

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending June 27, 2014
(released July 2, 2014)



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world-class data*

Weekly Nanos Party Power Index



Liberals score highest on the Power Index, Harper numbers on quality of a good leader erode over past few weeks.

(Released 07/02/2014)

The Nanos weekly federal Party Power Index completed prior to the four federal by-elections had the Liberals with a score of 57.5 points out of 100, followed by the Conservatives at 50.6 points, the NDP at 48.7 points, the Green party at 34.4 points and the BQ at 24.6 points (Quebec only) respectively.

In terms of the percentage of Canadians who would consider voting for the federal parties, the Liberals remain near their 10 month high (55.2 percent of Canadians would consider voting for the federal Liberals), while the Conservatives and the New Democrats are marginally above their 10 month average. Forty two point nine percent of Canadians would consider voting NDP and 39.9 percent would consider voting for the federal Conservatives. Each of these variables are based on independent questions for each federal party.

On the preferred Prime Minister front Trudeau stands at 30.9 percent, Harper at 28.3 percent and Mulcair at 16.8 percent. Of note, there has been a four week erosion in the proportion of Canadians who think Stephen Harper has the qualities of a good leader (57 percent to 52 percent in the current wave). Similar questions for both Trudeau and Mulcair have had only minor fluctuations over the same period. The numbers for Beaulieu (only two data points out of the four week rolling average) in Quebec on the qualities of a good political leaders suggests a possible decline for him although it will take two more waves of tracking to confirm this.

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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Data Summary

		This Week	Last Week	4 Weeks Ago	3 Months Ago	10 Months Ago (Aug 2013)	10 Month High	10 Month Low	10 Month Average
Canada Party Power Index									
	Liberal	57.5	56.8	55.5	55.8	57.2	59.0	53.7	56.5
	Conservative	50.6	51.3	52.5	51.8	50.7	53.7	48.4	50.7
	NDP	48.7	47.9	47.9	48.2	48.1	50.6	46.3	48.9
	Green	34.4	34.4	32.8	31.3	33.9	34.5	30.3	32.8
	Bloc	24.6	24.5	27.3	28.1	28.7	29.2	24.5	27.2
Party Consider									
	Liberal	55.2%	53.4%	52.4%	48.8%	50.2%	55.5%	47.2%	50.8%
	Conservative	39.9%	38.9%	43.4%	40.1%	38.1%	44.0%	36.4%	39.4%
	NDP	42.9%	42.1%	43.4%	37.9%	41.6%	45.5%	37.9%	41.8%
	Bloc	27.6%	30.8%	33.0%	26.5%	44.0%	44.0%	22.4%	32.6%
	Green	32.6%	32.7%	27.1%	25.0%	27.3%	32.7%	22.7%	26.9%
Preferred Prime Minister									
	Trudeau	30.9%	30.3%	29.7%	28.7%	31.5%	33.3%	25.8%	29.5%
	Harper	28.3%	29.6%	32.4%	30.4%	28.2%	32.4%	25.2%	28.5%
	Mulcair	16.8%	15.7%	15.0%	18.1%	15.4%	20.5%	13.7%	17.8%
	Beaulieu/Bellavance	1.0%	1.2%	2.0%	1.7%	2.3%	2.6%	0.9%	1.7%
	May	6.5%	6.4%	5.7%	5.6%	6.0%	6.7%	3.7%	5.3%
	Unsure	16.5%	16.8%	15.2%	15.6%	16.6%	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



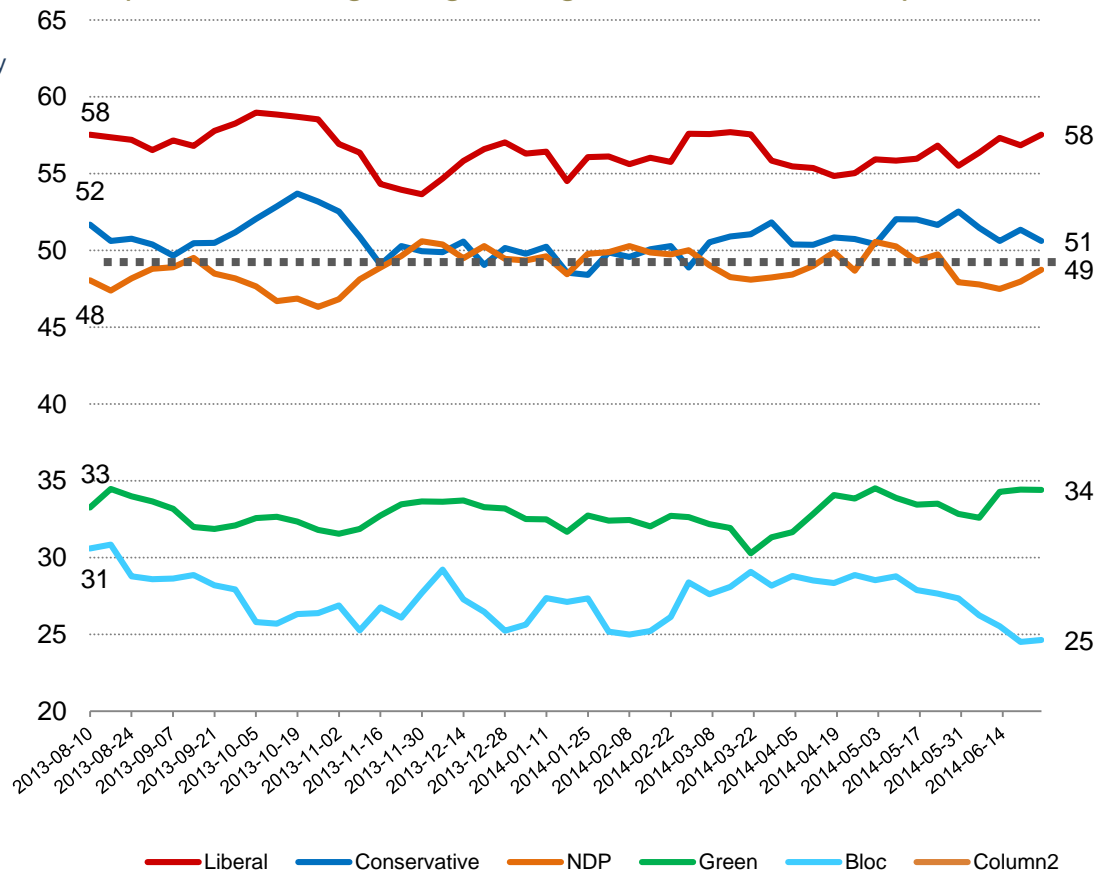
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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Canada Weekly Index Tracking Scores
(Four week rolling average ending June 27th, 2014, 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 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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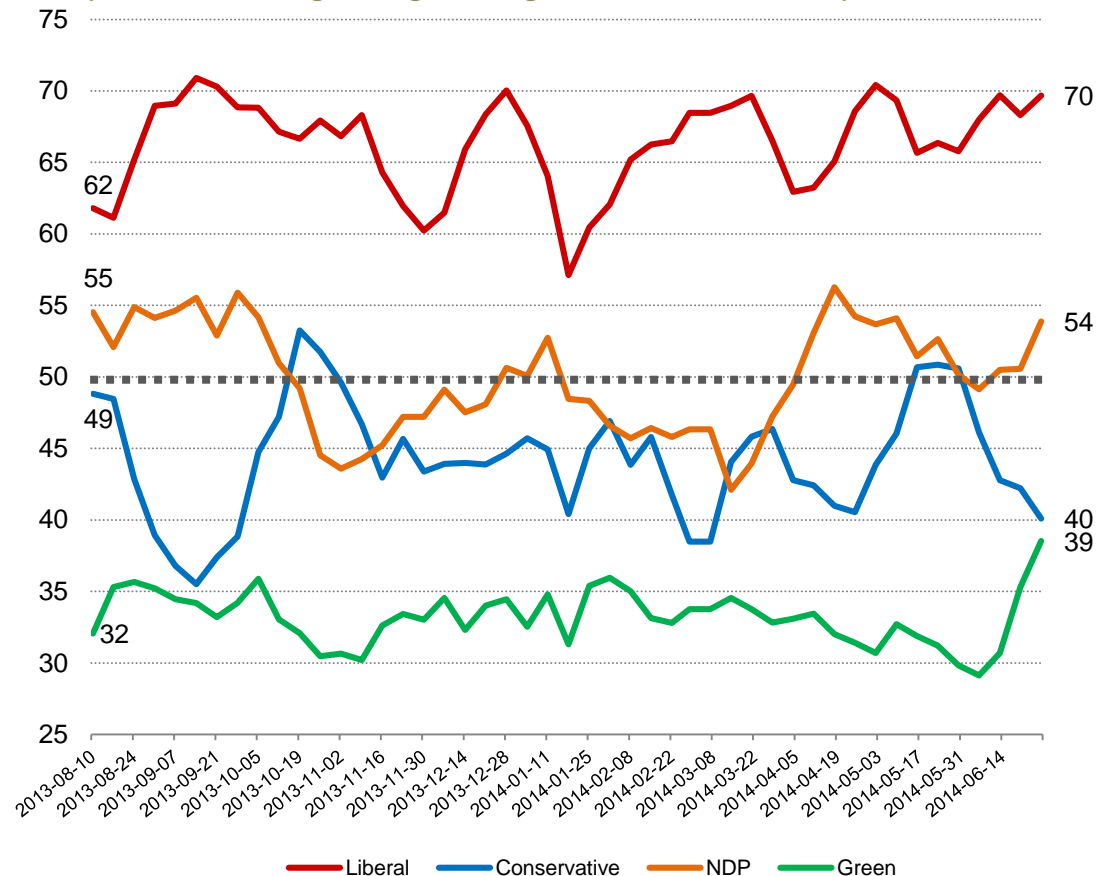
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Atlantic Weekly Index Tracking Scores

(Four week rolling average ending June 27th, 2014, n=100)



Party Power Index



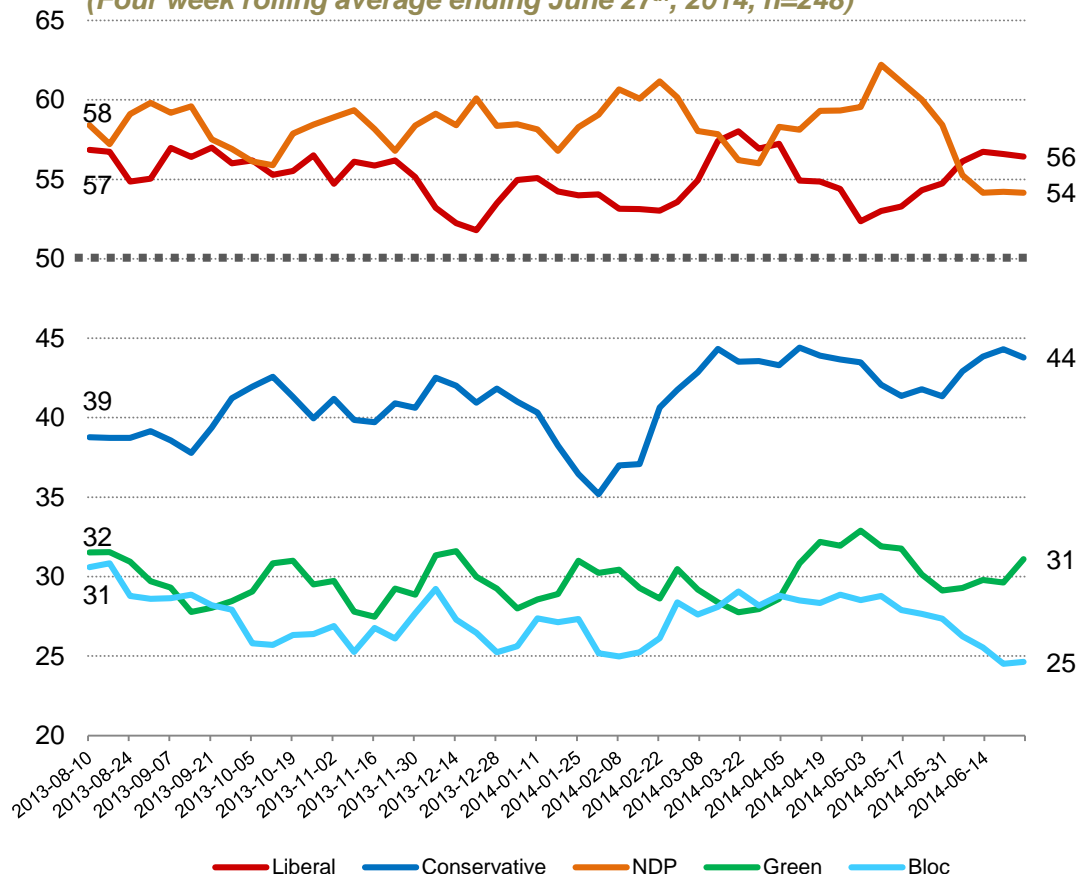
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Quebec Weekly Index Tracking Scores
 (Four week rolling average ending June 27th, 2014, n=248)



