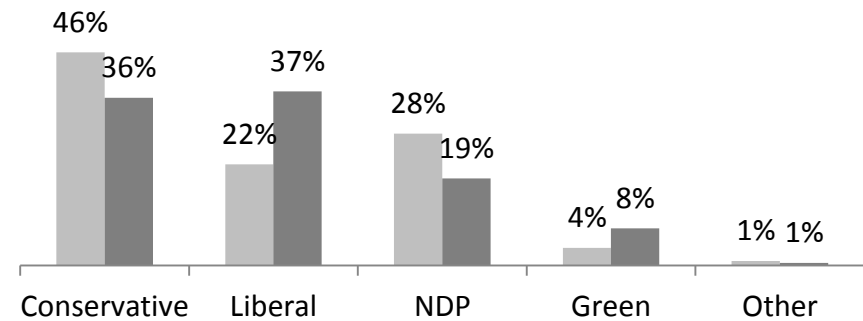
Note: 2011 results are the results of the 41st Canadian general election held on May 2, 2011 as transposed by Elections Canada onto the new riding boundaries as of 2013

Decided Vote, 2011 vs 2015: Regions

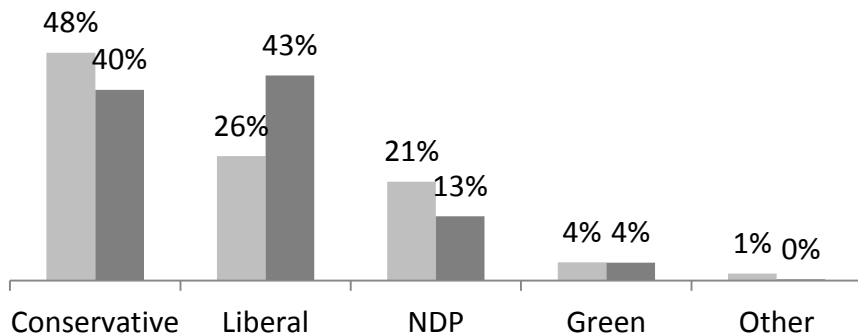
South West



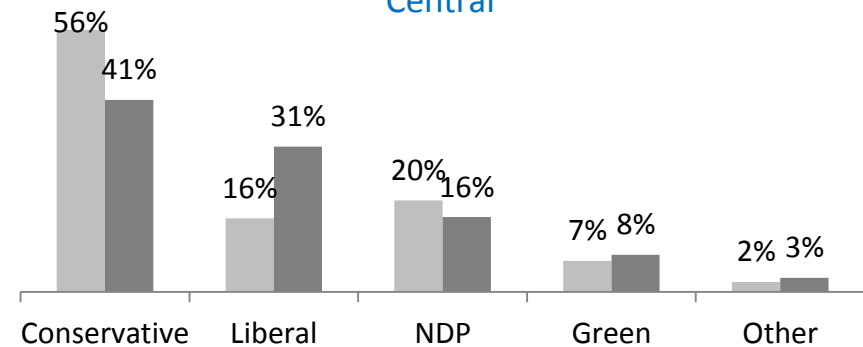
South Central



East



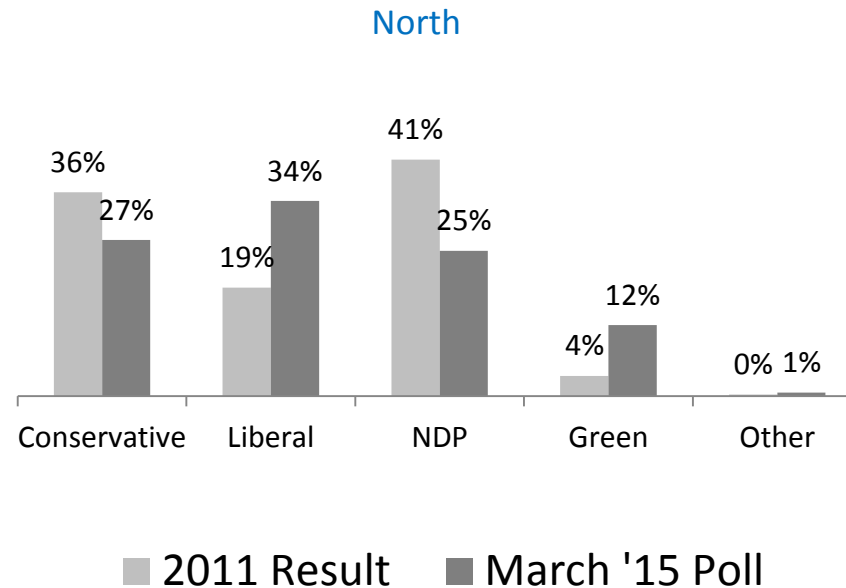
Central



■ 2011 Result ■ March '15 Poll

Note: 2011 results are the results of the 41st Canadian general election held on May 2, 2011 as transposed by Elections Canada onto the new riding boundaries as of 2013

