

ABACUS DATA

POLL

Canadian Federal Vote Intentions

Abacus Data National Poll: June 23-24, 2011, n=1,005 online survey
from representative panel of over 150,000 Canadians



www.abacusdata.ca

[Twitter.com/abacusdataca](https://twitter.com/abacusdataca)

Abacus Data: Not your average pollster

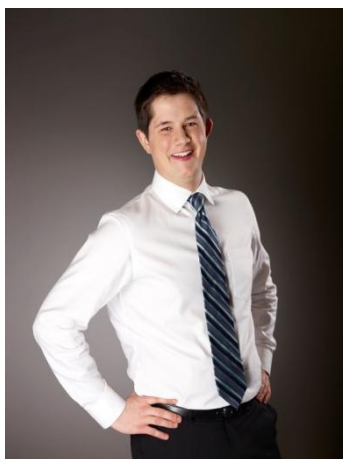
Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry. Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides 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 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).

Methodology

From June 23rd to June 24th, 2011, Abacus Data Inc. conducted an online survey among 1,0005 randomly selected Canadian adults from an online panel of over 150,000 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 past federal vote 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.

These questions were posed as part of the Abacus monthly Omnibus.

If a federal election were held tomorrow, which one of the following parties would you vote for in your constituency?

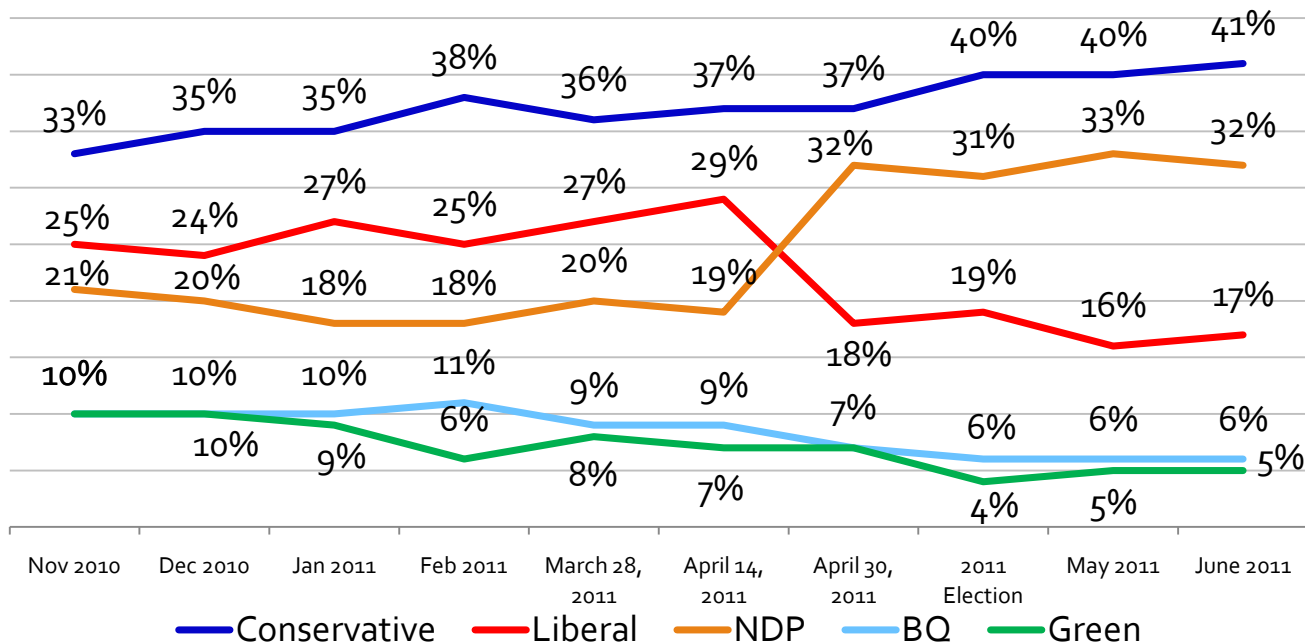
For more information about the poll’s methodology, visit the Abacus website at www.abacusdata.ca

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	88	73
Quebec	253	248
Ontario	380	380
Prairies (MB and SK)	55	66
Alberta	109	101
BC	120	130
Total	1,005	999

Ballot Question

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



Subgroup Analysis (decided voters only)

	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	BC
Conservative Party	45%	36%	35%	22%	43%	48%	59%	54%
Liberal Party	17%	16%	29%	9%	25%	14%	6%	7%
New Democratic Party	28%	36%	35%	42%	27%	33%	25%	33%
Green Party	5%	5%	2%	2%	5%	5%	11%	6%
Bloc Quebecois	6%	6%	-	25%	-	-	-	-
Unweighted counts	494	513	88	253	380	55	109	120

	18-30	31-44	45-59	60+
Conservative Party	32%	36%	43%	53%
Liberal Party	18%	16%	16%	16%
New Democratic Party	34%	39%	29%	25%
Green Party	6%	5%	6%	2%
Bloc Quebecois	10%	4%	6%	4%
Unweighted counts	161	268	377	201

For more information about this study or Abacus Data Inc.,
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To read our analyses and blog, find us online at www.abacusdata.ca