"National Ballot: Liberals 34.0, Conservatives 30.7, NDP 18.6 > Liberals maintain marginal advantage after Leaders' Debate in English."

Nik Nanos, Chief Data Scientist
Released September 12, 2021
Field ending September 11, 2021

NATIONAL BALLOT

Q 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 September 11, 2021.

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 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.
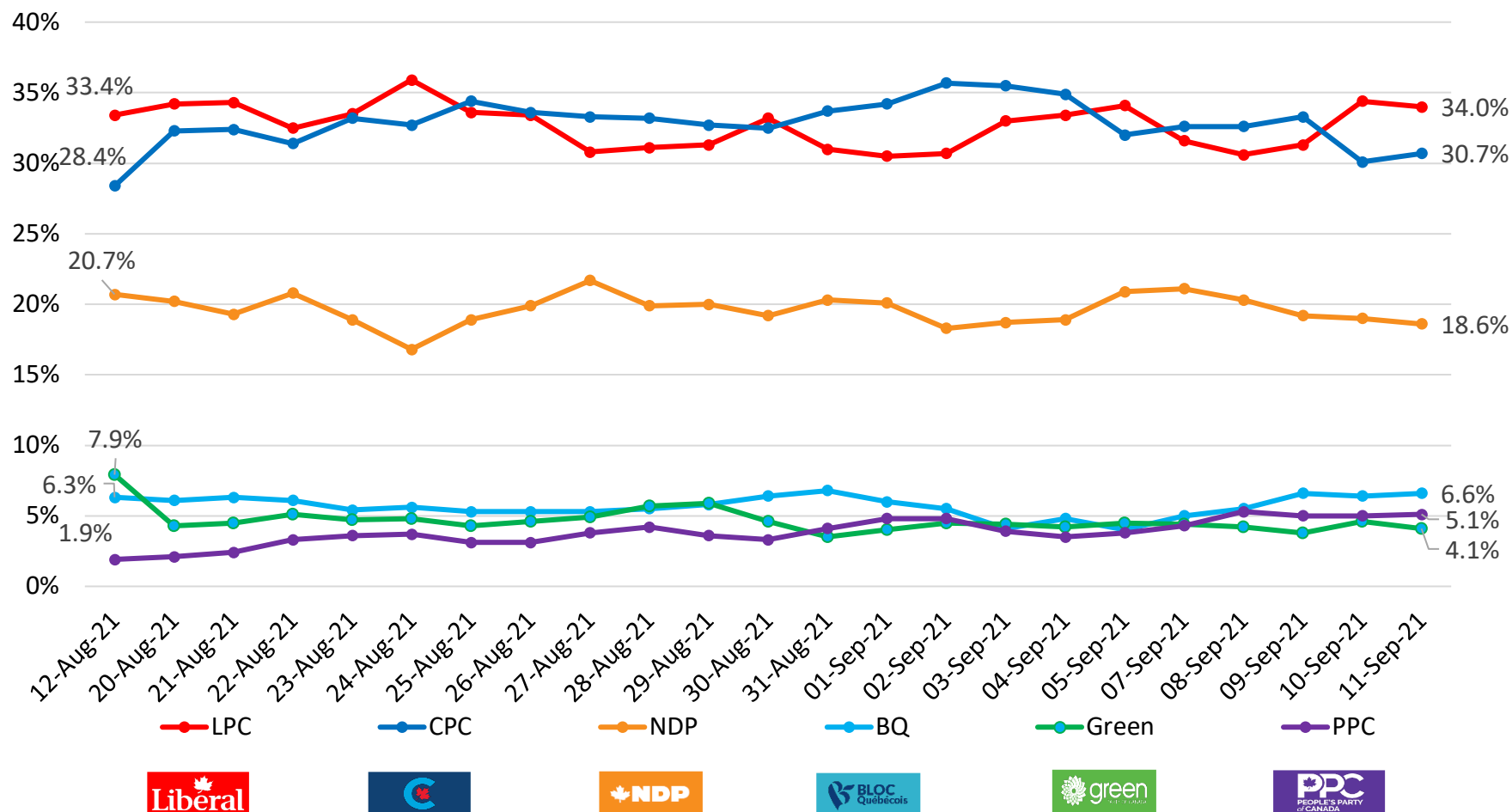
Contact: Nik Nanos
nik@nanos.co
@niknanos

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.

