

Liberals gain advantage as election enters holiday weekend

Nanos National Nightly Tracking, Three day rolling average of 1,200 voters (October 7th, 8th, and 9th, 2015) released October 10th, 2015 (6 am Eastern)

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NEWS

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At a glance

- **National Ballot** – Nightly tracking completed by Nanos has the Liberals at 34.8% followed by the Conservatives at 28.6%, the NDP at 24.9%, and the Greens at 5.4% nationally.
- **Accessible Vote** – Asked a series of independent questions as to whether they would consider or not consider voting for a party, 50.5% of Canadians would consider voting Liberal, 43.3% would consider voting NDP, 37.7% would consider voting Conservative, 26.2% would consider voting Green and 35.7% would consider voting Bloc (Quebec only).

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NANOS SURVEY

Nanos Ballot Data Summary: October 7 - 9

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 ± 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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		Oct 9	Oct 8	1 Week Ago	1 Month Ago (Sept 9)	3 Months Ago (July 4)	1 Year Ago	12 Month High	12 Month Low
Ballot	Conservative	28.6%	31.0%	30.5%	28.6%	28.5%	28.1%	33.0%	25.4%
	NDP	24.9%	25.0%	25.1%	30.6%	30.4%	20.9%	32.9%	19.1%
	Liberal	34.8%	34.0%	34.6%	32.1%	30.2%	39.9%	43.0%	26.8%
	Green	5.4%	4.2%	4.8%	4.8%	5.8%	6.1%	7.7%	3.4%
	Bloc	5.5%	5.3%	4.5%	3.6%	4.0%	4.0%	6.7%	2.3%
	Undecided	10.6%	10.4%	8.1%	11.1%	13.5%	17.2%	21.5%	8.1%
Party Consider	Conservative	37.7%	39.2%	40.5%	37.1%	38.9%	40.6%	44.7%	35.1%
	NDP	43.3%	42.6%	45.7%	49.8%	50.2%	45.6%	53.3%	40.3%
	Liberal	50.5%	49.1%	50.9%	48.3%	46.5%	58.8%	59.7%	42.9%
	Green	26.2%	24.4%	25.8%	22.7%	26.9%	28.2%	30.5%	21.6%
	Bloc	35.7%	31.2%	29.8%	24.0%	28.6%	29.7%	39.6%	21.7%



National Ballot October 7 - 9

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

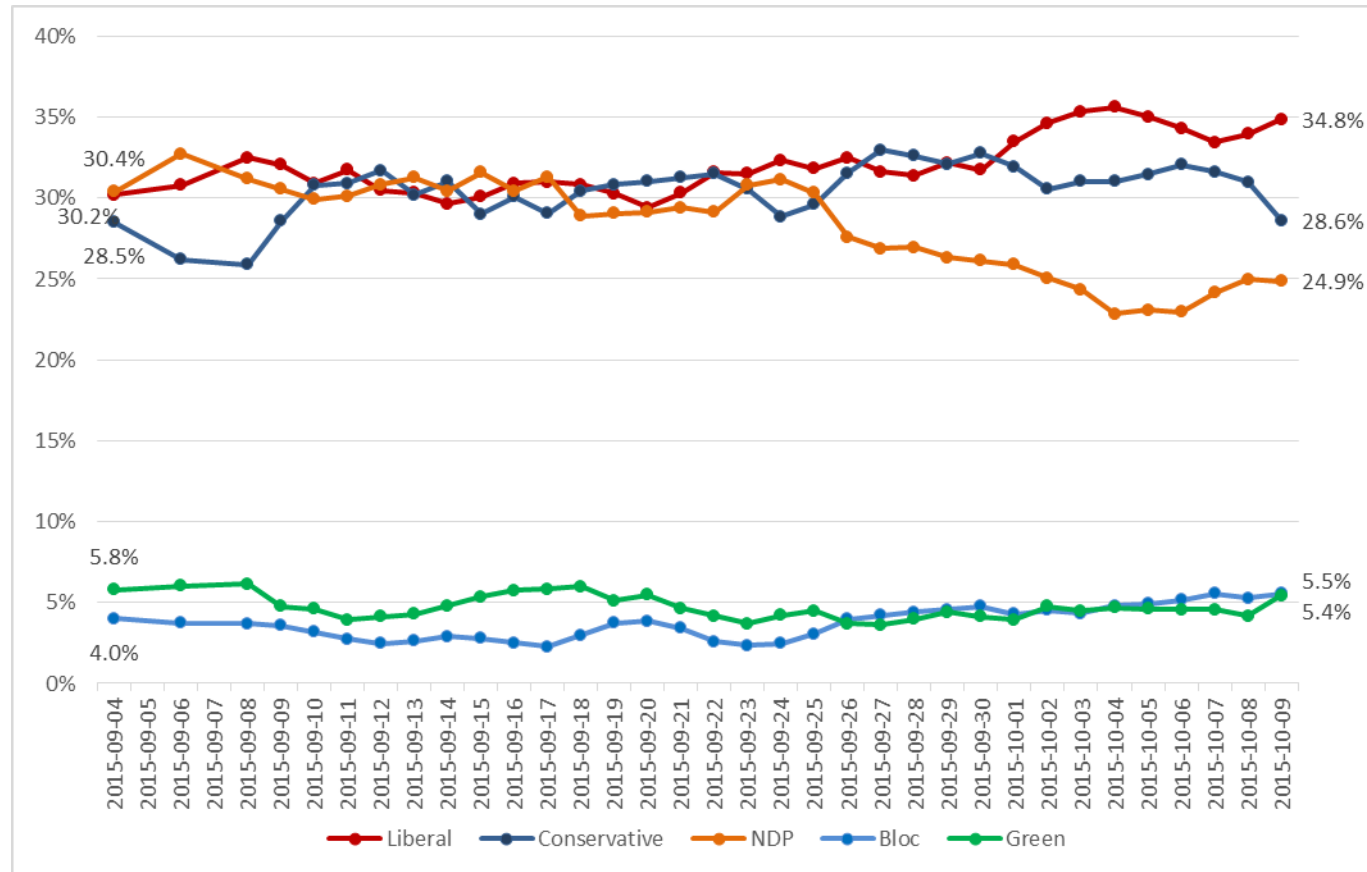
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error 1,075 decided voters is ± 3.0 percentage points, 19 times out of 20.

