

OSHAWA PLANT CLOSURE LANDS WITH A LOUD BANG:

UNHAPPINESS WITH FORD HANDLING

[Ottawa – December 6, 2018] The closing of the GM assembly plant in Oshawa has aroused near-universal attention. Over 90 per cent of Ontarians say they are following this issue.

Awareness of Oshawa plant closure

Q. As you may have heard, General Motors recently announced its plan to shut down operations at its Oshawa assembly plant by the end of 2019. The closure will affect approximately 3,000 workers. How closely have you been following this development?

Ontario



BASE: Ontario residents; Nov. 30-Dec. 3, 2018, n=1,025, MOE +/- 3.1%, 19 times out of 20

Oshawa



BASE: Oshawa residents; Nov. 30-Dec. 3, 2018, n=240, MOE +/- 6.3%, 19 times out of 20

DK/NR Not at all Not very closely Somewhat closely Very closely

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Ontarians are naturally worried: 82 per cent registered at least some concern, with 42 per cent expressing a high degree of concern. Not surprisingly, the latter figure jumps to 56 per cent among those most affected by the plant's closure – residents of Oshawa.

Concern over Oshawa plant closure

Q. [IF FOLLOWING PLANT CLOSURE] Overall, how concerned are you about the Oshawa plant closure? Please use a five-point scale where 1 means not at all concerned, 5 means extremely concerned, and the midpoint, 3, means somewhat concerned.

Ontario



BASE: Ontario residents following plant closing; Nov. 30-Dec. 3, 2018, n=982, MOE +/- 3.1%, 19 times out of 20

Oshawa



BASE: Oshawa residents following plant closure ; Nov. 30-Dec. 3, 2018, n=232, MOE +/- 6.4%, 19 times out of 20

DK/NR
 Not concerned (1-2)
 Somewhat concerned (3)
 Concerned (4-5)

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Approval of Ford's handling of plant closure

Q. [IF FOLLOWING PLANT CLOSURE] All things considered, how strongly do you approve or disapprove of how Doug Ford is handling the Oshawa plant closure?

Ontario



BASE: Ontario residents following plant closure; Nov. 30-Dec. 3, 2018, n=982, MOE +/- 3.1%, 19 times out of 20

Oshawa



BASE: Oshawa residents following plant closure; Nov. 30-Dec. 3, 2018, n=232, MOE +/- 6.4%, 19 times out of 20

DK/NR
 Strongly disapprove
 Somewhat disapprove
 Somewhat approve
 Strongly approve

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Turning to how the public feel about Premier Ford's handling of the issue, we find that they are largely underwhelmed. More than half of Ontarians (56 per cent) – including nearly full two-thirds of Oshawa residents – say they disapprove of the Premier's handling. Negative sentiments are

particularly high among union members. Ford supporters are generally satisfied with how he is managing the situation (81 per cent), but satisfaction drops precipitously when we turn Liberals, Greens, and NDP voters (21 per cent, 20 per cent, and 14 per cent, respectively).

A six-month post-election check-up on the voter landscape

The usual honeymoon period appears enjoyed by most new governments appears to have either never happened or disappeared abruptly. Confidence in provincial direction is very low and confidence in the direction of the Queen’s Park government is lower still.

Direction of province/Ontario government

Direction of province

Q. First, all things considered, would you say the **province** is moving in the right direction or the wrong direction?



BASE: Ontario residents (half-sample); Nov. 30-Dec. 3, 2018, n=470, MOE +/- 4.5%, 19 times out of 20

Direction of Ontario government

Q. First, all things considered, would you say the **Government of Ontario** is moving in the right direction or the wrong direction?



