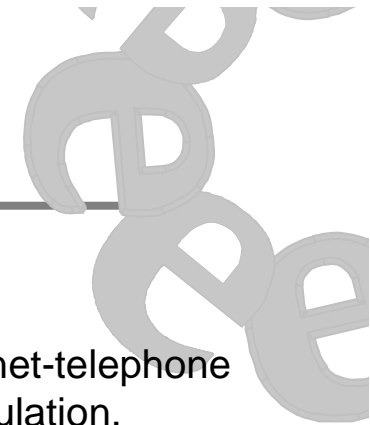


# The Political Landscape in Canada:

*Results of an EKOS Survey for the CBC*

April 2009





# Methodology

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This survey was conducted April 8-13, 2009 using EKOS' unique hybrid internet-telephone research panel, *Probit*. This panel is randomly recruited from the general population, meaning that, the only way to be included in *Probit* is through random selection. Unlike opt-in internet-only research panels, *Probit* supports confidence intervals and error testing.

- In total, a random sample of 1,587 Canadians aged 18 and over responded to the survey.
- A sample of this size provides a margin of error of +/- 2.5 percentage points, 19 times out of 20. The margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as regions).
- All the data were statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.



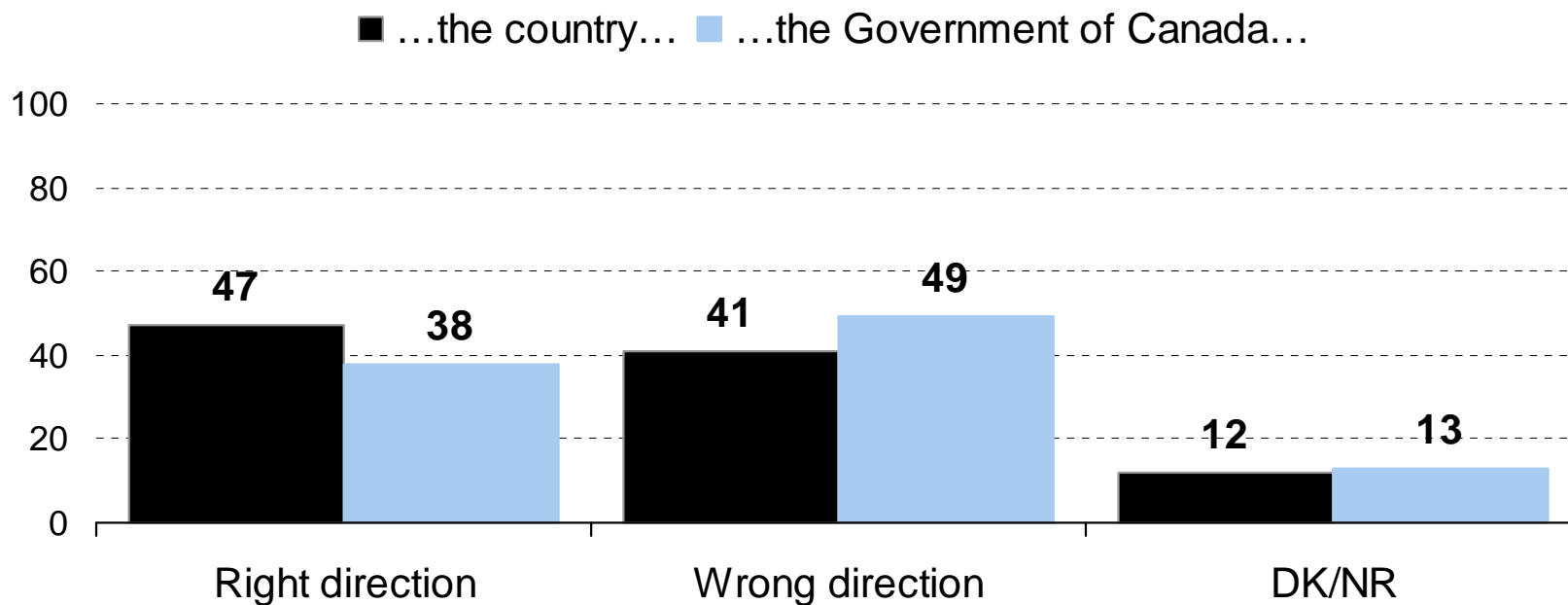
# Canadian Outlook





# Direction of country and government

**Q.** *All things considered, would you say [the country/the Government of Canada] is moving in the right direction or the wrong direction?*





# Direction of country/government by vote intention

**Q.** *All things considered, would you say [the country/the Government of Canada] is moving in the right direction or the wrong direction?*

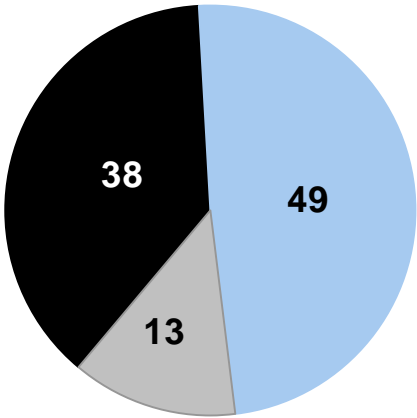
|                                | Direction | Overall   | Vote Intention |     |     |       |    |
|--------------------------------|-----------|-----------|----------------|-----|-----|-------|----|
|                                |           |           | CPC            | LPC | NDP | Green | BQ |
| ...the country...              | Right     | <b>47</b> | 72             | 42  | 30  | 15    | 40 |
|                                | Wrong     | <b>41</b> | 21             | 43  | 61  | 71    | 53 |
| ...the Government of Canada... | Right     | <b>38</b> | 82             | 18  | 22  | 35    | 15 |
|                                | Wrong     | <b>49</b> | 13             | 69  | 66  | 53    | 63 |



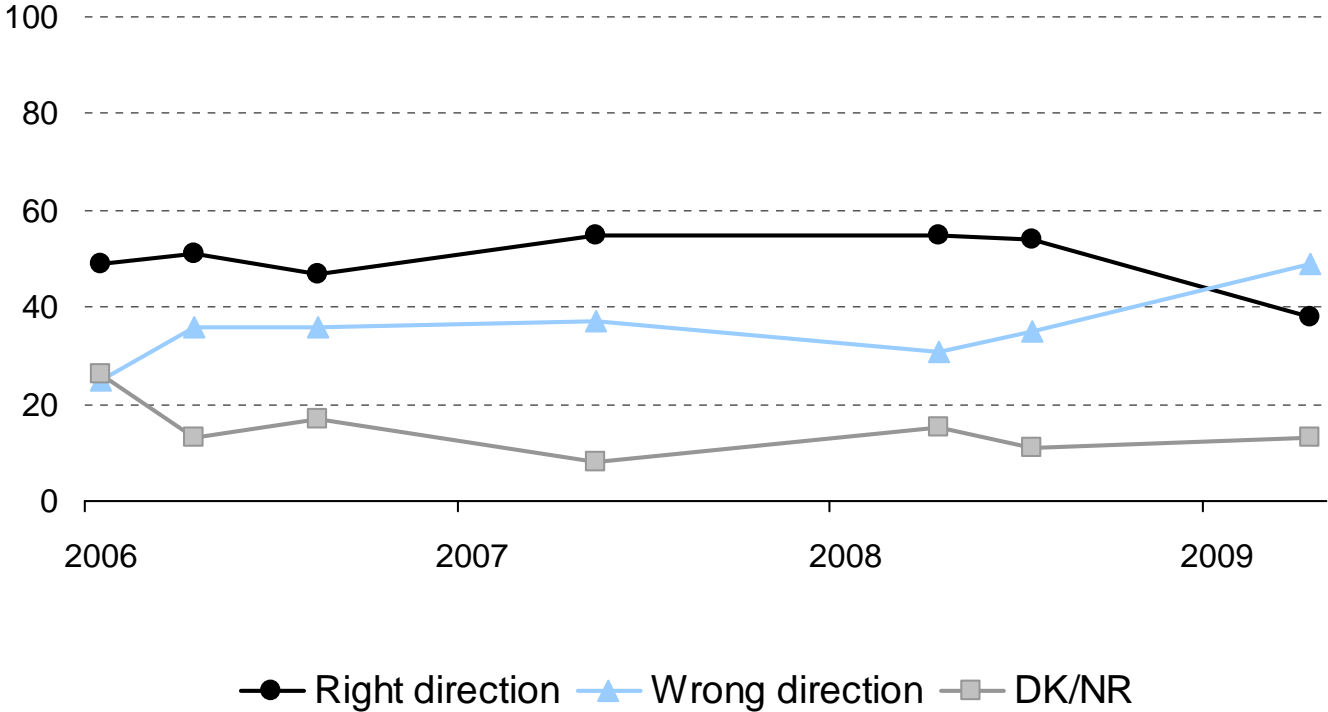


# Tracking direction of the Government of Canada

*Q. All things considered, would you say that the Government of Canada is moving in the right direction or the wrong direction?*



