

Detailed Tables

As you may know, Peter MacKay was selected as leader of the federal Progressive Conservative party this past weekend. Based on what you have seen, read or heard about the new PC leader, I'd like you to tell me if you have a positive impression, a negative impression or no impression at all of Mr. MacKay.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

| | TOTAL | REGION | | | | | | AGE | | | GENDER | |
|-----------------------|------------|----------------|----------------|----------------|----------------|---------------------|------------------|------------------|-----------------|-----------------|----------------|------------|
| | | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1006 | 145 | 119 | 105 | 306 | 230 | 101 | 337 | 392 | 256 | 455 | 551 |
| Weighted Base | 1006 | 133 | 97 | 68 | 381 | 248 | 78* | 295 | 393 | 295 | 486 | 520 |
| Positive impression | 151 15% | 27 20% E | 15 15% | 8 12% | 52 14% | 30 12% | 19 25% CDE | 34 11% | 63 16% | 50 17% | 77 16% | 74 14% |
| Negative impression | 149 15% | 22 17% E | 15 15% E | 13 19% E | 75 20% E | 9 4% E | 15 19% E | 21 7% | 56 14% G | 70 24% GH | 84 17% K | 65 13% |
| No impression | 664 66% | 80 60% | 66 67% F | 45 66% | 239 63% | 193 78% ABCDF | 41 53% | 228 77% HI | 259 66% I | 161 54% | 307 63% | 357 69% |
| Don't know/Refused | 42 4% | 4 3% | 2 2% | 2 3% | 16 4% | 16 6% | 3 3% | 12 4% | 15 4% | 15 5% | 19 4% | 23 4% |

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Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

| | TOTAL | REGION TYPE | | EDUCATION | | | | INCOME | | |
|-----------------------|------------|-------------|------------|-----------|------------|------------|-----------------|-----------------|-----------------|------------|
| | | Urban | Rural | <HS | HS | Post sec | University | <\$30K | \$30K-<\$60K | \$60K + |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | | | | | | | | | | |
| Unweighted Base | 1006 | 803 | 203 | 114 | 232 | 373 | 278 | 240 | 319 | 317 |
| Weighted Base | 1006 | 807 | 199 | 119 | 227 | 371 | 279 | 235 | 318 | 324 |
| Positive impression | 151 15% | 116 14% | 35 17% | 18 15% | 34 15% | 59 16% | 37 13% | 37 16% | 42 13% | 49 15% |
| Negative impression | 149 15% | 116 14% | 32 16% | 14 11% | 32 14% | 46 12% | 57 20% CE | 30 13% | 47 15% | 59 18% |
| No impression | 664 66% | 545 67% | 120 60% | 80 68% | 152 67% | 250 67% | 174 62% | 144 61% | 224 71% G | 207 64% |
| Don't know/Refused | 42 4% | 30 4% | 12 6% | 7 6% | 9 4% | 15 4% | 10 4% | 24 10% HI | 4 1% | 8 3% |

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Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I - J/K
 * small base; ** very small base (under 30) ineligible for sig testing

| | VOTING INTENTION (Leaners Included) | | | | | | | | FREE TRADE SUPPORTER | | RESULTS OF FREE TRADE | |
|-----------------------|-------------------------------------|-----------|------------|-----------|-----------|-----------|-----------|--------|----------------------|------------|-----------------------|------------|
| | TOTAL | PC | LIB | NDP | CA | BQ | Green | Other | Support | Oppose | Positive | Negative |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1006 | 142 | 375 | 112 | 126 | 72 | 42 | 0 | 703 | 256 | 695 | 270 |
| Weighted Base | 1006 | 134 | 396 | 100 | 125 | 74* | 42* | -** | 700 | 262 | 691 | 273 |
| Positive impression | 151 15% | 45 33% | 51 13% | 12 12% | 23 19% | 5 7% | 4 9% | 0 - | 114 16% | 36 14% | 117 17% | 33 12% |
| | | BCDEF | | | E | | | | | | | |
| Negative impression | 149 15% | 16 12% | 63 16% | 19 19% | 25 20% | 2 3% | 6 14% | 0 - | 91 13% | 56 21% | 83 12% | 62 23% |
| | | E | E | E | E | | E | | | H | | J |
| No impression | 664 66% | 71 53% | 267 67% | 64 64% | 71 57% | 62 84% | 32 76% | 0 - | 468 67% | 162 62% | 465 67% | 167 61% |
| | | | AD | | | ABCD | AD | | | | | |
| Don't know/Refused | 42 4% | 2 2% | 14 4% | 5 5% | 5 4% | 5 7% | 1 1% | 0 - | 28 4% | 8 3% | 26 4% | 11 4% |

