



Canada's Leader in IVR Public Opinion Polling

## 0779 – Political Landscape – Data Tables, Weighted

**Date:** March 30, 2010

**Target Population:** General Population

**Sample:** n=2,162 (MOE +/- 2.11 19 times out of 20)

**Field Dates:** March 24 – 30, 2010

**Method:** IVR

<b>Regardless of your political persuasion, which of the following political leaders would you most like to have a beer with?</b>									
		<b>Vote Intention (includes leaning)</b>							
	<b>Total</b>	<b>CPC</b>	<b>LPC</b>	<b>NDP</b>	<b>GP</b>	<b>BQ</b>	<b>Oth</b>	<b>Undec</b>	<b>Not eligible</b>
QBREW									
Weighted Total:	2162	596	500	297	235	168	57	256	53
Total:	2162	614	499	289	218	175	60	260	47
<b>Stephen Harper</b>	23%	<b>54%</b> ++++	<b>14%</b> ----	<b>6%</b> ----	<b>14%</b> ----	<b>8%</b> ----	15%	<b>10%</b> ----	22%
<b>Michael Ignatieff</b>	10%	<b>5%</b> ----	<b>25%</b> ++++	<b>5%</b> ---	8%	<b>3%</b> ---	10%	<b>4%</b> ----	3%
<b>Jack Layton</b>	26%	<b>14%</b> ----	26%	<b>61%</b> ++++	30%	<b>35%</b> +++	16%	<b>13%</b> ----	14%
<b>Not applicable</b>	14%	<b>11%</b> --	12%	13%	<b>22%</b> ++++	16%	<b>30%</b> ++++	17%	6%
<b>No response</b>	26%	<b>15%</b> ----	23%	<b>15%</b> ----	26%	<b>39%</b> ++++	30%	<b>56%</b> ++++	<b>54%</b> ++++
Chi2:	-	999							
Std Error Around 50%:	2.11	3.95	4.39	5.76	6.64	7.41	12.65	6.08	14.29

Regardless of your political persuasion, which of the following political leaders would you most like to have a beer with?							
		REGION					
	Total	BC	Alb	Sask/Man	Ont	Que	Atl
QBREW							
Weighted Total:	2162	281	216	143	824	536	162
Total:	2162	286	236	151	730	558	201
<b>Stephen Harper</b>	23%	22%	<b>40%</b> ++++	<b>36%</b> ++++	24%	<b>15%</b> ----	<b>17%</b> --
<b>Michael Ignatieff</b>	10%	<b>15%</b> +++	7%	10%	10%	8%	10%
<b>Jack Layton</b>	26%	22%	<b>20%</b> --	<b>16%</b> ---	25%	<b>36%</b> ++++	27%
<b>Not applicable</b>	14%	15%	15%	12%	<b>17%</b> ++	<b>9%</b> ----	18%
<b>No response</b>	26%	26%	<b>18%</b> ---	25%	24%	<b>32%</b> ++++	28%
Chi2:	-	999					
Std Error Around 50%:	2.11	5.79	6.38	7.97	3.63	4.15	6.91

Regardless of your political persuasion, which of the following political leaders would you most like to have a beer with?												
	Total	Gender		Age				Highest level of schooling completed			Language of Interview	
		Male	Feml	<25	25-44	45-64	65+	<= HS	Coll/CE GEP	Uni	EN	FR
QBREW												
Weighted Total:	2162	1045	1117	254	772	757	379	663	707	792	1641	521
Total:	2162	1075	1087	205	702	847	408	661	707	794	1627	535
<b>Stephen Harper</b>	23%	<b>29%</b>	<b>18%</b>	26%	22%	22%	<b>27%</b>	26%	25%	<b>19%</b>	<b>26%</b>	<b>14%</b>
		++++	----				++	+		----	++++	----
<b>Michael Ignatieff</b>	10%	11%	9%	9%	<b>7%</b>	11%	<b>14%</b>	<b>7%</b>	8%	<b>13%</b>	<b>10%</b>	<b>7%</b>
					---		+++	---		++++	++	--
<b>Jack Layton</b>	26%	<b>29%</b>	<b>24%</b>	26%	<b>32%</b>	25%	<b>18%</b>	<b>21%</b>	25%	<b>32%</b>	<b>23%</b>	<b>37%</b>
		+++	---		++++		----	----		++++	----	++++
<b>Not applicable</b>	14%	<b>12%</b>	<b>17%</b>	13%	14%	16%	14%	14%	16%	14%	<b>16%</b>	<b>10%</b>
		---	+++								++++	----
<b>No response</b>	26%	<b>18%</b>	<b>33%</b>	26%	25%	26%	27%	<b>32%</b>	25%	<b>22%</b>	<b>24%</b>	<b>33%</b>
		----	++++					++++		---	----	++++
Chi2:	-	999		999				999			999	
Std Error Around 50%:	2.11	2.99	2.97	6.84	3.70	3.37	4.85	3.81	3.69	3.48	2.43	4.24