

ABACUS DATA

POLL

Canadian Federal Vote Intentions and Party Leader Favourability

Abacus Data National Poll: August 12-15, 2011, n=1,003 online survey
from representative panel of over 150,000 Canadians



www.abacusdata.ca

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Abacus Data: Not your average pollster

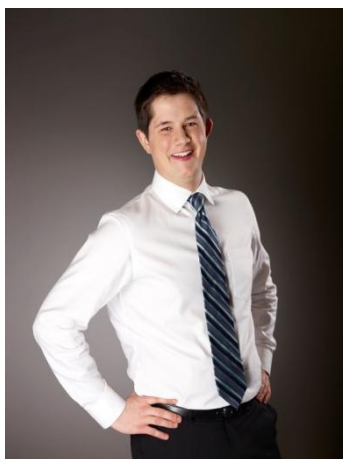
Abacus Data Inc. is Canada's newest player in the public opinion and marketing research industry. Whether it's telephone or online surveys, focus groups, one-on-one interviews, or secondary data analysis, the team at Abacus Data conducts public opinion, marketing, or stakeholder research that provides 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 largest 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 the Pollster for Sun News and a 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).

Methodology

From August 12 to 15, 2011 Abacus Data Inc. conducted an online survey among 1,003 randomly selected Canadian adults from an online panel of over 150,000 Canadians.

The margin of error—which measures sampling variability—is comparable to +/- 3.2%, 19 times out of 20. Results of the survey were statistically weighted by gender, age, region, education, and past federal vote 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.

These questions were posed as part of the Abacus monthly Omnibus.

If a federal election were held tomorrow, which one of the following parties would you vote for in your constituency?

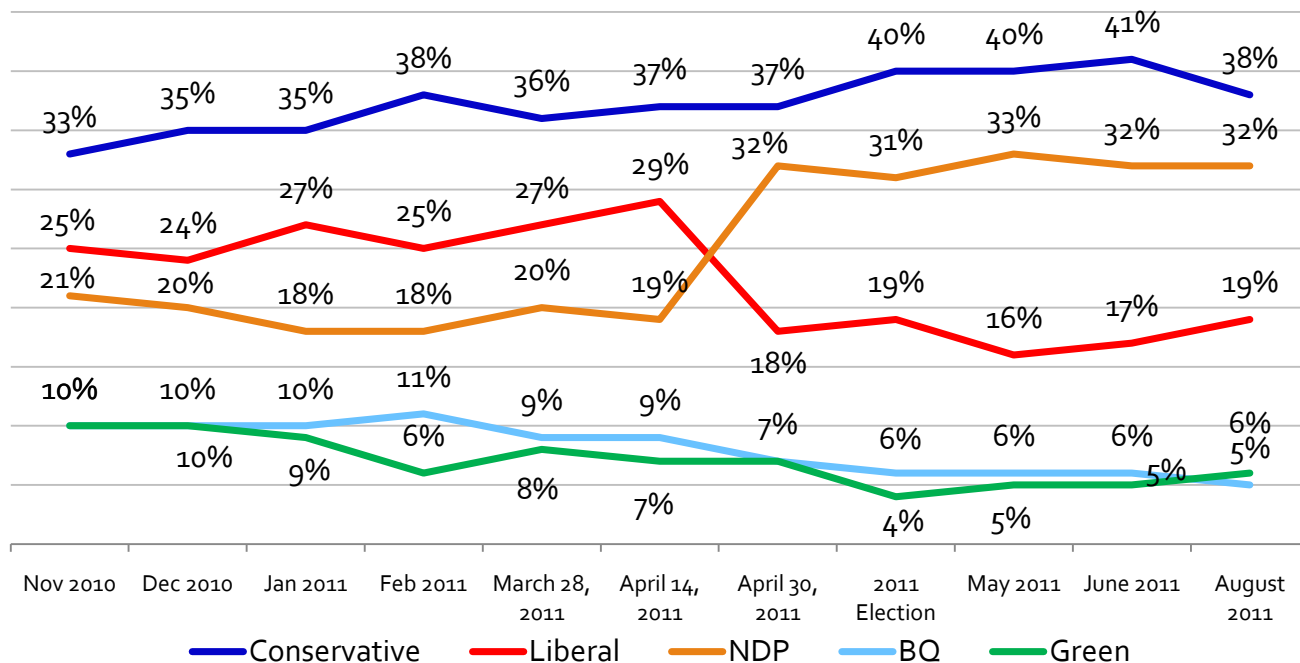
For more information about the poll’s methodology, visit the Abacus website at www.abacusdata.ca

