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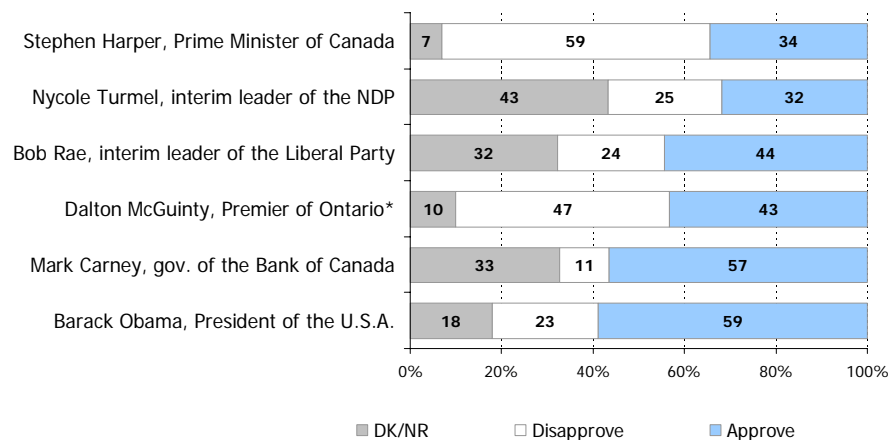
4.0 WHO DO YOU LIKE?

[Ottawa – January 13, 2012] Following a tough slog through democratic trust and alternative institutional arrangements for the future perhaps a more familiar review of approval ratings can serve as a sorbet before we conclude with Canadians' predictions for election 2015 (yikes!) and their selected top preferences for national conversations.

Chart 4.1 – Job approval ratings



Q. Do you approve or disapprove of the way ... is handling his job?



*Ontario only

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BASE: Canadians; December 14-21, 2011 (n=2,005)

Chart 4.1 is fairly self-explanatory. Let's start with Prime Minister Stephen Harper. Our most recognized leader produces the same polarized responses that we saw on the directional number for the federal government. With 34 per cent approval he slightly exceeds his party's standing and he enjoys near universal approval amongst his supporters who are all basking in Canada's new morning. For the rest of Canada, it is almost all disapproval (the mourning segment of the country). The approval numbers closely mirror the demographics of party support we discussed earlier. What may be mildly disconcerting is the rise in disapproval over the past two years. The keyword, however, is "mild", as this rise in disapproval has coincided with successfully achieving majority government and his third successive government, which I am sure are far more gratifying than his disapproval numbers.

Nycole Turmel remains the least familiar leader with very high "don't knows". While benefiting from very little negative sentiment with 25 per cent disapproval, she has approval numbers lower than her party's support. The jury is clearly still out on Ms. Turmel, but these numbers are much less auspicious than for her predecessor and this problem is reflected in the public's view of her

party's future prospects. Obviously the NDP future is, like the Liberals, hugely clouded by the question of who will lead.

Bob Rae is showing some surprising strength for a caretaker presiding over a party with one foot in the grave according to Peter Newman. With 44 per cent approval, he eclipses the Prime Minister's rating and with only 25 per cent disapproval he has some receptivity from Canadians if he should decide to throw his hat in the ring again. One striking finding for those who caution about his Ontario record as an unshakable albatross: Bob Rae fares better in Ontario than in the rest of the country and he has a very regionally even distribution of approval. By contrast, Mr. Harper receives encomiums in Alberta and contumely in Quebec.

Some have suggested Ontario's premier Dalton McGuinty could be the next Liberal saviour. Fresh from an unexpected and impressive victory in Ontario, his approval numbers would do little to extinguish that idea. His main problem is a relatively high disapproval rating, but as Mr. Harper has vividly demonstrated, levels of disapproval are not the problem.

