

ABACUS DATA

POLL

Federal Politics Update  
Vote Intention, Government Approval, and Leader Favourability

Abacus Data National Poll: Dec 2 to 4, 2011, n=1,004



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

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](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 December 2 to 4, 2011, Abacus Data Inc. conducted an online survey among 1,004 randomly selected Canadian adults from an online panel of over 150,000 Canadians.

Since the online survey was not a random, probability based sample, a margin of error could not be calculated.

The margin of error for a survey of 1,004 respondents using a probability sample is +/- 3.1%, 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 2011 General Election. Totals may not add up to 100 due to rounding.

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

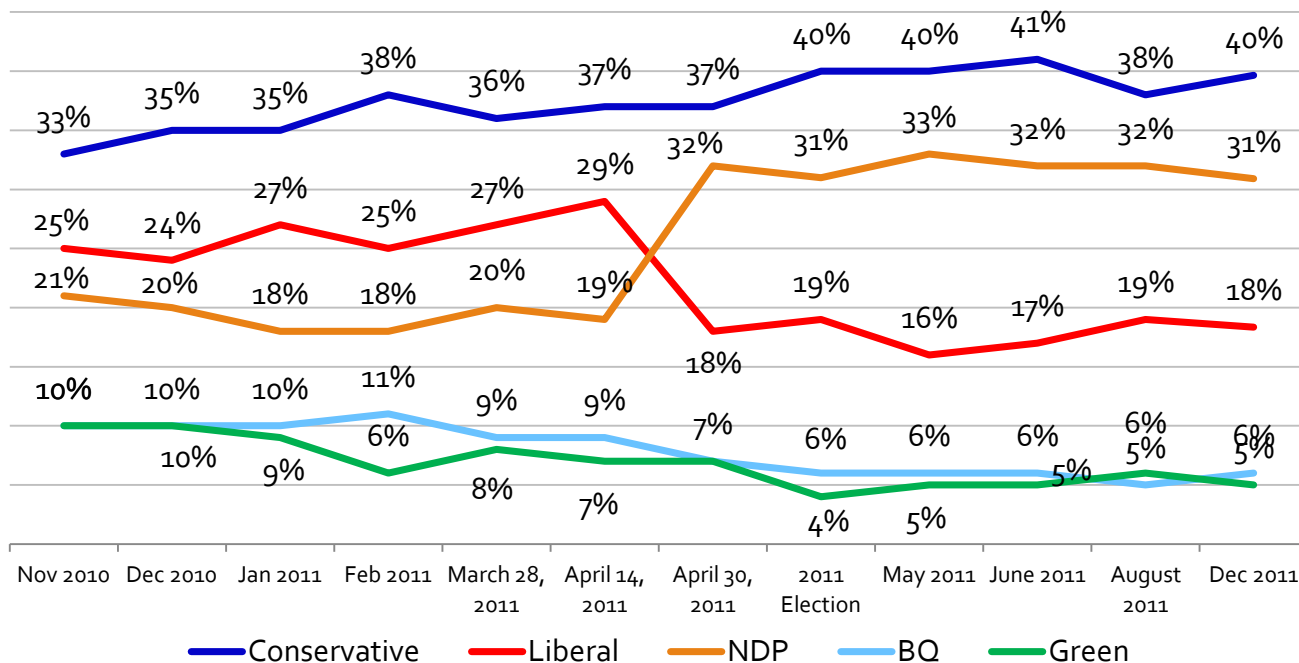
For more information about the poll's methodology, visit the Abacus website at [www.abacusdata.ca](http://www.abacusdata.ca)

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	80	68
Quebec	280	246
Ontario	333	392
Prairies (MB and SK)	73	66
Alberta	112	107
BC	126	133
Total	1,004	1,013

