

Trudeau at eight year low in preferred Prime Minister tracking while Poilievre at eight year high for a Conservative leader.

***Nanos Weekly Tracking, ending October 20, 2023
(released October 24, 2023)***



***Ideas powered by
world-class data***

Nanos tracks unprompted issues of concern every week. To access full weekly national and regional tracking visit the Nanos subscriber data portal.

“ Inflation pulling ahead of all other issues. Trudeau at eight year low on preferred PM tracking. Poilievre at eight year high for a Conservative Party leader in tracking. ”

Nik Nanos

WEEKLY TOP TEN ISSUES – FOUR WEEK CHANGE

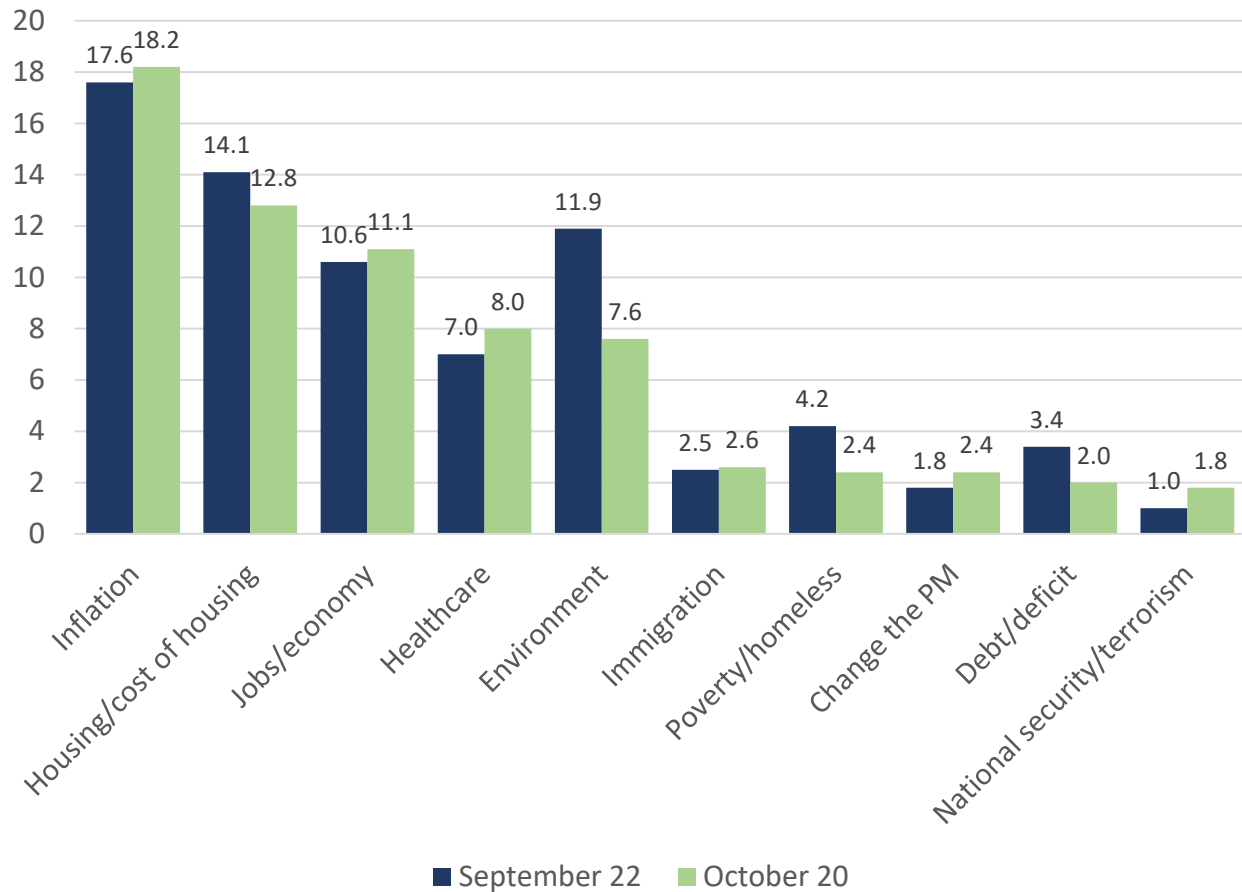
1,000 random interviews recruited from an RDD land- and cell-line sample of Canadians age 18 years and over, ending October 20, 2023. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

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 Methodology: www.nanos.co/method

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Question: What is your most important NATIONAL issue of concern? [UNPROMPTED]

Source: Nanos weekly tracking ending October 20, 2023.



