POLITICAL SECTION

EC2. Which leader of the major federal parties would make the best Prime Minister of Canada?

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Michael Ignatieff	173	15	43	49	65	34	52	86
	17%	14%	12%	15%	30%	14%	16%	19%
					ABC			
Stephen Harper	495	59	187	165	85	117	139	240
	49%	54%	52%	50%	40%	49%	44%	52%
Jack Layton	345	35	130	116	64	87	128	130
	34%	32%	36%	35%	30%	37%	40%	29%
							G	
Don't Know	0	0	0	0	0	0	0	0
	0	-	-	0	-	-	-	0

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

POLITICAL SECTION

3. Assuming that we were in the middle of a campaign, and a local candidate for Member of Parliament came to your door and asked you what the most important issue is for you in the campaign, what would you say to that candidate?

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
TOTAL MENTIONS								
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
HEALTHCARE (NET)	185	23	76	52	33	43	63	78
	18%	21%	21%	16%	16%	18%	20%	17%
Healthcare	127	15	53	41	18	29	41	57
	12%	14%	15%	12%	8%	12%	13%	12%
Health/ health issues	58	8	24	11	16	15	22	21
	6%	7%	7%	3%	7%	6%	7%	5%
The economy	154	15	59	51	29	23	48	83
	15%	14%	16%	16%	13%	10%	15%	18%
								E
Taxes	122	13	55	44	10	19	39	64
	12%	12%	15%	13%	5%	8%	12%	14%
			D	D				
Jobs/ unemployment	85	8	25	29	22	26	24	34
	8%	8%	7%	9%	10%	11%	8%	7%
Be honest/ truthful/ trustworthy	66	8	23	18	17	16	19	31
	7%	7%	6%	6%	8%	7%	6%	7%
Education	59	4	17	23	15	14	19	27
	6%	4%	5%	7%	7%	6%	6%	6%
The environment	47	1	11	17	18	12	11	24
	5%	1%	3%	5%	9%	5%	4%	5%
					A			
Poverty/ low-income earners	43	8	15	14	6	23	15	5
	4%	8%	4%	4%	3%	10%	5%	1%
						G	G	

POLITICAL SECTION

3. Assuming that we were in the middle of a campaign, and a local candidate for Member of Parliament came to your door and asked you what the most important issue is for you in the campaign, what would you say to that candidate?

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
Seniors/ aging population	31	5	6	15	5	8	8	15
	3%	4%	2%	5%	3%	3%	3%	3%
Debt	29	1	9	8	11	5	12	12
	3%	1%	2%	2%	5%	2%	4%	3%
Pensions	27	3	10	12	2	8	8	11
	3%	2%	3%	4%	1%	3%	3%	2%
Immigration	26	2	7	10	7	2	5	19
	3%	2%	2%	3%	3%	1%	2%	4%
Would close the door/ tell them to go away	21	3	6	8	4	4	6	11
	2%	3%	2%	3%	2%	2%	2%	2%
Government spending	20	4	6	7	3	3	6	11
	2%	4%	2%	2%	1%	1%	2%	2%
Welfare/ social programs	17	0	2	5	10	5	1	11
	2%	-	1%	2%	5%	2%	0	2%
					B			
Energy (costs)	16	3	2	5	6	4	2	10
	2%	3%	1%	2%	3%	1%	1%	2%
Gas prices	15	4	7	4	0	4	4	7
	2%	4%	2%	1%	-	2%	1%	1%
		D						
The budget	13	0	5	7	2	1	4	9
	1%	-	1%	2%	1%	0	1%	2%
Infrastructure	13	1	5	2	5	3	6	5
	1%	1%	2%	1%	2%	1%	2%	1%
Defense/ military/ security	13	2	2	6	4	5	4	4
	1%	2%	1%	2%	2%	2%	1%	1%

POLITICAL SECTION

3. Assuming that we were in the middle of a campaign, and a local candidate for Member of Parliament came to your door and asked you what the most important issue is for you in the campaign, what would you say to that candidate?

