

# Political Family Values

*One in Three (35%) Canadians Believe the Conservative Party is Most in Tune with the Needs and Values of Modern Day Families*

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## Political Family Values

### *One in Three (35%) Canadians Believe the Conservative Party is Most in Tune with the Needs and Values of Modern Day Families*

**Toronto, ON** – Canada's political parties have all claimed to espouse family values in their party platforms but according to a new poll by Ipsos Reid conducted on behalf of Postmedia News, when Canadians were asked to determine which of the main federal political parties is most in tune with the needs and values of modern-day families, one in three (35%) Canadians believe that the Conservative Party led by Prime Minister Stephen Harper fits that bill.

Nearly three in ten (27%) believe that the NDP (27%) led by Jack Layton is most in tune with the modern family. Just two in ten (19%) think that Ignatieff's Liberal Party is most in tune with Canadian families, compared to 12% who believe that the Green Party (12%) under Elizabeth May has this distinction. One in ten (7%) overall, or 30% of Quebecers, believe that the Bloc under Gilles Duceppe is most in tune with the needs and values of modern-day families.

There is a great divide in preferences, however, based on whether one has children or not. Four in ten (41%) parents say that the Conservative Party is most in tune with Canadian families, compared to 24% of those without kids. Conversely, one in three (34%) Canadians without children believe that the NDP is most in tune with the modern-day family, compared to just 23% of parents who think the Conservatives fit the bill.

The Conservative Party is believed to be the political party to be most in tune with the needs and values of modern day families in most provinces, starting with the highest support in



Alberta (58%), followed by Saskatchewan and Manitoba (48%), British Columbia (43%) and Ontario (34%). The New Democratic Party was the most popular choice in the Atlantic provinces (35%) while the Bloc Quebecois (30%) were the first choice for those in Quebec.

*These are some of the findings of an Ipsos Reid poll conducted between September 17 and 22, 2010, on behalf of Postmedia News. For this survey, a sample of 2,039 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-2.2 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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