## 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)

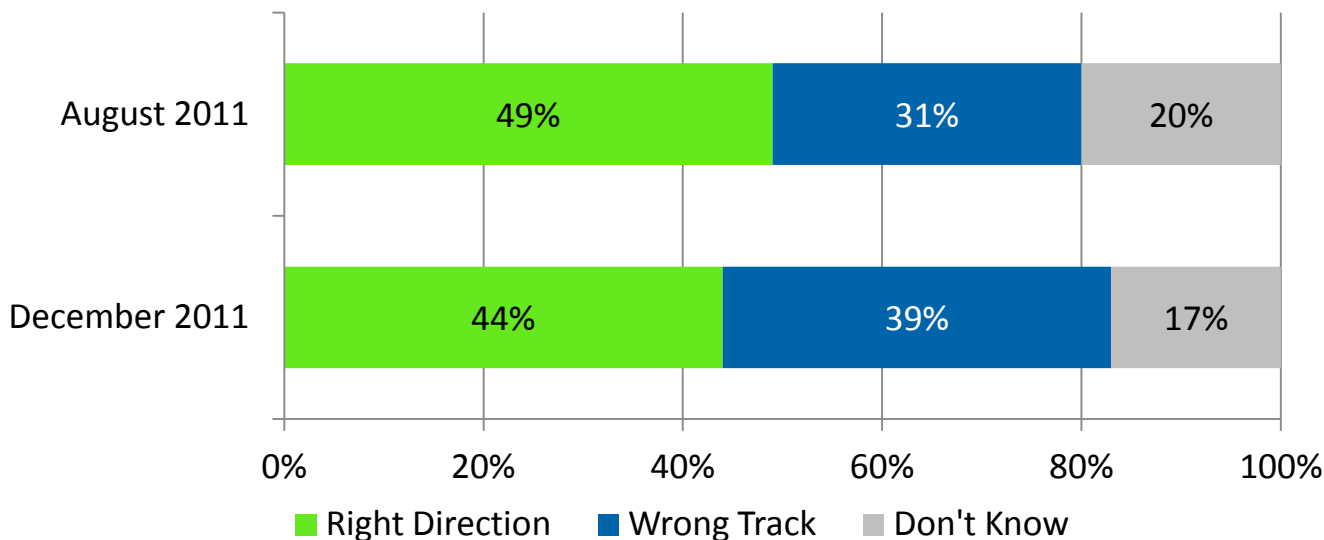
	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Conservative Party	40%	39%	31%	21%	43%	48%	61%	46%
Liberal Party	20%	16%	31%	13%	26%	17%	10%	7%
New Democratic Party	30%	31%	29%	36%	28%	26%	24%	39%
Green Party	4%	6%	9%	5%	3%	9%	5%	8%
Bloc Quebecois	6%	7%	0%	26%	0%	0%	0%	0%

### Age Group Analysis (decided voters only)

	18-30	31-44	45-59	60+
Conservative Party	28%	40%	40%	48%
Liberal Party	18%	20%	15%	23%
New Democratic Party	41%	30%	32%	21%
Green Party	5%	6%	5%	2%
Bloc Quebecois	8%	3%	8%	5%

## Right Direction of Wrong Track?

*Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?:*



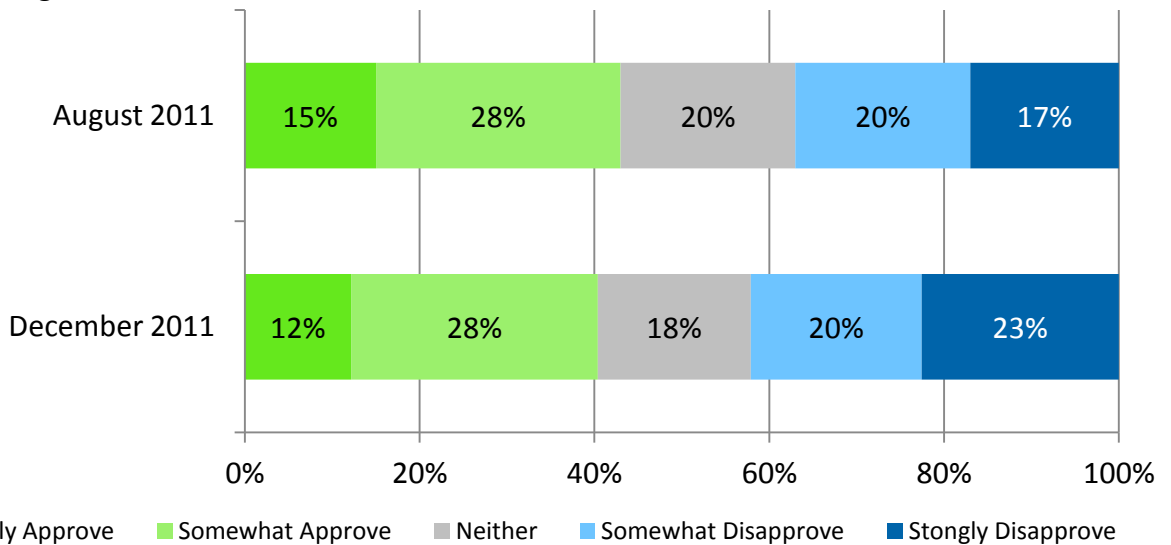
### Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Right Direction	44%	47%	41%	32%	46%	45%	52%	75%	30%
Wrong Track	39%	41%	37%	43%	36%	40%	37%	14%	50%
Don't Know	17%	12%	22%	25%	18%	16%	11%	12%	20%
Unweighted counts	1004	499	505	141	222	359	282	368	163

