

# *Liberal brand hits 10 year low in Nanos Power Index*

*Nanos Weekly Tracking, ending March 8, 2024  
(released March 12, 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.

**“** *The federal Liberals brand strength as measured by the Nanos Power Index has hit a 10 year low (41.2 points) and is weaker than the Conservatives (54.0) and the New Democrats (44.8).* **”**

**Nik Nanos**

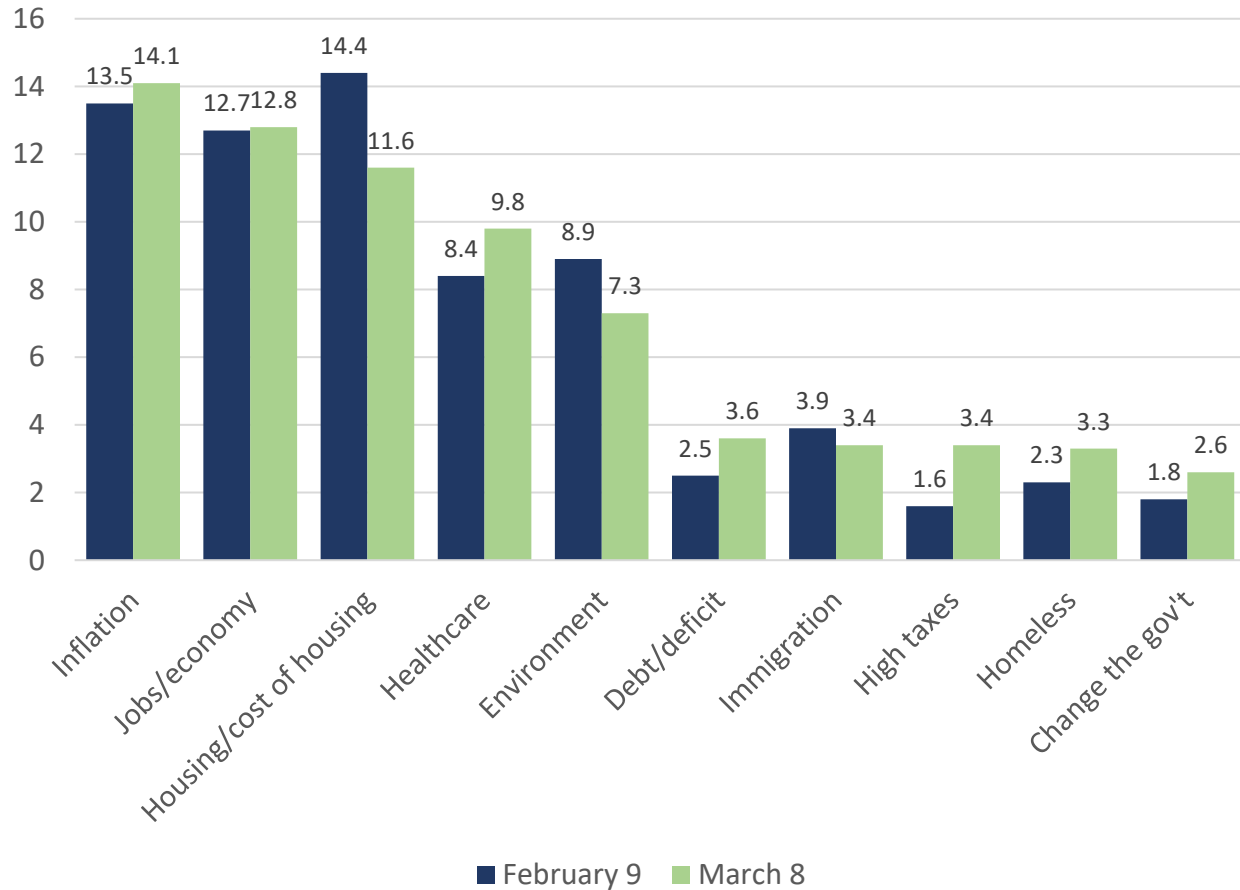
# WEEKLY TOP TEN ISSUES – FOUR WEEK CHANGE

1,000 random interviews recruited from an RDD land- and cell-line sample of Canadians age 18 years and over, ending March 8, 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.

