



*Nanos Weekly Ballot Tracking and Accessible Voters for Federal Parties
(period ending August 21st, 2015)
released August 25th, 2015*

Weekly Ballot Tracking



Data Summary

Contact: Nik Nanos

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	Ballot							
	This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Aug 2014)	12 Month High	12 Month Low	12 Month Average
Conservative	30.1%	31.8%	31.2%	33.0%	26.5%	33.0%	25.4%	30.0%
Liberal	29.9%	28.7%	27.3%	31.1%	38.7%	43.0%	26.8%	34.3%
NDP	29.1%	29.0%	31.1%	26.7%	20.6%	32.9%	19.1%	24.9%
Green	5.2%	5.3%	5.8%	4.6%	7.2%	7.7%	3.4%	5.4%
Bloc	4.7%	4.5%	4.0%	3.1%	5.3%	6.7%	2.9%	4.1%

	Party Consider							
	This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Aug 2014)	12 Month High	12 Month Low	12 Month Average
NDP	49.2%	48.8%	51.7%	48.9%	42.0%	53.3%	41.4%	46.2%
Liberal	47.2%	46.1%	45.9%	48.2%	52.5%	59.7%	42.9%	52.0%
Conservative	38.8%	40.1%	41.8%	44.4%	37.7%	44.7%	37.7%	41.6%
Bloc	29.1%	29.7%	31.5%	34.6%	32.6%	39.6%	25.3%	31.4%
Green	27.7%	26.5%	25.4%	27.0%	27.2%	30.5%	23.4%	26.9%

Weekly Ballot Tracking



Data Summary Continued

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The Nanos weekly ballot tracking is conducted and commissioned by the Nanos Research Corporation. The data is based on random telephone interviews (using live agents) with 1,000 Canadians (land- and cell-lines) 18 years of age and over, using a four week rolling average of 250 respondents each week. 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 current report is based on a four week rolling average of Canadian opinion ending August 21st, 2015.

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

Full tables with statistical weights are attached to this document including a detailed technical note.

National Ballot



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

Weekly Tracking – First Ranked Choice – Long Term Trend (Four week rolling average ending August 21st, 2015, n=852)

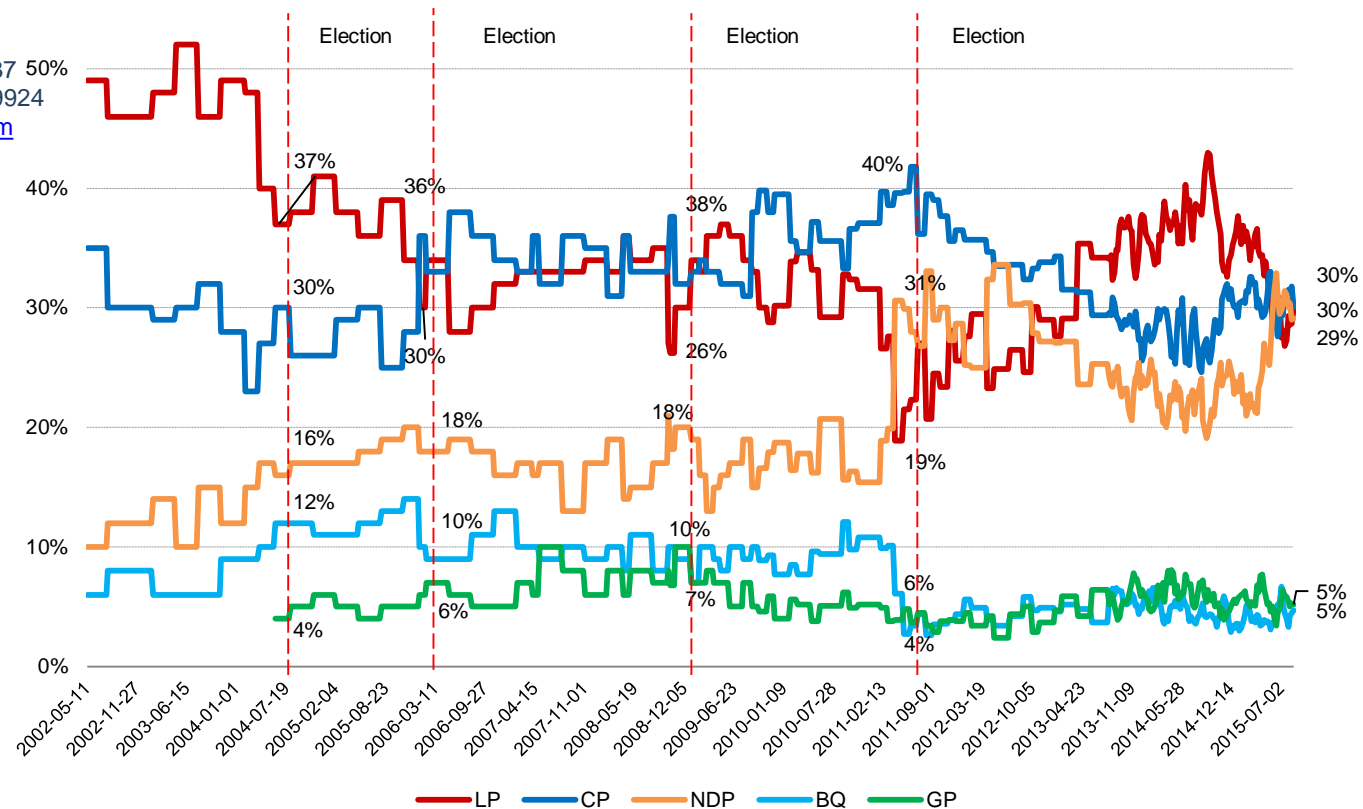
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National Ballot



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

Weekly Tracking – First Ranked Choice – Two Year Trend
(Four week rolling average ending August 21st, 2015, n=852)