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
Crime	13	2	5	4	2	4	2	7
	1%	2%	1%	1%	1%	2%	1%	2%
Cost of living	13	1	3	6	3	6	1	6
	1%	1%	1%	2%	1%	3%	0	1%
Money/ finances	13	5	2	1	5	1	5	6
	1%	5%	0	0	2%	0	2%	1%
		BC						
Housing	11	4	4	4	0	5	4	2
	1%	3%	1%	1%	-	2%	1%	0
Put an end to partisanship/ political games	11	0	4	2	4	0	4	6
	1%	-	1%	1%	2%	0	1%	1%
(Minimum) wages	9	1	4	4	0	4	4	1
	1%	1%	1%	1%	-	1%	1%	0
Business	9	1	5	2	1	6	1	1
	1%	1%	1%	1%	1%	3%	0	0
						G		
Disabled/ handicapped/ infirmed	8	2	1	5	0	4	2	2
	1%	2%	0	2%	-	2%	1%	0
Québec/ Québecois issues	7	3	2	2	0	2	0	4
	1%	2%	1%	1%	-	1%	0	1%
Middle class	7	0	3	3	0	0	4	3
	1%	-	1%	1%	-	-	1%	1%
Stop helping other countries/ look to Canada first	6	0	4	2	0	2	2	2
	1%	-	1%	1%	-	1%	1%	0

Ipsos Reid Public Affairs

POLITICAL SECTION

3. Assuming that we were in the middle of a campaign, and a local candidate for Member of Parliament came to your door and asked you what the most important issue is for you in the campaign, what would you say to that candidate?

		EDUCATION				INCOME		
	TOTAL	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
Children/ childcare	6	0	2	2	1	1	3	2
	1%	-	1%	1%	1%	0	1%	0
Speak up for/ act on behalf of constituents	6	0	3	2	0	1	3	2
	1%	-	1%	1%	-	1%	1%	0
Get the Conservatives/ Stephen Harper out of power	6	1	0	2	3	0	2	4
	1%	1%	-	1%	1%	-	1%	1%
Politicians'/ government workers' salaries/ pensions	5	1	1	3	0	1	1	3
	1%	1%	0	1%	-	0	0	1%
Other	128	11	47	40	31	30	32	66
	13%	11%	13%	12%	14%	13%	10%	14%
Nothing	24	4	9	10	1	7	12	5
	2%	3%	3%	3%	1%	3%	4%	1%
Don't Know	96	11	28	32	26	27	37	33
	10%	10%	8%	10%	12%	11%	12%	7%

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

POLITICAL SECTION

EC3. STEPHEN HARPER SUMMARY TABLE

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Someone you can trust	429	50	164	143	71	91	122	216
	42%	46%	45%	43%	33%	38%	38%	47%
Someone who will get things done	479	58	182	152	86	105	138	236
	47%	54%	51%	46%	40%	44%	43%	52%
Someone who has what it takes to lead Canada	505	60	192	165	88	108	138	258
	50%	55%	53%	50%	41%	46%	43%	57%
								EF
Someone who has a hidden agenda	398	34	119	138	107	90	139	169
	39%	31%	33%	42%	50%	38%	44%	37%
				B	AB			
Someone who is best to manage during tough economic times	530	61	206	169	93	112	146	272
	52%	56%	57%	51%	44%	47%	46%	60%
			D					EF
Someone who wants to be Prime Minister for the right reasons	446	56	168	150	71	91	133	221
	44%	51%	47%	45%	33%	38%	42%	48%
		D	D					E
Someone who has a vision of Canada that you can support	454	56	175	143	80	90	138	226
	45%	51%	49%	43%	37%	38%	43%	50%
								E

