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A Report To  
**The Globe and Mail  
and CTV**

**The Race for Queen's Park, 2007  
Wave 3**

**October 8, 2007**

## Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a survey of 850 Ontarians.
- ◆ Results are based on tracking among a proportionate sample of Ontarians 18 years of age or older.
- ◆ Interviews were conducted between October 6<sup>th</sup> and 7<sup>th</sup>, 2007.
- ◆ The following table outlines the sample distribution and associated margin of error.
- ◆ Note: Proportions may not sum to 100% due to rounding.

## Sample Distribution and Margin of Error

	October 6 – 7, 2007	
	Sample Size	Margin of Error ( $\pm$ )
<b>Ontario</b>	<b>850</b>	<b>3.4%</b>
<b>Toronto CMA</b>	<b>358</b>	<b>5.2%</b>
City of Toronto (416)	191	7.1%
Toronto Suburbs (905)	167	7.6%
<b>Rest of Ontario (excl. Toronto CMA)</b>	<b>492</b>	<b>4.4%</b>
Southwestern (519)	175	7.5%

## Key Findings

# Liberals now have a commanding 15 point lead over the PCs in the Race for Queen's Park

## Overall

- ◆ With three days left before the election, the Liberals (42%) now hold a 15-point lead over the PCs (27%).<sup>[1]</sup> The NDP are at 19% and the Greens at 11%. The significant trend has been away from the PCs (and to a lesser extent the Liberals) and toward the second tier parties: the NDP and the Greens. Outside the GTA, these two parties are garnering the protest vote. Liberal vote support has not changed over the course of the campaign, but is down 5 points from the 2003 election.
- ◆ This commanding Liberal lead traces to the belief that the province is heading in the right direction and that the Liberals have the best policies for the next four years. In addition, the issue of public funding for private faith-based schools diverted voter attention away from the key Liberal vulnerability – broken promises. The Liberals have run a highly disciplined and effective campaign to be poised to win (potentially easily) a majority government.
- ◆ Reflecting the dynamics of the campaign, a clear majority (59%) of Ontarians believes that the Liberals have the momentum in the closing stages of this campaign, while just 16% see the PCs as having the momentum. About 69% see that the Liberals will form the next government; however, a majority (53%) thinks it will be a minority government, while only 41% believes it will be a majority win. Only a slight majority of Liberal voters thinks it will be a majority government, while PC, NDP and Green voters feel it will be minority win for the Liberals.
- ◆ The Liberals have a significant advantage over the Conservatives in all key demographic groups except for small communities under 30,000 (where the PCs – 45% – are leading by 7 points over the Liberals at 38% ). The female gender gap has widened significantly (to 24 points) over the course of the campaign: while 47% of women indicate that they plan to vote Liberal, only 24% say they are voting for the Conservatives. By contrast, 37% of men indicate that they are voting for the Liberals, while 30% say they prefer the PCs.

[1] It is worth noting that in the 1987 and 1990 provincial elections, the PC vote was at 24% and 25% respectively.

# Liberals now have a commanding 15 point lead over the PCs in the Race for Queen's Park

- ◆ The biggest declines in the PC vote have occurred among these key demographic groups:
  - Households with incomes greater than \$100k: in early September, the PC vote was at 43%: now it is at 29%.
  - Some post-secondary education: in early September, the PC vote was at 38%: now it is at 25%.
  - High school or less education: in early September, the PC vote was at 42%: now it is at 31%.
  - Over 50 years old: in early September, the PC vote was at 39%: now it is at 30%.
  - 18-34 years old: in early September, the PC vote was at 27%: now it is at 19%.
  - Residents of 250k-1 million communities: in early September, the PC vote was at 33%: now it is at 22%.
  - Residents living in 30,000 to 249,000 communities: in early September, the PC vote was at 33%: now it is at 24%.
  - Men: in early September, the PC vote was at 39%: now it is at 30%.
  
- ◆ As we are in the closing days of the campaign, it is clear that the vote for each of the parties has hardened significantly. Overall, in early September, some 40% said that they could change their vote; now, this number is at 26% in our Thanksgiving weekend poll, suggesting that we might still see some volatility in the remaining two days of the campaign. It is also evident that the vote for the NDP is a touch softer than the other three political parties. Even more interesting is the intensity of the Green vote: 74% say they will not change their vote, while 26% say they might.

# Key Regional Races

## Greater Toronto Area versus the Rest of Ontario

- ◆ The Liberals have been able to re-establish a dominant position in the GTA: some 53% (up from 50% in 2003) now indicate that they will vote for the Liberals, while about only 26% (down from 34%) say they will vote for the PCs. As a result, the Liberals strengthen their lead from 17 points in early September to 24 points in our Thanksgiving weekend poll. NDP support remains stable at 14% (on par with its 2003 results at 13%). Support for the Green party remains stable at 8%, but up from 3% in 2003. Overall, the Liberal campaign has enjoyed significant success in consolidating voter support in the GTA region.
- ◆ Similarly, the Liberals are now leading the PCs (after trailing in earlier polls) outside the GTA. The Liberals (35%) hold a modest 7-point advantage over the Conservatives (28%) outside the GTA. Having said this, Liberal support has dropped eleven points from the last election when it was 46%. However, at the same time there has been a significant drop in PC support outside the GTA: the PCs received 36% in the last election, but are at 28% in our Thanksgiving weekend poll.
- ◆ Both the NDP and the Greens appear to be making significant gains outside Toronto: the NDP have moved up from 16% in the last election and are now at 24% in our Thanksgiving weekend poll. The Greens are at 13% (consistent with our September poll), but this represents a substantial 10 point gain from the 2003 election.
- ◆ Overall, the Liberals have been highly effective in consolidating their support in the GTA region, while the NDP and the Greens appear to have been much more successful in exploiting the desire for change than the PC party which has experienced a significant erosion in its support outside the GTA.

