

# *Conservatives 35, Liberals 33, NDP 19, Green 8, People's 1 in latest Nanos federal tracking*

*Nanos Weekly Tracking, ending March 22, 2019  
(released March 26, 2019 - 6 am Eastern)*



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world-class data*

# At a glance



*Play with the data at the interactive Nanos portal at <http://www.nanos.co/dataportal/> > ballot tracking > issue tracking > economic tracking > cut the data by region and demographic and see the trend lines*

**Ballot** – The latest Nanos federal ballot tracking has the Conservatives at 34.6 per cent, followed by the Liberals at 32.5 per cent, the NDP at 19.4 per cent, the BQ at 3.9 per cent, the Greens at 8.3 per cent and the People’s Party of Canada (PPC) at 0.6 per cent.

**Accessible Voters** – Asked whether they would consider voting for each of the federal parties, 49.1 per cent of Canadians say they would consider voting Liberal while 45.7 per cent would consider voting Conservative. Four in ten (42.3%) would consider voting NDP, 34.7 per cent would consider voting Green, 11.2 per cent would consider voting for the People’s Party and 30.9 per cent would consider voting for the BQ.

**Preferred Prime Minister** – Nanos tracking has Trudeau as the preferred choice as PM at 30.1 per cent of Canadians followed by Scheer (26.3%), Singh (8.6%), May (8.0%) and Bernier (2.5%). Twenty three per cent of Canadians were unsure whom they preferred.

**Qualities of a Good Political Leader** – Few than half of Canadians (46.8%) believe Trudeau has the qualities of a good political leader while 40.4 per cent believe Scheer has the qualities of a good political leader. Three in ten (31.6%) say Jagmeet Singh has the qualities of a good political leader, while 36.6 per cent believe the same about May. One in six (17.7%) believe Bernier has the qualities of a good political leader 28.0 per cent said Blanchet has the qualities of a good political leader (QC only).

**Nanos Party Power Index** – The Nanos Index which is a composite of a series of measures including ballot and leadership impressions has the Liberals with 52.4 points, followed by the Conservatives 51.3 points, the NDP 43.4 points, the Greens 38.1 points, the People’s Party 27.6 points and the BQ 33.4 points (QC only).

Visit the live [Nanos data portal](http://www.nanos.co/dataportal/) where you can dynamically chart ballot, preferred PM and Nanos Index numbers by region, gender and age. The methodology for the weekly tracking is posted [here](#). PDFs of the polling reports are on the Nanos website.

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# Aperçu



*Jouez avec les données sur le portail interactif Nanos au <http://www.nanos.co/portail-des-donnees-courantes/?lang=fr> > suivi politique > suivi des enjeux > suivi économique > sélectionnez les données des régions ou des groupes démographiques et consultez les lignes de tendance*

**Scrutin** – Selon le plus récent suivi de scrutin fédéral Nanos, les conservateurs bénéficient de l'appui de 34,6 pour cent des Canadiens, suivi des libéraux avec 32,5 pour cent, du NPD avec 19,4 pour cent, du BQ avec 3,9 pour cent et des verts avec 8,3 pour cent, et du Parti populaire du Canada avec 0,6 pour cent.

**Électeurs accessibles** – Lorsqu'on leur a demandé s'ils considéreraient voter pour chacun des partis fédéraux, 49,1 pour cent des Canadiens considéreraient voter pour les libéraux, alors que 45,7 pour cent considéreraient voter pour les conservateurs. Quatre Canadiens sur dix (42,3 %) considéreraient voter pour le NPD, alors que 34,7 pour cent considéreraient voter pour les verts, 11,2 pour cent pour le Parti populaire du Canada et 30,9 pour cent pour le BQ.

**Premier ministre préféré** – Selon le suivi Nanos, Trudeau est le choix préféré comme Premier ministre de 30,1 pour cent des Canadiens, suivi de Scheer (26,3 %), Singh (8,6 %), May (8,0 %) et Bernier (2,5 %). Vingt-trois pour cent des Canadiens étaient incertains de leur préférence.

**Qualités d'un bon leader politique** – Moins de la moitié des Canadiens (46,8 %) pensent que Trudeau a les qualités d'un bon leader politique, alors que 40,4 pour cent pensent de même de Scheer. Trois Canadiens sur dix (31,6 %) disent que Jagmeet Singh a les qualités d'un bon leader politique, tandis que 36,6 pour cent pensent de même de May. Un sur six (17,7 %) pense que Bernier a les qualités d'un bon leader politique et 28,0 pour cent disent que Blanchet a les qualités d'un bon leader politique (QC seulement).

**Indice de puissance politique Nanos** – Selon l'Indice Nanos, qui est composé d'une série de mesures incluant les préférences de vote et les impressions des chefs des partis, les libéraux ont 52,4 points, les conservateurs 51,3 points, le NPD 43,4 points, les verts 38,1 points, le Parti populaire du Canada 27,6 points et le BQ 33,4 points (QC seulement).

Visitez le [portail de données courantes](http://www.nanos.co/portail-des-donnees-courantes) de Nanos où vous pouvez interagir avec les graphiques du scrutin, du PM préféré et de l'Indice Nanos et filtrer par région, sexe et âge. La méthodologie pour le suivi hebdomadaire est publiée [ici](#). Les fichiers PDF des rapports des sondages se trouvent sur le site Web de Nanos.

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# Party Power Index



A national dual-frame (land+cell) random telephone survey is conducted weekly by Nanos Research using live agents.

The weekly tracking figures are based on a four-week rolling sample comprised of 1,000 interviews. To update the tracking a new week of 250 interviews is added and the oldest week dropped. The margin of error for a survey of 1,000 respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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*Category order based on number of seats in the House of Commons*

## Nanos Tracking Data Summary

| Ballot       | This week | Last week | Oct 18<br>(Election<br>Call) | 4 Weeks<br>Ago | 3 Months<br>Ago | 1 Year<br>Ago | 12 Month<br>High | 12 Month<br>Low |
|--------------|-----------|-----------|------------------------------|----------------|-----------------|---------------|------------------|-----------------|
| Liberal      | 32.5%     | 32.6%     | 39.1%                        | 37.9%          | 35.2%           | 38.1%         | 41.1%            | 32.5%           |
| Conservative | 34.6%     | 35.5%     | 30.5%                        | 31.8%          | 34.1%           | 34.7%         | 36.6%            | 27.5%           |
| NDP          | 19.4%     | 19.9%     | 19.7%                        | 13.7%          | 16.0%           | 16.8%         | 22.0%            | 12.8%           |
| Bloc         | 3.9%      | 3.2%      | 5.5%                         | 4.1%           | 3.8%            | 3.1%          | 4.4%             | 1.8%            |
| Green        | 8.3%      | 7.7%      | 4.6%                         | 7.8%           | 7.0%            | 5.5%          | 9.1%             | 4.8%            |
| People's     | 0.6%      | 0.5%      | --                           | 1.5%           | 1.5%            | --            | 2.5%             | 0.5%            |

| Preferred Prime Minister | This week | Last week | Oct 18<br>2015 | 4 Weeks<br>Ago | 3 Months<br>Ago | 1 Year<br>Ago | 12 Month<br>High | 12 Month<br>Low |
|--------------------------|-----------|-----------|----------------|----------------|-----------------|---------------|------------------|-----------------|
| Trudeau                  | 30.1%     | 30.3%     | 35.5%          | 35.0%          | 38.3%           | 38.5%         | 43.1%            | 30.1%           |
| Scheer                   | 26.3%     | 27.3%     | 29.1%          | 24.4%          | 24.8%           | 26.5%         | 27.7%            | 20.0%           |
| Singh                    | 8.6%      | 8.9%      | 18.9%          | 5.8%           | 5.0%            | 8.9%          | 10.0%            | 5.0%            |
| Blanchet                 | 1.3%      | 1.7%      | 1.8%           | 1.6%           | 0.9%            | 1.9%          | 1.9%             | 0.1%            |
| May                      | 8.0%      | 7.2%      | 5.2%           | 7.0%           | 5.8%            | 4.9%          | 8.0%             | 4.3%            |
| Bernier                  | 2.5%      | 2.8%      | --             | 2.2%           | 4.1%            | --            | 5.2%             | 2.1%            |
| Unsure                   | 23.3%     | 21.8%     | 9.6%           | 24.0%          | 21.1%           | 19.2%         | 25.2%            | 17.2%           |

| Canada Party Power Index | This week | Last week | Oct 18<br>2015 | 4 Weeks<br>Ago | 3 Months<br>Ago | 1 Year<br>Ago | 12 Month<br>High | 12 Month<br>Low |
|--------------------------|-----------|-----------|----------------|----------------|-----------------|---------------|------------------|-----------------|
| Liberal                  | 52.4      | 51.9      | 58.1           | 55.1           | 55.9            | 54.8          | 58.6             | 51.9            |
| Conservative             | 51.3      | 52.1      | 49.3           | 52.5           | 52.4            | 52.8          | 54.3             | 50.4            |
| NDP                      | 43.4      | 42.5      | 49.8           | 39.5           | 40.2            | 44.0          | 45.5             | 39.4            |
| Bloc                     | 33.4      | 32.7      | 31.5           | 31.2           | 29.0            | 26.6          | 34.6             | 23.9            |
| Green                    | 38.1      | 37.2      | 30.4           | 37.0           | 36.1            | 33.4          | 38.1             | 33.3            |
| People's                 | 27.6      | 27.7      | --             | 28.5           | 27.9            | --            | 29.5             | 25.4            |

# Leadership Summary



A national dual-frame (land+cell) random telephone survey is conducted weekly by Nanos Research using live agents.

