

# Methodology

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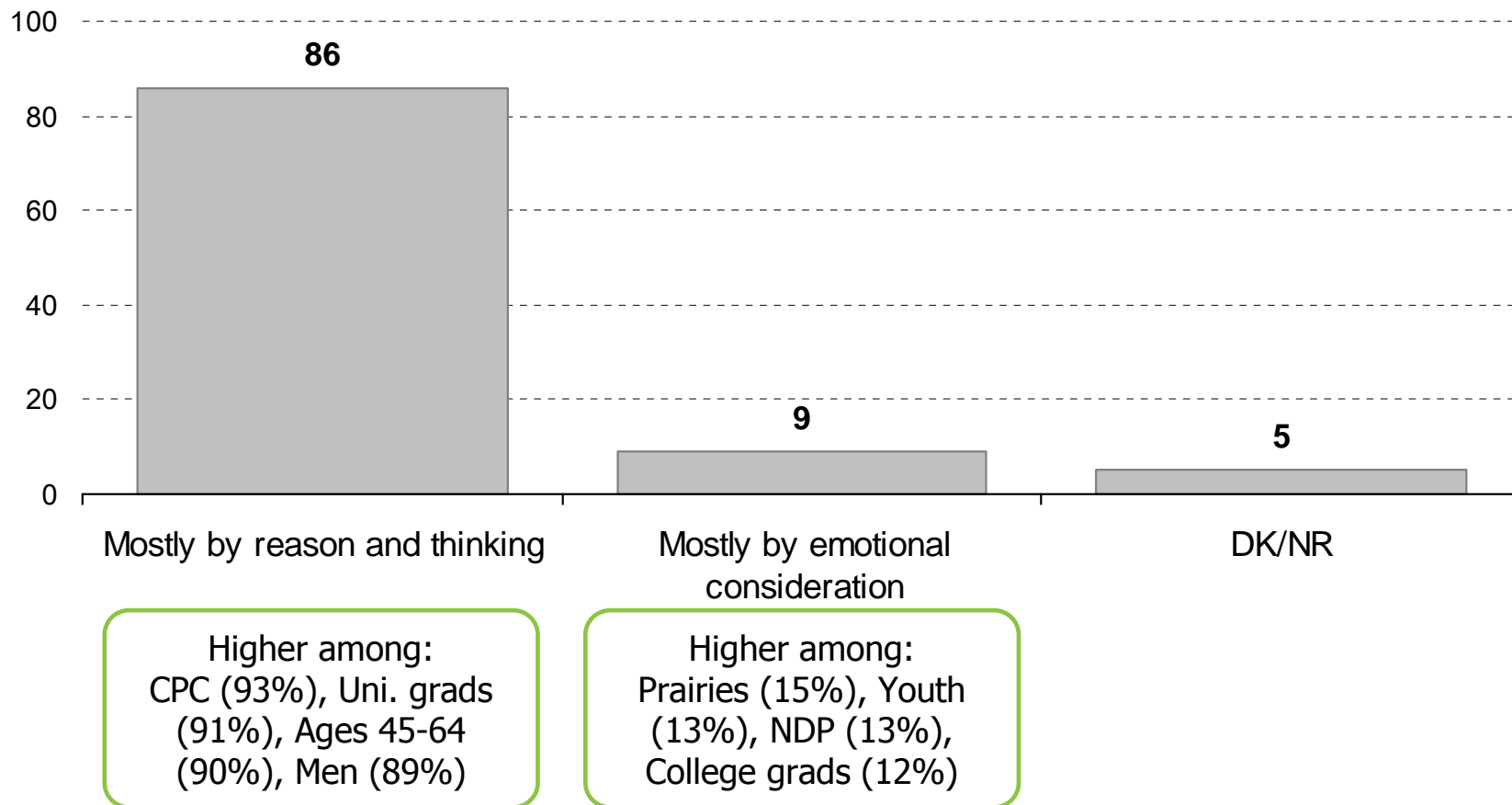
This survey was conducted March 5-9, 2010 using EKOS' unique hybrid internet-telephone research panel, *Probit*. This panel is randomly recruited from the general population, meaning that, the only way to be included in *Probit* is through random selection. Unlike opt-in internet-only research panels, *Probit* supports confidence intervals and error testing.

