

## ONTARIO ELECTION 2011 - STAGING STUDY

14. Thinking of issues presently facing Ontarians, which one do you feel should receive the greatest attention from Ontario's leaders?

|                                              |               | (Q14) ISSUES FACING ONTARIANS |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
|----------------------------------------------|---------------|-------------------------------|------------------|-------------|---------------------|-------|------------------------|----------------------------------------------|---------------|---------|--------------------|----------------|---------------------------|-----------------|
|                                              | TOTAL         | Healthcare                    | Economy and Jobs | Environment | Education - general | Taxes | Debt/Deficit reduction | Social services - pensions, daycare, housing | Crime/Justice | Poverty | Energy/electricity | Public transit | Government accountability | Public services |
|                                              |               | E                             | F                | G           | H                   | I     | J                      | K                                            | L             | M       | N                  | O              | P                         | Q               |
| <b>Base: All Respondents</b>                 |               |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Unweighted Base                              | 8391          | 1386                          | 2875             | 211         | 296                 | 1187  | 524                    | 497                                          | 94            | 274     | 249                | 160            | 557                       | 81              |
| Weighted Base                                | 8391          | 1327                          | 2896             | 197         | 341                 | 1217  | 532                    | 507                                          | 96            | 249     | 244                | 209            | 484                       | 91              |
| Healthcare                                   | 1327          | 1327                          | 0                | 0           | 0                   | 0     | 0                      | 0                                            | 0             | 0       | 0                  | 0              | 0                         | 0               |
|                                              | 16%           | 100%                          | -                | -           | -                   | -     | -                      | -                                            | -             | -       | -                  | -              | -                         | -               |
|                                              | FGHIJKLMNOPQ  |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Economy and Jobs                             | 2896          | 0                             | 2896             | 0           | 0                   | 0     | 0                      | 0                                            | 0             | 0       | 0                  | 0              | 0                         | 0               |
|                                              | 35%           | -                             | 100%             | -           | -                   | -     | -                      | -                                            | -             | -       | -                  | -              | -                         | -               |
|                                              | EGHIJKLMNOPQ  |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Environment                                  | 197           | 0                             | 0                | 197         | 0                   | 0     | 0                      | 0                                            | 0             | 0       | 0                  | 0              | 0                         | 0               |
|                                              | 2%            | -                             | -                | 100%        | -                   | -     | -                      | -                                            | -             | -       | -                  | -              | -                         | -               |
|                                              | EFHIJKLMNOPQ  |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Education - general                          | 341           | 0                             | 0                | 0           | 341                 | 0     | 0                      | 0                                            | 0             | 0       | 0                  | 0              | 0                         | 0               |
|                                              | 4%            | -                             | -                | -           | 100%                | -     | -                      | -                                            | -             | -       | -                  | -              | -                         | -               |
|                                              | EFGIJKLMNOPQ  |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Taxes                                        | 1217          | 0                             | 0                | 0           | 0                   | 1217  | 0                      | 0                                            | 0             | 0       | 0                  | 0              | 0                         | 0               |
|                                              | 15%           | -                             | -                | -           | -                   | 100%  | -                      | -                                            | -             | -       | -                  | -              | -                         | -               |
|                                              | EFGHJKLMNOPQ  |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Debt/Deficit reduction                       | 532           | 0                             | 0                | 0           | 0                   | 0     | 532                    | 0                                            | 0             | 0       | 0                  | 0              | 0                         | 0               |
|                                              | 6%            | -                             | -                | -           | -                   | -     | 100%                   | -                                            | -             | -       | -                  | -              | -                         | -               |
|                                              | EFGHIJKLMNOPQ |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Social services - pensions, daycare, housing | 507           | 0                             | 0                | 0           | 0                   | 0     | 0                      | 507                                          | 0             | 0       | 0                  | 0              | 0                         | 0               |
|                                              | 6%            | -                             | -                | -           | -                   | -     | -                      | 100%                                         | -             | -       | -                  | -              | -                         | -               |
|                                              | EFGHIJKLMNOPQ |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Crime/Justice                                | 96            | 0                             | 0                | 0           | 0                   | 0     | 0                      | 0                                            | 96            | 0       | 0                  | 0              | 0                         | 0               |
|                                              | 1%            | -                             | -                | -           | -                   | -     | -                      | -                                            | 100%          | -       | -                  | -              | -                         | -               |
|                                              | EFGHIJKLMNOPQ |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Poverty                                      | 249           | 0                             | 0                | 0           | 0                   | 0     | 0                      | 0                                            | 0             | 249     | 0                  | 0              | 0                         | 0               |
|                                              | 3%            | -                             | -                | -           | -                   | -     | -                      | -                                            | -             | 100%    | -                  | -              | -                         | -               |
|                                              | EFGHIJKLMNOPQ |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Energy/electricity                           | 244           | 0                             | 0                | 0           | 0                   | 0     | 0                      | 0                                            | 0             | 0       | 244                | 0              | 0                         | 0               |
|                                              | 3%            | -                             | -                | -           | -                   | -     | -                      | -                                            | -             | -       | 100%               | -              | -                         | -               |
|                                              | EFGHIJKLMNOPQ |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Public transit                               | 209           | 0                             | 0                | 0           | 0                   | 0     | 0                      | 0                                            | 0             | 0       | 0                  | 209            | 0                         | 0               |
|                                              | 2%            | -                             | -                | -           | -                   | -     | -                      | -                                            | -             | -       | -                  | 100%           | -                         | -               |
|                                              | EFGHIJKLMNOPQ |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Government accountability                    | 484           | 0                             | 0                | 0           | 0                   | 0     | 0                      | 0                                            | 0             | 0       | 0                  | 0              | 484                       | 0               |
|                                              | 6%            | -                             | -                | -           | -                   | -     | -                      | -                                            | -             | -       | -                  | -              | 100%                      | -               |
|                                              | EFGHIJKLMNOPQ |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Public services                              | 91            | 0                             | 0                | 0           | 0                   | 0     | 0                      | 0                                            | 0             | 0       | 0                  | 0              | 0                         | 91              |
|                                              | 1%            | -                             | -                | -           | -                   | -     | -                      | -                                            | -             | -       | -                  | -              | -                         | 100%            |
|                                              | EFGHIJKLMNOPQ |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M/N/O/P/Q - R/S/T

