



*Monthly Ontario Nanos Party Power Index Tracking
(period ending May 26th, 2014)
released June 2, 2014*

Horwath brand weakens as Ontario election unfolds (Released 06/02/2014)

The Nanos Ontario Party Power Index suggests that the Ontario Liberals continue to received a higher score (57 points of out 100) compared to the NDP (48 points), the Progressive Conservatives (46 points) and the Green Party (32 points). The index is based on a basket of political goods that includes voting preference, vote consideration, premier preference and leader evaluation.

Fifty four percent of Ontarians would consider voting for the provincial Liberals (35 percent would not consider voting for the Liberals and 11 percent were unsure). This compares to 41 percent of Ontarians who would consider voting NDP, 40 percent who would consider voting Conservative and 22 percent that would consider voting for the Green Party. These results are based on independent questions for each provincial party.

Asked to identify their preferred choice for Premier, Wynne was first at 34 percent followed by Hudak at 24 percent and Horwath at 13 percent respectively. Of note, over the past month there has been a noticeable drop for Horwath from 18 to 13 percent but the margin of error for the random telephone survey using live agents was 4.4 percentage points, plus or minus, 19 times out of 20. Likewise, Horwath registered a noticeable drop when Ontarians asked if she had the qualities of a good leader. On this measure she dropped from 53 percent to 44 percent over the past month.

About the Index



Monthly 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 Party Power Index fills this need by incorporating more information than just current vote preference.

The Nanos Party Power Index is a weekly 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 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 500 Ontarians 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 federal party relative to another.

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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

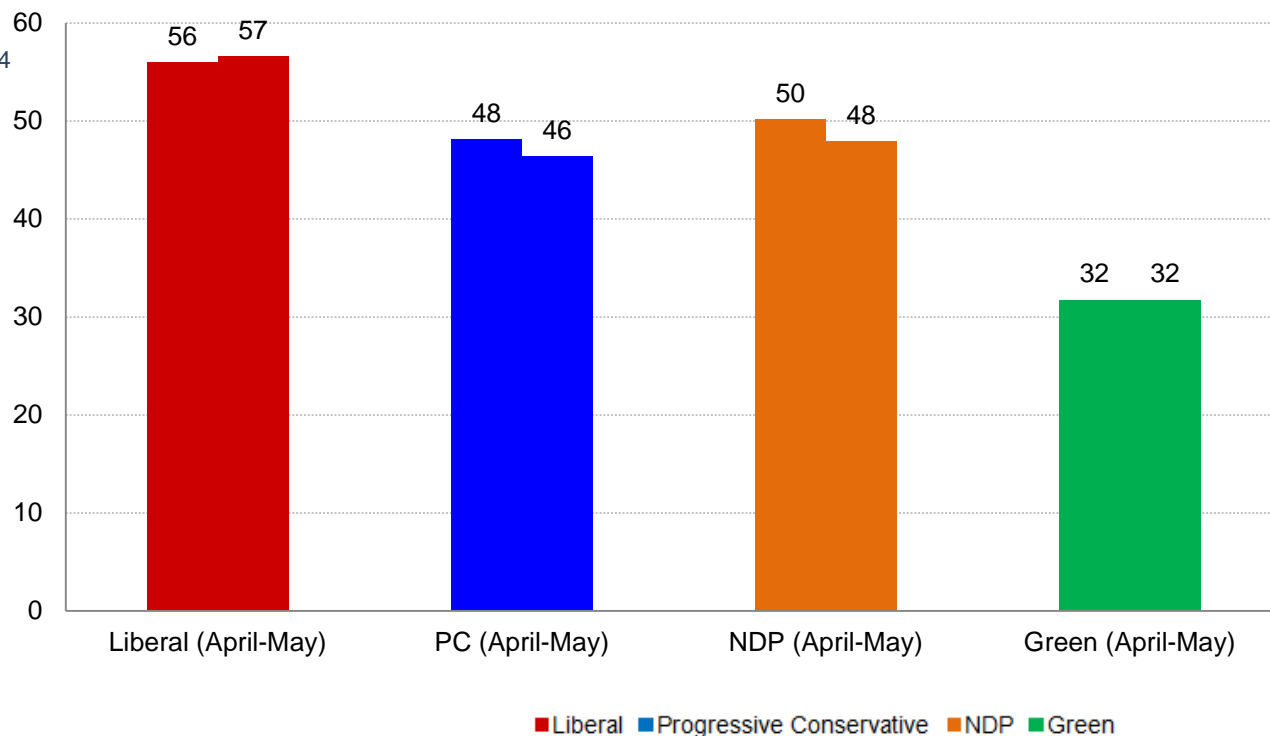
Washington DC: (202) 697-9924

nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Ontario Monthly Index Tracking Scores (period ending May 26th, 2014, n=500)





Party Power Index Tracking by Age

Party Power Index



The Nanos Party Power Index Tracking for the 18 to 29 age group 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. There are wider margins of accuracy for age subsamples.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

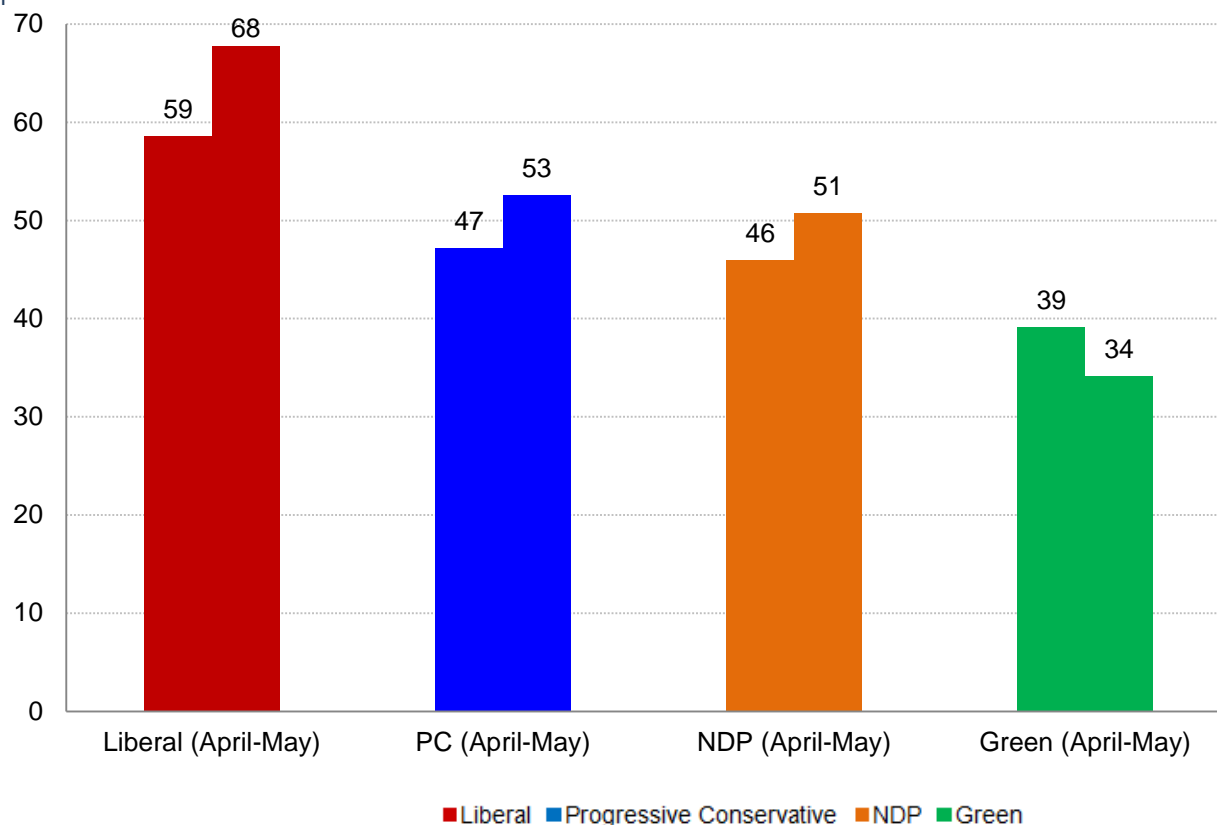
Washington DC: (202) 697-9924

nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

18 to 29 Monthly Index Tracking Scores (period ending May 26th, 2014, n=102)



