



## ***Public Opinion on the Federal NDP Leadership Race***

**Released: January 26, 2012**

**Embargoed until 3:00pm ET**

### **Crosstabulations**

January 16 to 19, 2012

n=1,000 Canadians, 18 years of age and older

### ***Methodology***

*The survey was conducted online with 1,000 respondents in English and French using an internet survey platform. A random sample of panelists was invited to participate in the survey from a larger internet representative panel of 150,000 Canadians. The survey was completed from January 16 to 19, 2012.*

*Steps were taken to ensure that the survey respondents were representative of the population over 18 years of age. The sample distribution was balanced to match the distribution of actual census data for age, gender, education, and province. Moreover, statistical weighting was applied to the data after the completion of the survey for age, gender, education, region, and previous federal vote.*

*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 1,000 respondents using a probability sample is +/- 3.1%, 19 times out of 20.*



Public Opinion on the Federal NDP Leadership Race  
National Survey - n=1,000, January 16-19, 2012

## **Thomas Mulcair, Brian Topp and Paul Dewar have highest name recognition among NDP leadership candidates.**

*NDP supporters want a leader who stands for clear social democratic principles and who can stand up to Stephen Harper.*

*Please refer to the survey as: Abacus Data Poll*

*1,000 Canadians were interviewed from January 16 to 19, 2012*

Ottawa – With about two months left in the federal NDP’s leadership race, a new national survey from Ottawa-based Abacus Data finds that few Canadians could name more than one of the candidates running for the NDP leadership and 40% were unaware of any of the names presented to them.

### **Awareness of Leadership Candidates**

Nationally, Thomas Mulcair and Brian Topp were the most likely to be known by respondents. Thirty-six percent of respondents were aware of Thomas Mulcair while 31% were aware of Brian Topp. Paul Dewar (27% aware) and Peggy Nash (23%) rounded out the top four.

Among NDP supporters (those who said they would vote NDP if an election were held the time of the poll), the order was the same with Mr. Mulcair (38%), Mr. Topp (32%), Mr. Dewar (27%), and Ms. Nash (21%) in the top four. Over three in ten NDP supporters had not heard of any of the candidates prior to our poll.

Regionally, Mr. Mulcair’s name recognition in Quebec exceeded all other competitors in all other regions of the country and his national lead in name recognition was almost entirely due to Quebecers’ awareness of him. Sixty-four percent of Quebec respondents were aware of Thomas Mulcair. Outside of Quebec, Mr. Mulcair’s name recognition never exceeded 25%.

Brian Topp was most known in Western Canada (35%) while Paul Dewar and Peggy Nash had higher name recognition in Ontario, 36% and 33% respectively.

### **Candidate Most Likely to Make You Vote NDP**

When respondents who were aware of at least two candidates were asked which candidate would make them most likely to vote NDP, Thomas Mulcair topped the list with Canadians overall and among NDP supporters (21% overall, 36% with NDP supporters). Brian Topp, Paul Dewar and Peggy Nash rounded out the top four all close together among Canadians overall and among NDP supporters.

Caution should obviously be used when interpreting these numbers. Even the results among NDP supporters mean little in terms of who may actual win the leadership since the results are *not* representative of actual NDP members. We must keep in mind that much of the federal NDP’s support in our poll comes from Quebec, and Thomas Mulcair is well known in the province and therefore most likely to be considered the best choice.



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The results demonstrate Mr. Mulcair's challenge in this race. He is well known in Quebec and there is a certain level of goodwill among those who know him. But when the NDP leadership race started, there were very few NDP members in Quebec relative to other provinces. These numbers confirm his strategy: (1) sign up new members in Quebec and (2) convince members outside Quebec that he is best able to keep NDP gains in the province.

### **Qualities in an NDP Leader**

Respondents were also shown a list of attributes that could be used to describe a party leader. They were asked to rank the top five attributes they believe are important in the next leader of the NDP. No single attribute was the clear preference for all respondents but 10% of respondents ranked "stands for clear social democratic principles", "is tough and can stand up to Stephen Harper", "able to fluently speak both official languages", "is down to earth" and "has experience in business".

For NDP supporters, "stands for clear social democratic principles", "is tough and can stand up to Stephen Harper", "able to fluently speak both official languages" and "can beat Stephen Harper" were the top four ranked attributes. Interestingly, "can appeal to voters in Quebec" was ranked 1<sup>st</sup> by only 4% of NDP supporters, and was ranked in the top 5 by only 31%.

### **Methodology**

From January 16 to 19, 2012, Abacus Data Inc. conducted an online survey among 1,000 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 1,000 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 Data monthly omnibus survey.

