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**GLOBEANDMAIL**

## A Report To The Globe and Mail

**The Race for Queen's Park, 2007**

**August 15, 2007**

# Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a survey of 750 Ontarians.
  - Oversample Toronto CMA not in the City of Toronto n=124
  - Oversample Southwestern Ontario n=90
- ◆ Results are based on tracking among a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted between August 9 and 14, 2007.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

# Sample Distribution and Margin of Error

	<b>August 9-14, 2007</b>	
<b>Region</b>	<b>Sample Size</b>	<b>Margin of Error (<math>\pm</math>)</b>
Ontario	750	3.6%
Toronto CMA	309	5.6%
416	154	7.9%
905	271	6.0%
Rest of Ontario	441	4.7%
Southwest	291	5.7%
East and North	240	6.3%

# With two months to go, the race for Queen's Park remains tight

- ◆ With less than 60 days to go, the Liberals have a modest 5 percentage point edge over the Ontario PCs. The Liberals are now at 40%, down from 47% in the 2003 election. The PCs remain at 35%, on par with their performance in the last election.
- ◆ The Liberals have lost ground – ranging from 6 to 10 percentage points --in all regions of the province compared to the last election. The biggest decline in Liberal support has occurred outside the Greater Toronto Area. The Greens (up to 8% from 3%) and NDP (up to 18% from 15%) have been the beneficiaries of the slippage in Liberal support.
- ◆ On a more positive note, the Liberals continue to hold a lead over the PCs in all regions of the province except Northern/Central/Eastern Ontario.
- ◆ While the Ontario PCs continue to trail the Liberals in the 416 area of the Greater Toronto Area, by a significant margin, they remain highly competitive in other key regions – the 905 area of the GTA, Southwest Ontario, and Eastern/Central/Northern Ontario.
- ◆ Increased support for the Green party is evident across the province, particularly in SW Ontario. While the NDP is doing better across the province, its biggest gains are evident in the 416 area of the GTA.

# With two months to go, the race for Queen's Park remains tight

## Key Demographics

- ◆ Liberals continue to enjoy support from all demographic groups, although their support levels skew toward women and university graduates.
- ◆ By contrast, the Ontario PCs tend to be stronger among their traditional base: high income earners (\$100k or more), those over the age of 35, and men.

## Implications

- ◆ These results suggest that the dynamic of the election campaign will have significant impact on the final outcome of the October 10th election.
- ◆ The Liberals have lost ground across the province to the second tier political parties – the Greens and the NDP. The Liberals will want to find ways to polarize the election by attempting to pull progressive voters back to them.
- ◆ By contrast, the Conservatives have yet to catch on fire: their support levels remain unchanged since the 2003 election. They need to find a wedge issue to capture the imagination of Ontarians in a manner that does not pull progressive voters back to the Liberals.

# Ontario Detailed Tables

# How would Ontarians vote today in a provincial election?

		Ontario		
		October 2 <sup>nd</sup> 2003 Election Results	Nov 2-7 2005	Aug 9-12 2007
n=			750	750
		%	%	%
Liberal candidate		47	37	40
Progressive Conservative candidate		35	34	35
NDP candidate		15	21	18
Green Party candidate		3	8	8

- Q. Now I would like to ask you about who you will vote for in the Ontario provincial election that will be held on October 10th. For the Ontario provincial election, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Progressive Conservative candidate in your area, the NDP candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?
- Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Progressive Conservative candidate in your area, the NDP candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?
- C Caution, small base size
- Base: Total Sample

# How would Ontarians vote today in a provincial election?

	Ontario		Region											
			Toronto CMA		Subregion				Rest of Ontario		Subregion			
					416		905				Southwest		East & North	
n=	Election 2003	Aug 9-12	Election 2003	Aug 9-12	Election 2003	Aug 9-12	Election 2003	Aug 9-12	Election 2003	Aug 9-12	Election 2003	Aug 9-12	Election 2003	Aug 9-12
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal candidate	47	40	50	44	52	45	47	42	46	37	44	37	48	38
Progressive Conservative candidate	35	35	34	32	27	24	43	41	36	36	37	32	34	40
NDP candidate	15	18	13	17	18	25	8	10	16	19	16	20	15	17
Green Party candidate	3	8	3	7	3	6	2	8	3	8	3	11	3	6

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- Base: Total Sample

# How would Ontarians vote today in a provincial election?

		August 9-12 2007										
		Age			Education			Income			Gender	
		18 – 34	35 – 49	50+	HS or Less	Some Post-Scndry	Grad. Coll/ Univ.	<\$50K	\$50K-\$99K	\$100K+	Male	Female
Ontario	n=	144 <sup>C</sup>	202	382	213	139 <sup>C</sup>	375	228	248	120 <sup>C</sup>	354	396
	%	%	%	%	%	%	%	%	%	%	%	%
Liberal candidate	<b>40</b>	43	37	39	36	35	43	39	39	40	35	44
Progressive Conservative candidate	<b>35</b>	27	37	37	35	41	33	29	33	40	41	29
NDP candidate	<b>18</b>	19	18	18	21	16	18	22	20	14	17	19
Green Party candidate	<b>8</b>	11	7	6	9	9	6	10	8	6	7	8

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# How would Ontarians vote today in a provincial election?

	August 9-12 2007								
	Ontario	Community Size							
		>10k	10k-29k	30k-49k	50k-99k	100k-249k	250k-499k	500k-1M	1M+
n=	750	67 <sup>C</sup>	64 <sup>C</sup>	23 <sup>C</sup>	39 <sup>C</sup>	72 <sup>C</sup>	101 <sup>C</sup>	22 <sup>C</sup>	362
	%	%	%	%	%	%	%	%	%
Liberal candidate	<b>40</b>	35	38	28	40	35	35	53	43
Progressive Conservative candidate	<b>35</b>	33	45	50	29	41	30	29	33
NDP candidate	<b>18</b>	20	11	17	29	17	26	12	16
Green Party candidate	<b>8</b>	11	6	6	3	7	9	6	8

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