

2008 FEDERAL ELECTION

Canadians, Liberal Supporters Believe Dion Should be Replaced

A majority of respondents who voted for other parties would keep their current leaders.

[CALGARY – Oct. 17, 2008] – Following the second worst showing for the Liberal Party in its history, Canadians and Grit supporters believe it is time for a change at the helm, a new Angus Reid poll has found.

In the online survey of a representative sample of 1,003 Canadians, 76 per cent of respondents believe the Liberal Party should replace Stéphane Dion. Seven-in-ten respondents (71%) who voted for the Grits in the Oct. 14 federal election also want a different person to head the party.

In comparison, at least half of all Canadians—and four-in-five respondents who voted for each of the other four main federal parties—would keep the current leaders of the Conservative Party, New Democratic Party (NDP), Green Party, and Bloc Québécois.

Three-in-five respondents in Quebec (62%) are satisfied with the performance of Bloc leader Gilles Duceppe throughout the campaign. NDP leader Jack Layton is second on the list with 58 per cent, followed by Green leader Elizabeth May with 48 per cent, Conservative leader Stephen Harper with 46 per cent, and Dion with 23 per cent.

When the views of party supporters are analyzed, satisfaction with the performance of Duceppe, Layton, Harper and May surpasses the 80 per cent mark, while Liberal voters are equally divided in their assessment of Dion (49% satisfied, 49% dissatisfied).

KEY FINDINGS

- **76% of Canadians, 71% of Liberal Party supporters think Stéphane Dion should be replaced as leader**
- **49% of Canadians are satisfied with Dion's performance in the 2008 federal election campaign; 49% are dissatisfied**
- **Satisfaction with the performance of the other four federal party leaders surpassed the 80 per cent mark.**

Full topline results are at the end of this release.

From October 16 to October 17, 2008 Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,003 adult Canadians. The margin of error for the total sample 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:

Tim Olafson, Executive Vice President, Public Affairs, 403-543-1088, tim.olafson@angus-reid.com
Mario Canseco, Vice President, Public Affairs, 604-647-3570, mario.canseco@angus-reid.com

2008 Federal Election			
Do you think each of the following parties should retain their current leaders, or replace them?			
(All respondents)			
	Retain	Replace	Not sure
The New Democratic Party (NDP)	67%	20%	12%
The Bloc Québécois (<i>Quebec Only</i>)	64%	20%	16%
The Conservative Party	52%	35%	14%
The Green Party	51%	25%	24%
The Liberal Party	12%	76%	12%

2008 Federal Election			
Do you think each of the following parties should retain their current leaders, or replace them?			
(Respondents who voted for each party in the Oct. 14 election)			
	Retain	Replace	Not sure
The Conservative Party	89%	6%	4%
The Bloc Québécois (<i>Quebec Only</i>)	88%	5%	7%
The New Democratic Party (NDP)	83%	11%	6%
The Green Party	81%	8%	11%
The Liberal Party	17%	71%	12%

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2008 Federal Election			
Overall, are you satisfied or dissatisfied with the performance of each of the following federal party leaders?			
(All respondents)			
	Satisfied	Dissatisfied	Not sure
Gilles Duceppe – Bloc Québécois (Quebec Only)	62%	31%	7%
Jack Layton – NDP	58%	35%	7%
Stephen Harper - Conservative	48%	36%	16%
Elizabeth May – Green	46%	47%	7%
Stéphane Dion – Liberal	23%	70%	7%

2008 Federal Election			
Overall, are you satisfied or dissatisfied with the performance of each of the following federal party leaders?			
(Respondents who voted for each party in the Oct. 14 election)			
	Satisfied	Dissatisfied	Not sure
Gilles Duceppe – Bloc Québécois (Quebec Only)	94%	5%	1%
Jack Layton – NDP	92%	6%	2%
Elizabeth May – Green	92%	7%	1%
Stephen Harper - Conservative	85%	6%	9%
Stéphane Dion – Liberal	49%	49%	2%

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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://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=349>

Since 2006, Angus Reid Strategies has covered five 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://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=194>

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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