



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

Demographics Tables (GTA - EDUCATION - INCOME)

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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				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
Very likely	119	42	21	21	75	96	23	47	52	19	29	25	65
	14%	11%	14%	9%	17%	14%	20%	17%	13%	13%	18%	10%	16%
					C								
Somewhat likely	282	145	55	90	133	252	30	91	129	62	54	80	148
	34%	39%	37%	39%	30%	36%	26%	32%	33%	41%	33%	33%	36%
Not very likely	213	98	42	56	114	185	27	67	104	41	34	61	117
	26%	26%	29%	24%	26%	26%	23%	24%	27%	27%	21%	25%	28%
Not at all likely	211	91	29	62	117	174	37	80	103	28	45	80	85
	26%	24%	20%	27%	27%	25%	32%	28%	26%	19%	28%	33%	21%
												L	
SUMMARY													
Likely (Top2Box)	401	187	76	111	209	348	53	138	182	81	83	105	213
	49%	50%	52%	49%	47%	49%	45%	48%	47%	54%	51%	43%	51%
Not likely (Low2Box)	423	189	71	118	231	359	64	147	207	69	79	141	203
	51%	50%	48%	51%	53%	51%	55%	52%	53%	46%	49%	57%	49%

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

ONTARIO VOTING INTENTIONS

8. AGREE SUMMARY TABLE [Strongly/Somewhat agree]

		ONTARIO				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
1) The leader's debate is the most important part of the campaign	433	204	86	118	224	380	53	149	204	80	93	141	199
	53%	54%	58%	52%	51%	54%	46%	52%	52%	53%	57%	57%	48%
2) The leader's debate matters to me	489	228	99	129	255	416	73	157	232	101	99	136	254
	59%	61%	67%	56%	58%	59%	63%	55%	60%	67%	61%	55%	61%
3) The Green Party leader, Mike Schreiner, should have been allowed to participate in the debate	622	266	110	156	349	527	96	219	297	107	128	186	309
	76%	71%	75%	68%	79%	74%	82%	77%	76%	71%	79%	75%	74%
					AC								
4) The leaders should hold more than one debate	541	240	105	135	295	467	75	187	254	101	103	173	266
	66%	64%	71%	59%	67%	66%	64%	65%	65%	67%	63%	70%	64%
5) I would support a second leader's debate to be held in Northern Ontario	527	227	106	120	294	447	80	187	244	97	109	158	261
	64%	60%	72%	52%	67%	63%	69%	66%	63%	64%	67%	64%	63%
			C		C								
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	281	134	53	82	142	245	36	83	140	58	61	91	129
	34%	36%	36%	36%	32%	35%	31%	29%	36%	39%	37%	37%	31%

