

FEDERAL POLITICAL SCENE

Tory Ads Have No Immediate Effect as Liberals Jump Ahead

Conservative ad that focuses on Michael Ignatieff has a more pronounced negative effect on Stephen Harper's momentum.

[TORONTO – Jun. 1, 2009] – The opposition Liberal Party has recovered its strength in Ontario, as a series of ads that criticize Michael Ignatieff have failed to provide a boost to the governing Conservative Party, a new *Toronto Star* / Angus Reid poll has found.

In the online survey of a representative national sample, 33 per cent of respondents say they would vote for the Liberals in the next federal election, followed by the Conservatives with 31 per cent (-2), the New Democratic Party (NDP) with 17 per cent (+2), the Bloc Québécois with nine per cent (-1), and the Green Party with seven per cent (+1).

The Liberals have surged to a seven-point lead in Ontario (43% to 36% for the Tories) and are just three points behind the Bloc Québécois in Quebec (36% to 33%). In British Columbia, the Grits are firmly in second place behind the Conservatives (45% to 26%), while the Tories continue to dominate in Alberta (53%).

Reaction to the Conservative Ads

After disclosing their voting intention, respondents to this survey were divided into three groups. The first group observed one of the television ads that the Conservative Party has launched targeting Ignatieff, the second group was shown the same ad and the response that Ignatieff posted on YouTube, and the third group was not exposed to any ads or videos.

KEY FINDINGS

- **Voting Intention: Lib. 33%, Con. 31%, NDP 17%, BQ 9%, Grn. 7%**
- **Momentum Scores: Ignatieff -7, May -12, Duceppe -13, Layton -20, Harper -41**
- **Top Character Trait for Federal Leaders: Ignatieff - Intelligent (53%), Harper - Secretive (54%), Layton - Compassionate (34%), Duceppe - Arrogant (42%), May - Down to earth (42%)**

Full topline results are at the end of this release.

From May 28 to May 29, 2009 Angus Reid Strategies conducted an online survey among 1,002 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 momentum score for Harper among respondents who saw the ad is -40 (10% improved, 50% worsened), and the prime minister posts similar numbers among those who saw the ad and the video (9% improved, 52% worsened) and those who were not exposed directly to either the ad or the video (7% improved, 49% worsened).

The momentum score for Ignatieff among respondents who saw the ad is -18 (24% improved, 42% worsened). However, the opposition leader bridges the gap with those who also saw his YouTube video (29% improved, 31% worsened) and is even among those who did not see the ad or the video (28% improved, 28% worsened).

Views on the Federal Leaders

Respondents were also asked to select up to six words (out of a list of 17 traits and characteristics) that may be used to describe Canada's federal political leaders.

The words that were associated with Harper the most are secretive (54%), arrogant (53%), out of touch (38%), uncaring (37%), intelligent (35%), boring (34%) and dishonest (also 34%).

Ignatieff comes across as intelligent (53%), arrogant (42%) and strong (31%), and a quarter of respondents also see him as open, secretive and efficient.

NDP leader Jack Layton (34%) and Green leader Elizabeth May (37%) are more likely to be regarded as compassionate, and May led the way as being down to earth (42%) and honest (33%). Bloc leader Gilles Duceppe is seen as arrogant (42%) and out of touch (32%).

Remarkably, the five federal party leaders post exceptionally low marks on being exciting (from 3% for Harper to 13% for Layton), and at least one-in-five Canadians regard them all as boring (from 21% for Ignatieff to 34% for Harper).

The videos that were shown to respondents to this survey can be seen at:

<http://www.youtube.com/watch?v=2BVoT-1B3Os> – English Ad

http://www.youtube.com/watch?v=WbbS0Py_1IU – French Ad

<http://www.youtube.com/watch?v=VGifqWMeZIA> – English Video

<http://www.youtube.com/watch?v=JwUTscVtqk> – French Video

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Federal Political Scene - TREND

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

	May 29-30	Apr. 21-22	2008 Election
Liberal Party	33%	33%	26.2%
Conservative Party	31%	33%	37.6%
New Democratic Party	17%	15%	18.2%
Bloc Québécois	9%	10%	10.0%
Green Party	7%	6%	6.8%
Other	2%	2%	1.2%

Federal Political Scene

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
Liberal Party	33%	26%	15%	21%	43%	33%	28%
Conservative Party	31%	45%	53%	38%	36%	10%	29%
New Democratic Party	17%	22%	9%	28%	14%	17%	29%
Bloc Québécois	9%	0%	0%	0%	0%	36%	0%
Green Party	7%	7%	18%	11%	5%	4%	14%
Other	2%	2%	5%	2%	2%	1%	0%

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Federal Political Scene

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? –
RESPONDENTS WHO ONLY SAW THE AD

	Improved	Stayed the same	Worsened	Not sure
Prime Minister and Conservative Party leader Stephen Harper	10%	35%	50%	4%
Liberal Party and Official Opposition leader Michael Ignatieff	24%	26%	42%	8%

Federal Political Scene

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? –
RESPONDENTS WHO SAW BOTH THE AD AND THE YOUTUBE VIDEO

	Improved	Stayed the same	Worsened	Not sure
Prime Minister and Conservative Party leader Stephen Harper	9%	35%	52%	3%
Liberal Party and Official Opposition leader Michael Ignatieff	29%	35%	31%	5%

Federal Political Scene

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? –
RESPONDENTS WHO DID NOT SEE THE AD OR THE YOUTUBE VIDEO

	Improved	Stayed the same	Worsened	Not sure
Prime Minister and Conservative Party leader Stephen Harper	7%	42%	49%	2%
Liberal Party and Official Opposition leader Michael Ignatieff	28%	38%	28%	6%

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Federal Political Scene

Here are some words that people may use to describe Stephen Harper / Michael Ignatieff / Jack Layton / Gilles Duceppe / Elizabeth May. Please select up to six words you think describe Stephen Harper / Michael Ignatieff / Jack Layton / Gilles Duceppe / Elizabeth May?

	Stephen Harper	Michael Ignatieff	Jack Layton	Gilles Duceppe	Elizabeth May
Down to earth	18%	14%	31%	15%	42%
Arrogant	53%	42%	32%	42%	8%
Open	11%	25%	30%	17%	33%
Secretive	54%	25%	12%	23%	9%
Efficient	20%	25%	12%	15%	10%
Inefficient	32%	15%	28%	27%	27%
Compassionate	10%	12%	34%	12%	37%
Uncaring	37%	21%	10%	23%	9%
Honest	17%	21%	26%	18%	33%
Dishonest	34%	24%	19%	22%	7%
Strong	21%	31%	16%	17%	10%
Weak	15%	13%	22%	20%	29%
Exciting	3%	12%	13%	6%	6%
Boring	34%	21%	25%	28%	31%
Out of touch	38%	24%	29%	32%	24%
Intelligent	35%	53%	30%	28%	26%
Foolish	17%	9%	25%	20%	17%

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Angus Reid Strategies is a full-service polling and market research firm which 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.

Angus Reid Strategies, along with its sister company, Vision Critical, is now the largest Canadian-owned market research enterprise. 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 Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Angus Reid Strategies, 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://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15_Election.pdf

Since 2006, Angus Reid Strategies has covered seven 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.

http://angusreidstrategies.com/uploads/pages/pdfs/2008.03.28_Anniversary_1.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2008.12.09_QuebecElection.pdf

http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.05.13_BCElection.pdf

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>

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

**Copies of this poll are available on our website:
www.angusreidstrategies.com**

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