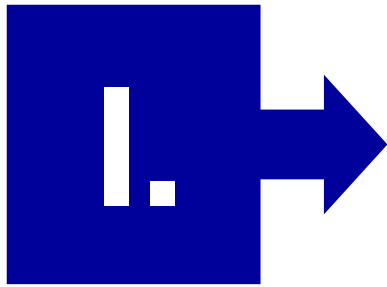




Ontario Election Campaign Post-Debate Survey



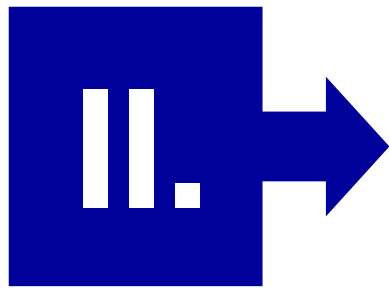
Methodology



Methodology

- This EKOS/Toronto Star poll was conducted by telephone September 24th and September 25th, 2003 with a random sample of 1,023 Ontario residents eligible to vote in the October 2nd election.
- These data were statistically weighted to ensure the sample's regional, gender and age composition reflects that of the actual population of Ontario according to the 2001 Census data.
- With a sample of 1,023, the results are accurate within 3.1 percentage points 19 times out of 20 of what they would be had the entire adult population of Ontario been polled. The margin of error increases when the results are subdivided.



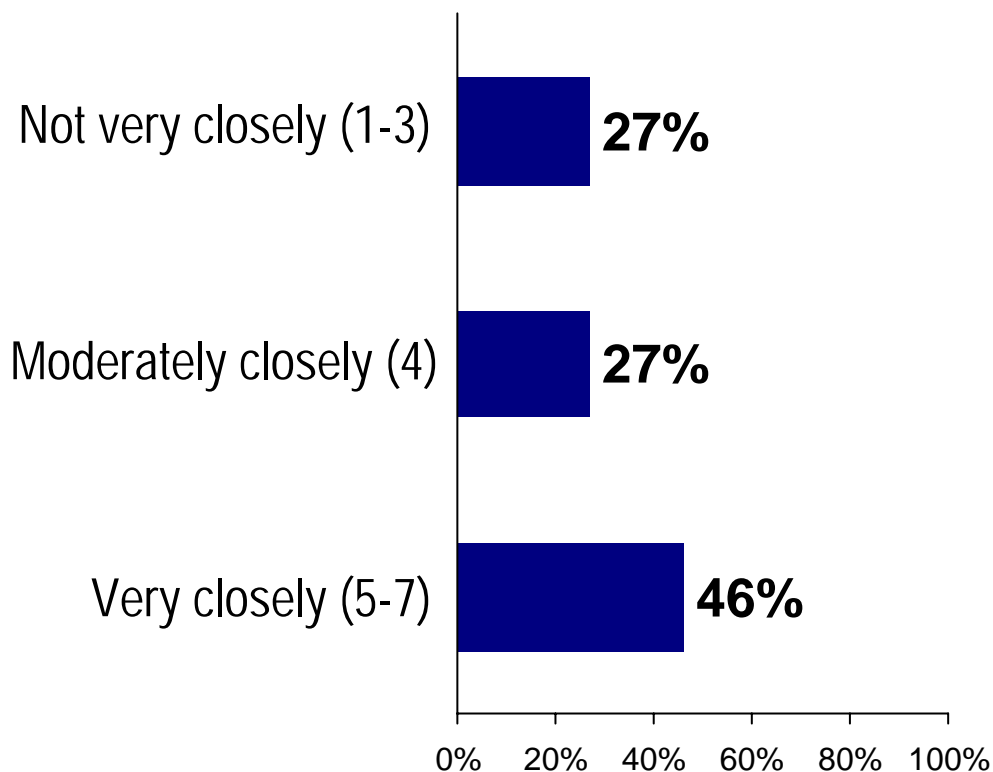


Interest in Election



Most Continue to Follow Election

“How closely have you been following this election?”

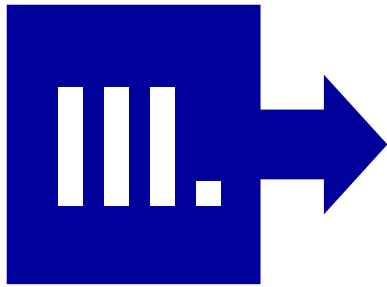


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EKOS/Toronto Star poll, September 24-25, 2003 (n=1023)

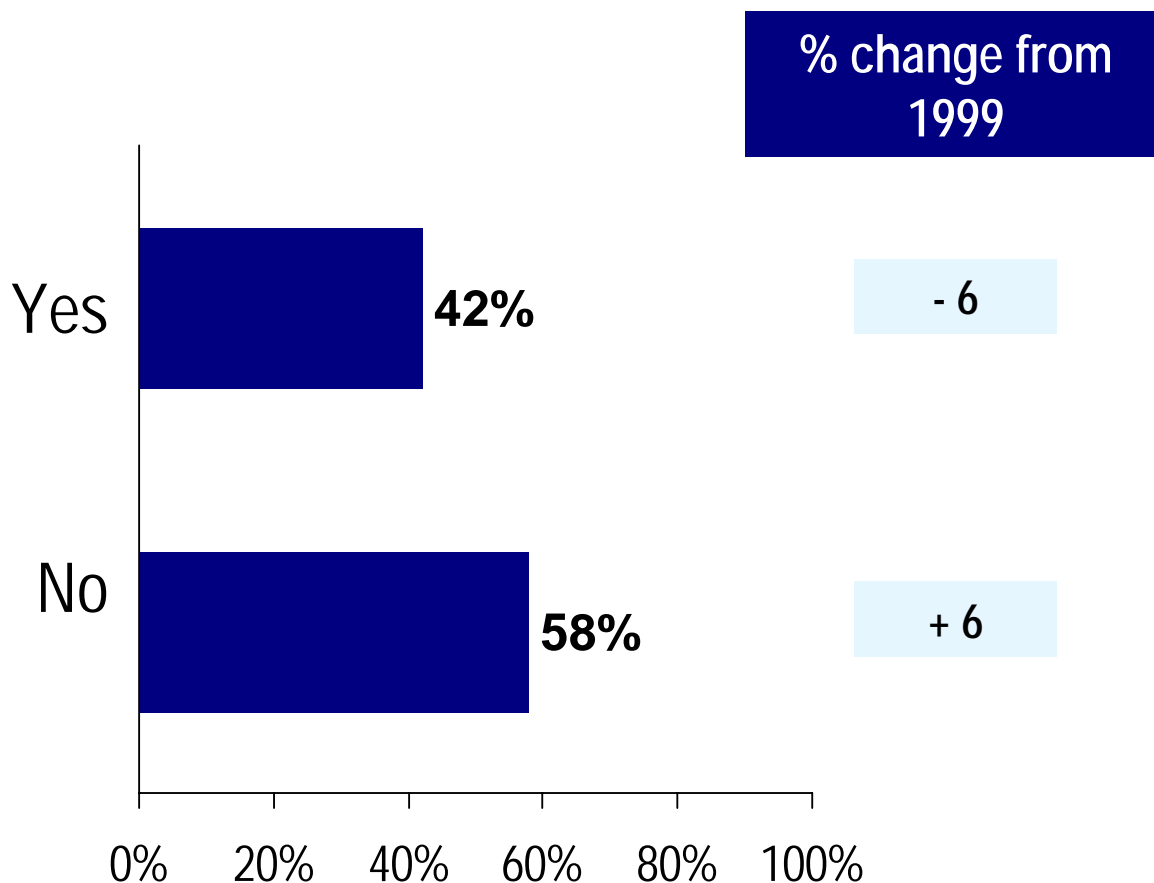


Leader's Debate



Minority Tuned in for Leader's Debate

"Did you watch or listen to the Ontario Leader's Debate that was held Tuesday September 23rd?"



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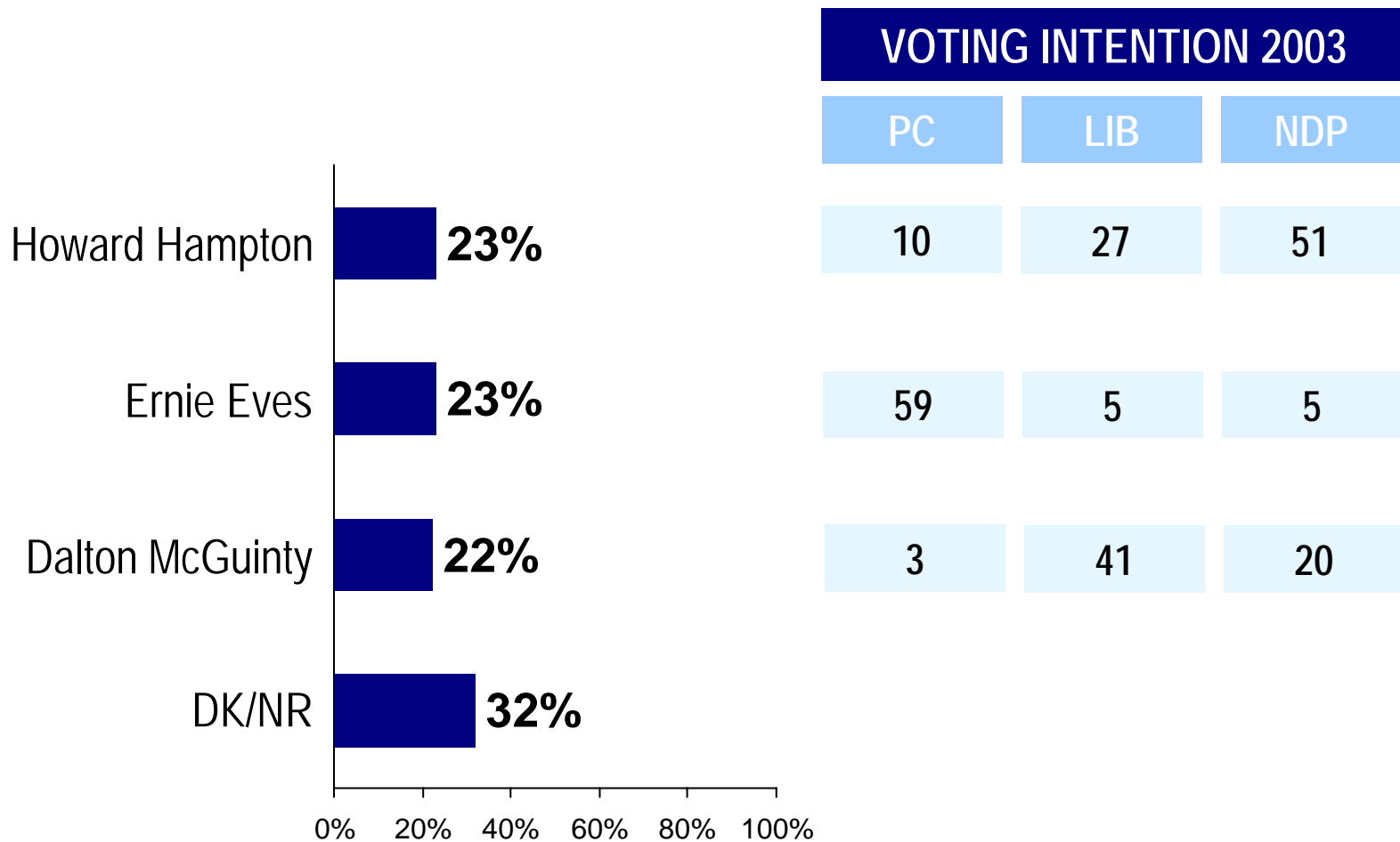
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No Consensus on Winner of Debate

“Thinking of the performance of the leaders in this debate, which one do you think **won** the debate?”

