



STAT SHEET - NATOMNI - 2007Q4

Question - Regardless of how you actually vote, what do you like, if anything, about Stephen Harper? [Unprompted]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing	319	31.8	31.8	31.8
	Unsure	171	17.0	17.0	48.8
	Gets things done/keeps promises	96	9.6	9.6	58.4
	Refusal	72	7.2	7.2	65.6
	Honest	46	4.6	4.6	70.2
	His policies/agenda	45	4.4	4.4	74.7
	Doing a good job	33	3.3	3.3	78.0
	He's a strong leader/confident	29	2.9	2.9	80.9
	Lowered taxes	29	2.9	2.9	83.7
	Smart	22	2.2	2.2	85.9
	He's ok/tries hard	20	1.9	1.9	87.8
	Best choice for leader	19	1.8	1.8	89.7
	Good speaker	17	1.7	1.7	91.3
	Friendly/down to earth	16	1.6	1.6	93.0
	His looks	10	1.0	1.0	94.0
	Not much/nothing	9	.9	.9	94.8
	Commitment to families	8	.8	.8	95.6
	Good man/morals	7	.7	.7	96.3
	Military support	7	.7	.7	97.0
	Tough on crime	5	.5	.5	97.5
	Understands business	5	.5	.5	98.0
	His party/Conservative	5	.5	.5	98.5
	He's young	4	.4	.4	98.9
	Listens to people	3	.3	.3	99.2
	Not a voter	3	.3	.3	99.5
	Consistent approach	3	.3	.3	99.8
	Everything	2	.2	.2	100.0
Total	1004	100.0	100.0		



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Question - Regardless of how you actually vote, what do you dislike, if anything, about Stephen Harper?  
[Unprompted]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing	223	22.3	22.3	22.3
	Unsure	208	20.7	20.7	42.9
	His policies	81	8.0	8.0	51.0
	Refusal	79	7.8	7.8	58.8
	Broken promises/liar	48	4.8	4.8	63.6
	His military support	48	4.8	4.8	68.4
	Similar to Bush/too close to US	45	4.5	4.5	72.9
	Everything	40	4.0	4.0	76.9
	Secretive/stand-offish	31	3.1	3.1	80.0
	Poor leader	26	2.6	2.6	82.6
	Just don't like him	25	2.5	2.5	85.1
	Too conservative	23	2.3	2.3	87.4
	Too controlling/power hungry	23	2.3	2.3	89.7
	Arrogant	17	1.7	1.7	91.4
	Position on the environment	15	1.5	1.5	92.8
	His attitude	13	1.3	1.3	94.1
	Indecisive	12	1.2	1.2	95.3
	No presence/not confident	12	1.1	1.1	96.5
	Too independent/doesn't listen	10	1.0	1.0	97.5
	Appearance	8	.8	.8	98.2
	Poor language skills	7	.7	.7	99.0
	Doesn't think of the everyday citizen	5	.5	.5	99.4
	Won't answer media's questions	4	.4	.4	99.8
Not a voter	2	.2	.2	100.0	
Total		1004	100.0	100.0	



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Question - Regardless of how you actually vote, what do you like, if anything, about Stephane Dion? [Unprompted]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing	340	33.8	33.8	33.8
	Unsure	239	23.8	23.8	57.6
	Don't know enough about him	88	8.8	8.8	66.4
	Refusal	86	8.6	8.6	75.0
	Seems intelligent	36	3.6	3.6	78.6
	Honest	36	3.6	3.6	82.2
	Nice man/friendly	29	2.9	2.9	85.1
	Nothing	24	2.4	2.4	87.4
	Position on the environment	19	1.9	1.9	89.4
	His policies	19	1.9	1.9	91.3
	Good leader/committed	18	1.8	1.8	93.1
	A Liberal	18	1.7	1.7	94.8
	He's francophone/from Quebec	14	1.4	1.4	96.2
	Good speaker	9	.9	.9	97.1
	Appearance	7	.7	.7	97.8
	He's ok/he's trying	6	.5	.5	98.3
	Hard to understand	5	.5	.5	98.8
	Not a voter	4	.4	.4	99.2
	He's new	3	.3	.3	99.5
	Everything	3	.3	.3	99.8
Best option	2	.2	.2	100.0	
Total		1004	100.0	100.0	



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Question - Regardless of how you actually vote, what do you dislike, if anything, about Stephane Dion?  
[Unprompted]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsure	265	26.4	26.4	26.4
	Nothing	217	21.6	21.6	48.0
	Not a leader/not assertive	90	8.9	8.9	56.9
	No answer	82	8.2	8.2	65.2
	Don't know enough about him	57	5.7	5.7	70.9
	Everything	35	3.5	3.5	74.3
	No charisma	31	3.1	3.1	77.4
	Hard to understand	29	2.9	2.9	80.2
	Policies	20	2.0	2.0	82.2
	No confidence/weak	20	2.0	2.0	84.2
	Rapport with Quebec	18	1.7	1.7	86.0
	Personality	17	1.7	1.7	87.7
	Just don't like him	14	1.4	1.4	89.1
	No direction/focus	14	1.4	1.4	90.5
	No experience	13	1.3	1.3	91.7
	A Liberal	12	1.2	1.2	93.0
	Don't trust	10	1.0	1.0	93.9
	Indecisive	10	1.0	1.0	94.9
	His public image	9	.9	.9	95.8
	Don't care about him	9	.9	.9	96.7
	He's French	8	.8	.8	97.5
	Separatist	7	.7	.7	98.2
	Not smart	7	.7	.7	98.9
	Doesn't get things done	5	.5	.5	99.4
	Arrogant	5	.5	.5	99.8
	Not a voter	2	.2	.2	100.0
	Total	1004	100.0	100.0	

## METHODOLOGY – Harper/Dion Likes/Dislikes

### Questions

1. Regardless of how you actually vote, what do you like, if anything, about Stephen Harper? [unprompted]
2. Regardless of how you actually vote, what do you dislike, if anything, about Stephen Harper? [unprompted]
3. Regardless of how you actually vote, what do you like, if anything, about Stephane Dion? [unprompted]
4. Regardless of how you actually vote, what do you dislike, if anything, about Stephane Dion? [unprompted]

### Methodology

Between November 6<sup>th</sup> and November 8<sup>th</sup>, 2007, SES Research conducted a random telephone survey of 1004 Canadians 18 years and older. The aggregate survey results are accurate  $\pm 3.1\%$ , 19 times out of 20. Margins of accuracy are wider for subgroup samples. Results should be considered representative of the Canadian population. Results may not add up to 100% due to rounding.

### About SES

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