



*Nanos Research - Federal Parties Accessible Voters  
released September 26<sup>th</sup>, 2013*

# Consider Liberal



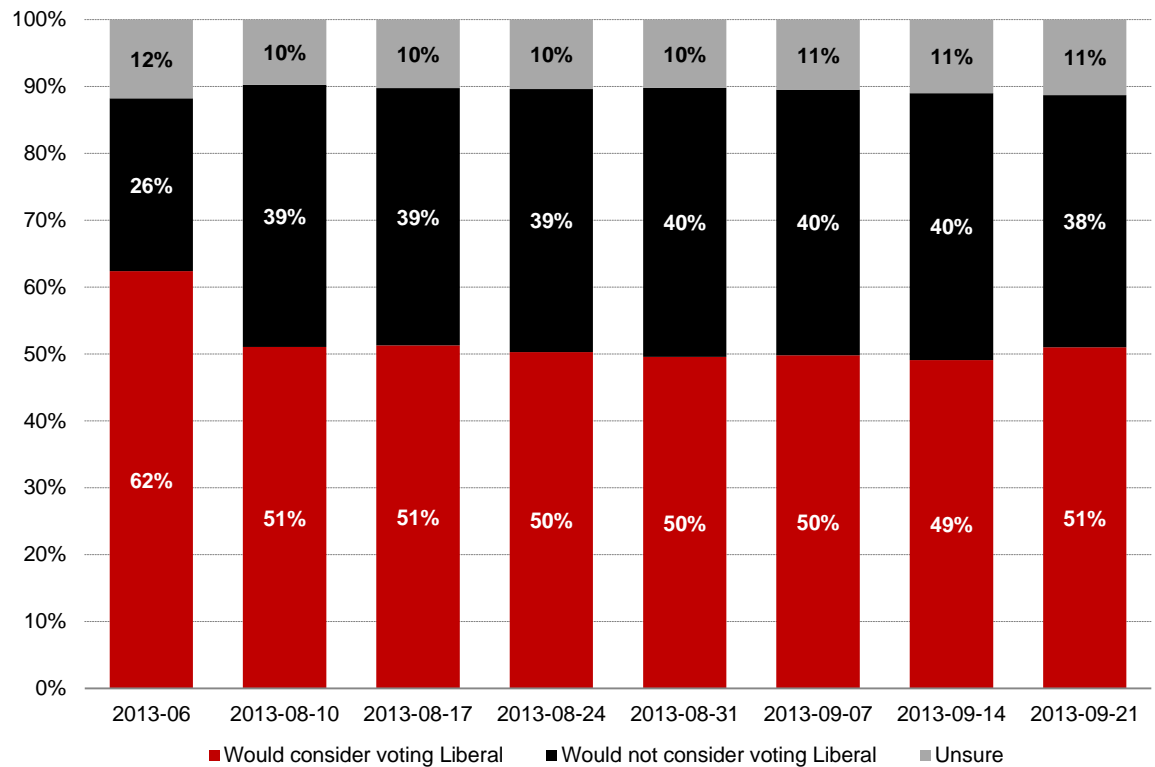
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] The Liberal Party of Canada

Four week rolling average of 1,000 Canadians, conducted between August 25<sup>th</sup> and September 21<sup>st</sup>, 2013.

The data for June 2013 is from a National Nanos RDD Crowdsourc random survey of 1,000 Canadians 18 years of age and older completed between June 16th and 19th, 2013.

