

Accessible voters for Liberals down 10 points from election – Conservatives have same percentage of accessible as 2015

*Nanos Weekly Tracking, ending July 19, 2019
(released July 23, 2019 - 6 am Eastern)*



*Ideas powered by
world-class data*

At a glance



Play with the data at the interactive Nanos portal at <http://www.nanos.co/dataportal/> > ballot tracking > issue tracking > economic tracking > cut the data by region and demographic and see the trend lines

Ballot – [FOR SUBSCRIBERS] -The latest Nanos federal ballot tracking has the Liberals at ■■■ per cent, followed by the Conservatives at ■■■ per cent, the NDP at ■■■ per cent, the Greens at ■■■ per cent, the BQ at ■■■ per cent and the People’s Party of Canada (PPC) at ■■■ per cent.

Accessible Voters – Asked whether they would consider voting for each of the federal parties, 45.2 per cent would consider voting Liberal, while 39.4 per cent of Canadians say they would consider voting Conservative. One in three (34.0%) would consider voting NDP, 31.3 per cent would consider voting Green, 8.3 per cent would consider voting for the People’s Party and 29.1 per cent would consider voting for the BQ.

Preferred Prime Minister – Nanos tracking has Trudeau as the preferred choice as PM at 32.8 per cent of Canadians followed by Scheer (24.0), Singh (8.0%), May (8.8%) and Bernier (1.8%). Twenty two per cent of Canadians were unsure whom they preferred.

Qualities of a Good Political Leader – Four in ten Canadians (45.5%) believe Trudeau has the qualities of a good political leader while 36.8 per cent believe Scheer has the qualities of a good political leader. Four in ten (35.6%) believe Elizabeth May has the qualities of a good political leader, while 29.0 say the same about Jagmeet Singh. One in seven (15.2%) believe Bernier has the qualities of a good political leader 24.6 per cent said Blanchet has the qualities of a good political leader (QC only).

Nanos Party Power Index – The Nanos Index which is a composite of a series of measures including ballot and leadership impressions has the Liberals at 52.7 points, followed by the Conservatives with 49.6 points, the NDP 41.0 points, the Greens 39.9 points, the People’s Party 27.4 points and the BQ 32.1 points (QC only).

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, FMRIA

Ottawa: (613) 234-4666 x 237

nik@nanos.co

Twitter: @niknanos

Party Power Index



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

The weekly tracking figures are based on a four-week rolling sample comprised of 1,000 interviews. To update the tracking a new week of 250 interviews is added and the oldest week dropped. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.

Contact: Nik Nanos
 (613) 234-4666 x 237
 nnanos@nanosresearch.com
 Twitter: @niknanos

Category order based on number of seats in the House of Commons

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								
Subscribers Only								
Preferred Prime Minister	This week	Last week	Oct 18 2015	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
Trudeau	32.8%	32.9%	35.5%	27.9%	32.6%	40.5%	43.1%	26.3%
Scheer	24.0%	23.1%	29.1%	24.0%	26.1%	25.2%	28.6%	20.0%
Singh	8.0%	8.9%	18.9%	9.7%	8.0%	6.3%	9.9%	5.0%
Blanchet	2.3%	1.8%	1.8%	1.6%	1.3%	1.3%	2.3%	0.5%
May	8.8%	7.9%	5.2%	7.7%	7.7%	5.9%	10.8%	4.6%
Bernier	1.8%	2.2%	--	2.1%	1.9%	--	5.2%	1.4%
Unsure	22.3%	23.2%	9.6%	27.0%	22.4%	20.8%	27.8%	17.2%
Canada Party Power Index	This week	Last week	Oct 18 2015	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
Liberal	52.7	52.6	58.1	50.1	51.0	57.6	58.6	47.7
Conservative	49.6	49.1	49.3	50.9	51.6	53.5	54.3	49.1
NDP	41.0	41.4	49.8	42.3	41.7	42.2	44.0	39.4
Bloc	32.1	31.0	31.5	33.9	33.2	25.8	34.6	24.6
Green	39.9	40.0	30.4	40.8	37.2	35.6	40.8	33.3
People's	27.4	27.4	--	26.7	27.1	--	29.5	25.4

Leadership Summary



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

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Contact: Nik Nanos
 (613) 234-4666 x 237
 nnanos@nanosresearch.com
 Twitter: @niknanos

Category order based on number of seats in the House of Commons

Nanos Tracking Data Summary

Party Consider	This week	Last week	Oct 18 2015	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
Liberal	45.2%	47.4%	54.7%	46.6%	45.4%	51.8%	53.6%	43.0%
Conservative	39.4%	39.8%	39.3%	42.4%	45.2%	50.1%	52.7%	39.4%
NDP	34.0%	35.3%	40.4%	37.0%	37.1%	40.6%	42.3%	32.7%
Bloc	29.1%	28.3%	30.4%	30.6%	38.5%	24.5%	38.5%	18.1%
Green	31.3%	33.1%	22.7%	35.7%	31.0%	30.2%	37.0%	25.9%
People's	8.3%	9.3%	--	8.5%	9.2%	--	12.4%	7.7%

Has Qualities of a Good Political Leader	This week	Last week	Oct 18 2015	4 Weeks Ago	3 Months Ago	1 Year Ago	12 Month High	12 Month Low
Trudeau	45.5%	45.5%	61.3%	43.1%	44.3%	57.7%	60.2%	40.3%
Scheer	36.8%	36.0%	51.8%	36.6%	39.0%	40.8%	45.6%	35.4%
Singh	29.0%	28.2%	57.2%	29.3%	29.6%	34.8%	35.7%	25.7%
Blanchet	24.6%	24.8%	51.2%	29.3%	30.8%	18.9%	30.8%	10.7%
May	35.6%	36.9%	36.4%	37.2%	35.5%	36.1%	40.0%	31.3%
Bernier	15.2%	14.9%	--	14.4%	18.5%	--	21.6%	14.4%

National Ballot



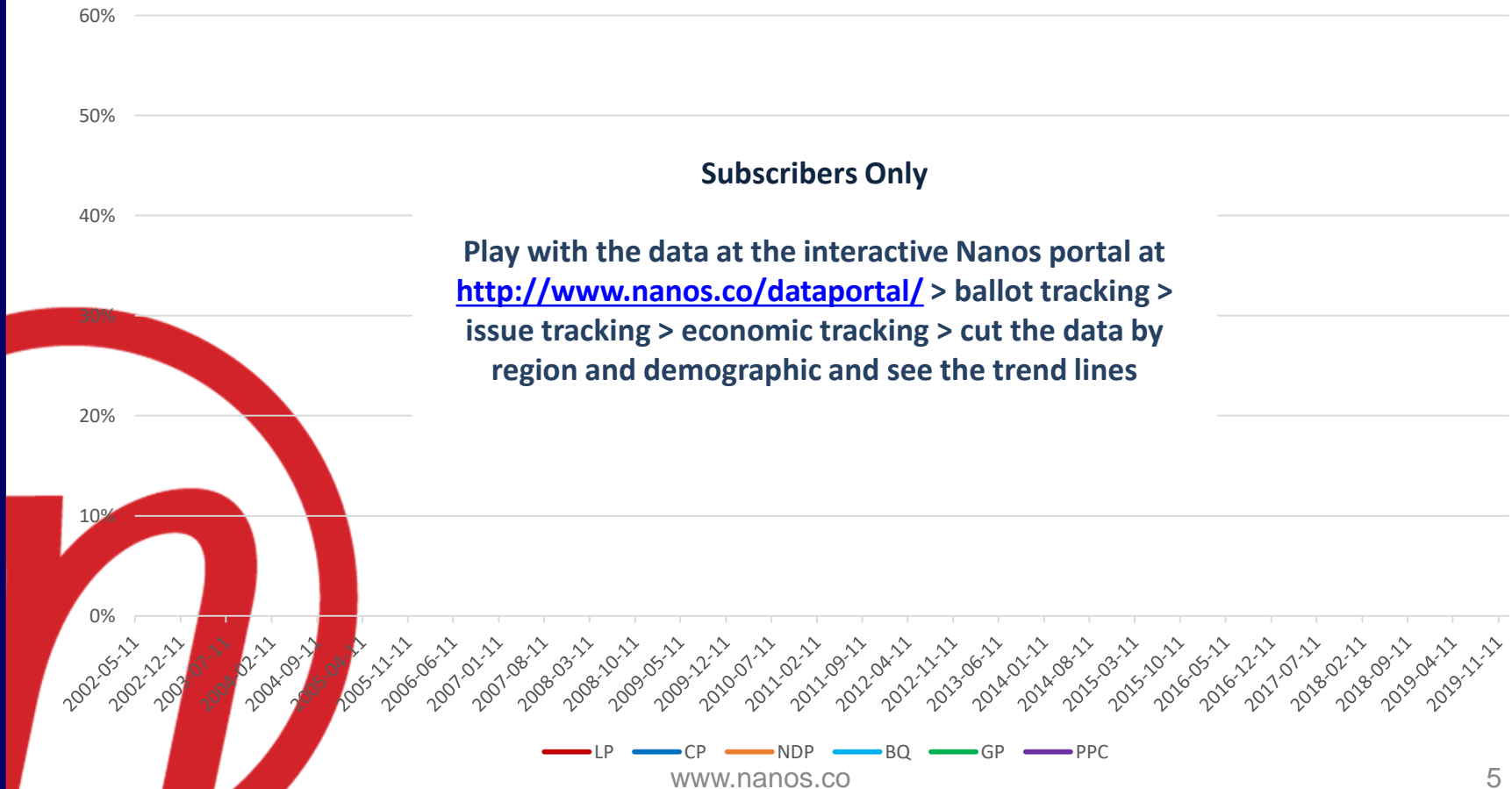
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