Party Power Index



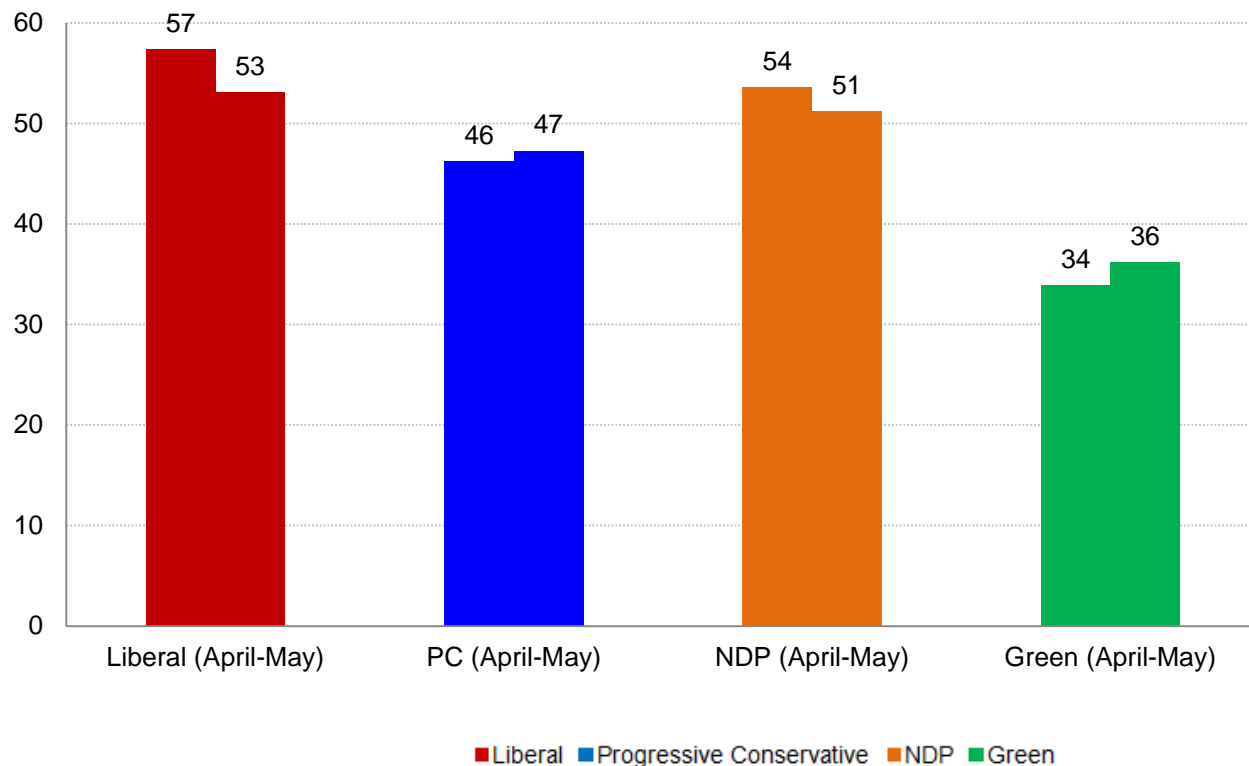
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the Ontario ballot, which party individuals would consider voting for, the top two choices for Premier, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

30 to 39 Monthly Index Tracking Scores (period ending May 26th, 2014, n=88)



Party Power Index



The Nanos Party Power Index Tracking for the 40 to 49 age group 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. There are wider margins of accuracy for age subsamples.

40 to 49 Monthly Index Tracking Scores (period ending May 26th, 2014, n=106)

Contact: Nik Nanos

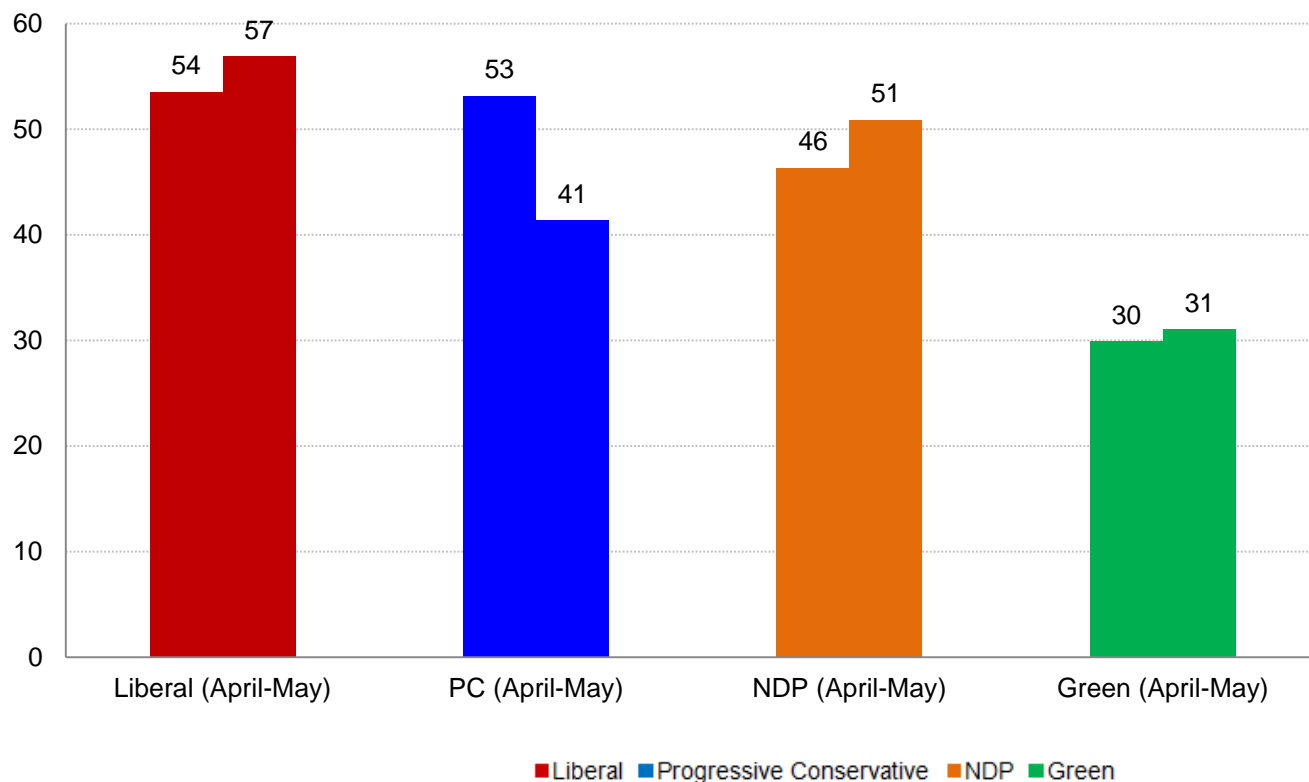
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.



Party Power Index



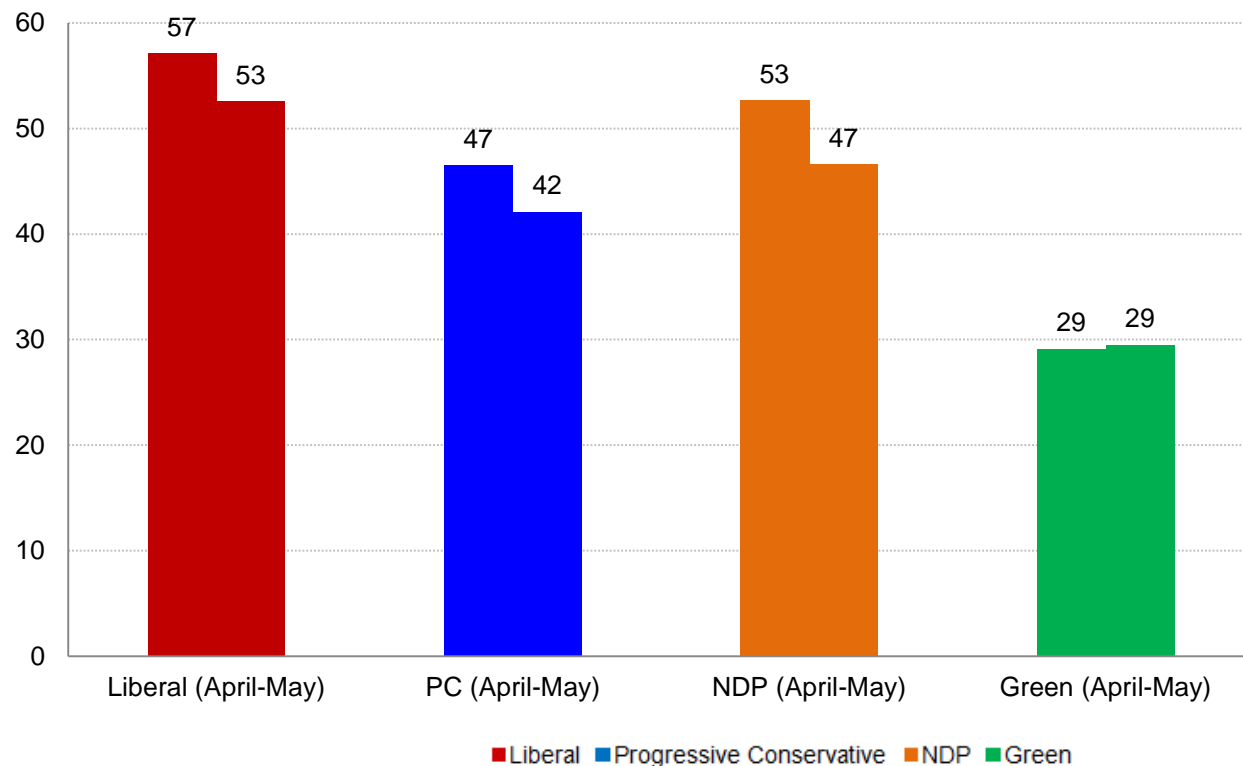
The Nanos Party Power Index Tracking for the 50 to 59 age group is based on a composite of the following public opinion measures: the Ontario ballot, which party individuals would consider voting for, the top two choices for Premier, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

