ELECTION 2008 FLASH POLL

9. Did you watch either Wednesday night's leaders debate (in French) or Thursday night's leaders debate (in English)?

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

	TOTAL	REGION							GENDER		AGE		
		BC	AB	SK/MB	ON	QC	ATL	NWT/YK/NV	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Unweighted Base	1905	423	225	173	596	373	113	2	1145	760	338	665	902
Weighted Base	1905	250	194	124	722	471	143*	1**	933	972	511	807	588
Yes, Wednesday night's debate in French	235 12%	25 10%	12 6%	11 9%	47 6%	127 27% ABCDF	13 9%	0 -	148 16% I	86 9%	82 16% K	85 11%	67 11%
Yes, Thursday night's debate in English	707 37%	143 57% CDEF	100 52% DEF	58 47% EF	305 42% EF	69 15%	31 21%	0 25%	400 43% I	308 32%	164 32%	270 33%	274 47% JK
No, I watched neither debate	1100 58%	103 41%	93 48% A	65 52% AB	411 57% ABCD	317 67% ABCD	111 78% ABCD	1 75%	487 52%	613 63% H	306 60% L	494 61% L	300 51%

ELECTION 2008 FLASH POLL

10. Overall, who in your view, who WON the debate, or debates, that you saw- was it Stephen Harper, Stephane Dion, Jack Layton, Gilles Duceppe or Elizabeth May?

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

	TOTAL	REGION							GENDER		AGE		
		BC	AB	SK/MB	ON	QC	ATL	NWT/YK/NV	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Unweighted Base	897	260	122	90	257	139	28	1	594	303	138	277	482
Weighted Base	805	147	101	59*	312	154*	32**	0**	446	360	205	313	287
Stephen Harper, leader of the Conservative Party	297	59	63	24	119	23	9	0	169	128	46	126	125
	37%	40% E	62% ACDE	41% E	38% E	15%	27%	100%	38%	36%	22%	40% J	44% J
Stephane Dion, leader of the Liberal Party	137	14	4	5	45	58	11	0	81	56	43	49	45
	17%	10%	4%	8%	15% B	38% ABCD	34%	-	18%	16%	21%	16%	16%
Jack Layton, leader of the New Democratic Party (NDP)	159	32	12	13	76	22	5	0	83	77	46	66	47
	20%	22% B	12%	21%	24% B	15%	15%	-	19%	21%	22%	21%	16%
Gilles Duceppe, leader of the Bloc Quebecois	37	2	1	1	3	30	0	0	15	23	19	10	8
	5%	1%	1%	2%	1%	20% ABCD	-	-	3%	6%	9% KL	3%	3%
Elizabeth May, leader of the Green Party	106	29	18	9	41	4	5	0	66	40	33	34	39
	13%	20% E	18% E	15% E	13% E	3%	17%	-	15%	11%	16%	11%	14%
Don't know	69	11	4	8	27	16	3	0	32	37	18	29	22
	9%	8%	4%	13% B	9%	10%	8%	-	7%	10%	9%	9%	8%

ELECTION 2008 FLASH POLL

11. Now I'd like you to tell me if your opinion of each of the parties' leader improved, worsened or stayed the same as a result of their performance in the debate or debates that you saw. a) Stephen Harper

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

	TOTAL	REGION							GENDER		AGE		
		BC	AB	SK/MB	ON	QC	ATL	NWT/YK/NV	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Unweighted Base	897	260	122	90	257	139	28	1	594	303	138	277	482
Weighted Base	805	147	101	59*	312	154*	32**	0**	446	360	205	313	287
Improved a lot	81 10%	19 13% E	18 18% DE	6 11% E	31 10% E	4 3%	2 6%	0 -	37 8%	44 12%	9 4%	36 12% J	36 13% J
Improved a little	152 19%	37 25% E	31 31% DE	13 23% E	58 18% E	11 7%	1 4%	0 100%	97 22%	56 16%	21 10%	69 22% J	63 22% J
Stayed the same	281 35%	38 26%	27 27%	21 35%	126 40% AB	58 38% A	12 36%	0 -	164 37%	117 32%	75 37%	104 33%	102 35%
Worsened a little	159 20%	33 23%	14 14%	11 19%	50 16%	43 28% BD	6 20%	0 -	80 18%	79 22%	52 25%	57 18%	50 17%
Worsened a lot	132 16%	20 14%	10 9%	8 13%	47 15%	36 24% AB	11 34%	0 -	68 15%	64 18%	49 24% KL	46 15%	37 13%
TOPBOX & LOWBOX SUMMARY													
Improved (Top2Box)	233 29%	56 38% DE	50 50% CDE	20 33% E	89 28% E	16 10%	3 10%	0 100%	133 30%	100 28%	29 14%	105 34% J	99 34% J
The same (MidBox)	281 35%	38 26%	27 27%	21 35%	126 40% AB	58 38% A	12 36%	0 -	164 37%	117 32%	75 37%	104 33%	102 35%
Worsened (Low2Box)	291 36%	53 36% B	24 24%	19 32%	98 31%	80 52% ABCD	17 54%	0 -	148 33%	143 40%	101 49% KL	103 33%	87 30%