Weekly Tracking – First Ranked Choice – Long Term Trend
(Four week rolling average ending July 19, 2019, n=793)

Election

Subscribers Only

Play with the data at the interactive Nanos portal at <http://www.nanos.co/dataportal/> > ballot tracking > issue tracking > economic tracking > cut the data by region and demographic and see the trend lines



Federal Party Accessible Voters

Nanos Weekly Tracking



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*A proven track
record of accuracy*

Consider Liberal

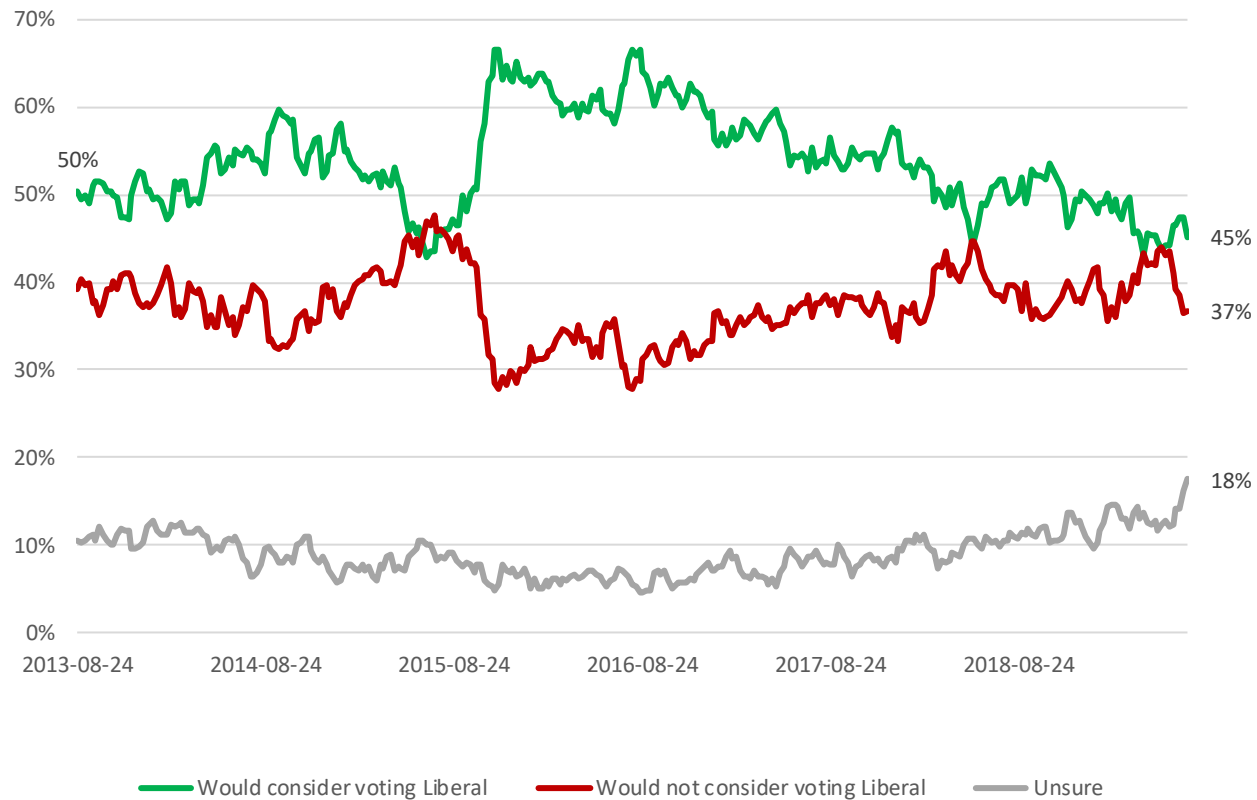


Liberal

Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

*National – Weekly Tracking
(Ending July 19, 2019, n=1,000)*



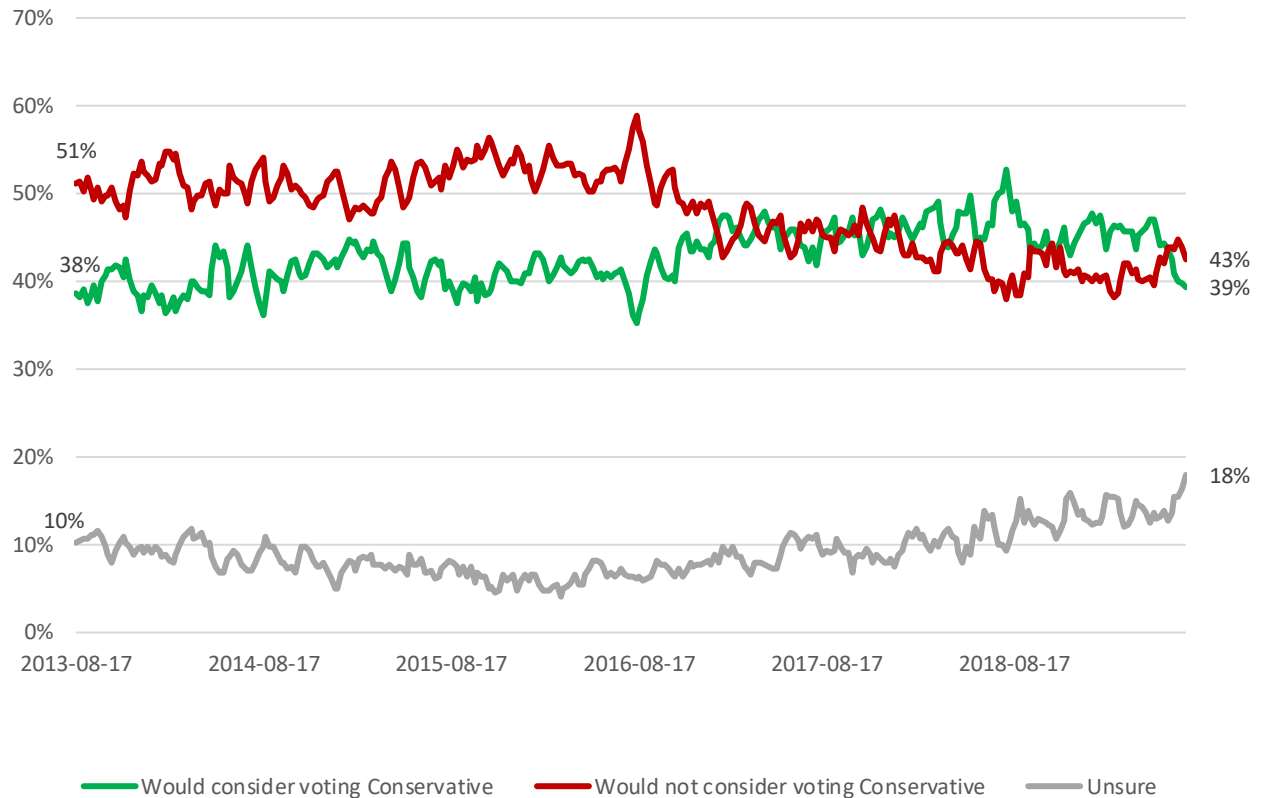
Consider Conservative



*National – Weekly Tracking
(Ending July 19, 2019, n=1,000)*

Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



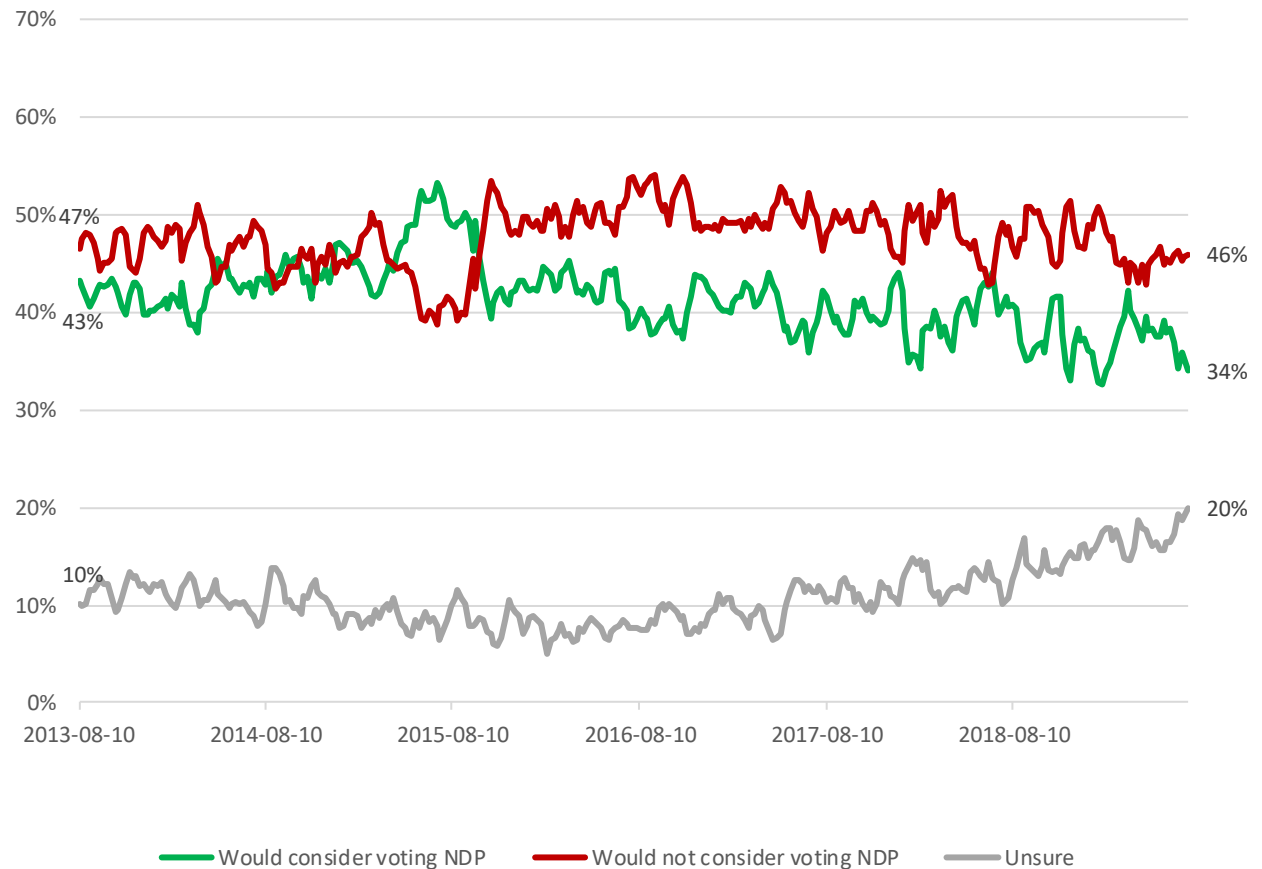
Consider NDP



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

National – Weekly Tracking
(Ending July 19, 2019, n=1,000)



