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MEMORANDUM

From: David Coletto
Re: Detailed Results, Latest ONPulse Survey
Date: May 20, 2018

METHODOLOGY

The survey was conducted online with 2,824 Ontarians aged 18 and over from May 16 to 18, 2018. The sample is composed of two parts. 1,684 respondents who took part in our first and second survey of the election were completed the third wave. An additional random sample of 1,140 panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys. The margin of error for a comparable probability-based random sample of the same size is +/- 1.9%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding

ALL RESPONDENTS

Row %		PC	NDP	Liberal	Greens	Other	Undecided	Raw	Weighted
Region	Ontario	29%	28%	20%	4%	1%	19%	2824	2845
	Toronto	28%	23%	24%	5%	1%	20%	690	597
	GTHA	30%	28%	19%	4%	2%	17%	953	1110
	East	29%	19%	28%	2%	1%	20%	482	427
	Southwest	27%	39%	10%	4%	1%	19%	566	541
	North	27%	30%	14%	7%	2%	20%	133	171
Sex	Male	34%	25%	19%	3%	2%	17%	1252	1394
	Female	24%	30%	20%	4%	1%	20%	1572	1451
Age	18 - 29	19%	29%	28%	8%	1%	15%	367	541
	30 - 44	27%	30%	16%	5%	2%	20%	784	683
	45 - 59	30%	22%	20%	1%	2%	25%	862	797
	60 and over	35%	30%	17%	3%	1%	15%	811	825
Education	HS or less	25%	27%	19%	4%	1%	24%	681	1081
	College	30%	31%	17%	4%	2%	16%	1130	910
	University	33%	25%	23%	3%	1%	15%	1013	854
2014 Provincial Vote	OLP	15%	23%	44%	2%	1%	15%	804	813
	PC	77%	9%	5%	1%	1%	7%	681	608
	NDP	12%	76%	3%	2%	1%	7%	466	439
	Green	13%	15%	9%	29%	1%	32%	85	108
	Other	46%	5%	4%	0%	14%	31%	25	30
	Did not vote	17%	23%	20%	8%	3%	29%	451	518
	Unsure	19%	21%	13%	3%	1%	42%	312	329

DECIDED RESPONDENTS

Row %		PC	NDP	Liberal	Greens	Other	Raw	Weighted
Region	Ontario	35%	34%	24%	5%	2%	2326	2312
	Toronto	35%	29%	30%	6%	1%	556	477
	GTHA	37%	33%	23%	5%	2%	809	917
	East	37%	24%	35%	2%	2%	388	342
	Southwest	34%	48%	13%	4%	2%	465	440
	North	34%	38%	17%	8%	3%	108	137
Sex	Male	41%	31%	23%	4%	2%	1063	1158
	Female	30%	38%	25%	5%	1%	1263	1154
Age	18 - 29	22%	34%	33%	9%	2%	314	461
	30 - 44	33%	38%	20%	6%	2%	635	547
	45 - 59	40%	29%	26%	2%	2%	682	601
	60 and over	42%	35%	19%	3%	1%	695	703
Education	HS or less	32%	35%	25%	5%	1%	534	826
	College	36%	37%	20%	5%	2%	936	761
	University	38%	29%	27%	4%	2%	856	725
2014 Provincial Vote	OLP	17%	28%	52%	2%	1%	696	688
	PC	83%	10%	5%	1%	1%	629	563
	NDP	13%	81%	3%	2%	1%	428	409
	Green	19%	22%	14%	43%	2%	74	73
	Other	67%	7%	6%	0%	20%	15	21
	Did not vote	24%	33%	28%	11%	4%	306	368
	Unsure	33%	37%	23%	6%	2%	178	190