JW1. JW2_1. (Someone you can trust) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.
_____

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751
Someone you can trust												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	383	61	65	36	139	62	20	84	113	187	103	280
	38%	46% EF	63% ADEF	56% DEF	36% E	26%	27%	38%	37%	40%	41%	37%
Liberal Leader Stephane Dion	220	21	19	12	103	43	22	50	68	102	47	173
	22%	16%	19%	19%	27% AE	18%	30% AE	22%	22%	22%	19%	23%
NDP Leader Jack Layton	319	50	18	17	141	61	31	64	101	154	82	236
	32%	38% BE	18%	26%	37% BE	25%	42% BE	29%	33%	33%	33%	31%
Gilles Duceppe	78	0	0	0	0	78	0	25	25	28	16	62
	8%	-	-	-	-	32% ABCDF	-	11% I	8%	6%	7%	8%

Detailed tables

JW2_2. (Someone who will get things done) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751

Someone who will get things done												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	483	68	74	37	183	96	25	93	146	244	131	353
	48%	52% EF	73% ADEF	57% EF	48%	39%	34%	42%	48%	52% G	52%	47%
Liberal Leader Stephane Dion	189	22	14	16	77	44	16	49	57	83	33	156
	19%	17%	14%	24%	20%	18%	22%	22%	19%	18%	13%	21% J
NDP Leader Jack Layton	259	42	14	12	123	36	33	57	79	123	69	190
	26%	32% BE	13%	19%	32% BE	15%	44% BCE	26%	26%	26%	28%	25%
Gilles Duceppe	68	0	0	0	0	68	0	23	24	21	17	51
	7%	-	-	-	-	28% ABCDF	-	10% I	8%	4%	7%	7%

JW2_3. (Someone who has what it takes to lead Canada) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751

Someone who has what it takes to lead Canada

	Total	BC A	AB B	SK/MB C	Ontario D	Quebec E	Atlantic F	<$30K G	$30K-<$60K H	$60K+ I	Kids J	No Kids K
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	472	65	71	40	166	106	24	91	143	238	127	345
	47%	49% F	69% ADEF	62% DEF	43%	44%	33%	41%	47%	50% G	51%	46%
Liberal Leader Stephane Dion	212	24	14	14	103	36	21	49	67	97	42	170
	21%	18%	14%	22%	27% BE	15%	28% BE	22%	22%	21%	17%	23%
NDP Leader Jack Layton	275	43	17	11	115	60	29	67	87	121	73	201
	27%	33% BC	17%	16%	30% BC	25%	39% BCE	30%	28%	26%	30%	27%
Gilles Duceppe	41	0	0	0	0	41	0	16	10	15	6	35
	4%	-	-	-	-	17% ABCDF	-	7% I	3%	3%	2%	5%

JW2_4. (Someone who has a vision of Canada that you can support) *To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.*

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K -<$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751

Someone who has a vision of Canada that you can support												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	434	64	68	36	149	92	25	89	130	215	120	314
	43%	48%	67% ADEF	55% DEF	39%	38%	34%	40%	42%	46%	48%	42%
Liberal Leader Stephane Dion	247	23	18	17	120	50	19	53	80	114	52	195
	25%	18%	18%	26%	31% ABE	20%	26%	24%	26%	24%	21%	26%
NDP Leader Jack Layton	273	45	16	12	114	56	30	64	86	123	70	203
	27%	34% BE	15%	19%	30% B	23%	40% BCE	29%	28%	26%	28%	27%
Gilles Duceppe	46	0	0	0	0	46	0	16	11	19	7	39
	5%	-	-	-	-	19% ABCDF	-	7%	4%	4%	3%	5%

Detailed tables

JW2_5. (Someone who has values that are close to your own) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751

Someone who has values that are close to your own

	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	385	58	68	34	135	68	22	71	113	201	102	283
	38%	44%	66%	52%	35%	28%	30%	32%	37%	43%	41%	38%
		E	ADEF	DEF						G		
Liberal Leader Stephane Dion	216	18	17	15	110	34	23	47	66	103	38	177
	22%	14%	17%	23%	29%	14%	31%	21%	21%	22%	15%	24%
					ABE		ABE					J
NDP Leader Jack Layton	314	56	17	16	138	57	29	78	103	133	90	225
	31%	43%	17%	25%	36%	23%	39%	35%	34%	28%	36%	30%
		BCE			BE		BE					
Gilles Duceppe	85	0	0	0	0	85	0	26	24	35	19	66
	9%	-	-	-	-	35%	-	12%	8%	7%	8%	9%
						ABCDF						

JW2_6. (Someone who is sincerely committed to dealing with Global warming) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751

