

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?

		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	814	490	323	57	139	152	183	154	97	32	31	121	125	262	212	62	88	242	321	163	148	666	158	656	
	10%	12%	7%	7%	8%	9%	11%	13%	10%	11%	9%	10%	11%	10%	9%	8%	9%	10%	10%	10%	9%	10%	8%	10%	
		B					C	CDEFH	C	C			O											V	
Somewhat agree	2645	1341	1304	240	490	556	563	371	330	95	122	394	373	851	663	239	319	811	1043	472	547	2098	647	1999	
	32%	33%	30%	29%	30%	32%	33%	31%	34%	34%	36%	33%	33%	32%	29%	30%	32%	32%	31%	30%	34%	31%	32%	31%	
		B					CD				N	N	N	N											
Somewhat disagree	3626	1596	2030	406	789	807	711	437	379	97	145	495	475	1144	1049	316	425	1090	1457	655	703	2923	916	2710	
	43%	40%	47%	49%	48%	46%	41%	37%	39%	35%	43%	42%	42%	44%	46%	40%	43%	43%	44%	42%	43%	43%	46%	42%	
			A	FGHI	FGHI	FGHI	GI								KO								W		
Strongly disagree	1305	600	706	130	232	236	265	217	172	53	41	182	162	369	378	172	153	369	498	285	234	1071	288	1018	
	16%	15%	16%	16%	14%	13%	15%	18%	18%	19%	12%	15%	14%	14%	16%	22%	16%	15%	15%	18%	14%	16%	14%	16%	
							DEF	DE	DE						M	JKLMN				QR					
TOPBOX & LOWBOX SUMMARY																									
Agree (Top2Box)	3459	1832	1627	297	629	708	746	525	427	127	153	515	498	1113	875	301	407	1053	1364	635	695	2764	805	2654	
	41%	45%	37%	36%	38%	40%	43%	45%	44%	46%	45%	43%	44%	42%	38%	38%	41%	42%	41%	40%	43%	41%	40%	42%	
		B				C	CD	CDE	CD	CD	NO	NO	NO	N											
Disagree (Low2Box)	4932	2196	2736	536	1022	1043	976	654	551	150	187	676	638	1513	1428	488	578	1459	1955	940	937	3995	1204	3728	
	59%	55%	63%	64%	62%	60%	57%	55%	56%	54%	55%	57%	56%	58%	62%	62%	59%	58%	59%	60%	57%	59%	60%	58%	
			A	EFGHI	FGHI	G									JKLM	JKL									

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: 7) The province of Ontario is ready for a female Premier?

		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	1529	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	918	277	339	1192	1136	2626	2303	799	986	2512	3319	1575	1632	6759	2008	6382		
	2325	963	1361	287	615	544	441	260	142	36	92	273	275	711	688	281	331	730	842	423	404	1921	616	1709		
Strongly agree	28%	24%	31%	34%	37%	31%	26%	22%	14%	13%	27%	23%	24%	27%	30%	36%	34%	29%	25%	27%	25%	28%	31%	27%		
		A	FGHI	EFGHI	FGHI	GHI	HI							K	KLM	JKLMN	QRS	R				T	W			
Somewhat agree	3904	1850	2053	387	752	802	834	554	445	132	148	521	539	1250	1094	352	438	1121	1601	744	768	3136	957	2946		
	47%	46%	47%	46%	46%	46%	48%	47%	45%	48%	43%	44%	47%	48%	48%	45%	44%	45%	48%	47%	47%	46%	48%	46%		
														K	K			Q								
Somewhat disagree	1625	844	781	124	216	311	341	275	286	74	65	299	234	507	403	117	146	485	683	311	358	1267	337	1288		
	19%	21%	18%	15%	13%	18%	20%	23%	29%	27%	19%	25%	21%	19%	18%	15%	15%	19%	21%	20%	22%	19%	17%	20%		
		B				D	CD	CDEF	CDEFG	CDEF		JLMNO	NO	O	P	P	P	P	P	P	U		V			
Strongly disagree	537	370	168	35	69	95	106	90	106	36	35	99	87	158	118	39	71	176	193	98	102	435	98	439		
	6%	5%	4%	4%	4%	5%	6%	5%	11%	13%	10%	8%	8%	6%	5%	5%	7%	7%	6%	6%	6%	6%	5%	7%		
		B				D	CDE	CDEFG	CDEFG		MNO	MNO	NO											V		
TOPBOX & LOWBOX SUMMARY																										
Agree (Top2Box)	6228	2814	3415	674	1366	1346	1275	814	587	167	240	794	814	1961	1782	634	769	1851	2443	1167	1172	5057	1573	4655		
	74%	70%	78%	81%	83%	77%	74%	69%	60%	60%	71%	67%	72%	75%	77%	80%	78%	74%	74%	74%	72%	75%	78%	73%		
		A	EFGHI	EFGHI	GHI	GHI	HI	HI	365	392	110	99	398	321	665	521	156	217	661	876	409	461	1702	435	1727	
Disagree (Low2Box)	2163	1214	949	159	285	406	447	365	392	110	99	398	321	665	521	156	217	661	876	409	461	1702	435	1727		
	26%	30%	22%	19%	17%	23%	26%	31%	40%	40%	29%	33%	28%	25%	23%	20%	22%	26%	26%	26%	28%	25%	22%	27%		
		B				CD	CD	CDEF	CDEFG	CDEFG	NO	LMNO	NO	NO				P	P	P	U			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

