



Nanos Party Ballot Tracking
(period ending May 14th, 2015)
released May 18th, 2015

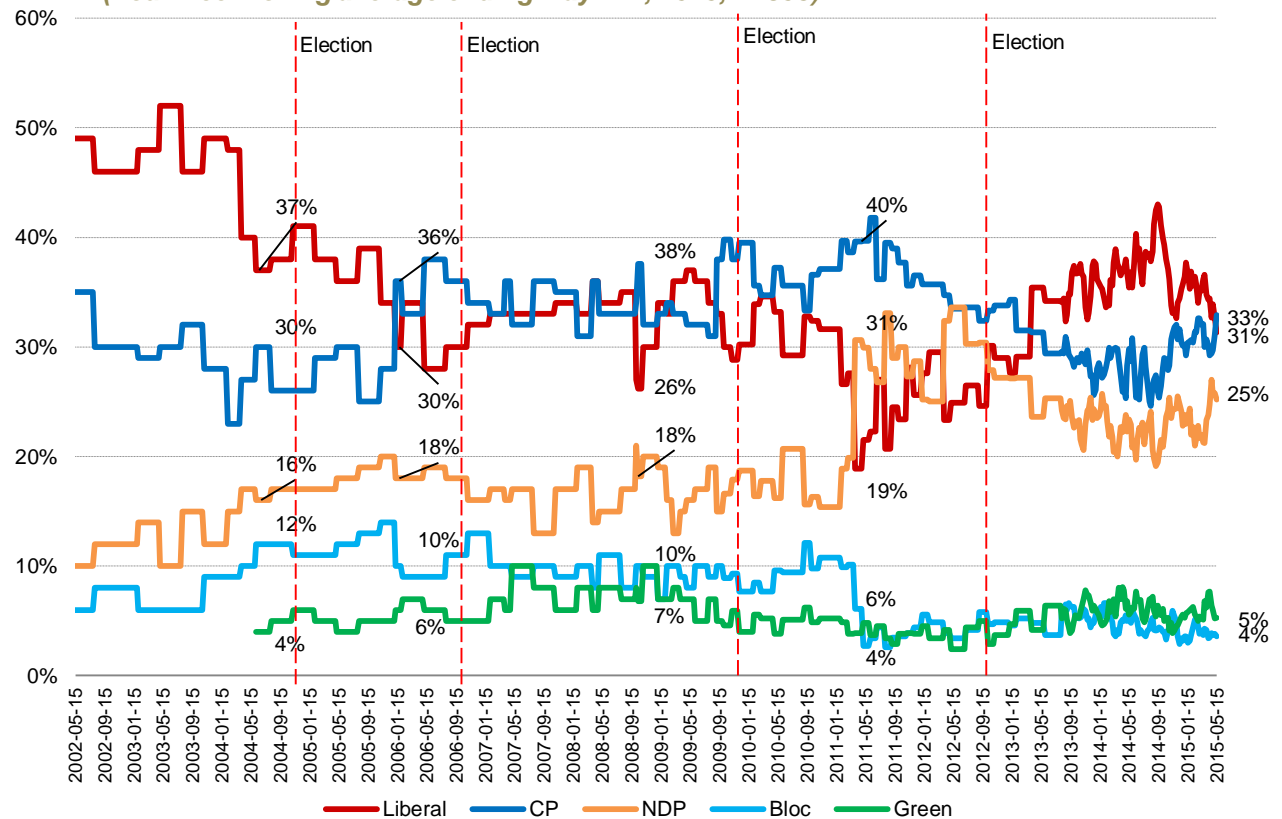
National Ballot



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

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Weekly Tracking – First Ranked Choice
(Four week rolling average ending May 14th, 2015, n=853)





Methodology

Survey Methodology

The Weekly Nanos Party Power Index 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 for 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 May 14th, 2015.

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.



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Tabulations

Confidential



NATIONAL BALLOT (Ending May 14th, 2015) – Ballot – STAT SHEET

		Ballot		
		Frequency	Percent	Valid Percent
Valid	Conservative	280	28.0	32.9
	Liberal	267	26.7	31.3
	NDP	215	21.5	25.2
	Green	46	4.6	5.3
	Bloc	30	3.0	3.6
	Other	14	1.4	1.7
	Total	853	85.3	100.0
Missing	Undecided	147	14.7	
Total		1000	100.0	

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NATIONAL BALLOT (Ending May 14th, 2015) – Ballot – STAT SHEET

Ballot * Province Crosstabulation									
		Province							
			Atlantic	Quebec	Ontario	MB / SK	Alberta	British Columbia	Total
Ballot	Conservative	Count	23	37	99	37	49	35	280
		% within	28.0%	17.7%	39.3%	43.0%	53.3%	26.5%	32.8%
		Province							
	Liberal	Count	37	70	90	15	13	42	267
		% within	45.1%	33.5%	35.7%	17.4%	14.1%	31.8%	31.3%
		Province							
	NDP	Count	18	64	48	23	22	41	216
		% within	22.0%	30.6%	19.0%	26.7%	23.9%	31.1%	25.3%
		Province							
	Bloc	Count	0	30	0	0	0	0	30
		% within	0.0%	14.4%	0.0%	0.0%	0.0%	0.0%	3.5%
		Province							
	Green	Count	4	6	14	5	3	14	46
		% within	4.9%	2.9%	5.6%	5.8%	3.3%	10.6%	5.4%
		Province							
	Other	Count	0	2	1	6	5	0	14
		% within	0.0%	1.0%	0.4%	7.0%	5.4%	0.0%	1.6%
		Province							
Total		Count	82	209	252	86	92	132	853
		% within	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		Province							

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