

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending October 18, 2013
(released October 23, 2013)



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Weekly Nanos Party Power Index



Analysis (Released 10/23/2013)

The latest weekly tracking on the Nanos Party Power Index completed on October 18, 2013 by Nanos Research suggests that the Liberal brand power remains stronger than the Conservatives (Liberal Party Power Index Score 59, Conservative Party Power Index Score 54). However, the Conservative power index score has been trending up leading up to the Speech from the Throne.

With the exception of the Tories, the national Nanos Party Power Index scores remain stable for the Liberals at 59, the NDP at 47, and the Green Party at 32.

A score above 50 on the diffusion index suggests a net positive draw for a political party. The improvement in Tory brand power, although still trailing the Liberals, has largely been driven by improved index scores among women over the past six weeks.

Of note, although the Conservatives have not significantly improved their numbers in terms of the percentage of Canadians who would consider voting for them, Stephen Harper's personal numbers have incrementally improved since early September and he is now in a tight race with Justin Trudeau on the best PM measure.

The accessible voter pool for each of the parties remains relatively stable with 50 percent of Canadians saying they would consider voting Liberal, followed by the NDP at 43 percent, the Conservatives at 41 percent, and the Green Party at 26 percent. The accessible voter pool for the BQ in Quebec continues to erode and is now at 28 percent of Quebecers.

About the Index



Weekly Nanos Party Power Index

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.

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.

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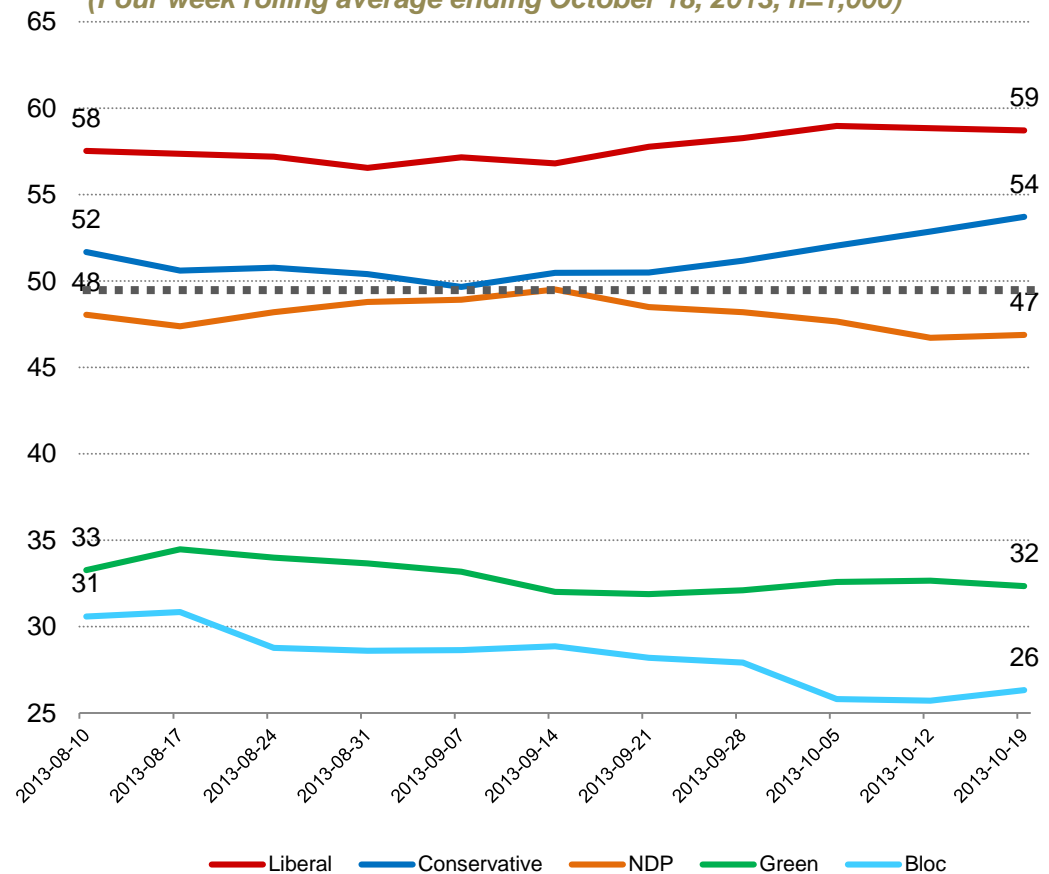
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Canada Weekly Index Tracking Scores
(Four week rolling average ending October 18, 2013, n=1,000)



Party Power Index Tracking by Region

Nanos Weekly Tracking



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Party Power Index



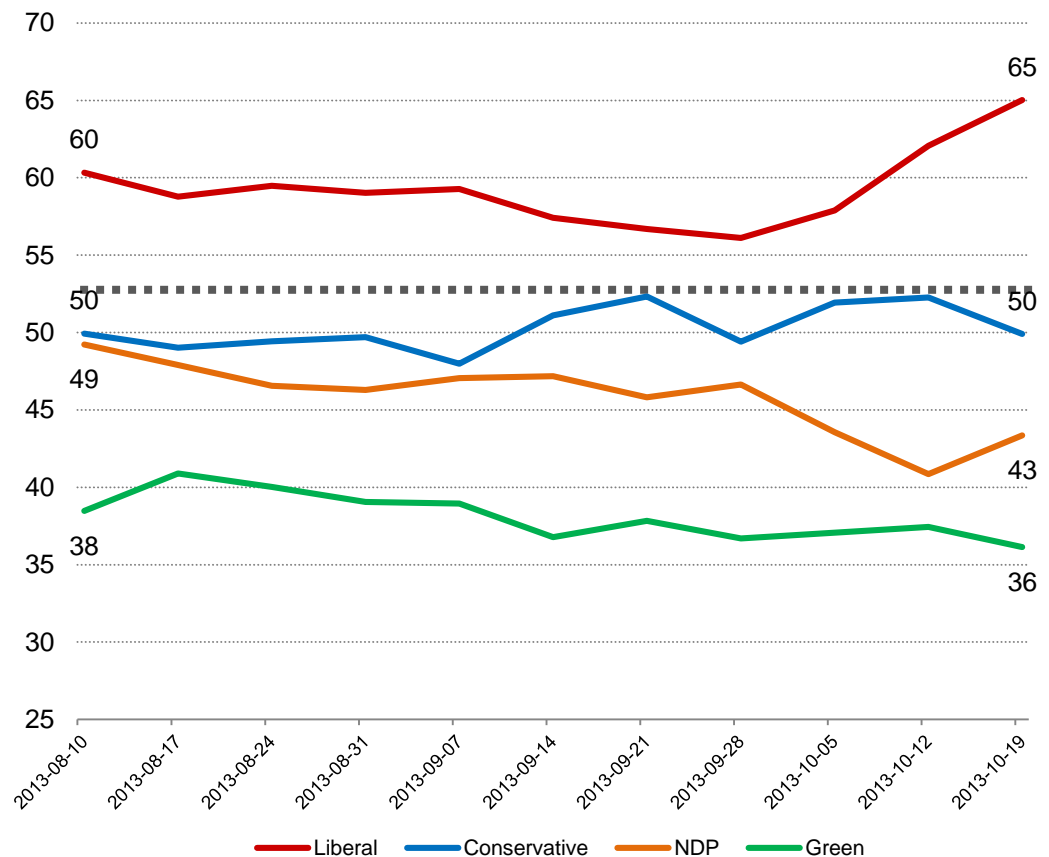
The Nanos Party Power Index Tracking for BC is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for regional subsamples.

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British Columbia Weekly Index Tracking Scores
(Four week rolling average ending October 18, 2013, n=152)



Party Power Index



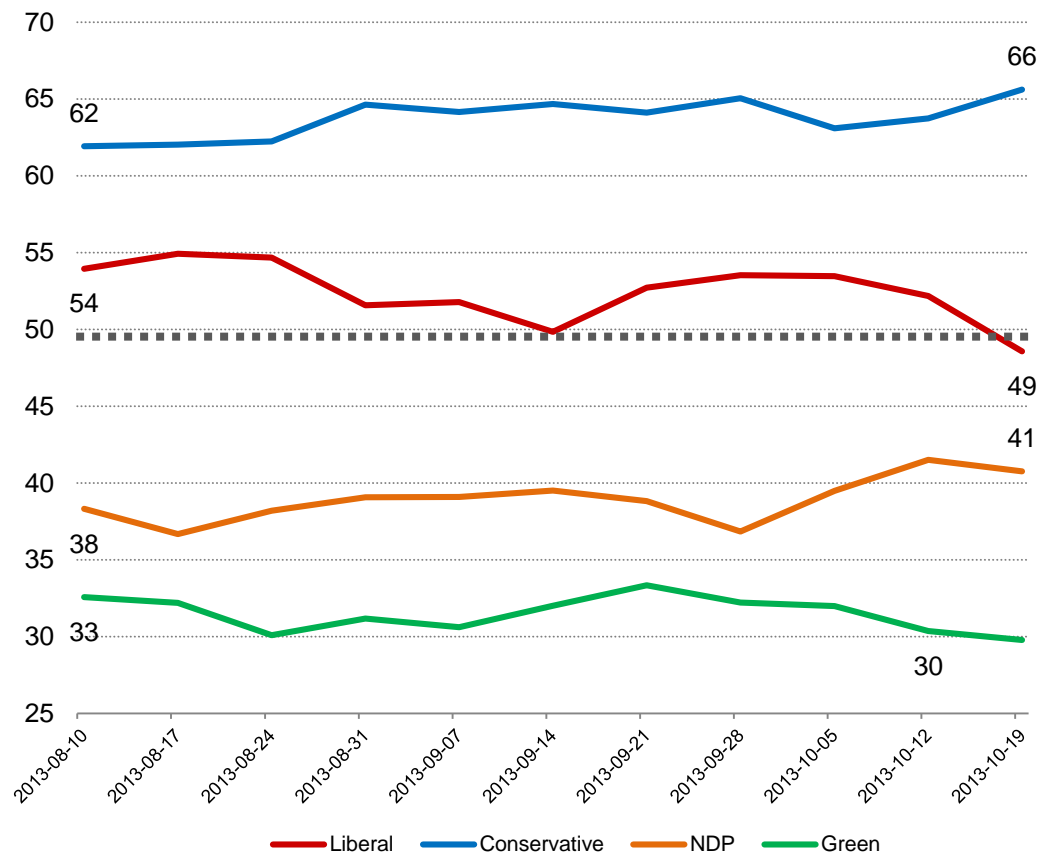
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for regional subsamples.

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Prairies Weekly Index Tracking Scores (Four week rolling average ending October 18, 2013, n=200)



Party Power Index



The Nanos Party Power Index Tracking for Ontario 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. There are wider margins of accuracy for regional subsamples.