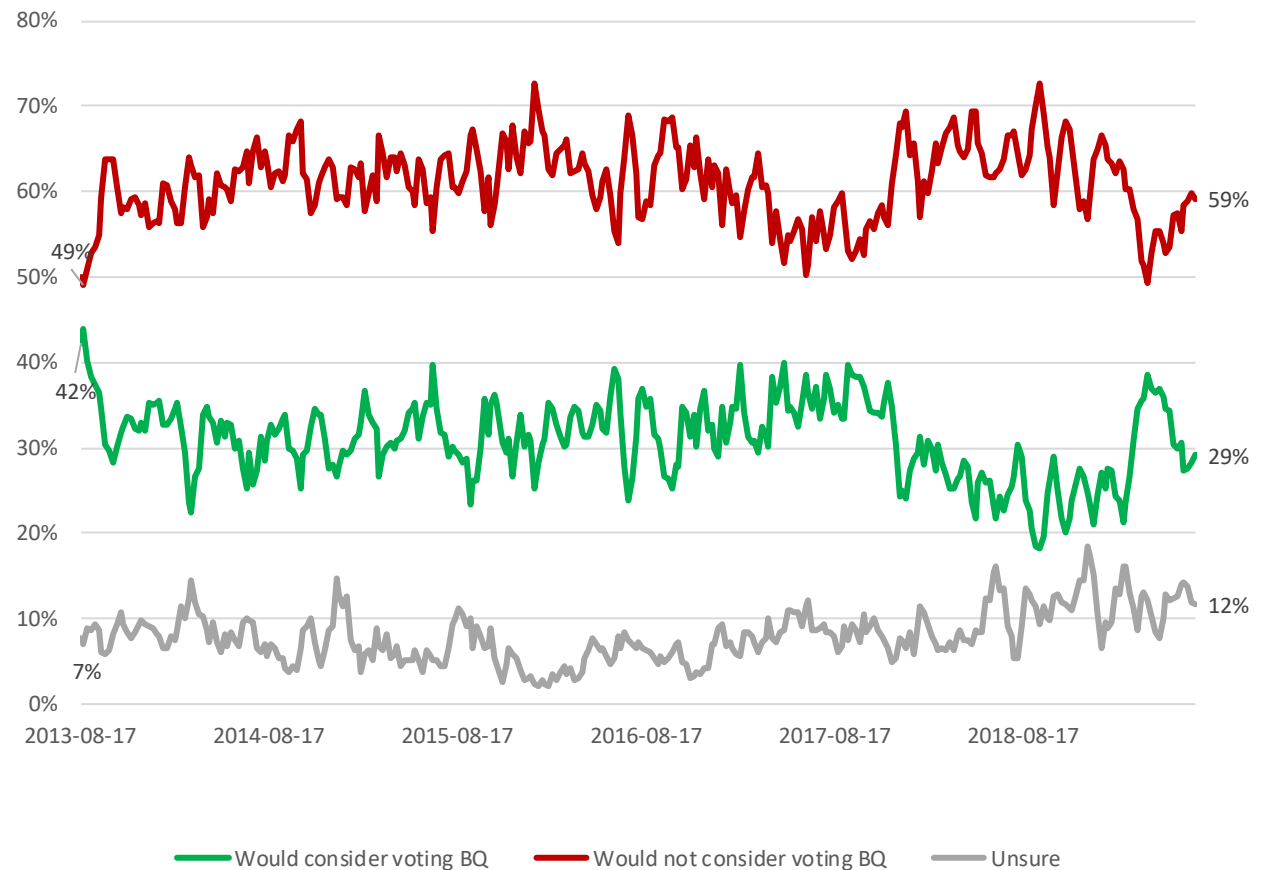
Consider Bloc



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Bloc Québécois

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

*Quebec only – Weekly Tracking
(Ending July 19, 2019, 2017, n=248)*



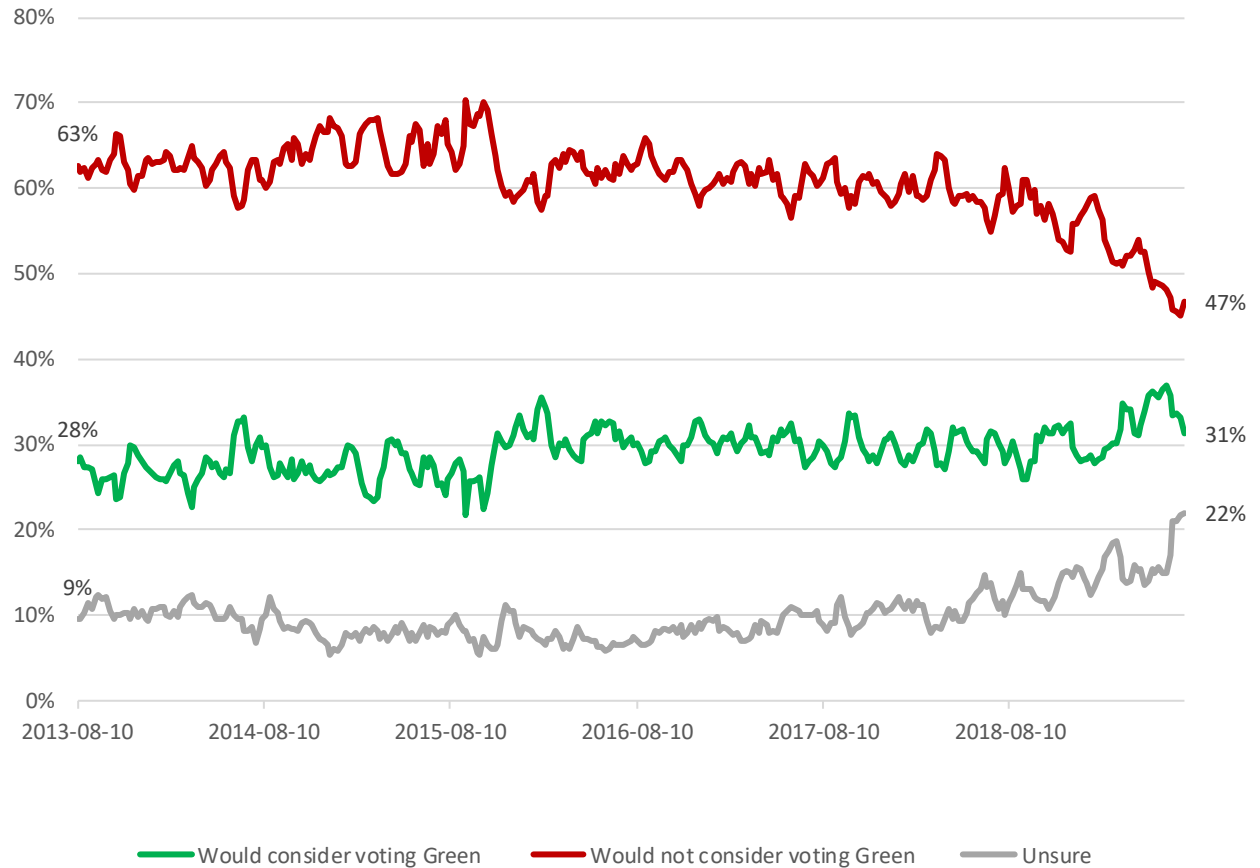
Consider Green



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

