



Factum

Health, Economy and Jobs, Lower Taxes Poised to Be Top Ballot-Box Issues in Upcoming Ontario Campaign

A Majority Disapprove of Wynne Liberals' Handling of Top Issues

Toronto, Ontario, September 15, 2017 — Health, the economy and jobs, and lower taxes are poised to be the top ballot-box issues in the upcoming provincial campaign in Ontario, according to a new Ipsos poll conducted exclusively for Global News.

The poll reveals that healthcare is the top issue influencing how Ontarians are likely to vote next Spring, with more than four in ten (44%) saying this issue is among their top three. The economy and jobs (34%), and lower taxes (34%) are issues that hold equal importance in the eyes of Ontario voters, also placing in the top three, with lowering energy costs (31%) a close fourth. Rounding out the top-ten most-important issues include: debt repayment and balanced budgets (16%), education funding (14%), crime and public safety (14%), increasing the minimum wage in Ontario (14%), integrity in government and its leaders (13%), and preventing climate change (13%).

Most Important Voting Issues	% of Ontarians Who Rank as a top-three issue
Healthcare	44%
Economy and Jobs	34%
Lower taxes	34%
Lower energy costs	31%
Debt repayment and balanced budgets	16%
Education funding	14%
Crime and public safety	14%
Increasing the minimum wage in Ontario	14%
Integrity in government and its leaders	13%
Preventing climate change	13%
Social assistance programs	11%
Investment in public transportation	7%
Maintenance of road infrastructure	7%
Fighting corruption	6%
Small business issues	5%

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The rules governing the growing, sale and consumption of marijuana in Ontario	5%
Aboriginal issues	5%
Issues important to small town and rural Ontario	4%
Issues important to new immigrants	4%
Issues important to Ontario's big cities	4%
Issues important to farmers	4%
Issues that impact people who commute to work	4%
Improving tolerance for minority communities	3%
Issues important to students	2%
Other	3%

The relative importance of each issue varies for supporters of the major parties:

- For **Liberal** voters, the top-five issues are: healthcare (44%), the economy and jobs (41%), lower taxes (26%), lower energy costs (21%), and a tie between education funding (16%) and the minimum wage (16%).
- For **Progressive Conservative** voters, the top-five issues are: healthcare (45%), lower taxes (44%), lower energy costs (36%), the economy and jobs (32%) and debt repayment and balanced budgets (27%).
- For **NDP** voters, the top-five issues are: healthcare (45%), the economy and jobs (38%), lower energy costs (35%), lower taxes (28%) and education funding (20%).

To understand how these top issues might influence voting intentions, respondents were asked to rank the performance of the Wynne Liberals on their chosen top three most-important issues. While an Ipsos poll released yesterday showed that Premier Wynne and the Liberals have an overall approval rating of 32%, on some files of importance to Ontarians their approval ratings are much higher; on some files their approval ratings are much lower.

The following chart shows the Wynne government's approval ratings for the top-ten issues identified by Ontarians.

Most Important Issues	% of those who chose issue among top 3 and approve of Wynne Government's performance
Healthcare	41%
Economy and Jobs	43%
Lower taxes	28%
Lower energy costs	26%
Debt repayment and balanced budgets	22%
Education funding	47%

