

TRUST IN HARPER REMAINS STEADY



Ipsos Reid

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TRUST IN HARPER REMAINS STEADY

Toronto, ON – According to a new Ipsos Reid survey conducted on behalf of CanWest/Global Television, most (61%) Canadians say their trust in Prime Minister Stephen Harper has remained steady since he has been Prime Minister.

Canadians in Saskatchewan/Manitoba (30%), are the most likely to feel that their trust in the Prime Minister has decreased in the past year. This sentiment also holds true for the Atlantic provinces, with over one quarter (27%) indicating they trust Prime Minister Harper less than they did at the election, a net trust decrease of 20%. Albertans are the most likely to say their trust in Prime Minister Stephen Harper has remained the same (67%), and are least likely to indicate that their trust decreased (15%). However, they are no more likely than any of the other provinces to indicate that their trust increased.

		REGION					
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
Increased	14%	12%	15%	16%	16%	15%	7%
Decreased	23%	22%	15%	30%	23%	23%	27%
Remained the Same	61%	64%	67%	53%	60%	60%	64%
Net Trust (increased-decreased)	-9	-10	0	-14	-7	-8	-20

Question: Now that Stephen Harper has been Prime Minister for more than a year, has your trust in him increased, decreased, or remained the same?

Groups who say their trust has decreased include:

- Urban Canadians indicate their trust in Prime Minister Harper has declined (24% versus 19% in Rural locations)
- Canadians with a university education are more likely to feel a decline in trust (28% vs. 20% Canadians with less than a university education)



Groups who say their trust has increased include:

- Older Canadians are more likely to say their trust in Prime Minister Harper has increased (20% of those 55+ vs. 9% of those aged 18-24)
- Canadians with an income of \$60,000+ are more likely (19% vs. 10% with an income less than \$60,000)
- Canadians who intend to vote Conservative (29%) and BQ (17%) say their trust has increased in the Prime Minister since the last election (vs. 8% Liberal, 7% NDP, 6% Green, 4% Other)

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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