For more information about the survey findings, please contact Dr. David Coletto, CEO Abacus Data Inc. at (613) 884-4730 or [david@abacusdata.ca](mailto:david@abacusdata.ca)

# ABACUS DATA POLL

Public Opinion on the Federal NDP Leadership Race  
National Survey - n=1,000, January 16-19, 2012

Below is a list of the candidates who are running for the federal NDP leadership to replace Jack Layton.  
Please tell us whether you have heard of the individual before today or not.  
Candidate Awareness by Party Support

Candidate	All Canadians (n=1,015, weighted)	NDP Supporters (n=264, weighted)	Conservative Supporters (n=348, weighted)	Liberal Supporters (n=197, weighted)
None of these candidates	40%	35%	42%	29%
Thomas Mulcair, MP from Montreal	36%	38%	34%	41%
Brian Topp, NDP strategist and former party president	31%	32%	30%	40%
Paul Dewar, MP from Ottawa	27%	27%	31%	33%
Peggy Nash, MP from Toronto	23%	21%	22%	33%
Romeo Saganash, MP from northern Quebec	11%	12%	10%	12%
Niki Ashton, MP from northern Manitoba	9%	10%	9%	9%
Nathan Cullen, MP from northern BC	8%	10%	8%	10%
Martin Singh, a businessman from Nova Scotia	8%	10%	8%	10%

Below is a list of the candidates who are running for the federal NDP leadership to replace Jack Layton.  
Please tell us whether you have heard of the individual before today or not.  
Candidate Awareness by Region

Candidate	All Canadians (n=1,015, weighted)	Atlantic (n=76)	Quebec (n=238)	Ontario (n=373)	Western Canada (n=313)
None of these candidates	40%	51%	27%	43%	46%
Thomas Mulcair, MP from Montreal	36%	23%	67%	23%	25%
Brian Topp, NDP strategist and former party president	31%	26%	31%	28%	35%
Paul Dewar, MP from Ottawa	27%	32%	10%	36%	30%
Peggy Nash, MP from Toronto	23%	22%	12%	33%	22%
Romeo Saganash, MP from northern Quebec	11%	6%	24%	4%	9%
Niki Ashton, MP from northern Manitoba	9%	6%	3%	7%	16%
Nathan Cullen, MP from northern BC	8%	10%	2%	5%	18%
Martin Singh, a businessman from Nova Scotia	8%	18%	3%	8%	10%

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As a way to measure the appeal of each of the candidates, we asked respondents **who were aware of at least two** of the NDP candidates to select the candidate that would make them most likely to vote NDP. Note, if a respondent was unaware of all the candidates or only aware of one, they were not asked this question.

**If one of the leadership candidates that you are aware of were to become NDP leader, which would make you most likely to vote NDP in the next federal election? [rotate]**

		Thomas Mulcair	Brian Topp	Paul Dewar	Peggy Nash	Romeo Saganash	Nathan Cullen	Niki Ashton	Martin Singh	Would never vote NDP	Don't know
		%	%	%	%	%	%	%	%	%	%
<b>Region</b>	Canada	21	10	9	6	2	2	2	1	28	20
	Atlantic	6	16	16	3	0	0	3	3	22	31
	Quebec	62	8	2	0	1	0	0	1	14	13
	Ontario	4	9	15	14	2	1	2	1	30	22
	Central	18	8	3	0	8	0	10	0	28	26
	Alberta	8	13	8	0	0	0	3	0	55	15
	British Columbia	8	17	4	6	0	10	2	0	33	19
<b>Gender</b>	Male	23	11	9	5	2	1	2	1	32	15
	Female	17	10	8	8	2	2	3	1	23	26
<b>Age Group</b>	18 to 29	13	8	5	21	3	5	3	0	24	18
	30 to 44	30	11	13	4	3	1	1	2	16	18
	45 to 60	17	9	9	7	1	2	3	0	30	22
	60 and over	19	12	7	3	1	1	3	1	34	19
<b>Education</b>	High school or less	28	6	7	6	0	2	2	2	31	17
	Some university or College	21	10	8	6	1	2	2	1	32	19
	University degree	19	12	10	7	3	1	3	0	24	21
<b>Children 18 and Under in Household</b>	No	20	11	10	6	1	1	2	1	29	19
	Yes	23	8	6	8	2	2	2	1	25	22
<b>Urban or Rural</b>	Urban	21	10	9	7	2	2	2	0	28	19
	Rural	19	12	7	3	2	2	4	2	29	21
<b>Federal Vote Profile</b>	Conservative Party	7	9	3	1	1	0	1	1	63	14
	Liberal Party	18	9	13	10	4	2	2	0	23	19
	NDP	30	16	11	11	1	4	2	2	1	22
	Green Party	16	5	21	5	0	0	5	0	16	32
	Bloc Quebecois	78	0	0	0	0	0	0	0	17	6
	Undecided	20	10	5	0	0	0	15	0	5	45

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Finally, as a way to measure what Canadians value in a potential NDP leader, we listed a number of possible attributes and asked respondents to rank their top 5 they felt were most important. The tables below reports the results by party and by region.