- In total, a random sample of 1,420 Canadians aged 18 and over responded to the survey.
- A sample of this size provides a margin of error of +/- 2.6 percentage points, 19 times out of 20. The margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as regions).

# Primary influence in ballot choice:

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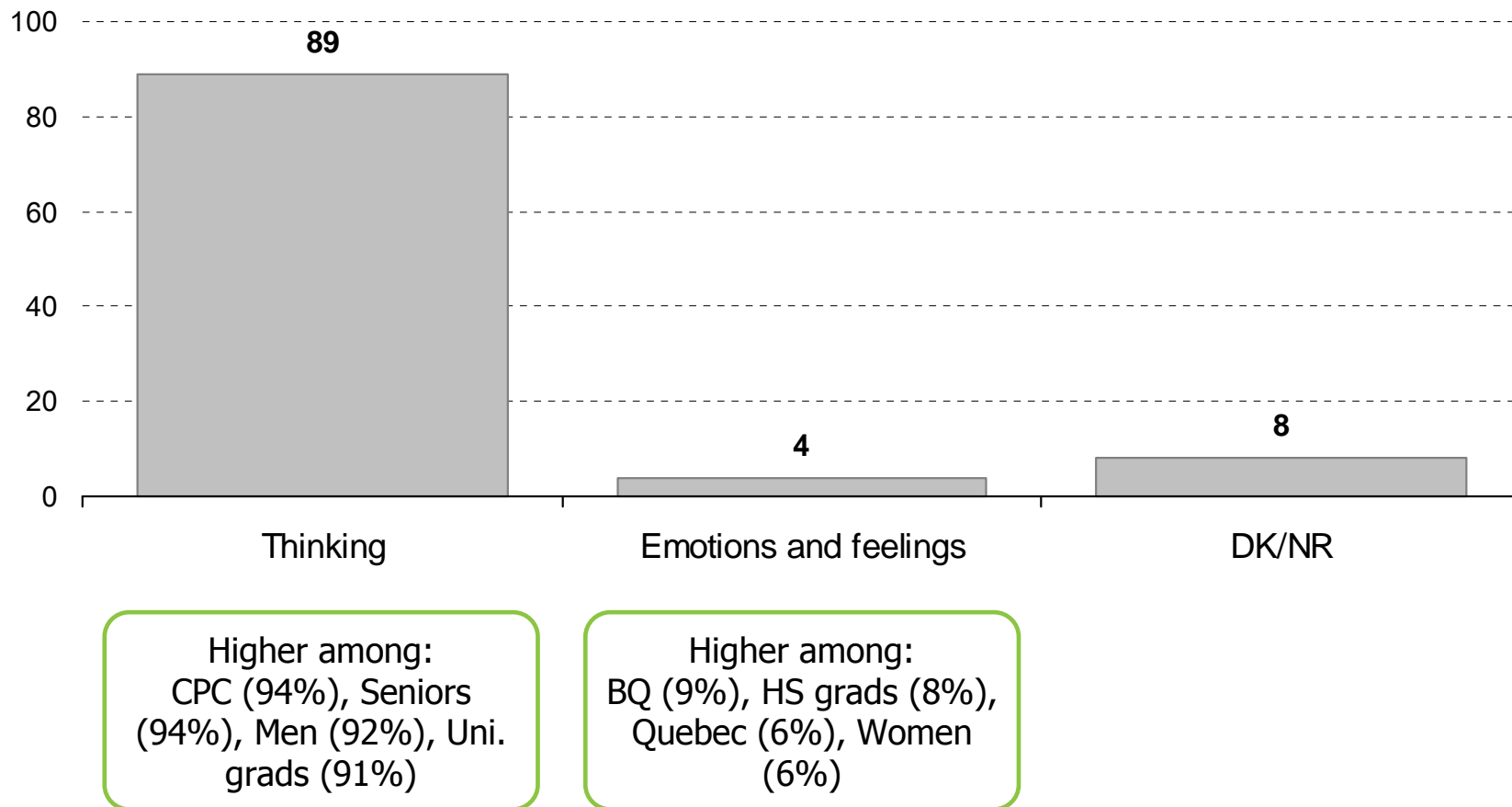
*Q: When you make your final choice in the ballot booth, do you think it is influenced:*



