



Conservatives Have 15-Point Lead Over Liberals in Canada

For the first time this year, Stephen Harper posts the best momentum rating of the three main party leaders.

[TORONTO – Nov. 20, 2009] – As the holiday season approaches, the governing Conservative Party remains ahead of its rivals, according to the Canadian Political Pulse, conducted by Angus Reid Public Opinion in partnership with the *Toronto Star*.

The online survey of a representative national sample of 1,005 adults also finds Prime Minister and Conservative leader Stephen Harper with the best momentum rating among the three main federal party leaders.

Voting Intention

Across the country, 38 per cent of decided voters (-2 since late October) would cast a ballot for the Conservative candidate in their riding if a new federal election took place today.

The Liberals have continued to drop and are now at 23 per cent (-3), below the proportion of the vote that the party received in the October 2008 federal election.

KEY FINDINGS

- **Voting Intention: Con. 38%, Lib. 23%, NDP 17%, BQ 11%, Grn. 10%**
- **Approval Rating: Harper 34%, Layton 24%, Ignatieff 12%,**
- **Momentum: Harper -9, Layton -10, Ignatieff -41**

Full topline results are at the end of this release.

From November 14 to November 16, 2009, Angus Reid Strategies conducted an online survey among 1,005 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

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The New Democratic Party (NDP) is third with 17 per cent (=), followed by the Bloc Québécois with 11 per cent (+2), and the Green Party with 10 per cent (+3).

Regional Breakdowns

Once again, a majority of decided voters in Alberta (61%) and Manitoba and Saskatchewan (55%) voice support for the Tories. In British Columbia, the governing party remains on top (44%), with the NDP (25%) edging the Liberals (19%) for second place.

In Ontario, 43 per cent of decided voters would vote for the Conservatives, expanding the Tory lead in this province to 14 points. In Quebec, the Bloc gained two points (42%) to solidify its position as the leader, while the stalemate between the two main federalist parties continues (Conservatives 19%, Liberals 19%).

Approval

Stephen Harper maintains the same approval rating he had at the end of October (34%), while NDP leader Jack Layton lost two points and is now at 24 per cent. Just 12 per cent of respondents approve of the performance of Liberal leader Michael Ignatieff, down three points since late October.

Momentum

Ignatieff's momentum score is the worst of all three party leaders at -41 (4% of Canadians report an improvement in their opinion of the Liberal leader over the past month, while 45% say their views have worsened). Layton also underwent a setback, going from -4 in late October to -10 this month. Harper managed to shed some negative perceptions, going from -13 to -9.

The Economy

A majority of Canadians (53%, +3) are satisfied with the reaction of the federal government to the economic crisis, while 40 per cent (-6) are dissatisfied.

As was the case last month, Quebec is the only region where a plurality of respondents disapprove of the way the federal government has dealt with the crisis.

Two-in-five Canadians (46%) either completely or moderately trust Harper to do the right thing to help the economy recover, while only one-in-five (21%) feel the same way about Ignatieff.

Mark Carney, the Governor of the Bank of Canada, is also trusted by 44 per cent of Canadians, although 27 per cent are undecided.

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Analysis

This edition of the Canadian Political Pulse provides good news for two minor parties. The Greens gained three points nationally and are clearly ahead of their total in the 2008 election, with a particularly good showing in Ontario that places them within striking distance of the NDP.

The Bloc has clearly benefitted from Michael Ignatieff's low approval numbers, and has cracked the 40 per cent mark in Quebec for the second fortnight in a row. Tories and Grits remain locked in a tight race for second place.

The NDP is holding on to the same level of support it had in late October. Noticeable gains in British Columbia, where the Ignatieff effect appears to have subsided, have been offset by a drop in Ontario.

While the Conservatives have lost two points since the previous survey, their lead over the Liberals remains substantial, particularly in Ontario, where key ridings in the 905 region may end up defining the colour—and the size—of Canada's next government. Also, satisfaction with the federal government's response to the crisis has grown steadily in the past two months.

