



11-044845-01-02 Canadian Online Omni #346 (September 21-25, 2011)

Demographics Tables (REGION - AGE - GENDER)

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ONTARIO VOTING INTENTIONS

7. As you may know, the televised leader's debate will occur on Tuesday, September 27th, and air on CTV, CBC, Global TV, Sun Media and TVO. How likely are you to watch this debate?

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
Very likely	119	42	41	15	9	11	18	44	56	65	53
	14%	11%	26%	14%	8%	20%	7%	13%	24%	17%	12%
Somewhat likely			AD			D			FG		
	282	145	51	38	34	10	94	96	92	148	134
	34%	39%	32%	36%	29%	17%	38%	28%	39%	37%	31%
Not very likely		E		E					G		
	213	98	33	37	32	12	56	101	55	104	108
Not at all likely	26%	26%	21%	34%	27%	21%	23%	30%	23%	26%	25%
	211	91	32	18	43	24	78	98	35	77	133
	26%	24%	21%	17%	37%	42%	32%	29%	15%	20%	31%
					ABC	ABC	H	H			I
SUMMARY											
Likely (Top2Box)	401	187	91	53	43	21	112	140	149	213	188
	49%	50%	58%	49%	37%	37%	46%	41%	62%	54%	44%
		D	DE						FG	J	
Not likely (Low2Box)	423	189	65	55	74	37	134	199	90	181	242
	51%	50%	42%	51%	63%	63%	54%	59%	38%	46%	56%
					AB	B	H	H			I

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

ONTARIO VOTING INTENTIONS

8. AGREE SUMMARY TABLE [Strongly/Somewhat agree]

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
1) The leader's debate is the most important part of the campaign	433	204	94	47	58	26	146	168	119	197	237
	53%	54%	60%	43%	49%	44%	59%	50%	50%	50%	55%
2) The leader's debate matters to me	489	228	112	61	53	30	149	189	152	237	252
	59%	61%	71%	57%	45%	51%	60%	56%	64%	60%	59%
3) The Green Party leader, Mike Schreiner, should have been allowed to participate in the debate		D	DE								
	622	266	129	79	96	46	196	270	157	273	349
	76%	71%	82%	73%	82%	79%	79%	80%	66%	69%	81%
4) The leaders should hold more than one debate				A			H	H			I
	541	240	123	70	69	34	161	227	153	257	284
	66%	64%	79%	65%	59%	58%	65%	67%	64%	65%	66%
5) I would support a second leader's debate to be held in Northern Ontario			ADE								
	527	227	124	65	67	38	158	217	152	243	285
	64%	60%	79%	61%	57%	65%	64%	64%	64%	62%	66%
6) I have changed my mind in the past about who I was going to vote for as a result of what I saw during a leader's debate			ACD								
	281	134	65	30	35	13	101	112	68	128	153
	34%	36%	41%	28%	29%	22%	41%	33%	29%	32%	36%
							H				

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

ONTARIO VOTING INTENTIONS

8. DISAGREE SUMMARY TABLE [Somewhat/Strongly disagree]

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
1) The leader's debate is the most important part of the campaign	391	172	63	61	60	32	100	170	120	198	193
	47%	46%	40%	57%	51%	56%	41%	50%	50%	50%	45%
2) The leader's debate matters to me	335	148	45	46	65	28	98	150	87	157	177
	41%	39%	29%	43%	55%	49%	40%	44%	36%	40%	41%
3) The Green Party leader, Mike Schreiner, should have been allowed to participate in the debate					AB	B					
	202	110	28	29	21	12	51	69	82	121	80
	24%	29%	18%	27%	18%	21%	21%	20%	34%	31%	19%
4) The leaders should hold more than one debate		D							FG	J	
	283	136	34	38	49	24	85	112	85	137	145
	34%	36%	21%	35%	41%	42%	35%	33%	36%	35%	34%
5) I would support a second leader's debate to be held in Northern Ontario		B			B	B					
	297	150	33	43	51	20	88	121	87	152	145
	36%	40%	21%	39%	43%	35%	36%	36%	36%	38%	34%
6) I have changed my mind in the past about who I was going to vote for as a result of what I saw during a leader's debate		B		B	B						
	543	242	92	78	83	45	146	227	170	266	276
	66%	64%	59%	72%	71%	78%	59%	67%	71%	68%	64%
								F			

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

ONTARIO VOTING INTENTIONS

8. Two what extent do you agree or disagree with the following statements: 1) The leader's debate is the most important part of the campaign?

