

7. Of the two following emotions, what is the PRIMARY emotion best captures why you are motivated to vote for the party of your choice?

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	801	349	170	179	68	121	220	43	213	140	174	169	171	630
Weighted	801	360	168	192	64	96	224	56	276	143	154	116	203	598
I'm angry and don't want a party to win	117	56	35	21	14	14	29	3	29	14	25	25	24	92
	15%	16%	21%	11%	22%	15%	13%	5%	11%	10%	16%	22%	12%	15%
			*		*	*		**		*	*	HI	*	
I'm fearful that another party could win	220	99	45	54	17	28	62	13	71	52	40	45	52	168
	27%	28%	27%	28%	26%	29%	28%	24%	26%	36%	26%	38%	26%	28%
			*		*	*		**		*	*	HJ	*	
Neither	464	205	88	117	33	54	132	40	176	77	89	46	126	338
	58%	57%	52%	61%	52%	56%	59%	72%	64%	54%	58%	40%	62%	56%
			*		*	*		**	K	*	K*		*	

- Column Proportions:  
Columns Tested (5%): A/D/E/F/G,B/C/D/E/F/G,H/I/J/K,L/M,N/O  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/D/E/F/G,B/C/D/E/F/G,H/I/J/K,L/M,N/O  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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8. Which of the following is the primary issue you want your vote to count for on Election Day?

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	801	349	170	179	68	121	220	43	213	140	174	169	171	630
Weighted	801	360	168	192	64	96	224	56	276	143	154	116	203	598
To fight corruption	33	13	8	5	3	1	10	5	17	10	3	3	2	31
	4%	4%	5%	2%	5%	1%	5%	9%	6%	7%	2%	2%	1%	5%
			*		*	*		**		*	*		*	
To create a better economy and jobs	196	96	46	50	13	9	64	14	59	41	38	27	55	141
	24%	27%	27%	26%	21%	10%	28%	24%	21%	29%	25%	23%	27%	24%
		E	E*	E	*	*	EE	**		*	*		*	
To ensure debt repayment and balancing the budget	59	26	10	16	3	12	17	1	11	11	15	19	11	48
	7%	7%	6%	8%	5%	13%	8%	1%	4%	8%	10%	16%	5%	8%
			*		*	*		**		*	*	H	*	
For better healthcare	60	25	7	18	6	8	20	2	23	13	9	3	13	47
	8%	7%	4%	10%	9%	8%	9%	4%	8%	9%	6%	3%	6%	8%
			*		*	*		**		*	*		*	
For maintenance of road infrastructure	7	3	2	1	-	2	2	-	2	1	1	3	4	3
	1%	1%	1%	1%	-	2%	1%	-	1%	*	1%	3%	2%	*
			*		*	*		**		*	*		*	
For investment in public transportation	24	22	16	6	-	2	*	-	4	5	4	5	7	17
	3%	6%	10%	3%	-	2%	*	-	2%	3%	3%	4%	3%	3%
		F	DF*		*	*		**		*	*		*	
For education funding and support	28	10	3	6	1	8	5	4	12	1	7	6	15	12
	3%	3%	2%	3%	2%	8%	2%	8%	4%	1%	4%	5%	8%	2%
			*		*	AFF*		**		*	*	I	M*	
For protecting the environment	17	4	2	2	1	3	5	4	7	*	5	2	2	15
	2%	1%	1%	1%	1%	3%	2%	8%	3%	*	3%	2%	1%	2%
			*		*	*		**		*	*		*	
For lower taxes	103	57	28	29	8	9	24	5	35	23	21	13	25	78
	13%	16%	17%	15%	12%	9%	11%	10%	13%	16%	14%	11%	12%	13%
			*		*	*		**		*	*		*	
For integrity in government and its leaders	79	41	29	12	4	8	22	4	30	10	10	11	16	63
	10%	11%	17%	6%	6%	8%	10%	7%	11%	7%	7%	9%	8%	11%
			C*		*	*		**		*	*		*	
For lower energy costs	70	14	5	8	15	18	20	3	19	14	11	11	21	49
	9%	4%	3%	4%	23%	19%	9%	6%	7%	10%	7%	10%	10%	8%
			*		AFBCF*	ABC*		**		*	*		*	
For social assistance programs	32	7	4	3	-	7	10	7	22	-	6	2	8	24
	4%	2%	2%	2%	-	8%	5%	13%	8%	-	4%	2%	4%	4%
			*		*	AC*		**	IK	*	*		*	
For a Provincial Pension Plan	20	10	4	6	1	1	7	-	6	2	6	6	1	19
	2%	3%	2%	3%	2%	1%	3%	-	2%	1%	4%	5%	*	3%
			*		*	*		**		*	*		*	
Other	74	33	5	28	9	8	18	7	27	12	18	5	22	52
	9%	9%	3%	14%	14%	8%	8%	12%	10%	8%	11%	5%	11%	9%
			*	B	B*	*		**		*	*		*	