# Optimal focus of voters:

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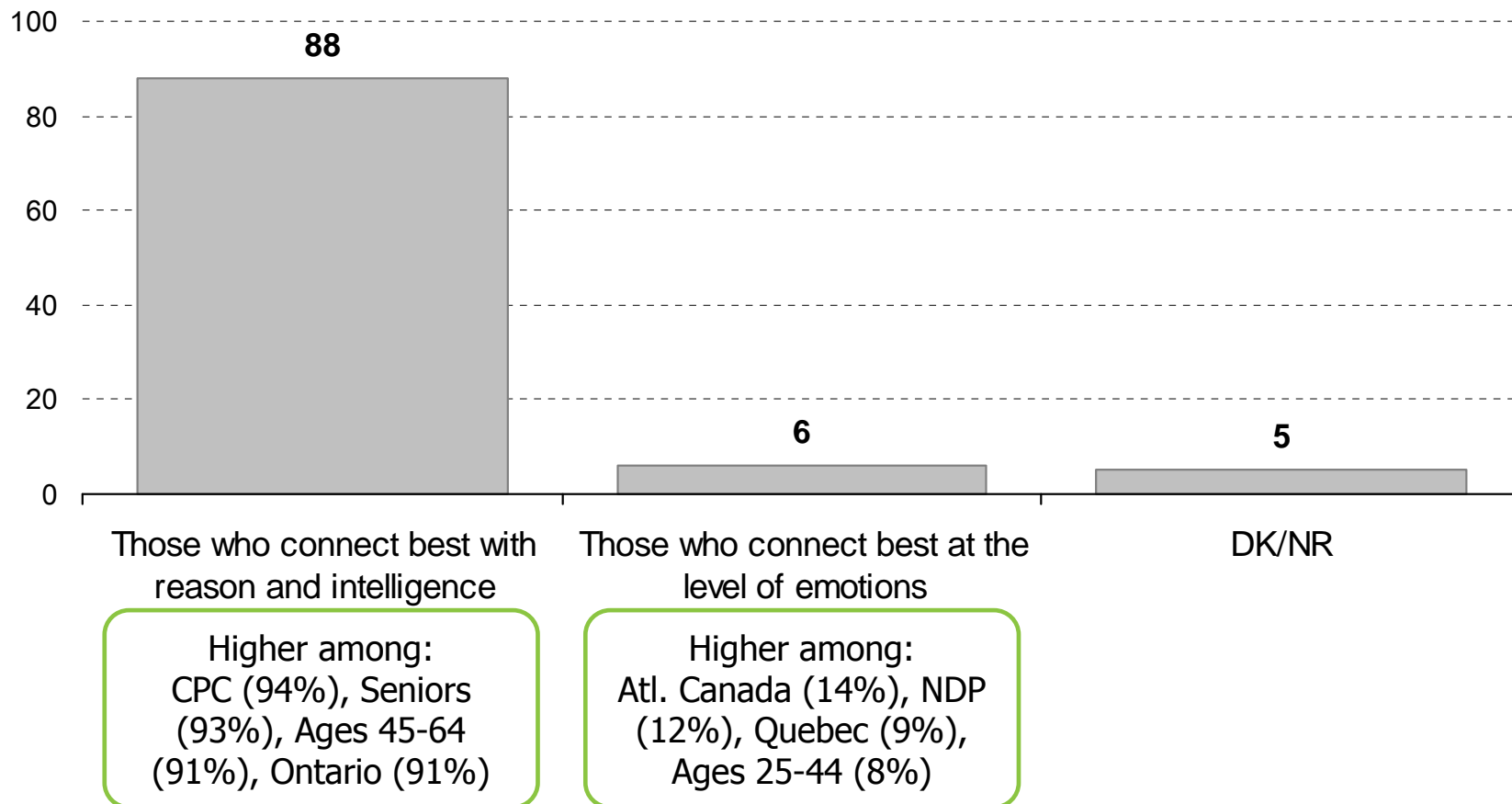
*Q: Do you believe that politics would produce better results if voters put more emphasis on thinking or more emphasis on emotions and feelings?*



