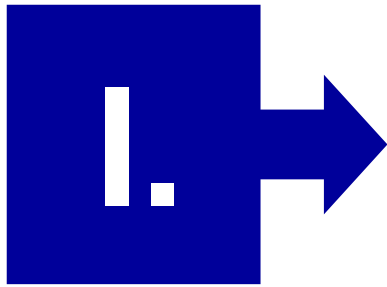




Ontario Election Campaign Survey



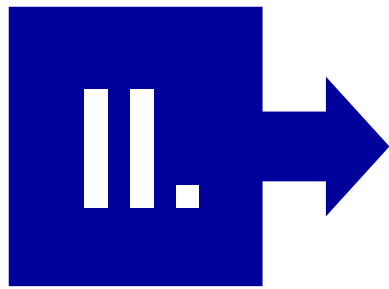
Methodology



Methodology

- This EKOS/Toronto Star poll was conducted by telephone September 3rd and September 4th, 2003 with a random sample of 1,002 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 1,002, 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.



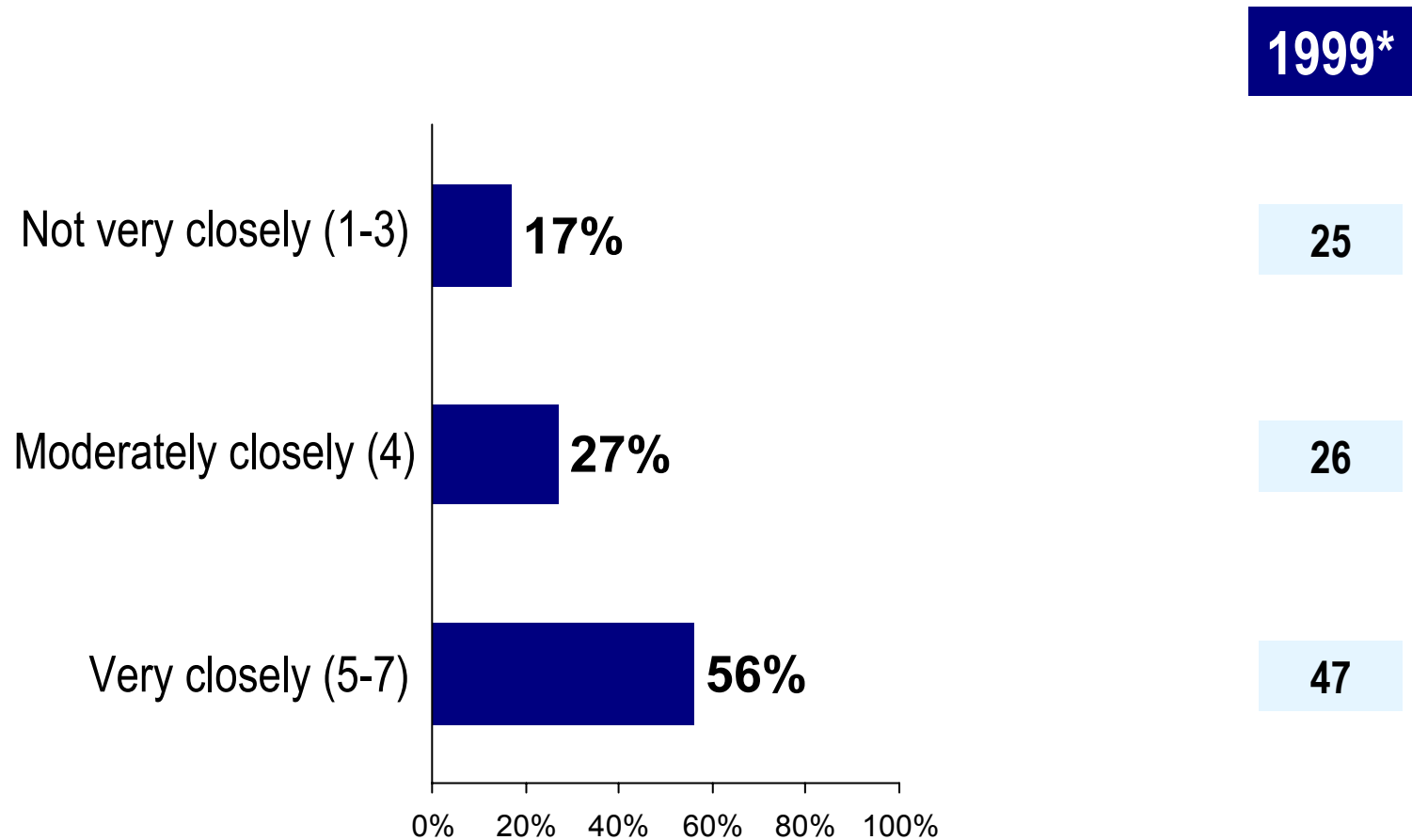


Interest in Election



Majority Taking an Interest in Election

“How closely are you going to follow this election?”



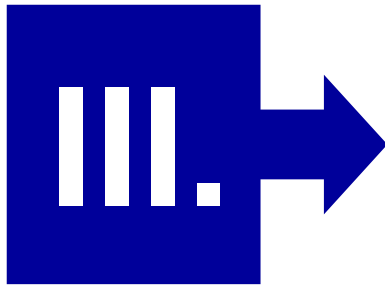
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EKOS/Toronto Star poll, September 3-4, 2003 (n=1002)

* EKOS/CTV/Toronto Star/LaPresse election pol, May 18-20, 1999 (n=1007)



Government Priorities

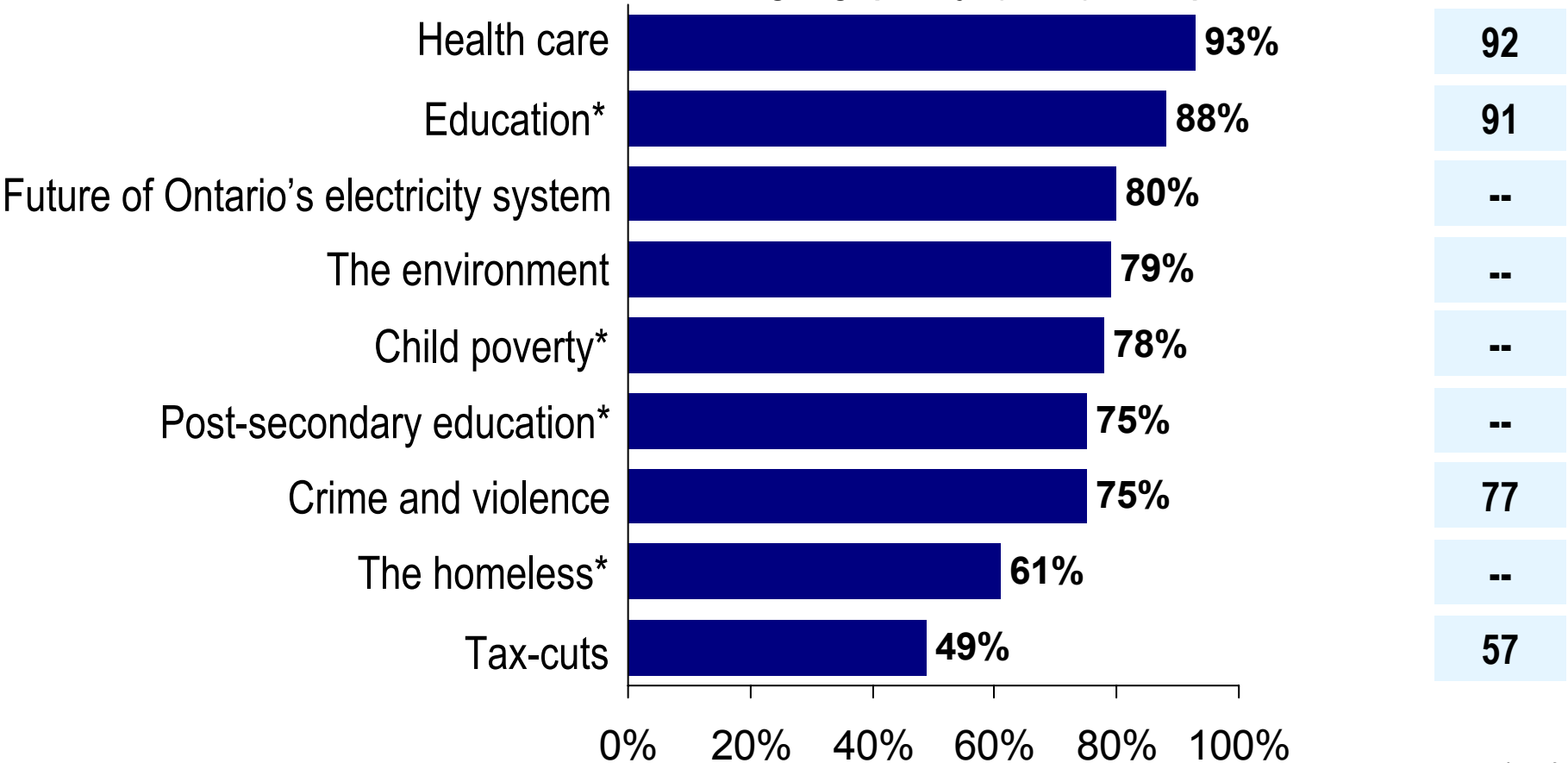


Health Care Top Priority Government

“The next elected government in Ontario will face a series of difficult challenges. Thinking not just of today but over the NEXT FIVE YEARS, what priority should the Ontario government place on each of the following areas? ”

1999**

% indicating “high priority” (5, 6, 7) on a 7-point scale



*half sample

EKOS/Toronto Star election poll, September 3-4, 2003 (n=1002)

