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Ontario This Month



Provincial Liberal Leadership

Field Dates: October 17 – 22, 2012

Sample Size: n=600; MoE ±4.0%

Key Takeaways

Leadership race and OLP renewal

- The leadership race moves many non-Liberals onto the fence; many indicated with the right leader, they are willing to give the party a second look.
- Four-in-ten Ontarians only looking for minor changes from government.
- Ontarians are looking for a new Liberal leader who will reduce unemployment and create new jobs, have a more honest and accountable governance style and focus on social policies.

Potential candidates

- Even best-known candidates not well-known among general public.
- Among those tested, Dwight Duncan does best among core Liberals, and Kathleen Wynne does best among potential Liberals.

McGuinty's legacy

- McGuinty legacy depends on current political preference.

Methodology

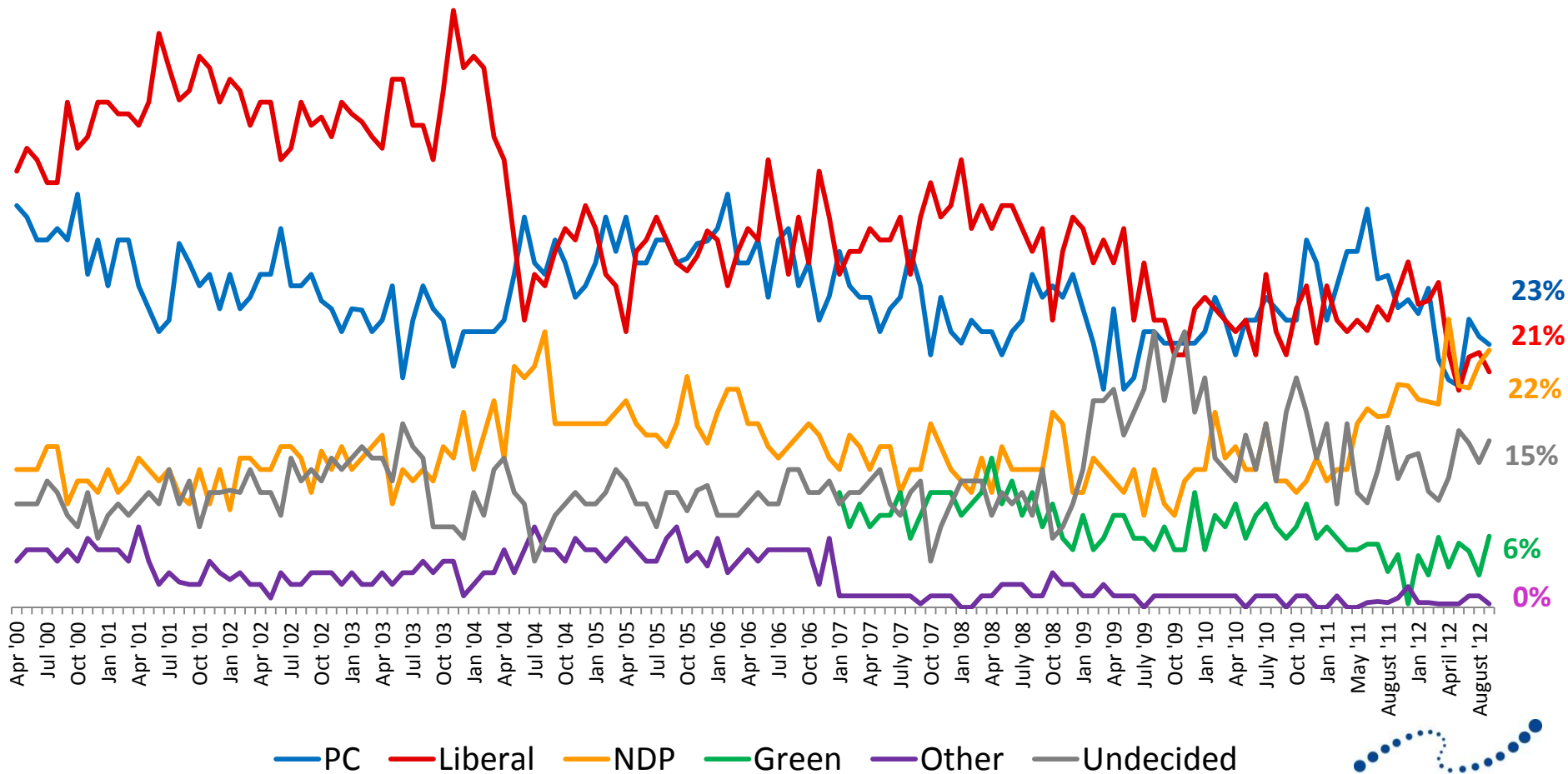
- Telephone survey of approximately 600 adults, 18 years and older conducted (Prior to April 2003 approximately 650 adults):
 - **2000** – April 14-25; May 15-27; June 21-29; July 15-23; Aug 16-21; Sept 22-Oct 3; Oct 27-Nov 1; Nov 24-28; Dec 14-18.
 - **2001** – Jan 15-17; Feb 27-March 2; March 22-26; April 26-30; May 25-30; June 22-28; July 19-26; Aug 23-30; Sept 20-27; Oct 18-25, Nov 23-29, Dec 13-20.
 - **2002** – Jan 15-21; Feb 22-28; March 12-17; April 10-14; May 16-21; June 21-26; July 18-23; Aug 20-26; Sept 16-23; Oct 18-23; Nov 18-22; Dec 11-14.
 - **2003** – Jan 17-22; Feb 13-19; March 15-20; April 9-15; May 7-13, June 18-23; July 16-21; Aug 13-20; Sept 12-19; Oct 15-20; Nov 12-16; Dec 5-11.
 - **2004** – Jan 9-15; Feb 6-12; March 8-14; April 14-20; May 19-23; June 17-21; July 8-14; Aug 12-18; Sept 20-26; Oct 13-18; Nov 15-20; Dec 10-15.
 - **2005** – Jan 14-18; Feb 11-16; March 11-16; April 8-11; May 13-18; June 10-14, July 8-14, Aug 15-21, Sep 15-21, Oct 13-20, Nov 10-22, Dec 8-14
 - **2006** – Jan 12-17; Feb 13-19; March 17-23; April 17-25; May 10-15; June 8-14; July 20 – 25; Aug 10-16; Sept 19-25; Oct 12-18; Nov 16-22; Dec 7-13
 - **2007** – Jan 12-18; Feb 12-18; Mar 22-28; April 12-17; May 10-16; June 14-20; July 17-24; Aug 10-16; Sept 11-16; Oct 12-18; Nov 8-15; Dec 6-12.
 - **2008** – Jan 10-16; Feb 6-13; March 22-28; April 22-27; May 12-17; June 12-18; July 10-16; Aug 14-27; Sept 19-25; Oct 15- Nov 6; Nov 20- Dec 13; Dec 13-19.
 - **2009** – Jan 10-17; Feb 19-25; Mar 8-14; April Mar 29- April 4; May 21-26; June 16-30; Jul 26-Aug 2; Aug 21-27; Sept 30-Oct 9; Oct 26- Nov 4; Dec. 30 - Jan 2.
 - **2010** – Jan 30-Feb 8; Feb 27-Mar 4; Mar 26– April 3; April 27– May 9; May 28-June 9; Aug 27-Sept 3; Oct 27 to Nov 7; Nov 1-11 (Online); Nov 30-Dec 5,
 - **2011** - Jan 21-27, 2011; Feb 11-17; March 30 –April 4; May 11-17; June 29 – July 3, July 30 to Aug 5, Aug 12-18, Sept 19 -24, Oct 28 to Nov 6, Nov 30 to Dec 4
 - **2012** – Jan 16 to 22, Feb 16-24, March 15 to 19, April 28 to May 1, May 31 – June 1, 2012, July 18-Aug 1, 2012, Aug 28-Sept 2, Oct. 17-22
- Margin of error approximately ± 4.0 .
- Margin of error prior to April 2003 approximately ± 3.84 .
- Data weighted according to 2006 Census to reflect actual demographic breakdown.
- Prior to February 2003 data weighted according to 1996 Census.
- Note: Graphs may not always total 100% due to rounding values rather than any error in data.

