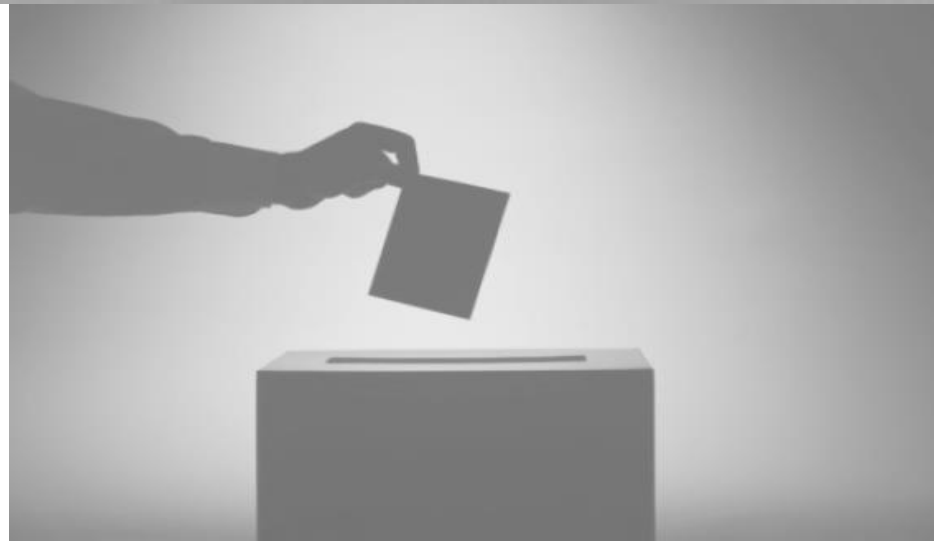# Liberals 38, Conservatives 34, NDP 17, Green 5 in latest Nanos federal tracking

*Nanos Weekly Tracking, ending March 23rd, 2018*
*(released March 27th, 2018 - 6 am Eastern)*





**NANOS**

# 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** – The latest Nanos federal ballot tracking has the Liberals at 37.7 per cent support, followed by the Conservatives at 34.3 per cent, the NDP at 16.6 percent, the BQ at 4.3 per cent and the Greens at 5.4 per cent.

**Accessible Voters** – Asked whether they would consider voting for each of the federal parties, 50.7 per cent of Canadians say they would consider voting Liberal while 49.1 per cent would consider voting Conservative.  Close to four in ten (37.5%) would consider voting NDP while 26.8 per cent and 27.5 per cent of Canadians would consider voting for the BQ and Green parties respectively.

**Preferred Prime Minister** – Nanos tracking has Trudeau as the preferred choice as PM at 38.5 per cent of Canadians followed by Scheer (26.5%), Singh (8.9%) and May (4.9%).  Nineteen per cent of Canadians were unsure who they preferred.

**Qualities of a Good Political Leader** – More than half of Canadians (54.3%) believe Trudeau has the qualities of a good political leader while 41.7 per cent believe Scheer has the qualities of a good political leader.  Almost four in ten (38.9%) say Jagmeet Singh has the qualities of a good political leader, while 34.0 per cent believe the same about May. One in four (23.2%) said Martine Ouellet 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 with 54.8 points, the Conservatives 52.8 points, the NDP 44.0 points, the Greens 33.4 points and the BQ 26.6 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
nnanos@nanosresearch.com
Twitter: @niknanos

# Party Power Index

**NANOS**

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 (Election Call) | 4 Weeks Ago | 3 Months Ago (Dec 22/17) | 1 Year Ago | 12 Month High | 12 Month Low |
|---|---|---|---|---|---|---|---|---|
| Liberal | 37.7% | 35.9% | 39.1% | 37.7% | 41.9% | 41.9% | 43.0% | 34.6% |
| Conservative | 34.3% | 34.8% | 30.5% | 31.5% | 29.3% | 28.5% | 34.8% | 27.9% |
| NDP | 16.6% | 18.5% | 19.7% | 19.2% | 19.1% | 17.1% | 20.3% | 13.6% |
| Bloc | 4.3% | 3.5% | 5.5% | 3.8% | 3.4% | 4.7% | 7.2% | 3.0% |
| Green | 5.4% | 6.2% | 4.6% | 6.9% | 5.7% | 5.2% | 8.8% | 2.9% |

| Preferred Prime Minister | This week | Last week | Oct 18 2015 | 4 Weeks Ago | 3 Months Ago (Dec 22/17) | 1 Year Ago | 12 Month High | 12 Month Low |
|---|---|---|---|---|---|---|---|---|
| Trudeau | 38.5% | 37.5% | 35.5% | 40.4% | 48.3% | 48.7% | 48.7% | 37.5% |
| Scheer | 26.5% | 25.9% | 29.1% | 22.1% | 22.0% | 18.1% | 26.5% | 18.1% |
| Singh | 8.9% | 9.0% | 18.9% | 9.5% | 7.9% | 10.7% | 11.6% | 6.6% |
| Ouellet | 1.9% | 2.4% | 1.8% | 1.9% | 0.8% | 0.9% | 2.6% | 0.2% |
| May | 4.9% | 5.7% | 5.2% | 5.6% | 4.5% | 5.0% | 6.6% | 3.7% |
| Unsure | 19.2% | 19.5% | 9.6% | 20.6% | 16.5% | 16.5% | 21.5% | 15.1% |

| Canada Party Power Index | This week | Last week | Oct 18 2015 | 4 Weeks Ago | 3 Months Ago (Dec 22/17) | 1 Year Ago | 12 Month High | 12 Month Low |
|---|---|---|---|---|---|---|---|---|
| Liberal | 54.8 | 54.6 | 58.1 | 59.7 | 63.0 | 62.6 | 63.0 | 54.6 |
| Conservative | 52.8 | 52.7 | 49.3 | 49.6 | 49.5 | 48.2 | 52.8 | 47.8 |
| NDP | 44.0 | 44.5 | 49.8 | 44.8 | 46.2 | 45.9 | 47.6 | 41.5 |
| Bloc | 26.6 | 28.9 | 31.5 | 30.0 | 25.6 | 26.1 | 31.9 | 25.4 |
| Green | 33.4 | 33.7 | 30.4 | 35.9 | 35.1 | 34.7 | 36.5 | 32.2 |

# Leadership Summary

**NANOS**

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

| Party Consider | This week | Last week | Oct 18 2015 | 4 Weeks Ago | 3 Months Ago (Dec 22/17) | 1 Year Ago | 12 Month High | 12 Month Low |
|---|---|---|---|---|---|---|---|---|
| Liberal | 50.7% | 49.3% | 54.7% | 53.1% | 57.6% | 57.8% | 59.8% | 49.3% |
| Conservative | 49.1% | 48.4% | 39.3% | 46.2% | 45.4% | 44.8% | 49.1% | 41.9% |
| NDP | 37.5% | 38.9% | 40.4% | 38.5% | 43.5% | 40.7% | 44.1% | 34.2% |
| Bloc | 26.8% | 28.3% | 30.4% | 29.8% | 24.2% | 29.5% | 39.9% | 24.0% |
| Green | 27.5% | 29.3% | 22.7% | 30.2% | 31.3% | 30.8% | 33.7% | 27.2% |

| Has Qualities of a Good Political Leader | This week | Last week | Oct 18 2015 | 4 Weeks Ago | 3 Months Ago (Dec 22/17) | 1 Year Ago | 12 Month High | 12 Month Low |
|---|---|---|---|---|---|---|---|---|
| Trudeau | 54.3% | 54.7% | 61.3% | 62.3% | 65.5% | 66.6% | 66.6% | 54.3% |
| Scheer | 41.7% | 39.8% | 51.8% | 35.3% | 39.4% | 38.8% | 41.7% | 32.7% |
| Singh | 38.9% | 38.4% | 57.2% | 38.2% | 40.1% | 50.3% | 52.0% | 32.0% |
| Ouellet | 23.2% | 27.5% | 51.2% | 27.8% | 23.6% | 18.9% | 36.6% | 18.9% |
| May | 34.0% | 33.8% | 36.4% | 36.6% | 41.7% | 37.8% | 41.9% | 33.8% |