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nnanos@nanosresearch.com

## *National – Weekly Tracking (June 2013 compared to four week rolling average ending September 21, 2013)*



# Consider NDP



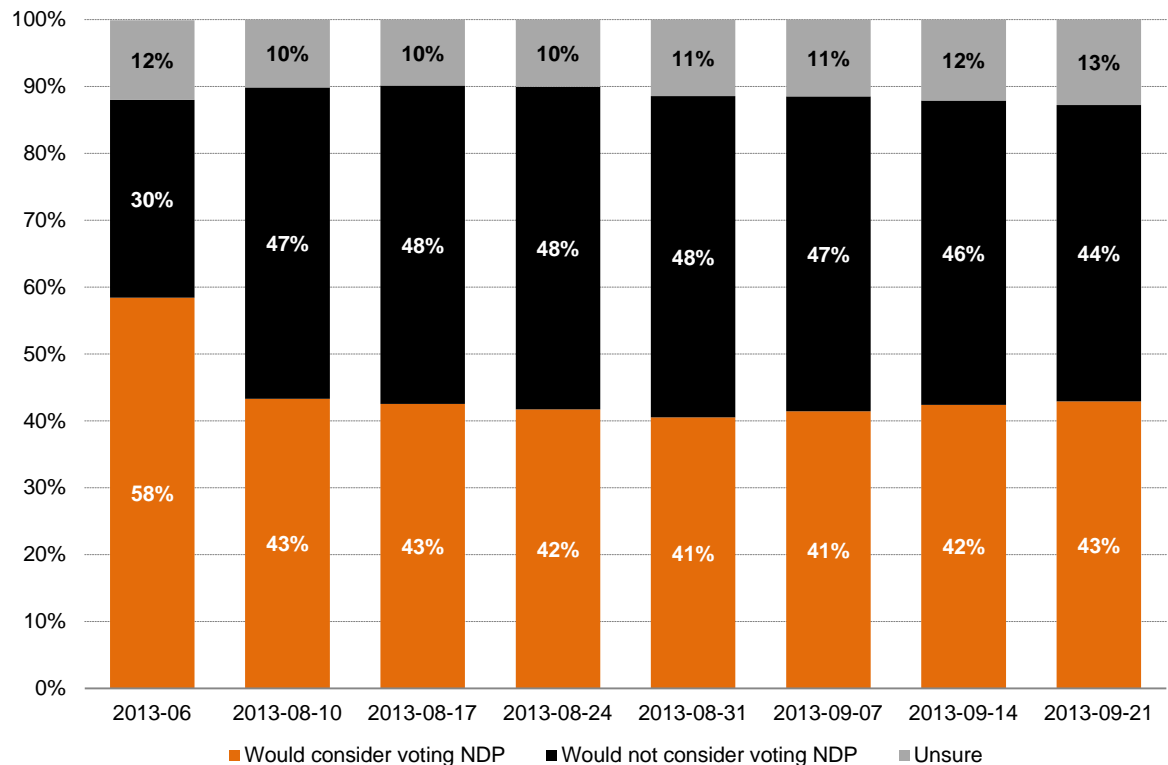
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] The New Democratic Party of Canada

Four week rolling average of 1,000 Canadians, conducted between August 25<sup>th</sup> and September 21<sup>st</sup>, 2013.

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# Consider Conservative NANOS

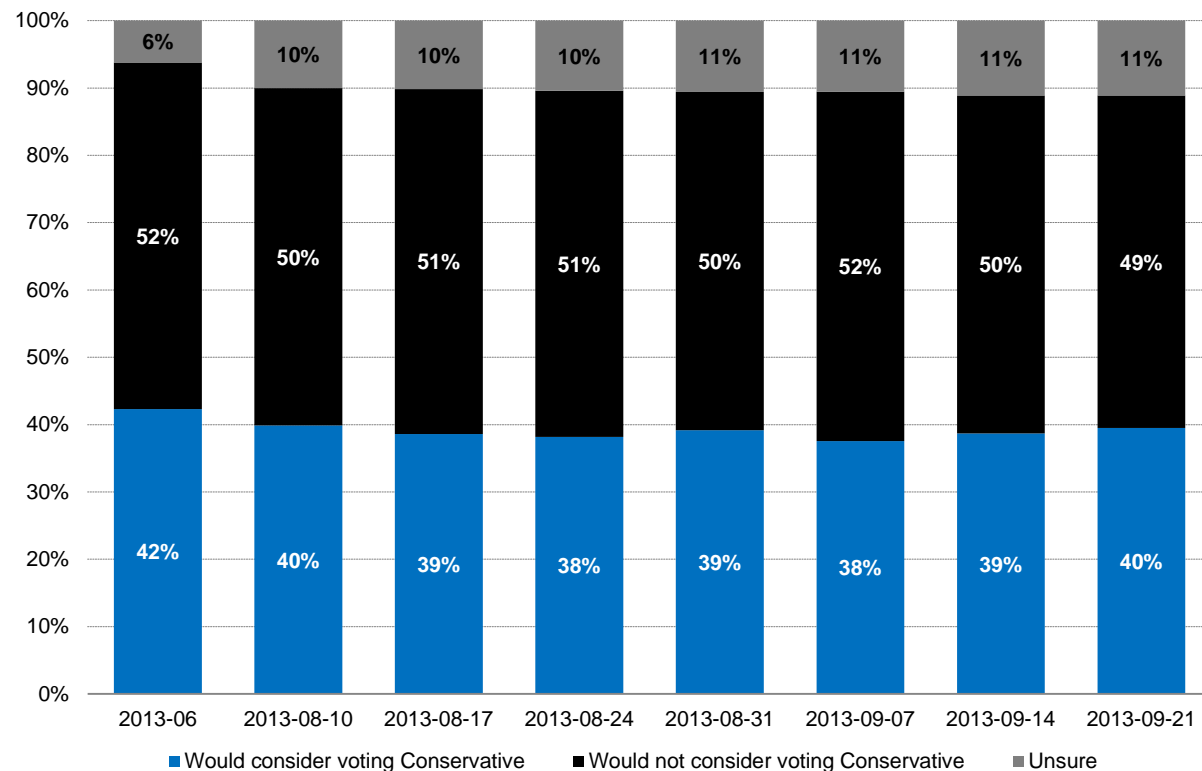
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] The Conservative Party of Canada

