



# Little Change in Party Support; Conservatives lead Liberals by 11 points

A survey of 1,361 Canadians  
Conducted from December 3 to 6, 2010  
Released: December 7, 2010

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



## Methodology

From December 3<sup>rd</sup> to 6<sup>th</sup>, 2010, Abacus Data Inc. conducted an online survey among 1,361 randomly selected Canadian adults from an online panel of over 100,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 2.7%, 19 times out of 20.

Results of the survey were statistically weighted by gender, age, region, language using census data from Statistics Canada and by past vote using Elections Canada results from the 2008 General Election. Totals may not add up to 100 due to rounding.

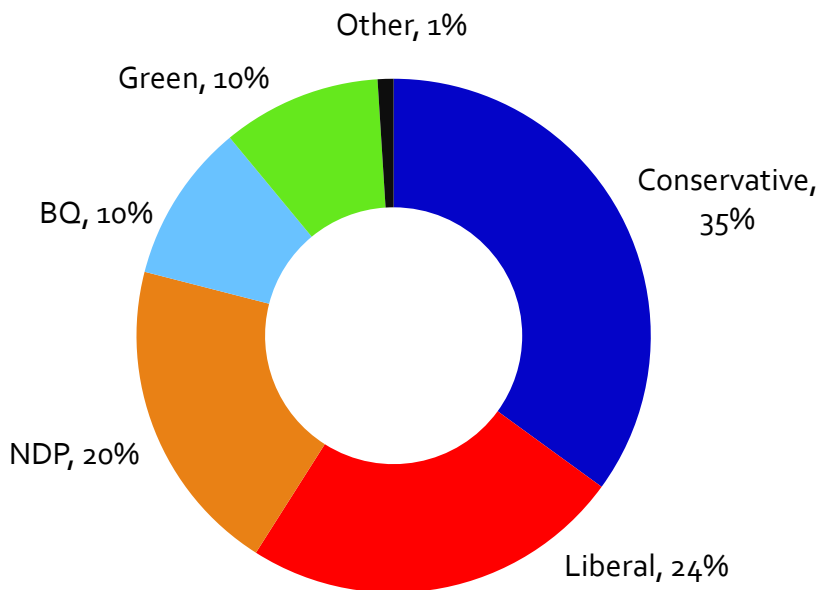
More interviews were completed in Atlantic Canada and so the weighted total of interviews does not add up to 1,361.

For more information about the poll's methodology, visit the Abacus website at [www.abacusdata.ca](http://www.abacusdata.ca)

The table below reports the unweighted and weighted distribution by region or province.

Region/Province	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic Canada	253	99
Quebec	257	317
Ontario	474	511
Prairies (MB and SK)	79	92
Alberta	132	145
BC	166	187
Total	1361	1351

**If a federal election were held today, which party would you vote for in your constituency?**  
 (Decided Voters, n=1219, includes leaners, weighted)



**Undecided = 10%**

The Conservative Party has a healthy 11-point lead over the Liberal Party. The NDP continues to garner the support of about one in five decided voters while the Bloc Quebecois and the Green Party each received the support of 10% of decided voters.

Since early November, there has been very little movement in the national ballot numbers. All change is within the margin of error for the surveys.

In battleground Ontario, the Conservatives lead the Liberals by eight points, with the NDP at 21%.

In Quebec, the Bloc Quebecois continues to dominate with four in ten decided Quebec voters saying they would vote BQ. The Liberals, Conservatives, and NDP are in a statistical three-way tie.

In British Columbia, the Conservatives have a nine-point lead over the NDP with the Liberals trailing at 21%.

The Tories continue to dominate in Manitoba, Saskatchewan, and Alberta.