The weekly tracking figures are based on a four-week rolling sample comprised of 1,000 interviews. To update the tracking a new week of 250 interviews is added and the oldest week dropped. The margin of error for a survey of 1,000 respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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*Category order based on number of seats in the House of Commons*

## Nanos Tracking Data Summary

| Party Consider | This week | Last week | Oct 18 2015 | 4 Weeks Ago | 3 Months Ago | 1 Year Ago | 12 Month High | 12 Month Low |
|----------------|-----------|-----------|-------------|-------------|--------------|------------|---------------|--------------|
| Liberal        | 49.1%     | 47.2%     | 54.7%       | 48.2%       | 49.2%        | 50.7%      | 53.6%         | 44.6%        |
| Conservative   | 45.7%     | 46.3%     | 39.3%       | 45.8%       | 45.3%        | 49.1%      | 52.7%         | 42.9%        |
| NDP            | 42.3%     | 39.6%     | 40.4%       | 35.7%       | 37.1%        | 37.5%      | 44.1%         | 32.7%        |
| Bloc           | 30.9%     | 26.5%     | 30.4%       | 23.8%       | 24.8%        | 26.8%      | 30.9%         | 18.1%        |
| Green          | 34.7%     | 31.8%     | 22.7%       | 29.6%       | 28.6%        | 27.5%      | 34.7%         | 25.9%        |
| People's       | 11.2%     | 10.0%     | --          | 10.4%       | 11.4%        | --         | 12.4%         | 8.9%         |

| Has Qualities of a Good Political Leader | This week | Last week | Oct 18 2015 | 4 Weeks Ago | 3 Months Ago | 1 Year Ago | 12 Month High | 12 Month Low |
|------------------------------------------|-----------|-----------|-------------|-------------|--------------|------------|---------------|--------------|
| Trudeau                                  | 46.8%     | 46.9%     | 61.3%       | 51.0%       | 56.5%        | 54.3%      | 60.2%         | 46.8%        |
| Scheer                                   | 40.4%     | 41.1%     | 51.8%       | 38.8%       | 43.1%        | 41.7%      | 45.6%         | 35.4%        |
| Singh                                    | 31.6%     | 30.8%     | 57.2%       | 26.5%       | 27.3%        | 38.9%      | 38.9%         | 25.7%        |
| Blanchet                                 | 28.0%     | 25.7%     | 51.2%       | 22.7%       | 16.4%        | 23.2%      | 28.0%         | 10.7%        |
| May                                      | 36.6%     | 36.4%     | 36.4%       | 34.3%       | 37.6%        | 34.0%      | 38.3%         | 31.3%        |
| Bernier                                  | 17.7%     | 18.4%     | --          | 17.5%       | 19.0%        | --         | 21.6%         | 14.5%        |

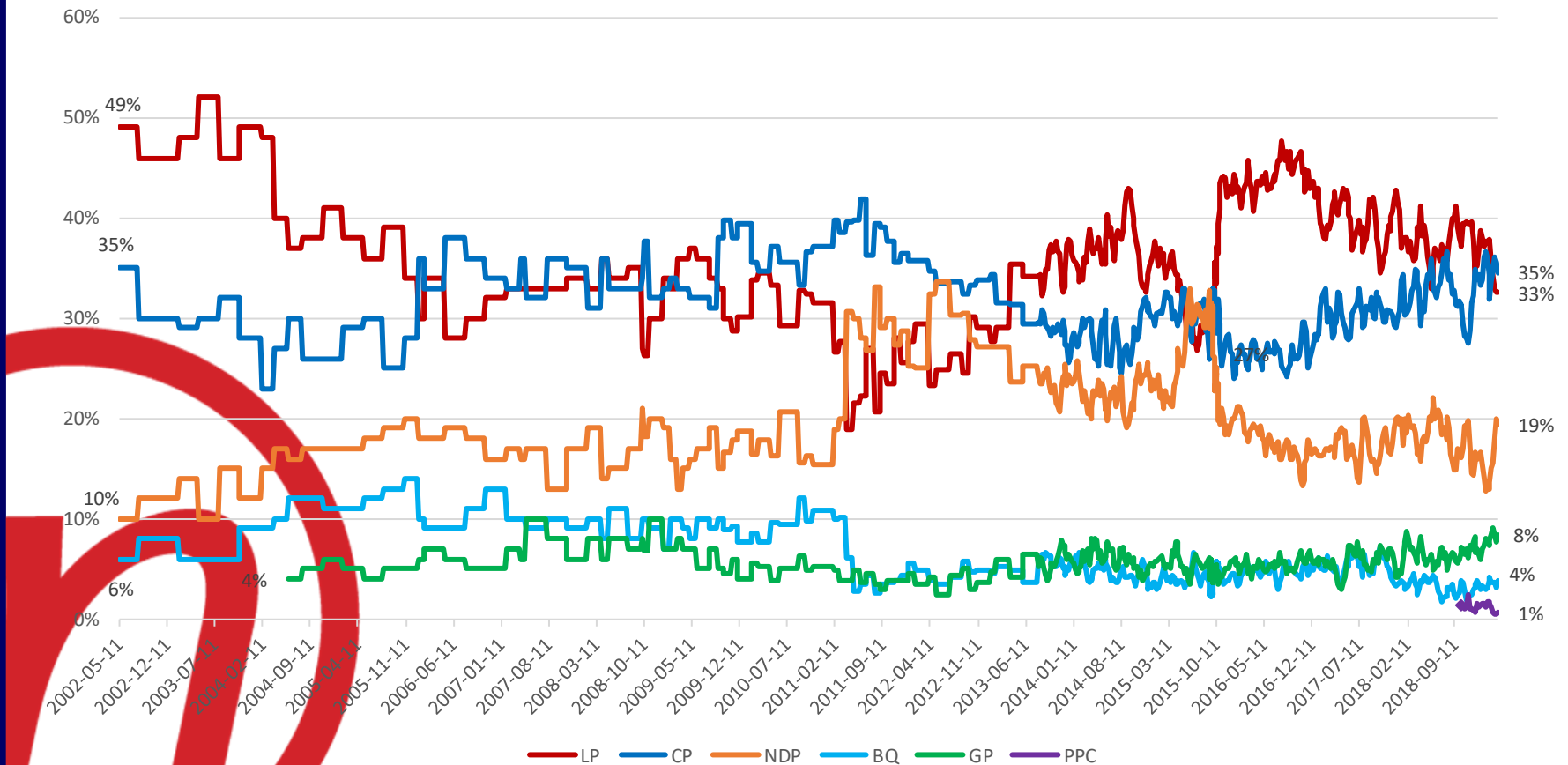
# National Ballot



**Question:** For those parties you would consider voting for federally, could you please rank your top two current local preferences?

**Weekly Tracking – First Ranked Choice – Long Term Trend**  
(Four week rolling average ending March 22, 2019, n=839)

Election

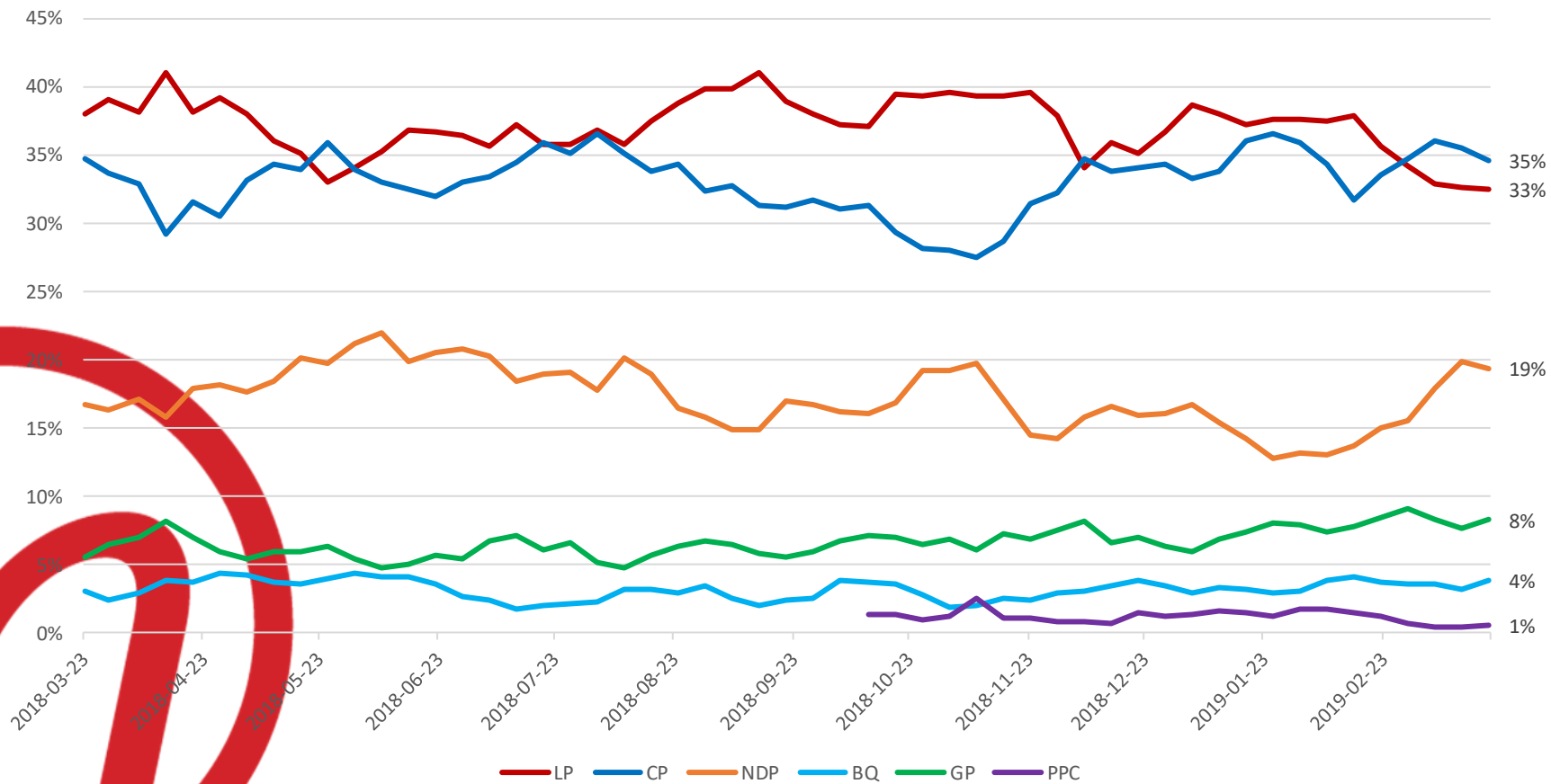


# National Ballot



**Question:** For those parties you would consider voting for federally, could you please rank your top two current local preferences?

**Weekly Tracking – First Ranked Choice – 12 Month Trend**  
(Four week rolling average ending March 22, 2019, n=839)



# *Federal Party Accessible Voters*

*Nanos Weekly Tracking*



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# Consider Liberal

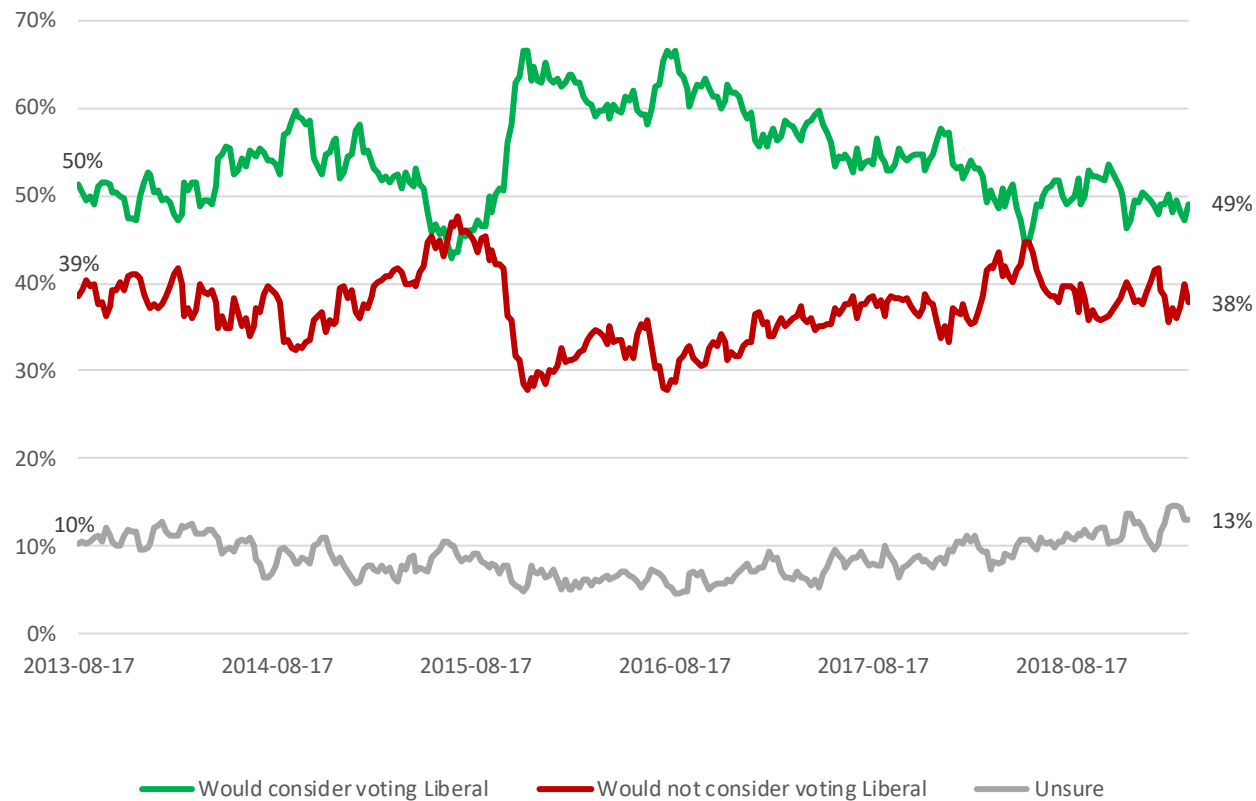


# Liberal

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

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*National – Weekly Tracking  
(Ending March 22, 2019, n=1,000)*



