

[ABSOLUTELY CRITICAL TABLE (TopBox)]

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
Base: All respondents		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
The performance of Canada's economy	789	116	87	44	312	171	59	236	285	177	91	148	641	389	400	212	285	292	61	83	168
	58%	64% CE	60%	51%	60%	53%	61%	59%	61%	58%	52%	52%	60% K	59%	58%	56%	57%	62%	56%	62%	61%
Reducing the taxes that I pay	590	68	58	30	236	157	42	181	205	134	70	139	452	267	323	158	256	175	47	60	128
	44%	38%	40%	34%	46% AC	49% AC	44%	45%	44%	44%	40%	49%	42%	41%	46%	42%	51% OQ	37%	44%	44%	47%
The specific economic plan presented by each Party	554	81	74	34	215	112	38	169	206	120	59	98	456	257	297	147	204	204	45	49	121
	41%	45% E	52% E	39%	41%	35%	39%	42%	44% J	39%	34%	34%	43% K	39%	43%	39%	41%	43%	41%	36%	44%
A desire to throw out the Harper government	480	73	39	26	162	137	42	163	188	86	43	81	399	230	250	132	166	182	36	28	98
	36%	40% BD	27%	30%	31%	42% BCD	43% BD	40% IJ	40% IJ	28%	24%	29%	37% K	35%	36%	35%	33%	38%	33% S	21%	36% S
A strong plan to reduce the greenhouse gases that contribute to climate change	450	66	40	18	177	114	35	157	154	87	51	82	368	205	245	134	164	152	38	50	89
	33%	36% C	28%	20%	34% C	35% C	36% C	39% IJ	33%	29%	29%	29%	34%	31%	35%	36%	33%	32%	35%	38%	32%
The issue of religious and cultural freedom and values in Canada (such as the wearing of the niqab or other face-coverings during citizenship ceremonies)	419	55	54	21	133	133	23	137	149	92	40	76	343	178	241	99	148	172	25	33	74
	31%	30%	38% CDF	24%	26%	41% ACDF	24%	34% J	32% J	30%	23%	27%	32%	27%	35% M	26%	30%	36% OP	23%	25%	27%
Ethics issues related to the Senate and Mike Duffy Trial	372	55	33	23	122	117	24	116	143	81	33	55	317	208	164	70	118	184	21	30	70
	28%	30% D	23%	26%	24%	36% BDF	25%	29% J	31% J	26%	19%	19%	30% K	32% N	24%	19%	24%	39% OP	19%	23%	26%
A national childcare program	315	44	27	16	142	59	27	117	100	64	34	93	222	143	172	121	136	58	28	44	70
	23%	25%	19%	18%	27% E	18%	28% E	29% HIJ	22%	21%	20%	33% L	21%	22%	25%	32% Q	27% Q	12%	26%	33%	26%
The newly-announced Trans-Pacific Partnership (TPP) trade deal	288	38	29	17	112	76	16	91	109	62	26	35	253	162	126	60	101	127	23	25	64
	21%	21%	20%	20%	22%	23%	16%	23% J	23% J	20%	15%	12%	24% K	25% N	18%	16%	20%	27% OP	21%	19%	23%
Continuing Canada's military mission to fight ISIL in the Middle East.	288	39	35	13	121	61	18	95	93	67	32	58	229	154	134	72	102	114	15	35	71
	21%	22%	25%	15%	23%	19%	19%	24%	20%	22%	18%	21%	22%	23%	19%	19%	20%	24%	14% R	26% R	26% R
The Syrian refugee crisis	263	38	35	13	106	53	18	98	86	49	30	50	213	115	147	84	93	86	20	38	48
	19%	21%	24%	15%	21%	16%	19%	24% HI	18%	16%	17%	18%	20%	18%	21%	22%	19%	18%	19%	29% T	17%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

