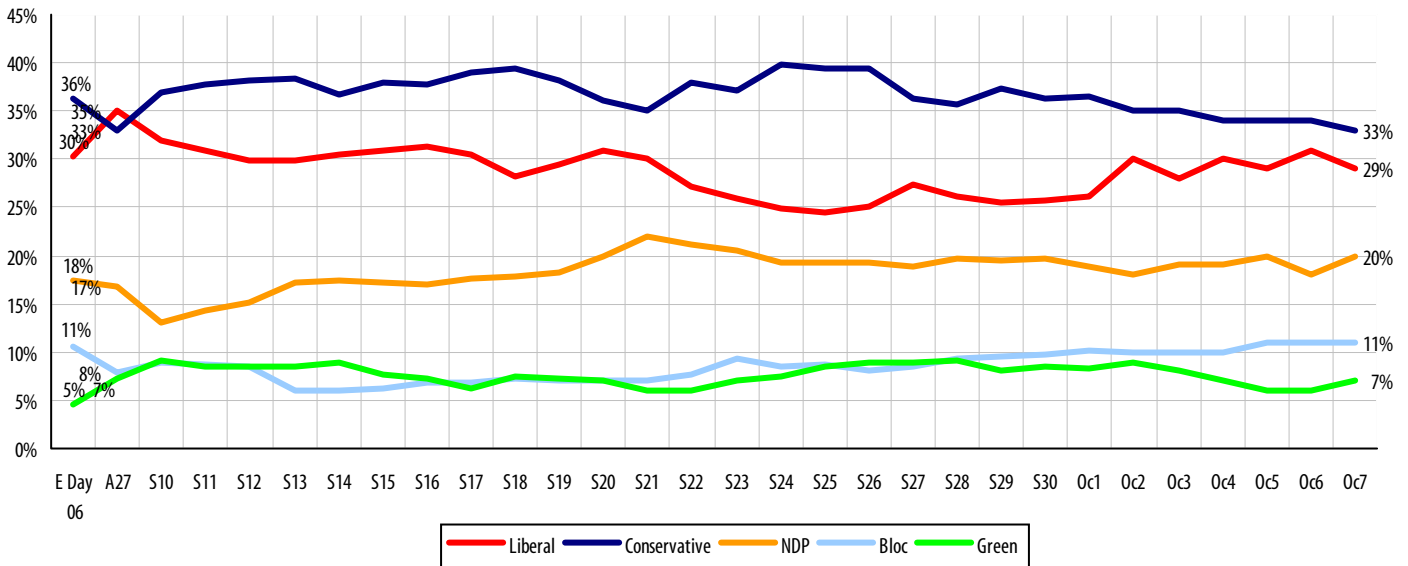




## Election race remains close, Tory lead holds at 4 points



### FIRST RANKED BALLOT (N=1,200 Canadians, 1,016 decided voters)



### REGIONAL BALLOTS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Oct 6	Oct 7	Oct 6	Oct 7	Oct 6	Oct 7	Oct 6	Oct 7	Oct 6	Oct 7
	%	%	%	%	%	%	%	%	%	%
<b>Conservative</b>	34	33	33	31	20	20	31	28	47	48
<b>Liberal</b>	31	29	39	31	22	21	40	40	26	25
<b>NDP</b>	18	20	25	32	11	13	22	22	18	18
<b>BQ</b>	11	11	-	-	46	45	-	-	-	-
<b>Green</b>	6	7	3	6	2	2	7	10	8	9
<b>Accuracy</b>	± 3.1	± 3.1	± 9.9	± 10.1	± 6.4	± 6.4	± 5.6	± 5.5	± 5.2	± 5.2
<b>Undecided</b>	15	15	15	20	20	20	13	13	13	13

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

Media inquiries should be directed to: Nik Nanos at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates. For a detailed explanation on the methodology, please refer to page 5 of this release.

