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

|                       |       | Gei  | nder   |       | AGE   |     |  | EDUC | CATION   |           |              |             | DECI        | DED VOTER - | LEANERS INCLUI | DED   |             |          |
|-----------------------|-------|------|--------|-------|-------|-----|--|------|----------|-----------|--------------|-------------|-------------|-------------|----------------|-------|-------------|----------|
|                       | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The</th><th>The Liberal</th><th>The New</th><th>The Bloc</th><th>GREEN</th><th>Other</th><th>Would not</th><th>Don't</th></hs<> | HS   | Post Sec | Univ Grad | The          | The Liberal | The New     | The Bloc    | GREEN          | Other | Would not   | Don't    |
|                       |       |      |        |       |       |     |  |      |          |           | Conservative | Party       | Democratic  | Quebecois   | PARTY HERE     |       | vote/None/  | Know/Not |
|                       |       |      |        |       |       |     |  |      |          |           | Party        |             | Party (NDP) | (BQ)        |                |       | Would spoil | sure     |
|                       |       |      |        |       |       |     |  |      |          |           |              |             |             | , "         |                |       | hallot      |          |
|                       |       | Α    | В      | С     | D     | E   | F  | G    | Н        | 1         | J            | K           | L           | M           | N              | 0     | Р           | Q        |
|                       |       |      |        |       |       |     |  |      |          |           |              |             |             |             |                |       |             |          |
| Base: All Respondents | 1001  | 486  | 515    | 272   | 384   | 345 | 58   | 209  | 447      | 287       | 291          | 294         | 214         | 29          | 26             | 6     | 55          | 86       |
| Weighted              | 1001  | 474  | 527    | 194   | 385   | 422 | 97   | 357  | 392      | 154       | 302          | 283         | 213         | 31          | 24             | 5     | 55          | 88       |
| Stephen Harper        | 385   | 191  | 193    | 73    | 141   | 171 | 38   | 148  | 141      | 57        | 272          | 34          | 19          | 3           | 1              | 1     | 23          | 30       |
|                       | 38%   | 40%  | 37%    | 37%   | 37%   | 40% | 39%  | 42%  | 36%      | 37%       | 90%          | 12%         | 9%          | 10%         | 5%             | 20%   | 42%         | 34%      |
|                       |       |      |        |       |       |     | *  |      |          |           | KLPQ         |             |             | **          | **             | **    | KL*         | KL*      |
| Justin Trudeau        | 303   | 136  | 167    | 67    | 122   | 114 | 27   | 104  | 126      | 46        | 13           | 203         | 25          | 10          | 8              | 1     | 12          | 31       |
|                       | 30%   | 29%  | 32%    | 34%   | 32%   | 27% | 28%  | 29%  | 32%      | 30%       | 4%           | 72%         | 12%         | 33%         | 31%            | 11%   | 22%         | 35%      |
|                       |       |      |        |       |       |     | *  |      |          |           |              | JLPQ        | J           | **          | **             | **    | J*          | JL*      |
| Thomas Mulcair        | 313   | 146  | 167    | 55    | 121   | 137 | 32   | 105  | 125      | 51        | 16           | 45          | 168         | 18          | 15             | 4     | 20          | 27       |
|                       | 31%   | 31%  | 32%    | 28%   | 32%   | 32% | 33%  | 29%  | 32%      | 33%       | 5%           | 16%         | 79%         | 57%         | 63%            | 69%   | 36%         | 30%      |
|                       |       |      |        |       |       |     | *  |      |          |           |              | J           | JKPQ        | **          | **             | **    | JK*         | JK*      |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

### 2\_1. [Someone you can trust]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|                       |       | Gei  | nder   |       | AGE   |     |  | EDUC | ATION    |           |              |             | DECI        | DED VOTER - | LEANERS INCLU | DED   |             |          |
|-----------------------|-------|------|--------|-------|-------|-----|--|------|----------|-----------|--------------|-------------|-------------|-------------|---------------|-------|-------------|----------|
|                       | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The</th><th>The Liberal</th><th>The New</th><th>The Bloc</th><th>GREEN</th><th>Other</th><th>Would not</th><th>Don't</th></hs<> | HS   | Post Sec | Univ Grad | The          | The Liberal | The New     | The Bloc    | GREEN         | Other | Would not   | Don't    |
|                       |       |      |        |       |       |     |  |      |          |           | Conservative | Party       | Democratic  | Quebecois   | PARTY HERE    |       | vote/None/  | Know/Not |
|                       |       |      |        |       |       |     |  |      |          |           | Party        |             | Party (NDP) | (BQ)        |               |       | Would spoil | sure     |
|                       |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       | ballot      |          |
|                       |       | Α    | В      | С     | D     | E   | F  | G    | Н        | 1         | J            | K           | L           | M           | N             | 0     | Р           | Q        |
|                       |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Base: All Respondents | 1001  | 486  | 515    | 272   | 384   | 345 | 58   | 209  | 447      | 287       | 291          | 294         | 214         | 29          | 26            | 6     | 55          | 86       |
| Weighted              | 1001  | 474  | 527    | 194   | 385   | 422 | 97   | 357  | 392      | 154       | 302          | 283         | 213         | 31          | 24            | 5     | 55          | 88       |
| Someone you can trust |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Stephen Harper        | 365   | 182  | 183    | 65    | 129   | 171 | 32   | 153  | 131      | 50        | 254          | 32          | 19          | 6           | -             | 1     | 23          | 29       |
|                       | 36%   | 38%  | 35%    | 34%   | 34%   | 40% | 33%  | 43%  | 33%      | 32%       | 84%          | 11%         | 9%          | 20%         | -             | 20%   | 42%         | 33%      |
|                       |       |      |        |       |       |     | *  | HI   |          |           | KLPQ         |             |             | **          | **            | **    | KL*         | KL*      |
| Thomas Mulcair        | 325   | 145  | 179    | 64    | 128   | 133 | 35   | 106  | 125      | 58        | 31           | 42          | 164         | 20          | 14            | 4     | 19          | 30       |
|                       | 32%   | 31%  | 34%    | 33%   | 33%   | 32% | 36%  | 30%  | 32%      | 38%       | 10%          | 15%         | 77%         | 65%         | 59%           | 80%   | 34%         | 35%      |
|                       |       |      |        |       |       |     | *  |      |          |           |              |             | JKPQ        | **          | **            | **    | JK*         | JK*      |
| Justin Trudeau        | 311   | 146  | 165    | 65    | 128   | 118 | 30   | 98   | 137      | 47        | 16           | 209         | 30          | 5           | 10            | -     | 13          | 28       |
|                       | 31%   | 31%  | 31%    | 33%   | 33%   | 28% | 31%  | 27%  | 35%      | 30%       | 5%           | 74%         | 14%         | 16%         | 41%           | -     | 24%         | 32%      |
|                       |       |      |        |       |       |     | *  |      |          |           |              | JLPQ        | J           | **          | **            | **    | J*          | JL*      |