50 to 59 Monthly Index Tracking Scores (period ending May 26th, 2014, n=86)



Party Power Index



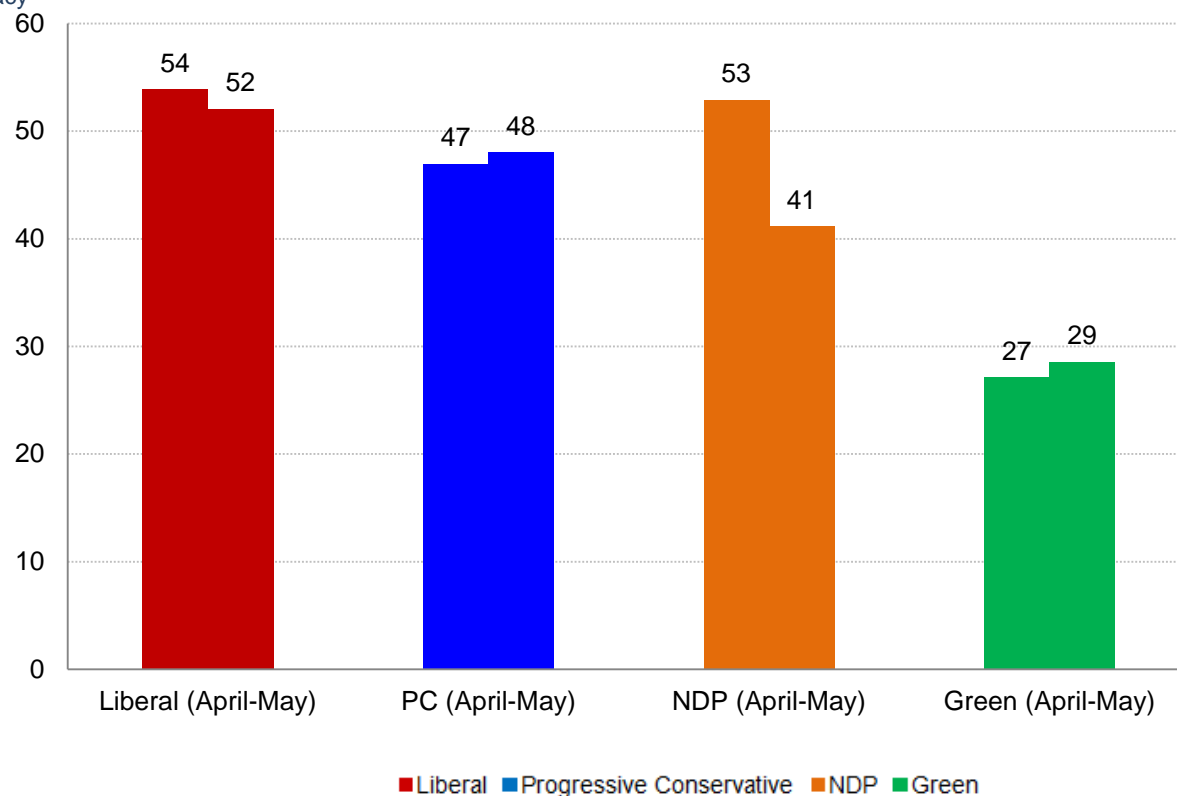
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the Ontario ballot, which party individuals would consider voting for, the top two choices for Premier, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

60 plus Monthly Index Tracking Scores (period ending May 26th, 2014, n=117)





Party Power Index Tracking by Gender

Party Power Index



The Nanos Party Power Index Tracking for males 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. There are wider margins of accuracy for gender subsamples.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

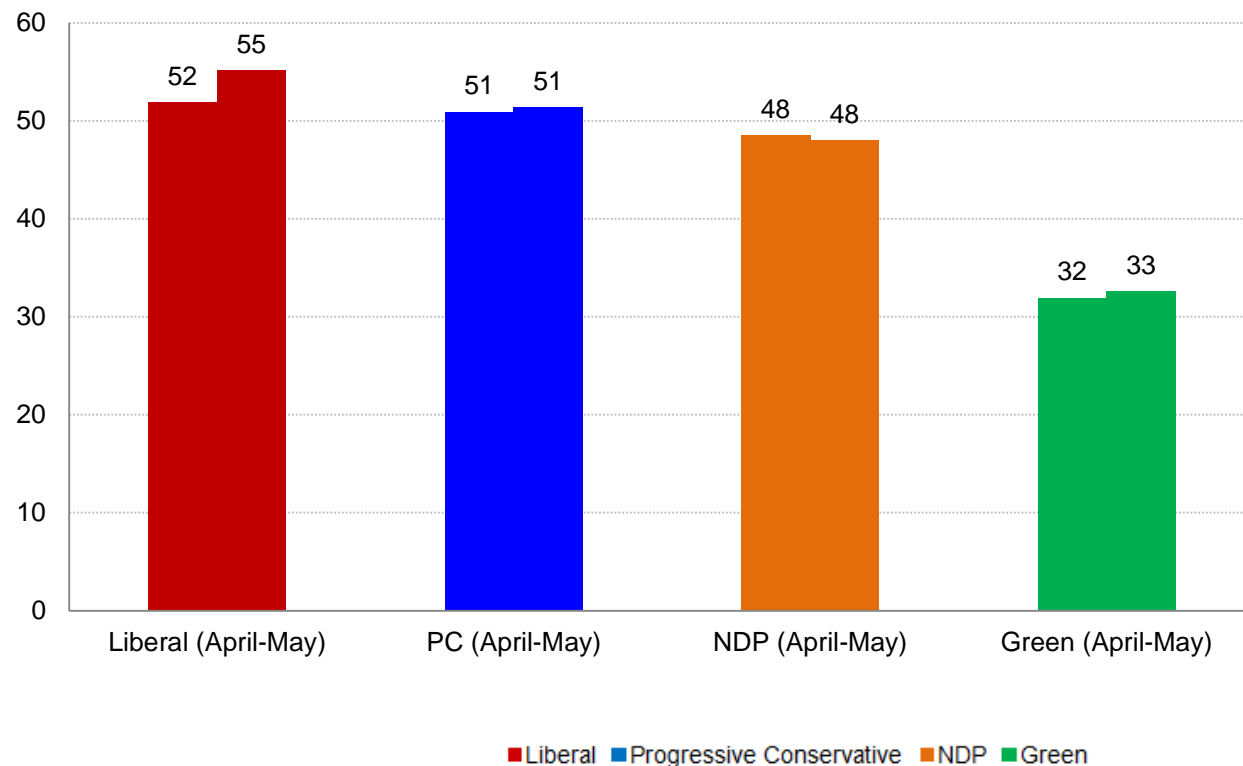
Washington DC: (202) 697-9924

nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Male Monthly Index Tracking Scores (period ending May 26th, 2014, n=250)



Party Power Index



The Nanos Party Power Index Tracking for females 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. There are wider margins of accuracy for gender subsamples.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

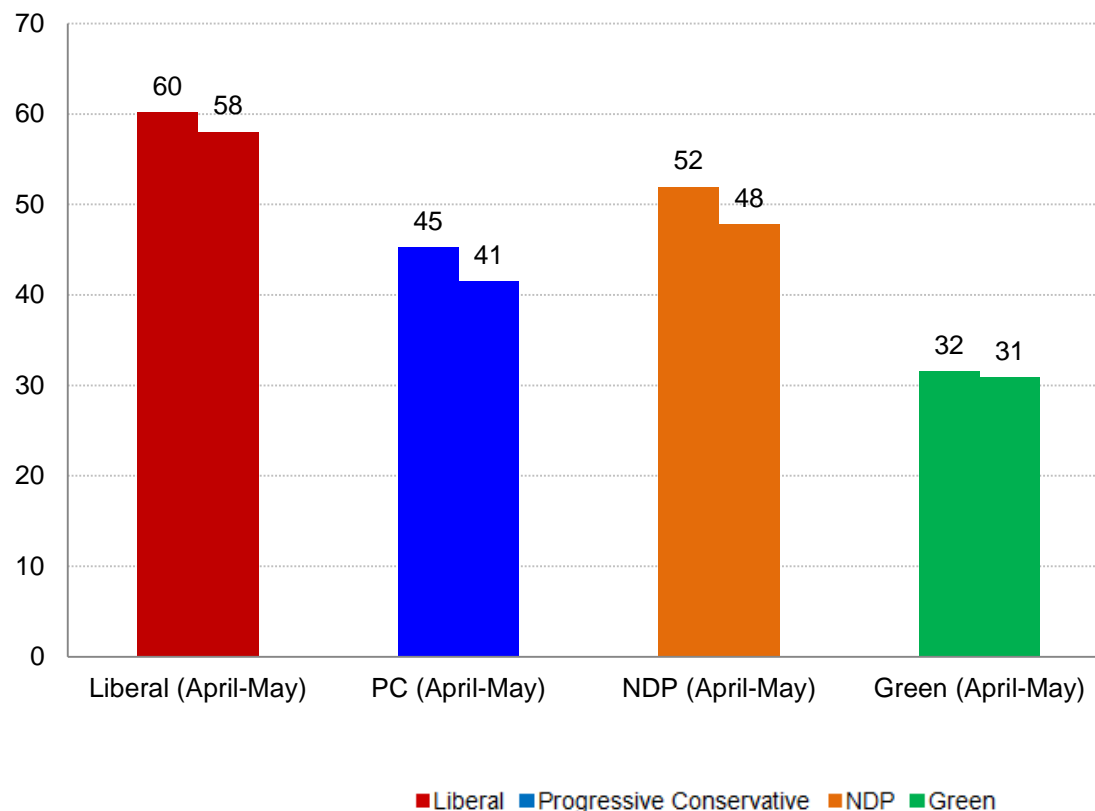
Washington DC: (202) 697-9924

nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Female Monthly Index Tracking Scores (period ending May 26th, 2014, n=250)





