

Layton and Ignatieff Favourability Up; Harper Steady

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

FEDERAL ELECTION 2011



April 20, 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

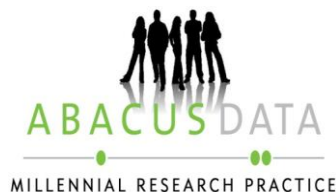
David has seven years experience listening and interpreting what voters, consumers, and opinion leaders want and expect from government, business, and the non-profit sectors. He has worked with some of Canada's largest corporations and some of its smallest issue and advocacy groups.

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.

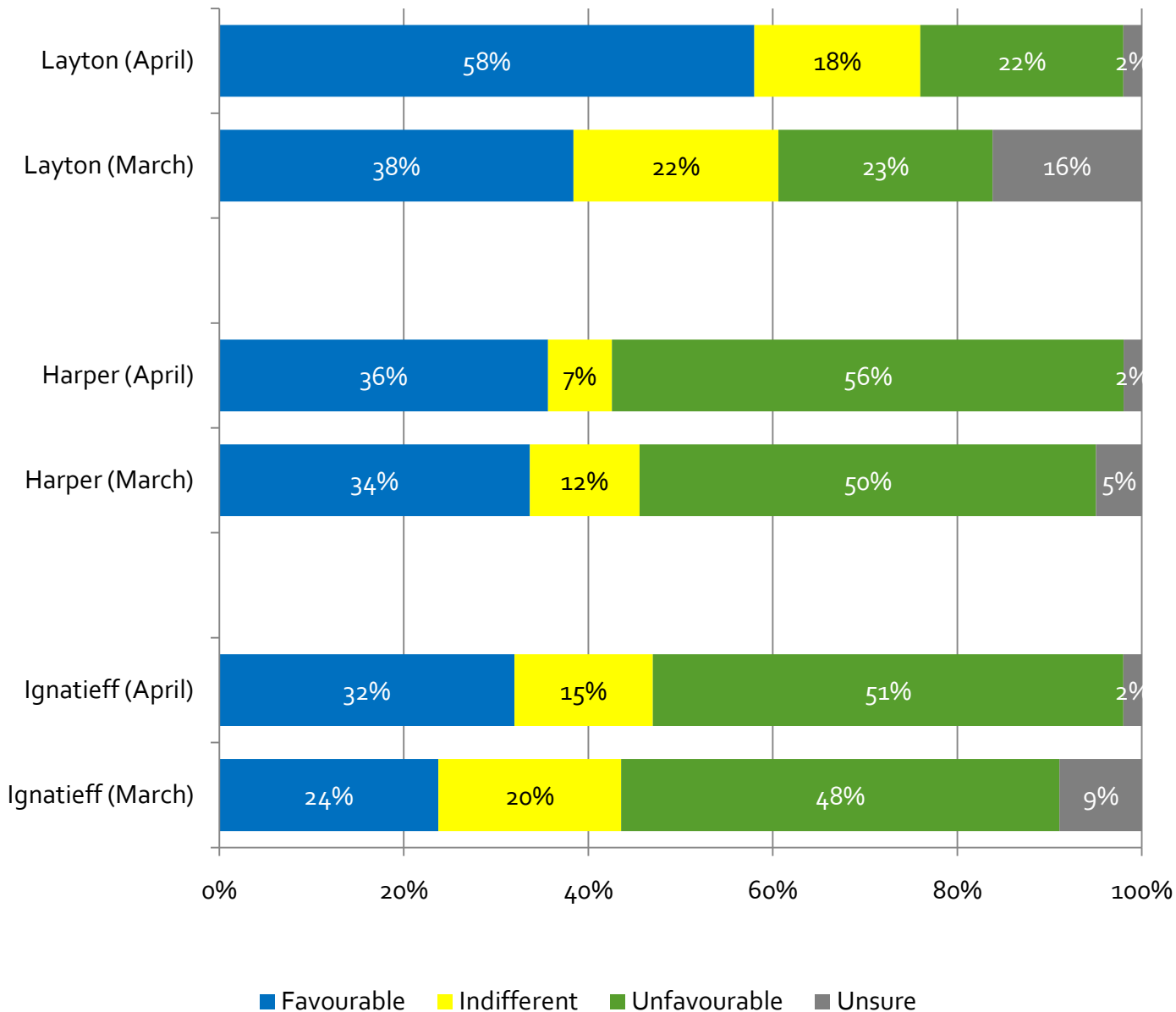
For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

