



Majority of Canadians Support Death Penalty in Certain Cases

A survey of 1,105 Canadians
Conducted from January 21-24, 2011
Released January 26, 2011

www.abacusdata.ca



Abacus Data: Not your average pollster

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
- Social media tracking and analysis
- 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.

Abacus Data also has a number of unique research practices.

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Methodology

From January 21st to 24th, 2011, Abacus Data Inc. conducted an online survey among 1,100 randomly selected Canadian adults from an online panel of over 100,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.0%, 19 times out of 20.

Results of the survey were statistically weighted by gender, age, region, language using census data from Statistics Canada and by past vote using Elections Canada results from the 2008 General Election. Totals may not add up to 100 due to rounding.

More interviews were completed in Quebec and so the weighted total of interviews does not add up to 1,361.

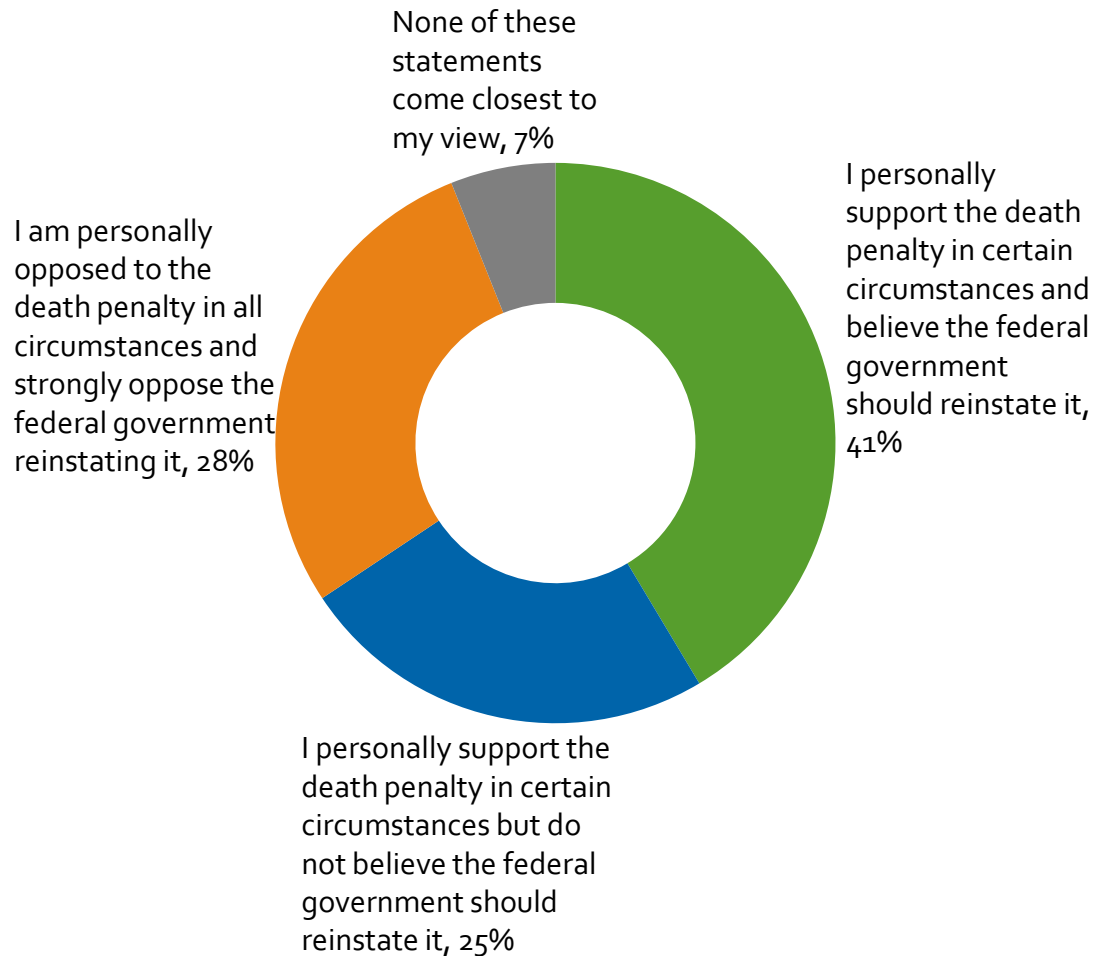
For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

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	81	79
Quebec	347	274
Ontario	375	421
Prairies (MB and SK)	68	73
Alberta	105	113
BC	129	144
Total	1,105	1,105

Some people in Canada believe that the death penalty should be reinstated while others believe it should not. Which of the following statements, come closest to your own view.

