

## *No major mistakes or triumphs leaves race in three-way tie*

*Nanos National Nightly Tracking, Three day rolling average of 1,200 voters (September 19<sup>th</sup>, 20<sup>th</sup>, and 21<sup>st</sup>, 2015) released September 22<sup>nd</sup>, 2015 (6am Eastern)*

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CTV NEWS

 **NANOS**



# At a glance

- **National Ballot** – Two percentage points separate the three main parties in a very close election race. The latest nightly tracking has the Conservatives at 31.3% nationally followed by the Liberals at 30.3%, the NDP at 29.4%, and the Green Party at 4.6%. BQ support in Quebec was at 13.9% - which translates into 3.4% nationally.
- **Accessible Vote** – Compared to the other federal parties, the Liberals have the highest proportion of accessible voters – that is – the proportion of Canadians who would consider voting for them. Asked a series of independent questions for each party, one half of Canadians (50.0%) would consider voting Liberal, 45.1% would consider voting for the NDP, 40.2% would consider voting for the Conservatives, 24.7% would consider voting for Greens and 24.5% of Quebecers would consider voting BQ.

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NANOS SURVEY

# Nanos Ballot Data Summary: Sept 19 - 21

## Ballot

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is  $\pm 2.8$  percentage points, 19 times out of 20.

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Category order based on number of seats in the House of Commons



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Ballot	Sept 21	Sept 20	1 Week Ago	1 Month Ago (Aug 15)	3 Months Ago (June 20)	1 Year Ago	12 Month High	12 Month Low
Conservative	31.3%	31.0%	31.0%	30.1%	27.6%	25.9%	33.0%	25.4%
NDP	29.4%	29.1%	30.4%	29.1%	31.1%	19.5%	32.9%	19.1%
Liberal	30.3%	29.4%	29.6%	29.9%	30.8%	43.0%	43.0%	26.8%
Green	4.6%	5.5%	4.8%	5.2%	4.5%	6.4%	7.7%	3.4%
Bloc	3.4%	3.8%	2.9%	4.7%	5.2%	4.2%	6.7%	2.3%
<i>Undecided</i>	11.0%	12.2%	8.4%	15.6%	15.5%	14.8%	21.5%	8.4%
<b>Party Consider</b>								
Conservative	40.2%	39.1%	40.4%	38.8%	38.1%	40.2%	44.7%	35.1%
NDP	45.1%	44.9%	50.2%	49.2%	51.4%	45.1%	53.3%	41.4%
Liberal	50.0%	48.9%	49.3%	47.2%	46.3%	58.5%	59.7%	42.9%
Green	24.7%	25.8%	24.9%	27.7%	28.4%	27.8%	30.5%	21.6%
Bloc	24.5%	26.8%	27.1%	29.1%	35.2%	33.4%	39.6%	21.7%



# National Ballot Sept 19 - 21

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response]

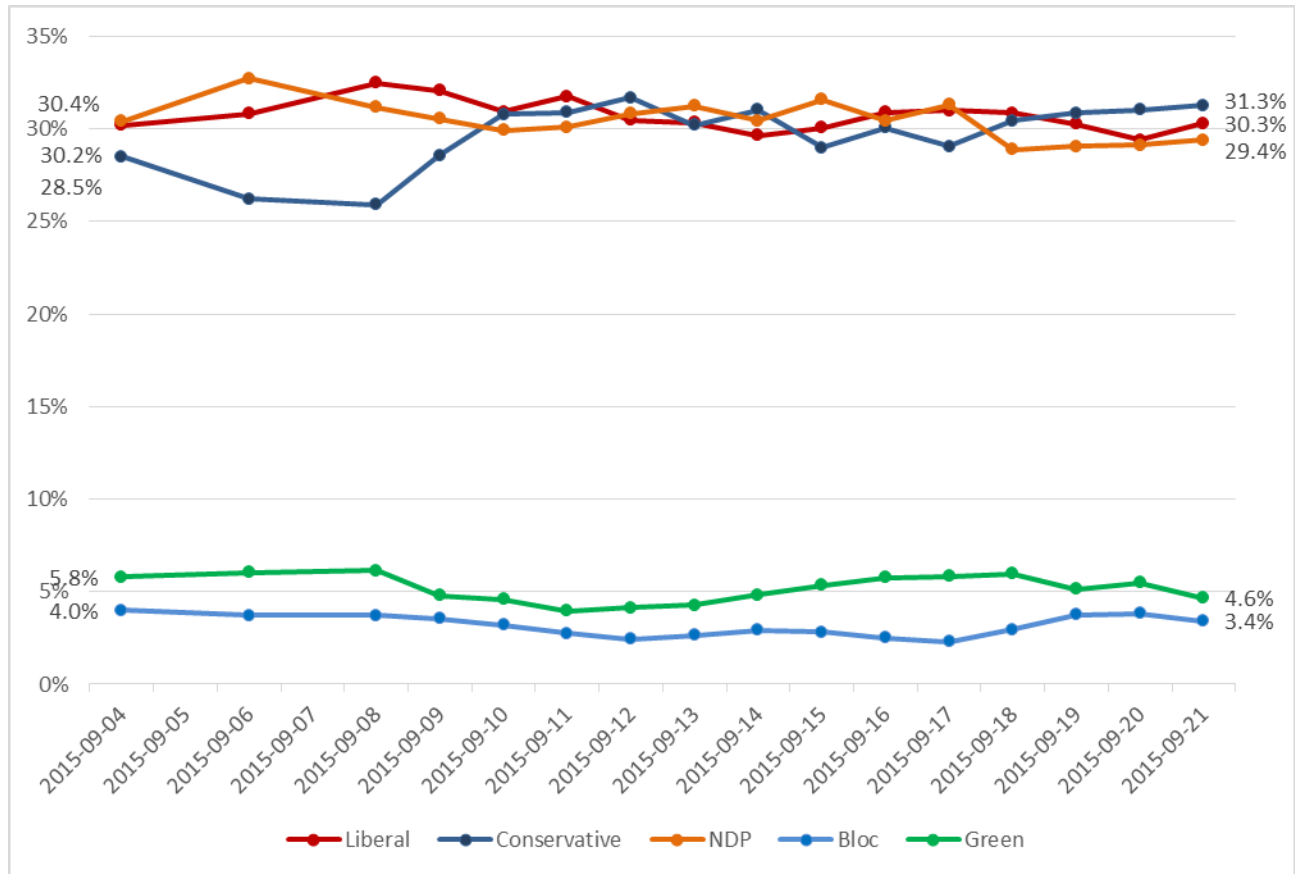
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error 1,067 decided voters is  $\pm 3.0$  percentage points, 19 times out of 20.