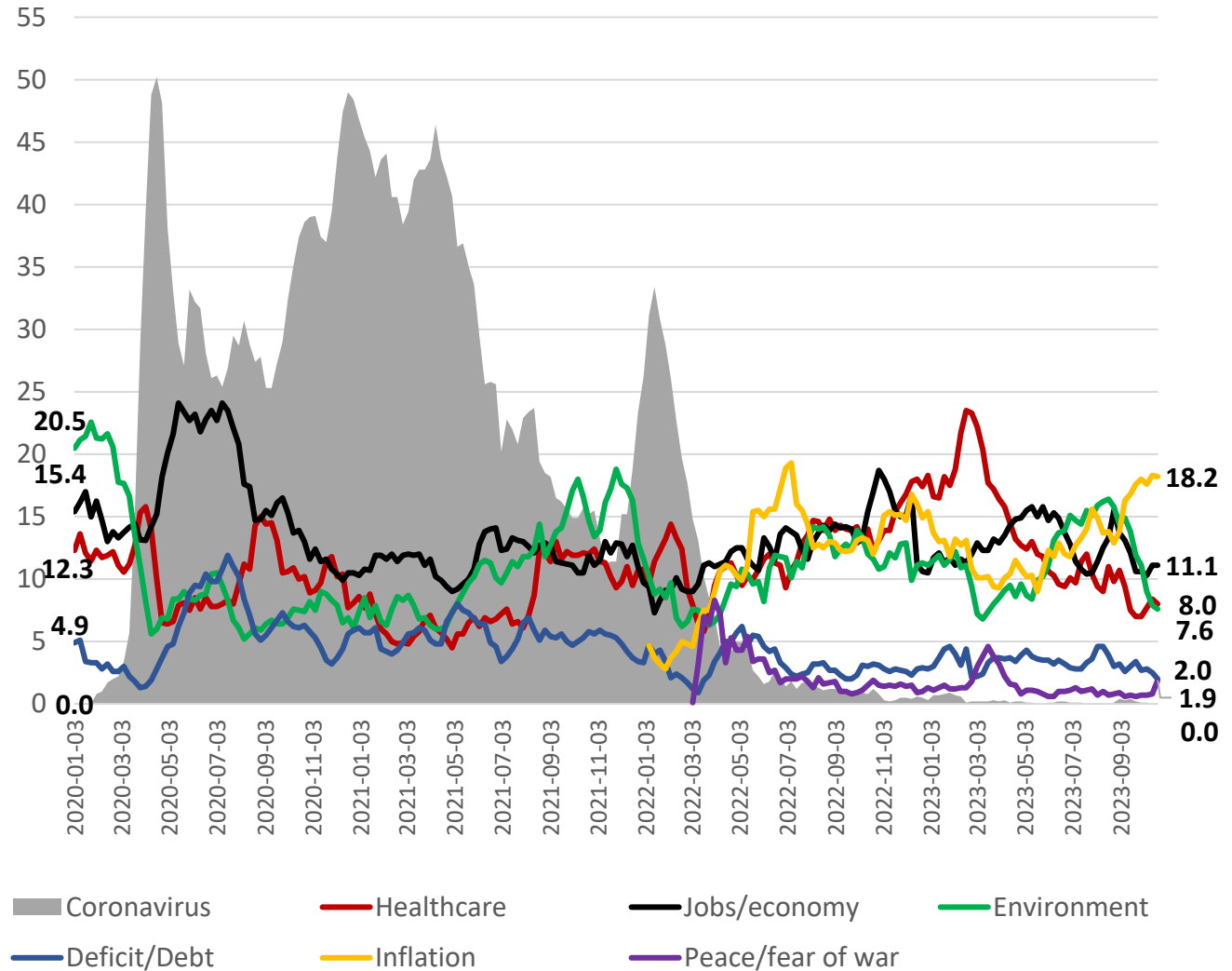
LONGITUDINAL ISSUE TRACKING

1,000 random interviews recruited from an RDD land- and cell-line sample of Canadians age 18 years and over, ending October 20, 2023. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

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Question: What is your most important NATIONAL issue of concern? [UNPROMPTED]
 Source: Nanos weekly tracking ending October 20, 2023.



