

Public Opinion Research

Highway 413

Public Affairs Polling



environmental
defence

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Methodology

Sample Design & Demographics

Methodology

Innovative Research Group (**INNOVATIVE**) was commissioned by **Environmental Defence** to conduct an online survey to identify opinions and attitudes towards Highway 413.



Method: This online survey was conducted using Léger and Lucid, leading providers of online panel samples. The survey is administered to selected panel respondents to reflect a demographically balanced sample and weighted to ensure that the overall sample's composition is representative of the GTA population.

Sample Size: This survey includes n=2,282 valid survey responses from those aged 18 years or older. The sample has been weighted by age, gender, region (Census Division), educational attainment, and 2021 federal vote.

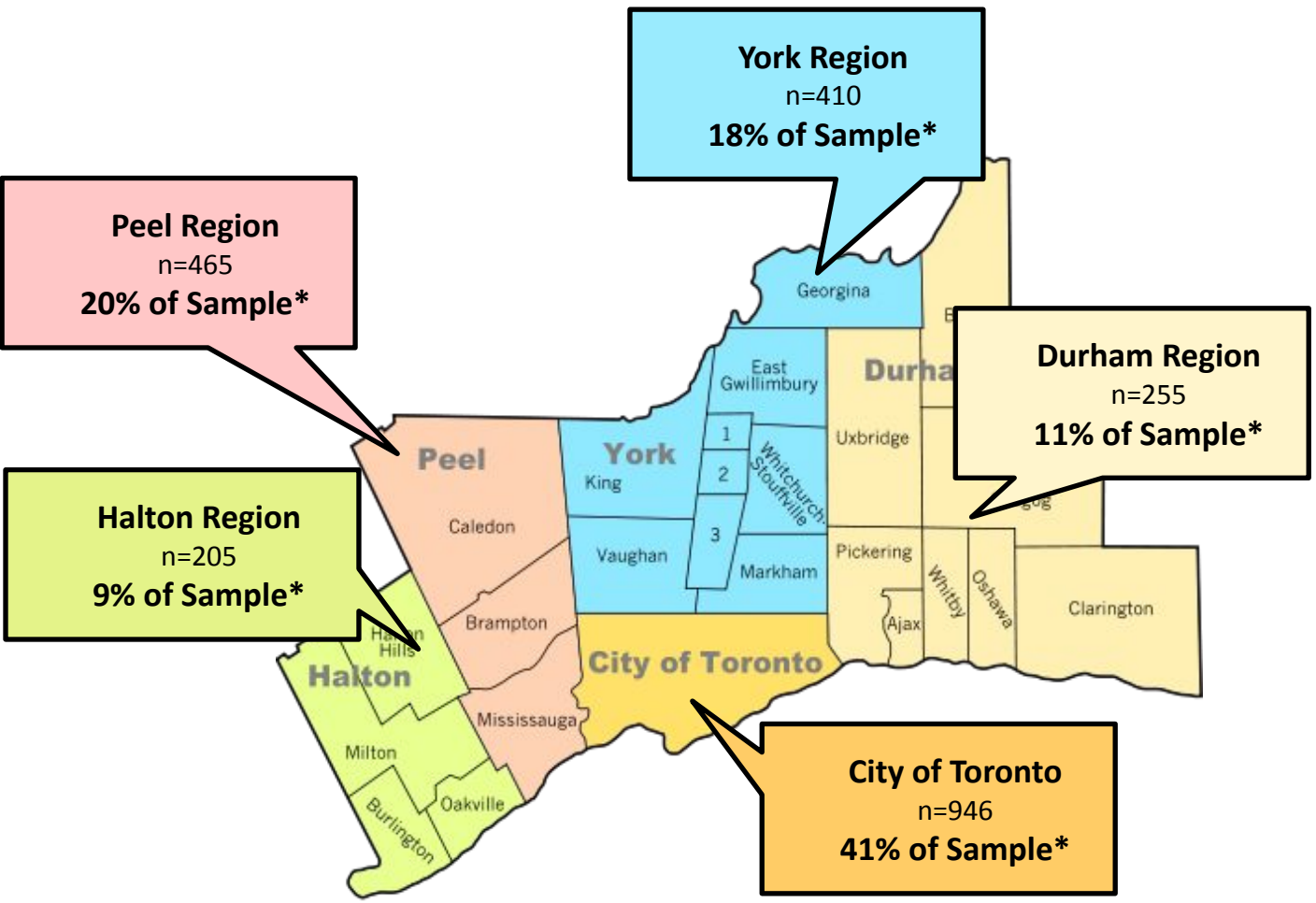
Field Dates: August 12th to August 14th, 2024

Weighting: Results for the GTA are weighted by age, gender, region (Census Division), educational attainment, and 2021 federal vote.

Margin of Error: This is a demographically representative sample. Targets were set to ensure a proper reflection of key regional and demographic distribution and then weights were used to ensure an accurate reflection of the target populations. However, since the online survey was not a probability-based sample, a margin of sampling error cannot be calculated. It is not statistically valid to apply margins of error to most online panel samples.

Note: *Graphs may not always total 100% due to rounding values rather than any error in data.
Sums are added before rounding numbers.*

Regional Distribution

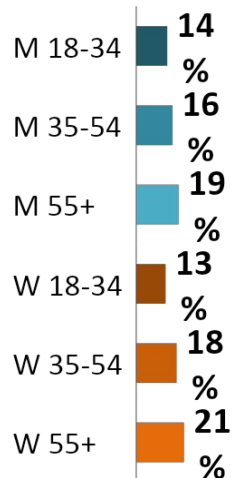
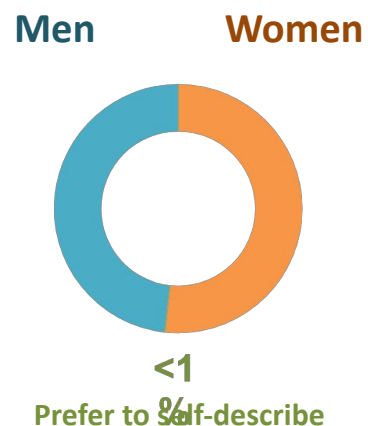


	GTA Sample Distribution			
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Toronto	942	41.3%	946	41.5%
Peel	444	19.5%	465	20.4%
York	380	16.7%	410	18.0%
Durham	321	14.1%	255	11.2%
Halton	195	8.5%	205	9.0%
Total	n=2,282	100%	n=2,282	100%

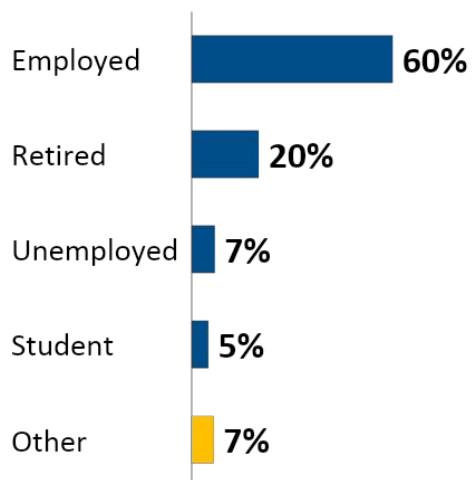
Note: *Refers to weighted sample distribution.

