Spotlight Ontario – Liberal support slides in 905 in week two of campaign

Ontario Drill Down - released September 26th, 2019

> *Although Liberals hold advantage in battleground Ontario, their support in Ontario declined in week 2 of the campaign. The slide was most notable in the 905.*

Nik Nanos

Ontario Ballot

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. This report is comprised of a comparison of week 1 and week 2 of the campaign for voters in the province of Ontario. The margin of error for a survey of 758 or 747 respondents is ±3.6 percentage points, 19 times out of 20. Regional results geographically weighted to their true population proportion for the provincial sample.

Contact: Nik Nanos
nik@nanos.co
(613) 234-4666 x 237

Website: www.nanos.co
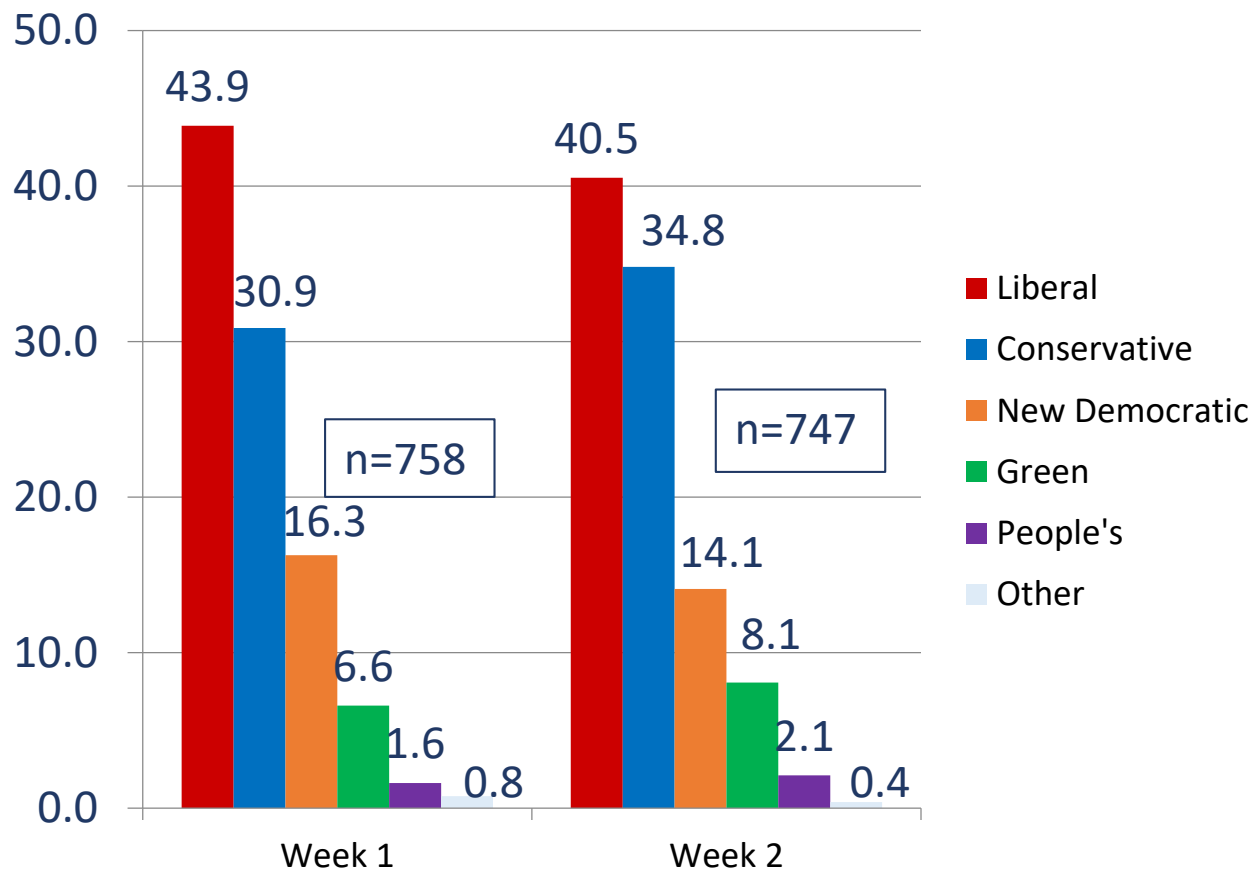
Methodology:
www.nanos.co/method

Subscribe to the Nanos data portals

Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – DECIDED VOTERS ONLY

Bar chart comparing Week 1 and Week 2 voting preferences.