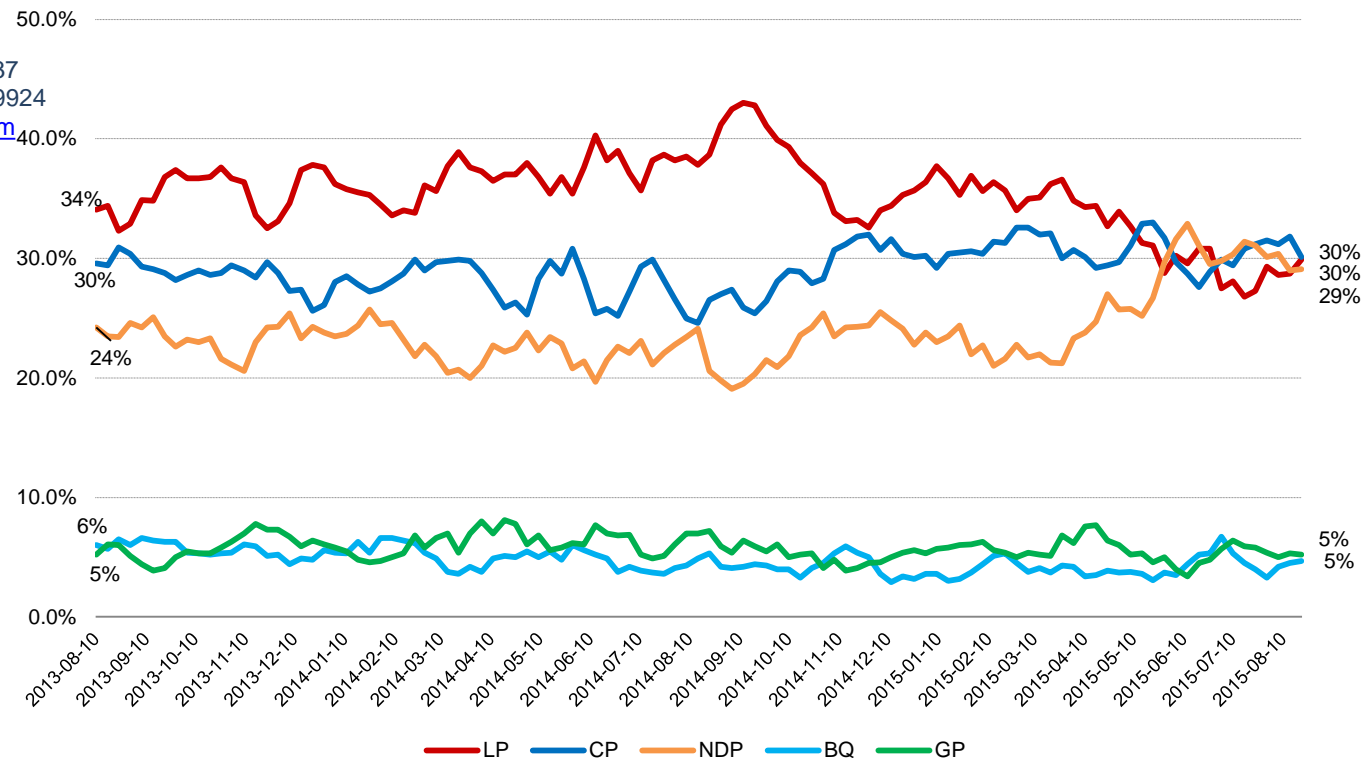
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National Ballot by Region

Weekly Ballot Tracking

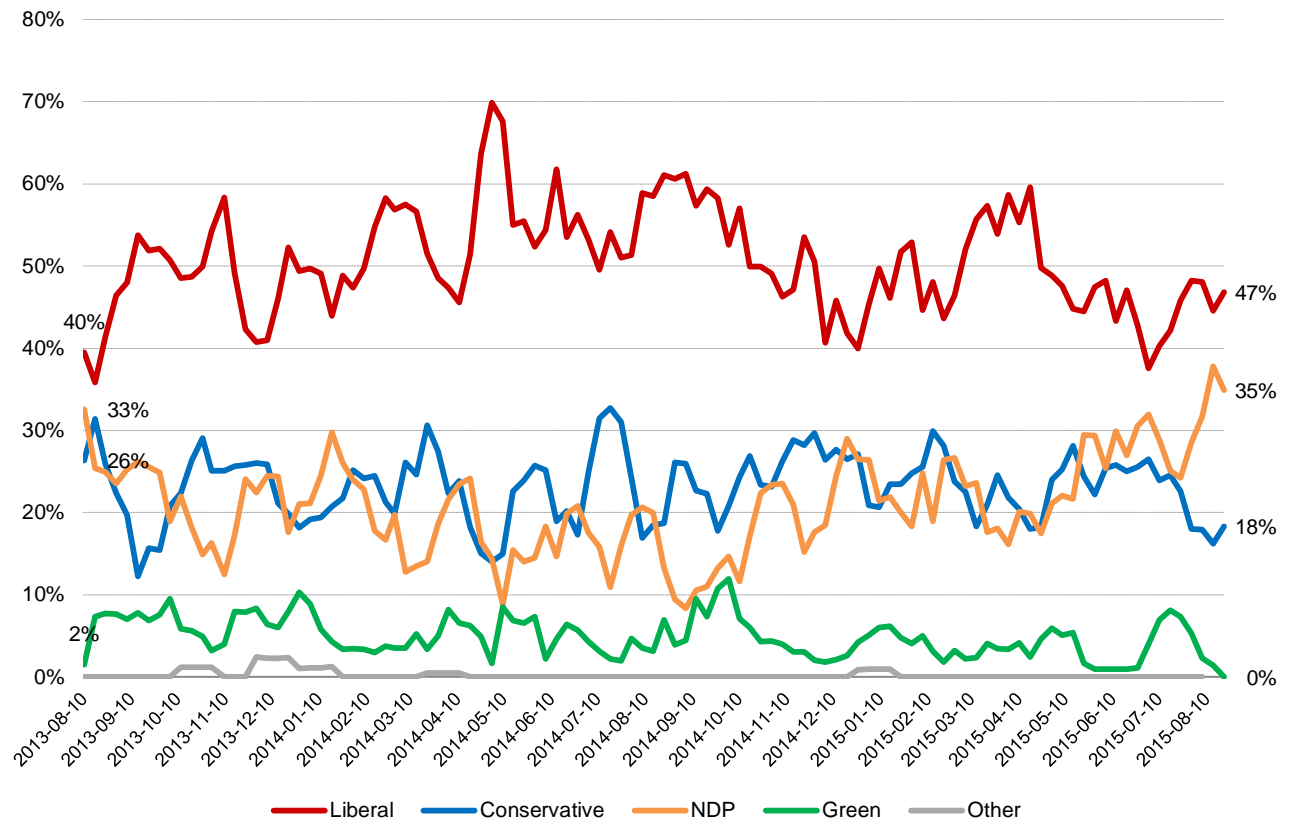


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Atlantic Weekly Scores

(Four week rolling average ending August 21st, 2015, n=80)



