

ABACUS DATA

POLL

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

Abacus Data National Poll: May 15-16, 2012



May 22, 2012

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

[Twitter.com/abacusdataca](https://twitter.com/abacusdataca)

## Abacus Data: We Get It Right.

Abacus Data Inc. is a national marketing research firm located in Ottawa.

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

canadian  millennials  
AN ABACUS DATA PRACTICE



## David Coletto, PhD – 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. David is the Pollster for Sun News, a Visiting Fellow at the Arthur Kroeger College of Public Affairs, and an instructor at the School of Journalism and Communications at Carleton University.

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 book *Money, Politics and Democracy* (eds Young and Jansen, UBC Press 2011).

## Methodology

From May 15 to 16, 2012, Abacus Data Inc. conducted an online survey among 1,008 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 1,008 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.

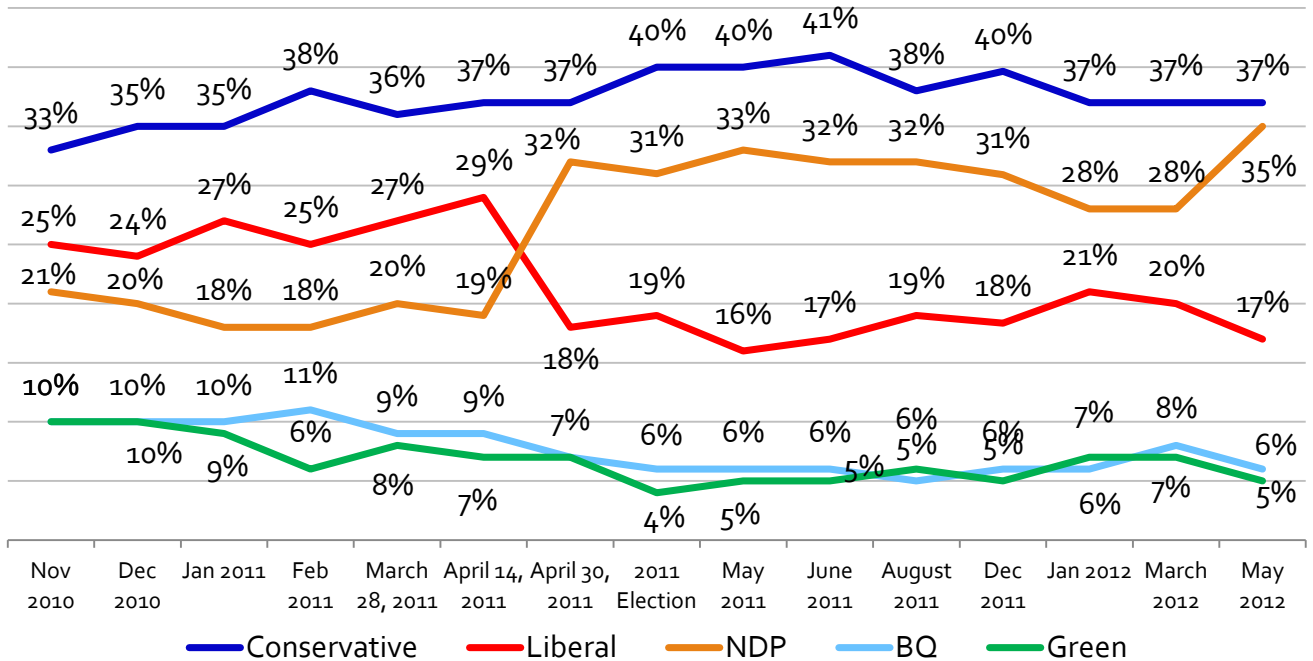
For more information about the poll's methodology, visit the Abacus website at [www.abacusdata.ca](http://www.abacusdata.ca)

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	78	75
Quebec	255	244
Ontario	366	387
Prairies (MB and SK)	68	65
Alberta	99	103
BC	142	134
Total	1,008	1,009

## 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.	RoC
<b>Conservative Party</b>	41%	32%	27%	18%	38%	55%	68%	40%	43%
<b>Liberal Party</b>	18%	16%	31%	13%	22%	10%	7%	13%	18%
<b>New Democratic Party</b>	30%	41%	39%	41%	35%	28%	19%	41%	34%
<b>Green Party</b>	6%	4%	3%	5%	6%	7%	5%	6%	5%
<b>Bloc Quebecois</b>	5%	7%	-	23%	-	-	-	-	-