## ONTARIO ELECTION 2011 - STAGING STUDY

15. And which party do you think is best suited to handle that issue?

|                                                                   |       | (Q14) ISSUES FACING ONTARIANS |                  |             |                     |           |                        |                                              |               |            |                    |                |                           |                 |
|-------------------------------------------------------------------|-------|-------------------------------|------------------|-------------|---------------------|-----------|------------------------|----------------------------------------------|---------------|------------|--------------------|----------------|---------------------------|-----------------|
|                                                                   | TOTAL | Healthcare                    | Economy and Jobs | Environment | Education - general | Taxes     | Debt/Deficit reduction | Social services - pensions, daycare, housing | Crime/Justice | Poverty    | Energy/electricity | Public transit | Government accountability | Public services |
|                                                                   |       | E                             | F                | G           | H                   | I         | J                      | K                                            | L             | M          | N                  | O              | P                         | Q               |
| <b>Base: All Respondents</b>                                      |       |                               |                  |             |                     |           |                        |                                              |               |            |                    |                |                           |                 |
| Unweighted Base                                                   | 8391  | 1386                          | 2875             | 211         | 296                 | 1187      | 524                    | 497                                          | 94            | 274        | 249                | 160            | 557                       | 81              |
| Weighted Base                                                     | 8391  | 1327                          | 2896             | 197         | 341                 | 1217      | 532                    | 507                                          | 96            | 249        | 244                | 209            | 484                       | 91              |
| The Ontario Progressive Conservative Party (PC), led by Tim Hudak | 3034  | 372                           | 1007             | 21          | 63                  | 723       | 291                    | 82                                           | 49            | 37         | 114                | 27             | 231                       | 17              |
|                                                                   | 36%   | 28%                           | 35%              | 11%         | 19%                 | 59%       | 55%                    | 16%                                          | 51%           | 15%        | 47%                | 13%            | 48%                       | 18%             |
|                                                                   |       | GHKMO                         | EGHKMOQ          |             | G                   | EFGHKMNOP | EFGHKMOPQ              |                                              | EFGHKMOQ      |            | EFGHKMOQ           |                | EFGHKMOQ                  |                 |
| The Ontario Liberal Party, led by Dalton McGuinty                 | 3012  | 604                           | 1208             | 71          | 193                 | 193       | 166                    | 197                                          | 20            | 72         | 72                 | 90             | 89                        | 40              |
|                                                                   | 36%   | 46%                           | 42%              | 36%         | 57%                 | 16%       | 31%                    | 39%                                          | 21%           | 29%        | 30%                | 43%            | 18%                       | 44%             |
|                                                                   |       | FGIJKLMNP                     | IJLMNP           | ILP         | EFGIJKLMNOP         |           | IP                     | IJLMNP                                       |               | IP         | IP                 | IJLMNP         |                           | IJLMNP          |
| The Ontario New Democratic Party (NDP), led by Andrea Horwath     | 2077  | 319                           | 608              | 71          | 83                  | 264       | 63                     | 220                                          | 25            | 130        | 47                 | 85             | 133                       | 31              |
|                                                                   | 25%   | 24%                           | 21%              | 36%         | 24%                 | 22%       | 12%                    | 43%                                          | 26%           | 52%        | 19%                | 41%            | 27%                       | 34%             |
|                                                                   |       | FJ                            | J                | EFHIJNP     | J                   | J         |                        | EFHIJLNP                                     | J             | FGHIJKLNOP | J                  | EFHIJLNP       | FIJN                      | FIJN            |
| Other:                                                            | 268   | 32                            | 74               | 35          | 2                   | 38        | 13                     | 9                                            | 3             | 10         | 11                 | 7              | 32                        | 4               |
|                                                                   | 3%    | 2%                            | 3%               | 18%         | 1%                  | 3%        | 2%                     | 2%                                           | 3%            | 4%         | 5%                 | 4%             | 7%                        | 5%              |
|                                                                   |       |                               | H                | FHIJKLMNOQ  |                     | H         |                        |                                              |               | H          | HK                 | H              | EFHIJK                    | H               |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M/N/O/P/Q - R/S/T

