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CANADIANS NOTICING MULCAIR... AND WARMING TO HIM

HARPER FAILS TO IMPROVE IMAGE DESPITE RISE IN PARTY FORTUNES

[Ottawa – July 23, 2013] If there has been one issue plaguing Thomas Mulcair since he was elected Leader of the NDP more than a year ago, it is not the “Angry Tom” label used by his political opponents, nor it is his questionable driving tactics. Rather, it is simply that Canadians are not familiar with him. For months, when asked whether they approve or disapprove of his performance, nearly half of Canadians have not felt confident enough to express an opinion.

In this latest poll, however, we see evidence that Mr. Mulcair is beginning to penetrate public awareness and so far, he is producing more favourable impressions than negative ones. One-third of Canadians now approve of his performance, which slightly exceeds the 29 per cent who now disapprove of him. Love him or hate him, it seems that “Mulcair” is slowly becoming a household name. Indeed, the next time Mr. Mulcair asks “Don’t you know who I am?”, Canadians can confidently say “Yes”.

In contrast, Stephen Harper has made little headway in winning over the approval of his people. In fact, his disapproval rating has increased over three successive polls. Even at a time where his party is closing the gap with the resurrected Liberals, Mr. Harper has been unable to escape his 26-point approval rut and more than half of Canadians disapprove of him.

Turning to Justin Trudeau, we see mostly good news with a dash of bad news. For five consecutive polls, his approval rating has risen and he now rivals even the late Jack Layton, who consistently enjoyed the affection of nearly half of Canadians. Mr. Trudeau has also improved his awareness with Canada’s younger generations and those who are aware of him are giving him good approval ratings. Indeed, if Mr. Trudeau can improve his awareness even further, he may be able to sway the youth vote, an achievement that was key to Barack Obama’s success in both 2008 and 2012.

Mr. Trudeau’s disapproval rating, however, has surged seven points. It is not immediately clear what is behind this sudden rise in negativity, but it may simply be a product of increasing awareness. In any case, history has shown that approval is far more important than disapproval.

HIGHLIGHTS

- **Approval: Stephen Harper**
 - ▣ 26% Approve
 - ▣ 56% Disapprove
 - ▣ 18% DK/NR
- **Approval: Thomas Mulcair**
 - ▣ 33% Approve
 - ▣ 29% Disapprove
 - ▣ 38% DK/NR
- **Approval: Justin Trudeau**
 - ▣ 43% Approve
 - ▣ 30% Disapprove
 - ▣ 27% DK/NR

Please note that the methodology is provided at the end of this document.



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Indeed, as Mr. Harper has proven, it is not disapproval that matters (indeed, Mr. Harper won a majority government with a 50-point disapproval rating), but it is a committed base of loyal approvers that means the difference between victory and defeat.

Another interesting finding is that Trudeau has succeeded in transcending his own base. In contrast to Mr. Harper who, while he remains a star within his own party, has found little in the way of approval outside his party ranks, Mr. Trudeau receives the approval of the plurality of both NDP and Green supporters. Only Conservative supporters have expressed disdain, with the majority disapproving of Mr. Trudeau.

Mr. Mulcair, meanwhile, fares quite well with Liberal and Bloc Québécois supporters, although Green Party enthusiasts are still not sure what to make of him. He has also improved his standing within his own party, alleviating concerns that arose in April when his in-party approval rating had fallen to 51 per cent. For now, Mr. Mulcair sits 10 points behind Mr. Trudeau in terms of approval, but if he can maintain his momentum, he may very well succeed in taking the mantle as the progressive alternative to the ruling Conservatives.