Party	Week 1	Week 2
Liberal	43.9	40.5
Conservative	30.9	34.8
New Democratic	16.3	14.1
Green	6.6	8.1
People's	1.6	2.1
Other	0.8	0.4

n=758 (Week 1)
n=747 (Week 2)

Ontario 905 Area Ballot

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. This report is comprised of a comparison of week 1 and week 2 of the campaign for voters in the 905 area. The margin of error for a survey of 281 and 362 respondents is ±5.9 and ± 5.2 percentage points, 19 times out of 20. Regional results geographically weighted to their true population proportion for the provincial sample.
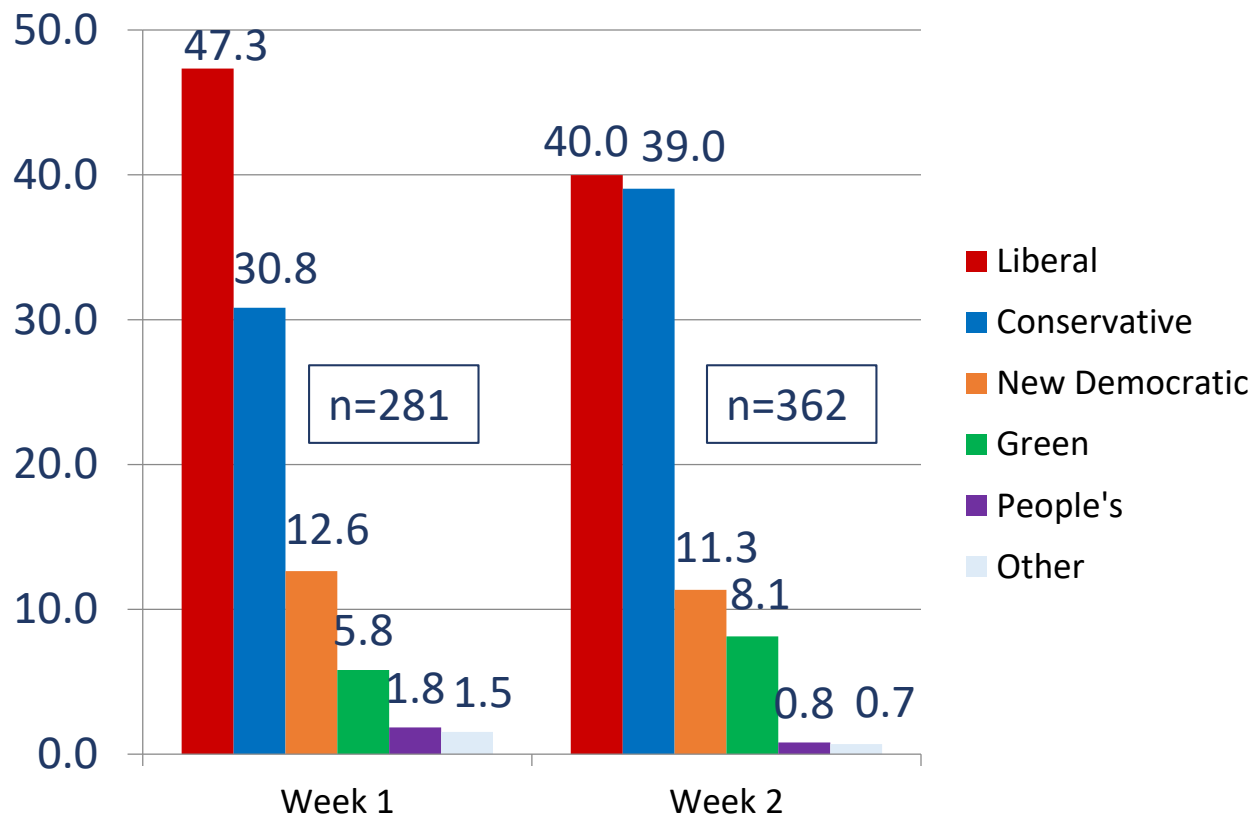
Contact: Nik Nanos
nik@nanos.co
(613) 234-4666 x 237