(n=1,105 weighted)



Analysis

Canadians were given three statements regarding their view of the death penalty and whether or not it should be reinstated. Over six in ten Canadians (66%) said they support the death penalty in certain circumstances, and over 40% want the federal government to reinstate it.

Three in ten Canadians (28%) said they are completely opposed to the death penalty and strongly oppose the federal government reinstating it.

Canadians demonstrate that they have clear opinions on this issue, as only 7% of respondents said that none of the statements were closest to their view.

Subgroup Analysis

	Male	Female	18-29	30-44	45-59	60+
I personally support the death penalty in certain circumstances and believe the federal government should reinstate it.	44%	38%	25%	36%	50%	47%
I personally support the death penalty in certain circumstances but do not think the federal government should reinstate it.	25%	24%	28%	29%	21%	21%
I am personally opposed to the death penalty in all circumstances and strongly oppose the federal government reinstating it.	25%	30%	40%	28%	21%	26%
None of these statements come closest to my view.	6%	8%	7%	7%	8%	6%
Unweighted N	568	537	160	332	383	229
Weighted N	539	567	204	314	323	264

Analysis

A majority of both men and women say they support the death penalty in certain circumstances, with men slightly more supportive than women and more likely to want it reinstated. However, there is a significant generational gap: older Canadians (45 and up) were significantly more supportive of the death penalty and for reinstating it than younger Canadians, especially millennials (18-29). Only one in four millennials said they support the death penalty and want it reinstated, whereas half of Canadians aged 45-59, and 47% of those 60 and up hold this view. Millennials are also the most likely to say they oppose the death penalty (40%) compared to older Canadians.

Subgroup Analysis

	Atlantic	Quebec	Ontario	Central	Alberta	BC
I personally support the death penalty in certain circumstances and believe the federal government should reinstate it.	41%	34%	42%	50%	41%	45%
I personally support the death penalty in certain circumstances but do not think the federal government should reinstate it.	23%	28%	24%	15%	29%	22%
I am personally opposed to the death penalty in all circumstances and strongly oppose the federal government reinstating it.	32%	31%	27%	27%	23%	27%
None of these statements come closest to my view.	4%	8%	7%	8%	6%	6%
Unweighted N	81	347	375	68	105	129
Weighted N	79	274	421	73	113	144

Analysis

Across the country, attitudes towards the death penalty were fairly consistent, with Albertans the most likely to say they support the death penalty overall (70%). Nevertheless, there were considerable differences across the regions regarding whether or not it should be reinstated. Support for reinstating it is highest among those living in Central Canada (50%) and BC (45%) and lowest in Quebec with only one in three (34%) holding this view. Atlantic Canadians (32%) and Quebecers (31%) were most likely to oppose the death penalty.

Subgroup Analysis

	<i>Party Supporters</i>			
	Conservative	Liberal	NDP	Bloc
I personally support the death penalty in certain circumstances and believe the federal government should reinstate it.	48%	30%	46%	23%
I personally support the death penalty in certain circumstances but do not think the federal government should reinstate it.	29%	21%	22%	25%
I am personally opposed to the death penalty in all circumstances and strongly oppose the federal government reinstating it.	16%	44%	25%	44%
None of these statements come closest to my view.	7%	4%	7%	8%
Unweighted N	353	236	159	128
Weighted N Analysis	339	262	172	95

Support for reinstating the death penalty was highest among respondents who identified themselves as Conservative (48%) or NDP supporters (46%). On the other hand, Liberals and Bloc voters were most likely to be personally opposed to the death penalty at 44%.

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

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