

# TORIES HEADED FOR WIN; NDP A STRONG SECOND

Abacus Data poll: April 28 – 29, 2011, n=1,007 online survey from representative panel of over 400,000 Canadians

## VOTE INTENTIONS FEDERAL ELECTION 2011



May 1, 2011  
[www.abacusdata.ca](http://www.abacusdata.ca)  
[Twitter.com/abacusdataca](https://twitter.com/abacusdataca)

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 April 28 to April 29, 2011, Abacus Data Inc. conducted an online survey among 1,007 randomly selected Canadian adults from an online panel of over 400,000 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 Question***

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.

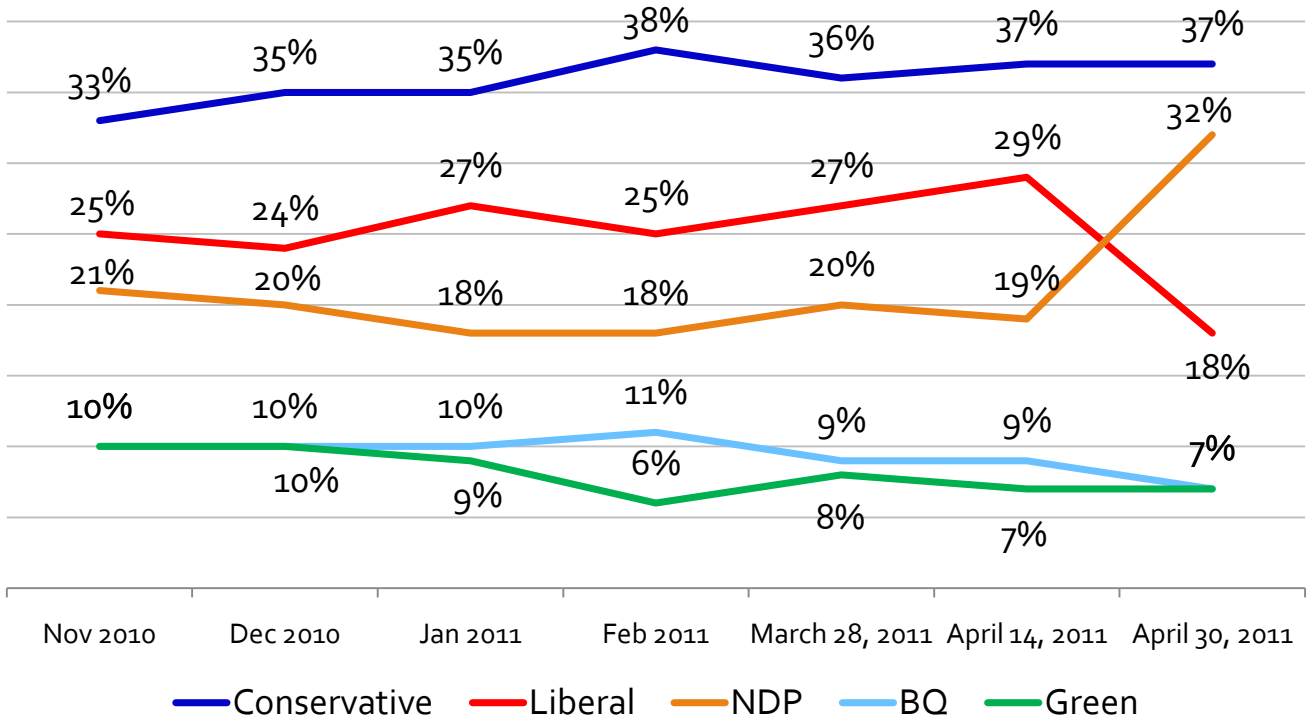
***Q: If a federal election were held today, which party would you vote for in your constituency? (parties listed randomly)***

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.