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

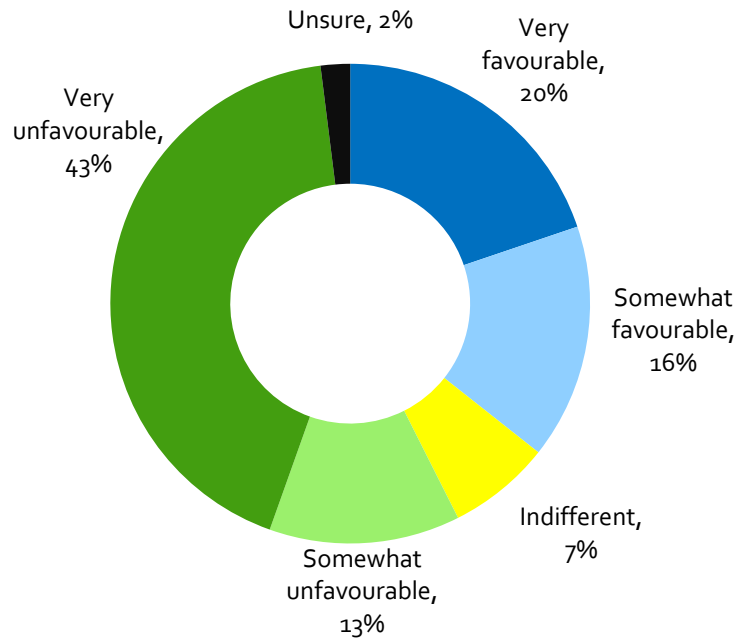
| Region/Province | Unweighted Count (All Respondents) | Weighted Count (All respondents) |
|----------------------|---------------------------------------|-------------------------------------|
| Atlantic Canada | 82 | 82 |
| Quebec | 255 | 266 |
| Ontario | 380 | 366 |
| Prairies (MB and SK) | 61 | 64 |
| Alberta | 108 | 11 |
| BC | 119 | 122 |
| Total | 1,005 | 1,011 |

Comparative Favourability

Q: Do you have a favourable or unfavourable impression of the following political party leaders?



