

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **FOR IMMEDIATE RELEASE**

### **Despite Vigorous Defense of Minimum Wage, Liberals Still Behind**

#### **But Brown and Horwath still widely unknown**

Toronto, January 15th – In a random sampling of public opinion taken by The Forum Poll™ among 1022 Ontario voters, amongst those decided and leaning, more than 4 in 10 (43%) say they would support the Progressive Conservatives if a provincial election were held today, with a quarter (24%) supporting the Liberals and a quarter (24%) supporting the NDP. Fewer than 1 in 10 (7%) say they would support the Green party.

Generally, the provincial landscape is very similar to the end of November, with little change, with the PCs are up 3 (Nov 29-30: 43%), the Liberals unchanged (Nov 29-30: 24%), the NDP down 2 (Nov 29-30: 26%), and the Green Party down 1 (Nov 29-30: 8%). Few (2%) say they would support another party.

Since all changes are within the margin of error, there is effectively no change since November.

Respondents most likely to support the PCs include those aged 35-44 (48%), 55-64 (50%), or 65+ (47%), males (50%), earning \$60,000-\$80,000 (54%), the least educated (47%) or a college/university degree (48%), and living in Southwestern Ontario (56%).

Respondents most likely to support the NDP include those aged 34 and younger (32%), females (27%), earning \$80,000-\$100,000 (32%), with some college/university (30%), and living in Northeastern Ontario (47%).

Respondents most likely to support the Liberals include those aged 34 and younger (26%), aged 45-54 (25%), or 65+ (26%), the least wealthy (34%), the least educated (26%) or with a post-graduate degree (29%), and living in Toronto (33%).

The demographics of the Liberal support have shifted noticeably since November, with its support amongst the least wealthy going from one-sixth (Nov 29-30: 16%) to a third (34%) at present, and support amongst those earning \$80,000-\$100,000 decreasing 10 points from November (Nov 29-30: 30%).

#### **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

“The Ontario Liberals' passionate defence of the rising minimum wage has seen their support amongst lower income Ontarians almost double, but because they've bled support elsewhere, there's been no movement in their support, overall,” said Dr. Lorne Bozinoff, President of Forum Research. “Brown's PCs still have a considerable lead, but Brown and Horwath are clearly not doing enough to raise their profile, given how many that are responding don't know about the leaders. It's a race to define: for Brown and Horwath to define themselves, and for Wynne to define Brown and Horwath.”



180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

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## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### **PCs continue to hover over a big majority**

If an election were held presently, we would expect to see a Progressive Conservative majority government, with the PCs securing 88 seats.

The NDP would serve as official opposition, securing 24 seats, and the Liberals would serve as the third party, with 12 seats.

### **Wynne remains unpopular, Horwath and Brown unknown**

Kathleen Wynne sees approval from about one-sixth (16%) and disapproval from about three-quarters (73%).

Only about 1 in 10 (11%) say they do not know.

Her net favourable score (approve - disapprove) is -57. Her net favourable score is up 2 points from November. (Nov 29-30: -59).

Patrick Brown sees approval from a quarter (28%) and disapproval from a third (34%). The plurality (39%) say they do not know whether to approve or disapprove of Patrick Brown.

His net favourable score is -6. Brown's net favourable is down 4 points since November (Nov 29-30: -2).

Andrea Horwath sees approval from a third (33%) and disapproval from a quarter (28%). Like Brown, the plurality say they do not know what to make of Horwath, with 4 in 10 (39%) saying they do not know.

Horwath's net favourable score is +5, up 3 points from November. (Nov 29-30: +2)

"The Ontario Liberals' passionate defence of the rising minimum wage has seen their support amongst lower income Ontarians almost double, but because they've bled support elsewhere, there's been no movement in their support, overall," said Dr. Lorne Bozinoff, President of Forum Research. "Brown's PCs still have a considerable lead, but Brown and Horwath are clearly not doing enough to raise their profile, given how many that are responding don't know about the leaders. It's a race to define: for Brown and Horwath to define themselves, and for Wynne to define Brown and Horwath."

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.



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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1022 randomly selected Ontario Voters. The poll was conducted January 11-13.