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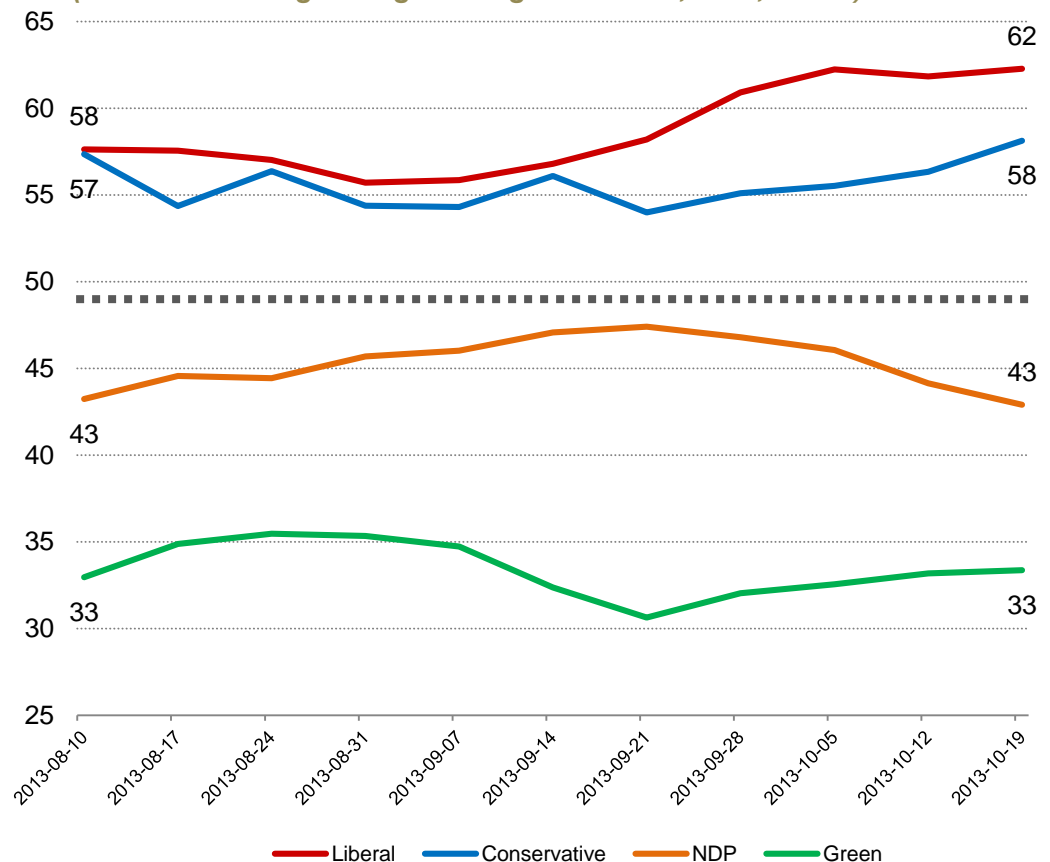
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Ontario Weekly Index Tracking Scores
(Four week rolling average ending October 18, 2013, n=300)



Party Power Index



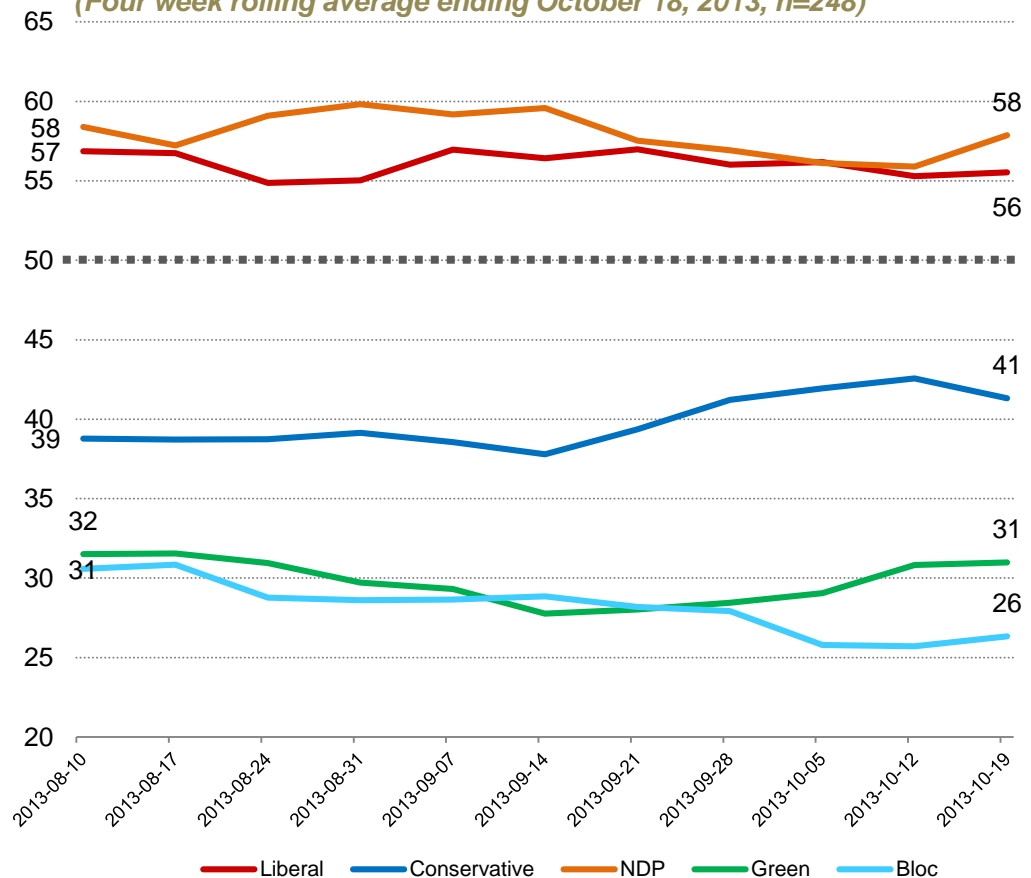
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for regional subsamples.

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Quebec Weekly Index Tracking Scores
(Four week rolling average ending October 18, 2013, n=248)



Party Power Index



The Nanos Party Power Index Tracking for the Atlantic 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. There are wider margins of accuracy for regional subsamples.

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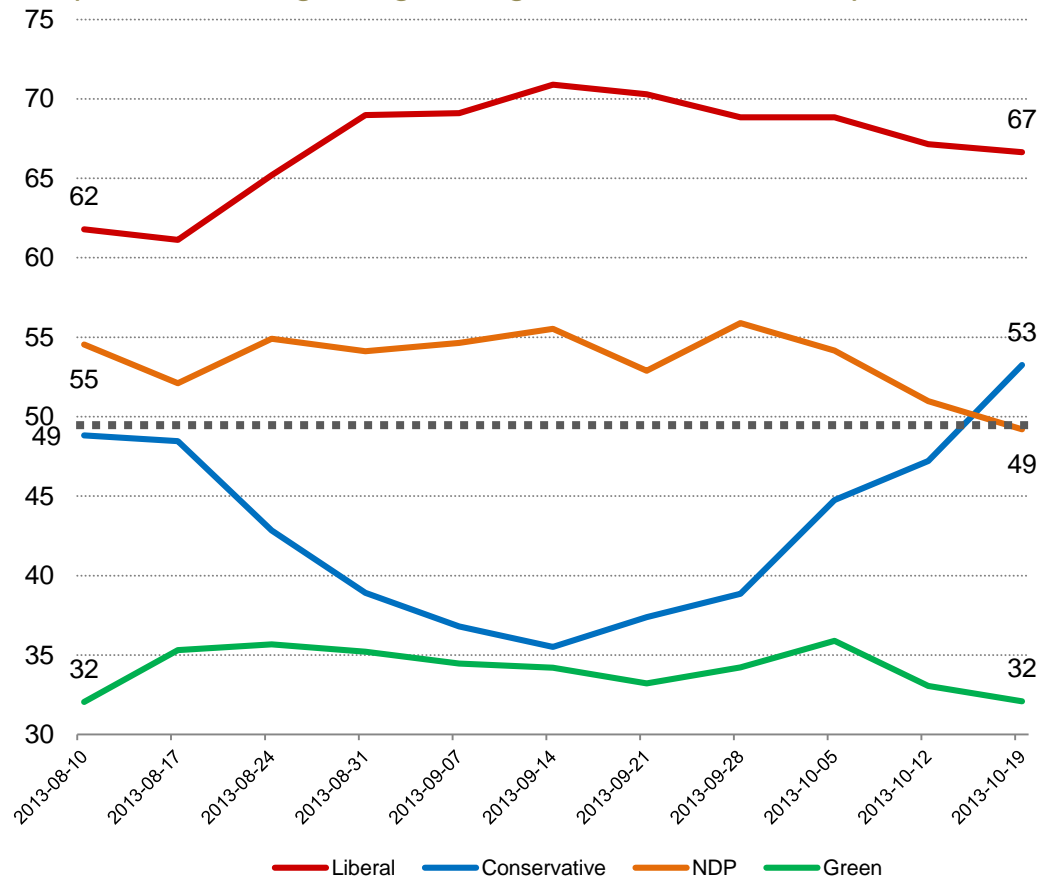
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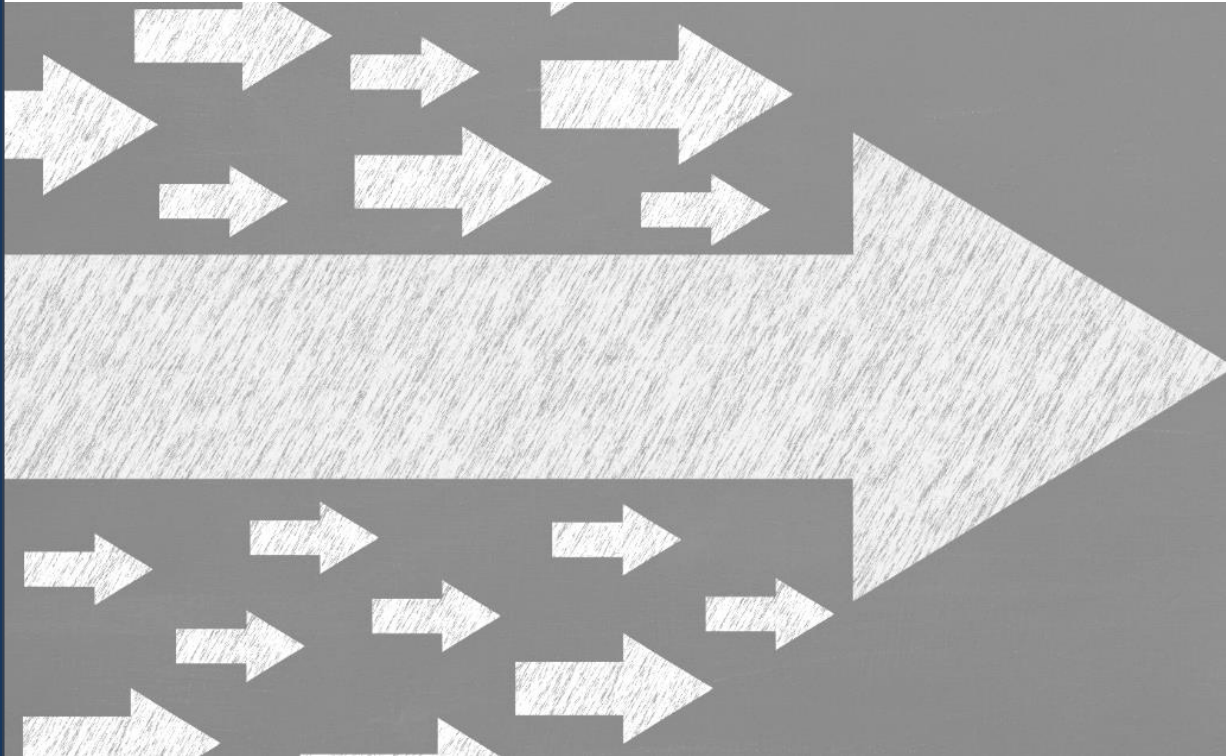
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Atlantic Weekly Index Tracking Scores (Four week rolling average ending October 18, 2013, n=100)



