

Special Report > Ballot & Preferred PM > Greater Toronto Area.

National survey released August 31, 2021



“ Liberals realize advantage over
Conservatives in support in the Greater
Toronto Area with wider margin in the 416
compared to the 905 area code. ”

*Nik Nanos, Chief Data Scientist
Released August 31, 2021
Field ending August 29, 2021*

GTA BALLOT

Q

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

Source: CTV, Globe, Nanos election tracking between August 22nd and 29th, 2021.

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. This report is comprised of the eight days of the campaign for voters in the GTA, August 22nd to 29th, 2021. The margin of error for a survey of 502 respondents is ± 4.4 percentage points, 19 times out of 20. Regional results geographically weighted to their true population proportion for the sample.

Contact: Nik Nanos

nik@nanos.co

@niknanos

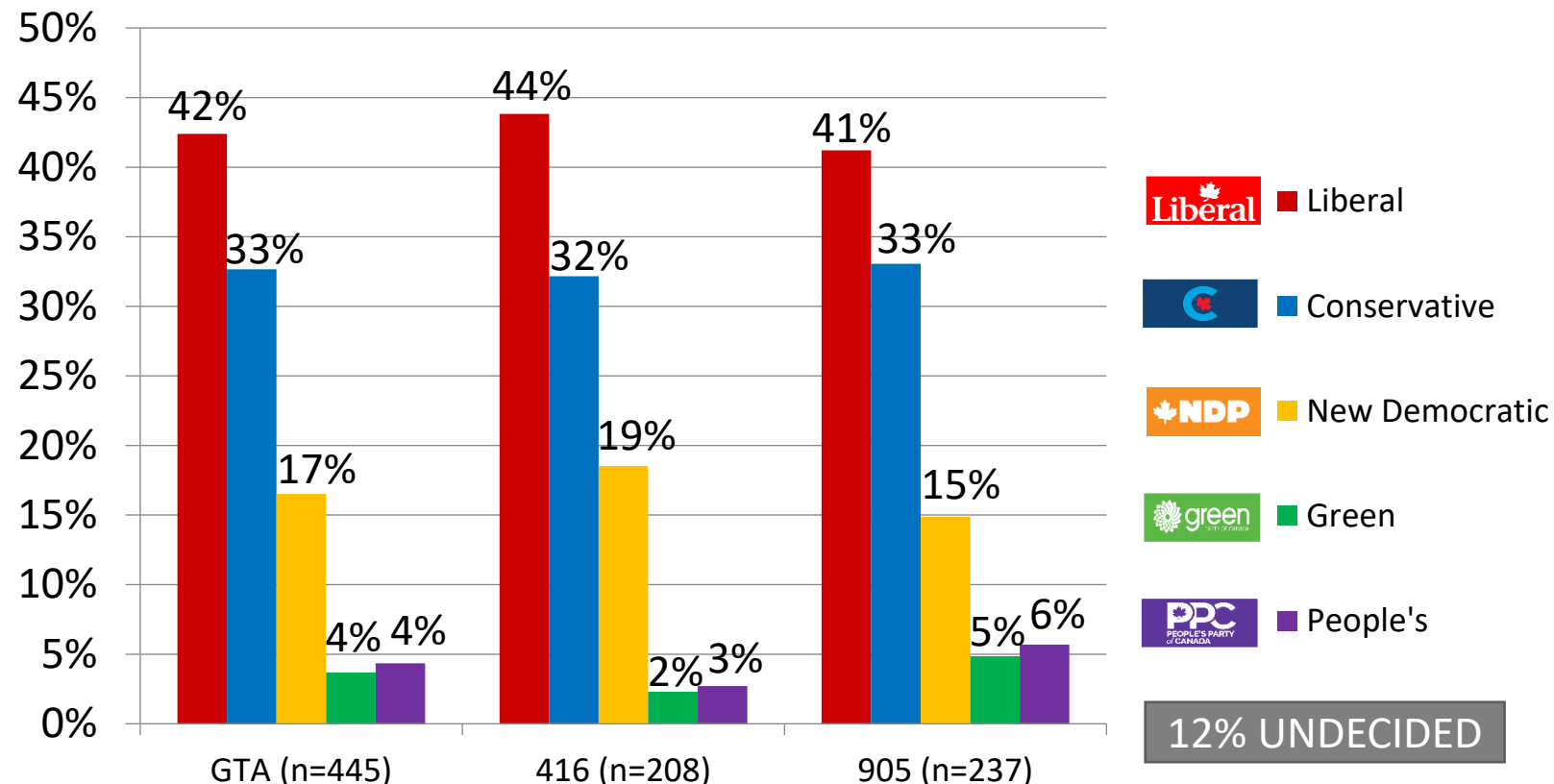


Ottawa: (613) 234-4666 x 237

Website: www.nanos.co

Methodology: www.nanos.co/method

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



GTA PREFERRED PM Q

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 election tracking between August 22nd and 29th, 2021.

