

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?

		GENDER		AGE							EDUCATION						INCOME				IMMIGRANT		CHILDREN IN HH	
	TOTAL	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	No High School	High School	Some Post. Sec.	Completed College	Univ. Undergrad	Univ. Grad	<\$30K	\$30K - <\$60K	\$60K - <\$100K	\$100K+	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All Respondents																								
Unweighted Base	8391	3982	4409	647	1245	1681	1702	1528	1255	333	378	1279	1243	2664	2081	739	959	2609	3350	1473	1496	6895	1813	6578
Weighted Base	8391	4028	4363	833	1651	1752	1722	1178	978	277	339	1192	1136	2626	2303	789	986	2512	3319	1575	1632	6759	2008	6382
Healthcare	1327	520	807	92	221	248	273	212	213	68	55	193	185	404	359	130	134	397	559	236	220	1106	278	1049
	16%	13%	18%	11%	13%	14%	16%	18%	22%	25%	16%	16%	16%	15%	16%	17%	14%	16%	17%	15%	13%	16%	14%	16%
		A					C	CDE	CDEFG								P							
Economy and Jobs	2896	1515	1381	230	565	640	649	425	297	89	95	378	374	898	854	296	293	819	1182	603	601	2295	651	2245
	35%	38%	32%	28%	34%	37%	38%	36%	30%	32%	28%	32%	33%	34%	37%	38%	30%	33%	36%	38%	37%	34%	32%	35%
		B					CH	CH						J	JKL	JK			PQ	PQ	U			V
Environment	197	74	123	39	50	35	42	13	15	3	7	21	14	54	77	26	40	58	75	24	31	167	43	154
	2%	2%	3%	5%	3%	2%	2%	1%	2%	1%	2%	2%	1%	2%	3%	3%	4%	2%	2%	1%	2%	2%	2%	2%
			A	EFGHI	GH	G									KLM	KL	QRS							
Education - general	341	140	201	103	80	74	47	18	12	7	11	45	27	92	123	43	44	100	132	65	79	261	125	215
	4%	3%	5%	12%	5%	4%	3%	1%	1%	3%	3%	4%	2%	4%	5%	5%	4%	4%	4%	4%	5%	4%	6%	3%
			A	DEFGHI	FGH	FGH	GH								LM	LM							W	
Taxes	1217	635	582	115	254	306	261	146	108	27	51	201	202	389	288	85	116	364	512	225	261	956	358	859
	15%	16%	13%	14%	15%	17%	15%	12%	11%	10%	15%	17%	18%	15%	13%	11%	12%	14%	15%	14%	16%	14%	18%	13%
		B			GHI	CGHI	GHI					NO	MNO	NO					P				W	
Debt/Deficit reduction	532	317	215	49	90	111	93	86	76	26	16	76	61	178	158	41	47	143	211	131	103	429	130	402
	6%	8%	5%	6%	5%	6%	5%	7%	8%	9%	5%	6%	5%	7%	7%	5%	5%	6%	6%	8%	6%	6%	6%	6%
		B						F	DF	DF										PQR				
Social services - pensions, daycare, housing	507	144	363	56	142	85	68	68	68	21	33	70	77	178	112	37	108	177	161	61	87	420	144	364
	6%	4%	8%	7%	9%	5%	4%	6%	7%	8%	10%	6%	7%	7%	5%	5%	11%	7%	5%	4%	5%	6%	7%	6%
			A	F	EEFG			F	EF	EF	KNO		N	N			QRS	RS					W	
Crime/Justice	96	47	49	20	13	19	20	13	10	2	3	18	18	44	10	2	21	28	34	13	21	76	24	72
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	0	0	2%	1%	1%	1%	1%	1%	1%	1%
				DEH								NO	NO	NO			QRS							
Poverty	249	83	166	38	42	58	48	28	29	4	22	41	36	61	57	33	62	92	67	28	32	217	61	188
	3%	2%	4%	5%	3%	3%	3%	2%	3%	2%	7%	3%	3%	2%	2%	4%	6%	4%	2%	2%	2%	3%	3%	3%
			A	DFGI													MN	QRS	RS			T		
Energy/electricity	244	143	102	14	51	52	54	37	31	5	11	44	41	76	56	15	25	72	104	44	33	212	59	186
	3%	4%	2%	2%	3%	3%	3%	3%	3%	2%	3%	4%	4%	3%	2%	2%	3%	3%	3%	3%	2%	3%	3%	3%
		B										NO	O									T		
Public transit	209	115	94	39	63	44	35	14	12	2	10	23	13	59	77	25	26	68	72	42	53	156	35	174
	2%	3%	2%	5%	4%	3%	2%	1%	1%	1%	3%	2%	1%	2%	3%	3%	3%	3%	2%	3%	3%	2%	2%	3%
				EFGHI	FGHI	GH					L				L	KLM	L				U			V
Government accountability	484	256	228	19	54	65	119	104	102	22	25	77	77	165	101	39	53	164	180	88	91	393	82	403
	6%	6%	5%	2%	3%	4%	7%	9%	10%	8%	7%	6%	7%	6%	4%	5%	5%	7%	5%	6%	6%	6%	4%	6%
		B					CDE	CDE	CDEF	CDE	N	N	N	N	N									W
Public services	91	39	52	18	26	15	15	14	3	0	1	5	11	28	30	17	17	29	30	15	19	72	20	71
	1%	1%	1%	2%	2%	1%	1%	1%	0	-	0	0	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
				EFHI	HI			H						K	K	JKM								