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

ONTARIO VOTING INTENTIONS

8. DISAGREE SUMMARY TABLE [Somewhat/Strongly disagree]

		ONTARIO				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
1) The leader's debate is the most important part of the campaign	391	172	61	111	216	327	64	135	185	71	69	105	217
	47%	46%	42%	48%	49%	46%	54%	48%	48%	47%	43%	43%	52%
2) The leader's debate matters to me	335	148	48	100	185	291	43	128	157	50	63	110	161
	41%	39%	33%	44%	42%	41%	37%	45%	40%	33%	39%	45%	39%
3) The Green Party leader, Mike Schreiner, should have been allowed to participate in the debate	202	110	37	73	90	180	21	66	92	44	35	60	107
	24%	29%	25%	32%	21%	26%	18%	23%	24%	29%	21%	25%	26%
		D		D									
4) The leaders should hold more than one debate	283	136	43	94	144	240	42	98	134	50	60	73	150
	34%	36%	29%	41%	33%	34%	36%	35%	35%	33%	37%	30%	36%
5) I would support a second leader's debate to be held in Northern Ontario	297	150	41	109	146	260	36	98	145	54	54	88	155
	36%	40%	28%	48%	33%	37%	31%	34%	37%	36%	33%	36%	37%
				BD									
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	543	242	95	147	298	462	81	202	248	93	102	155	286
	66%	64%	64%	64%	68%	65%	69%	71%	64%	61%	63%	63%	69%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L * 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				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
Strongly agree	101	41	17	24	57	90	11	36	48	16	27	32	42
	12%	11%	12%	11%	13%	13%	9%	13%	12%	11%	17%	13%	10%
Somewhat agree	333	163	69	94	166	290	43	113	156	64	66	109	157
	40%	43%	47%	41%	38%	41%	36%	40%	40%	42%	41%	44%	38%
Somewhat disagree	259	118	46	72	139	217	42	85	121	52	41	69	148
	31%	31%	31%	31%	32%	31%	36%	30%	31%	35%	25%	28%	36%
Strongly disagree	132	54	15	39	77	110	22	50	63	19	28	35	69
	16%	14%	10%	17%	18%	16%	19%	18%	16%	12%	17%	14%	17%
SUMMARY													
Agree (Top2Box)	433	204	86	118	224	380	53	149	204	80	93	141	199
	53%	54%	58%	52%	51%	54%	46%	52%	52%	53%	57%	57%	48%
Disagree (Low2Box)	391	172	61	111	216	327	64	135	185	71	69	105	217
	47%	46%	42%	48%	49%	46%	54%	48%	48%	47%	43%	43%	52%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L * 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				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
Strongly agree	115	44	19	25	68	92	23	43	55	17	30	45	40
	14%	12%	13%	11%	15%	13%	20%	15%	14%	11%	18%	18%	10%
Somewhat agree	374	184	80	104	187	324	50	114	176	84	69	91	214
	45%	49%	54%	46%	43%	46%	43%	40%	45%	56%	43%	37%	51%
										G			K
Somewhat disagree	200	96	32	63	102	172	28	78	88	34	34	62	104
	24%	25%	22%	28%	23%	24%	24%	27%	23%	22%	21%	25%	25%
Strongly disagree	135	52	16	37	82	119	16	50	69	16	29	48	57
	16%	14%	11%	16%	19%	17%	13%	18%	18%	11%	18%	19%	14%
SUMMARY													
Agree (Top2Box)	489	228	99	129	255	416	73	157	232	101	99	136	254
	59%	61%	67%	56%	58%	59%	63%	55%	60%	67%	61%	55%	61%
Disagree (Low2Box)	335	148	48	100	185	291	43	128	157	50	63	110	161
	41%	39%	33%	44%	42%	41%	37%	45%	40%	33%	39%	45%	39%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L * 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				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
Strongly agree	327	115	48	67	211	256	71	105	163	59	61	94	172
	40%	31%	32%	29%	48%	36%	61%	37%	42%	39%	38%	38%	41%
					ABC		E						
Somewhat agree	295	151	62	89	138	271	24	114	134	47	67	92	137
	36%	40%	42%	39%	31%	38%	21%	40%	34%	32%	41%	37%	33%
						F							
Somewhat disagree	83	52	10	42	31	74	9	23	39	21	9	31	43
	10%	14%	7%	19%	7%	10%	8%	8%	10%	14%	5%	13%	10%
		D		BD									
Strongly disagree	119	58	28	30	60	106	12	44	52	23	26	29	64
	14%	15%	19%	13%	14%	15%	10%	15%	13%	15%	16%	12%	15%
SUMMARY													
Agree (Top2Box)	622	266	110	156	349	527	96	219	297	107	128	186	309
	76%	71%	75%	68%	79%	74%	82%	77%	76%	71%	79%	75%	74%
					AC								
Disagree (Low2Box)	202	110	37	73	90	180	21	66	92	44	35	60	107
	24%	29%	25%	32%	21%	26%	18%	23%	24%	29%	21%	25%	26%
		D		D									

