

Federal Ballot: CPC 38, LPC 26, NDP 21, BQ 7, GPC 4, PPC 2

***Nanos Weekly Tracking, ending January 5, 2024
(released January 9, 2024)***



***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.

“

Conservatives continue to retain a comfortable double-digit advantage over the Liberals. Canadians are most likely to cite inflation and jobs/the economy as top unprompted national issues of concern.

”

Nik Nanos

WEEKLY TOP TEN ISSUES – FOUR WEEK CHANGE

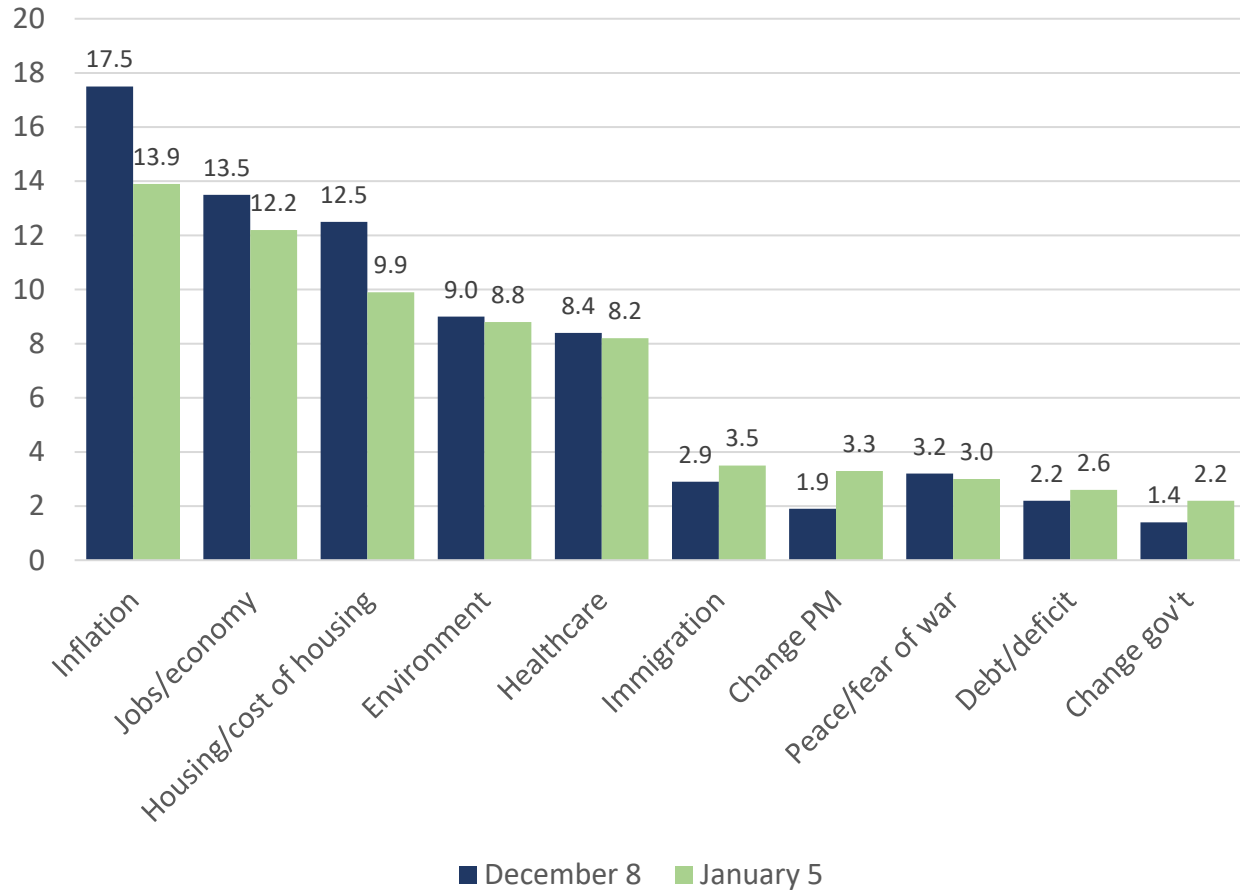
1,000 random interviews recruited from an RDD land- and cell-line sample of Canadians age 18 years and over, ending January 5, 2024. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

Contact: Nik Nanos
nik@nanos.co
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 breakdowns for \$5 a month.