Legend: LPC, CPC, NDP, BQ, Green, PPC

Chart values labeled: LPC 33.4% → 34.0%; CPC 28.4% → 30.7%; NDP 20.7% → 18.6%; BQ 6.3% → 6.6%; Green 7.9% → 4.1%; PPC 1.9% → 5.1%

CTV NEWS · THE GLOBE AND MAIL · NANOS · #ELXN44

BALLOT – Three nights ending September 11, 2021

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 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.

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.

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

Party	Latest Nightly Tracking
Liberal Party	34.0%
Conservative Party	30.7%
New Democratic Party	18.6%
Bloc Quebecois (Quebec only) (n=264)	6.6%
People's Party	5.1%
Green Party	4.1%
Other	0.9%

**UNDECIDED > 9.0%

Source: CTV, Globe, Nanos nightly election tracking ending September 11, 2021.

#ELXN44

© NANOS RESEARCH

"Preferred Prime Minister: Trudeau 34.0, O'Toole 26.2, Singh 17.7 > Trudeau ahead on preferred PM tracking as of Saturday."

Nik Nanos, Chief Data Scientist
Released September 12, 2021
Field ending September 11, 2021

CTV NEWS THE GLOBE AND MAIL (n) NANOS #ELXN44 NIGHTLY PM TRACKING

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 nightly election tracking ending September 11, 2021.

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 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.

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.

Legend: Trudeau (Liberal), O'Toole (Conservative), Singh (NDP), Blanchet (Bloc Québécois), Paul (Green), Bernier (People's Party of Canada), Unsure

CTV NEWS · THE GLOBE AND MAIL · NANOS · #ELXN44

© NANOS RESEARCH

PREFERRED PM - Three nights ending September 11, 2021

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 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.

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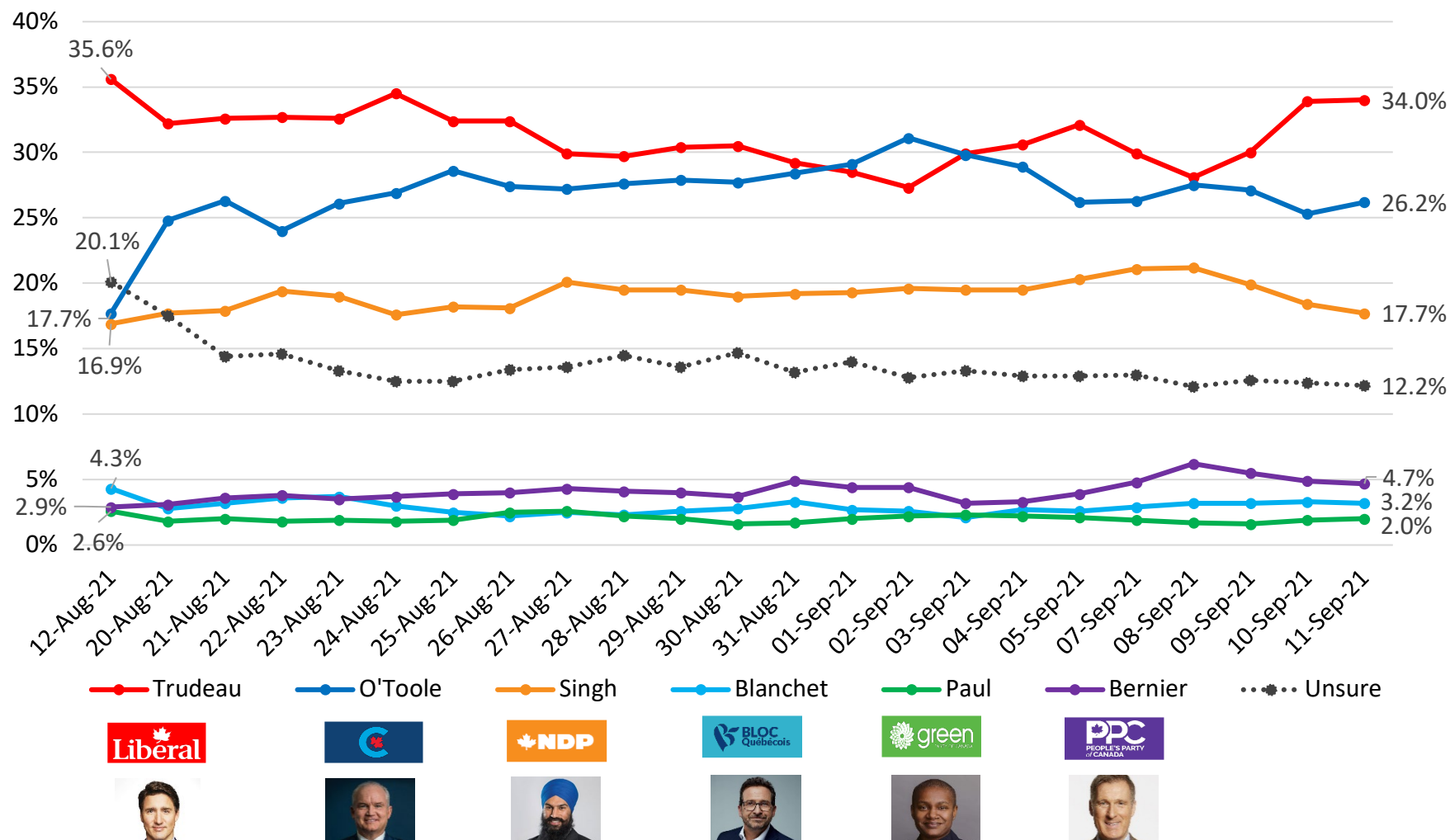
Ottawa: (613) 234-4666 x 237
Website: www.nanos.co
Methodology: www.nanos.co/method