**National – Weekly Tracking
(Ending July 19, 2019, n=1,000)**



Consider People's



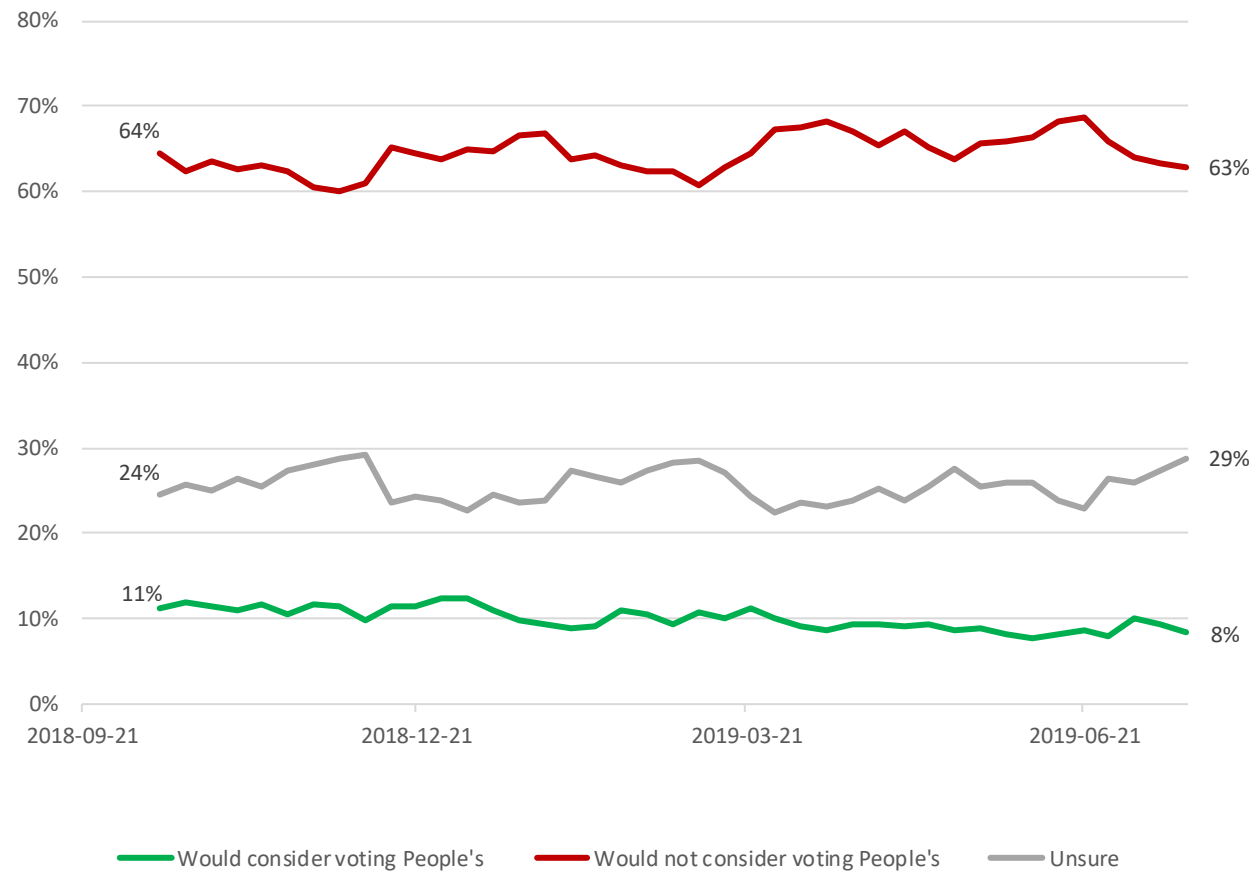
PEOPLE'S PARTY OF CANADA

Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] People's Party of Canada

Contact: Nik Nanos

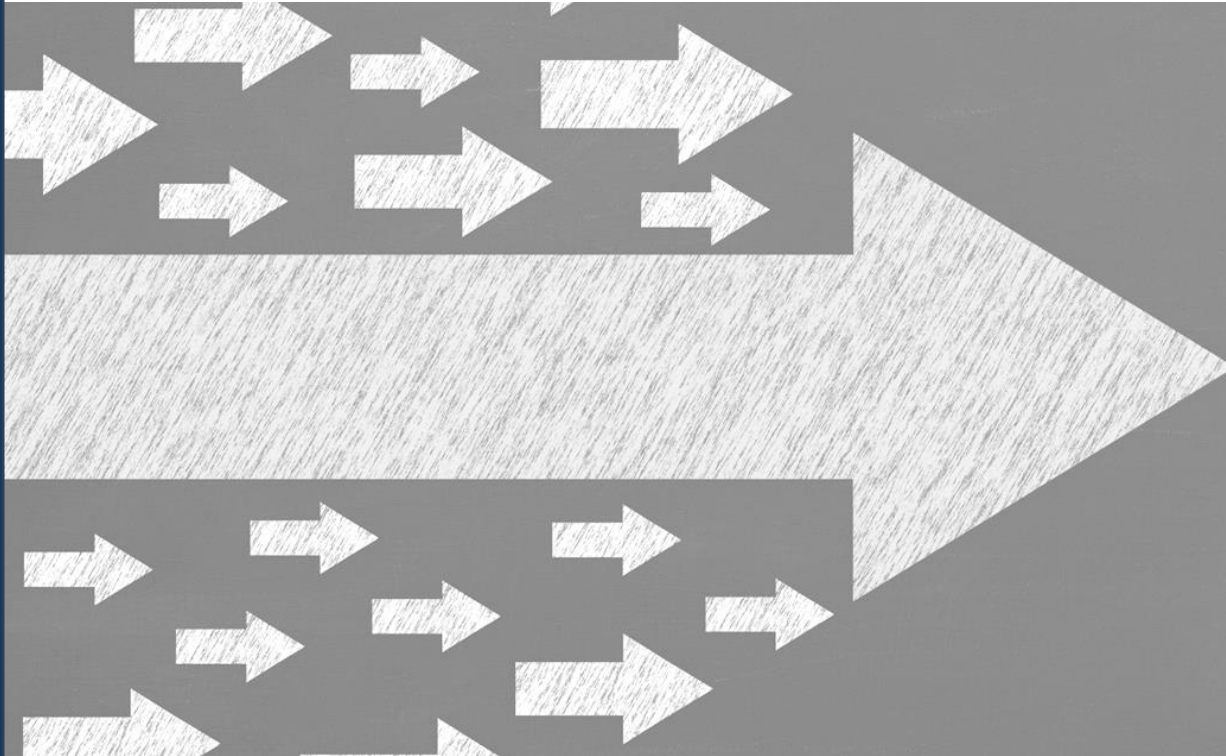
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