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**Question:** What is your most important NATIONAL issue of concern? [UNPROMPTED]  
 Source: Nanos weekly tracking ending March 8, 2024.



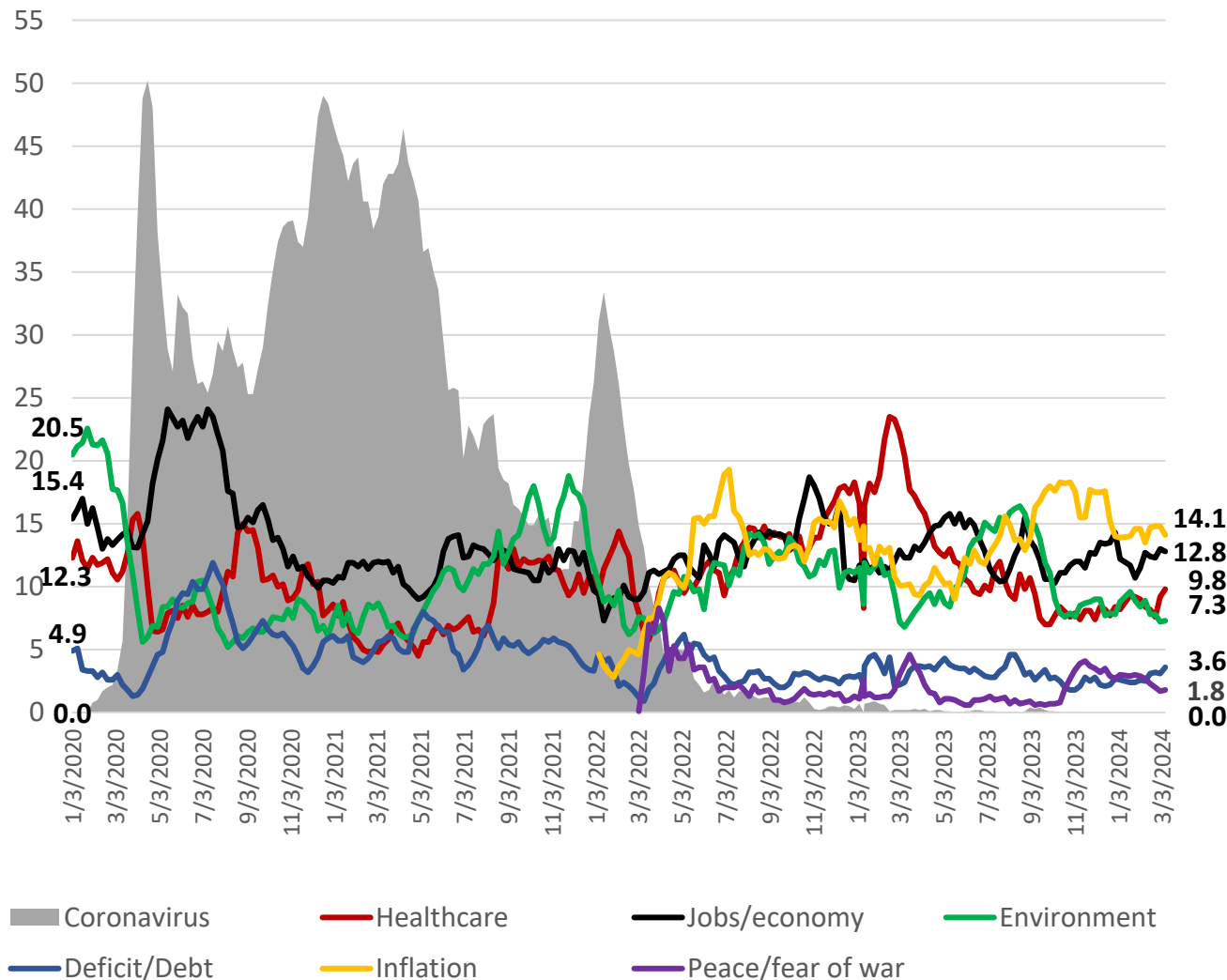
# LONGITUDINAL ISSUE TRACKING

1,000 random interviews recruited from an RDD land- and cell-line sample of Canadians age 18 years and over, ending March 8, 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.

