

“He got what he deserved”, say Canadians about bin Laden’s death

Abacus Data poll: May 18-19, 2011, n=1,544 online survey from representative panel of over 150,000 Canadians



Canadian Opinion on the death of Osama bin Laden

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

Dr. David Coletto – Abacus Data's CEO

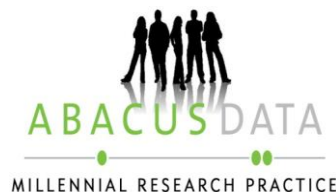
David has seven years experience listening and interpreting what voters, consumers, and opinion leaders want and expect from government, business, and the non-profit sectors. He has worked with some of Canada's leading corporations and some of its smallest issue and advocacy groups.

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

David is Pollster for the Sun News Network and Visiting Fellow at the Arthur Kroeger College of Public Affairs. He is frequently called upon by news media for his unique perspective on public affairs, millennials, corporate citizenship, and political party finance. He co-authored a chapter in the recently released book *Money, Politics and Democracy* (eds Young and Jansen, UBC Press 2011).

Abacus Data also has a number of unique research practices.

Click on the graphics below for more information.



Methodology

From May 18 to May 19, 2011, Abacus Data Inc. conducted an online survey among 1,544 randomly selected Canadian adults from an online panel of over 150,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 2.5%, 19 times out of 20.

Results of the survey were statistically weighted by gender, age, region, language, and immigration status 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.

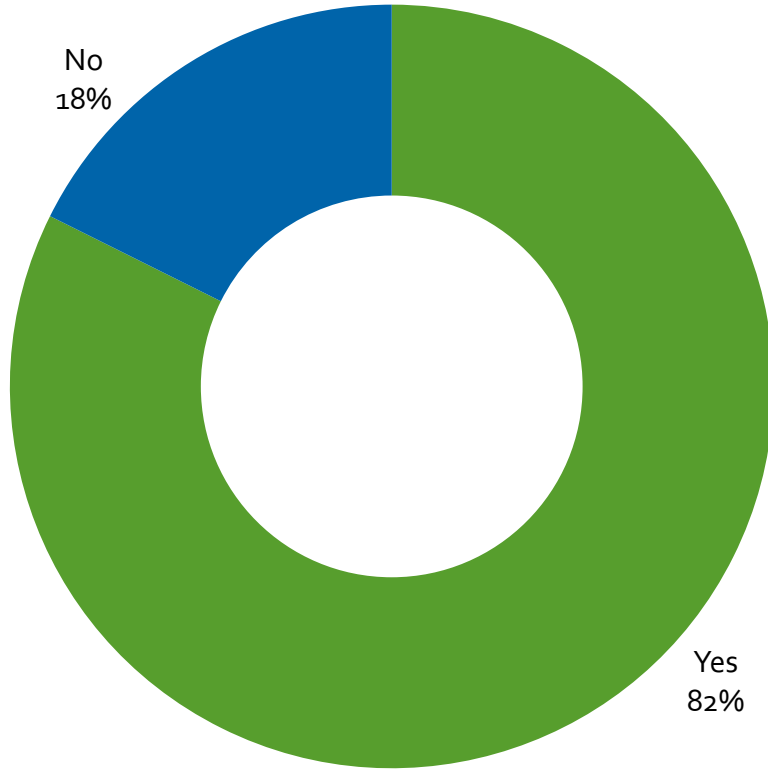
For more information about the poll's methodology, visit the Abacus website at www.abacusdata.ca

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	120	119
Quebec	374	371
Ontario	590	574
Prairies (MB and SK)	101	93
Alberta	160	156
BC	199	201
Total	1,544	1,513

What he deserved?

Q: In your opinion, did bin Laden get what he deserved?



