

NEWS RELEASE



FOR IMMEDIATE RELEASE

Random sample poll finds debate boosts PCs, Liberals equally

Greens suffer from lack of TV exposure

TORONTO JUNE 4th, 2014 - In a random sampling of public opinion among Ontario voters who had watched or listened to the leaders' debate on the evening of June 3, the PCs and the Liberals see their vote share increase slightly from before to after the debate, while the NDP see no advantage and the Green Party falls back slightly.

Prior to the debate, voters who watched or listened (50% of total) preferred the Liberals with a six point margin to the PCs (37% to 31%). After the debate, a similar margin (5 points) is seen, but both parties have improved their share of the vote (to 40% and 35%, respectively). In the meantime, the NDP sees their vote share stall (25% pre-debate to 22% post-debate), while the Green Party proportionally suffers the most, presumably because of their absence from the debate (6% pre-debate to 2% post-debate).

Hudak wins debate, Wynne in 2nd; significant gender gap

One third of those randomly selected voters who saw or heard the debate agree Tim Hudak won (33%), compared to just less than 3-in-10 who think Kathleen Wynne won (28%). Just one fifth award the laurels to Andrea Horwath (20%), and one seventh think no one won (14%). Females are more likely to believe Wynne won (33%) and less likely to think this of Hudak (22%). Twice as many males opt for Hudak (44%) as select Wynne as winner (21%). As these findings are based on a randomly selected sample, they are projectable to the population of debate viewers.

Hudak wins on making points, changing minds; Horwath most likable

More than a third of voters who tuned in to the debate think Tim Hudak won for making the best points (35%), compared to about a quarter for Wynne (28%) or Horwath (26%). Just less than 3-in-10 think Tim Hudak changed their mind during the debate (28%), compared to fewer who say this of Horwath (21%) or, especially, Wynne (10%). One third saw Andrea Horwath as being the most likable (33%), compared to just less than 3-in-10 for Hudak (28%) or Wynne (29%).

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

June 4th, 2014

HIGHLIGHTS:

- In a random sampling of public opinion, the PCs and the Liberals see their vote share increase slightly from before to after the debate, while the NDP see no advantage and the Green Party falls back slightly.
- One third of those randomly selected voters who saw or heard the debate agree Tim Hudak won (33%), compared to just less than 3-in-10 who think Kathleen Wynne won (28%).
- More than a third of voters who tuned in to the debate think Tim Hudak won for making the best points (35%), compared to about a quarter for Wynne (28%) or Horwath (26%).
- Equal proportions of voters say the debate made them more likely to vote Liberal or PC (30%) and it is the supporters of the two parties who say this, so it is an example of confirmation bias, where the debate just validated an already held opinion.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

June 4th, 2014

HIGHLIGHTS:

- More than 4-in-10 approve of Andrea Horwath, and she outpolls her party (43%).
- Four-in-ten randomly selected voters who watched the debates think Kathleen Wynne makes the best Premier (39%), well ahead of Tim Hudak (32%), or, indeed, Andrea Horwath (19%).
- Unlike 'flash' or 'snap' polls of respondents recruited and paid to watch the debate, our sample was randomly drawn from the general population, and the proportion who watched or listened (50%) is representative of the province.
- While these randomly selected voters who tuned in agree Tim Hudak won by a slight margin, it is Kathleen Wynne who retains the largest share of the vote, both before and after the debate.

3-in-10 say debate made them more likely to vote PC, Liberal

Equal proportions of voters say the debate made them more likely to vote Liberal or PC (30%) and it is the supporters of the two parties who say this, so it is an example of confirmation bias, where the debate just validated an already held opinion. Fewer than one fifth said the debate made them more likely to vote NDP (17%), and a fifth say their minds were not changed (20%).

Approval for leaders substantial

More than 4-in-10 approve of Andrea Horwath, and she outpolls her party (43%). Her net favourability score (approve minus disapprove) is a relatively neutral -3. Kathleen Wynne has the approval of 4-in-10 (40%) and her net is a negative -12. Tim Hudak has the approval of just one third (32%), and his net is a very negative -30. In this case, both Wynne and Hudak poll at about the same level as their parties.