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

Source: Nanos weekly tracking ending January 5, 2024.



LONGITUDINAL ISSUE TRACKING

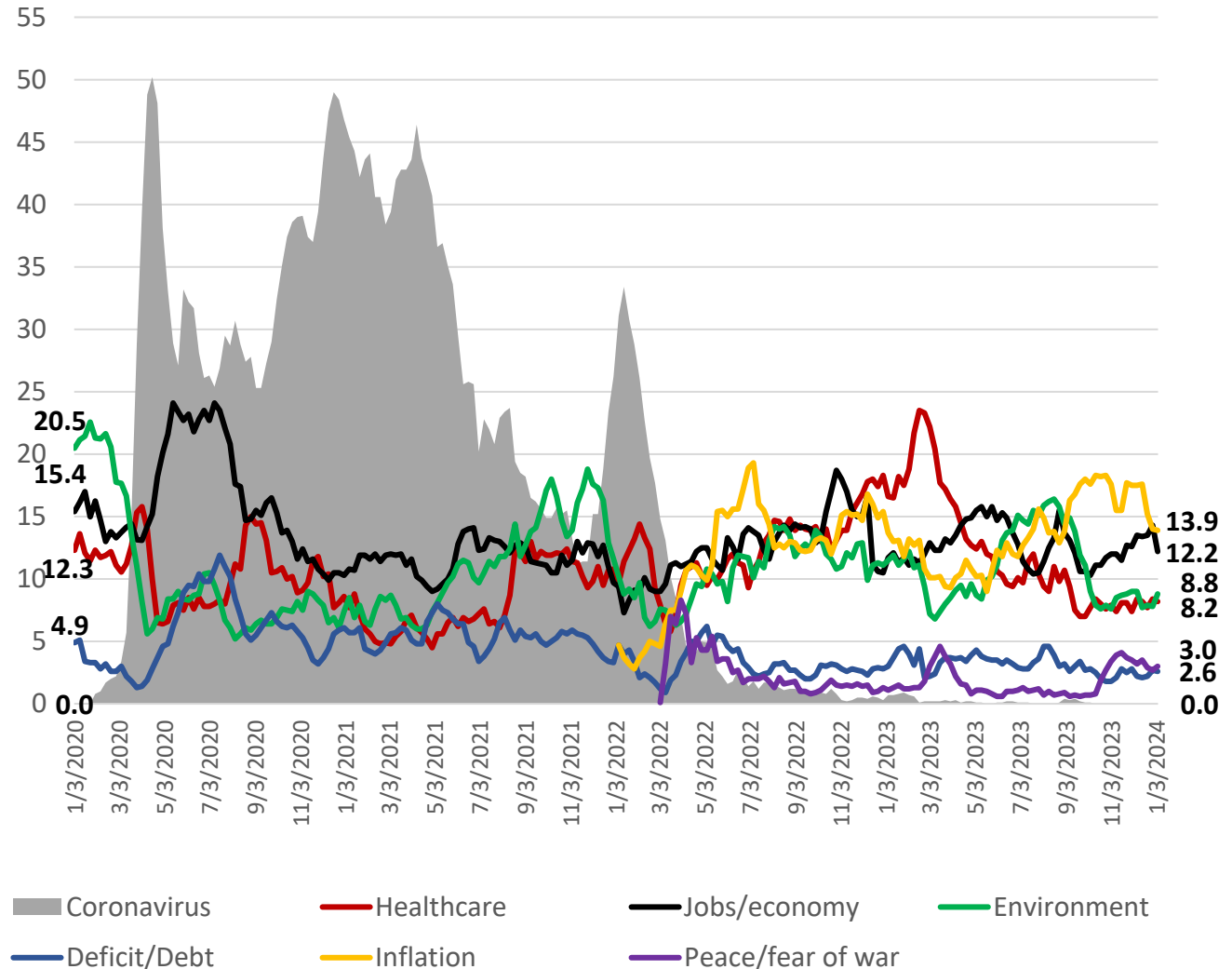
1,000 random interviews recruited from an RDD land- and cell-line sample of Canadians age 18 years and over, ending January 5, 2024. The data is based on a four week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

Contact: Nik Nanos
nik@nanos.co
 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 breakdowns for \$5 a month.