National – Weekly Tracking
(Ending July 19, 2019, n=1,000)



Tracking on the Federal Political Leaders

Nanos Weekly Tracking



NANOS

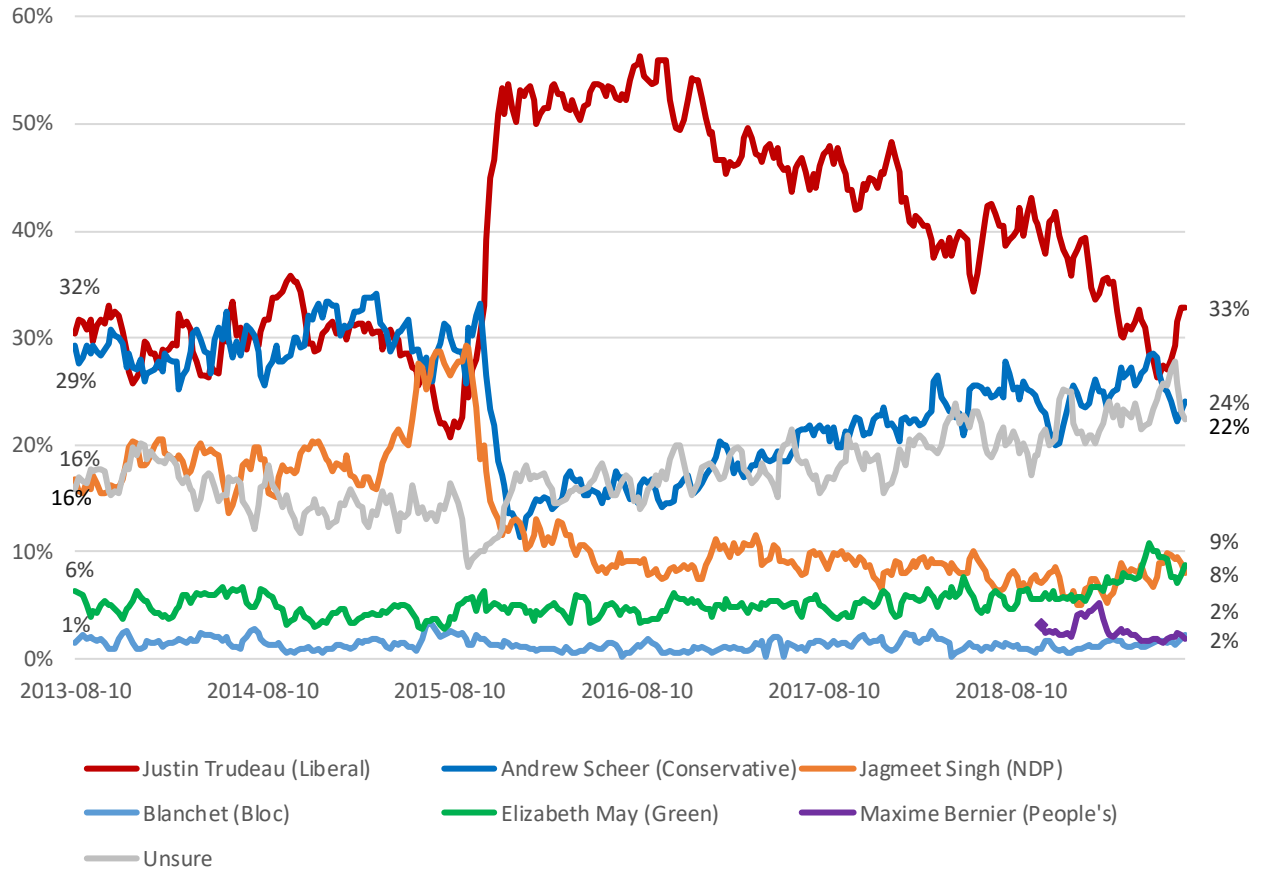
*Winning solutions
for decision-makers*



**National – Weekly Tracking – Preferred Prime Minister First Ranked Choice
(Ending July 19, 2019, 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]

Contact: Nik Nanos
 Ottawa: (613) 234-4666 x 237
 Washington DC: (202) 697-9924
 nnanos@nanosresearch.com



