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



17

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

## Demographics Tables (GTA - EDUCATION - INCOME)

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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?

			ONT	ARIO		BECIO	N TYPE		EDUCATION			INCOME	
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
	TOTAL	A	B B	C C	D	E	F	G	H	Offiversity	<φ30N	\$30K-<\$00K	\$00K+
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
	119	42	21	21	75	96	23	47	52	19	29	25	65
Very likely	14%	11%	14%	9%	17%	14%	20%	17%	13%	13%	18%	10%	16%
					С								
	282	145	55	90	133	252	30	91	129	62	54	80	148
Somewhat likely	34%	39%	37%	39%	30%	36%	26%	32%	33%	41%	33%	33%	36%
A1 / 17 1	213	98	42	56	114	185	27	67	104	41	34	61	117
Not very likely	26%	26%	29%	24%	26%	26%	23%	24%	27%	27%	21%	25%	28%
	211	91	29	62	117	174	37	80	103	28	45	80	85
Not at all likely	26%	24%	20%	27%	27%	25%	32%	28%	26%	19%	28%	33%	21%
The at all interly	2070	2170	2070	2770	2170	2070	0270	2070	2070	1070	2070	L	2170
SUMMARY		,						<u>,                                    </u>					
	401	187	76	111	209	348	53	138	182	81	83	105	213
Likely (Top2Box)	49%	50%	52%	49%	47%	49%	45%	48%	47%	54%	51%	43%	51%
•													-
	423	189	71	118	231	359	64	147	207	69	79	141	203
Not likely (Low2Box)	51%	50%	48%	51%	53%	51%	55%	52%	53%	46%	49%	57%	49%

#### 8. AGREE SUMMARY TABLE [Strongly/Somewhat agree]

			ONT	ARIO		REGIO	N TYPE		EDUCATION			INCOME	
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		Α	В	С	D	Е	F	G	Н	I	J	К	L
Base: All respondents	816	299	111	188	509	689	127	324	202	440	135	257	424
Unweighted Base	816	376	147*	229	440	707	117*	324 285	382 388	110 151*	162*	257 246	424
Weighted Base	824	3/6	147"	229	440	707	117"	285	388	151"	162"	246	416
1) The leader's debate is the most important part of	433	204	86	118	224	380	53	149	204	80	93	141	199
the campaign	53%	54%	58%	52%	51%	54%	46%	52%	52%	53%	57%	57%	48%
	489	228	99	129	255	416	73	157	232	101	99	136	254
The leader's debate matters to me	59%	61%	67%	56%	58%	59%	63%	55%	60%	67%	61%	55%	61%
The Green Party leader, Mike Schreiner, should have been allowed to participate in the debate	622 76%	266 71%	110 75%	156 68%	349 79% AC	527 74%	96 82%	219 77%	297 76%	107 71%	128 79%	186 75%	309 74%
The leaders should hold more than one debate	541	240	105	135	295	467	75	187	254	101	103	173	266
4) The leaders should hold more than one debate	66%	64%	71%	59%	67%	66%	64%	65%	65%	67%	63%	70%	64%
5) I would support a second leader's debate to be	527	227	106	120	294	447	80	187	244	97	109	158	261
held in Northern Ontario	64%	60%	72% C	52%	67% C	63%	69%	66%	63%	64%	67%	64%	63%
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
a icauci s ucuale	34%	36%	36%	36%	32%	35%	31%	29%	36%	39%	37%	37%	31%

