Research and Analysis

Election Ontario

2018

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Our research and analysis...Continued

In 1994, during the fourth year of his mandate, media at Queen's Park press gallery asked Bob Rae, the Premier of the province's first NDP government, when he was going to call an election. He had a majority government and back in those days the call of an election was always the prerogative of the government of the day – meaning dates were not set like they are today.

After four years in government, Premier Rae never intended to call an election in 1994 – in fact, he waited until June the following year 1995 to call it. Why? Because he knew that he was going to lose the election. He did not have to be a seer or a maxillofacial surgeon to know that Ontarians had stopped listening to him and his Government and no matter what he did or said, he could and would never get re-elected. So, he waited until the bitter end to seemingly enjoy the spoils of government. The rest is history.

In similar fashion, the current government and Premier of Ontario face the same circumstance. The Wynne government could offer free tuition to post-secondary students, free prescription care to every child in the province under the age of 24, free drugs for every senior over the age of 65, free day care for every child in the province, increase the minimum wage to $15 per hour and reduce every Ontario citizens' hydro bills by 25% of what they would pay currently. Wait! She did offer those goodies and nary any of those promises translate into support for her Party.

Why? Because like Bob Rae, Ontarians have stopped listening to Kathleen Wynne and her government. Pundits are musing publicly that it's because the government is facing what every government faces when they are long in the tooth – defeat. If that's the case, and long in the tooth means 15 years, how can we reconcile 40 plus years of uninterrupted Conservative rule in Ontario from 1943 to 1985? Because leadership, engagement with citizens and effective communications was the hallmark of great Premier's like William Davis, John Robarts and Leslie Frost. They are formidable in creating an Ontario that is the fourth largest economy in North America.

Regardless of political stripe, people in this province are seemingly repudiating the style and the culture of the Government of Kathleen Wynne and her Party. Our analysis attempts to bring more to light the realistic opinion(s) of what Ontarians in every riding in every part of the province have about the Party leaders and using that anecdotal opinion, we employed regression analysis (real research) and herein provided a prediction for the outcome of the 2018 Province of Ontario General Election.

In our first iteration of this analysis we cited that post graduate studies at Kent State University in Ohio made mandatory a course in quantitative analysis – a sort of deep dive into statistical analysis. We highlighted the 1936 Presidential election in the United States, which was described as a great choice for voters - spending by the Democrats or fiscal conservativism by the GOP. We highlighted that media in that year, suggested the campaign would be hotly contested based on a national poll that was conducted that predicted that the GOP Presidential candidate Governor Alf Landon would win the election and the White House because of his 57% public support. Democrat candidate President Franklin Delano Roosevelt secured 43% support and would likely lose the Presidency and his "New Deal" would fail.

The poll had one of the smallest margins of error in polling but was dead wrong!

We all know from history that President Roosevelt actually received 62% of the popular vote and almost every Electoral College vote while GOP challenger Governor Landon received only 38% of the popular vote and an embarrassing 8 Electoral College votes.

In our first report we identified that polling in 1936 was wrong because of its bias. We know today that polling is more sophisticated and innovative, but there are still ways that bias creeps in - polls known as "opt-in", where users of a specific website answer questions, which is less reliable than a random sampling poll have been most commonly used in this 2018 election.

What does margin of error really mean? In most polls, a pollster typically asks about 1,000 people a question like: "Who do you plan to vote for?" The goal for the outcome that the pollster expects is to be 95% certain that the real level of support in the whole population of the country, province, city, constituency etc., is captured in the sample's range, from the low end of a margin of error to the high end.

That range is called a "confidence interval."

A good friend, the one-time owner and now retired Chairman of one of Canada's best known public opinion agencies, liked to talk about all the polling he provided for political campaigns. He often noted that if he conducted a poll about a campaign or a candidate 100 times, he would randomly select different groups of 1,000 people. In so doing, he would expect that the true proportion — the candidate's actual support for example — would be found within the margin of error of 95 out of the 100 polls. That's why he would often say that he's 95% confident in the results.

