

Harper Falls to Third Place behind Rivals on Previously Key Attribute Advantages

*Harper Now Trails Mulcair and Trudeau on both Who is Best to Deal with
Canada's Shaky Economy and Who Would Make Best Prime Minister*

Public Release Date: Wednesday, September 9, 2015, 4:00 pm EDT



Ipsos is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos' Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos is a leading global survey-based market research group. To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>*

© Ipsos

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John*



Harper Falls to Third Place behind Rivals on Previously Key Attribute Advantages

Harper Now Trails Mulcair and Trudeau on both Who is Best to Deal with Canada's Shaky Economy and Who Would Make Best Prime Minister

Toronto, ON – The traditional advantage that the Harper Conservatives have had on economic files has evaporated and has turned into an advantage for Thomas Mulcair and the NDP, while at the same time Mulcair continues to solidify his lead as the man voters believe would make the best Prime Minister, according to a new Ipsos poll conducted on behalf of Global News.

Thinking about which party and leader voters see as best able to deal with the weak performance of Canada's economy, four in ten (36%) believe that Thomas Mulcair and the NDP are best suited to deal with this file. By comparison, one third (33%) believe Justin Trudeau and the Liberals would be best on this issue, while only three in ten (31%) believe Harper and the Conservatives would be best, placing them last on an issue that they've traditionally dominated in the past.

In April of 2015, when asked which leader is "best to manage during tough economic times", Stephen Harper (45%) was by far the clear choice of Canadians over Mulcair (28%) and Trudeau (27%), underscoring how perceptions can completely change in just a few months' time.

© Ipsos

- 1 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*



Moreover, four in ten (39%) believe that Thomas Mulcair is the leader that would make the best Prime Minister, up 2 points, solidifying his lead over Justin Trudeau (32%, unchanged) and Stephen Harper (29%, down 2 points).

The economic policy platforms of each of the major parties have yet to be revealed in great detail. In the poll, Canadians were presented with eleven different ideas that have been crafted by the various political parties, and were asked whether or not they agreed that Canada's next government should pursue such a policy. Interestingly, fewer than half (46%) of Canadians believe that sticking to the current approach to managing the economy is the best way forward (a majority of 54% disagrees with this approach), which perhaps underscores the Harper Conservative's present struggles. Interestingly, more agree with balancing the budget (81%) than running deficits to increase infrastructure spending in order to create jobs (61%).

Policy	% Strongly agree	% somewhat agree	Total % Agree*
Decrease taxes for the middle class	44%	42%	86%
Increase the taxes paid by large corporations	49%	36%	85%
Increase taxes for higher-income Canadians	46%	36%	82%
Balance the budget	37%	44%	81%
Expand broadband internet to rural communities	30%	51%	81%
Continue the Canada Child Benefit	35%	42%	77%
Decrease the taxes paid by small businesses	24%	53%	77%
Increase our budget deficit in order to spend more on infrastructure projects to create jobs	16%	44%	61%
Raise the adoption expense tax credit limit	11%	40%	51%
Stick with the current approach to managing the economy	11%	35%	46%
Provide tax credits for companies exploring for minerals in Canada	9%	36%	45%

© Ipsos

- 2 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*



Provide a tax credit for service club members	8%	30%	38%
---	----	-----	-----

*discrepancies due to rounding

These are some of the findings of an Ipsos poll conducted between September 4 to 8, 2015 on behalf of Global News. For this survey, a sample of 949 Canadians eligible to vote was interviewed online via the Ipsos I-Say Panel. 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 within +/- 3.6 percentage points, 19 times out of 20, had all eligible voters been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

-30-

For more information on this news release, please contact:

***John Wright
Senior Vice President
Ipsos Public Affairs
(416) 324-2002***

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos

- 3 -

***Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John***