How important are the following in determining who you will vote for in the Federal Election: 1) Ethics issues related to the Senate and Mike Duffy Trial?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
Ethics issues related to the Senate and Mike Duffy Trial																					
Absolutely critical	372	55	33	23	122	117	24	116	143	81	33	55	317	208	164	70	118	184	21	30	70
	28%	30%	23%	26%	24%	36%	25%	29%	31%	26%	19%	19%	30%	32%	24%	19%	24%	39%	19%	23%	26%
		D				BDF		J	J				K	N				OP			
Somewhat important	493	70	53	28	190	110	41	147	153	116	77	111	382	230	263	153	196	143	39	58	92
	37%	39%	37%	33%	37%	34%	42%	37%	33%	38%	44%	39%	36%	35%	38%	41%	39%	30%	36%	43%	34%
								H								Q	Q				
Not very important	320	44	40	18	133	65	20	85	109	79	47	87	233	132	188	110	117	93	36	31	66
	24%	24%	28%	21%	26%	20%	21%	21%	23%	26%	27%	31%	22%	20%	27%	29%	23%	20%	33%	23%	24%
								L						M	Q						
Not at all important	164	12	18	18	73	31	12	55	60	31	18	30	135	84	80	43	67	54	13	15	45
	12%	7%	12%	21%	14%	10%	12%	14%	13%	10%	10%	11%	13%	13%	12%	11%	14%	11%	12%	11%	17%
				AE	A																
SUMMARY																					
Important (T2B)	865	125	86	51	312	227	65	263	296	197	110	166	699	438	427	223	315	328	60	89	162
	64%	69%	60%	59%	60%	70%	67%	65%	64%	64%	63%	59%	66%	67%	61%	59%	63%	69%	56%	66%	59%
		D				CD								N				O			
Not Important (B2B)	484	57	58	36	206	97	32	140	169	110	65	117	367	216	268	153	184	147	48	46	112
	36%	31%	40%	41%	40%	30%	33%	35%	36%	36%	37%	41%	34%	33%	39%	41%	37%	31%	44%	34%	41%
				E	AE										M	Q					

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

How important are the following in determining who you will vote for in the Federal Election: 2) The performance of Canada's economy?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
The performance of Canada's economy																					
Absolutely critical	789	116	87	44	312	171	59	236	285	177	91	148	641	389	400	212	285	292	61	83	168
	58%	64%	60%	51%	60%	53%	61%	59%	61%	58%	52%	52%	60%	59%	58%	56%	57%	62%	56%	62%	61%
Somewhat important	473	59	54	36	161	131	32	131	159	111	72	107	366	221	252	123	174	177	37	44	79
	35%	32%	38%	42%	31%	40%	33%	33%	34%	36%	41%	38%	34%	34%	36%	33%	35%	37%	34%	33%	29%
Not very important	58	4	0	4	33	14	3	15	16	17	9	22	36	31	26	24	29	4	8	4	21
	4%	2%	-	4%	6%	4%	3%	4%	3%	6%	5%	8%	3%	5%	4%	6%	6%	1%	7%	3%	7%
Not at all important	30	2	3	3	11	7	3	20	5	2	2	6	23	13	17	16	11	2	2	3	6
	2%	1%	2%	3%	2%	2%	3%	5%	1%	1%	1%	2%	2%	2%	2%	4%	2%	0	2%	2%	2%
SUMMARY																					
Important (T2B)	1262	175	141	80	473	302	91	368	444	287	163	255	1007	610	652	335	458	469	98	127	247
	94%	96%	98%	92%	91%	93%	94%	91%	95%	94%	93%	90%	94%	93%	94%	89%	92%	99%	90%	95%	90%
Not Important (B2B)	87	6	3	7	44	21	5	35	21	19	11	28	59	44	43	41	40	6	10	7	27
	6%	4%	2%	8%	9%	7%	6%	9%	5%	6%	7%	10%	6%	7%	6%	11%	8%	1%	10%	5%	10%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