Trudeau

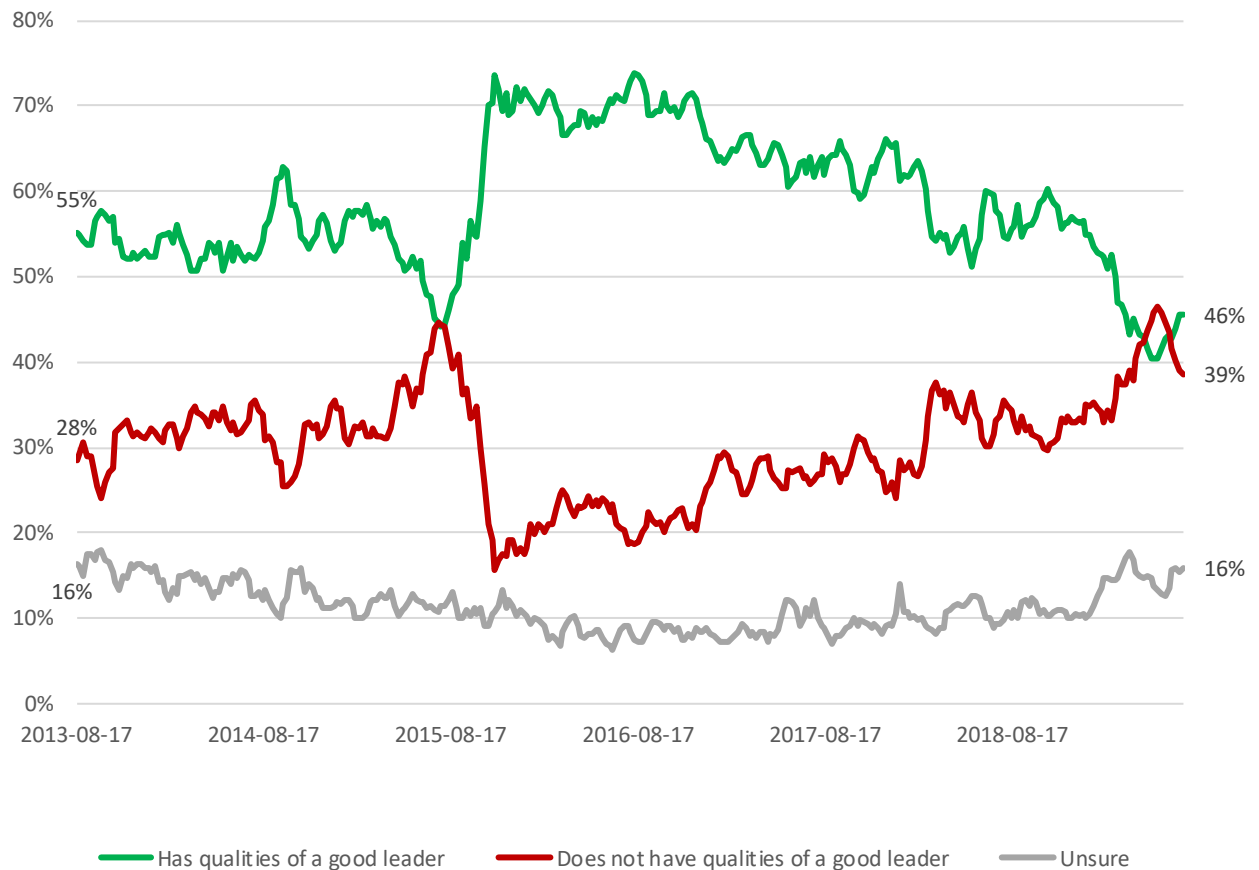


Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Justin Trudeau

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

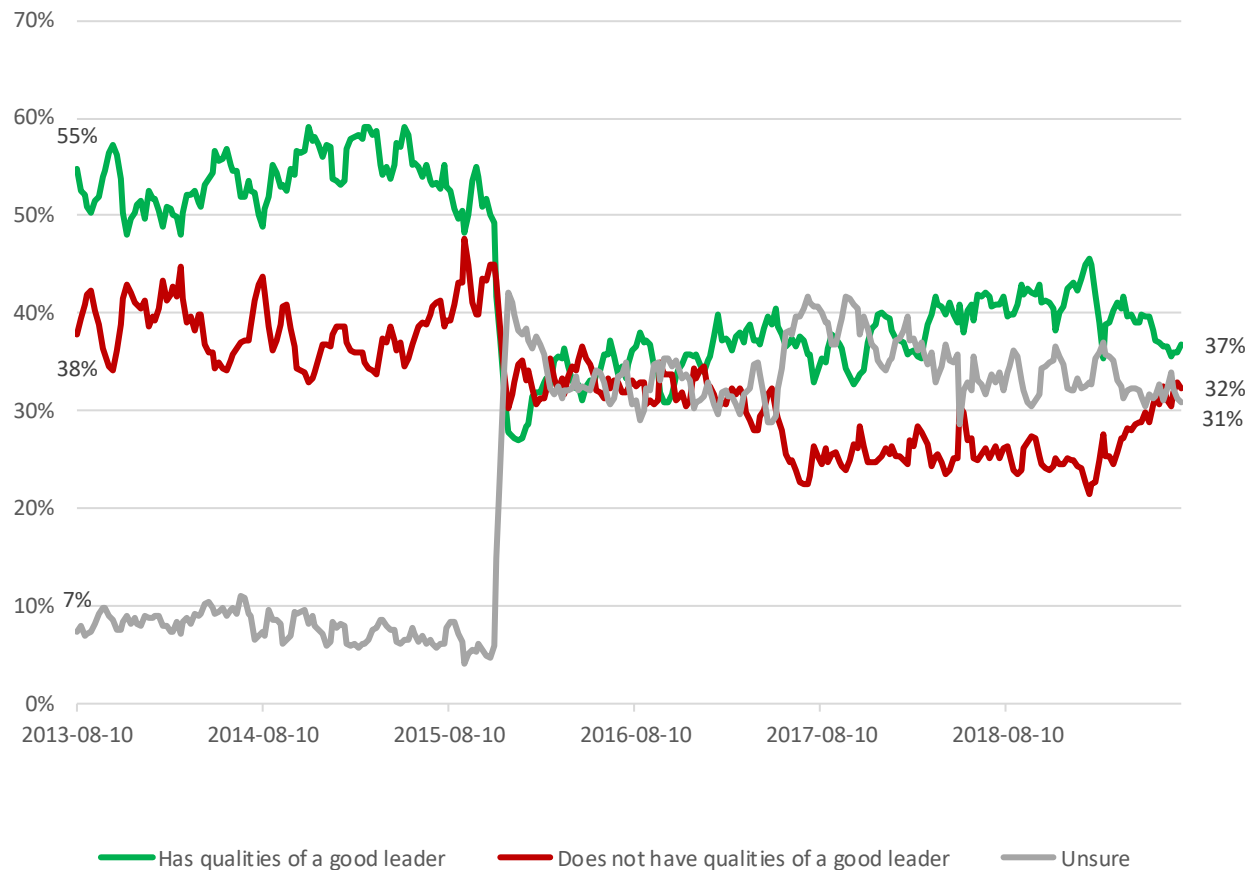
**National – Weekly Tracking – Qualities of a Good Political Leader
(Ending July 19, 2019, n=1,000)**



Question: For each of the following federal political party leaders, do you think they have do not have the qualities to be a good political leader? [RANDOMIZE] Andrew Scheer.

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

National – Weekly Tracking– Qualities of a Good Political Leader (Ending July 19, 2019, n=1,000)



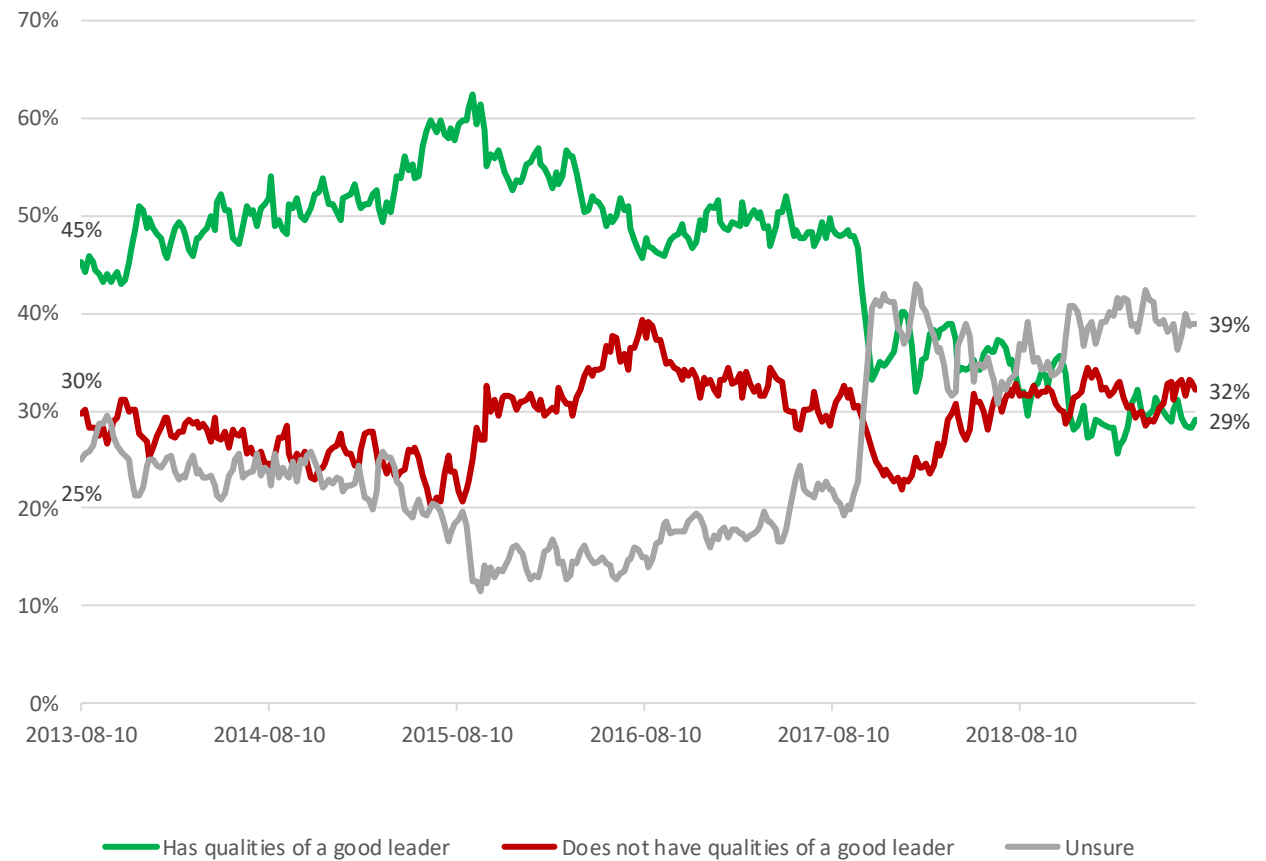
Singh



Question: 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] Jagmeet Singh

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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**National – Weekly Tracking– Qualities of a Good Political Leader
(Ending July 19, 2019, n=1,000)**