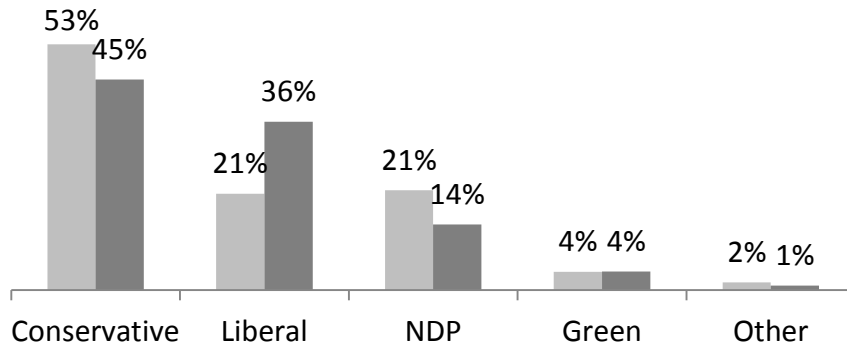
Decided Vote, 2011 vs 2015: Regions



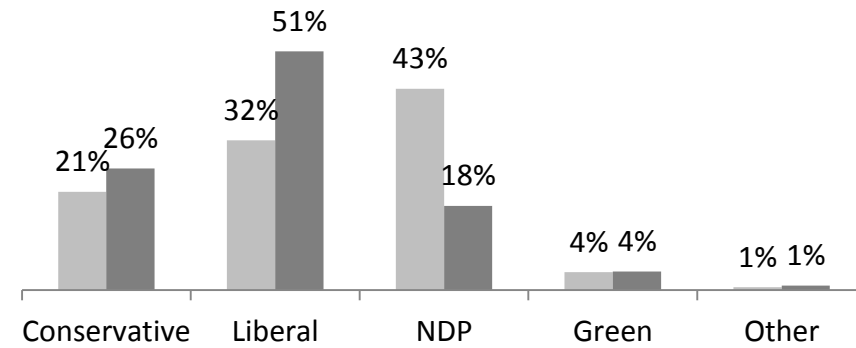
Note: 2011 results are the results of the 41st Canadian general election held on May 2, 2011 as transposed by Elections Canada onto the new riding boundaries as of 2013

Decided Vote, 2011 vs 2015: Riding Segments

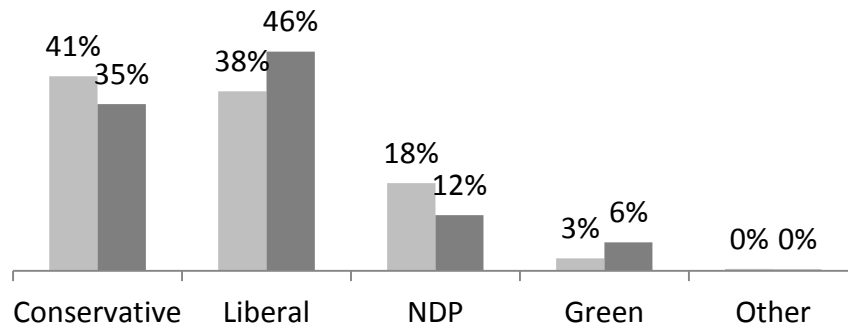
Toronto-Conservative Strong Wins



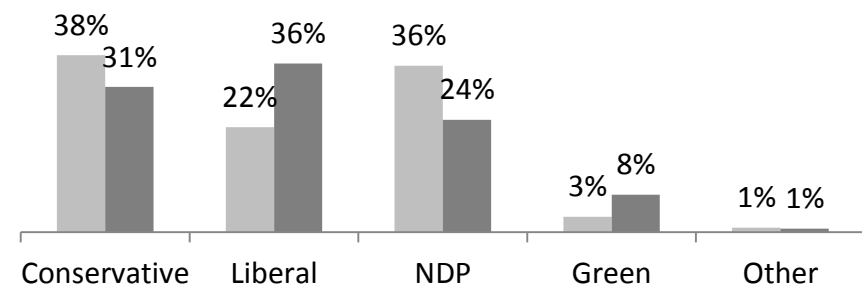
Toronto – NDP-Liberal Races



Toronto-CPC-Liberal Races



South/Central urban/Small Cities

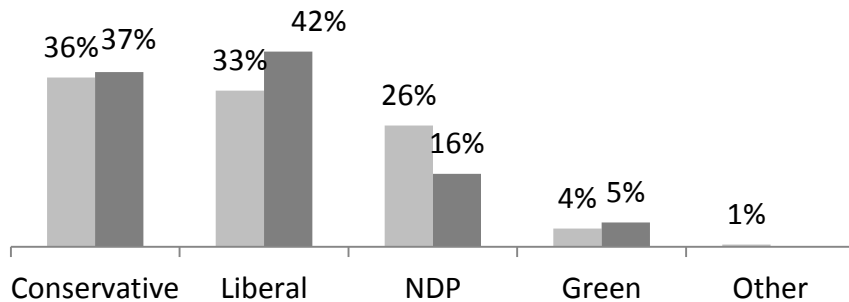


■ 2011 Result ■ March '15 Poll

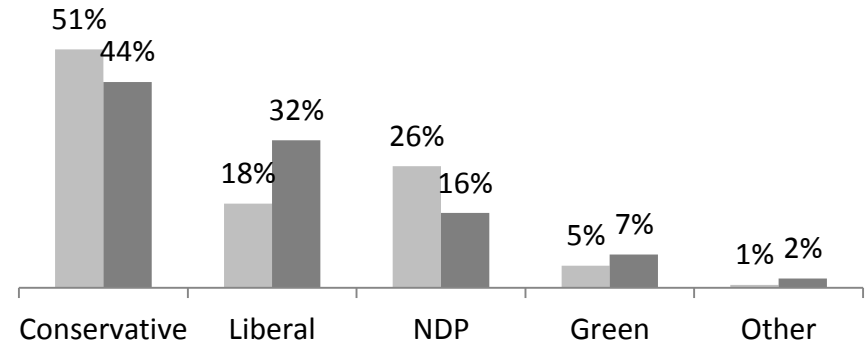
Note: 2011 results are the results of the 41st Canadian general election held on May 2, 2011 as transposed by Elections Canada onto the new riding boundaries as of 2013

