

# Wynne still leads as “Best Premier” Million Dollar Jobs Plan Driving Campaign Agenda

Battleground Ontario 2014

Methodology: Online, n=1,000 eligible Ontario voters, May 28 to 31, 2014



# Key Findings and Analysis

## Key Findings

- Andrea Horwath continues to have the best leadership evaluation among eligible voters. Her net impression is +5, compared with -8 for Kathleen Wynne and -23 for Tim Hudak.
- Kathleen Wynne has opened up a 6-point lead over Hudak on who would make the best Premier. 27% of eligible voters selected Wynne, followed by Hudak at 22%, and Horwath at 16%. 36% of eligible voters are unsure, down 5-points from last week.
- Wynne is now in the lead or tied as best Premier among all age groups. Among female voters she has a 12-point lead over Andrea Horwath. Hudak has a small marginal lead as best Premier over Wynne among men.
- In this report, we also looked at how well the campaigns have set the agenda with their campaign promises.
- Overall, Tim Hudak's Million Jobs Plan and promise to cut 100,000 public sector employees are the most well known promises. Two thirds of eligible voters say they have heard a great deal or a fair bit about both promises. Wynne's promise to introduce an Ontario Pension Plan was third at 44% followed by Hudak's promise to set up a judicial inquiry into the cancelled gas plants at 41%.
- Although voters are more likely to have heard about Hudak's Million Dollar Jobs plan, voters are divided on the cuts to the public sector - 32% support the cuts while 53% are opposed.

## Analysis

Yesterday, we reported that the Liberals hold a seven-point lead over the Tories but that the race is closer among likely voters. While a majority of eligible voters in Ontario want change and only 27% think the Liberals deserve to be re-elected, a large portion are not yet ready to pass judgment on the Wynne government.

The stable horse race numbers mirror perceptions about the political party leaders. While NDP Leader Andrea Horwath continues to have the most favourable personal numbers (or the least negative), Kathleen Wynne continues to have the advantage on who would make the best Premier. Among eligible voters, she leads Tim Hudak by six points with Andrea Horwath well back in third. There is little evidence in our data that Horwath's more aggressive posturing last week has had much impact on her support. While her personal numbers are still stronger than other leaders, there's still a large portion of the electorate who have a neutral impression of the NDP leader.

In this release we also report on the effectiveness of campaign promises announced during the campaign. It is clear that the PC Party's Million Jobs Plan has dominated the campaign. Two in three eligible voters say they have heard a lot about both the jobs plan and the promise to cut 100,000 jobs. While the plan to create a million jobs is overly popular, the public sector cuts is not. These findings demonstrate the liability the promise to cut jobs has had on the Hudak campaign, despite the fact that they set the campaign's agenda early on.

The findings also suggest that while popular, the NDP promises have not cut through all the noise created by the PC/Liberal debate over economic management. Horwath's promise to introduce tax credits, free tuition, and remove the HST off of electricity bills is popular with voters. But, those promises have failed to break through as only one in four voters report hearing much about them.

The 2014 election has switched from a referendum on the Liberal government to a referendum on Hudak's Million Jobs Plan. Tonight, Hudak needs to do what he can to shift the focus back on the Liberals.

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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 [www.OntarioPolls.ca](http://www.OntarioPolls.ca) for all the reports and analysis from all polls conducted by Abacus Data and Sun News during the Ontario election.

# Campaign Promises – Setting the Agenda

In this week's survey, we asked respondents to what extent they have heard about a number of different campaign promises made by the three main political parties.