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**Question:** What is your most important NATIONAL issue of concern? [UNPROMPTED]  
 Source: Nanos weekly tracking ending March 8, 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 40.6 per cent, followed by the Liberals at 23.3 per cent, the NDP at 21.2 per cent, the BQ at 7.2 per cent, the Greens at 4.9 per cent, and the People's Party of Canada (PPC) at 1.7 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 54.0 points, followed by the NDP at 44.7 points, the Liberals with 41.1 points, the Greens 30.4 points, the People's Party 24.4 points and the BQ 37.1 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 34.9 per cent of Canadians followed by Trudeau (18.8%), Singh (17.2%), May (3.8%) and Bernier (2.1%). Nineteen 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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# 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 40,6 pour cent des Canadiens, suivi des libéraux avec 23,3 pour cent, du NPD avec 21,2 pour cent, du BQ avec 7,2 pour cent, des verts avec 4,9 pour cent, et du Parti populaire du Canada avec 1,7 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 54,0 points, suivi du NPD avec 44,7 points, des libéraux avec 41,1 points, des verts avec 30,4 points, du Parti populaire du Canada avec 24,4 points et du BQ 37,1 avec 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 comme Premier ministre de 34,9 pour cent des Canadiens, suivi de Trudeau (18,8 %), Singh (17,2 %), May (3,8 %) et Bernier (2,1 %). Dix-neuf 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.

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# PARTY POWER INDEX

1,000 random interviews recruited from and RDD land- and cell-line sample of Canadians age 18 years and over, ending March 8, 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.

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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								
<a href="#">Available to Subscribers through our Data Portals</a>								
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	18.8%	19.2%	31.1%	20.8%	20.9%	27.5%	28.2%	18.6%
Poillievre	34.9%	36.9%	27.5%	36.2%	32.8%	27.3%	36.9%	25.8%
Singh	17.2%	17.0%	19.8%	14.5%	16.2%	15.8%	20.1%	13.8%
Blanchet	4.5%	3.8%	2.9%	4.0%	3.5%	5.5%	5.5%	2.9%
May	3.8%	2.7%	1.8%	4.0%	4.3%	3.9%	5.7%	2.5%
Bernier	2.1%	1.7%	6.4%	1.9%	1.8%	3.3%	3.9%	1.4%
Unsure	18.6%	18.7%	10.5%	18.6%	20.5%	16.6%	21.6%	15.9%
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	41.2	41.3	51.2	42.8	44.1	48.1	50.1	41.2
Conservative	54.0	55.2	50.5	54.1	53.6	49.4	55.4	48.6
NDP	44.8	44.9	48.8	45.8	44.7	47.0	49.3	43.8
Bloc	37.2	35.6	35.5	36.7	40.0	40.8	41.7	32.8
Green	30.4	30.2	26.2	30.9	31.2	31.0	33.4	30.0
People's	24.4	25.0	24.6	25.5	25.2	26.2	27.4	23.5

