

Federal Vote Intentions and Reaction to Election Results

Abacus Data poll: May 18 – 19, 2011, n=1,544 online survey from representative panel of over 150,000 Canadians



www.abacusdata.ca
Twitter.com/abacusdataca

ABACUS DATA

Public Opinion on Nuclear Power in Canada

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

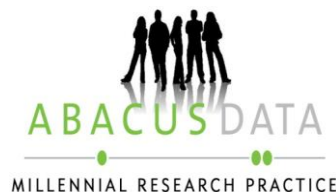
David has seven years experience listening and interpreting what voters, consumers, and opinion leaders want and expect from government, business, and the non-profit sectors. He has worked with some of Canada's leading corporations and some of its smallest issue and advocacy groups.

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 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 May 18 to May 19, 2011, Abacus Data Inc. conducted an online survey among 1,544 randomly selected Canadian adults from an online panel of over 150,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 2.5%, 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.

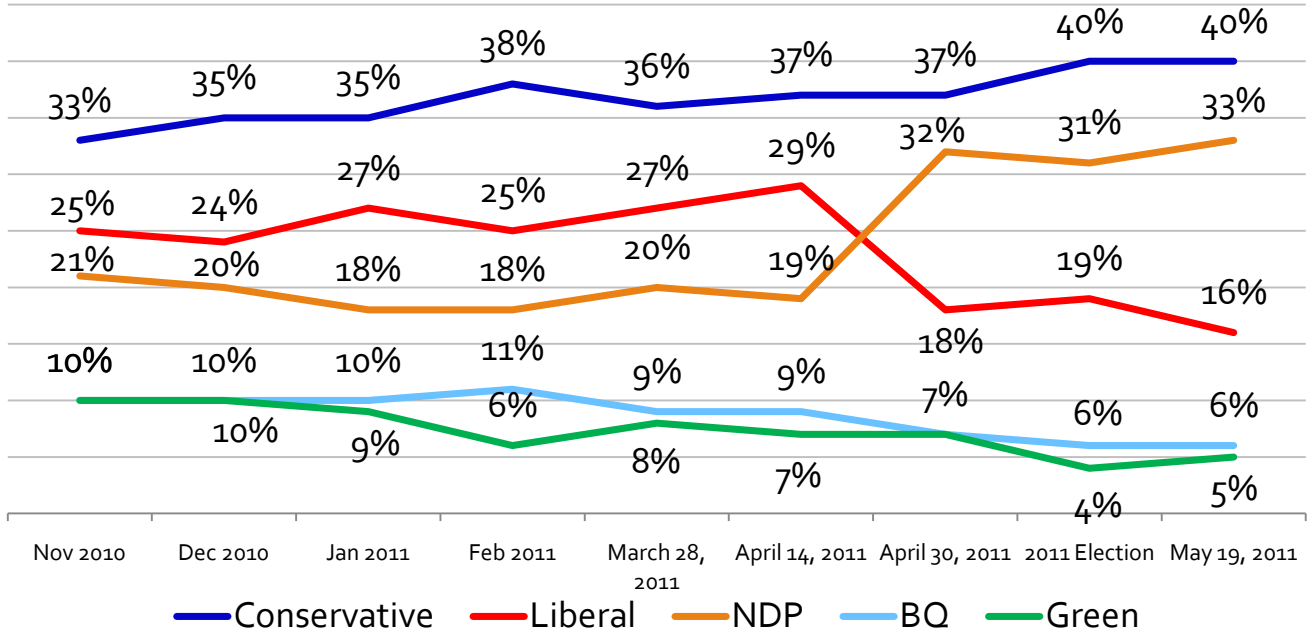
For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

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	120	119
Quebec	374	371
Ontario	590	574
Prairies (MB and SK)	101	93
Alberta	160	156
BC	199	201
Total	1,544	1,513