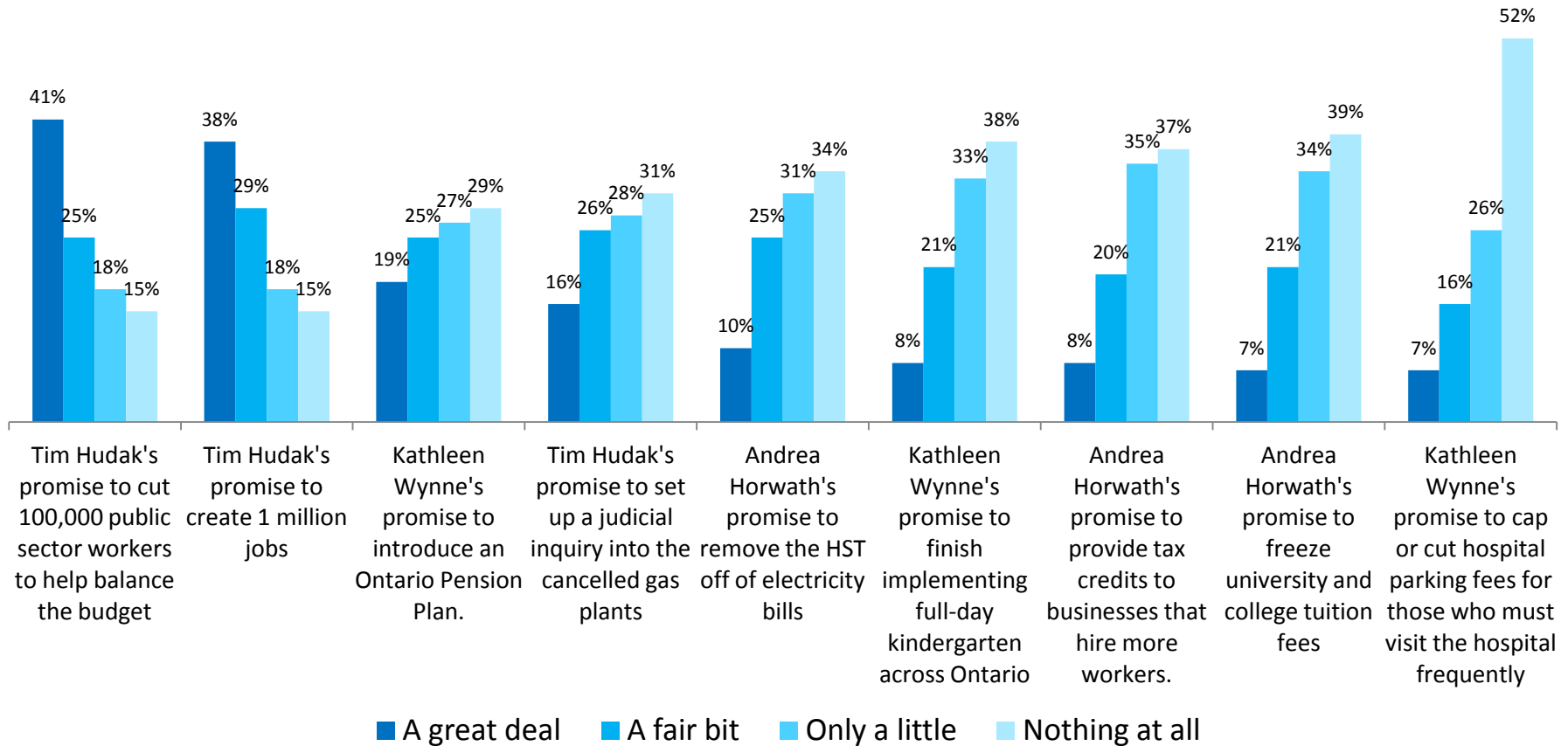
The results clearly indicate that Tim Hudak's Million Jobs Plan has set the agenda with two-thirds of eligible voters saying they have heard a great deal or a fair bit about both the 100,000 public sector jobs cut and his promise to create 1 million jobs. However, while the jobs plan is popular (see page 5), the promise to cut 100,000 public sector works in quite divisive. Overall, 32% of respondents support the promise to cut 100,000 jobs while 53% are opposed. The percentage who are strongly opposed is almost three times as large as those who strongly support it.

For Andrea Horwath and the NDP, her promises, while popular, have not been as effective at getting attention. One in three (35%) have heard a great deal or a fair bit about her promise to remove the HST off of electricity bills while less than 30% said the same about her tax credit or tuition freeze promises. Although those promises are popular, they have not cut through the focus the campaign has had on the PC campaign promises.

Campaign Promise	% Saying they have heard a great deal or fair bit
Tim Hudak's promise to cut 100,000 public sector workers to help balance the budget	66%
Tim Hudak's promise to create 1 million jobs	67%
Kathleen Wynne's promise to introduce an Ontario Pension Plan.	44%
Tim Hudak's promise to set up a judicial inquiry into the cancelled gas plants	41%
Andrea Horwath's promise to remove the HST off of electricity bills	35%
Kathleen Wynne's promise to finish implementing full-day kindergarten across Ontario	29%
Andrea Horwath's promise to provide tax credits to businesses that hire more workers.	28%
Andrea Horwath's promise to freeze university and college tuition fees	27%
Kathleen Wynne's promise to cap or cut hospital parking fees for those who must visit the hospital frequently	22%