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

POLITICAL SECTION

EC3. MICHAEL IGNATIEFF SUMMARY TABLE

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Someone you can trust	151	17	40	47	48	36	48	66
	15%	15%	11%	14%	22%	15%	15%	15%
					B			
Someone who will get things done	173	14	46	59	54	34	55	84
	17%	13%	13%	18%	25%	14%	17%	18%
					B			
Someone who has what it takes to lead Canada	182	16	46	58	63	41	58	83
	18%	15%	13%	17%	29%	17%	18%	18%
					ABC			
Someone who has a hidden agenda	462	55	168	153	85	110	131	220
	46%	51%	47%	46%	40%	46%	41%	48%
Someone who is best to manage during tough economic times	187	13	44	64	66	33	64	89
	18%	12%	12%	19%	31%	14%	20%	20%
				B	ABC			
Someone who wants to be Prime Minister for the right reasons	163	14	41	54	54	39	53	70
	16%	13%	11%	16%	25%	16%	17%	15%
					B			
Someone who has a vision of Canada that you can support	179	13	45	57	64	35	62	82
	18%	12%	12%	17%	30%	15%	20%	18%
					ABC			

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

POLITICAL SECTION

EC3. JACK LAYTON SUMMARY TABLE

		EDUCATION				INCOME		
	TOTAL	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Someone you can trust	341	31	119	116	75	76	121	145
	34%	28%	33%	35%	35%	32%	38%	32%
Someone who will get things done	278	27	91	99	61	71	99	109
	27%	25%	25%	30%	28%	30%	31%	24%
Someone who has what it takes to lead Canada	267	28	92	96	50	69	102	96
	26%	26%	26%	29%	23%	29%	32%	21%
								G	
Someone who has a hidden agenda	101	12	50	20	19	22	30	50
	10%	11%	14%	6%	9%	9%	9%	11%
			C					
Someone who is best to manage during tough economic times	223	26	81	81	35	69	85	70
	22%	24%	22%	24%	16%	29%	27%	15%
						G	G	
Someone who wants to be Prime Minister for the right reasons	344	30	122	116	77	87	111	146
	34%	27%	34%	35%	36%	37%	35%	32%
Someone who has a vision of Canada that you can support	305	31	102	116	56	89	95	121
	30%	29%	28%	35%	26%	37%	30%	27%
						G		

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

POLITICAL SECTION

EC3. GILLES DUCEPPE SUMMARY TABLE

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Someone you can trust	93	11	38	24	20	35	27	30
	9%	10%	11%	7%	9%	15%	9%	7%
						G		
Someone who will get things done	84	9	41	20	13	29	27	28
	8%	9%	11%	6%	6%	12%	8%	6%
			C			G		
Someone who has what it takes to lead Canada	60	5	30	12	13	20	21	19
	6%	5%	8%	4%	6%	8%	7%	4%
			C					
Someone who has a hidden agenda	53	7	23	19	4	17	19	17
	5%	6%	6%	6%	2%	7%	6%	4%
Someone who is best to manage during tough economic times	74	8	30	17	20	24	24	26
	7%	7%	8%	5%	9%	10%	8%	6%
Someone who wants to be Prime Minister for the right reasons	61	9	30	11	12	21	21	19
	6%	8%	8%	3%	6%	9%	7%	4%
			C			G		
Someone who has a vision of Canada that you can support	76	9	38	15	14	25	24	27
	7%	8%	11%	5%	6%	10%	7%	6%
			C					

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

Ipsos Reid Public Affairs
March 23, 2011
FINAL DATA

POLITICAL SECTION

EC3. 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: 1) Someone you can trust?

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	429	50	164	143	71	91	122	216
	42%	46%	45%	43%	33%	38%	38%	47%
Liberal Leader Michael Ignatieff	151	17	40	47	48	36	48	66
	15%	15%	11%	14%	22%	15%	15%	15%
					B			
NDP Leader Jack Layton	341	31	119	116	75	76	121	145
	34%	28%	33%	35%	35%	32%	38%	32%
Bloc Quebecois Leader Gilles Duceppe	93	11	38	24	20	35	27	30
	9%	10%	11%	7%	9%	15%	9%	7%
						G		

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

POLITICAL SECTION

EC3. 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: 2) Someone who will get things done?

