



Canada's Leader in IVR Public Opinion Polling

## 0779 – Political Landscape – Data Tables, Weighted

**Date:** May 5, 2010

**Target Population:** General Population

**Sample:** n=2,192 (MOE +/- 2.09 19 times out of 20)

**Field Dates:** April 28 – May 4, 2010

**Method:** IVR

<b>Of the following issues, which one do you think should be the most important issue for the next federal election?</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>
ELECIS									
Weighted Total:	2192	623	491	300	216	191	59	251	61
Total:	2192	633	491	295	200	210	58	251	54
<b>Issues like ethics and accountability</b>	10.1%	<b>7.8%</b> --	<b>15.4%</b> ++++	13.1% +	10.6%	7.2%	8.1%	<b>5.6%</b> --	4.4%
<b>The economy, jobs, and growth</b>	32.6%	<b>43.0%</b> ++++	32.0%	<b>24.8%</b> ---	27.1%	<b>25.5%</b> --	21.2%	31.5%	27.6%
<b>Fiscal issues like taxes and debt</b>	17.5%	<b>22.1%</b> ++++	15.1%	14.5%	16.9%	<b>11.5%</b> --	24.5%	15.9%	25.2%
<b>Social issues like health and education</b>	32.1%	<b>21.5%</b> ----	32.4%	<b>42.1%</b> ++++	37.2%	<b>47.8%</b> ++++	34.9%	32.9%	<b>16.9%</b> --
<b>No response</b>	7.6%	<b>5.6%</b> --	<b>5.1%</b> --	5.5%	8.2%	7.9%	11.3%	<b>14.1%</b> ++++	<b>25.9%</b> ++++
Chi2:	-	(999)							
Std Error Around 50%:	2.09	3.90	4.42	5.71	6.93	6.76	12.87	6.19	13.34

Of the following issues, which one do you think should be the most important issue for the next federal election?							
		REGION					
	Total	BC	Alb	Sask/Man	Ont	Que	Atl
ELECIS							
Weighted Total:	2192	285	219	145	835	544	164
Total:	2192	281	235	176	706	610	184
<b>Issues like ethics and accountability</b>	10.1%	8.0%	10.9%	9.8%	<b>12.3%</b> ++	8.2% -	8.5%
<b>The economy, jobs, and growth</b>	32.6%	<b>26.8%</b> --	29.0%	30.6%	<b>38.5%</b> ++++	<b>26.8%</b> ----	38.5% +
<b>Fiscal issues like taxes and debt</b>	17.5%	19.0%	15.5%	18.5%	<b>21.1%</b> ++++	<b>12.9%</b> ----	14.2%
<b>Social issues like health and education</b>	32.1%	<b>39.2%</b> +++	35.0%	30.8%	<b>21.7%</b> ----	<b>43.0%</b> ++++	34.2%
<b>No response</b>	7.6%	7.1%	9.6%	10.3%	6.4%	9.1%	4.6%
Chi2:	-	999					
Std Error Around 50%:	2.09	5.85	6.39	7.39	3.69	3.97	7.22