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
Strongly agree	101	41	27	11	12	7	33	45	23	49	52
	12%	11%	18%	11%	10%	11%	13%	13%	9%	12%	12%
Somewhat agree	333	163	66	35	46	19	114	123	96	147	185
	40%	43%	42%	33%	39%	33%	46%	36%	40%	37%	43%
Somewhat disagree	259	118	36	48	37	18	70	113	75	127	131
	31%	31%	23%	44%	32%	30%	29%	33%	31%	32%	31%
Strongly disagree	132	54	27	13	22	15	30	57	45	71	62
	16%	14%	17%	12%	19%	25%	12%	17%	19%	18%	14%
SUMMARY											
Agree (Top2Box)	433	204	94	47	58	26	146	168	119	197	237
	53%	54%	60%	43%	49%	44%	59%	50%	50%	50%	55%
Disagree (Low2Box)	391	172	63	61	60	32	100	170	120	198	193
	47%	46%	40%	57%	51%	56%	41%	50%	50%	50%	45%

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

ONTARIO VOTING INTENTIONS

8. Two what extent do you agree or disagree with the following statements: 2) The leader's debate matters to me?

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
Strongly agree	115	44	37	14	8	9	38	34	42	60	55
	14%	12%	24%	13%	7%	15%	16%	10%	18%	15%	13%
Somewhat agree			AD						G		
	374	184	74	48	45	21	110	154	110	178	197
	45%	49%	48%	44%	38%	36%	45%	46%	46%	45%	46%
Somewhat disagree		D									
	200	96	17	28	40	17	59	94	47	92	107
	24%	25%	11%	26%	34%	30%	24%	28%	20%	23%	25%
Strongly disagree		B		B	B	B		H			
	135	52	28	19	25	11	39	56	40	65	70
	16%	14%	18%	17%	21%	19%	16%	16%	17%	16%	16%
SUMMARY											
Agree (Top2Box)	489	228	112	61	53	30	149	189	152	237	252
	59%	61%	71%	57%	45%	51%	60%	56%	64%	60%	59%
		D	DE								
Disagree (Low2Box)	335	148	45	46	65	28	98	150	87	157	177
	41%	39%	29%	43%	55%	49%	40%	44%	36%	40%	41%
					AB	B					

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

ONTARIO VOTING INTENTIONS

8. Two what extent do you agree or disagree with the following statements: 3) The Green Party leader, Mike Schreiner, should have been allowed to participate in the debate?

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
Strongly agree	327	115	98	36	52	25	96	149	82	150	177
	40%	31%	62%	34%	44%	44%	39%	44%	34%	38%	41%
			ACD		A			H			
Somewhat agree	295	151	31	43	44	21	99	121	75	123	172
	36%	40%	20%	40%	38%	36%	40%	36%	31%	31%	40%
		B		B	B						I
Somewhat disagree	83	52	10	11	4	5	20	30	33	48	35
	10%	14%	7%	10%	4%	8%	8%	9%	14%	12%	8%
		D		D							
Strongly disagree	119	58	18	18	17	7	31	39	49	73	46
	14%	15%	11%	17%	15%	13%	13%	11%	20%	19%	11%
									G	J	
SUMMARY											
Agree (Top2Box)	622	266	129	79	96	46	196	270	157	273	349
	76%	71%	82%	73%	82%	79%	79%	80%	66%	69%	81%
					A		H	H			I
Disagree (Low2Box)	202	110	28	29	21	12	51	69	82	121	80
	24%	29%	18%	27%	18%	21%	21%	20%	34%	31%	19%
		D							FG	J	

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

ONTARIO VOTING INTENTIONS

8. Two what extent do you agree or disagree with the following statements: 4) The leaders should hold more than one debate?

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
Strongly agree	181	73	57	12	23	13	51	73	56	88	93
	22%	19%	37%	11%	20%	23%	21%	22%	24%	22%	22%
			ACD								
Somewhat agree	360	167	66	58	45	20	110	153	97	169	191
	44%	44%	42%	54%	39%	35%	45%	45%	41%	43%	45%
				D							
Somewhat disagree	181	97	22	19	32	10	50	77	54	89	92
	22%	26%	14%	17%	27%	18%	20%	23%	23%	23%	21%
					B						
Strongly disagree	102	39	12	19	17	14	35	35	31	48	54
	12%	10%	8%	18%	14%	24%	14%	10%	13%	12%	12%
						AB					
SUMMARY											
Agree (Top2Box)	541	240	123	70	69	34	161	227	153	257	284
	66%	64%	79%	65%	59%	58%	65%	67%	64%	65%	66%
			ADE								
Disagree (Low2Box)	283	136	34	38	49	24	85	112	85	137	145
	34%	36%	21%	35%	41%	42%	35%	33%	36%	35%	34%
		B			B	B					

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

ONTARIO VOTING INTENTIONS

8. Two what extent do you agree or disagree with the following statements: 5) I would support a second leader's debate to be held in Northern Ontario?

