

## FEDERAL POLITICAL PARTIES

# Clear Differences in How Canadians Feel About the Federal Parties

*Remarkably, Green supporters are more likely to see their party in a positive light.*

[VANCOUVER – Aug. 15, 2009] – A new survey conducted by Angus Reid Strategies in partnership with the *Toronto Star* illustrates some obvious discrepancies in the way Canadians relate to the country's federal parties.

In the online survey of a representative national sample, respondents were provided with 17 words or phrases, and asked to use them to describe each one of the four federal parties that ran candidates in the entire country last year.

**How Canadians See the Conservatives:** A majority of respondents (55%) brand the governing Conservatives as arrogant, and large proportions also deem the party as secretive (48%), out of touch (43%), uncaring (37%), dishonest (36%) and inefficient (33%)

**How the Conservatives See Their Party:** More than half of 2008 Tory voters regard their party as intelligent (56%), and half of them see it as strong (50%). The four other words that come to mind are efficient (46%), in touch (40%), honest (31%) and down to earth (30%).

**How Canadians See the Liberals:** At least two-in-five Canadians used the words arrogant (43%), inefficient (42%) and out of touch (41%) to describe the Liberal Party. Other mentions included dishonest (38%), secretive (32%), weak (27%) and intelligent (also 27%).

**How the Liberals See Their Party:** Almost three-in-five Canadians who voted for the Grits in 2008 believe the party is intelligent (58%), and more than a third define it as in touch (37%), strong (35%) and open (34%). Other mentions included efficient (30%) and compassionate (28%).

### KEY FINDINGS

- **How Canadians See the Federal Parties: Conservatives (55%) and Liberals (43%) are arrogant; NDP is out of touch (41%); Greens are weak (50%).**

Full topline results are at the end of this release.

*From August 11 to August 12, 2009, Angus Reid Strategies conducted an online survey among 1,003 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.*

### CONTACT:

Mario Canseco, Vice President, Public Affairs, 604-647-3570, [mario.canseco@angus-reid.com](mailto:mario.canseco@angus-reid.com)

**How Canadians See the NDP:** More than a third of Canadians believe the NDP is out of touch (41%), inefficient (39%) and weak (37%). Slightly lower proportions consider the party as foolish (32%), compassionate (30%) and down to earth (25%).

**How NDPers See Their Party:** A majority of people who voted for the NDP in 2008 regard their party of choice as down to earth (57%) and compassionate (56%), and large proportions believe it is in touch (48%), intelligent (47%), honest (46%) and open (45%).

**How Canadians See the Greens:** Half of Canadians believe the Greens are weak (50%), and more than a third deem the party as inefficient (38%), out of touch (38%) and down to earth (35%). About three-in-ten believe the Greens are foolish (29%) and compassionate (also 29%)

**How the Greens See Their Party:** At least three-in-five Green voters regard their party as down to earth (73%), open (65%), intelligent (64%), and compassionate (61%). Also, 59 per cent say the Greens are honest, and 47 per cent believe they are in touch.

### **Conclusions**

While the governing Conservatives maintain the largest base of support in the country, they are chastised by opposition voters on the issues of arrogance and secrecy. It is worth noting that one-in-four Tory voters also believe the party is arrogant and secretive—a much higher incidence for these two issues than what supporters of the other political parties show. A noticeable gap is observed in the area of efficiency, where Tory supporters appear satisfied with the way the party is handling its duties, while a third of Canadians disagree.

The Liberals have not been able to rebound entirely from the sponsorship scandal, as evidenced by the high percentage of Canadians who believe the former governing party is dishonest, arrogant and out of touch. The fluctuations between all Canadians and Grit supporters are particularly severe on the issue of strength, showing a fervent Liberal base but a skeptic electorate overall.

For the NDP, the main problem is the negative perception on abilities. The party evokes inefficiency, weakness and foolishness for about a third of Canadians, views that are clearly not shared by the party base. NDPers are clearly aware of the challenges ahead, judging by the large proportion of supporters who deem the party as weak (28%). However, the NDP does score well at the national level as being a compassionate party, actually defeating all other rivals in this category.

The Greens, still searching for a seat in the House of Commons, can boast about having the most enthusiastic base of all four national parties. Large majorities of Green voters have a positive view of their party, but Canadians are clearly in disagreement with most of these assertions, particularly on whether the Greens are in touch. The Greens can take solace in the fact that they are seen as the most down to earth party in the country, but their weakness has been noted by Canadians and Green voters alike.

