

# National Ballot



October 31<sup>st</sup>, 2011

## Tories retain federal lead

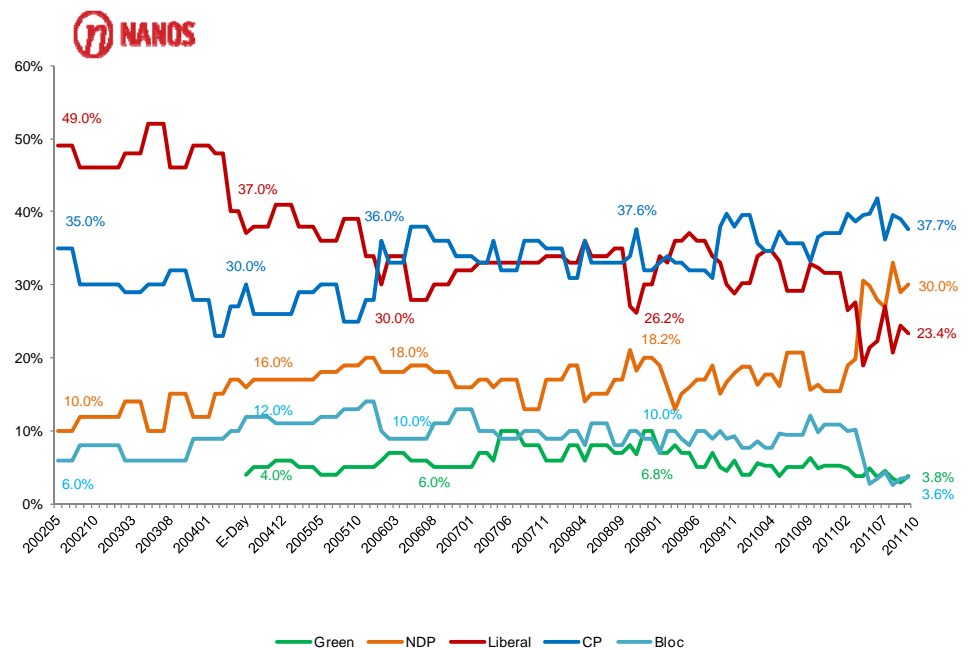
### METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,202 Canadians 18 years of age and older. It was completed between October 20<sup>th</sup> and 24<sup>th</sup>, 2011. The statistics of a random sample of 1,202 respondents are accurate to within 2.8 percentage points, plus or minus, 19 times out of 20. For 966 committed voters, it is accurate to within 3.2 percentage points, plus or minus, 19 times out of 20.

Results for 2011-09 are from a random telephone survey of 1,209 Canadians conducted between September 25<sup>th</sup> and October 2<sup>nd</sup>, 2011.

Any use of this research data should identify it as a "CTV/Globe/Nanos Poll".

**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	
	2011-09	2011-10	2011-09	2011-10	2011-09	2011-10	2011-09	2011-10	2011-09	2011-10	2011-09	2011-10
	n=968	n=966	n=94	n=99	n=234	n=231	n=282	n=295	n=203	n=194	n=153	n=147
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	39.0	37.7	31.1	39.6	20.2	15.1	40.9	42.4	56.1	55.9	46.1	38.4
NDP	29.0	30.0	32.1	29.3	43.7	45.1	23.1	22.5	23.8	26.5	22.3	26.1
Liberal	24.5	23.4	31.1	27.7	17.9	18.2	31.9	30.5	17.5	14.4	26.1	26.2
Green	2.9	3.8	2.7	2.8	1.0	2.5	3.9	4.6	1.9	1.4	5.5	8.4
BQ	3.5	3.6	-	-	14.4	15.2	-	-	-	-	-	-
Margin of error	±3.2	±2.8	±10.3	±9.1	±6.5	±6.5	±5.9	±5.8	±7.0	±7.1	±8.0	±8.2
Undecided	19.9	19.6	22.0	17.2	22.1	23.1	22.4	17.9	16.1	20.0	15.2	18.2

\*Note: Small sample size

\*\*Note: Percentages may not add up to 100 due to rounding or other party mentions

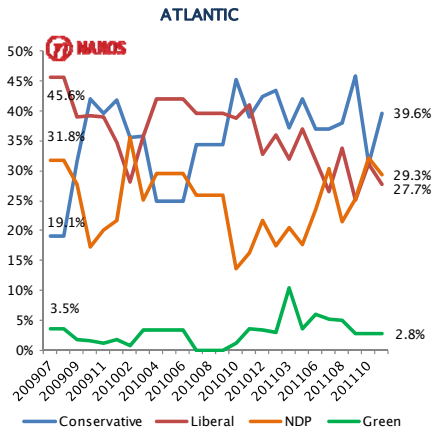
Media inquiries should be directed to: Nik Nanos at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates at [www.nanosresearch.com](http://www.nanosresearch.com).

