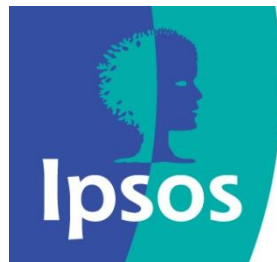


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Toronto, ON – The Conservative attack ads against Liberal Leader Justin Trudeau and the Liberal party appear to be having little impact – except perhaps to move some soft NDP votes into the arms of the Grits, according to a new Ipsos Reid poll conducted on behalf of Postmedia News and Global Television.

Four in ten (39%) Canadians have personally seen the ads on television and among those who have, three quarters (74%) were correctly able to identify the Conservative Party of Canada as the sponsor of the ads. However, this strong recall and association doesn't appear to be doing the Tories any favours.

Among Canadians who have seen the advertisements, the Liberals have a nine-point lead of intended voters over the Tories (41% Liberals vs. 32% Conservatives), while the NDP trail (21%).

Among those who haven't seen the ads, vote support among the three major national parties is much tighter (31% Liberals vs. 31% Conservatives vs. 27% NDP). While the intent of the



ads are no doubt to increase Conservative support at the expense of Liberal support, what appears to be happening is that Liberal support is being bolstered by voters switching from the NDP as a result of the ads, particularly in Quebec.

At the end of the day, among Canadians who have seen the ads on TV, 38% are more likely to vote for the Liberals because of the ads, compared to 13% who are more likely to vote for the Tories as a result (advantage +25 to the Liberals).

Both of these numbers compare to national decided voters where the Trudeau led Liberal support has climbed to 35% (+3) at the expense of the Mulcair-led NDP (25%, -2) with the Harper Conservatives, despite all of their advertising effort, basically stagnant at 32% (+1).

Ipsos tested the Conservative attack ads against Justin Trudeau using Ipsos ASI's advertising-testing methodology. The performance and impact of the ads can be compared against Ipsos ASI's advertising norms to determine whether the ads are effective or not.

Overall, just two in ten (18%) Canadians 'liked' (7% very much) the ad – well below the standard norm for likability – while six in ten (59%) 'disliked' (43% very much) it and 23% were neutral. Even among current Conservative supporters, opinions of the ads were mixed (37% liked vs. 36% disliked).

The ads may be inadvertently rallying NDP supporters around Justin Trudeau: three quarters (73%) of NDP supporters disliked the ads (56% very much) with some former NDP supporters already moving to the Liberal Party and one in five (21%) current NDP supporters indicating the ads make them more likely to vote Liberal as a result.

Moreover, 8% of Tory supporters say they're more likely to vote for the Liberals as a result of the ads, while just 8% of Liberal supporters say they're less likely to vote Liberal after seeing the ad – likely making the vote-switching impact between the Grits and the Tories a wash.

After seeing the ads, three in five (56%) Canadians could not name anything that they liked about the Conservative attack ads, and among those that could, the leading responses was that the ads were humorous and funny (6%), were truthful (6%), informative (4%) or that they showed Trudeau's inexperience (3%).

Conversely, just two in ten (20%) couldn't name something they disliked about the ads, while most could. Top mentions of dislikes included that they were an attack ad (20%), that they disliked the whole thing (13%), that they were underhanded or tasteless (12%), pointless (7%), that they were just propaganda (6%) or not credible (6%).

Testing the ads using ASI metrics and against ASI norms, the data reveal the following results, each of which tests significantly poorer than standard norms for feelings that an effective ad should evoke. Among Canadians who have seen the ads and know that the Tories were the sponsor:

- One in ten (12%) strongly agree the ads are unique and different
- One in ten (10%) strongly agree they are enjoyable to watch
- One in three (35%) strongly agree they are difficult to believe
- One in ten (9%) strongly agree that the ads are very informative
- One in ten (9%) strongly agree that the ads told them something new

In addition to these standard metrics, Ipsos tested some ad-hoc metrics appropriate to this kind of political ad among those who have seen the ads and linked them to the Tories as the sponsor:

- One in ten (10%) strongly agree that the ads are credible
- One in ten (9%) strongly agree the ads improve their perception of Stephen Harper and the Conservative Party
- Two in ten (21%) strongly agree the ads improve their perception of Justin Trudeau and the Liberal Party

Before being asked about the ad, the standard vote intention questions were asked of respondents and revealed that if an election were held tomorrow, the Liberals under Justin Trudeau would receive 35% of the vote among decided voters (up 3 points), while the Conservatives under Prime Minister Stephen Harper would receive 32% (up 1 point). Liberal gains continue to come at the expense of Thomas Mulcair and the NDP, who would receive 25% of the vote (down 2 points). The Bloc would receive 5% nationally (23% in Quebec), while the Green Party would garner 3% of the vote.

The change in the overall national figures is largely being driven by the continuation of the Liberal resurgence in Quebec, where the party is now firmly in first place with 38% of the decided vote. Conversely, the NDP slide has worsened to the point where they are now in a battle for second place with the Bloc (25% NDP vs. 23% Bloc). The Tories (12%) and Green Party (2%) remain well back. It appears that the weak performance of the Tory ads in Quebec, where only 16% of people said they liked the ads, appears to be rallying soft NDP supporters to the Liberal ranks, and is not doing much to change Conservative fortunes in the province.

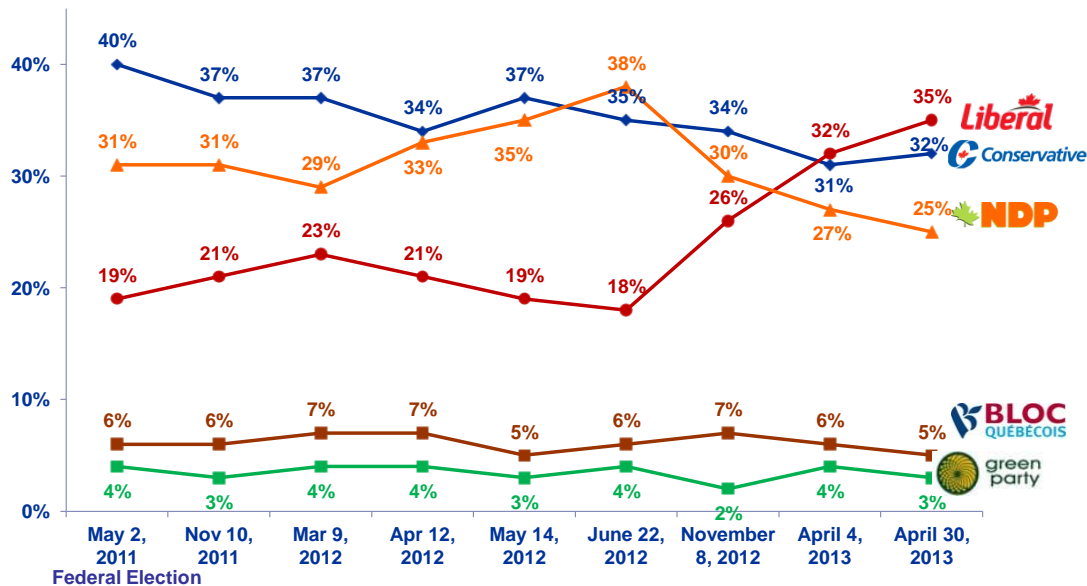


The Tories and Grits are in a tight race for support in both seat-rich Ontario (37% Conservatives vs. 35% Liberals) and British Columbia (36% Liberals vs. 32% Conservatives).

These are some of the findings of an Ipsos Reid poll conducted between April 26th and April 30th, 2013, on behalf of Postmedia News and Global Television. For this survey, a sample of 1,059 Canadians, from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the samples 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 within +/- 3.4 percentage points had all Canadians adults been surveyed. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

2013 Federal Vote Support

April 30th, 2013, percentage of decided voters.



Postmedia News / Global TV Ipsos Reid Survey, April 26 to 30, 2013. Decided voters including leaners (846).

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