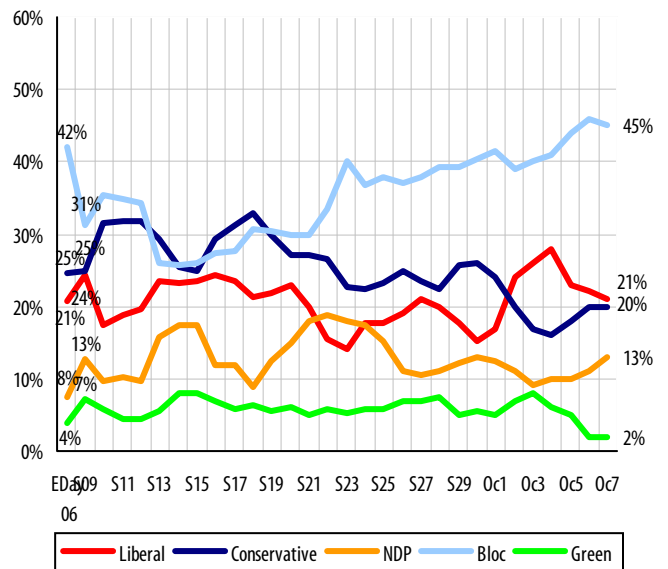
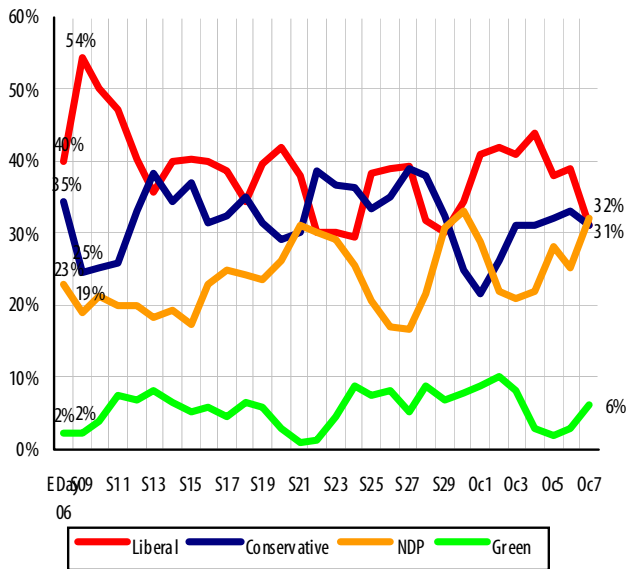


## Three-way tie in Atlantic, Conservative support sliding in Ontario



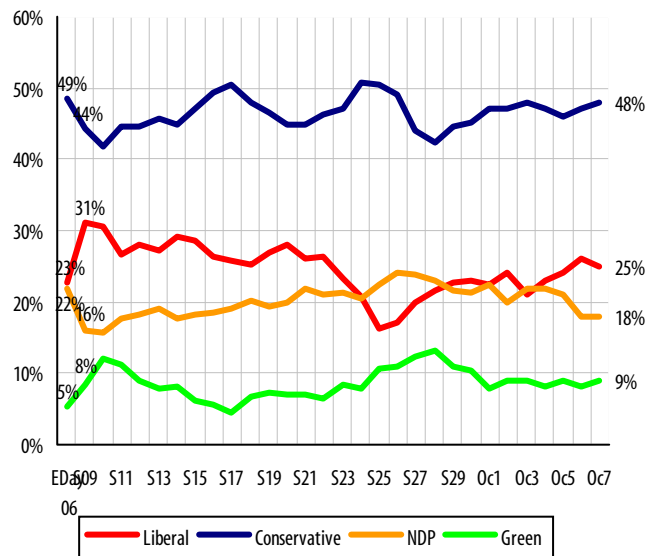
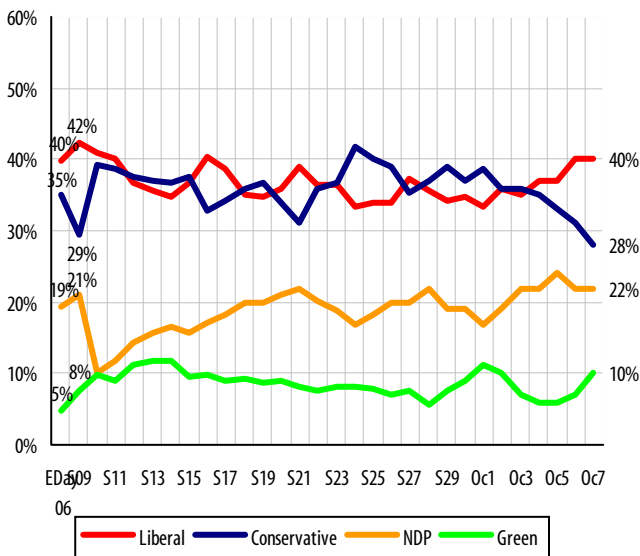
### ATLANTIC CANADA (97 Decided Voters, Accuracy ±10.1)

