

ELECTION 2011 - PRE-DEBATE SURVEY

1. Who do you think will WIN tonight's leaders' debate?

	TOTAL	EDUCATION				INCOME			URBAN/RURAL	
		<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	919	69	137	350	363	127	280	512	792	127
Weighted Base	919	69*	134	361	355	140	293	486	797	122
Stephen Harper, leader of the Conservative Party	175	14	21	87	53	23	60	92	149	26
	19%	20%	16%	24%	15%	17%	21%	19%	19%	21%
				D						
Michael Ignatieff, leader of the Liberal Party	137	9	24	45	58	15	47	74	123	14
	15%	13%	18%	12%	16%	11%	16%	15%	15%	11%
Jack Layton, leader of the New Democratic Party (NDP)	151	8	23	66	55	25	51	75	130	21
	16%	11%	18%	18%	15%	18%	17%	16%	16%	18%
Gilles Duceppe, leader of the Bloc Quebecois	281	25	38	98	119	52	79	150	249	32
	31%	36%	29%	27%	34%	37%	27%	31%	31%	26%
						F				
Don't know/Refused	175	14	27	65	70	25	55	95	146	29
	19%	20%	20%	18%	20%	18%	19%	20%	18%	24%

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

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2. Which party leader do you think offers the BEST IDEAS AND POLICIES? Is it Stephen Harper, Michael Ignatieff, Jack Layton, or Gilles Duceppe?

		EDUCATION					INCOME			URBAN/RURAL		
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural		
		A	B	C	D	E	F	G	H	I		
Base: All respondents												
	919	69	137	350	363	127	280	512	792	127		
Unweighted Base	919	69*	134	361	355	140	293	486	797	122		
Weighted Base												
Stephen Harper	129	12	19	63	34	21	38	70	107	22		
	14%	18%	14%	17%	10%	15%	13%	14%	13%	18%		
				D								
	221	9	29	74	109	24	67	129	194	26		
Michael Ignatieff	24%	13%	22%	21%	31%	17%	23%	27%	24%	21%		
					AC			E				
	322	19	44	139	120	44	114	163	283	39		
	35%	28%	33%	38%	34%	31%	39%	34%	35%	32%		
Jack Layton												
	161	19	28	52	62	36	47	78	137	24		
	18%	27%	21%	14%	18%	26%	16%	16%	17%	20%		
		C				FG						
Gilles Duceppe	87	10	14	33	30	15	26	45	76	11		
	9%	15%	10%	9%	8%	11%	9%	9%	10%	9%		
Don't know/Refused												

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

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3. Which party leader do you think SOUNDS AND ACTS the most like a Prime Minister? Is it Stephen Harper, Michael Ignatieff, Jack Layton, or Gilles Duceppe?

		EDUCATION					INCOME			URBAN/RURAL		
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural		
		A	B	C	D	E	F	G	H	I		
Base: All respondents												
	919	69	137	350	363	127	280	512	792	127		
Unweighted Base	919	69*	134	361	355	140	293	486	797	122		
	312	20	41	129	122	38	92	182	268	44		
Stephen Harper	34%	29%	31%	36%	34%	27%	31%	37%	34%	36%		
	217	7	22	80	108	25	71	120	192	25		
	24%	10%	16%	22%	30%	18%	24%	25%	24%	20%		
				A	ABC							
	178	15	37	80	45	36	62	79	157	21		
Jack Layton	19%	21%	28%	22%	13%	26%	21%	16%	20%	17%		
			D	D		G						
	132	20	25	43	43	28	44	59	108	24		
Gilles Duceppe	14%	29%	19%	12%	12%	20%	15%	12%	14%	19%		
		CD				G						
	81	8	9	28	36	12	24	45	72	9		
	9%	11%	7%	8%	10%	8%	8%	9%	9%	7%		
Don't know/Refused												

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

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4. Forgetting about their policies for a moment, which party leader do you find to be the most LIKEABLE? That is, the person you'd most like to go out for a beer or coffee with. Is it Stephen Harper, Michael Ignatieff, Jack Layton, or Gilles Duceppe?

			EDUCATION					INCOME			URBAN/RURAL	
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural		
		A	B	C	D	E	F	G	H	I		
Base: All respondents												
	919	69	137	350	363	127	280	512	792	127		
Unweighted Base	919	69*	134	361	355	140	293	486	797	122		
Stephen Harper	46	6	12	21	7	12	19	15	41	4		
	5%	8%	9%	6%	2%	8%	6%	3%	5%	4%		
		D	D	D		G	G					
Michael Ignatieff	49	4	6	15	23	10	8	30	41	8		
	5%	6%	4%	4%	7%	7%	3%	6%	5%	6%		
Jack Layton	677	37	91	268	280	76	217	383	583	93		
	74%	54%	68%	74%	79%	54%	74%	79%	73%	76%		
				A	AB		E	E				
Gilles Duceppe	120	19	20	44	37	34	36	50	106	13		
	13%	28%	15%	12%	10%	24%	12%	10%	13%	11%		
		BCD				FG						
Don't know/Refused	28	3	5	13	8	8	13	8	24	4		
	3%	4%	4%	4%	2%	6%	4%	2%	3%	3%		
						G	G					

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

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5. Which party leader do you think is the MOST VISUALLY ATTRACTIVE? Is it Stephen Harper, Michael Ignatieff, Jack Layton, or Gilles Duceppe?

