



Nanos Research Ontario Provincial Tracking
Released April 24th, 2014 (Field completed April 11, 2014)

*Ontario Grits and Tories Deadlocked – Wynne top on preferred premier, NDP accessible voters drop
(Released 04/24/2014)*

The latest Nanos tracking in the province of Ontario suggests that a polarization may be taking place. Jobs/ the economy are noticeably up as the most important provincial issue of concern.

Although the provincial Liberals had a marginal three point lead over the Conservatives in March, it is now a dead heat at 36 percent respectively for the Liberals and the Progressive Conservatives followed by the NDP who are at 22 percent provincially.

On the Nanos Ontario Party Power Index, the Liberals have an advantage scoring 56 points out of 100, followed by the NDP at 50 points, the PCs at 48 points and the Green Party of Ontario at 32 points. (This is the baseline wave for the new Nanos Ontario Party Power Index).

Of note, on the leadership front, Wynne has the advantage on the preferred Premier front over both Horwath and Hudak. Also of note, there has been a noticeable one month decline in the percentage of Ontarians who would consider voting for the provincial New Democrats.

About the Index



Ontario Nanos Party Power Index

Since voters are not actually able to make a choice between elections, it is interesting to think about party strength and support more broadly. The Nanos Ontario Party Power Index fills this need by incorporating more information than just current vote preference.

The Nanos Ontario Party Power Index is a monthly composite measurement of provincial party brands based on four questions about the provincial parties and their leadership. The questions include:

- a ballot question that captures the 1st and 2nd vote preferences;
- a measure of whether the respondent would consider voting for the party;
- the 1st and 2nd vote preferences for Premier of the current provincial leaders; and,
- whether the respondent believes each current leader has the quality to be a good leader.

The views of 503 respondents are compiled into a diffusion brand index for each party that goes from 0 to 100, where 0 means that the party has no brand strength and 100 means it has maximum brand strength. A score above 50 is an indication of brand strength for the party and its leader at this time.

The important factors in this monthly tracking include the direction of the brand strength or weakness and also the brand strength of one provincial party relative to another.

Ontario Party Power Index



The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the Ontario ballot, which party individuals would consider voting for, the top two choices for Premier, and whether each party leader has good leadership qualities.

A score of 50 points or greater suggests a more positive party brand score.

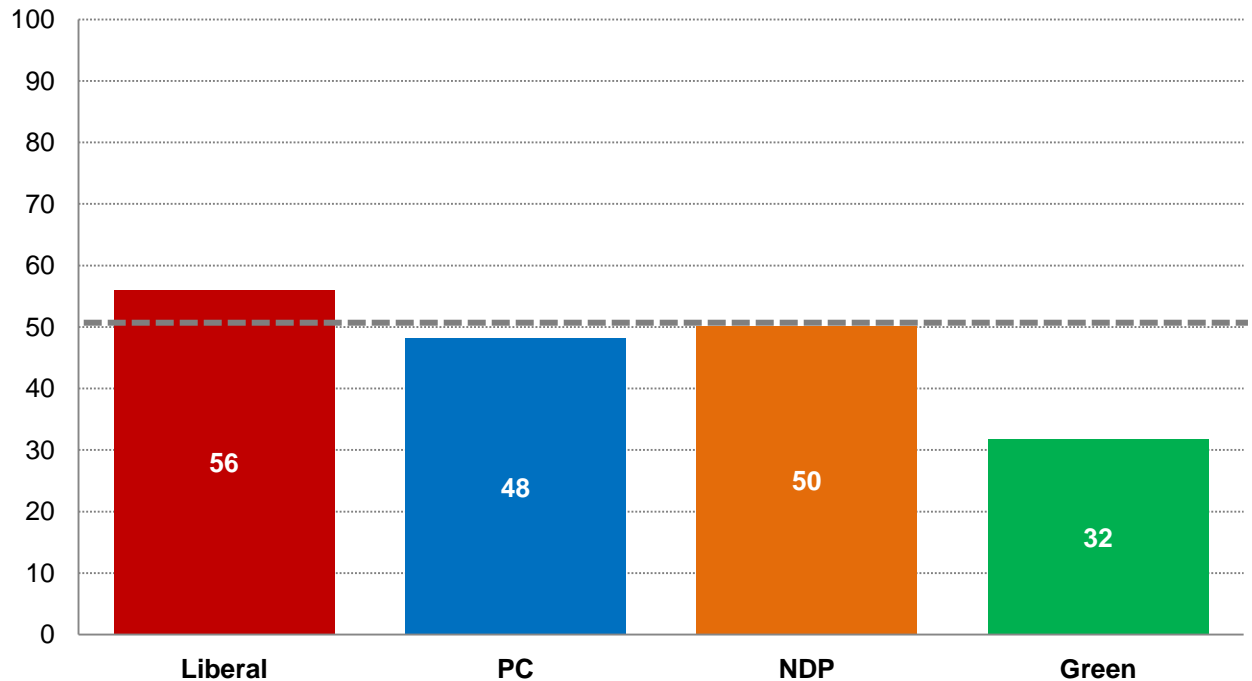
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Ontario Monthly Index Tracking Scores (period ending April 11, 2014, n=503)





