



Conservatives 38, Liberals 25, NDP 20

Nanos Weekly Tracking, ending October 18, 2024
(released October 22, 2024)



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 enjoy a double-digit lead over the Liberals in the weekly ballot tracking. Of note, concern about healthcare has increased over the past four weeks.

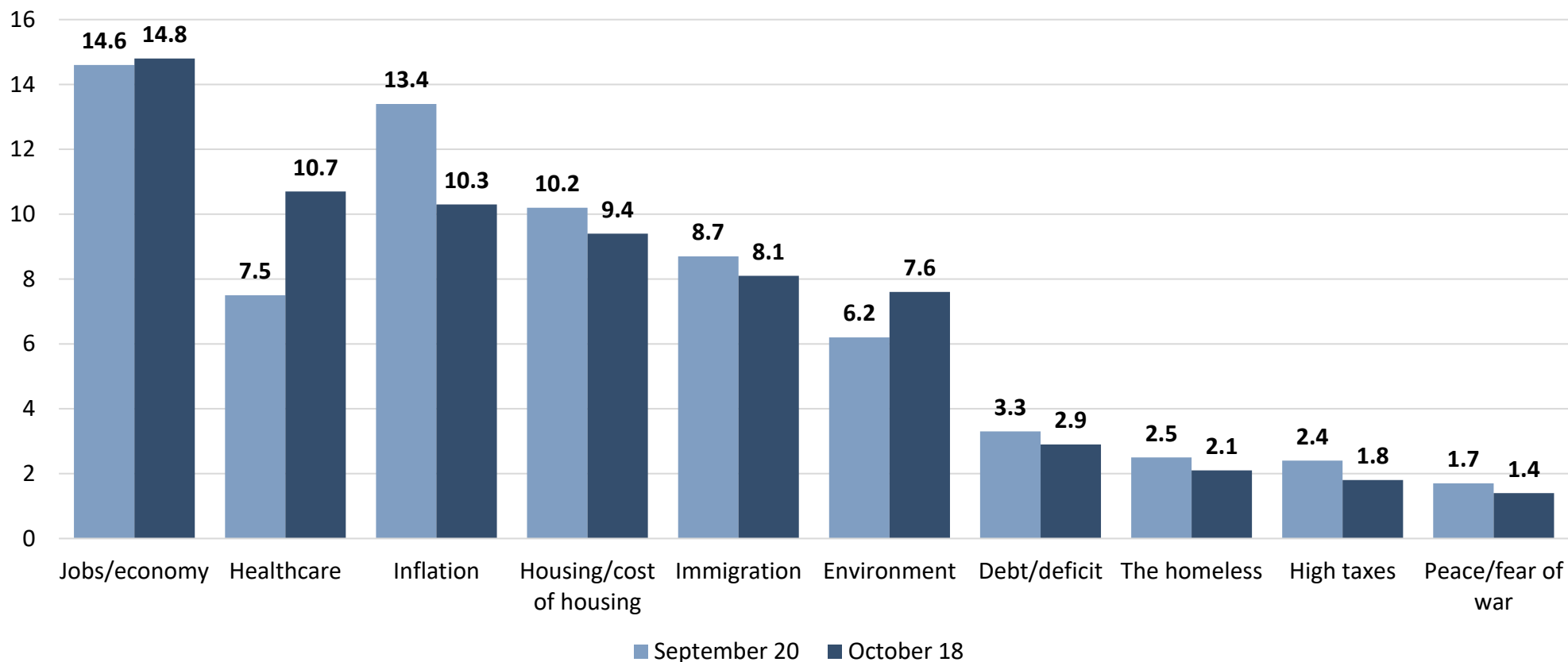
”

Nik Nanos

Chief Data Scientist

WEEKLY TOP TEN ISSUES – FOUR WEEK CHANGE

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

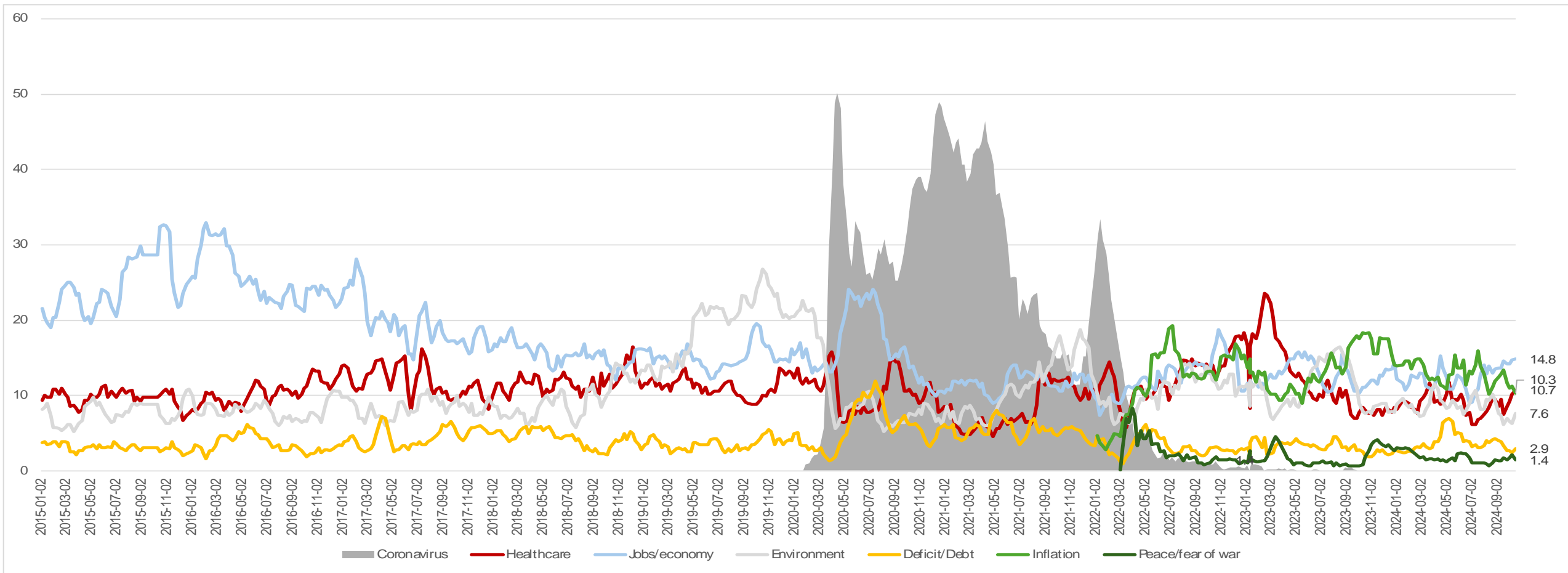


*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, weekly tracking ending October 18, 2024, n=1,037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

LONGITUDINAL ISSUE TRACKING – LONG TERM



1,037 random interviews recruited from an RDD land- and cell-line sample of Canadians aged 18 years and over, ending October 18, 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 1,037 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

Q0- What is your most important NATIONAL issue of concern? [UNPROMPTED]