		EDUCATION					INCOME			URBAN/RURAL		
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural		
		A	B	C	D	E	F	G	H	I		
Base: All respondents												
	919	69	137	350	363	127	280	512	792	127		
Unweighted Base	919	69*	134	361	355	140	293	486	797	122		
	132	18	20	55	38	32	47	52	120	12		
Stephen Harper	14%	26%	15%	15%	11%	23%	16%	11%	15%	10%		
		D				G						
	118	4	12	43	59	9	38	71	103	14		
Michael Ignatieff	13%	5%	9%	12%	17%	7%	13%	15%	13%	12%		
					A			E				
	348	23	41	136	149	33	116	199	300	48		
Jack Layton	38%	33%	30%	38%	42%	23%	40%	41%	38%	39%		
					B		E	E				
	164	13	37	57	57	32	44	88	134	30		
Gilles Duceppe	18%	18%	28%	16%	16%	23%	15%	18%	17%	24%		
			CD									
	157	12	24	69	52	33	48	76	139	19		
Don't know/Refused	17%	18%	18%	19%	15%	24%	16%	16%	17%	15%		
						G						

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

ELECTION 2011 - PRE-DEBATE SURVEY

8. What is the most important issue for you in this election, the one that you most want the political leaders and candidates to be talking about?

	TOTAL	EDUCATION				INCOME			URBAN/RURAL	
		<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	919	69	137	350	363	127	280	512	792	127
Weighted Base	919	69*	134	361	355	140	293	486	797	122
The Environment	65	2	9	25	29	9	25	30	59	6
	7%	3%	7%	7%	8%	7%	9%	6%	7%	5%
Healthcare	159	12	46	56	45	30	50	79	134	25
	17%	18%	35%	15%	13%	21%	17%	16%	17%	20%
			ACD							
The Economy	205	10	23	89	82	20	54	131	177	28
	22%	15%	18%	25%	23%	14%	19%	27%	22%	23%
								EF		
Armed Forces/Military/Defence	7	2	2	0	3	2	3	2	7	0
	1%	3%	1%	-	1%	2%	1%	0	1%	-
		C	C							
Education/Schools/Universities	67	7	6	27	26	11	27	29	58	8
	7%	11%	4%	8%	7%	8%	9%	6%	7%	7%
Terrorism	2	0	0	1	1	1	0	1	2	0
	0	-	-	0	0	1%	-	0	0	-
Poverty	60	10	11	26	13	20	15	25	55	5
	7%	14%	8%	7%	4%	15%	5%	5%	7%	4%
		D				FG				
Crime/Justice	13	1	1	4	6	2	5	6	12	1
	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%
Jobs/Unemployment	54	3	6	23	21	13	22	19	47	7
	6%	5%	5%	6%	6%	9%	8%	4%	6%	6%
						G				
Taxes	109	6	14	46	43	8	34	67	90	20
	12%	9%	11%	13%	12%	6%	12%	14%	11%	16%
								E		
Ethics and accountability in government	145	9	10	51	75	15	44	86	132	12
	16%	12%	7%	14%	21%	11%	15%	18%	17%	10%
					BC					
Other	15	0	1	8	6	3	3	9	15	0
	2%	-	1%	2%	2%	2%	1%	2%	2%	0
Ipsos Reid Public Affairs										
April 13, 2011										
PRELIM DATA										

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8. What is the most important issue for you in this election, the one that you most want the political leaders and candidates to be talking about?

	TOTAL	EDUCATION				INCOME			URBAN/RURAL	
		<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural
Don't know/ not sure	18	5	3	5	5	5	11	2	9	9
	2%	7%	2%	1%	1%	3%	4%	0	1%	7%
		CD				G	G			H

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

ELECTION 2011 - PRE-DEBATE SURVEY

9. And which Party Leader do you think has the best ideas and policies for dealing with each of the following issues: 1) Economy?

