

# Election 2011

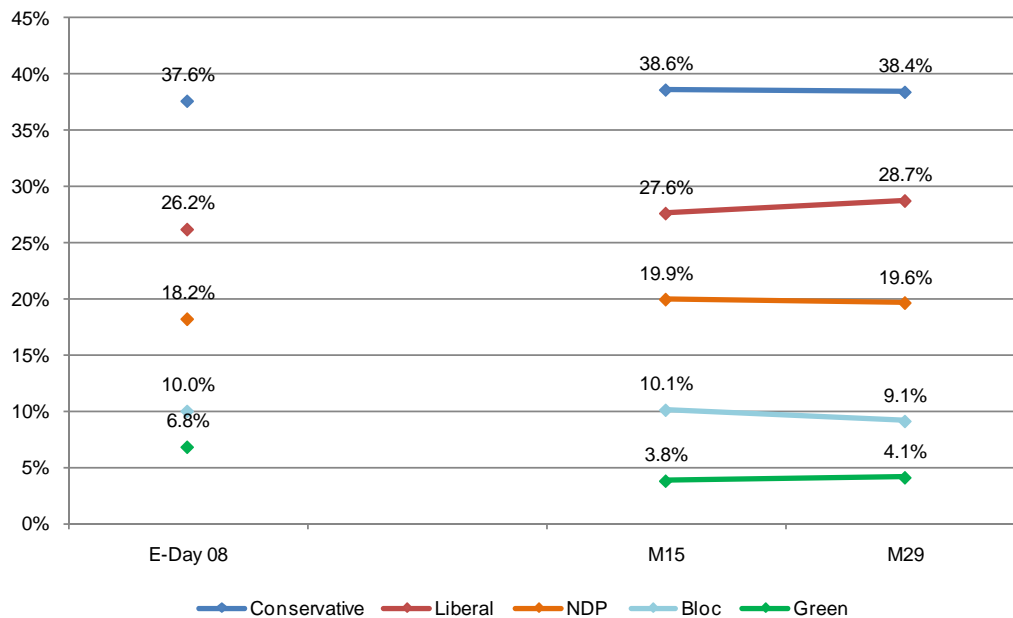
## Nightly Tracking



March 30, 2011

## Tories ahead by ten points

**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)



### REGIONAL BALLOT

Committed Voters (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	M29	M15	M29	M15	M29	M15	M29	M15	M29	M15	M29	M15
	(n=939)	(n=949)	(n=94)	(n=92)	(n=233)	(n=244)	(n=279)	(n=275)	(n=197)	(n=192)	(n=136)	(n=146)
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	38.4	38.6	35.4	42.0	19.7	19.6	43.0	43.2	53.5	55.5	41.5	37.5
Liberal	28.7	27.6	41.4	36.9	22.8	24.7	32.9	30.9	24.1	25.0	28.2	24.0
NDP	19.6	19.9	23.2	17.7	17.8	13.9	20.6	23.0	17.4	16.9	21.5	29.7
BQ	9.1	10.1	-	-	36.8	39.3	-	-	-	-	-	-
Green	4.1	3.8	-	3.5	3.0	2.6	3.4	3.0	5.0	2.6	8.7	8.8
Margin of error	±3.2	±3.2	±10.3	±10.4	±6.5	±6.4	±5.9	±6.0	±7.1	±7.2	±8.5	±8.2
Undecided	21.7	22.0	21.5	24.1	22.4	18.9	22.3	25.5	18.1	21.0	24.5	19.9

\* Note: Small sample size

\*\*Note: Percentages may not add up to 100 due to rounding

\*\*\* Note: M15 is for the poll completed March 15, 2011 and M29 is for the poll completed March 29, 2011

Media inquiries should be directed to: Nik Nanos at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates at [www.nanosresearch.com](http://www.nanosresearch.com).

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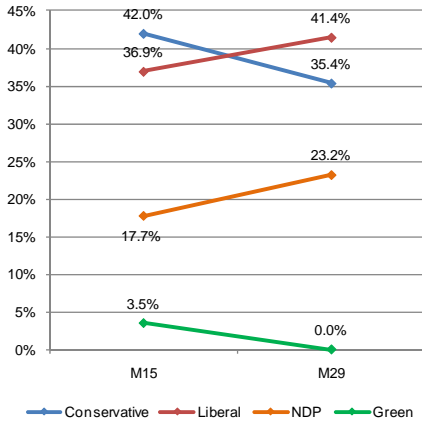
## Nightly Tracking