Provincial Political Tracking Numbers

Ballot



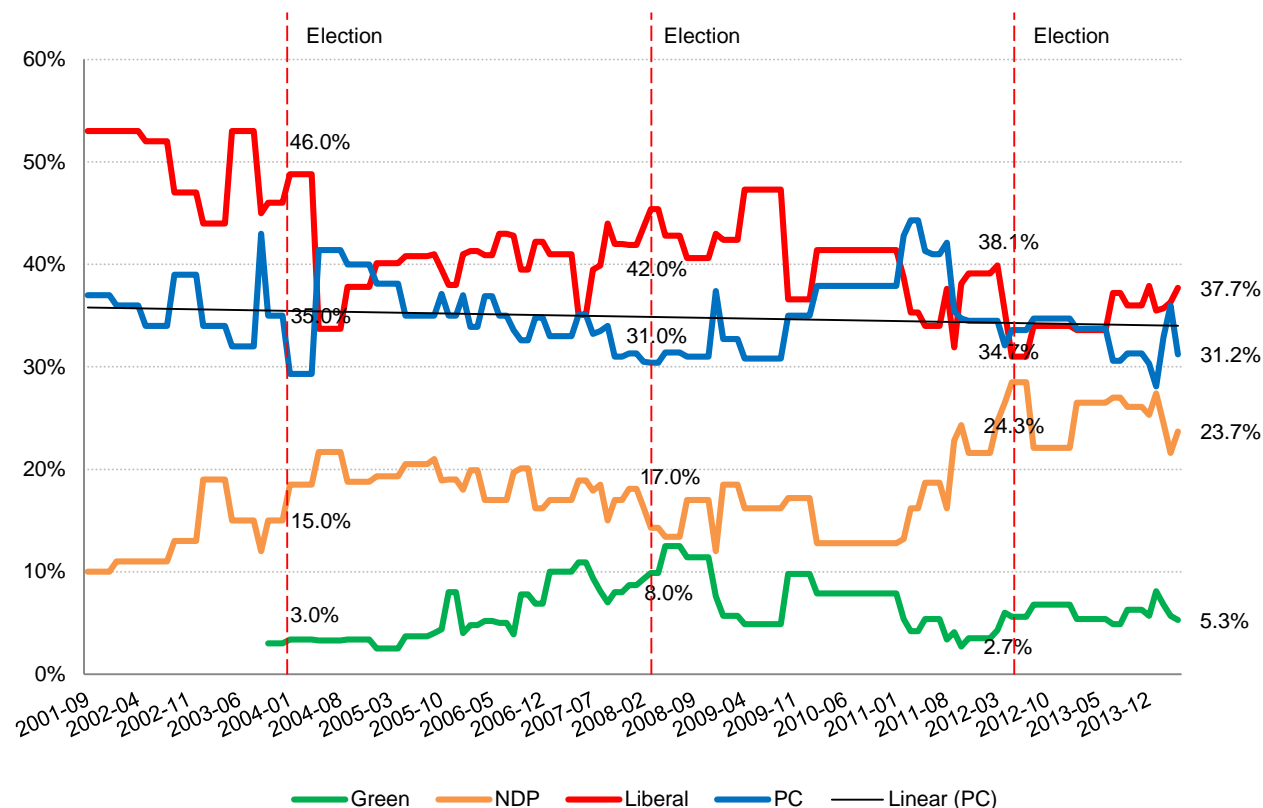
Question: For those parties you would consider voting for PROVINCIALLY, could you please rank your top two current local preferences?

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Nanos Ontario Ballot Tracking – First Ranked Choice, Decided Voters Only (Random telephone survey n=430 Ontarians, May 22nd to May 26th, 2014)



Issue



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

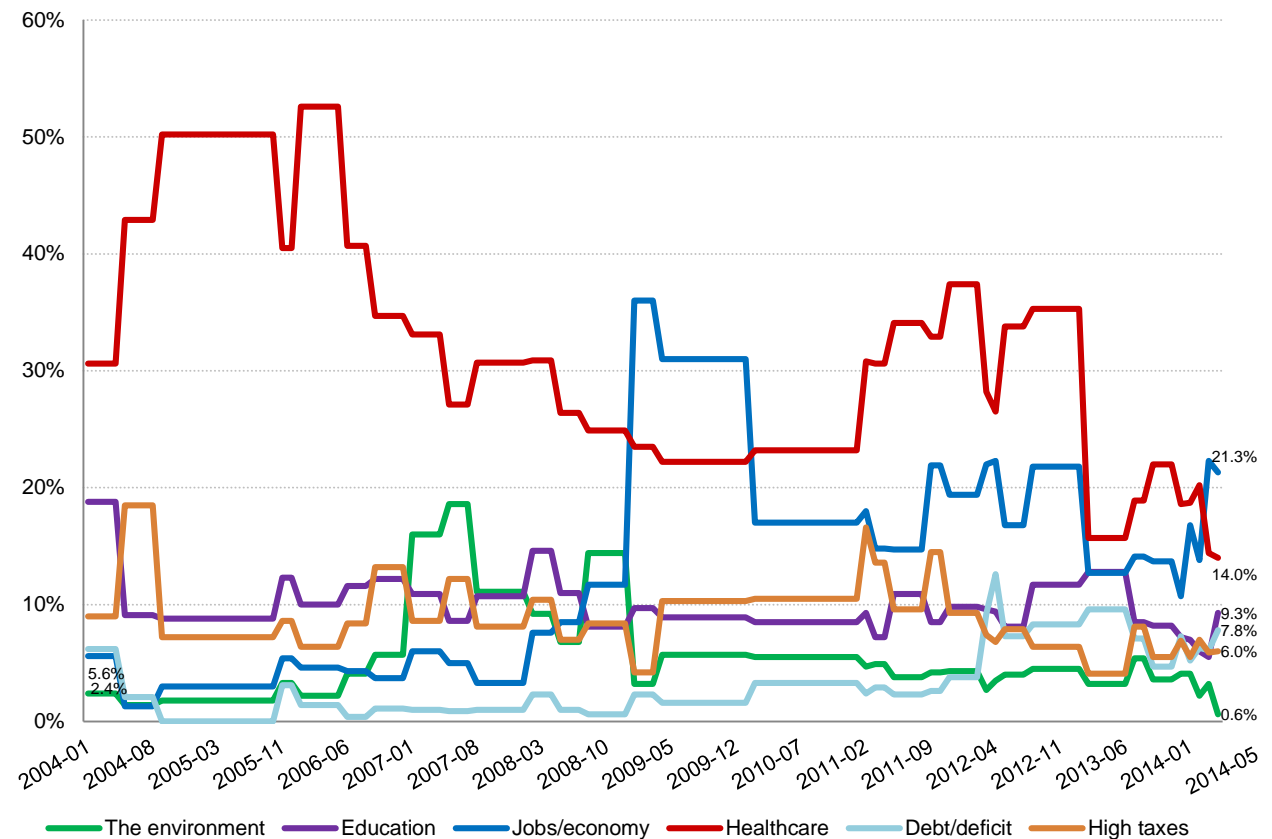
Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Nanos Ontario Issue Tracking

(Random telephone survey n=500 Ontarians, May 22nd, to May 26th, 2014)