Demographics: GTA Respondent Profile

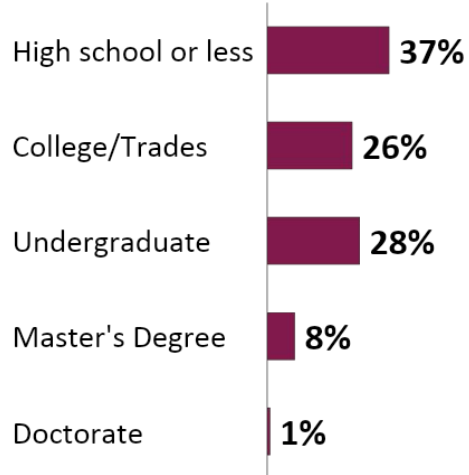
Gender & Age



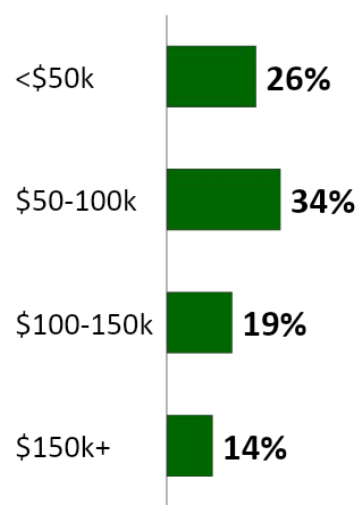
Employment



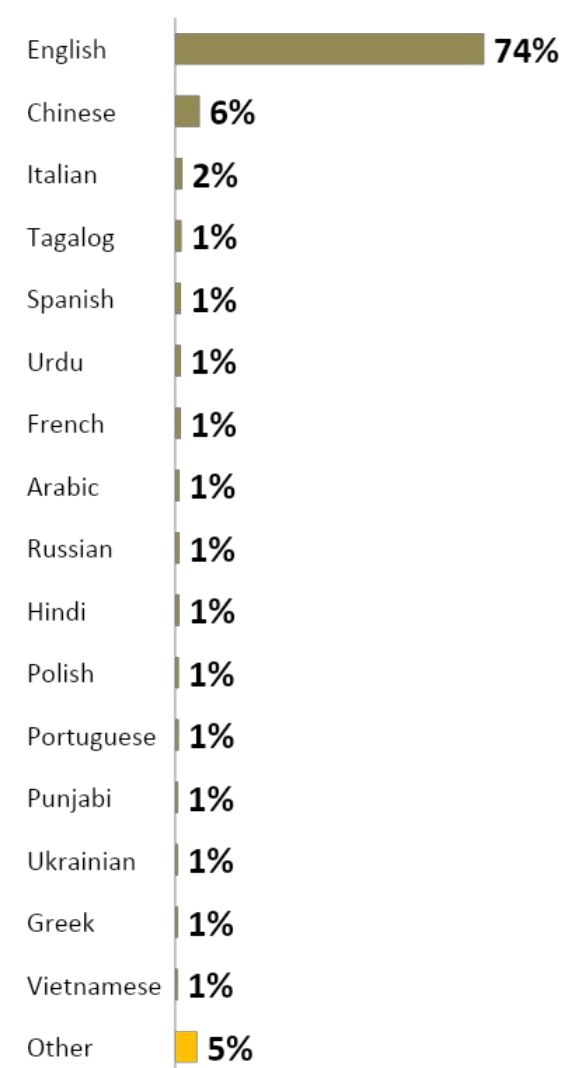
Education



Household Income

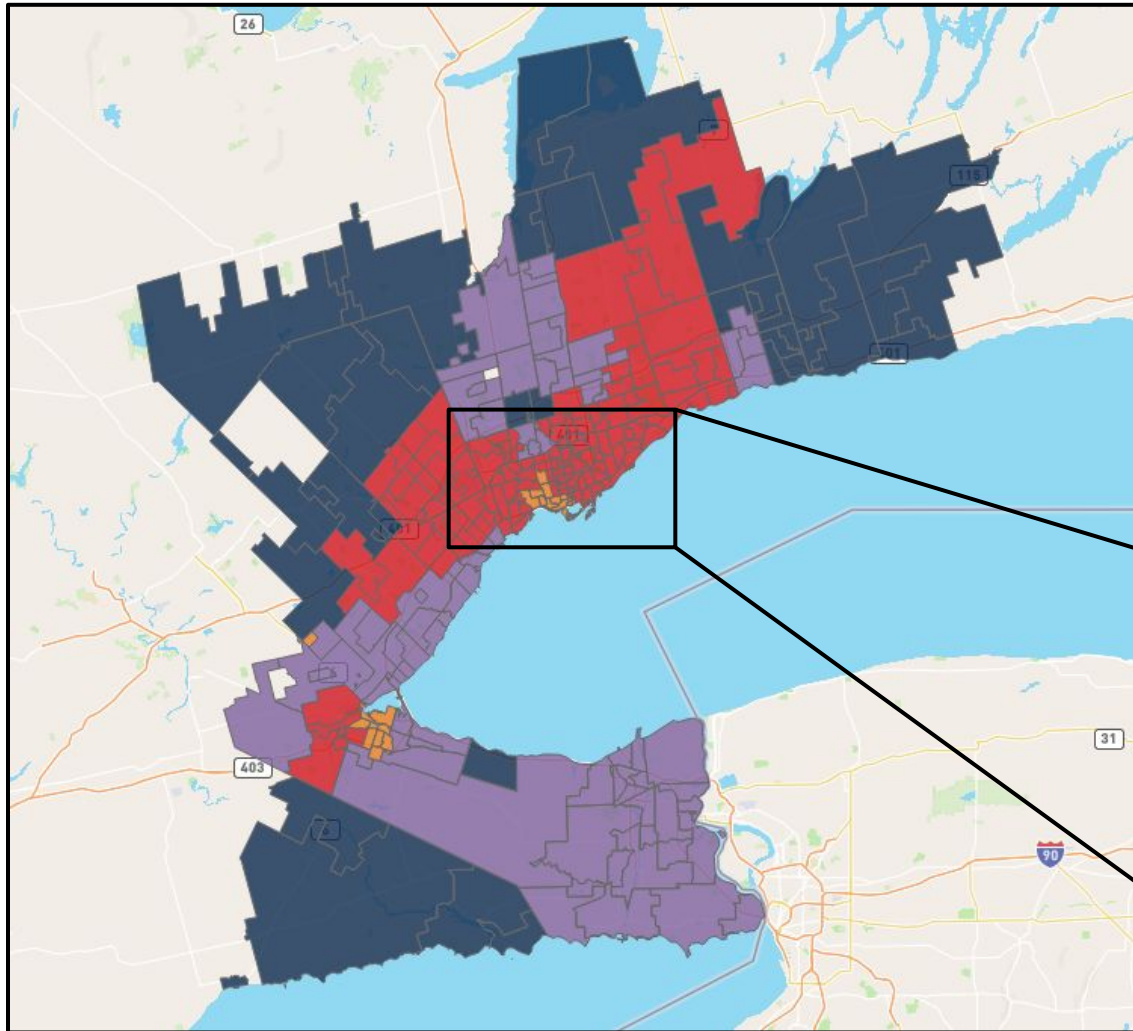


Mother Tongue

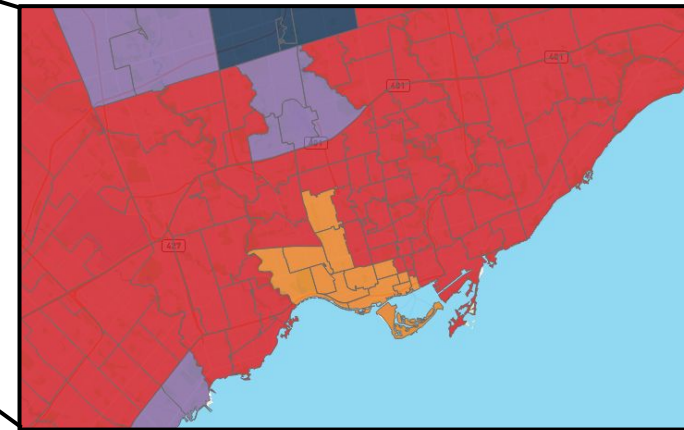


Note: 'Don't know' and 'Prefer not to say' not shown.

2021 Federal Election Riding Poll Segmentation (old/non-current)

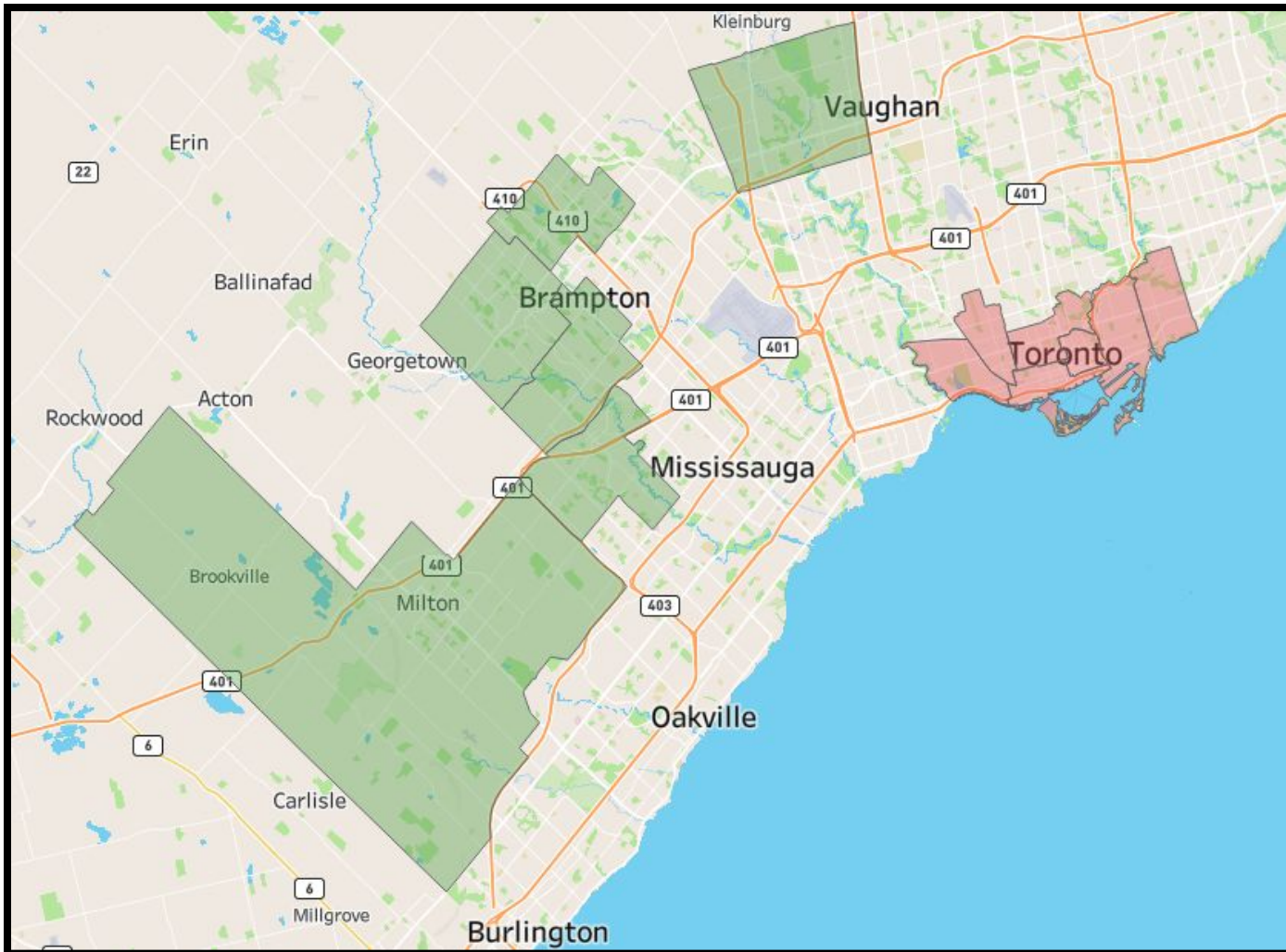


Riding Segments In 2021 Election Results					
	Definition	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Solid LPC	LPC win margin >10%	1,419	62.2%	1,425	62.5%
Solid CPC	CPC win margin >10%	264	11.6%	250	11.0%
LPC-CPC Swing	LPC and CPC within 10%	496	21.7%	504	22.1%
NDP Competitive	NDP win or within 10% with the winning party	103	4.5%	102	4.5%
Total		n=2,282	100%	n=2,282	100%



Riding segments are based on 2021 federal election results.

Regions Segments Methodology - Whole Ridings Held by Liberals



	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Liberal Southern Toronto	272	11.9%	265	11.6%
Highway 413 Area	231	10.1%	249	10.9%

The segments for **Liberal Southern Toronto** and the **Highway 413 Area** were constructed using the FSAs contained within the following federal electoral ridings:

Liberal Southern Toronto: Parkdale—High Park, Davenport, University—Rosedale, Spadina—Fort York, Toronto—Danforth, Beaches—East York

Highway 413 Area: Milton, Mississauga—Streetsville, Brampton South, Brampton West, Brampton North, Vaughan—Woodbridge

While the borders of FSAs don't exactly align with federal electoral riding boundaries, we assigned each FSA to the electoral riding that contains the largest number of postal codes within that FSA.

The average certainty that a respondent is assigned to the correct riding is 81% for the Liberal Southern Toronto ridings and 84% for the Highway 413 Area.

