

ABACUS DATA

POLL

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

Abacus Data National Poll: September 14-18, 2012



September 24, 2012

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

Twitter.com/abacusdataca

## Methodology

The survey was conducted online with 1,208 respondents in English and French using an internet survey programmed and collected by Abacus Data. A random sample of panelists from the Angus Reid Forum was invited to participate in the survey, a representative panel of over 150,000 Canadians. The survey was completed from September 14-18, 2012.

Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

The margin of error for a survey of 1,208 respondents using a probability sample is +/- 2.9%, 19 times out of 20. The data was weighted according to census data to ensure that the sample matched Canada's population according to age, gender, education level, and region.

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

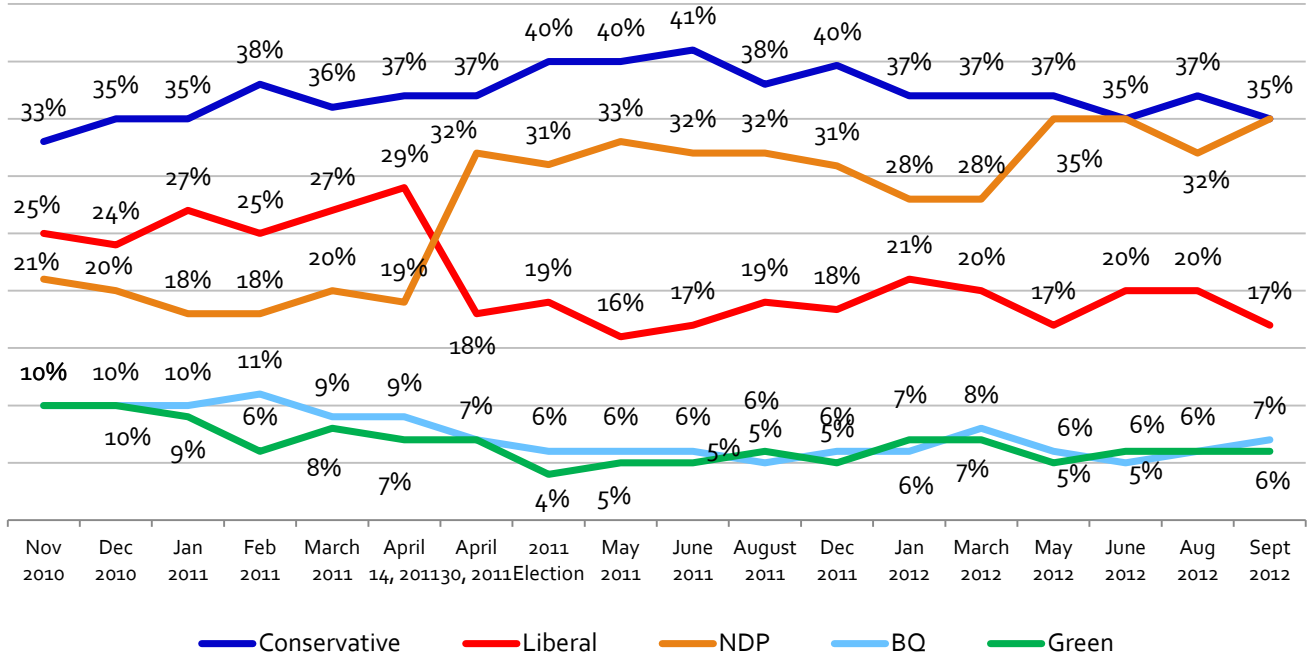
For more information about the poll's methodology or the results, please contact David Coletto, CEO at [david@abacusdata.ca](mailto:david@abacusdata.ca) or at 613-232-2806.