LONGITUDINAL ISSUE TRACKING – ONE YEAR TREND

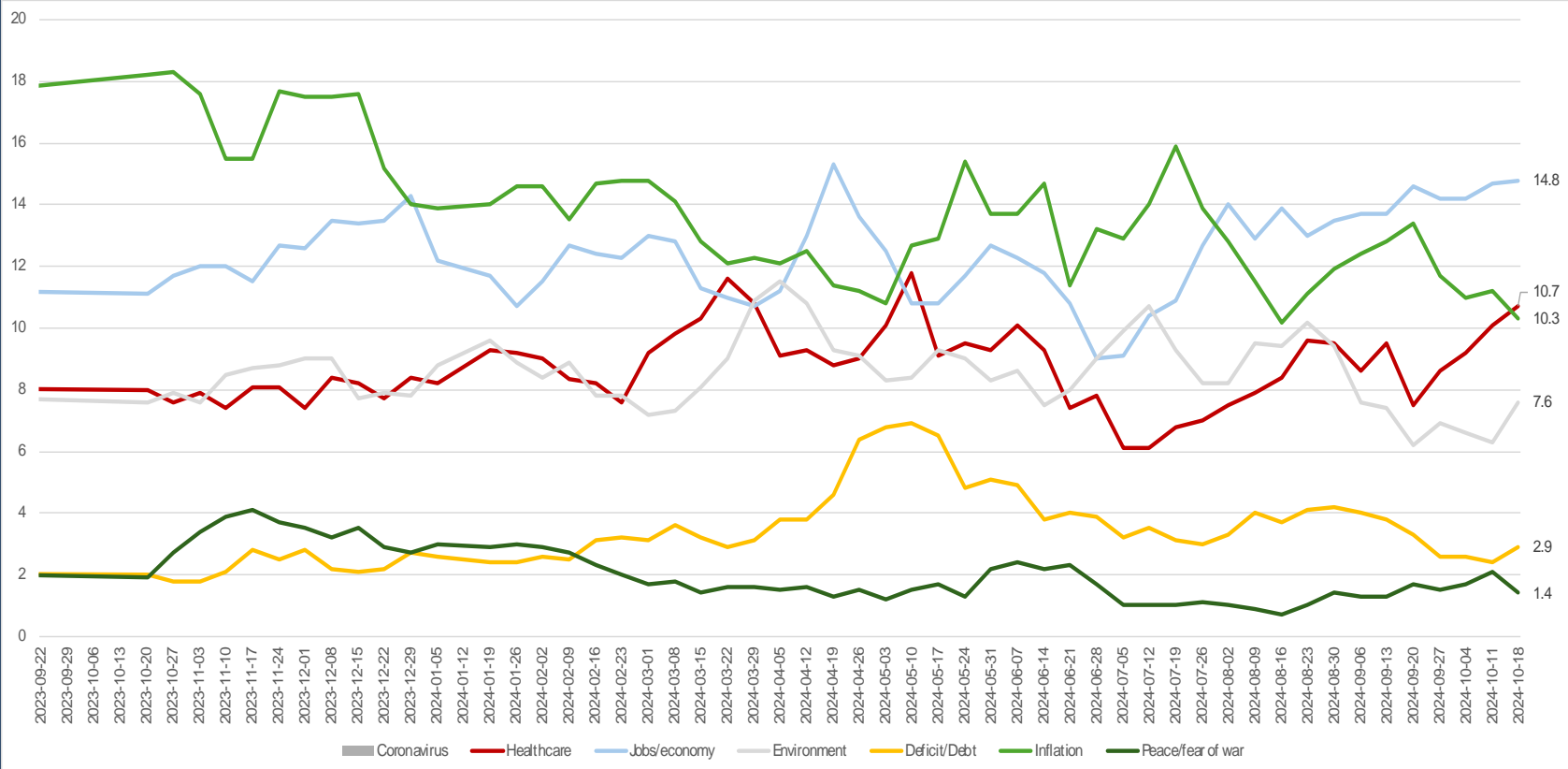
1,037 random interviews recruited from and RDD land- and cell-line sample of Canadians aged 18 years and over, ending October 18, 2024. The data is based on a four-week rolling average where each week the oldest group of 250 interviews is dropped and a new group of 250 is added. A random survey of 1,037 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.

Q – What is your most important NATIONAL issue of concern? [UNPROMPTED]



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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, weekly tracking ending October 18, 2024, n=1,037, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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 38.0 per cent, followed by the Liberals at 24.5 per cent, the NDP at 20.4 per cent, the BQ at 7.8 per cent, the Greens at 6.1 per cent and the People's Party of Canada (PPC) at 2.7 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 51.9 points, followed by the NDP at 44.9 points, the Liberals with 43.7 points, the Greens 30.9 points, the People's Party 23.2 points and the BQ 37.4 points (QC only).

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

Preferred Prime Minister – Nanos tracking has Poillievre as the preferred choice as PM at 33.7 per cent of Canadians followed by Trudeau (21.6%), Singh (17.0%), May (5.0%) and Bernier (1.9%). Sixteen 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



AT A GLANCE



PARTY POWER INDEX - Nanos Tracking Data Summary

1,037 random interviews recruited from an RDD land- and cell-line sample of Canadians age 18 years and over, ending October 18, 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 1,037 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

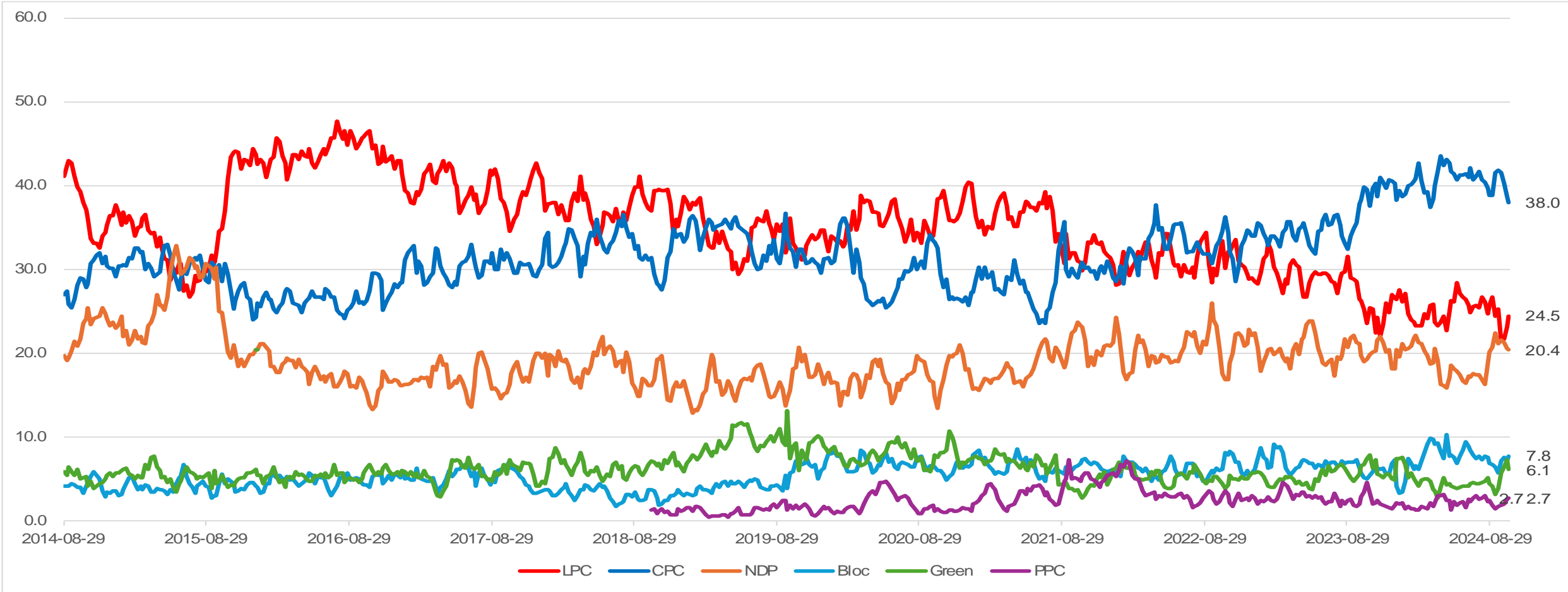
Subscribe to the Nanos data portals to get access to detailed demographic and regional breakdowns.