Provincial Tracking Numbers

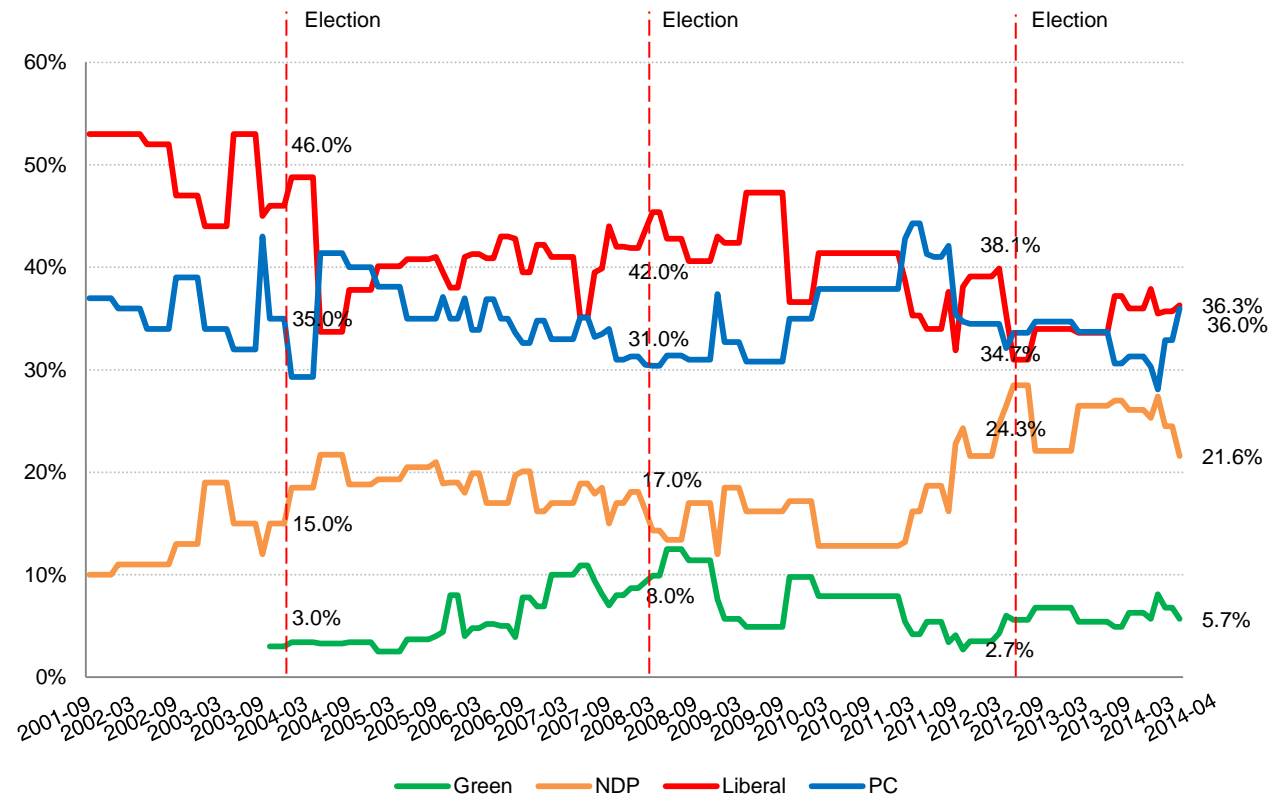
Ballot



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 424 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=424 Ontarians, April 7 to 11, 2014)