# Emotions versus rationality:

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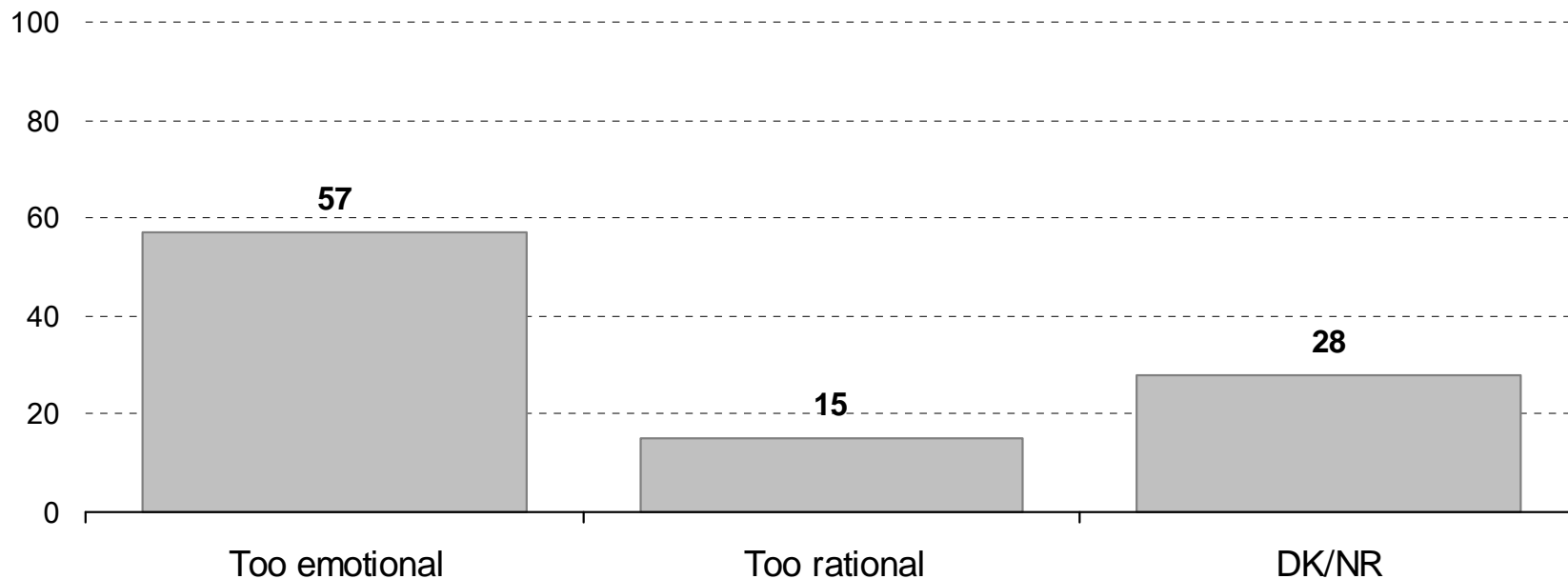
**Q:** Do you prefer political leaders who connect with you best at the level of emotions and feelings or those who connect best with their reason and intelligence?



# Emotions and rationality in federal politics:

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**Q:** Overall, are Canadian federal politics too emotional or too rational?



Higher among:  
Prairies (71%), Men  
(69%), Uni. grads (65%),  
Ontario (63%), CPC (62%)

