



The Strategic Counsel

Gregg, Kelly, Sullivan & Woolstencroft:  
The Strategic Counsel

[www.thestrategiccounsel.com](http://www.thestrategiccounsel.com)

21 St. Clair Avenue East  
Suite 1100  
Toronto, Ontario  
M4T 1L9  
Tel 416 975-4465  
Fax 416 975-1883

60 George Street  
Suite 205  
Ottawa, Ontario  
K1N 1J4  
Tel 613 236-0296  
Fax 613 236-1290



## A Report To The Globe and Mail and CTV

**How are the Federal Conservatives  
doing among Canadians?**

**August 27, 2007**

# Introduction and Methodology

- ◆ *The Strategic Counsel* is pleased to present findings of a national survey of 1000 Canadians.
  - Quebec oversample n=154
  - Toronto CMA not in the City of Toronto oversample n=124
  - Southwestern Ontario oversample n=90
  - British Columbia oversample n=70
  
- ◆ Results are based on tracking among a proportionate national sample of Canadians 18 years of age or older.
  
- ◆ Interviews were conducted between August 9 and 12, 2007.
  
- ◆ The following table outlines the sample distribution and associated margin of error.
  
- ◆ Note: Proportions may not sum to 100% due to rounding.

# Sample Distribution and Margin of Error

	<b>August 9-12, 2007</b>	
<b>National Sample Regions</b>	<b>Sample Size</b>	<b>Margin of Error (±)</b>
Canada	1000	3.1%
Quebec	247	6.3%
Rest of Canada	753	3.6%
Ontario	379	5.0%
West	297	5.7%
<b>Oversample Regions</b>	<b>Sample Size</b>	<b>Margin of Error (±)</b>
Quebec	401	4.9%
Toronto CMA suburbs	198	7.0%
Southwest Ontario	196	7.0%
British Columbia	202	6.9%

## Key Findings

# As We Have Seen In Recent Months, Canadians Remain Divided Over The Liberals And Conservatives

- ◆ Among decided voters, Canadians continue to indicate that they are split between the Conservatives (33%) and Liberals (33%), with the NDP at 17%, Green at 8%, and Bloc Quebecois (BQ) at 10%.
- ◆ While there has been some volatility in party support over the past 18 months, party vote has stabilized in the most recent sampling around the levels of the 2006 election.

# BC, GTA's 905, SW Ontario, and Quebec Outside Montreal Continue to be Critical Battlegrounds for the Conservatives

## Quebec

- ◆ Across Quebec, the BQ vote appears to be slipping while Liberal support has nudged up slightly and the Conservatives vote has dropped modestly.
- ◆ The Liberals appear to have gained some ground in Montreal (up from 28% in the election to 31% today) putting Liberals support almost on par with the BQ (down from 42% in the last election to 35%). Despite this gain for the Liberals, the Conservatives remain highly competitive outside Montreal (29%), and are poised to make further gains outside of this city (as discussed below). The BQ continues to lead (39%) outside Montreal.

# BC, GTA's 905, SW Ontario, and Quebec Outside Montreal Continue to be Critical Battlegrounds for the Conservatives

## Ontario

- ◆ Across the entire province of Ontario, there has been change since the last election. The Conservatives' voter support has not been changed in this critical province.
- ◆ However, there are some interesting trends in two pivotal battlegrounds:
- ◆ In the 905 area of the GTA, the Liberals (45%) continue to hold a significant advantage over the Conservatives (38%), however, the size of the Liberal lead over the Tories has narrowed (from 12 to 7 points).
- ◆ In South Western Ontario, the Conservatives (37%) continue to hold a lead over the Liberals (31%). In this region, the Tory lead has widened from 4 to 6 points. The big news in this region, however, has been the increased strength of the Green party - now sitting at 13%.

# BC, GTA's 905, SW Ontario, and Quebec Outside Montreal Continue to be Critical Battlegrounds for the Conservatives

## West/British Columbia

- ◆ In the West, the Conservatives remain on top at 46%, with the Liberals continuing to trail at 25%.
- ◆ However, British Columbians remain almost equally divided across the three leading parties: Conservatives at 33%, Liberals at 31%, and the NDP party at 28%.

# The Conservatives Enjoy Committed Vote Coalition, while Liberals Are Now More Open To Voting Conservative

- ◆ There are two significant trends with respect to the Conservative coalition of voters:
- ◆ Conservative voters are more committed than Liberal voters – their vote is much “harder” than the Liberal vote:
  - Tory voters are by a 2:1 margin less likely to be thinking of switching their vote;
  - By contrast, Liberal voters are evenly split about whether or not they intend to switch away.
- ◆ In the 2006 election, the pool of “Liberal-NDP” switchers was larger than the pool of “Liberal-Conservative” switchers. Now, the situation is reversed: the pool of “Liberal-Conservative” switchers is larger than the pool of “Liberal-NDP” switchers. This is significant because it indicates that Liberal voters are more open to voting Conservative than they were some 18 months ago.
- ◆ This openness underscores the question: what is holding Canadians back from embracing the Federal Conservatives?

# Canadians are Satisfied with the Directions of the Country

- ◆ A majority of Canadians (57%) continue to feel that the country is on the “right” track, a key metric that is closely related to the future electoral prospects of the incumbent government. This is up significantly from the Martin government, but no change since the election of the Conservatives. This satisfaction is closely associated with the lowest unemployment rates in 33 years.
- ◆ Not surprisingly, Conservative voters are the most inclined (73%) to share this view. Those voters who are open to switching their vote to and away from the Conservatives also share this view: specifically, they are Liberal/Conservative switchers (75%), NDP/Conservative switchers (73%), and Bloc/Conservative (66%) switchers. In sum, current and potential Conservative voters are overall satisfied with the directions with the country.
- ◆ The single biggest change on right/wrong track has occurred in Quebec. At the start of the last election, only 34% thought that country was on the right track; now, 59% think this is true.
- ◆ Opposition voters are much more likely to think that the country is on the “wrong” track. However a majority (57%) of the Liberal and Bloc supporters still believe that the country is the “right” track. NDP voters are evenly split on this question.

So What Is Holding  
The Harper  
Government Back  
From Rising To 40%  
In Voter Intention?

# Harper Government Remains Highly Popular among both Hard and Soft Conservative Voters

- ◆ Not surprisingly, core Conservative voters have very strong positive views about the Harper Government. They have a strong emotional attachment to their government.
- ◆ But, more significantly, soft Conservative voters (who are open to switching to the Liberals, NDP, or Bloc) clearly like Harper's style of leadership and approach to governance. They have positive impressions of the Prime Minister. They also believe that the PM has done a much better job than they had expected.
- ◆ These soft Tory voters are strongly attracted to the Conservative government:
  - They believe that the Conservative government has made progress since it got elected 18 months ago;
  - They believe that this government has kept its election promises;
  - They tend to like the approach of the government to Afghanistan;
  - They believe that it has started to deal with global warming;
  - They also believe that the Conservative government is not kowtowing to George Bush;
  - There are strong and intense feelings that the Harper government will do the right thing for the country;
  - And they strongly believe that the PM is a friend of their province.

# Harper Government Remains Highly Popular among Hard and Soft Conservative Voters

- ◆ Moreover, Conservative voters also like the leadership style of Prime Minister Harper:
- ◆ Conservative voters see the PM's leadership style as “decisive” and “visionary”. They reject the idea that the PM's leadership style is negative. They see the PM as being empathetic toward people like themselves. In fact, they like Stephen Harper as a person. While there is some perception that the PM is “controlling”, Conservative voters clearly see him as a “team player”.
- ◆ Overall, they also like PM's partisan approach to leadership.

