

National Ballot



October 15th, 2012

Tories at 33, Liberals up to 30

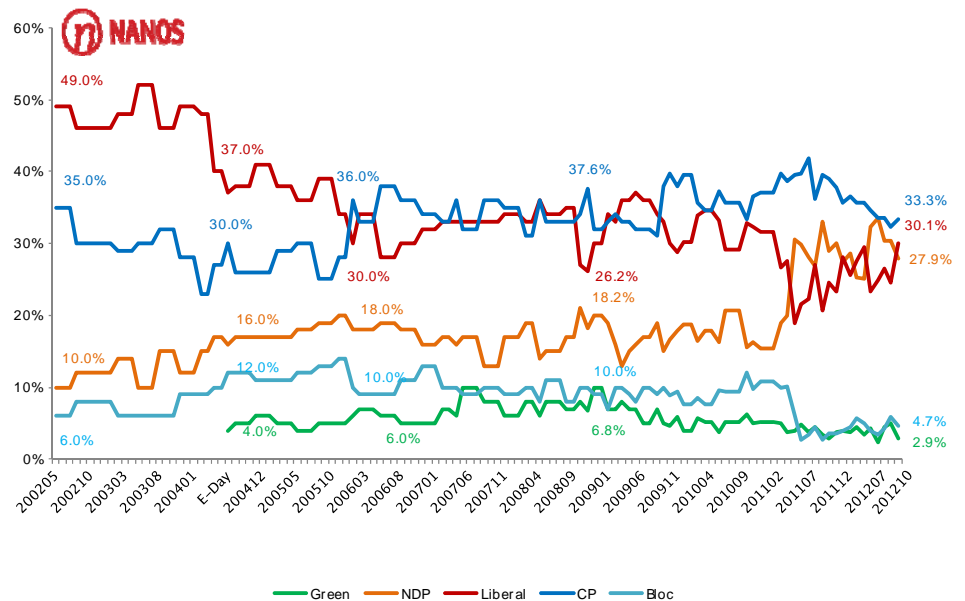
METHODOLOGY

To follow is a review of the latest Nanos national random telephone survey of 1,000 Canadians 18 years of age and older. It was completed between October 4th and 11th, 2012. The statistics of a random sample of 1,000 respondents are accurate to within 3.1 percentage points, plus or minus, 19 times out of 20. For 822 committed voters, it is accurate to within 3.4 percentage points, plus or minus, 19 times out of 20.

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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	
	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10
	n=831	n=822	n=81	n=79	n=204	n=216	n=258	n=237	n=173	n=164	n=115	n=126
Conservative	32.4	33.3	29.7	39.2	15.1	16.9	35.4	33.8	48.6	48.9	34.3	36.5
Liberal	24.6	30.1	30.8	29.1	24.0	25.0	26.3	36.1	22.4	20.4	21.0	40.6
NDP	30.4	27.9	39.5	29.9	33.7	35.7	32.6	23.9	18.4	28.9	31.1	19.6
BQ	5.8	4.7	-	-	20.5	17.8	-	-	-	-	-	-
Green	5.0	2.9	-	1.8	2.7	1.1	4.9	5.3	5.5	1.8	12.4	3.2
Margin of error	±3.4	±3.4	±11.1	±11.2	±7.0	±6.8	±6.2	±6.4	±7.6	±7.8	±9.3	±8.9
Undecided	16.2	17.8	19.3	20.8	18.3	13.6	13.9	20.9	13.6	18.1	18.3	16.1

*Note: Small sample size

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

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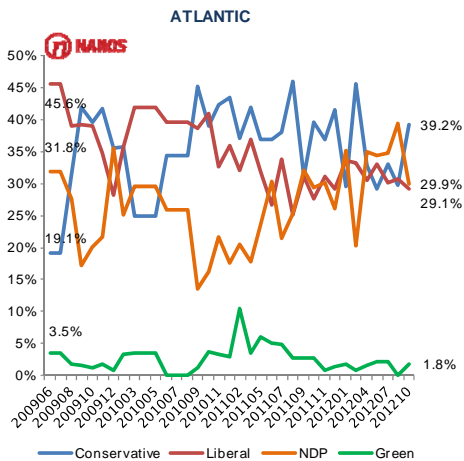