Party Power Index



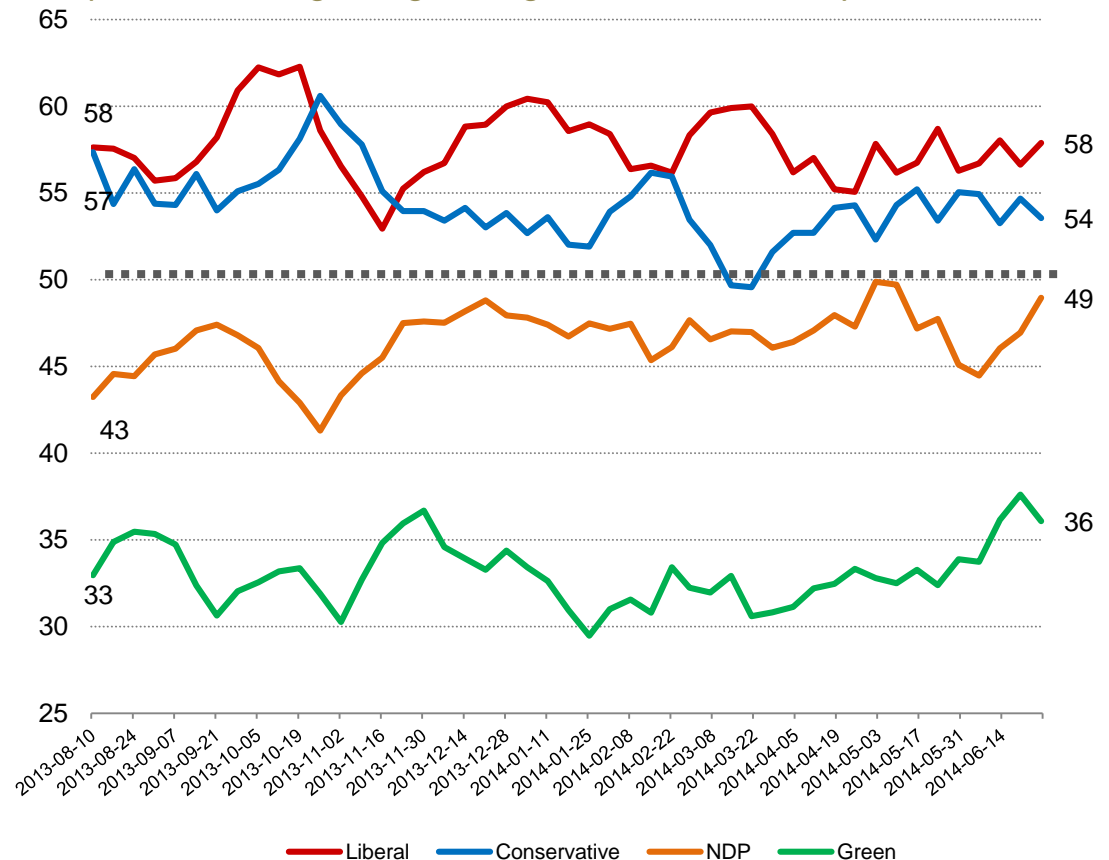
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Ontario Weekly Index Tracking Scores (Four week rolling average ending June 27th, 2014, n=300)



Party Power Index



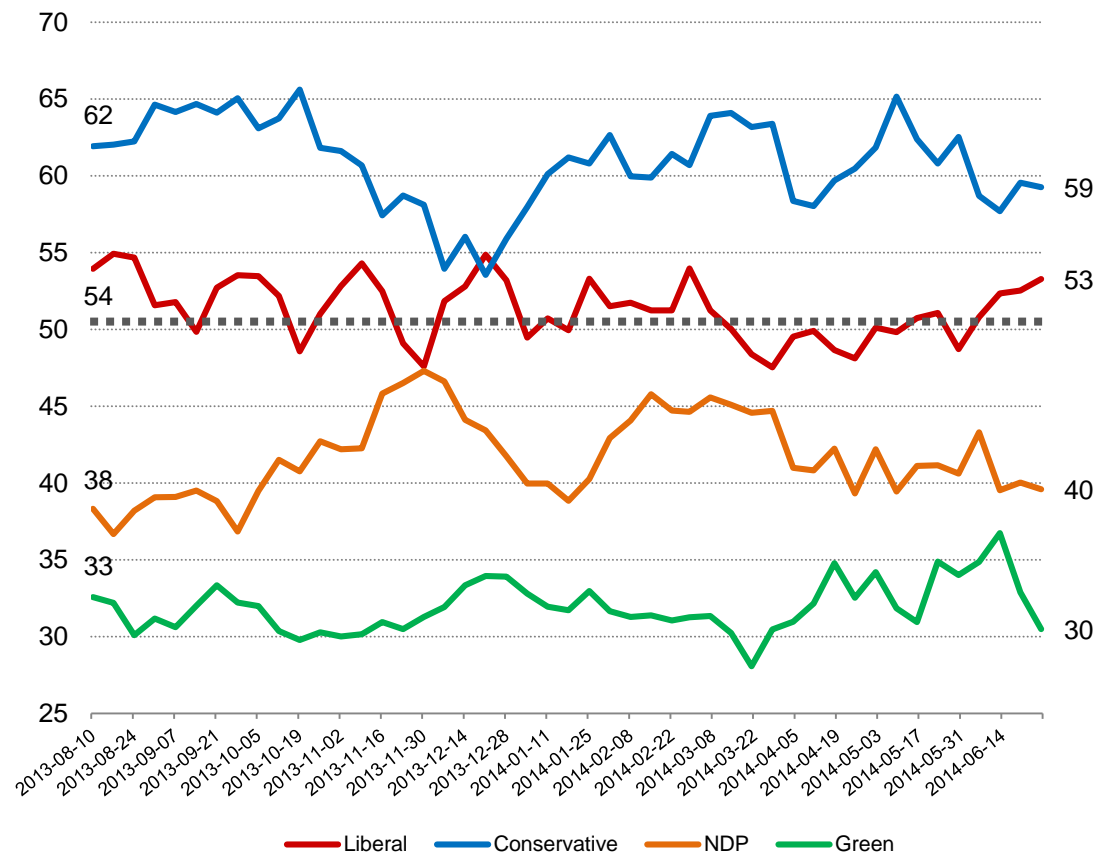
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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Prairies Weekly Index Tracking Scores (Four week rolling average ending June 27th, 2014, n=200)



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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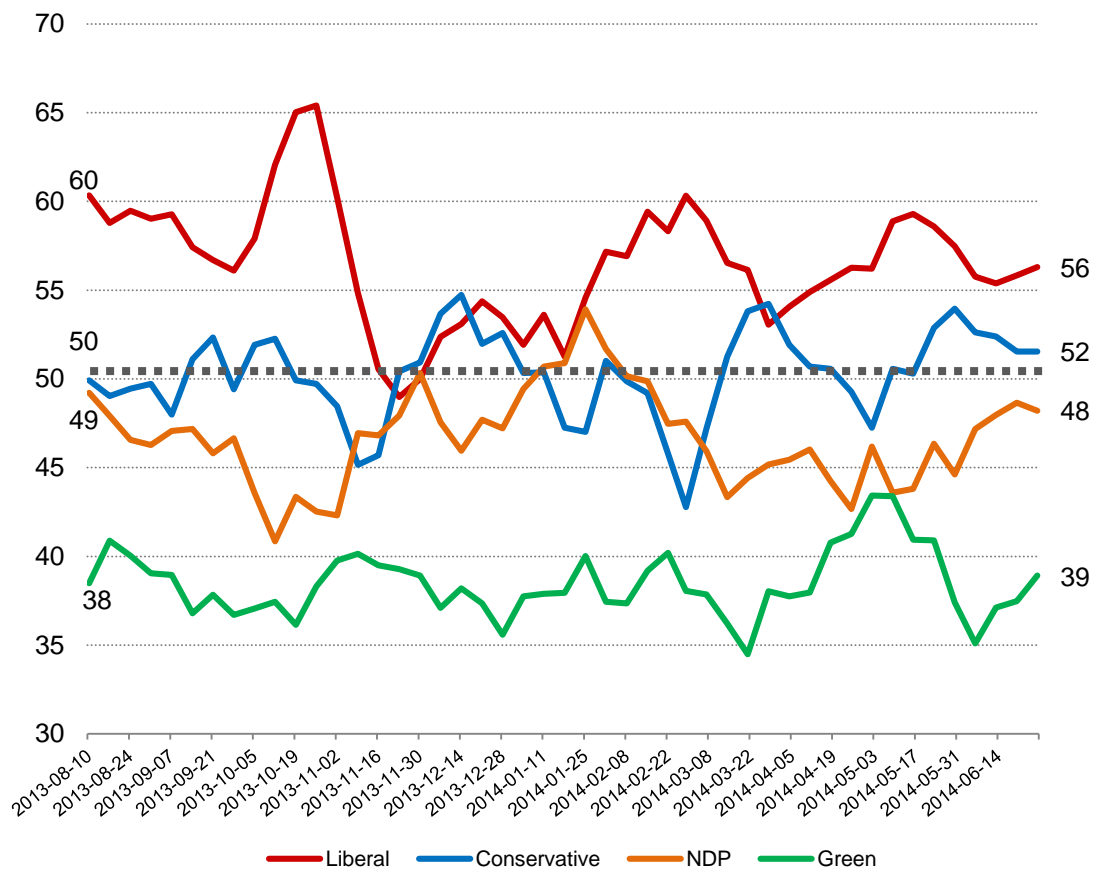
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British Columbia Weekly Index Tracking Scores (Four week rolling average ending June 27th, 2014, n=152)