#### 8. DISAGREE SUMMARY TABLE [Somewhat/Strongly disagree]

			ONT	ARIO		REGIO	N TYPE		EDUCATION			INCOME	
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		А	В	С	D	Е	F	G	Н	I	J	К	L
Base: All respondents	040	000	444	400	500	000	407	004	200	440	405	057	404
Unweighted Base	816	299 376	111 147*	188	509 440	689 707	127	324	382	110 151*	135 162*	257 246	424
Weighted Base	824	3/6	147"	229	440	707	117*	285	388	151"	162"	246	416
The leader's debate is the most important part of	391	172	61	111	216	327	64	135	185	71	69	105	217
the campaign	47%	46%	42%	48%	49%	46%	54%	48%	48%	47%	43%	43%	52%
	335	148	48	100	185	291	43	128	157	50	63	110	161
The leader's debate matters to me	41%	39%	33%	44%	42%	41%	37%	45%	40%	33%	39%	45%	39%
The Green Party leader, Mike Schreiner, should have been allowed to participate in the debate	202 24%	110 29%	37 25%	73 32%	90 21%	180 26%	21 18%	66 23%	92 24%	44 29%	35 21%	60 25%	107 26%
		D		D									
4) The leaders should hold more than one debate	283 34%	136 36%	43 29%	94 41%	144 33%	240 34%	42 36%	98 35%	134 35%	50 33%	60 37%	73 30%	150 36%
	0.70	0070	2070	,0	3370	0.70	3070	0070	3070	0070	0.70	00,0	
5) I would support a second leader's debate to be	297	150	41	109	146	260	36	98	145	54	54	88	155
held in Northern Ontario	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 othe for as a result of what I saw during	543	242	95	147	298	462	81	202	248	93	102	155	286
a leader's debate	66%	64%	64%	64%	68%	65%	69%	71%	64%	61%	63%	63%	69%

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?

			ONT	ARIO		PEGIO	N TYPE		EDUCATION			INCOME	
	TOTAL	27.			Rest of						4001/		Anny
	TOTAL	GTA A	GTA - 416 B	GTA - 905 C	Ontario D	Urban E	Rural F	HS<	Post sec H	University	<\$30K J	\$30K-<\$60K K	\$60K+ L
Base: All Respondents		A	В	C	В			G	11	ı	J	K	L
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
	101	41	17	24	57	90	11	36	48	16	27	32	42
Strongly agree	12%	11%	12%	11%	13%	13%	9%	13%	12%	11%	17%	13%	10%
	333	163	69	94	166	290	43	113	156	64	66	109	157
Somewhat agree	40%	43%	47%	41%	38%	41%	36%	40%	40%	42%	41%	44%	38%
	259	118	46	72	139	217	42	85	121	52	41	69	148
Somewhat disagree	31%	31%	31%	31%	32%	31%	36%	30%	31%	35%	25%	28%	36%
	132	54	15	39	77	110	22	50	63	19	28	35	69
Strongly disagree	16%	14%	10%	17%	18%	16%	19%	18%	16%	12%	17%	14%	17%
SUMMARY													
SUMINIART	400	004	00	440	004	000	50	4.40	004	00	00	4.44	400
Agree (Top2Box)	433	204	86	118	224	380	53	149	204	80	93	141	199
Agree (Topzbox)	53%	54%	58%	52%	51%	54%	46%	52%	52%	53%	57%	57%	48%
	391	172	61	111	216	327	64	135	185	71	69	105	217
Disagree (Low2Box)	47%	46%	42%	48%	49%	46%	54%	48%	48%	47%	43%	43%	52%

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

			ONT	ARIO		REGIO	N TYPE		EDUCATION			INCOME	
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		Α	В	С	D	E	F	G	Н	I I	J	К	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
	115	44	19	25	68	92	23	43	55	17	30	45	40
Strongly agree	14%	12%	13%	11%	15%	13%	20%	15%	14%	11%	18%	18%	10%
											L	L	
	374	184	80	104	187	324	50	114	176	84	69	91	214
Somewhat agree	45%	49%	54%	46%	43%	46%	43%	40%	45%	56%	43%	37%	51%
										G			K
	200	96	32	63	102	172	28	78	88	34	34	62	104
Somewhat disagree	24%	25%	22%	28%	23%	24%	24%	27%	23%	22%	21%	25%	25%
	405	50	40	0.7	00	440	40	50	00	40	00	40	
Strongly diaggree	135 16%	52 14%	16 11%	37 16%	82 19%	119 17%	16 13%	50 18%	69 18%	16 11%	29 18%	48 19%	57 14%
Strongly disagree	10%	14%	11%	16%	19%	17%	13%	18%	18%	11%	18%	19%	14%
SUMMARY													
SUMMART													
A (T OD)	489	228	99	129	255	416	73	157	232	101	99	136	254
Agree (Top2Box)	59%	61%	67%	56%	58%	59%	63%	55%	60%	67%	61%	55%	61%
	335	148	48	100	185	291	43	128	157	50	63	110	161
Disagree (Low2Box)	41%	39%	33%	44%	42%	41%	37%	45%	40%	33%	39%	45%	39%
Disagree (LOWZDOX)	41%	39%	3370	4470	4Z70	4170	3170	4070	40%	3370	3970	4070	3970

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?