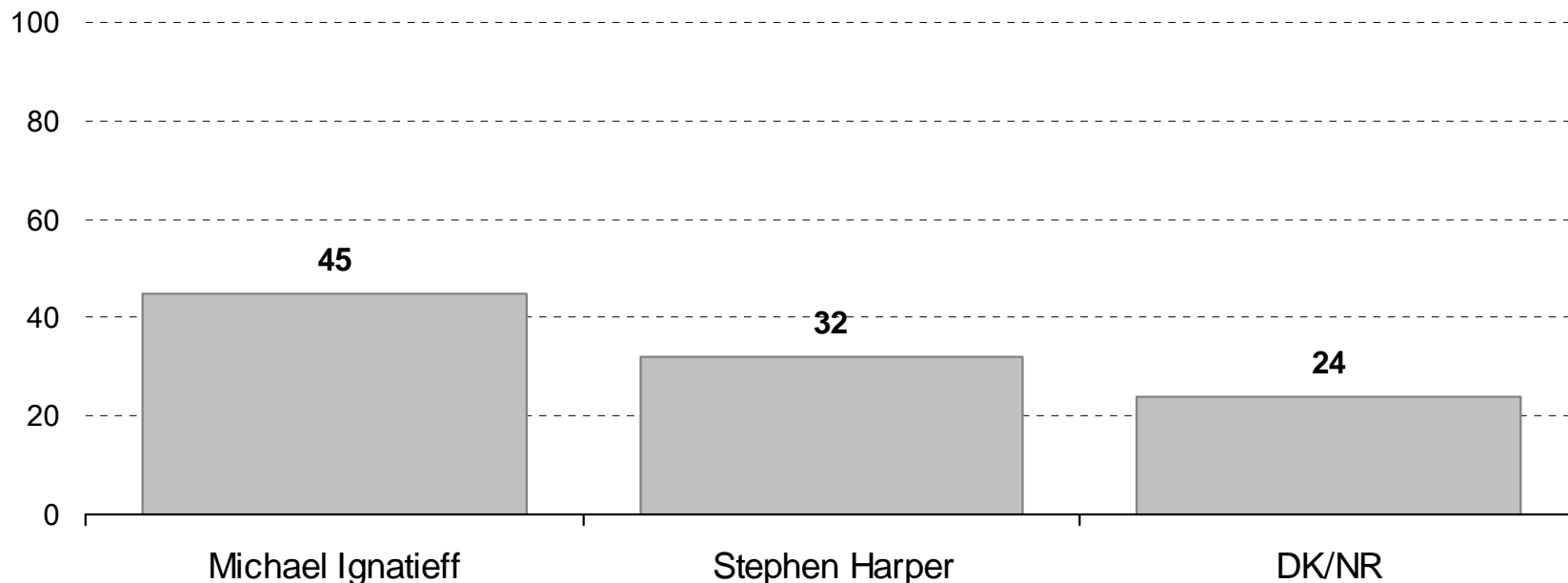
Higher among:  
Quebec (28%), HS  
(25%), GP (25%)

# Perceived intelligence of politicians:

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*We all know about the notion of intelligence, measured by IQ. Others have spoken of the equal importance of good emotional capacity, measured by EQ.*

**Q:** *Thinking about the current Prime Minister, Stephen Harper, and the current leader of the Official Opposition, Michael Ignatieff, who do you think has the better IQ?*



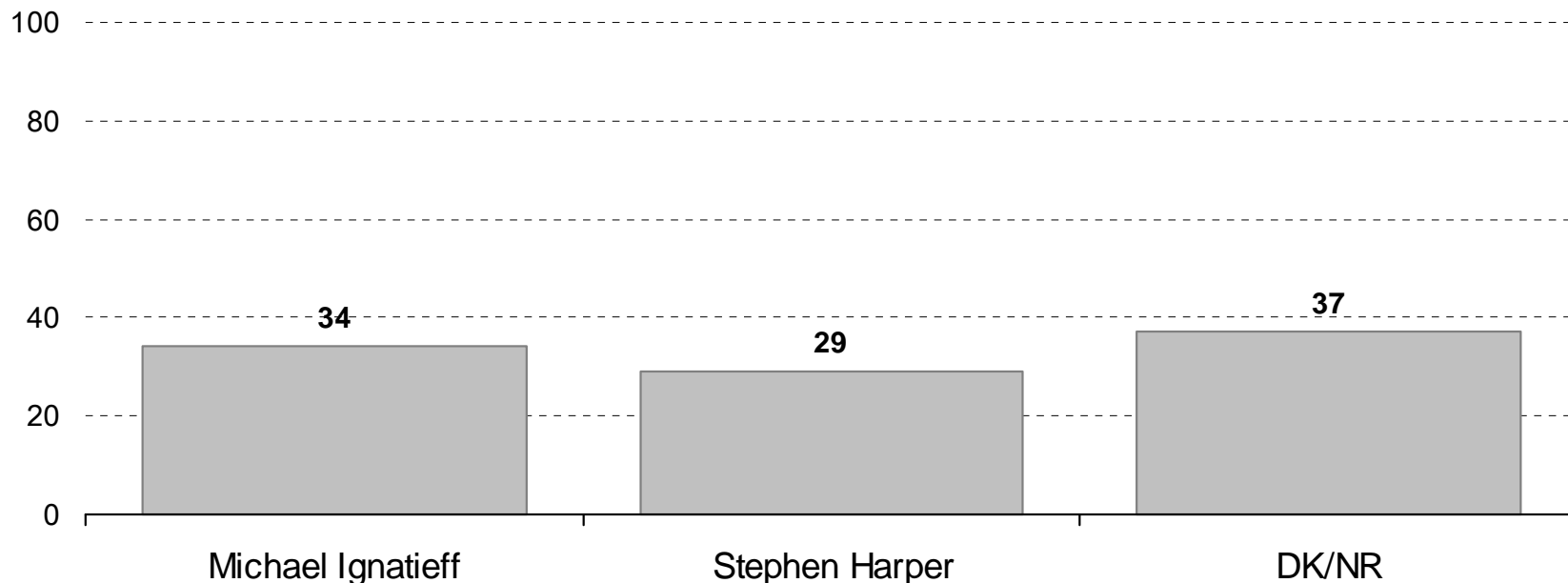
Higher among:  
LPC (70%), NDP (58%),  
GP (56%), Uni. Grads  
(53%), Men (48%)

