



Canadians' Mood: Some are mad; Many want a break; Most don't think they have a voice

A survey of 1,001 Canadians
Conducted from October 29 to November 1, 2010
Released: November 4, 2010

www.abacusdata.ca

ABACUS DATA

Methodology

From October 29 to November 1, 2010, Abacus Data Inc. conducted an online survey among 1,001 randomly selected Canadian adults from an online panel of over 400,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.1%, 19 times out of 20.

Results of the survey were statistically weighted by gender, education, age, region, and language using Census data from Statistics Canada. Totals may not add up to 100 due to rounding.

Just the Facts: Abacus Data Inc.

Abacus Data Inc. is Ottawa's newest player in the public opinion and marketing research industry.

Whether its 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
- Intercept studies
- One-on-one interviews
- Custom community panel creation and management
- Secondary data analysis

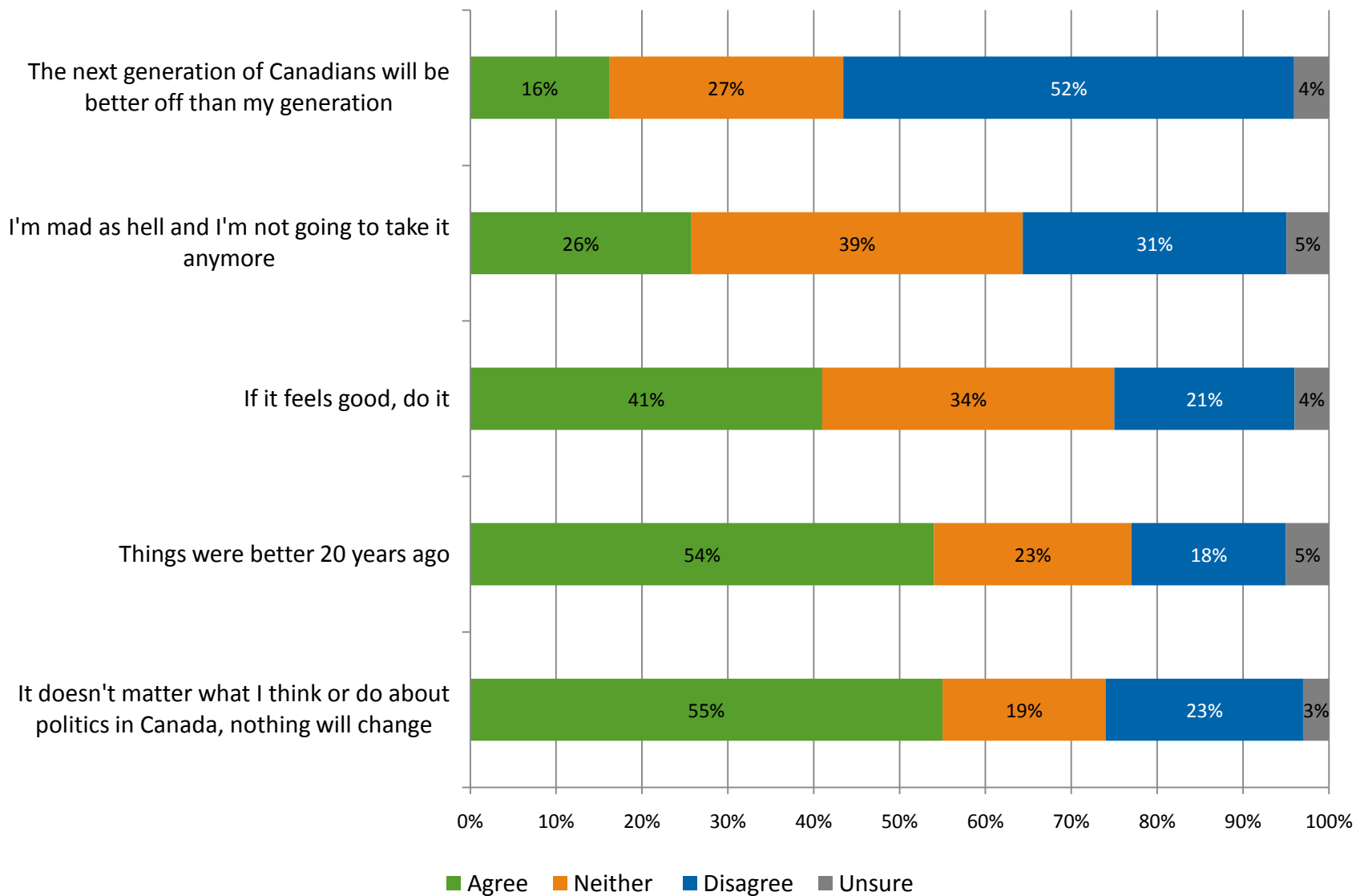


Dr. David Coletto, CEO

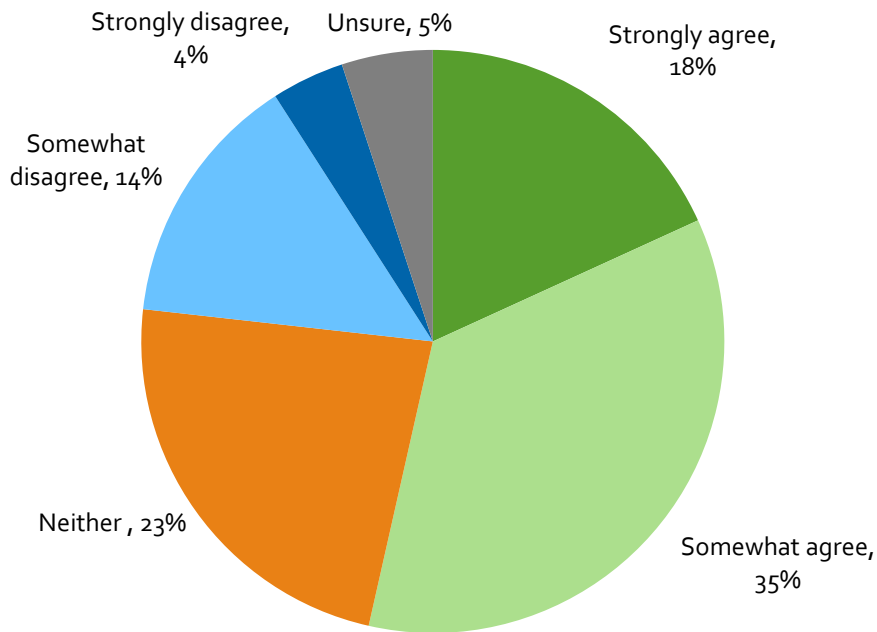
Coletto has over six years experience working in the marketing research industry. He has conducted research studies for organizations in many sectors including pharmaceutical, transportation, educational, telecommunications, media, arts and cultural, tourism, and retail. He has also advised elected officials and senior-level decision makers at the federal, provincial, and municipal government levels.

He received his PhD in Political Science from the University of Calgary where he taught Research Methods to undergraduate students.

Do you agree or disagree with the following statements...
(n=1,001, weighted)



