Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending May 30, 2014
(released June 4, 2014)

NANOS

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Difference in Nanos Party Power Index scores tightest in 9 months, more Canadians would still consider voting Liberal than for other parties
(Released 06/04/2014)

Although the Liberals still manage to score higher than the Conservatives on the Nanos Party Power Index (56 points out of 100 compared to 53 points out of 100 for the Conservatives), the index score difference between the two parties (3 points) is the narrowest since August 2013 when the weekly tracking begun. Over the course of the past nine months the highest index score difference the Liberals enjoyed over the Conservatives was nine points (at the end of February 2013), now the difference has hit a new low of 3 points. The federal NDP scored 48 points out of 100 and have been trending down for the past few weeks, while the Green Party scored 33 points of out 100 and the BQ registered a score of 27 points (in Quebec only).

On the preferred Prime Minister measure Harper was the choice of 32 percent of Canadians followed by Trudeau at 30 percent and Mulcair at 15 percent. Trudeau's scores is near his 9 month weekly average (29 percent) while Harper is above his nine month weekly average of 29 percent. Mulcair, however, is below is 9 month weekly average (15 percent in the latest weekly tracking compared to a nine month average of 18 percent).

Even with closer index scores, more Canadians would still consider voting Liberal (52 percent) compared to the Conservatives (43 percent) or the NDP (43 percent).

Readers should note that with 10 months of weekly tracking, Nanos is now calculating highs, lows and averages for the key Nanos tracking variables in the public domain. This will allow our subscribers and clients to better contextualize the data.

Party Power Index

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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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Data Summary

	This Week	Last Week	4 Weeks Ago	3 Months Ago	9 Months Ago (Aug 2013)	9 Month High	9 Month Low	9 Month Average
Canada Party Power Index								
Liberal	55.5	56.8	55.9	57.6	57.2	59.0	53.7	56.4
Conservative	52.5	51.7	50.4	48.9	50.8	53.7	48.4	50.7
NDP	47.9	49.7	50.6	50.0	48.2	50.6	46.3	49.0
Green	32.9	33.5	34.5	32.6	34.0	34.5	30.3	32.7
Bloc	27.3	27.7	28.5	28.4	28.8	29.2	25.0	27.3
Party Consider								
Liberal	52.4%	55.4%	54.2%	51.5%	50.2%	55.5%	47.2%	50.4%
Conservative	43.4%	42.8%	38.5%	36.6%	38.1%	44.0%	36.4%	39.3%
NDP	43.4%	45.1%	44.4%	43.0%	41.6%	45.5%	37.9%	41.6%
Bloc	33.0%	31.3%	32.9%	32.4%	44.0%	44.0%	22.4%	32.8%
Green	27.1%	26.2%	27.7%	26.6%	27.3%	30.0%	22.7%	26.5%
Preferred Prime Minister								
Trudeau	29.7%	30.0%	27.4%	28.7%	31.5%	33.0%	25.8%	29.3%
Harper	32.4%	29.9%	26.6%	30.4%	28.2%	32.4%	25.2%	28.5%
Mulcair	15.0%	16.7%	19.5%	18.1%	15.4%	20.5%	15.0%	18.1%
Bellavance	2.0%	1.7%	2.3%	1.7%	2.3%	2.6%	0.9%	1.7%
May	5.7%	6.7%	5.9%	5.6%	6.0%	6.7%	3.7%	5.1%
Unsure	15.2%	15.2%	17.1%	16.9%	15.9%	20.2%	14.0%	17.2%

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.
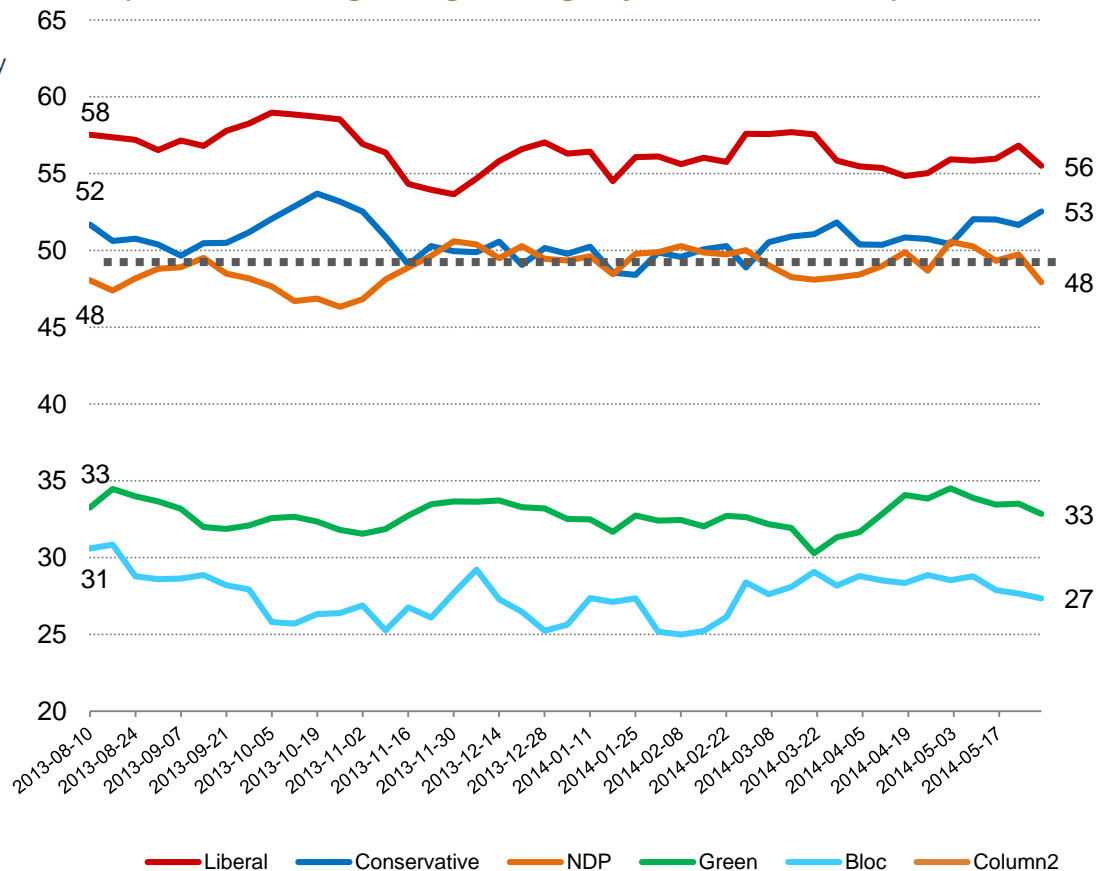
Party Power Index

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Canada Weekly Index Tracking Scores
(Four week rolling average ending May 30th, 2014, n=1,000)

Legend: Liberal — Conservative — NDP — Green — Bloc — Column2

Party Power Index Tracking by Region

Nanos Weekly Tracking

NANOS

Expert Counsel to CEOs and thought leaders
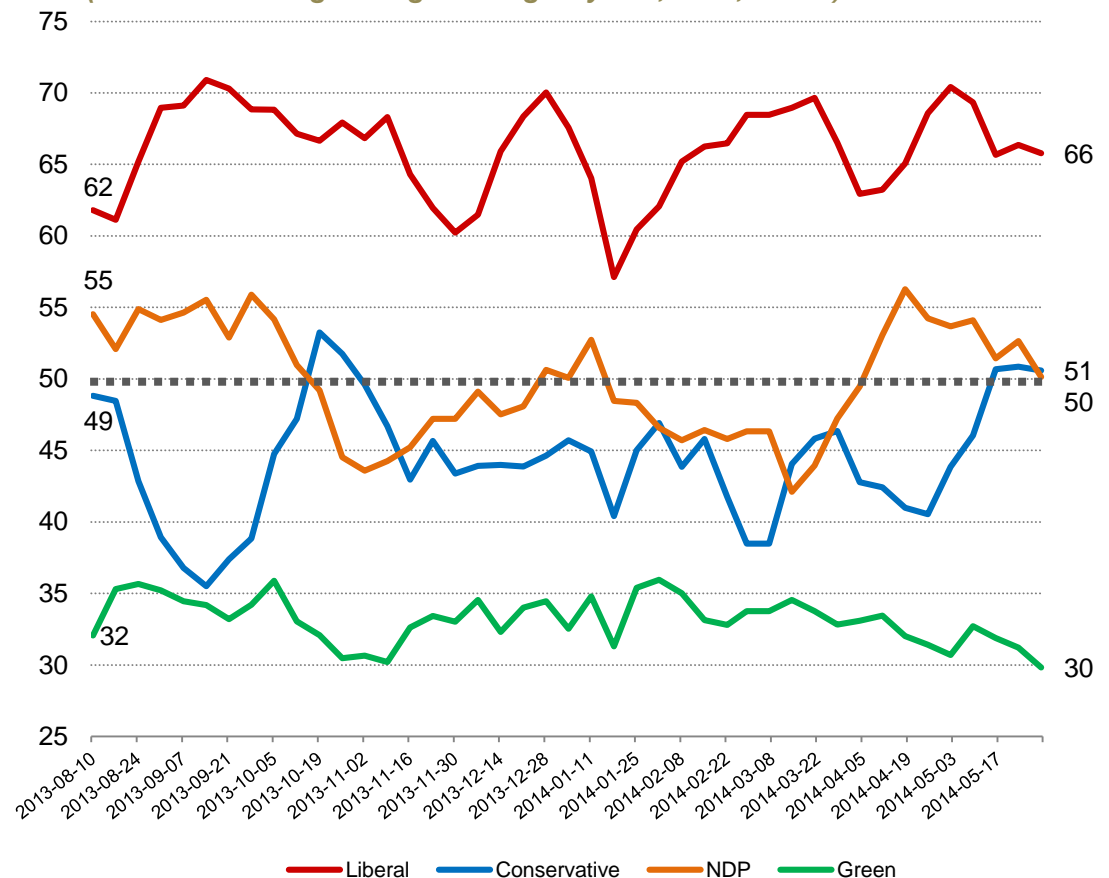
Party Power Index

NANOS

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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Atlantic Weekly Index Tracking Scores
(Four week rolling average ending May 30th, 2014, n=100)

Legend: Liberal, Conservative, NDP, Green
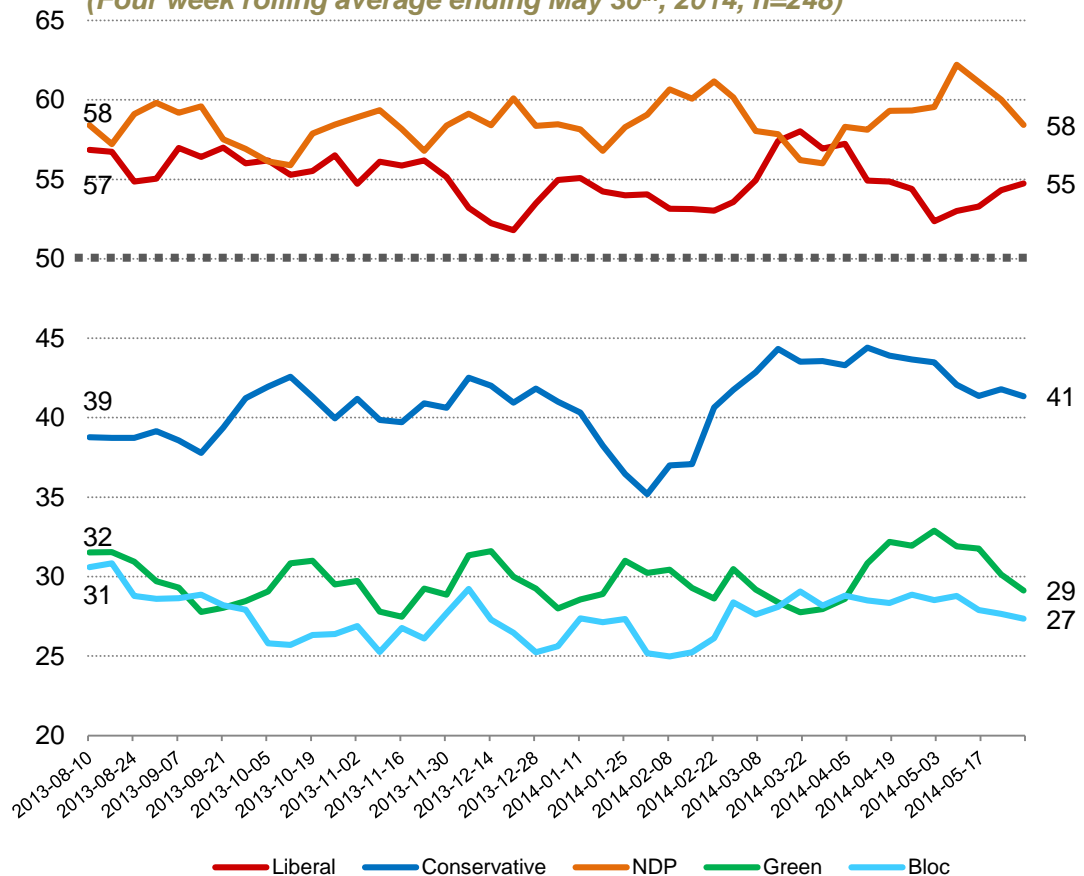
Party Power Index