March 30, 2011

### Tories ahead in three of five regions

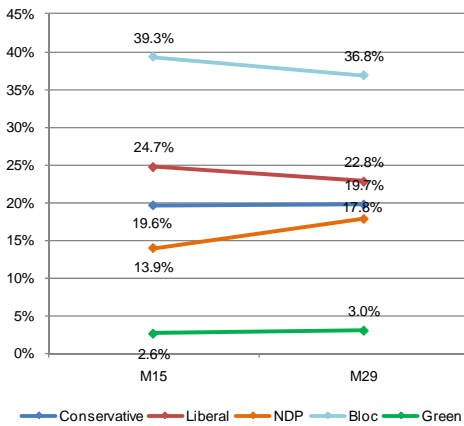
ATLANTIC



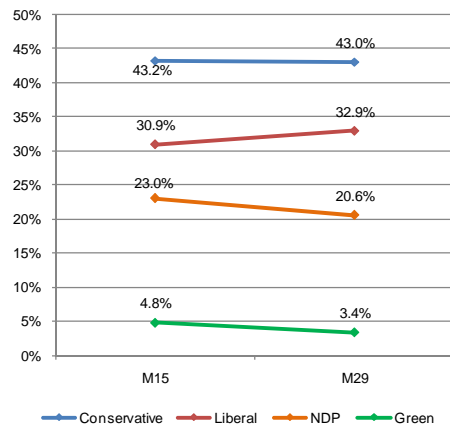
MARGIN OF ERROR

Region	MoE (19 times out of 20)
Atlantic	±10.3%
Quebec	± 6.5%
Ontario	± 5.9%
Prairies	± 7.1%
British Columbia	± 8.5%