And, would you say that you are more likely, less likely or no more or less likely to vote for the Progressive Conservatives in the next federal election with Peter MacKay as their leader.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * small base

| | REGION | | | | | | | AGE | | | GENDER | |
|------------------------|------------|-----------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|------------|
| | TOTAL | BC | ALB | SK/MN | ONT | QUE | ATL | 18-34 | 35-54 | 55+ | Male | Female |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1006 | 145 | 119 | 105 | 306 | 230 | 101 | 337 | 392 | 256 | 455 | 551 |
| Weighted Base | 1006 | 133 | 97 | 68 | 381 | 248 | 78* | 295 | 393 | 295 | 486 | 520 |
| More likely | 134 13% | 17 13% | 16 16% | 7 10% | 50 13% | 27 11% | 17 22% | 23 8% | 57 15% | 47 16% | 74 15% | 60 11% |
| | | | | | | | CDE | | G | G | | |
| Less likely | 266 26% | 33 25% | 19 20% | 21 30% | 125 33% | 44 18% | 25 32% | 56 19% | 100 25% | 108 37% | 129 27% | 137 26% |
| | | | | E | BE | | BE | | G | GH | | |
| No more or less likely | 540 54% | 72 54% | 55 56% | 35 52% | 185 49% | 160 65% | 33 42% | 197 67% | 211 54% | 123 42% | 254 52% | 286 55% |
| | | | F | | | ACDF | | HI | I | | | |
| Don't know/Refused | 67 7% | 12 9% | 8 8% | 6 8% | 22 6% | 17 7% | 3 4% | 18 6% | 25 6% | 17 6% | 29 6% | 38 7% |

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And, would you say that you are more likely, less likely or no more or less likely to vote for the Progressive Conservatives in the next federal election with Peter MacKay as their leader.

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

| | REGION TYPE | | | EDUCATION | | | | INCOME | | |
|------------------------|-------------|-----------------|----------------|-----------------|-----------------|-----------------|------------------|----------------|-----------------|-----------------|
| | TOTAL | Urban | Rural | <HS | HS | Post sec | University | <\$30K | \$30K-<\$60K | \$60K + |
| | | A | B | C | D | E | F | G | H | I |
| Base: All Respondents | | | | | | | | | | |
| Unweighted Base | 1006 | 803 | 203 | 114 | 232 | 373 | 278 | 240 | 319 | 317 |
| Weighted Base | 1006 | 807 | 199 | 119 | 227 | 371 | 279 | 235 | 318 | 324 |
| More likely | 134 13% | 98 12% | 35 18% A | 23 20% EF | 42 18% EF | 41 11% | 25 9% | 39 16% I | 42 13% | 32 10% |
| Less likely | 266 26% | 205 25% | 60 30% | 32 27% | 57 25% | 107 29% | 70 25% | 71 30% | 77 24% | 80 25% |
| No more or less likely | 540 54% | 449 56% B | 91 46% | 49 42% | 115 51% | 203 55% C | 168 60% CD | 105 45% | 180 57% G | 200 62% G |
| Don't know/Refused | 67 7% | 55 7% | 12 6% | 13 11% E | 14 6% | 20 5% | 16 6% | 20 8% I | 19 6% | 12 4% |

And, would you say that you are more likely, less likely or no more or less likely to vote for the Progressive Conservatives in the next federal election with Peter MacKay as their leader.