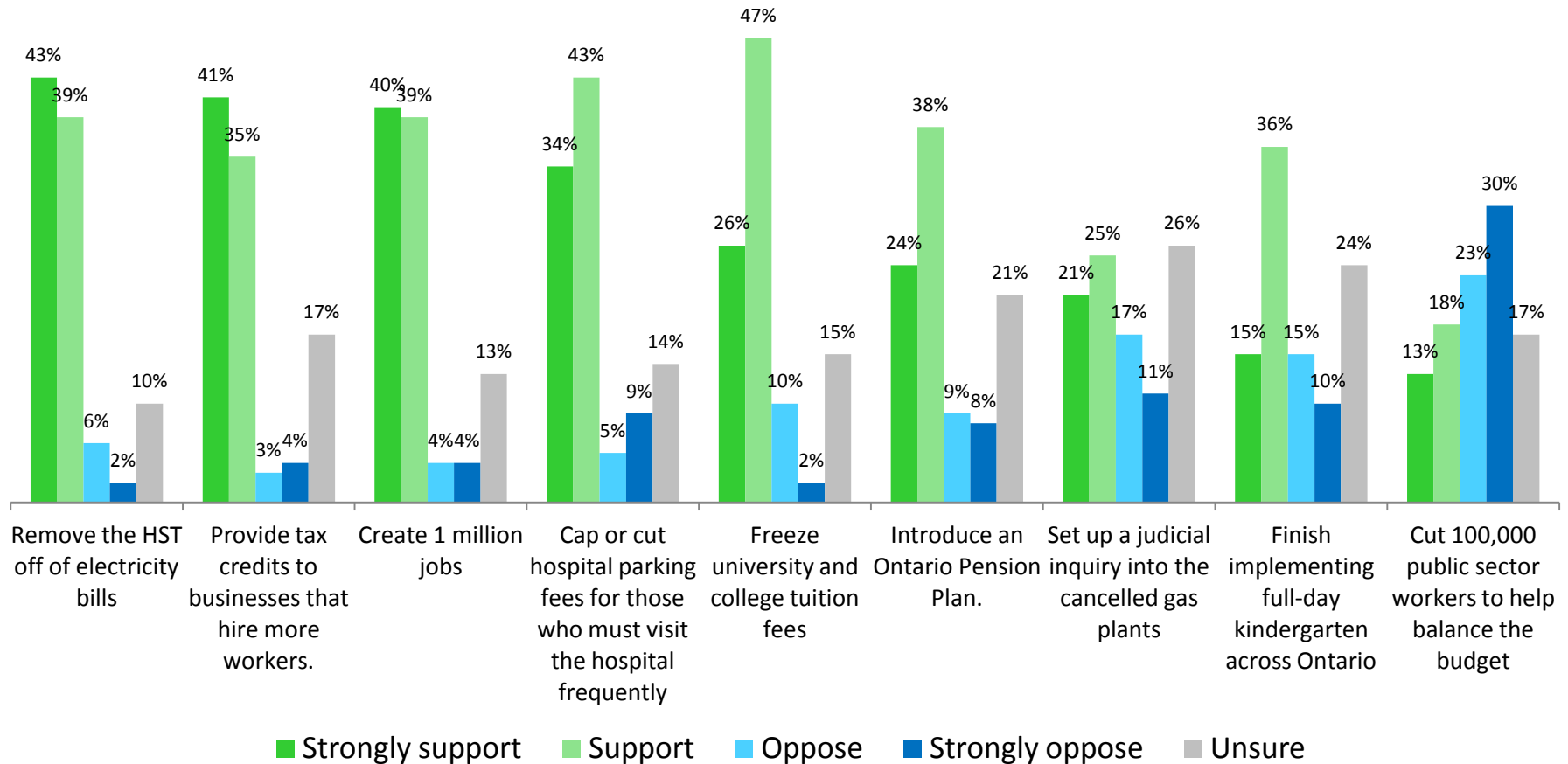
# Saliency of Campaign Promises

Have you seen, read or heard a great deal, a fair bit, only a little or nothing at all about the following...



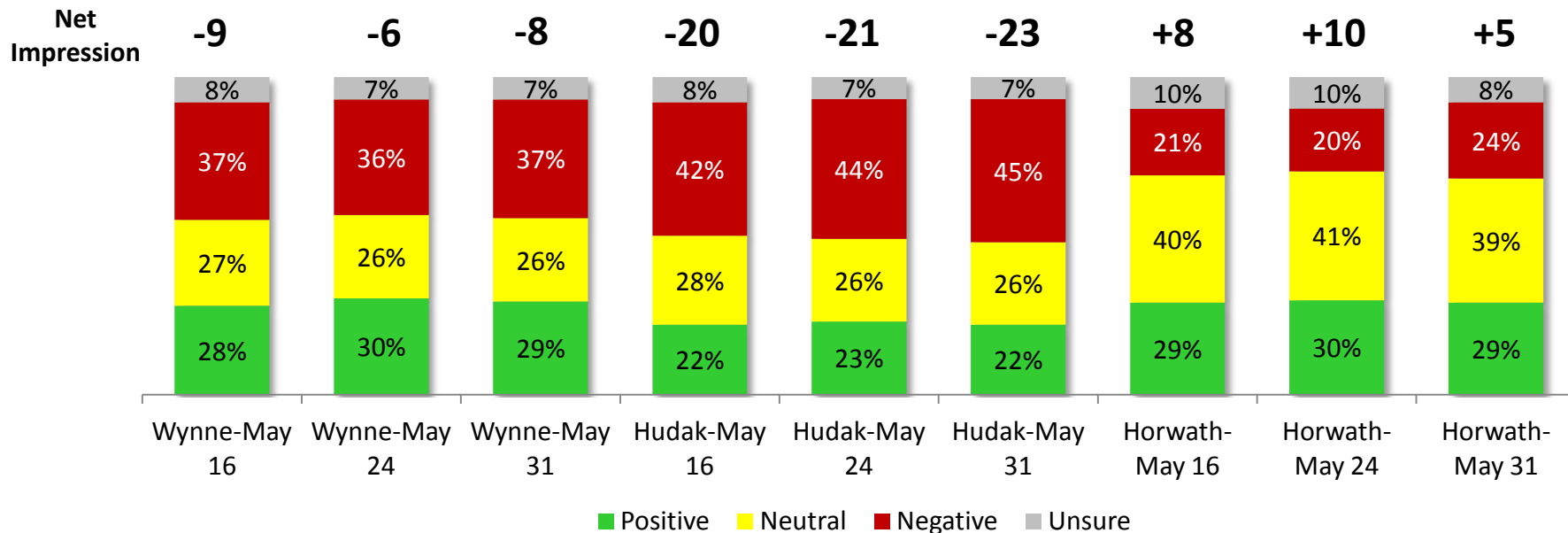
# Support/Opposition to Campaign Promises

Do you support or oppose the following campaign promises?