Provincial Vote

Vote + Lean: Main party support has converged to create a very tight race



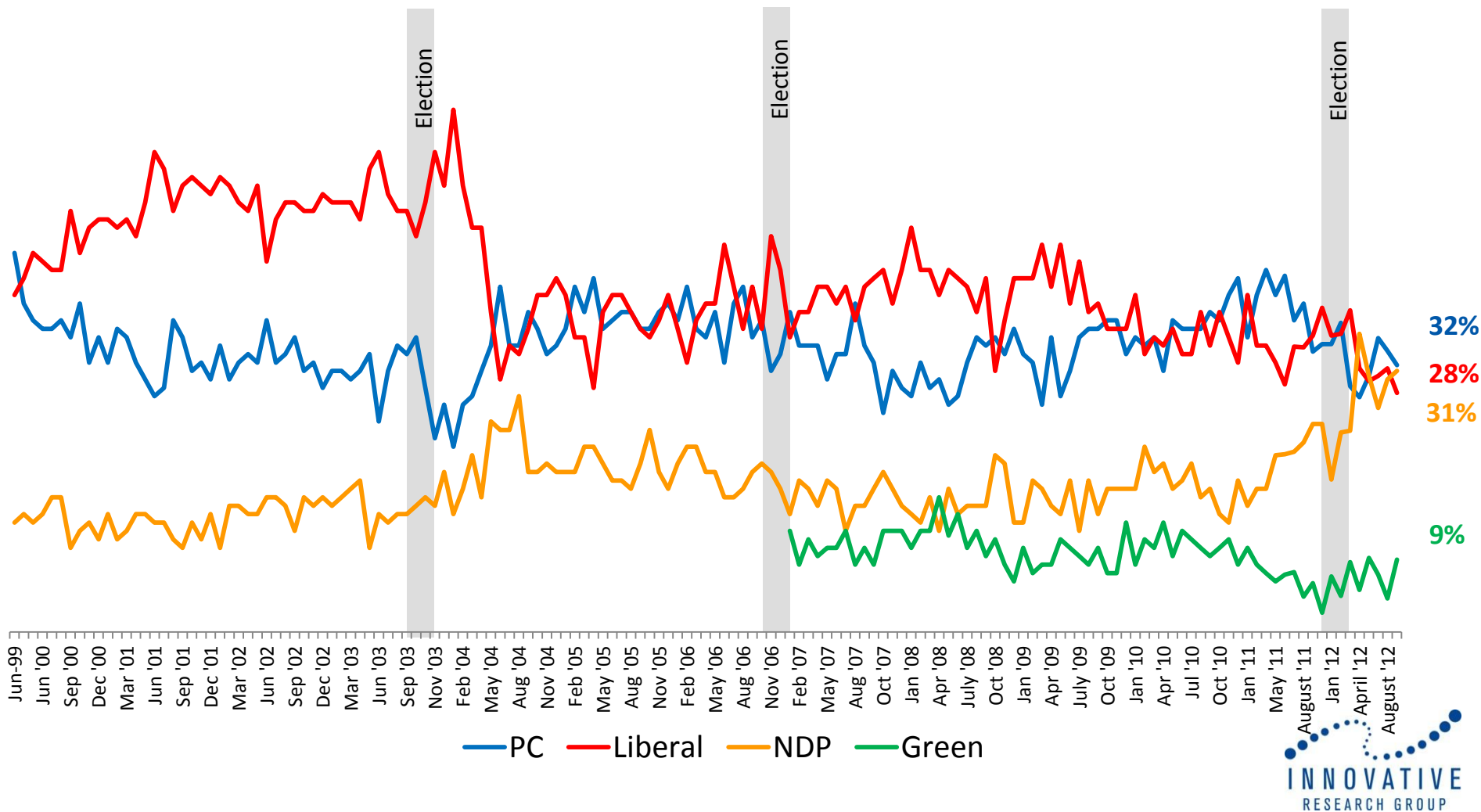
If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? [Vote + Lean]



Decided vote: Liberals continue to decline as NDP rises

Q

If a provincial election were held today, which party would you vote for: the Progressive Conservative Party, the Liberal Party, the New Democratic Party, the Green Party or another party? In that case, which party's candidate do you lean toward slightly? [DECIDED VOTE]