Decided Vote, 2011 vs 2015: Riding Segments

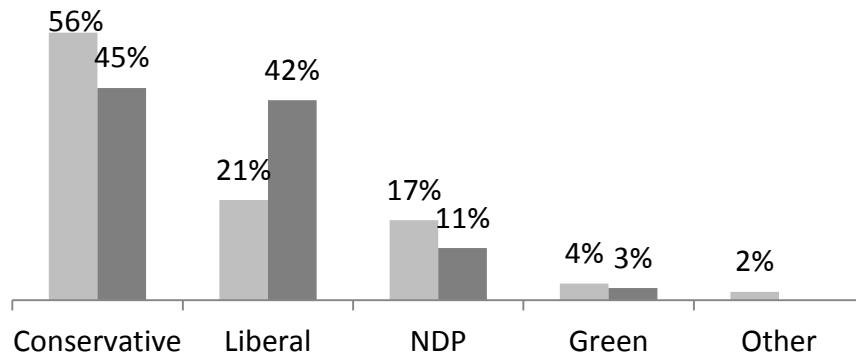
Ottawa Region



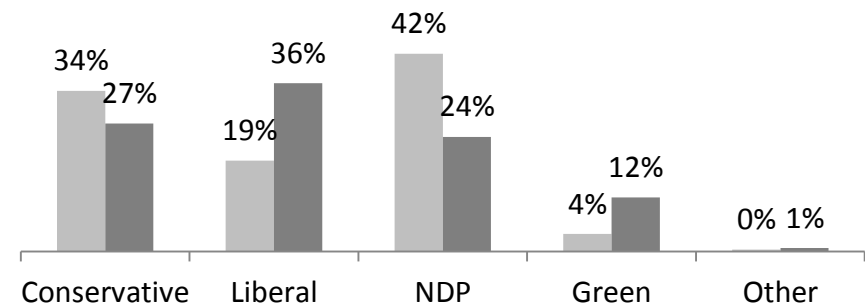
Rural South/Central



Rural Eastern



North



■ 2011 Result ■ March '15 Poll

Note: 2011 results are the results of the 41st Canadian general election held on May 2, 2011 as transposed by Elections Canada onto the new riding boundaries as of 2013

Seat Projection Models

About seat projection models

The seat projection models shown here are basic swing models, based on applying the swing observed across a group of ridings to each riding in that group.

The swing is calculated as either proportional or uniform, and ridings are grouped by either their region or segment.

This makes for 4 possible versions of the model. The results for each model are reported separately.

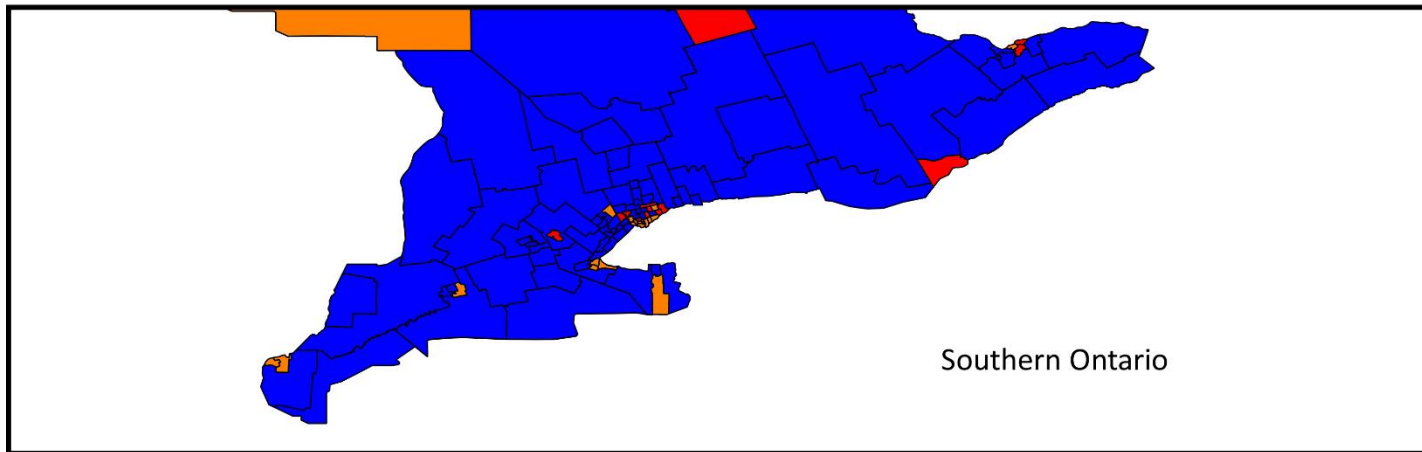
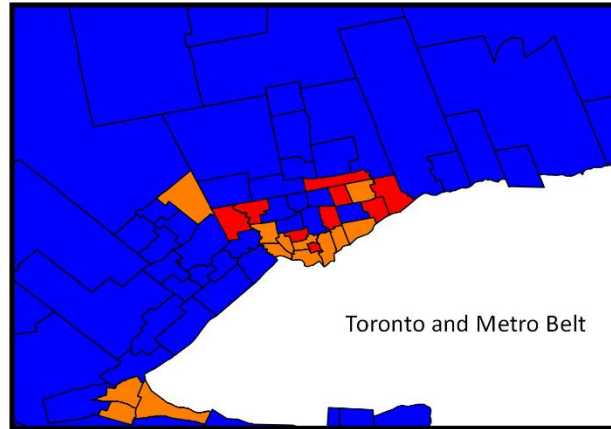
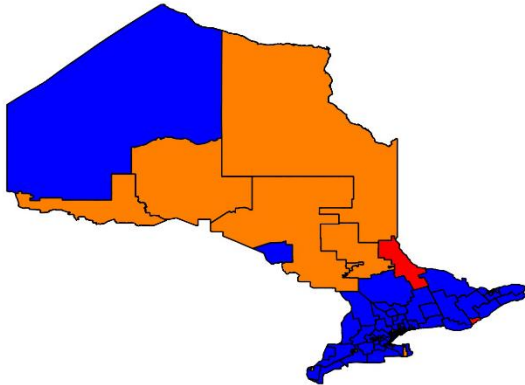
Proportionate versus Uniform Swing

