

Conservatives have the lead over the NDP and the Liberals on the appeal of their policy platform.

National survey released May, 2024
Field: April 28th to May 1st, 2024
Submission 2024-2591





Nanos Research was retained by CTV News to gauge the views of Canadians on which federal party have the most appealing policy platform.

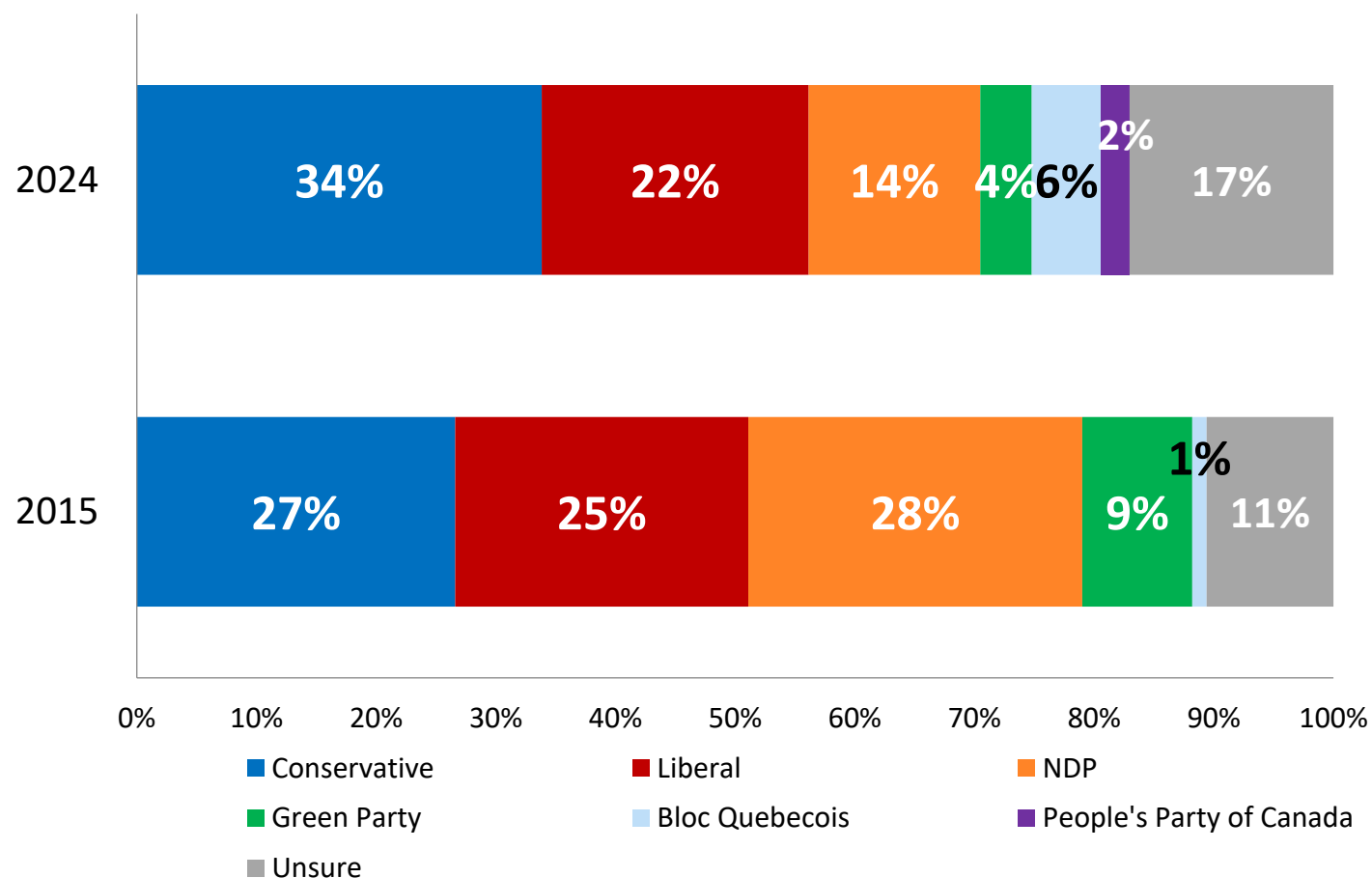
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1086 Canadians, 18 years of age or older, between April 28th to May 1st, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Federal party with the most appealing policy platform - Tracking

Overall, Canadians are more likely to say the Conservative Party has the most appealing policy platform to them than the other federal parties. Canadians 55 years and older are more likely to say the Liberal platform is most appealing (28%) than those 18 to 34 (15%).