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?

		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: Respondents living in Toronto																									
Unweighted Base	3048	1470	1578	264	576	732	603	418	348	107	95	380	349	882	986	355	324	861	1202	661	835	2213	718	2330	
Weighted Base	3978	1935	2043	440	939	943	767	426	351	113	116	473	431	1143	1346	468	448	1116	1541	874	1115	2863	1009	2969	
More likely	346	217	130	29	84	89	53	39	44	8	15	54	42	96	106	33	43	113	119	71	110	236	72	274	
	9%	11%	6%	7%	9%	9%	7%	9%	12%	7%	13%	11%	10%	8%	8%	7%	10%	10%	8%	8%	10%	8%	7%	9%	
About as likely	1743	866	877	204	401	423	368	172	125	49	55	233	188	501	590	176	170	465	732	376	490	1253	525	1217	
	44%	45%	43%	46%	43%	45%	48%	40%	36%	43%	48%	49%	44%	44%	44%	38%	38%	42%	48%	43%	44%	44%	52%	41%	
				H	H	H	GH						O		O				PQ				W		
Less likely	1889	852	1037	206	455	430	345	215	182	55	46	186	202	546	649	259	234	538	690	427	515	1374	411	1478	
	47%	44%	51%	47%	48%	46%	45%	51%	52%	49%	39%	39%	47%	48%	48%	55%	52%	48%	45%	49%	46%	48%	41%	50%	
			A						F					K	K	JKLMN	R							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

ONTARIO ELECTION 2011 - STAGING STUDY

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

	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
Dalton McGuinty	2640	1338	1302	290	540	536	481	379	324	90	89	328	321	723	856	318	321	741	1009	569	603	2036	597	2043
	31%	33%	30%	35%	33%	31%	28%	32%	33%	32%	26%	28%	28%	28%	37%	40%	33%	30%	30%	36%	37%	30%	30%	32%
Tim Hudak	B			F	F	F	F	F	F	F					JKLM	JKLM			QR	U				
	2654	1453	1201	200	442	554	575	408	362	114	121	458	351	883	648	192	232	762	1121	538	500	2154	652	2002
	32%	36%	28%	24%	27%	32%	33%	35%	37%	41%	36%	38%	31%	34%	28%	24%	24%	30%	34%	34%	31%	32%	32%	31%
		B		CD	CD	CD	CD	CD	CDE	CDEFG	NO	LMNO	O	NO				P	PQ	PQ				
Andrea Horwath	3097	1237	1861	343	668	662	666	392	292	73	129	406	463	1019	799	279	432	1008	1188	468	528	2569	760	2338
	37%	31%	43%	41%	40%	38%	39%	33%	30%	27%	38%	34%	41%	39%	35%	35%	44%	40%	36%	30%	32%	38%	38%	37%
		A		GHI	GHI	GHI	GHI	I					KNO	KN			RS	RS	S		T			