Ballot	This week	Last week	Oct 18 (Election Call)	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low	
Liberal									
Conservative									
NDP									
Bloc									
Green									
People's									
<u>Available to Subscribers through our Data Portals</u>									
Preferred Prime Minister	This week	Last week	Sept 20 2021	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low	
Trudeau	21.6%	20.6%	31.1%	21.7%	23.3%	23.0%	25.1%	18.4%	
Poillievre	33.7%	34.3%	27.5%	34.5%	35.3%	32.6%	38.2%	31.4%	
Singh	17.0%	16.2%	19.8%	18.0%	15.0%	16.8%	19.1%	11.4%	
Blanchet	4.8%	4.0%	2.9%	2.9%	4.7%	2.9%	6.0%	2.9%	
May	5.0%	5.9%	1.8%	4.4%	4.0%	5.1%	5.9%	2.7%	
Bernier	1.9%	1.9%	6.4%	1.5%	1.5%	2.2%	2.8%	1.3%	
Unsure	16.0%	17.1%	10.5%	16.9%	16.2%	17.4%	22.4%	12.8%	
Canada Party Power Index	This week	Last week	Sept 20 2021	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low	
Liberal	43.7	41.8	51.2	42.2	43.2	44.0	45.5	39.6	
Conservative	51.9	52.7	50.5	52.2	53.2	54.0	56.0	50.8	
NDP	44.9	44.0	48.8	43.3	43.6	46.0	47.2	39.3	
Bloc	37.4	36.9	35.5	35.6	37.8	35.4	44.5	32.4	
Green	30.9	31.5	26.2	30.6	31.2	32.5	32.8	29.3	
People's	23.2	23.0	24.6	23.5	24.2	26.1	26.1	22.3	

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, weekly tracking ending October 18, 2024, n=1,037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Ballot – LONG TERM

National – Weekly Tracking
(Ending October 18, 2024, n=910)

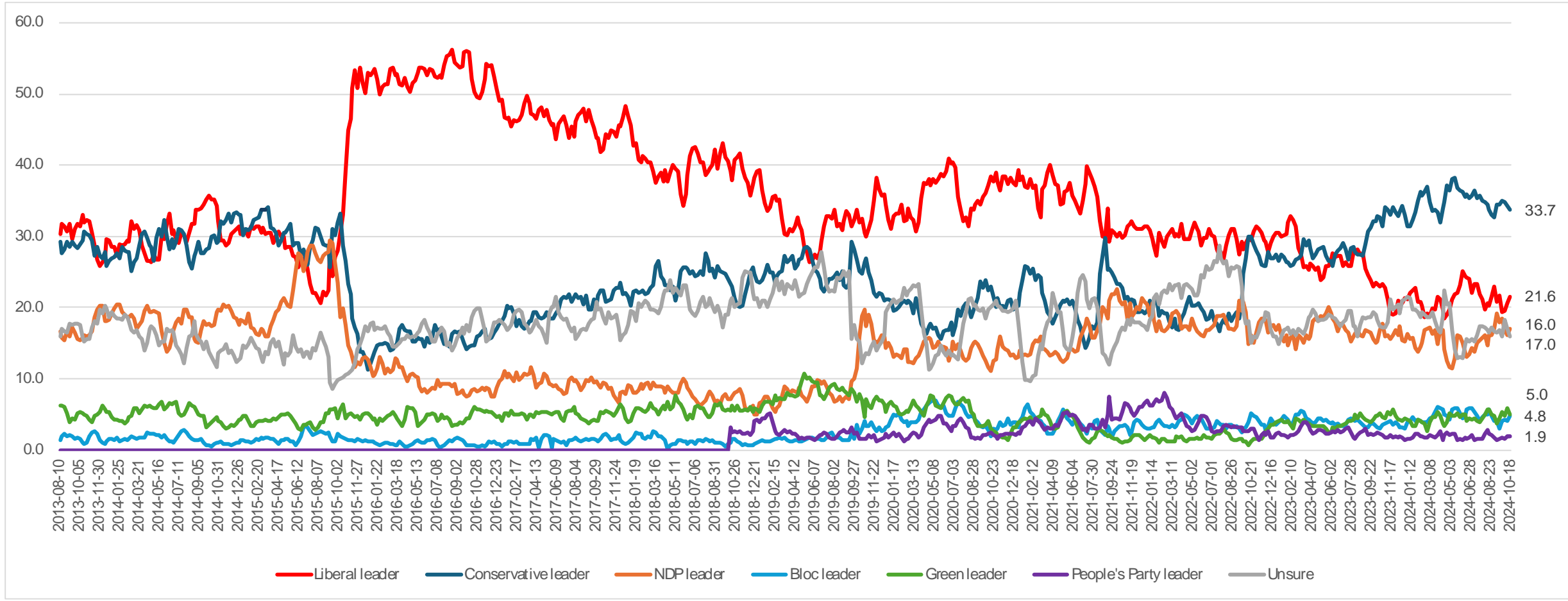


Question: For those parties you would consider voting for federally, could you please rank your **top two current local** preferences? [Unprompted] [1ST CHOICE, 2ND CHOICE RANK]



PREFERRED PM – LONG TERM

National – Weekly Tracking – Preferred Prime Minister First Ranked Choice
(Ending October 18, 2024, n=1,037)



