



## ***Canadian Political Update***

### **Crosstabulations**

Field Dates: March 19 to 21, 2013

#### ***Methodology***

*The survey was conducted online with 1,014 respondents in English and French using an internet survey programmed and collected by Abacus Data. A random sample of panelists was invited to participate in the survey from a panel of over 150,000 Canadians. The survey was completed from March 19 to 21, 2013.*

*Since the online survey was not a random, probability based sample, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.*

*The margin of error for a probability-based random sample of 1,014 respondents using a probability sample is +/- 3.1%, 19 times out of 20.*

*The data was weighted according to census data to ensure that the sample matched Ontario's population according to age, gender, education level, and region.*

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

*For more information about the poll's methodology or the results, please contact David Coletto, CEO at [david@abacusdata.ca](mailto:david@abacusdata.ca) or at 613-232-2806.*

## **Canadian Politics: Conservatives 32%, NDP 31%, Liberals 24% Federal government disapproval hits 50%**

*Please refer to the survey as: Abacus Data Poll  
1,014 Canadians, March 19 to 21, 2013*

Ottawa, ON – According to a new national survey by public opinion firm Abacus Data, support for the federal Conservative Party has declined by three points in the past month. The Conservatives are now tied with the federal NDP while Liberal Party support is up three points since February. Note, this survey was conducted before the release of the 2013 Federal Budget.

Nationally, the Conservative Party has the support of 32% of decided voters followed by the NDP at 31%, the Liberals at 24%, and the Green Party at 8%.

"This is the lowest level of support we have ever recorded for the federal Conservatives," said Abacus Data CEO David Coletto. "Not since our first poll November 2010 have we had the Conservatives below 34% in the polls."

"Liberal support is up noticeably since last month, and up seven percentage points since September 2012," said Coletto. "In our tracking, you have to go all the way back to the middle of the last federal election to find the Liberals at or above 24% among decided voters. Their numbers are slowly but steadily improving."

### **Regional Vote Intentions**

Regionally, the Conservative Party continues to dominate in Alberta (59%) and in Manitoba and Saskatchewan (45%) while holding a seven-point lead in Ontario (36%). The Tories continue to struggle in Quebec earning the support of only 15% of decided voters in Canada's second largest province. The NDP and the Conservative Party are statistically tied in British Columbia with the NDP at 33% and the Conservatives at 32%.

In Quebec, the NDP continues to lead with 40% support among decided voters followed by the Liberals at 21%, the BQ at 19%, and the Conservatives at 15%.

The Liberals lead in Atlantic Canada (42%) while the Greens are strongest in British Columbia (13%).

"We haven't seen any significant regional swings in vote intention except in Atlantic Canada where it looks like Liberal support is up at the expense of the Conservatives," added Coletto.

### **Other Findings - Government Approval and Direction of the Country**

As usual, the survey also asked Canadians about their views on the general direction of the country and the job performance of the Harper government.

- **Direction of the Country:** Forty-six percent of Canadians believed that things in the country are generally off on the wrong track (up three points since February) while 38% believed they things were headed in the right direction.

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- **Approval of Federal Government:** Evaluations of the federal government's job performance have weakened slightly this month with 50% saying they either strongly or somewhat disapprove of the job the federal government led by Stephen Harper is doing. This is a five-point increase from last month. The net negative approval of -13 is the highest for the Harper government since we started tracking this measure in August 2011.

### Bottom Line

The results of our latest poll represent a tough mid-term report card for the Harper Government. Ballot numbers are down, disapproval is up, and more Canadians think the country is headed in the wrong direction. But since the survey was conducted before the Federal Budget, we cannot say whether it has had an impact on the Government's approval rating.

The Conservatives are polling at the lowest level since Abacus Data started tracking federal vote intentions in November 2010, the Liberal Party is at its highest point since the middle of the last federal election, while the NDP is holding steady at around 30% of the vote.

The Conservatives are in a mid-term slump. Not only is the party down in ballot support but the Harper Government's job performance numbers are the worst since we started tracking the measures in August 2011. On the bright side for the Tories, they are holding onto 85% of their 2011 supporters, more than any other party. Furthermore, the centre-left parties continue to split their votes giving the Conservatives a good chance of holding on to many seats due to large leads in Western Canada and in Ontario.

As the Liberal Party enters the homestretch of their leadership selection process, the winner will take over a party in significantly better shape today than it was only seven months ago. Back in September, our tracking had the Liberals at 17% with dismal numbers in Western Canada and in Quebec. Today, the Liberals are statistically tied with the BQ in Quebec, have increased support in British Columbia, remain competitive in urban Ontario, and lead in Atlantic Canada.