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	72	71
Quebec	263	233
Ontario	375	399
Prairies (MB and SK)	75	68
Alberta	102	107
BC	116	133
Total	1,003	1,011

Ballot Question

Q: *If a federal election were held today, which party would you vote for in your constituency? (parties listed randomly)*



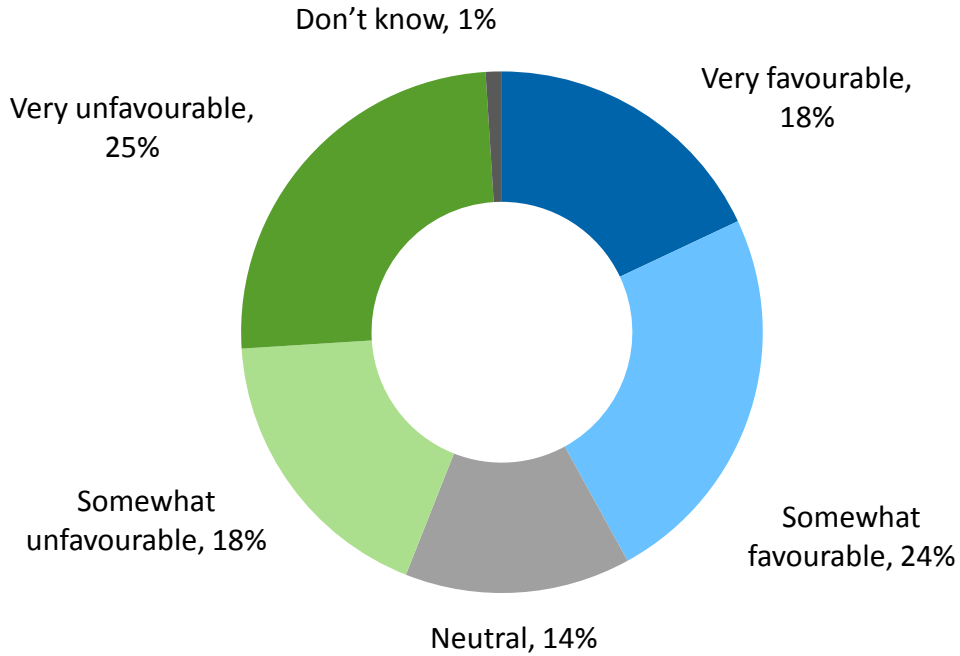
Subgroup Analysis (decided voters only)

	Men	Women	Atlantic	Quebec	Ontario	Central	Alberta	BC
Conservative Party	46%	31%	34%	21%	40%	64%	58%	39%
Liberal Party	21%	17%	27%	11%	25%	11%	12%	17%
New Democratic Party	23%	42%	27%	42%	29%	24%	26%	37%
Green Party	5%	5%	11%	1%	6%	0%	4%	7%
Bloc Quebecois	6%	6%	-	26%	-	-	-	-
Unweighted counts	428	481	64	238	336	69	97	105

	18-30	31-44	45-59	60+
Conservative Party	26%	38%	40%	48%
Liberal Party	22%	17%	18%	18%
New Democratic Party	41%	33%	32%	25%
Green Party	7%	6%	3%	3%
Bloc Quebecois	4%	6%	7%	6%
Unweighted counts	132	263	311	203

Prime Minister Stephen Harper

Q: Do you have a favourable or unfavourable impression of the following people?

