

# National Ballot



December 27, 2011

## Tories lead ballot, NDP inches ahead of Liberals

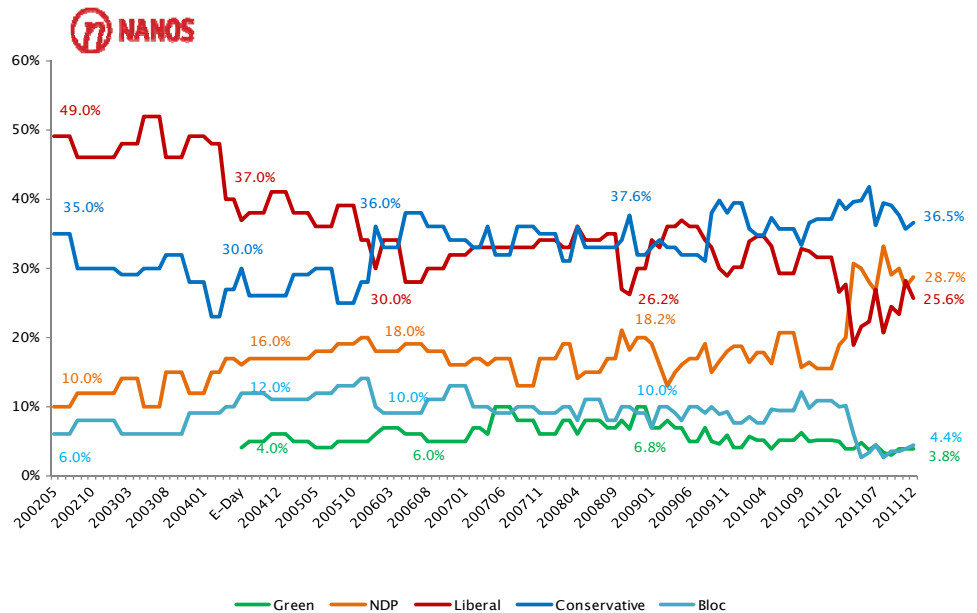
### METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,201 Canadians 18 years of age and older. It was completed between December 15<sup>th</sup> and 18<sup>th</sup>, 2011. The statistics of a random sample of 1,201 respondents are accurate to within 2.8 percentage points, plus or minus, 19 times out of 20. For 900 committed voters, it is accurate to within 3.3 percentage points, plus or minus, 19 times out of 20.

Results for 2011-11 are from a random telephone survey of 1,202 Canadians conducted between November 16<sup>th</sup> and 21<sup>st</sup>, 2011.

Any use of this research data should identify it as a "CTV/Globe/Nanos Poll".

**QUESTION:** For those parties you would consider voting for federally, could you please rank your top two current local preferences? (Committed voters only – First Preference)



### REGIONAL BALLOT

Committed Voters**	Canada		Atlantic Canada*		Quebec		Ontario		Prairies		British Columbia	
	2011-11	2011-12	2011-11	2011-12	2011-11	2011-12	2011-11	2011-12	2011-11	2011-12	2011-11	2011-12
	n=938	n=900	n=87	n=92	n=230	n=198	n=295	n=282	n=194	n=192	n=132	n=136
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	35.6	36.5	37.0	41.6	20.1	20.8	37.2	34.5	48.6	54.5	39.4	34.4
NDP	27.3	28.7	30.2	26.0	37.7	33.4	19.6	29.5	24.3	20.8	28.8	33.2
Liberal	28.1	25.6	31.1	29.1	23.6	22.9	38.8	31.8	21.0	19.4	20.4	22.8
BQ	3.9	4.4	-	-	15.9	19.9	-	-	-	-	-	-
Green	3.9	3.8	0.8	1.4	1.8	2.0	3.8	3.5	4.7	3.6	8.7	8.7
Margin of error	±3.2	±3.3	±10.7	±10.4	±6.5	±7.1	±5.8	±5.9	±7.1	±7.2	±8.7	±8.5
Undecided	21.9	25.1	28.4	23.5	23.2	34.0	18.1	21.4	19.1	20.1	27.1	25.1

\*Note: Small sample size

\*\*Note: Percentages may not add up to 100 due to rounding or other party mentions

