



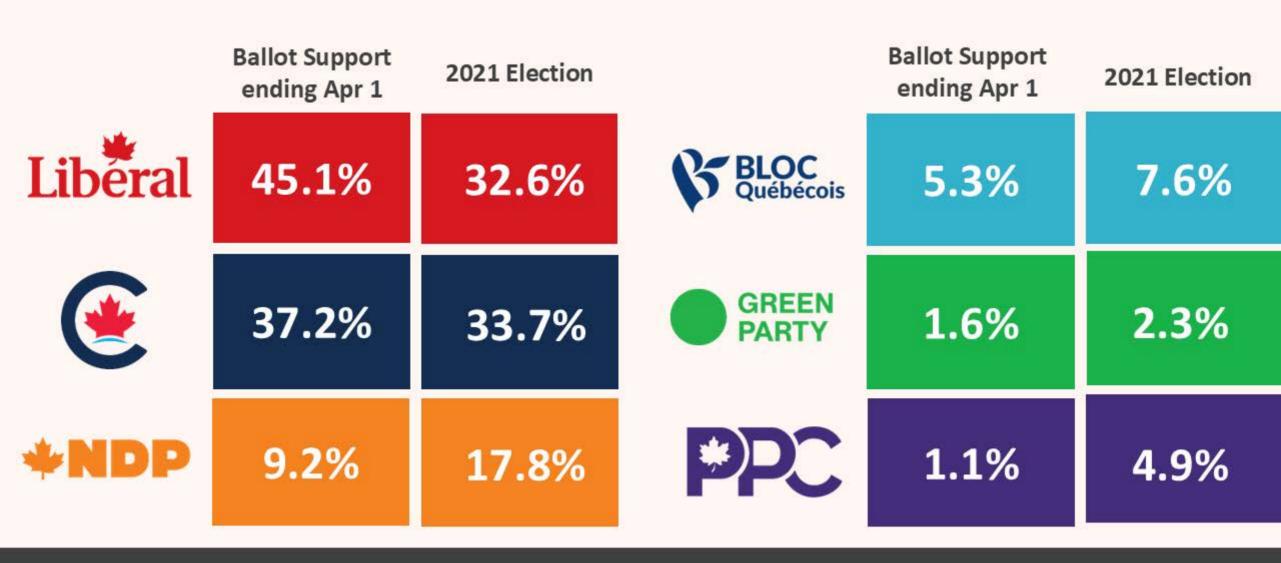
It's a two-party consolidation compared to past elections. The Carney Liberals continue to have an eight-point advantage over the Poilievre Conservatives. Compared to past elections a two-party consolidation is redefining the election landscape. A key signature of this election is the consolidation of support among the two front running parties. Over eight in ten voters today are voting Liberal or Conservative. This compared to about two in three in 2021 election. This puts a spotlight on how non-governing parties are being squeezed by the focus on the front runners, who will deal with the US administration and guide the Canadian economy through uncertain times. (Three-day sample ending April 1, 2025)



Nik Nanos, Chief Data Scientist April 2, 2025

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Source: CTV-Globe and Mail/Nanos Research tracking survey, Mar 30 to Apr 1, 2025, n=1,256, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here. (The percentages above are of decided voters, from the total sample 8% were undecided)

Question: [VOTE PROFILE] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences? [UNPROMPTED] [DECIDED ONLY]

Source: CTV-Globe and Mail/Nanos Research tracking survey, March 30 to April 1, 2025, 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. See full methodology here.

Contact: Nik Nanos

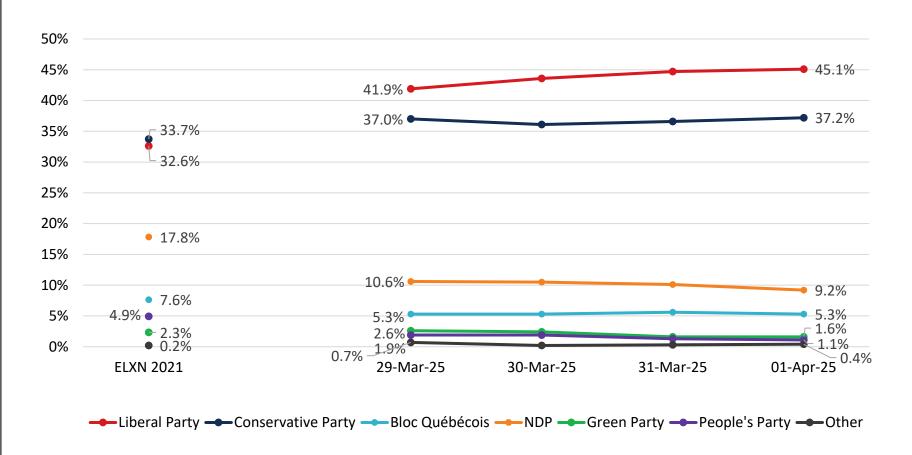
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THE GLOBE AND MAIL* CTV NEWS (1) NANOS ELXN45 TRACKING

Ballot – Decided Only

Canada – Federal Special Issue – Ballot (decided only)
(March 30 to April 1, 2025, n=1,150) – Legend order based on current number of seats at dissolution.