<sup>-</sup> Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

# 2\_2. [Someone who will get things done]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|                                  |       | Ge   | nder   |       | AGE   |     |   | EDUC | CATION   |           |                              |                      | DECI                           | DED VOTER -                   | LEANERS INCLU       | DED   |  |                           |
|----------------------------------|-------|------|--------|-------|-------|-----|---|------|----------|-----------|------------------------------|----------------------|--------------------------------|-------------------------------|---------------------|-------|--|---------------------------|
|                                  | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The<br/>Conservative<br/>Party</th><th>The Liberal<br/>Party</th><th>The New Democratic Party (NDP)</th><th>The Bloc<br/>Quebecois<br/>(BQ)</th><th>GREEN<br/>PARTY HERE</th><th>Other</th><th>Would not<br/>vote/None/<br/>Would spoil</th><th>Don't<br/>Know/Not<br/>sure</th></hs<> | HS   | Post Sec | Univ Grad | The<br>Conservative<br>Party | The Liberal<br>Party | The New Democratic Party (NDP) | The Bloc<br>Quebecois<br>(BQ) | GREEN<br>PARTY HERE | Other | Would not<br>vote/None/<br>Would spoil | Don't<br>Know/Not<br>sure |
|                                  |       |      |        | _     |       | _   |   | _    |          |           | raity                        |                      | raity (NDF)                    |                               |                     |       | hallot                                 |                           |
|                                  |       | A    | В      | С     | D     | E   | F   | G    | H        | l         | J                            | K                    | L                              | M                             | N                   | 0     | Р                                      | Q                         |
| Base: All Respondents            | 1001  | 486  | 515    | 272   | 384   | 345 | 58  | 209  | 447      | 287       | 291                          | 294                  | 214                            | 29                            | 26                  | 6     | 55                                     | 86                        |
| Weighted                         | 1001  | 474  | 527    | 194   | 385   | 422 | 97  | 357  | 392      | 154       | 302                          | 283                  | 213                            | 31                            | 24                  | 5     | 55                                     | 88                        |
| Someone who will get things done |       |      |        |       |       |     |   |      |          |           |                              |                      |                                |                               |                     |       |  |                           |
| Stephen Harper                   | 395   | 194  | 201    | 66    | 151   | 177 | 30  | 155  | 149      | 59        | 264                          | 48                   | 21                             | 6                             | 2                   | 2     | 24                                     | 28                        |
|                                  | 39%   | 41%  | 38%    | 34%   | 39%   | 42% | 31%   | 44%  | 38%      | 38%       | 87%                          | 17%                  | 10%                            | 20%                           | 10%                 | 31%   | 43%                                    | 31%                       |
|                                  |       |      |        |       |       |     | *   |      |          |           | KLPQ                         |                      |                                | **                            | **                  | **    | KL*                                    | KL*                       |
| Thomas Mulcair                   | 299   | 142  | 157    | 59    | 114   | 125 | 39  | 98   | 113      | 48        | 24                           | 35                   | 161                            | 16                            | 12                  | 3     | 16                                     | 32                        |
|                                  | 30%   | 30%  | 30%    | 31%   | 30%   | 30% | 40%   | 28%  | 29%      | 31%       | 8%                           | 12%                  | 76%                            | 53%                           | 48%                 | 51%   | 29%                                    | 36%                       |
|                                  |       |      |        |       |       |     | *   |      |          |           |                              |                      | JKPQ                           | **                            | **                  | **    | JK*                                    | JK*                       |
| Justin Trudeau                   | 308   | 138  | 170    | 68    | 119   | 120 | 28  | 103  | 130      | 47        | 14                           | 200                  | 30                             | 9                             | 10                  | 1     | 15                                     | 28                        |
|                                  | 31%   | 29%  | 32%    | 35%   | 31%   | 28% | 28%   | 29%  | 33%      | 30%       | 5%                           | 71%                  | 14%                            | 28%                           | 42%                 | 18%   | 28%                                    | 32%                       |
|                                  |       |      |        |       |       |     | *   |      |          |           |                              | JLPQ                 | J                              | **                            | **                  | **    | JL*                                    | JL*                       |

