

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?

		ONTARIO		REGION						DISTRICT			
	TOTAL	GTA	Rest of Ontario	GTA - 416	GTA - 905	Southwest	Hamilton-Niagara Area	Eastern	Northern	London	Waterloo	Hamilton	Ottawa
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	8391	2904	5487	1720	1184	1991	1845	1048	603	322	309	285	400
Weighted Base	8391	3868	4523	2288	1580	1208	1611	1108	596	199	197	246	435
Healthcare	1327	535	792	308	227	207	260	212	112	34	32	27	76
	16%	14%	18%	13%	14%	17%	16%	19%	19%	17%	16%	11%	17%
			A			CD	C	CDF	CD	K			K
Economy and Jobs	2896	1381	1515	830	551	478	547	310	180	87	75	89	124
	35%	36%	34%	36%	35%	40%	34%	28%	30%	43%	38%	36%	29%
				GH	G	CDFGH	G			L	L	L	
Environment	197	92	105	52	40	25	34	28	18	5	4	2	18
	2%	2%	2%	2%	3%	2%	2%	2%	3%	3%	2%	1%	4%
													K
Education - general	341	162	179	87	75	46	62	50	21	7	9	10	19
	4%	4%	4%	4%	5%	4%	4%	5%	4%	4%	5%	4%	4%
Taxes	1217	562	655	277	285	159	247	176	73	25	27	41	56
	15%	15%	14%	12%	18%	13%	15%	16%	12%	13%	14%	17%	13%
					CEH		C	C					
Debt/Deficit reduction	532	245	287	151	94	68	94	85	41	7	12	16	32
	6%	6%	6%	7%	6%	6%	6%	8%	7%	3%	6%	6%	7%
								E					I
Social services - pensions, daycare, housing	507	253	254	175	79	50	101	69	35	8	9	17	33
	6%	7%	6%	8%	5%	4%	6%	6%	6%	4%	5%	7%	8%
				DE			E	E					
Crime/Justice	96	37	59	19	19	11	21	17	10	2	3	2	10
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%
Poverty	249	96	153	61	34	45	56	24	28	9	6	12	11
	3%	2%	3%	3%	2%	4%	3%	2%	5%	5%	3%	5%	3%
			A			DG	D		CDG				
Energy/electricity	244	83	161	47	36	31	58	41	32	4	3	8	10
	3%	2%	4%	2%	2%	3%	4%	4%	5%	2%	1%	3%	2%
			A				C	C	CDE				
Public transit	209	170	39	136	33	5	13	19	2	0	2	3	13
	2%	4%	1%	6%	2%	0	1%	2%	0	-	1%	1%	3%
		B		DEFGH	EFH			EFH					I
Government accountability	484	195	290	108	86	76	108	66	40	10	14	17	27
	6%	5%	6%	5%	5%	6%	7%	6%	7%	5%	7%	7%	6%
			A			C	C						
Public services	91	58	34	38	20	8	11	12	3	1	2	4	6
	1%	1%	1%	2%	1%	1%	1%	1%	1%	0	1%	1%	1%
		B		EF									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L

ONTARIO ELECTION 2011 - STAGING STUDY

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

		ONTARIO		REGION						DISTRICT			
	TOTAL	GTA	Rest of Ontario	GTA - 416	GTA - 905	Southwest	Hamilton-Niagara Area	Eastern	Northern	London	Waterloo	Hamilton	Ottawa
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	8391	2904	5487	1720	1184	1991	1845	1048	603	322	309	285	400
Weighted Base	8391	3868	4523	2288	1580	1208	1611	1108	596	199	197	246	435
The Ontario Progressive Conservative Party (PC), led by Tim Hudak	3034	1276	1758	642	633	482	593	489	195	69	79	64	152
	36%	33%	39%	28%	40%	40%	37%	44%	33%	35%	40%	26%	35%
			A		CH	CH	C	CEFH	C	K	K		K
The Ontario Liberal Party, led by Dalton McGuinty	3012	1587	1425	999	588	374	529	355	168	65	65	61	159
	36%	41%	32%	44%	37%	31%	33%	32%	28%	32%	33%	25%	37%
		B		DEFGH	EFGH		H			K	K		K
The Ontario New Democratic Party (NDP), led by Andrea Horwath	2077	866	1210	562	304	319	444	238	209	59	45	118	115
	25%	22%	27%	25%	19%	26%	28%	22%	35%	30%	23%	48%	26%
			A	D		DG	DG		CDEFG			IJL	
Other:	268	139	129	84	55	34	45	26	24	6	8	3	8
	3%	4%	3%	4%	3%	3%	3%	2%	4%	3%	4%	1%	2%
											K		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L

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?