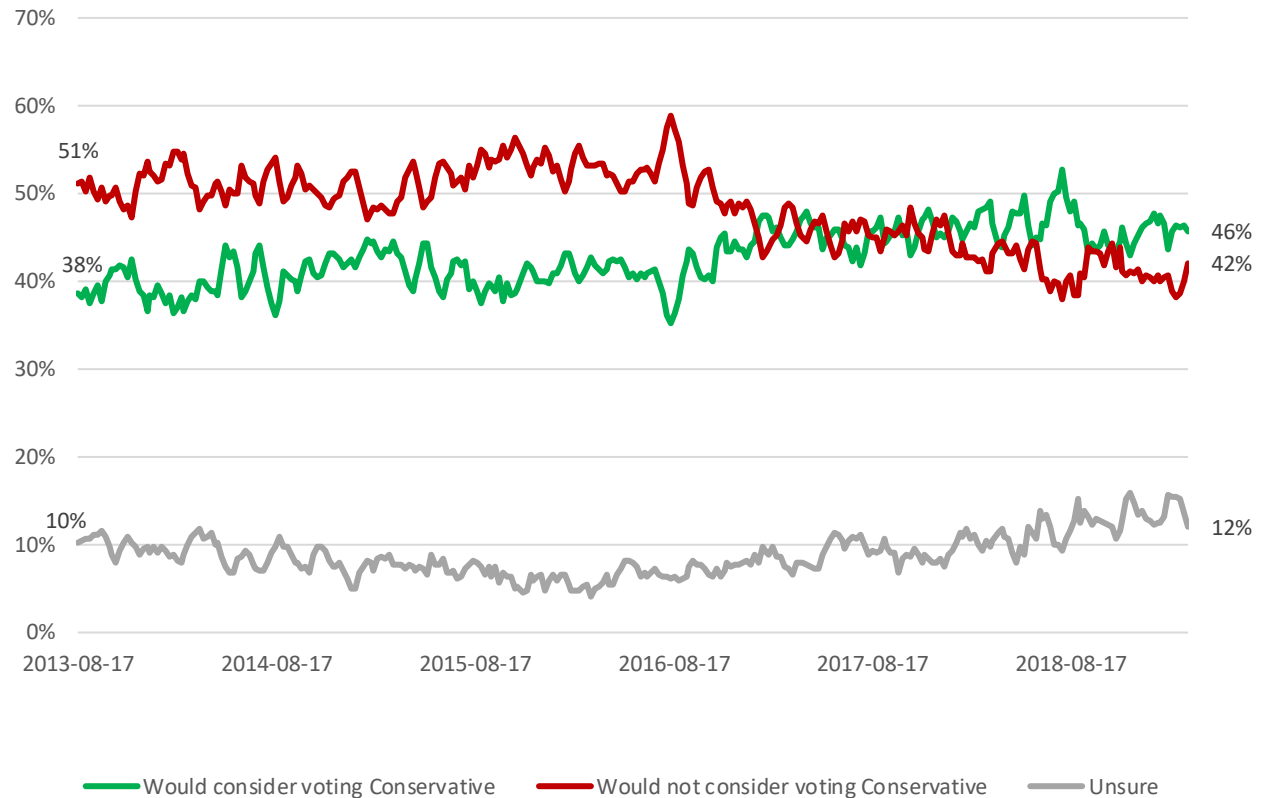
# Consider Conservative



*National – Weekly Tracking  
(Ending March 22, 2019, n=1,000)*

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

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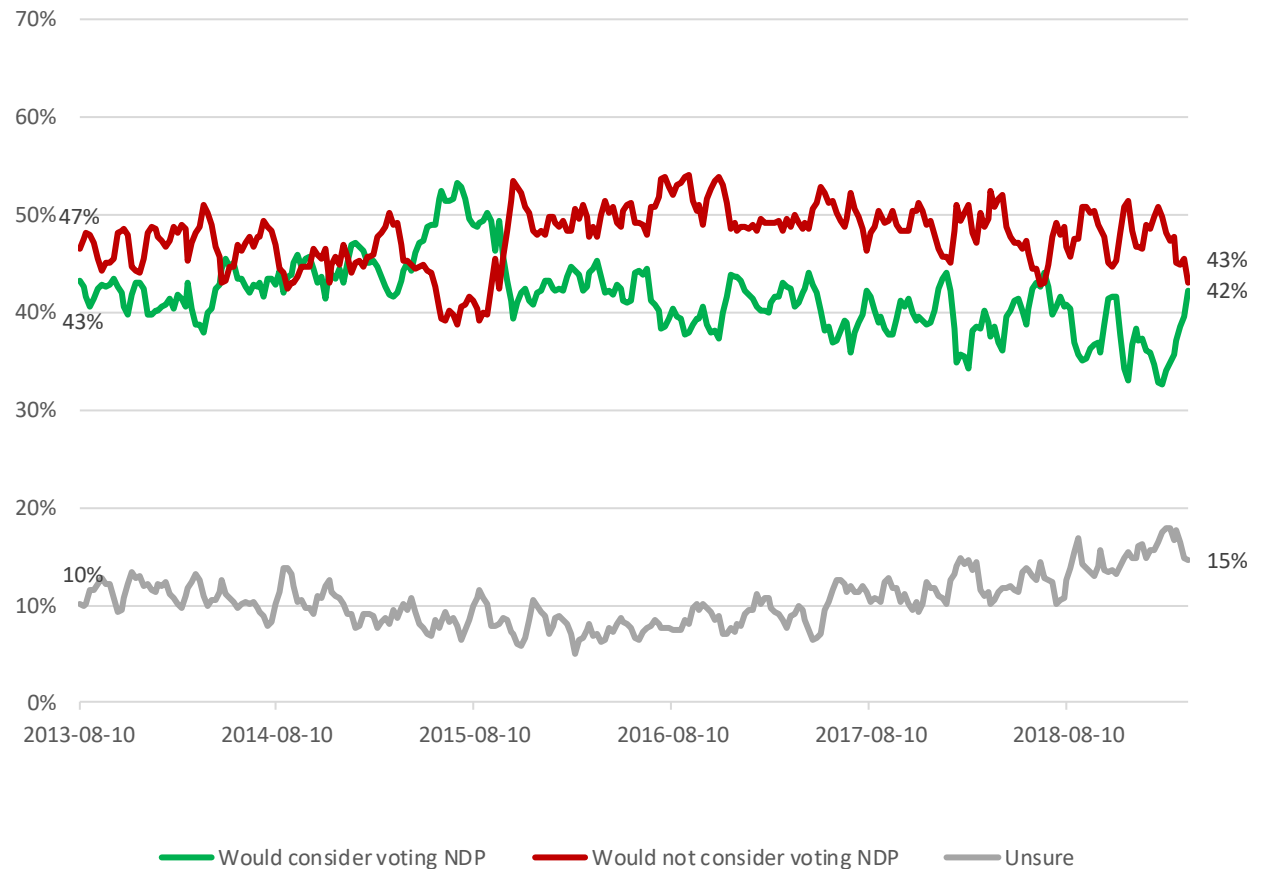
# Consider NDP



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

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**National – Weekly Tracking**  
**(Ending March 22, 2019, n=1,000)**



# Consider Bloc

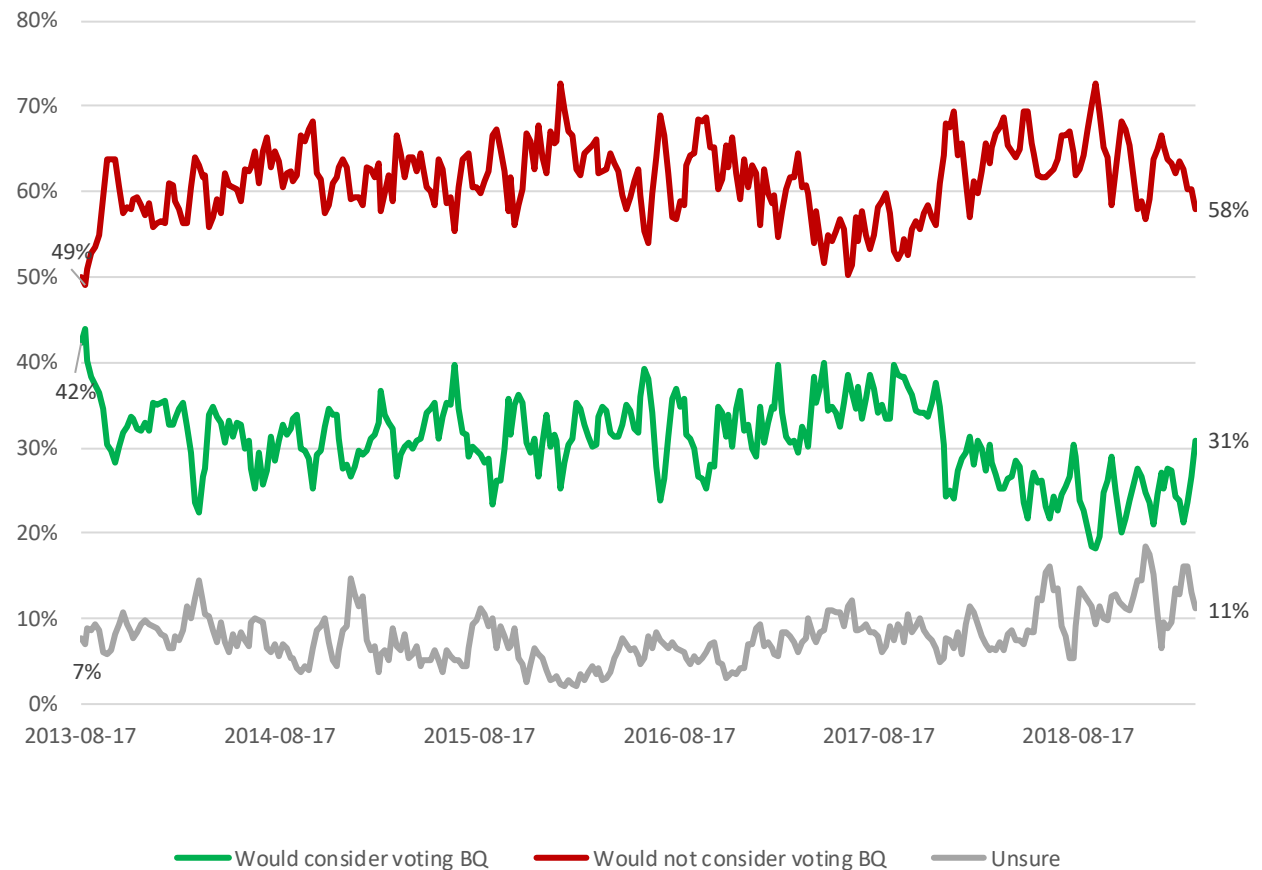


**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] Bloc Québécois

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*Quebec only – Weekly Tracking  
(Ending March 22, 2019, 2017, n=248)*



