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ONTARIO LANDSCAPE STABILIZES AS SUMMER HITS

FEDERAL AND PROVINCIAL PARTY BRANDS UNUSUALLY BLURRED IN ONTARIO

[Ottawa – July 19, 2013] – After an exciting few months that saw the Ontario Liberals vaulted from last place to first to second to first again, it appears that Ontario’s political landscape is beginning to settle as Canadians break for the summer. While the five-point lead enjoyed by the Ontario Liberals in May has discreetly shrunk to a slightly less comfortable three-point margin, the overall picture has remained relatively stable.

The Ontario Liberals lead their Progressive Conservative rivals 31.9 to 28.9. The NDP, meanwhile, is enjoying a modest rebound after watching their support gradually slide over three consecutive polls and the party now sits at 25.9 points. The Greens are at 9 per cent and have not budged since the last election.

HIGHLIGHTS

- **Ontario provincial vote intention:**
 - ▣ **31.9% Liberal**
 - ▣ **28.9% Progressive Conservative**
 - ▣ **25.9% NDP**
 - ▣ **9.4% Green Party**
 - ▣ **4.0% Other**

Please note that the methodology is provided at the end of this document.



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Turning to the demographic highlights, the Ontario Liberals have opened up a sizeable lead with women and the party would likely be looking at a majority government if men were barred from voting. Men, however, have centred around the Progressive Conservative Party and there is a twelve point gap between Progressive Conservative supporters who identify themselves as female and those who identify themselves as male.

Elsewhere, the Liberals are holding their lead among university graduates while the Progressive Conservatives continue to lead the high school and college educated cohorts. The Liberals do very well with seniors, but are failing to capitalize on Ontario’s’ younger generations, who seem to be exploring political alternatives such as the NDP and the Green Party.

One last point worth mentioning is that the Ontario voter landscape is unusually twinned to the federal landscape. Both the provincial and federal Liberal parties have seen their leads narrow in the last two months. Furthermore, all four parties are sitting at numbers comparable to those of their federal counterparts and the underlying demographic patterns are quite similar. It will be interesting to see whether these patterns will hold over the coming months. If so, this could signal that Ontarians are beginning to associate themselves less and less with parties and individual politicians, and more and more with political “brands”. The implications of this change are unclear, but either way, it deserves further study.



Top Line Results:

Ontario vote intention

Q. If a provincial election were held tomorrow, which party would you vote for?

Provincial results



2011 Ontario Election Results



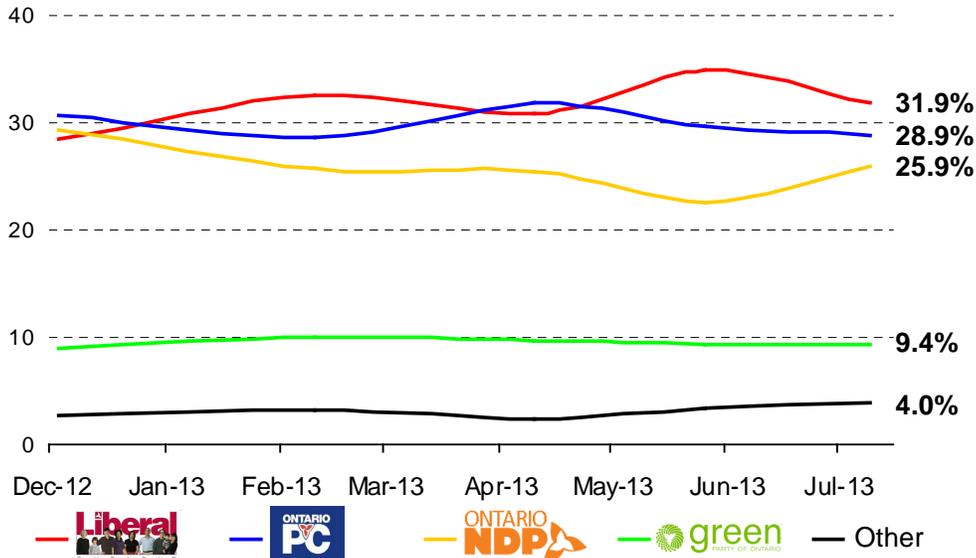
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 13.0% of respondents are undecided.

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BASE: Ontario residents; July 4-9, 2013 (n=830)

Ontario vote intention

Q. If a provincial election were held tomorrow, which party would you vote for?



Note: The data on provincial vote intention are based on decided and leaning voters only.

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BASE: Ontario residents; most recent data point July 4-9, 2013 (n=830)

Detailed Tables:

Provincial Vote Intention: Ontario							
<i>Q. If a provincial election were held tomorrow, which party would you vote for? [If undecided] Even if you do not have a firm idea, are you leaning towards a party? [If yes] As it stands, towards which party are you leaning?</i>							
					Other	Sample Size	Margin of Error (+/-)
OVERALL	31.9%	25.9%	28.9%	9.4%	4.0%	709	3.7
REGION							
Toronto/Core GTA	36.1%	23.4%	28.5%	8.3%	3.7%	207	6.8
Suburban GTA	30.4%	24.7%	30.5%	9.3%	5.1%	157	7.8
Southwest Ontario	31.6%	31.4%	26.7%	8.6%	1.7%	150	8.0
Ottawa and Eastern Ontario	18.3%	29.8%	30.3%	17.0%	4.7%	80	11.0
Northeast and Central Ontario	41.6%	23.4%	26.5%	6.1%	2.5%	95	10.1
Northwest Ontario	35.1%	19.6%	15.4%	18.9%	11.0%	20	21.9
GENDER							
Male	28.2%	24.2%	34.4%	7.5%	5.7%	389	5.0
Female	36.6%	28.0%	21.9%	11.8%	1.6%	315	5.5
AGE							
<25	24.4%	29.3%	19.5%	19.5%	7.3%	41	15.3
25-44	30.9%	25.0%	25.9%	14.1%	4.1%	171	7.5
45-64	31.5%	28.6%	30.4%	6.4%	3.2%	283	5.8
65+	38.8%	20.4%	36.5%	1.4%	2.8%	211	6.8
EDUCATION							
High school or less	23.7%	27.0%	32.7%	10.8%	5.8%	184	7.2
College or CEGEP	24.5%	24.9%	29.9%	16.2%	4.5%	211	6.8
University or higher	41.8%	26.0%	25.9%	4.2%	2.1%	311	5.6
COUNTRY OF BIRTH							
Canada	33.1%	26.3%	27.2%	10.0%	3.4%	544	4.2
Other	27.8%	24.3%	35.1%	7.4%	5.5%	164	7.7
FEDERAL VOTE INTENTION							
Liberal Party	68.7%	16.1%	10.9%	3.7%	0.6%	230	6.5
Conservative Party	11.5%	9.2%	75.8%	0.7%	2.8%	207	6.8
NDP	14.1%	69.7%	5.8%	7.8%	2.6%	150	8.0
Green Party	17.4%	14.1%	6.3%	62.2%	0.0%	52	13.6
Other	14.4%	4.9%	15.5%	0.0%	65.2%	16	24.5

Methodology:

This study was conducted using Interactive Voice Response (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with a landline and cell phone, as well as cell phone only households and landline only households. This methodology is not to be confused with the increasing proliferation of non-probability opt-in online panels which have recently been incorrectly reported in major national media with inappropriate margin of error estimates.

The field dates for this survey are July 4-9, 2013. In total, a random sample of 830 Ontario residents aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-3.4 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as sex, age, education and region). All the data have been statistically weighted to ensure the sample's composition reflects that of the actual population of Canada according to Census data.