

1. Which leader of the major federal parties would make the best Prime Minister of Canada?

Proportions/Mean: 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	
	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	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Stephen Harper	486 46%	70 50% E	84 78% ADEF	43 63% DEF	187 46% E	73 28%	29 37%	103 38%	192 48% G	191 49% G	54 41%	432 47%
Jack Layton	351 33%	34 24% B	11 10%	15 23%	123 30% B	136 53% ABCD	32 40% ABC	115 43% HI	119 30%	117 30%	55 43% K	295 32%
Michael Ignatieff	220 21%	36 26% BC	13 12%	10 14%	94 23%	50 19%	18 23%	49 18%	87 22%	83 21%	21 16%	199 21%

2_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/Mean: 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	
		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	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	419 40%	59 42% E	80 74% ADEF	42 61% ADEF	168 42% E	46 18%	25 32% E	79 30%	172 43% G	168 43% G	45 35%	374 40%
NDP Leader Jack Layton	366 35%	49 35% B	12 11%	20 29% B	138 34% B	110 43% BCD	36 46% BCD	119 44% HI	122 31%	125 32%	51 39%	315 34%
Liberal Leader Michael Ignatieff	203 19%	32 23% CE	16 15%	7 10%	98 24% CE	33 13%	17 22% CE	51 19%	72 18%	80 20%	17 13%	186 20%
Bloc Quebecois Leader Gilles Duceppe	68 6%	0 -	0 -	0 -	0 -	68 27% ABCD	0 -	18 7%	32 8%	18 5%	17 13% K	51 6%

2.2. (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/Mean: 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	
		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	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	455 43%	67 48% E	82 76% ACDEF	41 59% DEF	173 43% E	62 24% E	30 38% E	92 34% G	178 45% G	186 47% G	47 36% J	408 44% K
NDP Leader Jack Layton	318 30%	38 27% B	12 11% B	16 24% B	135 33% B	88 34% B	30 38% BC	104 39% HI	105 26% HI	108 28% HI	46 36% J	272 29% K
Liberal Leader Michael Ignatieff	219 21%	35 25%	13 12%	12 17%	97 24% E	43 17%	19 24%	50 19%	89 22%	79 20%	25 19%	194 21%
Bloc Quebecois Leader Gilles Duceppe	65 6%	0 -	0 -	0 -	0 -	65 25% ABCD	0 -	22 8%	26 6%	18 5%	12 9%	53 6%

2_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/Mean: 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	
		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	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	473 45%	68 49% E	82 76% ADEF	41 60% DEF	184 45% E	67 26% E	30 38% E	94 35% G	193 48% G	185 47% G	57 44% G	416 45% G
NDP Leader Jack Layton	311 29%	37 26% B	11 10% B	17 24% B	117 29% B	102 39% ABCD	28 35% B	104 39% HI	101 25% HI	107 27% HI	43 33% HI	268 29% HI
Liberal Leader Michael Ignatieff	232 22%	35 25%	14 13%	11 15%	103 26% C	48 19%	21 26%	55 21%	84 21%	93 24%	20 15%	212 23%
Bloc Quebecois Leader Gilles Duceppe	41 4%	0 -	0 -	0 -	0 -	41 16% ABCD	0 -	14 5% I	21 5% I	7 2%	10 7%	32 3%

2_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/Mean: 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	
		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	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	428 40%	59 42% E	82 76% ACDEF	41 59% ADEF	169 42% E	51 20%	26 33% E	73 27%	177 45% G	178 45% G	47 36%	381 41%
NDP Leader Jack Layton	334 32%	45 32% B	10 9%	18 26% B	122 30% B	109 42% ABCD	31 40% BC	111 41% HI	114 29%	110 28%	46 35%	289 31%
Liberal Leader Michael Ignatieff	249 24%	36 26%	16 15%	10 15%	114 28% BCE	52 20%	21 27%	67 25%	84 21%	98 25%	26 20%	223 24%
Bloc Quebecois Leader Gilles Duceppe	46 4%	0 -	0 -	0 -	0 -	46 18% ABCD	0 -	17 6% I	23 6% I	6 2%	12 9% K	34 4%

2_5. (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/Mean: 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	
		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	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	476 45%	64 46% B	30 28% B	30 44% BD	172 43% B	140 54% BD	39 50% B	107 40% B	194 49% B	176 45% B	68 53% B	408 44% B
Liberal Leader Michael Ignatieff	363 34%	56 40% E	54 50% EF	23 34% E	159 39% E	47 18% E	25 32% E	97 36% E	136 34% E	130 33% E	28 22% E	335 36% J
NDP Leader Jack Layton	174 16%	20 14% E	23 21% E	15 22% E	74 18% E	28 11% E	14 18% E	54 20% H	47 12% H	72 18% H	21 16% H	153 16% H
Bloc Quebecois Leader Gilles Duceppe	44 4%	0 - -	0 - -	0 - -	0 - -	44 17% ABCD	0 - -	10 4% ABCD	21 5% ABCD	13 3% ABCD	12 9% K	32 3% K