How important are the following in determining who you will vote for in the Federal Election: 3) A desire to throw out the Harper government?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
A desire to throw out the Harper government																					
Absolutely critical	480	73	39	26	162	137	42	163	188	86	43	81	399	230	250	132	166	182	36	28	98
	36%	40%	27%	30%	31%	42%	43%	40%	40%	28%	24%	29%	37%	35%	36%	35%	33%	38%	33%	21%	36%
Somewhat important	286	35	25	14	117	70	24	93	82	59	53	65	221	135	152	78	120	88	28	40	49
	21%	19%	17%	17%	23%	22%	25%	23%	18%	19%	30%	23%	21%	21%	22%	21%	24%	18%	26%	30%	18%
Not very important	250	22	23	18	124	51	12	63	69	78	41	78	172	126	124	93	103	54	23	36	64
	19%	12%	16%	21%	24%	16%	12%	16%	15%	25%	23%	27%	16%	19%	18%	25%	21%	11%	22%	27%	23%
Not at all important	333	51	56	28	114	65	19	85	126	84	38	59	274	163	170	72	109	152	21	30	62
	25%	28%	39%	32%	22%	20%	20%	21%	27%	27%	22%	21%	26%	25%	24%	19%	22%	32%	19%	23%	23%
SUMMARY																					
Important (T2B)	766	108	64	41	279	207	66	256	270	145	95	146	620	364	401	210	286	270	65	68	147
	57%	60%	45%	47%	54%	64%	68%	63%	58%	47%	55%	52%	58%	56%	58%	56%	57%	57%	59%	50%	54%
Not Important (B2B)	583	73	79	46	238	116	31	147	195	162	79	137	446	289	294	165	212	205	44	67	127
	43%	40%	55%	53%	46%	36%	32%	37%	42%	53%	45%	48%	42%	44%	42%	44%	43%	43%	41%	50%	46%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

	REGION							HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
Base: All respondents		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	226
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
The specific economic plan presented by each Party																					
Absolutely critical	554	81	74	34	215	112	38	169	206	120	59	98	456	257	297	147	204	204	45	49	121
	41%	45%	52%	39%	41%	35%	39%	42%	44%	39%	34%	34%	43%	39%	43%	39%	41%	43%	41%	36%	44%
	E	E							J				K								
Somewhat important	632	87	59	42	222	175	46	183	209	146	95	151	481	311	321	167	234	231	47	65	110
	47%	48%	41%	49%	43%	54%	48%	45%	45%	48%	54%	53%	45%	48%	46%	45%	47%	49%	43%	48%	40%
	BD										H	L									
Not very important	111	9	8	6	57	24	7	26	37	31	18	24	87	58	53	38	42	31	12	18	27
	8%	5%	5%	7%	11%	8%	8%	6%	8%	10%	10%	9%	8%	9%	8%	10%	8%	7%	11%	13%	10%
	A																				
Not at all important	51	4	3	4	24	12	5	26	14	10	2	10	41	27	24	23	19	9	4	3	17
	4%	2%	2%	5%	5%	4%	5%	6%	3%	3%	1%	4%	4%	4%	3%	6%	4%	2%	4%	2%	6%
	HJ															Q					
SUMMARY																					
Important (T2B)	1186	168	133	76	436	288	84	351	414	266	154	249	938	568	618	314	437	435	92	114	230
	88%	93%	93%	88%	84%	89%	88%	87%	89%	87%	88%	88%	88%	87%	89%	84%	88%	92%	85%	85%	84%
	D	D																O			
Not Important (B2B)	163	13	10	11	81	36	12	52	51	40	20	35	128	85	77	61	62	40	17	21	44
	12%	7%	7%	12%	16%	11%	12%	13%	11%	13%	12%	12%	12%	13%	11%	16%	12%	8%	15%	15%	16%
	AB															Q					