BASE: Ontario residents (half-sample); Nov. 30-Dec. 3, 2018, n=555, MOE +/- 4.2%, 19 times out of 20

DK/NR Wrong direction Right direction

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Only one-third of Ontarians (34 per cent) approve of the direction of the provincial government. Disapproval is particularly acute among younger Ontarians (71 per cent), while women and the university educated are similarly underwhelmed (68 per cent and 66 per cent, respectively). Notably, two-thirds of Oshawians (66 per cent) register disapproval, which suggests that the handling of this issue is directly connected to the flagging Ford fortunes. Interestingly, one-quarter of Ford voters (26 per cent) give the government a failing grade in terms its direction. Among other party supporters, this figures stands at 67 to 90 per cent.

Turning to vote intention, the Conservatives have seen a six-point decline in their Election Day results and now have the support of just 34 per cent of voters. The Liberals, meanwhile, have recovered dramatically and find themselves at 28 per cent, while the NDP has dropped to third place at 26 per cent. It is also noteworthy that the Green Party is registering at nine per cent.

Ontario vote intention

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

EKOS Survey (November-December 2018)

(Changes since 2018 election below)



BASE: Ontario residents; Nov. 30-Dec. 3, 2018, n=1,025, MOE +/- 3.1%, 19 times out of 20

2018 Ontario Election Results



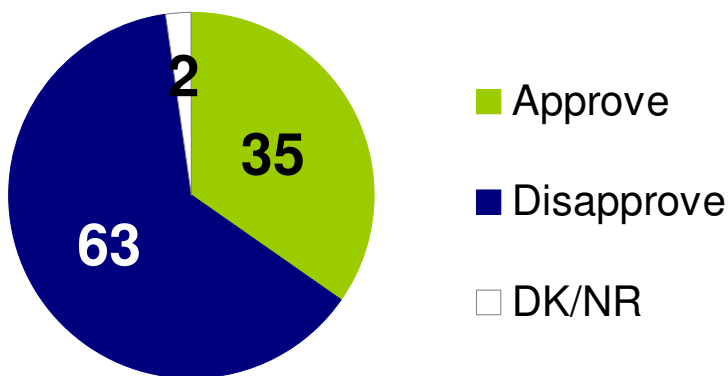
■ Progressive Conservative ■ NDP ■ Liberal ■ Green ■ Other

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Notably, Doug Ford's approval rating mirrors his vote share (35 per cent). His approval rating drops to a very low 25 per cent among women and 28 per cent among the university-educated. Ford's best performance is with men (46 per cent) and those with a college degree (43 per cent).

Approval: Doug Ford

Q. *Do you approve or disapprove of the way Doug Ford, Premier of Ontario and leader of the Progressive Conservative Party of Ontario, is handling his job?*



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BASE: Ontario residents; Nov. 30-Dec. 3, 2018, n=1,025, MOE +/- 3.1%, 19 times out of 20

Concluding remarks

The bottom line is that the plant closure has landed with a resounding thud that seems to be having a corrosive impact on Doug Ford's government and most Ontarians feel he is mishandling this issue.

Detailed Tables:

Direction of Province					
<i>Q. First, all things considered, would you say the province is moving in the right direction or the wrong direction?</i>					
	Right direction	Wrong direction	DK/NR	Sample Size	Margin of Error (+/-)
PROVINCIALY	36.5%	58.1%	5.4%	470	4.5
REGION					
Oshawa	27.4%	68.6%	4.0%	104	9.6
Rest of Ontario	36.8%	57.8%	5.4%	366	5.1
GENDER					
Male	42.4%	50.6%	7.0%	221	6.6
Female	30.7%	65.5%	3.8%	236	6.4
AGE					
<35	24.7%	68.4%	6.9%	42	15.1
35-49	47.4%	49.0%	3.6%	77	11.2
50-64	36.8%	60.4%	2.8%	142	8.2
65+	39.0%	53.2%	7.8%	204	6.9
EDUCATION					
High school or less	44.2%	47.2%	8.6%	101	9.8
College or CEGEP	44.3%	49.4%	6.3%	150	8.0
University or higher	28.2%	68.6%	3.2%	213	6.7
UNION MEMBERSHIP					
Union member	28.1%	64.3%	7.6%	101	9.8
Other Ontarians	40.2%	55.8%	4.0%	364	5.1
ONTARIO VOTE INTENTION					
Liberal	22.1%	74.0%	3.9%	119	9.0
Progressive Conservative	78.0%	17.9%	4.1%	172	7.5
NDP	3.0%	89.8%	7.3%	91	10.3
Green	10.6%	84.5%	4.9%	40	15.5

Direction of Ontario Government

Q. First, all things considered, would you say the Government of Ontario is moving in the right direction or the wrong direction?