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G - H/I - J/K

* small base; ** very small base (under 30) ineligible for sig testing

| | VOTING INTENTION (Leaners Included) | | | | | | | | FREE TRADE SUPPORTER | | RESULTS OF FREE TRADE | |
|------------------------|-------------------------------------|--------------------|------------------|-----------------|-----------------|-------------------|----------------|--------|----------------------|------------|-----------------------|------------|
| | TOTAL | PC | LIB | NDP | CA | BQ | Green | Other | Support | Oppose | Positive | Negative |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents | | | | | | | | | | | | |
| Unweighted Base | 1006 | 142 | 375 | 112 | 126 | 72 | 42 | 0 | 703 | 256 | 695 | 270 |
| Weighted Base | 1006 | 134 | 396 | 100 | 125 | 74* | 42* | -** | 700 | 262 | 691 | 273 |
| More likely | 134 13% | 62 46% BCDEF | 34 9% | 11 11% | 14 12% | 3 4% | 4 9% | 0 - | 96 14% | 35 13% | 96 14% | 34 13% |
| Less likely | 266 26% | 17 13% | 131 33% AE | 36 36% AE | 40 32% AE | 9 12% | 11 27% A | 0 - | 184 26% | 72 27% | 183 27% | 71 26% |
| No more or less likely | 540 54% | 51 38% A | 215 54% A | 53 53% A | 63 51% | 59 80% ABCD | 28 65% A | 0 - | 379 54% | 144 55% | 372 54% | 152 55% |
| Don't know/Refused | 67 7% | 4 3% | 16 4% C | 0 - | 7 6% C | 3 4% | 0 - | 0 - | 41 6% | 11 4% | 40 6% | 16 6% |

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Thinking of how you feel right now, if FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support ?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

| | TOTAL | REGION | | | | | | AGE | | | GENDER | |
|---|------------|-----------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-------------|
| | | BC A | ALB B | SK/MN C | ONT D | QUE E | ATL F | 18-34 G | 35-54 H | 55+ I | Male J | Female K |
| Base: All Respondents (Leaners Included) | | | | | | | | | | | | |
| Unweighted Base | 1006 | 145 | 119 | 105 | 306 | 230 | 101 | 337 | 392 | 256 | 455 | 551 |
| Weighted Base | 1006 | 133 | 97 | 68 | 381 | 248 | 78* | 295 | 393 | 295 | 486 | 520 |
| The Progressive Conservatives | 134 13% | 16 12% | 21 22% | 10 15% | 57 15% | 10 4% | 21 26% | 33 11% | 54 14% | 43 15% | 70 14% | 65 12% |
| The Liberals | 396 39% | 35 26% | 23 24% | 12 17% | 177 46% | 117 47% | 33 42% | 115 39% | 150 38% | 128 43% | 185 38% | 211 41% |
| The New Democratic Party | 100 10% | 16 12% | 8 9% | 20 29% | 35 9% | 12 5% | 9 11% | 30 10% | 45 11% | 23 8% | 43 9% | 58 11% |
| The Canadian Alliance | 125 12% | 31 23% | 28 29% | 11 16% | 47 12% | 2 1% | 5 7% | 25 9% | 46 12% | 49 17% | 72 15% | 52 10% |
| The Bloc Qu,b,cois | 74 7% | 0 - | 0 - | 0 - | 0 - | 74 30% | 0 - | 32 11% | 25 6% | 16 6% | 29 6% | 45 9% |
| The Green Party | 42 4% | 12 9% | 3 3% | 2 3% | 16 4% | 9 4% | 1 1% | 21 7% | 18 5% | 4 1% | 26 5% | 17 3% |
| Would not vote/None/Would spoil ballot | 37 4% | 7 5% | 2 3% | 4 6% | 16 4% | 7 3% | 1 1% | 6 2% | 22 6% | 8 3% | 19 4% | 18 3% |
| Don't Know | 60 6% | 8 6% | 8 8% | 6 9% | 23 6% | 11 4% | 4 5% | 22 8% | 21 5% | 11 4% | 25 5% | 35 7% |
| Refused | 37 4% | 10 7% | 4 4% | 3 4% | 11 3% | 6 2% | 4 5% | 10 4% | 12 3% | 13 4% | 18 4% | 20 4% |
| DECIDED VOTER (Leaners Included) | | | | | | | | | | | | |
| Base: Decided Voters - Leaners Included | | | | | | | | | | | | |
| Unweighted Base | 869 | 119 | 102 | 85 | 267 | 208 | 88 | 290 | 335 | 230 | 397 | 472 |
| Weighted Base | 872 | 109 | 84* | 55* | 331 | 224 | 68* | 256 | 338 | 264 | 425 | 448 |