Higher among:  
CPC (63%), HS grads  
(43%), Alberta (42%),  
Prairies (41%)

# Perceived emotional capacity of politicians:

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**Q:** *Thinking about the current Prime Minister, Stephen Harper, and the current leader of the Official Opposition, Michael Ignatieff, who do you think has the better EQ?*



Higher among:  
LPC (50%), NDP (49%),  
Uni. grads (39%), Ages  
25-44 (38%)

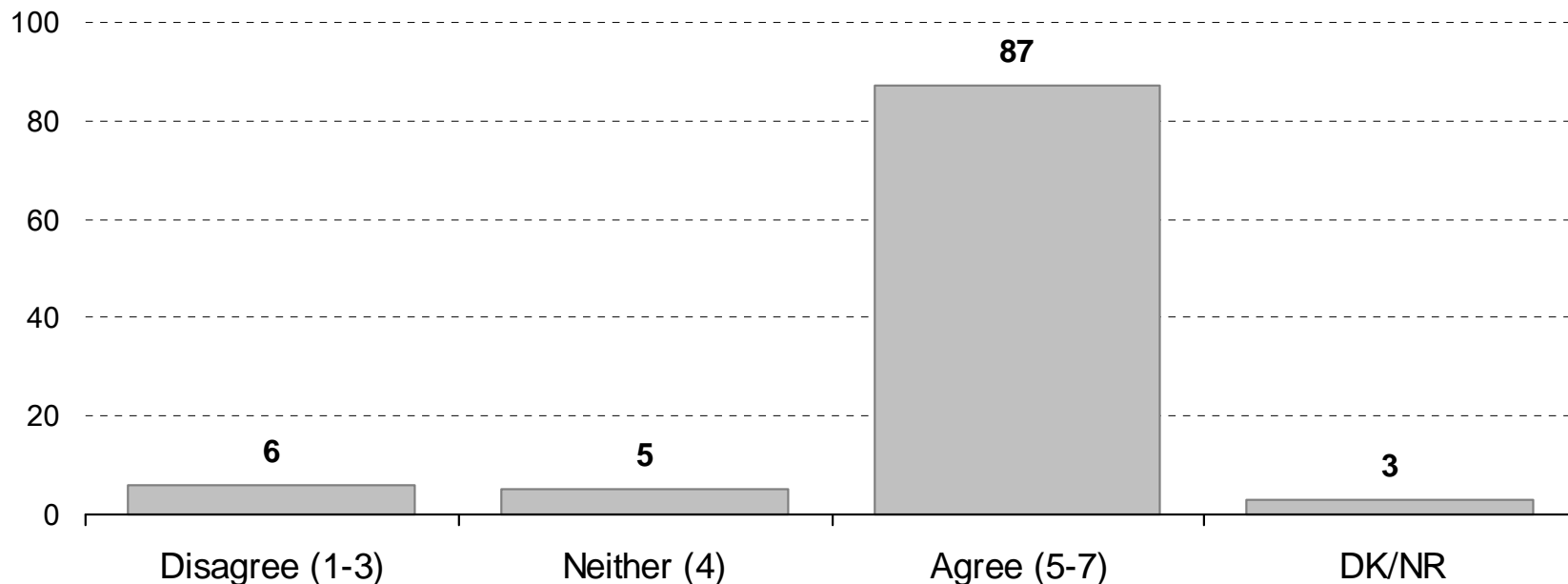
Higher among:  
CPC (52%), Alberta (45%),  
ES grads (36%), Ages 45-  
64 (34%), Men (32%)

