

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending July 11, 2014
(released July 16, 2014)



NANOS

*Ideas powered by
world-class data*

Weekly Nanos Party Power Index



Harper numerically surpasses Trudeau in weekly Nanos tracking for first time since early June (Released 07/16/2014)

For the first time since early June, Stephen Harper has numerically surpassed Justin Trudeau on the preferred Prime Minister weekly tracking although the research suggests perceptions on this measure remain tight. Thirty one percent of Canadians said they would prefer Harper as Prime Minister compared to 29 percent for Trudeau and 19 percent for Mulcair. Also, of note, over the same period, Mulcair has gained ground from a low of 14 percent to his current level of 19 percent.

On the Nanos Party Power Index the Liberals scored five index points higher than the Conservatives. Nanos Party Power Index scores which are based on a scale of 100 points for each party had the Liberals at 57 points, the Conservatives at 52 points, the NDP at 49 points, the Green Party at 32 points and the BQ (in Quebec) at 26 points.

Asked if they would consider or not consider voting for each of the respective federal parties, 55 percent of Canadians said they would consider voting Liberal compared to 43 percent for the Conservatives, 43 percent for the NDP, 30 percent for the Green Party and 29 percent (Quebec only) for the BQ.

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.

Data Summary

		This Week	Last Week	4 Weeks Ago	3 Months Ago	11 Months Ago (Aug 2013)	11 Month High	11 Month Low	11 Month Average
Canada Party Power Index									
	Liberal	56.6	57.0	57.3	55.3	57.2	59.0	53.7	56.5
	Conservative	51.5	50.7	50.6	50.3	50.7	53.7	48.4	50.7
	NDP	49.4	48.4	47.4	48.9	48.1	50.6	46.3	48.9
	Green	32.2	34.2	34.2	32.8	33.9	34.5	30.3	32.8
	Bloc	26.0	25.1	25.5	28.5	28.7	29.2	24.5	27.1
Party Consider									
	Liberal	54.5%	54.8%	54.2%	49.5%	50.2%	55.5%	47.2%	51.0%
	Conservative	43.2%	41.2%	38.2%	39.4%	38.1%	44.0%	36.4%	39.5%
	NDP	43.0%	42.6%	42.7%	40.4%	41.6%	45.5%	37.9%	41.8%
	Bloc	29.4%	25.3%	29.9%	33.9%	44.0%	44.0%	22.4%	32.4%
	Green	29.6%	33.1%	31.0%	26.7%	27.3%	33.1%	22.7%	27.1%
Preferred Prime Minister									
	Trudeau	29.0%	29.6%	33.3%	26.5%	31.5%	33.3%	25.8%	29.5%
	Harper	31.1%	29.3%	28.1%	29.8%	28.2%	32.4%	25.2%	28.6%
	Mulcair	18.5%	18.0%	14.3%	20.2%	15.4%	20.5%	13.7%	17.8%
	Beaulieu	2.1%	1.6%	1.2%	2.5%	2.3%	2.6%	0.9%	1.7%
	May	5.2%	6.7%	6.5%	6.0%	6.0%	6.7%	3.7%	5.3%
	Unsure	14.1%	14.7%	16.6%	15.0%	16.6%	20.2%	14.0%	17.1%

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



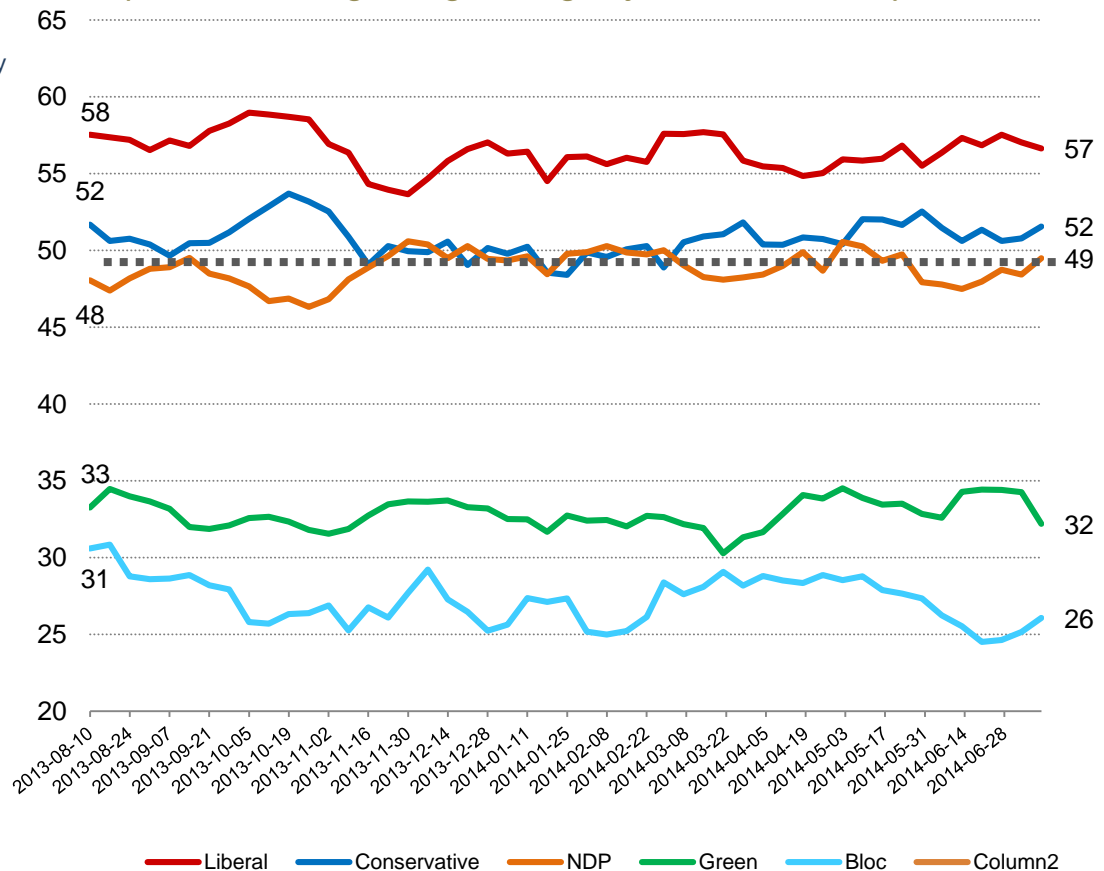
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 July 11th, 2014, n=1,000)



