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NDP FADING AT CRITICAL POINT IN OTHERWISE UNCLEAR ONTARIO POLITICAL LANDSCAPE

WYNNE SHOWING SURPRISING RESILIENCE IN FACE OF CURRENT CHALLENGES

[Ottawa – May 2, 2014] – In our latest poll, it appears that not one of Ontario's three major parties have any real incentive to call an election. The Liberals and the Progressive Conservatives are both sitting slightly below their 2011 election results at 35 and 32 points, respectively. At 22 points, however, the NDP are down 7 points over last month's poll.¹

The demographic patterns are stable but important. Progressive Conservative support is concentrated among older voters who, election after election, have consistently outperformed younger generations in terms of voter turnout. This will prove to be a major advantage in a

HIGHLIGHTS

Ontario provincial vote intention:

¤ 34.7% Liberal

¤ 31.6% Progressive Conservative

¤ 22.2% NDP

¤ 9.4% Green Party

¤ 2.0% Other

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



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province that has been probing record lows in terms of turnout. The Liberals lead handily with women, but are struggling to keep pace with the Progressive Conservatives among men. As with their federal counterparts, the Liberals hold a daunting lead among university graduates, while the Progressive Conservatives lead among the high school and college educated. Regionally, the Liberals lead in the Greater Toronto Area while the Progressive Conservatives do very well in Eastern and Southwest Ontario.

What is quite interesting about the Ontario political arena is how closely party support mirrors that at the federal level. The vast majority of Progressive Conservative voters (84 per cent) hail from the ranks of the federal Conservatives. Eight in ten Wynne Liberals (79 per cent) are also Trudeau Liberals. The Ontario NDP is predominantly made up of federal NDP voters, although nearly a quarter of their base comes from the federal Liberals.

Finally, it is worth noting the NDP's inability to make any headway in Ontario coincides with the NDP's decline at the federal level. In 2011, things were looking bright for the NDP. The Ontario party had captured the largest number of seats in almost a decade, while their federal counterparts enjoyed their best election result in history. Today, however, it seems as though the Ontario NDP have stalled, while their federal counterparts have tumbled to a distant third place. Combined, these developments may be a sign of larger brand issues throughout the country. In either case, it will be worth keeping an eye on.

¹ EKOS Research Associates, "Ontario Anyone's Game", April 9, 2014. Available online at: http://goo.gl/UiC6Ud



All in all, the fact that Kathleen Wynne have kept the Liberals at 35 points despite the recent barrage of criticism over the gas plant scandal bodes well for her (even though the party is down somewhat from the last election). On the other hand, the Progressive Conservatives have shown some recent rebound and have re-captured their second place standing. Furthermore, given their comparative advantage with older voters, they may very be in a position to eek out a narrow victory should an election be called in the near future. The party which seems to have the least clear upside is the NDP which is moving backward – not forward – at this critical time when Andrea Horwath must decide between supporting the Liberal budget or forcing an election.

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

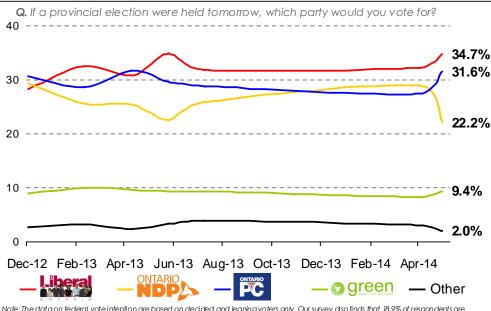


Note: The data on federal vote intention are based on decided and leaning voters only. Our survey dso finds that 18.9% of respondents are undecided.

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BASE: Residents of Ontario; April 25 - May 1, 2014 (n=1,576)

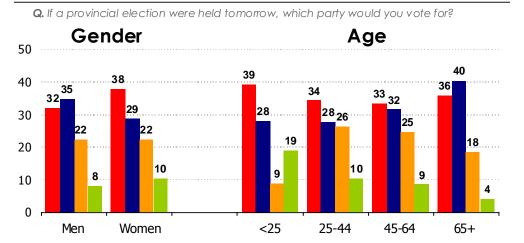
Ontario vote intention



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Ontario vote intention by gender/age



31.6

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34.7

BASE: Residents of Ontario; April 25 - May 1, 2014 (n=1,576)