AT A GLANCE

NON SUBSCRIBER REPORT

Every week Nanos captures the political pulse of the nation and is the authoritative go to data source. Here are this week's Nanos political tracking highlights. Play with the data at the interactive Nanos portal at <http://www.nanos.co/dataportal> > ballot tracking > issue tracking > policy tracking > cut the data by region and demographics and see the trend lines.

Subscribe today > gain unlimited access to the Nanos data portals and tracking for \$5 a month.

Ballot – 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]

Nanos Party Power Index – The Nanos Index which is a composite of a series of measures including ballot and leadership impressions has the Conservatives at 53.9 points, followed by the NDP at 46.0 points, the Liberals with 44.0 points, the Greens 32.4 points, the People's Party 26.0 points and the BQ 35.3 points (QC only).

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

Preferred Prime Minister – Nanos tracking has Poilievre as the preferred choice as PM at 32.6 per cent of Canadians, followed by Trudeau (23.0%), Singh (16.8%), May (5.1%) and Bernier (2.2%). Seventeen per cent of Canadians were unsure whom they preferred.

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.

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PARTY POWER INDEX

1,000 random interviews recruited from an RDD land- and cell-line sample of Canadians age 18 years and over, ending October 20, 2023. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

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Nanos Tracking Data Summary

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

[Available to Subscribers through our Data Portals](#)

Preferred Prime Minister	This week	Last week	Sept 20	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
			2021					
Trudeau	23.0%	23.3%	31.1%	23.9%	25.8%	29.5%	32.8%	23.0%
Poillievre	32.6%	32.9%	27.5%	31.3%	26.7%	30.0%	32.9%	25.8%
Singh	16.8%	15.2%	19.8%	16.5%	16.5%	16.2%	20.1%	14.2%
Blanchet	2.9%	3.2%	2.9%	3.7%	4.3%	5.2%	5.5%	2.8%
May	5.1%	4.7%	1.8%	3.9%	4.1%	1.2%	5.1%	1.2%
Bernier	2.2%	2.5%	6.4%	2.2%	3.2%	3.0%	3.9%	1.4%
Unsure	17.4%	18.3%	10.5%	18.6%	19.5%	15.0%	19.8%	14.8%

Canada Party Power Index	This week	Last week	Sept 20	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
			2021					
Liberal	44.0	44.4	51.2	44.7	48.5	48.6	52.1	44.0
Conservative	54.0	54.2	50.5	50.5	48.6	50.4	54.2	46.3
NDP	46.0	45.0	48.8	45.6	46.3	45.0	49.3	45.0
Bloc	35.4	35.0	35.5	32.8	38.8	38.0	41.8	32.8
Green	32.5	31.3	26.2	30.0	31.8	26.7	33.4	26.7
People's	26.1	26.0	24.6	23.5	26.0	24.3	27.4	22.5