# National Ballot

**NANOS**

*Weekly Tracking – First Ranked Choice – Long Term Trend*
*(Four week rolling average ending March 23ʳᵈ, 2018, n=861)*
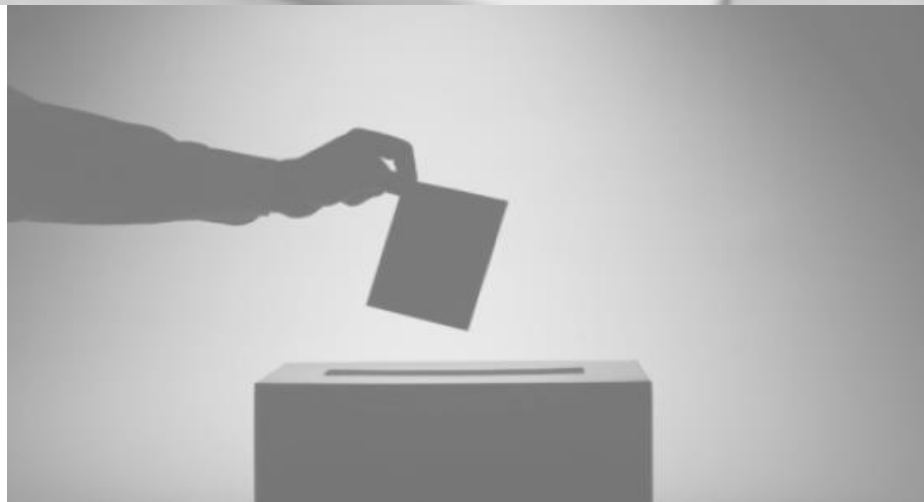


Election

Legend: LP, CP, NDP, BQ, GP
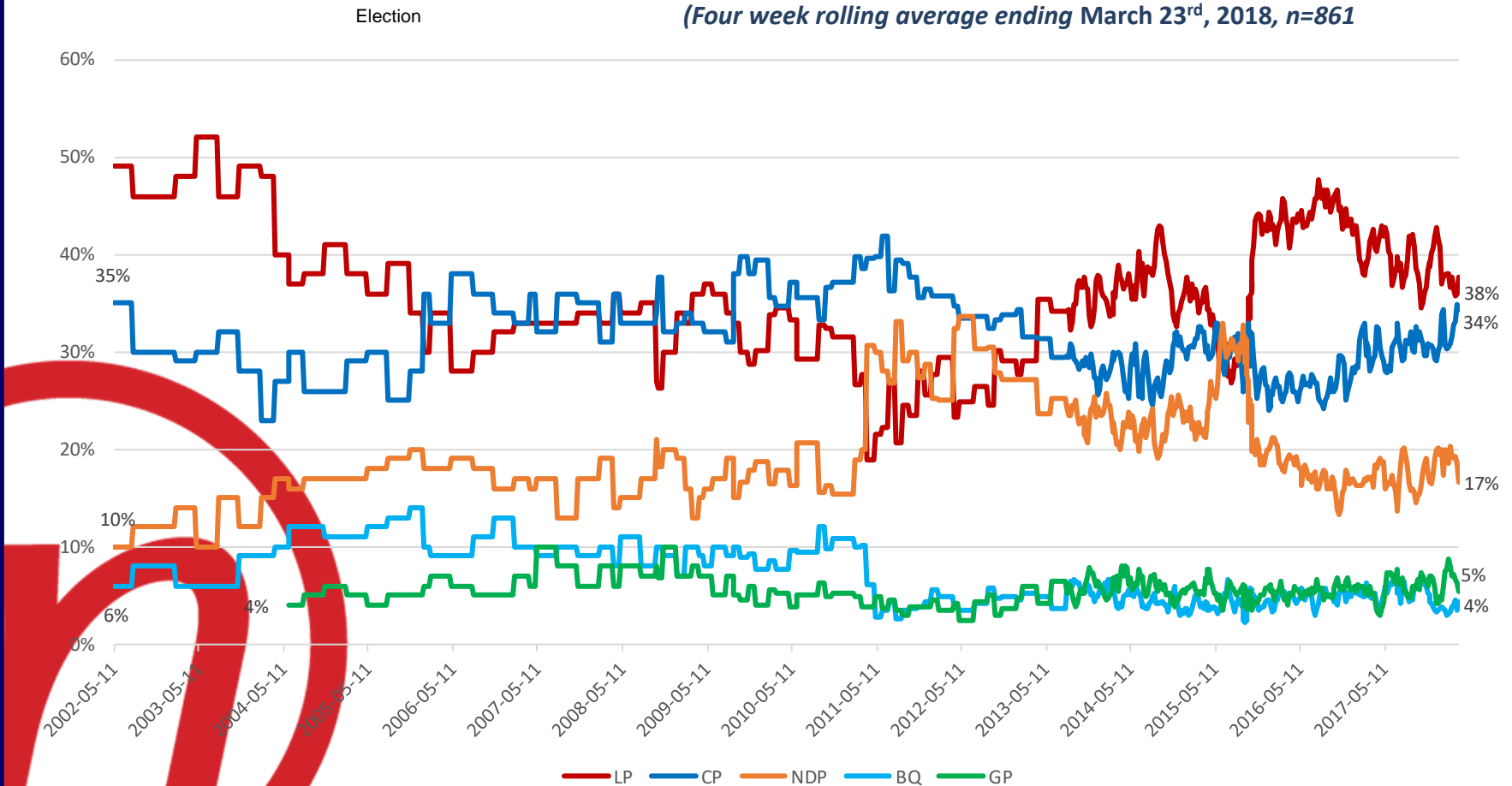
# Federal Party Accessible Voters

*Nanos Weekly Tracking, ending March 23rd, 2018*
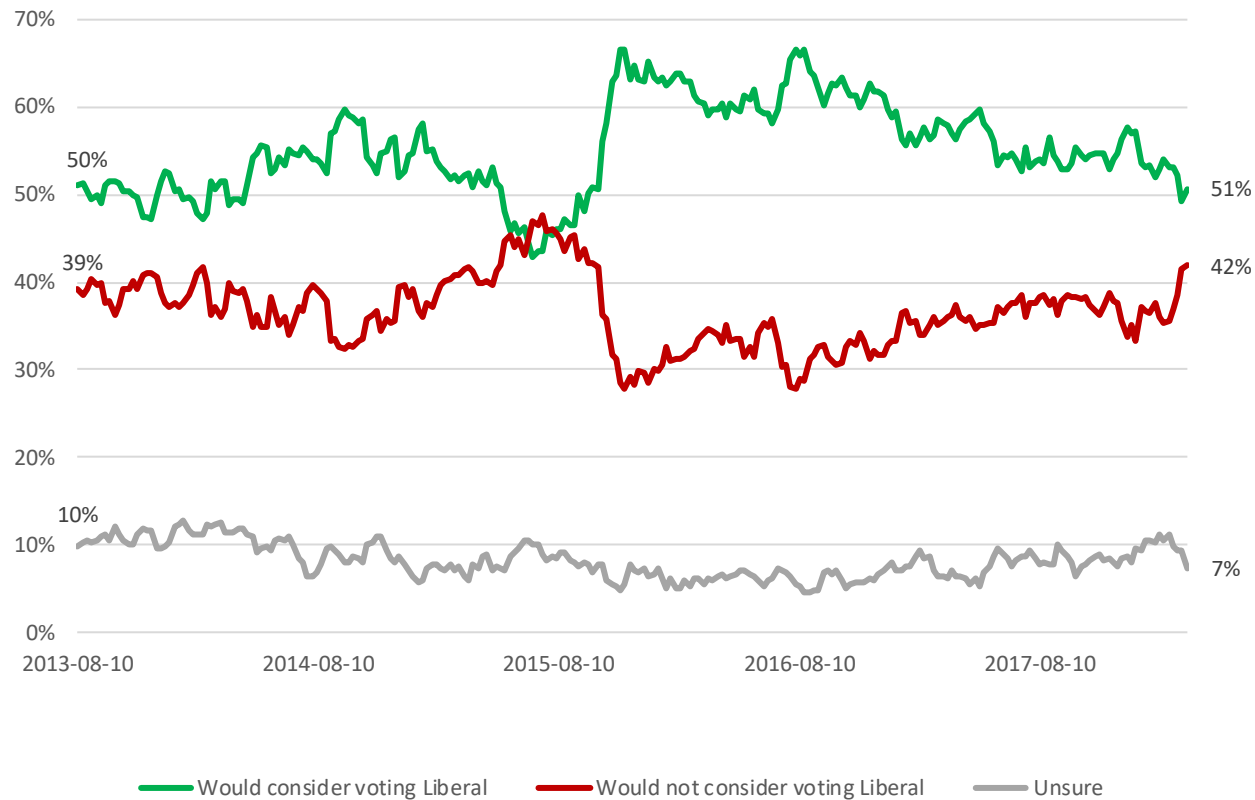*(released March 27th, 2018 - 6 am Eastern)*