	Right direction	Wrong direction	DK/NR	Sample Size	Margin of Error (+/-)
PROVINCIALY	34.2%	61.9%	3.9%	555	4.2
REGION					
Oshawa	32.6%	65.7%	1.7%	136	8.4
Rest of Ontario	34.3%	61.8%	3.9%	419	4.8
GENDER					
Male	41.3%	54.9%	3.8%	296	5.7
Female	28.0%	68.3%	3.8%	249	6.2
AGE					
<35	27.1%	71.0%	2.0%	48	14.1
35-49	38.4%	57.5%	4.0%	86	10.6
50-64	33.2%	63.2%	3.6%	174	7.4
65+	40.6%	52.5%	6.9%	244	6.3
EDUCATION					
High school or less	39.2%	53.4%	7.4%	119	9.0
College or CEGEP	35.9%	60.9%	3.2%	194	7.0
University or higher	30.9%	66.3%	2.8%	235	6.4
UNION MEMBERSHIP					
Union member	29.8%	66.7%	3.5%	120	9.0
Other Ontarians	36.7%	59.6%	3.7%	428	4.7
ONTARIO VOTE INTENTION					
Liberal	28.9%	66.5%	4.6%	141	8.3
Progressive Conservative	71.5%	26.1%	2.5%	201	6.9
NDP	8.9%	90.1%	1.0%	130	8.6
Green	5.1%	88.7%	6.3%	34	16.8

Ontario Vote Intention

Decided and leaning only

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?

	Liberal Party of Ontario	Progressive Conservative Party of Ontario	New Democratic Party of Ontario	Green Party of Ontario	Another party not listed here	Sample Size	Margin of Error (+/-)
PROVINCIALLY	28.0%	34.3%	26.1%	9.4%	2.3%	947	3.2
REGION							
Oshawa	21.6%	43.2%	27.5%	6.2%	1.5%	216	6.7
Rest of Ontario	28.1%	34.0%	26.0%	9.5%	2.3%	731	3.6
GENDER							
Male	23.3%	43.4%	23.7%	6.3%	3.4%	482	4.5
Female	33.0%	25.3%	28.2%	12.5%	1.0%	444	4.7
AGE							
<35	24.0%	27.1%	33.8%	11.1%	4.1%	81	10.9
35-49	29.4%	34.6%	23.2%	10.9%	2.0%	154	7.9
50-64	27.5%	36.2%	26.3%	8.1%	2.0%	292	5.7
65+	32.8%	40.2%	18.9%	7.5%	0.6%	413	4.8
EDUCATION							
High school or less	33.5%	32.0%	22.6%	8.5%	3.5%	189	7.1
College or CEGEP	17.4%	43.4%	28.4%	6.8%	4.1%	328	5.4
University or higher	33.0%	28.8%	26.0%	11.6%	0.5%	419	4.8
UNION MEMBERSHIP							
Union member	25.2%	29.5%	30.2%	11.5%	3.6%	206	6.8
Other Ontarians	29.2%	36.7%	23.9%	8.6%	1.7%	731	3.6

Approval: Doug Ford

Q. Do you approve or disapprove of the way Doug Ford, Premier of Ontario and leader of the Progressive Conservative Party of Ontario, is handling his job?