[Filter: those who watched/listened to debate]



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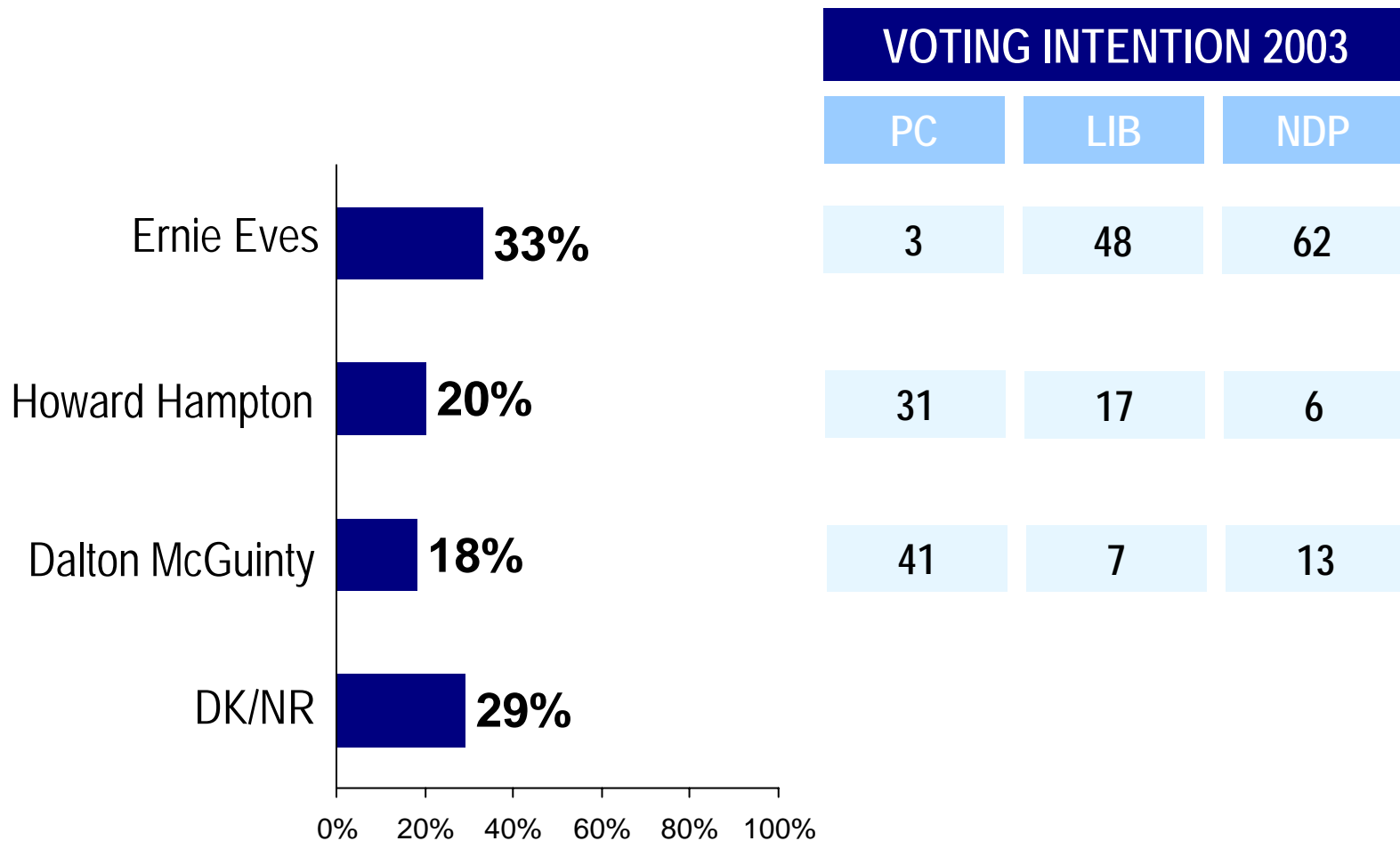
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EKOS/Toronto Star poll, September 24-25, 2003 (n=475)

Eves Seen as Losing Debate

“Still thinking of the performance of the leaders in this debate, which one do you think **lost** the debate?”

[Filter: those who watched/listened to debate]



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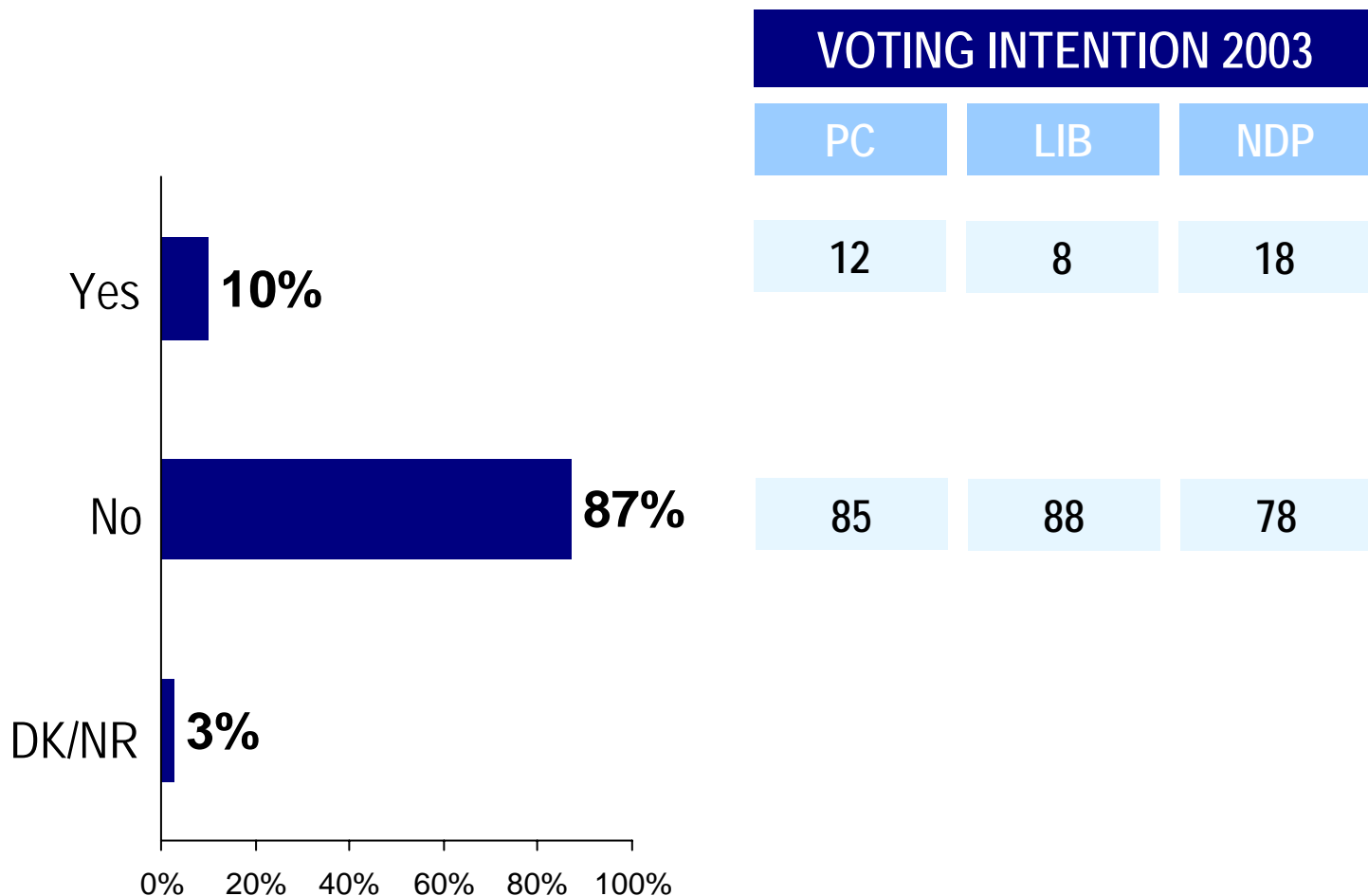
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EKOS/Toronto Star poll, September 24-25, 2003 (n=475)

Debate Altered Voting Intention Only Marginally

"Did the leader's debate change your voting intention?"

[Filter: those who watched/listened to debate]

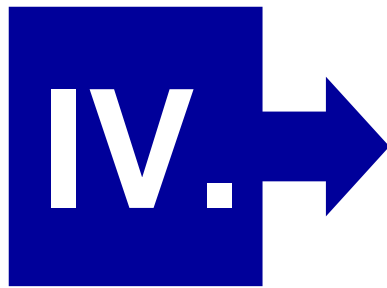


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EKOS/Toronto Star poll, September 24-25, 2003 (n=475)

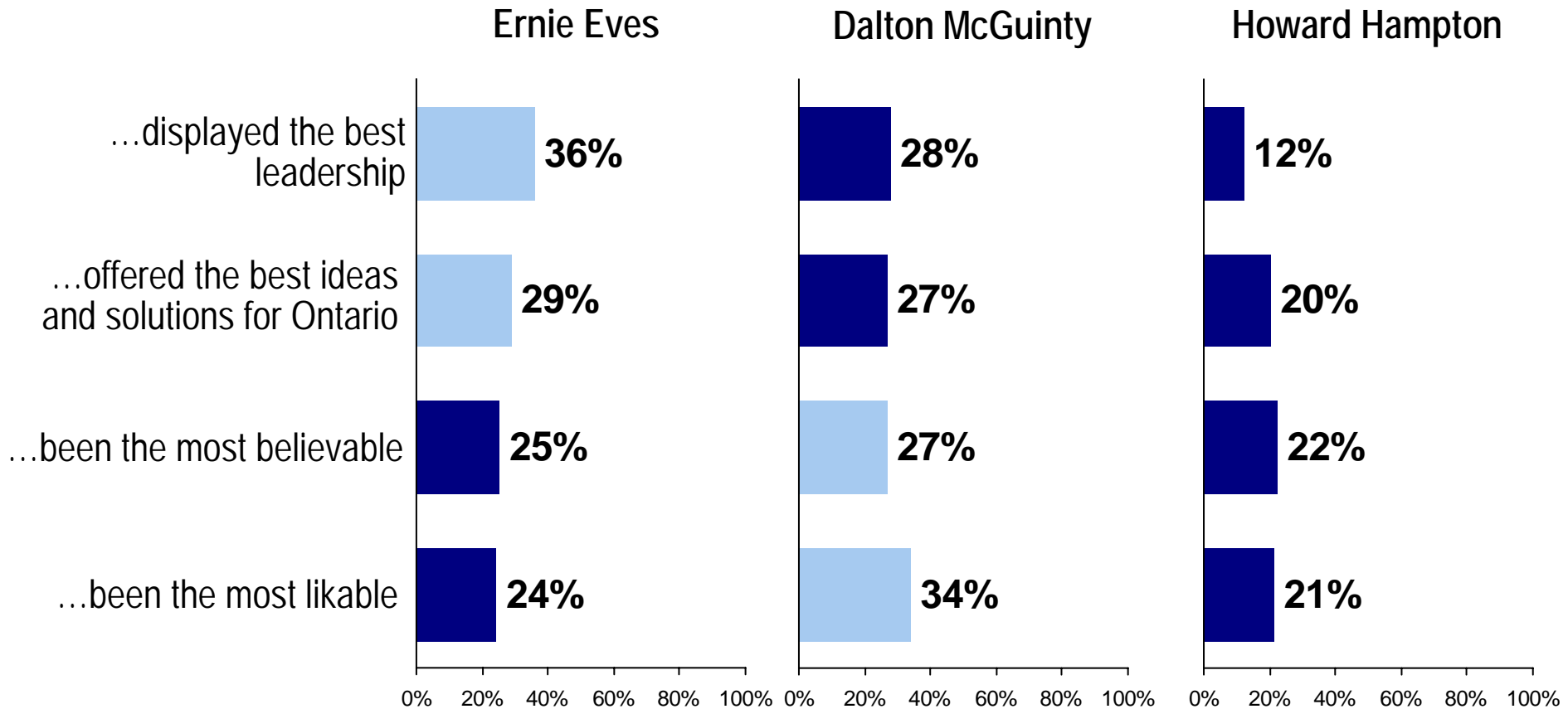


Campaign Performance



Performance Throughout Campaign

"Now thinking more broadly about the performance of the three leaders and parties during the campaign, including statements, advertising and general impressions you have formed. Which leader would you say has ..."