# Consider Green

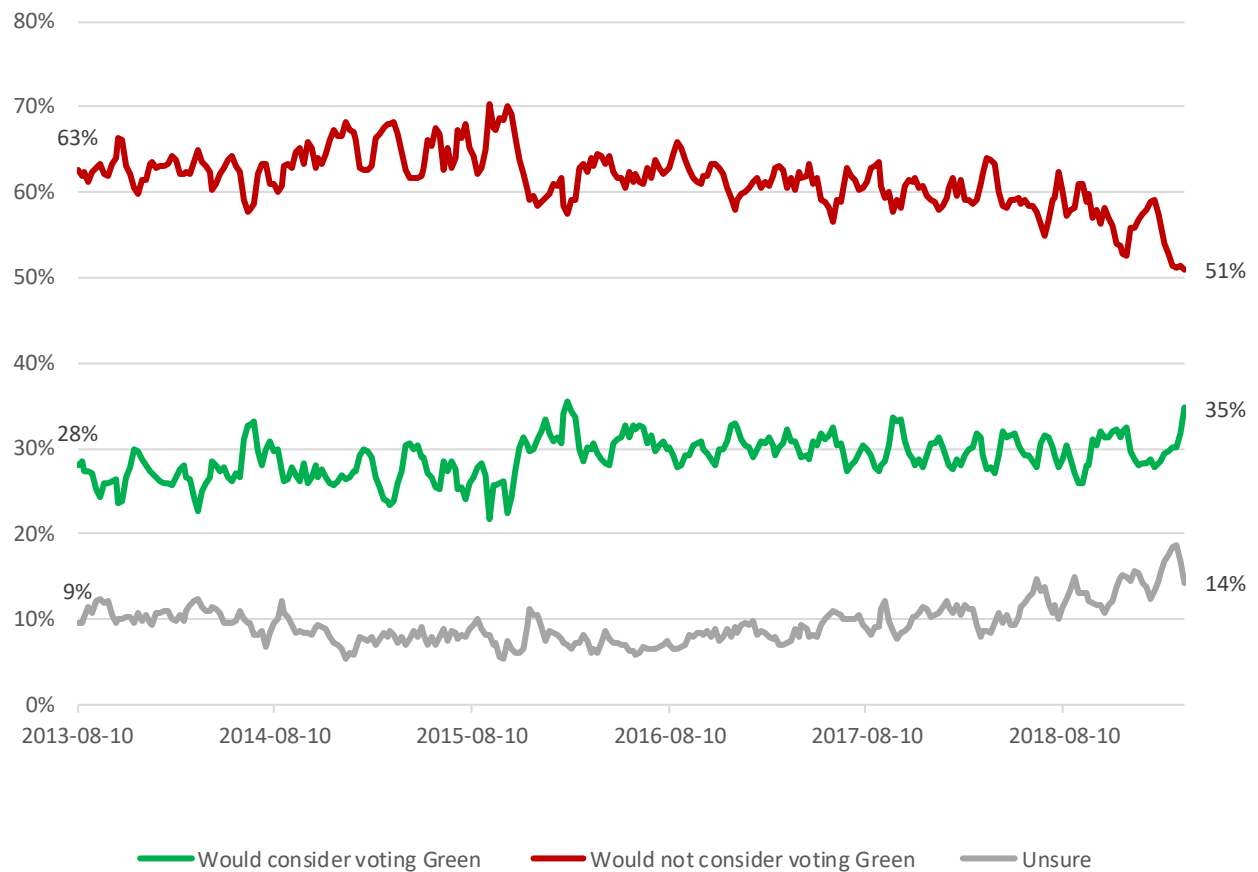


**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] Green Party

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## *National – Weekly Tracking (Ending March 22, 2019, n=1,000)*



# Consider People's



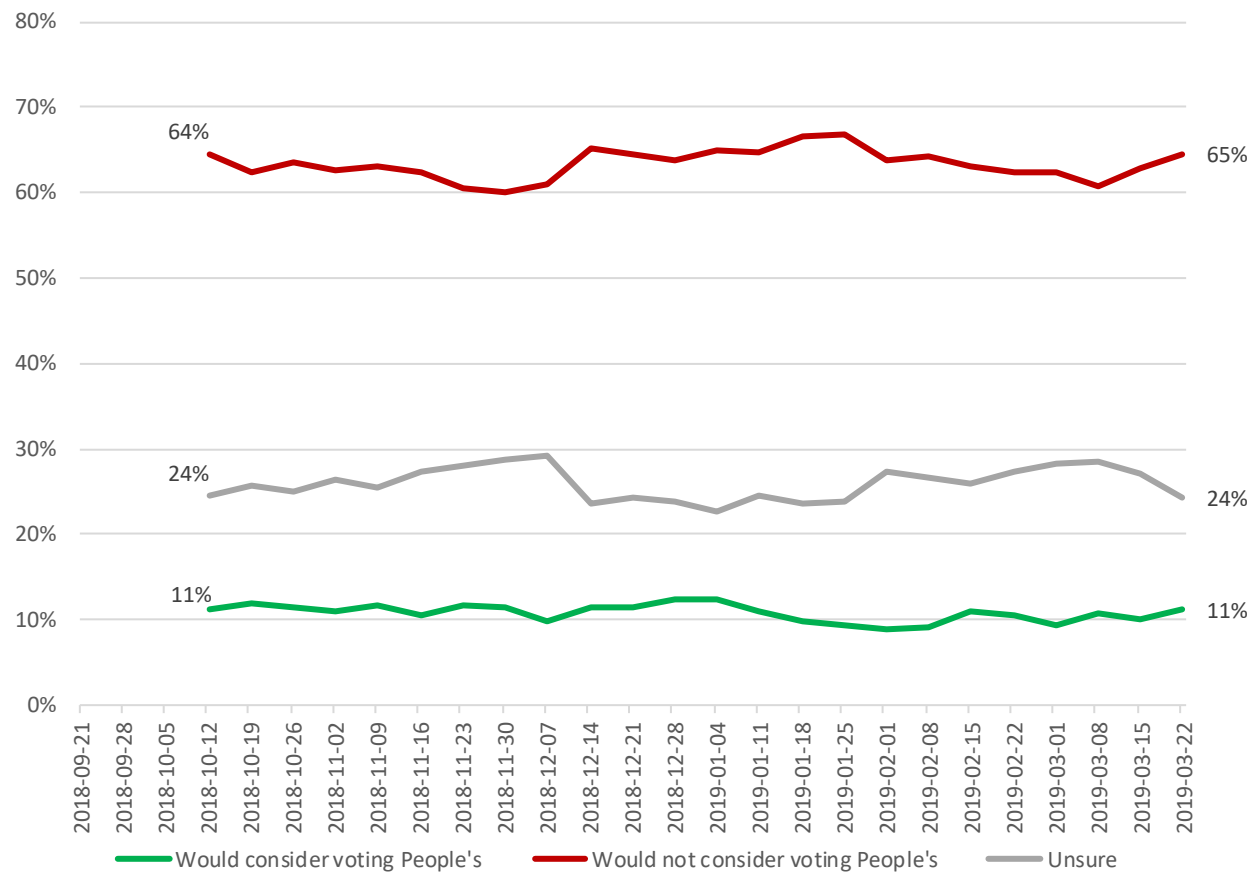
PEOPLE'S PARTY OF CANADA

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

Contact: Nik Nanos

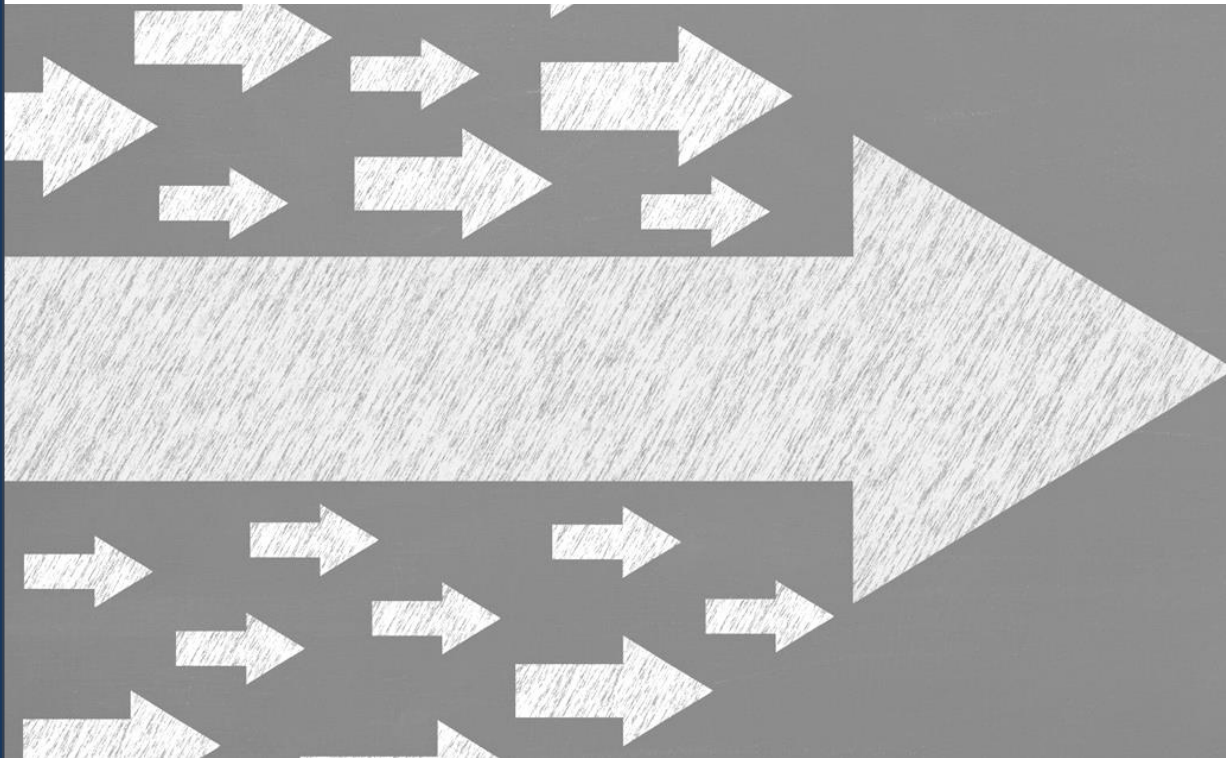
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## National – Weekly Tracking (Ending March 22, 2019, n=1,000)



