



Canada's Leader in IVR Public Opinion Polling

## 0779 – Political Landscape – Data Tables, Weighted

**Date:** December 16, 2009

**Target Population:** General Population

**Sample:** n=3,386 (MOE +/- 1.68 19 times out of 20)

**Field Dates:** December 9 – 15, 2009

**Method:** IVR

If Elections Canada offered a safe way of voting online - that is, on the internet - how likely is it that you would vote online in the next federal election?								
	Total	Vote Intention (includes leaning)						
		CPC	LPC	NDP	GP	BQ	UnDc	NotE
WEBVOTE								
Weighted Total:	3292	1032	768	488	322	265	393	0
Total:	3300	1051	759	468	308	308	385	0
<b>Not at all likely</b>	18.1%	19.2%	17.1%	19.6%	14.9%	17.1%	18.9%	0.0%
<b>Not very likely</b>	8.5%	8.6%	8.9%	8.1%	10.9%	7.7%	6.8%	0.0%
<b>Somewhat likely</b>	15.4%	14.4%	15.1%	15.1%	18.4%	15.6%	16.6%	0.0%
<b>Very likely</b>	49.1%	49.2%	50.7%	49.7%	50.0%	53.3%	<b>41.4%</b>	0.0%
<b>Do not use the internet</b>	8.9%	8.6%	8.1%	7.5%	5.9%	6.3%	<b>16.3%</b>	0.0%
Chi2:	-	999					----	
Std Error Around 50%:	1.71	3.02	3.56	4.53	5.58	5.58	4.99	*

If Elections Canada offered a safe way of voting online - that is, on the internet - how likely is it that you would vote online in the next federal election?							
	Total	Region					
		BC	Alb	Sask/Man	Ont	Que	Atl
WEBVOTE							
Weighted Total:	3292	427	332	221	1253	815	245
Total:	3300	368	338	226	1223	941	204
<b>Not at all likely</b>	18.1%	19.1%	17.1%	18.5%	18.1%	17.9%	18.6%
<b>Not very likely</b>	8.5%	7.1%	9.1%	9.0%	8.7%	8.2%	10.3%
<b>Somewhat likely</b>	15.4%	14.6%	16.4%	14.1%	14.8%	16.2%	16.6%
<b>Very likely</b>	49.1%	49.3%	50.0%	44.4%	<b>51.5%</b>	47.6%	44.6%
<b>Do not use the internet</b>	8.9%	9.9%	7.4%	<b>13.9%</b>	<b>7.0%</b>	10.1%	9.9%
Chi2:	-	-		+++	---		
Std Error Around 50%:	1.71	5.11	5.33	6.52	2.80	3.19	6.86

If Elections Canada offered a safe way of voting online - that is, on the internet - how likely is it that you would vote online in the next federal election?														
	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
WEBVOTE														
Weighted Total:	3292	1592	1700	352	1180	1174	587	988	1109	1195	2710	582	2518	774
Total:	3300	1598	1702	289	1091	1304	616	998	1107	1195	2744	556	2402	898
<b>Not at all likely</b>	18.1%	19.1%	17.2%	<b>13.4%</b>	<b>13.3%</b>	19.8%	<b>27.4%</b>	<b>23.7%</b>	16.4%	<b>15.2%</b>	18.1%	18.3%	18.2%	18.0%
				--	----	+	++++	++++	-	----				
<b>Not very likely</b>	8.5%	<b>7.2%</b>	<b>9.7%</b>	8.4%	<b>7.0%</b>	8.5%	<b>11.7%</b>	8.6%	9.1%	7.9%	8.4%	8.9%	8.6%	8.3%
		--	++		--		+++							
<b>Somewhat likely</b>	15.4%	14.3%	16.4%	18.5%	17.0%	15.1%	<b>10.7%</b>	15.4%	16.7%	14.2%	15.5%	14.9%	15.1%	16.1%
		-	+		+		----							
<b>Very likely</b>	49.1%	<b>51.8%</b>	<b>46.5%</b>	<b>55.6%</b>	<b>58.3%</b>	48.2%	<b>28.5%</b>	<b>36.5%</b>	49.8%	<b>58.8%</b>	49.7%	46.3%	49.7%	47.0%
		+++	---	++	++++		----	----		++++				
<b>Do not use the internet</b>	8.9%	<b>7.5%</b>	<b>10.1%</b>	<b>4.1%</b>	<b>4.4%</b>	8.4%	<b>21.7%</b>	<b>15.8%</b>	8.0%	<b>4.0%</b>	<b>8.3%</b>	<b>11.6%</b>	8.4%	10.5%
		---	+++	---	----		++++	++++		----	--	++	-	+
Chi2:	-	999		999				999			-		-	
Std Error Around 50%:	1.71	2.45	2.38	5.76	2.97	2.71	3.95	3.10	2.95	2.83	1.87	4.16	2.00	3.27