# Leadership Favourability

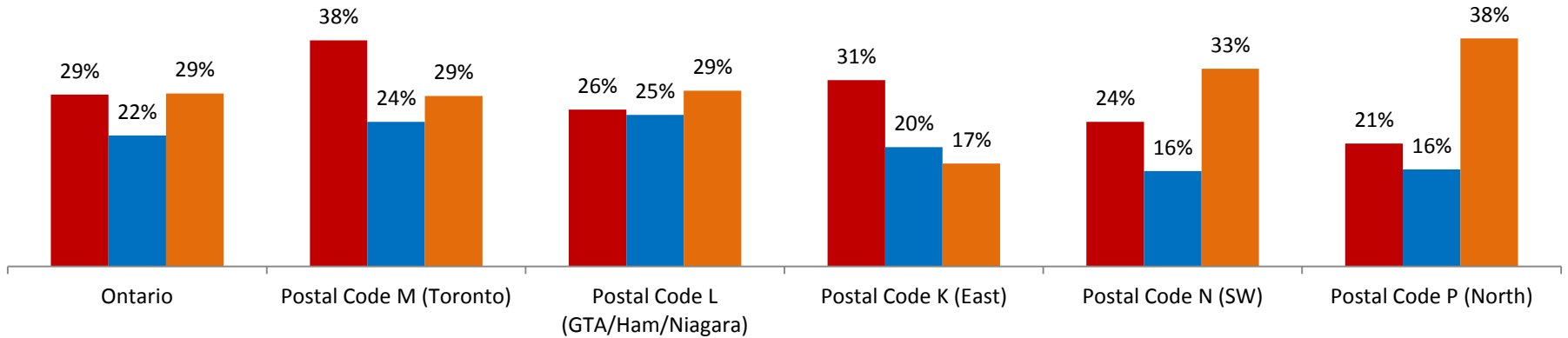
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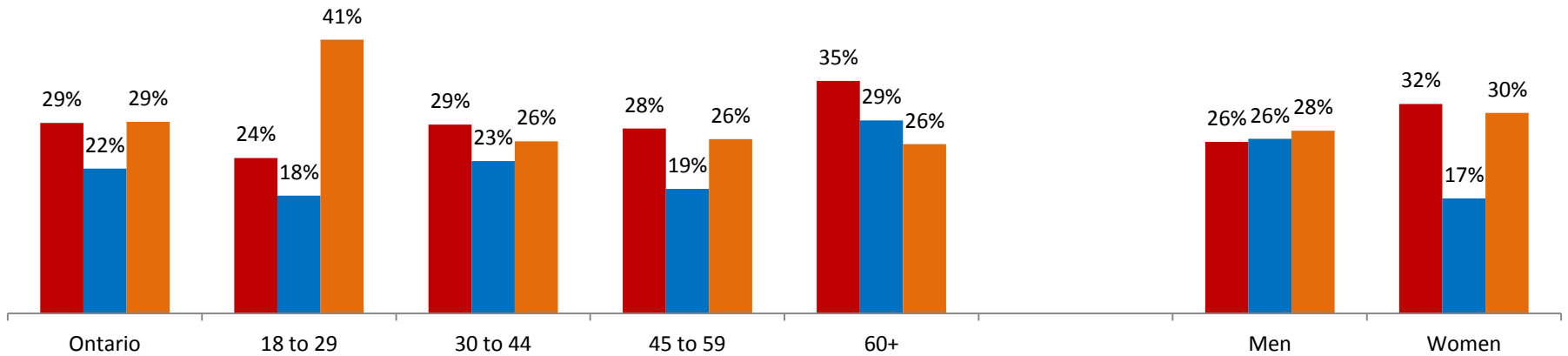
Overall there has been little change in the impression of the three main political party leaders. Since the start of our polling, Andrea Horwath has had the most positive impression followed by Kathleen Wynne and Tim Hudak. In our most recent wave of research, Horwath's net impression is +5 while Wynne's is -8 and Hudak's is -23.

