

“ National Ballot Sunday September 19th only:
Liberal 32.4, Conservative 31.2, NDP 17.5 > Close
national ballot race similar to 2019 federal
election > the national tie in 2019 yielded more
seats for Liberals. GOTV will be key. ”

Nik Nanos, Chief Data Scientist

Released September 19, 2021

*One day survey September 19, 2021 of 800
Canadians*

THANK YOU



We are finally at the close of the 2021 federal election. I'd like to thank the team at Nanos Research for all their hard work. Also, a thank you to the teams at CTV News and the Globe and Mail for sharing the diverse views of Canadians through the ebb and flow of the election.

To follow in this report are the results of the last round of tracking that we have conducted on behalf of CTV News and The Globe and Mail. Some key observations:

Converting polling to riding outcomes – The 2019 Federal Election was a good case in point in how our democracy works. The Conservatives won the election in terms of the total number of votes but in our first past the post system, the Liberals won more seats because their distribution of support was better spread out to convert into seats. Also, one thing we can predict with certainty is that a comfortable majority of Canadians will be disappointed with the outcome because the winner will have support in the 30s in terms of percent.

Uncertainty in a Pandemic Election – With a record number of ballots cast at the advance polls and a record in the number of votes cast by mail, those two factors represent uncertainties in the predictive power of the research. Could Canadians see long lines and go home without voting? Hard to tell.

Voter motivation – Another uncertainty is the vote motivator for the supporters of different parties. This can be hard to gauge.

Prepare for some unpredictable vote splits – Would have been hard to predict both the rise in relevance of the People's Party of Canada and the difficulty the Green Party had in running a national leaders campaign. These two factors represent new uncertainties that can impact vote splits at the riding level.

Winners can be Losers - Back in my closing comment in 2019 I wrote: "Prepare for the possibility that in our first-past-the-post system one party may win the popular vote and a different party win the greatest number of seats in the House of Commons." This still could happen

We should also send our thanks to the folks at Elections Canada and the thousands of volunteers at Elections Canada who have been working tirelessly to keep our democracy strong in these very unusual times.

Regards,
Nik Nanos, Chief Data Scientist

ELECTION ESTIMATE

Question: 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 19th, 2021.

RELEASED ON SUNDAY SEPTEMBER 19TH
AT 2200 ET

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents.

Contact: Nik Nanos nik@nanos.co
Website: www.nanos.co
Methodology: www.nanos.co/method

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

UNDECIDED
9.0% Saturday Only
8.2% Sunday Only

Party	Saturday 18 th & Sunday 19 th	Sunday 19 th Only
Liberal	31.5%	32.4%
Conservative	32.0%	31.2%
NDP	19.0%	17.5%
BQ	7.3%	7.5%
PPC	5.1%	6.6%
GPC	4.6%	4.5%
Other	0.5%	0.3%
Decided Voters	n=1,513	n=766
Margin of Error 19 times out of 20	±2.5	±3.6

Factoring the margin of error for the national random sample administered by Nanos, Liberal support may be as high as 36.0% or as low as 28.8%.

Likewise, support for the Conservatives may be as high as 34.8% or as low as 27.6%.

NATIONAL BALLOT

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 (800 on September 19th). The daily tracking figures are based on a three-day rolling sample comprised of 1,600 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 1,600 respondents is ± 2.4 percentage points, 19 times out of 20.

September 19th tracking is a stand alone one-day random sample of 800 Canadians.

Contact: Nik Nanos

nik@nanos.co

[@niknanos](https://twitter.com/niknanos)