**Agree/Disagree: Things were better 20 years ago
(n=1,001, weighted)**



Analysis

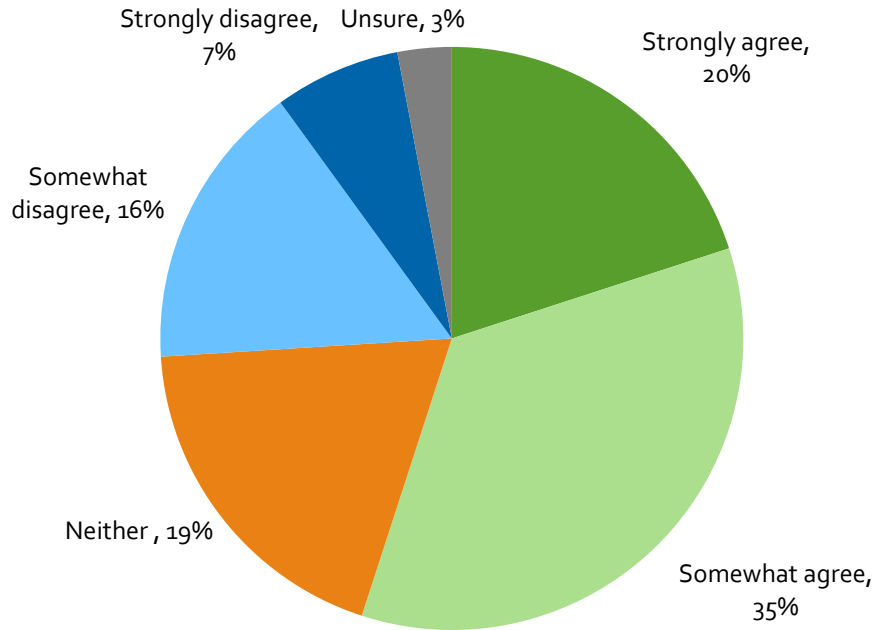
Canadians are nostalgic about the past. When asked if things were better 20 years ago, a majority either strongly or somewhat agreed while less than one in five disagreed.

These attitudes cross all age groups, regions, and among men and women. Most interesting of all, almost a majority of younger Canadians (18 to 39) agreed with the statement believing that things were better 20 years ago.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Agree	53%	55%	46%	58%	57%	49%	51%	57%	52%
Neither	20%	25%	23%	23%	23%	16%	26%	23%	21%
Disagree	24%	13%	22%	16%	17%	20%	18%	15%	22%
Unsure	3%	7%	8%	4%	4%	15%	5%	4%	5%
N	484	518	371	391	242	75	244	384	300

Agree/Disagree: It doesn't matter what I think or do about politics in Canada, nothing will change (n=1,001, weighted)



Analysis

Canadians are not only nostalgic about the past, a majority agree that no matter what they think or do about politics, nothing will change.

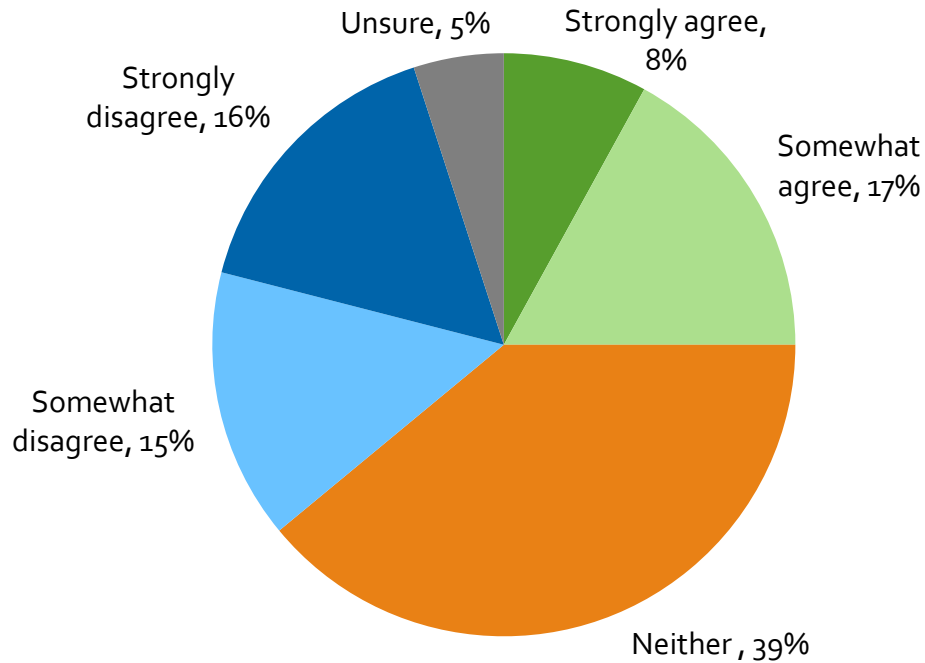
Not surprisingly, younger Canadians were more likely to agree with the statement while Canadians 60 and over were less likely to agree.