# Positive Leadership Impressions - Subgroups

% of Respondents with a POSITIVE impression of each leader



■ Wynne ■ Hudak ■ Horwath

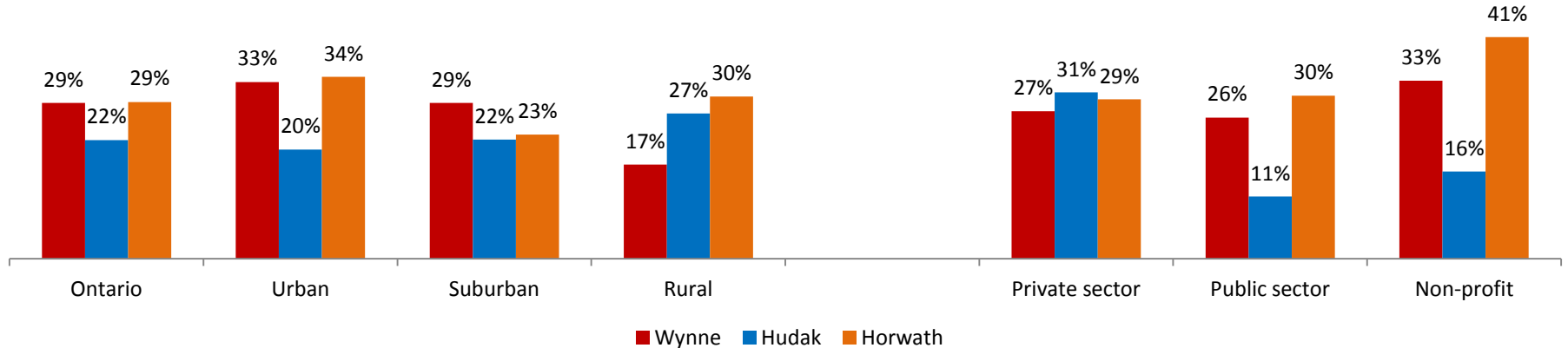
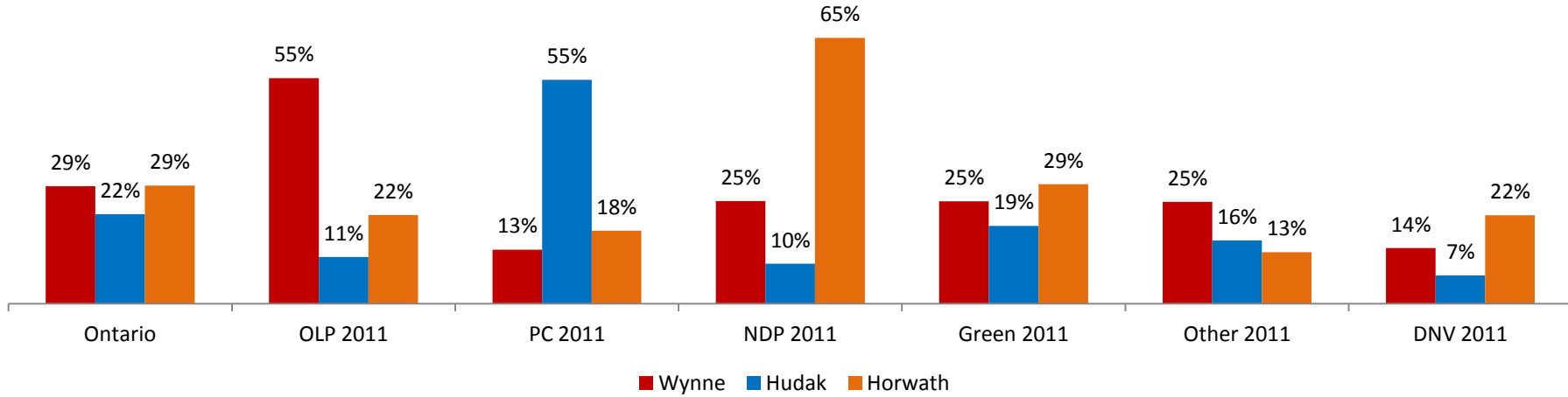