		ONTARIO		REGION						DISTRICT			
	TOTAL	GTA	Rest of Ontario	GTA - 416	GTA - 905	Southwest	Hamilton-Niagara Area	Eastern	Northern	London	Waterloo	Hamilton	Ottawa
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	8391	2904	5487	1720	1184	1991	1845	1048	603	322	309	285	400
Weighted Base	8391	3868	4523	2288	1580	1208	1611	1108	596	199	197	246	435
Strongly agree	512	249	262	149	101	73	95	60	34	12	8	16	20
	6%	6%	6%	6%	6%	6%	6%	5%	6%	6%	4%	7%	4%
Somewhat agree	4673	2090	2583	1206	884	698	926	603	356	114	113	139	217
	56%	54%	57%	53%	56%	58%	57%	54%	60%	57%	57%	56%	50%
Somewhat disagree			A			C	C		CG				
	2661	1263	1398	763	500	365	495	363	175	62	62	67	155
	32%	33%	31%	33%	32%	30%	31%	33%	29%	31%	32%	27%	36%
Strongly disagree				E									K
	546	266	279	170	96	73	95	81	31	12	14	24	43
	7%	7%	6%	7%	6%	6%	6%	7%	5%	6%	7%	10%	10%
TOPBOX & LOWBOX SUMMARY													
Agree (Top2Box)	5184	2339	2845	1355	984	770	1022	663	390	126	121	155	237
	62%	60%	63%	59%	62%	64%	63%	60%	65%	63%	61%	63%	54%
			A			CG	C		CG	L		L	
Disagree (Low2Box)	3207	1529	1678	934	596	438	589	444	206	73	77	91	198
	38%	40%	37%	41%	38%	36%	37%	40%	35%	37%	39%	37%	46%
		B		EFH				EH					IK

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L

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?

		ONTARIO		REGION						DISTRICT			
	TOTAL	GTA	Rest of Ontario	GTA - 416	GTA - 905	Southwest	Hamilton-Niagara Area	Eastern	Northern	London	Waterloo	Hamilton	Ottawa
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	8391	2904	5487	1720	1184	1991	1845	1048	603	322	309	285	400
Weighted Base	8391	3868	4523	2288	1580	1208	1611	1108	596	199	197	246	435
Strongly agree	696	332	364	196	136	88	132	85	60	17	14	20	33
	8%	9%	8%	9%	9%	7%	8%	8%	10%	8%	7%	8%	7%
									E				
Somewhat agree	1458	697	760	406	292	221	262	166	111	39	32	48	65
	17%	18%	17%	18%	18%	18%	16%	15%	19%	20%	16%	20%	15%
					G	G							
Somewhat disagree	2159	1043	1116	625	418	303	394	278	141	47	44	64	119
	26%	27%	25%	27%	26%	25%	24%	25%	24%	24%	22%	26%	27%
		B											
Strongly disagree	4079	1796	2282	1061	735	596	823	579	284	96	107	113	218
	49%	46%	50%	46%	47%	49%	51%	52%	48%	48%	54%	46%	50%
			A				CD	CD					
TOPBOX & LOWBOX SUMMARY													
Agree (Top2Box)	2154	1029	1124	602	427	309	394	250	171	56	46	68	97
	26%	27%	25%	26%	27%	26%	24%	23%	29%	28%	23%	28%	22%
				G	G				FG				
Disagree (Low2Box)	6237	2839	3398	1686	1153	899	1217	857	425	143	152	178	338
	74%	73%	75%	74%	73%	74%	76%	77%	71%	72%	77%	72%	78%
							H	CDH					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L

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?

		ONTARIO		REGION						DISTRICT			
	TOTAL	GTA	Rest of Ontario	GTA - 416	GTA - 905	Southwest	Hamilton-Niagara Area	Eastern	Northern	London	Waterloo	Hamilton	Ottawa
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	8391	2904	5487	1720	1184	1991	1845	1048	603	322	309	285	400
Weighted Base	8391	3868	4523	2288	1580	1208	1611	1108	596	199	197	246	435
Strongly agree	3054	1351	1703	730	621	446	632	373	252	73	57	100	115
	36%	35%	38%	32%	39%	37%	39%	34%	42%	37%	29%	41%	26%
			A		CG	C	CG		CEG	JL		JL	
Somewhat agree	2501	1090	1412	636	454	385	496	340	191	59	68	83	131
	30%	28%	31%	28%	29%	32%	31%	31%	32%	30%	34%	34%	30%
			A			C							
Somewhat disagree	1838	945	894	576	369	251	320	224	99	44	46	44	98
	22%	24%	20%	25%	23%	21%	20%	20%	17%	22%	23%	18%	23%
		B		EFGH	FH	H							
Strongly disagree	997	483	514	346	137	126	164	171	54	23	27	19	90
	12%	12%	11%	15%	9%	10%	10%	15%	9%	12%	14%	8%	21%
				DEFH				DEFH			K		IJK
TOPBOX & LOWBOX SUMMARY													
Agree (Top2Box)	5555	2441	3115	1366	1074	831	1128	713	443	132	125	183	246
	66%	63%	69%	60%	68%	69%	70%	64%	74%	66%	63%	74%	57%
			A		C	CG	CG	C	CDEFG	L		IJL	
Disagree (Low2Box)	2836	1428	1408	922	506	377	483	395	153	67	72	63	189
	34%	37%	31%	40%	32%	31%	30%	36%	26%	34%	37%	26%	43%
		B		DEFGH	H	H	H	EFH		K	K		IK

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L

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?

