



## Conservatives lead by 8; Race in Ontario tightens

A survey of 1,105 Canadians  
Conducted from January 21 to 24, 2011  
Released: January 28, 2011

[www.abacusdata.ca](http://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](http://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

From January 21<sup>st</sup> to 24<sup>th</sup>, 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.

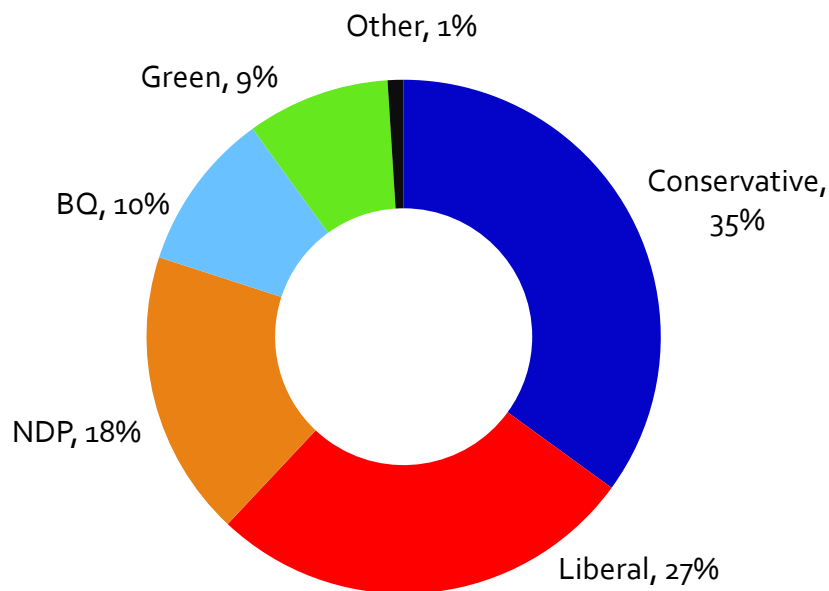
More interviews were completed in Quebec, so the weighted total of interviews does not add up to 1,105.

For more information about the poll's methodology, visit the Abacus website at [www.abacusdata.ca](http://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

If a federal election were held today, which party would you vote for in your constituency?  
(Decided Voters, n=960, includes leaners, weighted)



**Undecided = 13%**

The Conservative Party has an eight-point lead over the Liberals heading into the new session of Parliament.

The Conservatives have the support of 35% of decided voters followed by the Liberals at 27% and the NDP at 18%. The BQ is at 10% while the Green Party has 8% support among decided voters.

Thirteen percent of respondents said they were not leaning towards any party and were truly undecided.

Since early December 2010, the Liberals are up slightly (+3) while the Conservative vote has held steady.

Intense discussion about the possibility of a spring election has not fundamentally changed the political landscape as Canadian voting preferences resemble the results of the 2008 election.

Regionally (see next page), most of the significant change occurred in Ontario. The Liberals are up six points, largely at the expense of the NDP who are down five in Canada's largest province. With the Conservative vote holding steady at 38% and the Liberals at 36%, the race in Ontario is a statistical tie. The trend in Ontario, if it continues, is encouraging news for the Liberals as they try to coalesce opposition to the Conservative Party under one "tent".

In Quebec, the landscape is almost completely unchanged from early December. The BQ dominates with 41% of the decided vote and all other major federalist parties tied around 18% of the vote.

