

ONTARIO POLITICAL SCENE

Committed Voters Push Liberals to First Place as Ontario Ballot Looms

Support for Progressive Conservatives collapses as fewer Grit voters in 2007 are considering to cast a ballot for the Tory candidate in their riding.

[TORONTO – Oct. 5, 2011] – The final Angus Reid Public Opinion poll of the Ontario provincial electoral campaign shows a significant late shift that has propelled the governing Liberal Party to first place.

The online survey of a representative sample of 1,003 Ontario adults—including 747 absolutely certain voters—was conducted in the final two days of the campaign.

Across the province, 37 per cent of absolutely certain voters would cast a ballot for the Liberal Party candidate in their riding, while 33 per cent would back the Progressive Conservative contender. The provincial New Democratic Party (NDP) is third with 26 per cent, followed by the Green Party with three per cent. One per cent of respondents would vote for other parties or independent candidates.

The Liberal surge is particularly evident in the 416 region (52%) and Southwest Ontario (42%). Conversely, the Tory advantage in the 905 region has dwindled to just six points. The Grits also have recovered support from women (40%) and are statistically tied with the Tories among male voters (34% to 35%). In addition, two-in-five absolutely certain voters aged 18-to-34 (41%) would back the Grits, while the NDP has fallen to 31 per cent in this demographic.

Analysis

The late change in Liberal fortunes lies in the unmistakable return of Ontarians who supported the governing party in the 2007 election. In this final survey of absolutely certain voters, the retention rate for

KEY FINDINGS

- **Voting Intention: Liberals 37%, Progressive Conservatives 33%, New Democrats 26%, Greens 3%, Other 1%**

Full topline results are at the end of this release.

From October 4 to October 5, 2011, Angus Reid Public Opinion conducted an online survey among 1,003 randomly selected Ontario adults who are Angus Reid Forum panellists, including 747 absolutely certain voters. The margin of error—which measures sampling variability—is +/- 3.1% for the entire sample, and +/- 3.6% for the sample of absolutely certain voters, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Ontario. Discrepancies in or between totals are due to rounding.

CONTACT:

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the Liberals is 75 per cent, compared to 66 per cent in the middle of the campaign. While the Liberals were losing 17 per cent of their 2007 voters to the Progressive Conservatives three weeks ago, the proportion has dropped to just eight per cent.

In addition, three-in-five Liberal voters (75%) now say they will not change their mind on election day. This proportion of committed Grit supporters is closer to the Progressive Conservatives (81%) and decidedly higher than the level shown by the NDP (63%) and the Greens (50%).

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About Angus Reid Public Opinion

[Angus Reid Public Opinion](#) is a public affairs practice headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conduct high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.