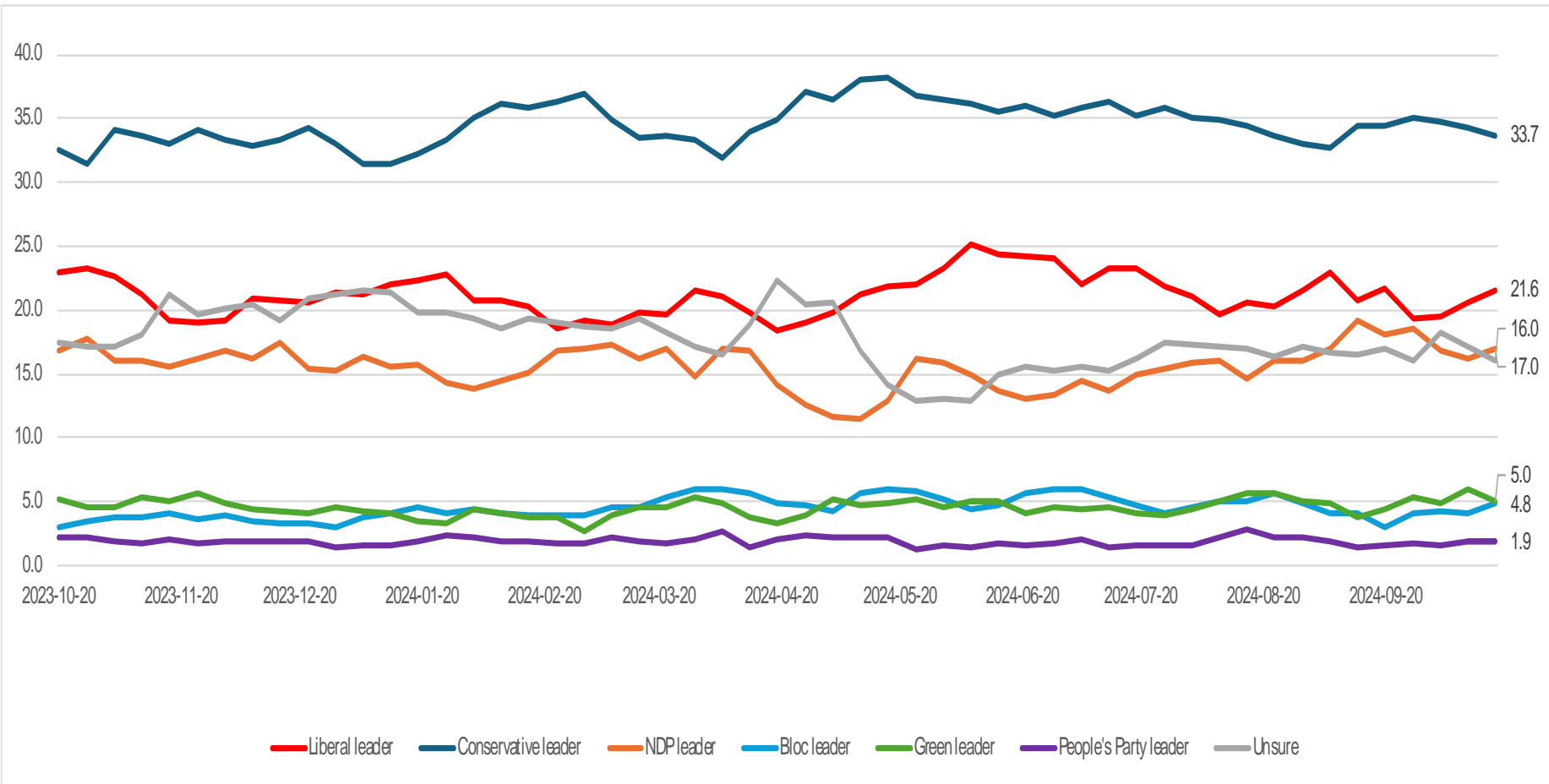
Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]



PREFERRED PM – ONE YEAR

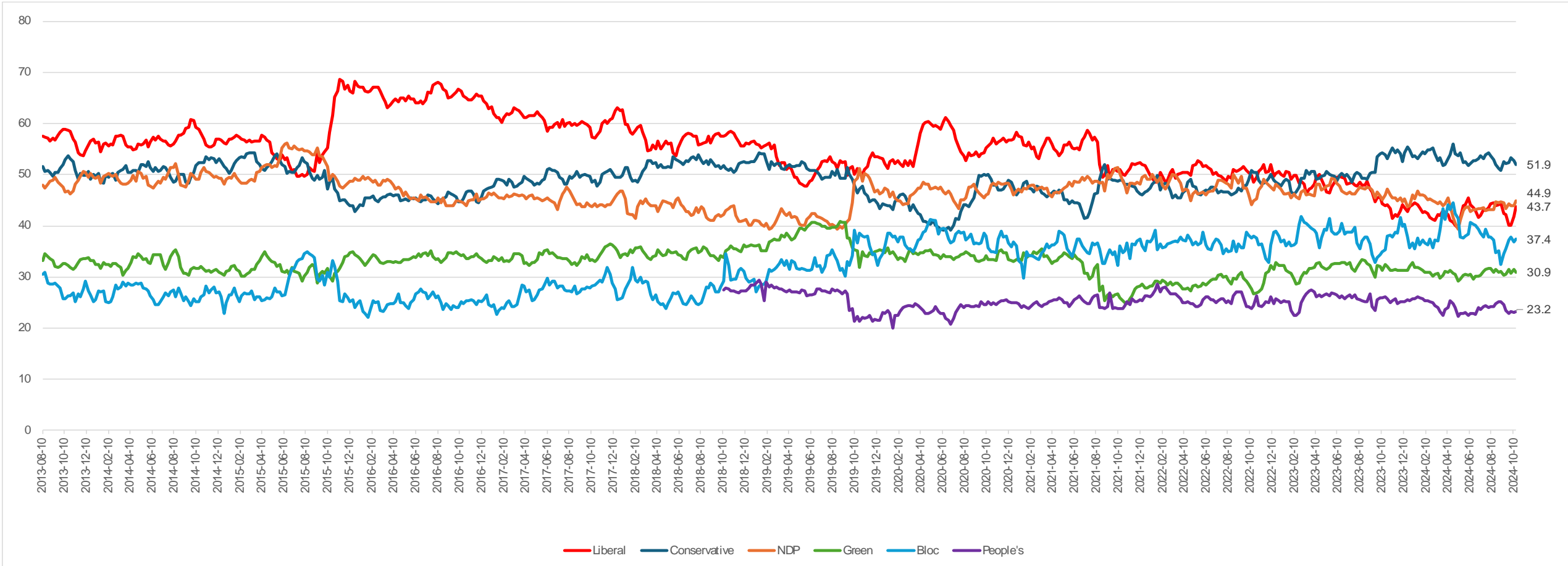
National – Weekly Tracking – Preferred Prime Minister First Ranked Choice
 (Ending October 18, 2024, n=1,037)

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



PARTY POWER INDEX – LONG TERM

National – Weekly Tracking – Preferred Prime Minister First Ranked Choice
(Ending October 18, 2024, n=1,037)



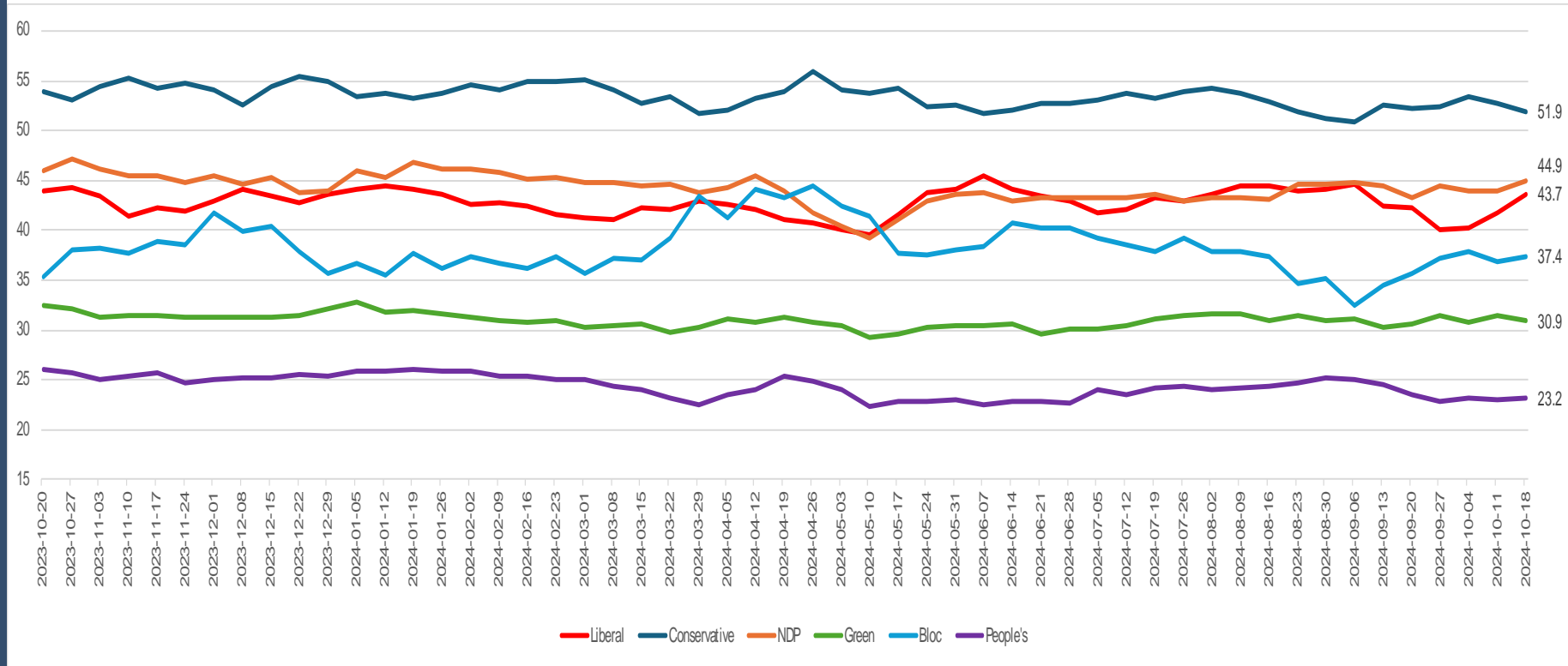
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.



