

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending December 13, 2013
(released December 18, 2013)



NANOS

*Ideas powered by
world-class data*

Weekly Nanos Party Power Index



Liberal Brand Strength Ahead of Tories and NDP Analysis (Released 12/18/2013)

The Liberals are maintaining their party brand strength advantage over the Conservatives and the New Democrats even though it has eroded over the past month or so. Of note, this past week was the first time in six weeks of tracking that the Liberal brand did not decline in strength. In the Nanos Party Power Index, the Liberals stand at 56 points followed by the Conservatives at 51 points, the NDP at 49 points, and the Green Party at 34 points.

Harper and Trudeau remain in a tight race on the best Prime Minister front (28 and 27 percent respectively), while Mulcair is identified as the leader that would make the best Prime Minister by 18 percent of Canadians.

The pool of accessible voters for the Liberals has moved up from 47 percent of Canadians to 52 percent of Canadians over the past few weeks, while 40 percent of Canadians would consider voting for the New Democrats, and 39 percent of Canadians would consider voting for the Conservatives.

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



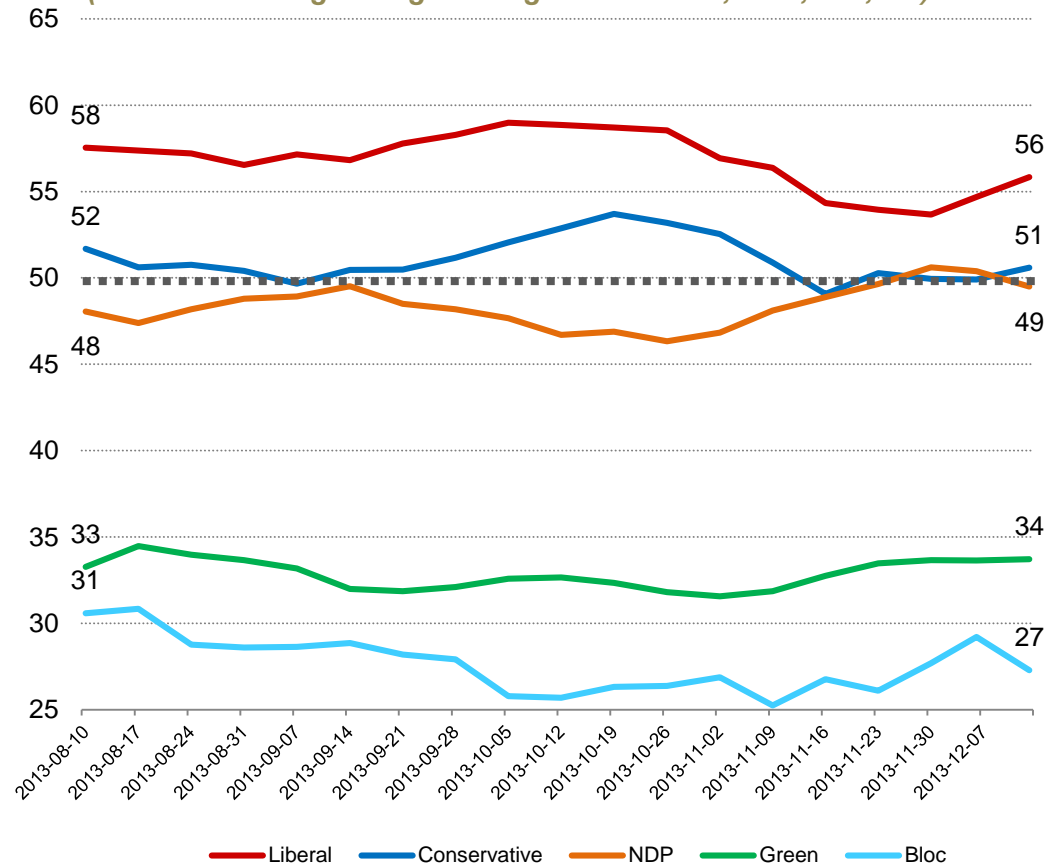
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Canada Weekly Index Tracking Scores
(Four week rolling average ending December 13, 2013, n=1,000)



Party Power Index Tracking by Region

Nanos Weekly Tracking



NANOS

*Expert Counsel to CEOs
and thought leaders*

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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

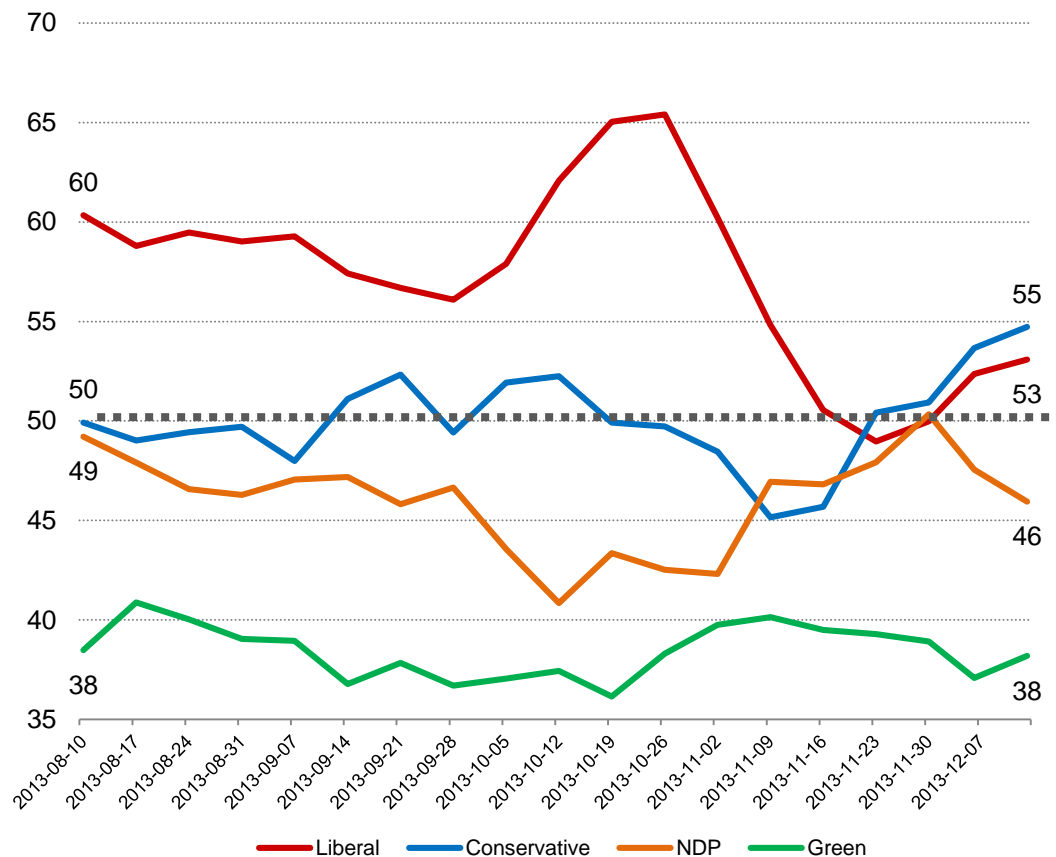
Washington DC: (202) 697-9924

nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

British Columbia Weekly Index Tracking Scores (Four week rolling average ending December 13, 2013, n=152)



Party Power Index



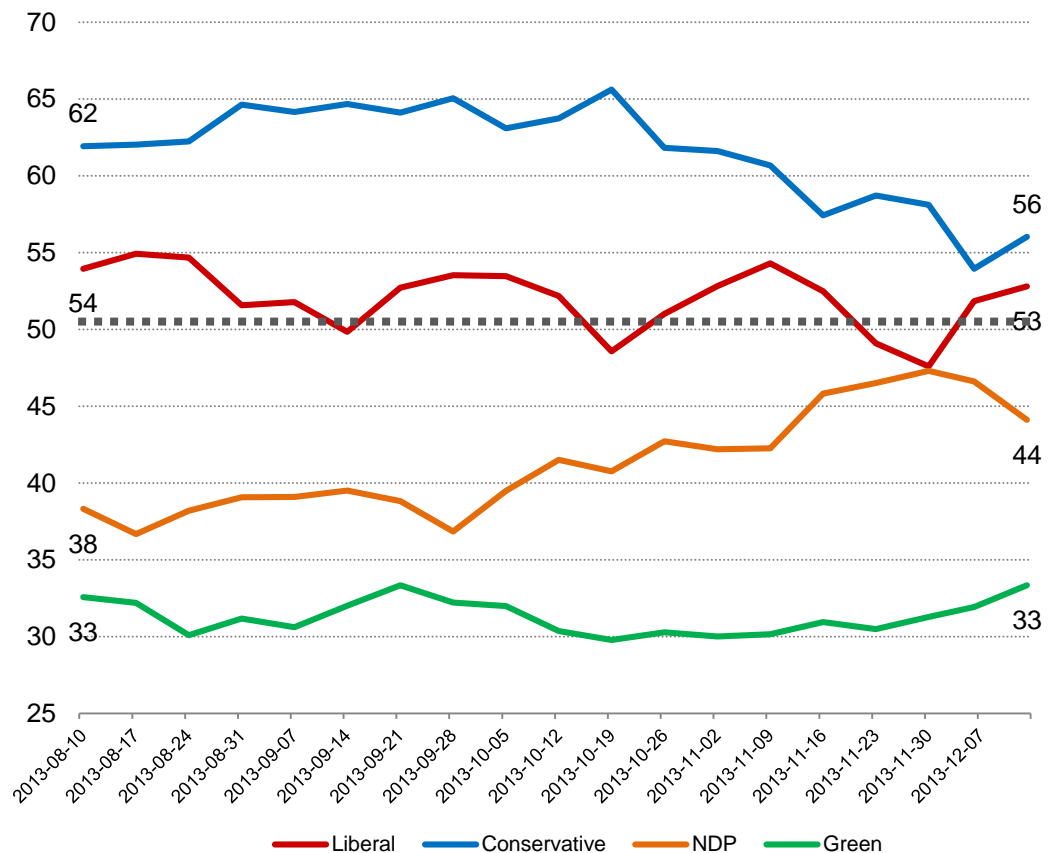
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Prairies Weekly Index Tracking Scores (Four week rolling average ending December 13, 2013, n=200)



Party Power Index



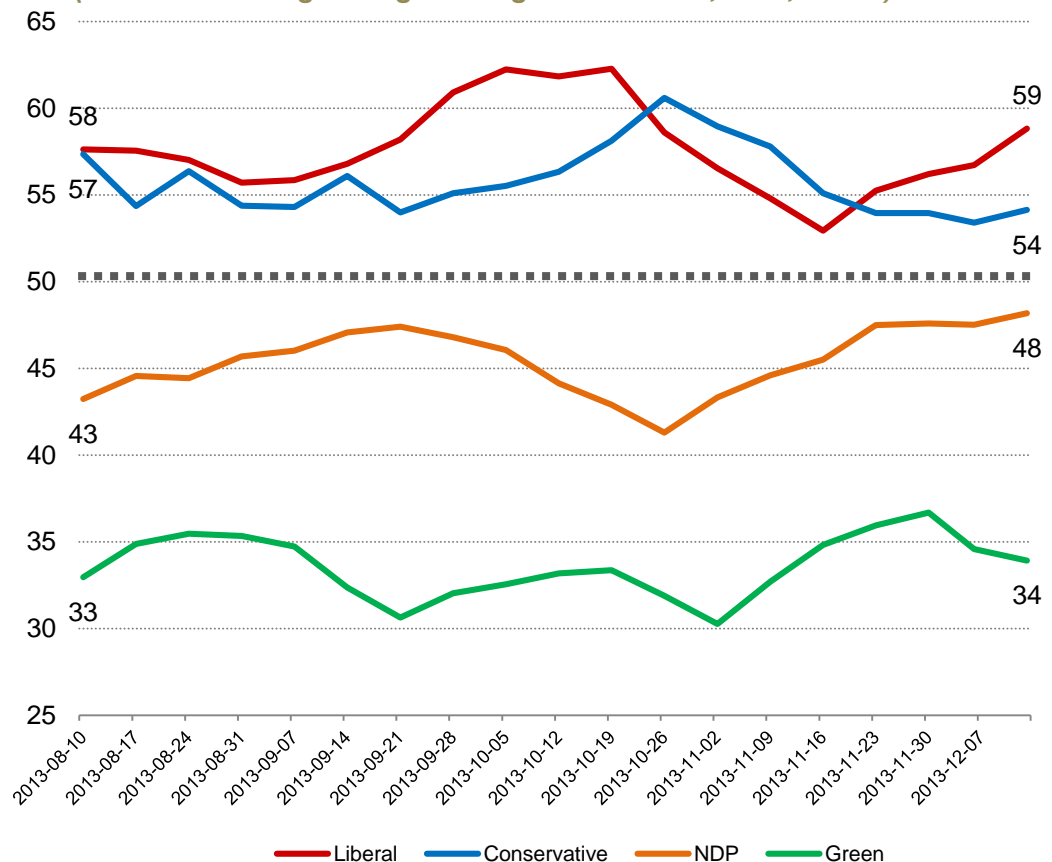
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Ontario Weekly Index Tracking Scores (Four week rolling average ending December 13, 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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