# Key Regional Races

## Southwestern Ontario

- ◆ Similar to trends in other regions, the Liberals now hold an eleven-point lead (39%) over the PCs (28%) in Southwest Ontario with support for the PCs having dropped by nine points (from 37% in our early September poll). Despite the Liberal lead in this region, support for the Liberals is down by 6 points from the 45% they received in 2003.
- ◆ Of course, the big story has been the sharp rise in support for the NDP and the Greens in Southwest Ontario: the NDP vote has increased from 15% in the last election to 20% in our Thanksgiving weekend poll and the Greens have increased from 3% in 2003 and continue to show double digit strength at 13% in this region of Ontario.
- ◆ Overall, voter support for the two main parties – the Liberals and the PCs – has been bleeding significantly to the Greens and NDP.

# While Ontario is perceived to be on the “right track”, “time for change” sentiment is fuelling increased NDP and Green support outside the GTA

- ◆ While Ontario is perceived to be on the “right track”, “time for change” sentiment is fuelling increased NDP and Green support outside the GTA
- ◆ About 1-in-2 (50%) believe that Ontario is on the “right track”, while 28% feel the province is on the “wrong track”. This sentiment is by and large evident across the province, although City of Toronto residents are the least likely to think that province is on the “right track”.
- ◆ The sentiment for “change” is much more evident outside Toronto than within the GTA. Similar to the September poll, 53% say that it is “time for change” in government, while 37% indicate that this is the wrong time to make a change.
- ◆ This sentiment for “change” outside the GTA is causing the shift away from the two mainline parties and moving voters toward the NDP and Greens in the closing phase of the 2007 Ontario election.

# McGuinty is now viewed by a plurality of Ontarians as the Best Premier

- ◆ There has been a significant shift in perceptions about which leader would be the best Premier for Ontario. Our September found that a modest plurality (37%) of Ontarians saw John Tory as the best person to be Premier, while only 31% identified Dalton McGuinty and just 17% cited Howard Hampton.
- ◆ Our Thanksgiving weekend poll finds that a plurality (36%) of Ontarians now see McGuinty as the best Premier, while only 30% have this view of John Tory.
- ◆ The largest shifts have occurred in the GTA, where 42% (up from 32%) now believe that McGuinty would be the best Premier, while 30% (down from 38% in early September) have this view of Tory.
- ◆ Outside the GTA, the perceptions about which leader would be the best Premier have also changed. While views about McGuinty have remained the same, perceptions that Tory would be best Premier have declined from 7 points from 36% to 29%. This decline in confidence in Tory's leadership is helping to cause an erosion in PC support outside Toronto.

# Funding of Faith-based Schools has been a Bigger Issue than Broken Promises and Tory's Promise to hold a free vote hurt his leadership image

- ◆ About 1-in-2 (49%) say that funding of private religious schools has been a more significant issue than Liberal broken promises (39%).
- ◆ Funding of private religious schools is a larger issue (54%) in the GTA compared to outside the GTA (46%). The Liberals have been highly effective in using the PC promise to fund to religious schools to consolidate their support in the GTA.
- ◆ By contrast, the issue of broken promises has been a larger issue outside the GTA (42% outside GTA versus 35% within the GTA), although the PCs have not been able to exploit this in the final stages of the campaign. Instead, both the Greens and the NDP have become the beneficiaries of concerns about broken promises.
- ◆ About two-thirds (66%) of Ontarians indicate awareness of John Tory's promise to hold a free vote among all MPPs on the issue of funding of private, religious schools. However, at first glance, it appears that this promise has had little to no impact on voter intentions: 60% indicate no impact, 17% say it would make them more likely to consider voting for the PCs, and 19% indicate it would make them less likely to consider voting for the PCs.
- ◆ However, the promise to hold a free vote has done some modest damage to Tory's leadership: about one-quarter (26%) say that it has worsened their views of Tory, while for 18% their views of him have improved. For 1-in-2, their views have not been changed.

# Ontarians appear to be heading toward a “No” vote on changing the electoral system

- ◆ Our Thanksgiving weekend poll suggests that a lot more Ontarians are knowledgeable about the referendum vote on the future of the electoral system than they were three weeks ago.
- ◆ As shown in the table below, three-quarters (75% up from 53%) report that they know something about the referendum vote on the future electoral system, while less than one-quarter (24%) say they know nothing.

	September 13-16 <sup>th</sup> , 2007	October 6-7 <sup>th</sup> , 2007
Know a lot/little	53	75
Know nothing	47	24

- ◆ Moreover, Ontarians seemed to be significantly more knowledgeable about the electoral system referendum issue than British Columbians were in 2005. This might reflect the fact that the BC proposal was significantly more complex than the one being presented to Ontarians
- ◆ Despite increasing levels of knowledge, Ontarians remain divided over whether to vote for a new electoral system: our Thanksgiving weekend poll indicates that 48% will vote for the change, while 52% will vote against changing the system. If the BC referendum results are any indication, those remaining voters who know virtually nothing or are undecided going into election day, it is likely these voters will end up voting against the proposal.

	September 13-16 <sup>th</sup> , 2007	October 6-7 <sup>th</sup> , 2007
For proposed changes	54	48
Against proposed changes	46	52

- ◆ Support for changing the electoral system is strongest among those between the ages of 18-34 with 67% wanting to see a new electoral system, while those over 50 years old are most opposed (67%). This is one of the few issues on which is a significant generational gap in this provincial election.

