

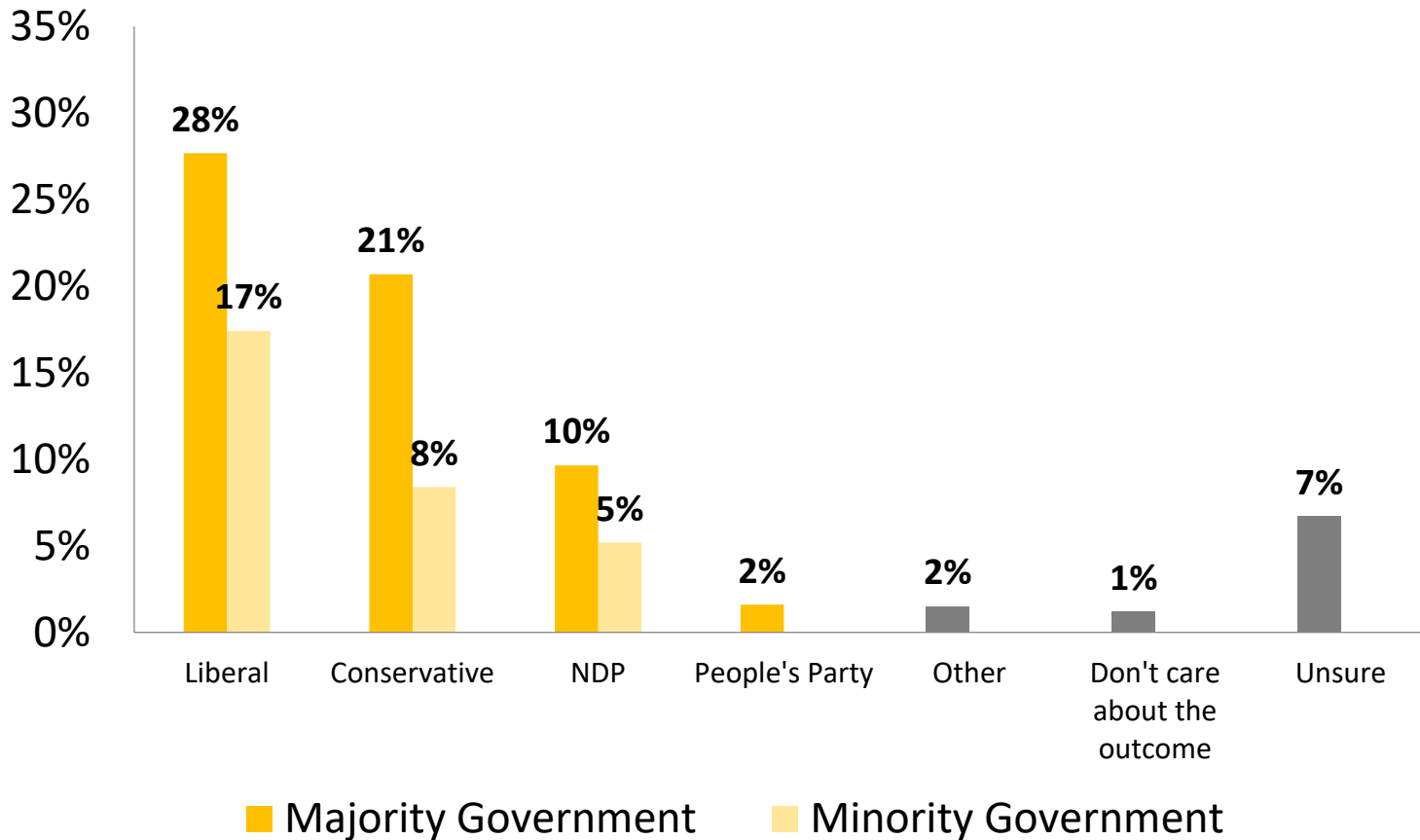


Three in five Canadians say having a federal election this fall is unimportant or somewhat unimportant – less than 3 in 10 want Liberal majority.