Party Power Index Tracking by Age

Nanos Weekly Tracking



Party Power Index



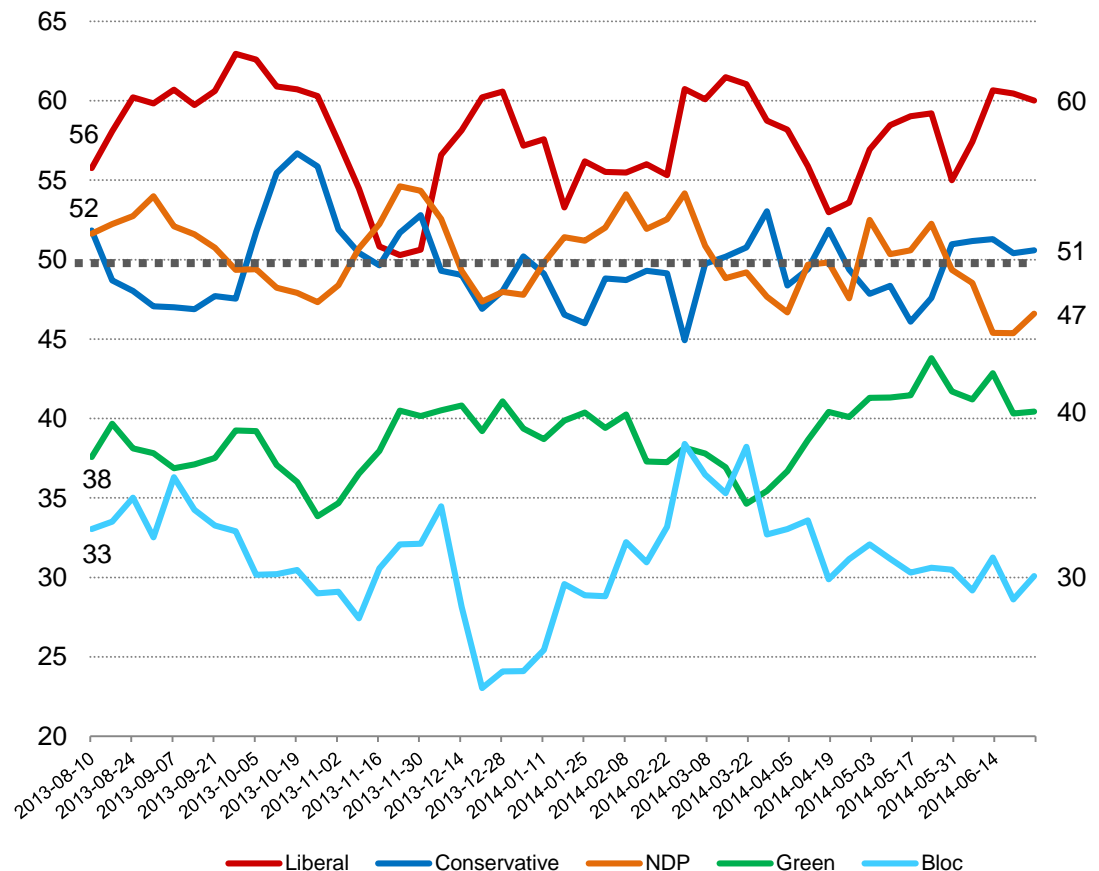
The Nanos Party Power Index Tracking for the 18 to 29 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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18 to 29 Weekly Index Tracking Scores (Four week rolling average ending June 27th, 2014, n=206)



Party Power Index



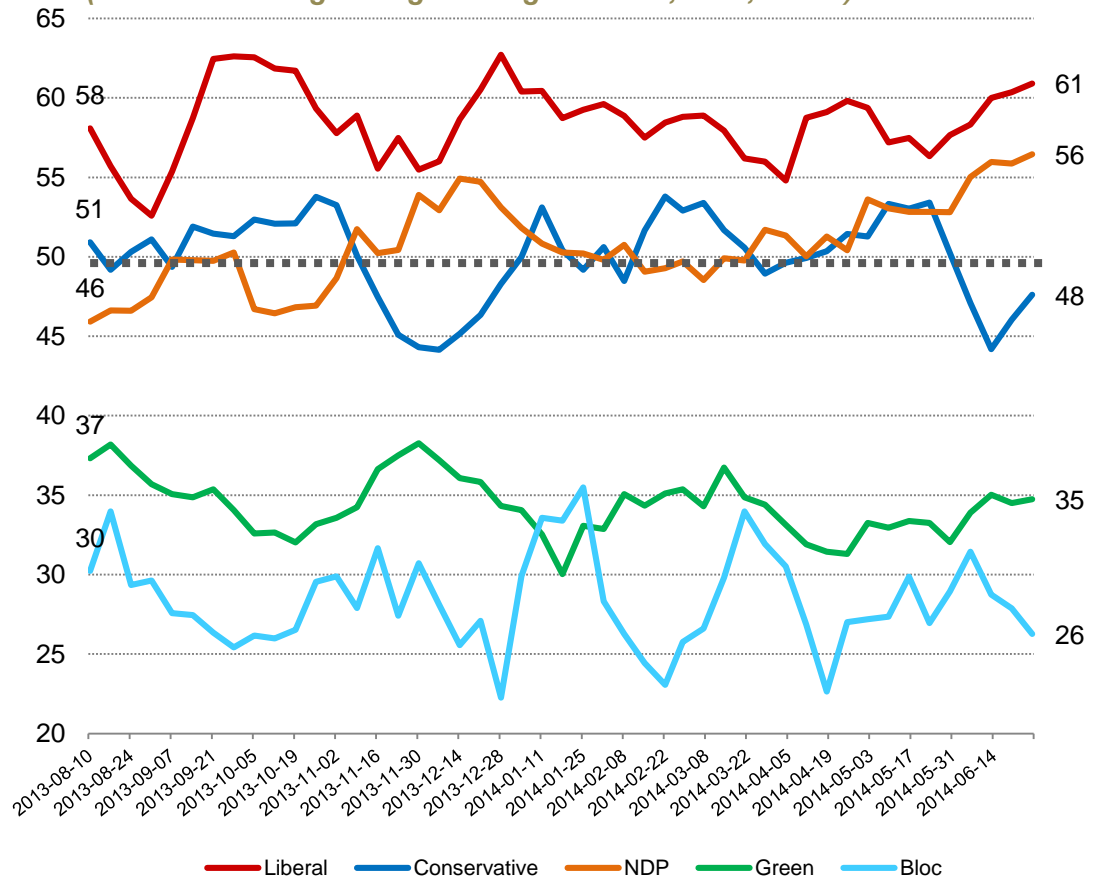
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. 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 June 27th, 2014, n=169)



Party Power Index



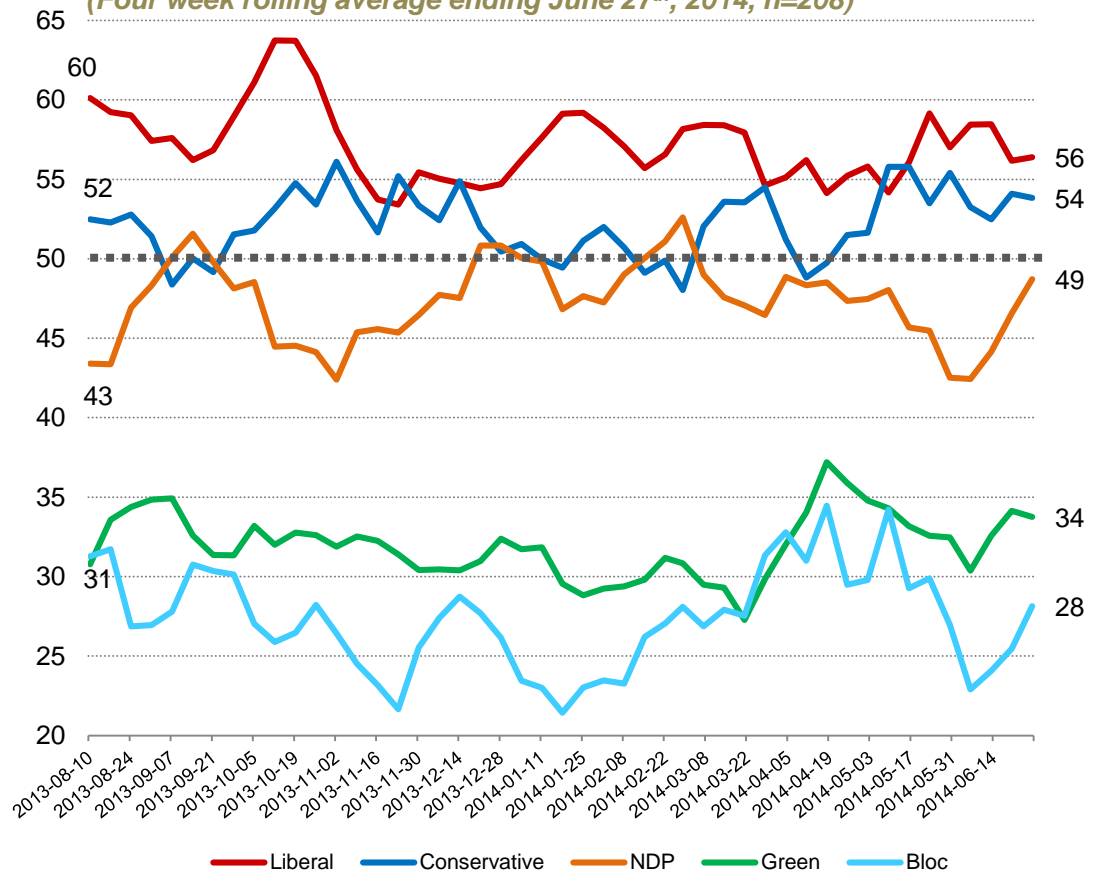
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

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40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending June 27th, 2014, 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.

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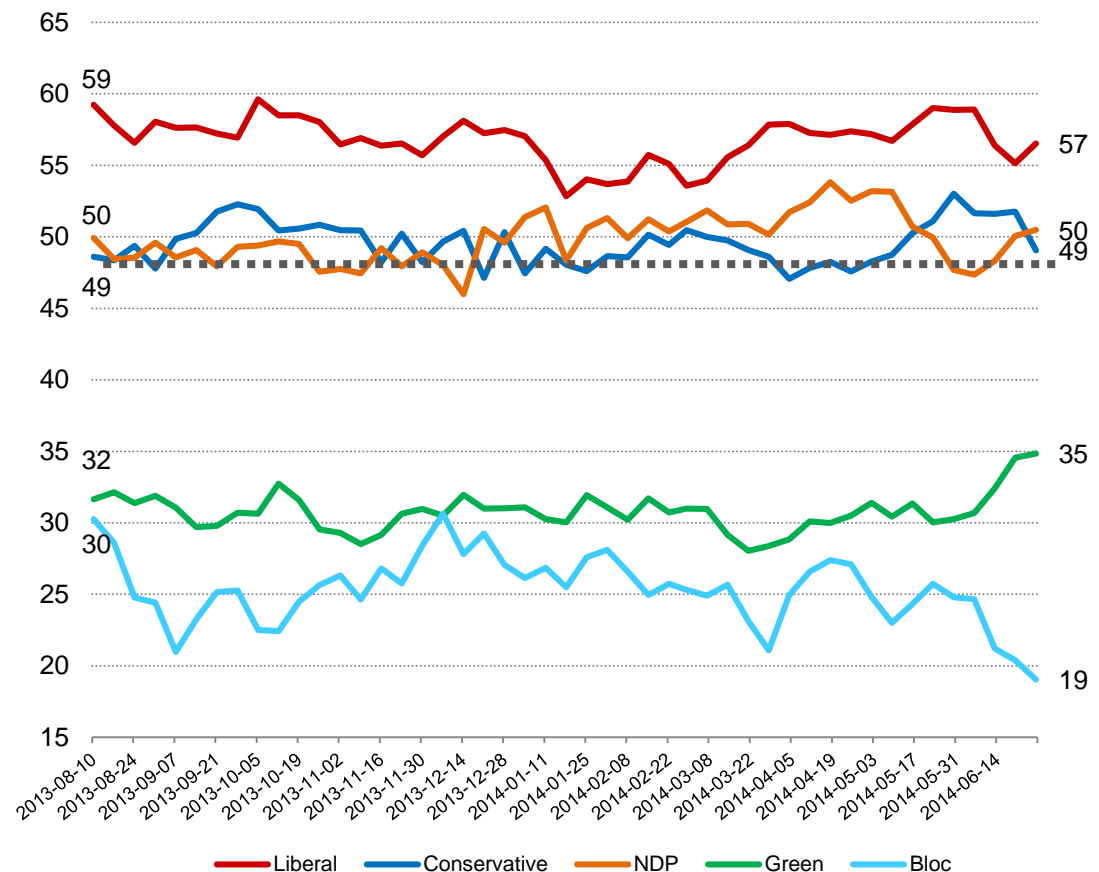
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50 to 59 Weekly Index Tracking Scores (Four week rolling average ending June 27th, 2014, n=178)