Proportionate swing means the relative change from the last election to the current polling numbers. For example, if a party received 20% within a group of ridings in the last election and is now polling at 30% in the same group, the proportionate swing would be 1.5x or a 50% increase.

Uniform swing means the absolute change in vote share from the last election to the current polling number. So when a party goes from 20% to 30%, there is a uniform swing of 10 percentage points.

Each type of swing model makes different assumptions about how voters preferences change over time, and how different kinds of voters are distributed throughout the province. Each has pros and cons. Here we present both kinds of model and allow the reader to assess the differences in their predictions for themselves.

Transposed 2011 Election Results



Note: 2011 results are the results of the 41st Canadian general election held on May 2, 2011 as transposed by Elections Canada onto the new 2013 riding boundaries

Seat projections by region

2011 Election - Seats by Region

	CPC	NDP	LPC
Centre Toronto	3	7	3
Outer Toronto	5	2	5
West Metro Belt	15	1	0
North/East Metro Belt	13	0	1
SouthWest	10	3	0
South Central	12	4	1
East	12	1	3
Central	10	0	0
North	3	6	1
Total	83	24	14

In these models, the swing used in the model for each group of seats is calculated at the regional level. Proportionate swing models calculate swing based on the relative change in vote share from 2011 to today's poll, while uniform swing is based on the absolute change in vote share for each party.

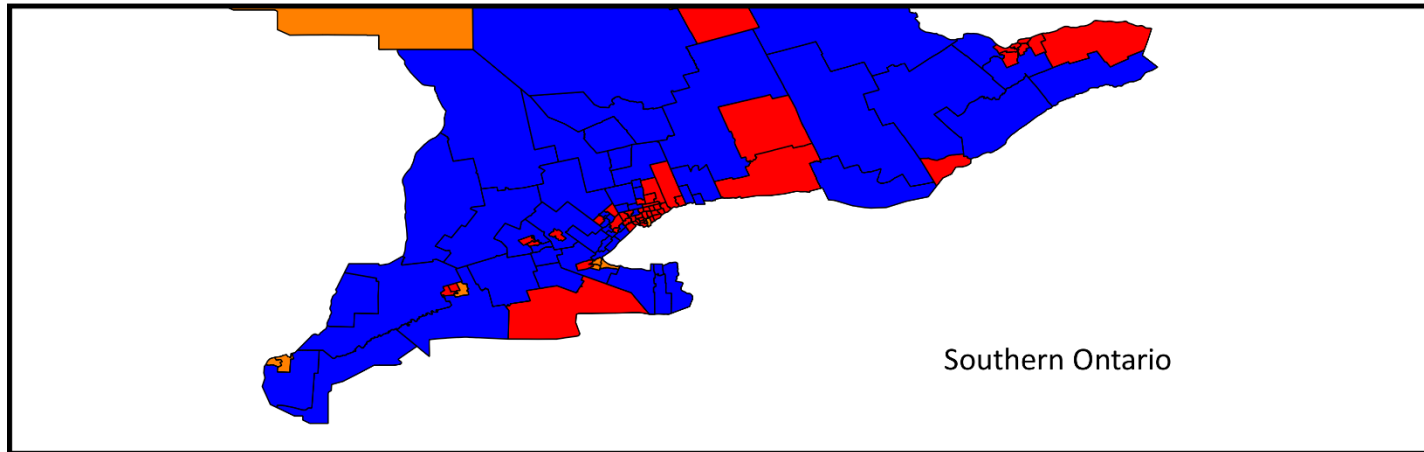
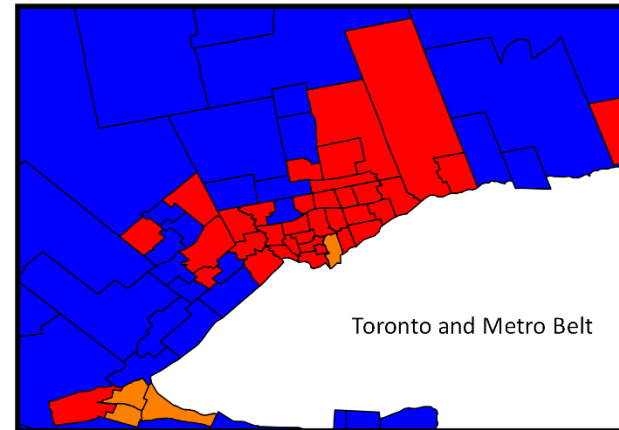
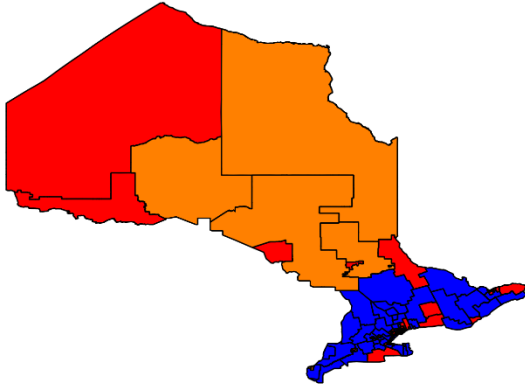
Projection: Proportionate Swing by region