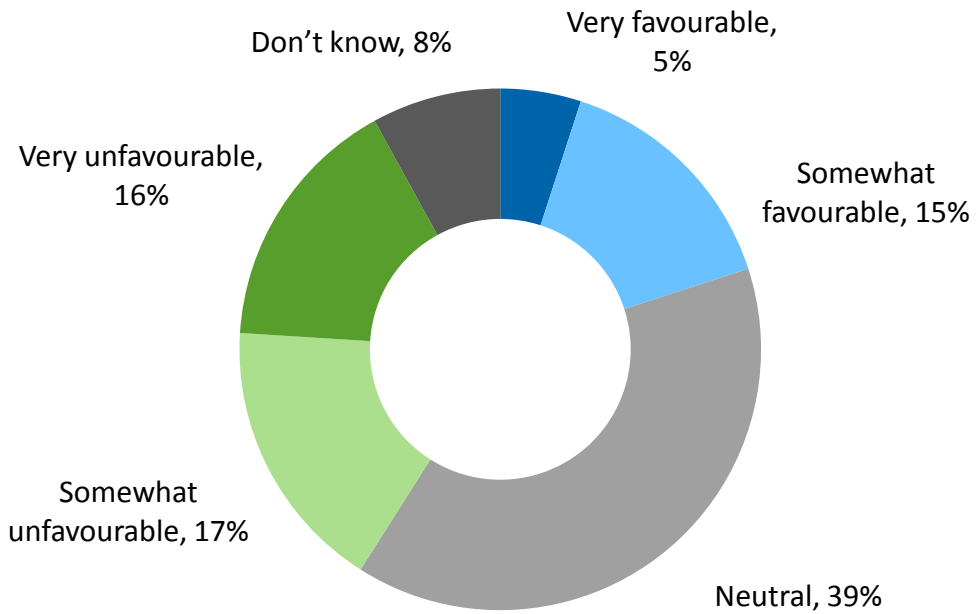


Subgroup Analysis

	Men		Women		CPC		LPC		NDP	
Favourable	50		34		89		17		14	
Neutral	11		17		6		11		16	
Unfavourable	38		48		4		71		69	
Don't know	1		2		0		0		0	
Unweighted counts	468		535		340		167		289	
	18-29	30-44	45-60	60+	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Favourable	31	40	41	53	38	26	44	60	56	43
Neutral	21	16	12	7	9	19	13	13	13	9
Unfavourable	44	44	45	38	51	54	41	26	30	47
Don't know	4	1	1	1	2	1	2	2	0	1
Unweighted	152	295	343	213	72	263	375	75	102	116

Liberal Interim Leader Bob Rae

Q: Do you have a favourable or unfavourable impression of the following people?