Wynne seen as best Premier

Four-in-ten randomly selected voters who watched the debates think Kathleen Wynne makes the best Premier (39%), well ahead of Tim Hudak (32%), or, indeed, Andrea Horwath (19%). Relatively few think none would do the job well (7%). In this case, Hudak and Wynne poll at the same level as their parties, but Andrea Horwath, while well-liked, is clearly not seen to be executive material.

One half or more do not believe key promises

Just one quarter believe Tim Hudak's promise to create a million jobs over ten years is credible (27%), and more than two thirds say it is not credible (69%). In turn, 4-in-10 believe Andrea Horwath's promise to reduce hydro rates and insurance fees is credible (41%), while one half do not (50%). The Liberals' signature promise of an Ontario Retirement Pension Plan is granted credibility by just more than 4-in-10 (43%), and one half do not think it credible (49%).

Lowering corporate tax rates, leaving them alone preferred to raising them

One third of those randomly selected voters who tuned in to the leaders' debate agree with the PCs that corporate tax rates should be lowered (33%) or, implicitly, agree with the Liberals that they shouldn't be changed (32%). Just more than a quarter agree with the NDP that corporate taxes should be increased (26%), and one tenth think none of these choices is appropriate (8%).

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



Conclusion

Unlike 'flash' or 'snap' polls of respondents recruited and paid to watch the debate, our sample was randomly drawn from the general population, and the proportion who watched or listened (50%) is representative of the province. While these randomly selected voters who tuned in agree Tim Hudak won by a slight margin, it is Kathleen Wynne who retains the largest share of the vote, both before and after the debate. Andrea Horwath, while well-liked and admired, is not seen to be Premier timbre, and polls behind her party in leadership ability.

"While viewers may feel they have an opportunity to refine their choice of candidates, this poll shows that minds are not easily changed by TV events like debates, and, if anything, anyone who takes part benefits from the exposure," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 307 randomly selected Ontarians who watched the debate and are 18 years of age and older. The poll was conducted on June 3rd, 2014.

Results based on the total sample are considered accurate +/- 6%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results will depend on the parties' success at getting their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

June 4th, 2014

HIGHLIGHTS:

- "While viewers may feel they have an opportunity to refine their choice of candidates, this poll shows that minds are not easily changed by TV events like debates, and, if anything, anyone who takes part benefits from the exposure," said Forum Research President, Dr. Lorne Bozinoff.
- The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 307 randomly selected Ontarians who watched the debate and are 18 years of age and older.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

June 4th, 2014

Provincial Election Voting Preference Pre and Post Debate

[Decided / Leaning]

%	Con	Lib	NDP	Green	Other
Pre-Debate	31	37	25	6	1
Post-Debate	35	40	22	2	1

Candidate Attributes – Summary Table

[All Respondents]

%	Wynne	Hudak	Horwath	None	Don't Know
Debate winner	28	33	20	14	7
Most likeable during debate	29	28	33	6	2
Best points during debate	28	35	26	8	3
Leader who changed minds	10	28	21	38	3

Belief in Leaders' Promises

[All Respondents]

%	Believable	Not Believable	Don't Know
Wynne: Create Pension Plan for Retirement Security	43	49	7
Horwath: Lower Auto Insurance Rates	41	50	10
Hudak: 1 Million Jobs in 10 Years	27	69	5

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
June 4th, 2014

Pre-Debate Provincial Party Preference

‘A provincial election will be held on Thursday, June 12. Which party were you most likely to vote for before you saw the debate this evening?’ + ‘Even though you may not have made up your mind, which party were you leaning towards before the debate?’