Website: www.nanos.co

Methodology:
www.nanos.co/method

Subscribe to the Nanos data portals

Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – DECIDED VOTERS ONLY

Legend:
- Liberal
- Conservative
- New Democratic
- Green
- People's
- Other

Week 1 (n=281): Liberal 47.3, Conservative 30.8, New Democratic 12.6, Green 5.8, People's 1.8, Other 1.5

Week 2 (n=362): Liberal 40.0, Conservative 39.0, New Democratic 11.3, Green 8.1, People's 0.8, Other 0.7

CTV NEWS · THE GLOBE AND MAIL · NANOS #ELXN43

Ontario 416 Area Ballot

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. This report is comprised of a comparison of week 1 and week 2 of the campaign for voters in the province of Ontario in the 416 area. The margin of error for a survey of 201 and 145 respondents are ±7.0 and ± 8.3 percentage points, 19 times out of 20. Regional results geographically weighted to their true population proportion for the provincial sample.
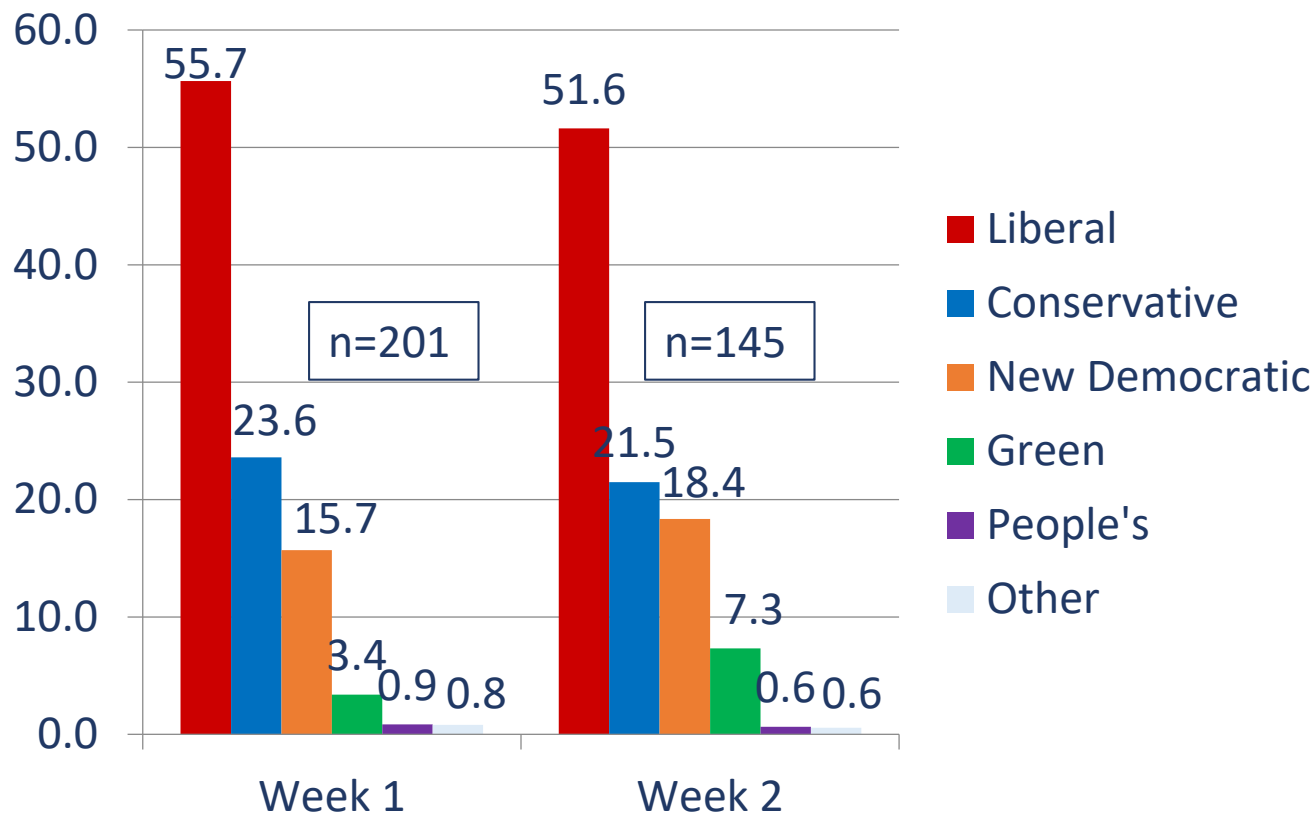
Contact: Nik Nanos
      nik@nanos.co
      (613) 234-4666 x 237