Results based on the total sample are considered accurate +/- 3%, 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](http://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. 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](http://www.forumresearch.com/polls.asp)

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Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603



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Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

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Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Provincial Election Voting Preference Trending**  
 [Decided / Leaning]

%	Sample	Con	Lib	NDP	Green	Other
Jan 11-13, 2018	1022	43	24	24	7	2
Nov 29-30, 2017	861	40	24	26	8	2
Oct 24-25, 2017	946	45	27	22	7	2
Sept 26-27, 2017	801	44	22	27	5	2
Aug 23-24, 2017	981	40	25	27	6	2
June 12-14, 2017	1003	44	23	24	7	2
May 9-10, 2017	1103	41	28	23	6	3
March 28-30, 2017	844	43	19	28	8	2
February 15-16, 2017	1026	44	24	25	6	2
November 21 <sup>st</sup> , 2016	1104	43	24	24	8	2
October 17-18 <sup>th</sup> , 2016	1078	43	24	23	8	2
September 12-13 <sup>th</sup> , 2016	1154	45	25	23	6	2
August 15 <sup>th</sup> , 2016	1097	41	28	23	6	2
July 12 <sup>th</sup> , 2016	1183	42	35	17	5	2
June 21 <sup>st</sup> , 2016	1173	40	30	21	8	2
May 31 <sup>st</sup> , 2016	1172	40	30	21	7	2
April 28 <sup>th</sup> , 2016	1157	39	34	21	5	2
March 23 <sup>rd</sup> , 2016	1225	40	30	24	5	2
February 26 <sup>th</sup> -29 <sup>th</sup> , 2016	1148	44	27	22	6	2
December 20 <sup>th</sup> , 2015	1003	34	31	26	7	2
November 2 <sup>nd</sup> -4 <sup>th</sup> , 2015	1158	36	30	26	6	2
August 11 <sup>th</sup> -12 <sup>th</sup> , 2015	1001	35	26	33	4	2
July 8 <sup>th</sup> , 2015	678	32	26	35	5	2
May 11 <sup>th</sup> , 2015	1001	33	24	36	5	2
May 1 <sup>st</sup> , 2015	912	36	29	24	9	2
March 26 <sup>th</sup> , 2015	881	34	29	27	8	2
February 28 <sup>th</sup> , 2015	996	39	32	21	6	2
January 30 <sup>th</sup> , 2015	1028	36	37	19	6	2
December 20 <sup>th</sup> , 2014	1058	36	35	20	7	2
November 29 <sup>th</sup> , 2014	1054	37	37	17	7	2
November 1 <sup>st</sup> , 2014	1104	35	40	19	4	2
October 1 <sup>st</sup> , 2014	1013	34	36	23	6	1
August 20-21 <sup>st</sup> , 2014	1229	32	39	19	8	2
Popular Vote – June 7 <sup>th</sup> , 2014	-	<b>31</b>	<b>39</b>	<b>24</b>	<b>5</b>	<b>2</b>
Provincial Election Results						
June 11 <sup>th</sup> , 2014	1054	35	41	20	3	1
June 5 <sup>th</sup> , 2014	974	37	39	17	6	1
May 27 <sup>th</sup> , 2014	882	36	36	20	7	1
May 20 <sup>th</sup> , 2014	1136	34	41	20	4	1
May 12 <sup>th</sup> , 2014	996	35	38	21	5	1
May 2-3 <sup>rd</sup> , 2014	1845	38	33	22	6	1
April 7 <sup>th</sup> , 2014	928	38	31	23	7	1
Mar 24 <sup>th</sup> , 2014	908	32	35	25	7	1



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 lbozinoff@forumresearch.com  
 416.960.9603