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	120	87
Quebec	295	283
Ontario	397	469
Prairies (MB and SK)	106	83
Alberta	135	132
BC	155	163
Total	1,208	1,217

## Ballot Question

**Q:** *If a federal election were held today, which party would you vote for in your constituency? (parties listed randomly)*



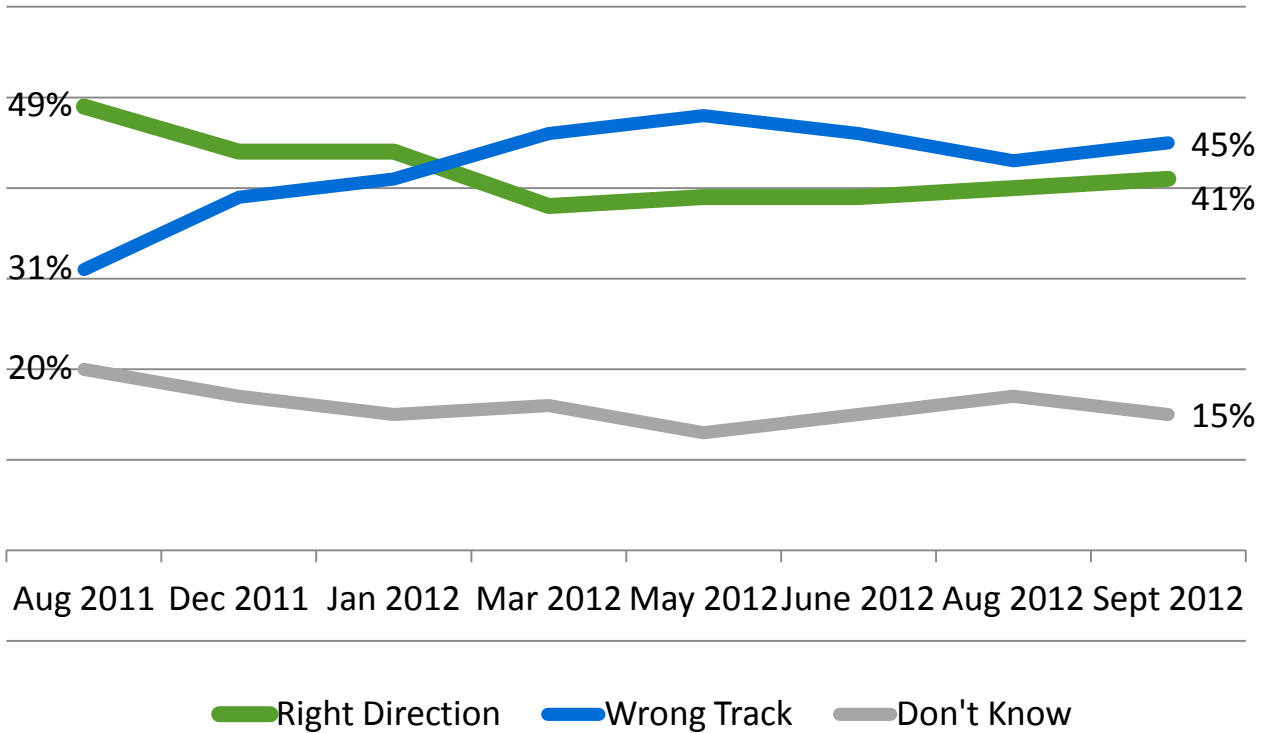
### Subgroup Analysis (decided voters only)

	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	B.C.	RoC
<b>Conservative Party</b>	38%	31%	28%	15%	41%	40%	58%	34%	41%
<b>Liberal Party</b>	18%	16%	19%	13%	23%	13%	6%	17%	19%
<b>New Democratic Party</b>	32%	39%	47%	39%	30%	43%	29%	39%	34%
<b>Green Party</b>	5%	7%	5%	3%	7%	4%	7%	9%	7%
<b>Bloc Quebecois</b>	7%	8%	-	30%	-	-	-	-	-
	<b>18-29</b>	<b>30-44</b>	<b>45-59</b>	<b>60+</b>					
<b>Conservative Party</b>	30%	28%	41%	37%					
<b>Liberal Party</b>	16%	19%	15%	18%					
<b>New Democratic Party</b>	40%	34%	32%	36%					
<b>Green Party</b>	6%	10%	5%	3%					
<b>Bloc Quebecois</b>	9%	8%	7%	6%					