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

Source: Nanos weekly tracking ending January 5, 2024.



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 Conservatives at 38.3 per cent, the Liberals at 26.4 per cent, the NDP at 20.5 per cent, the Bloc at 7.4 per cent, the Green Party at 4.2 per cent and the Peoples Party at 2.1 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 53.4 points, followed by the NDP at 45.9 points, the Liberals with 44.0 points, the Greens 32.8 points, the People's Party 25.8 points and the BQ 36.6 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 31.4 per cent of Canadians, followed by Trudeau (21.2%), Singh (16.3%), May (4.2%) and Bernier (1.6%). Twenty two 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.

Contact: Nik Nanos, Chief Data Scientist

Ottawa: (613) 234-4666 x 237 nik@nanos.co Twitter: @niknanos

APERÇU

RAPPORT POUR LES NON-ABONNÉS

Chaque semaine, Nanos capte le pouls politique de la nation et est une source de données incontournable. Voici les points saillants du suivi politique de Nanos cette semaine. Jouez avec les données du portail interactif Nanos à <http://www.nanos.co/dataportal>> suivi du scrutin> suivi des enjeux> suivi des politiques> examinez les données par région et démographie et voyez les lignes de tendance. Abonnez-vous dès maintenant > obtenez un accès illimité aux portails de données et au suivi Nanos pour 5 \$ par mois.

Scrutin – Selon le plus récent suivi de scrutin fédéral Nanos, les conservateurs bénéficient de l'appui de 38,3 pour cent, suivi des libéraux avec 26,4 pour cent, du NDP avec 20,5 pour cent, du BQ avec 7,4 pour cent, des verts avec 4,2 pour cent et du Parti Populaire du Canada avec 2,1 pour cent.

Électeurs accessibles – Lorsqu'on leur a demandé s'ils considéreraient voter pour chacun des partis fédéraux, [REDACTED]

Indice de puissance politique Nanos – Selon l'Indice Nanos, qui est composé d'une série de mesures incluant les préférences de votes et les impressions des chefs des partis, les conservateurs ont 53,4 points, suivi du NPD avec 45,9 points, des libéraux avec 44,0 points, des verts avec 32,8 points, du Parti populaire du Canada avec 25,8 points et du BQ avec 36,6 points (QC seulement).

Qualités d'un bon leader politique – Plus de la moitié des Canadiens [REDACTED]

Premier ministre préféré – Selon le suivi Nanos, Poilievre est le choix préféré de premier ministre auprès de 31,4 pour cent des Canadiens, suivi de Trudeau (21,2 %), Singh (16,3 %), May (4,2 %) et Bernier (1,6 %). Vingt-deux pour cent des Canadiens étaient incertains de leur préférence.

Visitez le portail de données courantes de Nanos où vous pouvez interagir avec les graphiques du scrutin, du PM préféré et de l'Indice Nanos et filtrer par région, sexe et âge. La méthodologie pour le suivi hebdomadaire est publiée ici. Les fichiers PDF des rapports des sondages se trouvent sur le site Web de Nanos.

Contactez: Nik Nanos, Chef des données

Ottawa: (613) 234-4666 x 237 nik@nanos.co Twitter: @niknanos

PARTY POWER INDEX

1,000 random interviews recruited from and RDD land- and cell-line sample of Canadians age 18 years and over, ending January 5, 2024. 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.