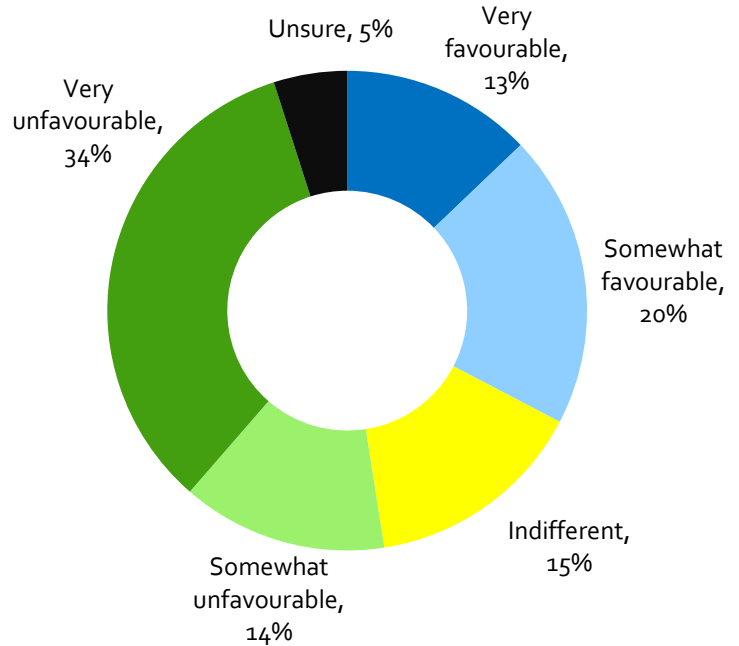
Region/Province	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic Canada	83	74
Quebec	265	243
Ontario	349	386
Prairies (MB and SK)	77	65
Alberta	104	103
BC	129	134
Total	1,007	1,006

## Decided Voters: Ballot (n=902, Undecided=10%)



	Atlantic	Quebec	Ontario	Central	Alberta	BC
<b>Conservative</b>	31%	13%	41%	56%	67%	40%
<b>NDP</b>	34%	40%	29%	26%	21%	40%
<b>Liberal</b>	26%	14%	25%	11%	6%	10%
<b>BQ</b>	-	27%	-	-	-	-
<b>Green</b>	8%	6%	6%	7%	6%	11%
<b>Unweighted counts</b>	83	265	349	77	104	129
	Men	Women	18-30	31-60	60+	Immigrants
<b>Conservative</b>	36%	38%	28%	37%	48%	38%
<b>NDP</b>	32%	33%	32%	34%	27%	32%
<b>Liberal</b>	21%	15%	23%	17%	16%	26%
<b>BQ</b>	7%	6%	6%	6%	9%	1%
<b>Green</b>	5%	9%	11%	7%	1%	4%
<b>Unweighted counts</b>	496	512	155	637	216	162

## Favourability - Prime Minister Stephen Harper

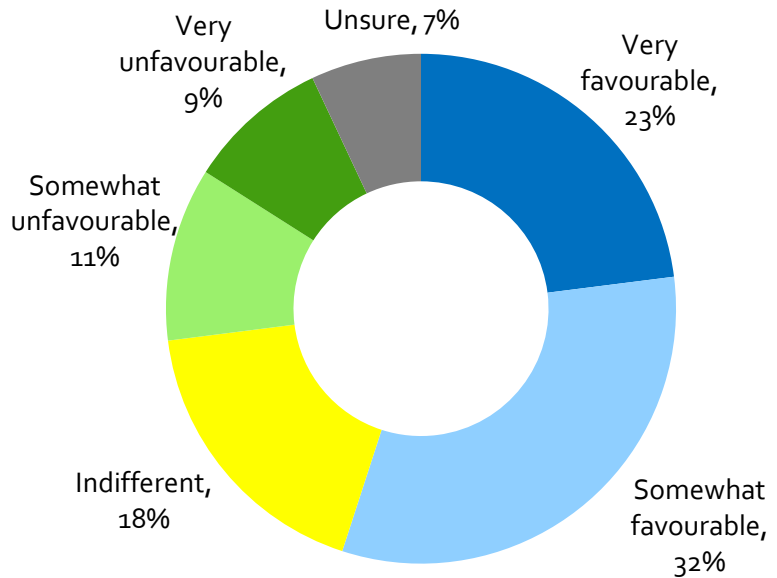


	Atlantic	Quebec	Ontario	Central	Alberta	BC
Favourable	31%	14%	34%	48%	56%	40%
Indifferent	12%	17%	15%	17%	16%	9%
Unfavourable	53%	63%	47%	31%	24%	44%
Unsure	4%	6%	4%	5%	4%	8%

	Men	Women	18-30	31-60	60+	Immigrants
Favourable	32%	34%	22%	34%	42%	38%
Indifferent	14%	16%	17%	15%	11%	13%
Unfavourable	51%	44%	54%	46%	45%	42%
Unsure	4%	6%	6%	5%	2%	7%

	Conservatives	Liberals	NDP
Favourable	78%	8%	13%
Indifferent	11%	15%	17%
Unfavourable	8%	74%	70%
Unsure	2%	3%	1%