Party Power Index Tracking by Region

Nanos Weekly Tracking



NANOS

*Expert Counsel to CEOs
and thought leaders*

Party Power Index



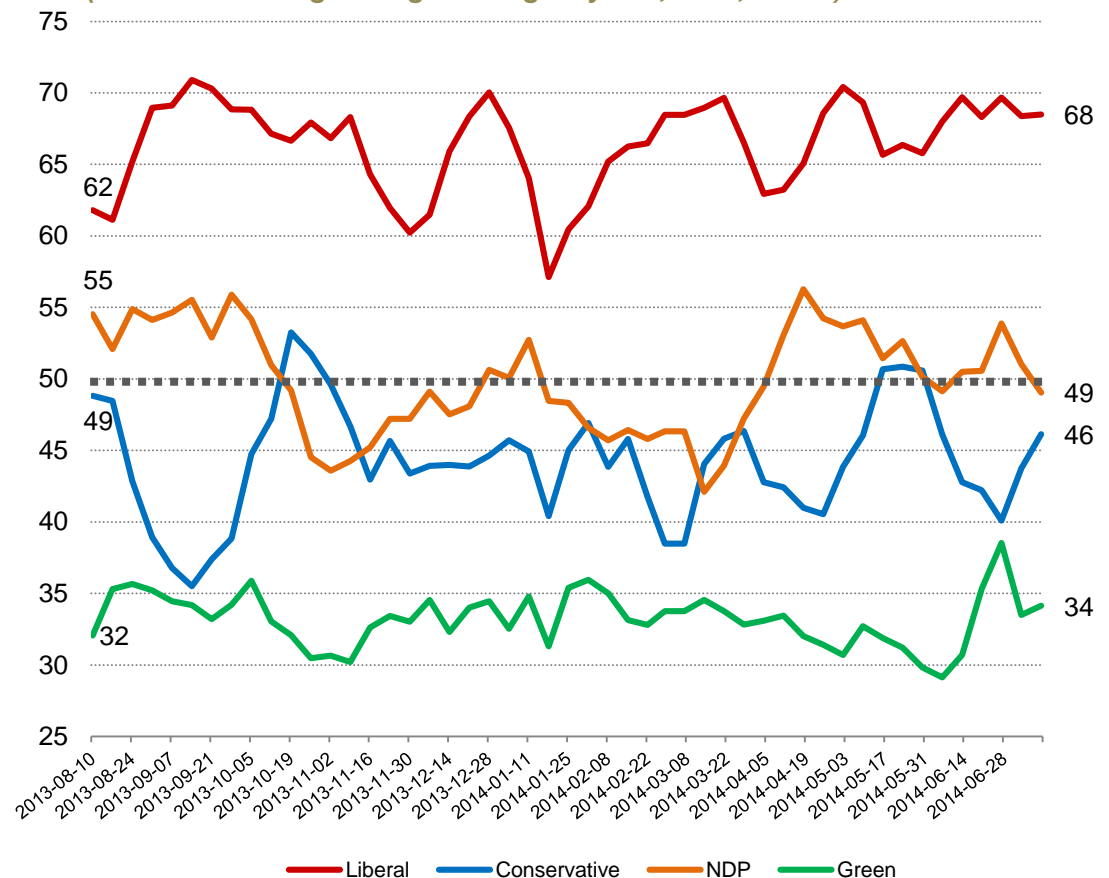
The Nanos Party Power Index Tracking for the Atlantic is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are 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 July 11th, 2014, n=100)



Party Power Index



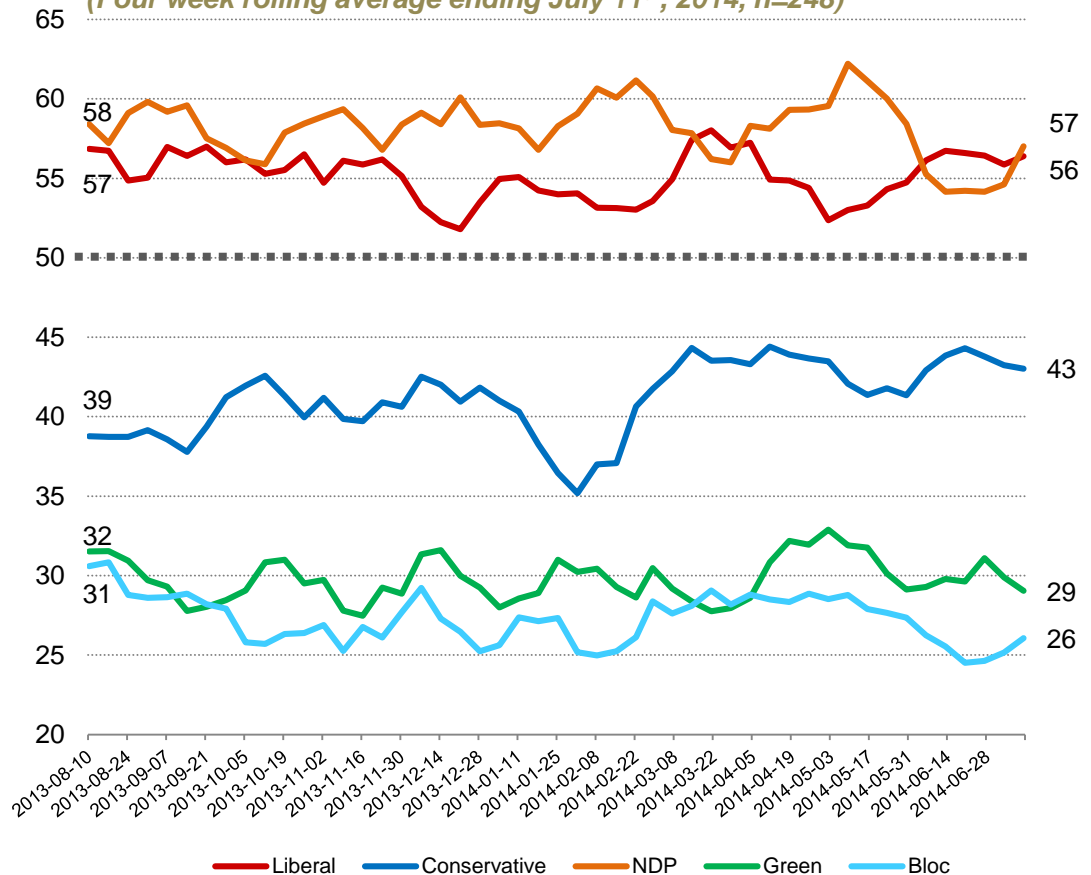
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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 July 11th, 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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

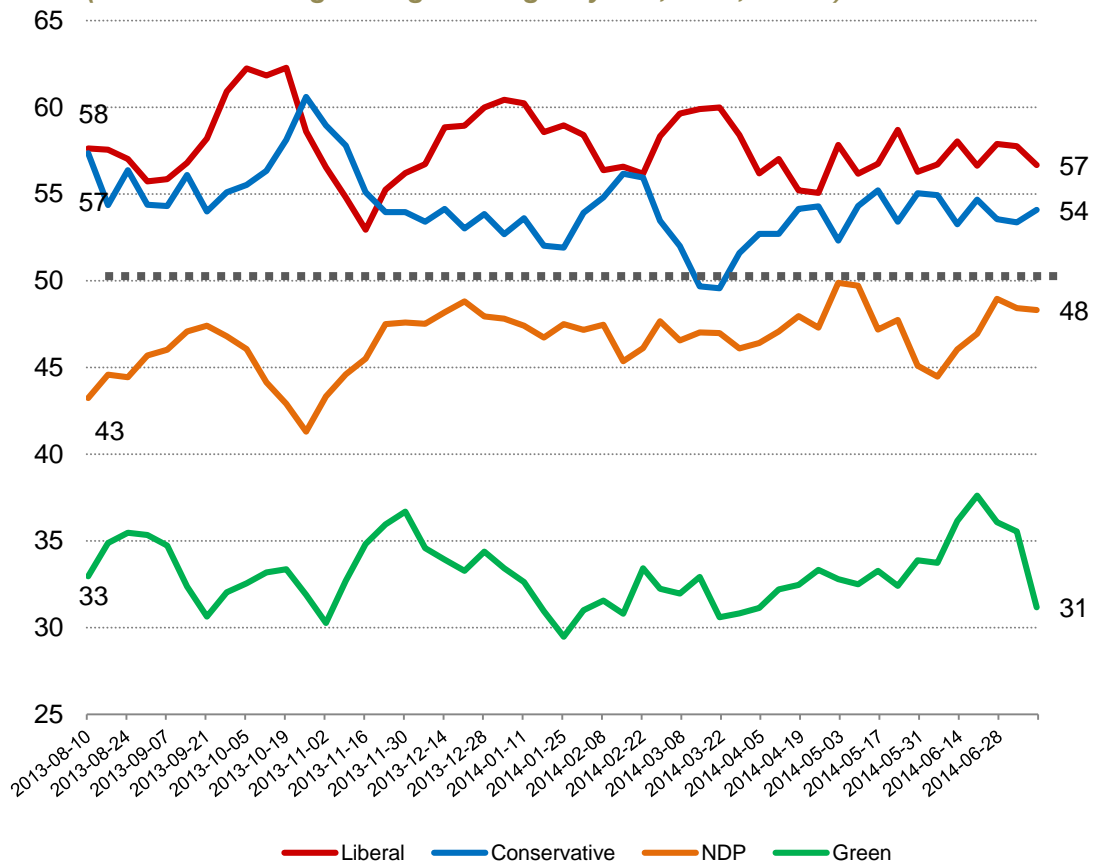
Washington DC: (202) 697-9924

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 July 11th, 2014, n=300)