Finally, one year after Tom Mulcair won the leadership of the federal NDP, the party is holding onto most of its supporters from 2011 and is running neck and neck with the Conservatives. Like the Conservatives, NDP support is down compared to last autumn when its support peaked at 35% and we know that much of its support is soft and could bolt to the Liberals under Justin Trudeau's leadership. Mulcair seems to have a three-part strategy: (1) maintain support in Quebec by uniting soft nationalists and progressives, (2) demonstrate steady and focused opposition to the Conservatives, (3) position himself as the only real and credible alternative Prime Minister. On all three strategic objectives, Justin Trudeau is a threat.

Whereas Trudeau is charismatic, youthful and energetic, Mulcair presents himself as stoic, serious, and thoughtful. The contrast between both men could not be more stark. After April 14, the NDP and Liberals will be fighting on two fronts: (1) Opposing the Harper Government and (2) jostling for position as the true alternative to Harper and the Conservatives.

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		Federal Vote Preference (All Respondents)							
		Conservative Party	Liberal Party	New Democratic Party	Green Party	Bloc Quebecois	Undecided	Count	Unweighted Count
		%	%	%	%	%	%	Count	Unweighted Count
<b>Region/Province</b>	<b>Canada</b>	<b>29</b>	<b>22</b>	<b>28</b>	<b>7</b>	<b>4</b>	<b>11</b>	<b>1013</b>	<b>1007</b>
	Atlantic	14	34	23	10	0	20	74	105
	Quebec	14	19	36	4	18	10	237	201
	Ontario	33	25	27	7	0	9	398	250
	Central	41	18	26	6	0	10	69	200
	Alberta	52	14	16	6	0	12	102	101
	British Columbia	28	18	29	12	0	13	133	150
<b>Gender</b>	Male	33	20	25	8	5	9	486	540
	Female	25	23	30	6	3	12	527	467
<b>Age Group</b>	18 to 29	19	21	30	15	2	12	197	154
	30 to 44	32	19	28	6	4	11	252	240
	45 to 59	29	22	27	6	5	11	297	354
	60 and over	33	24	26	3	4	9	267	259
<b>Community Type</b>	Urban	23	25	31	8	3	9	444	429
	Suburban	33	20	26	6	5	10	369	343
	Rural	33	16	23	8	5	16	200	235
<b>2011 Vote</b>	Conservative Party	82	7	6	2	0	4	328	358
	Liberal Party	3	77	12	4	0	4	157	131
	New Democratic Party	2	12	78	3	1	4	253	248
	Green Party	0	10	6	79	0	5	32	39
	Bloc Quebecois	0	3	15	6	69	7	50	48
	Another Party	12	17	14	0	0	57	5	8
	Can't Remember or did not vote	7	21	18	12	3	39	188	175

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		Federal Vote Preference (Decided voters only, includes those leaning towards a party)						
		Conservative Party	Liberal Party	New Democratic Party	Green Party	Bloc Quebecois	Count	
		%	%	%	%	%	Count	Unweighted Count
	<b>Canada</b>	<b>32</b>	<b>24</b>	<b>31</b>	<b>8</b>	<b>5</b>	<b>904</b>	<b>892</b>
<b>Region/Province</b>	Atlantic	17	42	28	12	0	59	83
	Quebec	15	21	40	4	19	214	185
	Ontario	36	27	29	8	0	364	225
	Central	45	19	28	7	0	62	179
	Alberta	59	16	18	7	0	90	89
	British Columbia	32	21	33	13	0	115	131
<b>Gender</b>	Male	36	22	28	9	5	441	489
	Female	28	26	34	7	4	463	403
<b>Age Group</b>	18 to 29	22	24	34	17	2	172	131
	30 to 44	35	21	32	7	5	224	212
	45 to 59	32	25	31	6	6	264	310
	60 and over	37	27	28	4	5	244	239
<b>Community Type</b>	Urban	26	28	35	9	4	402	385
	Suburban	37	23	29	6	5	334	309
	Rural	39	19	27	9	6	168	198
<b>2011 Vote</b>	Conservative Party	85	7	6	2	0	316	343
	Liberal Party	3	80	13	4	0	151	126
	New Democratic Party	2	13	81	3	1	243	236
	Green Party	0	10	7	83	0	31	36
	Bloc Quebecois	0	3	17	6	74	46	46
	Another Party	28	40	32	0	0	2	4
	Can't Remember or did not vote	12	34	30	19	4	115	101

