Preferred PM: Trudeau 35.1 > Scheer 22.0 > Singh 15.4 > Unsure 15.3 > May 7.0 > Blanchet 3.1 > Bernier 2.1

Nanos Weekly Tracking, ending November 22, 2019
(released November 26, 2019)

NANOS

Ideas powered by world-class data

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AT A GLANCE

NON SUBSCRIBER REPORT

Subscribe and get access to the Nanos data by subscribing at http://time-map.co/INT3 for $4 a month > ballot tracking > issue tracking > economic tracking > cut the data by region and demographic and see the trend lines

Ballot – [Available to Subscribers through our Data Portals] -The latest Nanos federal ballot tracking has the Liberals at [redacted] per cent, followed by the Conservatives at [redacted] per cent, the NDP at [redacted] per cent, the Greens at [redacted] per cent, the BQ at [redacted] per cent and the People's Party of Canada (PPC) at [redacted] per cent.

Accessible Voters – Asked whether they would consider voting for each of the federal parties, [redacted]

Preferred Prime Minister – Nanos tracking has Trudeau as the preferred choice as PM at 35.1 per cent of Canadians followed by Scheer (22.0), Singh (15.4%), May (7.0%) and Bernier (2.1%). Fifteen per cent of Canadians were unsure whom they preferred.

Qualities of a Good Political Leader – More than half of Canadians [redacted]

Nanos Party Power Index – The Nanos Index which is a composite of a series of measures including ballot and leadership impressions has the Liberals at 53.1 points, followed by the NDP with 49.4 points, the Conservatives with 44.7 points, the Greens 34.7 points, the People's Party 22.4 points and the BQ 36.1 points (QC only).

Visit the live Nanos data portal 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.

Contact: Nik Nanos, Chief Data Scientist
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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 and all other data portals:

	Subscribers	Non-subscribers
Weekly National Ballot Tracking Canada (2014 to present)	✓	
Weekly Undecided Tracking (new) (2014 to present)	✓	
Weekly Preferred PM Tracking Canada (2014 to present)	✓	✓ (topline data only)
Weekly Party Power Index Tracking Canada (2014 to present)	✓	✓ (topline data only)
Weekly Consider Voting for Liberal Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Conservative Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the NDP of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Green Party of Canada (new) (2014 to present)	✓	
Weekly Consider Voting for the Bloc Québécois (new) (2014 to present)	✓	
Weekly Consider Voting for the People's Party of Canada (new) (2014 to present)	✓	
2015 Canadian Nightly Federal Election Tracking (detailed data)	✓	✓ (topline data only)
CTV-Globe-Nanos 2019 Canadian Nightly Federal Election Tracking (detailed data)	✓	✓ (topline data only)
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)	✓	

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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 ±3.1 percentage points, 19 times out of 20.

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Subscribe to the Nanos data portals to get access to detailed demographic and regional breakdowns.

Nanos Tracking Data Summary

Ballot	This week	Last week	Oct 18 (Election Call)	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
Liberal								
Conservative								
NDP								
Bloc								
Green								
People's								

Available to Subscribers through our Data Portals

Preferred Prime Minister	This week	Last week	Oct 21 2019	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
Trudeau	35.1%	32.3%	30.5%	30.5%	30.9%	38.2%	39.3%	26.3%
Scheer	22.0%	23.9%	26.4%	26.4%	25.1%	21.9%	29.2%	21.9%
Singh	15.4%	17.8%	19.7%	19.7%	6.7%	5.8%	19.7%	5.0%
Blanchet	3.1%	3.9%	4.1%	4.1%	1.4%	0.9%	4.1%	0.6%
May	7.0%	5.8%	4.6%	4.6%	8.7%	5.7%	10.8%	4.6%
Bernier	2.1%	1.8%	1.5%	1.5%	2.6%	2.3%	5.2%	1.4%
Unsure	15.3%	14.5%	13.2%	13.2%	24.6%	25.2%	27.8%	12.2%

Canada Party Power Index	This week	Last week	Oct 21 2019	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
Liberal	53.1	51.7	50.7	50.7	51.2	56.4	56.6	47.7
Conservative	44.7	45.9	47.3	47.3	51.1	52.2	54.3	44.7
NDP	49.4	49.9	51.2	51.2	39.3	40.8	51.2	39.3
Bloc	36.2	38.1	38.6	38.6	33.1	31.2	39.2	27.1
Green	34.8	33.9	31.8	31.8	39.9	35.1	40.8	31.8
People's	22.4	22.2	21.3	21.3	27.4	27.0	29.5	21.3

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PREFERRED PM

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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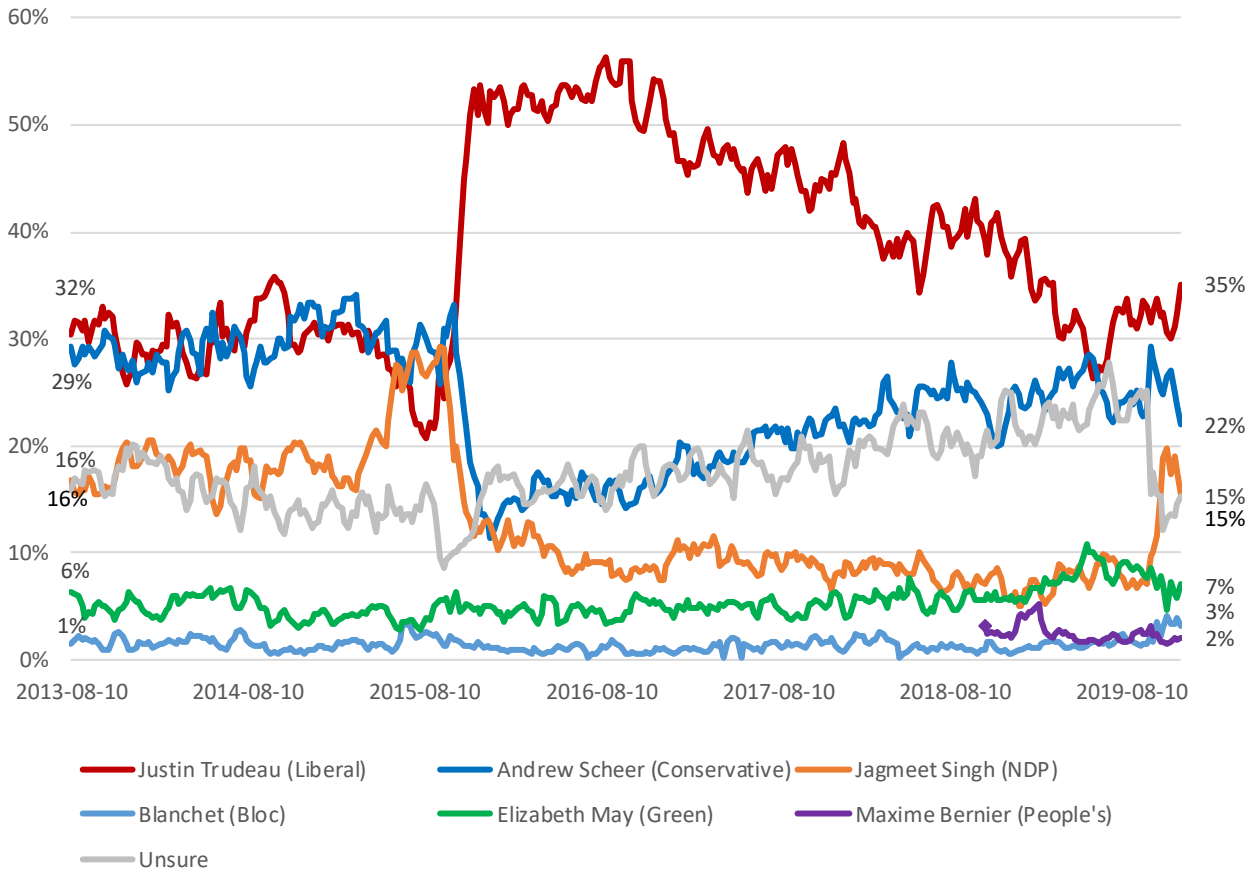
Subscribe to the Nanos data portals to get access to detailed demographic and regional breakdowns.

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



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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.

Contact: Nik Nanos
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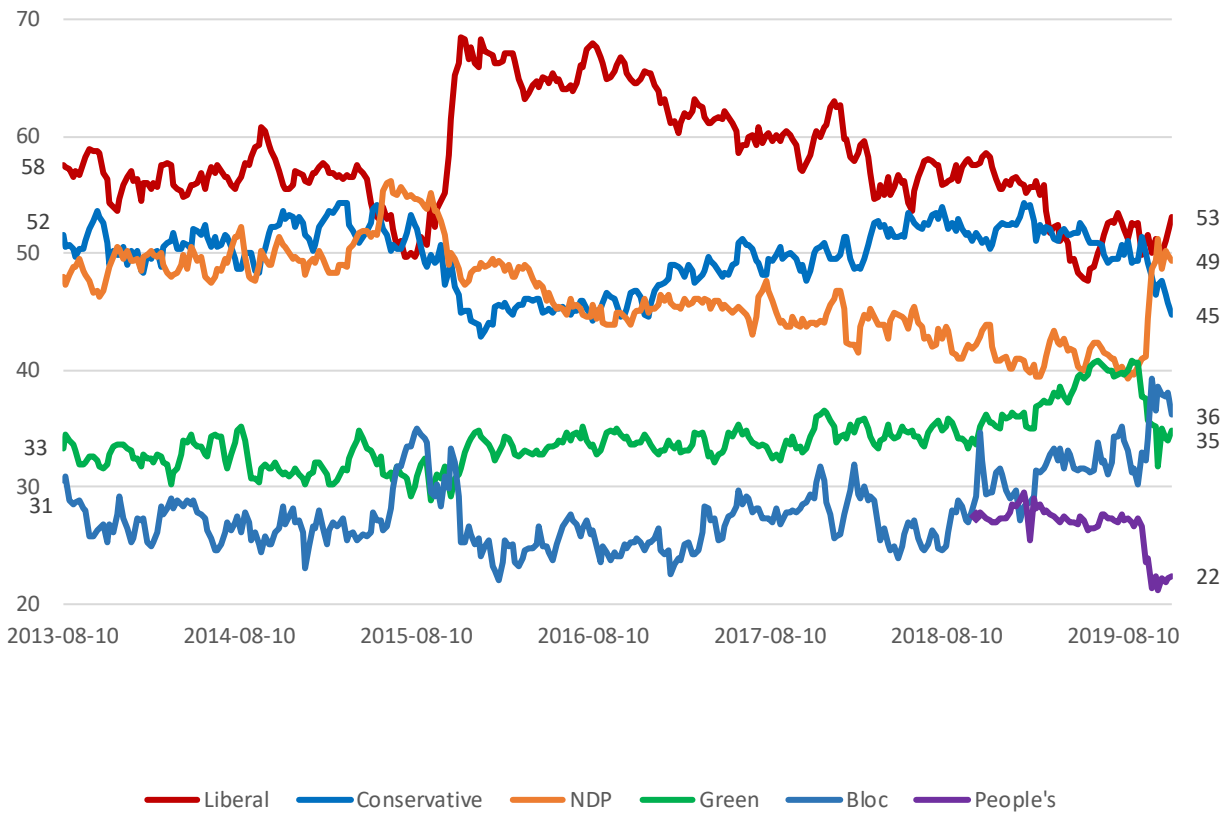
Canada Weekly Index Tracking Scores
(Ending* November 22, 2019, *n=1,000)



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METHODOLOGY

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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 ±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 1st and 2nd vote preferences;
- a measure of whether the respondent would consider voting for the party;
- the 1st and 2nd 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.

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TECHNICAL NOTE

Element	Description
Organization who commissioned the research	Nanos Research
Final Sample Size	1,000 Randomly selected individuals, four week rolling average of 250 interviews a week.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) 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 interviews with live supervision to validate work
Number of Calls/	Maximum of five call backs.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm
Field Dates	Four week period ending November 22, 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	Nine percent, consistent with industry norms.
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.
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.
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.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://nanos.co Telephone:(613) 234-4666 ext. 237 – Toll Free: (888) 737-5505 ext. 223. Email: info@nanosresearch.com.

