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

	TOTAL	URBAN/RURAL		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1023	837	186	100	363	441	119	264	312	447
Weighted Base	1023	852	171	98	376	333	216	258	287	477
Jack Layton	464	376	88	51	169	151	92	122	127	215
	45%	44%	51%	52%	45%	45%	43%	47%	44%	45%
Stephen Harper	426	354	72	38	172	140	76	92	116	218
	42%	42%	42%	38%	46%	42%	35%	36%	40%	46%
										G
Michael Ignatieff	133	122	12	9	35	42	48	44	44	45
	13%	14%	7%	9%	9%	13%	22%	17%	15%	9%
		B					CDE	I	I	

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

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?

	TOTAL	URBAN/RURAL		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1023	837	186	100	363	441	119	264	312	447
Weighted Base	1023	852	171	98	376	333	216	258	287	477
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	385	316	69	37	156	127	66	89	98	198
	38%	37%	40%	37%	41%	38%	31%	35%	34%	41%
Liberal Leader Michael Ignatieff	118	112	6	13	32	40	34	42	38	39
	12%	13%	3%	13%	8%	12%	16%	16%	13%	8%
		B					D	I	I	
NDP Leader Jack Layton	462	379	83	40	166	152	104	110	131	221
	45%	45%	48%	40%	44%	46%	48%	43%	45%	46%
Bloc Quebecois Leader Gilles Duceppe	58	44	14	9	22	14	12	17	21	20
	6%	5%	8%	9%	6%	4%	5%	7%	7%	4%

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

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?

		URBAN/RURAL		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1023	837	186	100	363	441	119	264	312	447
Weighted Base	1023	852	171	98	376	333	216	258	287	477
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	447	370	78	39	187	142	80	93	120	234
	44%	43%	45%	40%	50%	43%	37%	36%	42%	49%
					F					G
	154	144	11	8	43	52	51	47	47	61
Liberal Leader Michael Ignatieff	15%	17%	6%	9%	11%	16%	24%	18%	16%	13%
		B					CD			
	362	295	68	42	124	121	76	101	102	159
NDP Leader Jack Layton	35%	35%	40%	43%	33%	36%	35%	39%	36%	33%
	59	44	15	9	22	19	9	17	18	23
Bloc Quebecois Leader Gilles Duceppe	6%	5%	9%	9%	6%	6%	4%	7%	6%	5%

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

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?

		URBAN/RURAL		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1023	837	186	100	363	441	119	264	312	447
Weighted Base	1023	852	171	98	376	333	216	258	287	477
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	458	379	79	39	179	154	86	96	124	237
	45%	45%	46%	40%	48%	46%	40%	37%	43%	50%
										G
	169	156	13	16	46	53	55	44	54	71
Liberal Leader Michael Ignatieff	17%	18%	8%	16%	12%	16%	25%	17%	19%	15%
		B					DE			
	368	296	72	37	139	119	73	109	99	160
NDP Leader Jack Layton	36%	35%	42%	38%	37%	36%	34%	42%	35%	33%
								I		
	28	21	7	6	13	7	2	9	9	10
Bloc Quebecois Leader Gilles Duceppe	3%	2%	4%	6%	3%	2%	1%	4%	3%	2%
				F						

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

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?

	TOTAL	URBAN/RURAL		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1023	837	186	100	363	441	119	264	312	447
Weighted Base	1023	852	171	98	376	333	216	258	287	477
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	457	393	64	48	144	148	118	110	142	205
	45%	46%	38%	49%	38%	44%	55%	43%	50%	43%
							D			
Liberal Leader Michael Ignatieff	430	349	81	36	180	144	70	106	113	211
	42%	41%	47%	37%	48%	43%	33%	41%	39%	44%
					F					
NDP Leader Jack Layton	82	72	11	8	28	25	20	27	22	33
	8%	8%	6%	9%	8%	8%	9%	11%	8%	7%
Bloc Quebecois Leader Gilles Duceppe	53	38	15	6	23	17	8	15	10	29
	5%	4%	9%	6%	6%	5%	4%	6%	3%	6%
			A							

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

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?

