



The Strategic Counsel

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A Report To The Globe and Mail and CTV

Federal Election – Vote Intention,
Trust To Be Prime Minister

January 2, 2006

Introduction and Methodology

- ◆ Gregg, Kelly, Sullivan & Woolstencroft: *The Strategic Counsel* is pleased to present findings of The Globe and Mail/CTV Polling Program for January 2006 Election.
- ◆ Results are based on nightly tracking among a proportionate national sample of Canadians 18 years of age or older.
- ◆ Interviews were conducted on December 30th and 31st.
- ◆ The following table outlines the sample distribution and associated margin of error to date.

Sample Distribution and Margin of Error

	Dec 30-31	
Region	Sample Size	Margin of Error (±)
Canada	1000	3.1
Quebec	247	6.3
Rest of Canada	753	3.6
Ontario	379	5.0
West	297	5.7

Detailed Tables

Right Track or Wrong Track?

		Canada						Quebec						Rest of Canada*								
		May 12-15	BENCHMARK Nov 24-27	Dec 7-8	Dec 12-13	Dec 13-15	Dec 21-22	Dec 30-31	May 12-15	BENCHMARK Nov 24-27	Dec 7-8	Dec 12-13	Dec 13-15	Dec 21-22	Dec 30-31	May 12-15	BENCHMARK Nov 24-27	Dec 7-8	Dec 12-13	Dec 13-15	Dec 21-22	Dec 30-31
N=		1500	1500	1000	1000	1000	1000	1000	370	370	247	247	247	247	247	1130	1130	753	753	753	753	753
On the right track		38	47	46	46	45	45	43	29	47	39	38	34	44	42	41	47	49	49	48	45	44
On the wrong track		49	43	42	40	43	38	43	65	47	55	55	59	42	48	44	42	37	36	38	36	41
DK/NA/Ref		13	10	12	14	12	17	14	6	6	6	7	7	14	10	15	11	14	15	14	19	15