<sup>-</sup> Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

### 2\_3. [Someone who has what it takes to lead Canada]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|  |       | Ger  | nder   |       | AGE   |     |  | EDUC | ATION    |           |              |             | DECI        | DED VOTER - | LEANERS INCLU | DED   |             |          |
|--|-------|------|--------|-------|-------|-----|--|------|----------|-----------|--------------|-------------|-------------|-------------|---------------|-------|-------------|----------|
|  | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The</th><th>The Liberal</th><th>The New</th><th>The Bloc</th><th>GREEN</th><th>Other</th><th>Would not</th><th>Don't</th></hs<> | HS   | Post Sec | Univ Grad | The          | The Liberal | The New     | The Bloc    | GREEN         | Other | Would not   | Don't    |
|  |       |      |        |       |       |     |  |      |          |           | Conservative | Party       | Democratic  | Quebecois   | PARTY HERE    |       | vote/None/  | Know/Not |
|  |       |      |        |       |       |     |  |      |          |           | Party        |             | Party (NDP) | (BQ)        |               |       | Would spoil | sure     |
|  |       |      |        |       |       |     |  |      |          |           |              |             | 1 0 0, (1)  |             |               |       | ballot      |          |
|  |       | Α    | В      | С     | D     | Е   | F  | G    | Н        | I         | J            | K           | L           | М           | N             | 0     | Р           | Q        |
|  |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Base: All Respondents                        | 1001  | 486  | 515    | 272   | 384   | 345 | 58   | 209  | 447      | 287       | 291          | 294         | 214         | 29          | 26            | 6     | 55          | 86       |
| Weighted                                     | 1001  | 474  | 527    | 194   | 385   | 422 | 97   | 357  | 392      | 154       | 302          | 283         | 213         | 31          | 24            | 5     | 55          | 88       |
| Someone who has what it takes to lead Canada |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
|  |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Stephen Harper                               | 399   | 197  | 202    | 79    | 138   | 182 | 38   | 156  | 146      | 59        | 275          | 40          | 26          | 3           | 2             | 2     | 23          | 28       |
|  | 40%   | 42%  | 38%    | 41%   | 36%   | 43% | 39%  | 44%  | 37%      | 38%       | 91%          | 14%         | 12%         | 10%         | 10%           | 31%   | 42%         | 32%      |
|  |       |      |        |       |       |     | *  |      |          |           | KLPQ         |             |             | **          | **            | **    | KL*         | KL*      |
| Thomas Mulcair                               | 286   | 129  | 157    | 50    | 118   | 118 | 28   | 92   | 119      | 48        | 10           | 40          | 161         | 17          | 13            | 3     | 19          | 23       |
|  | 29%   | 27%  | 30%    | 26%   | 31%   | 28% | 28%  | 26%  | 30%      | 31%       | 3%           | 14%         | 75%         | 56%         | 55%           | 51%   | 34%         | 26%      |
|  |       |      |        |       |       |     | *  |      |          |           |              | J           | JKPQ        | **          | **            | **    | JK*         | JK*      |
| Justin Trudeau                               | 316   | 148  | 168    | 65    | 129   | 122 | 32   | 109  | 127      | 48        | 17           | 203         | 26          | 10          | 9             | 1     | 13          | 37       |
|  | 32%   | 31%  | 32%    | 33%   | 34%   | 29% | 33%  | 30%  | 32%      | 31%       | 6%           | 72%         | 12%         | 33%         | 35%           | 18%   | 24%         | 43%      |
|  |       |      |        |       |       |     | *  |      |          |           |              | JLPQ        | J           | **          | **            | **    | J*          | JLP*     |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

# 2\_4. [Someone who has a hidden agenda]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|                                 |       | Gei  | nder   |       | AGE   |     |  | EDUC | ATION    |           |              |             | DECI            | DED VOTER - | LEANERS INCLUI | DED   |             |          |
|---------------------------------|-------|------|--------|-------|-------|-----|--|------|----------|-----------|--------------|-------------|-----------------|-------------|----------------|-------|-------------|----------|
|                                 | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The</th><th>The Liberal</th><th>The New</th><th>The Bloc</th><th>GREEN</th><th>Other</th><th>Would not</th><th>Don't</th></hs<> | HS   | Post Sec | Univ Grad | The          | The Liberal | The New         | The Bloc    | GREEN          | Other | Would not   | Don't    |
|                                 |       |      |        |       |       |     |  |      |          |           | Conservative | Party       | Democratic      | Quebecois   | PARTY HERE     |       | vote/None/  | Know/Not |
|                                 |       |      |        |       |       |     |  |      |          |           | Party        |             | Party (NDP)     | (BQ)        |                |       | Would spoil |          |
|                                 |       |      |        |       |       |     |  |      |          |           | ,            |             | i direy (idali) | (54)        |                |       | hallot      | 50.15    |
|                                 |       | А    | В      | С     | D     | Е   | F  | G    | Н        | I         | J            | K           | L               | М           | N              | 0     | Р           | Q        |
|                                 |       |      |        |       |       |     |  |      |          |           |              |             |                 |             |                |       |             |          |
| Base: All Respondents           | 1001  | 486  | 515    | 272   | 384   | 345 | 58   | 209  | 447      | 287       | 291          | 294         | 214             | 29          | 26             | 6     | 55          | 86       |
| Weighted                        | 1001  | 474  | 527    | 194   | 385   | 422 | 97   | 357  | 392      | 154       | 302          | 283         | 213             | 31          | 24             | 5     | 55          | 88       |
| Someone who has a hidden agenda |       |      |        |       |       |     |  |      |          |           |              |             |                 |             |                |       |             |          |
| Stephen Harper                  | 478   | 215  | 263    | 107   | 183   | 188 | 45   | 148  | 200      | 84        | 54           | 184         | 133             | 16          | 19             | 4     | 29          | 39       |
|                                 | 48%   | 45%  | 50%    | 55%   | 47%   | 45% | 47%  | 42%  | 51%      | 55%       | 18%          | 65%         | 63%             | 53%         | 77%            | 66%   | 53%         | 44%      |
|                                 |       |      |        | Е     |       |     | *  |      | G        | G         |              | JQ          | JQ              | **          | **             | **    | J*          | J*       |
| Thomas Mulcair                  | 194   | 93   | 101    | 34    | 69    | 91  | 20   | 76   | 70       | 29        | 79           | 51          | 25              | 6           | 3              | -     | 9           | 21       |
|                                 | 19%   | 20%  | 19%    | 18%   | 18%   | 22% | 20%  | 21%  | 18%      | 19%       | 26%          | 18%         | 12%             | 19%         | 13%            | -     | 15%         | 23%      |
|                                 |       |      |        |       |       |     | *  |      |          |           | KL           |             |                 | **          | **             | **    | *           | L*       |
| Justin Trudeau                  | 329   | 165  | 164    | 53    | 133   | 142 | 32   | 133  | 122      | 41        | 169          | 47          | 54              | 9           | 2              | 2     | 18          | 28       |
|                                 | 33%   | 35%  | 31%    | 27%   | 35%   | 34% | 33%  | 37%  | 31%      | 27%       | 56%          | 17%         | 25%             | 28%         | 10%            | 34%   | 32%         | 32%      |
|                                 |       |      |        |       |       |     | *  | 1    |          |           | KLPQ         |             | К               | **          | **             | **    | K*          | K*       |