**EKOS/CTV/Toronto Star/LaPresse election pol, May 4-6, 1999 (n=1020)



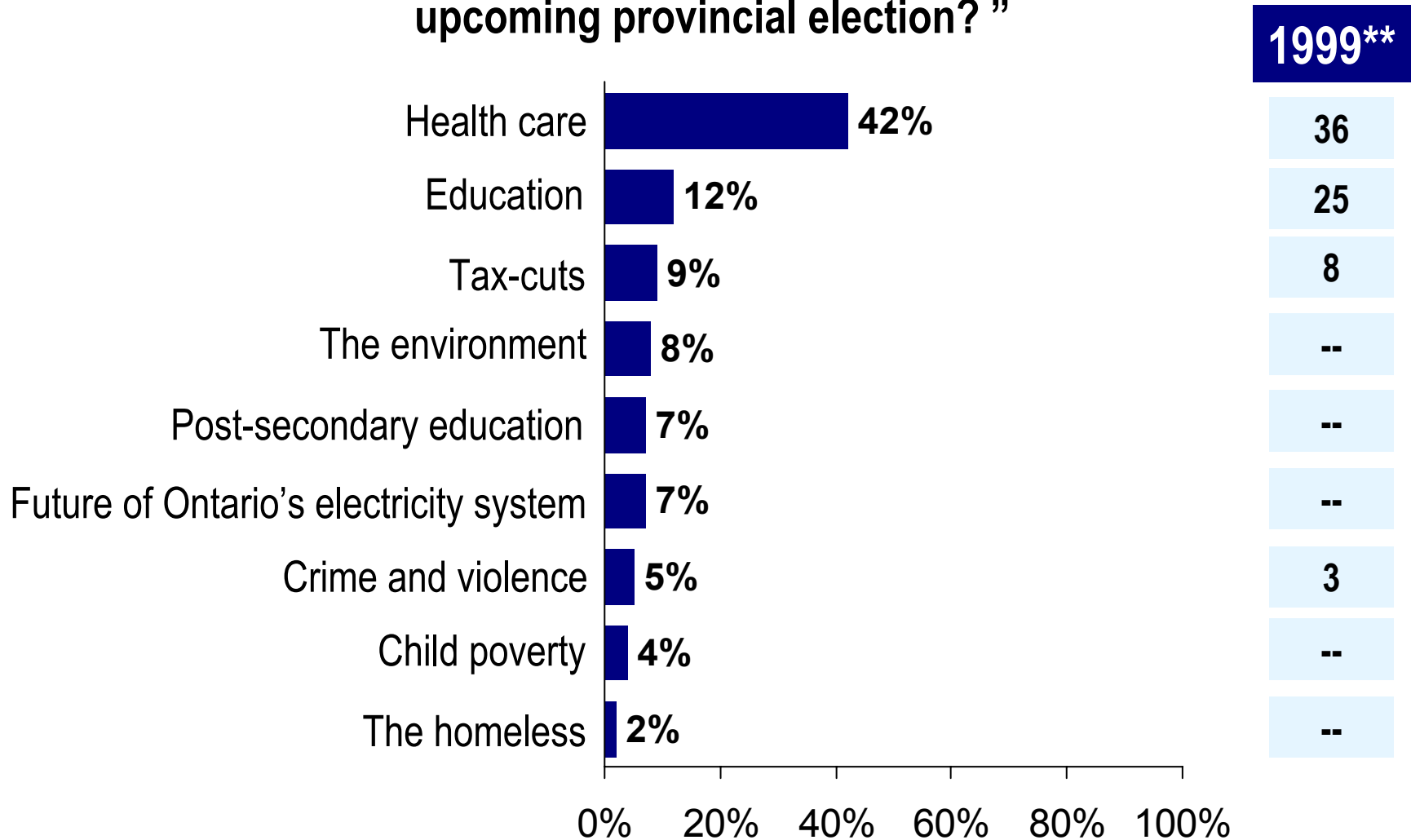
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Health Care Pivotal Election Issue

“Thinking of all the problems I have mentioned, which ONE will be the most important priority for you in deciding who you vote for in the upcoming provincial election? ”



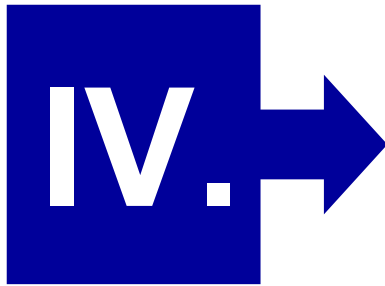
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**EKOS/CTV/Toronto Star/LaPresse election pol, May 4-6, 1999 (n=1020)

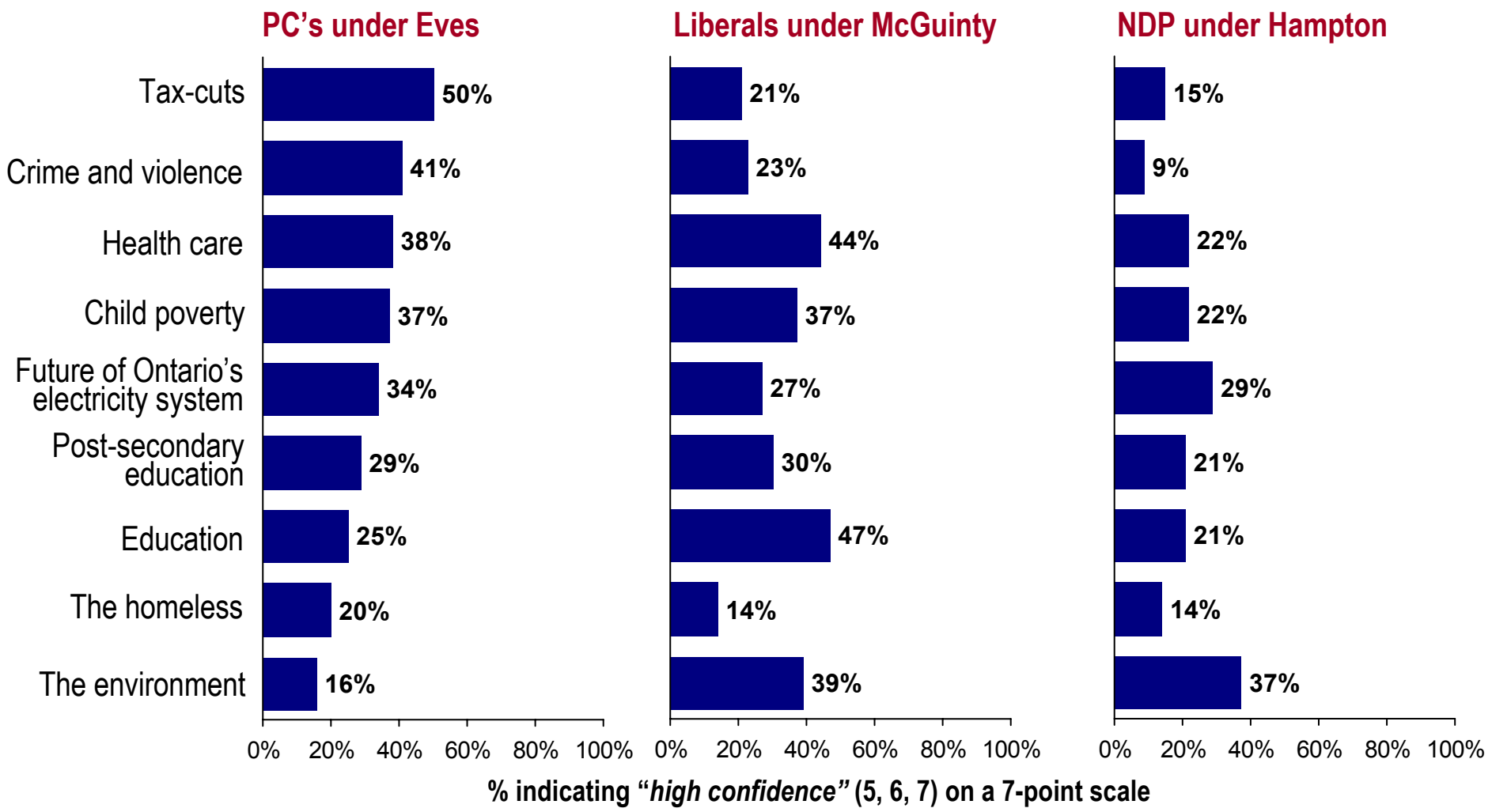


Confidence



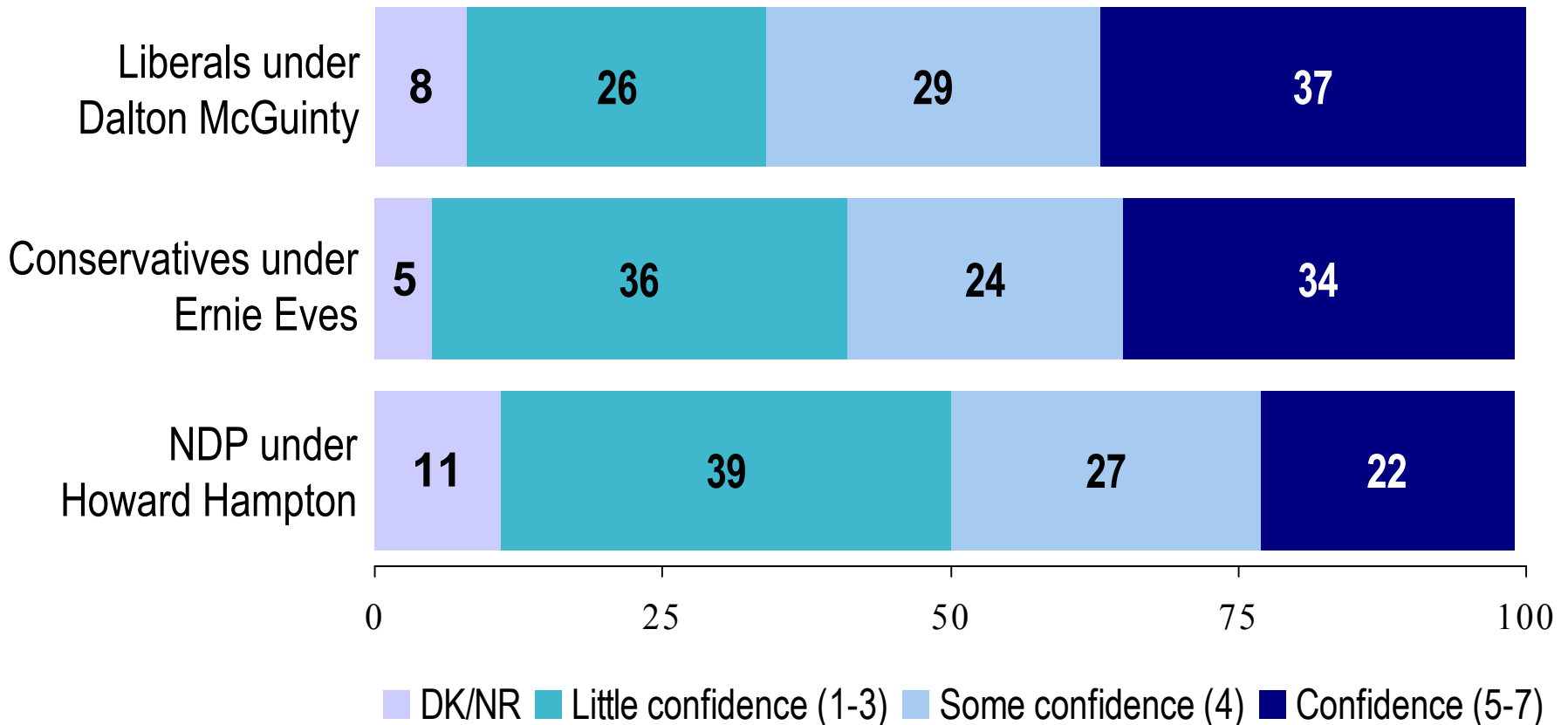
Confidence in Leaders – Specific Issues

“Please rate how much confidence you have in the ability ... to deal with... **”



Overall Public Most Confident in McGuinty

“Please rate how much confidence you have in the ability ... to deal with...”*



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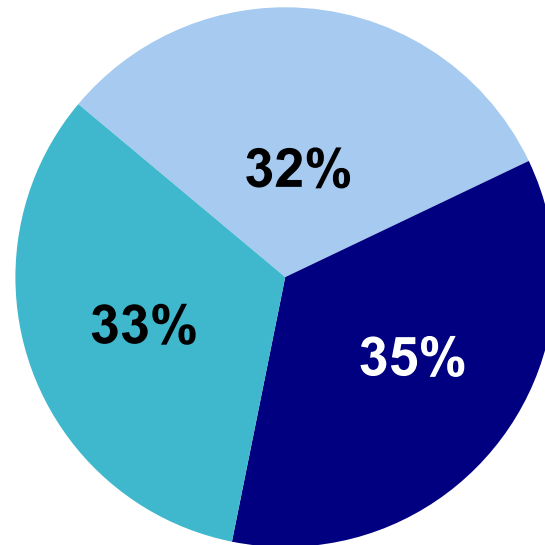
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* Issues listed are those identified as “most important” for voting decision

EKOS/Toronto Star poll, September 3-4, 2003 (n=945)

No Consensus on Government Performance

“How would you rate the overall performance of the current provincial government?”