	CPC	NDP	LPC
Centre Toronto	1	1	11
Outer Toronto	0	0	12
West Metro Belt	12	0	4
North/East Metro Belt	8	0	6
SouthWest	8	3	2
South Central	9	3	5
East	8	0	8
Central	8	0	2
North	1	4	5
Total	55	11	55

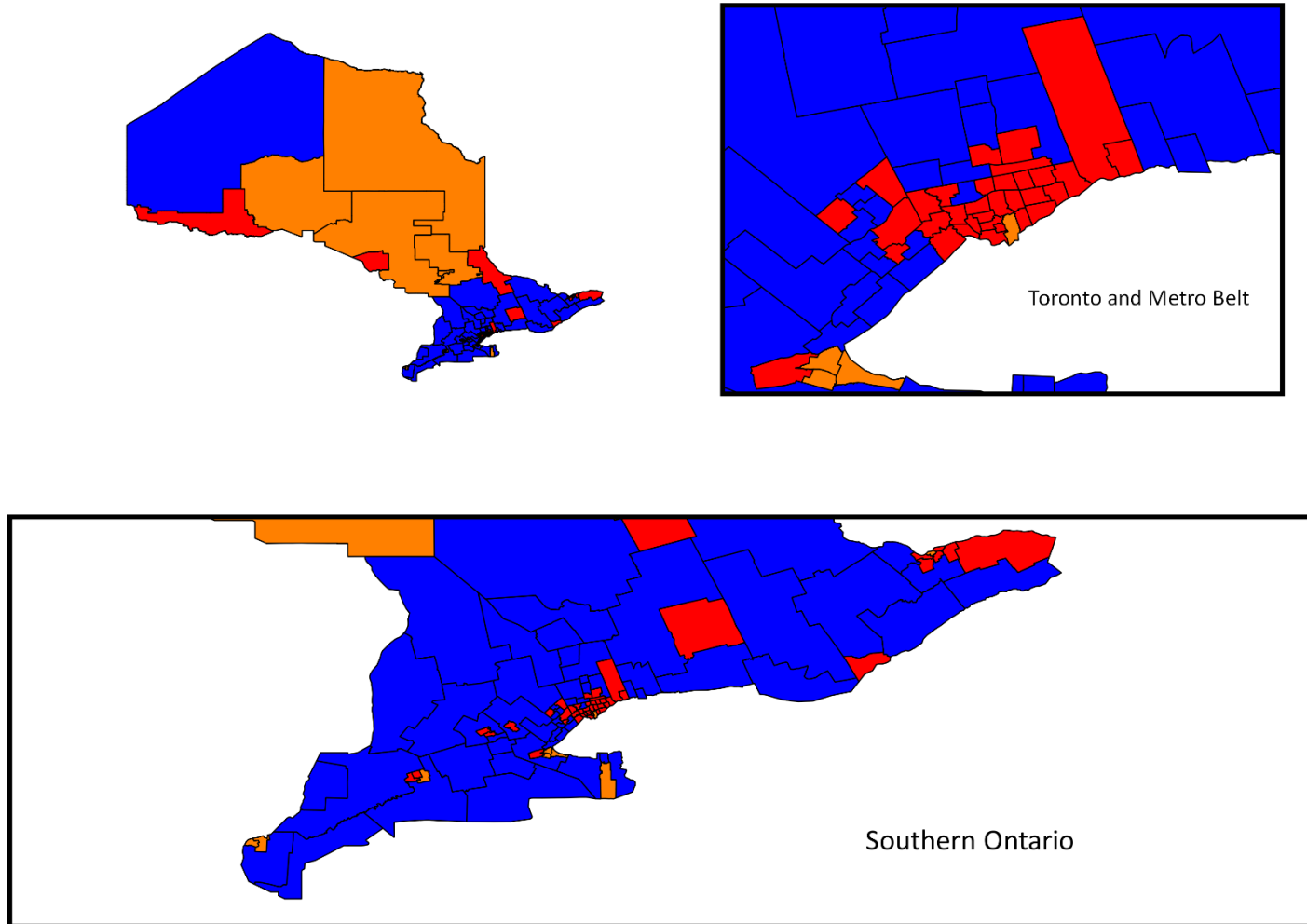
Projection: Uniform Swing by region

	CPC	NDP	LPC
Centre Toronto	1	1	11
Outer Toronto	0	0	12
West Metro Belt	12	0	4
North/East Metro Belt	9	0	5
SouthWest	8	3	2
South Central	9	4	4
East	8	1	7
Central	9	0	1
North	2	5	3
Total	58	14	49

Projection: Proportionate swing by region



Projection: Uniform swing by region



Seat projections by riding segment

2011 Election – Seats by segment

	CPC	NDP	LPC
Toronto - Conservative Strong Wins	16	0	0
Toronto - NDP-Liberal Races	0	10	1
Toronto - CPC-Liberal Races	20	0	8
South/Central Urban/Small cities	7	6	1
Ottawa Region	3	1	2
Rural South/Central	25	1	0
Rural eastern	9	0	1
North	3	6	1
Total	83	24	14

In these models, the swing used in the model for each group of seats is calculated at the riding segment level. Proportionate swing models calculate swing based on the relative change in vote share from 2011 to today's poll, while uniform swing is based on the absolute change in vote share for each party.

