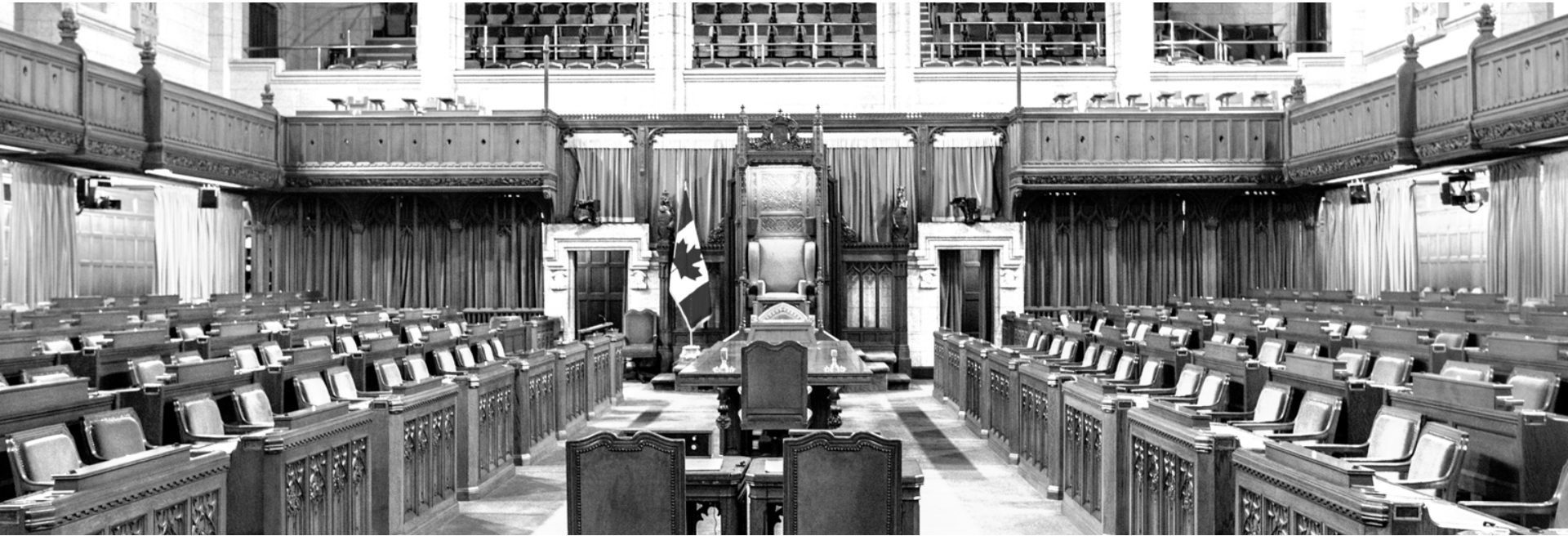


Preferred PM: Trudeau 34, Scheer 25, Unsure 19, Singh 9, May 8, Bernier 3, Blanchet 2

*Nightly Tracking, three rolling average ending September 14th, 2019
Released September 15th, 2019*



CTV
NEWS

**THE
GLOBE
AND
MAIL** 

 **NANOS**

**“ Trudeau ahead of Scheer
as preferred Prime
Minister. Singh and May
gripped in a tie for third. ”**

Nik Nanos, Chief Data Scientist



PREFERRED PRIME MINISTER

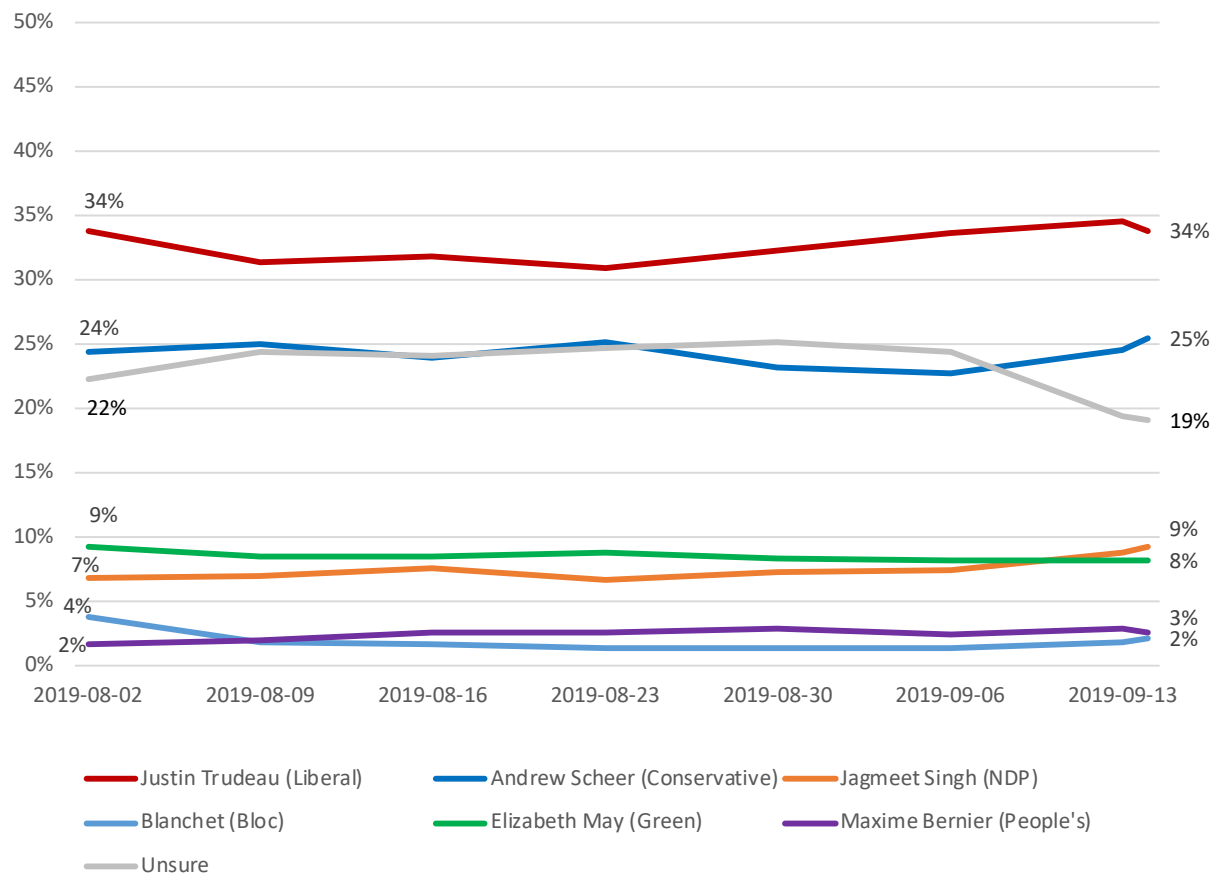
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is ± 2.8 percentage points, 19 times out of 20.

