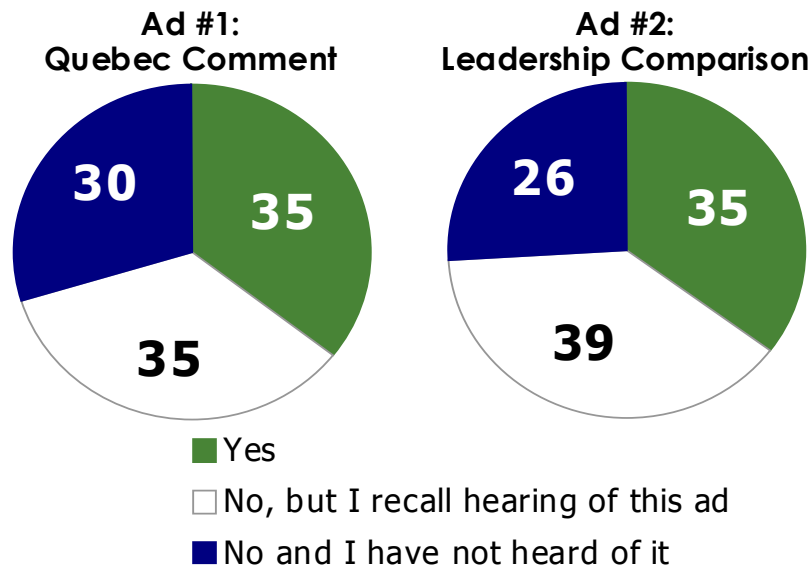


CONSERVATIVE ADS ON TRUDEAU BACKFIRING?

[Ottawa – April 20, 2013] – From Wednesday to Friday of this week, we interviewed a representative sample of some 1,828 English speaking Canadians to gauge reactions to the recent ads about the new leader of the Liberal Party. These ads were introduced by the Conservative Party immediately following his election to leader. Unlike surveys which rely on memories or second hand impressions, the entire sample viewed one of two different ads using digital media. Both ads received very similar responses, and the overall responses are summarized below:

Ad recall

Q. Before this survey, had you seen this ad?



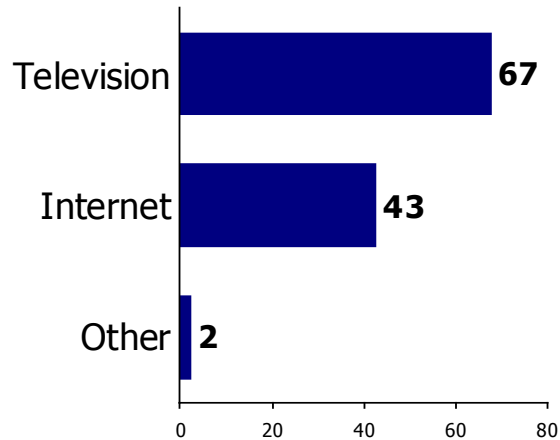
Copyright 2013. EKOS Research Associates.
No reproduction without permission.

BASE: Angophone Canadians (half-sample each); April 17-19, 2013 (n=926/902)

The ads were widely recognized. More than one-third of respondents claimed to have already seen the ads and, of those who had not, about as many had heard of them. The most common source was television (67 per cent) although a significant number saw them online (43 per cent). The highest rates of viewership were in Ontario and among those who voted Liberal in the last election.

