

Nanos Election Call > Conservatives 32.5, Liberals 31.7, NDP 20.8, BQ 7.2, Greens 6.0, PPC 1.5

Nightly Tracking, FINAL ELECTION REPORT October 20th, 2019
Released October 20th, 2019



CTV
NEWS

**THE
GLOBE
AND
MAIL**

NANOS

THANK YOU

Hope all is well. First, I would like to thank the team at Nanos Research for all their great work in the 2019 Canadian Federal Election. Likewise, I would like to thank Canadians for sharing their views with our team.

Together, we charted the pulse of the nation, day in day out, sharing insights on the campaign.

To follow in this report are the results of the last round of tracking that we have conducted on behalf of CTV News and The Globe and Mail. Some key observations:

- **Impact of the ground game** – Polls estimate sentiment and intent but cannot capture the Get Out The Vote (GOTV) strength of the federal campaigns. Election day is a testament to how parties can deliver their vote and either punch above or below their weight.
- **Prepare for some unpredictable vote splits** – Provinces like British Columbia will be difficult to predict in terms of riding outcomes because very minor changes in turnout or alternatively strong GOTV efforts in three- and four-way races cannot be confidently predicted.
- **Converting polling to riding outcomes** – The purpose of the Nanos tracking is to estimate popular support. In our first past the post system this does not convert into seats in the House of Commons. For example, in the 2011 and 2015 federal elections parties won with a minority of Canadians supporting them (Harper 39.6%, Trudeau 39.5%). In effect 60 percent of Canadians voted against the winner and the winner had a majority of the seats in the House of Commons.
- **Winners can be Losers** - Prepare for the possibility that in our first-past-the-post system one party may win the popular vote and a different party win the greatest number of seats in the House of Commons.

Finally, all Canada should give a tip of the hat to Elections Canada for a great job with the election, successful advanced polls and what I expect to be a good election day.

Regards,

Nik Nanos, Chief Data Scientist

“

Popular support remains a coin toss between the Conservatives and the Liberals. Now it's about the ground game and delivering votes.

”

Nik Nanos



ELECTION ESTIMATE

**RELEASED ON SUNDAY
OCTOBER 20TH, 2019 AT
2300 ET**

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

Contact: Nik Nanos nik@nanos.co
Ottawa: (613) 234-4666 x 237
Website: www.nanos.co
Methodology:
www.nanos.co/method

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

UNDECIDED
9.6% Saturday Only
10.3% Sunday Only

Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response]

Source: CTV, Globe, Nanos nightly election tracking ending October 20th, 2019.

Party	Saturday 19 th Only	Sunday 20 th Only
Conservative	31.6	32.5
Liberal	30.5	31.7
NDP	18.5	20.8
GPC	9.6	6.0
BQ	7.2	7.2
PPC	2.5	1.5
Other	0.1	0.3
Decided Voters	n=730	n=739
Margin of Error 19 times out of 20	±3.7	±3.6

Factoring the margin of error for the national random sample administered by Nanos, Conservative support may be as high as 36% or as low as 29%.

Likewise, support for the Liberals may be as high as 35% or as low as 28%.



NATIONAL BALLOT

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. To update the tracking a new day of interviewing is added and the oldest day dropped. October 20th is a single day sample of 800 voters. A sample of 800 voters is accurate ± 3.5 percentage points, 19 times out of 20