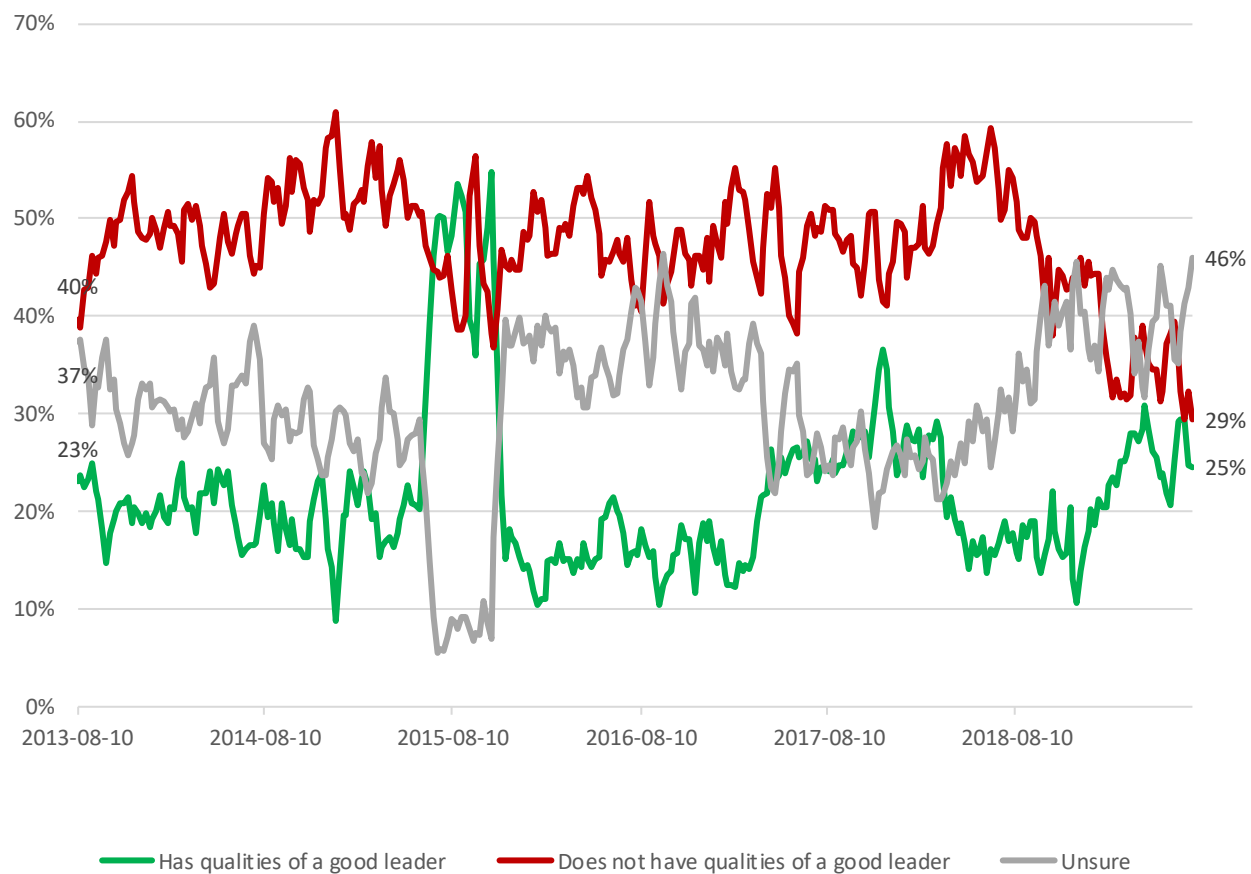


Quebec only – Weekly Tracking – Qualities of a Good Political Leader (Ending July 19, 2019, n=248)

Question: 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] Mario Beaulieu (interim leader)/Yves-François Blanchet (newly elected leader).

Contact: Nik Nanos

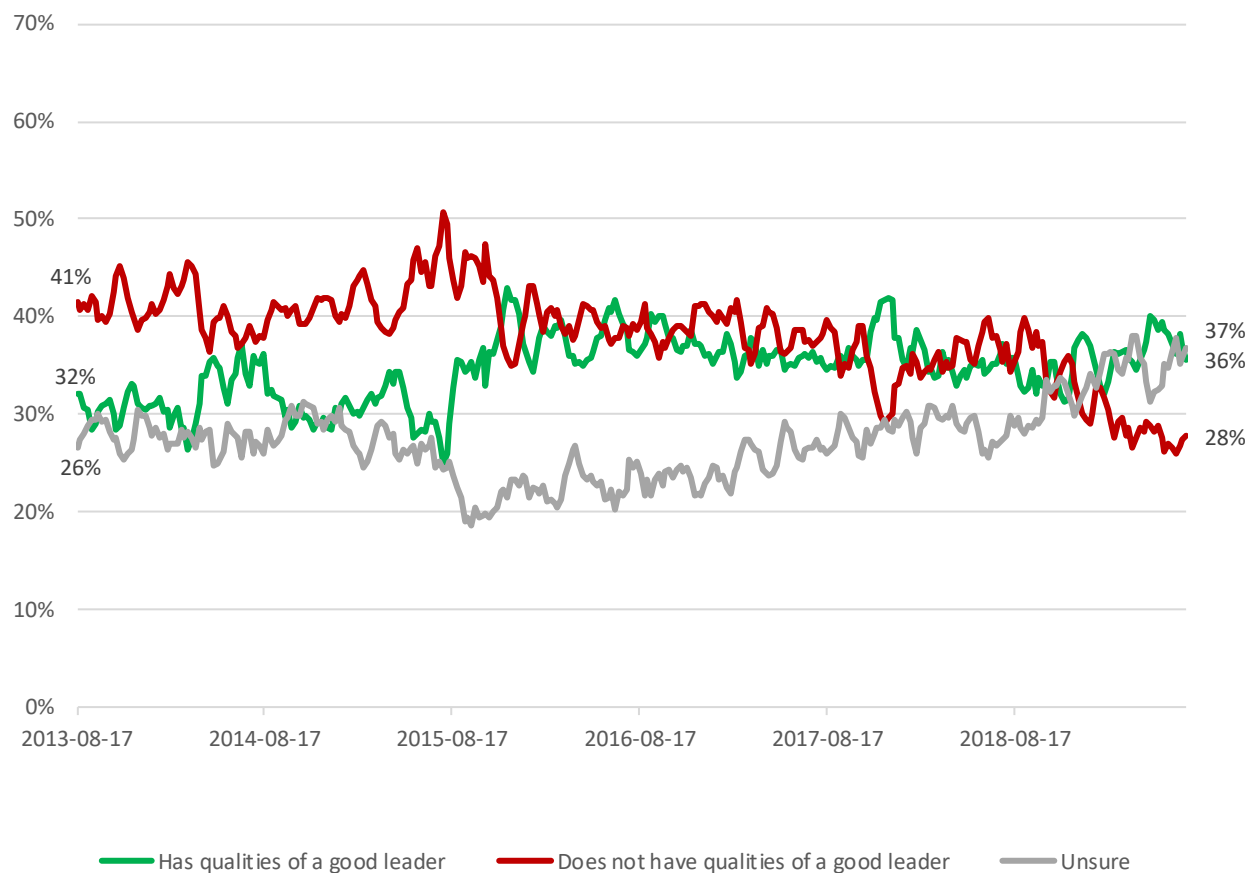
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Question: 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] Elizabeth May

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

National – Weekly Tracking – Qualities of a Good Political Leader (Ending July 19, 2019, n=1,000)