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# Anatomy of 2<sup>nd</sup> Choice Sept 19 - 21

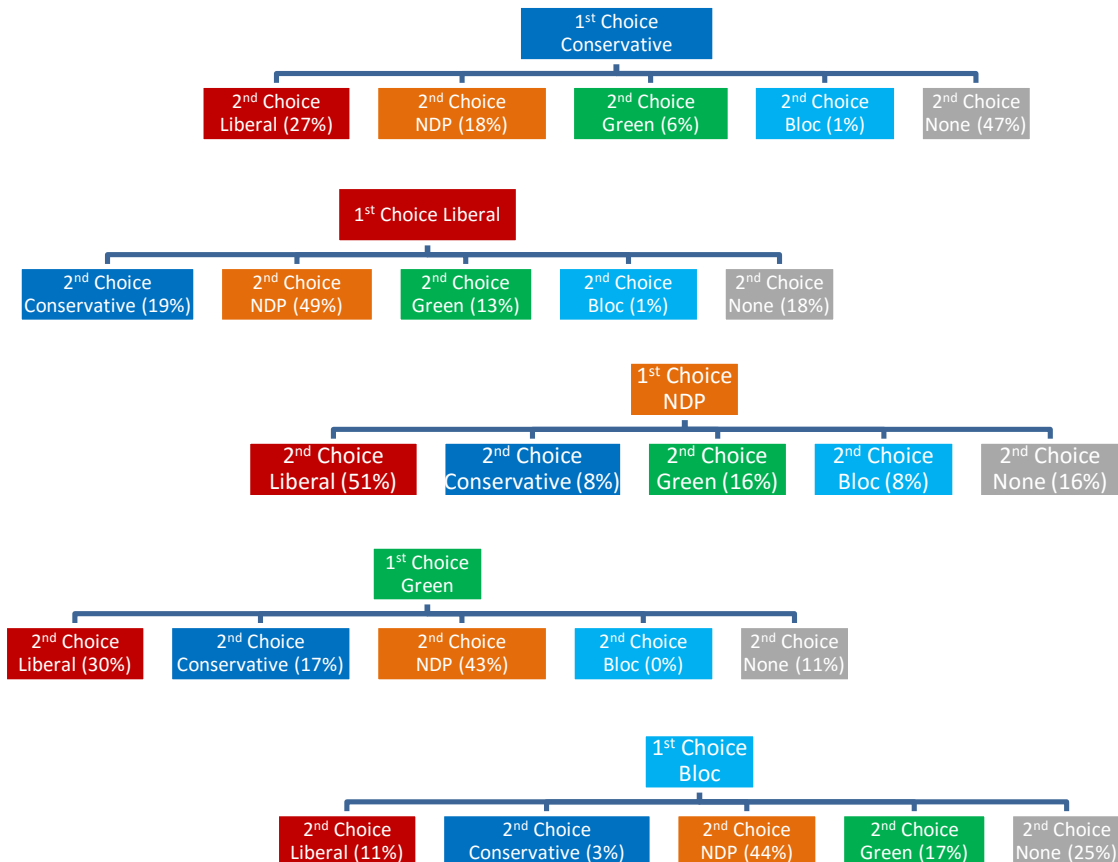
**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First and second ranked response]

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is  $\pm 2.8$  percentage points, 19 times out of 20. The margin of error will vary for subpopulations such as supporters for the respective parties.