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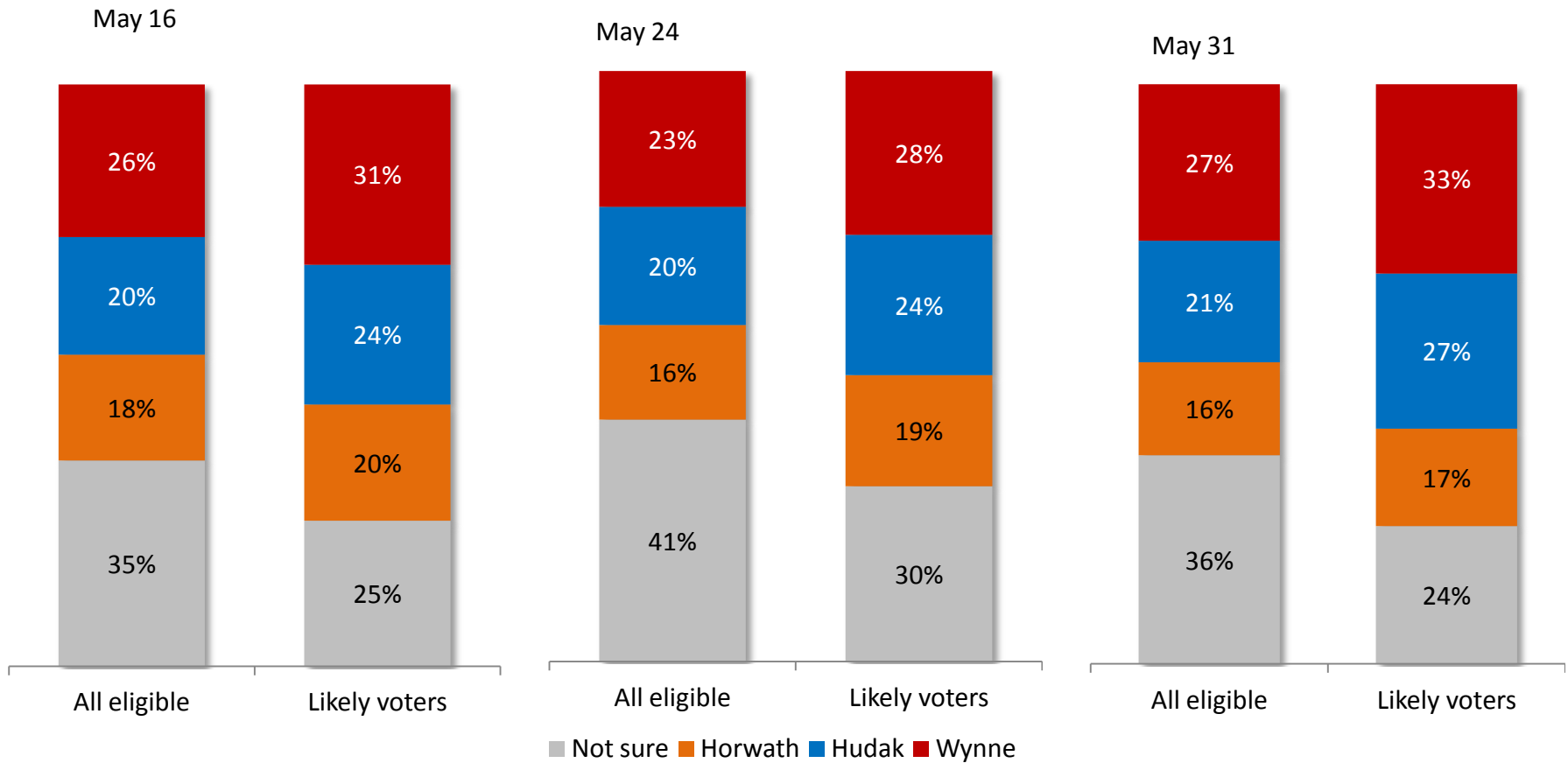
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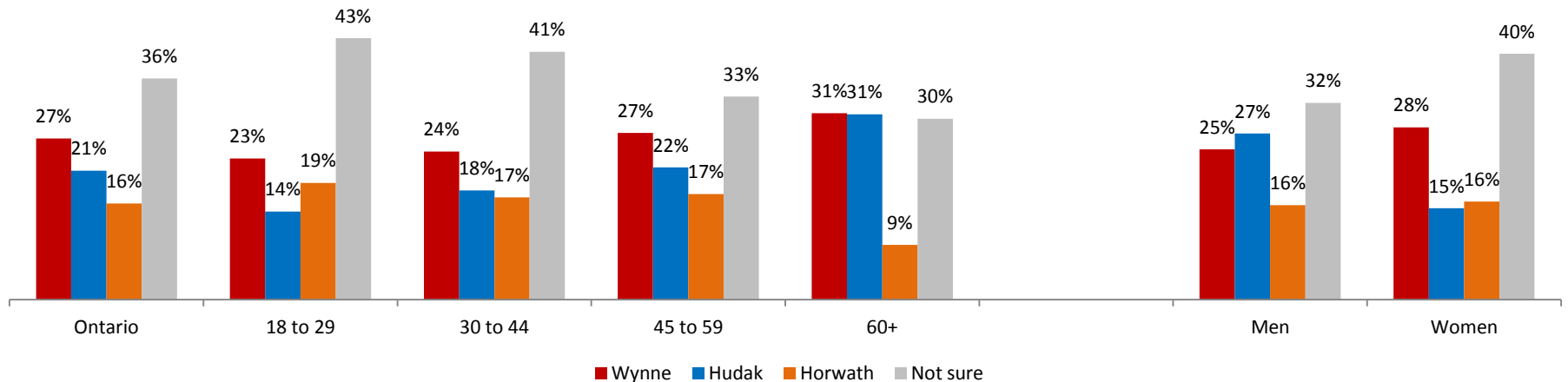
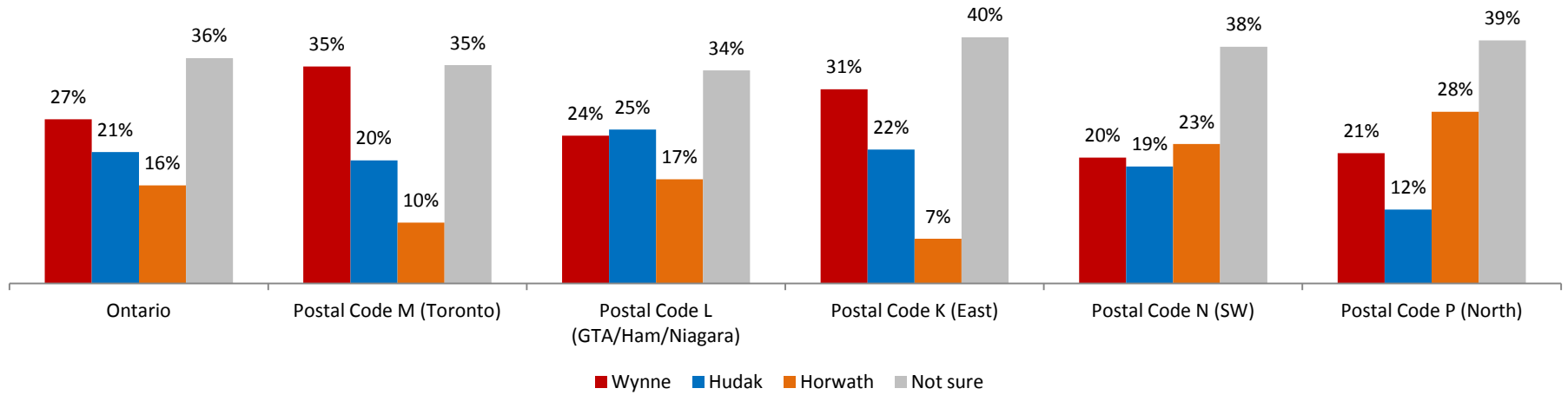