Contact: Nik Nanos
 (613) 234-4666 x 237
nik@nanos.co
 Twitter: @niknanos

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

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	21.2%	21.4%	31.1%	20.9%	23.5%	30.6%	32.8%	19.0%
Poillievre	31.4%	33.0%	27.5%	32.8%	32.1%	26.6%	34.3%	25.8%
Singh	16.3%	15.2%	19.8%	16.2%	15.0%	17.5%	20.1%	14.2%
Blanchet	3.8%	3.3%	2.9%	3.5%	3.4%	3.9%	5.5%	2.9%
May	4.2%	4.5%	1.8%	4.3%	4.7%	4.1%	5.7%	2.5%
Bernier	1.6%	1.4%	6.4%	1.8%	2.3%	2.4%	3.9%	1.4%
Unsure	21.6%	21.2%	10.5%	20.5%	19.0%	14.8%	21.6%	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	44.1	43.7	51.2	44.1	45.6	50.2	50.7	41.4
Conservative	53.4	55.0	50.5	53.6	54.1	47.8	55.4	46.3
NDP	46.0	43.9	48.8	44.7	45.9	47.1	49.3	43.8
Bloc	36.7	35.7	35.5	40.0	34.4	36.9	41.8	32.8
Green	32.8	32.1	26.2	31.2	32.2	32.3	33.4	28.6
People's	25.8	25.4	24.6	25.2	25.9	24.9	27.4	22.5

PREFERRED PM

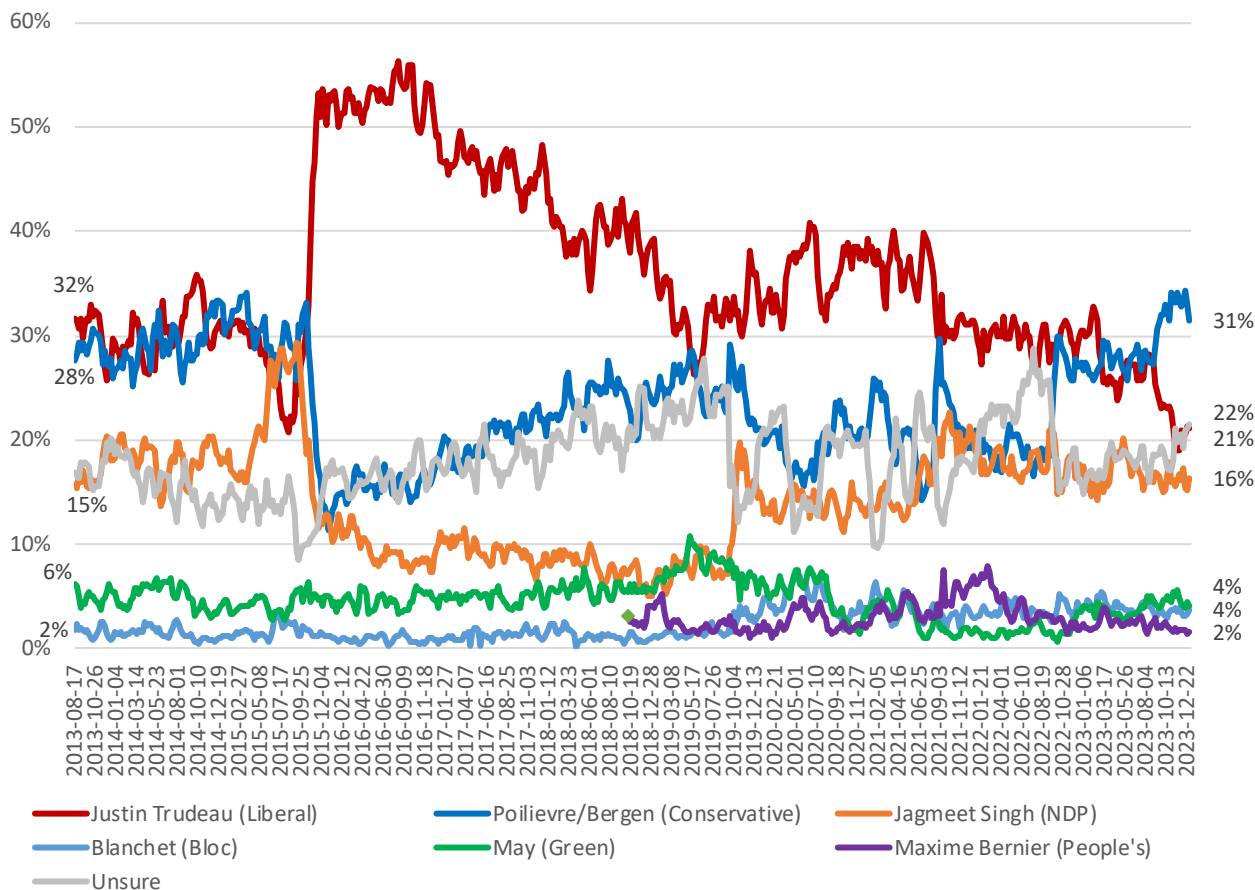


National – Weekly Tracking – Preferred Prime Minister First Ranked Choice (Ending January 5, 2024, n=1,000)