Party Power Index



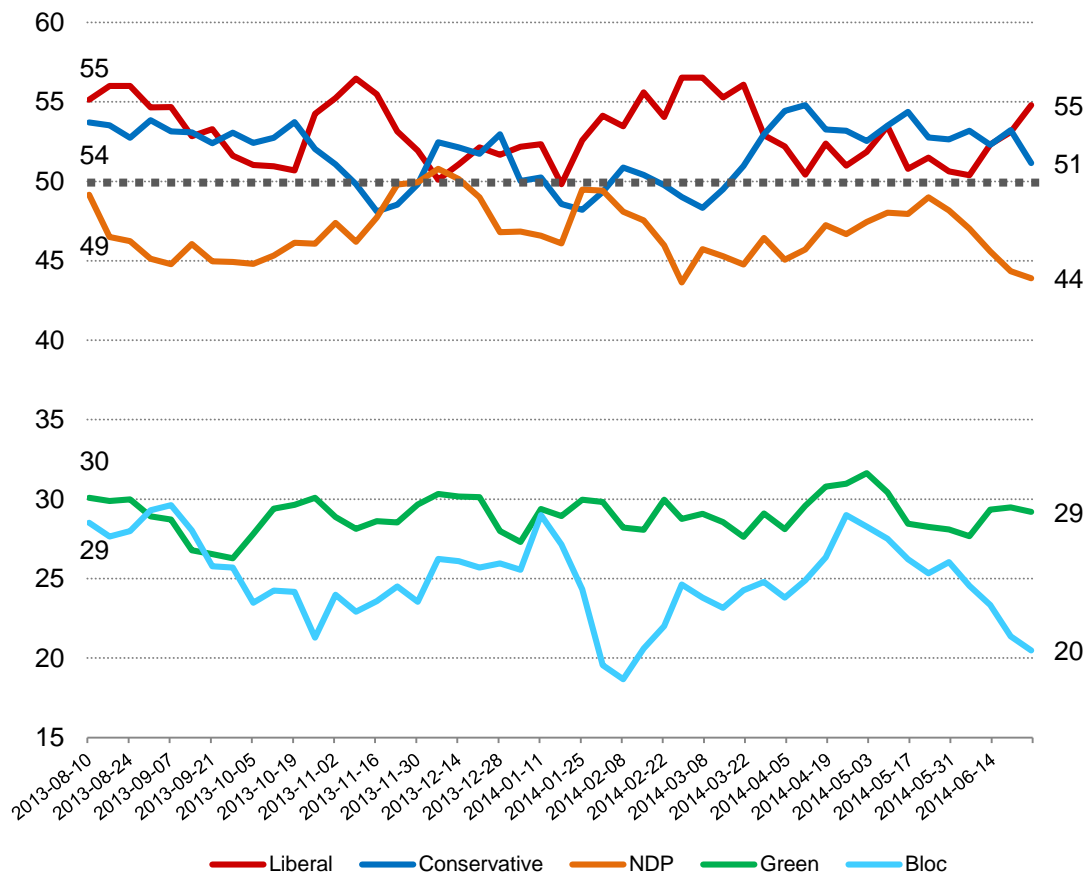
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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60 plus Weekly Index Tracking Scores (Four week rolling average ending June 27th, 2014, 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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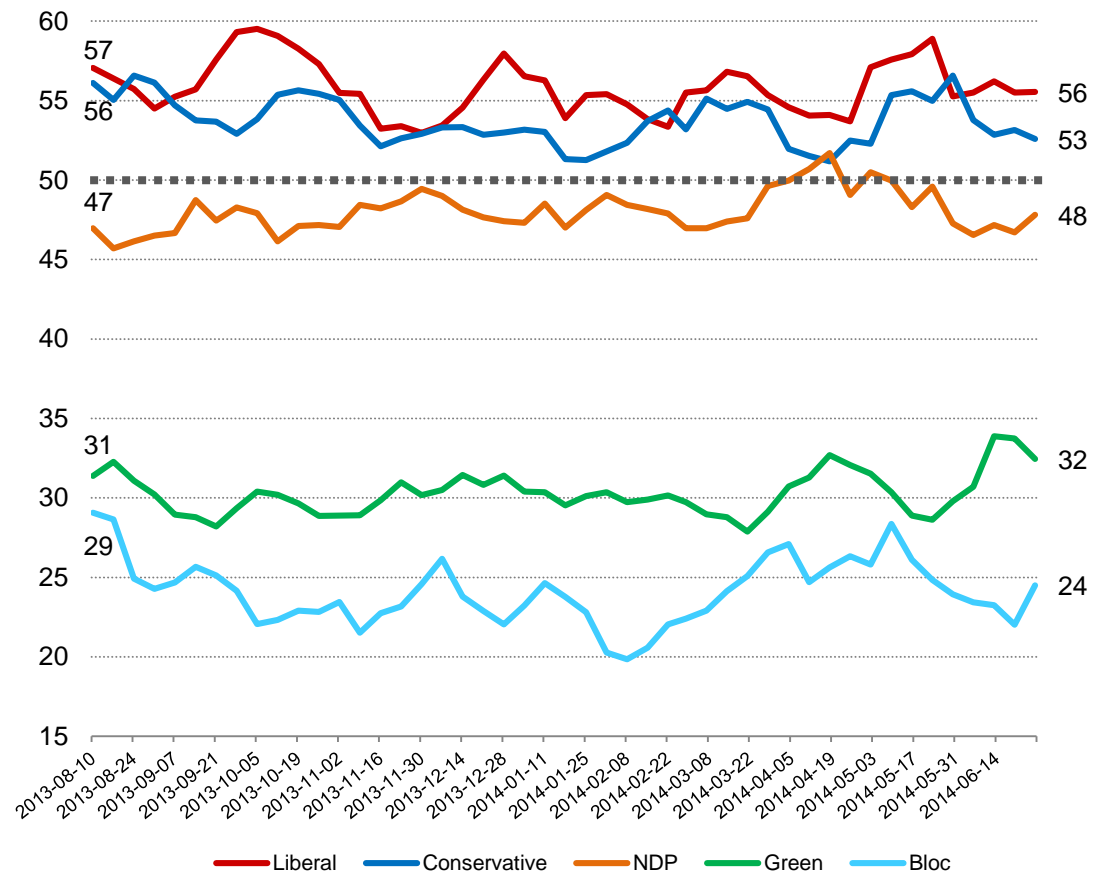
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Male Weekly Index Tracking Scores

(Four week rolling average ending June 27th, 2014, n=482)



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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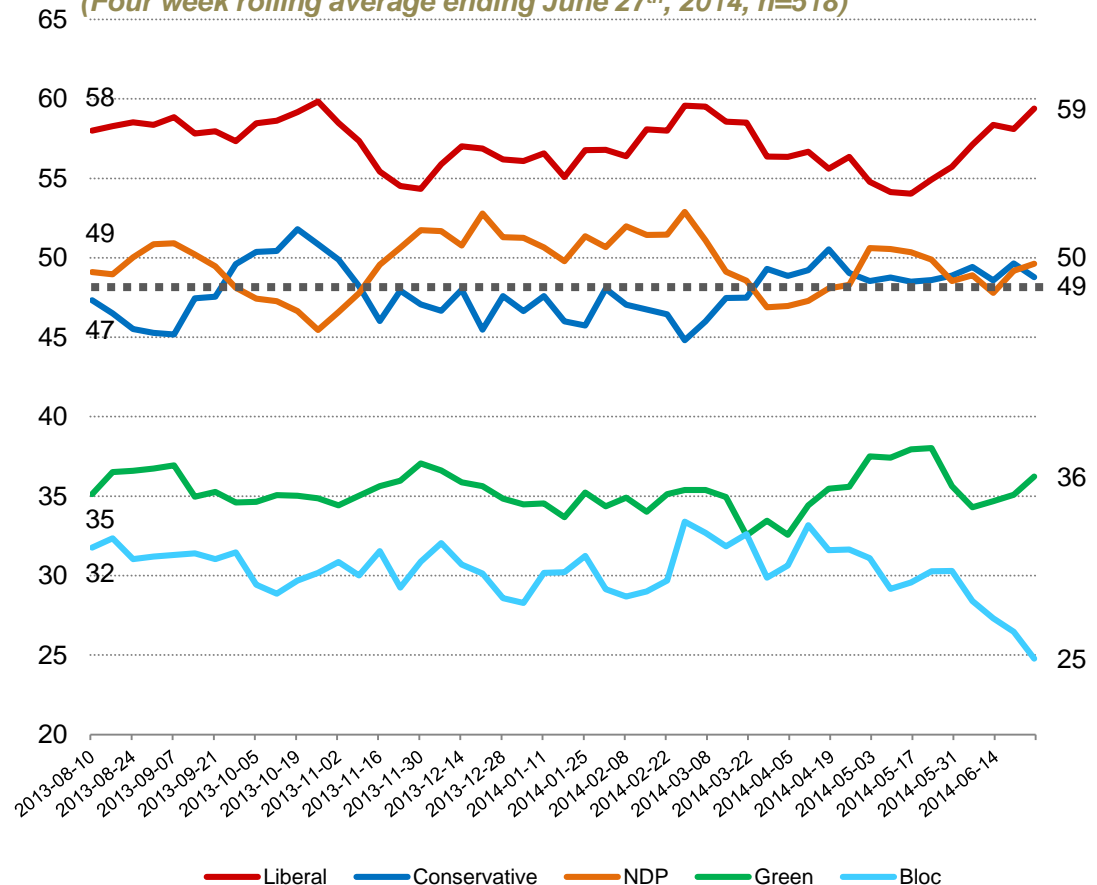
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Female Weekly Index Tracking Scores

(Four week rolling average ending June 27th, 2014, n=518)



