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35.9 vs. 35.9: IT'S A VIRTUAL DEADLOCK AS WE APPROACH E-DAY

[Ottawa – June 9, 2014] – In our rolling poll of the last three days, the new normal of the campaign has emerged – a dead heat between Wynne’s Liberals and Hudak’s PCs. In fact, in the 1,331 randomly sample voters that we interviewed, exactly the same proportion picked Hudak as picked Wynne. This sees the Ontario Liberals surrendering a pretty stable roughly five-point advantage they had sustained for most of the campaign. It also sees the surge that we saw on Thursday for Hudak (a seven-point advantage in that day of polling) revert to an exact deadlock. Where things go from here is highly uncertain but with no further changes we predict that Wynne appears to have a significant advantage among those citizens who we think will actually show up on Thursday. We do, however, expect some final twists in what has been a very tight contest from the outset.

The demographic patterns have remained stable over the last few days, strengthening the evidence that Wynne has indeed lost her advantage with those ages 45-64. This should be particularly troubling for the Liberals, as Baby Boomers are an invaluable voter base, given their propensity to show up and vote on Election Day. On a more positive note for the Liberals, they continue to lead handily in the Greater Toronto Area, which was key to their victory in 2011.

Finally, we are offering up our tracking on emotions towards Kathleen Wynne’s Liberal government. The results reveal a great deal of stability. Wynne’s supporters have largely remained hopeful throughout the campaign while her opponents have alternated between expressions of anger and discouragement. NDP supporters continue to lean heavily towards discouragement, which may give a comparative advantage to the Liberals and the PCs, as hope and anger are far more effective in terms of motivating voters.

The bottom line is we do not know which party is going to win on June 12th. The weekend provided absolutely no guidance aside from reinforcing the conclusion that the Liberals and the

HIGHLIGHTS

- **Ontario provincial vote intention:**
 - ☒ **35.9% Liberal**
 - ☒ **35.9% Progressive Conservative**
 - ☒ **17.6% NDP**
 - ☒ **7.7% Green Party**
 - ☒ **2.8% Other**

- **Likely voters:**
 - ☒ **42.2% Liberal**
 - ☒ **35.4% Progressive Conservative**
 - ☒ **13.9% NDP**
 - ☒ **6.4% Green Party**
 - ☒ **2.0% Other**

- **Emotions towards current government:**
 - ☒ **28.9% Hopeful**
 - ☒ **26.9% Angry**
 - ☒ **24.1% Discouraged**
 - ☒ **9.8% Happy**

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

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PCs are in a virtual dead heat. Our likely voter model is a good guess and offers valuable insights into the varying levels of commitment between the supporters of different parties, but we know that our methodology is sound and we are confident that our unadjusted numbers are accurate.

Top Line Results:

Ontario vote intention

Q. How do you plan to vote in the upcoming provincial election on June 12th?*

Provincial results



Likely voter model



2011 Ontario Election Results



*Respondents were also asked if they had already voted. Figures include the responses of those who voted in advance polls or by special ballot.

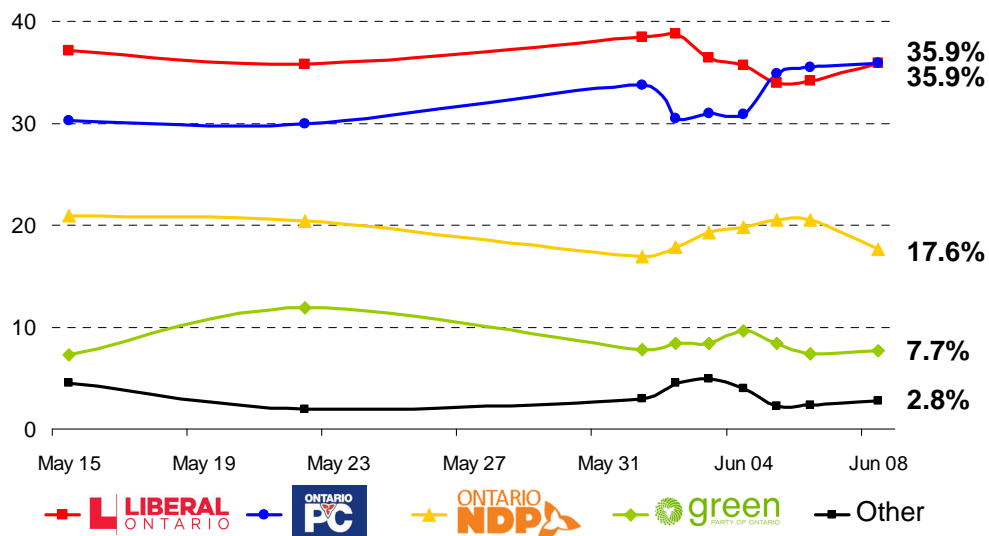
Note: Based on decided and leaning voters only.