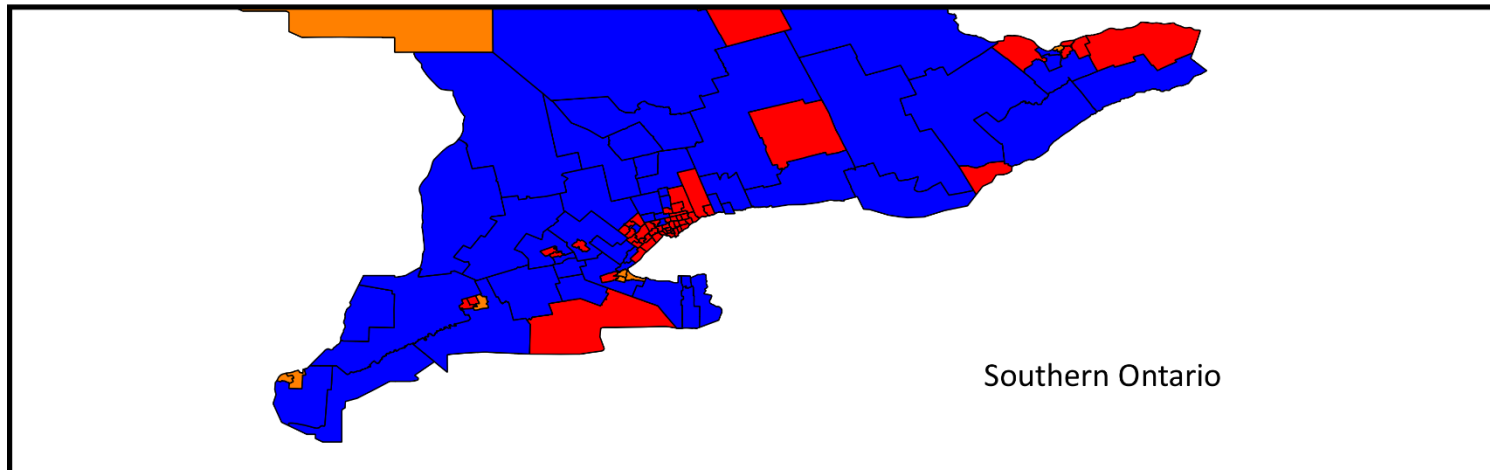
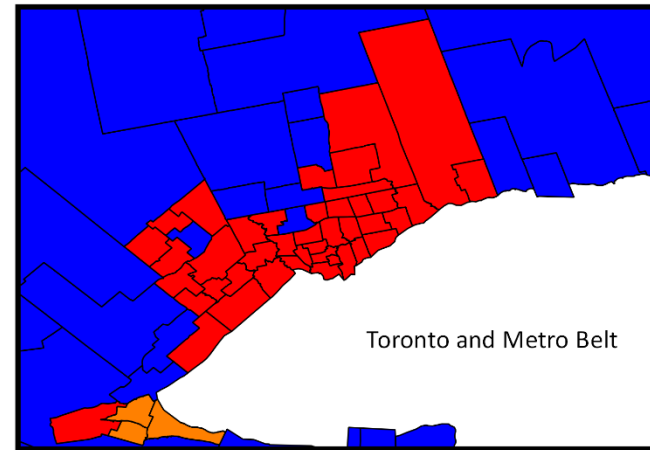
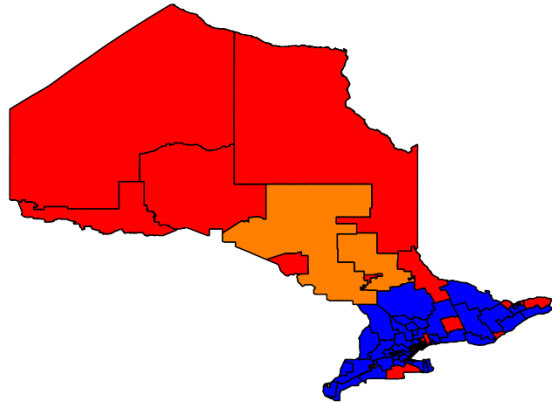
Projection: proportionate Swing by Segment

	CPC	NDP	LPC
Toronto - Conservative Strong Wins	13	0	3
Toronto - NDP-Liberal Races	0	0	11
Toronto - CPC-Liberal Races	1	0	27
South/Central Urban/Small cities	2	6	6
Ottawa Region	2	1	3
Rural South/Central	24	0	2
Rural eastern	7	0	3
North	1	2	7
Total	50	9	62