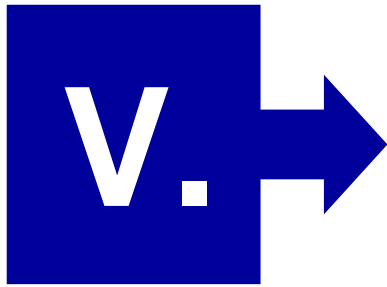


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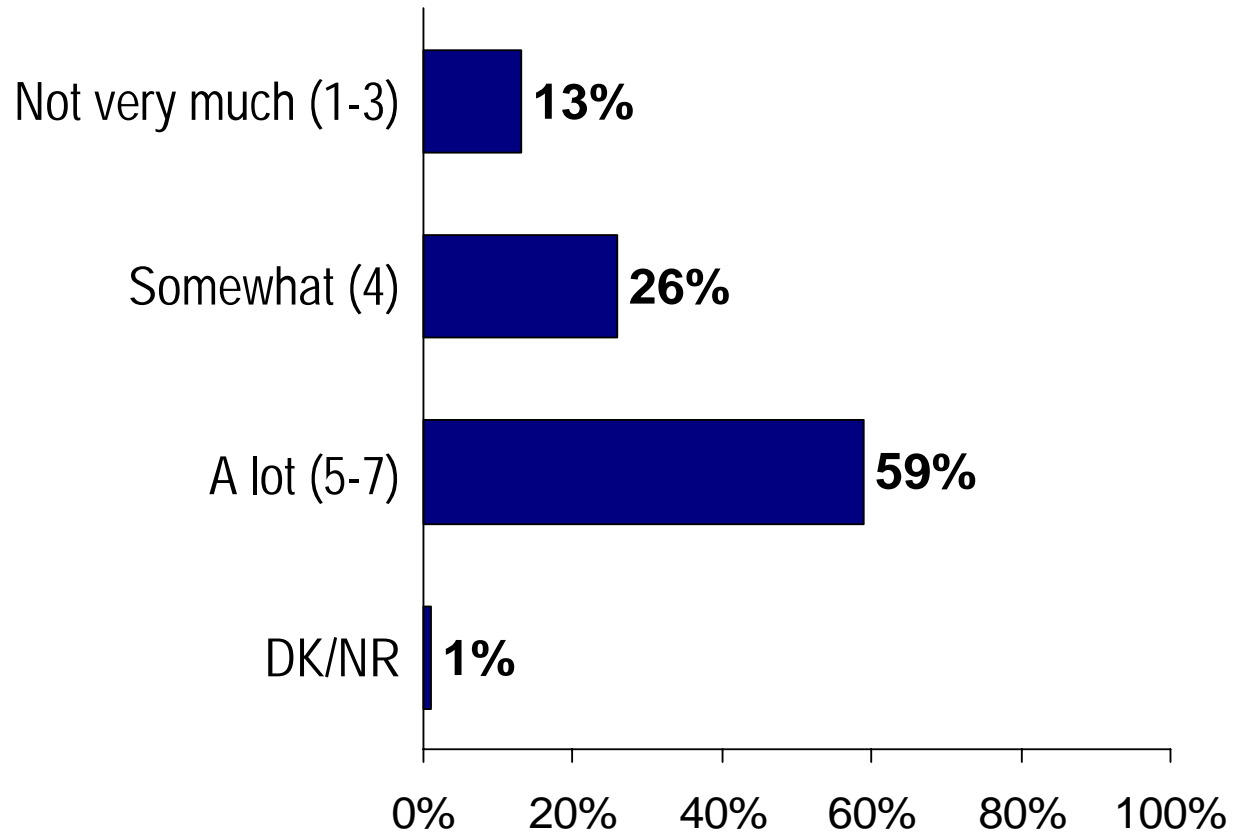


Priorities



Ontario Public Desires Change

"How much do you think the province NEEDS TO CHANGE?"



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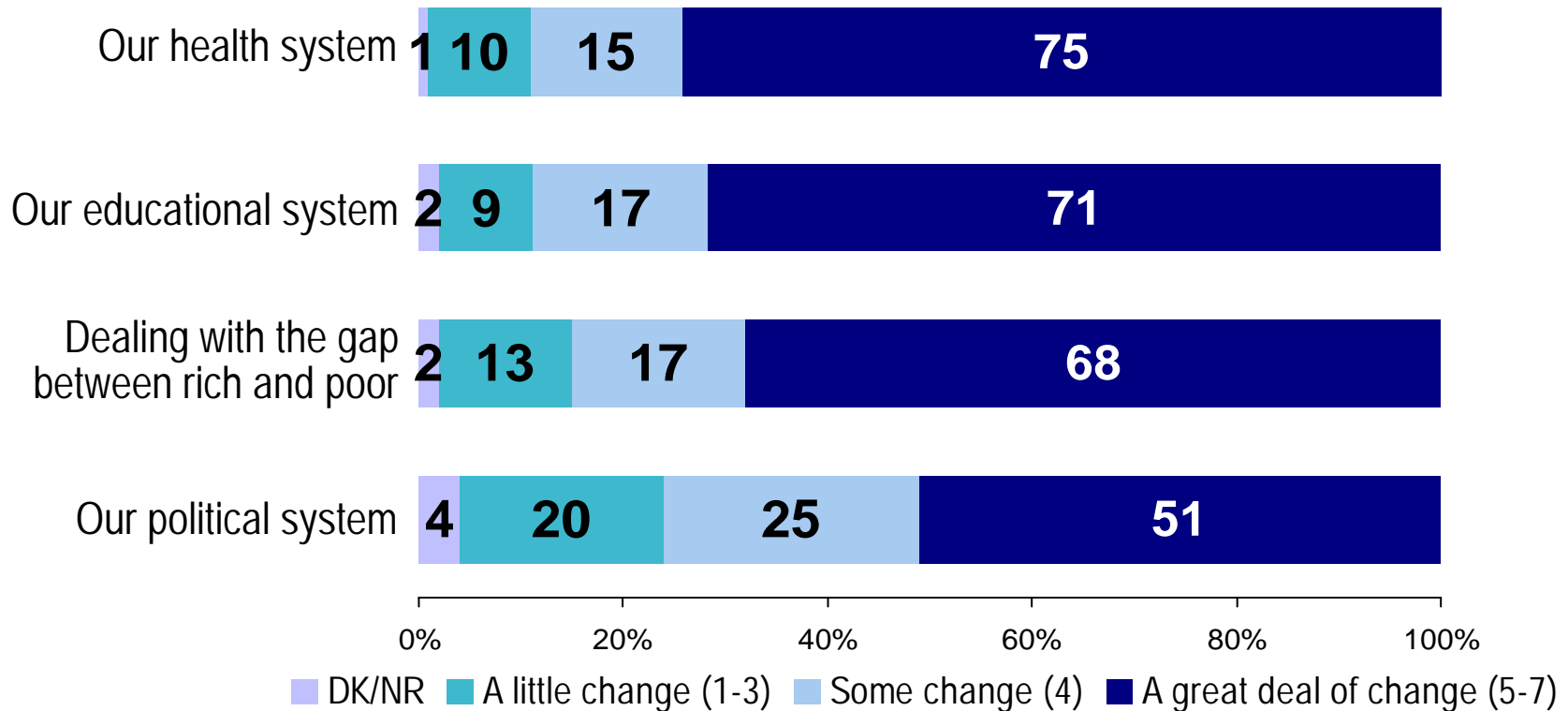
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EKOS/Toronto Star poll, September 24-25, 2003 (n=1023)

Health Care Area in Greatest Need for Change

"In what areas do we need to change? Using a 7-point scale where 1 means does not need to change at all, 7 means needs to change a great deal and the mid-point 4 means needs to change somewhat, please indicate how much change, if any, Ontario requires in each of the following areas.*"



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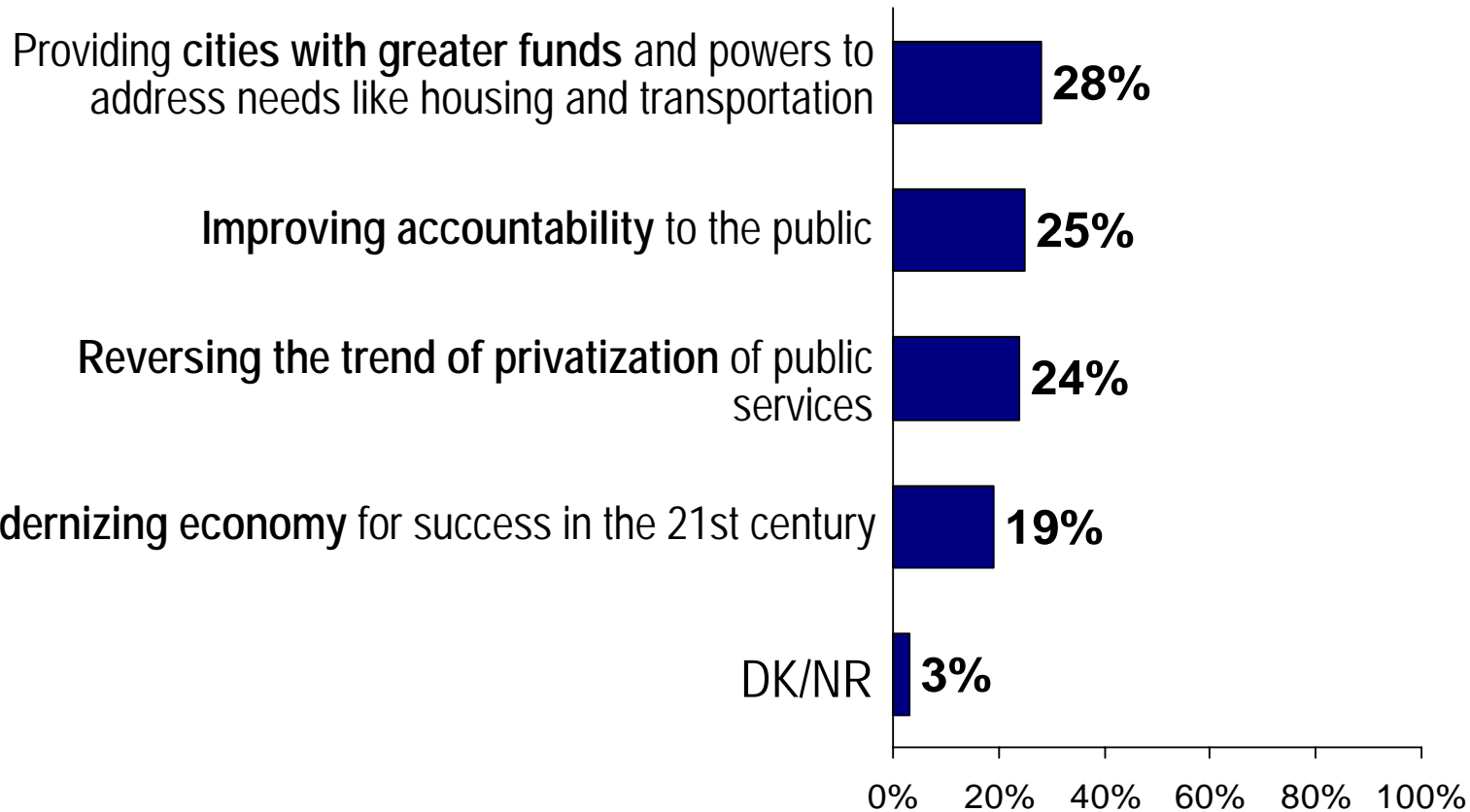
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* Those saying that Ontario needs to change (2-7 on 7-point scale)

EKOS/Toronto Star poll, September 24-25, 2003 (n=993)

Broad Set of Goals for Next Government

“And which of the following accomplishments do you think would be the BEST measure of success for the next provincial government of Ontario?”