# Best outcome for Canada from a fall election



Thinking of a potential fall federal election, which outcome do you think would be the best outcome for Canada? [RANDOMIZE]



“ Canadians more often say the best outcome of a potential fall federal election for Canada would be a Liberal government whether a majority (28%) or minority (17%), followed by a Conservative one (21% majority; eight per cent minority). Ontario residents are more likely to say a Liberal majority is the best outcome (33%) than residents of the Prairies or BC (20% each). ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30<sup>th</sup> to August 2<sup>nd</sup>, 2021, n=1002, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Best outcome for Canada from a fall election – by region

Q Thinking of a potential fall federal election, which outcome do you think would be the best outcome for Canada? [RANDOMIZE]

	Canada (n=1002)	Atlantic (n=92)	Quebec (n=225)	Ontario (n=325)	Prairies (n=193)	BC (n=167)
Liberal majority	27.7%	29.8%	28.7%	33.4%	19.6%	19.5%
Conservative majority	20.7%	16.0%	10.1%	20.9%	34.6%	22.0%
NDP majority	9.7%	8.9%	9.4%	7.8%	11.4%	13.3%
Liberal minority	17.4%	17.3%	24.3%	15.2%	11.6%	19.8%
Conservative minority	8.4%	11.4%	8.0%	8.3%	6.9%	10.1%
NDP minority	5.2%	1.7%	6.3%	4.8%	3.8%	8.1%
People's Party majority	1.6%	-	1.1%	2.1%	1.1%	2.4%
Other	1.5%	3.1%	3.0%	0.7%	1.6%	0.4%
Don't care about the outcome	1.2%	1.5%	2.0%	0.4%	2.1%	0.4%
Unsure	6.7%	10.3%	7.1%	6.5%	7.2%	4.1%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30<sup>th</sup> to August 2<sup>nd</sup>, 2021, n=1002, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Best outcome for Canada from a fall election – by age and gender

Q Thinking of a potential fall federal election, which outcome do you think would be the best outcome for Canada? [RANDOMIZE]

	Canada (n=1002)	Men (n=523)	Women (n=479)	18-34 (n=231)	35-54 (n=384)	55 plus (n=387)
Liberal majority	27.7%	24.7%	30.6%	21.7%	26.0%	33.4%
Conservative majority	20.7%	25.4%	16.2%	17.1%	22.7%	21.5%
NDP majority	9.7%	6.6%	12.5%	20.0%	7.5%	4.2%
Liberal minority	17.4%	17.1%	17.8%	14.6%	19.6%	17.5%
Conservative minority	8.4%	11.6%	5.3%	6.9%	8.7%	9.2%
NDP minority	5.2%	5.1%	5.2%	4.3%	6.5%	4.7%
People's Party majority	1.6%	2.6%	0.6%	4.1%	1.1%	0.3%
Other	1.5%	1.4%	1.6%	2.2%	0.8%	1.7%
Don't care about the outcome	1.2%	0.9%	1.4%	2.3%	0.8%	0.6%
Unsure	6.7%	4.6%	8.7%	6.8%	6.3%	7.0%

\*Weighted to the true population proportion.

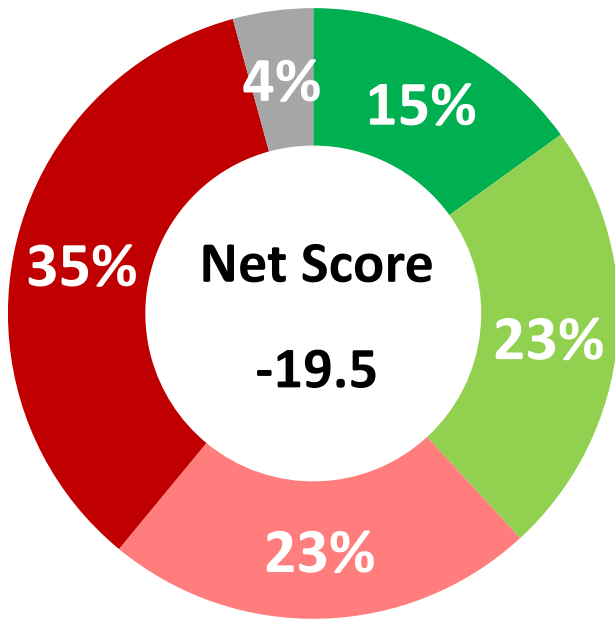
\*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30<sup>th</sup> to August 2<sup>nd</sup>, 2021, n=1002, accurate 3.1 percentage points plus or minus, 19 times out of 20.

# Importance of a fall federal election

Q

Is it important, somewhat important, somewhat unimportant or unimportant to have a federal election this Fall?



- Important
- Somewhat important
- Somewhat unimportant
- Unimportant
- Unsure

“ Close to six in ten Canadians say it is unimportant or somewhat unimportant to have a federal election this fall. Residents of Quebec (38%), Ontario (37%) and BC (37%) are more likely to say this is unimportant than residents of Atlantic Canada (23%). ”

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.  
 \*The net score is the difference between all positive and negative numbers in a question.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30<sup>th</sup> to August 2<sup>nd</sup>, 2021, n=1002, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# Importance of fall federal election - by demographics

**Q** Is it important, somewhat important, somewhat unimportant or unimportant to have a federal election this Fall?

	Important/ Somewhat important						Unimportant/ Somewhat unimportant				
	Atlantic (n=92)	Quebec (n=225)	Ontario (n=325)	Prairies (n=193)	BC (n=167)		Atlantic (n=92)	Quebec (n=225)	Ontario (n=325)	Prairies (n=193)	BC (n=167)
Men (n=523)	51.2%	28.0%	39.0%	42.9%	40.5%	Men (n=523)	45.0%	68.2%	56.6%	52.7%	55.1%
Women (n=479)	42.0%	34.5%	46.8%	39.9%	30.5%	Women (n=479)	54.3%	60.7%	46.9%	56.2%	66.5%
18-34 (n=231)						18-34 (n=231)					
35-54 (n=384)						35-54 (n=384)					
55 plus (n=387)						55 plus (n=387)					

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 30<sup>th</sup> to August 2<sup>nd</sup>, 2021, n=1002, accurate 3.1 percentage points plus or minus, 19 times out of 20.



# METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,002 Canadians, 18 years of age or older, between July 30<sup>th</sup> and August 2<sup>nd</sup>, 2021, as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description
Research sponsor	CTV News	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
Population and Final Sample Size	1,002 Randomly selected individuals.	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.
Source of Sample	Nanos Hybrid Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Fourteen percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues and views on economic issues.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	July 30 <sup>th</sup> to August 2 <sup>nd</sup> , 2021.		
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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		





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# TABULATIONS

**2021-1938 – CTV/Nanos Survey – Federal Election – STAT SHEET**

			Region						Gender		Age		
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Thinking of a potential fall federal election, which outcome do you think would be the best outcome for Canada? [RANDOMIZE]	Total	Unwgt N	1002	92	225	325	193	167	523	479	231	384	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Liberal majority government	%	27.7	29.8	28.7	33.4	19.6	19.5	24.7	30.6	21.7	26.0	33.4
	Conservative majority government	%	20.7	16.0	10.1	20.9	34.6	22.0	25.4	16.2	17.1	22.7	21.5
	NDP majority government	%	9.7	8.9	9.4	7.8	11.4	13.3	6.6	12.5	20.0	7.5	4.2
	Liberal minority government	%	17.4	17.3	24.3	15.2	11.6	19.8	17.1	17.8	14.6	19.6	17.5
	Conservative minority government	%	8.4	11.4	8.0	8.3	6.9	10.1	11.6	5.3	6.9	8.7	9.2
	NDP minority government	%	5.2	1.7	6.3	4.8	3.8	8.1	5.1	5.2	4.3	6.5	4.7
	People's Party majority government	%	1.6	0.0	1.1	2.1	1.1	2.4	2.6	0.6	4.1	1.1	0.3
	Maverick majority government	%	0.2	0.0	0.0	0.0	1.1	0.0	0.4	0.0	0.7	0.0	0.0
	Green majority government	%	0.4	2.0	0.0	0.7	0.0	0.0	0.3	0.5	0.8	0.5	0.0
	Green minority government	%	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.0
	Other	%	0.8	0.0	3.0	0.0	0.5	0.4	0.7	1.0	0.4	0.3	1.7
	Don't care about the outcome	%	1.2	1.5	2.0	0.4	2.1	0.4	0.9	1.4	2.3	0.8	0.6
Unsure	%	6.7	10.3	7.1	6.5	7.2	4.1	4.6	8.7	6.8	6.3	7.0	

			Region						Gender		Age		
			Canada 2021-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Is it important, somewhat important, somewhat unimportant or unimportant to have a federal election this Fall?	Total	Unwgt N	1002	92	225	325	193	167	523	479	231	384	387
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Important	%	15.0	18.2	11.9	15.8	15.9	15.7	18.3	11.9	19.3	17.6	9.8
	Somewhat important	%	23.1	33.0	16.1	23.2	26.9	24.8	23.6	22.6	27.5	22.3	20.7
	Somewhat unimportant	%	22.8	22.2	30.6	20.0	22.3	18.3	21.4	24.2	20.5	25.6	22.1
	Unimportant	%	34.8	22.7	37.6	36.6	30.3	36.8	32.9	36.6	26.4	30.6	44.4
	Unsure	%	4.2	3.8	3.8	4.4	4.5	4.4	3.7	4.8	6.4	3.9	3.1

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,002 Canadians, 18 years of age or older, between July 30<sup>th</sup> and August 2<sup>nd</sup>, 2021. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.