■ Poor (1-3)

■ Neither good nor bad (4)

■ Good (5-7)



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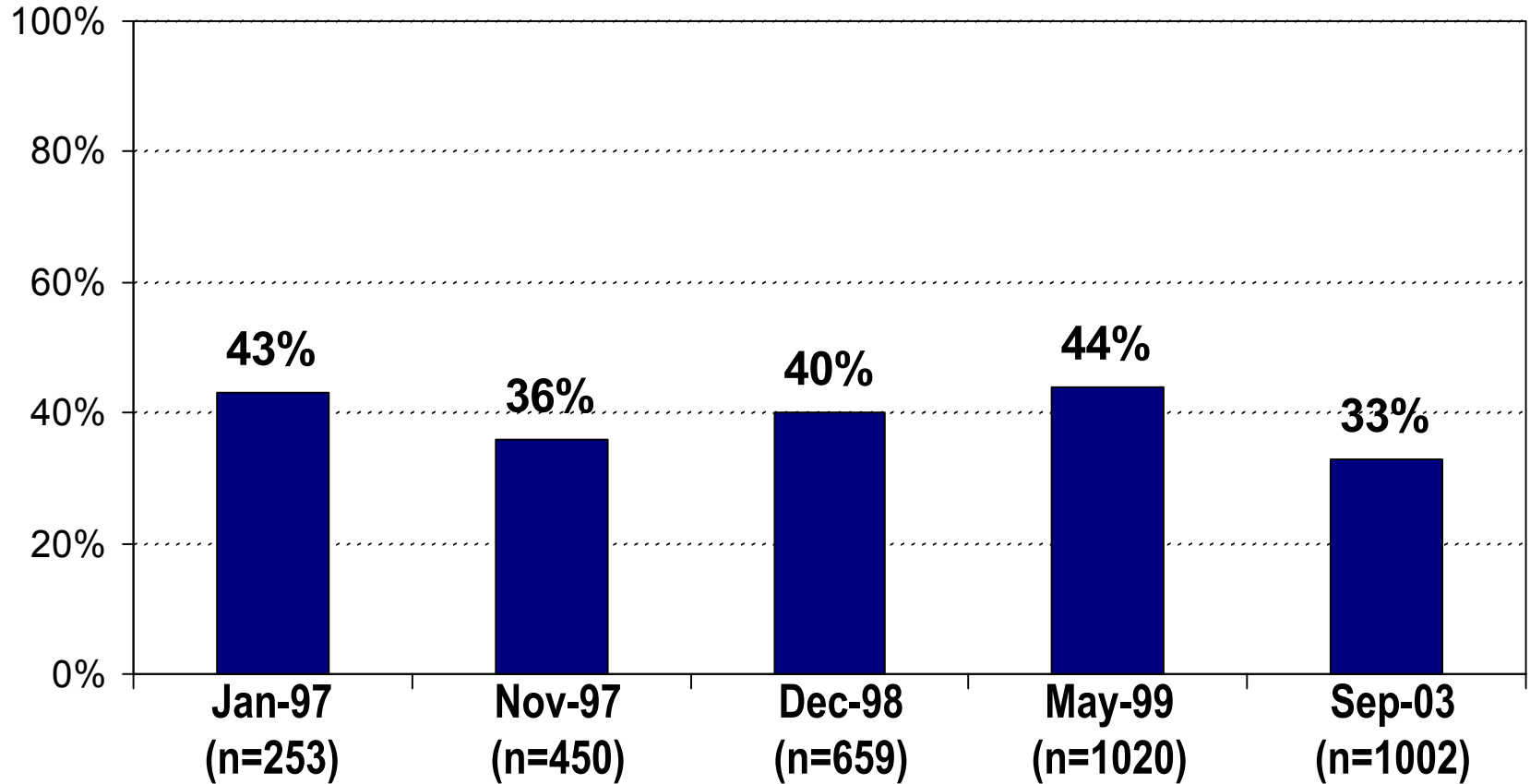
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EKOS/Toronto Star poll, September 3-4, 2003 (n=1002)

Tracking Performance of Ontario Government

“How would you rate the overall performance of the current provincial government?”



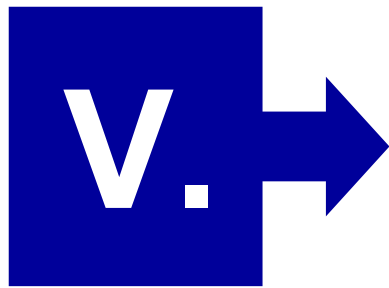
% indicating good performance (5,6,7) on a 7-point scale



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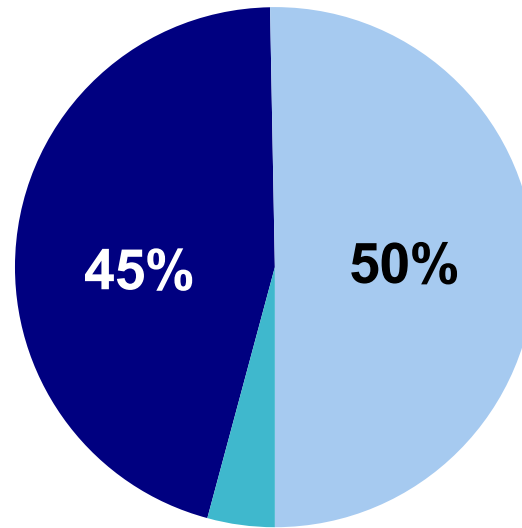
Attitudinal Battery



PC's to Blame for Ontario's Problems?

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

Challenges Ontario has faced like Walkerton's water supply, SARS, West Nile and the recent power failure were unfortunate occurrences that the **provincial government dealt with appropriately** as they happened



Challenges Ontario has faced like Walkerton's water supply, SARS, West Nile and the recent power failure were unfortunate occurrences that were **made worse by provincial cost cutting** which meant there were fewer public services available to deal with them

4%

DK/NR



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Attitudinal Battery on Selected Issues (a)

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

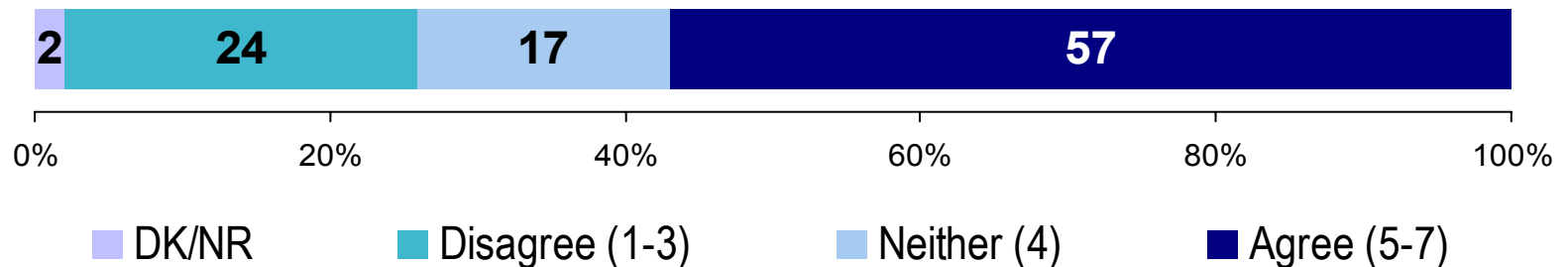
The next provincial government needs to ensure a new deal for cities which includes more funds to deal with the costs of things like public housing, health care, and transportation



I think our post-secondary system is seriously underfunded and the provincial government should make substantial new investments in it



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

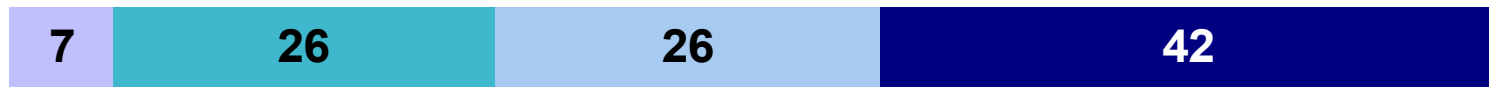


Attitudinal Battery on Selected Issues (b)

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

% “agree”
1999**

I believe that Ernie Eves* is driving us down a path of increased Americanization



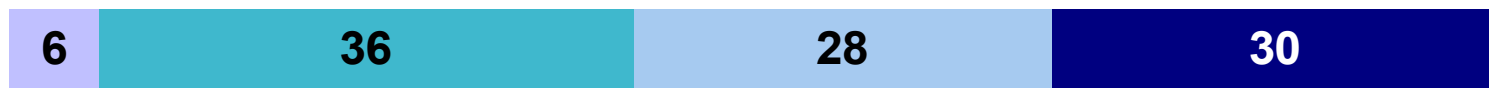
41

Although the Conservative government has implemented tough policies in its mandate, the government has kept its word



52

I see little difference between the Liberals under Dalton McGuinty and the Conservatives under Ernie Eves



--

0% 20% 40% 60% 80% 100%

DK/NR Disagree (1-3) Neither (4) Agree (5-7)

* Mike Harris in 1999

EKOS/Toronto Star poll, September 3-4, 2003 (n=1002)

**EKOS/CTV/Toronto Star/LaPresse election pol, May 4-6, 1999 (n=1020)

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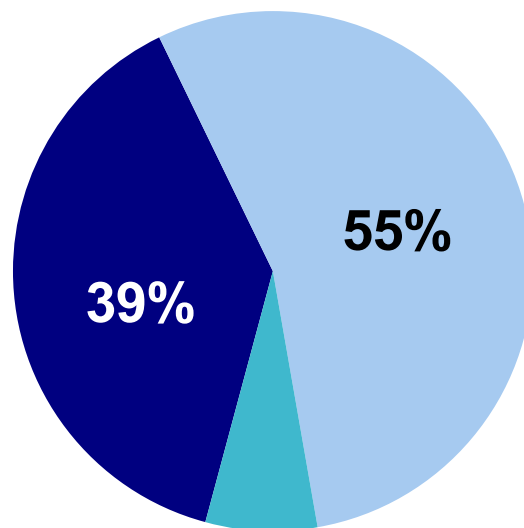
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Tax Breaks Way to Stimulate Economy?