Party Power Index Tracking by Age

Nanos Weekly Tracking



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Party Power Index



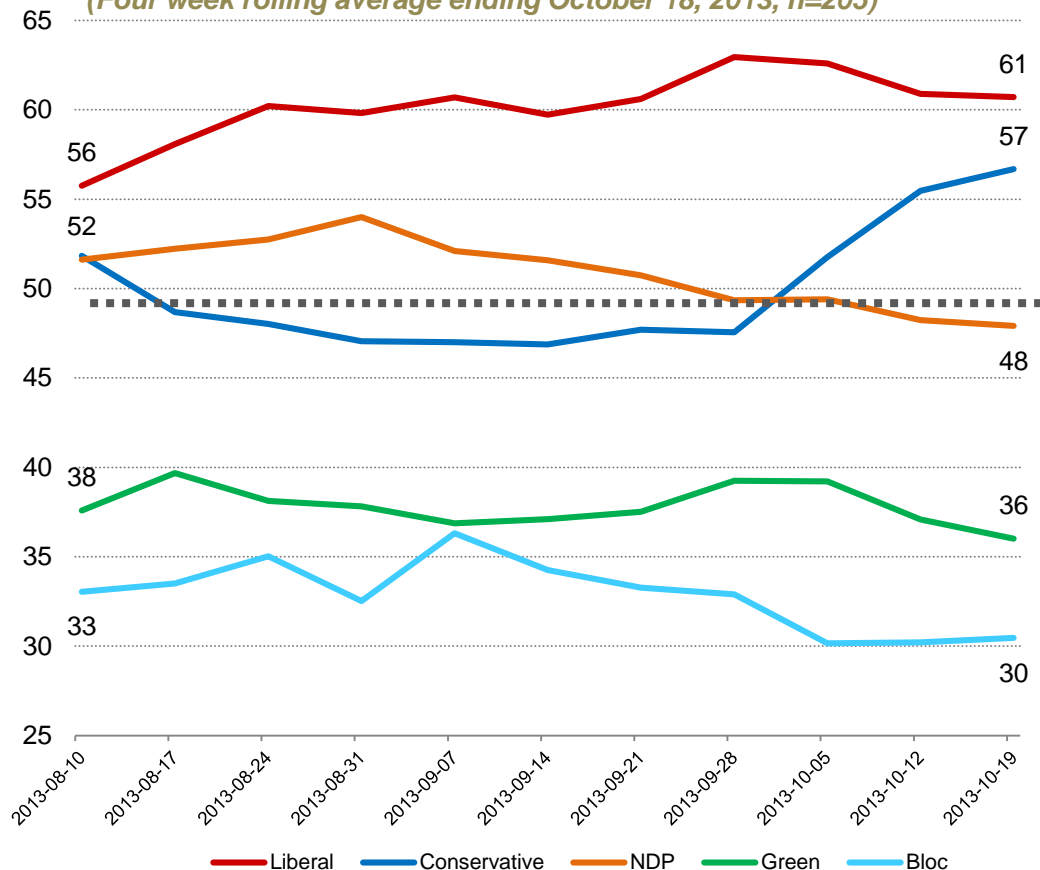
The Nanos Party Power Index Tracking for the 18 to 29 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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18 to 29 Weekly Index Tracking Scores
(Four week rolling average ending October 18, 2013, n=205)



Party Power Index



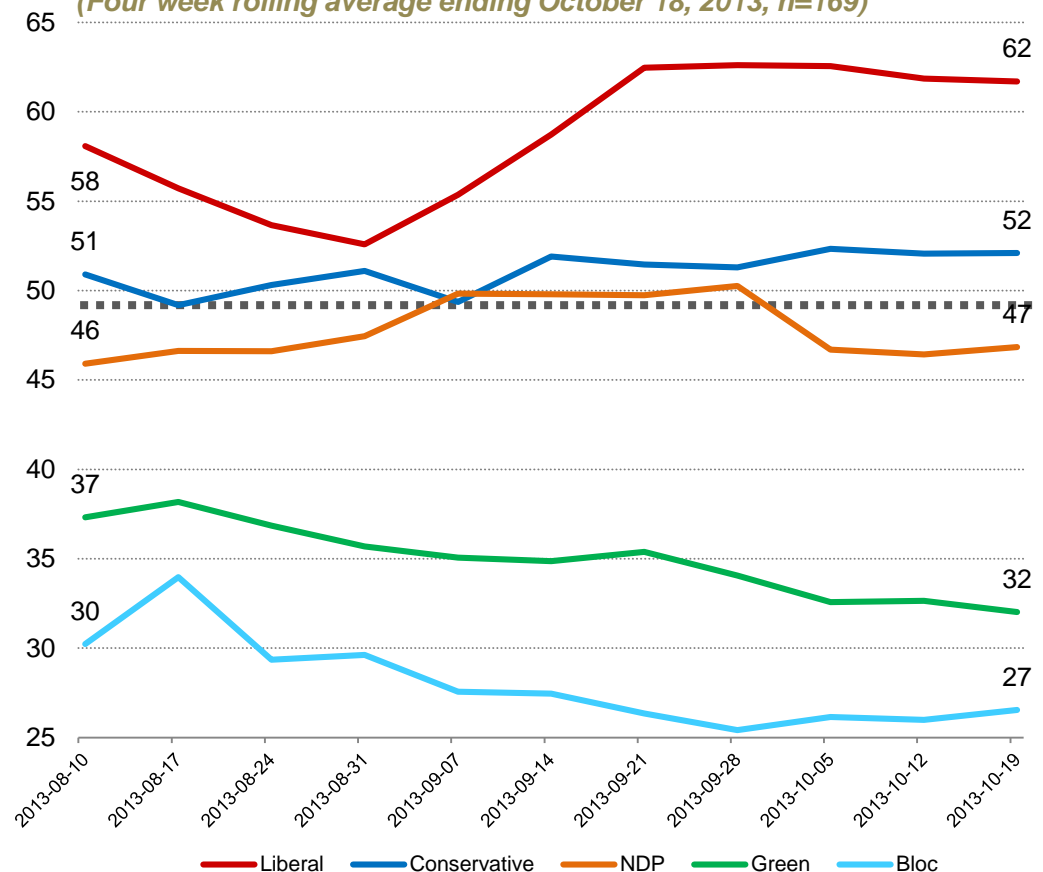
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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30 to 39 Weekly Index Tracking Scores
(Four week rolling average ending October 18, 2013, n=169)



Party Power Index



The Nanos Party Power Index Tracking for the 40 to 49 age group 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 PM, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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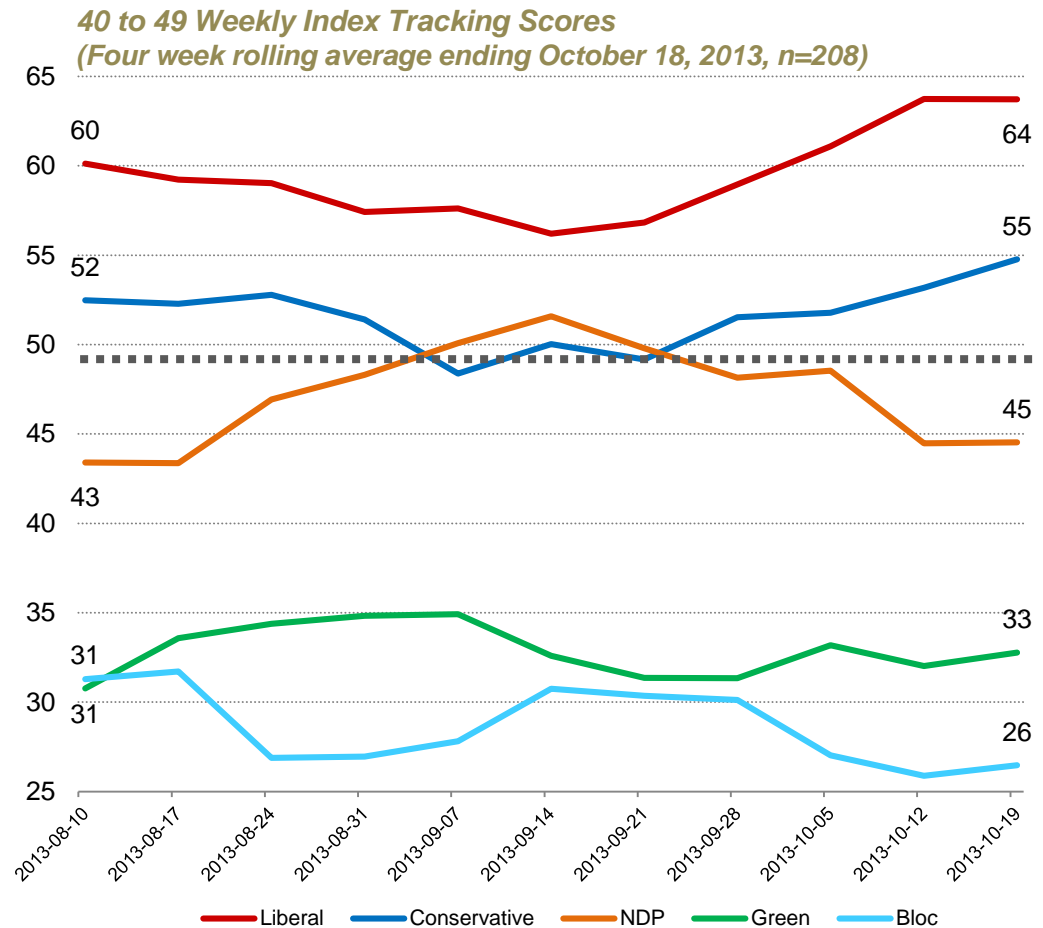
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Party Power Index



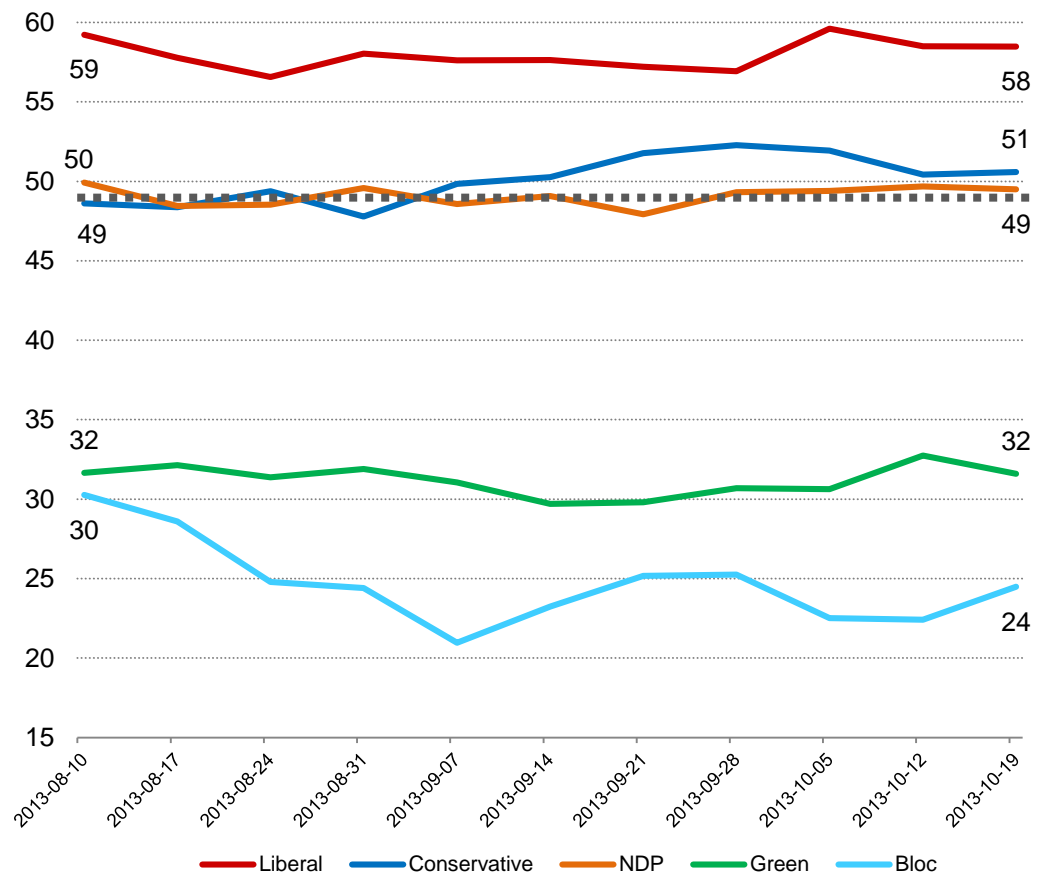
The Nanos Party Power Index Tracking for the 50 to 59 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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50 to 59 Weekly Index Tracking Scores (Four week rolling average ending October 18, 2013, n=178)



