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Canadian Federal Politics

**Survey Report
Project 12426-017**

Date of publication: September 26, 2009



www.legermarketing.com

Methodology






- In order to best represent the Canadian electorate, the data presented here are the result of a hybrid study, comprised of both online and telephone research methodologies.
- For the online portion, data was gathered using the *LegerWeb* access panel, composed of over 300,000 Canadian households. The *LegerWeb* panel was built and is maintained using sophisticated random selection and it is based on a rigorous double opt-in system. Confidentiality, privacy and security remain the foundation of solid online panel management. In total, 2,593 interviews were conducted online between September 22nd and 25th, 2009, across all regions of Canada, with eligible voters.
- The survey also included a telephone (CATI) component, in order for the results to fully represent both the online and offline populations of Canada. A specific screening question on Internet usage was used to adequately represent all sub-segments of the Canadian electorate. In total, 1,009 interviews were conducted from Leger Marketing's call centre between September 22nd and 25th 2009, across all regions of Canada, with eligible voters.
- In total, this research was conducted among 3,602 respondents. The maximum margin of error, for a fully probabilistic sample of the same size, would be +/- 1.6%, 19 times out of 20.
- Final data were weighted according to gender, age, region, education level, and language.

Conservatives Take the Lead

Table 1 –FEDERAL VOTING INTENTIONS

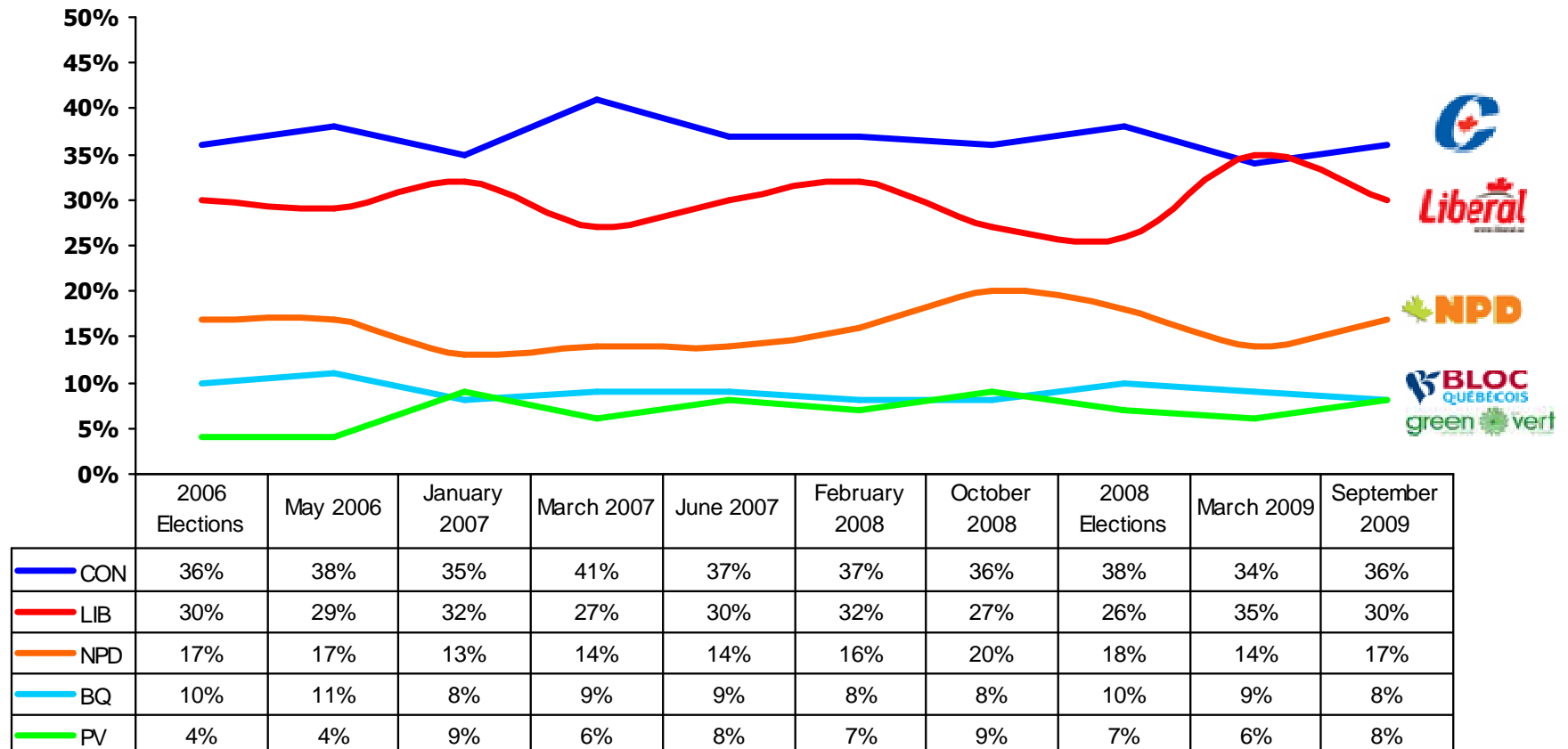
Question: If FEDERAL elections were held today, which of the following political parties would you be most likely to vote for, would it be for ...? In case where respondent is undecided, the following question was asked : Even if you have not yet made up your mind, if federal elections were held today, which political party would you be most likely to vote for? Would it be for...