PARTY POWER INDEX – ONE YEAR

National – Weekly Tracking – Preferred Prime Minister First Ranked Choice
(Ending October 18, 2024, n=1,037)

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.

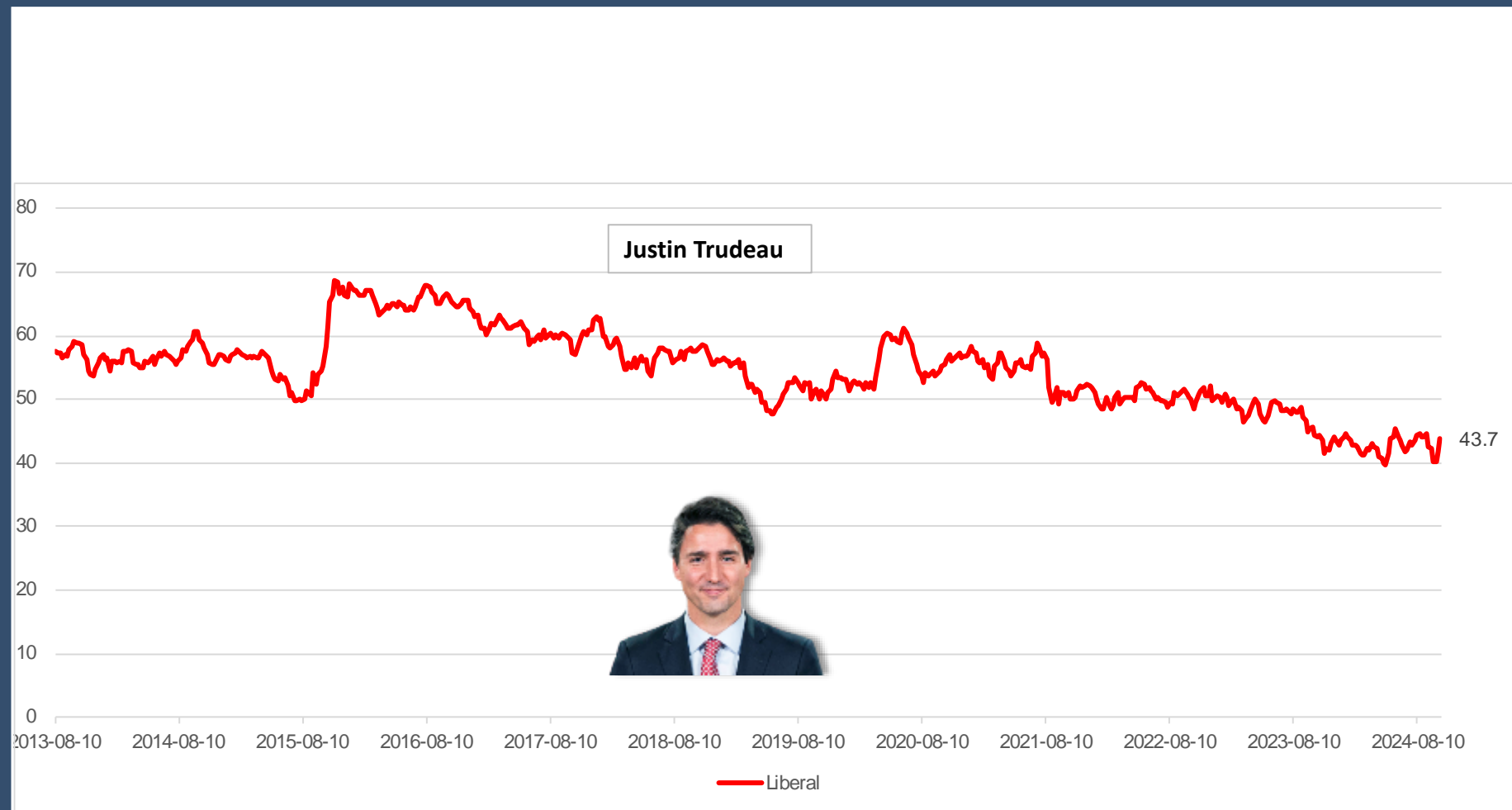


Party Power Index Tracking – Liberals

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.



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, weekly tracking ending October 18, 2024, n=1,037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