# *Tracking on the Federal Political Leaders*

*Nanos Weekly Tracking*



**NANOS**

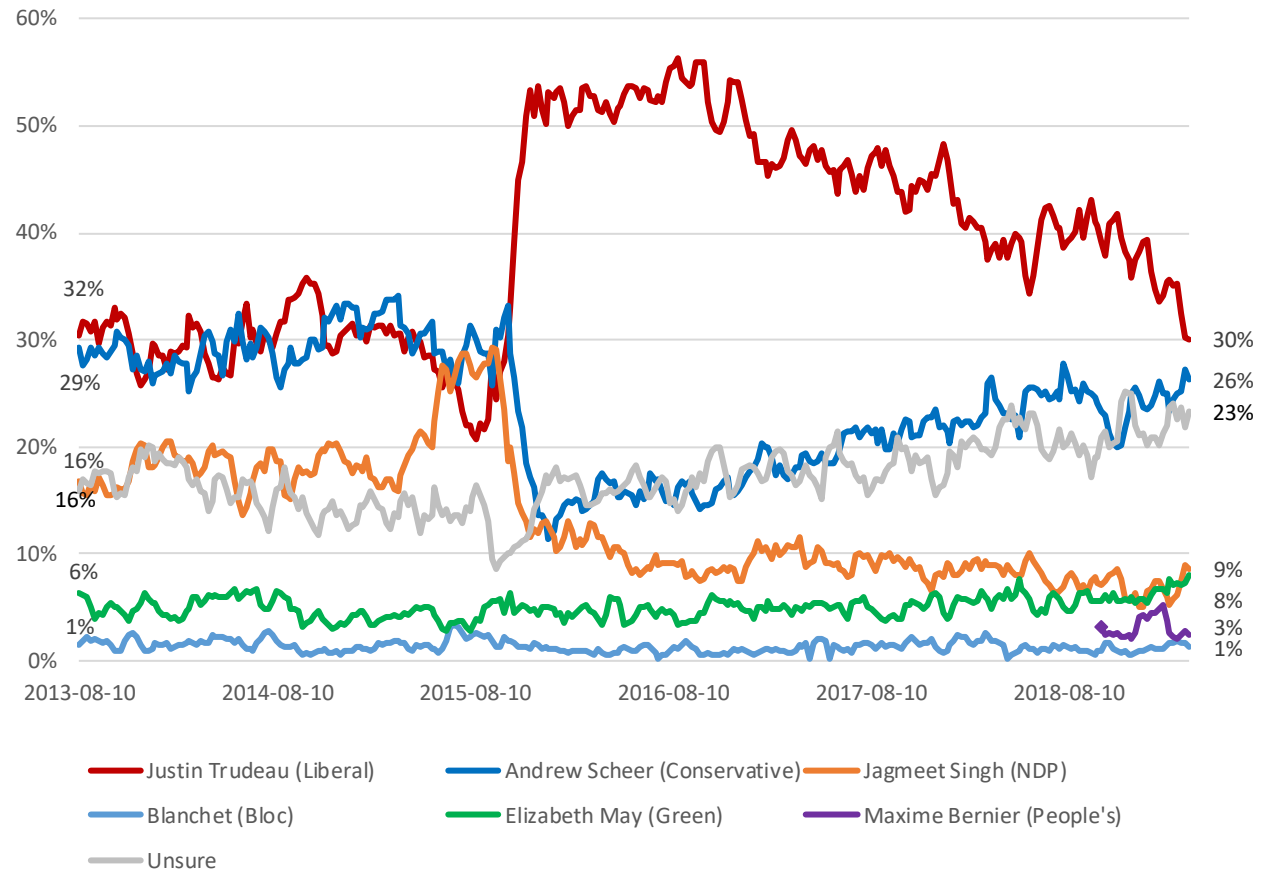
*Winning solutions  
for decision-makers*



### National – Weekly Tracking – Preferred Prime Minister First Ranked Choice (Ending March 22, 2019, n=1,000)

**Question:** Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

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# Trudeau

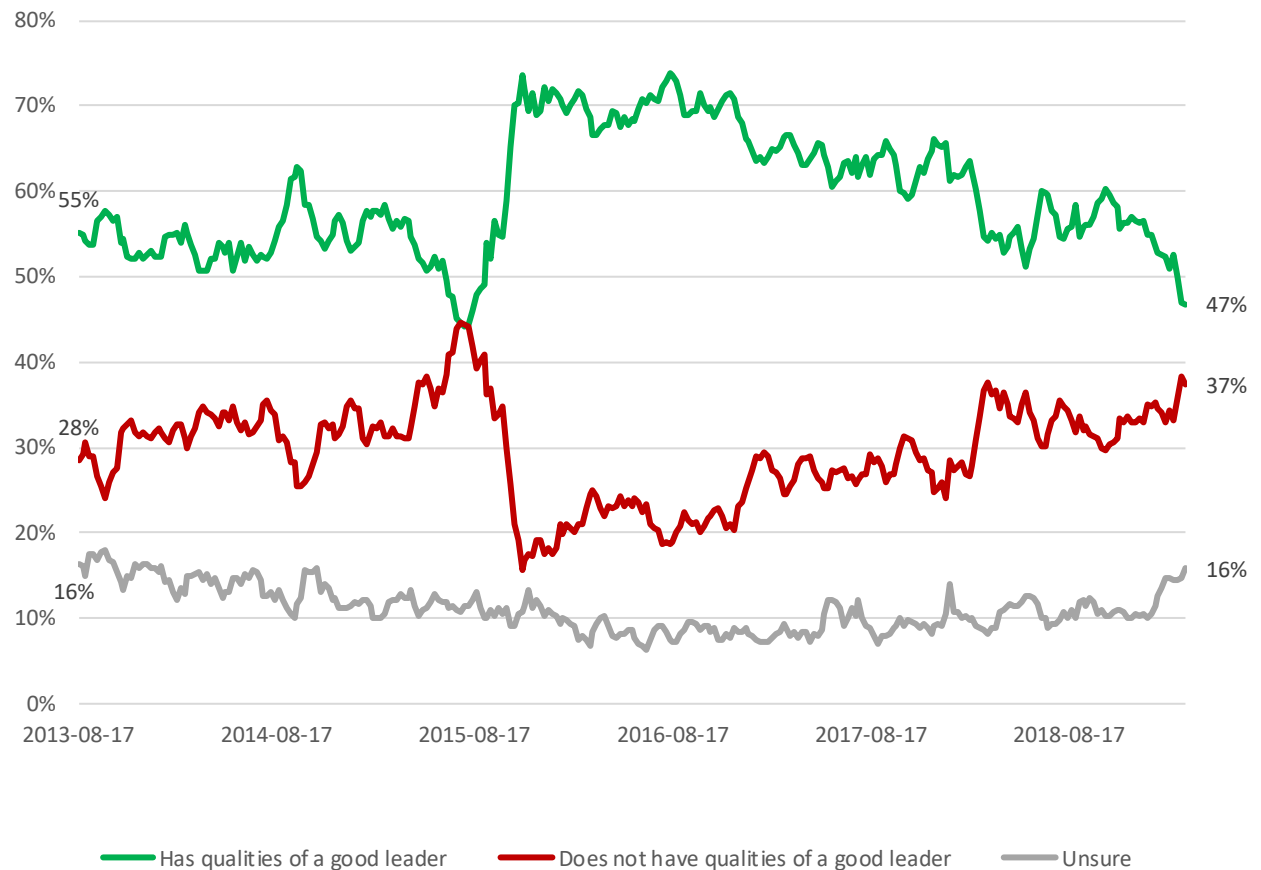


**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Justin Trudeau

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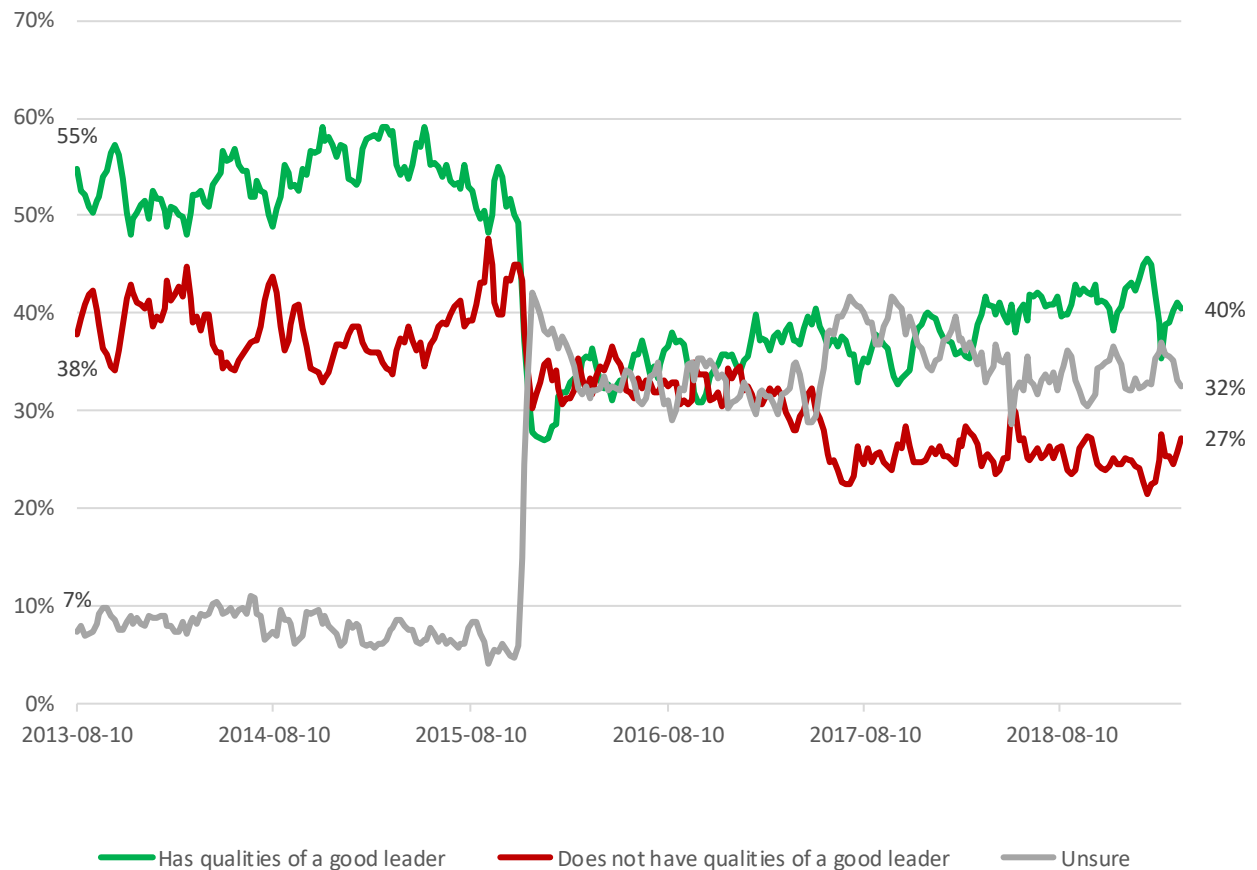
*National – Weekly Tracking – Qualities of a Good Political Leader  
(Ending March 22, 2019, n=1,000)*



**Question:** For each of the following federal political party leaders, do you think they have do not have the qualities to be a good political leader? [RANDOMIZE] Andrew Scheer.