<sup>-</sup> Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

# 2\_5. [Someone who is best to manage during tough economic times]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|  |       | Ger  | nder   |       | AGE   |     |  | EDUC | ATION    |           |              |             | DECI        | DED VOTER - | LEANERS INCLU | DED   |             |          |
|--|-------|------|--------|-------|-------|-----|--|------|----------|-----------|--------------|-------------|-------------|-------------|---------------|-------|-------------|----------|
|  | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The</th><th>The Liberal</th><th>The New</th><th>The Bloc</th><th>GREEN</th><th>Other</th><th>Would not</th><th>Don't</th></hs<> | HS   | Post Sec | Univ Grad | The          | The Liberal | The New     | The Bloc    | GREEN         | Other | Would not   | Don't    |
|  |       |      |        |       |       |     |  |      |          |           | Conservative | Party       | Democratic  | Quebecois   | PARTY HERE    |       | vote/None/  | Know/Not |
|  |       |      |        |       |       |     |  |      |          |           | Party        |             | Party (NDP) | (BQ)        |               |       | Would spoil | sure     |
|  |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       | hallot      |          |
|  |       | Α    | В      | С     | D     | Е   | F  | G    | Н        | I         | J            | K           | L           | M           | N             | 0     | Р           | Q        |
|  |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Base: All Respondents                      | 1001  | 486  | 515    | 272   | 384   | 345 | 58   | 209  | 447      | 287       | 291          | 294         | 214         | 29          | 26            | 6     | 55          | 86       |
| Weighted                                   | 1001  | 474  | 527    | 194   | 385   | 422 | 97   | 357  | 392      | 154       | 302          | 283         | 213         | 31          | 24            | 5     | 55          | 88       |
| Someone who is best to manage during tough |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| economic times                             |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Stephen Harper                             | 451   | 231  | 220    | 85    | 156   | 210 | 37   | 174  | 176      | 65        | 276          | 67          | 41          | 7           | 4             | 2     | 23          | 31       |
|  | 45%   | 49%  | 42%    | 44%   | 41%   | 50% | 37%  | 49%  | 45%      | 42%       | 91%          | 24%         | 19%         | 22%         | 15%           | 31%   | 41%         | 36%      |
|  |       | В    |        |       |       | D   | *  |      |          |           | KLPQ         |             |             | **          | **            | **    | KL*         | L*       |
| Thomas Mulcair                             | 279   | 117  | 162    | 45    | 113   | 122 | 34   | 87   | 112      | 47        | 11           | 41          | 150         | 13          | 14            | 3     | 21          | 27       |
|  | 28%   | 25%  | 31%    | 23%   | 29%   | 29% | 35%  | 24%  | 28%      | 30%       | 4%           | 14%         | 71%         | 44%         | 58%           | 51%   | 37%         | 30%      |
|  |       |      |        |       |       |     | *  |      |          |           |              | J           | JKPQ        | **          | **            | **    | JK*         | JK*      |
| Justin Trudeau                             | 270   | 125  | 145    | 64    | 116   | 90  | 27   | 95   | 105      | 43        | 15           | 174         | 21          | 11          | 6             | 1     | 12          | 30       |
|  | 27%   | 26%  | 28%    | 33%   | 30%   | 21% | 28%  | 27%  | 27%      | 28%       | 5%           | 62%         | 10%         | 34%         | 26%           | 18%   | 21%         | 34%      |
|  |       |      |        | E     | Е     |     | *  |      |          |           |              | JLPQ        |             | **          | **            | **    | JL*         | JL*      |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