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

19. MORE FAVOURABLE SUMMARY TABLE

	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
Dalton McGuinty	1290	668	622	153	265	264	221	184	160	45	42	150	138	364	419	176	175	348	491	276	298	992	276	1014
	15%	17%	14%	18%	16%	15%	13%	16%	16%	16%	12%	13%	12%	14%	18%	22%	18%	14%	15%	17%	18%	15%	14%	16%
	B			F	F		F		F						JKLM	JKLMN	QR			OR	U			V
Tim Hudak	1436	793	643	126	260	302	294	228	179	47	65	236	217	475	335	107	156	436	594	250	283	1153	362	1074
	17%	20%	15%	15%	16%	17%	17%	19%	18%	17%	19%	20%	19%	18%	15%	14%	16%	17%	18%	16%	17%	17%	18%	17%
		B					CD				NO	NO	NO	NO										
Andrea Horwath	2037	979	1058	192	375	382	464	313	249	61	74	298	294	672	516	181	278	618	796	345	364	1673	478	1559
	24%	24%	24%	23%	23%	22%	27%	27%	25%	22%	22%	25%	26%	26%	22%	23%	28%	25%	24%	22%	22%	25%	24%	24%
							DE	DE	E				N	N			QRS							

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

19. NO CHANGE SUMMARY TABLE

		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+ S	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	
Dalton McGuinty	4813	2146	2667	512	1011	1032	973	629	515	141	179	611	623	1491	1438	467	559	1427	1895	931	954	3858	1209	3604	
	57%	53%	61%	61%	61%	59%	56%	53%	53%	51%	53%	51%	55%	57%	62%	59%	57%	57%	57%	59%	58%	57%	60%	56%	
		A		FGHI	FGHI	GHI	H							K	JKLM		K						W		
Tim Hudak	4279	1869	2410	515	923	932	834	508	440	127	209	673	569	1396	1097	332	549	1314	1679	737	879	3399	1140	3138	
	51%	46%	55%	62%	56%	53%	48%	43%	45%	46%	62%	56%	50%	53%	48%	42%	56%	52%	51%	47%	54%	50%	57%	49%	
		A		DEFGHI	FGHI	FGHI	G				LMNO	LNO	O	NO	O		RS	S	S		U		W		
Andrea Horwath	5784	2697	3086	595	1183	1256	1151	768	635	196	230	786	755	1783	1668	558	644	1695	2321	1123	1143	4641	1423	4360	
	69%	67%	71%	72%	72%	72%	67%	65%	65%	71%	68%	66%	66%	68%	72%	71%	65%	67%	70%	71%	70%	69%	71%	68%	
		A		FGH	FGH	FGH									KLM	K		P	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

ONTARIO ELECTION 2011 - STAGING STUDY

19. LESS FAVOURABLE SUMMARY TABLE

		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+ S	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	
Dalton McGuinty	2288	1215	1074	168	376	456	529	366	304	91	119	431	375	771	446	147	251	737	932	368	380	1908	524	1765	
	27%	30%	25%	20%	23%	26%	31%	31%	31%	33%	35%	36%	33%	29%	19%	19%	25%	29%	28%	23%	23%	28%	26%	28%	
		B					C	CDE	CDE	CDE	CDE	MNO	MNO	MNO	NO			PS	S			T			
Tim Hudak	2676	1366	1310	192	469	518	593	443	359	103	65	283	349	754	871	350	281	762	1046	589	470	2207	506	2170	
	32%	34%	30%	23%	28%	30%	34%	38%	37%	37%	19%	24%	31%	29%	38%	44%	28%	30%	32%	37%	29%	33%	25%	34%	
		B			C	C	C	CDE	CDE	CDE	CDE		JK	JK	JKLM	JKLMN					PQR	T		V	
Andrea Horwath	571	352	219	45	94	113	107	97	94	20	36	108	87	171	119	51	63	199	201	107	126	445	107	463	
	7%	9%	5%	5%	6%	6%	6%	8%	10%	7%	10%	9%	8%	7%	5%	6%	6%	8%	6%	7%	8%	7%	5%	7%	
		B							CDF	CDEF		MNO	MN	N				R						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

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?

	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
More favourable	1290	668	622	153	265	264	221	184	160	45	42	150	138	364	419	176	175	348	491	276	298	992	276	1014
	15%	17%	14%	18%	16%	15%	13%	16%	16%	16%	12%	13%	12%	14%	18%	22%	18%	14%	15%	17%	18%	15%	14%	16%
	B			F	F	F	F	F	F	F					JKLM	JKLMN	QR			QR	U			V
No change	4813	2146	2667	512	1011	1032	973	629	515	141	179	611	623	1491	1438	467	559	1427	1895	931	954	3858	1209	3604
	57%	53%	61%	61%	61%	59%	56%	53%	53%	51%	53%	51%	55%	57%	62%	59%	57%	57%	57%	59%	58%	57%	60%	56%
			A	FGHI	FGHI	GHI	H							K	JKLM	K							W	
Less favourable	2288	1215	1074	168	376	456	529	366	304	91	119	431	375	771	446	147	251	737	932	368	380	1908	524	1765
	27%	30%	25%	20%	23%	26%	31%	31%	31%	33%	35%	36%	33%	29%	19%	19%	25%	29%	28%	23%	23%	28%	26%	28%
		B			C		CDE	CDE	CDE	CDE	MNO	MNO	MNO	NO				PS	S			T		

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

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?

