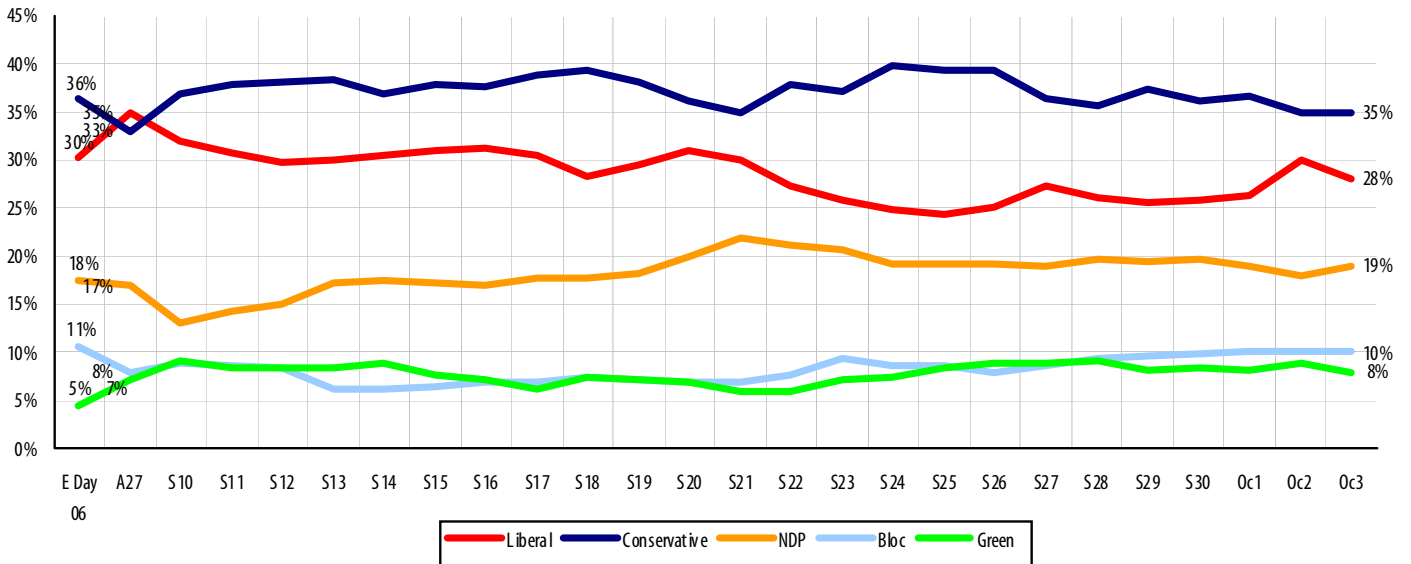




## Tories lead Grits by seven points



### FIRST RANKED BALLOT (N=1,202 Canadians, 1,008 decided voters)



### REGIONAL BALLOTS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Oct 2	Oct 3	Oct 2	Oct 3	Oct 2	Oct 3	Oct 2	Oct 3	Oct 2	Oct 3
	%	%	%	%	%	%	%	%	%	%
<b>Conservative</b>	35	35	26	31	20	17	36	36	47	48
<b>Liberal</b>	30	28	42	41	24	26	36	35	24	21
<b>NDP</b>	18	19	22	21	11	9	19	22	20	22
<b>BQ</b>	10	10	-	-	39	40	-	-	-	-
<b>Green</b>	9	8	10	8	7	8	10	7	9	9
<b>Accuracy</b>	± 3.1	± 3.1	± 10.0	± 10.2	± 6.3	± 6.3	± 5.7	± 5.7	± 5.3	± 5.2
<b>Undecided</b>	16	16	18	20	18	17	15	16	16	14

\*Note: Percentages may not add up to 100 due to rounding.