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 May 30th, 2014, n=248)

Legend: Liberal — Conservative — NDP — Green — Bloc
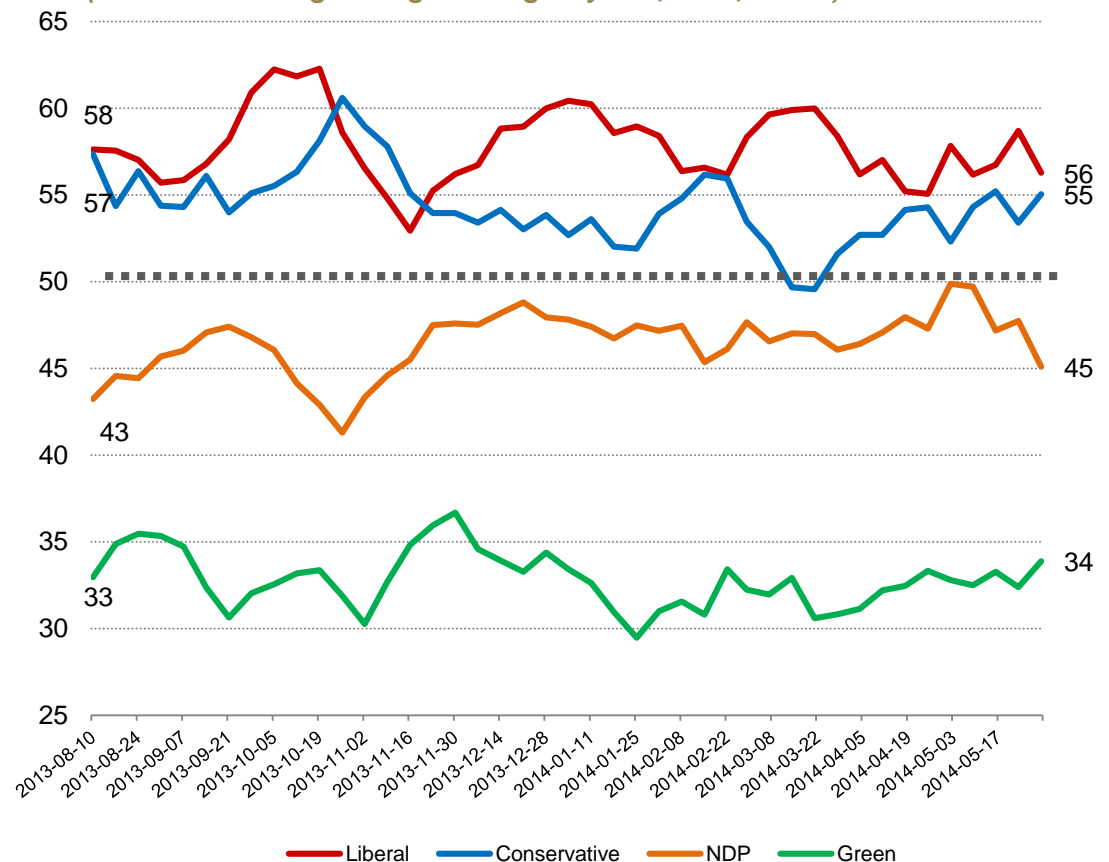
Party Power Index

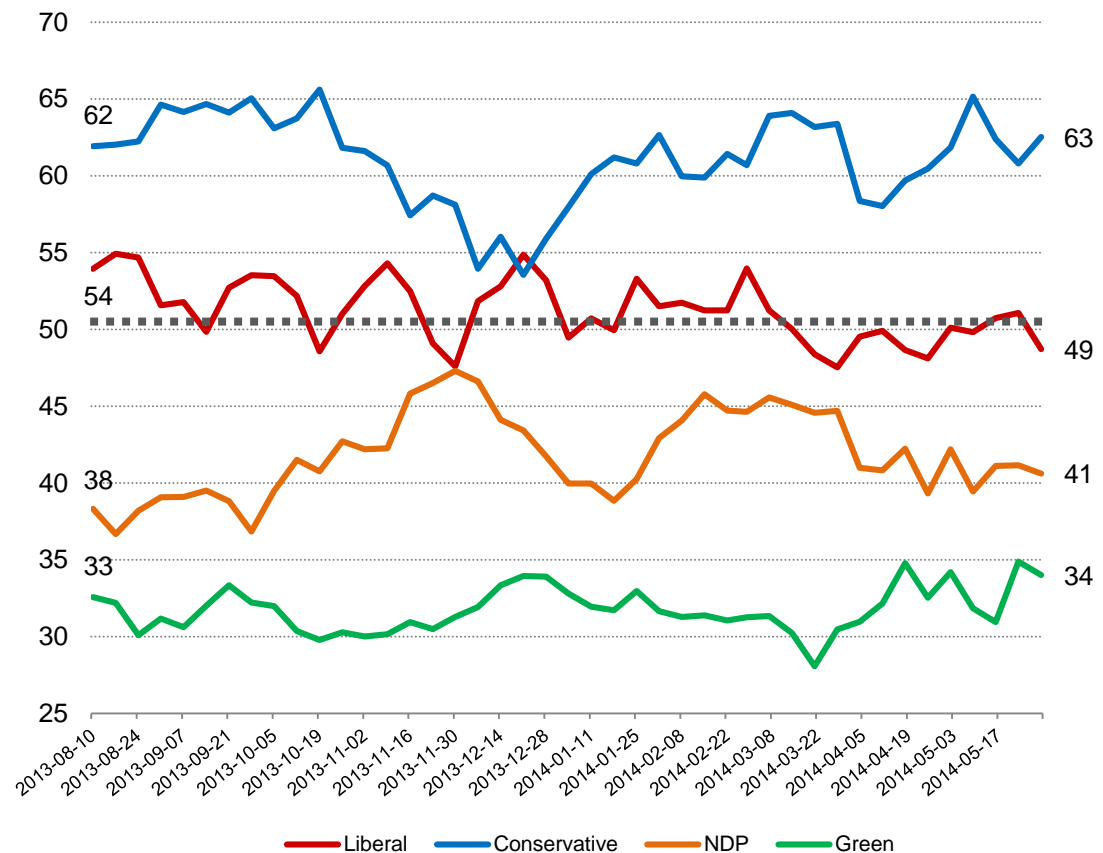The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Ontario Weekly Index Tracking Scores
(Four week rolling average ending May 30th, 2014, n=300)

Legend: Liberal, Conservative, NDP, Green

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 May 30th, 2014, n=200)

Legend: Liberal (red), Conservative (blue), NDP (orange), Green (green)

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.

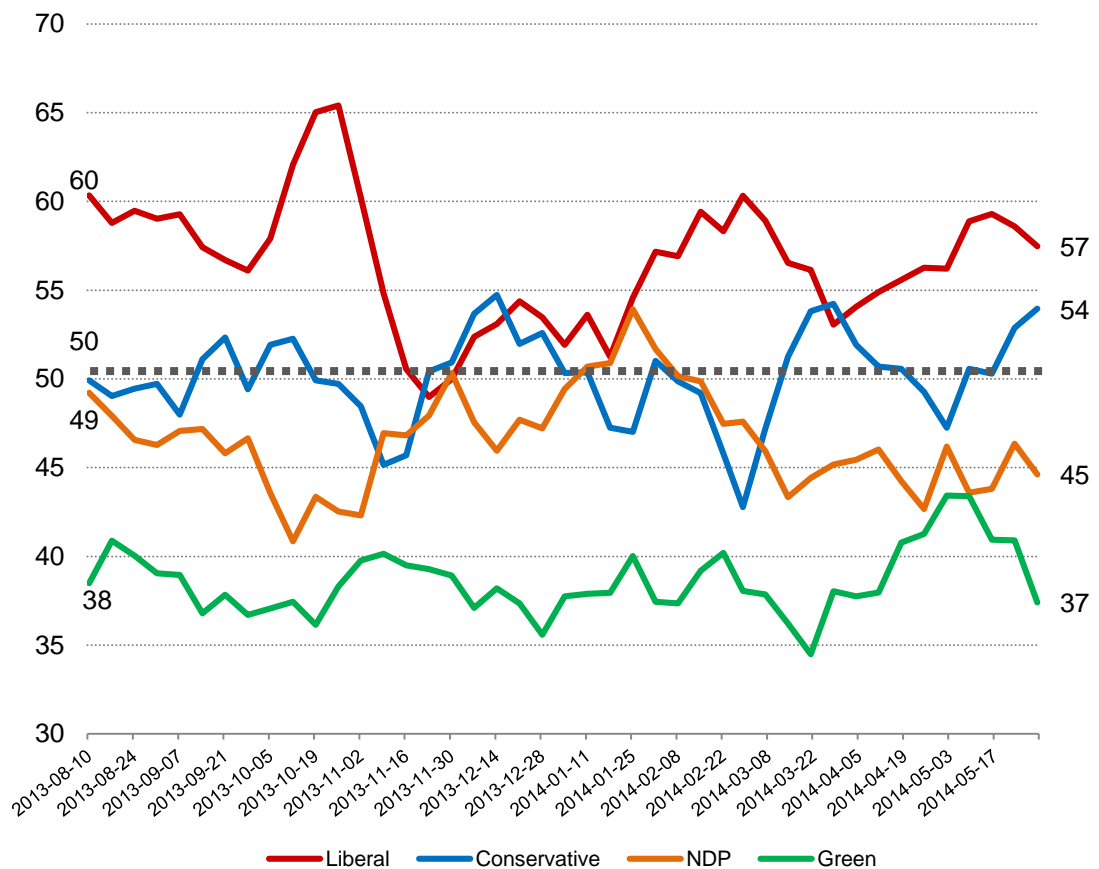Contact: Nik Nanos
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British Columbia Weekly Index Tracking Scores
(Four week rolling average ending May 30th, 2014, n=152)

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.

