

WOMEN SEE IT DIFFERENTLY

AND MOST CANADIANS THINK MORE WOMEN IN POLITICS WOULD HAVE A POSITIVE EFFECT

[Ottawa – May 6, 2010] - A poll conducted for exclusive release by the CBC program Power and Politics illustrates some big differences in the view men and women have of federal politics.

In fact, most Canadians think that if there were more women leaders in federal politics, it would have a positive effect, though (surprise, surprise) women were more likely to feel this way than men. Men were about equally divided between those who thought women leaders would have a positive effect and those who thought it would have no effect.

There were some striking differences by party preference on this question. Conservative supporters were the only ones to opt in greater numbers for “no effect” over “positive effect”. They also had a higher than average propensity to say that women leaders would have a negative effect (14%). The supporters of all the other parties were decisively favourable to the effect of women leaders.

The poll also found that women differ profoundly from men on their election priorities. Women are much most likely to say that social issues such as health care and education are at the top of their list for the next election, but they don't put much emphasis on fiscal issues such as taxes and debt. Men, in contrast, put the heaviest priority on the economy, jobs, and growth, and rank fiscal issues about equally with health care and education among their concerns. Neither men nor women rank government ethics and accountability high among their election priorities.

Interestingly, when it comes to qualities that Canadians look for in a leader, honesty is the dominant response, particularly for women. By a large margin, voters are seeking authenticity above all else. Men, however, put a slightly greater emphasis on intelligence and decisiveness than women.

It's a cruel world, and women, like men, were least likely to choose compassion as the quality they most valued in a leader.

So what would the world be like with more women leaders? If this week's responses are any

HIGHLIGHTS

- **Most important election issue:**
 - ☒ **33% economic issues**
 - ☒ **32% social issues**
 - ☒ **18% fiscal issues**
 - ☒ **10% ethics and accountability**
 - ☒ **8% do not know / no response**

- **Most important attribute of a leader of a country:**
 - ☒ **48% honesty**
 - ☒ **19% intelligence**
 - ☒ **15% decisiveness**
 - ☒ **9% compassion**
 - ☒ **8% do not know / no response**

- **Perceived effect of having more women leaders:**
 - ☒ **51% positive effect**
 - ☒ **10% negative effect**
 - ☒ **33% no effect**
 - ☒ **7% do not know / no response**

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

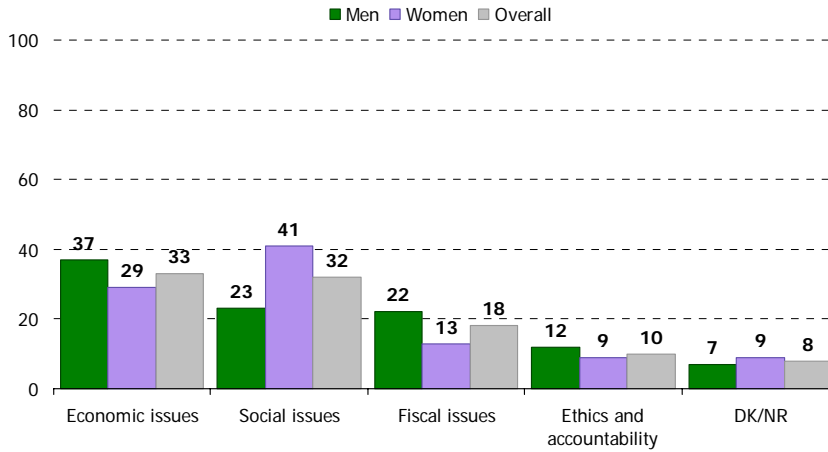
indication, we wouldn't be looking at the predictable "kinder, gentler" society, but rather one that is more honest and more focused on human capital concerns (such as health and education).

The relatively low standing of the Liberal party may reflect the lack of return on hammering on ethics issues (such as the Guergis-Jaffer affair), which voters say are least important to them. Moreover, longer term tracking shows a sharp decline on the emphasis on social issues and a rise in the importance of economic issues. This longer term trend away from social issues may explain the poorer performance of the Liberals today compared to their performance in the middle and earlier part of this decade when social issues were salient. At the end of the day, the party which can show honesty and progress on the bigger social and economic issues may be the one with the best prospects for breaking free of the current political quagmire.

Top Line Results:

Most important election issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election: 1) issues like ethics and accountability; 2) the economy, jobs, and growth; 3) fiscal issues like taxes and debt; or 4) social issues like health and education?