PREFERRED PM

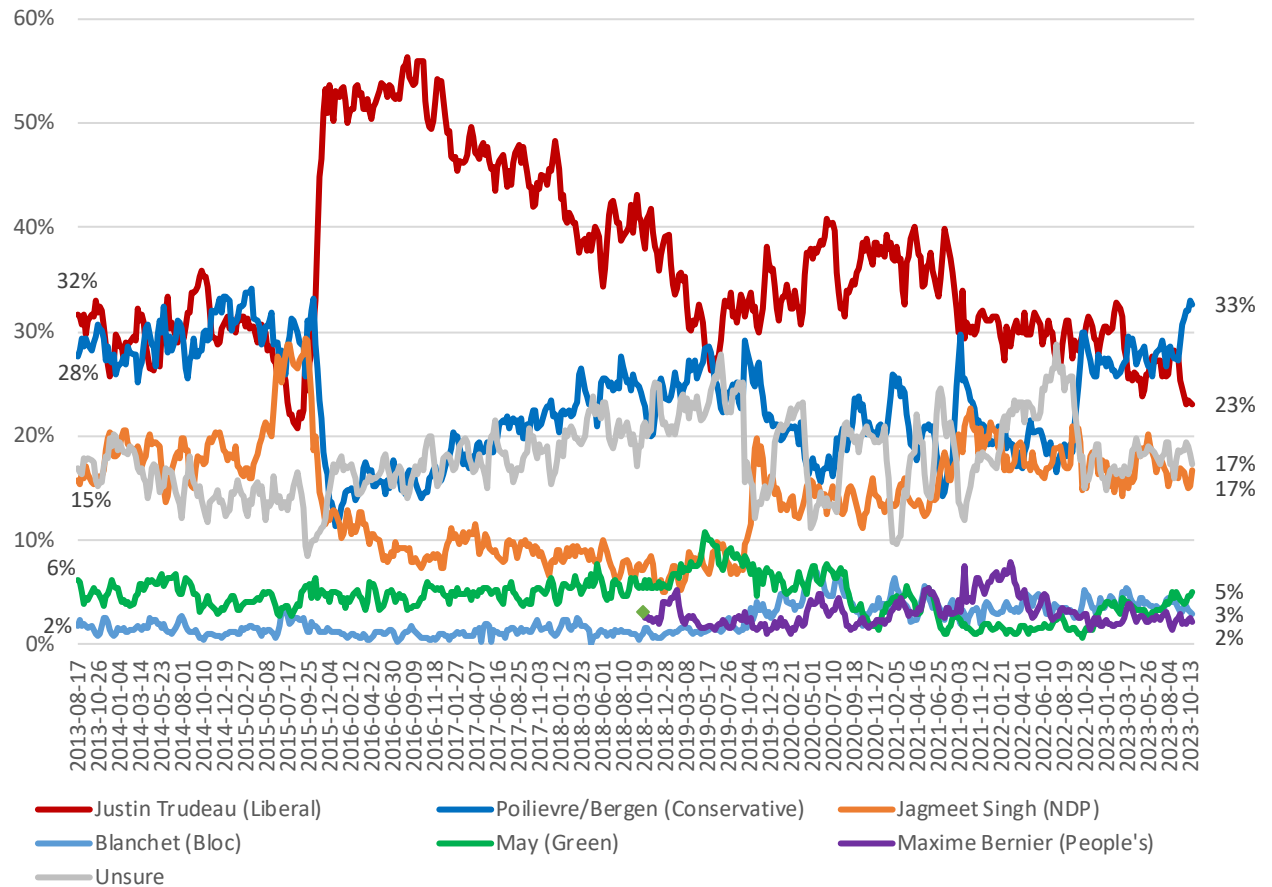


National – Weekly Tracking – Preferred Prime Minister First Ranked Choice (Ending October 20, 2023, n=1,000)

