

## BEST PRIME MINISTER

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

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1023	131	99	58	376	278	81	324	404	295	494	529
Weighted Base	1023	135	104	67	392	249	76	285	406	332	495	528
Jack Layton	464	56	36	21	148	162	41	139	181	143	231	233
	45%	42%	34%	32%	38%	65%	54%	49%	45%	43%	47%	44%
						ABCD	BCD					
Stephen Harper	426	66	63	36	194	48	19	106	177	143	191	235
	42%	49%	61%	54%	49%	19%	26%	37%	44%	43%	39%	44%
		EF	EF	EF	EF							
Michael Ignatieff	133	13	5	9	50	40	16	41	48	45	73	61
	13%	10%	5%	14%	13%	16%	21%	14%	12%	14%	15%	12%
						B	AB					

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

## LEADER TRAITS

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?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1023	131	99	58	376	278	81	324	404	295	494	529
Weighted Base	1023	135	104	67	392	249	76	285	406	332	495	528
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	385	65	62	32	164	43	18	89	165	132	166	219
	38%	48%	60%	48%	42%	17%	24%	31%	41%	40%	34%	41%
Liberal Leader Michael Ignatieff		EF	DEF	EF	EF				G			J
	118	14	7	7	51	25	15	41	38	40	68	51
	12%	10%	6%	11%	13%	10%	20%	14%	9%	12%	14%	10%
NDP Leader Jack Layton						BE						
	462	56	35	27	177	124	43	143	174	145	237	225
	45%	42%	34%	41%	45%	50%	56%	50%	43%	44%	48%	43%
Bloc Quebecois Leader Gilles Duceppe						B	B					
	58	0	0	0	0	58	0	14	29	15	24	33
	6%	-	-	-	-	23%	-	5%	7%	4%	5%	6%
						ABCDF						

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

## LEADER TRAITS

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?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1023	131	99	58	376	278	81	324	404	295	494	529
Weighted Base	1023	135	104	67	392	249	76	285	406	332	495	528
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	447	70	67	35	196	57	23	102	193	152	211	237
	44%	52%	65%	52%	50%	23%	30%	36%	48%	46%	43%	45%
		EF	DEF	EF	EF				G	G		
Liberal Leader Michael Ignatieff	154	16	7	14	59	40	17	54	50	50	82	73
	15%	12%	7%	21%	15%	16%	22%	19%	12%	15%	16%	14%
				B		B	B	H				
NDP Leader Jack Layton	362	49	30	18	137	93	36	115	134	113	174	188
	35%	36%	28%	27%	35%	37%	47%	40%	33%	34%	35%	36%
							BC					
Bloc Quebecois Leader Gilles Duceppe	59	0	0	0	0	59	0	15	28	16	29	30
	6%	-	-	-	-	24%	-	5%	7%	5%	6%	6%
						ABCDF						

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

## LEADER TRAITS

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?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1023	131	99	58	376	278	81	324	404	295	494	529
Weighted Base	1023	135	104	67	392	249	76	285	406	332	495	528
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	458	73	67	38	200	52	28	111	197	151	215	243
	45%	54%	64%	58%	51%	21%	37%	39%	48%	45%	43%	46%
Liberal Leader Michael Ignatieff		EF	DEF	EF	EF		E		G			
	169	13	7	10	68	50	22	54	54	61	96	73
	17%	10%	6%	15%	17%	20%	29%	19%	13%	18%	19%	14%
NDP Leader Jack Layton					B	AB	ABD				K	
	368	49	31	18	124	120	26	113	142	112	174	194
	36%	36%	29%	27%	32%	48%	34%	40%	35%	34%	35%	37%
Bloc Quebecois Leader Gilles Duceppe						ABCDF						
	28	0	0	0	0	28	0	8	13	7	10	19
	3%	-	-	-	-	11%	-	3%	3%	2%	2%	4%
						ABCDF						

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

## LEADER TRAITS

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?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1023	131	99	58	376	278	81	324	404	295	494	529
Weighted Base	1023	135	104	67	392	249	76	285	406	332	495	528
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	457	42	39	29	164	147	36	145	175	138	241	216
	45%	31%	38%	44%	42%	59%	48%	51%	43%	42%	49%	41%
						ABD	A				K	
Liberal Leader Michael Ignatieff	430	75	54	34	204	31	31	100	175	155	194	236
	42%	56%	52%	51%	52%	13%	42%	35%	43%	47%	39%	45%
		E	E	E	E		E			G		
NDP Leader Jack Layton	82	18	11	3	25	18	8	30	36	16	36	46
	8%	13%	10%	5%	6%	7%	11%	11%	9%	5%	7%	9%
		D						I				
Bloc Quebecois Leader Gilles Duceppe	53	0	0	0	0	53	0	10	20	23	24	29
	5%	-	-	-	-	21%	-	4%	5%	7%	5%	6%
						ABCDF						