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Right Direction	31%	29%	17%	34%	29%	47%	47%	57%	57%
Wrong Track	53%	67%	74%	46%	55%	33%	39%	22%	33%
Don't Know	16%	5%	9%	20%	16%	20%	14%	21%	10%
Unweighted counts	266	44	66	80	280	333	73	112	126

# Harper Job Approval Rating

**Q: Overall, do you approve or disapprove of the job the federal government led by Stephen Harper is doing?:**



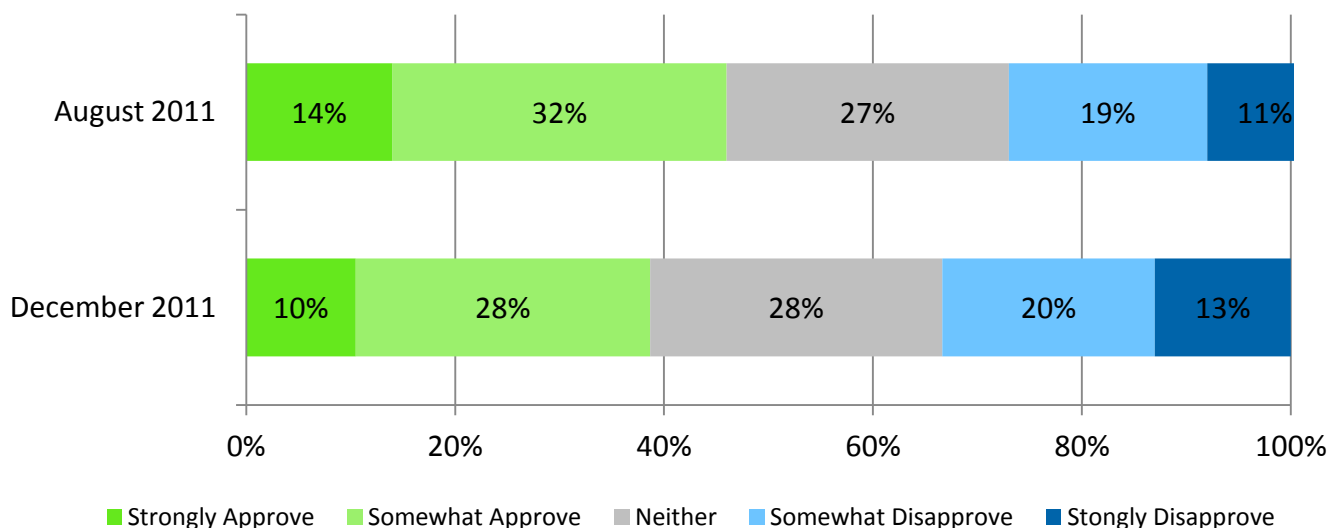
## Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Strongly Approve	12%	13%	11%	5%	9%	14%	20%	32%	1%
Somewhat Approve	28%	30%	27%	24%	32%	29%	25%	54%	15%
Neither	18%	15%	20%	23%	18%	16%	14%	11%	16%
Somewhat Disapprove	20%	20%	19%	22%	19%	19%	19%	3%	28%
Strongly Disapprove	23%	22%	23%	26%	21%	22%	23%	0%	39%
Unweighted counts	1004	499	505	141	222	359	282	368	163