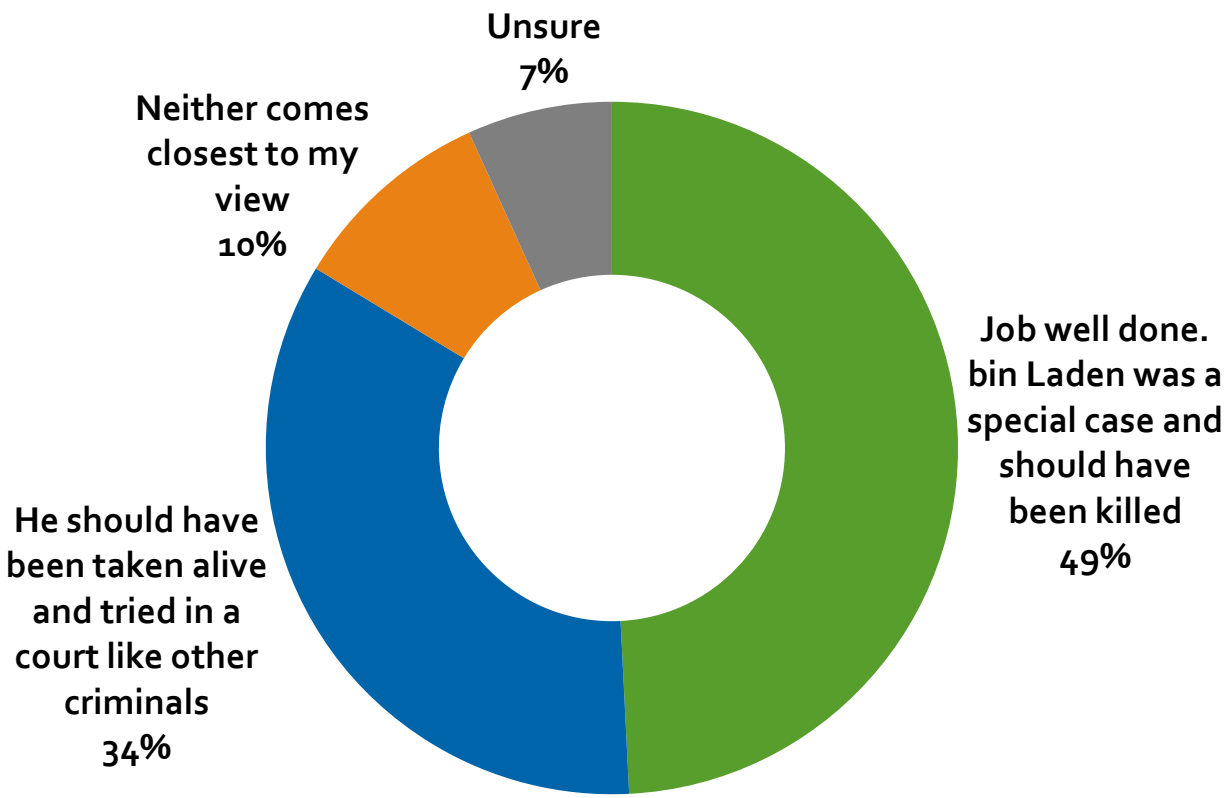
Subgroup Analysis

	18 - 29	30- 44	45- 59	60 +	CPC	LPC	NDP	Green	Bloc
Yes	67%	85%	86%	89%	89%	84%	77%	76%	80%
No	33%	15%	14%	11%	11%	16%	23%	24%	20%
Unweighted counts	334	419	496	295	528	205	522	85	87

	Male	Female	Atlantic	Quebec	Ontario	Central	Alberta	BC
Yes	83%	81%	77%	81%	83%	84%	85%	84%
No	17%	19%	23%	19%	17%	16%	15%	16%
Unweighted counts	800	744	120	374	590	101	160	199

The right thing to do?

Q: Think for a moment about how the situation involving bin Laden's death was handled. Which of the following statements, if either, comes closest to your view?

