

Nanos Poll On Party Perception By Voters



Thunder Bay, ON -- Nik Nanos, of Nanos Research states, "In our most recent poll we asked Canadians to articulate what they believed the main strengths and weaknesses of the Liberal Party were. Of note, both the Conservatives and the Liberals received an overall negative brand score with more Canadians likely to cite a weakness than a strength".

"However the negative definition of the Conservatives is significantly stronger than that of the Liberals (Conservative defined weaknesses 65%, Liberal defined weaknesses 49%). With the change in leadership for the Liberals, there are still a significant number of Canadians who have yet to cast judgment on the Liberals with one of every two Canadians being unable to articulate a Liberal strength or weakness. This points to the fact that the Liberals still require a significant effort to define themselves and explains the Conservative attempts to fill the Liberal perception void".

The Nanos Poll also suggests that Canadians are more likely to cite the respective leaders as a party weakness than any other factor. Beyond the leader, the Conservative brand has a greater tendency to be driven by performance factors such as managing the economy, being consistent and well organized. The Liberal brand, beyond Ignatieff, tends to be driven by experience and the perception that it is more balanced on issues and is more centrist in its approach.

Looking at the weaknesses of the two parties, there are interesting threads of opinion. For the Conservatives, many of their brand weaknesses relate to their style of politics while for the Liberals their brand weaknesses relate to the past or organizational capabilities.

Liberal Party Strengths Question: Thinking of the Liberal Party of Canada, what do you think its main strength is? [Open-ended]

Defined strength 35%
No strength 15%
Unsure of strength 51%

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

Defined weakness 49%
No weakness 2%
Unsure of weakness 49%

Net Image Impact: -14

The Net image impact score is calculated by subtracting defined weaknesses from defined strengths.

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 26th to June 1st, 2009. The margin of accuracy for a sample of 1,001 Canadians is 3.1 percentage points, plus or minus, 19 times out of 20.

[Email this](#) [Bookmark](#) [Set as favorite](#)

Comments (0)

[Subscribe to this comment's feed](#)

Write Comment

Name

Search



TWO STOREY NEAR WOODCREST SCHOOL
Hardwood floors. Hi-eff. furnace with a/c.
Main floor family rm. 2 gas f/p s. Vaulted
ceilings in lr. Heated att. garage heated &
wired. Workshop. Inground sprinkler sys.
\$319,900.



Vince Mirabelli
Sales Representative

Cell: (807) 474-1765
or
Office (807) 344-5700

Your #1
Online
Destination
for Laptops,
High-Def TVs,
LCDs & More!

Shop Online & Save

The Best Deals
Anytime, Anywhere!

TigerDirect.ca

Google Translate

Select Language

[Gadgets powered by Google](#)



Upcoming Live-Stream Broadcasts

June 15, 2009 - 6:30PM --

GIANT
GOASTSIE BODICE
presents...
PARTY
with the Paramedics IV
at the Pozz
Gates Open at 5:00 p.m.

BEAT THE WAVE
TROOPER
Steve Clark and the Howlers
Doubie's Band
Monday Park

Weekend Pass
\$30.00
Tickets available at the Pozz or any Paramedic
JULY 17TH AND 18TH
AGE OF MAJORITY REQUIRED
RAIN OR SHINE OUTDOOR EVENT
For more information call
344-7490