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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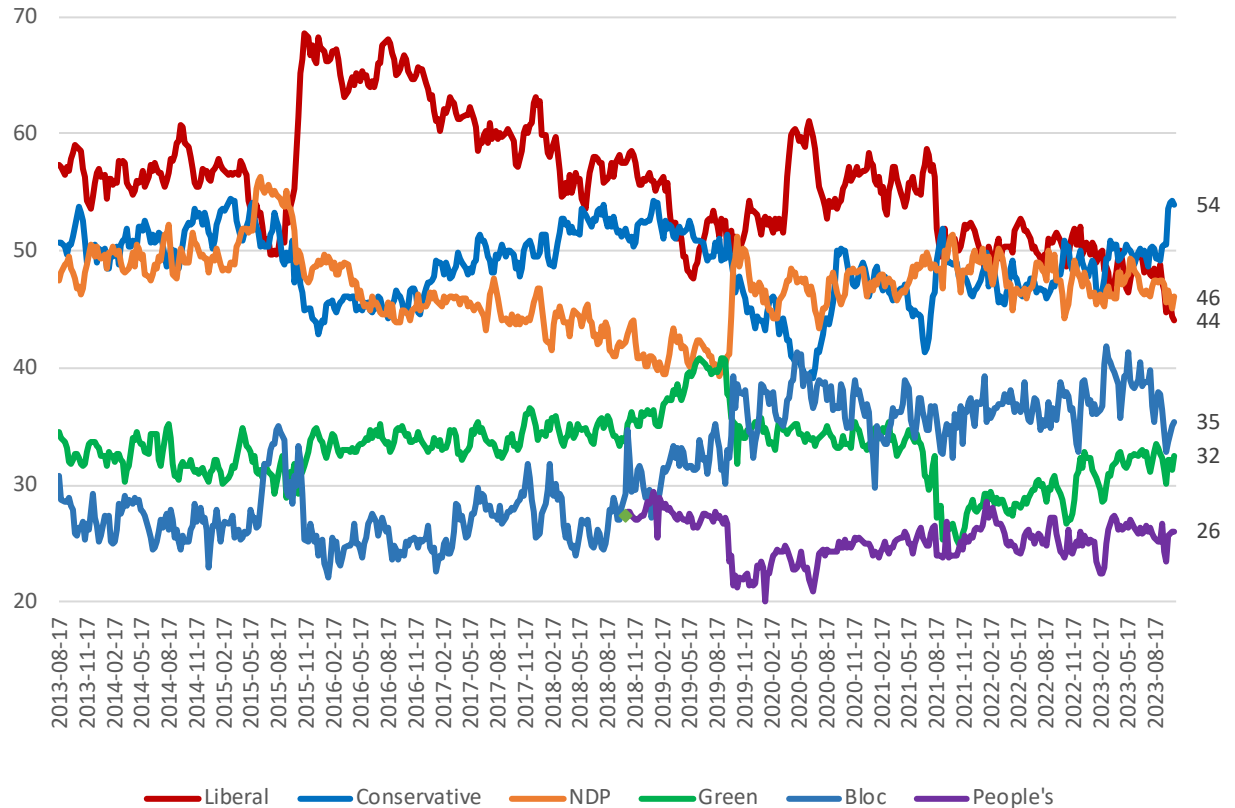
PARTY POWER INDEX

*Canada Weekly Index Tracking Scores
(Ending October 20, 2023, n=1,000)*

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.

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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 random interviews with 1,000 Canadian consumers (recruited by RDD land- and cell-line sample), 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 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 survey of 1,105 respondents in Canada is accurate 3.0 percentage points, plus or minus, 19 times out of 20. This report is based on the four waves of tracking ending October 20, 2023. Readers should note that due to the Covid-19 outbreak and ESOMAR standards between April 3 and July 24, 2020 Nanos used its probability online panel. Data collection returned to telephone as of the week of July 31, 2020. The data collection returned to the Nanos probability panel as of the week ending January 1, 2021 due to the lockdown imposed by the provincial health authorities. Data collection returned to telephone between the weeks ending March 19th and April 9th, 2021. As a result of the latest provincial lockdown the tracking returned to Nanos probability online panel between April 16, and June 11, 2021. Tracking returned to telephone as of the week ending June 18, 2021.

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.

TECHNICAL NOTE

Element	Description
Organization who commissioned the research	Nanos Research
Final Sample Size	1,105 Randomly selected individuals, four week rolling average of 250 interviews a week.
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	Recruited by 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. Online probability effective October 20, 2023.
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 October 20, 2023
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 line or internet 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 was asked in the following order – unprompted issue of concern, party consideration, unprompted vote preferences, preferred Prime Minister and qualities of a good political leader.
Question Content	This was module one of a weekly tracking survey.
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://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .

Questions and weighting

The results are weighted by region, age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. To see examples this week's weighting details, please find page 2 of the tabulations attached at the end of the report. Questions in the political module are asked in the following order:

Question 1 — What is your most important NATIONAL issue of concern? [OPEN] [UNPROMPTED]

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

Question 2 — Liberal Party of Canada

Question 3 — Conservative Party of Canada

Question 4 — New Democratic Party of Canada

Question 5 — Bloc Québécois [QC ONLY]

Question 6 — Green Party of Canada

Question 7 — People's Party of Canada

Question 8 — For those parties you would consider voting for federally, could you please rank your top two current local preference?* [UNPROMPTED]

Question 9 — Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [RANDOMIZE PARTY LEADERS]

Justin Trudeau

Pierre Poilievre

Jagmeet Singh

Yves-François Blanchet [QC ONLY]

Elizabeth May

Maxime Bernier

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 PARTY LEADERS]

Question 10 — Justin Trudeau

Question 11 — Pierre Poilievre

Question 12 — Jagmeet Singh

Question 13 — Yves-François Blanchet [QC ONLY]

Question 14 — Elizabeth May

Question 15 — Maxime Bernier

*Ballot and other data may be periodically released in the public domain. All questions are in the Nanos Subscriber Portal.

