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ONTARIO ANYONE'S GAME

[Ottawa – April 9, 2014] – Our latest Ontario poll will come as something of a disappointment for those hoping for some kind of dramatic shake-up in Ontario's horserace. While the Ontario NDP has picked up three points since July, nudging the Progressive Conservatives ever so gently down to third place, the overall picture remains largely stable. The Liberals are holding steady at 32 points, with the NDP sitting closely behind at 29 points. At 27 points, the Progressive Conservative Party remains well within striking distance of the first-place Liberals.

While the Progressive Conservative Party is five points behind the first-place Liberals, the underlying demographic patterns suggest a somewhat closer race. The Progressive Conservatives lead with seniors (i.e., those 65 and up), a group that impressively outperforms other age groups in terms of voter turnout. In contrast, the Ontario NDP draws much of their support from the Gen X cohort, a group that, while not completely disengaged from politics, has a lower propensity to actually show up and vote on Election Day.

The Progressive Conservatives lead with men, although they struggle to find ground among women, where the Ontario Liberals lead quite handily. The NDP leads among college graduates, while the Liberals would likely be looking at a majority government if voting were restricted to university graduates. The Liberals also do very well with immigrants.

Finally, it is worth taking a look at the correlation between federal and provincial party support. Perhaps not surprisingly, provincial party support is heavily linked to federal vote intention. Indeed, the Ontario Liberals draw 82 per cent of their support from federal Liberal voters. Similarly, the Progressive Conservative base is made up predominantly of federal Conservative supporters (73 per cent). The Ontario NDP, while relying heavily on the supporters of its federal counterpart, has been successful in drawing some federal Liberals into its ranks.

In short, Ontario is very much up for grabs in a tightly-clustered three-way race.

HIGHLIGHTS

- **Ontario provincial vote intention:**
 - **32.3% Liberal**
 - **29.0% NDP**
 - **27.4% Progressive Conservative**
 - **8.3% Green Party**
 - **3.1% Other**

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



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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



Other

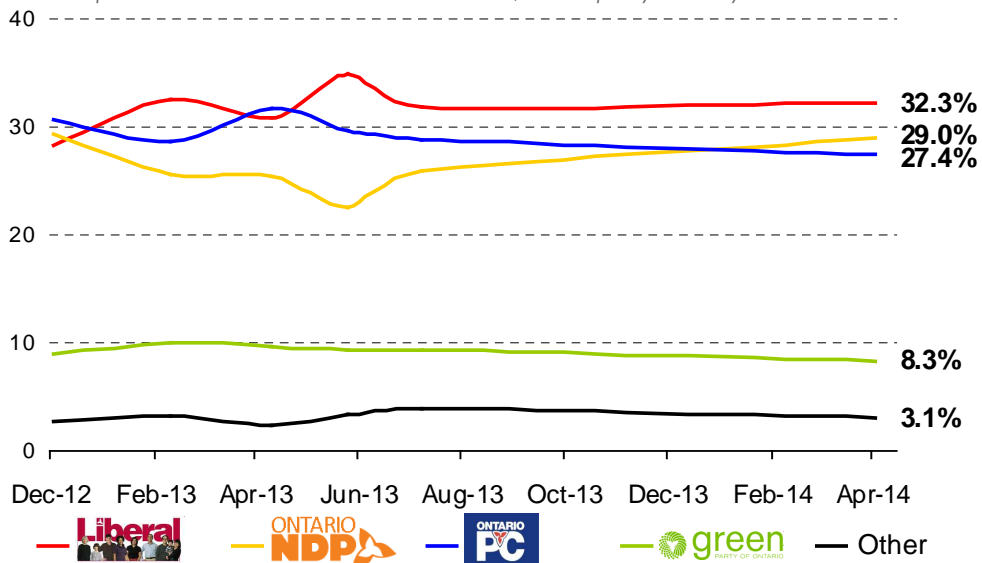
Note: The data on federal vote intention are based on decided and leaning voters only. Our survey also finds that 18.0% of respondents are undecided.