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## National – Weekly Tracking– Qualities of a Good Political Leader (Ending March 22, 2019, n=1,000)



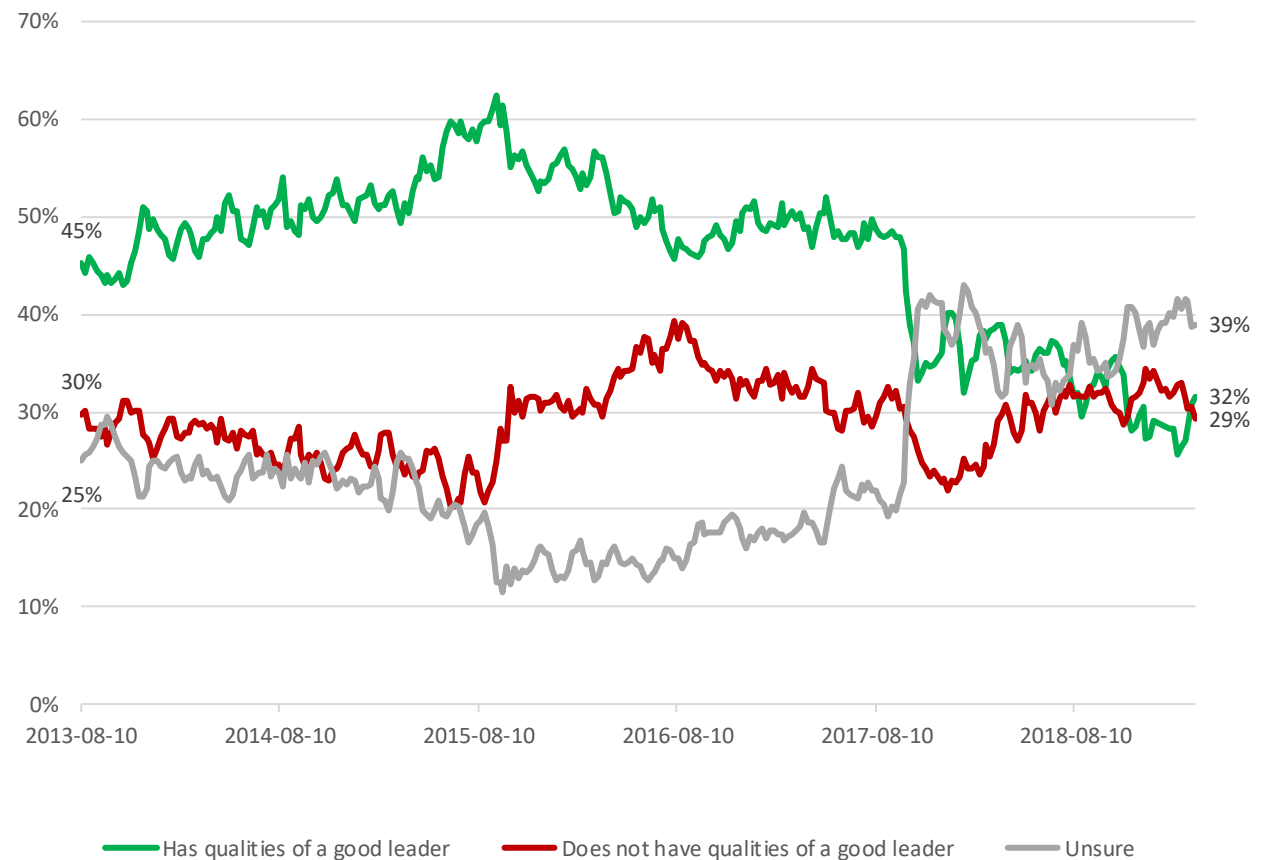
# Singh



**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader?  
[RANDOMIZE] Jagmeet Singh

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## *National – Weekly Tracking– Qualities of a Good Political Leader (Ending March 22, 2019, n=1,000)*



**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Mario Beaulieu (interim leader)/Yves-François Blanchet (newly elected leader).

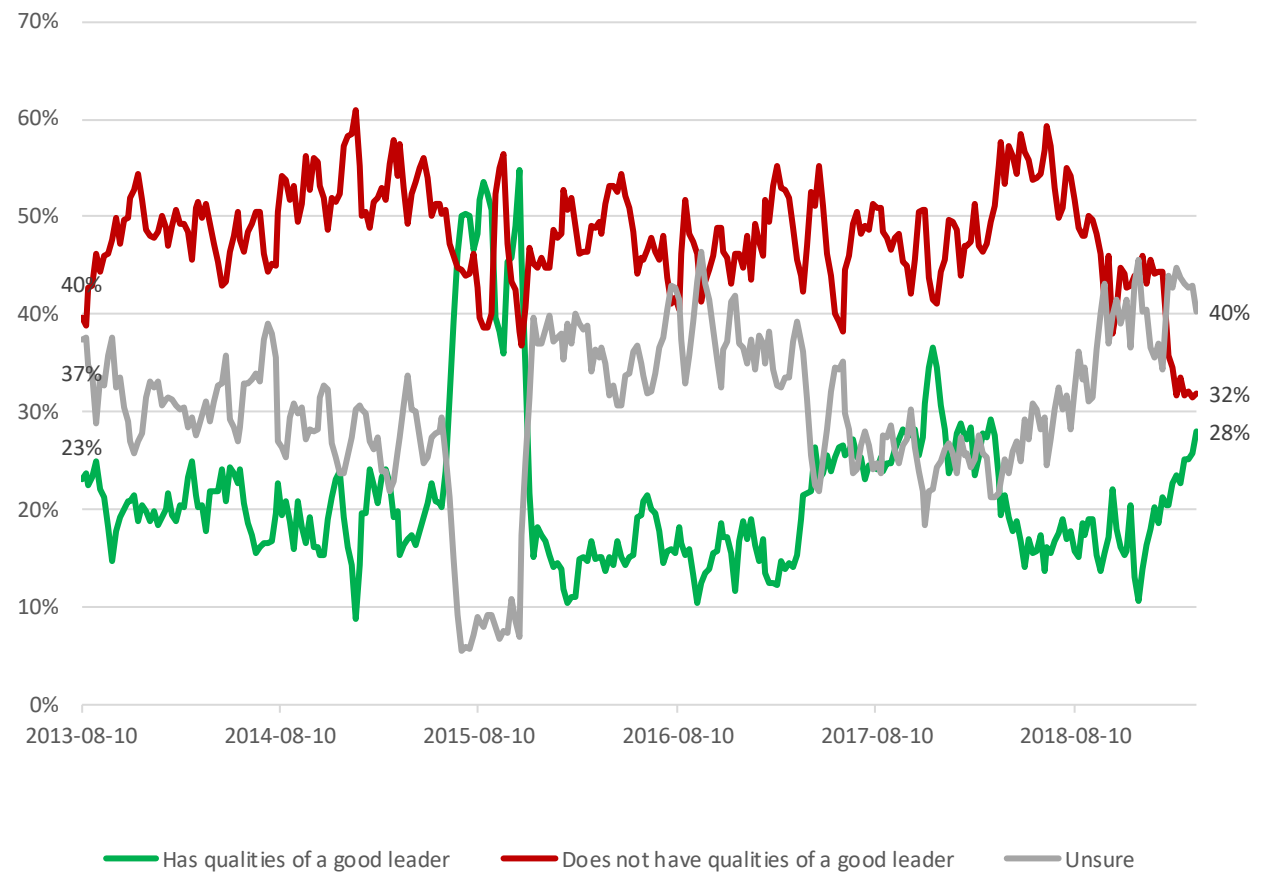
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## Quebec only – Weekly Tracking – Qualities of a Good Political Leader (Ending March 22, 2019, n=248)



# May



**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

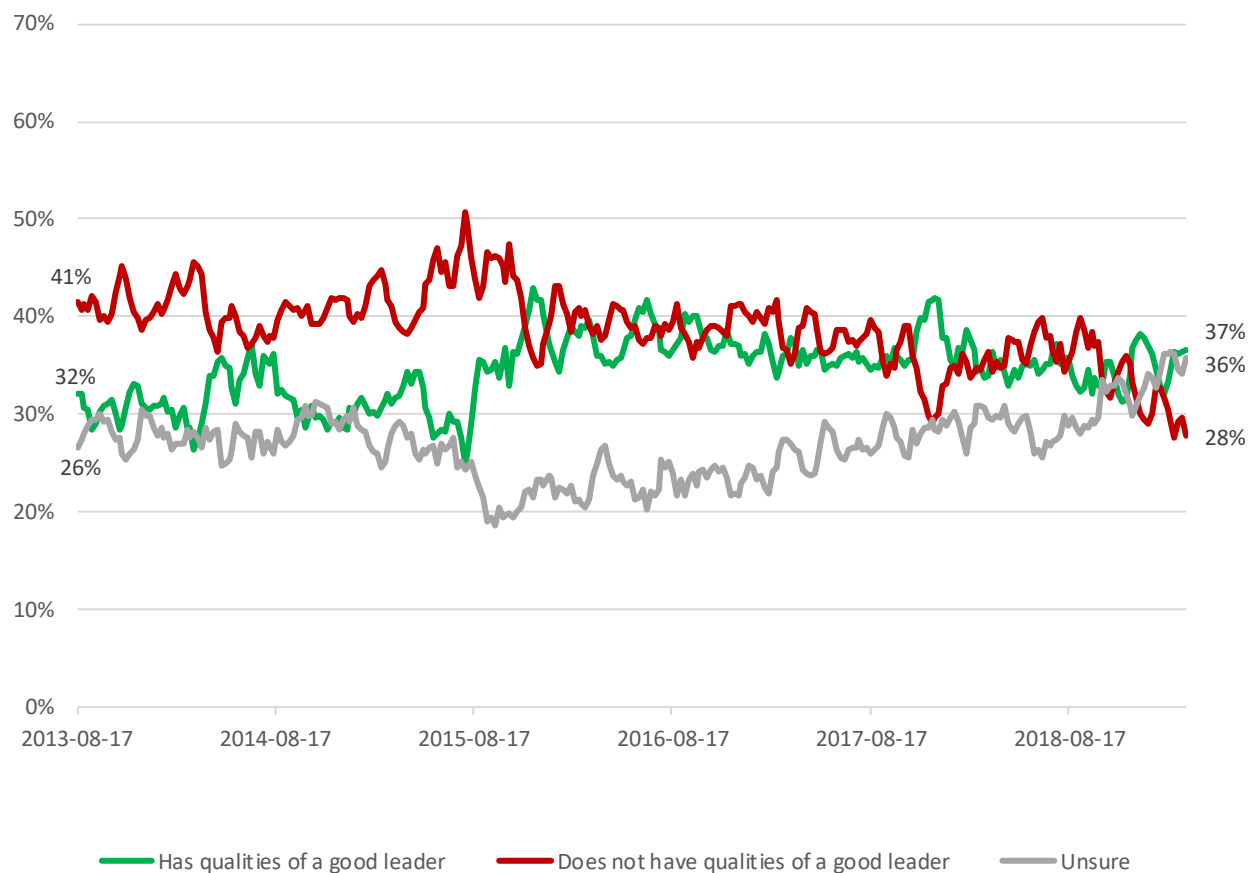
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## *National – Weekly Tracking – Qualities of a Good Political Leader (Ending March 22, 2019, n=1,000)*