McGuinty's Legacy

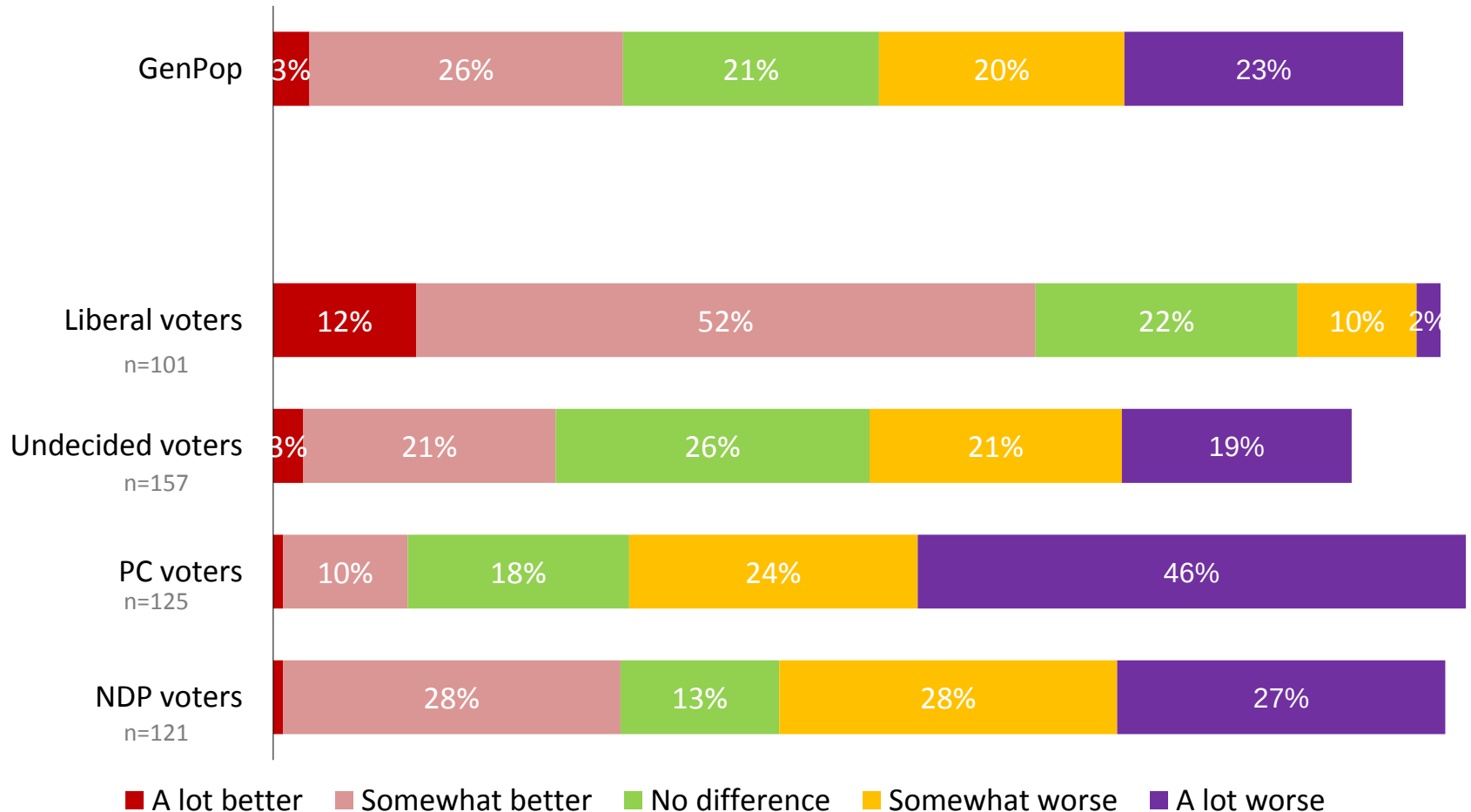
McGuinty legacy: Liberals, NDP view most favourably, PCs and undecided voters less so

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After serving as Premier for the past 9 years, do you think Dalton McGuinty has made things better or worse for people like you in Ontario?

[asked of all 600 respondents]

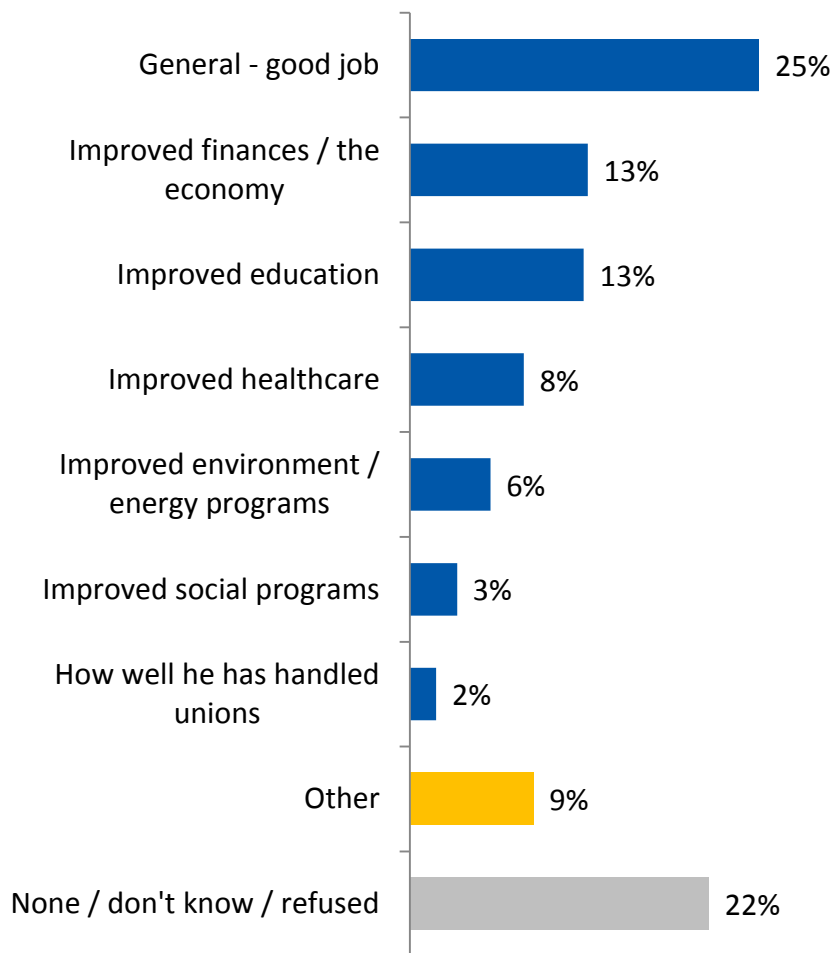


McGuinty's "good job" in minds of those saying he made things better, many reasons for those who think he made things worse