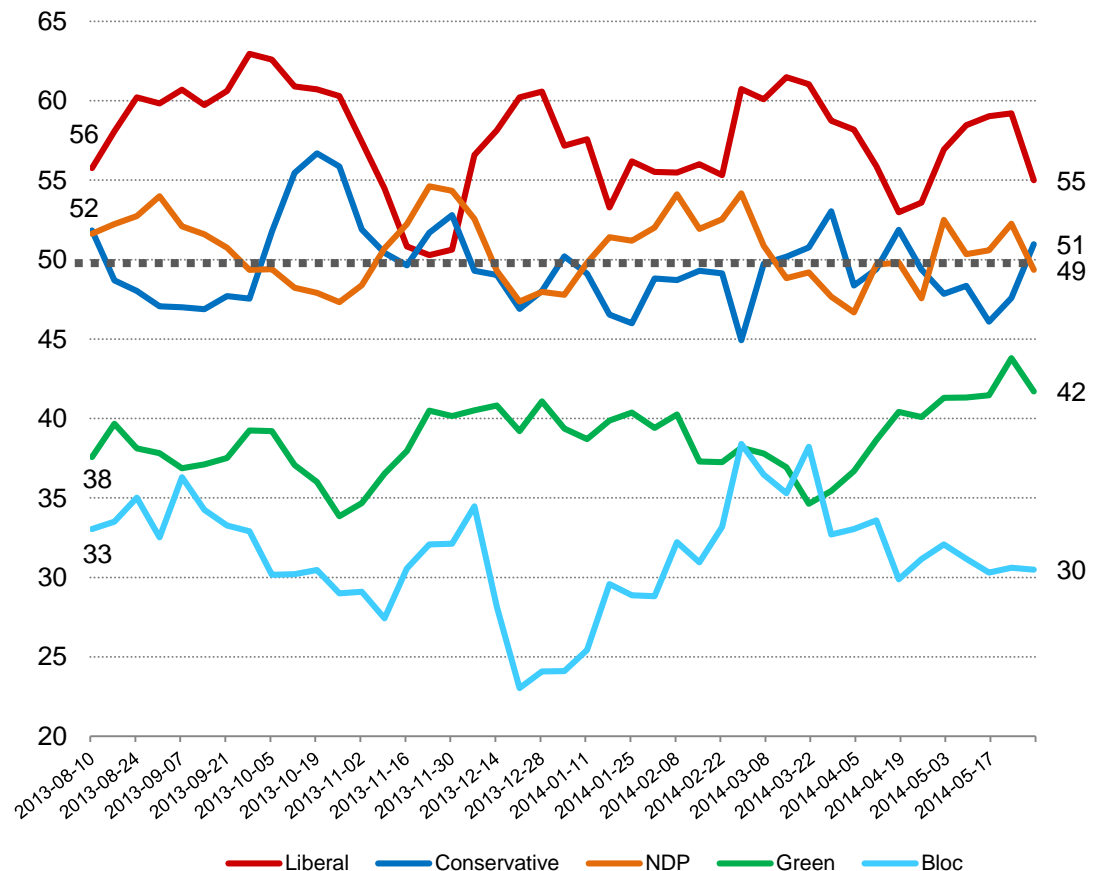Contact: Nik Nanos
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18 to 29 Weekly Index Tracking Scores
(Four week rolling average ending May 30th, 2014, n=205)

Legend: Liberal — Conservative — NDP — Green — Bloc
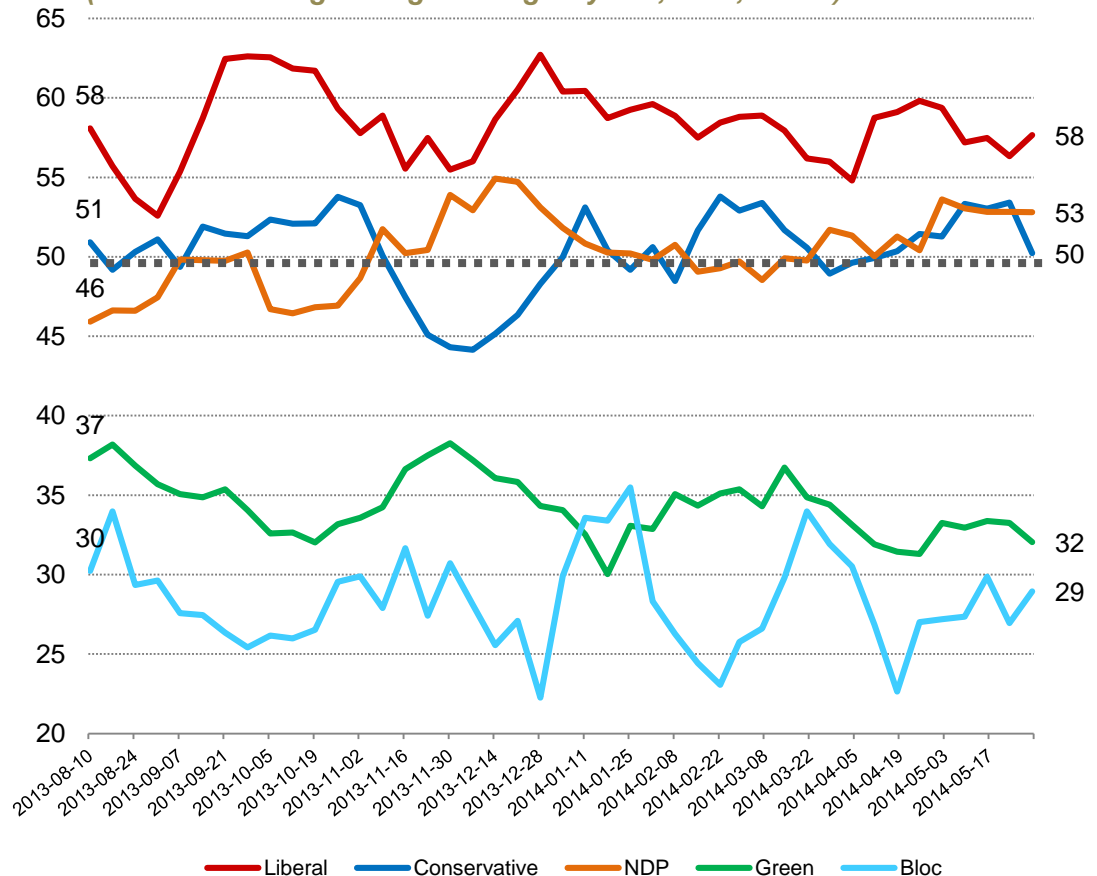
Party Power Index

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 May 30th, 2014, n=169)

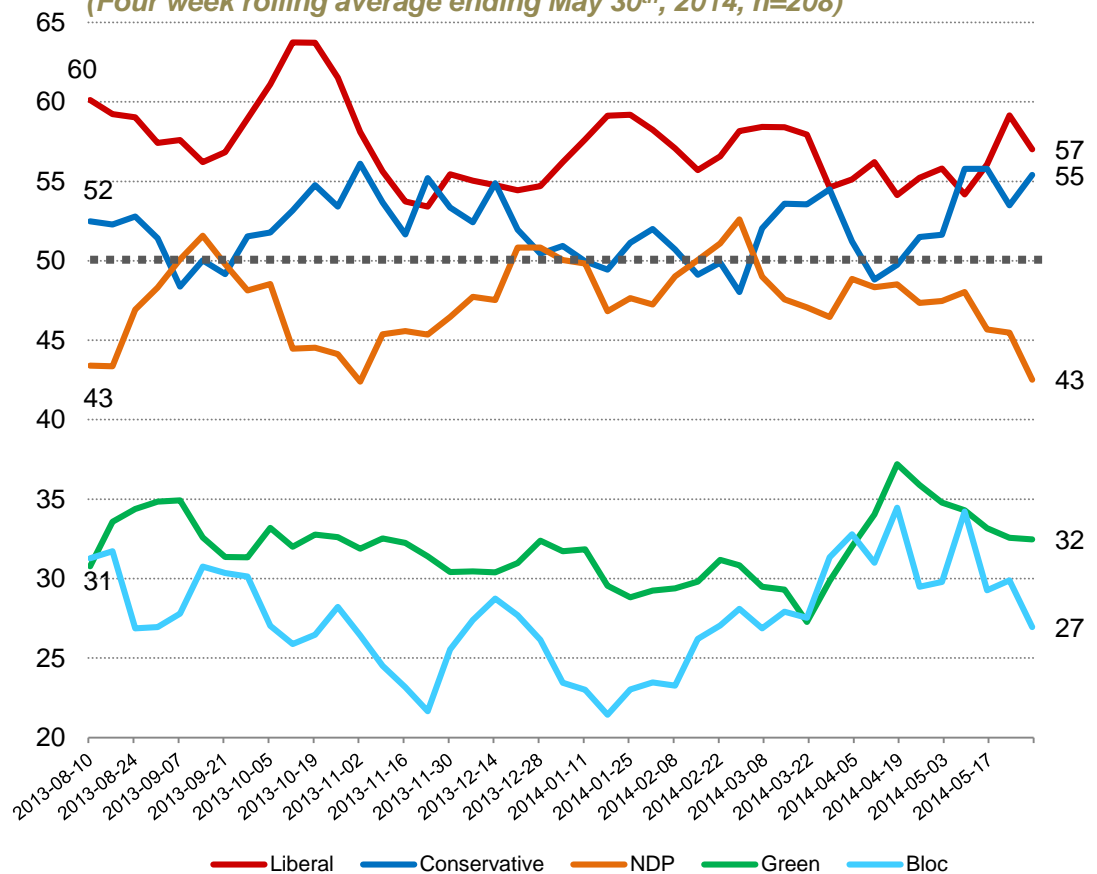Legend: Liberal, Conservative, NDP, Green, Bloc

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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40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending May 30th, 2014, n=208)

Legend: Liberal — Conservative — NDP — Green — Bloc

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.

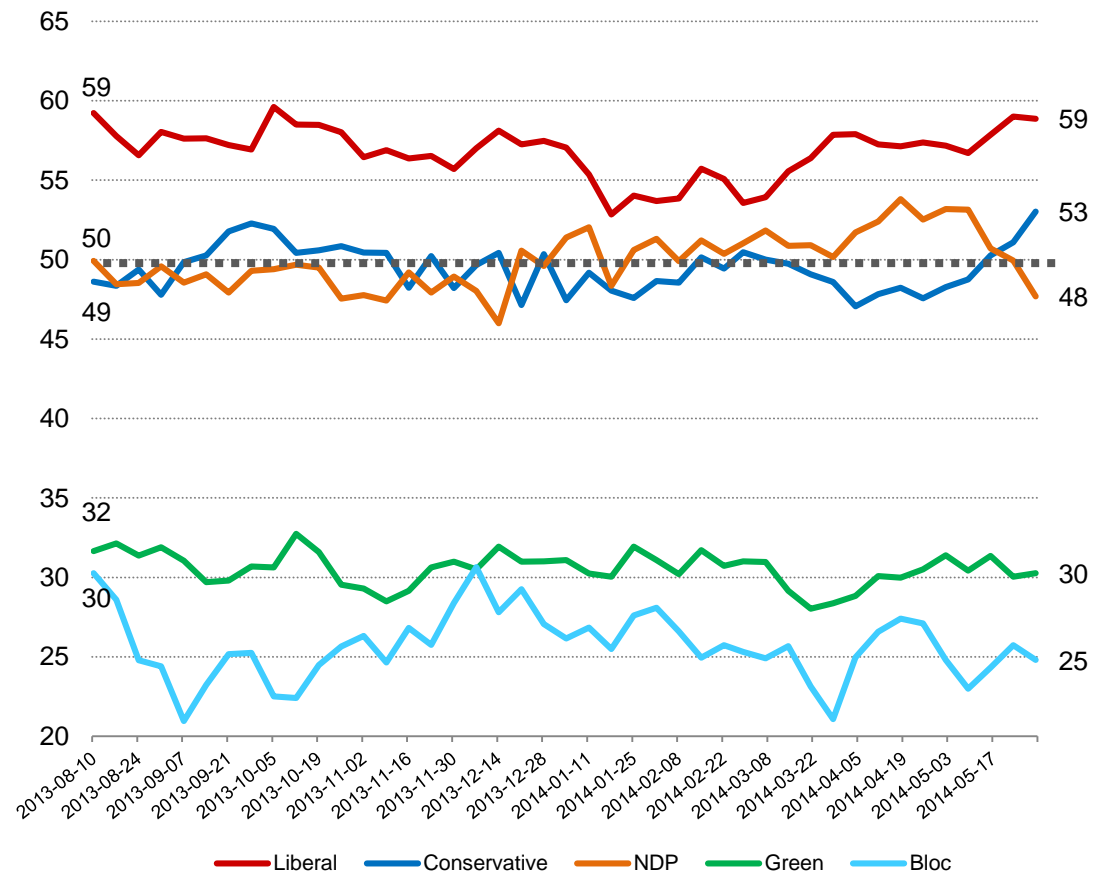Contact: Nik Nanos
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50 to 59 Weekly Index Tracking Scores
(Four week rolling average ending May 30th, 2014, n=178)