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Strongly Approve	1%	0%	0%	6%	5%	15%	12%	20%	12%
Somewhat Approve	15%	24%	7%	22%	15%	28%	41%	38%	41%
Neither	17%	18%	18%	20%	25%	17%	12%	15%	11%
Somewhat Disapprove	29%	26%	29%	20%	24%	19%	15%	19%	15%
Strongly Disapprove	38%	32%	16%	33%	31%	20%	19%	9%	22%
Unweighted counts	266	44	66	80	280	333	73	112	126

# Managing the Economy

Q: Do you approve or disapprove of the job the federal government is doing in the following areas: Managing the Economy



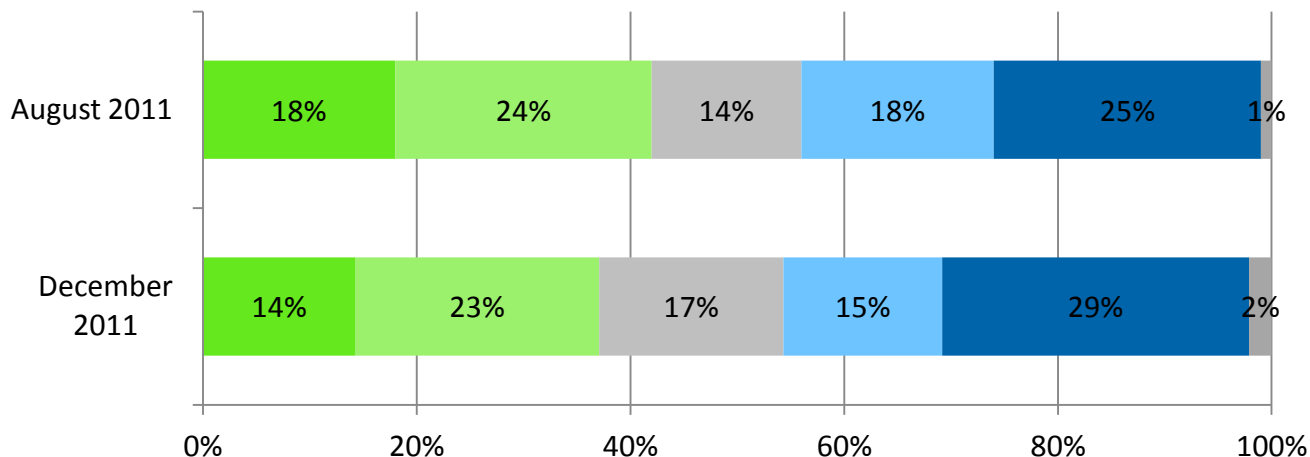
## Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Strongly Approve	10%	11%	10%	4%	13%	9%	17%	25%	3%
Somewhat Approve	28%	33%	24%	24%	24%	33%	29%	47%	26%
Neither	28%	26%	29%	37%	27%	26%	25%	18%	31%
Somewhat Disapprove	20%	19%	22%	21%	21%	19%	21%	9%	23%
Strongly Disapprove	13%	11%	15%	14%	15%	13%	9%	2%	17%
Unweighted counts	1004	499	505	141	222	359	282	368	163

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Strongly Approve	1%	10%	0%	8%	5%	14%	6%	14%	12%
Somewhat Approve	15%	17%	14%	21%	20%	29%	45%	36%	31%
Neither	31%	26%	45%	29%	34%	28%	20%	22%	27%
Somewhat Disapprove	31%	27%	15%	19%	22%	20%	16%	21%	20%
Strongly Disapprove	21%	21%	27%	23%	20%	9%	13%	8%	10%
Unweighted counts	266	44	66	80	280	333	73	112	126

# Prime Minister Stephen Harper

Q: Do you have a favourable or unfavourable impression of the following people?



