

# Election 2011

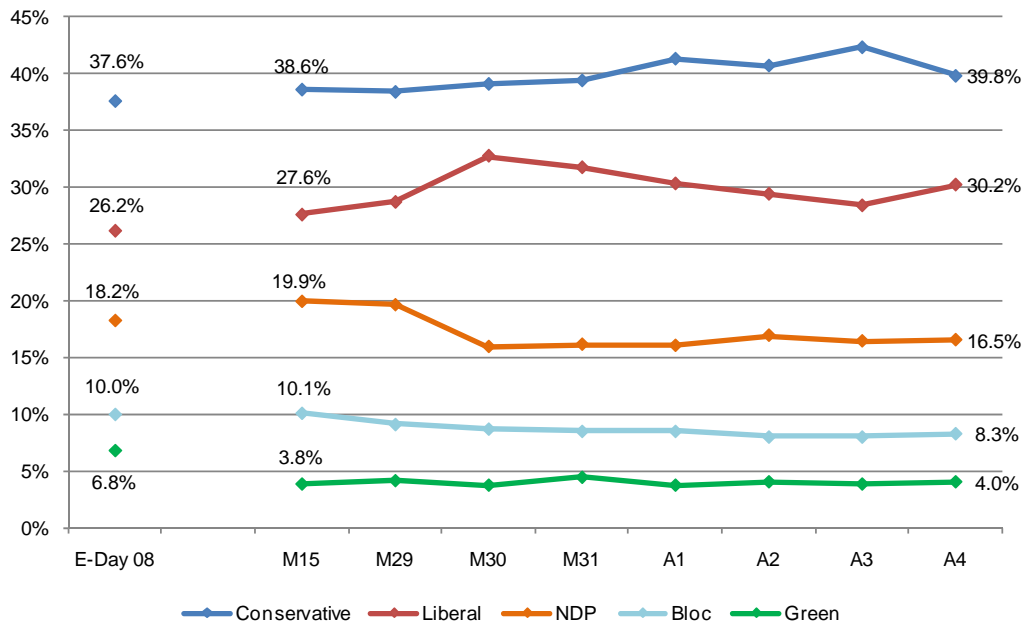
## Nightly Tracking



April 5, 2011

## Tories lead by 10

**QUESTION:** For those parties you would consider voting for federally, could you please rank your top two current local preferences?  
(Committed voters only - First Preference) – Three Day Rolling Average



## REGIONAL BALLOT

Committed Voters (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	April 3	April 4	April 3	April 4	April 3	April 4	April 3	April 4	April 3	April 4	April 3	April 4
	(n=986)	(n=990)	(n=99)	(n=100)	(n=228)	(n=229)	(n=308)	(n=308)	(n=203)	(n=200)	(n=149)	(n=153)
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	42.3	39.8	41.1	39.3	25.1	22.0	43.0	39.6	55.7	54.1	49.7	48.4
Liberal	28.4	30.2	33.4	35.8	17.7	18.6	37.5	41.1	27.8	28.9	23.4	23.9
NDP	16.4	16.5	18.5	17.5	16.9	17.9	16.2	14.7	12.1	12.6	20.6	22.5
BQ	8.0	8.3	-	-	34.6	35.8	-	-	-	-	-	-
Green	3.8	4.0	6.2	6.5	3.8	3.2	2.5	3.6	3.8	3.3	5.0	5.3
Margin of error	±3.1	±3.1	±10.0	±10.0	±6.6	±6.6	±5.6	±5.6	±7.0	±7.0	±8.1	±8.0
Undecided	17.8	17.8	17.4	16.4	24.3	24.1	14.6	15.3	15.6	16.8	17.4	14.4

\* Note: Small sample size

\*\*Note: Percentages may not add up to 100 due to rounding or support for OTHER parties

\*\*\* Note: M# denotes the day the poll was completed – for example M29 is the 3-day rolling average for the poll completed on March 27, 28 and 29