Issue

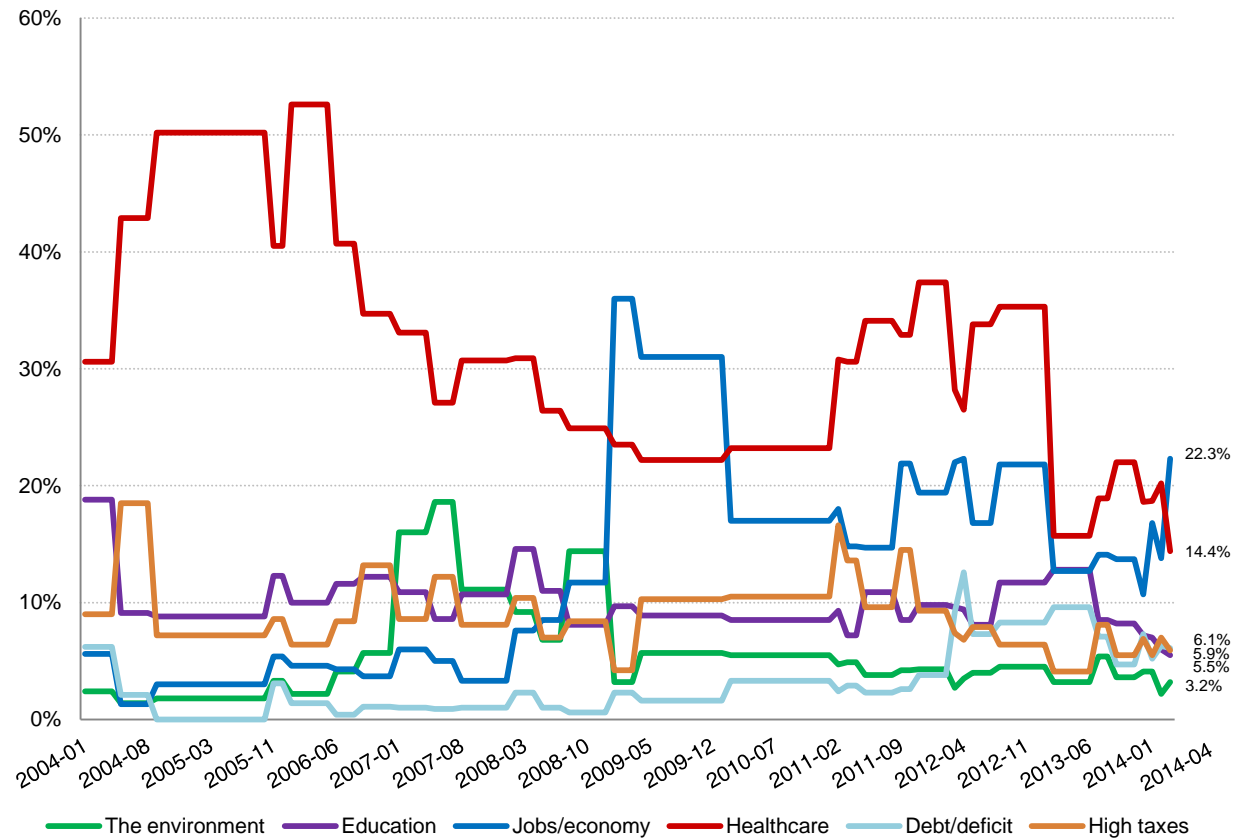


Question: What is your most important PROVINCIAL issue of concern?

The Ontario Issue measures the views of 503 Ontarians. The data is based on unprompted perceptions of individuals' most important provincial issue of concern.

Nanos Ontario Issue Tracking

(Random telephone survey n=503 Ontarians, April 7 to 11, 2014)