Four week rolling average of 1,000 Canadians, conducted between August 25<sup>th</sup> and September 21<sup>st</sup>, 2013.

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# Consider Bloc



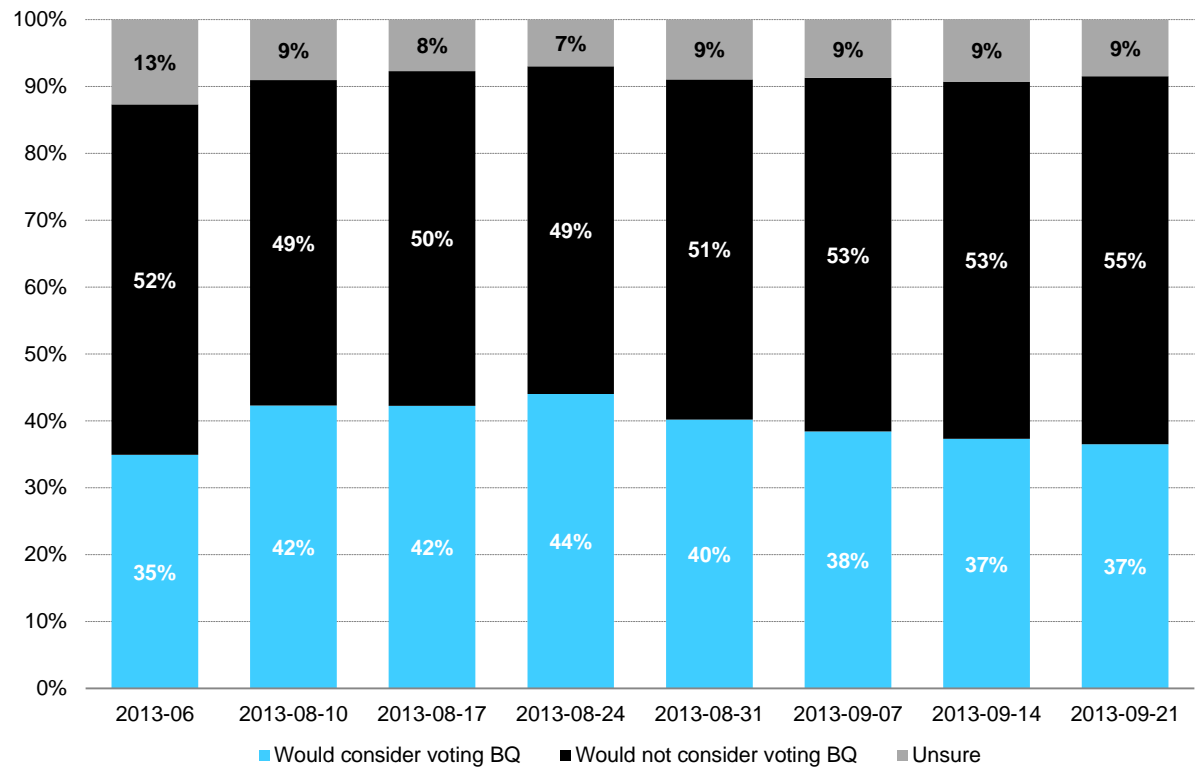
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] The Bloc Quebecois

Four week rolling average of 1,000 Canadians, conducted between August 25<sup>th</sup> and September 21<sup>st</sup>, 2013.

