

THE ECONOMY AND ETHICS LEAD AS TOP ISSUES; LIBERALS SEEN AS BEST ABLE TO DEFEAT HARPER.

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



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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

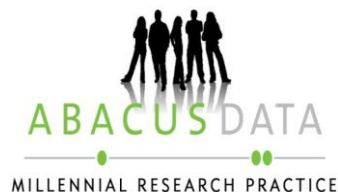
David has seven years experience listening and interpreting what voters, consumers, and opinion leaders want and expect from government, business, and the non-profit sectors. He has worked with some of Canada's largest corporations and some of its smallest issue and advocacy groups.

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.

Issue Question

After asking the ballot question and follow questions on likelihood to switch vote and their second choice, we asked respondents the following question:

Q: Considering the current federal General Election, which, if any, of these issues will be very important to you in helping you decide which party to vote for?

The list of issues were rotated and included:

1. Building more prisons
2. Canada's reputation in the world
3. Corporate tax cuts
4. Dealing with poverty among seniors
5. Defeating Stephen Harper
6. Fighter jets
7. Finding a family doctor
8. Getting rid of the gun registry
9. Government ethics and trust
10. Keeping taxes low
11. Managing the economy
12. Post secondary education
13. Preventing a coalition Protecting pensions
14. Protecting the environment Reducing crime

After selection any and all of the issues of importance, respondents were asked which party was best able to deal with the issue they cared about.

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	11
BC	119	122
Total	1,005	1,011

Summary: Top Issues and Party Issue Strengths

1. Managing the economy
2. Government trust and ethics
3. Protecting the environment
4. Poverty among seniors
5. Keeping taxes low



Conservative Issue Strengths

- Managing the economy
- Keeping taxes low
- Reducing crime



Liberal Issue Strengths

- Canada's reputation in the world
- Defeating Stephen Harper
- Post-secondary education



NDP Issue Strengths

- Poverty among seniors
- Protecting pensions
- Finding a family doctor

*No party has a distinct advantage on ethics and trust, but the Tories trail the NDP and Liberals by around 10-points among those care about the issue.

Issues of Importance to Deciding Vote

(All Respondents, n=1,011 weighted)

Issue	Canada	Atlantic	Quebec	Ontario	Prairies	B.C.
Managing the economy	65%	57%	52%	73%	71%	66%
Government ethics and trust	60%	65%	42%	68%	65%	64%
Protecting the environment	49%	57%	44%	49%	46%	61%
Dealing with poverty among seniors	47%	55%	40%	53%	41%	49%
Keeping taxes low	46%	49%	39%	47%	54%	45%
Protecting pensions	46%	61%	37%	50%	44%	48%
Canada's reputation in the world	42%	48%	31%	49%	35%	49%
Defeating Stephen Harper	38%	39%	41%	43%	24%	36%
Reducing crime	34%	40%	19%	33%	49%	43%
Finding a family doctor	29%	31%	31%	27%	34%	27%
Post-secondary education	27%	35%	17%	30%	29%	31%
Preventing a coalition government	25%	16%	14%	25%	47%	26%
Getting rid of the gun registry	22%	17%	11%	22%	40%	25%
Corporate tax cuts	20%	18%	8%	29%	21%	20%
Buying new fighter jets	19%	22%	9%	23%	28%	15%
Building more prisons	16%	16%	10%	18%	20%	16%

Issues of Importance to Deciding Vote

(All Respondents, n=1,011 weighted)

Issue	Canada	18-29	30-59	60+	Men	Women
Managing the economy	65%	63%	66%	65%	68%	62%
Government ethics and trust	60%	70%	57%	58%	64%	55%
Protecting the environment	49%	69%	46%	43%	46%	52%
Dealing with poverty among seniors	47%	42%	42%	61%	51%	53%
Keeping taxes low	46%	37%	47%	50%	46%	46%
Protecting pensions	46%	33%	43%	62%	44%	48%
Canada's reputation in the world	42%	59%	34%	47%	43%	40%
Defeating Stephen Harper	38%	50%	35%	36%	38%	38%
Reducing crime	34%	33%	34%	35%	36%	32%
Finding a family doctor	29%	33%	30%	27%	24%	36%
Post-secondary education	27%	62%	20%	19%	24%	30%
Preventing a coalition government	25%	17%	26%	30%	27%	23%
Getting rid of the gun registry	22%	17%	22%	27%	29%	16%
Corporate tax cuts	20%	23%	17%	25%	23%	18%
Buying new fighter jets	19%	21%	17%	23%	25%	13%
Building more prisons	16%	17%	15%	18%	19%	13%

Which Party Best at Dealing with Issues of Importance?

(All Respondents, n=1,011 weighted)

Issue	% Select Issue	CPC	LPC	NDP	GPC	None
Managing the economy	65%	54%	27%	11%	2%	6%
Government ethics and trust	60%	17%	26%	29%	10%	19%
Protecting the environment	49%	8%	10%	20%	46%	7%
Dealing with poverty among seniors	47%	21%	20%	46%	2%	7%
Keeping taxes low	46%	54%	16%	13%	4%	14%
Protecting pensions	46%	25%	28%	36%	4%	6%
Canada's reputation in the world	42%	28%	43%	21%	3%	5%
Defeating Stephen Harper	38%	1%	77%	13%	6%	3%
Reducing crime	34%	64%	12%	9%	2%	12%
Finding a family doctor	29%	13%	22%	46%	5%	11%
Post-secondary education	27%	15%	45%	25%	6%	9%
Preventing a coalition government	25%	79%	6%	6%	3%	6%
Getting rid of the gun registry	22%	83%	7%	3%	4%	3%
Corporate tax cuts	20%	49%	20%	23%	2%	7%
Buying new fighter jets	19%	69%	13%	8%	2%	8%
Building more prisons	16%	67%	14%	8%	3%	8%

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