



## Understanding what drives a vote



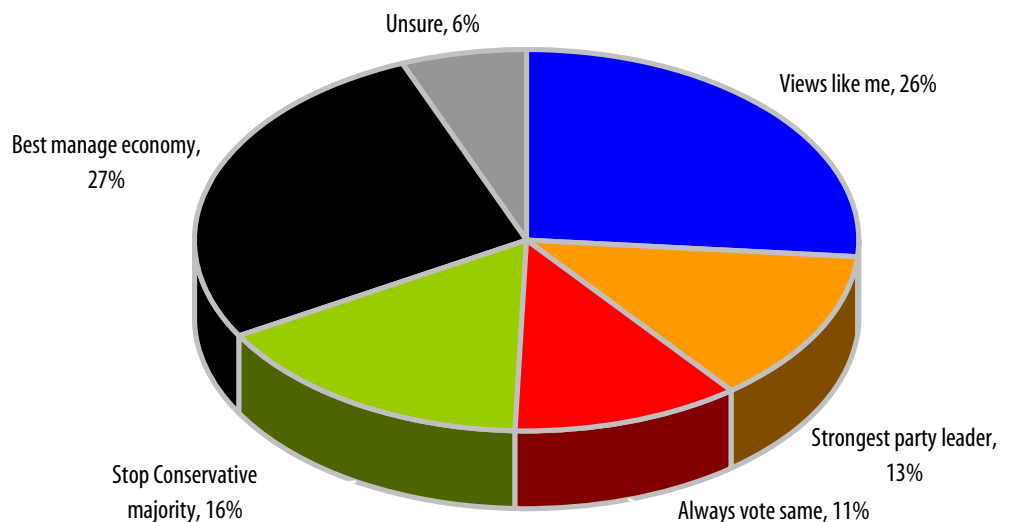
### METHODOLOGY

Between October 4<sup>th</sup> and October 6<sup>th</sup>, 2008, Nanos Research conducted a random telephone survey of 1,201 Canadians 18 years and older. A random telephone survey of 1,201 Canadians is accurate plus or minus 2.8%, 19 times out of 20. Margins of accuracy are wider for subgroup samples. Readers should note that the data was weighted for gender and age to match the Canadian census results. Results should be considered representative of the Canadian population. Results may not add up to 100% due to rounding.

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

### QUESTION:

Which statement best reflects how you vote in the next election? [Rotate]



Group (Margin of accuracy)	I am voting for the party with views like me	I am voting for the strongest party leader	I always vote for the same party	I am voting to stop the Conservatives from getting elected	I am voting for the party that can best manage the economy	Unsure
	%	%	%	%	%	%
<b>Canada</b> (±2.8%)	26	13	11	16	27	6
<b>Atlantic</b> (±9.1%)	18	15	11	18	30	8
<b>Quebec</b> (±5.7%)	25	5	11	23	28	8
<b>Ontario</b> (±5.2%)	28	14	11	17	27	5
<b>West</b> (±4.8%)	28	17	12	10	26	6
<b>Liberal</b> (±5.6%)	27	12	8	25	24	5
<b>Conservative</b> (±5.2%)	23	22	14	0	37	4
<b>NDP</b> (±8.8%)	29	9	16	23	19	4
<b>Bloc</b> (±10.6%)	30	4	13	35	14	5
<b>Green</b> (±10.5%)	35	8	6	25	22	3

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

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