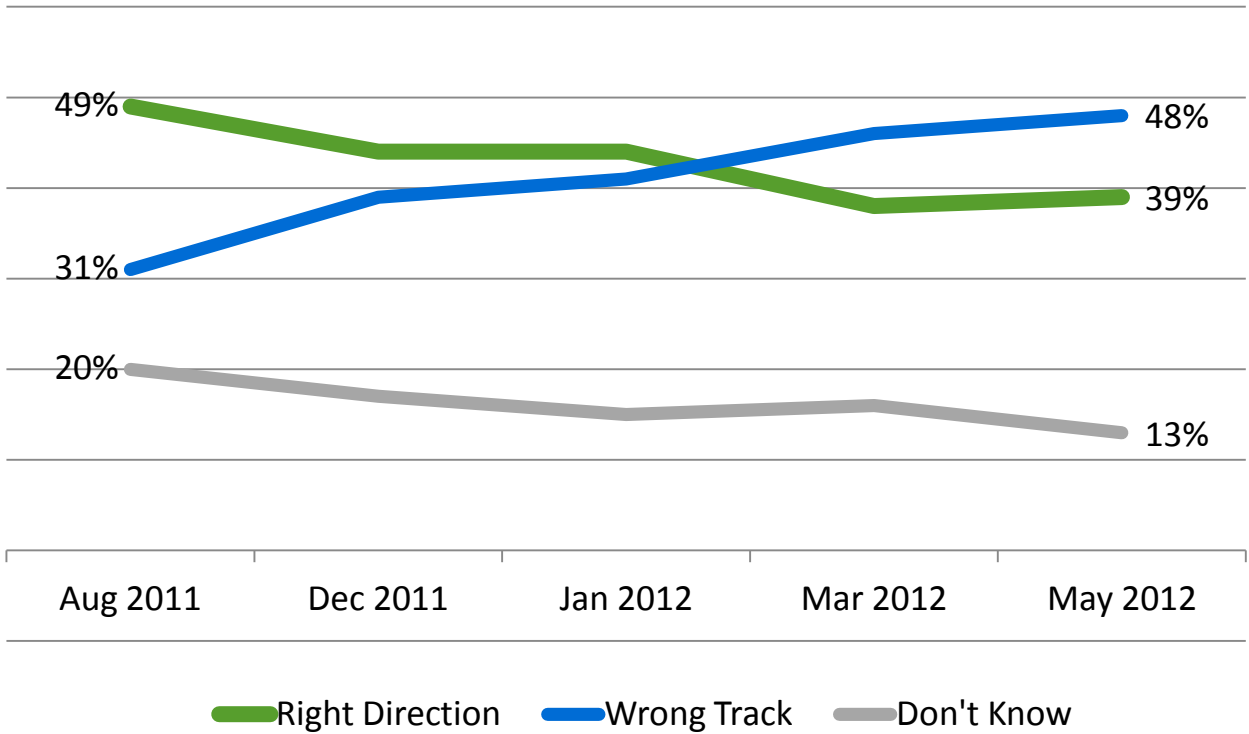
### Age Groups

	18-29	30-44	45-59	60+
<b>Conservative Party</b>	27%	37%	37%	44%
<b>Liberal Party</b>	22%	16%	16%	16%
<b>New Democratic Party</b>	37%	35%	37%	33%
<b>Green Party</b>	7%	5%	5%	3%
<b>Bloc Quebecois</b>	7%	7%	5%	4%

