Table I

## ONTARIO VOTERS' PARTY PREFERENCES

## - June 1995 Election to September 1996 -

|  |  |  |  |  |  |  |  |  |  |  |  | SEPTEMBER 1996 |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ONTARIO |  |  |  |  |  |  |  |  |  |  | GENDER |  | AGE |  |  | INCOME |  |  |
|  | June '95 <br> Election* | Late June | $\begin{aligned} & \text { July } \\ & \text { '95 } \end{aligned}$ | Sept. '95 | $\begin{aligned} & \text { Oct. } \\ & \text { '95 } \end{aligned}$ | Dec. '95 | $\begin{aligned} & \text { Jan. } \\ & \text { '96 } \end{aligned}$ | Apr. '96 | June '96 | $\begin{gathered} \text { Aug. } \\ \text { '96 } \end{gathered}$ | Sept. '96 | Men | Women | $\begin{gathered} 18 \text { to } \\ 34 \end{gathered}$ | $\begin{gathered} 35 \text { to } \\ 54 \end{gathered}$ | 55+ | <\$30K | $\begin{aligned} & \$ 30- \\ & 59 \mathrm{~K} \end{aligned}$ | \$60K+ |
| (Unweighted Bases) (Weighted Bases) |  | $\begin{gathered} \hline(477) \\ (508) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(425) \\ (456) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(438) \\ (464) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(44 \mathrm{I}) \\ (467) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(401) \\ (426) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(419) \\ (445) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(437) \\ (456) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(359) \\ (379) \\ (\%) \\ \hline \end{gathered}$ | $\begin{aligned} & (379) \\ & (401) \end{aligned}$ (\%) | $\begin{gathered} \hline(394) \\ (416) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} (229) \\ (\%) \end{gathered}$ | (I87) <br> (\%) | $\begin{gathered} (140) \\ (\%) \end{gathered}$ | $\begin{gathered} (155) \\ (\%) \end{gathered}$ | $\begin{gathered} (121) \\ (\%) \end{gathered}$ | $\begin{gathered} (73) \\ (\%) \end{gathered}$ | $\begin{gathered} (155) \\ (\%) \end{gathered}$ | $\begin{gathered} (137) \\ (\%) \end{gathered}$ |
| Conservative | 45 | 51 | 53 | 52 | 58 | 53 | 44 | 51 | 48 | 52 | 44 | 50 | 37 | 38 | 46 | 49 | 39 | 46 | 47 |
| Liberal | 31 | 26 | 25 | 27 | 25 | 29 | 36 | 34 | 37 | 35 | 37 | 34 | 42 | 43 | 31 | 39 | 32 | 39 | 36 |
| New Democrat | 21 | 22 | 18 | 17 | 16 | 16 | 16 | 13 | 14 | 12 | 17 | 15 | 20 | 17 | 22 | 10 | 27 | 14 | 17 |
| Other | 3 | 2 | 4 | 3 | 2 | 2 | 4 | 1 | I | I | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | I |

Decided Voters Only: Undecided/Refused Excluded.

* Actual election results.
"Thinking about provincial politics, based on how you feel right now, which party's candidate would you be most likely to support if a provincial election were held tomorrow here in Ontario?"

Table 2

## THE ONTARIO GOVERNMENT'S APPROVAL RATINGS

- September 1995 to September 1996 -

|  |  |  |  |  |  |  |  |  |  | SEPTEMBER 1996 |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | ONTARIO |  |  |  |  |  |  |  |  | GENDER |  | AGE |  |  | INCOME |  |  |
|  | Sept. '95 | Oct. '95 | Dec. '95 | $\begin{aligned} & \text { Jan. } \\ & \text { '96 } \end{aligned}$ | Mar. '96 | Apr. '96 | $\begin{aligned} & \text { June } \\ & \text { '96 } \end{aligned}$ | Aug. '96 | Sept. '96 | Men | Women | $\begin{gathered} 18 \text { to } \\ 34 \end{gathered}$ | $\begin{gathered} 35 \text { to } \\ 54 \end{gathered}$ | 55+ | <\$30K | $\begin{gathered} \$ 30- \\ 59 \mathrm{~K} \end{gathered}$ | \$60K+ |
| (Unweighted Bases) (Weighted Bases) | $\begin{gathered} (525) \\ (560) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(526) \\ (560) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(525) \\ (559) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(528) \\ (563) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} (530) \\ (567) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(525) \\ (549) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} (525) \\ (559) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} (526) \\ (559) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} \hline(526) \\ (565) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} (274) \\ (\%) \end{gathered}$ | $\begin{gathered} (291) \\ (\%) \end{gathered}$ | $\begin{gathered} (209) \\ (\%) \end{gathered}$ | $\begin{gathered} (200) \\ (\%) \end{gathered}$ | $\begin{gathered} (155) \\ (\%) \end{gathered}$ | $\begin{gathered} (1111) \\ (\%) \\ \hline \end{gathered}$ | $\begin{gathered} (196) \\ (\%) \end{gathered}$ | $\begin{gathered} (174) \\ (\%) \end{gathered}$ |
| Approve | 59 | 60 | 51 | 46 | 47 | 54 | 52 | 55 | 52 | 61 | 43 | 51 | 54 | 50 | 35 | 61 | 55 |
| Disapprove | 32 | 34 | 43 | 48 | 48 | 43 | 43 | 42 | 43 | 34 | 52 | 42 | 42 | 47 | 58 | 36 | 41 |
| (Unsure) | 9 | 5 | 6 | 6 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 7 | 5 | 3 | 7 | 3 | 4 |

"And, generally speaking, would you say you approve or disapprove of the overall performance of the Ontario provincial government?"