Party Power Index



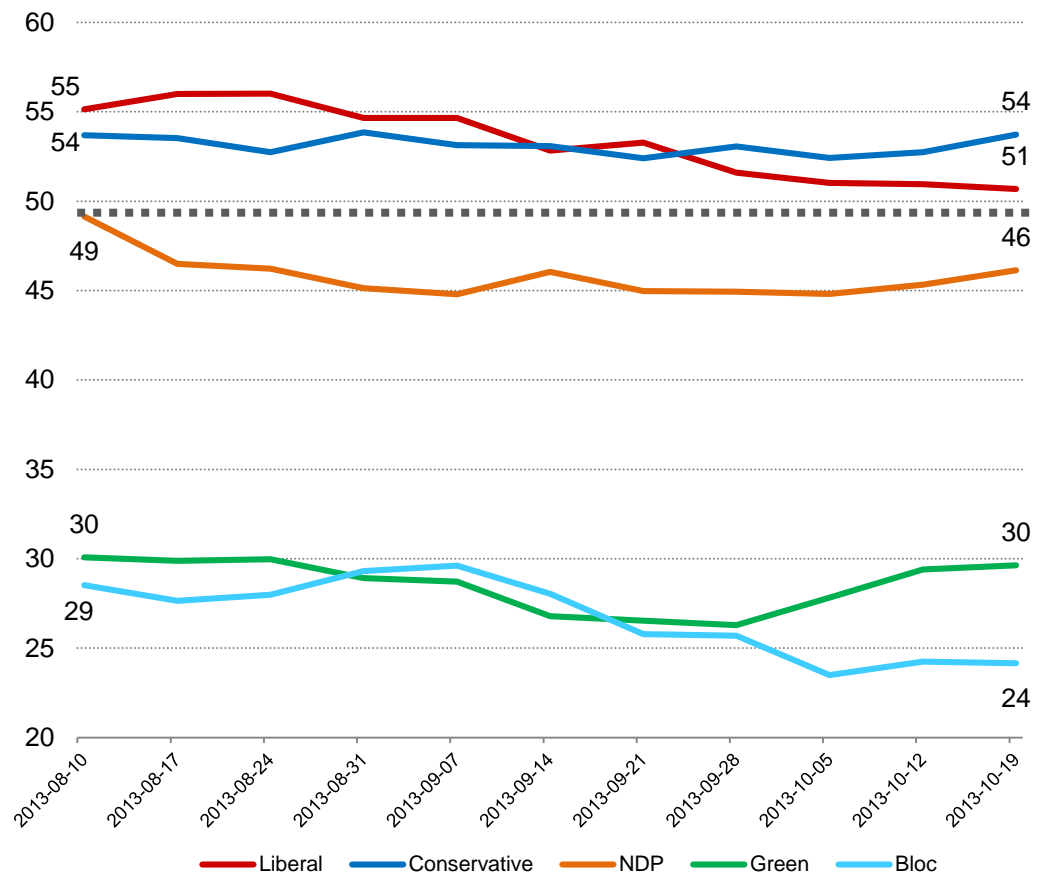
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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60 plus Weekly Index Tracking Scores (Four week rolling average ending October 18, 2013, n=239)



Party Power Index Tracking by Gender

Nanos Weekly Tracking



Party Power Index



The Nanos Party Power Index Tracking for males 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. There are wider margins of accuracy for gender subsamples.

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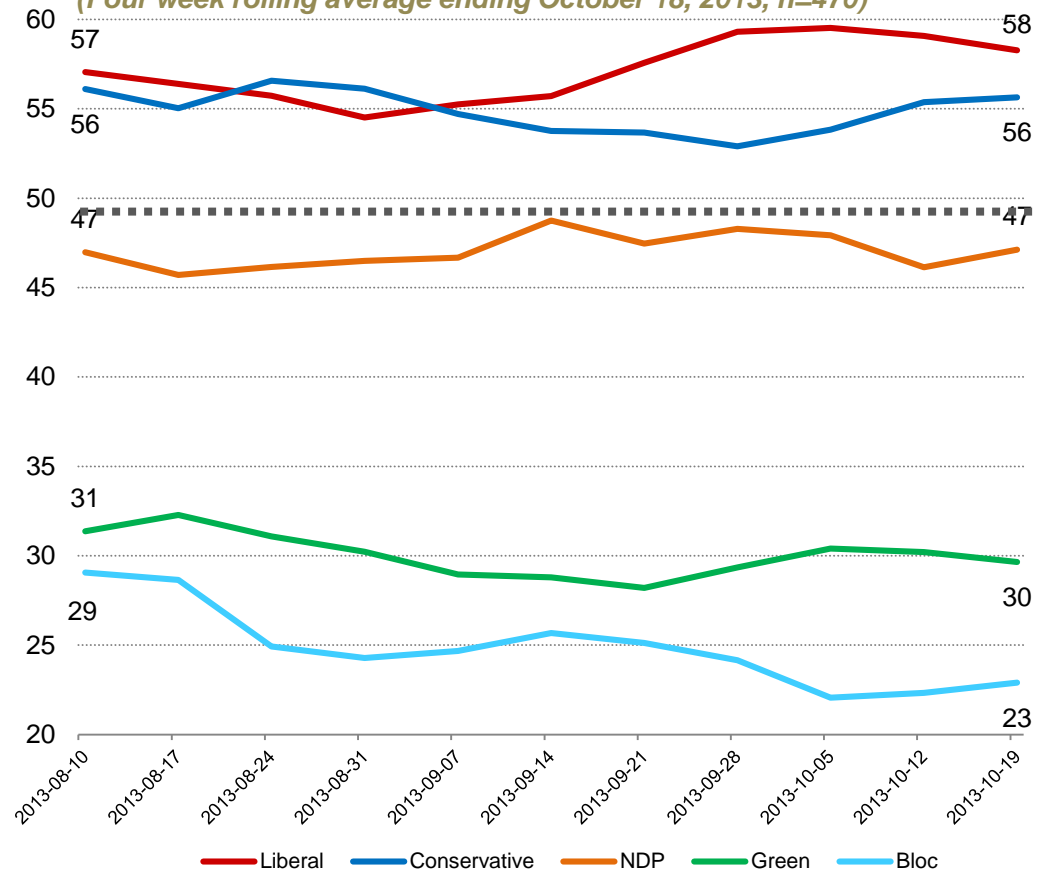
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Male Weekly Index Tracking Scores

(Four week rolling average ending October 18, 2013, n=470)



Party Power Index



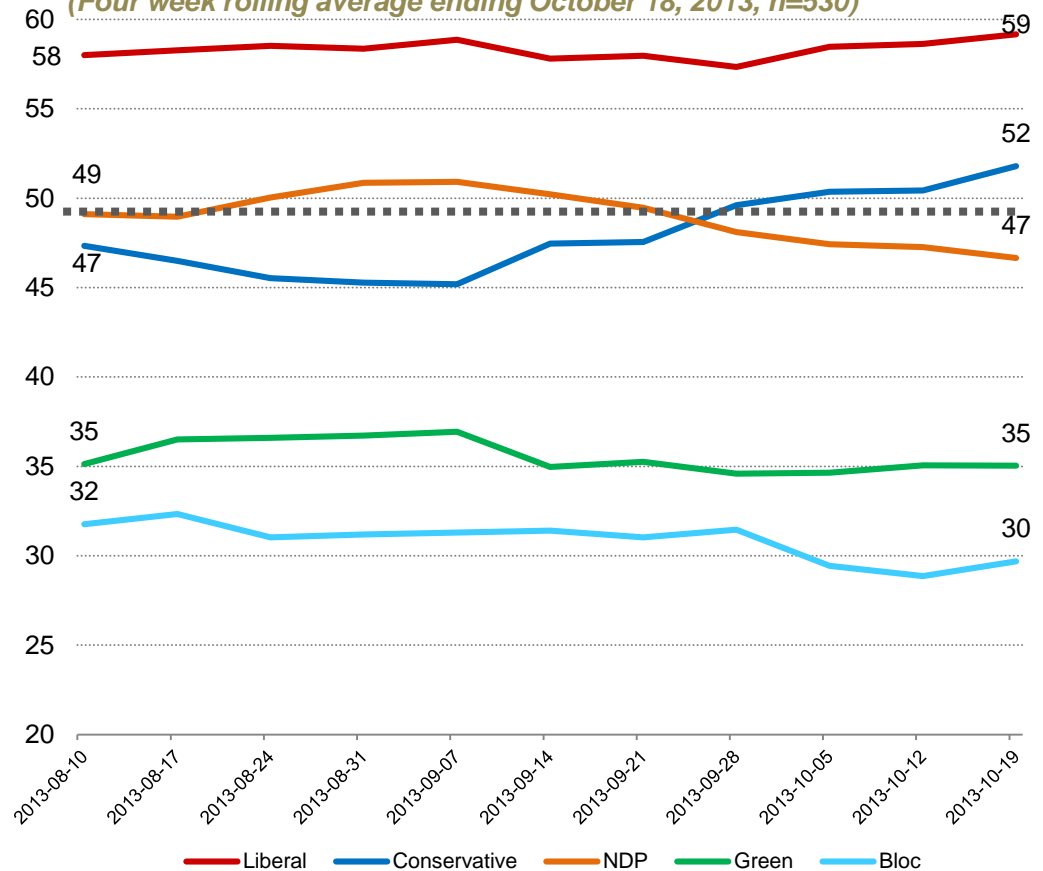
The Nanos Party Power Index Tracking for females is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for gender subsamples.

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Female Weekly Index Tracking Scores
(Four week rolling average ending October 18, 2013, n=530)



Federal Party Accessible Voters

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National Ballot



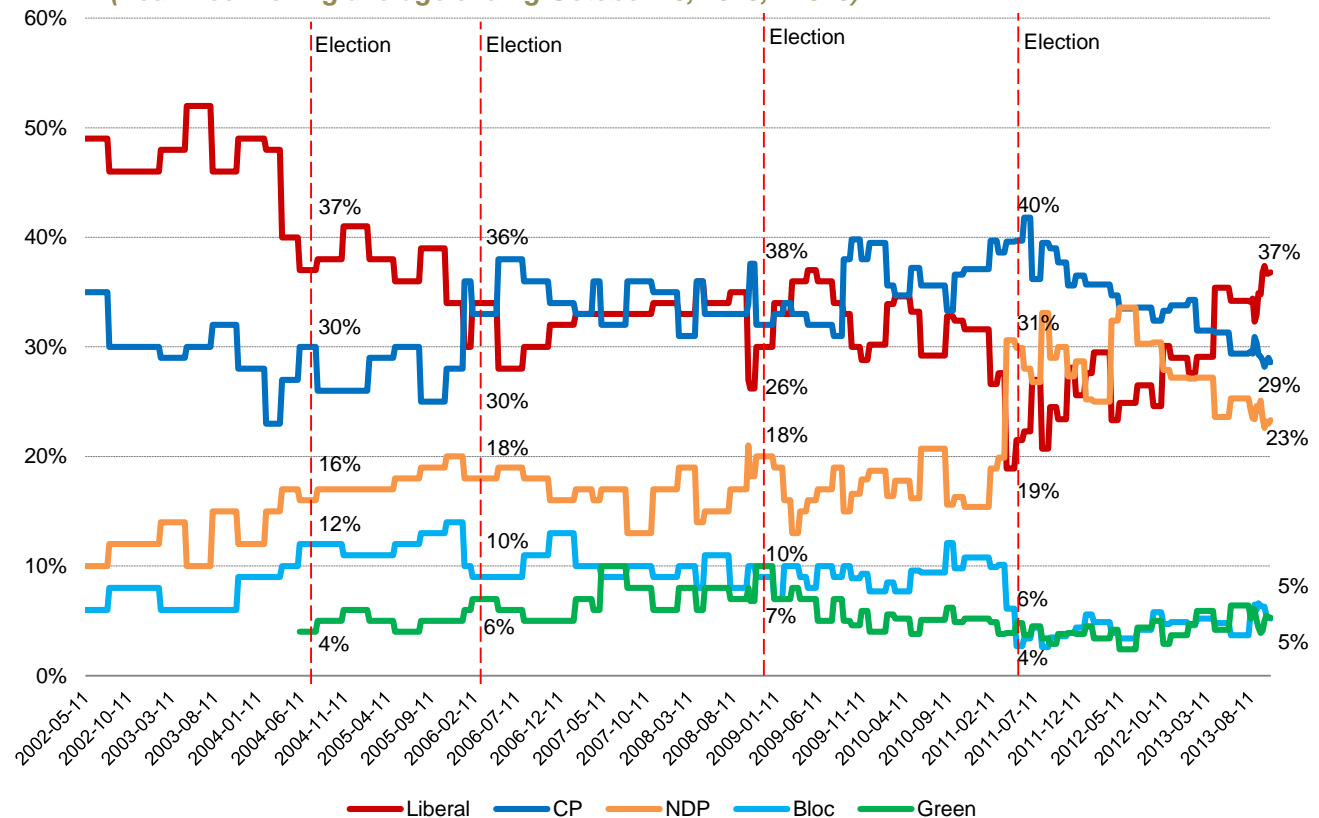
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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Weekly Tracking – First Ranked Choice (Four week rolling average ending October 18, 2013, n=826)