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		Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?				
		Right direction	Wrong track	Don't know	Count	
		%	%	%	Count	Unweighted Count
	<b>Canada</b>	<b>38</b>	<b>46</b>	<b>16</b>	<b>1013</b>	<b>1007</b>
<b>Region/Province</b>	Atlantic	30	55	15	74	105
	Quebec	32	52	16	237	201
	Ontario	39	44	17	398	250
	Central	48	38	14	69	200
	Alberta	46	43	11	102	101
	British Columbia	39	44	18	133	150
<b>Gender</b>	Male	44	45	11	486	540
	Female	32	48	20	527	467
<b>Age Group</b>	18 to 29	31	50	19	197	154
	30 to 44	36	49	15	252	240
	45 to 59	40	45	15	297	354
	60 and over	43	42	16	267	259
<b>Community Type</b>	Urban	37	49	13	444	429
	Suburban	38	44	18	369	343
	Rural	39	43	18	200	235
<b>2011 Vote</b>	Conservative Party	71	18	11	328	358
	Liberal Party	34	53	13	157	131
	New Democratic Party	13	74	13	253	248
	Green Party	16	74	10	32	39
	Bloc Quebecois	28	60	12	50	48
	Another Party	0	69	31	5	8
	Can't Remember or did not vote	25	43	33	188	175

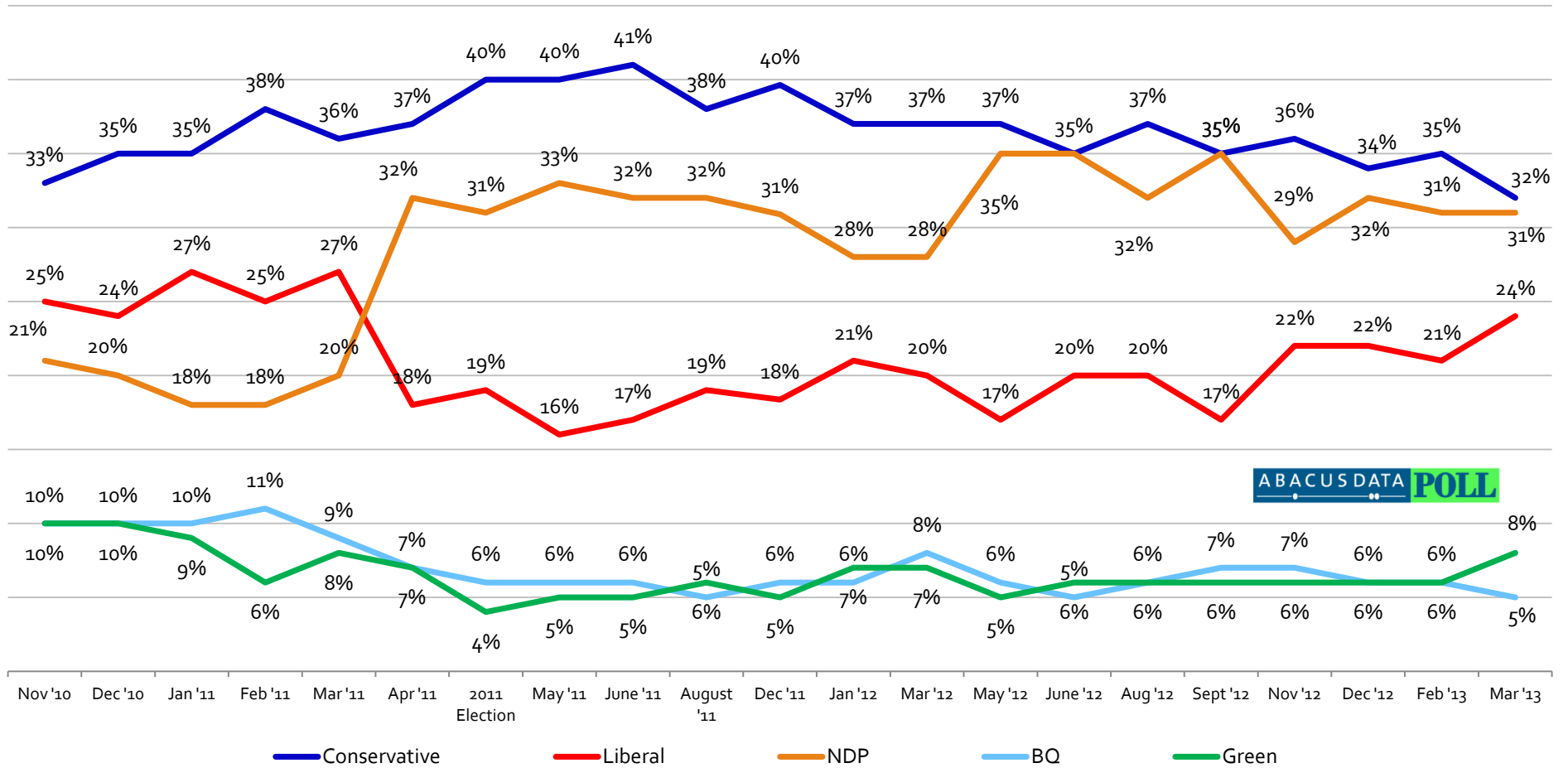
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Overall, do you approve or disapprove of the job the federal government led by Stephen Harper is doing?

		Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Count	
		%	%	%	%	%	Count	Unweighted Count
Region/Province	<b>Canada</b>	<b>11</b>	<b>25</b>	<b>14</b>	<b>22</b>	<b>27</b>	<b>1013</b>	<b>1007</b>
	Atlantic	4	16	12	25	43	74	105
	Quebec	6	17	15	28	34	237	201
	Ontario	12	27	15	22	23	398	250
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	British Columbia	11	27	15	14	33	133	150
Gender	Male	14	27	12	23	25	486	540
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Age Group	18 to 29	8	21	15	28	28	197	154
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	60 and over	13	26	10	25	25	267	259
Community Type	Urban	11	22	15	22	30	444	429
	Suburban	12	28	11	24	24	369	343
	Rural	11	26	16	18	29	200	235
2011 Vote	Conservative Party	30	50	9	7	3	328	358
	Liberal Party	4	17	17	28	35	157	131
	New Democratic Party	1	12	8	30	49	253	248
	Green Party	3	21	7	38	31	32	39
	Bloc Quebecois	3	4	15	26	52	50	48
	Another Party	0	12	4	47	37	5	8
	Can't Remember or did not vote	3	14	29	29	26	188	175

# Vote Intention

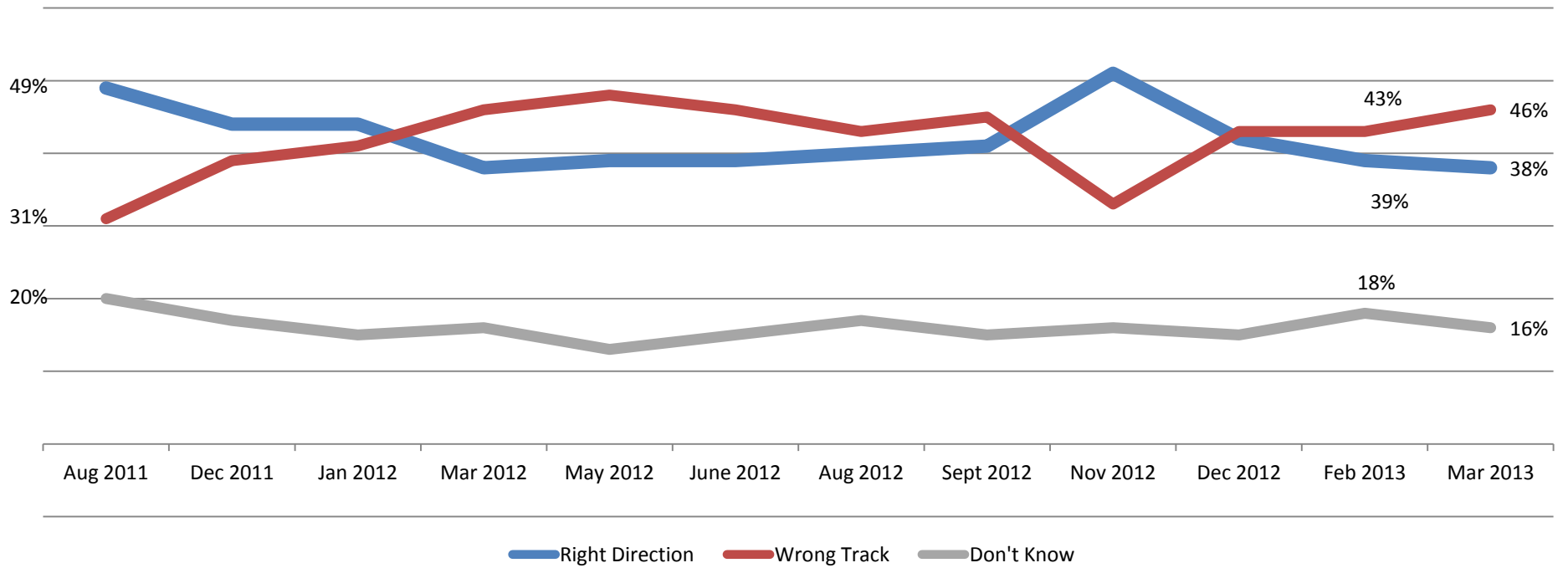
## (Decided Voters)





### Right Direction / Wrong Track

*Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?*



## Harper Government Approval Rating

*Overall, do you approve or disapprove of the job the federal government led by Stephen Harper is doing?*