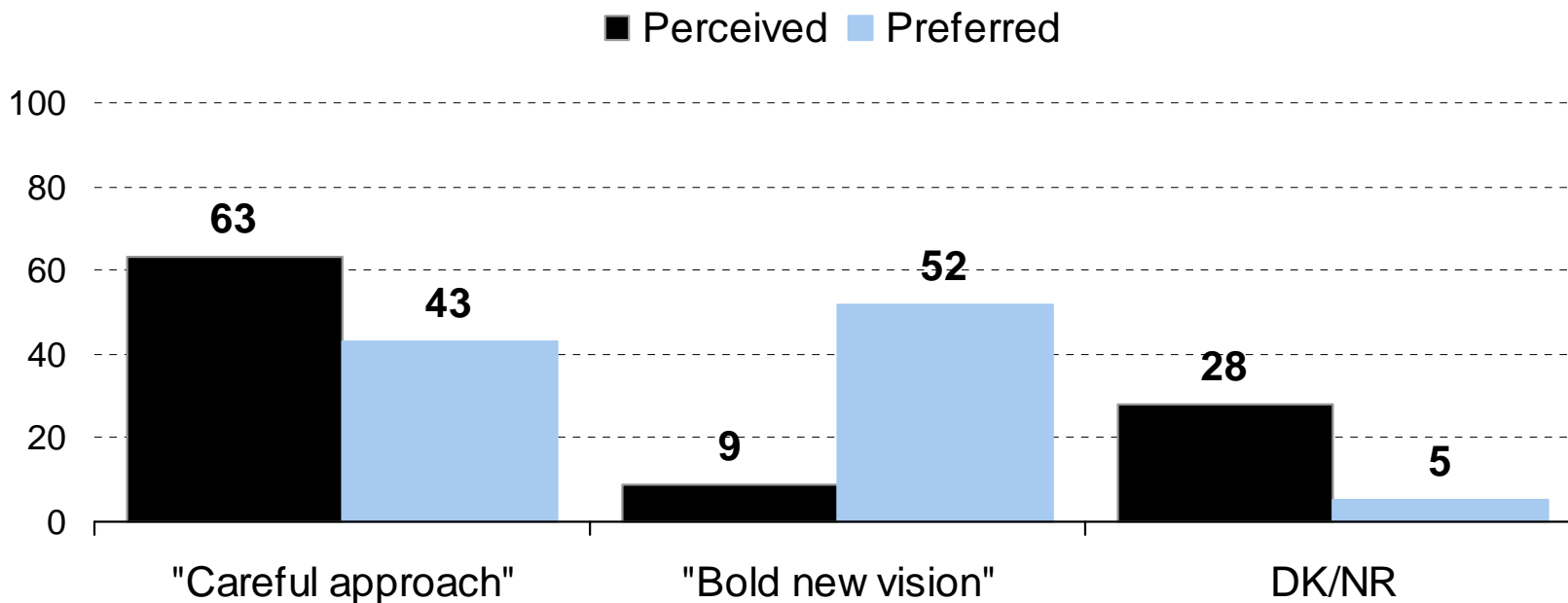
- Right direction
- Wrong direction
- DK/NR

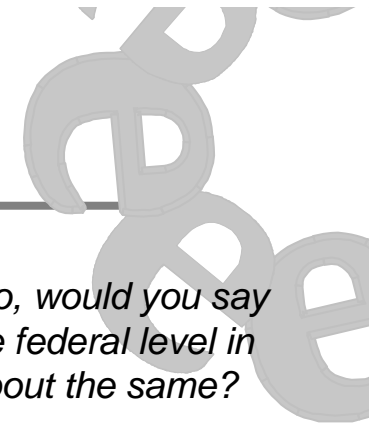




# Perceived vs. preferred government approach

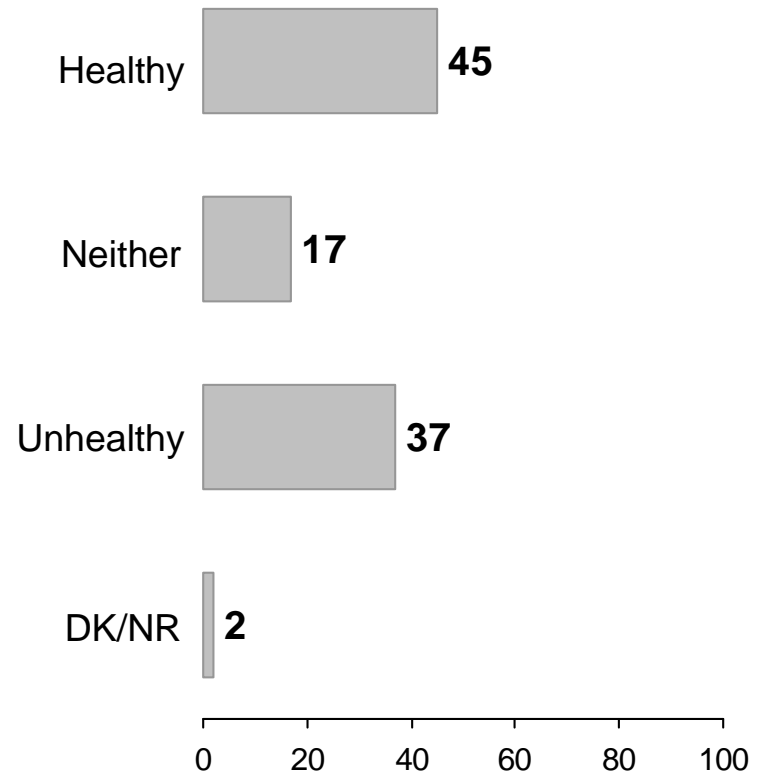
**Q.** Which of the following *BEST* describes the way the Government of Canada is currently operating? Is it following a careful, steady-as-she-goes approach or providing a bold new vision for the future of the country? And which way would you *PREFER* the Government of Canada to operate?



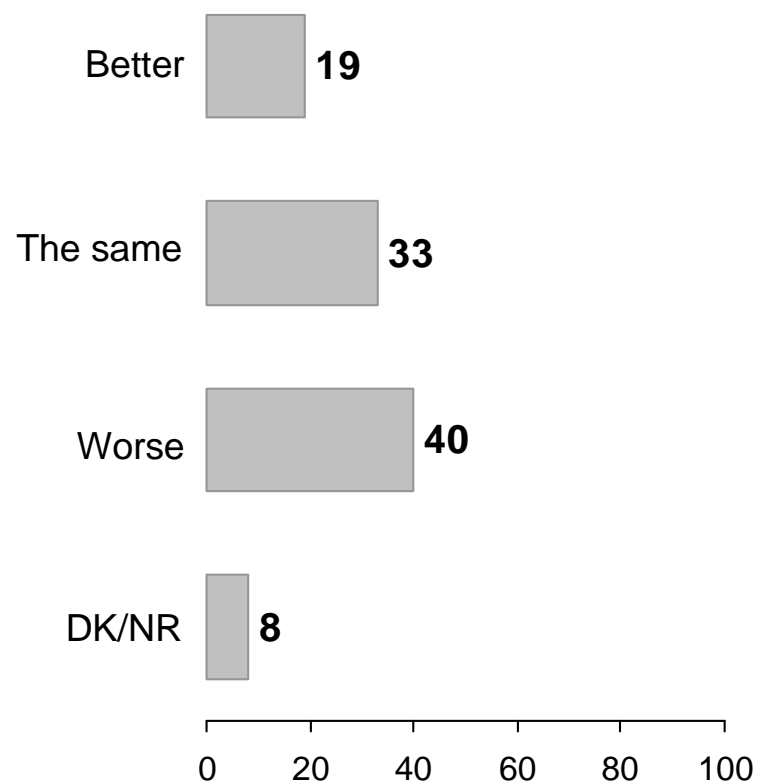


# Health of democracy in Canada

**Q.** *How would you rate the overall health of democracy at the federal level in Canada?*



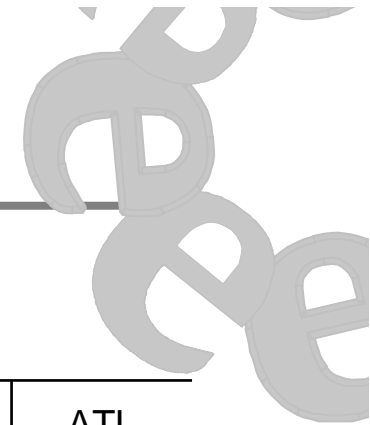
**Q.** *And compared to 20 years ago, would you say the health of democracy at the federal level in Canada is better, worse, or about the same?*