Very favourable Somewhat favourable Neutral Somewhat unfavourable Very unfavourable Don't know

## Subgroup Analysis

### Dec 2011

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Very Favourable	14%	15%	14%	6%	12%	15%	23%	38%	2%
Somewhat Favourable	23%	24%	22%	18%	26%	22%	24%	48%	7%
Neutral	17%	17%	17%	25%	16%	18%	10%	9%	16%
Somewhat Unfavourable	15%	13%	17%	17%	14%	16%	12%	4%	18%
Very Unfavourable	29%	31%	27%	31%	27%	27%	31%	1%	55%
Don't Know	2%	0%	4%	2%	5%	1%	0%	0%	2%
Unweighted counts	1004	499	505	141	222	359	282	368	163

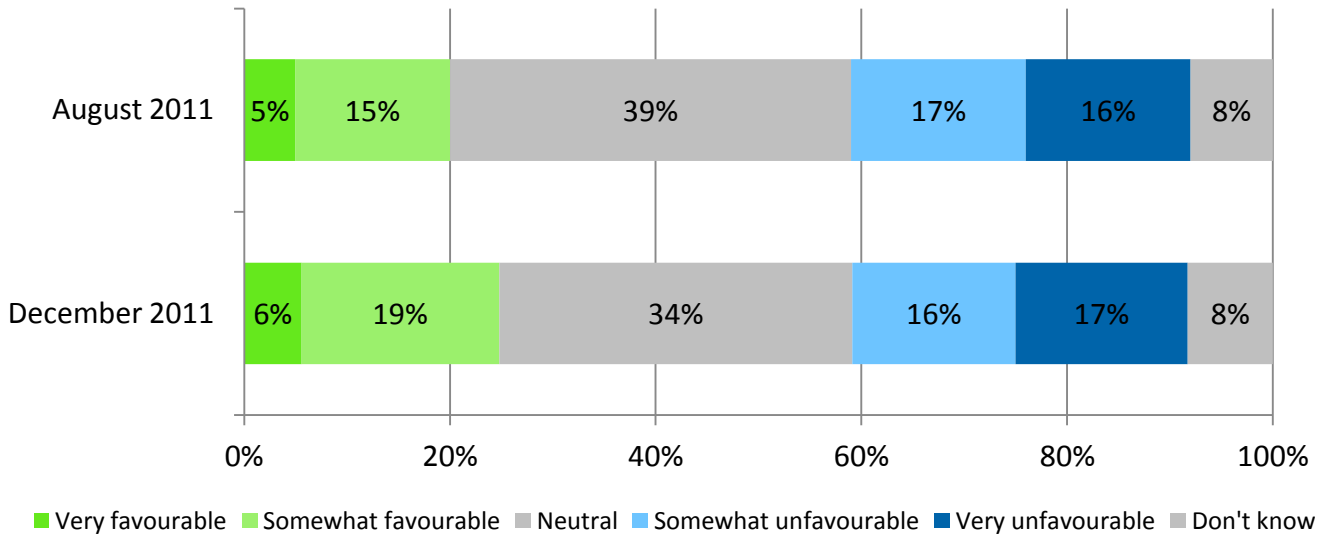
  

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	0%	3%	0%	9%	8%	16%	15%	26%	15%
Somewhat Favourable	8%	12%	10%	13%	14%	26%	28%	31%	26%
Neutral	21%	16%	16%	21%	18%	17%	16%	14%	16%
Somewhat Unfavourable	24%	31%	16%	17%	20%	11%	18%	17%	11%
Very Unfavourable	45%	39%	55%	39%	37%	27%	23%	10%	31%
Don't Know	1%	0%	2%	0%	3%	3%	0%	2%	0%
Unweighted counts	266	44	66	80	280	333	73	112	126



# Liberal Interim Leader Bob Rae

Q: Do you have a favourable or unfavourable impression of the following people?



