# ABACUSDATA

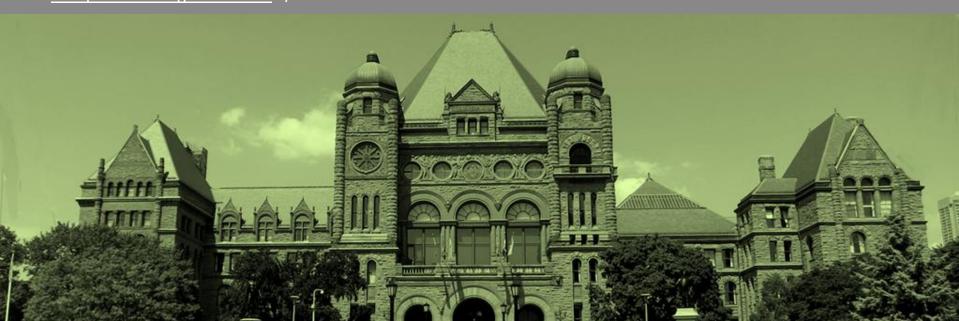


# Ontario Liberals and PCs Tied at 33%

But Tories have slight lead among likely voters

Battleground Ontario 2014

Methodology: Online, n=2,000 eligible Ontario voters, May 14-16, 2014 Comparable margin of error: +/-2.2%



#### Key Findings and Analysis

#### **Key Findings**

- Liberals and PCs tied among committed eligible voters (OLP 33%, PC 33%, NDP 26%)..
- PCs have a small lead over the OLP among committed likely voters (PC 36%, OLP 33%, NDP 25%).
- 14% of eligible voters are undecided.
- Liberals lead in Toronto and Eastern Ontario (area codes starting with K).
- PCs ahead in southwestern Ontario and slightly ahead in region surrounding Toronto (area codes starting with L).
- NDP ahead in the North (postal codes starting with P).
- Tories lead among those aged 60 and over, men, and those living in rural communities.
- Liberals lead among 30 to 44 year olds and women.
- NDP does best among those aged 18 to 29.
- Voters more likely to have been contacted by OLP or PC campaigns than NDP campaign.
- 71% of eligible voters have not been contacted by a campaign yet.

#### **Analysis**

As the campaign entered the second official week of the campaign, the Ontario Liberals and Progressive Conservatives were tied with 33% support respectively. The NDP was in third with 26% support. Among those most likely to vote however, the Tories lead by three.

Regionally, with the Liberals ahead in metro Toronto and weak in southwestern Ontario, who wins the most seats will likely be determined by voters in the communities surrounding Toronto. Right now, the Tories have a slight advantage but there are still many voters who would only consider the Liberals or Tories who are still undecided in the vote and seat rich region of the province.

The Liberals are competitive because they have been able to maintain support among progressive voters who are considering both the Liberals or NDP and among more conservative or free enterprise voters who are considering voting either Liberal or PC.

For the Tories to pull well ahead, they have to convince far more of those who would consider PC or Liberal to support the Tories while hoping that the NDP can siphon away more swing progressives from the left.

The Liberals have a few paths to victory but the most likely is one that persuades OLP/NDP swing voters to back the Liberals to prevent a Hudak win.

For the NDP, they need to remind progressives of the mistakes of Liberal past while doing all they can to downplay the threat that Tim Hudak plays to the same voters. If the NDP is not seen as the alternative to the Tories, strategic voting may prevent the NDP from growing beyond its 2011 support levels.





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Our team combines the experience of our Chairman Bruce Anderson, one of Canada's leading research executives for two decades, with the energy, creativity and research expertise of CEO David Coletto, PhD.

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#### **SUN MEANS POLITICS**

Keep up with all the news from the Ontario election campaign including new polls and analysis by watching The Battleground with David Akin each evening at 5pm ET / 10pm MT.



And don't forget to bookmark <u>www.OntarioPolls.ca</u> for all the reports and analysis from all polls conducted by Abacus Data and Sun News during the Ontario election.

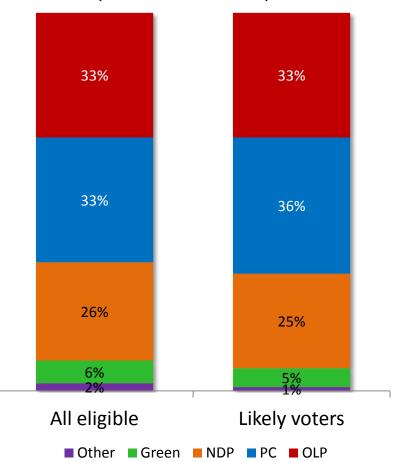




## PCs lead by 3 among Committed Likely Voters



Q: If the ONTARIO election was today, which party would you vote for in your local constituency?



Among those committed to a party, the Liberal Party and the PC Party are tied at 33% each with the NDP in third at 26%. Six percent of committed respondents said they would vote for the Green Party of Ontario.

Regionally, the Liberals lead by 13 in Toronto (OLP 40%, NDP 27%, PC 26%), lead by 11 in Eastern Ontario (OLP 42%, PC 31%, NDP 20%) while the Tories lead by eight in southwest Ontario (PC 38%, NDP 30%, OLP 23%) and four in the area outside Toronto, including Hamilton and Niagara (PC 37%, OLP 33%, 23%). The NDP has a small 9-point lead in Northern Ontario (NDP 37%, OLP 28%, PC 27%).