# Consider Liberal

NANOS
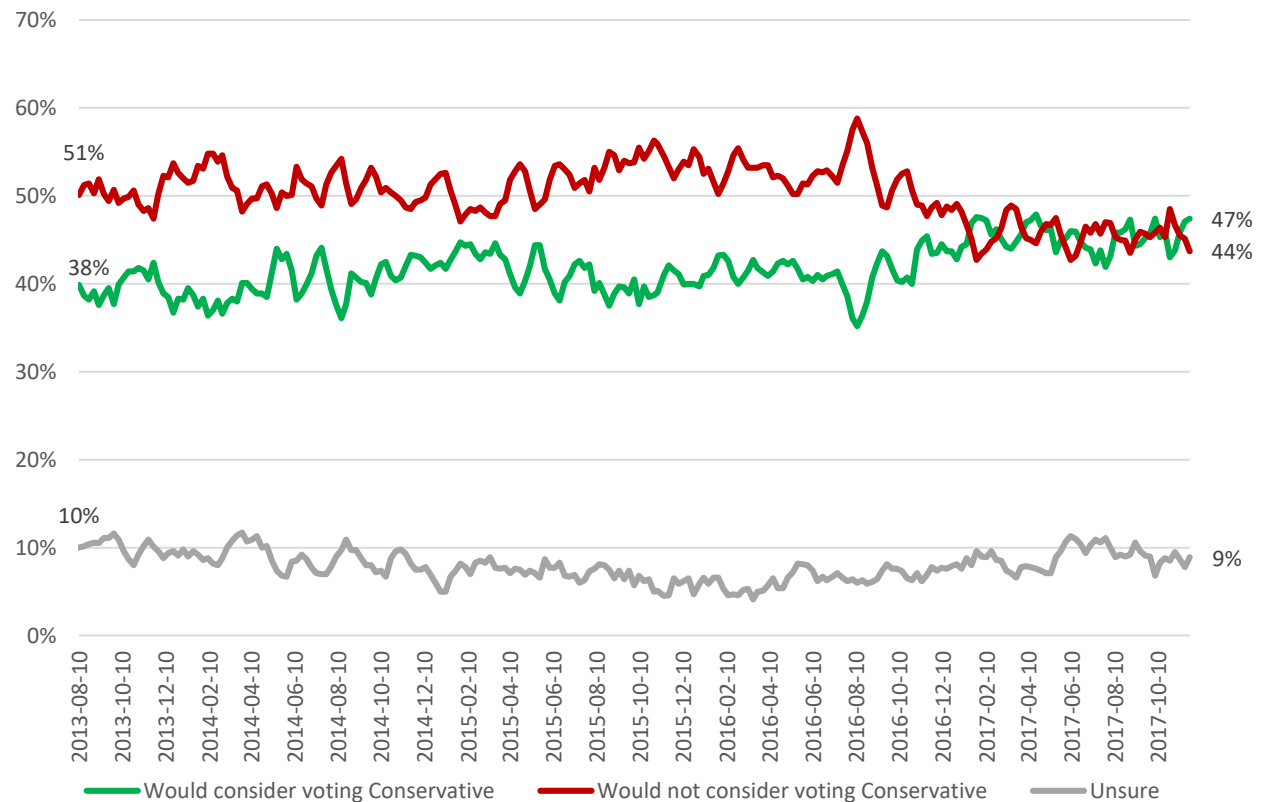
Liberal

**National – Weekly Tracking**
*(Ending March 23rd, 2018, 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] Liberal Party

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



Legend: ▬ Would consider voting Liberal　▬ Would not consider voting Liberal　▬ Unsure