	Approve	Disapprove	DK/NR	Sample Size	Margin of Error (+/-)
PROVINCIALY	34.8%	63.1%	2.2%	1025	3.1
REGION					
Oshawa	37.5%	62.1%	0.5%	240	6.3
Rest of Ontario	34.7%	63.1%	2.2%	785	3.5
GENDER					
Male	45.5%	52.3%	2.2%	517	4.3
Female	24.8%	73.7%	1.4%	485	4.5
AGE					
<35	29.4%	68.5%	2.0%	90	10.3
35-49	38.4%	59.9%	1.8%	163	7.7
50-64	34.6%	62.5%	2.9%	316	5.5
65+	37.8%	60.8%	1.4%	448	4.6
EDUCATION					
High school or less	39.7%	58.6%	1.7%	220	6.6
College or CEGEP	43.1%	54.2%	2.7%	344	5.3
University or higher	27.7%	71.0%	1.3%	448	4.6
UNION MEMBERSHIP					
Union member	30.3%	67.2%	2.5%	221	6.6
Other Ontarians	37.0%	61.4%	1.6%	792	3.5
ONTARIO VOTE INTENTION					
Liberal	12.7%	87.3%	0.0%	260	6.1
Progressive Conservative	83.4%	15.6%	1.0%	373	5.1
NDP	7.7%	90.0%	2.3%	221	6.6
Green	4.3%	91.9%	3.7%	74	11.4

Awareness of Oshawa Plant Closure

Q. As you may have heard, General Motors recently announced its plan to shut down operations at its Oshawa assembly plant by the end of 2019. The closure will affect approximately 3,000 workers. How closely have you been following this development?

	Very closely	Somewhat closely	Not very closely	Not at all	DK/NR	Sample Size	Margin of Error (+/-)
PROVINCIALY	31.4%	45.2%	16.1%	7.0%	0.2%	1025	3.1
REGION							
Oshawa	55.6%	32.6%	7.6%	4.2%	0.0%	240	6.3
Rest of Ontario	30.8%	45.6%	16.3%	7.1%	0.2%	785	3.5
GENDER							
Male	36.8%	42.6%	14.4%	6.2%	0.0%	517	4.3
Female	26.3%	48.0%	17.8%	7.7%	0.1%	485	4.5
AGE							
<35	18.8%	42.3%	22.8%	16.1%	0.0%	90	10.3
35-49	28.7%	46.2%	19.9%	5.2%	0.0%	163	7.7
50-64	34.6%	50.8%	11.5%	3.2%	0.0%	316	5.5
65+	47.0%	41.7%	8.8%	1.7%	0.8%	448	4.6
EDUCATION							
High school or less	26.3%	42.7%	20.5%	10.0%	0.5%	220	6.6
College or CEGEP	30.8%	46.7%	16.0%	6.5%	0.0%	344	5.3
University or higher	34.4%	45.2%	14.4%	6.0%	0.0%	448	4.6
UNION MEMBERSHIP							
Union member	30.9%	43.9%	16.5%	8.4%	0.3%	221	6.6
Other Ontarians	31.8%	45.5%	16.2%	6.4%	0.1%	792	3.5
ONTARIO VOTE INTENTION							
Liberal	24.2%	48.2%	20.9%	6.8%	0.0%	260	6.1
Progressive Conservative	37.7%	45.4%	14.3%	2.3%	0.2%	373	5.1
NDP	36.6%	43.1%	14.3%	6.0%	0.0%	221	6.6
Green	24.4%	37.5%	27.7%	9.3%	1.1%	74	11.4

Concern over Oshawa Plant Closure

Q. [IF FOLLOWING PLANT CLOSURE] Overall, how concerned are you about the Oshawa plant closure? Please use a five-point scale where 1 means not at all concerned, 5 means extremely concerned, and the midpoint, 3, means somewhat concerned.

