



The Gazette

Federal Politics in Canada

Publication date: April 7th, 2012

Leger
MARKETING

Marketing Intelligence

Leger
MARKETING

- Leger Marketing is the leading Canadian-owned market research and polling firm with more than 600 professionals working from its Canadian and American offices.
- Leger Marketing is the North American partner of WIN - the Worldwide Independent Network (WIN) of Market Research - the largest independent global network of market research.



WIN
Worldwide
Independent Network
Of Market Research



RESEARCH METHODS

This poll was conducted online in all regions of Canada with a representative sample of **1,506 Canadians**, between **April 2nd and April 4th, 2012**.

Final data was weighted by age, gender, language, level of education and household composition (with or without children under the age of 18) in order to obtain a representative sample of the Canadian population.

A probabilistic sample of 1,506 respondents would yield a **margin of error of 2,5%, 19 times out of 20**.

Survey respondents were selected randomly from the LegerWeb Internet panel, which is comprised of over 400,000 Canadian households. A stratification process was applied to invitation lists to ensure optimal representation of respondents. Panelists were recruited randomly during Leger Marketing telephone surveys. Several quality control measures ensure the representativeness and accuracy of Leger Marketing's surveys with its panel members.

In the tables, numbers in bold red indicate a significantly higher proportion than that of other groups. Numbers in bold blue indicate a significantly lower proportion than that of other groups.

2005	25%
2006	35%
2007	36%
2008	48%
2009	55%
2010	80%
2011	85%

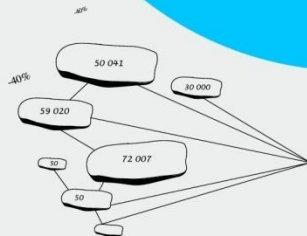


+10%

+10%

+40%

DETAILED ANALYSIS OF RESULTS





DETAILED ANALYSIS OF RESULTS

5

Federal Voting Intentions

The NDP and the Conservatives are in a statistical tie with 33% and 32% of voting intentions, respectively.

Question – If FEDERAL elections were held today, for which of the following political parties would you be most likely to vote, would it be for ...? In cases where respondents have no opinion, the following question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for ...?

	Before distribution of undecided (n=1,506)	Decided voters (n=1,275)	Federal Elections 2011
New Democratic Party of Canada	26%	33%	30,6%
Conservative Party of Canada	25%	32%	39,6%
Liberal Party of Canada	15%	19%	18,9%
Green Party of Canada	6%	8%	3,9%
Bloc Québécois	6%	7%	6,0%
Other party	1%	1%	0,3%
I would not vote / I would cancel my ballot	8%	-	-
I don't know	9%	-	-
I prefer not answering	4%	-	-



DETAILED ANALYSIS OF RESULTS

Federal Voting Intentions by Regions

The Conservative Party is ahead in Ontario (39%), Alberta (61%) and the Prairies (49%).

The NDP is well ahead in Quebec with 47% of voting intentions, an increase of 19 points since January.

Question – If FEDERAL elections were held today, for which of the following political parties would you be most likely to vote, would it be for ...? In cases where respondents have no opinion, the following question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for ...?

Federal Voting Intentions	Decided voters (n=1,275)	Atlan. (n=73)	QC (n=350)	ONT. (n=505)	MB/SK (n=104)	AB (n=111)	BC (n=122)
New Democratic Party of Canada	33%	49%	47%	26%	26%	13%	34%
Conservative Party of Canada	32%	16%	10%	39%	49%	61%	30%
Liberal Party of Canada	19%	20%	10%	25%	13%	17%	22%
Green Party of Canada	8%	15%	3%	9%	12%	5%	10%
Bloc Québécois	7%	0%	29%	0%	0%	0%	0%
Other party	1%	0%	1%	1%	0%	4%	4%



DETAILED ANALYSIS OF RESULTS

7

Satisfaction with the Harper Government

More than a third of Canadians (36%) are satisfied with the government led by Stephen Harper, while 57% are unsatisfied.

This represents a 12 point drop in satisfaction since September 2011.

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

Satisfaction	TOTAL (n=1,506)	Atlan. (n=100)	QC (n=402)	ONT. (n=600)	MB/SK (n=125)	AB (n=248)	BC (n=150)
TOTAL SATISFIED	36%	26%	18%	40%	55%	60%	35%
Very satisfied	8%	2%	2%	8%	7%	23%	7%
Somewhat satisfied	28%	24%	16%	32%	48%	36%	27%
TOTAL DISSATISFIED	57%	69%	76%	51%	35%	39%	56%
Not very satisfied	24%	41%	24%	23%	15%	20%	25%
Not satisfied at all	33%	28%	52%	28%	20%	19%	31%
Don't know / Refusal	7%	5%	6%	9%	10%	2%	10%



DETAILED ANALYSIS OF RESULTS

The Best Prime Minister of Canada

Question – In your opinion, which of the following political figures would make the best Prime Minister of Canada? Would it be...?