Voter Profile

Federal Vote

Vote in Last Federal Election

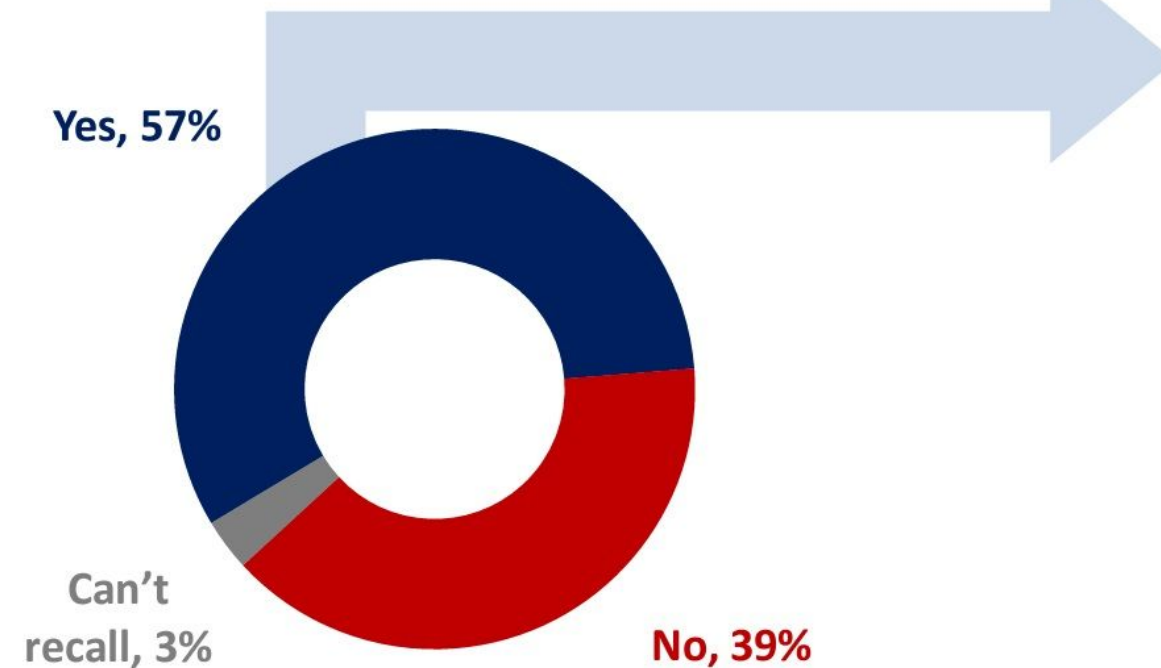
Over half (57%) voted in the federal election on September 20, 2021, with 46% of them voting for the Liberal party.



In talking to people about politics and elections, we often find that they do not get a chance to vote.

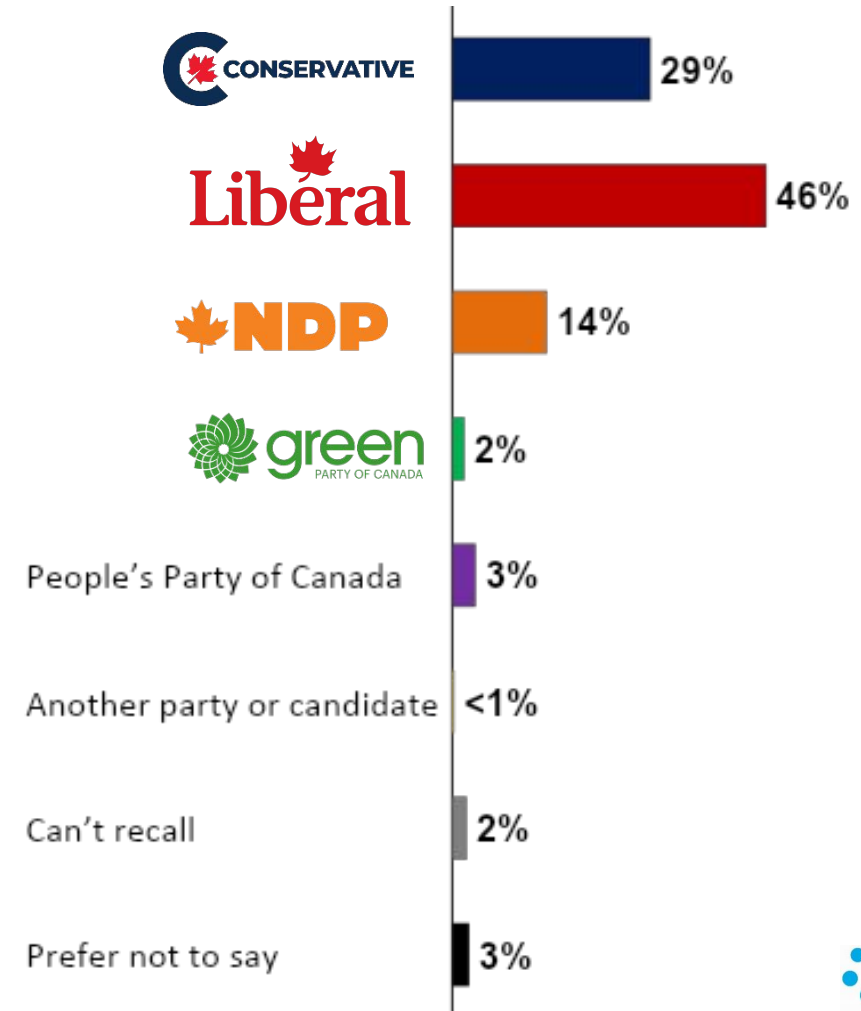
Thinking back to 2021, did you happen to vote in the federal election held on **September 20, 2021**, in which Justin Trudeau and the Liberal Party of Canada won a minority?

[asked of all respondents; n=2,282]



And which party did you vote for?

[asked of respondents who said they voted in the last federal election only; n=1,309]



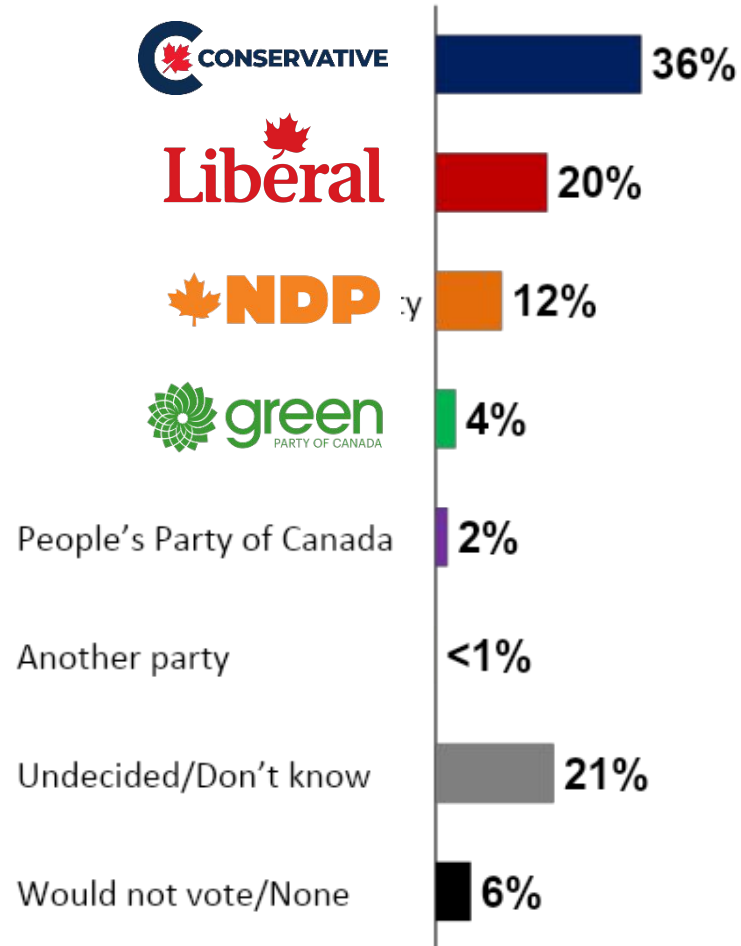
Federal Vote Intention and Combined Vote

The Conservatives lead in both federal vote intention and federal combined vote, followed by Liberals.

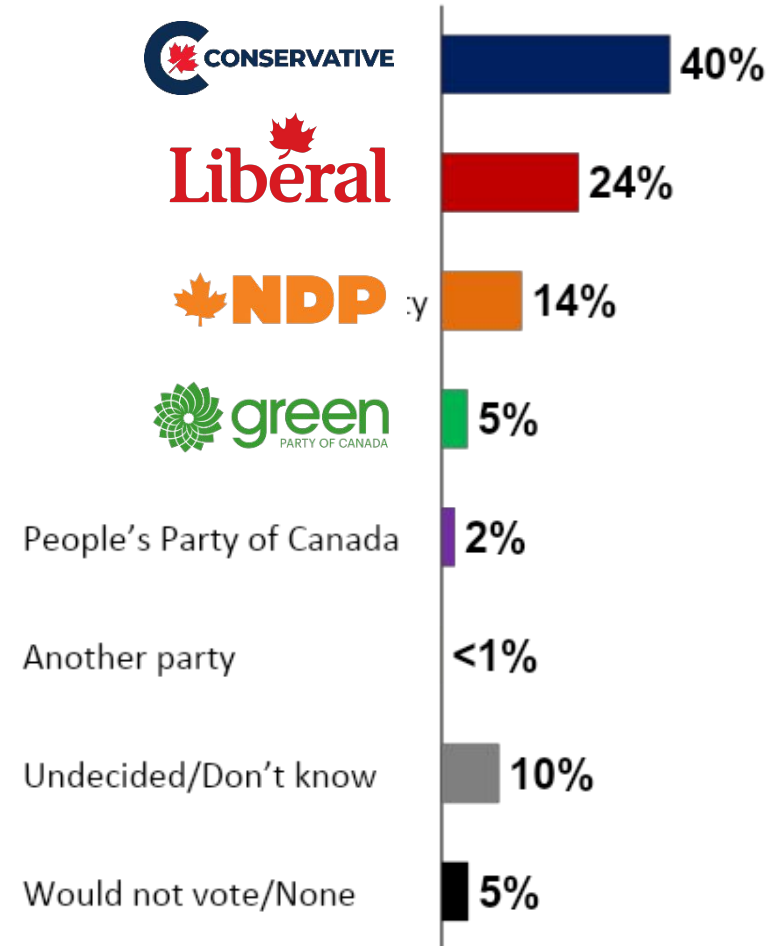


If a **federal election** were held today, which party would you vote for? In that case, which party do you lean toward slightly? [VOTE + LEAN]
[asked of all respondents; n=2,282]