\*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

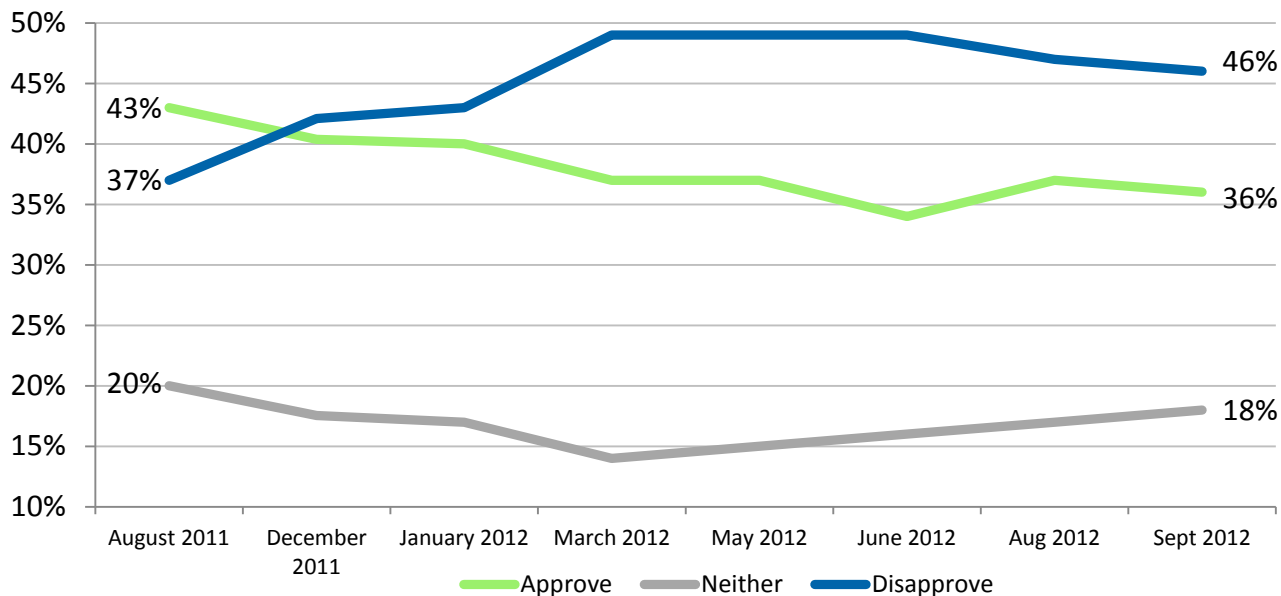
	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Right Direction	41%	47%	35%	42%	35%	43%	44%	78%	32%
Wrong Track	45%	45%	45%	40%	53%	40%	44%	11%	58%
Don't Know	15%	9%	20%	18%	12%	17%	12%	10%	11%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Right Direction	22%	15%	20%	38%	30%	44%	43%	55%	41%
Wrong Track	64%	67%	65%	45%	55%	43%	39%	30%	47%
Don't Know	14%	18%	16%	17%	16%	14%	18%	15%	12%

