



***Nanos Research Ontario Provincial Tracking***  
*Released January 30<sup>th</sup>, 2014 (Field completed January 20<sup>th</sup>, 2014)*

*Ontario Liberals ahead, Tories and NDP tied  
for second  
(Nanos Survey ending January 20, 2014)*

The latest Nanos tracking shows the Ontario Liberals with 36 percent support followed by the Tories and NDP in a tight race for second (28 percent and 27 percent respectively). Green Party support in the province of Ontario stands at 8 percent.

Of note, there has been negative pressure on support for the Ontario Conservatives over the past few waves of tracking.

On the Nanos Leadership Index, Wynne has the clear advantage at 71 points followed by Horwath at 55 points, and Hudak at 49 points.

Healthcare remains the top unprompted issue of concern at 19 percent followed by jobs/the economy at 17 percent.

## *About the Nanos Ontario Tracking*

Nanos tracks perceptions on provincial politics and leadership in terms of issue importance, voting preference, and their leaders' vision, trustworthiness, and competence. The Leadership Index is a composite of those variables. The longitudinal data on the Ballot Index begins in 2001; Issue Index data begins in 2004; and data for the Leadership Indices begins in 2011. These indices are a significant data source for decision-makers.

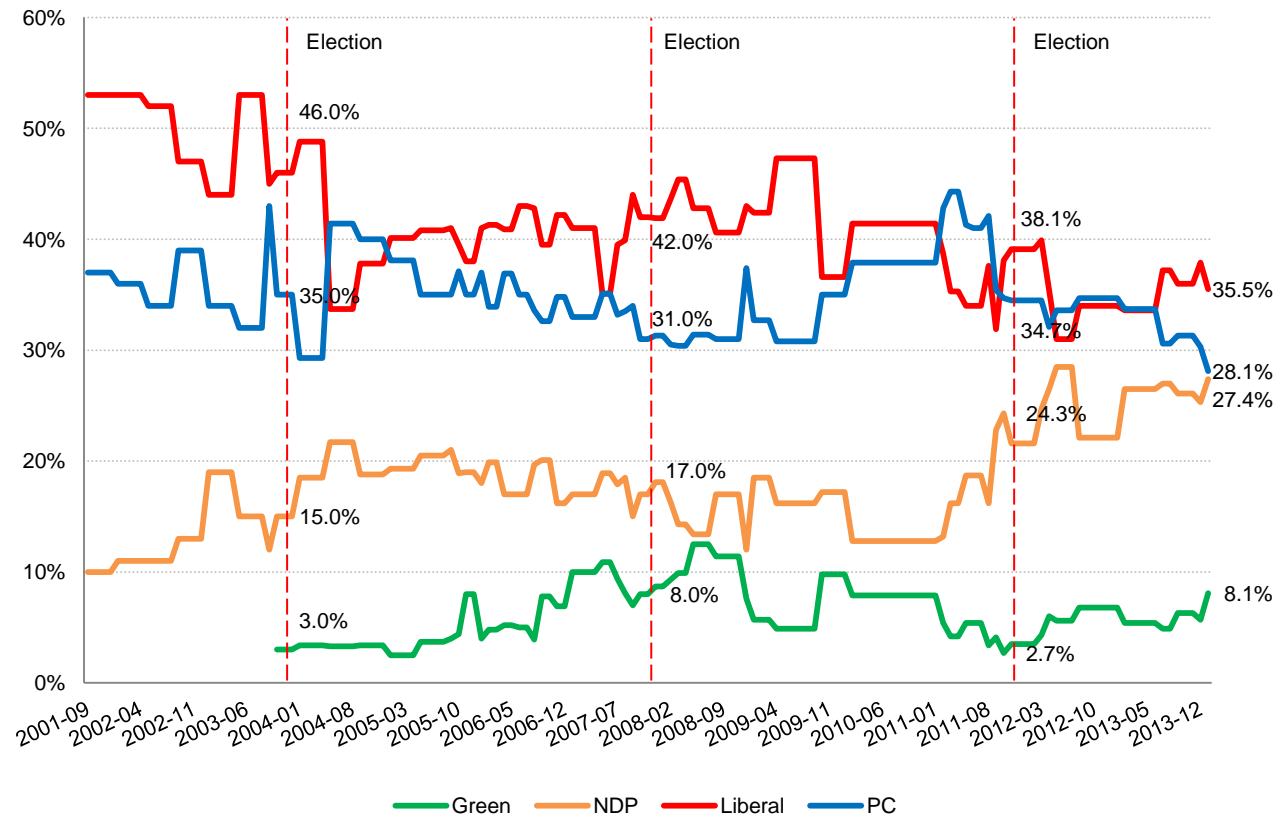


*Provincial Tracking Numbers*

**Question:** For those parties you would consider voting for PROVINCIALLY, could you please rank your top two current local preferences?