## ONTARIO ELECTION 2011 - STAGING STUDY

16. To what extent do you agree or disagree with the following statements: 1) So far, the Party leaders are talking about issues that are important to me?

|                                    |       | (Q14) ISSUES FACING ONTARIANS |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
|------------------------------------|-------|-------------------------------|------------------|-------------|---------------------|-------|------------------------|----------------------------------------------|---------------|---------|--------------------|----------------|---------------------------|-----------------|
|                                    | TOTAL | Healthcare                    | Economy and Jobs | Environment | Education - general | Taxes | Debt/Deficit reduction | Social services - pensions, daycare, housing | Crime/Justice | Poverty | Energy/electricity | Public transit | Government accountability | Public services |
|                                    |       | E                             | F                | G           | H                   | I     | J                      | K                                            | L             | M       | N                  | O              | P                         | Q               |
| <b>Base: All Respondents</b>       |       |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Unweighted Base                    | 8391  | 1386                          | 2875             | 211         | 296                 | 1187  | 524                    | 497                                          | 94            | 274     | 249                | 160            | 557                       | 81              |
| Weighted Base                      | 8391  | 1327                          | 2896             | 197         | 341                 | 1217  | 532                    | 507                                          | 96            | 249     | 244                | 209            | 484                       | 91              |
| Strongly agree                     | 512   | 83                            | 175              | 12          | 24                  | 83    | 20                     | 35                                           | 3             | 15      | 24                 | 8              | 29                        | 1               |
|                                    | 6%    | 6%                            | 6%               | 6%          | 7%                  | 7%    | 4%                     | 7%                                           | 3%            | 6%      | 10%                | 4%             | 6%                        | 1%              |
|                                    |       |                               |                  |             |                     | J     |                        | J                                            |               |         | EFJOQ              |                |                           |                 |
| Somewhat agree                     | 4673  | 760                           | 1691             | 105         | 212                 | 656   | 273                    | 279                                          | 65            | 137     | 113                | 95             | 234                       | 52              |
|                                    | 56%   | 57%                           | 58%              | 53%         | 62%                 | 54%   | 51%                    | 55%                                          | 67%           | 55%     | 46%                | 46%            | 48%                       | 57%             |
|                                    |       | JNOP                          | IJNOP            |             | IJNOP               | NP    |                        | NP                                           | GIJKNOP       |         |                    |                |                           |                 |
| Somewhat disagree                  | 2661  | 405                           | 868              | 70          | 96                  | 392   | 189                    | 160                                          | 26            | 80      | 83                 | 90             | 166                       | 36              |
|                                    | 32%   | 31%                           | 30%              | 36%         | 28%                 | 32%   | 35%                    | 32%                                          | 27%           | 32%     | 34%                | 43%            | 34%                       | 40%             |
|                                    |       |                               |                  |             |                     | FH    |                        |                                              |               |         |                    | EFHIKLM        |                           |                 |
| Strongly disagree                  | 546   | 78                            | 163              | 10          | 9                   | 85    | 50                     | 33                                           | 3             | 17      | 23                 | 16             | 56                        | 2               |
|                                    | 7%    | 6%                            | 6%               | 5%          | 3%                  | 7%    | 9%                     | 7%                                           | 3%            | 7%      | 10%                | 8%             | 11%                       | 2%              |
|                                    |       | H                             | H                |             |                     | H     | EFHLQ                  | H                                            |               | H       | EFHLQ              | H              | EFGHIKLQ                  |                 |
| <b>TOPBOX &amp; LOWBOX SUMMARY</b> |       |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Agree (Top2Box)                    | 5184  | 843                           | 1865             | 117         | 236                 | 740   | 293                    | 314                                          | 68            | 152     | 138                | 103            | 263                       | 54              |
|                                    | 62%   | 64%                           | 64%              | 59%         | 69%                 | 61%   | 55%                    | 62%                                          | 70%           | 61%     | 56%                | 49%            | 54%                       | 59%             |
|                                    |       | JNOP                          | IJNOP            |             | GIJNOP              | JOP   |                        | JOP                                          | JNOP          | O       |                    |                |                           |                 |
| Disagree (Low2Box)                 | 3207  | 484                           | 1031             | 80          | 105                 | 477   | 239                    | 193                                          | 29            | 97      | 107                | 106            | 222                       | 38              |
|                                    | 38%   | 36%                           | 36%              | 41%         | 31%                 | 39%   | 45%                    | 38%                                          | 30%           | 39%     | 44%                | 51%            | 46%                       | 41%             |
|                                    |       |                               |                  | H           |                     | FH    | EFHIKL                 |                                              |               |         | EFHL               | EFHIKLM        | EFHIKL                    |                 |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M/N/O/P/Q - R/S/T