Location of ad

Q. [IF YES] Where did you see this ad? (select all that apply)



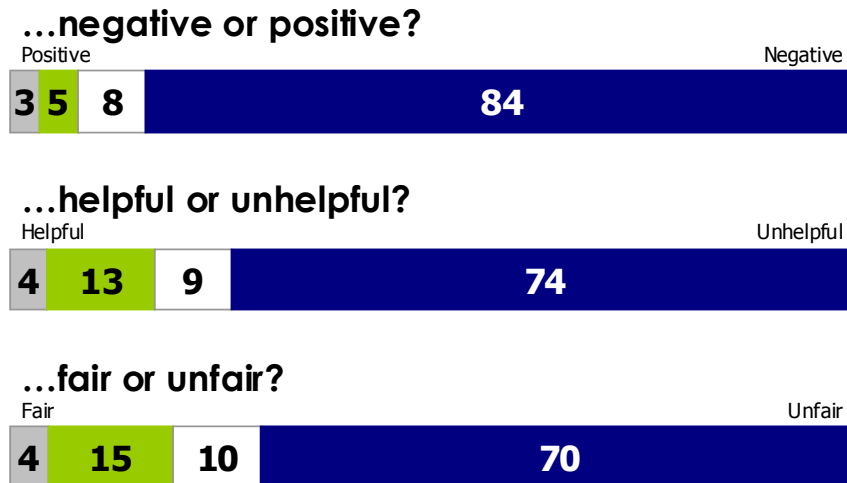
Copyright 2013, EKOS Research Associates.
No reproduction without permission.

BASE: Anglophone Canadians who recall seeing the ads; April 17-19, 2013 (n=621)

The ads were near universally seen as negative, very high majorities found them unfair and unhelpful. Only 5, 13, and 15 per cent saw them as positive, helpful, or fair (respectively). Even among Conservative supporters, most saw them as negative and did not rate them as either fair or helpful in majority terms.

Description of ad

Q. How would you describe this ad?



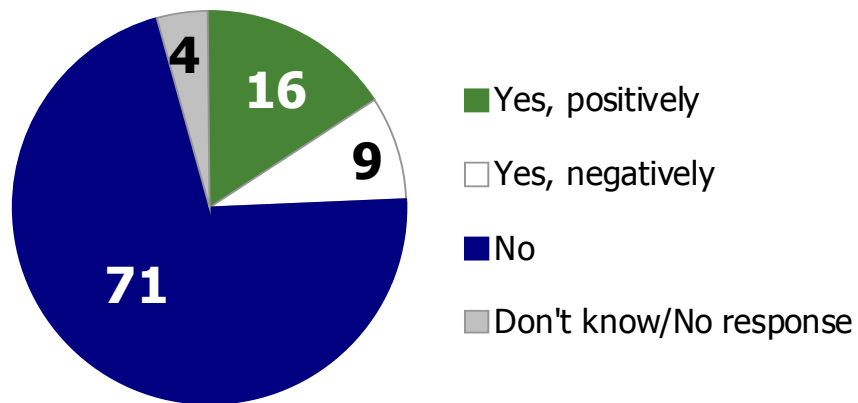
Copyright 2013, EKOS Research Associates.
No reproduction without permission.

BASE: Anglophone Canadians; April 17-19, 2013 (n=1,828)

The ads were also seen as largely ineffectual. Most respondents (71 per cent) said they had no impact on their view of Justin Trudeau and of the minority of those who did, positive impacts were nearly twice as common as negative impacts.

Impact on impression of Justin Trudeau

Q. Do you feel that this ad has changed your impression of Justin Trudeau?



Top Line Results:

Ad Recall						
<i>Q. Before this survey, had you seen this ad?</i>						
	Not strong (1-3)	Moderately strong (4)	Extremely strong (5-7)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	35.3%	36.6%	27.9%	0.2%	1828	2.3
AD SHOWN						
Ad #1 (Quebec comment)	35.4%	34.7%	29.6%	0.3%	926	3.2
Ad #2 (leadership comparison)	35.3%	38.5%	26.2%	0.1%	903	3.3
REGION						
British Columbia	25.9%	31.2%	42.7%	0.2%	349	5.3
Alberta	27.1%	40.0%	32.9%	0.0%	277	5.9
Saskatchewan	35.5%	41.0%	23.0%	0.6%	114	9.2
Manitoba	22.8%	48.1%	28.6%	0.5%	123	8.8
Ontario	43.6%	37.1%	19.1%	0.2%	525	4.3
Quebec	32.5%	37.1%	29.6%	0.8%	104	9.6
Atlantic Canada	32.7%	30.3%	37.1%	0.0%	318	5.5
GENDER						
Male	36.4%	39.9%	23.5%	0.2%	1062	3.0
Female	34.2%	33.5%	32.2%	0.2%	766	3.5
EDUCATION						
High school or less	26.4%	26.7%	46.5%	0.4%	180	7.3
College or CEGEP	35.8%	24.6%	39.4%	0.2%	434	4.7
University or higher	36.2%	41.8%	21.9%	0.1%	1214	2.8
COUNTRY OF BIRTH						
Canada	35.0%	35.8%	29.0%	0.1%	1538	2.5
Other	37.2%	41.7%	20.6%	0.6%	290	5.8
2011 VOTE						
Did not vote	18.6%	16.5%	64.9%	0.0%	54	13.3
Conservative Party	33.3%	37.0%	29.4%	0.3%	478	4.5
NDP	32.3%	36.4%	31.2%	0.1%	523	4.3
Liberal Party	44.3%	38.2%	17.4%	0.1%	561	4.1
Green Party	22.0%	51.3%	26.7%	0.0%	136	8.4
Other	15.7%	22.3%	62.0%	0.0%	20	21.9

