



Despite Oda, Conservative lead widens to 15 over the Liberals

A survey of 1,005 Canadians
Conducted on February 23, 2011
Released: February 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

Abacus Data also has a number of unique research practices. Click on the graphics below for more information.



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.



Methodology

On February 23, 2011, Abacus Data Inc. conducted an online survey among 1,005 randomly selected Canadian adults from an online panel of over 100,000 Canadians.

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

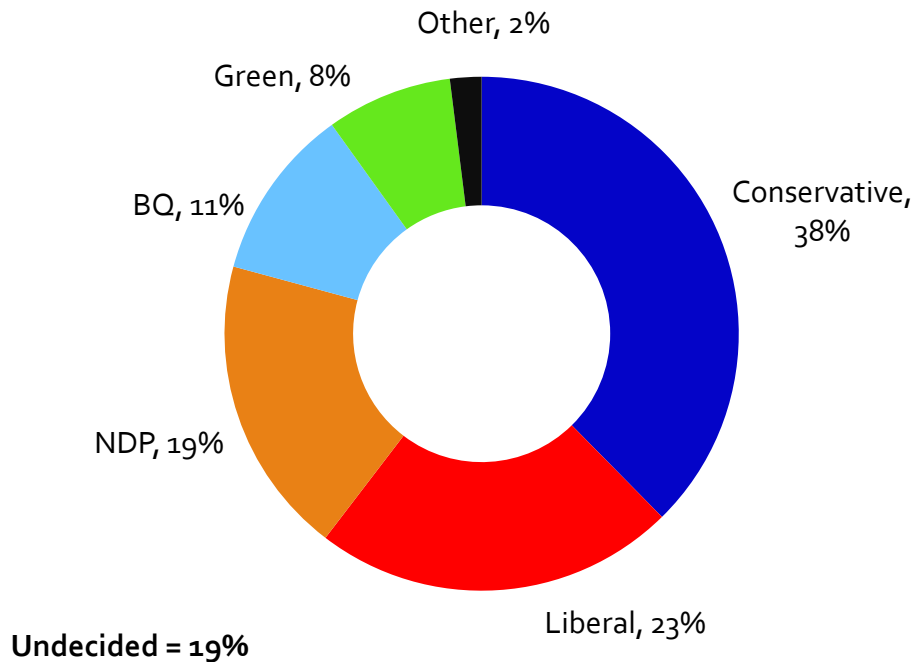
Results of the survey were statistically weighted by gender, age, region, language using census data from Statistics Canada and by past vote using Elections Canada results from the 2008 General Election. Totals may not add up to 100 due to rounding.

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	87	68
Quebec	270	240
Ontario	348	394
Prairies (MB and SK)	61	66
Alberta	109	105
BC	130	132
Total	1,005	1,005

If a federal election were held today, which party would you vote for in your constituency?
(Decided Voters, n=819, includes leaners, weighted)



The Conservative Party has opened up a 15-point lead over the Liberals in Abacus Data's latest national survey.

The Conservatives have the support of 38% of decided voters followed by the Liberals at 23% and the NDP at 19%. The BQ is at 11% while the Green Party has 8% support among decided voters. Eighteen percent of respondents said they were not leaning towards any party and were truly undecided.

Since early December 2010, the Liberals are down four points (-4) while the Conservative vote is up three percentage points.

It does not appear that the Oda controversy has had any impact on the vote. Instead, the Conservative advertisements seem to have worked at increasing their vote slightly and weakening Liberal support, especially among men and older Canadians.

Regionally (see next page), most of the significant change occurred in Ontario where Liberal gains from the previous month have been neutralized. The Liberal vote is down seven points, while the Conservative and NDP support has remained relatively stable. Most of the Conservative gains have occurred in Alberta where they already dominate, controlling all but one seat in the province.

In Quebec, the landscape is static, largely unchanged from January. The BQ dominates with 44% of the decided vote and all other major federalist parties earning the support of one in five decided Quebec voters.

