

ABACUS DATA

POLL

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

Abacus Data National Poll: Jan 16-19, 2012



Jan 25, 2012

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:

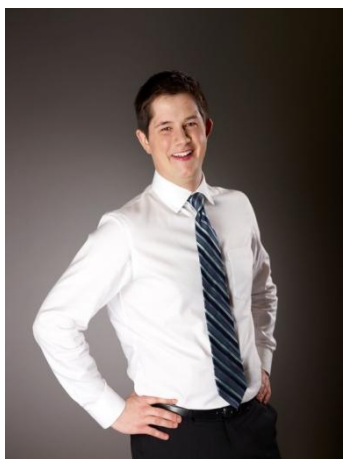
- Custom quantitative studies
- Opinion leader/Decision maker consultations
- The Vertex Panel (www.vertexpanel.ca)
- Omnibus surveys
- Focus groups
- Informal discussions
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

canadian  **millennials**
AN ABACUS DATA PRACTICE

VERTEX
PANEL


ABACUS DATA
RESEARCH SERIES
CORPORATE AND COMMUNITY
SOCIAL RESPONSIBILITY

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 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 cannot 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.

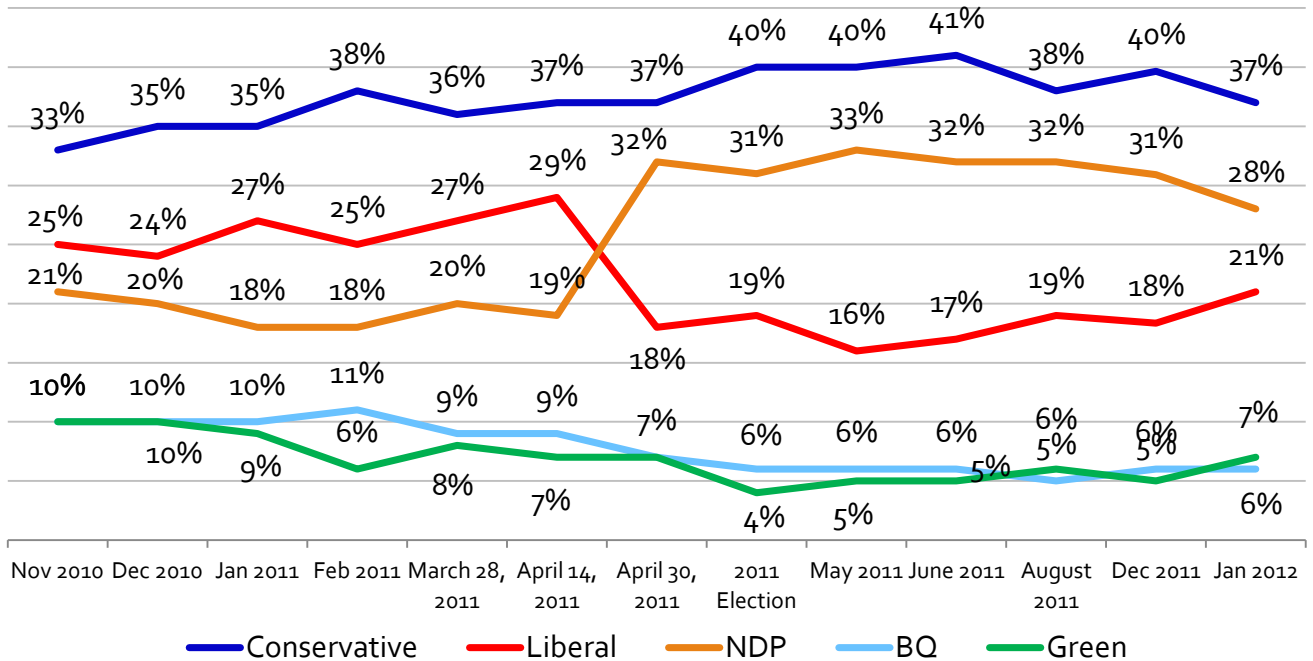
For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

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	76	73
Quebec	238	291
Ontario	373	351
Prairies (MB and SK)	74	65
Alberta	106	104
BC	133	132
Total	1,000	1,015