# 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

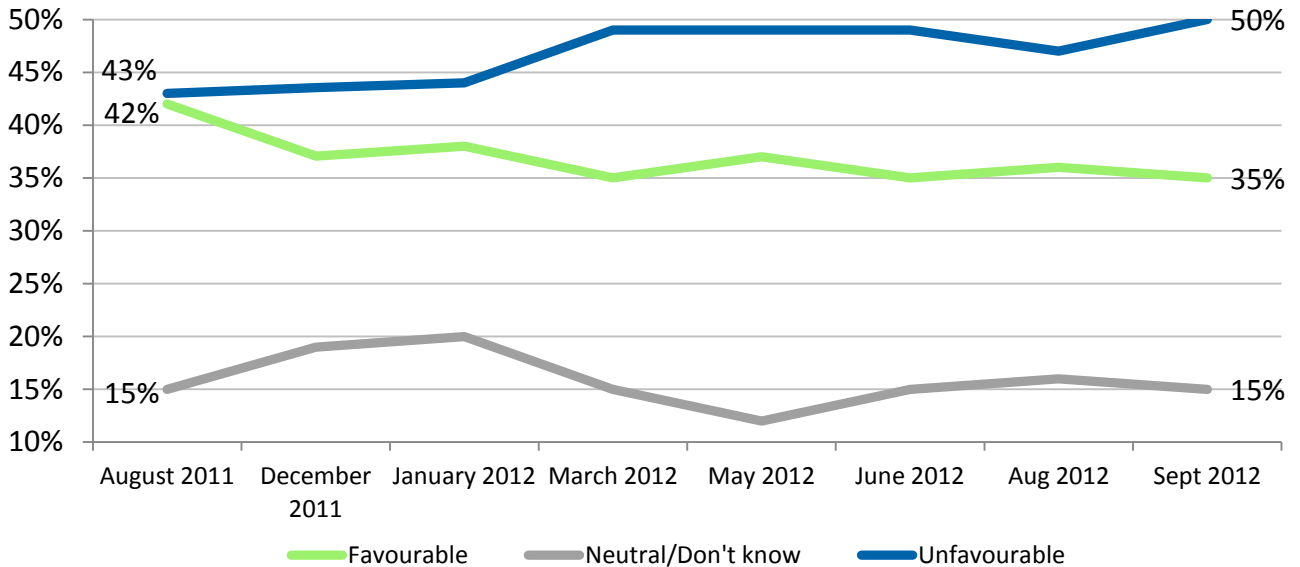
	Canada	Male	Female	18-29	30-44	45-59	60+	CPC	LPC
<b>Strongly Approve</b>	11%	14%	9%	10%	9%	12%	15%	33%	1%
<b>Somewhat Approve</b>	25%	27%	23%	22%	22%	30%	24%	52%	17%
<b>Neither</b>	18%	14%	23%	22%	18%	18%	16%	10%	23%
<b>Somewhat Disapprove</b>	18%	17%	20%	19%	18%	17%	20%	4%	24%
<b>Strongly Disapprove</b>	27%	29%	26%	27%	33%	24%	25%	1%	35%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
<b>Strongly Approve</b>	1%	-	-	6%	5%	13%	16%	20%	13%
<b>Somewhat Approve</b>	10%	11%	10%	22%	13%	31%	24%	33%	23%
<b>Neither</b>	17%	18%	16%	23%	23%	15%	21%	17%	15%
<b>Somewhat Disapprove</b>	25%	27%	32%	14%	26%	16%	12%	14%	21%
<b>Strongly Disapprove</b>	47%	44%	43%	36%	32%	26%	27%	16%	28%

