

MEDIA - LEADER APPROVAL STUDY

1A/B. Thinking of how you feel right now, if FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to 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
Base: Decided Voters - Leaners Included												
Unweighted Base	2656	350	314	197	950	637	208	551	1049	1049	1332	1324
Weighted Base	2606	346	275	174	1014	604	193	685	1015	898	1303	1303
The Conservative Party	957	149	190	88	392	75	63	167	391	399	491	465
	37%	43%	69%	50%	39%	12%	33%	24%	38%	44%	38%	36%
		EF	ACDEF	DEF	E		E		G	GH		
The Liberals	595	49	25	21	302	136	63	174	217	202	309	286
	23%	14%	9%	12%	30%	23%	33%	25%	21%	22%	24%	22%
					ABCE	ABC	ABCE					
The New Democratic Party	758	130	48	62	259	197	62	236	309	207	346	413
	29%	38%	17%	36%	26%	33%	32%	35%	30%	23%	27%	32%
		BD		BD	B	BD	B	I	I			J
The Bloc Quebecois	182	0	0	0	0	182	0	65	55	60	98	84
	7%	-	-	-	-	30%	-	10%	5%	7%	8%	6%
						ABCDF		H				
The Green Party	103	18	9	3	55	12	5	37	41	24	55	48
	4%	5%	3%	2%	5%	2%	2%	5%	4%	3%	4%	4%
		E			E			I				
Other	11	0	2	0	7	2	0	5	1	5	4	8
	0	-	1%	-	1%	0	-	1%	0	1%	0	1%

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

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2. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

		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
Base: All Respondents												
Unweighted Base	3154	408	357	232	1111	792	254	698	1255	1191	1540	1614
Weighted Base	3154	416	322	205	1208	770	233	880	1237	1022	1527	1627
Right direction	1596	215	242	134	640	269	96	407	643	537	818	778
	51%	52%	75%	65%	53%	35%	41%	46%	52%	53%	54%	48%
		EF	ACDEF	ADEF	EF				G	G	K	
Wrong track	1512	197	74	69	550	488	135	461	582	462	686	826
	48%	47%	23%	34%	46%	63%	58%	52%	47%	45%	45%	51%
		BC		B	BC	ABCD	ABCD	HI				J
Don't know/Refused	46	5	6	2	18	12	2	11	11	22	23	23
	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%
										H		

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

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2X. Thinking about the Conservative government under the leadership of Stephen Harper, from what you have seen, read or heard , would you say that you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of their performance so far?

		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
Base: All Respondents												
Unweighted Base	3154	408	357	232	1111	792	254	698	1255	1191	1540	1614
Weighted Base	3154	416	322	205	1208	770	233	880	1237	1022	1527	1627
Strongly approve	308	52	69	29	118	26	13	51	109	149	159	149
	10%	13%	21%	14%	10%	3%	6%	6%	9%	15%	10%	9%
		EF	ACDEF	EF	E				G	GH		
Somewhat approve	1167	152	180	98	496	170	72	319	480	363	591	576
	37%	36%	56%	48%	41%	22%	31%	36%	39%	35%	39%	35%
		E	ADEF	AEF	EF		E					
Somewhat disapprove	887	108	52	43	324	290	71	262	350	272	394	493
	28%	26%	16%	21%	27%	38%	30%	30%	28%	27%	26%	30%
		B			B	ABCDF	BC					J
Strongly disapprove	762	99	20	34	263	270	75	236	292	228	370	392
	24%	24%	6%	17%	22%	35%	32%	27%	24%	22%	24%	24%
		B		B	B	ABCD	ABCD	I				
Don't know/Refused	29	6	0	1	7	13	2	11	6	10	12	17
	1%	1%	0	0	1%	2%	1%	1%	1%	1%	1%	1%
						BD						
TOPBOX & LOWBOX SUMMARY												
Approve (Top2Box)	1475	204	249	128	614	196	85	370	588	512	750	725
	47%	49%	77%	62%	51%	25%	36%	42%	48%	50%	49%	45%
		EF	ACDEF	ADEF	EF		E		G	G	K	
Disapprove (Low2Box)	1649	206	72	77	587	561	146	499	642	500	764	885
	52%	50%	22%	38%	49%	73%	63%	57%	52%	49%	50%	54%
		BC		B	BC	ABCDF	ABCD	I				J

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

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2a. Overall, do you approve or disapprove of the way Stephen Harper is handling his job as Prime Minister?

		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
Base: All Respondents												
Unweighted Base	3154	408	357	232	1111	792	254	698	1255	1191	1540	1614
Weighted Base	3154	416	322	205	1208	770	233	880	1237	1022	1527	1627
Strongly approve	409	59	85	36	178	31	19	82	142	183	210	198
	13%	14%	27%	18%	15%	4%	8%	9%	11%	18%	14%	12%
		EF	ACDEF	EF	EF		E			GH		
Somewhat approve	1094	151	160	86	443	196	59	296	457	337	556	538
	35%	36%	50%	42%	37%	25%	25%	34%	37%	33%	36%	33%
		EF	ADEF	EF	EF							
Somewhat disapprove	869	102	46	48	315	281	76	267	347	251	361	508
	28%	25%	14%	23%	26%	37%	33%	30%	28%	25%	24%	31%
		B		B	B	ABCD	ABC	I				J
Strongly disapprove	751	98	28	34	266	250	76	224	284	238	384	367
	24%	23%	9%	16%	22%	32%	32%	25%	23%	23%	25%	23%
		B		B	B	ABCD	ABCD					
Don't know/Refused	31	7	3	1	6	12	3	10	7	13	15	16
	1%	2%	1%	0	1%	2%	1%	1%	1%	1%	1%	1%
						D						
TOPBOX & LOWBOX SUMMARY												
Approve (Top2Box)	1503	209	245	123	621	227	78	378	599	520	766	736
	48%	50%	76%	60%	51%	30%	33%	43%	48%	51%	50%	45%
		EF	ACDEF	ADEF	EF				G	G	K	
Disapprove (Low2Box)	1620	200	74	82	581	531	152	491	631	489	745	875
	51%	48%	23%	40%	48%	69%	65%	56%	51%	48%	49%	54%
		B		B	BC	ABCD	ABCD	I				J

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