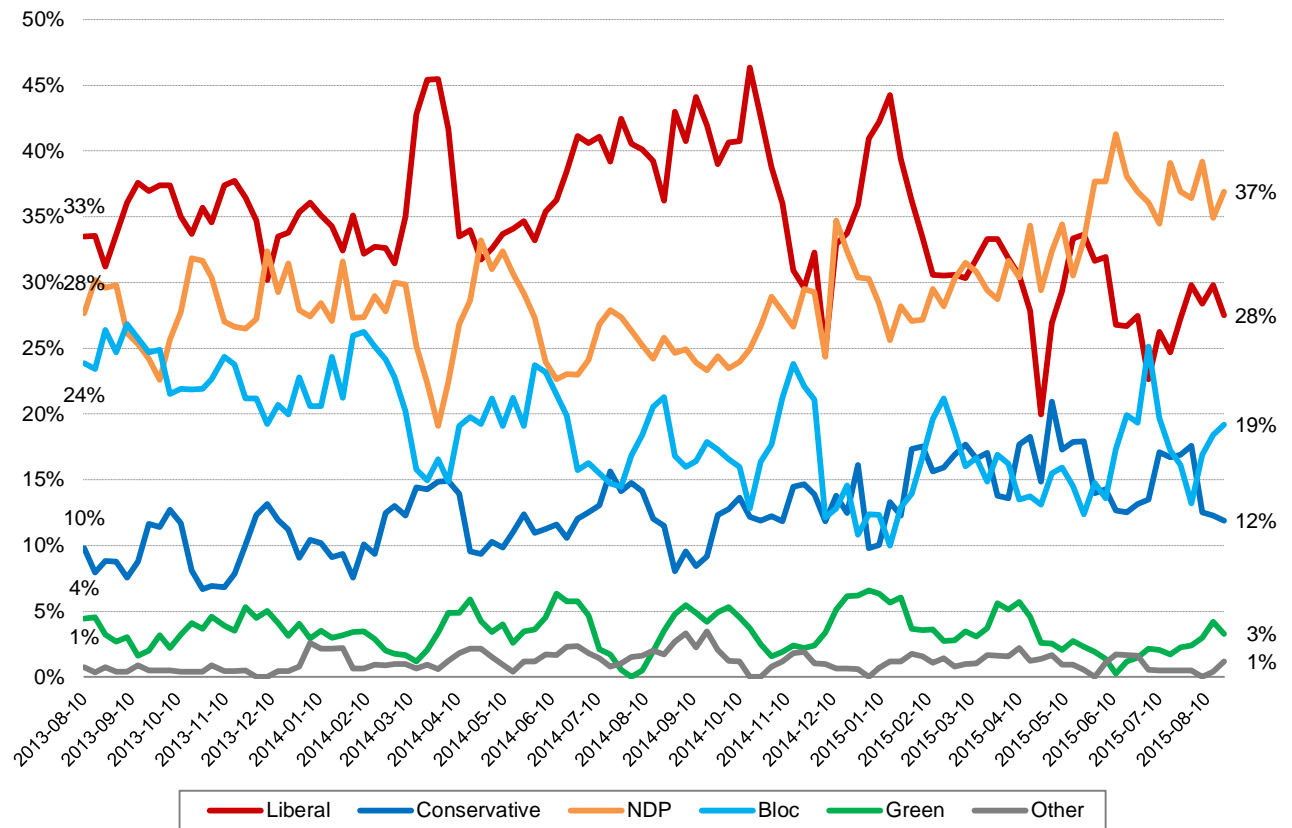
Weekly Ballot Tracking



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

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Quebec Weekly Scores
(Four week rolling average ending August 21st, 2015, n=206)



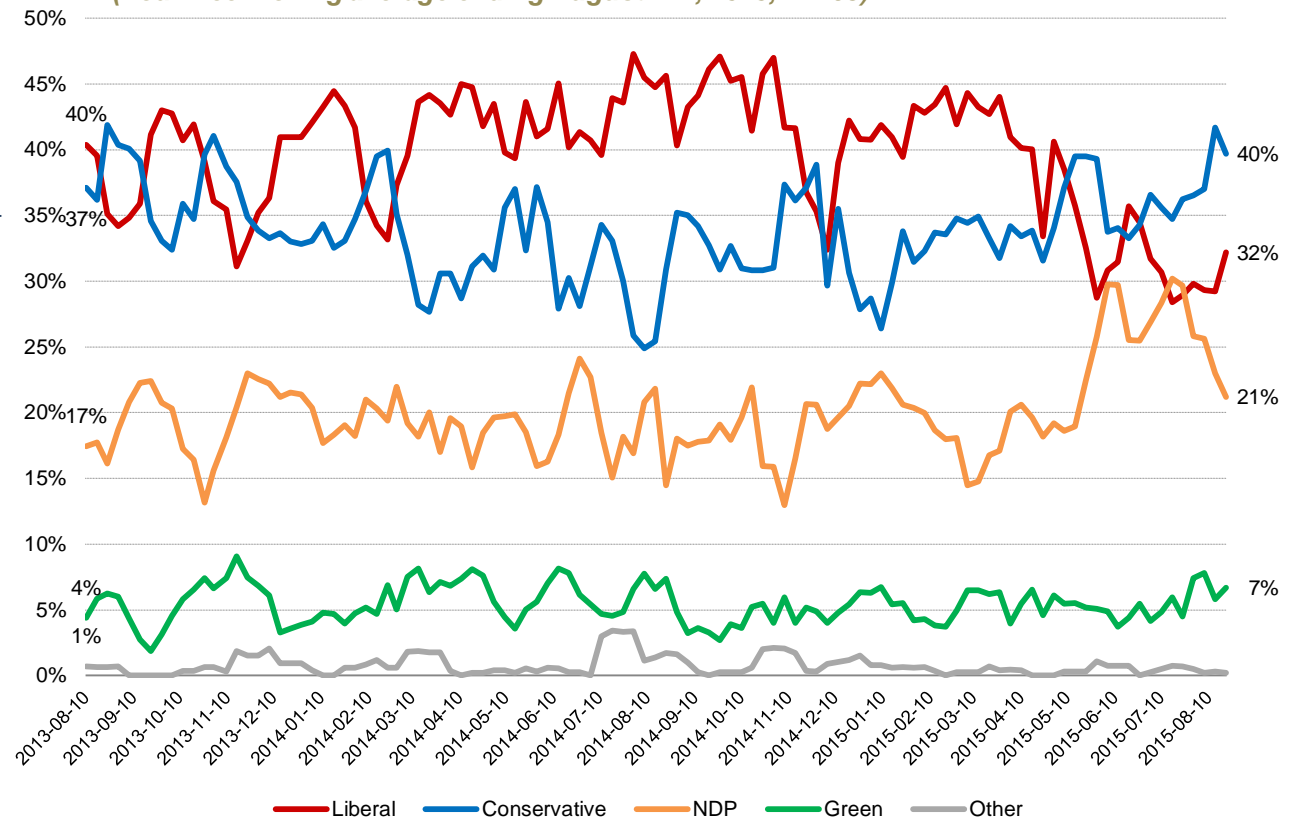
Weekly Ballot Tracking



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

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Ontario Weekly Scores
(Four week rolling average ending August 21st, 2015, n=263)



