

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?

		Gender		AGE			EDUCATION				COMMITTED	DECIDED AND LEANERS					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Nothing short of an unforeseen	The Progressive Conservative Party	The New Democratic Party	The Ontario Liberal Party	Some other party	Would not vote/None/ Would spoil ballot	Don't know/Not sure
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	801	399	402	158	291	352	24	136	365	276	468	239	141	215	36	49	121
Weighted	801	385	416	225	321	255	56	339	261	145	397	224	141	176	38	65	157
I'm angry and don't want a party to win	117	70	47	27	33	57	5	41	44	26	88	65	20	15	5	4	7
	15%	18%	11%	12%	10%	22%	10%	12%	17%	18%	22%	29%	14%	8%	13%	7%	5%
I'm fearful that another party could win		B		*		CD	**					LMP	*		**	**	*
	220	115	105	50	93	77	14	79	82	46	138	65	39	80	20	4	13
	27%	30%	25%	22%	29%	30%	25%	23%	31%	32%	35%	29%	28%	45%	52%	5%	8%
Neither				*			**					P	P*	KLP	**	**	*
	464	199	265	149	195	121	37	219	135	73	171	94	83	81	13	57	136
	58%	52%	64%	66%	61%	47%	66%	65%	52%	50%	43%	42%	59%	46%	34%	88%	87%
			A	E*	E		**	HI					K*		**	**	KLM*

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

- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J,K/L/M/N/O/P
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?

		Gender		AGE			EDUCATION				COMMITTED	DECIDED AND LEANERS					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Nothing short of an unforeseen	The Progressive Conservative Party	The New Democratic Party	The Ontario Liberal Party	Some other party	Would not vote/None/ Would spoil ballot	Don't know/Not sure
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	801	399	402	158	291	352	24	136	365	276	468	239	141	215	36	49	121
Weighted	801	385	416	225	321	255	56	339	261	145	397	224	141	176	38	65	157
To fight corruption	33	18	15	7	13	13	3	13	12	5	18	13	7	2	2	*	9
	4%	5%	4%	3%	4%	5%	6%	4%	5%	3%	4%	6%	5%	1%	4%	1%	5%
To create a better economy and jobs				*			**					M	*		**	**	*
	196	90	106	37	96	63	12	87	59	39	101	57	38	47	5	12	38
	24%	23%	26%	16%	30%	25%	22%	26%	22%	27%	25%	25%	27%	27%	12%	19%	24%
To ensure debt repayment and balancing the budget				*	C		**						*		**	**	*
	59	43	16	12	16	30	-	24	24	10	39	42	5	9	*	1	3
	7%	11%	4%	5%	5%	12%	-	7%	9%	7%	10%	19%	3%	5%	1%	1%	2%
For better healthcare				*		D	**					LMP	*		**	**	*
	60	30	31	23	26	11	-	31	21	9	24	6	13	18	1	9	13
	8%	8%	7%	10%	8%	5%	-	9%	8%	6%	6%	3%	9%	10%	2%	14%	8%
For maintenance of road infrastructure				*			**						K*	K	**	**	*
	7	6	1	2	2	3	2	-	4	1	2	3	-	3	*	-	1
	1%	2%	*	1%	1%	1%	3%	-	1%	1%	*	1%	-	2%	1%	-	1%
For investment in public transportation				*			**						*		**	**	*
	24	11	13	12	6	5	-	7	8	9	10	4	4	11	1	1	2
	3%	3%	3%	5%	2%	2%	-	2%	3%	6%	3%	2%	3%	6%	2%	2%	1%
For education funding and support				*			**			G			*	K	**	**	*
	28	11	16	11	14	3	3	9	6	10	14	1	11	12	1	1	1
	3%	3%	4%	5%	4%	1%	5%	3%	2%	7%	4%	1%	8%	7%	3%	1%	1%
For protecting the environment				*			**			GH			KP*	KP	**	**	*
	17	11	6	2	11	4	-	4	8	5	5	-	3	9	3	1	2
	2%	3%	1%	1%	3%	2%	-	1%	3%	4%	1%	-	2%	5%	7%	2%	1%
For lower taxes				*			**						*	K	**	**	*
	103	45	58	40	41	22	6	46	34	16	32	23	11	18	11	6	34
	13%	12%	14%	18%	13%	9%	12%	14%	13%	11%	8%	10%	8%	10%	28%	9%	22%
For integrity in government and its leaders				E*			**						*		**	**	KLM*
	79	38	41	19	25	35	5	26	29	18	57	30	9	21	5	2	12
	10%	10%	10%	8%	8%	14%	9%	8%	11%	13%	14%	13%	6%	12%	14%	3%	8%
For lower energy costs				*			**						*		**	**	*
	70	33	37	17	22	31	5	40	20	5	44	31	11	6	2	6	14
	9%	9%	9%	8%	7%	12%	9%	12%	8%	4%	11%	14%	8%	3%	6%	10%	9%
For social assistance programs				*			**	I				M	*		**	**	*
	32	15	16	6	20	6	2	14	13	3	14	2	20	4	3	1	1
	4%	4%	4%	3%	6%	3%	4%	4%	5%	2%	4%	1%	14%	3%	8%	2%	1%
For a Provincial Pension Plan				*			**		I				KMP*		**	**	*
	20	4	16	2	7	11	3	7	7	2	12	2	5	8	1	1	3
	2%	1%	4%	1%	2%	4%	5%	2%	3%	1%	3%	1%	4%	4%	2%	2%	2%
Other				*			**						*	K	**	**	*
	74	30	44	33	24	17	14	31	16	13	25	12	5	7	3	23	23
	9%	8%	11%	15%	7%	7%	24%	9%	6%	9%	6%	5%	3%	4%	9%	35%	15%
				E*			**						*		**	**	KLM*

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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?

