



Canada's Leader in IVR Public Opinion Polling

## 0779 – Political Landscape – Data Tables, Weighted

**Date:** October 13, 2010

**Target Population:** General Population

**Sample:** n=1,832 (MOE +/- 2.29 19 times out of 20)

**Field Dates:** October 6 – 12, 2010

**Method:** IVR

## Vote Intention – October 6-12<sup>1</sup>

Decided vote intention (decided Voters, includes leaning)							
	Total	REGION					
		BC	Alb	Sask/Man	Ont	Que	Atl
FEDVT							
Weighted Total:	1576	213	169	88	600	394	112
Total:	1569	133	139	108	650	440	99
<b>Conservative Party</b>	34.4%	40.9%	<b>61.8%</b>	<b>45.0%</b>	<b>37.8%</b>	<b>13.7%</b>	26.9%
		+	++++	++	++	----	
<b>Liberal Party</b>	27.8%	<b>16.3%</b>	<b>15.0%</b>	20.2%	<b>37.3%</b>	<b>24.0%</b>	<b>37.0%</b>
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<b>NDP</b>	15.8%	<b>23.5%</b>	12.4%	21.1%	14.3%	<b>10.1%</b>	<b>30.9%</b>
		+++				----	++++
<b>Green Party</b>	10.4%	<b>15.2%</b>	7.5%	9.6%	9.5%	12.7%	<b>2.8%</b>
		++				+	--
<b>Bloc Québécois</b>	9.3%	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>37.0%</b>	<b>0.0%</b>
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<b>Other</b>	2.3%	4.1%	3.3%	4.1%	<b>1.1%</b>	2.4%	2.3%
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Chi2:	-	(999)					
Std Error Around 50%:	2.47	8.50	8.31	9.43	3.84	4.67	9.85

<sup>1</sup> Base: Decided and leaning voters (our survey also finds that 14.0% of respondents are undecided/ineligible to vote)

## Vote Intention – October 6-12 (continued)

Decided vote intention (decided Voters, includes leaning)														
	Total	Gender		Age				Education			Born in...		Language of Interview	
		Male	Feml	<25	25-44	45-64	65+	<= HS	Coll/CE GEP	Uni	Canada	Outside Canada	English	French
FEDVT														
Weighted Total:	1576	808	768	181	563	562	270	391	542	643	1314	262	1188	388
Total:	1569	789	780	133	542	611	283	405	534	630	1317	252	1133	436
<b>Conservative Party</b>	34.4%	<b>40.0%</b>	<b>28.5%</b>	<b>25.4%</b>	31.8%	36.3%	<b>41.8%</b>	38.3%	34.5%	31.9%	34.4%	34.6%	<b>40.9%</b>	<b>14.4%</b>
		++++	----	--			+++	+		-			++++	----
<b>Liberal Party</b>	27.8%	25.8%	29.9%	26.5%	27.1%	26.7%	32.4%	<b>20.7%</b>	25.7%	<b>33.8%</b>	<b>25.9%</b>	<b>37.2%</b>	<b>29.1%</b>	<b>23.6%</b>
		-	+				+	----		++++	----	++++	++	--
<b>NDP</b>	15.8%	15.3%	16.4%	12.0%	17.9%	16.4%	13.0%	15.7%	14.7%	16.9%	16.1%	14.3%	<b>17.6%</b>	<b>10.4%</b>
					+								++++	----
<b>Green Party</b>	10.4%	9.2%	11.6%	<b>23.8%</b>	9.5%	9.1%	<b>5.9%</b>	9.9%	12.1%	9.2%	10.9%	8.0%	10.1%	11.3%
				++++			--							
<b>Bloc Québécois</b>	9.3%	7.9%	10.6%	9.3%	<b>11.2%</b>	9.3%	<b>5.2%</b>	<b>12.4%</b>	9.6%	<b>7.1%</b>	<b>10.7%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>37.6%</b>
		-	+		++		--	++		--	++++	----	----	++++
<b>Other</b>	2.3%	1.7%	3.0%	3.0%	2.5%	2.2%	1.8%	3.0%	3.3%	<b>1.1%</b>	2.0%	4.0%	2.2%	2.8%
									+	--	-	+		
Chi2:	-	999		(999)				999			999		999	
Std Error Around 50%:	2.47	3.49	3.51	8.50	4.21	3.96	5.83	4.87	4.24	3.90	2.70	6.17	2.91	4.69