The Ontario Ballot measures the views of 500 Ontarians. The data is based on perceptions of individuals' top two provincial voting preferences. The data displayed represents first ranked responses.

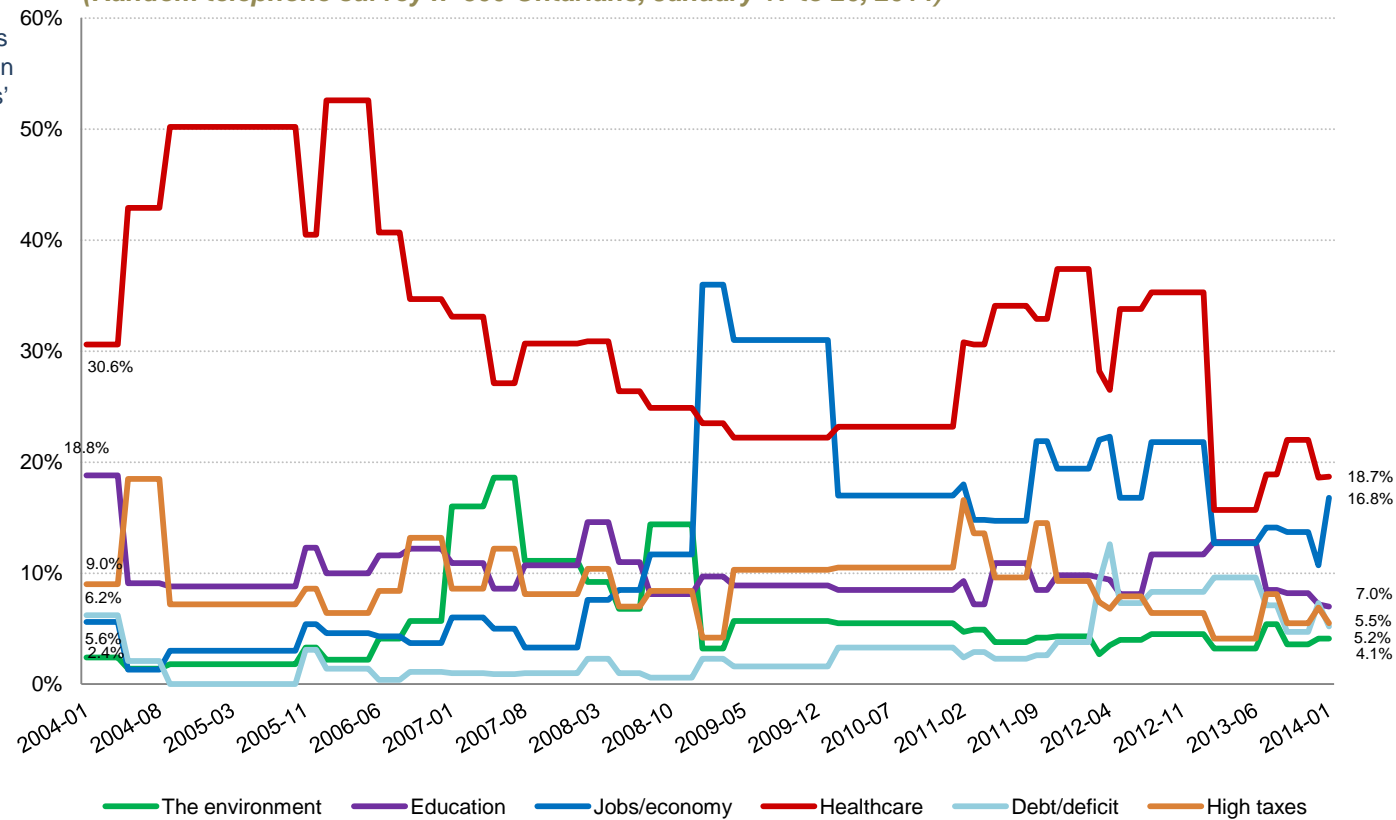
**Nanos Ontario Ballot Tracking – First Ranked Choice, Decided Voters Only**  
*(Random telephone survey n=500 Ontarians, January 17 to 20, 2014)*