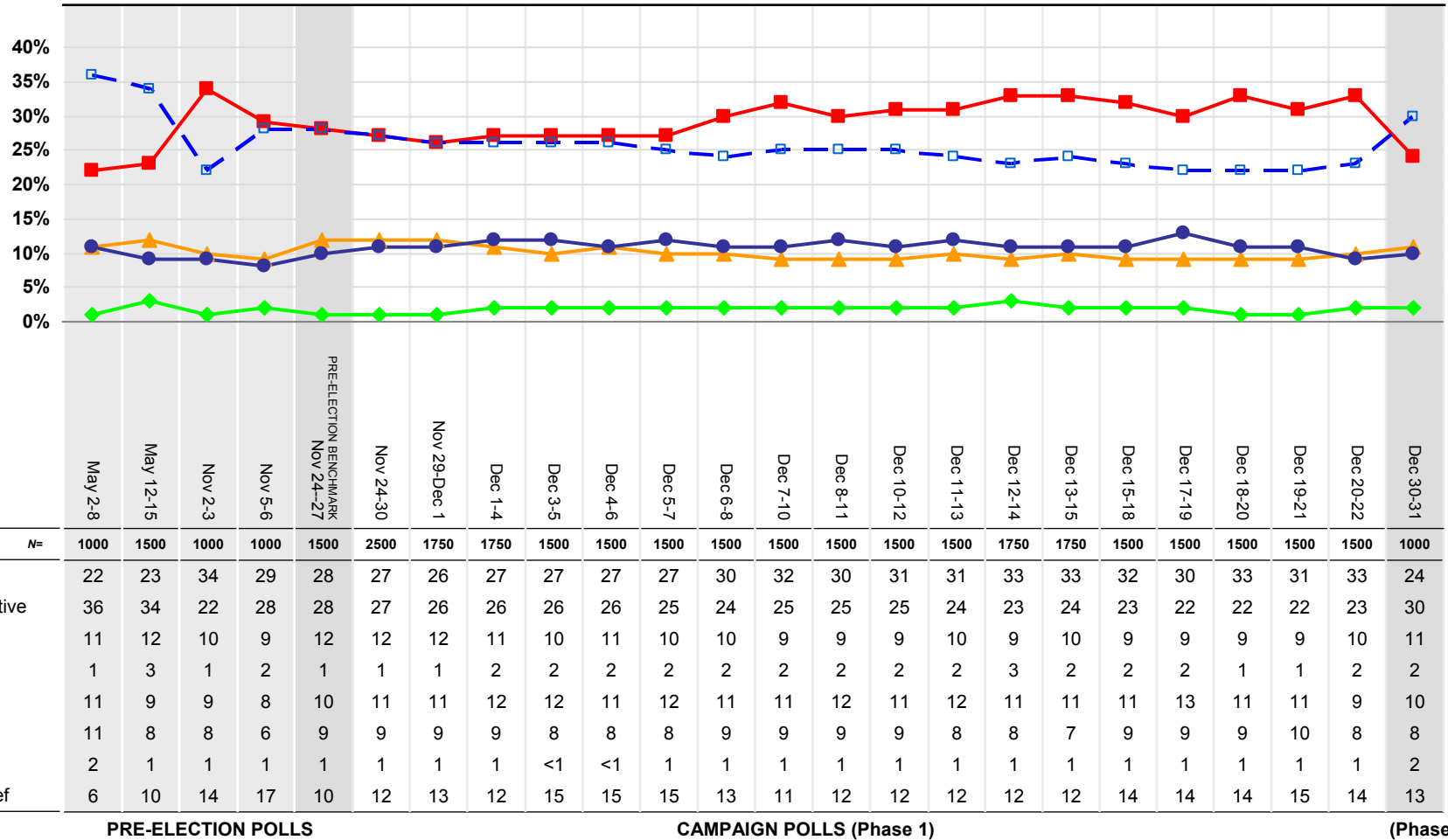
		Ontario						West							
		May 12-15	BENCHMARK Nov 24-27	Dec 7-8	Dec 12-13	Dec 13-15	Dec 21-22	Dec 30-31	May 12-15	BENCHMARK Nov 24-27	Dec 7-8	Dec 12-13	Dec 13-15	Dec 21-22	Dec 30-31
N=		569	569	379	379	379	379	379	445	446	297	297	297	297	297
On the right track		39	46	51	47	46	47	43	43	48	43	51	49	44	43
On the wrong track		46	44	35	38	40	33	41	42	41	42	32	35	38	42
DK/NA/Ref		15	11	14	15	14	20	16	15	11	15	17	16	18	15

*Note: Rest of Canada includes all provinces except Quebec

Q. Right now, do you think that overall the country is on the right track or the wrong track?
 Base: Total sample

Which Party has the most momentum towards a federal election?

Canada



Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to the election. Is it the ...?
 Base: Total Sample

Which Party has the most momentum towards a federal election?

		Region																							
		Quebec																							
		May 2-8	May 12-15	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 17-19	Dec 18-20	Dec 19-21	Dec 20-22	Dec 30-31
N=		247	370	247	247	370	617	432	432	371	370	370	371	370	371	371	371	432	432	371	371	371	370	370	247
Liberal		14	17	24	32	27	26	28	30	29	28	26	26	26	26	26	24	26	27	28	25	27	27	29	19
Conservative		26	23	13	11	13	12	12	9	9	8	10	11	11	11	10	10	9	11	9	6	8	10	11	18
NDP		8	6	7	5	6	6	5	3	4	4	5	5	5	4	6	7	6	6	4	4	5	6	7	5
Green		<1	2	1	2	1	1	1	1	1	2	1	1	1	1	1	2	1	1	1	1	1	1	1	1
BQ		43	36	36	31	42	43	45	47	47	47	46	45	45	47	46	47	46	45	44	51	46	43	37	41
None		6	8	8	3	5	5	5	7	5	5	5	7	7	5	5	4	5	4	7	8	8	7	7	6
Other		<1	2	1	2	1	1	<1	-	-	-	<1	<1	<	1	1	1	1	1	1	<1	<1	1	1	2
DK/NA/Ref		2	6	11	14	6	6	5	3	5	6	7	5	5	5	5	5	6	5	6	5	5	5	7	8
		PRE-ELECTION POLLS										CAMPAIGN POLLS (Phase 1)										(Phase 2)			

Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to the election. Is it the ...?