# Consider Conservative



**National – Weekly Tracking**
**(Ending March 23rd, 2018, 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
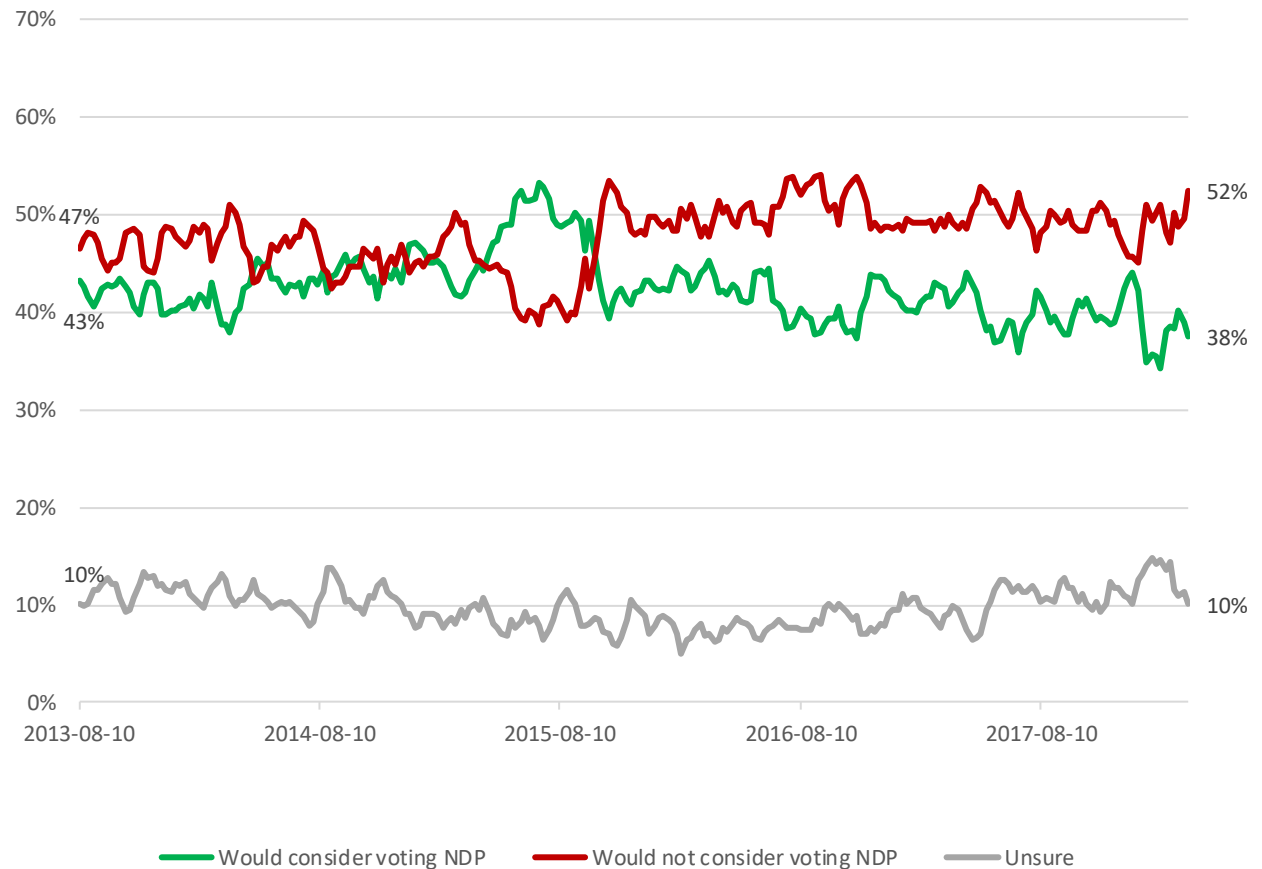Washington DC: (202) 697-9924
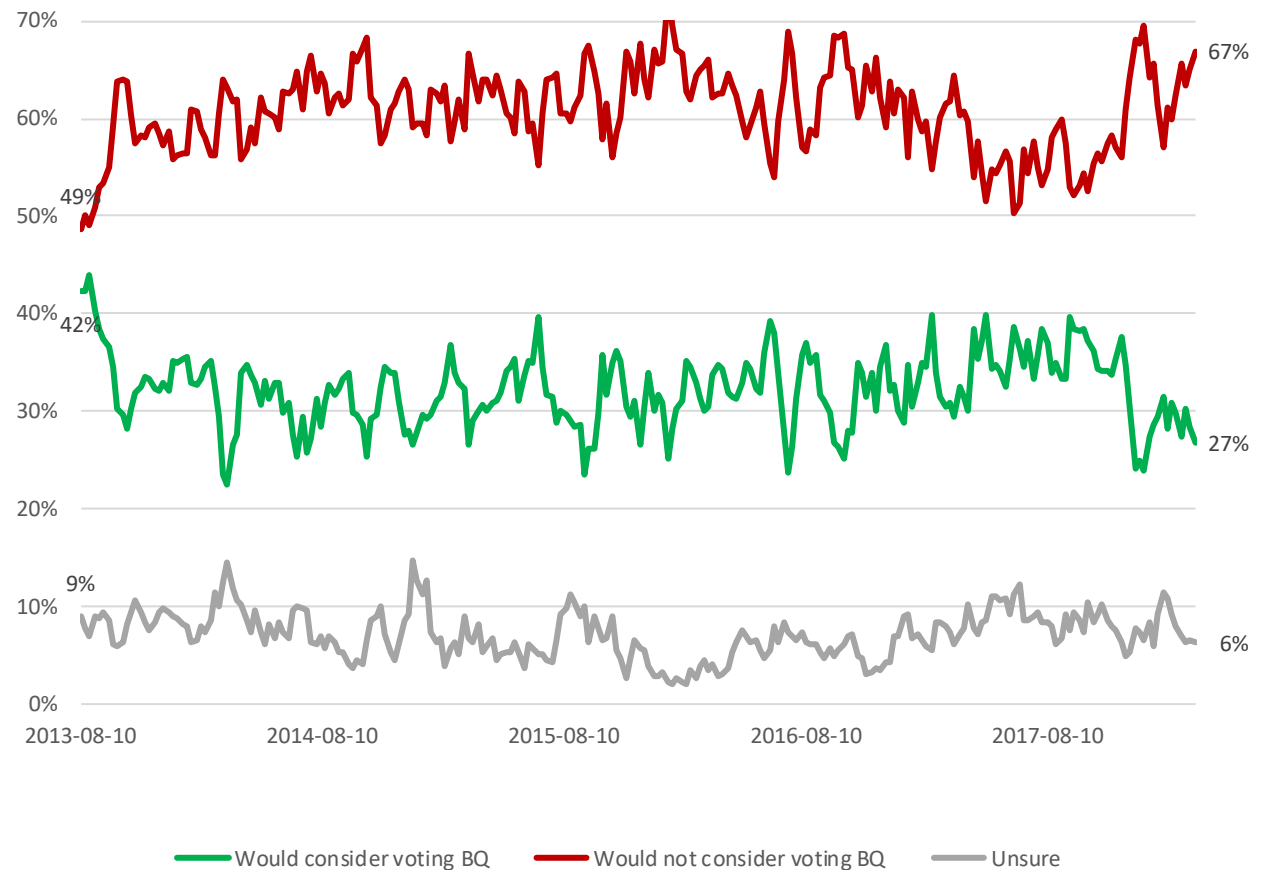nnanos@nanosresearch.com

# Consider NDP

**NANOS**

**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 March 23rd, 2018, n=1,000)*



Legend: Would consider voting NDP — Would not consider voting NDP — Unsure

# Consider Bloc

NANOS

## BLOC QUÉBÉCOIS

**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**
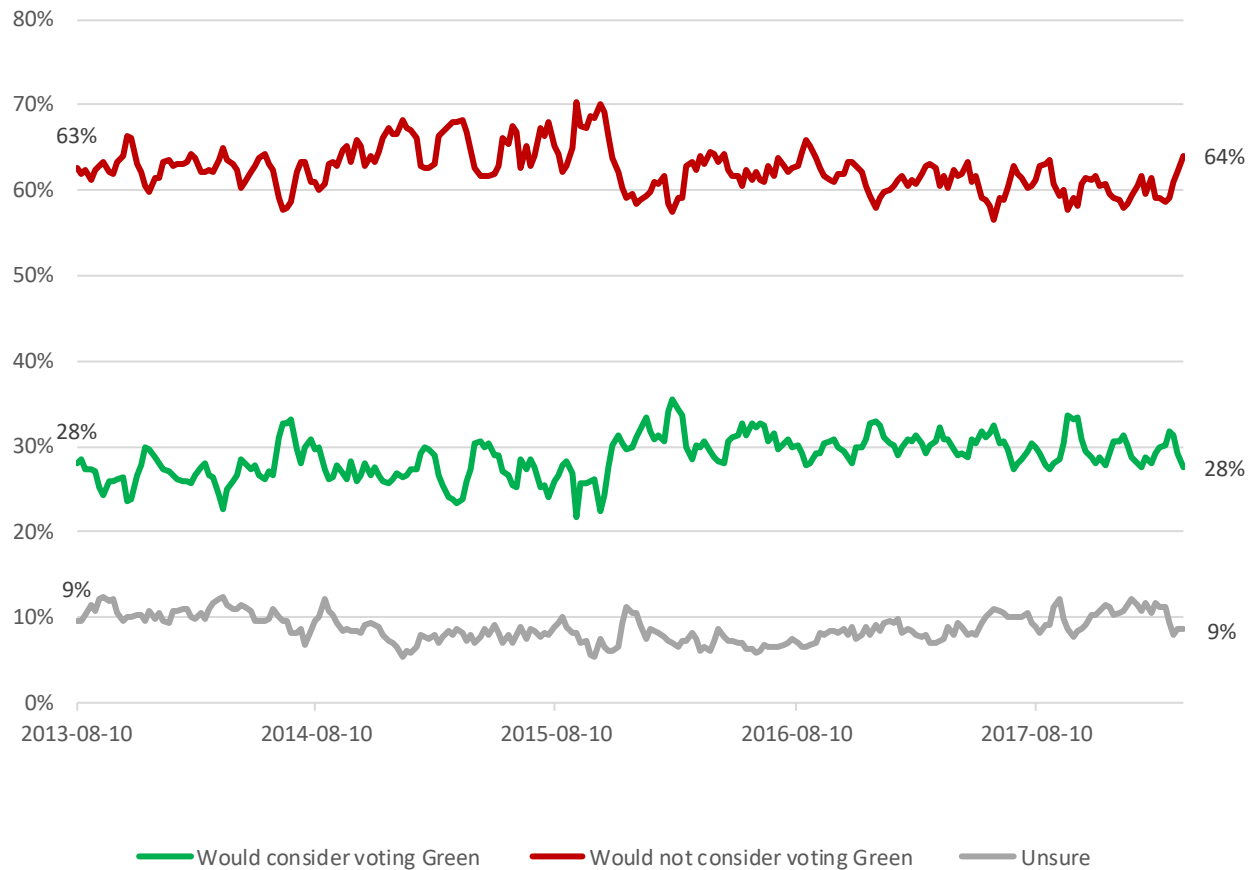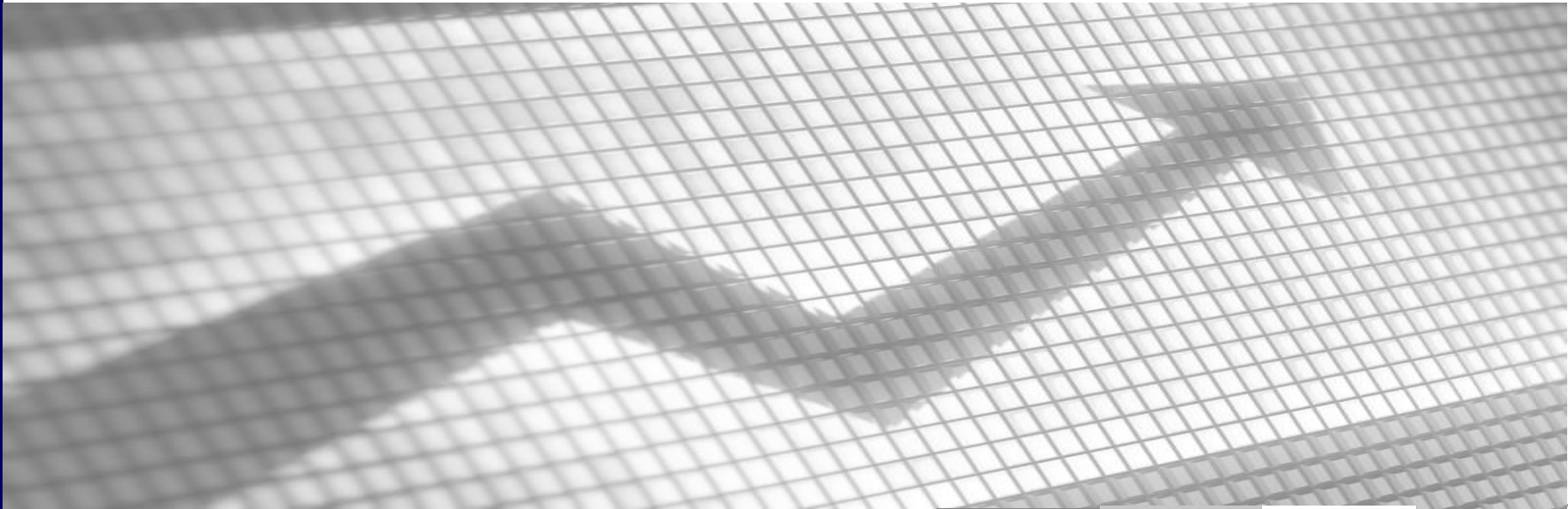**(Ending March 23rd, 2018, 2017, n=248)**



