Ontario Politics
Methodology: Study

- The results reported in this deck are the combined results of 30 live-caller, landline and cell telephone surveys conducted on a monthly basis 600 randomly-selected Ontario residents, 18 years of age and older. 18,000 Ontarians participated in these surveys.

- Only one respondent per household is eligible to complete this survey. The final sample includes both landline and cell phone respondents, so that individuals who don’t have a landline are represented.

- Each sample was been weighted by age, gender and region using the latest available data, 2011 Census, to reflect actual demographic composition of the population.

- Results are presented on a quarterly and regional basis. Each quarter the sample contains at least 1800 respondents in total. The margin of error for this quarterly sample is ±2.3% 19 times out of 20. On a regional basis the average N size per quarter is reported below:

<table>
<thead>
<tr>
<th>Region</th>
<th>Average Quarterly N-size</th>
<th>Margin of error (19 times/20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Centre Toronto</td>
<td>205</td>
<td>±6.8%</td>
</tr>
<tr>
<td>Outer Toronto</td>
<td>182</td>
<td>±7.3%</td>
</tr>
<tr>
<td>West Metro Belt</td>
<td>228</td>
<td>±6.5%</td>
</tr>
<tr>
<td>North/East Metro Belt</td>
<td>218</td>
<td>±6.6%</td>
</tr>
<tr>
<td>Southwestern Ontario</td>
<td>204</td>
<td>±6.9%</td>
</tr>
<tr>
<td>South Central Ontario</td>
<td>274</td>
<td>±5.9%</td>
</tr>
<tr>
<td>Eastern Ontario</td>
<td>234</td>
<td>±6.4%</td>
</tr>
<tr>
<td>Central Ontario</td>
<td>136</td>
<td>±8.4%</td>
</tr>
<tr>
<td>Northern Ontario</td>
<td>119</td>
<td>±9.0%</td>
</tr>
</tbody>
</table>

Note: Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.
These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from March 24th to April 5th, 2017.

This online survey of 779 adult Ontarians was conducted on INNOVATIVE’s Canada 20/20 national research panel. The results following for Ontario only are weighted to n=458 based on Census data from Statistics Canada.

The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey, and panel members can only complete a particular survey once.

This is a representative sample. We have set targets to ensure we properly reflect key regional and demographic distribution and then used weights to ensure we reflect the country properly. However, since the online survey was not a random probability based sample, a margin of error can not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

Note: Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.
Methodology: Study

- Two surveys were conducted by telephone among 610 randomly-selected Ontario residents, 18 years of age and older, the first from February 15th to 22nd, 2017.

- Only one respondent per household was eligible to complete each survey. The final sample for each survey includes both landline and cell phone respondents, so that individuals who don’t have a landline are represented.

- The sample has been weighted by age, gender and region using the latest available data, 2011 Census, to reflect actual demographic composition of the population. The final, weighted sample size for each survey is 600, which has a margin of error of ±4.0%, 19 times out of 20.

- This survey is compared with previous studies using the same methodology dating back to 2009.

- In the analysis, net favourability subtracts the two “negative” measures (“somewhat unfavourable” or “very unfavourable”) from the two “positive” measures (i.e. “very favourable” and “somewhat favourable”) to create a single number. If there is a neutral measure (“neither favourable nor unfavourable”), it is not included in the calculation.

Note: Graphs and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.
Vote Intent by Quarter: Overall

- Liberal
- PC
- NDP
- Green
- Other

Source: Study
Decided vote by Toronto regions: Liberal vote holding everywhere but North/East Metro belt

Ontario provincial decided vote
[Merged OTM data January to August 2016; N=3,789]

