



Canadians and the UN Security Council

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

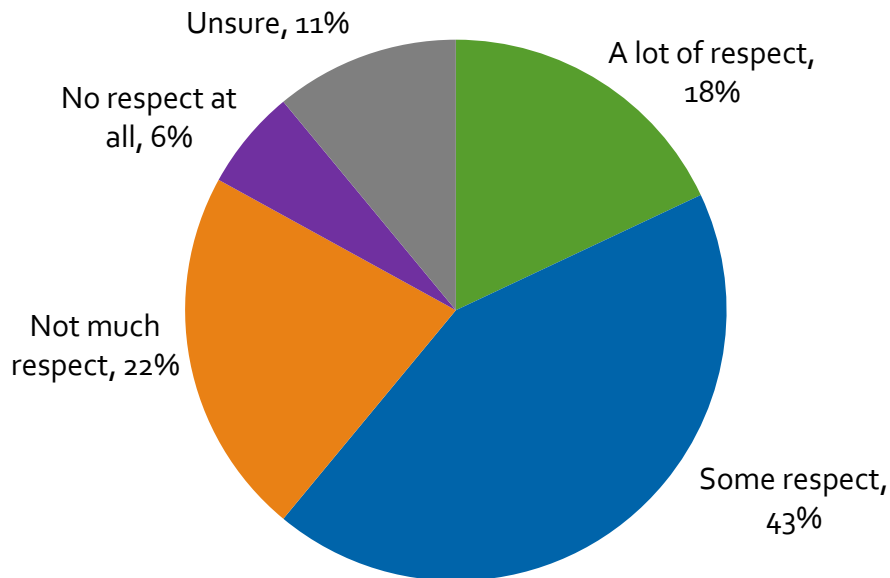


Dr. David Coletto, CEO

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.

Thinking about Canada's role in foreign relations, how much respect do other nations have for Canada and its international priorities?
(n=1,001, weighted)



Analysis

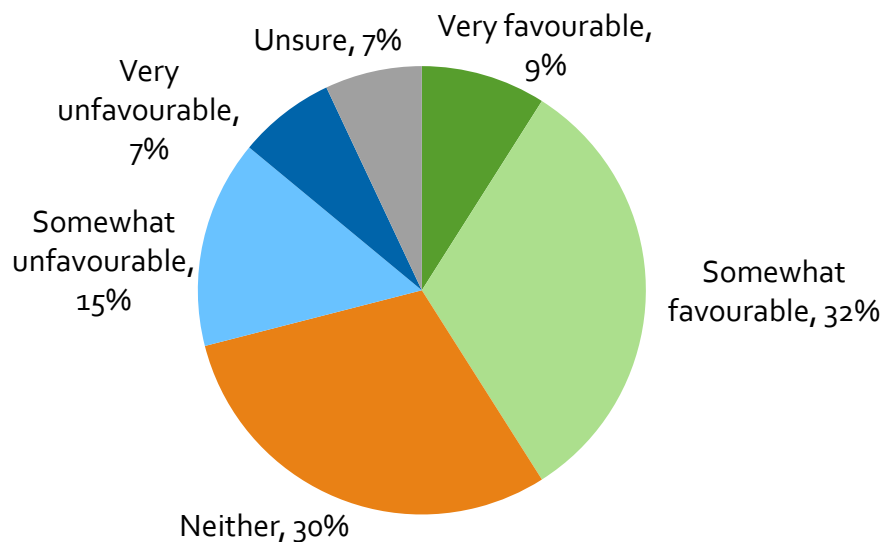
Canadians generally feel that other nations have at least some respect for Canada, with 61% of respondents suggesting that other nations have some respect a lot of respect for Canada and our international priorities.