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Website: www.nanos.co
Methodology: www.nanos.co/method

[Subscribe](#) to the Nanos data portals to get access to detailed demographic and regional breakdowns.

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

Source: CTV, Globe, Nanos nightly election tracking ending September 14th, 2019. The data below represents the weekly tracking for August, 2019. Nightly election tracking started on September 11th, 2019.



SURVEY METHODOLOGY



A national random telephone survey of 1,200 Canadians is conducted by Nanos Research throughout the campaign over a three day period. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is ± 2.8 percentage points, 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2016 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding.



TECHNICAL NOTE



| Element | Description |
|----------------------------------|---|
| Research sponsor | CTV/Globe and Mail/Nanos Research |
| Population and Final Sample Size | 1,200 Randomly selected individuals; three night rolling average of 400 voters a night; closing weekend oversample. The interviews are compiled into a three day rolling average of 1,200 interviews, where each week the oldest group of 400 interviews is dropped and a new group of 400 interviews is added. |
| Source of Sample | Dynata |
| Type of Sample | Probability |
| Margin of Error | ±2.8 percentage points, 19 times out of 20. |
| Mode of Survey | Tracking; RDD dual frame (land- and cell-lines) random telephone survey. |
| Sampling Method Base | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada. |
| 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. |
| Demographics (Other) | Age, gender, education, income |
| Fieldwork/Validation | Live CATI interviews with live supervision to validate work. |
| Number of Calls | Maximum of five call backs. |
| Time of Calls | Individuals were called between 6:30-9:30pm local time for the respondent. |
| Field Dates | September 12 to 144, 2019. |
| Language of Survey | The survey was conducted in both English and French. |
| Standards | Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/ |

| Element | Description |
|-----------------------------------|--|
| 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 |
| 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. |
| Excluded Demographics | Individuals younger than 18 years old; individuals without land or cell lines could not participate. |
| 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. |
| Estimated Response Rate | 7 percent, consistent with industry norms. |
| Question Order | An open-ended national issue of concern question, party vote consideration questions and the ballot is asked ahead of the preferred PM question. |
| Question Content | This was module three of a nightly omnibus survey. The preceding modules were about unprompted national issues of concern and ballot preferences. |
| Question Wording | The question in the preceding report was written exactly as they were asked to individuals. |
| Research/Data Collection Supplier | Nanos Research |
| Contact | Contact Nanos Research for more information or with any concerns or questions. www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com . |



NANOS DATA PORTALS



[Subscribe now](#) for just \$4 a month (\$48 for a 12 month subscription) to have unlimited access including national, regional, and demographic trend lines to the following dashboards in the political portal:

- Nightly 2019 Canadian Federal Election Tracking (August 2019 to present)
- Nightly Undecided Tracking (August 2019 to present)
- Nightly Preferred PM Tracking Canada (August 2019 to present)
- Nightly Party Power Index Tracking Canada (August 2019 to present)
- Nightly Consider Voting for the Liberal Party of Canada (August 2019 to present)
- Nightly Consider Voting for the Conservative Party of Canada (August 2019 to present)
- Nightly Consider Voting for the NDP of Canada (August 2019 to present)
- Nightly Consider Voting for the Green Party of Canada (August 2019 to present)
- Nightly Consider Voting for the Bloc Québécois (August 2019 to present)
- Nightly Consider Voting for the People's Party of Canada (August 2019 to present)

In addition to this, paid subscribers have access to the following Nanos Data Portals:

- Weekly Political Portal with Federal Data (2014 to present)
- Weekly Canadian Consumer Confidence Tracking (2008 to present)
- Weekly Issue Tracking Canada (2015 to present)
- Canada-US Relations Annual Tracking (2005 to present)
- The Nanos Annual Public Policy Map (2015 to present)
- The Mood of Canada Annual Tracking Survey (2007 to present)



ABOUT NANOS



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

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