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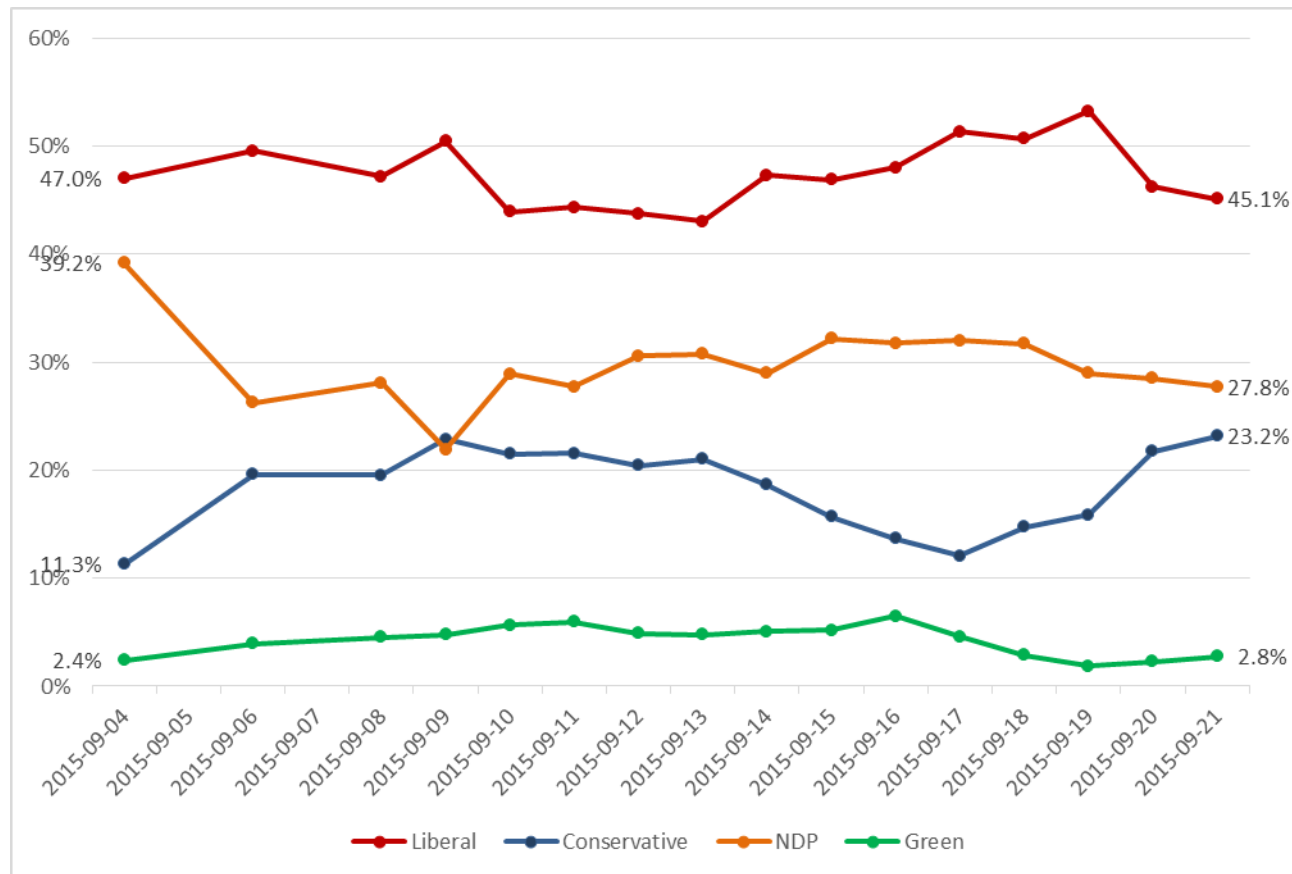
# Ballot Tracking – Atlantic Sept 19 - 21

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – Atlantic Only.

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for Atlantic Canada is based on 111 decided individuals. A sample of 111 respondents is accurate  $\pm 9.4$  percentage points, 19 times out of 20.

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# Ballot Tracking – Quebec Sept 19 - 21

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – Quebec Only.

