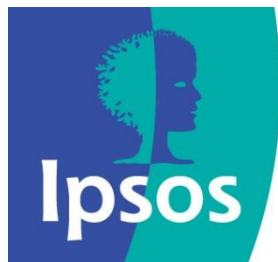


# **In Final Week of Campaign, Ontarians Conflicted on Who would Make the Best Premier of Ontario:**

**Wynne (34%), Horwath (33%), Hudak (32%)**

*More Ontarians Prefer a Liberal Government (40%) to a PC Government  
(35%), but Likely Voters Prefer PC Government (40%) to a  
Liberal Government (37%)*

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**Ipsos Reid**

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## **In Final Week of Campaign, Ontarians Conflicted on Who Would Make the Best Premier of Ontario: Wynne (34%), Horwath (33%), Hudak (32%)**

*More Ontarians Prefer a Liberal Government (40%) to a PC Government (35%),  
but Likely Voters Prefer PC Government (40%) to a Liberal Government (37%)*

**Toronto, ON** – In the final week of the campaign, Ontarians are completely conflicted on who would make the best Premier of this province with no consensus emerging, according to a new Ipsos Reid poll conducted on behalf of CTV News and CP24.

In a three-way tie, one in three Ontarians, overall, believe each of the three leaders – Liberal Leader Kathleen Wynne (34%), NDP Leader Andrea Horwath (33%) and PC Leader Tim Hudak (32%) – would make the best Premier of Ontario. Among likely voters, who tilt towards the Progressive Conservatives, Hudak (37%) fares better than Wynne (33%) and Horwath (30%).

Ipsos Reid's poll released yesterday showed that among Ontarians who are decided voters, the horserace is in a dead heat with the Progressive Conservatives (35%) and Liberals (35%) tied, and the NDP trailing (26%). However, among likely voters – those who say that nothing short of an emergency could stop them from getting to the polling booth – the PCs (40%) take the lead over the Liberals (32%) and NDP (24%). This trend has been consistent throughout the election campaign.



## *Ontarians Desire a Majority Government, But Split on Which Party to Lead It...*

Thinking about what their most desired outcome is on Election Day, four in ten (40%) Ontarians most prefer a Liberal government be elected, compared to 35% who prefer a PC government, and 25% who would like to see an NDP government. But some people don't actually vote for the party they want to win due to strategic voting concerns, or because they're trying to stop another party from winning, which is why these figures don't match the popular vote figures. In fact, 93% of Liberal voters actually want a Liberal government, compared to 91% of PC voters who actually want a PC government, and 76% of NDP voters who want an NDP government. In other words, one quarter (24%) of NDP voters do not actually want the NDP to win the election, meaning some other motivation is driving their vote, such as fear of another party winning or strategic voting at the riding level.

Ontarians, regardless of whether they are voters or not, would like to see a majority government on E-Day: two in three (67%) say that they would like some form of majority government, compared to one in three (33%) who prefer a minority government. The breakdown of Ontarians' preferences is below:

**Q: If you could pick any of the following outcomes for Election Day, which of the following would you most want to happen? (Among all Ontarians)**

<u>Outcome</u>	<u>% who most desire this come</u>
Liberal Majority	23%
Liberal Minority	16%
PC Majority	26%
PC Minority	10%



NDP Majority	18%
NDP minority	7%

However, the data also reveal a slightly different story among those who are most motivated to vote, where desire for a PC-led government has more popularity than a Liberal-led government.

**Q: If you could pick any of the following outcomes for Election Day, which of the following would you most want to happen? (Among Likely Voters)**

<u>Outcome</u>	<u>% who most desire this come</u>
Liberal Majority	22%
Liberal Minority	14%
PC Majority	31%
PC Minority	9%
NDP Majority	18%
NDP Minority	6%

***Ontarians Divided on whether they think Liberals will Win (50%), or Another Party (36% PC/14% NDP)...***

Regardless of who they are voting for, and who they want to win, fully one half (50%) of Ontarians think that the Liberals will win the election, while half think they won't and either the PCs (36%) or the NDP (14%) will win. This could help explain the gap in motivation between Liberal supporters and Tory supporters. For example, nine in ten (90%) Liberal voters think that the Liberals will win the election - this could cause some of their supporters to be complacent and not go out to vote if they feel assured of victory anyway. In contrast, only 77% of PC supporters think the PCs will win (17% think the Liberals will win), which



might be motivating PC supporters to make sure they show up to the ballot box to give them the best shot possible.

*The Economy is the Driving Issue of the Campaign...*

Thinking about the issue that Ontarians **most** want their vote to count for on Election Day, creating a better economy and jobs (30%) tops the list – well ahead of any other issue. Following behind is better healthcare (10%), lower taxes (10%), to ensure debt repayment and balancing the budget (9%), and for integrity in government and its leaders (8%). The full list of issues that Ontarians most want their vote to count for, along with the secondary issue, is listed below:

**Q: Which of the following is the primary/secondary issue you want your vote to count for on Election Day?**

Issue	Primary	Secondary	TOTAL
Better economy and jobs	30%	18%	<b>48%</b>
Better healthcare	10%	11%	<b>21%</b>
Lower taxes	10%	14%	<b>24%</b>
Ensure debt repayment and balanced budget	9%	9%	<b>18%</b>
Integrity in government and its leaders	8%	8%	<b>16%</b>
Education funding and support	6%	6%	<b>12%</b>
Lower energy costs	6%	10%	<b>16%</b>
To fight corruption	4%	4%	<b>8%</b>
Investment in public transportation	3%	4%	<b>7%</b>
Social assistance programs	3%	3%	<b>6%</b>
Protecting the environment	2%	3%	<b>5%</b>
Provincial Pension Plan	2%	3%	<b>5%</b>
Maintenance of road infrastructure	1%	2%	<b>3%</b>
Other	5%	3%	<b>8%</b>

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*These are some of the findings of an Ipsos Reid poll conducted between June 3 (after the debate) until June 6, 2014, on behalf of CTV and CP24. For this survey, a sample of 2,140 Ontarians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/-2.4 percentage points had all adults in Ontario been surveyed.*

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