<table>
<thead>
<tr>
<th>Centre Toronto</th>
<th>2014 Seats won</th>
<th>Seats available</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Liberal</td>
<td>PC</td>
</tr>
<tr>
<td>2014 General Election</td>
<td>48%</td>
<td>17%</td>
</tr>
<tr>
<td>2017 OTM Data</td>
<td>38%</td>
<td>34%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Outer Toronto</th>
<th>2014 Seats won</th>
<th>Seats available</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Liberal</td>
<td>PC</td>
</tr>
<tr>
<td>2014 General Election</td>
<td>50%</td>
<td>29%</td>
</tr>
<tr>
<td>2017 OTM Data</td>
<td>35%</td>
<td>39%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>West Metro Belt</th>
<th>2014 Seats won</th>
<th>Seats available</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Liberal</td>
<td>PC</td>
</tr>
<tr>
<td>2014 General Election</td>
<td>46%</td>
<td>30%</td>
</tr>
<tr>
<td>2017 OTM Data</td>
<td>36%</td>
<td>41%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>North/East Metro Belt</th>
<th>2014 Seats won</th>
<th>Seats available</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Liberal</td>
<td>PC</td>
</tr>
<tr>
<td>2014 General Election</td>
<td>43%</td>
<td>35%</td>
</tr>
<tr>
<td>2017 OTM Data</td>
<td>29%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Source: Study

*2018 seats available are estimates based on information that has been released to date regarding redistribution.
Decided vote in rest of province: Liberal vote recovering slightly in southwest, ahead of NDP by 4 points

### Ontario provincial decided vote

[Merged OTM data January to August 2016; N=3,789]

<table>
<thead>
<tr>
<th>Region</th>
<th>2014 General Election</th>
<th>2017 OTM Data</th>
<th>Seats won</th>
<th>Seats available</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Southwest</strong></td>
<td></td>
<td></td>
<td>2014 Seats won</td>
<td>Seats available</td>
</tr>
<tr>
<td>2014 General Election</td>
<td>24%</td>
<td>34%</td>
<td>35%</td>
<td>Liberal 1</td>
</tr>
<tr>
<td>2017 OTM Data</td>
<td>23%</td>
<td>45%</td>
<td>22%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>South Central</strong></td>
<td></td>
<td></td>
<td>2014 Seats won</td>
<td>Seats available</td>
</tr>
<tr>
<td>2014 General Election</td>
<td>32%</td>
<td>31%</td>
<td>30%</td>
<td>Liberal 6</td>
</tr>
<tr>
<td>2017 OTM Data</td>
<td>28%</td>
<td>41%</td>
<td>25%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>East</strong></td>
<td></td>
<td></td>
<td>2014 Seats won</td>
<td>Seats available</td>
</tr>
<tr>
<td>2014 General Election</td>
<td>39%</td>
<td>38%</td>
<td>16%</td>
<td>Liberal 7</td>
</tr>
<tr>
<td>2017 OTM Data</td>
<td>34%</td>
<td>37%</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>Central</strong></td>
<td></td>
<td></td>
<td>2014 Seats won</td>
<td>Seats available</td>
</tr>
<tr>
<td>2014 General Election</td>
<td>36%</td>
<td>40%</td>
<td>17%</td>
<td>Liberal 3</td>
</tr>
<tr>
<td>2017 OTM Data</td>
<td>25%</td>
<td>45%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>North</strong></td>
<td></td>
<td></td>
<td>2014 Seats won</td>
<td>Seats available</td>
</tr>
<tr>
<td>2014 General Election</td>
<td>34%</td>
<td>21%</td>
<td>39%</td>
<td>Liberal 3</td>
</tr>
<tr>
<td>2017 OTM Data</td>
<td>31%</td>
<td>29%</td>
<td>31%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Study

*2018 seats available are estimates based on information that has been released to date regarding redistribution
Provincial Party ID: 1-in-3 (33%) identify as Liberal, a quarter (26%) as PC; only 11% identify as NDP

Thinking about politics in [ONTARIO], generally speaking, do you usually think of yourself as a....
[asked of all respondents in Ontario]
Combined Provincial Vote (ON): PCs (35%) gain to 10 points ahead of Liberals (25%); NDP steady at 20%
Thinking back to the June 12, 2014 provincial election, which political party and leader did you vote for? [asked of all respondents in Ontario]

Past Vote/Wynne Change: more than 1-in-3 (36%) voted for Wynne; among all, 2-in-3 (66%) think she made it worse.

