

# National Ballot



November 22, 2012

## Tories ahead by four points

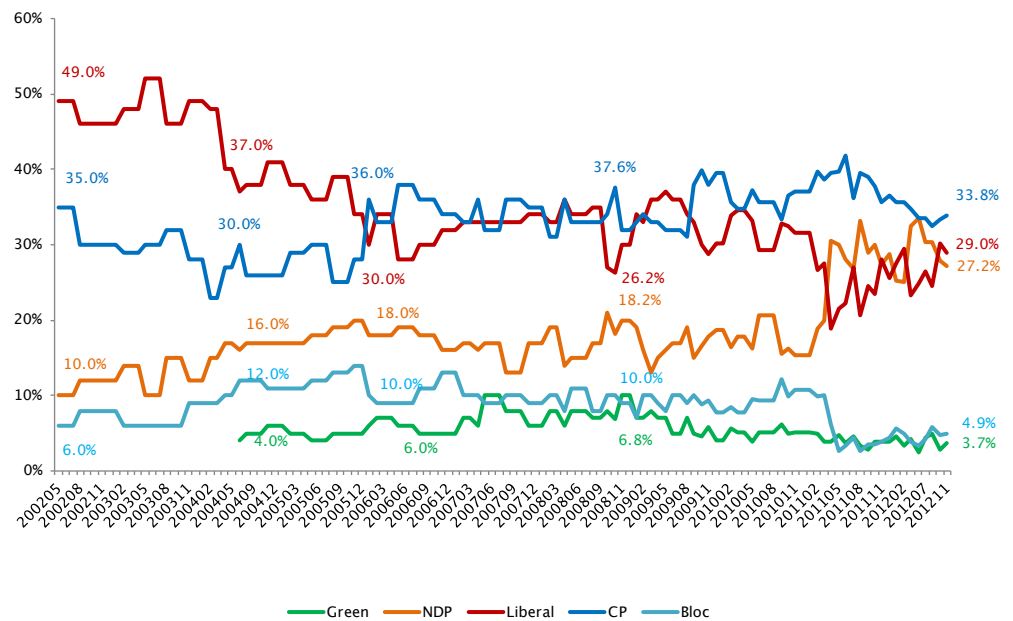
### METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,004 Canadians 18 years of age and older. It was completed between November 9<sup>th</sup> and 15<sup>th</sup>, 2012. The statistics of a random sample of 1,004 respondents are accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. For 776 committed voters, it is accurate to within 3.5 percentage points, plus or minus, 19 times out of 20.

Results for 2012-10 are from a random telephone survey of 1,000 Canadians conducted between October 4<sup>th</sup> and 11<sup>th</sup>, 2012.

Any use of this research data should identify it as a "Nanos Research Survey".

**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	
	2012-10	2012-11	2012-10	2012-11	2012-10	2012-11	2012-10	2012-11	2012-10	2012-11	2012-10	2012-11
	n=822	n=776	n=79	n=75	n=216	n=196	n=237	n=223	n=164	n=154	n=126	n=127
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	33.3	33.8	39.2	34.9	16.9	11.5	33.8	39.7	48.9	48.4	36.5	39.4
Liberal	30.1	29.0	29.1	34.7	25.0	31.6	36.1	33.3	20.4	19.2	40.6	25.8
NDP	27.9	27.2	29.9	26.4	35.7	33.6	23.9	19.9	28.9	28.1	19.6	29.3
BQ	4.7	4.9	-	-	17.8	19.3	-	-	-	-	-	-
Green	2.9	3.7	1.8	4.0	1.1	1.3	5.3	5.8	1.8	2.3	3.2	5.1
Margin of error	±3.4	±3.5	±11.2	±11.5	±6.8	±7.1	±6.4	±6.6	±7.8	±8.0	±8.9	±8.8
Undecided	17.8	22.7	20.8	24.6	13.6	21.4	20.9	26.4	18.1	23.3	16.1	15.5

