

CANADIAN POLITICAL PULSE

Liberal Party Inches Closer to Conservatives in Canada

Michael Ignatieff is no longer the de-facto third place finisher in the momentum category.

[TORONTO – Aug. 12, 2010] – The governing Conservative Party has lost support over the past month, as the opposition Liberal Party begins to show signs of resurgence, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,009 Canadian adults, 33 per cent of respondents (-3 since July) would support the governing Conservative Party in the next federal election.

The Liberal Party is second with 29 per cent (+2), followed by the New Democratic Party (NDP) with 19 per cent (-1), the Bloc Québécois with 10 per cent (=), and the Green Party with nine per cent (+2).

Regional Breakdowns

Three-in-five voters in Alberta (61%) continue to express a preference for the Conservatives. In British Columbia, the Tories are ahead with 39 per cent, with the NDP in second place (27%) and the Grits a close third (25%).

In Ontario, the Conservatives are ahead of the Liberals by a three-point margin (37% to 34%). In Quebec, the Bloc continues to dominate (37%), with the three federalist parties far behind (Lib. 20%, NDP 18%, Con. 16%).

KEY FINDINGS

- **Voting Intention: Con. 33%, Lib. 29%, NDP 19%, BQ 10%, Grn. 9%**
- **Approval Rating: Harper 26%, Ignatieff 14%, Layton 27%**
- **Momentum: Harper -26, Ignatieff -12, Layton -3**
- **Harper: Secretive (43%), Arrogant (42%)**
- **Ignatieff: Boring (35%), Arrogant (35%)**
- **Layton: Intelligent (34%), Down to earth (29%)**

Full topline results are at the end of this release.

From August 10 to August 11, 2010, Angus Reid Public Opinion conducted an online survey among 1,009 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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Approval and Momentum

Following a month filled with discussions about the future of the census and a mini-cabinet shuffle, the approval rating for Prime Minister Stephen Harper took a noticeable hit.

Only 26 per cent of respondents are satisfied with the job Harper is doing, down five points in a month. NDP leader Jack Layton also lost points, going from 31 per cent in July to 27 per cent in August. Liberal leader Michael Ignatieff remains stable, but at a very low 14 per cent.

However, Ignatieff's momentum—on the heels of his cross-country tour and appearances in the barbecue circuit—has increased markedly. One-in-ten Canadians (10%) say their opinion of the Liberal leader has improved over the course of the past month, while 22 per cent say it has worsened. This gives Ignatieff a Momentum Score of -12 in August, compared to -24 in July.

This month, Ignatieff has a better momentum score than Harper (who went from -21 in July to -26 in August). Layton checks in at -3.

Attributes

Canadians were asked to select up to six words or expressions from a list to describe the four party leaders sitting in the House of Commons. The top five results for each one of the leaders are:

- *Stephen Harper – Secretive (43%), arrogant (42%), out of touch (35%), uncaring (32%), dishonest (32%).*

Compared to July, Harper lost points on two positive categories: intelligent and honest.

- *Michael Ignatieff – Boring (35%), arrogant (35%), out of touch (34%), intelligent (33%), inefficient (27%).*

Compared to July, Ignatieff lost points on three negative categories: out of touch, dishonest and inefficient.

- *Jack Layton – Intelligent (34%), down to earth (29%), honest (28%), compassionate (27%), open (22%).*

Compared to July, Layton lost points on three positive categories (open, in touch and compassionate) and a negative one (arrogant).

- *Gilles Duceppe – Arrogant (33%), out of touch (27%), intelligent (26%), dishonest (18%), boring (18%).*

Compared to July, Duceppe lost points on two negative categories: out of touch and secretive.