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BASE: Residents of Ontario; March 27-April 3, 2014 (n=1,234)

Ontario vote intention

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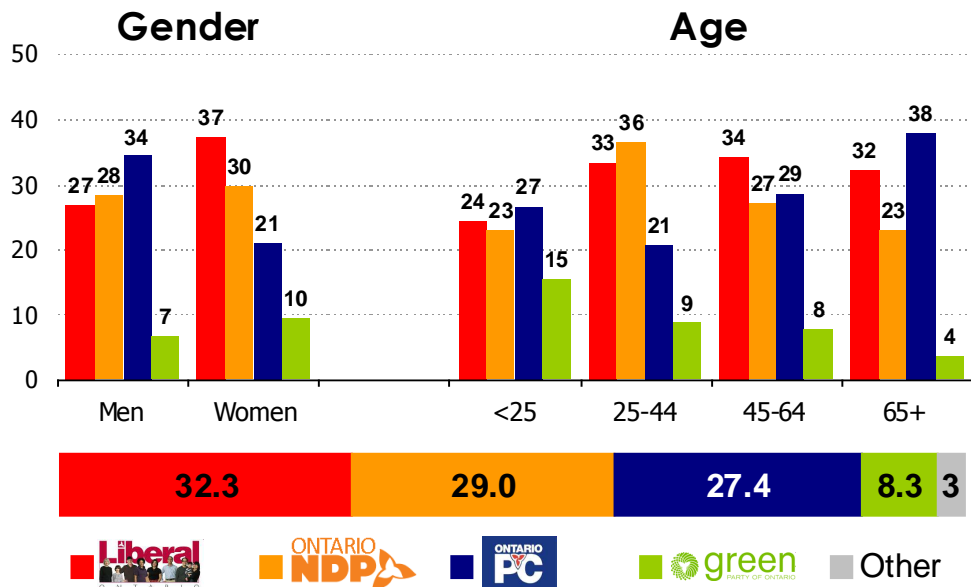
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Ontario vote intention by gender/age

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

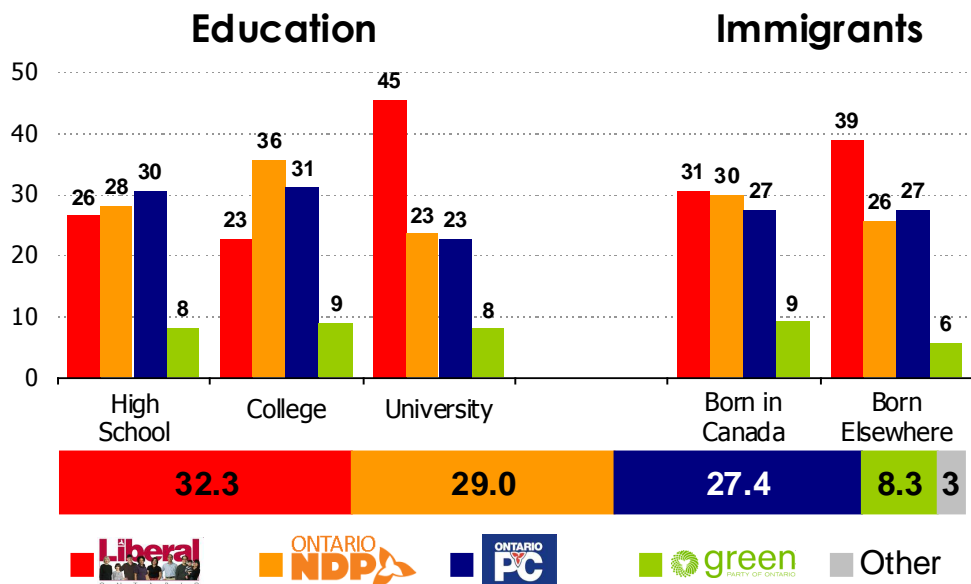


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Ontario vote intention by other demographics