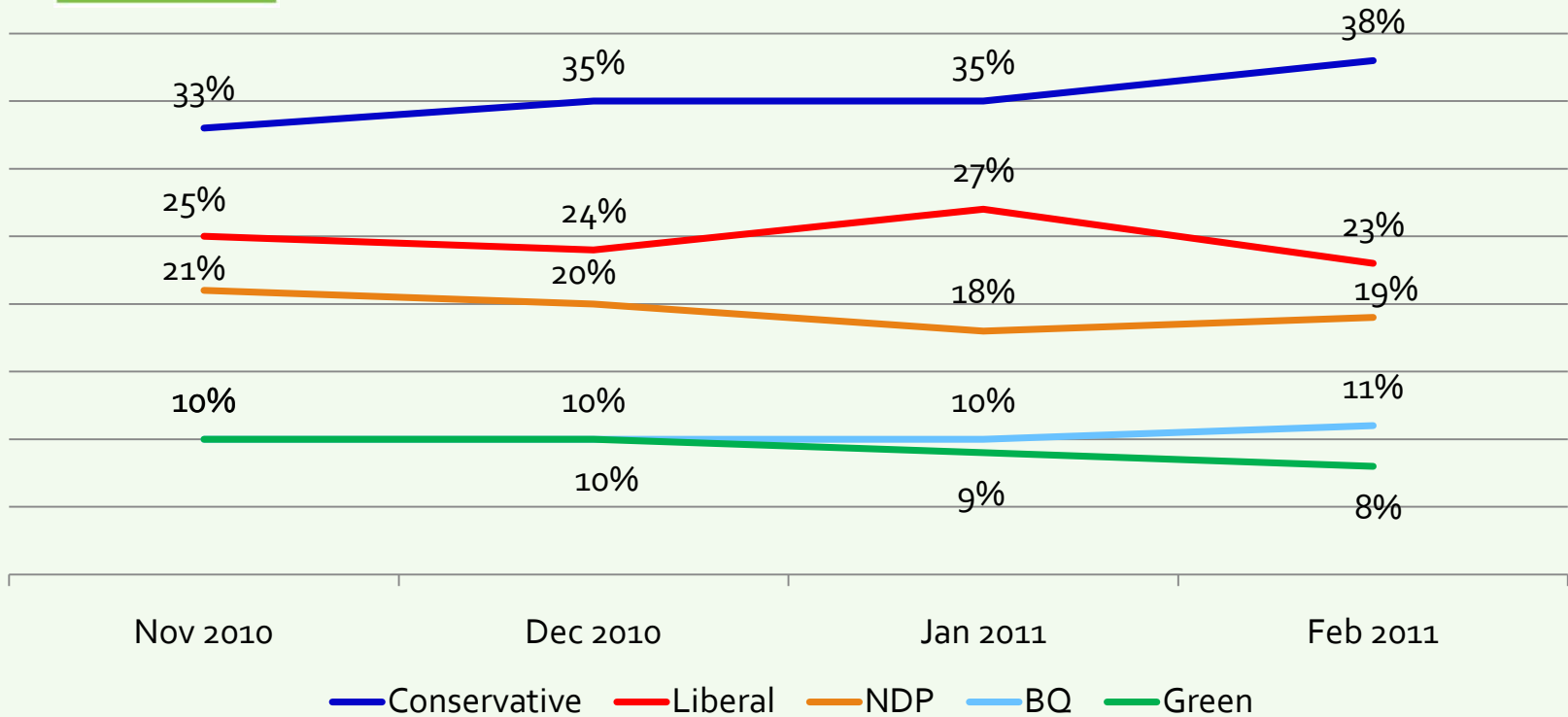
Outside of central Canada, the Conservatives continue to lead in British Columbia, Alberta and in the Prairies, while the Liberals lost some ground in Atlantic Canada.