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/U - V/W

ONTARIO ELECTION 2011 - STAGING STUDY

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

	GENDER			AGE							EDUCATION						INCOME				IMMIGRANT		CHILDREN IN HH	
	TOTAL	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	No High School	High School	Some Post. Sec.	Completed College	Univ. Undergrad	Univ. Grad	<\$30K	\$30K - <\$60K	\$60K - <\$100K	\$100K+	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All Respondents																								
Unweighted Base	8391	3982	4409	647	1245	1681	1702	1528	1255	333	378	1279	1243	2664	2081	739	959	2609	3350	1473	1496	6895	1813	6578
Weighted Base	8391	4028	4363	833	1651	1752	1722	1178	978	277	339	1192	1136	2626	2303	789	986	2512	3319	1575	1632	6759	2008	6382
The Ontario Progressive Conservative Party (PC), led by Tim Hudak	3034	1650	1384	196	483	667	659	482	424	123	133	490	423	1001	752	234	246	875	1293	620	572	2462	744	2290
	36%	41%	32%	24%	29%	38%	38%	41%	43%	44%	39%	41%	37%	38%	33%	30%	25%	35%	39%	39%	35%	36%	37%	36%
The Ontario Liberal Party, led by Dalton McGuinty	3012	1459	1553	302	610	594	575	450	372	108	84	338	352	840	1018	377	349	826	1183	654	635	2377	689	2324
	36%	36%	36%	36%	37%	34%	33%	38%	38%	39%	25%	28%	31%	32%	44%	48%	35%	33%	36%	41%	39%	35%	34%	36%
The Ontario New Democratic Party (NDP), led by Andrea Horwath	2077	811	1265	305	503	428	421	223	155	41	114	332	323	689	464	153	352	723	740	262	383	1694	516	1560
	25%	20%	29%	37%	30%	24%	24%	19%	16%	15%	34%	28%	28%	26%	20%	19%	36%	29%	22%	17%	23%	25%	26%	24%
Other:	268	107	161	29	55	62	68	23	27	5	8	32	38	96	69	26	38	87	103	40	42	226	60	208
	3%	3%	4%	3%	3%	4%	4%	2%	3%	2%	2%	3%	3%	4%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%
		A		G	G	G	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/U - V/W

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?

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/U - V/W

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?

