



**STAT SHEET – 200906 NANOS POLL  
LIBERAL PARTY STRENGTHS AND WEAKNESSES**

Thinking of the Liberal Party of Canada, what do you think its main strength is?

Unprompted Responses	Percent (n=1004)
Defined strength	35%
No strength	15%
Unsure of strength	51%

Thinking of the Liberal Party of Canada, what do you think its main weakness is?

Unprompted Responses	Percent (n=1004)
Defined weakness	49%
No weakness	2%
Unsure of weakness	49%

Overall Definition of the Liberal Party of Canada

Defined strengths	35%
Defined weaknesses	49%
Net Image Impact	-14

Comparative Questions for the Conservative Government

Thinking of the Conservative government, what do you think its main strength is?  
Thinking of the Conservative government, what do you think its main weakness is?

Overall Definition of the Conservative Government\*

Defined strengths	36%
Defined weaknesses	65%
Net Image Impact	-29

\*Random Telephone Survey of 1,001 Canadians from May 26<sup>th</sup> to June 1<sup>st</sup>, 2009.  
The margin of accuracy for a sample of 1,001 is  $\pm 3.1\%$ , 19 times out of 20.

Percentages may not add up to 100 due to rounding.  
Random Telephone Survey of 1,004 Canadians from June 17<sup>th</sup> to June 21<sup>st</sup>, 2009  
The margin of accuracy for a sample of 1,004 is  $\pm 3.1\%$ , 19 times out of 20.  
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**Thinking of the Liberal government, what do you think its main strength is?  
[Open-ended]**

	Frequency	Percent	Valid Percent	Cumulative Percent
Unsure	508	50.6	50.6	50.6
No strengths/don't think they have one	148	14.8	14.8	65.3
Michael Ignatieff/new leadership	80	7.9	7.9	73.3
Experience/reputation/better at communicating	46	4.6	4.6	77.9
Balanced/reasonable/diverse	43	4.3	4.3	82.2
Being opposition/not Harper or Conservatives	40	4.0	4.0	86.1
More centrist/their values are better for Canadians	40	4.0	4.0	90.1
Popularity/have more national support	22	2.2	2.2	92.3
Financially sustainable/stance on economy	20	2.0	2.0	94.3
Concerned with social issues/policy	12	1.2	1.2	95.5
Healthcare policies	10	1.0	1.0	96.5
Environmental policies	7	.7	.7	97.2
Good team/specific party members	6	.6	.6	97.8
Party unity	5	.5	.5	98.4
Job creation	5	.5	.5	98.8
They have a lot of money	5	.5	.5	99.3
Education policies	3	.3	.3	99.6
Ontario/City of Toronto	2	.2	.2	99.7
Immigration	1	.1	.1	99.8
Anglophone	1	.1	.1	99.9
Foreign policy	1	.1	.1	100.0
<b>Total</b>	<b>1004</b>	<b>100.0</b>	<b>100.0</b>	

Percentages may not add up to 100 due to rounding.

Random Telephone Survey of 1,004 Canadians from June 17<sup>th</sup> to June 21<sup>st</sup>, 2009

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**Thinking of the Liberal Party of Canada, what do you think its main weakness is?  
[Open-ended]**

	Frequency	Percent	Valid Percent	Cumulative Percent
Unsure	494	49.2	49.2	49.2
Lacking strong leadership/Michael Ignatieff	119	11.8	11.8	61.0
A lot/don't agree with policies	58	5.8	5.8	66.8
Disconnected from/don't do enough for Canadians	44	4.3	4.3	71.2
Past history/reputation/experience	44	4.3	4.3	75.5
Not keeping promises/not trustworthy	35	3.5	3.5	79.0
Lack of organization	32	3.2	3.2	82.1
Fiscal management/overspending	27	2.7	2.7	84.8
Greedy for power	21	2.1	2.1	86.9
Scandals	21	2.1	2.1	89.0
No weakness	18	1.7	1.7	90.7
Don't focus on certain regions enough	16	1.6	1.6	92.3
Inability to attract support/not strong enough	16	1.6	1.6	93.9
Transparency is lacking/not direct/too much spin	13	1.3	1.3	95.1
No different than Conservatives	10	1.0	1.0	96.2
Healthcare	9	.9	.9	97.0
Environment	6	.6	.6	97.6
Lack of funds	5	.5	.5	98.1
Employment	4	.4	.4	98.5
Associating with NDP	4	.4	.4	98.8
Defence/war	3	.3	.3	99.2
Social programs (homeless childcare, seniors)	3	.3	.3	99.5
Inability to work with others	3	.3	.3	99.7
Education	1	.1	.1	99.9
Trying to get them to look more at the aboriginal people	1	.1	.1	100.0
<b>Total</b>	<b>1004</b>	<b>100.0</b>	<b>100.0</b>	

Percentages may not add up to 100 due to rounding.

Random Telephone Survey of 1,004 Canadians from June 17<sup>th</sup> to June 21<sup>st</sup>, 2009

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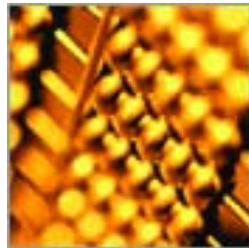
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At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



## Getting Started

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- Online Surveys
- eDeliberative Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



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Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.



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