



## ***Best Premier and Leader Favourability***

### **Crosstabulations**

**For Release: February 13, 2013**

Field Dates: February 5 to 6, 2013

### ***Methodology***

*The survey was conducted online with 1,020 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 February 5 to 6, 2013.*

*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 1,020 respondents using a probability sample is +/- 3.1%, 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.*

## Horwath Most Popular Leader; Hudak Least Popular Wynne, Horwath, and Hudak tied for who would make best Premier

*Please refer to the survey as: Abacus Data Poll*

*1,020 Ontarians, 18 years of age and older, February 5 to 6, 2013*

Ottawa, ON –A new provincial survey released by Abacus Data finds that NDP leader Andrea Horwath is the most popular provincial party leader in the province with Liberal leader Kathleen Wynne not too far behind. When asked which party leader would make the best Premier of Ontario, Wynne and Horwath were tied at 23% each with Tim Huadak at 20%.

### Leadership Favourability

Overall, 34% of Ontarians have a positive impression of NDP leader Andrea Horwath compared with 30% for Liberal leader Kathleen Wynne, and 23% for PC leader Tim Hudak. Tim Hudak has the highest negative rating of the leaders tested with 44% saying they have a negative impression.

For the Ontario Liberals, Kathleen Wynne hits the ground running with a net positive personal rating. Only 21% of Ontarians have a negative impression of her compared with 30% who view her favourably.

The survey results are less positive for PC leader Tim Hudak. Hudak is viewed positively by less than one in four Ontarians and viewed negatively by 44%, more than double that of Wynne or Horwath.

"Perceptions about Hudak are probably holding the PCs back at this point," said Abacus Data CEO, David Coletto. "He is less popular than his party and few respondents who voted for another party in 2011 think he would make the best premier. That's a tough position to be in when you are looking to grow support."

When asked whether the province as a whole is headed in the right direction or whether it was off on the wrong track, 23% believed it was headed in the right direction while 50% believed it was off on the wrong track. Another 27% of respondents were unsure.

Do you have a positive or negative impression of the following individuals?					
Leader	Positive Impression	Neutral Impression	Negative Impression	Unsure	Net Positive
Andrea Horwath	34%	32%	21%	12%	+14
Kathleen Wynne	30%	31%	21%	18%	+9
Tim Hudak	23%	23%	44%	10%	-21

Regionally, respondents in Southwestern Ontario were most pessimistic about the direction of the province while those living in Toronto (416 area code) were most optimistic.

A concern for Kathleen Wynne is that one in three 2011 Liberal voters (31%) think that the province is off on the wrong track while another 28% are unsure. Her first few months in office should be about reassuring these past

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supporters that her government is different from the previous one and will not keep Ontario on the same track it is currently on.

**Best Premier**

When asked which of the current main party leaders would make the best Premier of Ontario, all three leaders were statistically tied with Wynne and Horwath each getting 23% and Tim Hudak at 23%. One in three respondents (34%) said they were undecided.

"Andrea Horwath is the most popular leader in the province but she has not yet convinced enough Ontarians that she is the best choice for the premier's chair," said Coletto.

The results also highlight an opportunity for Kathleen Wynne. Among respondents who voted Liberal in the 2011 provincial election, 30% were unsure about who would make the best Premier.

"For Kathleen Wynne, the first few weeks as the new Premier are all about reassuring past supporters that he is in control, understands the mistakes the past government made, and is moving the province in a new and better direction," said Coletto. "If she can do that while contrasting her policies and leadership approach with Tim Hudak and Andrea Horwath, she may be able to rebuild the coalition of voters that elected three consecutive Ontario Liberal governments."

Thinking of the current provincial party leaders, who, in your opinion, would make the best Premier of Ontario?					
Leader	All Respondents	Decided Voters	2011 OLP Voters	2011 PC Voters	2011 NDP Voters
Kathleen Wynne	23%	26%	53%	6%	11%
Tim Hudak	20%	23%	3%	58%	3%
Andrea Horwath	23%	25%	14%	10%	68%
Undecided	34%	25%	30%	26%	17%
<i>N (weighted)</i>	<i>1,008</i>	<i>842</i>	<i>289</i>	<i>272</i>	<i>174</i>

These results also underscore the challenges before Tim Hudak as he tries to move from opposition to government.