# Best Premier

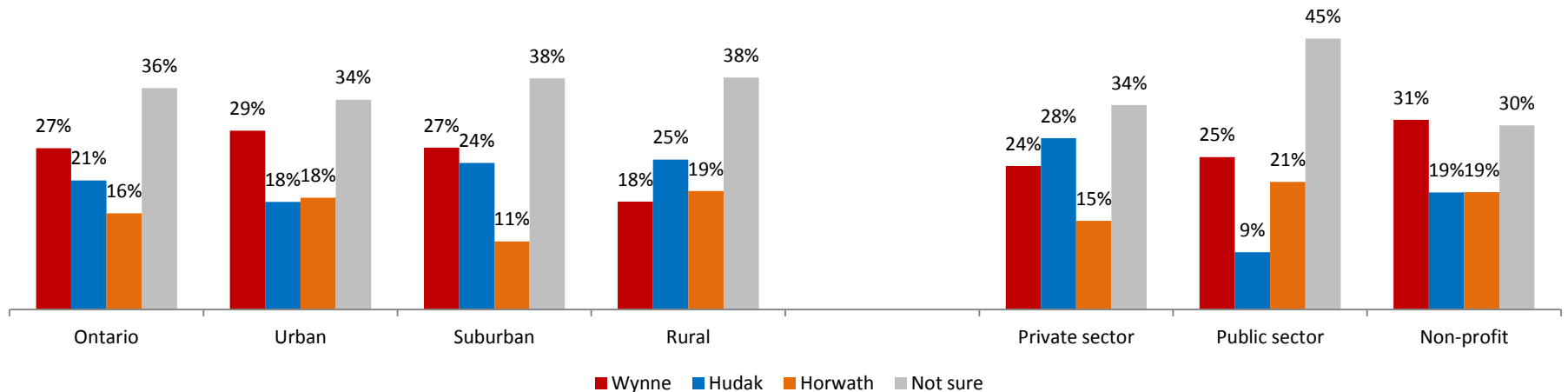
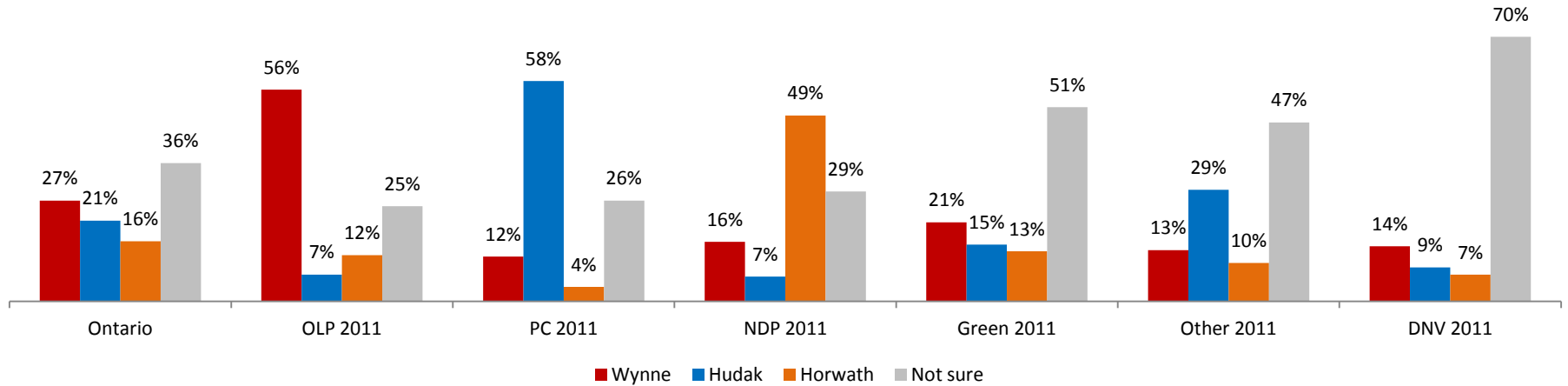
Who would make the best Premier?