National Issue



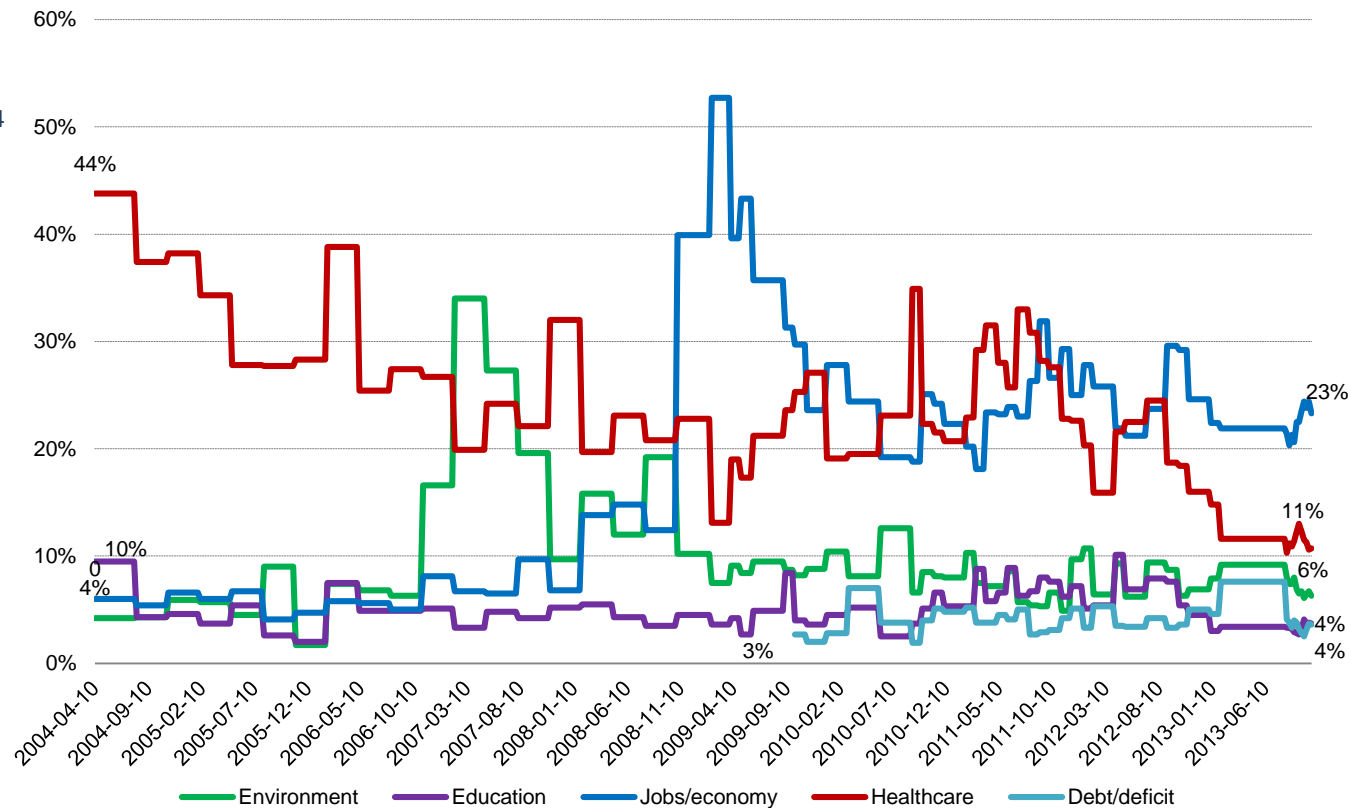
Question: What is your most important NATIONAL issue of concern?

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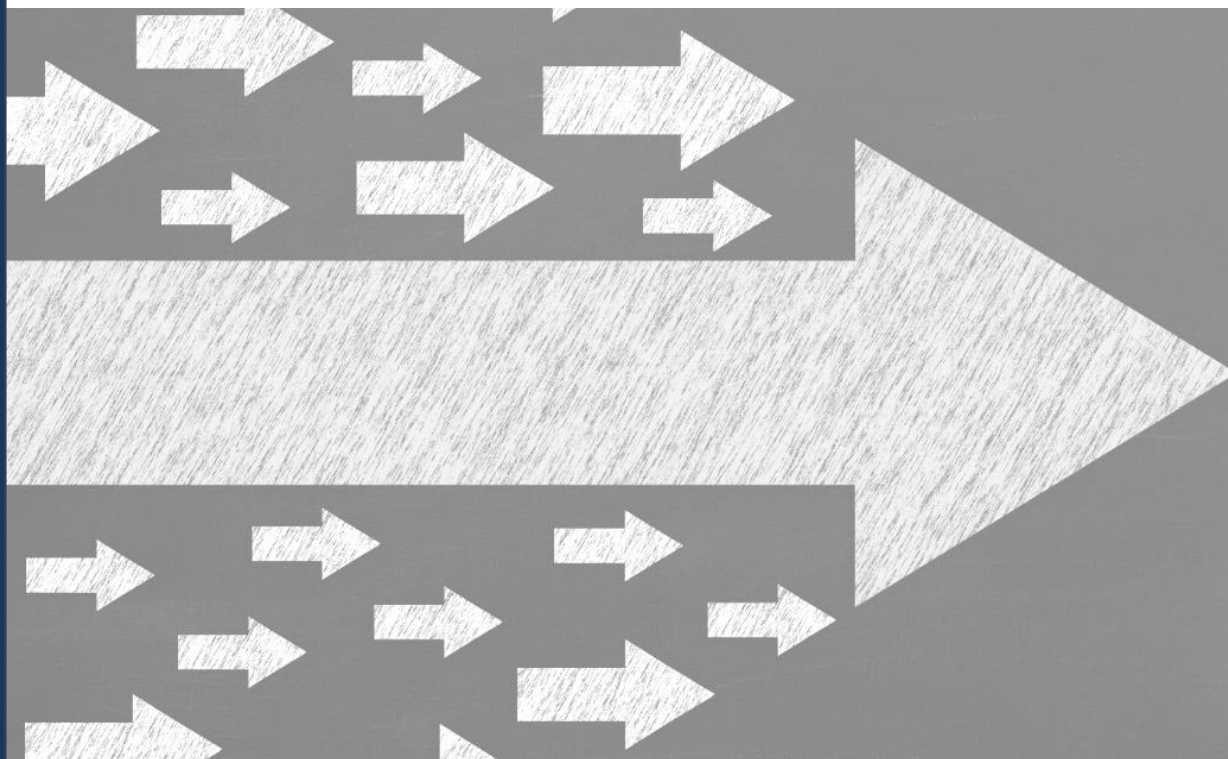
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Weekly Tracking (Four week rolling average ending October 18, 2013, n=1,000)



National Political Tracking Numbers

Nanos Weekly Tracking



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Consider Conservative

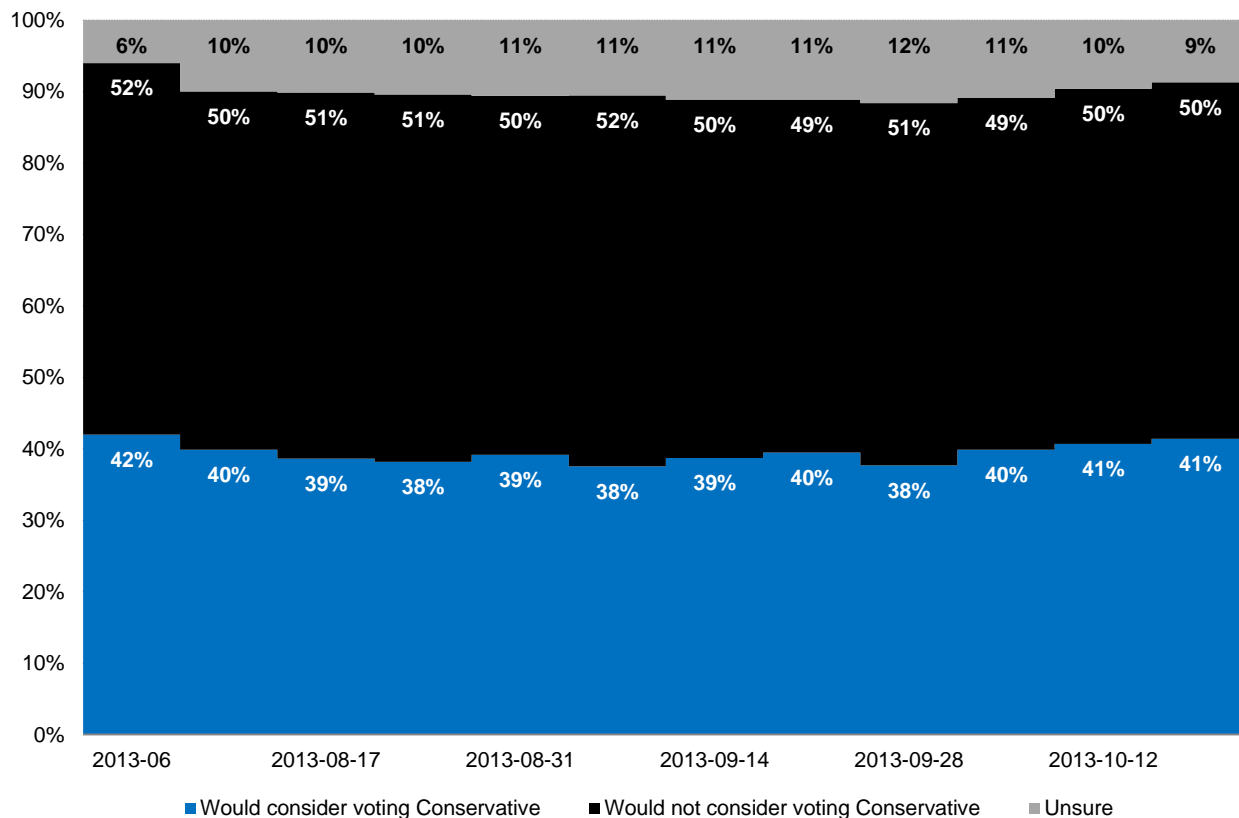
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

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National – Weekly Tracking
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Consider NDP