**Question:** What is your most important PROVINCIAL issue of concern?

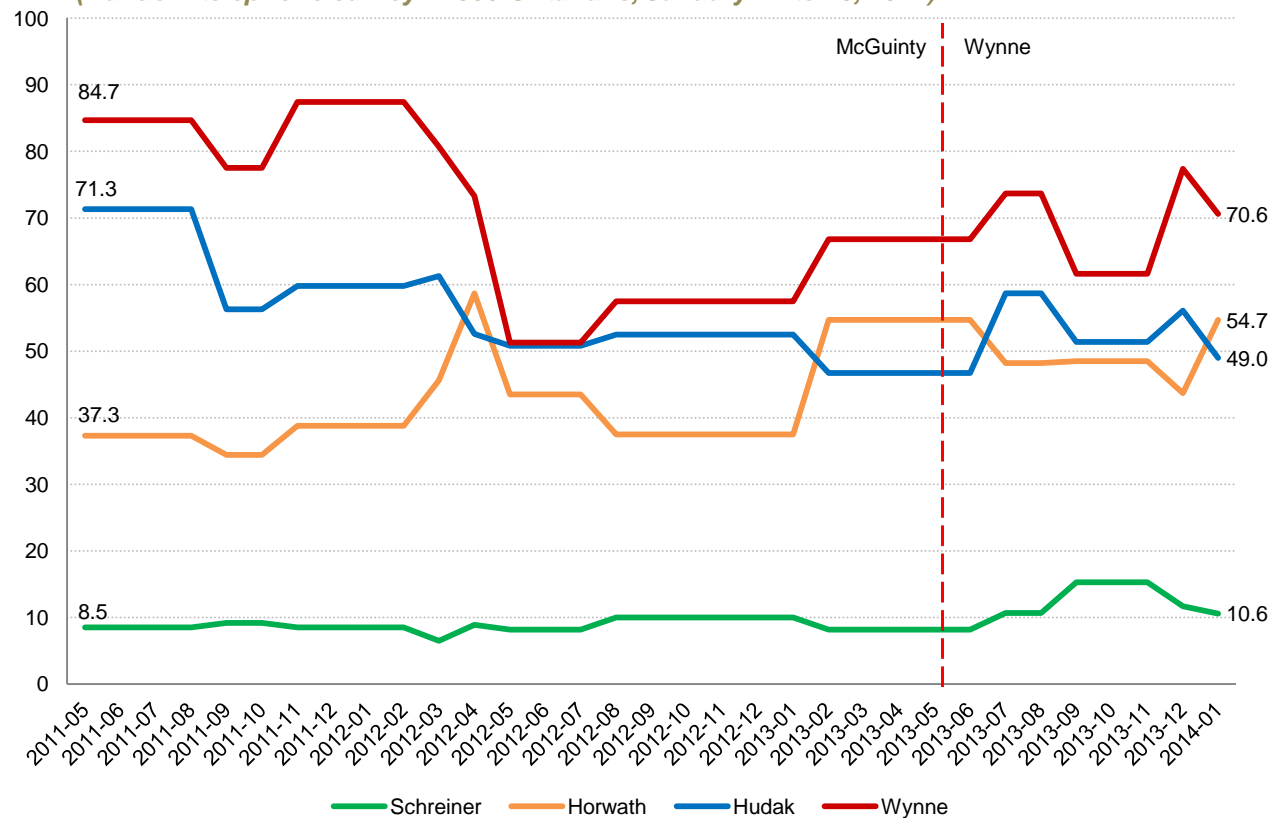
The Ontario Issue measures the views of 500 Ontarians. The data is based on unprompted perceptions of individuals' most important provincial issue of concern.

**Nanos Ontario Issue Tracking**  
(Random telephone survey n=500 Ontarians, January 17 to 20, 2014)



The Ontario Leadership Index measures the views of 500 Ontarians. The composite index is based on perceptions related to leaders' vision for the province, trustworthiness, and competence.

