



National Ballot and Issue Tracking Numbers

Nanos Ballot at a Glance NANOS

As you may know, Nanos tracks a series of variables on a weekly basis. In addition to the Nanos Party Power Index, which measures the brand strength of federal parties, our internal tracking also includes data related to federal vote preferences. To follow is a special report on the state of the nation which shares the internal Nanos numbers that are based on a four week rolling average of 1,000 voters conducted by means of a random telephone (land- and cell-line) survey with live agents.

Key takeaways from the research:

- The Liberals have a five point advantage among decided voters over the Conservatives (Liberals 34%, Conservatives 29%, NDP 23%, GP 5%)
- Of note, Quebec is in a tight race between the Liberals and the NDP and the BQ has been trending up over the last few weeks
- Ontario is in a race between the Conservatives and the Liberals
- The NDP do well in BC in a three way race between the NDP, the Liberals, and the Conservatives

Jobs/the economy is trending up as a top national unprompted issue of concern (currently at 26% of Canadians) with healthcare registering at 10% as a top unprompted national issue of concern.

National Ballot



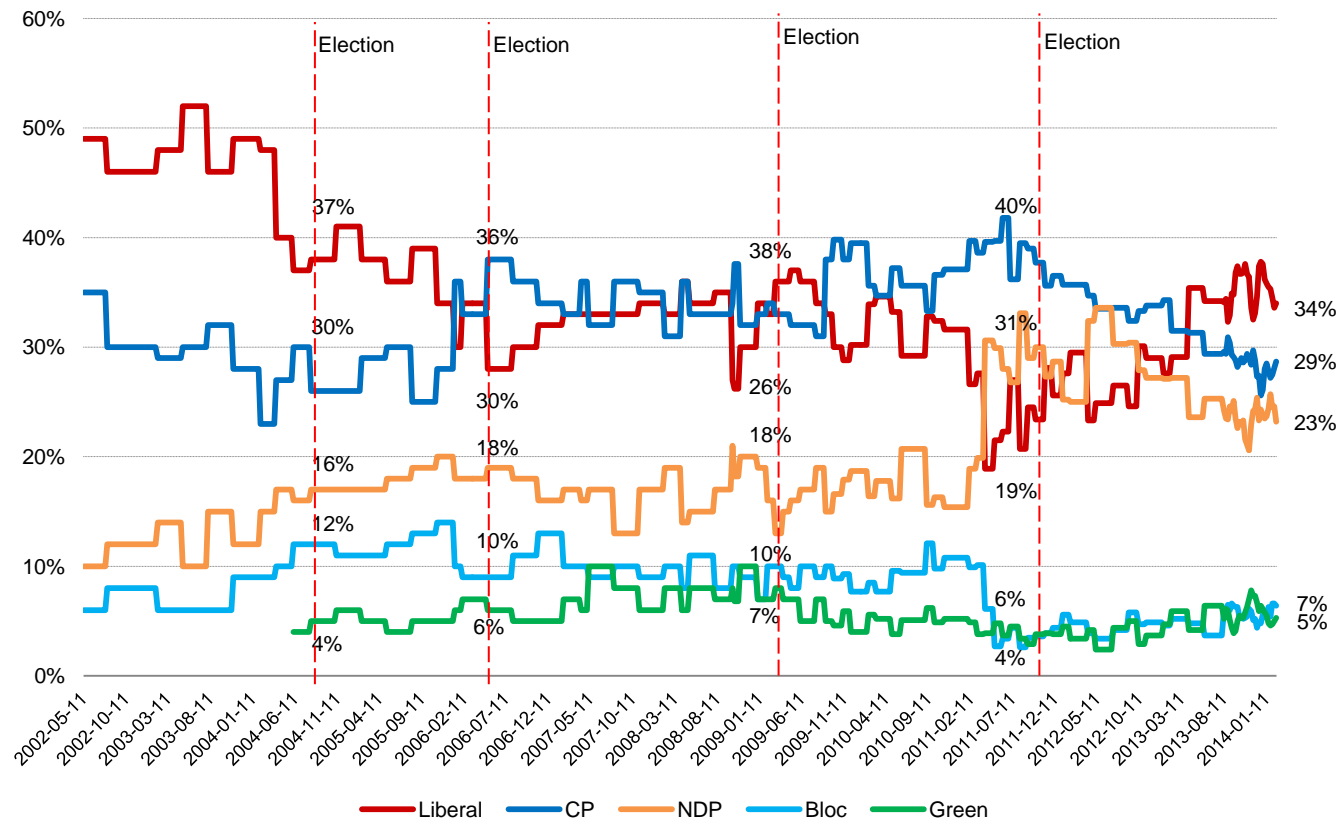
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

Contact: Nik Nanos
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Download our app to get the latest Nanos Numbers streamed to your iPhone.