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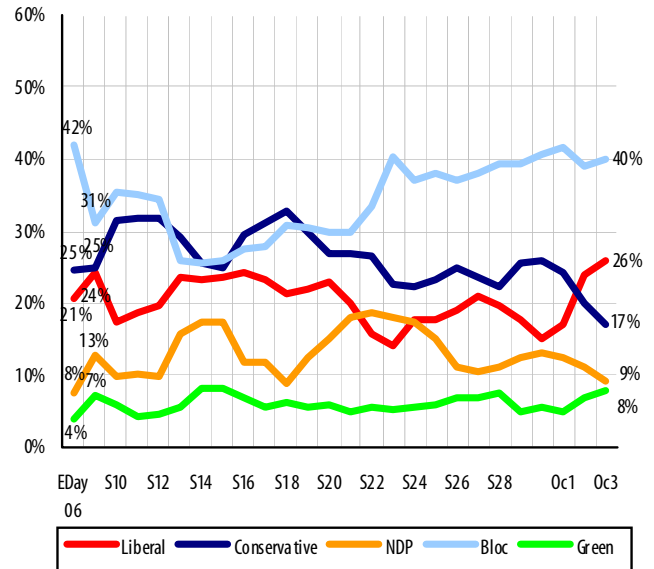
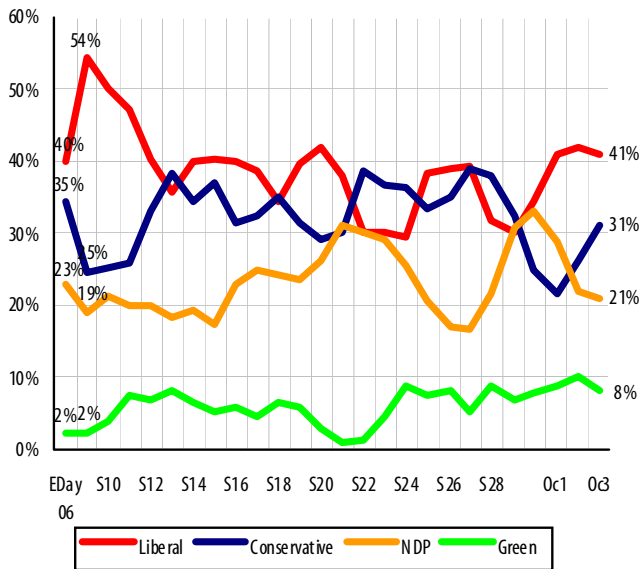


## Conservative slide in Quebec continues



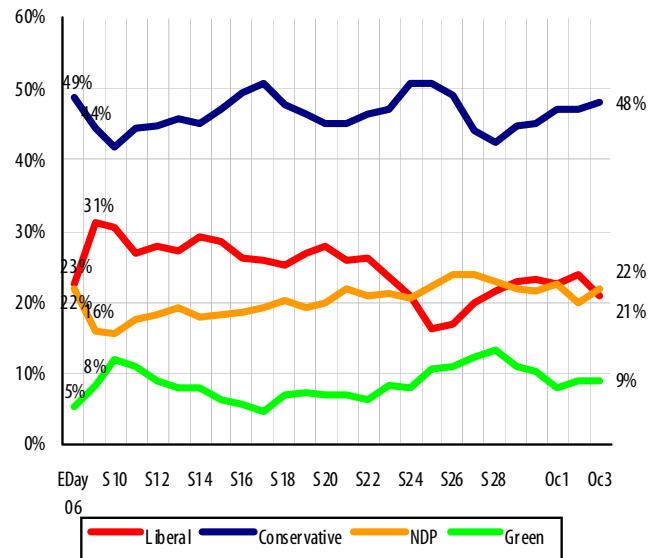
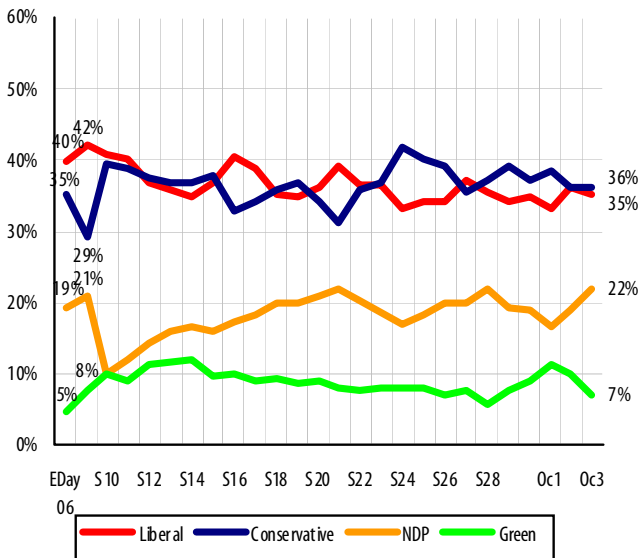
### ATLANTIC CANADA (96 Decided Voters, Accuracy ±10.2)