Top Line Results:

Job approval ratings

Q. Do you approve or disapprove of the way ... is handling his job?

Justin Trudeau



Thomas Mulcair



Stephen Harper



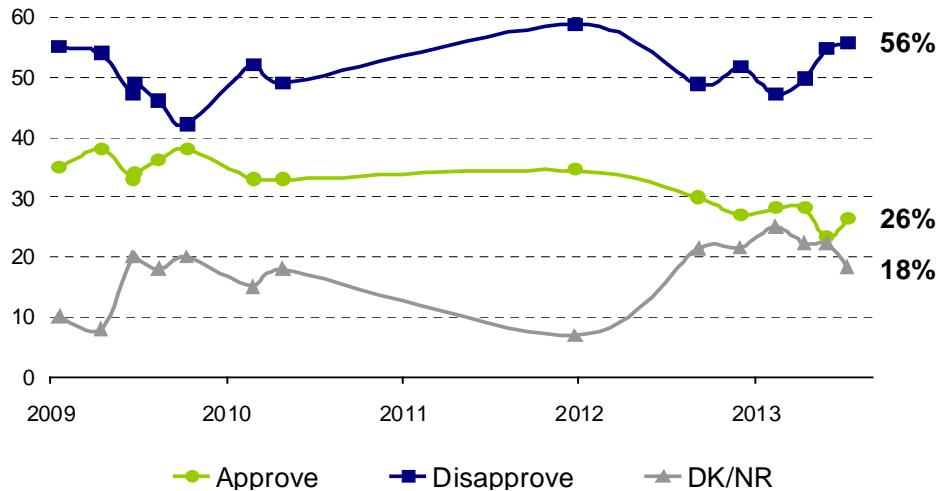
DK/NR
 Disapprove
 Approve

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BASE: Canadians; July 4-9, 2013 (n=2,900)

Approval rating – Stephen Harper

Q. Do you approve or disapprove of the way Stephen Harper, Prime Minister of Canada and leader of the Conservative Party of Canada, is handling his job?



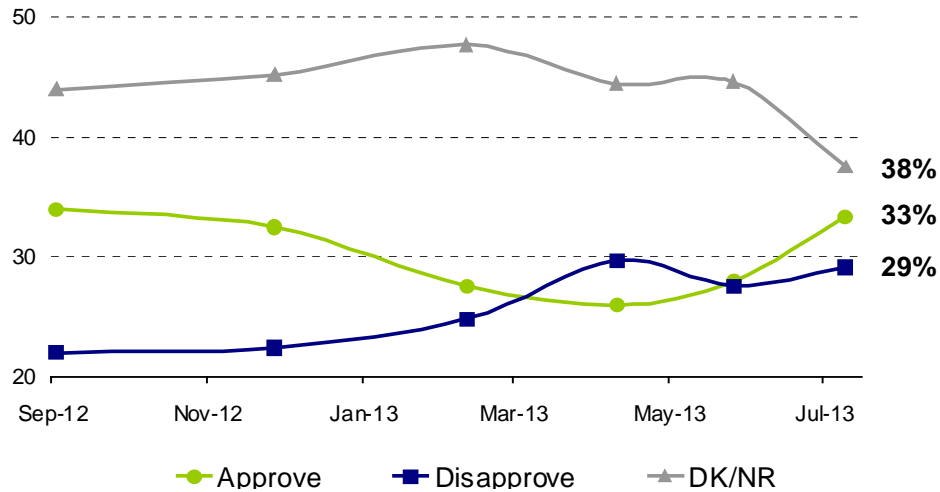
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BASE: Canadians; most recent data point July 4-9, 2013 (n=2,900)



Approval rating – Thomas Mulcair

Q. Do you approve or disapprove of the way Thomas Mulcair, leader of the Official Opposition and Leader of the New Democratic Party of Canada is handling his job?