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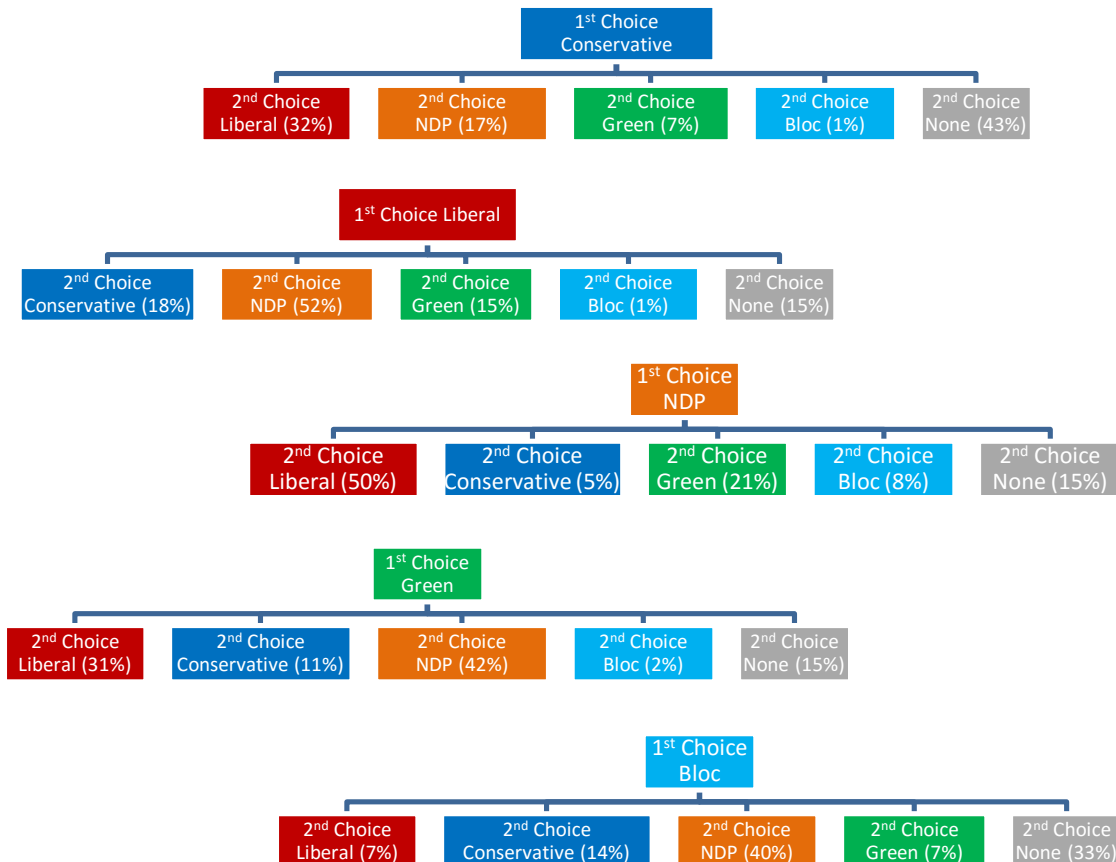