Demographically, the Tories lead by 13 among those aged 60 and over (PC 44%, OLP 31%), while the NDP and Liberals do best among those aged 18 to 29 (NDP 36%, PC 33%). The Tories lead by five among men (PC 37%, OLP 32%), while there is a close, three-way fight among female voters between the Liberals (34%), PCs (30%), and the NDP (29%).

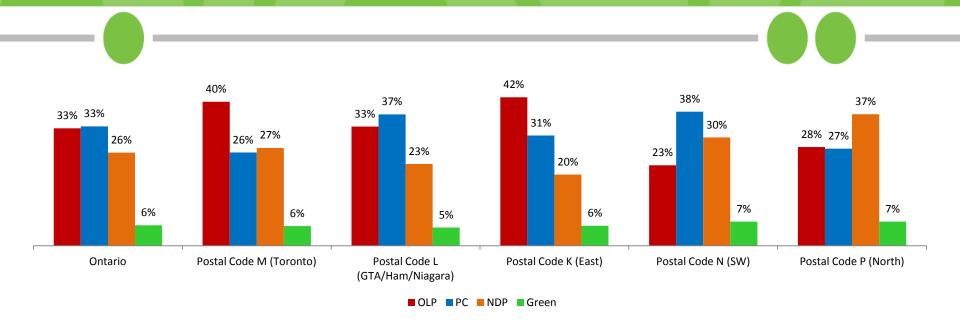
The Tories and Liberals are tied among committed voters who work in the private sector (PC 34%, OLP 34%) while the NDP and Liberals are tied among those working in the public sector (NDP 35%, OLP 34%, PC 24%).

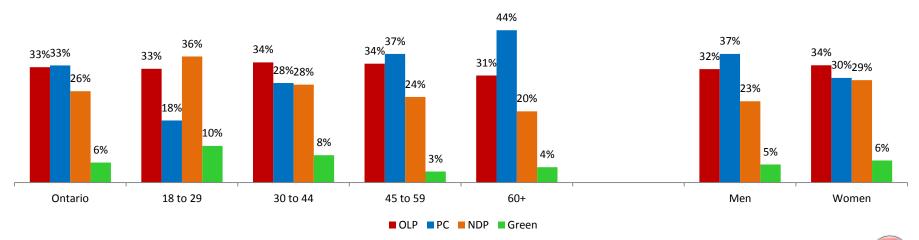
Among likely voters, the PC Party leads by three, with 36% of committed likely voters saying they would vote PC, followed by the Liberals at 33%, and the NDP at 25%.





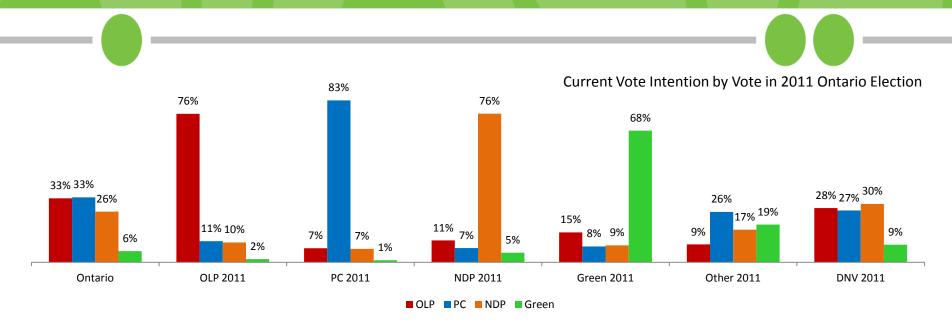
#### **Committed Voters**

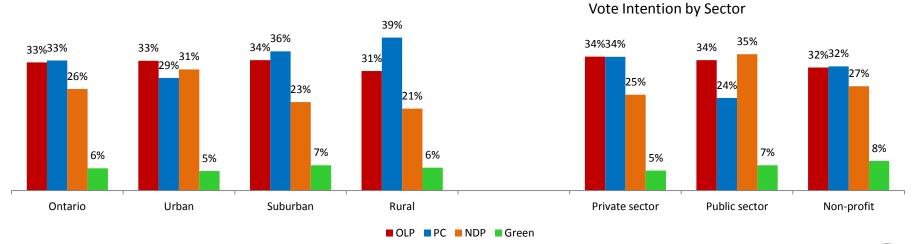






#### **Committed Voters**





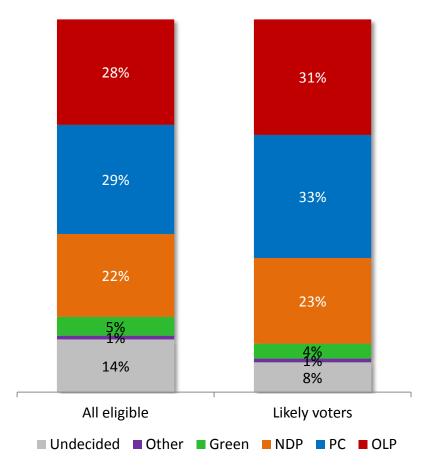




## Liberals and Tories Tied Among Eligible Voters



Q: If the ONTARIO election was today, which party would you vote for in your local constituency?

