

Ontario's Election Campaign Survey

June 11, 2014

Methodology

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This survey was conducted through an Internet survey of the general public in all regions of Ontario. For this study 1,050 respondents aged 18 and over were interviewed between June 8, 2014 and June 9, 2014.

Weighting and Margin of Error

Final survey data was weighted, according to the 2011 Census, by age, gender, region and level of education in order to ensure a representative sample of the population.

For comparison purposes, a probability sample of 1,050 respondents has a margin of error of + / - 3.2%, 19 times out of 20.

Internet Survey

Respondents in this study were randomly selected from LegerWeb's Internet panel, comprising more than 400,000 Canadian households (more than 185,000 in Quebec) by a stratification process applied to invitation lists to ensure optimal representation of respondents. The panelists were recruited randomly from telephone surveys. Several quality control ensure the representativeness and reliability of panel surveys. Leger is a Gold Seal firm certified by the Marketing Research and Intelligence Association in Canada, the association's highest reliability rating of the association.

Note: Reading Data Tables

In the tables, data in bold **red** indicates a significantly higher proportion than other respondents. In contrast, data in bold **blue** indicates a significantly lower proportion than other respondents.

Detailed Results

Voting Intentions

Q-If PROVINCIAL elections were held today, for which political party would you be most likely to vote? Would it be for...? In cases where respondents have no opinion, the following question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for ...?

Voting Intentions	Before distribution of undecided	Decided voters only
n=	1050	905
...Ontario Progressive Conservative Party	32%	37%
...Ontario Liberal Party	32%	37%
...New Democratic Party of Ontario	17%	20%
...Green Party of Ontario	4%	5%
...Another party	1%	1%
I would cancel my vote	2%	-
I would not vote	4%	-
I don't know	5%	-
I prefer not to answer	4%	-

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Voting Intentions	Decided voters	Male	Female	18-24	25-34	35-44	45-54	55-64	65 +
n=	905	499	406	73	120	141	185	165	220
...Ontario Progressive Conservative Party	37%	39%	35%	30%	29%	36%	32%	38%	52%
...Ontario Liberal Party	37%	39%	36%	47%	37%	32%	37%	40%	36%
...New Democratic Party of Ontario	20%	16%	23%	13%	25%	27%	23%	17%	11%
...Green Party of Ontario	5%	4%	6%	8%	9%	4%	7%	4%	0%
Other	1%	1%	1%	2%	1%	2%	2%	0%	0%

Final Choice or Likelihood to Change your Mind

Q-Is this your final choice or could you change your mind by election day?

	PCP	OLP	NPD	GPO	Other
n=	272	267	102	21	7
My choice is final	62%	66%	42%	24%	48%
I could change my mind	37%	29%	52%	69%	52%
I don't know	1%	4%	6%	7%	0%
I prefer not to answer	0%	0%	0%	0%	0%

Voting Intentions - Second Choice

Q-If you could not vote for <first choice >, which would be your second choice among the following political parties? Would it be ...?

Second choice	PCP	OLP	NPD	GPO	Other
n=	264	267	102	21	0
...Kathleen Wynne's Ontario Liberal Party	24%	0%	28%	17%	0%
...Andrea Horwath's New Democratic Party of Ontario	23%	49%	0%	24%	0%
...Tim Hudak's Ontario Progressive Conservative Party	0%	8%	18%	3%	0%
...Mike Schreiner's Green Party of Ontario	11%	15%	14%	0%	0%
...another party	4%	4%	7%	2%	0%
I would not vote	14%	7%	12%	17%	0%
I would cancel my vote	9%	5%	6%	7%	0%
I don't know	14%	12%	15%	30%	0%
I prefer not to answer	0%	0%	1%	0%	0%

Best Premier

Q-In your opinion, which provincial party leader would make the best premier of Ontario?

	Global	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
n=	1050	562	488	90	147	169	214	188	240
Kathleen Wynne	28%	30%	25%	23%	24%	23%	31%	33%	32%
Andrea Horwath	18%	16%	19%	22%	23%	20%	16%	15%	11%
Tim Hudak	18%	22%	15%	9%	14%	15%	19%	20%	29%
Mike Schreiner	3%	3%	4%	5%	6%	3%	2%	3%	2%
Other	2%	1%	2%	2%	3%	2%	3%	1%	0%
None	17%	17%	17%	17%	14%	19%	14%	17%	18%
I don't know	12%	10%	13%	21%	15%	14%	11%	5%	6%
I prefer not to answer	3%	2%	4%	1%	2%	4%	4%	5%	2%

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