# By Contrast, Liberal/Bloc/NDP Switcher Voters are Skeptical About the PM's Style of Leadership – This is a Key Barrier to Voting Conservative

- ◆ Liberal/Bloc/NDP Switcher Voters (who are open to voting Conservative) are considerably more divided about their impressions about the Conservative government: some 55% are neutral and 20% are positive, while 22% are negative. However, they concede the PM has done a much better job than they had expected and the Conservative government has the potential to pull these voters over if the government can address some of the barriers.
- ◆ However, what is holding back these potential Conservative voters is the skepticism about the Tory government and its style of leadership:
  - There is a some belief that the Conservative government has accomplished little;
  - They believe that the Harper government will do whatever George Bush wants it to do;
  - There is a perception that the PM's style of leadership is partisan, controlling, and too right wing.
- ◆ These perceptions are causing them not to consider a Conservative vote at this time even though the Government has done better than they had expected.

# Not surprisingly, core Liberal/Bloc/NDP Voters do not like the Harper government.

- ◆ Core Liberal/NDP/Bloc voters have very little good to say about the Conservative government: accomplished little, little action on global warming, kowtows to George Bush, and no friend of their province. They see Harper as untrustworthy, highly negative, not a visionary, controlling, not caring about people like themselves, much too right wing and not a team player. Even core Liberal/NDP/Bloc voters readily acknowledge that Stephen Harper is a decisive leader.

# Conservatives Continue to have the Potential to Make More Gains in Quebec Outside Montreal

- ◆ Our latest survey indicates that the Conservatives are in a potential position to make more gains in Quebec outside Montreal, but even here they face some challenges.
  
- ◆ Quebec voters who live outside Montreal generally have a favourable view of the Harper government:
  - There is some measure of trust that Harper will do the right thing for the country;
  - There is a consensus that Harper is a friend of Quebec;
  - A strong view exists that the Conservative government has kept its election promises;
  - They see Harper's style of leadership as being characterized by decisiveness, working as a team player, and having a vision. They reject the notion that his leadership style is negative;

# Conservatives Continue to have the Potential to Make More Gains in Quebec Outside Montreal

- ◆ It is also evident that the Conservative government has yet to close the deal with these Quebec voters outside Montreal:
  - The Afghanistan mission is dampening Conservative popularity;
  - There is some feeling that the Tory government is too close to Bush;
  - They are wondering what this government has accomplished while in office;
  - They also question whether or not the government has taken sufficient action to deal with global warming;
  - Finally, it is also evident that these voters are concerned that the PM's leadership style is too right wing and controlling.
  - Quebecers outside Montreal are divided over whether or not the PM cares about people like themselves and is somebody they like.
  
- ◆ It is worth noting that there is a significant gulf in the perceptions between voters living outside Montreal and those within Montreal. That is, Montreal voters are much harsher in their views about the Conservative government: they report that the PM is not a team player, is controlling, offers no vision, doesn't care about people like themselves, is somebody they don't like, is too negative and too right wing, not serious in dealing with global warming, too aligned with George Bush, will not do the right thing for the country, and is not a friend of Quebec.

# University Graduates Have Issues with the Conservative Style of Leadership, While Those with Less Education Hold More Favourable Views

- ◆ Voters with a high school education or less (which has been a key target segment of the government) hold some favourable views of the Harper government. By contrast, university graduates tend to be more critical of this government.
- ◆ In a nutshell, voters with high school or less are more likely to think that the PM cares about them and is somebody they like. Plus, they see the PM as decisive, a team player, and a visionary. Moreover, they have a great deal of trust in Harper doing the right thing for the country and feel that Harper is a friend to their province. The Government is also believed to be delivering on its election promises. In addition, this group senses that the Tory government is getting serious about global warming. Finally, they are more likely to be supportive of the government's approach to Afghanistan.

# University Graduates Have Issues with the Conservative Style of Leadership, While Those with Less Education Hold More Favourable Views

- ◆ Still, many less-educated voters report that the government has not accomplished a lot since taking office. Similar to other groups, these voters see Harper's leadership as controlling and partisan, but not negative. They see the government as being too close to Bush.
- ◆ By contrast, university graduates are more critical of the PM's leadership style: they report that the PM is controlling, partisan, too aligned with George Bush, not a team player, not visionary, doesn't care about people like themselves, and too right wing. They are also not sure what the government has accomplished and they are not convinced that it is serious about dealing with global warming.

# What Actions Could be Undertaken to Improve Impressions toward Conservative Government?

- ◆ There is a menu of policies that might potentially improve impressions toward the federal government, particularly among those soft Liberal/Bloc/NDP voters that are open to voting Conservative.
  
- ◆ The strongest policies would be:
  - Reducing of waiting times - Net 79 Improvement
  - Meeting Canada's Kyoto's targets – Net 72 Improvement
  - Being tough on crime – Net 70 Improvement
  - Putting more money in transit – Net 70 Improvement
  - Standing up to George Bush – Net 64 Improvement
  
- ◆ Even though the Afghanistan mission is hurting the popularity of the Conservatives in Quebec, it is clear that pulling out is not a silver bullet for the government. In fact, pulling out of Afghanistan may create some concerns among the Conservative base, while boosting party support in Quebec.

## Overall Conclusions

- ◆ We see that there are six key conclusions emerging from this study on the Conservative Government:
  1. At this point, Conservatives voters are highly committed and are firmly entrenched. They identify strongly with the PM. Moreover, these voters have a strong positive affinity to their Government. Even those Tory voters who could move to the Liberals, Bloc or the NDP like what they see from the Government and the PM.
  2. Over the past eighteen months, Conservatives have been able to widen their appeal among switchers, particularly Liberal-Conservative switchers. In contrast to the 2006 election (when the pool of “Liberal-NDP” switchers was the largest), the pool of the “Conservative-Liberal” switchers is now the largest. This implies that the Conservative government’s has become a more acceptable option to soft Liberal voters.

## Overall Conclusions

3. The government has been able to build some receptivity among Liberal/Bloc/NDP switchers (who would consider voting Conservative). However, significant barriers are evident: these voters are apprehensive of the PM's leadership style. Some fear that the leadership style is too controlling and right wing; have a perception that the government is too close to George Bush. There is a view that the government has not been able to achieve a lot while in office. They have yet to feel that the Conservative government cares about them. Still, these voters have an open mind to voting Conservative.
4. Conservatives continue to have the potential to make more gains in Quebec outside Montreal. At this point, the Federal Conservatives are now the federalist party of choice outside Montreal. Non-Montreal Quebecers believe Harper is a friend of Quebec and feel that they can trust him. In their view, he has delivered on his election promises. But, these Quebec voters outside Montreal also have some concerns about leadership style: the Afghanistan mission, the absence of Conservative accomplishments, alignment between the government and George Bush, and the perception of a controlling and right wing leadership style. They are not sure the PM cares about their concerns. At this point, the Tories have yet to close the deal with the non-Montreal, Quebec voters.

## Overall Conclusions

5. Conservatives have been successful in solidifying their position among a key segment: people with high school or less education. People with this level of education feel connected with the Conservative government. They feel that they can trust the PM to do the right thing for the country. By contrast, university graduates are much more skeptical of the Conservative government.
6. The Conservative government could attract Liberal/NDP/Bloc switchers (who are open to voting Conservative) by being seen to make headway on these initiatives:
  - Reducing of waiting times for health treatments
  - Meeting Canada's Kyoto's targets
  - Being tough on crime
  - Putting more money in transit
  - Standing up to George Bush
7. Core NDP voters have strong negative impressions toward the Harper government. Green voters also share this view and are highly likely to switch their vote to the Liberals and NDP.

