

AN ENIGMATIC LEADER FOR CANADA
WHILE STEPHEN HARPER HAS BEEN PRIME MINISTER FOR MORE
THAN A YEAR, MOST (65%) SAY THEY DON'T KNOW HIM ANY
BETTER AS A PERSON



Ipsos Reid

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Toronto, ON – A new Ipsos Reid survey conducted on behalf of CanWest/Global Television, reveals that most (65%) Canadians would not say that they know Prime Minister Stephen Harper any better as a person since he became Prime Minister over a year ago.

Canadians from Quebec (41%), are the most likely to feel that they know Prime Minister Harper better as a person since the election, significantly more so than BC (31%) and Ontario (31%). Albertans (35%) do not feel that they have learned more about the Prime Minister as a person in the past year than any other provinces.

		REGION						Age		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	18-34	35-54	55+
Yes	34%	31%	35%	33%	31%	41%	28%	22%	31%	47%
No	65%	67%	65%	66%	68%	59%	70%	77%	68%	51%

Question: *Now that Stephen Harper has been Prime Minister for more than a year, would you say you know him any better as a person?*

Groups who do not feel they know Prime Minister Harper better as a person include:

- 72% of women do not feel they better know the Prime Minister compared to 59% of men
- Younger Canadians are more likely to say they do not know Prime Minister Harper better as a person (77% of those aged 18-24 vs. 51% of those 55+)



These are the findings of an Ipsos Reid survey fielded from February 28th to March 1st, 2007. For the survey, a representative randomly selected sample of 1,000 adult Canadians were interviewed via an on-line survey. With a sample of this size, the aggregate results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within each sub-grouping of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

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