Ipsos Public Affairs
October 13, 2015
FINAL DATA

How important are the following in determining who you will vote for in the Federal Election: 5) A strong plan to reduce the greenhouse gases that contribute to climate change?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
A strong plan to reduce the greenhouse gases that contribute to climate change																					
Absolutely critical	450	66	40	18	177	114	35	157	154	87	51	82	368	205	245	134	164	152	38	50	89
	33%	36%	28%	20%	34%	35%	36%	39%	33%	29%	29%	29%	34%	31%	35%	36%	33%	32%	35%	38%	32%
Somewhat important	621	88	73	45	222	151	43	172	225	139	84	137	484	314	307	161	230	231	48	51	122
	46%	48%	51%	51%	43%	47%	45%	43%	48%	45%	48%	49%	45%	48%	44%	43%	46%	49%	44%	38%	45%
Not very important	198	20	21	17	84	44	12	48	58	64	27	46	152	94	104	56	75	68	18	25	41
	15%	11%	15%	19%	16%	14%	13%	12%	13%	21%	15%	16%	14%	14%	15%	15%	15%	14%	17%	19%	15%
Not at all important	80	8	10	8	34	15	6	25	27	15	12	17	63	41	39	25	31	24	4	7	22
	6%	4%	7%	9%	7%	4%	7%	6%	6%	5%	7%	6%	6%	6%	6%	7%	6%	5%	4%	5%	8%
SUMMARY																					
Important (T2B)	1071	154	113	62	399	265	78	329	379	227	135	220	851	519	552	295	394	383	86	102	211
	79%	85%	79%	72%	77%	82%	81%	82%	82%	74%	78%	76%	80%	79%	79%	79%	79%	81%	79%	76%	77%
Not Important (B2B)	278	28	31	24	118	59	19	74	86	80	39	63	215	134	143	81	105	92	22	33	63
	21%	15%	21%	28%	23%	18%	19%	18%	18%	26%	22%	22%	20%	21%	21%	21%	21%	19%	21%	24%	23%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

How important are the following in determining who you will vote for in the Federal Election: 6) The Syrian refugee crisis?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
The Syrian refugee crisis																					
Absolutely critical	263	38	35	13	106	53	18	98	86	49	30	50	213	115	147	84	93	86	20	38	48
	19%	21%	24%	15%	21%	16%	19%	24%	18%	16%	17%	18%	20%	18%	21%	22%	19%	18%	19%	29%	17%
Somewhat important	564	90	54	31	213	128	47	153	207	118	86	128	436	276	288	157	194	213	45	53	115
	42%	50%	38%	36%	41%	40%	49%	38%	44%	38%	50%	45%	41%	42%	41%	42%	39%	45%	41%	40%	42%
Not very important	335	33	42	27	133	80	20	83	106	105	41	73	262	165	170	95	125	115	26	32	75
	25%	18%	29%	31%	26%	25%	21%	21%	23%	34%	24%	26%	25%	25%	24%	25%	25%	24%	24%	24%	27%
Not at all important	187	20	13	16	65	63	11	69	67	35	17	32	155	97	91	40	87	61	18	10	36
	14%	11%	9%	18%	13%	19%	11%	17%	14%	11%	10%	11%	15%	15%	13%	11%	17%	13%	16%	8%	13%
SUMMARY						ABD		IJ								O			S		
Important (T2B)	827	128	89	44	320	181	65	251	293	167	116	178	649	392	435	241	287	299	65	92	163
	61%	71%	62%	51%	62%	56%	68%	62%	63%	54%	67%	63%	61%	60%	63%	64%	58%	63%	60%	68%	59%
		CDE			C		CE	I	I		I										
Not Important (B2B)	522	53	55	43	197	143	31	152	172	140	58	105	417	262	260	134	212	176	43	42	112
	39%	29%	38%	49%	38%	44%	32%	38%	37%	46%	33%	37%	39%	40%	37%	36%	42%	37%	40%	32%	41%
		ADF			A	AF				GHJ											