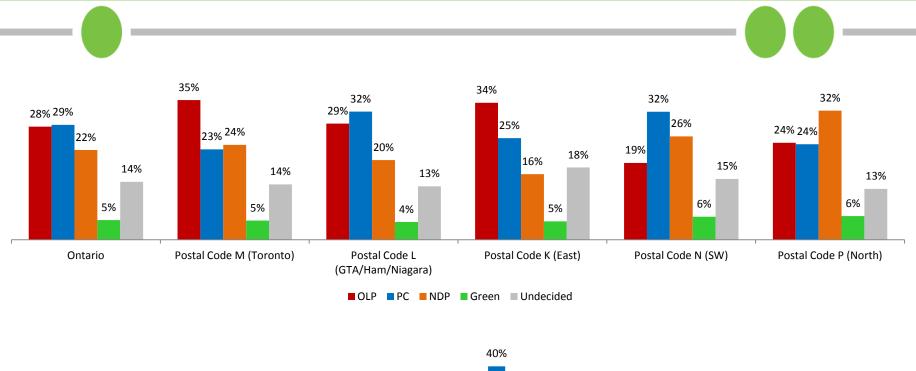


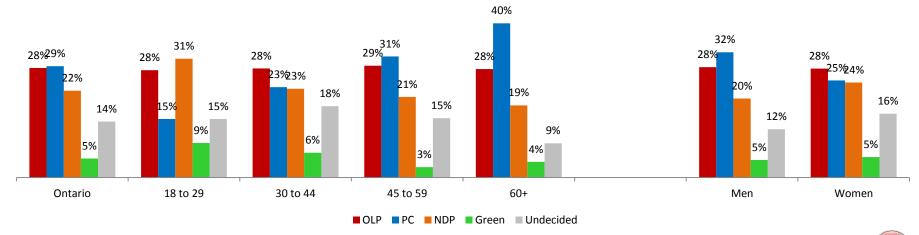
- Among all eligible voters (including those who are undecided), the PCs are at 29%, the Liberals at 28%, and the Ontario NDP in third at 22%.
  The Green Party has the support of 5% of eligible voters while 14% are undecided.
- Among likely voters, the PC Party has a small lead with 33% saying they would vote PC followed by the Liberals at 31% and the NDP at 23%.
- Eight percent of likely voters say they are undecided about which party they would vote for.

Likely voters were identified by creating a six-point scale based on seven questions about a respondent's interest in politics, their intention to vote, whether they have voted already, and the attention they have paid to the election campaign.



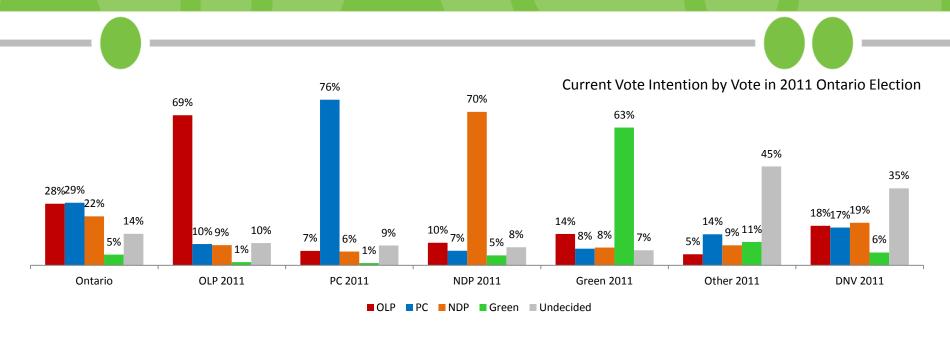
#### Provincial Vote Intention – All Eligible Voters

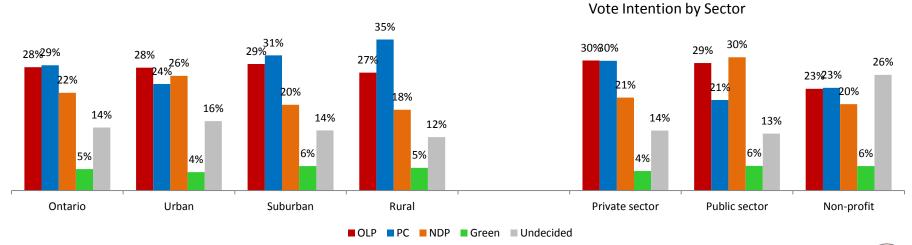






#### Provincial Vote Intention – All Eligible Voters

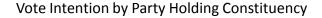


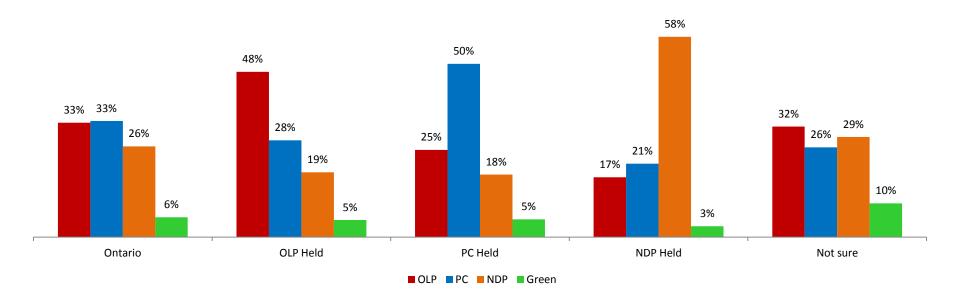






#### **Committed Voters**





Incumbent MPPS are looking to be in a good position. Respondents were asked what party holds the constituency they currently live in. Among committed voters living in an OLP held constituency, 48% would vote OLP compared with 28% for the PCs, and 19% for the NDP. For those living in PC held constituencies, 50% would vote PC compared to 25% for the OLP and 18% for the NDP. Finally, 58% of committed voters living in an NDP held constituency said they would vote NDP compared to 21% for the PCs and 17% for the OLP.