### 2\_6. [Someone who wants to be Prime Minister for the right reasons]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|  |       | Ger  | nder   |       | AGE   |     |  | EDUC | ATION    |           |              |             | DECI        | DED VOTER - | LEANERS INCLU | DED   |             |          |
|--|-------|------|--------|-------|-------|-----|--|------|----------|-----------|--------------|-------------|-------------|-------------|---------------|-------|-------------|----------|
|  | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The</th><th>The Liberal</th><th>The New</th><th>The Bloc</th><th>GREEN</th><th>Other</th><th>Would not</th><th>Don't</th></hs<> | HS   | Post Sec | Univ Grad | The          | The Liberal | The New     | The Bloc    | GREEN         | Other | Would not   | Don't    |
|  |       |      |        |       |       |     |  |      |          |           | Conservative | Party       | Democratic  | Quebecois   | PARTY HERE    |       | vote/None/  | Know/Not |
|  |       |      |        |       |       |     |  |      |          |           | Party        |             | Party (NDP) | (BQ)        |               |       | Would spoil | sure     |
|  |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       | ballot      |          |
|  |       | Α    | В      | С     | D     | Е   | F  | G    | Н        | I         | J            | K           | L           | M           | N             | 0     | Р           | Q        |
|  |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Base: All Respondents                      | 1001  | 486  | 515    | 272   | 384   | 345 | 58   | 209  | 447      | 287       | 291          | 294         | 214         | 29          | 26            | 6     | 55          | 86       |
| Weighted                                   | 1001  | 474  | 527    | 194   | 385   | 422 | 97   | 357  | 392      | 154       | 302          | 283         | 213         | 31          | 24            | 5     | 55          | 88       |
| Someone who wants to be Prime Minister for |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| the right reasons                          |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Stephen Harper                             | 360   | 184  | 177    | 66    | 125   | 170 | 30   | 144  | 134      | 53        | 255          | 30          | 21          | 3           | -             | 1     | 18          | 31       |
|  | 36%   | 39%  | 33%    | 34%   | 32%   | 40% | 31%  | 40%  | 34%      | 34%       | 85%          | 11%         | 10%         | 10%         | -             | 20%   | 33%         | 35%      |
|  |       |      |        |       |       |     | *  |      |          |           | KLPQ         |             |             | **          | **            | **    | KL*         | KL*      |
| Thomas Mulcair                             | 331   | 151  | 181    | 56    | 133   | 142 | 36   | 109  | 134      | 52        | 28           | 56          | 165         | 20          | 15            | 2     | 19          | 27       |
|  | 33%   | 32%  | 34%    | 29%   | 35%   | 34% | 37%  | 31%  | 34%      | 34%       | 9%           | 20%         | 77%         | 66%         | 63%           | 37%   | 35%         | 31%      |
|  |       |      |        |       |       |     | *  |      |          |           |              | J           | JKPQ        | **          | **            | **    | JK*         | J*       |
| Justin Trudeau                             | 310   | 140  | 170    | 72    | 127   | 111 | 32   | 104  | 124      | 50        | 19           | 197         | 27          | 7           | 9             | 2     | 18          | 30       |
|  | 31%   | 29%  | 32%    | 37%   | 33%   | 26% | 33%  | 29%  | 32%      | 32%       | 6%           | 70%         | 13%         | 24%         | 37%           | 43%   | 32%         | 34%      |
|  |       |      |        | E     |       |     | *  |      |          |           |              | JLPQ        | J           | **          | **            | **    | JL*         | JL*      |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

### 2\_7. [Someone who has a vision of Canada that you can support]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|   |       | Ger  | nder   |       | AGE   |     |  | EDUC | ATION    |           |              |             | DECI        | DED VOTER - | LEANERS INCLU | DED   |             |          |
|---|-------|------|--------|-------|-------|-----|--|------|----------|-----------|--------------|-------------|-------------|-------------|---------------|-------|-------------|----------|
|   | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The</th><th>The Liberal</th><th>The New</th><th>The Bloc</th><th>GREEN</th><th>Other</th><th>Would not</th><th>Don't</th></hs<> | HS   | Post Sec | Univ Grad | The          | The Liberal | The New     | The Bloc    | GREEN         | Other | Would not   | Don't    |
|   |       |      |        |       |       |     |  |      |          |           | Conservative | Party       | Democratic  | Quebecois   | PARTY HERE    |       | vote/None/  | Know/Not |
|   |       |      |        |       |       |     |  |      |          |           | Party        |             | Party (NDP) | (BQ)        |               |       | Would spoil | sure     |
|   |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       | ballot      |          |
|   |       | Α    | В      | С     | D     | E   | F  | G    | Н        | I         | J            | K           | L           | M           | N             | 0     | Р           | Q        |
|   |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Base: All Respondents                       | 1001  | 486  | 515    | 272   | 384   | 345 | 58   | 209  | 447      | 287       | 291          | 294         | 214         | 29          | 26            | 6     | 55          | 86       |
| Weighted                                    | 1001  | 474  | 527    | 194   | 385   | 422 | 97   | 357  | 392      | 154       | 302          | 283         | 213         | 31          | 24            | 5     | 55          | 88       |
| Someone who has a vision of Canada that you |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| can support                                 |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Stephen Harper                              | 371   | 183  | 188    | 68    | 140   | 162 | 31   | 147  | 140      | 53        | 270          | 32          | 18          | 3           | -             | 1     | 21          | 26       |
|   | 37%   | 39%  | 36%    | 35%   | 36%   | 38% | 32%  | 41%  | 36%      | 34%       | 89%          | 11%         | 9%          | 10%         | -             | 20%   | 37%         | 29%      |
|   |       |      |        |       |       |     | *  |      |          |           | KLPQ         |             |             | **          | **            | **    | KL*         | KL*      |
| Thomas Mulcair                              | 301   | 139  | 162    | 59    | 118   | 125 | 34   | 96   | 125      | 46        | 17           | 40          | 159         | 17          | 17            | 4     | 20          | 28       |
|   | 30%   | 29%  | 31%    | 30%   | 31%   | 30% | 35%  | 27%  | 32%      | 30%       | 5%           | 14%         | 75%         | 57%         | 68%           | 69%   | 36%         | 32%      |
|   |       |      |        |       |       |     | *  |      |          |           |              | J           | JKPQ        | **          | **            | **    | JK*         | JK*      |
| Justin Trudeau                              | 329   | 152  | 177    | 67    | 126   | 135 | 32   | 114  | 128      | 55        | 16           | 210         | 36          | 10          | 8             | 1     | 15          | 34       |
|   | 33%   | 32%  | 34%    | 35%   | 33%   | 32% | 33%  | 32%  | 33%      | 36%       | 5%           | 74%         | 17%         | 34%         | 32%           | 11%   | 26%         | 38%      |
|   |       |      |        |       |       |     | *  |      |          |           |              | JLPQ        | J           | **          | **            | **    | J*          | JL*      |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