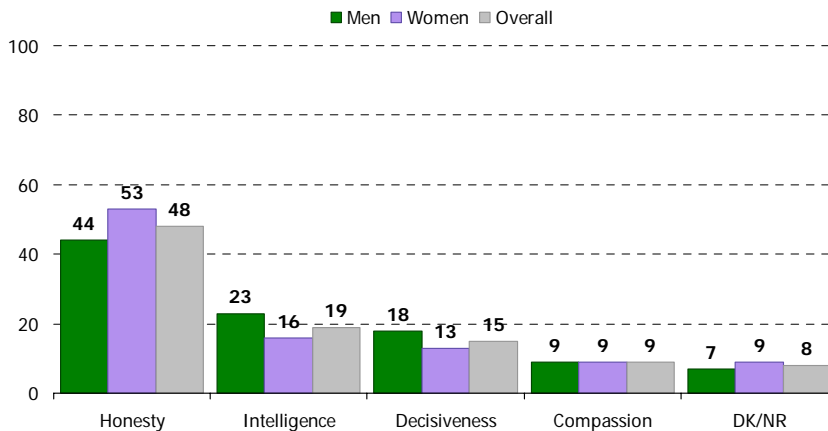


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BASE: Canadians; April 28 – May 4 (n=2192)

Most important attribute in a leader

Q. Of the following attributes, what is the most important one you look for in the leader of the country?

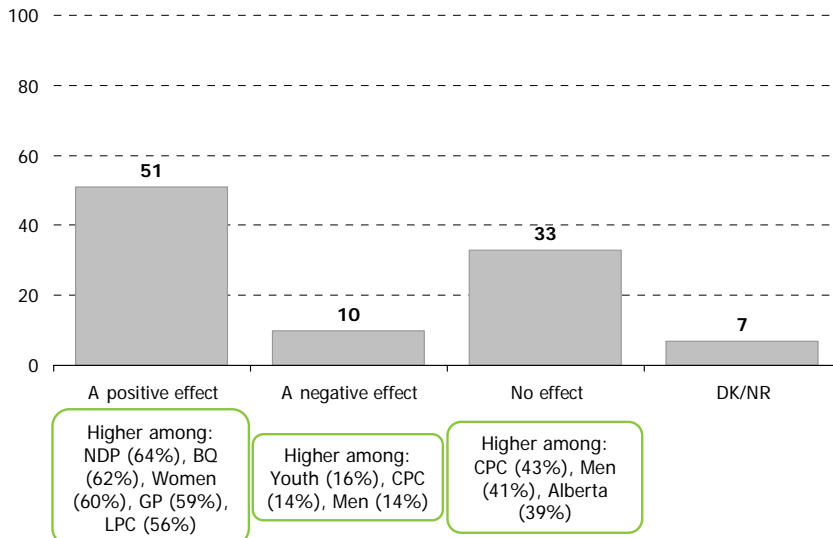


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Perceived impact of having more women leaders

Q. If there were more women leaders in federal politics, overall, do you think that this would have a positive effect, a negative effect, or no effect on the quality of government?



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Detailed Tables:

Most Important Election Issue

Q. Of the following issues, which one do you think should be the most important issue for the next federal election: 1) issues like ethics and accountability; 2) the economy, jobs, and growth; 3) fiscal issues like taxes and debt; or 4) social issues like health and education?

	Ethics and accountability	Economic issues	Fiscal issues	Social issues	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	10%	33%	18%	32%	8%	2192	2.1
REGION							
British Columbia	8%	27%	19%	39%	7%	281	5.9
Alberta	11%	29%	15%	35%	10%	235	6.4
Saskatchewan/Manitoba	10%	31%	18%	31%	10%	176	7.4
Ontario	12%	39%	21%	22%	6%	706	3.7
Quebec	8%	27%	13%	43%	9%	610	4.0
Atlantic Canada	9%	39%	14%	34%	5%	184	7.2
GENDER							
Male	12%	37%	22%	23%	7%	1006	3.1
Female	8%	29%	13%	41%	9%	1186	2.9
AGE							
<25	8%	28%	25%	31%	8%	215	6.7
25-44	10%	31%	17%	35%	7%	636	3.9
45-64	10%	35%	17%	31%	7%	850	3.4
65+	13%	34%	15%	29%	10%	491	4.4
EDUCATION							
High school or less	6%	35%	17%	31%	11%	638	3.9
College or CEGEP	10%	36%	16%	32%	6%	746	3.6
University or higher	13%	28%	19%	33%	6%	808	3.5
CURRENT VOTE INTENTION							
Conservative Party of Canada	8%	43%	22%	21%	6%	633	3.9
Liberal Party of Canada	15%	32%	15%	32%	5%	491	4.4
NDP	13%	25%	15%	42%	5%	295	5.7
Green Party	11%	27%	17%	37%	8%	200	6.9
Bloc Quebecois	7%	26%	12%	48%	8%	210	6.8
Undecided	8%	21%	25%	35%	11%	58	12.9

Most Important Attribute in a Leader							
<i>Q. Of the following attributes, what is the most important one you look for in the leader of the country?</i>							
	Honesty	Intelligence	Decisiveness	Compassion	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	48%	19%	15%	9%	8%	2192	2.1
REGION							
British Columbia	44%	21%	14%	11%	10%	281	5.9
Alberta	48%	19%	11%	9%	13%	235	6.4
Saskatchewan/Manitoba	41%	23%	15%	10%	11%	176	7.4
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High school or less	54%	14%	15%	7%	9%	638	3.9
College or CEGEP	50%	20%	14%	8%	8%	746	3.6
University or higher	42%	23%	17%	11%	8%	808	3.5
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Conservative Party of Canada	41%	23%	23%	5%	8%	633	3.9
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Bloc Quebecois	61%	8%	23%	2%	7%	210	6.8
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Perceived Impact of Having More Women Leaders

Q. If there were more women leaders in federal politics, overall, do you think that this would have a positive effect, a negative effect, or no effect on the quality of government?