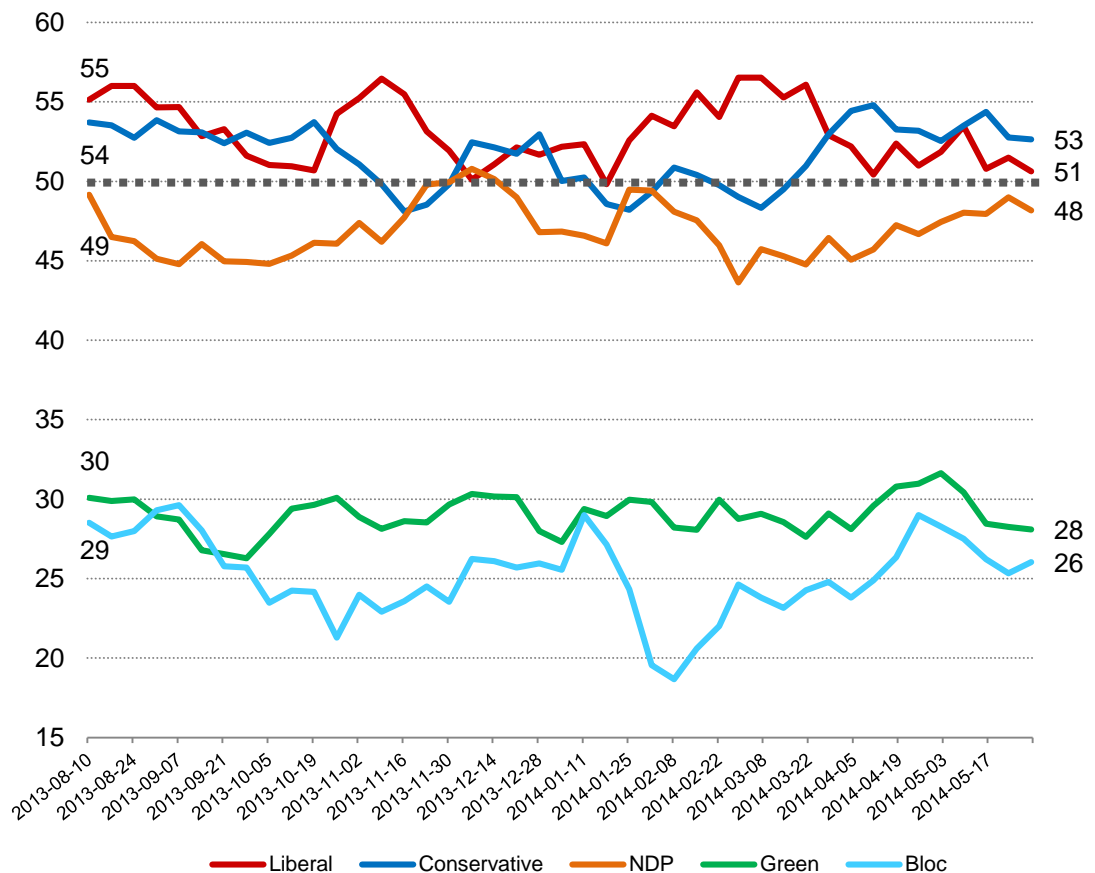Legend: Liberal — Conservative — NDP — Green — Bloc

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 May 30th, 2014, n=239)

Legend: Liberal, Conservative, NDP, Green, Bloc

Party Power Index Tracking by Gender

Nanos Weekly Tracking

Party Power Index

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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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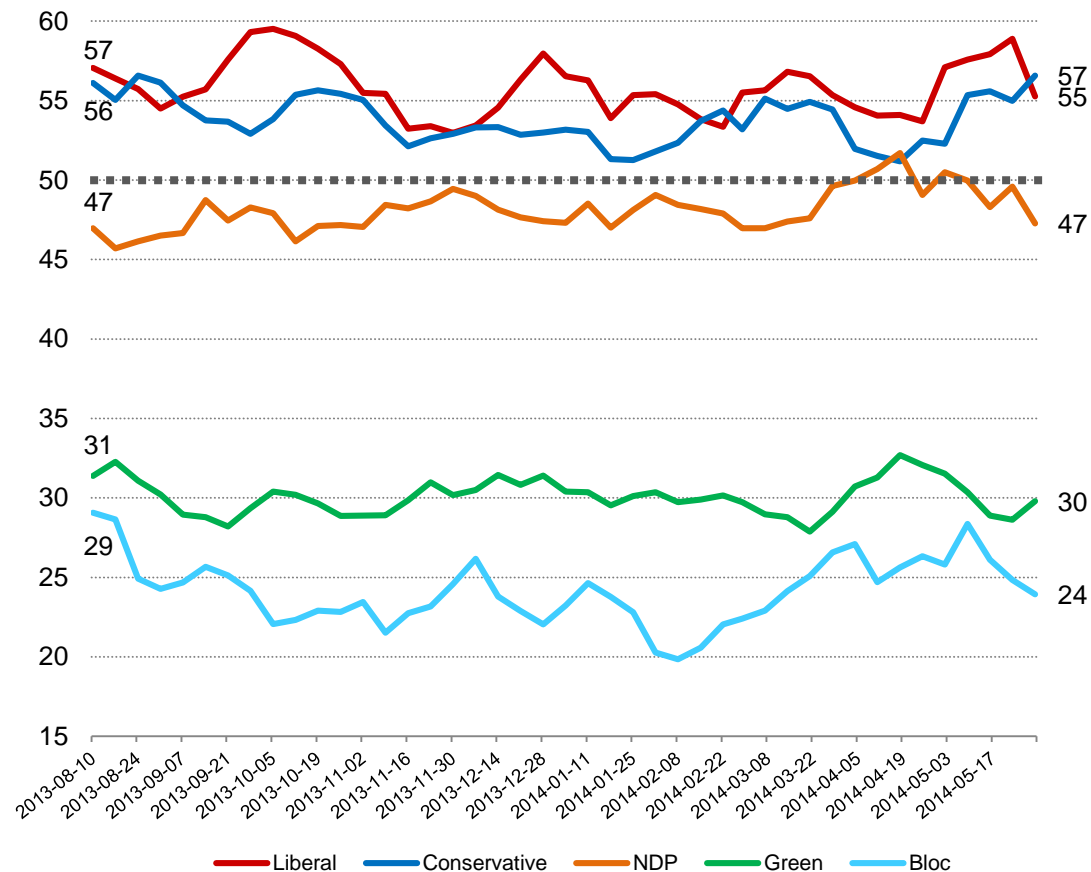   Ottawa: (613) 234-4666 x 237
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Male Weekly Index Tracking Scores
(Four week rolling average ending May 30th, 2014, n=474)
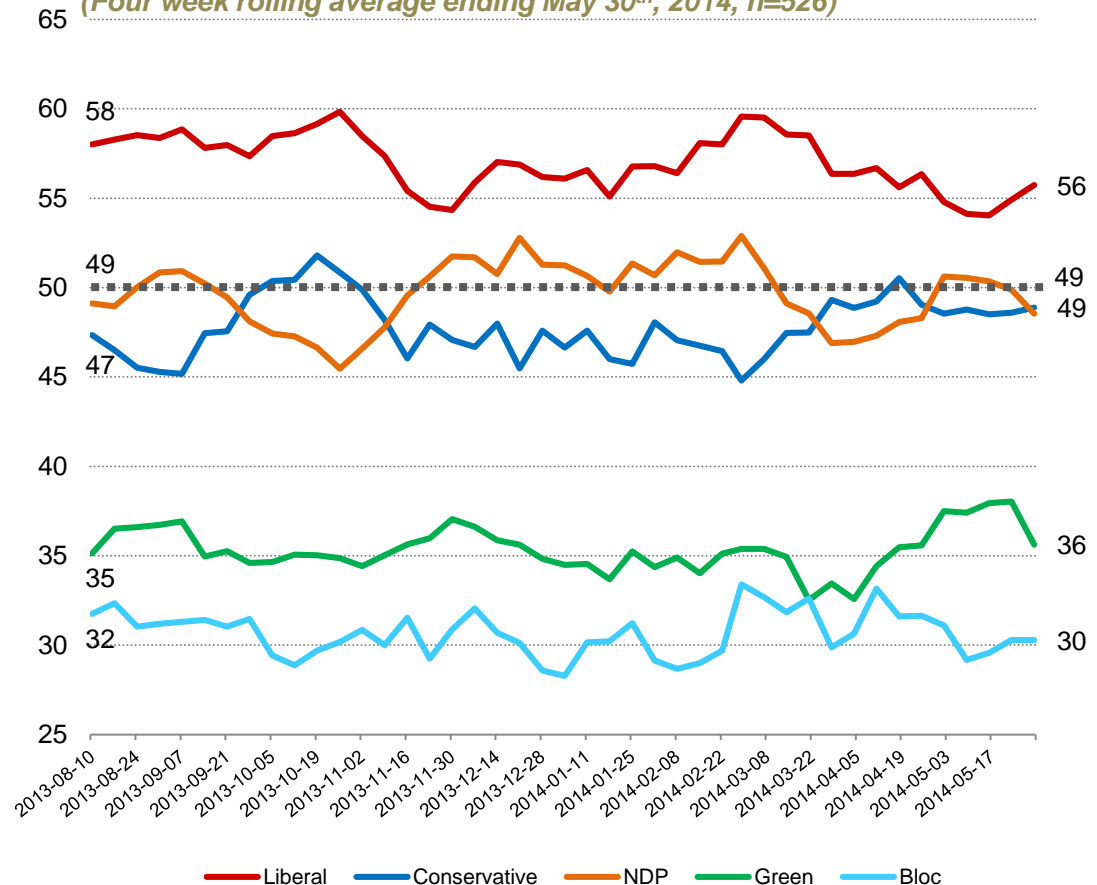
Party Power Index

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 May 30th, 2014, n=526)