About Vision Critical®

[Vision Critical](#) is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

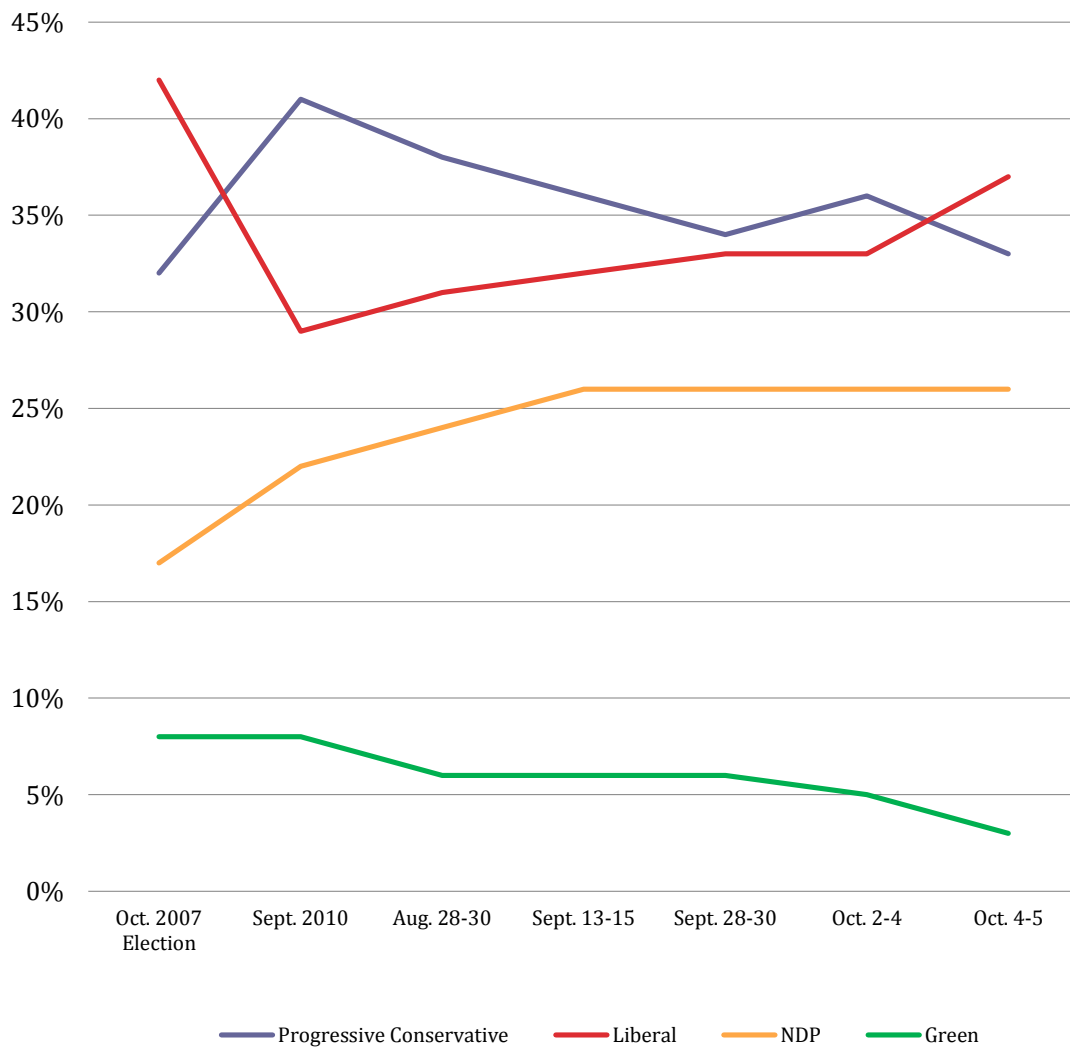
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**For more information, please contact
our spokesperson listed in the footnote.**

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As you may know, the Ontario provincial election is scheduled for October 6th. If the provincial election were held tomorrow, which one of the following parties would you be most likely to support in your constituency? – Decided voters including leaners.



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Ontario Region								
	TOTAL	416	905	Hamilton/ Niagara	Southwest Ontario	Eastern Ontario	Northern Ontario	2007 Election
Liberal	37%	52%	36%	41%	42%	25%	14%	42%
Progressive Conservative	33%	25%	42%	21%	30%	52%	8%	32%
NDP	26%	21%	15%	38%	24%	16%	78%	17%
Green Party	3%	2%	4%	0%	3%	5%	0%	8%
Other / Independent	1%	0%	4%	0%	0%	1%	0%	1%

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Ontario Region									
	TOTAL	Gender		Age			Household Income		
	TOTAL	Male	Female	18-34	35-54	55+	<\$50K	\$50- 99K	\$100K+
Liberal	37%	34%	40%	41%	29%	43%	30%	36%	39%
Progressive Conservative	33%	35%	31%	23%	40%	32%	27%	38%	37%
NDP	26%	26%	26%	31%	26%	23%	37%	23%	20%
Green Party	3%	4%	2%	5%	3%	2%	5%	1%	4%
Other / Independent	1%	2%	0%	0%	2%	1%	1%	1%	0%

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	Party Support in 2007 Ontario Election				
	TOTAL	PC	Liberal	NDP	Green
Liberal	37%	7%	75%	10%	27%
Progressive Conservative	33%	84%	8%	9%	4%
NDP	26%	6%	17%	81%	36%
Green Party	3%	1%	0%	0%	34%
Other / Independent	1%	2%	0%	1%	0%

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And how certain are you that you will vote for this party?

	Voting Intention in 2011 Ontario Election			
	PC	Liberal	NDP	Green
I will definitely vote for this party	81%	75%	63%	50%
I could change my mind before the election takes place	19%	25%	37%	50%

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