Weekly Ballot Tracking

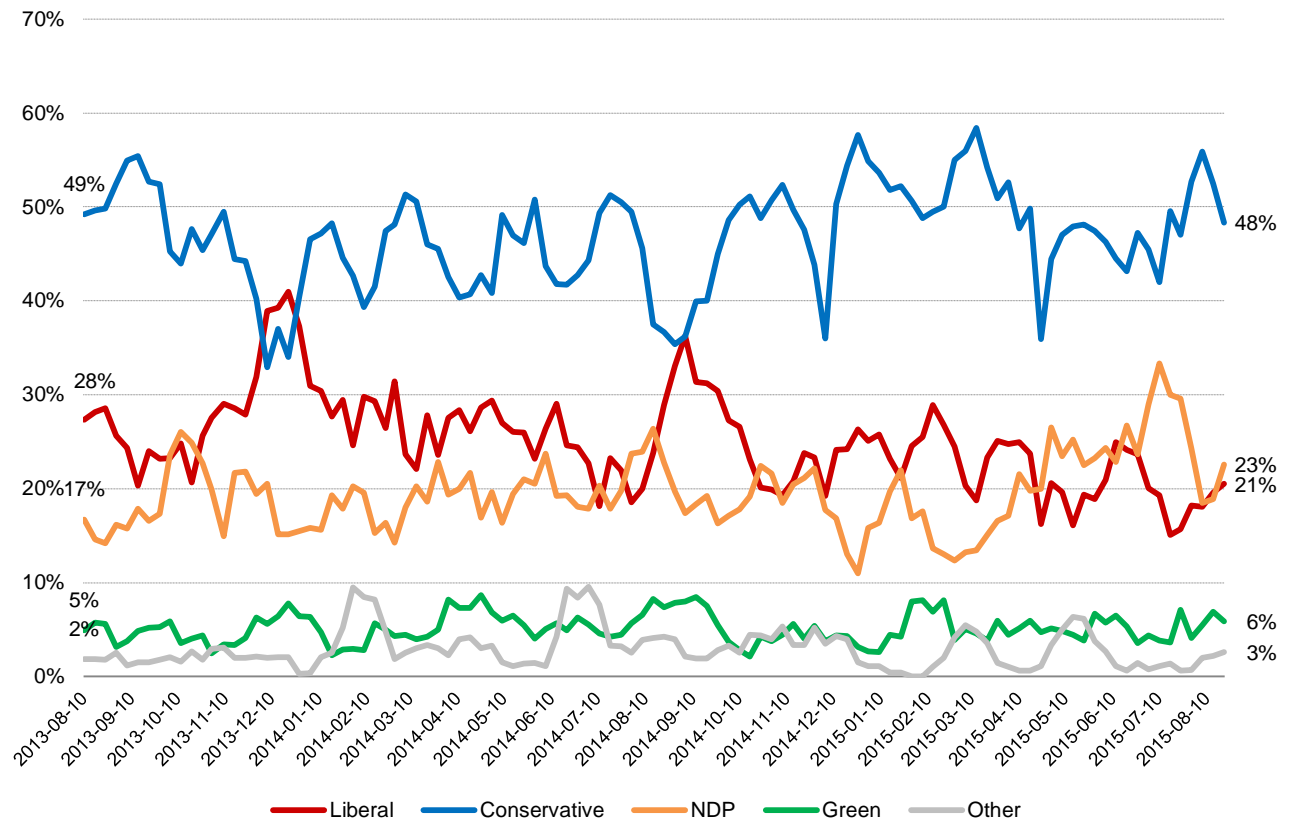


Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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Prairies Weekly Scores

(Four week rolling average ending August 21st, 2015, n=171)



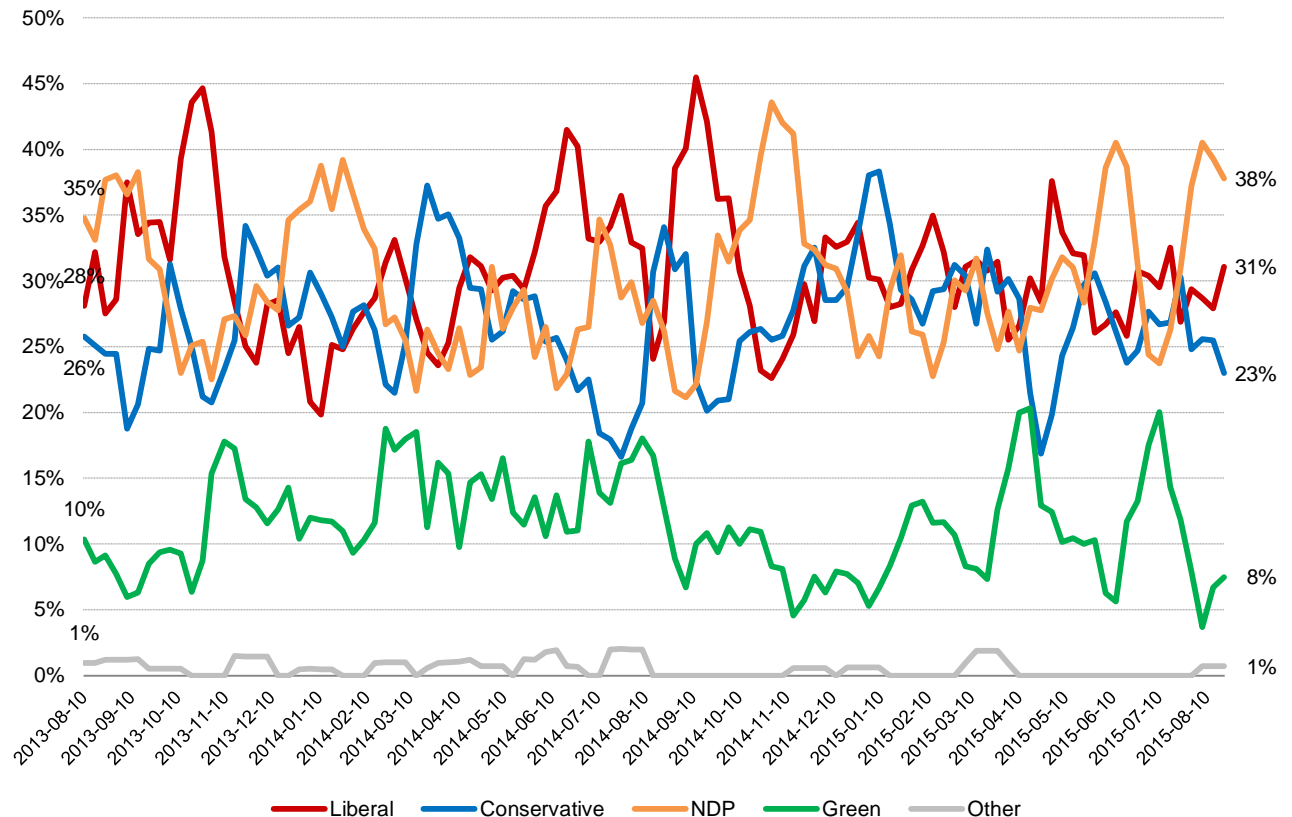
Weekly Ballot Tracking



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

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British Columbia Weekly Scores (Four week rolling average ending August 21st, 2015, n=132)