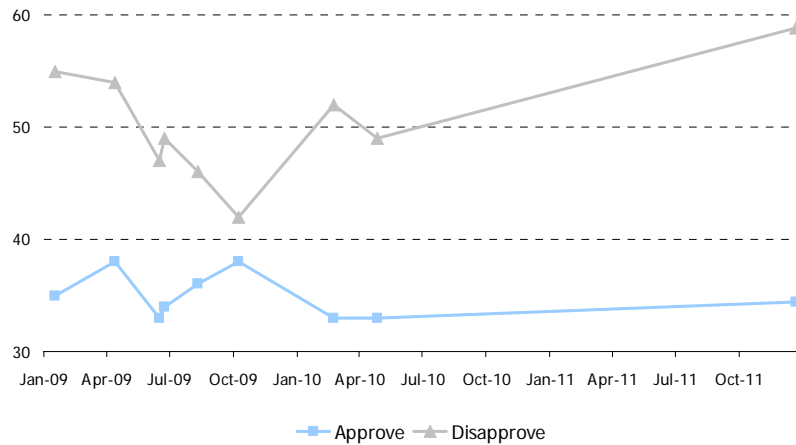
In the interest of little more than pure mischief, we complicate Mark Carney's already formidably challenging jobs by noting that he has the highest approval rating of all Canadians and ties the still (in Canada) revered President Barack Obama. Unlike Obama, he has virtually no negatives and we doubt that his trajectory is downward as in the case of President Obama. Perhaps even more remarkably, Mark Carney's blue ribbon rating with the public is equally strong among both Conservatives and Liberals – a rare point of agreement. Mark Carney may be the future Chuck Norris of Canadian politics; perhaps he can face off against Putin.

Finally, President Obama is probably ruefully wishing he was running in Canada where he retains his crown as the most approved of leader, albeit with a slight erosion from the urban sainthood conferred on him by Canada in 2008.

Chart 4.2 – Approval ratings – Stephen Harper



Q. Do you approve or disapprove of the way Stephen Harper, Prime Minister of Canada and leader of the Conservative Party of Canada, is handling his job?



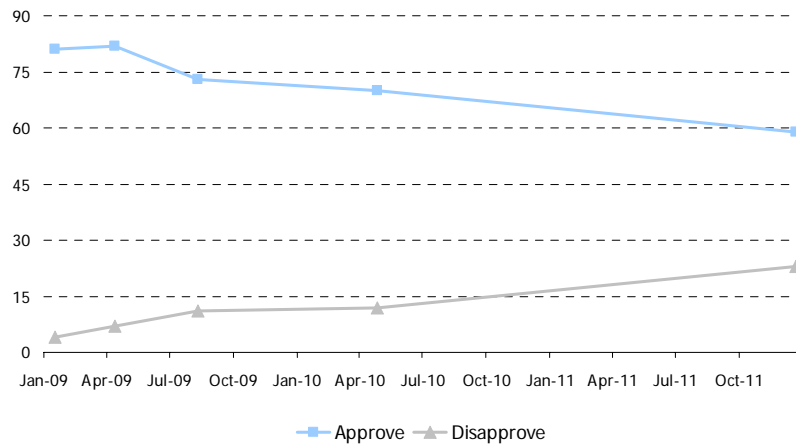
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BASE: Canadians; most recent data point December 14-21, 2011 (n=2,005)

Chart 4.3 – Approval ratings – Barack Obama



Q. Do you approve or disapprove of the way Barack Obama, President of the United States, is handling his job?



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METHODOLOGY

This study was conducted using EKOS' unique, hybrid online/telephone research panel, *Prob/t*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Prob/t* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

This particular study involved an ***online only*** survey of 2,005 Canadians. While panellists are randomly recruited, the survey itself excludes the roughly 1 in 5 Canadians without internet access. The results should therefore be considered generalizeable to Canada's online population. The field dates for this survey are December 14-21, 2011. The margin of error associated with the total sample is +/-2.2 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted to ensure the samples composition reflects that of the actual population of Canada according to Census data.