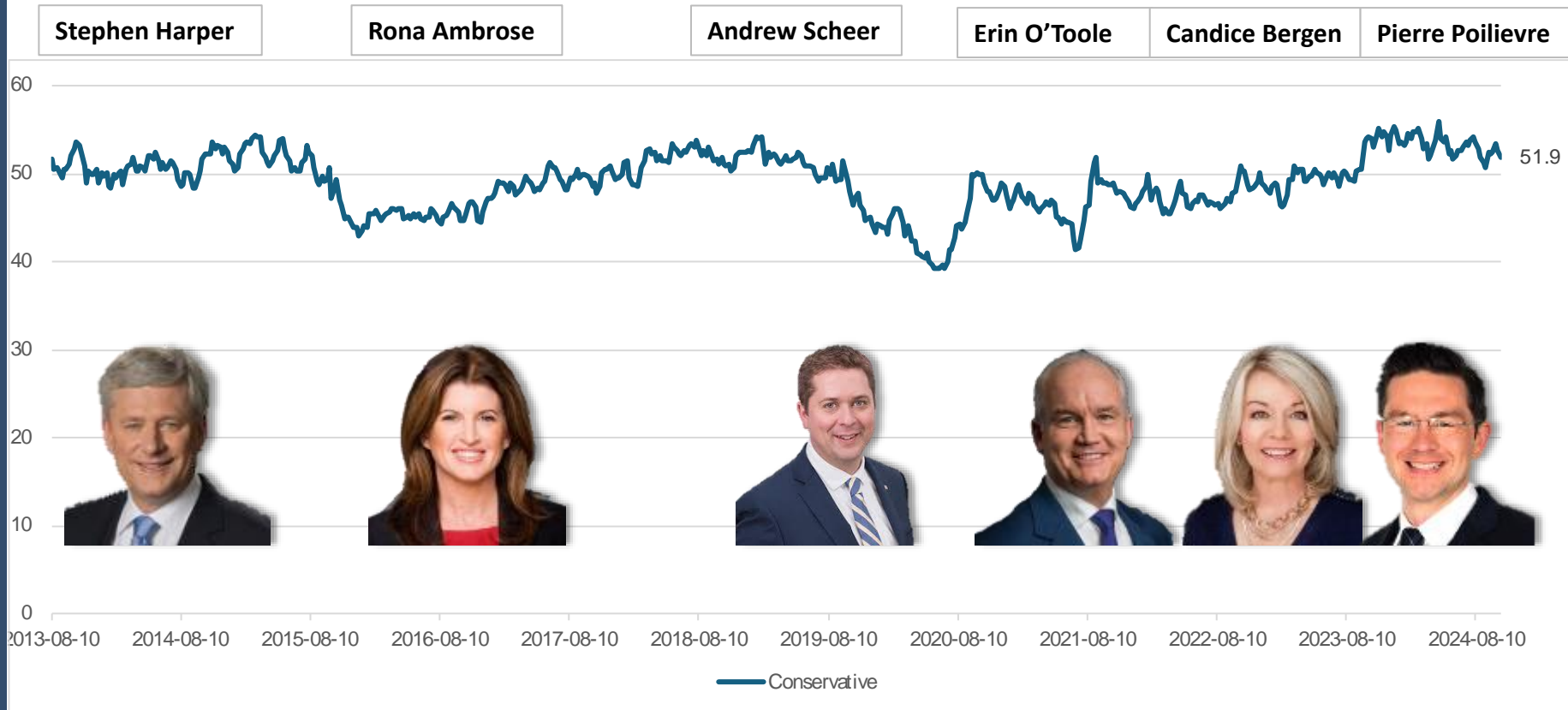


Party Power Index Tracking – Conservatives

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.



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, weekly tracking ending October 18, 2024, n=1,037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

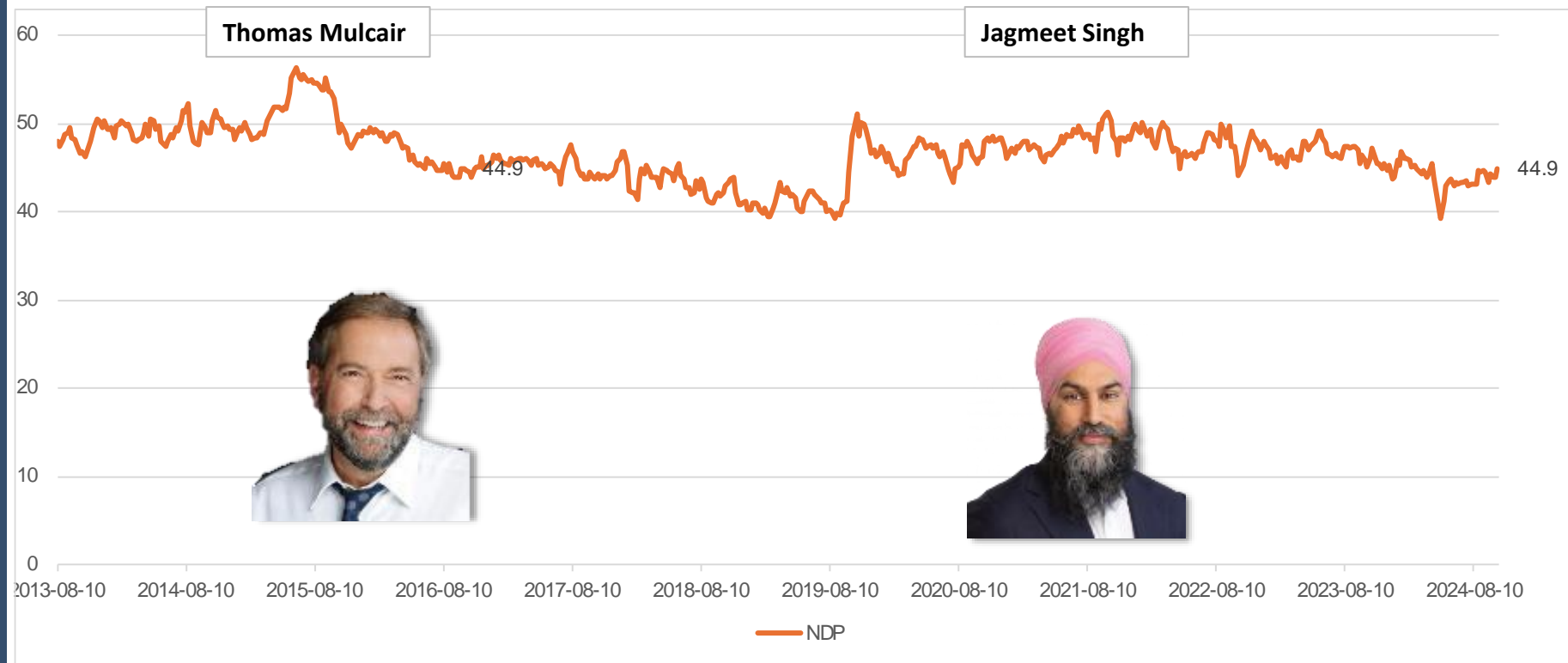


Party Power Index Tracking – NDP

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.



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, weekly tracking ending October 18, 2024, n=1,037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