Base: Total Sample

Which Party has the most momentum towards a federal election?

		Region																								
		Rest of Canada*																								
		May 2-8	May 12-15	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 17-19	Dec 18-20	Dec 19-21	Dec 20-22	Dec 30-31	
N=		753	1130	753	753	1130	1882	1318	1318	1129	1129	1129	1129	1129	1129	1129	1129	1318	1318	1129	1129	1129	1129	1129	1129	753
Liberal		24	24	38	29	29	28	25	26	27	26	28	31	33	32	32	34	36	35	33	32	34	33	34	34	26
Conservative		39	38	24	33	32	31	31	32	32	31	30	28	29	30	29	29	27	28	28	28	26	26	27	27	34
NDP		13	14	12	10	15	14	14	14	12	13	12	12	10	11	10	11	10	11	11	11	10	10	11	11	12
Green		1	3	1	2	2	1	2	2	2	2	2	3	3	2	3	3	3	3	2	2	2	2	2	2	3
None		13	8	9	7	10	10	11	10	9	9	9	10	10	10	11	9	9	8	10	10	10	10	9	9	9
Other		2	1	1	-	1	1	1	1	<1	1	1	1	2	2	1	1	1	1	1	1	1	1	<1	2	
DK/NA/Ref		8	12	15	19	12	14	16	15	18	18	18	15	13	13	14	13	14	14	16	16	17	18	17	15	
		PRE-ELECTION POLLS					CAMPAIGN POLLS (Phase 1)												(Phase 2)							

*Note: Rest of Canada includes all provinces except Quebec

Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to the election. Is it the ...?
 Base: Total Sample

Which Party has the most momentum towards a federal election?

		Ontario																								
		May 2-8	May 12-15	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 17-19	Dec 18-20	Dec 19-21	Dec 20-22	Dec 30-31	
N=		379	569	379	379	569	948	663	663	569	568	569	569	569	569	569	568	663	663	569	568	569	568	569	568	379
Liberal		25	25	39	29	31	30	28	30	33	32	33	37	40	39	38	38	43	42	37	37	38	37	39	29	
Conservative		35	38	24	35	31	29	27	27	28	28	25	24	24	25	25	25	25	25	26	26	23	24	24	30	
NDP		14	14	12	9	14	15	16	14	11	12	12	11	9	9	9	11	9	10	12	11	9	9	9	13	
Green		2	2	1	1	1	2	2	3	2	2	2	3	3	3	3	3	3	3	2	2	1	1	1	3	
None		13	9	7	9	11	10	10	10	9	10	11	11	11	11	11	10	8	8	9	8	9	9	9	9	
Other		1	1	1	-	2	2	2	1	<1	<1	1	2	2	2	2	1	<1	1	1	1	1	<1	<1	1	
DK/NA/Ref		9	11	15	17	10	13	16	15	17	16	16	12	11	11	12	12	12	11	13	15	19	20	18	14	
		PRE-ELECTION POLLS					CAMPAIGN POLLS (Phase 1)										(Phase 2)									

Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to the election. Is it the ...?
 Base: Total Sample

Which Party has the most momentum towards a federal election?