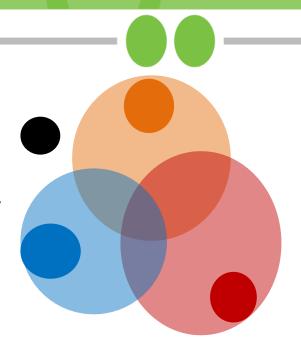


### Profiling Ontario's Electorate

The Ontario electorate is best understood as a series of eight voter groups determined by their openness to vote for one or more of the main political parties in Ontario. Very early in our survey, we asked respondents whether they would consider voting for each of the three main political parties (Liberal, PC, and the NDP) and based on the response to the three questions we created distinct voter groups. These groups include those that would only consider voting Liberal, Conservative, or NDP, would consider voting for two of the main parties but not the third, those that would consider voting for all three main parties, and those that would not consider voting for any of the main parties.

Throughout the Ontario election campaign, we will return to these groups and report survey results by group. But for now, a brief description of the three groups.

The next few pages of this report detail the approximate size of each group in the electorate and some demographic, regional, and behavioural attributes for each.



#### Core Voters (36% of the electorate)

Each of the three main parties has a core group of voters that they can usually count on to support their party. Currently in Ontario, one in three eligible voters is a core voter for either the Liberal, PC, or New Democratic parties. The Tories have the largest core group at 16% with the Ontario Liberal and NDP cores representing approximately 10% of the electorate. These groups are important for each party, but are unlikely to decide the election. Parties seek to motivate these voters as opposed to persuading them.

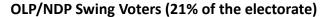
#### Full Swing Voters (13% of the electorate)

About 13% of the electorate in Ontario would consider voting for all three main political parties. In 2011, 30% of them voting Liberal followed by 18% for the NDP and 13% for the PCs. Right now, their vote intention is similar with 24% saying they would vote Liberal followed by the NDP at 19% and the PCs at 14%. 35% of swing voters are undecided - the highest level of any of the groups profiled in this report.

Swing voters are more likely to be women and younger. One in three (37%) work in the public sector and they are regionally distributed according the rest of Ontario's population.



### Profiling Ontario's Electorate



Over two in ten eligible voters in Ontario would consider voting for OLP and NDP, but not the PCs. This OLP/NDP swing group is the largest voter group in the province. In 2011, 45% voted Liberal while 32% voted NDP. One reason why the Liberals remain competitive is that fact that they have maintained support among these progressive voters. Currently, 47% say they would vote Liberal compared to 38% for the NDP. Nine percent of these voters are undecided.

OLP/NDP swing voters are more likely to be women and under the age of 60. Four in ten (42%) work in the public sector and they are regionally distributed according to the rest of Ontario's population.

If the NDP hopes to breakthrough and replace the Liberals, they have to do much better among this group of voters.

#### **OLP/PC Swing Voters (10% of the electorate)**

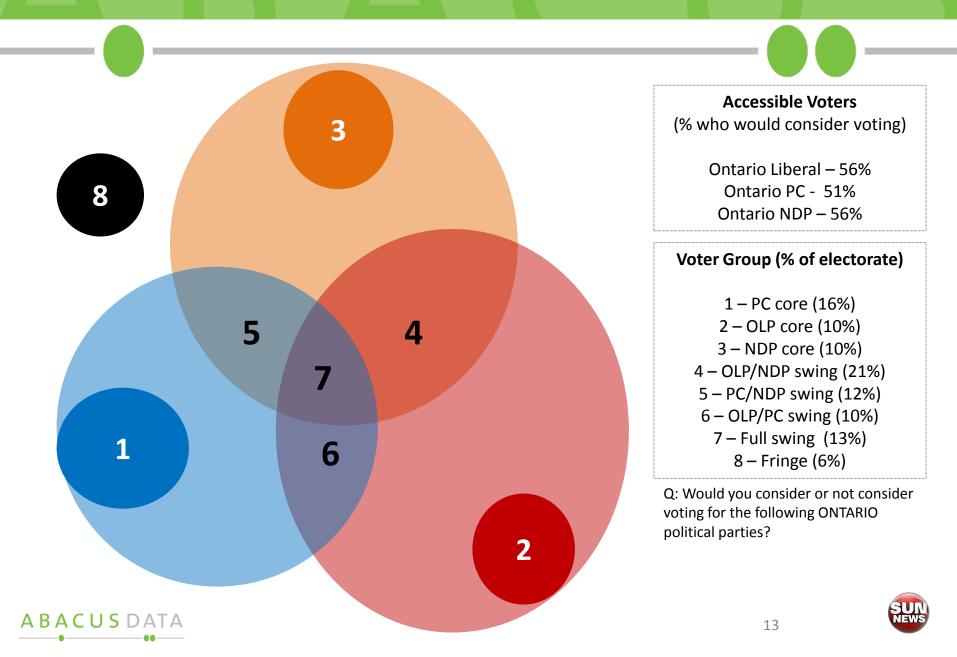
About 10% of the electorate would only consider voting Liberal or PC, and not NDP. In 2011, 40% voted Liberal while 38% voted PC. Today, voting behaviour looks similar with 38% saying they would vote PC while 37% would vote OLP. Twenty percent of these voters are undecided, higher than OLP/NDP swing voters.