However, those five outliers are one reason elections don't always turn out the way pollsters such as my friend predicted.

The chance that what's happening in reality is captured by a number outside the 95% confidence interval is, as one might expect, quite unlikely. The more outside it is, the smaller the likelihood. But it's still possible for a poll to be way off and nowhere was that more prevalent than in the US Presidential election in 2016. Every pollster had Democrat Presidential candidate Hilary Clinton winning that election over GOP Presidential candidate Donald Trump – overwhelmingly!

If political analysts and observers really wanted to be 100% confident in a prediction based on a poll, there will either have to be a poll that asks every single voter eligible to vote in the province what he or she thinks about a leader, an issue or a how they will vote or else a pollster would have to be satisfied with a huge margin of error.

At K&A we don't do polling. Our clients expect that the outcomes we release to them reflect the research we undertake on their behalf – knowing who's going to win helps our clients, many of whom are international, plan their strategies for dealing with the Party in power in Canada's largest province. In order for that to occur, we cannot rely on what pollsters "say" or the aggregated numbers from CBC on poll results, so we've developed and conducted statistical analysis on a riding by riding basis (in Canada) to make predictions on who will win an election and who will make decisions.

Using research tools, we developed in house and deployed in other elections for all three levels of political campaigns in Canada, we deployed our research team to dig deep into every constituency in the province for personal contact with between 400 to 500 eligible voters in every constituency. The outreach was either by phone and/or email (which asked for voice contact after email contact). The opinions of all those contact points was then extrapolated against a regression analysis using election results in the province now going back almost 40 years. To that end, we believe our research adequately predicts the upcoming Ontario election.

Ontario General Election 2018 – Our considered Perspective

The 2018 general election in Ontario will be transformational for the province.

For many, this Ontario provincial election is the first time among a generation of voters that they WILL see a change in their provincial government – meaning from Liberal to something other than Liberal.

In fact, for the first time in 15 years, the governing party (the Liberal Party) face their toughest challenge with many suggesting that Premier Wynne's government will not prevail – or even take second place.

Let's look at the numbers. At present there are 107 seats in the provincial legislature in Ontario. The breakdown is as follows in terms of seats in the current Legislature:

Liberal Party	PC Party	NDP	Other/vacant
55	27	18	7

Because of population growth in Ontario, the election Commission in the province recommended an increase in the number of seats from the current 107 seat Legislature by an extra 16 seats. That noted, there will be 123 electoral constituencies for the 2018 election to be held on June 7, 2018.

To prepare for the campaign, media outlets throughout the province use poll tracking to determine what they believe will be the best outcome for a Party facing off against another Party in the province. There is a lot of public opinion going on at present – much of it about what Party a voter will support or the Leader of each Party and their associated level of support from a voter. Aggregated polling results from all public opinion polling conducted as of May 9th, 2018 suggested the following:

Liberal Party	PC Party	NDP	Green Party
27.2%	42.1%	23.4%	5.7%

In a recent news piece by broadcaster CBC.ca (May 30) and based on the aggregated polling information it suggested that seat projections would be the following based on polling as of that date:

Liberal Party	PC Party	NDP	Green Party
2	69	53	0
Liberal Party	PC Party	NDP	Green Party
19.3%	35.8%	37.6%	5.3%

We hold a different perspective at K&A.

Based on the use of regression analysis - a process for estimating the relationships among variables, we have predicted the outcome of the 2018 election. The results are provided herein including the number of seats for each of the major parties vying to be government.

By way of explanation, elections in Canada can be analyzed on two variables:

1) dependent variables – basically traditional voting preferences (the percentage each Party can expect to receive in terms of votes every election cycle) against;

2) many independent variables (like issues that arise during the election period OR substantial issues affecting a Party, a leader or the jurisdiction under a writ) that determine how voters may also decide who they may support.

Our research on Campaign 2018 netted analysis that provides to our readers an understanding as to prediction or forecast of outcomes. It should be made clear that there are always variables – like scandal or human foibles – that factor into any outcome(s) we predict, so our predictions for Election 2018 might not always lead to causation (voter intent)– but generally it's close.