		EDUCATION					INCOME			URBAN/RURAL		
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural		
		A	B	C	D	E	F	G	H	I		
Base: All respondents												
	919	69	137	350	363	127	280	512	792	127		
Unweighted Base	919	69*	134	361	355	140	293	486	797	122		
Weighted Base												
Conservative Leader Stephen Harper	247	16	34	114	84	45	76	127	215	32		
	27%	23%	25%	32%	24%	32%	26%	26%	27%	26%		
				D								
Liberal Leader Michael Ignatieff	233	11	27	71	124	28	58	147	209	24		
	25%	16%	20%	20%	35%	20%	20%	30%	26%	19%		
					ABC			EF				
NDP Leader Jack Layton	168	15	27	76	51	28	64	77	140	28		
	18%	21%	20%	21%	14%	20%	22%	16%	18%	23%		
				D								
Bloc Quebecois Leader Gilles Duceppe	124	15	30	42	38	25	39	60	107	18		
	14%	22%	22%	12%	11%	18%	13%	12%	13%	14%		
		CD	CD									
Don't Know/Not sure	146	13	16	59	58	14	56	76	125	21		
	16%	18%	12%	16%	16%	10%	19%	16%	16%	17%		
							E					

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

ELECTION 2011 - PRE-DEBATE SURVEY

9. And which Party Leader do you think has the best ideas and policies for dealing with each of the following issues: 2) Healthcare?

		EDUCATION					INCOME			URBAN/RURAL		
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural		
		A	B	C	D	E	F	G	H	I		
Base: All respondents												
	919	69	137	350	363	127	280	512	792	127		
Unweighted Base	919	69*	134	361	355	140	293	486	797	122		
Weighted Base												
Conservative Leader Stephen Harper	77	11	14	40	12	17	22	39	62	15		
	8%	16%	10%	11%	3%	12%	7%	8%	8%	12%		
		D	D	D								
Liberal Leader Michael Ignatieff	214	10	25	77	103	31	62	121	191	24		
	23%	14%	18%	21%	29%	22%	21%	25%	24%	19%		
					ABC							
NDP Leader Jack Layton	305	16	46	113	130	36	97	172	273	32		
	33%	23%	35%	31%	37%	26%	33%	35%	34%	26%		
					A							
Bloc Quebecois Leader Gilles Duceppe	164	21	28	58	57	38	53	73	138	26		
	18%	30%	21%	16%	16%	27%	18%	15%	17%	21%		
		CD				G						
Don't Know/Not sure	159	12	21	73	53	18	60	81	133	26		
	17%	17%	15%	20%	15%	13%	21%	17%	17%	21%		

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

ELECTION 2011 - PRE-DEBATE SURVEY

9. And which Party Leader do you think has the best ideas and policies for dealing with each of the following issues: 3) Taxes?

		EDUCATION					INCOME			URBAN/RURAL	
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural	
		A	B	C	D	E	F	G	H	I	
Base: All respondents											
	919	69	137	350	363	127	280	512	792	127	
Unweighted Base	919	69*	134	361	355	140	293	486	797	122	
Weighted Base											
Conservative Leader Stephen Harper	188	13	18	90	66	25	57	106	170	18	
	20%	19%	14%	25%	19%	18%	19%	22%	21%	15%	
				B							
	247	7	27	88	125	34	70	143	218	29	
Liberal Leader Michael Ignatieff	27%	11%	21%	24%	35%	24%	24%	29%	27%	23%	
				A	ABC						
	223	15	40	87	81	35	69	118	193	29	
	24%	21%	30%	24%	23%	25%	24%	24%	24%	24%	
NDP Leader Jack Layton											
	117	18	26	35	38	36	35	47	97	20	
	13%	26%	19%	10%	11%	25%	12%	10%	12%	17%	
		CD	CD			FG					
Bloc Quebecois Leader Gilles Duceppe	145	16	23	60	46	10	62	72	118	26	
	16%	23%	17%	17%	13%	7%	21%	15%	15%	21%	
		D					EG	E			
	Don't Know/Not sure										

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

ELECTION 2011 - PRE-DEBATE SURVEY

9. And which Party Leader do you think has the best ideas and policies for dealing with each of the following issues: 4) The Environment?

		EDUCATION				INCOME			URBAN/RURAL	
	TOTAL	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Urban	Rural
		A	B	C	D	E	F	G	H	I
Base: All respondents										
	919	69	137	350	363	127	280	512	792	127
Unweighted Base	919	69*	134	361	355	140	293	486	797	122
Conservative Leader Stephen Harper	43	8	12	20	4	13	17	13	37	6
	5%	11%	9%	5%	1%	10%	6%	3%	5%	5%
		D	D	D		G	G			
Liberal Leader Michael Ignatieff	140	6	19	47	68	20	26	93	129	10
	15%	9%	14%	13%	19%	14%	9%	19%	16%	8%
					C			F	I	
NDP Leader Jack Layton	429	26	44	186	173	53	131	244	365	64
	47%	38%	33%	52%	49%	38%	45%	50%	46%	52%
				B	B			E		
Bloc Quebecois Leader Gilles Duceppe	138	13	28	48	49	28	52	58	123	15
	15%	19%	21%	13%	14%	20%	18%	12%	15%	12%
			C			G	G			
Don't Know/Not sure	169	17	31	60	61	25	67	77	142	27
	18%	24%	23%	17%	17%	18%	23%	16%	18%	22%
							G			

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