



We are in a world where 39 percent support for the Conservatives is not enough to win an election. This is a result of the increasing polarization centred around the two front running parties. Currently, the Liberal advantage has narrowed to four percentage points (Liberals 43, Conservatives 39, NDP 9). Also of note, Carney retains a comfortable lead on the preferred PM tracking, but it is also diminishing.

A look at the regional ballot breakdowns suggests the Liberal support is likely better distributed for converting into seats. The Conservatives enjoy about a 20 point lead in the Prairies, while the Liberals lead in the other regions ranges from five to 16 points. Demographically the race is tightening between the front runners among those voters under 55 years of age while the Liberals retain their lead among voters over 55. (Three day tracking ending April 8, 2025)

Nik Nanos, Chief Data Scientist April 9, 2025



# 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:** Globe and Mail-CTV/Nanos Research tracking survey, April 6 to 8, 2025, n=1,239, 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.

Contact: Nik Nanos

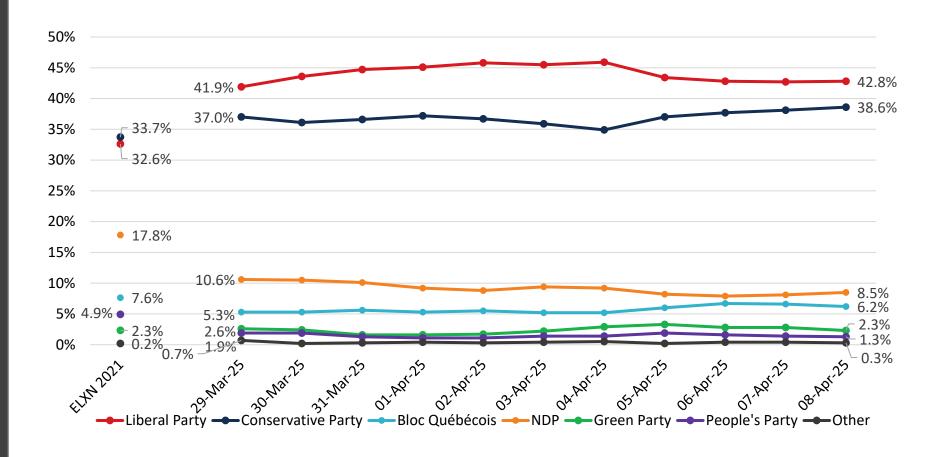
Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924

nik@nanos.co

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

## **Ballot – Decided Only**

Canada – Federal Special Issue – Ballot (decided only) (April 6 to 8, 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) (April 6 to 8, 2025 n=1,150)

	Order based on current number of seats at dissolution	Canada (n=1,150)	Atlantic (n=106)	Quebec (n=285)	Ontario (n=341)	Prairies (n=250)	BC (n=168)
Į.	Liberal Party of Canada	42.8%	48.6%	39.6%	48.3%	34.4%	40.5%
<b>(</b>	Conservative Party of Canada	38.6%	40.4%	23.6%	40.8%	54.9%	35.9%
B	Bloc Québécois	6.2%	0.0%	26.8%	0.0%	0.0%	0.0%
<b>+NDP</b>	New Democratic Party	8.5%	10.9%	5.4%	7.5%	7.4%	16.2%
GREEN	Green Party of Canada	2.3%	0.0%	3.2%	1.8%	0.0%	6.0%
PPC	People's Party of Canada	1.3%	0.0%	0.8%	1.4%	3.2%	0.4%
	Other	0.3%	0.0%	0.4%	0.2%	0.0%	1.0%

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, April 6 to 8, 2025, n=1,239, 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.