Q

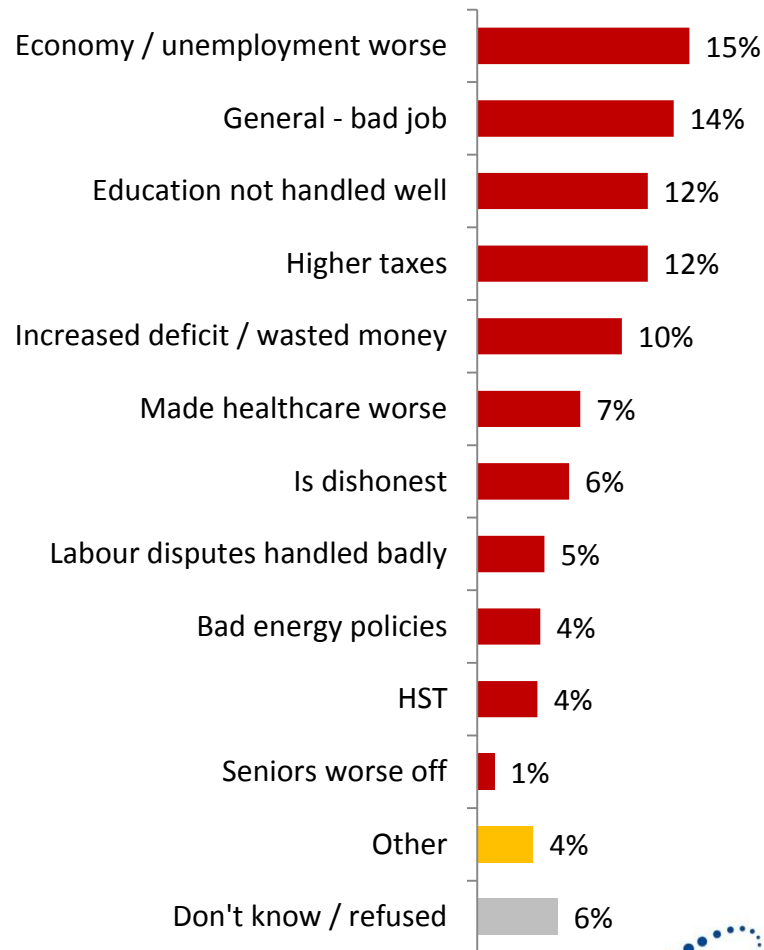
In what way has Dalton McGuinty made things better/worse for people like you?

Better



Note: Responses from those who say 'better'; n=175

Worse



Note: Responses from those who say 'worse'; n=262

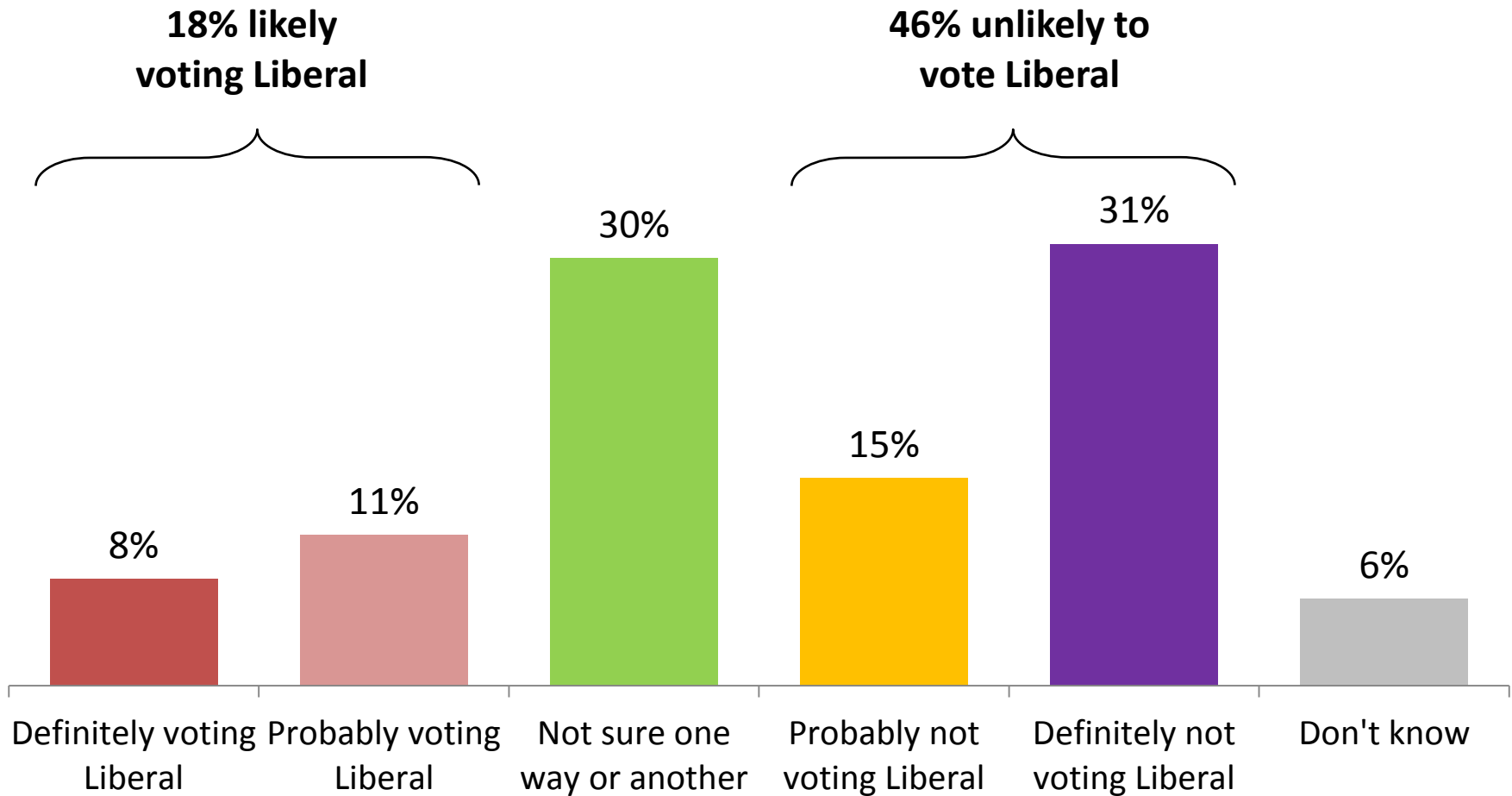
Leadership Race and OLP Renewal

Pre-test: Likelihood to vote Liberal

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How likely is it that you will be voting Liberal in the next Ontario election?

[asked of all 600 respondents]