- Column Proportions:  
Columns Tested (5%): A/D/E/F/G,B/C/D/E/F/G,H/I/J/K,L/M,N/O  
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- Column Means:  
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Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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9. And which of the following is the secondary issue you want your vote to count for on Election Day?

		ONTARIO							HOUSEHOLD INCOME				HOUSEHOLD	
	Total	GTA - Total	GTA - 416	GTA - 905	Central	East	Southwest	North	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All Respondents	801	349	170	179	68	121	220	43	213	140	174	169	171	630
Weighted	801	360	168	192	64	96	224	56	276	143	154	116	203	598
To fight corruption	47	20	11	8	2	6	14	6	24	7	8	3	15	33
	6%	5%	7%	4%	3%	6%	6%	11%	9%	5%	5%	2%	7%	5%
			*		*	*		**	K	*	*		*	
To create a better economy and jobs	130	62	28	34	6	13	44	4	35	28	22	25	28	103
	16%	17%	17%	18%	10%	14%	20%	7%	13%	20%	14%	21%	14%	17%
			*		*	*		**		*	*		*	
To ensure debt repayment and balancing the budget	58	34	14	20	4	2	15	3	17	10	12	13	13	46
	7%	9%	8%	10%	7%	2%	7%	6%	6%	7%	8%	11%	6%	8%
			*		*	*		**		*	*		*	
For better healthcare	86	39	17	22	1	17	24	5	40	18	17	5	23	63
	11%	11%	10%	11%	2%	18%	11%	9%	14%	12%	11%	5%	12%	11%
			*		*	DD*		**	K	*	*		*	
For maintenance of road infrastructure	13	4	4	-	1	1	5	2	6	1	3	2	2	11
	2%	1%	2%	-	1%	1%	2%	3%	2%	1%	2%	2%	1%	2%
			*		*	*		**		*	*		*	
For investment in public transportation	24	19	8	11	*	1	3	-	4	1	12	4	6	17
	3%	5%	5%	6%	*	2%	1%	-	1%	1%	8%	4%	3%	3%
			*		*	*		**		*	HI*		*	
For education funding and support	32	12	6	6	3	4	10	3	9	1	9	7	19	12
	4%	3%	3%	3%	5%	5%	4%	5%	3%	1%	6%	6%	10%	2%
			*		*	*		**		*	*	I	M*	
For protecting the environment	18	11	11	-	1	2	3	1	5	3	3	2	2	16
	2%	3%	7%	-	2%	2%	1%	1%	2%	2%	2%	2%	1%	3%
			CF*		*	*		**		*	*		*	
For lower taxes	109	48	25	23	15	11	26	9	41	20	17	13	26	83
	14%	13%	15%	12%	23%	11%	12%	16%	15%	14%	11%	11%	13%	14%
			*		*	*		**		*	*		*	
For integrity in government and its leaders	67	30	17	13	10	6	20	1	17	12	9	15	13	54
	8%	8%	10%	7%	15%	6%	9%	2%	6%	9%	6%	13%	6%	9%
			*		*	*		**		*	*	H	*	
For lower energy costs	98	27	7	21	13	18	28	13	35	20	18	14	21	77
	12%	8%	4%	11%	20%	18%	12%	23%	13%	14%	12%	12%	10%	13%
			*		AB*	AB*	B	**		*	*		*	
For social assistance programs	27	10	7	3	1	2	11	4	16	2	3	2	2	25
	3%	3%	4%	1%	1%	2%	5%	7%	6%	1%	2%	1%	1%	4%
			*		*	*		**		*	*		*	
For a Provincial Pension Plan	29	18	7	11	-	3	8	-	8	7	6	4	11	18
	4%	5%	4%	6%	-	3%	4%	-	3%	5%	4%	3%	5%	3%
			*		*	*		**		*	*		*	
Other	62	27	7	19	7	9	14	5	20	13	15	8	22	40
	8%	7%	4%	10%	11%	10%	6%	9%	7%	9%	10%	6%	11%	7%
			*		*	*		**		*	*		*	

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