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BASE: Residents of Ontario; June 6-8, 2014 (n=1,331)

Daily tracking of Ontario vote intention

Q. How do you plan to vote in the upcoming provincial election on June 12th?*



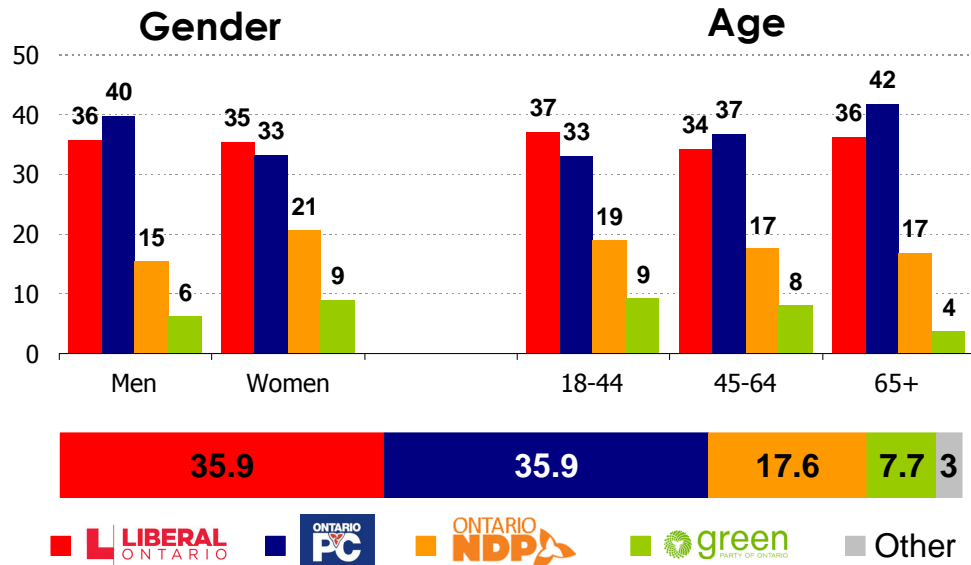
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BASE: Residents of Ontario; most recent data point June 6-8, 2014 (n=1,331)

Vote intention by gender/age

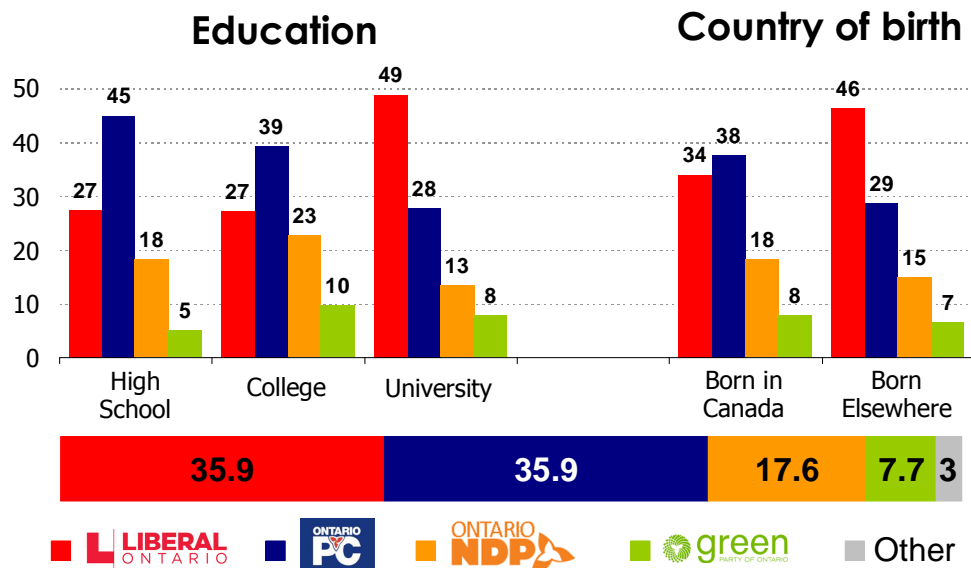
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Vote intention by other demographics