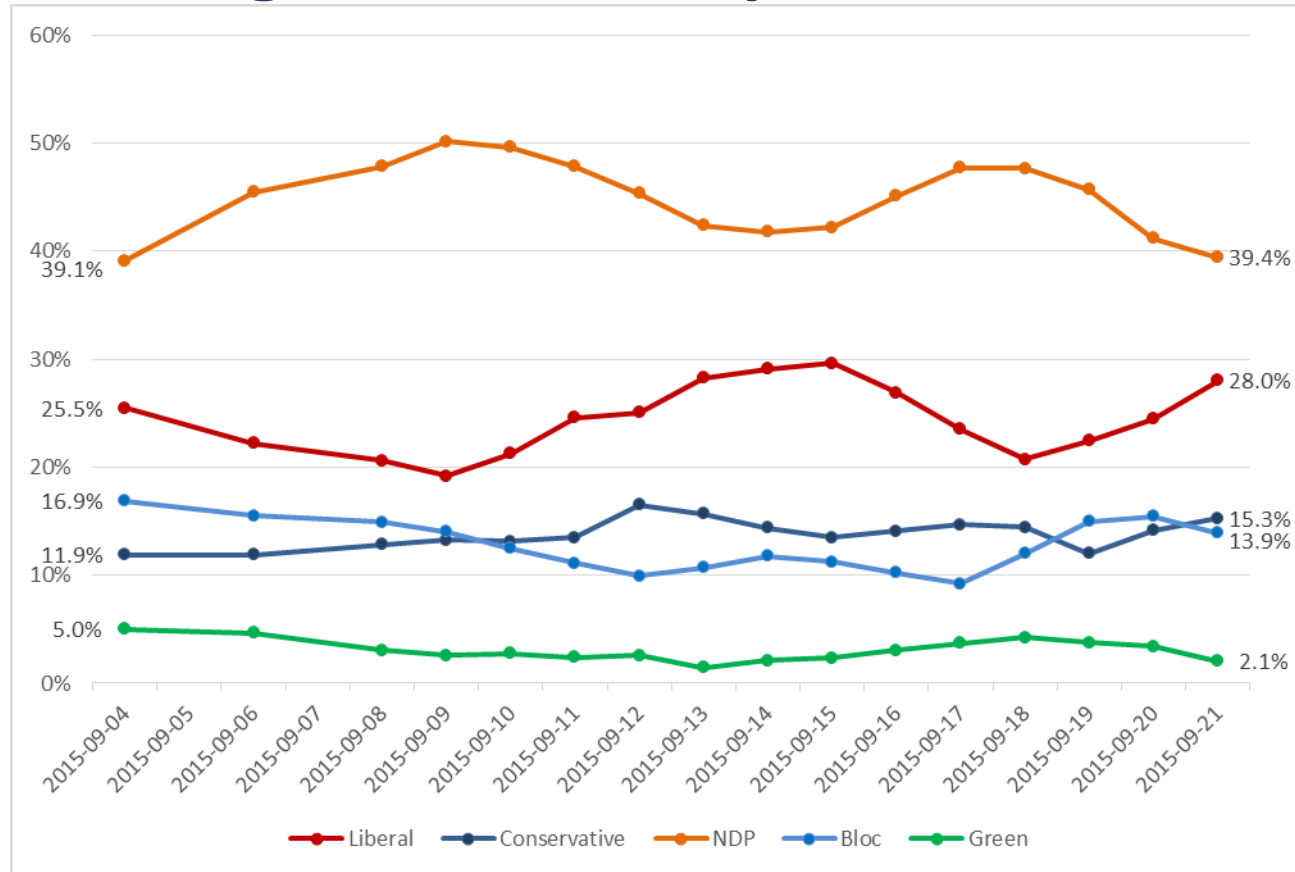
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for Quebec is based on 261 decided individuals. A sample of 261 respondents is accurate  $\pm 6.1$  percentage points, 19 times out of 20.

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# Ballot Tracking – Ontario Sept 19 - 21

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – Ontario Only.

