



Canada's Leader in IVR Public Opinion Polling

0779 – Political Landscape – Data Tables, Weighted

Date: January 6, 2010

Target Population: General Population

Sample: n=1744, (MOE +/- 2.35 19 times out of 20)

Field Dates: January 4 – 5, 2010

Method: IVR

All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?								
	Total	Vote Intention (includes leaning)						
		CPC	LPC	NDP	GP	BQ	UnDc	NotE
INTRO2								
Weighted Total:	929	273	195	132	98	85	121	22
Total:	920	277	214	124	85	87	108	22
Right direction	43.6%	81.9% ++++	33.2% ----	22.5% ----	13.3% ----	22.3% ----	36.7%	37.6%
Wrong direction	44.0%	11.7% ----	52.4% +++	65.0% ++++	68.3% ++++	72.1% ++++	45.2%	20.9%
Skipped	12.5%	6.4% ----	14.4%	12.5%	18.4%	5.6% +	18.1%	41.5%
Chi2:	-	(999)						
Std Error Around 50%:	3.23	5.89	6.70	8.80	10.63	10.51	9.43	20.89

All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?							
	Total	Region					
		BC	Alb	Sask/Man	Ont	Que	Atl
INTRO2							
Weighted Total:	929	131	98	66	339	234	62
Total:	920	112	80	50	386	244	48
Right direction	43.6%	47.9%	58.0% +++	51.5%	43.1%	35.5% ---	36.0%
Wrong direction	44.0%	39.9%	31.5% --	35.2%	44.4%	54.9% ++++	37.5%
Skipped	12.5%	12.1%	10.5%	13.3%	12.5%	9.5%	26.5% +++
Chi2:	-	999					
Std Error Around 50%:	3.23	9.26	10.96	13.86	4.99	6.27	14.14

All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?														
	Total	Gender		Age Group				Highest level of schooling completed			Place of birth		Language of Interview	
		Male	Feml	<25	25-44	45-64	65+	<= HS	Coll/CE GEP	Uni	In Canada	Outside Canada	English	French
INTRO2														
Weighted Total:	929	450	480	110	351	309	159	280	301	348	759	171	707	222
Total:	920	431	489	84	299	359	178	255	290	375	732	188	685	235
Right direction	43.6%	46.2%	41.1%	37.5%	40.6%	42.6%	56.2%	47.0%	47.7%	37.3%	41.9%	51.2%	46.4%	34.5%
							++++		+	---	--	++	+++	---
Wrong direction	44.0%	42.6%	45.3%	45.9%	47.9%	44.0%	33.9%	38.5%	40.6%	51.3%	46.3%	33.4%	40.3%	55.5%
					+		---	--		++++	+++	---	----	++++
Skipped	12.5%	11.3%	13.6%	16.5%	11.5%	13.4%	10.0%	14.5%	11.7%	11.5%	11.8%	15.4%	13.3%	9.9%
Chi2:	-	-		95				99			99		999	
Std Error Around 50%:	3.23	4.72	4.43	10.69	5.67	5.17	7.35	6.14	5.75	5.06	3.62	7.15	3.74	6.39

Decided vote intention (decided Voters, includes leaning)							
	Total	Region					
		BC	Alb	Sask/Man	Ont	Que	Atl
FEDVT							
Weighted Total:	1476	203	146	90	549	378	109
Total:	1491	179	120	72	629	409	82
CPC	33.1%	34.2%	61.7%	48.6%	35.4%	14.6%	32.6%
LPC	27.8%	21.4%	15.0%	12.4%	36.0%	27.5%	28.4%
NDP	16.0%	25.9%	10.0%	27.3%	14.2%	9.6%	27.2%
GP	13.4%	18.5%	13.2%	11.7%	14.3%	10.2%	11.8%
BQ	9.8%	0.0%	0.0%	0.0%	0.0%	38.2%	0.0%
Chi2:	-	999					
Std Error Around 50%:	2.54	7.32	8.95	11.55	3.91	4.85	10.82

Decided vote intention (decided Voters, includes leaning)														
	Total	Gender		Age Group				Highest level of schooling completed			Place of birth		Language of Interview	
		Male	Feml	<25	25-44	45-64	65+	<= HS	Coll/CE GEP	Uni	In Canada	Outside Canada	English	French
FEDVT														
Weighted Total:	1476	730	746	160	512	534	270	404	496	576	1216	259	1116	359
Total:	1491	699	792	122	445	629	295	373	490	628	1199	292	1101	390
CPC	33.1%	37.4%	28.9%	24.6%	27.7%	33.0%	48.8%	35.0%	37.0%	28.5%	32.9%	33.9%	38.9%	15.1%
LPC	27.8%	25.0%	30.5%	24.0%	27.3%	28.1%	30.1%	22.6%	24.4%	34.2%	26.0%	35.8%	28.6%	25.0%
NDP	16.0%	14.1%	17.8%	19.6%	17.5%	17.3%	8.3%	15.6%	18.2%	14.3%	15.8%	16.7%	17.9%	9.9%
GP	13.4%	14.0%	12.8%	22.6%	16.8%	10.5%	7.2%	14.4%	12.1%	13.8%	14.1%	10.0%	14.5%	9.9%
BQ	9.8%	9.6%	9.9%	9.2%	10.7%	11.1%	5.6%	12.3%	8.3%	9.3%	11.1%	3.6%	0.0%	40.1%
Chi2:	-	99		999				999			999		999	
Std Error Around 50%:	2.54	3.71	3.48	8.87	4.65	3.91	5.71	5.07	4.43	3.91	2.83	5.73	2.95	4.96

Daily Tracking – Jan. 4-5

Decided vote intention (decided Voters, includes leaning)			
	Total	Jan. 4	Jan. 5
FEDVT			
Weighted Total:	1476	858	633
Total:	1491	858	633
CPC	33.1%	33.7%	31.4%
LPC	27.8%	28.9%	25.8%
NDP	16.0%	16.2%	13.9%
GP	13.4%	11.6%	19.8%
BQ	9.8%	9.6%	9.1%
Chi2:	-	-	-
Std Error Around 50%:	2.54	3.35	3.90