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Thinking of how you feel right now, if FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support ?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

* small base

| | TOTAL | REGION TYPE | | EDUCATION | | | | INCOME | | |
|---|------------|-------------|------------|------------------|-----------|-----------------|------------------|----------------|-------------------|--------------|
| | | Urban A | Rural B | <HS C | HS D | Post sec E | University F | <\$30K G | \$30K-<\$60K H | \$60K + I |
| Base: All Respondents (Leaners Included) | | | | | | | | | | |
| Unweighted Base | 1006 | 803 | 203 | 114 | 232 | 373 | 278 | 240 | 319 | 317 |
| Weighted Base | 1006 | 807 | 199 | 119 | 227 | 371 | 279 | 235 | 318 | 324 |
| The Progressive Conservatives | 134 13% | 105 13% | 30 15% | 15 13% | 36 16% | 49 13% | 32 11% | 26 11% | 41 13% | 48 15% |
| The Liberals | 396 39% | 325 40% | 72 36% | 44 37% | 81 36% | 139 38% | 132 47% DE | 84 36% | 120 38% | 144 44% |
| The New Democratic Party | 100 10% | 81 10% | 19 10% | 10 9% | 27 12% | 35 9% | 28 10% | 32 13% I | 31 10% | 25 8% |
| The Canadian Alliance | 125 12% | 99 12% | 26 13% | 9 8% | 19 8% | 63 17% CD | 32 12% | 24 10% | 32 10% | 51 16% |
| The Bloc Qu,b,cois | 74 7% | 59 7% | 15 7% | 8 7% | 20 9% | 23 6% | 21 8% | 18 8% | 31 10% | 21 7% |
| The Green Party | 42 4% | 37 5% | 6 3% | 4 3% | 12 5% | 14 4% | 12 4% | 15 6% | 14 4% | 12 4% |
| Would not vote/None/Would spoil ballot | 37 4% | 29 4% | 8 4% | 13 11% DEF | 7 3% | 12 3% | 4 1% | 9 4% | 15 5% I | 6 2% |
| Don't Know | 60 6% | 45 6% | 15 7% | 11 9% F | 17 7% | 22 6% | 9 3% | 20 8% I | 18 6% | 12 4% |
| Refused | 37 4% | 29 4% | 8 4% | 4 3% | 9 4% | 13 4% | 9 3% | 7 3% I | 16 5% | 4 1% |
| DECIDED VOTER (Leaners Included) | | | | | | | | | | |
| Base: Decided Voters - Leaners Included | | | | | | | | | | |
| Unweighted Base | 869 | 697 | 172 | 89 | 194 | 324 | 257 | 203 | 271 | 293 |
| Weighted Base | 872 | 705 | 167 | 91* | 194 | 324 | 257 | 199 | 269 | 302 |
| The Progressive Conservatives | 134 15% | 105 15% | 30 18% | 15 17% | 36 18% | 49 15% | 32 12% | 26 13% | 41 15% | 48 16% |
| The Liberals | 396 45% | 325 46% | 72 43% | 44 48% | 81 42% | 139 43% | 132 51% | 84 42% | 120 45% | 144 48% |

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Thinking of how you feel right now, if FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support ?