Anatomy of 2nd Choice October 7 - 9

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 ± 2.8 percentage points, 19 times out of 20. The margin of error will vary for subpopulations such as supporters for the respective parties. Note Bloc and Green second choice based on small sample sizes.

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Ballot Tracking – Atlantic October 7 - 9

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

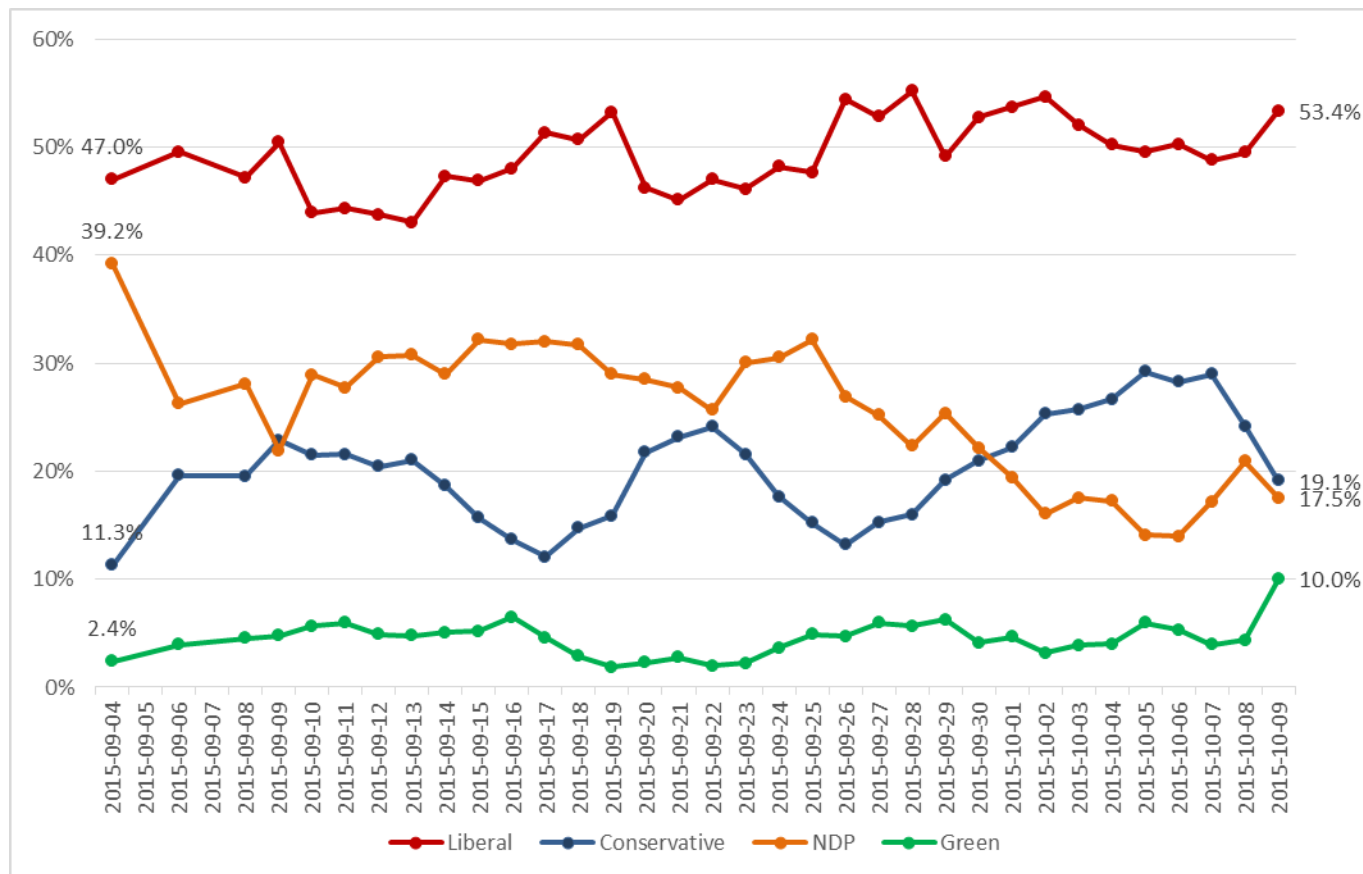
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for Atlantic Canada is based on 102 decided individuals. A sample of 102 respondents is accurate ± 9.9 percentage points, 19 times out of 20.