# Key Conclusions

1. Liberals and PCs both down outside GTA from last election – the significant story there is the surge of support for the NDP and the Greens.
2. Perception of likelihood of Liberal victory has created “comfort zone” for voting for smaller parties. These two smaller parties have also benefited from a desire for “change” that is much stronger outside the Toronto region.
3. The Liberals have run a highly disciplined and effective campaign by stoking the fires on the funding for private faith-based schools issue, while deflecting criticism by constantly focusing on the Liberal government decisions to invest heavily in education and health. In doing so, they were successful in mitigating the potential damage of the key vulnerability – the broken promises. Having said this, this “broken promises” remains a key issue for many voters.
4. There is some potential for the PCs to do better on election day: the PC vote, while no more solid than other parties is disproportionately older – often more likely to vote.
5. The faith-based education funding promise has been a significant political miscalculation for the PCs:
  - It totally undercut Tory’s leadership appeal, transforming his lead into a deficit.
  - Key demographic groups are now much less likely to consider Tory and the PCs as a safe choice for government.
  - It displaced “broken promises” as the ballot question, and made Tory leadership and funding of private religious schools the defining issue of the campaign.
  - It drove voters directly to the Green Party, particularly outside the GTA.
  - It reinforced in the public’s minds that the province is in relatively good hands with Premier McGuinty whom Ontarians see as a safe, competent and sound choice, albeit an unexciting.
6. The effect of Tory’s announcement early last week to allow a free vote on the faith-based education funding was to compound the initial mistake. By changing course, Tory lost the high ground on the “broken promises” issue and robbed the PCs of the opportunity to truly exploit this key Liberal vulnerability in the final 10 days of the campaign.

## Detailed Tables

# Is Ontario on the Right Track or Wrong Track?

**Wave 3**  
**Oct 6-7 2007**

	Ontario	Region					Party Support				Switchers					
		Toronto CMA			Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			City of Toronto (416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right Track	50	51	45	57	50	48	72	39	40	39	69	71	77	52	34	50
Neither	14	14	17	11	14	13	11	9	26	10	15	8	12	8	15	24
Wrong Track	28	27	32	22	29	32	11	46	29	39	10	16	5	31	48	24
DK/NA/Ref	8	8	6	10	8	7	7	7	5	12	6	6	5	10	2	2

**Wave 2**  
**Sep 13-16 2007**

	Ontario	Region					Party Support				Switchers					
		Toronto CMA			Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			City of Toronto (416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	360	192	200	490	190	302	259	120	77 <sup>c</sup>	104	107	58 <sup>c</sup>	119	54 <sup>c</sup>	58 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Right Track	50	48	43	51	51	48	69	39	43	45	76	66	64	51	26	48
Neither	13	16	14	17	11	12	13	15	7	8	7	19	13	15	23	4
Wrong Track	31	29	34	28	31	34	14	40	41	42	14	13	18	30	46	40
DK/NA/Ref	6	7	10	5	7	6	4	6	9	5	3	2	5	4	5	8

Q. Right now, do you think Ontario is on the right track or the wrong track?

Base: Total sample

c Caution, small base size

# How would Ontarians vote today in a provincial election?

		Ontario				
		October 2 <sup>nd</sup> 2003 Election Results	Nov 2-7 2005	Aug 9-12 2007	Sep 13-16 2007	Oct 6-7 2007
n=			750	750	850	850
		%	%	%	%	%
Liberal candidate		47	37	40	40	42
Progressive Conservative candidate		35	34	35	34	27
NDP candidate		15	21	18	16	19
Green Party candidate		3	8	8	10	11

Q. If the Ontario provincial election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Progressive Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Progressive Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Total Sample

# How would Ontarians vote today in a provincial election? *By Region*

	Region																							
	Ontario				Toronto CMA												Rest of Ontario (excl. Toronto CMA)				Subregion South-western (519)			
					Toronto CMA						Subregion						Rest of Ontario (excl. Toronto CMA)				Subregion			
					City of Toronto (416)						Toronto Suburbs (905)													
				2003 Election		2003 Election		2003 Election		2003 Election		2003 Election		2003 Election		2003 Election		2003 Election		2003 Election		2003 Election		
				Aug 9-12	Sep 13-16	Oct 6-7	Aug 9-12	Sep 13-16	Oct 6-7	Aug 9-12	Sep 13-16	Oct 6-7	Aug 9-12	Sep 13-16	Oct 6-7	Aug 9-12	Sep 13-16	Oct 6-7	Aug 9-12	Sep 13-16	Oct 6-7	Aug 9-12	Sep 13-16	Oct 6-7
n=				750	850	850	309	360	358	155	192	191	271	200	167	441	490	492	201	190	175			
				%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal candidate	47	40	40	42	50	44	47	53	52	45	43	51	47	42	49	54	46	37	34	35	45	36	36	39
Progressive Conservative candidate	35	35	34	27	34	32	30	26	27	24	27	22	43	41	38	30	36	36	37	28	37	33	36	28
NDP candidate	15	18	16	19	13	17	14	14	18	25	19	19	8	10	6	7	16	19	17	24	15	20	18	20
Green Party candidate	3	8	10	11	3	7	8	8	3	6	11	7	2	8	6	9	3	8	12	13	3	11	10	13

- Q. If the Ontario provincial election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Progressive Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?
- Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Progressive Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Total Sample  
c Caution, small base size