“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

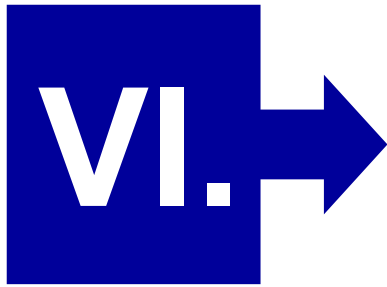


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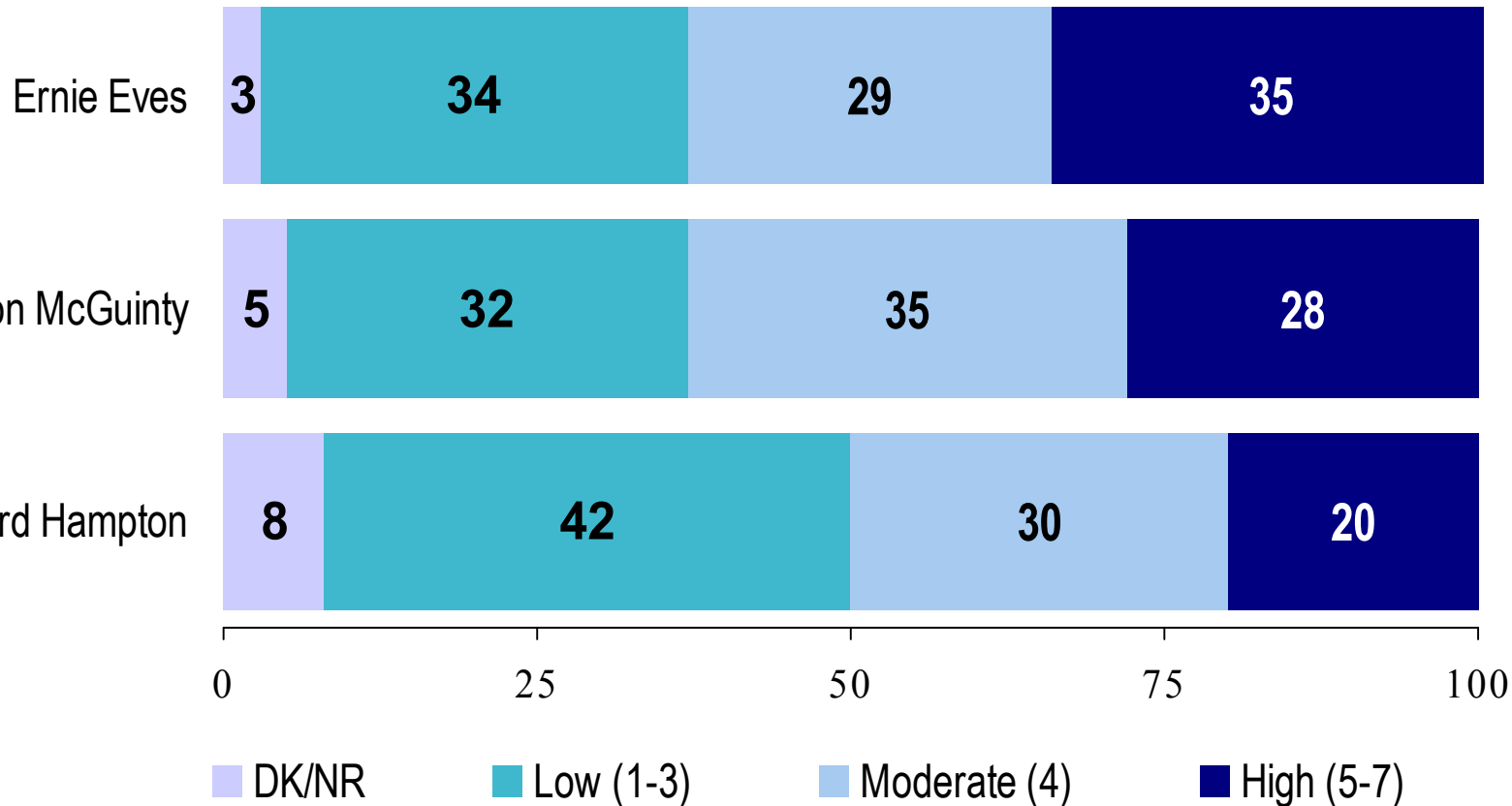
Trust



Eves Most Trusted Ontario Provincial Leader

“How much trust do you have in...?”

% “high trust”
1999*



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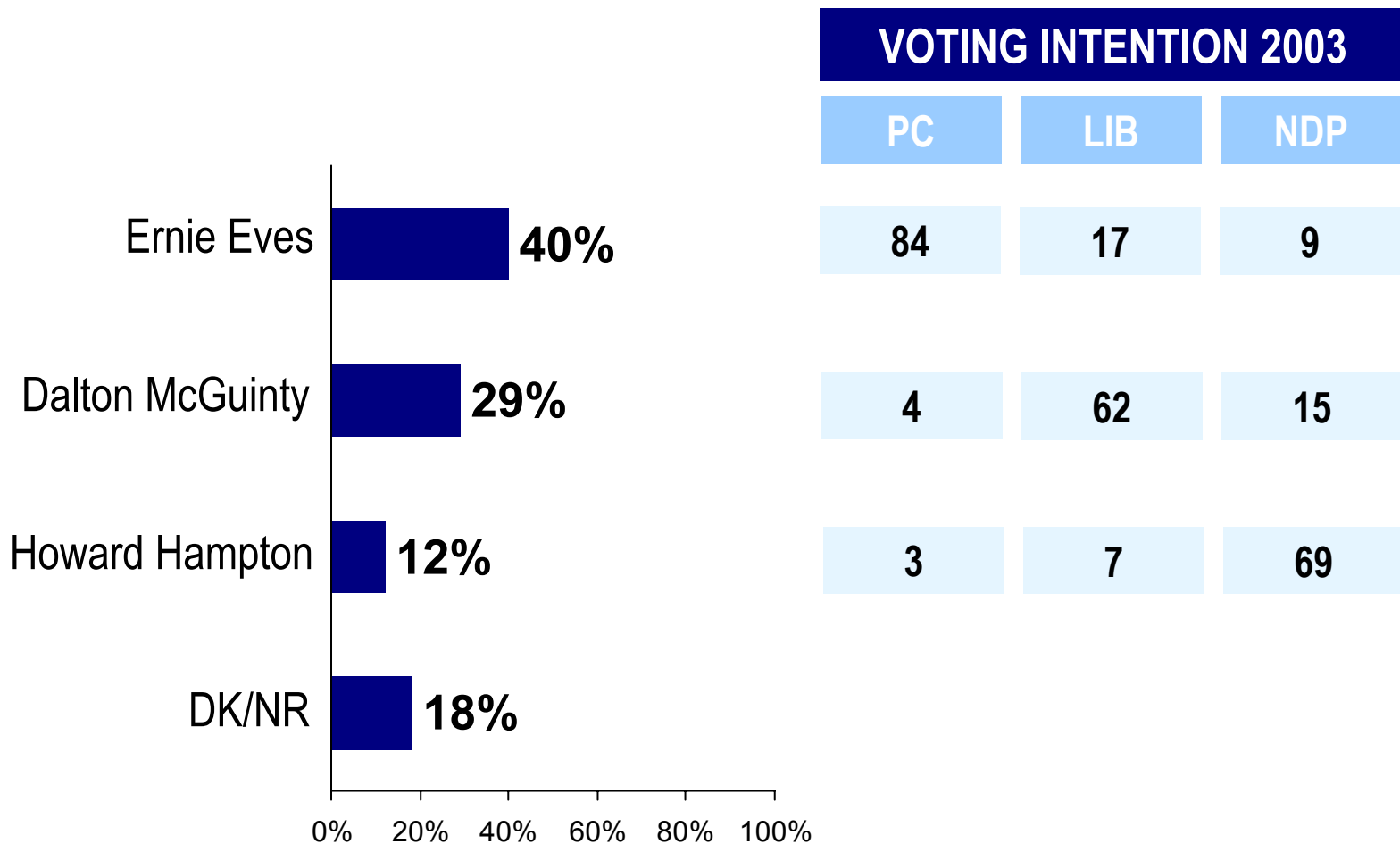
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*EKOS/CTV/Toronto Star/LaPresse election pol, May 4-6, 1999 (n=1020)

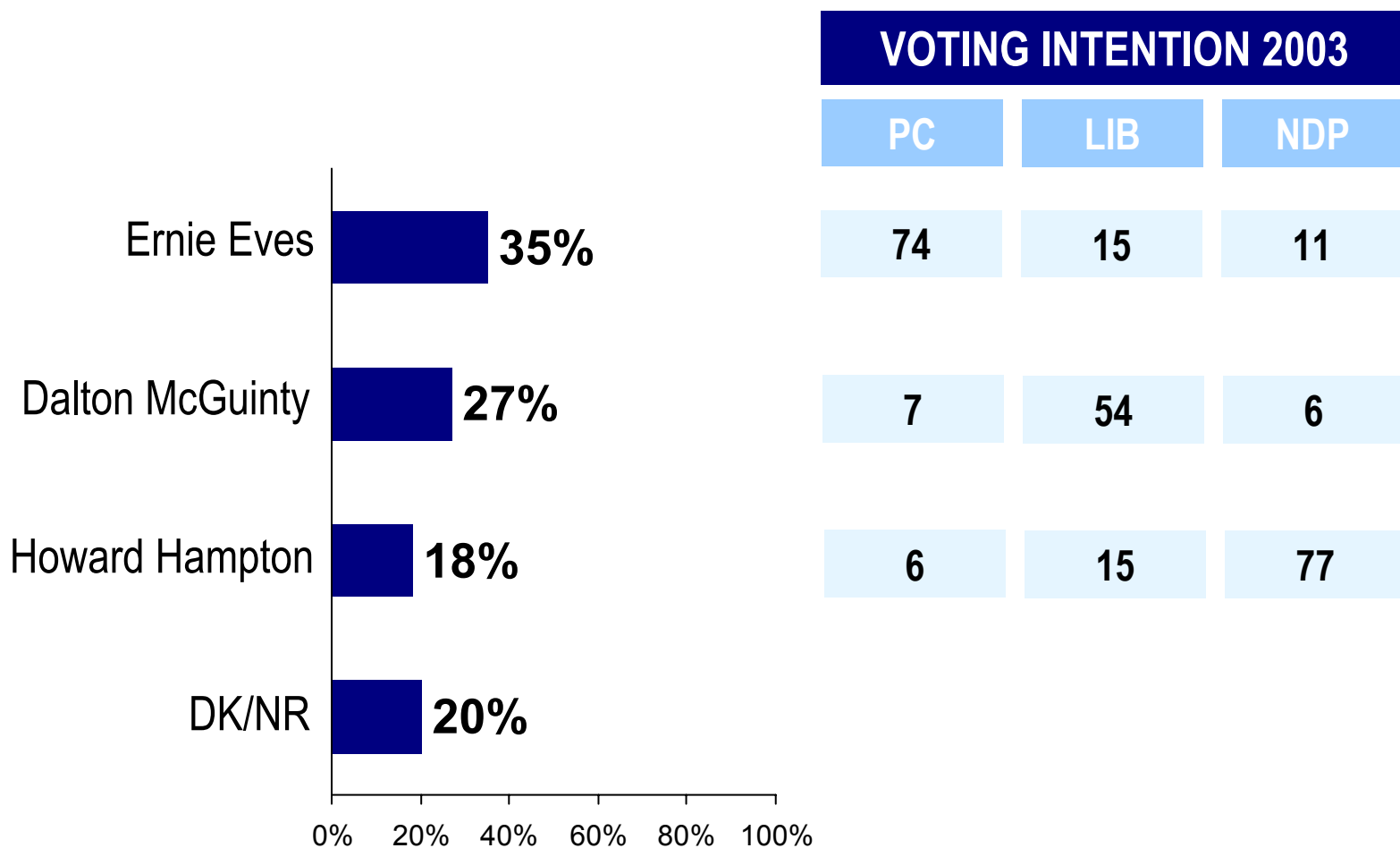
Eves Still Seen as Best Suited for Premier