2_6. (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/Mean: 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	
		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	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
NDP Leader Jack Layton	428 41%	52 38% B	19 18%	20 29%	176 43%	125 48% BC	37 47% BC	134 50% HI	139 35%	155 40%	61 47%	368 40%
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	340 32%	51 37% E	69 64% ADEF	38 55% ADEF	125 31%	37 14% E	20 26% E	68 25%	136 34% G	136 35% G	37 28%	303 33%
Liberal Leader Michael Ignatieff	230 22%	36 26% E	20 19%	11 16%	104 26% E	38 15%	21 27% E	51 19%	92 23%	87 22%	18 14%	212 23% J
Bloc Quebecois Leader Gilles Duceppe	59 6%	0 -	0 -	0 -	0 -	59 23% ABCD	0 -	15 6%	30 8% I	14 3%	14 11% K	45 5%

2_7. (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/Mean: 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	
		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	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	395 37%	57 41% E	74 69% ADEF	39 57% ADEF	158 39% E	46 18% E	22 28% E	74 28% E	163 41% G	157 40% G	44 34% J	350 38% K
NDP Leader Jack Layton	370 35%	49 35% B	15 14% B	21 30% B	141 35% B	105 41% B	39 50% ABCD	114 43% HI	129 32% HI	127 32% HI	42 32% J	328 35% K
Liberal Leader Michael Ignatieff	235 22%	34 24%	18 17%	9 13%	106 26% C	51 20%	17 22%	62 23%	80 20%	93 24%	29 22%	206 22%
Bloc Quebecois Leader Gilles Duceppe	57 5%	0 -	0 -	0 -	0 -	57 22% ABCD	0 -	17 6%	26 7%	14 4%	15 11% K	42 5%

2_8. (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/Mean: 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	
		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	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	487 46%	66 48% E	86 80% ACDEF	41 59% DEF	192 47% E	70 27%	32 41% E	95 35%	193 48% G	199 51% G	56 43%	432 47%
NDP Leader Jack Layton	270 26%	31 22% B	9 8% B	18 26% B	103 25% B	81 31% B	29 37% ABD	94 35% HI	97 24%	80 20%	35 27%	235 25%
Liberal Leader Michael Ignatieff	249 24%	42 30% BC	13 12%	10 14%	110 27% BC	57 22%	17 22%	61 23%	89 22%	99 25%	28 21%	221 24%
Bloc Quebecois Leader Gilles Duceppe	50 5%	0 -	0 -	0 -	0 -	50 20% ABCD	0 -	18 7%	20 5%	12 3%	11 9% K	39 4%

2. (Michael Ignatieff Summary) 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/Mean: 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	
		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: Valid respondents	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Someone who has a hidden agenda	363 34%	56 40% E	54 50% EF	23 34% E	159 39% E	47 18% E	25 32% E	97 36% E	136 34% E	130 33% E	28 22% E	335 36% J
Someone who is best to manage during tough economic times	249 24%	42 30% BC	13 12% BC	10 14% BC	110 27% BC	57 22% BC	17 22% BC	61 23% BC	89 22% BC	99 25% BC	28 21% BC	221 24% BC
Someone who has a vision of Canada that you can support	249 24%	36 26% BCE	16 15% BCE	10 15% BCE	114 28% BCE	52 20% BCE	21 27% BCE	67 25% BCE	84 21% BCE	98 25% BCE	26 20% BCE	223 24% BCE
Someone who knows when to compromise for the greater good	235 22%	34 24% C	18 17% C	9 13% C	106 26% C	51 20% C	17 22% C	62 23% C	80 20% C	93 24% C	29 22% C	206 22% C
Someone who has what it takes to lead Canada	232 22%	35 25% C	14 13% C	11 15% C	103 26% C	48 19% C	21 26% C	55 21% C	84 21% C	93 24% C	20 15% C	212 23% C
Someone who is open to the ideas of others	230 22%	36 26% E	20 19% E	11 16% E	104 26% E	38 15% E	21 27% E	51 19% E	92 23% E	87 22% E	18 14% E	212 23% J
Someone who will get things done	219 21%	35 25% E	13 12% E	12 17% E	97 24% E	43 17% E	19 24% E	50 19% E	89 22% E	79 20% E	25 19% E	194 21% E
Someone you can trust	203 19%	32 23% CE	16 15% CE	7 10% CE	98 24% CE	33 13% CE	17 22% CE	51 19% CE	72 18% CE	80 20% CE	17 13% CE	186 20% CE