**Contact: Nik Nanos** 

Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924

nik@nanos.co

# THE GLOBE AND MAIL\* OTV NEWS (1) NANOS ELXN45 TRACKING Ballot – by age and gender

Canada – Federal Special Issue – Ballot (decided only) (April 6 to 8, 2025 n=1,150)

	Order based on current number of seats at dissolution	Canada (n=1,150)	Men (n=665)	Women (n=485)	18 to 34 (n=224)	35 to 54 (n=385)	55 plus (n=541)
<b>!</b> *	Liberal Party of Canada	42.8%	37.8%	47.8%	39.8%	40.0%	47.0%
<b>(</b>	Conservative Party of Canada	38.6%	46.7%	30.7%	36.3%	41.7%	37.8%
B	Bloc Québécois	6.2%	6.5%	5.9%	5.5%	6.8%	6.1%
<b>◆NDP</b>	New Democratic Party	8.5%	5.4%	11.4%	13.4%	6.1%	7.1%
GREEN	Green Party of Canada	2.3%	1.0%	3.6%	3.2%	3.2%	1.0%
PPC	People's Party of Canada	1.3%	2.0%	0.7%	1.1%	2.0%	1.0%
	Other	0.3%	0.6%	0.0%	0.7%	0.3%	0.1%

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, April 6 to 8, 2025, n=1,239, 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.

**Contact: Nik Nanos** 

Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924

nik@nanos.co

Source: Globe and Mail-CTV/Nanos Research tracking survey, April 6 to 8, 2025, n=1,239, 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.

Contact: Nik Nanos

nik@nanos.co

Ottawa: (613) 234-4666 x 237

Website: www.nanos.co

Methodology:

www.nanos.co/method



### **Vote Profile and Ballot**

(April 6 to 8, 2025 n=1,239). 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
<b>!</b>	Liberal Party of Canada	39.6%	42.8%
<b>(</b>	Conservative Party of Canada	35.7%	38.6%
B	Bloc Québécois	5.7%	6.2%
<b>♦ND</b> P	New Democratic Party	7.8%	8.5%
GREEN PARTY	Green Party of Canada	2.1%	2.3%
PPC	People's Party of Canada	1.2%	1.3%
	Other	0.3%	0.3%
	Undecided	7.4%	

# **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, April 6 to 8, 2025, n=1,239, 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.

Contact: Nik Nanos

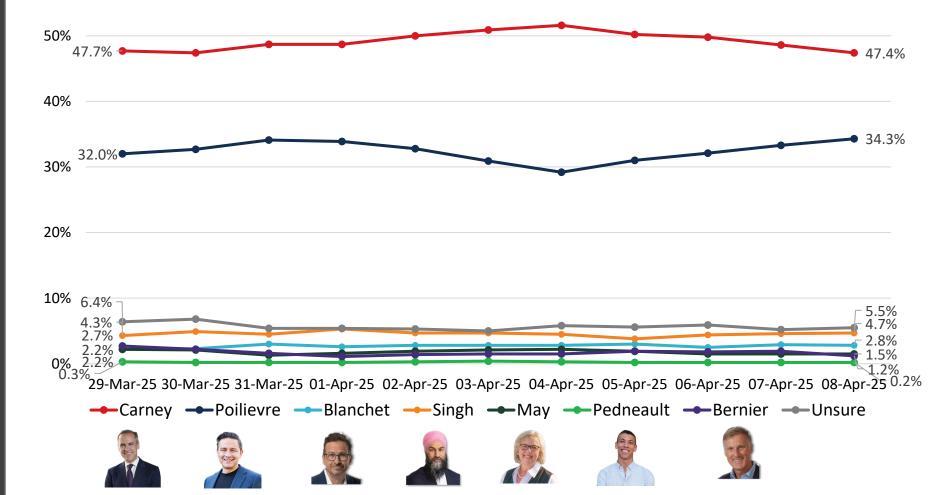
Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924

nik@nanos.co

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

#### **Preferred Prime Minister**

Canada – Federal Special Issue – Preferred Prime Minister First Ranked Choice (April 6 to 8, 2025, n=1,239) – 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, April 6 to 8, 2025, n=1,239, 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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924

nik@nanos.co



### **Preferred Prime Minister – by region**

Canada – Federal Special Issue – Preferred Prime Minister First Ranked Choice (April 6 to 8, 2025, n=1,239)