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* small base

| | TOTAL | REGION TYPE | | EDUCATION | | | | INCOME | | |
|--------------------------|------------|-------------|-----------|-----------|-----------|-----------------|------------|-----------|--------------|-----------|
| | | Urban | Rural | <HS | HS | Post sec | University | <\$30K | \$30K-<\$60K | \$60K + |
| | | A | B | C | D | E | F | G | H | I |
| The New Democratic Party | 100 11% | 81 11% | 19 12% | 10 12% | 27 14% | 35 11% | 28 11% | 32 16% | 31 11% | 25 8% |
| The Canadian Alliance | 125 14% | 99 14% | 26 16% | 9 10% | 19 10% | 63 20% DF | 32 13% | 24 12% | 32 12% | 51 17% |
| The Bloc Qu,b,cois | 74 9% | 59 8% | 15 9% | 8 9% | 20 10% | 23 7% | 21 8% | 18 9% | 31 11% | 21 7% |
| The Green Party | 42 5% | 37 5% | 6 3% | 4 4% | 12 6% | 14 4% | 12 5% | 15 7% | 14 5% | 12 4% |

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| | TOTAL | VOTING INTENTION (Leaners Included) | | | | | | | FREE TRADE SUPPORTER | | RESULTS OF FREE TRADE | |
|--|------------|-------------------------------------|----------------------|----------------------|----------------------|---------------------|---------------------|--------|----------------------|----------------|-----------------------|----------------|
| | | PC | LIB | NDP | CA | BQ | Green | Other | Support | Oppose | Positive | Negative |
| | | A | B | C | D | E | F | G | H | I | J | K |
| Base: All Respondents (Leaners Included) | | | | | | | | | | | | |
| Unweighted Base | 1006 | 142 | 375 | 112 | 126 | 72 | 42 | 0 | 703 | 256 | 695 | 270 |
| Weighted Base | 1006 | 134 | 396 | 100 | 125 | 74* | 42* | -.** | 700 | 262 | 691 | 273 |
| The Progressive Conserv atives | 134 13% | 134 100% BCDEF | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | 100 14% | 30 12% | 100 14% | 32 12% |
| The Liberals | 396 39% | 0 - | 396 100% ACDEF | 0 - | 0 - | 0 - | 0 - | 0 - | 305 44% I | 82 31% | 291 42% K | 95 35% |
| The New Democratic Party | 100 10% | 0 - | 0 - | 100 100% ABDEF | 0 - | 0 - | 0 - | 0 - | 47 7% | 49 19% H | 54 8% | 41 15% J |
| The Canadian Alliance | 125 12% | 0 - | 0 - | 0 - | 125 100% ABCEF | 0 - | 0 - | 0 - | 99 14% I | 20 8% | 101 15% K | 19 7% |
| The Bloc Qu,b,cois | 74 7% | 0 - | 0 - | 0 - | 0 - | 74 100% ABCDF | 0 - | 0 - | 55 8% | 17 7% | 56 8% | 18 6% |
| The Green Party | 42 4% | 0 - | 0 - | 0 - | 0 - | 0 - | 42 100% ABCDE | 0 - | 27 4% | 15 6% | 30 4% | 13 5% |
| Would not vote/None/Would spoil ballot | 37 4% | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | 15 2% | 12 5% | 17 3% | 14 5% |
| Don't Know | 60 6% | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | 31 4% | 20 8% | 23 3% | 28 10% J |
| Refused | 37 4% | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | 20 3% | 16 6% H | 19 3% | 16 6% J |