**Overall Seat Distribution**

%	Con	Lib	NDP
Jan 11-13, 2018 (124)	88	12	24
November 29-30, 2017	80	11	31
October 24-25, 2017	89	10	23
September 26-27, 2017	84	12	26
August 22-23, 2017	79	13	30
June 12-14, 2017	87	9	26
May 9-10, 2017	72	25	25
March 28-30, 2017	86	7	29
February 15-16, 2017	84	11	27
November 21 <sup>st</sup> , 2016	70	11	26
October 17-18 <sup>th</sup> , 2016	72	11	24
September 12-13 <sup>th</sup> , 2016	75	8	24
August 15 <sup>th</sup> , 2016	69	15	23
July 12 <sup>th</sup> , 2016	48	44	15
June 21 <sup>st</sup> , 2016	51	36	20
May 31 <sup>st</sup> , 2016	57	26	24
April 28 <sup>th</sup> , 2016	53	33	21
March 23 <sup>rd</sup> , 2016	57	26	24
February 26 <sup>th</sup> -29 <sup>th</sup> , 2016	67	16	24
December 20 <sup>th</sup> , 2015	44	35	28
November 2 <sup>nd</sup> -4 <sup>th</sup> , 2015	54	19	34
August 11 <sup>th</sup> -12 <sup>th</sup> , 2015	54	19	34
July 8 <sup>th</sup> , 2015	35	27	45
May 11 <sup>th</sup> , 2015	49	18	40
May 1 <sup>st</sup> , 2015	48	33	26
March 26 <sup>th</sup> , 2015	52	23	32
February 28 <sup>th</sup> , 2015	49	39	19
January 30 <sup>th</sup> , 2015	34	56	17
December 20 <sup>th</sup> , 2014	37	52	18
November 29 <sup>th</sup> , 2014	38	52	17
November 1 <sup>st</sup> , 2014	37	56	14
October 1 <sup>st</sup> , 2014	35	51	21
August 20-21 <sup>st</sup> , 2014	31	61	15
Election – June 12 <sup>th</sup> , 2014	<b>28</b>	<b>58</b>	<b>21</b>
June 5 <sup>th</sup> , 2014	39	57	11
May 27 <sup>th</sup> , 2014	42	50	15
May 20 <sup>th</sup> , 2014	31	63	13
May 12 <sup>th</sup> , 2014	26	68	13
May 2-3 <sup>rd</sup> , 2014	45	49	13
April 7 <sup>th</sup> , 2014	49	45	13
Mar 24 <sup>th</sup> , 2014	29	66	12
Feb. 25 <sup>th</sup> , 2014	48	42	17
Jan. 24-25 <sup>th</sup> , 2014	47	46	14



180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
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## Ontario Provincial Party Leader Approval Rating Trending (% Approve)

[All Respondents]

	Sample	Wynne	Brown	Horwath
Jan 11-13, 2018	1022	16	28	33
Nov 29-30, 2017	861	15	29	38
Sept 26-27, 2017	801	15	28	35
Aug 23-24, 2017	981	18	25	35
June 12-14, 2017	1003	15	29	38
May 9-10, 2017	1103	15	19	34
March 28-30, 2017	844	12	27	36
February 15-16, 2017	1026	11	20	36
November 21 <sup>st</sup> , 2016	1104	13	28	36
October 17-18 <sup>th</sup> , 2016	1078	14	27	36
September 12-13 <sup>th</sup> , 2016	1154	16	27	36
August 15 <sup>th</sup> , 2016	1097	16	26	34
July 12 <sup>th</sup> , 2016	1183	22	29	33
June 23, 2017	1173	18	22	33
May 31, 2016	1172	21	25	34
April 28 <sup>th</sup> , 2016	1157	20	27	32
March 23 <sup>rd</sup> , 2016	1225	20	26	35
February 26 <sup>th</sup> -29 <sup>th</sup> , 2016	1148	20	30	38
December 20 <sup>th</sup> , 2015	1003	23	25	40
November 2 <sup>nd</sup> -4 <sup>th</sup> , 2015	1158	21	27	41
August 11 <sup>th</sup> -12 <sup>th</sup> , 2015	1001	30	21	38
July 8 <sup>th</sup> , 2015	678	29	19	38
May 11 <sup>th</sup> , 2015	1001	26	17	41
May 1 <sup>st</sup> , 2015	912	29	22	39
March 26 <sup>th</sup> , 2015	881	33	22	40
February 28 <sup>th</sup> , 2015	996	36	24	37
January 30 <sup>th</sup> , 2015	1028	40	22	36
December 20 <sup>th</sup> , 2014	1058	37	22	35
November 29 <sup>th</sup> , 2014	1054	42	22	33
November 1 <sup>st</sup> , 2014	1104	46	23	31
October 1 <sup>st</sup> , 2014	1079	41	18	31
August 20-21 <sup>st</sup> , 2014	1229	46	27	35
July 3 <sup>rd</sup> , 2014	810	41	-	28
May 27 <sup>th</sup> , 2014	882	34	27	34
May 20 <sup>th</sup> , 2014	1136	38	25	35
May 12 <sup>th</sup> , 2014	996	38	23	35
May 2-3 <sup>rd</sup> , 2014	1845	34	26	36
April 7 <sup>th</sup> , 2014	928	34	27	40
Mar 24 <sup>th</sup> , 2014	908	34	23	38
Feb. 25 <sup>th</sup> , 2014	1014	32	24	40
Jan. 24-25 <sup>th</sup> , 2014	1222	40	21	40

### MEDIA INQUIRIES:

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603



**FORUM  
RESEARCH**

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)

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## MEDIA INQUIRIES:

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

### Voter intent

*If a provincial election were held today, which party are you most likely to vote for? + Even though you may not have made up your mind, which party are you leaning towards at this time?*