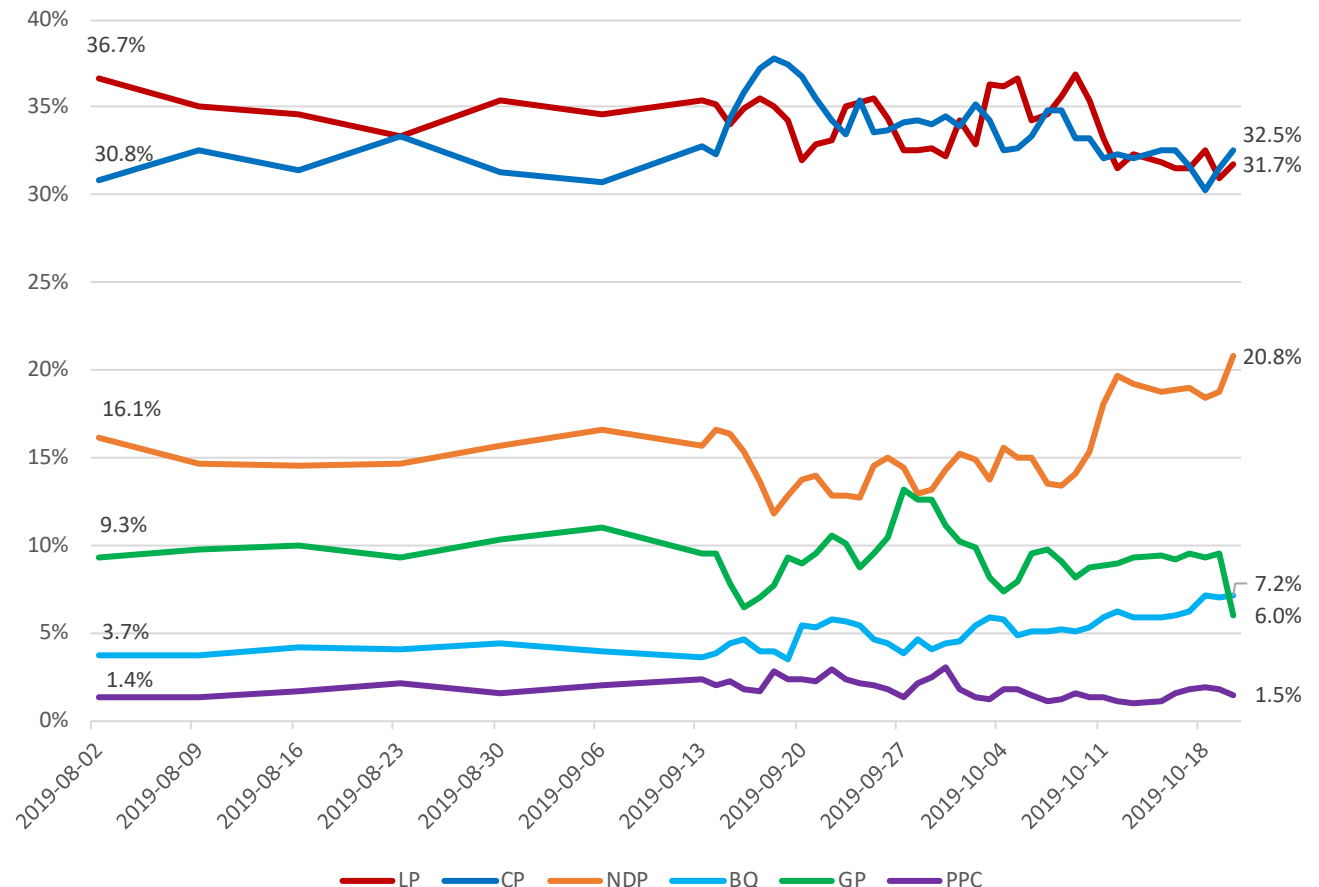
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UNDECIDED > 10%

Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response]

Source: CTV, Globe, Nanos nightly election tracking ending October 20th, 2019. The data below represents the weekly tracking for August 2019. Nightly election tracking started on September 11th, 2019.



PREFERRED PRIME MINISTER

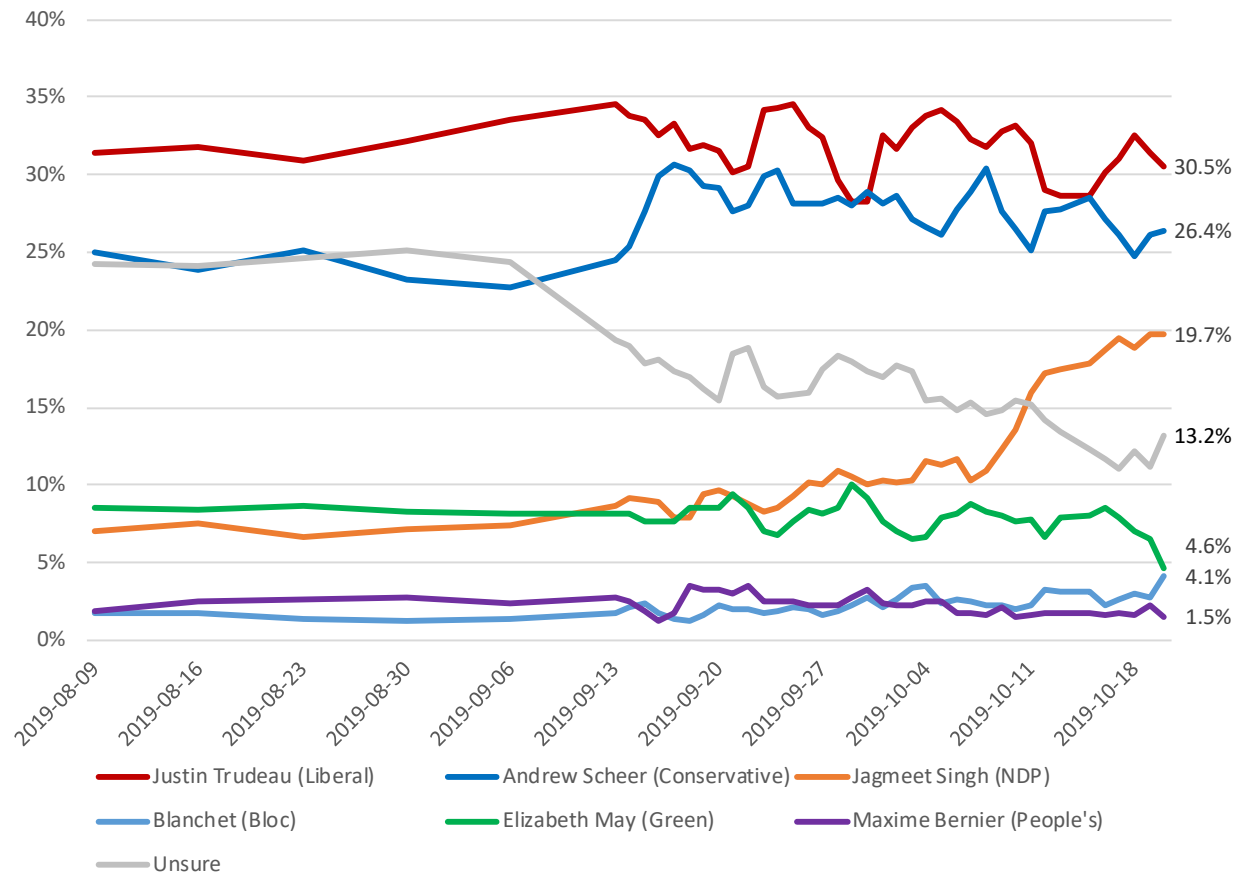
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample. To update the tracking a new day of interviewing is added and the oldest day dropped. October 20th is a single day sample of 800 voters. A sample of 800 voters is accurate ± 3.5 percentage points, 19 times out of 20