Of the following issues, which one do you think should be the most important issue for the next federal election?												
	Total	Gender		Age				Highest level of schooling completed			Language	
		Male	Feml	<25	25-44	45-64	65+	<= HS	Coll/CE GEP	Uni	English	French
ELECS												
Weighted Total:	2192	1059	1133	258	782	767	384	622	765	805	1668	524
Total:	2192	1006	1186	215	636	850	491	638	746	808	1605	587
<b>Issues like ethics and accountability</b>	10.1%	<b>11.9%</b>	<b>8.5%</b>	7.7%	9.6%	9.9%	<b>13.2%</b>	<b>6.3%</b>	9.9%	<b>13.3%</b>	<b>10.8%</b>	<b>7.8%</b>
		+++	---				++	----		++++	++	--
<b>The economy, jobs, and growth</b>	32.6%	<b>36.9%</b>	<b>28.6%</b>	28.4%	31.1%	35.0%	33.8%	34.6%	<b>36.3%</b>	<b>27.6%</b>	<b>34.8%</b>	<b>25.7%</b>
		++++	----				+		+++	----	++++	----
<b>Fiscal issues like taxes and debt</b>	17.5%	<b>21.9%</b>	<b>13.4%</b>	<b>24.7%</b>	17.3%	16.8%	14.5%	17.5%	15.6%	19.4%	<b>18.8%</b>	<b>13.6%</b>
		++++	----	+++			-			-	+++	----
<b>Social issues like health and education</b>	32.1%	<b>22.7%</b>	<b>41.0%</b>	31.2%	34.8%	31.5%	28.7%	31.1%	31.7%	33.3%	<b>28.6%</b>	<b>43.3%</b>
		----	++++			+	-				----	++++
<b>No response</b>	7.6%	6.6%	8.5%	8.1%	7.1%	6.9%	9.7%	<b>10.6%</b>	6.4%	6.4%	<b>7.0%</b>	<b>9.6%</b>
		-	+				+	++++			--	++
Chi2:	-	999		95				999			999	
Std Error Around 50%:	2.09	3.09	2.85	6.68	3.89	3.36	4.42	3.88	3.59	3.45	2.45	4.04

<b>Of the following attributes, what is the most important one you look for in the leader of the country?</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>
LDRATRIB									
Weighted Total:	2192	623	491	300	216	191	59	251	61
Total:	2192	633	491	295	200	210	58	251	54
<b>Intelligence</b>	19.4%	<b>22.9%</b> +++	22.4% +	19.2%	17.1%	<b>7.8%</b> ----	27.0%	<b>14.3%</b> --	17.8%
<b>Decisiveness</b>	15.2%	<b>23.0%</b> ++++	<b>11.9%</b> --	<b>9.8%</b> ---	<b>8.1%</b> ---	<b>23.0%</b> +++	<b>6.0%</b> --	12.5%	9.3%
<b>Compassion</b>	8.9%	<b>5.1%</b> ----	10.1%	<b>15.1%</b> ++++	<b>13.8%</b> ++	<b>2.0%</b> ----	12.8%	9.8%	5.7%
<b>Honesty</b>	48.4%	<b>41.5%</b> ----	49.7%	49.4%	52.8%	<b>60.5%</b> ++++	37.9%	51.0%	48.0%
<b>No response</b>	8.1%	7.5%	<b>5.8%</b> --	6.6%	8.3%	6.7%	<b>16.4%</b> ++	<b>12.5%</b> +++	<b>19.2%</b> +++
Chi2:	-	(999)							
Std Error Around 50%:	2.09	3.90	4.42	5.71	6.93	6.76	12.87	6.19	13.34

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		REGION					
	Total	BC	Alb	Sask/Man	Ont	Que	Atl
LDRATRIB							
Weighted Total:	2192	285	219	145	835	544	164
Total:	2192	281	235	176	706	610	184
<b>Intelligence</b>	19.4%	20.9%	19.0%	22.7%	<b>22.4%</b>	<b>11.4%</b>	<b>25.5%</b>
					+++	----	++
<b>Decisiveness</b>	15.2%	14.3%	11.0%	15.2%	<b>11.8%</b>	<b>24.1%</b>	10.2%
			-		----	++++	-
<b>Compassion</b>	8.9%	11.3%	9.1%	9.6%	9.9%	<b>5.3%</b>	11.4%
						----	
<b>Honesty</b>	48.4%	43.9%	48.1%	<b>41.1%</b>	49.1%	<b>52.7%</b>	44.8%
				--		++	
<b>No response</b>	8.1%	9.6%	<b>12.9%</b>	11.3%	6.9%	6.6%	8.1%
			+++		-		
Chi2:	-	999					
Std Error Around 50%:	2.09	5.85	6.39	7.39	3.69	3.97	7.22