# 2\_8. [Someone who will provide an open, responsible, and ethical government]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|                                     |       | Ger  | nder   |       | AGE   |     |  | EDUC | ATION    |           |              |             | DECI        | DED VOTER - | LEANERS INCLU | DED   |             |          |
|-------------------------------------|-------|------|--------|-------|-------|-----|--|------|----------|-----------|--------------|-------------|-------------|-------------|---------------|-------|-------------|----------|
|                                     | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The</th><th>The Liberal</th><th>The New</th><th>The Bloc</th><th>GREEN</th><th>Other</th><th>Would not</th><th>Don't</th></hs<> | HS   | Post Sec | Univ Grad | The          | The Liberal | The New     | The Bloc    | GREEN         | Other | Would not   | Don't    |
|                                     |       |      |        |       |       |     |  |      |          |           | Conservative | Party       | Democratic  | Quebecois   | PARTY HERE    |       | vote/None/  | Know/Not |
|                                     |       |      |        |       |       |     |  |      |          |           | Party        |             | Party (NDP) | (BQ)        |               |       | Would spoil | sure     |
|                                     |       | Α    | В      | С     | D     | Е   | F  | G    | Н        | I         | J            | K           | L           | M           | N             | 0     | hallot<br>P | Q        |
|                                     |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Base: All Respondents               | 1001  | 486  | 515    | 272   | 384   | 345 | 58   | 209  | 447      | 287       | 291          | 294         | 214         | 29          | 26            | 6     | 55          | 86       |
| Weighted                            | 1001  | 474  | 527    | 194   | 385   | 422 | 97   | 357  | 392      | 154       | 302          | 283         | 213         | 31          | 24            | 5     | 55          | 88       |
| Someone who will provide an open,   |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| responsible, and ethical government |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Stephen Harper                      | 323   | 152  | 170    | 61    | 125   | 137 | 28   | 134  | 120      | 41        | 228          | 31          | 14          | 6           | -             | 1     | 18          | 25       |
|                                     | 32%   | 32%  | 32%    | 31%   | 32%   | 32% | 29%  | 37%  | 31%      | 26%       | 76%          | 11%         | 6%          | 20%         | -             | 20%   | 32%         | 28%      |
|                                     |       |      |        |       |       |     | *  | I    |          |           | KLPQ         |             |             | **          | **            | **    | KL*         | KL*      |
| Thomas Mulcair                      | 345   | 172  | 173    | 62    | 130   | 154 | 36   | 107  | 140      | 63        | 45           | 55          | 165         | 17          | 15            | 3     | 18          | 28       |
|                                     | 34%   | 36%  | 33%    | 32%   | 34%   | 36% | 37%  | 30%  | 36%      | 41%       | 15%          | 20%         | 77%         | 55%         | 60%           | 62%   | 32%         | 32%      |
|                                     |       |      |        |       |       |     | *  |      |          | G         |              |             | JKPQ        | **          | **            | **    | J*          | JK*      |
| Justin Trudeau                      | 333   | 149  | 184    | 72    | 130   | 131 | 33   | 116  | 133      | 51        | 29           | 197         | 34          | 8           | 10            | 1     | 20          | 35       |
|                                     | 33%   | 31%  | 35%    | 37%   | 34%   | 31% | 34%  | 33%  | 34%      | 33%       | 10%          | 70%         | 16%         | 25%         | 40%           | 18%   | 35%         | 40%      |
|                                     |       |      |        |       |       |     | *  |      |          |           |              | JLPQ        |             | **          | **            | **    | JL*         | JL*      |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