	Male	Female	18-34	35-54	55+
Conservative	43% (+2)	33% (+4)	29% (NC)	38% (+6)	46% (+4)
Liberal	21% (-5)	25% (-4)	25% (-1)	22% (-6)	22% (-4)
NDP	16% (+1)	23% (+2)	26% (+6)	15% (-4)	17% (+2)
BQ	10% (+1)	11% (NC)	7% (-2)	13% (+2)	12% (+3)
Green	9% (+1)	8% (-1)	11% (-3)	10% (+2)	2% (-3)
Other	2% (+1)	1% (NC)	2% (NC)	1% (-1)	2% (+2)
<i>Unweighted count</i>	413	403	238	317	261
<i>Weighted count</i>	431	389	245	318	256

	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Conservative	39% (+9)	19% (+1)	39% (+1)	48% (+4)	70% (+15)	40% (-1)
Liberal	29% (-15)	19% (+1)	29% (-7)	21% (+6)	11% (-13)	21% (+3)
NDP	27% (+4)	15% (-1)	18% (+2)	26% (-1)	9% (NC)	30% (+1)
BQ	-	44% (+3)	-	-	-	-
Green	4% (+1)	3% (-3)	12% (+3)	5% (-6)	7% (-2)	9% (-4)
Other	2% (+2)	1% (NC)	2% (+1)	- (-3)	4% (+1)	1% (NC)
<i>Unweighted count</i>	61	222	279	53	90	111
<i>Weighted count</i>	49	200	317	58	86	111



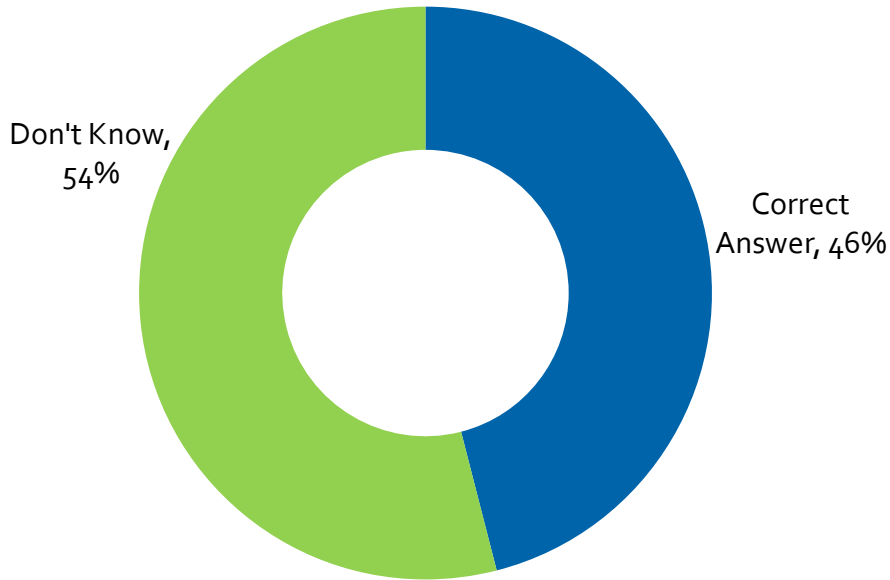
Change in Voting Preference



Analysis

Since January, the Conservatives have increased their vote slightly almost entirely at the expense of the Liberals. Although the Oda controversy has generated significant negative media attention for the government, there doesn't appear to have been any significant effect on the political landscape. Instead, as other polling has found, the Conservative advertisements against Michael Ignatieff seem to be working – particularly among men.

Who is Bev Oda? (n=1,005, weighted)



Correct answers included “federal cabinet minister”, “Conservative MP”, “federal MP”, “federal politician”, “Minister of International Cooperation”, “or Minister who altered the documents”. The key point was that the respondent was aware that Bev Oda is a federal politician.

When asked “who is Bev Oda”, a majority of Canadians surveyed said they did not know or identified the incorrect person. Forty-six percent correctly identified Bev Oda as a federal politician, Conservative cabinet minister, or federal minister.

Survey data indicates that men, older Canadians, and Conservative and Liberal party supporters were more likely to know who Bev Oda is.