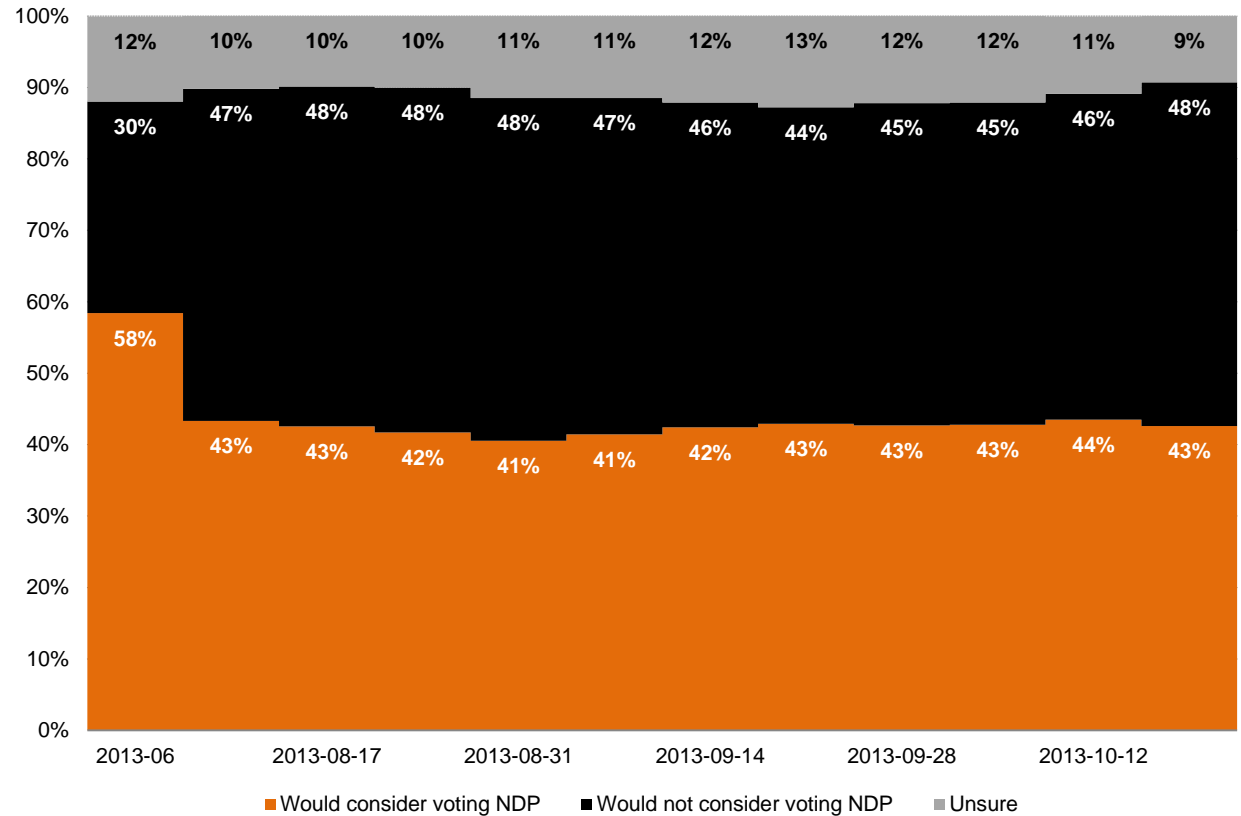
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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National – Weekly Tracking
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Consider Liberal



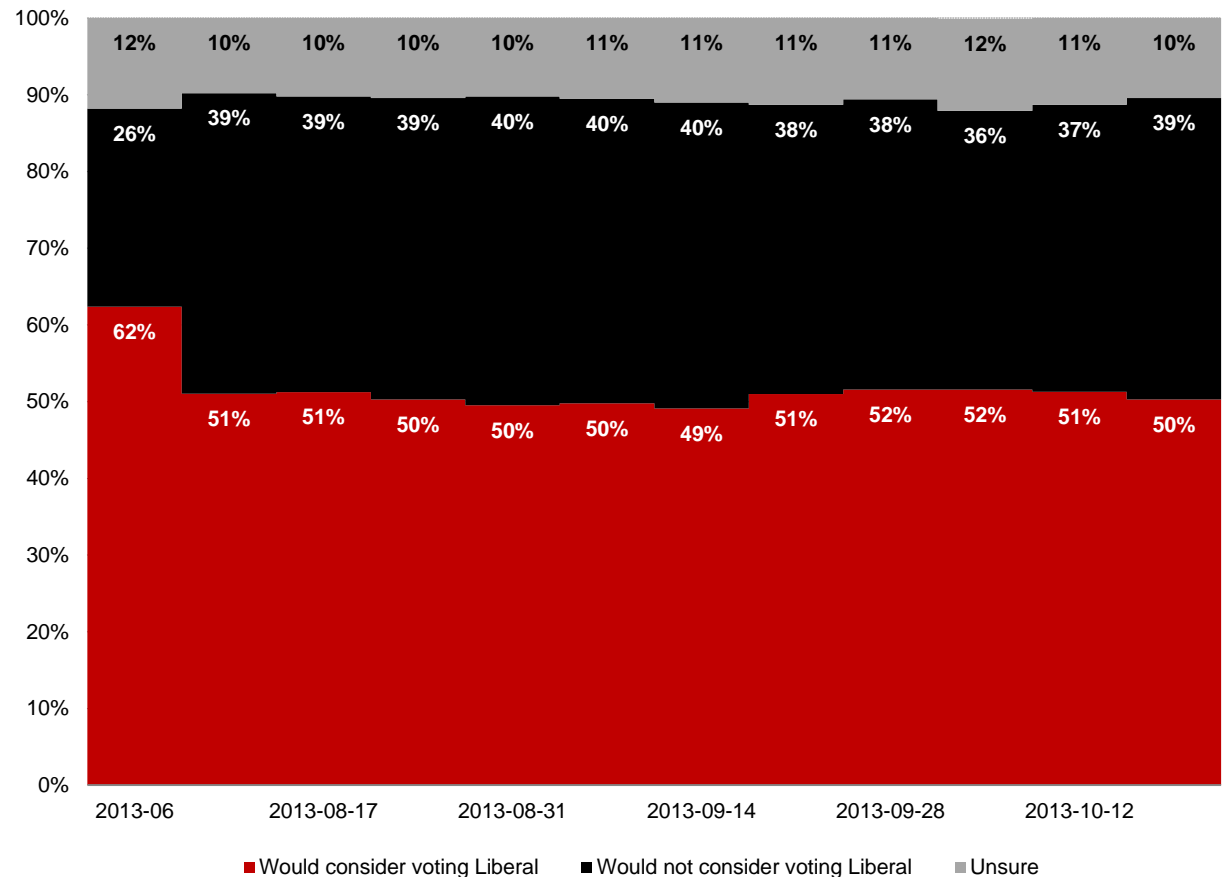
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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National – Weekly Tracking
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Consider Bloc



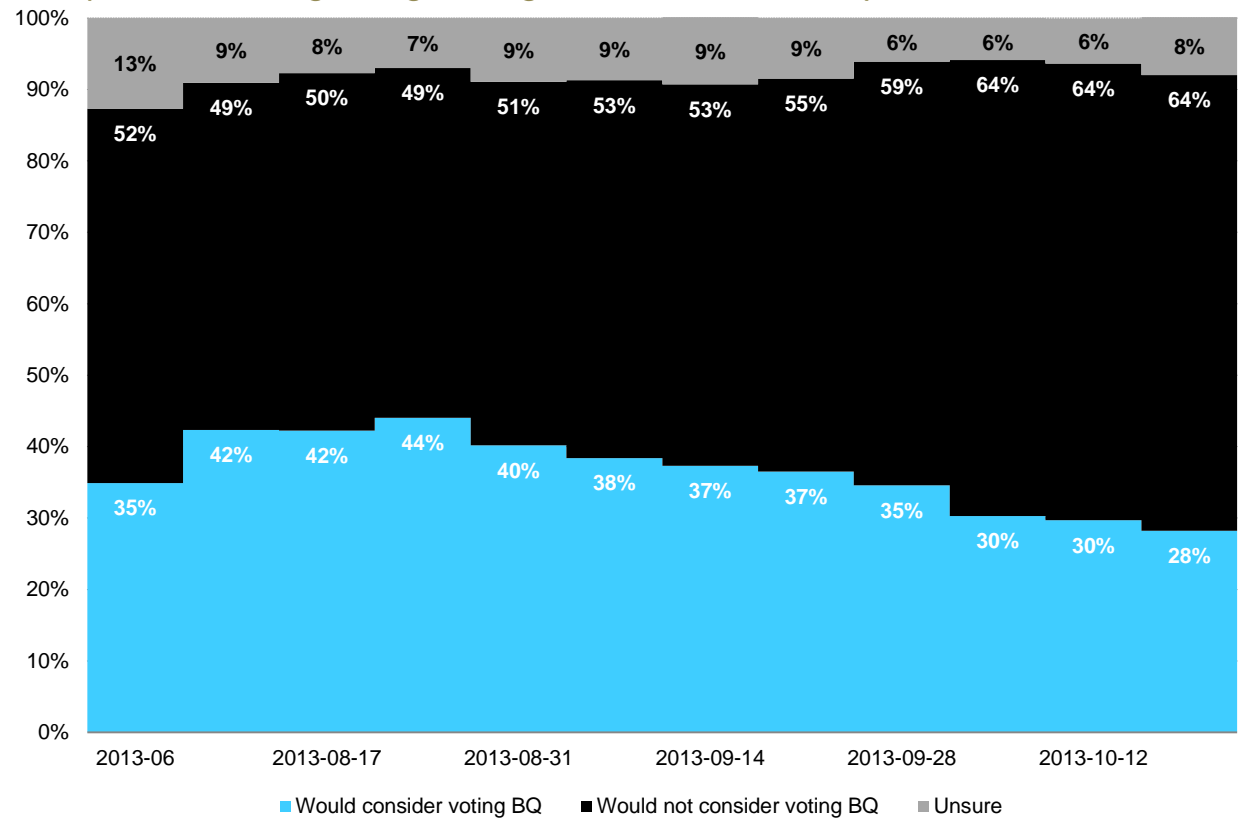
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
(Four week rolling average ending October 18, 2013, n=248)