National Political Tracking Numbers

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National Ballot



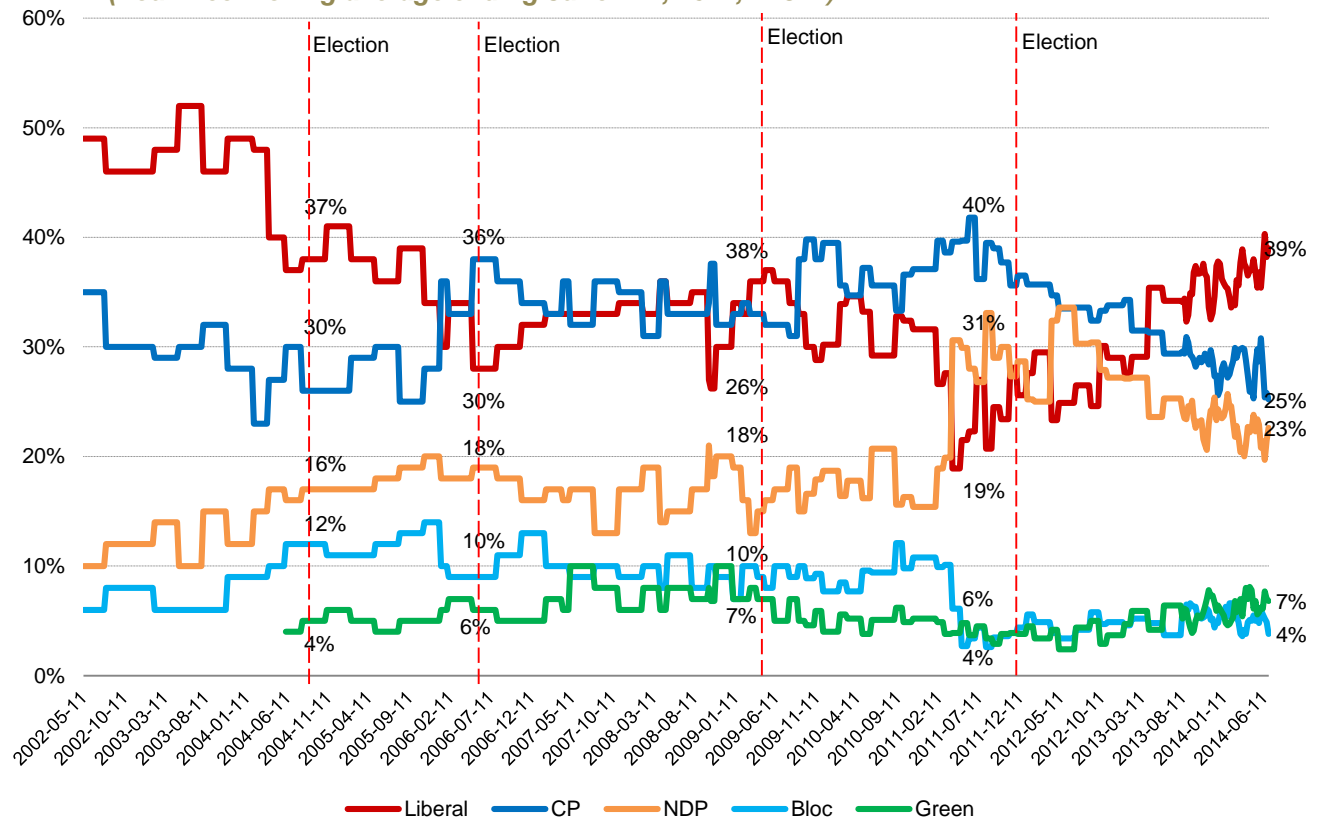
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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Weekly Tracking – First Ranked Choice
(Four week rolling average ending June 27th, 2014, n=841)



National Issue



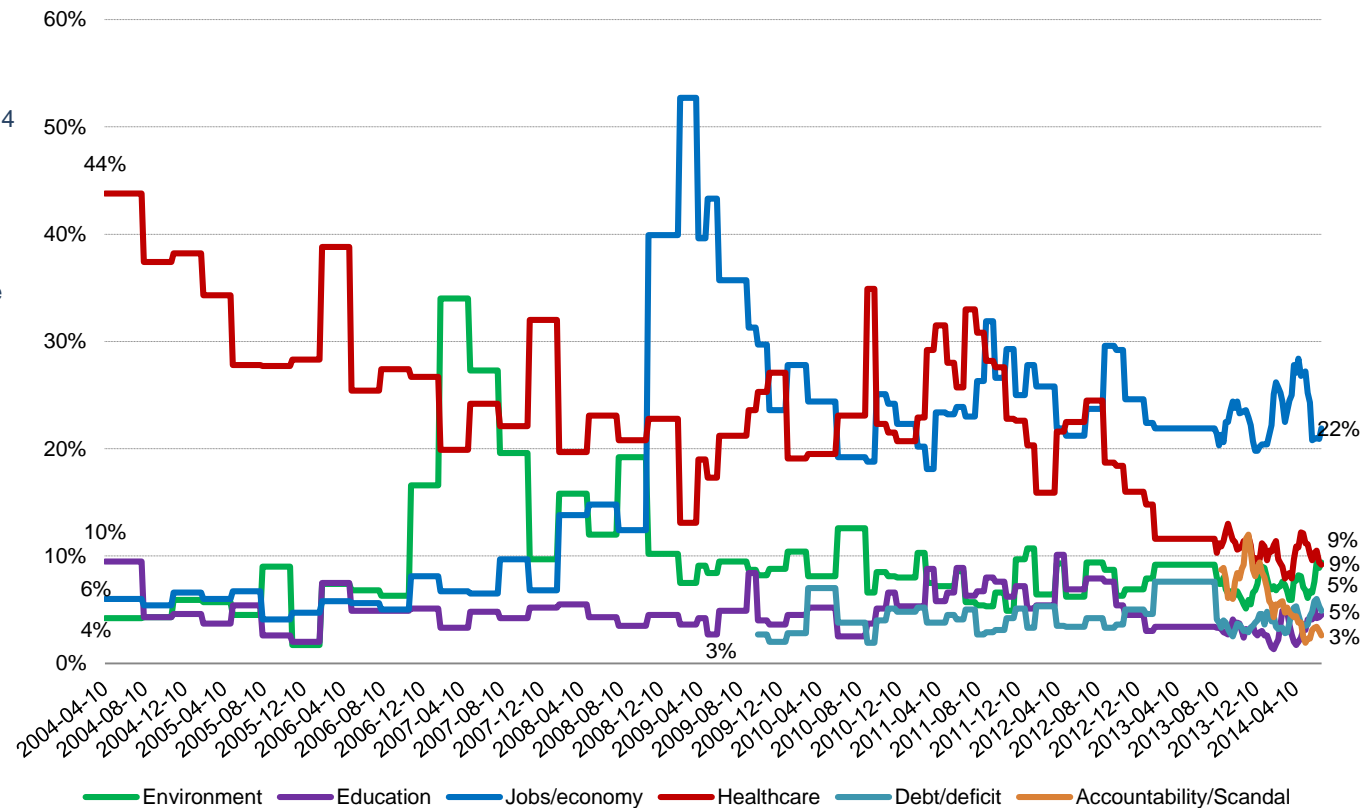
Question: What is your most important NATIONAL issue of concern?

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Weekly Tracking (Four week rolling average ending June 27th, 2014, n=1,000)



Federal Party Accessible Voters

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Consider Conservative NANOS

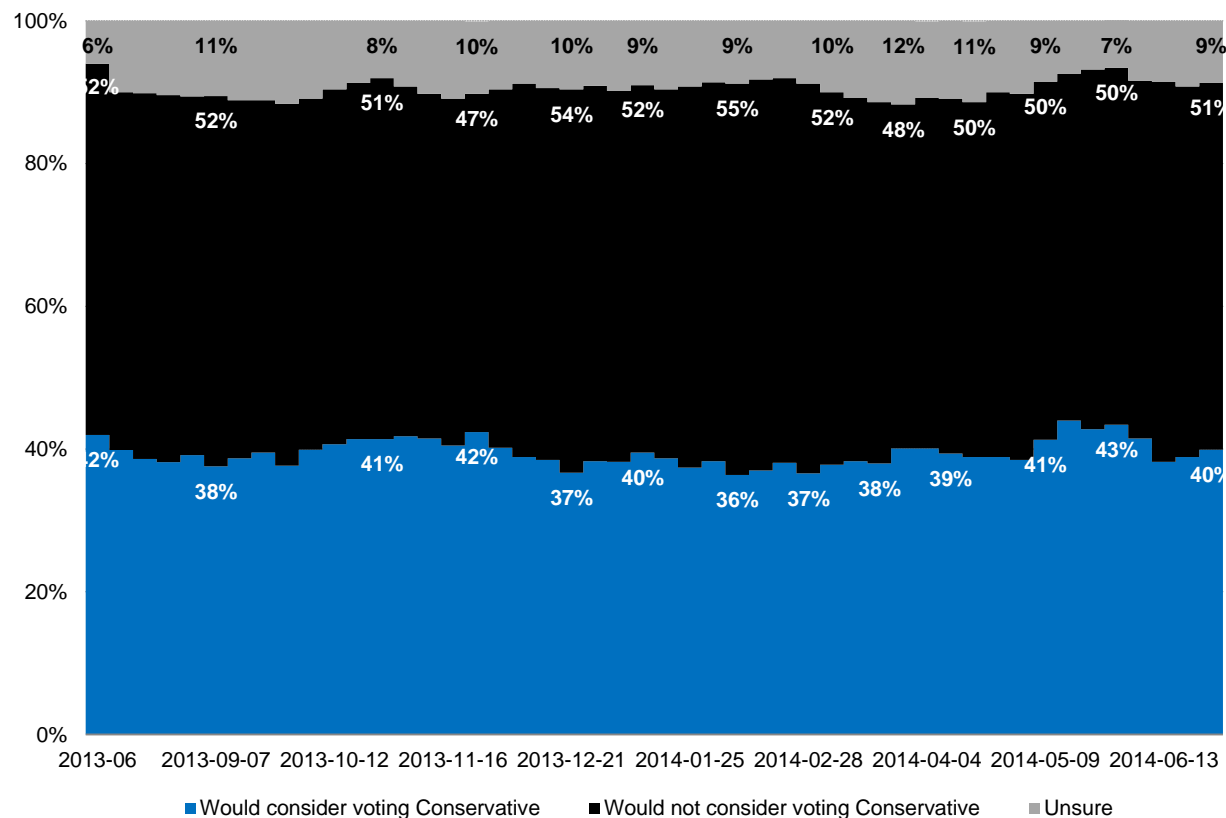
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

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National – Weekly Tracking (Four week rolling average ending June 27th, 2014, 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

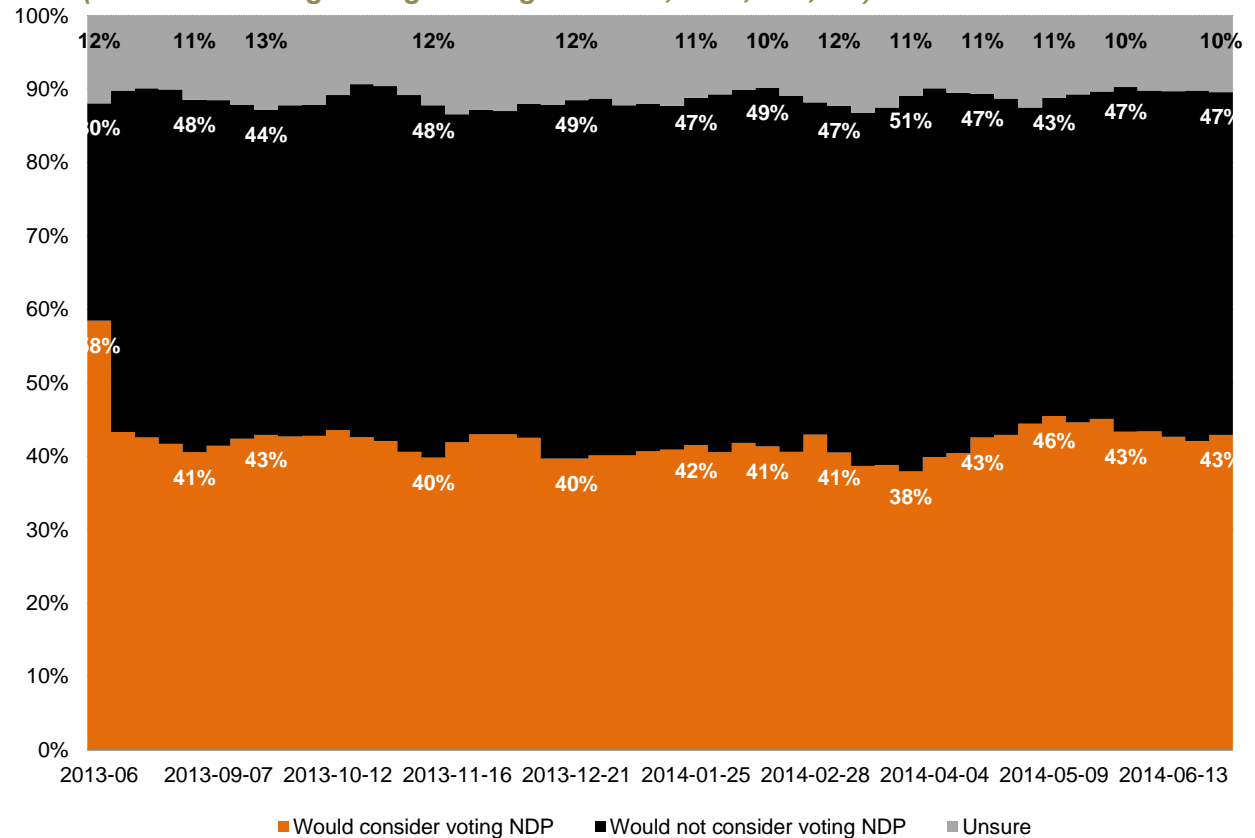
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National – Weekly Tracking