Party Power Index



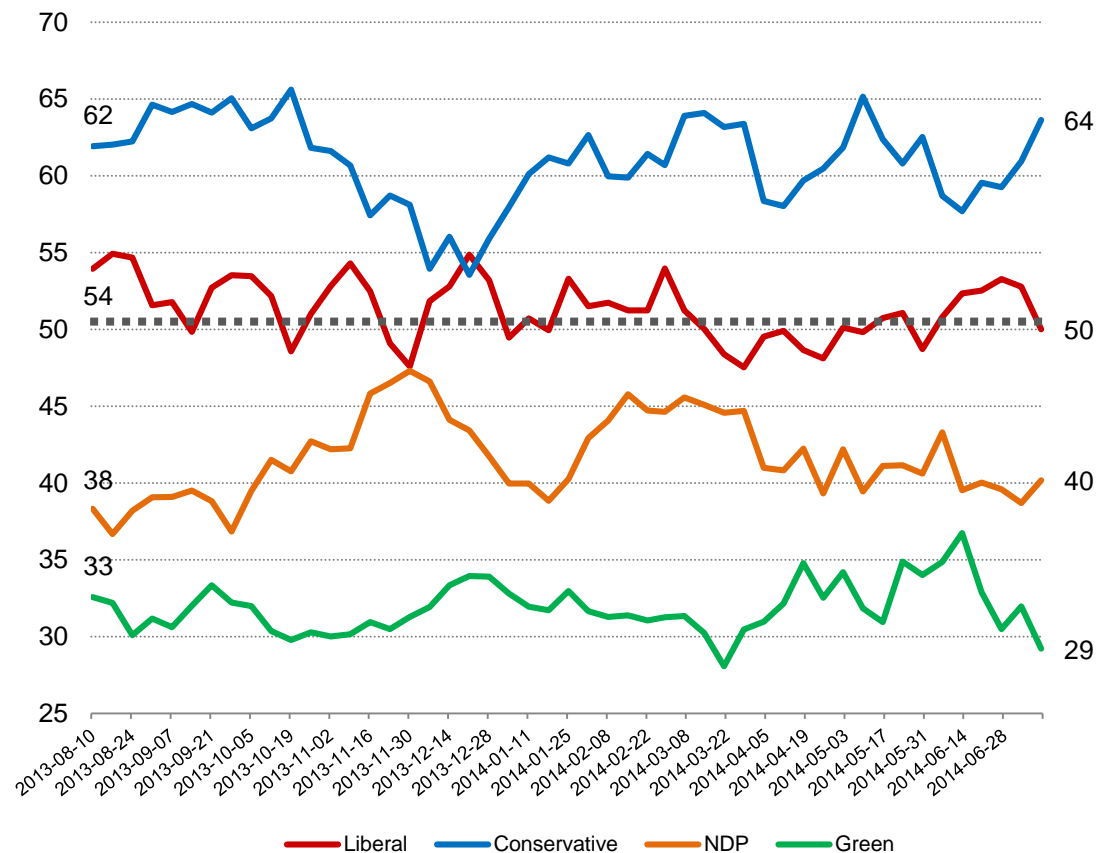
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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 July 11th, 2014, n=200)



Party Power Index



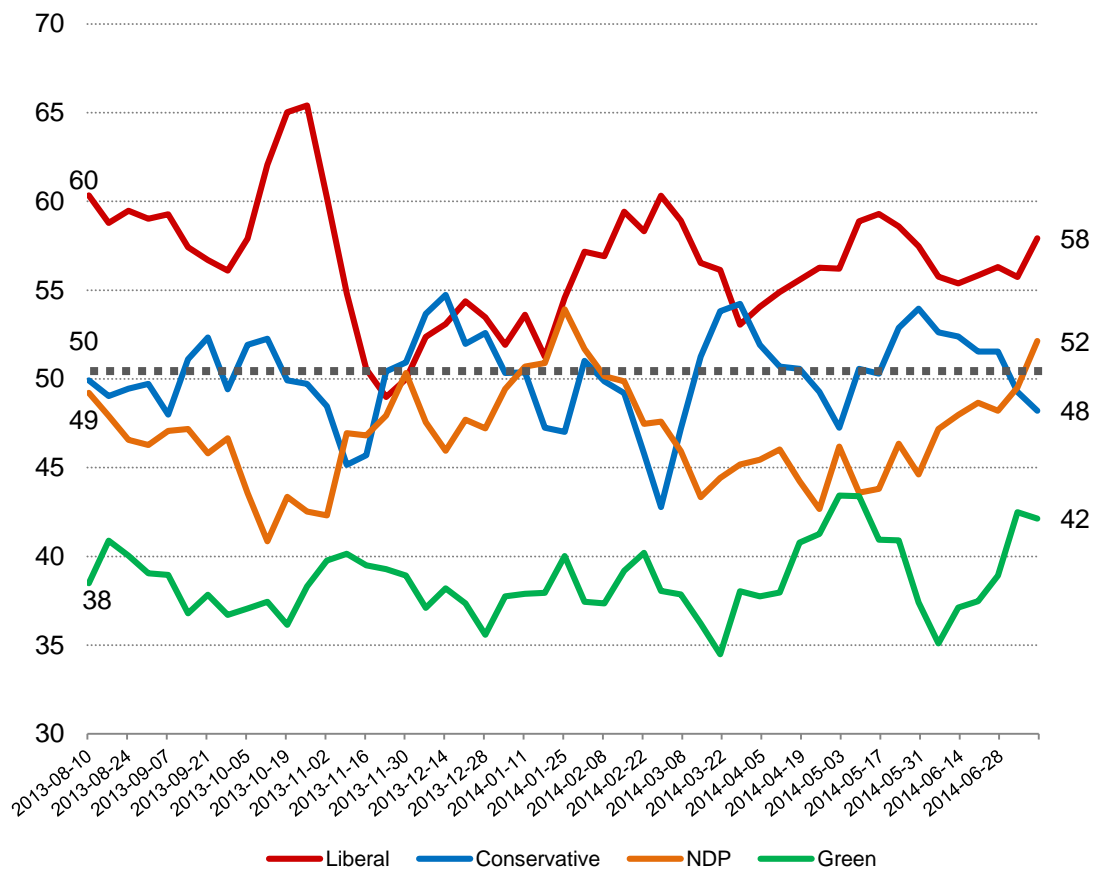
The Nanos Party Power Index Tracking for BC is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins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

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 July 11th, 2014, n=152)