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. This report is comprised of the eight days of the campaign for voters in the GTA, August 22nd to 29th, 2021. The margin of error for a survey of 502 respondents is ± 4.4 percentage points, 19 times out of 20. Regional results geographically weighted to their true population proportion for the sample.

Contact: Nik Nanos

nik@nanos.co

@niknanos

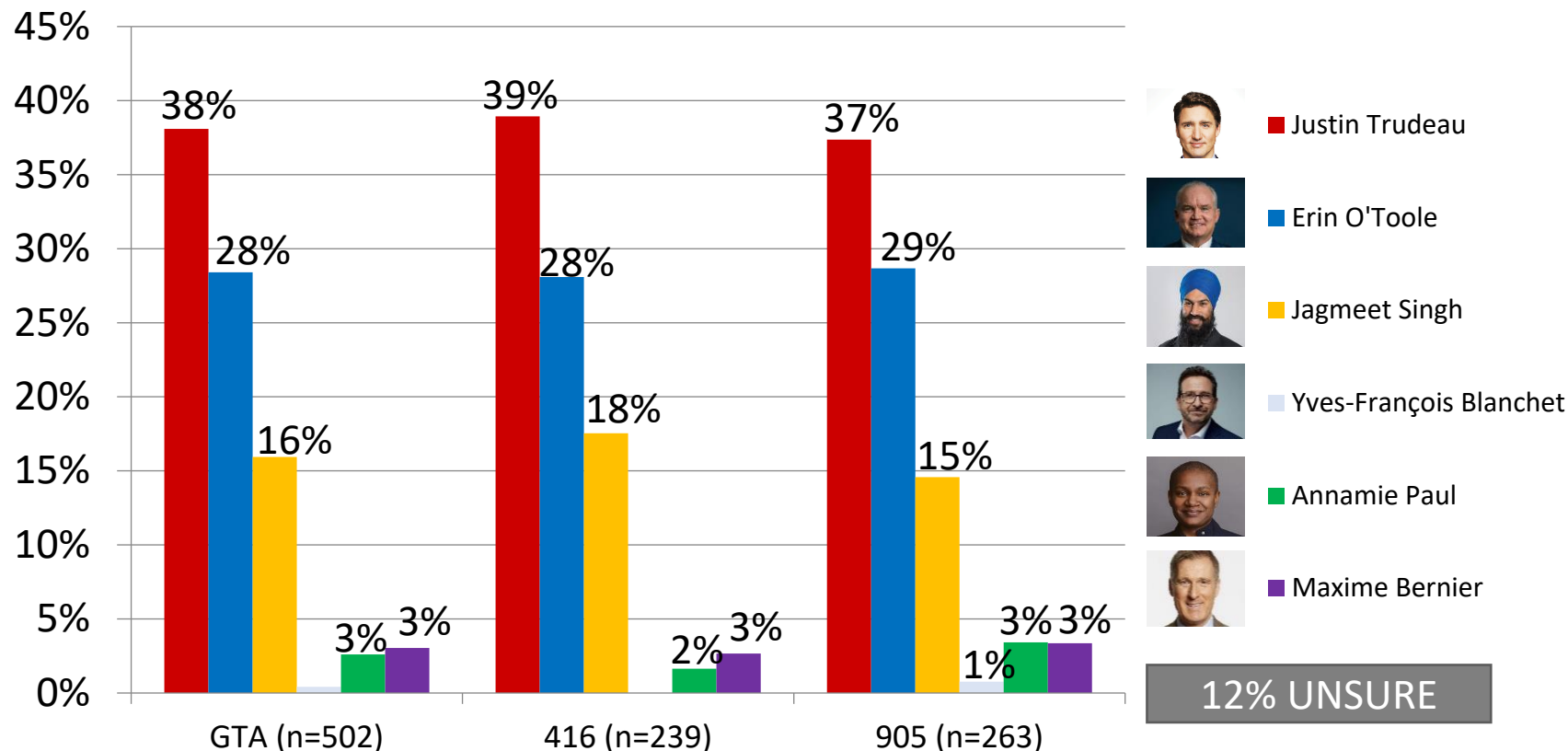


Ottawa: (613) 234-4666 x 237

Website: www.nanos.co

Methodology: www.nanos.co/method

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



#ELXN44

METHODOLOGY

This report is comprised of data from the last eight days of the campaign for 502 voters in the province of the GTA between August 22nd and August 29th, 2021. The margin of error for a survey of 502 respondents is ± 4.4 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.