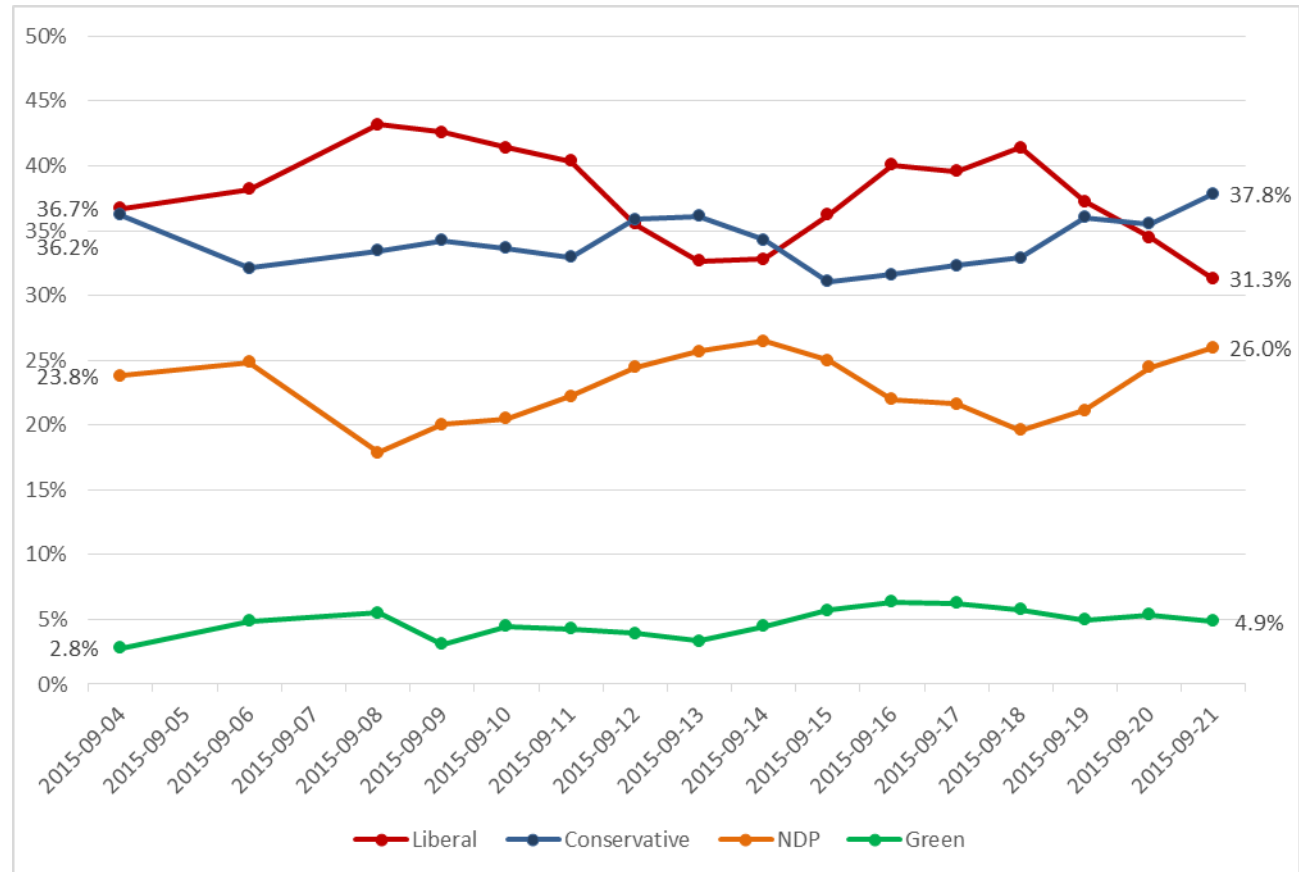
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for Ontario is based on 319 decided individuals. A sample of 319 respondents is accurate  $\pm 5.6$  percentage points, 19 times out of 20.

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# Ballot Tracking – Prairies Sept 19 - 21

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – Prairies (MB, SK, AB) Only.

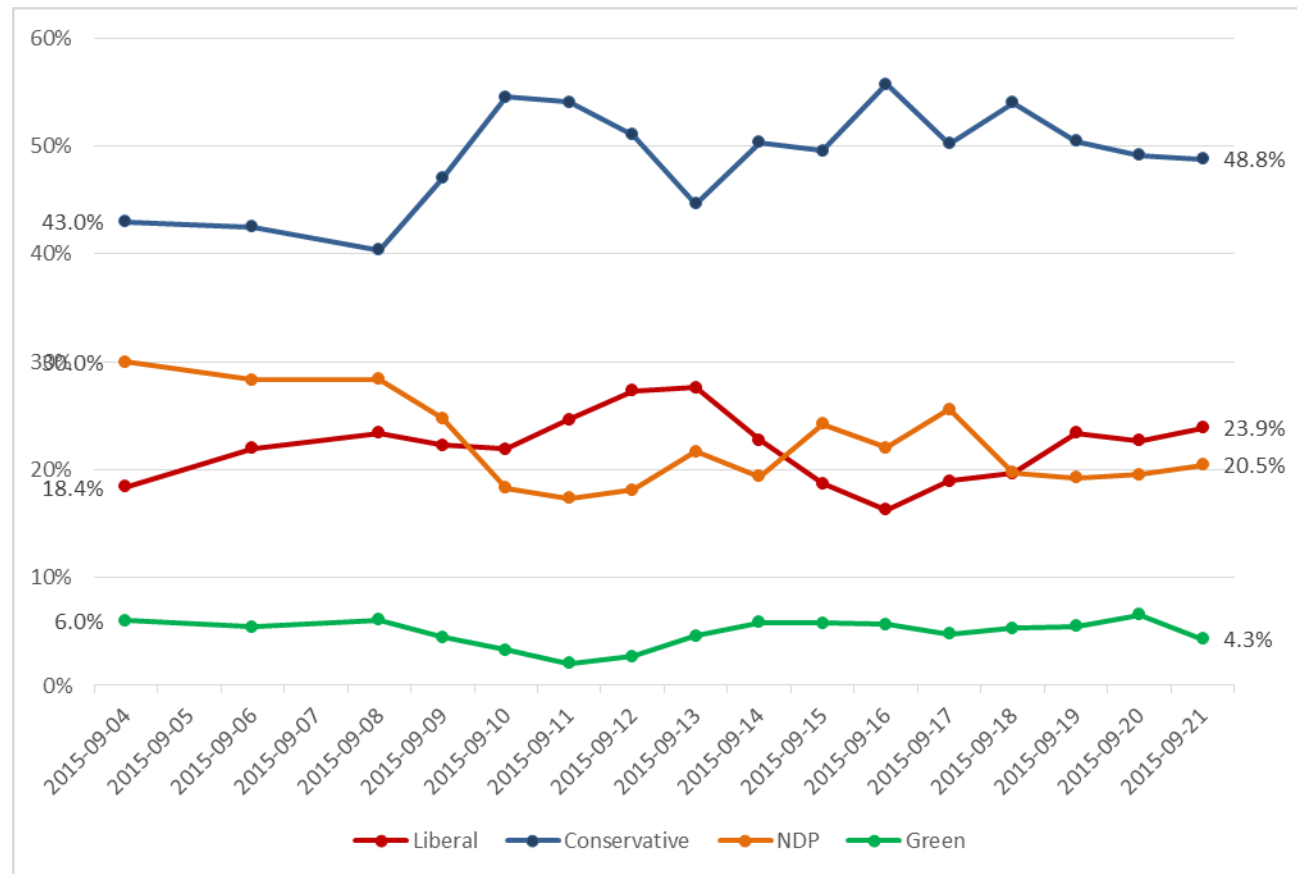
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for the Prairie is based on 219 decided individuals. A sample of 219 respondents is accurate  $\pm 6.7$  percentage points, 19 times out of 20.