National Ballot



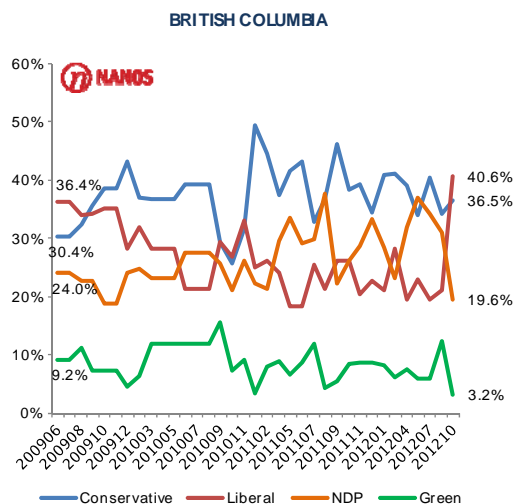
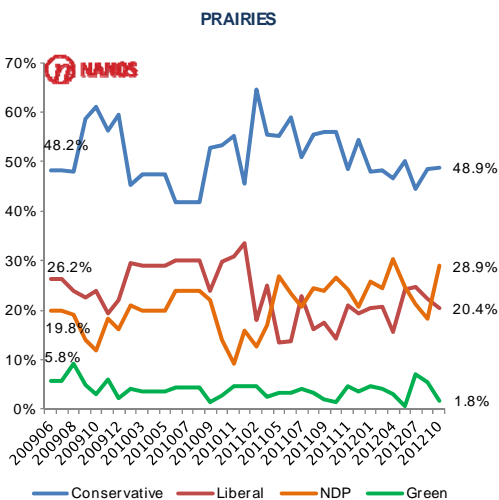
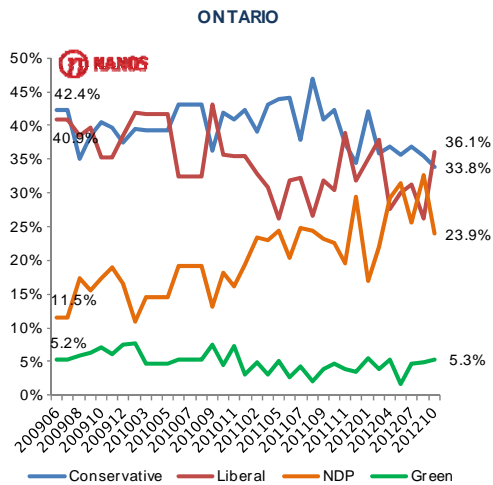
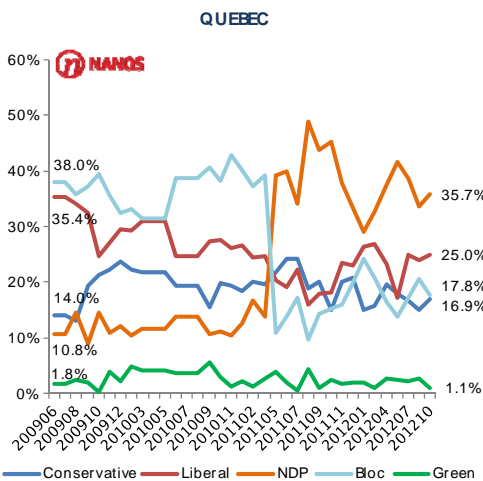
October 15th, 2012

Grits up in Ontario and BC



BALLOT BY REGION

Region	Margin of Error (19 times out of 20)
Atlantic	±11.2
Quebec	±6.8
Ontario	±6.4
Prairies	±7.8
British Columbia	±8.9



