



Public Opinion on Canadian Museum for Human Rights

Conducted for Sun Media and QMI

Release 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 Canadian Museum for Human Rights
National Survey - n=1,000, January 16-19, 2012

Abacus Poll: A Majority of Canadians Support the Canadian Museum for Human Rights but Few Would Visit Winnipeg Specifically to Visit It.

A small majority of Canadians would rather attend a Winnipeg Jets game than visit the museum.

Please refer to the survey as: QMI - Abacus Data Poll

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

Ottawa – A new poll from Ottawa-based Abacus Data conducted for QMI Agency finds that while a majority of Canadians support the building of the Canadian Museum for Human Rights, only 15% said they would be very or somewhat likely to make a special trip to Winnipeg, the home of the new museum, to visit the museum.

56% of Respondents Strongly or Somewhat Support Building the Museum

After being shown a short description about the Canadian Museum for Human Rights, respondents were asked whether they supported or opposed building the museum. In all, 56% either strongly or somewhat supported the idea of the museum while only 11% opposed it. Three in ten respondents (31%) neither supported nor opposed it.

Would you go to Winnipeg to Visit the Museum?

Those respondents living outside of Winnipeg were asked how likely they would be to make a trip to Winnipeg to visit the museum. Few respondents said they would be likely to make a special trip (15%) with a majority (55%) saying they would be somewhat or very unlikely to make a trip to Winnipeg to visit the new museum when it opens. About one in four respondents (23%) said they were not at all interested in visiting the museum.

If in Winnipeg anyway, would you visit the museum?

A majority of respondents said they would be very or somewhat likely to visit the museum if they were already in Winnipeg for some other reason. Twenty-seven percent said they would be unlikely to visit while 15% said they were not at all interested in visiting the museum.

Winnipeg Jets Game vs. Canadian Museum for Human Rights

Finally, respondents were asked if they could choose between attending a Winnipeg Jets game or visiting the Canadian Museum for Human Rights, which would they prefer. A slight majority of respondents nationally (54%) said they would rather attend the Winnipeg Jets game while 46% would visit the museum.

Not surprisingly, men were more likely to prefer going to the Jets game (64% Jets, 36% museum) while women were more likely to prefer the museum (55% museum, 45% Jets).



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The Big Picture

The results of this survey suggest that most Canadians support the idea of the Canadian Museum for Human Rights but few are likely to visit Winnipeg to specifically visit the museum.

Will the new museum be a boom to tourism in Winnipeg? Probably not. But there is board support among the public for the idea of a museum devoted to human rights.

The other thing to keep in mind when considering the broad public support for the museum is the fact that no details about the cost and maintenance of the museum were mentioned in the survey. It is likely that support for the museum would go down if respondents were told how much the museum cost to build and how much it will cost taxpayers to maintain and keep open.

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

ABACUS DATA POLL

Public Opinion on the Canadian Museum for Human Rights National Survey - n=1,000, January 16-19, 2012

The new few questions are about the Canadian Museum for Human Rights that is currently under construction in Winnipeg.

The purpose of the Canadian Museum for Human Rights is to explore the subject of human rights in order to enhance the public's understanding of human rights, to promote respect for others and to encourage reflection and dialogue.

The museum will feature exhibits that highlight Canada's human rights history, aboriginal concepts of human rights, the Holocaust, and current human rights issues.

Overall, do you support or oppose the creation of the Canadian Museum for Human Rights?

		Strongly support	Somewhat support	Neither support nor oppose	Somewhat oppose	Strongly oppose	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
Region	Canada	26	31	31	7	4	1000
	Atlantic	31	30	32	5	2	76
	Quebec	26	29	38	6	2	238
	Ontario	27	35	24	8	6	373
	Central	21	31	27	11	10	74
	Alberta	23	21	38	14	4	106
	British Columbia	26	33	33	5	4	133
Gender	Male	22	29	32	10	7	508
	Female	30	33	30	5	2	492
Age Group	18 to 29	38	30	25	3	4	159
	30 to 44	27	29	34	7	3	271
	45 to 60	22	32	34	8	4	310
	60 and over	22	32	27	11	8	260
Education	High school or less	27	30	32	7	3	175
	Some university or College	24	31	33	7	6	426
	University degree	29	33	26	8	4	399
Children 18 and Under in Household	No	26	31	29	8	5	712
	Yes	26	30	35	6	3	288
Urban or Rural	Urban	28	32	27	8	4	731
	Rural	21	29	40	6	5	269
Federal Vote Profile	Conservative Party	19	25	37	11	8	345
	Liberal Party	29	37	26	5	3	226
	New Democratic Party	35	34	25	4	1	244
	Green Party	33	28	29	6	4	70
	Bloc Quebecois	11	29	41	14	4	37
	Undecided	19	39	32	5	4	78

