

ABACUS DATA

POLL

## 46% Canadians are Following the U.S. Presidential Election Closely; 55% Believe Obama Deserves to be Re-Elected

Abacus Data National Poll: Sept 23-26, 2011, n=1,013 online survey from representative panel of 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



## Our Track Record



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

Between September 23 and 26, 2011, Abacus Data Inc. conducted an online survey among 1,013 randomly selected adults from an online panel of Canadians

Although there is no margin of error for non-probability sampling, a sample of 1,001 has a margin of error comparable to +/- 3.1%, 19 times out of 20.

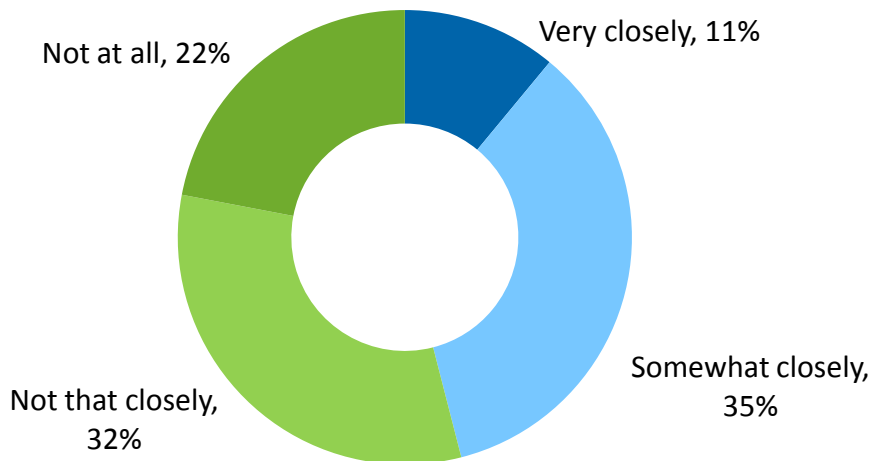
Results of the survey were statistically weighted by gender, age, region, education, and past federal vote using census data from Statistics Canada and by past vote using Elections Canada results from the 2011 General Election. Totals may not add up to 100 due to rounding.

The table below reports the unweighted and weighted distribution by region of Ontario

Region	Unweighted Count (All Respondents)	Weighted Count (All respondents)
Atlantic	78	77
Quebec	264	240
Ontario	385	386
Prairies	74	66
Alberta	77	101
British Columbia	135	130
Total	1,013	999

# 46% of Canadians Following Presidential Election Very or Somewhat Closely

Q: How closely are you following the Presidential Election in the U.S.?



## Subgroup Analysis

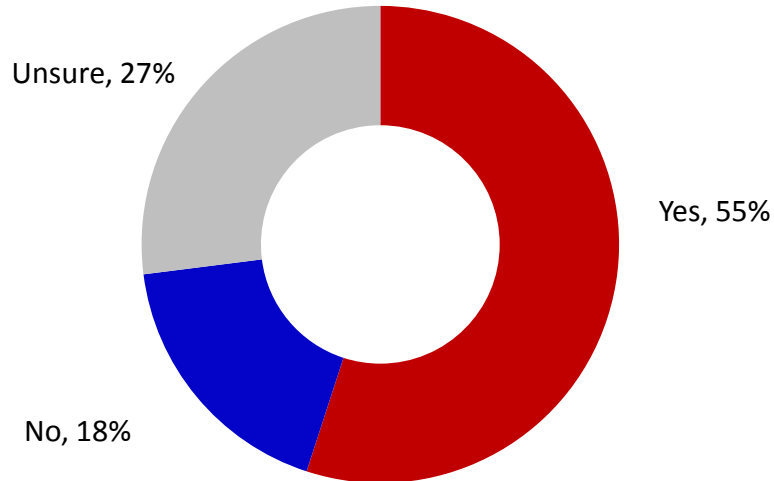
	Men	Women	18-29	30-44	45-60	60+
Very closely	17%	6%	7%	8%	11%	20%
Somewhat closely	39%	31%	29%	35%	36%	40%
Not that closely	28%	36%	33%	31%	35%	28%
Not at all	16%	27%	32%	25%	18%	12%
Unweighted counts	498	515	191	258	369	195

	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Very closely	5%	12%	12%	8%	11%	9%
Somewhat closely	30%	39%	33%	37%	31%	42%
Not that closely	40%	29%	32%	31%	39%	29%
Not at all	25%	20%	23%	25%	20%	20%
Unweighted counts	78	264	385	74	77	135

## President Obama and Re-Election

Q: Do you believe that Barack Obama deserves to be re-elected?



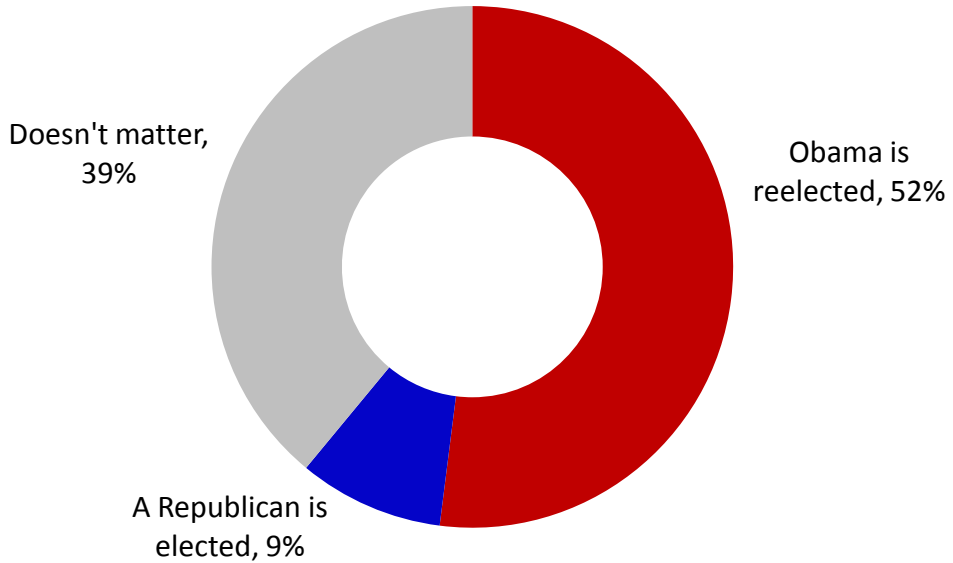
### Subgroup Analysis

	Men	Women	18-29	30-44	45-60	60+
Yes	54%	57%	53%	53%	56%	59%
No	23%	13%	14%	15%	19%	24%
Unsure	23%	30%	34%	31%	25%	18%
Unweighted counts	498	515	191	258	369	195

	Conservative	NDP	Liberal	Green	Undecided
Yes	46%	66%	65%	52%	40%
No	32%	10%	9%	14%	13%
Unsure	22%	25%	26%	33%	47%
Unweighted counts	341	295	153	52	106

# Impact of Presidential Election on Canada

Q: Which outcome do you believe will be better for Canada?



## Subgroup Analysis

	Men	Women	18-29	30-44	45-60	60+
Obama is reelected	50%	54%	56%	51%	50%	52%
Republican is elected	11%	7%	9%	8%	9%	12%
Doesn't matter	39%	39%	35%	41%	41%	36%
Unweighted counts	498	515	191	258	369	195

	Conservative	NDP	Liberal	Green	Undecided
Obama is reelected	39%	66%	65%	51%	33%
Republican is elected	21%	2%	5%	2%	3%
Doesn't matter	40%	32%	30%	47%	64%
Unweighted counts	341	295	153	52	106



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