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

Contact: Nik Nanos
 Ottawa: (613) 234-4666 x 237
 Washington DC: (202) 697-9924
nik@nanos.co

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



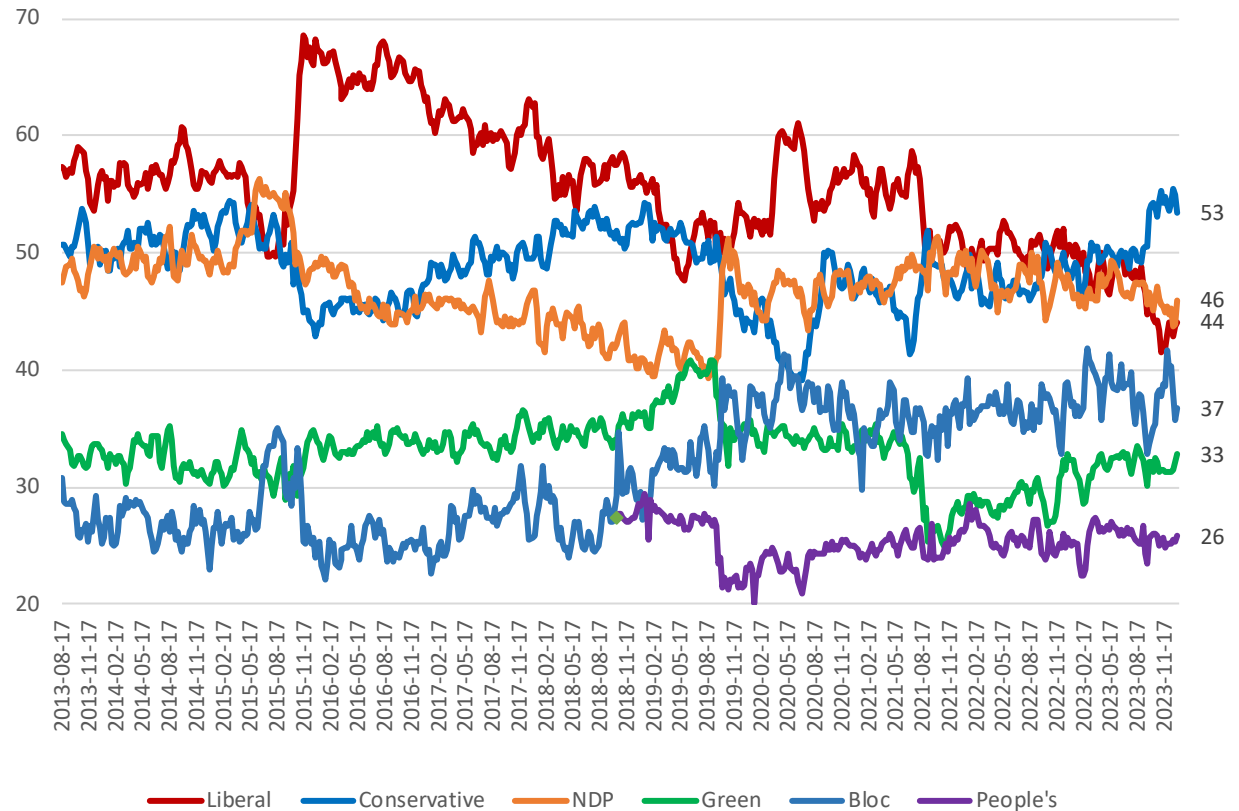
PARTY POWER INDEX

*Canada Weekly Index Tracking Scores
(Ending January 5, 2024, 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.

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nik@nanos.co

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





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 1,063 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 January 5, 2024. 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.