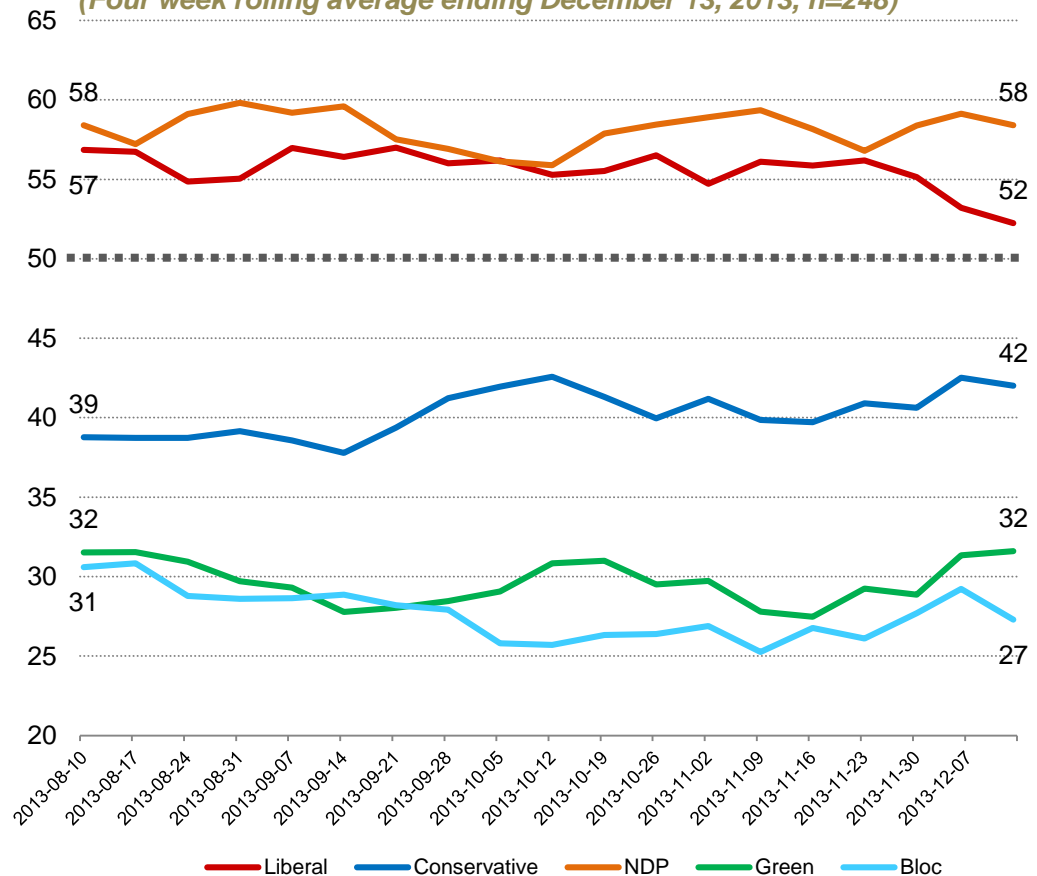
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Quebec Weekly Index Tracking Scores

(Four week rolling average ending December 13, 2013, n=248)



Party Power Index



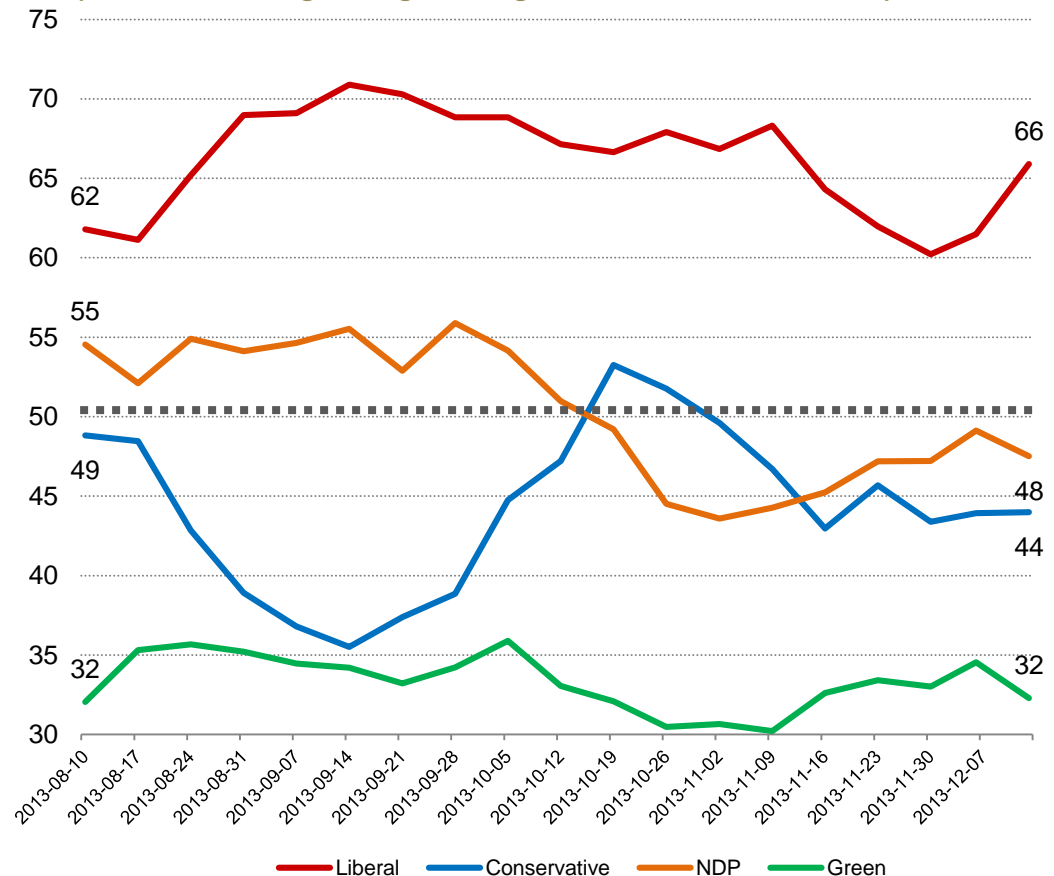
The Nanos Party Power Index Tracking for the Atlantic is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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



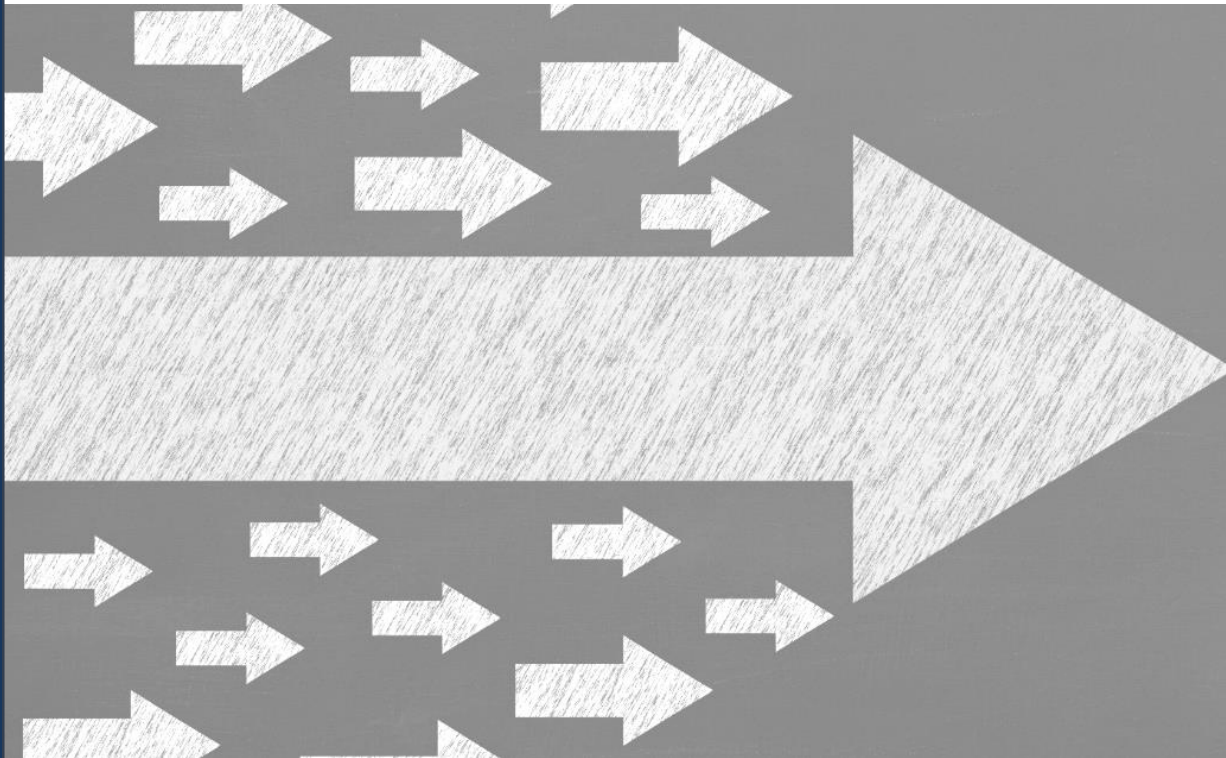
Download our app to get the latest Nanos Numbers streamed to your iPhone.