Federal Vote Intention



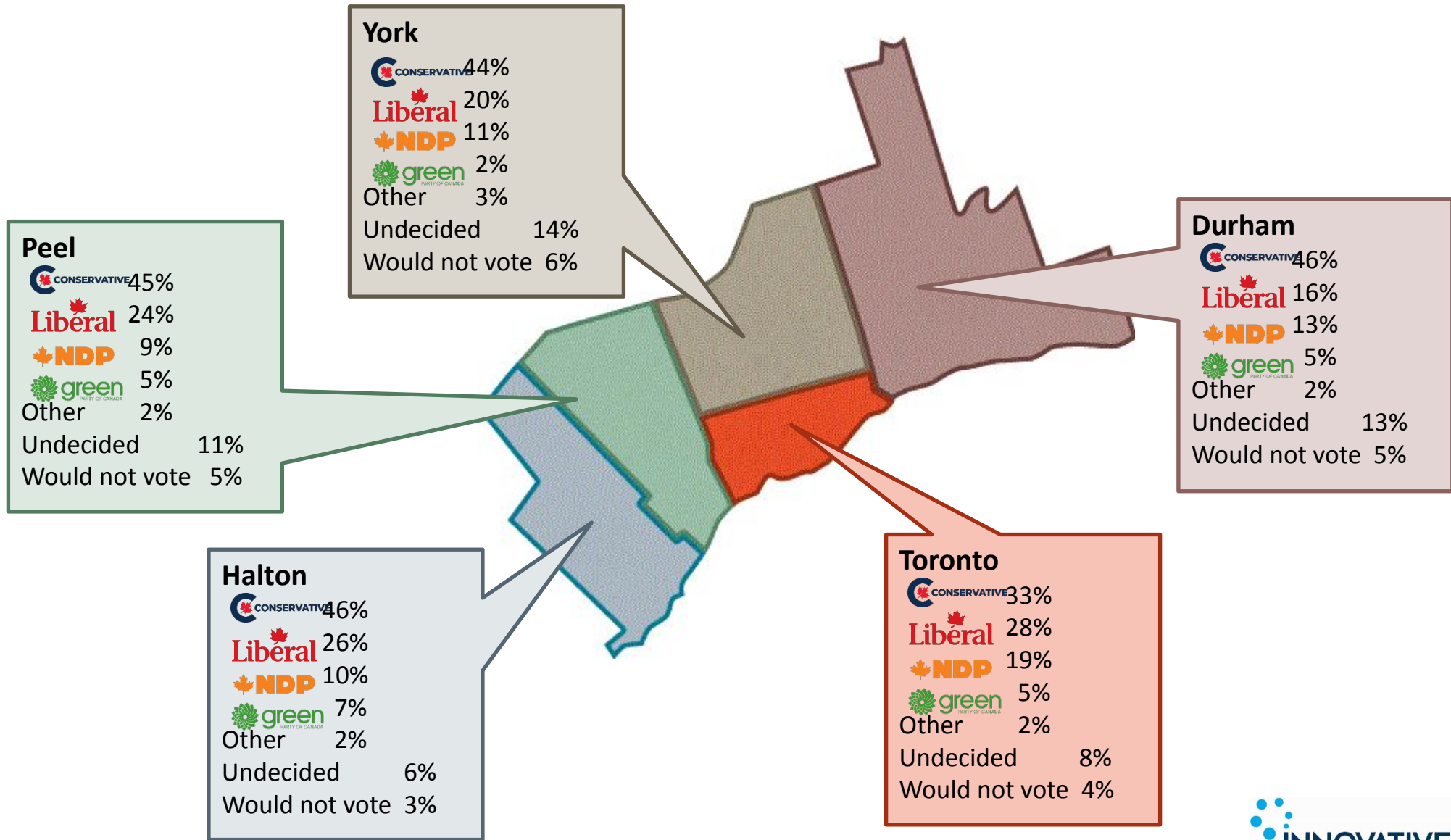
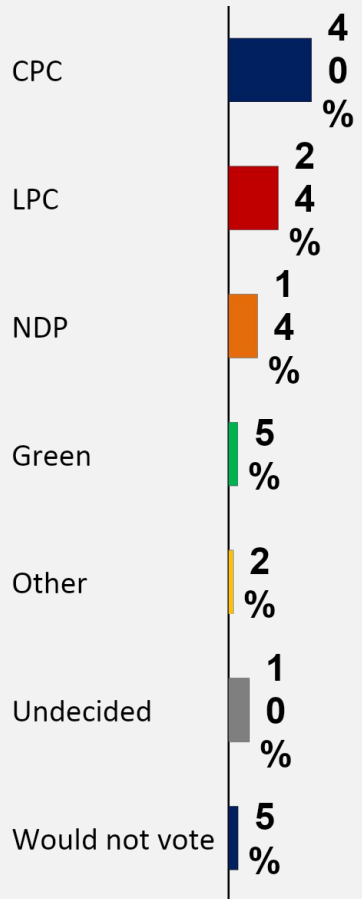
Federal Combined Vote



Current Federal Combined Vote by Region

Conservatives ahead in all GTA regions; CPC support lowest - and margin smallest - in City of Toronto with 33%.

Overall Combined Vote



Note: 'The People's Party' and 'Other' have been collapsed together under the category 'Other'.

Federal Combined Vote

Conservatives lead in all age-gender categories and regions, higher support among men than women.



If a **federal election** were held today, which party would you vote for? In that case, which party do you lean toward slightly? [**VOTE + LEAN**]

[asked of eligible voters; n=2,282]

	Age-Gender							Region				
	Overall	M 18-34	M 35-54	M 55+	W 18-34	W 35-54	W 55+	Halton	Peel	York	Toronto	Durham
Conservative	40%	42%	48%	45%	34%	34%	38%	46%	45%	44%	33%	46%
Liberal	24%	24%	17%	30%	23%	17%	31%	26%	24%	20%	28%	16%
NDP	14%	17%	16%	11%	18%	14%	10%	10%	9%	11%	19%	13%
Green	5%	9%	4%	2%	8%	5%	2%	7%	5%	2%	5%	5%
Other	2%	3%	2%	2%	3%	3%	1%	2%	2%	3%	2%	2%
Undecided	15%	6%	13%	10%	14%	26%	17%	9%	15%	20%	13%	18%

Federal Combined Vote by Second Choice

4-in-10 (39%) of Liberal voters say that the NDP party would be their second choice.



And which federal party would be your second choice? BY

If a **federal election** were held today, which party would you vote for? In that case, which party do you lean toward slightly? [**VOTE + LEAN**]

[asked of all respondents who are decided voters; n=1,945]

		First Choice (Federal Combined Vote)			
		Conservative	Liberal	NDP	Green
Seco nd Choi ce	Conservative	--	19%	17%	18%
	Liberal	16%	--	37%	11%
	NDP	13%	39%	--	27%
	Green	10%	9%	18%	--
	Other	11%	4%	5%	14%
	Undecided/Would not vote second choice	50%	29%	22%	30%

Vote Impact

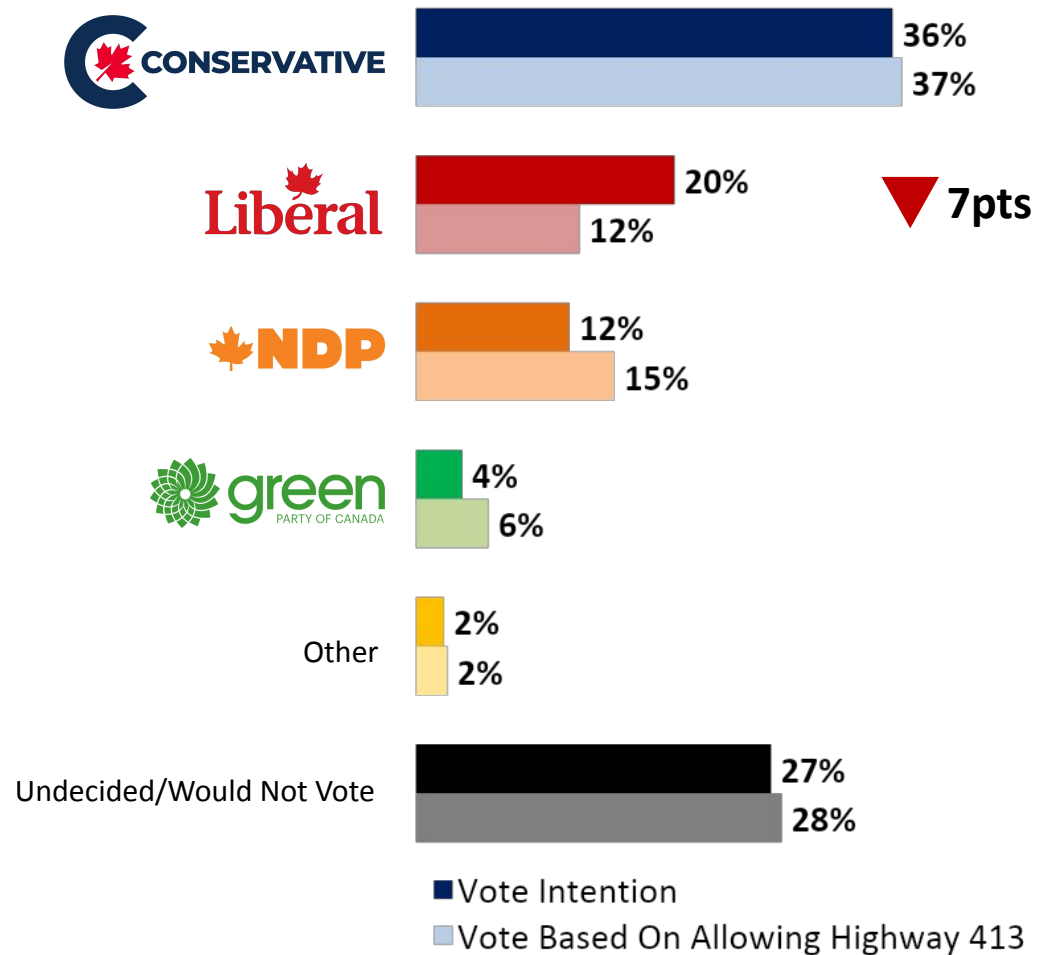
Federal Government Potential Decisions

[1] Pre-Post Test: Allowing Highway 413

Q Vote Intention: If a federal election were held today, which party would you vote for?

Vote Based On Allowing Hwy 413: If the current **Federal Liberal government** decides to **allow Highway 413**, which party would you be most likely to vote for?