Legend: Liberal — Conservative — NDP — Green — Bloc

National Political Tracking Numbers

Nanos Weekly Tracking

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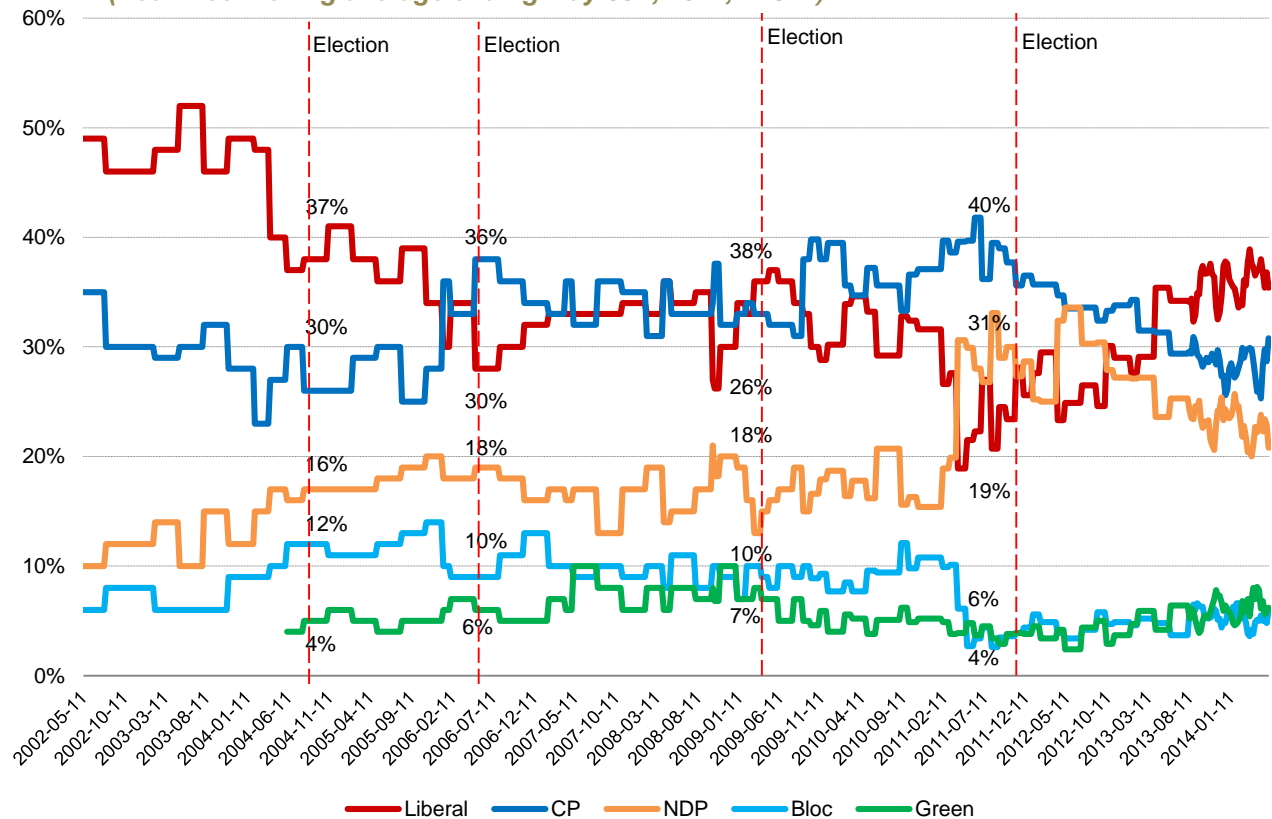
National Ballot

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 May 30th, 2014, n=847)
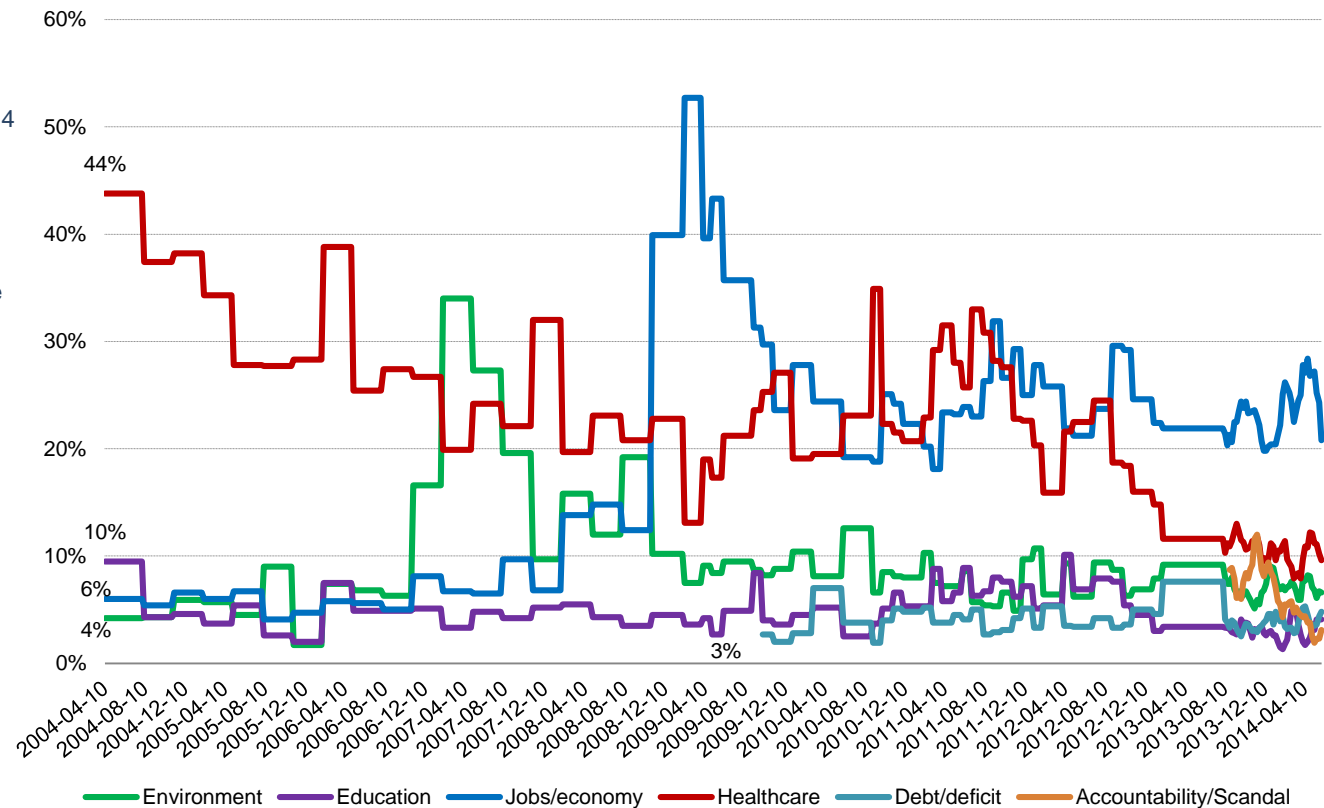
National Issue

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

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Weekly Tracking
(Four week rolling average ending May 30th, 2014, n=1,000)

Legend: Environment — Education — Jobs/economy — Healthcare — Debt/deficit — Accountability/Scandal

Federal Party Accessible Voters

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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
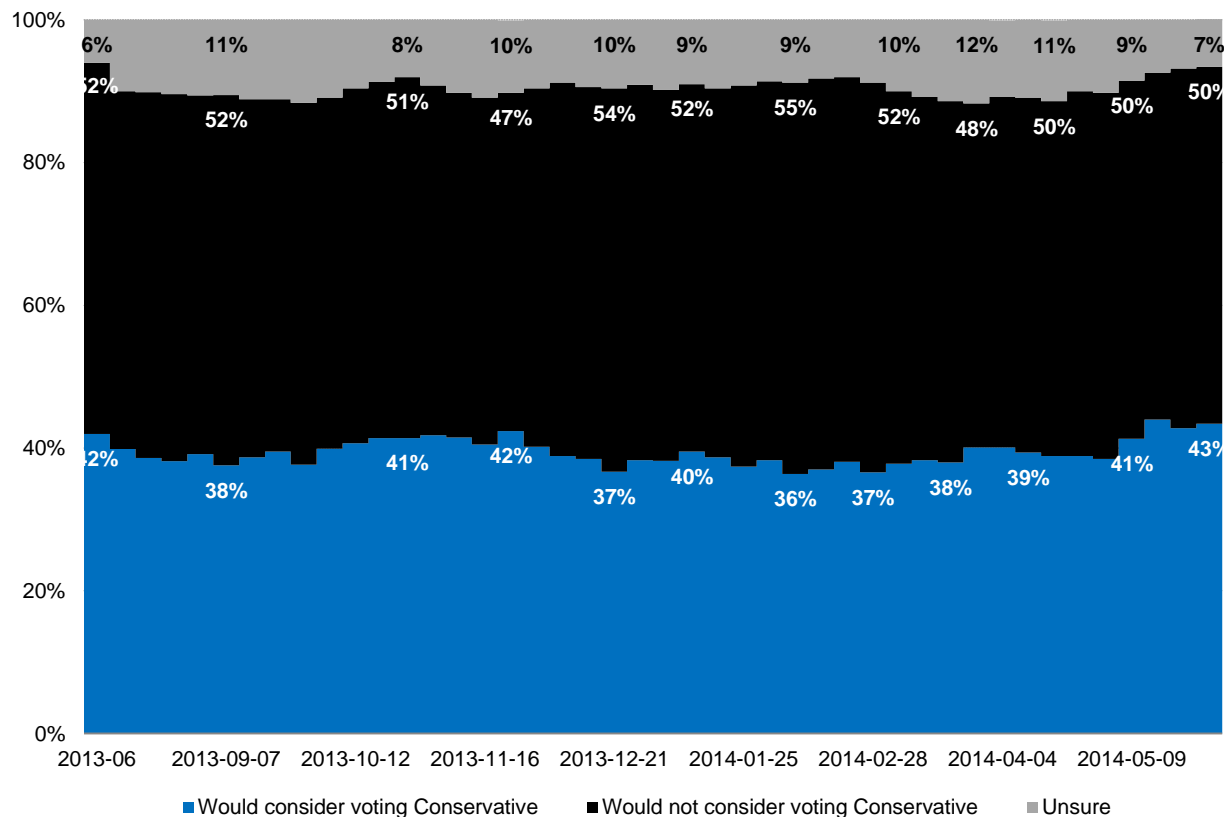
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National – Weekly Tracking
(Four week rolling average ending May 30th, 2014, n=1,000)

Legend:
- ■ Would consider voting Conservative
- ■ Would not consider voting Conservative
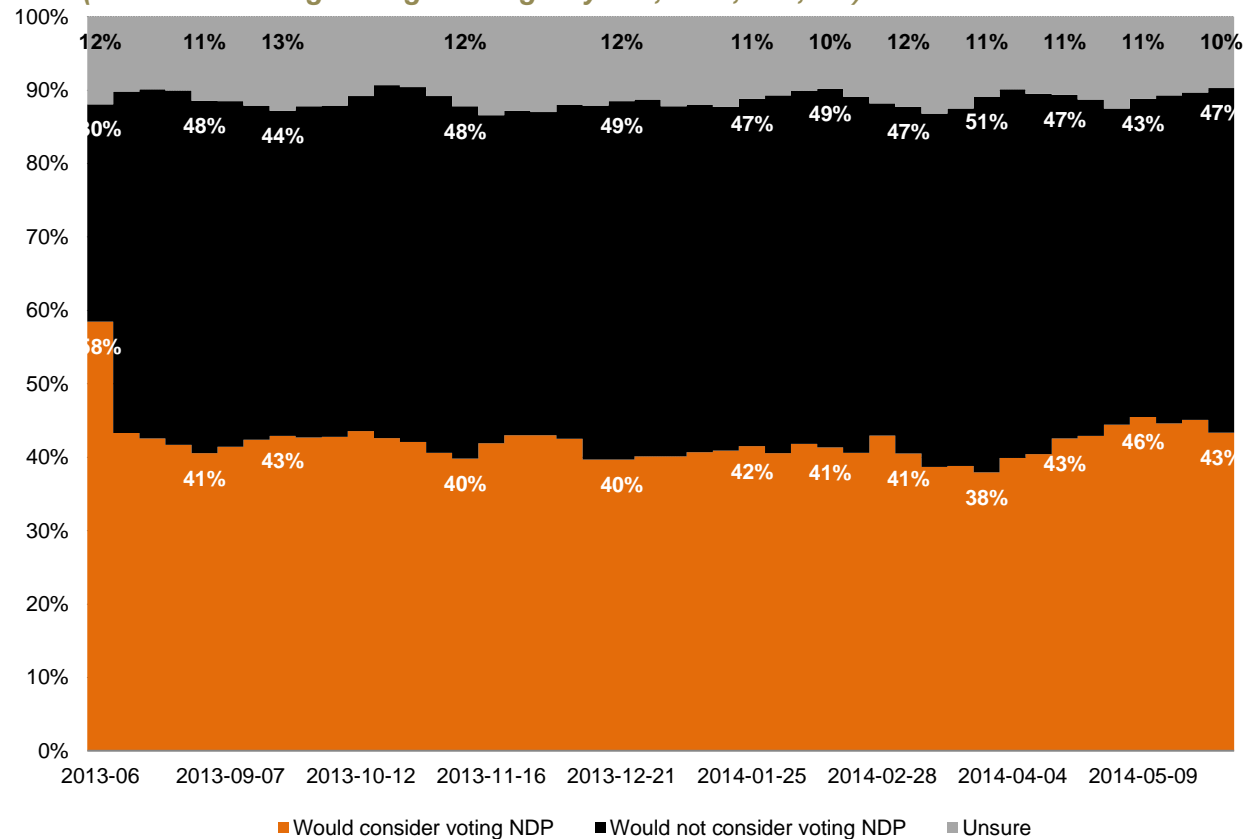- ■ Unsure