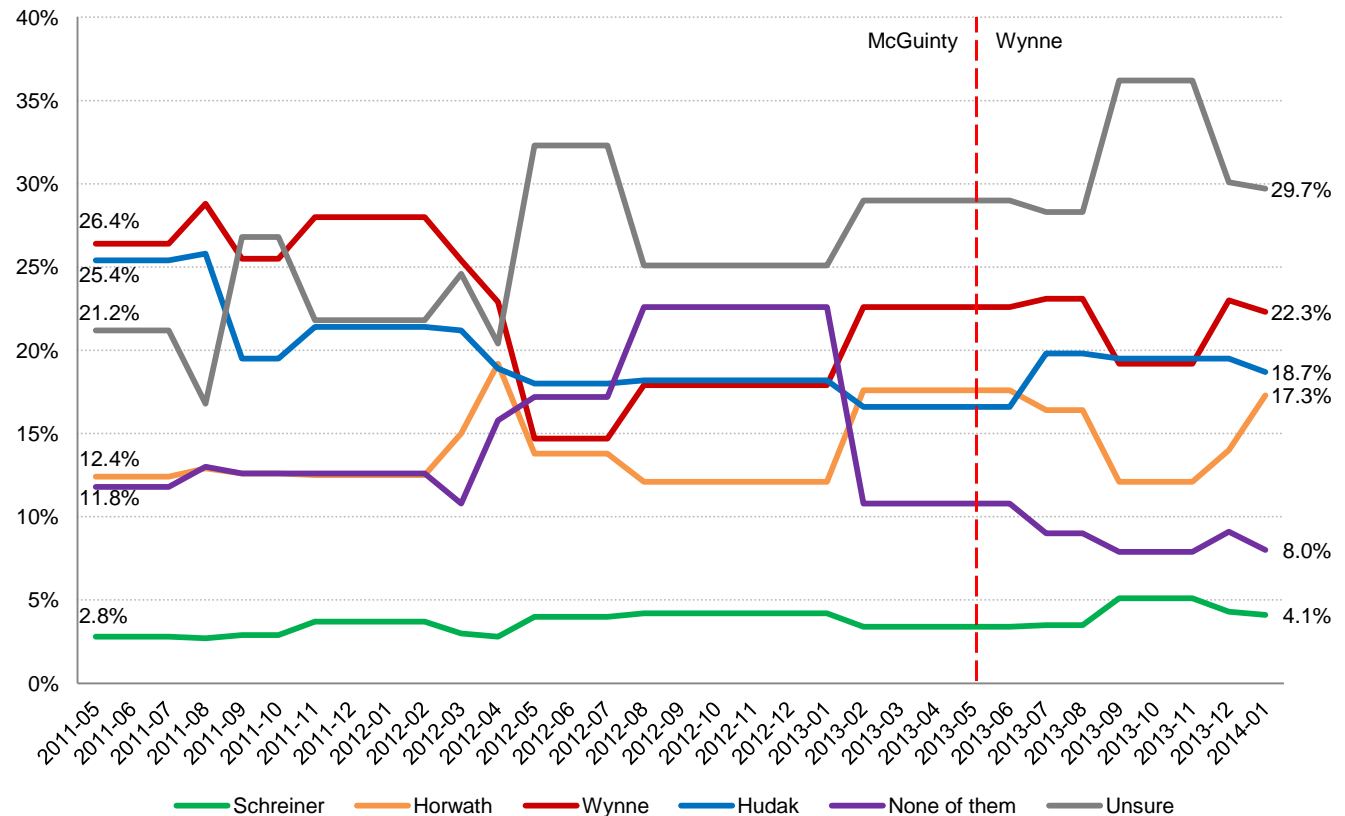
**Nanos Ontario Leadership Index Tracking**  
 (Random telephone survey n=500 Ontarians, January 17 to 20, 2014)



**Question:** Which of the provincial party leaders would you best describe as having the best vision for Ontario's future?

The Ontario Vision Index measures the views of 500 Ontarians. The index is based on perceptions related to which party leader is described as having the best vision for Ontario's future.