# The Political Landscape in Canada



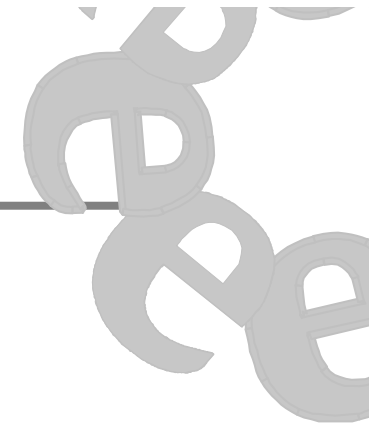


# Vote intention

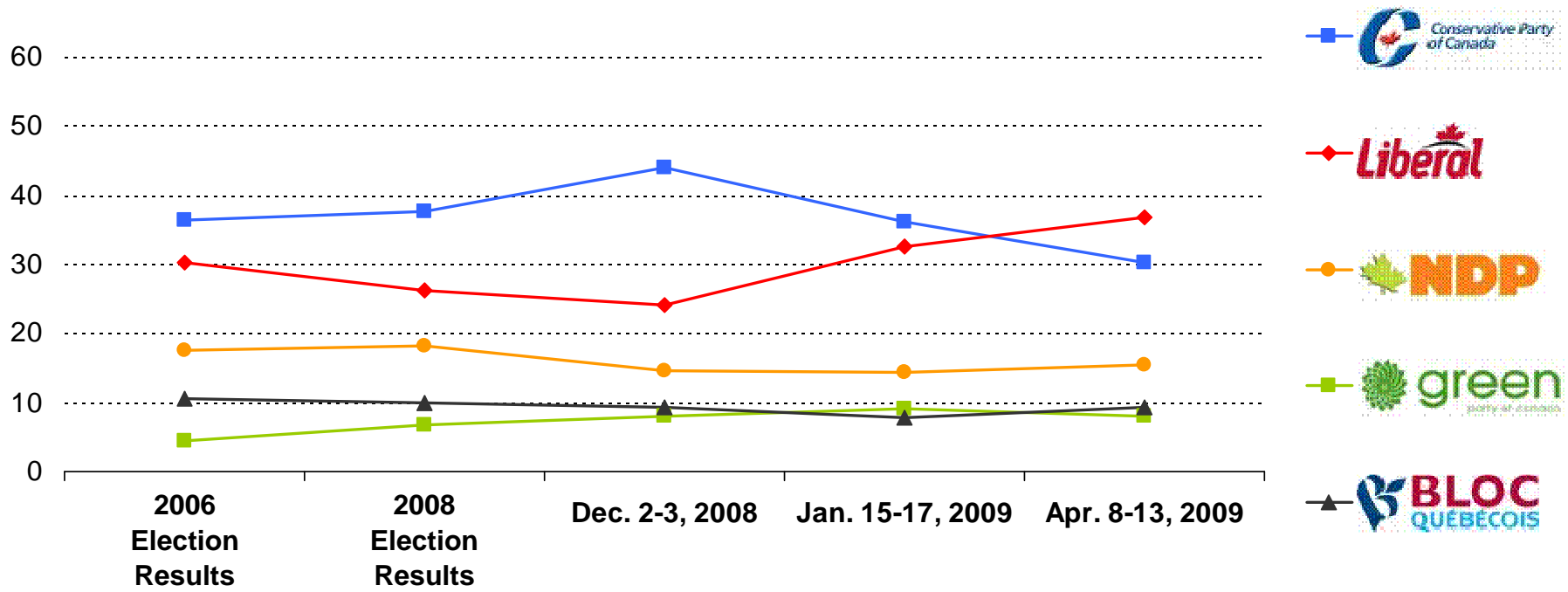
Q. If a federal election were held tomorrow, which party would you vote for?

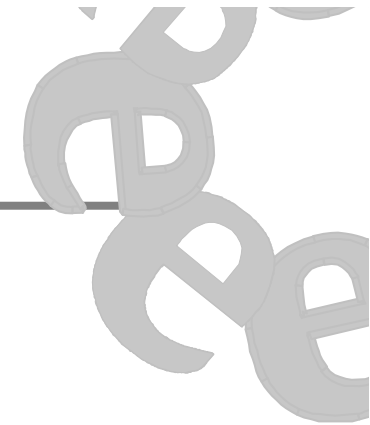
|   | National | BC/TER | AB   | SK/MB | ON   | QC   | ATL  |
|---|----------|--------|------|-------|------|------|------|
| Margin of error:  | 2.5      | 6.0    | 7.8  | 10.3  | 4.3  | 5.7  | 8.5  |
|    | 30.2     | 34.0   | 59.5 | 31.7  | 32.4 | 10.9 | 32.4 |
|    | 36.7     | 34.6   | 25.0 | 39.1  | 42.0 | 33.0 | 39.6 |
|    | 15.5     | 23.8   | 5.8  | 28.5  | 14.8 | 11.7 | 19.3 |
|  | 8.1      | 7.5    | 9.7  | 0.7   | 10.8 | 4.9  | 8.8  |
|  | 9.4      | --     | --   | --    | --   | 39.5 | --   |





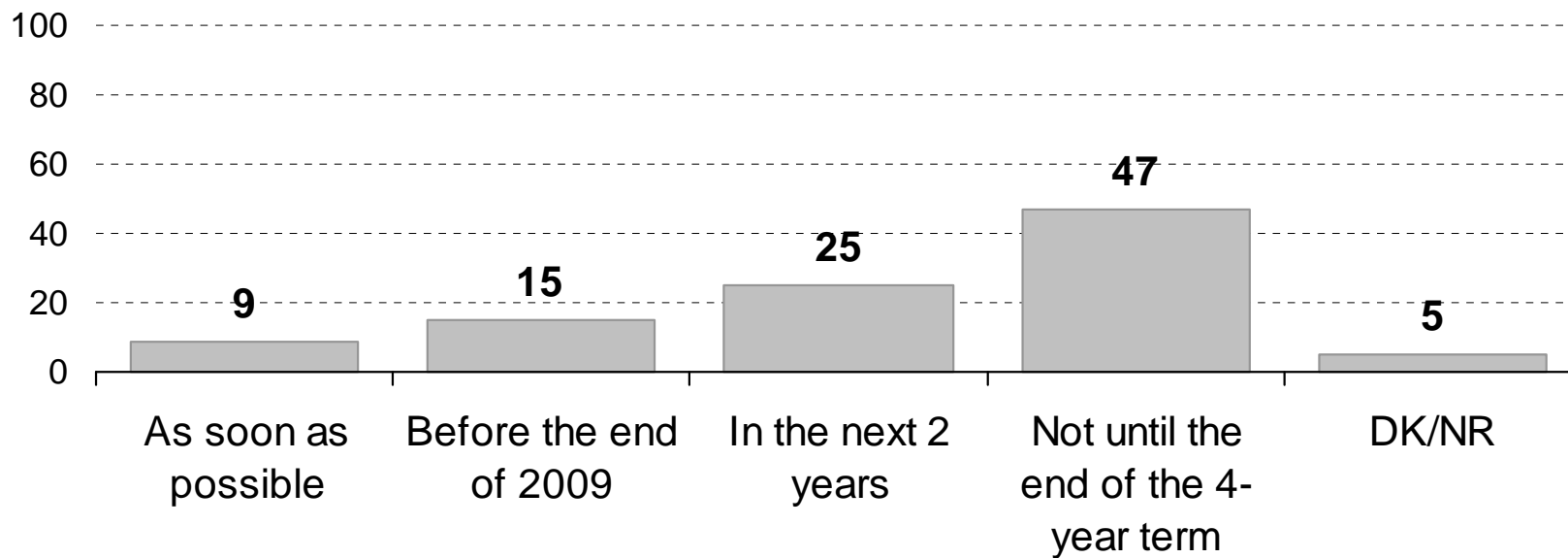
# Current vote intention vs. past election results





