

# TORIES LEAD BY 9; VOTE FIRMING UP

Abacus Data poll: March 24 – 28, 2011, n=1,000 online survey from representative panel of over 100,000 Canadians

## VOTE INTENTIONS FEDERAL ELECTION 2011



March 28, 2011

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

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ABACUS DATA

## Abacus Data: Not your average pollster

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
- Informal discussions
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

### Dr. David Coletto – Abacus Data's CEO

David has seven years experience listening and interpreting what voters, consumers, and opinion leaders want and expect from government, business, and the non-profit sectors. He has worked with some of Canada's largest corporations and some of its smallest issue and advocacy groups.

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

David is currently a Visiting Fellow at the Arthur Kroeger College of Public Affairs. He is frequently called upon by news media for his unique perspective on public affairs, millennials, corporate citizenship, and political party finance. He co-authored a chapter in the recently released book *Money, Politics and Democracy* (eds Young and Jansen, UBC Press 2011).

**Abacus Data also has a number of unique research practices.**

Click on the graphics below for more information.



## Methodology

From March 24<sup>th</sup> to March 28<sup>th</sup>, 2011, Abacus Data Inc. conducted an online survey among 1,000 randomly selected Canadian adults from an online panel of over 100,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.2%, 19 times out of 20.

Results of the survey were statistically weighted by gender, age, region, language, and immigration status 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.

### Ballot Questions

The ballot question was the 4<sup>th</sup> question asked of respondents following their gender, province, and their likelihood of voting in the election. Responses to the questions below are merged to create our ballot variable.

**Q: If a federal election were held today, which party would you vote for in your constituency? (parties listed randomly)**

If the respondents said they were undecided, they were asked:

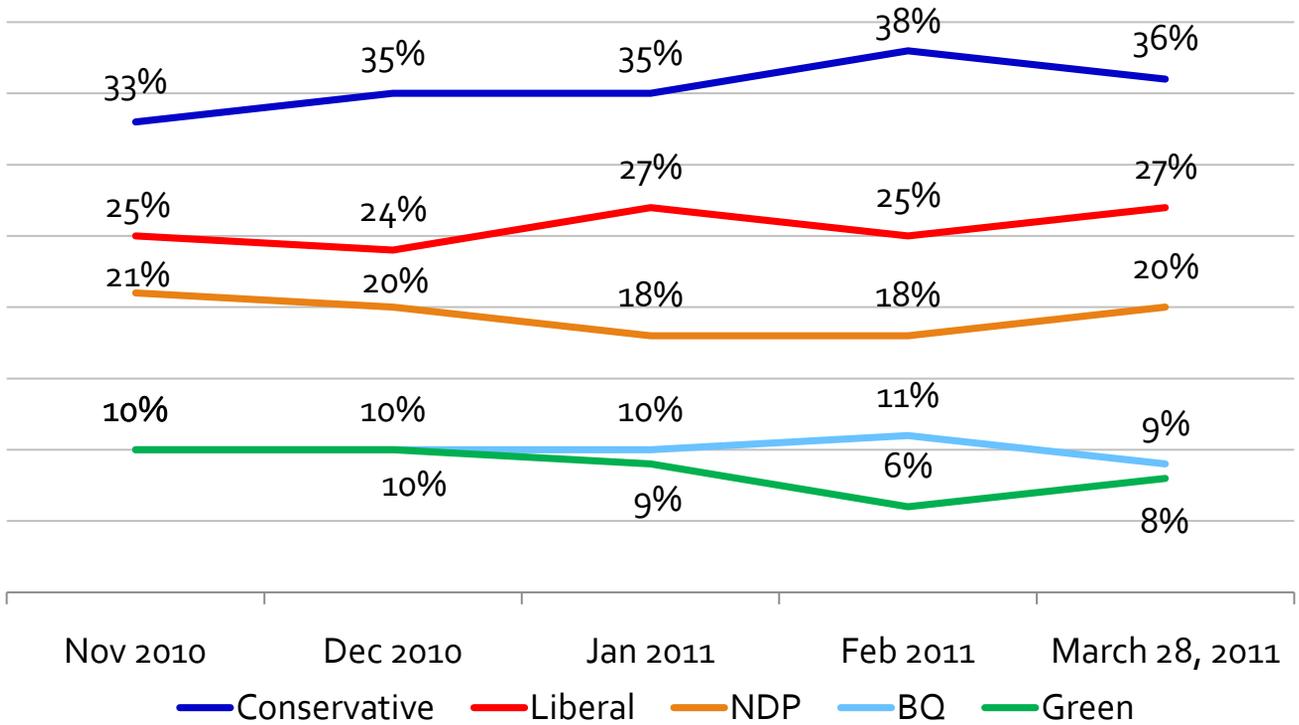
**Q: We noticed you said you were undecided. Is there a party you are currently leaning towards? (parties listed randomly)**