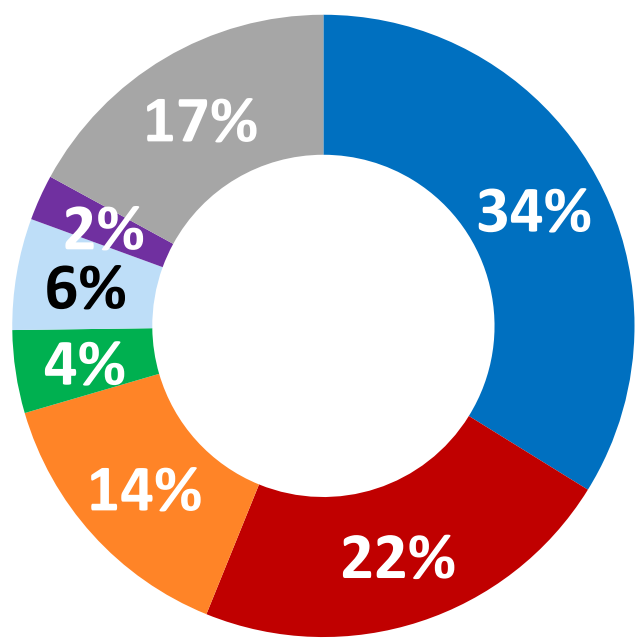
*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Q – Which federal party would you say will have the policy platform which is the most appealing to you personally?
[RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Most appealing Policy platform



- Conservative
- NDP
- Bloc Quebecois
- Unsure
- Liberal
- Green Party
- People's Party of Canada

	Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
Conservative	27.4%	16.7%	36.3%	47.3%	41.5%
	Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
	40.8%	27.0%	34.8%	36.0%	31.5%
Liberal	Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
	29.9%	24.6%	24.9%	16.5%	14.8%
	Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
	21.2%	23.4%	15.2%	20.9%	28.0%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Which federal party would you say will have the policy platform which is the most appealing to you personally?
 [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.



METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,086 Canadians, 18 years of age or older, between April 28th to May 1st, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.



Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1086 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus 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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	April 28 th to May 1 st , 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 (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) 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	12 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues and views on green energy.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com .



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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

ABOUT NANOS

Any questions?



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TABULATIONS

2024-2591 - CTV News - April Omni - Power Play - STAT SHEET

Methodology: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online survey of 1086 Canadians, 18 years of age and older, between April 28th and May 1st, 2024. The margin of error for a survey of 1086 Canadians is ± 3.0 percentage points, 19 times out of 20.

Note: Responses with a sample size of less than 30 have been suppressed

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Question - Which federal party would you say will have the policy platform which is the most appealing to you personally? [RANDOMIZE]

		Region						Gender			Age		
		Canada								18 to	35 to		
		2024-04	Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	Other	34	54	55 plus
Total	Unwgt N	1086	100	252	366	216	152	582	503	1	227	363	496
	Wgt N	1001	67	231	388	176	139	490	510	1	267	323	411
Conservative	%	33.8	27.4	16.7	36.3	47.3	41.5	40.8	27.0	-	34.8	36.0	31.5
Liberal	%	22.3	29.9	24.6	24.9	16.5	14.8	21.2	23.4	-	15.2	20.9	28.0
NDP	%	14.3	10.6	10.2	12.6	19.4	21.4	11.2	17.4	-	20.2	12.8	11.7
Green Party	%	4.3	4.2	2.2	5.8	0.8	8.2	2.8	5.7	-	5.6	2.8	4.6
Bloc	%	5.8	0.0	23.8	0.2	1.3	0.0	6.6	5.0	-	2.9	6.1	7.4
Quebecois													
People's	%	2.4	3.1	1.4	2.3	3.9	1.9	3.4	1.4	-	4.5	2.6	0.9
Party of													
Unsure	%	17.0	24.8	21.1	17.9	10.8	12.3	14.1	19.9	-	16.8	18.9	15.8