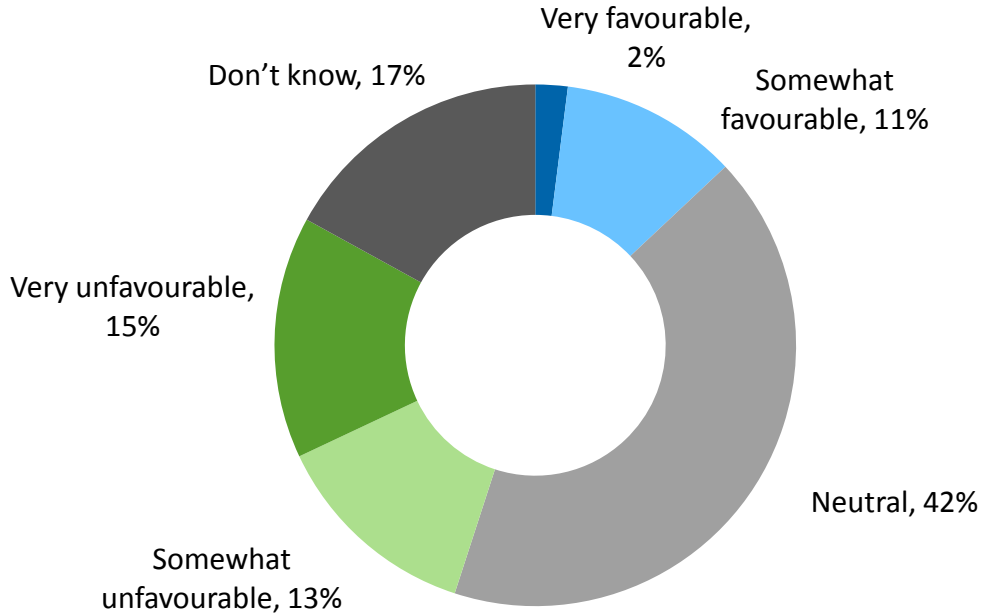
Subgroup Analysis

	Men	Women	CPC	LPC	NDP
Favourable	20	21	10	49	24
Neutral	34	43	28	36	45
Unfavourable	43	25	57	10	23
Don't know	5	11	6	4	8
Unweighted counts	468	535	340	167	289

	18-29	30-44	45-60	60+	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Favourable	11	17	25	23	28	14	26	15	10	20
Neutral	52	39	35	32	23	56	29	32	39	46
Unfavourable	18	33	37	42	39	20	41	35	41	25
Don't know	18	11	4	3	10	9	4	18	9	8
Unweighted	152	295	343	213	72	263	375	75	102	116

Interim NDP Leader Nycole Turmel

Q: Do you have a favourable or unfavourable impression of the following people?



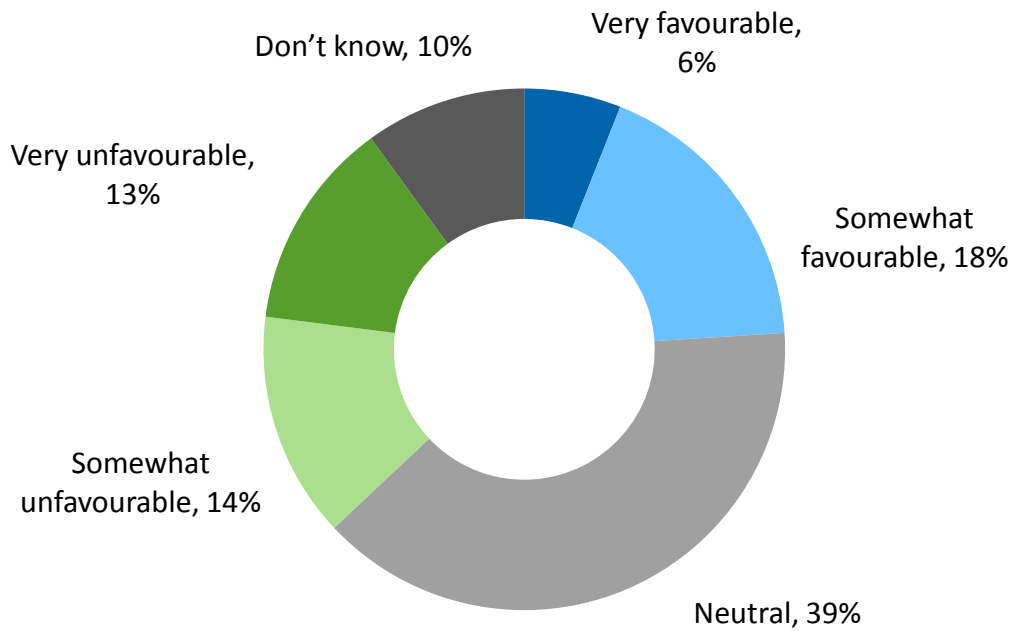
Subgroup Analysis

	Men	Women	CPC	LPC	NDP
Favourable	11	16	3	12	29
Neutral	37	46	33	44	48
Unfavourable	39	18	49	25	9
Don't know	12	21	15	19	15
Unweighted counts	468	535	340	167	289

	18-29	30-44	45-60	60+	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Favourable	19	9	13	14	18	21	9	9	14	11
Neutral	41	43	43	38	33	48	41	40	38	43
Unfavourable	16	26	31	39	29	18	31	32	38	29
Don't know	24	22	13	10	20	13	19	19	10	18
Unweighted	152	295	343	213	72	263	375	75	102	116

Green Party Leader Elizabeth May

Q: Do you have a favourable or unfavourable impression of the following people?