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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 October 20th, 2019. The data below represents the weekly tracking for August 2019. Nightly election tracking started on September 11th, 2019.



BALLOT AND PREFERRED PM

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. To update the tracking a new day of interviewing is added and the oldest day dropped.

October 20th is a single day sample of 800 voters. A sample of 800 voters is accurate ± 3.5 percentage points, 19 times out of 20

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Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response]

Source: CTV, Globe, Nanos nightly election tracking ending October 20th, 2019. The data below represents the weekly tracking for August, 2019. Nightly election tracking started on September 11th, 2019.

	Party	2019-10-20	2019-10-19	Oct 18 2015 (Election)	4 Weeks Ago	High (Since Aug 2)	Low (Since Aug 2)
Ballot*	Liberal	31.7%	31.0%	39.4%	35.4%	36.9%	31.0%
	Conservative	32.5%	31.5%	31.8%	31.3%	37.8%	30.3%
	NDP	20.8%	18.8%	19.7%	15.7%	20.8%	11.8%
	Bloc	7.2%	7.0%	4.6%	4.4%	7.2%	3.5%
	Green	6.0%	9.5%	3.4%	10.3%	13.2%	6.0%
	People's	1.5%	1.8%	--	1.6%	3.0%	1.0%

**Note: Order of parties listed in the table are based on the number of seats for each party in the House of Commons at Dissolution. Results for October 19th are three-day roll-up.*

****UNDECIDED > 10%**

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 October 20th, 2019. The data below represents the weekly tracking for August 2019. Nightly election tracking started on September 11th, 2019.

	Leader	2019-10-20	2019-10-19	4 Weeks Ago	High (Since Aug 2)	Low (Since Aug 2)
Preferred PM*	Trudeau	30.5%	31.4%	32.2%	34.5%	28.3%
	Scheer	26.4%	26.1%	23.2%	30.7%	22.7%
	Singh	19.7%	19.7%	7.2%	19.7%	6.7%
	Blanchet	4.1%	2.8%	1.3%	4.1%	1.3%
	May	4.6%	6.5%	8.3%	10.1%	4.6%
	Bernier	1.5%	2.3%	2.8%	3.5%	1.2%
	Unsure	13.2%	11.2%	25.1%	25.1%	11.0%

**Note: Order of federal party leaders listed in the table are based on the number of seats for each party in the House of Commons at Dissolution.*

SURVEY METHODOLOGY

A national random telephone survey of 1,600 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 (800 on October 19th). The daily tracking figures are based on a three-day rolling sample comprised of 1,600 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped.

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.

On October 19th and 20th the daily national sample was increased to 800 randomly selected Canadians.

The last day of polling reported was a single day representative national random sample of 800 Canadians and is accurate ± 3.7 percentage points, 19 times out of 20.

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	October 19 and 20, 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 and party vote consideration questions are asked ahead of the ballot question.
Question Content	Decided voters include individuals who reported as leaning in their 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



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

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This international joint venture between dimap and Nanos 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.

www.nanosdimap.com

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