Atlantic Weekly Index Tracking Scores (Four week rolling average ending December 13, 2013, n=100)



Party Power Index Tracking by Age

Nanos Weekly Tracking



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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

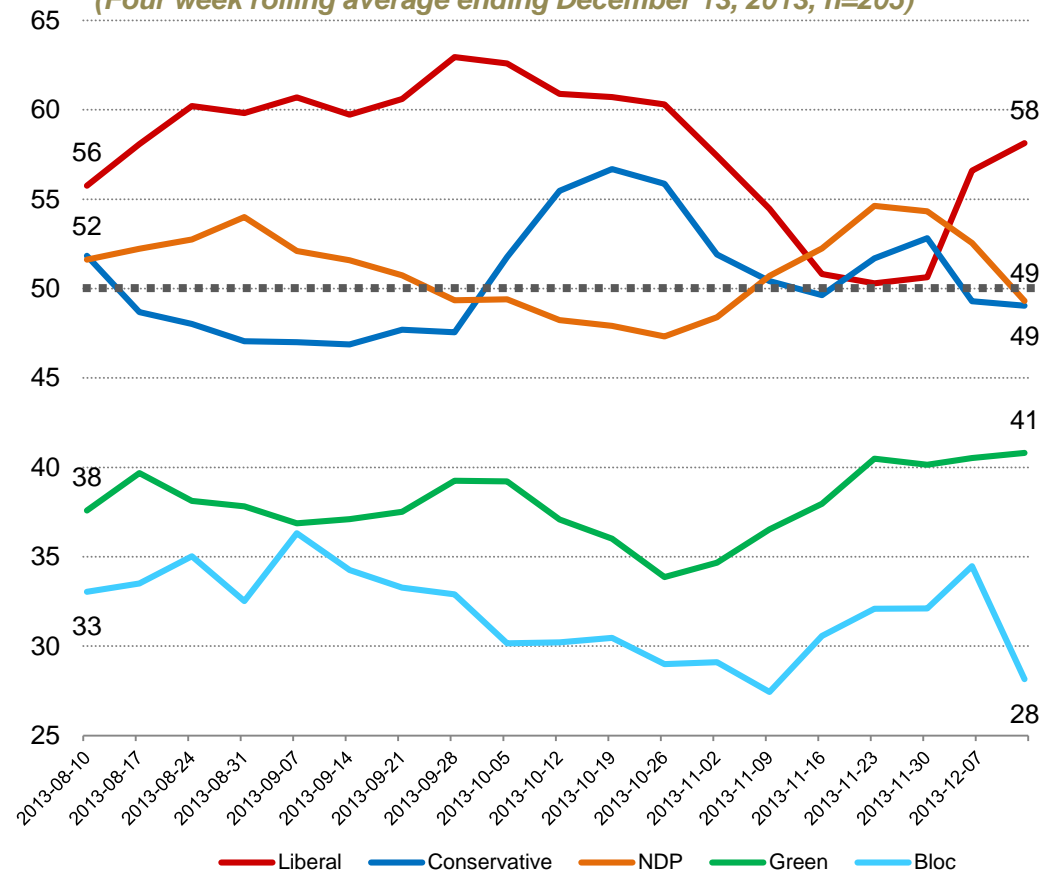
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

18 to 29 Weekly Index Tracking Scores

(Four week rolling average ending December 13, 2013, n=205)



Party Power Index



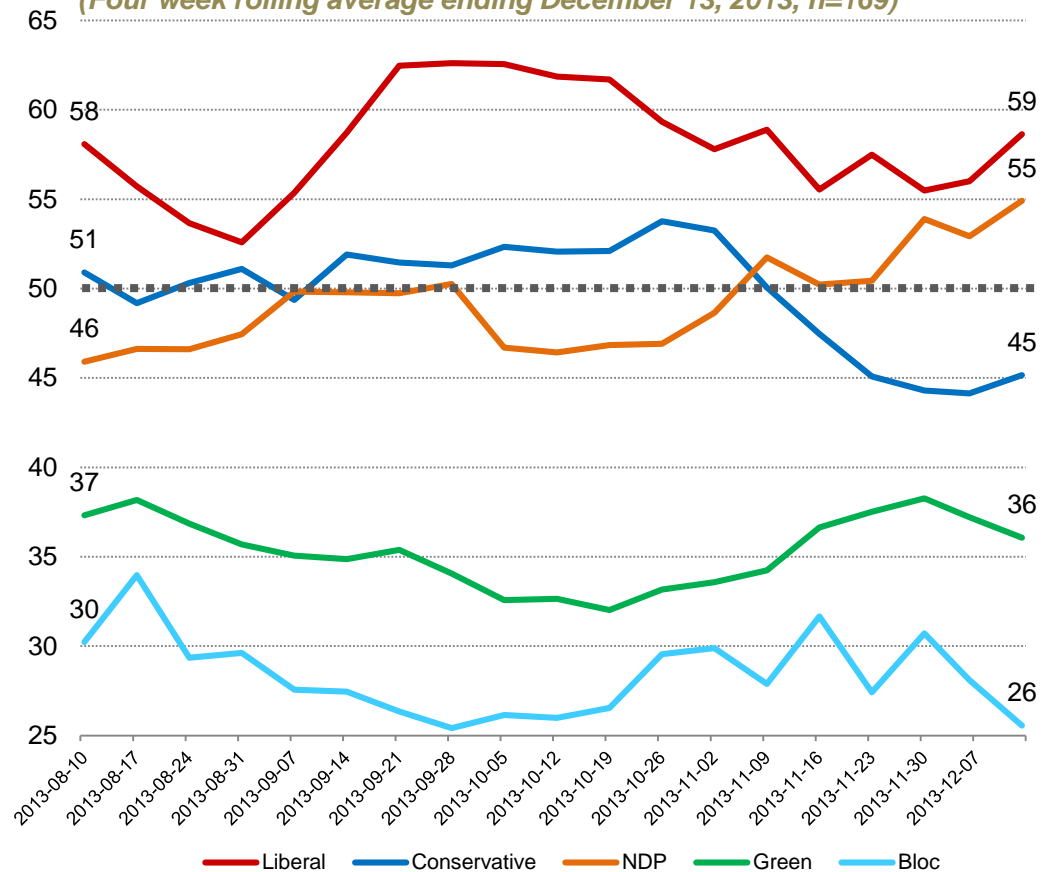
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

30 to 39 Weekly Index Tracking Scores (Four week rolling average ending December 13, 2013, n=169)



Party Power Index



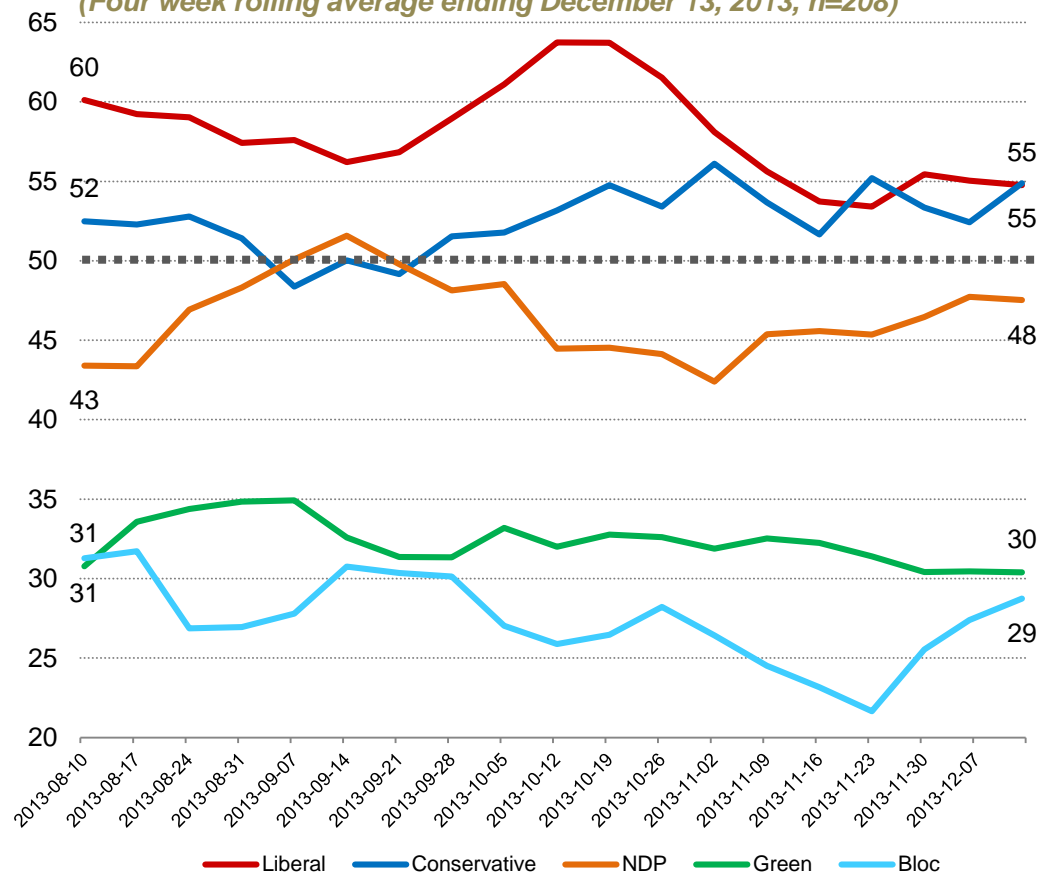
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending December 13, 2013, n=208)



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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

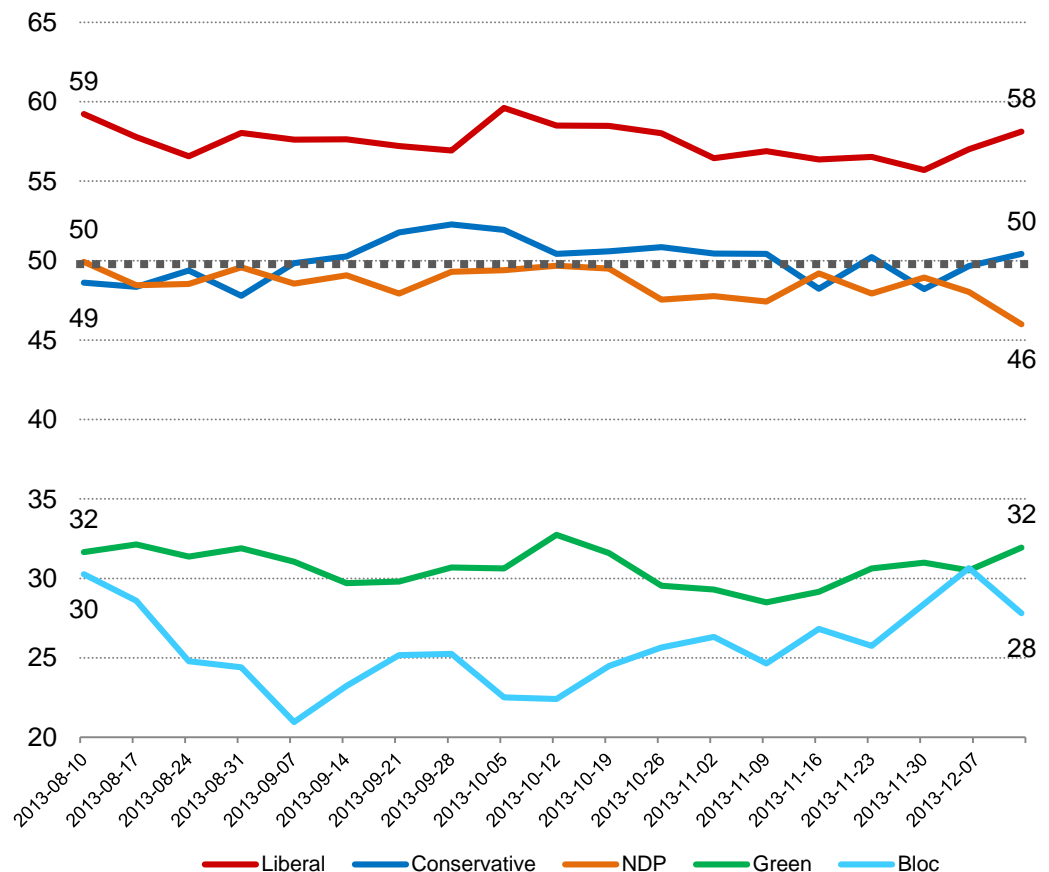
Washington DC: (202) 697-9924

nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

50 to 59 Weekly Index Tracking Scores (Four week rolling average ending December 13, 2013, n=178)