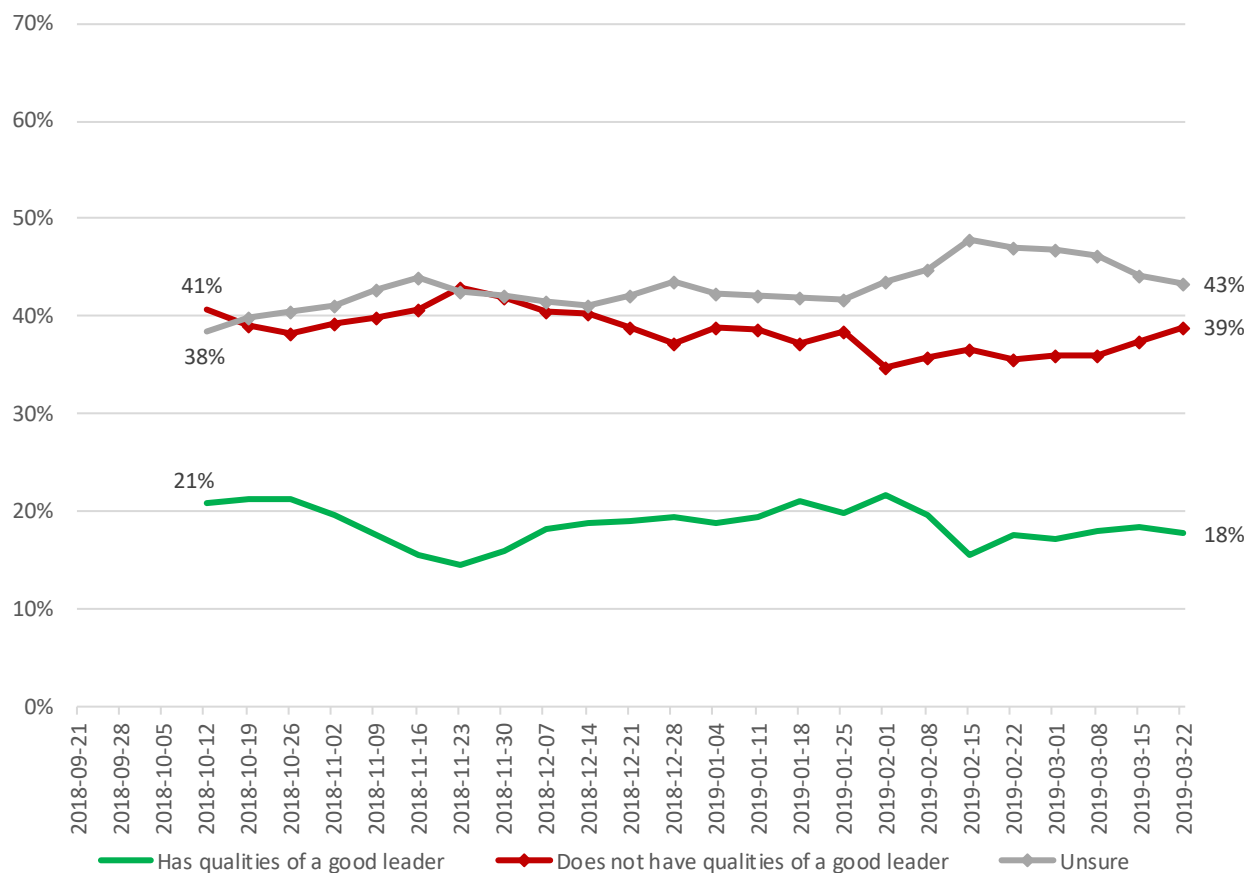
# Bernier



**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Maxime Bernier

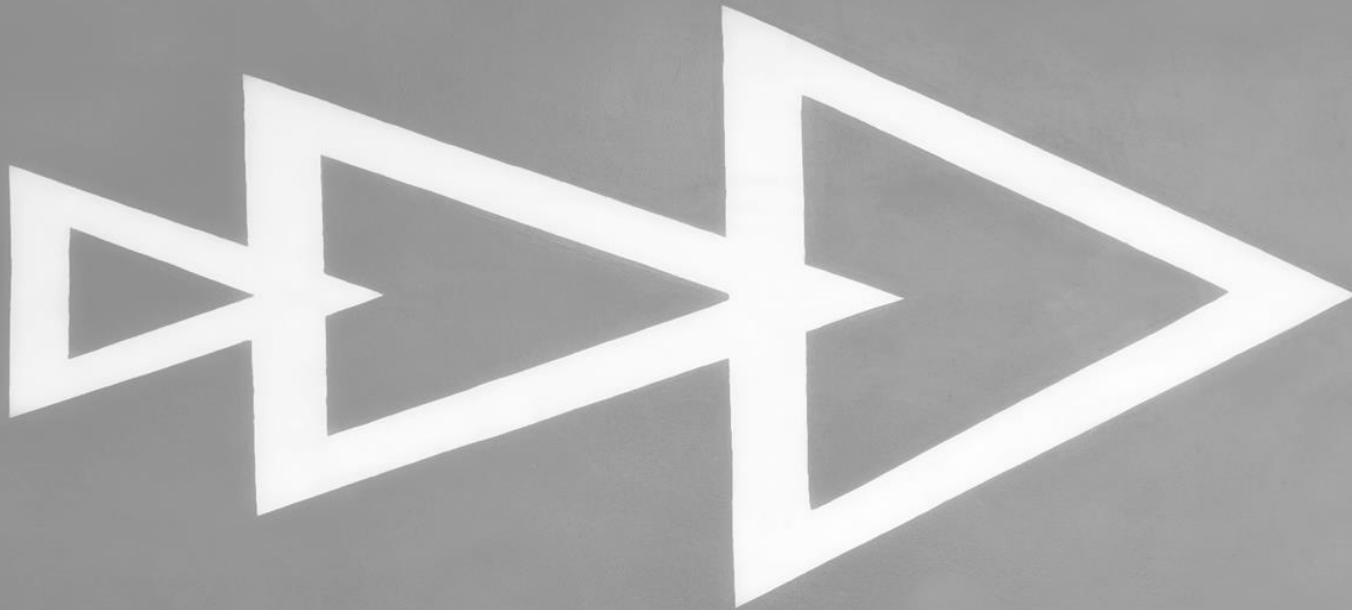
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## National – Weekly Tracking – Qualities of a Good Political Leader (Ending March 22, 2019, n=1,000)



# *Nanos Party Power Index*

*Nanos Weekly Tracking*



**NANOS**

*Applying advanced machine  
learning algorithms*

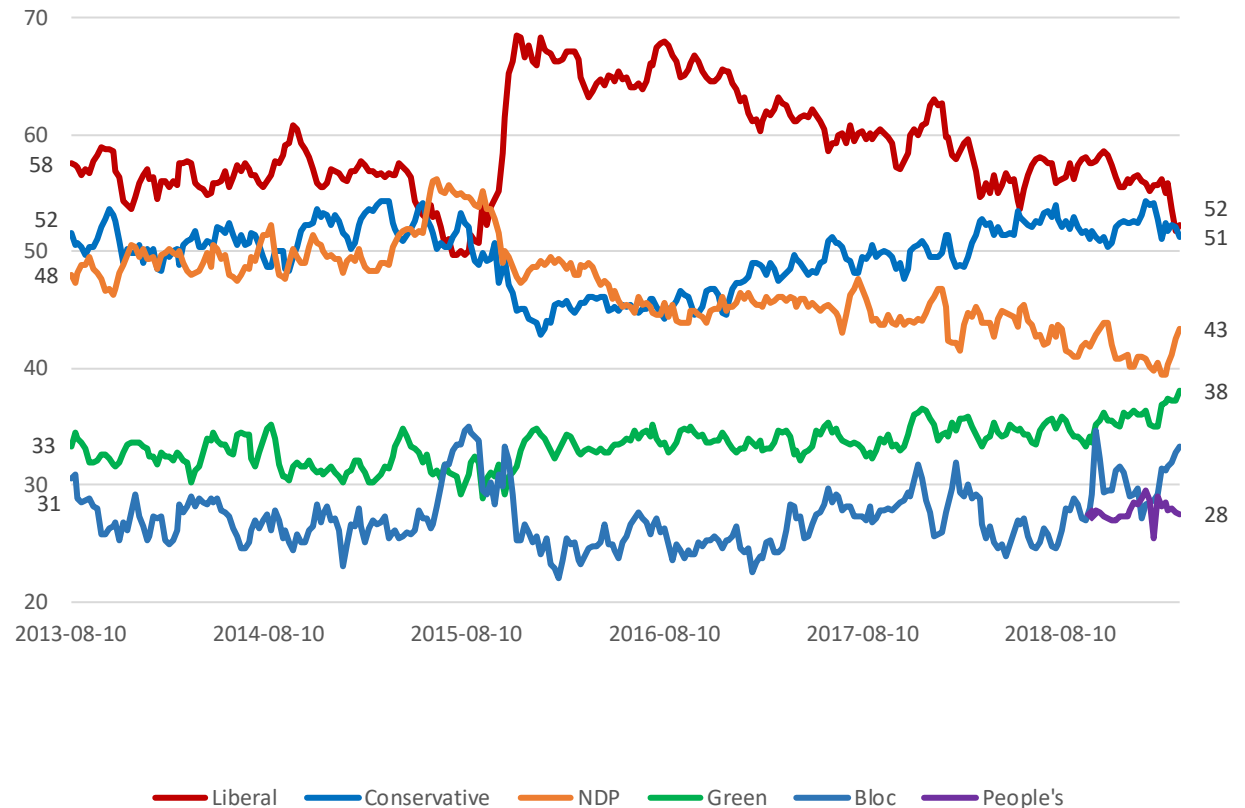
# Party Power Index



The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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*Canada Weekly Index Tracking Scores  
(Ending March 22, 2019, n=1,000)*





# Methodology

[www.nanos.co](http://www.nanos.co)

# Methodology



The Weekly Nanos Tracking is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on a dual frame (land + cell-lines) 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 random sample of 1,000 respondents may be weighted by age and gender using the latest census information for Canada. 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.