### 2\_9. [Someone who will best lead and represent Canada on the world stage]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|  |       | Ger  | nder   |       | AGE   |     |   | EDUC | ATION    |           |                  |                      | DECI               | DED VOTER -           | LEANERS INCLU       | DED   |                      |                   |
|--|-------|------|--------|-------|-------|-----|---|------|----------|-----------|------------------|----------------------|--------------------|-----------------------|---------------------|-------|----------------------|-------------------|
|  | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The Conservative</th><th>The Liberal<br/>Party</th><th>The New Democratic</th><th>The Bloc<br/>Quebecois</th><th>GREEN<br/>PARTY HERE</th><th>Other</th><th>Would not vote/None/</th><th>Don't<br/>Know/Not</th></hs<> | HS   | Post Sec | Univ Grad | The Conservative | The Liberal<br>Party | The New Democratic | The Bloc<br>Quebecois | GREEN<br>PARTY HERE | Other | Would not vote/None/ | Don't<br>Know/Not |
|  |       |      |        |       |       |     |   |      |          |           | Party            |                      | Party (NDP)        | (BQ)                  |                     |       | Would spoil hallot   | sure              |
|  |       | Α    | В      | С     | D     | Е   | F   | G    | Н        | 1         | J                | K                    | L                  | М                     | N                   | 0     | Р                    | Q                 |
|  |       |      |        |       |       |     |   |      |          |           |                  |                      |                    |                       |                     |       |                      |                   |
| Base: All Respondents                    | 1001  | 486  | 515    | 272   | 384   | 345 | 58  | 209  | 447      | 287       | 291              | 294                  | 214                | 29                    | 26                  | 6     | 55                   | 86                |
| Weighted                                 | 1001  | 474  | 527    | 194   | 385   | 422 | 97  | 357  | 392      | 154       | 302              | 283                  | 213                | 31                    | 24                  | 5     | 55                   | 88                |
| Someone who will best lead and represent |       |      |        |       |       |     |   |      |          |           |                  |                      |                    |                       |                     |       |                      |                   |
| Canada on the world stage                |       |      |        |       |       |     |   |      |          |           |                  |                      |                    |                       |                     |       |                      |                   |
| Stephen Harper                           | 391   | 197  | 193    | 69    | 144   | 177 | 38  | 148  | 149      | 56        | 267              | 41                   | 20                 | 4                     | 4                   | 1     | 26                   | 28                |
|  | 39%   | 42%  | 37%    | 36%   | 37%   | 42% | 39%   | 41%  | 38%      | 36%       | 88%              | 15%                  | 10%                | 12%                   | 14%                 | 20%   | 47%                  | 32%               |
|  |       |      |        |       |       |     | *   |      |          |           | KLPQ             |                      |                    | **                    | **                  | **    | KL*                  | KL*               |
| Thomas Mulcair                           | 276   | 126  | 150    | 41    | 107   | 127 | 31  | 88   | 113      | 45        | 19               | 36                   | 152                | 16                    | 13                  | 3     | 15                   | 20                |
|  | 28%   | 27%  | 28%    | 21%   | 28%   | 30% | 32%   | 25%  | 29%      | 29%       | 6%               | 13%                  | 72%                | 53%                   | 55%                 | 62%   | 27%                  | 23%               |
|  |       |      |        |       |       | С   | *   |      |          |           |                  | J                    | JKPQ               | **                    | **                  | **    | JK*                  | JK*               |
| Justin Trudeau                           | 335   | 151  | 184    | 84    | 133   | 117 | 29  | 122  | 131      | 53        | 16               | 206                  | 40                 | 11                    | 8                   | 1     | 14                   | 39                |
|  | 33%   | 32%  | 35%    | 43%   | 35%   | 28% | 30%   | 34%  | 33%      | 35%       | 5%               | 73%                  | 19%                | 34%                   | 31%                 | 18%   | 25%                  | 45%               |
|  |       |      |        | DE    |       |     | *   |      |          |           |                  | JLPQ                 | J                  | **                    | **                  | **    | J*                   | JLP*              |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

# 2\_10. [Someone whose values best represent my own]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|  |       | Ger  | nder   |       | AGE   |     |  | EDUC | ATION    |           |              |             | DECI        | DED VOTER - | LEANERS INCLU | DED   |             |          |
|--|-------|------|--------|-------|-------|-----|--|------|----------|-----------|--------------|-------------|-------------|-------------|---------------|-------|-------------|----------|
|  | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th><th>The</th><th>The Liberal</th><th>The New</th><th>The Bloc</th><th>GREEN</th><th>Other</th><th>Would not</th><th>Don't</th></hs<> | HS   | Post Sec | Univ Grad | The          | The Liberal | The New     | The Bloc    | GREEN         | Other | Would not   | Don't    |
|  |       |      |        |       |       |     |  |      |          |           | Conservative | Party       | Democratic  | Quebecois   | PARTY HERE    |       | vote/None/  | Know/Not |
|  |       |      |        |       |       |     |  |      |          |           | Party        |             | Party (NDP) | (BQ)        |               |       | Would spoil | sure     |
|  |       |      |        |       |       |     |  |      |          |           | ,            |             |             | (= = 4)     |               |       | ballot      |          |
|  |       | Α    | В      | С     | D     | E   | F  | G    | Н        | 1         | J            | K           | L           | M           | N             | 0     | Р           | Q        |
|  |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Base: All Respondents                      | 1001  | 486  | 515    | 272   | 384   | 345 | 58   | 209  | 447      | 287       | 291          | 294         | 214         | 29          | 26            | 6     | 55          | 86       |
| Weighted                                   | 1001  | 474  | 527    | 194   | 385   | 422 | 97   | 357  | 392      | 154       | 302          | 283         | 213         | 31          | 24            | 5     | 55          | 88       |
| Someone whose values best represent my own |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
|  |       |      |        |       |       |     |  |      |          |           |              |             |             |             |               |       |             |          |
| Stephen Harper                             | 358   | 179  | 179    | 66    | 125   | 167 | 36   | 146  | 125      | 51        | 256          | 31          | 17          | 4           | 1             | 1     | 20          | 28       |
|  | 36%   | 38%  | 34%    | 34%   | 33%   | 39% | 37%  | 41%  | 32%      | 33%       | 85%          | 11%         | 8%          | 13%         | 5%            | 20%   | 35%         | 32%      |
|  |       |      |        |       |       |     | *  | Н    |          |           | KLPQ         |             |             | **          | **            | **    | KL*         | KL*      |
| Thomas Mulcair                             | 309   | 141  | 168    | 55    | 122   | 132 | 35   | 103  | 121      | 50        | 26           | 37          | 165         | 16          | 14            | 4     | 20          | 27       |
|  | 31%   | 30%  | 32%    | 28%   | 32%   | 31% | 36%  | 29%  | 31%      | 33%       | 9%           | 13%         | 77%         | 52%         | 59%           | 69%   | 35%         | 31%      |
|  |       |      |        |       |       |     | *  |      |          |           |              |             | JKPQ        | **          | **            | **    | JK*         | JK*      |
| Justin Trudeau                             | 334   | 154  | 180    | 73    | 137   | 123 | 26   | 109  | 146      | 53        | 20           | 215         | 31          | 11          | 9             | 1     | 16          | 32       |
|  | 33%   | 33%  | 34%    | 38%   | 36%   | 29% | 27%  | 30%  | 37%      | 35%       | 7%           | 76%         | 15%         | 35%         | 35%           | 11%   | 29%         | 37%      |
|  |       |      |        | E     |       |     | *  |      |          |           |              | JLPQ        | J           | **          | **            | **    | JL*         | JL*      |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