Since that election, has Kathleen Wynne changed Ontario for the better, changed for the worse, or stayed pretty much the same? [asked of all respondents in Ontario]

Source: Study
Since that election, has Kathleen Wynne changed Ontario for the better, changed for the worse, or stayed pretty much the same? By thinking back to the June 12, 2014 provincial election, which political party and leader did you vote for?

[asked of all respondents in Ontario]

<table>
<thead>
<tr>
<th>Wynne has changed Ontario...</th>
<th>Wynne/Liberals</th>
<th>Horwath/NDP</th>
<th>Hudak/PC</th>
<th>Other/DK/DNV</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>For the better</td>
<td>18%</td>
<td>8%</td>
<td>0%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>The same</td>
<td>33%</td>
<td>18%</td>
<td>8%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>For the worse</strong></td>
<td><strong>45%</strong></td>
<td><strong>70%</strong></td>
<td><strong>92%</strong></td>
<td><strong>66%</strong></td>
<td><strong>66%</strong></td>
</tr>
<tr>
<td>Don’t know</td>
<td>4%</td>
<td>5%</td>
<td>0%</td>
<td>11%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Net Better</strong></td>
<td><strong>-27%</strong></td>
<td><strong>-62%</strong></td>
<td><strong>-92%</strong></td>
<td><strong>-62%</strong></td>
<td><strong>-58%</strong></td>
</tr>
</tbody>
</table>

Source: Study
Wynne, Liked: majority could not name something they approved of; hydro and education top list

Can you think of any actions or decisions by Kathleen Wynne that you approved of or liked?

[asked of all respondents in Ontario, n=426 coded]

- Hydro rates- lowering, rebate: 5%
- Hydro- negative (sale of Hydro One, rates): 4%
- Education - new curriculum/sex education: 3%
- Environmental policy/support for renewable energy: 2%
- Infrastructure/transit spending: 2%
- Wynne - negative actions/comments: 2%
- Refusal to approve toll roads: 1%
- Carbon tax/cap and trade: 1%
- Diversity/inclusivity - women's and lgbt rights, anti-racism: 1%
- Education - settled teacher contracts: 1%
- Wynne - should resign/thinking of quitting: 1%
- Education - tuition grants: 1%
- Raised minimum wage: 1%
- Other: 4%
- No/None: 55%
- Don't know: 16%

Other includes:
- Cooperation with other provinces/federal government
- Health services
- Education - general
- Everything
- Retirement/pensions
- Deficit

Note: Refused (<1%) not shown.
Wynne, Disliked: nearly 4-in-10 mention hydro, from the sell-off (14%), to rates (12%), and “mismanagement” (11%)

Can you think of any actions or decisions by Kathleen Wynne that you disapproved of or disliked?
[asked of all respondents in Ontario, n=394 coded]

- Hydro- sell off/privatization of Hydro One: 14%
- All/everything/too many to list: 12%
- Hydro- rates general, advertised reduction to win votes: 12%
- Hydro- mismanagement general: 11%
- Opposition to toll roads: 3%
- Green energy policies- negative, mismanagement: 3%
- Carbon tax/cap & trade: 3%
- Corruption/lies/scandals/lack of trust- general: 2%
- Gas plant scandal/cancellation: 2%
- Spending- waste: 2%
- Education - sex education curriculum: 1%
- Party fundraising/vote buying: 1%
- Education - cuts: 1%
- Scarborough subway/cancelling LRT: 1%
- Education - buying off teachers: 1%
- Poor management/policies: 1%
- Other: 3%
- No: 12%
- Don't Know: 15%

Other includes:
- Debt
- Lack of progress
- Healthcare issues

Note: Refused (<1%) not shown.
**Wynne Attitudes:** majority think Wynne misused taxpayer dollars, broke her promises, and “doesn’t care”

