

ONTARIO ELECTION 2011 - STAGING STUDY

16. To what extent do you agree or disagree with the following statements: 6) I think Ontario is a have-not province?

		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	814	356	458	209	147	116	136	143	63	18	14	23	56
	10%	9%	10%	9%	9%	10%	8%	13%	11%	9%	7%	10%	13%
								CDEF					J
Somewhat agree	2645	1209	1436	720	490	386	525	331	193	61	55	92	126
	32%	31%	32%	31%	31%	32%	33%	30%	32%	30%	28%	37%	29%
												JL	
Somewhat disagree	3626	1721	1905	1024	697	527	706	428	244	92	99	103	168
	43%	44%	42%	45%	44%	44%	44%	39%	41%	46%	50%	42%	39%
		B		G	G	G	G				KL		
Strongly disagree	1305	582	724	335	246	179	244	205	95	29	29	27	85
	16%	15%	16%	15%	16%	15%	15%	19%	16%	14%	15%	11%	19%
								CEF					K
TOPBOX & LOWBOX SUMMARY													
Agree (Top2Box)	3459	1565	1894	929	636	502	661	474	257	79	69	116	182
	41%	40%	42%	41%	40%	42%	41%	43%	43%	39%	35%	47%	42%
												J	
Disagree (Low2Box)	4932	2303	2629	1360	944	706	950	633	339	121	129	130	253
	59%	60%	58%	59%	60%	58%	59%	57%	57%	61%	65%	53%	58%
											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: 7) The province of Ontario is ready for a female Premier?

		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	2325	1113	1212	739	374	323	432	301	156	55	59	98	141
	28%	29%	27%	32%	24%	27%	27%	27%	26%	28%	30%	40%	32%
				DEFGH								IJ	
Somewhat agree	3904	1770	2134	1047	723	572	764	517	281	99	93	110	205
	47%	46%	47%	46%	46%	47%	47%	47%	47%	50%	47%	45%	47%
Somewhat disagree													
	1625	754	872	374	380	227	318	211	114	36	38	34	66
	19%	19%	19%	16%	24%	19%	20%	19%	19%	18%	19%	14%	15%
Strongly disagree					CEFGH		C						
	537	232	305	128	104	86	97	79	44	10	8	4	23
	6%	6%	7%	6%	7%	7%	6%	7%	7%	5%	4%	2%	5%
										K			K
TOPBOX & LOWBOX SUMMARY													
Agree (Top2Box)	6228	2883	3346	1786	1096	895	1195	818	437	154	152	208	346
	74%	75%	74%	78%	69%	74%	74%	74%	73%	77%	77%	85%	80%
				DEFGH		D	D	D				IJ	
Disagree (Low2Box)	2163	986	1177	502	484	313	416	290	158	46	46	38	89
	26%	25%	26%	22%	31%	26%	26%	26%	27%	23%	23%	15%	20%
					CEFG	C	C	C	C	K	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

17. Does Rob Ford being mayor of Toronto make you more, less, or about as likely to vote for the Progressive Conservatives 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: Respondents living in Toronto													
Unweighted Base	3048	2856	192	1719	1137	0	192	0	0	0	0	0	0
Weighted Base	3978	3809	169	2287	1522	..	169	..	..	..	..	..	..
More likely	346	337	9	203	134	0	9	0	0	0	0	0	0
	9%	9%	5%	9%	9%	-	5%	-	-	-	-	-	-
About as likely	1743	1643	100	873	770	0	100	0	0	0	0	0	0
	44%	43%	59%	38%	51%	-	59%	-	-	-	-	-	-
			A		C		CD						
Less likely	1889	1829	60	1211	618	0	60	0	0	0	0	0	0
	47%	48%	36%	53%	41%	-	36%	-	-	-	-	-	-
		B		DF									

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G/H - I/J/K/L .. very small base (under 1) ineligible for sig testing

ONTARIO ELECTION 2011 - STAGING STUDY

18. Which of the party leaders would you most like to have over to your home for a barbecue?

		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
Dalton McGuinty	2640	1416	1224	867	549	324	457	304	139	55	57	43	133
	31%	37%	27%	38%	35%	27%	28%	27%	23%	27%	29%	18%	31%
		B		EFGH	EFGH		H			K	K		K
Tim Hudak	2654	1115	1540	546	568	421	504	430	184	58	69	48	149
	32%	29%	34%	24%	36%	35%	31%	39%	31%	29%	35%	19%	34%
			A		CFH	CF	C	CEFH	C	K	K		K
Andrea Horwath	3097	1338	1760	874	463	463	650	373	273	86	71	155	152
	37%	35%	39%	38%	29%	38%	40%	34%	46%	43%	36%	63%	35%
			A	DG		DG	DG	D	CDEFG	L		IJL	