Someone who is sincerely committed to dealing with Global warming												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	267	47	48	28	89	40	15	61	84	122	71	196
	27%	35% DEF	47% DEF	43% DEF	23% E	16%	20%	27%	27%	26%	28%	26%
Liberal Leader Stephane Dion	304	26	27	19	125	81	25	71	87	146	62	242
	30%	20%	27%	30%	33% A	33% A	34%	32%	28%	31%	25%	32%
NDP Leader Jack Layton	379	59	27	18	168	73	34	77	116	186	106	273
	38%	45% BCE	26%	27%	44% BCE	30%	46% BCE	35%	38%	40%	42%	36%
Gilles Duceppe	50	0	0	0	0	50	0	13	21	16	10	40
	5%	-	-	-	-	21% ABCDF	-	6%	7%	3%	4%	5%

Detailed tables

JW2_7. (Someone who has a hidden agenda) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K -<$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751

Someone who has a hidden agenda												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	406	49	19	21	192	93	32	102	122	182	91	315
	41%	37% B	19%	32%	50% ABCE	38% B	43% B	46%	40%	39%	36%	42%
Liberal Leader Stephane Dion	372	58	66	29	133	63	23	69	118	184	98	274
	37%	44% E	65% ACDEF	45% E	35% E	26%	32%	31%	39%	39%	39%	37%
NDP Leader Jack Layton	163	26	17	15	58	29	19	44	49	70	45	118
	16%	20%	16%	23% E	15%	12%	26% E	20%	16%	15%	18%	16%
Gilles Duceppe	59	0	0	0	0	59	0	8	18	34	16	43
	6%	-	-	-	-	24% ABCDF	-	4%	6%	7%	6%	6%

JW2_8. (Someone who is open to the ideas of others) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751
Someone who is open to the ideas of others												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	342	54	63	33	114	62	15	74	106	161	92	250
	34%	41% DEF	62% ADEF	51% DEF	30%	25%	21%	33%	35%	34%	37%	33%
Liberal Leader Stephane Dion	239	25	15	15	117	43	24	52	74	112	57	182
	24%	19%	14%	23%	31% ABE	18%	33% BE	24%	24%	24%	23%	24%
NDP Leader Jack Layton	358	52	25	17	152	78	35	78	106	174	83	275
	36%	40% B	24%	26%	40% B	32%	47% BCE	35%	35%	37%	34%	37%
Gilles Duceppe	61	0	0	0	0	61	0	18	21	23	17	44
	6%	-	-	-	-	25% ABCDF	-	8%	7%	5%	7%	6%

Detailed tables

JW2_9. (Someone who will fight for what they believe is right even if most people disagree with them) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K -<$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751

Someone who will fight for what they believe is right even if most people disagree with them												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	388	60	57	38	143	63	27	78	114	196	104	284
	39%	46% E	56% DEF	58% DEF	37% E	26%	36%	35%	37%	42%	42%	38%
Liberal Leader Stephane Dion	216	21	16	11	97	54	17	48	60	108	37	179
	22%	16%	15%	17%	25% AB	22%	23%	22%	20%	23%	15%	24% J
NDP Leader Jack Layton	318	51	29	16	142	50	30	75	103	140	96	223
	32%	38% E	29%	25%	37% E	20%	41% E	34%	34%	30%	38% K	30%
Gilles Duceppe	78	0	0	0	0	78	0	21	30	27	13	65
	8%	-	-	-	-	32% ABCDF	-	10%	10%	6%	5%	9%

JW2_10. (Someone who knows when to compromise for the greater good) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751
Someone who knows when to compromise for the greater good												
Prime Minister Stephen Harper, Leader of the Conservatae Party of Canada	402	58	67	40	138	73	25	78	123	201	113	288
	40%	44% E	66% ADEF	61% ADEF	36%	30%	34%	35%	40%	43%	45%	38%
Liberal Leader Stephane Dion	231	24	17	15	106	49	20	49	66	117	52	179
	23%	18%	17%	22%	28% ABE	20%	28%	22%	21%	25%	21%	24%
NDP Leader Jack Layton	296	50	18	11	139	50	29	71	97	128	69	227
	30%	38% BCE	17%	16%	36% BCE	21%	39% BCE	32%	32%	27%	28%	30%
Gilles Duceppe	71	0	0	0	0	71	0	25	21	25	16	56
	7%	-	-	-	-	29% ABCDF	-	11% I	7%	5%	6%	7%

Detailed tables

JW2_11. (Someone who is conceited and full of themself) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

_____

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751

Someone who is conceited and full of themself												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	397	57	21	22	184	78	35	106	117	174	93	304
	40%	43% BE	21%	34%	48% BE	32% B	48% BE	48% HI	38%	37%	37%	40%
Liberal Leader Stephane Dion	327	40	52	35	105	74	20	59	104	163	82	245
	33%	30%	51% ADEF	54% ADEF	28%	30%	27%	27%	34%	35%	33%	33%
NDP Leader Jack Layton	214	35	28	8	94	30	19	49	65	101	59	155
	21%	26% CE	28% CE	12%	25% E	12%	25% E	22%	21%	21%	24%	21%
Gilles Duceppe	62	0	0	0	0	62	0	9	21	33	16	46
	6%	-	-	-	-	25% ABCDF	-	4%	7%	7%	6%	6%