National Vote Considerations Tracking

Consider Conservative

Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

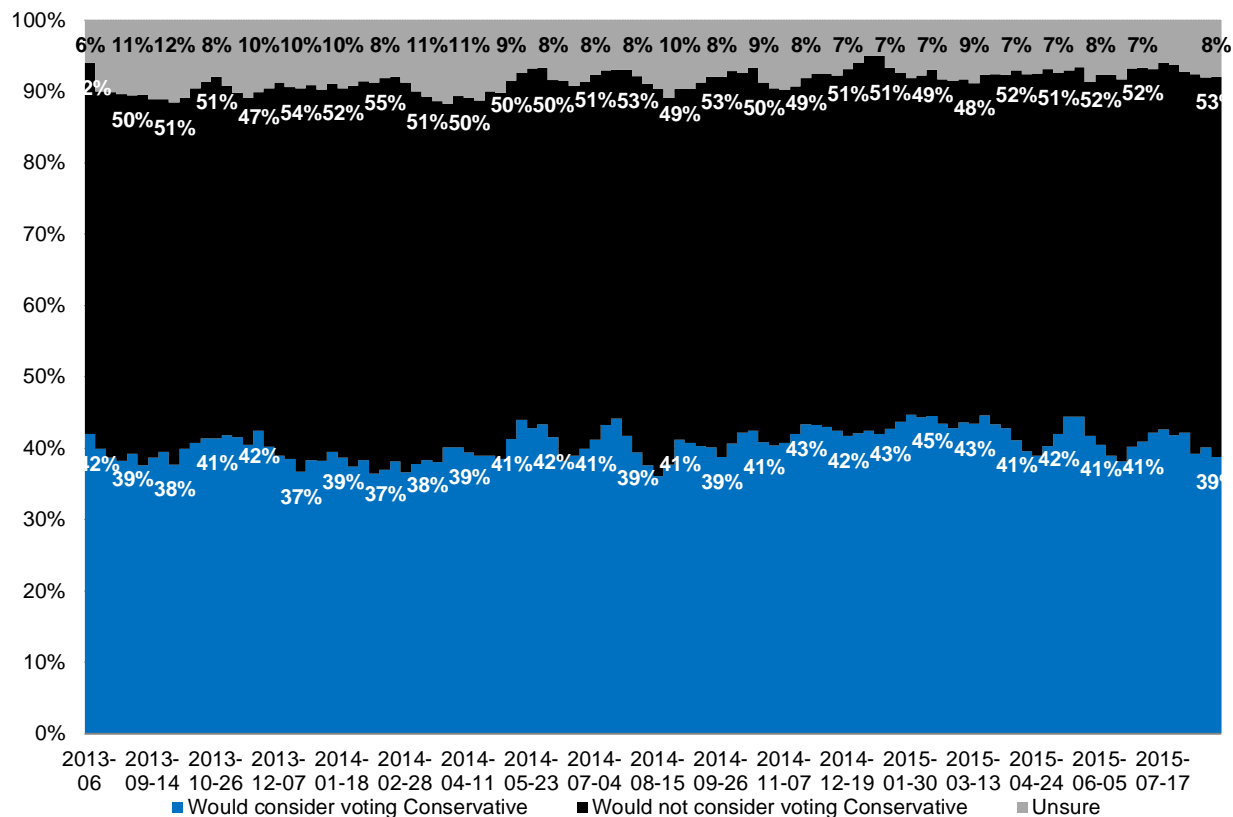
Washington DC: (202) 697-9924

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National – Weekly Tracking

(Four week rolling average ending August 21st, 2015, n=1,000)



Consider NDP



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

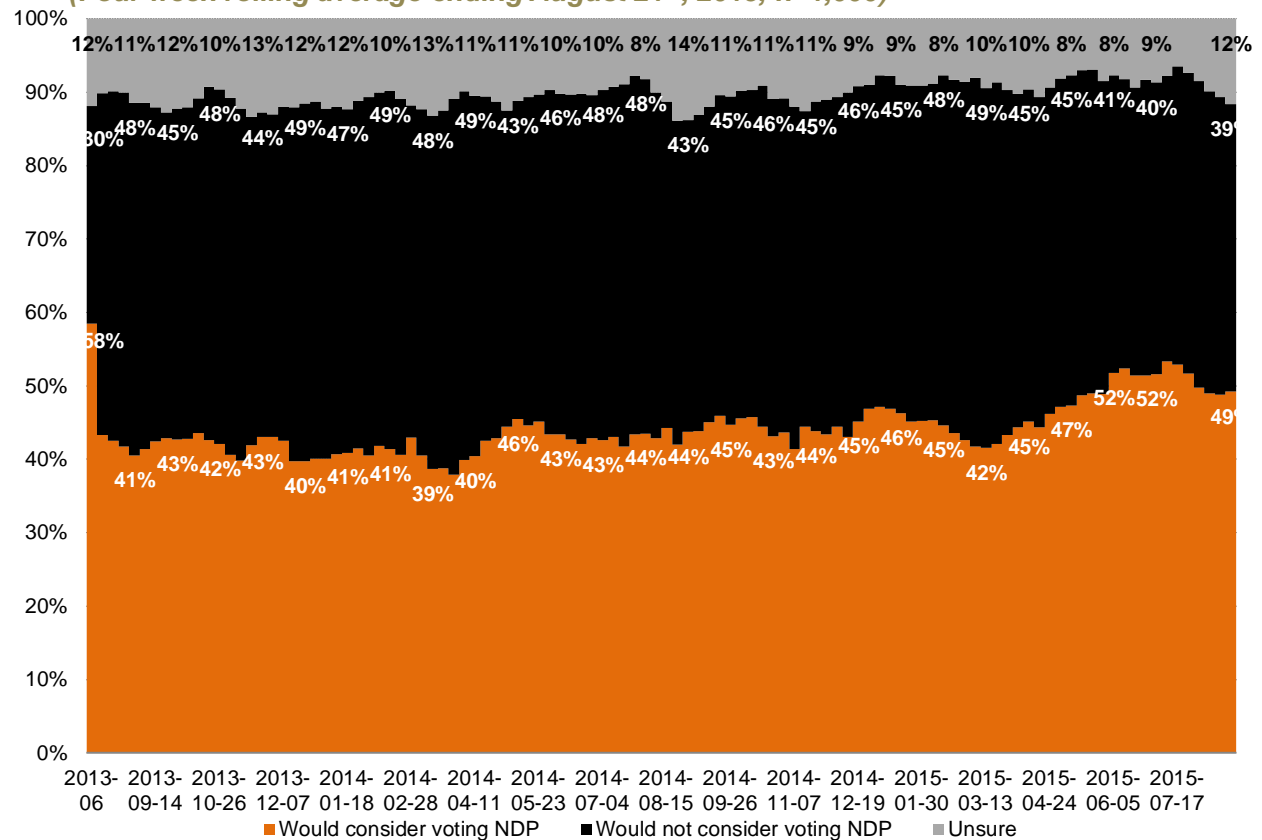
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National – Weekly Tracking

(Four week rolling average ending August 21st, 2015, n=1,000)