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)

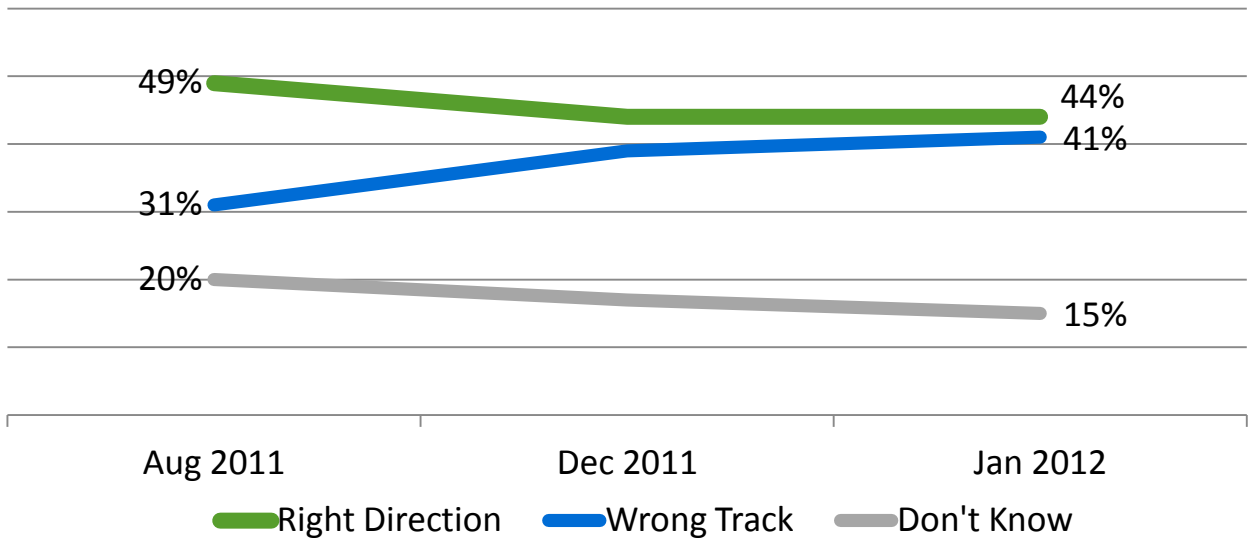
	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Conservative Party	42%	33%	26%	20%	38%	53%	72%	47%
Liberal Party	21%	21%	21%	17%	30%	16%	11%	18%
New Democratic Party	24%	32%	42%	37%	25%	26%	15%	21%
Green Party	7%	7%	11%	5%	8%	5%	2%	14%
Bloc Quebecois	5%	7%	-	21%	-	-	-	-

Age Group Analysis

	18-30	31-44	45-59	60+
Conservative Party	25%	34%	41%	44%
Liberal Party	23%	18%	18%	28%
New Democratic Party	37%	30%	28%	20%
Green Party	12%	10%	5%	4%
Bloc Quebecois	3%	8%	7%	3%

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?:



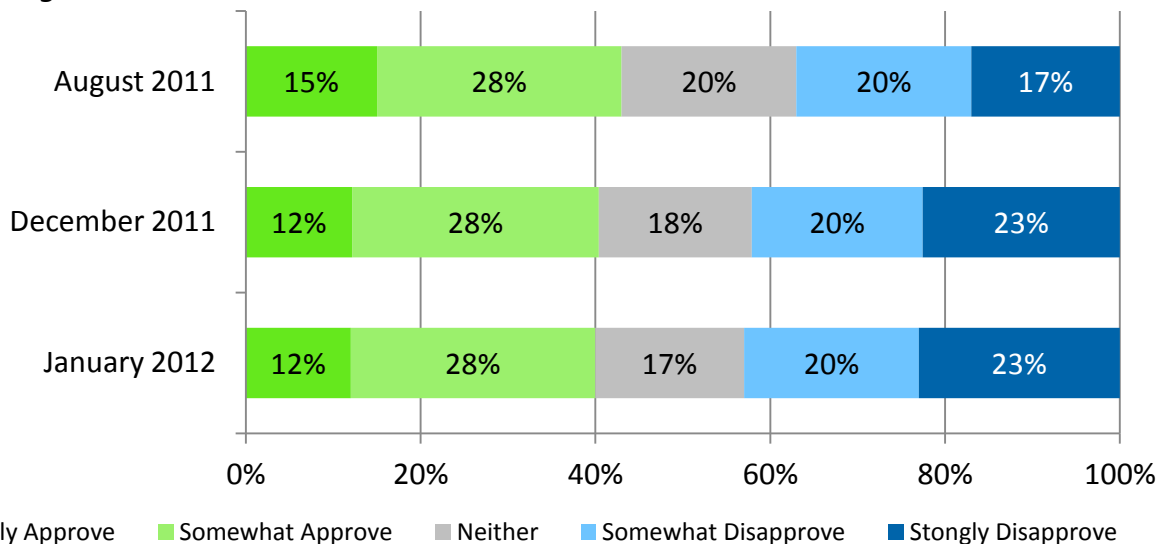
Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Right Direction	44%	49%	40%	34%	39%	50%	50%	82%	25%
Wrong Track	41%	40%	41%	49%	42%	38%	37%	8%	62%
Don't Know	15%	11%	19%	17%	19%	12%	13%	10%	13%
Unweighted counts	1000	508	492	159	271	310	260	345	226

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Right Direction	30%	21%	16%	39%	29%	46%	59%	64%	64%
Wrong Track	58%	53%	70%	46%	55%	37%	29%	23%	36%
Don't Know	12%	27%	14%	15%	16%	17%	12%	13%	11%
Unweighted counts	244	70	37	76	238	373	74	106	133

Harper Government Job Approval Rating

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



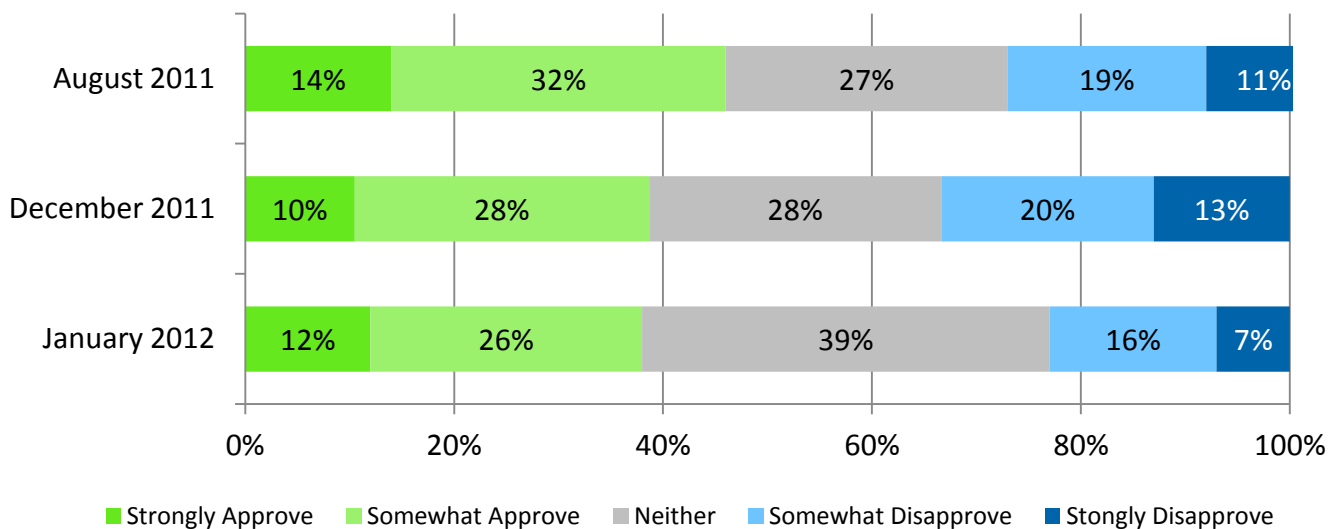
Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Strongly Approve	12%	15%	10%	12%	8%	13%	18%	35%	-
Somewhat Approve	28%	32%	25%	20%	32%	30%	28%	55%	17%
Neither	17%	13%	21%	23%	17%	18%	12%	6%	15%
Somewhat Disapprove	20%	17%	22%	19%	25%	17%	18%	3%	30%
Strongly Disapprove	23%	24%	22%	27%	19%	23%	24%	1%	38%
Unweighted counts	1000	508	492	159	271	310	260	345	226