		Region							
		West							
		May 2-8	May 12-15	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 30-31
N=		297	445	297	297	446	742	520	297
Liberal		19	22	36	26	23	23	20	20
Conservative		44	37	25	34	35	35	36	39
NDP		12	14	12	11	16	14	13	12
Green		1	4	1	3	2	1	1	3
None		14	6	10	5	9	10	12	11
Other		4	1	1	-	1	1	2	3
DK/NA/Ref		7	15	15	21	15	16	17	14
		PRE-ELECTION POLLS				CAMPAIGN POLLS (Phase 1) (Phase 2)			

Q. From what you can tell, which party, if any, is gaining the most popularity and momentum leading up to the election. Is it the ...?
 Base: Total Sample

Do Canadians believe it is the right time for a new government?

		Canada														
		May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 21-22	Dec 30-31
N=		1500	1500	2500	1750	1750	1500	1500	1000	1500	1500	1750	1750	1500	1000	1000
	It's time for a change and a new government should be voted in	48	54	55	56	54	54	56	57	58	59	59	58	56	54	59
	Now would be the wrong time to make a change	44	39	38	36	38	38	37	33	33	35	35	35	35	38	30
	DK/NA/Ref	8	7	7	8	8	8	7	10	9	6	6	7	8	8	11
		PRE-ELECTION POLLS				CAMPAIGN POLLS (Phase 1)						(Phase 2)				

Q. Some people have been saying it's time for a change and that a new government should be voted in. Other people have said that now would be the wrong time to make a change and we should return the Liberals to power. Which one of these two views best represents your own?

Base: Total sample

Do Canadians believe it is the right time for a new government?

		Quebec														
		May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 21-22	Dec 30-31
N=		370	370	617	432	432	371	370	247	371	371	432	432	371	247	247
	It's time for a change and a new government should be voted in	55	59	61	63	60	61	61	63	64	67	65	64	62	59	68
	Now would be the wrong time to make a change	39	37	34	32	34	34	34	30	30	29	30	31	32	36	25
	DK/NA/Ref	6	4	4	5	6	5	5	7	6	4	5	5	6	5	7

		Rest of Canada*														
		May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 21-22	Dec 30-31
N=		370	370	617	432	432	371	370	247	371	371	1318	1318	1129	753	753
	It's time for a change and a new government should be voted in	47	52	53	53	52	52	54	54	56	56	57	55	54	53	56
	Now would be the wrong time to make a change	45	40	39	38	39	39	38	35	34	36	36	37	36	38	32
	DK/NA/Ref	8	8	8	9	9	9	8	11	10	8	7	8	9	9	12

PRE-ELECTION POLLS

CAMPAIGN POLLS (Phase 1)

(Phase 2)

*Note: Rest of Canada includes all provinces except Quebec

Q. Some people have been saying it's time for a change and that a new government should be voted in. Other people have said that now would be the wrong time to make a change and we should return the Liberals to power. Which one of these two views best represents your own?

Base: Total sample

Do Canadians believe it is the right time for a new government?

		Ontario														
		May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 21-22	Dec 30-31
N=		569	569	948	663	663	569	568	379	569	568	663	663	569	379	379
	It's time for a change and a new government should be voted in	42	49	49	48	46	48	50	48	51	53	54	53	52	48	53
	Now would be the wrong time to make a change	49	43	42	42	43	42	41	38	38	39	40	41	39	44	35
	DK/NA/Ref	9	8	9	11	11	10	9	14	11	8	6	6	9	8	13
		PRE-ELECTION POLLS			CAMPAIGN POLLS (Phase 1)							(Phase 2)				

Q. Some people have been saying it's time for a change and that a new government should be voted in. Other people have said that now would be the wrong time to make a change and we should return the Liberals to power. Which one of these two views best represents your own?

Base: Total sample

Do Canadians believe it is the right time for a new government?