Legend: Would consider voting BQ — Would not consider voting BQ — Unsure

# Consider Green

**green**
PARTY OF CANADA

**National – Weekly Tracking**
**(Ending March 23rd, 2018, 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] Green Party

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



Legend: Would consider voting Green — Would not consider voting Green — Unsure

# Tracking on the Federal Political Leaders

*Nanos Weekly Tracking, ending March 23rd, 2018*
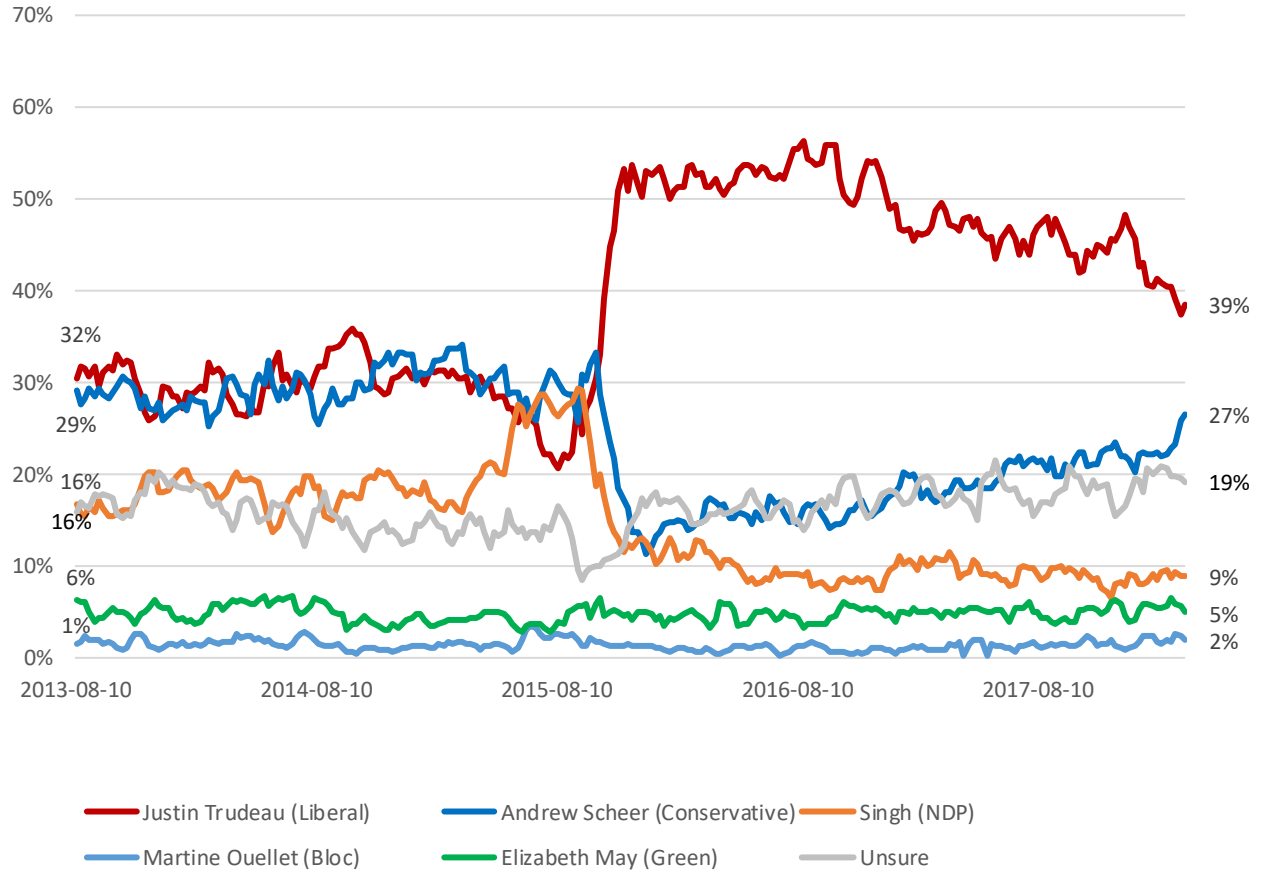*(released March 27th, 2018 - 6 am Eastern)*

**National – Weekly Tracking – Preferred Prime Minister First Ranked Choice**
*(Ending March 23rd, 2018, 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

Legend:
- Justin Trudeau (Liberal)
- Andrew Scheer (Conservative)
- Singh (NDP)
- Martine Ouellet (Bloc)
- Elizabeth May (Green)
- Unsure