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# Ballot Tracking – British Columbia Sept 19 - 21

**Question:** If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – British Columbia Only.

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

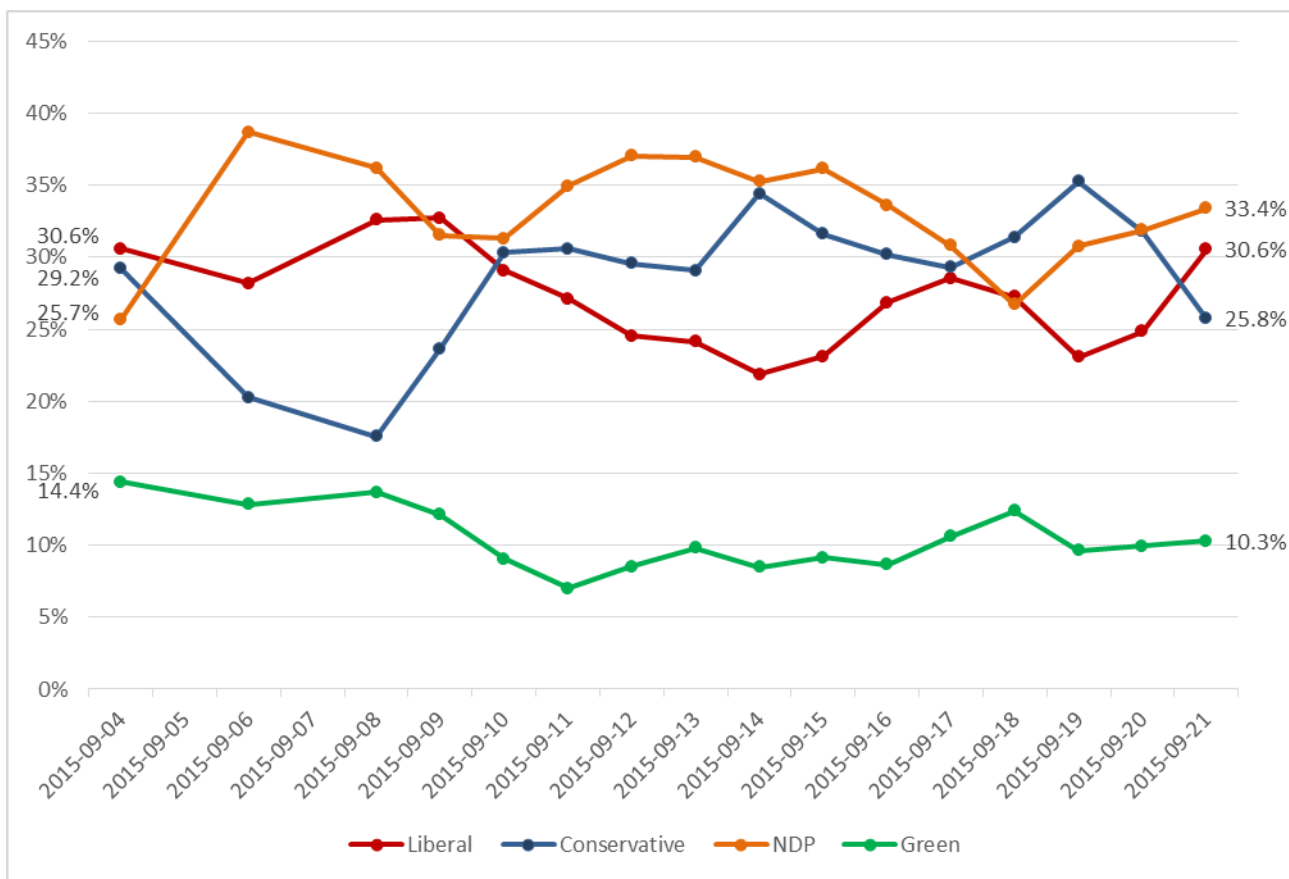
To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for British Columbia is based on 157 decided individuals. A sample of 157 respondents is accurate  $\pm 7.9$  percentage points, 19 times out of 20.