# National Ballot



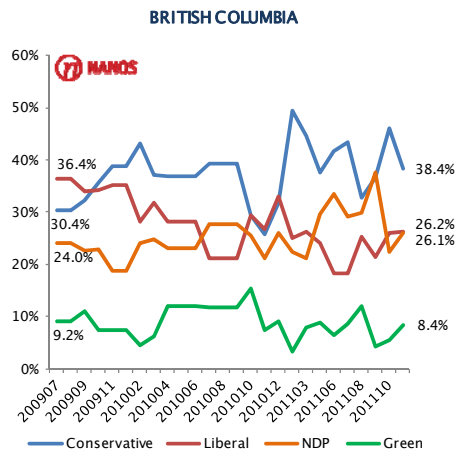
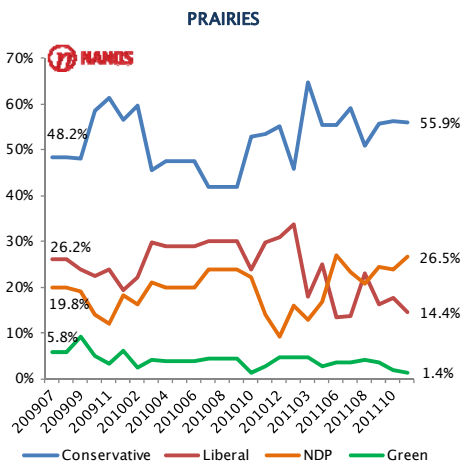
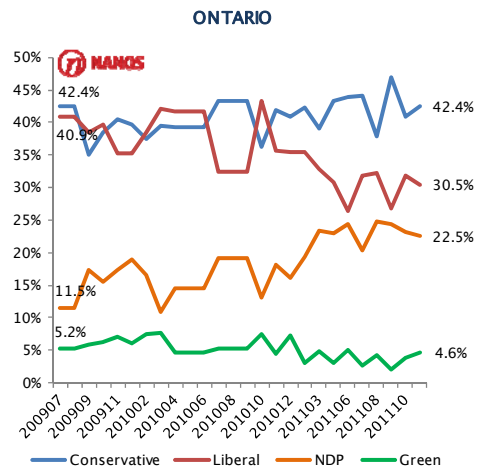
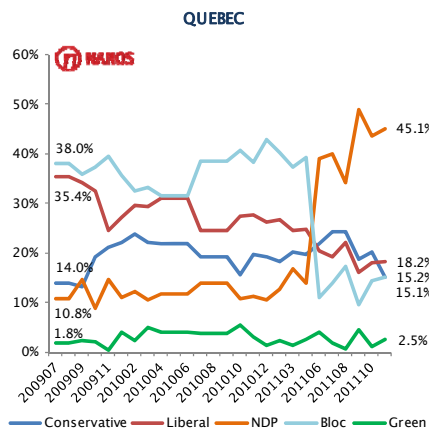
October 28th, 2011

## Tories maintain regional advantage as NDP keeps Quebec



### BALLOT BY REGION

Region	Margin of Error (19 times out of 20)
Atlantic	± 9.1
Quebec	± 6.5
Ontario	± 5.8
Prairies	± 7.1
British Columbia	± 8.2





NANOS

trusted insight and strategy

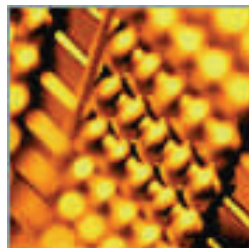
NANOS RESEARCH GROUP   Ottawa • Toronto • Montreal • Calgary • Vancouver • Halifax • Buffalo





# 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 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.

**Nanos Research is the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.**



### 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.



[www.jenkinsresearch.ca](http://www.jenkinsresearch.ca)



[www.thinkwellresearch.ca](http://www.thinkwellresearch.ca)



[www.justasonmi.com](http://www.justasonmi.com)



[www.zincresearch.com](http://www.zincresearch.com)

**Contact us today for your next research or strategy project.**

John Nanos, Senior Vice President  
North America Toll-free 1(888) 737-5505 ext.223  
(416) 493-1965 ext. 223  
[jnanos@nanosresearch.com](mailto:jnanos@nanosresearch.com)