Element	Description
Research sponsor	CTV; Globe and Mail; Nanos Research
Population and Final Sample Size	502 respondents in the GTA in the previous eight days of the campaign.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±4.4 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 the GTA.
Demographics (Captured)	Greater Toronto Area (416 and 905 area codes); 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	August 22 nd to 29 th , 2021
Language of Survey	The survey was conducted in English.
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 the GTA. 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 the GTA.
Estimated Response Rate	14 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 questions in the preceding report are 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 vs 2019 ELECTION RESULT



Party	Sunday 20 th 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			

NANOS RELIABILITY

Explore over 5400 trendlines and customize charts with the new Nanos subscriber data portal

Nanos Research is pleased to announce the release of a new and improved subscriber data portal. With greater functionality, integrated user experience and more data, now you can search and call up over 5400 trendlines on a variety of political, economic, social and public policy issues.

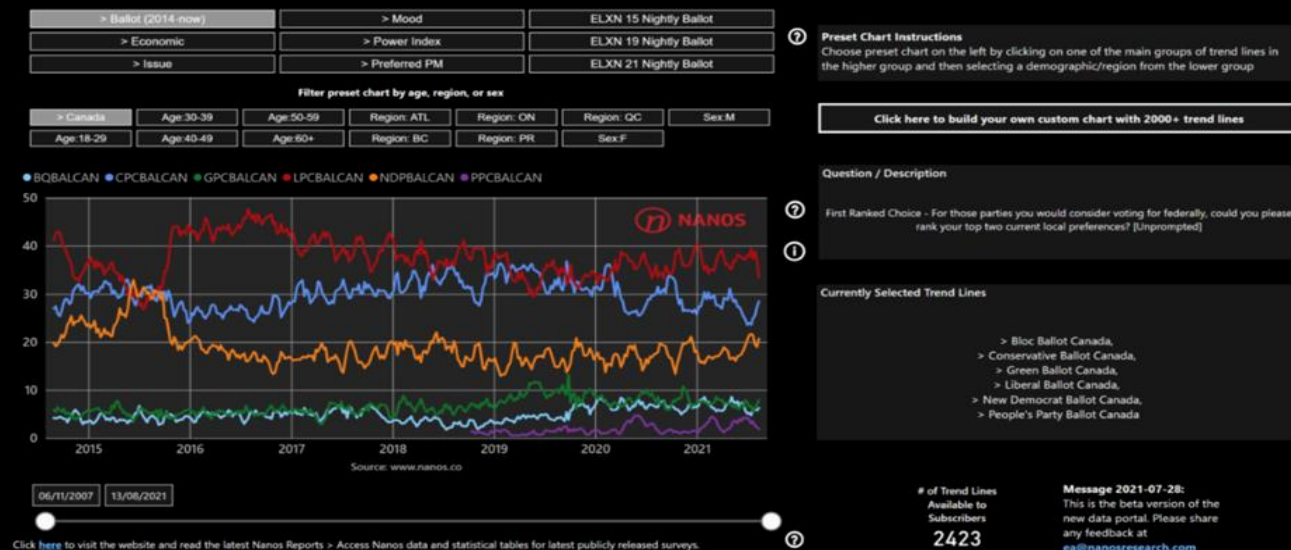
It also includes nightly ballot tracking during the federal election.