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Consider Liberal



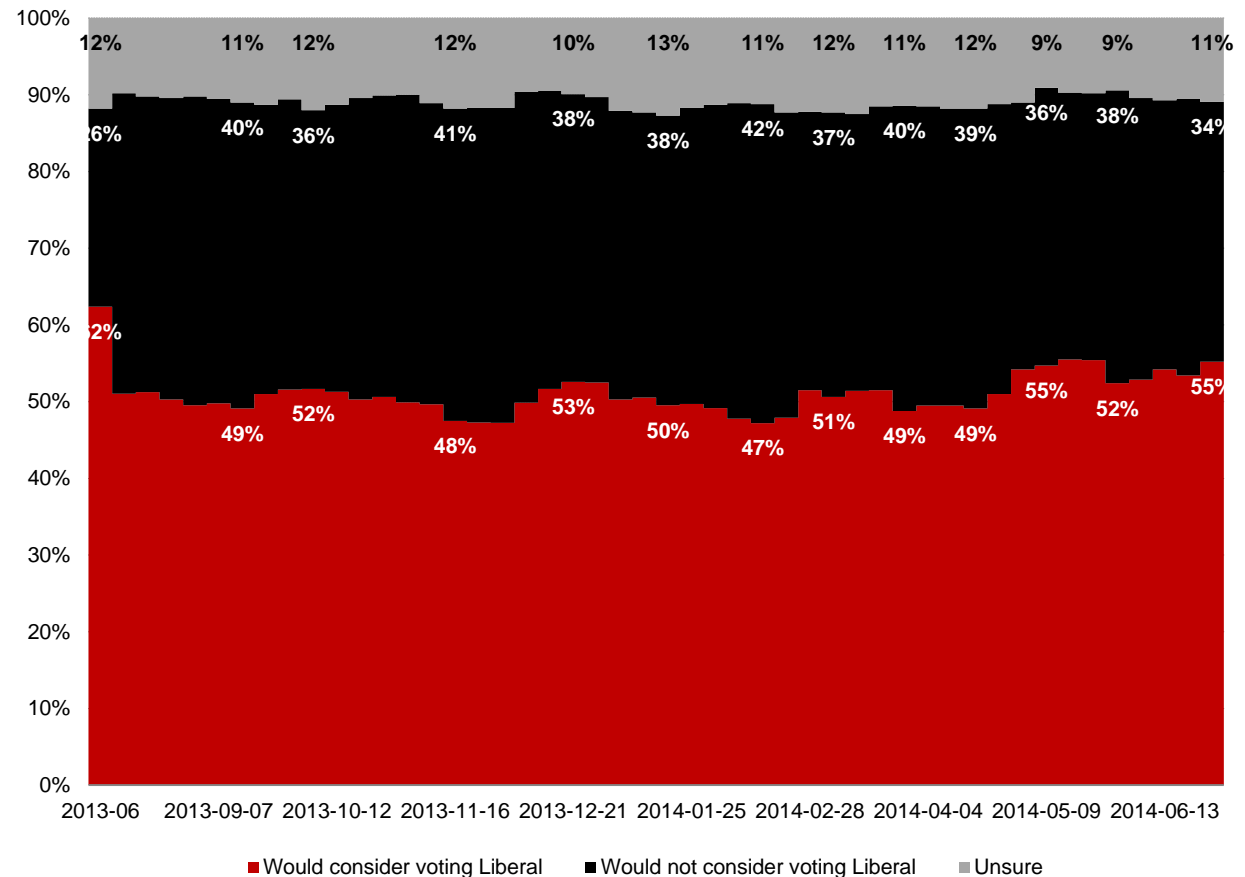
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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National – Weekly Tracking
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Consider Bloc



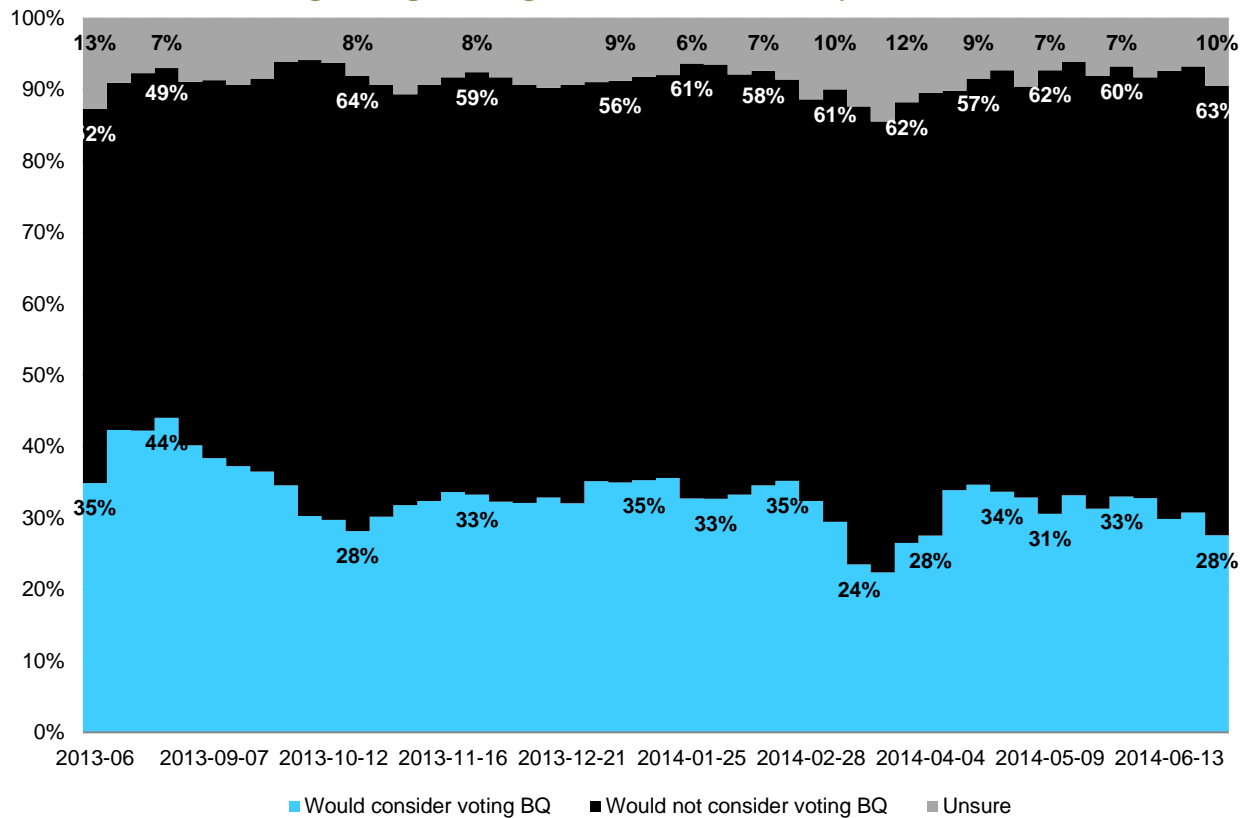
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
Four week rolling average ending June 27th, 2014, n=248)



Consider Green



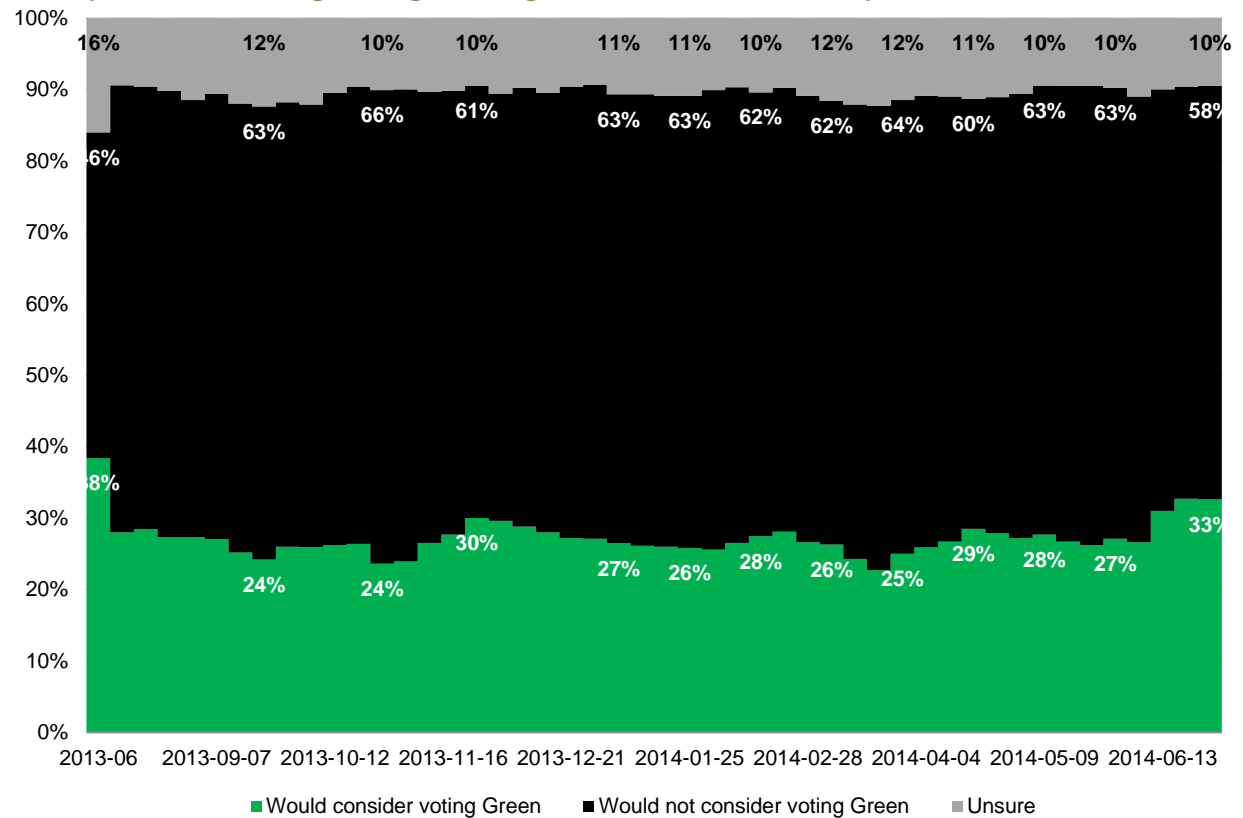
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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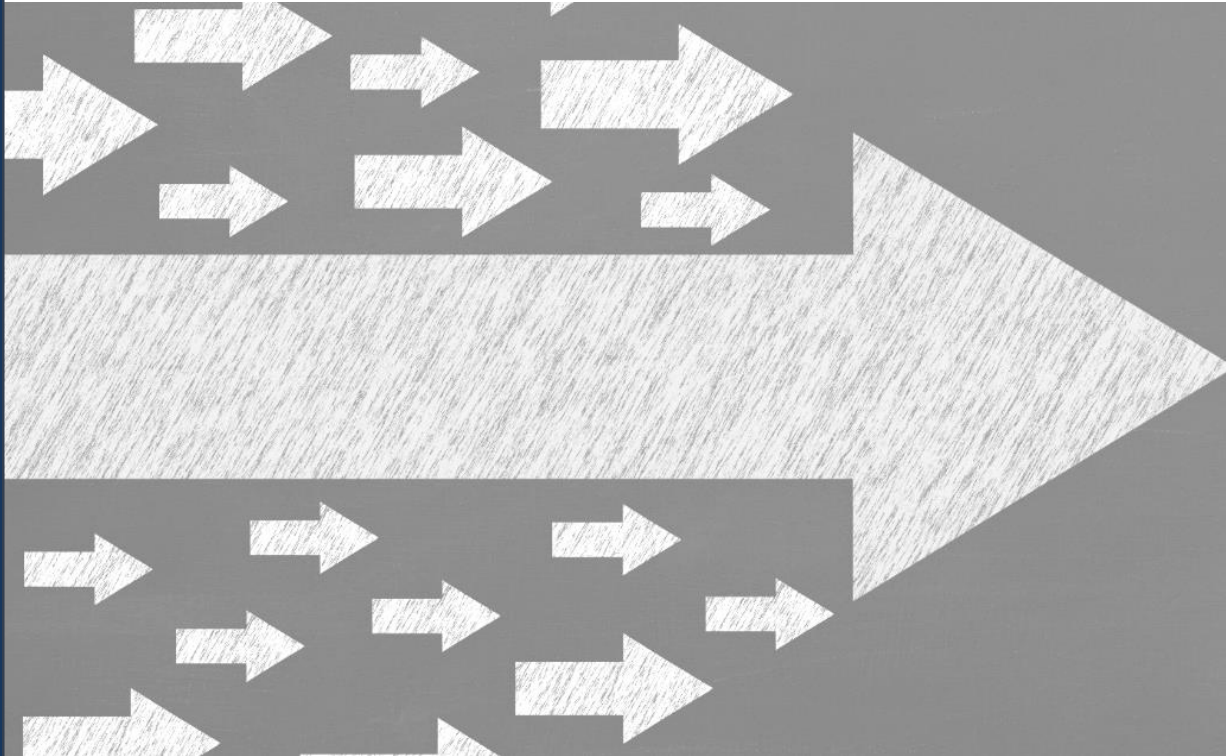
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National – Weekly Tracking
(Four week rolling average ending June 27th, 2014, n=1,000)



