

ABACUS DATA

POLL

What if another recession comes?  
Public Opinion on Federal Government Fiscal Policy

Abacus Data National Poll: August 12-15, 2011, n=1,003 online survey  
from representative panel of over 150,000 Canadians



[www.abacusdata.ca](http://www.abacusdata.ca)

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## Abacus Data: Not your average pollster

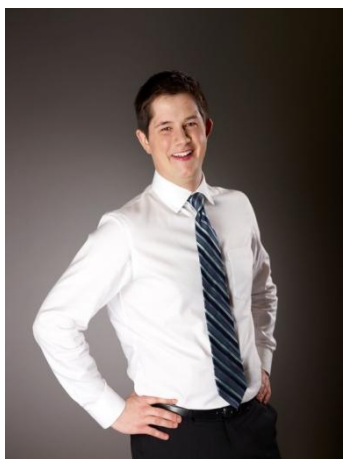
Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry. Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides 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 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 August 12 to 15, 2011 Abacus Data Inc. conducted an online survey among 1,003 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.

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	72	71
Quebec	263	222
Ontario	375	399
Prairies (MB and SK)	75	68
Alberta	102	107
BC	116	133
Total	1,003	1,011

*The federal government has promised to balance the federal budget by 2015 without raising taxes or cutting transfers to persons, including those for seniors, children and the unemployed, or cutting transfers to other levels of government that support health care and other social programs.*

*Which of the following statements, if either, come closest to your view? [rotate statements]*

The federal government should continue with its plan to reduce the federal deficit even if the economy enters another recession	<b>33%</b>
The federal government should reconsider its deficit reduction plans and focus instead on job creation and stimulating the economy if the economy enters another recession.	<b>58%</b>
Neither	<b>11%</b>

### Subgroup Analysis

	Men	Women	CPC	LPC	NDP	High School	Some Post Secondary	University degree		
Stay the course	41	23	55	20	18	32	33	27		
Reconsider	49	65	39	69	72	56	56	63		
Neither	10	12	6	11	10	12	11	10		
Unweighted counts	468	535	340	167	289	211	434	358		
	18-29	30-44	45-60	60+	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Stay the course	22	32	36	31	36	25	27	47	41	39
Reconsider	65	54	55	57	53	65	61	38	47	51
Neither	13	14	9	12	11	10	12	15	12	10
Unweighted counts	152	295	343	213	72	263	375	75	102	116

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To read our analyses and blog, find us online at [www.abacusdata.ca](http://www.abacusdata.ca)