The enhanced functionality of this new data portal includes:

- Pre-set charts for easy navigation by age, region and demographic
- The ability to create customized charts that integrate political, economic, social and public policy sentiment
- An intuitive sliding date filter for the chart
- A new search function that lets you browse the more than 2400 available trendlines
- A news feed for our latest Nanos survey insights

[Subscribe now](#) for just \$5 a month (\$60 for a 12-month subscription) to have unlimited access

Sample pre-set charts page



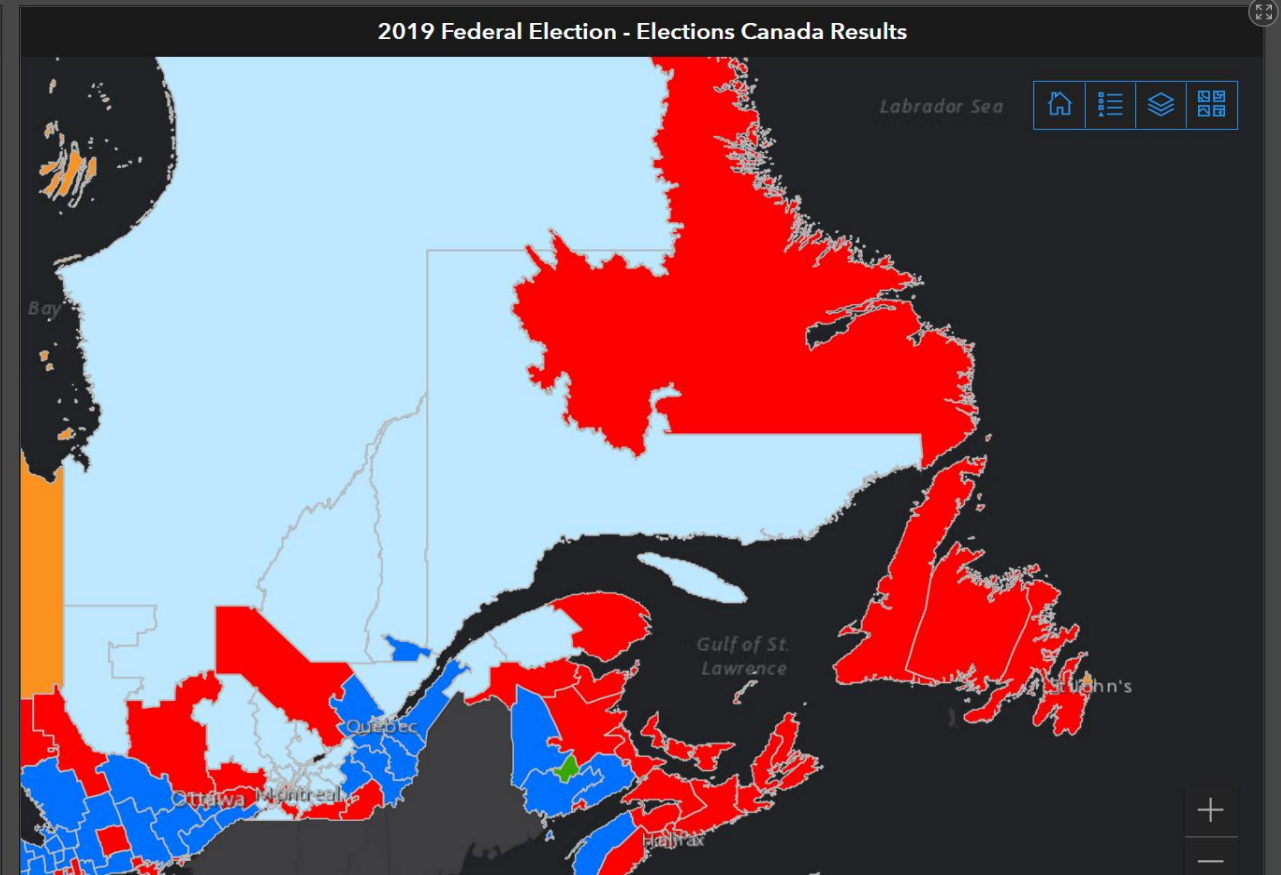
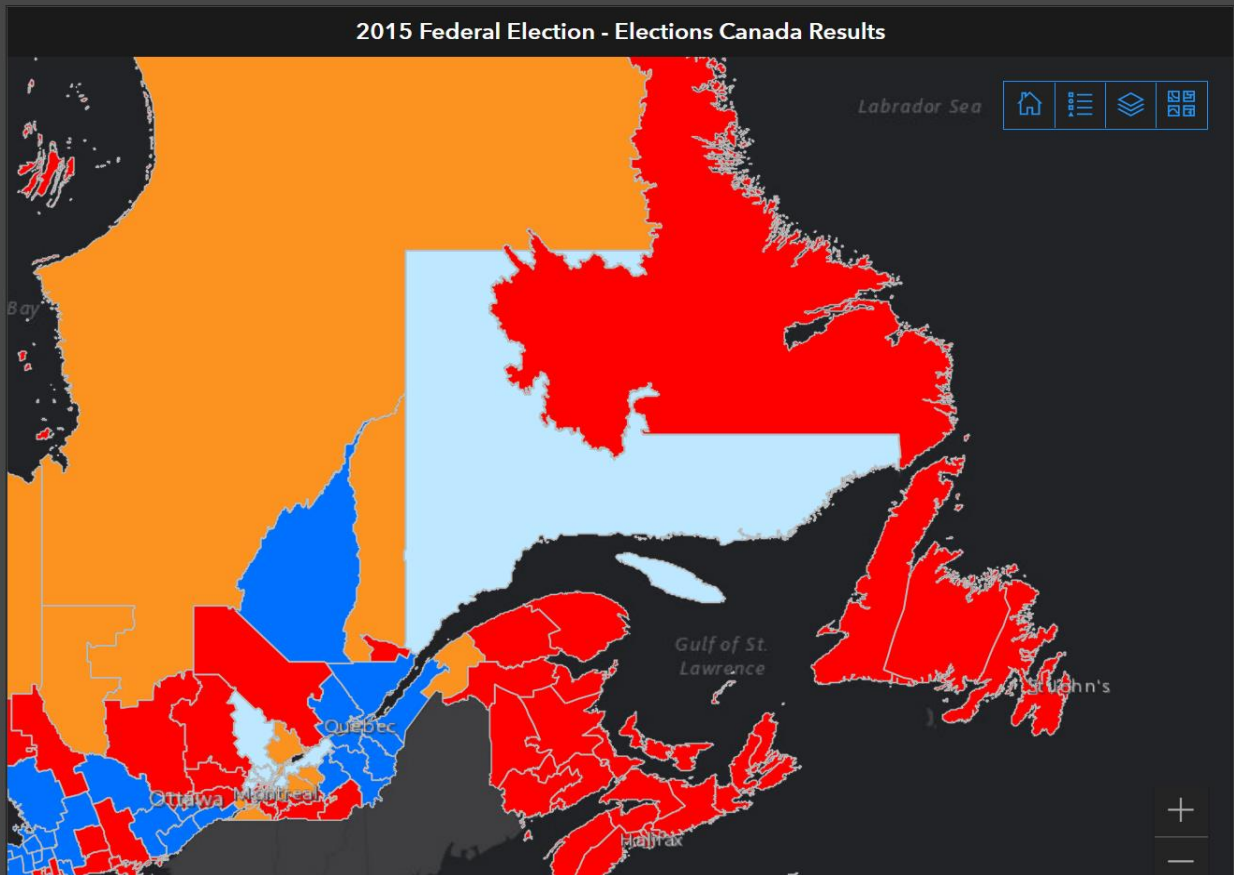
Build your own custom chart page