Party Power Index



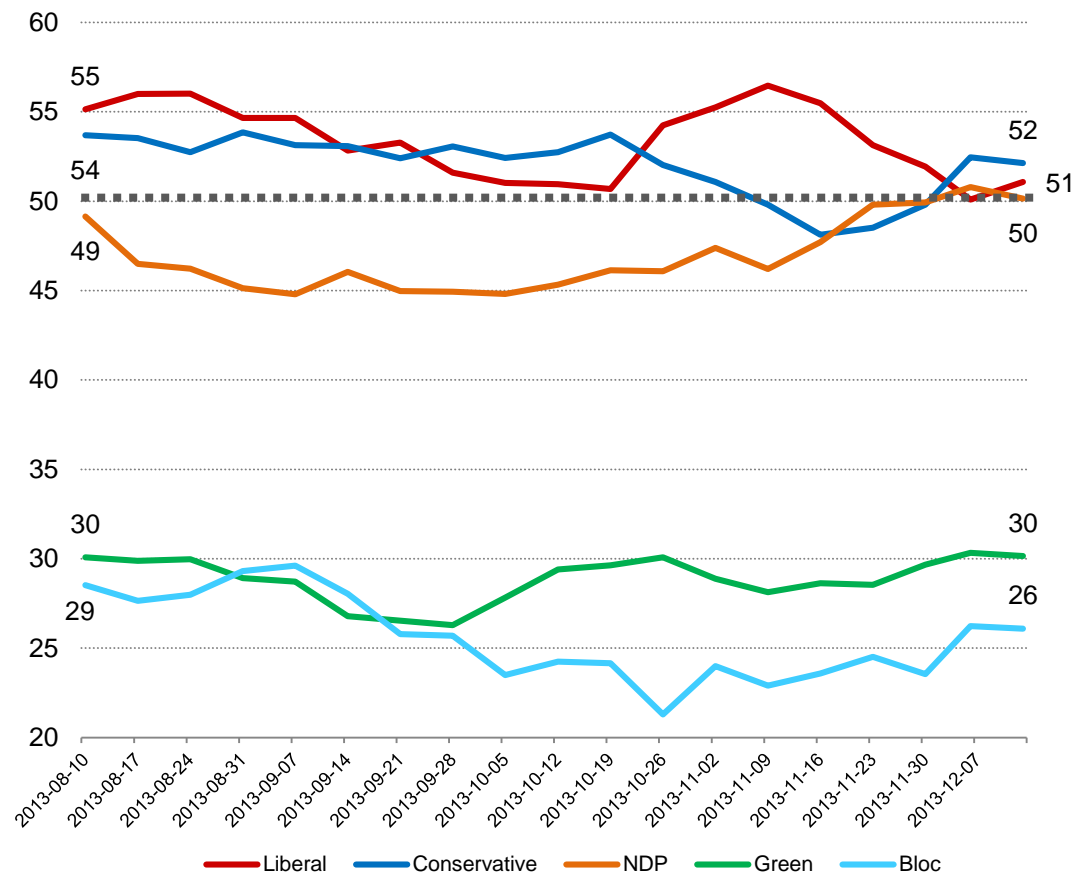
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

60 plus Weekly Index Tracking Scores (Four week rolling average ending December 13, 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.

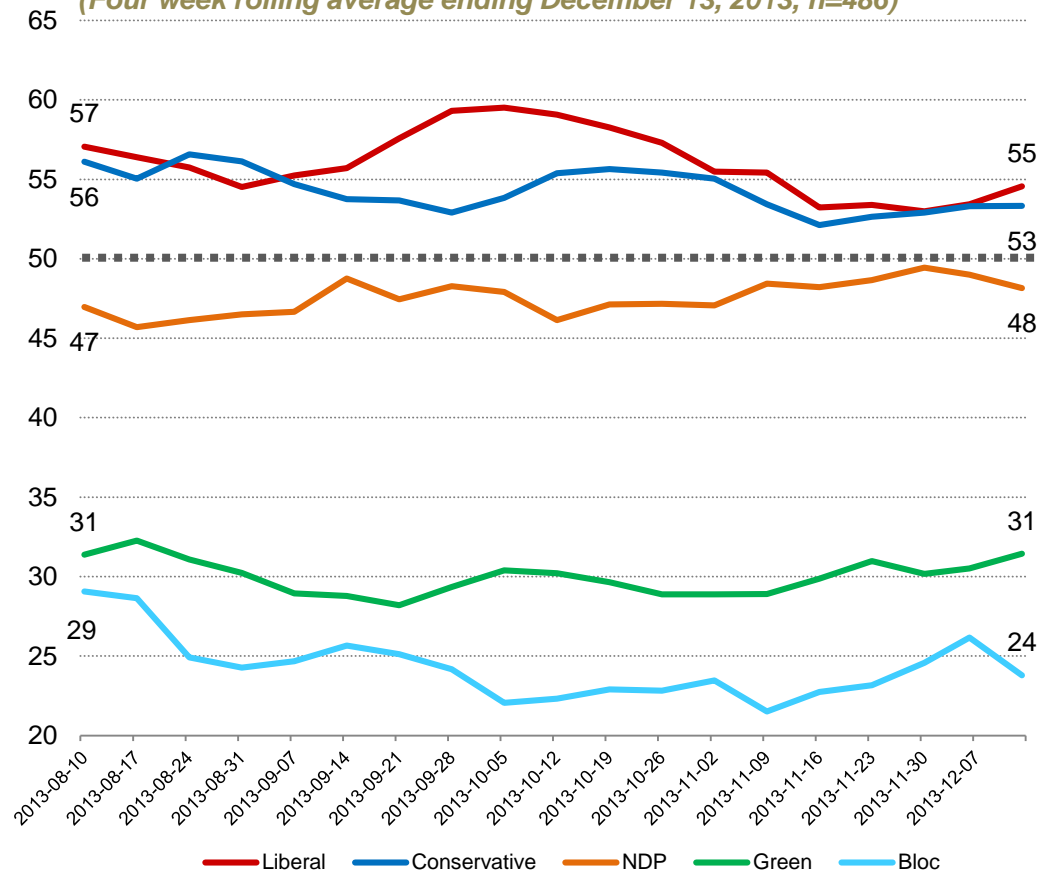
Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Male Weekly Index Tracking Scores

(Four week rolling average ending December 13, 2013, n=486)



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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

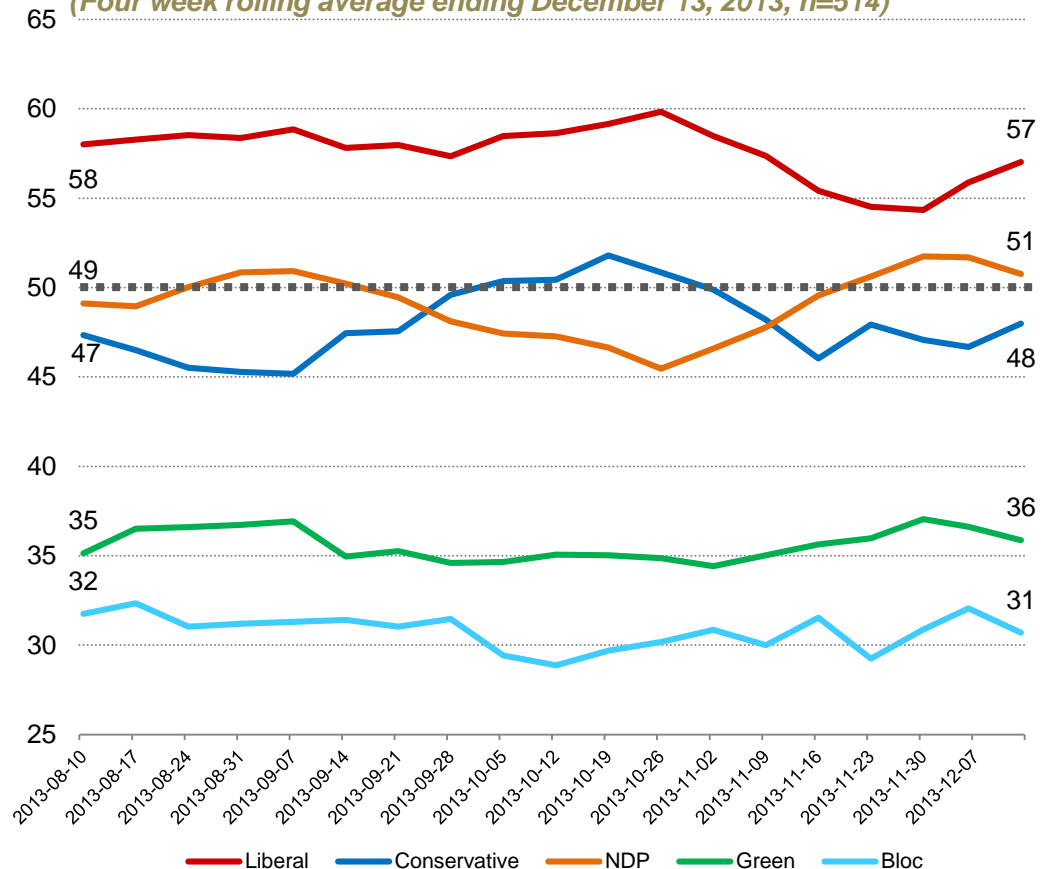
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Female Weekly Index Tracking Scores

(Four week rolling average ending December 13, 2013, n=514)



Federal Party Accessible Voters

Nanos Weekly Tracking



*A proven track
record of accuracy*

National Ballot



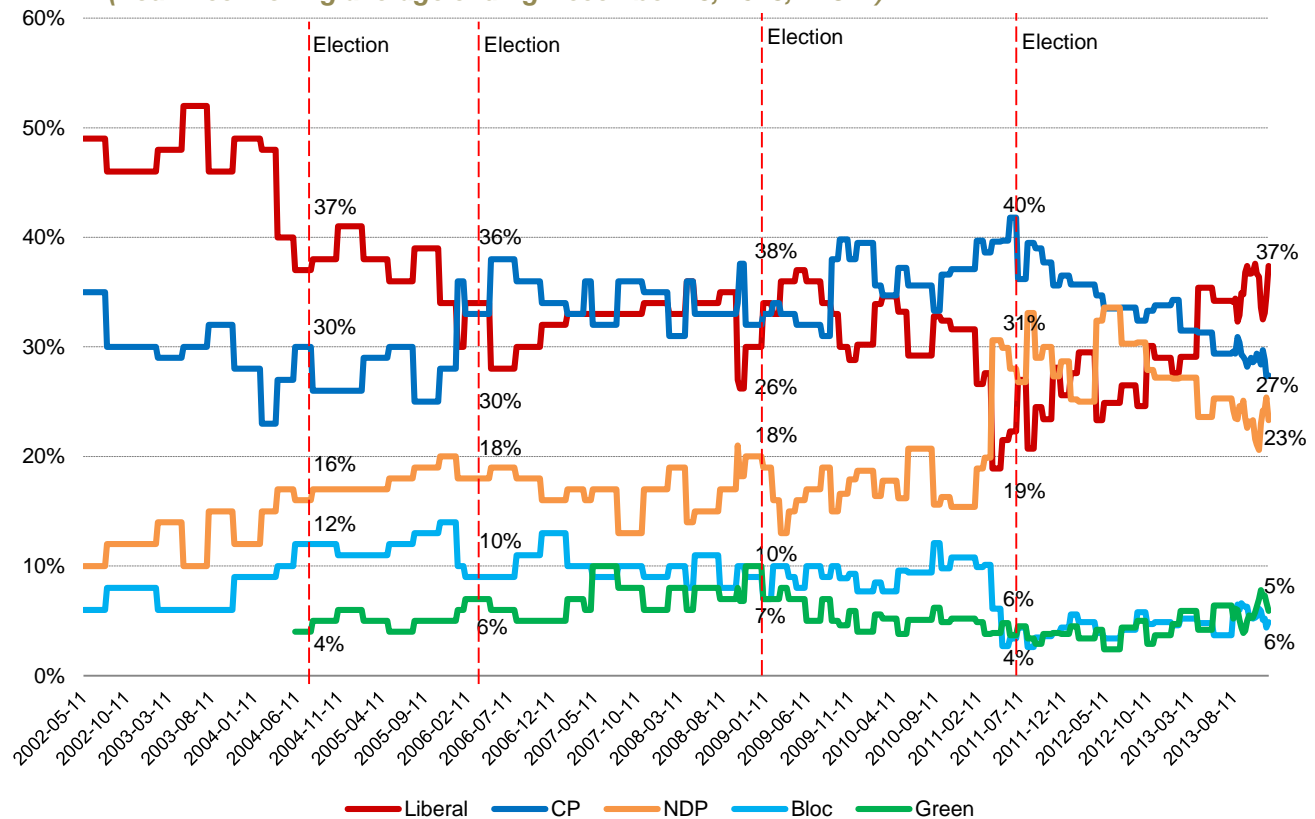
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Weekly Tracking – First Ranked Choice (Four week rolling average ending December 13, 2013, n=821)