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Strongly Approve	1%	3%	-	6%	5%	11%	19%	31%	18%
Somewhat Approve	13%	18%	2%	25%	15%	33%	39%	32%	39%
Neither	21%	21%	27%	7%	29%	15%	9%	14%	8%
Somewhat Disapprove	27%	29%	32%	21%	23%	22%	17%	11%	15%
Strongly Disapprove	39%	29%	39%	43%	28%	19%	17%	12%	21%
Unweighted counts	244	70	37	76	238	373	74	106	133

Managing the Canadian Economy

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



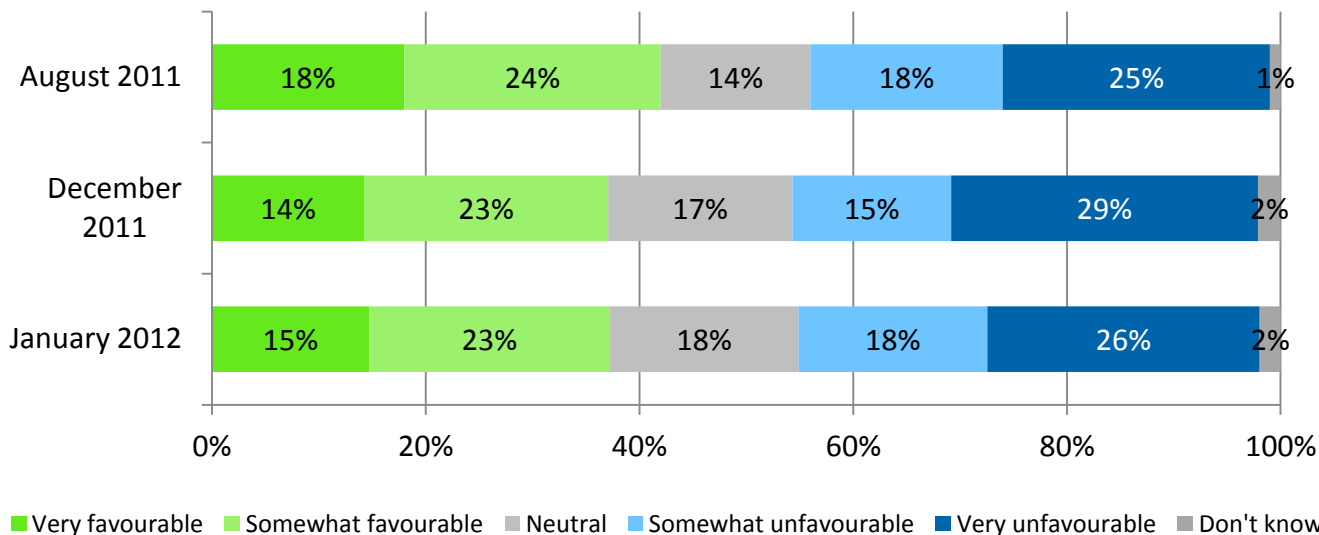
Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Strongly Approve	12%	16%	9%	11%	11%	11%	19%	32%	3%
Somewhat Approve	26%	27%	24%	17%	27%	27%	26%	44%	17%
Neither	39%	35%	43%	48%	40%	35%	37%	23%	41%
Somewhat Disapprove	16%	14%	18%	15%	16%	19%	12%	1%	26%
Strongly Disapprove	7%	8%	7%	9%	7%	8%	5%	-	12%
Unweighted counts	1000	508	492	159	271	310	260	345	226

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Strongly Approve	2%	3%	-	10%	7%	11%	15%	21%	21%
Somewhat Approve	15%	21%	20%	21%	25%	25%	32%	32%	21%
Neither	43%	53%	54%	43%	43%	37%	37%	31%	40%
Somewhat Disapprove	26%	16%	21%	15%	16%	21%	11%	12%	11%
Strongly Disapprove	14%	7%	7%	12%	9%	6%	5%	5%	8%
Unweighted counts	244	70	37	76	238	373	74	106	133

