



Evaluating the Performance of the Federal Government

A survey of 1,105 Canadians
Conducted from January 21 to 24, 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
- 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.

Click on the graphics below for more information.



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.

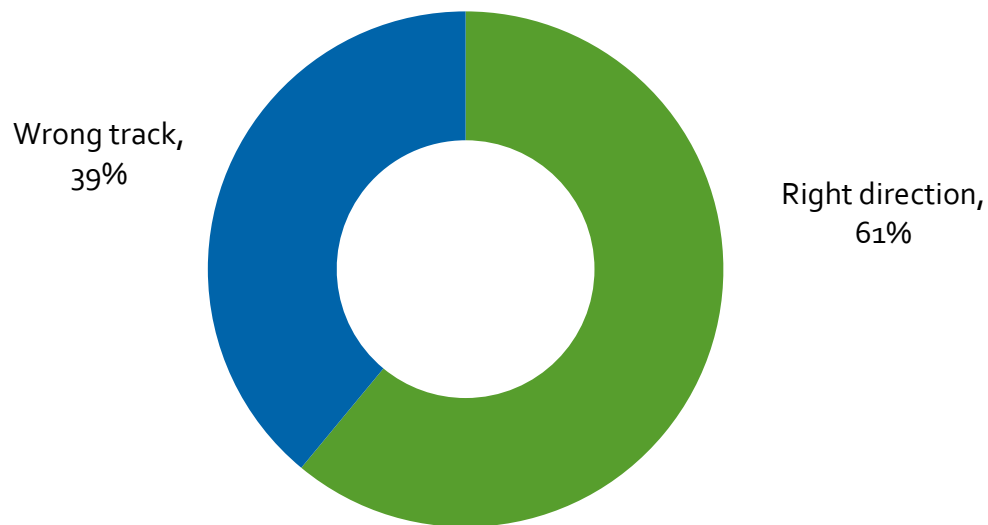
More interviews were completed in Quebec, so the weighted total of interviews does not add up to 1,105.

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 | 145 |
| Total | 1,105 | 1,105 |

Overall, would you say Canada is headed in the right direction, or is it on the wrong track?
(n=1,105, weighted)



Analysis

When asked essentially if Canada is on the right track, a majority of respondents (61%) agreed that the nation is heading in the right direction.

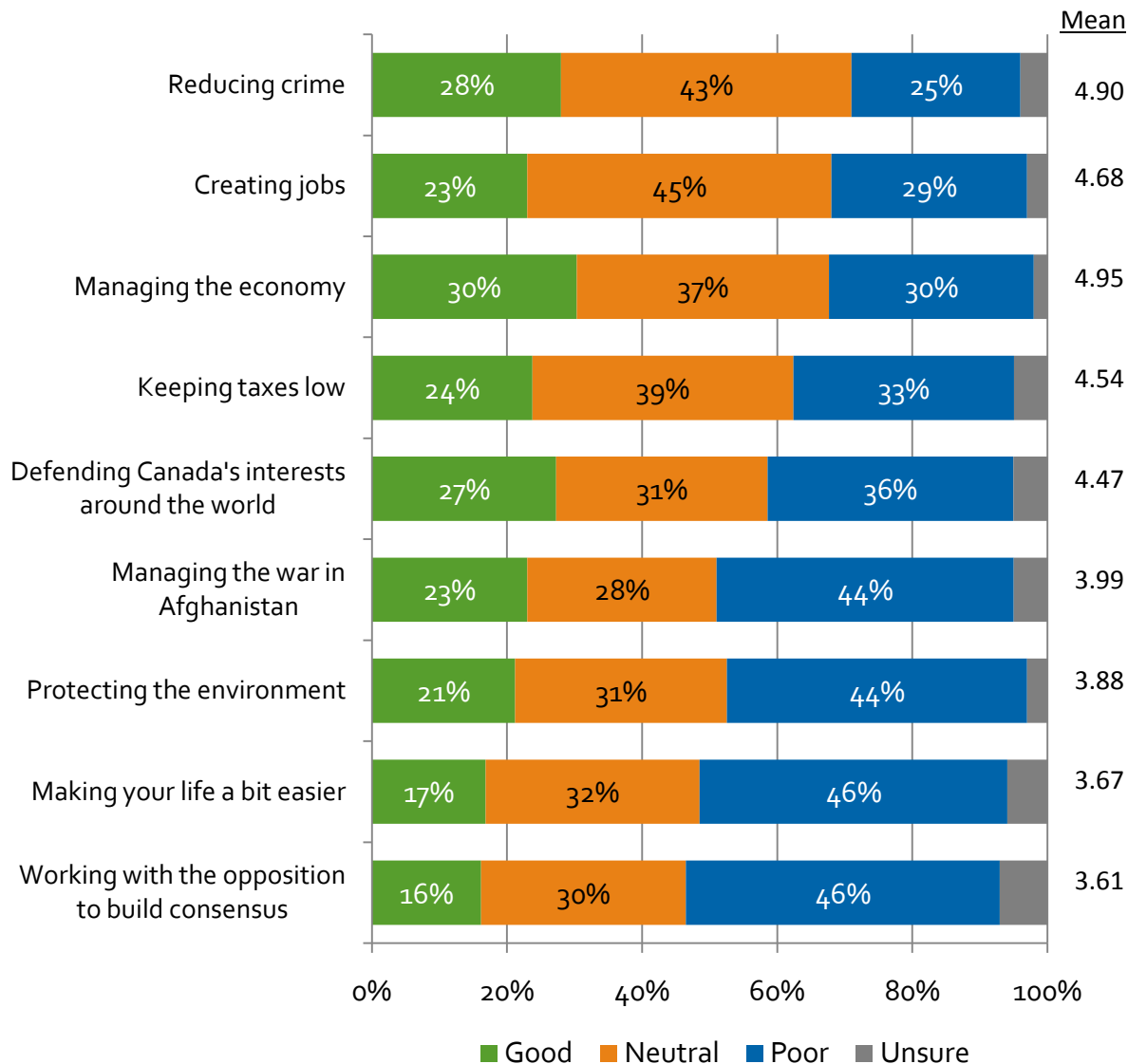
However, this question is very much divided along partisan lines. While almost all Conservative party supporters think Canada is on the right track, a majority of supporters for every other major federal party think the country is heading in the wrong direction.

