

CANADIAN POLITICAL PULSE

Tories Ahead in Canada as Views on Ignatieff Fall Markedly

While Stephen Harper and Jack Layton improved their standing since December, more than half of respondents disapprove of Liberal leader.

[OTTAWA – Mar. 10, 2011] – The Conservative Party maintains the upper hand in Canada's federal political scene, and support for the Liberal Party has dropped as negative perceptions of its leader have increased, a new Vision Critical / Angus Reid poll has found.

In the online survey of a representative national sample of 1,021 Canadian adults, 39 per cent of decided voters and leaners (unchanged since February) would support the governing Conservative Party in the next federal election.

The Liberal Party is second with 23 per cent (-3), followed by the New Democratic Party (NDP) with 17 per cent (-1), the Bloc Québécois with nine per cent (=), and the Green Party also with nine per cent (+3). Three per cent of decided voters say they would vote for other parties, including seven per cent of those aged 18-to-34.

Only the Conservatives and the Greens are ahead of their 2008 federal election totals, and the Liberals have fallen below the 25 per cent line for the first time since December 2009.

Approval and Momentum

The first nine weeks of the year have been good for both Prime Minister and Conservative Party leader Stephen Harper and NDP leader Jack Layton. Harper's approval increased by six points since December 2010 to 32 per cent, and Layton gained nine points (34%). The approval rating for Liberal Party and Official Opposition leader Michael Ignatieff remains stagnant (14%), and his disapproval numbers increased by eight points (55%).

KEY FINDINGS

- **Voting Intention: Con. 39%, Lib. 23%, NDP 17%, BQ 9%, Grn. 9%,**
- **Approval: Layton 34% (+9), Harper 32% (+6), Ignatieff 14% (=)**

Full topline results are at the end of this release.

From March 8 to March 9, 2011, Vision Critical / Angus Reid conducted an online survey among 1,021 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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Ignatieff also has the worst momentum of all three party leaders at -26, while Harper stands at -16. Layton has managed to post a positive momentum score (+2), a feat that had eluded all leaders for the past six months.

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 (39%), arrogant (38%), intelligent (33%), dishonest (30%), out of touch (29%)*
- *Michael Ignatieff* – *Arrogant (44%), out of touch (38%), boring (32%), inefficient (31%), dishonest (28%)*
- *Jack Layton* – *Intelligent (32%), down to earth (29%), honest (28%), compassionate (27%), open (27%)*
- *Gilles Duceppe* – *Arrogant (30%), out of touch (24%), intelligent (20%), boring (18%), inefficient (16%)*

Legislatures

One third of respondents (32%, -1 since December 2010) approve of the way the House of Commons is handling its job, and a similar proportion of Canadians feel the same way about their provincial legislatures (33%, +5).

Only one-in-five respondents (19%) approve of the Senate of Canada (Approve 19%, -4, Disapprove 51%, +4).

Analysis

The Conservatives remain within striking distance of the 40 per cent mark at the national level, and have maintained the upper hand in Western Canada and Ontario. The Liberals are at their lowest level in more than a year, and their leader is not making headway on approval. Compared to December, there is a sizeable increase in the proportion of respondents who believe Ignatieff is dishonest (+11) and arrogant (+6).

The Greens are the main beneficiaries of opposition movement at this point, and there is a marked jump in the proportion of young males who are willing to vote for other parties other than the five major ones.

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About Vision Critical®

Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one-in-four of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

About the Vision Critical Public Affairs practice

The Vision Critical Public Affairs practice is headed by Dr. Angus Reid: an industry visionary who has spent more than four decades asking questions to figure out what people feel, how they think and who they will vote for. A team of talented and experienced practitioners with a unique and profound understanding of global issues conducts high quality research throughout the world on a daily basis for corporations, governments, academic researchers, and non-profit organizations.