Consider Liberal



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

Contact: Nik Nanos

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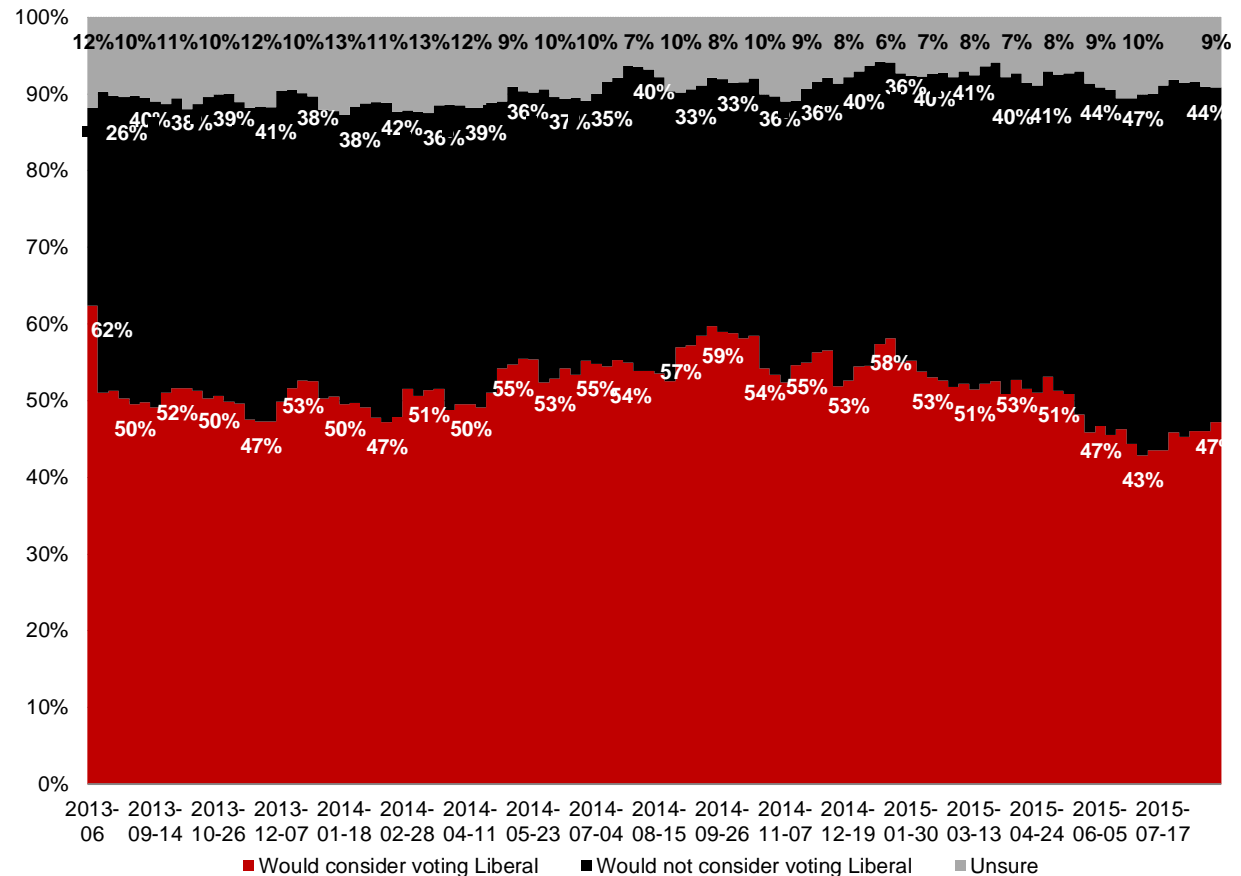
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National – Weekly Tracking

(Four week rolling average ending August 21st, 2015, n=1,000)



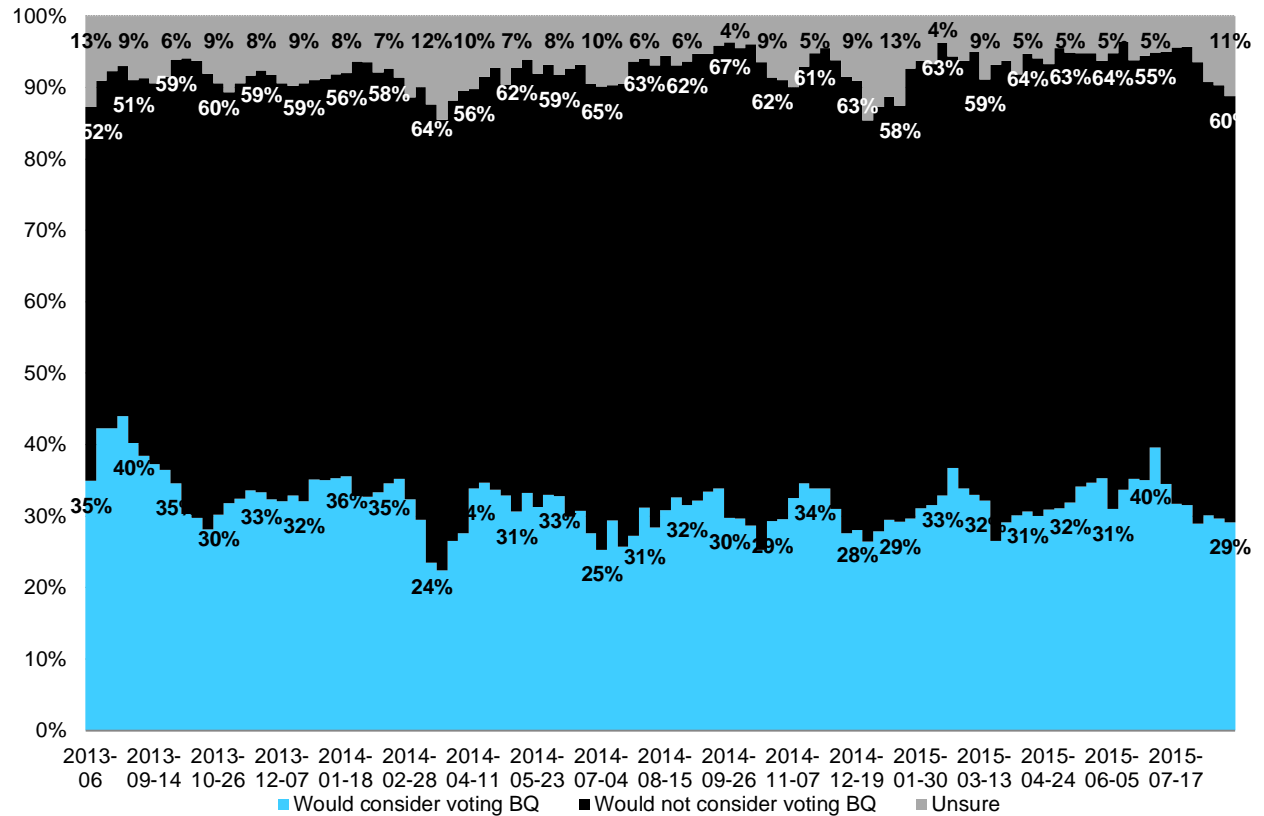
Consider Bloc



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
 Four week rolling average ending August 21st, 2015, n=248)