## ONTARIO ELECTION 2011 - STAGING STUDY

16. To what extent do you agree or disagree with the following statements: 2) Jack Layton's untimely passing will have an impact on my vote in this election?

|                                    |       | (Q14) ISSUES FACING ONTARIANS |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
|------------------------------------|-------|-------------------------------|------------------|-------------|---------------------|-------|------------------------|----------------------------------------------|---------------|---------|--------------------|----------------|---------------------------|-----------------|
|                                    | TOTAL | Healthcare                    | Economy and Jobs | Environment | Education - general | Taxes | Debt/Deficit reduction | Social services - pensions, daycare, housing | Crime/Justice | Poverty | Energy/electricity | Public transit | Government accountability | Public services |
|                                    |       | E                             | F                | G           | H                   | I     | J                      | K                                            | L             | M       | N                  | O              | P                         | Q               |
| <b>Base: All Respondents</b>       |       |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Unweighted Base                    | 8391  | 1386                          | 2875             | 211         | 296                 | 1187  | 524                    | 497                                          | 94            | 274     | 249                | 160            | 557                       | 81              |
| Weighted Base                      | 8391  | 1327                          | 2896             | 197         | 341                 | 1217  | 532                    | 507                                          | 96            | 249     | 244                | 209            | 484                       | 91              |
| Strongly agree                     | 696   | 99                            | 205              | 15          | 32                  | 112   | 33                     | 68                                           | 10            | 35      | 13                 | 22             | 40                        | 12              |
|                                    | 8%    | 7%                            | 7%               | 8%          | 9%                  | 9%    | 6%                     | 13%                                          | 10%           | 14%     | 5%                 | 10%            | 8%                        | 13%             |
|                                    |       |                               |                  |             |                     | FJ    |                        | EFIJNP                                       |               | EFIJNP  |                    |                |                           | JN              |
| Somewhat agree                     | 1458  | 234                           | 488              | 34          | 75                  | 214   | 59                     | 111                                          | 18            | 46      | 38                 | 45             | 71                        | 25              |
|                                    | 17%   | 18%                           | 17%              | 17%         | 22%                 | 18%   | 11%                    | 22%                                          | 19%           | 19%     | 16%                | 22%            | 15%                       | 27%             |
|                                    |       | J                             | J                | J           | FJP                 | J     |                        | FJP                                          |               | J       |                    | J              |                           | FJNP            |
| Somewhat disagree                  | 2159  | 349                           | 744              | 74          | 97                  | 282   | 113                    | 145                                          | 30            | 76      | 62                 | 52             | 110                       | 26              |
|                                    | 26%   | 26%                           | 26%              | 37%         | 29%                 | 23%   | 21%                    | 29%                                          | 31%           | 31%     | 26%                | 25%            | 23%                       | 28%             |
|                                    |       | J                             | J                | EFIJKNOP    | J                   |       |                        | IJP                                          | J             | IJP     |                    |                |                           |                 |
| Strongly disagree                  | 4079  | 645                           | 1459             | 74          | 137                 | 609   | 327                    | 184                                          | 39            | 92      | 131                | 90             | 264                       | 29              |
|                                    | 49%   | 49%                           | 50%              | 38%         | 40%                 | 50%   | 62%                    | 36%                                          | 40%           | 37%     | 53%                | 43%            | 54%                       | 32%             |
|                                    |       | GHKMQ                         | GHKMQ            |             |                     | GHKMQ | FGHIKLMNOPQ            |                                              |               |         | GHKLMQ             |                | EGHKLMQ                   |                 |
| <b>TOPBOX &amp; LOWBOX SUMMARY</b> |       |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Agree (Top2Box)                    | 2154  | 333                           | 693              | 49          | 107                 | 326   | 92                     | 179                                          | 28            | 81      | 51                 | 67             | 111                       | 36              |
|                                    | 26%   | 25%                           | 24%              | 25%         | 31%                 | 27%   | 17%                    | 35%                                          | 29%           | 33%     | 21%                | 32%            | 23%                       | 40%             |
|                                    |       | J                             | J                | J           | EFJNP               | J     |                        | EFGIJNP                                      | J             | EFJNP   |                    | FJNP           | J                         | EFGIJNP         |
| Disagree (Low2Box)                 | 6237  | 994                           | 2203             | 148         | 234                 | 890   | 440                    | 328                                          | 69            | 168     | 193                | 142            | 373                       | 55              |
|                                    | 74%   | 75%                           | 76%              | 75%         | 69%                 | 73%   | 83%                    | 65%                                          | 71%           | 67%     | 79%                | 68%            | 77%                       | 60%             |
|                                    |       | HKMQ                          | HKMQ             | KQ          |                     | KQ    | FGHIKLMOPQ             |                                              |               |         | HKMQ               |                | HKMQ                      |                 |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M/N/O/P/Q - R/S/T