Of the following attributes, what is the most important one you look for in the leader of the country?												
	Total	Gender		Age				Highest level of schooling completed			Language	
		Male	Feml	<25	25-44	45-64	65+	<= HS	Coll/CE GEP	Uni	English	French
LDRATRIB												
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Total:	2192	1006	1186	215	636	850	491	638	746	808	1605	587
<b>Intelligence</b>	19.4%	<b>22.5%</b>	<b>16.4%</b>	21.1%	19.9%	18.0%	19.7%	<b>13.9%</b>	19.8%	<b>23.2%</b>	<b>22.1%</b>	<b>10.6%</b>
		++++	----					----		++++	++++	----
<b>Decisiveness</b>	15.2%	<b>17.8%</b>	<b>12.8%</b>	10.8%	14.7%	<b>17.3%</b>	15.1%	15.3%	13.7%	16.5%	<b>12.2%</b>	<b>24.8%</b>
		+++	---	-		++					----	++++
<b>Compassion</b>	8.9%	9.1%	8.8%	10.0%	10.3%	8.7%	<b>5.9%</b>	7.4%	8.3%	<b>10.7%</b>	<b>10.1%</b>	<b>5.3%</b>
							---			++	++++	----
<b>Honesty</b>	48.4%	<b>43.5%</b>	<b>52.9%</b>	47.7%	<b>44.5%</b>	50.1%	<b>53.3%</b>	<b>54.2%</b>	50.4%	<b>41.9%</b>	<b>46.9%</b>	<b>53.0%</b>
		----	++++		--		++	++++		----	--	++
<b>No response</b>	8.1%	7.1%	9.1%	10.4%	<b>10.6%</b>	<b>5.9%</b>	6.1%	9.2%	7.7%	7.7%	8.7%	6.3%
		-	+		+++	---	-				+	-
Chi2:	-	999		99				999			999	
Std Error Around 50%:	2.09	3.09	2.85	6.68	3.89	3.36	4.42	3.88	3.59	3.45	2.45	4.04

<b>If there were more women leaders in federal politics, overall, do you think that this would have a positive effect, a negative effect, or no effect on the quality of government?</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>
FEMINGOV									
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<b>A positive effect</b>	50.5%	<b>37.6%</b>	<b>56.2%</b>	<b>63.5%</b>	<b>59.4%</b>	<b>61.7%</b>	42.2%	<b>44.0%</b>	41.4%
		----	+++	++++	+++	++++		--	
<b>A negative effect</b>	9.7%	<b>13.7%</b>	7.6%	7.9%	10.1%	7.4%	7.8%	7.8%	9.2%
		++++	-						
<b>No effect</b>	33.2%	<b>43.2%</b>	<b>29.6%</b>	<b>24.6%</b>	<b>27.0%</b>	27.4%	41.2%	36.2%	24.1%
		++++	--	----	--	-			
<b>No response</b>	6.6%	5.5%	6.6%	4.1%	3.5%	3.4%	8.7%	<b>12.0%</b>	<b>25.3%</b>
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<b>A negative effect</b>	9.7%	11.0%	<b>5.6%</b>	10.3%	9.4%	10.7%	10.3%
<b>No effect</b>	33.2%	34.0%	<b>39.3%</b>	36.0%	33.9%	<b>29.9%</b>	29.3%
<b>No response</b>	6.6%	6.1%	4.5%	9.0%	6.4%	6.3%	9.8%
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		----	++++				+					
<b>A negative effect</b>	9.7%	<b>13.9%</b>	<b>5.7%</b>	<b>16.0%</b>	<b>11.4%</b>	<b>7.6%</b>	<b>6.1%</b>	<b>12.4%</b>	10.0%	<b>7.3%</b>	9.5%	10.3%
		++++	----	++++	++	--	--	+++		--		
<b>No effect</b>	33.2%	<b>40.9%</b>	<b>26.1%</b>	28.8%	34.2%	34.1%	32.6%	30.4%	33.9%	34.8%	34.3%	29.9%
		++++	----						-		+	-
<b>No response</b>	6.6%	<b>5.2%</b>	<b>7.8%</b>	8.9%	6.0%	5.4%	8.5%	<b>9.2%</b>	6.0%	<b>5.1%</b>	6.5%	6.8%
		--	++					+++		--		
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