Nanos is pleased to share a full range of data for free to Canadians and also to subscribers.

The Free Interactive Elections Results Map contains Elections Canada results from the 2015 and 2019 elections, highs, lows, and averages from the last two votes from an election or by-election, and Elections Canada heat maps of support by party for each federal riding.

To visit the Free Interactive Elections Results Map, [click here](#).





nanos dimap analytika



NANOS RUTHERFORD McKAY & Co.

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](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. www.nanosdimap.com

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

2021-1947 – GTA Special Report – August 22nd to August 29th - STAT SHEET

Would you consider or not consider voting for any of the following FEDERAL political parties [RANDOMIZE]

			Region			Gender		Age		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - The Liberal Party of Canada	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Yes, would consider	%	51.0	51.5	50.4					
	No, would not consider	%	37.3	35.4	39.0					
	Unsure	%	11.7	13.1	10.5					

Would you consider or not consider voting for any of the following FEDERAL political parties [RANDOMIZE]

			Region			Gender		Age		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - The Conservative Party of Canada	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Yes, would consider	%	47.5	47.7	47.4					
	No, would not consider	%	40.3	41.4	39.4					
	Unsure	%	12.1	10.9	13.2					

Would you consider or not consider voting for any of the following FEDERAL political parties [RANDOMIZE]

			Region			Gender		Age		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - The New Democratic Party of Canada	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Yes, would consider	%	37.1	38.5	35.9					
	No, would not consider	%	46.6	44.7	48.2					
	Unsure	%	16.3	16.8	15.9					