## Subgroup Analysis

### Dec 2011

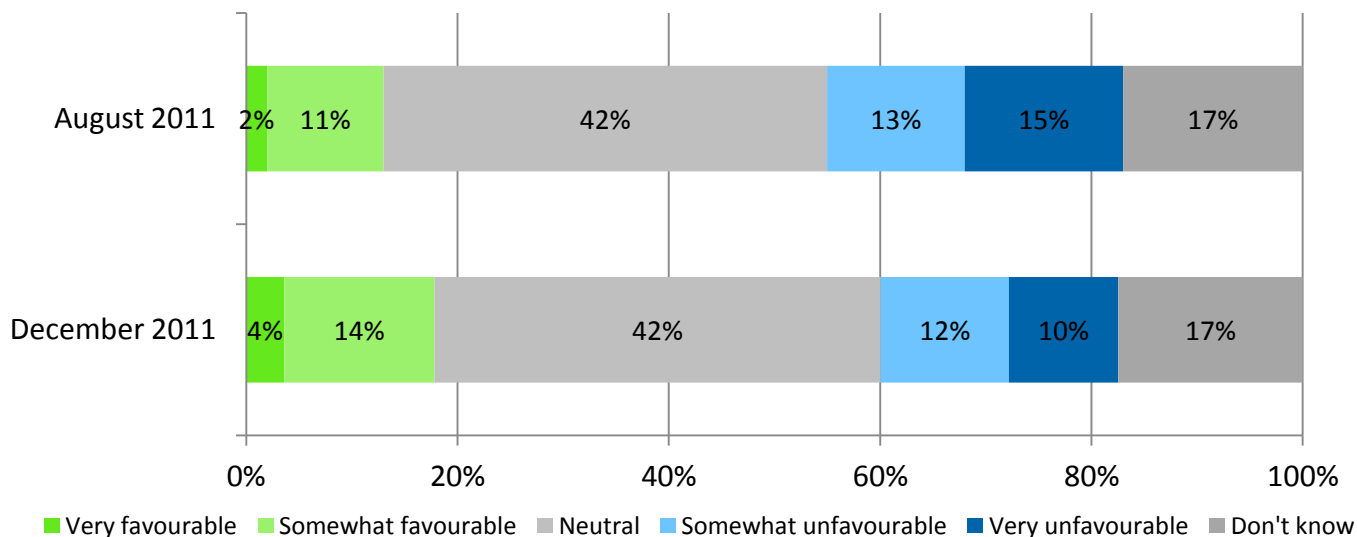
	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Very Favourable	6%	7%	4%	8%	5%	3%	8%	1%	22%
Somewhat Favourable	19%	21%	17%	19%	17%	19%	22%	9%	44%
Neutral	34%	31%	37%	39%	36%	35%	25%	29%	23%
Somewhat Unfavourable	16%	16%	16%	10%	16%	16%	21%	22%	5%
Very Unfavourable	17%	21%	12%	9%	15%	20%	21%	33%	3%
Don't Know	8%	4%	13%	16%	11%	5%	3%	7%	3%
Unweighted counts	1004	499	505	141	222	359	282	368	163

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	4%	3%	3%	10%	3%	7%	8%	3%	4%
Somewhat Favourable	21%	26%	23%	23%	18%	25%	7%	13%	15%
Neutral	40%	28%	37%	33%	44%	27%	34%	36%	37%
Somewhat Unfavourable	16%	23%	25%	11%	19%	14%	21%	12%	17%
Very Unfavourable	10%	15%	7%	12%	8%	22%	22%	22%	15%
Don't Know	10%	5%	6%	11%	8%	5%	8%	15%	11%
Unweighted counts	266	44	66	80	280	333	73	112	126

# Interim NDP Leader Nycole Turmel

Q: Do you have a favourable or unfavourable impression of the following people?