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

nanos dimap analytika



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

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

TRACK RECORD

RELEASED ON SUNDAY October 20TH 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
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UNDECIDED
9.0% Saturday/Sunday Only
8.2% Sunday Only

Party	Saturday 18 th & Sunday 19 th	Sunday 19 th Only ELXN CALL	Election Results	Variance from ELXN CALL
Conservative	32.0%	31.2%	33.7%	-2.5
Liberal	31.5%	32.4%	32.6%	-0.2
NDP	19.0%	17.5%	17.8%	-0.3
BQ	7.3%	7.5%	7.6%	-0.1
PPC	5.1%	6.6%	4.9%	+1.7
GPC	4.6%	4.5%	2.3%	+2.2
Other	0.5%	0.3%	1.1%	-0.8
Decided Voters	n=1,513	n=766		
Margin of Error				
19 times out of 20	±2.5	±3.6		

Margin of Error for Research

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%.

Key Takeaways

1. All of the Nanos estimates were within the reported margin of error for the election call.
2. Both the Sat/Sun sample and the Sunday only election call samples showed a tight race which manifested itself in the final result.
3. The total error for the six parties plus Others is 7.8 for an average error of about 1.1 percent.

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 October 20th, 2021.

NANOS DATA PORTALS

[Subscribe now](#) for just \$5 a month (\$60 for a 12 month subscription) to have unlimited access including national, regional, and demographic trend lines to the following 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)	✓	



Political Package – Tracking ending October 20th, 2023 – STAT SHEET

Question - What is your most important NATIONAL issue of concern? [Open][UNPROMPTED]

		Issue												
		Total	Healthcare	Education	Jobs/economy	Crime	Debt/deficit	High taxes	Gas prices	Environment	Homeless	Pipelines/energy	Immigration	Seniors issues
Region	Canada 2023-10-20	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
		1000	8.0	2.3	11.1	0.7	2.0	0.7	0.9	7.6	2.4	0.1	2.6	0.3
	Atlantic	100												
	Quebec	248												
	Ontario	300												
	Prairies	200												
	British Columbia	152												

Subscribers only - visit the Nanos Data Portal at <https://www.nanos.co/dataportal/>

Question - What is your most important NATIONAL issue of concern? [Open][UNPROMPTED]

		Issue											
		Total	Cost of living	Other	Change gov't	Aboriginal issues	Change PM	National unity	Income inequality	Electoral Reform	National security/terrorism	Equality/no discrimination	Peace/world peace
Region	Canada 2023-10-20	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
		1000	18.2	5.2	1.5	1.3	2.4	0.4	0.4	0.1	1.8	0.1	1.9
	Atlantic	100											
	Quebec	248											
	Ontario	300											
	Prairies	200											
	British Columbia	152											

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Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,105 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending October 20th, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

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Political Package – Tracking ending October 20th, 2023 – STAT SHEET

Question - What is your most important NATIONAL issue of concern? [Open][UNPROMPTED]

		Issue											
		Total	Housing/Cost of housing	Foreign/International affairs	Freedom of speech/individual freedom	Preserving French language/culture	Carbon tax	Extremism	Racism	WE scandal	Trucker Protests	Gun control	Unsure/No issue
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2023-10-20	1000	12.8	0.1	1.3	0.4	0.5	1.0	0.2	0.1	0.4	0.0	11.1
	Atlantic	100											
	Quebec	248											
	Ontario	300											
	Prairies	200											
	British Columbia	152											

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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 2023-10-20	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	1105	107	260	318	242	178	661	444	167	178	198	220	342
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	37.0												
	No. would not consider	%	50.2												
	Unsure	%	12.8												

