



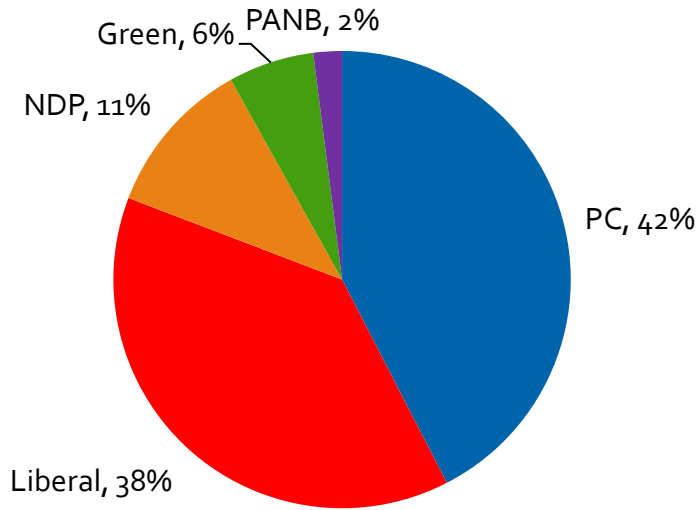
## PCs hold marginal lead over Liberals

A survey of 749 eligible voters in New Brunswick  
September 21, 2010

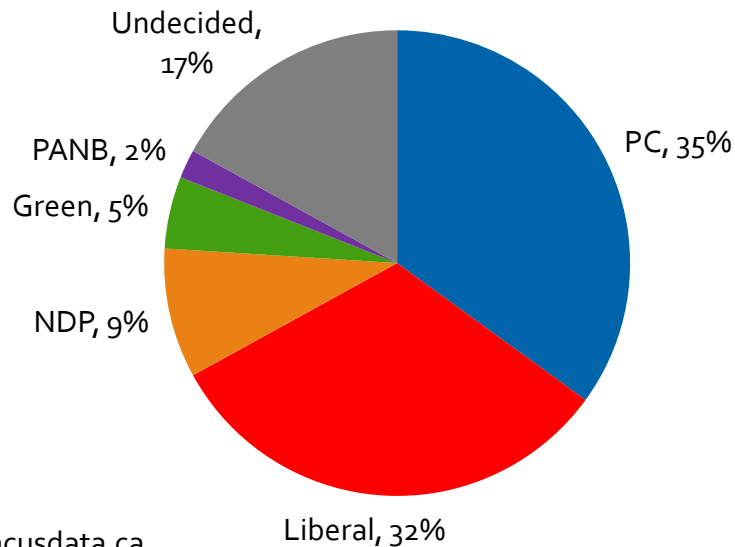
[www.abacusdata.ca](http://www.abacusdata.ca)

ABACUS DATA

**If the election was held today, which political party would you vote for?  
(n=619, decided voters)**



**If the election was held today, which political party would you vote for?  
(n=749, eligible voters)**



**Methodology**

749 eligible New Brunswick voters completed the Abacus Data survey.

Interviews were conducted by telephone from September 17 to 19, 2010. The margin of error is +/-3.7%, 19 times out of 20.

Figures may not add up to 100% due to rounding.