		GENDER			AGE							EDUCATION						INCOME				IMMIGRANT		CHILDREN IN HH	
	TOTAL	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	No High School	High School	Some Post. Sec.	Completed College	Univ. Undergrad	Univ. Grad	<\$30K	\$30K - <\$60K	\$60K - <\$100K	\$100K+	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	
Base: All Respondents																									
Unweighted Base	8391	3982	4409	647	1245	1681	1702	1528	1255	333	378	1279	1243	2664	2081	739	959	2609	3350	1473	1496	6895	1813	6578	
Weighted Base	8391	4028	4363	833	1651	1752	1722	1178	978	277	339	1192	1136	2626	2303	789	986	2512	3319	1575	1632	6759	2008	6382	
Strongly agree	696	267	429	139	175	128	134	70	41	9	55	131	105	226	129	50	130	255	225	87	178	518	192	504	
	8%	7%	10%	17%	11%	7%	8%	6%	4%	3%	16%	11%	9%	9%	6%	6%	13%	10%	7%	5%	11%	8%	10%	8%	
			A	DEFGHI	EFGHI	HI	HI	H				KLMMNO	MNO	NO	N			QRS	RS			U		W	
Somewhat agree	1458	535	923	241	369	301	252	137	122	36	74	235	208	457	373	112	234	485	568	171	321	1136	394	1064	
	17%	13%	21%	29%	22%	17%	15%	12%	12%	13%	22%	20%	18%	17%	16%	14%	24%	19%	17%	11%	20%	17%	20%	17%	
			A	DEFGHI	EFGHI	GH	G					NO	NO	O	O			QRS	RS	S		U		W	
Somewhat disagree	2159	952	1206	247	472	478	438	271	193	60	91	282	299	703	613	170	300	686	824	349	434	1724	538	1620	
	26%	24%	28%	30%	29%	27%	25%	23%	20%	22%	27%	24%	26%	27%	27%	21%	30%	27%	25%	22%	27%	26%	27%	25%	
			A	GHI	GHI	GHI	H	H					O	O	O			RS	RS	R					
Strongly disagree	4079	2273	1805	206	636	845	897	699	623	172	120	543	523	1240	1187	459	322	1086	1702	968	699	3380	884	3194	
	49%	56%	41%	25%	38%	48%	52%	59%	64%	62%	35%	46%	46%	47%	52%	58%	33%	43%	51%	61%	43%	50%	44%	50%	
			B		C		CD	CDE	CDEF	CDEFG	CDEF		J	J		JKLM	JKLMN		P	PQ	PQR	T		V	
TOPBOX & LOWBOX SUMMARY																									
Agree (Top2Box)	2154	802	1352	380	544	429	386	208	162	44	128	366	313	683	502	161	364	740	793	258	499	1655	586	1568	
	26%	20%	31%	46%	33%	25%	22%	18%	17%	16%	38%	31%	28%	26%	22%	20%	37%	29%	24%	16%	31%	24%	29%	25%	
			A	DEFGHI	EFGHI	GHI	GHI					KLMMNO	MNO	NO	NO			QRS	RS	S			U	W	
Disagree (Low2Box)	6237	3225	3012	453	1107	1322	1336	971	816	232	211	826	823	1943	1801	628	622	1772	2526	1317	1133	5104	1423	4815	
	74%	80%	69%	54%	67%	75%	78%	82%	83%	84%	62%	69%	72%	74%	78%	80%	63%	71%	76%	84%	69%	76%	71%	75%	
			B		C	CD	CD	CDEF	CDEF	CDEF	CDEF	J	J	JK	JKLM	JKLM		P	PQ	PQR		T		V	

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/U - V/W

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

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/U - V/W

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?