	Order based on current number of seats at dissolution	Canada (n=1,239)	Atlantic (n=117)	Quebec (n=310)	Ontario (n=366)	Prairies (n=265)	BC (n=181)
	Mark Carney – Liberal Party of Canada	47.4%	50.6%	48.6%	50.9%	36.9%	47.3%
	Pierre Poilievre – Conservative Party of Canada	34.3%	33.8%	21.8%	35.8%	48.3%	33.5%
	Yves-François Blanchet – Bloc Québécois	2.8%	0.0%	12.1%	0.0%	0.0%	0.0%
95	Jagmeet Singh – New Democratic Party	4.7%	7.9%	3.3%	3.6%	5.1%	8.4%
	Elizabeth May – Green Party of Canada Co-Leader	1.5%	2.8% 0.8% 1.6%	0.0%	3.3%		
	Jonathan Pedneault – Green Party of Canada Co-Leader	0.2%	0.0%	0.7%	0.0%	0.0%	0.0%
	Maxime Bernier – People's Party of Canada	1.2%	0.0%	1.0%	0.8%	3.6%	0.5%
	None	2.2%	2.3%	2.8%	2.0%	3.3%	0.4%
	Unsure	5.5%	2.5%	9.0%	5.4%	1.8%	5.7%

# 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, April 6 to 8, 2025, n=1,239, 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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924

nik@nanos.co

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

### **Preferred Prime Minister – by age and gender**

Canada – Federal Special Issue – Preferred Prime Minister First Ranked Choice (April 6 to 8, 2025, n=1,239)

	Order based on current number of seats at dissolution	Canada (n=1,239)	Men (n=712)	Women (n=527)	18 to 34 (n=240)	35 to 54 (n=418)	55 plus (n=581)
	Mark Carney – Liberal Party of Canada	47.4%	42.8%	51.7%	41.8%	44.9%	53.0%
	Pierre Poilievre – Conservative Party of Canada	34.3%	42.8%	26.1%	31.9%	37.7%	33.2%
	Yves-François Blanchet – Bloc Québécois	2.8%	2.4%	3.1%	2.5%	3.0%	2.8%
25	Jagmeet Singh – New Democratic Party	4.7%	2.8%	6.6%	8.8%	3.1%	3.4%
	Elizabeth May – Green Party of Canada Co-Leader	1.5%	0.8%	2.1%	2.5%	2.4%	0.0%
	Jonathan Pedneault – Green Party of Canada Co-Leader	0.2%	0.0%	0.3%	0.0%	0.3%	0.2%
	Maxime Bernier – People's Party of Canada	1.2%	1.8%	0.6%	1.7%	1.5%	0.7%
	None	2.2%	2. 5%	1.9%	2.3%	2.6%	1.8%
	Unsure	5.5%	3.6%	7.2%	8.2%	3.8%	5.0%



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 8, 2025.

A random survey of 1,239 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	1,239 Randomly selected individuals, three-day sample of 400 individuals each day compiled into a three day rolling average.	Data	distribution across all regions of Canada. See tables for full weighting 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	$\pm 2.8$ 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.		
Fields and Aralidation		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, then explores ballot and preferred prime minister preferences and closes		
Number of Calls	Maximum of five call backs for the telephone sample.	Wording	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	April 6 to 8, 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	Contact	http://www.nanos.co Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com.		
	Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>	Tabulations	By region, age, gender and number of weighted and unweighted interviews [LINK]		



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. <a href="https://www.nanos.co">www.nanos.co</a>

#### nanos dimap analytika



dimap

This international joint venture between <u>dimap</u> and <u>Nanos</u> 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. <u>www.nanosdimap.com</u>

## **Ethic**Stratēgies

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.

### Sign up Learn more

Stay ahead of the curve with the Nanos Data Portals, designed to provide you with insights into consumer confidence, mental health and wellness, public opinion on foreign and domestic policy issues, political preferences and much more. Whether you are a researcher, policymaker, or business leader, our platform delivers actionable intelligence that helps you understand the shifting landscape of public sentiment. Dive deep into customizable visualizations and reports that highlight historical trends. Make informed decisions backed by data that matters. Engage your audience with a resource that transforms complex information into clear, actionable insights.





### 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: <a href="https://www.nanos.co">www.nanos.co</a>