Leadership Index



October 15th, 2012

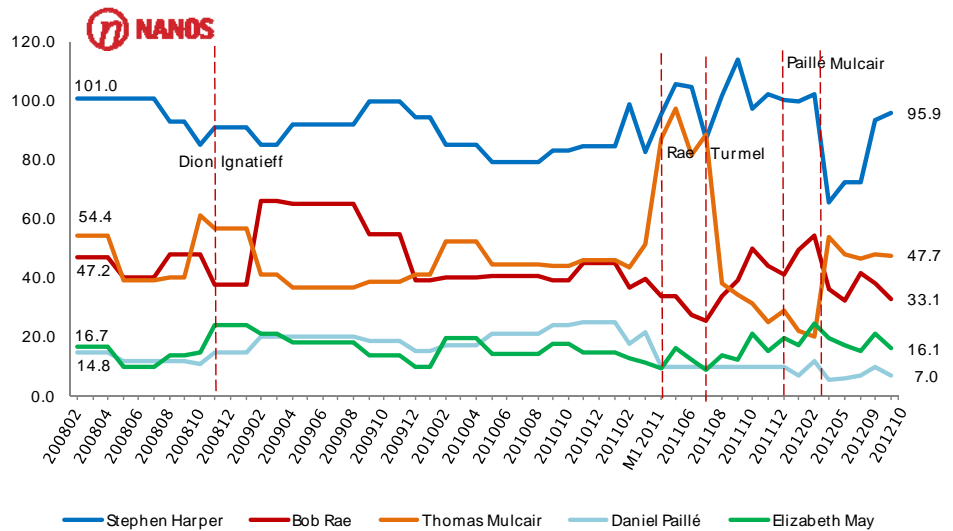
Harper retains advantage on Leadership Index

METHODOLOGY

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LEADERSHIP INDICATORS

Leaders*	Trust		Competence		Vision for Canada		Leadership Index Score	
	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10
	n=1,000	n=1,000	n=1,000	n=1,000	n=1,000	n=1,000		
	%	%	%	%	%	%		
Stephen Harper	28.9	29.2	36.9	38.3	27.6	28.4	93.4	95.9
Thomas Mulcair	18.1	16.4	12.9	13.8	17.0	17.5	48.0	47.7
Bob Rae	13.3	10.8	13.4	11.3	11.4	11.0	38.1	33.1
Elizabeth May	10.3	9.5	3.6	3.0	7.2	3.6	21.1	16.1
Daniel Paillé	3.3	2.6	3.2	2.8	3.6	1.6	10.1	7.0
None of them	11.6	15.7	7.5	10.9	10.0	12.7		
Undecided	14.5	15.7	22.5	20.0	23.3	25.3		
Margin of error	±3.1	±3.1	±3.1	±3.1	±3.1	±3.1		

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Most Trustworthy Leader



October 15th, 2012

Harper ahead on trust

METHODOLOGY

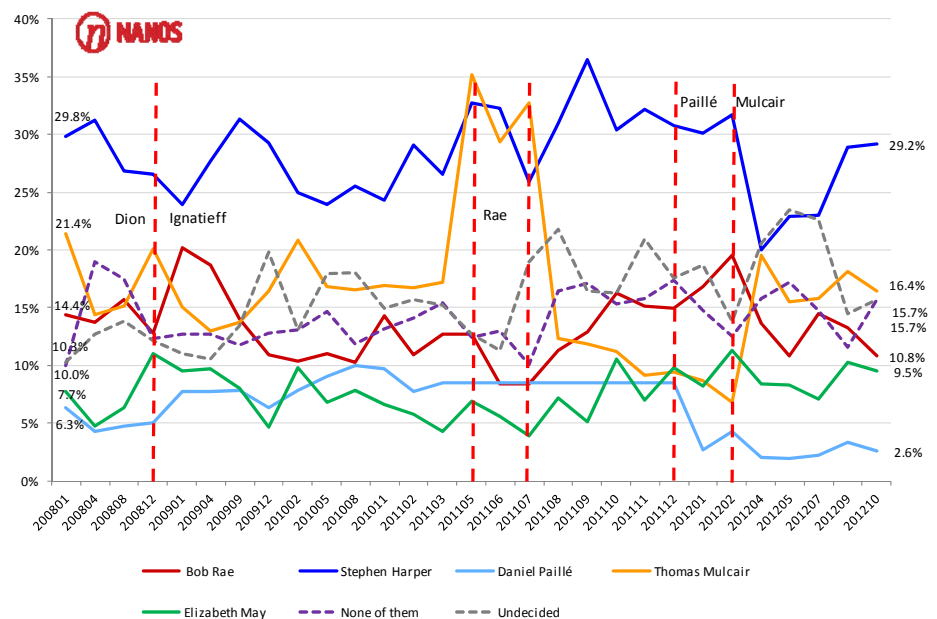
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As you may know, [ROTATE] Bob Rae is the interim leader of the federal Liberal Party, Stephen Harper is the leader of the Conservative Party of Canada, Daniel Paillé is the leader of the Bloc Québécois, Thomas Mulcair is the leader of the federal NDP, and Elizabeth May is leader of the federal Green Party. **Which of the federal leaders would you best describe as the most trustworthy leader?**