For the purposes of this research, we studied every riding and grouped those ridings into a cluster of proximate ridings consistent with the format used by Elections Ontario.

Then using election data from the previous elections, we analyzed the trends, arrived at a determination of who would be the victorious candidate based on those dependent and independent variables – including traditional plurality (margin of win) for the incumbent against vote changes among other candidates, and predicted the number of seats for each Party . If the aggregated "against" votes overtake the plurality for the incumbent in that riding, we determined a different outcome for that particular riding. Why? Because elections DO MATTER and math always plays a role in election outcomes. If variables do not impact the math, we deemed the incumbent re-elected.

Here are our revised predictions as of May 30, 2018

EAST

Ottawa

Riding name	Incumbent/new MPP	Party
Carleton	Goldie Ghamari	Progressive Conservative
Kanata – Carleton	Merrilee Fullerton	Progressive Conservative
Nepean	Lisa Macleod	Progressive Conservative
Orleans	Marie -France Lalonde	Liberal
Ottawa Centre	Yasir Naqvi	Liberal

Ottawa South	John Fraser	Liberal
Ottawa -Vanier	Nathalie Des Rosier	Liberal
Ottawa West – Nepean	Bob Chiarelli	Liberal

Eastern Ontario

Riding name	Incumbent/new MPP	Party
Bay of Quinte	Todd Smith	Progressive Conservative
Glengarry-Prescott Russell	Amanda Simard	Progressive Conservative
Hastings-Lennox and Addington	Darryl Kramp	Progressive Conservative
Kingston & the Islands	Sophie Kiwala	Liberal
Lanark - Frontenac	Randy Hillier	Progressive Conservative
Leeds Grenville	Steve Clark	Progressive Conservative
Renfrew	John Yakabuski	Progressive Conservative
Stormont Dundas	Jim MacDonald	Progressive Conservative

Central Ontario

Riding name	Incumbent/new MPP	Party
Barrie Innisfil	Andrea Khanjin	Progressive Conservative
Barrie Springwater	Doug Downey	Progressive Conservative
Bruce Grey	Bill Walker	Progressive Conservative
Dufferin Caledon	Sylvia Jones	Progressive Conservative
Haliburton- Kawartha Lakes	Laurie Scott	Progressive Conservative
Northumberland	David Piccini	Progressive Conservative
Peterborough	Dave Smith	Progressive Conservative
Simcoe Grey	Jim Wilson	Progressive Conservative
Simcoe North	Jill Dunlop	Progressive Conservative
York Simcoe	Caroline Mulroney	Progressive Conservative

Durham and York

Riding name	Incumbent/new MPP	Party
Ajax	Rod Phillips	Progressive Conservative
Aurora Oakridges	Michael Parsa	Progressive Conservative
Durham	Joel Usher	NDP
King -Vaughan	Stephen Lecce	Progressive Conservative
Markham Stouffville	Paul Calandra	Progressive Conservative
Markham Unionville	Amanda Yeung Collucci	Liberal
Newmarket Aurora	Christine Elliot	Progressive Conservative
Oshawa	Jennifer French	NDP
Pickering Uxbridge	Peter Bethlanfalvy	Progressive Conservative
Richmond Hill	Daisy Wai	Progressive Conservative
Thornhill	Gila Martow	Progressive Conservative
Vaughan Woodbridge	Stephen DelDuca	Liberal
Whitby	Lorne Coe	Progressive Conservative

Peel

Riding name	Incumbent/new MPP	Party
Brampton Centre	Harjit Jaswal	Progressive Conservative
Brampton East	Gurratan Singh	NDP
Brampton North	Harinder Malhi	Liberal
Brampton South	Parmajit Gill	NDP
Brampton West	Amarjot Sandhu	Progressive Conservative
Mississauga Centre	Natalia Kusendova	Progressive Conservative

Riding name	Incumbent/new MPP	Party
Mississauga Cooksville	Kaleed Rasheed	Progressive Conservative
Mississauga Erin Mills	Farina Hassan	NDP
Mississauga Lakeshore	Charles Sousa	Liberal
Mississauga Malton	Deepak Anand	Progressive Conservative
Mississauga Streetsville	Bob Delaney	Liberal