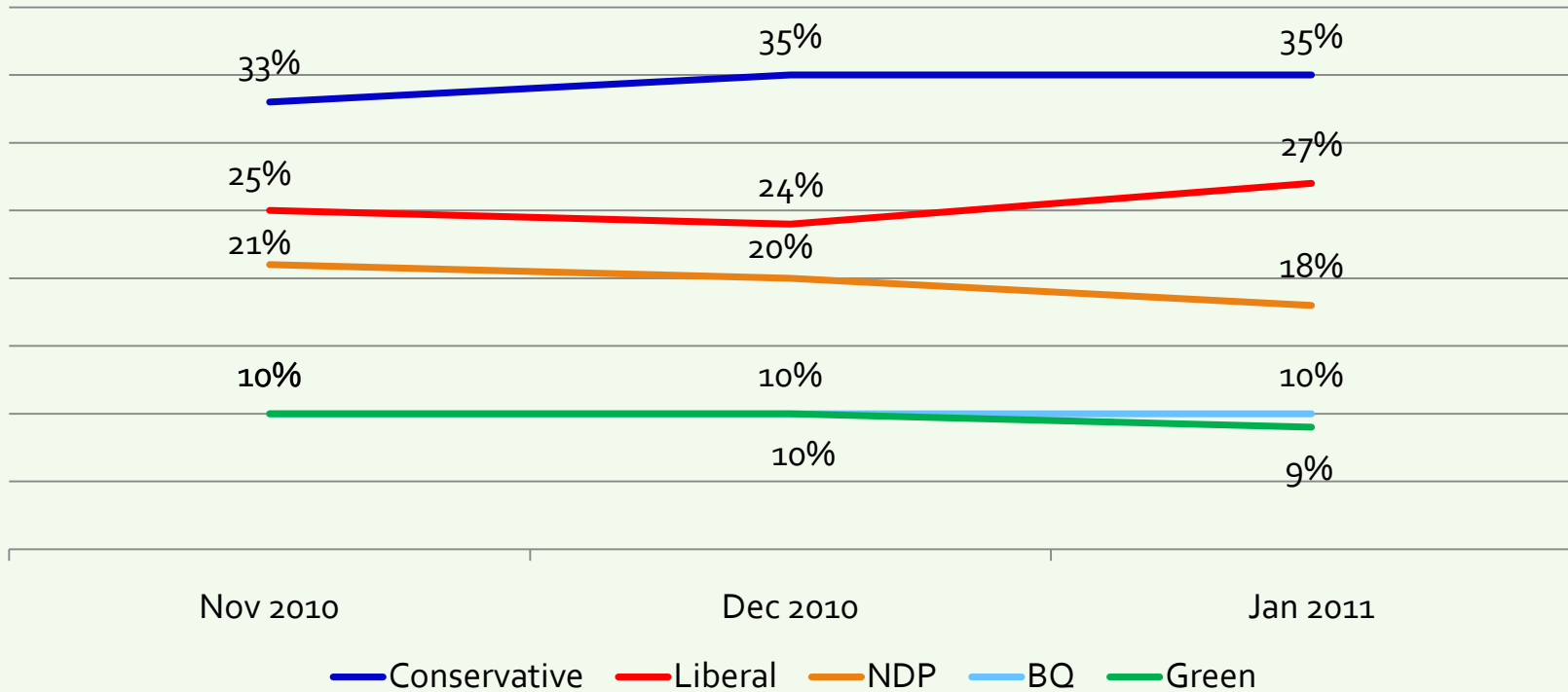
Outside of central Canada, the Conservatives continue to lead in British Columbia, Alberta and in the Prairies, while the Liberals may have gained some support in Atlantic Canada (small sample sizes makes it difficult to be certain).

	Male	Female	18-29	30-44	45-59	60 +
Conservative	41% (+3)	29% (-3)	29% (+5)	30% (-3)	35% (-4)	45% (+3)
Liberal	26% (+1)	29% (+5)	27% (+4)	27% (+2)	27% (+5)	29% (+3)
NDP	15% (-3)	21% (-2)	17% (-9)	20% (+1)	19% (-2)	15% (-1)
BQ	9% (-1)	11% (+1)	10% (+1)	11% (+1)	11% (NC)	8% (-2)
Green	8% (NC)	9% (-2)	14% (-2)	12% (NC)	7% (NC)	3% (-1)
Other	1% (NC)	1% (NC)	2% (NC)	1% (NC)	2% (+1)	-
<i>Unweighted count</i>	525	438	138	283	327	214
<i>Weighted count</i>	494	467	179	267	268	247