## Preferred date for next election

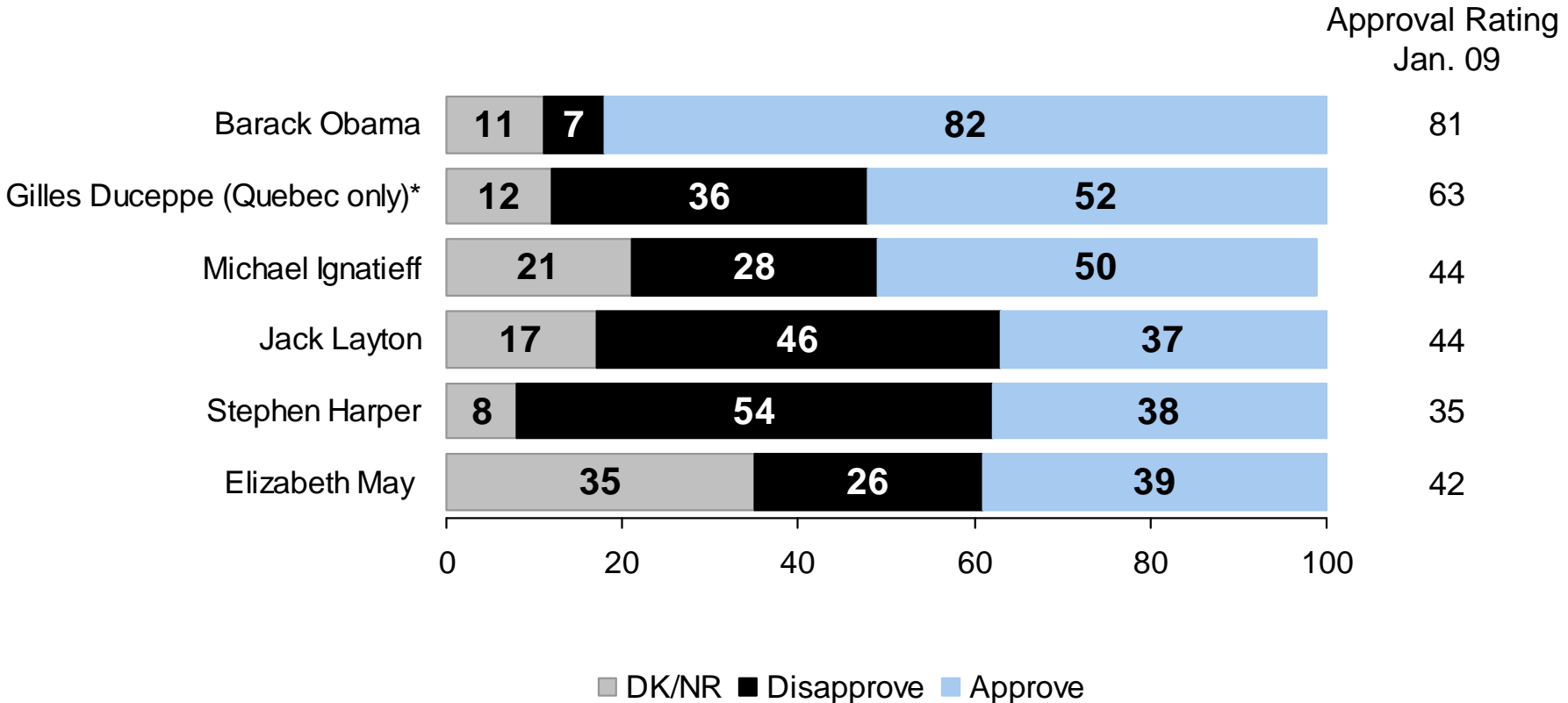
**Q.** *If you could choose, when would you want the next federal election to be held?*





# Job approval ratings for federal political leaders

**Q.** Do you approve or disapprove of the way the following leaders are handling their jobs?





# Approval of leaders by vote intention

*Q. Do you approve or disapprove of the way the following leaders are handling their jobs?*

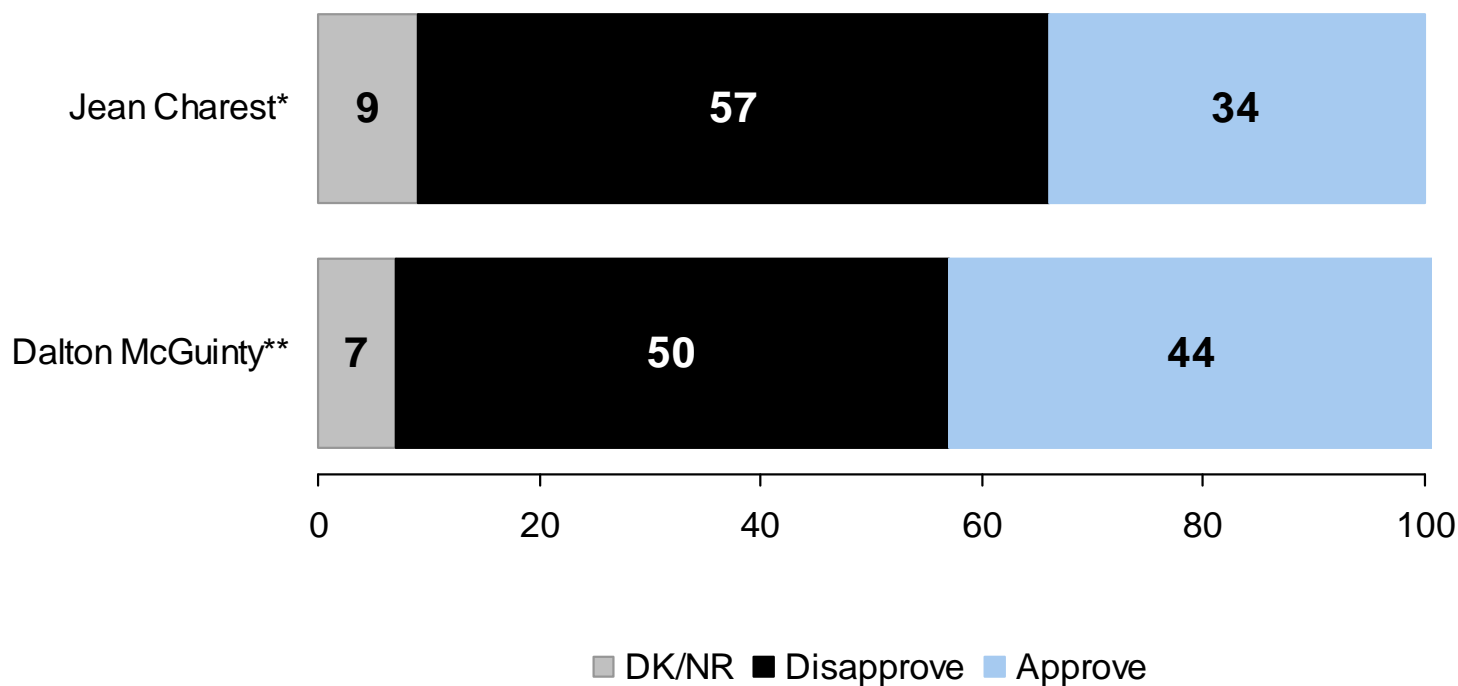
| Leader            | Overall Approval | Vote Intention |     |     |       |    |
|-------------------|------------------|----------------|-----|-----|-------|----|
|                   |                  | CPC            | LPC | NDP | Green | BQ |
| Barack Obama      | <b>82</b>        | 72             | 90  | 88  | 85    | 87 |
| Gilles Duceppe*   | <b>52</b>        | 9              | 30  | 55  | 31    | 90 |
| Michael Ignatieff | <b>50</b>        | 33             | 80  | 34  | 44    | 47 |
| Jack Layton       | <b>37</b>        | 10             | 36  | 80  | 46    | 64 |
| Stephen Harper    | <b>38</b>        | 91             | 14  | 18  | 28    | 10 |
| Elizabeth May     | <b>39</b>        | 18             | 49  | 46  | 76    | 41 |