Location of Ad						
<i>Q. Where did you see this ad? (select all that apply)</i>						
	Television	Online	Other	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	67.5%	42.6%	2.3%	0.1%	621	3.9
AD SHOWN						
Ad #1 (Quebec comment)	64.3%	45.3%	1.7%	0.0%	297	5.7
Ad #2 (leadership comparison)	71.0%	40.1%	2.8%	0.2%	325	5.4
REGION						
British Columbia	58.0%	49.5%	2.2%	0.6%	89	10.4
Alberta	48.0%	59.9%	0.0%	0.0%	65	12.2
Saskatchewan	95.9%	35.2%	25.2%	0.0%	39	15.7
Manitoba	82.0%	30.6%	2.1%	0.0%	34	16.8
Ontario	69.2%	38.0%	1.0%	0.0%	236	6.4
Quebec	76.6%	52.7%	2.6%	0.0%	38	15.9
Atlantic Canada	71.2%	45.1%	1.5%	0.3%	120	9.0
GENDER						
Male	62.3%	47.3%	0.8%	0.2%	371	5.1
Female	72.8%	37.9%	3.7%	0.0%	250	6.2
EDUCATION						
High school or less	71.2%	29.8%	1.0%	0.0%	53	13.5
College or CEGEP	76.2%	31.4%	0.0%	0.0%	153	7.9
University or higher	64.3%	47.5%	3.1%	0.1%	415	4.8
COUNTRY OF BIRTH						
Canada	66.3%	44.4%	2.1%	0.1%	523	4.3
Other	74.9%	31.8%	3.4%	0.0%	98	9.9
2011 VOTE						
Did not vote	87.6%	43.8%	0.0%	0.0%	15	25.3
Conservative Party	83.7%	21.8%	1.5%	0.2%	158	7.8
NDP	71.3%	42.9%	2.3%	0.0%	175	7.4
Liberal Party	61.9%	45.9%	0.2%	0.2%	221	6.6
Green Party	54.2%	48.3%	2.0%	0.0%	34	16.8
Other	83.8%	40.7%	0.0%	0.0%	5	43.8

Impression of ad: Negative versus Positive

Q. How would you describe this ad? Negative or positive?

	Negative (1-2)	Neither (3)	Positive (4-5)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	84.1%	8.0%	4.6%	3.3%	1828	2.3
AD SHOWN						
Ad #1 (Quebec comment)	84.0%	6.3%	5.8%	4.0%	926	3.2
Ad #2 (leadership comparison)	84.1%	9.8%	3.5%	2.6%	903	3.3
REGION						
British Columbia	89.0%	6.1%	3.4%	1.6%	349	5.3
Alberta	79.4%	10.3%	3.6%	6.6%	277	5.9
Saskatchewan	89.6%	5.6%	2.8%	2.1%	114	9.2
Manitoba	90.7%	6.6%	1.5%	1.2%	123	8.8
Ontario	83.7%	7.6%	6.4%	2.3%	525	4.3
Quebec	81.0%	14.2%	0.9%	4.0%	104	9.6
Atlantic Canada	81.0%	9.3%	3.8%	5.9%	318	5.5
GENDER						
Male	84.1%	7.8%	6.5%	1.6%	1062	3.0
Female	84.0%	8.2%	2.9%	4.9%	766	3.5
EDUCATION						
High school or less	69.0%	18.8%	6.3%	6.0%	180	7.3
College or CEGEP	77.7%	11.3%	7.0%	4.0%	434	4.7
University or higher	88.0%	5.6%	3.7%	2.8%	1214	2.8
COUNTRY OF BIRTH						
Canada	84.3%	8.0%	4.1%	3.6%	1538	2.5
Other	82.4%	7.9%	8.5%	1.2%	290	5.8
2011 VOTE						
Did not vote	76.2%	8.7%	4.5%	10.5%	54	13.3
Conservative Party	67.0%	16.1%	13.9%	3.0%	478	4.5
NDP	87.9%	5.1%	2.2%	4.8%	523	4.3
Liberal Party	93.0%	4.1%	1.6%	1.3%	561	4.1
Green Party	92.5%	4.4%	0.4%	2.7%	136	8.4
Other	81.6%	11.8%	2.3%	4.3%	20	21.9