# Prime Minister Stephen Harper

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



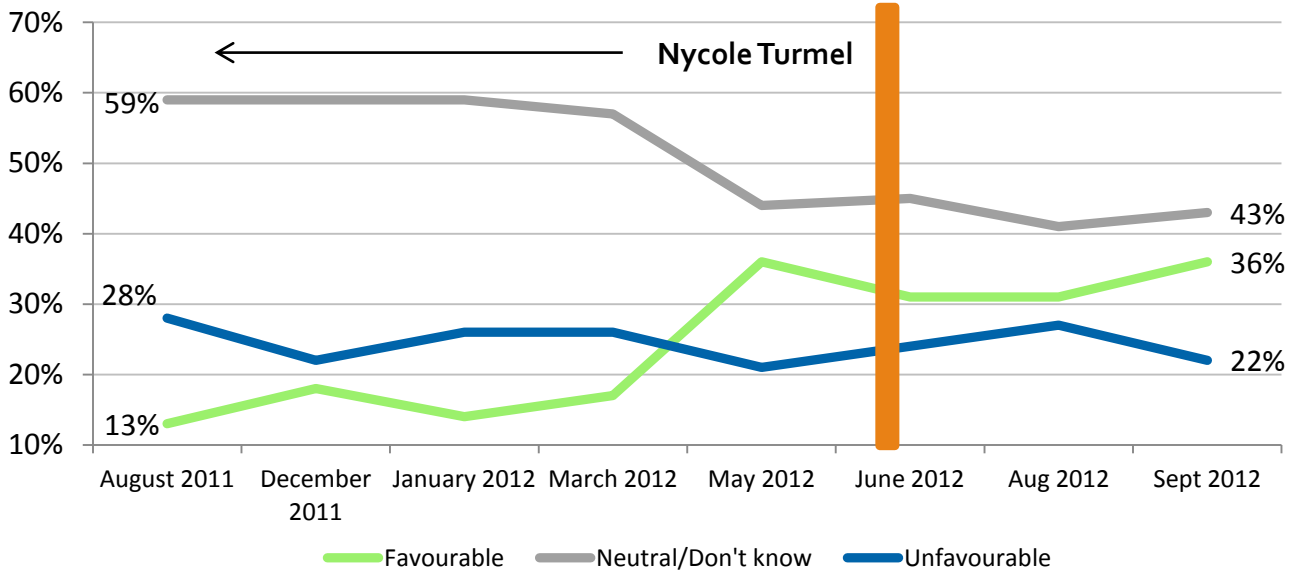
## Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-59	60+	CPC	LPC
Very Favourable	14%	18%	10%	11%	9%	16%	19%	%	%
Somewhat Favourable	21%	21%	22%	18%	19%	27%	20%	%	%
Neutral	13%	11%	15%	17%	16%	10%	10%	%	%
Somewhat Unfavourable	16%	14%	18%	16%	16%	15%	18%	%	%
Very Unfavourable	34%	35%	33%	34%	38%	32%	32%	%	%
Don't Know	2%	1%	3%	5%	2%	1%	2%	%	%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	%	%	%	8%	7%	16%	16%	26%	12%
Somewhat Favourable	%	%	%	20%	13%	25%	21%	27%	23%
Neutral	%	%	%	14%	14%	13%	15%	12%	9%
Somewhat Unfavourable	%	%	%	17%	21%	14%	17%	14%	13%
Very Unfavourable	%	%	%	38%	41%	32%	28%	19%	39%
Don't Know	%	%	%	2%	3%	1%	4%	2%	4%