Website: www.nanos.co

Methodology:
www.nanos.co/method

Subscribe to the Nanos data portals

Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – DECIDED VOTERS ONLY

	Week 1 (n=201)	Week 2 (n=145)
Liberal	55.7	51.6
Conservative	23.6	21.5
New Democratic	15.7	18.4
Green	3.4	7.3
People's	0.9	0.6
Other	0.8	0.6

CTV NEWS · THE GLOBE AND MAIL · NANOS #ELXN43

Rest of Ontario Ballot

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. This report is comprised of a comparison of week 1 and week 2 of the campaign for voters in the province of Ontario outside of the 416 and 905 areas. The margins of error for a survey of 276 and 240 respondents are ±6.0 and ±6.4 percentage points, 19 times out of 20. Regional results geographically weighted to their true population proportion for the provincial sample.
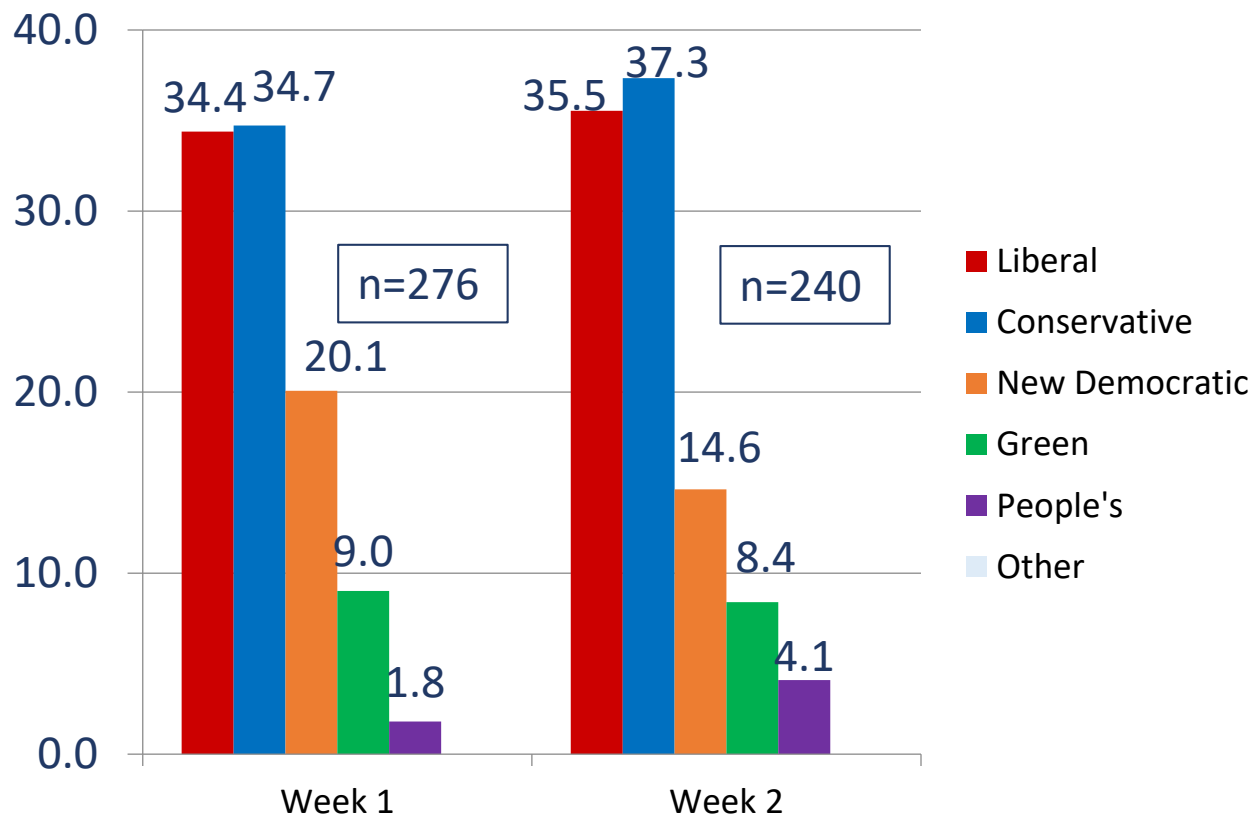
Contact: Nik Nanos
           nik@nanos.co
           (613) 234-4666 x 237