Consider Green



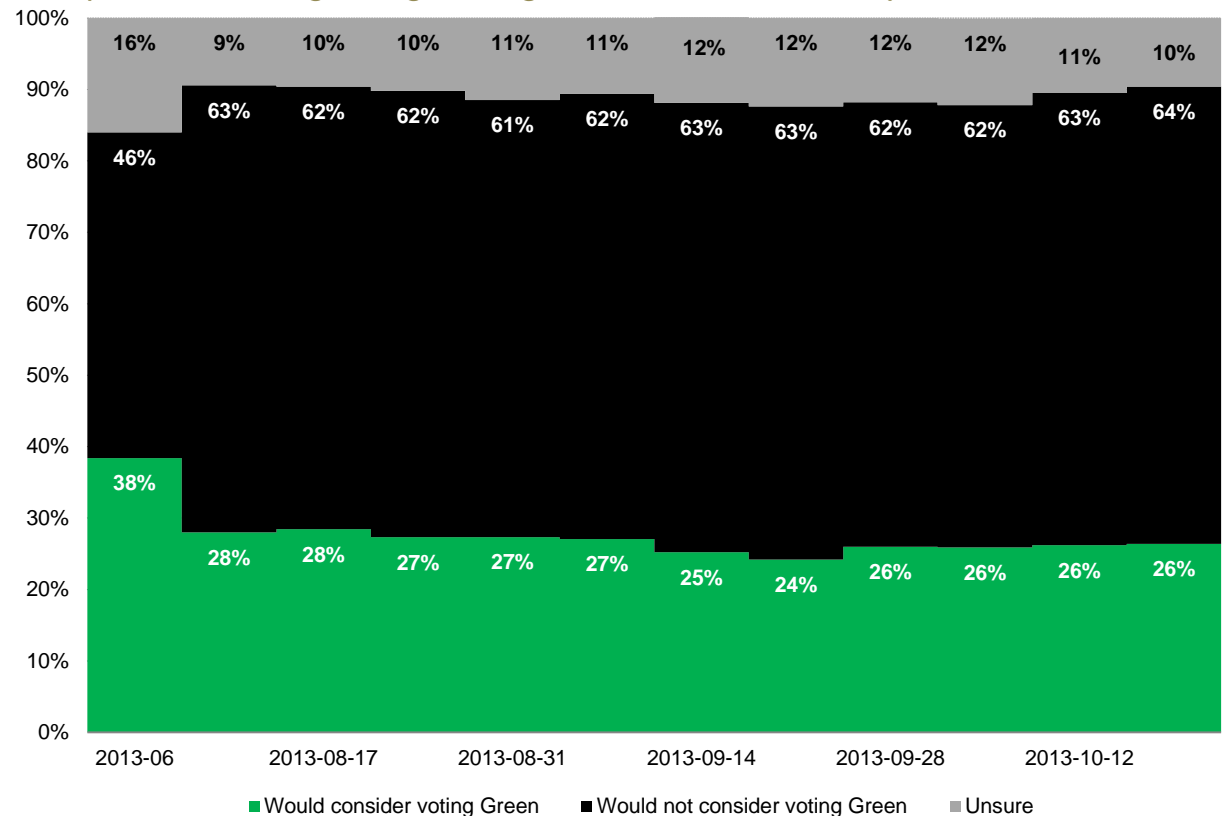
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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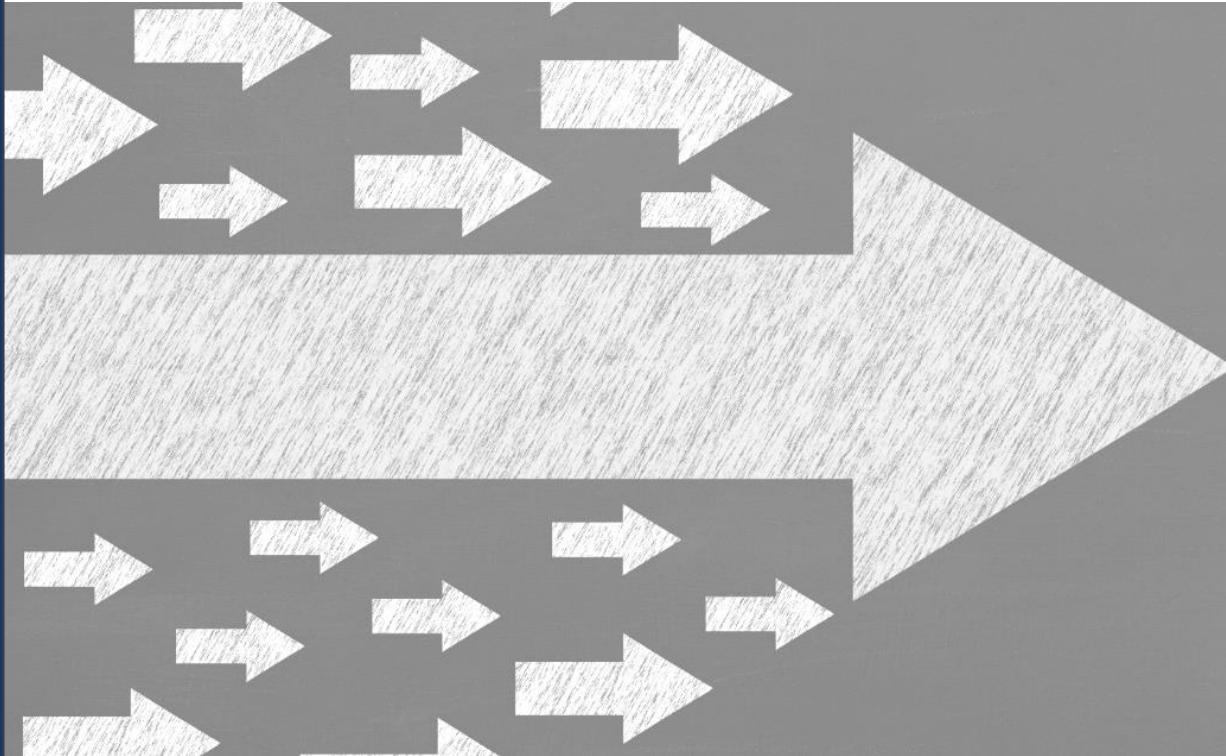
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National – Weekly Tracking
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Tracking on the Federal Political Leaders

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Prime Minister



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

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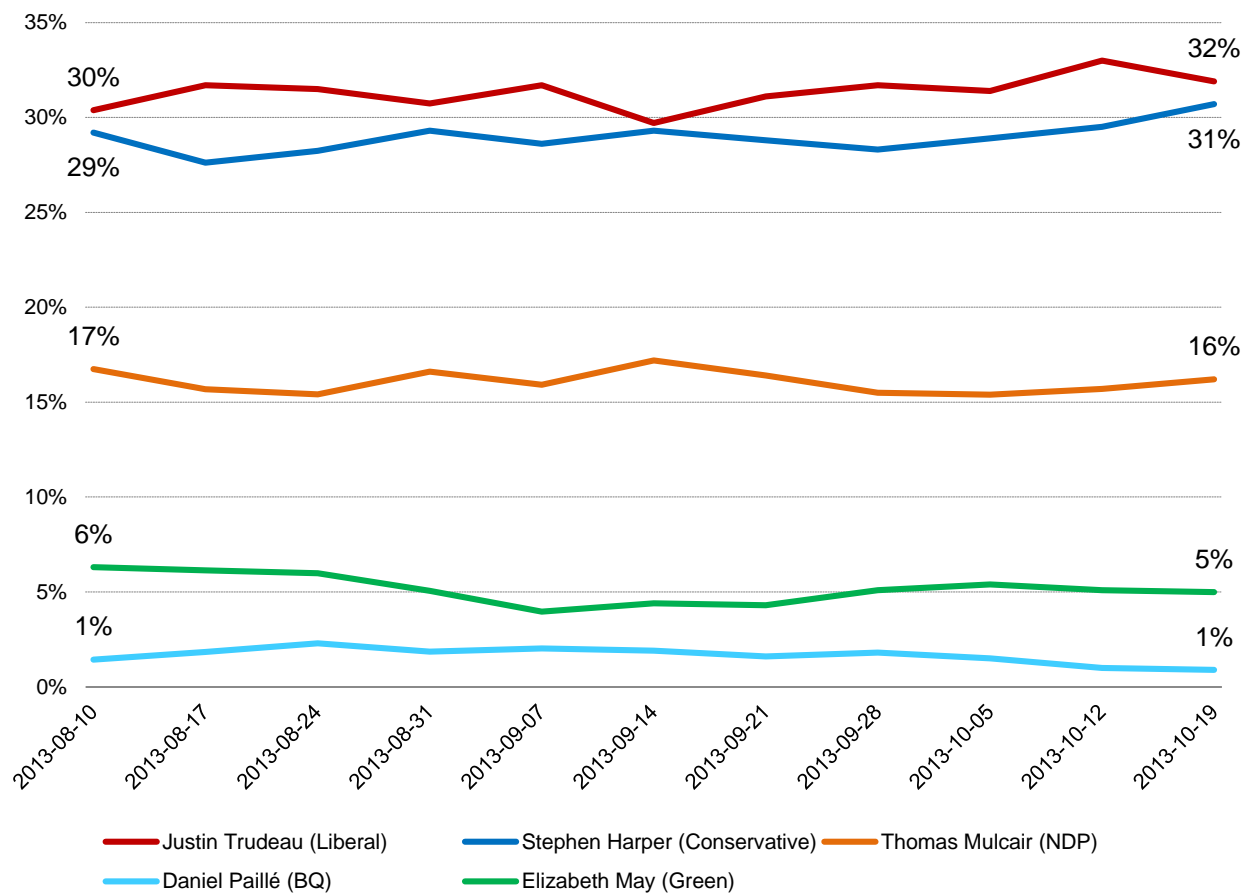
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National – Weekly Tracking – First Ranked Choice (Four week rolling average ending October 18, 2013, n=1,000)



Harper



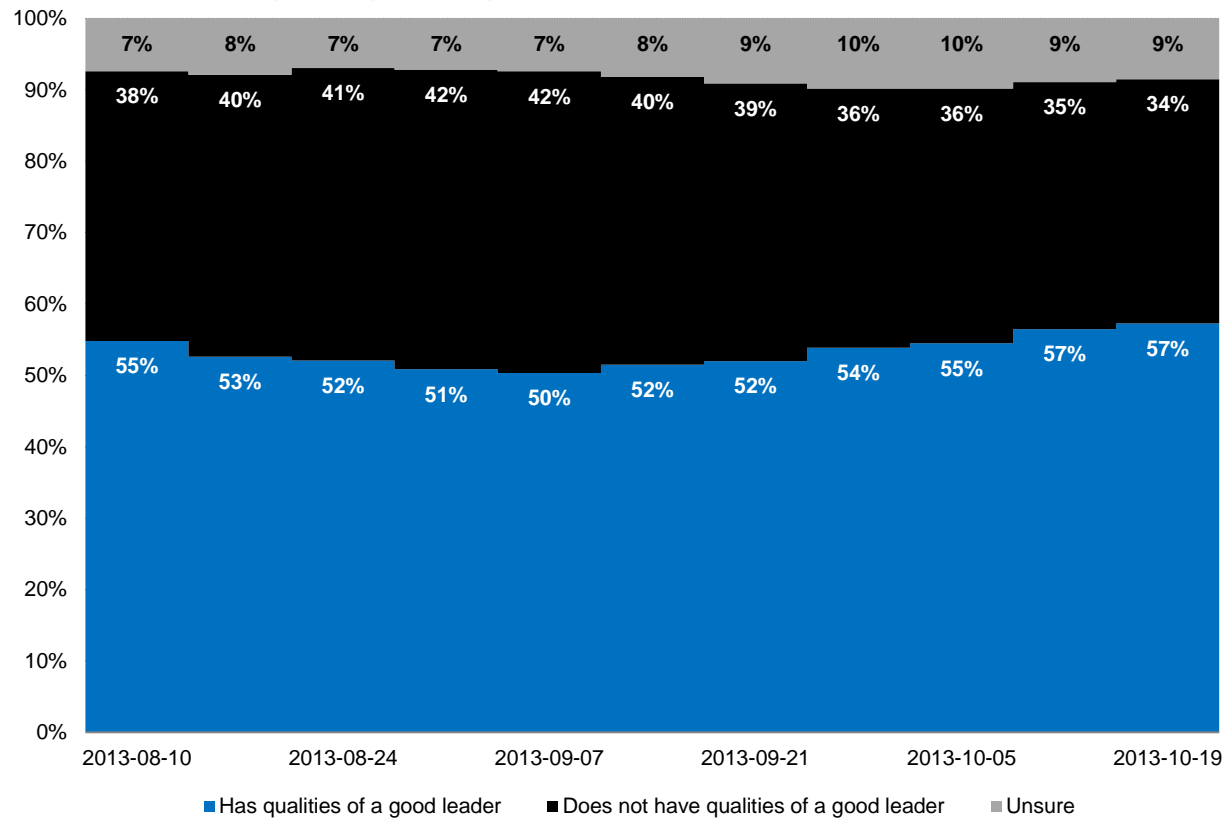
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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National – Weekly Tracking (Four week rolling average ending October 18, 2013, n=1,000)



