



Memo

From: Nik Nanos, SES Research

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Re: CPAC - SES Nightly Tracking Begins

Here we are...yet another federal election. Starting tonight SES and its partner CPAC, (Canada's Political Channel), will be launching the CPAC-SES Nightly Tracking Program. Canadians will once again get a daily pulse on what is likely to be one of Canada's most volatile campaigns.

SES has enhanced its very successful nightly tracking initiative. Last election we did a three-day rolling poll of 600 Canadians 18 and over (accurate $\pm 4.1\%$, 19 times out of 20). We released daily stats on party support, who would make the best Prime Minister, and the appetite for change. As you remember, SES Research was the only polling firm that accurately tracked a clear Liberal pick-up in the close of the campaign, ultimately leading to a Liberal victory.

For the election, the enhanced CPAC-SES Nightly Tracking will comprise:

- Sample Size Doubled - The new tracking program will be comprised of a three day national random telephone sample of 1,200 Canadians 18 and over (accurate $\pm 2.9\%$, 19 times out of 20)
- New Daily Regional Snapshots on Party Support- Every day of the campaign, CPAC and SES will release a daily look at regional party support as well as the national snapshot
- New Daily Regional Snapshots on Best PM - Best PM tracking will be released nationally with a regional breakdown.
- New daily updates on which federal party leader Canadians think is the most competent, is the most trustworthy and has the best vision for the country.
- New Leader Index Score that includes a daily index performance score for each leader (using a combination of competence, trust and vision stats).
- Release of polling seven days a week (instead of five) at 2:00 pm EST
- Analysis on CPAC - PrimeTime Politics with Peter Van Dusen every weekday at 8:00 pm EST.

As you might have noticed, we have dropped the appetite for change measurement. I found this measure open to misinterpretation. For example, if polling showed that 54% of Canadians thought it was time for a change and 39% did not think it was time for a change, in my opinion this would point to a Liberal victory since 39% of respondents were willing to stick with the incumbent party. On our last night of tracking in the last election, 57% of Canadians thought it was time for a change and yet the Liberals won.

Our new daily measures (trust, competence, vision) in a addition to our ballot and best PM tracking will allow SES Research to get behind the top numbers to see what is driving shifts in voter opinion. Many of our enhancements were a result of the positive feedback and recommendations from individuals who signed up last year to get their daily stat report.

To sign up visit the SES website www.sesresearch.com in the "Get Wired" section.