Ottawa: (613) 234-4666 x 237

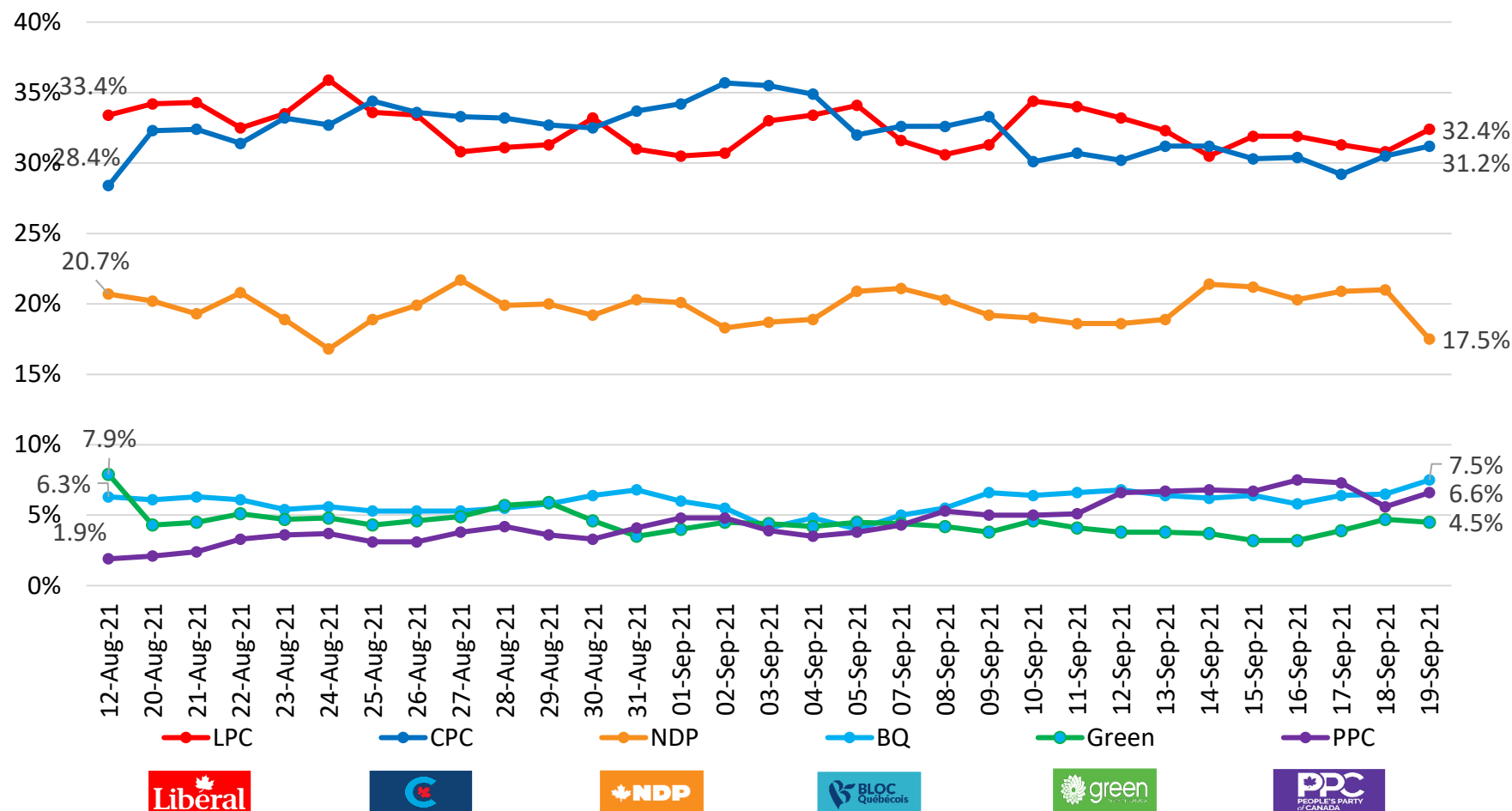
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If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response]

Source: CTV, Globe, Nanos nightly election tracking ending September 19, 2021.



BALLOT – September 19, 2021 Only

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THE GLOBE AND MAIL



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	32.4%
	Conservative Party	31.2%
	New Democratic Party	17.5%
	Bloc Quebecois (Quebec only) (n=186)	7.5%
	People's Party	6.6%
	Green Party	4.5%
	Other	0.3%

**UNDECIDED > 8.2%

Source: CTV, Globe, Nanos nightly election tracking ending September 19, 2021.

#ELXN44

“ Preferred Prime Minister: Trudeau 31.1,
O’Toole 27.5, Singh 19.8 > Trudeau holds
a marginal advantage on preferred PM
tracking. ”

*Nik Nanos, Chief Data Scientist
Released September 19, 2021
Field ending September 19, 2021*

PREFERRED PM

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 (800 on September 19th). The daily tracking figures are based on a three-day rolling sample comprised of 1,600 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 1,600 respondents is ± 2.4 percentage points, 19 times out of 20.

September 19th tracking is a stand alone one-day random sample of 800 Canadians.