Detailed Tables

# Is Canada on the Right Track or Wrong Track?

	Canada								Quebec								Rest of Canada*								
	May 12-15 2005	Nov 24-27	Dec 7-8	Dec 12-13	Dec 13, 15	July 13-16 2006	Feb 15-18 2007	Aug 9-12	May 12-15 2005	Nov 24-27	Dec 7-8	Dec 12-13	Dec 13, 15	July 13-16 2006	Feb 15-18 2007	Aug 9-12	May 12-15 2005	Nov 24-27	Dec 7-8	Dec 12-13	Dec 13, 15	July 13-16 2006	Feb 15-18 2007	Aug 9-12	
n=	1500	1500	1000	1000	1000	1000	1000	1000	370	370	247	247	247	247	247	247	1130	1130	753	753	753	753	753	753	753
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
On the right track	38	47	46	46	45	61	55	57	29	47	39	38	34	55	58	59	41	47	49	49	48	63	54	57	
On the wrong track	49	43	42	40	43	28	30	31	65	47	55	55	59	33	33	33	44	42	37	36	38	26	29	30	
DK/NA/Ref	13	10	12	14	12	11	15	12	6	6	6	7	7	11	9	8	15	11	14	15	14	11	17	13	

	Ontario								West							
	May 12-15 2005	Nov 24-27	Dec 7-8	Dec 12-13	Dec 13, 15	July 13-16 2006	Feb 15-18 2007	Aug 9-12	May 12-15 2005	Nov 24-27	Dec 7-8	Dec 12-13	Dec 13, 15	July 13-16 2006	Feb 15-18 2007	Aug 9-12
n=	569	569	379	379	379	379	379	379	445	446	297	297	297	297	297	297
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
On the right track	39	46	51	47	46	60	55	56	43	48	43	51	49	69	56	60
On the wrong track	46	44	35	38	40	29	30	33	42	41	42	32	35	22	27	25
DK/NA/Ref	15	11	14	15	14	11	15	11	15	11	15	17	16	9	17	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

# How would Canadians vote today?

Canada																				
n=		2006										2007								
2004	2006	Feb 16-19	Apr 6-9	May 3-4	June 7-8	July 12-15	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	Feb 15-18	Mar 10-13	Mar 20-21	Apr 21-24	May 14-17	Jun 8-11	July 12-15	Aug 10-12	
		1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Liberal candidate	37	30	28	29	31	27	26	29	26	32	37	35	29	31	31	30	31	31	31	33
Conservative candidate	30	36	39	39	35	36	37	38	35	32	31	31	34	36	39	36	34	34	31	33
NDP candidate	16	18	19	14	16	19	18	15	19	17	14	15	14	15	13	13	16	13	17	17
Bloc Quebecois candidate	12	11	9	11	10	9	11	11	12	11	11	11	11	9	8	9	10	11	10	10
Green Party candidate	4	5	5	7	9	9	8	7	8	9	7	8	12	10	9	12	9	11	10	8

Quebec																				
n=		2006										2007								
2004	2006	Feb 16-19	Apr 6-9	May 3-4	June 7-8	July 12-15	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	Feb 15-18	Mar 10-13	Mar 20-21	Apr 21-24	May 14-17	Jun 8-11	July 12-15	Aug 10-12	
		247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	247	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Liberal candidate	34	21	19	19	16	17	16	21	18	28	28	25	22	22	24	19	24	23	25	24
Conservative candidate	9	25	31	29	30	25	24	23	16	16	16	15	18	26	24	21	20	16	16	21
NDP candidate	5	8	10	4	6	12	5	6	11	6	6	9	8	9	8	6	6	10	9	9
Bloc Quebecois candidate	49	42	37	42	40	39	50	43	48	44	44	46	43	36	33	39	41	45	40	37
Green Party candidate	3	4	3	5	8	7	6	8	7	6	6	5	9	7	11	12	9	10	9	9

Rest of Canada*																				
n=		2006										2007								
2004	2006	Feb 16-19	Apr 6-9	May 3-4	June 7-8	July 12-15	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	Feb 15-18	Mar 10-13	Mar 20-21	Apr 21-24	May 14-17	Jun 8-11	July 12-15	Aug 10-12	
		753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	753	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Liberal candidate	38	33	31	33	35	30	29	32	29	33	40	38	31	33	34	34	33	34	33	36
Conservative candidate	37	40	41	43	36	39	41	43	41	37	36	36	40	39	43	40	39	40	36	36
NDP candidate	19	21	22	17	19	21	22	18	21	20	17	17	16	17	14	15	19	15	20	19
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate	5	5	6	7	10	10	8	7	9	10	7	9	13	11	9	11	9	11	11	9

Q. If the federal 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, Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Total sample

# How would Canadians vote today? (cont'd)

		Ontario																		
		2006										2007								
n=	2004	2006	Feb 16-19	Apr 6-9	May 3-4	June 7-8	July 12-15	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	Feb 15-18	Mar 10-13	Mar 20-21	Apr 21-24	May 14-17	Jun 8-11	July 12-15	Aug 10-12
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal candidate	45	40	38	40	42	35	36	39	37	36	48	45	39	41	40	41	40	42	41	40
Conservative candidate	32	35	36	36	34	36	34	41	35	33	32	32	34	34	40	33	37	35	34	35
NDP candidate	18	20	20	15	16	20	21	16	19	19	15	14	14	15	13	16	15	11	13	17
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate	4	5	6	9	9	9	9	5	9	11	5	9	13	10	7	11	9	12	12	8

		West																		
		2006										2007								
n=	2004	2006	Feb 16-19	Apr 6-9	May 3-4	June 7-8	July 12-15	July 27-30	Sep 14-17	Oct 12-15	Dec 3	Jan 11-14	Feb 15-18	Mar 10-13	Mar 20-21	Apr 21-24	May 14-17	Jun 8-11	July 12-15	Aug 10-12
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal candidate	27	23	21	20	25	23	21	20	17	27	28	26	21	19	24	23	22	22	25	25
Conservative candidate	46	49	49	53	42	45	51	50	50	42	45	42	48	50	50	50	42	44	40	46
NDP candidate	20	22	25	19	21	22	20	20	23	22	18	23	18	18	14	14	26	21	24	21
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green Party candidate	5	5	5	8	12	10	8	10	10	10	9	9	13	13	12	13	10	13	11	8

Q. If the federal 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, Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: Total sample

# How would Canadians vote today?

	Quebec		Region				British Columbia	
	2006 Election	Aug 9-12	2006 Election	Aug 9-12	2006 Election	Aug 9-12	2006 Election	Aug 9-12
		401		197		204		202
n=	%	%	%	%	%	%	%	%
Liberal candidate	21	24	28	31	15	18	28	31
Conservative candidate	25	21	17	14	32	29	38	33
NDP candidate	8	9	8	10	7	8	29	28
Bloc Quebecois candidate	42	37	42	35	43	39	-	-
Green Party candidate	4	9	4	11	4	6	5	9

Q. If the federal 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, Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: National sample plus Quebec and British Columbia oversamples

# How would Canadians vote today?

	Ontario		Region							
			Toronto CMA		Subregion 905		Rest of Ontario		Subregion Southwest	
	2006 Election	Aug 9-12 750	2006 Election	Aug 9-12 309	2006 Election	Aug 9-12 271	2006 Election	Aug 9-12 441	2006 Election	Aug 9-12 291
	n=	%	%	%	%	%	%	%	%	%
Liberal candidate	40	40	50	46	48	45	34	37	34	31
Conservative candidate	35	35	30	33	36	38	39	36	38	37
NDP candidate	20	17	16	14	11	8	22	19	23	20
Bloc Quebecois candidate	-	-	-	-	-	-	-	-	-	-
Green Party candidate	5	8	4	7	5	10	5	8	5	13

Q. If the federal 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, Green Party candidate in your area or (QUEBEC ONLY) Bloc Quebecois candidate in your area?

