

CANADIAN POLITICAL PULSE

Conservatives Extend Lead in Canada as Stagnation Hits Liberals

All five major parties are currently garnering roughly the same level of support that they had in the 2008 election.

[MONTREAL – Oct. 28, 2010] – The Conservative Party holds a double-digit lead in Canada and overall voter preferences are very similar to the will expressed by the electorate in the last federal election, a new Angus Reid Public Opinion poll has found.

In the online survey of a representative national sample of 1,016 Canadian adults, 37 per cent of respondents (+3 since September) would support the governing Conservative Party in the next federal election.

The Liberal Party is second with 26 per cent (=), followed by the New Democratic Party (NDP) with 19 per cent (+1), the Bloc Québécois with 10 per cent (=), and the Green Party with six per cent (-5).

All five parties are within a point of their totals in the 2008 federal election. The large gains made by the Greens in September have disappeared, and the out-of-Parliament party is once again trailing the Bloc at the national level.

Regional Breakdowns

A majority of voters in Alberta (62%) and Manitoba and Saskatchewan (70%) continue to express a preference for the Conservatives. In British Columbia, the NDP has moved to first place with 37 per cent, followed by the Tories with 32 per cent and the Grits with 22 per cent.

KEY FINDINGS

- **Voting Intention: Con. 37%, Lib. 26%, NDP 19%, BQ 10%, Grn. 6%,**
- **Approval Rating: Harper 28%, Ignatieff 16%, Layton 27%**
- **Momentum: Harper -21, Ignatieff -15, Layton -4**

Full topline results are at the end of this release.

From October 25 to October 26, 2010, Angus Reid Public Opinion conducted an online survey among 1,016 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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In Ontario, the Conservatives are ahead of the Liberals by nine points (41% to 32%). In Quebec, the Bloc continues to dominate (39%), with the three federalist parties far behind (Lib. 24%, Con. 16%, NDP 14%).

Approval and Momentum

The approval rating for Prime Minister and Conservative leader Stephen Harper stands at 28 per cent this month (+3). NDP leader Jack Layton is at 27 per cent for the third consecutive month, and Liberal Party and Official Opposition leader Michael Ignatieff is last with 16 per cent (+1).

Layton maintains the best momentum score of the three leaders at -4, followed by Ignatieff with -15 and Harper with -21.

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 (40%), arrogant (39%), out of touch (35%), boring (32%), intelligent (31%)*
- *Michael Ignatieff* – *Intelligent (34%), arrogant (33%), out of touch (31%), boring (30%), inefficient (23%)*
- *Jack Layton* – *Intelligent (30%), honest (28%), down to earth (27%), compassionate (26%), open (26%),*
- *Gilles Duceppe* – *Arrogant (33%), out of touch (28%), inefficient (19%), dishonest (19%), intelligent (19%)*

Analysis

Following weeks of discussions about the federal government's performance, the mood of the electorate is very similar to what was seen in the fall of 2008. The Conservatives lead by 11 points, but are nowhere near the majority government that has been coveted since 2006. The sizeable advantage in Ontario provides comfort for Tories, but is countered by poor numbers in Quebec and a second place showing in British Columbia.

The Liberals have not recovered ground in the west and have fallen behind in Canada's most populous province. The NDP outranks the Tories in BC, but is not connecting well in other areas of the country. The Bloc is steady, and the Greens have come back to earth after a particularly good September. In short, with no election in the immediate future, voters are not going through much movement.

This year's editions of the Canadian Political Pulse can be accessed here:

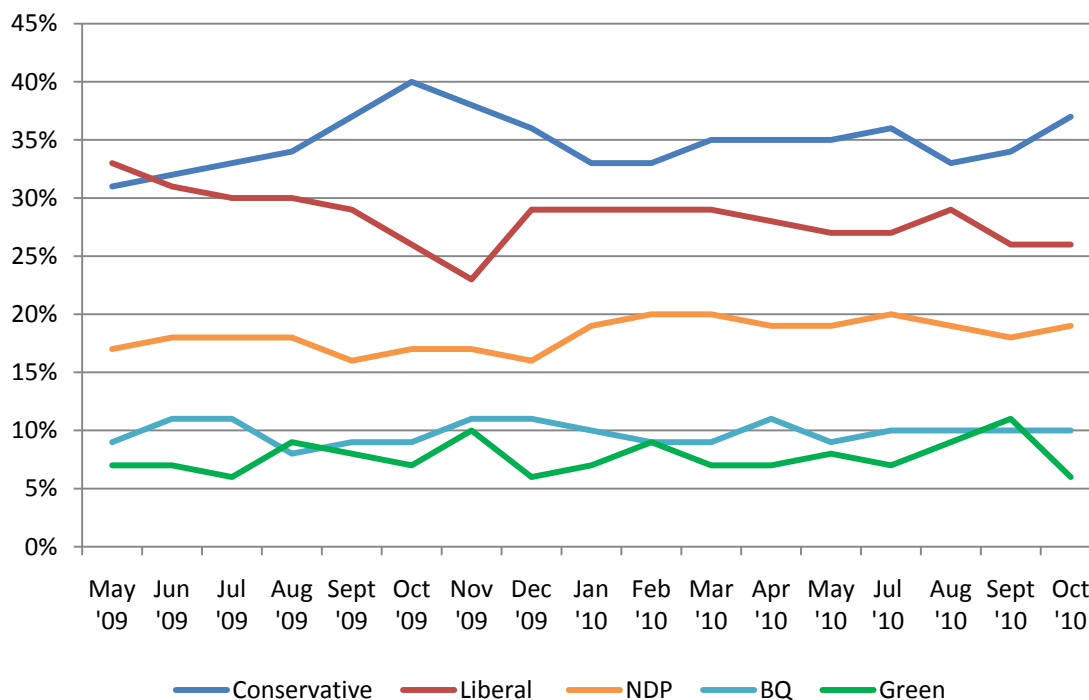
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If a federal election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?



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	Region							
	Total	BC	AB	MB/SK	ON	PQ	ATL	2008 Election
Conservative Party	37%	32%	62%	70%	41%	16%	29%	37.6%
Liberal Party	26%	22%	16%	10%	32%	24%	43%	26.2%
New Democratic Party	19%	37%	13%	15%	19%	14%	21%	18.2%
Bloc Québécois	10%	--	--	--	--	39%	--	10.0%
Green Party	6%	8%	7%	6%	7%	5%	6%	6.8%
Other party	1%	1%	3%	0%	1%	0%	0%	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 September 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	28% (+3)	16% (+1)	27% (=)
Disapprove	46% (-3)	43% (-4)	31% (-6)
Not sure	26% (-1)	40% (+2)	42% (+6)

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 September 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	8% (=)	8% (-1)	8% (-1)
Stayed the same	53% (+6)	55% (+7)	67% (+7)
Worsened	29% (-2)	23% (-2)	12% (-6)
Not sure	10% (-5)	14% (-5)	13% (-4)
Momentum Score	-21	-15	-4

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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 September 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	13% (-1)	8% (=)	27% (=)	8% (=)
Arrogant	39% (+3)	33% (=)	16% (-3)	33% (+3)
Open	7% (-1)	9% (-1)	26% (+2)	9% (=)
Secretive	40% (+2)	16% (-3)	7% (-2)	17% (+1)
Efficient	18% (-1)	7% (-1)	10% (-1)	8% (+1)
Inefficient	23% (-2)	23% (-1)	21% (+1)	19% (-2)
Compassionate	7% (-1)	8% (=)	26% (+2)	8% (=)
Uncaring	30% (-1)	18% (+4)	7% (=)	17% (+2)
Honest	13% (+1)	10% (-1)	28% (+3)	13% (+1)
Dishonest	26% (-10)	18% (+1)	9% (-2)	19% (+4)
Strong	18% (-2)	9% (+2)	11% (=)	11% (-2)
Weak	15% (+4)	20% (-1)	16% (-3)	13% (+3)
Exciting	2% (=)	3% (+1)	9% (-1)	4% (-1)
Boring	32% (+6)	30% (-5)	13% (-4)	21% (=)
In touch	13% (+3)	8% (+2)	21% (+8)	9% (+5)
Out of touch	35% (+2)	31% (=)	18% (-3)	28% (+1)
Intelligent	31% (+2)	34% (+4)	30% (+1)	19% (-1)
Foolish	15% (+3)	16% (+2)	14% (-1)	17% (=)
None of these	11% (-3)	20% (=)	19% (+2)	29% (-2)

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Angus Reid Public Opinion is a 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 Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995

Vision Critical is now one of the largest market research enterprises in the world. 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 Public Opinion 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.

Since 2006, Angus Reid 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.

Angus Reid, 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. More information on our electoral record can be found at:
<http://www.angus-reid.com/services/record-of-accuracy/>

More information on the way Angus Reid conducts public opinion research can be found at
<http://www.angus-reid.com/about/>

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

Copies of this poll are available on our website:
<http://www.angus-reid.com>

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