## Favourability – NDP Leader Jack Layton

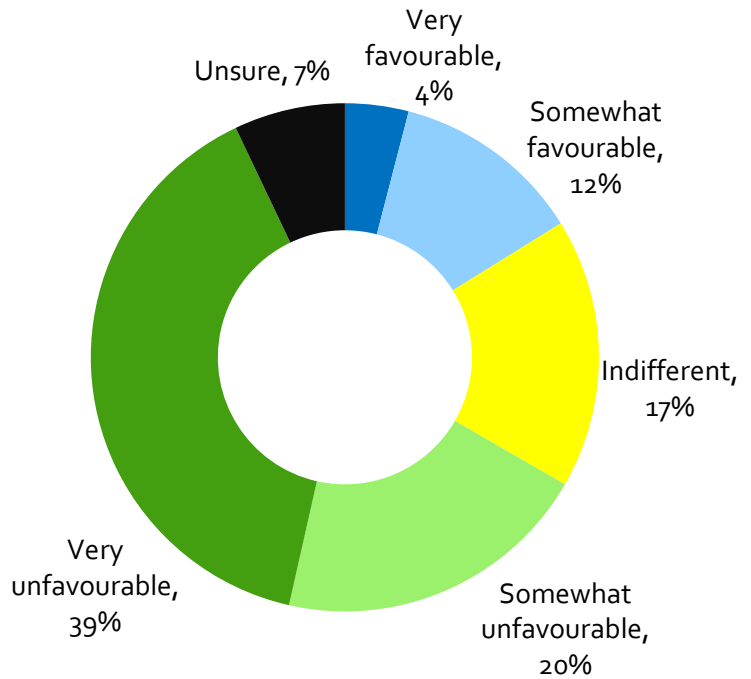


	Atlantic	Quebec	Ontario	Central	Alberta	BC
Favourable	51%	66%	59%	42%	34%	44%
Indifferent	23%	16%	15%	21%	21%	24%
Unfavourable	20%	9%	20%	29%	39%	24%
Unsure	5%	9%	7%	8%	6%	8%

	Men	Women	18-30	31-60	60+	Immigrants
Favourable	58%	52%	58%	54%	55%	53%
Indifferent	18%	18%	21%	17%	17%	17%
Unfavourable	20%	20%	14%	21%	26%	20%
Unsure	4%	10%	7%	9%	3%	10%

	Conservatives	Liberals	NDP
Favourable	31%	63%	93%
Indifferent	23%	16%	6%
Unfavourable	42%	13%	1%
Unsure	4%	8%	-

## Favourability – Liberal Leader Michael Ignatieff



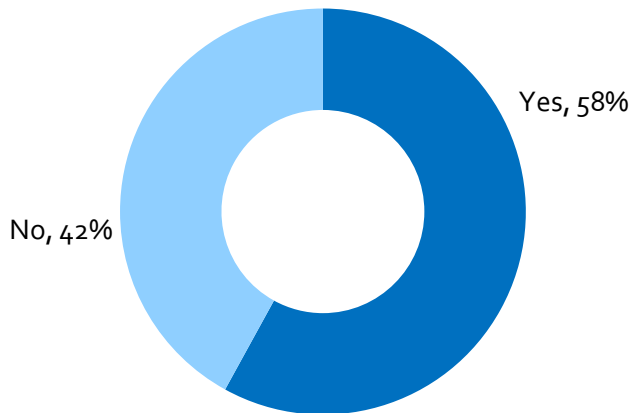
	Atlantic	Quebec	Ontario	Central	Alberta	BC
<b>Favourable</b>	19%	16%	20%	9%	10%	11%
<b>Indifferent</b>	27%	16%	16%	8%	8%	12%
<b>Unfavourable</b>	49%	59%	59%	75%	78%	64%
<b>Unsure</b>	5%	6%	6%	8%	5%	13%

	Men	Women	18-30	31-60	60+	Immigrants
<b>Favourable</b>	20%	13%	22%	14%	17%	20%
<b>Indifferent</b>	17%	18%	22%	16%	15%	22%
<b>Unfavourable</b>	59%	59%	47%	62%	63%	49%
<b>Unsure</b>	4%	10%	9%	7%	5%	10%

	Conservatives	Liberals	NDP
<b>Favourable</b>	3%	63%	11%
<b>Indifferent</b>	9%	23%	21%
<b>Unfavourable</b>	86%	10%	64%
<b>Unsure</b>	2%	3%	4%