Do you agree or disagree with the following statements?  
[asked of all respondents in Ontario]

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kathleen Wynne has been misusing taxpayer dollars to advance the Liberal party’s interest.</td>
<td>42%</td>
<td>21%</td>
<td>15%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Kathleen Wynne has broken her promises over and over again.</td>
<td>35%</td>
<td>21%</td>
<td>23%</td>
<td>10%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Kathleen Wynne doesn’t seem to care about the impact of her policies on people like me.</td>
<td>42%</td>
<td>18%</td>
<td>15%</td>
<td>12%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Kathleen Wynne has done her best to clean up the mistakes that Dalton McGuinty made.</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
<td>15%</td>
<td>39%</td>
<td>5%</td>
</tr>
<tr>
<td>I am proud to have Kathleen Wynne serve as Ontario’s first elected woman Premier.</td>
<td>8%</td>
<td>14%</td>
<td>18%</td>
<td>10%</td>
<td>46%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: Study

Net Agree:
- Kathleen Wynne has been misusing taxpayer dollars to advance the Liberal party’s interest: +48%
- Kathleen Wynne has broken her promises over and over again: +41%
- Kathleen Wynne doesn’t seem to care about the impact of her policies on people like me: +40%
- Kathleen Wynne has done her best to clean up the mistakes that Dalton McGuinty made: -32%
- I am proud to have Kathleen Wynne serve as Ontario’s first elected woman Premier: -34%
**Wynne Attitudes by ID: even base agrees that Wynne has misused dollars and broken promises**

Do you agree or disagree with the following statements? BY Party ID

[asked of all respondents in Ontario]

<table>
<thead>
<tr>
<th>Wynne Attitudes, Net Agreement</th>
<th>Party ID, Ontario</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Liberals</td>
</tr>
<tr>
<td>Kathleen Wynne has been misusing taxpayer dollars to advance the Liberal party’s interest.</td>
<td>+4%</td>
</tr>
<tr>
<td>Kathleen Wynne has broken her promises over and over again.</td>
<td>+11%</td>
</tr>
<tr>
<td>Kathleen Wynne doesn’t seem to care about the impact of her policies on people like me.</td>
<td>+1%</td>
</tr>
<tr>
<td>Kathleen Wynne has done her best to clean up the mistakes that Dalton McGuinty made.</td>
<td>+9%</td>
</tr>
<tr>
<td>I am proud to have Kathleen Wynne serve as Ontario’s first elected woman Premier.</td>
<td>+16%</td>
</tr>
</tbody>
</table>

Source: Study 2
For each of the following issues, please indicate if you think Kathleen Wynne has been making things better or worse? [asked of all respondents in Ontario]

<table>
<thead>
<tr>
<th>Issue</th>
<th>Much better</th>
<th>Somewhat better</th>
<th>Neither better nor worse</th>
<th>Somewhat worse</th>
<th>Much worse</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>The environment</td>
<td>4%</td>
<td>20%</td>
<td>40%</td>
<td>14%</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>Providing equal opportunities for all Ontarians</td>
<td>2%</td>
<td>17%</td>
<td>39%</td>
<td>12%</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Education</td>
<td>3%</td>
<td>16%</td>
<td>32%</td>
<td>19%</td>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>Health care</td>
<td>1%</td>
<td>12%</td>
<td>38%</td>
<td>19%</td>
<td>24%</td>
<td>7%</td>
</tr>
<tr>
<td>Jobs</td>
<td>1%</td>
<td>10%</td>
<td>35%</td>
<td>19%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>Ontario's provincial finances</td>
<td>8%</td>
<td>20%</td>
<td>21%</td>
<td>43%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>The cost of living for people like me</td>
<td>1%</td>
<td>5%</td>
<td>25%</td>
<td>26%</td>
<td>40%</td>
<td>4%</td>
</tr>
<tr>
<td>Electricity</td>
<td>1%</td>
<td>10%</td>
<td>12%</td>
<td>20%</td>
<td>53%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Net Better