		GENDER			AGE							EDUCATION						INCOME				IMMIGRANT		CHILDREN IN HH	
	TOTAL	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	No High School	High School	Some Post. Sec.	Completed College	Univ. Undergrad	Univ. Grad	<\$30K	\$30K - <\$60K	\$60K - <\$100K	\$100K+	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	
Base: All Respondents																									
Unweighted Base	8391	3982	4409	647	1245	1681	1702	1528	1255	333	378	1279	1243	2664	2081	739	959	2609	3350	1473	1496	6895	1813	6578	
Weighted Base	8391	4028	4363	833	1651	1752	1722	1178	978	277	339	1192	1136	2626	2303	789	986	2512	3319	1575	1632	6759	2008	6382	
Strongly agree	1480	647	833	200	343	280	255	206	157	40	81	201	203	421	417	154	224	496	528	232	320	1161	323	1158	
	18%	16%	19%	24%	21%	16%	15%	17%	16%	14%	24%	17%	18%	16%	18%	20%	23%	20%	16%	15%	20%	17%	16%	18%	
		A	EF GHI	EF GHI	F						KLMN					M	RS	RS		U					
Somewhat agree	3979	1795	2184	372	774	864	842	550	448	129	158	561	541	1239	1103	375	476	1206	1580	718	751	3227	949	3030	
	47%	45%	50%	45%	47%	49%	49%	47%	46%	47%	47%	47%	48%	47%	48%	47%	48%	48%	48%	46%	46%	48%	47%	47%	
		A																							
Somewhat disagree	2092	1016	1077	216	374	429	432	308	253	80	69	316	272	715	549	169	215	588	871	418	409	1683	530	1562	
	25%	25%	25%	26%	23%	24%	25%	26%	26%	29%	20%	27%	24%	27%	24%	21%	22%	23%	26%	27%	25%	25%	26%	24%	
								D		D		JO		JLNO					PQ	PQ					
Strongly disagree	840	570	270	45	160	179	194	113	120	28	31	113	119	251	234	91	71	221	340	208	152	687	208	632	
	10%	14%	6%	5%	10%	10%	11%	10%	12%	10%	9%	10%	11%	10%	10%	11%	7%	9%	10%	13%	9%	10%	10%	10%	
		B			C	C	C	C	CG	C									P	PQR					
TOPBOX & LOWBOX SUMMARY																									
Agree (Top2Box)	5459	2442	3017	572	1117	1144	1096	757	605	168	239	762	744	1660	1520	529	700	1702	2108	950	1071	4388	1271	4188	
	65%	61%	69%	69%	68%	65%	64%	64%	62%	61%	70%	64%	66%	63%	66%	67%	71%	68%	64%	60%	66%	65%	63%	66%	
			A	FHI	FHI						KM						RS	RS	S						
Disagree (Low2Box)	2932	1585	1346	260	534	608	626	422	373	108	100	429	391	966	783	260	286	810	1211	625	561	2371	737	2194	
	35%	39%	31%	31%	32%	35%	36%	36%	38%	39%	30%	36%	34%	37%	34%	33%	29%	32%	36%	40%	34%	35%	37%	34%	
		B					CD		CD	CD	CD	J		J					PQ	PQR					

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/U - V/W

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?