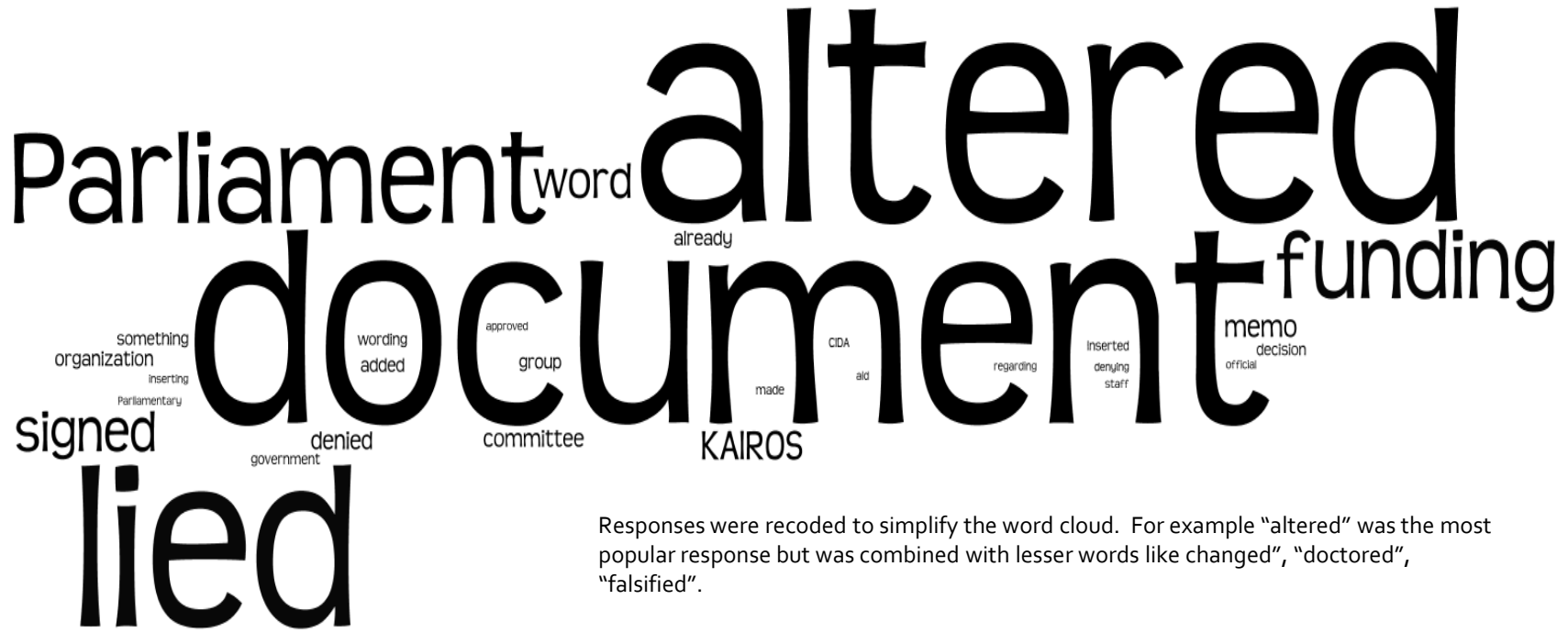
When asked to identify why she was in trouble, the same percentage of individuals could identify the reason – although the responses varied.

The word clouds on the next page illustrate the responses of individual respondents. The larger the word in the word cloud, the more often the word was used by respondents.

Knowledge about the controversy focus on two main frames. Either people focused on the idea that she lied to Parliament or on the idea that she altered a document that approved funding for an external group.

	Male	Female	18-34	35-54	55 +	Conservative Party	Liberal Party	NDP	Bloc	Green Party
Correct answer	56%	37%	39%	41%	61%	56%	56%	45%	33%	51%
Don't know	44%	63%	62%	59%	39%	44%	44%	55%	67%	49%

Based on what you may have read, heard, or seen in the news this week, why is Bev Oda in trouble?
(n=404, Only respondents who answered)



Responses were recoded to simplify the word cloud. For example “altered” was the most popular response but was combined with lesser words like “changed”, “doctored”, “falsified”.

Based on what you may have read, heard, or seen in the news this week, why is Bev Oda in trouble?
(n=1,002, weighted)

	Male	Female	18-34	35-54	55 +	Conservative Party	Liberal Party	NDP	Bloc	Green Party
Correct answer	54%	40%	37%	44%	62%	55%	57%	48%	34%	57%
Don't know	46%	60%	63%	56%	38%	45%	43%	52%	66%	43%

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

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