# Job approval ratings for provincial political leaders

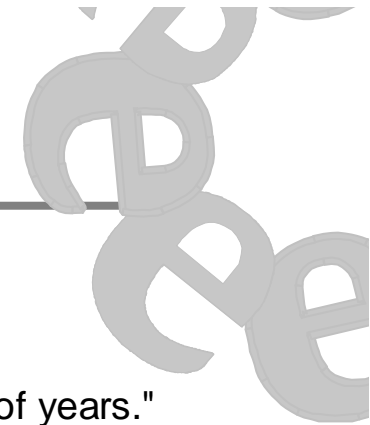
*Q. Do you approve or disapprove of the way the following leaders are handling their jobs?*



# Outlook on the Economy & the Global Economic Crisis

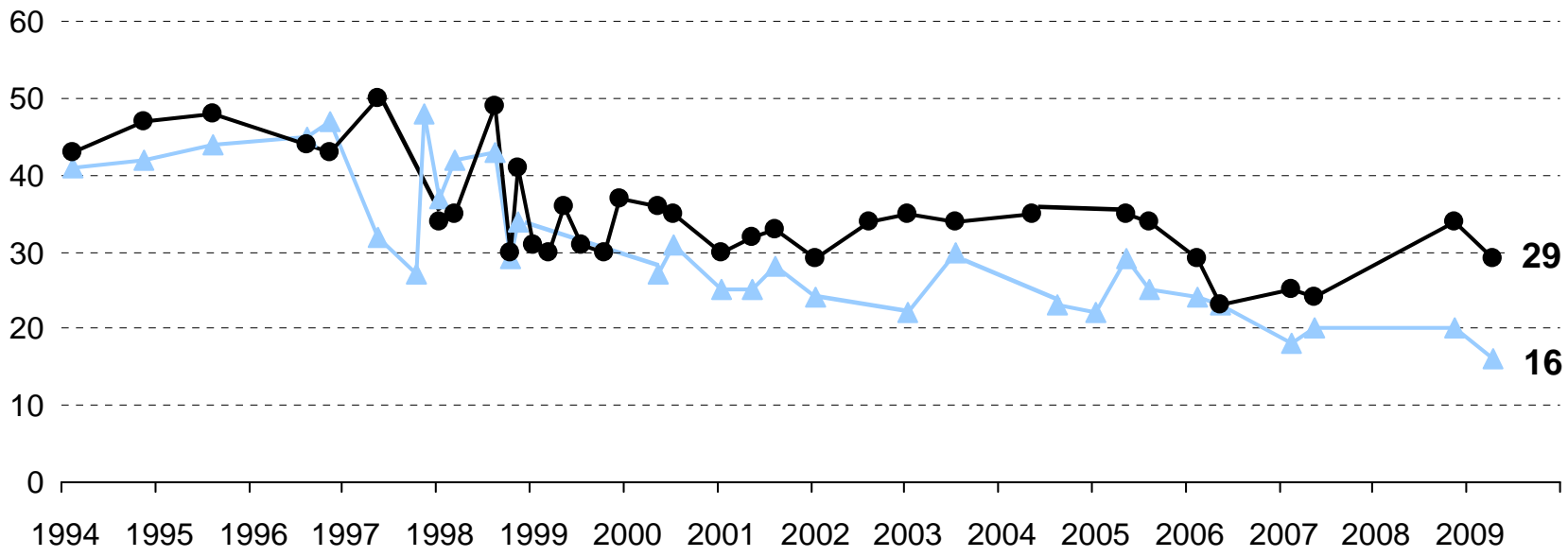






# Tracking Economic & Employment Insecurity

- ▲ "I think there is a good chance I could lose my job over the next couple of years."
- "I feel I have lost all control over my economic future."



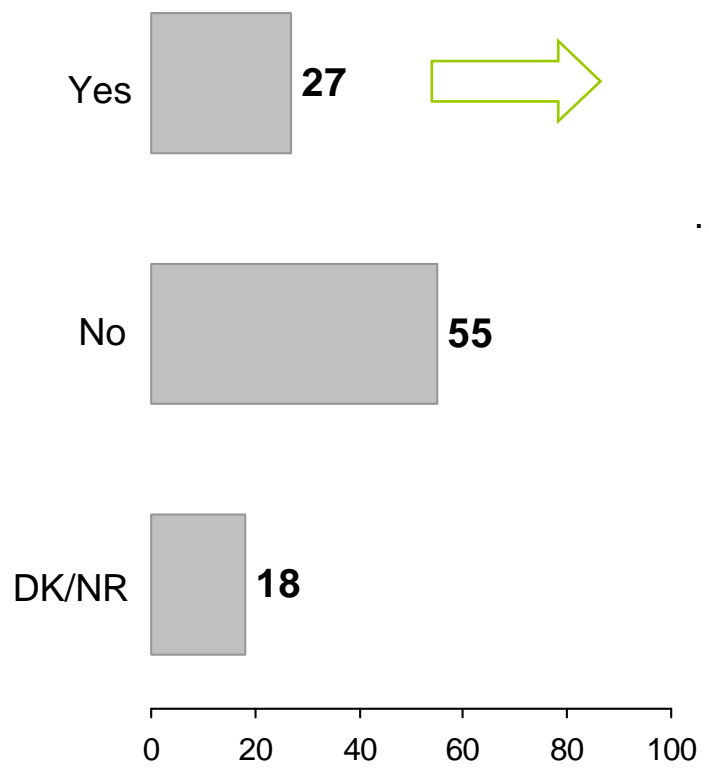
*% agree*



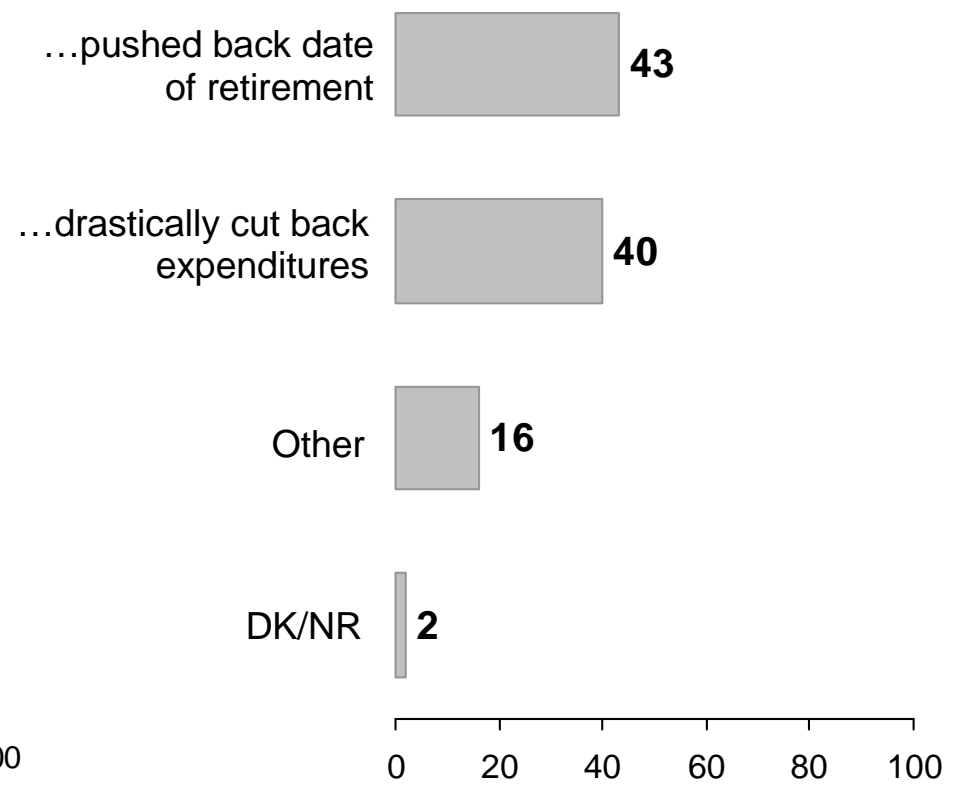


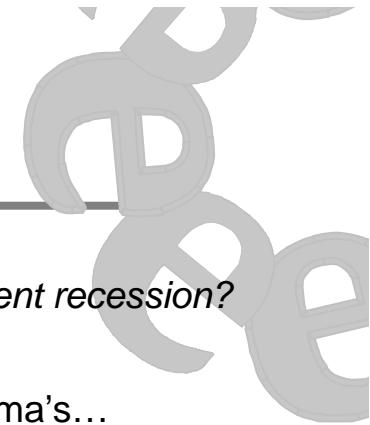
# Impact of economic crisis on retirement plans

