



# Conservatives Have Three-Point Advantage Over Liberals

*Ignatieff's momentum score worsens, but other party leaders continue to post negative numbers.*

[TORONTO – Jul. 18, 2009] – The latest edition of the Canadian Political Pulse, conducted by Angus Reid Strategies in partnership with the *Toronto Star*, shows the country's two main political parties locked in a tight race.

In the online survey of a representative national sample, 33 per cent of decided voters (-3) would cast a ballot for the governing Conservatives, while 30 per cent (=) would support the opposition Liberals.

The New Democratic Party (NDP) is third with 18 per cent (+2), followed by the Bloc Québécois with 11 per cent (+1), and the Green Party with six per cent (-1).

The Tories maintain their dominance in Alberta (63%), Manitoba and Saskatchewan (50%), and British Columbia (40%). The Grits are barely ahead of the Tories in Ontario (38% to 36%) and remain the most popular federalist party in Quebec.

The sovereigntist Bloc has a nine-point lead over the Liberals (39% to 30%).

## KEY FINDINGS

- **Voting Intention: Con. 33%, Lib. 30%, NDP 18%, BQ 11%, Grn. 6%**
- **Momentum Scores: Ignatieff -13, Duceppe -15, Layton -17, Harper -28**
- **Preferred Prime Minister: Harper 26%, Ignatieff 22%, Layton 13%**
- **34% (-3) say Harper best suited to handle economy; 26% (+6) pick Ignatieff**

Full topline results are at the end of this release.

*From July 16 to July 17, 2009, Angus Reid Strategies conducted an online survey among 1,007 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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## Momentum

Prime Minister and Conservative Party leader Stephen Harper has a negative momentum score of -27 this week (10% say their opinion of Harper has improved, while 37% say it has worsened). New Democratic Party (NDP) leader Jack Layton stands at -17, and Bloc leader Giles Duceppe is at -15 in Quebec.

Liberal Party and Official Opposition leader Michael Ignatieff once again held the best momentum score, but at -13, he is no longer enjoying a clear difference over his opponents on this particular indicator. There was a seven-point drop in the proportion of respondents who reported an improvement in their opinion of Ignatieff.

## Preferred Prime Minister

Harper holds a four-point lead over Ignatieff as the preferred Prime Minister (26% to 22%), with Layton a distant third with 13 per cent. The incumbent head of government remains popular in Alberta (44%) and Manitoba and Saskatchewan (39%), while Ignatieff is leading in Quebec (27%).

## Issues

More than three-in-ten respondents believe Harper is the best suited leader to deal with the economy (31%) and crime (34%), while Ignatieff is the preferred choice for foreign affairs (30%). Layton is the clear option on the environment (27%), and is marginally ahead of Harper on health care (23% to 22%).

The percentage of respondents who believe Harper is the best person to handle the economy fell by three points since late June (from 37% to 34%), while Ignatieff gained six points (up to 26% from 20% last month).

## Characteristics

As part of this survey, respondents were provided with a list of 18 words people may use to describe Harper and Ignatieff, and asked to choose up to six to define either politician.

When assessing Harper, 49 per cent of respondents brand him as secretive, while at least two-in-five believe he is arrogant (45%), out of touch (41%), and intelligent (40%). More than a third of respondents think the current prime minister is boring (38%) and uncaring (34%).

As far as Ignatieff, 51 per cent of respondents define him as intelligent, while 45 per cent of think he is arrogant, and 35 per cent describe him as out of touch. Three-in-ten Canadians (30%) think the Liberal leader is boring, and slightly lower proportions deem him secretive (23%) and dishonest (22%).

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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?

	Jul. 16-17	Jul. 2-3	2008 Election
Conservative Party	33%	36%	37.6%
Liberal Party	30%	30%	26.2%
New Democratic Party	18%	16%	18.2%
Bloc Québécois	11%	10%	10.0%
Green Party	6%	7%	6.8%
Other	2%	1%	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	33%	40%	63%	50%	36%	13%	37%
Liberal Party	30%	27%	13%	18%	38%	30%	23%
New Democratic Party	18%	23%	12%	29%	17%	12%	35%
Bloc Québécois	11%	--	--	--	--	39%	--
Green Party	6%	7%	8%	3%	9%	3%	1%
Other	2%	2%	4%	0%	0%	3%	3%

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### Canadian Political Pulse - GENDER

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

	Total	Male	Female
Conservative Party	33%	35%	30%
Liberal Party	30%	30%	32%
New Democratic Party	18%	17%	19%
Bloc Québécois	11%	11%	10%
Green Party	6%	6%	6%
Other	2%	2%	2%

### Canadian Political Pulse - AGE

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

	Total	18-34	35-54	55+
Conservative Party	33%	23%	33%	40%
Liberal Party	30%	29%	31%	34%
New Democratic Party	18%	24%	19%	11%
Bloc Québécois	11%	11%	11%	10%
Green Party	6%	13%	4%	3%
Other	2%	0%	2%	2%

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### 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?