## ONTARIO ELECTION 2011 - STAGING STUDY

16. To what extent do you agree or disagree with the following statements: 3) Getting rid of the HST is important to me?

|                                    |       | (Q14) ISSUES FACING ONTARIANS |                  |             |                     |            |                        |                                              |               |         |                    |                |                           |                 |
|------------------------------------|-------|-------------------------------|------------------|-------------|---------------------|------------|------------------------|----------------------------------------------|---------------|---------|--------------------|----------------|---------------------------|-----------------|
|                                    | TOTAL | Healthcare                    | Economy and Jobs | Environment | Education - general | Taxes      | Debt/Deficit reduction | Social services - pensions, daycare, housing | Crime/Justice | Poverty | Energy/electricity | Public transit | Government accountability | Public services |
|                                    |       | E                             | F                | G           | H                   | I          | J                      | K                                            | L             | M       | N                  | O              | P                         | Q               |
| <b>Base: All Respondents</b>       |       |                               |                  |             |                     |            |                        |                                              |               |         |                    |                |                           |                 |
| Unweighted Base                    | 8391  | 1386                          | 2875             | 211         | 296                 | 1187       | 524                    | 497                                          | 94            | 274     | 249                | 160            | 557                       | 81              |
| Weighted Base                      | 8391  | 1327                          | 2896             | 197         | 341                 | 1217       | 532                    | 507                                          | 96            | 249     | 244                | 209            | 484                       | 91              |
| Strongly agree                     | 3054  | 461                           | 899              | 38          | 109                 | 772        | 133                    | 164                                          | 44            | 75      | 108                | 48             | 189                       | 14              |
|                                    | 36%   | 35%                           | 31%              | 19%         | 32%                 | 63%        | 25%                    | 32%                                          | 46%           | 30%     | 44%                | 23%            | 39%                       | 16%             |
|                                    |       | FGJOQ                         | GJOQ             |             | GJQ                 | FGHJKLMNOQ |                        | GJOQ                                         | EFGHJKMOQ     | GQ      | EFGHJKMOQ          |                | FGJKMOQ                   |                 |
| Somewhat agree                     | 2501  | 382                           | 932              | 46          | 108                 | 308        | 144                    | 154                                          | 31            | 74      | 71                 | 53             | 165                       | 35              |
|                                    | 30%   | 29%                           | 32%              | 23%         | 32%                 | 25%        | 27%                    | 30%                                          | 32%           | 30%     | 29%                | 25%            | 34%                       | 38%             |
|                                    |       |                               | EGIJ             |             | I                   |            |                        |                                              |               |         |                    |                | EGIJO                     | GI              |
| Somewhat disagree                  | 1838  | 325                           | 670              | 77          | 99                  | 97         | 139                    | 121                                          | 14            | 68      | 45                 | 60             | 93                        | 32              |
|                                    | 22%   | 25%                           | 23%              | 39%         | 29%                 | 8%         | 26%                    | 24%                                          | 14%           | 27%     | 19%                | 29%            | 19%                       | 35%             |
|                                    |       | ILP                           | I                | EFHIJKLMNP  | FILNP               |            | ILNP                   | I                                            |               | ILNP    | I                  | ILNP           | I                         | EFIKLNP         |
| Strongly disagree                  | 997   | 158                           | 395              | 37          | 26                  | 40         | 116                    | 69                                           | 8             | 32      | 21                 | 48             | 38                        | 10              |
|                                    | 12%   | 12%                           | 14%              | 19%         | 8%                  | 3%         | 22%                    | 14%                                          | 8%            | 13%     | 8%                 | 23%            | 8%                        | 11%             |
|                                    |       | HIP                           | HINP             | EHILNP      | I                   |            | EFHIKLMNPQ             | HIP                                          | I             | HIP     | I                  | EFHIKLMNPQ     | I                         | I               |
| <b>TOPBOX &amp; LOWBOX SUMMARY</b> |       |                               |                  |             |                     |            |                        |                                              |               |         |                    |                |                           |                 |
| Agree (Top2Box)                    | 5555  | 843                           | 1832             | 84          | 216                 | 1080       | 277                    | 318                                          | 75            | 149     | 179                | 101            | 353                       | 49              |
|                                    | 66%   | 64%                           | 63%              | 43%         | 63%                 | 89%        | 52%                    | 63%                                          | 78%           | 60%     | 73%                | 48%            | 73%                       | 54%             |
|                                    |       | GJO                           | GJO              |             | GJO                 | FGHJKLMNOF | G                      | GJO                                          | EFGHJKMOQ     | GO      | EFGHJKMOQ          |                | EFGHJKMOQ                 |                 |
| Disagree (Low2Box)                 | 2836  | 483                           | 1065             | 113         | 124                 | 137        | 255                    | 189                                          | 21            | 100     | 66                 | 108            | 131                       | 42              |
|                                    | 34%   | 36%                           | 37%              | 57%         | 37%                 | 11%        | 48%                    | 37%                                          | 22%           | 40%     | 27%                | 52%            | 27%                       | 46%             |
|                                    |       | ILNP                          | ILNP             | EFHIJKLMNP  | ILNP                |            | EFHIKLMNP              | ILNP                                         | I             | ILNP    | I                  | EFHIKLMNP      | I                         | ILNP            |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M/N/O/P/Q - R/S/T