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

How important are the following in determining who you will vote for in the Federal Election: 7) Reducing the taxes that I pay?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
Reducing the taxes that I pay																					
Absolutely critical	590	68	58	30	236	157	42	181	205	134	70	139	452	267	323	158	256	175	47	60	128
	44%	38%	40%	34%	46%	49%	44%	45%	44%	44%	40%	49%	42%	41%	46%	42%	51%	37%	44%	44%	47%
Somewhat important	523	83	60	37	186	117	39	140	191	119	72	102	421	267	256	131	170	221	39	59	88
	39%	46%	42%	43%	36%	36%	40%	35%	41%	39%	42%	36%	40%	41%	37%	35%	34%	47%	35%	44%	32%
		DE																OP	Y		
Not very important	165	22	20	15	64	34	11	52	47	42	24	32	133	82	83	53	52	59	17	9	38
	12%	12%	14%	17%	12%	10%	11%	13%	10%	14%	14%	11%	12%	13%	12%	14%	10%	12%	15%	7%	14%
Not at all important	71	8	6	5	31	15	5	30	21	11	8	11	59	37	34	32	20	19	6	7	19
	5%	4%	4%	6%	6%	5%	5%	7%	5%	4%	5%	4%	6%	6%	5%	9%	4%	4%	6%	5%	7%
								I								PQ					
SUMMARY																					
Important (T2B)	1113	151	118	67	422	275	81	322	396	253	142	240	873	534	579	290	427	397	86	119	217
	83%	83%	82%	77%	82%	85%	84%	80%	85%	83%	82%	85%	82%	82%	83%	77%	86%	84%	79%	88%	79%
								G										O	O	RT	
Not Important (B2B)	236	30	26	20	95	49	16	82	69	53	32	43	193	119	116	86	72	78	23	16	57
	17%	17%	18%	23%	18%	15%	16%	20%	15%	17%	18%	15%	18%	18%	17%	23%	14%	16%	21%	12%	21%
								H								PQ			S		S

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

How important are the following in determining who you will vote for in the Federal Election: 8) A national childcare program?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
A national childcare program																					
Absolutely critical	315	44	27	16	142	59	27	117	100	64	34	93	222	143	172	121	136	58	28	44	70
	23%	25%	19%	18%	27%	18%	28%	29%	22%	21%	20%	33%	21%	22%	25%	32%	27%	12%	26%	33%	26%
Somewhat important	509	70	59	32	202	108	37	146	176	114	72	121	388	253	256	144	183	182	51	55	97
	38%	39%	41%	37%	39%	33%	38%	36%	38%	37%	41%	43%	36%	39%	37%	38%	37%	38%	47%	41%	35%
Not very important	319	42	30	21	104	103	19	78	121	86	34	48	271	167	153	74	108	137	14	24	66
	24%	23%	21%	25%	20%	32%	19%	19%	26%	28%	19%	17%	25%	25%	22%	20%	22%	29%	13%	18%	24%
Not at all important	206	24	27	17	69	54	13	62	67	42	34	21	185	91	114	37	71	97	16	13	41
	15%	13%	19%	20%	13%	17%	14%	15%	14%	14%	20%	7%	17%	14%	16%	10%	14%	20%	15%	9%	15%
SUMMARY																					
Important (T2B)	824	114	87	48	344	167	64	263	277	178	106	215	610	396	429	264	319	241	79	98	167
	61%	63%	60%	56%	66%	51%	67%	65%	59%	58%	61%	76%	57%	61%	62%	70%	64%	51%	73%	73%	61%
		E			CE		E					L				Q	Q		T	T	
Not Important (B2B)	525	67	57	39	173	157	32	140	189	128	68	69	456	258	267	111	180	234	30	36	107
	39%	37%	40%	44%	34%	49%	33%	35%	41%	42%	39%	24%	43%	39%	38%	30%	36%	49%	27%	27%	39%
				D		ADF							K					OP			RS