ELECTION 2008 FLASH POLL
11. Now I'd like you to tell me if your opinion of each of the parties' leader improved, worsened or stayed the same as a result of their performance in the debate or debates that you saw. b) Stephane Dion

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

	TOTAL	REGION							GENDER		AGE		
		BC	AB	SK/MB	ON	QC	ATL	NWT/YK/NV	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Unweighted Base	897	260	122	90	257	139	28	1	594	303	138	277	482
Weighted Base	805	147	101	59*	312	154*	32**	0**	446	360	205	313	287
Improved a lot	109 14%	13 9%	6 6%	10 16% B	38 12%	34 22% ABD	9 28%	0 -	65 15%	44 12%	31 15%	30 10%	48 17% K
Improved a little	221 27%	36 25%	21 20%	16 27%	72 23%	70 46% ABCD	6 20%	0 -	117 26%	105 29%	67 33% K	71 23%	83 29%
Stayed the same	200 25%	43 30% C	23 22%	10 16%	86 27%	31 20%	8 24%	0 -	116 26%	83 23%	61 30%	75 24%	65 22%
Worsened a little	168 21%	38 26% E	25 24% E	14 24% E	72 23% E	13 8%	5 17%	0 100%	89 20%	78 22%	35 17%	75 24%	57 20%
Worsened a lot	107 13%	17 11% E	27 27% ADE	9 16% E	44 14% E	6 4%	4 12%	0 -	58 13%	49 14%	11 5%	62 20% JL	35 12% J
TOPBOX & LOWBOX SUMMARY													
Improved (Top2Box)	331 41%	49 33%	27 27%	26 43% B	110 35%	104 67% ABCD	15 48%	0 -	182 41%	149 41%	98 48% K	102 32%	131 46% K
The same (MidBox)	200 25%	43 30% C	23 22%	10 16%	86 27%	31 20%	8 24%	0 -	116 26%	83 23%	61 30%	75 24%	65 22%
Worsened (Low2Box)	275 34%	55 37% E	51 51% ADE	24 40% E	117 37% E	19 12%	9 29%	0 100%	147 33%	127 35%	46 23%	137 44% JL	92 32%

ELECTION 2008 FLASH POLL

11. Now I'd like you to tell me if your opinion of each of the parties' leader improved, worsened or stayed the same as a result of their performance in the debate or debates that you saw. c) Jack Layton

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

		REGION							GENDER		AGE		
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	NWT/YK/NV	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Unweighted Base	897	260	122	90	257	139	28	1	594	303	138	277	482
Weighted Base	805	147	101	59*	312	154*	32**	0**	446	360	205	313	287
Improved a lot	117	18	9	11	50	24	6	0	55	62	32	44	40
	14%	13%	8%	18%	16%	15%	17%	-	12%	17%	16%	14%	14%
Improved a little	249	45	24	15	109	50	5	0	148	100	69	105	74
	31%	31%	24%	25%	35%	32%	15%	100%	33%	28%	34%	34%	26%
												L	
Stayed the same	257	45	29	21	92	58	14	0	140	117	71	89	98
	32%	30%	29%	35%	29%	38%	43%	-	31%	33%	35%	28%	34%
Worsened a little	95	18	16	6	34	15	5	0	59	35	19	35	40
	12%	12%	16%	11%	11%	10%	16%	-	13%	10%	9%	11%	14%
Worsened a lot	88	21	23	7	27	7	3	0	43	45	13	40	35
	11%	14%	23%	11%	9%	5%	9%	-	10%	12%	6%	13%	12%
		E	DE										
TOPBOX & LOWBOX SUMMARY													
Improved (Top2Box)	365	64	33	26	159	74	10	0	203	162	102	149	114
	45%	43%	33%	43%	51%	48%	32%	100%	46%	45%	50%	48%	40%
					B	B							
The same (MidBox)	257	45	29	21	92	58	14	0	140	117	71	89	98
	32%	30%	29%	35%	29%	38%	43%	-	31%	33%	35%	28%	34%
Worsened (Low2Box)	182	39	39	13	61	23	8	0	102	80	32	75	75
	23%	26%	39%	22%	20%	15%	25%	-	23%	22%	16%	24%	26%
		E	ACDE										J

ELECTION 2008 FLASH POLL

11. Now I'd like you to tell me if your opinion of each of the parties' leader improved, worsened or stayed the same as a result of their performance in the debate or debates that you saw. d) Gilles Duceppe