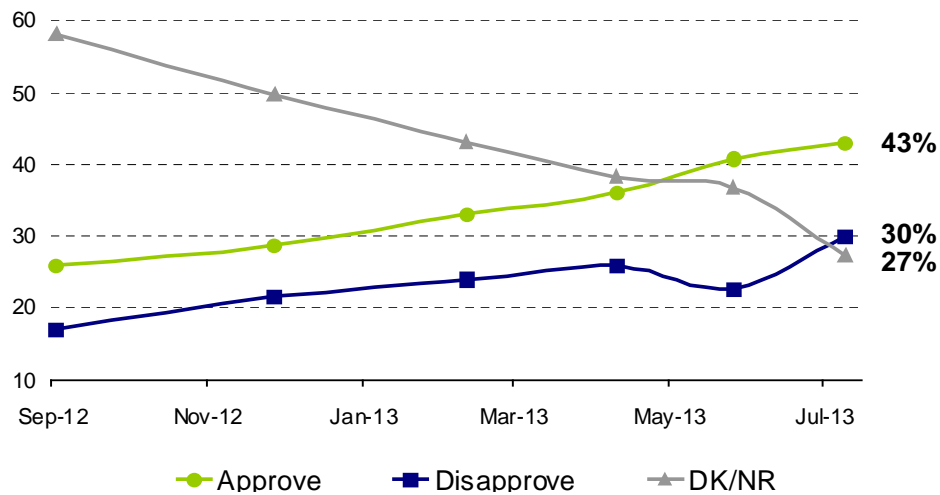


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BASE: Canadians; most recent data point July 4-9, 2013 (n=2,900)

Approval rating – Justin Trudeau

Q. Do you approve or disapprove of the way Justin Trudeau, Member of Parliament and leader of the Liberal Party of Canada, is handling his job?



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BASE: Canadians; most recent data point July 4-9, 2013 (n=2,900)


Detailed Tables:

Approval Rating – Stephen Harper						
<i>Q. Do you approve or disapprove of the way Stephen Harper, Prime Minister and leader of Conservative Party of Canada is handling his job?</i>						
	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	26.3%	55.5%	15.2%	3.0%	2900	1.8
REGION						
British Columbia	24.0%	58.4%	12.2%	5.4%	400	4.9
Alberta	38.5%	36.7%	17.1%	7.7%	330	5.4
Saskatchewan	29.4%	50.4%	12.9%	7.3%	114	9.2
Manitoba	29.5%	55.5%	14.0%	1.0%	92	10.2
Ontario	30.3%	55.5%	13.5%	0.8%	830	3.4
Quebec	15.9%	61.2%	20.4%	2.5%	908	3.3
Atlantic Canada	21.3%	63.0%	12.1%	3.6%	221	6.6
GENDER						
Male	31.0%	56.3%	11.3%	1.4%	1347	2.7
Female	22.5%	56.8%	19.4%	1.4%	1491	2.5
AGE						
<25	25.6%	52.7%	18.9%	2.9%	168	7.6
25-44	25.5%	56.9%	15.5%	2.2%	717	3.7
45-64	26.7%	59.0%	13.9%	0.4%	1134	2.9
65+	29.6%	53.3%	16.3%	0.7%	820	3.4
EDUCATION						
High school or less	26.3%	51.5%	20.5%	1.7%	795	3.5
College or CEGEP	28.8%	55.5%	14.9%	0.8%	931	3.2
University or higher	25.3%	60.5%	12.5%	1.8%	1112	2.9
COUNTRY OF BIRTH						
Canada	25.3%	59.0%	14.1%	1.6%	2400	2.0
Other	33.3%	43.4%	21.5%	1.8%	455	4.6
CURRENT VOTE INTENTION						
Liberal Party	12.1%	72.9%	14.6%	0.4%	766	3.5
Conservative Party	73.5%	15.1%	11.0%	0.4%	675	3.8
NDP	7.5%	81.4%	10.9%	0.2%	562	4.1
Green Party	14.0%	72.8%	12.6%	0.6%	168	7.6
Bloc Quebecois	11.7%	71.3%	15.7%	1.4%	196	7.0
Other	11.9%	71.5%	14.9%	1.8%	62	12.5


Approval Rating – Thomas Mulcair

Q. Do you approve or disapprove of the way Thomas Mulcair, leader of the Official Opposition and Leader of the New Democratic Party of Canada is handling his job?

