



Canada's Leader in IVR Public Opinion Polling

0779 – Political Landscape – Data Tables, Weighted

Date: September 16, 2009

Target Population: General Population

Sample: n=3,164 (MOE +/- 1.74 19 times out of 20)

Field Dates: September 9 - 15, 2009

Method: IVR

| Decided vote intention (decided Voters, includes leaning) | | | | | | | | | | | | |
|---|--------|----------------------|----------------------|---------------------|----------------------|----------------------|----------------------|---------------------|----------------------|----------------------|----------------------|----------------------|
| | Region | | | | | | | City (CMA) | | | | |
| | Total | BC | Alb | Sask/Man | Ont | Que | Atl | Van | Cal | To | Ott | Mtl |
| FEDVT | | | | | | | | | | | | |
| Weighted Total: | 2702 | 359 | 270 | 175 | 1043 | 664 | 190 | 141 | 73 | 335 | 74 | 250 |
| Total: | 2703 | 309 | 244 | 197 | 1045 | 688 | 220 | 110 | 73 | 313 | 162 | 288 |
| CPC | 35.1% | 36.0% | 60.1% ++++ | 43.9% +++ | 40.1% ++++ | 16.0% ---- | 28.7% -- | 37.8% | 59.9% ++++ | 36.7% | 42.9% ++ | 13.5% ---- |
| LPC | 29.9% | 25.0% -- | 18.6% ---- | 26.6% | 35.5% ++++ | 27.1% | 37.5% ++ | 28.6% | 23.3% | 39.7% ++++ | 42.9% ++++ | 31.0% |
| NDP | 16.5% | 26.7% ++++ | 11.4% -- | 20.1% | 15.4% | 10.5% ---- | 28.2% ++++ | 21.4% | 9.7% | 13.6% | 10.5% -- | 8.9% ---- |
| GP | 9.0% | 12.3% ++ | 9.9% | 9.4% | 9.0% | 7.6% | 5.5% | 12.2% | 7.1% | 10.0% | 3.7% -- | 8.5% |
| BQ | 9.6% | 0.0% ---- | 0.0% ---- | 0.0% ---- | 0.0% ---- | 38.9% ++++ | 0.0% ---- | 0.0% ---- | 0.0% -- | 0.0% ---- | 0.0% ---- | 38.1% ++++ |
| Chi2: | - | 999 | | | | | | 999 | | | | |
| Std Error Around 50%: | 1.88 | 5.57 | 6.27 | 6.98 | 3.03 | 3.74 | 6.61 | 9.34 | 11.47 | 5.54 | 7.70 | 5.77 |

| Decided vote intention (decided Voters, includes leaning) | | | | | | | | | | | | | | | | | |
|---|-------|----------------------|----------------------|----------------------|----------------------|---------------------|----------------------|--------------------------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|----------------------|----------------------|----------------------|----------------------|
| | Total | Gender | | Age Group | | | | Highest level of schooling completed | | | Place of birth | | Language of Interview | | Phone Service | | |
| | | Male | Feml | <25 | 25-44 | 45-64 | 65+ | <= HS | Coll/CE | Uni | In Canada | Outside Canada | English | French | Land line only | Cell only | Both |
| FEDVT | | | | | | | | | | | | | | | | | |
| Weighted Total: | 2702 | 1354 | 1348 | 290 | 946 | 980 | 486 | 666 | 924 | 1112 | 2240 | 462 | 2074 | 628 | 674 | 308 | 1720 |
| Total: | 2703 | 1298 | 1405 | 256 | 866 | 1084 | 497 | 666 | 924 | 1113 | 2258 | 445 | 2049 | 654 | 718 | 260 | 1725 |
| CPC | 35.1% | 40.4% ++++ | 29.7% ---- | 22.1% ---- | 30.2% ---- | 38.5% +++ | 45.5% ++++ | 33.5% | 41.7% ++++ | 30.5% ---- | 35.6% | 32.7% | 40.8% ++++ | 16.2% ---- | 32.6% | 22.3% ---- | 38.3% ++++ |
| LPC | 29.9% | 29.7% | 30.1% | 26.9% | 28.9% | 29.5% | 34.5% ++ | 24.9% -- | 24.5% ---- | 37.4% ++++ | 27.8% ---- | 40.0% ++++ | 31.0% ++ | 26.4% -- | 25.5% -- | 31.3% | 31.3% ++ |
| NDP | 16.5% | 13.2% ---- | 19.9% ++++ | 20.0% | 19.1% +++ | 16.4% | 9.5% ---- | 18.9% | 18.0% | 13.8% -- | 16.3% | 17.4% | 18.4% ++++ | 10.4% ---- | 15.0% | 20.2% | 16.4% |
| GP | 9.0% | 7.6% -- | 10.4% ++ | 18.4% ++++ | 9.9% | 7.0% -- | 5.3% -- | 9.8% | 7.0% -- | 10.1% | 9.3% | 7.3% | 9.8% +++ | 6.2% -- | 10.3% | 10.3% | 8.2% |
| BQ | 9.6% | 9.2% | 9.9% | 12.7% | 11.9% + | 8.6% | 5.1% -- | 12.9% ++++ | 8.8% | 8.2% -- | 11.0% ++++ | 2.6% -- | 0.1% ---- | 40.8% ++++ | 16.5% ++++ | 15.8% ++++ | 5.7% ---- |
| Chi2: | - | 999 | | 999 | | | | 999 | | | 999 | | 999 | | 999 | | |
| Std Error Around 50%: | 1.88 | 2.72 | 2.61 | 6.12 | 3.33 | 2.98 | 4.40 | 3.80 | 3.22 | 2.94 | 2.06 | 4.65 | 2.16 | 3.83 | 3.66 | 6.08 | 2.36 |