Consider NDP

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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
(Four week rolling average ending May 30th, 2014, n=1,000)

Legend: Would consider voting NDP ■ Would not consider voting NDP ■ Unsure
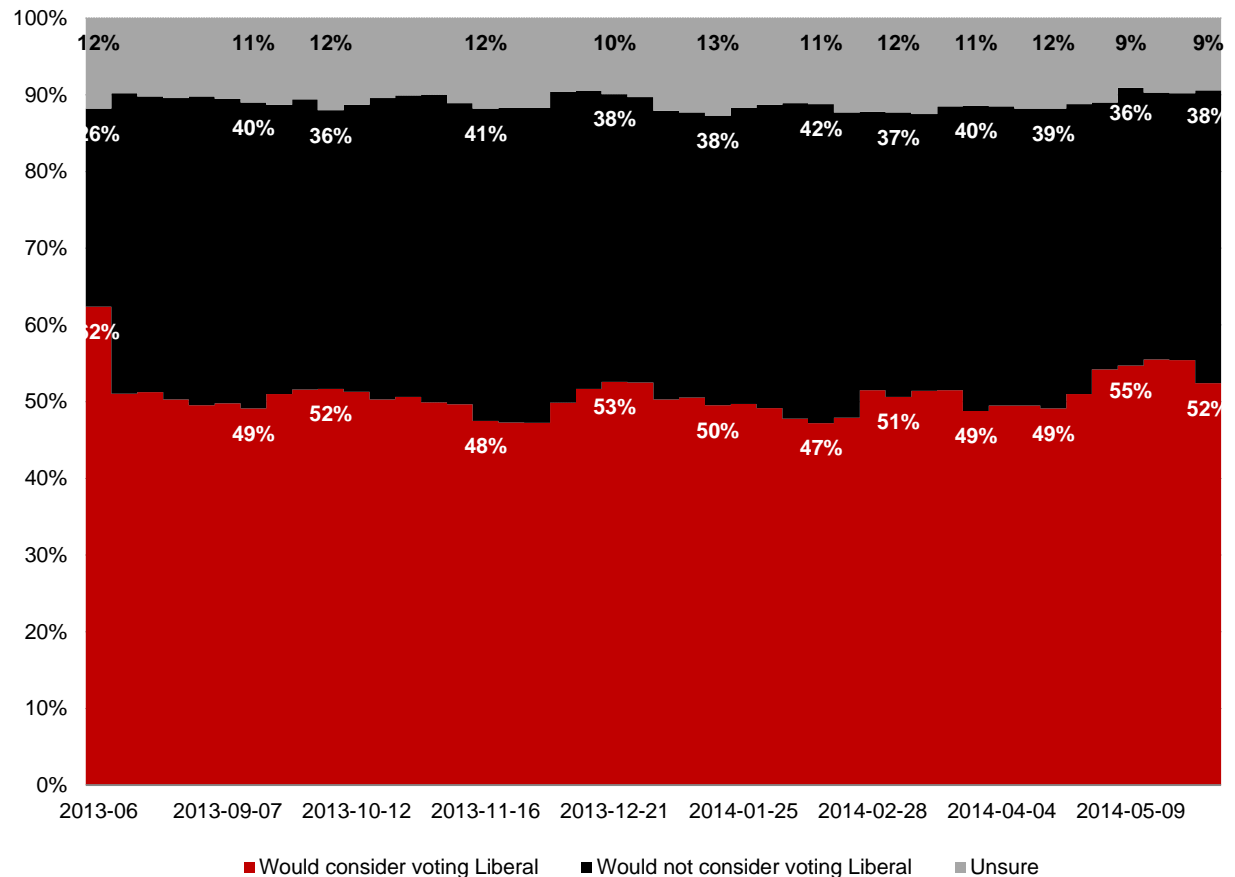
Consider Liberal

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
(Four week rolling average ending May 30th, 2014, n=1,000)

Legend: ■ Would consider voting Liberal ■ Would not consider voting Liberal ■ Unsure
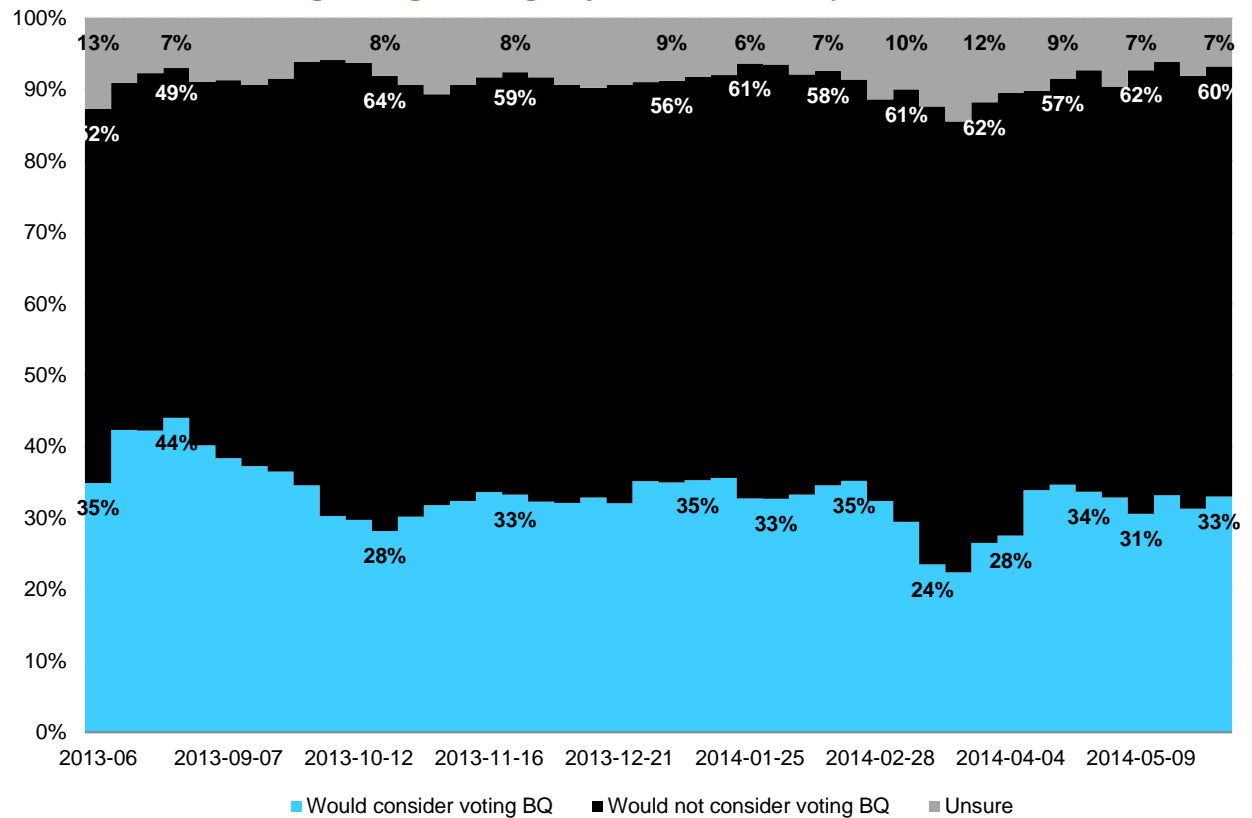
Consider Bloc

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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 May 30th, 2014, n=248)

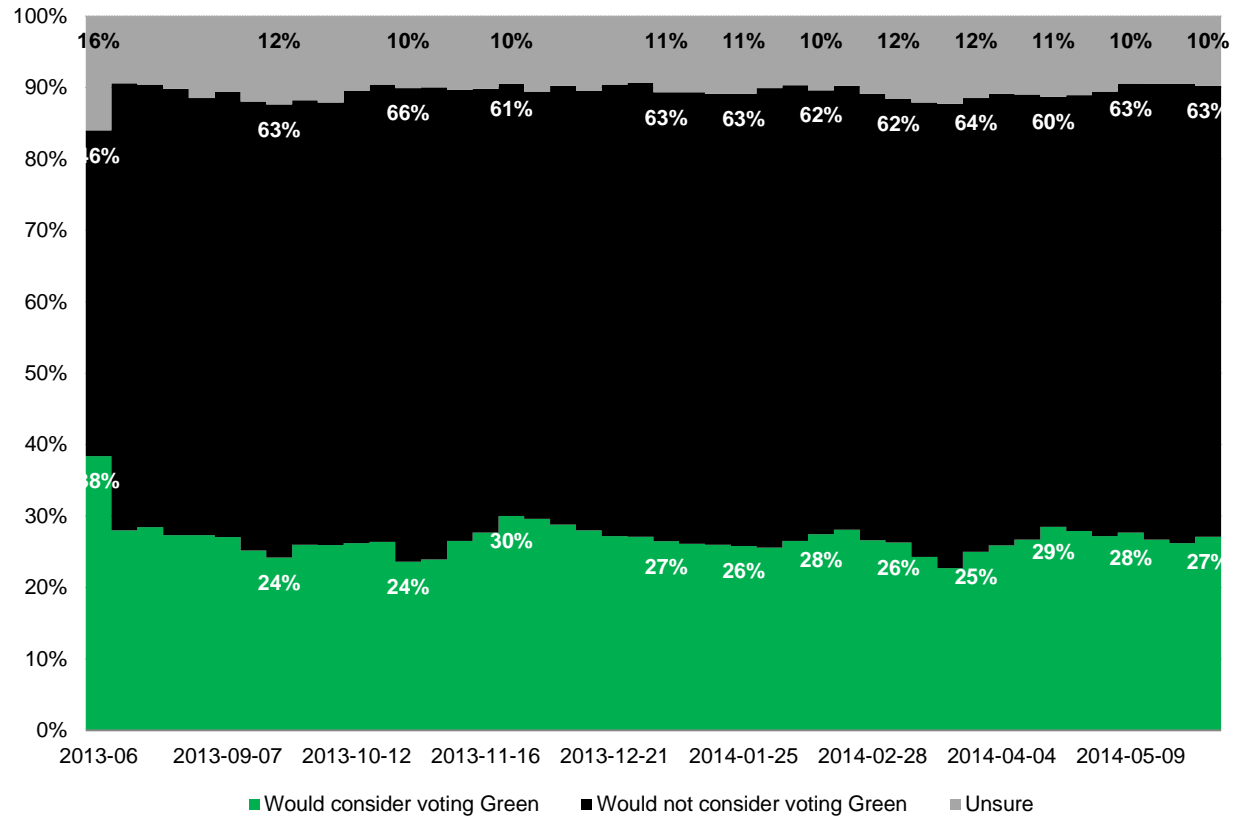Legend: ■ Would consider voting BQ　■ Would not consider voting BQ　■ Unsure