# 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
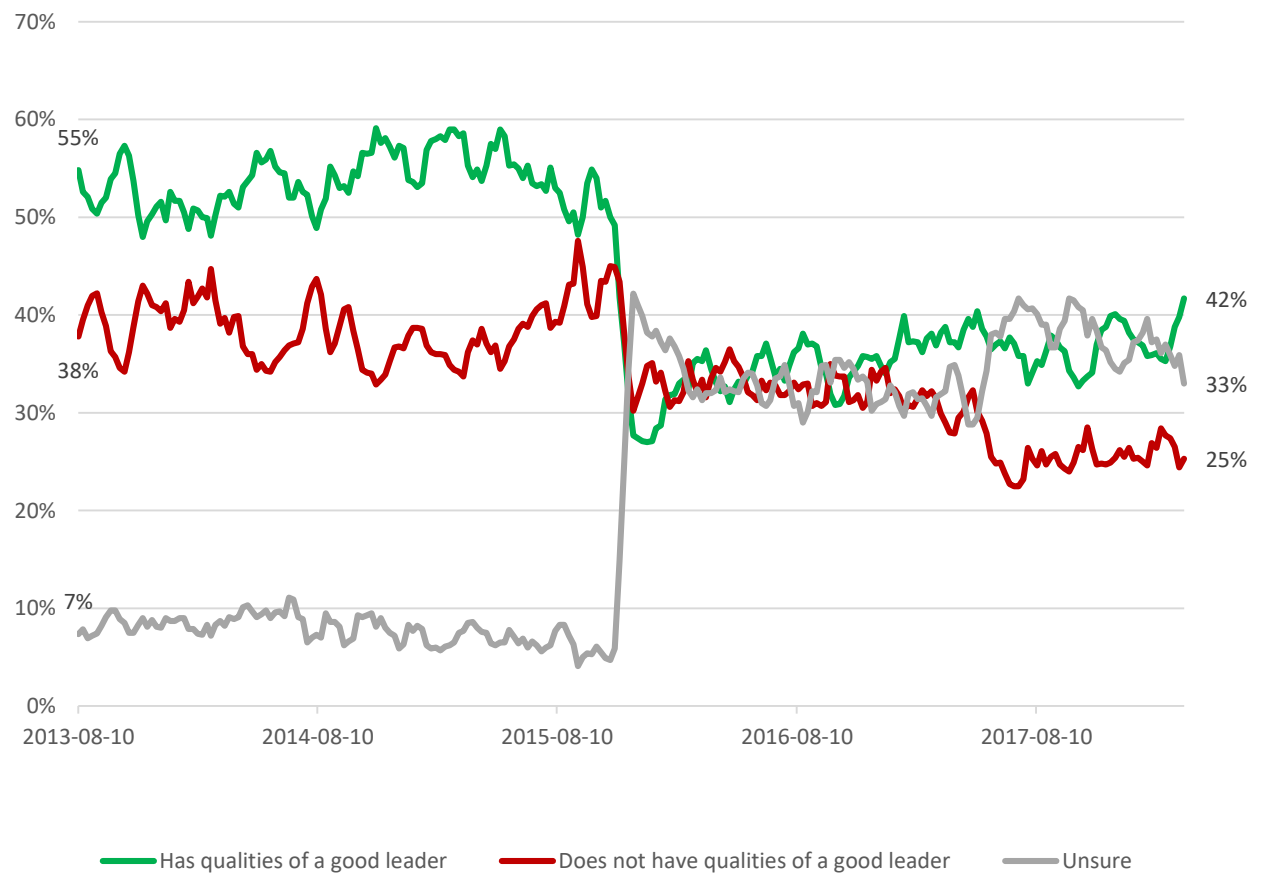    Washington DC: (202) 697-9924
    nnanos@nanosresearch.com

*National – Weekly Tracking – Qualities of a Good Political Leader (Ending March 23rd, 2018, n=1,000)*



Legend: Has qualities of a good leader — Does not have qualities of a good leader — Unsure
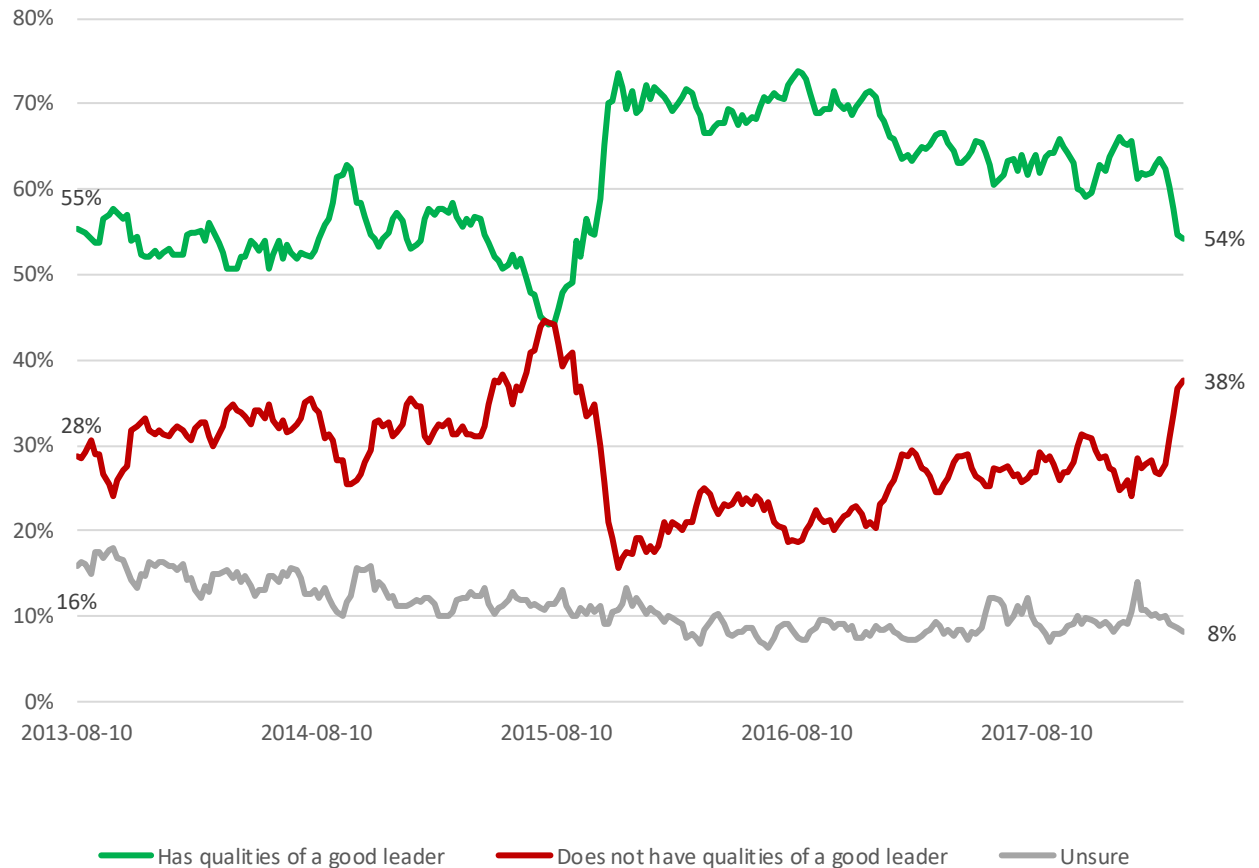
# Scheer

**Question:** For each of the following federal political party leaders, do you think they have do not have the qualities to be a good politica 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*
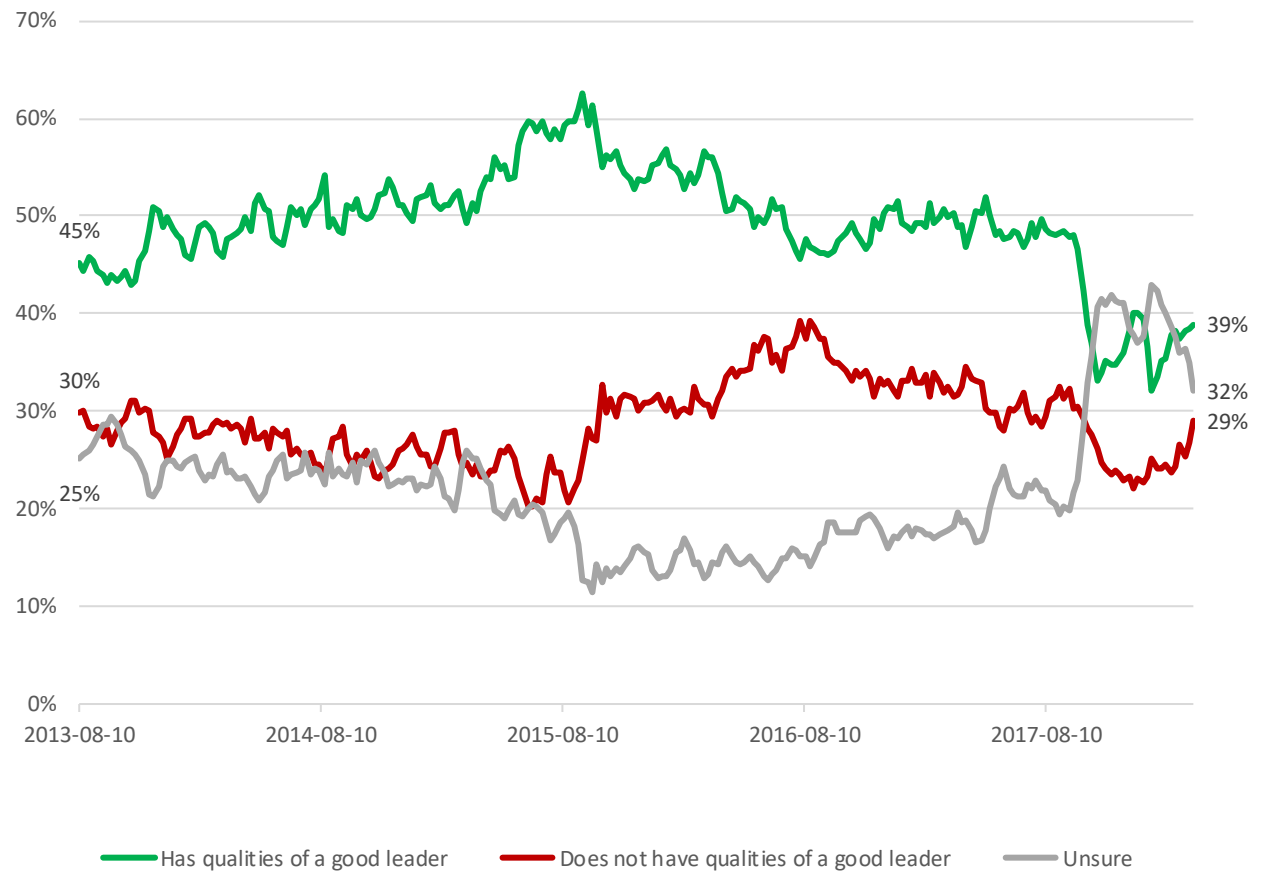*(Ending March 23rd, 2018, n=1,000)*