# PREFERRED PM

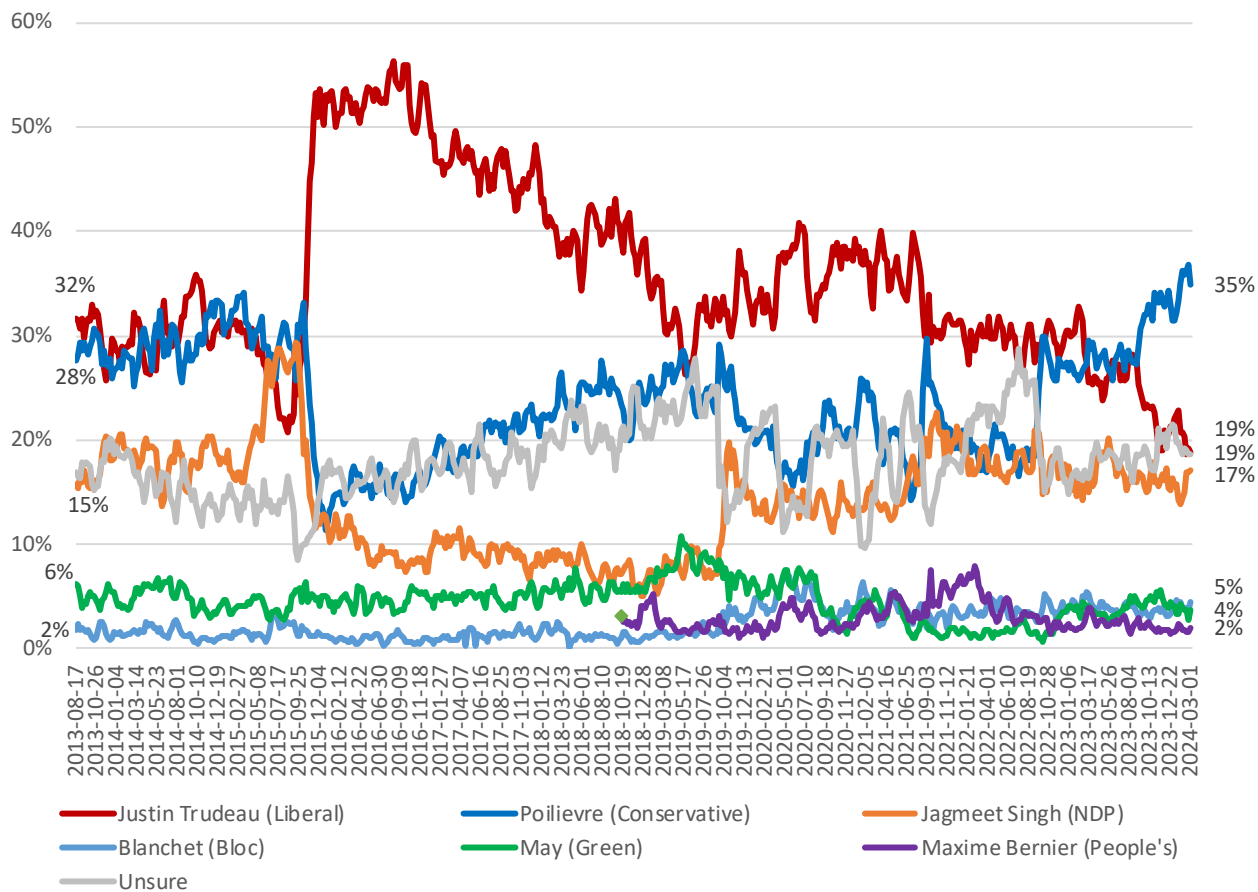


## National – Weekly Tracking – Preferred Prime Minister First Ranked Choice (Ending March 8, 2024, n=1,000)

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

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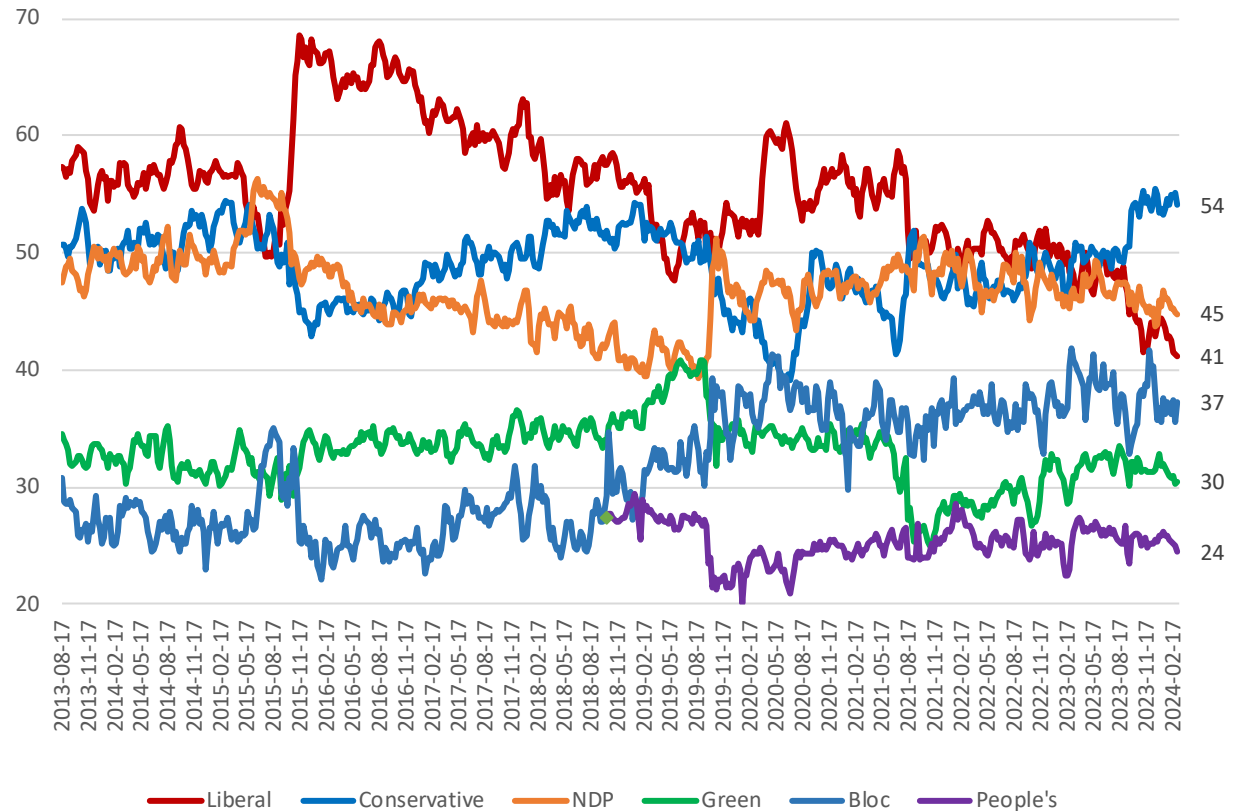
# PARTY POWER INDEX