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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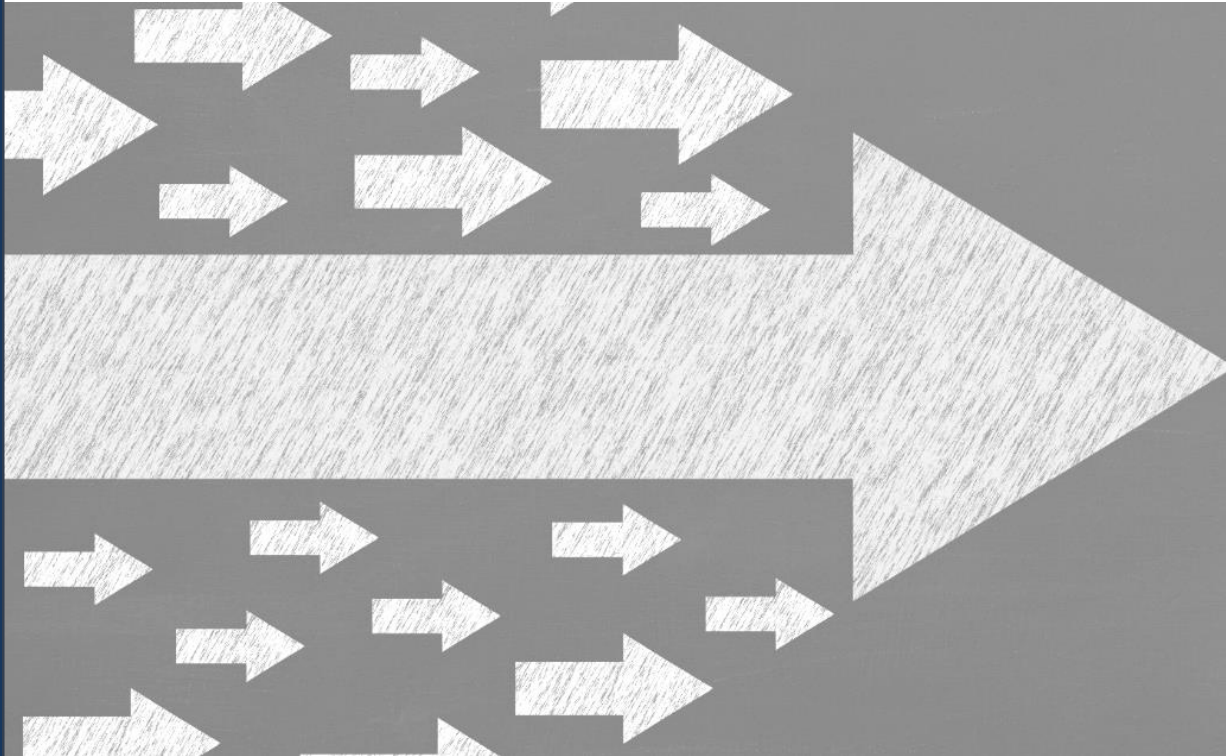   nnanos@nanosresearch.com

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National – Weekly Tracking
(Four week rolling average ending May 30th, 2014, n=1,000)

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

Tracking on the Federal Political Leaders

Nanos Weekly Tracking

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Prime Minister

NANOS

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

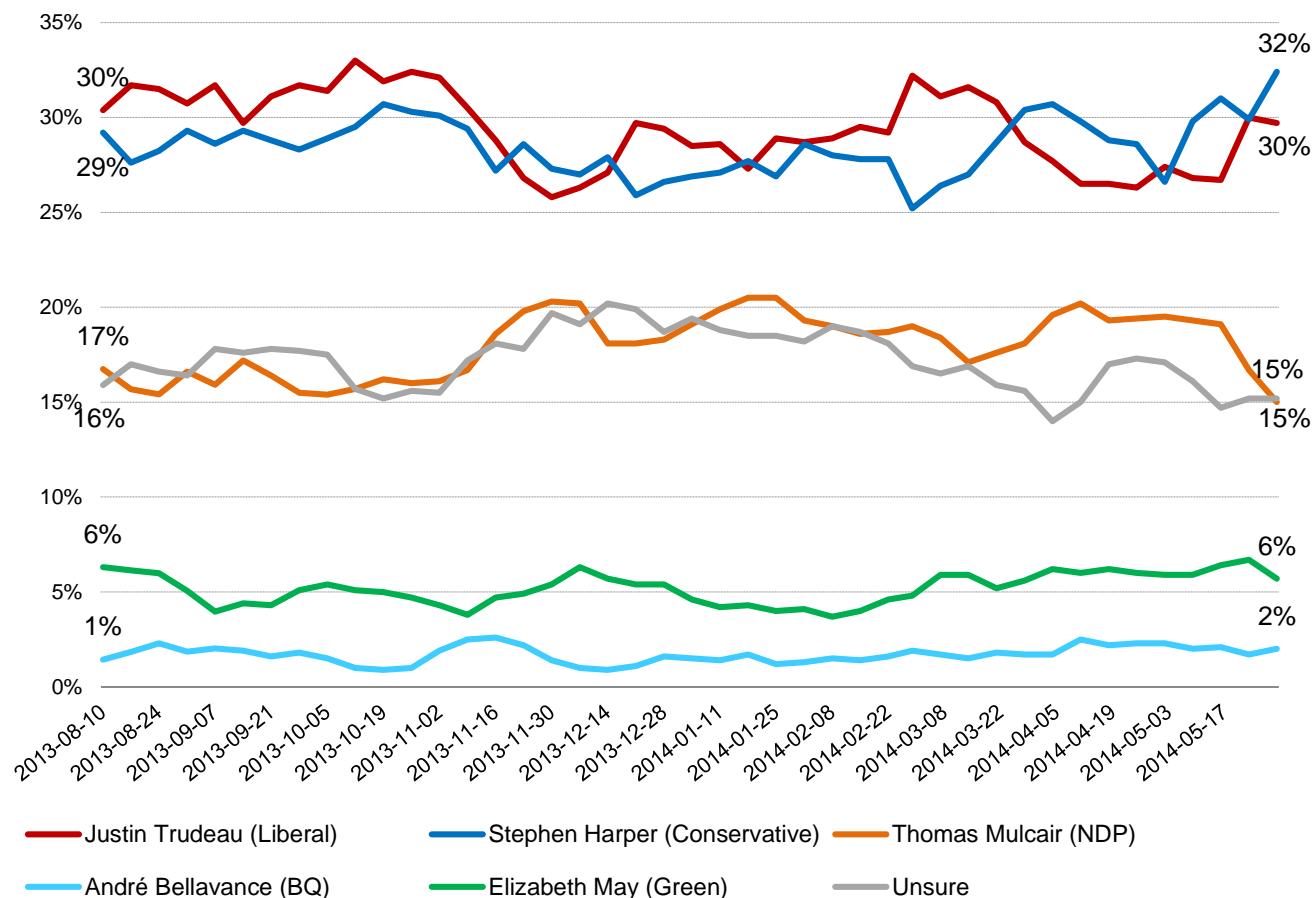Contact: Nik Nanos
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National – Weekly Tracking – First Ranked Choice
(Four week rolling average ending May 30th, 2014, n=1,000)

— Justin Trudeau (Liberal)　　— Stephen Harper (Conservative)　— Thomas Mulcair (NDP)
— André Bellavance (BQ)　　— Elizabeth May (Green)　　— Unsure

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 May 30th, 2014, n=1,000)

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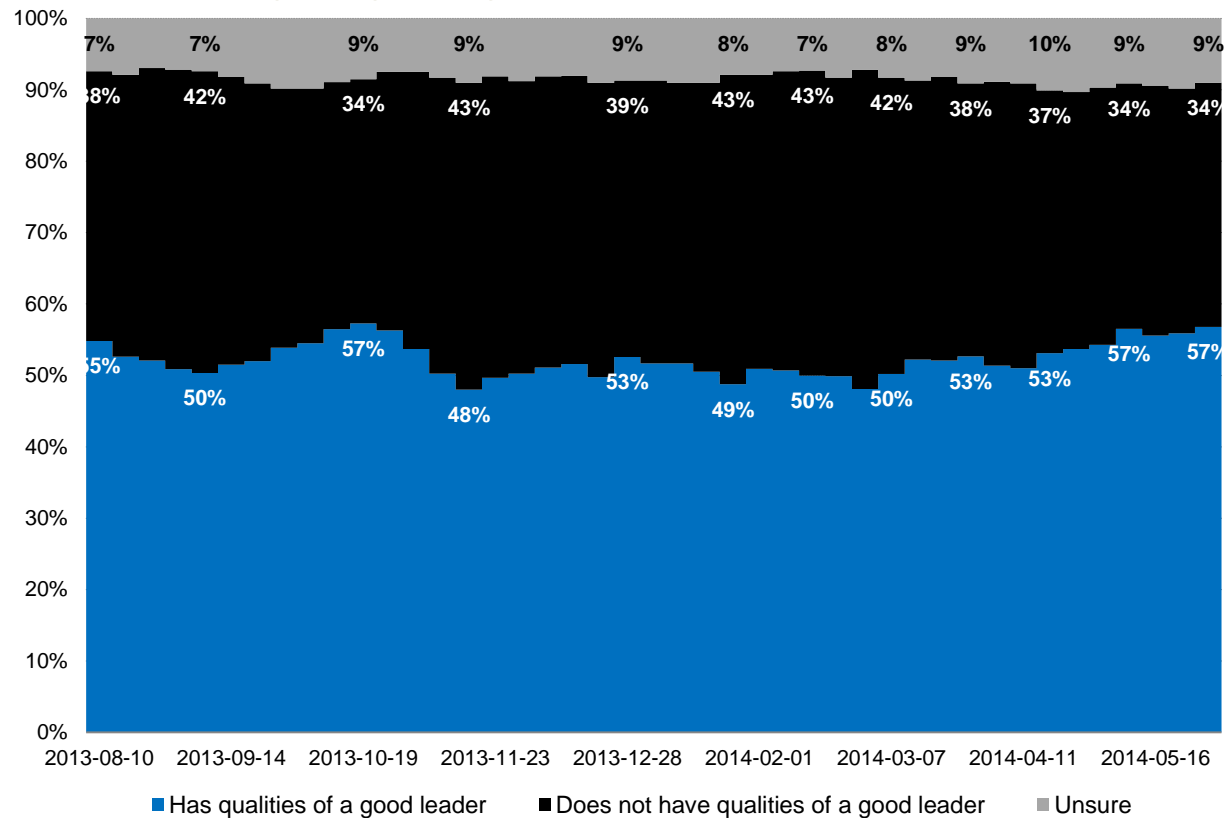- ■ Unsure

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 May 30th, 2014, n=1,000)

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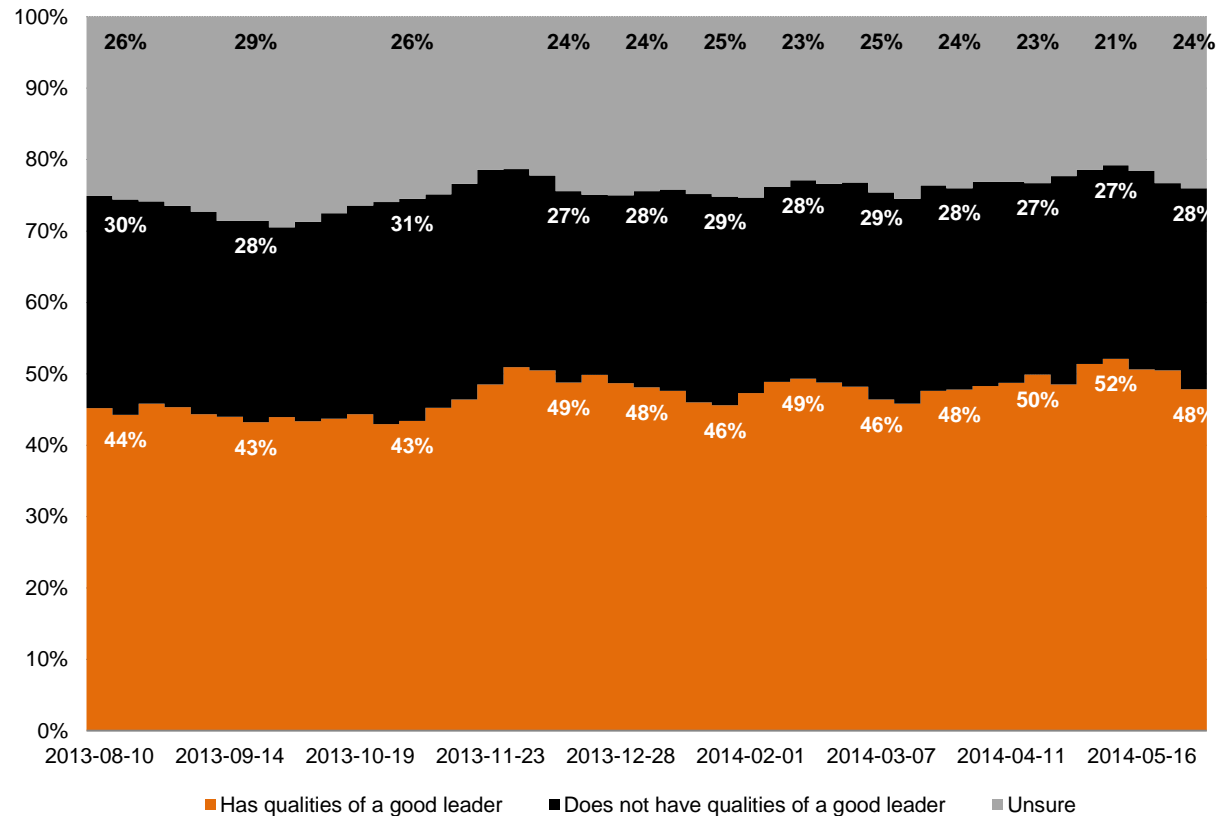
Trupeau