Scarborough

Riding name	Incumbent/new MPP	Party
Agincourt	Soo Wong	Liberal
Scarborough Centre	Christina Mitas	Progressive Conservative
Guildwood	Mitzie Hunter	Liberal
Scarborough North	Raymond Cho	Progressive Conservative
Scarborough Rouge Park	Vijay Thanigasalam	Progressive Conservative
Scarborough South West	Lorenzo Berardinetti	Liberal

North York and North Toronto

Riding name	Incumbent/new MPP	Party
Don Valley East	Denzil Minnan Wong	Progressive Conservative
Don Valley North	Shelley Carroll	Liberal
Don Valley West	Kathleen Wynne	Liberal
Eglinton Lawrence	Michael Colle	Liberal
Willowdale	David Zimmer	Liberal
York Centre	Ramon Estoris	Liberal

Toronto and East York

Riding name	Incumbent/new MPP	Party
Beaches East York	Rima Berns-McGown	NDP
Davenport	Marit Stiles	NDP
Parkdale High Park	Adam Pham	NDP
Spadina Fort York	Han Dong	Liberal
Toronto Centre	David Morris	Liberal
Toronto Danforth	Peter Tabuns	NDP
Toronto St. Paul's	Andrew Kirsch	Progressive Conservative
University Rosedale	Gillian Smith	Progressive Conservative

Etobicoke and York

Riding name	Incumbent/new MPP	Party
Etobicoke Centre	Kinga Surma	Progressive Conservative
Etobicoke North	Doug Ford	Progressive Conservative
Etobicoke Lakeshore	Christine Hoggarth	Progressive Conservative
Humber River Black Creek	Deanna Sgro	Liberal
York South Weston	Faisal Hassan	NDP

Hamilton Halton Niagara

Riding name	Incumbent/new MPP	Party
Burlington	Jane McKenna	Progressive Conservative
Flamborough Glanbrook	Donna Skelly	Progressive Conservative
Hamilton Centre	Andrea Horvath	NDP
Hamilton East Stony Creek	Paul Miller	NDP
Hamilton Mountain	Monique Taylor	NDP
Hamilton West – Ancaster-Dundas	Ted McMeekin	Liberal
Milton	Parm Gill	Progressive Conservative
Niagara Centre	Jeff Burch	NDP
Niagara Falls	Wayne Gates	NDP
Niagara West	Sam Oosterhoff	Progressive Conservative
Oakville	Kevin Flynn	Liberal
Oakville North Burlington	Effie Trianfolopolous	Progressive Conservative
St. Catharines	Jim Bradley	Liberal

Midwestern Ontario

Riding name	Incumbent/new MPP	Party
Brantford Brant	Will Bouma	Progressive Conservative
Cambridge	Belinda Karahalios	Progressive Conservative
Guelph	Mike Schriener	Green Party
Haldimand Norfolk	Toby Barrett	Progressive Conservative
Huron Bruce	Lisa Thompson	Progressive Conservative
Kitchener Centre	Mary Heinen Thorn	Progressive Conservative

Riding name	Incumbent/new MPP	Party
Kitchener Conestoga	Sarah Harris	Progressive Conservative
Kitchener South Conestoga	Fitz Vanderpool	NDP
Oxford	Ernie Hardiman	Progressive Conservative
Perth Wellington	Randy Pettipiece	Progressive Conservative
Waterloo	Catherine Fife	NDP
Wellington Halton Hills	Ted Arnott	Progressive Conservative

Southwestern Ontario

Riding name	Incumbent/new MPP	Party
Chatham Kent Leamington	Rick Nicholls	Progressive Conservative
Elgin Middlesex London	Jeff Yurek	Progressive Conservative
Essex	Taras Natyshak	NDP
Lambton Kent Middlesex	Monte MacNaughton	Progressive Conservative
London Fanshawe	Teresa Armstrong	NDP
London North Centre	Susan Truppe	Progressive Conservative
London West	Peggy Sattler	NDP
Sarnia Lambton	Bob Bailey	Progressive Conservative
Windsor Tecumseh	Percy Hadfield	NDP
Windsor West	Lisa Gretzky	NDP