Provincial Vote Considerations Tracking

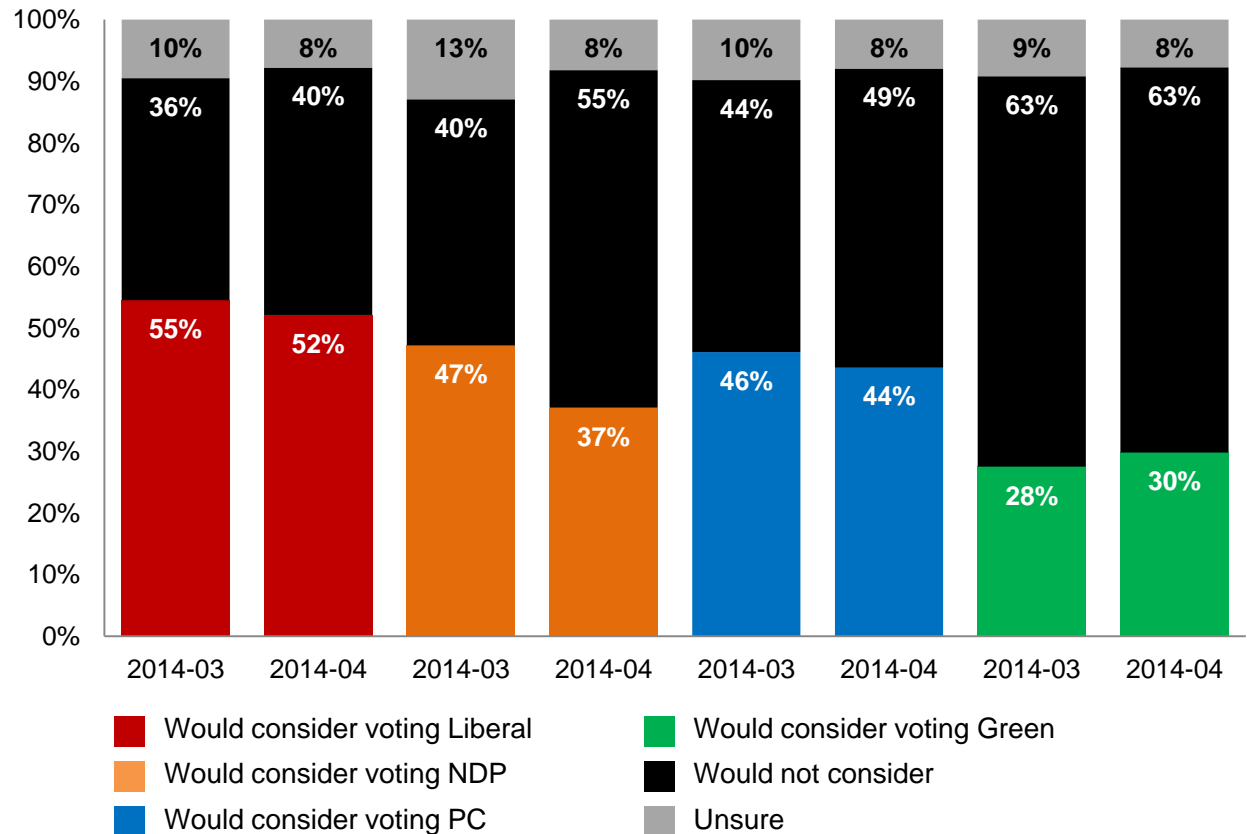
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Consider

Question: For each of the following provincial political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE]

The Ontario vote considerations measures the views of 503 Ontarians. The data is based on the perceptions of which parties Ontarians would consider voting for.

Nanos Provincial Vote Considerations
(Random telephone survey n=503 Ontarians, April 7th to 11th, 2014)





Provincial Leadership Tracking

Premier



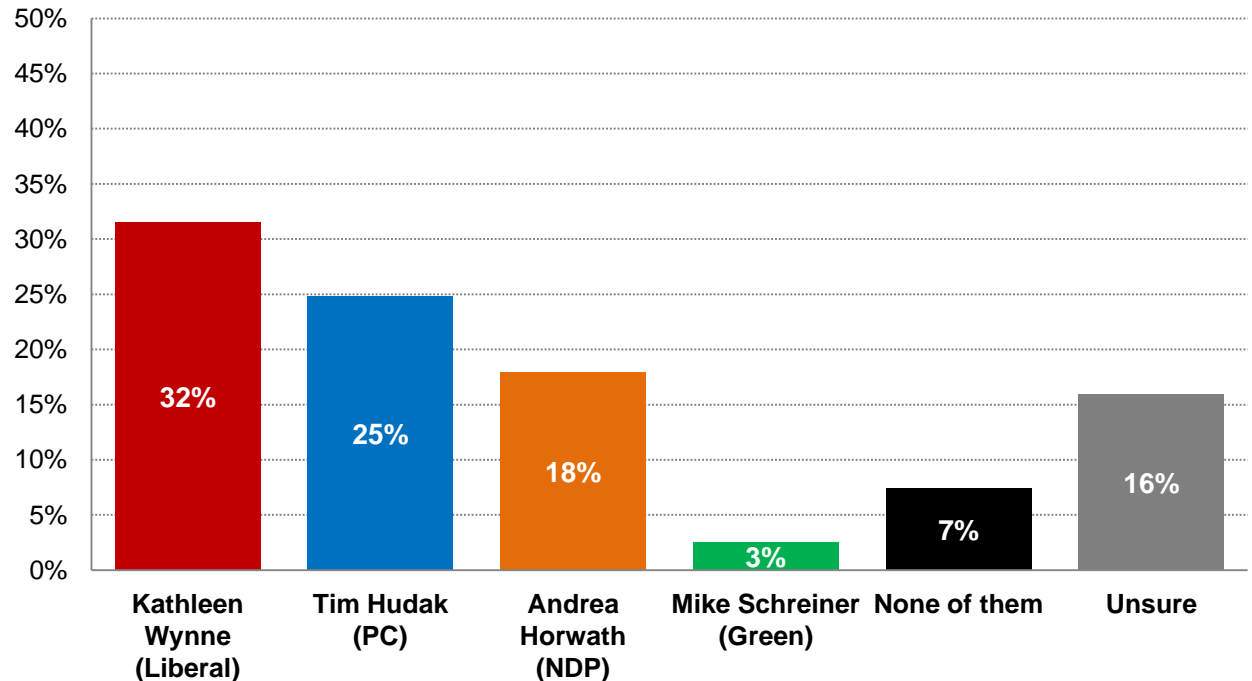
Question: Of the current provincial political party leaders, could you please rank your top two current preferences for Premier? [ROTATE]