CTV NEWS THE GLOBE AND MAIL* (1) NANOS ELXN45 TRACKING

Ballot – by region

Canada – Federal Special Issue – Ballot (decided only) (March 30 to April 1, 2025 n=1,150)

	Order based on current number of seats at dissolution	Canada (n=1,150)	Atlantic (n=116)	Quebec (n=282)	Ontario (n=351)	Prairies (n=233)	BC (n=168)
Li	beral Party of Canada	45.1%	64.1%	48.9%	50.1%	23.9%	43.0%
€ co	onservative Party of Canada	37.2%	27.3%	21.4%	38.1%	59.4%	37.7%
В	loc Québécois	5.3%	0.0%	22.8%	0.0%	0.0%	0.0%
≯NDP N	ew Democratic Party	9.2%	8.7%	5.7%	8.8%	10.6%	15.1%
GREEN G	reen Party of Canada	1.6%	0.0%	0.6%	1.5%	1.8%	4.2%
PPC Pe	eople's Party of Canada	1.1%	0.0%	0.6%	1.5%	2.3%	0.0%
0	ther	0.4%	0.0%	0.0%	0.0%	2.1%	0.0%

Question: [VOTE PROFILE] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences?
[UNPROMPTED]

Source: Globe and Mail-CTV/Nanos Research tracking survey, March 30 to April 1, 2025, n=1,256, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. See full methodology here.

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THE GLOBE AND MAIL* CTV NEWS (1) NANOS ELXN45 TRACKING

Ballot – by age and gender

Canada – Federal Special Issue – Ballot (decided only) (March 30 to April 1, 2025 n=1,150)

	Order based on current number of seats at dissolution	Canada (n=1,150)	Men (n=628)	Women (n=522)	18 to 34 (n=215)	35 to 54 (n=361)	55 plus (n=574)
Į.	Liberal Party of Canada	45.1%	38.1%	51.9%	34.4%	43.0%	53.8%
E	Conservative Party of Canada	37.2%	45.7%	29.0%	43.7%	39.7%	30.9%
B	Bloc Québécois	5.3%	5.5%	5.1%	3.6%	4.4%	7.2%
♦NDP	New Democratic Party	9.2%	8.2%	10.2%	12.8%	10.0%	6.3%
GREEN	Green Party of Canada	1.6%	0.8%	2.4%	3.0%	1.8%	0.6%
PPC	People's Party of Canada	1.1%	0.9%	1.3%	1.5%	1.1%	0.9%
	Other	0.4%	0.7%	0.1%	0.9%	0.2%	0.2%

Question: [VOTE PROFILE] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences? [UNPROMPTED]

Source: CTV-Globe and Mail/Nanos Research tracking survey, March 30 to April 1, 2025, n=1,256, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. See full methodology here.

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Source: Globe and Mail-CTV/Nanos Research tracking survey, March 30 to April 1, 2025, n=1,256, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. See full methodology here.

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Methodology:

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Vote Profile and Ballot

(March 30 to April 1, 2025 n=1,256). Order based on current number of seats at dissolution.

For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences? [UNPROMPTED] OR [IF UNDECIDED] Are you currently leaning towards any particular FEDERAL party? If you are, which party would that be? [UNPROMPTED]

	Party	All Voters including Undecided	Ballot - Decided Voters Only
!	Liberal Party of Canada	41.5%	45.1%
(Conservative Party of Canada	34.2%	37.2%
B	Bloc Québécois	4.9%	5.3%
∜ND P	New Democratic Party	8.5%	9.2%
GREEN PARTY	Green Party of Canada	1.5%	1.6%
PPC	People's Party of Canada	1.0%	1.1%
	Other	0.3%	0.4%
	Undecided	8.1%	

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

Source: CTV-Globe and Mail/Nanos Research tracking survey, March 30 to April 1, 2025, n=1,256, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. See full methodology here.