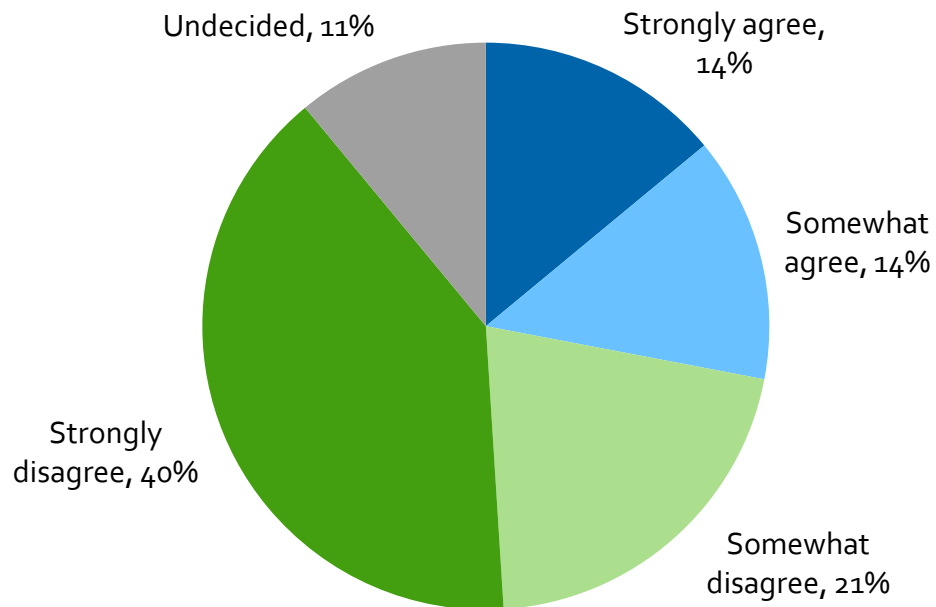
**Analysis**

One week before the election, the Progressive Conservative Party has a lead over the Liberal Party that is within the margin of error for the survey.

35% of eligible voters in NB said they would vote PC, followed by 32% for the Liberals, 9% for the NDP, 5% for the Green Party, and 2% for the People's Alliance of New Brunswick. 17% of respondents said they were still undecided.

Among decided voters, the PCs lead 42% to 38% over the Liberals, again within the margin of error for the survey.

As you may know, the provincial government tried to sell parts of New Brunswick Power to Hydro Quebec. Do you agree or disagree that selling NB Power was the right thing to do for the province?  
(n=749, eligible voters)



### Analysis

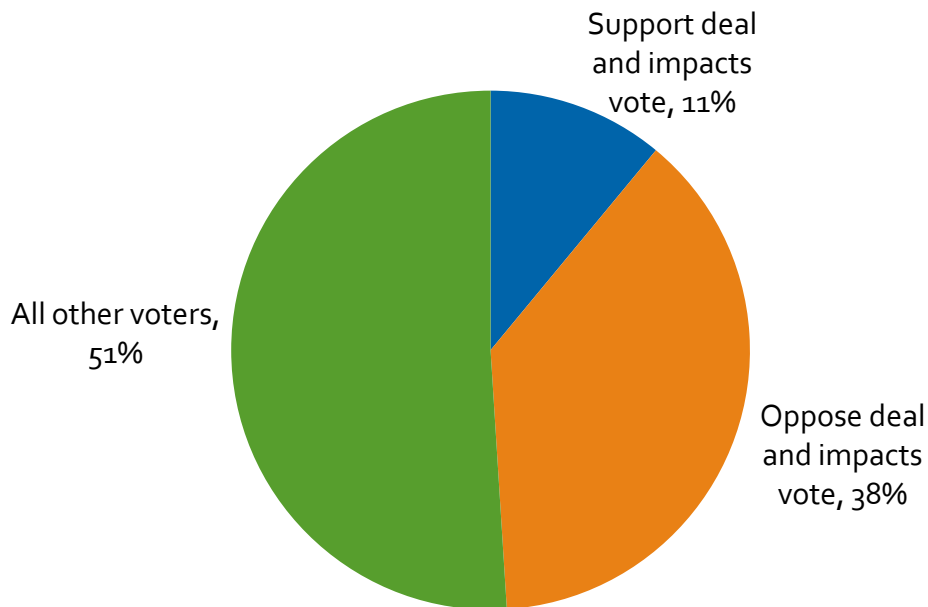
A majority of NB voters (62%) disagreed when asked if selling NB Power was the right thing to do for the province while only 28% either strongly or somewhat agreed.

Attitudes about the deal were correlated with vote choice. Over three quarters of voters who strongly agreed that the deal was good for the province said they would vote Liberal, while 56% of those who strongly disagreed said they would vote PC.