	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
More favourable	1436	793	643	126	260	302	294	228	179	47	65	236	217	475	335	107	156	436	594	250	283	1153	362	1074
	17%	20%	15%	15%	16%	17%	17%	19%	18%	17%	19%	20%	19%	18%	15%	14%	16%	17%	18%	16%	17%	17%	18%	17%
	B						CD				NO	NO	NO	NO										
No change	4279	1869	2410	515	923	932	834	508	440	127	209	673	569	1396	1097	332	549	1314	1679	737	879	3399	1140	3138
	51%	46%	55%	62%	56%	53%	48%	43%	45%	46%	62%	56%	50%	53%	48%	42%	56%	52%	51%	47%	54%	50%	57%	49%
			A	DEFGHI	FGHI	FGHI	G				LMNO	LNO	O	NO	O		RS	S	S		U		W	
Less favourable	2676	1366	1310	192	469	518	593	443	359	103	65	283	349	754	871	350	281	762	1046	589	470	2207	506	2170
	32%	34%	30%	23%	28%	30%	34%	38%	37%	37%	19%	24%	31%	29%	38%	44%	28%	30%	32%	37%	29%	33%	25%	34%
		B			C	C	CDE	CDE	CDE	CDE			JK	JK	JKLM	JKLMN				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

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?

		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
More favourable	2037	979	1058	192	375	382	464	313	249	61	74	298	294	672	516	181	278	618	796	345	364	1673	478	1559
	24%	24%	24%	23%	23%	22%	27%	27%	25%	22%	22%	25%	26%	26%	22%	23%	28%	25%	24%	22%	22%	25%	24%	24%
							DE	DE	E			N	N				QRS							
No change	5784	2697	3086	595	1183	1256	1151	768	635	196	230	786	755	1783	1668	558	644	1695	2321	1123	1143	4641	1423	4360
	69%	67%	71%	72%	72%	72%	67%	65%	65%	71%	68%	66%	66%	68%	72%	71%	65%	67%	70%	71%	70%	69%	71%	68%
			A	FGH	FGH	FGH								KLM	K		P		PQ					
Less favourable	571	352	219	45	94	113	107	97	94	20	36	108	87	171	119	51	63	199	201	107	126	445	107	463
	7%	9%	5%	5%	6%	6%	6%	8%	10%	7%	10%	9%	8%	7%	5%	6%	6%	8%	6%	7%	8%	7%	5%	7%
		B						CDF	CDEF		MNO	MN	N					R						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

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?

	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
More likely	1939	963	976	210	383	468	397	238	188	54	75	257	300	595	551	160	214	562	766	397	363	1576	514	1425
	23%	24%	22%	25%	23%	27%	23%	20%	19%	20%	22%	22%	26%	23%	24%	20%	22%	22%	23%	25%	22%	23%	26%	22%
Less likely	1367	670	697	172	270	265	284	159	167	49	81	257	202	382	330	116	224	472	484	187	370	996	327	1040
	16%	17%	16%	21%	16%	15%	17%	13%	17%	18%	24%	22%	18%	15%	14%	15%	23%	19%	15%	12%	23%	15%	16%	16%
				DEFG	G		G		G		LMNO	LMNO	MN				QRS	RS	S		U			
About as likely	5085	2395	2690	451	997	1018	1041	781	623	173	184	678	633	1649	1422	513	548	1477	2069	992	899	4186	1167	3918
	61%	59%	62%	54%	60%	58%	60%	66%	64%	63%	54%	57%	56%	63%	62%	65%	56%	59%	62%	63%	55%	62%	58%	61%
				C			C	CDEF	CE	C				JKL	JKL	JKL			PQ	PQ		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

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?