Legend: Has qualities of a good leader — Does not have qualities of a good leader — Unsure

# 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
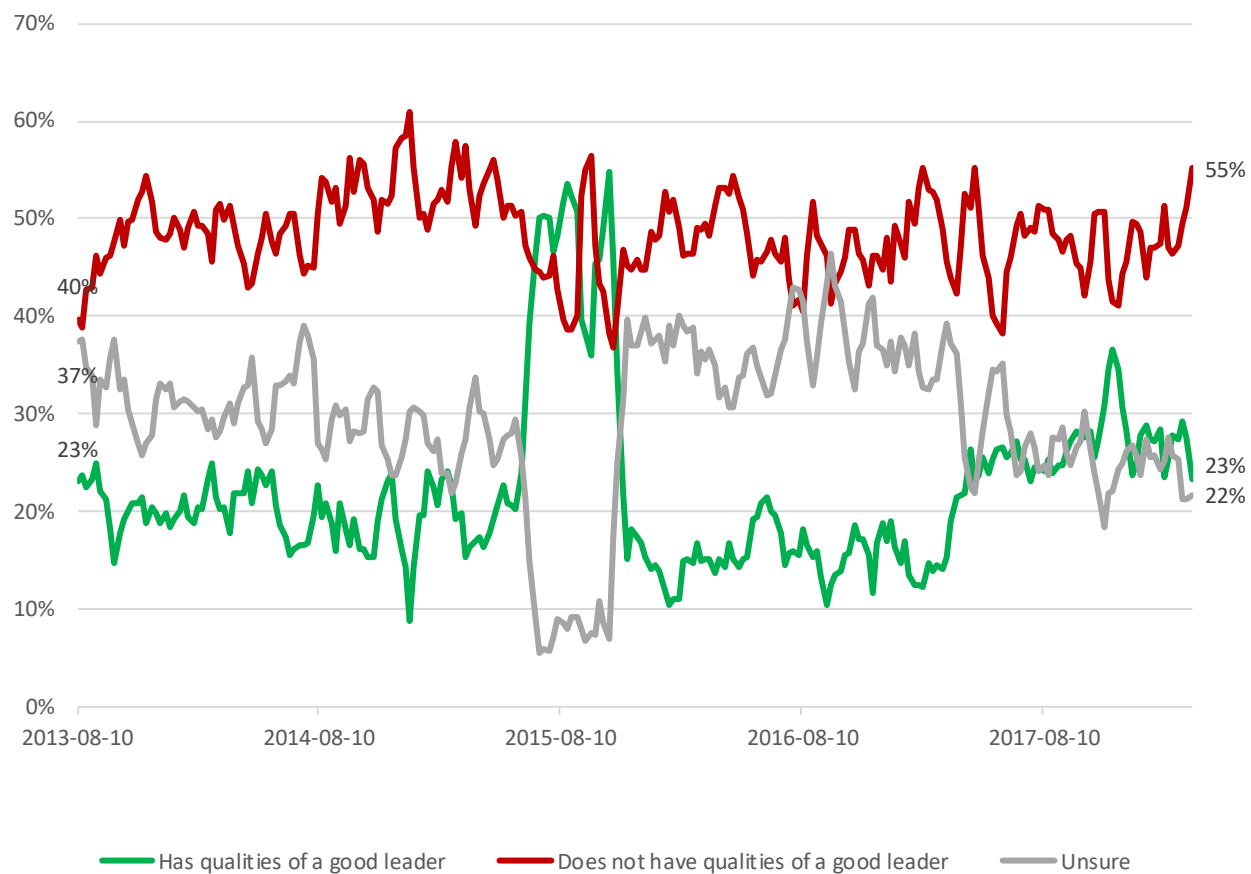　　　　nnanos@nanosresearch.com

*National – Weekly Tracking– Qualities of a Good Political Leader*
*(Ending March 23rd, 2018, n=1,000)*



Legend: — Has qualities of a good leader　— Does not have qualities of a good leader　— Unsure

# Ouellet

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

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

*Quebec only – Weekly Tracking – Qualities of a Good Political Leader (Ending March 23rd, 2018, n=248)*



Legend: Has qualities of a good leader — Does not have qualities of a good leader — Unsure

# May

**National – Weekly Tracking – Qualities of a Good Political Leader**
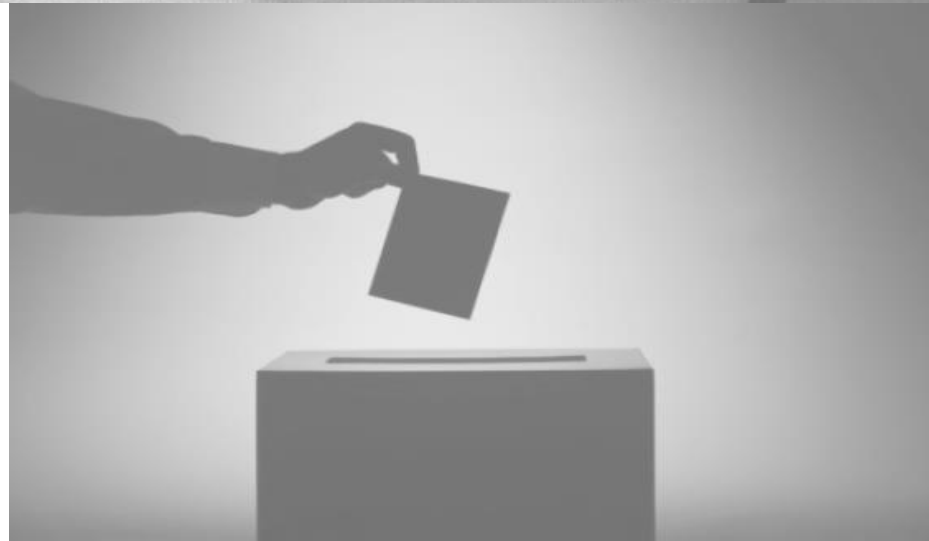*(Ending March 23rd, 2018, n=1,000)*