		URBAN/RURAL		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1023	837	186	100	363	441	119	264	312	447
Weighted Base	1023	852	171	98	376	333	216	258	287	477
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	516	429	87	39	212	168	98	109	131	276
	50%	50%	51%	40%	56%	50%	45%	42%	46%	58%
					C					GH
Liberal Leader Michael Ignatieff	177	161	16	15	38	65	59	47	62	68
	17%	19%	9%	15%	10%	19%	27%	18%	22%	14%
		B				D	CD			I
NDP Leader Jack Layton	293	235	58	36	112	88	56	90	80	123
	29%	28%	34%	37%	30%	26%	26%	35%	28%	26%
				E				I		
Bloc Quebecois Leader Gilles Duceppe	37	26	10	7	14	13	3	13	14	10
	4%	3%	6%	7%	4%	4%	1%	5%	5%	2%
				F						

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

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?

		URBAN/RURAL		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1023	837	186	100	363	441	119	264	312	447
Weighted Base	1023	852	171	98	376	333	216	258	287	477
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	389	316	73	38	150	130	70	88	99	202
	38%	37%	42%	39%	40%	39%	33%	34%	35%	42%
Liberal Leader Michael Ignatieff	148	137	11	12	41	46	48	47	48	53
	14%	16%	6%	13%	11%	14%	22%	18%	17%	11%
		B					D	I		
NDP Leader Jack Layton	461	380	81	42	172	149	98	113	133	216
	45%	45%	47%	43%	46%	45%	45%	44%	46%	45%
Bloc Quebecois Leader Gilles Duceppe	25	18	7	5	12	8	0	11	7	7
	2%	2%	4%	6%	3%	2%	-	4%	2%	1%
				F				I		

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

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?

		URBAN/RURAL		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1023	837	186	100	363	441	119	264	312	447
Weighted Base	1023	852	171	98	376	333	216	258	287	477
Prime Minister Stephen Harper, Leader of the Conservative Party of Canada	401	332	69	41	161	133	65	88	108	205
	39%	39%	40%	42%	43%	40%	30%	34%	38%	43%
					F					
	183	166	17	15	52	57	58	50	54	79
Liberal Leader Michael Ignatieff	18%	19%	10%	16%	14%	17%	27%	19%	19%	17%
		B					DE			
	407	331	77	36	149	135	88	110	116	182
NDP Leader Jack Layton	40%	39%	45%	37%	40%	41%	41%	42%	40%	38%
	32	23	9	6	14	8	5	11	10	11
Bloc Quebecois Leader Gilles Duceppe	3%	3%	5%	6%	4%	2%	2%	4%	3%	2%

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

2011 ELECTION CAMPAIGN

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

	TOTAL	URBAN/RURAL		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1023	837	186	100	363	441	119	264	312	447
Weighted Base	1023	852	171	98	376	333	216	258	287	477
Stephen Harper and the Conservatives	487	404	83	39	198	158	92	101	130	257
	48%	47%	48%	40%	53%	47%	43%	39%	45%	54%
					C					GH
Jack Layton and the NDP	302	243	59	39	117	101	46	91	90	121
	30%	29%	34%	40%	31%	30%	21%	35%	31%	25%
				F				I		
Michael Ignatieff and the Liberals	189	168	21	12	42	65	70	48	59	82
	18%	20%	12%	12%	11%	20%	32%	19%	20%	17%
		B				D	CDE			
Gilles Duceppe and the Bloc Quebecois	45	36	9	8	19	10	8	18	9	17
	4%	4%	5%	8%	5%	3%	4%	7%	3%	4%
				E						

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

2011 ELECTION CAMPAIGN

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

	TOTAL	URBAN/RURAL		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K - <$60K	$60K+
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1023	837	186	100	363	441	119	264	312	447
Weighted Base	1023	852	171	98	376	333	216	258	287	477
Jack Layton and the NDP	440	365	75	45	159	147	89	109	120	211
	43%	43%	44%	46%	42%	44%	41%	42%	42%	44%
Stephen Harper and the Conservatives	348	283	65	31	145	115	57	78	94	176
	34%	33%	38%	32%	39%	34%	26%	30%	33%	37%
					F					
Michael Ignatieff and the Liberals	160	148	12	11	42	53	55	49	47	65
	16%	17%	7%	11%	11%	16%	25%	19%	16%	14%
		B					CDE			
Gilles Duceppe and the Bloc Quebecois	74	56	19	11	30	19	15	22	27	26
	7%	7%	11%	11%	8%	6%	7%	8%	9%	5%

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