# How would Ontarians vote today in a provincial election? *By Demographics*

**Wave 3**  
**Oct 6-7, 2007**

	Ontario	Age			Education			Income			Gender		Community Size			
		18 – 34	35 – 49	50+	HS or Less	Some Post-Scndry	Grad. Coll/ Univ.	<\$50K	\$50K- \$99K	\$100K+	Male	Female	Under 30K	30K- 249K	250K- 1M	1M+
n=	850	252	266	323	195	115	514	258	294	159	422	428	128	143	147	433
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal candidate	42	44	41	42	37	39	45	38	44	49	38	47	33	31	39	50
Progressive Conservative candidate	27	19	33	30	31	25	27	23	31	29	30	24	40	24	22	27
NDP candidate	19	23	17	19	21	29	17	27	17	10	21	18	15	30	29	14
Green Party candidate	11	14	10	9	11	7	12	12	8	12	11	11	12	15	11	9

**Wave 2**  
**Sep 13-16, 2007**

	Ontario	Age			Education			Income			Gender		Community Size			
		18 – 34	35 – 49	50+	HS or Less	Some Post-Scndry	Grad. Coll/ Univ.	<\$50K	\$50K- \$99K	\$100K+	Male	Female	Under 30K	30K- 249K	250K- 1M	1M+
n=	850	252	269	323	196	139	507	256	321	179	428	422	129	158	143	421
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal candidate	<b>40</b>	41	40	39	34	34	43	40	41	40	38	42	38	37	26	46
Progressive Conservative candidate	<b>34</b>	27	36	39	42	38	31	29	32	43	39	29	45	33	33	32
NDP candidate	<b>16</b>	20	16	13	16	18	15	18	18	9	14	17	7	19	28	14
Green Party candidate	<b>10</b>	12	9	10	9	10	11	13	9	8	9	11	10	11	13	9

Q. If the Ontario provincial election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Progressive Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Progressive Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area?

Base: Total Sample

# Which party is Ontario's second choice?

		Party Supporters									
		Ontario		Liberal Voters		Progressive Conservative Voters		NDP Voters		Green Voters	
		Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7
n=		769	756	302	316	259	203	120	144	77 <sup>c</sup>	82 <sup>c</sup>
		%	%	%	%	%	%	%	%	%	%
Second Choice	Liberal candidate	26	22	-	-	46	40	48	50	29	17
	Conservative candidate	17	19	34	33	-	-	15	14	14	20
	NDP candidate	25	27	35	38	21	21	-	-	41	46
	Green Party candidate	19	18	19	16	18	22	31	25	-	-
	Undecided/None of Them/Won't Vote	13	15	12	13	15	17	6	11	16	17

Q. Which party's candidate would be your second choice? Would it be...  
 Base: Those who have a first choice.  
 c Caution, small base size

# How likely are Ontarians to switch their vote?

	Ontario		Party Supporters							
			Liberal Voters		Progressive Conservative Voters		NDP Voters		Green Voters	
	Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7
n=	670	652	268	278	222	170	114	128	64 <sup>c</sup>	69 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%
<b>TOTAL LIKELY</b>	<b>40</b>	<b>26</b>	<b>38</b>	<b>25</b>	<b>39</b>	<b>21</b>	<b>45</b>	<b>30</b>	<b>40</b>	<b>26</b>
Very likely	5	4	5	4	4	5	5	3	7	4
Somewhat likely	35	22	33	21	35	16	40	27	33	22
Not too likely	32	30	35	31	33	28	30	29	21	30
Not at all likely	28	44	26	43	28	50	25	40	39	44
<b>TOTAL UNLIKELY</b>	<b>60</b>	<b>74</b>	<b>61</b>	<b>74</b>	<b>61</b>	<b>78</b>	<b>55</b>	<b>69</b>	<b>60</b>	<b>74</b>
DK/NA/Ref	<1	1	1	1	<1	1	-	1	-	-

Q. How likely is it that you might switch your vote to your second choice between now and the Ontario provincial election on October 10th, is it very likely somewhat likely not too likely or not at all likely?

Base: Those who have a second choice.

c Caution, small base size

# Which Party has the most momentum?

Wave 3  
Oct 6-7, 2007

	Ontario	Region					Party Support				Switchers					
		Toronto CMA			Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			City of Toronto (416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Party	59	63	69	56	56	56	74	49	53	53	73	80	62	62	31	63
PC Party	16	16	17	16	16	14	9	32	13	18	10	9	11	24	43	12
NDP Party	6	4	3	6	8	6	3	3	16	5	7	3	-	4	6	13
Green Party	1	1	1	1	2	4	<1	<1	1	11	-	-	-	-	2	-
None of them	3	3	2	5	2	3	2	5	1	4	2	1	5	1	9	-
Other/DK/NA/Ref	14	12	9	16	16	18	11	10	15	8	8	8	22	10	8	13

Wave 2  
Sep 13-16, 2007

	Ontario	Region					Party Support				Switchers					
		Toronto CMA			Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			City of Toronto (416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	360	192	200	490	190	302	259	120	77 <sup>c</sup>	104	107	58 <sup>c</sup>	119	54 <sup>c</sup>	58 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Party	44	43	47	42	44	43	63	26	43	43	61	63	61	30	27	53
PC Party	30	33	28	35	28	27	21	49	21	23	20	23	24	47	46	22
NDP Party	5	4	4	2	6	5	2	3	22	2	1	3	3	-	11	13
Green Party	3	3	4	3	2	3	2	1	4	6	4	2	1	-	2	3
None of them	5	6	6	7	4	3	3	7	2	3	3	1	5	4	8	1
Other/DK/NA/Ref	13	11	12	12	16	19	9	14	8	23	11	8	6	19	6	8

Q. As you may know, there is an Ontario provincial election on October 10<sup>th</sup>. From what you can tell, which party, if any, is going into the campaign with the most momentum. Is it the ...  
 Base: Total sample  
 c Caution, small base size