National Issue



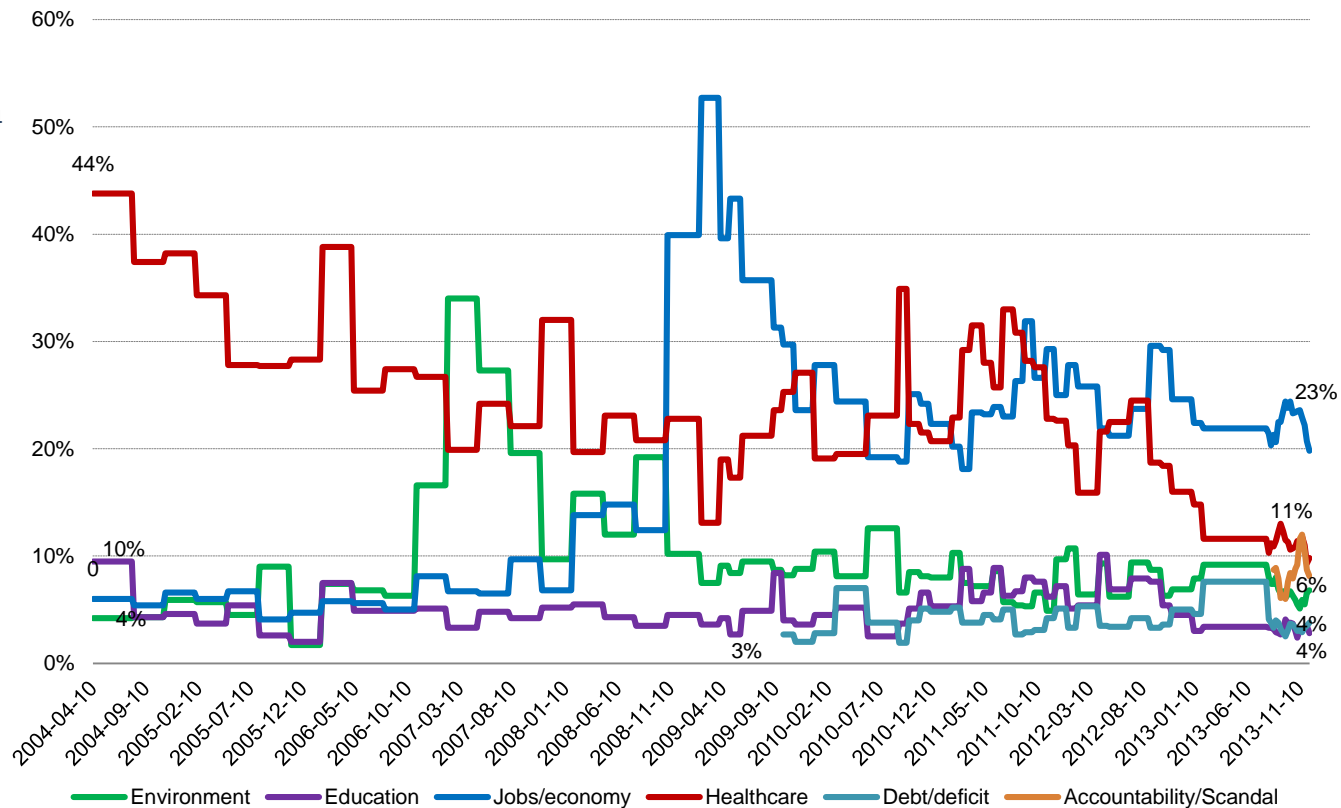
Question: What is your most important NATIONAL issue of concern?

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



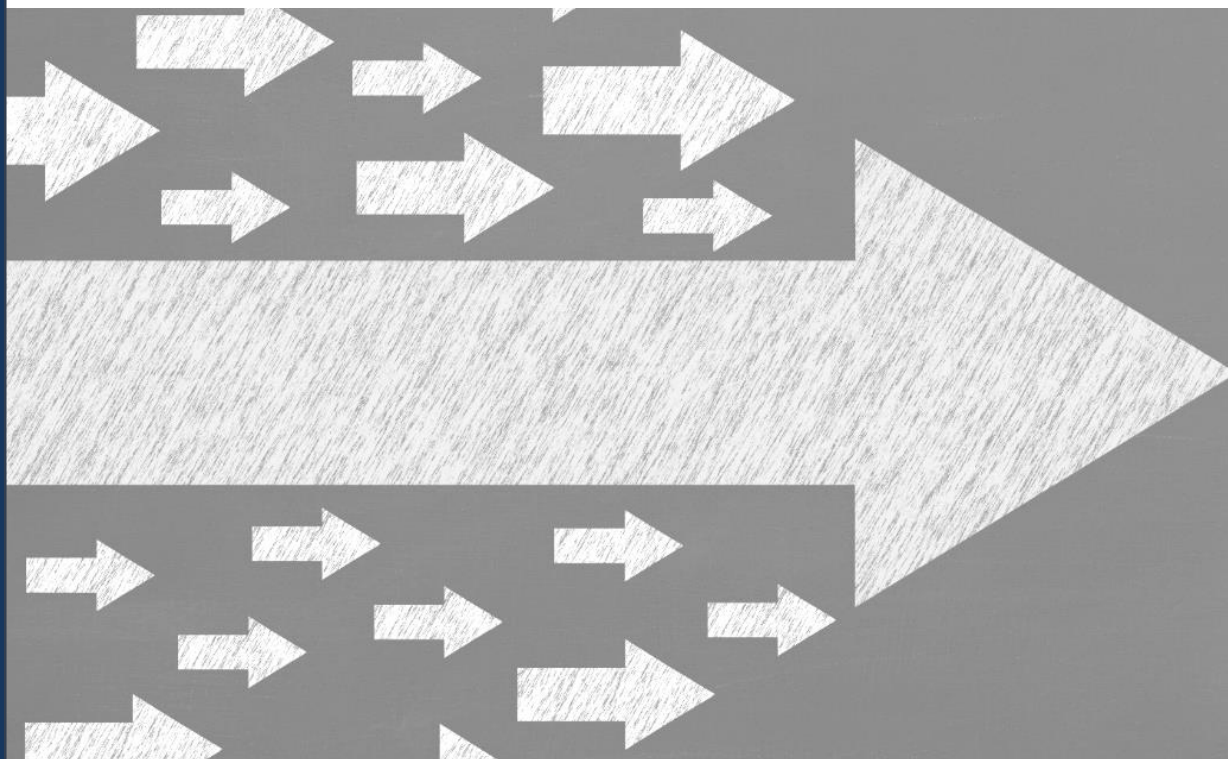
Download our app to get the latest Nanos Numbers streamed to your iPhone.

Weekly Tracking (Four week rolling average ending December 13, 2013, n=1,000)



National Political Tracking Numbers

Nanos Weekly Tracking



NANOS

*A proven track
record of accuracy*

Consider Conservative NANOS

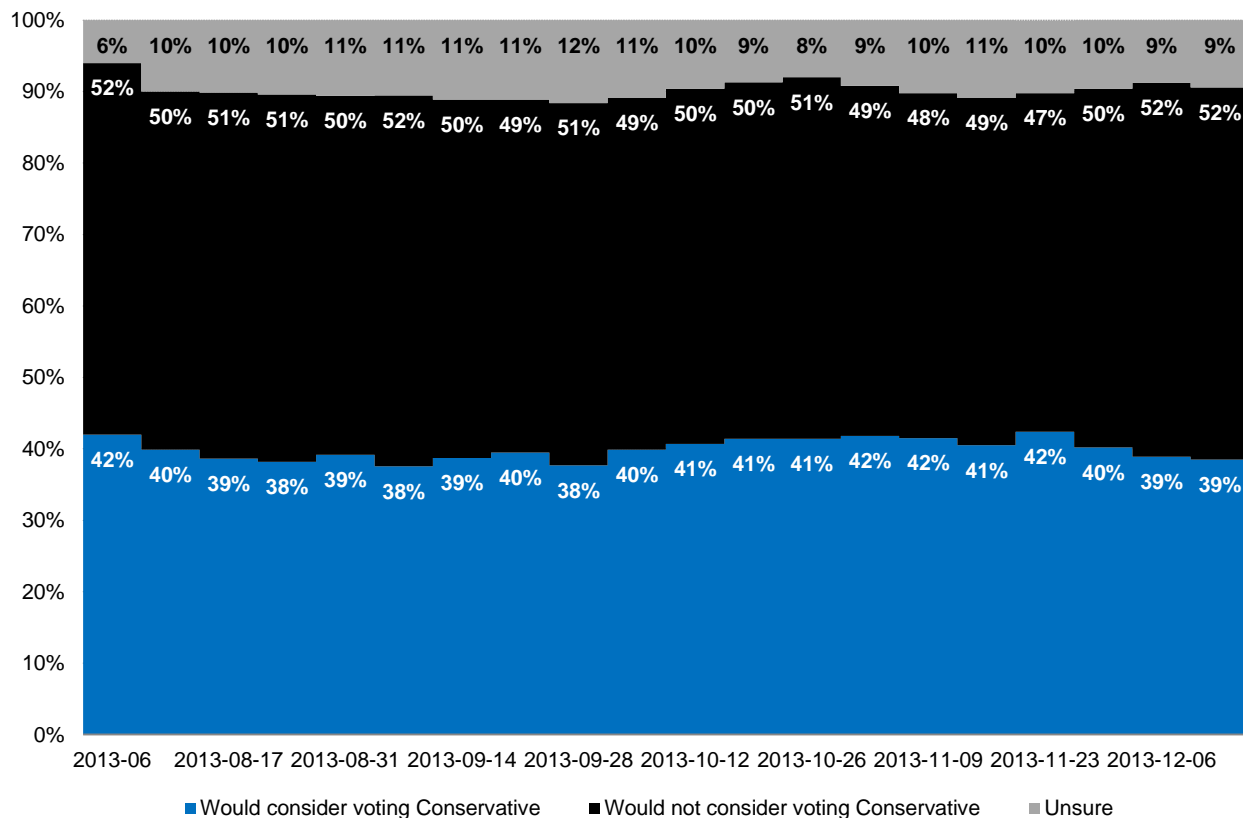
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking (Four week rolling average ending December 13, 2013, n=1,000)



Consider NDP



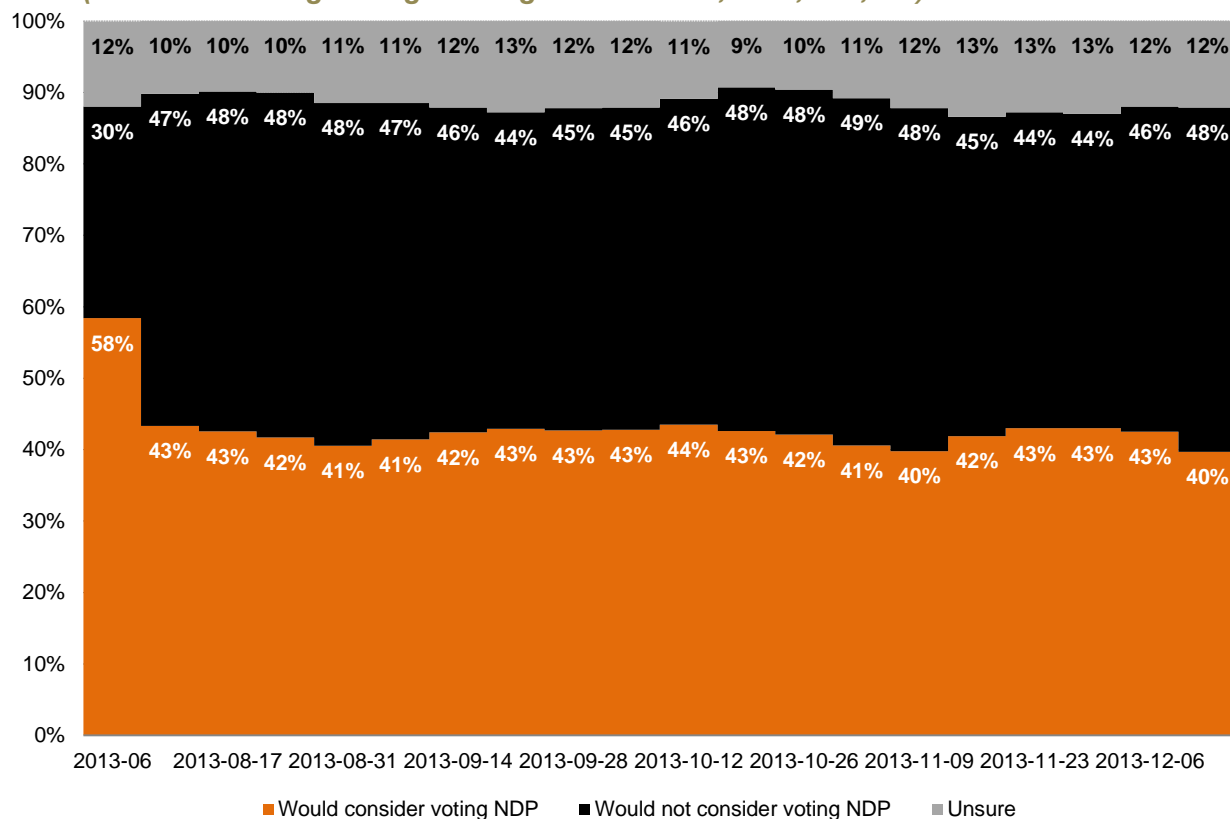
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking
(Four week rolling average ending December 13, 2013, n=1,000)