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



Eves a Man of the People?

“And among these three Ontario provincial leaders, which one do you think best understands the concerns of people like you?”



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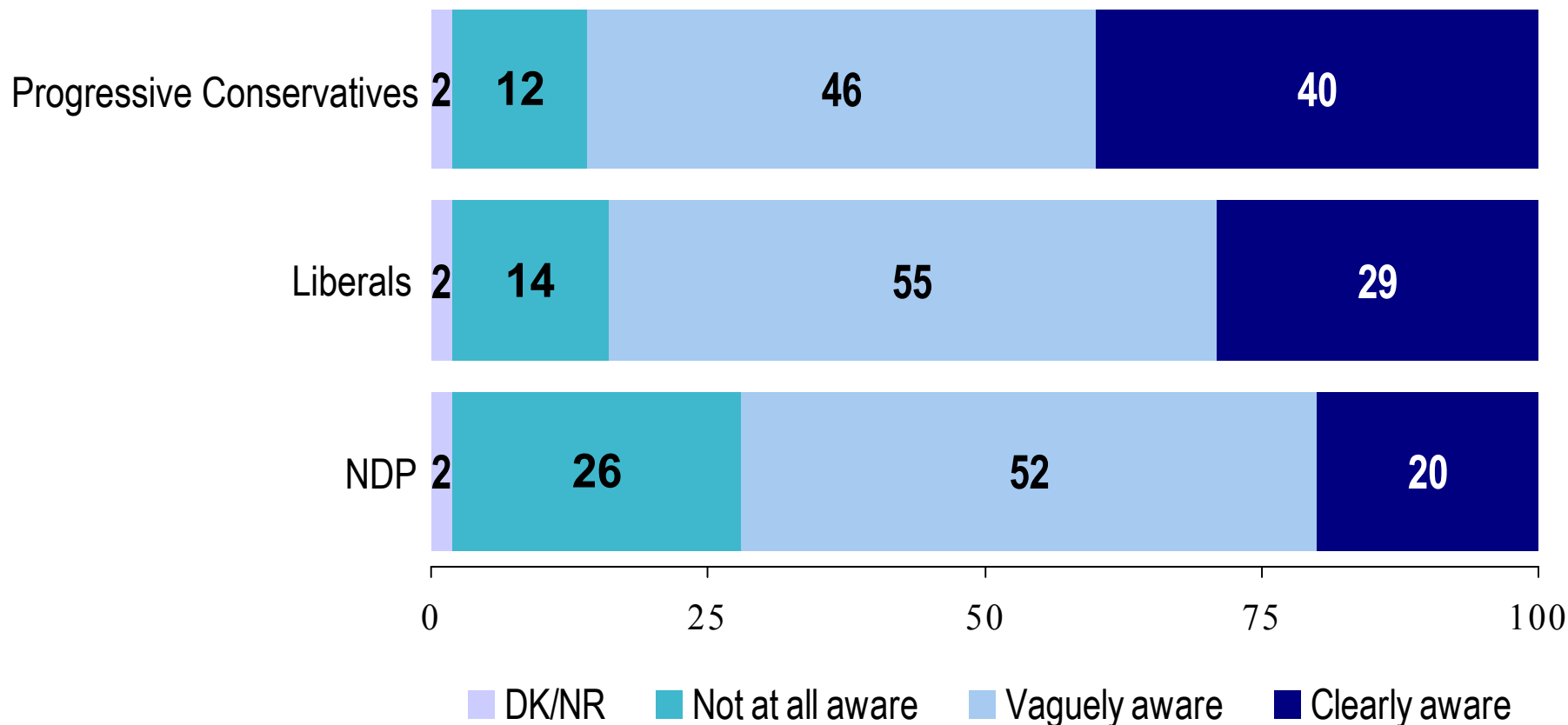
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Awareness of Party Platforms

“How would you rate your understanding of the election platform of each of the parties. Would you say not at all aware, vaguely aware or clearly aware?”

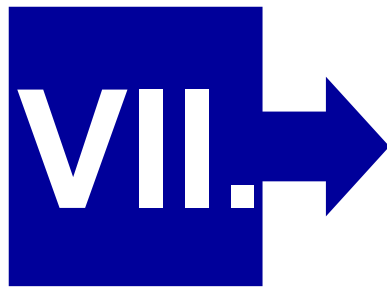


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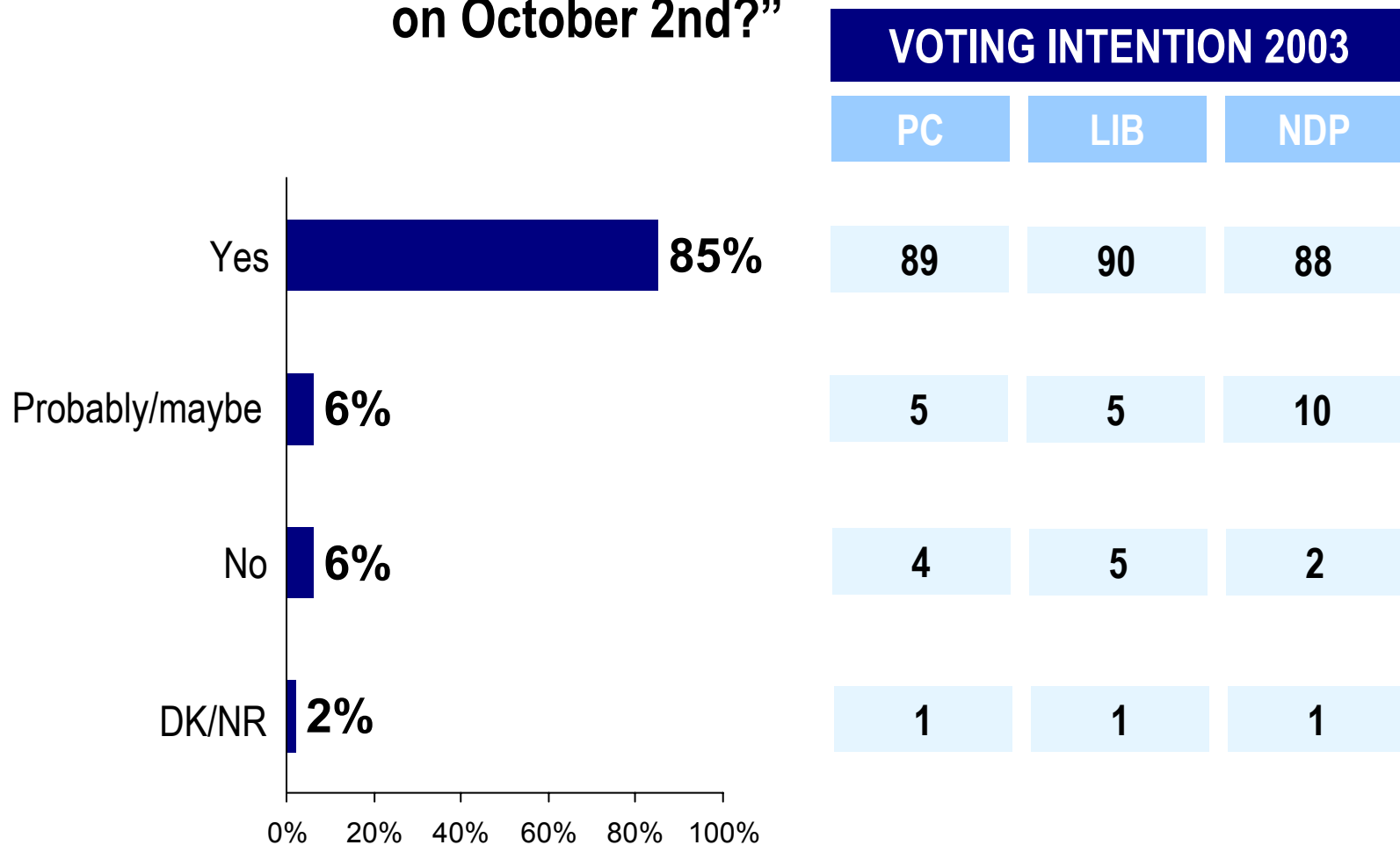