# Do Ontarians feel that it's the right time for a new government?

**Wave 3**  
**Oct 6-7, 2007**

	Ontario	Region					Party Support				Switchers					
		Toronto CMA			Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			City of Toronto (416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
It's time for a change	49	43	41	45	53	46	11	84	72	68	14	9	11	76	89	66
Now is the wrong time to make a change	41	46	49	43	37	43	82	11	20	29	78	84	84	18	2	26
DK/NA/Ref	11	12	11	13	10	11	7	5	8	3	8	7	5	6	8	8

**Wave 2**  
**Sep 13-16, 2007**

	Ontario	Region					Party Support				Switchers					
		Toronto CMA			Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			City of Toronto (416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	360	192	200	490	190	302	259	120	77 <sup>c</sup>	104	107	58 <sup>c</sup>	119	54 <sup>c</sup>	58 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
It's time for a change	53	49	50	48	57	53	18	86	66	70	18	21	15	77	93	53
Now is the wrong time to make a change	40	43	44	42	37	40	77	12	27	24	73	77	84	21	5	38
DK/NA/Ref	7	8	6	10	6	7	5	2	7	6	9	2	1	2	2	9

Q. Some people have been saying it's time for a change and that a new government should be voted in. Other people have said that now would be the wrong time to make a change and we should return the Ontario Liberals to power. Which one of these two views best represents your own?

Base: Total sample

c Caution, small base size

# Who do Ontarians think will win the most seats and form the next government?

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto (416)	Toronto Suburbs (905)	Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
											Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Party	69	74	76	71	66	69	84	57	62	76	81	88	79	68	49	69
Progressive Conservative Party	16	13	11	15	19	17	6	37	11	14	7	6	6	31	42	12
NDP	6	4	4	5	7	6	4	1	20	2	4	4	6	-	2	14
Green Party	<1	-	-	-	<1	1	-	-	1	1	-	-	-	-	-	-
Don't know/too close to call	9	9	9	9	8	8	7	5	6	7	8	2	9	1	6	5

Q. If you had to guess right now, which party do you think will win the most seats and form the next government of Ontario?  
 Base: Total sample  
 c Caution, small base size

# Do Ontarians think it will be a majority or minority government?

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto (416)	Toronto Suburbs (905)	Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
											Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Majority	41	49	48	50	36	33	52	32	38	33	53	56	46	33	28	38
Minority	53	45	46	43	59	61	41	65	58	64	39	40	46	66	70	59
DK/NA/Ref	6	7	6	7	5	6	7	3	4	3	8	4	8	1	2	3

Q. Do you guess it will be a majority or minority government elected on October 10th?  
 Base: Total sample  
 c Caution, small base size

# Which party offers the best set of policies for the next four years?

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto (416) / Toronto Suburbs (905)		Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			Cons	NDP							Green	Lib	NDP	Lib		
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Party	33	41	38	45	27	28	76	5	12	6	72	77	79	8	2	19
Progressive Conservative Party	23	21	22	21	24	25	6	75	5	6	12	2	4	71	77	2
NDP	17	15	19	10	19	15	6	2	65	18	5	11	4	1	6	68
Green Party	6	5	6	4	6	7	1	1	1	45	1	1	4	-	-	3
DK/NA/Ref	21	18	17	20	24	25	11	18	17	26	11	9	9	21	15	8

Q. Which party offers the best set of policies for the next four years?  
 Base: Total sample  
 c Caution, small base size

# Which party ran the best campaign?

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto		Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			(416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Party	38	46	44	49	32	33	60	24	30	24	53	63	66	41	17	47
Progressive Conservative Party	18	15	17	14	20	21	10	43	11	13	14	7	9	41	43	5
NDP	15	12	13	12	17	16	10	8	43	12	12	13	4	4	9	37
Green Party	4	2	3	1	6	7	1	3	3	24	-	-	3	-	4	3
DK/NA/Ref	25	25	24	25	25	24	20	23	14	27	21	17	18	13	27	9

Q. Overall, which party do you think ran the best campaign?  
 Base: Total sample  
 c Caution, small base size

# Who would be the best Premier of Ontario?

**Wave 3**  
**Oct 6-7, 2007**

	Ontario	Region					Party Support				Switchers						
		Toronto CMA	City of Toronto (416)		Toronto Suburbs (905)	Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			Cons	NDP								Green	Lib	NDP	Lib		
n=	850	358	191	167	492	175	316	203	144	82 <sup>C</sup>	104	120	51 <sup>C</sup>	87 <sup>C</sup>	43 <sup>C</sup>	72 <sup>C</sup>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Dalton McGuinty	36	42	43	41	31	31	78	8	12	12	70	82	80	13	4	17	
John Tory	30	30	29	31	29	29	9	80	15	20	22	1	6	74	87	10	
Howard Hampton	17	12	12	12	21	19	5	5	64	18	2	9	7	2	6	68	
Frank de Jong	5	4	4	4	6	6	<1	1	1	43	-	1	-	1	-	-	
None of them	4	4	4	3	4	4	3	1	2	4	3	2	2	2	-	2	
Other/DK/NA/Ref	9	9	8	10	10	12	5	5	7	4	3	6	5	9	2	4	

**Wave 2**  
**Sep 13-16, 2007**

	Ontario	Region					Party Support				Switchers						
		Toronto CMA	City of Toronto (416)		Toronto Suburbs (905)	Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			Cons	NDP								Green	Lib	NDP	Lib		
n=	850	360	192	200	490	190	302	259	120	77 <sup>C</sup>	104	107	58 <sup>C</sup>	119	54 <sup>C</sup>	58 <sup>C</sup>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Dalton McGuinty	31	32	33	28	30	28	69	6	13	15	61	74	71	12	3	21	
John Tory	37	38	35	45	36	34	14	83	6	18	23	6	15	79	76	3	
Howard Hampton	17	15	17	10	18	17	9	6	70	12	4	17	5	3	16	69	
Frank de Jong	6	5	5	5	7	7	2	1	5	42	-	1	6	2	-	2	
None of them	3	4	3	4	2	3	3	1	-	2	4	1	3	2	1	-	
Other/DK/NA/Ref	6	6	7	8	8	11	4	3	6	11	8	1	-	2	4	5	