\*RoC means "Rest of Canada" or respondents outside Quebec

## 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

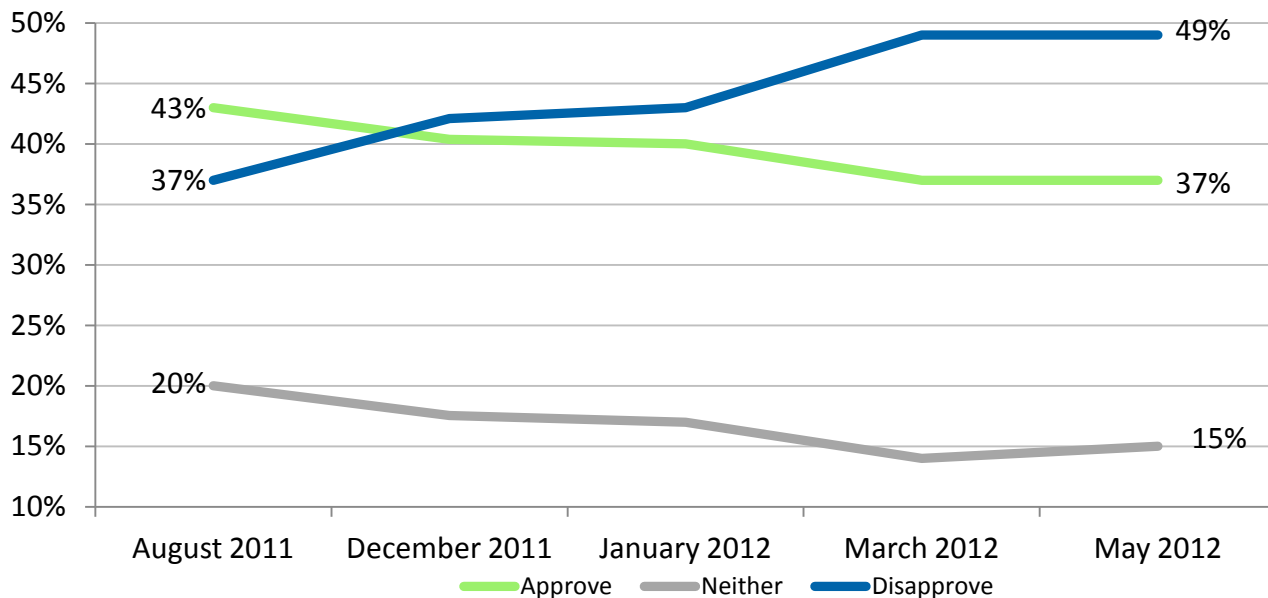
	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Right Direction	39%	46%	33%	34%	38%	40%	47%	78%	32%
Wrong Track	48%	46%	50%	44%	49%	51%	44%	13%	53%
Don't Know	13%	9%	17%	22%	13%	10%	9%	9%	15%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Right Direction	17%	19%	11%	31%	27%	41%	50%	53%	44%
Wrong Track	72%	77%	83%	57%	65%	44%	32%	33%	44%
Don't Know	11%	4%	6%	12%	9%	15%	18%	14%	13%

# 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

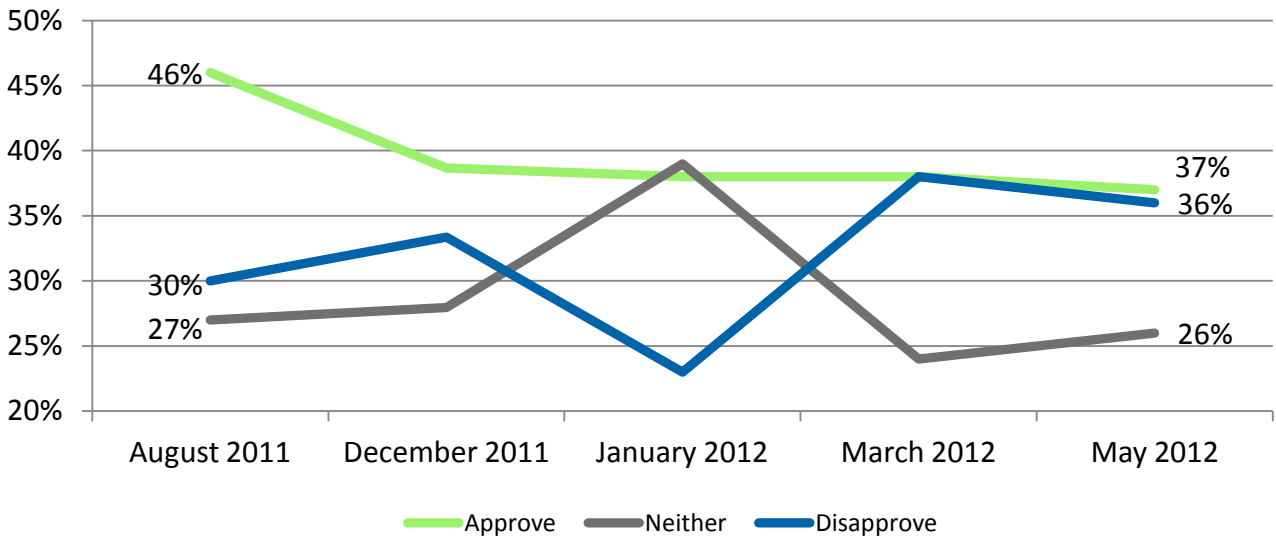
	Canada	Male	Female	18-29	30-44	45-59	60+	CPC	LPC
Strongly Approve	11%	15%	7%	8%	10%	11%	17%	32%	1%
Somewhat Approve	26%	25%	26%	20%	28%	25%	29%	57%	13%
Neither	15%	13%	16%	22%	17%	13%	9%	8%	13%
Somewhat Disapprove	21%	18%	24%	26%	15%	24%	19%	3%	29%
Strongly Disapprove	28%	29%	26%	24%	31%	28%	27%	1%	45%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Strongly Approve	-	-	1%	9%	4%	12%	15%	20%	13%
Somewhat Approve	11%	9%	7%	21%	17%	25%	33%	45%	25%
Neither	11%	14%	17%	15%	17%	14%	20%	10%	14%
Somewhat Disapprove	28%	27%	28%	17%	24%	21%	14%	12%	27%
Strongly Disapprove	50%	50%	47%	37%	38%	27%	18%	14%	20%