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Since an Angus Reid Public Opinion survey conducted in October 2009, there have been some major fluctuations on some of these characteristics for the Prime Minister and the Official Opposition leader:

Stephen Harper

	October 2009	August 2010	Change
Arrogant	44%	42%	-2
Secretive	46%	43%	-3
Boring	38%	30%	-8
Intelligent	41%	30%	-11
Out of touch	38%	35%	-3

Michael Ignatieff

	October 2009	August 2010	Change
Arrogant	49%	35%	-14
Out of touch	42%	34%	-8
Intelligent	44%	33%	-11
Inefficient	32%	27%	-5
Boring	37%	35%	-2

Analysis

The Liberals appear to be capitalizing on the summer problems that the Conservatives have had to face. The Grits are back at 29 per cent, a plateau that had eluded them since March, while the Tories are at their lowest level since February, when Parliament was prorogued.

The silver lining for Liberal supporters is the apparent recovery for Michael Ignatieff, who no longer is the de-facto third place finisher in the momentum category. His approval rating remains low at 14 per cent, but the numbers suggest that some people are starting to change their mind about him. For Stephen Harper, the summer did not provide a boost. A third of Canadians now have a worse opinion of the Prime Minister.

This year's editions of the Canadian Political Pulse can be accessed here:

[*January 2010*](#) / [*February 2010*](#) / [*March 2010*](#) / [*April 2010*](#) / [*May 2010*](#) / [*July 2010*](#)

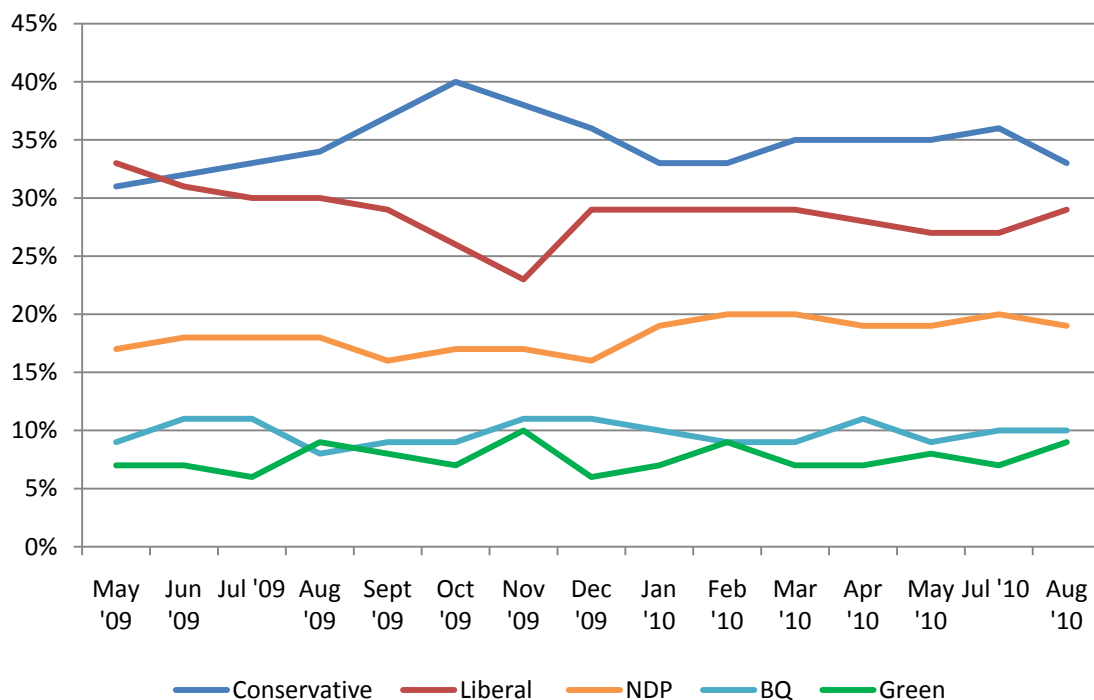
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If a federal election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?



