Elections 2008 Detailed Tables

## **DEBATES**

4. As you may know, the English language leaders' debate will be held on October 2nd. The US Vice Presidential debate, featuring Joe Biden and Sarah Palin will be the same night. Will you...?

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

REGION AGE **GENDER** TOTAL ВС ALB SK/MN ONT QUE ATL 18-34 35-54 55+ Male Female Α В С Ε G D Н Κ Base: All Respondents **Unweighted Base** 1000 131 104 65 380 250 70 194 425 370 497 503 283 Weighted Base 1000 122 107\* 68\* 376 255 73\* 379 327 480 520 Watch the Canadian debate exclusively 281 33 27 21 108 73 19 63 103 139 142 112 28% 27% 25% 31% 29% 29% 22% 27% 34% 29% 27% 26% GH Watch the US debate exclusively 38 3 3 18 10 12 14 23 4 3 15 4% 2% 4% 5% 3% 4% 3% 5% 3% 4% 4% 3% 22 22 320 40 33 63 87 123 106 163 Switch back and forth between the two 140 157 debates 32% 33% 31% 33% 37% 25% 30% 31% 32% 32% 34% 30% Е 351 42 41 21 110 29 122 140 160 191 Watch neither debate 108 87 35% 35% 32% 29% 43% 39% 43% 37% 27% 33% 37% 39% D Don't know/Refused 10 4 1 0 2 2 1 3 8 1 8 4% 1% 1% 1% 1% 1% 0 0 2% 1% 1% DE Н



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## **DEBATES**

5. And, thinking of the Canadian leaders' debates, taking into account both the French and English debates, who do you think will perform the best?

Proportions/Means: 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 |
|                                    |       | А        | В          | С         | D         | E            | F         | G        | Н     | I        | J      | K      |
| Base: All Respondents              |       |          |            |           |           |              |           |          |       |          |        |        |
| Unweighted Base                    | 1000  | 131      | 104        | 65        | 380       | 250          | 70        | 194      | 425   | 370      | 497    | 503    |
| Weighted Base                      | 1000  | 122      | 107*       | 68*       | 376       | 255          | 73*       | 283      | 379   | 327      | 480    | 520    |
| Conservative Leader Stephen Harper | 386   | 47       | 56         | 35        | 160       | 73           | 16        | 104      | 135   | 142      | 195    | 191    |
|                                    | 39%   | 39%<br>F | 52%<br>AEF | 52%<br>EF | 43%<br>EF | 29%          | 21%       | 37%      | 36%   | 43%<br>H | 41%    | 37%    |
| Liberal Leader Stephane Dion       | 90    | 11       | 5          | 2         | 39        | 22           | 12        | 26       | 30    | 35       | 46     | 44     |
|                                    | 9%    | 9%       | 5%         | 2%        | 10%<br>C  | 9%           | 17%<br>BC | 9%       | 8%    | 11%      | 10%    | 8%     |
| NDP Leader Jack Layton             | 210   | 31       | 12         | 12        | 86        | 49           | 19        | 68       | 82    | 60       | 103    | 107    |
|                                    | 21%   | 25%      | 11%        | 18%       | 23%       | 19%          | 27%       | 24%      | 22%   | 18%      | 21%    | 21%    |
|                                    |       | В        |            |           | В         |              | В         |          |       |          |        |        |
| Bloc Leader Gilles Duceppe         | 71    | 3        | 0          | 1         | 5         | 62           | 1         | 32       | 25    | 15       | 35     | 36     |
|                                    | 7%    | 2%       | -          | 1%        | 1%        | 24%<br>ABCDF | 1%        | 11%<br>I | 7%    | 4%       | 7%     | 7%     |
| Green Party Leader Elizabeth May   | 89    | 14       | 9          | 7         | 40        | 7            | 12        | 30       | 38    | 19       | 39     | 51     |
|                                    | 9%    | 12%      | 9%         | 10%       | 11%       | 3%           | 17%       | 10%      | 10%   | 6%       | 8%     | 10%    |
|                                    |       | E        | E          | E         | E         |              | E         | 1        | 1     |          | 1      |        |
| Don't know/Refused                 | 153   | 17       | 24         | 11        | 46        | 42           | 12        | 24       | 70    | 57       | 62     | 92     |
|                                    | 15%   | 14%      | 23%        | 17%       | 12%       | 16%          | 17%       | 8%       | 19%   | 17%      | 13%    | 18%    |
|                                    |       |          | D          |           |           |              |           |          | G     | G        |        | J      |