A random telephone survey of 1,000 Canadians is accurate  $\pm 3.1$  percentage points, plus or minus, 19 times out of 20.

Since voters are not actually able to make a choice between elections, it is interesting to think about party strength and support more broadly. The Nanos Party Power Index fills this need by incorporating more information than just current vote preference.

The Nanos Party Power Index is a weekly composite measurement of federal party brands based on four questions about the federal parties and their leadership. The questions include:

- a ballot question that captures the 1<sup>st</sup> and 2<sup>nd</sup> vote preferences;
- a measure of whether the respondent would consider voting for the party;
- the 1<sup>st</sup> and 2<sup>nd</sup> preferences for Prime Minister of the current federal leaders; and,
- whether the respondent believes each current leader has the quality to be a good leader.

The views of 1,000 respondents are compiled into a diffusion brand index for each party that goes from 0 to 100, where 0 means that the party has no brand strength and 100 means it has maximum brand strength. A score above 50 is an indication of brand strength for the party and its leader at this time. The important factors in this weekly tracking include the direction of the brand strength or weakness and also the brand strength of one federal party relative to another.

# Technical Note

| Element                                    | Description                                                                                                                                               | Element                 | Description                                                                                                                                                                                                                                                            |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Organization who commissioned the research | Nanos Research                                                                                                                                            | Weighting of Data       | The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure                                     |
| Final Sample Size                          | 1,000 Randomly selected individuals, four week rolling average of 250 interviews a week.                                                                  | Screening               | Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.                                            |
| Margin of Error                            | ±3.1 percentage points, 19 times out of 20.                                                                                                               | Excluded Demographics   | Individuals younger than 18 years old; individuals without land or cell lines could not participate.                                                                                                                                                                   |
| Mode of Survey                             | RDD dual frame (land- and cell-lines) telephone survey                                                                                                    | Stratification          | By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.                     |
| Sampling Method Base                       | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.                                                                    | Estimated Response Rate | Nine percent, consistent with industry norms.                                                                                                                                                                                                                          |
| Demographics (Captured)                    | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.    | Question Order          | Question order in the preceding report was asked in the following order – party consideration, unprompted vote preferences, preferred Prime Minister and qualities of a good political leader.                                                                         |
| Demographics (Other)                       | Age, gender, education, income                                                                                                                            | Question Content        | This was part of a weekly tracking survey. The preceding module included questions about national issues of concern and ballot preferences and economic confidence.                                                                                                    |
| Fieldwork/Validation                       | Live interviews with live supervision to validate work as per the MRIA Code of Conduct                                                                    | Question Wording        | The wording of questions is as presented in the report with a randomization of the political leaders for the question involving leader qualities.                                                                                                                      |
| Number of Calls/                           | Maximum of five call backs.                                                                                                                               | Survey Company          | Nanos Research                                                                                                                                                                                                                                                         |
| Time of Calls                              | Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm                                                                                                       | Contact                 | Contact Nanos Research for more information or with any concerns or questions.<br><a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a><br>Telephone:(613) 234-4666 ext. 237 – Toll Free: (888) 737-5505 ext. 223.<br>Email: info@nanosresearch.com. |
| Field Dates                                | Four week period March 22, 2019                                                                                                                           |                         |                                                                                                                                                                                                                                                                        |
| Language of Survey                         | The survey was conducted in both English and French.                                                                                                      |                         |                                                                                                                                                                                                                                                                        |
| Standards                                  | This report meets the standards set forth by the MRIA which can be found here:<br><a href="https://mria-arim.ca/polling">https://mria-arim.ca/polling</a> |                         |                                                                                                                                                                                                                                                                        |

## 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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# Méthodologie



Le suivi hebdomadaire de Nanos est produit par Nanos Research Corporation. Les données sont fondées sur des entrevues téléphoniques aléatoires à deux trames (terrestre et cellulaire) avec des agents en direct contactant 1 000 Canadiens, utilisant une moyenne mobile de quatre semaines avec 250 répondants chaque semaine, âgés de 18 ans et plus. L'échantillon aléatoire de 1 000 répondants peut être pondéré selon l'âge et le sexe en utilisant les dernières données du recensement pour le Canada. Les entrevues sont compilées en une moyenne mobile de 1 000 entrevues sur quatre semaines, où chaque semaine, le groupe de 250 Canadiens le plus anciennement interrogé est abandonné et un nouveau groupe de 250 entrevues est ajouté.

Un sondage téléphonique aléatoire auprès de 1 000 Canadiens est exact à  $\pm 3,1$  points de pourcentage, plus ou moins, 19 fois sur 20.

Comme les électeurs ne sont pas en mesure de faire un choix entre les élections il est intéressant de penser à la force du parti et à son soutien à un niveau plus large. Le suivi fédéral de Nanos répond à ce besoin en incorporant plus d'informations sur les préférences politiques, au-delà de la préférence actuelle de vote.

Le suivi fédéral de Nanos est une mesure composite hebdomadaire des marques des partis fédéraux fondée sur quatre questions concernant les partis fédéraux et leur leadership. Les questions comprennent:

- une question de scrutin qui capture les préférences de premier et de second vote;
- une mesure permettant de savoir si le répondant envisagerait de voter pour un parti donné;
- la 1ère et 2ème préférence pour Premier ministre parmi les dirigeants fédéraux actuels; et,
- si le répondant croit que chaque leader actuel possède les qualités d'un bon leader.

Les opinions de 1000 répondants sont compilées dans un indice de marque de diffusion pour chaque parti qui va de 0 à 100, où 0 signifie que le parti n'a pas de force de marque et 100 signifie qu'il a la force de marque maximale. Un score supérieur à 50 est une indication de force de marque pour ce parti et son leadership en ce moment. Les facteurs importants dans ce suivi hebdomadaire incluent la direction de la force ou de la faiblesse de marque ainsi que la force de marque d'un parti fédéral par rapport à un autre.

# Note technique

| Élément                                  | Description                                                                                                                                                                          | Élément                       | Description                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Organisation qui a commandé la recherche | Nanos Research                                                                                                                                                                       | Pondération des données       | Les résultats ont été pondérés selon l'âge et le sexe en utilisant les données du dernier recensement (2016) et l'échantillon est stratifié géographiquement pour être représentatif du Canada. Voir les tableaux pour la divulgation complète de la pondération.                                                                     |
| Taille finale de l'échantillon           | 1,000 répondants choisis au hasard, moyenne mobile de quatre semaines avec 250 répondants chaque semaine.                                                                            | Présélection                  | La présélection garantit que les répondants potentiels ne travaillaient pas dans le secteur des études de marché, dans le secteur de la publicité, dans les médias ou pour un parti politique avant l'administration de l'enquête pour assurer l'intégrité des données.                                                               |
| Marge d'erreur                           | ±3.1 points de pourcentage, 19 fois sur 20.                                                                                                                                          | Groupes démographiques exclus | Les personnes de moins de 18 ans; les individus sans accès à lignes de téléphone n'étaient pas admissibles pour participer.                                                                                                                                                                                                           |
| Type d'enquête                           | Enquête téléphonique (lignes téléphoniques terrestres et cellulaires) par génération aléatoire de numéros de téléphone (GANT)                                                        | Stratification                | Par âge et sexe en utilisant les données du dernier recensement (2016) et l'échantillon est stratifié géographiquement pour être représentatif du Canada. Les régions plus petites comme le Canada Atlantique furent suréchantillonnées pour assurer un échantillon régional minimum.                                                 |
| Méthode d'échantillonnage                | L'échantillon comprenait à la fois des lignes terrestres et cellulaires à travers le Canada par l'entremise de génération aléatoire de numéros de téléphone (GANT).                  | Taux de réponse estimé        | Neuf pour cent, en conformité avec les normes de l'industrie.                                                                                                                                                                                                                                                                         |
| Données démographiques (captées)         | Canada Atlantique, Québec, Ontario, Prairies, Colombie-Britannique; hommes et femmes; 18 ans et plus. Le code postal à six chiffres fut utilisé pour valider l'endroit géographique. | Ordre des questions           | Les questions de ce rapport ont été posées dans l'ordre suivant : les préférences de vote spontanées, le Premier ministre préféré et les qualités d'un bon leader politique.                                                                                                                                                          |
| Données démographiques (autres)          | Âge, sexe, éducation, revenu                                                                                                                                                         | Contenu des questions         | Ceci fait partie d'une enquête de suivi hebdomadaire. Le module précédent comprenait des questions sur les problèmes d'intérêt national et les préférences de vote et la confiance économique.                                                                                                                                        |
| Travail sur le terrain/validation        | Entrevues en direct administrées par des agents et sous supervision du travail afin d'être conformes au code déontologique de l'ARIM.                                                | Formulation des questions     | La formulation des questions est telle que présentée dans le rapport, les leaders politiques ont été affichés de manière aléatoire pour la question impliquant les qualités d'un bon leader.                                                                                                                                          |
| Nombre d'appels                          | Maximum de cinq rappels.                                                                                                                                                             | Compagnie de recherche        | Nanos Research                                                                                                                                                                                                                                                                                                                        |
| Heure des appels                         | Heure locale 17h à 21h, fins de semaine 12h à 18h.                                                                                                                                   | Contactez                     | Contactez Nanos Research pour de plus amples renseignements ou si vous avez des questions ou des préoccupations.<br><a href="http://www.nanos.co">http://www.nanos.co</a><br>Téléphone : (613) 234-4666 x 237 – Sans frais : (888) 737-5505 x 223.<br>Courriel : <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> . |
| Dates du travail sur le terrain          | Période de quatre semaines terminant le 22 mars 2019.                                                                                                                                |                               |                                                                                                                                                                                                                                                                                                                                       |
| Langue de l'enquête                      | L'enquête a été menée en français et en anglais.                                                                                                                                     |                               |                                                                                                                                                                                                                                                                                                                                       |
| Standards                                | Ce rapport rencontre les normes établies par l'ARIM qui peuvent être consultées ici : <a href="https://mria-arim.ca/polling">https://mria-arim.ca/polling</a>                        |                               |                                                                                                                                                                                                                                                                                                                                       |

## À propos de Nanos

Nanos est l'une des organisations de recherche et de stratégie des plus reconnues en Amérique du Nord. Notre équipe de professionnels est régulièrement appelée à livrer une intelligence supérieure et un avantage de marché soit en aidant à trouver le chemin à suivre, à gérer une réputation ou à comprendre les tendances qui mènent au succès. Nanos propose une palette exhaustive de services allant de sondages par téléphone aux consultations d'élite à travers des entrevues en profondeur, recherches en ligne et groupes de discussion. Les clients de Nanos vont des sociétés Fortune 500 aux groupes de défense de premier plan intéressés à comprendre et à façonner le paysage public. Que ce soit pour la compréhension de votre marque ou réputation, les besoins et la satisfaction des clients, pour l'engagement des employés ou pour tester de nouvelles publicités ou de nouveaux produits, Nanos donne une vision stratégique fiable.



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