Voting Intentions



Most Ontarians Planning on Voting

“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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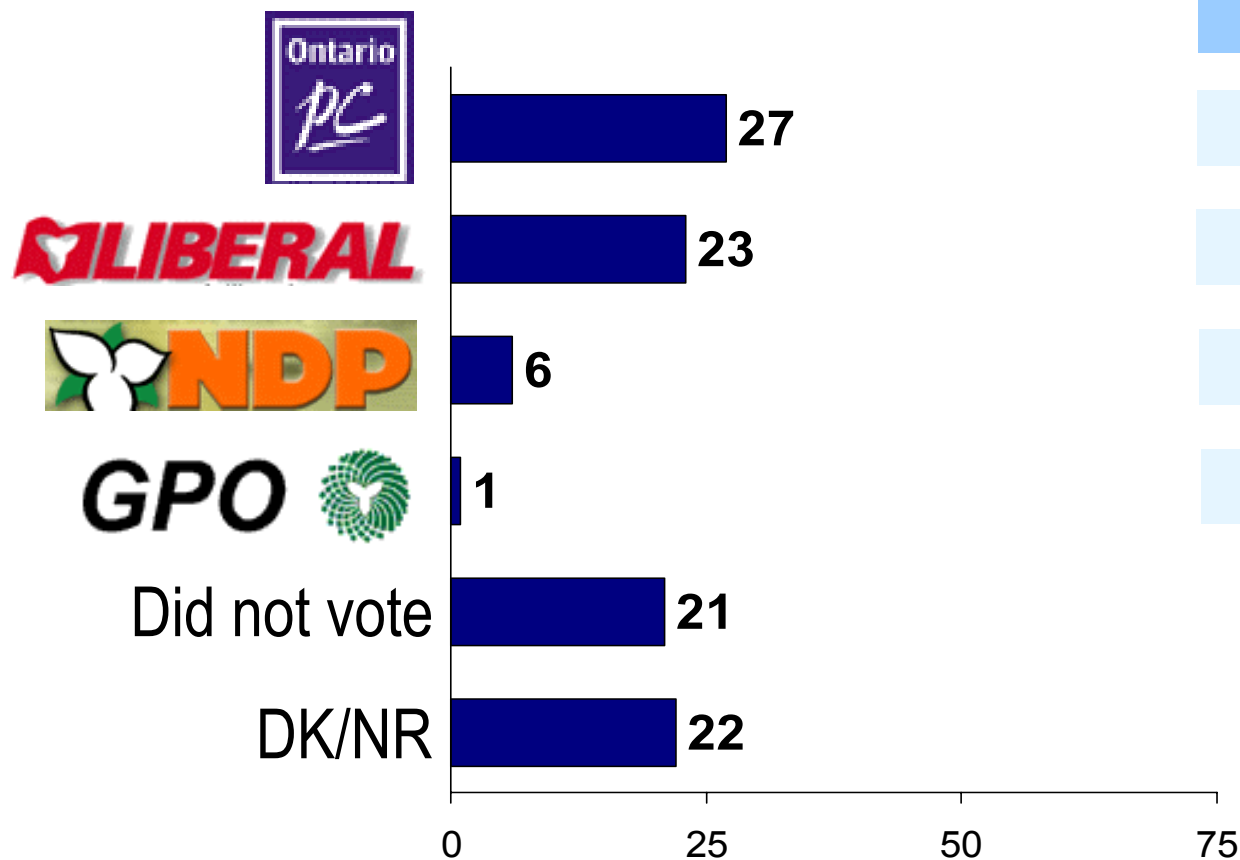
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Past Election Vote

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

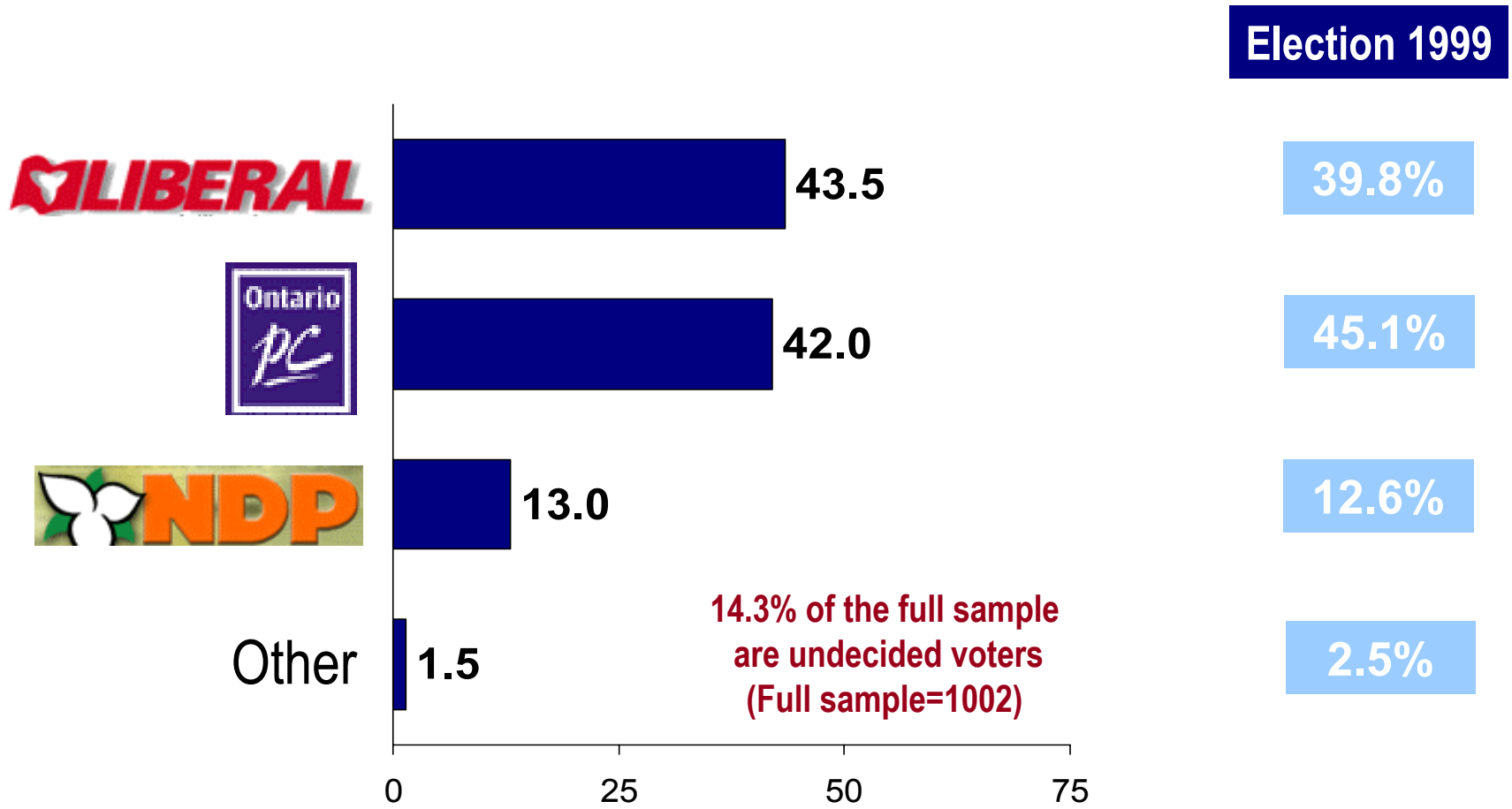


VOTING INTENTION 2003		
PC	LIB	NDP
59	11	6
9	47	12
1	4	37
0	0	2



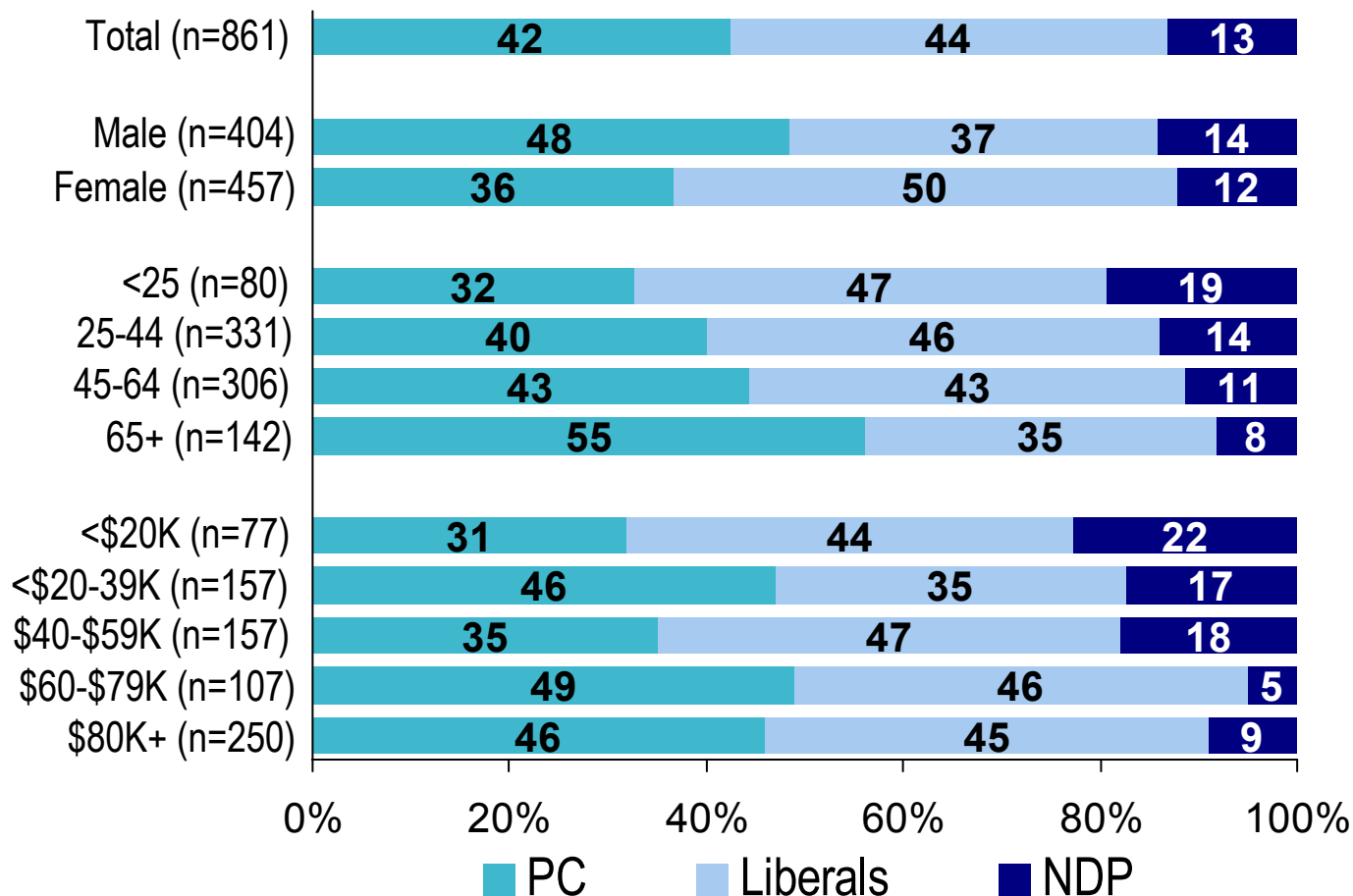
Provincial Voting Intentions in Ontario (a)