MÉTHODOLOGIE

Le suivi hebdomadaire de Nanos est produit par Nanos Research Corporation. Les données sont fondées sur des entrevues aléatoires avec 1 000 consommateurs canadiens (recrutés au téléphone à l'aide de l'échantillonnage à deux trames (terrestre et cellulaire) avec des agents en direct, utilisant une moyenne mobile de quatre semaines avec 250 répondants chaque semaine, âgés de 18 ans et plus. L'échantillon aléatoire de 1 000 répondants peut être pondéré selon l'âge et le sexe en utilisant les dernières données du recensement pour le Canada. Les entrevues sont compilées en une moyenne mobile de 1 000 entrevues sur quatre semaines, où chaque semaine, le groupe de 250 Canadiens le plus anciennement interrogé est abandonné et un nouveau groupe de 250 entrevues est ajouté.

Un sondage aléatoire auprès de 1 063 Canadiens est exact à 3,0 points de pourcentage, plus ou moins, 19 fois sur 20. Les données présentées dans ce rapport sont basées sur la période de suivi se terminant le 5 janvier 2024. Les lecteurs doivent noter qu'à cause de la pandémie Covid-19 et le normes ESOMAR, à partir du 3 avril 2020 jusqu'au 24 juillet 2020, Nanos a utilisé son panel probabiliste. Les entrevues ont été menées par téléphone à nouveau à partir de la semaine du 31 juillet 2020. Nanos a utilisé son panel probabiliste à partir de la semaine qui termine le 1 janvier 2021 en raison de la quarantaine de quatre semaines imposées par les autorités de santé publiques provinciales. Nanos a mené une enquête téléphonique (lignes téléphoniques terrestres et cellulaires) par génération aléatoire de numéros de téléphone (GANT) à partir de la semaine se terminant le 19 mars, 2021 jusqu'au 9 avril, 2021. Nanos a utilisé de nouveau son panel probabiliste entre le 16 avril 2021 jusqu'à la semaine se terminant le 11 juin en raison de la quarantaine imposée par les autorités de santé publiques provinciales. L'enquête est menée de nouveau par téléphone à partir de la semaine se terminant le 18 juin, 2021.

Comme les électeurs ne sont pas en mesure de faire un choix entre les élections il est intéressant de penser à la force du parti et à son soutien à un niveau plus large. Le suivi fédéral de Nanos répond à ce besoin en incorporant plus d'informations sur les préférences politiques, au-delà de la préférence actuelle de vote.

Le suivi fédéral de Nanos est une mesure composite hebdomadaire des marques des partis fédéraux fondée sur quatre questions concernant les partis fédéraux et leur leadership. Les questions comprennent:

- une question de scrutin qui capture les préférences de premier et de second vote;
- une mesure permettant de savoir si le répondant envisagerait de voter pour un parti donné;
- la 1ère et 2ème préférence pour Premier ministre parmi les dirigeants fédéraux actuels; et,
- si le répondant croit que chaque leader actuel possède les qualités d'un bon leader.

Les opinions de 1000 répondants sont compilées dans un indice de marque de diffusion pour chaque parti qui va de 0 à 100, où 0 signifie que le parti n'a pas de force de marque et 100 signifie qu'il a la force de marque maximale. Un score supérieur à 50 est une indication de force de marque pour ce parti et son leadership en ce moment. Les facteurs importants dans ce suivi hebdomadaire incluent la direction de la force ou de la faiblesse de marque ainsi que la force de marque d'un parti fédéral par rapport à un autre.

TECHNICAL NOTE

Element	Description
Organization who commissioned the research	Nanos Research
Final Sample Size	1,063 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 January 5, 2024.
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 January 5, 2024
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 .