*Canada Weekly Index Tracking Scores  
(Ending March 8, 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.

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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 1,058 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 March 8, 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 1<sup>st</sup> and 2<sup>nd</sup> vote preferences;
- a measure of whether the respondent would consider voting for the party;
- the 1<sup>st</sup> and 2<sup>nd</sup> 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 1000 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 1000 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 1000 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 1058 Canadiens est exact à  $\pm 3,0$  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 8 mars 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	1,058 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 March 8, 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 March 8, 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



# NOTE TECHNIQUE



Élément	Description	Élément	Description
Organisation qui a commandé la recherche	Nanos Research	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.
Taille finale de l'échantillon	1058 répondants choisis au hasard, moyenne mobile de quatre semaines avec 250 répondants chaque semaine.	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.
Marge d'erreur	±3,0 points de pourcentage, 19 fois sur 20.	Groupes démographiques exclus	Les personnes de moins de 18 ans; les individus sans accès à lignes de téléphone n'étaient pas admissibles pour participer.
Type d'enquête	Enquête téléphonique (lignes téléphoniques terrestres et cellulaires) par génération aléatoire de numéros de téléphone (GANT).	Stratification	Par âge et sexe en utilisant les données du dernier recensement (2016) 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.
Méthode d'échantillonnage	L'échantillon recruté à par des lignes terrestres et cellulaires à travers le Canada par l'entremise de génération aléatoire de numéros de téléphone (GANT).	Taux de réponse estimé	Six pour cent, en conformité avec les normes de l'industrie.
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.	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.
Données démographiques (autres)	Âge, sexe, éducation, revenu	Contenu des questions	Ceci fait partie d'une enquête de suivi hebdomadaire et est le premier module.
Travail sur le terrain/validation	Entrevues en direct administrées par des agents et sous supervision du travail..	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.
Nombre d'appels	Maximum de cinq rappels.	Compagnie de recherche	Nanos Research
Heure des appels	Heure locale 17h à 21h, fins de semaine 12h à 18h.	Contactez	Contactez Nanos Research pour de plus amples renseignements ou si vous avez des questions ou des préoccupations. <a href="http://www.nanos.co">http://www.nanos.co</a> Téléphone : (613) 234-4666 x 237 Courriel : info@nanosresearch.com.
Dates du travail sur le terrain	Période de quatre semaines terminant le 8 mars 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.		