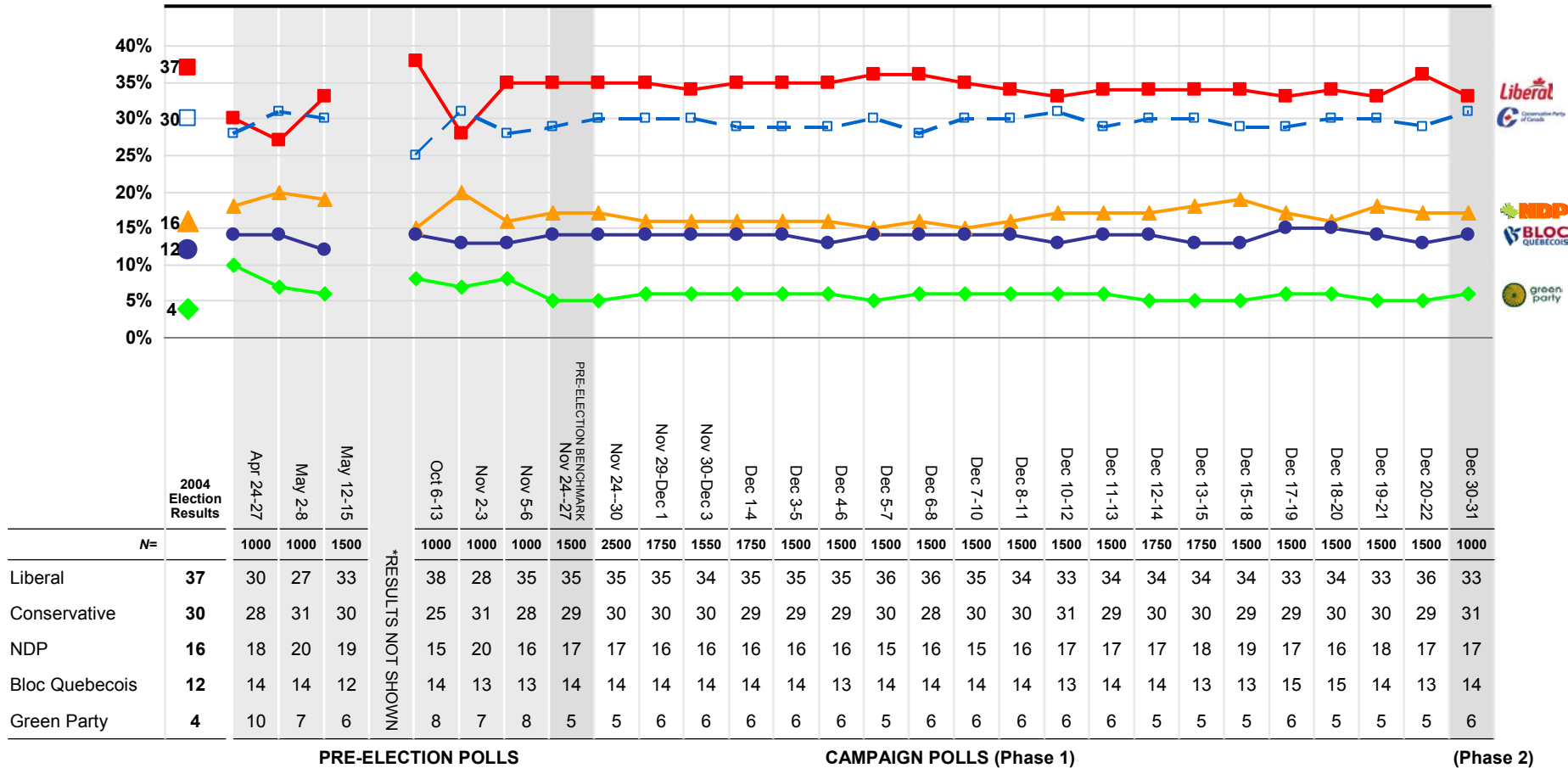
		West														
		May 12-15	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 1-4	Dec 3-5	Dec 4-6	Dec 10-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 21-22	Dec 30-31
N=		445	446	742	520	520	445	445	297	446	445	520	520	445	297	297
	It's time for a change and a new government should be voted in	52	57	59	63	61	59	61	64	63	62	62	61	59	60	62
	Now would be the wrong time to make a change	41	36	34	30	32	33	32	27	28	32	30	30	32	32	25
	DK/NA/Ref	7	7	7	7	7	8	7	9	9	6	8	9	9	8	13
				PRE-ELECTION POLLS							CAMPAIGN POLLS (Phase 1)					(Phase 2)

Q. Some people have been saying it's time for a change and that a new government should be voted in. Other people have said that now would be the wrong time to make a change and we should return the Liberals to power. Which one of these two views best represents your own?