[asked of all GTA respondents; n=2,282]

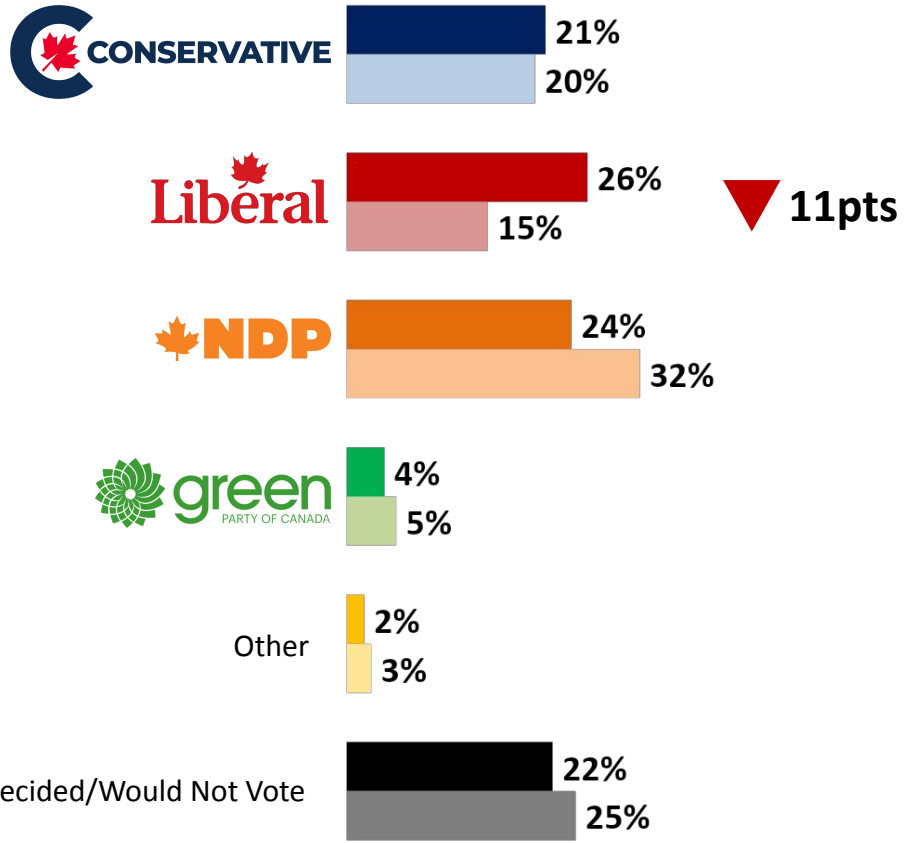


[1] Pre-Post Test: Allowing Highway 413 by Segmentation

Liberal support would fall sharply in Liberal Southern Toronto but also in 413 Route ridings.

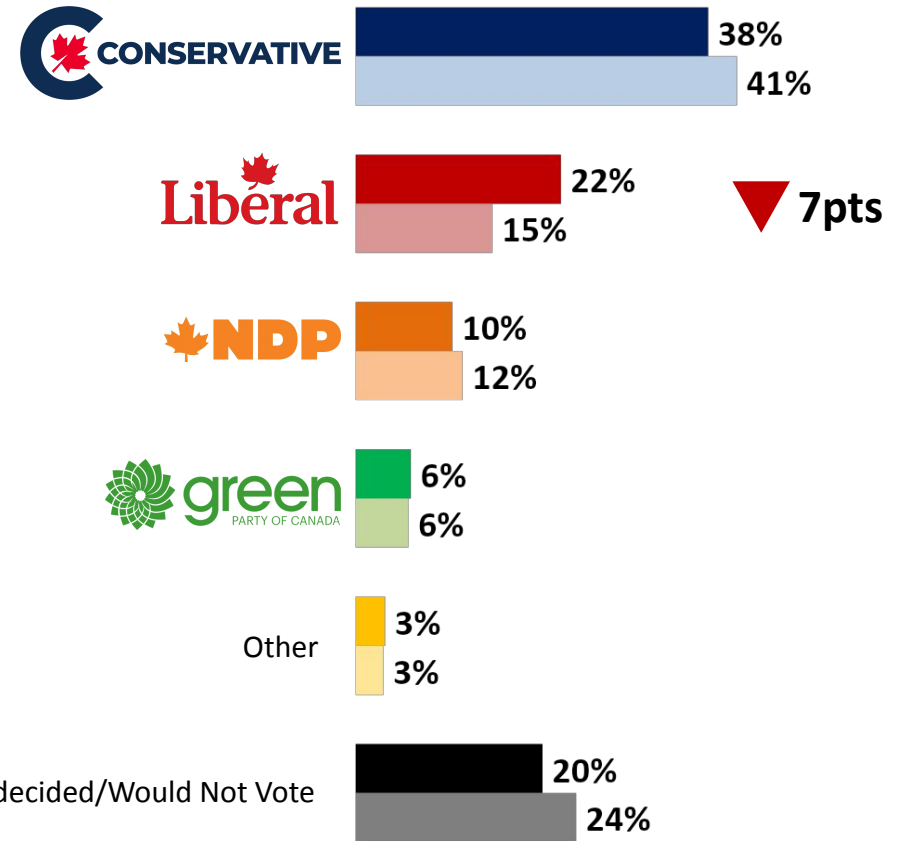
Liberal Southern Toronto

(n=265)



Highway 413 Area

(n=249)

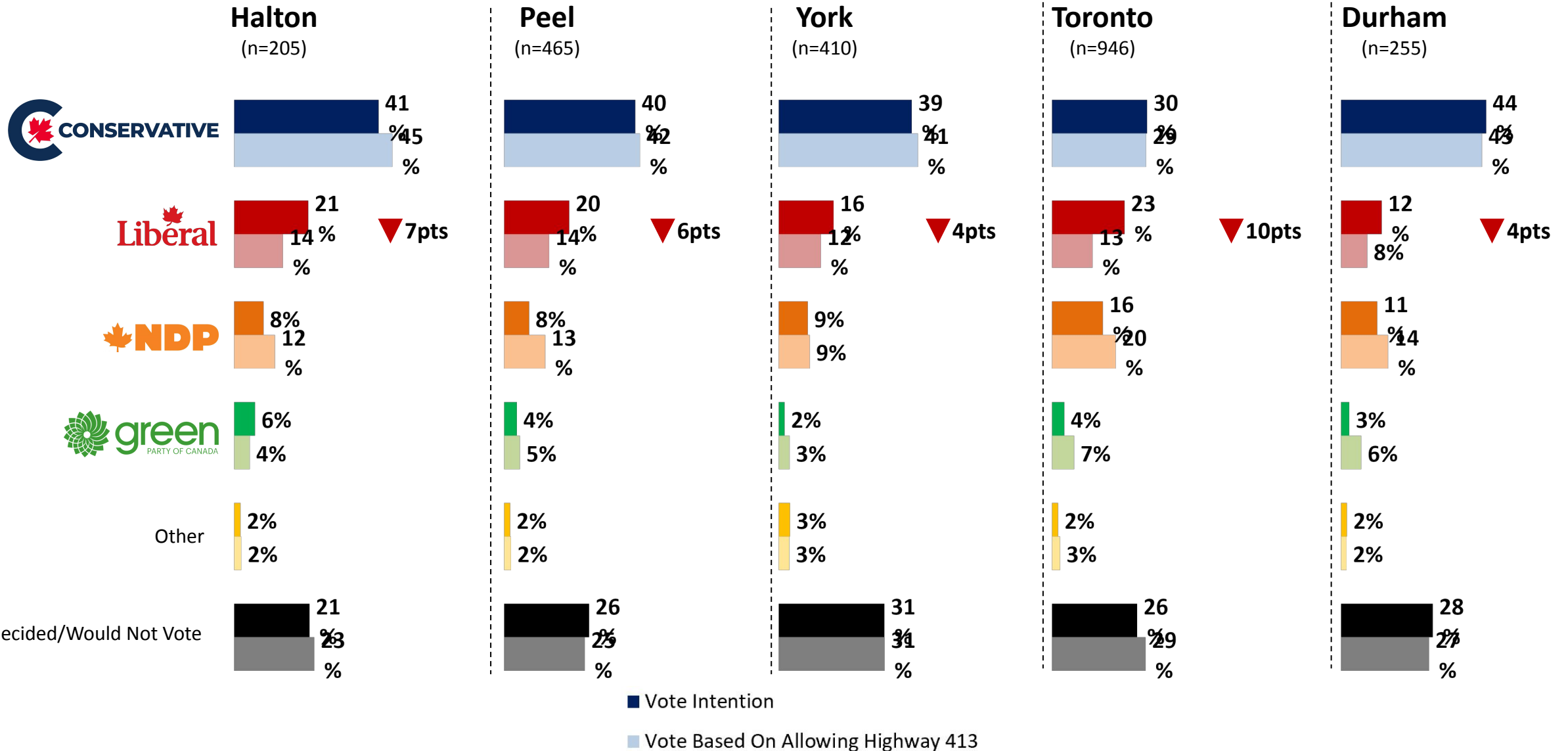


■ Vote Intention

■ Vote Based On Allowing Highway 413

[1] Pre-Post Test: Allowing Highway 413 by Region

Support for LPC would drop in all regions - most in Toronto, by 10 pts, if Highway 413 is allowed by government.