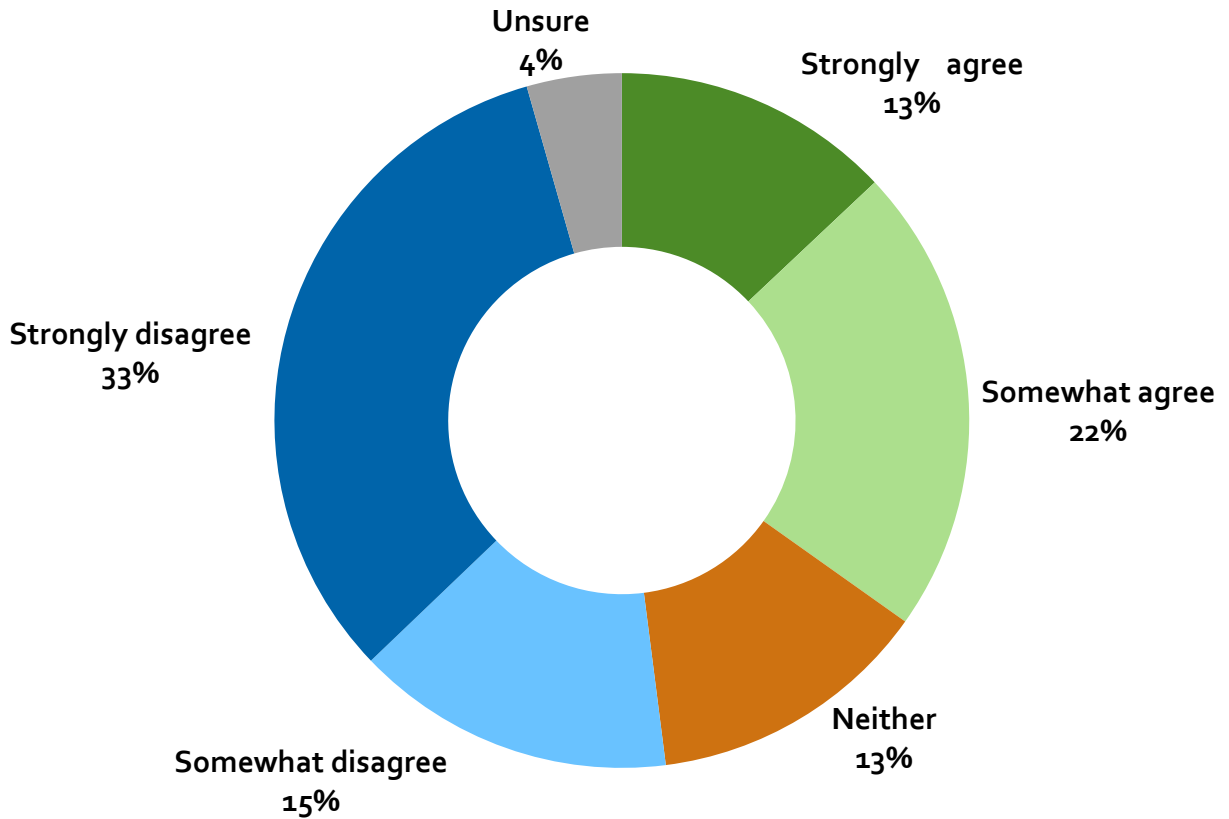


Subgroup Analysis

	18 - 29	30- 44	45- 59	60 +	CPC	LPC	NDP	Green	Bloc
Job well done	33%	51%	51%	61%	60%	46%	42%	48%	36%
He should have been taken alive	47%	32%	32%	28%	24%	37%	43%	37%	49%
Neither	12%	10%	10%	5%	9%	9%	10%	9%	12%
Unsure	8%	7%	7%	6%	6%	8%	5%	6%	4%
Unweighted counts	334	419	496	295	528	205	522	85	87

The death of Osama bin Laden

Agree/Disagree: The United States overstepped its authority by sending a military team into a foreign country without that country's knowledge.