	Improved	Stayed the same	Worsened	Not sure
<b>Prime Minister and Conservative Party leader Stephen Harper</b>	10% (-1)	47% (+3)	37% (-2)	6% (=)
<b>Liberal Party and Official Opposition leader Michael Ignatieff</b>	16% (-7)	44% (+10)	29% (-4)	12% (+2)
<b>New Democratic Party (NDP) leader Jack Layton</b>	6% (-1)	61% (+1)	23% (-1)	10% (+1)
<b>Bloc Québécois leader Gilles Duceppe [Québec Only]</b>	8% (+1)	60% (-2)	23% (+1)	8% (-2)

### Canadian Political Pulse

Which of these leaders would make the best Prime Minister of Canada?

	Region						
	Total	BC	AB	MB/SK	ON	PQ	ATL
<b>Stephen Harper</b>	26%	31%	44%	39%	27%	12%	26%
<b>Michael Ignatieff</b>	22%	25%	5%	12%	24%	27%	20%
<b>Jack Layton</b>	13%	11%	2%	13%	10%	18%	21%
<b>Gilles Duceppe</b>	4%	3%	1%	1%	0%	12%	0%
<b>Elizabeth May</b>	3%	5%	5%	1%	4%	0%	3%
<b>None of these</b>	19%	14%	30%	13%	19%	19%	18%
<b>Not sure</b>	14%	10%	13%	22%	16%	12%	13%

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<b>Canadian Political Pulse</b>					
Which of these leaders is best suited to deal with each of the following issues?					
	<b>Economy</b>	<b>Environment</b>	<b>Health care</b>	<b>Foreign Affairs</b>	<b>Crime</b>
<b>Stephen Harper</b>	<b>31%</b>	<b>17%</b>	<b>22%</b>	<b>27%</b>	<b>34%</b>
<b>Michael Ignatieff</b>	<b>26%</b>	<b>16%</b>	<b>18%</b>	<b>30%</b>	<b>17%</b>
<b>Jack Layton</b>	<b>10%</b>	<b>27%</b>	<b>23%</b>	<b>9%</b>	<b>12%</b>
<b>Gilles Duceppe</b>	<b>4%</b>	<b>7%</b>	<b>3%</b>	<b>3%</b>	<b>4%</b>
<b>Not sure</b>	<b>29%</b>	<b>30%</b>	<b>25%</b>	<b>31%</b>	<b>33%</b>

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### Canadian Political Pulse

Here are some words that people may use to describe Stephen Harper / Michael Ignatieff. Please choose up to six words that you think describes him.

	Stephen Harper	Michael Ignatieff
Down to earth	18%	11%
Arrogant	45%	45%
Open	8%	18%
Secretive	49%	23%
Efficient	20%	19%
Inefficient	29%	18%
Compassionate	10%	10%
Uncaring	34%	21%
Honest	18%	19%
Dishonest	27%	22%
Strong	23%	19%
Weak	17%	18%
Exciting	3%	7%
Boring	38%	30%
In touch	13%	16%
Out of touch	41%	35%
Intelligent	40%	51%
Foolish	15%	15%

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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 ([www.angusreidforum.com](http://www.angusreidforum.com)), Springboard America ([www.springboardamerica.com](http://www.springboardamerica.com)) and Springboard UK ([www.springboarduk.com](http://www.springboarduk.com)) online panels, which are recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panels are maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. These premier online survey platforms present 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](http://angusreidstrategies.com/uploads/pages/pdfs/2008.10.15_Election.pdf)

*Since 2006, Angus Reid Strategies 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.*

[http://angusreidstrategies.com/uploads/pages/pdfs/2008.03.28\\_Anniversary\\_1.pdf](http://angusreidstrategies.com/uploads/pages/pdfs/2008.03.28_Anniversary_1.pdf)

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[http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.06.10\\_NSElection.pdf](http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.06.10_NSElection.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](http://www.angusreidstrategies.com)**

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