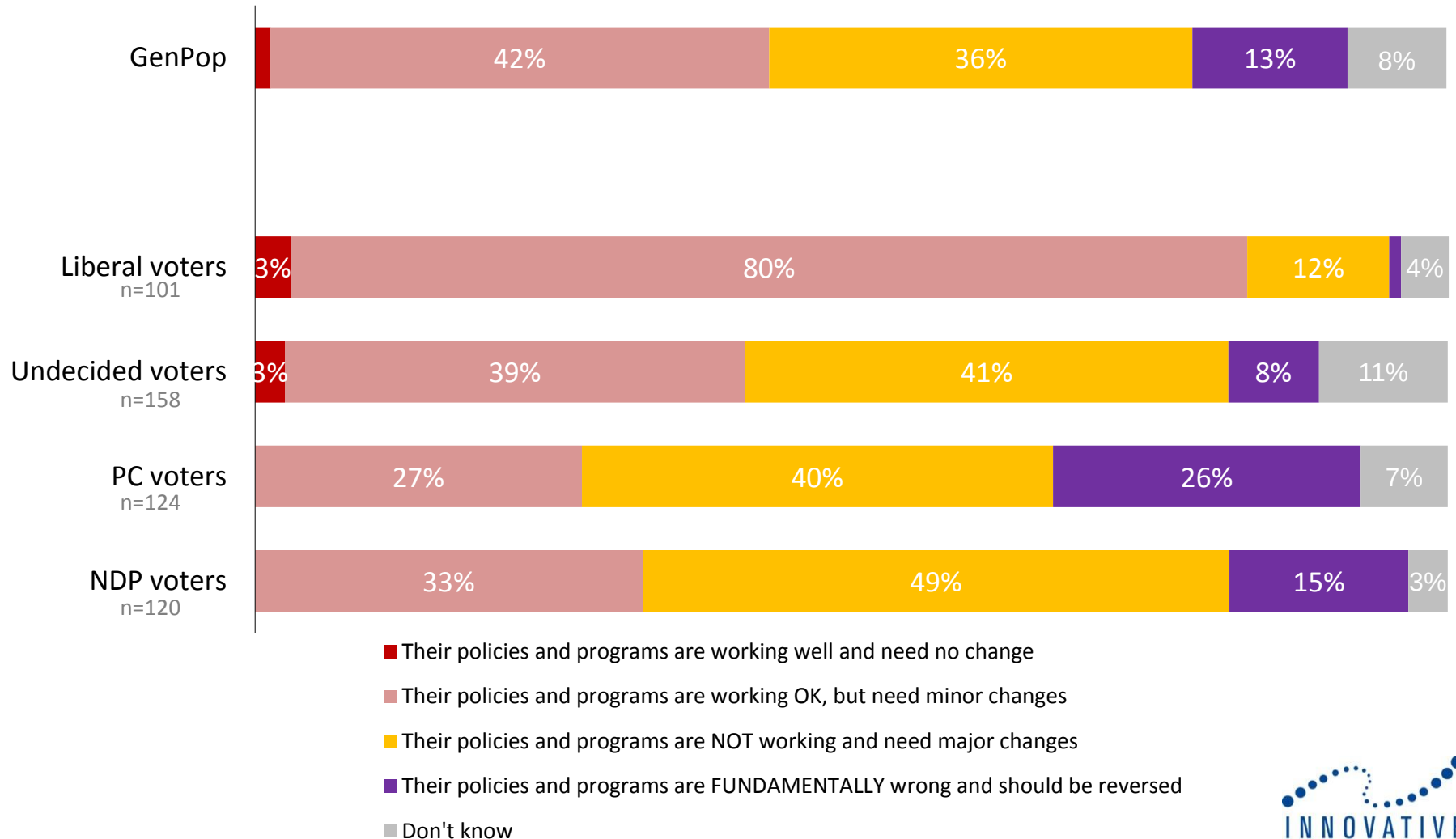


Ontario Liberal Policies: Four-in-ten Ontarians believe policies work well or only need minor changes

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Which of the following statements regarding the policies and programs of the Ontario Liberal Party come closest to your own views?

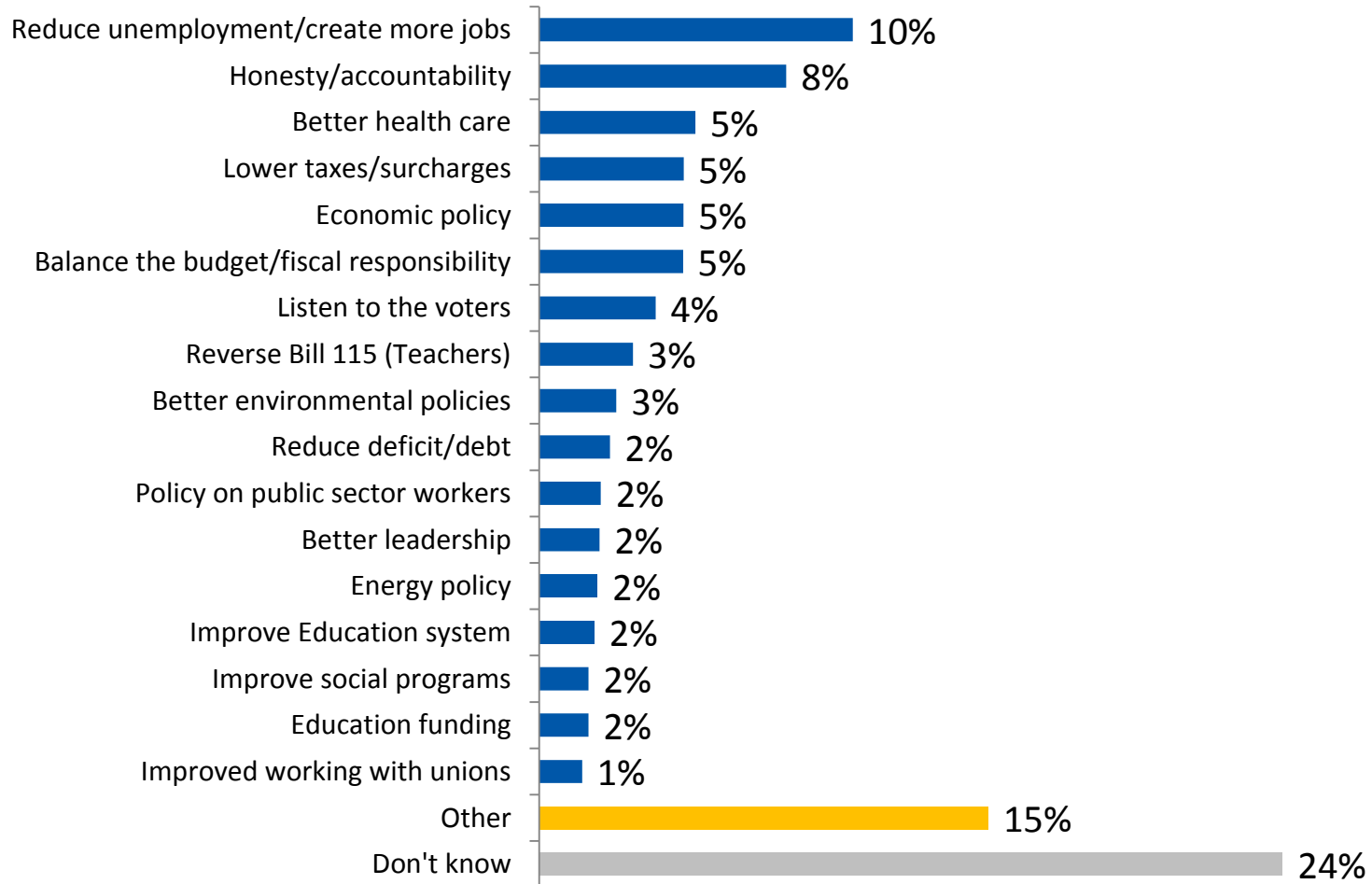
[asked of all 600 respondents]



Changes by new leader: Economic/fiscal changes, governance style, and social policies important

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When the Liberals elect a new leader, what is the single most important change you hope the new leader will make?