			ONT	ARIO		REGIO	N TYPE		EDUCATION			INCOME	
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		А	В	С	D	Е	F	G	Н	I	J	К	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
	327	115	48	67	211	256	71	105	163	59	61	94	172
Strongly agree	40%	31%	32%	29%	48%	36%	61%	37%	42%	39%	38%	38%	41%
					ABC		Е						
	295	151	62	89	138	271	24	114	134	47	67	92	137
Somewhat agree	36%	40%	42%	39%	31%	38%	21%	40%	34%	32%	41%	37%	33%
						F							
	83	52	10	42	31	74	9	23	39	21	9	31	43
Somewhat disagree	10%	14%	7%	19%	7%	10%	8%	8%	10%	14%	5%	13%	10%
		D		BD									
	119	58	28	30	60	106	12	44	52	23	26	29	64
Strongly disagree	14%	15%	19%	13%	14%	15%	10%	15%	13%	15%	16%	12%	15%
SUMMARY													
	622	266	110	156	349	527	96	219	297	107	128	186	309
Agree (Top2Box)	76%	71%	75%	68%	79%	74%	82%	77%	76%	71%	79%	75%	74%
					AC								
	202	110	37	73	90	180	21	66	92	44	35	60	107
Disagree (Low2Box)	24%	29%	25%	32%	21%	26%	18%	23%	24%	29%	21%	25%	26%
		D		D									

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

			ONT	ARIO		REGIO	N TYPE		EDUCATION			INCOME	
	TOTAL	GTA	GTA - 416 B	GTA - 905 C	Rest of Ontario D	Urban E	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K K	\$60K+
Base: All Respondents		A	В	C	U	<u>E</u>	Г	G	П	ı	J	N.	
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
	181	73	36	37	106	153	28	55	88	38	35	55	91
Strongly agree	22%	19%	25%	16%	24%	22%	24%	19%	23%	25%	21%	23%	22%
Computations	360	167	68	98	189	313	47	132	166	62	68	118	175
Somewhat agree	44%	44%	46%	43%	43%	44%	40%	46%	43%	41%	42%	48%	42%
	181	97	32	65	82	152	29	63	81	38	33	46	102
Somewhat disagree	22%	26%	22%	28%	19%	21%	25%	22%	21%	25%	20%	19%	25%
				D									
	102	39	11	29	62	89	13	35	54	12	27	27	48
Strongly disagree	12%	10%	7%	13%	14%	13%	11%	12%	14%	8%	16%	11%	12%
SUMMARY													
	541	240	105	135	295	467	75	187	254	101	103	173	266
Agree (Top2Box)	66%	64%	71%	59%	67%	66%	64%	65%	65%	67%	63%	70%	64%
	283	136	43	94	144	240	42	98	134	50	60	73	150
Disagree (Low2Box)	34%	36%		41%	33%			98 35%			60 37%		
Disagree (LUWZBUX)	34%	30%	29%	41%	33%	34%	36%	35%	35%	33%	31%	30%	36%

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?