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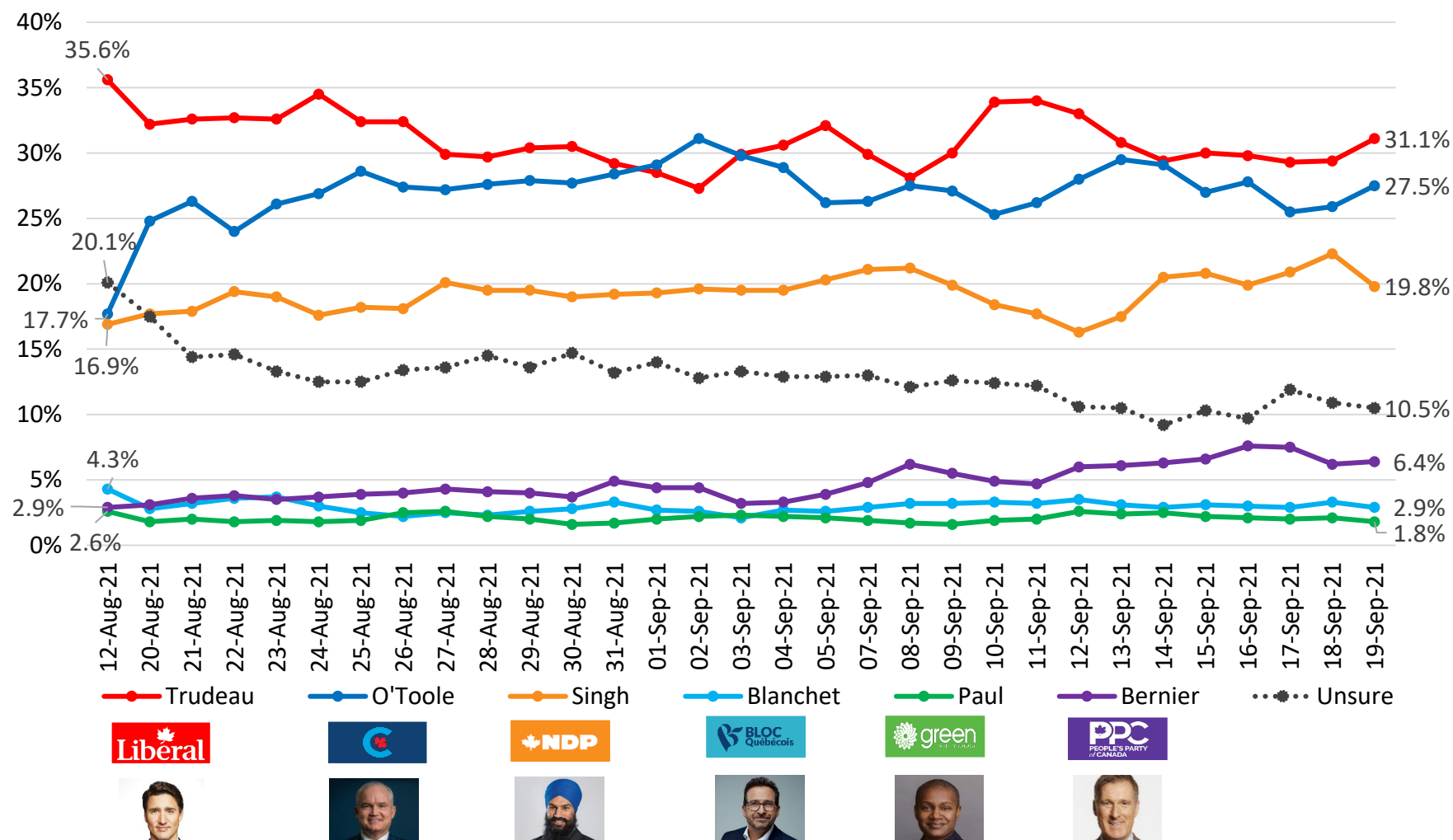
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Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS] [First ranked response]

Source: CTV, Globe, Nanos nightly election tracking ending September 19, 2021.



PREFERRED PM - Three nights ending September 19, 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 (800 on September 19th). The daily tracking figures are based on a three-day rolling sample comprised of 1,600 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 1,600 respondents is ± 2.4 percentage points, 19 times out of 20.

September 19th tracking is a stand alone one-day random sample of 800 Canadians.

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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
	Justin Trudeau	31.1%
	Erin O'Toole	27.5%
	Jagmeet Singh	19.8%
	Maxime Bernier	6.4%
	Yves-François Blanchet (Quebec only) (n=206)	2.9%
	Annamie Paul	1.8%

**UNDECIDED > 10.5%

Source: CTV, Globe, Nanos nightly election tracking ending September 19, 2021.

