

# Election 2011

## Nightly Tracking



THE GLOBE AND MAIL

May 1, 2011

## Last CTV News/Globe/Nanos poll of the election

For a pollster, the closing weekend of the campaign is the proverbial sweet spot. It is the closest approximation of the result - short of research on Election Day. In my experience, I've seen everything from "bandwagon" to "recoil" to "steady as she goes" effects in the last 48 hours of the campaign.

In this particular case, the Nanos nightly tracking for CTV News and The Globe and Mail completed Sunday has the Tories at 37.1%, the NDP at 31.6%, the Grits at 20.5%, the BQ at 5.7%, the Greens at 3.8% and other parties at 1.4% nationally. This is based on our final two days of tracking (April 30-May 1).

For the purposes of transparency I have included the individual three day numbers including a two and three day rolling average. Of note, on the Sunday before the campaign Nanos doubled its one day sample to 800 voters. The percentages below are based on decided voters. The key factors to consider include voter turnout and also the capability of the respective party campaign organizations to deliver their vote. We know from Elections Canada that the turnout at the advance polls was higher in this election compared to 2008 (up 34.5%). With the NDP pickup in regions where they were not previously strong such as Quebec, the reality is that they will need to generally rely on their new-found supporters to get themselves out on Election Day.

	Friday One Day April 29 (n=353, decided voters)	Saturday One Day April 30 (n=352, decided voters)	Sunday One Day May 1 (n=702, decided voters)	<u>Three Day Track</u> April 29 – May 1 (n=1,407, decided voters)	<u>Two Day Track</u> April 30-May1 (n=1,054, decided voters)
Conservative Party	36.5%	33.8%	38.7%	36.9%	37.1%
New Democratic Party	31.7%	33.8%	30.5%	31.6%	31.6%
Liberal Party	23.5%	19.9%	20.9%	21.3%	20.5%
Bloc Quebecois	3.7%	7.1%	5.0%	5.2%	5.7%
Green Party	3.7%	4.0%	3.7%	3.7%	3.8%
Other	0.8%	1.4%	1.3%	1.3%	1.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%
Margin of Error (19 times out of 20)	±5.3	±5.3	±3.7	±2.6	±3.0
Undecided Voters	11.7%	12.2%	12.2%	12.1%	12.2%

What we know at this point, assuming the trends continue, is that the Layton New Democrats will have their best showing in history. The Ignatieff Liberals will come third in terms of popular vote and the separatist BQ on Monday will be dealt a resounding rebuke from Quebecers registering their worst showing in BQ history.

Remember, read any poll and think of the range of possible results because of the margin of error. With the Tories at 37% and the NDP at 32% a survey accurate three percentage points plus or minus 19 times out of 20, the actual results could be 37-32 (likely Tory minority), 40-29 (likely Tory majority) or a dead tie at 34-33 for the Tories and/or the New Democrats (who knows).

There are three big unknowns in terms of the percentage vote and the final seat count. Will voter turnout be high, normal or low? Who has the best ground game? How will local vote splits have an impact on the actual riding outcomes?

All this to say campaigns count, the ability for the parties to wage a ground war is critical, the great mood of voters from across the country and the elusive vote splits are all factors that will determine who wins and by how much.

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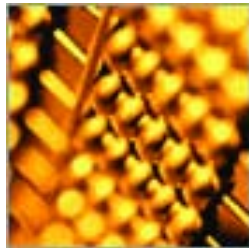
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# The Nanos Approach

At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients’ business, marketing, public affairs and communications needs.



## Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with a national omnibus surveys. We’ll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

## The Right Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue
- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting



# A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.

**Nanos Research is the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.**



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