## Direction of country – October 6-12<sup>2</sup>

All things considered, would you say the country is moving in the right direction or the wrong direction?									
	Vote Intention (includes leaning)								
	Total	CPC	LPC	NDP	GP	BQ	Oth	Undec	Not eligible
INTRO1									
Weighted Total:	915	272	224	119	87	66	19	109	19
Total:	922	263	232	118	79	76	20	115	19
<b>Right direction</b>	50.6%	<b>74.0%</b> ++++	48.7%	46.2%	<b>28.0%</b> ----	<b>39.2%</b> --	30.1%	<b>33.4%</b> ----	27.0%
<b>Wrong direction</b>	37.4%	<b>20.1%</b> ----	42.7% +	<b>46.6%</b> ++	<b>57.9%</b> ++++	42.4%	42.9%	37.8%	44.2%
<b>Skipped</b>	12.0%	<b>5.8%</b> ----	8.6% -	7.2% -	14.1%	18.4% +	27.1%	<b>28.8%</b> ++++	28.7%
Chi2:	-	(999)							
Std Error Around 50%:	3.23	6.04	6.43	9.02	11.03	11.24	21.91	9.14	22.48

<sup>2</sup> Base: Canadians (half-sample)

## Direction of country – October 6-12 (continued)

All things considered, would you say the country is moving in the right direction or the wrong direction?							
	Total	REGION					
		BC	Alb	Sask/Man	Ont	Que	Atl
INTRO1							
Weighted Total:	915	127	88	56	348	229	67
Total:	922	84	73	60	384	255	66
<b>Right direction</b>	50.6%	56.6%	<b>66.5%</b> +++	44.4%	49.6%	<b>41.1%</b> ----	61.1% +
<b>Wrong direction</b>	37.4%	37.3%	<b>21.1%</b> ---	36.3%	40.5%	41.6%	29.6%
<b>Skipped</b>	12.0%	6.1% -	12.4%	19.3% +	10.0%	<b>17.3%</b> +++	9.2%
Chi2:	-	999					
Std Error Around 50%:	3.23	10.69	11.47	12.65	5.00	6.14	12.06

## Direction of country – October 6-12 (continued)

All things considered, would you say the country is moving in the right direction or the wrong direction?														
	Total	Gender		Age				Education			Born in...		Language of Interview	
		Male	Feml	<25	25-44	45-64	65+	<= HS	Coll/CE GEP	Uni	Canada	Outside Canada	English	French
INTRO1														
Weighted Total:	915	475	441	109	316	327	163	230	305	381	762	154	688	227
Total:	922	456	466	77	305	358	182	248	303	371	770	152	667	255
<b>Right direction</b>	50.6%	<b>54.2%</b>	<b>46.7%</b>	48.6%	52.9%	51.7%	45.1%	45.9%	50.2%	53.7%	50.3%	52.1%	<b>52.9%</b>	<b>43.6%</b>
		++	--					-					++	--
<b>Wrong direction</b>	37.4%	37.7%	37.1%	37.4%	36.2%	38.0%	38.5%	37.3%	35.2%	39.1%	38.2%	33.2%	36.6%	39.9%
<b>Skipped</b>	12.0%	<b>8.1%</b>	<b>16.3%</b>	14.0%	10.9%	10.3%	<b>16.5%</b>	<b>16.8%</b>	14.5%	<b>7.2%</b>	11.5%	14.6%	<b>10.5%</b>	<b>16.6%</b>
		----	++++				++	+++		----			--	++
Chi2:	-	999		-				99			-		95	
Std Error Around 50%:	3.23	4.59	4.54	11.17	5.61	5.18	7.26	6.22	5.63	5.09	3.53	7.95	3.79	6.14