NOTE TECHNIQUE

Élément	Description
Organisation qui a commandé la recherche	Nanos Research
Taille finale de l'échantillon	1 063 répondants choisis au hasard, moyenne mobile de quatre semaines avec 250 répondants chaque semaine
Marge d'erreur	±3,0 points de pourcentage, 19 fois sur 20.
Type d'enquête	Enquête téléphonique (lignes téléphoniques terrestres et cellulaires) par génération aléatoire de numéros de téléphone (GANT).
Méthode d'échantillonnage	L'échantillon recruté à partir des lignes terrestres et cellulaires à travers le Canada par l'entremise de génération aléatoire de numéros de téléphone (GANT).
Données démographiques (captées)	Canada Atlantique, Québec, Ontario, Prairies, Colombie-Britannique; hommes et femmes; 18 ans et plus. Le code postal à six chiffres fut utilisé pour valider l'endroit géographique.
Données démographiques (autres)	Âge, sexe, éducation, revenu
Travail sur le terrain/validation	Entrevues en direct administrées par des agents et sous supervision du travail.
Nombre d'appels	Maximum de cinq rappels.
Heure des appels	Heure locale 17h à 21h, fins de semaine 12h à 18h.
Dates du travail sur le terrain	Période de quatre semaines se terminant le 5 janvier 2024
Langue de l'enquête	L'enquête a été menée en français et en anglais.
Standards	Ce rapport dépasse les normes établies par CRIC, ESOMAR et AAPOR.

Élément	Description
Pondération des données	Les résultats ont été pondérés selon l'âge et le sexe en utilisant les données du dernier recensement (2021) et l'échantillon est stratifié géographiquement pour être représentatif du Canada. Voir les tableaux pour la divulgation complète de la pondération.
Présélection	La présélection garantit que les répondants potentiels ne travaillaient pas dans le secteur des études de marché, dans le secteur de la publicité, dans les médias ou pour un parti politique avant l'administration de l'enquête pour assurer l'intégrité des données.
Groupes démographiques exclus	Les personnes de moins de 18 ans; les individus sans accès à lignes de téléphone n'étaient pas admissibles pour participer.
Stratification	Par âge et sexe en utilisant les données du dernier recensement (2021) et l'échantillon est stratifié géographiquement pour être représentatif du Canada. Les régions plus petites comme le Canada Atlantique furent suréchantillonnées pour assurer un échantillon régional minimum.
Taux de réponse estimé	Six pour cent, en conformité avec les normes de l'industrie.
Ordre des questions	Les questions de ce rapport ont été posées dans l'ordre suivant : enjeu, considération de vote, les préférences de vote spontanées, le Premier ministre préféré et les qualités d'un bon leader politique.
Contenu des questions	Ceci fait partie d'une enquête de suivi hebdomadaire et est le premier module.
Formulation des questions	La formulation des questions est telle que présentée dans le rapport, les leaders politiques ont été affichés de manière aléatoire pour la question impliquant les qualités d'un bon leader.
Compagnie de recherche	Nanos Research
Contactez	Contactez Nanos Research pour de plus amples renseignements ou si vous avez des questions ou des préoccupations. http://www.nanos.co Téléphone : (613) 234-4666 x 237 Courriel : 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 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/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 19th, 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 January 5th, 2024 – 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 2024-01-05	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
		1000	8.2	2.4	12.2	1.1	2.6	2.0	0.1	8.8	2.5	0.2	3.5	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 2024-01-05	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
		1000	13.9	5.3	2.2	0.8	3.3	0.6	0.4	0.5	1.6	0.1	3.0
	Atlantic	100											
	Quebec	248											
	Ontario	300											
	Prairies	200											
	British Columbia	152											

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

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,063 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending January 5th, 2024. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

www.nanos.co



Political Package – Tracking ending January 5th, 2024 – STAT SHEET

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

		Issue												
		Total	Family issues/childcare	Housing/Cost of housing	Foreign/International affairs	Electricity/hydro costs	Freedom of speech/individual freedom	Preserving French language/culture	Carbon tax	Extremism	Racism	WE scandal	Trucker Protests	Unsure/No issue
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2024-01-05	1000	0.1	9.9	0.1	0.2	1.7	0.4	0.6	1.0	0.2	0.5	0.1	9.8
	Atlantic	100												
	Quebec	248												
	Ontario	300												
	Prairies	200												
	British Columbia	152												

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

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 2024-01-05	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	1063	102	255	314	229	163	649	414	160	178	210	179	336	
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265	
	Yes. would consider	%	39.7													
	No. would not consider	%	48.2													
	Unsure	%	12.1													

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

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,063 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending January 5th, 2024. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.