Website: www.nanos.co

Methodology:
www.nanos.co/method

Subscribe to the Nanos data portals

Question: If a FEDERAL election were held today, could you please rank your top two current local voting preferences? [First ranked response] – DECIDED VOTERS ONLY – DECIDED VOTERS ONLY

Legend:
- Liberal
- Conservative
- New Democratic
- Green
- People's
- Other

n=276 (Week 1)
n=240 (Week 2)

Week 1: Liberal 34.4, Conservative 34.7, New Democratic 20.1, Green 9.0, People's 1.8
Week 2: Liberal 35.5, Conservative 37.3, New Democratic 14.6, Green 8.4, People's 4.1

CTV NEWS   THE GLOBE AND MAIL   NANOS #ELXN43

SURVEY METHODOLOGY

NATIONAL

A national random telephone survey of 1,200 Canadians is conducted by Nanos Research throughout the campaign over a three day period. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is ±2.8 percentage points, 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2016 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding.

ONTARIO Report

This report is comprised of a comparison of week 1 and week 2 of the campaign for voters in the province of Ontario for the period ending September 24, 2019. The margin of error for a survey of 758 or 747 respondents is ±3.6 percentage points, 19 times out of 20. The margin of error for smaller samples will be wider. The geographic sub samples within Ontario were geographically weighted to their true population proportion.

TECHNICAL NOTE

Element	Description
Research sponsor	CTV; Globe and Mail; Nanos Research
Population and Final Sample Size	758 and 747 respondents in the Province of Ontario respectively in each week of the campaign.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±3.6 percentage points, 19 times out of 20.
Mode of Survey	Tracking; RDD dual frame (land- and cell-lines) random telephone survey.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario.
Demographics (Captured)	Province of Ontario, City of Toronto, 905 Region, and the rest of Ontario. ; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live CATI interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.
Field Dates	Two week period ending September 24th, 2019.
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 (2016) and the sample is geographically stratified to ensure a distribution across all regions of Ontario. 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 could not participate.
Stratification	By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Ontario.
Estimated Response Rate	7 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	This was module two of a nightly omnibus survey. The preceding module was about unprompted national issues of concern.
Question Wording	The question in the preceding report was written exactly as asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

CTV NEWS · THE GLOBE AND MAIL · NANOS #ELXN43

NANOS DATA PORTALS

Subscribe now for just $4 a month ($48 for a 12 month subscription) to have unlimited access including national, regional, and demographic trend lines to the following dashboards in the political portal:

- Nightly 2019 Canadian Federal Election Tracking (August 2019 to present)
- Nightly Undecided Tracking (August 2019 to present)
- Nightly Preferred PM Tracking Canada (August 2019 to present)
- Nightly Party Power Index Tracking Canada (August 2019 to present)
- Nightly Consider Voting for the Liberal Party of Canada (August 2019 to present)
- Nightly Consider Voting for the Conservative Party of Canada (August 2019 to present)
- Nightly Consider Voting for the NDP of Canada (August 2019 to present)
- Nightly Consider Voting for the Green Party of Canada (August 2019 to present)
- Nightly Consider Voting for the Bloc Québécois (August 2019 to present)
- Nightly Consider Voting for the People's Party of Canada (August 2019 to present)

- In addition to this, paid subscribers have access to the following Nanos Data Portals:

- Weekly Political Portal with Federal Data (2014 to present)
- Weekly Canadian Consumer Confidence Tracking (2008 to present)
- Weekly Issue Tracking Canada (2015 to present)
- 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)

CTV NEWS   THE GLOBE AND MAIL   ⓝ NANOS #ELXN43

ABOUT NANOS

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

A public relations consultancy for executives and organizations with images to create, issues to manage, relationships to build, and reputations to protect in a digitally disrupted era. We serve senior leaders with PR counsel that is both strategic and social, informed by a deep understanding of analytics, content, communities, media, sustainability and technology. www.signaleadership.com

This international joint venture between dimap and Nanos 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

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

NANOS #ELXN43

2019-1445 – Globe/CTV #ELXN43 Ontario Comparative Ballot Tracking (September 13th – 25th) – STAT SHEET

| | | | Ontario Rollup | | | | Gender | | Age | | | | |
			Tracking - Ontario Week1	Ontario - City of Toronto	Ontario - 905 Region	Ontario - Rest of Province	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Ballot [WEEK 1]	Total	Unwgt N	758	201	281	276	441	317	123	133	131	132	239
		Wgt N	715	150	278	287	348	367	137	114	120	135	209
	Liberal	%	43.9	55.7	47.3	34.4	39.1	48.4	35.6	50.1	31.7	42.7	53.7
	Conservative	%	30.9	23.6	30.8	34.7	37.4	24.8	25.3	20.5	44.3	30.3	32.8
	NDP	%	16.3	15.7	12.6	20.1	14.7	17.8	25.2	19.7	17.5	15.1	8.6
	Green	%	6.6	3.4	5.8	9.0	6.5	6.7	8.8	7.7	5.8	9.0	3.5
	People's	%	1.6	0.9	1.8	1.8	1.9	1.3	4.6	1.4	0.7	1.4	0.5
	Other	%	0.8	0.8	1.5	0.0	0.4	1.1	0.5	0.6	0.0	1.6	0.9

| | | | Ontario Rollup | | | | Gender | | Age | | | | |
			Tracking - Ontario Week 2	Ontario - City of Toronto	Ontario - 905 Region	Ontario - Rest of Province	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Ballot [WEEK 2]	Total	Unwgt N	747	145	362	240	403	344	114	112	132	155	234
		Wgt N	729	147	286	296	354	375	132	122	123	140	212
	Liberal	%	40.5	51.6	40.0	35.5	33.7	47.0	33.8	38.8	30.1	41.5	51.2
	Conservative	%	34.8	21.5	39.0	37.3	42.1	27.9	29.4	31.2	40.8	37.6	34.9
	NDP	%	14.1	18.4	11.3	14.6	12.4	15.7	25.6	20.8	14.9	10.4	5.0
	Green	%	8.1	7.3	8.1	8.4	7.6	8.5	10.0	6.0	10.4	7.2	7.3
	People's	%	2.1	0.6	0.8	4.1	3.9	0.4	1.3	2.1	3.1	3.3	1.3
	Other	%	0.4	0.6	0.7	0.0	0.3	0.5	0.0	1.1	0.7	0.0	0.3

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. These tabulations are comprised of week 1 and week 2 of the campaign for voters in the province of Ontario. The margin of error for a survey of 747 or 758 respondents is ±3.6 percentage points, 19 times out of 20.
www.nanos.co
Page 1