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Ballot Tracking – Quebec October 7 - 9

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

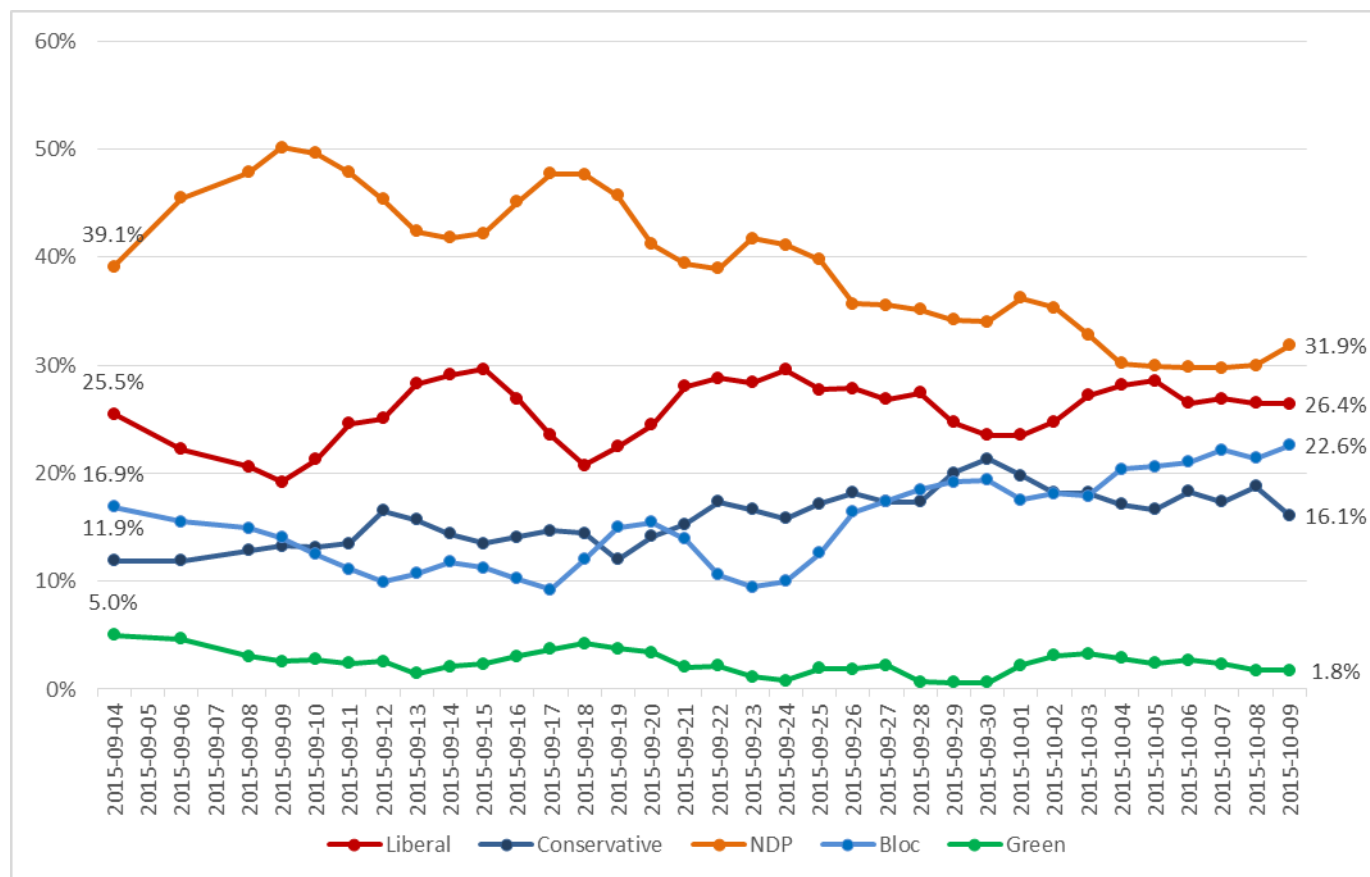
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for Quebec is based on 262 decided individuals. A sample of 262 respondents is accurate ± 6.1 percentage points, 19 times out of 20.