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

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]

	Party Leaders	Latest Nightly Tracking
Liberal	Justin Trudeau	34.0%
	Erin O'Toole	26.2%
NDP	Jagmeet Singh	17.7%
PPC	Maxime Bernier	4.7%
BLOC Québécois	Yves-François Blanchet (Quebec only) (n=293)	3.2%
green	Annamie Paul	2.0%

**UNDECIDED > 12.2%

Source: CTV, Globe, Nanos nightly election tracking ending September 11, 2021.

#ELXN44

METHODOLOGY

A national random telephone survey (land- and cell-line sample using live agents) 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.

PATH FORWARD!

WINNING CONDITIONS

VALIDATE

TEST IDEAS

REVIEW RESEARCH

DIAGNOSE ENV

CTV NEWS   THE GLOBE AND MAIL   n NANOS

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	September 9 to 11, 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. 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	Six 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.

TECHNICAL NOTE

NANOS Polling on Conservatives higher than true EXLN results

NANOS Polling on Liberals lower than true EXLN results

NANOS Polling on Liberals higher than true EXLN results

NANOS Polling on Conservatives lower than true EXLN results

2015
2011
2004
2006
2008
2019
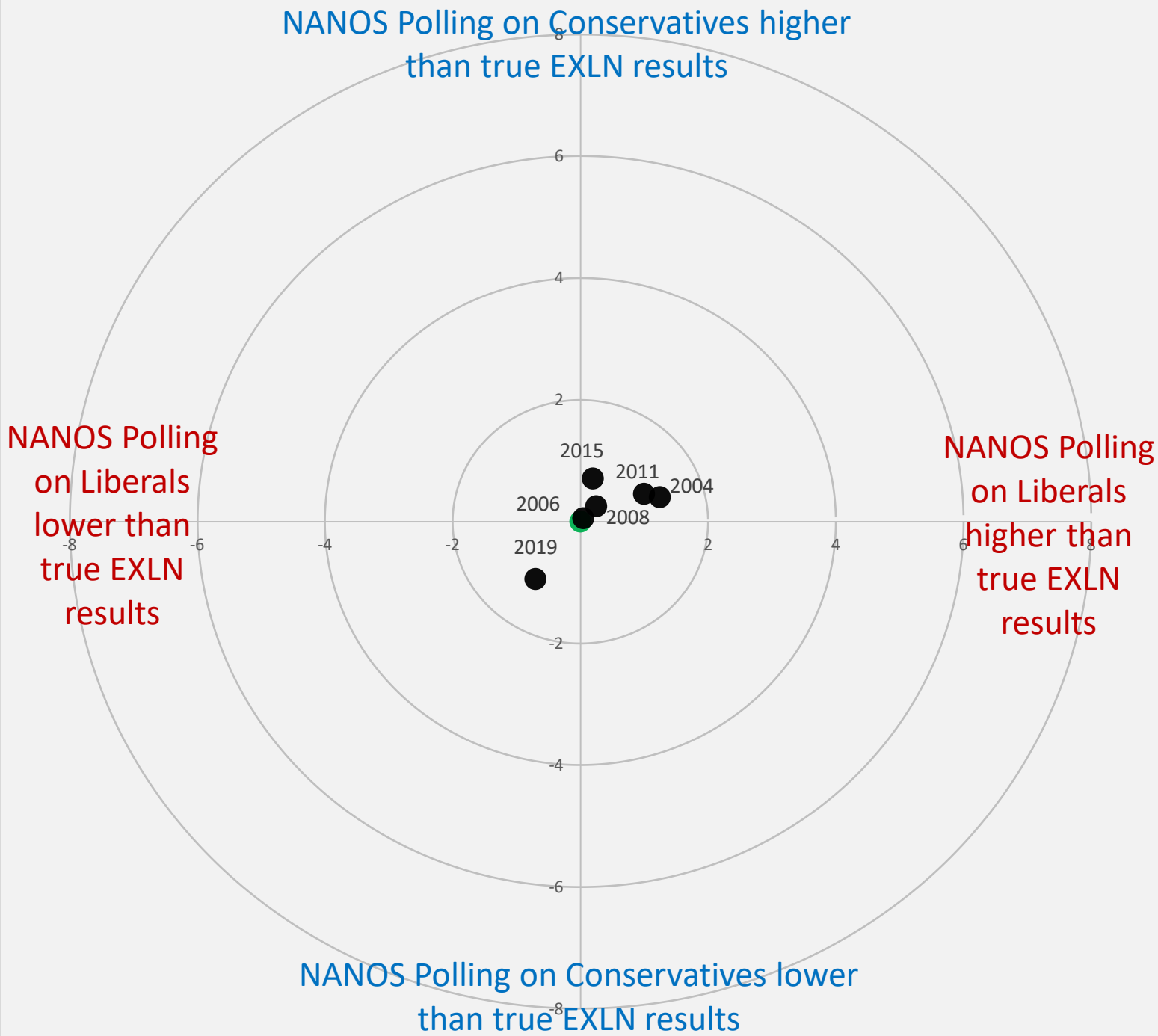
NANOS Track Record for every federal election since 2004

This graph shows Nanos polling data for the two major parties compared to the actual Federal Election results. The green dot in the centre represents the election result. Black dots represent actual Nanos survey in each election. The closer a black dot is to the center (green dot), the closer the poll results are to the official election results.

NANOS RELIABILITY

NANOS

Explore over 4000 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 2400 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
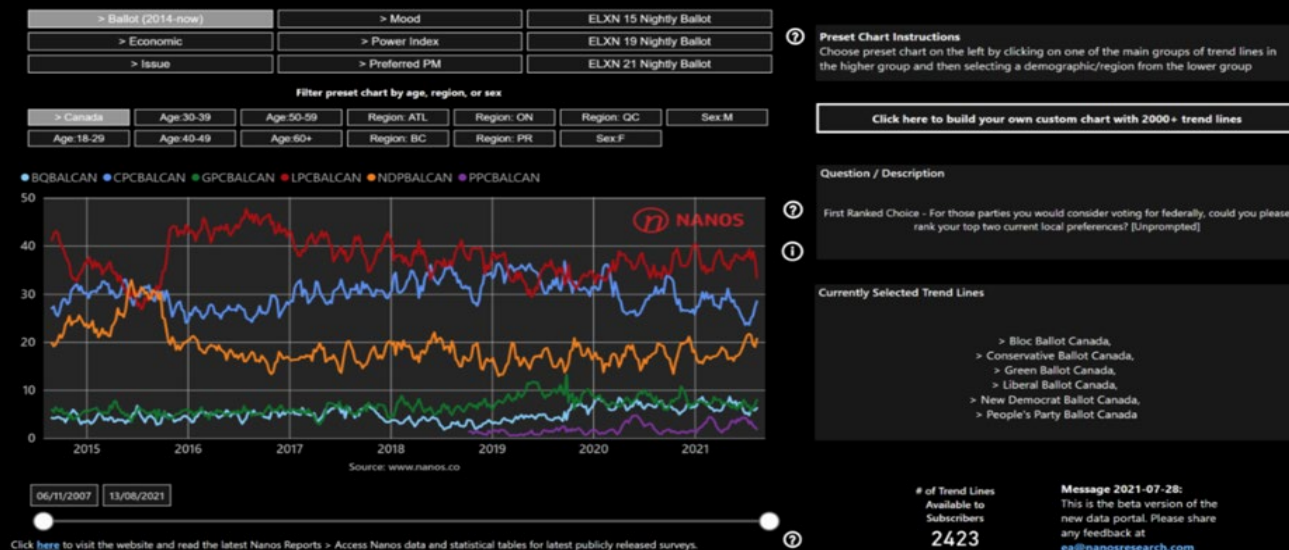
Build your own custom chart page

NANOS DATA PORTALS

NANOS #ELXN44
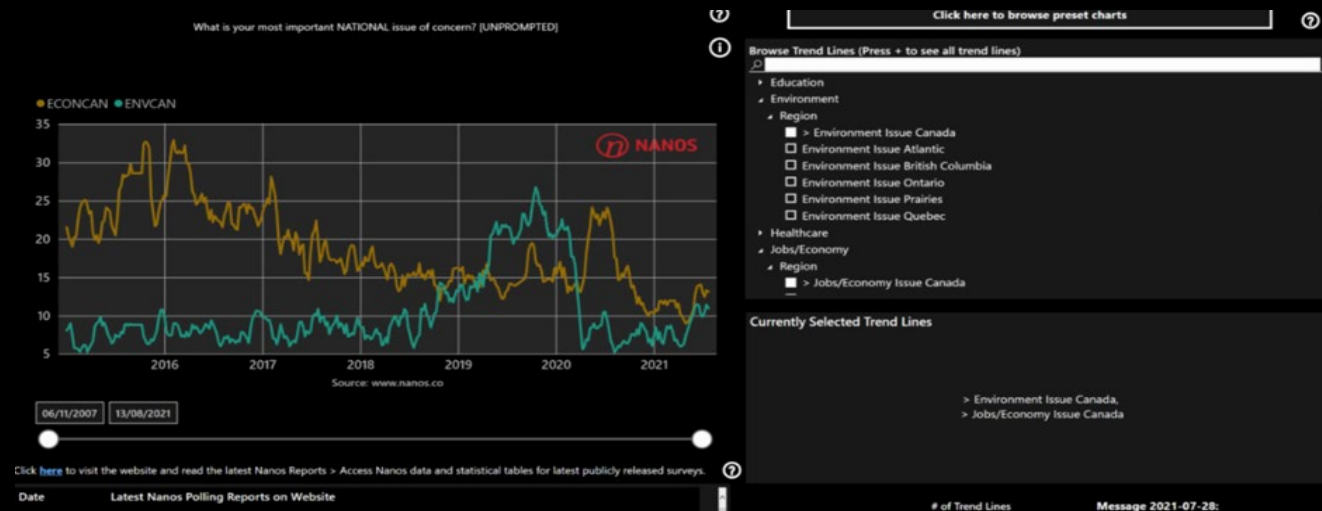
Nanos is pleased to share a full range of data for free to Canadians and also to subscribers.

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 ELECTIONS MAP

NANOS #ELXN44
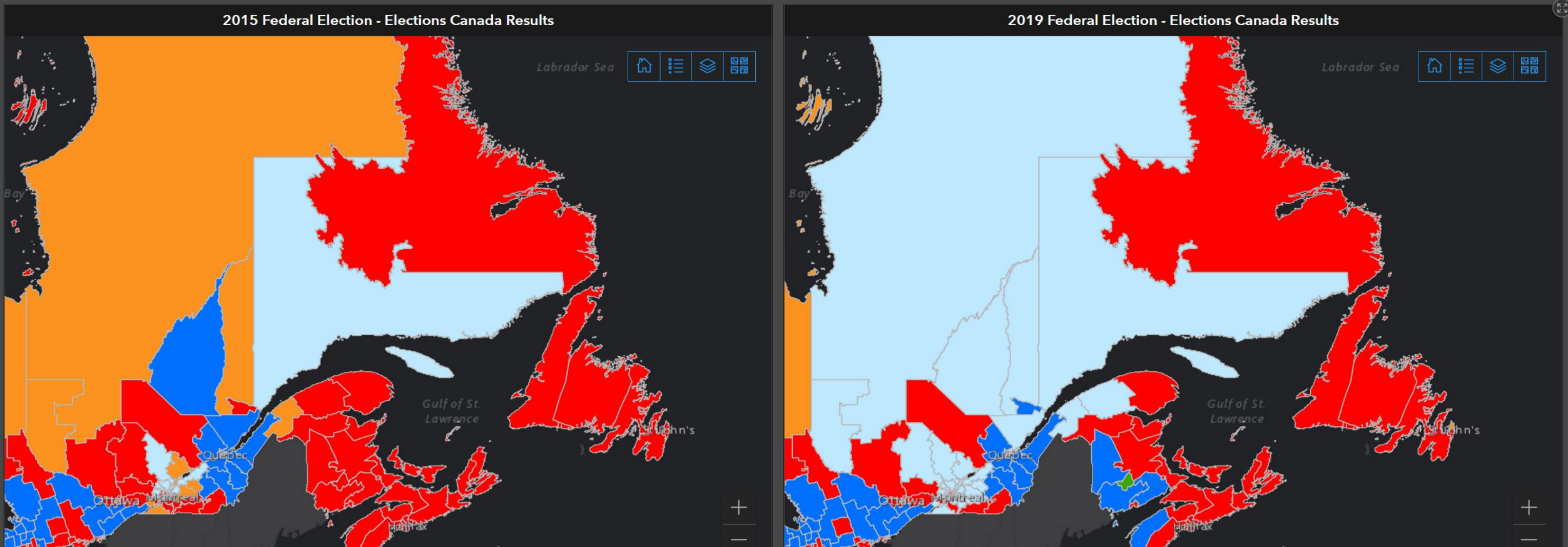
As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. 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. 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

ABOUT NANOS

			Canada 2021-09-11	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Vote Profile	Total	Unwgt N	1252	122	293	383	266	188	718	534	256	435	561
		Wgt N	1200	80	280	461	219	160	581	619	328	410	463
	The Liberal Party of Canada	%	30.9										
	The Conservative Party of Canada	%	27.9										
	The New Democratic Party of Canada	%	16.9										
	The Bloc Quebecois	%	6.0					**Available to Subscribers Only**					
	The Green Party of Canada	%	3.8										
	The People's Party of Canada	%	4.6										
	Other	%	0.9										
	Undecided	%	9.0										

			Canada 2021-09-11	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Ballot	Total	Unwgt N	1139	107	264	349	241	178	657	482	219	394	526
		Wgt N	1091	70	251	418	201	152	533	559	286	372	434
	The Liberal Party of Canada	%	34.0										
	The Conservative Party of Canada	%	30.7										
	The New Democratic Party of Canada	%	18.6										
	The Bloc Quebecois	%	6.6					**Available to Subscribers Only**					
	The Green Party of Canada	%	4.1										
	The People's Party of Canada	%	5.1										
	Other	%	0.9										

			Canada 2021-09-11	Region					Gender		Age		
				Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
[Rank 1] As you may know Justin Trudeau is the leader of the federal Liberal party, Erin O'Toole is the leader of the Conservative Party of Canada, Yves-Francois Blanchet is the leader of the Bloc Quebecois, Jagmeet Singh is the leader of the federal NDP	Total	Unwgt N	1252	122	293	383	266	188	718	534	256	435	561
		Wgt N	1200	80	280	461	219	160	581	619	328	410	463
	Justin Trudeau	%	34.0										
	Erin O'Toole	%	26.2										
	Jagmeet Singh	%	17.7										
	Yves-François Blanchet	%	3.2					**Available to Subscribers Only**					
	Annamie Paul	%	2.0										
	Maxime Bernier	%	4.7										
	Unsure	%	12.2										