-4%  -15%  -22%  -30%  -32%  -55%  -59%  -62%
For each of the following issues, please indicate if you think Kathleen Wynne has been making things better or worse? BY Party ID
[asked of all respondents in Ontario]

<table>
<thead>
<tr>
<th>Wynne Impact, Net Better</th>
<th>Party ID, Ontario</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Liberals</td>
</tr>
<tr>
<td>The environment</td>
<td>+34%</td>
</tr>
<tr>
<td>Providing equal opportunities for all Ontarians</td>
<td>+14%</td>
</tr>
<tr>
<td>Education</td>
<td>+17%</td>
</tr>
<tr>
<td>Health care</td>
<td>+4%</td>
</tr>
<tr>
<td>Jobs</td>
<td>+2%</td>
</tr>
<tr>
<td>Ontario's provincial finances</td>
<td>-20%</td>
</tr>
<tr>
<td>The cost of living for people like me</td>
<td>-29%</td>
</tr>
<tr>
<td>Electricity</td>
<td>-31%</td>
</tr>
</tbody>
</table>

Source: Study

INNOVATIVE RESEARCH GROUP
Some people have been suggesting Kathleen Wynne should resign as Premier and Liberal party leader. Which of the following statements best reflects your point of view? BY Party ID

[asked of all respondents in Ontario]

<table>
<thead>
<tr>
<th>Responses</th>
<th>Liberals</th>
<th>NDP</th>
<th>PC</th>
<th>Other</th>
<th>Unaligned</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would be happy to vote Liberal with Kathleen Wynne as leader</td>
<td>23%</td>
<td>3%</td>
<td>4%</td>
<td>11%</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>I am willing to consider voting Liberal with Kathleen Wynne as leader but I need to see some changes</td>
<td>35%</td>
<td>5%</td>
<td>6%</td>
<td>3%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>I am willing to consider voting Liberal if Kathleen Wynne resigns and they have a new leader</td>
<td>25%</td>
<td>6%</td>
<td>24%</td>
<td>19%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>I have no interest in voting Liberal in the next election</td>
<td>13%</td>
<td>85%</td>
<td>45%</td>
<td>64%</td>
<td>50%</td>
<td>47%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>4%</td>
<td>1%</td>
<td>22%</td>
<td>3%</td>
<td>17%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Study
Some people have been suggesting Kathleen Wynne should resign as Premier and Liberal party leader. Which of the following statements best reflects your point of view?

[asked of all respondents in Ontario]

- I would be happy to vote Liberal with Kathleen Wynne as leader: 10%
- I am willing to consider voting Liberal with Kathleen Wynne as leader but I need to see some changes: 17%
- I am willing to consider voting Liberal if Kathleen Wynne resigns and they have a new leader: 18%
- I have no interest in voting Liberal in the next election: 47%
- Don't know: 8%

Source: Study
Specific Changes: top specific mentions ask for fix hydro rates, greater accountability/transparency, better leadership
Kathleen Wynne tracking: net favourability at lowest levels in tracking since 2007

... please indicate whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, neither favourable nor unfavourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just indicate. **Kathleen Wynne [Dalton McGuinty]**