# NDP Leader Thomas Mulcair

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



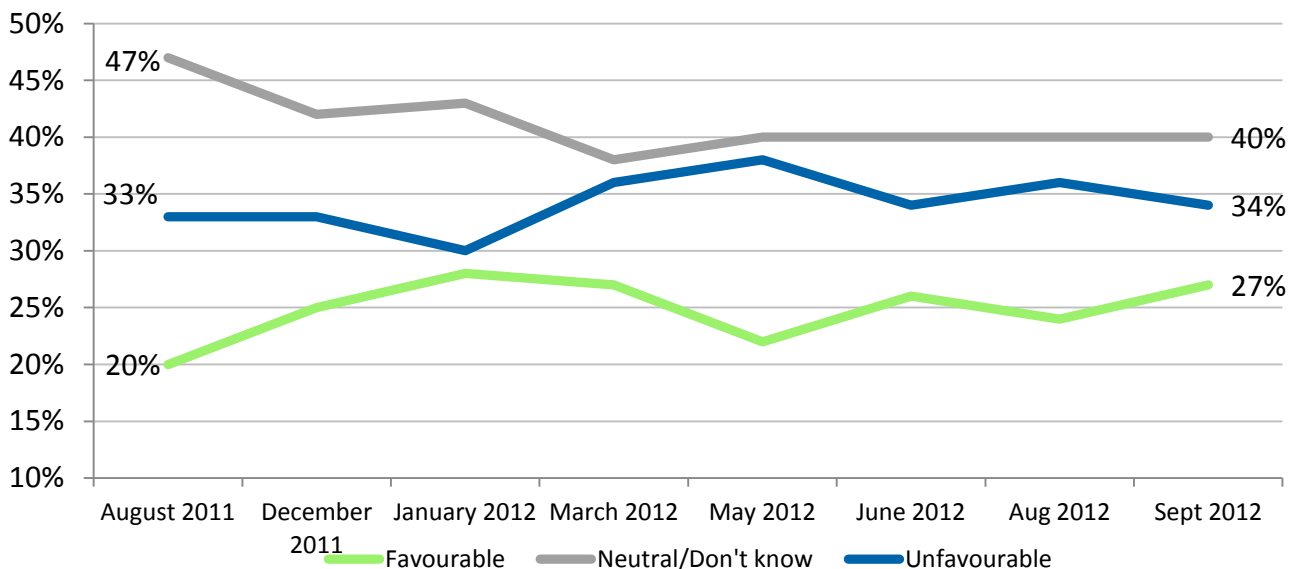
## Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-60	60+	CPC	LPC
Very Favourable	11%	13%	8%	9%	11%	9%	14%	1%	6%
Somewhat Favourable	25%	25%	25%	26%	22%	27%	26%	10%	31%
Neutral	31%	30%	33%	34%	30%	32%	29%	36%	27%
Somewhat Unfavourable	10%	12%	8%	9%	10%	10%	12%	13%	18%
Very Unfavourable	12%	16%	8%	9%	9%	13%	15%	30%	4%
Don't Know	12%	5%	18%	13%	19%	9%	5%	11%	14%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	25%	-	15%	12%	21%	7%	10%	4%	10%
Somewhat Favourable	44%	9%	30%	25%	37%	24%	22%	15%	16%
Neutral	22%	39%	34%	35%	25%	34%	35%	21%	36%
Somewhat Unfavourable	4%	20%	10%	5%	9%	9%	11%	21%	10%
Very Unfavourable	1%	6%	5%	10%	3%	14%	12%	24%	12%
Don't Know	4%	26%	7%	14%	6%	12%	10%	15%	15%

# 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	6%	7%	5%	4%	6%	5%	7%	1%	22%
Somewhat Favourable	21%	24%	19%	16%	20%	20%	28%	12%	45%
Neutral	31%	28%	33%	38%	33%	32%	23%	26%	22%
Somewhat Unfavourable	18%	19%	16%	17%	16%	18%	19%	25%	6%
Very Unfavourable	16%	19%	14%	9%	14%	21%	19%	30%	2%
Don't Know	8%	3%	14%	16%	12%	4%	5%	7%	4%