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# Survey Methodology

A national random telephone (land + cell) survey using live agents of 1,200 Canadians is conducted by Nanos Research throughout the campaign over a three day period. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is  $\pm 2.8\%$ , 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2011 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding. The research has been registered with the Marketing Research and Intelligence Association of which Nanos is a member.

# Technical Notes

Element	Description	Element	Description
Organization who commissioned the research	CTV; Globe and Mail; Nanos Research	Weighting of Data	The results were weighted by age and gender using the latest Census information (2011) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,200 Randomly selected individuals; three night rolling average of 400 voters a night; closing weekend oversample. The interviews are compiled into a three day rolling average of 1,200 interviews, where each week the oldest group of 400 interviews is dropped and a new group of 400 interviews is added.	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.
Margin of Error	±2.8 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	Tracking; RDD dual frame (land- and cell-lines) random telephone survey.	Stratification	By age and gender using the latest Census information (2011) 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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Nine percent, consistent with industry norms.
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.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was part of a nightly omnibus survey. The preceding module included questions about national issues of concern and ballot preferences.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The order of questions is as presented in the report with a randomization of the political leaders for the question involving leader qualities.
Number of Calls	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 5:00-9:00pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. 237 Email: nnanos@nanosresearch.com.
Field Dates	September 19 <sup>th</sup> , 20 <sup>th</sup> , and 21 <sup>st</sup> , 2015.		
Language of Survey	The survey was conducted in both English and French.		



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## 2015-702 - CTV/Globe Election Daily Ballot Tracking (September 19<sup>th</sup> - 21<sup>st</sup>) - STAT SHEET

Would you consider or not consider voting for any of the following FEDERAL political parties  
[Rotate Parties]

			Region						Gender		Age				
			Tracking Sept 19-21	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
The Liberal Party of Canada	Total	Unwgt N	1200	120	300	360	240	180	615	585	192	196	204	284	324
		Wgt N	1200	120	300	360	240	180	615	585	241	203	252	221	283
	Yes, would consider	%	50.0	65.4	45.7	51.3	40.4	57.5	50.7	49.4	60.4	53.5	50.3	47.4	40.6
	No, would not consider	%	41.5	26.0	45.5	39.2	51.3	36.7	42.0	41.0	33.7	40.8	39.5	44.3	48.3
	Unsure	%	8.4	8.6	8.8	9.6	8.3	5.8	7.3	9.6	5.9	5.8	10.2	8.3	11.1

Would you consider or not consider voting for any of the following FEDERAL political parties  
[Rotate Parties]

			Region						Gender		Age				
			Tracking Sept 19-21	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
The Conservative Party of Canada	Total	Unwgt N	1200	120	300	360	240	180	615	585	192	196	204	284	324
		Wgt N	1200	120	300	360	240	180	615	585	241	203	252	221	283
	Yes, would consider	%	40.2	33.1	30.1	45.0	54.9	32.6	43.3	37.0	38.1	36.0	43.2	31.1	49.6
	No, would not consider	%	52.5	60.7	62.7	47.7	39.0	57.4	49.9	55.2	56.8	58.8	48.3	59.5	42.4
	Unsure	%	7.3	6.2	7.2	7.2	6.1	10.0	6.9	7.8	5.1	5.1	8.5	9.3	8.1

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone survey of 400 eligible voters nightly throughout the campaign, as part of an omnibus survey. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. The margin of error for a random survey of 1,200 Canadians is  $\pm 2.8$  percentage points, 19 times out of 20.

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2015-702 - CTV/Globe Election Daily Ballot Tracking (September 19<sup>th</sup> - 21<sup>st</sup>) - STAT SHEET

Would you consider or not consider voting for any of the following FEDERAL political parties  
[Rotate Parties]

		Region							Gender		Age				
		Tracking Sept 19-21	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
The New Democratic Party of Canada	Total	Unwgt N	1200	120	300	360	240	180	615	585	192	196	204	284	324
		Wgt N	1200	120	300	360	240	180	615	585	241	203	252	221	283
	Yes, would consider	%	45.1	44.3	53.5	43.6	36.8	45.3	43.5	46.7	59.1	50.7	40.8	45.4	32.5
	No, would not consider	%	45.5	48.8	35.0	46.0	56.6	45.3	50.1	40.7	31.8	41.4	51.9	45.5	54.6
	Unsure	%	9.4	6.9	11.5	10.4	6.6	9.4	6.4	12.6	9.1	7.9	7.3	9.1	12.8