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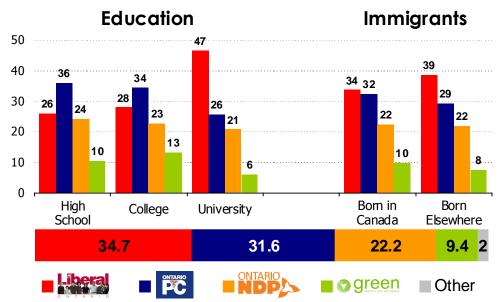
22.2

9.4

Other

Ontario vote intention by other demographics

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

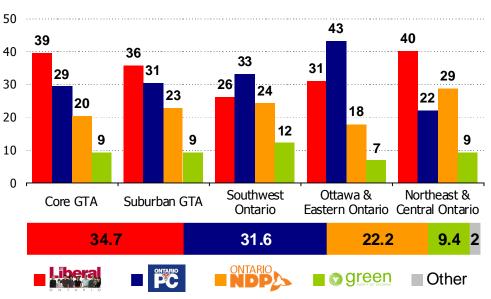


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Ontario vote intention by region

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

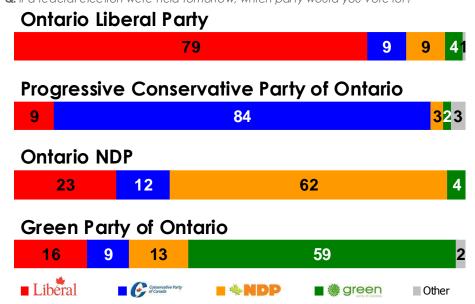


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Composition of Ontario party support

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



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Detailed Tables:

Provincial Vote Intention: Ontario

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 ON TARIO	PC	ONTARIO	green PARTY OF ONTARIO	Other	Sample Size	Margin of Error (+/-)
OVERALL	34.7%	31.6%	22.2%	9.4%	2.0%	1286	2.7
REGION							
Toronto/Core GTA	39.4%	29.4%	20.2%	9.1%	1.9%	334	5.4
Suburban GTA	35.6%	30.5%	22.9%	9.1%	1.9%	301	5.7
Southwest Ontario	26.3%	33.1%	24.3%	12.1%	4.3%	249	6.2
Ottawa and Eastern Ontario	30.8%	43.1%	17.7%	6.9%	1.6%	232	6.4
Northeast and Central Ontario	40.1%	22.0%	28.7%	9.2%	0.0%	139	8.3
Northwest Ontario	41.1%	22.6%	23.9%	12.4%	0.0%	31	17.6
GENDER							
Male	31.8%	34.7%	22.4%	8.2%	2.9%	697	3.7
Female	37.8%	28.7%	22.2%	10.2%	1.2%	577	4.1
AGE							
<25	39.2%	27.9%	8.9%	19.2%	4.9%	47	14.3
25-44	34.3%	27.7%	26.4%	10.3%	1.3%	224	6.6
45-64	33.2%	31.5%	24.6%	8.5%	2.1%	535	4.2
65+	35.7%	40.3%	18.4%	4.0%	1.5%	469	4.5
EDUCATION							
High school or less	26.1%	35.8%	24.0%	10.3%	3.7%	322	5.5
College or CEGEP	27.9%	34.4%	22.6%	13.1%	2.0%	390	5.0
University or higher	46.5%	25.7%	20.8%	6.0%	0.9%	563	4.1
COUNTRY OF BIRTH							
Canada	33.6%	32.3%	22.4%	9.9%	1.8%	977	3.1
Other	38.5%	29.3%	21.9%	7.5%	2.8%	307	5.6
FEDERAL VOTE INTENTION							
Liberal Party	74.0%	7.4%	13.7%	3.8%	1.1%	467	4.5
Conservative Party	9.1%	79.6%	8.1%	2.5%	0.8%	422	4.8
NDP	15.9%	4.6%	71.7%	6.0%	1.9%	225	6.5
Green Party	16.5%	6.6%	11.0%	66.0%	0.0%	77	11.2
Other	8.7%	44.1%	0.0%	7.8%	39.4%	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 April 25 - May 1, 2014. In total, a random sample of 1,576 Ontario residents aged 18 and over responded to the survey (including a sub-sample of 1,286 decided voters). The margin of error associated with the total sample is +/-2.5 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.