	Not concerned (1-2)	Somewhat concerned (3)	Concerned (4-5)	DK/NR	Sample Size	Margin of Error (+/-)
PROVINCIALY	16.8%	40.4%	42.2%	0.6%	982	3.1
REGION						
Oshawa	15.0%	27.6%	55.7%	1.7%	232	6.4
Rest of Ontario	16.8%	40.8%	41.8%	0.6%	750	3.6
GENDER						
Male	18.3%	38.8%	41.9%	1.0%	499	4.4
Female	14.8%	41.9%	43.1%	0.2%	463	4.6
AGE						
<35	23.5%	40.6%	34.6%	1.3%	77	11.2
35-49	15.1%	38.8%	45.5%	0.7%	153	7.9
50-64	15.4%	38.7%	46.0%	0.0%	306	5.6
65+	12.5%	43.9%	43.1%	0.6%	440	4.7
EDUCATION						
High school or less	11.3%	40.1%	45.8%	2.8%	207	6.8
College or CEGEP	12.8%	43.5%	43.7%	0.0%	332	5.4
University or higher	21.1%	38.8%	40.0%	0.1%	432	4.7
UNION MEMBERSHIP						
Union member	22.4%	32.9%	44.2%	0.6%	210	6.8
Other Ontarians	14.3%	43.6%	41.5%	0.6%	761	3.6
ONTARIO VOTE INTENTION						
Liberal	18.1%	39.6%	41.4%	0.8%	250	6.2
Progressive Conservative	22.2%	42.7%	35.1%	0.0%	363	5.1
NDP	12.4%	38.1%	49.2%	0.3%	215	6.7
Green	8.3%	49.5%	41.6%	0.6%	69	11.8

Approval of Ford's Handling of Plant Closure

Q. [IF FOLLOWING PLANT CLOSURE] All things considered, how strongly do you approve or disapprove of how Doug Ford is handling the Oshawa plant closure?

	Strongly disapprove	Somewhat disapprove	Somewhat approve	Strongly approve	DK/NR	Sample Size	Margin of Error (+/-)
PROVINCIALY	29.3%	27.0%	24.1%	16.4%	3.3%	982	3.1
REGION							
Oshawa	39.7%	25.0%	18.0%	15.3%	2.0%	232	6.4
Rest of Ontario	29.0%	27.0%	24.3%	16.4%	3.3%	750	3.6
GENDER							
Male	28.6%	23.7%	27.2%	19.0%	1.5%	499	4.4
Female	30.5%	29.7%	21.4%	13.7%	4.7%	463	4.6
AGE							
<35	26.8%	28.3%	26.8%	14.5%	3.6%	77	11.2
35-49	33.9%	21.2%	24.6%	20.3%	0.1%	153	7.9
50-64	28.3%	27.3%	22.3%	15.1%	7.1%	306	5.6
65+	28.0%	32.1%	22.7%	15.5%	1.7%	440	4.7
EDUCATION							
High school or less	29.9%	29.0%	29.7%	8.3%	3.1%	207	6.8
College or CEGEP	30.1%	22.6%	24.8%	21.1%	1.5%	332	5.4
University or higher	28.7%	29.5%	21.5%	16.6%	3.8%	432	4.7
UNION MEMBERSHIP							
Union member	35.6%	28.4%	20.4%	13.7%	1.9%	210	6.8
Other Ontarians	26.7%	26.6%	25.6%	17.7%	3.5%	761	3.6
ONTARIO VOTE INTENTION							
Liberal	38.9%	38.2%	20.7%	0.1%	2.2%	250	6.2
Progressive Conservative	4.2%	13.7%	35.5%	45.1%	1.6%	363	5.1
NDP	44.3%	37.3%	11.8%	2.3%	4.3%	215	6.7
Green	52.3%	21.6%	16.1%	4.0%	6.0%	69	11.8

Methodology:

This survey was conducted using High Definition Interactive Voice Response (HD-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 cellphone, as well as cellphone-only households and landline only households.

The field dates for this survey are November 30 to December 3, 2018. In total, a random sample of 1,025 residents of Ontario aged 18 and over responded to the survey, including a sub-sample of 240 Oshawa residents. The margin of error associated with the total sample is +/- 3.1 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 region, sex, age, education). All the data have been statistically weighted by **age, gender, and region** to ensure the sample's composition reflects that of the actual population of Canada according to Census data.

This survey was commissioned by Unifor.