**Q.** *Have your retirement plans changed as a result of the current economic crisis?*



**Q.** *Which of the following best explains how your retirement plans have changed? Have you...*



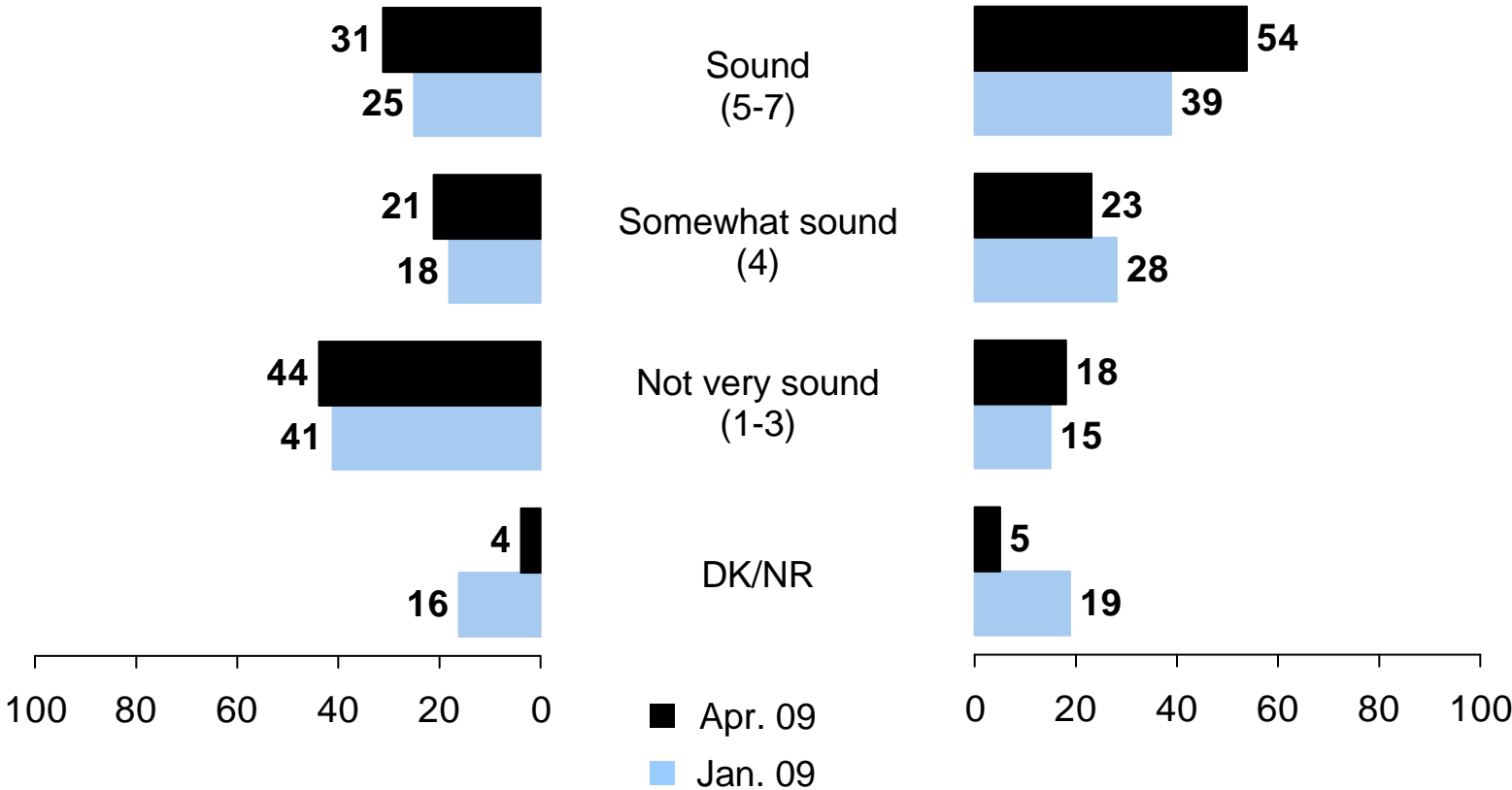


# Soundness of economic plans

**Q.** From what you have heard, how sound would you say ... plans are to combat the current recession?

...the Conservative government's...

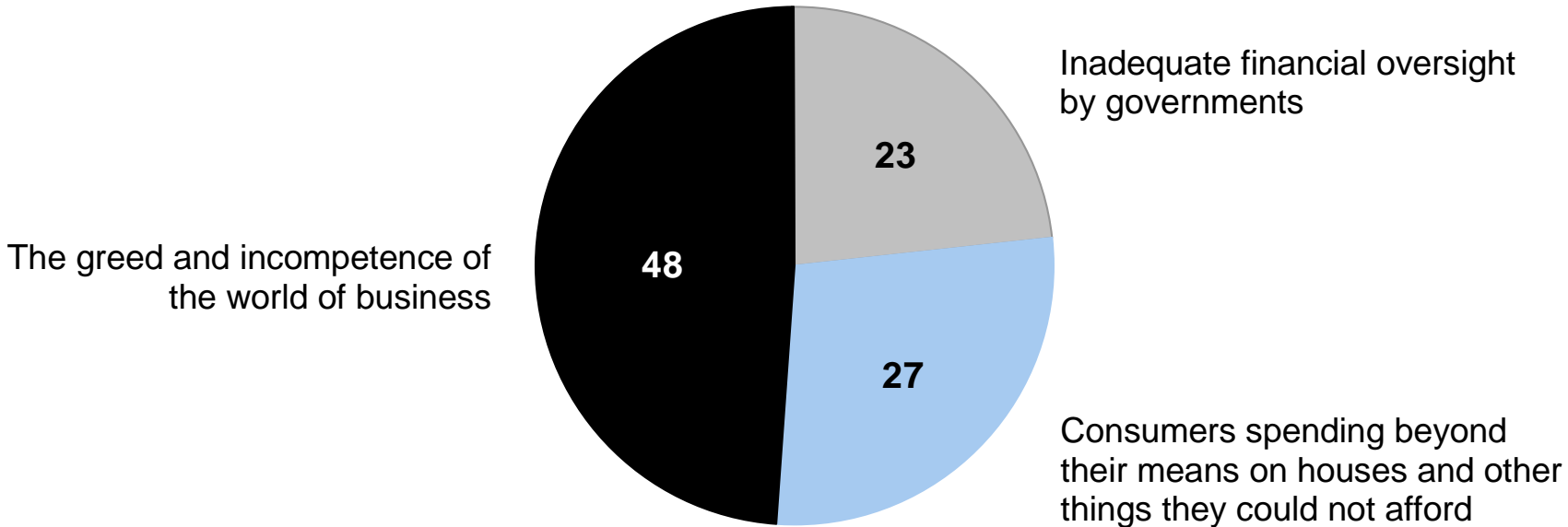
...Barack Obama's...