### QUEBEC (246 Decided Voters, Accuracy ±6.3)

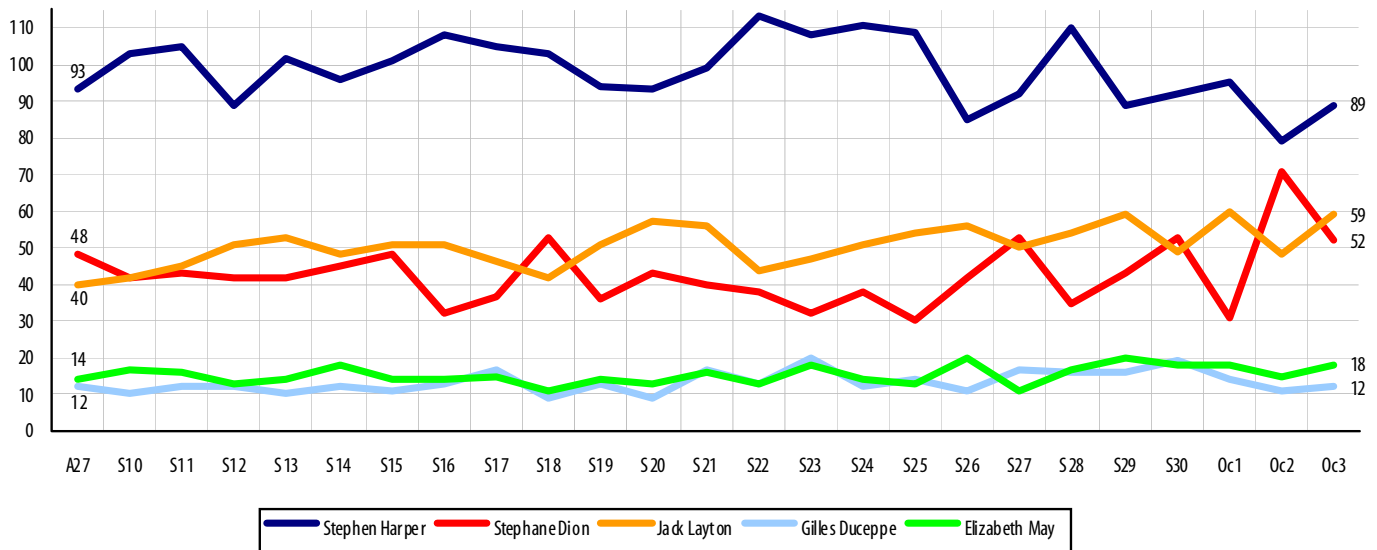


### ONTARIO (302 Decided Voters, Accuracy ±5.7)

### WESTERN CANADA (364 Decided Voters, Accuracy ±5.2)



Harper and Layton up overnight, Harper leads Layton by 30 points and Dion by 37



## LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	Oct 2	Oct 3	Oct 2	Oct 3	Oct 2	Oct 3	Oct 2	Oct 3
	%	%	%	%	%	%		
<b>Stephen Harper</b>	26	28	27	33	26	28	79	89
<b>Jack Layton</b>	18	22	13	19	17	18	48	59
<b>Stephane Dion</b>	21	16	26	16	24	20	71	52
<b>Elizabeth May</b>	6	9	4	3	5	6	15	18
<b>Gilles Duceppe</b>	4	5	4	4	3	3	11	12
<b>None of them/Undecided</b>	25	21	26	26	26	26		
<b>Accuracy</b>	± 5.0	± 5.0	± 5.0	± 5.0	± 5.0	± 5.0		

\*Note: Percentages may not add up to 100 due to rounding.