Political Package – Tracking ending January 5th, 2024 – 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 2024-01-05	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	1063	102	255	314	229	163	649	414	160	178	210	179	336
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	45.9												
	No. would not consider	%	40.5												
	Unsure	%	13.6												

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

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 2024-01-05	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	1063	102	255	314	229	163	649	414	160	178	210	179	336
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	40.1												
	No. would not consider	%	43.1												
	Unsure	%	16.8												

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

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 2024-01-05	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	255	255	141	114	40	40	54	39	82	
		Wgt N	248	248	120	128	46	40	45	48	69	
	Yes. would consider	%	42.2									
	No. would not consider	%	44.9									
	Unsure	%	13.0									

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

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,063 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending January 5th, 2024. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.



Political Package – Tracking ending January 5th, 2024 – 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 2024-01-05	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	1063	102	255	314	229	163	649	414	160	178	210	179	336
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	26.0												
	No. would not consider	%	57.5												
	Unsure	%	16.4												

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

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 2024-01-05	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	1063	102	253	313	227	165	652	408	141	178	199	185	357
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	11.4												
	No. would not consider	%	70.4												
	Unsure	%	18.3												

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

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,063 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending January 5th, 2024. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.



Political Package – Tracking ending January 5th, 2024 – STAT SHEET

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

		Region						Gender		Age					
		Canada 2024-01-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question – Vote Profile	Total	Unwgt N	1062	102	255	314	229	163	649	414	160	178	210	179	336
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Liberal	%	21.6												
	Conservative	%	31.3												
	NDP	%	16.8												
	Bloc	%	6.1												
	Green	%	3.5												
	Peoples	%	1.7												
	Other	%	0.8												
	Undecided	%	18.3												

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

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

		Region						Gender		Age					
		Canada 2024-01-05	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question – Ballot	Total	Unwgt N	884	86	204	269	195	130	562	322	116	140	178	160	290
		Wgt N	817	85	198	249	167	117	416	401	139	127	157	168	225
	Liberal	%	26.4												
	Conservative	%	38.3												
	NDP	%	20.5												
	Bloc	%	7.4												
	Green	%	4.2												
	Peoples	%	2.1												
	Other	%	1.0												

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

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,063 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending January 5th, 2024. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.



Political Package – Tracking ending January 5th, 2024 – 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 2024-01-05	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	1063	102	255	314	229	163	649	414	160	178	210	179	336
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Justin Trudeau	%	21.2												
	Pierre Poilievre	%	31.4												
	Jagmeet Singh	%	16.3												
	Yves-François Blanchet	%	3.8												
	Elizabeth May	%	4.2												
	Maxime Bernier	%	1.6												
	Unsure	%	21.6												

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

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 2024-01-05	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	1063	102	255	314	229	163	649	414	160	178	210	179	336
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	36.6												
	Not have	%	49.8												
	Unsure	%	13.6												

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

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,063 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending January 5th, 2024. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.



Political Package – Tracking ending January 5th, 2024 – 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 2024-01-05	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	1063	102	253	313	227	165	652	408	141	178	199	185	357
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	44.8												
	Not have	%	32.9												
	Unsure	%	22.3												

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

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 2024-01-05	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	1063	102	255	314	229	163	649	414	160	178	210	179	336
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	44.9												
	Not have	%	33.3												
	Unsure	%	21.8												

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

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,063 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending January 5th, 2024. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.



Political Package – Tracking ending January 5th, 2024 – 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 2024-01-05	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	255	255	141	114	40	40	54	39	82	
		Wgt N	248	248	120	128	46	40	45	48	69	
	Have	%	44.0									
	Not have	%	31.6	Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/								
	Unsure	%	24.4									

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 2024-01-05	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	1063	102	255	314	229	163	649	414	160	178	210	179	336
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	30.0												
	Not have	%	39.7	Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/											
	Unsure	%	30.3												

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 2024-01-05	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	1063	102	255	314	229	163	649	414	160	178	210	179	336
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	15.5												
	Not have	%	52.4	Subscribers only - visit the Nanos Data Portal at https://www.nanos.co/dataportal/											
	Unsure	%	32.1												

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,063 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending January 5th, 2024. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

www.nanos.co