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**Quebec only – Weekly Tracking (June 2013 [n=250] compared to four week rolling average ending September 21, 2013 [n=248])**



# Consider Green



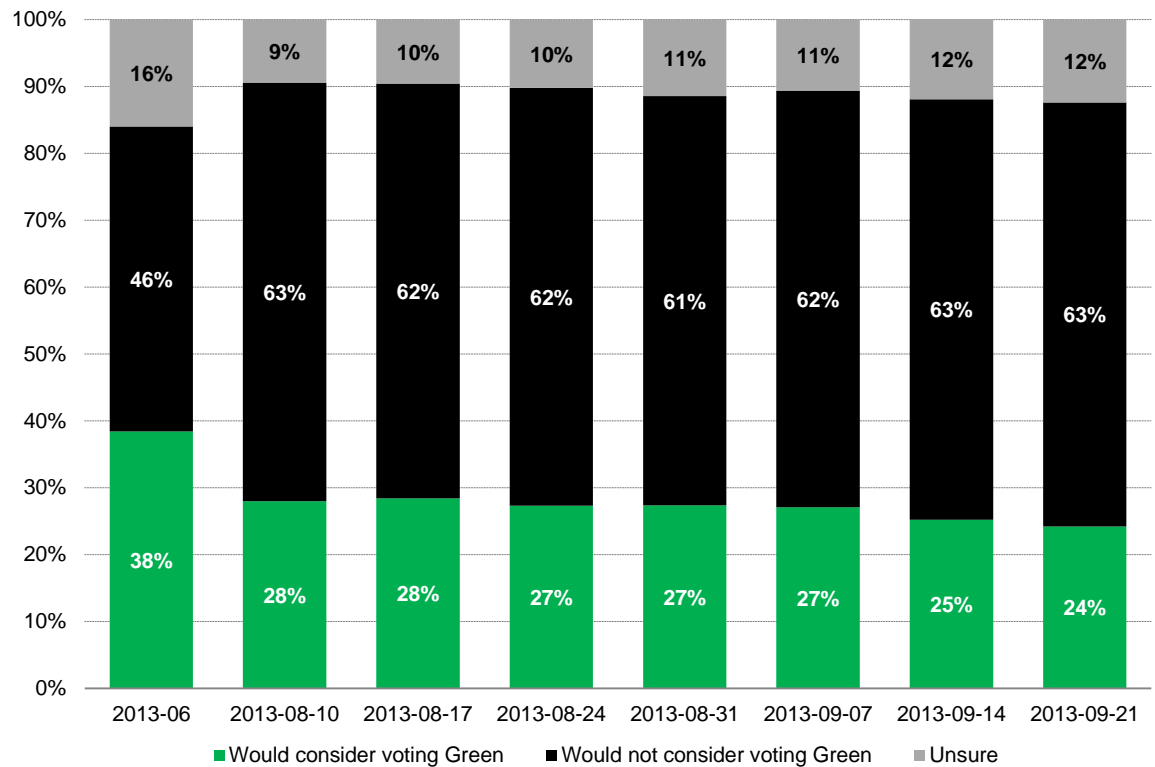
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] The Green Party of Canada