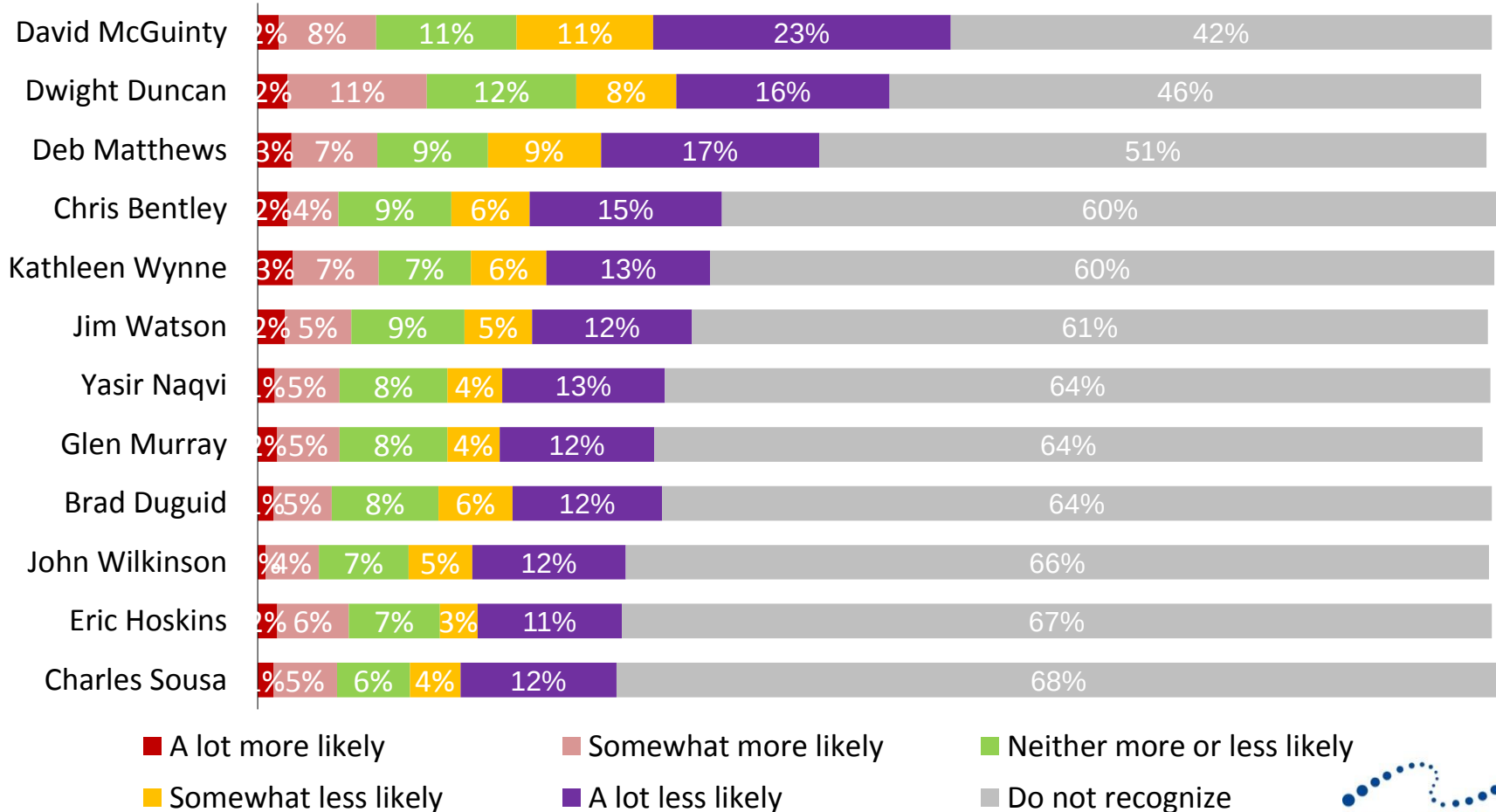
Potential Candidates

Potential leadership candidates: David McGuinty, Duncan and Matthews best recognized, but bring most baggage

Q

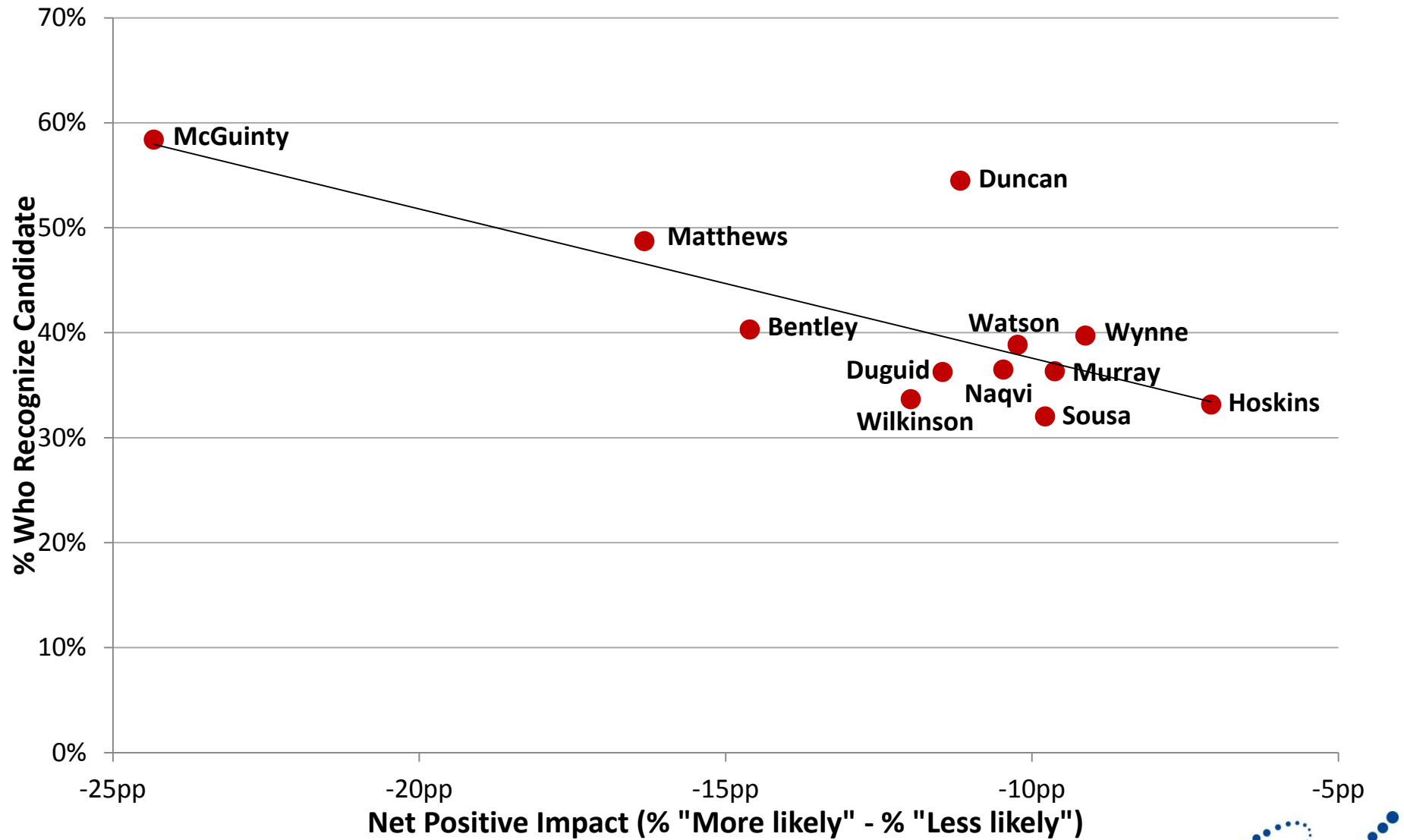
Below are some names that have been mentioned as potential candidates to be leader of the Ontario Liberal Party. For each of these people, please indicate if you would be a lot more likely, somewhat more likely, somewhat less likely or a lot less likely to vote for the Liberals in the next Ontario election if that person was their leader? If you don't recognize the person, just say so.