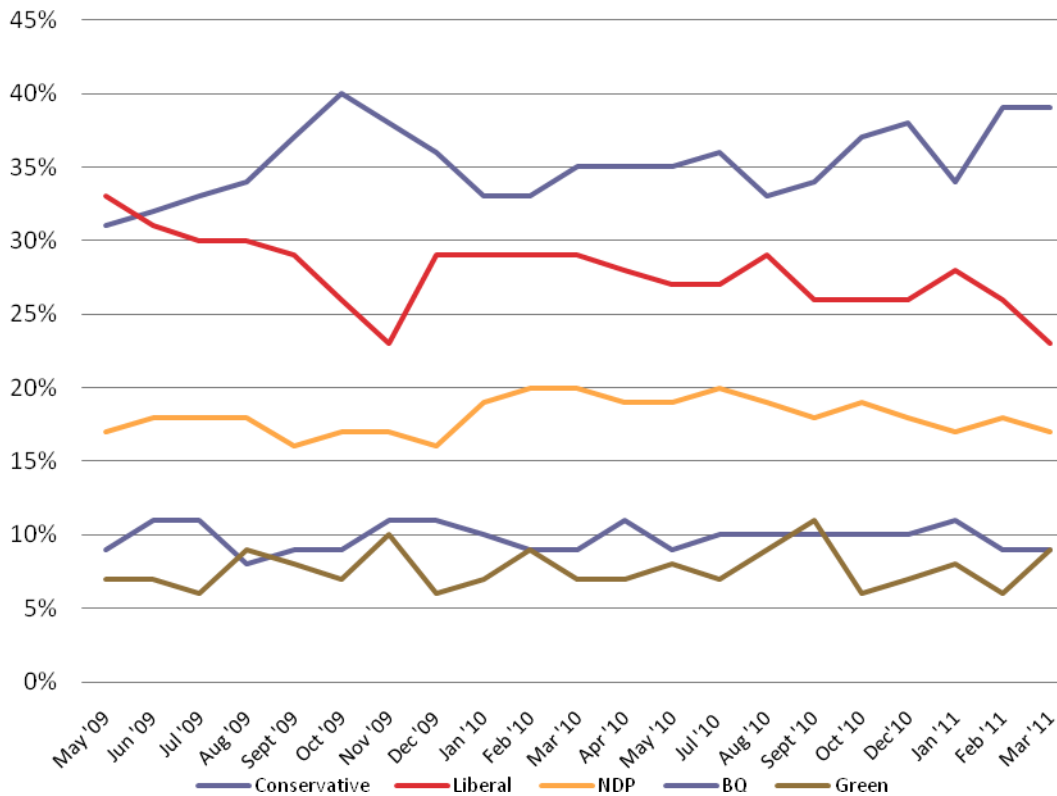
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**For more information, please contact
our spokesperson listed in the footnote.**

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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	39%	45%	69%	57%	41%	22%	27%	37.6%
Liberal Party	23%	18%	9%	15%	29%	23%	26%	26.2%
New Democratic Party	17%	18%	9%	22%	19%	15%	21%	18.2%
Bloc Québécois	9%	0%	0%	0%	0%	34%	0%	10.0%
Green Party	9%	13%	12%	5%	11%	4%	6%	6.8%
Other party	3%	6%	2%	1%	0%	2%	20%	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 December 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	32% (+6)	14% (=)	34% (+9)
Disapprove	42% (-5)	55% (+8)	30% (-4)
Not sure	25% (-2)	31% (-8)	36% (-5)

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 October 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	9% (+1)	5% (-1)	10% (-+4)
Stayed the same	52% (+2)	50% (-2)	67% (+3)
Worsened	25% (-5)	31% (+6)	8% (-7)
Not sure	14% (+2)	14% (-2)	16% (+1)
<i>Momentum Score</i>	-16	-26	+2

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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 December 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	17% (+1)	6% (-1)	29% (=)	8% (-3)
Arrogant	38% (-1)	44% (+6)	14% (-2)	30% (-1)
Open	6% (-2)	7% (-3)	27% (-2)	9% (=)
Secretive	39% (-4)	20% (+2)	9% (+2)	15% (-4)
Efficient	19% (-4)	7% (+1)	12% (-2)	10% (=)
Inefficient	24% (-2)	31% (-2)	18% (=)	16% (-4)
Compassionate	9% (=)	7% (=)	27% (-4)	8% (-1)
Uncaring	27% (-2)	27% (+5)	7% (=)	15% (-2)
Honest	14% (-2)	9% (-2)	28% (-3)	12% (-3)
Dishonest	30% (+1)	28% (+11)	8% (-2)	14% (-2)
Strong	23% (=)	6% (-1)	13% (-3)	11% (-2)
Weak	12% (-1)	24% (-2)	14% (=)	11% (-2)
Exciting	3% (-2)	3% (+1)	8% (-4)	5% (-1)
Boring	27% (-3)	32% (-5)	16% (=)	18% (-1)
In touch	13% (+1)	6% (+2)	16% (-1)	4% (-2)
Out of touch	29% (-4)	38% (+1)	19% (=)	24% (-2)
Intelligent	33% (-1)	25% (-3)	32% (-4)	20% (-6)
Foolish	15% (-1)	18% (+1)	11% (-3)	17% (=)
None of these	12% (+2)	17% (-1)	19% (+2)	34% (+5)

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Canadian Political Pulse

Do you approve or disapprove of the way the following institutions are handling their jobs? – ***The House of Commons***

Region							
	Total	BC	AB	MB/SK	ON	PQ	ATL
Approve	32%	39%	37%	24%	35%	29%	22%
Disapprove	43%	46%	29%	32%	44%	49%	51%
Not sure	24%	16%	34%	44%	21%	23%	27%

Canadian Political Pulse

Do you approve or disapprove of the way the following institutions are handling their jobs? – ***The Senate of Canada***

Region							
	Total	BC	AB	MB/SK	ON	PQ	ATL
Approve	19%	19%	28%	18%	20%	15%	20%
Disapprove	51%	58%	30%	43%	50%	60%	46%
Not sure	30%	23%	43%	40%	29%	25%	34%

Canadian Political Pulse

Do you approve or disapprove of the way the following institutions are handling their jobs? – ***Your provincial legislature***

Region							
	Total	BC	AB	MB/SK	ON	PQ	ATL
Approve	33%	27%	35%	45%	34%	31%	35%
Disapprove	46%	60%	38%	26%	49%	45%	42%
Not sure	21%	13%	27%	29%	17%	24%	23%

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