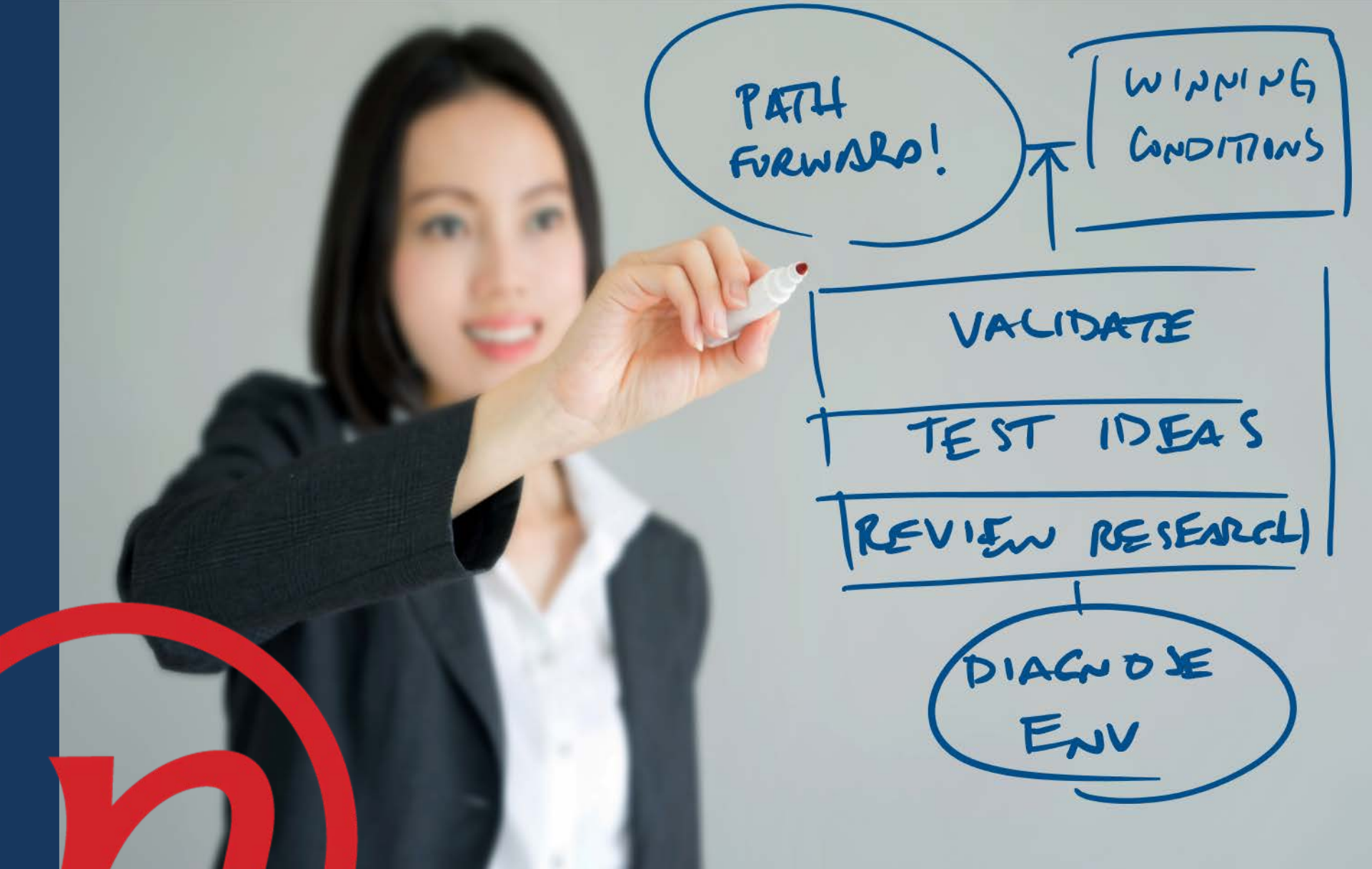
Four week rolling average of 1,000 Canadians, conducted between August 25<sup>th</sup> and September 21<sup>st</sup>, 2013.

The data for June 2013 is from a National Nanos RDD Crowdsourc random survey of 1,000 Canadians 18 years of age and older completed between June 16th and 19th, 2013.

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Methodology

## *Survey Methodology*

The data for September 2013 is based on random telephone interviews with 1,000 Canadians, using a four week rolling average of 250 respondents each week, 18 years of age and over. The interviews are compiled into a four week rolling average of 1,000 interviews where each week, the oldest group of 250 interviews is dropped and a new group of 250 interviews is added. The latest wave was conducted between August 25<sup>th</sup> and September 21<sup>st</sup>, 2013. The results are statistically checked and weighted using the latest Census data. The sample included both land- and cell-lines across Canada.

National Nanos RDD Crowdsourcing random survey of 1,000 Canadians conducted between June 16th and 19th, 2013. Participants were randomly recruited by telephone through the proprietary Nanos Crowdsourcing sample and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1\%$ , 19 times out of 20.





## *About Nanos*

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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