[asked of all 600 respondents]



Top potential leadership candidates: Duncan doing better than expected given his level of name recognition

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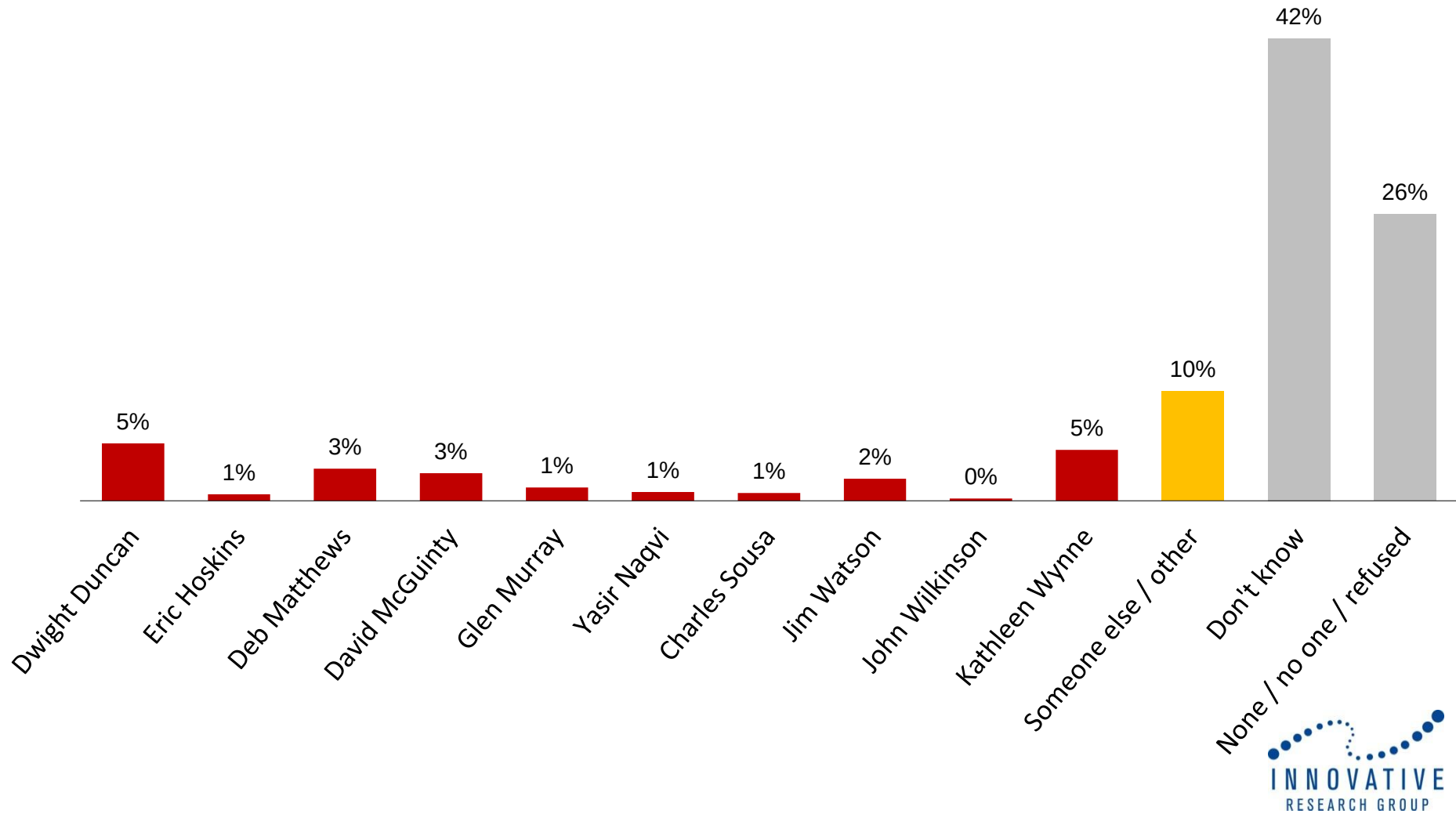


Top potential leadership candidates: Most don't know who they prefer as new OLP leader ¹⁷

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And who would you prefer as the new leader of the Ontario Liberal Party?

[asked of all 600 respondents]