Opinion was relatively stable across other subgroups.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Agree	57%	54%	55%	61%	46%	61%	57%	52%	57%
Neither	17%	20%	18%	17%	22%	12%	20%	21%	16%
Disagree	25%	22%	24%	20%	29%	21%	19%	26%	25%
Unsure	2%	4%	2%	3%	4%	5%	5%	2%	2%
N	484	518	369	392	241	75	243	385	299

Agree/Disagree: I'm mad as hell and I'm not going to take it anymore (n=1,001, weighted)



Analysis

One in four Canadians agreed that they are mad as hell and they aren't going to take it anymore.

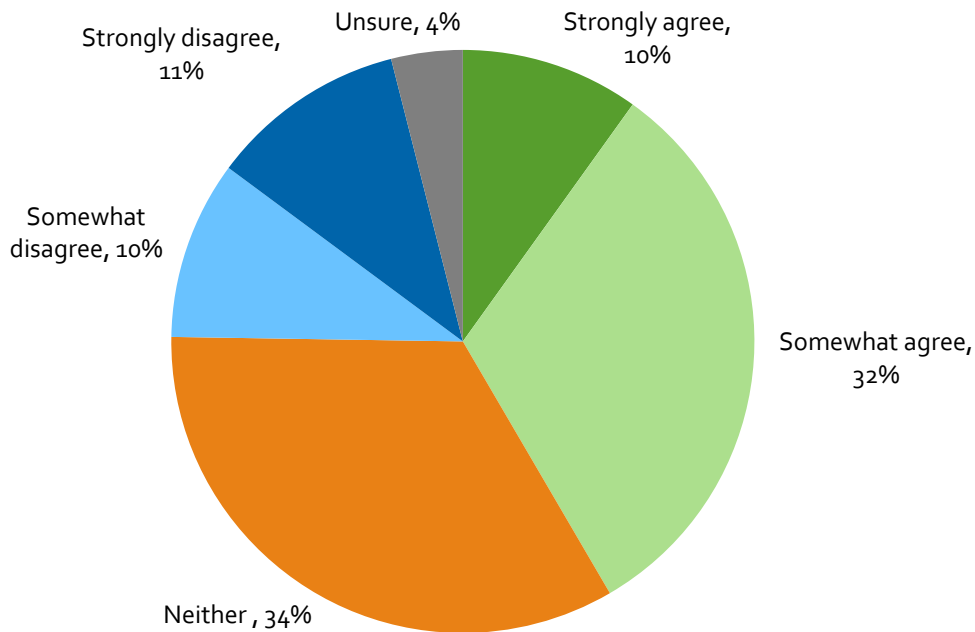
Men were more likely to be "mad as hell" than women (31% to 21%) while opinion was consistent across age groups. Quebec residents were the least likely to agree with the statement.

The recession seems to be one cause to the anger. Those who said the recession caused major changes to their lives (39%) were more likely to agree with the statement.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Agree	31%	21%	24%	28%	25%	24%	20%	27%	28%
Neither	39%	39%	36%	41%	40%	37%	38%	44%	34%
Disagree	27%	34%	35%	27%	31%	31%	35%	26%	34%
Unsure	3%	6%	5%	5%	5%	8%	8%	3%	4%
N	485	515	369	392	240	75	243	384	300

Agree/Disagree: If it feels good, do it.
(n=1,001, weighted)



Analysis

Over four in ten Canadians agreed with the statement that if it feels good, do it. Only 21% disagreed.