# 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](http://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](http://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.nanosresearch.com), 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](http://www.ethicstrategies.com)

# TRACK RECORD

RELEASED ON SUNDAY October 19<sup>TH</sup> AT 2200 ET

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

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**UNDECIDED**  
**9.0% Saturday/Sunday Only**  
**8.2% Sunday Only**

Party	Saturday 18 <sup>th</sup> & Sunday 19 <sup>th</sup>	Sunday 19 <sup>th</sup> 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 19<sup>th</sup>, 2021.

# NANOS DATA PORTALS



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	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 March 8<sup>th</sup>, 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 2024-03-08	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
		1000	9.8	0.8	12.8	0.7	3.6	3.4	0.4	7.3	3.3	0.1	3.4	0.5
	Atlantic	100												
	Quebec	248												
	Ontario	300												
	Prairies	200												
	British Columbia	152												

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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	National security/terrorism	Peace/world peace
Region	Canada 2024-03-08	Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
		1000	14.1	5.5	2.6	1.1	1.3	0.3	0.5	1.4	1.8
	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 1,058 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending March 8<sup>th</sup>, 2024. 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 March 8<sup>th</sup>, 2024 – STAT SHEET**

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

		Issue								
		Total	Housing/Cost of housing	Electricity/hydro costs	Freedom of speech/individual freedom	Carbon tax	Extremism	WE scandal	Trucker Protests	Unsure/No issue
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Region	Canada 2024-03-08	1000	11.6	0.6	1.4	0.9	1.0	0.3	0.2	9.4
	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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	37.7												
	No. would not consider	%	51.9												
	Unsure	%	10.5												

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**Political Package – Tracking ending March 8<sup>th</sup>, 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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	48.6												
	No. would not consider	%	42.1												
	Unsure	%	9.3												

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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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	36.8												
	No. would not consider	%	51.0												
	Unsure	%	12.2												

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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 2024-03-08	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	256	256	149	107	41	41	42	43	89	
		Wgt N	248	248	120	128	46	40	45	48	69	
	Yes. would consider	%	42.2									
	No. would not consider	%	50.8									
	Unsure	%	7.1									

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**Political Package – Tracking ending March 8<sup>th</sup>, 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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	25.1												
	No. would not consider	%	63.1												
	Unsure	%	11.9												

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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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Yes. would consider	%	11.7												
	No. would not consider	%	74.4												
	Unsure	%	13.9												

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**Political Package – Tracking ending March 8<sup>th</sup>, 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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Liberal	%	20.2												
	Conservative	%	35.1												
	NDP	%	18.4												
	Bloc	%	6.3												
	Green	%	4.3												
	Peoples	%	1.5												
	Other	%	0.9												
	Undecided	%	13.4												

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

			Province						Gender		Age					
			Canada 2024-03-08	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	921	91	223	277	94	99	137	535	386	109	127	143	169	373
		Wgt N	866	87	215	261	83	86	133	421	445	163	132	165	169	237
	Liberal	%	23.3													
	Conservative	%	40.6													
	NDP	%	21.2													
	Bloc	%	7.2													
	Green	%	4.9													
	Peoples	%	1.7													
	Other	%	1.0													

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**Political Package – Tracking ending March 8<sup>th</sup>, 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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Justin Trudeau	%	18.8												
	Pierre Poilievre	%	34.9												
	Jagmeet Singh	%	17.2												
	Yves-François Blanchet	%	4.5												
	Elizabeth May	%	3.8												
	Maxime Bernier	%	2.1												
	Unsure	%	18.6												

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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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	35.1												
	Not have	%	52.2												
	Unsure	%	12.7												

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**Political Package – Tracking ending March 8<sup>th</sup>, 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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	45.3												
	Not have	%	37.1												
	Unsure	%	17.6												

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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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	41.6												
	Not have	%	36.9												
	Unsure	%	21.5												

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**Political Package – Tracking ending March 8<sup>th</sup>, 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 2024-03-08	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	256	256		149	107	41	41	42	43	89
		Wgt N	248	248		120	128	46	40	45	48	69
	Have	%	48.9									
	Not have	%	29.0									
	Unsure	%	22.1									

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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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	28.4												
	Not have	%	42.7												
	Unsure	%	28.9												

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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 2024-03-08	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	1058	105	256	317	223	157	615	443	135	154	162	188	419
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	15.4												
	Not have	%	55.0												
	Unsure	%	29.6												

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