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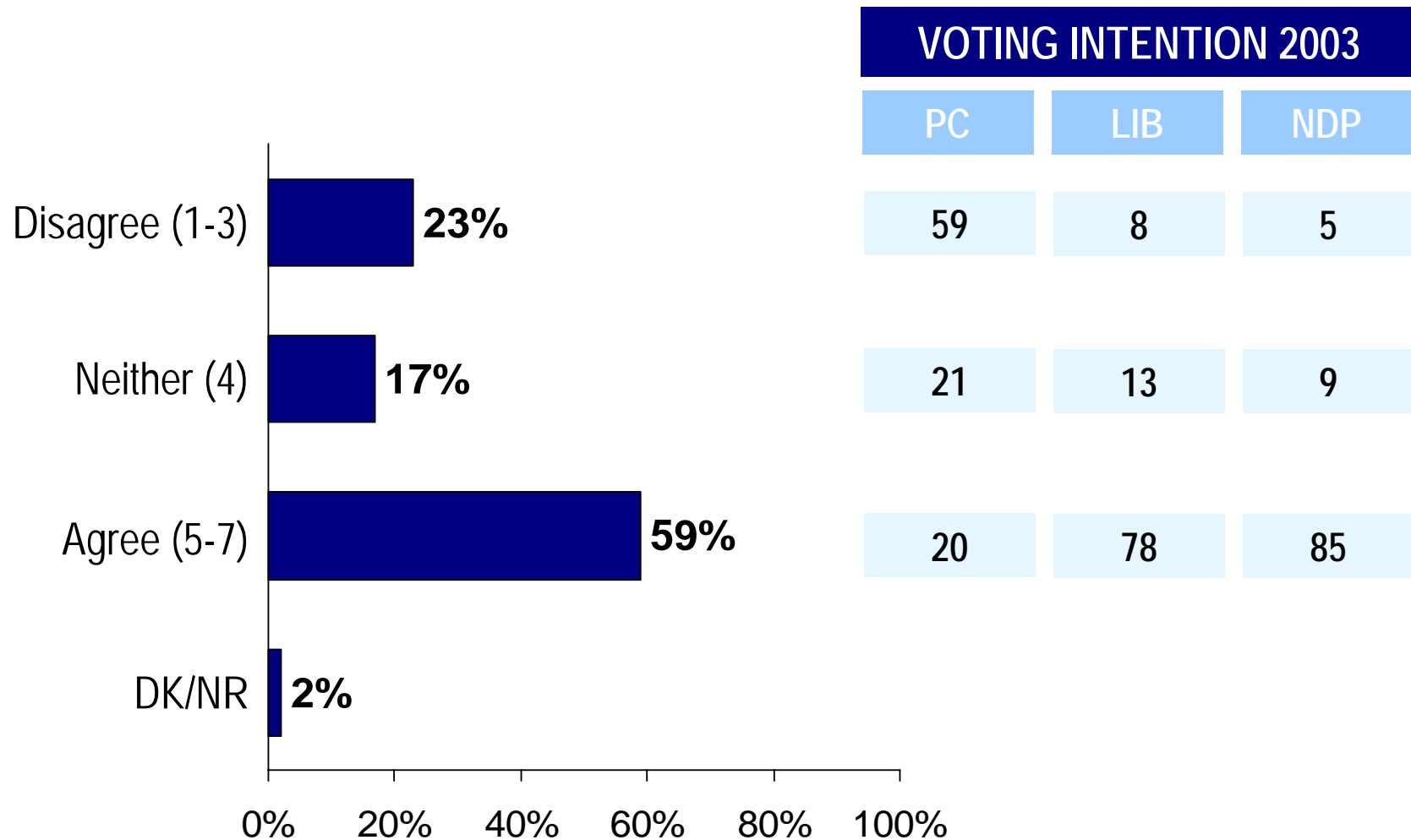
EKOS/Toronto Star poll, September 24-25, 2003 (n=1023)

VI.  **Attitudinal Battery**



Ontarians Ready for a Change in Government

"After so many years of Conservative government in Ontario, I really think the province needs a change in leadership."



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Support for Specific Policies

"Please tell me the extent to which you agree or disagree with the following statements?"

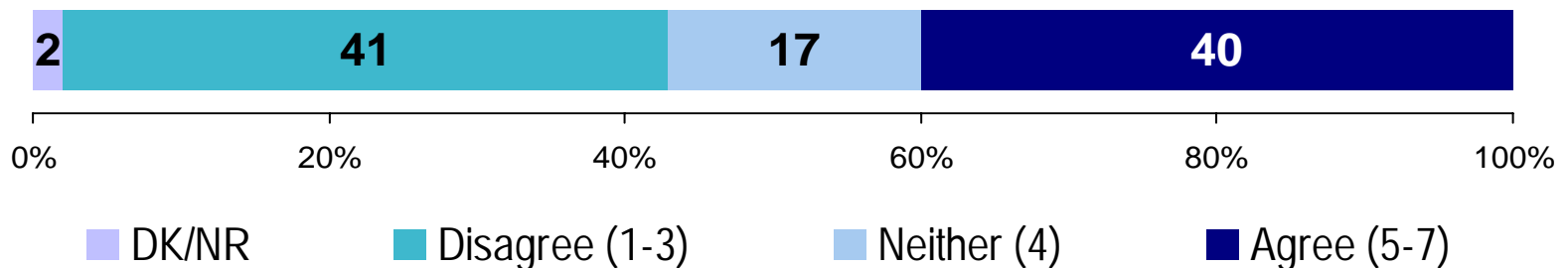
We can't afford a **tax cut** for Ontario residents because we need to invest more money in health care and education.



Ontario should institute a non-profit public **auto insurance** system to reduce the rates Ontario drivers pay.

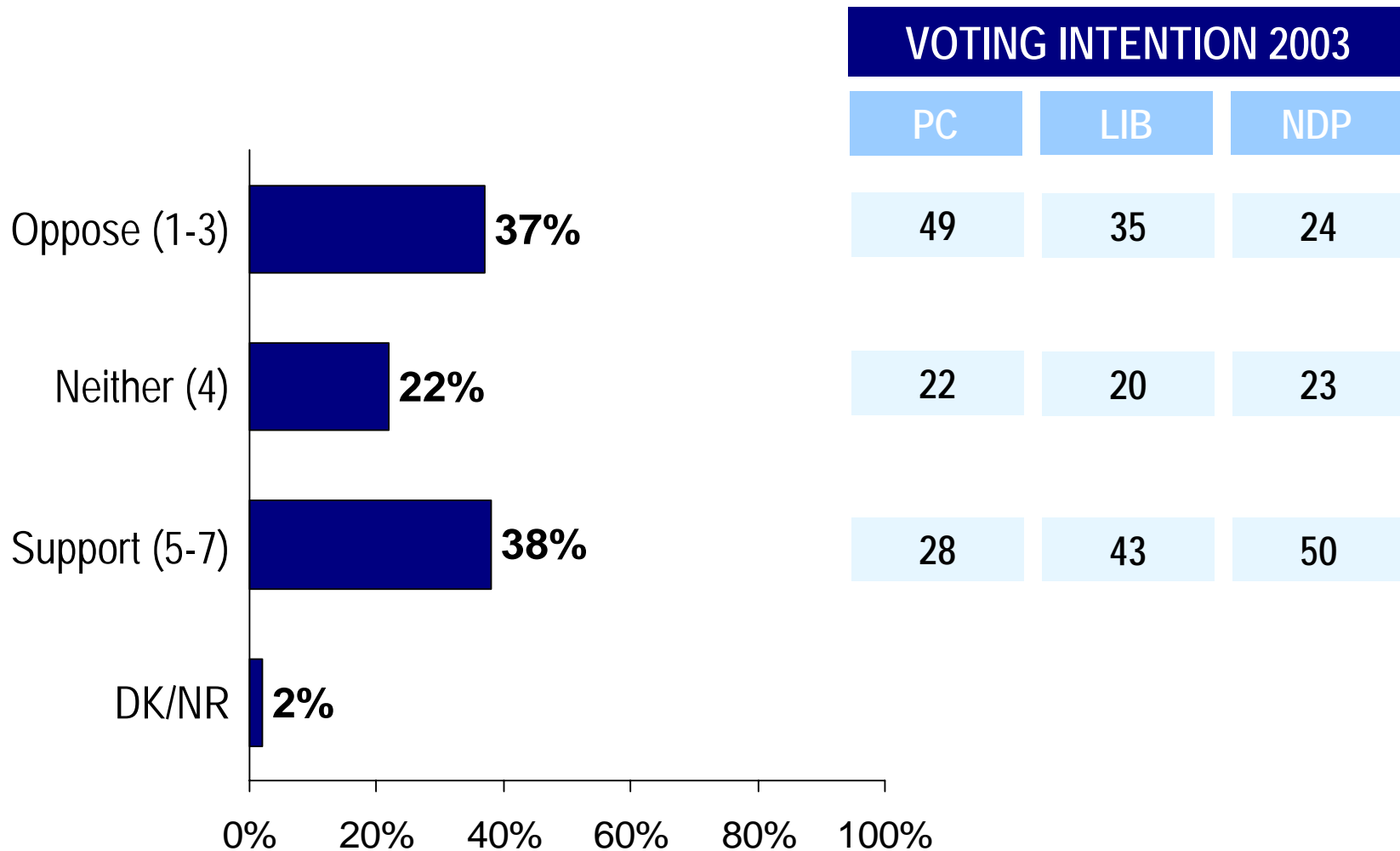


Despite the recent blackout, I'm confident that Ontario's **electricity system** is in good shape for the future.



Ontarians Divided on Gay Marriage

"Do you support or oppose allowing gay and lesbian couples to marry?"



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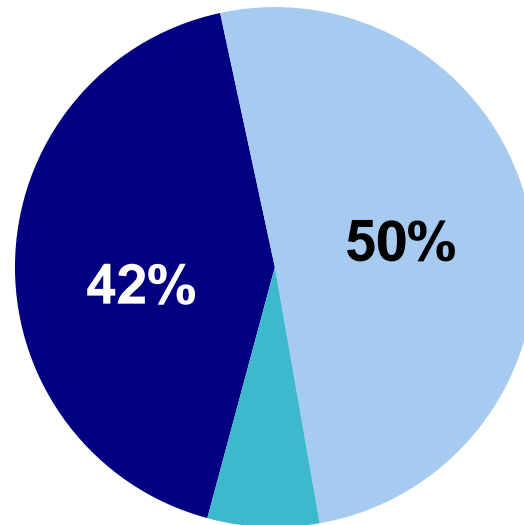
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EKOS/Toronto Star poll, September 24-25, 2003 (n=1023)

Tax Breaks Way to Stimulate Economy?

“Which of the following two statements is closest to your point of view?”

Allowing homeowners to deduct some of their mortgage interest from income taxes will have a **minimal impact on stimulating the economy** and the money is better spent elsewhere



Allowing homeowners to deduct some of their mortgage interest from income taxes will **stimulate the economy and encourage home ownership**