## Direction of government – October 6-12<sup>3</sup>

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	Oth	Undec	Not eligible	
INTRO2										
Weighted Total:	917	270	214	131	77	80	18	109	19	
Total:	910	266	220	110	76	92	17	111	18	
<b>Right direction</b>	42.1%	<b>81.5%</b> ++++	<b>32.1%</b> ----	<b>15.5%</b> ----	32.1% -	<b>13.3%</b> ----	23.3%	<b>28.4%</b> ---	36.3%	
<b>Wrong direction</b>	45.4%	<b>9.6%</b> ----	<b>54.3%</b> +++	<b>75.8%</b> ++++	53.7%	<b>80.1%</b> ++++	68.1%	51.2%	9.5%	
<b>Skipped</b>	12.5%	<b>8.9%</b> --	13.6%	8.7%	14.2%	6.6% -	8.6%	<b>20.4%</b> +++	54.2%	
Chi2:	-	(999)								
Std Error Around 50%:	3.25	6.01	6.61	9.34	11.24	10.22	23.77	9.30	23.10	

<sup>3</sup> Base: Canadians (half-sample)

## Direction of government – October 6-12 (continued)

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:	917	111	95	65	350	225	70
Total:	910	72	81	75	372	258	52
<b>Right direction</b>	42.1%	50.0%	50.9%	<b>60.9%</b>	44.5%	<b>29.8%</b>	<b>28.3%</b>
			+	++++		----	--
<b>Wrong direction</b>	45.4%	34.9%	<b>33.9%</b>	<b>31.3%</b>	42.0%	<b>58.9%</b>	<b>63.7%</b>
		-	--	--		++++	+++
<b>Skipped</b>	12.5%	15.1%	15.2%	7.9%	13.5%	11.3%	8.0%
Chi2:	-	999					
Std Error Around 50%:	3.25	11.55	10.89	11.32	5.08	6.10	13.59

## Direction of government – October 6-12 (continued)

All things considered, would you say the Government of Canada is moving in the right direction or the wrong direction?														
	Total	Gender		Age				Education			Born in...		Language of Interview	
		Male	Feml	<25	25-44	45-64	65+	<= HS	Coll/CE GEP	Uni	Canada	Outside Canada	English	French
INTRO2														
Weighted Total:	917	410	506	106	338	315	158	268	335	314	761	155	696	220
Total:	910	414	496	80	326	351	153	268	327	315	763	147	657	253
<b>Right direction</b>	42.1%	<b>50.0%</b>	<b>35.8%</b>	<b>55.7%</b>	<b>36.1%</b>	43.0%	43.9%	<b>47.6%</b>	38.8%	41.0%	<b>40.2%</b>	<b>51.6%</b>	<b>45.8%</b>	<b>30.5%</b>
		++++	---	+++	---			++			--	++	++++	---
<b>Wrong direction</b>	45.4%	<b>41.3%</b>	<b>48.6%</b>	<b>29.7%</b>	48.6%	47.8%	44.1%	<b>37.8%</b>	46.1%	<b>51.0%</b>	<b>47.3%</b>	<b>35.6%</b>	<b>40.9%</b>	<b>59.4%</b>
		--	++	---				---		++	+++	---	----	++++
<b>Skipped</b>	12.5%	<b>8.7%</b>	<b>15.6%</b>	14.6%	15.2%	<b>9.2%</b>	12.0%	14.5%	15.2%	<b>8.0%</b>	12.5%	12.8%	13.3%	10.2%
		---	+++			+	--			+	---			
Chi2:	-	999		99				99			95		999	
Std Error Around 50%:	3.25	4.82	4.40	10.96	5.43	5.23	7.92	5.99	5.42	5.52	3.55	8.08	3.82	6.16

# Annex I

## Vote Intention – September 29-October 5<sup>4</sup>

Decided vote intention (decided Voters, includes leaning)							
	Total	REGION					
		BC	Alb	Sask/Man	Ont	Que	Atl
FEDVT							
Weighted Total:	2476	321	254	165	950	611	175
Total:	2485	252	248	146	1082	585	172
<b>Conservative Party</b>	31.8%	28.2%	<b>57.1%</b> ++++	<b>45.8%</b> ++++	<b>34.2%</b> ++	<b>15.0%</b> ----	34.1%
<b>Liberal Party</b>	27.6%	22.8%	<b>19.3%</b> ---	24.4%	<b>35.1%</b> ++++	<b>22.0%</b> ----	30.6%
<b>NDP</b>	16.5%	<b>30.0%</b> ++++	<b>7.7%</b> ----	17.0%	17.0%	<b>10.8%</b> ----	21.3%
<b>Green Party</b>	11.2%	<b>15.6%</b> ++	10.1%	7.5%	11.2%	10.0%	12.2%
<b>Bloc Québécois</b>	9.7%	<b>0.0%</b> ----	<b>0.0%</b> ----	<b>0.0%</b> ----	<b>0.0%</b> ----	<b>39.2%</b> ++++	<b>0.0%</b> ----
<b>Other</b>	3.2%	3.4%	<b>5.9%</b> ++	5.3%	2.5%	2.9%	1.8%
Chi2:	-	999					
Std Error Around 50%:	1.97	6.17	6.22	8.11	2.98	4.05	7.47