Provincial Vote Considerations Tracking

Consider Liberal



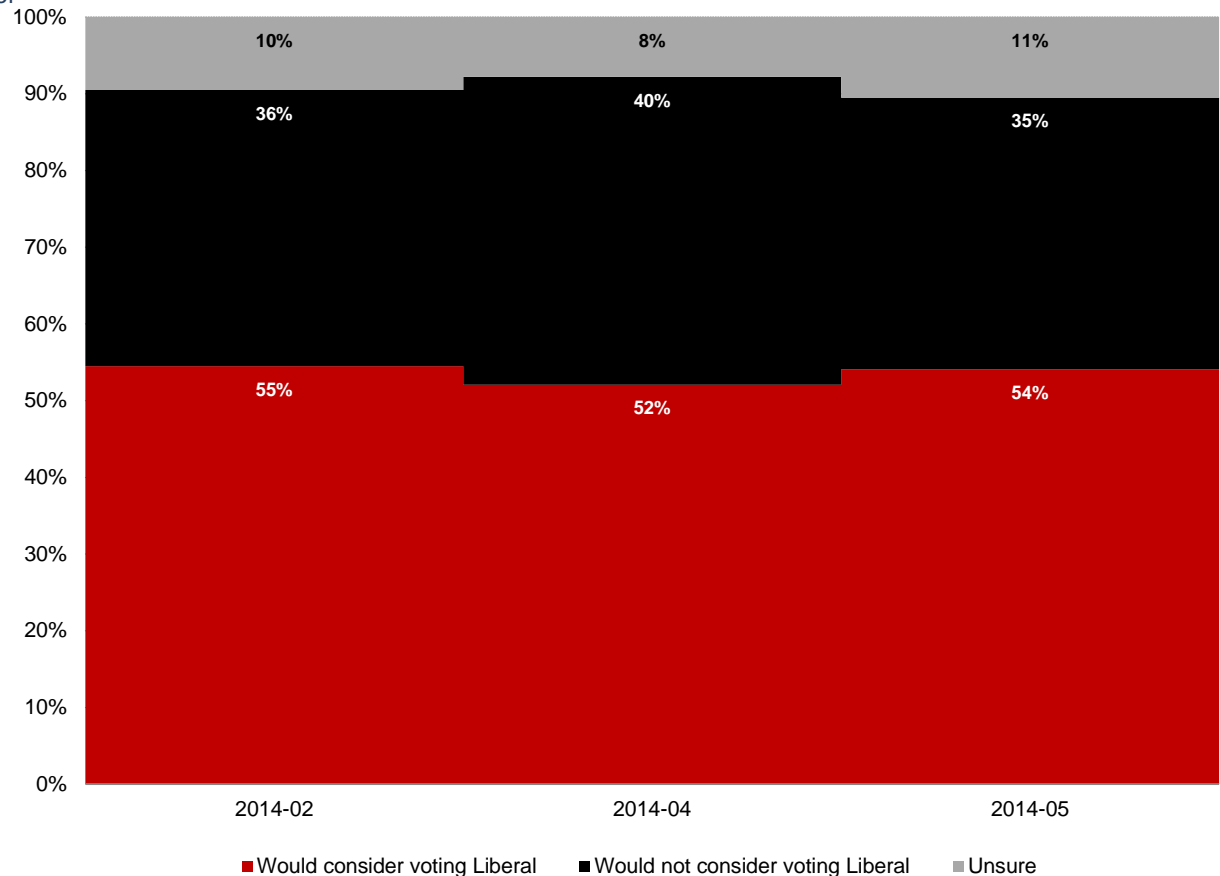
Question: For each of the following provincial political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Liberal Party

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Provincial – Monthly Tracking (period ending May 26th, 2014, n=500)



Consider PC



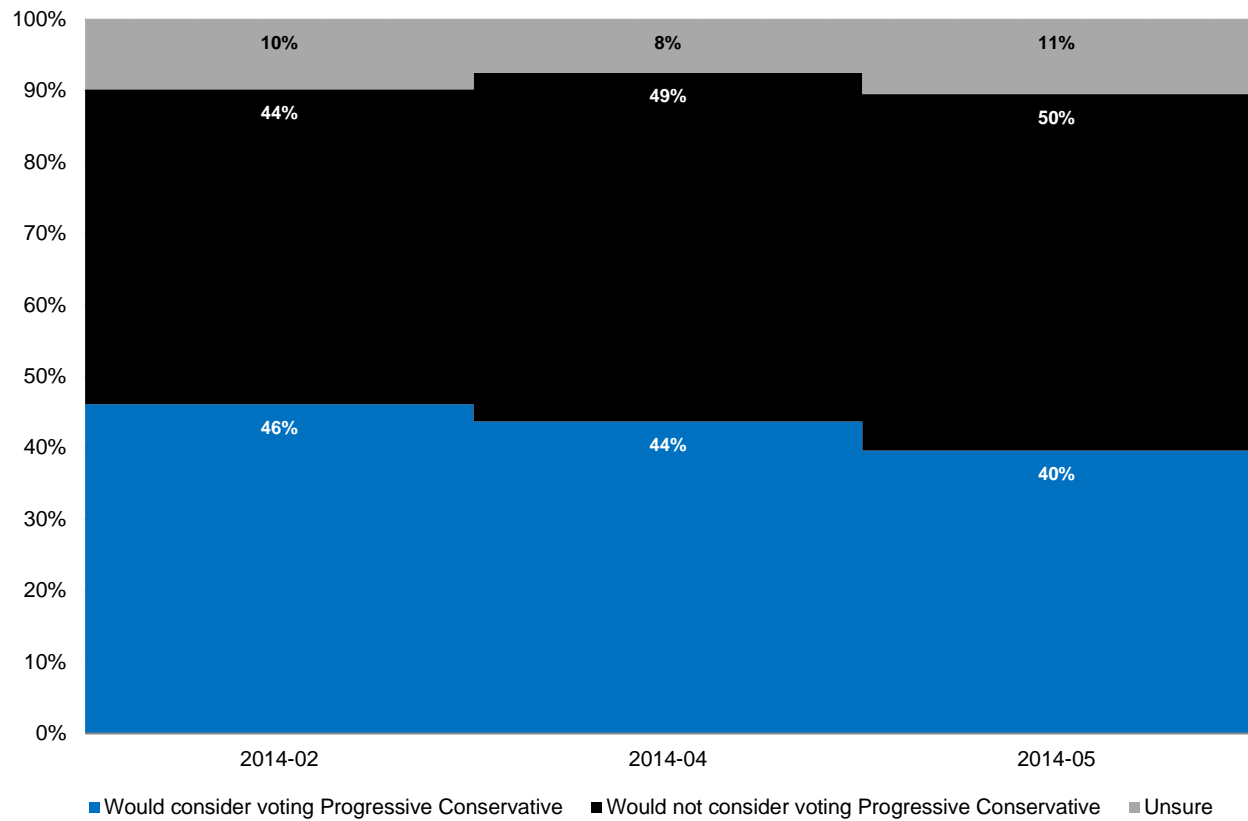
Question: For each of the following provincial political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Progressive Conservative Party

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Provincial – Monthly Tracking (period ending May 26th, 2014, n=500)



Consider NDP



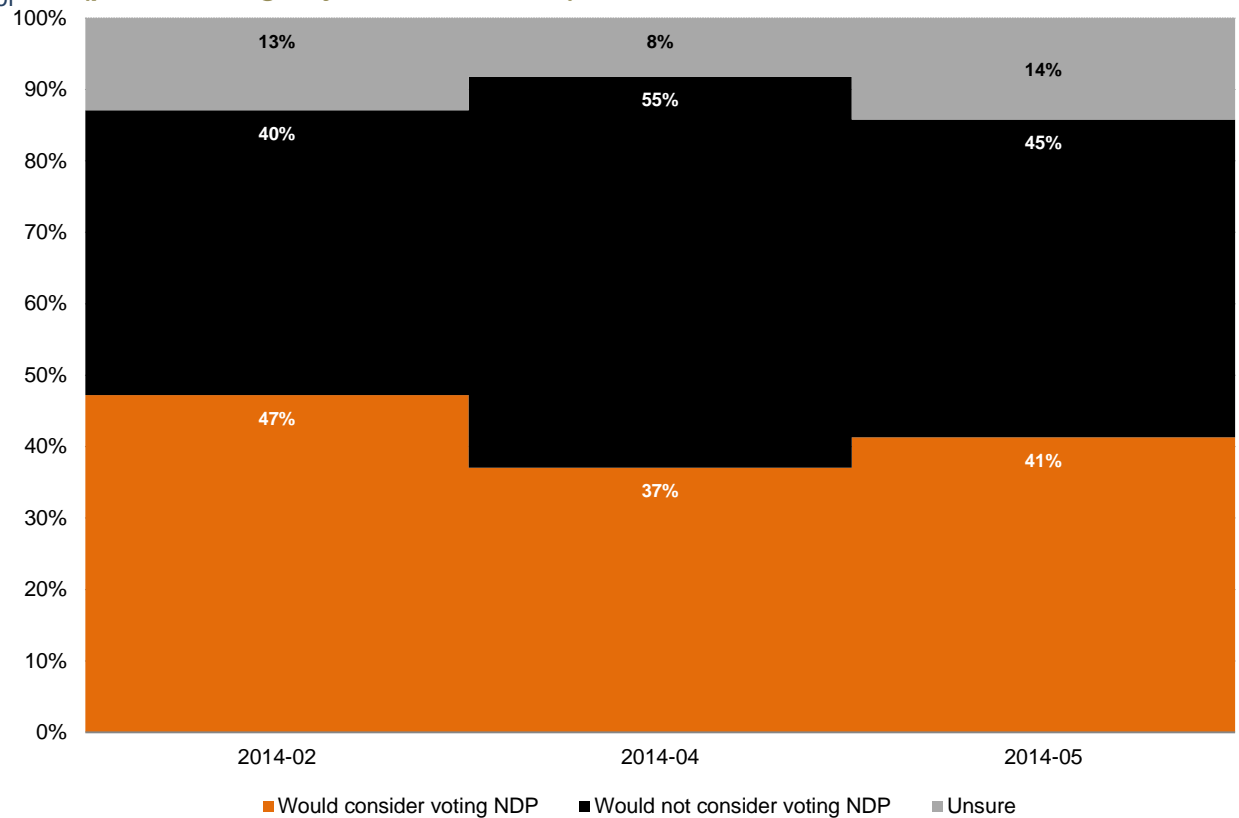
Question: For each of the following provincial political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] NDP