7%

DK/NR



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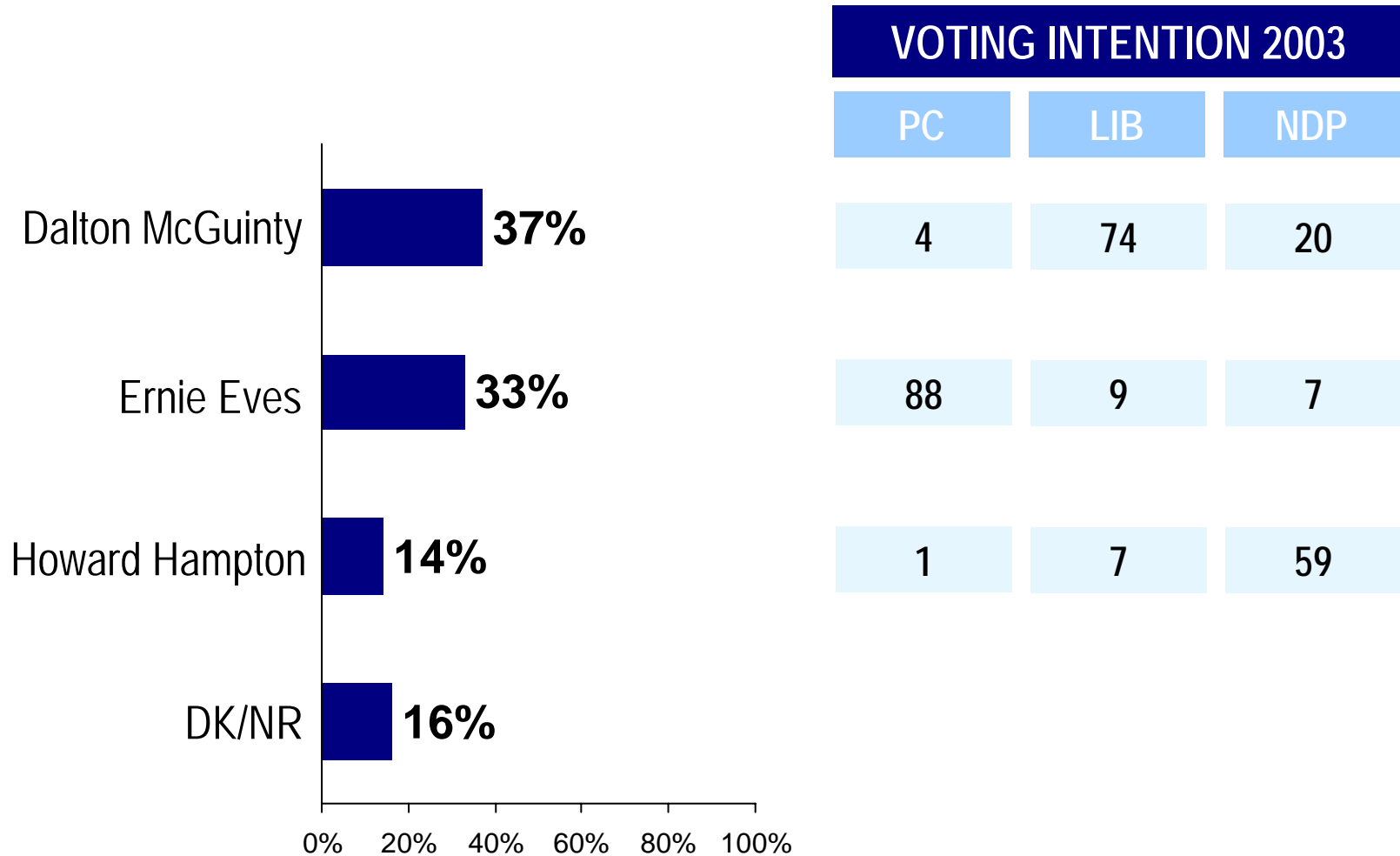
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McGuinty Seen as Best Suited for Premier

“Among these three Ontario Provincial leaders, which one do you think will be the best Premier for Ontario?”



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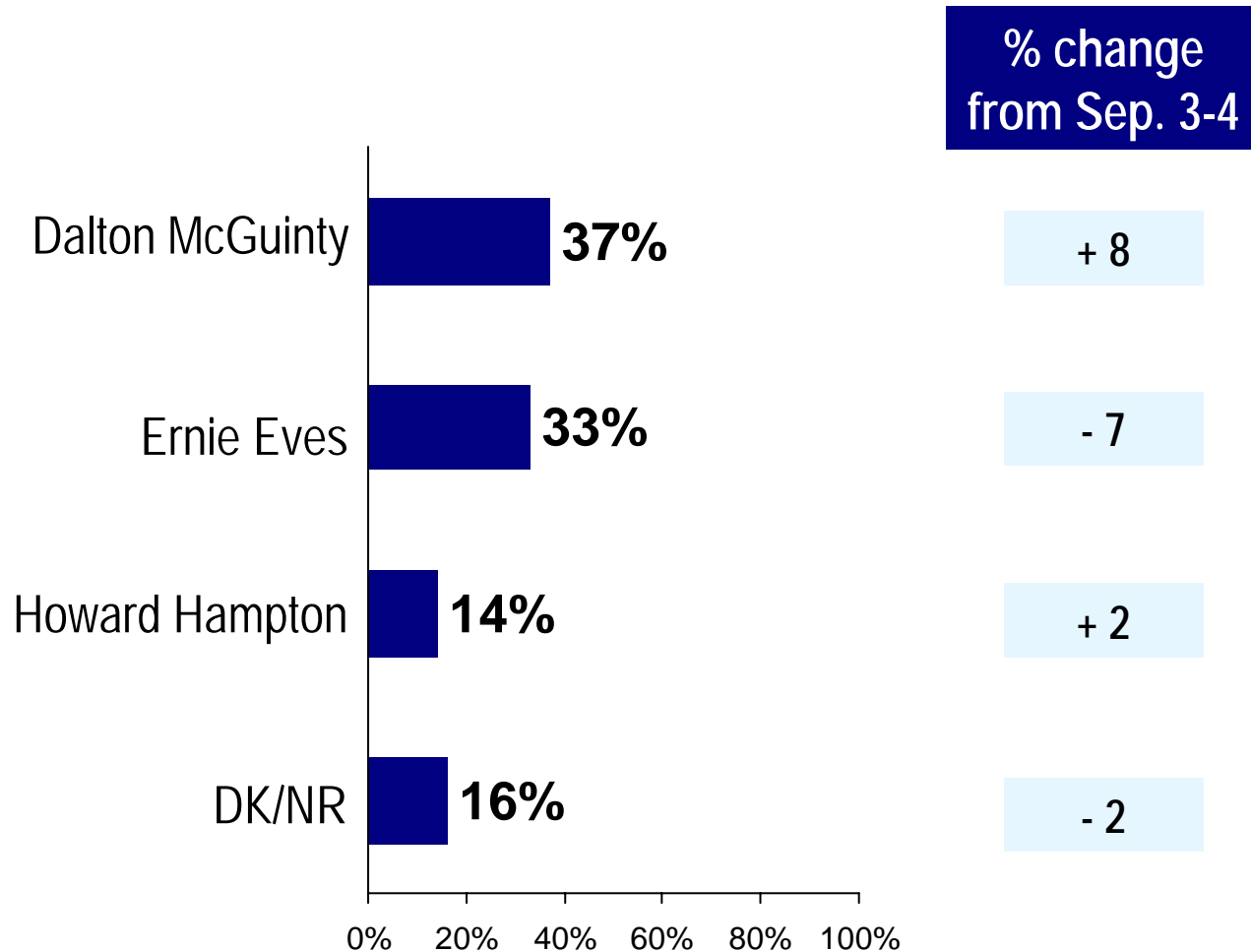
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McGuinty Surpasses Eves in Suitability for Premier

"Among these three Ontario Provincial leaders, which one do you think will be the best Premier for Ontario?"



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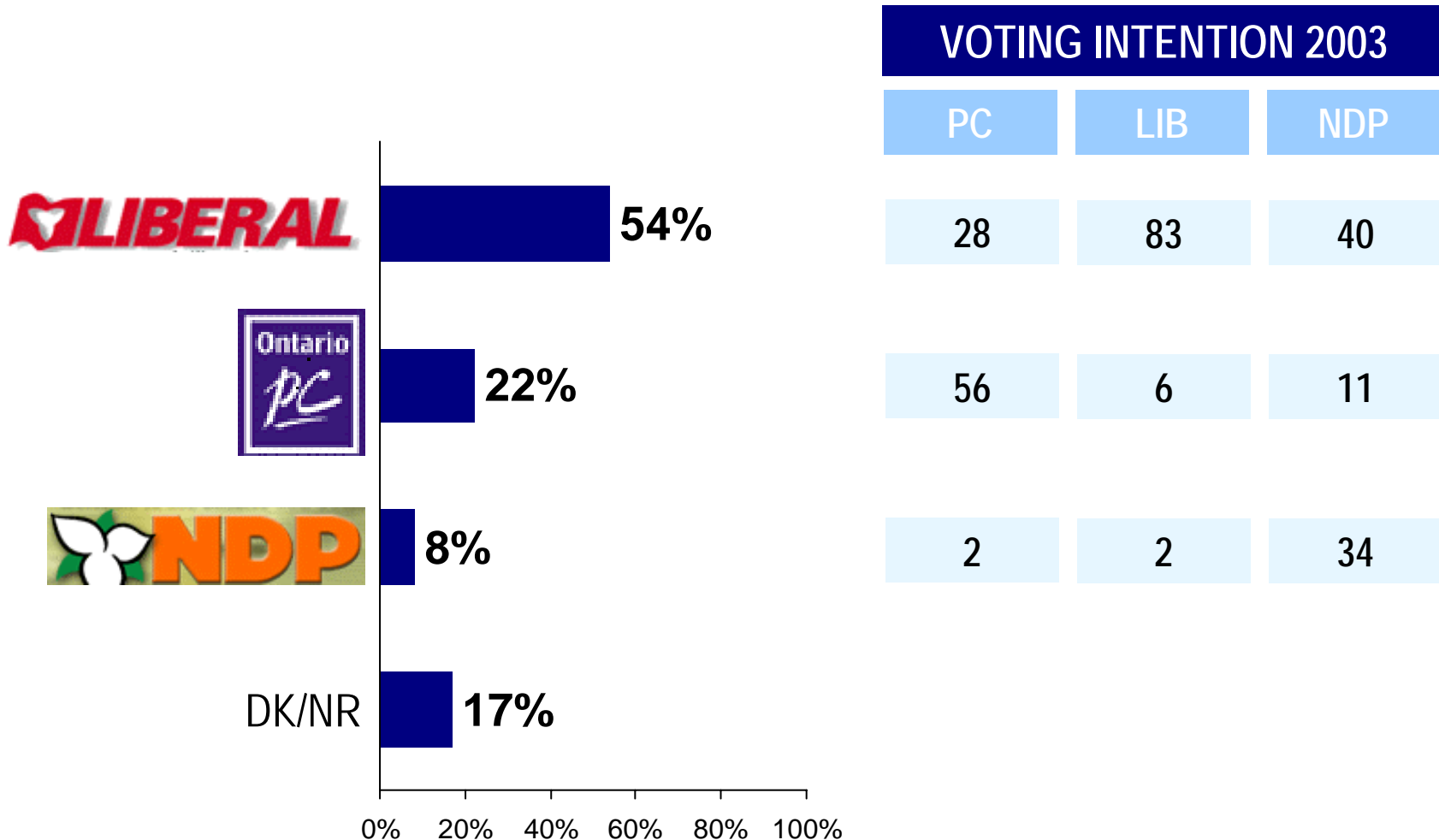
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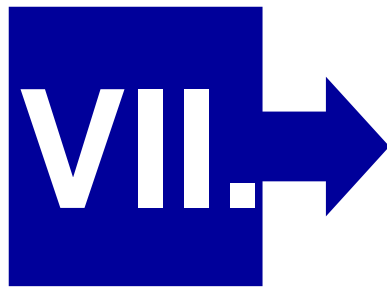
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Partnership with Martin-Led Federal Liberals?

“Which party will be able to work best with a Paul Martin led Liberal government in Ottawa?”