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## **DEBATES**

6. And how much do you think your vote on October 14th will be influenced by what happens in the leaders' debate?

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

|                          |       | REGION     |           |           |            |           |           | AGE              |            |           | GENDER     |            |
|--------------------------|-------|------------|-----------|-----------|------------|-----------|-----------|------------------|------------|-----------|------------|------------|
|                          | TOTAL | BC         | ALB       | SK/MN     | ONT        | QUE       | ATL       | 18-34            | 35-54      | 55+       | Male       | Female     |
|                          |       | Α          | В         | С         | D          | E         | F         | G                | Н          | I         | J          | K          |
| ase: All Respondents     |       |            |           |           |            |           |           |                  |            |           |            |            |
| Unweighted Base          | 1000  | 131        | 104       | 65        | 380        | 250       | 70        | 194              | 425        | 370       | 497        | 503        |
| Weighted Base            | 1000  | 122        | 107*      | 68*       | 376        | 255       | 73*       | 283              | 379        | 327       | 480        | 520        |
| A lot                    | 91    | 10         | 12        | 5         | 35         | 21        | 8         | 26               | 27         | 37        | 42         | 49         |
|                          | 9%    | 9%         | 12%       | 8%        | 9%         | 8%        | 10%       | 9%               | 7%         | 11%<br>H  | 9%         | 10%        |
| Somewhat                 | 240   | 24         | 20        | 18        | 93         | 73        | 12        | 92               | 92         | 51        | 114        | 126        |
|                          | 24%   | 20%        | 19%       | 27%       | 25%        | 29%<br>F  | 16%       | 32%<br>HI        | 24%<br>I   | 16%       | 24%        | 24%        |
| A little bit             | 208   | 38         | 19        | 10        | 85         | 40        | 16        | 63               | 82         | 63        | 101        | 107        |
|                          | 21%   | 31%<br>BCE | 17%       | 15%       | 23%<br>E   | 16%       | 23%       | 22%              | 22%        | 19%       | 21%        | 21%        |
| Not at all               | 443   | 47         | 53        | 34        | 157        | 116       | 36        | 100              | 173        | 169       | 213        | 229        |
|                          | 44%   | 38%        | 50%       | 50%       | 42%        | 45%       | 50%       | 35%              | 45%<br>G   | 52%<br>G  | 44%        | 44%        |
| Don't know/Refused       | 17    | 3          | 3         | 0         | 6          | 5         | 1         | 3                | 5          | 8         | 9          | 8          |
|                          | 2%    | 2%         | 3%        | -         | 2%         | 2%        | 1%        | 1%               | 1%         | 2%        | 2%         | 2%         |
| TOPBOX & LOWBOX SUMMARY  |       |            |           |           |            |           |           |                  |            |           |            |            |
| Influenced (Tan 2Day)    | 332   | 34         | 22        | 24        | 407        | 04        | 10        | 110              | 110        | 0.0       | 150        | 176        |
| Influenced (Top2Box)     | 332   | 28%        | 33<br>31% | 24<br>35% | 127<br>34% | 94<br>37% | 19<br>26% | 118<br>42%<br>HI | 119<br>31% | 88<br>27% | 156<br>33% | 176<br>34% |
| Not influenced (Low2Box) | 651   | 85         | 71        | 44        | 242        | 156       | 53        | 163              | 255        | 231       | 315        | 336        |
|                          | 65%   | 70%        | 67%       | 65%       | 64%        | 61%       | 72%       | 57%              | 67%        | 71%       | 66%        | 65%        |



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