Mulcair



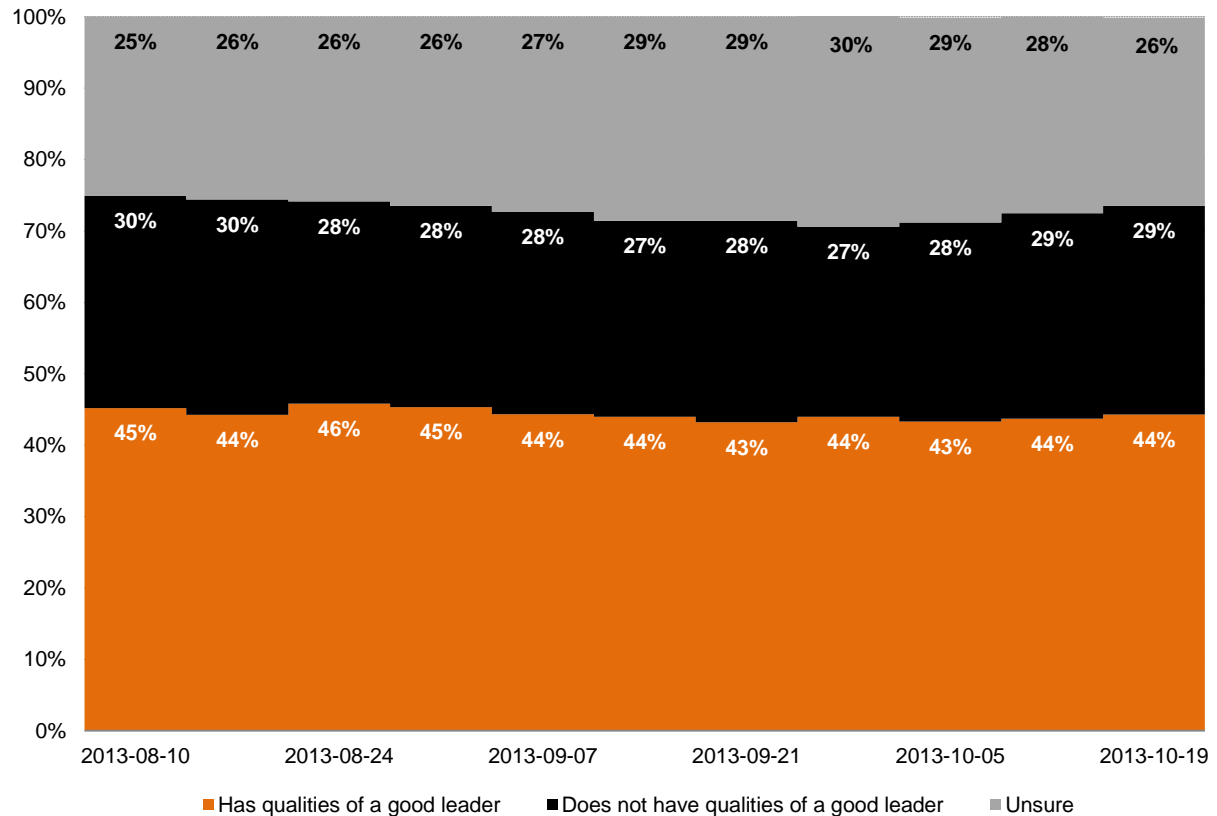
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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National – Weekly Tracking (Four week rolling average ending October 18, 2013, n=1,000)



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

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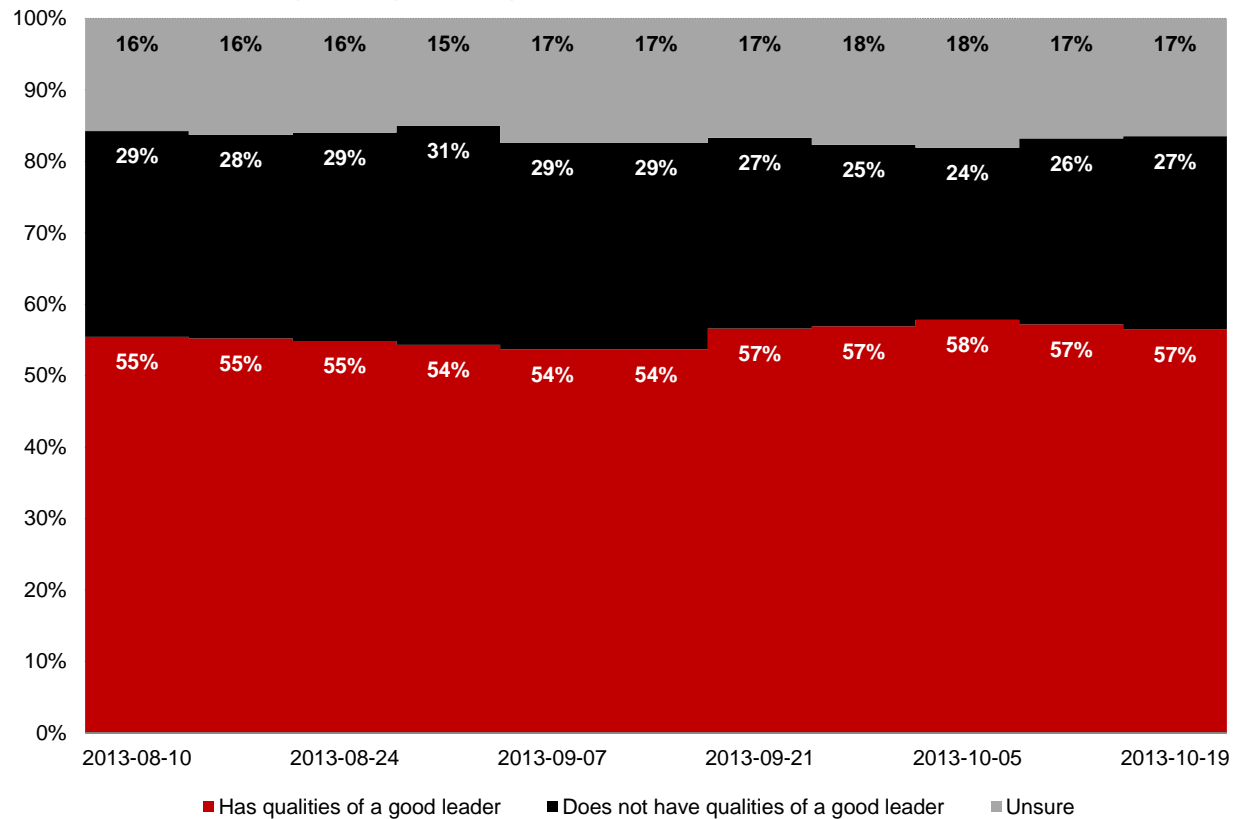
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National – Weekly Tracking

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Paillé



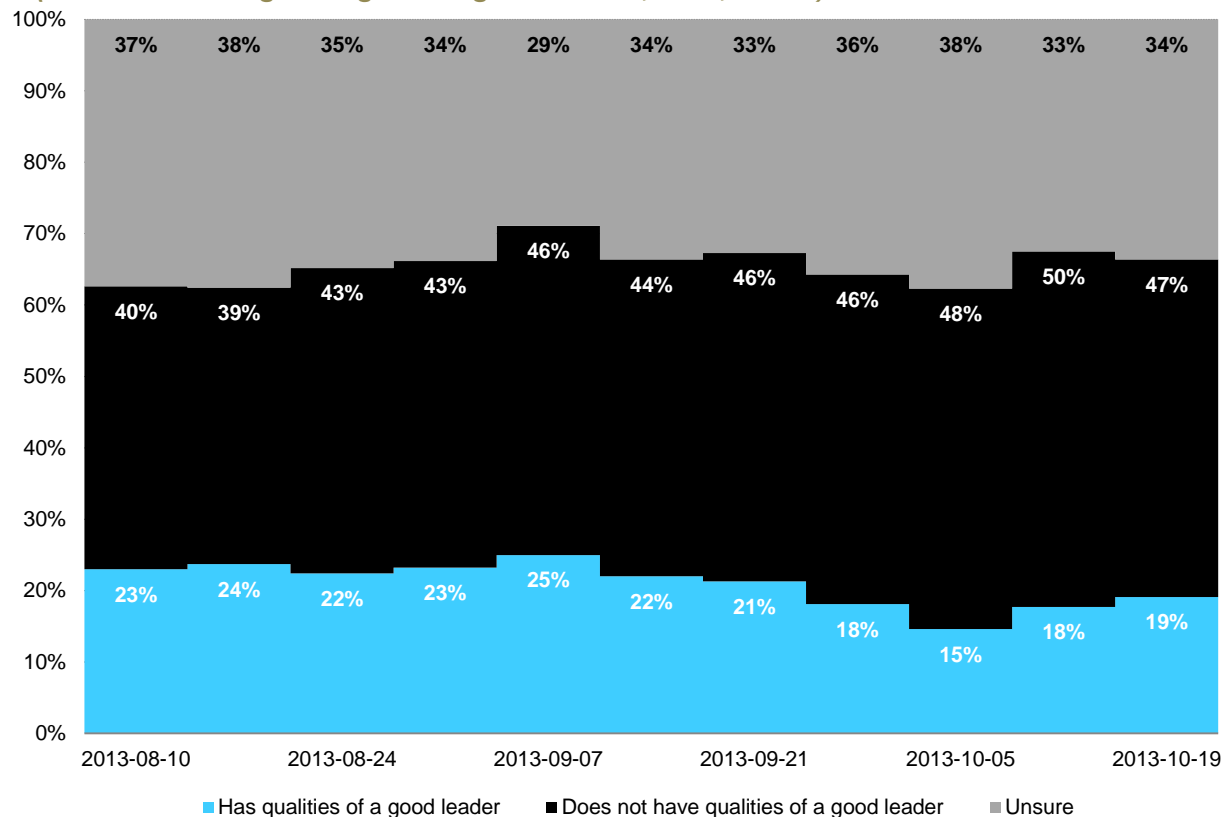
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Daniel Paillé

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National – Weekly Tracking **(Four week rolling average ending October 18, 2013, n=248)**



May



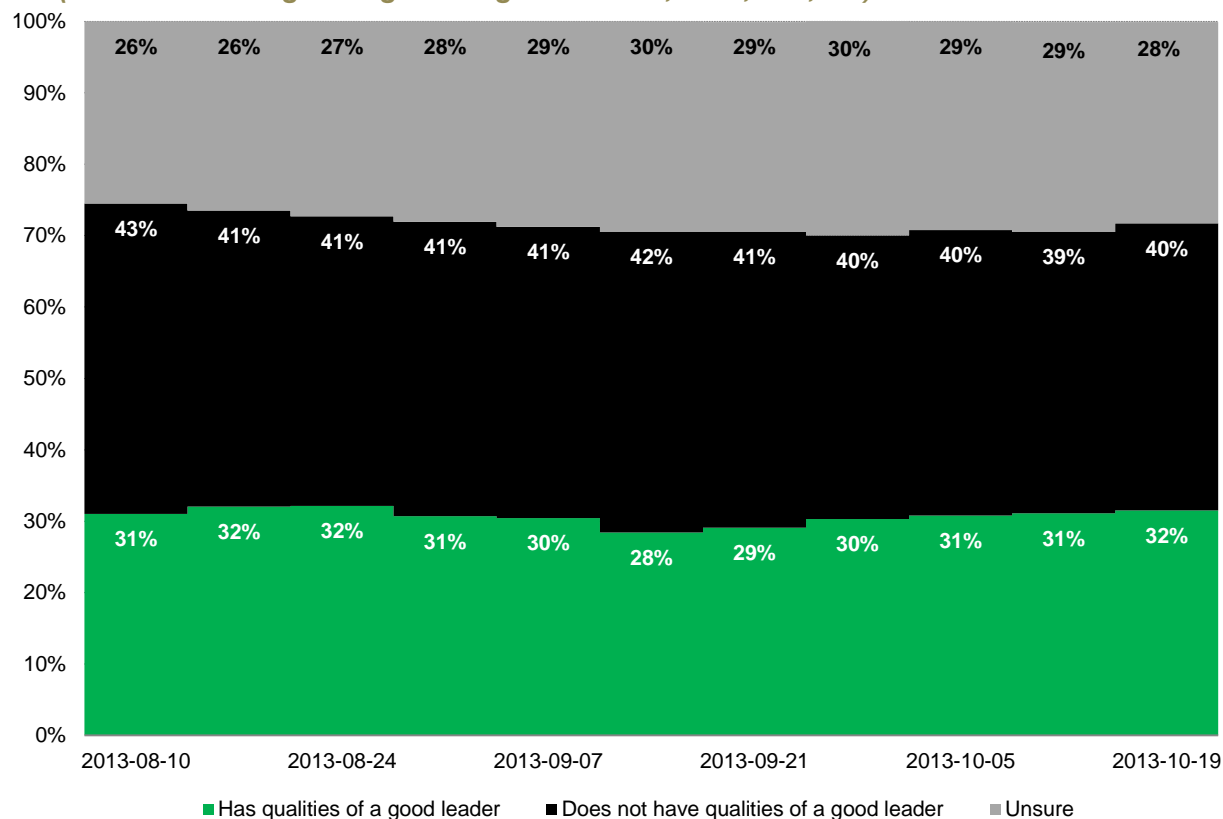
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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National – Weekly Tracking (Four week rolling average ending October 18, 2013, n=1,000)





Methodology

Survey Methodology

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The Weekly Nanos Party Power Index Tracking is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on random telephone interviews with 1,000 Canadians (land- and cell-lines), 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 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. 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 current report is based on a four week rolling average of Canadian opinion ending October 18, 2013.

A random telephone survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

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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