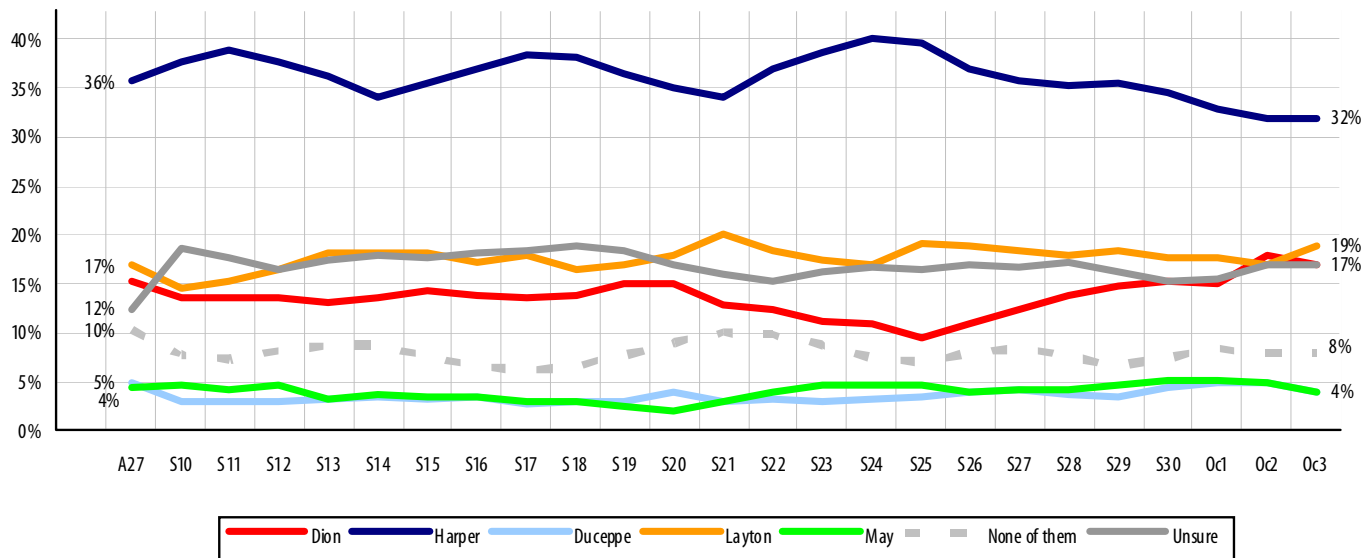
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## Harper leads Layton as best PM by 13 points



### BEST PRIME MINISTER (N=1,202 Canadians)



### REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Oct 2	Oct 3	Oct 2	Oct 3	Oct 2	Oct 3	Oct 2	Oct 3	Oct 2	Oct 3
	%	%	%	%	%	%	%	%	%	%
Harper	32	32	24	25	25	18	33	31	42	44
Layton	17	19	22	24	16	19	19	22	14	16
Dion	18	17	21	23	14	19	19	19	14	11
May	5	4	6	4	2	5	4	2	6	6
Duceppe	5	4	0	1	19	13	0	0	1	1
None	8	8	9	8	10	9	8	7	6	6
Undecided	17	17	18	15	14	18	17	18	17	16
Accuracy	± 2.8	± 2.8	± 9.1	± 9.1	± 5.7	± 5.7	± 5.2	± 5.2	± 4.8	± 4.8

\*Note: Percentages may not add up to 100 due to rounding.

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## METHODOLOGY



### CPAC Questions

1. If a FEDERAL election were held today, could you please rank your top two current local voting preferences? (First ranked reported)
2. Are you currently leaning towards any particular FEDERAL party, and if you are, which party would that be?

As you may know, [ROTATE all five federal leaders with name and party]. Which of the federal leaders would you best describe as:

3. Most trustworthy
4. Most competent
5. Best vision for Canada's future
6. Of the following individuals, who do you think would make the best Prime Minister? [ROTATE names of all five party leaders]

### Methodology

A national random telephone survey is conducted nightly by Nanos Research throughout the campaign. 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 accuracy is  $\pm 2.9\%$ , 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 2006 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.

### Leadership Index Score Methodology

Every day, Nanos will report on a daily leadership index score. The leadership index score is a summation of the three leadership indicators (trustworthy, competence, vision). For example, on August 27<sup>th</sup> (A27), Elizabeth May received a Leadership Index Score of 14 because 6% of Canadians identified Elizabeth May as the most trustworthy leader, 3% said she was the most competent and 5% said she had the best vision for Canada

The Leadership Index Score will be tracked daily with updated results from the previous night of polling. Unlike the other measures tracked by Nanos, the leadership index score will not be based on a three-day rolling sample. It will be reported from results the evening before. This will allow Nanos to measure the performance of the federal party leaders and the key factors driving performance on a daily basis.

### About Nanos

Established in 1987, Nanos Research is a full service public opinion research and management consulting firm. For more information on our full range of services please visit our website [www.nanosresearch.com](http://www.nanosresearch.com).

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