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

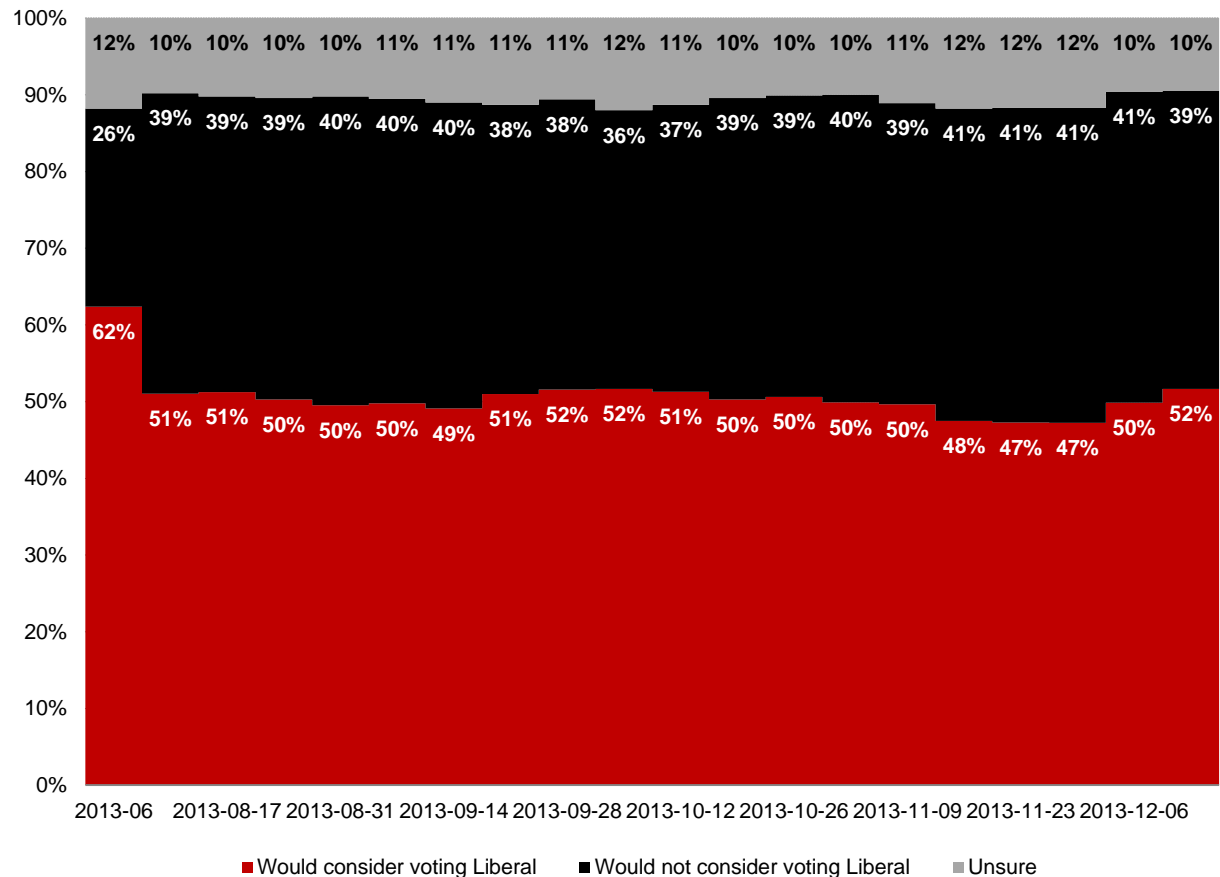
Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking

(Four week rolling average ending December 13, 2013, n=1,000)



Consider Bloc



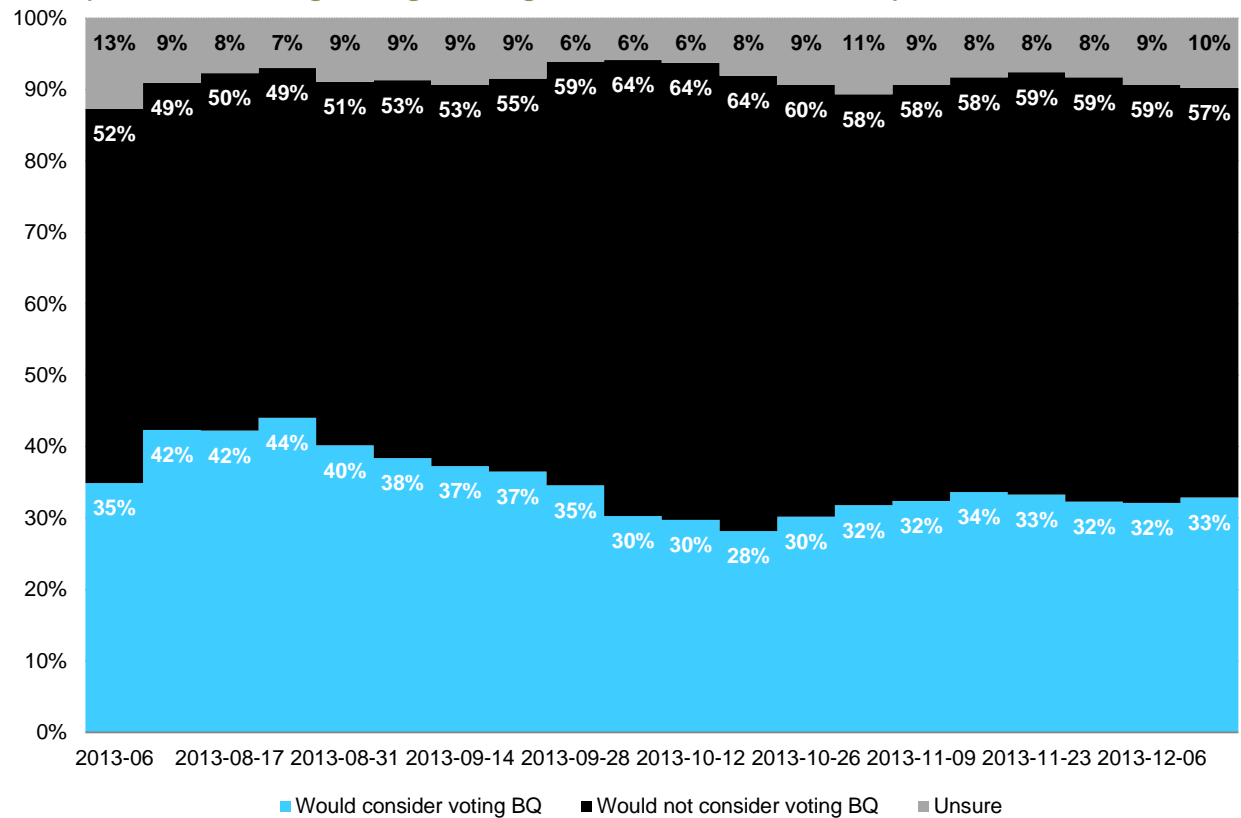
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

Quebec only – Weekly Tracking
(Four week rolling average ending December 13, 2013, n=246)



Consider Green



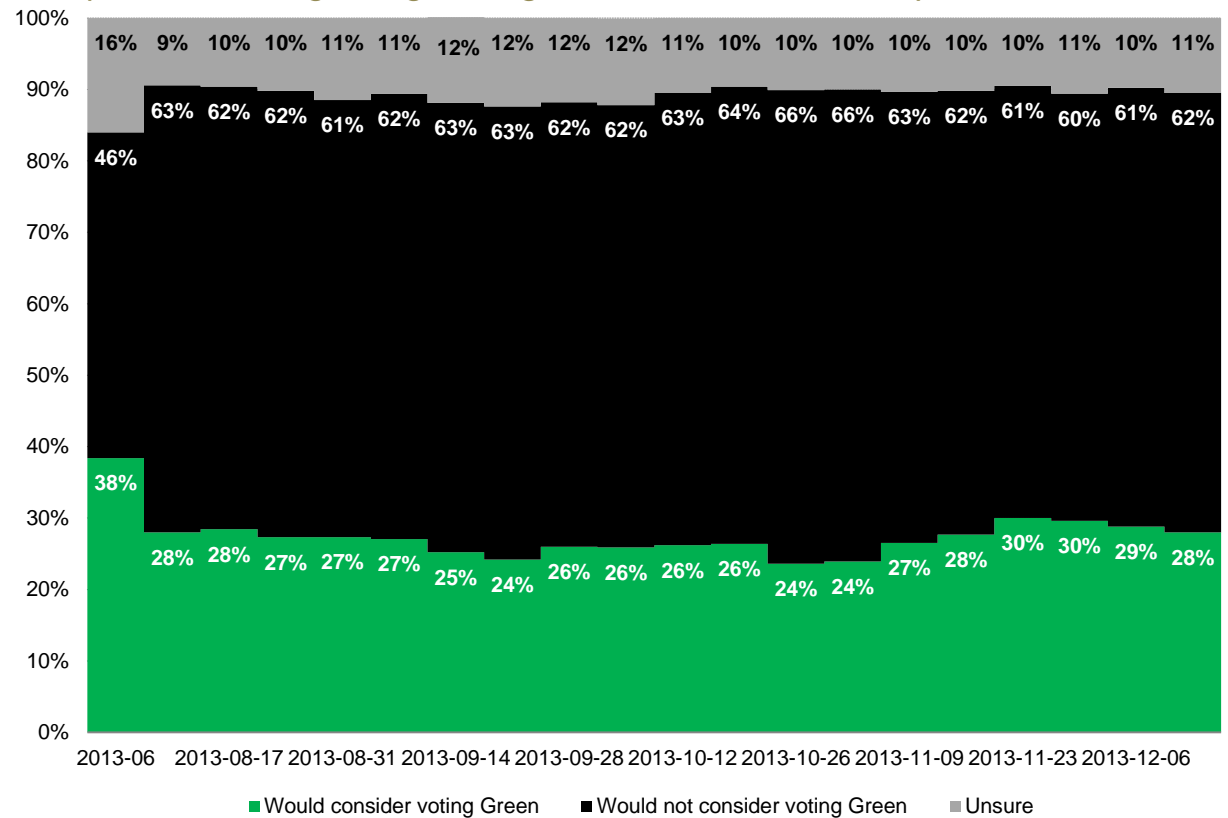
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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



