



Understanding Public Opinion Trends



Carleton
UNIVERSITY



November 8th, 2019
Ottawa, ON

@niknanos

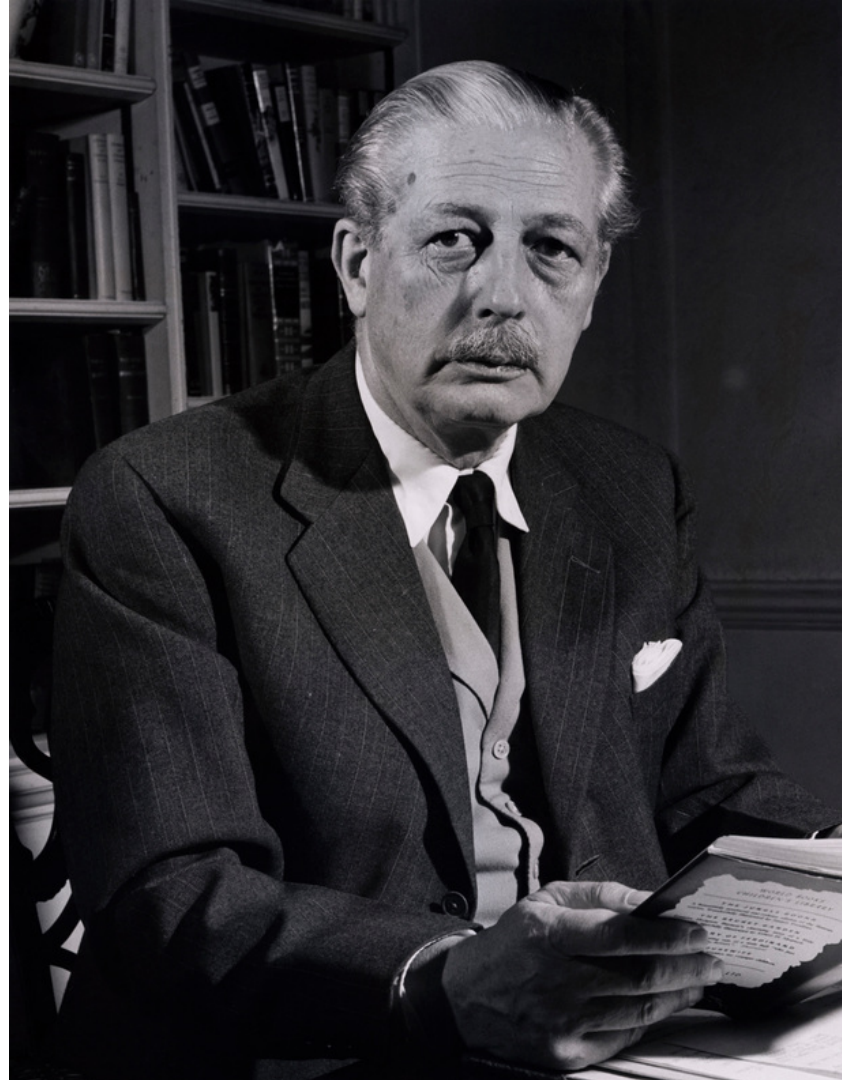
Chief Data Scientist and President
NANOS RESEARCH

Chair, Board of Governors, Carleton
University, Ottawa

Research Professor, State University
of New York

**“Events, dear boy,
events”**

Harold Macmillan British PM (1957-63)





**“Sunny ways, my friends.
Sunny ways.”**

Justin Trudeau references
Wilfrid Laurier during his
election night victory speech