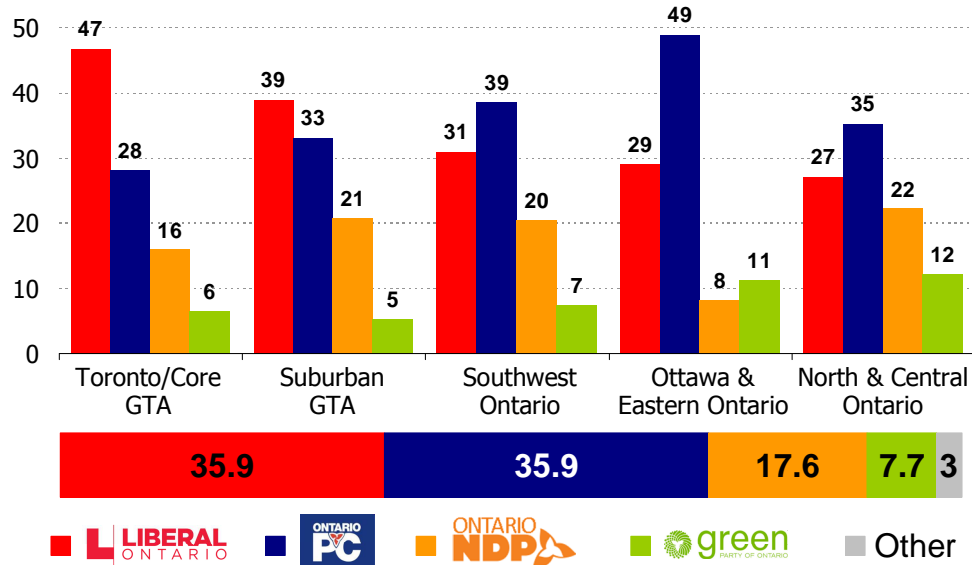
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Ontario vote intention by region

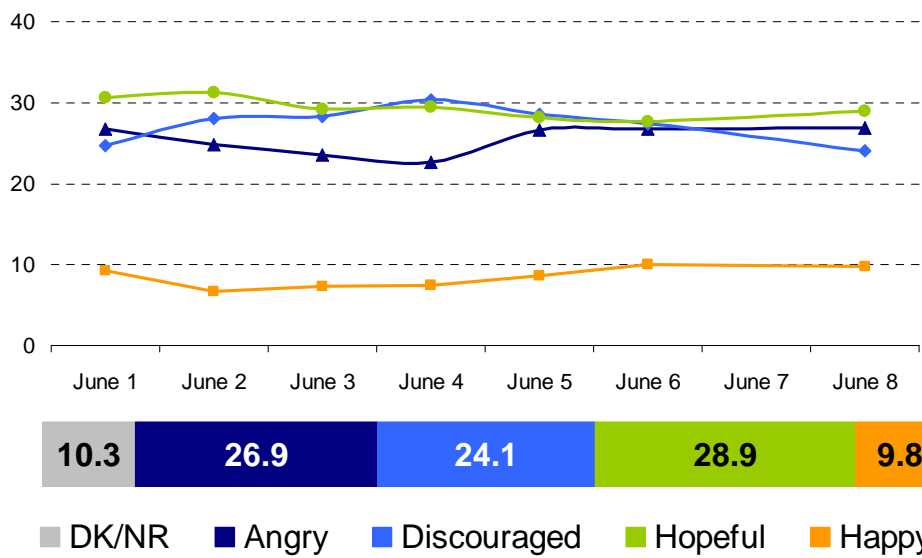
Q. How do you plan to vote in the upcoming provincial election on June 12th?*



*Respondents were also asked if they had already voted. Figures include the responses of those who voted in advance polls or by special ballot. Copyright 2014. No reproduction without permission. **BASE:** Residents of Ontario; June 6-8, 2014 (n=1,331)





Emotions towards current government

Q. When thinking about Kathleen Wynne's Liberal government, which of the following emotions best describes how you feel?



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Detailed Tables:

Provincial Vote Intention: Ontario							
<i>Q. Thinking about the upcoming provincial election on June 12th, have you already voted either at an advance poll or by special ballot?</i>							
<i>[IF YES] How did you vote in this election?</i>							
<i>[IF NO] How do you plan to vote in the upcoming provincial election on June 12th?</i>							
<i>[If undecided] Even if you do not have a firm idea, are you leaning towards a party?</i>							
<i>[If yes] As it stands, towards which party are you leaning?</i>							
					Other	Sample Size	Margin of Error (+/-)
OVERALL	35.9%	35.9%	17.6%	7.7%	2.8%	1121	2.9
REGION							
Toronto/Core GTA	46.7%	28.1%	15.9%	6.4%	3.0%	253	6.2
Suburban GTA	38.8%	33.0%	20.7%	5.2%	2.4%	288	5.8
Southwest Ontario	30.9%	38.6%	20.4%	7.3%	2.8%	234	6.4
Ottawa and Eastern Ontario	29.0%	48.9%	8.2%	11.1%	2.8%	209	6.8
NE/Central/NW Ontario	27.1%	35.3%	22.1%	12.0%	3.5%	137	8.4
GENDER							
Male	35.6%	39.6%	15.3%	6.2%	3.4%	580	4.1
Female	35.4%	33.1%	20.5%	8.8%	2.2%	523	4.3
AGE							
<45	37.1%	32.9%	18.7%	9.1%	2.2%	208	6.8
45-64	34.1%	36.7%	17.4%	8.0%	3.8%	449	4.6
65+	36.1%	41.6%	16.7%	3.5%	2.0%	452	4.6
EDUCATION							
High school or less	27.4%	44.9%	18.3%	5.0%	4.3%	215	6.7
College or CEGEP	27.2%	39.2%	22.5%	9.6%	1.4%	321	5.5
University or higher	48.7%	27.6%	13.3%	7.7%	2.7%	567	4.1
COUNTRY OF BIRTH							
Canada	34.0%	37.5%	18.2%	7.8%	2.5%	881	3.3
Other	46.2%	28.6%	14.7%	6.5%	4.0%	234	6.4

Emotions towards Current Government

Q. When thinking about Kathleen Wynne's Liberal government, which of the following emotions best describes how you feel?

	Angry	Discouraged	Happy	Hopeful	Other	Sample Size	Margin of Error (+/-)
OVERALL	26.9%	24.1%	9.8%	28.9%	10.3%	1331	2.7
REGION							
Toronto/Core GTA	27.9%	19.8%	12.1%	33.5%	6.7%	286	5.8
Suburban GTA	27.0%	22.4%	10.7%	28.7%	11.2%	337	5.3
Southwest Ontario	28.1%	22.6%	11.0%	24.7%	13.5%	296	5.7
Ottawa and Eastern Ontario	27.2%	30.1%	5.6%	28.2%	8.9%	240	6.3
NE/Central/NW Ontario	22.6%	30.3%	6.8%	29.6%	10.7%	172	7.5
GENDER							
Male	34.5%	23.2%	11.0%	27.1%	4.1%	635	3.9
Female	23.2%	27.9%	9.7%	32.8%	6.5%	603	4.0
AGE							
<45	26.5%	24.2%	13.0%	28.3%	8.0%	238	6.4
45-64	29.1%	27.5%	8.6%	31.7%	3.2%	494	4.4
65+	31.7%	24.5%	7.9%	32.6%	3.3%	507	4.4
EDUCATION							
High school or less	32.5%	23.8%	8.8%	25.9%	9.1%	265	6.0
College or CEGEP	31.1%	27.3%	10.2%	27.4%	4.0%	359	5.2
University or higher	22.4%	25.1%	11.8%	37.3%	3.5%	608	4.0
COUNTRY OF BIRTH							
Canada	29.6%	26.6%	9.6%	28.6%	5.6%	989	3.1
Other	22.6%	19.6%	12.8%	37.8%	7.2%	272	5.9
PROVINCIAL VOTE INTENTION							
Ontario Liberal Party	2.5%	7.7%	20.3%	68.1%	1.4%	435	4.7
Progressive Conservative	59.0%	30.4%	4.2%	4.3%	2.2%	399	4.9
Ontario NDP	30.7%	43.6%	7.9%	16.7%	1.1%	182	7.3
Green Party of Ontario	19.9%	33.0%	9.4%	31.3%	6.5%	72	11.6
Other	37.0%	38.0%	1.8%	7.5%	15.8%	33	17.1

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 June 6-8, 2014. In total, a random sample of 1,331 Ontario residents aged 18 and over responded to the survey (including a sub-sample of 1,121 decided voters). The margin of error associated with the total sample is +/-2.7 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 by **gender, age, education** to ensure the sample's composition reflects that of the actual population of Ontario according to Census data.