**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



Legend: —— Has qualities of a good leader    —— Does not have qualities of a good leader    —— Unsure
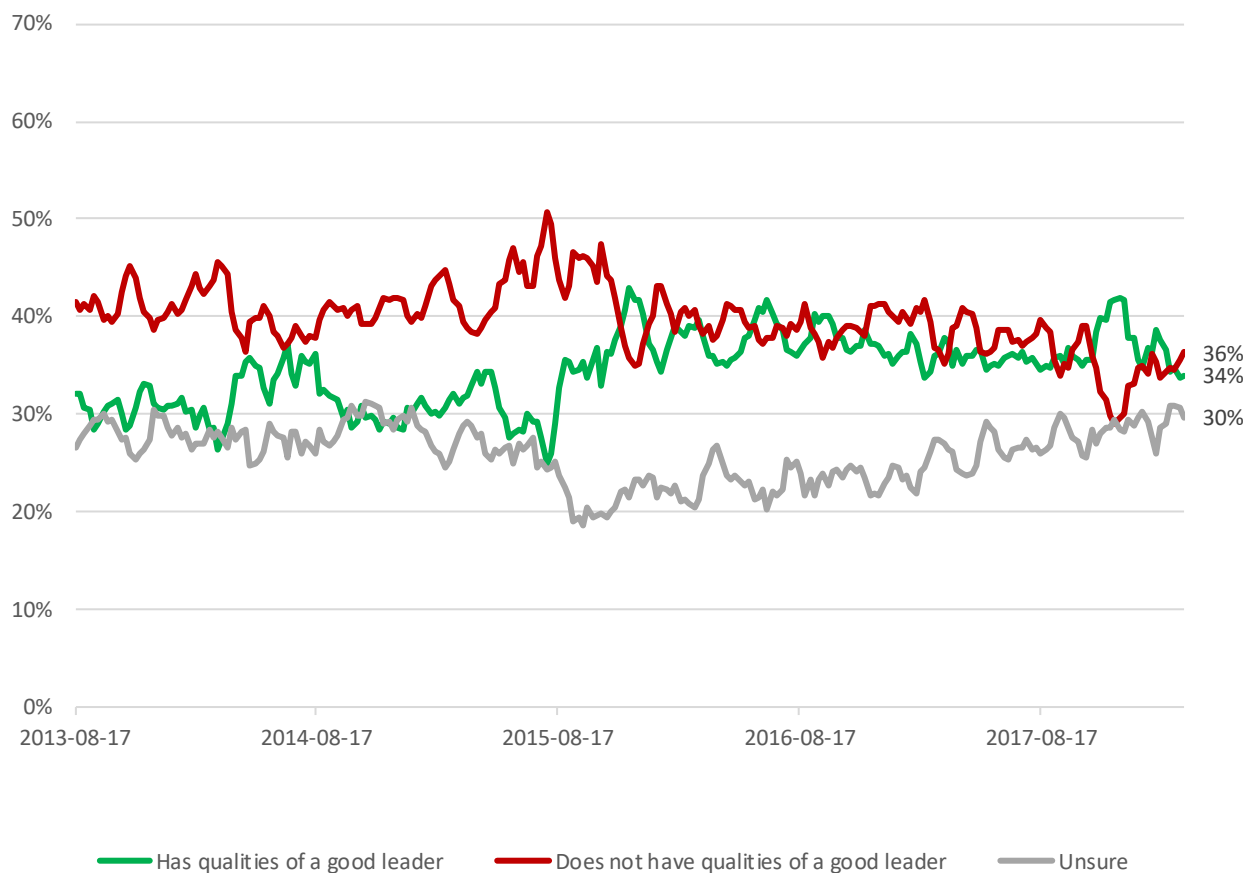
# Nanos Party Power Index

*Nanos Weekly Tracking, ending March 23rd, 2018*
*(released March 27th, 2018 - 6 am Eastern)*

# 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
　　　　Washington DC: (202) 697-9924
　　　　nnanos@nanosresearch.com

**Canada Weekly Index Tracking Scores**
**(Ending March 23rd, 2018, n=1,000)**



Legend: ━ Liberal ━ Conservative ━ NDP ━ Green ━ Bloc
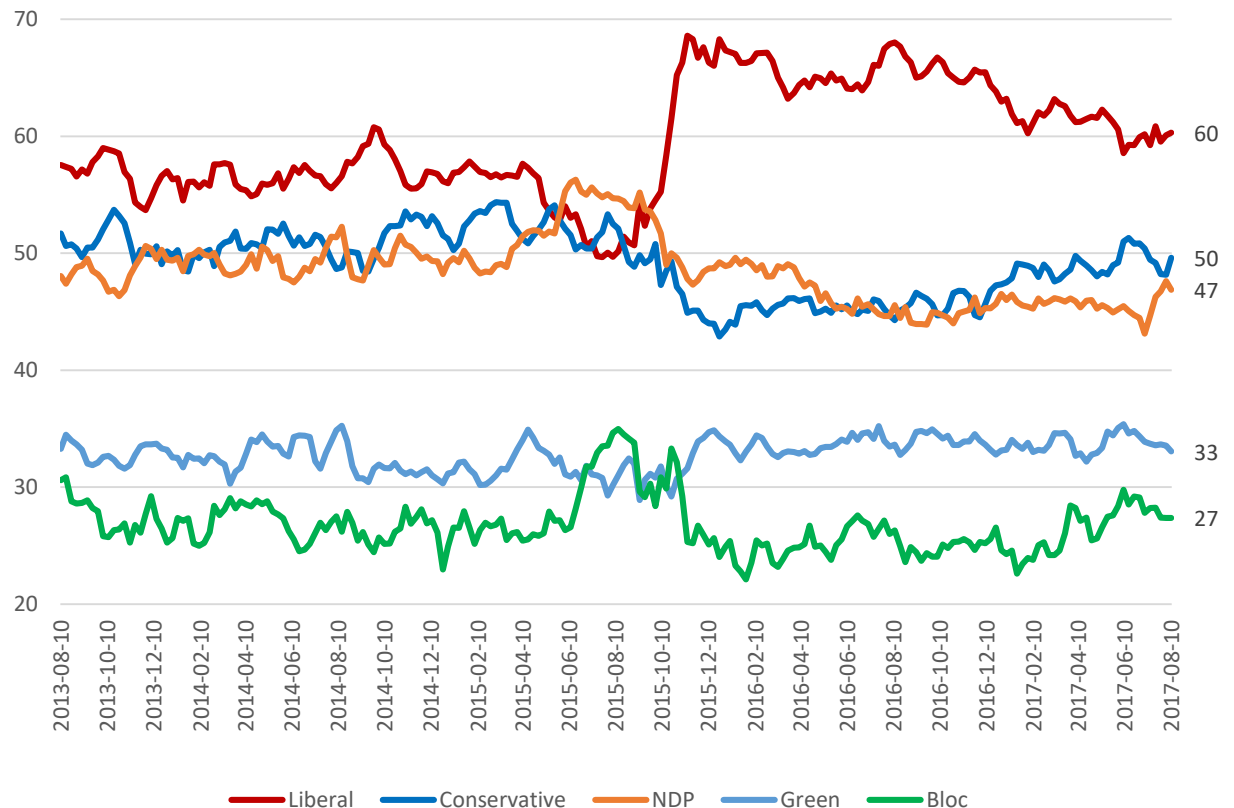
# Methodology

# 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 |
|---|---|
| Organization who commissioned the research | Nanos Research |
| Sample Size | 1,000 randomly selected individuals; four week-rolling average of 250 interviews per week. The interviews are compiled into a four week rolling average of 1,000 interviews, where each day the oldest group of 250 interviews is dropped and a new group of 250 interviews is added. |
| Margin of Error | ±3.1 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 Canada. |
| 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. |
| Demographics (Other) | Age, gender, education, income |
| Fieldwork/Validation | Live interviews with live supervision to validate work as per the MRIA Code of Conduct |
| Number of Calls | Maximum of five call backs. |
| Time of Calls | Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm. |
| Field Dates | Four week period ending March 23rd, 2018 |
| Language of Survey | The survey was conducted in both English and French. |

| Element | Description |
|---|---|
| Weighting of Data | The results were weighted by age and gender using the latest Census information (2011) and the sample is geographically stratified to ensure a distribution across all regions of Canada. 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 (2011) 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. |
| Estimated Response Rate | Nine percent, consistent with industry norms. |
| 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. |
| 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. |
| 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. |
| Survey Company | Nanos Research |
| Contact | Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. 237 Email: nnanos@nanosresearch.com. |

# 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.

View our brochure

**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 18th, 2015 | **ELECTION** Results Monday, October 19th, 2015 | **Variance** |
|---|---|---|---|
| Liberal | 39.1% | 39.5% | 0.4 |
| C | 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.