# Greed and incompetence at root of economic crisis

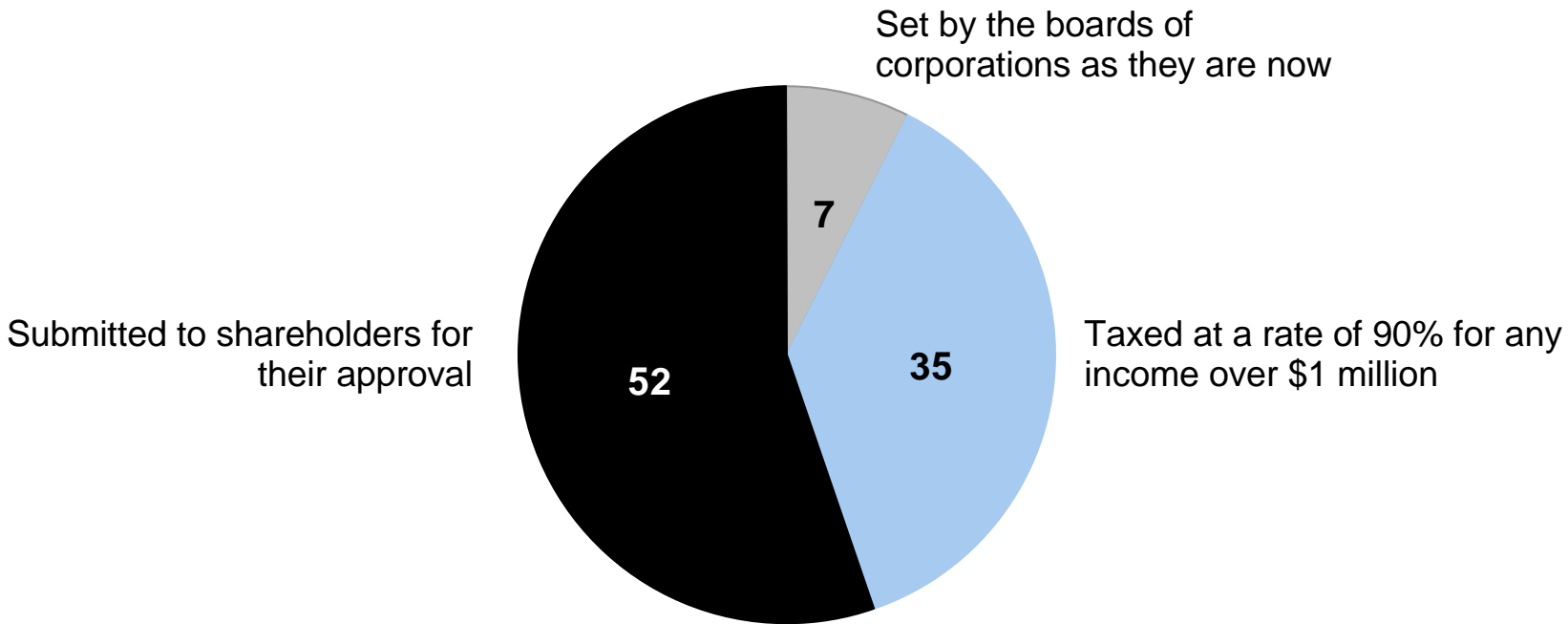
**Q.** *From your own point of view, which of the following factors contributed most to producing the current global economic crisis?*

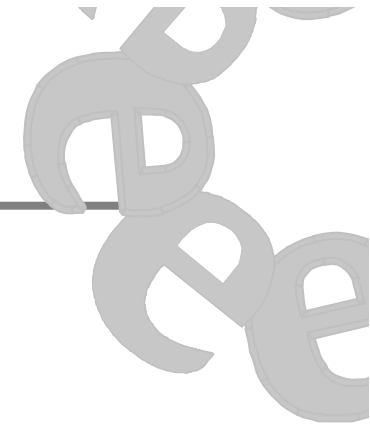




# Executive compensation seen as in need of reform

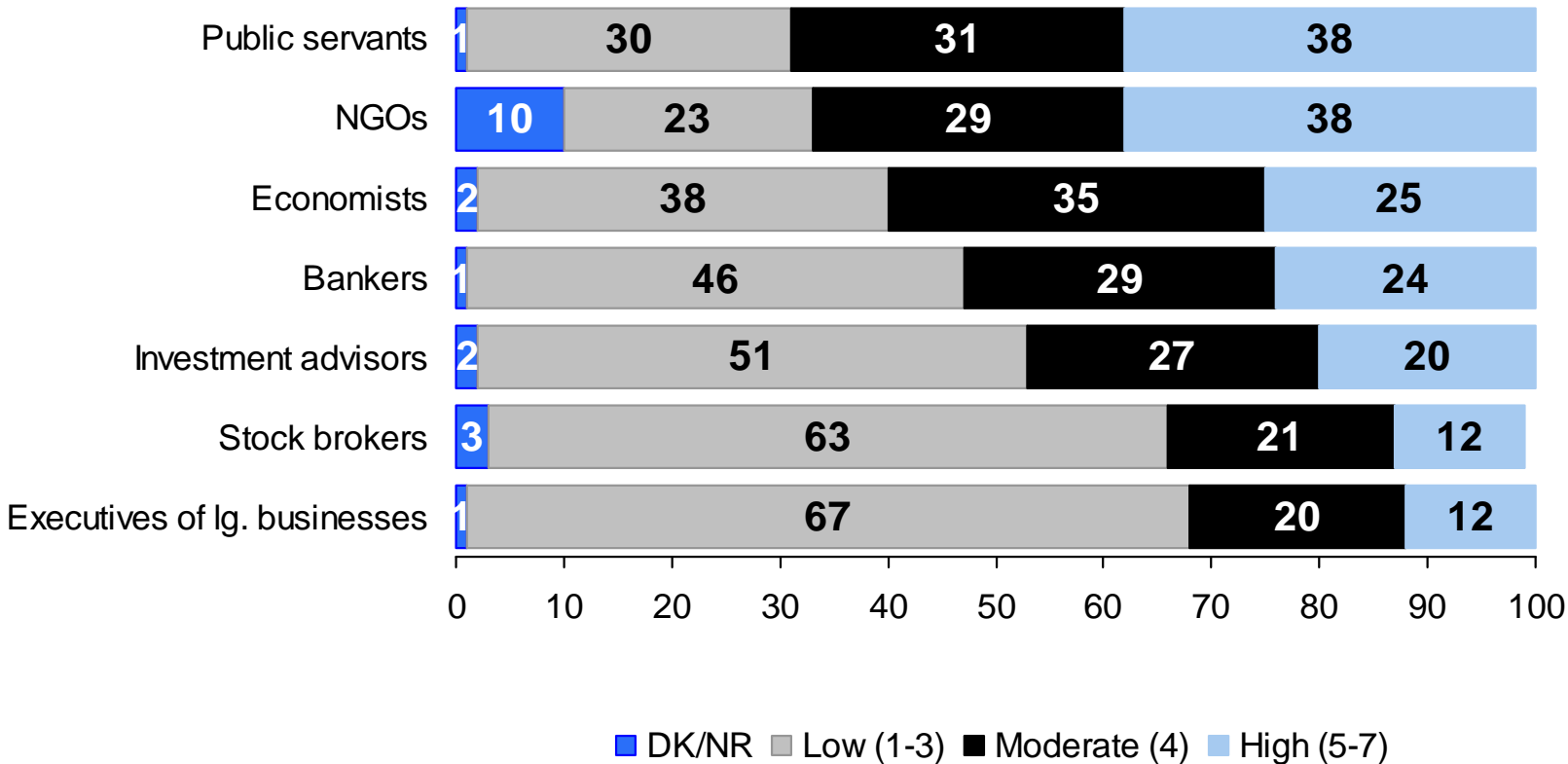
**Q.** *There is a lot of talk about how high executive compensation has risen in recent years. From your perspective, do you think that executive pay and bonuses should be...*