Party Power Index Tracking by Age

Nanos Weekly Tracking



NANOS

Party Power Index



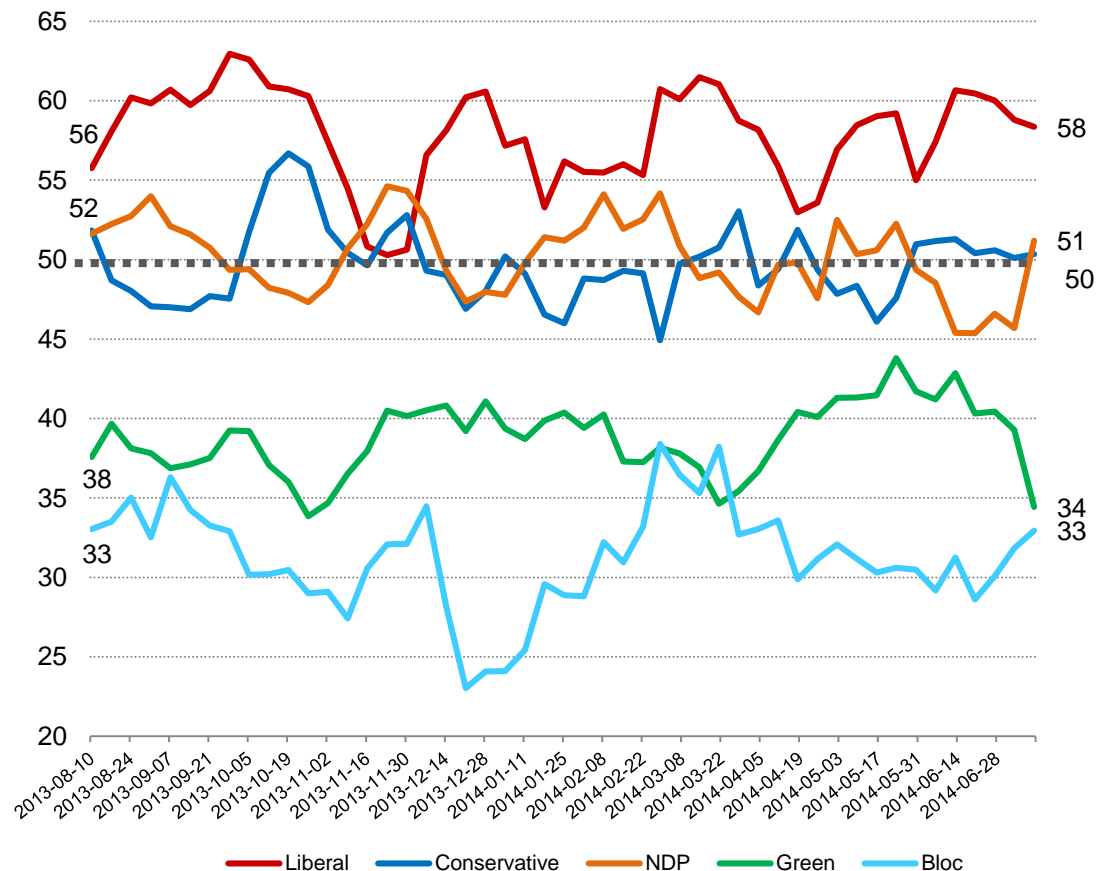
The Nanos Party Power Index Tracking for the 18 to 29 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. 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 July 11th, 2014, 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

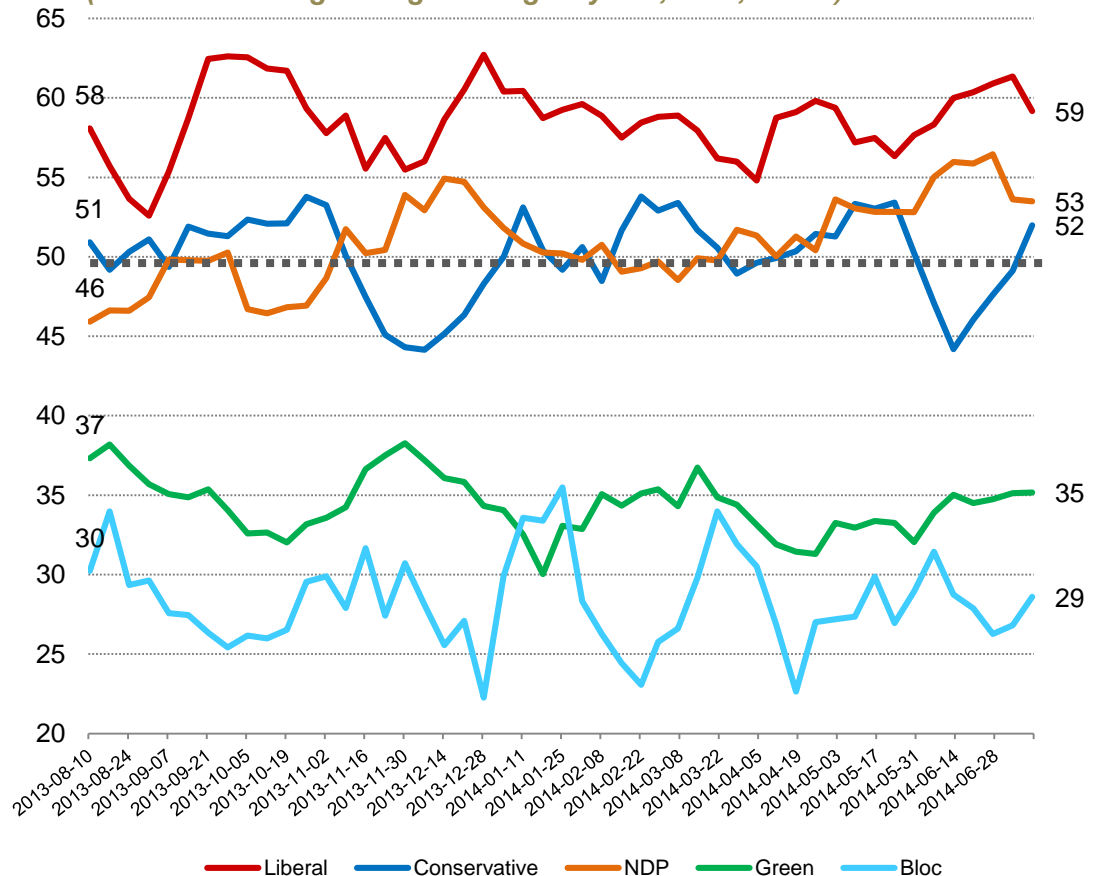
nnanos@nanosresearch.com



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 July 11th, 2014, n=169)



Party Power Index



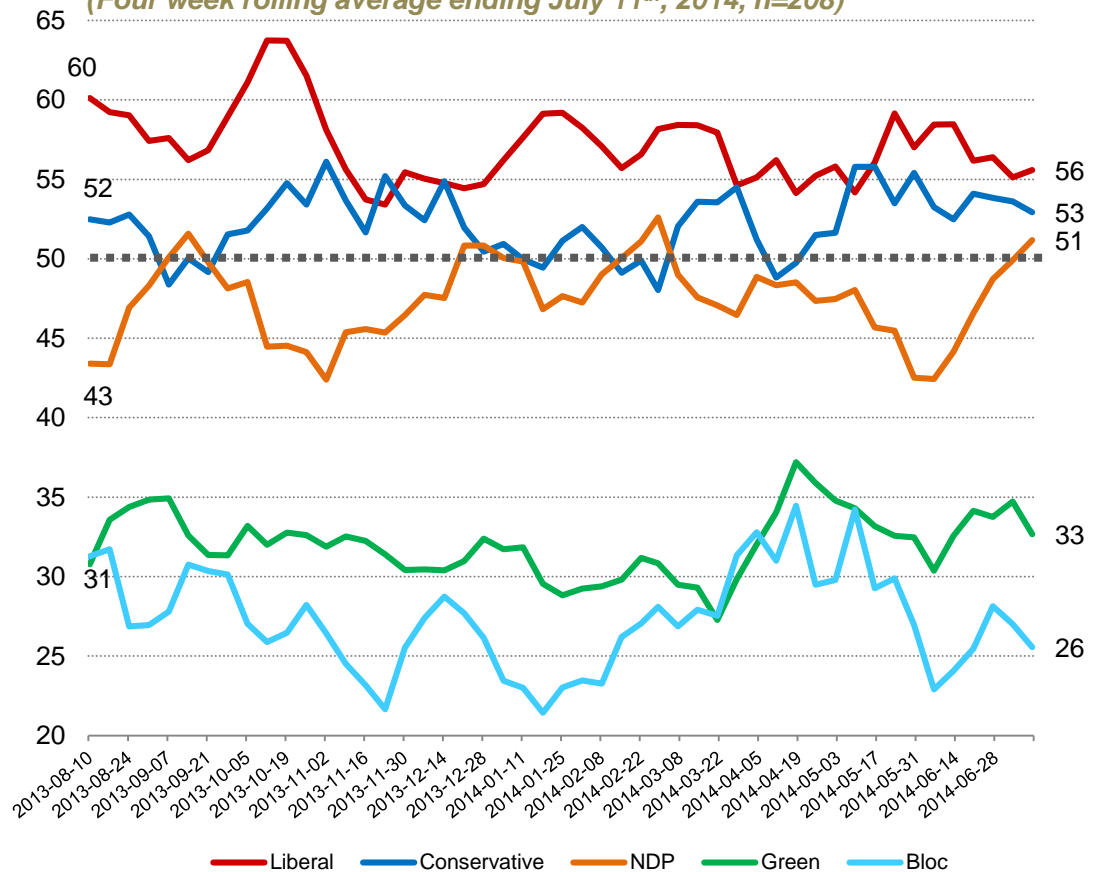
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