Impression of ad: Helpful versus Unhelpful

Q. How would you describe this ad? Helpful or unhelpful?

	Unhelpful (1-2)	Neither (3)	Helpful (4-5)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	73.9%	9.2%	12.7%	4.3%	1828	2.3
AD SHOWN						
Ad #1 (Quebec comment)	74.0%	8.0%	13.8%	4.2%	926	3.2
Ad #2 (leadership comparison)	73.6%	10.4%	11.7%	4.3%	903	3.3
REGION						
British Columbia	71.4%	12.2%	14.5%	2.0%	349	5.3
Alberta	71.4%	12.4%	10.3%	5.9%	277	5.9
Saskatchewan	80.6%	8.4%	6.5%	4.5%	114	9.2
Manitoba	85.8%	6.3%	5.6%	2.3%	123	8.8
Ontario	73.5%	7.8%	14.7%	4.1%	525	4.3
Quebec	80.3%	3.1%	10.9%	5.6%	104	9.6
Atlantic Canada	73.5%	9.8%	11.4%	5.3%	318	5.5
GENDER						
Male	71.0%	9.6%	16.1%	3.4%	1062	3.0
Female	76.6%	8.8%	9.5%	5.1%	766	3.5
EDUCATION						
High school or less	43.5%	27.9%	22.3%	6.4%	180	7.3
College or CEGEP	67.3%	11.9%	16.8%	4.0%	434	4.7
University or higher	79.7%	6.0%	10.2%	4.1%	1214	2.8
COUNTRY OF BIRTH						
Canada	74.5%	8.9%	12.5%	4.2%	1538	2.5
Other	69.9%	11.2%	14.2%	4.7%	290	5.8
2011 VOTE						
Did not vote	69.0%	14.6%	7.7%	8.7%	54	13.3
Conservative Party	42.2%	20.0%	35.4%	2.4%	478	4.5
NDP	81.2%	7.1%	5.4%	6.4%	523	4.3
Liberal Party	91.7%	3.5%	2.9%	2.0%	561	4.1
Green Party	83.6%	6.5%	6.7%	3.2%	136	8.4
Other	52.6%	0.0%	6.2%	41.2%	20	21.9