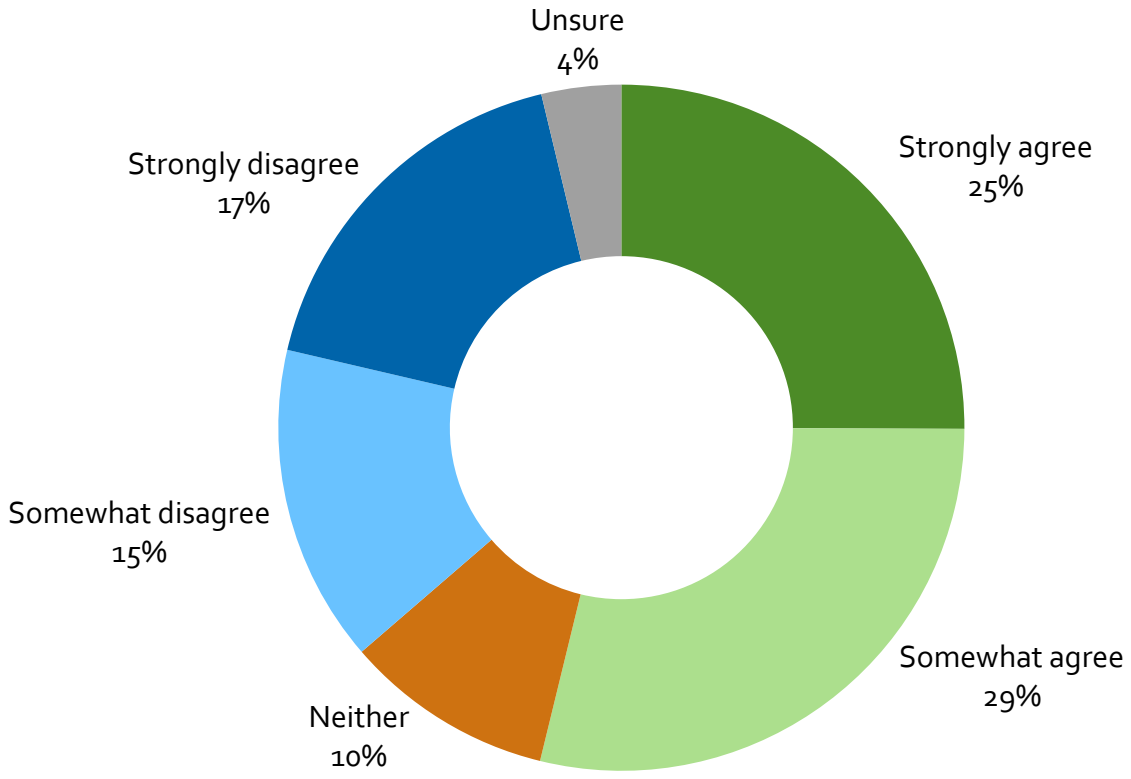


Subgroup Analysis

	18 - 29	30- 44	45- 59	60 +	CPC	LPC	NDP	Green	Bloc
Strongly agree	17%	11%	13%	11%	10%	12%	17%	15%	8%
Somewhat agree	11%	21%	20%	18%	21%	23%	24%	27%	25%
Neither	17%	11%	15%	10%	8%	15%	15%	13%	19%
Somewhat disagree	14%	17%	14%	14%	16%	15%	15%	13%	12%
Strongly disagree	17%	35%	34%	44%	42%	32%	26%	26%	26%
Unsure	6%	5%	4%	4%	3%	4%	3%	5%	10%
Unweighted counts	334	419	496	295	528	205	522	85	87

The death of Osama bin Laden

Agree/Disagree: Terrorists should be dealt with like other criminals, through legal processes of arrest, trial, and judicially decided punishment.