Base: all respondents (n=1,506)

Over a quarter of Canadians (25%) think Stephen Harper would make the best Prime Minister of Canada, followed by Thomas Mulcair (20%).



Stephen Harper
25%



Thomas Mulcair
20%



Bob Rae
12%



Elizabeth May
5%



Don't know / refusal
38%

Best PM	TOTAL (n=1,506)	Atlan. (n=100)	QC (n=402)	ONT. (n=600)	MB/SK (n=125)	AB (n=248)	BC (n=150)
Stephen Harper	25%	15%	9%	29%	32%	51%	20%
Thomas Mulcair	20%	25%	43%	10%	10%	6%	16%
Bob Rae	12%	8%	10%	16%	7%	10%	13%
Elizabeth May	5%	4%	2%	7%	6%	2%	4%
Don't know	38%	48%	36%	38%	45%	31%	47%



DETAILED ANALYSIS OF RESULTS

Satisfaction with the Federal Budget

Over a third of Canadians (35%) are satisfied with the recent federal budget, while 45% are dissatisfied.

Only 24% of Quebecers are satisfied with the budget.

Question – Minister of Finance Jim Flaherty tabled the federal government's Economic Action Plan 2012 on Thursday, March 29. Based on what you know, are you satisfied or dissatisfied with the latest federal budget?

Satisfaction	TOTAL (n=1,506)	Atlan. (n=100)	QC (n=402)	ONT. (n=600)	MB/SK (n=125)	AB (n=248)	BC (n=150)
TOTAL SATISFIED	35%	37%	24%	38%	39%	53%	31%
Very satisfied	4%	3%	1%	5%	5%	8%	5%
Somewhat satisfied	31%	34%	23%	33%	34%	45%	26%
TOTAL DISSATISFIED	45%	47%	56%	43%	32%	32%	47%
Not very satisfied	28%	31%	35%	26%	19%	20%	28%
Not satisfied at all	18%	16%	22%	17%	13%	12%	19%
Don't know / Refusal	19%	16%	20%	19%	29%	14%	22%



DETAILED ANALYSIS OF RESULTS

Satisfaction with Features of the Federal Budget: A 5.2 Billion Dollar Reduction in Departmental Spending

The majority of Canadians (70%) are satisfied with the reduction of \$5.2 billions in departmental spending.

Question – For each of the following measures of this latest federal budget, please indicate if you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

A 5.2 billion dollar reduction in departmental spending, i.e. 6.9% of their budget

A 5.2 billion dollar reduction in departmental spending, i.e. 6.9% of their budget	TOTAL (n=1,506)	Atlan. (n=100)	QC (n=402)	ONT. (n=600)	MB/SK (n=125)	AB (n=248)	BC (n=150)
TOTAL SATISFIED	70%	62%	73%	71%	74%	74%	66%
Very satisfied	28%	32%	26%	29%	29%	37%	21%
Somewhat satisfied	42%	30%	46%	42%	45%	37%	45%
TOTAL DISSATISFIED	20%	23%	20%	18%	17%	20%	25%
Not very satisfied	16%	19%	14%	15%	10%	16%	21%
Not satisfied at all	4%	4%	6%	3%	6%	4%	4%
Don't know / Refusal	10%	15%	8%	11%	10%	6%	9%



DETAILED ANALYSIS OF RESULTS

Satisfaction with Features of the Federal Budget: The elimination of 19,200 public service jobs over the next three years

Half of Canadians (49%) are dissatisfied with the elimination of 19,200 civil service jobs over the next three years, while 45% are satisfied with this measure.

Question – For each of the following measures of this latest federal budget, please indicate if you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

The elimination of 19,200 public service jobs over the next three years

The elimination of 19,200 public service jobs over the next three years	TOTAL (n=1,506)	Atlan. (n=100)	QC (n=402)	ONT. (n=600)	MB/SK (n=125)	AB (n=248)	BC (n=150)
TOTAL SATISFIED	45%	42%	48%	42%	53%	49%	41%
Very satisfied	16%	13%	17%	17%	18%	16%	13%
Somewhat satisfied	29%	29%	31%	25%	35%	33%	28%
TOTAL DISSATISFIED	49%	48%	43%	51%	44%	48%	55%
Not very satisfied	27%	30%	26%	26%	20%	28%	31%
Not satisfied at all	22%	18%	17%	25%	24%	20%	24%
Don't know / Refusal	6%	10%	9%	7%	3%	3%	4%



DETAILED ANALYSIS OF RESULTS

Satisfaction with Features of the Federal Budget : Raising the Age of Eligibility for Old Age Security from 65 to 67

Two-thirds of Canadians (66%) are dissatisfied with the decision to raise from 65 to 67 years the age eligibility for benefits under Old Age Security for people who are currently less than 54 years old.

This proportion reaches 75% in Quebec and BC.

Question – For each of the following measures of this latest federal budget, please indicate if you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Raising the age of eligibility for Old Age Security from 65 to 67 for people who are currently under the age of 54.