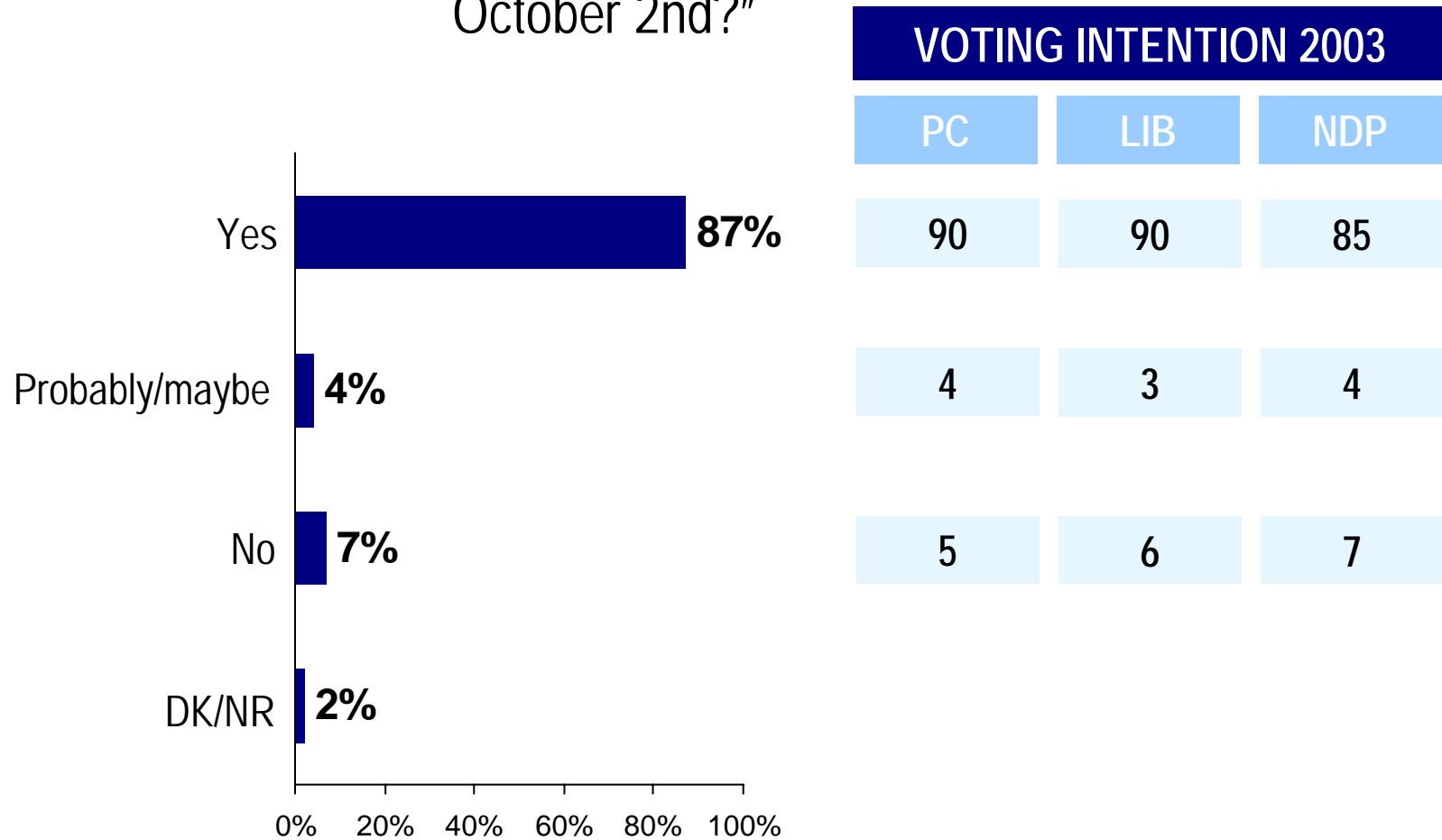


Voting Intentions



Most Ontarians Report Planning to Vote

“There are a number of reasons why people cannot or will not vote in an election. Do you personally intend to vote at the next election to be held on October 2nd?”



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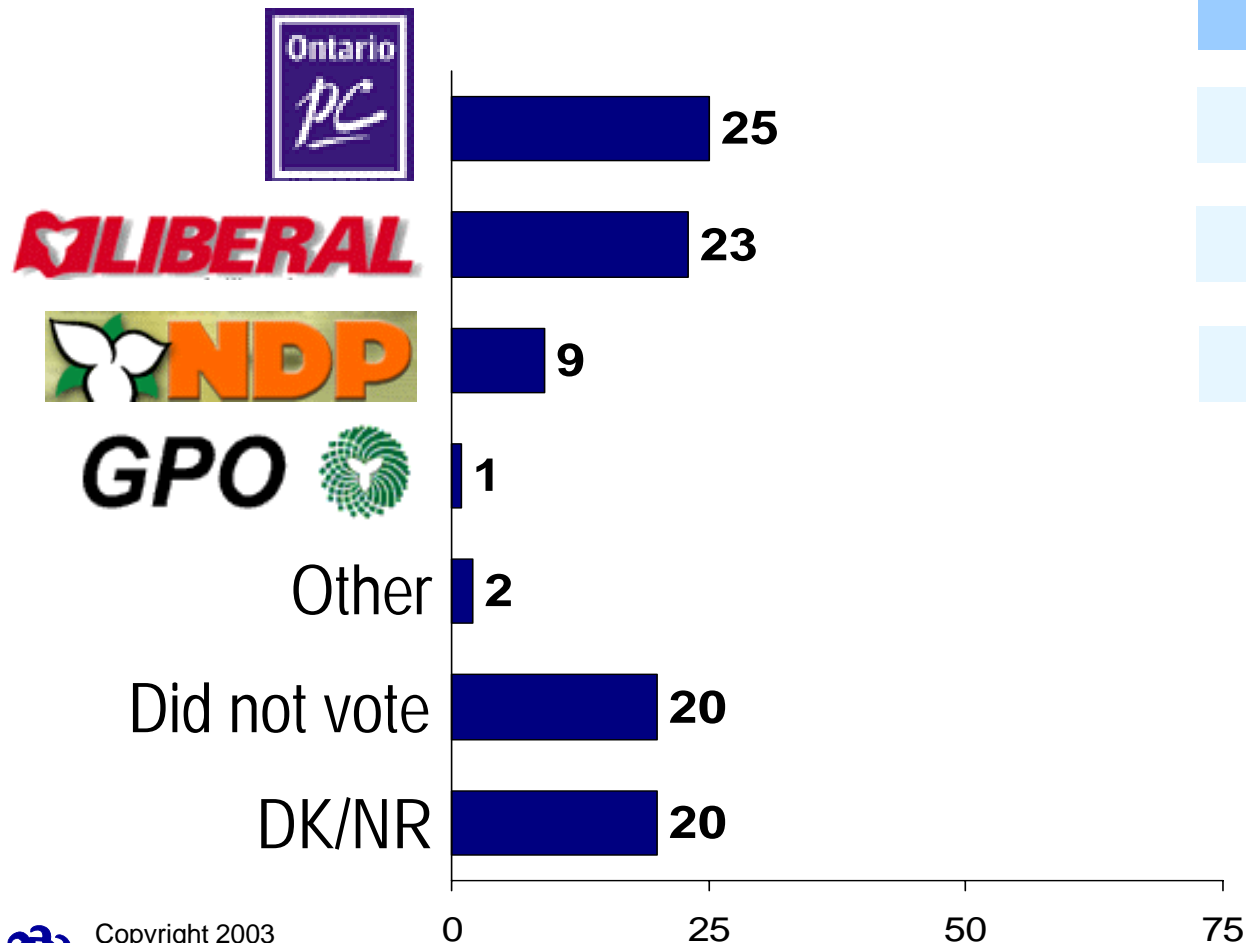
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Past Election Vote

"How did you vote in the last provincial election held in 1999?"



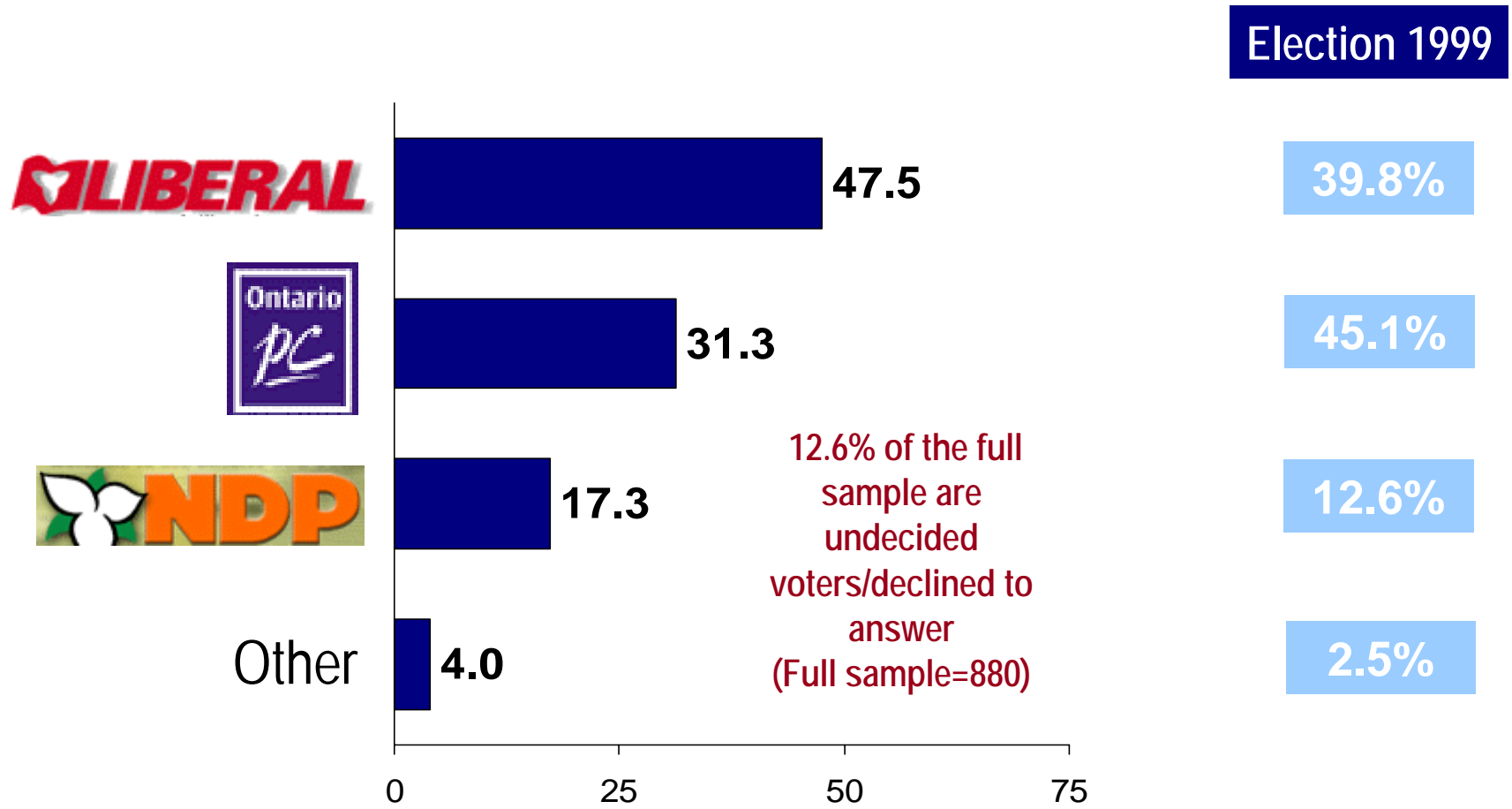
VOTING INTENTION 2003

	PC	LIB	NDP
	62	13	6
	5	46	14
	1	6	36



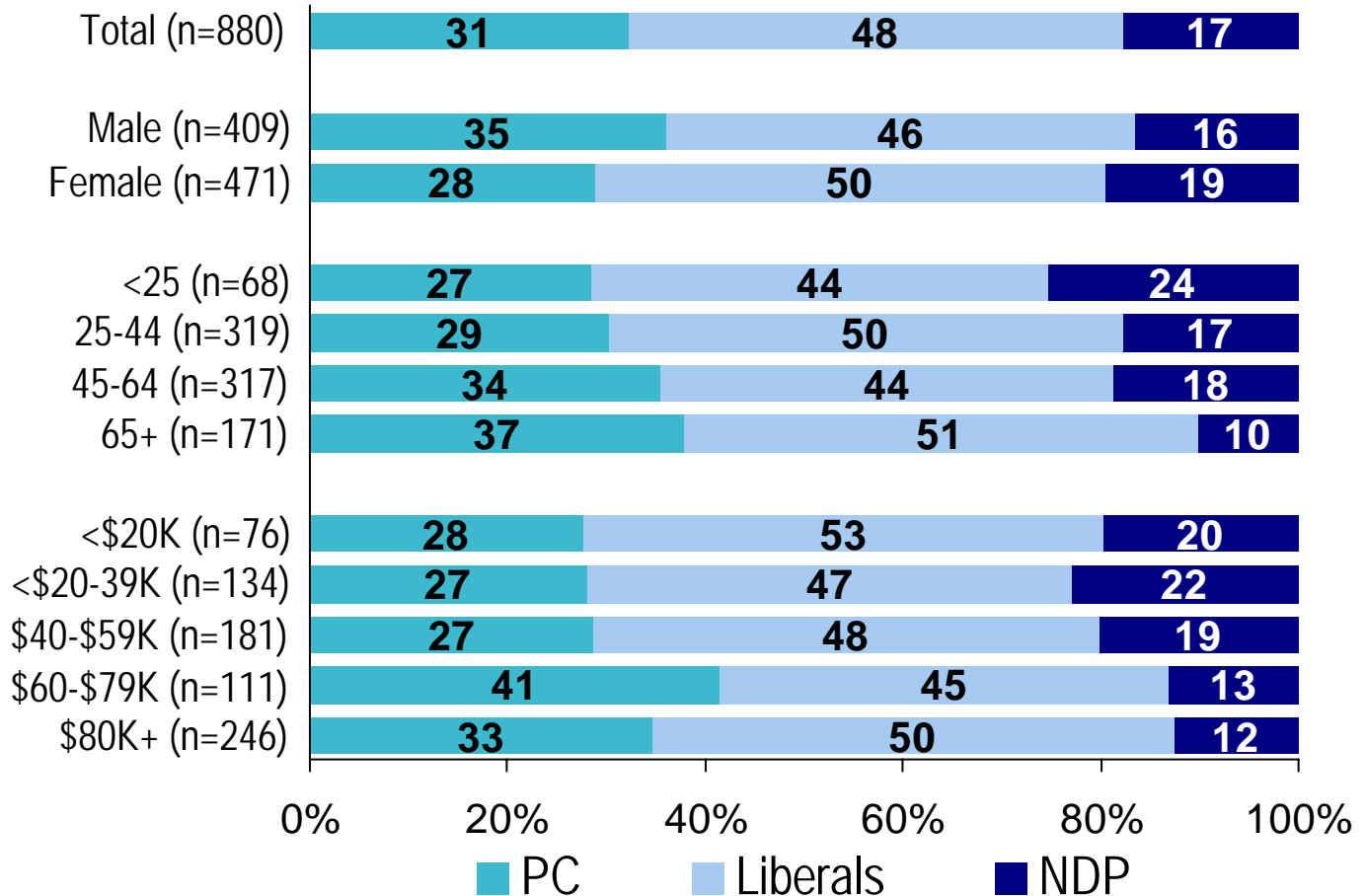
Provincial Voting Intentions in Ontario (a)