Canadian Political Pulse

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	2008 Election
Conservative Party	33%	39%	61%	42%	37%	16%	18%	37.6%
Liberal Party	29%	25%	13%	32%	34%	20%	65%	26.2%
New Democratic Party	19%	27%	13%	24%	18%	18%	15%	18.2%
Bloc Québécois	10%	0%	0%	0%	0%	37%	0%	10.0%
Green Party	9%	8%	13%	2%	11%	7%	2%	6.8%
Other party	1%	0%	0%	0%	0%	1%	0%	1.2%

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Canadian Political Pulse

Do you approve or disapprove of the performance of each of the following people?
(Change since July 2010)

Total Canada			
	Prime Minister and Conservative Party leader Stephen Harper	Liberal Party and Official Opposition leader Michael Ignatieff	New Democratic Party (NDP) leader Jack Layton
Approve	26% (-5)	14% (=)	27% (-4)
Disapprove	47% (-1)	47% (-6)	32% (=)
Not sure	27% (+6)	39% (+6)	41% (+4)

Canadian Political Pulse

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 July 2010)

Total Canada			
	Prime Minister and Conservative Party leader Stephen Harper	Liberal Party and Official Opposition leader Michael Ignatieff	New Democratic Party (NDP) leader Jack Layton
Improved	6% (-5)	10% (+5)	7% (-2)
Stayed the same	48% (+2)	51% (-1)	67% (=)
Worsened	32% (=)	22% (-7)	10% (-1)
Not sure	14% (+4)	17% (+4)	16% (+2)
<i>Momentum Score</i>	-26	-12	-3

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Canadian Political Pulse

Here are some words that people may use to describe Stephen Harper / Michael Ignatieff / Jack Layton / Gilles Duceppe. Please select up to six words you think describe him. *(Change since July 2010)*

Total Canada				
	Prime Minister and Conservative Party leader Stephen Harper	Liberal Party and Official Opposition leader Michael Ignatieff	New Democratic Party (NDP) leader Jack Layton	Bloc Québécois leader Gilles Duceppe
Down to earth	15% (-1)	7% (=)	29% (-2)	8% (-1)
Arrogant	42% (-1)	35% (-2)	14% (-4)	33% (-1)
Open	7% (-2)	10% (+2)	22% (-4)	11% (=)
Secretive	43% (-2)	17% (-3)	9% (+2)	12% (-4)
Efficient	19% (=)	7% (+1)	11% (-1)	12% (+1)
Inefficient	24% (-2)	27% (-4)	20% (=)	17% (-2)
Compassionate	7% (-2)	7% (-1)	27% (-4)	6% (-2)
Uncaring	32% (=)	17% (-1)	8% (+3)	17% (+1)
Honest	11% (-4)	8% (-3)	28% (=)	12% (-2)
Dishonest	32% (+3)	15% (-5)	12% (+2)	18% (+1)
Strong	19% (-2)	8% (=)	11% (-3)	13% (+2)
Weak	11% (-2)	24% (-2)	16% (+1)	11% (-3)
Exciting	2% (=)	1% (-2)	10% (+1)	6% (=)
Boring	30% (=)	35% (-1)	20% (+3)	18% (-1)
In touch	11% (-1)	8% (+3)	14% (-4)	5% (+1)
Out of touch	35% (+1)	34% (-5)	22% (=)	27% (-5)
Intelligent	30% (-4)	33% (=)	34% (-2)	26% (+3)
Foolish	15% (+1)	17% (=)	16% (-1)	17% (-3)
None of these	10% (+2)	17% (=)	15% (=)	27% (+1)

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 Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

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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 recruited via an industry-leading process that incorporates a high-quality, multi-streamed approach and an in-depth screening procedure.

The panels are highly engaged communities with industry leading response rates and are researched with state-of-the-art sampling techniques, combined with deep profiling on demographic, behavioural and attitudinal characteristics. 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.

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.

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. More information on our electoral record can be found at:

<http://www.visioncritical.com/record-of-accuracy>

More information on the way Angus Reid conducts public opinion research can be found at <http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

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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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