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Provincial – Monthly Tracking
(period ending May 26th, 2014, n=500)



Consider Green



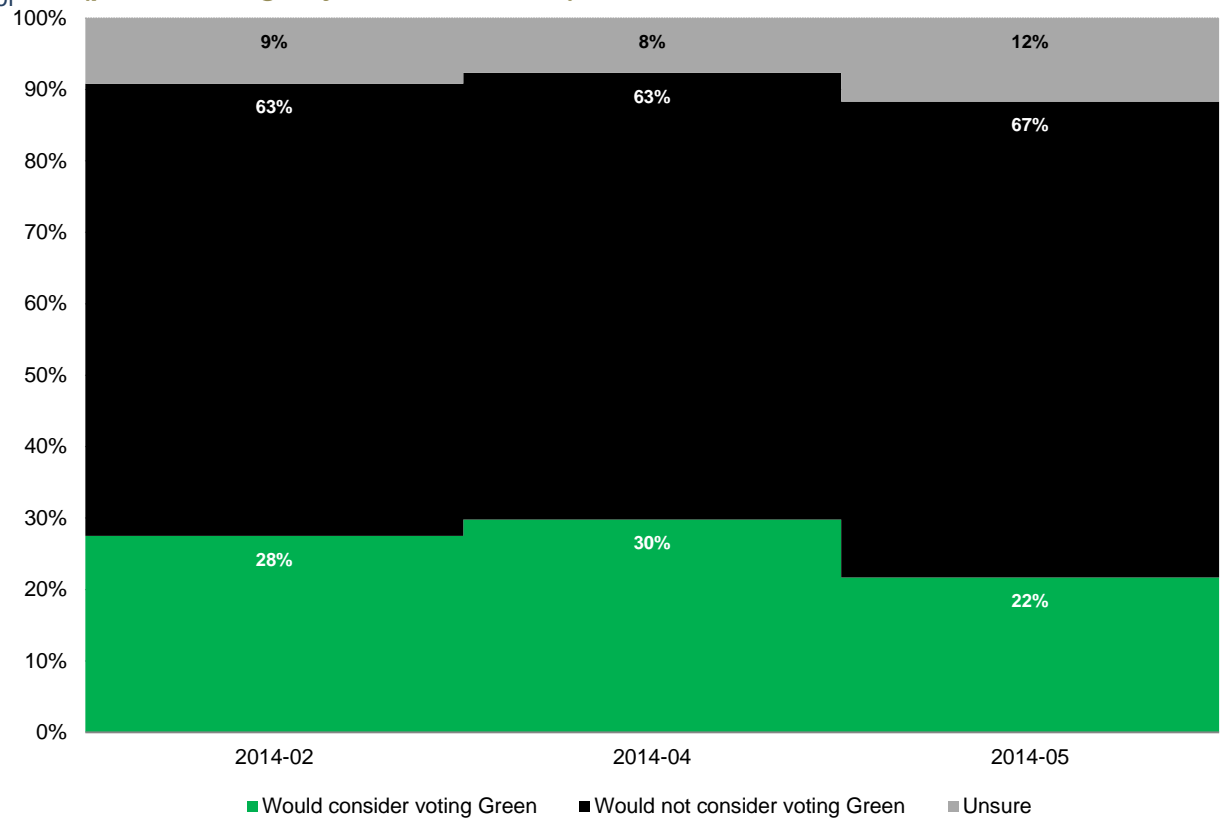
Question: For each of the following provincial political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Green Party

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Provincial – Monthly Tracking (period ending May 26th, 2014, n=500)





Provincial Leadership Tracking

www.nanosresearch.com

Premier



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

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

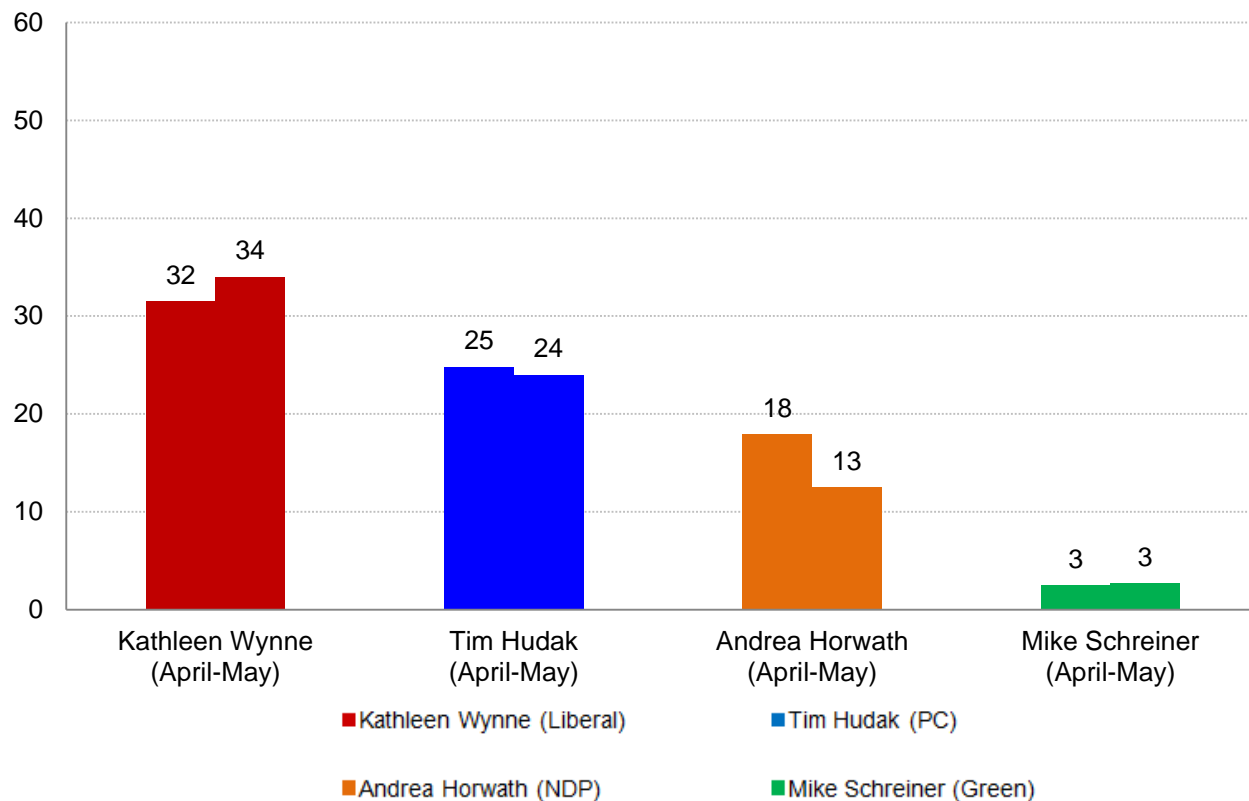
Washington DC: (202) 697-9924

nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Provincial – Monthly Tracking – First Ranked Choice (period ending May 26th, 2014, n=500)