Vote Choice by Attitudes toward NB Power Deal (n=749, eligible voters)

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure	Total
PC	11%	17%	33%	56%	16%	35%
Liberal	75%	54%	34%	8%	27%	32%
NDP	6%	5%	13%	11%	8%	9%
Green	5%	2%	5%	7%	5%	5%
PANB	2%	4%	1%	1%	1%	2%
Undecided	2%	18%	15%	17%	43%	17%
N	107	104	160	296	83	749

## Attitudes about NB Power deal and Impact on Vote Choice (n=749, eligible voters)



### Analysis

Survey data indicated that the NB Power deal was an important determinant of vote choice for about half of eligible voters.

Overall, 38% of respondents said the deal was important to their vote and believed it was not good for the province. Another 11% said the deal was important to their vote but believed it was good for the province.

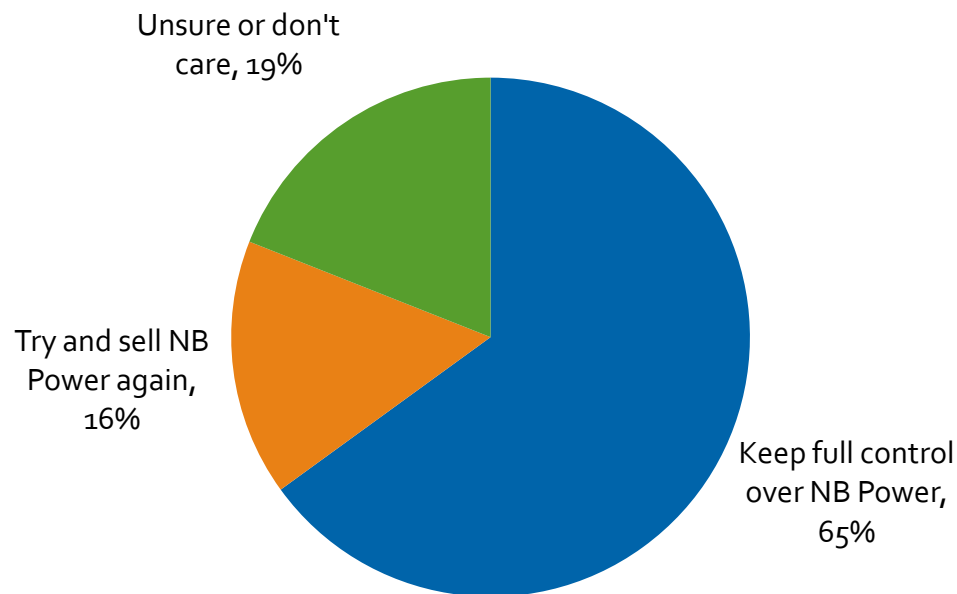
The PC Party is the main beneficiary of engaged opponents of the deal. More than 5 in 10 voters who opposed the deal and said it would impact their vote (55%) said they were voting PC.

The Liberals have a large lead among voters who said the deal was not important to their vote.

## Vote Choice by Attitudes toward NB Power Deal and Importance to Vote (n=749, eligible voters)

	Support deal and impacts vote	Oppose deal and impacts vote	All other voters	Total
PC	23%	55%	22%	35%
Liberal	53%	11%	43%	32%
NDP	8%	12%	8%	9%
Green	5%	5%	6%	5%
PANB	3%	1%	2%	2%
Undecided	9%	15%	20%	17%
N	79	287	383	749

**Regardless of which party wins the election, what should the next government do with NB Power?  
(n=749, eligible voters)**



**Analysis**

Most New Brunswick voters (65%) want the province to keep full control over NB Power. Only 16% said it should try and sell the power utility again.

Those who preferred keeping full control of NB Power were more likely to vote PC than Liberal, while a large majority of those who want to try and sell NB Power again said they would vote Liberal.

