



Conservatives Remain Well Ahead of Struggling Liberals

Jack Layton posts the best momentum score, but Stephen Harper has a better approval rating.

[TORONTO – Oct. 29, 2009] – The Conservative Party maintains a considerable advantage over the opposition, according to the Canadian Political Pulse, conducted by Angus Reid Strategies in partnership with the *Toronto Star*.

The online survey of a representative national sample of 1,001 adults also finds that Prime Minister and Conservative leader Stephen Harper currently has a higher approval rating than both Liberal and Official Opposition leader Michael Ignatieff and New Democratic Party (NDP) leader Jack Layton.

Voting Intention

Across the country, 40 per cent of decided voters (-1 since mid-October) would cast a ballot for the Conservative candidate in their riding if a new federal election took place today. The Liberals are a distant second at 26 per cent (-1), exactly the proportion of the vote that the party received in the October 2008 federal election.

KEY FINDINGS

- **Voting Intention: Con. 40%, Lib. 26%, NDP 17%, BQ 9%, Grn. 7%**
- **Approval Rating: Harper 34%, Layton 26%, Ignatieff 15%,**
- **Momentum: Layton -4, Harper -13, Ignatieff -37**

Full topline results are at the end of this release.

From October 23 to October 24, 2009, Angus Reid Strategies conducted an online survey among 1,001 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.

The New Democratic Party (NDP) is third with 17 per cent (+1), followed by the Bloc Québécois with nine per cent (+1), and the Green Party with seven per cent (+1).

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Regional Breakdowns

Once again, the Tories are clearly the top party in Alberta (52%) and have also made gains in Manitoba and Saskatchewan (73%). In British Columbia, the governing party is clearly in first place (43%), with the Liberals (27%) holding slight edge over the NDP (25%) for second place.

In Ontario, 41 per cent of decided voters would back the Conservatives, giving the governing party a ten-point lead over the Liberals. In Quebec, the needle did not move dramatically, with the Bloc still in first place (40%), and the two main federalist parties virtually even (21% for the Tories, 20% for the Grits).

Approval

One-third of Canadians (34%) approve of the performance of Stephen Harper, while 45 per cent disapprove. The numbers represent a modest improvement for the prime minister since a survey conducted in September.

Only 15 per cent of respondents approve of the way Michael Ignatieff has handled his duties, a nine-point drop in a month. Also, a majority of Canadians (53%) disapprove of the Liberal leader's performance. The approval rating for NDP leader Jack Layton is 26 per cent, down five points in a month.

Momentum

For the second consecutive fortnight, Ignatieff posts the worst momentum score among the three main federal party leaders at -37 (7% of Canadians report an improvement in their opinion of Ignatieff, while 44% say their views have worsened). Harper is at -13 and Layton has moved closer to positive momentum at -4.

The Economy

Half of Canadians (50%) are satisfied with the reaction of the federal government to the economic crisis, while 46 per cent are dissatisfied.

Alberta (61%) and Manitoba and Saskatchewan (62%) are home to the largest proportion of respondents who are satisfied with the federal government's response, while a majority of Quebecers (52%) are dissatisfied.

Two-in-five Canadians (44%) either completely or moderately trust Harper to do the right thing to help the economy recover, while just one-in-four (25%) feel the same way about Ignatieff. Mark Carney, the Governor of the Bank of Canada, is also trusted by 44 per cent of Canadians, although 27 per cent are undecided.

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Analysis

For the second time, the Tories have reached the coveted 40 per cent threshold. The survey shows that Canadians, for the most part, are not switching their allegiance, despite several days that featured discussions over the Conservative logo appearing on stimulus cheques.

The Liberals are now at the same point they were following the 2008 federal election, with the support of just 26 per cent of voters and their leader with an approval rating in the teens. Ignatieff has also failed to close the gap on the issue of economic management, where now half of Canadians voice satisfaction with the government's reaction to the crisis.

For the NDP, the survey provides an optimistic forecast. Layton now has the best momentum score among the three main federal leaders, and while his numbers have not improved dramatically as a result of his actions, they have not worsened either.

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http://www.angusreidstrategies.com/uploads/pages/pdfs/2009.10.16_PoliticsCAN_EN.pdf

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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?

	Oct. 23-24	Oct. 13-14	2008 Election
Conservative Party	40%	41%	37.6%
Liberal Party	26%	27%	26.2%
New Democratic Party	17%	16%	18.2%
Bloc Québécois	9%	8%	10.0%
Green Party	7%	6%	6.8%
Other party	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	40%	43%	52%	73%	41%	21%	35%
Liberal Party	26%	27%	23%	11%	31%	20%	32%
New Democratic Party	17%	25%	9%	9%	17%	15%	26%
Bloc Québécois	9%	0%	0%	0%	0%	40%	0%
Green Party	7%	2%	7%	7%	9%	4%	7%
Other party	2%	3%	9%	0%	1%	0%	0%

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Canadian Political Pulse - APPROVAL

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

	Approve	Disapprove	Not sure
Prime Minister and Conservative Party leader Stephen Harper	34% (+2)	45% (-3)	21% (+2)
Liberal Party and Official Opposition leader Michael Ignatieff	15% (-9)	53% (+10)	32% (-1)
New Democratic Party (NDP) leader Jack Layton	26% (-5)	39% (-2)	35% (+7)

Canadian Political Pulse - MOMENTUM

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 Oct. 13-14)*

	Improved	Stayed the same	Worsened	Not sure
Prime Minister and Conservative Party leader Stephen Harper	14% (-2)	52% (+4)	27% (-1)	7% (=)
Liberal Party and Official Opposition leader Michael Ignatieff	7% (+1)	39% (+4)	44% (-7)	10% (+2)
New Democratic Party (NDP) leader Jack Layton	9% (=)	67% (+5)	15% (-6)	9% (=)

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Canadian Political Pulse - ISSUES

Which party best represents the needs of...?

	People like you	The middle class	Your province	Special interests
Conservative Party	30%	28%	29%	24%
Liberal Party	18%	24%	20%	14%
New Democratic Party	16%	20%	12%	21%
Bloc Québécois	7%	5%	13%	9%
Green Party	5%	2%	2%	7%
None of them	24%	22%	23%	25%

Canadian Political Pulse - ECONOMY

How satisfied are you with the reaction of the federal government to the economic crisis?

Region							
	Total	BC	AB	MB/SK	ON	PQ	ATL
Very satisfied	10%	10%	14%	20%	10%	5%	6%
Moderately satisfied	40%	42%	47%	42%	37%	37%	47%
Moderately dissatisfied	24%	24%	26%	15%	24%	25%	24%
Very dissatisfied	22%	20%	9%	11%	25%	27%	17%
Not sure	5%	4%	4%	13%	4%	6%	6%

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Canadian Political Pulse - TRUST			
How much do you trust each of the following people to do the right thing to help the economy recover?			
	Stephen Harper, Prime Minister	Michael Ignatieff, Federal Leader of the Opposition	Mark Carney, Governor of the Bank of Canada
Completely trust	12%	3%	8%
Moderately trust	32%	22%	36%
Moderately distrust	22%	26%	19%
Completely distrust	26%	34%	10%
Not sure	9%	15%	27%

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Angus Reid Strategies is the public opinion 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 Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995

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), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. 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.

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

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

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