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Political Package – Tracking ending October 20th, 2023 – 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 2023-10-20	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	1105	107	260	318	242	178	661	444	167	178	198	220	342
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	49.1												
	No. would not consider	%	39.5												
	Unsure	%	11.3												

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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 2023-10-20	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	1105	107	260	318	242	178	661	444	167	178	198	220	342
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	39.6												
	No. would not consider	%	46.5												
	Unsure	%	13.9												

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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 2023-10-20	Quebec	Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question – [QUEBEC ONLY] Consider Bloc	Total	Unwgt N	260	260	157	103	49	40	59	48	64	
		Wgt N	248	248	120	128	46	40	45	48	69	
	Yes. would consider	%	34.6									
	No. would not consider	%	51.7									
	Unsure	%	13.8									

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Political Package – Tracking ending October 20th, 2023 – 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 2023-10-20	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	1105	107	260	318	242	178	661	444	167	178	198	220	342
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	26.5												
	No. would not consider	%	60.7												
	Unsure	%	12.8												

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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 2023-10-20	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	1105	107	260	318	242	178	661	444	167	178	198	220	342
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	11.6												
	No. would not consider	%	71.6												
	Unsure	%	16.8												

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Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,105 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending October 20th, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

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Political Package – Tracking ending October 20th, 2023 – STAT SHEET

			Province							Gender		Age				
			Canada 2023-10-20	Atlantic	Quebec	Ontario	Manitoba	Alberta	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Ballot	Total	Unwgt N	953	89	219	270	103	116	156	582	371	124	155	175	193	306
		Wgt N	849	79	207	251	86	92	135	420	430	147	141	163	164	235
	Liberal	%	23.6													
	Conservative	%	39.5													
	NDP	%	19.3													
	Bloc	%	5.0													
	Green	%	7.5													
	Peoples	%	4.5													
Other	%	0.5														

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Political Package – Tracking ending October 20th, 2023 – 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 2023-10-20	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	1105	107	260	318	242	178	661	444	167	178	198	220	342
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Justin Trudeau	%	23.0												
	Pierre Poilievre	%	32.6												
	Jagmeet Singh	%	16.8												
	Yves-François Blanchet	%	2.9												
	Elizabeth May	%	5.1												
	Maxime Bernier	%	2.2												
	Unsure	%	17.4												

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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 2023-10-20	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	1105	107	260	318	242	178	661	444	167	178	198	220	342
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	38.6												
	Not have	%	47.6												
	Unsure	%	13.8												

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Political Package – Tracking ending October 20th, 2023 – 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 2023-10-20	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Pierre Poilievre	Total	Unwgt N	1105	107	260	318	242	178	661	444	167	178	198	220	342
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	45.9												
	Not have	%	32.7												
	Unsure	%	21.4												

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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 2023-10-20	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	1105	107	260	318	242	178	661	444	167	178	198	220	321
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	46.4												
	Not have	%	33.0												
	Unsure	%	20.6												

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Political Package – Tracking ending October 20th, 2023 – 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 2023-10-20	Quebec		Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question – [QUEBEC ONLY] Yves-François Blanchet	Total	Unwgt N	260	260	157	103	49	40	59	48	64
		Wgt N	248	248	120	128	46	40	45	48	69
	Have	%	44.9								
	Not have	%	30.8								
	Unsure	%	24.3								

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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 2023-10-20	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	1105	107	260	318	242	178	661	444	167	178	198	220	342
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	32.1												
	Not have	%	39.6												
	Unsure	%	28.4												

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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 2023-10-20	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	1105	107	260	318	242	178	661	444	167	178	198	220	342
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	17.4												
	Not have	%	52.5												
	Unsure	%	30.1												

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Ballot
Support

Four Week
Change

Ballot
Support

Four Week
Change



39.5%

▲ 3.9%



7.5%

▲ 2.4%

Liberal

23.6%

▼ 5.0%



5.0%

▼ 2.3%

NDP

19.3%

▼ 2.1%



4.5%

▲ 2.8%

1,105 random interviews recruited by RDD (land- and cell-lines) random telephone survey of 1,105 Canadians age 18 years and over, ending October 20th, 2023. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random telephone survey of 1,105 Canadians is accurate 3.0 percentage points, plus or minus, 19 times out of 20.