ABACUS DATA POLL

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When the museum is complete, how likely or unlikely are you to travel to Winnipeg to visit the Canadian Museum for Human Rights?
(Those living outside Winnipeg Only)

		Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not at all interested in visiting the museum.	Unsure	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
Region	Canada	3	12	18	37	23	8	968
	Atlantic	2	11	16	49	20	2	76
	Quebec	1	5	17	46	22	8	238
	Ontario	4	13	19	32	24	7	373
	Central	4	16	13	16	38	13	42
	Alberta	4	13	18	24	31	9	106
	British Columbia	2	19	19	36	17	6	133
Gender	Male	3	9	17	34	30	7	492
	Female	3	14	18	39	18	8	476
Age Group	18 to 29	2	12	25	29	19	13	152
	30 to 44	3	11	19	35	25	7	265
	45 to 60	3	12	17	39	23	7	299
	60 and over	3	12	14	40	25	6	252
Education	High school or less	2	9	18	38	24	9	171
	Some university or College	4	13	14	37	25	7	411
	University degree	3	14	24	34	19	6	386
Children 18 and Under in Household	No	3	13	19	36	22	8	689
	Yes	3	9	16	39	26	7	279
	No	0	0	0	0	0	0	0
Urban or Rural	Urban	3	13	19	34	24	7	706
	Rural	2	8	15	43	23	9	262
Federal Vote Profile	Conservative Party	2	11	14	36	32	5	332
	Liberal Party	5	14	19	37	17	8	215
	New Democratic Party	3	14	22	35	18	8	238
	Green Party	8	11	24	27	24	6	70
	Bloc Quebecois	0	4	15	49	29	3	37
	Undecided	0	8	12	41	17	21	76

ABACUS DATA POLL

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If you were visiting Winnipeg for another reason, how likely or unlikely are you to plan a visit the Canadian Museum for Human Rights?
(Those living outside Winnipeg Only)

		Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Not at all interested in visiting the museum.	Unsure	Count
		Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Unweighted Count
Region	Canada	19	34	12	15	15	6	968
	Atlantic	9	57	7	12	8	7	76
	Quebec	20	33	11	17	12	7	238
	Ontario	19	34	12	14	15	6	373
	Central	13	22	10	14	30	11	42
	Alberta	18	30	14	12	22	5	106
	British Columbia	22	31	14	16	12	5	133
Gender	Male	14	28	15	20	17	6	492
	Female	23	39	9	11	12	6	476
Age Group	18 to 29	20	40	12	11	11	6	152
	30 to 44	14	34	14	12	17	7	265
	45 to 60	18	35	10	19	12	7	299
	60 and over	25	27	11	15	18	5	252
Education	High school or less	18	35	8	14	16	9	171
	Some university or College	17	32	13	17	15	5	411
	University degree	22	37	14	12	11	4	386
Children 18 and Under in Household	No	21	33	12	15	13	6	689
	Yes	14	36	10	15	17	7	279
Urban or Rural	Urban	20	36	11	13	15	4	706
	Rural	15	30	13	18	13	11	262
Federal Vote Profile	Conservative Party	14	27	15	19	21	4	332
	Liberal Party	28	37	8	11	10	6	215
	New Democratic Party	24	39	9	12	10	5	238
	Green Party	16	38	13	12	16	5	70
	Bloc Quebecois	11	34	10	23	13	8	37
	Undecided	7	34	13	13	13	20	76

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Would you rather visit the Canadian Museum for Human Rights when it is complete or attend a Winnipeg Jets hockey game?

		Canadian Museum for Human Rights	Winnipeg Jets hockey game	Count
		Percentage	Percentage	Unweighted Count
Region	Canada	46	54	1000
	Atlantic	54	46	76
	Quebec	52	48	238
	Ontario	47	53	373
	Central	37	63	74
	Alberta	37	63	106
	British Columbia	36	64	133
Gender	Male	36	64	508
	Female	55	45	492
Age Group	18 to 29	47	53	159
	30 to 44	38	62	271
	45 to 60	49	51	310
	60 and over	50	50	260
Education	High school or less	47	53	175
	Some university or College	42	58	426
	University degree	51	49	399
Children 18 and Under in Household	No	49	51	712
	Yes	40	60	288
	No	0	0	0
Urban or Rural	Urban	48	52	731
	Rural	41	59	269
Federal Vote Profile	Conservative Party	33	67	345
	Liberal Party	56	44	226
	New Democratic Party	52	48	244
	Green Party	49	51	70
	Bloc Quebecois	55	45	37
	Undecided	50	50	78