"Tim Hudak has high negatives among the very voters who he needs to convince to vote PC; past Liberal supporters and those that didn't vote in the last election. His laser-like focus on economic growth and sound public management align with the public's priorities " said Coletto. "Enough of the public is just not ready to give him the keys to Queen's Park."

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### Liberal leader Kathleen Wynne (Do you have a positive or negative impression of the following individuals?)

		Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Unsure	Count	Unweighted Count
		%	%	%	%	%	%	Count	Unweighted Count
<b>Region (Ontario)</b>	<b>Ontario</b>	<b>9</b>	<b>21</b>	<b>31</b>	<b>9</b>	<b>12</b>	<b>18</b>	<b>1008</b>	<b>1020</b>
	Toronto (416)	22	20	31	4	11	11	210	202
	Greater Toronto Area (905)	7	25	28	8	13	18	281	273
	Hamilton/Niagara	4	19	34	13	11	19	107	78
	Eastern Ontario	6	17	36	6	12	23	138	170
	Southwestern Ontario	7	19	29	11	12	22	199	189
	Northern Ontario	2	22	32	12	13	20	74	108
<b>Gender</b>	Male	6	19	32	10	18	15	492	541
	Female	12	23	30	7	7	21	515	479
<b>Age Group</b>	18 to 29	9	22	31	7	11	20	197	169
	30 to 44	9	17	35	9	7	23	267	259
	45 to 59	7	20	29	8	17	19	281	327
	60 and over	12	25	28	9	13	12	263	265
<b>Do you live in an urban, suburban, or rural environment?</b>	Urban	12	21	31	7	10	19	451	452
	Suburban	8	20	30	10	14	18	401	396
	Rural	6	21	32	10	13	18	156	172
<b>Which party did you vote for in the 2011 Ontario provincial election?</b>	Ontario Liberal Party	20	37	27	4	1	10	289	243
	Ontario PC Party	2	10	30	16	27	15	272	300
	Ontario NDP	8	20	36	9	11	16	174	191
	Green Party of Ontario	3	22	27	14	7	28	23	32
	Another party	0	0	19	23	39	19	11	13
	Did not vote/Don't know	7	14	34	4	9	33	239	241

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#### PC Party Leader Tim Hudak (Do you have a positive or negative impression of the following individuals?)

		Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Unsure	Count	Unweighted Count
		%	%	%	%	%	%	Count	Unweighted Count
<b>Region (Ontario)</b>	<b>Ontario</b>	<b>4</b>	<b>19</b>	<b>23</b>	<b>16</b>	<b>28</b>	<b>10</b>	<b>1008</b>	<b>1020</b>
	Toronto (416)	4	11	23	16	41	6	210	202
	Greater Toronto Area (905)	4	23	22	19	23	10	281	273
	Hamilton/Niagara	4	22	22	18	28	6	107	78
	Eastern Ontario	6	18	22	14	24	16	138	170
	Southwestern Ontario	4	20	23	13	26	14	199	189
	Northern Ontario	4	19	24	18	20	14	74	108
<b>Gender</b>	Male	5	22	21	16	29	7	492	541
	Female	4	15	24	17	27	14	515	479
<b>Age Group</b>	18 to 29	5	16	26	13	25	15	197	169
	30 to 44	4	17	24	19	24	12	267	259
	45 to 59	3	19	22	14	30	12	281	327
	60 and over	5	22	19	20	30	4	263	265
<b>Do you live in an urban, suburban, or rural environment?</b>	Urban	3	15	24	15	32	11	451	452
	Suburban	5	21	21	19	24	11	401	396
	Rural	5	24	23	15	23	9	156	172
<b>Which party did you vote for in the 2011 Ontario provincial election?</b>	Ontario Liberal Party	2	8	20	18	50	3	289	243
	Ontario PC Party	11	47	21	14	3	4	272	300
	Ontario NDP	1	5	26	20	41	7	174	191
	Green Party of Ontario	3	7	31	20	19	20	23	32
	Another party	0	34	0	20	37	9	11	13
	Did not vote/Don't know	2	11	26	13	20	29	239	241

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### NDP Leader Andrea Horwath (Do you have a positive or negative impression of the following individuals?)

		Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Unsure	Count	
		%	%	%	%	%	%	Count	Unweighted Count
<b>Region (Ontario)</b>	<b>Ontario</b>	<b>9</b>	<b>25</b>	<b>32</b>	<b>11</b>	<b>10</b>	<b>12</b>	<b>1008</b>	<b>1020</b>
	Toronto (416)	10	28	35	10	12	6	210	202
	Greater Toronto Area (905)	7	26	32	12	10	13	281	273
	Hamilton/Niagara	21	22	30	6	11	9	107	78
	Eastern Ontario	7	21	29	13	10	20	138	170
	Southwestern Ontario	7	27	31	10	11	14	199	189
	Northern Ontario	9	25	32	15	7	12	74	108
<b>Gender</b>	Male	9	24	31	13	14	9	492	541
	Female	10	26	33	8	7	16	515	479
<b>Age Group</b>	18 to 29	11	20	36	4	11	18	197	169
	30 to 44	9	24	35	11	7	15	267	259
	45 to 59	11	24	31	12	10	13	281	327
	60 and over	7	31	29	15	13	5	263	265
<b>Do you live in an urban, suburban, or rural environment?</b>	Urban	11	25	33	9	9	12	451	452
	Suburban	8	25	30	12	12	13	401	396
	Rural	9	24	33	13	9	12	156	172
<b>Which party did you vote for in the 2011 Ontario provincial election?</b>	Ontario Liberal Party	7	27	38	10	13	5	289	243
	Ontario PC Party	3	21	35	20	14	7	272	300
	Ontario NDP	31	41	16	4	0	7	174	191
	Green Party of Ontario	6	18	40	6	9	20	23	32
	Another party	0	6	19	14	43	19	11	13
	Did not vote/Don't know	4	18	33	6	8	31	239	241

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		Thinking of the current provincial party leaders, who, in your opinion, would make the best Premier of Ontario?					
		Liberal Leader Kathleen Wynne	PC Leader Tim Hudak	NDP Leader Andrea Horwath	Undecided	Count	
		%	%	%	%	Count	Unweighted Count
<b>Region (Ontario)</b>	<b>Ontario</b>	23	20	23	34	1008	1020
	Toronto (416)	40	14	18	28	210	202
	Greater Toronto Area (905)	23	21	17	40	281	273
	Hamilton/Niagara	13	24	40	24	107	78
	Eastern Ontario	14	25	19	41	138	170
	Southwestern Ontario	19	21	27	33	199	189
	Northern Ontario	17	15	29	39	74	108
<b>Gender</b>	Male	19	26	23	32	492	541
	Female	27	14	23	37	515	479
<b>Age Group</b>	18 to 29	24	17	27	32	197	169
	30 to 44	21	20	24	35	267	259
	45 to 59	18	20	25	37	281	327
	60 and over	30	21	16	33	263	265
<b>Do you live in an urban, suburban, or rural environment?</b>	Urban	27	14	24	36	451	452
	Suburban	21	25	21	33	401	396
	Rural	16	25	25	34	156	172
<b>Which party did you vote for in the 2011 Ontario provincial election?</b>	Ontario Liberal Party	53	3	14	30	289	243
	Ontario PC Party	6	58	10	26	272	300
	Ontario NDP	11	3	68	17	174	191
	Green Party of Ontario	10	14	32	43	23	32
	Another party	0	10	23	66	11	13
	Did not vote/Don't know	16	9	14	60	239	241