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 July 11th, 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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

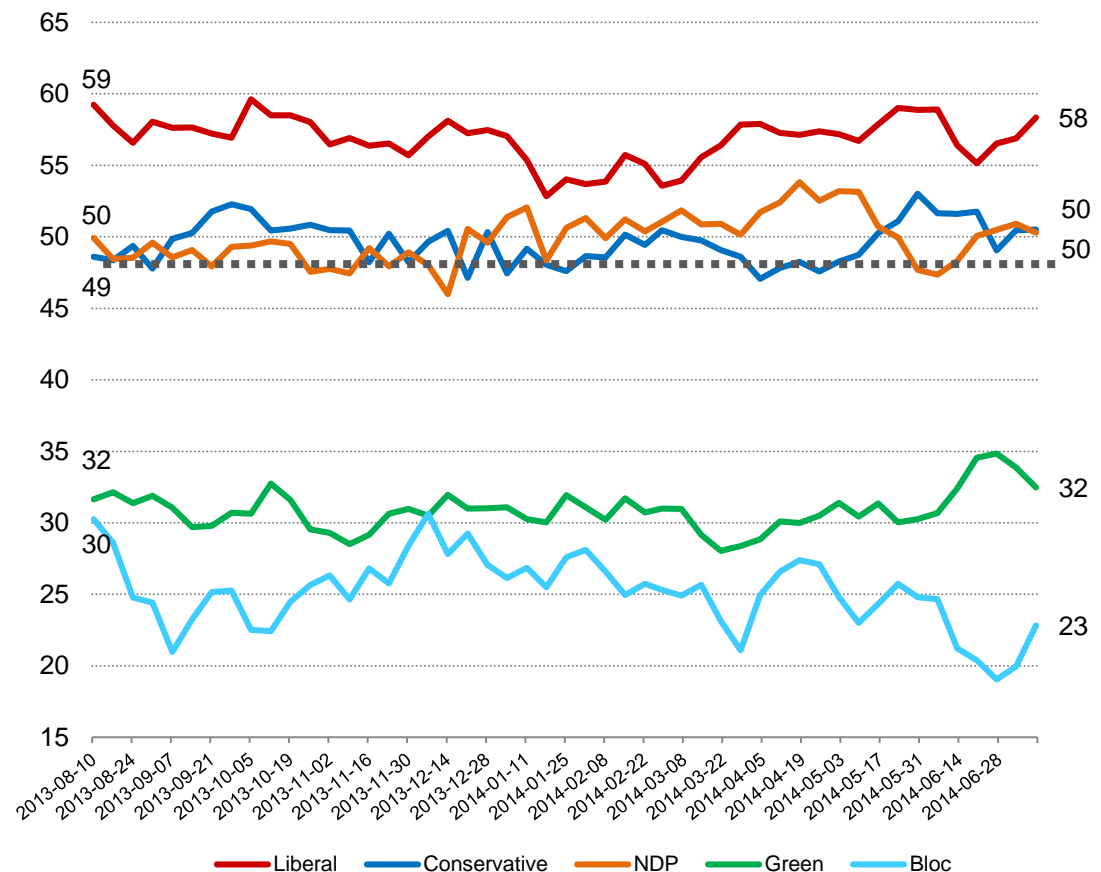
Washington DC: (202) 697-9924

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 July 11th, 2014, n=178)



Party Power Index



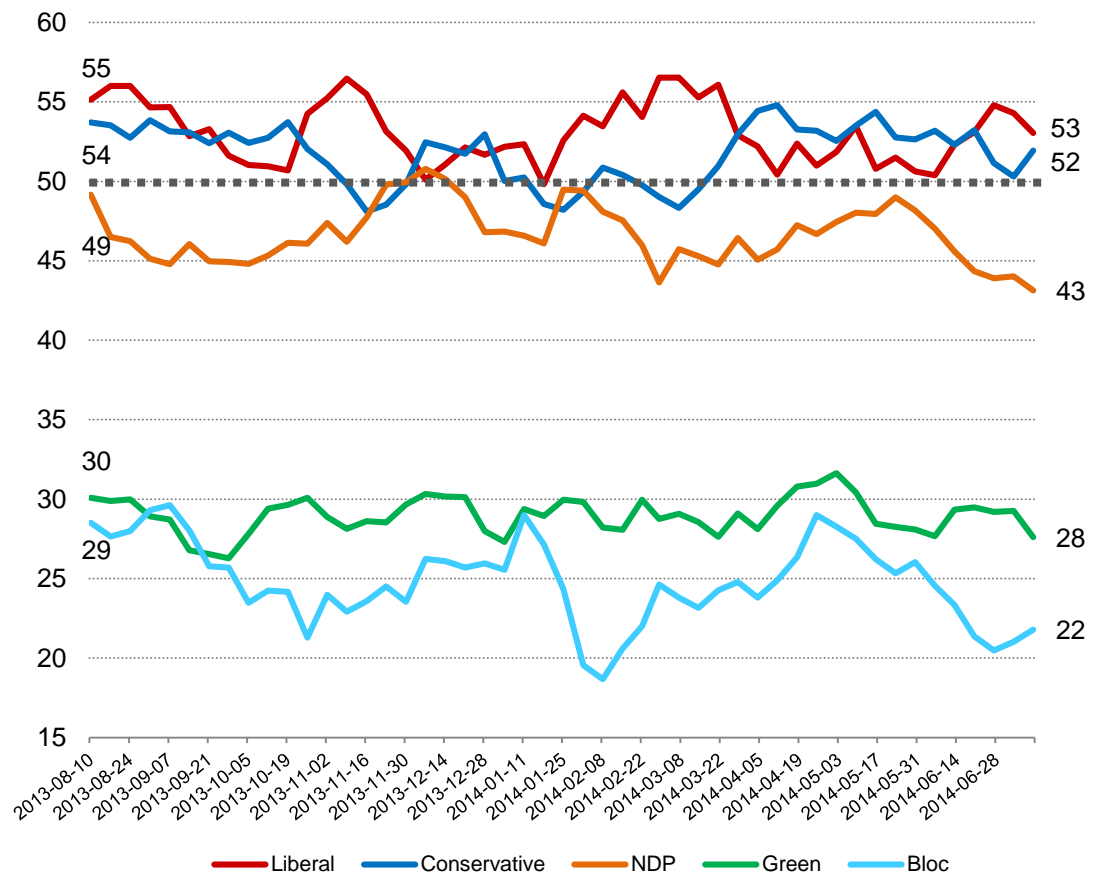
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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 July 11th, 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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

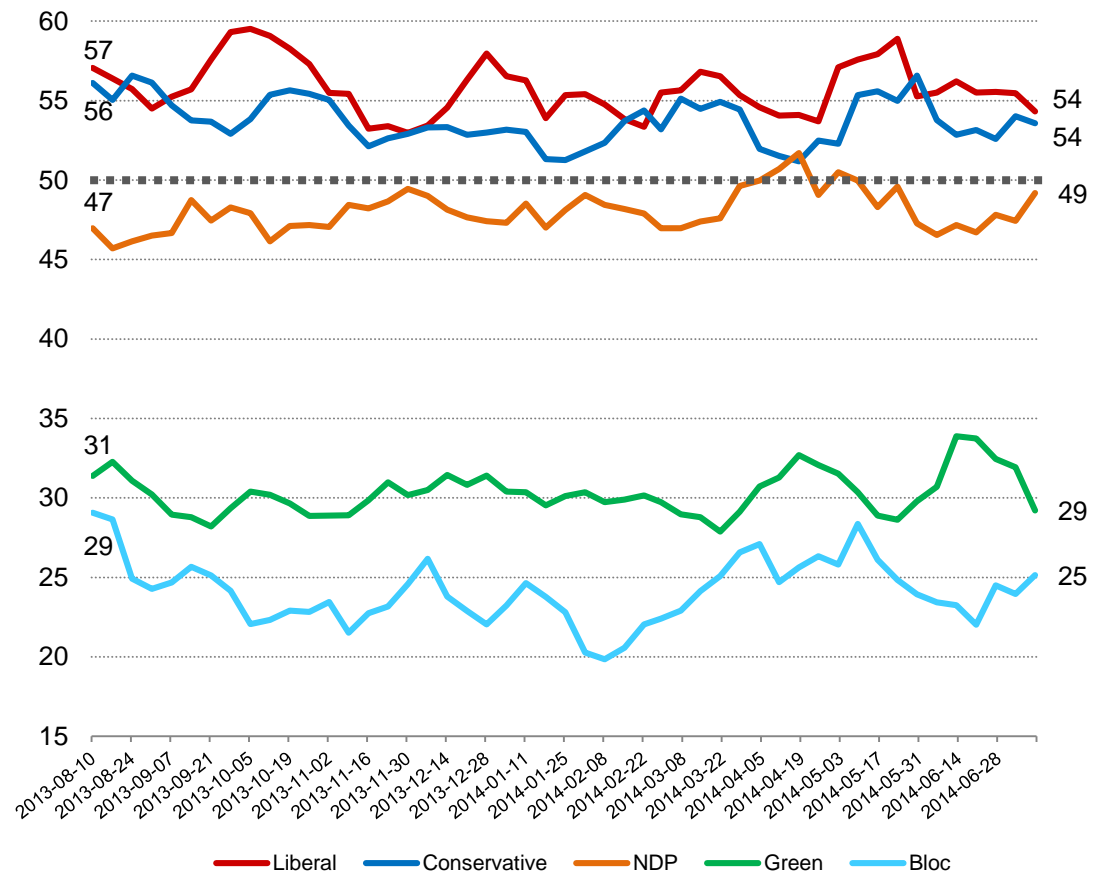
nnanos@nanosresearch.com



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

Male Weekly Index Tracking Scores

(Four week rolling average ending July 11th, 2014, n=488)



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

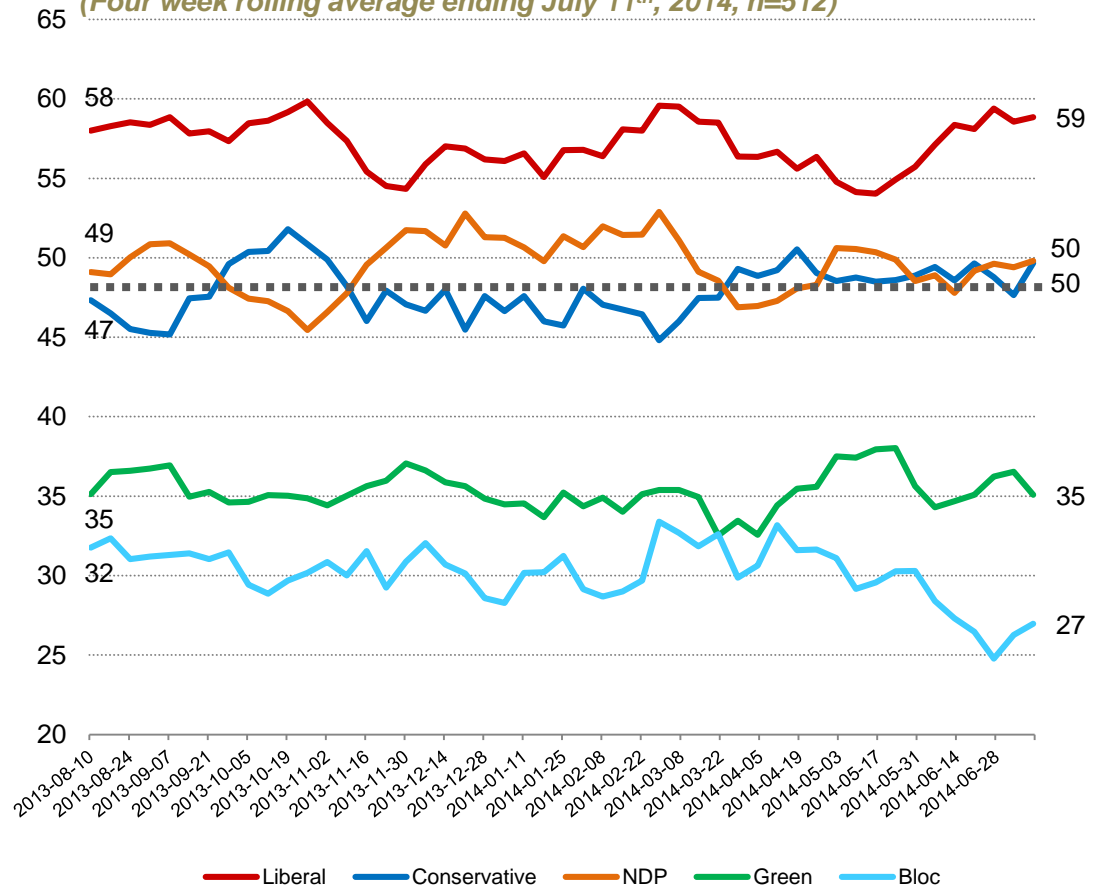
nnanos@nanosresearch.com



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

Female Weekly Index Tracking Scores

(Four week rolling average ending July 11th, 2014, n=512)



National Political Tracking Numbers

Nanos Weekly Tracking



NANOS

*A proven track
record of accuracy*

National Ballot



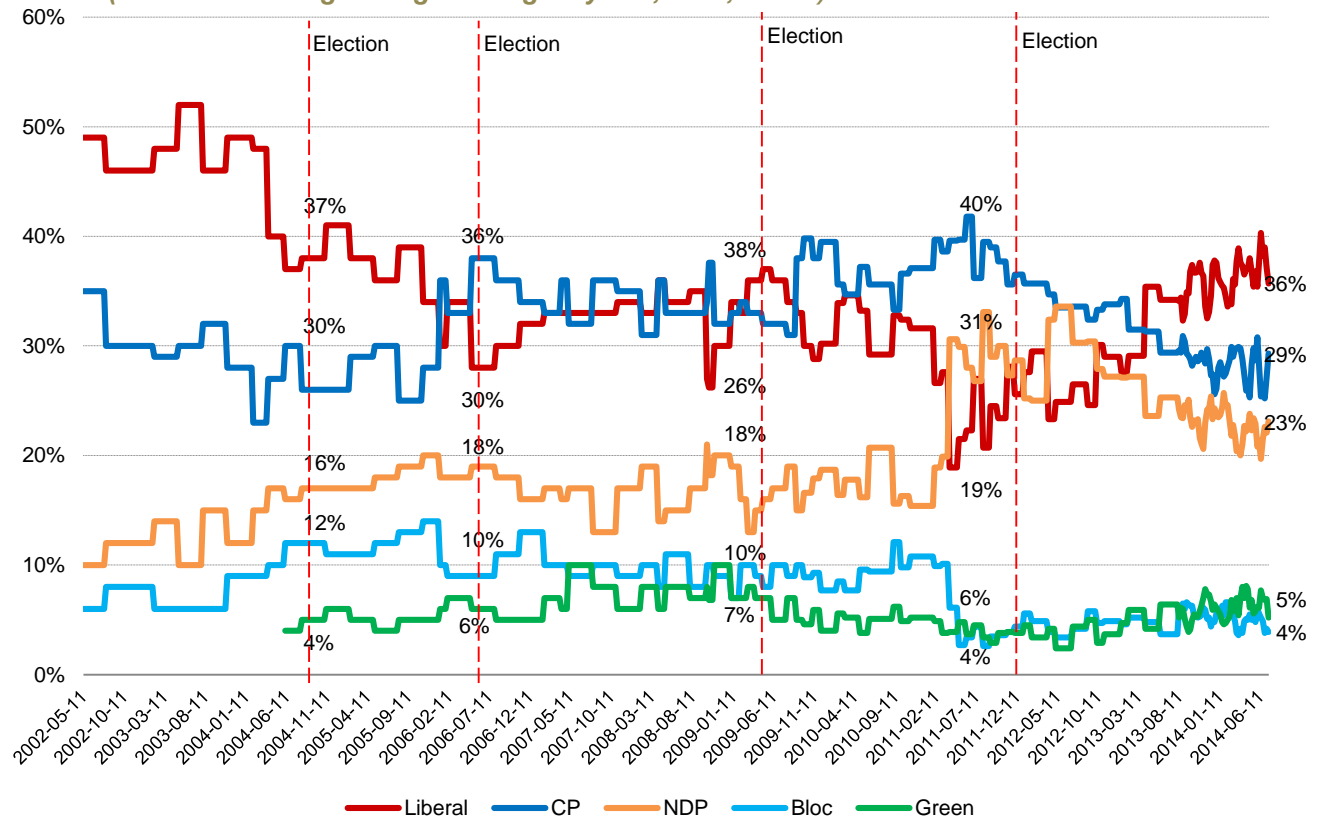
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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 July 11th, 2014, n=854)