Q. From your point of view, who would be the best Premier for Ontario?  
 Base: Total sample  
 c Caution, small base size

# Which issue most concerned about: Broken Promises or Funding of Private Schools?

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto (416)	Toronto Suburbs (905)	Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
											Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Dalton McGuinty's broken campaign promises	39	35	32	38	42	37	23	65	47	36	31	18	19	66	71	41
John Tory's promise to fund private religious schools	49	54	57	50	46	49	67	27	43	52	59	72	73	29	17	51
DK/NA/Ref	12	12	11	12	13	15	10	7	10	12	10	10	8	6	12	9

Q. There have been several issues discussed over the past few week. Some people say the main issue in this election is that Dalton McGuinty has broken several of the promises he made in the 2003 election campaign. Other people say the main issue in this election is John Tory's promise to fund private religious schools. Which of these two issues are your personally most concerned about and is most likely to influence the way you will vote?

Base: Total sample  
c Caution, small base size

# Have Ontarians heard about John Tory's promise to have a free vote on funding private religious schools?

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto (416)	Toronto Suburbs (905)	Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
											Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	66	69	71	67	63	61	65	77	50	77	68	67	56	78	68	59
No	33	30	27	33	36	37	34	22	50	23	30	32	44	22	28	41
DK/NA/Ref	1	1	1	<1	1	2	1	1	-	-	2	1	-	-	4	-

Q. Have you heard anything about John Tory now saying that the funding of private religious schools would be put to a free vote in the legislature, meaning that all MPPs, including those representing the Ontario PCs, are free to vote as they see fit?

Base: Total sample

c Caution, small base size

# Has the promise for a free vote made Ontarians more or less likely to vote for the Ontario PCs?

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto (416)	Toronto Suburbs (905)	Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
											Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
More likely	17	17	17	16	18	21	12	38	7	11	22	6	5	40	34	6
No impact	60	59	59	59	61	60	58	54	71	69	56	62	58	48	58	69
Less likely	19	22	21	22	18	14	29	7	18	19	20	31	37	12	2	23
DK/NA/Ref	3	3	3	4	4	5	1	1	4	1	2	1	-	-	6	1

Q. Has making this promise to have a free vote on the funding of private religious schools made you more or less likely to vote for the Ontario PCs or had no impact on your vote?  
 Base: Total sample  
 c Caution, small base size

# Has Ontarians' opinion of John Tory changed as a result of his promise to have the free vote on the funding of private religious schools?

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto (416)	Toronto Suburbs (905)	Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
											Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Improved	18	22	26	17	15	19	13	36	13	17	19	13	8	39	23	10
Stayed the same	50	44	35	54	55	56	43	55	54	52	46	41	36	47	65	55
Worsened	26	29	33	24	24	18	39	8	28	29	27	44	53	13	8	31
DK/NA/Ref	6	6	6	6	6	8	6	1	6	3	9	2	4	1	4	4

Q. And has your opinion of John Tory improved, stayed the same or worsened as a result of his promise to have this free vote on the funding of private religious schools?  
 Base: Total sample  
 c Caution, small base size

# How much do Ontarians know about the proposed new electoral system?

**Wave 3  
Oct 6-7, 2007**

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto		Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			(416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>c</sup>	104	120	51 <sup>c</sup>	87 <sup>c</sup>	43 <sup>c</sup>	72 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A lot	24	26	29	22	23	20	25	24	22	36	22	22	37	25	19	24
A little	51	47	43	51	54	54	49	54	52	43	51	53	37	49	64	49
Nothing at all	24	26	27	25	23	26	25	22	25	21	26	25	26	26	17	25
DK/NA/Ref	1	2	2	2	<1	-	1	-	1	-	1	1	-	-	-	1

**Wave 2  
Sep 13-16, 2007**

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto		Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			(416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	360	192	200	490	190	302	259	120	77 <sup>c</sup>	104	107	58 <sup>c</sup>	119	54 <sup>c</sup>	58 <sup>c</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A lot	12	14	15	14	11	11	11	10	17	23	3	10	17	4	19	16
A little	41	43	48	42	39	40	41	38	46	42	47	36	39	41	28	49
Nothing at all	47	42	35	44	51	50	48	52	36	35	49	54	44	55	53	34
DK/NA/Ref	<1	1	2	1	-	-	<1	-	1	-	1	-	-	-	-	1

Q. When the provincial election is held on October 10<sup>th</sup>, in addition to voting for MPPs, there will also be a referendum on changing Ontario's electoral system from the current method to a system that is more proportional. This proposed method is frequently described as the mixed member proportional system. Would you say you know a lot, a little or nothing at all about the new electoral system?