NATIONAL BALLOT

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

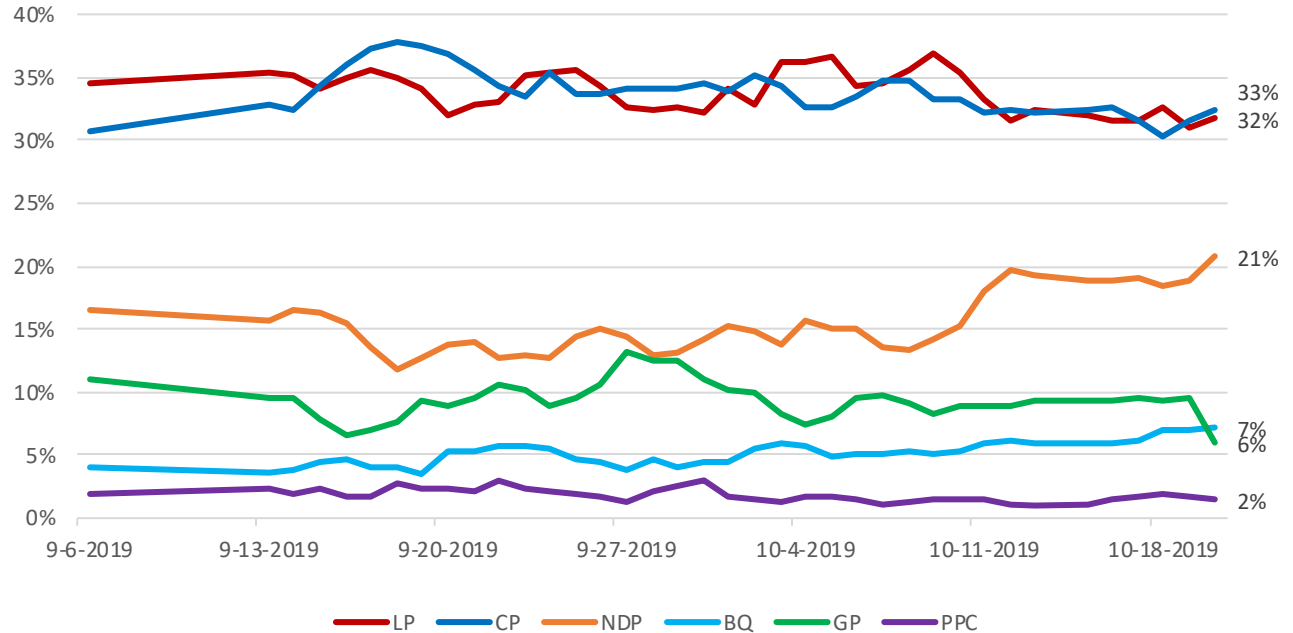
Contact: Nik Nanos nik@nanos.co
 Ottawa: (613) 234-4666 x 237
 Website: www.nanos.co
 Methodology: www.nanos.co/method

[Subscribe](#) to the Nanos data portals to get access to detailed demographic and regional breakdowns.

UNDECIDED > 10%

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

Source: CTV, Globe, Nanos nightly election tracking ending October 20th, 2019. The data below represents the weekly tracking for August 2019. Nightly election tracking started on September 11th, 2019.