The Liberals have a lot of catching up to do. Their national total of 23 per cent represents their worst showing on an Angus Reid federal voting intention poll since Ignatieff took over as leader, and is only one point better than the last survey that featured Stéphane Dion as leader—in early December 2008—immediately after the Liberal-NDP coalition discussions.

Past Issue

December 2008 Canadian Political Pulse

http://www.angus-reid.com/uppdf/2008.12.07_FederalScene.pdf

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Canadian Political Pulse - TREND

If a federal election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

	Nov. 14-16	Oct. 23-24	2008 Election
Conservative Party	38%	40%	37.6%
Liberal Party	23%	26%	26.2%
New Democratic Party	17%	17%	18.2%
Bloc Québécois	11%	9%	10.0%
Green Party	10%	7%	6.8%
Other party	1%	2%	1.2%

Canadian Political Pulse - REGIONS

If a federal election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Conservative Party	38%	44%	61%	55%	43%	19%	33%
Liberal Party	23%	19%	15%	16%	29%	19%	33%
New Democratic Party	17%	25%	12%	27%	15%	14%	29%
Bloc Québécois	11%	0%	0%	0%	0%	42%	0%
Green Party	10%	12%	11%	2%	13%	7%	6%
Other party	1%	1%	1%	0%	1%	0%	0%

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Canadian Political Pulse - APPROVAL

Do you approve or disapprove of the performance of each of the following people? *(Change since Oct. 23-24)*

	Approve	Disapprove	Not sure
Prime Minister and Conservative Party leader Stephen Harper	34% (=)	44% (-1)	22% (+1)
Liberal Party and Official Opposition leader Michael Ignatieff	12% (-3)	56% (+3)	32% (=)
New Democratic Party (NDP) leader Jack Layton	24% (-2)	40% (+1)	36% (+1)

Canadian Political Pulse - MOMENTUM

Over the course of the past month, would you say your opinion of each of the following people has improved, stayed the same or worsened? *(Change since Oct. 23-24)*

	Improved	Stayed the same	Worsened	Not sure
Prime Minister and Conservative Party leader Stephen Harper	15% (+1)	54% (+2)	24% (-3)	7% (=)
Liberal Party and Official Opposition leader Michael Ignatieff	4% (-3)	41% (+2)	45% (+1)	10% (=)
New Democratic Party (NDP) leader Jack Layton	7% (-2)	65% (-2)	17% (+2)	11% (+2)

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Canadian Political Pulse - ISSUES

Which party best represents the needs of...?

	People like you	The middle class	Your province	Special interests
Conservative Party	30%	32%	31%	20%
Liberal Party	15%	19%	18%	15%
New Democratic Party	15%	17%	12%	22%
Bloc Québécois	7%	6%	12%	11%
Green Party	8%	3%	3%	9%
None of them	25%	22%	24%	23%

Canadian Political Pulse - ECONOMY

How satisfied are you with the reaction of the federal government to the economic crisis?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
Very satisfied	11%	11%	23%	20%	9%	5%	12%
Moderately satisfied	42%	49%	32%	51%	41%	40%	47%
Moderately dissatisfied	21%	20%	18%	11%	23%	25%	16%
Very dissatisfied	19%	9%	14%	8%	22%	24%	17%
Not sure	7%	11%	13%	10%	5%	6%	8%

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Canadian Political Pulse - TRUST

How much do you trust each of the following people to do the right thing to help the economy recover?

	Stephen Harper, Prime Minister	Michael Ignatieff, Federal Leader of the Opposition	Mark Carney, Governor of the Bank of Canada
Completely trust	12%	1%	8%
Moderately trust	34%	21%	36%
Moderately distrust	21%	30%	20%
Completely distrust	25%	34%	9%
Not sure	9%	14%	27%

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Angus Reid Public Opinion is the public affairs practice of Vision Critical—a global research and technology company specializing in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election.

<http://bit.ly/4zxfIS>

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

More information on the way Angus Reid conducts public opinion research can be found at <http://bit.ly/3z0u1l>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/category/global-opinions-and-trends>**

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