		ONTARIO		REGION						DISTRICT			
	TOTAL	GTA	Rest of Ontario	GTA - 416	GTA - 905	Southwest	Hamilton-Niagara Area	Eastern	Northern	London	Waterloo	Hamilton	Ottawa
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	8391	2904	5487	1720	1184	1991	1845	1048	603	322	309	285	400
Weighted Base	8391	3868	4523	2288	1580	1208	1611	1108	596	199	197	246	435
Strongly agree	1480	702	779	466	236	205	282	170	122	34	33	35	75
	18%	18%	17%	20%	15%	17%	18%	15%	20%	17%	17%	14%	17%
				DEFG					DG				
Somewhat agree	3979	1831	2148	1061	770	588	781	488	290	100	100	121	189
	47%	47%	47%	46%	49%	49%	49%	44%	49%	50%	51%	49%	43%
					G	G	G						
Somewhat disagree	2092	948	1144	538	410	304	415	294	131	44	52	70	111
	25%	25%	25%	24%	26%	25%	26%	27%	22%	22%	26%	28%	25%
								H					
Strongly disagree	840	388	452	223	165	111	132	156	53	21	12	21	60
	10%	10%	10%	10%	10%	9%	8%	14%	9%	10%	6%	8%	14%
					F			CDEFH		J			JK
TOPBOX & LOWBOX SUMMARY													
Agree (Top2Box)	5459	2533	2927	1527	1005	793	1064	658	412	134	134	156	264
	65%	65%	65%	67%	64%	66%	66%	59%	69%	67%	68%	63%	61%
				G	G	G	G		DG				
Disagree (Low2Box)	2932	1336	1596	761	575	415	547	449	184	65	64	90	171
	35%	35%	35%	33%	36%	34%	34%	41%	31%	33%	32%	37%	39%
					H			CDEFH					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L

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?

		ONTARIO		REGION						DISTRICT			
	TOTAL	GTA	Rest of Ontario	GTA - 416	GTA - 905	Southwest	Hamilton-Niagara Area	Eastern	Northern	London	Waterloo	Hamilton	Ottawa
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	8391	2904	5487	1720	1184	1991	1845	1048	603	322	309	285	400
Weighted Base	8391	3868	4523	2288	1580	1208	1611	1108	596	199	197	246	435
Strongly agree	655	379	276	252	127	73	92	79	32	16	17	13	40
	8%	10%	6%	11%	8%	6%	6%	7%	5%	8%	9%	5%	9%
		B		DEFGH	EFH								
Somewhat agree	2968	1470	1498	906	564	406	562	358	172	81	60	89	160
	35%	38%	33%	40%	36%	34%	35%	32%	29%	40%	31%	36%	37%
		B		DEFGH	H	H	H			J			
Somewhat disagree	2822	1252	1570	723	529	420	557	375	217	58	72	81	138
	34%	32%	35%	32%	33%	35%	35%	34%	36%	29%	36%	33%	32%
			A			C			C				
Strongly disagree	1945	766	1179	407	359	309	399	296	175	45	49	62	96
	23%	20%	26%	18%	23%	26%	25%	27%	29%	22%	25%	25%	22%
			A		C	C	C	CD	CDF				
TOPBOX & LOWBOX SUMMARY													
Agree (Top2Box)	3623	1850	1774	1158	691	479	654	437	204	96	77	102	201
	43%	48%	39%	51%	44%	40%	41%	39%	34%	48%	39%	42%	46%
		B		DEFGH	EGH	H	H	H		J			
Disagree (Low2Box)	4768	2019	2749	1130	889	729	957	671	392	103	120	143	234
	57%	52%	61%	49%	56%	60%	59%	61%	66%	52%	61%	58%	54%
			A		C	CD	C	CD	CDEFG		I		

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L

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?

		ONTARIO		REGION						DISTRICT			
	TOTAL	GTA	Rest of Ontario	GTA - 416	GTA - 905	Southwest	Hamilton-Niagara Area	Eastern	Northern	London	Waterloo	Hamilton	Ottawa
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	8391	2904	5487	1720	1184	1991	1845	1048	603	322	309	285	400
Weighted Base	8391	3868	4523	2288	1580	1208	1611	1108	596	199	197	246	435
Help the provincial NDP	2878	1424	1454	902	521	384	548	366	157	74	65	86	150
	34%	37%	32%	39%	33%	32%	34%	33%	26%	37%	33%	35%	35%
		B		DEFGH	H	H	H	H					
Hurt the provincial NDP	2091	915	1176	512	403	348	390	257	181	56	47	51	85
	25%	24%	26%	22%	26%	29%	24%	23%	30%	28%	24%	21%	20%
			A			CDFG			CDFG	KL			
No impact	3421	1529	1892	873	656	476	674	485	258	69	85	109	199
	41%	40%	42%	38%	41%	39%	42%	44%	43%	35%	43%	44%	46%
			A				C	CE	C		I	I	I

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L