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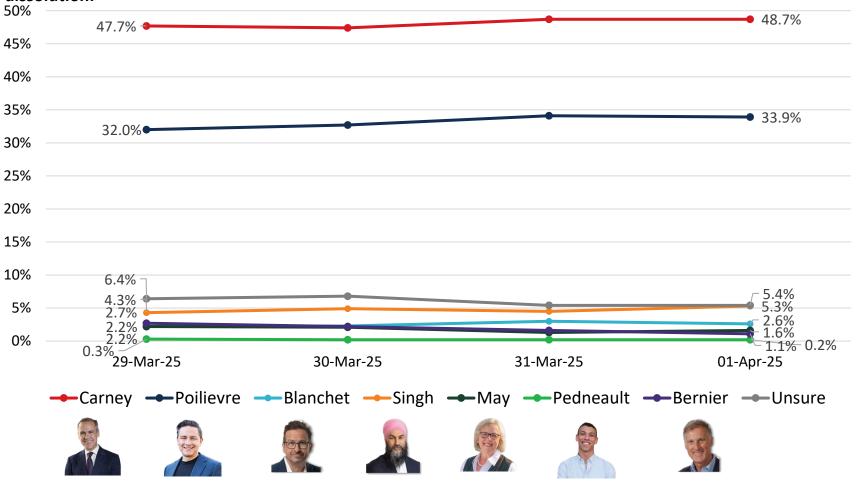
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THE GLOBE AND MAIL* CTV NEWS (1) NANOS ELXN45 TRACKING

Preferred Prime Minister

Canada – Federal Special Issue – Preferred Prime Minister First Ranked Choice (March 30 to April 1, 2025, n=1,256) – Legend order based on current number of seats at dissolution.



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

Source: Globe and Mail-CTV/Nanos Research tracking survey, March 30 to April 1, 2025, n=1,256, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. See full methodology here.

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Preferred Prime Minister – by region

Canada – Federal Special Issue – Preferred Prime Minister First Ranked Choice (March 30 to April 1, 2025, n=1,256)

	Order based on current number of seats at dissolution	Canada (n=1,256)	Atlantic (n=131)	Quebec (n=302)	Ontario (n=379)	Prairies (n=255)	BC (n=187)
	Mark Carney – Liberal Party of Canada	48.7%	60.6%	54.2%	52.8%	30.7%	45.2%
	Pierre Poilievre – Conservative Party of Canada	33.9%	22.7%	21.6%	33.6%	55.9%	33.0%
	Yves-François Blanchet – Bloc Québécois	2.6%	0.0%	11.3%	0.0%	0.0%	0.0%
	Jagmeet Singh – New Democratic Party	5.3%	4.9%	3.1%	4.7%	4.7%	11.1%
	Elizabeth May – Green Party of Canada Co-Leader	1.6%	0.0%	1.0%	1.5%	1.0%	4.6%
	Jonathan Pedneault – Green Party of Canada Co-Leader	0.2%	0.0%	0.0%	0.3%	0.0%	1.0%
	Maxime Bernier – People's Party of Canada	1.1%	1.1%	1.4%	1.2%	1.1%	0.6%
	None	1.0%	2.9%	1.6%	0.6%	0.6%	0.6%
	Unsure	5.4%	7.8%	5.8%	5.1%	5.9%	3.9%

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

Source: CTV-Globe and Mail/Nanos Research tracking survey, March 30 to April 1, 2025, n=1,256, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. See full methodology here.

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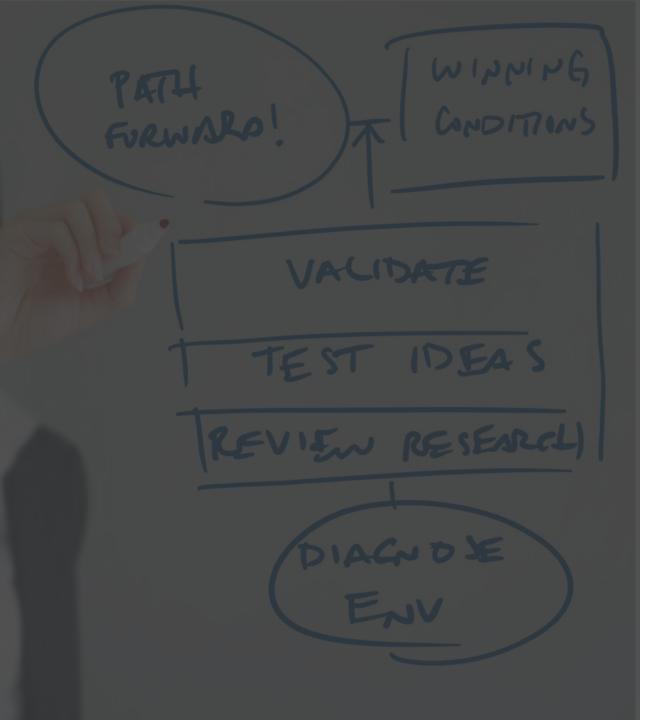
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Preferred Prime Minister – by age and gender

