

Anybody's Game: Ontario at a Crossroads ▶▶



Data Source

ONTARIO_{this}MONTH

A syndicated telephone study using a random sample of 605 Ontarians conducted from November 7th to 14th.

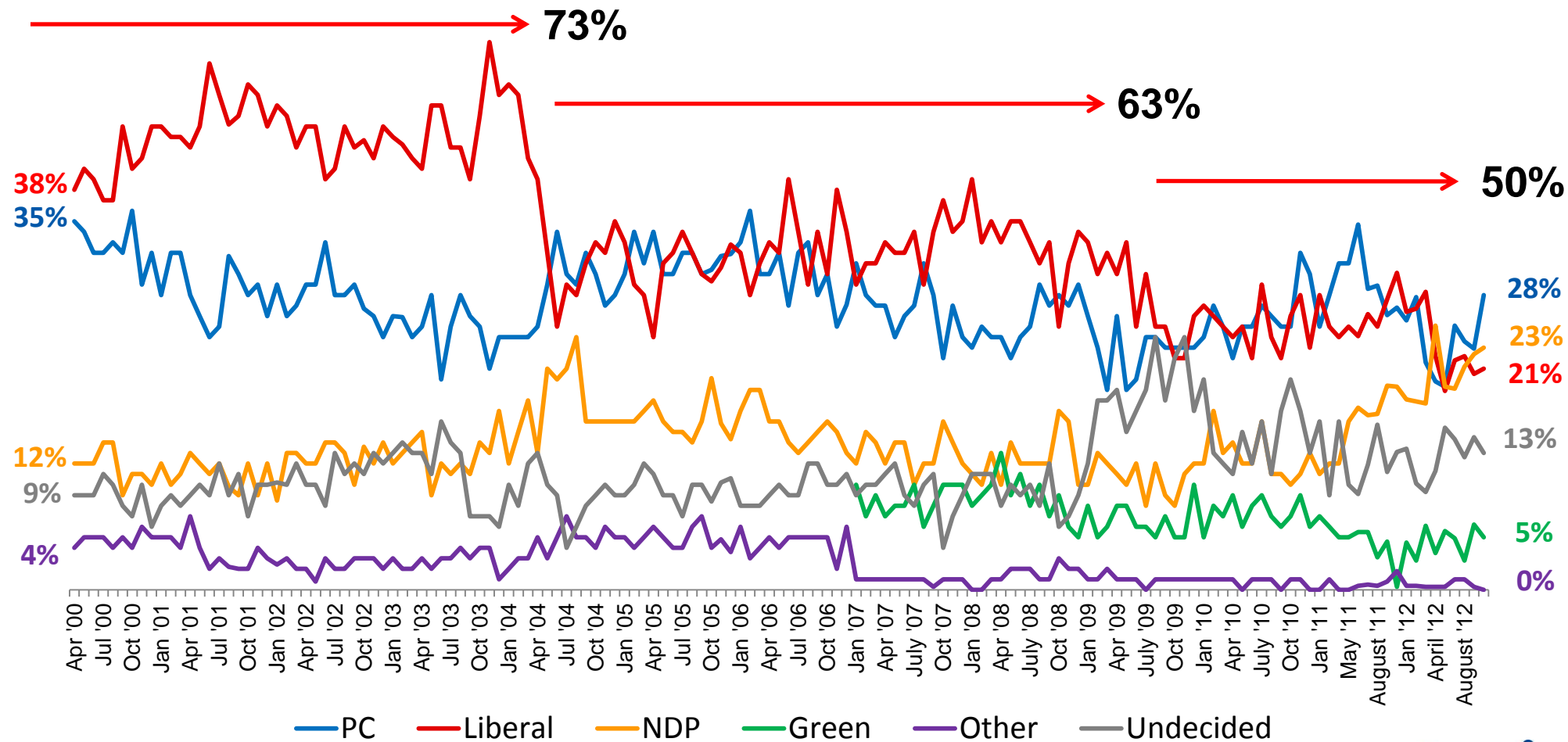
Data weighted according to 2011 Census to reflect actual demographic breakdown.

Margin of error approximately ± 4.0 .