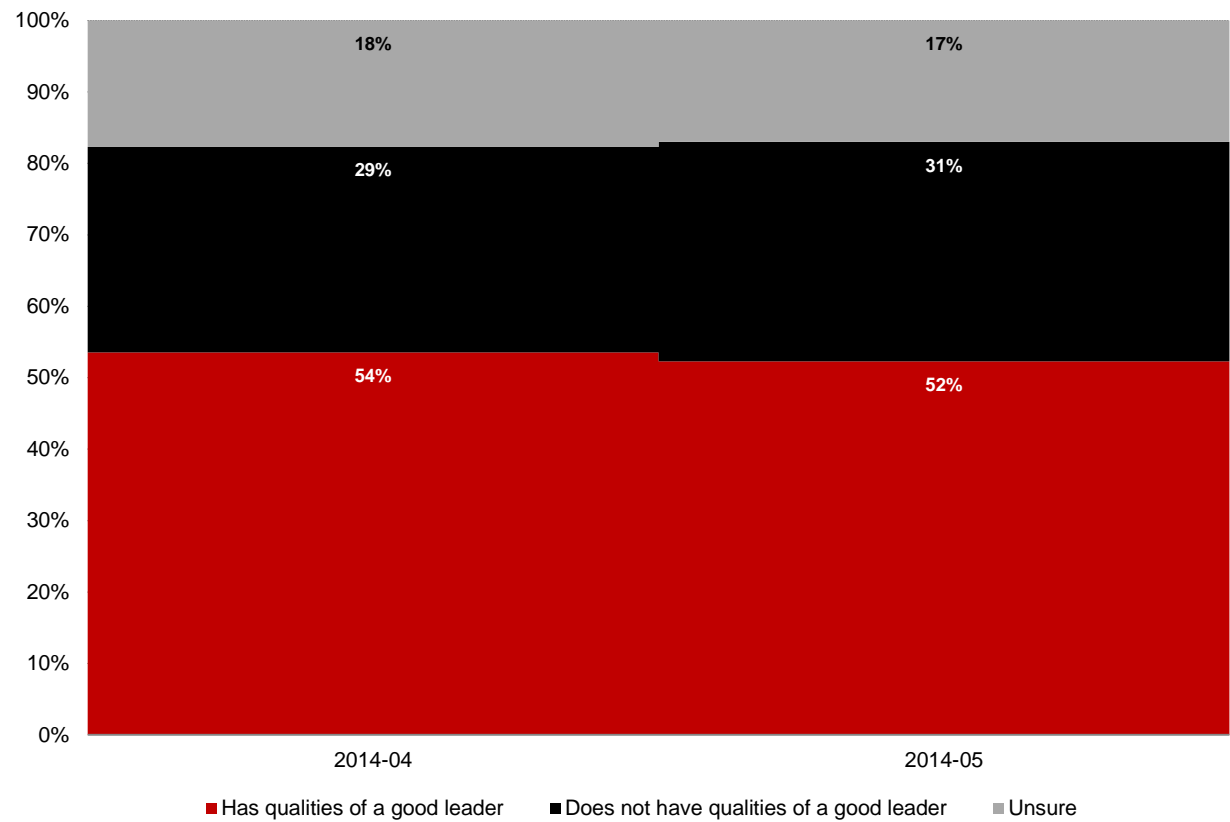
Question: For each of the following provincial political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]
Kathleen Wynne

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Provincial – Monthly Tracking (period ending May 26th, 2014, n=500)



Hudak



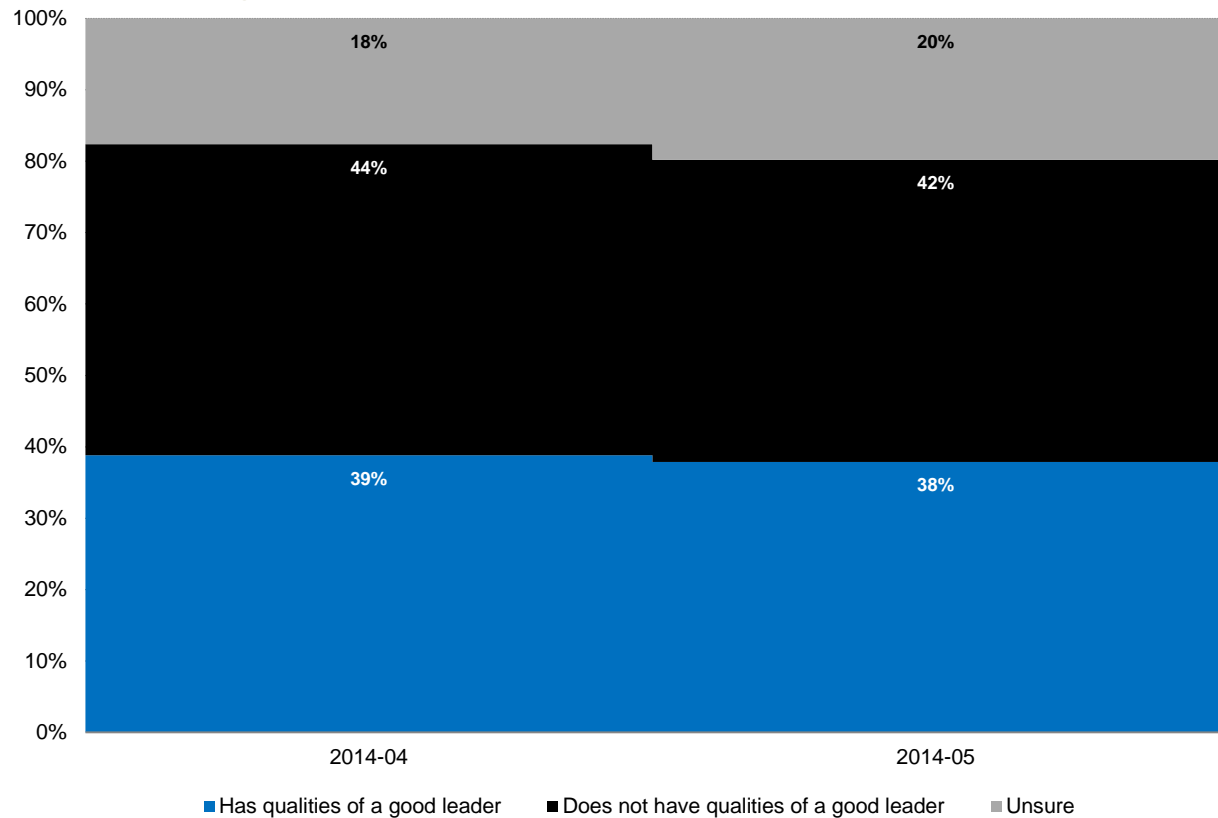
Question: For each of the following provincial political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Tim Hudak

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Provincial – Monthly Tracking (period ending May 26th, 2014, n=500)



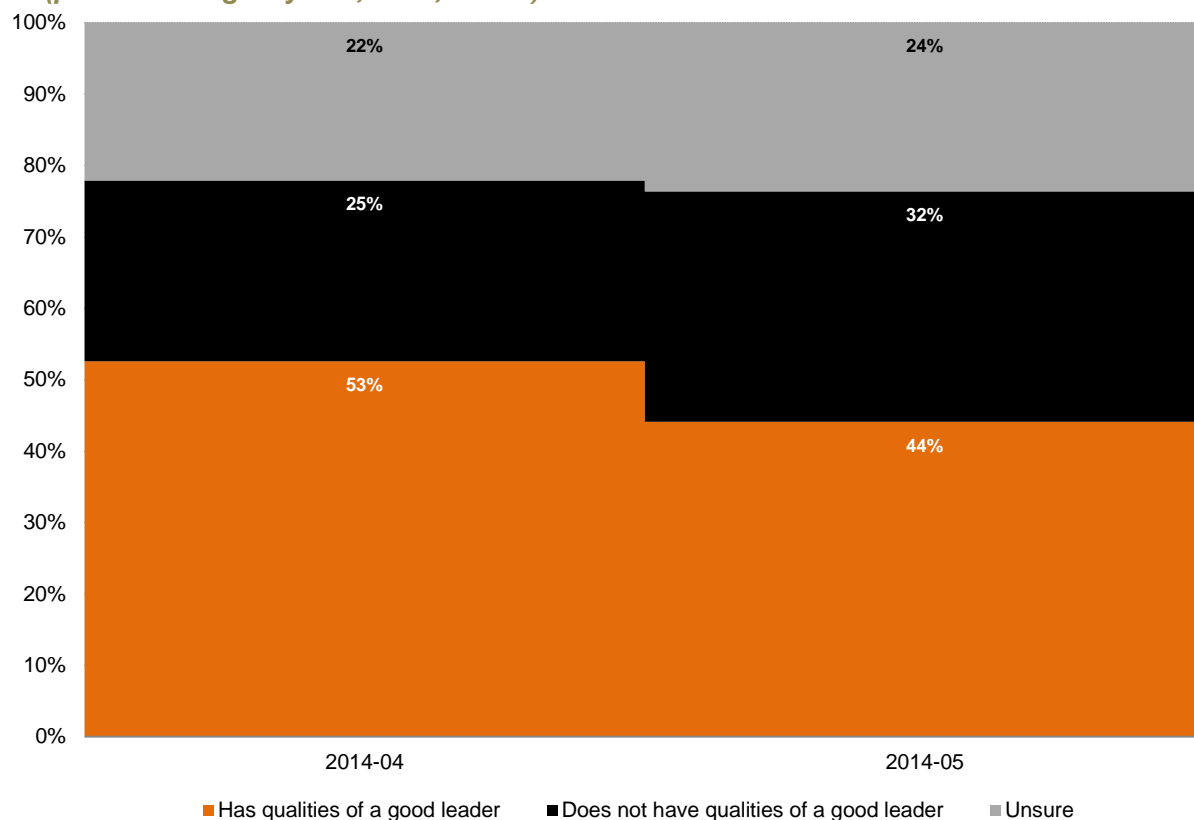
Question: For each of the following provincial political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Andrea Horwath