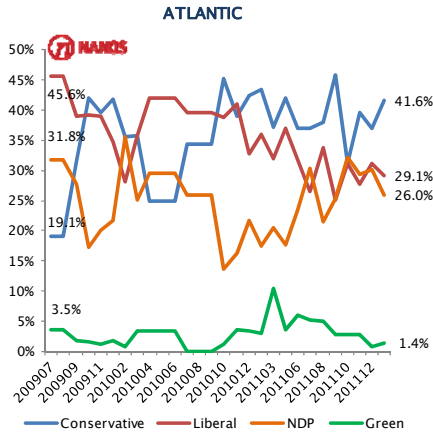
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# National Ballot



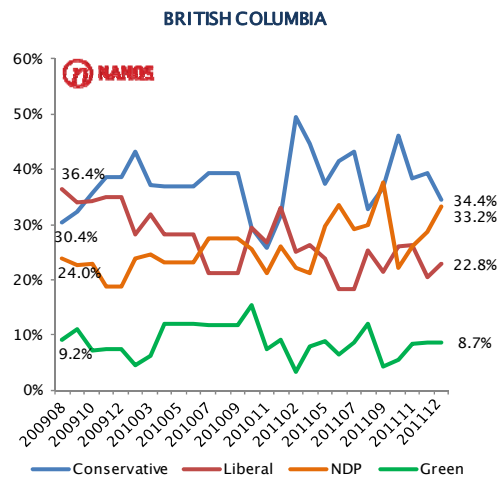
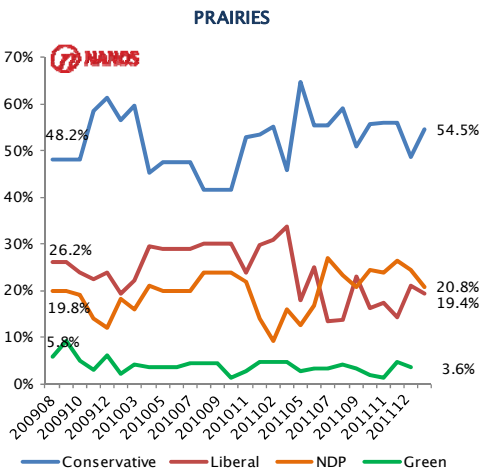
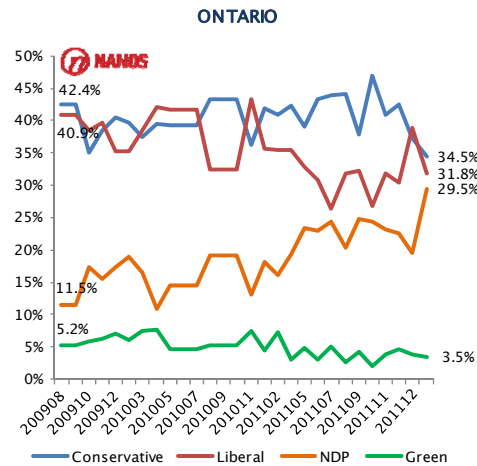
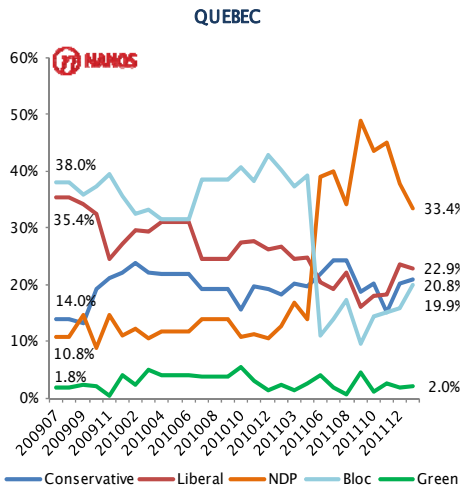
December 27, 2011

## Tories hold regional advantage, NDP slips in Quebec



### BALLOT BY REGION

Region	Margin of Error (19 times out of 20)
Atlantic	±10.4
Quebec	±7.1
Ontario	±5.9
Prairies	±7.2
British Columbia	±8.5





NANOS

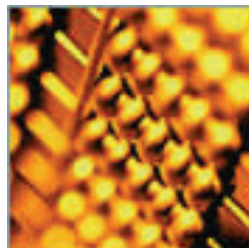
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# The Nanos Approach

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 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
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- 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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