



## Federal Conservative Advantage Evaporates

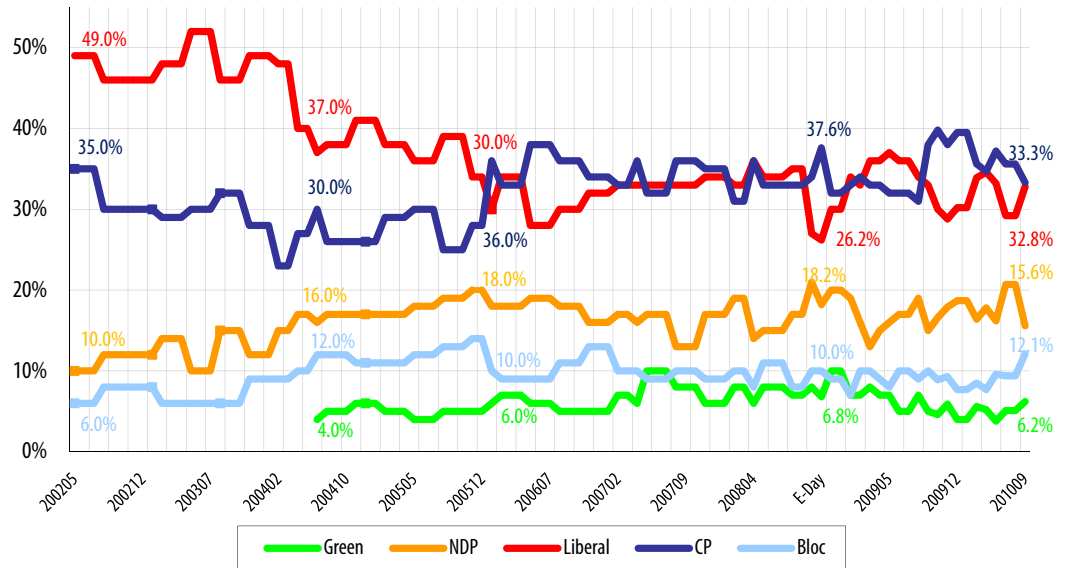
### METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,014 Canadians 18 years of age and older. It was completed between August 28<sup>th</sup> and September 3<sup>rd</sup>, 2010. The statistics of a random sample of 1,014 respondents are accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. For 823 committed voters, it is accurate to within 3.4 percentage points, plus or minus, 19 times out of 20.

Results for 2010-06 are from a random telephone survey of 1,008 Canadians conducted between May 29<sup>th</sup> and June 3<sup>rd</sup>, 2010.

The research was registered with the Marketing Research and Intelligence Association of which Nanos is a Gold Seal Corporate member.

**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	
	2010-09	2010-06	2010-09	2010-06	2010-09	2010-06	2010-09	2010-06	2010-09	2010-06	2010-09	2010-06
	(n=823)	(n=756)	(n=68)	(n=78)	(n=243)	(n=185)	(n=250)	(n=226)	(n=156)	(n=159)	(n=105)	(n=108)
	%	%	%	%	%	%	%	%	%	%	%	%
Conservative	33.3	35.6	45.3	34.4	15.6	19.3	36.2	43.2	52.8	41.7	29.4	39.3
Liberal	32.8	29.2	38.7	39.7	27.3	24.6	43.2	32.4	23.9	30.1	29.4	21.3
NDP	15.6	20.7	13.6	25.9	10.8	13.8	13.2	19.1	22.0	23.9	25.6	27.6
BQ	12.1	9.4	1.2	-	40.7	38.6	-	-	-	-	-	-
Green	6.2	5.1	1.2	-	5.5	3.7	7.4	5.2	1.4	4.3	15.5	11.8
Accuracy	±3.4	±3.6	±12.1	±11.3	±6.4	±7.3	±6.3	±6.6	±8.0	±7.9	±9.7	±9.6
Undecided	18.6	24.2	29.9	19.3	11.5	23.6	17.2	24.6	23.2	25.8	21.8	25.4

\* Note: Small sample size

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

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## 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.

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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.



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