Favourability - Prime Minister Stephen Harper

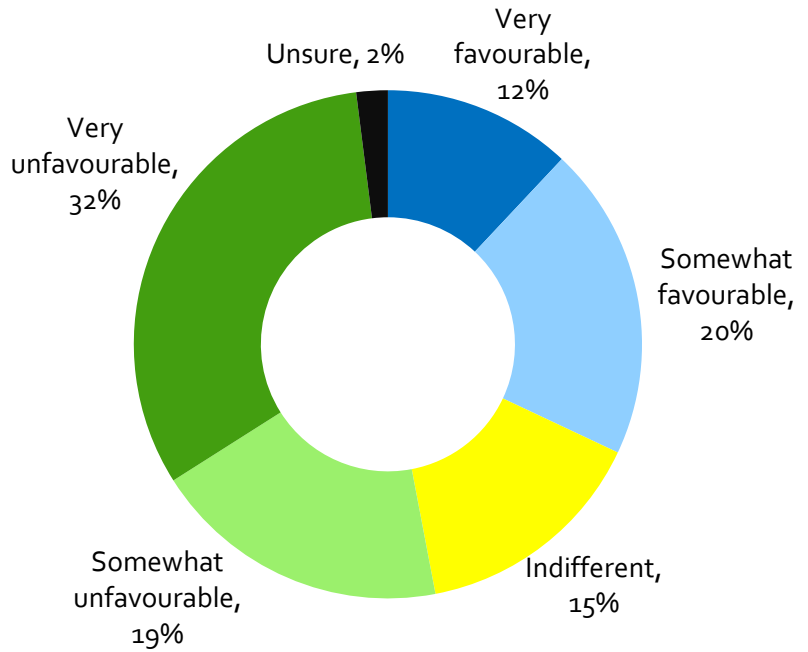


| | Atlantic | Quebec | Ontario | Central | Alberta | BC |
|---------------------|----------|----------|-----------|----------|-----------|----------|
| Favourable | 25% (+3) | 24% (+3) | 36% (-1) | 43% (+8) | 61% (+11) | 41% (+1) |
| Indifferent | 8% (-1) | 12% (-4) | 5% (-6) | 11% (-2) | 3% (-6) | 2% (-9) |
| Unfavourable | 61% (-2) | 63% (+3) | 57% (+10) | 43% (-9) | 35% (-1) | 55% (+7) |
| Unsure | 5% (-1) | 1% (-3) | 1% (-3) | 3% (-) | 1% (-3) | 2% (-) |

| | Men | Women | 18-30 | 31-60 | 60+ | Immigrants |
|---------------------|----------|----------|-----------|----------|----------|------------|
| Favourable | 41% (+6) | 30% (-2) | 21% (-5) | 35% (+4) | 46% (+1) | 44% (+10) |
| Indifferent | 6% (-6) | 8% (-3) | 8% (-8) | 7% (-6) | 6% (-) | 7% (-5) |
| Unfavourable | 52% (+2) | 59% (+9) | 71% (+26) | 56% (+4) | 47% (-2) | 47% (-7) |
| Unsure | 1% (-1) | 3% (-3) | 1% (-10) | 2% (-1) | 1% (+1) | 2% (+1) |

| | Conservatives | Liberals | NDP |
|---------------------|---------------|----------|----------|
| Favourable | 90% (+2) | 7% (-3) | 7% (-3) |
| Indifferent | 5% (-4) | 7% (-5) | 8% (-5) |
| Unfavourable | 5% (+2) | 85% (+8) | 84% (+8) |
| Unsure | - (-1) | - (-2) | 1% (-1) |