		EDUCATION				INCOME		
	TOTAL	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	479	58	182	152	86	105	138	236
	47%	54%	51%	46%	40%	44%	43%	52%
	173	14	46	59	54	34	55	84
Liberal Leader Michael Ignatieff	17%	13%	13%	18%	25%	14%	17%	18%
					B			
	278	27	91	99	61	71	99	109
NDP Leader Jack Layton	27%	25%	25%	30%	28%	30%	31%	24%
	84	9	41	20	13	29	27	28
Bloc Quebecois Leader Gilles Duceppe	8%	9%	11%	6%	6%	12%	8%	6%
			C			G		

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

POLITICAL SECTION

EC3. 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: 3) Someone who has what it takes to lead Canada?

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	505	60	192	165	88	108	138	258
	50%	55%	53%	50%	41%	46%	43%	57%
								EF
Liberal Leader Michael Ignatieff	182	16	46	58	63	41	58	83
	18%	15%	13%	17%	29%	17%	18%	18%
					ABC			
NDP Leader Jack Layton	267	28	92	96	50	69	102	96
	26%	26%	26%	29%	23%	29%	32%	21%
							G	
Bloc Quebecois Leader Gilles Duceppe	60	5	30	12	13	20	21	19
	6%	5%	8%	4%	6%	8%	7%	4%
			C					

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

EC3. 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: 4) Someone who has a hidden agenda?

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	398	34	119	138	107	90	139	169
	39%	31%	33%	42%	50%	38%	44%	37%
				B	AB			
Liberal Leader Michael Ignatieff	462	55	168	153	85	110	131	220
	46%	51%	47%	46%	40%	46%	41%	48%
NDP Leader Jack Layton	101	12	50	20	19	22	30	50
	10%	11%	14%	6%	9%	9%	9%	11%
			C					
Bloc Quebecois Leader Gilles Duceppe	53	7	23	19	4	17	19	17
	5%	6%	6%	6%	2%	7%	6%	4%

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

POLITICAL SECTION

EC3. 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: 5) Someone who is best to manage during tough economic times?

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	530	61	206	169	93	112	146	272
	52%	56%	57%	51%	44%	47%	46%	60%
			D					EF
Liberal Leader Michael Ignatieff	187	13	44	64	66	33	64	89
	18%	12%	12%	19%	31%	14%	20%	20%
				B	ABC			
NDP Leader Jack Layton	223	26	81	81	35	69	85	70
	22%	24%	22%	24%	16%	29%	27%	15%
						G	G	
Bloc Quebecois Leader Gilles Duceppe	74	8	30	17	20	24	24	26
	7%	7%	8%	5%	9%	10%	8%	6%

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

POLITICAL SECTION

EC3. 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: 6) Someone who wants to be Prime Minister for the right reasons?

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	446	56	168	150	71	91	133	221
	44%	51%	47%	45%	33%	38%	42%	48%
		D	D					E
Liberal Leader Michael Ignatieff	163	14	41	54	54	39	53	70
	16%	13%	11%	16%	25%	16%	17%	15%
					B			
NDP Leader Jack Layton	344	30	122	116	77	87	111	146
	34%	27%	34%	35%	36%	37%	35%	32%
Bloc Quebecois Leader Gilles Duceppe	61	9	30	11	12	21	21	19
	6%	8%	8%	3%	6%	9%	7%	4%
			C			G		

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

POLITICAL SECTION

EC3. 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: 7) Someone who has a vision of Canada that you can support?

	TOTAL	EDUCATION				INCOME		
		<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G
Base: All Respondents								
Unweighted Base	1014	105	329	478	102	252	323	439
Weighted Base	1014	109	360	331	214	238	319	457
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	454	56	175	143	80	90	138	226
	45%	51%	49%	43%	37%	38%	43%	50%
								E
Liberal Leader Michael Ignatieff	179	13	45	57	64	35	62	82
	18%	12%	12%	17%	30%	15%	20%	18%
					ABC			
NDP Leader Jack Layton	305	31	102	116	56	89	95	121
	30%	29%	28%	35%	26%	37%	30%	27%
						G		
Bloc Quebecois Leader Gilles Duceppe	76	9	38	15	14	25	24	27
	7%	8%	11%	5%	6%	10%	7%	6%
			C					

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