## ONTARIO ELECTION 2011 - STAGING STUDY

16. To what extent do you agree or disagree with the following statements: 4) Clean energy should be a top priority for the next Government of Ontario?

|                                    |       | (Q14) ISSUES FACING ONTARIANS |                  |             |                     |           |                        |                                              |               |         |                    |                |                           |                 |
|------------------------------------|-------|-------------------------------|------------------|-------------|---------------------|-----------|------------------------|----------------------------------------------|---------------|---------|--------------------|----------------|---------------------------|-----------------|
|                                    | TOTAL | Healthcare                    | Economy and Jobs | Environment | Education - general | Taxes     | Debt/Deficit reduction | Social services - pensions, daycare, housing | Crime/Justice | Poverty | Energy/electricity | Public transit | Government accountability | Public services |
|                                    |       | E                             | F                | G           | H                   | I         | J                      | K                                            | L             | M       | N                  | O              | P                         | Q               |
| <b>Base: All Respondents</b>       |       |                               |                  |             |                     |           |                        |                                              |               |         |                    |                |                           |                 |
| Unweighted Base                    | 8391  | 1386                          | 2875             | 211         | 296                 | 1187      | 524                    | 497                                          | 94            | 274     | 249                | 160            | 557                       | 81              |
| Weighted Base                      | 8391  | 1327                          | 2896             | 197         | 341                 | 1217      | 532                    | 507                                          | 96            | 249     | 244                | 209            | 484                       | 91              |
| Strongly agree                     | 1480  | 223                           | 450              | 136         | 81                  | 134       | 48                     | 113                                          | 10            | 66      | 67                 | 49             | 80                        | 24              |
|                                    | 18%   | 17%                           | 16%              | 69%         | 24%                 | 11%       | 9%                     | 22%                                          | 11%           | 26%     | 28%                | 23%            | 16%                       | 27%             |
|                                    |       | IJ                            | IJ               | FHIJKLMNOP  | EFIJLP              |           |                        | EFIJLP                                       |               | EFIJLP  | EFIJLP             | EFIJL          | IJ                        | EFIJLP          |
| Somewhat agree                     | 3979  | 658                           | 1410             | 53          | 179                 | 547       | 234                    | 253                                          | 50            | 125     | 99                 | 108            | 219                       | 42              |
|                                    | 47%   | 50%                           | 49%              | 27%         | 53%                 | 45%       | 44%                    | 50%                                          | 52%           | 50%     | 41%                | 52%            | 45%                       | 46%             |
|                                    |       | GIJN                          | GIN              |             | GIJN                | G         | G                      | GN                                           | G             | GN      | G                  | GN             | G                         | G               |
| Somewhat disagree                  | 2092  | 351                           | 771              | 8           | 65                  | 329       | 148                    | 119                                          | 32            | 40      | 40                 | 43             | 125                       | 20              |
|                                    | 25%   | 26%                           | 27%              | 4%          | 19%                 | 27%       | 28%                    | 23%                                          | 33%           | 16%     | 16%                | 21%            | 26%                       | 22%             |
|                                    |       | GHMN                          | GHMN             |             | G                   | GHMN      | GHMN                   | GMN                                          | GHMNO         | G       | G                  | G              | GHMN                      | G               |
| Strongly disagree                  | 840   | 95                            | 265              | 0           | 16                  | 207       | 102                    | 21                                           | 4             | 17      | 38                 | 8              | 60                        | 5               |
|                                    | 10%   | 7%                            | 9%               | 0           | 5%                  | 17%       | 19%                    | 4%                                           | 4%            | 7%      | 15%                | 4%             | 12%                       | 6%              |
|                                    |       | GK                            | EGHKO            |             | G                   | EFGHKLMOP | EFGHKLMOP              | G                                            | G             | G       | EFGHKLMOP          | G              | EFGHKLMO                  | G               |
| <b>TOPBOX &amp; LOWBOX SUMMARY</b> |       |                               |                  |             |                     |           |                        |                                              |               |         |                    |                |                           |                 |
| Agree (Top2Box)                    | 5459  | 881                           | 1861             | 189         | 260                 | 680       | 282                    | 367                                          | 61            | 191     | 167                | 157            | 299                       | 66              |
|                                    | 65%   | 66%                           | 64%              | 96%         | 76%                 | 56%       | 53%                    | 72%                                          | 63%           | 77%     | 68%                | 75%            | 62%                       | 72%             |
|                                    |       | IJ                            | IJ               | FHIJKLMNOP  | EFIJLP              |           |                        | EFIJP                                        |               | EFIJLNP | IJ                 | EFIJLP         | IJ                        | IJ              |
| Disagree (Low2Box)                 | 2932  | 446                           | 1036             | 8           | 81                  | 536       | 250                    | 141                                          | 36            | 58      | 78                 | 52             | 185                       | 25              |
|                                    | 35%   | 34%                           | 36%              | 4%          | 24%                 | 44%       | 47%                    | 28%                                          | 37%           | 23%     | 32%                | 25%            | 38%                       | 28%             |
|                                    |       | GHKMO                         | GHKMO            |             | G                   | EFGHKMNOP | EFGHKMNOP              | G                                            | GHMO          | G       | GM                 | G              | GHKMO                     | G               |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M/N/O/P/Q - R/S/T

