

GOING FOR A BEER? JACK'S YOUR MAN

LAYTON/HARPER FAVOURED OVER IGNATIEFF IN BEER POLL

[Ottawa – April 1, 2010] - So, you've had a tough April Fool's Day and you've decided to knock off and head out for a beer. Now, you've got a choice of companions. Who's it going to be? Stephen Harper, Michael Ignatieff or Jack Layton?

Canadians have spoken in a poll conducted for release by the *Power and Politics* program on CBC News Network.

Whether or not Canadians want him running the country, Jack Layton is Canadians' number one choice. Not surprisingly, he is favoured by New Democrats, but also by a lot of Bloquiste voters. In fact, Quebeckers are particularly likely to want a beer with Jack, as are university grads. Women are much less likely to want to have a beer with any of these guys, but for those who do pick it is Layton who is the preferred choice. This may be the "it" crowd.

Second most favoured drinking companion is the prime minister, Stephen Harper. "Steve", as he's known down at the bar, is favoured by Albertans and other Prairie folks. If you join Steve's table, be prepared: it is mostly Tories, mostly men, and a little heavy on the seniors' crowd. It could be a little quieter than going out with Jack. Shuffleboard, anyone?

And what about Michael – or can we call you "Mike"? Oh dear, it looks like it will be hard to get much of a party going. Just 10% of Canadians would pick him over the others. Even Liberals are more likely to be yukking it up with Jack's posse. Looks like Mike may be drinking alone. Make mine a cold Chablis.

HIGHLIGHTS

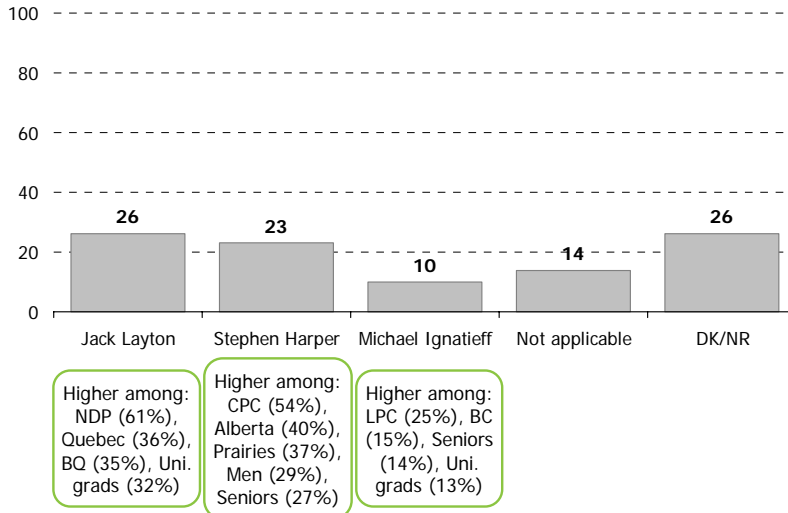
- **Preferred drinking companion:**
 - **26% Jack Layton**
 - **23% Stephen Harper**
 - **10% Michael Ignatieff**
 - **14% Not applicable**
 - **26% Do not know / no response**

Please note that the methodology is provided at the end of this document.

Top Line Results:

Preferred drinking companion

Q. Regardless of your political persuasion, which of the following political leaders would you most like to have a beer with?



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BASE: Canadians; Most recent data point March 24-30 (n=2162)

Detailed Tables:

Preferred Drinking Companion							
<i>Q. Regardless of your political persuasion, which of the following political leaders would you most like to have a beer with?</i>							
	Stephen Harper	Michael Ignatieff	Jack Layton	Not Applicable	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	23%	10%	26%	14%	26%	2162	2.1
REGION							
British Columbia	22%	15%	22%	15%	26%	286	5.8
Alberta	40%	7%	20%	15%	18%	236	6.4
Saskatchewan/Manitoba	36%	10%	16%	12%	25%	151	8.0
Ontario	24%	10%	25%	17%	24%	730	3.6
Quebec	15%	8%	36%	9%	32%	558	4.2
Atlantic Canada	17%	10%	27%	18%	28%	201	6.9
GENDER							
Male	29%	11%	29%	12%	18%	1075	3.0
Female	18%	9%	24%	17%	33%	1087	3.0
AGE							
<25	26%	9%	26%	13%	26%	205	6.8
25-44	22%	7%	32%	14%	25%	702	3.7
45-64	22%	11%	25%	16%	26%	847	3.4
65+	27%	14%	18%	14%	27%	408	4.9
EDUCATION							
High school or less	26%	7%	21%	14%	32%	661	3.8
College or CEGEP	25%	8%	25%	16%	25%	707	3.7
University or higher	19%	13%	32%	14%	22%	794	3.5
CURRENT VOTE INTENTION							
Conservative Party of Canada	54%	5%	14%	11%	15%	614	4.0
Liberal Party of Canada	14%	25%	26%	12%	23%	499	4.4
NDP	6%	5%	61%	13%	15%	289	5.8
Green Party	14%	8%	30%	22%	26%	218	6.6
Bloc Quebecois	8%	3%	35%	16%	39%	175	7.4
Undecided	15%	10%	16%	30%	30%	60	12.7

Methodology:

EKOS' weekly tracking polls are conducted using Interactive Voice Recognition (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual land-line/cell phone RDD sampling frame for this research. As a result, we are able to reach those with both a landline and cell phone, as well as cell phone only households and landline only households. This dual frame yields a near perfect unweighted distribution on age group and gender, something almost never seen with traditional landline RDD sample or interviewer-administered surveys.

The field dates for this survey are March 24 – March 30, 2010.¹ In total, a random sample of 2,162 Canadians aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-2.1 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.

¹ Please note that these dates are not inclusive of the weekends, as we do not survey on Saturday or Sunday.