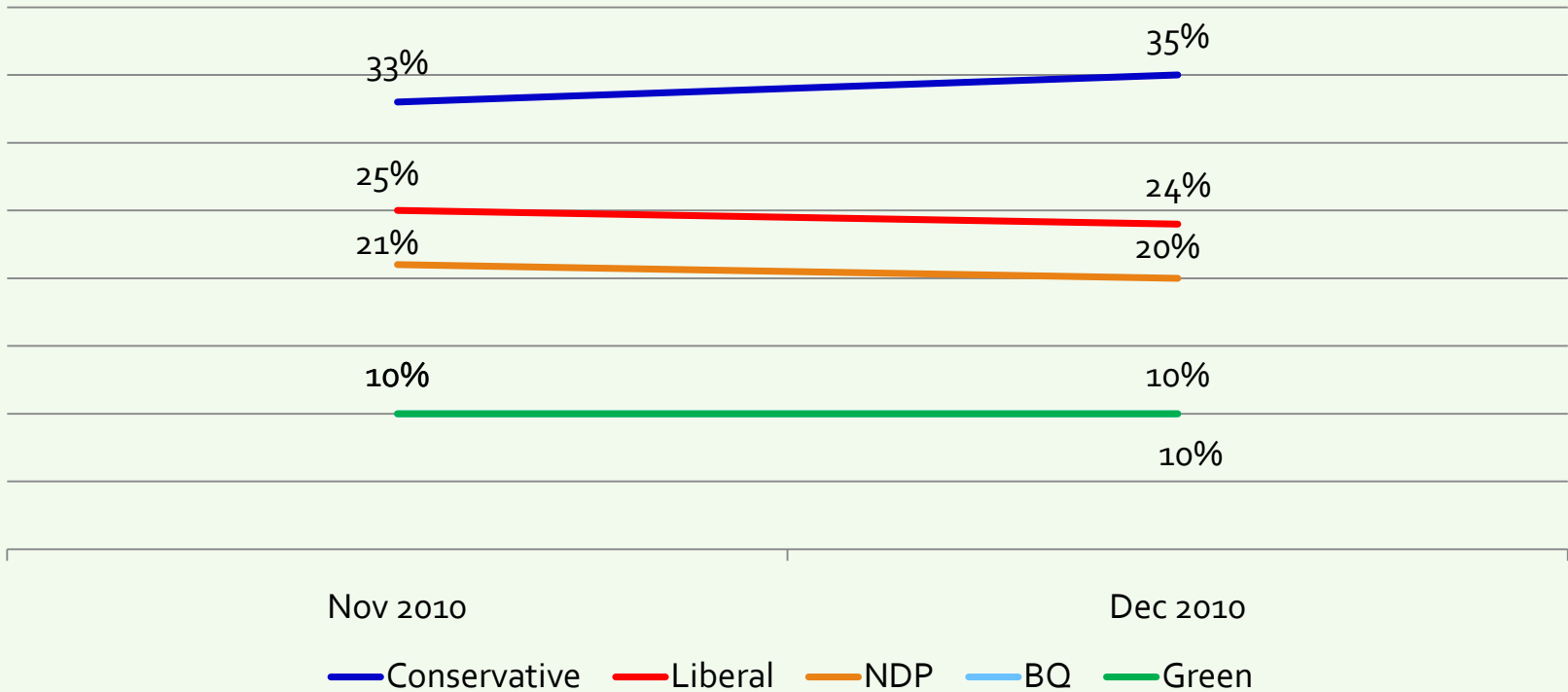
The federal political landscape remains almost completely unchanged from Abacus Data’s November national survey. The Conservatives have a substantial lead over the Liberals but are still out of majority government territory, due to different regional vote concentrations of the Liberals and NDP.

For the Liberal Party, these results continue to demonstrate a form of stasis with the public. More worrisome is the NDP’s slow creep up – especially in Quebec.

With the BQ dominating Quebec and the Liberals and NDP splitting the anti-Tory vote, there is little reason in the data to suggest anyone (except perhaps Gilles Duceppe) wants an election at the moment. If anything, Canadians are in a holding pattern and the results of an election today would look very much like that in 2008.



## Change in Voting Preference



### Analysis

Since early November 2010, voter preference has changed very little. In fact, no change is outside of the margin of error for our surveys.

	Male	Female	18-29	30-44	45-59	60 +
Conservative	38%	32%	24%	33%	39%	42%
Liberal	25%	24%	23%	25%	22%	26%
NDP	18%	23%	26%	19%	21%	16%
BQ	10%	10%	9%	10%	11%	10%
Green	8%	11%	16%	12%	7%	4%
Other	1%	1%	2%	1%	1%	2%
<i>Unweighted count</i>	650	578	164	344	465	266
<i>Weighted count</i>	595	624	253	340	324	302

	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Conservative	35%	18%	38%	48%	56%	35%
Liberal	33%	18%	30%	23%	18%	21%
NDP	26%	17%	21%	23%	13%	26%
BQ	-	40%	-	-	-	-
Green	6%	7%	11%	4%	11%	14%
Other	1%	-	-	1%	2%	5%
<i>Unweighted count</i>	227	243	422	66	121	148
<i>Weighted count</i>	89	299	452	77	134	168

## Just the Facts: Abacus Data Inc.

Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry. Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides strategic insight to our clients. What sets the team at Abacus Data apart is its fresh perspective on politics, business, and consumer behaviour and a commitment to its clients.

Abacus Data offers its clients a comprehensive research tool kit that includes:

- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel ([www.vertexpanel.ca](http://www.vertexpanel.ca))
- Omnibus surveys
- Focus groups
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis



### Dr. David Coletto, CEO

Coletto has over six years experience working in the marketing research industry. He has conducted research studies for organizations in many sectors including pharmaceutical, transportation, educational, telecommunications, media, arts and cultural, tourism, and retail. He has also advised elected officials and senior-level decision makers at the federal, provincial, and municipal government levels.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

## Abacus Data also runs the Vertex Panel:

An online research panel of Canada's leading public policy practitioners and scholars.



Find out more at [www.vertexpanel.ca](http://www.vertexpanel.ca)

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