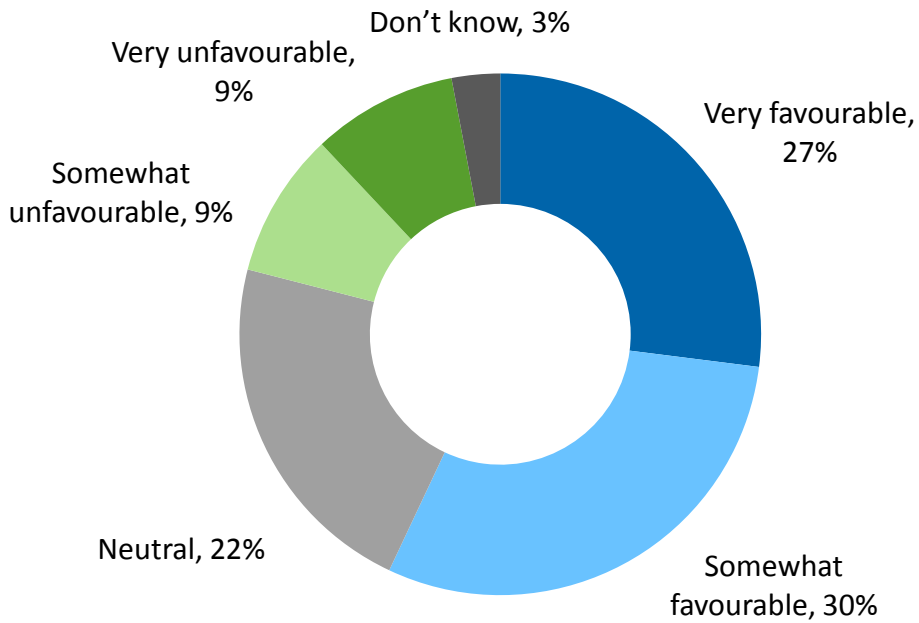


Subgroup Analysis

	Men		Women		CPC		LPC		NDP	
Favourable	21		28		11		35		34	
Neutral	38		41		36		38		41	
Unfavourable	34		20		46		18		16	
Don't know	8		11		7		9		9	
Unweighted counts	468		535		340		167		289	
	18-29	30-44	45-60	60+	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Favourable	34	24	21	22	29	17	25	20	33	31
Neutral	31	39	42	41	29	46	39	33	41	35
Unfavourable	22	26	26	31	29	24	27	40	22	26
Don't know	13	10	10	6	12	13	10	7	4	8
Unweighted	152	295	343	213	72	263	375	75	102	116