<sup>4</sup> Base: Decided and leaning voters (our survey also finds that 13.6% of respondents are undecided/ineligible to vote)

## Vote Intention – September 29-October 5 (continued)

Decided vote intention (decided Voters, includes leaning)														
	Total	Gender		Age				Education			Born in...		Language of Interview	
		Male	Feml	<25	25-44	45-64	65+	<= HS	Coll/CE GEP	Uni	Canada	Outside Canada	English	French
FEDVT														
Weighted Total:	2476	1237	1239	287	873	872	444	671	836	969	2073	404	1887	590
Total:	2485	1184	1301	200	768	1006	511	661	827	997	2071	414	1916	569
<b>Conservative Party</b>	<b>31.8%</b>	<b>36.0%</b>	<b>27.6%</b>	<b>24.1%</b>	<b>25.1%</b>	<b>36.3%</b>	<b>40.9%</b>	34.3%	33.5%	<b>28.5%</b>	32.0%	30.5%	<b>36.7%</b>	<b>16.1%</b>
		++++	----	--	----	++++	++++			---			++++	----
<b>Liberal Party</b>	27.6%	26.8%	28.4%	<b>19.8%</b>	27.3%	28.8%	31.0%	<b>20.8%</b>	25.2%	<b>34.5%</b>	<b>25.7%</b>	<b>37.3%</b>	<b>29.7%</b>	<b>21.0%</b>
				---			+	----	-	++++	----	++++	++++	----
<b>NDP</b>	16.5%	<b>12.9%</b>	<b>20.0%</b>	<b>22.7%</b>	17.8%	<b>14.3%</b>	14.1%	17.3%	15.6%	16.7%	16.3%	17.6%	<b>18.2%</b>	<b>11.1%</b>
		----	++++	++		--							++++	----
<b>Green Party</b>	11.2%	11.9%	10.6%	<b>20.4%</b>	<b>13.5%</b>	<b>8.7%</b>	<b>5.6%</b>	11.5%	11.0%	11.2%	11.3%	10.9%	11.9%	9.1%
				++++	+++	--	----						+	-
<b>Bloc Québécois</b>	9.7%	<b>8.3%</b>	<b>11.1%</b>	9.6%	<b>11.9%</b>	9.1%	<b>6.5%</b>	<b>13.0%</b>	9.8%	<b>7.3%</b>	<b>11.1%</b>	<b>2.2%</b>	<b>0.1%</b>	<b>40.4%</b>
		--	++		+++		---	++++		---	++++	----	----	++++
<b>Other</b>	3.2%	<b>4.1%</b>	<b>2.4%</b>	3.4%	<b>4.3%</b>	2.7%	<b>1.8%</b>	3.1%	<b>4.9%</b>	<b>1.9%</b>	<b>3.5%</b>	<b>1.5%</b>	3.5%	2.2%
		++	--		++		---		++++	---	++	--		
Chi2:	-	999		999				999			999		999	
Std Error Around 50%:	1.97	2.85	2.72	6.93	3.54	3.09	4.34	3.81	3.41	3.10	2.15	4.82	2.24	4.11

