

LEADERS

Three-in-Ten Canadians Would Prefer to Have a Beer with Jack Layton

But Prime Minister Stephen Harper selected for more serious matters, such as negotiating with the United States and Russia.

[MONTREAL – Jan. 9, 2010] – New Democratic Party (NDP) leader Jack Layton is apparently regarded as a more down-to-earth politician than his three main rivals, but the current prime minister is preferred to deal with serious concerns, a new Angus Reid Public Opinion poll conducted in partnership with *La Presse* has found.

The online survey of a representative sample of 1,019 Canadian adults asked respondents about their preferred leader for specific activities, ranging from serious issues (such as dealing with a terrorist attack) to more mundane endeavours (such as having a beer at the local bar).

On the "beer" question, Layton (29%) is clearly ahead of Prime Minister Stephen Harper (16%), Bloc Québécois leader Gilles Duceppe (10%) and Liberal leader Michael Ignatieff (6%).

The NDP leader also garners the largest proportion of mentions for serving as a babysitter (22%) and being on a respondent's own sports team (22%).

Ignatieff was selected by 25 per cent of respondents as a partner on a trivia quiz team, and 22 per cent say the Liberal leader would provide a good recommendation on a book to read.

KEY FINDINGS

- **29% would prefer to have a beer with Jack Layton, followed by Stephen Harper (16%), Gilles Duceppe (10%) and Michael Ignatieff (6%).**
- **33% would prefer to have Harper negotiating with President Obama on trade and security issues, followed by Ignatieff (21%), Layton (11%) and Duceppe (4%).**

Full topline results are at the end of this release.

From January 5 to January 6, 2010, Angus Reid Public Opinion conducted an online survey among 1,019 randomly selected Canadian adults who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Harper leads as the preferred person to deal with a terrorist attack (36%), negotiate with U.S. President Barack Obama on trade and security issues (33%), negotiate with Russia over arctic sovereignty (32%), face a new Quebec referendum (29%), and represent the country at the next round of climate change talks (25%, followed by Layton with 22%).

About half of Canadians say they are not interested in reading the memoirs of the four party leaders, watching them on a reality television show, or finding out what they were like in high school.

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Leaders

Thinking about these political leaders, which ONE of them would you prefer for each of the following?

	Stephen Harper	Michael Ignatieff	Jack Layton	Gilles Duceppe	Not sure / None of them
Having a beer with you at the local bar	16%	6%	29%	10%	39%
Babysitting your kids or a relative's kids	17%	6%	22%	5%	50%
Being part of your trivia quiz team	17%	25%	13%	7%	38%
Being on your sports team	15%	5%	22%	6%	52%
Giving you a good recommendation on a book to read	15%	22%	14%	8%	40%
Being the Prime Minister in the event of a terrorist attack	36%	14%	9%	4%	37%
Representing the country at next round of climate change talks	25%	15%	22%	5%	33%
Negotiating with President Obama on trade and security issues	33%	21%	11%	4%	31%
Being the Prime Minister in the event of another Quebec referendum	29%	17%	10%	8%	36%
Negotiating with Russia over arctic sovereignty	32%	21%	9%	3%	34%

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Leaders

And which ONE of these four political leaders would you be most likely to...?

	Stephen Harper	Michael Ignatieff	Jack Layton	Gilles Duceppe	Not sure / None of them
Watch on a reality TV show	15%	8%	17%	9%	51%
Read their memoirs	17%	14%	9%	8%	52%
Find out what they were like in high school	22%	9%	15%	7%	48%

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com

Angus Reid Public Opinion is a 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/4zxf1S>

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>

- 30 -

**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>**

CONTACT:

Jaideep Mukerji, Vice President, Public Affairs, 514-409-0462, jaideep.mukerji@angus-reid.com