(n=3 602)

	Before distribution n=3 602	After distribution n=3 143
	31%	36%
	26%	30%
	14%	17%
	7%	8%
	7%	8%
Other	1%	1%
Would not vote / Would cancel ballot	7%	-
Don't know	5%	-
I prefer not answering	2%	-

Evolution of Federal Voting Intentions in Canada

Graph 1 – EVOLUTION OF VOTING INTENTIONS IN CANADA








A Head Start for Conservatives Across Canada Except in Quebec and in the Atlantic Provinces

Table 2 – REGIONAL DISTRIBUTION OF FEDERAL VOTING INTENTIONS

Question: If FEDERAL elections were held today, which of the following political parties would you be most likely to vote for, would it be for ...? In case where respondent is undecided, the following question was asked : Even if you have not yet made up your mind, if federal elections were held today, which political party would you be most likely to vote for? Would it be for...

(n=3 143)

	TOTAL After distribution n=3 143	Atlantic Provinces n=265	Québec n=955	Ontario n=888	Manitoba / Sask. n=248	Alberta n=444	B.-C. n=343
	36%	24%	17%	40%	51%	68%	39%
	30%	39%	30%	34%	23%	14%	26%
	17%	27%	14%	17%	17%	9%	21%
	8%	-	33%	-	-	-	-
	8%	9%	4%	9%	8%	8%	13%
Other	1%	1%	2%	0%	1%	1%	1%

48% of Canadian Population Believe That Canada is Heading in the Right Direction

Table 3 – PERCEPTION OF CANADA DIRECTION

Question: In general, do you feel Canada is headed in the right or the wrong direction?

(n=3 602)

	Total n=3 602	Atlantic Provinces n=311	Québec n=1 076	Ontario n=1 004	Manitoba / Sask. n=303	Alberta n=508	B.-C. n=400
Right direction	48%	54%	29%	53%	57%	59%	52%
Wrong direction	30%	25%	47%	27%	16%	21%	29%
Don't know	20%	19%	21%	20%	26%	19%	17%
Refusal	2%	2%	3%	0%	1%	1%	2%

Canadians are Divided on Whether or Not a Change of Government in Ottawa is Preferable

Table 4 – PREFERENCES TOWARD A CHANGE OF GOVERNMENT IN OTTAWA

Question: Personally, would you prefer a change of government in Ottawa or that the current government remains in place?

(n=3 602)

	Total n=3 602	Atlantic Provinces n=311	Québec n=1 076	Ontario n=1 004	Manitoba / Sask. n=303	Alberta n=508	B.-C. n=400
Change of government	42%	46%	56%	39%	29%	21%	45%
Remains in place	46%	38%	33%	50%	55%	65%	42%
Don't know	11%	15%	10%	10%	15%	10%	13%
Refusal	1%	1%	1%	1%	1%	4%	0%

Half of Canadians are Satisfied With Harper's Government

Table 5 –SATISFACTION TOWARD GOVERNMENT

Question: Are you very satisfied, somewhat satisfied, not very satisfied or not satisfied at all with the government of Canada led by Stephen Harper?

(n=3 602)

	Total n=3 602	Atlantic Provinces n=311	Québec n=1 076	Ontario n=1 004	Manitoba / Sask. n=303	Alberta n=508	B.-C. n=400
TOTAL SATISFIED	48%	48%	29%	54%	60%	67%	51%
Very satisfied	8%	6%	2%	10%	13%	17%	6%
Somewhat satisfied	40%	42%	27%	44%	47%	50%	45%
TOTAL NOT SATISFIED	48%	48%	68%	44%	32%	30%	46%
Not very satisfied	30%	25%	41%	28%	21%	20%	28%
Not satisfied at all	18%	23%	27%	16%	11%	10%	18%
Don't know / refusal	4%	4%	3%	2%	8%	3%	3%

Best Prime Minister: Harper 32%, Ignatieff 21%

Table 6 – BEST PRIME MINISTER

Question: In your opinion, which of the following political personalities would make the best prime minister of Canada? Would it be...?

(n=3 602)

	Total n=3 602	Atlantic Provinces n=311	Québec n=1 076	Ontario n=1 004	Manitoba / Sask. n=303	Alberta n=508	B.-C. n=400
Stephen Harper	32%	22%	19%	36%	40%	52%	30%
Michael Ignatieff	21%	29%	25%	20%	14%	11%	22%
Jack Layton	18%	23%	26%	16%	12%	7%	18%
Elizabeth May	6%	7%	4%	6%	7%	5%	7%
Don't know / refusal	23%	19%	26%	22%	27%	25%	23%

36% Perceive Harper as Best Equipped to Lead Canada through Recession and Recovery

Table 7 – BEST EQUIPPED POLITICAL LEADER TO LEAD CANADA THROUGH RECESSION AND RECOVERY

Question: In your opinion, which federal leader is best equipped to lead Canada through the recession and recovery?