Base: National sample plus Ontario oversamples

# Overall Impression of Stephen Harper

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	1000	247	753	379	297
	%	%	%	%	%
Positive Impression	27	25	27	24	33
Neutral	40	43	39	40	40
Negative Impression	32	31	31	33	24
DK/NA/Ref	2	1	3	2	4

Q. Overall, how would you describe your impression of Stephen Harper? Would you say you have a ...

Base: Total sample

# Overall Impression of Stephen Harper

	Quebec	Region		British Columbia
		Montreal CMA	Rest of Quebec	
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	401	197	204	202
	%	%	%	%
Positive Impression	25	21	29	24
Neutral	43	42	44	42
Negative Impression	31	37	26	31
DK/NA/Ref	1	1	1	4

Q. Overall, how would you describe your impression of Stephen Harper? Would you say you have a ...  
 Base: Total sample

# Overall Impression of Stephen Harper

	Ontario	Region			
		Toronto CMA	Subregion	Rest of Ontario	Subregion
			905		Southwest
n=	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
	379	161	198	218	196
	%	%	%	%	%
Positive Impression	24	23	27	25	22
Neutral	40	38	45	42	39
Negative Impression	33	35	26	32	33
DK/NA/Ref	2	4	3	1	6

Q. Overall, how would you describe your impression of Stephen Harper? Would you say you have a ...  
 Base: Total sample

# Overall Impression of Stephen Harper

	Canada	Party Supporters				
		Liberal Voters	Conservative Voters	NDP Voters	Bloc Voters	Green Voters
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	1000	276	276	142 <sup>C</sup>	84 <sup>C</sup>	68 <sup>C</sup>
	%	%	%	%	%	%
Positive Impression	27	11	61	13	18	9
Neutral	40	46	32	34	49	38
Negative Impression	32	40	6	52	33	52
DK/NA/Ref	2	3	1	1	-	1

Q. Overall, how would you describe your impression of Stephen Harper? Would you say you have a ...

C Caution, small base size

Base: Total sample

# Overall Impression of Stephen Harper

	Canada	Switchers					
		Lib to Cons	Cons to Lib	NDP to Cons	Cons to NDP	Lib to NDP	NDP to Lib
	Aug 9-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12
n=	1000	92 <sup>C</sup>	115 <sup>C</sup>	25 <sup>C</sup>	41 <sup>C</sup>	91 <sup>C</sup>	48 <sup>C</sup>
	%	%	%	%	%	%	%
Positive Impression	27	20	64	Base Size too Small	48	5	4
Neutral	40	56	31		36	43	23
Negative Impression	32	22	3		16	52	74
DK/NA/Ref	2	2	2		-	-	-

Q. Overall, how would you describe your impression of Stephen Harper? Would you say you have a ...

C Caution, small base size

Base: Total sample

# Main Reason for Having a Positive Impression of Stephen Harper

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	266	64 <sup>C</sup>	202	92 <sup>C</sup>	98 <sup>C</sup>
	%	%	%	%	%
He is doing a good job	34	38	32	30	33
Trust	16	27	12	8	15
I like him	14	15	13	14	13
Leadership	10	10	10	12	8
Policies (all mentions)	7	2	9	6	10
Nothing negative/No scandal yet/better than the rest	5	1	6	7	7
Afghanistan	3	-	4	5	3
Environment	1	-	1	1	1
Right wing/Conservative	1	2	1	3	-
Quebec-friendly/Speaks French well	1	5	-	-	-
Religion in politics	<1	-	1	1	-
Other	4	-	5	6	5
DK/NA/Ref	4	-	6	7	4

Q. What is the main reason that you have a [positive impression] of Stephen Harper?

C Caution, small base size

Base: Total sample

# Main Reason for Having a Neutral Impression of Stephen Harper

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	398	103 <sup>C</sup>	295	152 <sup>C</sup>	118 <sup>C</sup>
	%	%	%	%	%
Got some things right, some wrong/Nothing outstanding	30	26	31	37	29
They are all the same/Not into politics	18	25	15	13	17
Trust	14	5	17	16	16
He is dull/boring/not much charisma	6	10	4	2	7
Afghanistan	5	5	5	6	3
Leadership	5	4	5	5	7
Could do more (all mentions)	3	2	3	2	2
Too American	2	5	1	1	2
Policies (all mentions)	2	1	2	-	4
Environment	1	1	1	1	1
Religion in politics	<1	-	1	<1	1
Other	6	9	4	8	1
DK/NA/Ref	9	6	10	10	9

Q. What is the main reason that you have a [negative impression] of Stephen Harper?

C Caution, small base size

Base: Total sample

# Main Reason for Having a Negative Impression of Stephen Harper

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	315	80 <sup>C</sup>	236	127 <sup>C</sup>	70 <sup>C</sup>
	%	%	%	%	%
Afghanistan	13	22	10	11	8
Policies (all mentions)	13	15	12	9	10
Trust	10	6	11	14	5
Too American	10	20	7	7	9
Arrogant/Cold/Controlling	9	6	11	12	10
Social values	7	3	8	9	6
Right wing/Conservative	6	5	6	5	11
Could do more (all mentions)	6	6	6	8	6
I do not like him	5	1	6	4	10
Environment	5	6	5	6	4
He is doing a bad job	4	2	5	7	2
Leadership	3	3	2	4	2
Religion in politics	1	1	1	1	2
Other	5	4	5	3	10
DK/NA/Ref	3	2	4	2	6

Q. What is the main reason that you have a [negative impression] of Stephen Harper?

C Caution, small base size

Base: Total sample

# Do Canadians think Stephen Harper is performing better or worse than they originally expected?

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	1000	247	753	379	297
	%	%	%	%	%
Better	24	25	24	23	27
About the same	54	54	54	55	56
Worse	17	18	17	18	12
DK/NA/Ref	5	4	5	4	6

Q. And compared to when he first became Prime Minister, would you say that he is performing better, about the same, or worse than you originally expected?

Base: Total sample

# Do Canadians think Stephen Harper is performing better or worse than they originally expected?

	Quebec	Region		British Columbia
		Montreal CMA	Rest of Quebec	
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	401	197	204	202
	%	%	%	%
Better	25	29	21	29
About the same	54	46	61	52
Worse	18	20	15	15
DK/NA/Ref	4	5	3	5

Q. And compared to when he first became Prime Minister, would you say that he is performing better, about the same, or worse than you originally expected?

Base: Total sample

# Do Canadians think Stephen Harper is performing better or worse than they originally expected?

	Ontario	Region			
		Toronto CMA	Subregion	Rest of Ontario	Subregion
			905		Southwest
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	379	161	198	218	196
	%	%	%	%	%
Better	23	24	25	23	20
About the same	55	56	53	54	54
Worse	18	16	18	20	18
DK/NA/Ref	4	5	5	4	8

Q. And compared to when he first became Prime Minister, would you say that he is performing better, about the same, or worse than you originally expected?

Base: Total sample

# Do Canadians think Stephen Harper is performing better or worse than they originally expected?

	Canada	Party Supporters				
		Liberal Voters	Conservative Voters	NDP Voters	Bloc Voters	Green Voters
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	1000	276	276	142 <sup>C</sup>	84 <sup>C</sup>	68 <sup>C</sup>
	%	%	%	%	%	%
Better	24	23	35	23	23	14
About the same	54	51	56	55	55	59
Worse	17	23	7	21	19	16
DK/NA/Ref	5	4	2	2	3	11

Q. For the following statements please tell me how much you agree or disagree with each (IF Agree or Disagree ASK: Is that strongly or somewhat?)