### 2\_11. [Someone who will promote democracy and its processes effectively]

To follow is a list of character traits that can be used to describe political leaders. Please indicate, for each one, which leader is best described by this trait.

|  |       | Ger  | nder   |       | AGE   |     |   | EDUC | ATION    |                  |              |             | DECI        | DED VOTER - | LEANERS INCLU | DED   |             |          |
|--|-------|------|--------|-------|-------|-----|---|------|----------|------------------|--------------|-------------|-------------|-------------|---------------|-------|-------------|----------|
|  | Total | Male | Female | 18-34 | 35-54 | 55+ | <hs< th=""><th>HS</th><th>Post Sec</th><th><b>Univ Grad</b></th><th>The</th><th>The Liberal</th><th>The New</th><th>The Bloc</th><th>GREEN</th><th>Other</th><th>Would not</th><th>Don't</th></hs<> | HS   | Post Sec | <b>Univ Grad</b> | The          | The Liberal | The New     | The Bloc    | GREEN         | Other | Would not   | Don't    |
|  |       |      |        |       |       |     |   |      |          |                  | Conservative | Party       | Democratic  | Quebecois   | PARTY HERE    |       | vote/None/  | Know/Not |
|  |       |      |        |       |       |     |   |      |          |                  | Party        |             | Party (NDP) | (BQ)        |               |       | Would spoil | sure     |
|  |       |      |        |       |       |     |   |      |          |                  |              |             |             |             |               |       | hallot      |          |
|  |       | Α    | В      | С     | D     | Е   | F   | G    | Н        | 1                | J            | K           | L           | M           | N             | 0     | Р           | Q        |
|  |       |      |        |       |       |     |   |      |          |                  |              |             |             |             |               |       |             |          |
| Base: All Respondents                      | 1001  | 486  | 515    | 272   | 384   | 345 | 58  | 209  | 447      | 287              | 291          | 294         | 214         | 29          | 26            | 6     | 55          | 86       |
| Weighted                                   | 1001  | 474  | 527    | 194   | 385   | 422 | 97  | 357  | 392      | 154              | 302          | 283         | 213         | 31          | 24            | 5     | 55          | 88       |
| Someone who will promote democracy and its |       |      |        |       |       |     |   |      |          |                  |              |             |             |             |               |       |             |          |
| processes effectively                      |       |      |        |       |       |     |   |      |          |                  |              |             |             |             |               |       |             |          |
| Stephen Harper                             | 339   | 162  | 176    | 66    | 115   | 158 | 34  | 130  | 134      | 41               | 238          | 27          | 27          | 2           | 2             | 1     | 16          | 25       |
|  | 34%   | 34%  | 33%    | 34%   | 30%   | 37% | 35%   | 36%  | 34%      | 27%              | 79%          | 10%         | 13%         | 6%          | 8%            | 20%   | 29%         | 29%      |
|  |       |      |        |       |       |     | *   | I    | 1        |                  | KLPQ         |             |             | **          | **            | **    | KL*         | KL*      |
| Thomas Mulcair                             | 337   | 164  | 173    | 56    | 134   | 147 | 34  | 122  | 127      | 54               | 41           | 51          | 158         | 19          | 15            | 3     | 19          | 31       |
|  | 34%   | 35%  | 33%    | 29%   | 35%   | 35% | 35%   | 34%  | 32%      | 35%              | 13%          | 18%         | 74%         | 62%         | 63%           | 62%   | 35%         | 35%      |
|  |       |      |        |       |       |     | *   |      |          |                  |              |             | JKPQ        | **          | **            | **    | JK*         | JK*      |
| Justin Trudeau                             | 325   | 147  | 178    | 72    | 136   | 117 | 29  | 106  | 131      | 59               | 23           | 204         | 28          | 10          | 7             | 1     | 20          | 32       |
|  | 33%   | 31%  | 34%    | 37%   | 35%   | 28% | 30%   | 30%  | 33%      | 38%              | 8%           | 72%         | 13%         | 32%         | 28%           | 18%   | 36%         | 36%      |
|  |       |      |        | E     | Е     |     | *   |      |          | G                |              | JLPQ        |             | **          | **            | **    | JL*         | JL*      |

- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M/NO/P/Q Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means: