

Spotlight Quebec – Liberals ahead in Quebec followed by Bloc Quebecois. Conservative support shows negative pressure while NDP support shows positive pressure

Quebec Drill Down – released October 16th, 2019



CTV
NEWS

**THE
GLOBE
AND
MAIL**

NANOS

“

Liberals ahead in Quebec and the Bloc Quebecois are their main challenger.

”

Nik Nanos

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Quebec Ballot

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. These tabulations are comprised of days 1-10, 11-20 of the campaign and the 10 days ending October 13 for voters in the province of Quebec. The margin of error for a survey of 782/828/855 respondents is $\pm 3.5/\pm 3.4/\pm 3.4$ percentage points respectively, 19 times out of 20.

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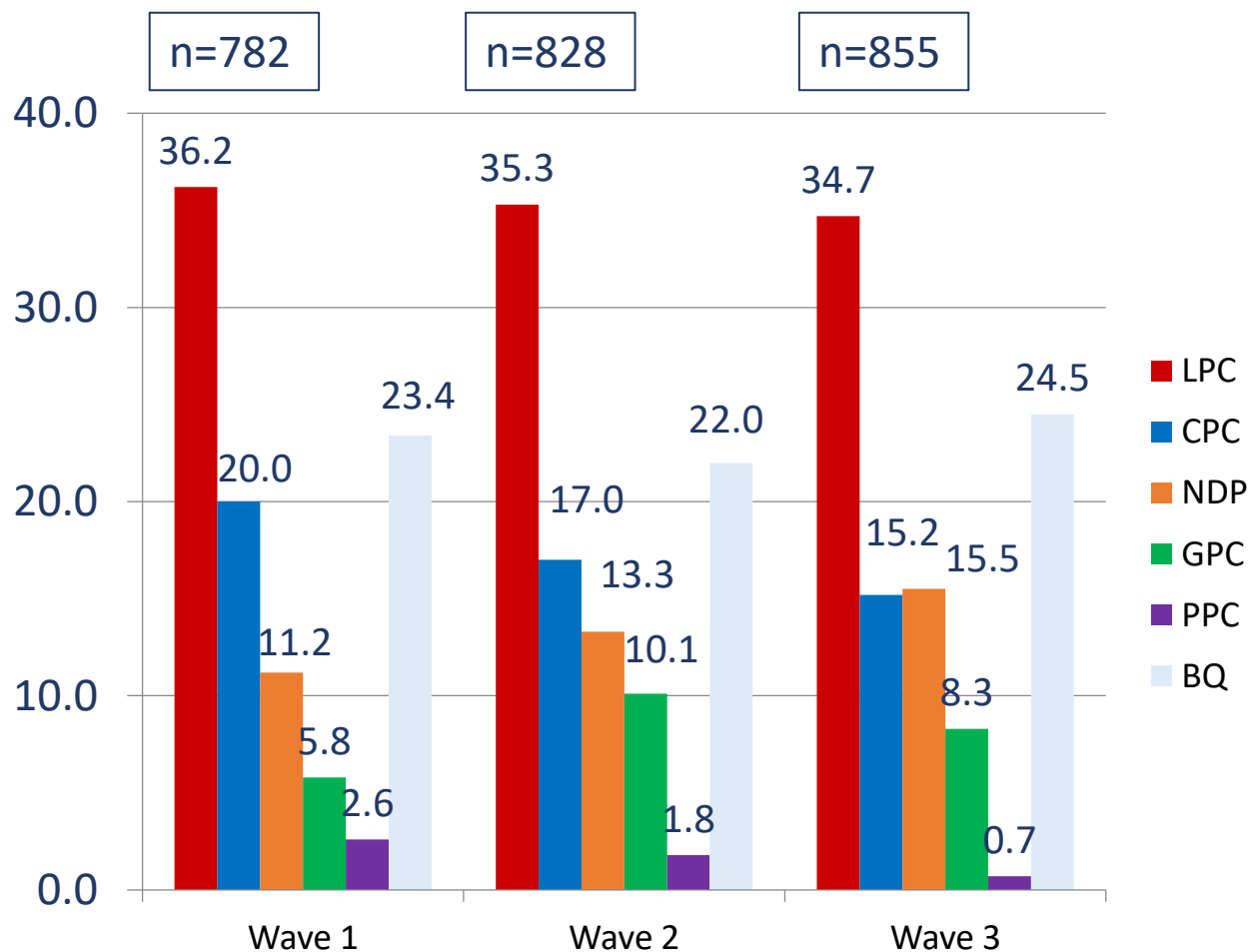
Website: www.nanos.co

Methodology:

www.nanos.co/method

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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]



Montreal Ballot

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. These tabulations are comprised of days 1-10, 11-20 of the campaign and the 10 days ending October 13 for voters in the province of Quebec in Montreal (island and suburbs). The margin of error for a survey of 513/522/419 respondents is $\pm 4.4/\pm 4.4/\pm 4.8$ percentage points respectively, 19 times out of 20.