		Gender		AGE			EDUCATION				COMMITTED	DECIDED AND LEANERS					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Nothing short of an unforeseen	The Progressive Conservative Party	The New Democratic Party	The Ontario Liberal Party	Some other party	Would not vote/None/ Would spoil ballot	Don't know/Not sure
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Base: All Respondents	801	399	402	158	291	352	24	136	365	276	468	239	141	215	36	49	121
Weighted	801	385	416	225	321	255	56	339	261	145	397	224	141	176	38	65	157
To fight corruption	47	22	25	19	11	18	2	19	18	8	32	15	9	6	6	2	9
	6%	6%	6%	8%	3%	7%	3%	6%	7%	6%	8%	7%	6%	4%	16%	3%	6%
To create a better economy and jobs				*			**						*		**	**	*
	130	81	49	37	55	38	-	58	46	26	67	46	20	31	1	6	26
	16%	21%	12%	17%	17%	15%	-	17%	18%	18%	17%	21%	14%	17%	3%	9%	17%
To ensure debt repayment and balancing the budget		B		*			**						*		**	**	*
	58	30	28	7	26	25	7	20	18	14	39	28	7	11	5	-	8
	7%	8%	7%	3%	8%	10%	12%	6%	7%	9%	10%	13%	5%	6%	12%	-	5%
For better healthcare				*		C	**						*		**	**	*
	86	43	44	29	31	27	4	44	25	13	39	10	21	24	8	2	21
	11%	11%	11%	13%	10%	11%	8%	13%	10%	9%	10%	5%	15%	14%	21%	3%	14%
For maintenance of road infrastructure				*			**						K*	K	**	**	K*
	13	7	5	1	6	5	-	5	4	3	7	1	3	7	-	-	1
	2%	2%	1%	*	2%	2%	-	2%	2%	2%	2%	1%	2%	4%	-	-	1%
For investment in public transportation				*			**						*		**	**	*
	24	6	18	13	5	6	-	7	9	8	12	2	3	9	-	2	7
	3%	2%	4%	6%	2%	2%	-	2%	4%	5%	3%	1%	2%	5%	-	3%	4%
For education funding and support				*			**						*	K	**	**	*
	32	14	18	12	16	4	-	7	12	12	14	2	12	8	2	3	6
	4%	4%	4%	5%	5%	2%	-	2%	5%	9%	3%	1%	8%	4%	5%	5%	4%
For protecting the environment				*			**			G			K*		**	**	*
	18	5	13	9	5	4	-	6	6	6	10	3	3	10	1	*	2
	2%	1%	3%	4%	2%	1%	-	2%	2%	4%	3%	1%	2%	6%	2%	*	1%
For lower taxes				*			**						*	K	**	**	*
	109	56	52	25	54	30	7	51	34	16	44	39	21	14	3	11	22
	14%	15%	13%	11%	17%	12%	13%	15%	13%	11%	11%	17%	15%	8%	7%	17%	14%
For integrity in government and its leaders				*			**					M	*		**	**	*
	67	31	36	12	21	35	10	23	23	11	37	27	8	15	2	2	13
	8%	8%	9%	5%	6%	14%	18%	7%	9%	8%	9%	12%	6%	9%	4%	3%	8%
For lower energy costs				*		CD	**						*		**	**	*
	98	35	63	19	36	43	13	39	33	13	54	27	20	27	1	7	17
	12%	9%	15%	8%	11%	17%	24%	11%	13%	9%	14%	12%	14%	15%	2%	10%	11%
For social assistance programs		A		*		C	**						*		**	**	*
	27	19	9	7	13	8	2	9	11	5	8	4	7	3	5	3	5
	3%	5%	2%	3%	4%	3%	4%	3%	4%	3%	2%	2%	5%	2%	13%	5%	3%
For a Provincial Pension Plan				*			**						*		**	**	*
	29	5	24	5	21	3	-	17	10	2	14	9	2	6	3	6	3
	4%	1%	6%	2%	7%	1%	-	5%	4%	1%	3%	4%	2%	3%	7%	9%	2%
Other		A		*	E		**						*		**	**	*
	62	30	32	31	22	9	11	34	11	7	19	11	6	5	3	21	17
	8%	8%	8%	14%	7%	4%	19%	10%	4%	5%	5%	5%	4%	3%	8%	32%	11%
				E*			**	H					*		**	**	M*

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