# 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



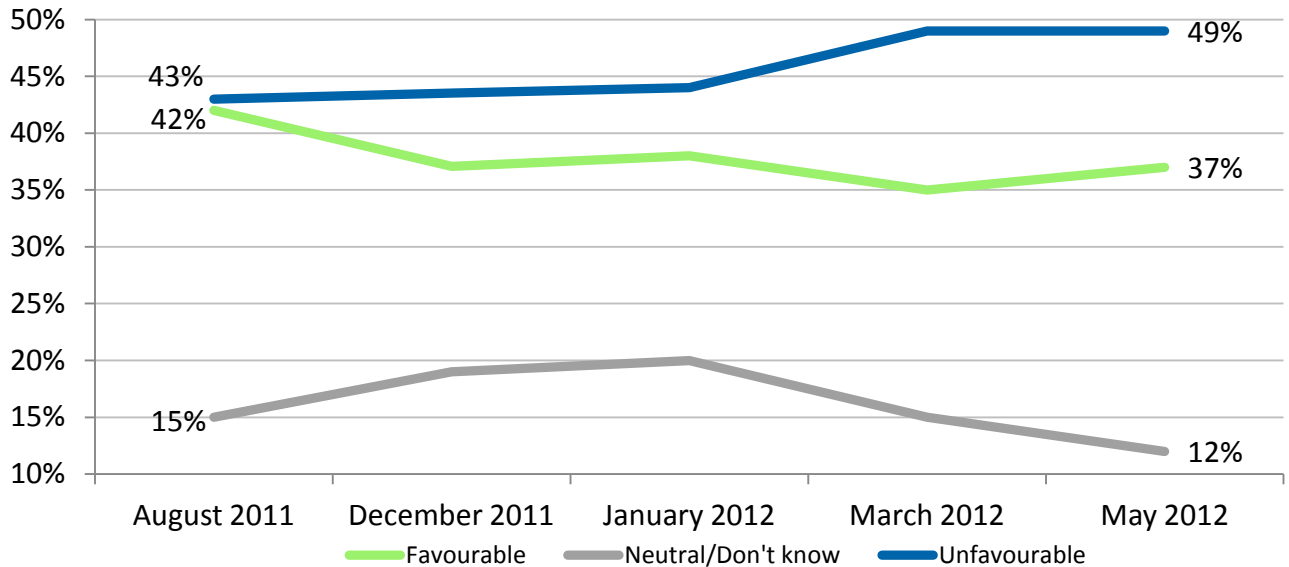
## Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-59	60+	CPC	LPC
Strongly Approve	10%	14%	7%	8%	7%	10%	17%	27%	3%
Somewhat Approve	27%	29%	25%	23%	31%	25%	28%	46%	20%
Neither	26%	26%	27%	35%	26%	24%	24%	20%	30%
Somewhat Disapprove	22%	17%	27%	27%	22%	22%	19%	7%	29%
Strongly Disapprove	14%	15%	14%	8%	15%	18%	12%	-	19%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Strongly Approve	2%	-	-	11%	3%	12%	15%	14%	11%
Somewhat Approve	16%	21%	15%	28%	20%	27%	39%	26%	33%
Neither	27%	32%	21%	21%	32%	26%	23%	31%	19%
Somewhat Disapprove	32%	21%	45%	21%	26%	21%	17%	21%	25%
Strongly Disapprove	24%	26%	19%	19%	19%	14%	6%	8%	12%