Tracking on the Federal Political Leaders

Nanos Weekly Tracking



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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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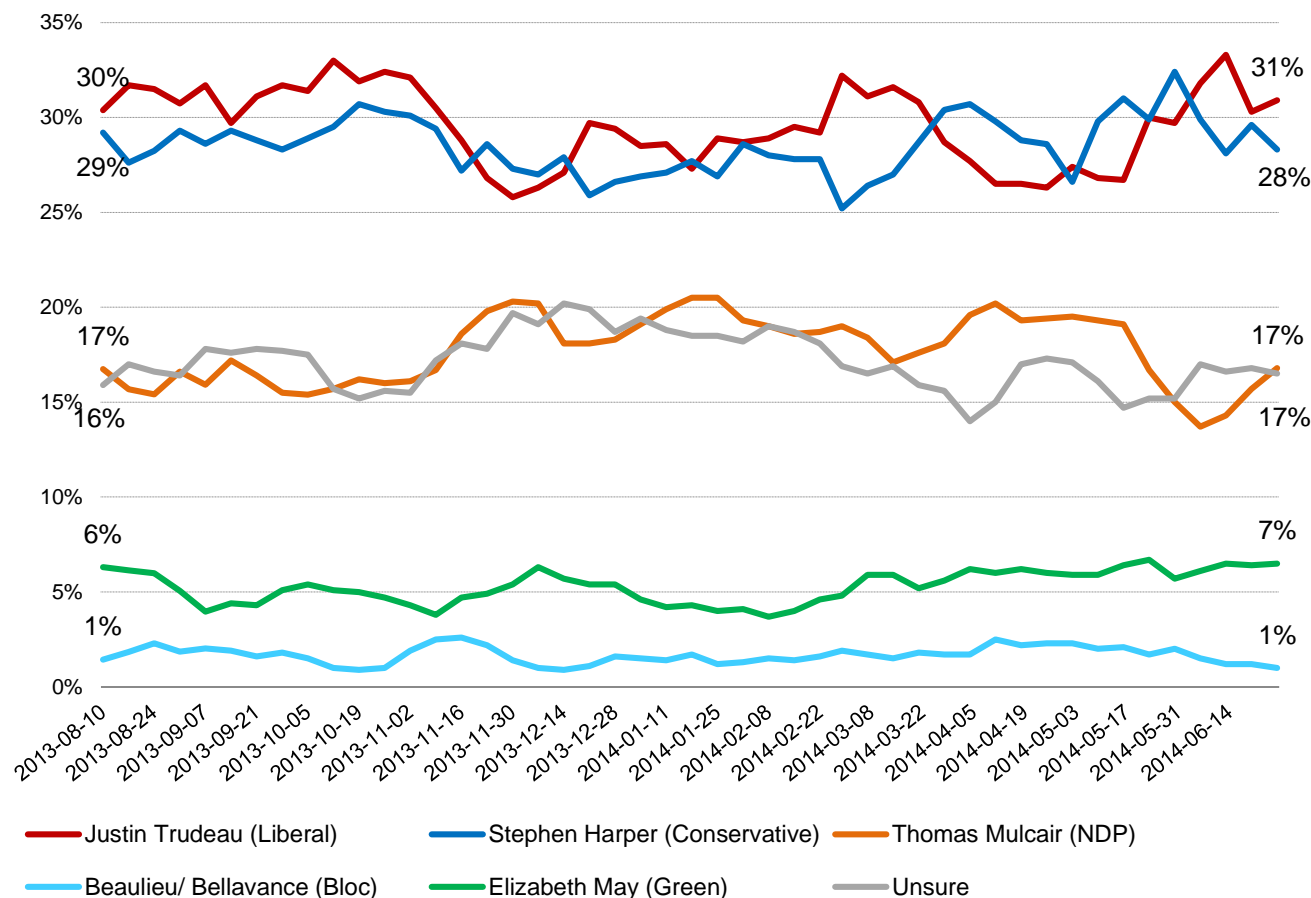
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National – Weekly Tracking – First Ranked Choice (Four week rolling average ending June 27th, 2014, n=1,000)



Harper



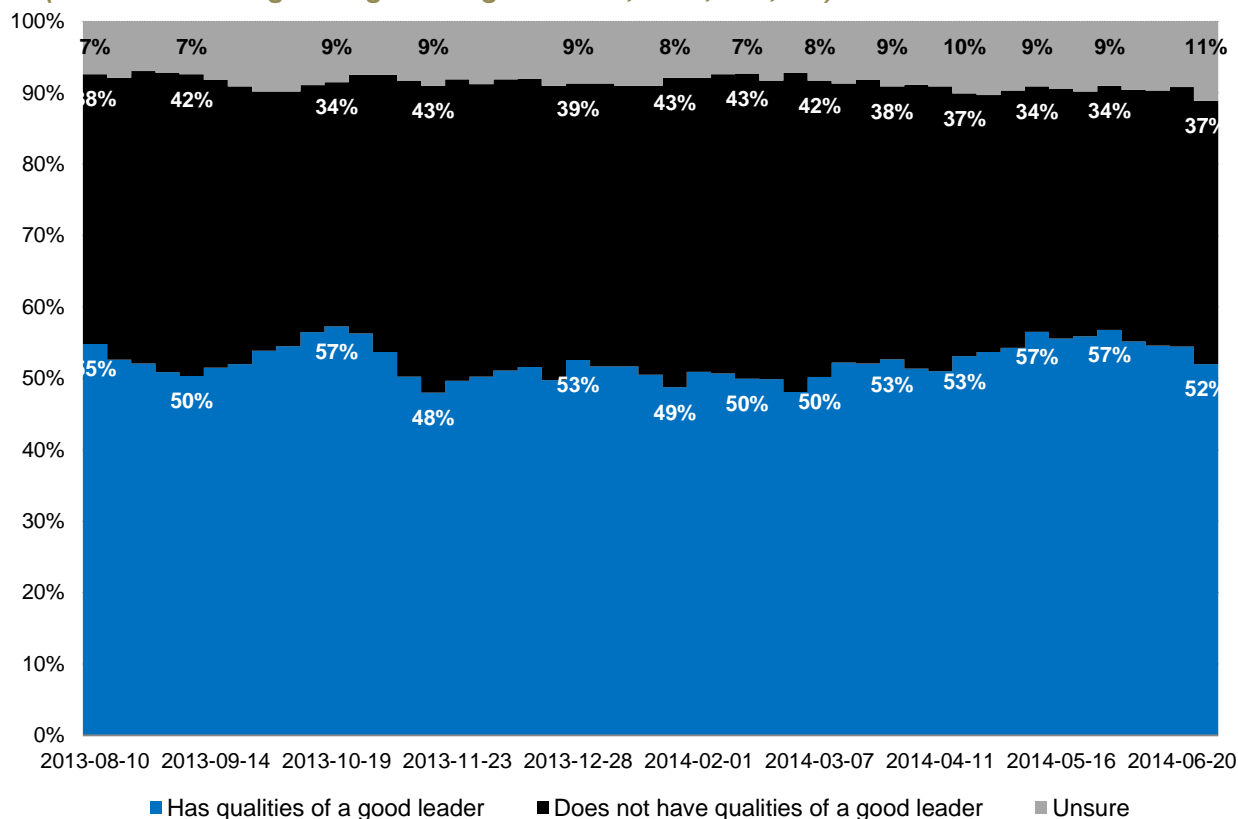
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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National – Weekly Tracking (Four week rolling average ending June 27th, 2014, n=1,000)