**Nanos Ontario Leadership Vision Tracking**  
*(Random telephone survey n=500 Ontarians, January 17 to 20, 2014)*

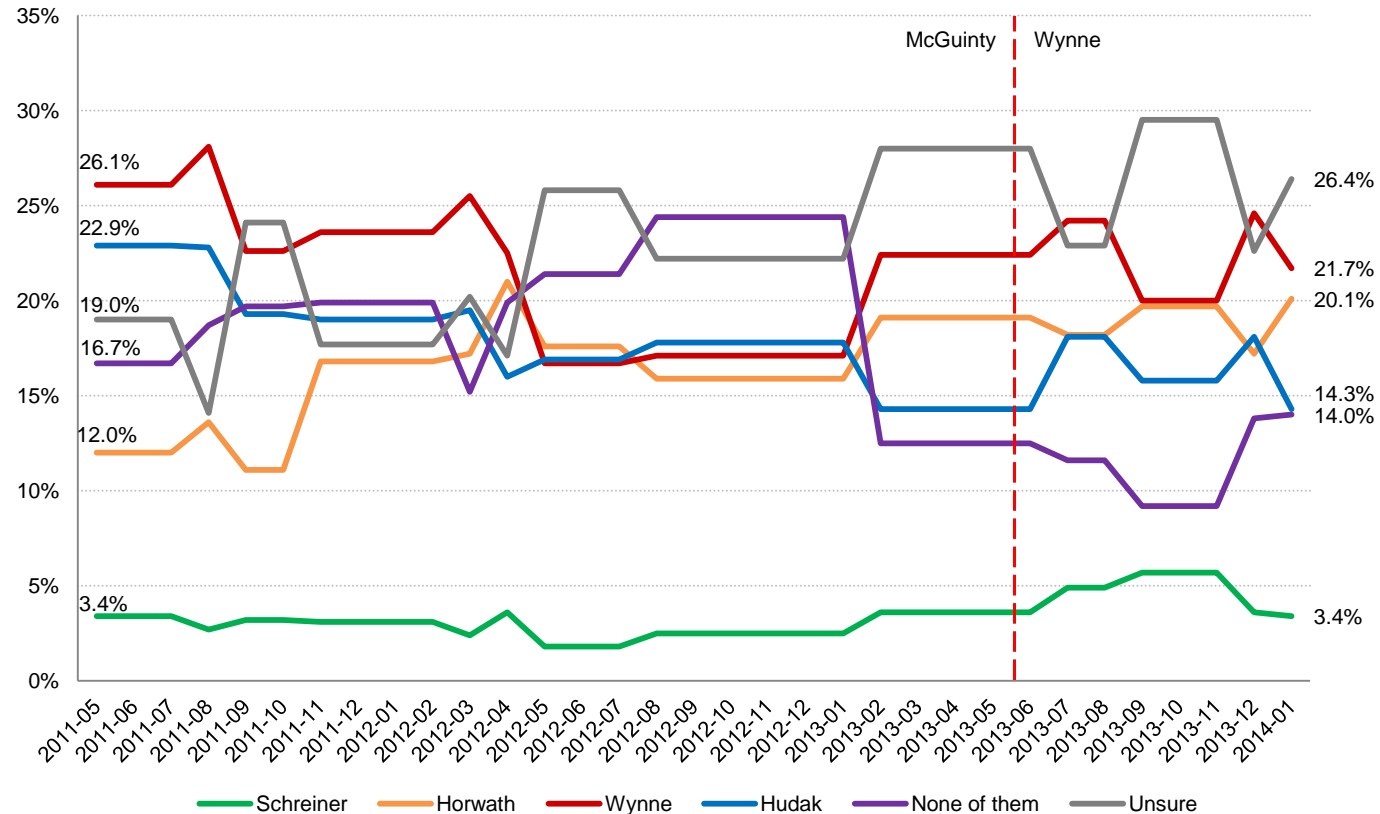




**Question:** Which of the provincial party leaders would you best describe as being the most trustworthy leader?

The Ontario Trust Index measures the views of 500 Ontarians. The index is based on perceptions related to which party leader is described as the most trustworthy.