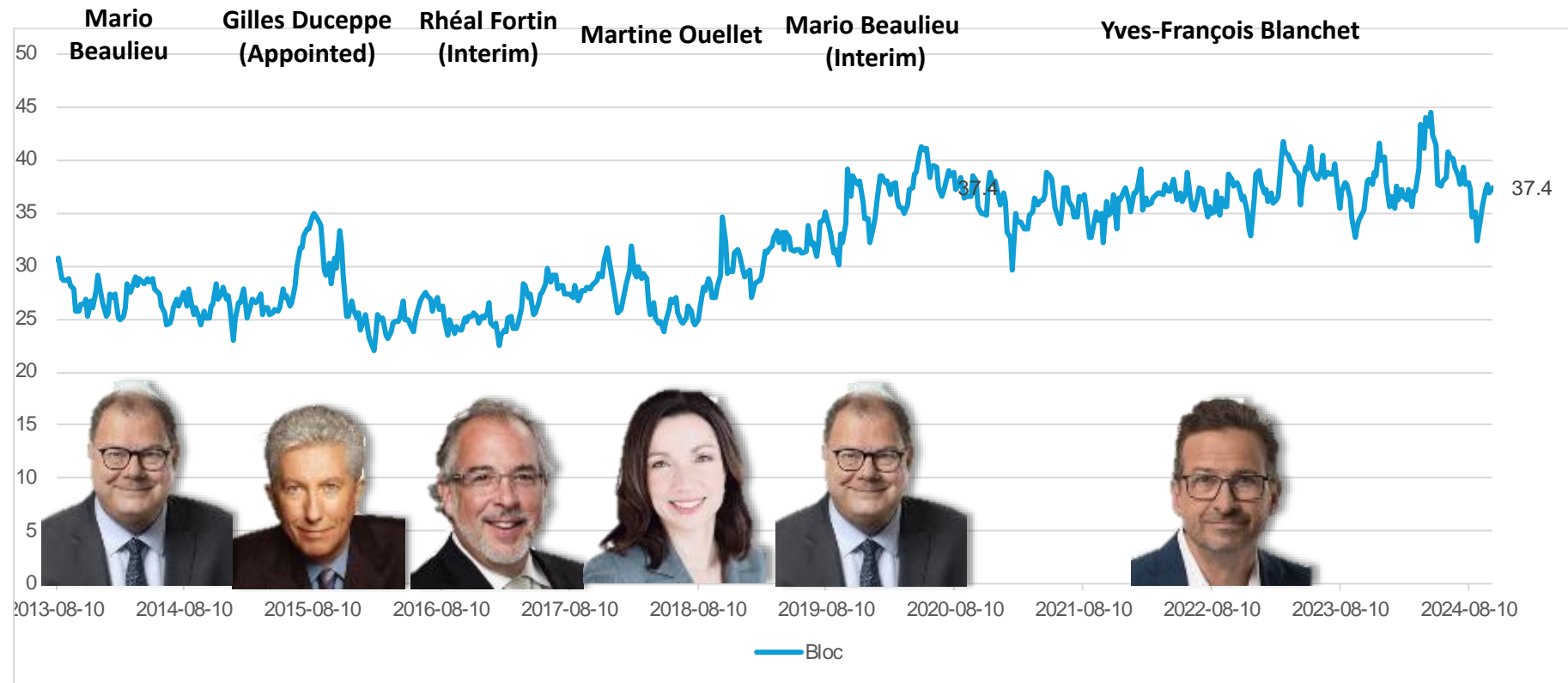


Party Power Index Tracking – Bloc

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.



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, weekly tracking ending October 18, 2024, n=1,037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

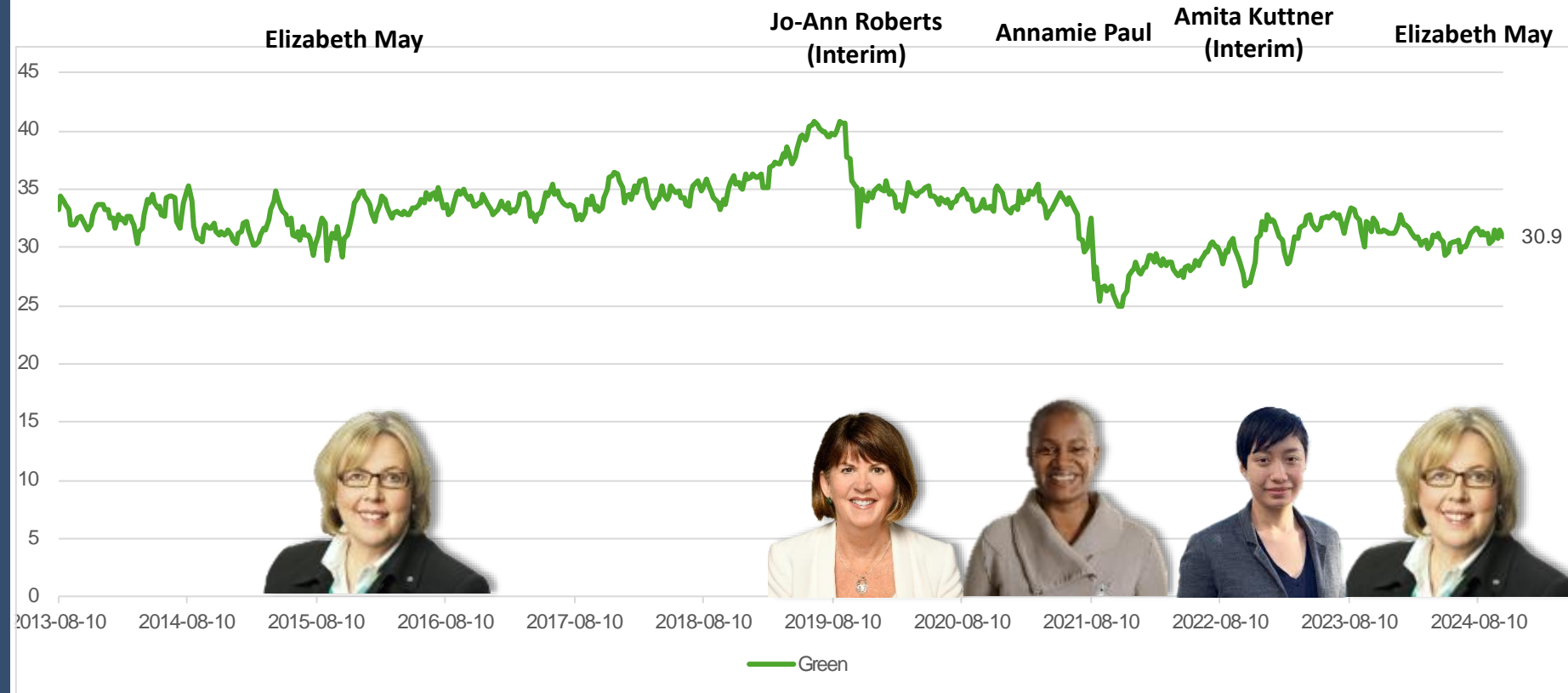


Party Power Index Tracking – Green Party

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.



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, weekly tracking ending October 18, 2024, n=1,037, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Party Power Index Tracking – People's Party

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.