Feelings of respect were relatively evenly dispersed across all demographic subgroups measured, with the exception of Quebec, where respondents were less likely to feel that Canada commands a lot of international respect.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
A lot of respect	17%	18%	15%	21%	16%	22%	4%	21%	24%
Some respect	45%	42%	45%	38%	48%	36%	39%	45%	45%
Not much respect	24%	20%	19%	23%	26%	21%	32%	20%	17%
No respect at all	7%	4%	6%	7%	3%	3%	9%	4%	5%
Unsure	7%	16%	15%	11%	7%	19%	15%	9%	9%
N	483	517	370	392	240	73	244	383	301

**Do you have a favourable or unfavourable impression of the United Nations?
(n=1,001, weighted)**



Analysis

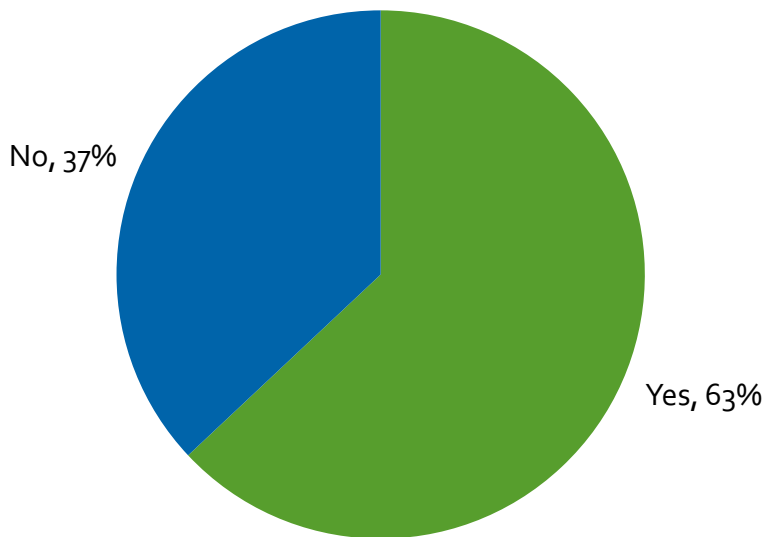
While Canadians do not have an overly positive impression of the UN, few said they have an unfavourable impression. Canadians are mildly supportive of the international organization.

Younger respondents and residents of Quebec were slightly more likely to hold a favourable opinion of the UN than older Canadians, but responses were fairly evenly dispersed over other demographic measures

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Very favourable	10%	7%	9%	9%	7%	7%	10%	8%	8%
Somewhat favourable	33%	32%	36%	28%	34%	30%	31%	34%	32%
Neither	29%	32%	32%	32%	26%	25%	38%	28%	27%
Somewhat unfavourable	19%	11%	9%	19%	17%	15%	13%	16%	16%
Very unfavourable	8%	6%	4%	7%	11%	10%	3%	8%	8%
Unsure	3%	11%	10%	6%	5%	14%	5%	7%	9%

Before today, were you aware that Canada tried but failed to win a seat on the United Nations Security Council?
(n=1,000)



Analysis

A majority of respondents were aware prior to the survey that Canada had tried, but failed to win a seat on the Security Council.

Men were significantly more likely than women to be aware of the attempt, and overall awareness increased with age. Also, Conservative and Liberal voters were more aware of the attempt than NDP and Bloc voters.

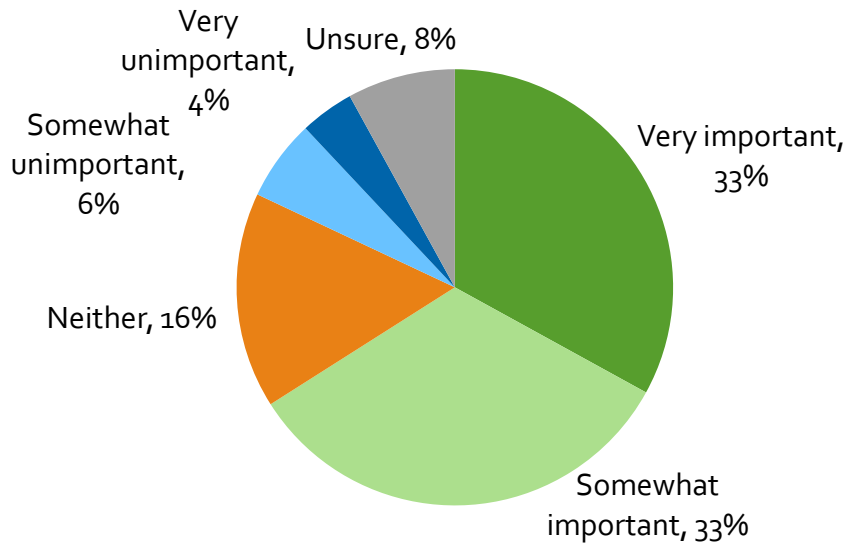
Generally, levels of awareness were fairly high across all demographic groups