		GENDER			AGE							EDUCATION						INCOME				IMMIGRANT		CHILDREN IN HH	
	TOTAL	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	No High School	High School	Some Post. Sec.	Completed College	Univ. Undergrad	Univ. Grad	<\$30K	\$30K - <\$60K	\$60K - <\$100K	\$100K+	Yes	No	Yes	No	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	
Base: All Respondents																									
Unweighted Base	8391	3982	4409	647	1245	1681	1702	1528	1255	333	378	1279	1243	2664	2081	739	959	2609	3350	1473	1496	6895	1813	6578	
Weighted Base	8391	4028	4363	833	1651	1752	1722	1178	978	277	339	1192	1136	2626	2303	789	986	2512	3319	1575	1632	6759	2008	6382	
Strongly agree	655	302	354	96	148	122	108	71	85	26	20	56	59	167	231	120	97	197	221	141	164	492	127	529	
	8%	7%	8%	12%	9%	7%	6%	6%	9%	9%	6%	5%	5%	6%	10%	15%	10%	8%	7%	9%	10%	7%	6%	8%	
Somewhat agree	2968	1307	1661	322	611	588	547	427	359	114	125	372	354	892	883	343	344	878	1166	580	598	2371	671	2297	
	35%	32%	38%	39%	37%	34%	32%	36%	37%	41%	37%	31%	31%	34%	38%	43%	35%	35%	35%	37%	37%	35%	33%	36%	
Somewhat disagree	2822	1312	1510	291	524	616	608	384	306	93	109	417	415	937	751	192	329	865	1137	490	529	2294	712	2110	
	34%	33%	35%	35%	32%	35%	35%	33%	31%	33%	32%	35%	37%	36%	33%	24%	33%	34%	34%	31%	32%	34%	35%	33%	
Strongly disagree	1945	1106	839	124	368	426	459	296	227	44	84	348	307	631	438	135	215	571	795	365	342	1603	498	1447	
	23%	27%	19%	15%	22%	24%	27%	25%	23%	16%	25%	29%	27%	24%	19%	17%	22%	23%	24%	23%	21%	24%	25%	23%	
TOPBOX & LOWBOX SUMMARY																									
Agree (Top2Box)	3623	1609	2014	418	759	709	655	499	444	140	146	427	413	1058	1114	463	441	1076	1386	720	761	2862	798	2826	
	43%	40%	46%	50%	46%	40%	38%	42%	45%	51%	43%	36%	36%	40%	48%	59%	45%	43%	42%	46%	47%	42%	40%	44%	
Disagree (Low2Box)	4768	2419	2349	415	892	1042	1067	680	534	137	194	765	723	1568	1189	327	544	1436	1932	855	871	3897	1211	3557	
	57%	60%	54%	50%	54%	60%	62%	58%	55%	49%	57%	64%	64%	60%	52%	41%	55%	57%	58%	54%	53%	58%	60%	56%	
		B				CDHI	CDGHI	CI			O	JMNO	JMNO	NO	O				S			T	W		

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/U - V/W

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?

	GENDER			AGE							EDUCATION						INCOME				IMMIGRANT		CHILDREN IN HH	
	TOTAL	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	No High School	High School	Some Post. Sec.	Completed College	Univ. Undergrad	Univ. Grad	<\$30K	\$30K - <\$60K	\$60K - <\$100K	\$100K+	Yes	No	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W
Base: All Respondents																								
Unweighted Base	8391	3982	4409	647	1245	1681	1702	1528	1255	333	378	1279	1243	2664	2081	739	959	2609	3350	1473	1496	6895	1813	6578
Weighted Base	8391	4028	4363	833	1651	1752	1722	1178	978	277	339	1192	1136	2626	2303	789	986	2512	3319	1575	1632	6759	2008	6382
Help the provincial NDP	2878	1361	1518	360	690	611	515	332	279	92	88	339	353	904	889	301	363	831	1102	581	558	2320	702	2176
	34%	34%	35%	43%	42%	35%	30%	28%	28%	33%	26%	28%	31%	34%	39%	38%	37%	33%	33%	37%	34%	34%	35%	34%
Hurt the provincial NDP	2091	793	1298	230	410	438	474	266	212	62	114	325	293	674	535	148	283	688	809	312	413	1679	525	1567
	25%	20%	30%	28%	25%	25%	28%	23%	22%	22%	34%	27%	26%	26%	23%	19%	29%	27%	24%	20%	25%	25%	26%	25%
			A	GH		H	GH				KLMNO	NO	O	O	O		RS	RS	S					
No impact	3421	1874	1548	242	551	703	733	581	488	123	137	527	489	1048	878	340	339	993	1408	682	662	2760	782	2639
	41%	47%	35%	29%	33%	40%	43%	49%	50%	44%	40%	44%	43%	40%	38%	43%	34%	40%	42%	43%	41%	41%	39%	41%
		B				CD	CD	CDEF	CDEF	CD		MN	N			N		P	PQ	PQ				

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/U - V/W