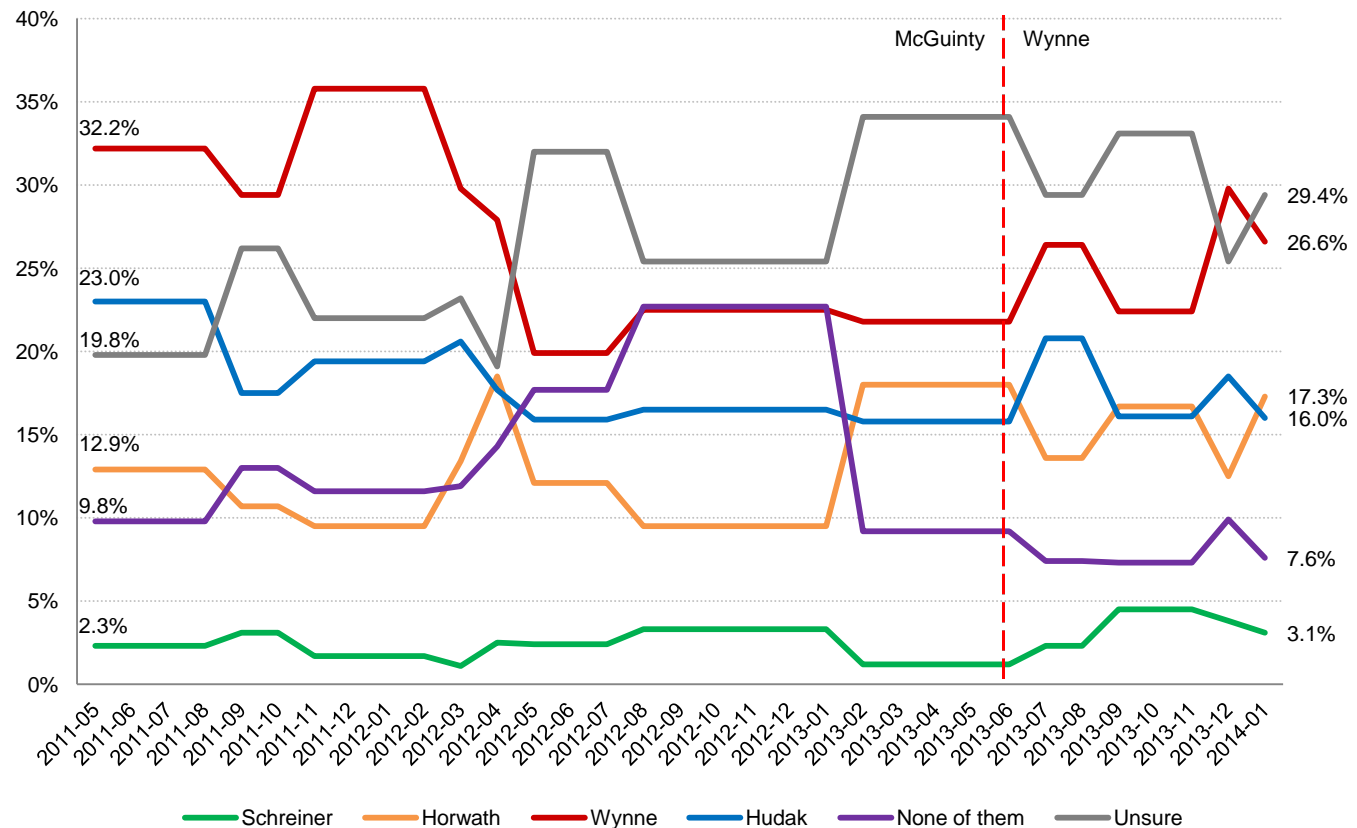
**Nanos Ontario Leadership Trust Tracking**  
*(Random telephone survey n=500 Ontarians, January 17 to 20, 2014)*



**Question:** Which of the provincial party leaders would you best describe as the most competent?

The Ontario Competence Index measures the views of 500 Ontarians. The index is based on perceptions related to which party leader is described as the most competent.

**Nanos Ontario Leadership Competence Tracking**  
(Random telephone survey n=500 Ontarians, January 17 to 20, 2014)





## *Methodology*

## *Methodology*

Random telephone survey of 500 Ontarians conducted between January 17<sup>th</sup> and 20<sup>th</sup>, 2014 as part of an Ontario omnibus survey. The dual frame sample included both land- and cell-lines across Ontario. The results were statistically checked and weighted using the latest Census data to ensure the data was representative of the Ontarian population.

Individuals randomly called using random digit dialing and were called five times.

The margin of error for a random survey of 500 Ontarians is  $\pm 4.4$  percentage points, 19 times out of 20.

Note: Charts may not add up to 100 due to rounding.