	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	33.4%	29.1%	33.7%	3.8%	2900	1.8
REGION						
British Columbia	32.7%	28.8%	31.9%	6.6%	400	4.9
Alberta	20.8%	44.9%	26.7%	7.6%	330	5.4
Saskatchewan	21.3%	39.0%	30.4%	9.3%	114	9.2
Manitoba	31.8%	36.0%	30.2%	2.0%	92	10.2
Ontario	34.7%	29.0%	34.9%	1.4%	830	3.4
Quebec	39.7%	21.3%	35.6%	3.3%	908	3.3
Atlantic Canada	32.5%	23.3%	38.8%	5.4%	221	6.6
GENDER						
Male	35.9%	35.8%	26.7%	1.6%	1347	2.7
Female	32.0%	23.5%	41.7%	2.7%	1491	2.5
AGE						
<25	34.7%	26.7%	36.5%	2.1%	168	7.6
25-44	30.7%	27.7%	38.5%	3.1%	717	3.7
45-64	36.5%	31.4%	30.4%	1.6%	1134	2.9
65+	34.4%	31.0%	33.2%	1.4%	820	3.4
EDUCATION						
High school or less	27.5%	29.7%	40.3%	2.5%	795	3.5
College or CEGEP	31.0%	28.4%	38.7%	1.8%	931	3.2
University or higher	40.8%	30.2%	26.8%	2.2%	1112	2.9
COUNTRY OF BIRTH						
Canada	34.2%	29.5%	33.8%	2.5%	2400	2.0
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Liberal Party	38.2%	31.2%	29.6%	1.1%	766	3.5
Conservative Party	23.4%	44.4%	31.0%	1.2%	675	3.8
NDP	59.7%	10.0%	29.3%	0.9%	562	4.1
Green Party	24.1%	35.3%	40.6%	0.0%	168	7.6
Bloc Quebecois	41.0%	20.2%	37.9%	0.9%	196	7.0
Other	18.0%	48.6%	30.4%	3.1%	62	12.5

Approval Rating – Justin Trudeau

Q. Do you approve or disapprove of the way Justin Trudeau, Member of Parliament and candidate for leadership of the Liberal Party of Canada, is handling his job?

	Approve	Disapprove	Don't know	No response	Sample Size	Margin of Error (+/-)
NATIONALLY	42.9%	30.0%	23.9%	3.3%	2900	1.8
REGION						
British Columbia	43.5%	28.4%	22.0%	6.1%	400	4.9
Alberta	31.8%	38.6%	22.3%	7.3%	330	5.4
Saskatchewan	29.7%	31.7%	31.3%	7.3%	114	9.2
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High school or less	40.5%	32.9%	24.6%	2.0%	795	3.5
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Other	45.5%	26.9%	25.1%	2.5%	455	4.6
CURRENT VOTE INTENTION						
Liberal Party	78.7%	7.2%	13.6%	0.5%	766	3.5
Conservative Party	23.8%	54.0%	21.0%	1.3%	675	3.8
NDP	40.3%	30.9%	27.7%	1.1%	562	4.1
Green Party	43.3%	35.8%	20.9%	0.0%	168	7.6
Bloc Quebecois	36.0%	35.7%	27.9%	0.4%	196	7.0
Other	17.1%	56.3%	23.2%	3.4%	62	12.5

Methodology:

This study was conducted using Interactive Voice Response (IVR) technology, which allows respondents to enter their preferences by punching the keypad on their phone, rather than telling them to an operator.

In an effort to reduce the coverage bias of landline only RDD, we created a dual landline/cell phone RDD sampling frame for this research. As a result, we are able to reach those with a landline and cell phone, as well as cell phone only households and landline only households. This methodology is not to be confused with the increasing proliferation of non-probability opt-in online panels which have recently been incorrectly reported in major national media with inappropriate margin of error estimates.

The field dates for this survey are July 4-9, 2013. In total, a random sample of 2,900 Canadian adults aged 18 and over responded to the survey. The margin of error associated with the total sample is +/-1.8 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as sex, age, education and region). All the data have been statistically weighted to ensure the sample's composition reflects that of the actual population of Canada according to Census data.