Consider Green



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

Contact: Nik Nanos

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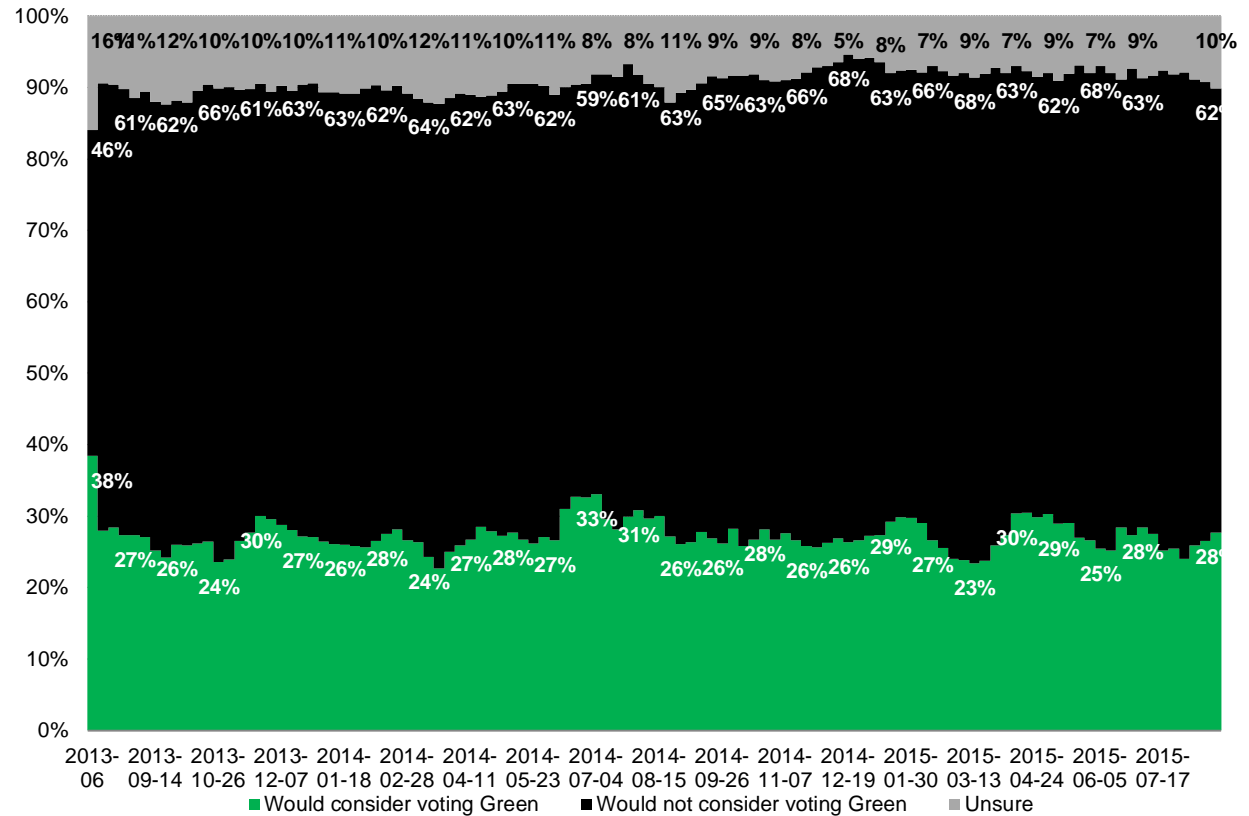
Washington DC: (202) 697-9924

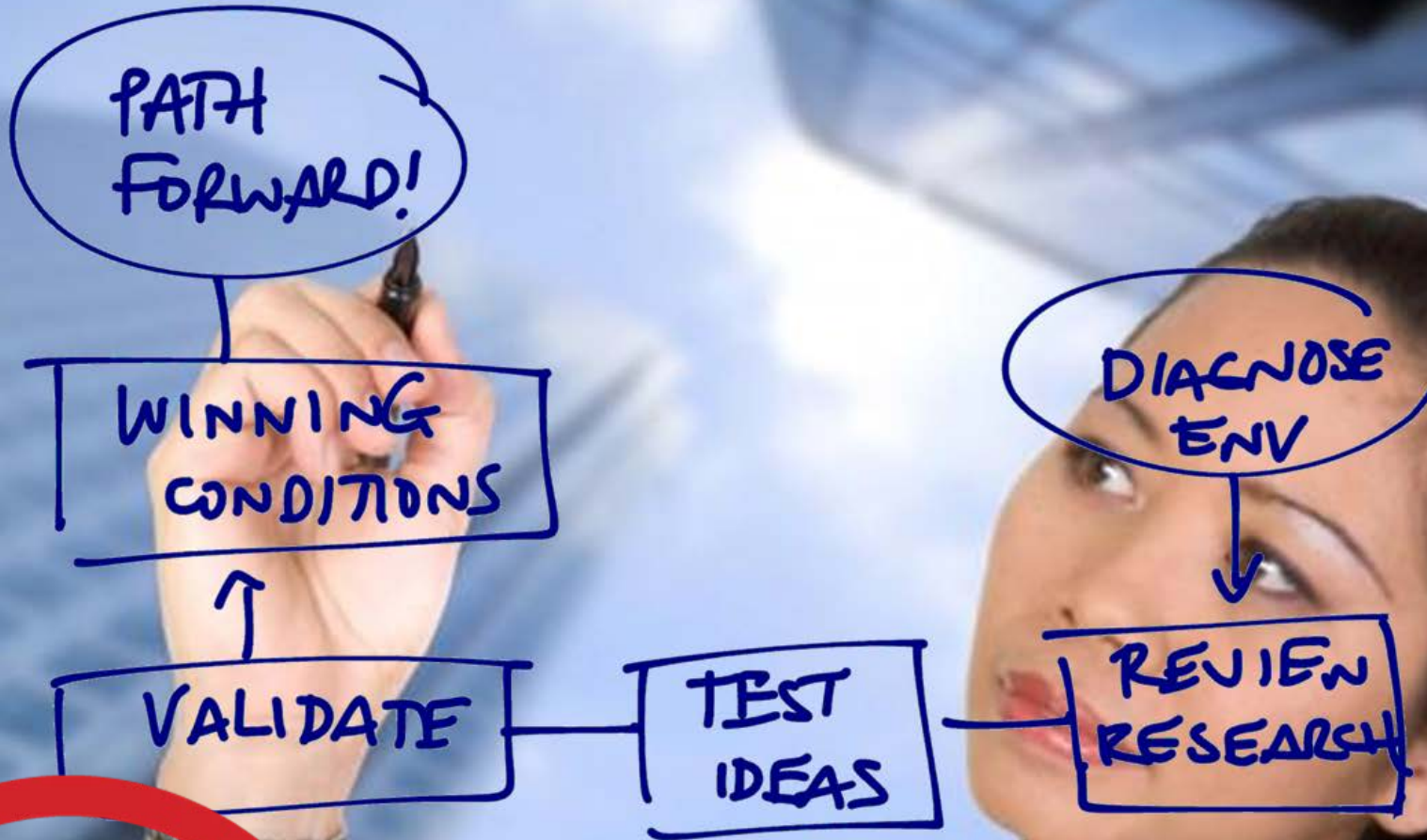
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National – Weekly Tracking

(Four week rolling average ending August 21st, 2015, n=1,000)





Methodology

Survey Methodology

The Nanos weekly ballot tracking is conducted and commissioned by the Nanos Research Corporation.