			ONT	ARIO		REGIO	N TYPE		EDUCATION			INCOME	
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		А	В	С	D	E	F	G	Н	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
	160	64	33	31	95	134	26	50	72	38	31	43	86
Strongly agree	19%	17%	22%	14%	22%	19%	22%	18%	19%	25%	19%	17%	21%
	367	163	74	89	199	313	55	137	171	59	78	116	174
Somewhat agree	45%	43%	50%	39%	45%	44%	47%	48%	44%	39%	48%	47%	42%
	169	98	25	74	71	155	14	60	78	31	26	56	87
Somewhat disagree	21%	26%	17%	32%	16%	22%	12%	21%	20%	21%	16%	23%	21%
		D		BD									
0	128	51	16	35	76	105	22	38	67	23	28	32	68
Strongly disagree	15%	14%	11%	15%	17%	15%	19%	13%	17%	15%	17%	13%	16%
SUMMARY													
	527	227	106	120	294	447	80	187	244	97	109	158	261
Agree (Top2Box)	64%	60%	72%	52%	67%	63%	69%	66%	63%	64%	67%	64%	63%
			С		С								
	297	150	41	109	146	260	36	98	145	54	54	88	155
Disagree (Low2Box)	36%	40%	28%	48%	33%	37%	31%	34%	37%	36%	33%	36%	37%
				BD									

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?

			ONT	ARIO		RE <u>GIO</u>	N TYPE		EDUCATION			INCOME	
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
Daniel All Daniel deute		Α	В	С	D	Е	F	G	Н	I	J	K	L
Base: All Respondents	816	299	111	188	509	689	127	324	382	110	135	257	424
Unweighted Base Weighted Base	824	376	147*	229	440	707	117*	285	388	151*	162*	246	416
Weighted base													
0	64	24	15	10	39	53	11	27	24	13	17	21	26
Strongly agree	8%	7%	10%	4%	9%	8%	9%	9%	6%	9%	11%	8%	6%
	217	110	38	72	103	192	25	56	116	45	43	71	103
Somewhat agree	26%	29%	26%	31%	23%	27%	22%	20%	30%	30%	27%	29%	25%
Comounat agree	2070	2570	2070	3170	2570	21 /0	2270	2070	G	3070	21 /0	2370	2070
	259	117	45	72	141	221	38	84	127	48	37	79	143
Somewhat disagree	31%	31%	31%	31%	32%	31%	32%	30%	33%	32%	23%	32%	34%
	284	125	50	76	156	240	43	118	121	45	65	75	144
Strongly disagree	34%	33%	34%	33%	36%	34%	37%	41%	31%	30%	40%	31%	35%
								Н					
SUMMARY													
	281	134	53	82	142	245	36	83	140	58	61	91	129
Agree (Top2Box)	34%	36%	36%	36%	32%	35%	31%	29%	36%	39%	37%	37%	31%
	543	242	95	147	298	462	81	202	248	93	102	155	286
Disagree (Low2Box)	66%	64%	64%	64%	68%	65%	69%	71%	64%	61%	63%	63%	69%

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

			ONT	ARIO		REGIO	N TYPE		EDUCATION			INCOME	
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		Α	В	С	D	E	F	G	Н	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
	446	186	68	118	255	385	61	163	213	70	93	135	218
Liberal Leader Dalton McGuinty	54%	50%	46%	52%	58%	54%	52%	57%	55%	47%	57%	55%	52%
	255	129	57	72	123	224	31	78	121	56	52	63	141
PC Leader Tim Hudak	31%	34%	39%	31%	28%	32%	27%	27%	31%	37%	32%	26%	34%
	123	61	22	39	61	99	25	44	55	24	17	49	57
NDP Leader Andrea Horwath	15%	16%	15%	17%	14%	14%	21%	15%	14%	16%	11%	20%	14%

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

			ONT	ARIO		REGIO	N TYPE		EDUCATION			INCOME	
	TOTAL	GTA	GTA - 416	GTA - 905	Rest of Ontario	Urban	Rural	HS<	Post sec	University	<\$30K	\$30K-<\$60K	\$60K+
		Α	В	С	D	E	F	G	Н	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
	202	103	46	57	95	187	15	78	83	41	59	58	85
Liberal Leader Dalton McGuinty	25%	27%	31%	25%	22%	26%	13%	27%	21%	27%	37%	24%	20%
						F					L		
	265	119	44	75	145	218	46	90	124	50	26	87	152
PC Leader Tim Hudak	32%	32%	30%	33%	33%	31%	40%	32%	32%	33%	16%	35%	37%
												J	J
	357	155	57	97	200	302	55	117	181	59	77	101	179
NDP Leader Andrea Horwath	43%	41%	39%	42%	46%	43%	47%	41%	46%	39%	47%	41%	43%