PREFERRED PRIME MINISTER



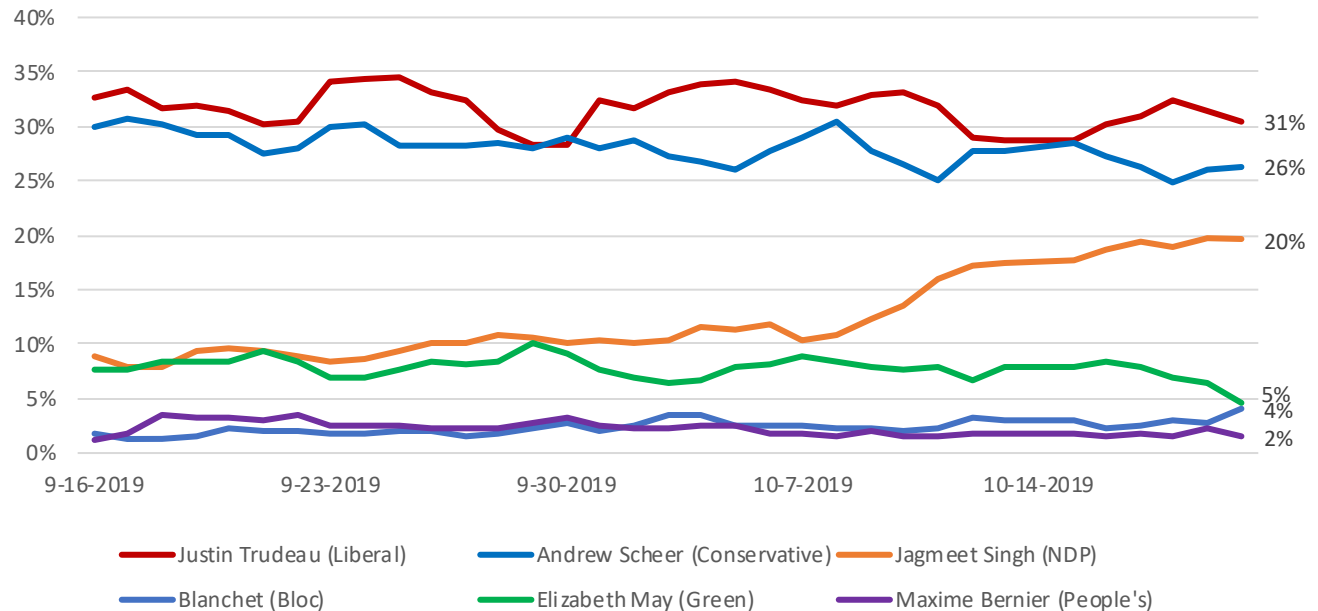
A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. 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.

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

Source: CTV, Globe, Nanos nightly election tracking ending October 15th, 2019. The data below represents the weekly tracking for August 2019. Nightly election tracking started on September 11th, 2019.



Qualities of a good political leader

Justin Trudeau

[50%]

Andrew Sheer

[39%]

Jagmeet Singh

[58%]

Yves-François Blanchet

[51%]

Elizabeth May

[33%]

Maxime Bernier

[13%]

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 ORDER]

Source: Nanos Survey, October 20th, 2019



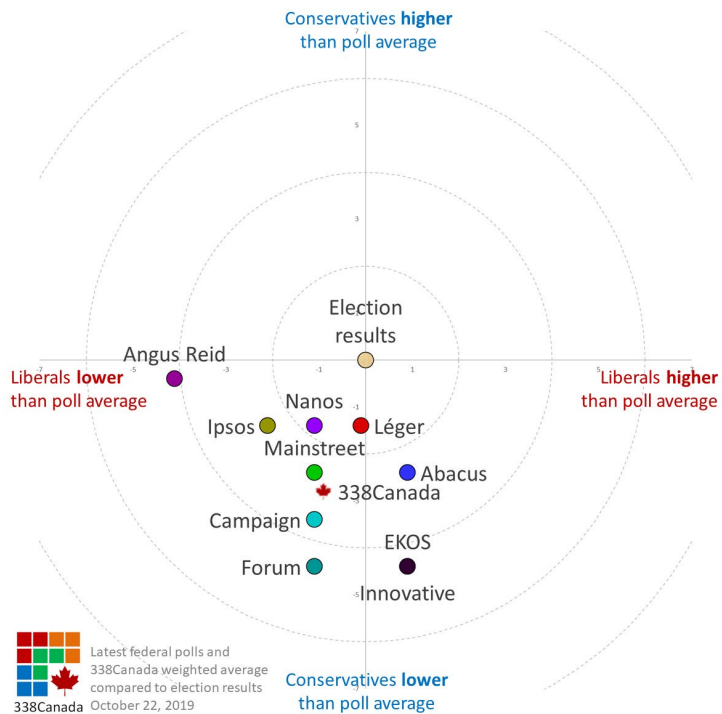
17.8 million votes

23,884 swing votes

14 ridings

Liberal majority

ELECTION RESULTS



Party	Sunday 20 th Only	Election Results 2019	Variance
Conservative	32.5%	34.4%	-1.9
Liberal	31.7%	33.1%	-1.4
NDP	20.8%	15.9%	+4.9
GPC	6.0%	6.5%	-0.5
BQ	7.2%	7.7%	-0.5
PPC	1.5%	1.6%	-0.1
Other	0.3%	0.5%	-0.2
Decided Voters	n=739		