Weekly Tracking – First Ranked Choice (Four week rolling average ending February 15th, 2014, n=819)



National Ballot



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Regional Weekly Tracking – First Ranked Choice

(Four week rolling average ending February 15th, 2014, n=1,000 voters accurate ± 3.1 percentage points, 19 times out of 20, n=819 decided voters accurate ± 3.4 percentage points, 19 times out of 20)

Committed Voters**	Canada	Atlantic Canada*	Quebec	Ontario	Prairies	British Columbia
	n=819	n=79	n=208	n=244	n=160	n=128
	%	%	%	%	%	%
Liberal	34.0	54.8	32.7	34.3	29.3	28.7
Conservative	28.7	24.5	9.4	39.5	41.5	26.2
NDP	23.2	17.8	29.0	20.3	15.3	32.5
BQ	6.4	-	25.1	-	-	-
Green	5.3	3.0	2.9	4.7	5.7	11.6
Other	2.3	-	0.9	1.2	8.2	1.0
Margin of error (Decided only)	± 3.4	± 11.2	± 6.9	± 6.4	± 7.9	± 8.8
Undecided	18.1	20.7	16.3	18.7	19.8	16.0

*Note: Small sample size

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

National Issue



Question: What is your most important NATIONAL issue of concern?

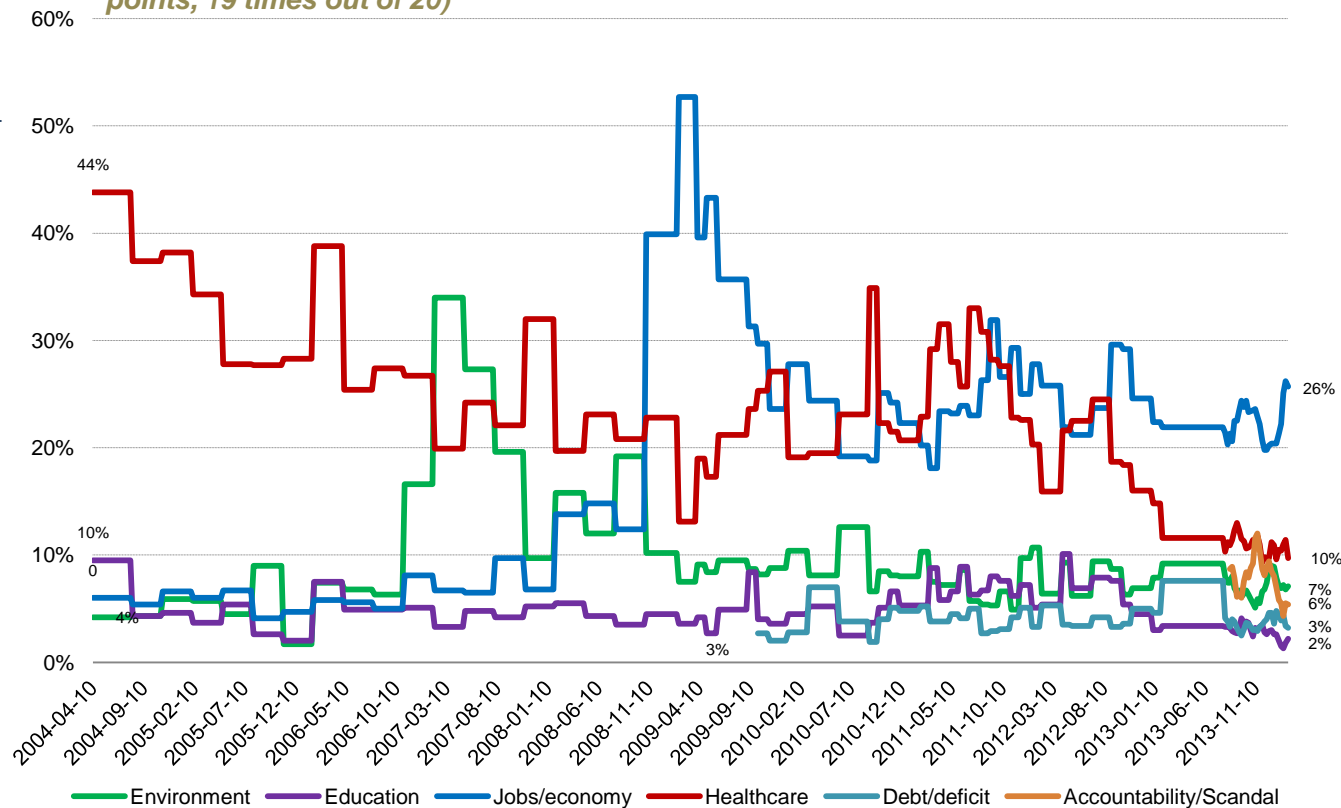
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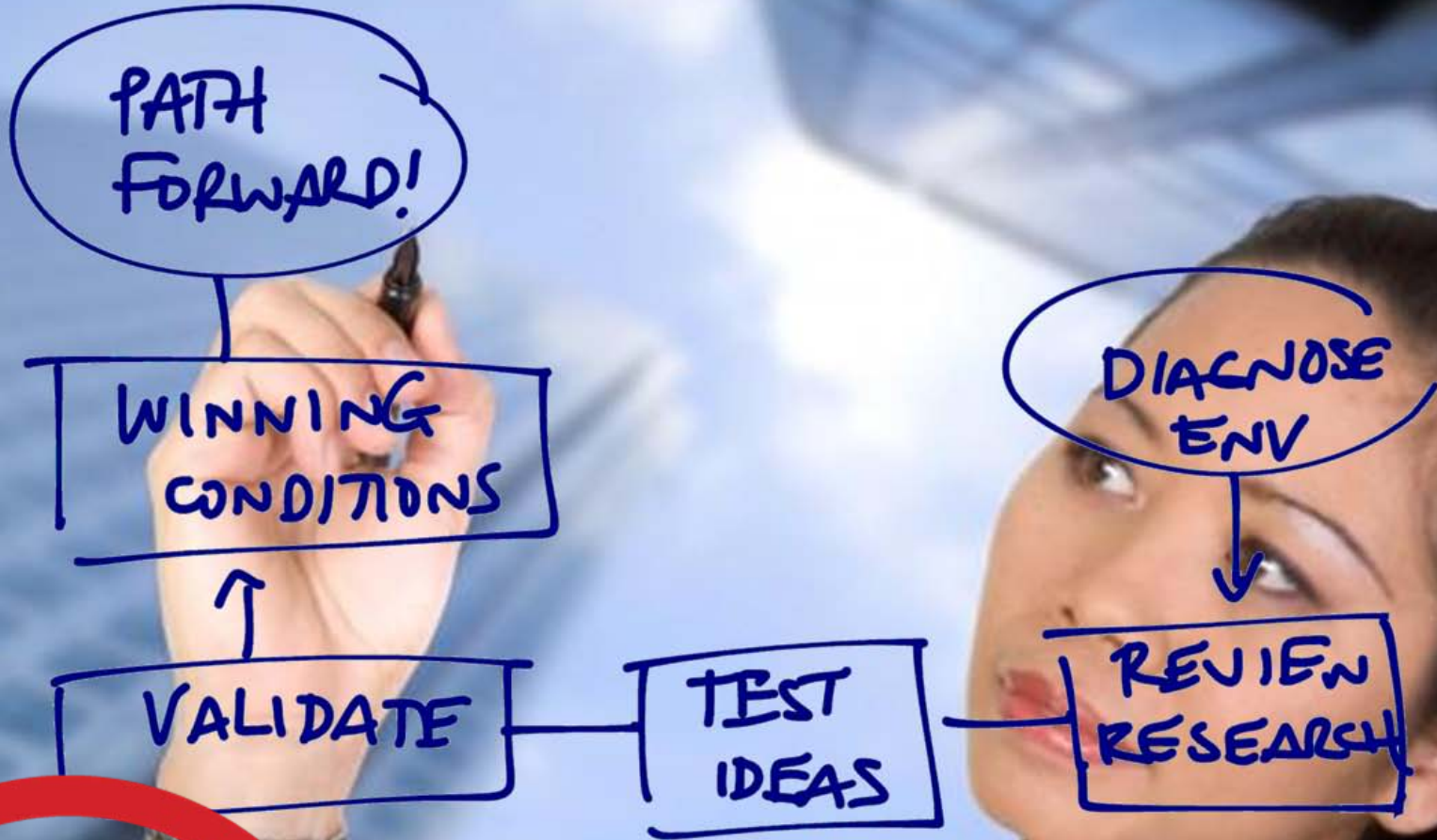


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Weekly Tracking

(Four week rolling average ending February 15th, 2014, n=1,000, accurate ± 3.1 percentage points, 19 times out of 20)





Methodology

Survey Methodology

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This tracking is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on random telephone interviews with 1,000 Canadians (land- and cell-lines), using a four week rolling average of 250 respondents each week, 18 years of age and over. The random sample of 1,000 respondents may be weighted by age and gender using the latest census information and the sample is stratified to be representative of Canada. The interviews are compiled into a four week rolling average of 1,000 interviews, where each week the oldest group of 250 interviews is dropped and a new group of 250 interviews is added. The views of 1,000 respondents are compiled into a diffusion brand index for each party that goes from 0 to 100, where 0 means that the party has no brand strength and 100 means it has maximum brand strength. A score above 50 is an indication of brand strength for the party and its leader at this time.

The current report is based on a four week rolling average of Canadian opinion ending February 15th, 2014.

A random telephone survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



View our brochure

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