## ONTARIO ELECTION 2011 - STAGING STUDY

16. To what extent do you agree or disagree with the following statements: 5) I am prepared to pay more for my family's energy consumption if it means it's clean energy?

|                                    |       | (Q14) ISSUES FACING ONTARIANS |                  |             |                     |           |                        |                                              |               |          |                    |                |                           |                 |
|------------------------------------|-------|-------------------------------|------------------|-------------|---------------------|-----------|------------------------|----------------------------------------------|---------------|----------|--------------------|----------------|---------------------------|-----------------|
|                                    | TOTAL | Healthcare                    | Economy and Jobs | Environment | Education - general | Taxes     | Debt/Deficit reduction | Social services - pensions, daycare, housing | Crime/Justice | Poverty  | Energy/electricity | Public transit | Government accountability | Public services |
|                                    |       | E                             | F                | G           | H                   | I         | J                      | K                                            | L             | M        | N                  | O              | P                         | Q               |
| <b>Base: All Respondents</b>       |       |                               |                  |             |                     |           |                        |                                              |               |          |                    |                |                           |                 |
| Unweighted Base                    | 8391  | 1386                          | 2875             | 211         | 296                 | 1187      | 524                    | 497                                          | 94            | 274      | 249                | 160            | 557                       | 81              |
| Weighted Base                      | 8391  | 1327                          | 2896             | 197         | 341                 | 1217      | 532                    | 507                                          | 96            | 249      | 244                | 209            | 484                       | 91              |
| Strongly agree                     | 655   | 98                            | 204              | 69          | 36                  | 33        | 22                     | 59                                           | 4             | 37       | 18                 | 35             | 27                        | 14              |
|                                    | 8%    | 7%                            | 7%               | 35%         | 11%                 | 3%        | 4%                     | 12%                                          | 4%            | 15%      | 7%                 | 17%            | 6%                        | 15%             |
|                                    |       | IJ                            | IJ               | FHIJKLMNOP  | FIJP                |           |                        | EFIJLP                                       |               | EFIJLNP  | I                  | EFIJLNP        | I                         | EFIJLP          |
| Somewhat agree                     | 2968  | 513                           | 1114             | 97          | 154                 | 253       | 185                    | 190                                          | 25            | 107      | 52                 | 81             | 152                       | 45              |
|                                    | 35%   | 39%                           | 38%              | 49%         | 45%                 | 21%       | 35%                    | 37%                                          | 26%           | 43%      | 21%                | 39%            | 31%                       | 50%             |
|                                    |       | ILNP                          | ILNP             | EFIJKLNP    | FIJKLNP             |           | IN                     | IN                                           |               | IJLNP    |                    | IN             | IN                        | IJLNP           |
| Somewhat disagree                  | 2822  | 461                           | 1007             | 25          | 107                 | 446       | 161                    | 177                                          | 41            | 60       | 71                 | 72             | 174                       | 20              |
|                                    | 34%   | 35%                           | 35%              | 13%         | 31%                 | 37%       | 30%                    | 35%                                          | 43%           | 24%      | 29%                | 35%            | 36%                       | 22%             |
|                                    |       | GMQ                           | GMQ              |             | G                   | GJMNQ     | G                      | GMQ                                          | GJMNQ         | G        | G                  | GM             | GMQ                       |                 |
| Strongly disagree                  | 1945  | 255                           | 571              | 6           | 44                  | 485       | 164                    | 81                                           | 26            | 45       | 103                | 21             | 131                       | 12              |
|                                    | 23%   | 19%                           | 20%              | 3%          | 13%                 | 40%       | 31%                    | 16%                                          | 27%           | 18%      | 42%                | 10%            | 27%                       | 14%             |
|                                    |       | GHO                           | GHO              |             | G                   | FGHJKLMOP | EFGHKMOQ               | G                                            | GHKOQ         | GO       | FGHJKLMOP          | G              | EFGHKMOQ                  | G               |
| <b>TOPBOX &amp; LOWBOX SUMMARY</b> |       |                               |                  |             |                     |           |                        |                                              |               |          |                    |                |                           |                 |
| Agree (Top2Box)                    | 3623  | 611                           | 1319             | 166         | 190                 | 287       | 207                    | 249                                          | 29            | 144      | 70                 | 116            | 179                       | 59              |
|                                    | 43%   | 46%                           | 46%              | 84%         | 56%                 | 24%       | 39%                    | 49%                                          | 30%           | 58%      | 29%                | 55%            | 37%                       | 64%             |
|                                    |       | IJLNP                         | IJLNP            | FHIJKLMNOP  | EFIJLNP             |           | IN                     | IJLNP                                        |               | EFIJKLNP |                    | EFIJLNP        | IN                        | EFIJKLNP        |
| Disagree (Low2Box)                 | 4768  | 716                           | 1578             | 31          | 151                 | 930       | 325                    | 259                                          | 67            | 105      | 174                | 93             | 305                       | 33              |
|                                    | 57%   | 54%                           | 54%              | 16%         | 44%                 | 76%       | 61%                    | 51%                                          | 70%           | 42%      | 71%                | 45%            | 63%                       | 36%             |
|                                    |       | GHMOQ                         | GHMOQ            |             | G                   | FGHJKMOP  | EFGHKMOQ               | GMQ                                          | EFGHKMOQ      | G        | FGHJKMOP           | G              | EFGHKMOQ                  | G               |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M/N/O/P/Q - R/S/T