| Which of the following is the most important factor for you when it comes to determining which party you will vote for in the next federal election? | | | | | | | | |
|--|-----------------------------------|---------------------|----------------------|-------|-------|-------|----------------------|------|
| QFACTOR2 | Vote Intention (includes leaning) | | | | | | | |
| | Total | CPC | LPC | NDP | GP | BQ | UnDc | NotE |
| Weighted Total: | 1533 | 473 | 393 | 229 | 130 | 120 | 168 | 0 |
| Total: | 1533 | 469 | 397 | 221 | 124 | 132 | 171 | 0 |
| The party leader | 22.3% | 25.9% ++ | 26.1% ++ | 18.7% | 21.6% | 20.8% | 11.2% ---- | 0.0% |
| The local candidate | 16.9% | 15.3% | 19.7% + | 16.2% | 13.2% | 18.0% | 15.6% | 0.0% |
| The party platform | 42.0% | 44.3% | 41.7% | 46.8% | 41.8% | 39.6% | 33.6% -- | 0.0% |
| None of these | 18.7% | 14.4% --- | 12.5% ---- | 18.4% | 23.4% | 21.6% | 39.6% ++++ | 0.0% |
| Chi2: | - | 999 | | | | | | |
| Std Error Around 50%: | 2.50 | 4.53 | 4.92 | 6.59 | 8.80 | 8.53 | 7.49 | * |

| Which of the following is the most important factor for you when it comes to determining which party you will vote for in the next federal election? | | | | | | | |
|--|-------|--------|-------|---------------------|--------------------|--------------------|----------------------|
| QFACTOR2 | Total | Region | | | | | |
| | | BC | Alb | Sask/Man | Ont | Que | Atl |
| Weighted Total: | 1533 | 199 | 153 | 101 | 584 | 380 | 115 |
| Total: | 1533 | 179 | 151 | 108 | 554 | 410 | 131 |
| The party leader | 22.3% | 20.6% | 20.9% | 20.8% | 22.9% | 24.3% | 19.2% |
| The local candidate | 16.9% | 12.8% | 14.7% | 26.7% +++ | 16.4% | 13.7% -- | 31.8% ++++ |
| The party platform | 42.0% | 43.6% | 43.2% | 35.6% | 44.9% + | 41.0% | 31.6% -- |
| None of these | 18.7% | 23.1% | 21.3% | 16.9% | 15.7% -- | 20.9% | 17.4% |
| Chi2: | - | 999 | | | | | |
| Std Error Around 50%: | 2.50 | 7.32 | 7.97 | 9.43 | 4.16 | 4.84 | 8.56 |