### QUEBEC (239 Decided Voters, Accuracy ±6.4)



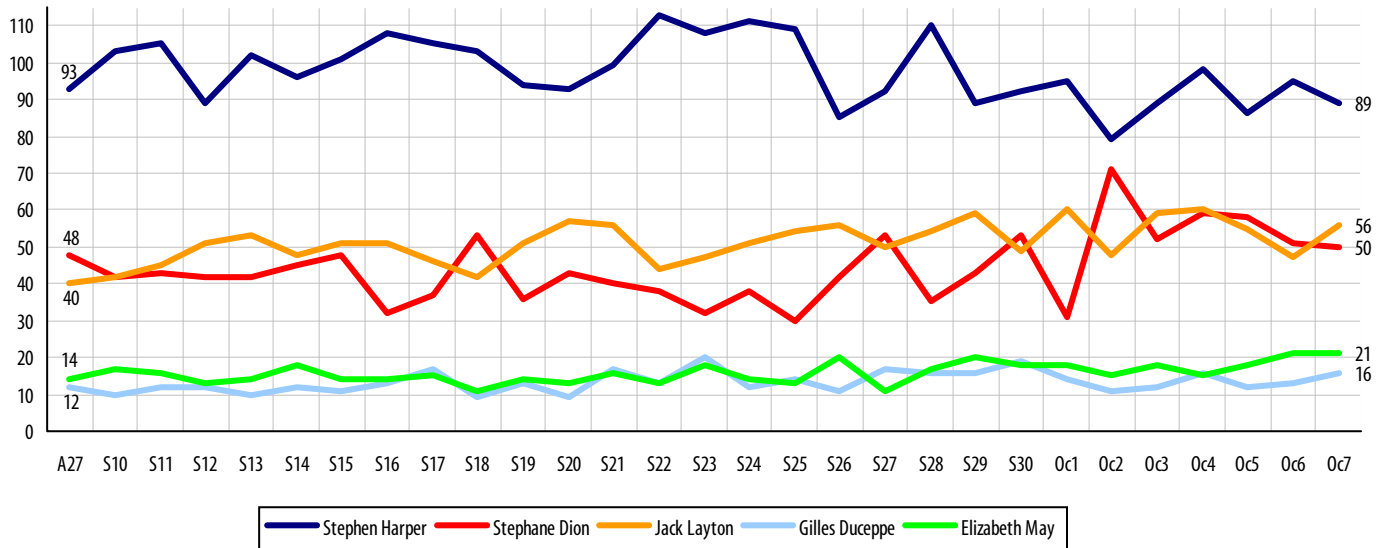
### ONTARIO (319 Decided Voters, Accuracy ±5.5)

### WESTERN CANADA (361 Decided Voters, Accuracy ±5.2)





## Harper leads, Layton regains second place overnight



### LEADERSHIP INDICATORS

	Trust		Competence		Vision for Canada		Leadership Index Score	
	Oct 6	Oct 7	Oct 6	Oct 7	Oct 6	Oct 7	Oct 6	Oct 7
	%	%	%	%	%	%		
<b>Stephen Harper</b>	30	27	37	35	28	27	95	89
<b>Jack Layton</b>	18	20	13	18	16	18	47	56
<b>Stephane Dion</b>	17	15	15	16	19	19	51	50
<b>Elizabeth May</b>	9	8	5	5	7	8	21	21
<b>Gilles Duceppe</b>	4	8	4	3	5	5	13	16
<b>None of them/Undecided</b>	22	20	27	22	24	24		
<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.