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|--|-------------------------------------|----------------------|----------------------|----------------------|----------------------|---------------------|---------------------|--------|----------------------|----------------|-----------------------|----------------|
| | TOTAL | PC | LIB | NDP | CA | BQ | Green | Other | Support | Oppose | Positive | Negative |
| | | A | B | C | D | E | F | G | H | I | J | K |
| DECIDED VOTER (Leaners Included) | | | | | | | | | | | | |
| Base: Decided Voters - Leaners Included | | | | | | | | | | | | |
| Unweighted Base | 869 | 142 | 375 | 112 | 126 | 72 | 42 | 0 | 633 | 209 | 629 | 215 |
| Weighted Base | 872 | 134 | 396 | 100 | 125 | 74* | 42* | -** | 633 | 213 | 632 | 216 |
| The Progressive Conservatives | 134 15% | 134 100% BCDEF | 0 - | 0 - | 0 - | 0 - | 0 - | 0 - | 100 16% | 30 14% | 100 16% | 32 15% |
| The Liberals | 396 45% | 0 - | 396 100% ACDEF | 0 - | 0 - | 0 - | 0 - | 0 - | 305 48% I | 82 39% | 291 46% | 95 44% |
| The New Democratic Party | 100 11% | 0 - | 0 - | 100 100% ABDEF | 0 - | 0 - | 0 - | 0 - | 47 7% | 49 23% H | 54 9% | 41 19% J |
| The Canadian Alliance | 125 14% | 0 - | 0 - | 0 - | 125 100% ABCEF | 0 - | 0 - | 0 - | 99 16% I | 20 9% | 101 16% K | 19 9% |
| The Bloc Qu,b,cois | 74 9% | 0 - | 0 - | 0 - | 0 - | 74 100% ABCDF | 0 - | 0 - | 55 9% | 17 8% | 56 9% | 18 8% |
| The Green Party | 42 5% | 0 - | 0 - | 0 - | 0 - | 0 - | 42 100% ABCDE | 0 - | 27 4% | 15 7% | 30 5% | 13 6% |

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* small base

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|-------------------------------|------------|-----------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|-------------|
| | | BC A | ALB B | SK/MN C | ONT D | QUE E | ATL F | 18-34 G | 35-54 H | 55+ I | Male J | Female K |
| The Progressive Conservatives | 134 15% | 16 14% | 21 25% | 10 18% | 57 17% | 10 4% | 21 30% | 33 13% | 54 16% | 43 16% | 70 16% | 65 14% |
| | | E | AE | E | E | | ADE | | | | | |
| The Liberals | 396 45% | 35 32% | 23 27% | 12 22% | 177 53% | 117 52% | 33 48% | 115 45% | 150 45% | 128 49% | 185 44% | 211 47% |
| | | | | | ABC | ABC | ABC | | | | | |
| The New Democratic Party | 100 11% | 16 15% | 8 10% | 20 36% | 35 10% | 12 5% | 9 13% | 30 12% | 45 13% | 23 9% | 43 10% | 58 13% |
| | | E | | ABDEF | | | E | | | | | |
| The Canadian Alliance | 125 14% | 31 28% | 28 34% | 11 20% | 47 14% | 2 1% | 5 8% | 25 10% | 46 13% | 49 19% | 72 17% | 52 12% |
| | | DEF | CDEF | EF | E | | E | | | G | K | |
| The Bloc Qu,b,cois | 74 9% | 0 - | 0 - | 0 - | 0 - | 74 33% | 0 - | 32 12% | 25 7% | 16 6% | 29 7% | 45 10% |
| | | | | | | ABCDF | | HI | | | | |
| The Green Party | 42 5% | 12 11% | 3 4% | 2 4% | 16 5% | 9 4% | 1 1% | 21 8% | 18 5% | 4 1% | 26 6% | 17 4% |
| | | DEF | | | | | | I | I | | | |