"If a provincial election were held tomorrow, which party would you vote for*?"



Provincial Voting Intentions in Ontario (b)

"If a provincial election were held tomorrow, which party would you vote for*?"



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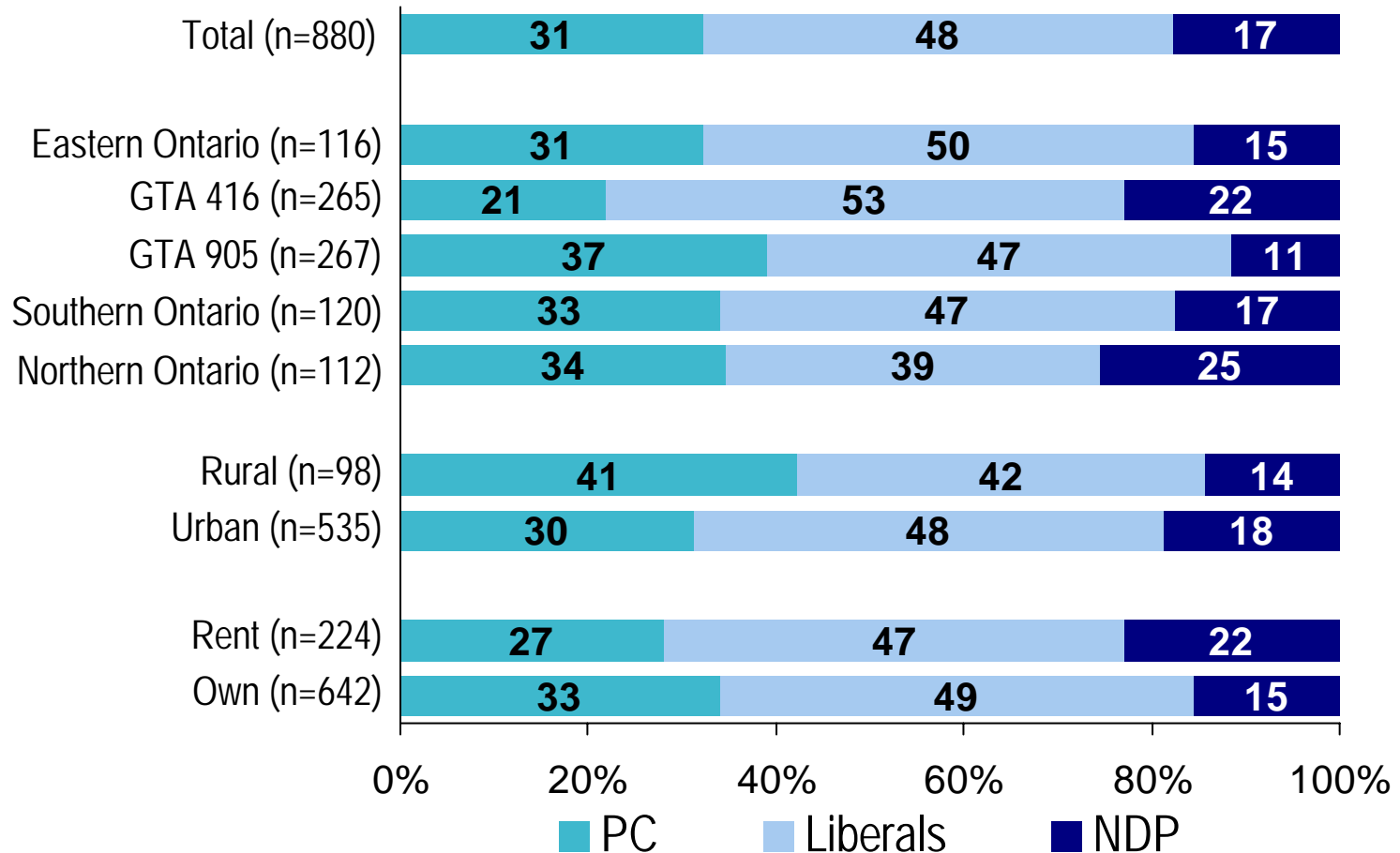
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*Decided voters only; won't vote, undecided and refused respondents excluded; "leaners" included

Provincial Voting Intentions in Ontario (c)

"If a provincial election were held tomorrow, which party would you vote for*?"



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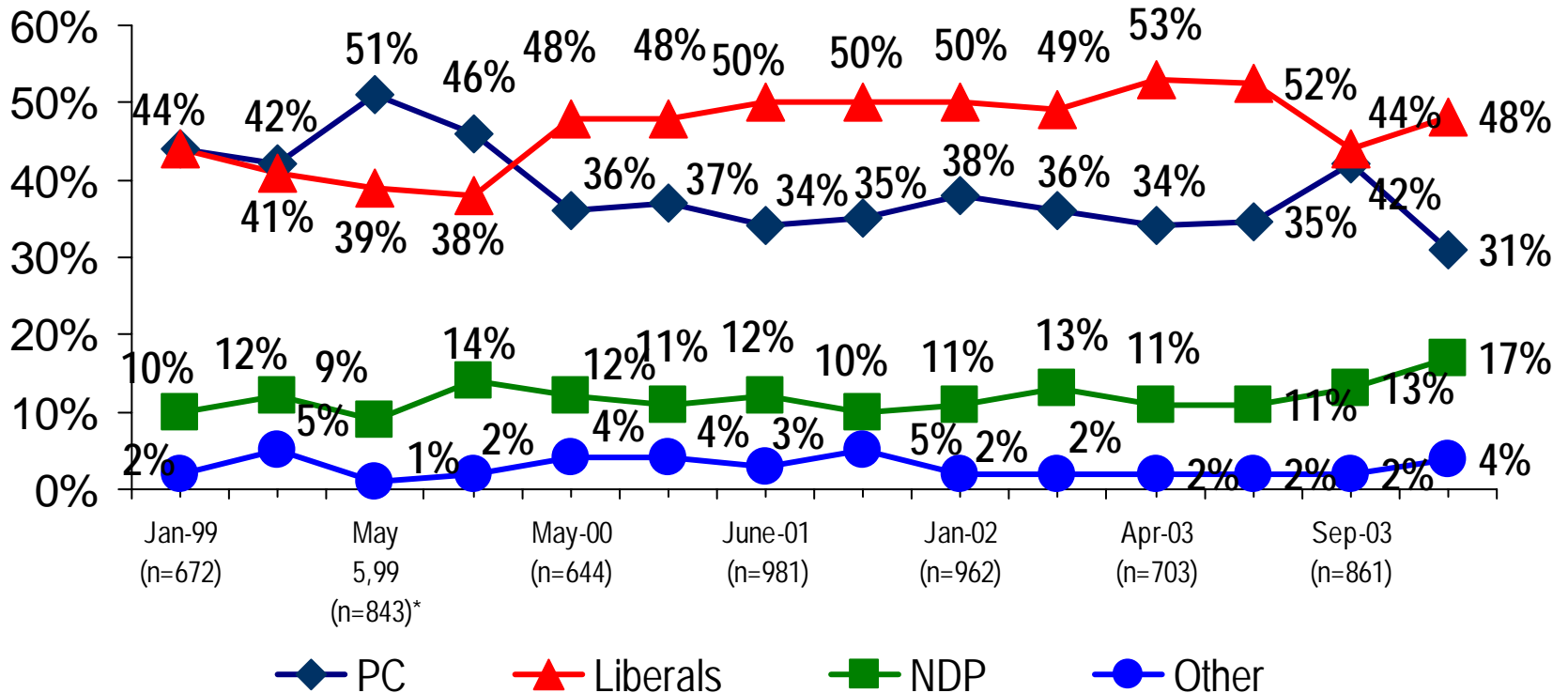
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*Decided voters only; won't vote, undecided and refused respondents excluded; "leaners" included

Provincial Voting Intentions in Ontario (d)

"If a provincial election were held tomorrow, which party would you vote for*?"



Latest data point: September 24-25, 2003 (n=880)

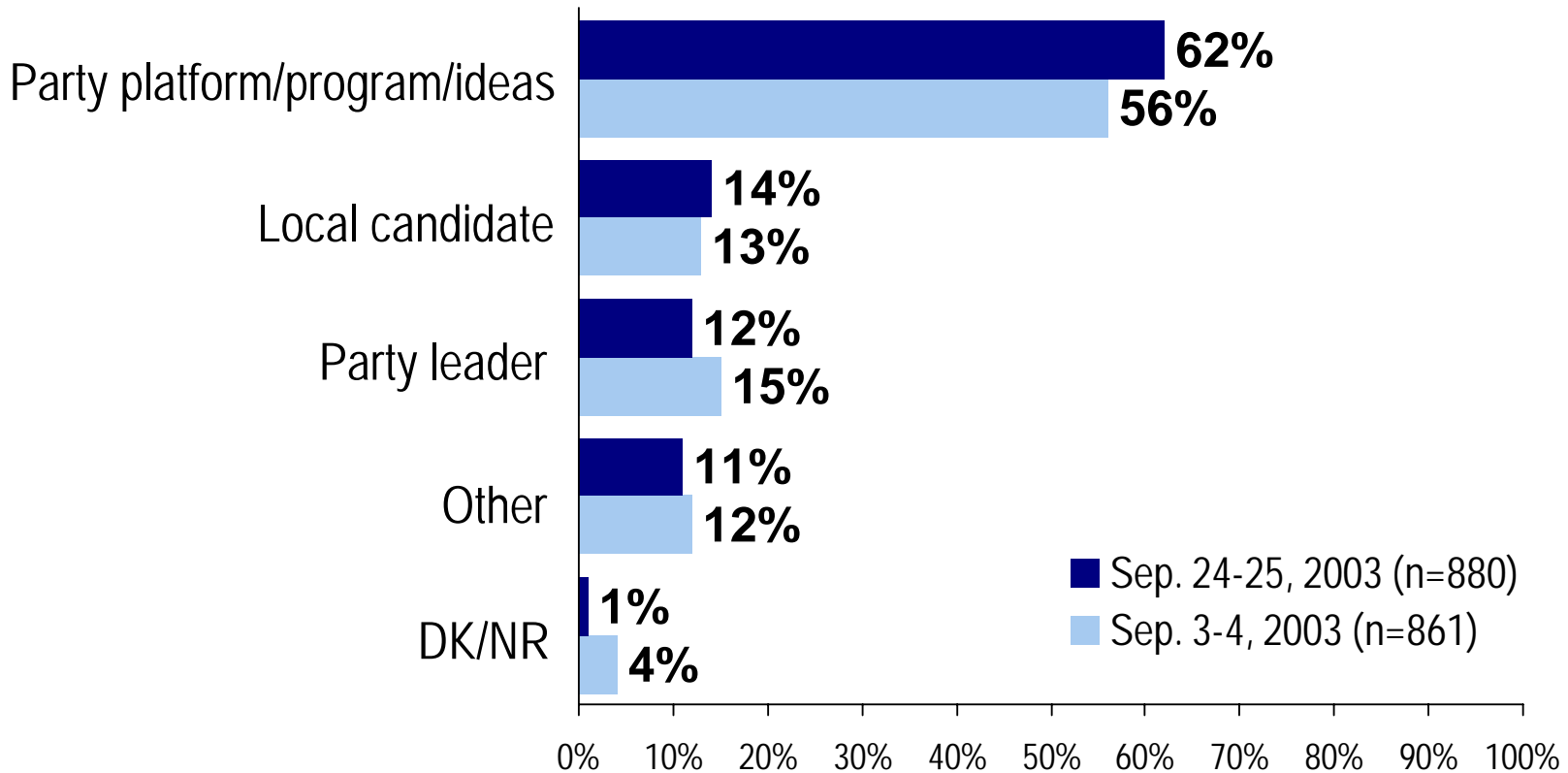
* During 1999 election campaign

**Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included



Reasons for Vote

“What is the main factor that makes you decide in favor of this party at this point?*