Would you consider or not consider voting for any of the following FEDERAL political parties  
[Rotate Parties]

			Region		Gender		Age				
			Tracking Sept 19-21	Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
The Bloc Quebecois (QC only)	Total	Unwgt N	300	300	155	145	54	60	54	67	65
		Wgt N	300	300	155	145	59	48	63	55	75
	Yes, would consider	%	24.5	24.5	17.6	31.8	25.2	26.9	27.4	23.4	20.6
	No, would not consider	%	68.1	68.1	75.3	60.5	71.9	70.2	60.5	69.8	69.1
	Unsure	%	7.4	7.4	7.1	7.7	2.9	3.0	12.1	6.8	10.3

Nanos conducted a RDD dual frame (land- and cell-lines) random telephone survey of 400 eligible voters nightly throughout the campaign, as part of an omnibus survey. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. The margin of error for a random survey of 1,200 Canadians is  $\pm 2.8$  percentage points, 19 times out of 20.



## 2015-702 - CTV/Globe Election Daily Ballot Tracking (September 19<sup>th</sup> - 21<sup>st</sup>) - STAT SHEET

Would you consider or not consider voting for any of the following FEDERAL political parties  
[Rotate Parties]

			Region						Gender		Age				
			Tracking Sept 19–21	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
The Green Party of Canada	Total	Unwgt N	1200	120	300	360	240	180	615	585	192	196	204	284	324
		Wgt N	1200	120	300	360	240	180	615	585	241	203	252	221	283
	Yes, would consider	%	24.7	19.0	19.9	25.2	21.1	40.0	23.1	26.3	34.8	28.1	23.1	22.5	16.5
	No, would not consider	%	67.6	73.5	69.1	66.2	73.3	56.3	70.4	64.5	55.4	65.6	69.2	70.7	75.4
	Unsure	%	7.8	7.5	11.1	8.6	5.7	3.7	6.5	9.2	9.8	6.3	7.6	6.7	8.1

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NANOS SURVEY

## 2015-702 - CTV/Globe Election Daily Ballot Tracking (September 19<sup>th</sup> - 21<sup>st</sup>) - STAT SHEET

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

			Region						Gender		Age				
			Tracking Sept 19-21	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Vote Profile	Total	Unwgt N	1200	120	300	360	240	180	615	585	192	196	204	284	324
		Wgt N	1200	120	300	360	240	180	615	585	241	203	252	221	283
	Liberal	%	27.0	41.7	24.4	27.7	21.9	26.7	28.6	25.3	22.3	28.8	27.4	30.0	26.8
	Conservative	%	27.8	21.4	13.3	33.5	44.7	22.5	29.8	25.8	21.0	22.3	31.8	24.1	37.0
	NDP	%	26.2	25.6	34.3	23.0	18.7	29.2	26.9	25.5	32.1	29.5	23.9	28.6	18.9
	Bloc	%	3.0	.0	12.1	.0	.0	.0	2.1	4.1	1.3	3.3	4.0	3.5	3.1
	Green	%	4.1	2.6	1.8	4.3	4.0	9.0	3.2	5.1	7.1	5.1	2.7	3.4	2.8
	Other	%	.9	1.1	1.1	.0	2.3	.0	.9	.8	1.5	.0	.8	1.3	.7
	Undecided	%	11.0	7.6	12.9	11.5	8.5	12.6	8.6	13.5	14.8	10.9	9.4	9.1	10.8

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## 2015-702 - CTV/Globe Election Daily Ballot Tracking (September 19<sup>th</sup> - 21<sup>st</sup>) - STAT SHEET

(First Ranked Response) If a FEDERAL election were held today, could you please rank your top two current local voting preferences?-[Decided Only - Unprompted]

			Region						Gender		Age				
			Tracking Sept 19-21	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	1067	111	261	319	219	157	560	507	162	175	185	257	288
		Wgt N	1068	111	261	319	220	157	562	506	205	181	228	201	252
	Liberal	%	30.3	45.1	28.0	31.3	23.9	30.6	31.3	29.2	26.2	32.3	30.3	33.0	30.0
	Conservative	%	31.3	23.2	15.3	37.8	48.8	25.8	32.6	29.8	24.6	25.1	35.1	26.5	41.4
	NDP	%	29.4	27.8	39.4	26.0	20.5	33.4	29.4	29.4	37.7	33.1	26.4	31.4	21.2
	Bloc	%	3.4	.0	13.9	.0	.0	.0	2.3	4.7	1.5	3.7	4.4	3.8	3.5
	Green	%	4.6	2.8	2.1	4.9	4.3	10.3	3.5	5.9	8.3	5.8	3.0	3.7	3.1
	Other	%	1.0	1.2	1.3	.0	2.5	.0	1.0	.9	1.7	.0	.8	1.5	.7

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