Ballot Question

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



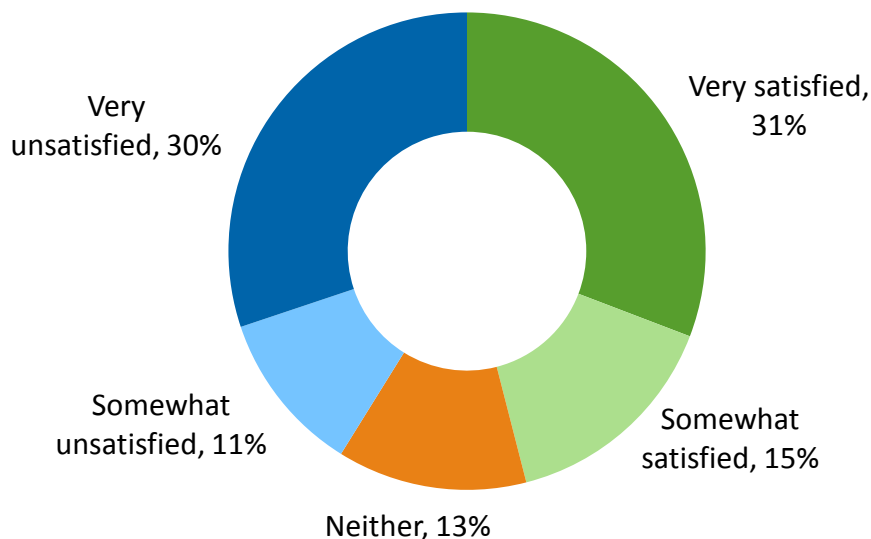
Subgroup Analysis

	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	BC
Conservative Party	44%	37%	40%	19%	45%	48%	65%	44%
Liberal Party	14%	18%	26%	13%	20%	11%	8%	13%
New Democratic Party	32%	34%	30%	43%	31%	33%	19%	34%
Green Party	5%	5%	4%	4%	4%	8%	7%	8%
Bloc Quebecois	5%	6%	-	22%	-	-	-	-
Unweighted counts	746	681	106	353	538	96	149	185

	18-30	31-44	45-59	60+
Conservative Party	25%	44%	40%	50%
Liberal Party	16%	13%	16%	21%
New Democratic Party	44%	33%	33%	24%
Green Party	10%	4%	5%	2%
Bloc Quebecois	5%	5%	7%	4%
Unweighted counts	294	384	469	280

Conservative Majority Government

Q: The Conservative Party winning a majority government (Thinking about the outcome of the recent federal election, how satisfied or unsatisfied are you with each of the following outcomes?)



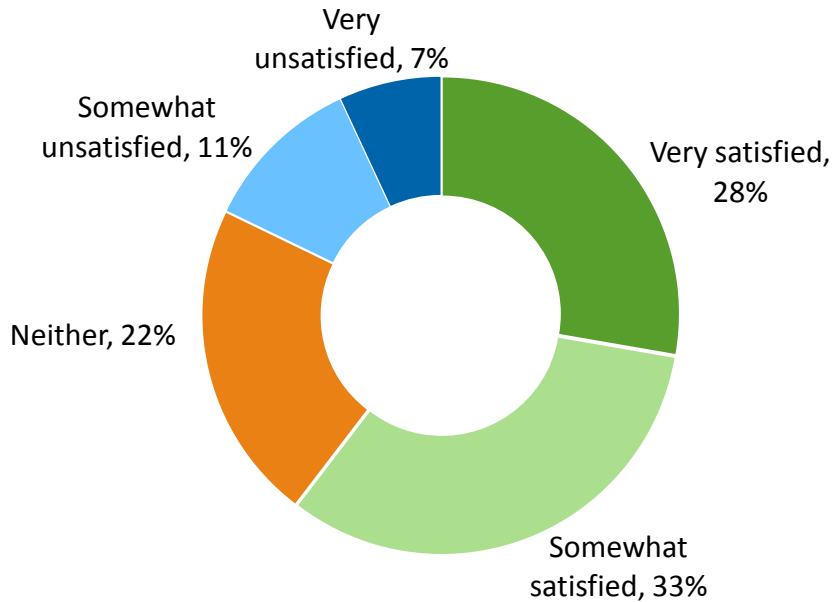
Subgroup Analysis

	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	BC
Very satisfied	35%	27%	24%	13%	35%	45%	50%	35%
Somewhat satisfied	14%	16%	18%	14%	15%	17%	18%	14%
Neither	10%	15%	12%	19%	12%	5%	7%	13%
Somewhat unsatisfied	10%	12%	16%	16%	9%	7%	9%	7%
Very unsatisfied	30%	30%	30%	38%	29%	27%	17%	31%
Unweighted counts	800	744	120	374	590	101	160	199

	18-30	31-44	45-59	60+	CPC	LPC	NDP	Green	Bloc
Very satisfied	19%	32%	32%	39%	80%	3%	3%	7%	4%
Somewhat satisfied	12%	15%	15%	18%	16%	11%	17%	14%	8%
Neither	16%	15%	12%	7%	3%	10%	12%	24%	15%
Somewhat unsatisfied	15%	11%	10%	9%	1%	15%	19%	21%	20%
Very unsatisfied	37%	27%	31%	26%	1%	61%	49%	33%	52%
Unweighted counts	334	419	496	295	528	205	522	85	87

NDP as Official Opposition

Q: The NDP becoming the Official Opposition (Thinking about the outcome of the recent federal election, how satisfied or unsatisfied are you with each of the following outcomes?)