## *About Nanos*

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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**For interviews contact:** **Nik Nanos** FMRIA  
Chairman, Nanos Research Group  
Ottawa (613) 234-4666 ext. 237  
Washington DC (202) 697-9924  
[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)



**2014-01 ONTARIO BALLOT, LEADERSHIP & ISSUE – STAT SHEET**

|        |          | <b>Which of the provincial party leaders would you best describe as being the most trustworthy leader?</b> |            |                |                |                |              |            |
|--------|----------|--|------------|----------------|----------------|----------------|--------------|------------|
|        |          | Total  | Tim Hudak  | Kathleen Wynne | Andrea Horwath | Mike Schreiner | None of them | Unsure     |
|        |          | Responses  | Percentage | Percentage     | Percentage     | Percentage     | Percentage   | Percentage |
| Gender | Ontario  | 500  | 14.3       | 21.7           | 20.1           | 3.4            | 14.0         | 26.4       |
|        | 2014-01  |  |            |                |                |                |              |            |
|        | Male     | 242  | 17.9       | 17.3           | 19.7           | 3.9            | 18.3         | 23.0       |
|        | Female   | 258  | 11.0       | 25.8           | 20.5           | 2.9            | 10.0         | 29.7       |
| Age    | 18 to 29 | 103  | 9.8        | 23.0           | 18.0           | 4.9            | 13.1         | 31.1       |
|        | 30 to 39 | 89   | 18.6       | 6.8            | 16.9           | 5.1            | 11.9         | 40.7       |
|        | 40 to 49 | 106  | 7.6        | 26.6           | 20.3           | 3.8            | 17.7         | 24.1       |
|        | 50 to 59 | 86   | 14.7       | 22.9           | 24.8           | 1.8            | 15.6         | 20.2       |
|        | 60 plus  | 117  | 20.8       | 26.6           | 20.8           | 1.6            | 12.0         | 18.2       |

Random telephone survey of 500 Ontarians 18 years of age and older conducted between January 17<sup>th</sup> to 20<sup>th</sup>, 2013. The margin of error for a random telephone survey of 500 Ontarians is  $\pm 4.4$  percentage points, 19 times out of 20.



**2014-01 ONTARIO BALLOT, LEADERSHIP & ISSUE – STAT SHEET**

|        |          | <b>Which of the provincial party leaders would you best describe as the most competent?</b> |            |                |                |                |              |            |
|--------|----------|---|------------|----------------|----------------|----------------|--------------|------------|
|        |          | Total   | Tim Hudak  | Kathleen Wynne | Andrea Horwath | Mike Schreiner | None of them | Unsure     |
|        |          | Responses   | Percentage | Percentage     | Percentage     | Percentage     | Percentage   | Percentage |
| Gender | Ontario  | 500   | 16.0       | 26.6           | 17.3           | 3.1            | 7.6          | 29.4       |
|        | 2014-01  |   |            |                |                |                |              |            |
|        | Male     | 242   | 18.0       | 23.8           | 17.1           | 3.2            | 9.1          | 28.7       |
|        | Female   | 258   | 14.2       | 29.3           | 17.5           | 2.9            | 6.1          | 29.9       |
| Age    | 18 to 29 | 103   | 11.5       | 27.9           | 16.4           | 3.3            | 4.9          | 36.1       |
|        | 30 to 39 | 89  | 22.0       | 20.3           | 11.9           | 5.1            | 6.8          | 33.9       |
|        | 40 to 49 | 106   | 12.7       | 26.6           | 21.5           | 3.8            | 7.6          | 27.8       |
|        | 50 to 59 | 86  | 16.5       | 24.8           | 21.1           | 1.8            | 9.2          | 26.6       |
|        | 60 plus  | 117   | 18.2       | 31.8           | 15.6           | 1.6            | 9.4          | 23.4       |