## Subgroup Analysis

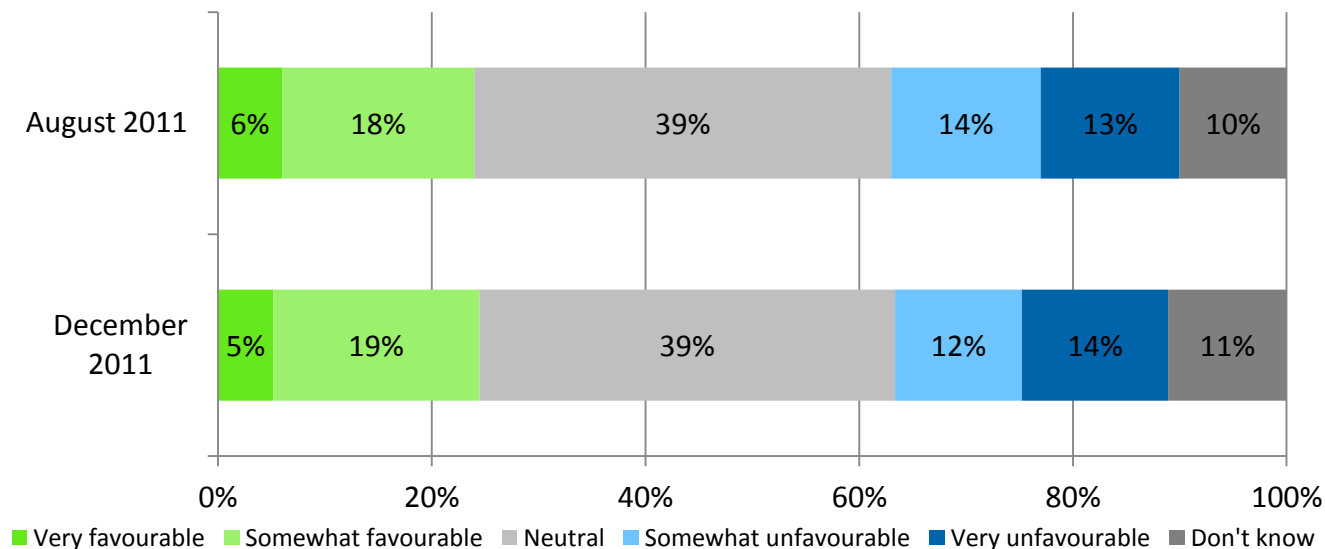
	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Very Favourable	4%	2%	5%	4%	6%	3%	2%	1%	1%
Somewhat Favourable	14%	16%	13%	15%	13%	15%	13%	5%	6%
Neutral	42%	42%	43%	48%	37%	44%	41%	37%	50%
Somewhat Unfavourable	12%	14%	11%	7%	12%	12%	19%	16%	18%
Very Unfavourable	10%	15%	6%	6%	11%	11%	13%	21%	7%
Don't Know	17%	12%	23%	22%	22%	15%	12%	21%	17%
Unweighted counts	1004	499	505	141	222	359	282	368	163

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	11%	3%	0%	3%	3%	4%	7%	3%	2%
Somewhat Favourable	33%	18%	22%	11%	18%	13%	10%	9%	18%
Neutral	37%	48%	52%	43%	48%	40%	51%	37%	37%
Somewhat Unfavourable	5%	8%	11%	11%	11%	13%	9%	12%	15%
Very Unfavourable	2%	6%	5%	9%	7%	11%	13%	15%	10%
Don't Know	13%	17%	10%	22%	13%	19%	9%	24%	19%
Unweighted counts	266	44	66	80	280	333	73	112	126

# Green Party Leader Elizabeth May

Q: Do you have a favourable or unfavourable impression of the following people?



## Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Very Favourable	5%	5%	6%	8%	6%	3%	5%	2%	7%
Somewhat Favourable	19%	17%	21%	21%	20%	19%	16%	13%	24%
Neutral	39%	41%	37%	38%	32%	43%	41%	35%	41%
Somewhat Unfavourable	12%	12%	12%	11%	13%	10%	15%	15%	9%
Very Unfavourable	14%	19%	9%	9%	14%	15%	15%	25%	10%
Don't Know	11%	7%	15%	13%	14%	9%	8%	10%	8%
Unweighted counts	1004	499	505	141	222	359	282	368	163

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	7%	26%	0%	7%	2%	4%	12%	4%	11%
Somewhat Favourable	24%	54%	12%	20%	13%	22%	22%	11%	28%
Neutral	38%	12%	56%	40%	46%	39%	28%	36%	31%
Somewhat Unfavourable	13%	3%	9%	11%	14%	11%	12%	12%	11%
Very Unfavourable	6%	3%	12%	12%	11%	13%	18%	18%	14%
Don't Know	12%	2%	11%	10%	13%	10%	8%	19%	5%
Unweighted counts	266	44	66	80	280	333	73	112	126

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