<table>
<thead>
<tr>
<th>Date</th>
<th>Very Favourable</th>
<th>Somewhat Favourable</th>
<th>Neither Favourable nor Unfavourable</th>
<th>Somewhat Unfavourable</th>
<th>Very Unfavourable</th>
<th>Don't know + Don't recognize</th>
<th>Net Favourability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb '17</td>
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<td>-42%</td>
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<td>Nov '16</td>
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<td>16%</td>
<td>45%</td>
<td>11%</td>
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</tr>
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<td>12%</td>
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<td>7%</td>
<td>11%</td>
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<td>29%</td>
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<tr>
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<tr>
<td>Kathleen Wynne Jan '13</td>
<td>10%</td>
<td>27%</td>
<td>9%</td>
<td>7%</td>
<td>5%</td>
<td>41%</td>
<td>+25%</td>
</tr>
<tr>
<td>Dalton McGuinty Dec '12</td>
<td>8%</td>
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<td>4%</td>
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<td>33%</td>
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<td>25%</td>
<td>35%</td>
<td>7%</td>
<td>-33%</td>
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<td>Sep '11</td>
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<td>22%</td>
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<td>Dec '10</td>
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<td>9%</td>
<td>24%</td>
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<td>8%</td>
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<td>Sep '09</td>
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**Source:** Study 📈
<table>
<thead>
<tr>
<th>Wynne Favourability</th>
<th>PC</th>
<th>Liberal</th>
<th>NDP</th>
<th>Green/Other</th>
<th>Unaligned</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Favourable</td>
<td>2%</td>
<td>10%</td>
<td>4%</td>
<td>2%</td>
<td>0%</td>
<td>4%</td>
</tr>
<tr>
<td>Somewhat favourable</td>
<td>3%</td>
<td>45%</td>
<td>18%</td>
<td>17%</td>
<td>8%</td>
<td>19%</td>
</tr>
<tr>
<td>Neutral</td>
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<td>5%</td>
<td>2%</td>
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<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Somewhat unfavourable</td>
<td>12%</td>
<td>17%</td>
<td>17%</td>
<td>22%</td>
<td>28%</td>
<td>18%</td>
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<tr>
<td>Very unfavourable</td>
<td>79%</td>
<td>12%</td>
<td>56%</td>
<td>41%</td>
<td>37%</td>
<td>46%</td>
</tr>
<tr>
<td>Do not recognize</td>
<td>2%</td>
<td>7%</td>
<td>1%</td>
<td>11%</td>
<td>15%</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Note: Refused not shown.

Source: Study ❧
Patrick Brown largely unknown; Wynne seen as least favourable and Horwath as most favourable

Now, I would like to read you the names of several individuals who have been mentioned in the news recently. For each one, please tell me whether you have heard of that person and, if so, whether you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression of that person. If you do not recognize the name, just say so. How about…

Patrick Brown

<table>
<thead>
<tr>
<th>Very favourable</th>
<th>Somewhat favourable</th>
<th>Neutral/Neither favourable nor unfavourable</th>
<th>Somewhat unfavourable</th>
<th>Very unfavourable</th>
<th>Do not recognize</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>16%</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>50%</td>
</tr>
</tbody>
</table>

Net Favourability: +9%

Kathleen Wynne

<table>
<thead>
<tr>
<th>Very favourable</th>
<th>Somewhat favourable</th>
<th>Neutral/Neither favourable nor unfavourable</th>
<th>Somewhat unfavourable</th>
<th>Very unfavourable</th>
<th>Do not recognize</th>
</tr>
</thead>
<tbody>
<tr>
<td>4%</td>
<td>19%</td>
<td>4%</td>
<td>18%</td>
<td>46%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Net Favourability: -42%

Andrea Horwath

<table>
<thead>
<tr>
<th>Very favourable</th>
<th>Somewhat favourable</th>
<th>Neutral/Neither favourable nor unfavourable</th>
<th>Somewhat unfavourable</th>
<th>Very unfavourable</th>
<th>Do not recognize</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>27%</td>
<td>12%</td>
<td>13%</td>
<td>5%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Net Favourability: +14%

Note: ‘Refused’ not shown

Source: Study

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Brown leads on Best Premier at 23%, Horwath and Wynne tied for 2nd

Which of the following leaders would make the best Premier of Ontario?

- Patrick Brown: 23%
- Dalton McGuinty: 18%
- Andrea Horwath: 17%
- Kathleen Wynne: 18%
- Other: 27%
- None of the above: 9%
- Undecided/Don't know: 8%

Note: ‘Refused” (1%) not shown

Source: Study
Building Understanding.

*Personalized research to connect you and your audiences.*

For more information, please contact:

**Greg Lyle**  
President  
(t) 416-642-6429  
(e) glyle@innovativeresearch.ca