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

## LEADER TRAITS

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?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1023	131	99	58	376	278	81	324	404	295	494	529
Weighted Base	1023	135	104	67	392	249	76	285	406	332	495	528
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	516	79	71	44	221	72	30	129	213	175	248	268
	50%	58%	68%	66%	56%	29%	39%	45%	52%	53%	50%	51%
Liberal Leader Michael Ignatieff		EF	EF	EF	EF							
	177	17	8	11	70	50	21	62	56	58	92	85
	17%	13%	7%	17%	18%	20%	27%	22%	14%	18%	19%	16%
NDP Leader Jack Layton					B	B	AB	H				
	293	39	26	11	101	91	25	87	117	89	137	156
	29%	29%	25%	17%	26%	37%	33%	31%	29%	27%	28%	30%
Bloc Quebecois Leader Gilles Duceppe						CD	C					
	37	0	0	0	0	37	0	7	20	10	18	18
	4%	-	-	-	-	15%	-	2%	5%	3%	4%	3%
						ABCDF						

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

## LEADER TRAITS

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?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1023	131	99	58	376	278	81	324	404	295	494	529
Weighted Base	1023	135	104	67	392	249	76	285	406	332	495	528
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	389	65	62	29	171	44	20	84	163	142	168	221
	38%	48%	59%	43%	44%	17%	26%	29%	40%	43%	34%	42%
Liberal Leader Michael Ignatieff		EF	DEF	E	EF				G	G		J
	148	15	8	8	60	39	18	46	49	53	87	61
	14%	11%	8%	13%	15%	16%	23%	16%	12%	16%	18%	11%
NDP Leader Jack Layton						ABD	AB				K	
	461	56	34	30	161	142	39	149	181	131	225	235
	45%	41%	33%	44%	41%	57%	51%	52%	44%	40%	46%	45%
Bloc Quebecois Leader Gilles Duceppe							B	I				
	25	0	0	0	0	25	0	6	14	5	15	11
	2%	-	-	-	-	10%	-	2%	3%	2%	3%	2%
						ABCDF						

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

## LEADER TRAITS

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?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1023	131	99	58	376	278	81	324	404	295	494	529
Weighted Base	1023	135	104	67	392	249	76	285	406	332	495	528
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	401	67	65	30	174	43	22	88	174	139	188	214
	39%	50%	62%	46%	44%	17%	29%	31%	43%	42%	38%	40%
		EF	DEF	E	EF		E		G	G		
Liberal Leader Michael Ignatieff	183	22	6	13	73	47	22	56	59	67	105	78
	18%	16%	6%	19%	19%	19%	29%	20%	15%	20%	21%	15%
		B		B	B	B	AB				K	
NDP Leader Jack Layton	407	46	34	23	145	127	32	130	157	120	187	221
	40%	34%	32%	35%	37%	51%	42%	46%	39%	36%	38%	42%
						ABCD		I				
Bloc Quebecois Leader Gilles Duceppe	32	0	0	0	0	32	0	11	16	5	16	16
	3%	-	-	-	-	13%	-	4%	4%	1%	3%	3%
						ABCDF						

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



## 2011 ELECTION CAMPAIGN

10. Which party and leader do you trust most to: 1) Manage Canada's economy?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1023	131	99	58	376	278	81	324	404	295	494	529
Weighted Base	1023	135	104	67	392	249	76	285	406	332	495	528
Stephen Harper and the Conservatives	487	79	69	41	209	63	26	122	196	169	237	250
	48%	59%	66%	61%	53%	25%	34%	43%	48%	51%	48%	47%
		EF	EF	EF	EF							
Jack Layton and the NDP	302	38	26	13	94	103	27	88	124	90	140	162
	30%	28%	25%	19%	24%	41%	36%	31%	31%	27%	28%	31%
						ABCD	CD					
Michael Ignatieff and the Liberals	189	16	8	12	82	50	21	56	66	67	99	90
	18%	12%	8%	18%	21%	20%	28%	20%	16%	20%	20%	17%
					B	B	AB					
Gilles Duceppe and the Bloc Quebecois	45	1	1	1	7	33	1	19	20	6	19	26
	4%	1%	1%	2%	2%	13%	2%	7%	5%	2%	4%	5%
						ABCD		I	I			

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

## 2011 ELECTION CAMPAIGN

10. Which party and leader do you trust most to: 2) Provide open, responsible, and ethical government?

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
<b>Base: All Respondents</b>												
Unweighted Base	1023	131	99	58	376	278	81	324	404	295	494	529
Weighted Base	1023	135	104	67	392	249	76	285	406	332	495	528
Jack Layton and the NDP	440	55	32	27	160	126	40	128	169	143	219	221
	43%	40%	31%	40%	41%	50%	53%	45%	42%	43%	44%	42%
						BD	B					
Stephen Harper and the Conservatives	348	54	60	28	157	33	16	80	141	127	156	193
	34%	40%	58%	42%	40%	13%	22%	28%	35%	38%	31%	37%
		EF	ADEF	EF	EF					G		
Michael Ignatieff and the Liberals	160	23	10	11	65	33	17	53	61	46	90	71
	16%	17%	9%	17%	17%	13%	23%	19%	15%	14%	18%	13%
							B					
Gilles Duceppe and the Bloc Quebecois	74	3	2	1	9	57	2	25	34	15	31	43
	7%	2%	2%	1%	2%	23%	3%	9%	8%	5%	6%	8%
						ABCDF						

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