C Caution, small base size

Base: Total sample

# Do Canadians think Stephen Harper is performing better or worse than they originally expected?

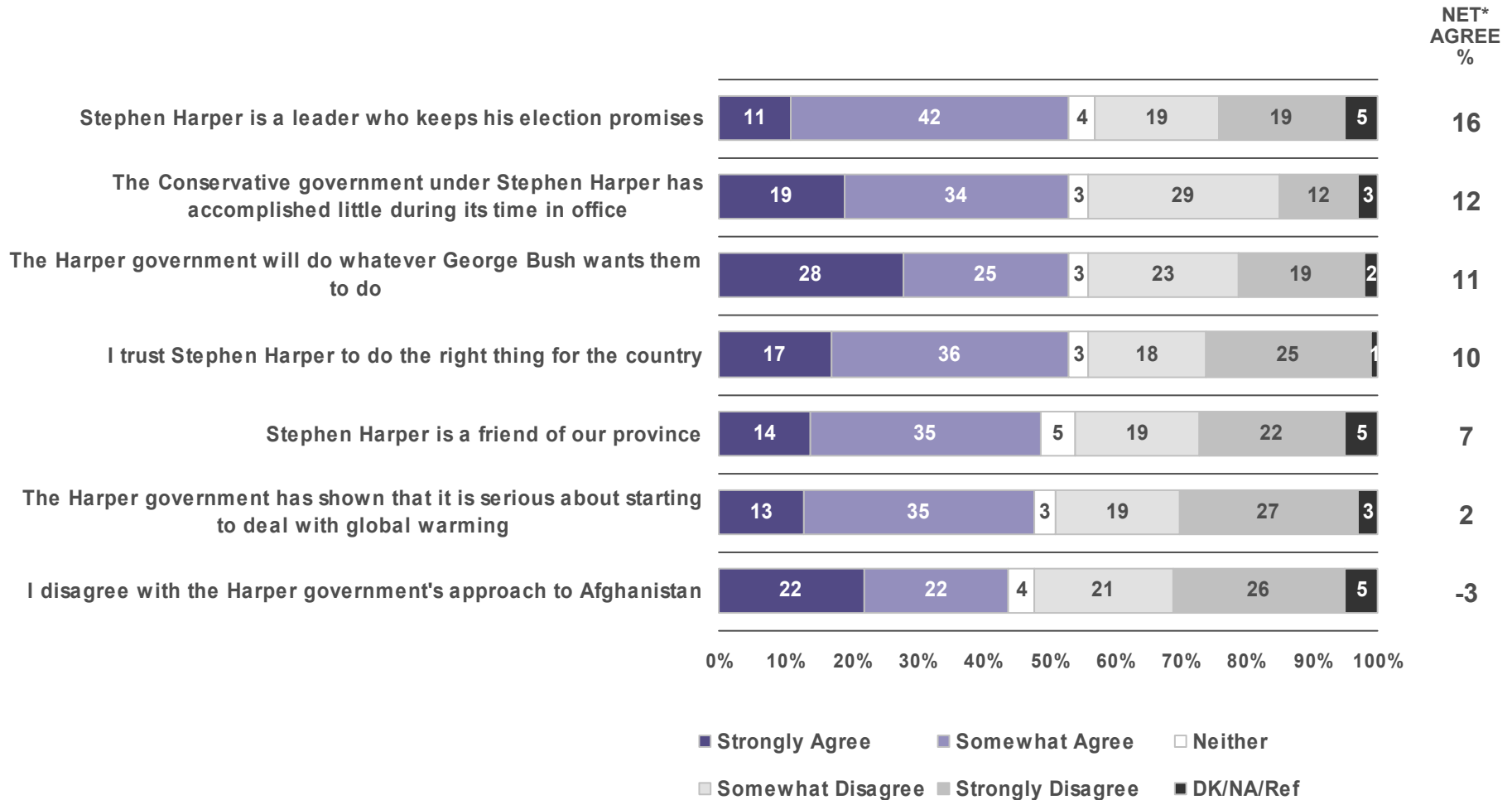
	Canada	Switchers					
		Lib to Cons	Cons to Lib	NDP to Cons	Cons to NDP	Lib to NDP	NDP to Lib
	Aug 9-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12
n=	1000	92 <sup>C</sup>	115 <sup>C</sup>	25 <sup>C</sup>	41 <sup>C</sup>	91 <sup>C</sup>	48 <sup>C</sup>
	%	%	%	%	%	%	%
Better	24	32	36	Base Size too Small	22	20	23
About the same	54	54	57		63	54	59
Worse	17	13	4		16	25	18
DK/NA/Ref	5	1	2		-	2	-

Q. For the following statements please tell me how much you agree or disagree with each (IF Agree or Disagree ASK: Is that strongly or somewhat?)

C Caution, small base size

Base: Total sample

# Do Canadians agree or disagree with the following statements...?



Q. For the following statements please tell me how much you agree or disagree with each (IF Agree or Disagree ASK: Is that strongly or somewhat?)  
 \* Difference between percentage who strongly/somewhat agree and those who strongly/somewhat disagree (i.e. strongly/somewhat agree minus strongly/somewhat disagree)  
 Base: Total sample n=1000

# Do Canadians agree or disagree with the following statements...?

*Difference between percentage who strongly/somewhat agree and those who strongly/somewhat disagree (i.e. strongly/somewhat agree minus strongly/somewhat disagree)*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	1000	247	753	379	297
	%	%	%	%	%
The Conservative government under Stephen Harper has accomplished little during its time in office	12	15	13	17	4
Stephen Harper is a leader who keeps his election promises	16	35	10	7	21
I disagree with the Harper government's approach to Afghanistan	-3	1	-2	-1	0
The Harper government has shown that it is serious about starting to deal with global warming	2	-22	10	6	20
The Harper government will do whatever George Bush wants them to do	11	17	9	10	-1
I trust Stephen Harper to do the right thing for the country	10	6	13	10	24
Stephen Harper is a friend of our province	7	6	8	13	13

Q. For the following statements please tell me how much you agree or disagree with each (IF Agree or Disagree ASK: Is that strongly or somewhat?)

Base: Total sample

# Do Canadians agree or disagree with the following statements...?

*Difference between percentage who strongly/somewhat agree and those who strongly/somewhat disagree (i.e. strongly/somewhat agree minus strongly/somewhat disagree)*

	Quebec	Region		British Columbia
		Montreal CMA	Rest of Quebec	
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	401	197	204	202
	%	%	%	%
The Conservative government under Stephen Harper has accomplished little during its time in office	15	18	11	19
Stephen Harper is a leader who keeps his election promises	35	27	41	-3
I disagree with the Harper government's approach to Afghanistan	1	2	2	8
The Harper government has shown that it is serious about starting to deal with global warming	-22	-36	-9	10
The Harper government will do whatever George Bush wants them to do	17	22	11	8
I trust Stephen Harper to do the right thing for the country	6	-8	19	2
Stephen Harper is a friend of our province	6	-5	17	-4

Q. For the following statements please tell me how much you agree or disagree with each (IF Agree or Disagree ASK: Is that strongly or somewhat?)