National Issue



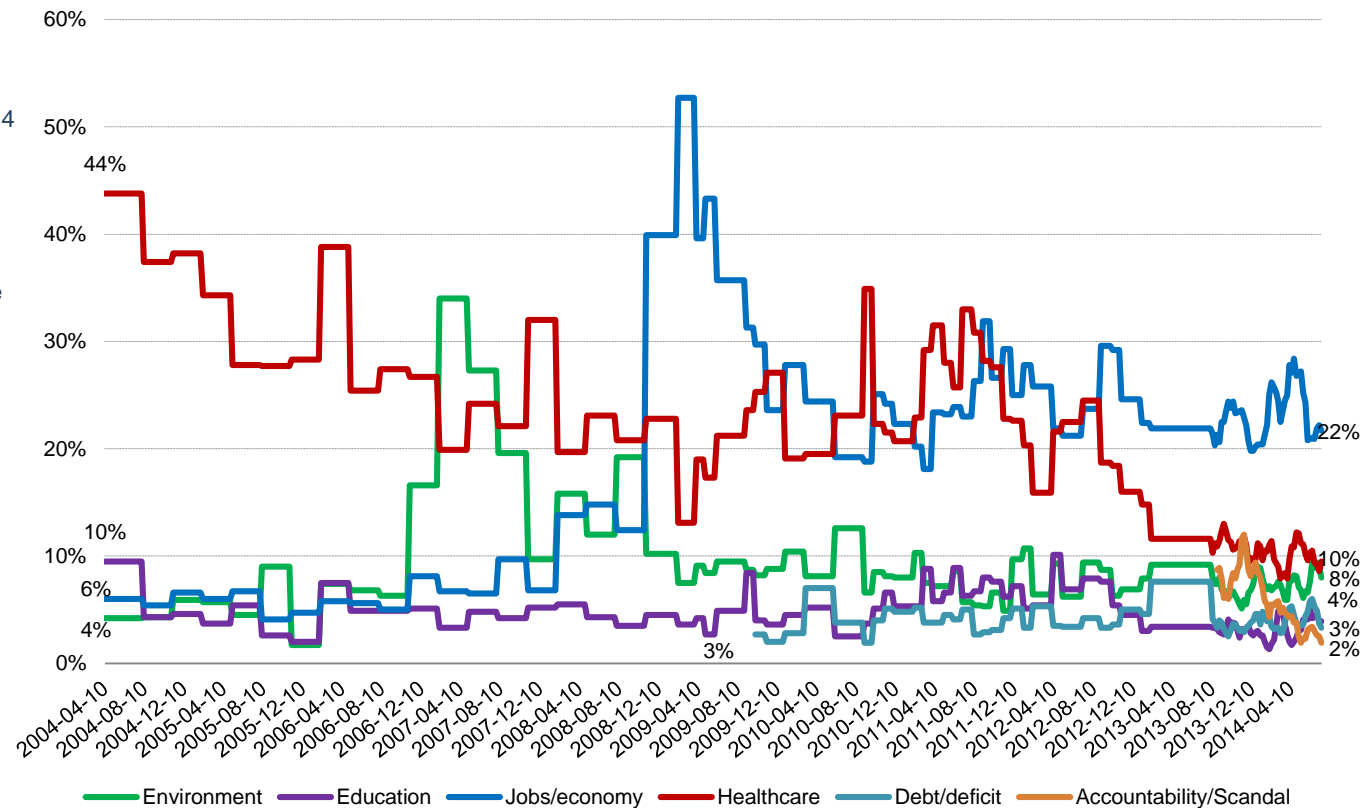
Question: What is your most important NATIONAL issue of concern?

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 July 11th, 2014, n=1,000)



Federal Party Accessible Voters

Nanos Weekly Tracking



*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

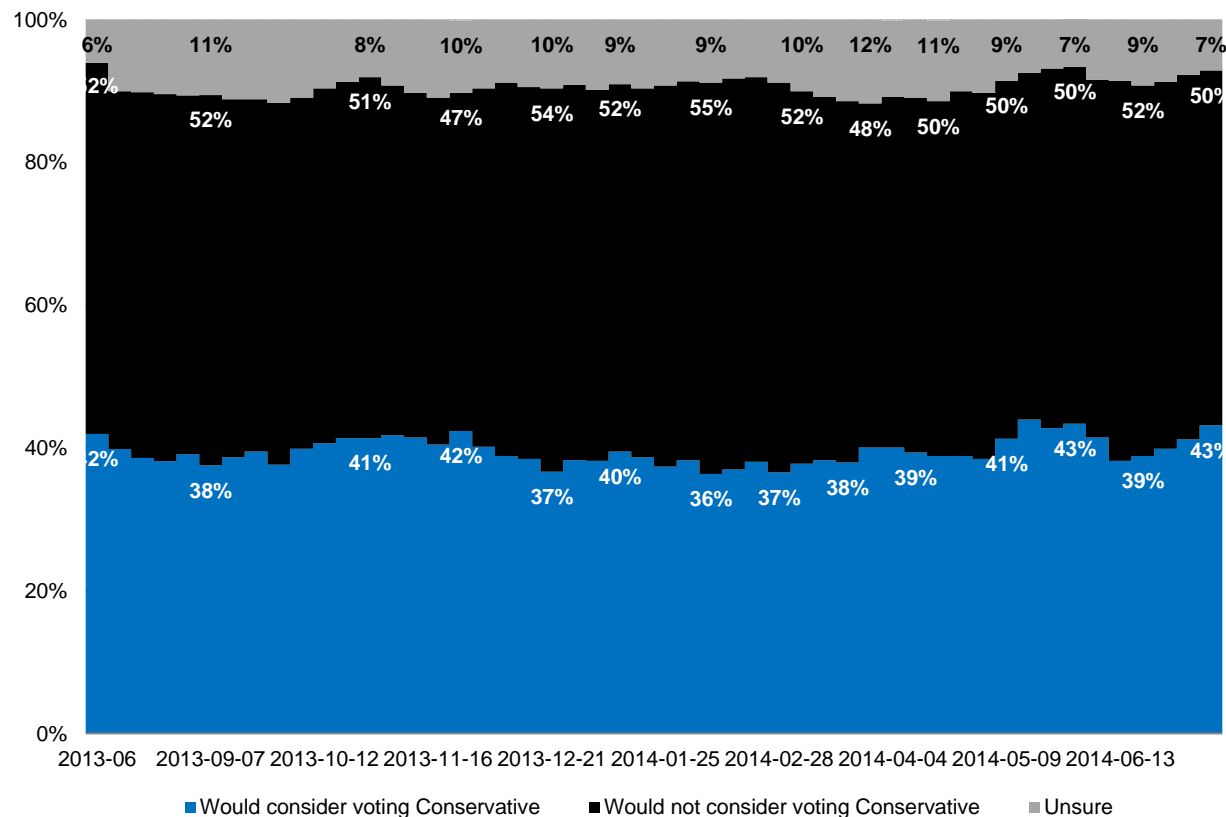
Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