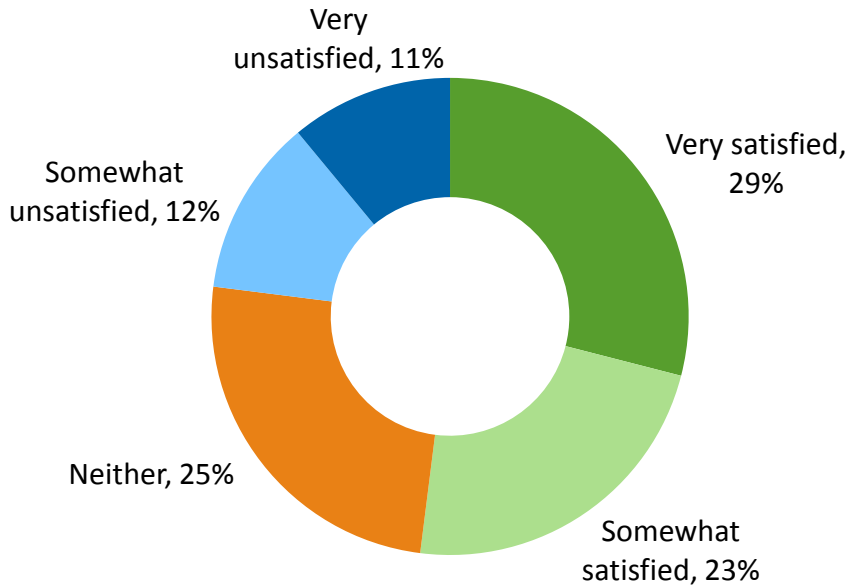
Subgroup Analysis

	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	BC
Very satisfied	26%	30%	27%	35%	25%	33%	20%	26%
Somewhat satisfied	34%	31%	28%	29%	33%	43%	41%	28%
Neither	20%	24%	25%	18%	23%	11%	24%	29%
Somewhat unsatisfied	12%	9%	13%	9%	11%	9%	8%	13%
Very unsatisfied	8%	6%	7%	8%	8%	4%	7%	4%
Unweighted counts	800	744	120	374	590	101	160	199

	18-30	31-44	45-59	60+	CPC	LPC	NDP	Green	Bloc
Very satisfied	32%	25%	29%	26%	19%	18%	58%	19%	10%
Somewhat satisfied	32%	34%	33%	30%	34%	32%	34%	36%	23%
Neither	24%	24%	21%	18%	26%	19%	4%	23%	28%
Somewhat unsatisfied	6%	11%	11%	16%	13%	17%	3%	13%	22%
Very unsatisfied	6%	6%	7%	10%	7%	15%	1%	9%	17%
Unweighted counts	334	419	496	295	528	205	522	85	87

Liberal Party with Third Party Status

Q: The Liberal Party relegated to third party status (Thinking about the outcome of the recent federal election, how satisfied or unsatisfied are you with each of the following outcomes?)



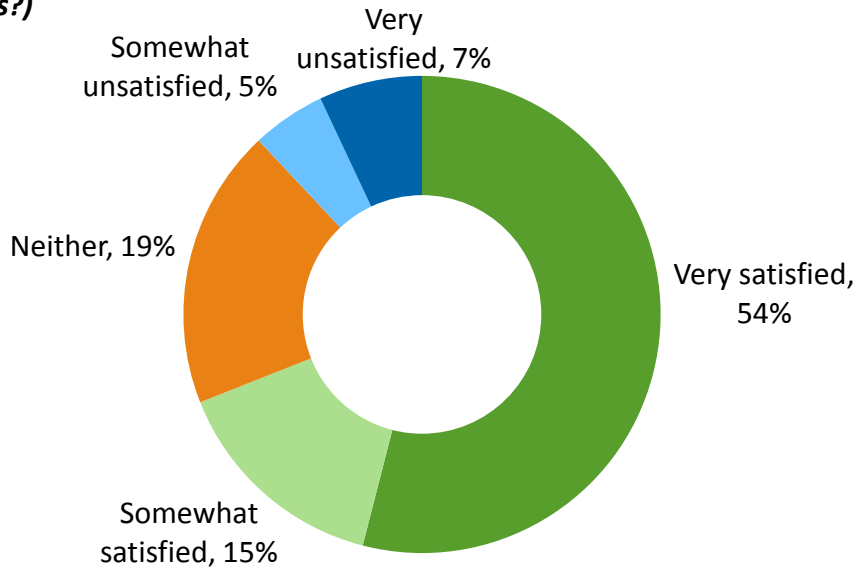
Subgroup Analysis

	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	BC
Very satisfied	32%	26%	28%	27%	29%	39%	41%	22%
Somewhat satisfied	22%	24%	21%	26%	21%	23%	19%	26%
Neither	22%	28%	24%	30%	20%	24%	22%	31%
Somewhat unsatisfied	13%	11%	16%	10%	15%	11%	7%	10%
Very unsatisfied	11%	11%	11%	8%	14%	2%	10%	11%
Unweighted counts	800	744	120	374	590	101	160	199