Base: Total sample

# Do Canadians agree or disagree with the following statements...?

*Difference between percentage who strongly/somewhat agree and those who strongly/somewhat disagree (i.e. strongly/somewhat agree minus strongly/somewhat disagree)*

	Ontario	Region			
		Toronto CMA	Subregion	Rest of Ontario	Subregion
			905		Southwest
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	379	161	198	218	196
	%	%	%	%	%
The Conservative government under Stephen Harper has accomplished little during its time in office	17	16	11	18	27
Stephen Harper is a leader who keeps his election promises	7	12	18	4	-9
I disagree with the Harper government's approach to Afghanistan	-1	-5	-4	1	-4
The Harper government has shown that it is serious about starting to deal with global warming	6	-2	19	11	9
The Harper government will do whatever George Bush wants them to do	10	13	7	7	10
I trust Stephen Harper to do the right thing for the country	10	6	21	13	6
Stephen Harper is a friend of our province	13	6	8	18	9

Q. For the following statements please tell me how much you agree or disagree with each (IF Agree or Disagree ASK: Is that strongly or somewhat?)  
 Base: Total sample

# Do Canadians agree or disagree with the following statements...?

*Difference between percentage who strongly/somewhat agree and those who strongly/somewhat disagree (i.e. strongly/somewhat agree minus strongly/somewhat disagree)*

	Canada	Party Supporters				
		Liberal Voters	Conservative Voters	NDP Voters	Bloc Voters	Green Voters
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	1000	276	276	142 <sup>C</sup>	84 <sup>C</sup>	68 <sup>C</sup>
	%	%	%	%	%	%
The Conservative government under Stephen Harper has accomplished little during its time in office	12	22	-25	52	20	9
Stephen Harper is a leader who keeps his election promises	16	2	64	-19	31	-39
I disagree with the Harper government's approach to Afghanistan	-3	14	-21	-1	-3	12
The Harper government has shown that it is serious about starting to deal with global warming	2	-7	55	-32	-33	-52
The Harper government will do whatever George Bush wants them to do	11	36	-39	33	36	36
I trust Stephen Harper to do the right thing for the country	10	-11	81	-36	-14	-38
Stephen Harper is a friend of our province	7	-4	60	-37	-11	-20

Q. For the following statements please tell me how much you agree or disagree with each (IF Agree or Disagree ASK: Is that strongly or somewhat)?

C Caution, small base size

Base: Total sample

# Do Canadians agree or disagree with the following statements...?

*Difference between percentage who strongly/somewhat agree and those who strongly/somewhat disagree (i.e. strongly/somewhat agree minus strongly/somewhat disagree)*

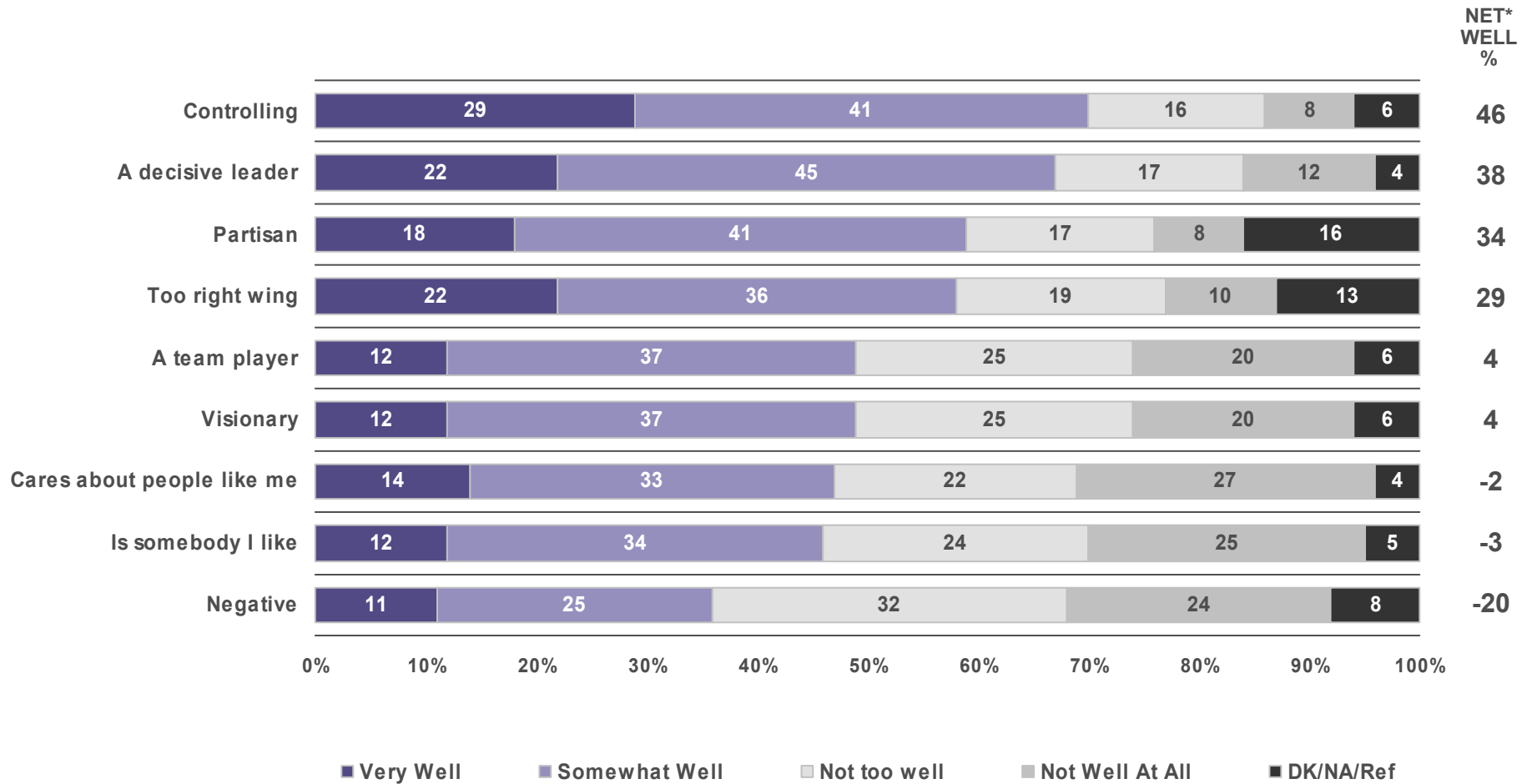
	Canada	Switchers					
		Lib to Cons	Cons to Lib	NDP to Cons	Cons to NDP	Lib to NDP	NDP to Lib
	Aug 9-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12
n=	1000	92 <sup>C</sup>	115 <sup>C</sup>	25 <sup>C</sup>	41 <sup>C</sup>	91 <sup>C</sup>	48 <sup>C</sup>
	%	%	%	%	%	%	%
The Conservative government under Stephen Harper has accomplished little during its time in office	12	13	-24		-12	19	69
Stephen Harper is a leader who keeps his election promises	16	17	64	Base Size too Small	55	-1	-34
I disagree with the Harper government's approach to Afghanistan	-3	8	-21		-15	25	3
The Harper government has shown that it is serious about starting to deal with global warming	2	20	48		46	-31	-58
The Harper government will do whatever George Bush wants them to do	11	24	-50		-7	47	61
I trust Stephen Harper to do the right thing for the country	10	35	88		69	-39	-62
Stephen Harper is a friend of our province	7	27	58		54	-15	-49

Q. For the following statements please tell me how much you agree or disagree with each (IF Agree or Disagree ASK: Is that strongly or somewhat)?