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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.
www.nanos.co

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.
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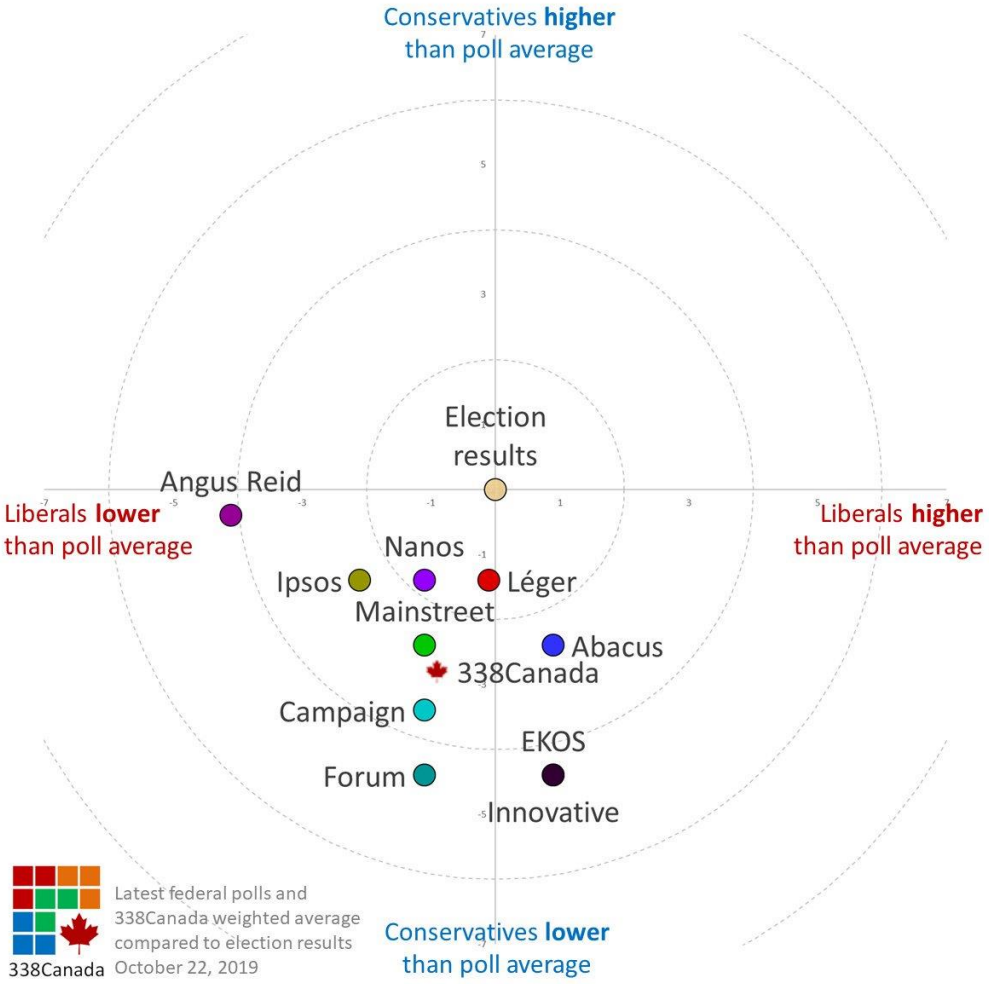
TRACK RECORD



Party	Sunday 20th Only	Election Results 2019	Variance
Conservative	32.5%	34.4%	-1.9
Liberal	31.7%	33.1%	-1.4
NDP	20.8%	15.9%	+4.9
GPC	6.0%	6.5%	-0.5
BQ	7.2%	7.7%	-0.5
PPC	1.5%	1.6%	-0.1
Other	0.3%	0.5%	-0.2
Decided Voters	n=739		
Margin of Error > 19 times out of 20 > ±3.6			

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Political Package – Tracking ending November 22nd, 2019 – STAT SHEET

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

				Region					Gender		Age				
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Consider Liberal	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes, would consider	%													
	No, would not consider	%						**Subscribers only**							
	Unsure	%													

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

				Region					Gender		Age				
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Consider Conservative	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes, would consider	%													
	No, would not consider	%						**Subscribers only**							
	Unsure	%													

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

				Region					Gender		Age				
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Consider NDP	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes, would consider	%													
	No, would not consider	%						**Subscribers only**							
	Unsure	%													

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,024 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending November 22nd, 2019. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.