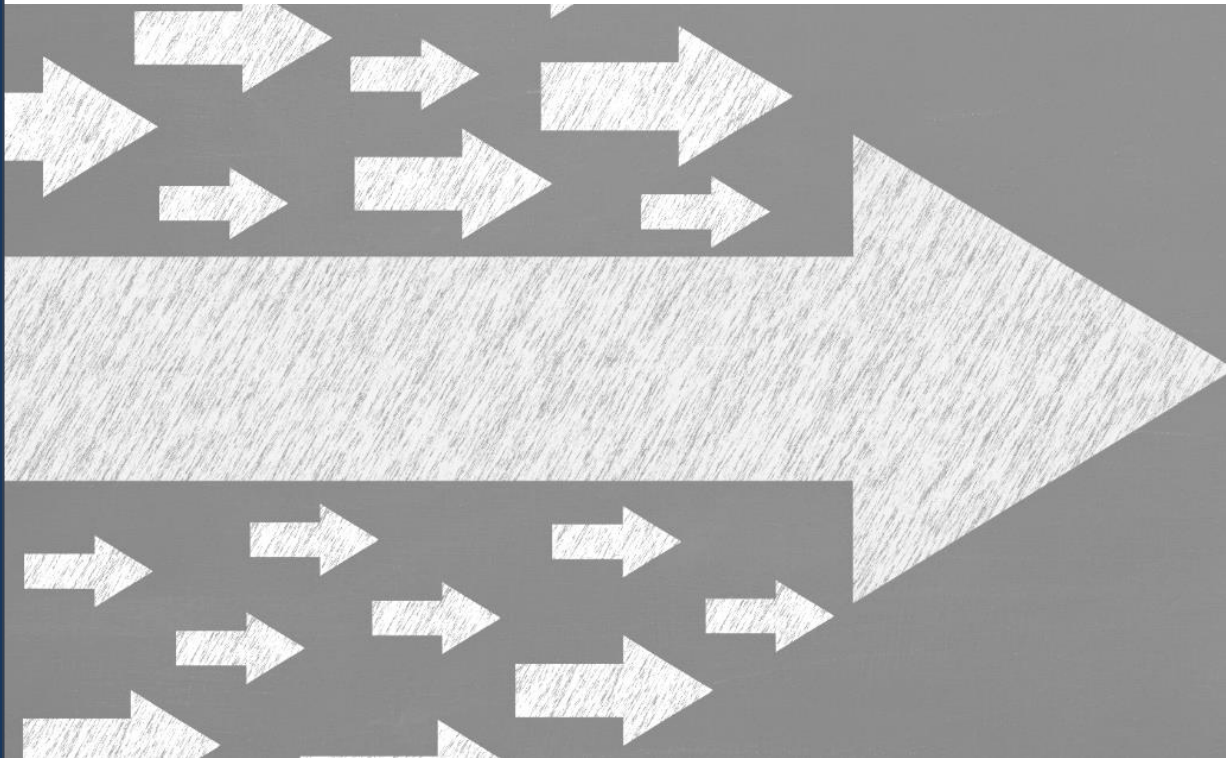
Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking (Four week rolling average ending December 13, 2013, n=1,000)



Tracking on the Federal Political Leaders

Nanos Weekly Tracking



NANOS

*Winning solutions
for decision-makers*

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]

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

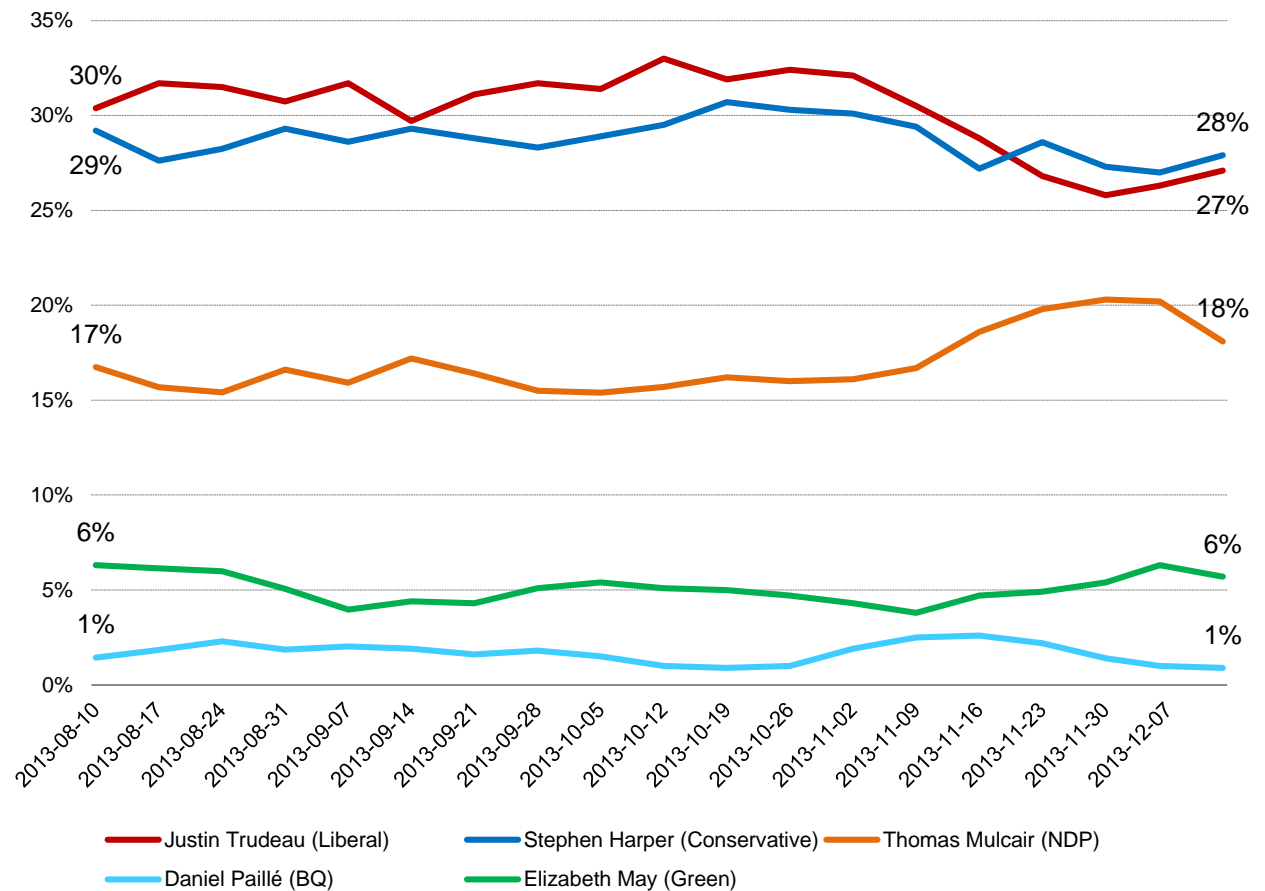
Washington DC: (202) 697-9924

nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking – First Ranked Choice (Four week rolling average ending December 13, 2013, n=1,000)



Harper



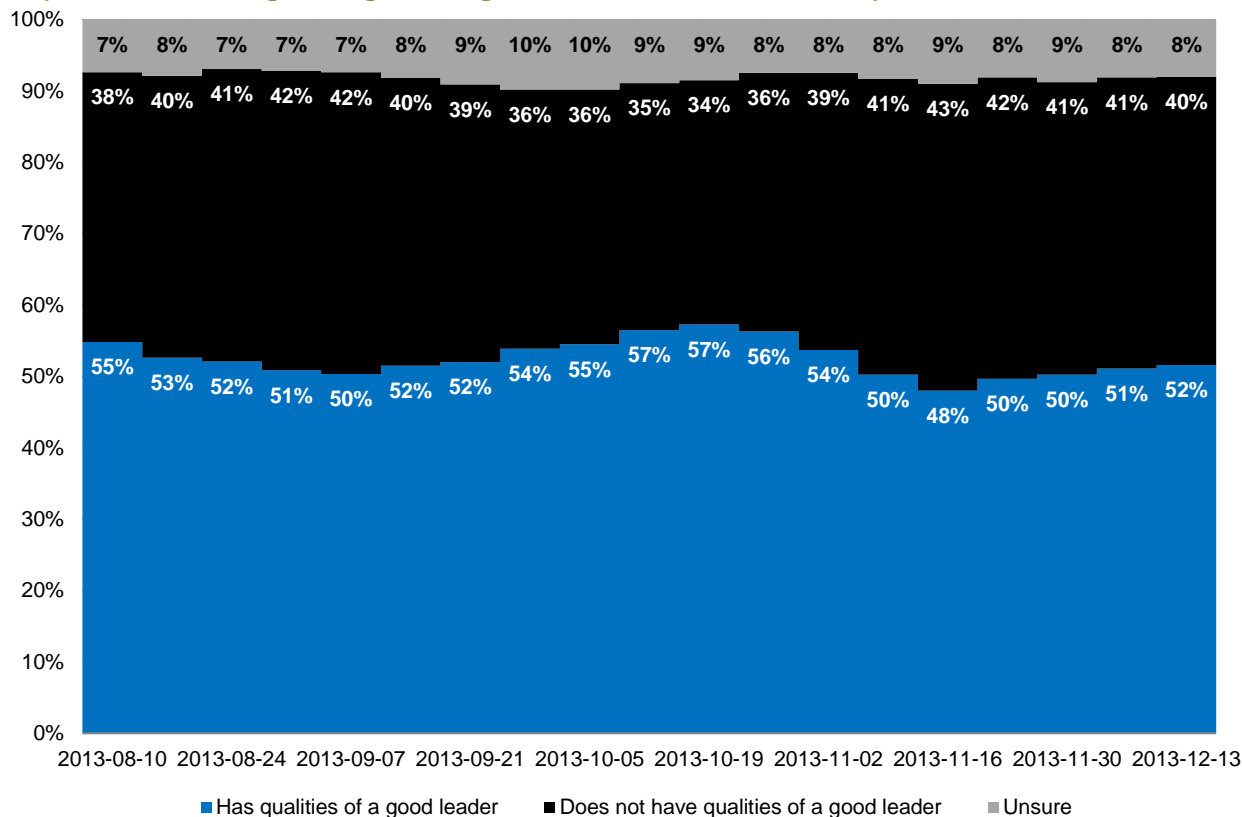
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking (Four week rolling average ending December 13, 2013, n=1,000)



Mulcair



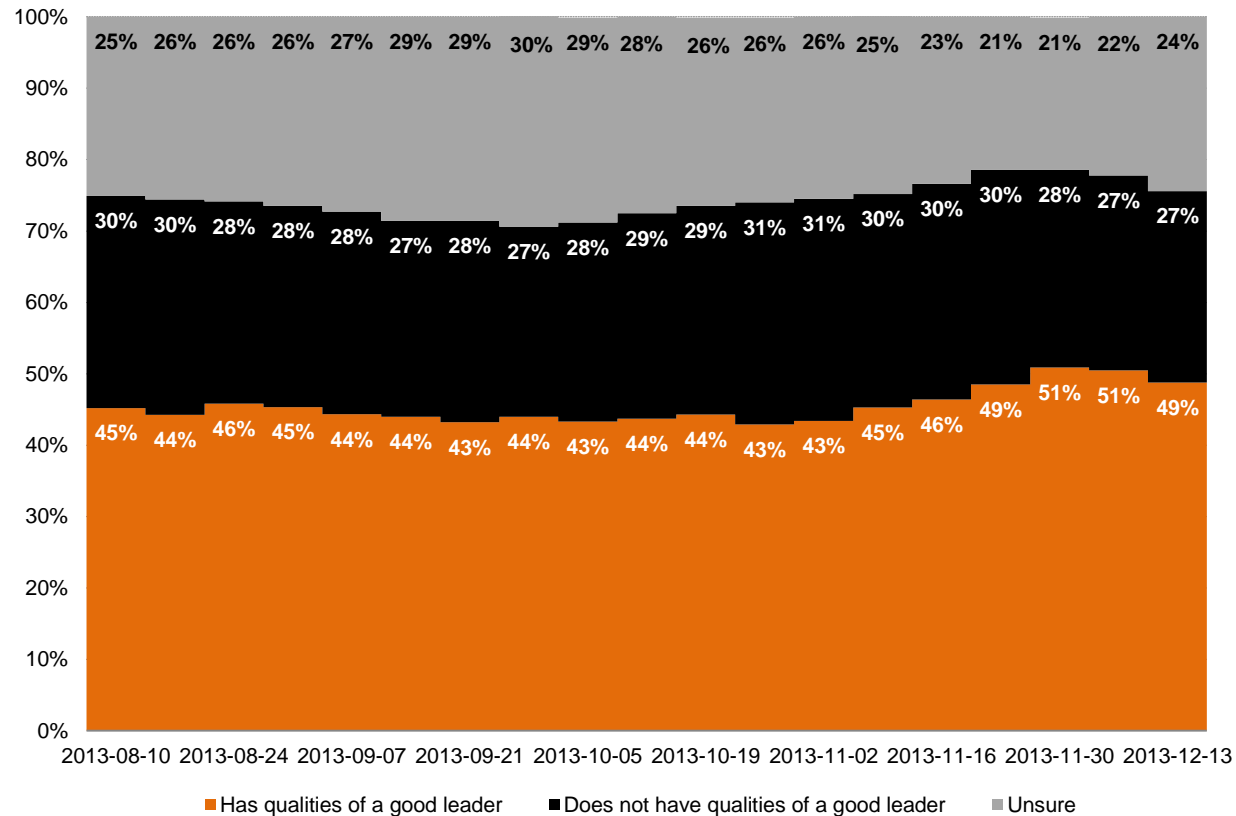
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking (Four week rolling average ending December 13, 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

