

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 TYPE		EDUCATION				INCOME			BORN IN CANADA	
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Yes	No
		A	B	C	D	E	F	G	H	I	J	K
Base: Decided Voters - Leaners Included												
Unweighted Base	1644	1365	279	122	405	701	410	292	449	812	1417	223
Weighted Base	1579	1291	288	163	541	535	331	320	440	732	1375	200
The Conservative Party	541	415	126	50	215	174	95	70	168	270	472	67
	34%	32%	44%	31%	40%	33%	29%	22%	38%	37%	34%	33%
The Liberals			A		EF				G	G		
	331	281	49	42	107	115	68	78	84	146	283	46
	21%	22%	17%	26%	20%	21%	20%	24%	19%	20%	21%	23%
The New Democratic Party												
	520	432	88	49	157	181	133	128	132	234	444	75
	33%	33%	31%	30%	29%	34%	40%	40%	30%	32%	32%	38%
The Bloc Quebecois							D	HI				
	109	92	17	13	44	36	16	25	38	43	107	2
	7%	7%	6%	8%	8%	7%	5%	8%	9%	6%	8%	1%
The Green Party											K	
	66	61	6	7	18	23	15	17	15	32	57	9
	4%	5%	2%	4%	3%	4%	5%	5%	3%	4%	4%	4%
Other												
	13	11	2	1	1	7	4	3	4	6	12	1
	1%	1%	1%	1%	0	1%	1%	1%	1%	1%	1%	0

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 TYPE		EDUCATION				INCOME			BORN IN CANADA	
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +	Yes	No
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	2008	1660	348	173	518	836	471	394	554	935	1730	271
Weighted Base	2009	1639	370	239	709	647	398	459	571	854	1731	268
Strongly approve	255	199	56	29	94	81	47	50	78	110	210	43
	13%	12%	15%	12%	13%	12%	12%	11%	14%	13%	12%	16%
Somewhat approve	582	471	111	58	235	176	107	116	154	265	502	78
	29%	29%	30%	24%	33%	27%	27%	25%	27%	31%	29%	29%
					E							
Somewhat disapprove	596	501	95	72	226	176	121	126	188	257	503	92
	30%	31%	26%	30%	32%	27%	30%	27%	33%	30%	29%	34%
Strongly disapprove	545	451	94	71	144	204	123	161	142	220	498	45
	27%	28%	25%	30%	20%	32%	31%	35%	25%	26%	29%	17%
				D		D	D	HI			K	
Don't know/Refused	31	17	14	8	10	10	1	5	10	3	19	10
	2%	1%	4%	3%	1%	2%	0	1%	2%	0	1%	4%
			A	F					I			J
TOPBOX & LOWBOX SUMMARY												
Approve (Top2Box)	838	670	168	87	329	257	154	166	232	374	712	121
	42%	41%	45%	37%	46%	40%	39%	36%	41%	44%	41%	45%
					CEF					G		
Disapprove (Low2Box)	1140	951	189	143	370	380	244	288	330	477	1000	137
	57%	58%	51%	60%	52%	59%	61%	63%	58%	56%	58%	51%
		B				D	D	I				

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