Combined vote: Increasingly less voter alignment with the two major parties



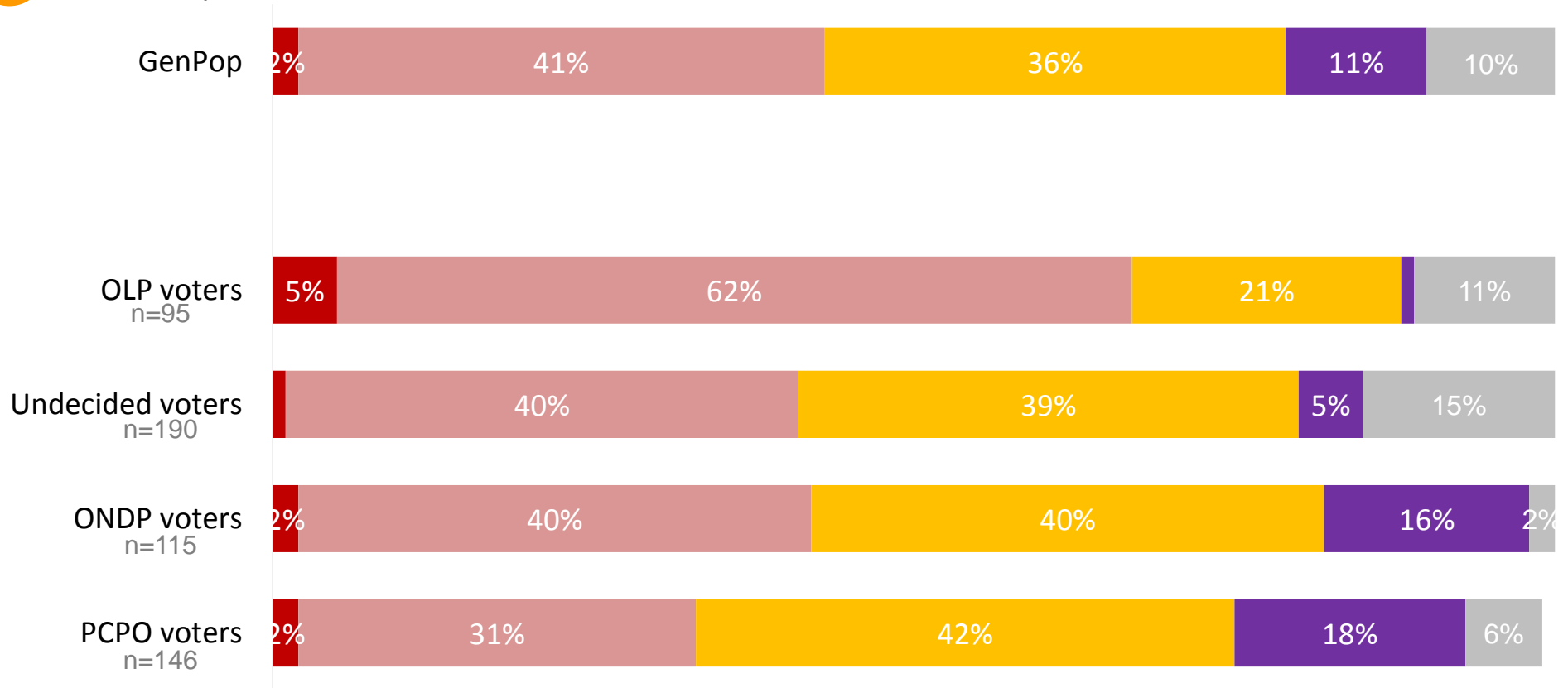
If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? [Vote + Lean]



Ontario Liberal Policies: Four-in-ten Ontarians believe policies work well or only need minor changes.



Which of the following statements regarding the policies and programs of the Ontario Liberal Party come closest to your own views?

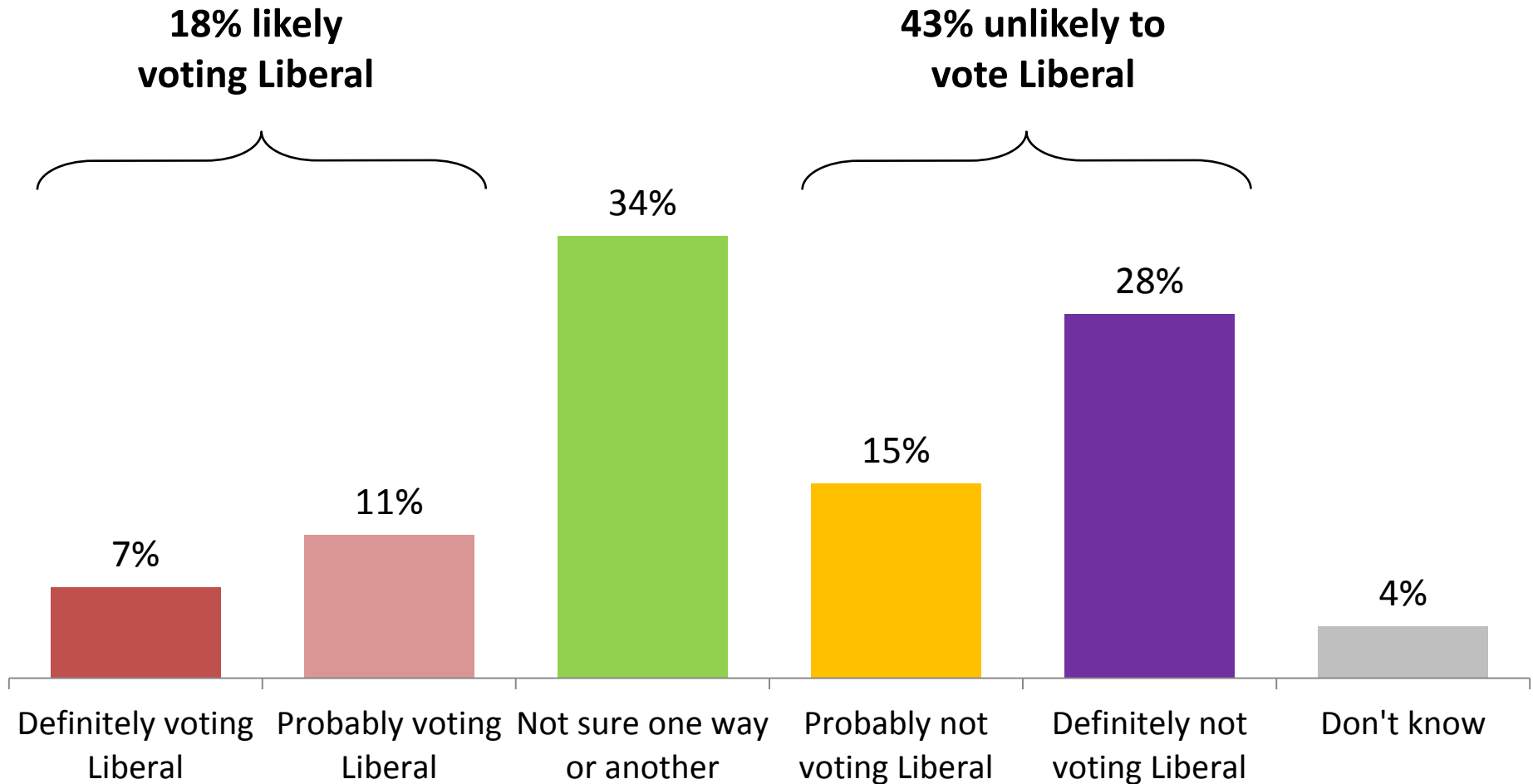


- Their policies and programs are working well and need no change
- Their policies and programs are working OK, but need minor changes
- Their policies and programs are NOT working and need major changes
- Their policies and programs are FUNDAMENTALLY wrong and should be reversed
- Don't know

Pre-test: Likelihood to vote Liberal

Q

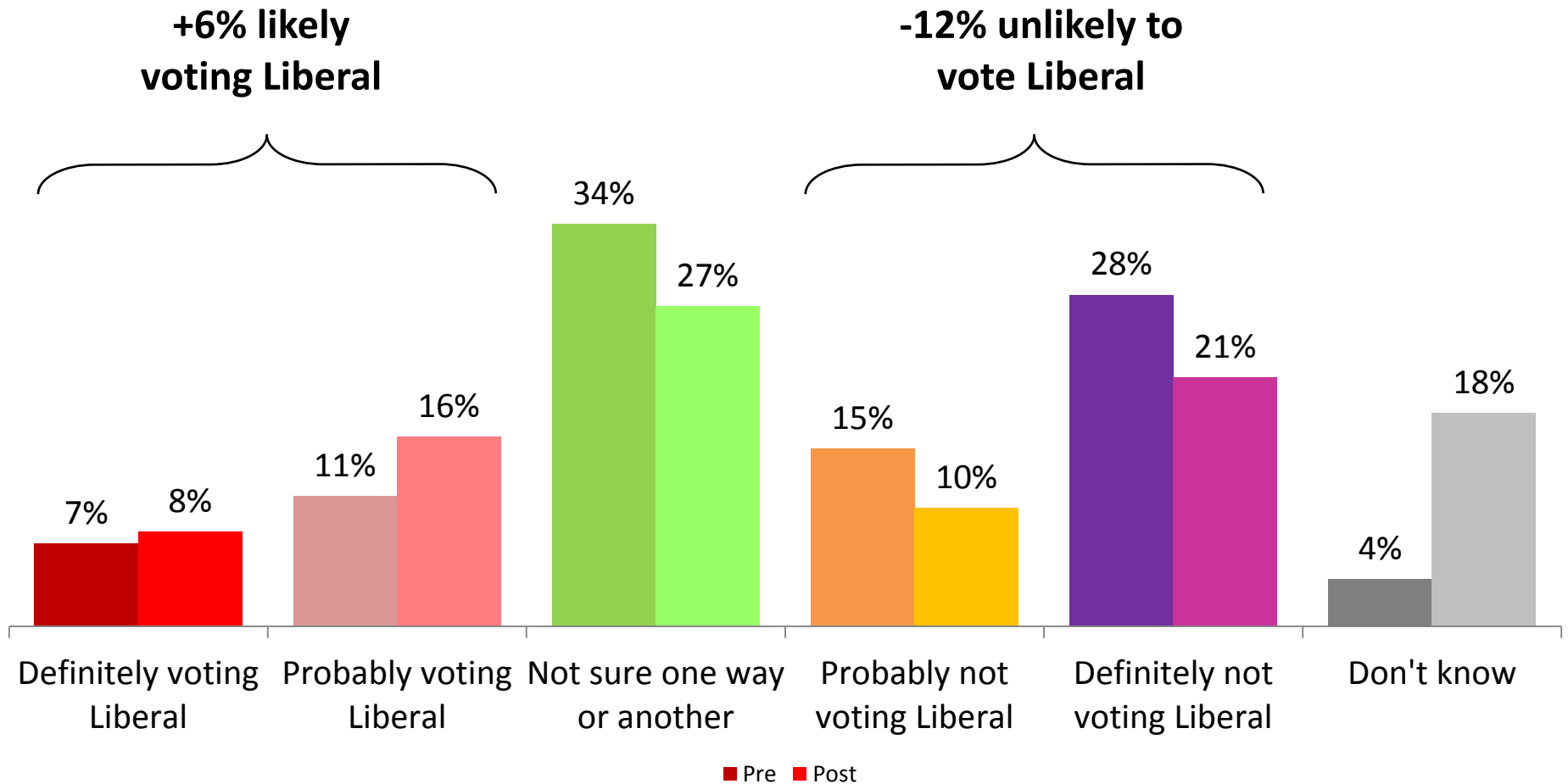
How likely is it that you will be voting Liberal in the next Ontario election?



Pre-to-post test: Leadership race moves non-Liberals to reconsider OLP⁶

Q

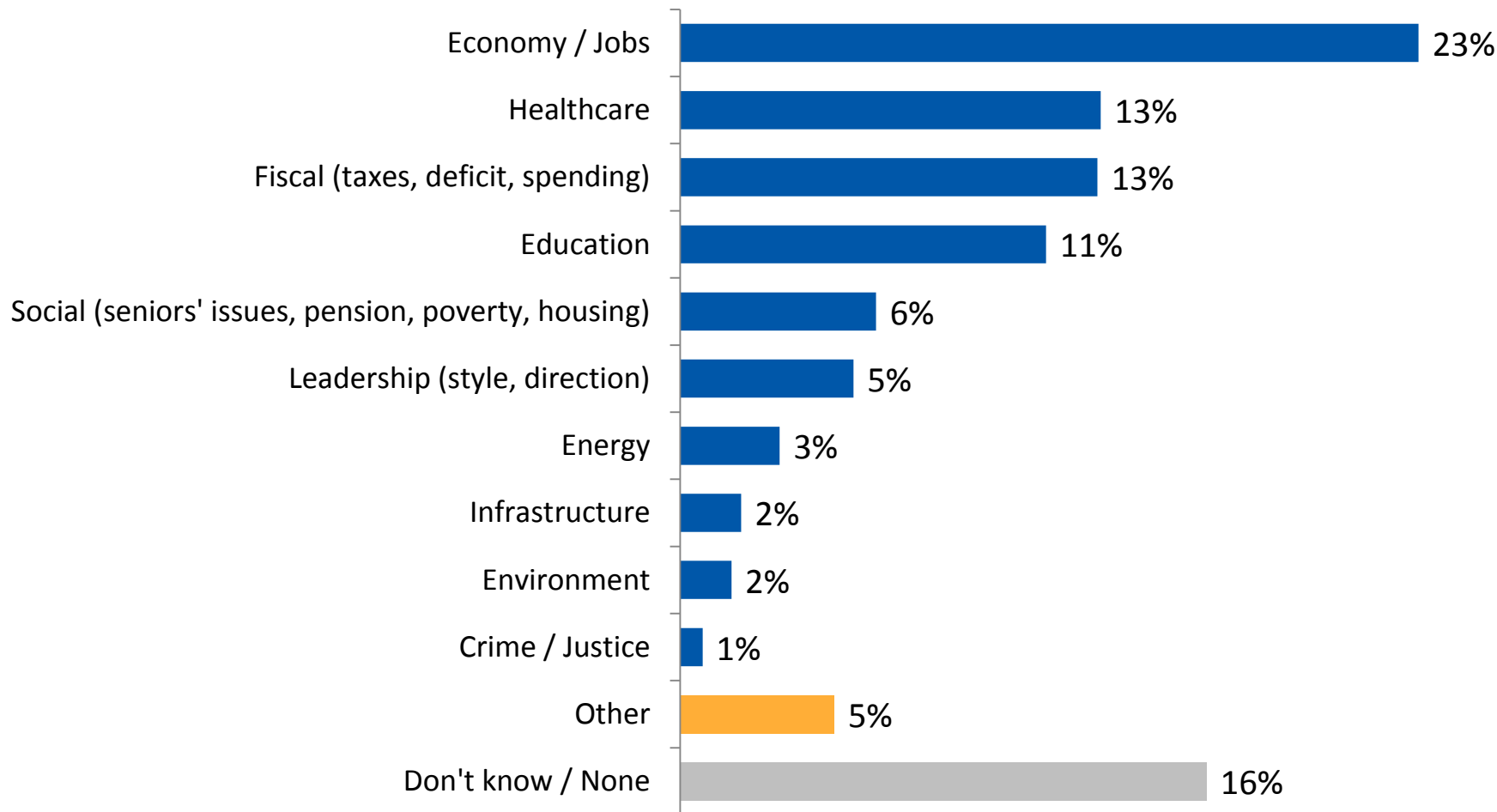
And if your preferred candidate becomes their leader, how likely is it that you would vote for the Ontario Liberal party in the next election?



Ontario top issues: Jobs and the economy for one-quarter (23%), fiscal and healthcare next at 13% each

Q

What is the most important issue in Ontario today, in other words, the one that concerns you personally the most?



Winners count seats, not votes

2011 Federal Results

Party	Vote Share	Seats	Seat Share
Conservatvies	44.4	73	69%
Liberals	25.3	11	10%
NDP	25.6	22	21%

2011 Provincial Results

Party	Vote Share	Seats	Seat Share
PC	35.4	37	35%
Liberal	37.5	53	50%
NDP	22.8	17	16%

NDP Hampered by Poor Vote Distribution

Swing Seats < 10%

Potential Gains	Party	Potential Losses
14	PC	12
15	Liberal	17
5	NDP	5

Five Key Things to Remember

1. Everything is in play. Whether the Legislature sits or not, now is a critical moment in Ontario public policy.
2. Ontarians have become increasingly alienated from the two mainstream parties, creating a “Made-in-Ontario” opportunity for the NDP.
3. Despite current weak numbers, it appears Ontarians are prepared to give the Liberals a second look during this leadership change.
4. All politics is local. What matters to parties are seats, not province-wide gains.
5. There remains a fundamental gap between government’s focus on the deficit and the concerns of voters.



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