#ELXN44

METHODOLOGY

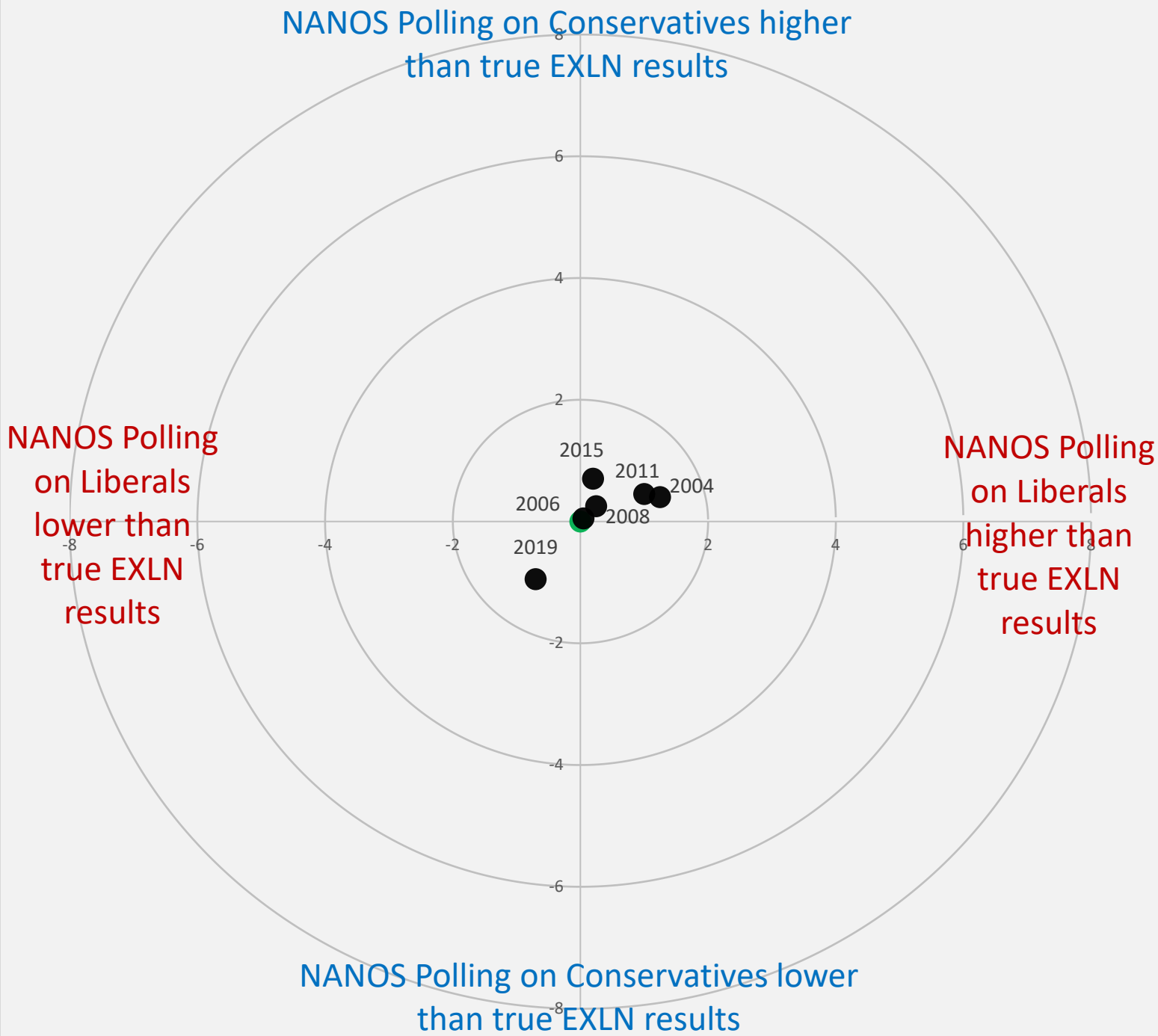
A national random telephone survey (land- and cell-line sample using live agents) of 1,200 Canadians is conducted by Nanos Research throughout the campaign over a three day period. A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed (800 on September 19th). The daily tracking figures are based on a three-day rolling sample comprised of 1,600 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 1,600 respondents is ± 2.4 percentage points, 19 times out of 20. September 19th tracking is a stand alone one-day random sample of 800 Canadians.

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	1,200 Randomly selected individuals; three night rolling average of 400 voters a night (800 on Sept 18 th) The interviews are compiled into a three day rolling average of 1,600 interviews, where each week the oldest group of 400 interviews is dropped and a new group of 400 interviews is added. September 19th tracking is a stand alone one-day random sample of 800 Canadians.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±2.4 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 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 19, 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.



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

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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.