# Prime Minister Stephen Harper

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



## Subgroup Analysis

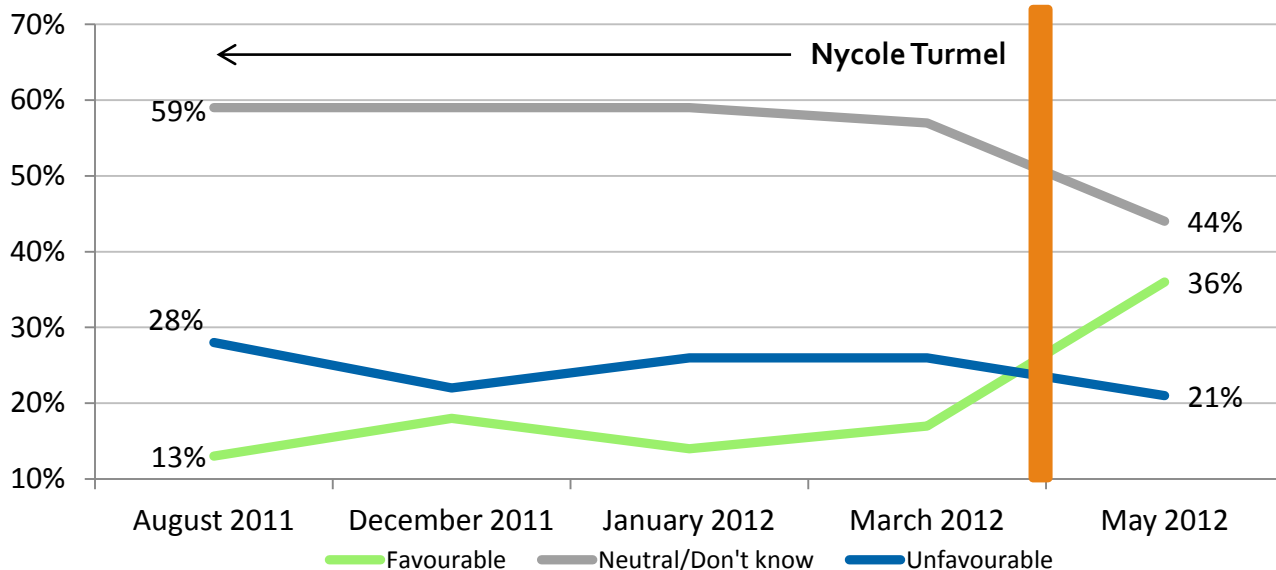
	Canada	Male	Female	18-29	30-44	45-59	60+	CPC	LPC
Very Favourable	13%	17%	10%	9%	11%	13%	21%	40%	2%
Somewhat Favourable	23%	25%	22%	19%	25%	24%	24%	48%	12%
Neutral	12%	10%	14%	19%	13%	11%	6%	8%	12%
Somewhat Unfavourable	14%	10%	18%	17%	11%	16%	12%	3%	20%
Very Unfavourable	35%	36%	34%	32%	37%	36%	36%	1%	54%
Don't Know	2%	2%	2%	4%	3%	1%	1%	1%	1%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	-	-	-	11%	5%	14%	17%	29%	16%
Somewhat Favourable	7%	10%	3%	17%	19%	23%	36%	31%	23%
Neutral	13%	11%	14%	16%	19%	12%	12%	10%	17%
Somewhat Unfavourable	22%	24%	21%	19%	14%	16%	9%	12%	15%
Very Unfavourable	58%	52%	56%	47%	52%	32%	24%	18%	27%
Don't Know	-	3%	6%	-	2%	3%	2%	1%	2%