Base: Total sample  
c Caution, small base size

# How much do Ontarians know about the proposed new electoral system?

**Wave 3**  
**Oct 6-7, 2007**

	Ontario	Age			Education			Income			Gender		Community Size			
		18 – 34	35 – 49	50+	HS or Less	Some Post-Scndry	Grad. Coll/Univ.	<\$50K	\$50K-\$99K	\$100K+	Male	Female	Under 30K	30K-249K	250K-1M	1M+
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
n=	850	252	266	323	195	115	514	258	294	159	422	428	128	143	147	433
A lot	24	12	25	33	15	20	30	19	27	27	28	20	13	24	26	27
A little	51	54	52	47	48	52	52	50	50	57	49	53	60	53	54	47
Nothing at all	24	33	23	18	33	29	18	30	23	16	22	26	27	24	20	25
DK/NA/Ref	1	1	-	1	3	-	-	2	-	-	1	1	-	-	<1	2

**Wave 2**  
**Sep 13-16, 2007**

	Ontario	Age			Education			Income			Gender		Community Size			
		18 – 34	35 – 49	50+	HS or Less	Some Post-Scndry	Grad. Coll/Univ.	<\$50K	\$50K-\$99K	\$100K+	Male	Female	Under 30K	30K-249K	250K-1M	1M+
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
n=	850	252	269	323	196	139	507	256	321	179	428	422	129	158	143	421
A lot	12	9	13	14	6	8	16	9	11	21	17	8	9	9	10	15
A little	41	32	39	49	43	34	42	39	42	41	38	43	40	46	32	42
Nothing at all	47	59	47	36	51	58	42	52	47	38	45	49	51	45	58	42
DK/NA/Ref	<1	-	<1	1	<1	-	<1	<1	<1	-	<1	<1	-	-	-	1

Q. When the provincial election is held on October 10th, in addition to voting for MPPs, there will also be a referendum on changing Ontario's electoral system from the current method to a system that is more proportional. This proposed method is frequently described as the mixed member proportional system. Would you say you know a lot, a little or nothing at all about the new electoral system?

Base: Total sample

# Knowledge of Proposed New Electoral System: Ontario vs. BC Referendum on Single Transfer Vote

	Ontario Referendum		BC Referendum on Single Transfer Vote	
	Sep 13-16, 2007	Oct 6-7, 2007	Wave 1 Apr 13-16 2005	Wave 2 May 9-11 2005
n=	850	850	1000	1000
	%	%	%	%
A lot	12	24	10	17
A little	41	51	42	47
Nothing at all	47	24	47	35
DK/NA/Ref	<1	1	1	1

Q. When the provincial election is held on October 10th, in addition to voting for MPPs, there will also be a referendum on changing Ontario's electoral system from the current method to a system that is more proportional. This proposed method is frequently described as the mixed member proportional system. Would you say you know a lot, a little or nothing at all about the new electoral system?

Base: Total sample

# How do Ontarians intend to vote in the referendum?

	Ontario		Knowledge of proposed mixed member proportional electoral system					
			A Lot		A Little		Nothing	
	Sep 13-16	Oct 6-7		Oct 6-7		Oct 6-7		Oct 6-7
n=	850	850	103	206	346	433	398	205
	%	%	%	%	%	%	%	%
For proposed changes	27	32	56	44	36	34	13	17
Against proposed changes	23	35	37	49	25	34	18	23
Undecided	29	22	4	7	30	25	34	33
DK/NA/Ref/Won't Vote	21	33	3	9	9	7	35	28

*Among Decided Referendum Voters*

	Ontario		Knowledge of proposed mixed member proportional electoral system					
			A Lot		A Little		Nothing	
	Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7	Sep 13-16	Oct 6-7
n=	429		96		210		123	
	%	%	%	%	%	%	%	%
For proposed changes	54	48	60		59		40	
Against proposed changes	46	52	40		41		60	

Q. And do you intend to vote for or against the proposed change to Ontario's electoral system?

Base: Total sample

# How do Ontarians intend to vote in the referendum?

**Wave 3**  
**Oct 6-7, 2007**

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto		Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			(416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	358	191	167	492	175	316	203	144	82 <sup>C</sup>	104	120	51 <sup>C</sup>	87 <sup>C</sup>	43 <sup>C</sup>	72 <sup>C</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
For proposed changes	32	36	38	33	29	28	34	23	38	47	31	36	39	28	25	36
Against proposed changes	35	32	34	29	37	35	38	46	25	23	42	37	31	40	43	26
Undecided	22	20	19	21	24	27	19	20	29	20	19	17	19	17	20	28
DK/NA/Ref/Won't Vote	11	13	9	17	10	11	10	11	9	10	8	10	11	15	13	10

**Wave 2**  
**Sep 13-16, 2007**

	Ontario	Region					Party Support				Switchers					
		Toronto CMA	City of Toronto		Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			(416)	Toronto Suburbs (905)							Cons	NDP	Green	Lib	NDP	Lib
n=	850	360	192	200	490	190	302	259	120	77 <sup>C</sup>	104	107	58 <sup>C</sup>	119	54 <sup>C</sup>	58 <sup>C</sup>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
For proposed changes	27	30	30	30	25	25	25	22	40	42	28	27	25	19	43	39
Against proposed changes	23	19	19	20	27	24	21	30	19	17	21	18	21	28	28	21
Undecided	29	31	29	30	27	27	33	25	27	25	32	32	37	28	7	25
DK/NA/Ref/Won't Vote	21	20	22	21	21	24	21	23	14	16	19	23	17	24	21	15

Q. And do you intend to vote for or against the proposed change to Ontario's electoral system?  
 Base: Total sample  
 c Caution, small base size

# How do Ontarians intend to vote in the referendum? (Among decided referendum voters)

**Wave 3**  
**Oct 6-7, 2007**

	Ontario	Region					Party Support				Switchers						
		Toronto CMA	City of Toronto (416)		Toronto Suburbs (905)	Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			Cons	NDP								Green	Lib	NDP	Lib		
n=	568	243	138	104	325	110	225	141	90 <sup>C</sup>	57 <sup>C</sup>	75 <sup>C</sup>	87 <sup>C</sup>	36 <sup>C</sup>	56 <sup>C</sup>	29 <sup>C</sup>	45 <sup>C</sup>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
For proposed changes	48	53	53	53	44	44	47	33	60	67	43	49	55	42	36	58	
Against proposed changes	52	47	47	47	56	56	53	67	40	33	57	51	45	58	64	42	