(n=3 602)

	Total n=3 602	Atlantic Provinces n=311	Québec n=1 076	Ontario n=1 004	Manitoba / Sask. n=303	Alberta n=508	B.-C. n=400
Stephen Harper	36%	27%	23%	38%	48%	60%	38%
Michael Ignatieff	22%	27%	30%	22%	14%	10%	19%
Jack Layton	13%	19%	17%	12%	8%	5%	12%
Elizabeth May	3%	4%	3%	4%	4%	2%	4%
Don't know / refusal	26%	23%	27%	24%	26%	23%	27%

Harper is the Most Trusted Political Party Leader Among Canadians

Table 8– THE MOST TRUSTED FEDERAL POLITICAL PARTY LEADERS

Question: Among the five leaders of the main federal political parties, who do you trust most between...

(n=3 602)

	Total n=3 602	Atlantic Provinces n=311	Québec n=1 076	Ontario n=1 004	Manitoba / Sask. n=303	Alberta n=508	B.-C. n=400
Stephen Harper	29%	17%	16%	32%	38%	52%	27%
Jack Layton	17%	22%	18%	18%	16%	8%	18%
Michael Ignatieff	14%	17%	16%	15%	8%	7%	10%
Gilles Duceppe	10%	3%	33%	2%	2%	3%	4%
Elizabeth May	10%	18%	4%	10%	11%	11%	12%
Don't know / refusal	20%	23%	13%	23%	25%	19%	29%

45% of Canadians Believe that Minority Parliaments Have Been More Negative Than Positive for the Country and the Democracy

Table 9 – PERCEPTIONS OF MINORITY PARLIAMENTS

Question: Canada has had three successive minority governments. In your opinion, have minority parliaments been more positive for the country and democracy, or more negative?

(n=3 602)

	Total n=3 602	Atlantic Provinces n=311	Québec n=1 076	Ontario n=1 004	Manitoba / Sask. n=303	Alberta n=508	B.-C. n=400
More POSITIVE for the country	38%	32%	42%	37%	36%	35%	39%
More NEGATIVE for the country	45%	44%	46%	47%	40%	43%	41%
Don't know / refusal	17%	24%	12%	16%	24%	22%	20%

84% Canadians Continue to Watch their Spending

Table 10—CANADIAN CONSUMERS CONFIDENCE

Question: Thinking about major purchases for your household such as furniture, appliances, computers, etc, in the next six months versus the last six months, are you likely to ...

(n=3 602)

	Total n=3 602	Atlantic Provinces n=311	Québec n=1 076	Ontario n=1 004	Manitoba / Sask. n=303	Alberta n=508	B.-C. n=400
... spend a lot more	4%	3%	5%	3%	5%	3%	4%
... spend somewhat more	10%	10%	9%	10%	10%	11%	11%
... spend about the same	41%	47%	38%	41%	50%	44%	34%
... spend somewhat less	22%	18%	23%	22%	20%	19%	26%
... spend a lot less	21%	19%	24%	20%	12%	19%	24%
Don't know / refusal	2%	3%	1%	4%	3%	4%	1%

24% of Canadians Lost Sleep Because of the Economic Crisis

Table 11– IMPACT OF THE ECONOMIC CRISIS ON CANADIANS

Question: Has the economy in the last year forced you to ...

POSSIBILITY OF MULTIPLE ANSWERS

(n=3 602)

	Total n=3 602	Atlantic Provinces n=311	Québec n=1 076	Ontario n=1 004	Manitoba / Sask. n=303	Alberta n=508	B.-C. n=400
Lose sleep worrying	24%	21%	17%	28%	18%	23%	32%
Borrow more money	19%	14%	13%	23%	11%	17%	24%
Cancel a trip	18%	19%	11%	21%	9%	18%	23%
Delay buying a car	17%	18%	12%	19%	9%	17%	23%
Get a second job	8%	9%	6%	9%	6%	9%	10%
None of the above	55%	57%	63%	50%	69%	60%	48%
Don't know / refusal	1%	1%	1%	2%	1%	1%	1%

Canadians Massively Want Canada to Stop Combating in Afghanistan

Table 12– PERCEPTIONS OF CANADA ROLE IN AFGHANISTAN

Question: Thinking about Canada and its role in the war in Afghanistan, which of the following statements best reflects your view?

(n=3 602)

	Total n=3 602	Atlantic Provinces n=311	Québec n=1 076	Ontario n=1 004	Manitoba / Sask. n=303	Alberta n=508	B.-C. n=400
Canadian troops should stay in combat roles until the war is won	12%	12%	6%	15%	15%	19%	8%
Canada should step out of combat role and provide help in training and development only	45%	53%	39%	46%	44%	50%	49%
Canadian troops should leave Afghanistan as soon as possible	37%	27%	52%	33%	32%	26%	37%
Don't know / refusal	6%	6%	3%	6%	9%	5%	6%