_____

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

		REGION							GENDER		AGE		
	TOTAL	BC	AB	SK/MB	ON	QC	ATL	NWT/YK/NV	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Unweighted Base	897	260	122	90	257	139	28	1	594	303	138	277	482
Weighted Base	805	147	101	59*	312	154*	32**	0**	446	360	205	313	287
Improved a lot	64 8%	5 4%	5 5%	4 8%	24 8%	23 15% AB	3 9%	0 -	29 7%	35 10%	22 11% K	14 5%	28 10% K
Improved a little	167 21%	35 24% D	17 17%	14 23%	44 14%	43 28% D	14 44%	0 -	103 23%	64 18%	61 30% K	47 15%	59 20%
Stayed the same	352 44%	61 41%	43 43%	26 43%	154 49%	62 40%	7 21%	0 100%	189 42%	164 45%	80 39%	141 45%	130 45%
Worsened a little	130 16%	25 17%	18 17%	8 14%	56 18%	19 12%	5 15%	0 -	78 18%	52 14%	17 8%	73 23% JL	41 14%
Worsened a lot	92 11%	21 15% E	18 18% E	8 13%	34 11%	7 5%	4 11%	0 -	47 11%	45 12%	25 12%	37 12%	30 10%
TOPBOX & LOWBOX SUMMARY													
Improved (Top2Box)	231 29%	40 27%	22 22%	18 30%	69 22%	66 43% ABD	17 53%	0 -	132 30%	99 28%	83 40% KL	62 20%	87 30% K
The same (MidBox)	352 44%	61 41%	43 43%	26 43%	154 49%	62 40%	7 21%	0 100%	189 42%	164 45%	80 39%	141 45%	130 45%
Worsened (Low2Box)	222 28%	46 32% E	36 35% E	16 26%	90 29% E	26 17%	8 26%	0 -	125 28%	97 27%	42 20%	110 35% JL	71 25%

ELECTION 2008 FLASH POLL
11. Now I'd like you to tell me if your opinion of each of the parties' leader improved, worsened or stayed the same as a result of their performance in the debate or debates that you saw. e) Elizabeth May

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

	TOTAL	REGION							GENDER		AGE		
		BC	AB	SK/MB	ON	QC	ATL	NWT/YK/NV	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Unweighted Base	897	260	122	90	257	139	28	1	594	303	138	277	482
Weighted Base	805	147	101	59*	312	154*	32**	0**	446	360	205	313	287
Improved a lot	304 38%	58 39% E	31 31% E	22 37% E	148 47% BE	27 17%	19 58%	0 100%	172 39%	132 37%	77 37%	103 33%	124 43% K
Improved a little	211 26%	46 31% D	35 35% D	20 33%	69 22%	36 23%	5 17%	0 -	116 26%	95 26%	39 19%	90 29% J	82 28% J
Stayed the same	183 23%	24 16%	18 18%	12 21%	65 21%	59 38% ABCD	5 15%	0 -	95 21%	89 25%	60 29% L	71 23%	52 18%
Worsened a little	58 7%	11 8%	8 8%	3 6%	13 4%	20 13% D	3 9%	0 -	30 7%	28 8%	16 8%	33 11% L	9 3%
Worsened a lot	48 6%	8 5%	9 9%	2 4%	16 5%	13 8%	0 -	0 -	32 7%	16 4%	13 6%	15 5%	20 7%
TOPBOX & LOWBOX SUMMARY													
Improved (Top2Box)	515 64%	104 71% E	66 66% E	42 70% E	217 69% E	63 41%	24 75%	0 100%	288 65%	227 63%	116 56%	194 62%	206 72% JK
The same (MidBox)	183 23%	24 16%	18 18%	12 21%	65 21%	59 38% ABCD	5 15%	0 -	95 21%	89 25%	60 29% L	71 23%	52 18%
Worsened (Low2Box)	106 13%	19 13%	17 17%	6 9%	30 10%	32 21% D	3 9%	0 -	63 14%	44 12%	29 14%	48 15%	30 10%

ELECTION 2008 FLASH POLL

12. Did you change your mind about who to vote for on October 14th because of the debate or debates that you watched?

_____

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

	TOTAL	REGION							GENDER		AGE		
		BC	AB	SK/MB	ON	QC	ATL	NWT/YK/NV	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents													
Unweighted Base	897	260	122	90	257	139	28	1	594	303	138	277	482
Weighted Base	805	147	101	59*	312	154*	32**	0**	446	360	205	313	287
Yes	105 13%	22 15% C	10 10%	3 4%	45 14% C	25 17% C	1 3%	0 -	58 13%	47 13%	34 17% L	46 15% L	25 9%
No	700 87%	125 85%	91 90%	57 96% ADE	267 86%	129 83%	31 97%	0 100%	387 87%	313 87%	171 83%	267 85%	263 91% JK