**Wave 2**  
**Sep 13-16, 2007**

	Ontario	Region					Party Support				Switchers						
		Toronto CMA	City of Toronto (416)		Toronto Suburbs (905)	Rest of Ont. (excl. Tor. CMA)	South-western (519)	Lib Vote	Cons Vote	NDP Vote	Green Vote	Liberal to:			Conservative to:		NDP to:
			Cons	NDP								Green	Lib	NDP	Lib		
n=	429	174	94	99	255	93	137	136	71	45 <sup>C</sup>	51 <sup>C</sup>	48 <sup>C</sup>	27 <sup>C</sup>	57 <sup>C</sup>	39 <sup>C</sup>	35 <sup>C</sup>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
For proposed changes	54	61	61	61	49	51	55	42	68	72	56	59	53	41	61	65	
Against proposed changes	46	39	39	39	51	41	45	58	32	28	44	41	47	59	39	35	

Q. And do you intend to vote for or against the proposed change to Ontario's electoral system?  
Base: Decided referendum voters  
c Caution, small base size

# How do Ontarians intend to vote in the referendum? (By Demographics)

**Wave 3**  
**Oct 6-7, 2007**

	Ontario	Age			Education			Income			Gender		Community Size			
		18 – 34	35 – 49	50+	HS or Less	Some Post-Scndry	Grad. Coll/ Univ.	<\$50K	\$50K-\$99K	\$100K+	Male	Female	Under 30K	30K-249K	250K-1M	1M+
n=	850	252	266	323	195	115	514	258	294	159	422	428	128	143	147	433
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
For proposed changes	32	43	32	24	25	37	34	33	34	34	35	29	24	34	30	35
Against proposed changes	35	21	32	48	39	31	35	31	38	34	36	34	39	31	38	34
Undecided	22	23	25	19	23	22	21	25	19	19	21	23	25	24	26	20
DK/NA/Ref/Won't Vote	11	13	11	9	13	9	10	11	10	12	8	14	12	11	7	12

**Wave 2**  
**Sep 13-16, 2007**

	Ontario	Age			Education			Income			Gender		Community Size			
		18 – 34	35 – 49	50+	HS or Less	Some Post-Scndry	Grad. Coll/ Univ.	<\$50K	\$50K-\$99K	\$100K+	Male	Female	Under 30K	30K-249K	250K-1M	1M+
n=	850	252	269	323	196	139	507	256	321	179	428	422	129	158	143	421
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
For proposed changes	27	30	26	26	19	30	29	29	27	27	30	24	20	29	26	29
Against proposed changes	23	20	18	30	35	20	20	21	25	22	26	21	28	26	25	20
Undecided	29	29	31	26	25	28	30	28	29	28	28	29	28	30	23	31
DK/NA/Ref/Won't Vote	21	21	24	18	21	22	21	22	19	24	16	26	24	16	26	20

Q. And do you intend to vote for or against the proposed change to Ontario's electoral system?

Base: Total sample

# How do Ontarians intend to vote in the referendum? (By Demographics, among decided referendum voters)

**Wave 3**  
**Oct 6-7, 2007**

	Ontario	Age			Education			Income			Gender		Community Size			
		18 – 34	35 – 49	50+	HS or Less	Some Post-Scndry	Grad. Coll/ Univ.	<\$50K	\$50K-\$99K	\$100K+	Male	Female	Under 30K	30K-249K	250K-1M	1M+
n=	850	252	266	323	195	115	514	258	294	159	422	428	128	143	147	433
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
For proposed changes	48	67	50	33	39	54	50	51	47	50	50	46	37	52	44	51
Against proposed changes	52	33	50	67	61	46	50	49	53	50	50	54	63	48	56	49

**Wave 2**  
**Sep 13-16, 2007**

	Ontario	Age			Education			Income			Gender		Community Size			
		18 – 34	35 – 49	50+	HS or Less	Some Post-Scndry	Grad. Coll/ Univ.	<\$50K	\$50K-\$99K	\$100K+	Male	Female	Under 30K	30K-249K	250K-1M	1M+
n=	850	252	269	323	196	139	507	256	321	179	428	422	129	158	143	421
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
For proposed changes	54	60	59	46	36	60	60	58	52	55	54	54	41	52	51	60
Against proposed changes	46	40	41	54	64	40	40	42	48	45	46	46	59	48	49	40

Q. And do you intend to vote for or against the proposed change to Ontario's electoral system?  
Base: Decided referendum voters  
c Caution, small base size

# Referendum Vote Intentions: Ontario vs. BC Referendum on Single Transfer Vote

	Ontario Referendum		BC Referendum on Single Transfer Vote		
	Sep 13-16 2007	Oct 6-7 2007	Wave 1 Apr 13-16 2005	Wave 2 May 9-11 2005	Actual BC Referendum Results
n=	850	850	1000	1000	
	%	%	%	%	%
For proposed changes	27	32	27	36	58
Against proposed changes	23	35	15	21	42
Undecided	29	22	45	31	
DK/NA/Ref/Won't Vote	21	11	13	13	

**Among Decided Referendum Voters**

	Ontario Referendum		BC Referendum on Single Transfer Vote		
	Sep 13-16 2007	Oct 6-7 2007	Wave 1 Apr 13-16 2005	Wave 2 May 9-11 2005	Actual BC Referendum Results
n=	429	850	425	566	
	%	%	%	%	%
For proposed changes	54	48	64	63	58
Against proposed changes	46	52	36	37	42

Q. And do you intend to vote for or against the proposed change to Ontario's electoral system?

Q. And do you intend to vote for or against the proposed change to BC's electoral system?

Base: Total sample