*Decided voters only; won't vote, undecided and refused respondents excluded; "leaners" included

EKOS/Toronto Star poll



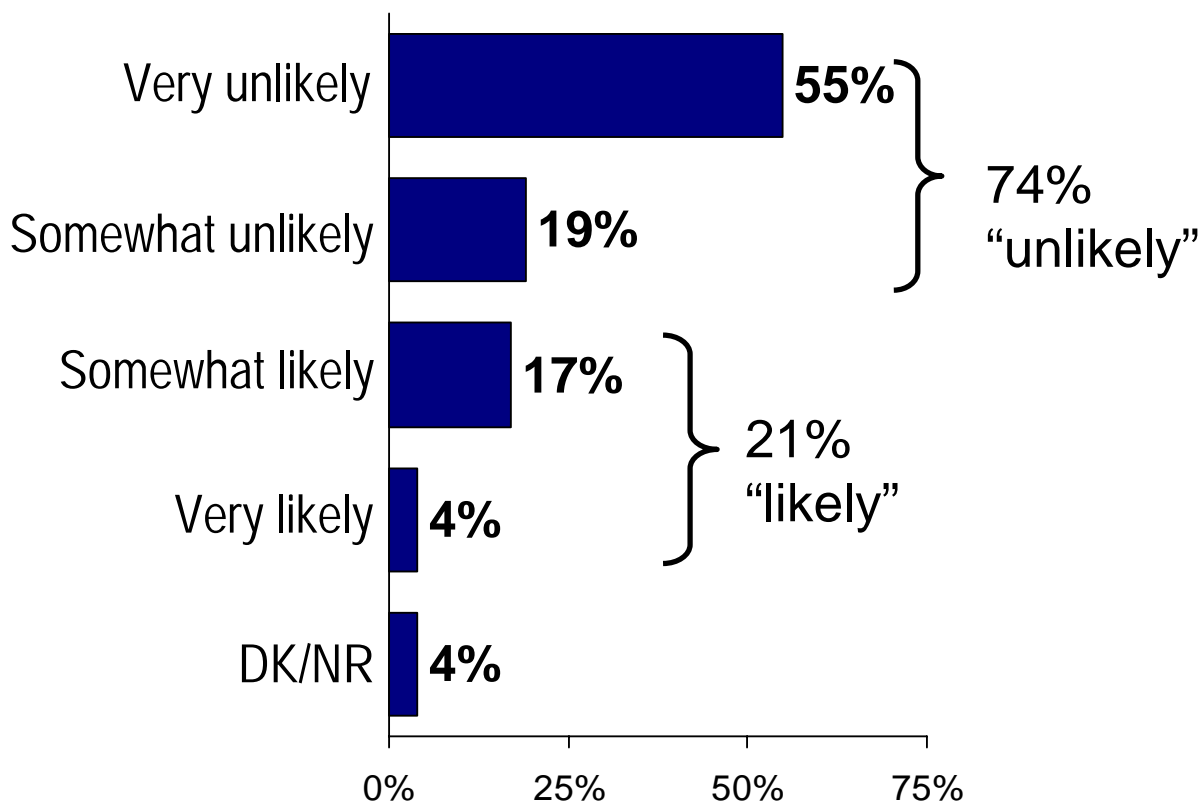
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Majority Unlikely to Change Vote

“Would you say it is very likely, somewhat likely or not very likely that you would change your voting intention before the election that will be held on October 2nd?”



VOTING INTENTION 2003		
PC	LIB	NDP
79	80	78
19	19	18



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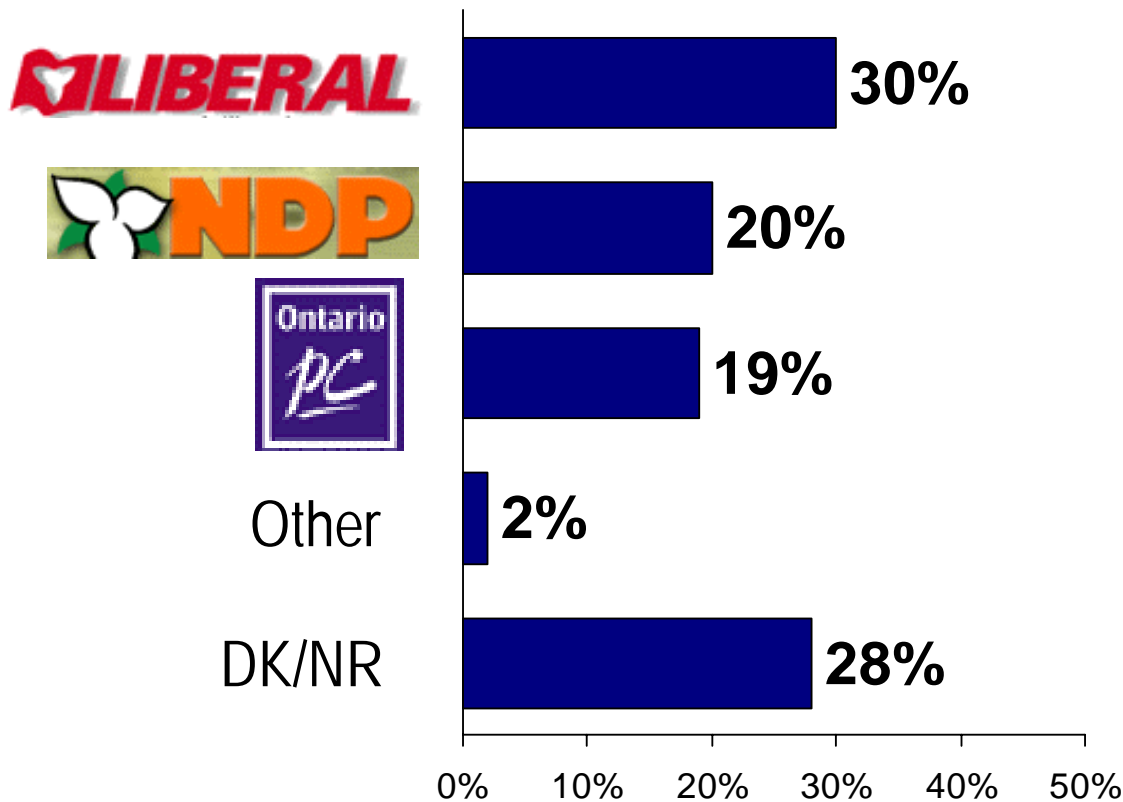
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Even Second Thought Favour Liberal

"If you were to change your mind, which party would be your second best choice?*"



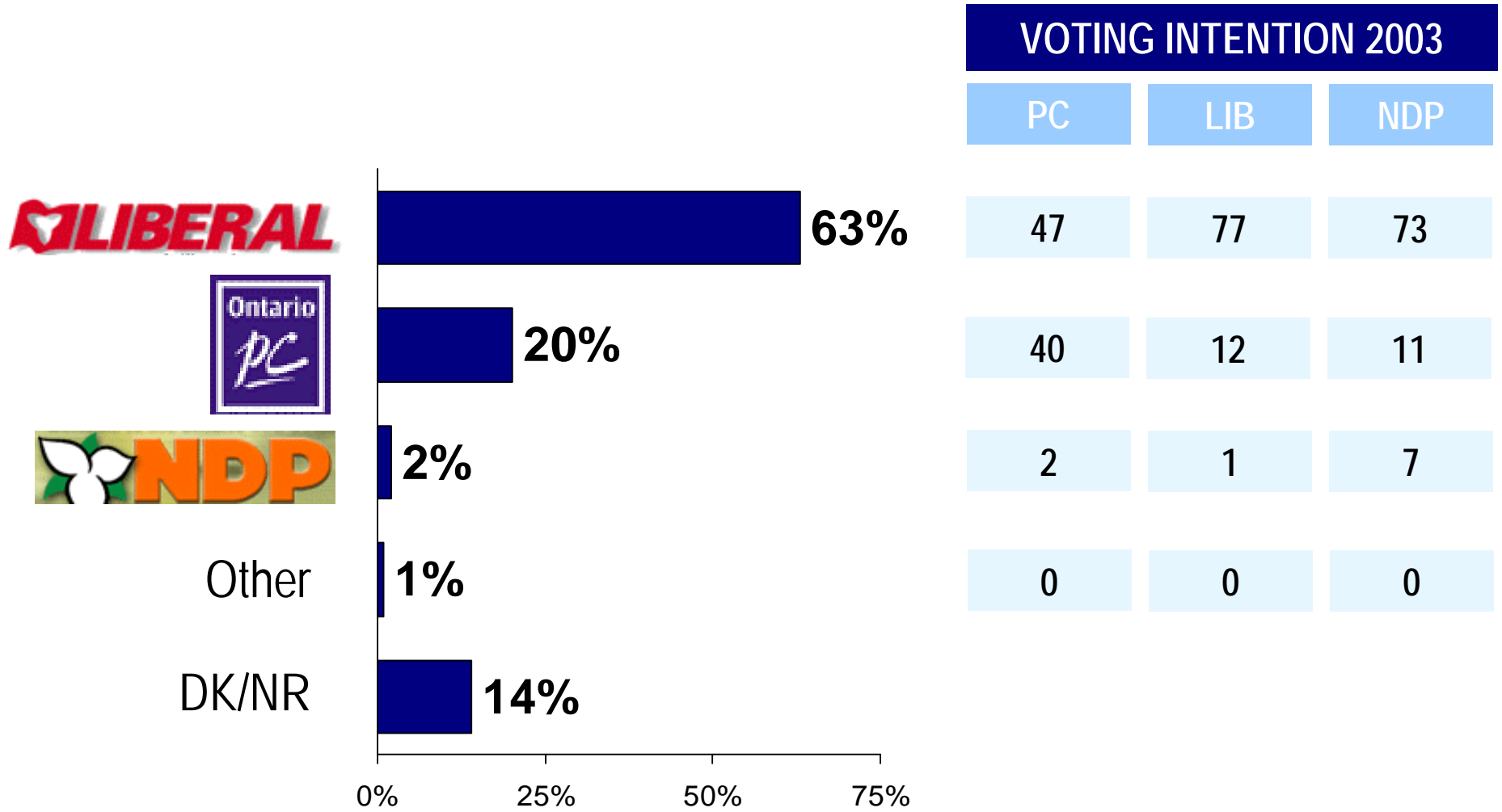
VOTING INTENTION 2003

	PC	LIB	NDP
LIBERAL	76	--	65
NDP	17	34	-
Ontario PC	-	44	21
Other	2	1	3



Liberals Heavily Favoured to Win Election

“Putting aside your personal voting intentions for the next provincial election, which party do you think will win?”





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