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
Strongly agree	160	64	55	8	17	14	49	70	41	73	87
	19%	17%	35%	7%	15%	24%	20%	21%	17%	18%	20%
		C	ACD			C					
Somewhat agree	367	163	68	57	49	24	109	148	110	170	197
	45%	43%	44%	53%	42%	41%	44%	44%	46%	43%	46%
Somewhat disagree	169	98	12	20	31	8	56	68	45	81	88
	21%	26%	8%	18%	26%	14%	23%	20%	19%	21%	20%
		B			B						
Strongly disagree	128	51	21	23	20	12	32	53	42	71	57
	15%	14%	13%	21%	17%	21%	13%	16%	18%	18%	13%
SUMMARY											
Agree (Top2Box)	527	227	124	65	67	38	158	217	152	243	285
	64%	60%	79%	61%	57%	65%	64%	64%	64%	62%	66%
			ACD								
Disagree (Low2Box)	297	150	33	43	51	20	88	121	87	152	145
	36%	40%	21%	39%	43%	35%	36%	36%	36%	38%	34%
		B		B	B						

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

ONTARIO VOTING INTENTIONS

8. Two what extent do you agree or disagree with the following statements: 6) I have changed my mind in the past about who I was going to vote for as a result of what I saw during a leader's debate?

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
Strongly agree	64	24	25	5	5	4	21	26	17	29	35
	8%	7%	16%	5%	5%	6%	9%	8%	7%	7%	8%
			ACD								
Somewhat agree	217	110	40	25	29	9	80	86	52	99	118
	26%	29%	25%	23%	25%	16%	32%	25%	22%	25%	27%
Somewhat disagree	259	117	39	44	38	21	86	100	73	112	147
	31%	31%	25%	41%	32%	36%	35%	29%	31%	28%	34%
Strongly disagree	284	125	53	34	45	24	59	127	97	154	129
	34%	33%	34%	31%	38%	42%	24%	38%	41%	39%	30%
								F	F	J	
SUMMARY											
Agree (Top2Box)	281	134	65	30	35	13	101	112	68	128	153
	34%	36%	41%	28%	29%	22%	41%	33%	29%	32%	36%
							H				
Disagree (Low2Box)	543	242	92	78	83	45	146	227	170	266	276
	66%	64%	59%	72%	71%	78%	59%	67%	71%	68%	64%
									F		

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

ONTARIO VOTING INTENTIONS

9. Who do you think has the most to lose in the leader's debate?

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
Liberal Leader Dalton McGuinty	446	186	85	65	67	38	130	178	137	209	237
	54%	50%	54%	60%	57%	66%	53%	53%	58%	53%	55%
PC Leader Tim Hudak	255	129	45	32	36	11	66	113	77	140	115
	31%	34%	29%	29%	31%	19%	27%	33%	32%	35%	27%
NDP Leader Andrea Horwath	123	61	27	11	14	9	51	48	25	46	78
	15%	16%	17%	10%	12%	16%	21%	14%	10%	12%	18%
							H				

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

ONTARIO VOTING INTENTIONS

10. And who do you think has the most to gain in the leader's debate?

		ONTARIO					AGE			GENDER	
	TOTAL	GTA	Central	Eastern	Southwest	Northern	18 to 34	35 to 54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J
Base: All Respondents											
Unweighted Base	816	299	79	122	252	56	97	291	428	412	404
Weighted Base	824	376	157*	108*	118	58*	247*	339	239	394	430
Liberal Leader Dalton McGuinty	202	103	46	21	22	6	74	78	50	100	103
	25%	27%	29%	19%	19%	11%	30%	23%	21%	25%	24%
		E	E								
PC Leader Tim Hudak	265	119	49	43	31	23	57	111	97	148	116
	32%	32%	31%	39%	26%	39%	23%	33%	41%	38%	27%
				D					F	J	
NDP Leader Andrea Horwath	357	155	62	44	65	29	116	149	92	146	210
	43%	41%	40%	41%	55%	50%	47%	44%	38%	37%	49%
					AC						I

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