

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	1644	218	173	105	641	404	102	302	623	715	866	778
Weighted Base	1579	199	160	101	614	391	114	436	617	520	801	778
The Conservative Party	541	74	94	42	250	57	24	121	206	209	294	247
	34%	37%	59%	41%	41%	15%	21%	28%	33%	40%	37%	32%
		EF	ACDEF	EF	EF					GH		
The Liberals	331	30	21	21	163	60	36	83	127	121	166	165
	21%	15%	13%	21%	27%	15%	31%	19%	21%	23%	21%	21%
					ABE		ABE					
The New Democratic Party	520	77	34	35	164	160	49	155	207	158	242	277
	33%	39%	21%	34%	27%	41%	43%	36%	33%	30%	30%	36%
		BD		B		BD	BD					J
The Bloc Quebecois	109	0	0	0	0	109	0	49	39	21	59	50
	7%	-	-	-	-	28%	-	11%	6%	4%	7%	6%
						ABCDF		HI				
The Green Party	66	16	6	2	34	4	5	24	32	8	34	33
	4%	8%	4%	2%	6%	1%	4%	5%	5%	2%	4%	4%
		E			E			I	I			
Other	13	2	5	1	3	1	0	4	6	3	6	6
	1%	1%	3%	1%	0	0	-	1%	1%	1%	1%	1%
			DE									

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	2008	264	216	133	766	490	138	389	769	841	1013	995
Weighted Base	2009	249	199	133	777	491	159	565	796	633	960	1049
Strongly approve	255	38	46	22	111	28	10	42	90	120	145	110
	13%	15%	23%	16%	14%	6%	7%	7%	11%	19%	15%	11%
		EF	DEF	EF	EF					GH	K	
Somewhat approve	582	72	78	38	238	115	42	179	228	169	277	306
	29%	29%	39%	28%	31%	23%	26%	32%	29%	27%	29%	29%
			ADEF		E							
Somewhat disapprove	596	72	38	46	222	179	40	166	253	177	251	345
	30%	29%	19%	35%	29%	36%	25%	29%	32%	28%	26%	33%
		B		B	B	BDF						J
Strongly disapprove	545	64	35	28	191	161	65	170	218	154	273	272
	27%	26%	18%	21%	25%	33%	41%	30%	27%	24%	28%	26%
						BCD	ABCD					
Don't know/Refused	31	3	2	0	16	8	2	9	7	13	15	16
	2%	1%	1%	-	2%	2%	1%	2%	1%	2%	2%	2%
TOPBOX & LOWBOX SUMMARY												
Approve (Top2Box)	838	110	124	59	349	143	52	221	318	289	422	416
	42%	44%	62%	44%	45%	29%	33%	39%	40%	46%	44%	40%
		E	ACDEF	E	EF					H		
Disapprove (Low2Box)	1140	135	72	74	413	340	105	336	471	332	524	616
	57%	55%	36%	56%	53%	69%	66%	59%	59%	52%	55%	59%
		B		B	B	ABCD	BD	I	I			

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