| Which of the following is the most important factor for you when it comes to determining which party you will vote for in the next federal election? | | | | | | | | | | | | | | | | | |
|---|-------|--------|-------|--------------|-------|--------------|--------------|--------------------------------------|----------------|--------------|----------------|-------------------|-----------------------|--------|-------------------|--------------|-------|
| | Total | Gender | | Age Group | | | | Highest level of schooling completed | | | Place of birth | | Language of Interview | | Phone Service | | |
| | | Male | Feml | <25 | 25-44 | 45-64 | 65+ | <= HS | Coll/CE GEP | Uni | In Canada | Outside Canada | English | French | Land line only | Cell only | Both |
| QFACTOR2 | | | | | | | | | | | | | | | | | |
| Weighted Total: | 1533 | 741 | 792 | 180 | 547 | 537 | 269 | 397 | 507 | 628 | 1254 | 279 | 1173 | 360 | 379 | 194 | 960 |
| Total: | 1533 | 719 | 814 | 143 | 515 | 596 | 279 | 394 | 516 | 623 | 1271 | 262 | 1143 | 390 | 407 | 159 | 967 |
| The party leader | 22.3% | 24.2% | 20.6% | 19.6% | 21.5% | 24.1% | 22.2% | 24.1% | 23.3% | 20.5% | 22.2% | 23.0% | 21.7% | 24.3% | 20.4% | 30.4% | 21.5% |
| | | + | - | | | | | | | | | | | | | +++ | |
| The local candidate | 16.9% | 15.1% | 18.7% | 13.5% | 15.1% | 19.3% | 18.1% | 17.9% | 19.5% | 14.2% | 17.6% | 14.2% | 17.7% | 14.5% | 17.8% | 14.2% | 17.2% |
| | | - | + | | | + | | | | | | | | | | | |
| The party platform | 42.0% | 43.6% | 40.5% | 41.8% | 44.8% | 41.9% | 36.6% | 30.8% | 35.5% | 54.3% | 42.3% | 40.8% | 42.5% | 40.4% | 40.1% | 36.3% | 43.9% |
| | | | | | | | -- | ---- | ---- | ++++ | | | | | | | + |
| None of these | 18.7% | 17.1% | 20.3% | 25.0% | 18.6% | 14.7% | 23.0% | 27.2% | 21.7% | 11.0% | 18.0% | 22.0% | 18.1% | 20.8% | 21.7% | 19.1% | 17.5% |
| | | | | ++ | | --- | ++ | ++++ | ++ | ---- | | | | | + | | |
| Chi2: | - | 95 | | 95 | | | | 999 | | | - | | - | | 95 | | |
| Std Error Around 50%: | 2.50 | 3.65 | 3.43 | 8.20 | 4.32 | 4.01 | 5.87 | 4.94 | 4.31 | 3.93 | 2.75 | 6.05 | 2.90 | 4.96 | 4.86 | 7.77 | 3.15 |

| Which of the following potential outcomes of the next federal election do you think would be BEST | | | | | | | | |
|---|-----------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| OUTCOME | Vote Intention (includes leaning) | | | | | | | |
| | Total | CPC | LPC | NDP | GP | BQ | UnDc | NotE |
| Weighted Total: | 2395 | 713 | 630 | 321 | 181 | 196 | 244 | 76 |
| Total: | 2395 | 711 | 629 | 309 | 173 | 218 | 249 | 71 |
| Minority Liberal | 14.0% | 3.3% | 21.9% | 20.3% | 18.6% | 18.2% | 9.4% | 11.6% |
| | | ---- | ++++ | ++++ | + | + | -- | |
| Majority Liberal | 25.4% | 2.9% | 65.7% | 15.3% | 17.3% | 15.4% | 12.3% | 28.4% |
| | | ---- | ++++ | ---- | -- | ---- | ---- | |
| Minority Conservative | 8.1% | 12.6% | 4.2% | 5.7% | 6.0% | 9.9% | 9.4% | 5.8% |
| | | ++++ | ---- | | | | | |
| Majority Conservative | 27.8% | 77.1% | 3.2% | 7.9% | 7.1% | 7.7% | 11.9% | 13.0% |
| | | ++++ | ---- | ---- | ---- | ---- | ---- | -- |
| None of these | 24.7% | 4.0% | 4.9% | 50.7% | 51.0% | 48.9% | 56.9% | 41.2% |
| | | ---- | ---- | ++++ | ++++ | ++++ | ++++ | +++ |
| Chi2: | - | 999 | | | | | | |
| Std Error Around 50%: | 2.00 | 3.68 | 3.91 | 5.57 | 7.45 | 6.64 | 6.21 | 11.63 |