Prime Minister Stephen Harper

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



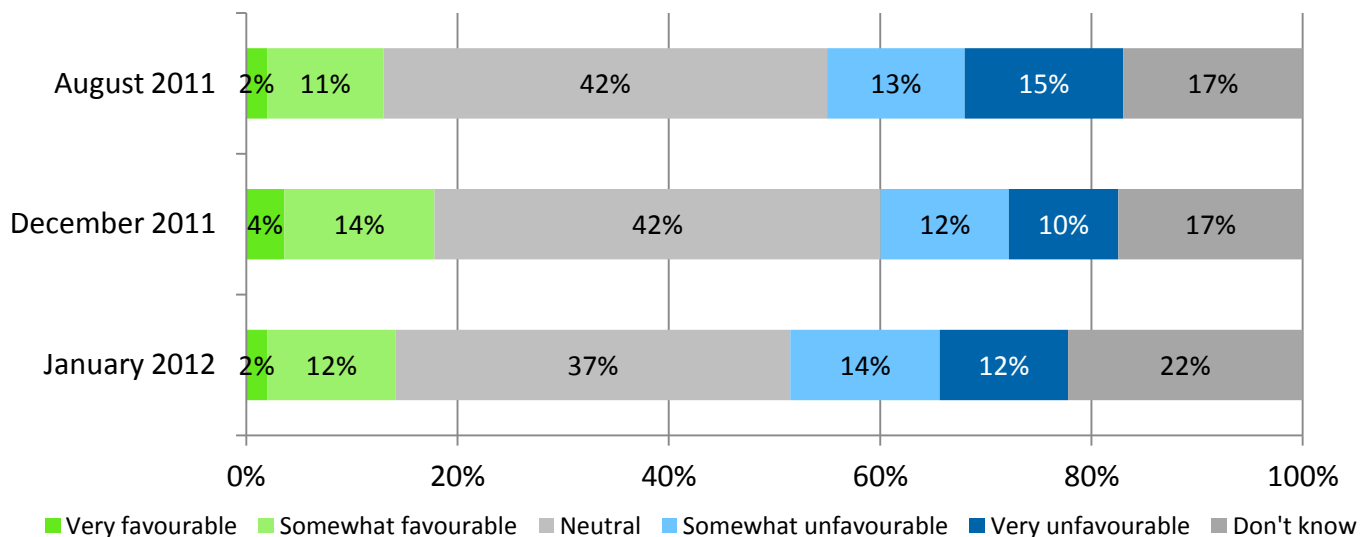
Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Very Favourable	15%	18%	12%	13%	12%	16%	19%	42%	-
Somewhat Favourable	23%	24%	22%	15%	24%	24%	25%	45%	13%
Neutral	18%	17%	19%	20%	19%	18%	14%	9%	16%
Somewhat Unfavourable	18%	13%	21%	17%	20%	16%	17%	3%	27%
Very Unfavourable	26%	27%	24%	31%	22%	26%	25%	-	44%
Don't Know	2%	1%	3%	5%	4%	-	1%	-	-
Unweighted counts	1000	508	492	159	271	310	260	345	226

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	1%	3%	-	7%	7%	13%	25%	36%	20%
Somewhat Favourable	10%	10%	5%	18%	17%	26%	23%	24%	27%
Neutral	21%	32%	16%	16%	19%	17%	19%	16%	18%
Somewhat Unfavourable	26%	22%	29%	22%	22%	18%	15%	9%	12%
Very Unfavourable	43%	31%	50%	37%	32%	24%	19%	12%	23%
Don't Know	1%	2%	-	1%	2%	1%	-	3%	1%
Unweighted counts	244	70	37	76	238	373	74	106	133