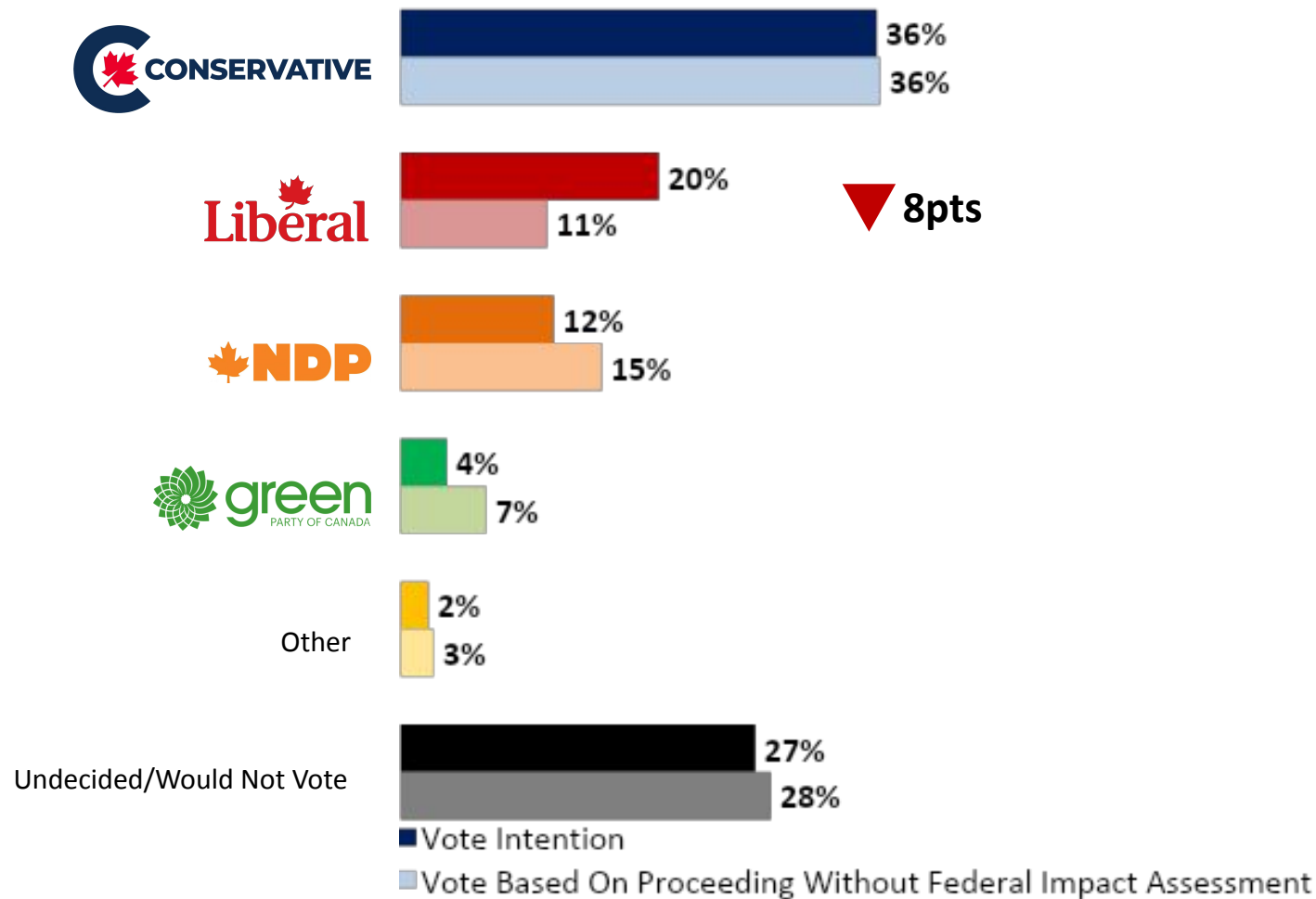
[2] Pre-Post Test: Deciding Not to Do Fresh Federal Impact Assessment

Support would increase/remain the same for all parties except the Liberals, who would see an 8-point drop.

Q Vote Intention: If a federal election were held today, which party would you vote for?

Vote Based On Proceeding Without Federal Impact Assessment: If the current **Federal Liberal government** decides to let Highway 413 proceed **without first requiring a federal impact assessment**, which party would you most likely vote for?

[asked of all respondents; n=2,282]

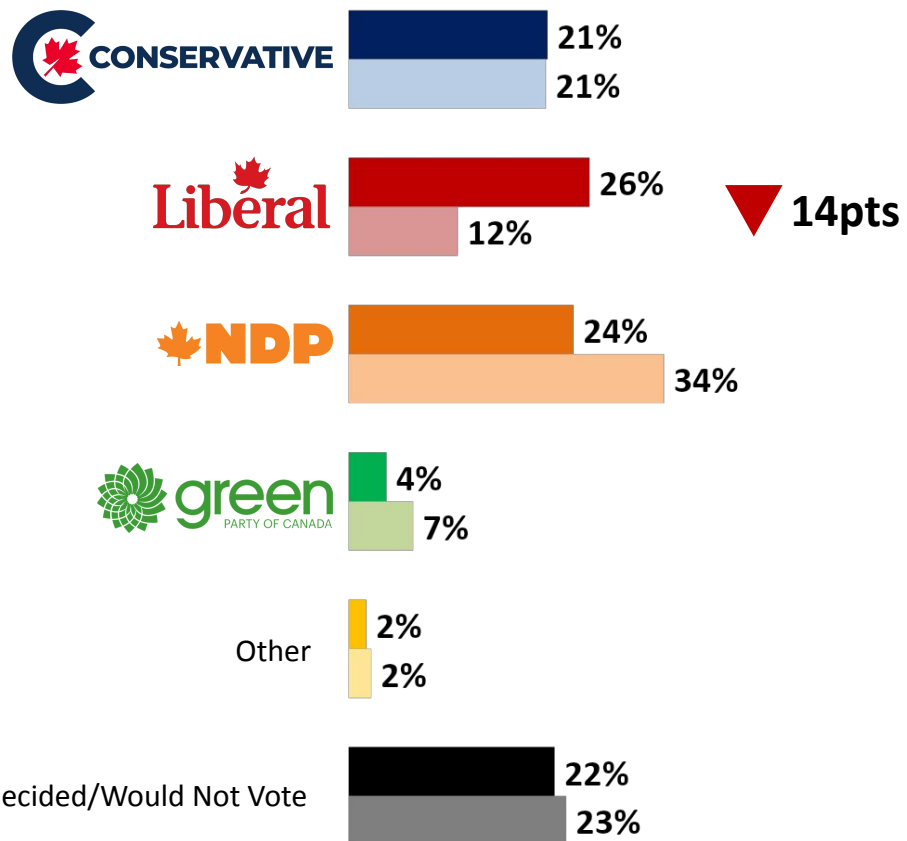


[2] Pre-Post Test: Deciding Not to Do Fresh Federal Impact Assessment

Support for Liberal would drop 14 points in Liberal Southern Toronto if proceeding without impact assessment.

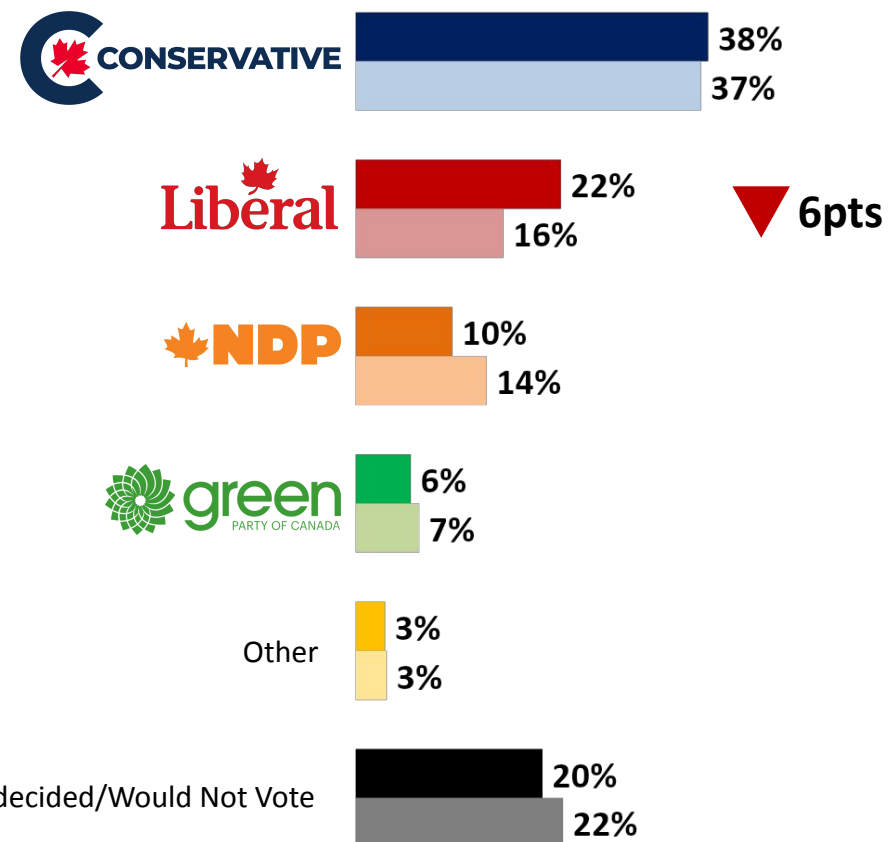
Liberal Southern Toronto

(n=265)



Highway 413 Area

(n=249)