2. (Stephen Harper Summary) 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/Mean: 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	
		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: Valid respondents	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Someone who is best to manage during tough economic times	487 46%	66 48% E	86 80% ACDEF	41 59% DEF	192 47% E	70 27% E	32 41% E	95 35% G	193 48% G	199 51% G	56 43% G	432 47% G
Someone who has a hidden agenda	476 45%	64 46% B	30 28% B	30 44% BD	172 43% BD	140 54% BD	39 50% B	107 40% B	194 49% B	176 45% B	68 53% B	408 44% B
Someone who has what it takes to lead Canada	473 45%	68 49% E	82 76% ADEF	41 60% DEF	184 45% E	67 26% E	30 38% E	94 35% G	193 48% G	185 47% G	57 44% G	416 45% G
Someone who will get things done	455 43%	67 48% E	82 76% ACDEF	41 59% DEF	173 43% E	62 24% E	30 38% E	92 34% G	178 45% G	186 47% G	47 36% G	408 44% G
Someone who has a vision of Canada that you can support	428 40%	59 42% E	82 76% ACDEF	41 59% ADEF	169 42% E	51 20% E	26 33% E	73 27% G	177 45% G	178 45% G	47 36% G	381 41% G
Someone you can trust	419 40%	59 42% E	80 74% ADEF	42 61% ADEF	168 42% E	46 18% E	25 32% E	79 30% G	172 43% G	168 43% G	45 35% G	374 40% G
Someone who knows when to compromise for the greater good	395 37%	57 41% E	74 69% ADEF	39 57% ADEF	158 39% E	46 18% E	22 28% E	74 28% G	163 41% G	157 40% G	44 34% G	350 38% G
Someone who is open to the ideas of others	340 32%	51 37% E	69 64% ADEF	38 55% ADEF	125 31% E	37 14% E	20 26% E	68 25% G	136 34% G	136 35% G	37 28% G	303 33% G

2. (Jack Layton Summary) 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/Mean: 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	
	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: Valid respondents	1057	156	61	112	309	313	106	232	423	402	122	935					
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927					
Someone who is open to the ideas of others	428 41%	52 38% B	19 18% B	20 29% BC	176 43% ABC	125 48% ABC	37 47% BC	134 50% HI	139 35% HI	155 40% HI	61 47% HI	368 40% HI					
Someone who knows when to compromise for the greater good	370 35%	49 35% B	15 14% B	21 30% B	141 35% B	105 41% B	39 50% ABCD	114 43% HI	129 32% HI	127 32% HI	42 32% HI	328 35% HI					
Someone you can trust	366 35%	49 35% B	12 11% B	20 29% B	138 34% B	110 43% BCD	36 46% BCD	119 44% HI	122 31% HI	125 32% HI	51 39% HI	315 34% HI					
Someone who has a vision of Canada that you can support	334 32%	45 32% B	10 9% B	18 26% B	122 30% B	109 42% ABCD	31 40% BC	111 41% HI	114 29% HI	110 28% HI	46 35% HI	289 31% HI					
Someone who will get things done	318 30%	38 27% B	12 11% B	16 24% B	135 33% B	88 34% B	30 38% BC	104 39% HI	105 26% HI	108 28% HI	46 36% HI	272 29% HI					
Someone who has what it takes to lead Canada	311 29%	37 26% B	11 10% B	17 24% B	117 29% B	102 39% ABCD	28 35% B	104 39% HI	101 25% HI	107 27% HI	43 33% HI	268 29% HI					
Someone who is best to manage during tough economic times	270 26%	31 22% B	9 8% B	18 26% B	103 25% B	81 31% B	29 37% ABD	94 35% HI	97 24% HI	80 20% HI	35 27% HI	235 25% HI					
Someone who has a hidden agenda	174 16%	20 14% E	23 21% E	15 22% E	74 18% E	28 11% E	14 18% E	54 20% H	47 12% H	72 18% H	21 16% H	153 16% H					

2. (Gilles Duceppe Summary) 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/Mean: 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	
		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: Valid respondents	1057	156	61	112	309	313	106	232	423	402	122	935
Weighted	1057	140	108*	69*	405	258	78*	268	398	391	130	927
Someone you can trust	68 6%	0 -	0 -	0 -	0 -	68 27% ABCDF	0 -	18 7%	32 8%	18 5%	17 13% K	51 6%
Someone who will get things done	65 6%	0 -	0 -	0 -	0 -	65 25% ABCDF	0 -	22 8%	26 6%	18 5%	12 9%	53 6%
Someone who is open to the ideas of others	59 6%	0 -	0 -	0 -	0 -	59 23% ABCDF	0 -	15 6%	30 8% I	14 3%	14 11% K	45 5%
Someone who knows when to compromise for the greater good	57 5%	0 -	0 -	0 -	0 -	57 22% ABCDF	0 -	17 6%	26 7%	14 4%	15 11% K	42 5%
Someone who is best to manage during tough economic times	50 5%	0 -	0 -	0 -	0 -	50 20% ABCDF	0 -	18 7%	20 5%	12 3%	11 9% K	39 4%
Someone who has a vision of Canada that you can support	46 4%	0 -	0 -	0 -	0 -	46 18% ABCDF	0 -	17 6% I	23 6% I	6 2%	12 9% K	34 4%
Someone who has a hidden agenda	44 4%	0 -	0 -	0 -	0 -	44 17% ABCDF	0 -	10 4%	21 5%	13 3%	12 9% K	32 3%
Someone who has what it takes to lead Canada	41 4%	0 -	0 -	0 -	0 -	41 16% ABCDF	0 -	14 5% I	21 5% I	7 2%	10 7%	32 3%