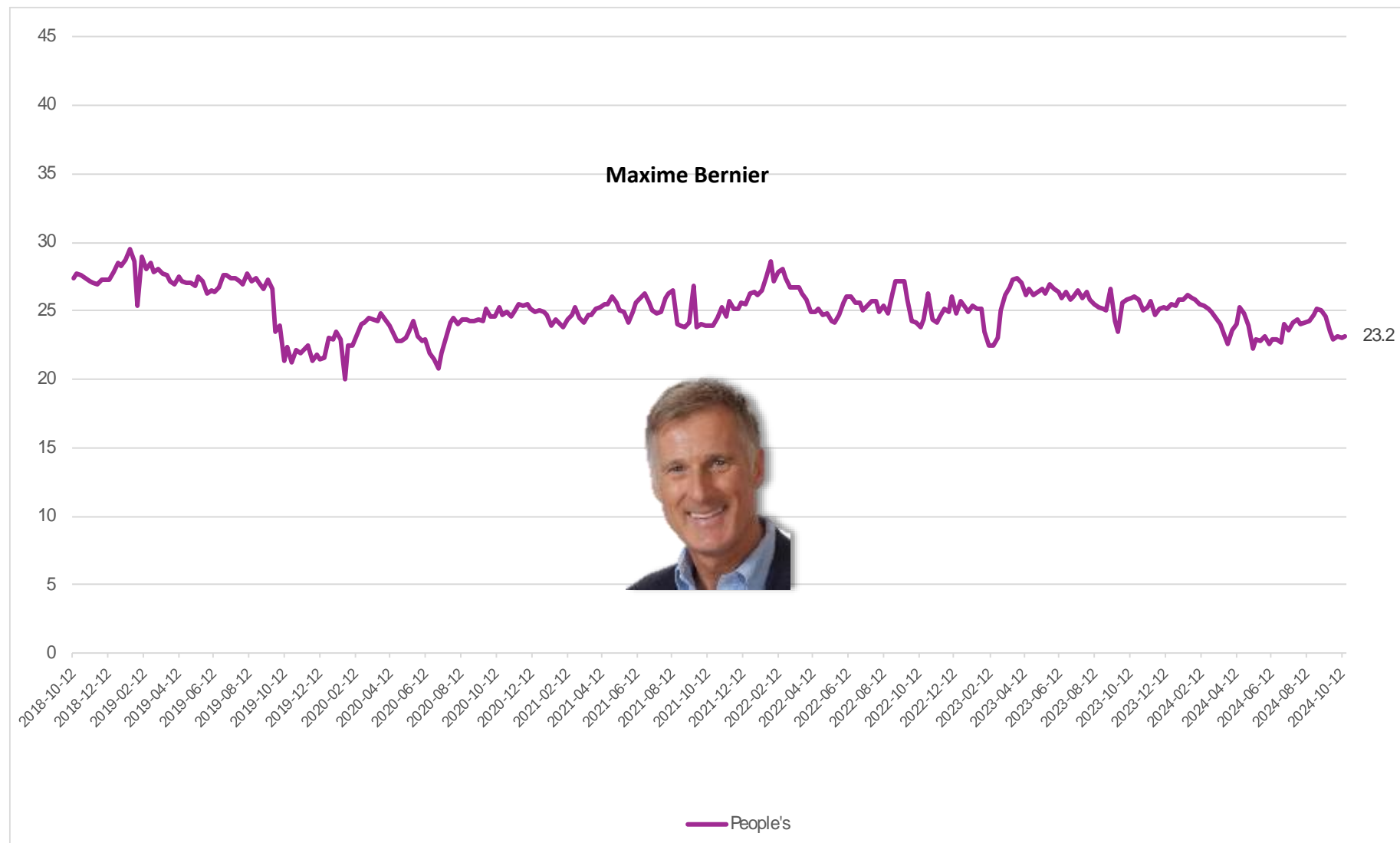
Contact: Nik Nanos

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.



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, weekly tracking ending October 18, 2024, n=1,037, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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 1,037 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 1,037 respondents may be weighted using the latest census information for Canada. The interviews are compiled into a four-week rolling average of 1,037 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 1,037 respondents in Canada is accurate 3.0 percentage points, plus or minus, 19 times out of 20. This report is based on the four waves of tracking ending October 18, 2024.

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 1,037 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.



Element	Description	Element	Description
Research sponsor	Nanos Research	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.
Population and Final Sample Size	1,037 Randomly selected individuals, four week rolling average of 250 interviews a week.	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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line or internet could not participate.
Mode of Survey	Recruited by RDD dual frame (land- and cell-lines) telephone survey.	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Six percent, consistent with industry norms.
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.	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.
Demographics (Other)	Age, gender, education, income	Question Content	This was module one of a weekly tracking survey.
Fieldwork/Validation	Live interviews with live supervision to validate work.	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.
Number of Calls	Maximum of five call backs.	Research/Data Collection Supplier	Nanos Research
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm	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.
Field Dates	Four-week period October 18, 2024	Data Tables	By region age and gender
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/		

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



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

Nanos Poll compared to 2021 Election Results

Party	Saturday 18 th & Sunday 19 th	Sunday 19 th Only ELECTION CALL	Election Results	Variance from ELXN CALL
 Conservative	32.0%	31.2%	33.7%	-2.5
 Libéral	31.5%	32.4%	32.6%	-0.2
 NDP	19.0%	17.5%	17.8%	-0.3
 BLOC Québécois	7.3%	7.5%	7.6%	-0.1
 PPC PEOPLE'S PARTY OF CANADA	5.1%	6.6%	4.9%	+1.7
 green PARTY OF CANADA	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		

Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] Source: CTV, Globe, Nanos nightly election tracking ending September 19th, 2021.

Margin of Error for Research

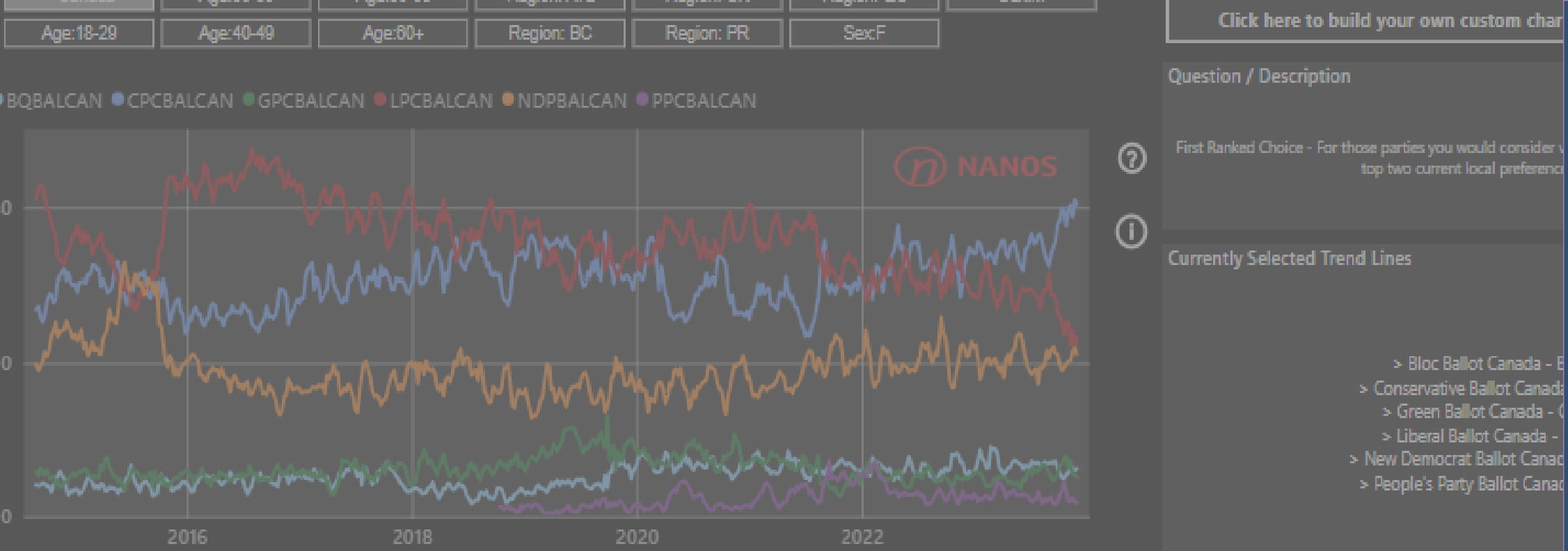
Factoring the margin of error for the national random sample administered by Nanos, Liberal support may be as high as 36.0% or as low as 28.8%. Likewise, support for the Conservatives may be as high as 34.8% or as low as 27.6%.

Key Takeaways

All of the Nanos estimates were within the reported margin of error for the election call.

Both the Sat/Sun sample and the Sunday only election call samples showed a tight race which manifested itself in the final result.

The total error for the six parties plus others is 7.8 for an average error of about 1.1 percent.



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:

- Weekly Issue Tracking Canada (2015 to present)
- Weekly Canadian Consumer Confidence Tracking (2008 to present)
- Weekly National Ballot Tracking Canada (2014 to present)
- Weekly Undecided Tracking (new) (2014 to present)
- Weekly Preferred PM Tracking Canada (2014 to present)
- Weekly Party Power Index Tracking Canada (2014 to present)
- Weekly Consider Voting for Federal Political Parties (2014 to present)
- Weekly Qualities of a good leader tracking (2014 to present)
- 2015, 2019 and 2021 Canadian Nightly Federal Election Tracking
- 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)
- Mental Health Annual Tracking Survey (2020 to present)
- AMCHAM American Business Confidence Tracking (2017 to present)
- Feelings toward government (2018 to present)
- Annual Better off Worse off Tracking (2012 to present)
- Canada Europe Relations Tracking (2019 to present)
- Institutional – Satisfaction (2021 to present)



NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co