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Ballot Tracking – Ontario October 7 - 9

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

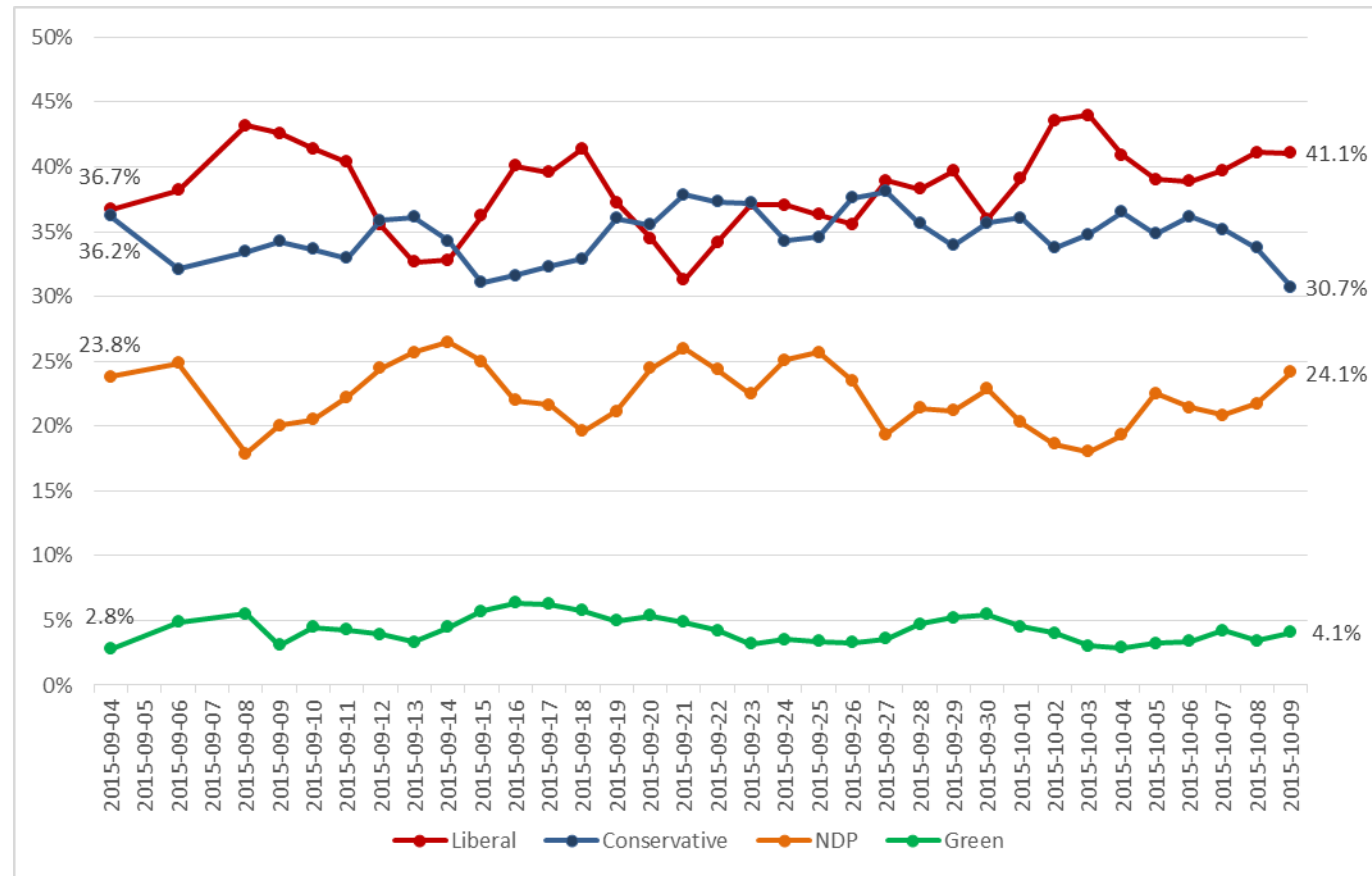
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for Ontario is based on 328 decided individuals. A sample of 328 respondents is accurate ± 5.5 percentage points, 19 times out of 20.