	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
More likely	1915	1060	855	136	324	393	413	304	259	86	67	203	240	573	580	251	172	527	753	463	341	1574	406	1509
	23%	26%	20%	16%	20%	22%	24%	26%	26%	31%	20%	17%	21%	22%	25%	32%	17%	21%	23%	29%	21%	23%	20%	24%
	B				C	CD	CDE	CDE	CDEF			K	K	JKLM	JKLMN		P	P	PQR					
Less likely	1150	548	601	136	253	236	212	136	140	37	65	210	185	341	246	102	193	394	405	158	317	833	285	865
	14%	14%	14%	16%	15%	13%	12%	12%	14%	13%	19%	18%	16%	13%	11%	13%	20%	16%	12%	10%	19%	12%	14%	14%
				FG	FG				G		MNO	MNO	MN	N			QRS	RS	S		U			
About as likely	5326	2419	2907	561	1074	1123	1098	738	580	153	208	778	710	1712	1476	436	621	1590	2161	954	974	4352	1318	4008
	63%	60%	67%	67%	65%	64%	64%	63%	59%	55%	61%	65%	63%	65%	64%	55%	63%	63%	65%	61%	60%	64%	66%	63%
			A	GHI	HI	HI	HI	I			O	O	O	O	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

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?

	GENDER			AGE							EDUCATION						INCOME				IMMIGRANT		CHILDREN IN HH	
	TOTAL	Male A	Female B	18 to 24 C	25 to 34 D	35 to 44 E	45 to 54 F	55 to 64 G	65 to 74 H	75+ I	No High School J	High School K	Some Post. Sec. L	Completed College M	Univ. Undergrad N	Univ. Grad O	<\$30K P	\$30K - <\$60K Q	\$60K - <\$100K R	\$100K+ S	Yes T	No U	Yes V	No 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
More likely	677	340	337	84	189	142	127	79	41	16	38	107	99	212	147	70	104	210	250	114	167	510	165	512
	8%	8%	8%	10%	11%	8%	7%	7%	4%	6%	11%	9%	9%	8%	6%	9%	11%	8%	8%	7%	10%	8%	8%	8%
				FGHI	EFGHI	H	H	H			N	N	N	N		N	RS				U			
Less likely	1332	667	665	124	236	242	267	200	197	67	79	237	199	424	302	91	184	447	494	207	305	1027	311	1021
	16%	17%	15%	15%	14%	14%	16%	17%	20%	24%	23%	20%	18%	16%	13%	12%	19%	18%	15%	13%	19%	15%	15%	16%
							E	CDEFG	CDEFG	LMNO	MNO	NO	NO				RS	RS			U			
About as likely	6381	3020	3361	625	1226	1368	1329	899	740	194	222	848	837	1990	1853	628	697	1855	2574	1254	1160	5221	1533	4849
	76%	75%	77%	75%	74%	78%	77%	76%	76%	70%	65%	71%	74%	76%	80%	80%	71%	74%	78%	80%	71%	77%	76%	76%
			A			DI	I	I					J	JK	JKLM	JKLM			PQ	PQ		T		

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

24. Which of the following best represents your position:

		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	
I am paying close attention to the provincial election campaign	2956	1722	1234	136	434	542	643	555	504	143	94	380	412	904	815	351	265	856	1197	638	568	2388	590	2366	
	35%	43%	28%	16%	26%	31%	37%	47%	51%	52%	28%	32%	36%	34%	35%	44%	27%	34%	36%	40%	35%	35%	29%	37%	
I'll pay closer attention to the campaign around the debates and closer to the end		B			C	CD	CDE	CDEF	CDEFG	CDEF			JK	J	J	JKLMN		P	P	PQR				V	
	4623	1985	2638	558	974	1029	950	562	431	119	185	656	608	1472	1296	401	554	1376	1842	851	863	3760	1200	3423	
	55%	49%	60%	67%	59%	55%	48%	44%	43%	55%	55%	54%	56%	56%	51%	56%	55%	55%	54%	53%	56%	60%	54%		
		A		DEFGHI	GHI	FGHI	GHI						O	O	O							W			
	812	321	491	138	243	181	129	62	44	15	60	156	115	250	192	38	166	279	280	87	201	611	219	593	
I'm not going to pay attention to this election campaign at all	10%	8%	11%	17%	15%	10%	8%	5%	4%	5%	18%	13%	10%	10%	8%	5%	17%	11%	8%	5%	12%	9%	11%	9%	
		A		EFGHI	EFGHI	FGHI	GH				KLMNO	LMNO	O	O	O		QRS	RS	S		U				

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