THE MOST TRUSTWORTHY LEADER

Leaders**	Canada		Atlantic*		Quebec		Ontario		Prairies		British Columbia	
	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10
	n=1,000	n=1,000	n=100	n=100	n=250	n=250	n=300	n=300	n=200	n=200	n=150	n=150
	%	%	%	%	%	%	%	%	%	%	%	%
Stephen Harper	28.9	29.2	22.5	23.3	22.4	18.4	30.5	30.2	38.4	41.2	28.0	33.4
Thomas Mulcair	18.1	16.4	12.2	16.8	39.5	32.7	13.6	8.6	7.0	9.1	9.8	14.5
Bob Rae	13.3	10.8	27.0	14.5	9.0	11.3	16.2	11.2	11.8	6.0	7.7	13.1
Elizabeth May	10.3	9.5	11.4	6.5	5.2	4.8	7.0	13.0	11.9	10.5	22.8	11.4
Daniel Paillé	3.3	2.6	0.7	0.9	6.0	9.9	2.9	-	0.3	-	5.6	0.5
None of them	11.6	15.7	10.5	10.6	11.0	10.8	12.9	22.2	11.0	15.2	11.3	14.8
Undecided	14.5	15.7	15.8	27.4	7.0	12.1	16.8	14.8	19.6	18.0	14.9	12.4
Margin of error	±3.1	±3.1	±10.0	±10.0	±6.3	±6.3	±5.7	±5.7	±7.0	±7.0	±8.1	±8.1

* Note: Small sample size

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Leader with Best Vision



October 15th, 2012

Harper leads on vision for Canada

METHODOLOGY

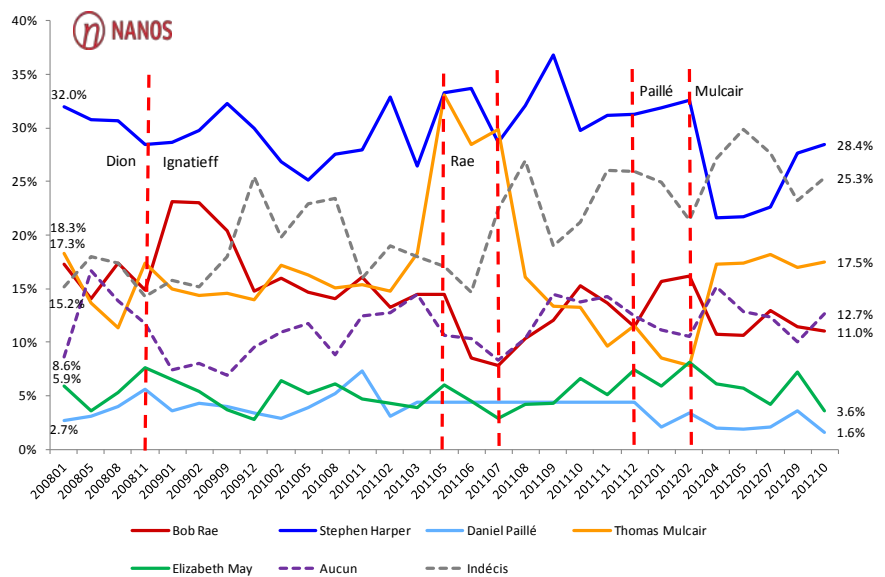
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LEADER WITH BEST VISION FOR CANADA

Leaders**	Canada		Atlantic*		Quebec		Ontario		Prairies		British Columbia	
	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10
	n=1,000	n=1,000	n=100	n=100	n=250	n=250	n=300	n=300	n=200	n=200	n=150	n=150
	%	%	%	%	%	%	%	%	%	%	%	%
Stephen Harper	27.6	28.4	18.8	21.8	21.5	18.1	29.6	32.9	38.8	40.0	24.9	25.4
Thomas Mulcair	17.0	17.5	16.0	19.7	35.0	29.5	8.3	9.2	8.9	13.1	15.9	18.9
Bob Rae	11.4	11.0	22.8	11.9	11.5	9.9	11.0	11.6	9.5	6.4	6.8	17.1
Elizabeth May	7.2	3.6	3.9	3.5	7.1	1.4	4.6	5.9	8.3	2.2	13.2	4.6
Daniel Paillé	3.6	1.6	5.0	1.4	3.3	4.7	3.3	1.0	2.7	-	4.7	-
None of them	10.0	12.7	6.1	12.6	7.2	12.8	14.6	16.4	7.4	8.4	11.3	10.7
Undecided	23.2	25.3	27.4	29.2	14.3	23.7	28.6	23.0	24.6	30.0	23.2	23.4
Margin of error	±3.1	±3.1	±10.0	±10.0	±6.3	±6.3	±5.7	±5.7	±7.0	±7.0	±8.1	±8.1

