

6-71 Bank Street
Ottawa, Ontario, Canada
K1P 5N2

Toll free: 1-888-757-1119

abacusdata.ca

MEMORANDUM

From: David Coletto
Re: Detailed Results, Latest ONPulse Survey
Date: May 27, 2018

METHODOLOGY

The survey was conducted online with 800 Ontarians aged 18 and over from May 25 to 26, 2018. 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 +/- 3.5%, 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 %		NDP	PC	Liberal	Greens	Other	Undecided	Raw	Weighted
Region	Ontario	31%	27%	19%	4%	2%	18%	800	800
	Toronto	25%	29%	26%	3%	0%	16%	191	168
	GTHA	30%	28%	20%	4%	1%	17%	275	312
	East	28%	23%	21%	2%	3%	23%	138	120
	Southwest	37%	29%	12%	6%	1%	14%	164	152
	North	40%	23%	7%	0%	6%	24%	32	48
Sex	Male	28%	33%	19%	3%	1%	16%	400	392
	Female	33%	22%	20%	4%	2%	19%	400	408
Age	18 - 29	37%	11%	24%	5%	1%	22%	116	152
	30 - 44	26%	32%	20%	6%	3%	13%	192	192
	45 - 59	33%	25%	21%	2%	0%	19%	236	224
	60 and over	29%	36%	14%	3%	2%	16%	256	232
Education	HS or less	29%	27%	18%	2%	2%	22%	207	304
	College	36%	26%	16%	5%	1%	16%	296	264
	University	28%	30%	24%	4%	0%	14%	297	232
2014 Provincial Vote	OLP	33%	14%	42%	1%	0%	9%	241	236
	PC	9%	83%	3%	0%	0%	5%	184	161
	NDP	70%	10%	7%	3%	0%	11%	114	118
	Green	37%	16%	2%	31%	6%	8%	27	30
	Other	71%	0%	0%	0%	0%	29%	4	5
	Did not vote	27%	16%	17%	5%	5%	30%	149	169
	Unsure	14%	10%	15%	7%	2%	51%	81	82

DECIDED RESPONDENTS

Row %		NDP	PC	Liberal	Greens	Other	Raw	Weighted
Region	Ontario	37%	33%	23%	4%	2%	668	659
	Toronto	30%	34%	32%	3%	0%	157	140
	GTHA	36%	33%	24%	5%	1%	232	260
	East	37%	30%	27%	2%	4%	110	92
	Southwest	43%	34%	14%	7%	1%	144	131
	North	52%	30%	10%	0%	8%	25	36
Sex	Male	34%	39%	22%	3%	2%	335	328
	Female	41%	27%	25%	6%	2%	333	332
Age	18 - 29	48%	14%	31%	6%	2%	95	118
	30 - 44	30%	37%	23%	7%	3%	167	167
	45 - 59	40%	31%	26%	2%	0%	189	180
	60 and over	34%	43%	17%	3%	2%	217	194
Education	HS or less	37%	34%	23%	3%	3%	161	236
	College	42%	31%	19%	6%	2%	251	223
	University	33%	34%	28%	5%	0%	256	200
2014 Provincial Vote	OLP	37%	15%	47%	1%	0%	217	213
	PC	10%	87%	3%	0%	0%	176	153
	NDP	78%	11%	7%	3%	0%	101	105
	Green	40%	17%	2%	34%	7%	25	27
	Other	100%	0%	0%	0%	0%	2	4
	Did not vote	38%	23%	25%	7%	7%	107	118
	Unsure	29%	20%	31%	15%	4%	40	40