JW2_12. (Someone who will say anything to get elected) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751

Someone who will say anything to get elected												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	369	55	22	18	168	75	31	96	104	169	89	280
	37%	41% B	21%	28%	44% BCE	31%	42% B	43% H	34%	36%	36%	37%
Liberal Leader Stephane Dion	383	51	51	31	140	83	27	70	118	196	100	283
	38%	38%	50% DE	48%	37%	34%	36%	31%	39%	42% G	40%	38%
NDP Leader Jack Layton	191	27	30	15	75	29	16	43	67	81	55	137
	19%	20% E	29% E	24% E	20% E	12%	21%	19%	22%	17%	22%	18%
Gilles Duceppe	57	0	0	0	0	57	0	14	18	25	5	51
	6%	-	-	-	-	23% ABCDF	-	6%	6%	5%	2%	7% J

JW2_13. (Someone who can best deal with high gas prices) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K - <$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751
Someone who can best deal with high gas prices												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	395	60	64	34	145	71	21	80	118	197	108	288
	40%	46% EF	62% ADEF	52% DEF	38% E	29%	28%	36%	39%	42%	43%	38%
Liberal Leader Stephane Dion	194	21	17	12	83	43	19	50	55	89	43	151
	19%	16%	16%	18%	22%	18%	25%	23%	18%	19%	17%	20%
NDP Leader Jack Layton	345	50	22	19	155	65	35	74	109	162	84	261
	35%	38% BE	21%	29%	40% BE	26%	47% BE	33%	36%	34%	34%	35%
Gilles Duceppe	65	0	0	0	0	65	0	18	23	23	14	51
	7%	-	-	-	-	27% ABCDF	-	8%	8%	5%	6%	7%

JW2_14. (Someone who is best to manage during tough economic times) To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<$30K	$30K -<$60K	$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1005	137	107	62	382	250	67	231	311	463	227	778
Weighted	1000	132	102*	65*	383	244	74*	223	306	471	249	751

Someone who is best to manage during tough economic times												
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	499	71	71	41	182	105	29	96	146	257	136	363
	50%	54%	70% ADEF	63% DEF	47%	43%	39%	43%	48%	55% G	54%	48%
Liberal Leader Stephane Dion	222	21	16	14	101	49	21	46	68	107	49	173
	22%	16%	16%	21%	26% AB	20%	29% A	21%	22%	23%	20%	23%
NDP Leader Jack Layton	230	40	15	10	100	41	23	67	73	89	54	176
	23%	30% BCE	14%	16%	26% BE	17%	32% BE	30% I	24%	19%	21%	23%
Gilles Duceppe	49	0	0	0	0	49	0	13	19	18	11	38
	5%	-	-	-	-	20% ABCDF	-	6%	6%	4%	4%	5%

Media

JW2. To follow is a list of character traits that can be used to describe federal political leaders. Please indicate, for each one, which leader is best described by this trait.
_____
Proportions/Means: All Columns Tested (5% risk level)
Overlap formulae used.

	Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	Liberal Leader Stephane Dion	NDP Leader Jack Layton	Gilles Duceppe
	A	B	C	D
Base: All respondents	1005	1005	1005	1005
Weighted	1000	1000	1000	1000
Someone you can trust	383 38% BCD	220 22% D	319 32% BD	78 8%
Someone who will get things done	483 48% BCD	189 19% D	259 26% BD	68 7%
Someone who has what it takes to lead Canada	472 47% BCD	212 21% D	275 27% BD	41 4%
Someone who has a vision of Canada that you can support	434 43% BCD	247 25% D	273 27% D	46 5%
Someone who has values that are close to your own	385 38% BCD	216 22% D	314 31% BD	85 9%
Someone who is sincerely committed to dealing with Global warming	267 27% D	304 30% D	379 38% ABD	50 5%
Someone who has a hidden agenda	406 41% CD	372 37% CD	163 16% D	59 6%
Someone who is open to the ideas of others	342 34% BD	239 24% D	358 36% BD	61 6%
Someone who will fight for what they believe is right even if most people disagree with them	388 39% BCD	216 22% D	318 32% BD	78 8%
Someone who knows when to compromise for the greater good	402 40% BCD	231 23% D	296 30% BD	71 7%
Someone who is conceited and full of themself	397 40% BCD	327 33% CD	214 21% D	62 6%
Someone who will say anything to get elected	369 37% CD	383 38% CD	191 19% D	57 6%
Someone who can best deal with high gas prices	395 40% BD	194 19% D	345 35% BD	65 7%
Someone who is best to manage during tough economic times	499 50% BCD	222 22% D	230 23% D	49 5%