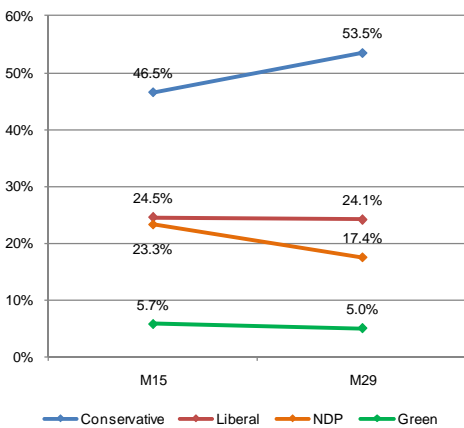
QUEBEC



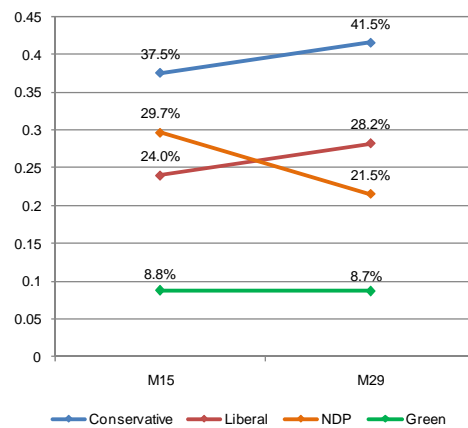
ONTARIO



PRAIRIES



BRITISH COLUMBIA



# Election 2011

## Nightly Tracking

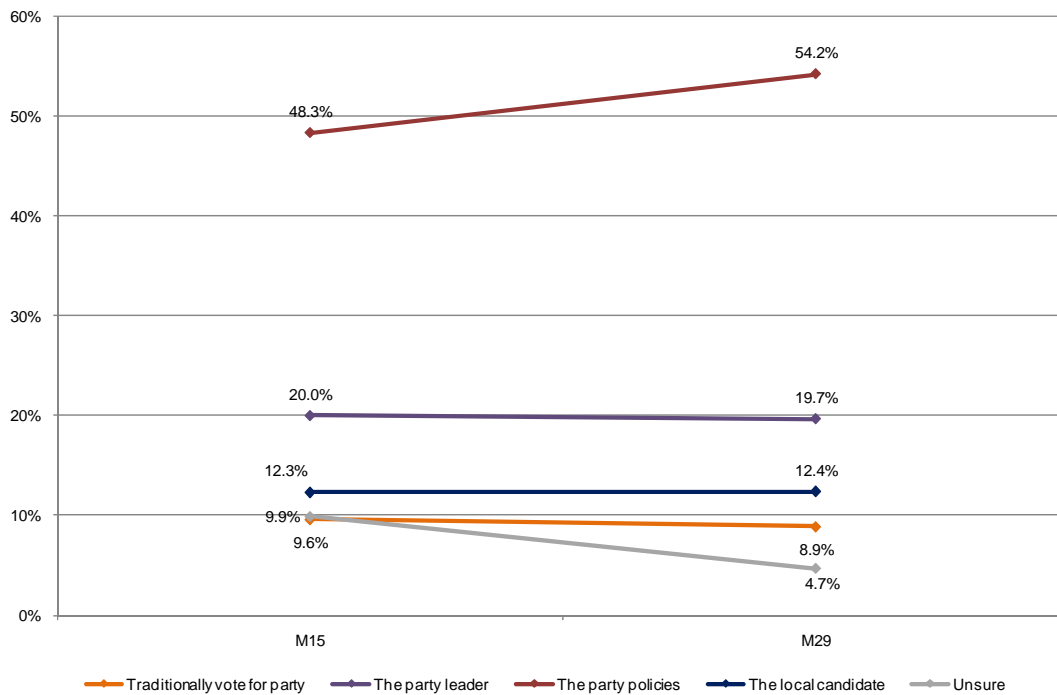


THE GLOBE AND MAIL

March 30, 2011

## Party Policies increase in importance

QUESTION: Which of the following factors are most important to you today in influencing your vote? [Rotate]



### REGIONAL DRIVERS

Drivers (%)**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	M29	M15	M29	M15	M29	M15	M29	M15	M29	M15	M29	M15
	(n=1,200)	(n=1,216)	(n=120)	(n=121)	(n=300)	(n=301)	(n=359)	(n=369)	(n=240)	(n=243)	(n=181)	(n=182)
	%	%	%	%	%	%	%	%	%	%	%	%
Traditionally vote for Party	8.9	9.6	4.0	7.1	16.9	10.7	7.0	8.9	5.3	9.0	7.6	11.4
Party leader	19.7	20.0	24.9	22.8	12.2	20.5	21.3	21.0	23.9	16.8	20.3	19.3
Party policies	54.2	48.3	56.6	41.3	44.4	44.4	56.5	45.4	55.9	55.3	62.3	56.2
Local Candidate	12.4	12.3	11.1	18.8	18.8	15.8	10.6	9.9	12.6	11.1	5.8	8.5
Unsure	4.7	9.9	3.6	10.0	7.6	8.6	4.6	14.8	2.3	7.9	4.1	4.6
Margin of error	±2.8	±2.8	±9.1	±9.0	±5.7	±5.7	±5.2	±5.2	±6.4	±6.4	±7.4	±7.4

\* Note: Small sample size

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# Election 2011

## Nightly Tracking



March 30, 2011

## Nanos Methodology

### CTV News/Globe/Nanos Poll Questions

#### AM Release – Ballot and Vote Driver

1. If a FEDERAL election were held today, could you please rank your top two current local voting preferences? (committed voters only – first preference)
2. Which of the following factors are most important to you today in influencing your vote? [ROTATE]

#### PM Release – Top Issue and Leadership Index

3. What is your most important NATIONAL issue of concern? [Unprompted]

As you may know, [ROTATE all five federal leaders with name and party]. Which of the federal leaders would you best describe as:

4. The most trustworthy
5. The most competent
6. Has the best vision for Canada's future

### Methodology

A national random telephone survey is conducted nightly by Nanos Research throughout the campaign. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of accuracy for a survey of 1,200 respondents is  $\pm 2.8\%$ , 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2006 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding. The research has been registered with the Marketing Research and Intelligence Association of which Nanos is a member.

### Leadership Index Score Methodology

Every day, Nanos will report on a daily leadership index score. The leadership index score is a summation of the three leadership indicators (trustworthy, competence, vision). For example, on March 15<sup>th</sup> (M15), Elizabeth May received a Leadership Index Score of 11.6 because 4.3% of Canadians identified Elizabeth May as the most trustworthy leader, 3.4% said she was the most competent and 3.9% said she had the best vision for Canada.

The Leadership Index Score will be tracked daily with updated results from the previous night of polling. Unlike the other measures tracked by Nanos, the leadership index score will not be based on a three-day rolling sample. It will be reported from results the evening before. This will allow Nanos to measure the performance of the federal party leaders and the key factors driving performance on a daily basis.

### About Nanos

Established in 1987, Nanos Research is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website [www.nanosresearch.com](http://www.nanosresearch.com).

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NANOS

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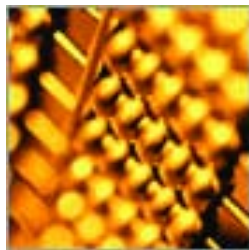
NANOS RESEARCH GROUP

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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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