## Annex II

### Vote Intention – September 29-October 12<sup>5</sup>

Decided vote intention (decided Voters, includes leaning)							
	Total	REGION					
		BC	Alb	Sask/Man	Ont	Que	Atl
FEDVT							
Weighted Total:	4049	523	420	260	1552	1004	291
Total:	4054	385	387	254	1732	1025	271
<b>Conservative Party</b>	32.5%	31.7%	<b>56.4%</b> ++++	<b>46.2%</b> ++++	<b>35.7%</b> ++++	<b>14.6%</b> ----	32.2%
<b>Liberal Party</b>	28.2%	<b>21.2%</b> ----	<b>19.5%</b> ----	22.9% -	<b>36.1%</b> ++++	<b>23.0%</b> ----	<b>34.0%</b> ++
<b>NDP</b>	15.9%	<b>27.5%</b> ++++	<b>9.1%</b> ----	17.6%	15.8%	<b>10.6%</b> ----	<b>22.0%</b> +++
<b>Green Party</b>	11.0%	<b>15.1%</b> +++	10.0%	8.6%	10.5%	11.0%	9.6%
<b>Bloc Québécois</b>	9.5%	<b>0.0%</b> ----	<b>0.0%</b> ----	<b>0.0%</b> ----	<b>0.0%</b> ----	<b>38.2%</b> ++++	<b>0.0%</b> ----
<b>Other</b>	2.9%	4.4% +	<b>4.9%</b> ++	4.8% +	<b>1.9%</b> ---	2.7%	2.2%
Chi2:	-	999					
Std Error Around 50%:	1.54	4.99	4.98	6.15	2.35	3.06	5.95

<sup>5</sup> Base: Decided and leaning voters (our survey also finds that 13.8% of respondents are undecided/ineligible to vote)

### Vote Intention – September 29-October 12 (continued)

Decided vote intention (decided Voters, includes leaning)														
	Total	Gender		Age				Education			Born in...		Language of Interview	
		Male	Feml	<25	25-44	45-64	65+	<= HS	Coll/CE GEP	Uni	Canada	Outside Canada	English	French
FEDVT														
Weighted Total:	4049	2038	2011	470	1437	1425	716	1064	1365	1620	3376	673	3074	975
Total:	4054	1973	2081	333	1310	1617	794	1066	1361	1627	3388	666	3049	1005
<b>Conservative Party</b>	32.5%	<b>36.2%</b>	<b>28.8%</b>	<b>23.3%</b>	<b>26.9%</b>	<b>36.6%</b>	<b>41.8%</b>	<b>35.7%</b>	33.8%	<b>29.4%</b>	32.8%	31.4%	<b>38.0%</b>	<b>15.5%</b>
		++++	----	----	----	++++	++++	+++		----			+++	----
<b>Liberal Party</b>	28.2%	27.6%	28.8%	<b>23.6%</b>	27.9%	28.2%	<b>31.9%</b>	<b>21.3%</b>	<b>25.8%</b>	<b>34.8%</b>	<b>26.2%</b>	<b>38.1%</b>	<b>30.1%</b>	<b>22.1%</b>
				--			++	----	--	++++	----	++++	++++	----
<b>NDP</b>	15.9%	<b>13.9%</b>	<b>17.9%</b>	<b>19.5%</b>	<b>17.5%</b>	14.5%	<b>12.9%</b>	16.6%	14.8%	16.4%	15.8%	16.3%	<b>17.5%</b>	<b>10.9%</b>
		----	++++	++	++	-	--						++++	----
<b>Green Party</b>	11.0%	10.8%	11.1%	<b>20.9%</b>	<b>12.3%</b>	<b>9.0%</b>	<b>5.6%</b>	10.9%	11.6%	10.5%	11.2%	9.6%	11.3%	9.9%
				++++	++	---	----							
<b>Bloc Québécois</b>	9.5%	<b>8.1%</b>	<b>10.8%</b>	9.5%	<b>11.6%</b>	9.0%	<b>6.0%</b>	<b>12.4%</b>	9.8%	<b>7.2%</b>	<b>11.0%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>39.2%</b>
		---	+++		++++		----	++++		----	++++	----	----	++++
<b>Other</b>	2.9%	3.3%	2.6%	3.1%	<b>3.7%</b>	2.6%	<b>1.8%</b>	3.0%	<b>4.3%</b>	<b>1.7%</b>	3.0%	2.5%	3.1%	2.4%
					++		--		++++	----				
Chi2:	-	999		999				999			999		999	
Std Error Around 50%:	1.54	2.21	2.15	5.37	2.71	2.44	3.48	3.00	2.66	2.43	1.68	3.80	1.77	3.09