These voters are evenly distributed between men and women but tend to be older (65% are aged 45 and older). Sixty-four percent work in the private sector and 44% live in the communities surrounding Toronto (have a postal code that starts with L). If the Tories hope to breakthrough and win the election, they have to do much better among this group.





### Profiling Ontario's Electorate



# Swing Voters – 13% of the Electorate

Subgroup	% of Group
Male	44%
Female	56%
18 to 29	28%
30 to 44	34%
45 to 59	26%
60+	12%
Public sector employee	37%
Private sector employee	55%
Union household	19%
Toronto	23%
GTA/Hamilton/Niagara	34%
East	12%
Southwest	23%
North	8%

Subgroup	% of Group
2011 Vote	
OLP	30%
PC	13%
NDP	18%
Green	4%
Did not vote in 2011	33%
<b>Current Vote Choice</b>	
OLP	24%
PC	14%
NDP	19%
Green	7%
Undecided	35%



## OLP Core – 10% of the Electorate

Subgroup	% of Group
Male	49%
Female	51%
18 to 29	13%
30 to 44	22%
45 to 59	37%
60+	28%
Public sector employee	31%
Private sector employee	65%
Union household	21%
Toronto	22%
GTA/Hamilton/Niagara	39%
East	17%
Southwest	17%
North	6%

Subgroup	% of Group
2011 Vote	
OLP	74%
PC	6%
NDP	4%
Green	2%
Did not vote in 2011	14%
<b>Current Vote Choice</b>	
OLP	90%
PC	2%
NDP	-
Green	3%
Undecided	4%



## PC Core – 16% of the Electorate

Subgroup	% of Group
Male	61%
Female	39%
18 to 29	7%
30 to 44	16%
45 to 59	41%
60+	36%
Public sector employee	29%
Private sector employee	67%
Union household	16%
Toronto	15%
GTA/Hamilton/Niagara	42%
East	14%
Southwest	24%
North	5%

Subgroup	% of Group
2011 Vote	
OLP	7%
PC	81%
NDP	2%
Green	1%
Did not vote in 2011	8%
<b>Current Vote Choice</b>	
OLP	1%
PC	95%
NDP	-
Green	1%
Undecided	2%



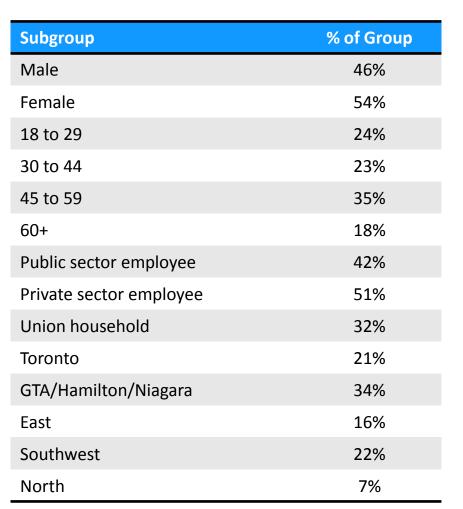
#### NDP Core – 10% of the Electorate

Subgroup	% of Group
Male	50%
Female	50%
18 to 29	14%
30 to 44	22%
45 to 59	38%
60+	25%
Public sector employee	40%
Private sector employee	55%
Union household	28%
Toronto	15%
GTA/Hamilton/Niagara	35%
East	12%
Southwest	26%
North	12%

Subgroup	% of Group
2011 Vote	
OLP	8%
PC	6%
NDP	68%
Green	3%
Did not vote in 2011	15%
<b>Current Vote Choice</b>	
OLP	-
PC	1%
NDP	86%
Green	4%
Undecided	9%



# OLP/NDP Swing – 21% of the Electorate



Subgroup	% of Group
2011 Vote	
OLP	45%
PC	4%
NDP	32%
Green	5%
Did not vote in 2011	14%
<b>Current Vote Choice</b>	
OLP	47%
PC	-
NDP	38%
Green	6%
Undecided	9%



# OLP/PC Swing – 10% of the Electorate

Subgroup	% of Group
Male	49%
Female	51%
18 to 29	14%
30 to 44	21%
45 to 59	41%
60+	24%
Public sector employee	31%
Private sector employee	64%
Union household	18%
Toronto	22%
GTA/Hamilton/Niagara	44%
East	11%
Southwest	12%
North	11%

Subgroup	% of Group
2011 Vote	
OLP	40%
PC	38%
NDP	3%
Green	3%
Did not vote in 2011	15%
<b>Current Vote Choice</b>	
OLP	37%
PC	38%
NDP	1%
Green	4%
Undecided	20%



# NDP/PC Swing – 12% of the Electorate

Subgroup	% of Group
Male	49%
Female	51%
18 to 29	11%
30 to 44	22%
45 to 59	37%
60+	30%
Public sector employee	35%
Private sector employee	63%
Union household	19%
Toronto	11%
GTA/Hamilton/Niagara	36%
East	14%
Southwest	30%
North	8%