## ONTARIO ELECTION 2011 - STAGING STUDY

23. Do you think that Jack Layton's untimely death will help the provincial NDP in this election, hurt them, or will there be no impact?

|                              |       | (Q14) ISSUES FACING ONTARIANS |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
|------------------------------|-------|-------------------------------|------------------|-------------|---------------------|-------|------------------------|----------------------------------------------|---------------|---------|--------------------|----------------|---------------------------|-----------------|
|                              | TOTAL | Healthcare                    | Economy and Jobs | Environment | Education - general | Taxes | Debt/Deficit reduction | Social services - pensions, daycare, housing | Crime/Justice | Poverty | Energy/electricity | Public transit | Government accountability | Public services |
|                              |       | E                             | F                | G           | H                   | I     | J                      | K                                            | L             | M       | N                  | O              | P                         | Q               |
| <b>Base: All Respondents</b> |       |                               |                  |             |                     |       |                        |                                              |               |         |                    |                |                           |                 |
| Unweighted Base              | 8391  | 1386                          | 2875             | 211         | 296                 | 1187  | 524                    | 497                                          | 94            | 274     | 249                | 160            | 557                       | 81              |
| Weighted Base                | 8391  | 1327                          | 2896             | 197         | 341                 | 1217  | 532                    | 507                                          | 96            | 249     | 244                | 209            | 484                       | 91              |
| Help the provincial NDP      | 2878  | 430                           | 1044             | 80          | 141                 | 364   | 166                    | 176                                          | 25            | 99      | 87                 | 80             | 148                       | 38              |
|                              | 34%   | 32%                           | 36%              | 40%         | 41%                 | 30%   | 31%                    | 35%                                          | 26%           | 40%     | 35%                | 38%            | 31%                       | 42%             |
|                              |       |                               | EIJP             | EIJLP       | EIJLP               |       |                        |                                              |               | EIJLP   |                    | I              |                           | IL              |
| Hurt the provincial NDP      | 2091  | 339                           | 661              | 39          | 106                 | 318   | 121                    | 141                                          | 29            | 73      | 56                 | 51             | 131                       | 25              |
|                              | 25%   | 26%                           | 23%              | 20%         | 31%                 | 26%   | 23%                    | 28%                                          | 31%           | 29%     | 23%                | 25%            | 27%                       | 27%             |
|                              |       |                               |                  |             | FGJ                 | F     |                        | FG                                           |               | FG      |                    |                |                           |                 |
| No impact                    | 3421  | 557                           | 1191             | 79          | 94                  | 534   | 244                    | 190                                          | 42            | 77      | 101                | 78             | 205                       | 29              |
|                              | 41%   | 42%                           | 41%              | 40%         | 28%                 | 44%   | 46%                    | 38%                                          | 43%           | 31%     | 41%                | 37%            | 42%                       | 31%             |
|                              |       | HM                            | HM               | H           |                     | HKMQ  | HKMQ                   | H                                            | HM            |         | HM                 | H              | HM                        |                 |

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G/H/I/J/K/L/M/N/O/P/Q - R/S/T