\*Note: Small sample size

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

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# National Ballot

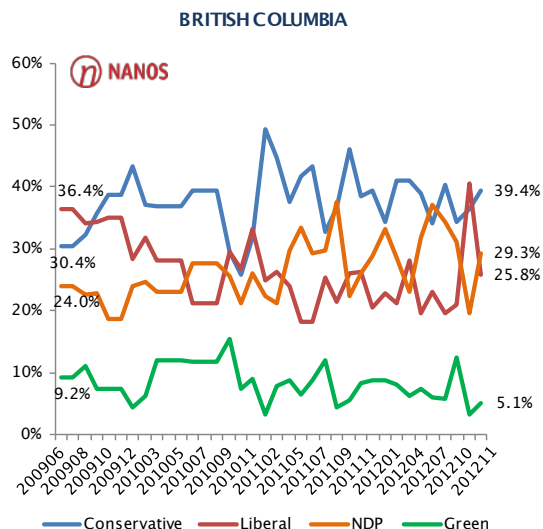
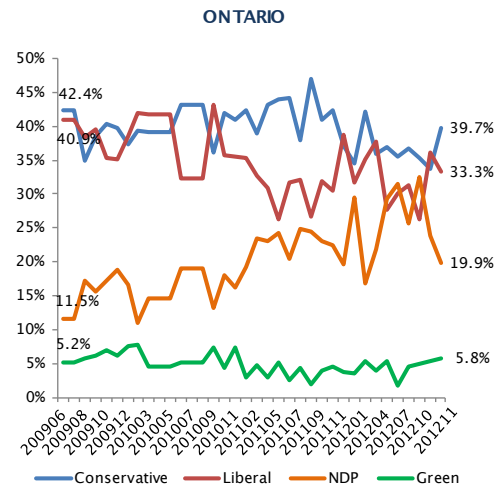
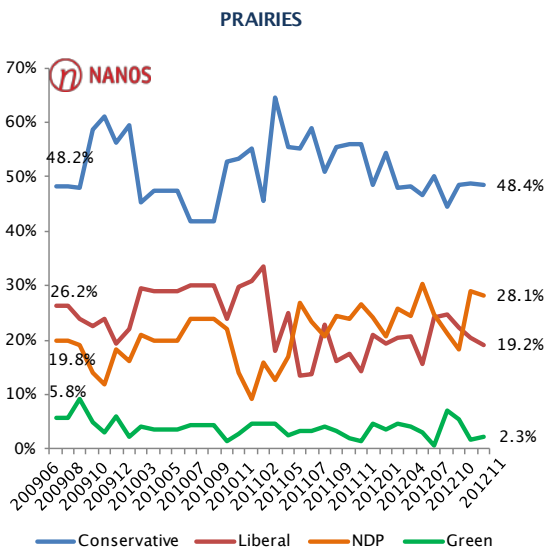
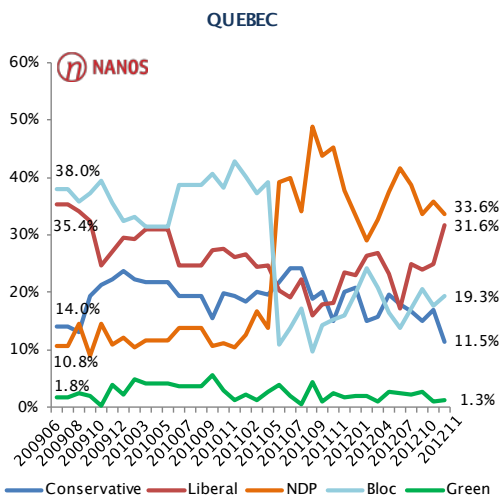
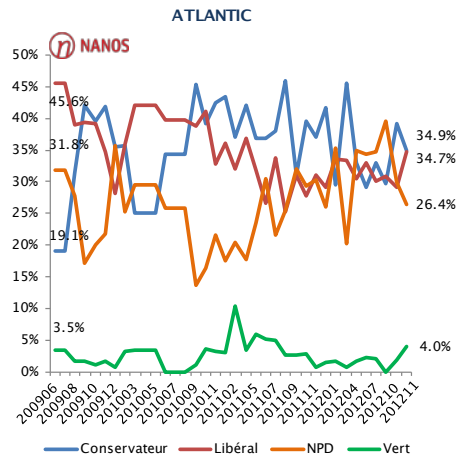


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## Tories lead west of Ottawa River

### BALLOT BY REGION

Region	Margin of Error (19 times out of 20)
Atlantic	± 11.5
Quebec	± 7.1
Ontario	± 6.6
Prairies	± 8.0
British Columbia	± 8.8





NANOS

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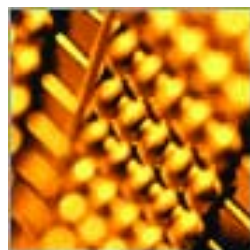
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# The Nanos Approach

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 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.

**For the recent national election, Nanos was 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.



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