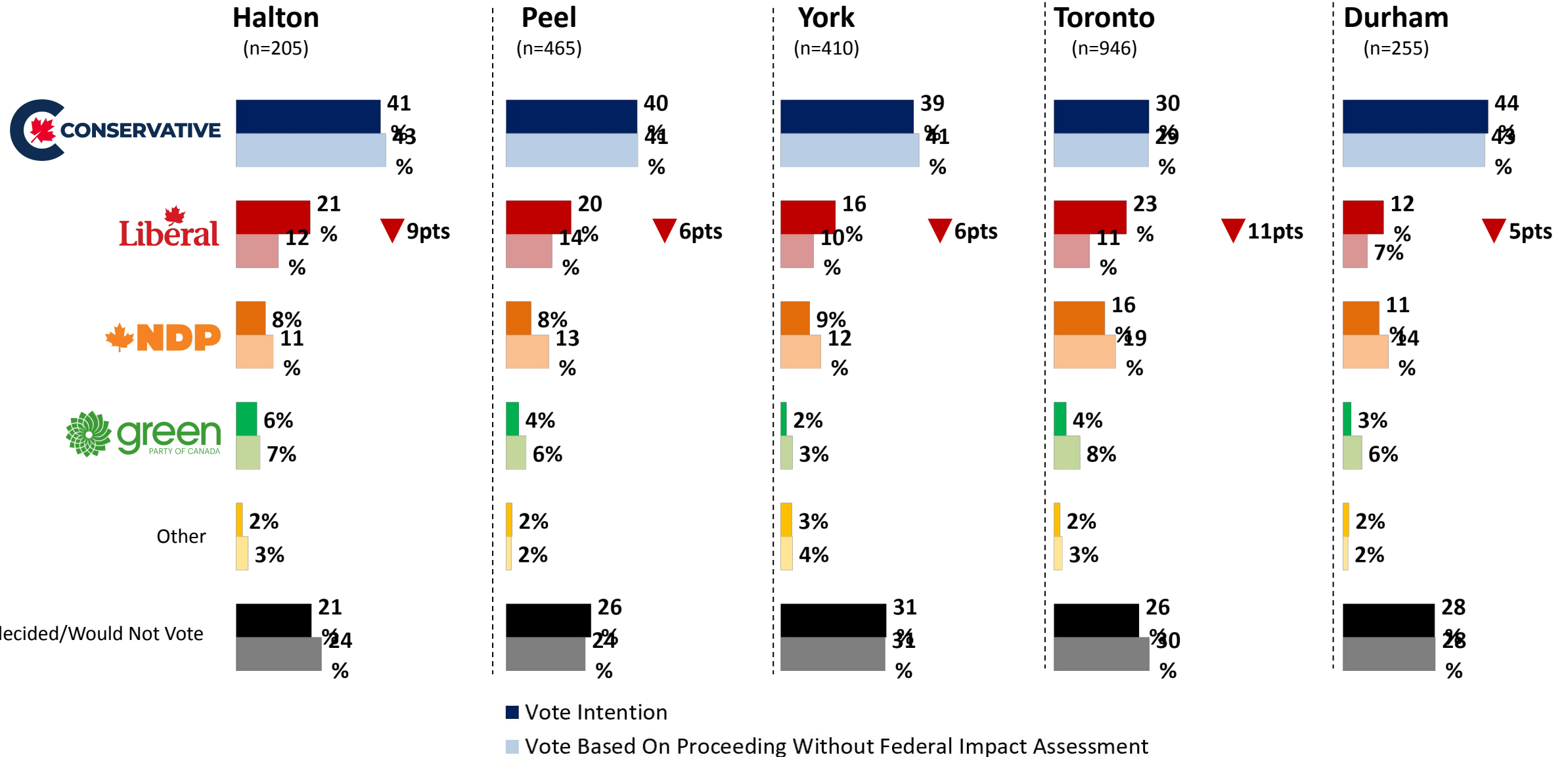


■ Vote Intention

■ Vote Based On Proceeding Without Federal Impact Assessment

[2] Pre-Post Test: No Fresh Federal Impact Assessment by Region

Support for Liberal would drop the most in Toronto, by 11 pts, if proceeding without impact assessment.



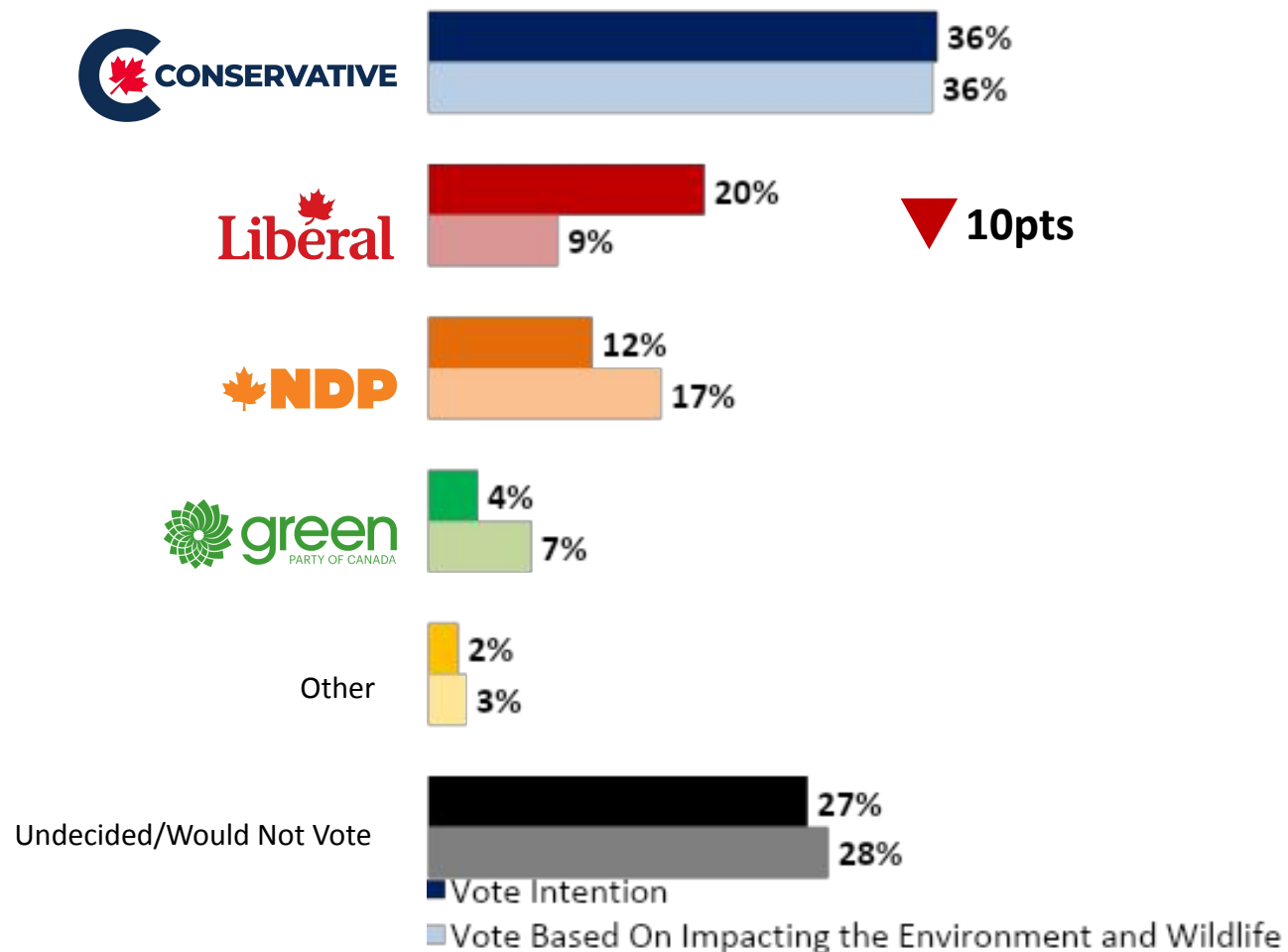
[3] Pre-Post Test: Permitting or Delegating re: Endangered Species Habitat

The Liberals could drop 10 points if the current government allows the negative impact on environment and wildlife.

Q Vote Intention: If a federal election were held today, which party would you vote for?

Vote Based On Impact on Environment & Wildlife: If the current **Federal Liberal government** allows Ontario to **destroy the critical habitat of endangered species or alter navigable waterways** so Highway 413 can be built, which party would you most likely vote for?

[asked of all respondents; n=2,282]

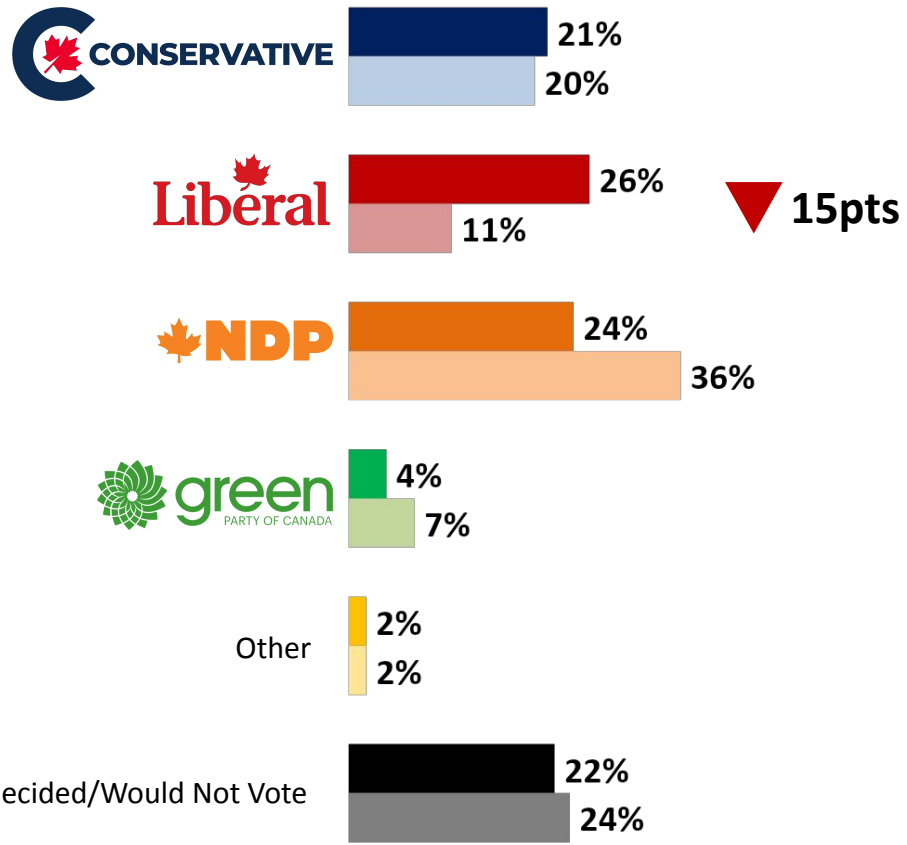


[3] Pre-Post Test: Permitting or Delegating re: Habitat by Segmentation

LPC would drop 13 pts in Liberal Southern Toronto if allow Ontario to destroy critical habitats

Liberal Southern Toronto

(n=265)

