

TORIES LEAD BY 8 WITH TWO WEEKS TO GO

Abacus Data poll: April 11-15, 2011, n=1,005 online survey from representative panel of over 75,000 Canadians

VOTE INTENTIONS FEDERAL ELECTION 2011



April 18, 2011

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)
- 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 the Pollster for Sun News and 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 April 11th to 15th, 2011, Abacus Data Inc. conducted an online survey among 1,005 randomly selected Canadian adults from an online panel of over 75,000 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, education, 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 4th 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)

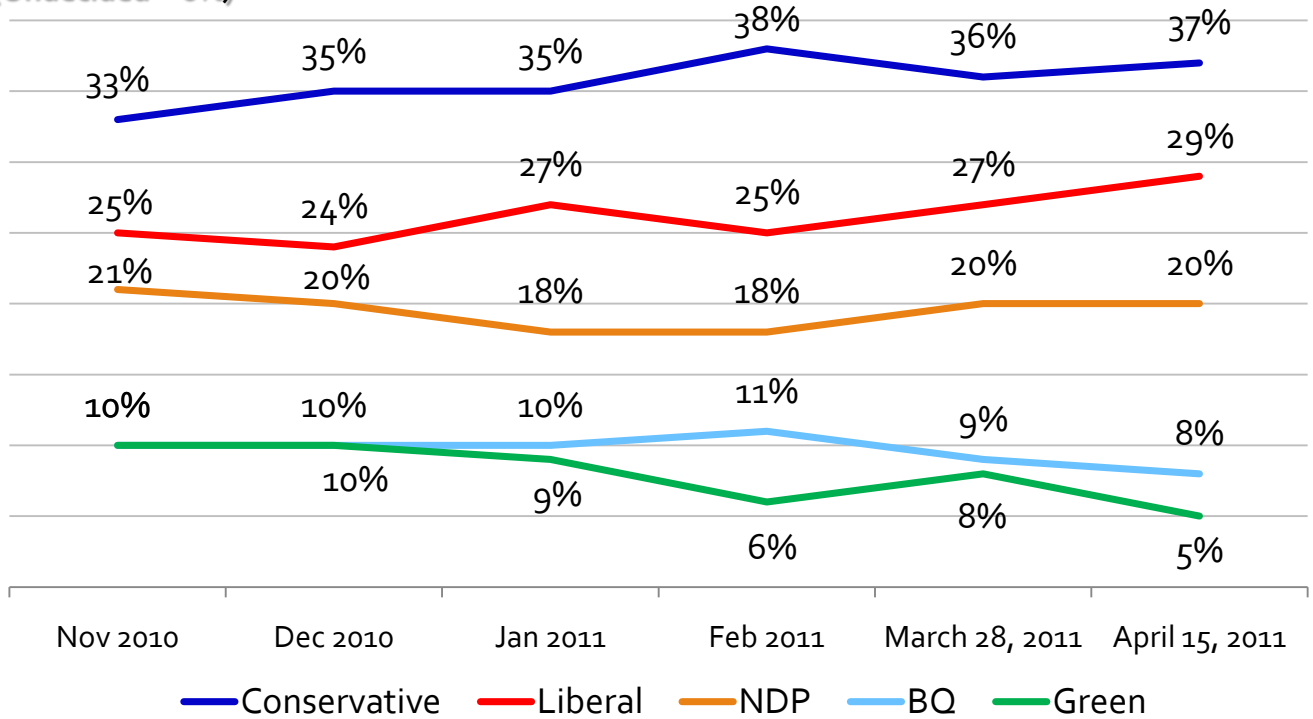
For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

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	82	82
Quebec	255	266
Ontario	380	366
Prairies (MB and SK)	61	64
Alberta	108	117.1
BC	119	122
Total	1,005	1,011

Decided Voters (includes leaning voters) n=955

(Undecided = 6%)



	Atlantic	Quebec	Ontario	Central	Alberta	BC
Conservative	27%	21%	40%	48%	67%	40%
Liberal	42%	23%	37%	30%	16%	25%
NDP	27%	22%	19%	15%	11%	26%
BQ	-	31%	-	-	-	-
Green	4%	4%	4%	7%	6%	9%
Unweighted counts	82	255	380	61	108	119
	Men	Women	18-30	31-60	60+	Immigrants
Conservative	41%	34%	23%	38%	45%	47%
Liberal	31%	28%	28%	28%	32%	33%
NDP	17%	23%	33%	19%	13%	12%
BQ	6%	10%	8%	9%	7%	3%
Green	6%	4%	7%	5%	3%	5%
Unweighted counts	564	445	172	514	323	114

Vote Stability

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

Likelihood to Switch Vote	Voting Preference (including leaners)					
	Conservative	Liberal	NDP	BQ	Green	All decided voters
Very likely	-	1%	2%	1%	-	1%
Somewhat likely	3%	15%	13%	-	22%	9%
Somewhat unlikely	18%	26%	30%	32%	26%	24%
Very unlikely	79%	59%	56%	67%	52%	66%
Weighted Count	358	281	192	79	46	955

2nd Choice

Q: Which party would be your second choice?

Second Choice	First Choice					
	Conservative	Liberal	NDP	BQ	Green	Total
Conservative	-	11%	9%	5%	9%	6%
Liberal	12%	-	30%	9%	26%	13%
NDP	12%	51%	-	55%	38%	26%
BQ	3%	5%	11%	-	9%	5%
Green Party	12%	16%	28%	18%	-	16%
No second choice	63%	17%	23%	14%	19%	35%
Weighted count	358	281	192	79	46	955

Why are you voting that way?

(Decided voters only, n=955)



"Good government and economic management" = 33%

"Dislike other parties" = 18%

"Like platform/values align" = 16%

"Want a majority or stability" = 10%



"Dislike or don't trust Harper" = 37%

"Like platform"/"party values align" = 25%

"Best way to defeat Conservatives" = 16%

"Like local candidate" = 6%



"Like platform"/"party values align" = 38%

"Like local candidate" = 13%

"Dislike/distrust other parties" = 13%

"Like Layton" = 12%



"Defends Quebec's interests" = 35%

"I'm a sovereigntist" = 17%

"Party values align" = 10%

"Like local candidate" = 9%

Conservative voter...

“Because I think they have been in power for 5 years and deserve to have a majority. I am sick and tired of the posturing on all sides. None of the leaders are trying to work together. And I will never vote for Ignatieff. He does not speak for me and my Canada. He left Canada when I was 5 years old...he does not know my Canada and what we need.”

Liberal voter...

“Mr. Harper has time and time again lied and with held information from parliament and the Canadian people, this is not what I can democracy and something I am ashamed of in an elected official. Mr. Ignatieff is not the ideal Liberal leader however I believe a vote for him is the best chance for beating Mr. Harper. I am primarily someone who sides with Liberal ideals however I would love a better Liberal leader.”

NDP voter...

Don't like Harper's disregard for the democratic process and I do not even consider Ignatieff to be a Canadian!

Green voter...

I feel that the candidate in my riding (who happens to be the party leader) is someone who I feel knows the needs of my riding. I agree fully with her on her platforms and feel that she is the best choice for my vote.

BQ voter...

les conservateurs ne m'inspire pas confiance , le NPD c'est trop ailleurs , les libéraux même au québec je suis tané des voir donc le bloc est le seul qui peut deffendre le québec au fédéral

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