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

ONTARIO ELECTION 2011 - STAGING STUDY

19. MORE FAVOURABLE SUMMARY TABLE

		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
Dalton McGuinty	1290	709	581	472	237	154	220	139	67	32	26	34	60
	15%	18%	13%	21%	15%	13%	14%	13%	11%	16%	13%	14%	14%
		B		DEFGH	H								
Tim Hudak	1436	603	833	319	285	233	269	226	104	34	39	37	75
	17%	16%	18%	14%	18%	19%	17%	20%	17%	17%	20%	15%	17%
			A		C	CF	C	CF	C				
Andrea Horwath	2037	882	1154	565	317	314	443	233	164	55	47	93	106
	24%	23%	26%	25%	20%	26%	28%	21%	28%	28%	24%	38%	24%
			A	DG		DG	DG		DG			IJL	

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

ONTARIO ELECTION 2011 - STAGING STUDY

19. NO CHANGE SUMMARY TABLE

		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
Dalton McGuinty	4813	2242	2571	1291	951	695	920	612	343	108	112	136	245
	57%	58%	57%	56%	60%	58%	57%	55%	58%	54%	57%	55%	56%
					G								
Tim Hudak	4279	1926	2352	1061	866	611	810	583	349	97	99	112	214
	51%	50%	52%	46%	55%	51%	50%	53%	59%	49%	50%	46%	49%
					CEF	C	C	C	CEFG				
Andrea Horwath	5784	2710	3073	1549	1161	827	1072	796	377	133	137	139	297
	69%	70%	68%	68%	73%	68%	67%	72%	63%	67%	70%	57%	68%
					CEFH	H		CFH		K	K		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

19. LESS FAVOURABLE SUMMARY TABLE

		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
Dalton McGuinty	2288	917	1371	525	392	359	471	356	185	59	60	76	129
	27%	24%	30%	23%	25%	30%	29%	32%	31%	30%	30%	31%	30%
			A			CD	CD	CD	CD				
Tim Hudak	2676	1339	1338	909	430	364	532	299	142	68	59	97	146
	32%	35%	30%	40%	27%	30%	33%	27%	24%	34%	30%	40%	34%
		B		DEFGH		H	DGH					J	
Andrea Horwath	571	275	295	174	101	68	95	78	54	10	13	14	32
	7%	7%	7%	8%	6%	6%	6%	7%	9%	5%	7%	6%	7%
				E					DEF				

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

ONTARIO ELECTION 2011 - STAGING STUDY

19. Since the election campaign officially started on September 7, do you have a more favourable impression, less favourable impression or no change of impression in each of the party leaders: 1) Dalton McGuinty?

		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
More favourable	1290	709	581	472	237	154	220	139	67	32	26	34	60
	15%	18%	13%	21%	15%	13%	14%	13%	11%	16%	13%	14%	14%
		B		DEFGH	H								
No change	4813	2242	2571	1291	951	695	920	612	343	108	112	136	245
	57%	58%	57%	56%	60%	58%	57%	55%	58%	54%	57%	55%	56%
					G								
Less favourable	2288	917	1371	525	392	359	471	356	185	59	60	76	129
	27%	24%	30%	23%	25%	30%	29%	32%	31%	30%	30%	31%	30%
			A			CD	CD	CD	CD				

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

ONTARIO ELECTION 2011 - STAGING STUDY

19. Since the election campaign officially started on September 7, do you have a more favourable impression, less favourable impression or no change of impression in each of the party leaders: 2) Tim Hudak?

		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
More favourable	1436	603	833	319	285	233	269	226	104	34	39	37	75
	17%	16%	18%	14%	18%	19%	17%	20%	17%	17%	20%	15%	17%
			A		C	CF	C	CF	C				
No change	4279	1926	2352	1061	866	611	810	583	349	97	99	112	214
	51%	50%	52%	46%	55%	51%	50%	53%	59%	49%	50%	46%	49%
					CEF	C	C	C	CEFG				
Less favourable	2676	1339	1338	909	430	364	532	299	142	68	59	97	146
	32%	35%	30%	40%	27%	30%	33%	27%	24%	34%	30%	40%	34%
		B		DEFGH		H	DGH					J	

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

ONTARIO ELECTION 2011 - STAGING STUDY

19. Since the election campaign officially started on September 7, do you have a more favourable impression, less favourable impression or no change of impression in each of the party leaders: 3) Andrea Horwath?