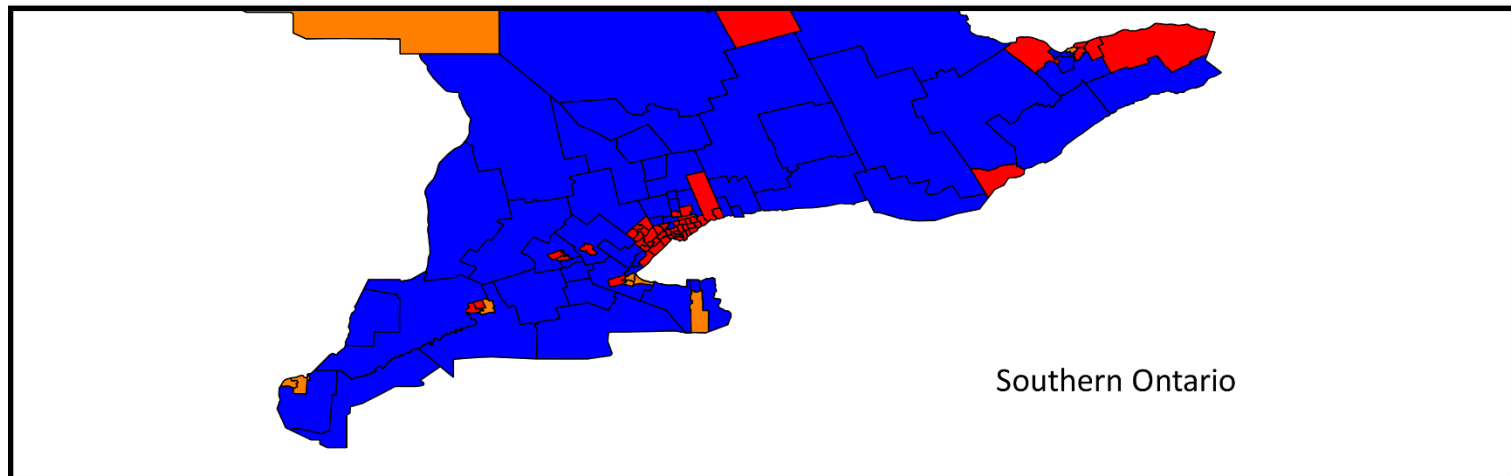
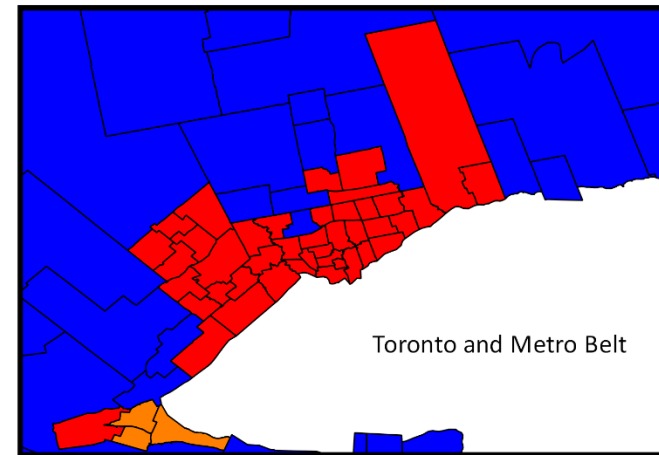
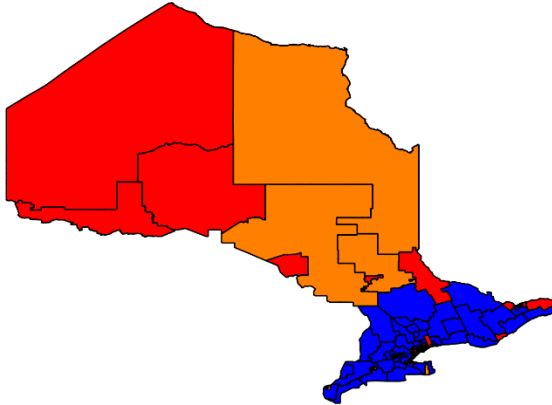
Projection: Uniform swing by segment

	CPC	NDP	LPC
Toronto - Conservative Strong Wins	13	0	3
Toronto - NDP-Liberal Races	0	0	11
Toronto - CPC-Liberal Races	1	0	27
South/Central Urban/Small cities	2	6	6
Ottawa Region	2	1	3
Rural South/Central	25	1	0
Rural eastern	7	0	3
North	1	3	6
Total	51	11	59

Projection: Proportionate swing by segment



Projection: Uniform swing by segment



Appendix – Ridings by segment

List of Ridings – Toronto Segments

Toronto - Conservative Strong Wins	Toronto - NDP-Liberal Races	Toronto - CPC-Liberal Races	
Aurora--Oak Ridges--Richmond Hill	Beaches--East York	Ajax	Mississauga--Malton
Brampton Centre	Brampton East	Brampton South	Mississauga--Streetsville
Brampton North	Davenport	Brampton West	Pickering--Uxbridge
Burlington	Parkdale--High Park	Don Valley East	Richmond Hill
Durham	Scarborough North	Don Valley North	Toronto--St. Paul's
Flamborough--Glanbrook	Scarborough Southwest	Don Valley West	Scarborough--Agincourt
King--Vaughan	Spadina--Fort York	Eglinton--Lawrence	Scarborough Centre
Markham--Stouffville	Toronto Centre	Etobicoke Centre	Scarborough--Guildwood
Milton	Toronto--Danforth	Etobicoke--Lakeshore	Scarborough--Rouge Park
Newmarket--Aurora	University--Rosedale	Etobicoke North	Willowdale
Oakville	York South--Weston	Markham--Thornhill	York Centre
Oakville North--Burlington		Markham--Unionville	Humber River--Black Creek
Oshawa		Mississauga Centre	
Thornhill		Mississauga East--Cooksville	
Vaughan--Woodbridge		Mississauga--Erin Mills	
Whitby		Mississauga--Lakeshore	