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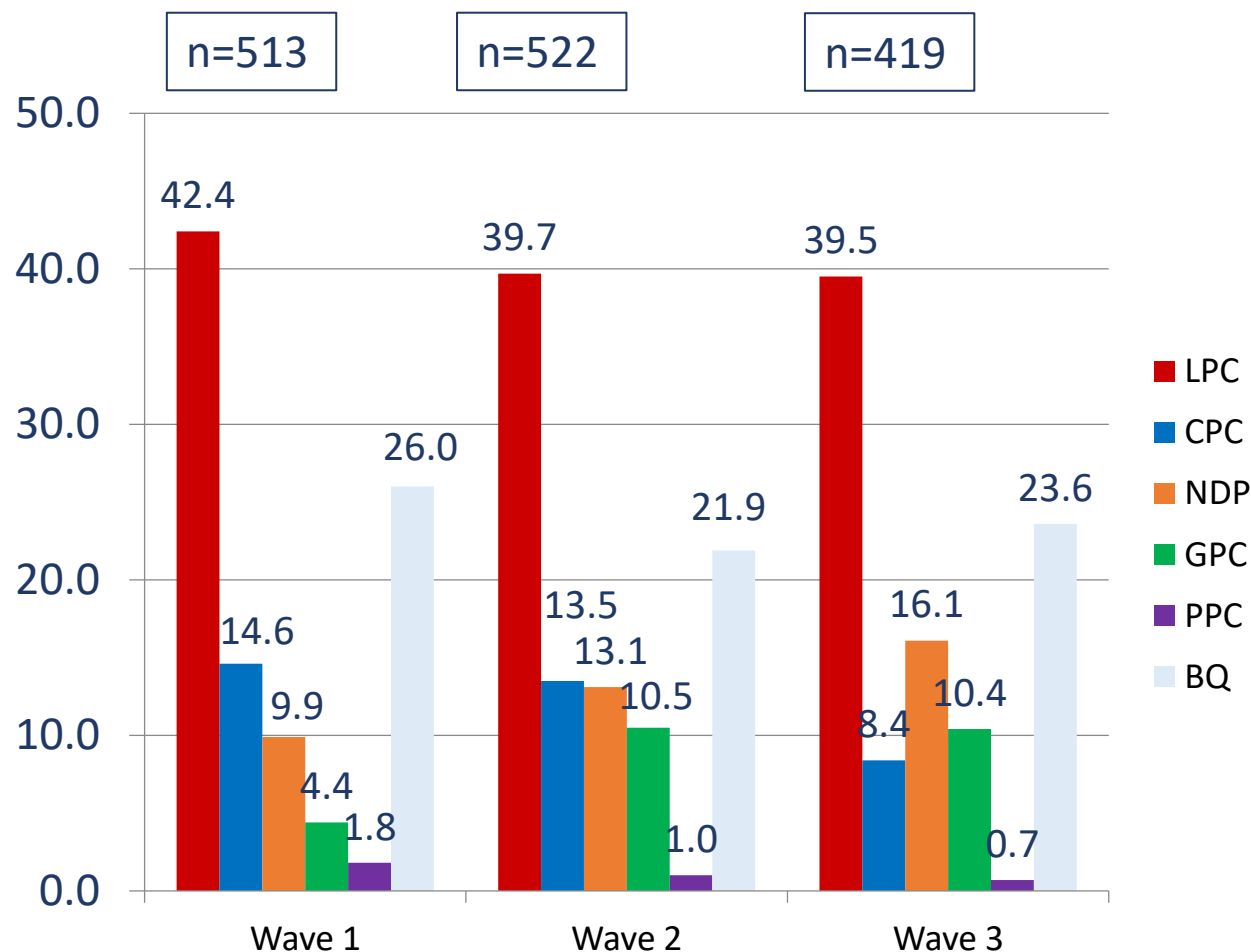
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Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response]



Rest of Quebec Ballot

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. These tabulations are comprised of days 1-10, 11-20 of the campaign and the 10 days ending October 13 for voters in the province of Quebec outside of Montreal. The margin of error for a survey of 269/306/436 respondents is $\pm 6.0/\pm 5.7/\pm 4.7$ percentage points respectively, 19 times out of 20.