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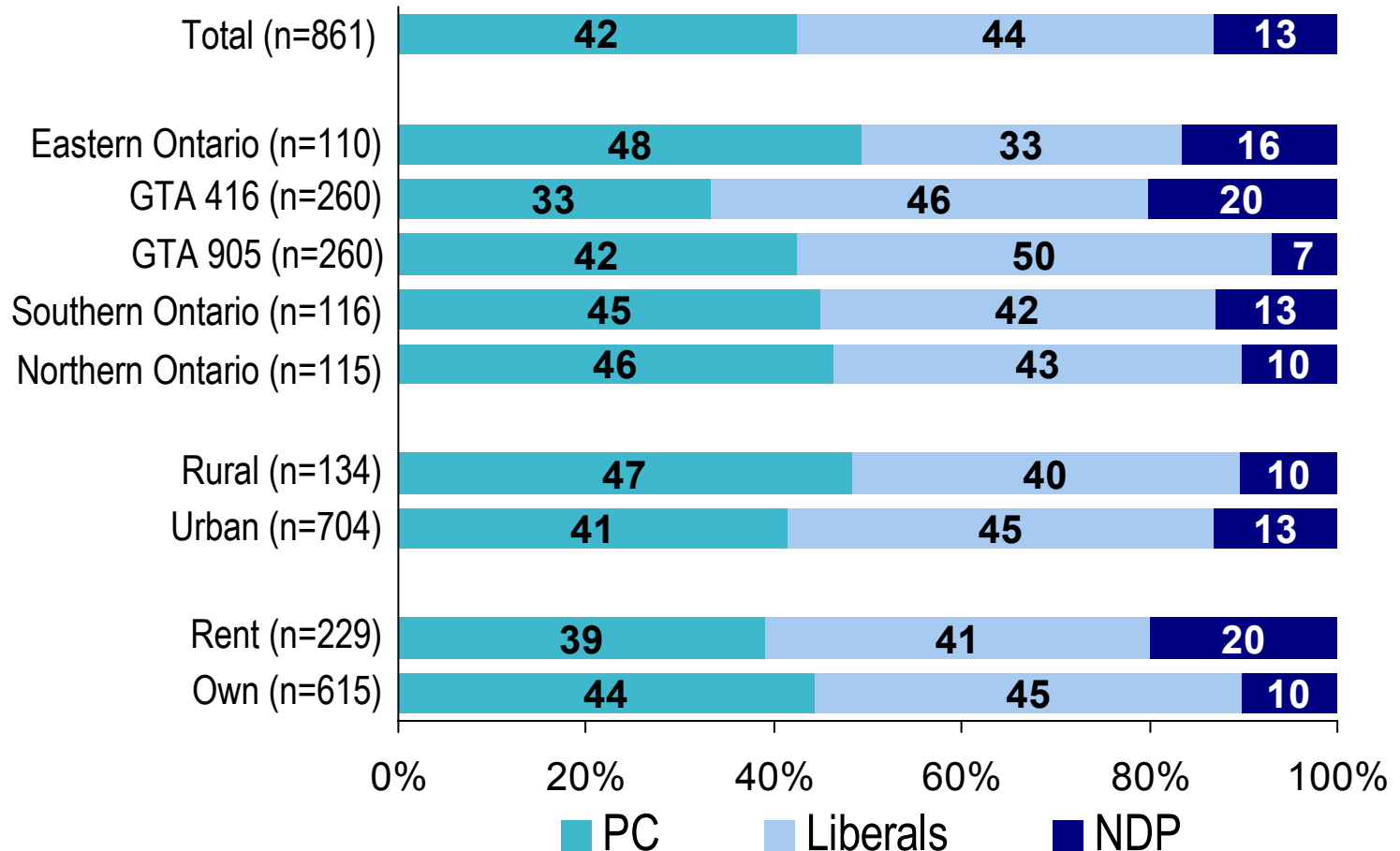
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*Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included

Provincial Voting Intentions in Ontario (c)

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



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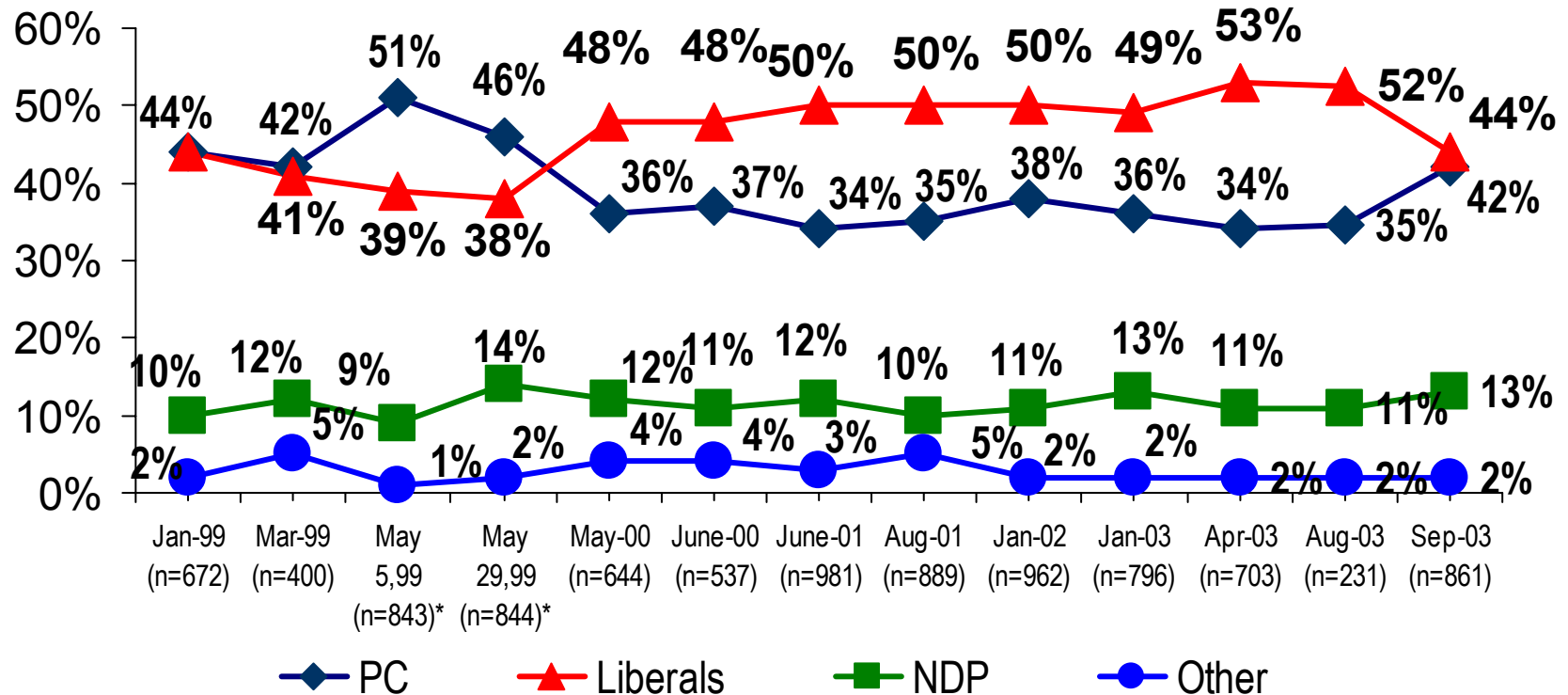
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*Decided voters only: won't vote, undecided and refused respondents excluded; "leaners" included

Provincial Voting Intentions in Ontario (d)