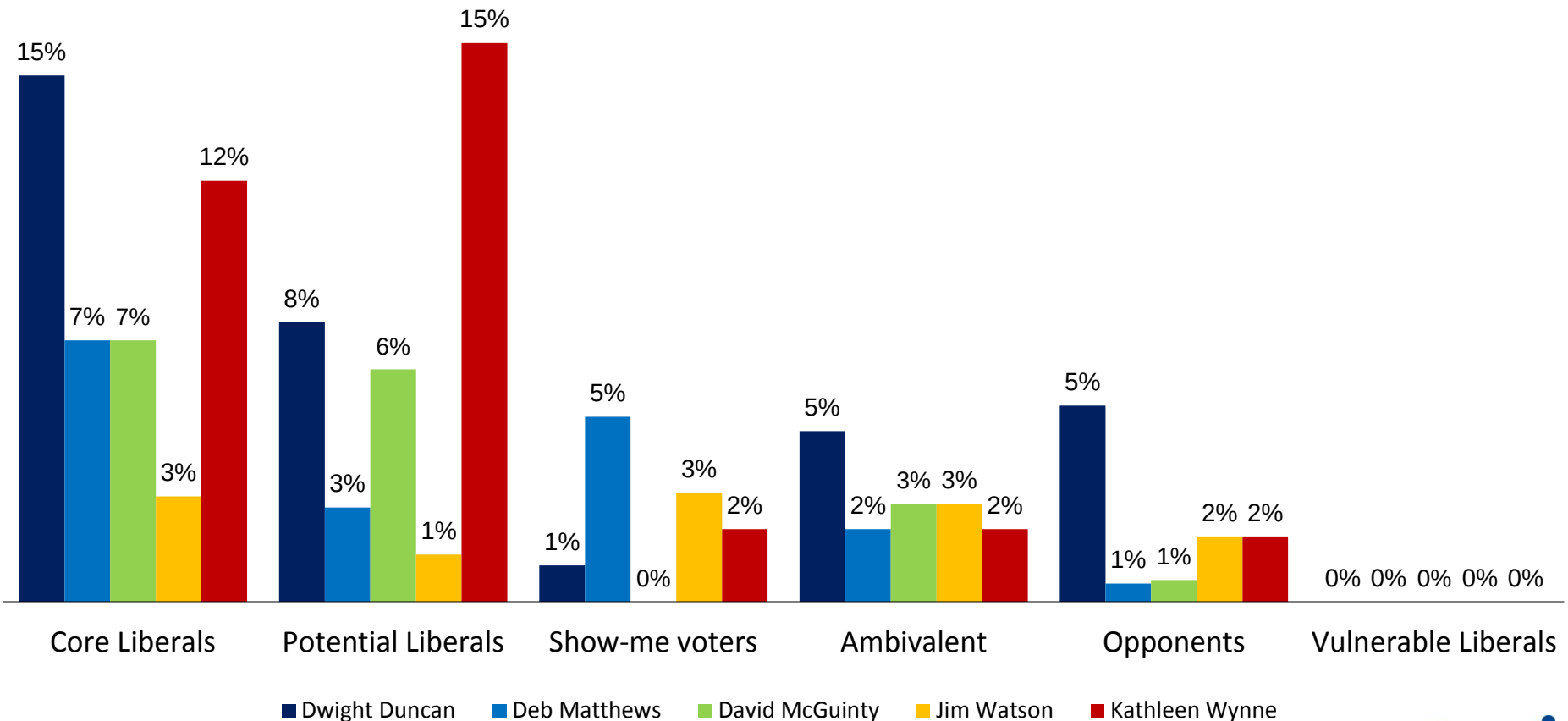


Top potential leadership candidates: Kathleen Wynne has best potential to bring in new Liberals while holding base

Q

And who would you prefer as the new leader of the Ontario Liberal Party?

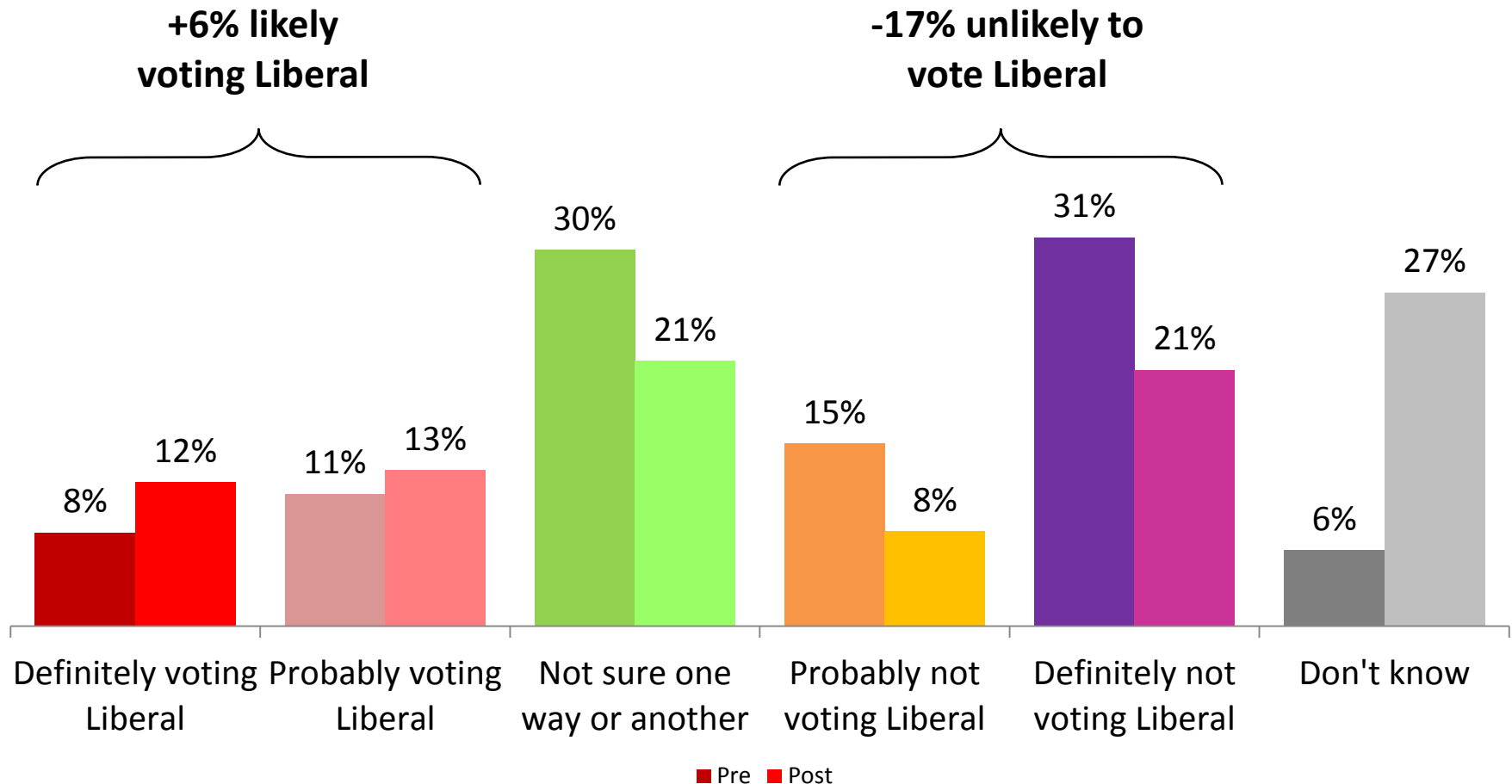
[asked of all 600 respondents]



Pre-to-post test: Leadership race moves non-Liberals to reconsider OLP

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And if your preferred candidate becomes their leader, how likely is it that you would vote for the Ontario Liberal party in the next election?





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