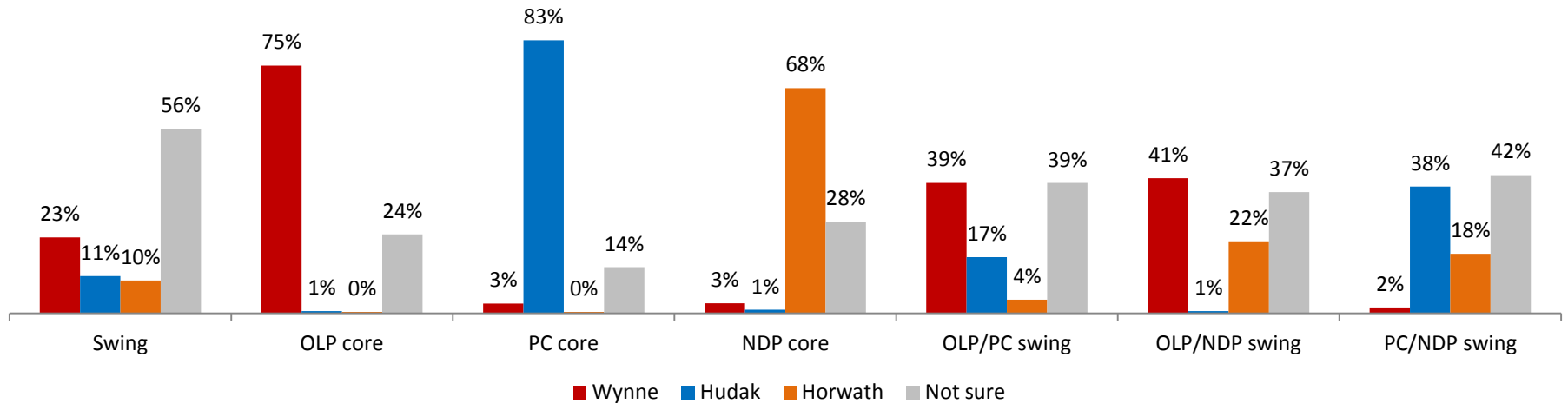
# Best Premier - Subgroups



# Best Premier - Subgroups



# Best Premier – Voter Groups



Among the voter groups, there has been little change in which party leader voters think would make the best Premier. Among those who would consider voting PC or OLP, Wynne has a 22-point lead over Hudak with 39% saying they are unsure.

Among OLP/NDP swing voters, Wynne leads Horwath by 19-points with 37% saying they are unsure while among NDP/PC swing voters, Hudak has a 20-point lead over Horwath as “best Premier”.

Among full flexible swing voters (would consider all three parties), Wynne has a 12-point lead over Hudak with a majority of respondents saying they are unsure which leader would make the best Premier.

# Methodology

The survey was commissioned by the Sun News Network and conducted online with 1,000 respondents who are eligible to vote in Ontario. A random sample of panelists was invited to complete the survey from a large representative panel of Ontarians, recruited and managed by Research Now, one of the world's leading provider of online research samples. The survey was conducted from May 28 to 31, 2014.

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 +/- 3.1%, 19 times out of 20. The margin of error for a comparable probability-based random sample of 875 committed voters of the same is +/- 3.4 %, 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](mailto:david@abacusdata.ca) or at 613-232-2806.

# Do you have a positive or negative impression of the following people? | Liberal Leader Kathleen Wynne

Row %		Mostly positive + Very positive	Neutral	Very negative + Mostly negative	Don't know enough to have an opinion	Raw	Weighted
Region	All	29%	26%	37%	7%	1,000	1,002
	Toronto (postal code starts with M)	38%	31%	25%	6%	212	232
	GTA, Hamilton/Niagara or Central Ontario (postal code starts with L)	26%	25%	42%	6%	362	372
	Eastern Ontario (postal code starts with K)	31%	24%	35%	9%	163	128
	Southwestern Ontario (postal code starts with N)	24%	26%	41%	9%	198	204
	Northern Ontario (postal code starts with P)	21%	24%	48%	8%	65	65
Age	Ontario	29%	26%	37%	7%	1,000	1,002
	18 - 29	24%	38%	25%	13%	142	190
	30 - 44	29%	29%	32%	10%	270	262
	45 - 59	28%	24%	42%	6%	329	340
	60 and over	35%	16%	47%	2%	259	210
Gender	Male	26%	25%	44%	5%	489	504
	Female	32%	28%	31%	9%	511	497
	NET	29%	26%	37%	7%	1,000	1,002
Past Vote	Ontario	29%	26%	37%	7%	1,000	1,002
	Ontario Liberal	55%	27%	17%	1%	300	297
	Ontario PC	13%	18%	65%	4%	271	258
	Ontario NDP	25%	32%	41%	2%	187	186
	Ontario Green	25%	27%	42%	5%	53	50
	Another party	25%	27%	37%	11%	17	18
	Did not vote	14%	32%	29%	25%	172	193
	NET	29%	26%	37%	7%	1,000	1,002
Community	Ontario	29%	26%	37%	7%	1,000	1,002
	Urban	33%	29%	31%	8%	434	462
	Suburban	29%	26%	40%	5%	386	382
	Rural	17%	22%	51%	11%	180	157
Org Type	Private sector	27%	25%	42%	6%	255	331
	Public sector	26%	35%	29%	10%	214	165
	Non-profit sector	33%	30%	27%	9%	39	38
likelyvoter	Likely voter	34%	22%	41%	2%	699	675
	NET	29%	26%	37%	7%	1,000	1,002

# Do you have a positive or negative impression of the following people? | PC Leader Tim Hudak

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# Do you have a positive or negative impression of the following people? | NDP Leader Andrea Horwath

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# Who would make the best Premier?

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