Mulcair



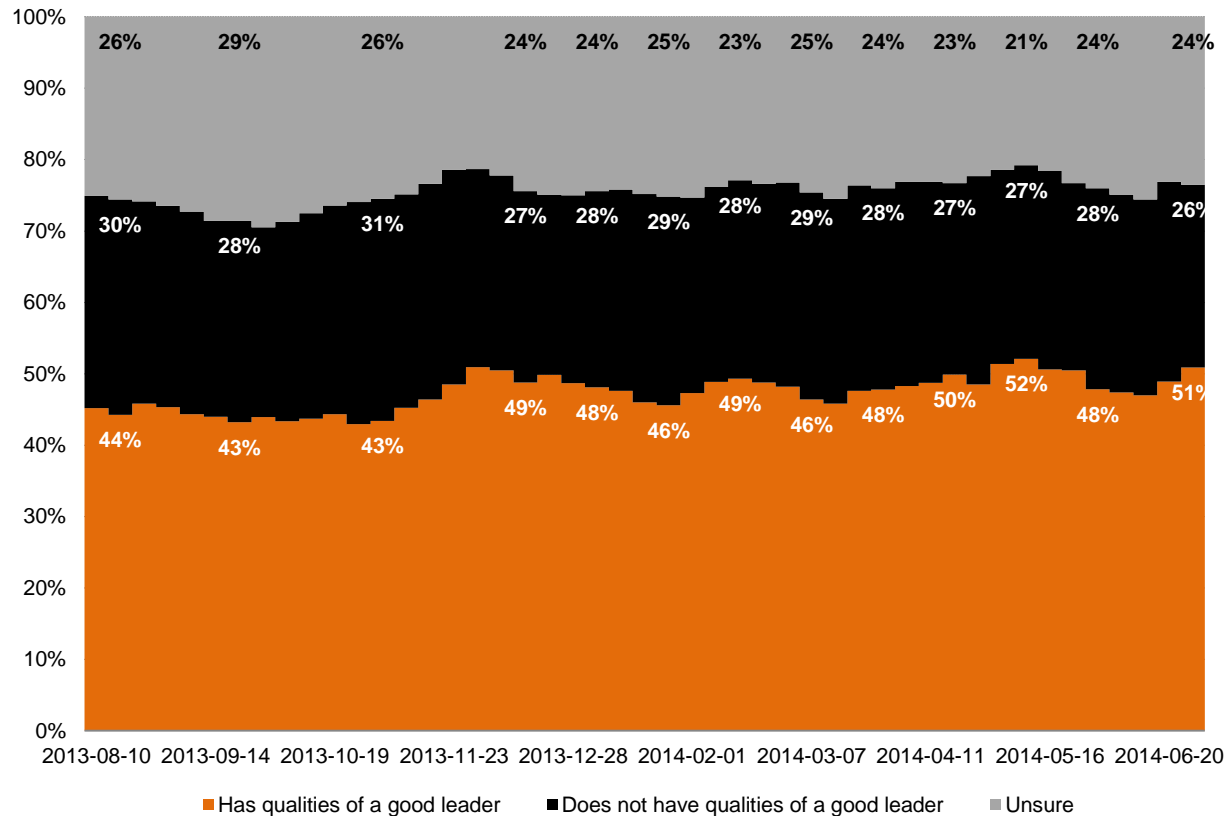
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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National – Weekly Tracking (Four week rolling average ending June 27th, 2014, 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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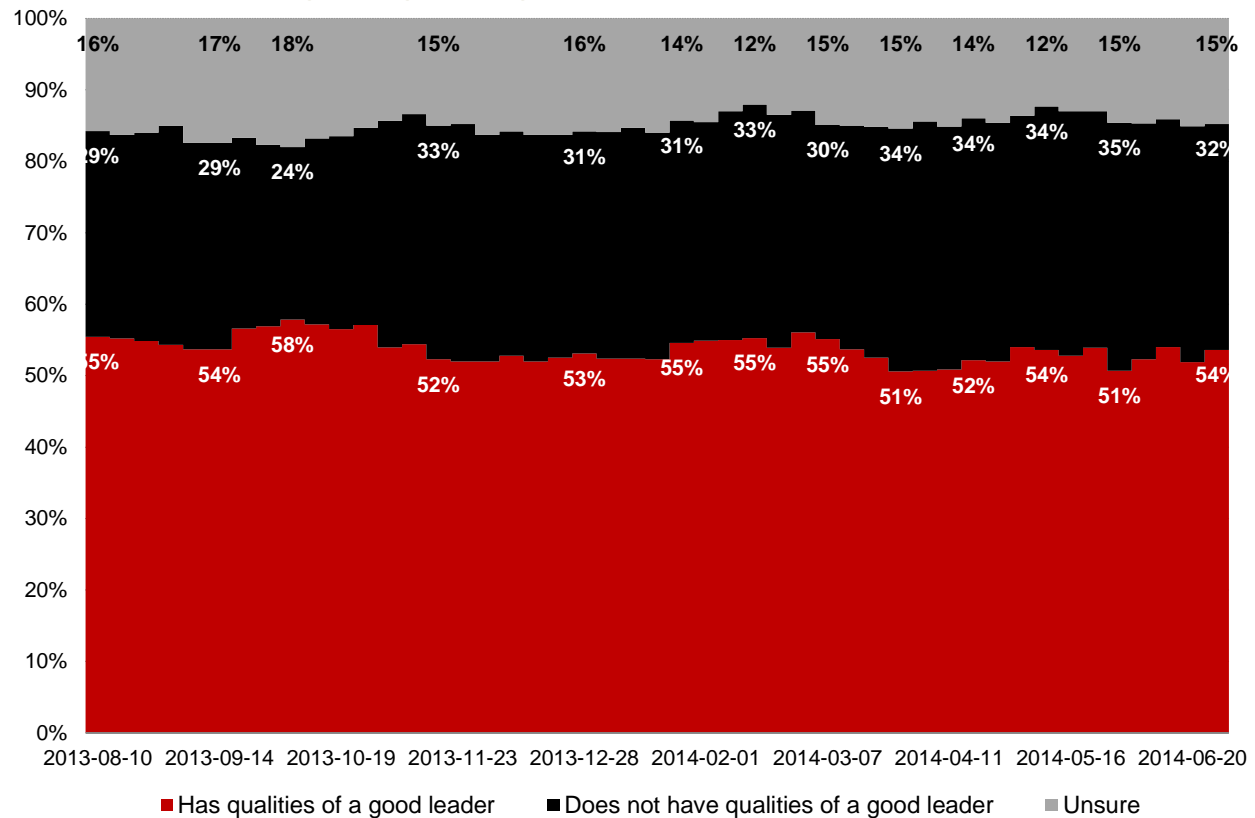
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National – Weekly Tracking

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Beaulieu/Bellavance

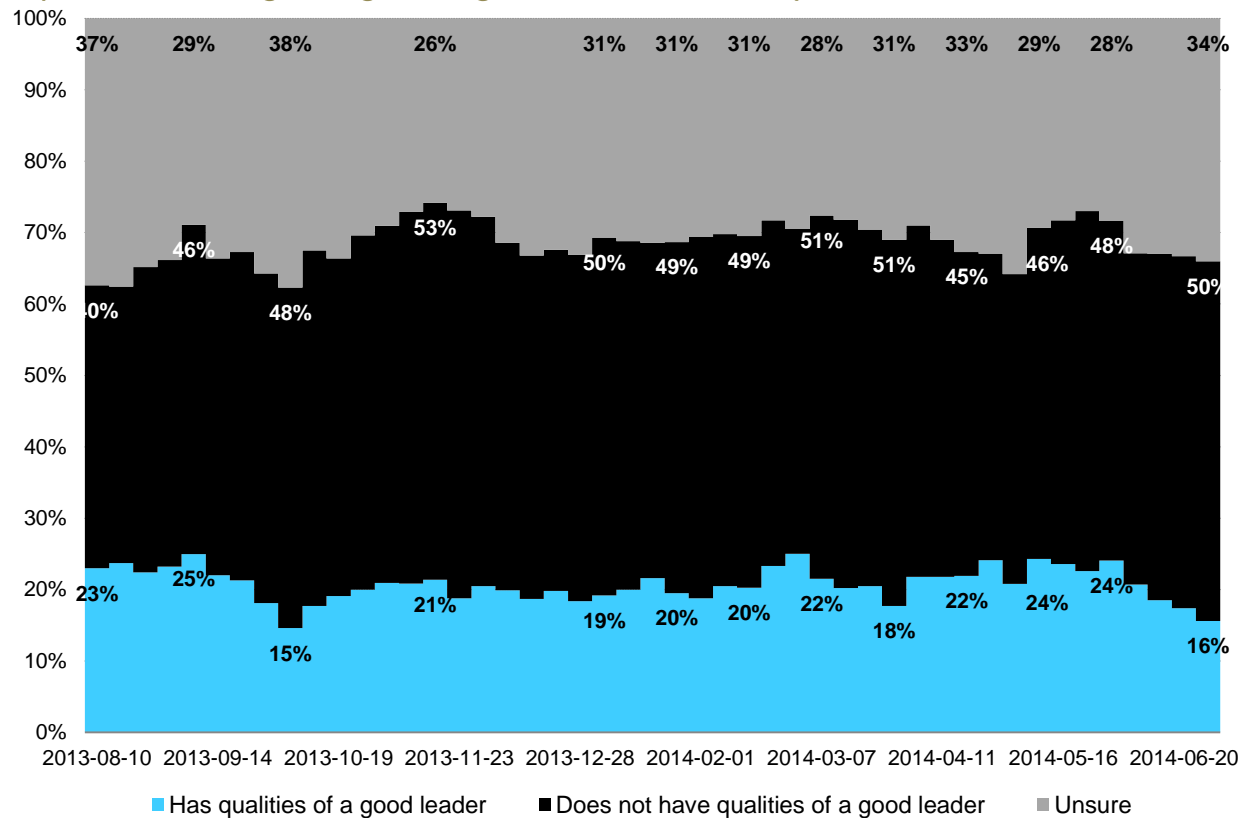
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] André Bellavance

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Quebec only – Weekly Tracking
(Four week rolling average ending June 27th, 2014, n=248)



May



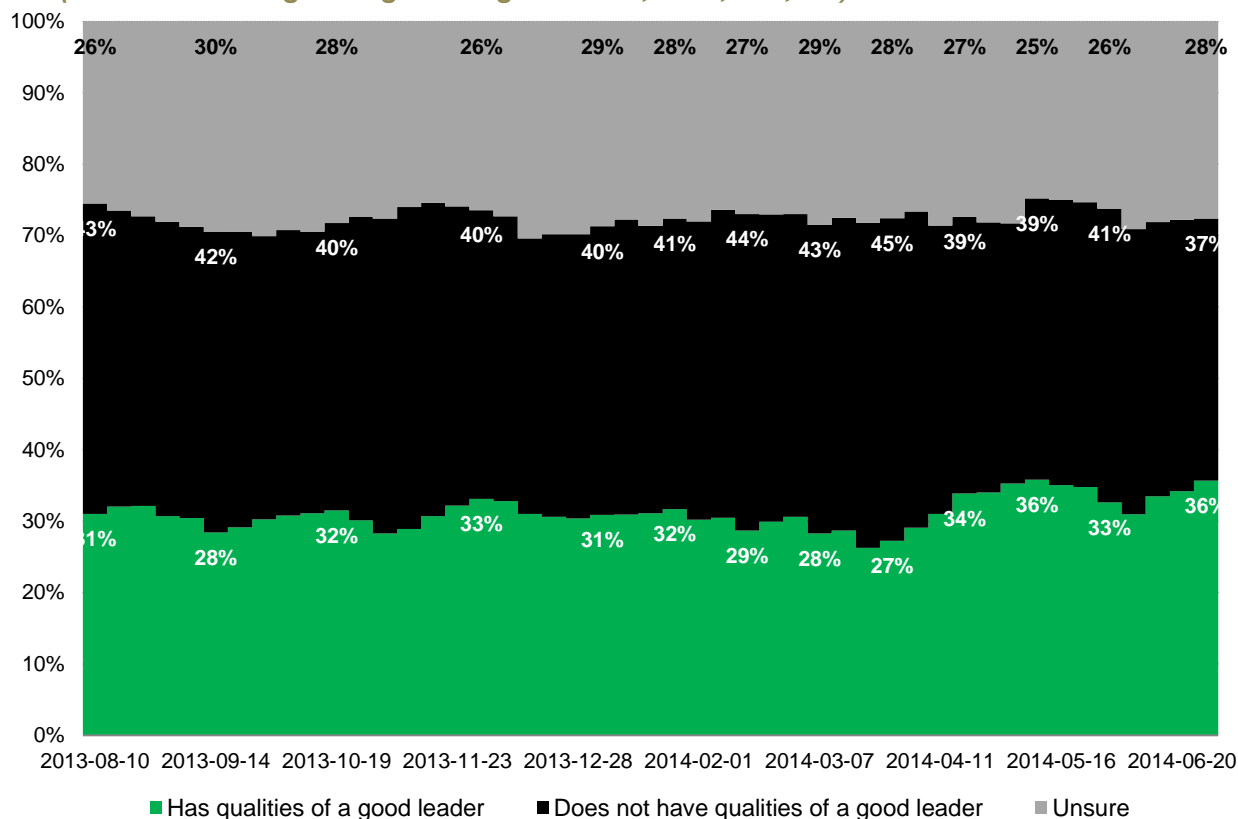
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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National – Weekly Tracking (Four week rolling average ending June 27th, 2014, 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 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 June 27th, 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

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