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### Federal Political Parties

Here are some words that people may use to describe the federal [PARTY NAME]. Please choose up to six words that you think describe the federal [PARTY NAME].

	Conservative Party	Liberal Party	New Democratic Party (NDP)	Green Party
Down to earth	14%	9%	25%	35%
Arrogant	55%	43%	24%	12%
Open	11%	14%	26%	22%
Secretive	48%	32%	13%	8%
Efficient	19%	13%	8%	7%
Inefficient	33%	42%	39%	38%
Compassionate	5%	12%	30%	29%
Uncaring	37%	25%	12%	9%
Honest	12%	10%	21%	23%
Dishonest	36%	38%	17%	9%
Strong	24%	15%	7%	2%
Weak	17%	27%	37%	50%
Exciting	3%	5%	7%	8%
In touch	16%	14%	21%	16%
Out of touch	43%	41%	41%	38%
Intelligent	24%	27%	20%	20%
Foolish	18%	22%	32%	29%

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<b>Federal Political Parties</b>		
Here are some words that people may use to describe the federal Conservative Party. Please choose up to six words that you think describe the federal Conservative Party.		
	<b>All Respondents</b>	<b>Respondents who voted for the Conservatives in the 2008 federal election</b>
<b>Down to earth</b>	<b>14%</b>	<b>30%</b>
<b>Arrogant</b>	<b>55%</b>	<b>25%</b>
<b>Open</b>	<b>11%</b>	<b>22%</b>
<b>Secretive</b>	<b>48%</b>	<b>26%</b>
<b>Efficient</b>	<b>19%</b>	<b>46%</b>
<b>Inefficient</b>	<b>33%</b>	<b>12%</b>
<b>Compassionate</b>	<b>5%</b>	<b>9%</b>
<b>Uncaring</b>	<b>37%</b>	<b>8%</b>
<b>Honest</b>	<b>12%</b>	<b>31%</b>
<b>Dishonest</b>	<b>36%</b>	<b>9%</b>
<b>Strong</b>	<b>24%</b>	<b>50%</b>
<b>Weak</b>	<b>17%</b>	<b>7%</b>
<b>Exciting</b>	<b>3%</b>	<b>7%</b>
<b>In touch</b>	<b>16%</b>	<b>40%</b>
<b>Out of touch</b>	<b>43%</b>	<b>14%</b>
<b>Intelligent</b>	<b>24%</b>	<b>56%</b>
<b>Foolish</b>	<b>18%</b>	<b>4%</b>

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### Federal Political Parties

Here are some words that people may use to describe the federal Liberal Party. Please choose up to six words that you think describe the federal Liberal Party.

	All Respondents	Respondents who voted for the Liberals in the 2008 federal election
Down to earth	9%	27%
Arrogant	43%	22%
Open	14%	34%
Secretive	32%	15%
Efficient	13%	30%
Inefficient	42%	19%
Compassionate	12%	28%
Uncaring	25%	5%
Honest	10%	22%
Dishonest	38%	7%
Strong	15%	35%
Weak	27%	17%
Exciting	5%	14%
In touch	14%	37%
Out of touch	41%	18%
Intelligent	27%	58%
Foolish	22%	9%

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Here are some words that people may use to describe the federal New Democratic Party (NDP). Please choose up to six words that you think describe the federal New Democratic Party (NDP).

	All Respondents	Respondents who voted for the NDP in the 2008 federal election
Down to earth	25%	57%
Arrogant	24%	11%
Open	26%	45%
Secretive	13%	4%
Efficient	8%	24%
Inefficient	39%	15%
Compassionate	30%	56%
Uncaring	12%	3%
Honest	21%	46%
Dishonest	17%	4%
Strong	7%	25%
Weak	37%	28%
Exciting	7%	16%
In touch	21%	48%
Out of touch	41%	15%
Intelligent	20%	47%
Foolish	32%	8%

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Here are some words that people may use to describe the federal Green Party. Please choose up to six words that you think describe the federal Green Party.

	All Respondents	Respondents who voted for the Greens in the 2008 federal election
Down to earth	35%	73%
Arrogant	12%	1%
Open	22%	65%
Secretive	8%	3%
Efficient	7%	25%
Inefficient	38%	8%
Compassionate	29%	61%
Uncaring	9%	3%
Honest	23%	59%
Dishonest	9%	4%
Strong	2%	5%
Weak	50%	41%
Exciting	8%	26%
In touch	16%	47%
Out of touch	38%	10%
Intelligent	20%	64%
Foolish	29%	4%

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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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*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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