Which of the following options do you think would be the best way to improve voter participation in Canada?								
		Vote Intention (includes leaning)						
	Total	CPC	LPC	NDP	GP	BQ	UnDc	NotE
VOTERPART								
Weighted Total:	3386	1032	768	488	322	265	393	94
Total:	3386	1051	759	468	308	308	385	86
<b>Make it possible to vote on the internet</b>	32.9%	34.4%	33.8%	<b>25.7%</b>	28.2%	32.5%	<b>38.8%</b>	38.6%
				----	-		+++	
<b>Make voting mandatory</b>	22.5%	<b>25.3%</b>	22.3%	19.3%	19.7%	22.8%	22.4%	17.4%
		+++		-				
<b>Devote more money to public education campaigns promoting the importance of voting</b>	16.1%	14.2%	16.6%	18.5%	14.2%	15.3%	15.7%	<b>27.5%</b>
		-						+++
<b>Change the composition of Parliament to more accurately reflect the popular vote, sometimes called proportional representation</b>	28.5%	<b>26.0%</b>	27.3%	<b>36.5%</b>	<b>37.9%</b>	29.5%	<b>23.1%</b>	<b>16.5%</b>
		--		++++	++++		--	--
Chi2:	-	999						
Std Error Around 50%:	1.68	3.02	3.56	4.53	5.58	5.58	4.99	10.57

<b>Which of the following options do you think would be the best way to improve voter participation in Canada?</b>							
		<b>Region</b>					
	<b>Total</b>	<b>BC</b>	<b>Alb</b>	<b>Sask/Man</b>	<b>Ont</b>	<b>Que</b>	<b>Atl</b>
VOTERPART							
Weighted Total:	3386	440	339	223	1290	840	254
Total:	3386	378	345	229	1255	968	211
<b>Make it possible to vote on the internet</b>	32.9%	30.8%	33.9%	33.4%	31.8%	35.4%	31.7%
						+	
<b>Make voting mandatory</b>	22.5%	20.1%	23.0%	18.9%	22.3%	<b>25.4%</b>	21.0%
						++	
<b>Devote more money to public education campaigns promoting the importance of voting</b>	16.1%	16.8%	13.6%	16.0%	15.8%	15.7%	20.2%
							+
<b>Change the composition of Parliament to more accurately reflect the popular vote, sometimes called proportional representation</b>	28.5%	32.3%	29.5%	31.7%	30.1%	<b>23.4%</b>	27.1%
		+				----	
Chi2:	-	95					
Std Error Around 50%:	1.68	5.04	5.28	6.48	2.77	3.15	6.75

Which of the following options do you think would be the best way to improve voter participation in Canada?														
	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	Uni	In Canada	Outside Canada	English	French
VOTERPART														
Weighted Total:	3386	1636	1750	398	1208	1185	594	1039	1123	1224	2766	620	2589	797
Total:	3386	1639	1747	328	1119	1316	623	1043	1120	1223	2795	591	2464	922
<b>Make it possible to vote on the internet</b>	32.9%	33.1%	32.7%	<b>39.3%</b> +++	<b>41.7%</b> ++++	<b>30.3%</b> --	<b>15.8%</b> ----	31.4%	34.5%	32.6%	<b>33.8%</b> ++	<b>28.9%</b> --	32.2%	35.0%
<b>Make voting mandatory</b>	22.5%	23.1%	22.0%	22.6%	<b>20.2%</b> --	21.8%	<b>28.6%</b> ++++	<b>25.3%</b> +++	24.2%	<b>18.6%</b> +	22.0%	24.7%	<b>21.6%</b> --	<b>25.6%</b> ++
<b>Devote more money to public education campaigns promoting the importance of voting</b>	16.1%	<b>13.8%</b> ----	<b>18.1%</b> ++++	19.6%	<b>13.8%</b> +	15.0%	<b>20.2%</b> +++	<b>20.3%</b> ++++	15.4%	<b>13.1%</b> ----	<b>15.3%</b> --	<b>19.2%</b> ++	16.1%	16.0%
<b>Change the composition of Parliament to more accurately reflect the popular vote, sometimes called proportional representation</b>	28.5%	30.0% +	27.2% -	<b>18.5%</b> ----	<b>24.3%</b> ----	<b>32.9%</b> ++++	<b>35.3%</b> ++++	<b>23.0%</b> ----	<b>25.9%</b> --	<b>35.7%</b> ++++	28.9%	27.1%	<b>30.1%</b> ++++	<b>23.4%</b> ----
Chi2:	-	99		999				999			95		99	
Std Error Around 50%:	1.68	2.42	2.34	5.41	2.93	2.70	3.93	3.03	2.93	2.80	1.85	4.03	1.97	3.23