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

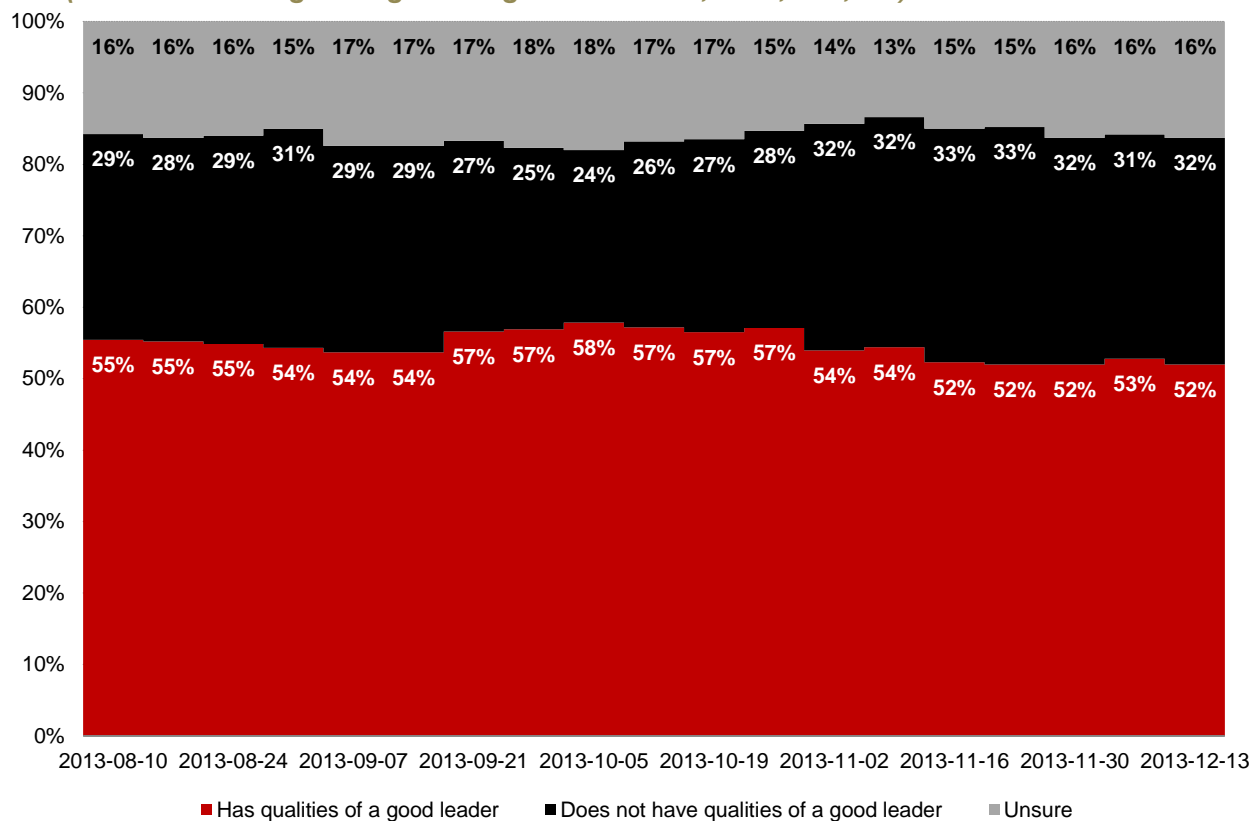
nnanos@nanosresearch.com



Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking

(Four week rolling average ending December 13, 2013, n=1,000)



Paillé



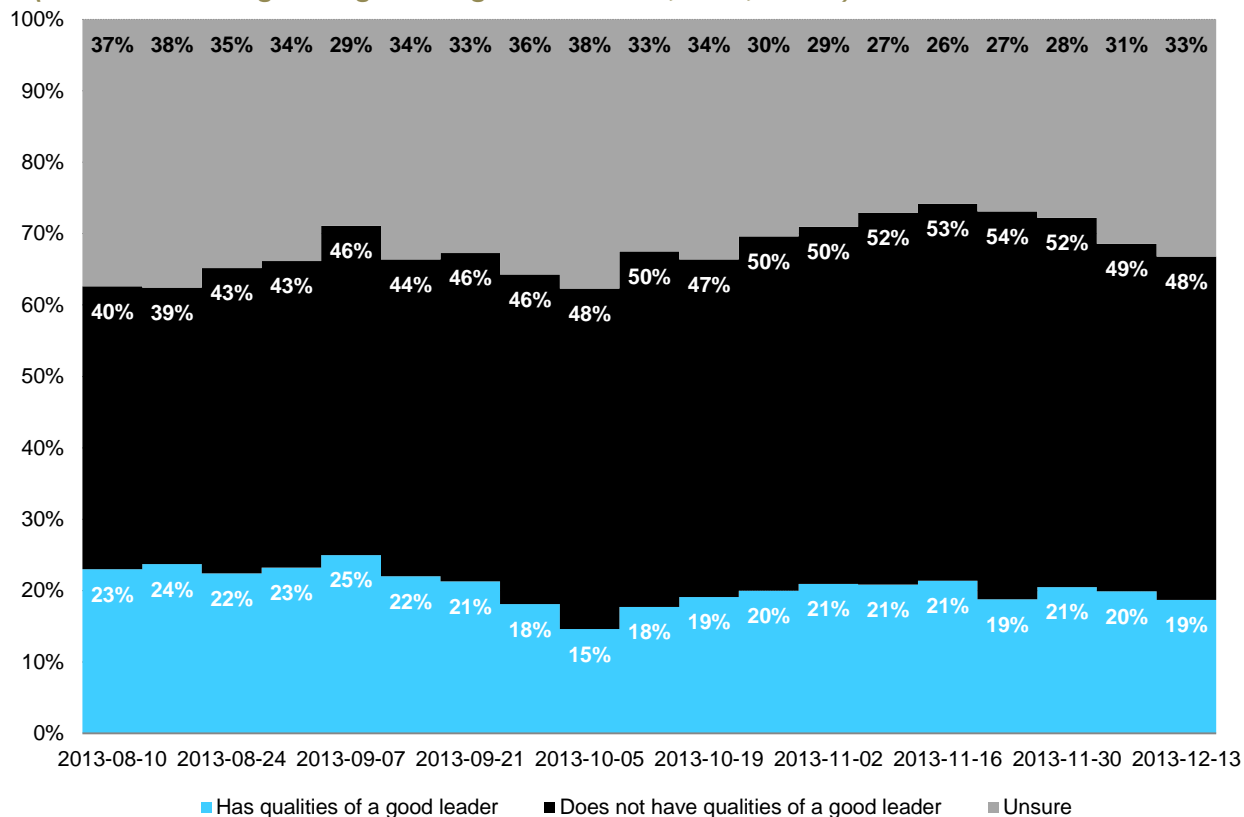
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Daniel Paillé

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking (Four week rolling average ending December 13, 2013, n=248)



May



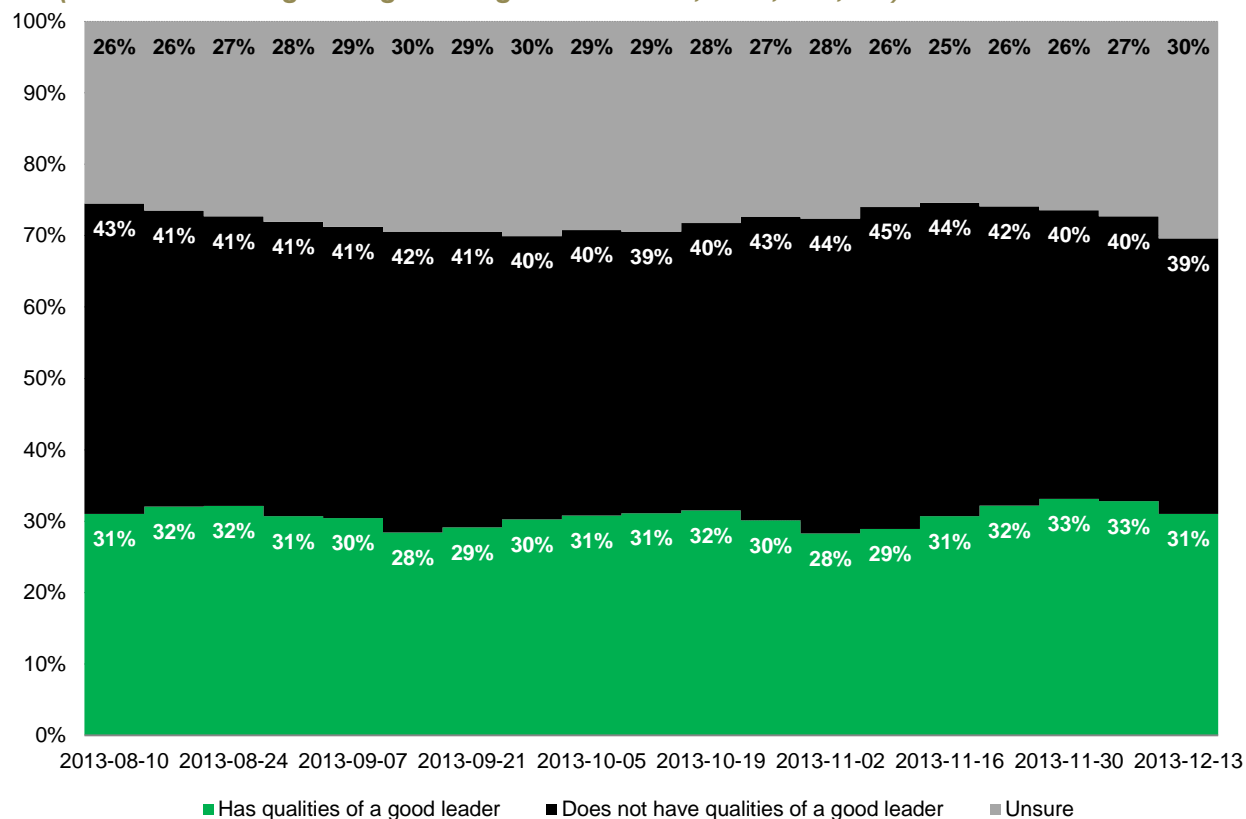
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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



Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking (Four week rolling average ending December 13, 2013, n=1,000)





Methodology

Survey Methodology

Download our app to get the latest Nanos Numbers streamed to your iPhone.



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 December 13, 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.



View our brochure

Nik Nanos FMRIA

Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com