Favourability – Liberal Leader Michael Ignatieff

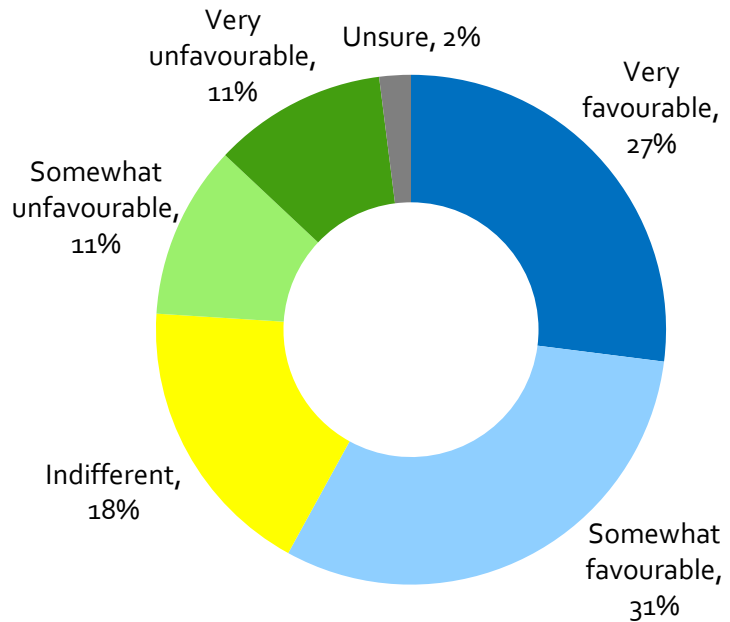


| | Atlantic | Quebec | Ontario | Central | Alberta | BC |
|---------------------|-----------|----------|-----------|-----------|-----------|-----------|
| Favourable | 33% (+17) | 28% (+8) | 40% (+24) | 36% (+7) | 17% (+4) | 29% (+2) |
| Indifferent | 19% (+2) | 24% (-3) | 10% (-8) | 5% (-14) | 11% (-14) | 16% (-) |
| Unfavourable | 40% (-1) | 46% (-) | 49% (+2) | 56% (+13) | 70% (+8) | 53% (+10) |
| Unsure | 4% (-3) | 1% (-3) | 2% (-4) | 3% (-3) | 1% (-7) | 2% (-1) |

| | Men | Women | 18-30 | 31-60 | 60+ | Immigrants |
|---------------------|----------|----------|-----------|----------|----------|------------|
| Favourable | 35% (+9) | 30% (+9) | 34% (+14) | 29% (+8) | 38% (+7) | 24% (-5) |
| Indifferent | 15% (-6) | 15% (-4) | 17% (-4) | 15% (-7) | 14% (+1) | 16% (-9) |
| Unfavourable | 49% (-1) | 51% (+4) | 47% (+6) | 53% (+5) | 47% (+2) | 58% (+15) |
| Unsure | 1% (-1) | 3% (-6) | 2% (-8) | 2% (-4) | 1% (+1) | 2% (+1) |

| | Conservatives | Liberals | NDP |
|---------------------|---------------|-----------|----------|
| Favourable | 4% (+1) | 77% (+10) | 28% (+9) |
| Indifferent | 23% (+9) | 13% (-6) | 21% (-2) |
| Unfavourable | 87% (+9) | 9% (-2) | 49% (+4) |
| Unsure | - (-3) | - (-3) | 1% (-5) |

Favourability – NDP Leader Jack Layton



| | Atlantic | Quebec | Ontario | Central | Alberta | BC |
|---------------------|-----------|-----------|-----------|----------|-----------|----------|
| Favourable | 63% (+8) | 69% (+52) | 60% (+13) | 46% (-4) | 40% (+11) | 44% (-) |
| Indifferent | 26% (+13) | 22% (-10) | 14% (-5) | 17% (+1) | 16% (-4) | 19% (-1) |
| Unfavourable | 9% (-10) | 7% (-4) | 24% (-1) | 35% (+9) | 43% (+3) | 34% (+4) |
| Unsure | 2% (-7) | 2% (-33) | 1% (-6) | - (-7) | 1% (-7) | 4% (-1) |

| | Men | Women | 18-30 | 31-60 | 60+ | Immigrants |
|---------------------|-----------|-----------|-----------|-----------|-----------|------------|
| Favourable | 57% (+17) | 58% (+21) | 68% (+36) | 56% (+19) | 56% (+10) | 54% (-1) |
| Indifferent | 17% (-6) | 19% (-2) | 12% (-8) | 18% (-7) | 21% (+4) | 19% (-6) |
| Unfavourable | 25% (+8) | 21% (+1) | 18% (-) | 23% (+9) | 23% (-8) | 25% (+5) |
| Unsure | 1% (-8) | 2% (-16) | 2% (-22) | 2% (-11) | - (-5) | 1% (-5) |

| | Conservatives | Liberals | NDP |
|---------------------|---------------|----------|-----------|
| Favourable | 32% (+12) | 68% (+2) | 93% (+24) |
| Indifferent | 23% (-1) | 19% (+2) | 5% (-6) |
| Unfavourable | 43% (-6) | 13% (+3) | 3% (-4) |
| Unsure | 1% (-4) | - (-4) | - (-12) |

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