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

How important are the following in determining who you will vote for in the Federal Election: 9) Continuing Canada's military mission to fight ISIL in the Middle East.?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
Continuing Canada's military mission to fight ISIL in the Middle East.																					
	288	39	35	13	121	61	18	95	93	67	32	58	229	154	134	72	102	114	15	35	71
Absolutely critical	21%	22%	25%	15%	23%	19%	19%	24%	20%	22%	18%	21%	22%	23%	19%	19%	20%	24%	14%	26%	26%
																			R	R	
	563	77	58	42	224	118	44	151	206	122	83	133	431	279	284	148	208	207	45	60	118
Somewhat important	42%	43%	41%	48%	43%	36%	46%	38%	44%	40%	48%	47%	40%	43%	41%	40%	42%	44%	42%	45%	43%
				E							G										
	332	44	33	21	108	99	26	96	109	87	41	67	264	136	196	93	126	112	30	27	51
Not very important	25%	24%	23%	24%	21%	31%	26%	24%	23%	28%	23%	24%	25%	21%	28%	25%	25%	24%	28%	20%	19%
					D										M				I		
	166	21	17	11	63	46	9	60	57	30	18	25	141	85	81	62	63	42	18	12	33
Not at all important	12%	12%	12%	12%	12%	14%	9%	15%	12%	10%	10%	9%	13%	13%	12%	16%	13%	9%	16%	9%	12%
																Q					
SUMMARY																					
	851	116	94	55	345	179	62	247	299	189	116	191	660	433	418	220	310	321	61	95	190
Important (T2B)	63%	64%	65%	63%	67%	55%	64%	61%	64%	62%	66%	67%	62%	66%	60%	59%	62%	68%	56%	71%	69%
		E			E									N				O		R	R
	498	65	50	32	172	145	34	156	166	117	59	92	406	221	277	155	189	154	48	39	85
Not Important (B2B)	37%	36%	35%	37%	33%	45%	36%	39%	36%	38%	34%	33%	38%	34%	40%	41%	38%	32%	44%	29%	31%
						AD									M	Q			ST		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

How important are the following in determining who you will vote for in the Federal Election: 10) The newly-announced Trans-Pacific Partnership (TPP) trade deal?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
The newly-announced Trans-Pacific Partnership (TPP) trade deal																					
Absolutely critical	288	38	29	17	112	76	16	91	109	62	26	35	253	162	126	60	101	127	23	25	64
	21%	21%	20%	20%	22%	23%	16%	23%	23%	20%	15%	12%	24%	25%	18%	16%	20%	27%	21%	19%	23%
Somewhat important	635	93	73	42	238	143	46	176	230	149	80	148	487	301	335	164	243	227	50	59	129
	47%	51%	51%	49%	46%	44%	47%	44%	50%	49%	46%	52%	46%	46%	48%	44%	49%	48%	46%	44%	47%
Not very important	326	41	32	21	134	74	24	97	98	76	54	82	244	151	175	112	121	93	27	44	63
	24%	23%	22%	24%	26%	23%	25%	24%	21%	25%	31%	29%	23%	23%	25%	30%	24%	19%	25%	33%	23%
Not at all important	100	9	10	6	33	31	11	39	28	19	15	18	82	40	60	38	34	27	9	6	18
	7%	5%	7%	7%	6%	9%	12%	10%	6%	6%	8%	6%	8%	6%	9%	10%	7%	6%	8%	4%	7%
SUMMARY																					
Important (T2B)	923	131	102	60	350	219	62	267	339	211	105	183	740	462	461	225	344	355	72	84	193
	68%	72%	71%	69%	68%	68%	64%	66%	73%	69%	60%	65%	69%	71%	66%	60%	69%	75%	67%	63%	70%
Not Important (B2B)	426	50	42	27	167	104	35	136	126	95	69	100	326	191	234	151	155	120	36	50	81
	32%	28%	29%	31%	32%	32%	36%	34%	27%	31%	40%	35%	31%	29%	34%	40%	31%	25%	33%	37%	30%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

How important are the following in determining who you will vote for in the Federal Election: 11) The issue of religious and cultural freedom and values in Canada (such as wearing of the niqab or other face-coverings during citizenship ceremonies)?