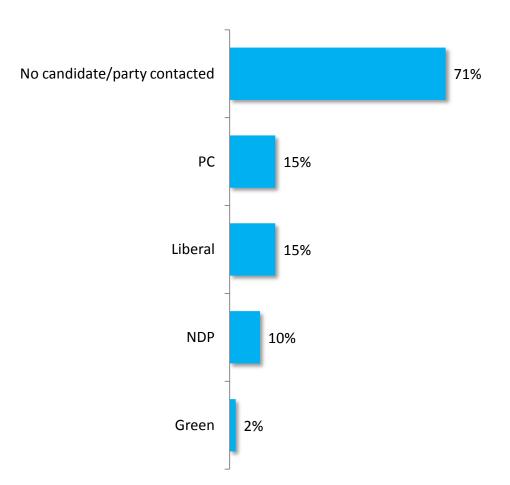
Subgroup	% of Group
2011 Vote	
OLP	8%
PC	53%
NDP	21%
Green	2%
Did not vote in 2011	16%
<b>Current Vote Choice</b>	
OLP	1%
PC	59%
NDP	25%
Green	3%
Undecided	11%



### Campaign Contact with Voters



Please indicate all the political parties that have you contacted since the election started.



As part of our election tracking, we will also track the level of engagement between the political parties and voters.

When asked which political parties had contact them since the provincial election started, 71% of all respondents said that no candidate or party had contacted them.

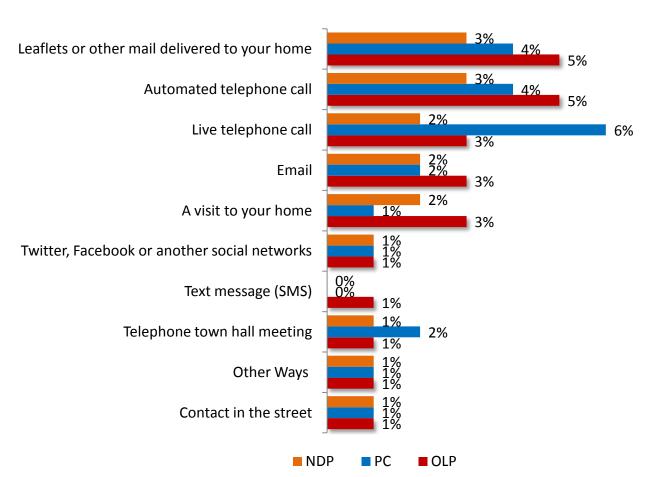
Fifteen percent of eligible voters reported being contacted by the PCs while 15% reported being contacted by the Liberal Party campaign or candidates. Respondents were slightly less likely to say they have been contacted by the NDP (10%) or the Green Party (2%).





## Recall – Types of Campaign Contact



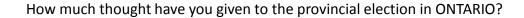


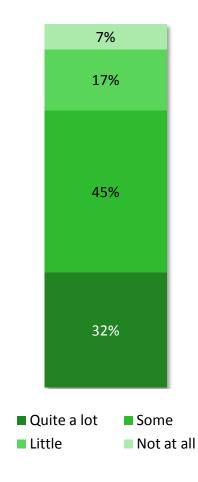
Overall, reports of communications from the campaign indicate that the PCs and Liberals have been more active than the NDP campaign so far.

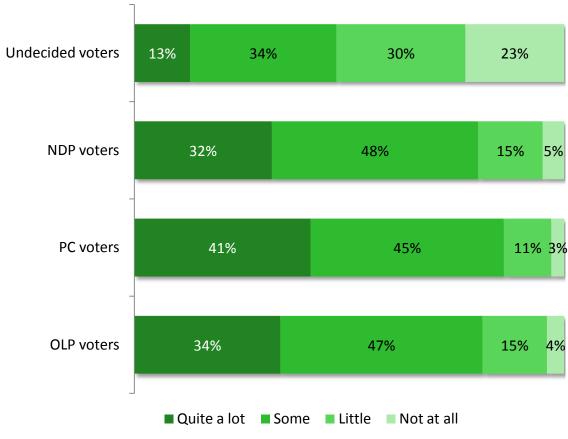
When asked how the political parties or candidates had contacted them, six percent of respondents had received a live telephone call from a PC campaign while five percent had received either a leaflet delivered to their home or an automated telephone call from a Liberal campaign.



#### Interest in the Election



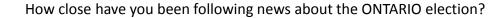


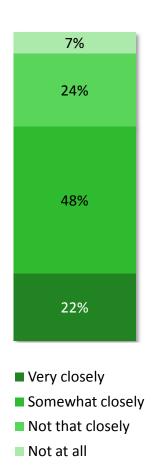


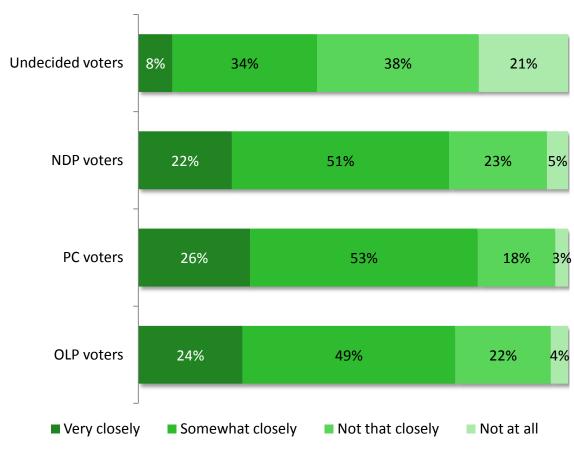




### Following News about the Election



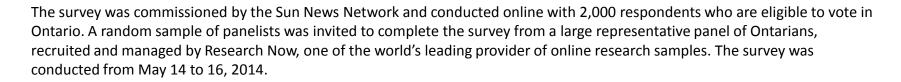








### Methodology



The Marketing Research and Intelligence Association policy limits statements about margins of sampling error for most online surveys. The margin of error for a comparable probability-based random sample of the same size is +/- 2.2%, 19 times out of 20. The margin of error for a comparable probability-based random sample of 1,672 committed voters of the same is +/- 2.4 %, 19 times out of 20.