		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
More favourable	2037	882	1154	565	317	314	443	233	164	55	47	93	106
	24%	23%	26%	25%	20%	26%	28%	21%	28%	28%	24%	38%	24%
			A	DG		DG	DG		DG			IJL	
No change	5784	2710	3073	1549	1161	827	1072	796	377	133	137	139	297
	69%	70%	68%	68%	73%	68%	67%	72%	63%	67%	70%	57%	68%
					CEFH	H		CFH		K	K		K
Less favourable	571	275	295	174	101	68	95	78	54	10	13	14	32
	7%	7%	7%	8%	6%	6%	6%	7%	9%	5%	7%	6%	7%
				E					DEF				

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

ONTARIO ELECTION 2011 - STAGING STUDY

20. Would you be more likely, less likely, or about as likely to vote for the Liberals if Dalton McGuinty was not the leader of the party and someone else was leader instead?

		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
More likely	1939	900	1039	526	374	261	375	264	140	45	45	61	91
	23%	23%	23%	23%	24%	22%	23%	24%	23%	23%	23%	25%	21%
Less likely	1367	709	657	411	298	162	232	178	85	26	30	46	68
	16%	18%	15%	18%	19%	13%	14%	16%	14%	13%	15%	19%	16%
		B		EFH	EFH								
About as likely	5085	2259	2826	1351	908	785	1004	666	371	129	122	139	276
	61%	58%	62%	59%	57%	65%	62%	60%	62%	65%	62%	57%	63%
			A			CDG	D						

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

ONTARIO ELECTION 2011 - STAGING STUDY

21. Would you be more likely, less likely, or about as likely to vote for the Progressive Conservatives if Tim Hudak weren't the leader of the party and someone else was leader instead?

		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
More likely	1915	950	966	585	365	252	390	238	87	43	41	64	103
	23%	25%	21%	26%	23%	21%	24%	21%	15%	22%	21%	26%	24%
		B		EGH	H	H	EH	H					
Less likely	1150	581	569	320	261	171	178	119	101	25	25	37	42
	14%	15%	13%	14%	17%	14%	11%	11%	17%	13%	13%	15%	10%
		B		FG	FG	FG			FG			L	
About as likely	5326	2338	2988	1384	954	786	1044	751	408	131	132	145	290
	63%	60%	66%	60%	60%	65%	65%	68%	69%	66%	67%	59%	67%
			A			CD	CD	CD	CD				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

22. Would you be more likely, less likely, or about as likely to vote for the NDP if Andrea Horwath was not the leader of the party and someone else was leader instead?

		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
More likely	677	327	350	197	130	106	109	77	59	20	16	23	41
	8%	8%	8%	9%	8%	9%	7%	7%	10%	10%	8%	9%	10%
				F		F			FG				
Less likely	1332	603	729	346	257	179	278	167	105	27	26	50	55
	16%	16%	16%	15%	16%	15%	17%	15%	18%	13%	13%	21%	13%
												IJL	
About as likely	6381	2938	3443	1745	1193	923	1224	864	432	152	156	173	338
	76%	76%	76%	76%	76%	76%	76%	78%	72%	77%	79%	70%	78%
								H			K		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

24. Which of the following best represents your position:

		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
I am paying close attention to the provincial election campaign	2956	1350	1606	832	519	425	594	403	183	70	72	94	155
	35%	35%	35%	36%	33%	35%	37%	36%	31%	35%	36%	38%	36%
				H			DH	H					
I'll pay closer attention to the campaign around the debates and closer to the end	4623	2133	2490	1238	896	653	872	617	348	111	100	128	241
	55%	55%	55%	54%	57%	54%	54%	56%	58%	56%	51%	52%	55%
I'm not going to pay attention to this election campaign at all	812	385	427	219	166	130	145	88	65	19	26	24	39
	10%	10%	9%	10%	10%	11%	9%	8%	11%	9%	13%	10%	9%
					G	G							

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