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Most Competent Leader



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Harper ahead on competence

METHODOLOGY

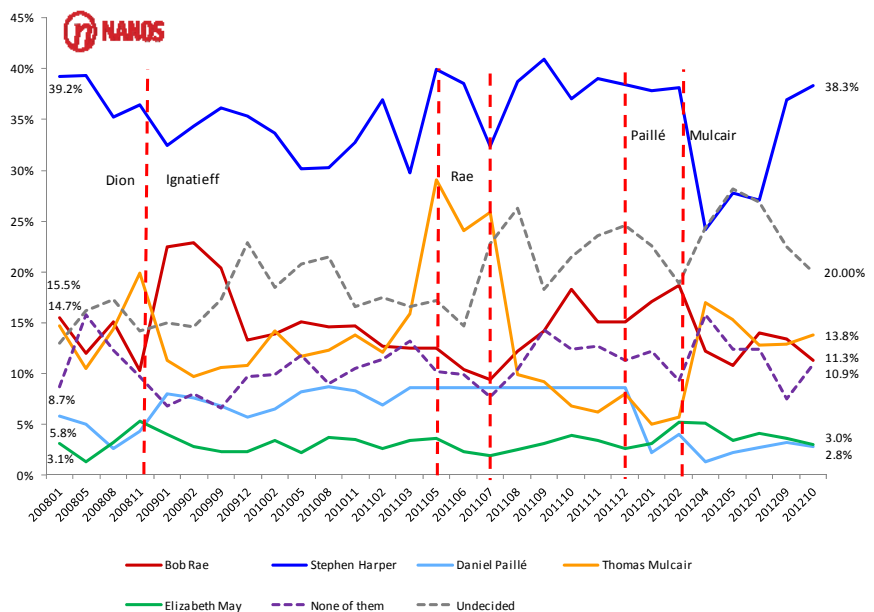
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THE MOST COMPETENT LEADER

Leaders**	Canada		Atlantic*		Quebec		Ontario		Prairies		British Columbia	
	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10	2012-09	2012-10
	n=1,000	n=1,000	n=100	n=100	n=250	n=250	n=300	n=300	n=200	n=200	n=150	n=150
	%	%	%	%	%	%	%	%	%	%	%	%
Stephen Harper	36.9	38.3	31.2	35.0	29.2	28.0	35.7	41.2	47.0	50.1	42.3	36.2
Thomas Mulcair	12.9	13.8	8.1	18.0	29.7	25.9	8.3	7.3	4.6	5.5	8.5	14.7
Bob Rae	13.4	11.3	24.4	10.1	13.8	9.8	14.8	13.3	8.6	8.1	9.0	14.5
Elizabeth May	3.6	3.0	5.8	3.0	1.3	2.0	2.6	3.7	5.0	2.9	6.6	3.6
Daniel Paillé	3.2	2.8	0.8	-	2.7	8.9	5.0	1.0	1.3	1.6	4.7	-
None of them	7.5	10.9	4.3	9.0	9.8	9.6	8.7	14.7	5.0	8.6	6.8	9.7
Undecided	22.5	20.0	25.4	25.0	13.6	15.8	25.0	18.9	28.6	23.2	22.1	21.3
Margin of error	±3.1	±3.1	±10.0	±10.0	±6.3	±6.3	±5.7	±5.7	±7.0	±7.0	±8.1	±8.1

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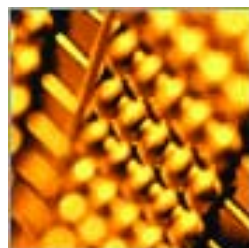
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The Nanos Approach

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 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.

For the recent national election, Nanos was the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.



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