C Caution, small base size

Base: Total sample

# Which words do Canadians think describe Stephen Harper well?



Q. For each of the following words or phrases, please tell me how well each one describes Stephen Harper ... very well, somewhat well, not too well, not well at all  
 \* Difference between percentage who say very/somewhat well and those who say not too/not at all well (i.e. very/somewhat well minus not too/not at all well)  
 Base: Total sample n=1000

# Which words do Canadians think describe Stephen Harper well?

*Difference between percentage who say very/somewhat well and those who say not too/not at all well (i.e. very/somewhat well minus not too/not at all well)*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	1000	247	753	379	297
	%	%	%	%	%
Partisan	34	42	32	31	37
A team player	4	-5	10	2	28
Negative	-20	-20	-19	-15	-32
Controlling	46	54	44	51	37
A decisive leader	38	43	38	36	43
Visionary	4	0	6	0	14
Cares about people like me	-2	-18	3	2	12
Is somebody I like	-3	-15	2	3	9
Too right wing	29	41	25	24	22

Q. For each of the following words or phrases, please tell me how well each one describes Stephen Harper ... very well, somewhat well, not too well, not well at all?  
 Base: Total sample

# Which words do Canadians think describe Stephen Harper well?

*Difference between percentage who say very/somewhat well and those who say not too/not at all well  
(i.e. very/somewhat well minus not too/not at all well)*

	Quebec	Region		British Columbia
		Montreal CMA	Rest of Quebec	
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	401	197	204	202
	%	%	%	%
Partisan	42	44	41	35
A team player	-5	-24	14	8
Negative	-20	-16	-23	-21
Controlling	54	59	48	39
A decisive leader	43	39	47	34
Visionary	0	-12	13	2
Cares about people like me	-18	-35	-2	-7
Is somebody I like	-15	-30	2	-16
Too right wing	41	46	35	25

Q. For each of the following words or phrases, please tell me how well each one describes Stephen Harper ... very well, somewhat well, not too well, not well at all?  
Base: Total sample

# Which words do Canadians think describe Stephen Harper well?

*Difference between percentage who say very/somewhat well and those who say not too/not at all well (i.e. very/somewhat well minus not too/not at all well)*

	Ontario	Region			
		Toronto CMA	Subregion 905	Rest of Ontario	Subregion Southwest
		Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	379	161	198	218	196
	%	%	%	%	%
Partisan	31	34	41	28	30
A team player	2	-3	2	5	7
Negative	-15	-17	-15	-14	-20
Controlling	51	59	41	45	42
A decisive leader	36	33	43	39	29
Visionary	0	-20	4	14	1
Cares about people like me	2	0	14	3	4
Is somebody I like	3	-1	12	4	1
Too right wing	24	23	17	26	32

Q. For each of the following words or phrases, please tell me how well each one describes Stephen Harper ... very well, somewhat well, not too well, not well at all?  
 Base: Total sample

# Which words do Canadians think describe Stephen Harper well?

*Difference between percentage who say very/somewhat well and those who say not too/not at all well (i.e. very/somewhat well minus not too/not at all well)*

	Canada	Party Supporters				
		Liberal Voters	Conservative Voters	NDP Voters	Bloc Voters	Green Voters
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	1000	276	276	142 <sup>C</sup>	84 <sup>C</sup>	68 <sup>C</sup>
	%	%	%	%	%	%
Partisan	34	32	46	17	35	35
A team player	4	-13	52	-21	-29	-12
Negative	-20	-6	-56	-2	4	4
Controlling	46	53	34	58	54	50
A decisive leader	38	31	71	33	21	19
Visionary	4	-9	61	-39	-20	-44
Cares about people like me	-2	-18	61	-34	-23	-54
Is somebody I like	-3	-27	69	-48	-27	-39
Too right wing	29	43	-6	57	59	40

Q. For each of the following words or phrases, please tell me how well each one describes Stephen Harper ... very well, somewhat well, not too well, not well at all?

C Caution, small base size

Base: Total sample

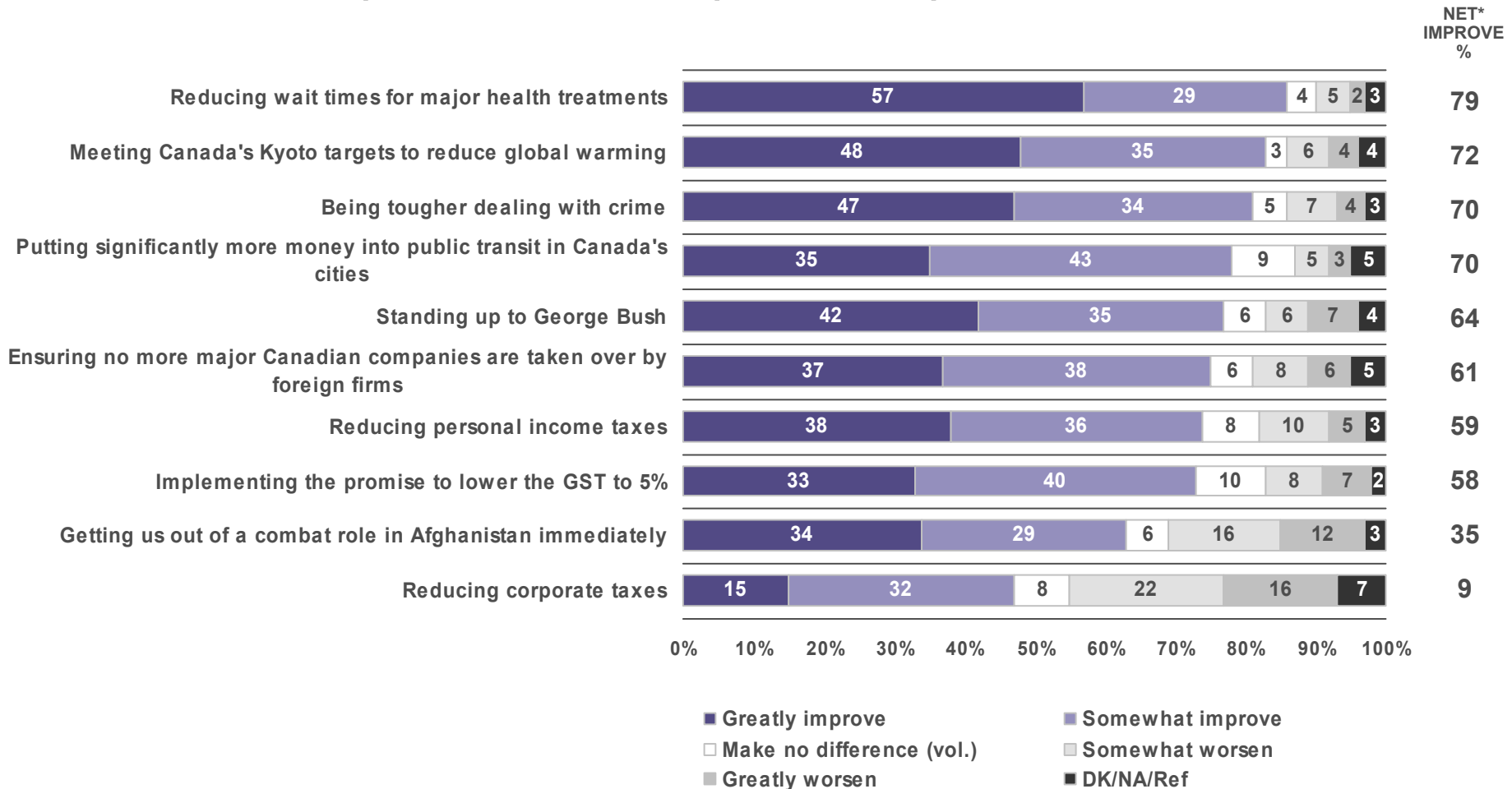
# Which words do Canadians think describe Stephen Harper well?