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
The issue of religious and cultural freedom and values in Canada (such as wearing of the niqab or other face-coverings during citizenship ceremonies)																					
Absolutely critical	419	55	54	21	133	133	23	137	149	92	40	76	343	178	241	99	148	172	25	33	74
	31%	30%	38%	24%	26%	41%	24%	34%	32%	30%	23%	27%	32%	27%	35%	26%	30%	36%	23%	25%	27%
Somewhat important	468	62	53	30	187	96	39	132	162	102	73	117	351	239	229	144	183	142	41	48	97
	35%	34%	37%	35%	36%	30%	41%	33%	35%	33%	42%	41%	33%	37%	33%	38%	37%	30%	38%	36%	35%
Not very important	282	36	19	21	123	65	19	66	96	77	44	57	225	146	136	81	104	98	25	36	62
	21%	20%	13%	24%	24%	20%	20%	16%	21%	25%	25%	20%	21%	22%	20%	22%	21%	21%	23%	27%	23%
Not at all important	179	28	18	15	74	30	15	68	58	35	17	33	146	90	89	52	64	63	17	17	41
	13%	15%	12%	17%	14%	9%	15%	17%	12%	12%	10%	12%	14%	14%	13%	14%	13%	13%	16%	13%	15%
SUMMARY																					
Important (T2B)	887	117	107	51	320	230	63	269	311	194	113	193	694	417	470	243	331	314	67	82	171
	66%	65%	75%	59%	62%	71%	65%	67%	67%	63%	65%	68%	65%	64%	68%	65%	66%	66%	62%	61%	63%
Not Important (B2B)	462	64	36	36	197	94	34	134	154	112	61	90	371	236	225	133	168	161	42	52	103
	34%	35%	25%	41%	38%	29%	35%	33%	33%	37%	35%	32%	35%	36%	32%	35%	34%	34%	38%	39%	37%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

[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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
Someone whose values best represent my own																					
Stephen Harper	435	59	71	37	170	77	21	121	155	105	54	84	350	227	208	102	151	181	31	57	83
	32%	32%	50%	42%	33%	24%	22%	30%	33%	34%	31%	30%	33%	35%	30%	27%	30%	38%	28%	42%	30%
		EF	ADEF	EF	EF													OP	RI		
Thomas Mulcair	382	54	25	18	133	120	32	130	135	72	44	84	298	173	209	112	130	140	24	27	82
	28%	30%	17%	20%	26%	37%	34%	32%	29%	24%	25%	30%	28%	26%	30%	30%	26%	30%	22%	20%	30%
		B				BCD	BC	I													
Justin Trudeau	533	69	48	32	214	127	43	152	175	129	76	115	418	254	279	161	219	153	54	50	109
	39%	38%	33%	37%	41%	39%	45%	38%	38%	42%	44%	41%	39%	39%	40%	43%	44%	32%	50%	37%	40%
																Q	Q				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

[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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
Someone you can trust																					
Stephen Harper	417	59	70	36	163	70	18	107	148	104	57	77	340	209	208	101	142	173	29	54	80
	31%	33%	49%	42%	32%	22%	18%	27%	32%	34%	33%	27%	32%	32%	30%	27%	29%	37%	26%	40%	29%
Thomas Mulcair	423	55	30	19	145	140	34	142	144	86	52	96	327	201	222	118	147	158	30	34	82
	31%	30%	21%	22%	28%	43%	35%	35%	31%	28%	30%	34%	31%	31%	32%	32%	29%	33%	27%	25%	30%
Justin Trudeau	509	67	43	32	209	113	45	154	173	116	65	109	399	244	265	156	210	143	50	47	112
	38%	37%	30%	37%	40%	35%	47%	38%	37%	38%	37%	39%	37%	37%	38%	41%	42%	30%	46%	35%	41%

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

[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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
Someone who has what it takes to lead Canada																					
Stephen Harper	456	63	71	38	170	89	24	123	165	107	61	89	367	230	225	99	161	195	34	47	89
	34%	35%	49%	44%	33%	28%	25%	30%	35%	35%	35%	32%	34%	35%	32%	26%	32%	41%	32%	35%	32%
			ADEF	DEF														OP			
Thomas Mulcair	408	54	31	20	146	129	29	132	141	82	54	91	317	190	218	125	137	146	30	34	82
	30%	30%	22%	23%	28%	40%	30%	33%	30%	27%	31%	32%	30%	29%	31%	33%	27%	31%	27%	25%	30%
						ABCD															
Justin Trudeau	485	65	42	28	201	105	43	149	159	118	60	103	382	233	252	151	201	133	44	53	104
	36%	36%	29%	33%	39%	33%	45%	37%	34%	38%	34%	36%	36%	36%	36%	40%	40%	28%	41%	39%	38%
							BE									Q	Q				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