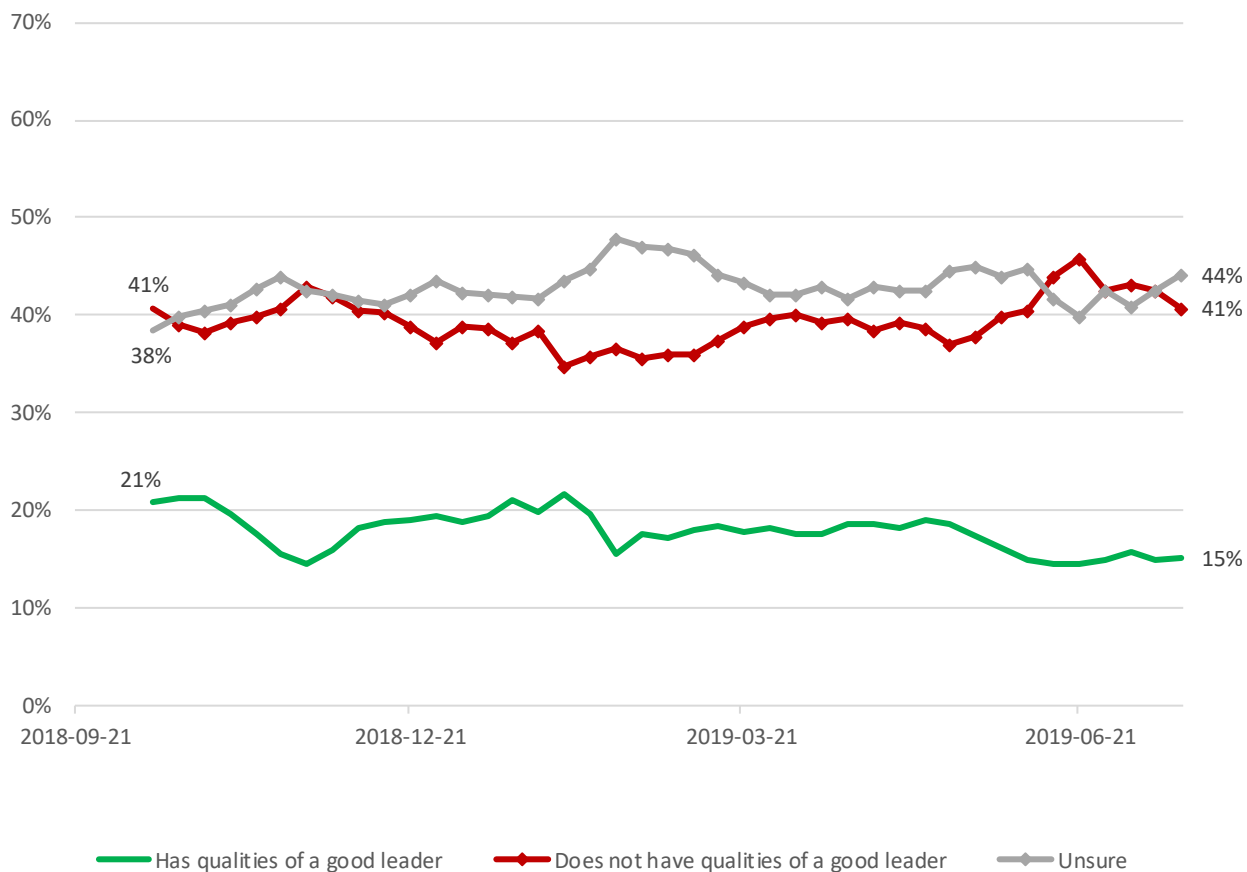
Bernier



Question: 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] Maxime Bernier

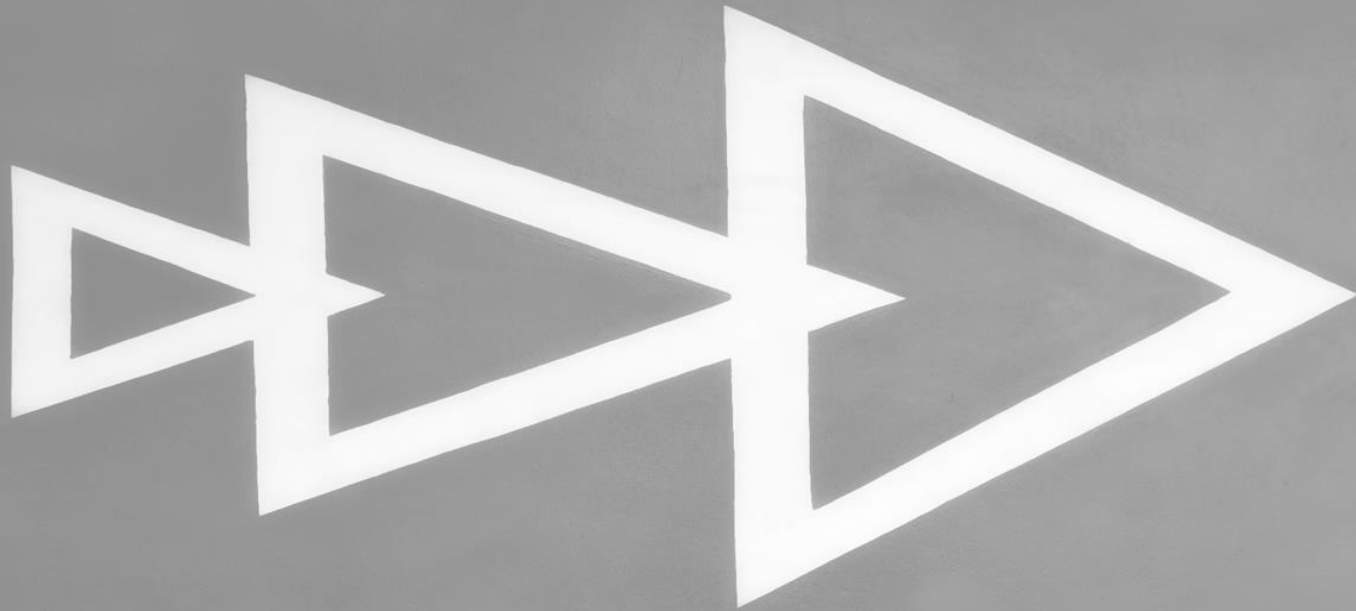
Contact: Nik Nanos
 Ottawa: (613) 234-4666 x 237
 Washington DC: (202) 697-9924
 nnanos@nanosresearch.com

**National – Weekly Tracking – Qualities of a Good Political Leader
 (Ending July 19, 2019, n=1,000)**



Nanos Party Power Index

Nanos Weekly Tracking



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Applying advanced machine learning algorithms

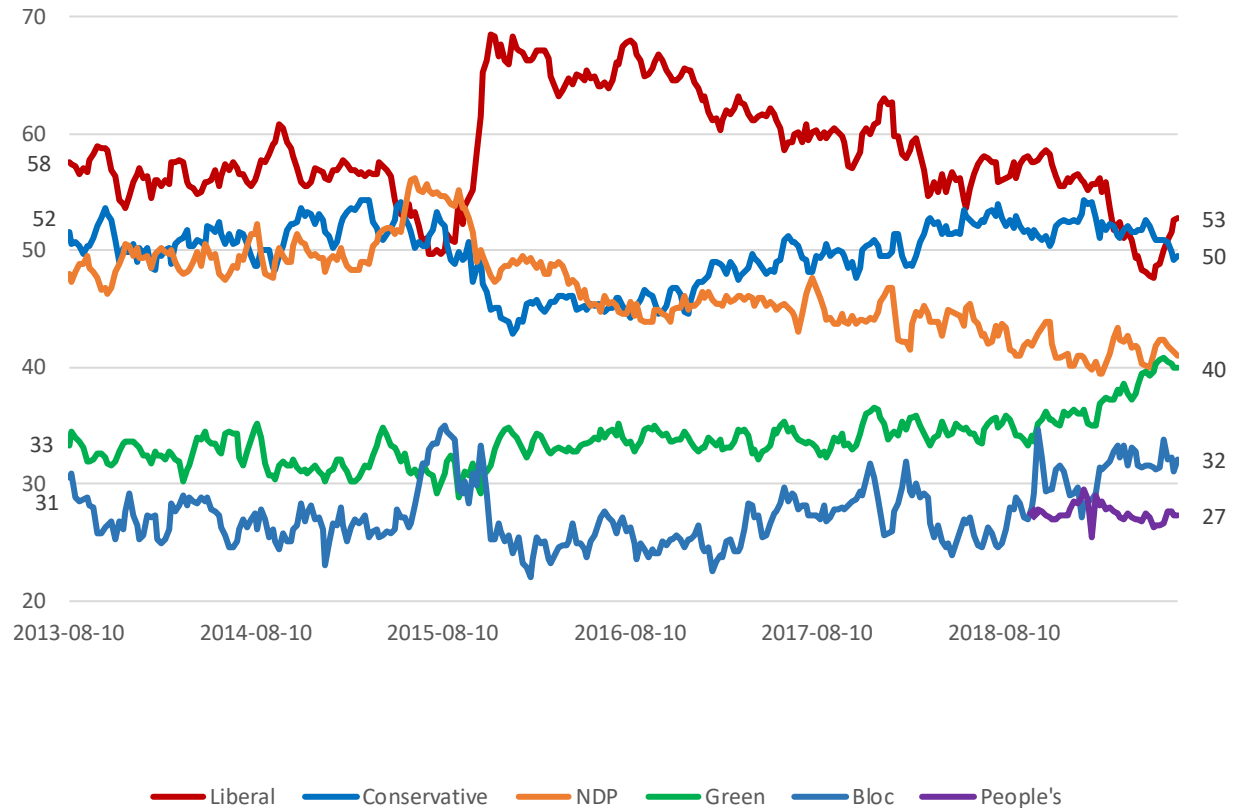
Party Power Index



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
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nnanos@nanosresearch.com

**Canada Weekly Index Tracking Scores
(Ending July 19, 2019, n=1,000)**





Methodology

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 a dual frame (land + cell-lines) random telephone interviews with 1,000 Canadians 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 by age and gender 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 telephone survey of 1,000 Canadians is accurate ± 3.1 percentage points, plus or minus, 19 times out of 20.

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 1,000 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.

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Nanos Research	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
Final Sample Size	1,000 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	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) telephone survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Nine 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 – 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 part of a weekly tracking survey. The preceding module included questions about national issues of concern and ballot preferences and economic confidence.
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.	Survey Company	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.nanosresearch.com Telephone:(613) 234-4666 ext. 237 – Toll Free: (888) 737-5505 ext. 223. Email: info@nanosresearch.com.
Field Dates	Four week period July 19, 2019		
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by ESOMAR and AAPOR.		

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Nik Nanos FMRIA

Chairman, Nanos Research Group

Ottawa (613) 234-4666 ext. 237

Washington DC (202) 697-9924

nnanos@nanosresearch.com

2015 Federal Election	NANOS Sunday, October 18 th , 2015	ELECTION Results Monday, October 19 th , 2015	Variance
 Liberal	39.1%	39.5%	0.4
	30.5%	31.9%	1.4
 NDP	19.7%	19.7%	0
 BLOC Québécois	5.5%	4.7%	0.8
 green PARTY OF CANADA	4.6%	3.4%	1.2
Other	0.5%	0.5%	0
Numbers of interviews (aggregate)	722		
Margin of error	±3.7		

Election results from Elections Canada as of 10:30am EST on October 20th, 2015.