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- A new search function that lets you browse the more than 2400 available trendlines
- A news feed for our latest Nanos survey insights

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Sample pre-set charts page



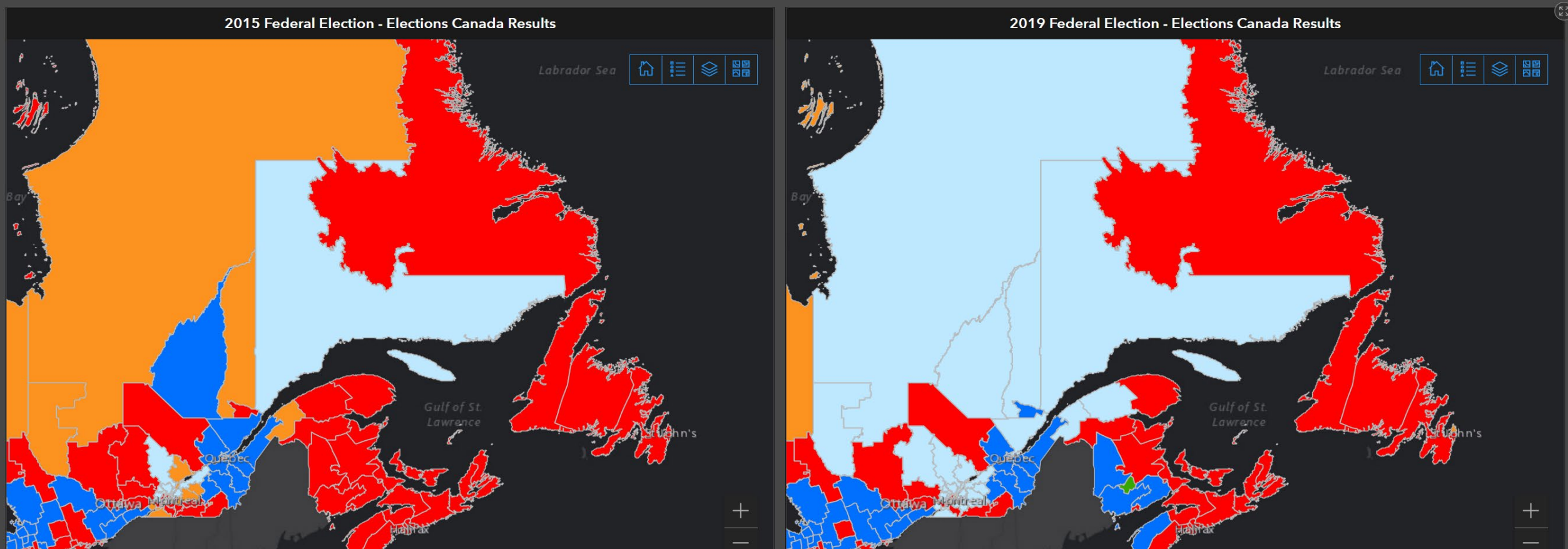
Build your own custom chart page



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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.

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NANOS RUTHERFORD McKAY & Co.

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[illegible]

			Region						Gender		Age		
			Canada September 18 and 19	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Vote Profile	Total	Unwgt N	1662	177	403	492	344	246	896	766	338	585	739
		Wgt N	1600	107	375	614	292	213	776	825	437	547	617
	The Liberal Party of Canada	%	28.7										
	The Conservative Party of Canada	%	29.1										
	The New Democratic Party of Canada	%	17.3										
	The Bloc Quebecois	%	6.6										
	The Green Party of Canada	%	4.2										
	The People's Party of Canada	%	4.6										
	Other	%	0.4										
	Undecided	%	9.0										

Available to Subscribers Only

			Region						Gender		Age		
			Canada September 18 and 19	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Ballot	Total	Unwgt N	1513	166	358	465	305	219	822	691	311	525	677
		Wgt N	1457	101	334	579	253	190	712	745	396	494	567
	The Liberal Party of Canada	%	31.5										
	The Conservative Party of Canada	%	32.0										
	The New Democratic Party of Canada	%	19.0										
	The Bloc Quebecois	%	7.3										
	The Green Party of Canada	%	4.6										
	The People's Party of Canada	%	5.1										
	Other	%	0.5										

Available to Subscribers Only

			Region						Gender		Age		
			Canada September 18 and 19	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
[Rank 1] As you may know	Total	Unwgt N	1662	177	403	492	344	246	896	766	338	585	739
Justin Trudeau is the leader of the federal Liberal party, Erin O'Toole is the leader of the	Justin Trudeau	Wgt N	1600	107	375	614	292	213	776	825	437	547	617
Conservative Party of Canada,	Erin O'Toole	%	30.6										
Yves-Francois Blanchet is the leader of the Bloc Quebecois,	Jagmeet Singh	%	27.1										
Jagmeet Singh is the leader of the federal NDP	Yves-François Blanchet	%	20.8										
	Annamie Paul	%	3.5										
	Maxime Bernier	%	2.0										
	Unsure	%	5.8										
			10.4										

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