Likely voters were identified by creating a six-point scale based on seven questions about a respondents interest in politics, their intention to vote, whether they have voted already, and the attention they have paid to the election campaign.

The data were weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, educational attainment, and region. Totals may not add up to 100 due to rounding. For more information please contact David Coletto, CEO at david@abacusdata.ca or at 613-232-2806.





# Vote Intention – Eligible Voters

Row %		Ontario Liberal	Ontario PC	Ontario NDP	Ontario Green	Undecided	Unweighted	Weighted
Region	Ontario	28%	29%	22%	5%	14%	1,987	1,953
	Toronto (postal code starts with M)	35%	23%	24%	5%	14%	445	361
	GTA, Hamilton/Niagara or Central Ontario (postal code starts with L)	29%	32%	20%	4%	13%	659	725
	Eastern Ontario (postal code starts with K)	34%	25%	16%	5%	18%	326	274
	Southwestern Ontario (postal code starts with N)	19%	32%	26%	6%	15%	407	440
	Northern Ontario (postal code starts with P)	24%	24%	32%	6%	13%	150	153
Gender	Male	28%	32%	20%	5%	12%	1,013	987
	Female	28%	25%	24%	5%	16%	974	967
Age	18 - 29	28%	15%	31%	9%	15%	272	329
	30 - 44	28%	23%	23%	6%	18%	511	453
	45 - 59	29%	31%	21%	3%	15%	672	706
	60 and over	28%	40%	19%	4%	9%	532	465
Education	HS or less	24%	29%	24%	5%	16%	485	691
	College	27%	29%	22%	5%	15%	770	683
	Uni	35%	27%	21%	5%	12%	732	580
Likely Voters	Likely voter	30%	33%	23%	4%	8%	1,413	1,344
	Unlikely voter	23%	19%	21%	6%	28%	574	610





## Vote Intention - Committed Voters

Row %		Ontario Liberal	Ontario PC	Ontario NDP	Ontario Green	Unweighted	Weighted
Region	Ontario	33%	33%	26%	6%	1,707	1,672
	Toronto (postal code starts with M)	40%	26%	27%	6%	388	312
	GTA, Hamilton/Niagara or Central Ontario (postal code starts with L)	33%	37%	23%	5%	571	629
	Eastern Ontario (postal code starts with K)	42%	31%	20%	6%	270	225
	Southwestern Ontario (postal code starts with N)	23%	38%	30%	7%	348	373
	Northern Ontario (postal code starts with P)	28%	27%	37%	7%	130	133
Gender	Male	32%	37%	23%	5%	888	864
	Female	34%	30%	29%	6%	819	808
Age	18 - 29	33%	18%	36%	10%	230	279
	30 - 44	34%	28%	28%	8%	423	370
	45 - 59	34%	37%	24%	3%	569	598
	60 and over	31%	44%	20%	4%	485	424
Education	HS or less	28%	35%	29%	6%	407	582
	College	32%	34%	26%	5%	653	577
	Uni	39%	31%	23%	5%	647	513
Likely Voters	Likely voter	33%	36%	25%	5%	1,295	1,231
	Unlikely voter	32%	27%	29%	8%	412	440



## Consider Voting Liberal

Row %		Would consider	Would not consider	Unweighted	Weighted
Region	Ontario	56%	44%	2,000	1,967
	Toronto (postal code starts with M)	67%	33%	447	363
	GTA, Hamilton/Niagara or Central Ontario (postal code starts with L)	55%	45%	666	734
	Eastern Ontario (postal code starts with K)	57%	43%	329	277
	Southwestern Ontario (postal code starts with N)	48%	52%	408	441
	Northern Ontario (postal code starts with P)	57%	43%	150	153
Gender	Male	52%	48%	1,017	991
	Female	60%	60% 40% 983		976
Age	18 - 29	68%	32%	275	332
	30 - 44	61%	39%	515	457
	45 - 59	54%	46%	678	713
	60 and over	47%	53%	532	465
Education	HS or less	51%	49%	487	694
	College	53%	47%	777	690
	Uni	66%	34%	736	583
Likely Voters	Likely voter	56%	44%	1,425	1,356
	Unlikely voter	57%	43%	575	610

# Consider Voting PC

Row %		Would consider	Would not consider	Unweighted	Weighted
Region	Ontario	51%	49%	2,000	1,967
	Toronto (postal code starts with M)	49%	51%	447	363
	GTA, Hamilton/Niagara or Central Ontario (postal code starts with L)	53%	47%	666	734
	Eastern Ontario (postal code starts with K)	46%	54%	329	277
	Southwestern Ontario (postal code starts with N)	51%	49%	408	441
	Northern Ontario (postal code starts with P)	52%	48%	150	153
Gender	Male	52%	48%	1,017	991
	Female	49%	51%	983	976
Age	18 - 29	44%	56%	275	332
	30 - 44	50%	50%	515	457
	45 - 59	50%	50%	678	713
	60 and over	56%	44%	532	465
Education	HS or less	53%	47%	487	694
	College	52%	48%	777	690
	Uni	47%	53%	736	583
Likely Voters	Likely voter	51%	49%	1,425	1,356
	Unlikely voter	49%	51%	575	610