The data is based on random telephone interviews with 1,000 Canadians (land- and cell-lines), 18 years of age and over, using a four week rolling average of 250 respondents each week. 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 current report is based on a four week rolling average of Canadian opinion ending August 21st, 2015.

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

Technical Note

Element	Description
Organization who commissioned the research	Nanos Research
Final Sample Size	1,000 Randomly selected individuals, four week rolling average of 250 interviews a week.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) telephone survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls/	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	Four week period ending August 21, 2015
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Seven percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire (party options were randomized in their introduction)
Question Content	This was module one of an omnibus survey. Prior to the ballot question respondents were asked "What is your most important national issue of concern?" [Open-ended unprompted] and then asked "For each of the following federal political parties, please tell me if you would consider or not consider voting for it." [RANDOMIZE]
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone: (613) 234-4666 ext. 237 – Toll Free: (888) 737-5505 ext. 223. Email: info@nanosresearch.com .

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



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE]

			Region					Gender		Age					
			Canada Ending Aug 21st	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Consider Liberal	Total	Unwgt N	1000	100	248	300	200	152	490	510	128	162	191	216	303
		Wgt N	1000	100	248	300	200	152	484	516	206	169	208	178	239
	Yes, would consider	%	47.2	62.8	41.2	49.5	38.6	53.4	45.1	49.1	53.9	46.8	54.2	44.4	37.8
	No, would not consider	%	43.6	27.2	47.5	42.6	53.7	36.8	48.7	38.9	39.1	43.9	38.1	44.5	51.5
	Unsure	%	9.2	10.0	11.3	7.8	7.6	9.8	6.2	12.0	7.1	9.4	7.7	11.1	10.7

		Region						Gender		Age					
		Canada Ending Aug 21st	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Consider Conservative	Total	Unwgt N	1000	100	248	300	200	152	490	510	128	162	191	216	303
		Wgt N	1000	100	248	300	200	152	484	516	206	169	208	178	239
	Yes, would consider	%	38.8	36.5	22.6	48.7	51.3	30.4	43.6	34.3	40.0	39.5	42.6	36.6	35.5
	No, would not consider	%	53.2	54.8	67.6	43.9	41.0	63.3	50.1	56.2	52.8	53.2	49.3	57.9	53.5
	Unsure	%	8.0	8.7	9.8	7.4	7.7	6.2	6.4	9.6	7.2	7.2	8.1	5.5	11.1

Dual frame (land + cell) RDD telephone survey of 1,000 Canadians – four week rolling average of 250 interviews week conducted between July 26th and August 21st, 2015. The margin of error for a survey of 1,000 Canadians is ± 3.1 percentage points, plus or minus, 19 times out of 20.

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Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE]

			Region						Gender		Age				
			Canada Ending Aug 21st	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Consider NDP	Total	Unwgt N	1000	100	248	300	200	152	490	510	128	162	191	216	303
		Wgt N	1000	100	248	300	200	152	484	516	206	169	208	178	239
	Yes, would consider	%	49.2	59.3	56.7	44.2	40.7	51.3	48.7	49.7	54.4	53.9	47.3	43.3	47.4
	No, would not consider	%	39.2	31.6	28.6	43.0	50.1	39.6	41.9	36.7	35.6	35.9	41.9	43.0	39.5
	Unsure	%	11.6	9.0	14.6	12.7	9.2	9.1	9.4	13.6	10.1	10.2	10.7	13.6	13.1

			Region						Gender		Age				
			Canada Ending Aug 21st	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Consider Bloc	Total	Unwgt N	248	0	248	0	0	0	122	126	30	42	43	48	85
		Wgt N	248	0	248	0	0	0	121	127	49	40	52	46	62
	Yes, would consider	%	29.1	.0	29.1	.0	.0	.0	24.4	33.6	23.5	40.7	24.6	31.3	28.3
	No, would not consider	%	59.7	.0	59.7	.0	.0	.0	67.4	52.3	68.0	50.0	64.5	63.3	52.7
	Unsure	%	11.2	.0	11.2	.0	.0	.0	8.2	14.0	8.6	9.3	10.9	5.4	19.0

Dual frame (land + cell) RDD telephone survey of 1,000 Canadians – four week rolling average of 250 interviews week conducted between July 26th and August 21st, 2015. The margin of error for a survey of 1,000 Canadians is ±3.1 percentage points, plus or minus, 19 times out of 20.

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Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE]

		Region							Gender		Age				
		Canada Ending Aug 21st	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Consider Green	Total	Unwgt N	1000	100	248	300	200	152	490	510	128	162	191	216	303
		Wgt N	1000	100	248	300	200	152	484	516	206	169	208	178	239
	Yes, would consider	%	27.7	27.7	21.5	29.1	28.7	33.5	26.3	29.0	36.1	35.3	23.4	22.1	22.9
	No, would not consider	%	62.2	62.6	65.7	61.1	61.7	59.2	65.0	59.6	54.3	52.2	67.7	70.9	64.8
	Unsure	%	10.1	9.7	12.8	9.8	9.7	7.3	8.7	11.5	9.6	12.4	8.9	7.0	12.4

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

			Region						Gender		Age				
			Canada Ending Aug 21st	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Ballot	Total	Unwgt N	852	80	206	263	171	132	427	425	97	146	161	191	257
		Wgt N	844	79	205	261	169	130	420	424	158	152	177	154	203
	Liberal	%	29.9	46.8	27.5	32.2	20.5	31.1	25.9	33.9	30.3	26.8	33.7	31.8	27.1
	Conservative	%	30.1	18.3	11.9	39.7	48.3	23.0	34.5	25.7	24.5	31.3	32.6	33.3	28.9
	NDP	%	29.1	34.9	36.9	21.2	22.6	37.8	28.0	30.2	31.7	31.9	23.9	25.8	32.1
	Bloc	%	4.7	.0	19.2	.0	.0	.0	3.9	5.5	5.4	3.8	3.6	5.7	4.9
	Green	%	5.2	.0	3.3	6.7	5.9	7.5	6.1	4.3	8.0	4.3	4.3	3.3	5.9
	Other	%	1.0	.0	1.2	.2	2.6	.7	1.5	.5	.0	1.9	2.0	.0	1.0

Dual frame (land + cell) RDD telephone survey of 1,000 Canadians – four week rolling average of 250 interviews week conducted between July 26th and August 21st, 2015. The margin of error for a survey of 1,000 Canadians is ± 3.1 percentage points, plus or minus, 19 times out of 20.

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