Base: Total sample

How would Canadians vote if an election were held today?

Canada



Q. If the election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Decided voters

* Results not shown (Jun 6-9, Jul 5-10, Aug 3-7, Sep 7-13)

How would Canadians vote if an election were held today?

		Region																											
		Quebec																											
N=	2004 Election Results %	Apr 24-27	May 2-8	May 12-15	*RESULTS NOT SHOWN	Oct 6-13	Nov 2-3	Nov 5-6	BENCHMARK NOV 24-27	Nov 24-30	Nov 29-Dec 1	Nov 30-Dec 3	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 17-19	Dec 18-20	Dec 19-21	Dec 20-22	Dec 30-31
		219	224	337		500	247	247	370	617	432	398	432	371	370	370	371	370	371	371	371	432	432	371	371	371	370	370	370
Liberal	34	16	16	25		25	22	30	30	28	28	26	29	30	32	29	27	26	26	24	22	25	25	23	20	20	24	29	26
Conservative	9	9	8	14		7	7	5	8	8	8	8	8	6	4	4	7	8	10	10	9	9	9	10	8	9	8	8	11
NDP	5	8	11	9		6	10	9	7	7	6	6	4	4	6	6	7	6	6	7	6	6	8	9	8	9	10	8	4
Bloc Quebecois	49	55	56	48		57	57	50	54	55	55	56	54	56	53	56	54	56	55	54	57	56	54	55	60	58	54	52	55
Green Party	3	12	8	4		6	5	6	2	3	4	4	5	4	5	5	5	4	3	5	6	4	4	3	4	4	3	5	
					PRE-ELECTION POLLS									CAMPAIGN POLLS (Phase 1)											(Phase 2)				

- Q. If the election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?
- Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Decided voters

** Results not shown (Jun 6-9, Jul 5-10, Aug 3-7, Sep 7-13)

How would Canadians vote if an election were held today?

		Region																											
		Rest of Canada*																											
		PRE-ELECTION POLLS			CAMPAIGN POLLS (Phase 1)													(Phase 2)											
N=	2004 Election Results %	Apr 24-27	May 2-8	May 12-15	**RESULTS NOT SHOWN	Oct 6-13	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Nov 30-Dec 3	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 17-19	Dec 18-20	Dec 19-21	Dec 20-22	Dec 30-31
		687	776	1002		753	753	753	1130	1882	1318	1150	1318	1129	1129	1129	1129	1129	1129	1129	1129	1129	1318	1318	1129	1129	1129	1129	1129
Liberal	38	35	31	36		42	30	37	37	37	38	37	37	37	37	37	39	38	37	36	38	37	37	38	37	38	37	38	35
Conservative	37	34	39	36		31	38	36	37	37	38	37	36	37	38	38	35	37	37	38	36	37	36	35	37	37	37	37	38
NDP	19	21	23	22		18	23	18	21	20	19	19	20	19	19	19	19	18	19	20	20	20	21	22	20	18	20	19	21
Green Party	5	10	7	6		9	8	8	5	6	6	7	7	7	6	6	7	7	7	6	6	6	6	6	6	7	6	6	

*Note: Rest of Canada includes all provinces except Quebec

- Q. If the election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?
- Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Decided voters

** Results not shown (Jun 6-9, Jul 5-10, Aug 3-7, Sep 7-13)

How would Canadians vote if an election were held today?