Canada – Federal Special Issue – Preferred Prime Minister First Ranked Choice (March 30 to April 1, 2025, n=1,256)

	Order based on current number of seats at dissolution	Canada (n=1,256)	Men (n=681)	Women (n=573)	18 to 34 (n=234)	35 to 54 (n=392)	55 plus (n=628)
	Mark Carney – Liberal Party of Canada	48.7%	42.3%	54.9%	38.3%	47.3%	56.6%
	Pierre Poilievre – Conservative Party of Canada	33.9%	42.3%	25.9%	40.7%	34.8%	28.8%
3	Yves-François Blanchet – Bloc Québécois	2.6%	2.4%	2.8%	2.1%	2.7%	2.9%
25	Jagmeet Singh – New Democratic Party	5.3%	4.0%	6.5%	8.9%	5.5%	2.6%
	Elizabeth May – Green Party of Canada Co-Leader	1.6%	0.8%	2.4%	1.2%	2.7%	1.0%
	Jonathan Pedneault – Green Party of Canada Co-Leader	0.2%	0.3%	0.2%	0.7%	0.0%	0.1%
	Maxime Bernier – People's Party of Canada	1.1%	1.8%	0.5%	2.0%	1.3%	0.4%
	None	1.0%	1.2%	0.7%	0.7%	0.8%	1.3%
	Unsure	5.4%	4.7%	6.1%	5.1%	4.9%	5.9%



The CTV-Globe and Mail/Nanos nightly federal election tracking conducted by Nanos Research surveys 1,200 Canadians aged 18 years and over three days (400 interviews each day). Respondents are all randomly recruited through a dual-frame (celland land-line) RDD sample using live agents. Three quarters of the sample are administered the questionnaire by telephone and one quarter is administered the same questionnaire online. The random sample may be weighted by age and gender according to the latest Canadian census data. Throughout the election, the interviews are compiled into a three-night rolling average of 1,200 interviews, with the oldest group of 400 interviews being replaced by a new group of 400 each evening. The current data covers the three-night period ending April 1, 2025.

A random survey of 1,256 Canadians is accurate ±2.8 percentage points, plus or minus, 19 times out of 20.

The full methodology is detailed in the <u>technical note</u> in this report. This research was conducted and released in accordance with the standards of the CRIC of which the firm is an accredited member.

Full data tables with weighted and unweighted number of interviews is here.

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

Element	Description	Element	Description			
Research sponsor	Globe and Mail-CTV	Weighting of	The results may be weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a			
Population and Final Sample Size	1,256 Randomly selected individuals, three-day sample of 400 individuals each day compiled into a three day rolling average.	Data	disclosure.			
Source of Sample	Nanos Insights Labs Probability Panel and RDD cell- land-lines.	Canadania	Screening ensured potential respondents did not work in the market research			
Type of Sample	Probability	Screening	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	± 2.8 percentage points, 19 times out of 20.	Excluded	Individuals younger than 18 years old; individuals without land or cell line or			
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey (75%) and online deployed to Nanos Insights Labs Probability Panel (25%).	Demographics	internet could not participate. By age and gender using the latest Census information (2021) and the sample			
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Stratification	is geographically stratified to be representative of Canada.			
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older.	Estimated Response Rate	Seven percent, consistent with industry norms.			
Demographics (Other)	Six-digit postal code was used to validate geography. Education, income	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire will be released as Part 2 of 2.			
Field on the Mark desire	1 to a taken at a consequent by the later of the second at	Question Content	This was module one of a nightly tracking survey.			
Fieldwork/Validation	Live interviews with live supervision to validate work.	Question	The questionnaire includes questions on which parties people would consider,			
Number of Calls	Maximum of five call backs for the telephone sample.	Wording	then explores ballot and preferred prime minister preferences and closes with issue questions identified by CTV-Globe and Mail and demographics.			
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm	Research/Data Collection	Nanos Research			
Field Dates	March 30 to April 1, 2025	Supplier				
Language of Survey	The survey was conducted in English and French.		Contact Nanos Research for more information or with any concerns or questions.			
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		http://www.nanos.co Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com.			
	Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/	Tabulations	By region, age, gender and number of weighted and unweighted interviews [LINK]			



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EthicStratēgies

Ethic Strategies was created by the founding partners of <u>PAA Advisory</u> and the <u>Nanos</u> <u>Research Corporation</u>, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. <u>www.ethicstrategies.com</u>

Learn more about the Nanos Data Portal service offering. Subscribe today to the Economic, Issue & Sentiment Tracking Portal or the Federal Political Tracking Portal.

Also, for the 2025 Canadian Federal Election track vote consideration, vote preferences and preferred Prime Minister, with data broken down by demographics including age, gender and regions across the country with our new daily numbers.

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