Interim NDP Leader Nycole Turmel

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



Subgroup Analysis

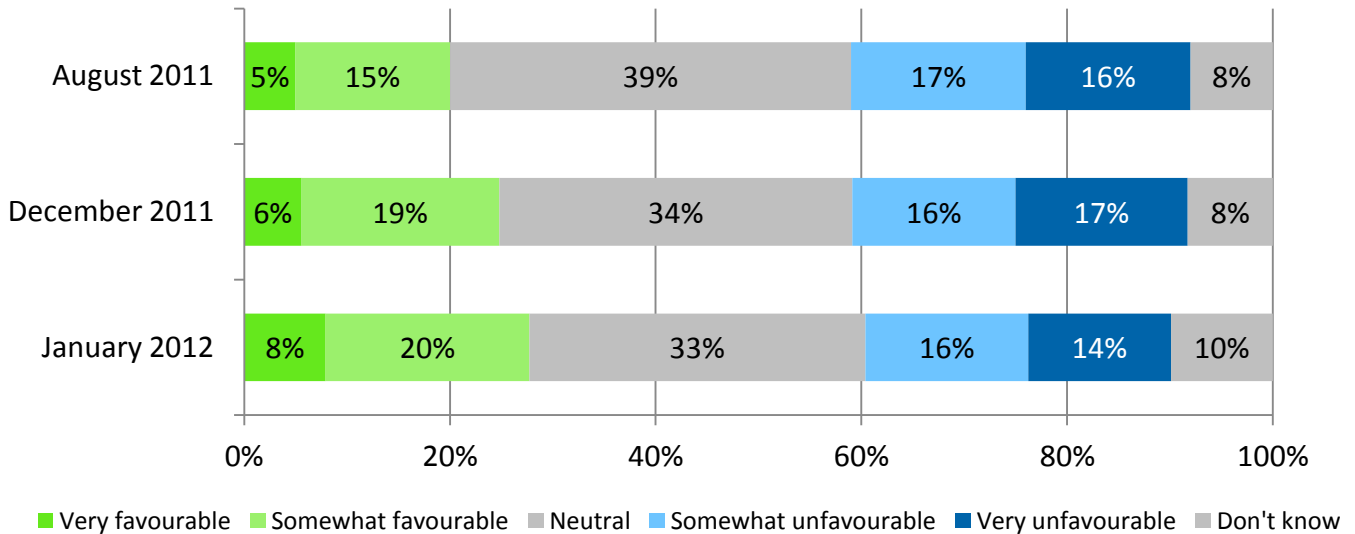
	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Very Favourable	2%	1%	3%	2%	2%	3%	3%	3%	1%
Somewhat Favourable	12%	9%	15%	13%	15%	9%	14%	2%	10%
Neutral	37%	37%	36%	34%	36%	38%	38%	30%	41%
Somewhat Unfavourable	14%	15%	14%	12%	13%	15%	17%	15%	24%
Very Unfavourable	12%	18%	7%	12%	6%	15%	15%	25%	10%
Don't Know	22%	19%	25%	28%	29%	21%	12%	28%	15%

Unweighted counts

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	8%	2%	-	7%	2%	1%	3%	3%	1%
Somewhat Favourable	30%	10%	13%	20%	18%	9%	9%	5%	12%
Neutral	36%	46%	55%	35%	43%	37%	33%	30%	32%
Somewhat Unfavourable	8%	6%	20%	8%	10%	17%	18%	13%	19%
Very Unfavourable	2%	7%	7%	11%	11%	14%	9%	16%	11%
Don't Know	17%	29%	5%	20%	17%	22%	27%	34%	26%
Unweighted counts	244	70	37	76	238	373	74	106	133