# Consider Voting NDP

Row %		Would consider	Would not consider	Unweighted	Weighted
Region	Ontario	56%	44%	2,000	1,967
	Toronto (postal code starts with M)	56%	44%	447	363
	GTA, Hamilton/Niagara or Central Ontario (postal code starts with L)	52%	48%	666	734
	Eastern Ontario (postal code starts with K)	55%	45%	329	277
	Southwestern Ontario (postal code starts with N)	61%	39%	408	441
	Northern Ontario (postal code starts with P)	62%	38%	150	153
Gender	Male	52%	48%	1,017	991
	Female	60%	40%	983	976
Age	18 - 29	67%	33%	275	332
	30 - 44	61%	39%	515	457
	45 - 59	52%	48%	678	713
	60 and over	48%	52%	532	465
Education	HS or less	56%	44%	487	694
	College	57%	43%	777	690
	Uni	54%	46%	736	583
Likely Voters	Likely voter	56%	44%	1,425	1,356
	Unlikely voter	56%	44%	575	610

#### In your PROVINCIAL CONSTITUENCY or RIDING, what party is your MPP from?

Row %		Ontario Liberal	Ontario PC	Ontario NDP	Not sure	Unweighted	Weighted
Region	Ontario	31%	29%	13%	26%	2,000	1,967
	Toronto (postal code starts with M)	44%	12%	16%	29%	447	363
	GTA, Hamilton/Niagara or Central Ontario (postal code starts with L)	30%	33%	11%	26%	666	734
	Eastern Ontario (postal code starts with K)	36%	39%	3%	23%	329	277
	Southwestern Ontario (postal code starts with N)	18%	34%	19%	29%	408	441
	Northern Ontario (postal code starts with P)	33%	24%	23%	20%	150	153
Gender	Male	33%	32%	14%	21%	1,017	991
	Female	29%	26%	13%	32%	983	976
Age	18 - 29	31%	18%	12%	39%	275	332
	30 - 44	31%	23%	13%	32%	515	457
	45 - 59	32%	34%	13%	22%	678	713
	60 and over	30%	36%	16%	18%	532	465
Education	HS or less	25%	30%	12%	33%	487	694
	College	31%	32%	13%	24%	777	690
	Uni	39%	25%	16%	20%	736	583
Likely Voters	Likely voter	36%	34%	15%	16%	1,425	1,356
	Unlikely voter	20%	19%	11%	50%	575	610



#### How much thought have you given to the provincial election in ONTARIO?

Row %		Quite a lot	Some	Little	Not at all	Unweighted	Weighted
Region	Ontario	32%	45%	16%	7%	2,000	1,967
	Toronto (postal code starts with M)	34%	47%	13%	6%	447	363
	GTA, Hamilton/Niagara or Central Ontario (postal code starts with L)	31%	46%	16%	7%	666	734
	Eastern Ontario (postal code starts with K)	33%	41%	17%	9%	329	277
	Southwestern Ontario (postal code starts with N)	33%	42%	18%	7%	408	441
	Northern Ontario (postal code starts with P)	27%	49%	19%	4%	150	153
Gender	Male	37%	43%	14%	6%	1,017	991
	Female	26%	47%	19%	8%	983	976
Age	18 - 29	22%	45%	23%	10%	275	332
	30 - 44	23%	44%	21%	12%	515	457
	45 - 59	32%	48%	15%	5%	678	713
	60 and over	47%	40%	10%	3%	532	465
Education	HS or less	28%	44%	18%	9%	487	694
	College	35%	44%	15%	6%	777	690
	Uni	33%	46%	16%	5%	736	583
Likely Voters	Likely voter	46%	52%	2%	0%	1,425	1,356
	Unlikely voter	1%	28%	49%	22%	575	610



#### How close have you been following news about the ONTARIO election?

Row %		Very closely	Somewhat closely	Not that closely	Not at all	Unweighted	Weighted	
Region	Ontario	22%	48%	24%	7%	2,000	1,967	
	Toronto (postal code starts with M)	21%	53%	21%	5%	447	363	
	GTA, Hamilton/Niagara or Central Ontario (postal code starts with L)	21%	50%	22%	7%	666	734	
	Eastern Ontario (postal code starts with K)	23%	42%	26%	10%	329	277	
	Southwestern Ontario (postal code starts with N)	23%	45%	25%	7%	408	441	
	Northern Ontario (postal code starts with P)	19%	41%	34%	5%	150	153	
Gender	Male	27%	46%	20%	6%	1,017	991	
	Female	16%	49%	28%	8%	983	976	
Age	18 - 29	12%	40%	36%	11%	275	332	
	30 - 44	16%	45%	28%	10%	515	457	
	45 - 59	22%	51%	22%	5%	678	713	
	60 and over	33%	50%	16%	2%	532	465	
Education	HS or less	18%	45%	27%	9%	487	694	
	College	22%	50%	22%	6%	777	690	
	Uni	25%	47%	24%	4%	736	583	
Likely Voters	Likely voter	31%	64%	5%	0%	1,425	1,356	
	Unlikely voter	0%	11%	68%	21%	575	610	