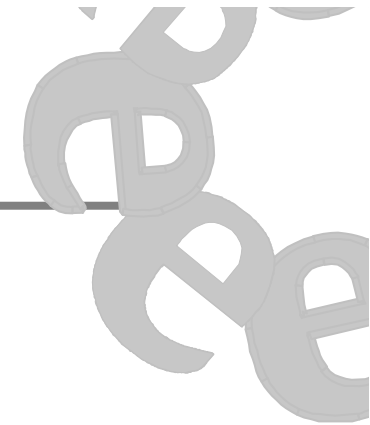
# Trust in occupations

Q. How much trust you have in the following occupational groups?



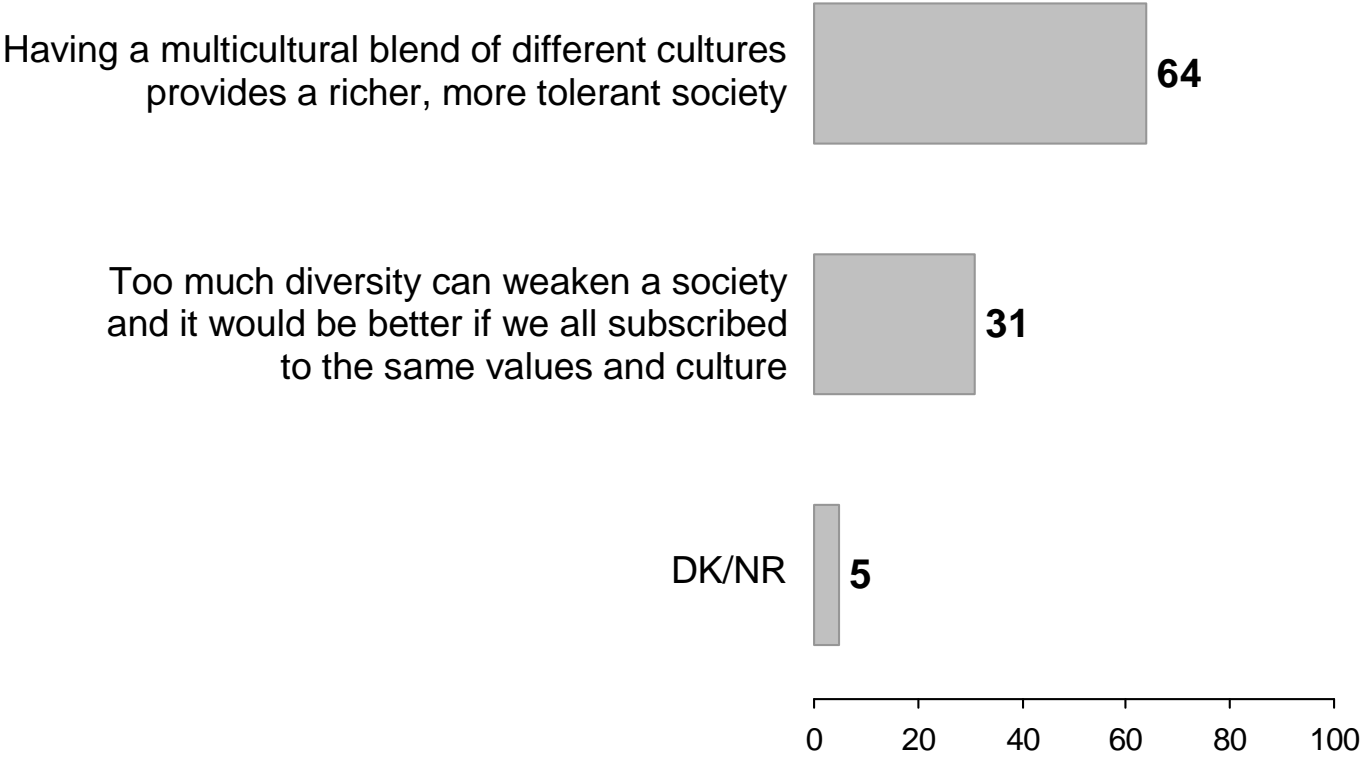
# Attitudes towards diversity





# Role for diversity in building a more tolerant society

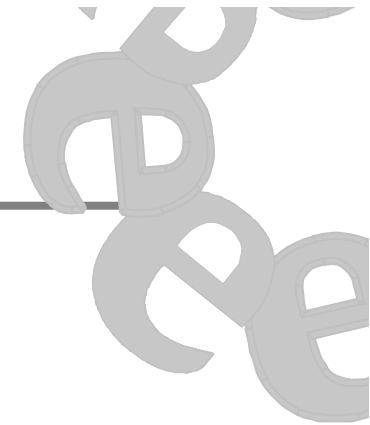
**Q.** Which of the following two statements comes closest to your own point of view?





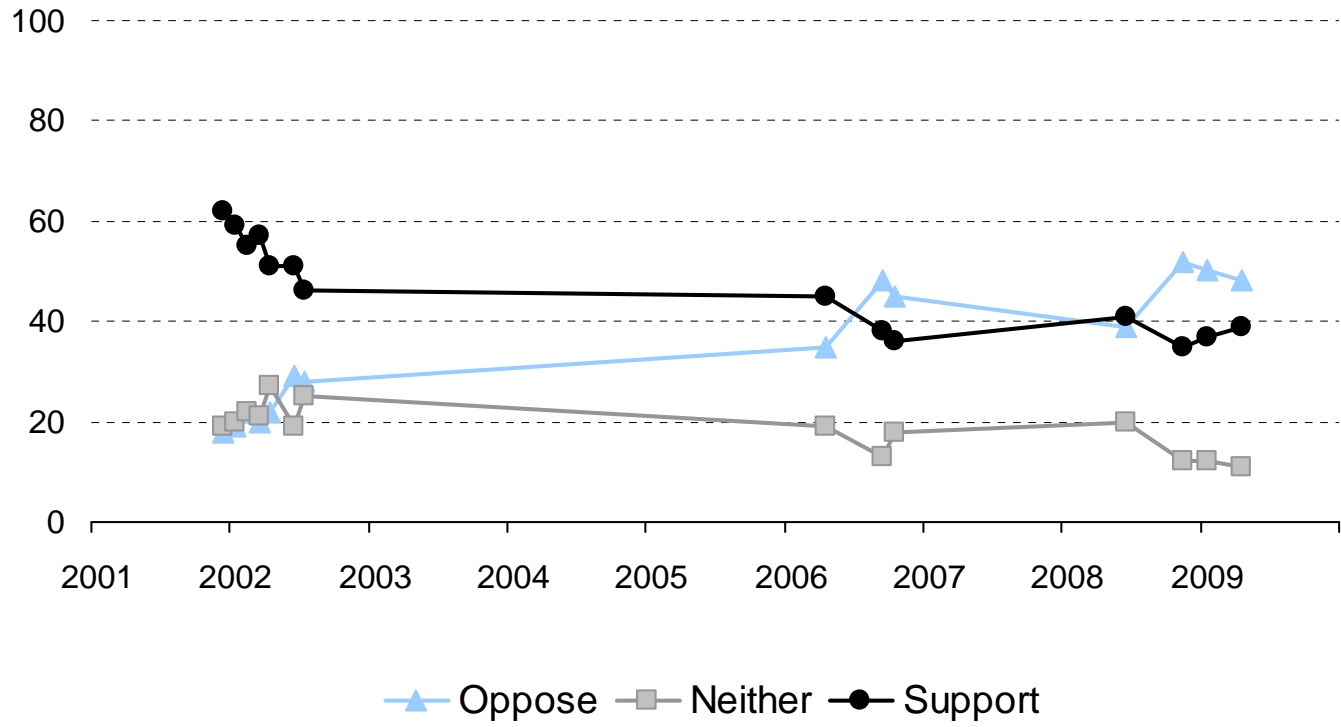
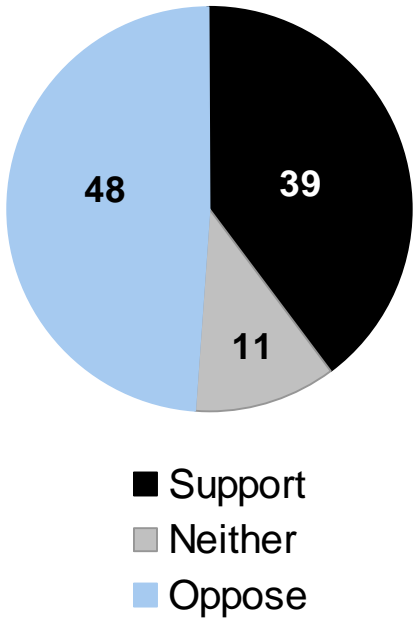
# The Mission in Afghanistan





# Support for military participation in Afghanistan

Q. Do you support or oppose Canadian military participation in Afghanistan?



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