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L * 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				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
Strongly agree	181	73	36	37	106	153	28	55	88	38	35	55	91
	22%	19%	25%	16%	24%	22%	24%	19%	23%	25%	21%	23%	22%
Somewhat agree	360	167	68	98	189	313	47	132	166	62	68	118	175
	44%	44%	46%	43%	43%	44%	40%	46%	43%	41%	42%	48%	42%
Somewhat disagree	181	97	32	65	82	152	29	63	81	38	33	46	102
	22%	26%	22%	28%	19%	21%	25%	22%	21%	25%	20%	19%	25%
Strongly disagree	102	39	11	29	62	89	13	35	54	12	27	27	48
	12%	10%	7%	13%	14%	13%	11%	12%	14%	8%	16%	11%	12%
SUMMARY													
Agree (Top2Box)	541	240	105	135	295	467	75	187	254	101	103	173	266
	66%	64%	71%	59%	67%	66%	64%	65%	65%	67%	63%	70%	64%
Disagree (Low2Box)	283	136	43	94	144	240	42	98	134	50	60	73	150
	34%	36%	29%	41%	33%	34%	36%	35%	35%	33%	37%	30%	36%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L * 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				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
Strongly agree	160	64	33	31	95	134	26	50	72	38	31	43	86
	19%	17%	22%	14%	22%	19%	22%	18%	19%	25%	19%	17%	21%
Somewhat agree	367	163	74	89	199	313	55	137	171	59	78	116	174
	45%	43%	50%	39%	45%	44%	47%	48%	44%	39%	48%	47%	42%
Somewhat disagree	169	98	25	74	71	155	14	60	78	31	26	56	87
	21%	26%	17%	32%	16%	22%	12%	21%	20%	21%	16%	23%	21%
Strongly disagree	128	51	16	35	76	105	22	38	67	23	28	32	68
	15%	14%	11%	15%	17%	15%	19%	13%	17%	15%	17%	13%	16%
SUMMARY													
Agree (Top2Box)	527	227	106	120	294	447	80	187	244	97	109	158	261
	64%	60%	72%	52%	67%	63%	69%	66%	63%	64%	67%	64%	63%
Disagree (Low2Box)	297	150	41	109	146	260	36	98	145	54	54	88	155
	36%	40%	28%	48%	33%	37%	31%	34%	37%	36%	33%	36%	37%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F - G/H/I - J/K/L * 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				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
Strongly agree	64	24	15	10	39	53	11	27	24	13	17	21	26
	8%	7%	10%	4%	9%	8%	9%	9%	6%	9%	11%	8%	6%
Somewhat agree	217	110	38	72	103	192	25	56	116	45	43	71	103
	26%	29%	26%	31%	23%	27%	22%	20%	30%	30%	27%	29%	25%
Somewhat disagree	259	117	45	72	141	221	38	84	127	48	37	79	143
	31%	31%	31%	31%	32%	31%	32%	30%	33%	32%	23%	32%	34%
Strongly disagree	284	125	50	76	156	240	43	118	121	45	65	75	144
	34%	33%	34%	33%	36%	34%	37%	41%	31%	30%	40%	31%	35%
SUMMARY													
Agree (Top2Box)	281	134	53	82	142	245	36	83	140	58	61	91	129
	34%	36%	36%	36%	32%	35%	31%	29%	36%	39%	37%	37%	31%
Disagree (Low2Box)	543	242	95	147	298	462	81	202	248	93	102	155	286
	66%	64%	64%	64%	68%	65%	69%	71%	64%	61%	63%	63%	69%

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

ONTARIO VOTING INTENTIONS

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

		ONTARIO				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
Liberal Leader Dalton McGuinty	446	186	68	118	255	385	61	163	213	70	93	135	218
	54%	50%	46%	52%	58%	54%	52%	57%	55%	47%	57%	55%	52%
PC Leader Tim Hudak	255	129	57	72	123	224	31	78	121	56	52	63	141
	31%	34%	39%	31%	28%	32%	27%	27%	31%	37%	32%	26%	34%
NDP Leader Andrea Horwath	123	61	22	39	61	99	25	44	55	24	17	49	57
	15%	16%	15%	17%	14%	14%	21%	15%	14%	16%	11%	20%	14%

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

ONTARIO VOTING INTENTIONS

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

		ONTARIO				REGION TYPE		EDUCATION			INCOME		
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All Respondents													
Unweighted Base	816	299	111	188	509	689	127	324	382	110	135	257	424
Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
Liberal Leader Dalton McGuinty	202	103	46	57	95	187	15	78	83	41	59	58	85
	25%	27%	31%	25%	22%	26%	13%	27%	21%	27%	37%	24%	20%
						F					L		
PC Leader Tim Hudak	265	119	44	75	145	218	46	90	124	50	26	87	152
	32%	32%	30%	33%	33%	31%	40%	32%	32%	33%	16%	35%	37%
											J	J	
NDP Leader Andrea Horwath	357	155	57	97	200	302	55	117	181	59	77	101	179
	43%	41%	39%	42%	46%	43%	47%	41%	46%	39%	47%	41%	43%

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