Liberal Interim Leader Bob Rae

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



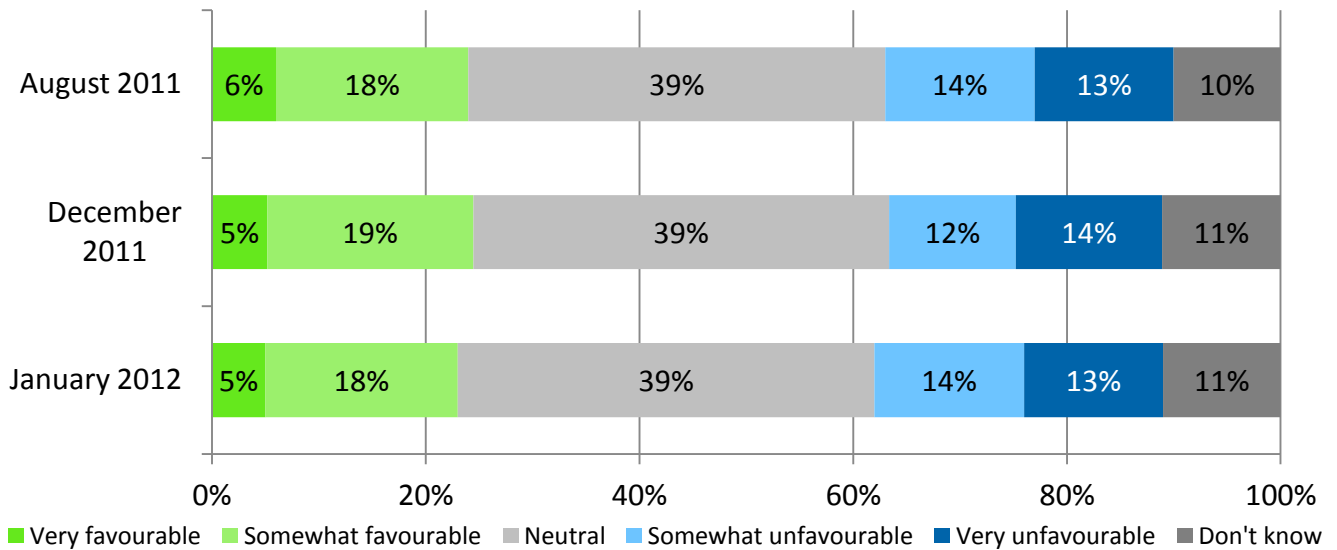
Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Very Favourable	8%	7%	8%	9%	4%	7%	13%	2%	27%
Somewhat Favourable	20%	21%	19%	13%	16%	22%	27%	8%	32%
Neutral	33%	31%	34%	39%	39%	29%	27%	31%	28%
Somewhat Unfavourable	16%	16%	16%	8%	16%	23%	12%	24%	7%
Very Unfavourable	14%	19%	9%	9%	9%	16%	18%	28%	3%
Don't Know	10%	5%	14%	23%	16%	4%	2%	7%	3%
Unweighted counts	1000	508	492	159	271	310	260	345	226

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	5%	6%	2%	6%	7%	11%	9%	2%	8%
Somewhat Favourable	25%	12%	46%	11%	26%	19%	15%	9%	24%
Neutral	39%	53%	21%	47%	33%	32%	26%	27%	37%
Somewhat Unfavourable	16%	12%	20%	17%	12%	16%	22%	33%	12%
Very Unfavourable	7%	4%	4%	6%	9%	19%	17%	14%	12%
Don't Know	11%	13%	7%	14%	14%	4%	11%	15%	8%
Unweighted counts	244	70	37	76	238	373	74	106	133

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%	6%	4%	6%	6%	3%	6%	2%	6%
Somewhat Favourable	18%	16%	19%	24%	19%	16%	16%	10%	22%
Neutral	39%	40%	38%	32%	39%	42%	40%	39%	37%
Somewhat Unfavourable	14%	15%	13%	11%	11%	15%	19%	19%	13%
Very Unfavourable	13%	16%	10%	10%	11%	15%	13%	22%	13%
Don't Know	11%	7%	15%	16%	15%	9%	6%	8%	10%
Unweighted counts	1000	508	492	159	271	310	260	345	226

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	5%	22%	2%	6%	2%	6%	5%	6%	8%
Somewhat Favourable	24%	37%	16%	18%	13%	21%	11%	13%	27%
Neutral	40%	33%	54%	42%	45%	36%	45%	37%	33%
Somewhat Unfavourable	13%	-	11%	17%	11%	14%	22%	14%	16%
Very Unfavourable	6%	-	9%	11%	11%	14%	11%	18%	11%
Don't Know	12%	8%	9%	7%	18%	9%	8%	13%	5%
Unweighted counts	244	70	37	76	238	373	74	106	133

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