# Perceived emotional manipulation by politicians:

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*To what extent do you agree or disagree with the following statements? Please use a 7-point scale where 1 means strongly disagree, 7 means strongly agree and the mid-point 4 means neither agree nor disagree.*

**Q:** *Political parties and their operatives exploit and manipulate emotions of voters in order to advance their own interests.*

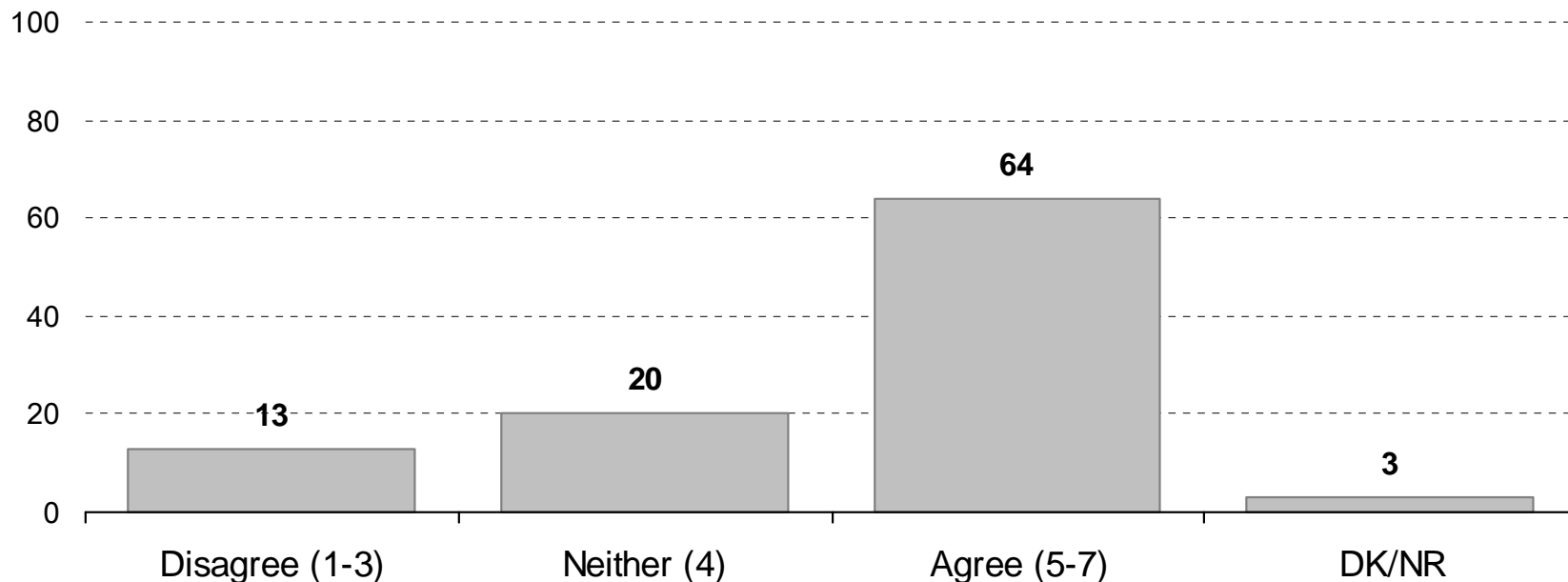


Higher among:  
Men (89%), Uni. grads  
(89%)

# Impact of expressions of patriotism among politicians:

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*Q: During the recent Winter Olympics, I found the enthusiastic expression of patriotism and pride from our political leaders to be a very positive thing.*



