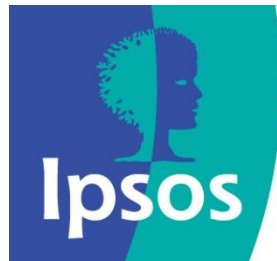


Liberals Down But Not Out as Majority (56%) of Canadians Believe Liberals Will Some Day Return to Power under Next Leader

Among 5 Candidates, Most Expect Justin Trudeau to Win Leadership Race (69%) and Have the Best Chance to Beat the Harper Conservatives in the Next Election (62%)

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Ipsos Reid

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Election (62%)***

Toronto, ON – Most Canadians are confident that the Liberals -- once Canada's natural governing party -- will return to power sometime under the reign of its next leader, according to a new poll conducted by Ipsos Reid on behalf of Postmedia News and Global Television. A majority (56%) of Canadians 'agree' (13% strongly/44% somewhat) that 'the Liberal Party, led by the person who wins the current leadership race, will someday return to power as Canada's government'. A minority (44%) of Canadians, on the other hand, 'disagree' (12% strongly/31% somewhat) that the next Liberal leader will one day be Prime Minister.

Atlantic Canadians (72%) are most likely to 'agree' that the Liberals will return to power someday under their next leader, followed by Quebecers (63%), Ontarians (58%), British Columbians (50%), residents of Saskatchewan and Manitoba (46%), and Albertans (42%).

Canadians recognize a front-runner from among five Liberal candidates already registered for the race at the time of fielding (Dec 7-12, 2012). Seven in ten (69%) Canadians say they expect Justin Trudeau, son of former Prime Minister Pierre Trudeau, to win the race and become the next leader of the Liberal Party. Two in ten (19%) expect Marc Garneau, the Liberal critic for Natural Resources, to win the upcoming leadership race. One in twenty

expect Martha Hall Findlay (5%) or Joyce Murray (5%) to be victorious in the leadership contest, while 2% expect Deborah Coyne to win.

These expectations line up closely with the candidate Canadians believe has the best chance of beating the Harper Conservatives in the next federal election. A majority (62%) believe that Justin Trudeau has the best chance to beat the governing Harper Conservatives in 2015, while one-quarter (24%) believe Marc Garneau has the best chance. One in ten (6%) believe former leadership candidate Martha Hall Findlay would have the best chance of beating the Harper Conservatives, while 4% believe either Joyce Murray or Deborah Coyne would be best able to dethrone Prime Minister Harper and the Conservatives.

<u>Leadership Candidate</u>	<u>Expect to Win</u>	<u>Best Chance to Beat Harper/CPC</u>
Justin Trudeau	69%	62%
Marc Garneau	19%	24%
Martha Hall Findlay	5%	6%
Joyce Murray	5%	4%
Deborah Coyne	2%	4%

Many Canadians, however, aren't confident that any party can defeat the Conservatives without cooperating with each other at some level, due to vote splitting on the centre-left and the presence of a united right. Half of Canadians (51%) 'agree' (14% strongly/37%) that 'in



the end, the three parties in opposition – the NDP, Liberals and Greens – will not be able to beat the Harper Conservatives on their own, so they should work out an arrangement so they don't compete against each other and split the anti-conservative vote'. Conversely, the other half (49%) 'disagree' that the three opposition parties should have such an agreement.

Quebecers (69%) are the most likely to 'agree' that the opposition parties should enter into a non-compete agreement, followed by Atlantic Canadians (60%), Ontarians (47%), residents of Saskatchewan and Manitoba (46%), Albertans (39%), and British Columbians (38%).

These are some of the findings of an Ipsos Reid poll conducted between December 7th to 12th, 2012, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,021 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics 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. The precision of Ipsos online polls is measured using a credibility interval. In this case the poll is accurate to +/- 3.5 percentage points of the entire Canadian adult population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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