

Impression/Momentum

IMPRESSION ON LEADERS

1. IMPROVED SUMMARY TABLE

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	1003	131	104	65	381	252	70	210	426	364	501	502
Weighted Base	1003	132*	102*	65*	384	245	74*	280	394	325	485	518
3) Jack Layton and the NDP	184 18%	22 17%	19 19%	9 14%	67 17%	58 24%	8 11%	46 16%	55 14%	79 24%	84 17%	100 19%
2) Stephen Harper and the Conservatives	166 17%	22 17%	26 26%	10 15%	67 18%	32 13%	9 12%	42 15%	65 17%	59 18%	99 20%	67 13%
1) Stephane Dion and the Liberals	136 14%	14 11%	12 12%	7 11%	53 14%	42 17%	7 9%	39 14%	40 10%	56 17%	72 15%	64 12%
4) Gilles Duceppes and the Bloc Quebecois	36 4%	0 -	0 -	0 -	0 -	36 15%	0 ABCD	11 4%	11 3%	12 4%	15 3%	21 4%

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Weighted Base	1003	132*	102*	65*	384	245	74*	280	394	325	485	518
3) Jack Layton and the NDP	668 67%	94 71%	63 61%	44 68%	266 69%	154 63%	47 64%	211 75% I	274 70% I	182 56%	331 68%	336 65%
2) Stephen Harper and the Conservatives	535 53%	82 62%	54 53%	35 53%	206 54%	123 50%	35 47%	155 55%	215 55%	164 50%	242 50%	293 57%
1) Stephane Dion and the Liberals	531 53%	81 61% E	52 51%	37 57%	205 53%	116 47%	40 54%	160 57%	212 54%	159 49%	236 49%	295 57% J
4) Gilles Duceppes and the Bloc Quebecois	147 15%	0 -	0 -	0 -	0 -	147 60% ABCD	0 F	54 19% H	47 12%	46 14%	71 15%	76 15%

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1) Stephane Dion and the Liberals	303 30%	31 24%	34 34%	19 30%	118 31%	79 32%	21 28%	73 26%	124 31%	105 32%	163 33%	141 27%
2) Stephen Harper and the Conservatives	281 28%	27 20%	20 19%	17 26%	107 28%	82 34% AB	28 38% AB	79 28%	105 27%	94 29%	139 29%	143 28%
3) Jack Layton and the NDP	109 11%	12 9%	10 10%	8 12%	45 12%	23 9%	12 16%	15 5%	43 11% G	52 16% G	57 12%	52 10%
4) Gilles Duceppes and the Bloc Quebecois	51 5%	0 -	0 -	0 -	0 -	51 21% ABCD	0 -	9 3%	18 5%	21 6%	24 5%	27 5%

IMPRESSION ON LEADERS

1. Over the last couple of months, would say that your impression of the following has improved, worsened, or not changed? 1) Stephane Dion and the Liberals?

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Improved	136 14%	14 11%	12 12%	7 11%	53 14%	42 17%	7 9%	39 14%	40 10%	56 17% H	72 15%	64 12%
Worsened	303 30%	31 24%	34 34%	19 30%	118 31%	79 32%	21 28%	73 26%	124 31%	105 32%	163 33%	141 27%
Not changed	531 53%	81 61% E	52 51%	37 57%	205 53%	116 47%	40 54%	160 57%	212 54%	159 49%	236 49%	295 57% J
Don't know/Refused	32 3%	5 4%	4 4%	1 2%	7 2%	8 3%	6 9% D	8 3%	18 5% I	6 2%	15 3%	18 3%

IMPRESSION ON LEADERS

1. Over the last couple of months, would say that your impression of the following has improved, worsened, or not changed? 2) Stephen Harper and the Conservatives?

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Not changed	535 53%	82 62%	54 53%	35 53%	206 54%	123 50%	35 47%	155 55%	215 55%	164 50%	242 50%	293 57%
Don't know/Refused	21 2%	1 1%	2 2%	4 6% D	4 1%	8 3%	2 3%	4 1%	8 2%	8 3%	6 1%	14 3%

IMPRESSION ON LEADERS

1. Over the last couple of months, would say that your impression of the following has improved, worsened, or not changed? 3) Jack Layton and the NDP?

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Don't know/Refused	42 4%	5 4%	10 10% D	4 6%	6 2%	10 4%	7 10% D	8 3%	22 5%	12 4%	13 3%	29 6%

IMPRESSION ON LEADERS

1. Over the last couple of months, would say that your impression of the following has improved, worsened, or not changed? 4) Gilles Duceppes and the Bloc Quebecois?

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Worsened	51 5%	0 -	0 -	0 -	0 -	51 21% ABCDF	0 -	9 3%	18 5%	21 6%	24 5%	27 5%
Not changed	147 15%	0 -	0 -	0 -	0 -	147 60% ABCDF	0 -	54 19% H	47 12%	46 14%	71 15%	76 15%
Don't know/Refused	769 77%	132 100% E	102 100% E	65 100% E	384 100% E	11 4%	74 100% E	205 73%	317 80%	247 76%	375 77%	394 76%