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Ballot Tracking – Prairies October 7 - 9

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.

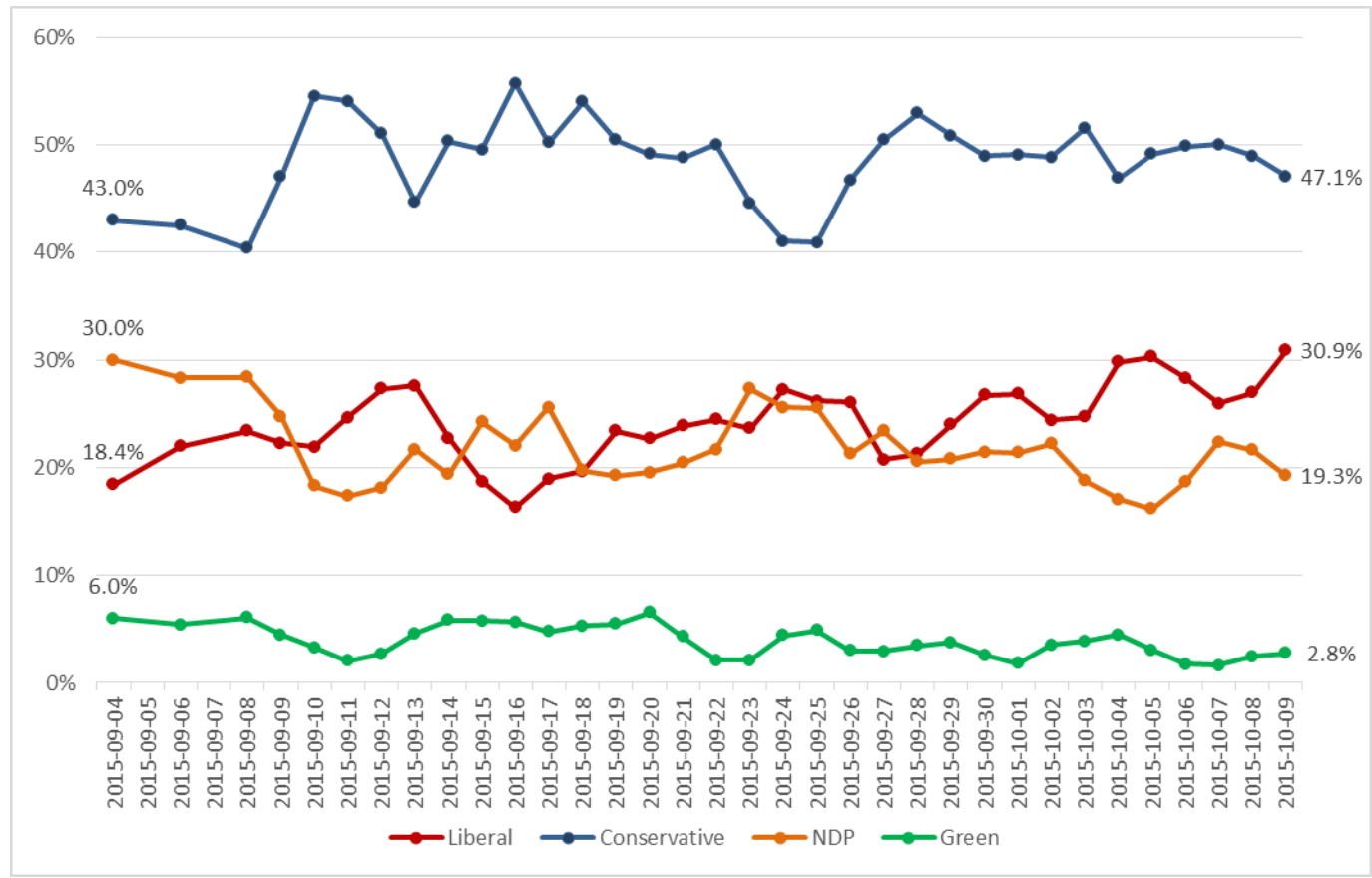
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews.

To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample for the Prairie is based on 223 decided individuals. A sample of 223 respondents is accurate ± 6.7 percentage points, 19 times out of 20.