Northeastern Ontario

Riding name	Incumbent/new MPP	Party
Algoma Manitoulin	Mike Mantha	NDP
Mushkegowuk - James Bay	Guy Bourgouin	NDP
Nickel Belt	France Gelinas	NDP
Nippising	Vic Fedeli	Progressive Conservative
Parry Sound Muskoka	Norm Miller	Progressive Conservative
Sault Ste Marie	Ross Romano	Progressive Conservative
Sudbury	Jamie West	NDP
Timiskaming -Cochrane	John Vanthof	NDP
Timmins	Gilles Bisson	NDP

Northwestern Ontario

Riding name	Incumbent/new MPP	Party
Kenora Rainy River	Greg Rickford	Progressive Conservative
Kiiwetinoong	Sol Mamakwa	NDP
Thunder Bay Atikokan	Bill Mauro	Liberal
Thunder Bay Superior North	Michael Gravelle	Liberal

Totals

Party	Total Number of Seats: 123
Progressive Conservative	66
NDP	29
Liberal	27
Green Party	1

Ontario General Election 2018 – Analysis

There are many factors that have gone into our analysis. For the most part, the backdrop for campaign 2018 will not be dissimilar to the last two elections. Many independent variables played a role in 2011 and 2014 and will again in 2018. As we've noted in previous reports campaigns DO matter and specifically the leaders' campaigns have held out as the biggest independent variable – we have taken that into account broadly. Our analysis draws the comparison and offers insight into how each leader and his/her campaign will impact the outcome of election 2018.

1) As we noted previously, Ontarians are not only unattracted to Ontario Premier Kathleen Wynne, they are almost indescribably vehement about it. Our research on the ground netted incredible vitriol – one voter in Ottawa said "her "Sorry not Sorry" Commercial was sorry to see, but when she said it at the debate, I simply turned the TV off, I've had it with her". A Liberal campaign worker we spoke to in Burlington noted; "…it's like being on death row and knowing your execution date is in two weeks – this Wynne campaign, please kill me now." One voter in Southwest Ontario mused aloud "…I tried to give her the benefit of the doubt, I even saw her campaign came through my town – but her face drives me insane – I shot her campaign bus the finger and felt so good doing it!" As we noted before this actually flies in the face of her actual appeal in personal encounters – she is genuine and pleasant. Unfortunately, she has been at the centre of sad campaign. Very few innovative events, offering policy and possibly knowing that no one is listening. It's not only too late – it's over! One variable that we used at the outset of the campaign, to determine our analysis, was her storied energy during campaigns – she was a good campaigner and that should have carried weight for her Party during the piece, but sadly her personal brand took a major hit. We noted in our research that Liberal lawn signs in ridings that used to have Team Wynne on them were replaced by decals with only the Liberal logo affixed. We uncovered in our research that the Liberal campaign ads were not well received. One person we spoke to in GTA told us; "I hated the ad where she said she got up to jog every morning at 5 am…I wish she would have spent more time fixing the messes she made rather than spending time jogging." Another voter from Southwest Ontario "her stupid commercials about (with nasal voice impersonation) 'the Liberals gave us everything that's good' – they were so in our face and I hated them and now I hate her more." In a more interesting twist, we thought the Party would play more on

their Budget, the Carbon Tax issues OR their track record as Government for the past 15 years – as variables. There was precious little on that during the campaign. One voter in Mississauga told us "why wouldn't they say here's what we're doing with the money we raise on the carbon tax dollars they collect from us – if they had told us, maybe we would have been more excited… those Liberals seem to do everything in secret…" The best anecdote we received was from a voter in the Premier's riding "she said in here commercial 'you may not like me…' I think I want to vote for someone I like and someone's ideas we like – why did she give me permission NOT to vote for her?"