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Provincial – Monthly Tracking (period ending May 26th, 2014, n=500)



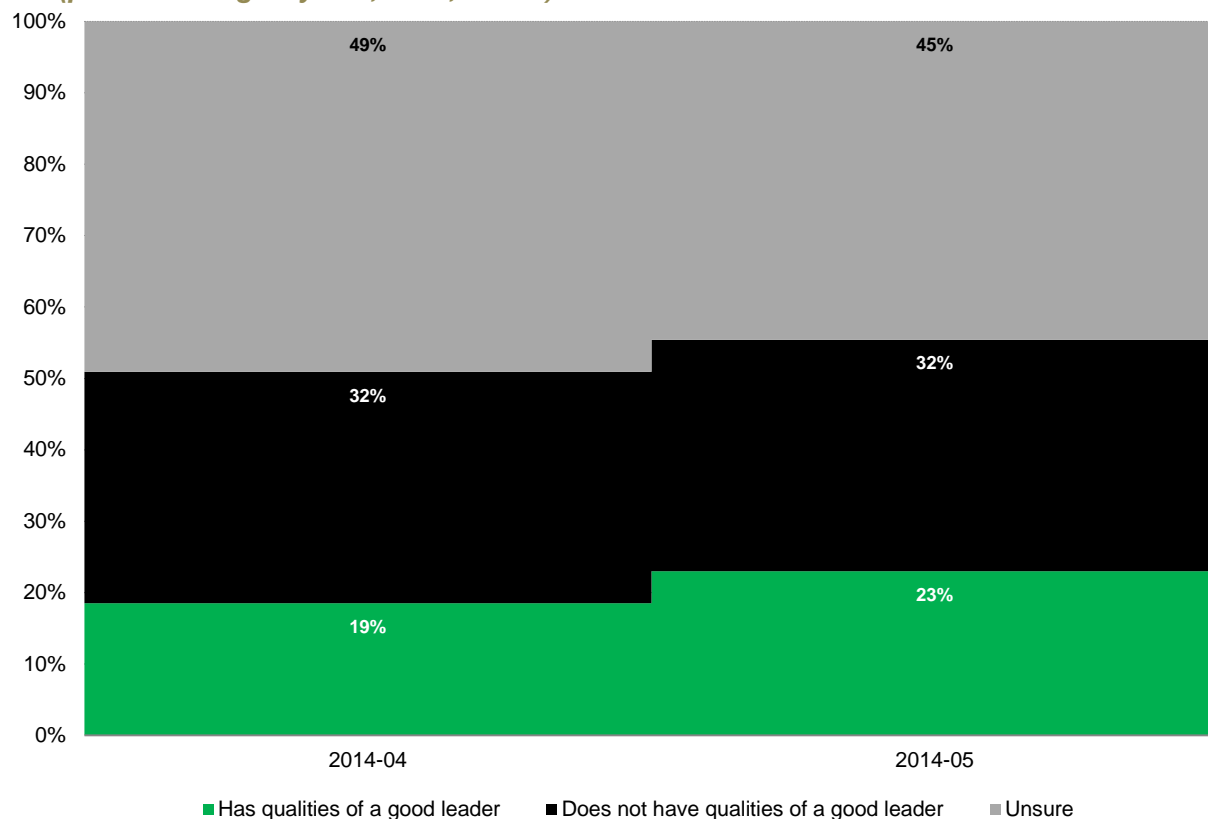
Question: For each of the following provincial political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Mike Schreiner

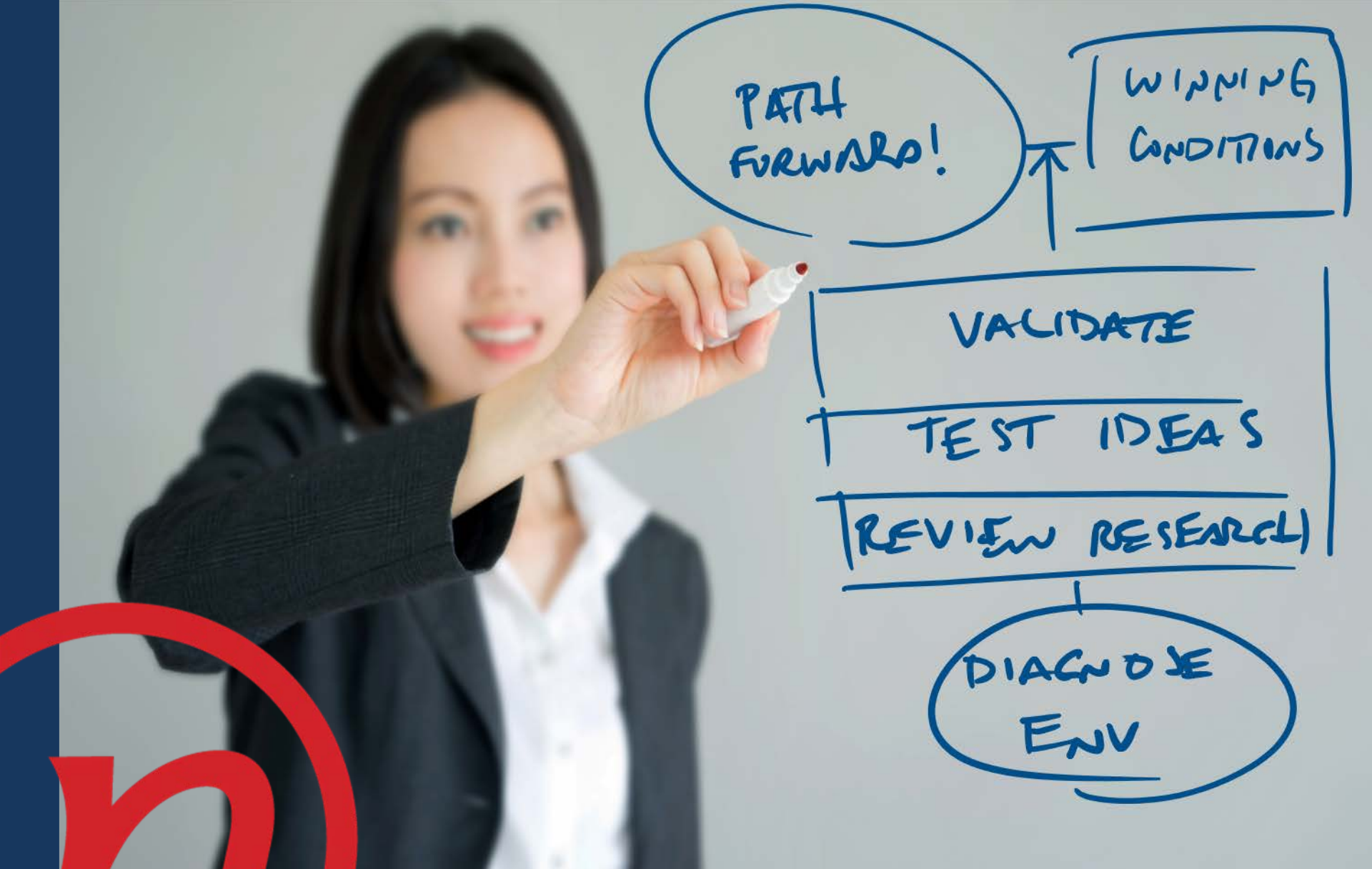
Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Provincial – Monthly Tracking (period ending May 26th, 2014, n=500)





Methodology

Survey Methodology

Download our app to get the latest Nanos Numbers streamed to your iPhone.



The Monthly Ontario Nanos Party Power Index Tracking is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on random telephone interviews with 500 Ontarians (land- and cell-lines), 18 years of age and over. The random sample of 500 respondents may be weighted by age and gender using the latest census information for Canada. The views of 500 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 current report is based on Ontarian opinion ending May 26th, 2014.

A random telephone survey of 500 Ontarians is accurate 4.4 percentage points, plus or minus, 19 times out of 20.

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.



View our brochure

Nik Nanos FMRIA

Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

		Issue			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jobs/economy	106	21.3	21.3	21.3
	Unsure	82	16.4	16.4	37.7
	Healthcare	70	14.0	14.0	51.7
	Education	46	9.3	9.3	60.9
	Debt/deficit	39	7.8	7.8	68.7
	High taxes	30	6.0	6.0	74.7
	Other	25	5.0	5.0	79.7
	Infrastructure/transit/roads	23	4.6	4.6	84.3
	Hydro rates	23	4.6	4.6	88.9
	Scandals/gas plants/corruption	15	3.0	3.0	91.9
	The provincial election	12	2.4	2.4	94.3
	Protecting social programs	7	1.3	1.3	95.6
	11.00	5	.9	.9	96.5
	Cost of living	4	.8	.8	97.4
	Senoirs issues	4	.7	.7	98.1
	Environment	3	.6	.6	98.7
	Change the government	3	.5	.5	99.2
	Block Hudak/Tories	2	.4	.4	99.6
	Crime/law and order	2	.3	.3	99.9
	Gas prices	1	.1	.1	100.0
	Total	500	100.0	100.0	