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	79	67
Quebec	251	237
Ontario	376	394
Prairies (MB and SK)	62	63
Alberta	103	105
BC	129	132
Total	1,000	999

## Decided Voters: Ballot



	Atlantic	Quebec	Ontario	Central	Alberta	BC
<b>Conservative</b>	23%	21%	39%	42%	61%	37%
<b>Liberal</b>	32%	18%	34%	33%	14%	26%
<b>NDP</b>	35%	18%	18%	18%	19%	24%
<b>BQ</b>	-	36%	-	-	-	-
<b>Green</b>	9%	6%	8%	8%	6%	12%
<b>Unweighted counts</b>	63	224	313	53	86	117
	Men	Women	18-30	31-60	60+	Immigrants
<b>Conservative</b>	38%	34%	31%	33%	45%	32%
<b>Liberal</b>	28%	25%	25%	25%	31%	38%
<b>NDP</b>	18%	22%	23%	21%	16%	21%
<b>BQ</b>	8%	10%	6%	12%	5%	3%
<b>Green</b>	7%	9%	14%	9%	2%	6%
<b>Unweighted counts</b>	454	402	142	498	216	100

## Vote Stability

*Q: How likely are you to "switch" your vote before election day?*

Likelihood to Switch Vote	Voting Preference (not including leaners) (Change from January 2011 in brackets)					
	Conservative	Liberal	NDP	BQ	Green	All decided voters
Very likely	1% (NC)	1% (NC)	1% (NC)	1% (NC)	4% (+1)	1% (NC)
Somewhat likely	9% (NC)	10% (-7)	14% (-2)	13% (+8)	20% (-17)	11% (-3)
Somewhat unlikely	18% (-5)	29% (-6)	33% (-1)	30% (-11)	42% (+11)	27% (-4)
Very unlikely	72% (+5)	61% (+14)	53% (+4)	65% (+12)	35% (+6)	61% (+7)
Weighted Count	285	201	151	69	55	761

## 2<sup>nd</sup> Choice

*Q: Which party would be your second choice?*

Second Choice	First Choice					
	Conservative	Liberal	NDP	BQ	Green	Total
Conservative	-	10% (-9)	12% (-3)	10% (+3)	15% (-9)	7%
Liberal	12% (-6)	-	34% (+14)	9% (NC)	24% (+9)	14%
NDP	16% (+2)	52% (+11)	-	46% (+8)	35% (-1)	26%
BQ	8% (+6)	11% (+8)	19% (+12)	-	6% (+1)	11%
Green Party	2% (-8)	3% (+9)	9% (-24)	13% (-3)	-	4%
No second choice	61% (+5)	24% (-1)	27% (+2)	22% (-9)	22% (+1)	38%
Weighted count	285	201	151	69	55	761

## Likelihood to Vote and Ballot Choice

(Decided Voters)

Vote Choice	Likelihood of Voting (Scale 0-10, 0=not at all likely, 10=very likely)			
	Likely voters (8-10)	Somewhat likely voters (5-7)	Unlikely voters (0-4)	All decided voters
Conservative	37%	32%	30%	36%
Liberal	29%	18%	16%	27%
NDP	20%	18%	21%	20%
BQ	8%	19%	13%	9%
Green	7%	13%	18%	8%
Weighted Count	724	68	63	855

**For more information about this study or Abacus Data Inc.,  
please contact:**

David Coletto, PhD  
Chief Executive Officer  
(613) 232-2806 x. 248  
david@abacusdata.ca  
Twitter.com/ColettoD

To read our analyses and blog, find us online at [www.abacusdata.ca](http://www.abacusdata.ca)