**Below is a list of attributes that could be used to describe a leader of a political party. Of the attributes listed, please rank your top five that you think are important in the next leader of the federal NDP. [rotate]**  
**(% Ranked 1<sup>st</sup>/% Ranked 2<sup>nd</sup>/% Ranked in Top 5)**

## By Party Supporter

Attribute	All Canadians (n=1,015, weighted)	NDP Supporters (n=264, weighted)	Conservative Supporters (n=348, weighted)	Liberal Supporters (n=197, weighted)
Stands for clear social democratic principles	15%/11%/56%	23%/18%/72%	8%/6%/41%	17%/8%/53%
Is tough and can stand up to Stephen Harper	13%/11%/48%	16%/14%/66%	7%/3%/26%	14%/19%/61%
Ability to fluently speak both official languages	11%/12%/56%	16%/9%/58%	10%/14%/54%	6%/12%/58%
Is down to earth	11%/9%/55%	12%/7%/51%	12%/10%/61%	8%/8%/45%
Experience in business	10%/11%/48%	3%/5%/29%	19%/17%/71%	7%/7%/38%
Elected experience	9%/10%/50%	5%/10%/42%	13%/11%/61%	7%/10%/45%
Can beat Stephen Harper	9%/6%/26%	14%/8%/40%	3%/1%/7%	13%/12%/38%
Holds moderate policy positions	7%/10%/47%	3%/7%/31%	9%/14%/59%	11%/7%/50%
Is currently a member of Parliament	7%/7%/34%	2%/5%/22%	10%/12%/48%	8%/5%/32%
Experience in the labour movement	3%/5%/26%	2%/6%/24%	2%/6%/27%	4%/2%/21%
Can appeal to voters in Quebec	3%/4%/25%	4%/5%/31%	3%/4%/25%	1%/3%/81%
Is open to working closely or merging parties with the Liberals and Greens	3%/5%/29%	3%/5%/32%	3%/4%/19%	5%/7%/39%

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Below is a list of attributes that could be used to describe a leader of a political party. Of the attributes listed, please rank your top five that you think are important in the next leader of the federal NDP. [rotate]  
(% Ranked 1<sup>st</sup>/% Ranked Second/% Ranked in Top 5)

## By Region

Attribute	All Canadians (n=1,015, weighted)	Atlantic (n=76)	Quebec (n=238)	Ontario (n=373)	Western Canada (n=313)
Ability to fluently speak both official languages	11%/12%/56%	8%/9%/50%	30%/19%/84%	7%/9%/48%	4%/10%/47%
Elected experience	9%/10%/50%	8%/9%/51%	4%/8%/43%	9%/11%/50%	12%/11%/54%
Experience in business	10%/11%/48%	3%/7%/38%	6%/10%/46%	11%/11%/51%	14%/11%/57%
Experience in the labour movement	3%/5%/26%	3%/3%/30%	-1%/3%/11%	4%/6%/32%	3%/6%/29%
Can appeal to voters in Quebec	3%/4%/25%	1%/1%/16%	7%/9%/47%	1%/3%/18%	2%/3%/18%
Holds moderate policy positions	7%/10%/47%	5%/11%/42%	6%/8%/38%	6%/11%/48%	9%/11%/54%
Stands for clear social democratic principles	15%/11%/56%	15%/8%/53%	10%/8%/55%	17%/15%/59%	15%/9%/53%
Is down to earth	11%/9%/55%	17%/15%/66%	8%/7%/41%	11%/9%/58%	12%/10%/59%
Can beat Stephen Harper	9%/6%/26%	12%/9%/39%	13%/8%/35%	8%/5%/23%	7%/4%/19%
Is tough and can stand up to Stephen Harper	13%/11%/48%	15%/18%/58%	10%/15%/56%	14%/9%/49%	13%/10%/39%
Is open to working closely or merging parties with the Liberals and Greens	3%/5%/29%	4%/4%/25%	2%/4%/30%	4%/6%/30%	3%/5%/28%
Is currently a member of Parliament	7%/7%/34%	11%/7%/32%	4%/3%/23%	7%/6%/34%	8%/11%/42%