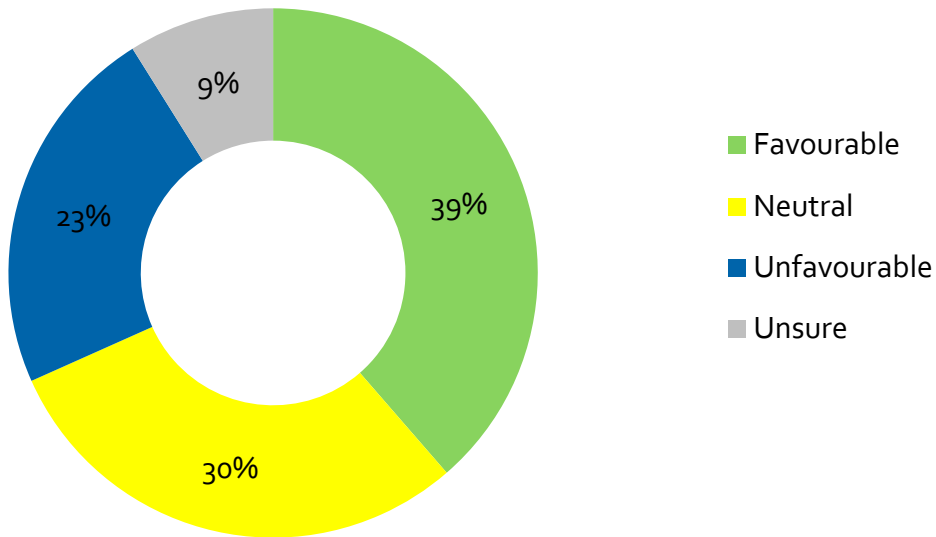
  

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	5%	8%	-	6%	4%	9%	4%	2%	3%
Somewhat Favourable	26%	20%	13%	31%	25%	21%	20%	14%	19%
Neutral	35%	32%	39%	33%	38%	25%	42%	25%	34%
Somewhat Unfavourable	19%	15%	17%	9%	15%	20%	13%	24%	18%
Very Unfavourable	10%	9%	24%	10%	11%	22%	13%	21%	11%
Don't Know	6%	15%	7%	11%	8%	4%	8%	14%	15%



# Liberal MP Justin Trudeau

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



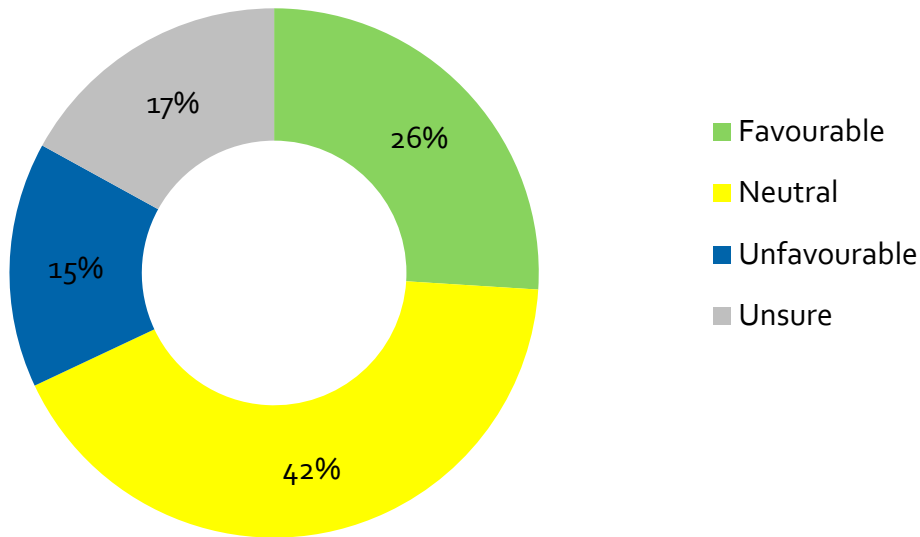
## Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-59	60+	CPC	LPC
Very Favourable	12%	12%	11%	10%	14%	12%	10%	3%	33%
Somewhat Favourable	27%	26%	29%	25%	27%	28%	28%	20%	37%
Neutral	30%	29%	32%	31%	27%	32%	30%	30%	18%
Somewhat Unfavourable	11%	14%	8%	10%	10%	11%	13%	19%	7%
Very Unfavourable	11%	15%	8%	8%	10%	12%	15%	21%	2%
Don't Know	10%	5%	13%	16%	12%	5%	4%	8%	4%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	13%	3%	10%	10%	13%	13%	13%	7%	6%
Somewhat Favourable	34%	30%	16%	35%	27%	31%	22%	20%	22%
Neutral	31%	30%	38%	25%	32%	26%	39%	33%	37%
Somewhat Unfavourable	7%	12%	15%	10%	12%	12%	11%	10%	11%
Very Unfavourable	8%	6%	18%	8%	12%	12%	8%	18%	8%
Don't Know	8%	18%	4%	12%	4%	7%	7%	13%	17%