[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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
Someone who has a vision of Canada that you can support																					
	421	58	69	35	158	80	20	113	147	104	57	84	337	214	207	96	145	179	28	52	77
Stephen Harper	31%	32%	48%	41%	31%	25%	20%	28%	32%	34%	33%	30%	32%	33%	30%	25%	29%	38%	26%	39%	28%
		F	ADEF	DEF	F													OP	R		
	368	51	28	17	127	119	26	136	126	68	38	67	302	166	203	108	125	136	24	29	74
Thomas Mulcair	27%	28%	19%	20%	25%	37%	27%	34%	27%	22%	22%	24%	28%	25%	29%	29%	25%	29%	22%	22%	27%
						ABCD		HIJ													
	560	72	46	34	232	124	51	155	192	134	79	133	427	274	286	172	229	160	56	53	123
Justin Trudeau	42%	40%	32%	39%	45%	38%	53%	38%	41%	44%	45%	47%	40%	42%	41%	46%	46%	34%	52%	39%	45%
					B		ABE									Q	Q				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

[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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
Someone who will best lead and represent Canada on the world stage																					
Stephen Harper	447	63	75	37	173	75	23	111	164	109	63	86	361	219	228	104	157	186	39	52	82
	33%	35%	52%	42%	34%	23%	24%	28%	35%	36%	36%	30%	34%	34%	33%	28%	32%	39%	36%	39%	30%
		EF	ADEF	EF	E				G	G								OP			
Thomas Mulcair	384	49	27	18	138	127	25	135	127	75	48	83	302	189	195	110	130	144	23	32	83
	28%	27%	19%	21%	27%	39%	26%	33%	27%	24%	27%	29%	28%	29%	28%	29%	26%	30%	21%	24%	30%
						ABCDEF		I											R		
Justin Trudeau	518	69	41	32	206	122	48	157	174	122	64	114	404	245	272	161	211	145	47	50	108
	38%	38%	29%	37%	40%	38%	50%	39%	37%	40%	37%	40%	38%	38%	39%	43%	42%	31%	44%	37%	40%
					B		ABE									Q	Q				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T

[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.

		REGION						HOUSEHOLD INCOME				HOUSEHOLD COMPOSITION		GENDER		AGE			ONTARIO REGION		
	TOTAL	BC	AB	SK/MB	ON	QC	Atlantic Canada	<40K	40K - <60K	60K - <100K	100K+	Kids	No Kids	Male	Female	18-34	35-54	55+	416	905	Rest of Ontario
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
Base: All respondents																					
Unweighted Base	1349	300	104	105	479	251	110	407	472	304	166	258	1091	576	773	377	453	519	142	111	228
Weighted Base	1349	181	144	87	517	324	96	403	465	306	174	283	1066	654	695	375	499	475	109	134	274
Someone who is best to manage during tough economic times																					
Stephen Harper	507	68	81	42	188	102	25	133	182	125	67	98	409	249	258	114	180	213	35	55	98
	38%	38%	56%	49%	36%	31%	26%	33%	39%	41%	38%	35%	38%	38%	37%	30%	36%	45%	32%	41%	36%
		F	ADEF	DEF	F					G								QP			
Thomas Mulcair	388	54	26	21	138	121	29	131	134	72	51	82	307	182	206	115	134	139	27	31	80
	29%	30%	18%	24%	27%	37%	30%	33%	29%	23%	29%	29%	29%	28%	30%	31%	27%	29%	25%	23%	29%
		B				BCD	B	I													
Justin Trudeau	453	58	37	24	190	101	43	139	149	110	56	104	350	222	231	146	184	123	47	48	95
	34%	32%	26%	28%	37%	31%	44%	34%	32%	36%	32%	37%	33%	34%	33%	39%	37%	26%	44%	35%	35%
					B		ABCE									Q	Q				

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I/J - K/L - M/N - O/P/Q - R/S/T