



Ontario Political Environment

Crosstabulations

Field Dates: December 7 to 8, 2012

Methodology

The survey was conducted online with 821 respondents in English and French using an internet survey programmed and collected by Abacus Data. A random sample of panelists was invited to participate in the survey from a panel of over 150,000 Canadians. The survey was completed from December 7 to 8, 2012.

Since the online survey was not a random, probability based sample, a margin of error could 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.

The margin of error for a probability-based random sample of 821 respondents using a probability sample is +/- 3.4%, 19 times out of 20.

The data was weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, education level, and region.

These questions were posed as part of the Abacus Data monthly Omnibus survey.

For more information about the poll's methodology or the results, please contact David Coletto, CEO at david@abacusdata.ca or at 613-232-2806.

Ontario Politics: PC 35, NDP 31, Liberal 28, Green 5 51% of Ontarians think province is headed off on the wrong track

Please refer to the survey as: Abacus Data Poll

821 Ontarians, 18 years of age and older, December 7 to 8, 2012.

Ottawa, ON – According to a new provincial survey by public opinion firm Abacus Data, the Ontario Progressive Conservative Party has a four point lead over the Ontario NDP among decided voters in the province. The incumbent Ontario Liberal Party is in third with 28% of decided voter support.

“As Ontario Liberals decide who will become their next leader and the next premier, vote intentions among decided voters remains quite tight,” said Abacus Data CEO David Coletto. “The PCs have a slight lead over the NDP, but the incumbent Liberals are not far behind.”

The PC Party leads by four points outside Toronto and the GTA over the NDP (PC 39% vs. NDP 35%) while the Liberals, PCs, and New Democrats are statistically tied in the area surrounding and including Toronto (OLP 32%, PC 31%, NDP 28%).

Party	2011 Provincial Election	Abacus Data Poll Decided Voters	Change
Ontario Liberal	37%	28%	-9
Ontario PC	35%	35%	NC
Ontario NDP	23%	31%	+8
Ontario Greens	3%	5%	+2
Other parties	2%	1%	-1

“Most troubling for the Ontario Liberals should be their weakness outside of the Toronto area,” said Coletto. “Right now they are trailing the Tories by seventeen points and the NDP by thirteen in the rest of the province outside of Toronto and the GTA.”

“Support for the PC Party is where it was at the 2011 provincial election,” said Coletto. “Tim Hudak has not been able to grow PC support despite the weaknesses of the Liberals.”

23% of Ontarians are “Undecided”

A large block of Ontarians remain undecided about which party they would support if a provincial election was held at the time of the survey. Overall, 23% said they were not leaning towards voting for any party. Most significant, 20% of those who voted for the Ontario Liberals in 2011 said they are undecided – the highest number of undecided for any party’s previous supporters (OLP 20% undecided, PC 11% undecided, NDP 8% undecided).

“Many former Ontario Liberal supporters are in a holding pattern. Many are likely waiting to see the outcome of the leadership race,” said Coletto. “While the Liberals currently trail to the NDP and Tories, if those undecided former Liberal voters return back to the Liberal fold, the Liberals will be back in the game.”

A Majority of Ontarians believe the province is off on the wrong track

When asked whether things in Ontario are headed in the right direction or if they are off on the wrong track, 51% believed they were off on the wrong track compared with 24% who believed things were headed in the right direction. Another 24% were unsure.

Among those who voted for the Ontario Liberal Party in 2011, 38% believe things are headed in the right direction while 41% believe things are off on the wrong track.

“I wouldn’t count the Ontario Liberals out at this point,” said Coletto. “Many people wrote them off in 2011 and they came back and won the election.”

“While a lot of their former supporters aren’t happy with how things are going in the province, a new leader and a fresh approach could put them back into contention. The electorate is quite volatile so anything could happen if there’s a spring election.”

Ontario Liberal Leadership Candidates

All survey respondents were asked their impression of the seven men and women running to replace Dalton McGuinty as Liberal leader and Premier of Ontario.

Overall, Gerard Kennedy was the most known of all the candidates among all respondents and among those who voted Liberal in 2011. He also received the highest favourable rating with 44% of Ontario Liberal voters saying they have a favourable impression of him while 24% of all respondents viewed him favourable.

Among 2011 Ontario Liberals, Kathleen was viewed favourably by 25%, followed by Sandra Pupatello (22%), Glenn Murray (18%) and Eric Hoskins (15%). Both Charles Sousa and Harinder Tahkar were largely unknown and only 9% and 6% of 2011 Liberal voters had a favourable impression of them.

“The downside to a short leadership selection process is that the candidates don’t have much time to build awareness among the general public,” said Coletto. “Except for Gerard Kennedy, none of the Liberal leadership candidates have a substantial public image. Whoever wins will have to work hard to build profile and an image with the public and past Liberal Party supporters.”

Candidate	Favourable Impression All Respondents	Favourable Impression 2011 Ontario Liberal Voters
Gerard Kennedy	24%	44%
Kathleen Wynne	14%	25%
Sandra Pupatello	13%	22%
Glenn Murray	9%	18%
Eric Hoskins	8%	15%
Charles Sousa	4%	9%
Harinder Tahkar	3%	6%

Ontario Political Update – December 2012

PROVINCIAL BALLOT INCLUDING UNDECIDED RESPONDENTS

If a provincial election was held today, which party are you most likely to vote for in your local constituency?

[if undecided]

We noticed you mentioned you were undecided. Are you leaning towards one party at the moment?

(all respondents; undecided respondents are not leaning towards a party at the moment)

		Ontario Liberal Party	Ontario PC Party	Ontario NDP	Green Party of Ontario	Another party	Undecided	Counts	
		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Count	Unweighted Count
Region of Ontario	Ontario	22	27	24	4	1	23	813	821
	GTA and Toronto	24	23	21	5	2	25	487	443
	Rest of Ontario	18	32	28	3	0	20	326	378
Gender	Male	25	30	22	4	2	18	408	430
	Female	19	23	26	4	0	28	405	391
Age	18 to 29	19	13	35	6	0	27	160	116
	30 to 44	22	23	23	5	3	23	220	179
	45 to 59	19	32	21	3	1	24	227	315
Union household	60 and over	26	35	19	3	0	17	206	211
	Yes	20	19	34	3	0	23	233	235
	No	22	30	20	4	1	23	580	586
Community type	Urban	27	21	27	2	1	22	365	366
	Suburban	17	31	22	6	2	23	324	308
	Rural	18	33	22	4	1	23	125	147
Which party did you vote for in the 2011 Ontario provincial election?	Ontario Liberal Party	60	3	16	1	0	20	236	207
	Ontario PC Party	3	82	2	1	0	11	222	252
	Ontario NDP	4	3	83	2	0	8	142	146
	Green Party of Ontario	6	12	2	64	4	12	19	40
	Another party	0	22	0	0	78	0	8	3
	Did not vote	13	9	21	8	1	49	130	122
Cannot remember	9	11	11	1	1	66	56	51	

Ontario Political Update – December 2012

PROVINCIAL BALLOT with DECIDED VOTERS ONLY

If a provincial election was held today, which party are you most likely to vote for in your local constituency?

[if undecided]

We noticed you mentioned you were undecided. Are you leaning towards one party at the moment?

		Ontario Liberal Party	Ontario PC Party	Ontario NDP	Green Party of Ontario	Another party	Counts	
		Percentage	Percentage	Percentage	Percentage	Percentage	Count	Unweighted Count
	Ontario	28	35	31	5	1	628	640
Region of Ontario	GTA and Toronto	32	31	28	6	2	366	339
	Rest of Ontario	22	39	35	4	0	262	301
Gender	Male	30	37	26	5	2	336	359
	Female	26	32	36	5	0	292	281
Age	18 to 29	26	18	48	8	0	118	87
	30 to 44	29	30	30	6	4	168	138
	45 to 59	25	42	28	4	1	171	239
Union household	60 and over	32	42	23	3	0	171	176
	Yes	26	25	45	4	0	179	182
	No	29	38	26	6	2	449	458
Community type	Urban	35	27	34	3	1	284	284
	Suburban	22	40	28	8	2	248	242
	Rural	24	43	28	5	1	96	114
Which party did you vote for in the 2011 Ontario provincial election?	Ontario Liberal Party	75	4	20	2	0	190	164
	Ontario PC Party	3	93	3	2	0	197	223
	Ontario NDP	4	3	90	3	0	132	134
	Green Party of Ontario	7	14	2	72	4	16	34
	Another party	0	22	0	0	78	8	3
	Did not vote	25	18	41	15	1	67	63
Cannot remember	27	33	33	4	4	19	19	

Ontario Political Update – December 2012

		Generally speaking, do you think things in Ontario are headed in the right direction or are they off on the wrong track?				
		Headed in the right direction	Off on the wrong track	Unsure	Counts	
		Percentage	Percentage	Percentage	Count	Unweighted Count
	Ontario	24	51	24	813	821
Region of Ontario	GTA and Toronto	28	46	27	487	443
	Rest of Ontario	19	59	21	326	378
Gender	Male	28	56	16	408	430
	Female	21	46	33	405	391
Age	18 to 29	37	32	31	160	116
	30 to 44	23	52	25	220	179
	45 to 59	21	53	25	227	315
Union household	60 and over	20	63	18	206	211
	Yes	22	55	23	233	235
Community type	No	25	50	25	580	586
	Urban	26	48	26	365	366
	Suburban	24	52	24	324	308
Which party did you vote for in the 2011 Ontario provincial election?	Rural	19	59	22	125	147
	Ontario Liberal Party	38	41	21	236	207
	Ontario PC Party	18	68	14	222	252
	Ontario NDP	17	62	21	142	146
	Green Party of Ontario	27	52	21	19	40
	Another party	0	32	68	8	3
	Did not vote	27	33	40	130	122
Cannot remember	8	44	48	56	51	

As you may know, Premier Dalton McGuinty announced his plans to resign and a leadership election was called for the Ontario Liberal Party. For each of the following candidates seeking to become Ontario Liberal Leader and therefore Premier of Ontario, please tell us whether you have a favourable or unfavourable opinion of them. [rotate]

Candidate	Impression All Respondents	Impression 2011 Ontario Liberal Voters
Charles Sousa	Favourable 4%	Favourable 9%
	Neutral 37%	Neutral 39%
	Unfavourable 10%	Unfavourable 10%
	Unknown 49%	Unknown 42%
Eric Hoskins	Favourable 8%	Favourable 15%
	Neutral 35%	Neutral 38%
	Unfavourable 8%	Unfavourable 6%
	Unknown 49%	Unknown 41%
Gerard Kennedy	Favourable 24%	Favourable 44%
	Neutral 31%	Neutral 27%
	Unfavourable 14%	Unfavourable 10%
	Unknown 31%	Unknown 19%
Glenn Murray	Favourable 9%	Favourable 18%

Ontario Political Update – December 2012

	Neutral 35%	Neutral 35%
	Unfavourable 11%	Unfavourable 9%
	Unknown 45%	Unknown 39%
Harinder Tahkar	Favourable 3%	Favourable 6%
	Neutral 32%	Neutral 35%
	Unfavourable 16%	Unfavourable 18%
	Unknown 49%	Unknown 41%
Kathleen Wynne	Favourable 14%	Favourable 25%
	Neutral 34%	Neutral 37%
	Unfavourable 14%	Unfavourable 9%
	Unknown 38%	Unknown 30%
Sandra Pupatello	Favourable 13%	Favourable 22%
	Neutral 34%	Neutral 35%
	Unfavourable 13%	Unfavourable 9%
	Unknown 41%	Unknown 34%