**What to do with NB Power by Vote Choice (n=749, eligible voters)**

	Keep full control	Try and sell again	Unsure don't care	Total
PC	45%	18%	16%	35%
Liberal	22%	63%	41%	32%
NDP	11%	7%	6%	9%
Green	5%	5%	5%	5%
PANB	1%	3%	2%	2%
Undecided	17%	4%	29%	17%
N	488	116	143	749

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## ABOUT ABACUS DATA INC.

## Abacus Data Inc. is a full-service strategic research firm located in Ottawa.

No two research questions are the same. Neither is the method for answering them. What makes us different is our approach to working with clients.

Our team of research professionals can manage all your research needs, both quantitative and qualitative. What's different is how we interpret the data. We go deeper, use more advanced methods, and never make a recommendation we cannot back up with rigorous analysis. We never want you, our research partner, to walk out of a briefing without your questions answered.



“When you look for a research partner – you want just that – a partner. It’s a question of commitment and focus and getting to know our client’s business. That’s the Abacus Data difference.”

- *David Coletto, CEO*

## Why the Abacus?

Abacus Data Inc. was established to be a different kind of research firm. Although our team adheres to the highest standards of research methodology, our mission is inspired by a set of values we share with the Abacus.

**History** – The abacus has been used for thousands of years all over the world. It is a tried and test tool for calculating simple arithmetic functions. Our team are experts in multiple research methods and cut no corners when it comes to upholding reliability and validity in all our work.

**Universality** – The abacus has crossed borders and cultures. In almost every culture in every land has some form of the abacus been used in mathematics. When it comes to research, solid methodology is the cornerstone to results that clarify concepts and identify opportunities for progress. Regardless of topic, organization, problem, or language, our clients benefit from our commitment to high quality research and a keen focus on going deeper in our analyses.

**Simplicity** – The abacus is often the first introduction to math. Although we use advanced analytics, our clients expect understandable findings and recommendations that can be used to make better business decisions.

**Transparency** – On an abacus, you can see the beads, move them yourselves and see how they add up. There is no black box where data goes in and results come out. At Abacus Data, our clients can expect the same type of transparency from our work. We will not make recommendations that are not backed up by data. We disclose how data was collected and what analyses were used to derive conclusions.

**Data that makes you think** – An abacus is not a numbers machine. It relies on the human brain to work. At Abacus Data, we don't just collect data and produce a set of tables. Our research approach produces more focused, accurate, and useful data and our fresh perspective delivers new insights to that help our clients achieve their long and short-term goals.



## Our Approach

Abacus Data was founded because there is a need in the strategic research sector for more professionals who are highly trained but aren't stuck in the traditional way of doing things. We are committed to providing insightful findings that drive strategic decision making by linking our commitment to research fundamentals with an in-depth knowledge of our clients and high-quality yet unconventional data analysis.

The Abacus Data Approach to research has three basic elements:

### Research Fundamentals

We believe that there is a right way and a wrong way to conduct research. A commitment to detail and fundamentals means that in all our work, we maintain the integrity of the research process.

### Knowing Our Clients

Part of our job is to ask questions of our clients and help them identify their core research questions. To do that, we have to know and understand the business environment and particular challenges facing their organization.

### A Fresh Perspective

Partnering with Abacus Data means your organization is working with a team who values unconventional and organic thinking. No idea is too out of the box. No interpretation too radical. The key is whether the data backs it up.

## Our Methods

Abacus Data is a full service research and strategy consulting firm whose work is guided by our commitment to our clients, the research process, and looking at things differently. Below is a list of the types of research we have completed for clients. This list continually grows as we encounter new ways to engage people in the research process.

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- Omnibus surveys
- Focus groups
- Intercept studies
- One-on-one interviews
- Custom panel creation and management
- Secondary data analysis

## Our Expertise

The Abacus Data research team has expertise partnering with clients in the following fields:

- Public Affairs
- Corporate Affairs and Reputation Management
- Employee and Member Relations
- Litigation support and expert testimony
- Youth or Student Targeted Research
- "Voice of the Customer" Research
- Local Political Research