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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National – Weekly Tracking
(Four week rolling average ending May 30th, 2014, n=1,000)

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

Bellavance

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] André Bellavance

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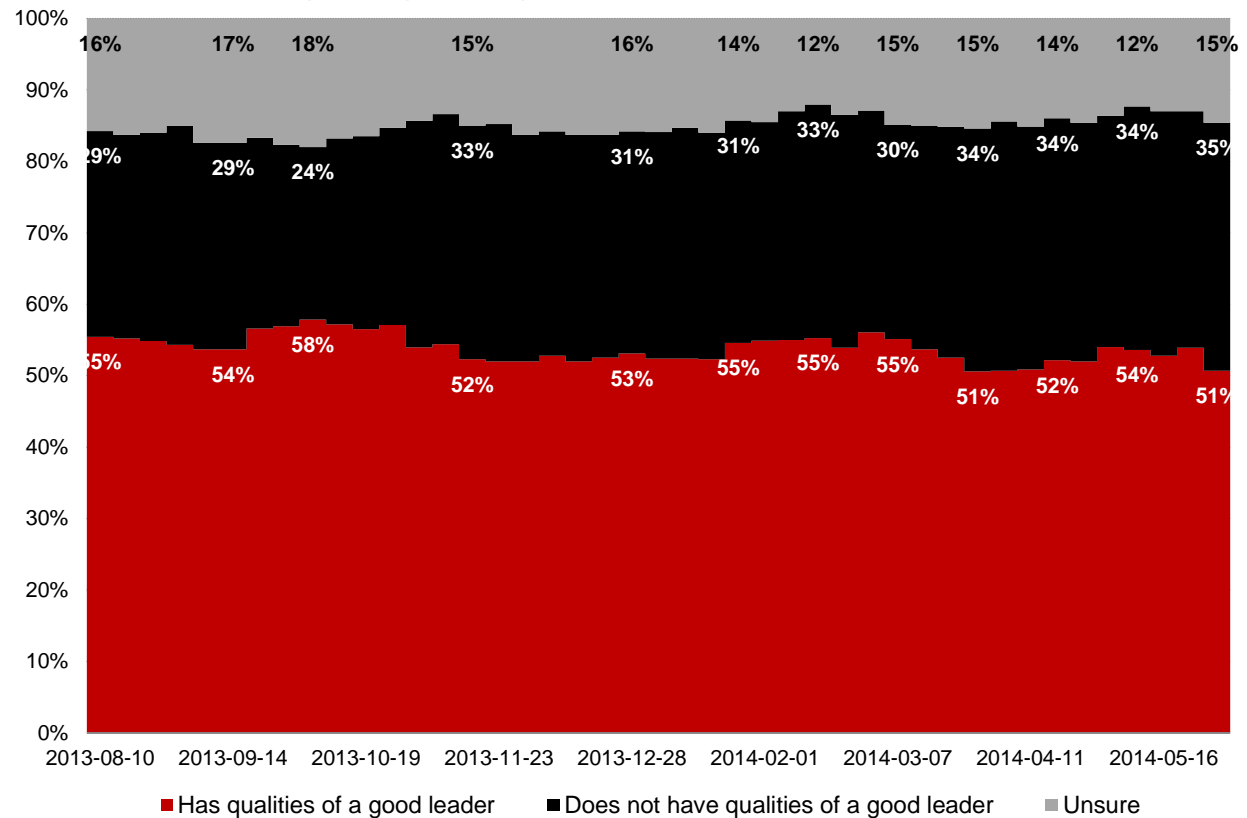Ottawa: (613) 234-4666 x 237
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National – Weekly Tracking
(Four week rolling average ending May 30th, 2014, n=248)

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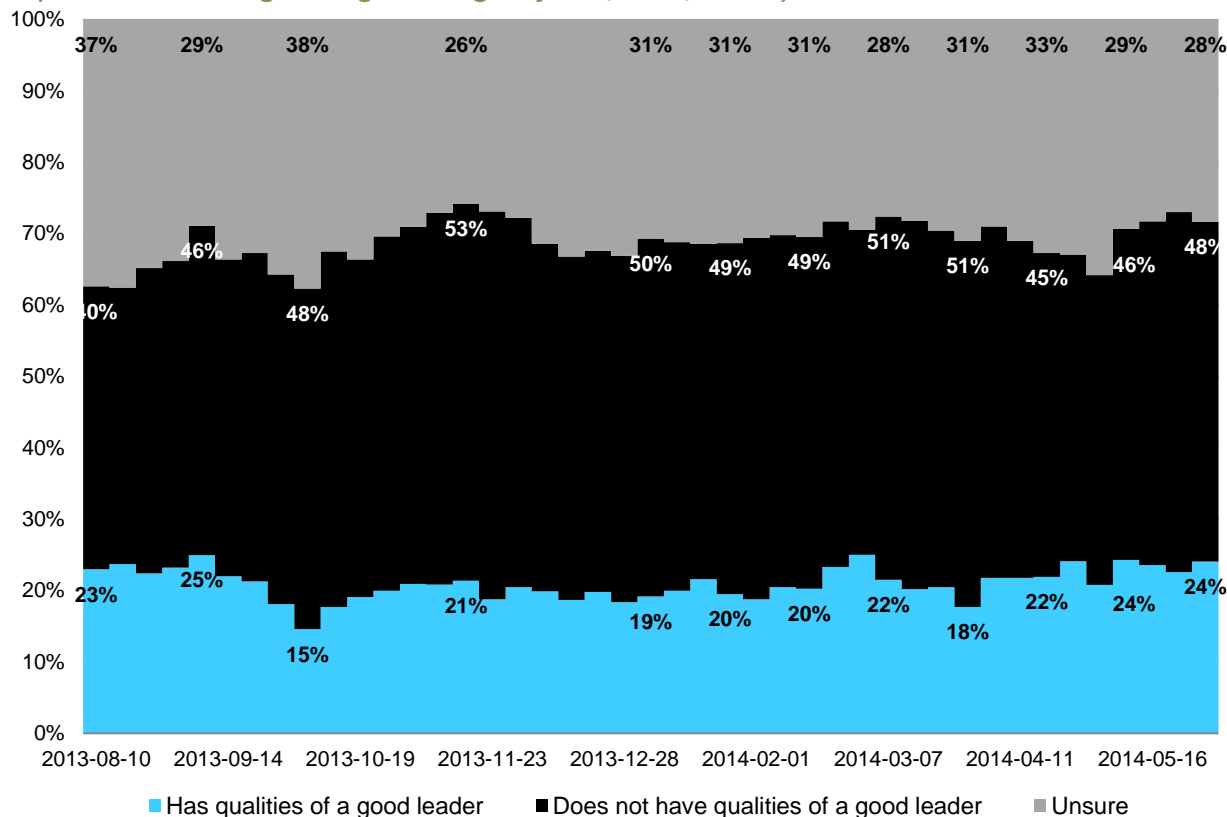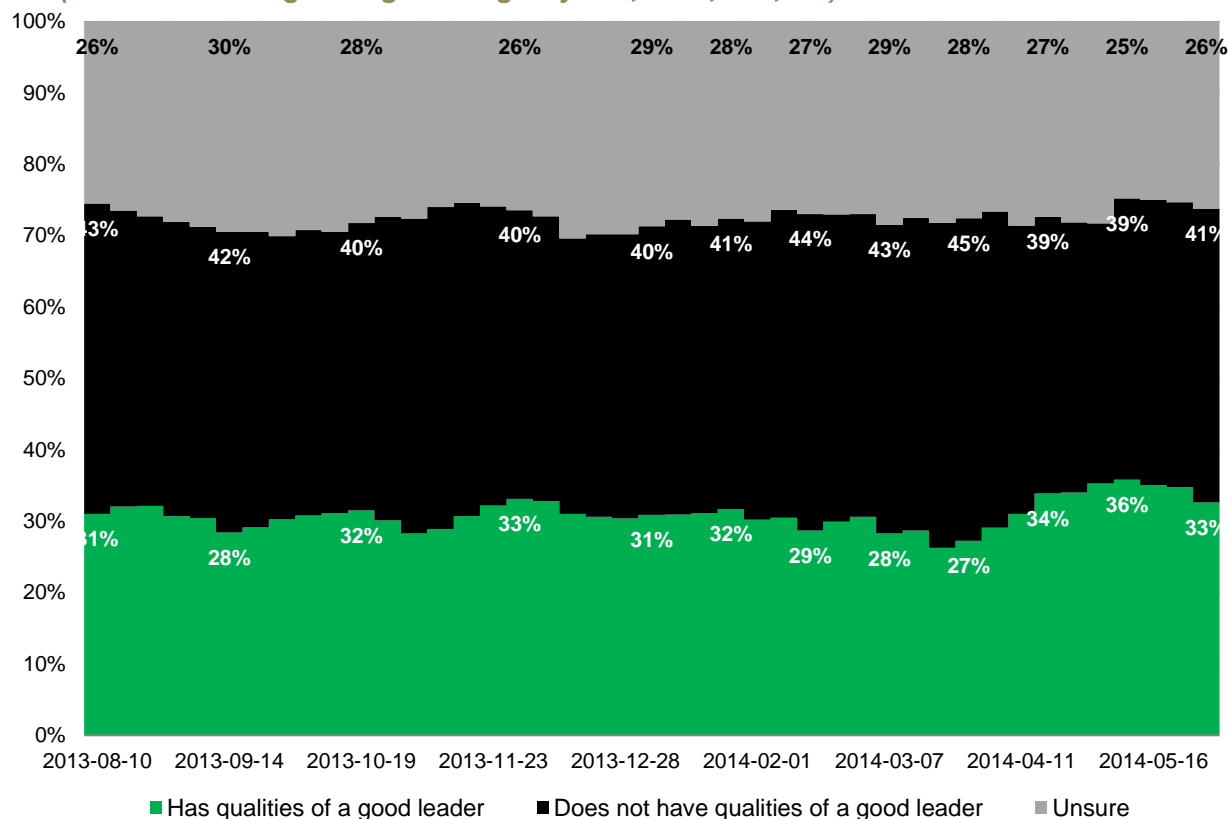
May

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 May 30th, 2014, n=1,000)

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

Unsure values: 26%, 30%, 28%, 26%, 29%, 28%, 27%, 29%, 28%, 27%, 25%, 26%

Does not have qualities: 43%, 42%, 40%, 40%, 40%, 41%, 44%, 43%, 45%, 39%, 39%, 41%

Has qualities: 31%, 28%, 32%, 33%, 31%, 32%, 29%, 28%, 27%, 34%, 36%, 33%

X-axis: 2013-08-10, 2013-09-14, 2013-10-19, 2013-11-23, 2013-12-28, 2014-02-01, 2014-03-07, 2014-04-11, 2014-05-16

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 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. 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 May 30th, 2014.

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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