	Atlantic	Quebec	Ontario	Prairies	Alberta	BC
Conservative	30% (-5)	18% (NC)	38% (NC)	44% (-4)	55% (-1)	41% (+6)
Liberal	44% (+11)	18% (NC)	36% (+6)	15% (-8)	24% (+6)	18% (-3)
NDP	23% (-3)	16% (-1)	16% (-5)	27% (+4)	9% (-4)	29% (+3)
BQ	-	41% (+1)	-	-	-	-
Green	3% (-3)	6% (-1)	9% (-2)	11% (+7)	9% (+2)	13% (-1)
Other	- (-1)	1% (+1)	1% (+1)	3% (+2)	3% (+1)	1% (-4)
<i>Unweighted count</i>	67	306	329	57	90	112
<i>Weighted count</i>	66	234	373	62	98	126



## Change in Voting Preference



### Analysis

Since early December 2010, the Liberals have gained three points while the NDP is down by two. Based on the data and the margins of error, the political landscape in Canada remains largely unchanged from early November.

## Analysis

We asked decided voters how likely their vote preferences would be to change between now and the next federal election.

- Conservative supporters were most likely to say they would be *unlikely* to change their vote with 67% saying they were *very unlikely* to switch their support to another party. Only 10% of Conservative supporters said they would be *likely* to switch.
- Supporters of the opposition parties were more fluid.
  - 18% of Liberal supporters said they would be *likely* to switch their vote.
  - 17% of NDP supporters said they would be likely to switch their vote.
  - 40% of Green supporters said they would be likely to switch their vote.
  - The BQ's support was most solid among the opposition parties with only 6% saying they would be *likely* to switch their vote.

Voting Preference (not including leaners)						
Likelihood to Switch Vote	Conservative	Liberal	NDP	BQ	Green	All decided voters
Very likely	1%	1%	1%	1%	3%	1%
Somewhat likely	9%	17%	16%	5%	37%	14%
Somewhat unlikely	23%	35%	34%	41%	31%	31%
Very unlikely	67%	47%	49%	53%	29%	54%
Weighted Count	305	213	138	68	88	812

## Analysis

Vote preference stability was somewhat related to the respondent's age. Looking at the percentage who said they were *very unlikely* to vote, we see that as age of the respondent increased, so too did the likelihood of saying *very unlikely*.

Since older Canadians are more likely to vote than younger Canadians, this suggests that the "electorate" is far less fluid than the overall national numbers suggest. It also indicates however that about 15% of the electorate is likely to shift between now and the federal election meaning, what happens in Ottawa before an election and what happens during the campaign could have a significant effects on the outcome.

Likeliness to Switch Vote	Age Group				All decided voters
	18 to 29	30 to 44	45 to 60	60 +	
Very likely	-	3%	-	1%	1%
Somewhat likely	20%	21%	11%	5%	14%
Somewhat unlikely	33%	34%	31%	26%	31%
Very unlikely	47%	41%	58%	69%	54%
Weighted Count	148	224	226	212	810



## Analysis

We asked respondents who had decided which party to vote for to tell us which party would be their second choice if a federal election were held. Overall, over one in three decided voters in Canada (37%) said they did not have a second choice while 23% selected the NDP. The Green Party was the second choice of 14% of Canadians while the Liberal Party was the second choice of 12%. Ten percent of respondents said the Conservative Party was their second choice.

- Conservative supporters were the most likely to say they did not have a second choice with the remainder splitting their second choice preferences among other parties.
- Liberal supporters were more likely to say their second choice was the NDP (41%) followed by the Conservative Party (19%). One in four Liberal supporters said they didn't have a second choice.
- NDP supporters were more likely to say their second choice was the Green Party (33%), followed by the Liberal Party (20%) and the Conservative Party (15%). One in four NDP supporters had no second choice (25%).
- BQ supporters were more likely to say their second choice was the NDP (36%), followed by the Green Party (16%). Thirty-one percent said they had no second choice.

Second Choice	First Choice					
	Conservative	Liberal	NDP	BQ	Green	Total
Conservative	-	19%	15%	7%	24%	10%
Liberal	18%	-	20%	9%	15%	12%
NDP	14%	41%	-	38%	36%	23%
BQ	2%	3%	7%	-	5%	3%
Green Party	10%	12%	33%	16%	-	14%
No second choice	56%	25%	25%	31%	21%	37%
Unweighted Count	302	213	138	88	67	808

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

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