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Ontario Nanos Monthly Tracking – First Ranked Choice
(period ending April 11, 2014, n=503)



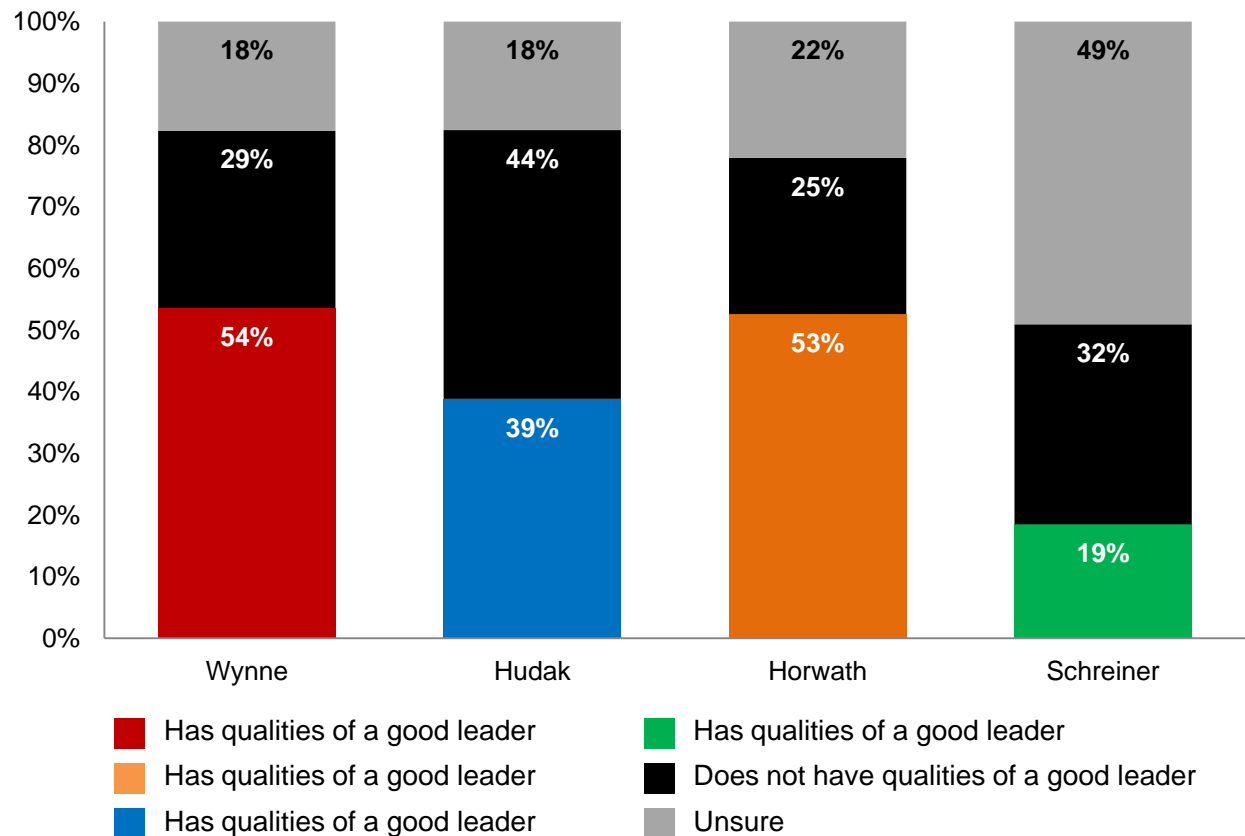
Note: Charts may not add up to 100 due to rounding.

Leaders

Question: For each of the following provincial political party leaders, do you think they have or do not have the qualities to be a good political leader?
[RANDOMIZE]

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Ontario Nanos Leadership Tracking (Random telephone survey n=503 Ontarians, April 7th to 11th, 2014)





Methodology

Methodology

Random telephone survey of 503 Ontarians conducted between April 7th and 11th, 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 by age and gender 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 503 Ontarians is ± 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 more information visit www.nanosresearch.com

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