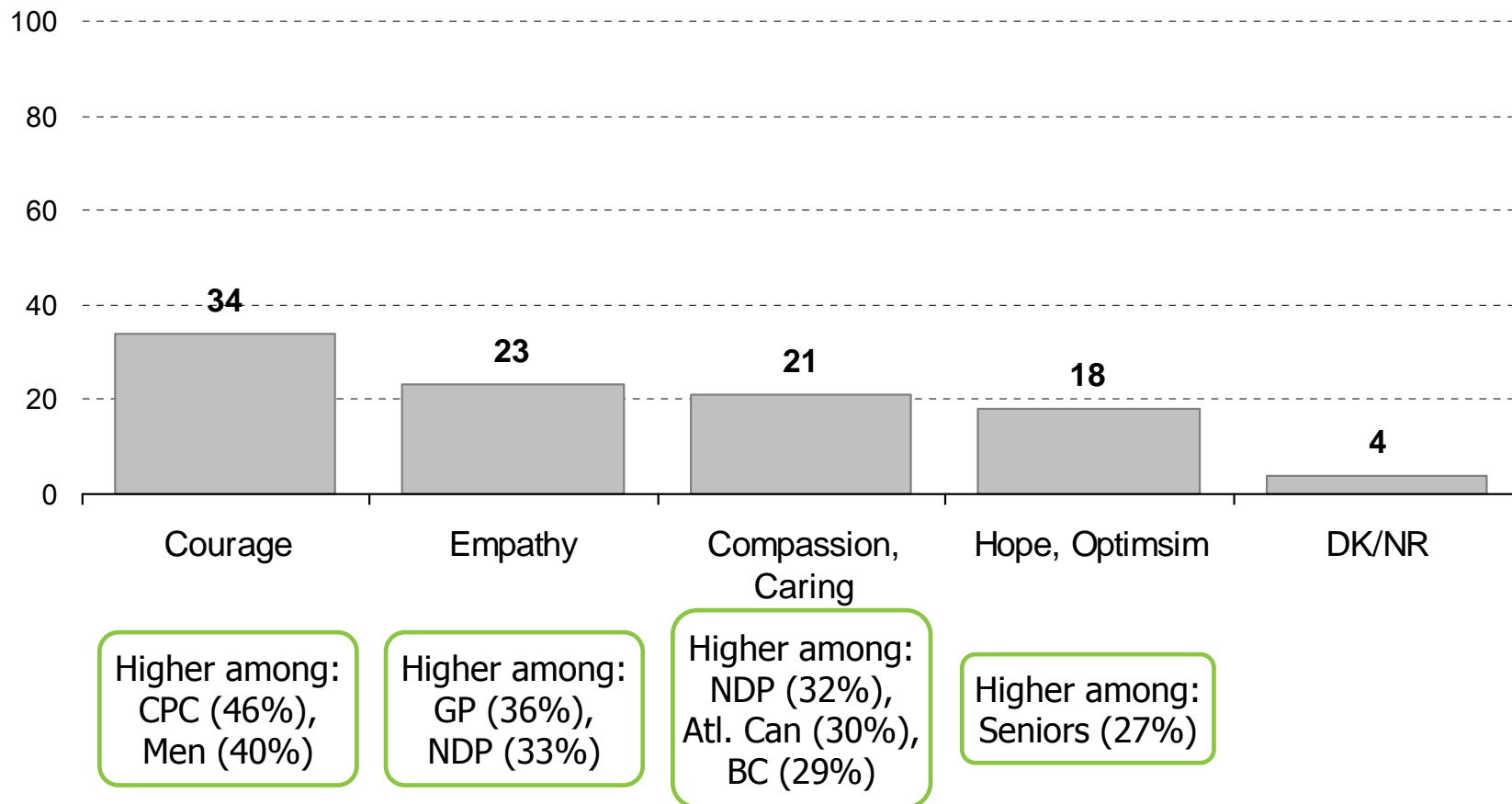
Higher among:  
GP (20%), NDP (18%),  
Ages 45-64 (15%)

Higher among:  
CPC (80%), Alberta  
(78%), Seniors (78%),  
College grads (70%)

# Preferred emotion of politicians:

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*Q: Which of the following emotions would you **most** like to see in a politician?*



# Least preferred emotion of politicians:

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**Q:** Which of the following emotions would you **least** like to see in a politician?