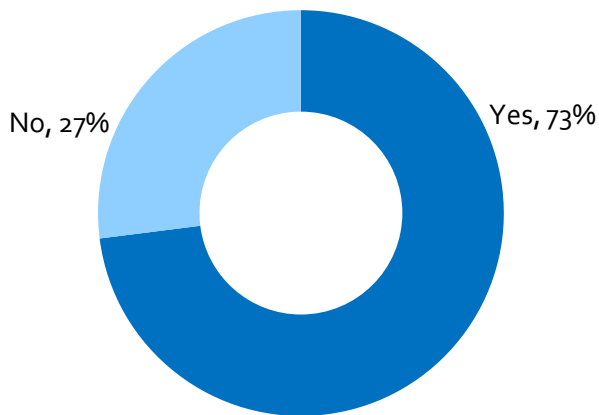
## Future of Stephen Harper and Michael Ignatieff

If Stephen Harper fails to get a majority government, do you think he should resign as Conservative Party leader?



	Conservatives	Liberals	NDP
<b>Yes</b>	19%	79%	73%
<b>No</b>	81%	21%	27%

If Michael Ignatieff fails to win more seats for the Liberal Party, do you think he should resign as Liberal Party leader?



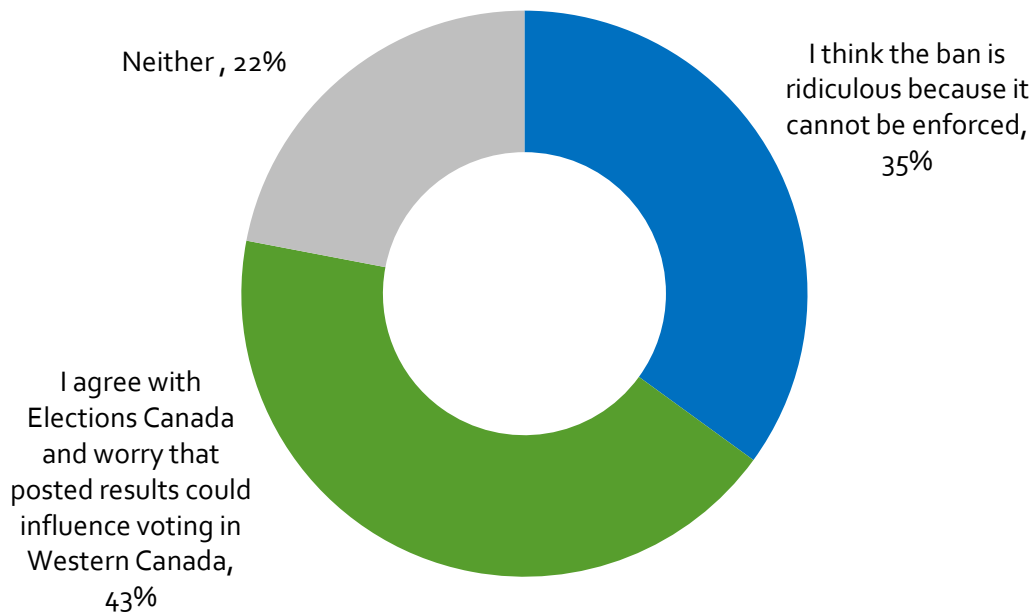
	Conservatives	Liberals	NDP
<b>Yes</b>	85%	55%	72%
<b>No</b>	15%	45%	28%

## Elections Canada Results and Twitter

As Facebook and Twitter usage has increased dramatically since the last Federal election, Elections Canada has reminded Canadians that subject to the Canada Elections Act, transmitting election results prior to the closure of all polling stations across the country is not permitted.

Elections Canada says that public posts via Facebook or Twitter could be considered as breaking the ban because voters in Western Canada may find out results before they vote. Opponents say that the ban cannot realistically be enforced and goes against freedom of speech anyway.

Which of the following statements, if either, best describes your view?



	Atlantic	Quebec	Ontario	Central	Alberta	BC
<b>I think the ban is ridiculous because it cannot be enforced.</b>	42%	28%	34%	35%	40%	40%
<b>I agree with Elections Canada and worry that posted results could influence voting in Western Canada.</b>	35%	45%	48%	30%	38%	38%
<b>Neither</b>	23%	26%	18%	35%	22%	22%
<b>Unweighted counts</b>	83	265	349	77	104	129

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