[Decided / Leaning]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	292	11	32	54	93	102	148	144
Progressive Conservative	31	18	24	40	31	40	34	28
Liberal	37	28	49	30	39	40	32	41
New Democratic	25	37	25	22	28	14	26	24
Green	6	17	2	4	3	4	6	6
Another Party	1	0	0	4	0	2	3	0

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	292	47	49	94	143	58	44
Progressive Conservative	31	57	15	34	26	39	13
Liberal	37	22	41	51	47	26	29
New Democratic	25	19	30	13	21	25	50
Green	6	3	12	1	5	8	8
Another Party	1	0	2	1	2	2	0

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	292	22	52	40	25	35	65
Progressive Conservative	31	14	35	25	43	45	31
Liberal	37	46	23	45	51	36	43
New Democratic	25	19	41	24	6	13	20
Green	6	14	1	3	0	3	7
Another Party	1	6	0	3	0	4	0

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
June 4th, 2014

Post-Debate Party Preference

'Which party are you most likely to vote for now you have seen the debate this evening?' + 'Even though you may not have made up your mind, which party are you leaning towards now you have seen the debate?'

[Decided / Leaning]

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	292	10	33	54	93	102	151	141
Progressive Conservative	35	42	34	34	30	35	44	26
Liberal	40	37	40	37	42	43	31	48
New Democratic	22	19	25	25	28	17	20	25
Green	2	3	2	2	1	2	3	1
Another Party	1	0	0	3	0	3	3	0

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	292	49	50	95	145	57	41
Progressive Conservative	35	53	19	29	25	39	51
Liberal	40	26	52	52	52	29	17
New Democratic	22	17	29	15	21	27	29
Green	2	4	0	0	0	3	3
Another Party	1	0	0	3	2	2	1

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	292	22	51	40	26	35	66
Progressive Conservative	35	22	32	21	39	36	37
Liberal	40	35	27	47	49	43	43
New Democratic	22	30	40	28	12	21	19
Green	2	6	1	1	0	0	2
Another Party	1	6	1	3	0	0	0

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

June 4th, 2014

Approval of Kathleen Wynne as Premier

'Do you approve or disapprove of the job Kathleen Wynne is doing as premier?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Approve	40	42	42	36	41	39	34	46
Disapprove	53	52	45	55	57	56	61	45
Don't know	7	5	13	9	2	5	5	9

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Approve	40	19	55	60	58	27	15
Disapprove	53	68	43	32	37	71	69
Don't know	7	12	2	8	5	3	16

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Approve	40	29	41	53	51	38	34
Disapprove	53	60	48	44	44	59	55
Don't know	7	11	11	3	5	3	11

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

June 4th, 2014

Approval of Tim Hudak

'Do you approve or disapprove of the job Tim Hudak is doing as Leader of the Opposition?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Approve	32	40	27	28	26	33	39	24
Disapprove	62	60	67	60	65	59	55	69
Don't know	6	0	6	13	8	8	6	7

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Approve	32	44	11	28	20	36	55
Disapprove	62	47	83	64	72	60	40
Don't know	6	8	6	8	7	4	5

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Approve	32	10	36	19	38	44	25
Disapprove	62	72	56	79	54	51	70
Don't know	6	18	8	2	9	5	5

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Approval of Andrea Horwath

'Do you approve or disapprove of the job Andrea Horwath is doing as Leader of the NDP?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Approve	43	42	45	50	42	37	50	37
Disapprove	46	53	41	37	52	45	44	48
Don't know	11	5	14	13	6	18	6	15

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Approve	43	46	36	35	35	45	70
Disapprove	46	42	56	54	55	44	16
Don't know	11	12	8	11	10	11	14

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Approve	43	53	52	39	12	41	45
Disapprove	46	33	41	55	81	49	32
Don't know	11	14	7	6	7	10	23

TORONTO

June 4th, 2014

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

June 4th, 2014

Best Premier

'Who do you think would make the best Premier?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Kathleen Wynne	39	40	46	34	35	39	27	50
Tim Hudak	32	40	26	28	30	33	42	23
Andrea Horwath	19	16	16	22	28	18	19	19
None of these	7	5	6	13	4	7	11	4
Don't know	3	0	6	3	3	2	2	4

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Kathleen Wynne	39	22	57	50	53	24	26
Tim Hudak	32	49	12	27	20	34	55
Andrea Horwath	19	19	27	13	19	24	10
None of these	7	5	2	9	6	12	7
Don't know	3	6	2	1	1	5	2