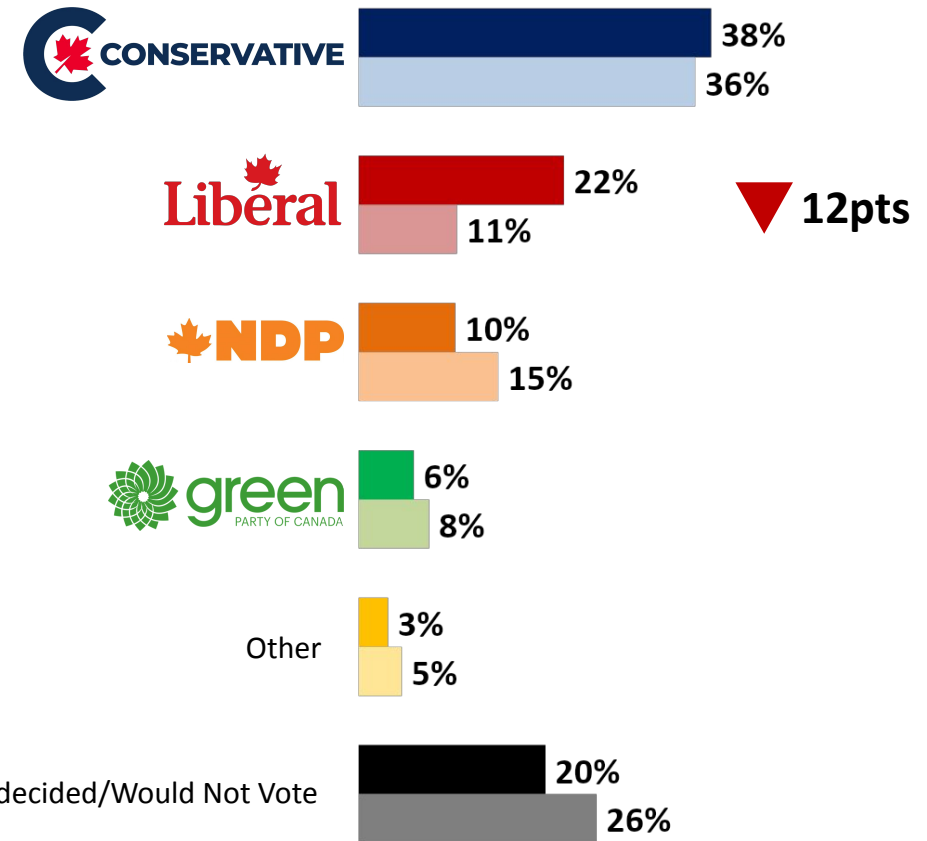


■ Vote Intention

■ Vote Based On Impacting the Environment and Wildlife

Highway 413 Area

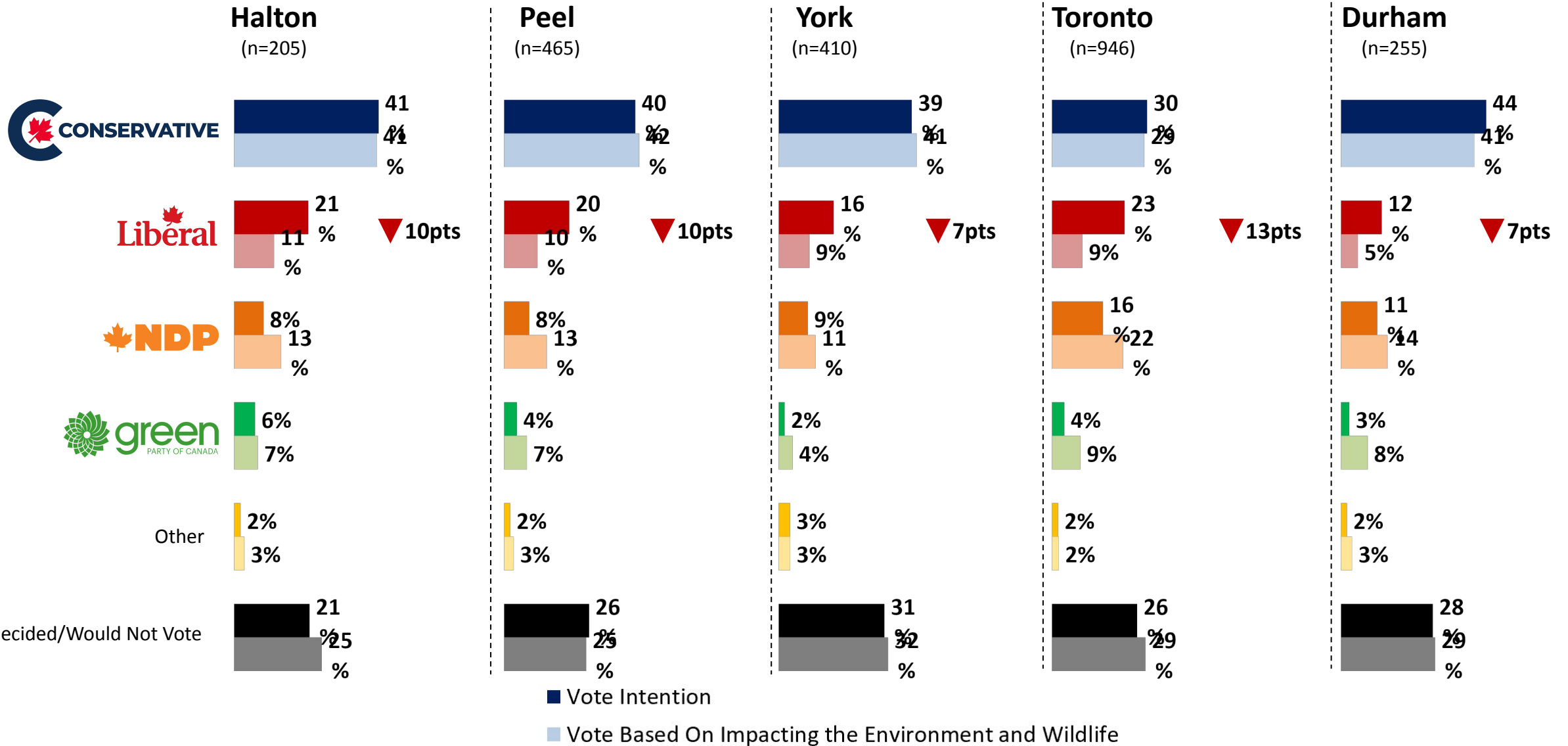
(n=249)



Undecided/Would Not Vote

[3] Pre-Post Test: Impacting the Environment and Wildlife by Region

Support for Liberal would fall sharply in Peel (10 pts) not just in Toronto (by 13 pts)



Vote Impact Appendix

Vote if Allow 413 by Segmentation

	Federal Combined Vote							Riding Segments			
	Overall	CPC	LPC	NDP	Green	Other	Undecided	Solid LPC	Solid CPC	LPC-CPC Swing	NDP Competitive
The Conservative Party	37%	85%	6%	4%	7%	5%	2%	35%	44%	41%	29%
The Liberal Party	12%	3%	44%	4%	4%	7%	--	13%	12%	12%	10%
The New Democratic Party	15%	2%	13%	76%	7%	7%	<1%	16%	11%	11%	37%
The Green Party	6%	1%	6%	5%	63%	2%	1%	6%	5%	5%	2%
People's Party of Canada	2%	1%	1%	<1%	1%	72%	--	2%	4%	2%	1%
Another party	<1%	--	--	--	--	1%	--	<1%	--	--	--
Undecided/Don't know	21%	7%	25%	11%	8%	6%	67%	21%	21%	20%	16%
Would not vote/None	7%	2%	5%	1%	10%	--	30%	7%	3%	10%	4%

Vote if Let 413 Proceed Without Federal Impact Assessment by Segmentation

	Federal Combined Vote							Riding Segments			
	Overall	CPC	LPC	NDP	Green	Other	Undecided	Solid LPC	Solid CPC	LPC-CPC Swing	NDP Competitive
The Conservative Party	36%	83%	7%	4%	3%	5%	2%	35%	45%	39%	30%
The Liberal Party	11%	3%	38%	4%	6%	6%	--	12%	11%	10%	9%
The New Democratic Party	15%	3%	15%	72%	5%	4%	<1%	15%	12%	12%	42%
The Green Party	7%	2%	7%	6%	61%	7%	2%	8%	4%	6%	4%
People's Party of Canada	2%	<1%	2%	1%	5%	61%	--	2%	3%	2%	<1%
Another party	<1%	--	<1%	--	--	1%	<1%	<1%	--	--	--
Undecided/Don't know	21%	7%	26%	11%	8%	11%	65%	22%	20%	21%	11%
Would not vote/None	7%	1%	5%	1%	12%	4%	30%	6%	6%	11%	4%

Vote if Let 413 Proceed Without Federal Impact Assessment by Segmentation

	Age-Gender							Region				
	Overall	M 18-34	M 35-54	M 55+	W 18-34	W 35-54	W 55+	Halton	Peel	York	Toronto	Durham
The Conservative Party	36%	40%	44%	41%	27%	29%	37%	43%	41%	41%	29%	43%
The Liberal Party	11%	14%	12%	15%	12%	8%	7%	12%	14%	10%	11%	7%
The New Democratic Party	15%	14%	16%	15%	18%	16%	13%	11%	13%	12%	19%	14%
The Green Party	7%	11%	5%	6%	9%	5%	4%	7%	6%	3%	8%	6%
People's Party of Canada	2%	4%	2%	2%	3%	3%	1%	3%	2%	4%	3%	1%
Another party	<1%	--	--	<1%	1%	--	<1%	1%	--	--	<1%	1%
Undecided/Don't know	21%	12%	18%	17%	22%	27%	28%	18%	19%	23%	22%	22%
Would not vote/None	7%	4%	4%	4%	9%	11%	10%	7%	5%	8%	8%	7%

Vote if Allow 413 Impact on the Environment and Wildlife by Segmentation

	Federal Combined Vote							Riding Segments			
	Overall	CPC	LPC	NDP	Green	Other	Undecided	Solid LPC	Solid CPC	LPC-CPC Swing	NDP Competitive
The Conservative Party	36%	82%	8%	2%	6%	6%	3%	33%	43%	41%	30%
The Liberal Party	9%	2%	31%	3%	7%	3%	<1%	10%	9%	8%	10%
The New Democratic Party	17%	2%	17%	78%	5%	4%	1%	17%	13%	12%	41%
The Green Party	7%	3%	9%	7%	61%	7%	2%	8%	5%	6%	4%
People's Party of Canada	3%	1%	1%	<1%	3%	70%	--	3%	5%	2%	--
Another party	<1%	--	--	<1%	--	1%	<1%	<1%	--	--	--
Undecided/Don't know	21%	8%	29%	8%	6%	5%	65%	23%	21%	20%	10%
Would not vote/None	7%	2%	5%	2%	12%	4%	29%	6%	5%	11%	5%

Vote if Allow 413 Impact on Environment and Wildlife by Segmentation

	Age-Gender							Region				
	Overall	M 18-34	M 35-54	M 55+	W 18-34	W 35-54	W 55+	Halton	Peel	York	Toronto	Durham
The Conservative Party	36%	37%	44%	39%	28%	29%	37%	41%	42%	41%	29%	41%
The Liberal Party	9%	12%	11%	12%	9%	7%	6%	11%	10%	9%	9%	5%
The New Democratic Party	17%	17%	17%	17%	16%	17%	14%	13%	13%	11%	22%	14%
The Green Party	7%	11%	5%	7%	12%	6%	5%	7%	7%	4%	9%	8%
People's Party of Canada	3%	5%	2%	2%	3%	3%	1%	3%	3%	3%	2%	3%
Another party	<1%	--	--	<1%	1%	--	--	--	--	--	<1%	1%
Undecided/Don't know	21%	14%	16%	19%	22%	28%	27%	18%	21%	24%	21%	22%
Would not vote/None	7%	5%	4%	5%	9%	10%	9%	7%	4%	9%	8%	7%



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