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



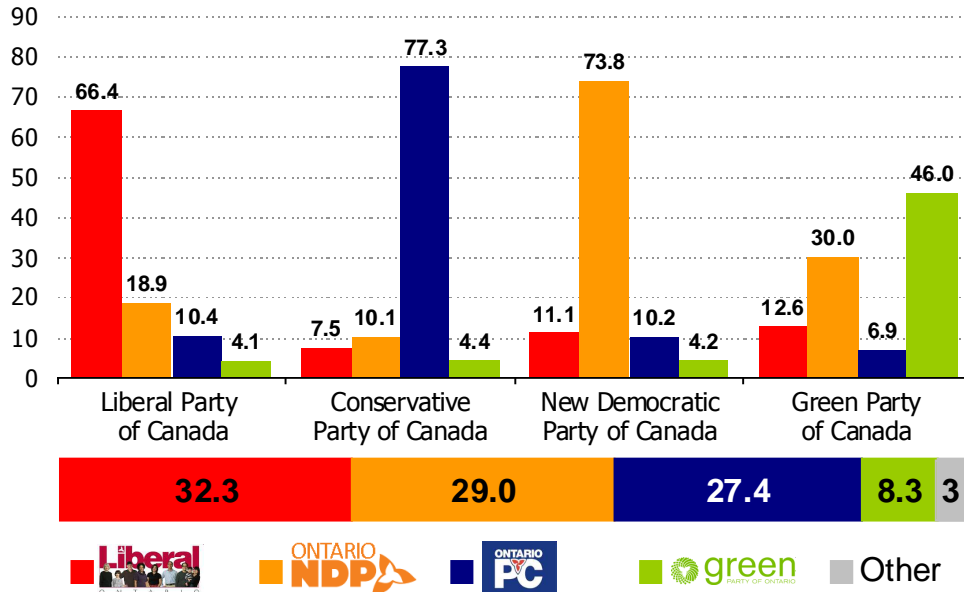
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Ontario vote intention by federal party support

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



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Composition of Ontario party support

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

Ontario Liberal Party



Ontario NDP



Progressive Conservative Party of Ontario







Green Party of Ontario



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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	32.3%	29.0%	27.4%	8.3%	3.1%	1000	3.1
REGION							
Toronto/Core GTA	39.7%	26.6%	24.1%	7.2%	2.4%	313	5.5
Suburban GTA	29.5%	29.0%	33.7%	4.7%	3.1%	213	6.7
Southwest Ontario	24.8%	30.5%	27.8%	14.2%	2.7%	167	7.6
Ottawa and Eastern Ontario	33.4%	25.9%	27.8%	9.8%	3.0%	188	7.2
Northeast and Central Ontario	22.5%	41.5%	24.9%	4.8%	6.2%	96	10.0
Northwest Ontario	37.6%	28.0%	20.9%	10.9%	2.6%	23	20.4
GENDER							
Male	26.9%	28.2%	34.3%	6.8%	3.8%	571	4.1
Female	37.3%	29.8%	21.0%	9.6%	2.4%	421	4.8
AGE							
<25	24.4%	23.0%	26.5%	15.3%	10.7%	48	14.1
25-44	33.3%	36.4%	20.7%	8.8%	0.8%	230	6.5
45-64	34.2%	27.1%	28.5%	7.7%	2.5%	402	4.9
65+	32.3%	23.0%	37.7%	3.5%	3.6%	312	5.6
EDUCATION							
High school or less	26.4%	28.1%	30.4%	8.1%	7.0%	217	6.7
College or CEGEP	22.7%	35.5%	30.9%	8.8%	2.1%	300	5.7
University or higher	45.3%	23.4%	22.5%	7.9%	0.9%	475	4.5
COUNTRY OF BIRTH							
Canada	30.5%	29.8%	27.4%	9.0%	3.3%	774	3.5
Other	38.9%	25.8%	27.4%	5.7%	2.2%	221	6.6
FEDERAL VOTE INTENTION							
Liberal Party	66.4%	18.9%	10.4%	4.1%	0.2%	400	4.9
Conservative Party	7.5%	10.1%	77.3%	4.4%	0.6%	269	6.0
NDP	11.1%	73.8%	10.2%	4.2%	0.8%	194	7.0
Green Party	12.6%	30.0%	6.9%	46.0%	4.5%	73	11.5
Other	13.7%	11.7%	13.0%	0.0%	61.7%	21	21.4

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 March 27-April 3, 2014. In total, a random sample of 1,234 Ontario residents aged 18 and over responded to the survey (including a sub-sample of 1,000 decided voters). The margin of error associated with the total sample is +/-2.8 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, and education** to ensure the sample's composition reflects that of the actual population of Ontario according to Census data.