	A positive effect	A negative effect	No effect	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	51%	10%	33%	7%	2192	2.1
REGION						
British Columbia	49%	11%	34%	6%	281	5.9
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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 April 28 – May 4, 2010.¹ In total, a random sample of 2,192 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.

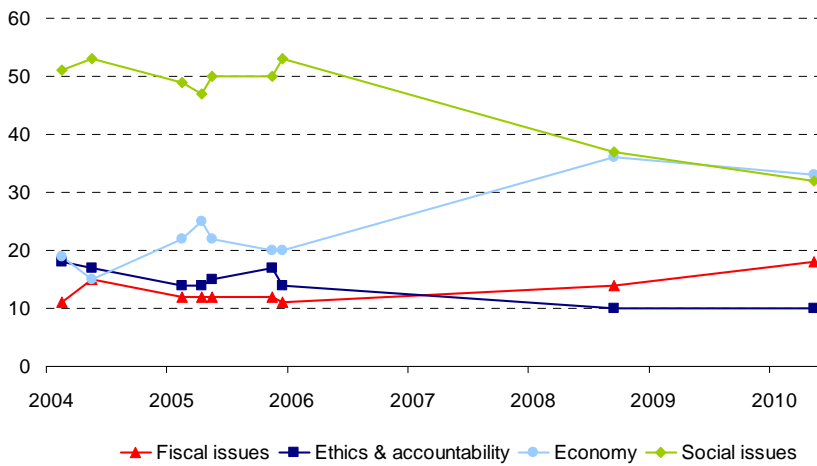
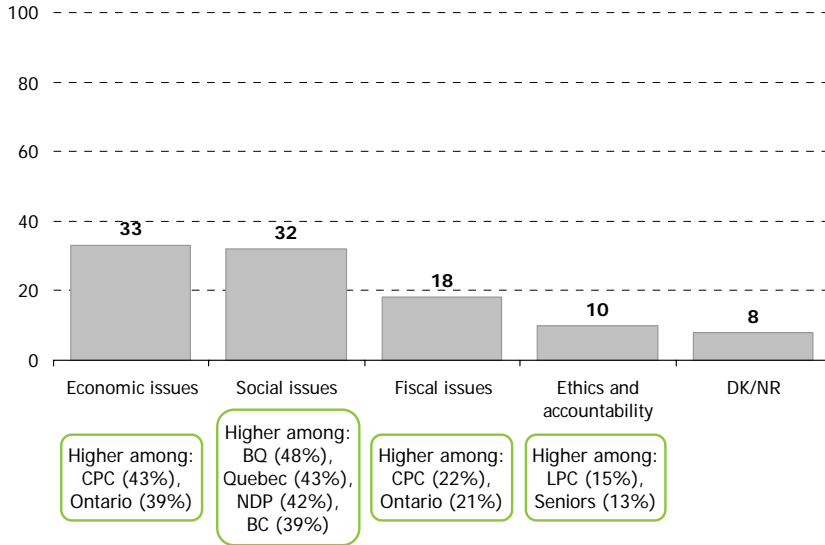
Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census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

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

Annex:

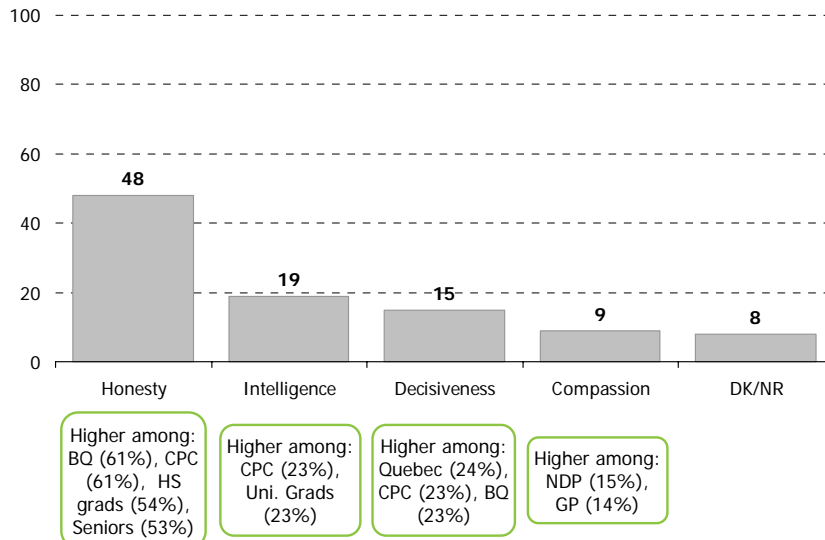
Most important election issue

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