*Difference between percentage who say very/somewhat well and those who say not too/not at all well (i.e. very/somewhat well minus not too/not at all well)*

	Canada	Switchers					
		Lib to Cons	Cons to Lib	NDP to Cons	Cons to NDP	Lib to NDP	NDP to Lib
	Aug 9-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12
n=	1000	92 <sup>C</sup>	115 <sup>C</sup>	25 <sup>C</sup>	41 <sup>C</sup>	91 <sup>C</sup>	48 <sup>C</sup>
	%	%	%	%	%	%	%
Partisan	34	34	62		19	30	10
A team player	4	16	54	Base Size too Small	46	-28	-37
Negative	-20	-15	-56		-53	-10	11
Controlling	46	44	29		25	73	78
A decisive leader	38	58	79		44	17	37
Visionary	4	8	59		52	-24	-69
Cares about people like me	-2	6	67		61	-41	-58
Is somebody I like	-3	7	78		49	-50	-69
Too right wing	29	33	2		-29	51	78

Q. For each of the following words or phrases, please tell me how well each one describes Stephen Harper ... very well, somewhat well, not too well, not well at all?  
 C Caution, small base size  
 Base: Total sample

# Do Canadians think the following actions would improve or worsen their impression of Stephen Harper?



Q. Please tell me if each of the following would improve or worsen your impression of Stephen Harper as Prime Minister (IF Improve or Worsen ASK: Is that greatly or somewhat)?  
 \* Difference between percentage who say greatly/somewhat improve and those who say greatly/somewhat worsen (greatly/somewhat improve minus greatly/somewhat worsen)  
 Base: Total sample n=1000

# Do Canadians think the following actions would improve or worsen their impression of Stephen Harper?

*Difference between percentage who say greatly/somewhat improve and those who say greatly/somewhat worsen (greatly/somewhat improve minus greatly/somewhat worsen)*

	Canada	Region			
		Quebec	Rest of Canada*	Ontario	West
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	1000	247	753	379	297
	%	%	%	%	%
Getting us out of a combat role in Afghanistan immediately	35	49	30	32	25
Standing up to George Bush	64	66	63	61	66
Meeting Canada's Kyoto targets to reduce global warming	72	82	68	69	65
Ensuring no more major Canadian companies are taken over by foreign firms	61	72	57	55	62
Reducing personal income taxes	59	69	56	51	63
Reducing corporate taxes	9	16	7	13	-4
Implementing the promise to lower the GST to 5%	58	66	55	46	68
Putting significantly more money into public transit in Canada's cities	70	76	68	68	71
Being tougher dealing with crime	70	77	67	69	70
Reducing wait times for major health treatments	79	85	76	73	80

Q. Please tell me if each of the following would improve or worsen your impression of Stephen Harper as Prime Minister (IF Improve or Worsen ASK: Is that greatly or somewhat?)  
 Base: Total sample

# Do Canadians think the following actions would improve or worsen their impression of Stephen Harper?

*Difference between percentage who say greatly/somewhat improve and those who say greatly/somewhat worsen (greatly/somewhat improve minus greatly/somewhat worsen)*

	Quebec	Region		British Columbia
		Montreal CMA	Rest of Quebec	
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	401	197	204	202
	%	%	%	%
Getting us out of a combat role in Afghanistan immediately	49	51	47	38
Standing up to George Bush	66	65	66	68
Meeting Canada's Kyoto targets to reduce global warming	82	79	86	78
Ensuring no more major Canadian companies are taken over by foreign firms	72	73	70	66
Reducing personal income taxes	69	68	70	63
Reducing corporate taxes	16	10	22	-1
Implementing the promise to lower the GST to 5%	66	62	69	69
Putting significantly more money into public transit in Canada's cities	76	78	73	71
Being tougher dealing with crime	77	71	84	69
Reducing wait times for major health treatments	85	82	89	78

Q. Please tell me if each of the following would improve or worsen your impression of Stephen Harper as Prime Minister (IF Improve or Worsen ASK: Is that greatly or somewhat?)  
 Base: Total sample

# Do Canadians think the following actions would improve or worsen their impression of Stephen Harper?

*Difference between percentage who say greatly/somewhat improve and those who say greatly/somewhat worsen (greatly/somewhat improve minus greatly/somewhat worsen)*

	Ontario	Region			
		Toronto CMA	Subregion	Rest of Ontario	Subregion
			905		Southwest
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	379	161	198	218	196
	%	%	%	%	%
Getting us out of a combat role in Afghanistan immediately	32	31	30	33	35
Standing up to George Bush	61	55	62	65	67
Meeting Canada's Kyoto targets to reduce global warming	69	71	65	67	66
Ensuring no more major Canadian companies are taken over by foreign firms	55	54	59	57	52
Reducing personal income taxes	51	44	60	55	59
Reducing corporate taxes	13	11	17	15	9
Implementing the promise to lower the GST to 5%	46	37	50	53	51
Putting significantly more money into public transit in Canada's cities	68	74	69	63	55
Being tougher dealing with crime	69	67	70	70	68
Reducing wait times for major health treatments	73	72	73	73	77

Q. Please tell me if each of the following would improve or worsen your impression of Stephen Harper as Prime Minister (IF Improve or Worsen ASK: Is that greatly or somewhat?)  
 Base: Total sample

# Do Canadians think the following actions would improve or worsen their impression of Stephen Harper?

*Difference between percentage who say greatly/somewhat improve and those who say greatly/somewhat worsen (greatly/somewhat improve minus greatly/somewhat worsen)*

	Canada	Party Supporters				
		Liberal Voters	Conservative Voters	NDP Voters	Bloc Voters	Green Voters
	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12	Aug 9-12
n=	1000	276	276	142 <sup>C</sup>	84 <sup>C</sup>	68 <sup>C</sup>
	%	%	%	%	%	%
Getting us out of a combat role in Afghanistan immediately	35	45	9	44	71	54
Standing up to George Bush	64	67	66	65	75	61
Meeting Canada's Kyoto targets to reduce global warming	72	76	64	76	92	69
Ensuring no more major Canadian companies are taken over by foreign firms	61	59	66	57	75	71
Reducing personal income taxes	59	55	70	40	74	41
Reducing corporate taxes	9	18	20	-35	22	-1
Implementing the promise to lower the GST to 5%	58	50	72	43	65	45
Putting significantly more money into public transit in Canada's cities	70	69	73	68	84	78
Being tougher dealing with crime	70	64	87	50	77	61
Reducing wait times for major health treatments	79	77	85	74	88	89

Q. Please tell me if each of the following would improve or worsen your impression of Stephen Harper as Prime Minister (IF Improve or Worsen ASK: Is that greatly or somewhat)?  
 C Caution, small base size  
 Base: Total sample

# Do Canadians think the following actions would improve or worsen their impression of Stephen Harper?

*Difference between percentage who say greatly/somewhat improve and those who say greatly/somewhat worsen (greatly/somewhat improve minus greatly/somewhat worsen)*

	Canada	Switchers					
		Lib to Cons	Cons to Lib	NDP to Cons	Cons to NDP	Lib to NDP	NDP to Lib
	Aug 9-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12	Aug 10-12
n=	1000	92 <sup>C</sup>	115 <sup>C</sup>	25 <sup>C</sup>	41 <sup>C</sup>	91 <sup>C</sup>	48 <sup>C</sup>
	%	%	%	%	%	%	%
Getting us out of a combat role in Afghanistan immediately	35	48	12		35	50	26
Standing up to George Bush	64	61	71		65	74	60
Meeting Canada's Kyoto targets to reduce global warming	72	71	70		67	78	64
Ensuring no more major Canadian companies are taken over by foreign firms	61	63	58	Base Size too Small	67	55	49
Reducing personal income taxes	59	57	70		72	51	37
Reducing corporate taxes	9	32	28		9	9	-31
Implementing the promise to lower the GST to 5%	58	57	76		82	46	31
Putting significantly more money into public transit in Canada's cities	70	63	72		85	67	75
Being tougher dealing with crime	70	77	88		77	50	37
Reducing wait times for major health treatments	79	72	82		86	76	70

Q. Please tell me if each of the following would improve or worsen your impression of Stephen Harper as Prime Minister (IF Improve or Worsen ASK: Is that greatly or somewhat)?  
 C Caution, small base size  
 Base: Total sample