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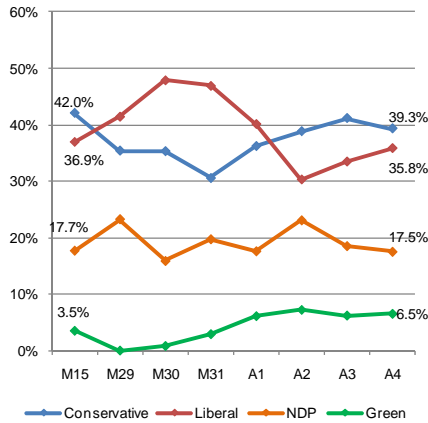
## Nightly Tracking



April 5, 2011

### Tories lead in West, Tied with Grits in other regions

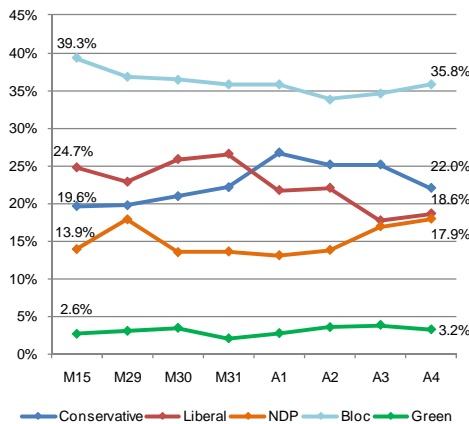
ATLANTIC



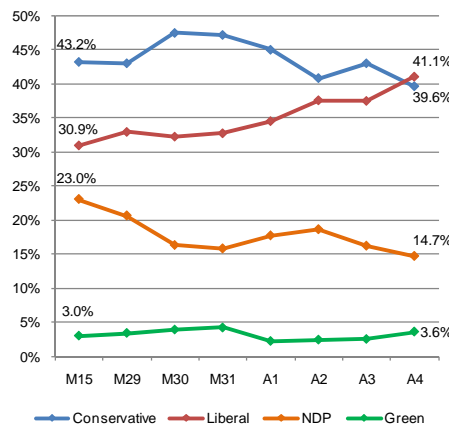
BALLOT BY REGION  
THREE DAY ROLLING AVERAGE

Region	Margin of Error (19 times out of 20)
Atlantic	±10.0
Quebec	±6.6
Ontario	±5.6
Prairies	±7.0
British Columbia	±8.0

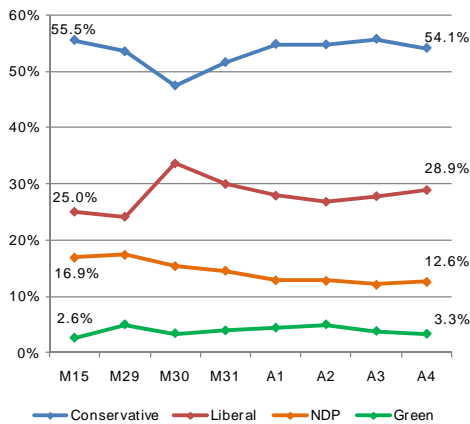
QUEBEC



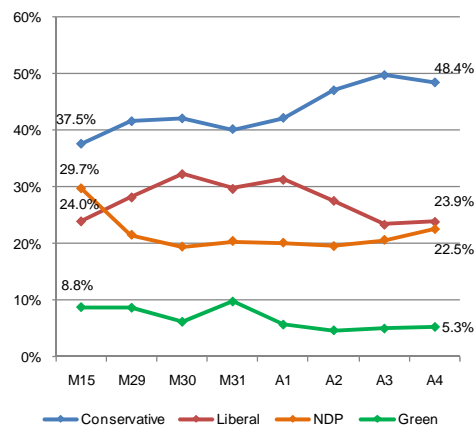
ONTARIO



PRAIRIES



BRITISH COLUMBIA





NANOS

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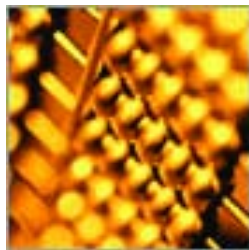
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# The Nanos Approach

At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



## Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with a national omnibus surveys. We’ll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

## The Right Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



# A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.



## The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.



Contact us today for your next research or strategy project.

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