# NDP Leader Thomas Mulcair

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



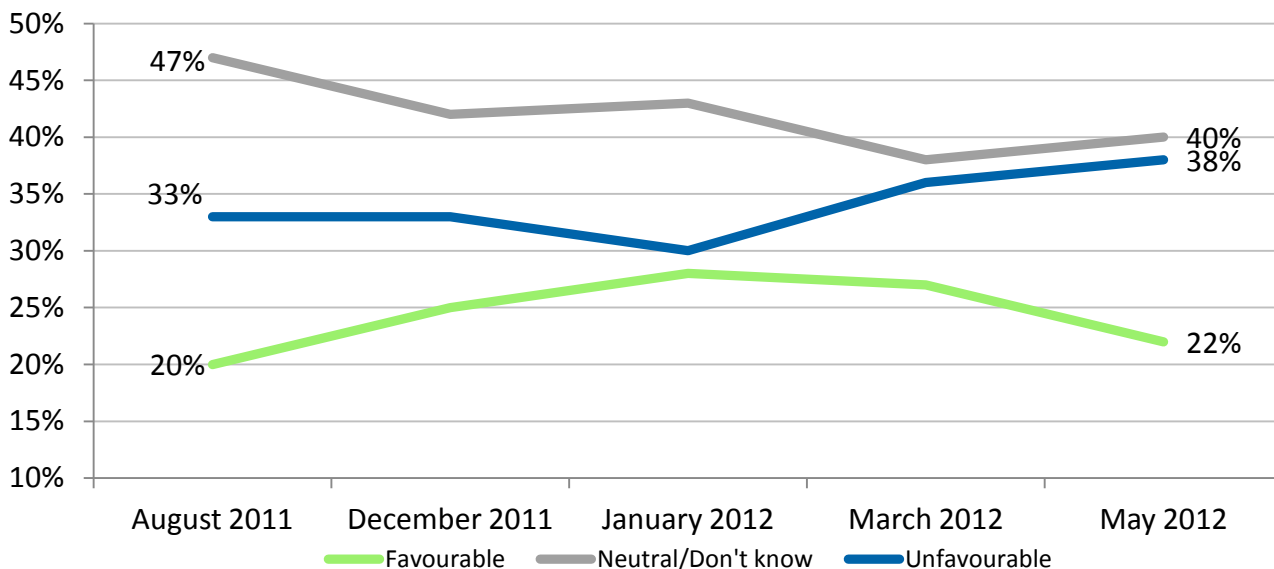
## Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Very Favourable	10%	9%	10%	83%	7%	11%	13%	1%	3%
Somewhat Favourable	26%	28%	24%	24%	28%	25%	24%	12%	22%
Neutral	32%	30%	34%	37%	35%	31%	24%	33%	44%
Somewhat Unfavourable	9%	10%	8%	6%	8%	9%	13%	15%	10%
Very Unfavourable	12%	16%	8%	6%	9%	14%	19%	28%	10%
Don't Know	12%	7%	16%	18%	13%	10%	7%	12%	12%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	27%	2%	6%	12%	19%	6%	3%	4%	10%
Somewhat Favourable	46%	19%	39%	31%	42%	22%	20%	11%	16%
Neutral	19%	42%	33%	30%	28%	34%	34%	32%	34%
Somewhat Unfavourable	2%	19%	9%	10%	5%	10%	12%	9%	11%
Very Unfavourable	1%	2%	2%	10%	2%	13%	17%	27%	16%
Don't Know	6%	17%	11%	8%	5%	14%	14%	18%	13%

# 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	45-59	60+	CPC	LPC
Very Favourable	4%	4%	4%	3%	1%	6%	6%	2%	26%
Somewhat Favourable	18%	20%	16%	15%	20%	16%	22%	10%	35%
Neutral	32%	30%	34%	38%	31%	33%	25%	24%	23%
Somewhat Unfavourable	17%	18%	16%	17%	17%	16%	19%	27%	10%
Very Unfavourable	21%	24%	19%	12%	20%	25%	25%	32%	3%
Don't Know	8%	5%	11%	15%	11%	5%	3%	5%	3%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	5%	10%	3%	8%	2%	5%	3%	3%	5%
Somewhat Favourable	25%	16%	27%	19%	25%	18%	11%	11%	13%
Neutral	32%	35%	37%	41%	41%	24%	36%	28%	33%
Somewhat Unfavourable	14%	21%	10%	14%	17%	16%	15%	20%	21%
Very Unfavourable	15%	8%	17%	14%	6%	31%	26%	25%	19%
Don't Know	9%	11%	7%	4%	9%	7%	9%	13%	19%

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

David Coletto, PhD  
Chief Executive Officer  
(613) 232-2806 x. 248  
david@abacusdata.ca  
Twitter.com/ColettoD

To read our analyses and blog, find us online at [www.abacusdata.ca](http://www.abacusdata.ca)