		Region																											
		Ontario																											
		PRE-ELECTION POLLS			CAMPAIGN POLLS (Phase 1)																	(Phase 2)							
N=	2004 Election Results %	Apr 24-27	May 2-8	May 12-15	*RESULTS NOT SHOWN	Oct 6-13	Nov 2-3	Nov 5-6	BENCHMARK NOV 24-27	Nov 24-30	Nov 29-Dec 1	Nov 30-Dec 3	Dec 1-4	Dec 3-5	Dec 4-6	Dec 5-7	Dec 6-8	Dec 7-10	Dec 8-11	Dec 10-12	Dec 11-13	Dec 12-14	Dec 13-15	Dec 15-18	Dec 17-19	Dec 18-20	Dec 19-21	Dec 20-22	Dec 30-31
		329	338	509		379	379	379	569	948	663	578	663	569	568	569	569	569	569	569	569	568	663	663	569	568	569	569	569
Liberal	45	38	34	43		50	37	44	40	41	43	42	44	43	43	42	45	46	47	44	44	44	43	41	41	45	44	47	38
Conservative	32	30	35	30		30	35	31	35	33	30	30	30	33	36	36	32	30	29	32	32	35	33	32	34	34	35	33	32
NDP	18	23	25	21		12	20	18	20	20	20	19	18	17	16	17	16	17	17	18	19	16	18	21	19	15	17	16	22
Green Party	4	9	7	6		8	8	7	5	6	7	9	8	7	5	5	7	7	7	6	5	5	6	6	6	4	4	8	

- Q. If the election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?
- Q. In that case, which party's candidate in your local area would you be leaning towards at this time? Would it be the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Decided voters
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How would Canadians vote if an election were held today?

		Region								
		West								
		2004 Election Results %	May 2-8	May 12-15	Nov 2-3	Nov 5-6	BENCHMARK Nov 24-27	Nov 24-30	Nov 29-Dec 1	Dec 30-31
N=										
Liberal	45	23	27	20	25	31	31	28	27	
Conservative	32	45	42	46	42	40	43	48	48	
NDP	18	24	24	24	20	22	21	19	20	
Green Party	4	9	7	10	12	7	6	6	6	

PRE-ELECTION POLLS
CAMPAIGN POLLS (Phase 1)
(Phase 2)

Q. If the election was being held tomorrow, do you think you'd be supporting the (ROTATE LIST) Liberal candidate in your area, Conservative candidate in your area, the NDP candidate in your area, or the Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

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Base: Decided voters

Which Party Leader do Canadians trust most to be Prime Minister?

	Canada				Region															
					Quebec				Rest of Canada*				Ontario				West			
	May 2-8	May 12-15	Nov 24-27	Dec 30-31	May 2-8	May 12-15	Nov 24-27	Dec 30-31	May 2-8	May 12-15	Nov 24-27	Dec 30-31	May 2-8	May 12-15	Nov 24-27	Dec 30-31	May 2-8	May 12-15	Nov 24-27	Dec 30-31
N=	1000	1500	1500	1000	247	371	371	247	753	1129	1129	753	379	568	569	379	297	445	446	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Paul Martin	29	31	33	29	16	24	28	25	33	34	35	30	36	38	36	31	28	27	31	25
Stephen Harper	27	26	27	25	13	18	14	14	32	29	32	29	27	25	28	25	38	34	37	37
Jack Layton	16	21	20	17	15	16	15	11	17	23	21	19	18	23	23	19	16	23	19	18
Gilles Duceppe	9	7	9	8	34	28	34	32	-	-	-	-	-	-	-	-	-	-	-	-
None/Other	11	10	8	15	16	12	9	13	10	9	8	15	12	10	9	17	9	9	8	15
DK/NA/Ref	8	5	4	6	6	2	1	5	9	6	4	7	8	5	4	8	10	7	5	5

*Note: Rest of Canada includes all provinces except Quebec

Q. Which one would you trust most to be the Prime Minister of Canada?
 Base: Total Sample