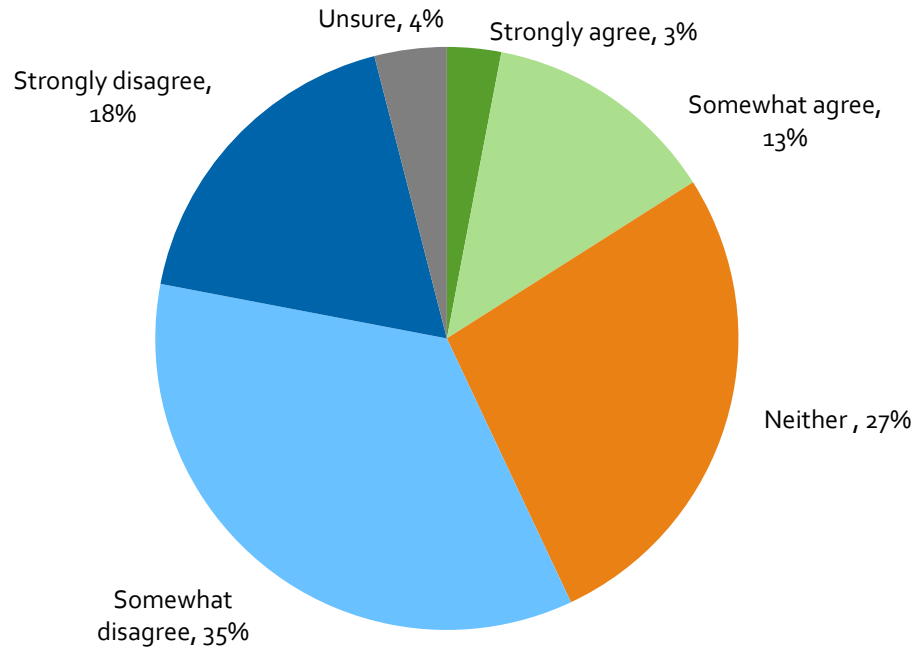
Data indicated a clear generational divide on the question. As the age of the respondent increased, the likelihood of agreement with the statement decreased.

Men were somewhat more likely to agree than women while there was little variation in opinion across the country.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Agree	44%	39%	48%	40%	34%	46%	38%	41%	44%
Neither	33%	34%	29%	35%	38%	23%	41%	33%	30%
Disagree	19%	22%	20%	20%	25%	22%	14%	23%	23%
Unsure	3%	5%	4%	5%	4%	10%	7%	3%	3%
N	485	515	370	392	241	74	245	385	300

Agree/Disagree: The next generation of Canadians will be better off than my generation (n=1,001, weighted)



Analysis

A majority of Canadians (53%) disagreed that the next generation of Canadians will be better off than their generation.

This pessimism was more pronounced among women and Canadians 60 years of age and older. but It crossed all regions of Canada and was widely held.

As expected, pessimism for the future was particularly high among Canadians who said the recession caused major changes to their way of life. Six in ten of these individuals believed the next generation of Canadians will not be better than their generation.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Agree	19%	13%	18%	16%	14%	15%	12%	17%	19%
Neither	29%	26%	26%	29%	28%	23%	33%	27%	25%
Disagree	49%	55%	49%	52%	56%	53%	51%	52%	52%
Unsure	3%	6%	7%	3%	2%	10%	4%	4%	4%
N	485	515	370	392	241	74	245	385	300

Apart from good health, which of the following do you want the most?
(n=1,001, weighted)

	Canadians First/Second Choice Combined	Americans First/Second Choice Combined*	Difference
To make life a little easier**	41%	-	-
The good life	34%	37%	-3
The pursuit of happiness	33%	34%	-
Opportunity to succeed	33%	43%	-10
A fair shake	25%	17%	+8
A fresh start	7%	9%	-3
A fighting chance	13%	8%	+4
Other responses	15%	52%	

* Source: Frank Luntz, "What Americans Really Want...Really", 2009, pg.287

** Not asked in the Luntz survey

Analysis

When asked what they want most for their life, apart from good health, responses were varied. The response most identified by Canadians was that they want to make life a little easier, followed by the good life, the pursuit of happiness, and the opportunity to succeed.

Among subgroups, younger Canadians (18 to 39) were more likely to say they want the opportunity to succeed while older Canadians (60 and over) were more likely to say they want to make life a little easier.

The Abacus Data Poll results are fairly similar to a poll conducted by Frank Luntz in the United States in 2009. The only difference is that Americans were more likely to want the opportunity to succeed while Canadians were more likely to want a fair shake.

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

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To read our analyses and blog, find us online at www.abacusdata.ca

**Abacus Data also runs the Vertex Panel:
An online research panel of Canada's leading public policy
practitioners and scholars.**



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