2021-1947 – GTA Special Report – August 22nd to August 29th - STAT SHEET

Would you consider or not consider voting for any of the following FEDERAL political parties [RANDOMIZE]

			Region			Gender		Age		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - The Green Party of Canada	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Yes, would consider	%	22.1	21.9	22.2					
	No, would not consider	%	63.3	63.3	63.2					
	Unsure	%	14.7	14.7	14.6					

Would you consider or not consider voting for any of the following FEDERAL political parties [RANDOMIZE]

			Region			Gender		Age		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - The People's Party of Canada	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Yes, would consider	%	12.9	10.5	14.9					
	No, would not consider	%	72.2	76.1	68.9					
	Unsure	%	15.0	13.5	16.2					

2021-1947 – GTA Special Report – August 22nd to August 29th - STAT SHEET

			Region			Gender		Age		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Vote Profile	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	The Liberal Party of Canada	%	37.4	38.1	36.9					
	The Conservative Party of Canada	%	28.8	27.9	29.6					
	The New Democratic Party of Canada	%	14.6	16.1	13.3					
	The Green Party of Canada	%	3.3	2.0	4.3					
	The People's Party of Canada	%	3.8	2.4	5.1					
	Other	%	0.3	0.4	0.3					
	Undecided	%	11.7	13.1	10.5					

			Region			Gender		Age		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Ballot	Total	Unwgt N	445	208	237	242	203	102	146	197
		Wgt N	441	200	242	209	232	117	155	169
	The Liberal Party of Canada	%	42.4	43.8	41.2					
	The Conservative Party of Canada	%	32.7	32.2	33.1					
	The New Democratic Party of Canada	%	16.5	18.5	14.9					
	The Green Party of Canada	%	3.7	2.3	4.8					
	The People's Party of Canada	%	4.3	2.7	5.7					
	Other	%	0.4	0.5	0.3					

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 502 residents of the Greater Toronto Area (GTA), 18 years of age or older between August 22nd and August 29th, 2021. The margin of error for this survey is ± 4.4 percentage points, 19 times out of 20.

2021-1947 – GTA Special Report – August 22nd to August 29th - 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		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question – First Ranked Preferred Prime Minister	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Justin Trudeau	%	38.1	38.9	37.4					
	Erin O'Toole	%	28.4	28.1	28.7					
	Jagmeet Singh	%	15.9	17.5	14.6					
	Yves-François Blanchet	%	0.4	0.0	0.8					
	Annamie Paul	%	2.6	1.6	3.4					
	Maxime Bernier	%	3.0	2.7	3.4					
	Unsure	%	11.5	11.1	11.8					

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		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - Justin Trudeau	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Has qualities	%	56.4	56.3	56.5					
	Does not have qualities	%	35.3	32.5	37.7					
	Unsure	%	8.2	11.1	5.7					

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 502 residents of the Greater Toronto Area (GTA), 18 years of age or older between August 22nd and August 29th, 2021. The margin of error for this survey is ± 4.4 percentage points, 19 times out of 20.

2021-1947 – GTA Special Report – August 22nd to August 29th - 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		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - Erin O'Toole	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Has qualities	%	44.7	46.1	43.6					
	Does not have qualities	%	33.2	30.2	35.8					
	Unsure	%	22.0	23.7	20.6					

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		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - Jagmeet Singh	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Has qualities	%	59.1	62.5	56.1					
	Does not have qualities	%	22.8	19.2	25.8					
	Unsure	%	18.2	18.3	18.1					

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		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - Annamie Paul	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Has qualities	%	19.8	17.8	21.5					
	Does not have qualities	%	45.0	44.6	45.3					
	Unsure	%	35.2	37.6	33.2					

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 502 residents of the Greater Toronto Area (GTA), 18 years of age or older between August 22nd and August 29th, 2021. The margin of error for this survey is ± 4.4 percentage points, 19 times out of 20.

2021-1947 – GTA Special Report – August 22nd to August 29th - 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		
			GTA - Eight days ending Aug 29	GTA - 416	GTA - 905	Male	Female	18 to 34	35 to 54	55 plus
Question - Maxime Bernier	Total	Unwgt N	502	239	263	273	229	121	162	219
		Wgt N	500	230	270	236	264	137	172	190
	Has qualities	%	17.0	14.4	19.2					
	Does not have qualities	%	53.7	53.1	54.2					
	Unsure	%	29.3	32.5	26.6					