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Yes	79%	48%	50%	63%	82%	65%	58%	61%	68%
No	21%	52%	50%	37%	18%	35%	42%	39%	32%
N	483	518	370	392	241	75	244	383	300

	Conservative voters	Liberal voters	NDP voters	BQ voters
Yes	70%	75%	63%	54%
No	30%	25%	37%	46%
N	275	211	178	85

The UN Security Council is one of the principle organizing bodies in the United Nations. It is responsible for the maintenance of international peace and security. Canada tried to obtain a seat on this body but was defeated by Germany and Portugal. How important is it that Canada has a seat on the United Nations Security Council?
(n=1,001, weighted)



Analysis

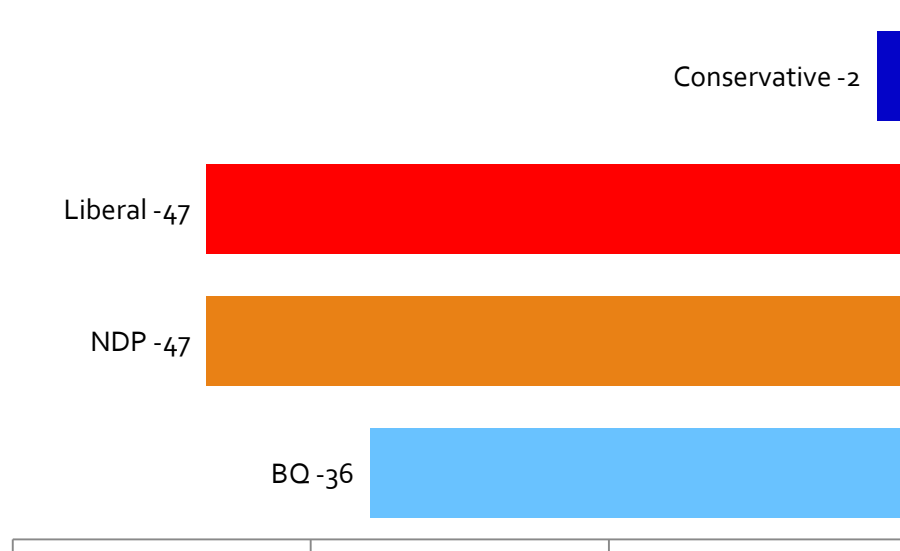
Overall, Canadians hold a Security Council seat in relatively high regard, with 66% of respondents stating that such a seat is either somewhat or very important.

Opinion on the importance of a Canadian seat on the UN Security Council was evenly distributed across all demographic groups.

Subgroup Analysis

	Male	Female	18-39	40 - 59	60 +	Atlantic	Quebec	Ontario	West
Very important	29%	36%	31%	31%	38%	34%	34%	32%	32%
Somewhat important	31%	35%	29%	35%	37%	28%	35%	33%	32%
Neither	20%	13%	19%	16%	12%	15%	16%	17%	16%
Somewhat unimportant	9%	3%	8%	4%	5%	7%	4%	6%	7%
Very unimportant	7%	2%	3%	6%	4%	5%	3%	5%	5%
Unsure	5%	11%	10%	9%	4%	11%	8%	7%	8%

Will Canada's failure to win a seat on the UN Security Council have any impact on your vote for the Conservative Party of Canada in a federal election?
(n=1,001, weighted)



Question Design

This question was designed to test whether or not respondents' voting behaviour was influenced by Canada's failure to win a seat on the UN Security Council.

Respondents were asked to select whether they were more likely or less likely to vote for each party, or if their voting behaviour remained unchanged.

Analysis

The graph above reflects the negative impact on vote choice resulting from Canada's failure to win a Security Council seat. Each row displays the percentage of respondents who would be less likely to vote for the Conservative party as a result of the seat failure. For example, 2% of Conservative voters indicated they would be less likely to vote Conservative, 47% of Liberal supporters indicated they would be less likely to vote Conservative, and so on.

These results suggest that despite widespread Canadian support for the United Nations and it is important for Canada to have a seat on the UN Security Council, Canadian voting habits are unlikely to change much, if at all. However, this issue seems to have strengthening already existing allegiance to one particular party.

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.



Find out more at www.vertexpanel.ca