Subgroup Analysis

| | Male | Female | 18-29 | 30-44 | 45-59 | 60+ | Conservative Party | Liberal Party | NDP | Bloc | Green Party |
|-----------------|------|--------|-------|-------|-------|-----|--------------------|---------------|-----|------|-------------|
| Right direction | 65% | 57% | 64% | 55% | 61% | 65% | 95% | 47% | 43% | 33% | 45% |
| Wrong track | 35% | 43% | 36% | 45% | 39% | 35% | 5% | 53% | 57% | 67% | 55% |

| | Atlantic | Quebec | Ontario | Central | Alberta | BC |
|-----------------|----------|--------|---------|---------|---------|-----|
| Right direction | 61% | 43% | 64% | 66% | 79% | 69% |
| Wrong track | 39% | 57% | 36% | 34% | 21% | 31% |

How would you rate the federal government's performance in each of the following areas on a scale of 0 to 10? Where 0 means very poor, and 10 means very good. (n=1,105, weighted)



Analysis

Designed to measure public opinion of the government's performance on a range of issues, this question asked respondents to rank each area from zero to ten.

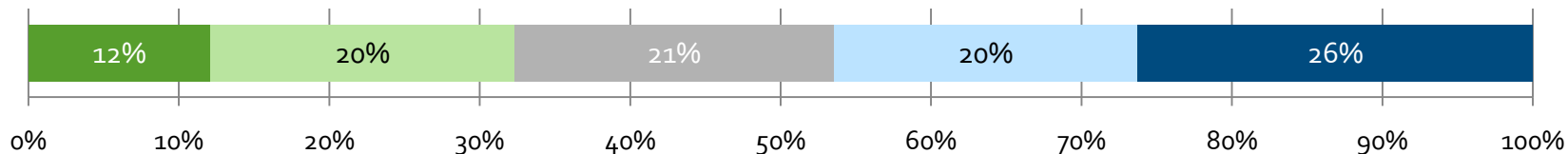
Any score from 0-3 is poor, 4-6 neutral, and 7-10 represents good.

With the exception of its managing of the war in Afghanistan, Canadians gave largely neutral and positive scores to issues the government has identified as pillars: creating jobs, reducing crime, and managing the economy. Looking at the mean scores, while not overwhelmingly high scores, the government does perform best in the areas it has focused on.

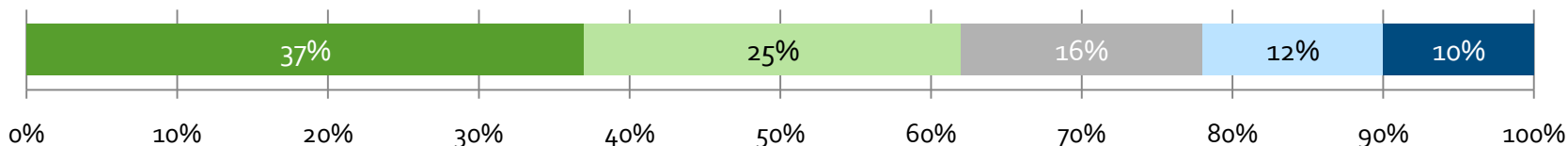
However, nearly half of Canadians felt that the government has done a poor job of making their lives easier, protecting the environment, and working to build consensus within parliament.

Testing opposing statements surrounding the federal government
(n=1,105, weighted)

Statement 1: "Canada is stronger, prouder, and walking tall in the world. We are in safe hands with Stephen Harper. With so much at stake, why would we risk changing course."



Statement 2: "For five years, Stephen Harper hasn't listened to Canadians. His priorities of \$21-billion stealth fighters, super prisons, and tax breaks for big corporations are out of touch with the real needs of Canadian families: family care, pensions, learning and jobs."



■ Strongly Agree
 ■ Somewhat Agree
 ■ Neither
 ■ Somewhat Disagree
 ■ Strongly Disagree

Analysis

This question was designed to test response to different statements made by the government and the opposition. Statement 1 was made by the Conservative party in a positive advertisement, extolling the progress they feel has been made under Stephen Harper. Statement 2 was a rebuttal by Liberal party leader Michael Ignatieff.

Respondents were nearly evenly split in terms of agreement with the Conservative party statement. However, a majority (62%) of respondents either agreed or strongly agreed with Mr. Ignatieff's response.

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