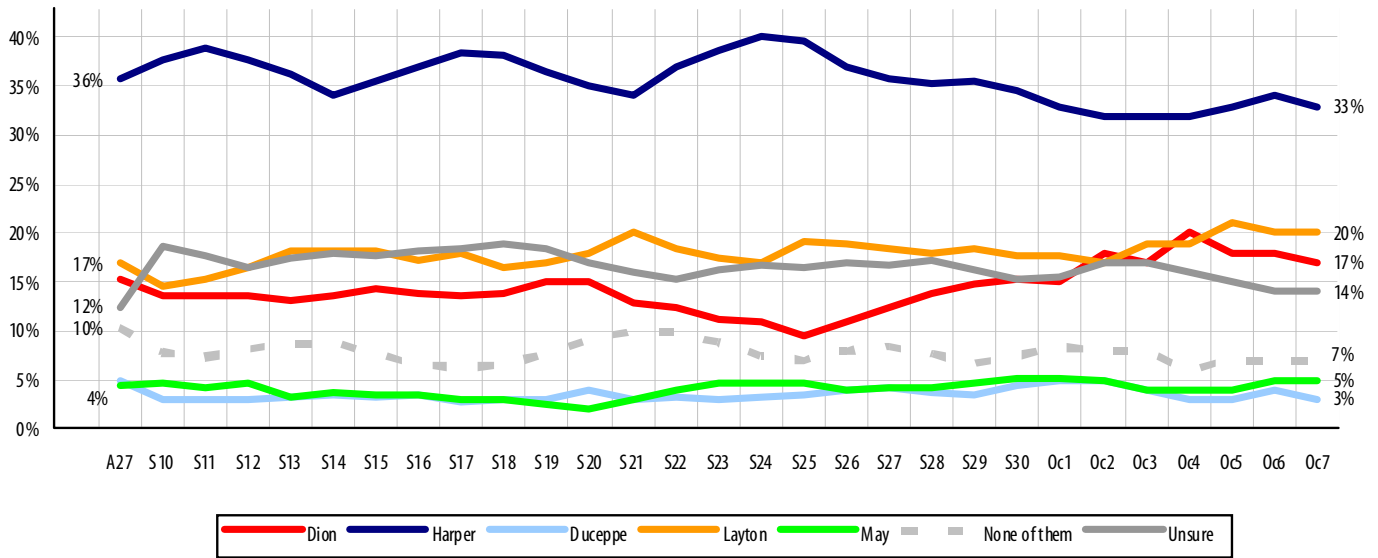
Media inquiries should be directed to: Nik Nanos at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates. For a detailed explanation on the methodology, please refer to page 5 of this release.



## Harper leads as best PM by 13 points, Layton second



### BEST PRIME MINISTER (N=1,200 Canadians)



### REGIONAL NUMBERS

	Canada		Atlantic Canada		Quebec		Ontario		Western Canada	
	Oct 6	Oct 7	Oct 6	Oct 7	Oct 6	Oct 7	Oct 6	Oct 7	Oct 6	Oct 7
	%	%	%	%	%	%	%	%	%	%
<b>Harper</b>	34	33	29	28	22	20	32	32	46	46
<b>Layton</b>	20	20	33	32	20	20	20	20	15	15
<b>Dion</b>	18	17	19	15	20	18	23	21	13	13
<b>May</b>	5	5	3	2	2	3	5	8	6	6
<b>Duceppe</b>	4	3	-	-	12	12	1	1	1	-
<b>None</b>	7	7	6	10	8	9	5	6	7	6
<b>Undecided</b>	14	14	10	13	17	18	13	13	13	14
<b>Accuracy</b>	± 2.8	± 2.8	± 9.2	± 9.0	± 5.7	± 5.8	± 5.2	± 5.2	± 4.9	± 4.9

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

Media inquiries should be directed to: Nik Nanos at [nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com) or (613) 234-4666 x237. Visit the Nanos website to sign up for instant email updates. For a detailed explanation on the methodology, please refer to page 5 of this release.



## 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).

Media inquiries should be directed to:

Nik Nanos

President and CEO

Nanos Research

[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)

(613) 234-4666 ext. 237