[Base=decided and leaning]

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	973	147	125	143	257	301	538	419
Progressive Conservative	43	33	48	40	50	47	50	37
Liberal	24	26	20	25	21	26	22	26
New Democratic	24	32	24	24	21	20	21	27
Green	7	7	7	9	7	6	6	8
Another Party	2	1	1	2	2	2	1	1

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	973	68	144	129	106	97	220
Progressive Conservative	43	29	35	41	54	39	48
Liberal	24	34	30	24	23	20	23
New Democratic	24	26	27	29	15	32	19
Green	7	7	6	5	6	8	9
Another Party	2	4	1	1	2	1	0

### Region

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	973	160	217	244	199	130	23
Progressive Conservative	43	40	36	45	56	34	37
Liberal	24	27	33	23	20	10	46
New Democratic	24	24	25	23	14	47	4
Green	7	7	4	7	8	9	11
Another Party	2	1	2	2	1	1	3



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[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
<b>Sample</b>	<b>973</b>	<b>159</b>	<b>210</b>	<b>405</b>	<b>199</b>
Progressive Conservative	43	47	39	48	35
Liberal	24	26	22	22	29
New Democratic	24	18	30	23	24
Green	7	6	5	7	10
Another Party	2	3	3	1	1



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Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**Wynne**

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

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
Approve	16	10	18	19	13	21	17	16
Disapprove	73	71	69	73	79	72	76	70
Don't know	11	19	12	8	8	7	8	14

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
Approve	16	18	15	16	13	19	18
Disapprove	73	57	70	73	82	66	74
Don't know	11	25	15	11	5	15	8

**Region**

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	1022	167	226	258	210	135	26
Approve	16	18	21	16	13	9	22
Disapprove	73	70	62	75	79	82	59
Don't know	11	12	17	9	8	10	19

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1022	169	226	424	203
Approve	16	12	11	16	25
Disapprove	73	77	74	74	67
Don't know	11	12	15	10	8



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lbozinoff@forumresearch.com  
416.960.9603

***Voter intention***

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	1022	448	238	187	75	25
Approve	16	4	48	10	14	2
Disapprove	73	91	34	77	81	98
Don't know	11	4	18	14	5	0



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forumresearch.com

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## MEDIA INQUIRIES:

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

### Brown

*Do you approve or disapprove of the job Patrick Brown is doing as leader of the opposition?*

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
Approve	28	22	28	27	34	32	34	22
Disapprove	34	34	33	33	33	36	34	34
Don't know	39	44	39	40	34	32	32	45

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
Approve	28	18	25	32	31	31	24
Disapprove	34	36	26	28	40	37	38
Don't know	39	46	48	40	30	32	37

### Region

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	1022	167	226	258	210	135	26
Approve	28	20	25	35	26	30	14
Disapprove	34	39	36	33	29	30	51
Don't know	39	41	39	31	46	41	35

### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1022	169	226	424	203
Approve	28	29	30	29	21
Disapprove	34	23	25	35	47
Don't know	39	48	45	36	32



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Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

### ***Voter Ballot Intention***

<b>%</b>	<b>Total</b>	<b>Progressive Conservative</b>	<b>Liberal</b>	<b>New Democratic</b>	<b>Green</b>	<b>Other Parties</b>
<b>Sample</b>	<b>1022</b>	<b>448</b>	<b>238</b>	<b>187</b>	<b>75</b>	<b>25</b>
<b>Approve</b>	28	52	8	15	4	43
<b>Disapprove</b>	34	18	48	46	45	16
<b>Don't know</b>	39	29	44	39	52	41



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**Horwath**

*Do you approve or disapprove of the job Andrea Horwath (HOR-vath) is doing as Leader of the NDP?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
Approve	33	31	30	36	34	35	34	33
Disapprove	28	25	27	30	29	32	32	24
Don't know	39	44	42	34	37	33	34	43

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
Approve	33	41	31	39	37	40	34
Disapprove	28	18	20	29	30	23	31
Don't know	39	42	49	32	33	38	35

**Region**

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	1022	167	226	258	210	135	26
Approve	33	26	29	39	33	37	27
Disapprove	28	32	34	24	26	24	40
Don't know	39	42	37	37	41	39	32

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1022	169	226	424	203
Approve	33	28	33	33	37
Disapprove	28	33	25	27	31
Don't know	39	39	42	40	32



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## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	1022	448	238	187	75	25
Approve	33	26	28	62	34	14
Disapprove	28	34	30	11	27	38
Don't know	39	40	43	26	39	48

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)



180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)