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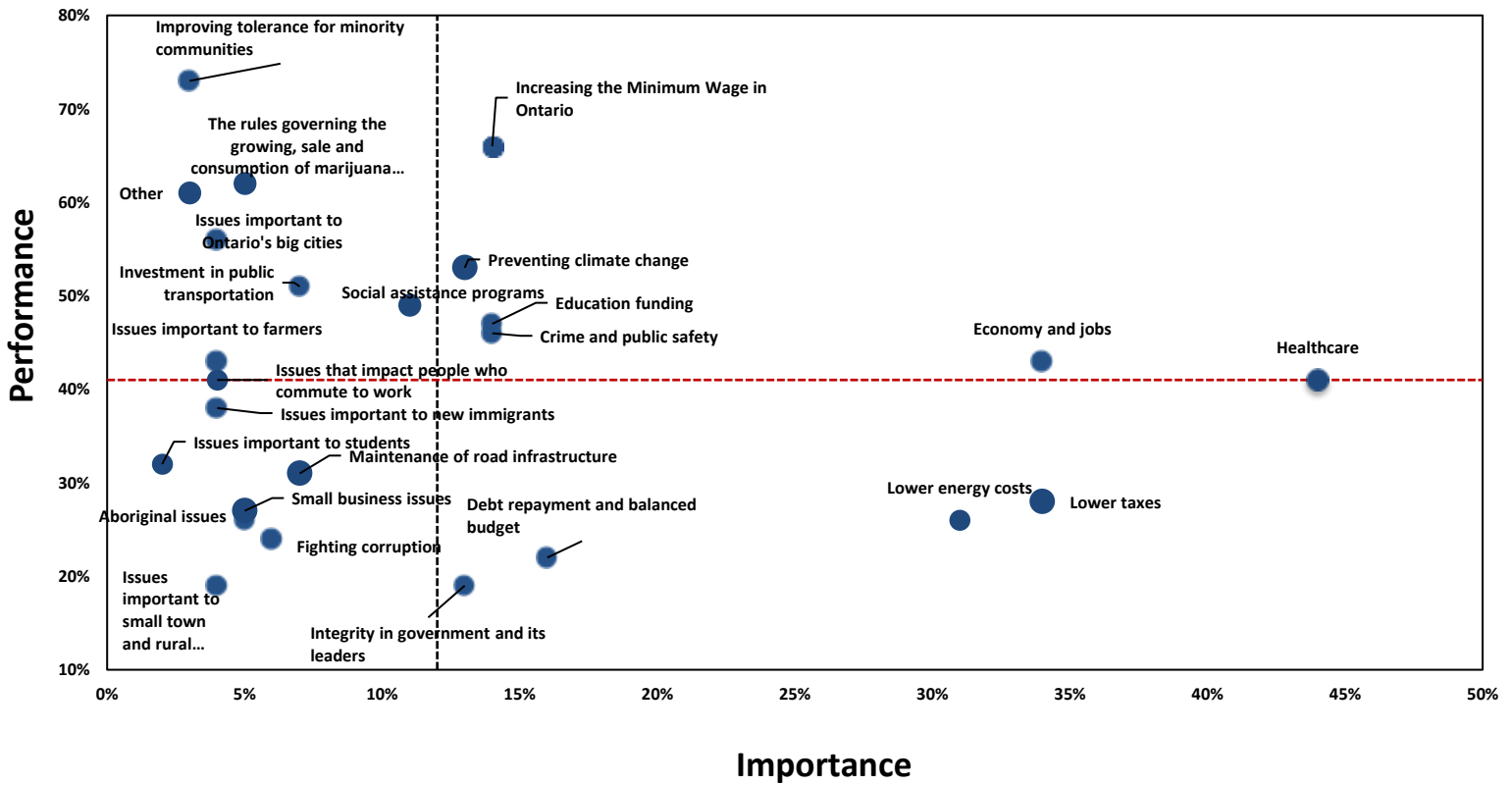


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Crime and public safety	46%
Increasing the minimum wage in Ontario	66%
Integrity in government and its leaders	19%
Preventing climate change	53%

This chart demonstrates that, in general, the incumbent Liberals perform stronger on issues of less importance to Ontarians (such as the minimum wage increase and preventing climate change), while many of the more important issues, such as the 3rd (lower taxes), 4th (lower energy costs) and 5th (debt repayment and balanced budgets), have much lower approval scores.

The chart below plots the relative importance of each issue to Ontarians, and the performance of the Wynne Liberals on each issue, underscoring that the Wynne Liberals tend to perform better among issues of lesser importance to Ontarians. Stated another way, Ontarians are placing more importance on issues where the government is underperforming.



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These are some of the findings of an Ipsos poll conducted between September 8 and 11, 2017, on behalf of Global News. For this survey, a sample of 800 Ontarians aged 18+ from Ipsos' 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 ± 4.0 percentage points, 19 times out of 20, had all Ontarian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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