

Election 2011

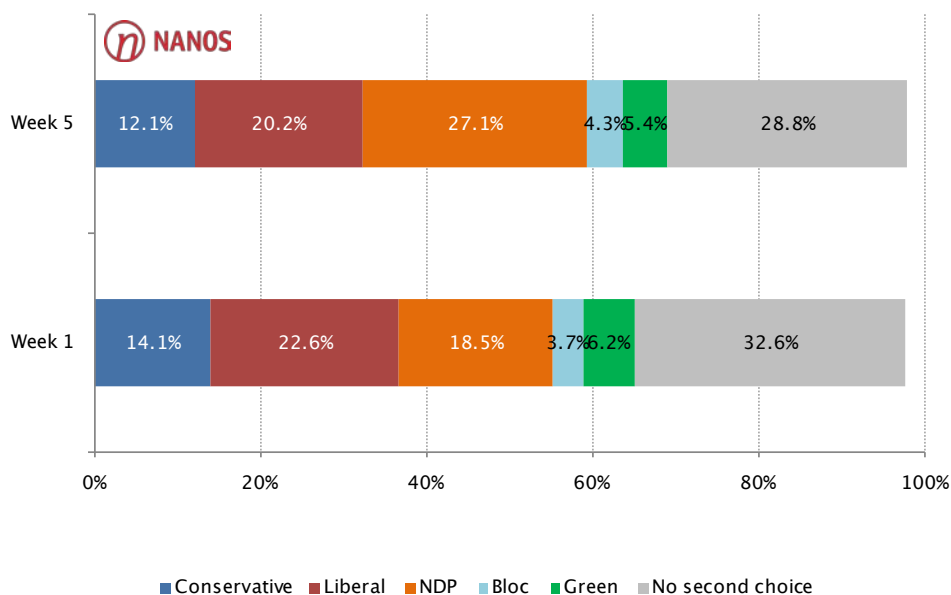
Nightly Tracking



May 1, 2011

NDP registers 2nd choice growth among all parties

QUESTION: For those parties you would consider voting for federally, could you please rank your top two current local preferences? (Committed voters only – Second choice) – Seven Day Rollup (Week 1, Mar 27 – Apr 2; Week 5, Apr 20 – Apr 28)



SECOND CHOICE WEEK 1 COMPARED TO WEEK 5

Second Choice (%)**	1 st Choice Conservative		1 st Choice Liberal		1 st Choice NDP		1 st Choice Bloc Québécois	
	Week 1	Week 5	Week 1	Week 5	Week 1	Week 5	Week 1	Week 5
	(n=911)	(n=870)	(n=632)	(n=550)	(n=380)	(n=613)	(n=189)	(n=148)
	%	%	%	%	%	%	%	%
2 nd Choice Conservative	-	-	34.7	25.5	16.1	18.6	14.3	9.6
2 nd Choice NDP	10.9	28.4	32.3	43.7	-	-	39.7	62.5
2 nd Choice Liberal	31.6	23.1	-	-	39.2	35.7	22.2	17.3
2 nd Choice Bloc Québécois	2.9	0.8	3.0	2.6	8.2	11.9	-	-
No Second Choice	48.3	43.4	22.6	23.1	21.8	21.1	13.2	5.2
Margin of error	±3.3	±3.3	±3.9	±4.2	±5.1	±4.0	±7.2	±8.2

* Note: Small sample size

**Note: Percentages may not add up to 100 due to rounding or support for OTHER parties

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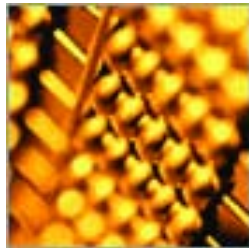
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At Nanos Research, we are experts at helping public-facing companies and organizations connect with the “hearts and minds” of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building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



Getting Started

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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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