# Liberal MP and former astronaut Marc Garneau

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



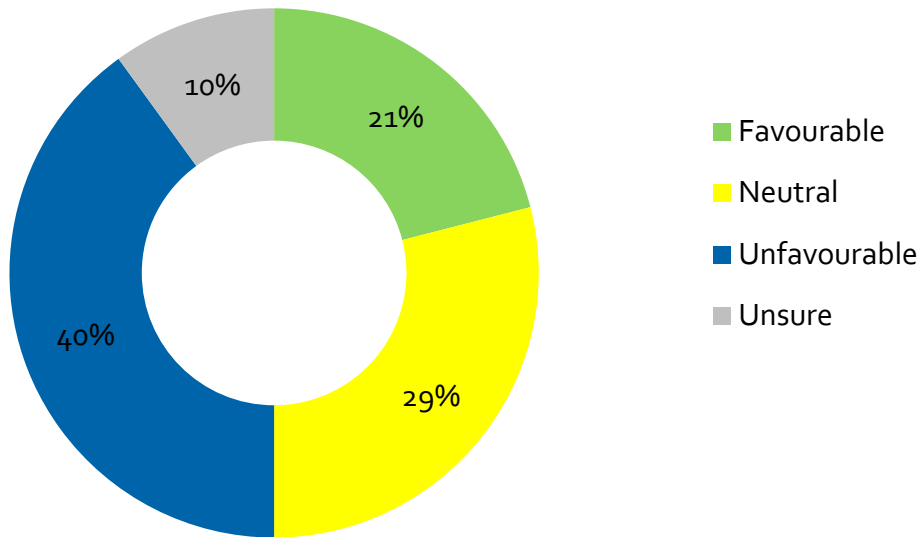
## Subgroup Analysis

	Canada	Male	Female	18-29	30-44	45-59	60+	CPC	LPC
Very Favourable	5%	7%	4%	5%	6%	5%	6%	2%	19%
Somewhat Favourable	21%	25%	17%	21%	22%	22%	18%	15%	32%
Neutral	42%	39%	45%	38%	33%	46%	48%	44%	28%
Somewhat Unfavourable	9%	12%	5%	7%	8%	8%	11%	13%	6%
Very Unfavourable	6%	8%	5%	4%	5%	7%	8%	9%	1%
Don't Know	17%	10%	25%	25%	25%	12%	9%	17%	14%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	4%	6%	-	5%	3%	8%	6%	6%	4%
Somewhat Favourable	25%	24%	15%	25%	20%	23%	23%	14%	16%
Neutral	43%	33%	55%	41%	49%	37%	47%	42%	41%
Somewhat Unfavourable	6%	5%	15%	5%	14%	8%	6%	8%	7%
Very Unfavourable	6%	2%	12%	3%	7%	5%	5%	11%	4%
Don't Know	16%	30%	4%	21%	7%	19%	13%	20%	28%

# Former Quebec Premier Jean Charest

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	5%	7%	3%	3%	5%	5%	7%	4%	16%
Somewhat Favourable	16%	19%	13%	12%	12%	18%	21%	15%	31%
Neutral	29%	26%	31%	32%	27%	31%	25%	28%	22%
Somewhat Unfavourable	19%	22%	16%	16%	17%	19%	24%	25%	16%
Very Unfavourable	21%	22%	20%	19%	24%	21%	19%	20%	6%
Don't Know	10%	4%	17%	18%	15%	7%	4%	9%	9%

	NDP	Green	Bloc	Atlantic	Quebec	Ontario	Central	Alberta	B.C.
Very Favourable	3%	3%	1%	6%	10%	4%	1%	5%	2%
Somewhat Favourable	16%	15%	7%	18%	18%	18%	12%	9%	16%
Neutral	32%	27%	18%	36%	18%	31%	47%	31%	26%
Somewhat Unfavourable	16%	15%	23%	16%	17%	20%	16%	21%	24%
Very Unfavourable	25%	21%	48%	12%	36%	16%	16%	23%	14%
Don't Know	8%	18%	2%	13%	2%	12%	8%	12%	18%

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

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