Raising the age of eligibility for Old Age Security from 65 to 67 for people who are currently under the age of 54	TOTAL (n=1,506)	Atlan. (n=100)	QC (n=402)	ONT. (n=600)	MB/SK (n=125)	AB (n=248)	BC (n=150)
TOTAL SATISFIED	30%	21%	20%	35%	26%	50%	23%
Very satisfied	7%	6%	4%	9%	10%	13%	2%
Somewhat satisfied	23%	15%	16%	26%	16%	38%	20%
TOTAL DISSATISFIED	66%	73%	75%	60%	71%	45%	75%
Not very satisfied	26%	26%	28%	23%	26%	18%	32%
Not satisfied at all	40%	47%	46%	37%	44%	27%	42%
Don't know / Refusal	4%	6%	6%	5%	4%	4%	4%



DETAILED ANALYSIS OF RESULTS

Satisfaction with Features of the Federal Budget : The End of the Penny as of Next Fall

Two-thirds of
Canadians
(66%) are
satisfied with
the end of the
penny starting
next fall.

Question – For each of the following measures of this latest federal budget, please indicate if you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

The end of the penny as of next fall.

The end of the penny as of next fall.	TOTAL (n=1,506)	Atlan. (n=100)	QC (n=402)	ONT. (n=600)	MB/SK (n=125)	AB (n=248)	BC (n=150)
TOTAL SATISFIED	66%	68%	75%	57%	62%	77%	68%
Very satisfied	34%	31%	45%	29%	25%	34%	36%
Somewhat satisfied	32%	37%	31%	28%	37%	43%	32%
TOTAL DISSATISFIED	23%	22%	13%	32%	28%	14%	24%
Not very satisfied	14%	17%	7%	19%	16%	5%	18%
Not satisfied at all	9%	5%	6%	13%	12%	10%	6%
Don't know / Refusal	11%	10%	11%	11%	10%	8%	8%



DETAILED ANALYSIS OF RESULTS

Satisfaction with Features of the Federal Budget : Cutting CBC/Radio-Canada's Budget by About 10% Over the Next Three Years

Canadians are divided on the cut of about 10% of CBC/Radio-Canada's budget over the next three years: 45% are satisfied with this measure against 46% who are dissatisfied.

Question – For each of the following measures of this latest federal budget, please indicate if you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied.

Cutting Radio-Canada and CBC's budget by about 10% over the next three years.

Cutting CBC/Radio-Canada's budget by about 10% over the next three years.	TOTAL (n=1,506)	Atlan. (n=100)	QC (n=402)	ONT. (n=600)	MB/SK (n=125)	AB (n=248)	BC (n=150)
TOTAL SATISFIED	45%	31%	36%	49%	60%	60%	41%
Very satisfied	18%	10%	13%	22%	20%	30%	12%
Somewhat satisfied	27%	22%	23%	27%	40%	30%	29%
TOTAL DISSATISFIED	46%	61%	54%	42%	35%	33%	51%
Not very satisfied	22%	38%	23%	20%	19%	13%	22%
Not satisfied at all	24%	23%	31%	21%	16%	20%	28%
Don't know / Refusal	9%	7%	10%	10%	5%	7%	9%



DETAILED ANALYSIS OF RESULTS

The Choice of Thomas Mulcair as NDP Leader

Four in ten Canadians (39%) believe that the NDP made a good choice in selecting Thomas Mulcair as party leader.

Three quarters of Quebecers (74%) believe that the NDP made a good choice.

Question – Last March 24, Thomas Mulcair was elected leader of the New Democratic Party (NDP). Do you believe the NDP has made a good or a bad choice?

	TOTAL (n=1,506)	Atlan. (n=100)	QC (n=402)	ONT. (n=600)	MB/SK (n=125)	AB (n=248)	BC (n=150)
Good choice	39%	45%	74%	27%	21%	15%	33%
Bad choice	10%	11%	5%	11%	9%	15%	8%
Don't know	51%	44%	21%	62%	70%	70%	59%



DETAILED ANALYSIS OF RESULTS

Canadians' Ideological Positioning

One in five Canadians (20%) consider themselves more to the right, while one-quarter of Canadians (26%) consider themselves closer to the center and another quarter (25%) consider themselves more to the left.

Question – From an ideological standpoint, do you consider yourself to be...?

	TOTAL (n=1,506)	Atlan. (n=100)	QC (n=402)	ONT. (n=600)	MB/SK (n=125)	AB (n=248)	BC (n=150)
TOTAL RIGHT	20%	15%	15%	22%	22%	36%	17%
Right wing	7%	3%	6%	8%	8%	13%	6%
Center-right	13%	12%	9%	14%	14%	23%	11%
Center	26%	23%	24%	27%	32%	25%	27%
Center-left	19%	20%	21%	17%	14%	13%	28%
Left wing	6%	3%	11%	5%	3%	4%	7%
TOTAL LEFT	25%	23%	32%	22%	17%	17%	35%
Don't know	29%	39%	29%	29%	29%	22%	21%