Impression of ad: Fair versus Unfair

Q. How would you describe this ad? Fair or unfair?

	Unfair (1-2)	Neither (3)	Fair (4-5)	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	70.5%	10.3%	14.8%	4.5%	1828	2.3
AD SHOWN						
Ad #1 (Quebec comment)	73.3%	9.2%	14.2%	3.3%	926	3.2
Ad #2 (leadership comparison)	67.4%	11.4%	15.5%	5.7%	903	3.3
REGION						
British Columbia	71.3%	13.7%	12.9%	2.1%	349	5.3
Alberta	67.3%	13.1%	13.7%	5.9%	277	5.9
Saskatchewan	68.3%	12.6%	7.8%	11.4%	114	9.2
Manitoba	74.3%	10.4%	10.2%	5.1%	123	8.8
Ontario	70.3%	8.6%	17.4%	3.7%	525	4.3
Quebec	84.5%	5.0%	5.1%	5.4%	104	9.6
Atlantic Canada	69.7%	9.3%	16.2%	4.8%	318	5.5
GENDER						
Male	67.9%	10.1%	19.5%	2.6%	1062	3.0
Female	73.0%	10.5%	10.3%	6.3%	766	3.5
EDUCATION						
High school or less	51.4%	20.0%	21.2%	7.4%	180	7.3
College or CEGEP	63.6%	9.6%	20.9%	5.9%	434	4.7
University or higher	75.1%	9.3%	12.0%	3.6%	1214	2.8
COUNTRY OF BIRTH						
Canada	71.0%	9.8%	14.9%	4.3%	1538	2.5
Other	66.8%	13.6%	14.1%	5.5%	290	5.8
2011 VOTE						
Did not vote	67.8%	9.1%	13.7%	9.4%	54	13.3
Conservative Party	35.8%	19.0%	41.0%	4.1%	478	4.5
NDP	79.2%	9.3%	7.4%	4.1%	523	4.3
Liberal Party	90.9%	4.4%	2.5%	2.2%	561	4.1
Green Party	82.1%	9.1%	6.1%	2.8%	136	8.4
Other	39.1%	10.7%	6.2%	44.0%	20	21.9

Impact on Impression of Justin Trudeau

Q. Do you feel that this ad has changed your impression of Justin Trudeau?

	Yes, positively	Yes, negatively	No	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	15.8%	8.8%	71.4%	4.1%	1828	2.3
AD SHOWN						
Ad #1 (Quebec comment)	16.0%	10.1%	70.4%	3.5%	926	3.2
Ad #2 (leadership comparison)	15.6%	7.5%	72.3%	4.7%	903	3.3
REGION						
British Columbia	11.4%	11.7%	75.4%	1.5%	349	5.3
Alberta	9.5%	10.7%	72.5%	7.4%	277	5.9
Saskatchewan	21.5%	9.5%	65.5%	3.5%	114	9.2
Manitoba	17.5%	7.9%	71.9%	2.7%	123	8.8
Ontario	18.8%	6.7%	70.7%	3.9%	525	4.3
Quebec	6.5%	4.4%	88.3%	0.8%	104	9.6
Atlantic Canada	17.8%	12.4%	63.5%	6.4%	318	5.5
GENDER						
Male	20.3%	9.6%	67.6%	2.5%	1062	3.0
Female	11.4%	8.0%	75.0%	5.6%	766	3.5
EDUCATION						
High school or less	5.2%	10.8%	79.2%	4.9%	180	7.3
College or CEGEP	17.3%	14.9%	58.8%	9.0%	434	4.7
University or higher	16.6%	6.5%	74.6%	2.4%	1214	2.8
COUNTRY OF BIRTH						
Canada	14.6%	9.1%	72.4%	3.9%	1538	2.5
Other	23.4%	6.9%	64.2%	5.5%	290	5.8
2011 VOTE						
Did not vote	3.9%	12.0%	61.0%	23.1%	54	13.3
Conservative Party	4.4%	18.5%	72.7%	4.3%	478	4.5
NDP	17.4%	5.9%	73.8%	3.0%	523	4.3
Liberal Party	23.1%	1.9%	73.5%	1.5%	561	4.1
Green Party	13.2%	7.2%	79.1%	0.5%	136	8.4
Other	12.9%	2.3%	40.5%	44.3%	20	21.9

This study was conducted exclusively online using EKOS' unique, hybrid online/telephone research panel, *Probit*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Probit* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

In this survey, we tested two separate ads. Each respondent was shown one of the two ads selected at random. In cases where there were no significant differences between the two ads, the results were amalgamated together. In total, 926 respondents were shown "Ad #1", which depicts Justin Trudeau making some "Quebec-centric" remarks, while 902 respondents were shown "Ad #2", which compares the accomplishments of Justin Trudeau and Stephen Harper.

The field dates for this survey are April 17-19, 2013. In total, 1,828 English-speaking Canadians aged 18 and over responded to the survey. Note that the pool of respondents was restricted to those panellists who indicated a preference for completing surveys in English. The survey results should therefore be considered generalizable to English Canada. The margin of error associated with the total sample is +/-2.3 percentage points, 19 times out of 20. The survey was conducted in English only.

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.