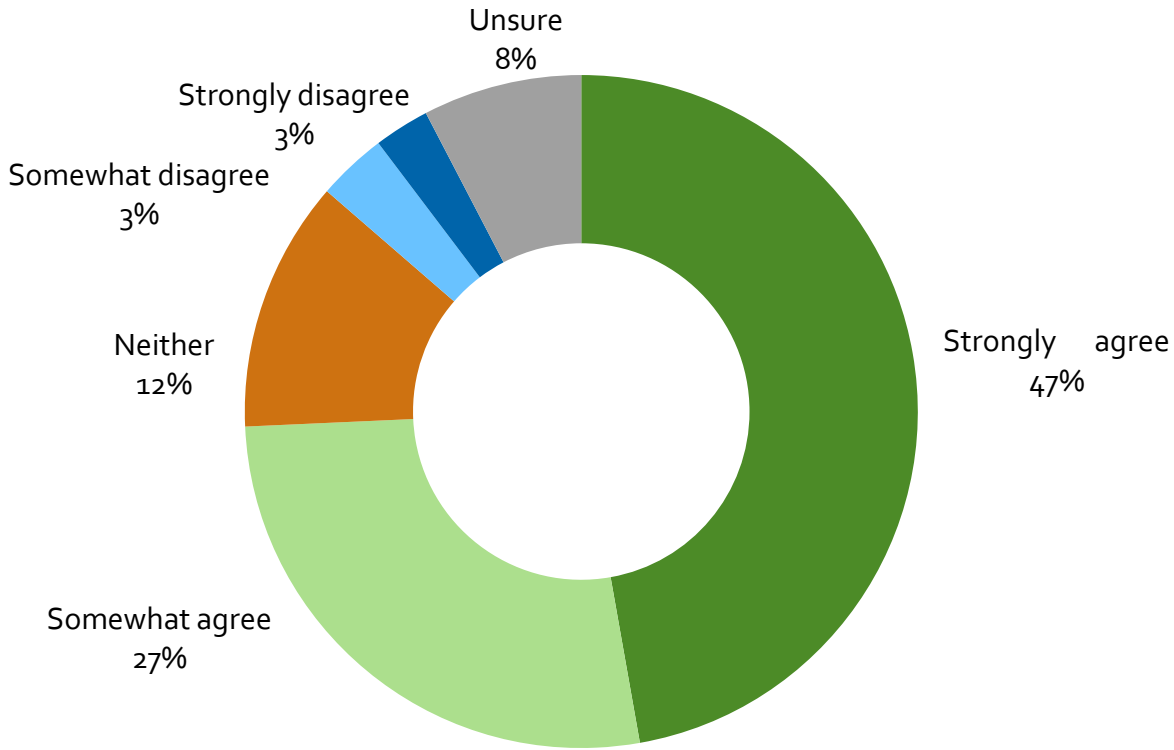


Subgroup Analysis

	18 - 29	30- 44	45- 59	60 +	CPC	LPC	NDP	Green	Bloc
Strongly agree	29%	23%	24%	26%	20%	28%	31%	21%	19%
Somewhat agree	34%	32%	26%	23%	24%	31%	33%	25%	36%
Neither	12%	7%	12%	7%	9%	9%	8%	19%	11%
Somewhat disagree	12%	15%	15%	17%	21%	15%	11%	11%	5%
Strongly disagree	9%	18%	20%	24%	24%	13%	14%	18%	19%
Unsure	5%	5%	3%	3%	2%	4%	2%	5%	11%
Unweighted counts	334	419	496	295	528	205	522	85	87

The death of Osama bin Laden

Agree/Disagree: The Pakistani government could not be trusted with information about the whereabouts of Osama bin Laden.



Subgroup Analysis

	18 - 29	30- 44	45- 59	60 +	CPC	LPC	NDP	Green	Bloc
Strongly agree	27%	45%	54%	61%	57%	47%	41%	37%	40%
Somewhat agree	29%	30%	25%	24%	26%	31%	28%	22%	34%
Neither	21%	11%	10%	6%	7%	10%	17%	15%	11%
Somewhat disagree	6%	4%	2%	1%	3%	3%	4%	6%	4%
Strongly disagree	3%	2%	2%	3%	2%	3%	3%	1%	2%
Unsure	14%	7%	6%	4%	5%	6%	7%	19%	11%
Unweighted counts	334	419	496	295	528	205	522	85	87

For more information about this study or Abacus Data Inc.,
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To read our analyses and blog, find us online at www.abacusdata.ca