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Kathleen Wynne	39	27	20	48	48	37	45
Tim Hudak	32	18	38	17	39	43	25
Andrea Horwath	19	23	36	28	9	16	18
None of these	7	19	4	3	1	4	11
Don't know	3	13	2	3	2	0	0

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
June 4th, 2014

Debate Winner

'As far as you know, which leader won the debate yesterday evening?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Kathleen Wynne	28	26	27	23	33	34	21	33
Tim Hudak	33	44	28	27	32	26	44	22
Andrea Horwath	20	25	17	27	8	16	19	20
None of these	14	0	21	16	23	16	13	14
Don't know	7	5	7	8	5	8	3	10

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Kathleen Wynne	28	17	52	33	41	10	12
Tim Hudak	33	44	19	26	23	33	58
Andrea Horwath	20	19	15	15	15	38	9
None of these	14	12	12	19	16	12	7
Don't know	7	8	1	7	4	7	14

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Kathleen Wynne	28	37	15	44	20	22	21
Tim Hudak	33	24	32	14	32	39	38
Andrea Horwath	20	23	15	23	33	22	19
None of these	14	14	29	9	12	17	11
Don't know	7	2	9	10	4	0	10

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
June 4th, 2014

Most Likable Leader During Debate

‘Which leader was the most likeable during the debate?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Kathleen Wynne	29	31	30	26	31	29	21	38
Tim Hudak	28	40	24	22	23	26	37	20
Andrea Horwath	33	29	32	41	37	30	34	33
None of these	6	0	10	7	6	11	7	6
Don't know	2	0	3	4	3	4	2	3

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Kathleen Wynne	29	17	54	35	43	11	17
Tim Hudak	28	37	11	27	20	26	57
Andrea Horwath	33	39	27	28	28	50	24
None of these	6	5	7	8	8	8	0
Don't know	2	3	1	2	2	6	1

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Kathleen Wynne	29	35	16	42	15	27	29
Tim Hudak	28	22	34	17	36	33	24
Andrea Horwath	33	22	45	36	43	18	41
None of these	6	9	4	2	6	22	4
Don't know	2	12	2	2	0	0	3

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO

June 4th, 2014

Leader with Best Points during Debate

‘Which leader made the best points during the debate?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Kathleen Wynne	28	26	30	24	31	31	22	33
Tim Hudak	35	44	36	26	33	32	48	23
Andrea Horwath	26	25	20	34	28	24	20	32
None of these	8	5	10	12	5	8	9	6
Don't know	3	0	4	5	2	5	1	5

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Kathleen Wynne	28	20	51	31	40	13	13
Tim Hudak	35	45	19	30	25	39	59
Andrea Horwath	26	20	26	27	26	32	26
None of these	8	4	4	12	8	14	1
Don't know	3	12	0	1	1	3	2

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Kathleen Wynne	28	22	19	44	22	26	20
Tim Hudak	35	29	34	23	33	45	38
Andrea Horwath	26	42	38	30	37	19	28
None of these	8	6	7	1	3	10	13
Don't know	3	2	3	2	5	0	0

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
June 4th, 2014

Leader Who Changed Your Mind during Debate

‘Which leader changed your mind about him or her during the debate?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Kathleen Wynne	10	0	11	10	20	14	11	8
Tim Hudak	28	43	24	24	18	23	39	18
Andrea Horwath	21	21	26	23	15	19	23	20
None of these	38	36	39	39	43	36	25	51
Don't know	3	0	0	3	4	8	1	4

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Kathleen Wynne	10	5	7	20	14	5	4
Tim Hudak	28	28	15	28	22	28	53
Andrea Horwath	21	29	20	14	17	25	23
None of these	38	35	57	37	46	36	16
Don't know	3	3	1	1	1	6	3

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Kathleen Wynne	10	28	13	11	2	5	13
Tim Hudak	28	7	32	15	45	8	31
Andrea Horwath	21	33	22	19	8	24	27
None of these	38	28	27	49	42	63	28
Don't know	3	4	6	6	3	0	2