Political Package – Tracking ending November 22nd, 2019 – STAT SHEET

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

			Region		Gender		Age				
			Canada 2019-11-22	Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question – Consider Bloc	Total	Unwgt N	251	251	123	128	36	32	41	53	89
		Wgt N	247	247	120	127	46	40	45	48	68
	Yes, would consider	%									
	No, would not consider	%				**Subscribers only**					
	Unsure	%									

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

			Region					Gender		Age					
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Consider Green	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes, would consider	%													
	No, would not consider	%						**Subscribers only**							
	Unsure	%													

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

			Region					Gender		Age					
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Consider Peoples	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes, would consider	%													
	No, would not consider	%						**Subscribers only**							
	Unsure	%													

Political Package – Tracking ending November 22nd, 2019 – STAT SHEET

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

				Region					Gender		Age				
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question – First ranked Preferred Prime Minister	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Justin Trudeau	%	35.1												
	Andrew Scheer	%	22.0												
	Jagmeet Singh	%	15.4												
	Yves-François Blanchet	%	3.1					**Subscribers only**							
	Elizabeth May	%	7.0												
	Maxime Bernier	%	2.1												
	Unsure	%	15.3												

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]

				Region					Gender		Age				
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question – Justin Trudeau	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%													
	Not have	%						**Subscribers only**							
	Unsure	%													

Political Package – Tracking ending November 22nd, 2019 – STAT SHEET

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]

				Region					Gender		Age				
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question – Andrew Scheer	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%													
	Not have	%						**Subscribers only**							
	Unsure	%													

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]

				Region					Gender		Age				
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question -Jagmeet Singh	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%													
	Not have	%						**Subscribers only**							
	Unsure	%													

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]

			Region		Gender		Age				
			Canada 2019-11-22	Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question – Yves-François Blanchet	Total	Unwgt N	252	252	123	129	36	32	41	53	90
		Wgt N	248	248	120	128	46	40	45	48	69
	Have	%									
	Not have	%					**Subscribers only**				
	Unsure	%									

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,024 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending November 22nd, 2019. The margin of error this survey is ±3.1 percentage points, 19 times out of 20.

Political Package – Tracking ending November 22nd, 2019 – STAT SHEET

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]

				Region					Gender		Age				
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Elizabeth May	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%													
	Not have	%						**Subscribers only**							
	Unsure	%													

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]

				Region					Gender		Age				
			Canada 2019-11-22	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question – Maxime Bernier	Total	Unwgt N	1024	101	252	309	207	155	510	514	118	112	154	234	406
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%													
	Not have	%						**Subscribers only**							
	Unsure	%													

Political Package – Tracking ending November 22nd, 2019 – STAT SHEET

Region		Overall Brand Index> Liberal	Overall Brand Index> Conservative	Overall Brand Index> NDP	Overall Brand Index> Green	Overall Brand Index> BQ	Overall Brand Index> People
Atlantic	Mean	0.6084	0.3490	0.5263	0.4235		0.2310
	N	100	100	100	100		100
Quebec	Mean	0.5992	0.3386	0.4981	0.3077	0.3616	0.2102
	N	248	248	248	248	248	248
Ontario	Mean	0.5688	0.4562	0.4830	0.3568		0.2248
	N	300	300	300	300		300
Prairies	Mean	0.3859	0.6139	0.4949	0.2915		0.2347
	N	200	200	200	200		200
British Columbia	Mean	0.4877	0.4519	0.4865	0.4192		0.2291
	N	152	152	152	152		152
Total	Mean	0.5314	0.4472	0.4940	0.3477	0.3616	0.2244
	N	1000	1000	1000	1000	248	1000