**2014-01 ONTARIO BALLOT, LEADERSHIP & ISSUE – STAT SHEET**

|        |          | <b>Which of the provincial party leaders would you best describe as having the best vision for Ontario's future?</b> |            |                |                |                |              |            |
|--------|----------|--|------------|----------------|----------------|----------------|--------------|------------|
|        |          | Total  | Tim Hudak  | Kathleen Wynne | Andrea Horwath | Mike Schreiner | None of them | Unsure     |
|        |          | Responses  | Percentage | Percentage     | Percentage     | Percentage     | Percentage   | Percentage |
| Gender | Ontario  | 500  | 18.7       | 22.3           | 17.3           | 4.1            | 8.0          | 29.7       |
|        | 2014-01  |  |            |                |                |                |              |            |
|        | Male     | 242  | 24.5       | 19.8           | 13.1           | 4.2            | 11.9         | 26.4       |
|        | Female   | 258  | 13.2       | 24.6           | 21.3           | 3.9            | 4.2          | 32.8       |
| Age    | 18 to 29 | 103  | 8.2        | 19.7           | 23.0           | 6.6            | 9.8          | 32.8       |
|        | 30 to 39 | 89   | 25.4       | 13.6           | 15.3           | 8.5            | 5.1          | 32.2       |
|        | 40 to 49 | 106  | 19.0       | 29.1           | 13.9           | 3.8            | 6.3          | 27.8       |
|        | 50 to 59 | 86   | 20.2       | 23.9           | 19.3           | .9             | 7.3          | 28.4       |
|        | 60 plus  | 117  | 21.4       | 24.0           | 15.6           | 1.0            | 10.4         | 27.6       |





**2014-01 ONTARIO BALLOT, LEADERSHIP & ISSUE – STAT SHEET**

For those parties you would consider voting for PROVINCIALY, could you please rank your top two current local preferences?

|        |                 | Total     | Liberal    | PC         | NDP        | Green      | Other      |
|--------|-----------------|-----------|------------|------------|------------|------------|------------|
|        |                 | Responses | Percentage | Percentage | Percentage | Percentage | Percentage |
| Gender | Ontario 2014-01 | 422       | 35.5       | 28.1       | 27.4       | 8.1        | .9         |
|        | Male            | 203       | 34.8       | 35.1       | 21.4       | 7.6        | 1.1        |
|        | Female          | 219       | 36.1       | 21.7       | 33.0       | 8.6        | .6         |
| Age    | 18 to 29        | 84        | 30.0       | 16.0       | 38.0       | 16.0       | .0         |
|        | 30 to 39        | 71        | 21.3       | 40.4       | 23.4       | 12.8       | 2.1        |
|        | 40 to 49        | 93        | 44.9       | 23.2       | 27.5       | 2.9        | 1.4        |
|        | 50 to 59        | 77        | 39.2       | 29.9       | 22.7       | 7.2        | 1.0        |
|        | 60 plus         | 98        | 38.5       | 32.9       | 24.8       | 3.7        | .0         |



**2014-01 ONTARIO BALLOT, LEADERSHIP & ISSUE – STAT SHEET**

What is your most important PROVINCIAL issue of concern? [Unprompted]

|       |                                   | Frequency | Percent | Valid Percent | Cumulative<br>Percent |
|-------|-----------------------------------|-----------|---------|---------------|-----------------------|
| Valid | Healthcare                        | 93        | 18.7    | 18.7          | 18.7                  |
|       | Unsure                            | 93        | 18.5    | 18.5          | 37.2                  |
|       | Jobs/economy                      | 84        | 16.8    | 16.8          | 54.1                  |
|       | Education                         | 35        | 7.0     | 7.0           | 61.1                  |
|       | Scandals/corruption/gas<br>plants | 29        | 5.9     | 5.9           | 67.0                  |
|       | Other                             | 28        | 5.6     | 5.6           | 72.6                  |
|       | High taxes                        | 28        | 5.5     | 5.5           | 78.1                  |
|       | Debt/deficit                      | 26        | 5.2     | 5.2           | 83.4                  |
|       | Environment                       | 20        | 4.1     | 4.1           | 87.5                  |
|       | Homeless                          | 16        | 3.2     | 3.2           | 90.6                  |
|       | Transit/roads/infrastructure      | 14        | 2.7     | 2.7           | 93.4                  |
|       | Hydro/energy rates                | 14        | 2.7     | 2.7           | 96.1                  |
|       | Seniors issues/pensions           | 8         | 1.5     | 1.5           | 97.6                  |
|       | Cost of living                    | 7         | 1.4     | 1.4           | 99.0                  |
|       | Gas prices                        | 5         | 1.0     | 1.0           | 100.0                 |
|       | Total                             | 500       | 100.0   | 100.0         |                       |