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
June 4th, 2014

More Likely to Vote for Leader after Debate

‘Did the debate make you more likely to vote for any of the three parties who took part?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
More likely to vote PC now	30	40	25	26	26	29	41	20
More likely to vote Liberal now	30	26	31	33	26	33	22	36
More likely to vote NDP now	17	16	17	17	26	14	16	19
Have not changed your mind	20	14	27	18	20	23	19	20
Don't know	3	5	0	5	2	1	1	5

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
More likely to vote PC now	30	49	14	26	21	27	53
More likely to vote Liberal now	30	22	53	38	44	10	10
More likely to vote NDP now	17	16	25	9	16	24	13
Have not changed your mind	20	13	6	27	18	36	10
Don't know	3	0	1	1	1	3	14

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
More likely to vote PC now	30	18	33	16	34	36	27
More likely to vote Liberal now	30	49	18	41	20	29	28
More likely to vote NDP now	17	23	34	23	1	13	18
Have not changed your mind	20	8	12	17	44	22	18
Don't know	3	2	2	2	2	0	8

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
June 4th, 2014

Tim Hudak 1 Million Jobs in 10 Years Promise

‘PC leader Tim Hudak has promised his government will create 1 million jobs in 10 years. Is this a believable promise or not?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Believable	27	40	24	19	19	25	35	19
Not believable	69	60	73	76	74	64	60	77
Don't know	5	0	3	5	7	11	5	4

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Believable	27	34	12	23	18	28	51
Not believable	69	62	86	70	77	66	47
Don't know	5	4	2	8	5	6	2

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Believable	27	12	28	9	14	38	28
Not believable	69	88	61	83	82	60	72
Don't know	5	0	11	9	4	2	1

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Andrea Horwath Lower Auto Insurance and Hydro Rates Promise

‘NDP leader Andrea Horwath has promised that her government will lower auto insurance and hydro rates. Is this a believable promise or not?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Believable	41	47	38	42	39	34	48	34
Not believable	50	39	53	49	56	56	47	52
Don't know	10	14	9	9	5	10	5	14

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Believable	41	37	34	32	33	40	77
Not believable	50	55	42	63	54	54	19
Don't know	10	7	24	5	13	6	3

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Believable	41	20	47	36	15	35	50
Not believable	50	59	44	59	77	60	46
Don't know	10	21	9	5	8	5	4

TORONTO
June 4th, 2014

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO
June 4th, 2014

Kathleen Wynne Provincial Pension Plan Promise

‘Liberal leader Kathleen Wynne has promised her government will create a provincial pension plan that will ensure retirement security for those without pensions. Is this a believable promise or not?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Believable	43	49	54	34	37	39	37	49
Not believable	49	46	40	60	57	46	59	40
Don't know	7	5	6	6	6	15	4	10

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Believable	43	29	57	56	56	38	16
Not believable	49	62	37	38	37	57	70
Don't know	7	9	6	7	6	5	14

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Believable	43	29	33	46	30	67	41
Not believable	49	49	53	47	70	32	48
Don't know	7	22	15	7	0	1	11

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

TORONTO
June 4th, 2014

PC vs. NDP vs. Liberal Corporate Tax Promises

'The PCs have promised to reduce corporate tax rates, the NDP have promised to increase corporate tax rates and the Liberals have not made any commitment to change them. Which do you think is the best course of action?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	307	11	34	59	98	105	156	151
Lower corporate tax rates	33	44	28	37	26	24	47	21
Raise corporate tax rates	26	23	32	31	20	25	25	27
No change to corporate tax rates	32	27	37	25	31	45	27	37
None of these	8	5	4	8	23	7	1	14

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	307	49	51	96	147	63	48
Lower corporate tax rates	33	47	12	27	20	45	51
Raise corporate tax rates	26	26	25	24	25	30	27
No change to corporate tax rates	32	20	47	45	46	21	10
None of these	8	6	16	4	9	4	12

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	307	23	53	43	27	36	69
Lower corporate tax rates	33	30	34	14	32	45	33
Raise corporate tax rates	26	28	20	22	13	22	27
No change to corporate tax rates	32	17	24	61	53	31	30
None of these	8	25	21	3	2	3	10

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
forumresearch.com