

# Juggernaut Layton Ahead on Key Leadership Attributes

## Including Best Prime Minister, Most Trustworthy

### *Michael Ignatieff's Ratings Continue to Tumble*

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**Toronto, ON** – Canadians have changed their impressions of the federal leaders drastically in the last two weeks, and when compared to two years ago Layton has made significant gains, mostly at Michael Ignatieff's expense.

The Ipsos Reid poll, conducted on behalf of Postmedia News and Global National, reveals that Jack Layton is now picked as the federal leader who would make the best Prime Minister (45%), up 10 points since early April, and up a remarkable 22 points from April of 2009. Stephen Harper has dropped to second place (42%), down 5 points since early April, while Michael Ignatieff is distantly in third place (13%), down 6 points in two weeks and down 20 points in two years.

Over the course of the campaign, Jack Layton has made significant gains in two other areas which likely resonate with voters:

- Beginning the campaign behind Stephen Harper, 43% (up 7 points) say they most trust Jack Layton and the NDP to **provide open, responsible, and ethical government**. Stephen Harper (34%, down 5 points) is in second position, but still well ahead of Michael Ignatieff (16%, down 3 points), and Gilles Duceppe (7%, up 1 point).

- While Stephen Harper (48%) continues to be the leader that Canadians **trust most to manage Canada's economy**, significantly more trust Jack Layton (30%, up 5 points) than Michael Ignatieff (18%, down 4 points), while Gilles Duceppe trails (4%).

Jack Layton's gains over the last two years have been remarkable. On most attributes he was in third place behind Michael Ignatieff and Stephen Harper. He is now leading Stephen Harper and bests Michael Ignatieff in most areas as well:

- When it comes to **someone you can trust**, Jack Layton (45%) is in first place, up 9 points in two weeks and up 20 points in two years. Stephen Harper is in second place (38%, down 4 points), followed by Michael Ignatieff (12%), who is down 5 points in two weeks and 16 points in two years. Gilles Duceppe trails (6%).
- Thinking about someone **who wants to be Prime Minister for the right reasons**, Jack Layton leads (45%, up 8 points), while Harper has slid to second place (38%, down 3 points). Michael Ignatieff is down to 14% (down 4 points), while Duceppe is also down (2%, down 2 points).
- Jack Layton (40%, up 9 points in two weeks and 16 points in two years) is also edging Stephen Harper (39%, down 5 points in two weeks) when thinking about **someone who has a vision of Canada that they can support**. Michael Ignatieff at 18% is down 2 points in two weeks, and 12 points in two years, while Gilles Duceppe trails (3%, down 2 points).
- Thinking about **someone who will get things done**, Harper (44%, down 2 points) continues to lead a charging Jack Layton (35%, up 7 points), while Ignatieff (15%, down 6 points) tumbles and Duceppe trails (6%).

- Canadians name Harper (45%, down 1 point) as **someone who has what it takes to lead Canada**, compared to Jack Layton (36%, up 9 points in two weeks and 17 points in two years), Michael Ignatieff (17%, down 6 points in two weeks and 18 points in two years) and Gilles Duceppe (3%).
- Stephen Harper (45%, up 4 points) has once again taken over as **someone who has a hidden agenda**, while Ignatieff (42%, down 2 points) has recovered slightly and is now in second place. Jack Layton (8%) and Gilles Duceppe (5%) are well behind in this category.
- Stephen Harper (50%, down 1 point) continues to best Layton (29%, up 6 points), Ignatieff (17%, down 5 points) and Duceppe (4%) when it comes to being **someone who is best to manage during tough economic times**.

*These are some of the findings of an Ipsos Reid poll conducted between April 19 to 21, 2011, on behalf of Postmedia News and Global National. For this survey, a sample of 1,023 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and political composition to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

**For more information on this news release, please contact:**

*Darrell Bricker*  
*CEO*  
*Ipsos Reid*  
*Public Affairs*  
*(416) 324-2001*

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