**Ballot
Support**
**Four Week
Change**
**Ballot
Support**
**Four Week
Change**

32.5%
▼ 0.1%

8.5%
▲ 1.1%

Liberal
31.1%
▼ 5.1%

6.7%
▲ 0.9%

NDP
19.0%
▲ 3.4%

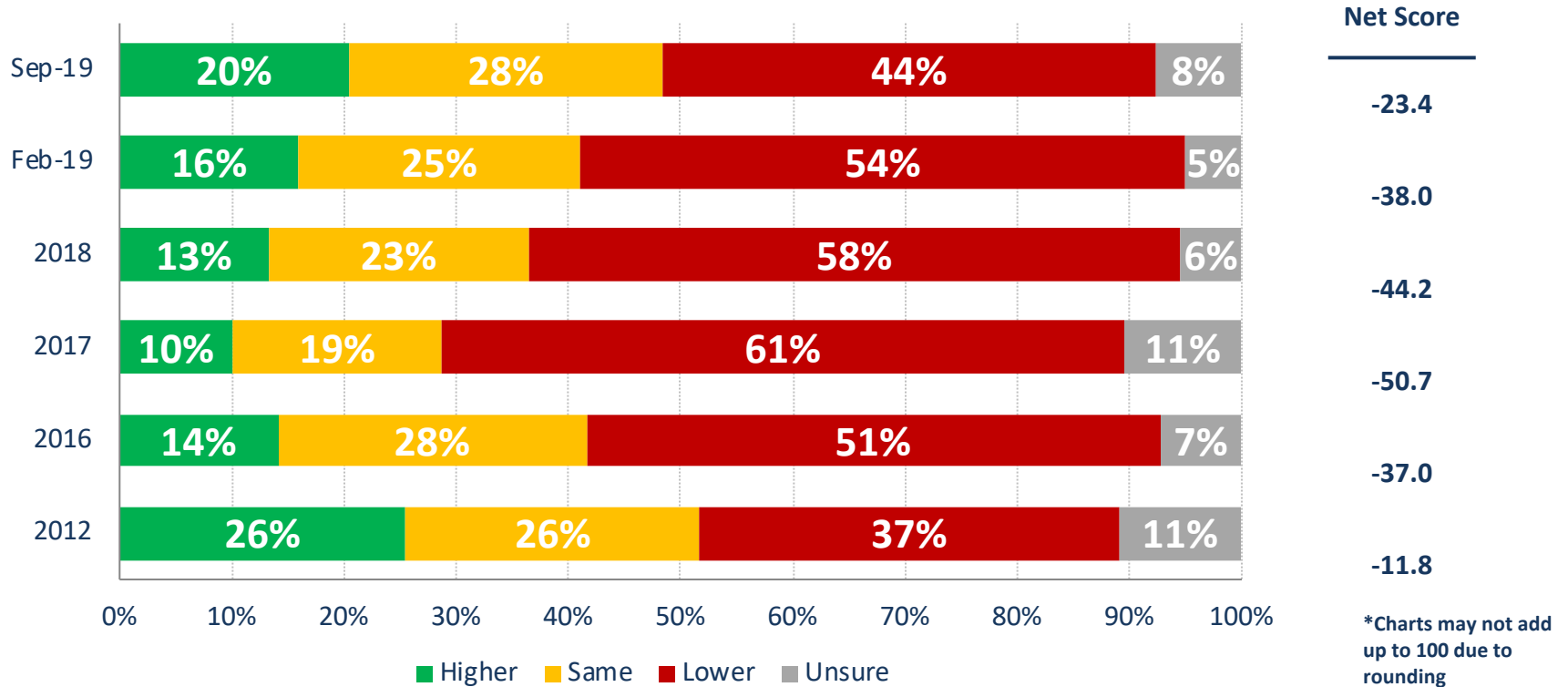
1.8%
-

Creeping Populism

... and foreign relations

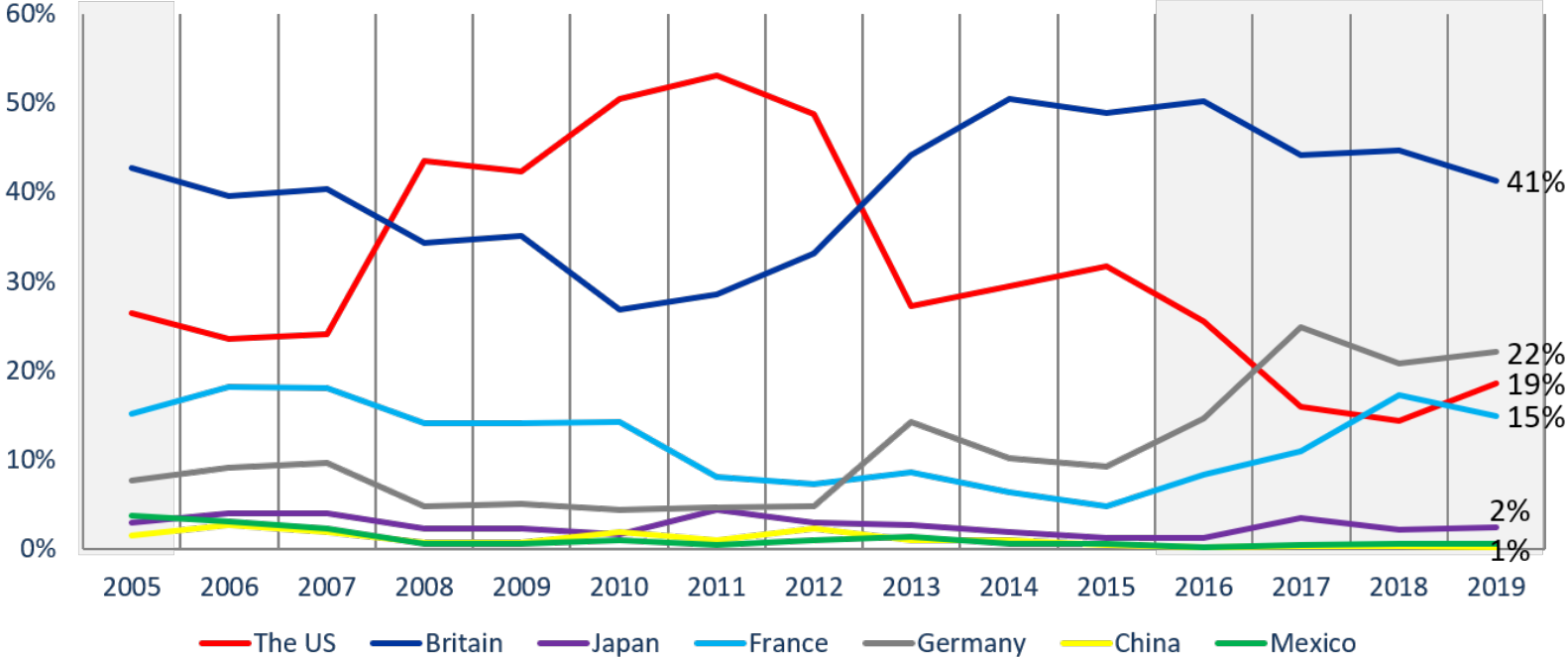


Future standard of living



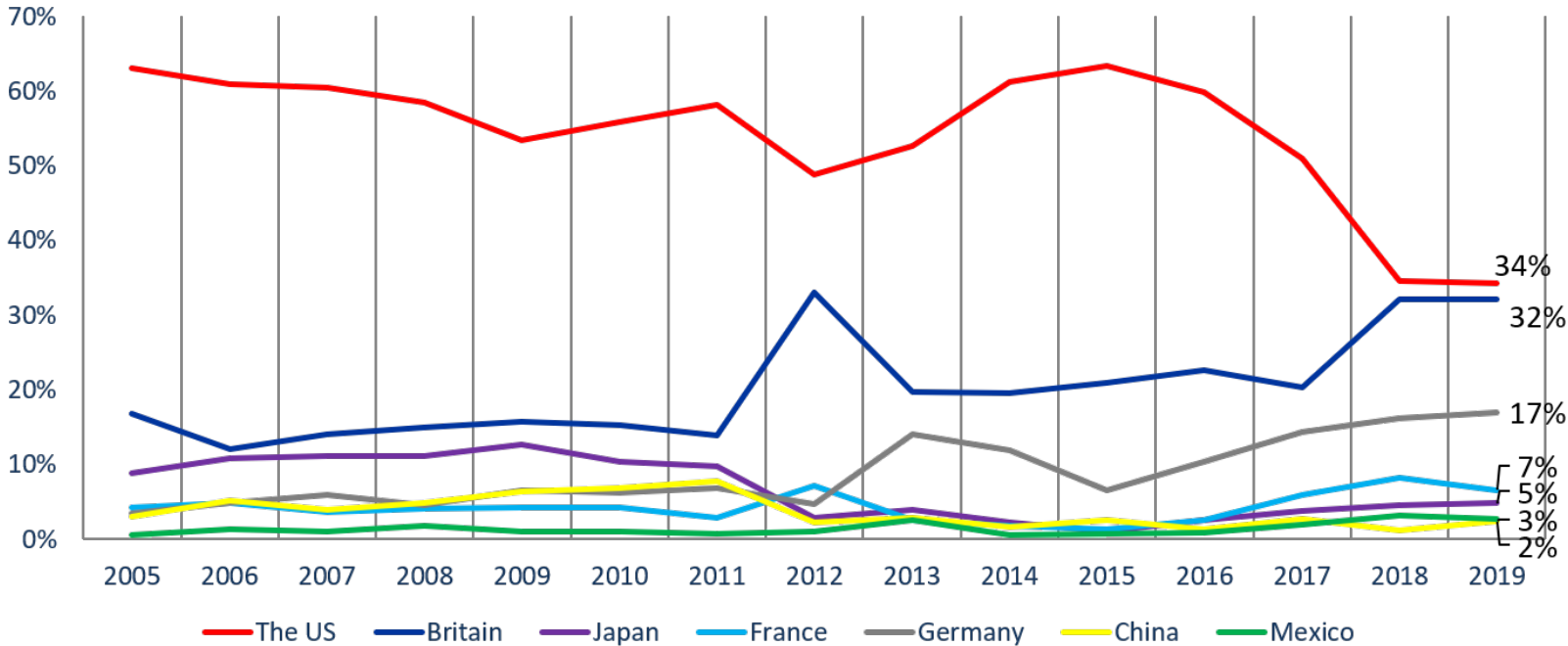
QUESTION – Do you think the next generation of Canadians will have a standard of living that is higher, the same or lower than Canadians have today? (Source: Nanos Survey, October 2019)

Canadians on human rights



QUESTION – Thinking about Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with Canada in terms of human rights? [ROTATE] [FIRST RANKED] (Source: Nanos and University of Buffalo, September 2019)

Canadians on business values



QUESTION – Thinking about Canada in relation with the countries below, could you please identify the first and second ranked countries that are closest with Canada in terms of business values? [ROTATE][FIRST RANKED] (Source: Nanos and University of Buffalo, September 2019)

IDEAS

- ☑ Perceived stability may be the primary frame for foreign relations
- ☑ Election lacking a focus on major issues – more focused on gotcha politics
- ☑ Disconnect between voters and front runners.
- ☑ Election scenario outcomes for the House of Commons