List of Ridings – South West, South Central, and Central Segments

South/Central Urban/Small cities	Rural South/Central	
Guelph	Barrie--Innisfil	Northumberland--Peterborough South
Hamilton Centre	Barrie--Springwater--Oro-Medonte	Oxford
Hamilton East--Stoney Creek	Brantford--Brant	Perth--Wellington
Hamilton Mountain	Bruce--Grey--Owen Sound	Peterborough--Kawartha
Hamilton West--Ancaster--Dundas	Cambridge	St. Catharines
Kitchener Centre	Chatham-Kent--Leamington	Wellington--Halton Hills
Kitchener--Conestoga	Dufferin--Caledon	York--Simcoe
London--Fanshawe	Elgin--Middlesex--London	Simcoe--Grey
London North Centre	Essex	Simcoe North
London West	Haldimand--Norfolk	Niagara Centre
Sarnia--Lambton	Haliburton--Kawartha Lakes--Brock	Niagara Falls
Waterloo	Huron--Bruce	Niagara West
Windsor--Tecumseh	Kitchener South--Hespeler	
Windsor West	Lambton--Kent--Middlesex	

List of Ridings – East and North Segments

Ottawa Region	Rural eastern	North
Nepean	Bay of Quinte	Algoma--Manitoulin-- Kapuskasing
Ottawa Centre	Glengarry--Prescott--Russell	Kenora
Orléans	Hastings--Lennox and Addington	Nickel Belt
Ottawa South	Kanata--Carleton	Nipissing--Timiskaming
Ottawa--Vanier	Kingston and the Islands	Parry Sound--Muskoka
Ottawa West--Nepean	Lanark--Frontenac--Kingston	Sault Ste. Marie
	Leeds-Grenville-Thousand Islands and Rideau Lakes	Sudbury
	Renfrew--Nipissing--Pembroke	Thunder Bay--Rainy River
	Carleton	Thunder Bay--Superior North
	Stormont--Dundas--South Glengarry	Timmins--James Bay

Appendix – Ridings by region

List of Ridings – Toronto Regions

Centre Toronto	Outer Toronto	North/East Metro Belt	West Metro Belt
Beaches--East York	Don Valley East	Ajax	Brampton Centre
Davenport	Don Valley North	Aurora--Oak Ridges--Richmond Hill	Brampton East
Eglinton--Lawrence	Don Valley West	Durham	Brampton North
Parkdale--High Park	Etobicoke Centre	King--Vaughan	Brampton South
Toronto--St. Paul's	Etobicoke--Lakeshore	Markham--Stouffville	Brampton West
Spadina--Fort York	Etobicoke North	Markham--Thornhill	Burlington
Toronto Centre	Scarborough--Agincourt	Markham--Unionville	Flamborough--Glanbrook
Toronto--Danforth	Scarborough Centre	Newmarket--Aurora	Milton
University--Rosedale	Scarborough--Guildwood	Oshawa	Mississauga Centre
Willowdale	Scarborough North	Pickering--Uxbridge	Mississauga East--Cooksville
York Centre	Scarborough--Rouge Park	Richmond Hill	Mississauga--Erin Mills
York South--Weston	Scarborough Southwest	Thornhill	Mississauga--Lakeshore
Humber River--Black Creek		Vaughan--Woodbridge	Mississauga--Malton
		Whitby	Mississauga--Streetsville
			Oakville
			Oakville North--Burlington

List of Ridings – South and Central Regions

South West	South Central	Central
Chatham-Kent--Leamington	Brantford--Brant	Barrie--Innisfil
Elgin--Middlesex--London	Cambridge	Barrie--Springwater--Oro-Medonte
Essex	Guelph	Bruce--Grey--Owen Sound
Huron--Bruce	Haldimand--Norfolk	Dufferin--Caledon
Lambton--Kent--Middlesex	Hamilton Centre	Haliburton--Kawartha Lakes--Brock
London--Fanshawe	Hamilton East--Stoney Creek	Northumberland--Peterborough South
London North Centre	Hamilton Mountain	Peterborough--Kawartha
London West	Hamilton West--Ancaster--Dundas	Simcoe--Grey
Oxford	Kitchener Centre	Simcoe North
Perth--Wellington	Kitchener--Conestoga	York--Simcoe
Sarnia--Lambton	Kitchener South--Hespeler	
Windsor--Tecumseh	Niagara Centre	
Windsor West	Niagara Falls	
	Niagara West	
	St. Catharines	
	Waterloo	
	Wellington--Halton Hills	

List of Ridings – East and North Regions

East	North
Bay of Quinte	Algoma--Manitoulin--Kapuskasing
Glengarry--Prescott--Russell	Kenora
Hastings--Lennox and Addington	Nickel Belt
Kanata--Carleton	Nipissing--Timiskaming
Kingston and the Islands	Parry Sound--Muskoka
Lanark--Frontenac--Kingston	Sault Ste. Marie
Leeds-Grenville-Thousand Islands and Rideau Lakes	Sudbury
Nepean	Thunder Bay--Rainy River
Ottawa Centre	Thunder Bay--Superior North
Orléans	Timmins--James Bay
Ottawa South	
Ottawa--Vanier	
Ottawa West--Nepean	
Renfrew--Nipissing--Pembroke	
Carleton	
Stormont--Dundas--South Glengarry	



Research-based strategic advice.

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