	18-30	31-44	45-59	60+	CPC	LPC	NDP	Green	Bloc
Very satisfied	18%	33%	34%	28%	47%	2%	31%	18%	34%
Somewhat satisfied	25%	21%	24%	23%	24%	13%	27%	27%	34%
Neither	38%	25%	20%	17%	18%	15%	25%	25%	25%
Somewhat unsatisfied	12%	14%	9%	16%	7%	28%	11%	17%	6%
Very unsatisfied	7%	8%	13%	16%	4%	42%	6%	12%	2%
Unweighted counts	334	419	496	295	528	205	522	85	87

Bloc Quebecois Having No Official Party Status

Q: The BQ no longer being an official party in the House of Commons (Thinking about the outcome of the recent federal election, how satisfied or unsatisfied are you with each of the following outcomes?)



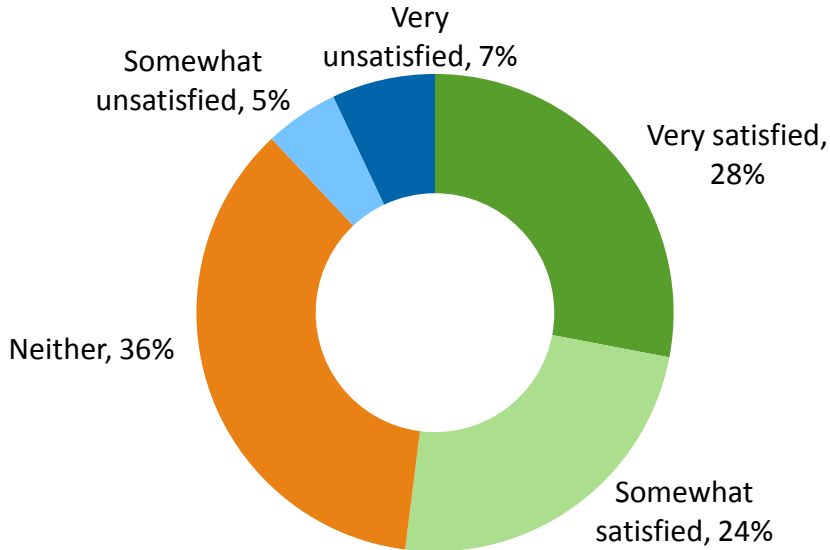
Subgroup Analysis

	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	BC
Very satisfied	59%	48%	51%	36%	59%	64%	69%	55%
Somewhat satisfied	14%	15%	21%	11%	17%	13%	9%	16%
Neither	15%	23%	19%	21%	19%	20%	16%	21%
Somewhat unsatisfied	4%	6%	7%	12%	3%	2%	2%	4%
Very unsatisfied	7%	7%	3%	20%	3%	1%	5%	4%
Unweighted counts	800	744	120	374	590	101	160	199

	18-30	31-44	45-59	60+	CPC	LPC	NDP	Green	Bloc
Very satisfied	36%	50%	60%	67%	77%	53%	48%	55%	1%
Somewhat satisfied	18%	16%	12%	14%	11%	20%	18%	13%	3%
Neither	30%	21%	17%	8%	8%	17%	22%	23%	7%
Somewhat unsatisfied	7%	6%	4%	5%	2%	7%	6%	2%	20%
Very unsatisfied	8%	7%	7%	6%	2%	3%	6%	6%	70%
Unweighted counts	334	419	496	295	528	205	522	85	87

Green Party Winning Its First Seat

Q: The Green Party winning its first seat in the House of Commons (Thinking about the outcome of the recent federal election, how satisfied or unsatisfied are you with each of the following outcomes?)



Subgroup Analysis

	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	BC
Very satisfied	27%	30%	20%	23%	31%	33%	24%	38%
Somewhat satisfied	24%	25%	26%	21%	25%	23%	24%	25%
Neither	35%	6%	39%	50%	31%	33%	31%	27%
Somewhat unsatisfied	5%	4%	7%	1%	5%	6%	11%	6%
Very unsatisfied	9%	5%	7%	5%	8%	6%	10%	4%
Unweighted counts	800	744	120	374	590	101	160	199

	18-30	31-44	45-59	60+	CPC	LPC	NDP	Green	Bloc
Very satisfied	35%	25%	30%	24%	21%	33%	36%	71%	19%
Somewhat satisfied	21%	27%	25%	23%	24%	25%	24%	21%	28%
Neither	34%	36%	35%	38%	35%	34%	34%	8%	48%
Somewhat unsatisfied	5%	6%	5%	4%	7%	4%	3%	1%	3%
Very unsatisfied	5%	6%	6%	11%	12%	5%	4%	-	3%
Unweighted counts	334	419	496	295	528	205	522	85	87

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