| Which of the following potential outcomes of the next federal election do you think would be BEST | | | | | | | |
|---|-------|--------|--------------|--------------|--------------|--------------|--------------|
| OUTCOME | Total | Region | | | | | |
| | | BC | Alb | Sask/Man | Ont | Que | Atl |
| Weighted Total: | 2395 | 311 | 240 | 158 | 912 | 594 | 180 |
| Total: | 2395 | 190 | 213 | 176 | 972 | 660 | 184 |
| Minority Liberal | 14.0% | 16.9% | 9.0% | 10.6% | 15.4% | 14.7% | 9.7% |
| | | | -- | | | | |
| Majority Liberal | 25.4% | 22.0% | 15.6% | 22.8% | 27.0% | 28.7% | 27.2% |
| | | | ---- | | | ++ | |
| Minority Conservative | 8.1% | 7.4% | 5.9% | 11.0% | 8.0% | 8.8% | 7.5% |
| | | | | | | | |
| Majority Conservative | 27.8% | 27.2% | 51.6% | 36.7% | 30.4% | 13.7% | 23.1% |
| | | | ++++ | +++ | ++ | ---- | |
| None of these | 24.7% | 26.5% | 17.8% | 18.9% | 19.2% | 34.2% | 32.4% |
| | | | -- | - | ---- | ++++ | ++ |
| Chi2: | - | 999 | | | | | |
| Std Error Around 50%: | 2.00 | 7.11 | 6.71 | 7.39 | 3.14 | 3.81 | 7.22 |

| Which of the following potential outcomes of the next federal election do you think would be BEST | | | | | | | | | | | | | | | | | | |
|--|-------|----------------------|----------------------|----------------------|---------------------|---------------------|----------------------|--------------------------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|----------------------|--------------------|---------------------|----------------------|--|
| OUTCOME | Total | Gender | | Age Group | | | | Highest level of schooling completed | | | Place of birth | | Language of Interview | | Phone Service | | | |
| | | Male | Feml | <25 | 25-44 | 45-64 | 65+ | <= HS | Coll/CE | Uni | In Canada | Outside Canada | English | French | Land line only | Cell only | Both | |
| Weighted Total: | 2395 | 1157 | 1238 | 282 | 855 | 838 | 420 | 622 | 855 | 917 | 1964 | 431 | 1827 | 568 | 592 | 279 | 1524 | |
| Total: | 2395 | 1109 | 1286 | 253 | 800 | 929 | 413 | 629 | 852 | 914 | 1990 | 405 | 1760 | 635 | 642 | 232 | 1521 | |
| Minority Liberal | 14.0% | 14.8% | 13.3% | 19.9% +++ | 14.6% | 13.9% | 9.3% --- | 11.6% -- | 13.9% | 15.8% ++ | 13.7% | 15.8% | 13.9% | 14.5% | 15.5% | 13.0% | 13.7% | |
| Majority Liberal | 25.4% | 24.3% | 26.4% | 22.9% | 24.9% | 24.8% | 29.1% + | 19.9% ---- | 20.2% ---- | 33.9% ++++ | 23.6% ---- | 33.6% ++++ | 24.4% -- | 28.5% ++ | 22.5% | 30.2% | 25.6% | |
| Minority Conservative | 8.1% | 8.8% | 7.4% | 9.6% | 8.2% | 7.9% | 7.2% | 9.8% + | 8.3% | 6.7% -- | 7.9% | 9.0% | 7.8% | 9.1% | 9.2% | 8.2% | 7.6% | |
| Majority Conservative | 27.8% | 33.1% ++++ | 22.9% ---- | 14.5% ---- | 23.8% --- | 31.4% +++ | 37.8% ++++ | 26.7% | 30.8% ++ | 25.8% - | 28.7% ++ | 23.8% -- | 32.3% ++++ | 13.3% ---- | 24.9% | 20.1% --- | 30.4% ++++ | |
| None of these | 24.7% | 19.1% ---- | 30.0% ++++ | 33.0% ++++ | 28.5% +++ | 22.1% -- | 16.6% ---- | 31.9% ++++ | 26.8% + | 17.8% ---- | 26.2% ++++ | 17.7% ---- | 21.6% ---- | 34.6% ++++ | 27.9% ++ | 28.5% | 22.7% --- | |
| Chi2: | - | 999 | | 999 | | | | 999 | | | 999 | | 999 | | 99 | | | |
| Std Error Around 50%: | 2.00 | 2.94 | 2.73 | 6.16 | 3.46 | 3.22 | 4.82 | 3.91 | 3.36 | 3.24 | 2.20 | 4.87 | 2.34 | 3.89 | 3.87 | 6.43 | 2.51 | |