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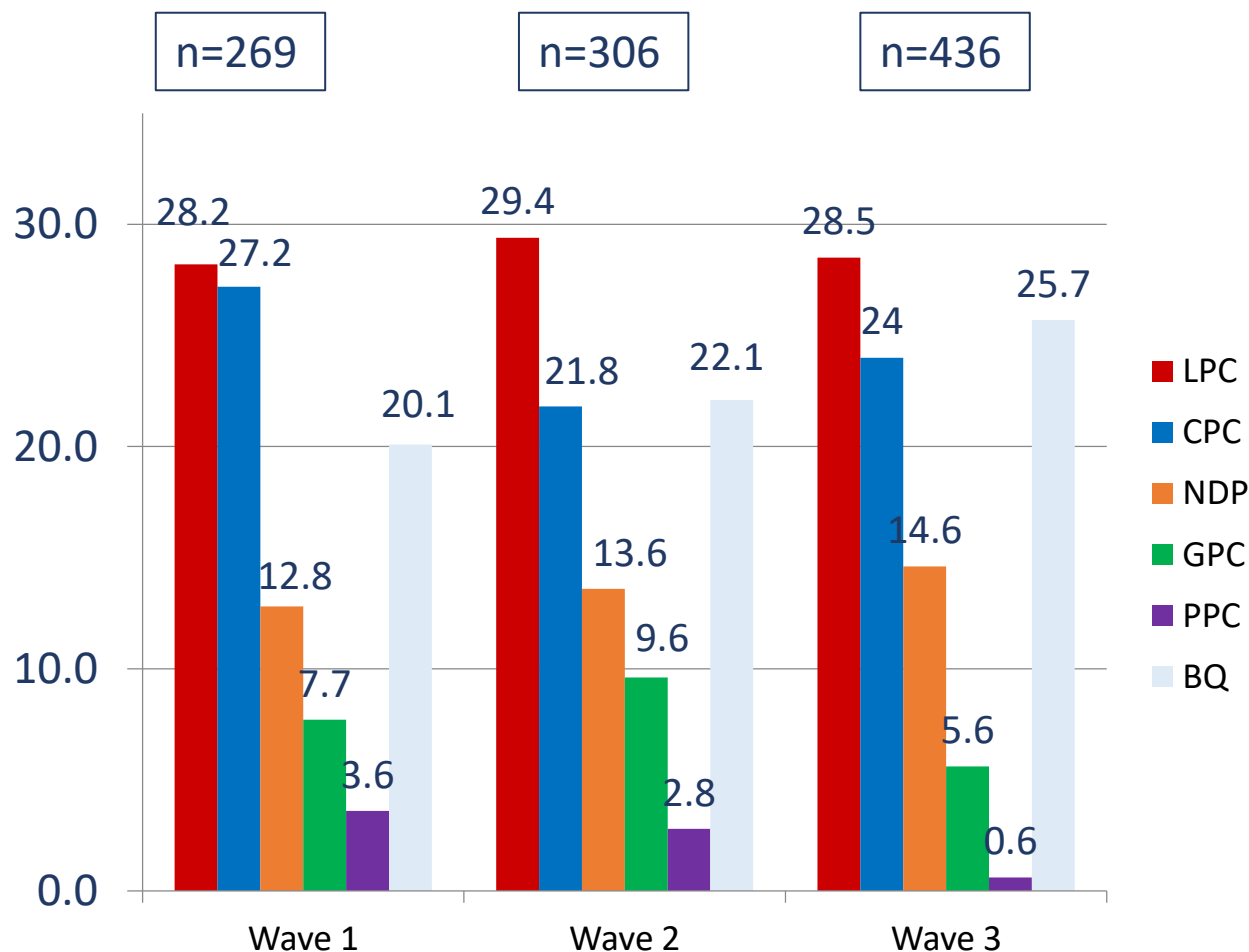
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Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response]



SURVEY METHODOLOGY

NATIONAL

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.

QUEBEC Report

This report is comprised of a comparison of days 1-10 and 11-20 of the campaign and the 10 days ending October 13th of the campaign for voters in the province of Quebec. The margin of error for a survey of 782/828/855 respondents is $\pm 3.5/\pm 3.4/\pm 3.4$ percentage points, 19 times out of 20. The margin of error for smaller samples will be wider. The geographic sub samples within Quebec were geographically weighted to their true population proportion.