Not only was there was not much about those issues, our research uncovered that the authenticity of Kathleen Wynne lost its appeal about 18 months ago – similar to the circumstance faced by Bob Rae in 1995. Voters in the province have told us that she could continue to offer free housing to everyone – few are listening to her. It is against this backdrop that we offer an outcome where the Liberal Party will lose seats and the government but retain Official Party status – but they will be the third Party in the new legislature post 2018's election. Further, we predict that Kathleen Wynne will either announce her retirement as Leader shortly after the election or be faced with an unceremonious coup from Party loyalists who want to banish her and her team from ever having any part in the future of the Liberal Party of Ontario. Look for a Leadership race in the latter part of 2019 or 2020 - opening an enormous opportunity for new leadership and a new Party brand.

2) As we noted previously, many political observers in Ontario and Canada have quite wrongly linked Doug Ford to Donald Trump - misogynist, isolationist, fiscal conservative. The ads that surfaced on main stream TV and on social media suggested that he (Doug Ford) is Ontario's version of the universally derided US President. Some campaign ads from the other two parties said he would close hospitals, he would fire teachers, he would create an "us against them" scenario in the province. Some voters we spoke with told us that they met Ford throughout the campaign and he actually came across as genuine. There is appeal of and for Doug Ford from corners in the province that have played out throughout the campaign despite how social and mainstream media portrayed him throughout the campaign. We noted previously, and voters told us across the province that he just doesn't give off the vibe that he's part of the elite – we noted previously that he is not unattached from Main Street – he is part of it. His appeal to blue collar workers is as prevalent as his appeal to multi-cultural communities. His appeal to white men is as prevalent as his appeal to ethnic women. Ford Nation has support among the Chinese, East Asian, Black and Caribbean communities as much as the Italian and Eastern European communities. Ford Nation is not the average "white guy" – it is clearly multi-ethnic. Attend a Ford picnic in Etobicoke in August and you'll see that the attendees are as ethnically diverse as the province. That appeal is appearing to be attractive to voters in almost every community across the province and is what the Progressive Conservative campaign team banked on to move the math in favour of doubling its current seat count on election night.   Doug Ford has already come out swinging in his messaging about how Ontario under the current Government had created higher costs for its citizens in electricity prices, food prices and general costs of living – including the cost of beer. One voter in Cambridge told our researcher; "Ford's buck a beer campaign tag is the best thing I've heard ever…"

Not to mention, his stroke of brilliance to suggest he will fire the CEO's of agencies like Hydro One and OPG who attract huge salaries. Our opinion research indicated that people are attracted to that kind of leadership. Perhaps the most striking was how attractive he is to younger voters. One female voter in North Toronto indicated to our research "this is my first election; the Premier says anything and Horvath promise everything. Ford speaks to me …I like that he comes across just like my own Uncle Jack." The Ford campaign team did deliver doubt in the minds of some voters we researched with respect to his ability to manage his Party. One voter in Brampton, Adrian Sharma, an expert in Education, noted to our researchers; "if he spent time actually identifying the merits of candidates rather than cow-towing to political correctness on candidates, he could win ridings – like mine." His messages about the financial impact of carbon pricing especially at a time when gas prices are high, the cost of living in the GTHA could have been more well explained and could have gained resonance to his party from voters; but are variables that will net him only a slight majority. In so doing, he will win key GTHA ridings that ring Toronto including Peel, Scarborough, Halton and Etobicoke – the current areas known as Ford Nation – and have an opportunity to form a government that is truly reflective of the entire province and not just the GTA – like the soon to be former Government. Ford's Progressive Conservative voter base is secured in key areas of the province like eastern, mid and south west Ontario - look for breakthroughs in some of the newer ridings – especially in northwest Ontario where Indigenous candidates who have been attracted to Ford's Progressive Conservative Party are sure to win.