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Ballot Tracking – British Columbia October 7 - 9

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 160 decided individuals. A sample of 160 respondents is accurate ± 7.9 percentage points, 19 times out of 20.

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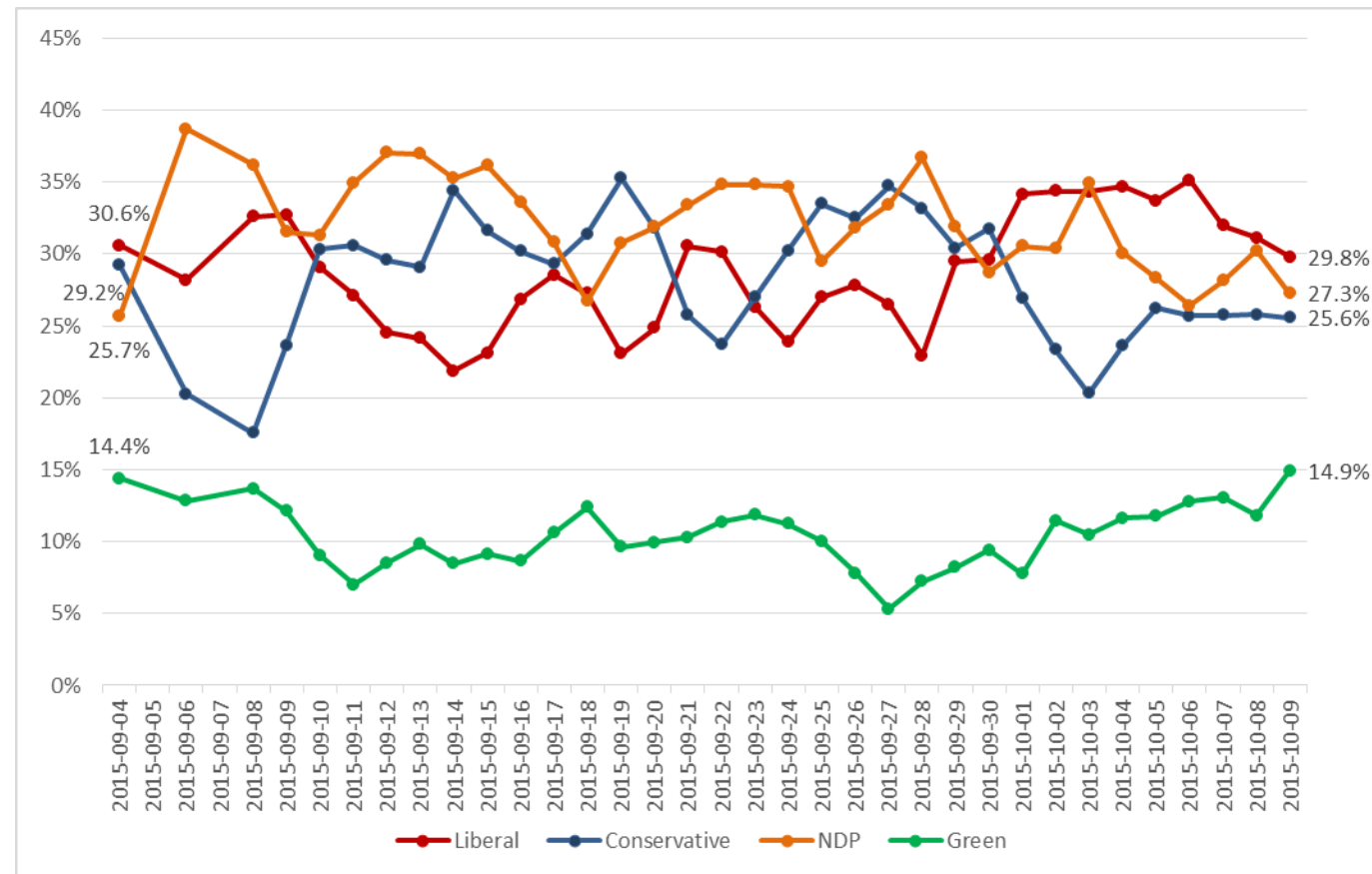
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Survey Methodology

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. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. 237 Email: nnanos@nanosresearch.com.
Field Dates	October 7 th , to 9 th , 2015.		
Language of Survey	The survey was conducted in both English and French.		



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