TECHNICAL NOTE

Element	Description
Research sponsor	CTV; Globe and Mail; Nanos Research
Population and Final Sample Size	782, 828 and 855 respondents in the Province of Quebec respectively in each wave (10 day period) of the campaign.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	$\pm 3.5/\pm 3.4/\pm 3.4$ percentage points respectively, 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 Quebec.
Demographics (Captured)	Province of Quebec, Greater Montreal Area (island and suburbs), and the rest of Quebec. ; 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	Thirty day period ending October 13 th , 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 Quebec. 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 Quebec.
Estimated Response Rate	7 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module two of a nightly omnibus survey. The preceding module was about unprompted national issues of concern.
Question Wording	The question in the preceding report was written exactly as 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](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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2019-1445 – Globe/CTV #ELXN43 Quebec Comparative Ballot Tracking (September 11th to October 13th) – STAT SHEET

			Quebec Rollup			Gender		Age				
			Quebec Days 1-10	Montreal	Rest of Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Ballot [Days 1-10]	Total	Unwgt N	782	513	269	443	339	109	162	141	166	204
		Wgt N	741	421	320	377	363	114	121	145	145	215
	Liberal	%	36.2	42.4	28.2	35.3	37.2	28.6	36.7	35.7	39.5	38.2
	Conservative	%	20.0	14.6	27.2	22.9	17.0	12.4	23.8	20.0	17.2	23.9
	NDP	%	11.2	9.9	12.8	7.5	15.0	16.9	7.5	16.5	8.6	8.3
	Bloc	%	23.4	26.0	20.1	24.2	22.6	31.1	24.3	19.3	22.4	22.3
	Green	%	5.8	4.4	7.7	5.9	5.7	8.5	7.0	3.9	6.4	4.6
	People's	%	2.6	1.8	3.6	3.0	2.2	1.5	0.5	3.5	5.6	1.7
	Other	%	0.7	1.0	0.4	1.2	0.2	1.0	0.3	1.0	0.3	1.0

			Quebec Rollup			Gender		Age				
			Quebec Days 11-20	Montreal	Rest of Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Ballot [Days 11-20]	Total	Unwgt N	828	522	306	425	403	138	134	167	173	216
		Wgt N	765	438	326	398	366	128	129	146	153	208
	Liberal	%	35.3	39.7	29.4	32.9	38.0	30.2	35.5	32.0	32.9	42.4
	Conservative	%	17.0	13.5	21.8	21.4	12.3	12.3	14.2	20.6	17.3	18.9
	NDP	%	13.3	13.1	13.6	11.4	15.4	24.2	14.7	13.2	12.7	6.4
	Bloc	%	22.0	21.9	22.1	21.2	22.9	15.7	18.1	20.4	26.2	26.5
	Green	%	10.1	10.5	9.6	9.3	11.0	15.7	12.8	9.8	10.1	5.2
	People's	%	1.8	1.0	2.8	3.1	0.3	0.9	3.8	3.4	0.8	0.6
	Other	%	0.4	0.3	0.6	0.8	0.0	1.0	0.9	0.6	0.0	0.0

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2019-1445 – Globe/CTV #ELXN43 Quebec Comparative Ballot Tracking (September 11th to October 13th) – STAT SHEET

			Quebec Rollup			Gender		Age				
			Quebec Days 24-33	Montreal	Rest of Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Ballot [Days 24 to 33]	Total	Unwgt N	855	419	436	450	405	148	135	167	162	243
		Wgt N	788	445	343	394	393	131	125	152	156	223
	Liberal	%	34.7	39.5	28.5	33.7	35.8	33.5	32.5	35.5	34.5	36.3
	Conservative	%	15.2	8.4	24.0	17.4	13.0	12.9	14.2	15.2	18.7	14.8
	NDP	%	15.5	16.1	14.6	15.1	15.9	17.7	20.8	17.1	13.2	11.6
	Bloc	%	24.5	23.6	25.7	25.7	23.3	15.5	20.8	25.0	28.3	29.1
	Green	%	8.3	10.4	5.6	6.1	10.5	18.4	8.1	5.2	5.3	6.6
	People's	%	0.7	0.7	0.6	1.0	0.4	1.3	1.8	0.4	0.0	0.3
	Other	%	1.1	1.2	1.0	1.1	1.1	0.7	1.8	1.4	0.0	1.4

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