3) We noted in our first analysis that this campaign would be Andrea Horvath's time to shine and she not only rose to the challenge – she was masterful! Despite previous lacklustre campaigns and a unfair characterization of being lazy, NDP Leader Andrea Horvath came out of the blocks stronger and more confident than ever. Her campaign platform has already been released and it looks good. Her energy level is high and she has attracted young, smart candidates. Her best line of the entire campaign so far was her comment during the debate when Doug Ford suggested that she will be like the former NDP government in the 1990's. To paraphrase she said "I'm not like Bob Rae at all, and last time I looked, he's a Liberal". That's priceless!

The only caveat to her campaign is math. One variable is the traditional NDP voter base is about 18% throughout the province, so if Horvath attracts votes from the centrist voter (those who may have voted Liberal previously), it may skew the numbers thereby taking away votes from Liberal candidates, as an example, and by extension ensure that Progressive Conservative candidate(s) sneak up the middle and help the Conservative Party win more seats. We have factored this variable into our research, which accounts for why the NDP may not make the breakthrough the Party aspires to make in Campaign 2018 but will become the Official Opposition. That noted, our research indicated that she will increase her seat count and show well in the popular vote. As Leader of the Official Opposition, she will grow in strength and stature and confidence. Look for Ms. Horvath to put together a shadow cabinet of effective MPP's. She has good bench strength and may be a factor in years to come.

4) In spite of the fact that he did not get province wide attention, this is Green Party Leader, Mike Schiener's second crack at an election and, as such, will win his seat in Guelph and make an historic breakthrough with the first seat for the Green Party in the Ontario

legislature. Notwithstanding that the party has mythical appeal – especially in a city like Guelph. The party's base is not significant enough to be a variable anywhere in the province except the leader's riding. Historical breakthrough with a seat notwithstanding, the Party will not have standing in the Legislature because it does not have the required number of seats to attain that status. Look for the Leader to be a short-term attraction for the media and unless he can attract a more significant voter base, he will be viewed as an aligned independent member. He will likely not get any Committee work at Queen's Park and will have no opportunity to ask a question in Question Period.

5) The Trillium Party currently has one seat in the legislature. It had plans for a breakthrough including trying to attract MPPs to its fold. The Trillium Party candidate is a former Progressive Conservative member who was thrown out of his Party for inappropriate behaviour. The member will likely lose his seat to the Progressive Conservative candidate in the riding and the party will not be a factor in election 2018 and will flame out.

6) The appeal of the NOTA (None of the Above) is highlighted in our research because of the appeal it had in several ridings across the province. One voter in our research (form Mississauga) noted to us that "a potential candidate". For NOTA was none other than Brian Crombie, the spouse of Mississauga Mayor Bonnie Crombie.

K&A. Inc. – Canadian public policy and management experts

Proudly celebrating its 11th year providing public policy advice and management consulting to a blue -chip client base in North America, the company has been at the forefront of some of the most comprehensive and controversial legislative initiatives in Canada. As experts in healthcare, gaming and energy K&A helped craft important legislation throughout Canada including; prescription drug legislation in several provinces that has reformed the programs in several provinces and decreased the cost of generic medications. The reforms have also led to increased scopes of practice for pharmacists, technicians and other allied health professionals that has transformed the delivery of healthcare across Canada. Other notable initiatives have been the development of legislation and regulations for smoke free rules across Canada – especially in the development of alternatives to combustible tobacco.

Globally the company works in Asia, Latin America and eastern Europe. Its focus is on the development of infrastructure projects and related management – to Canadian standards. Its draft discussion paper, for example, on the use of international medical graduates from Canada prompted an opportunity for physicians and other allied health professionals to be able to work in healthcare in foreign jurisdictions prompting an increase in Canadian standards for healthcare in those jurisdictions.

Its principals have extensive experience in public sector, corporate Canada and are experts in governance. The company is effective at assisting clients who need to weave through the maze of public sector regulation and legislation. K&A personnel speak the language of government and can translate for clients when the language of Government appears incomprehensible. More importantly, we get results because we can hold governments' feet to the fire.

Our communications department is savvy beyond words, our media database is one of the most comprehensive in Canada and is capable of developing and delivering for our clients. Our expertise in communications helped to deliver on Canada's most effective cyber targeting legislation that has been heralded for its protection against bullying and targeting.

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