Jack Layton

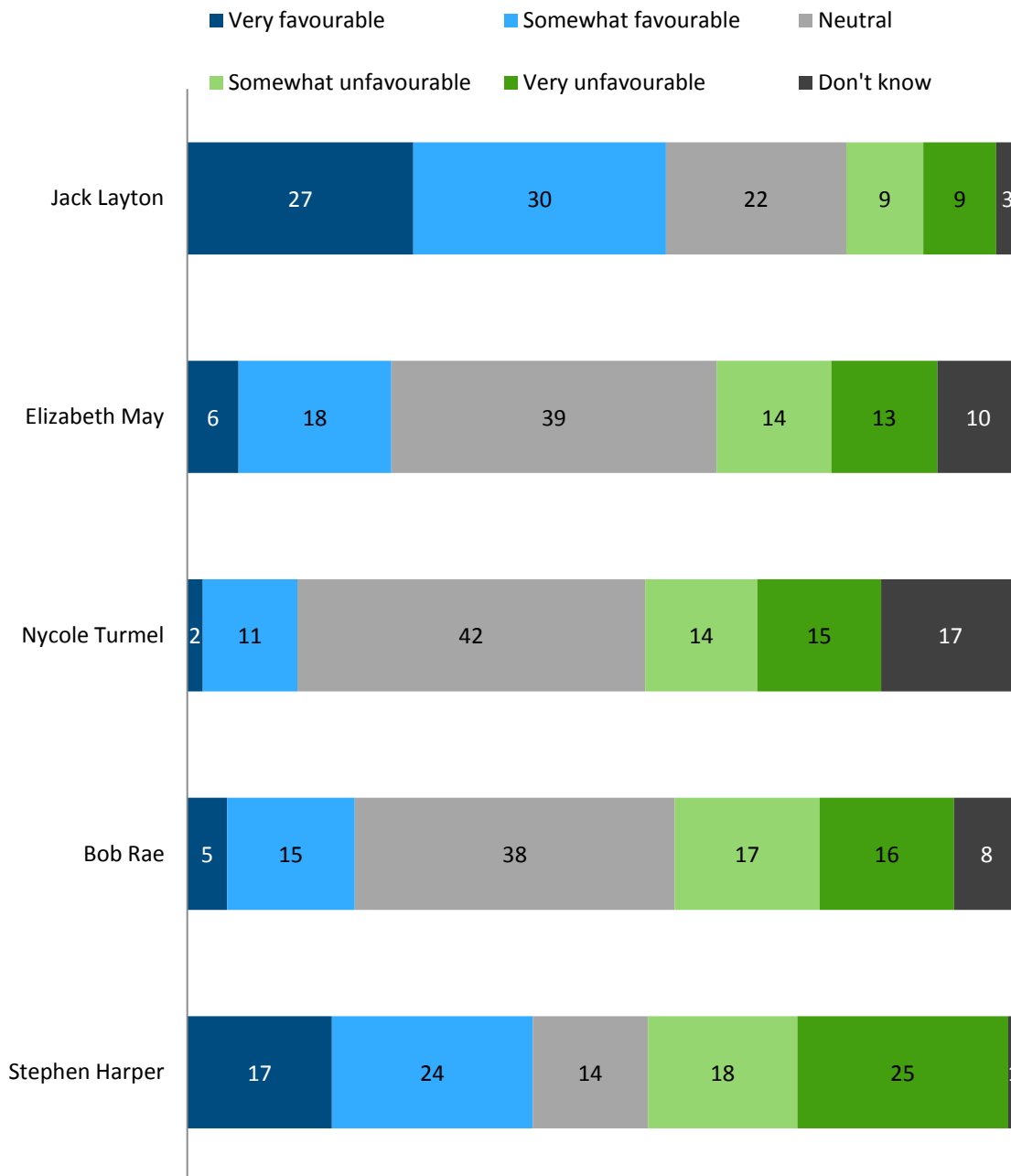
Q: Do you have a favourable or unfavourable impression of the following people?



Subgroup Analysis

	Men		Women		CPC		LPC		NDP	
Favourable	52		62		39		58		88	
Neutral	22		21		25		24		9	
Unfavourable	24		13		36		13		2	
Don't know	1		4		1		3		2	
Unweighted counts	468		535		340		167		289	
	18-29	30-44	45-60	60+	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Favourable	54	56	59	61	65	73	52	46	47	58
Neutral	24	23	22	18	17	19	23	29	24	19
Unfavourable	14	20	19	21	12	6	23	22	26	19
Don't know	8	2	2	1	7	2	3	3	3	3
Unweighted	152	295	343	213	72	263	375	75	102	116

Q: Do you have a favourable or unfavourable impression of the following people?



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