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



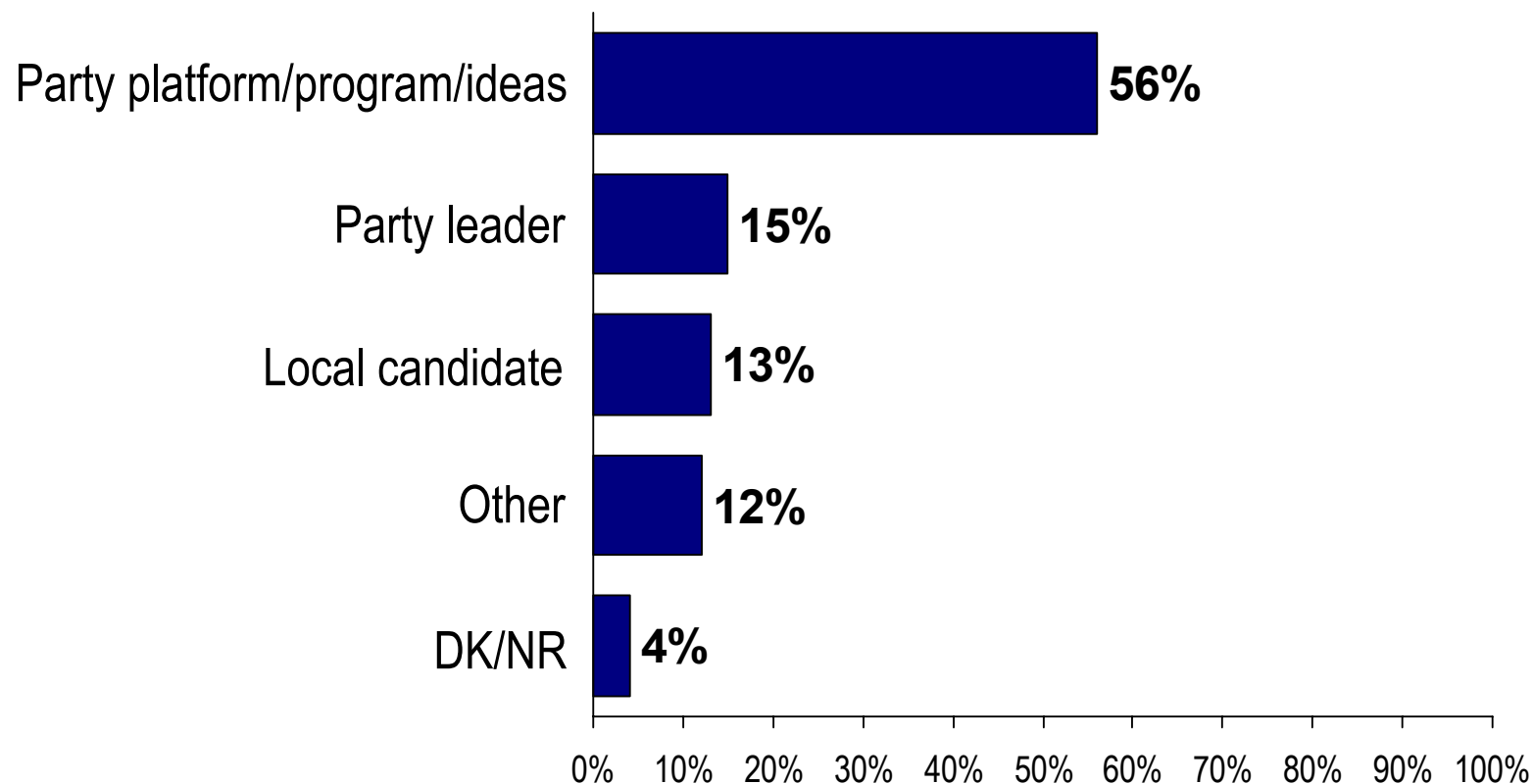
* During 1999 election campaign

**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?*



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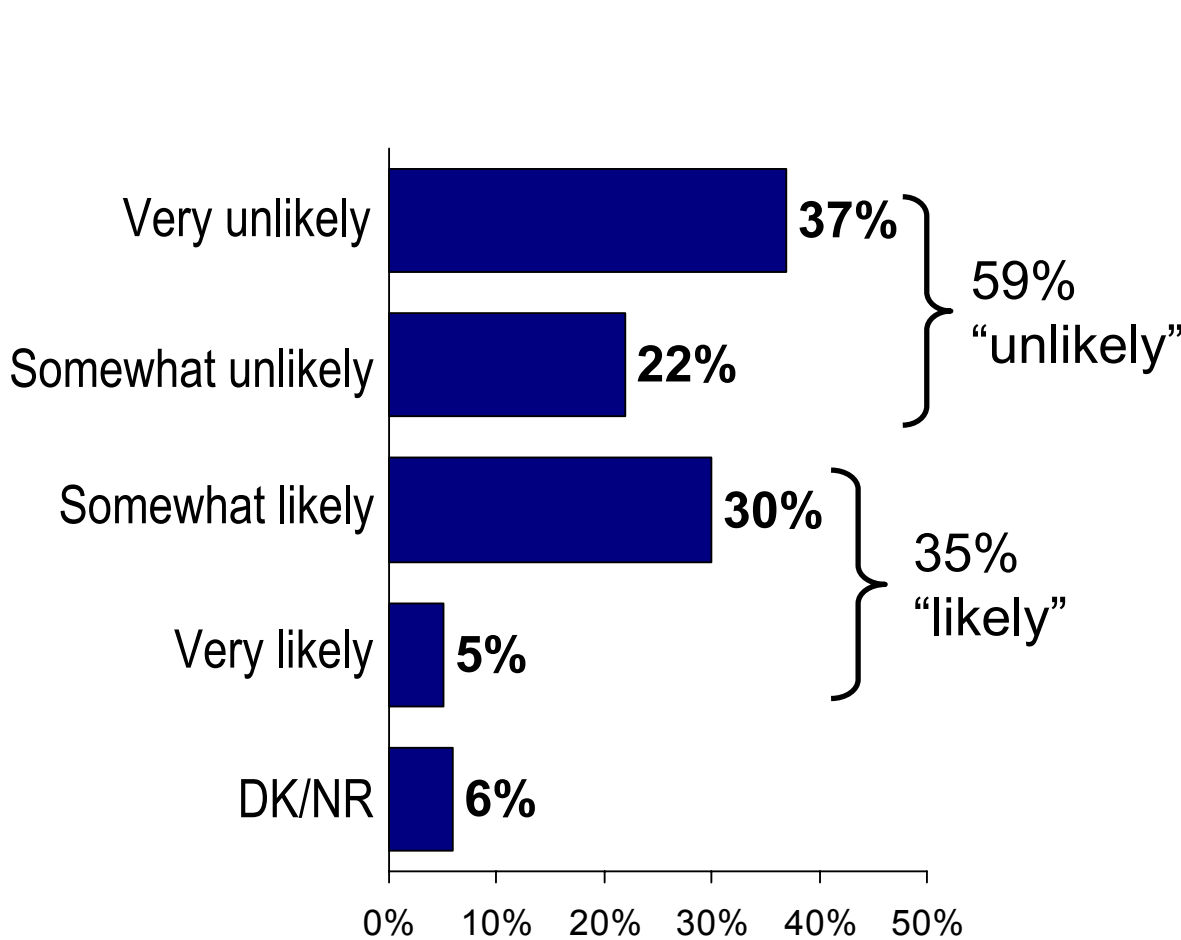
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*Decided voters only; won't vote, undecided and refused respondents excluded; "leaners" included

EKOS/Toronto Star poll, September 3-4, 2003 (n=861)

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?”

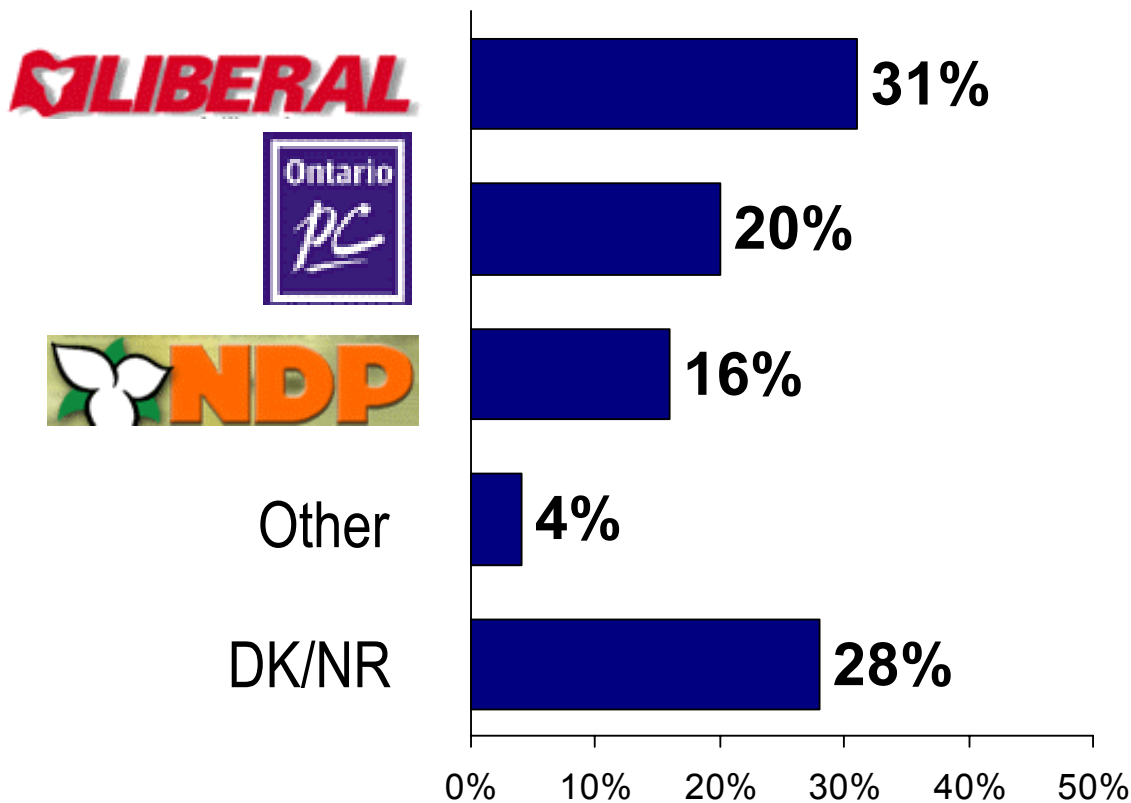


VOTING INTENTION 2003		
PC	LIB	NDP
65	61	65
33	36	34



Second Thought Favour Liberal

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



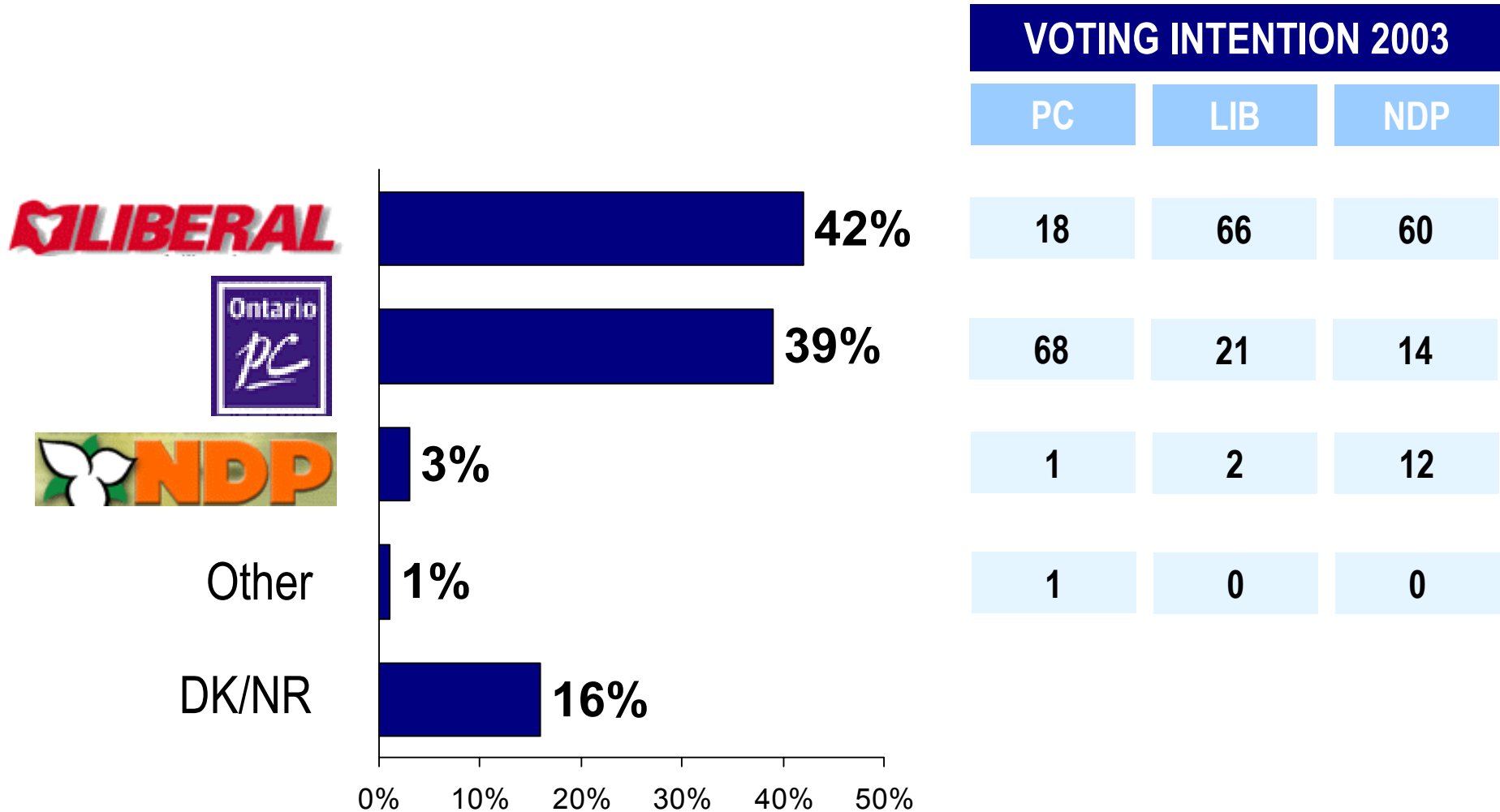
VOTING INTENTION 2003

	PC	LIB	NDP
LIBERAL	66	--	65
Ontario PC	--	48	10
NDP	11	32	--
Other	2	1	13



Liberals Favoured to Win Election – But Only Slightly

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





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