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

National – Weekly Tracking

(Four week rolling average ending July 11th, 2014, n=1,000)



Consider NDP



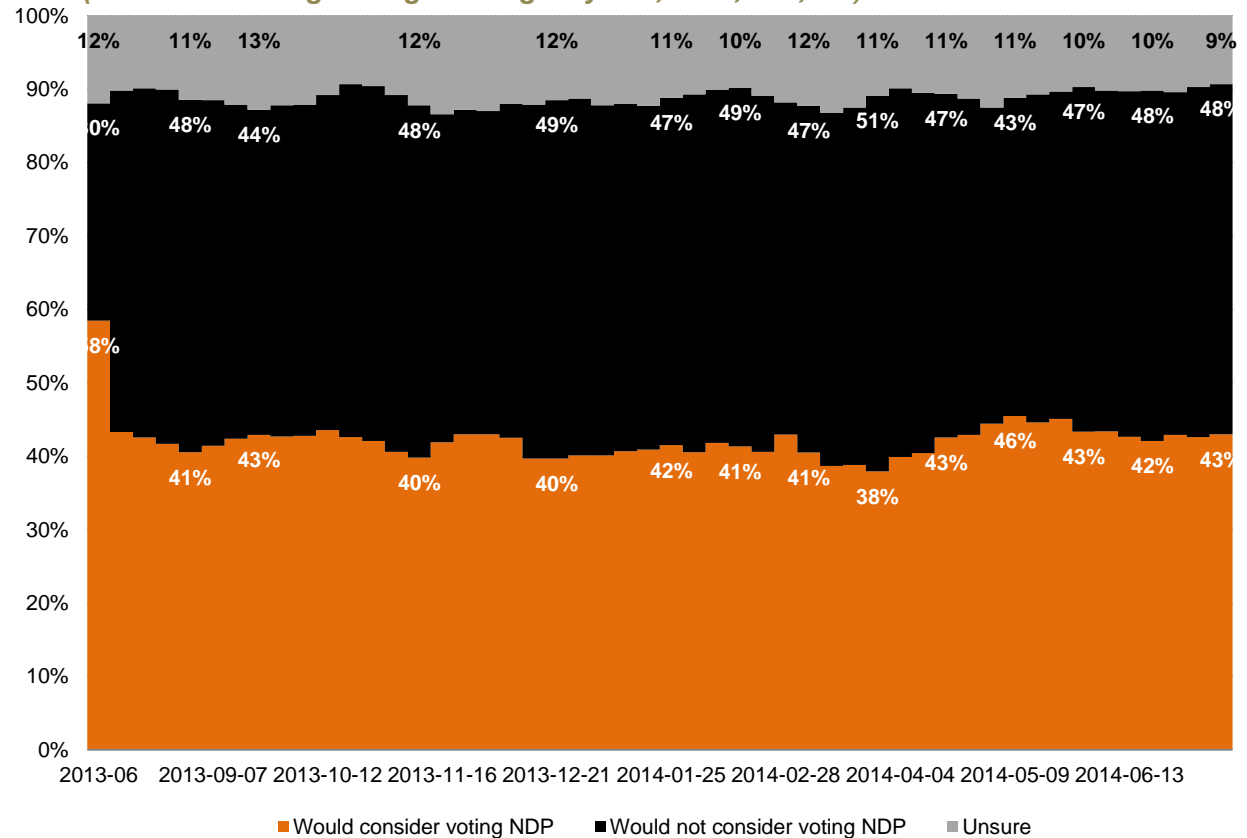
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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 July 11th, 2014, n=1,000)



Consider Liberal



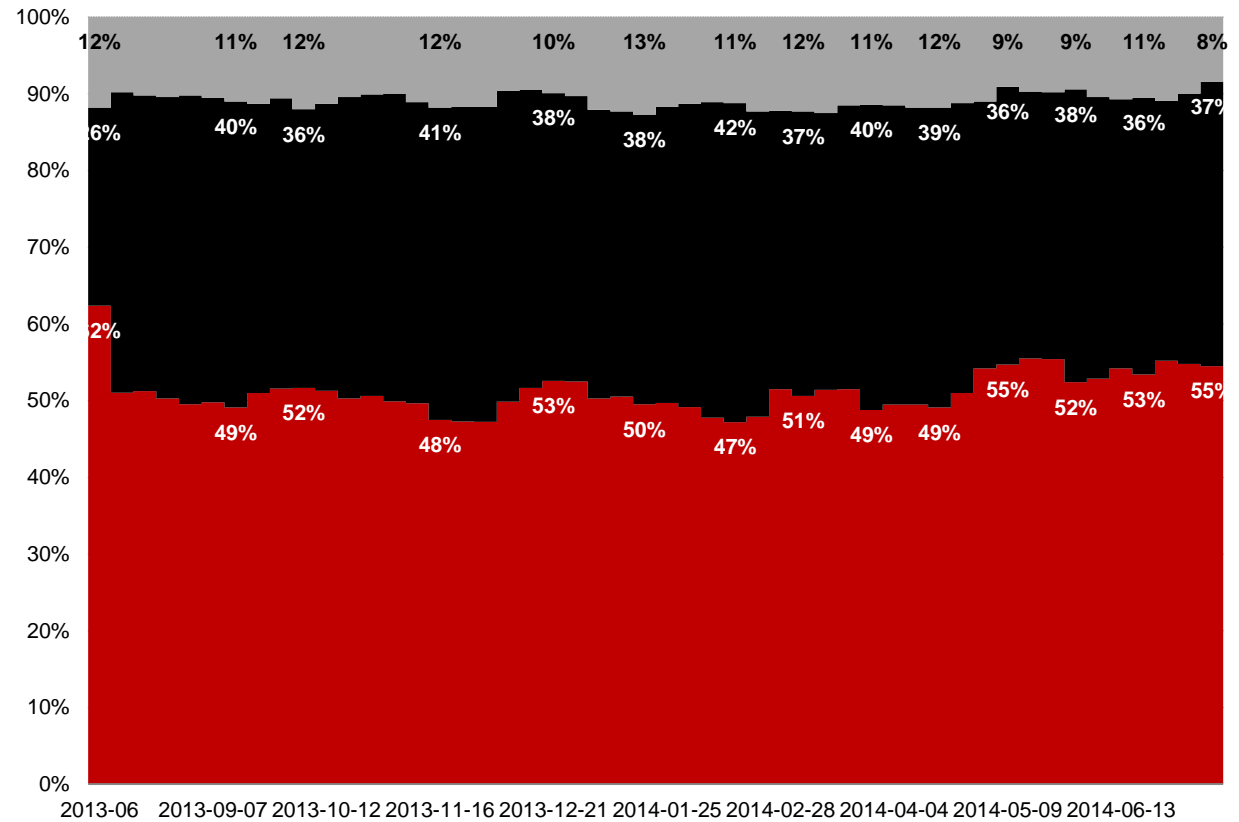
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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 July 11th, 2014, n=1,000)



■ Would consider voting Liberal ■ Would not consider voting Liberal ■ Unsure

Consider Bloc



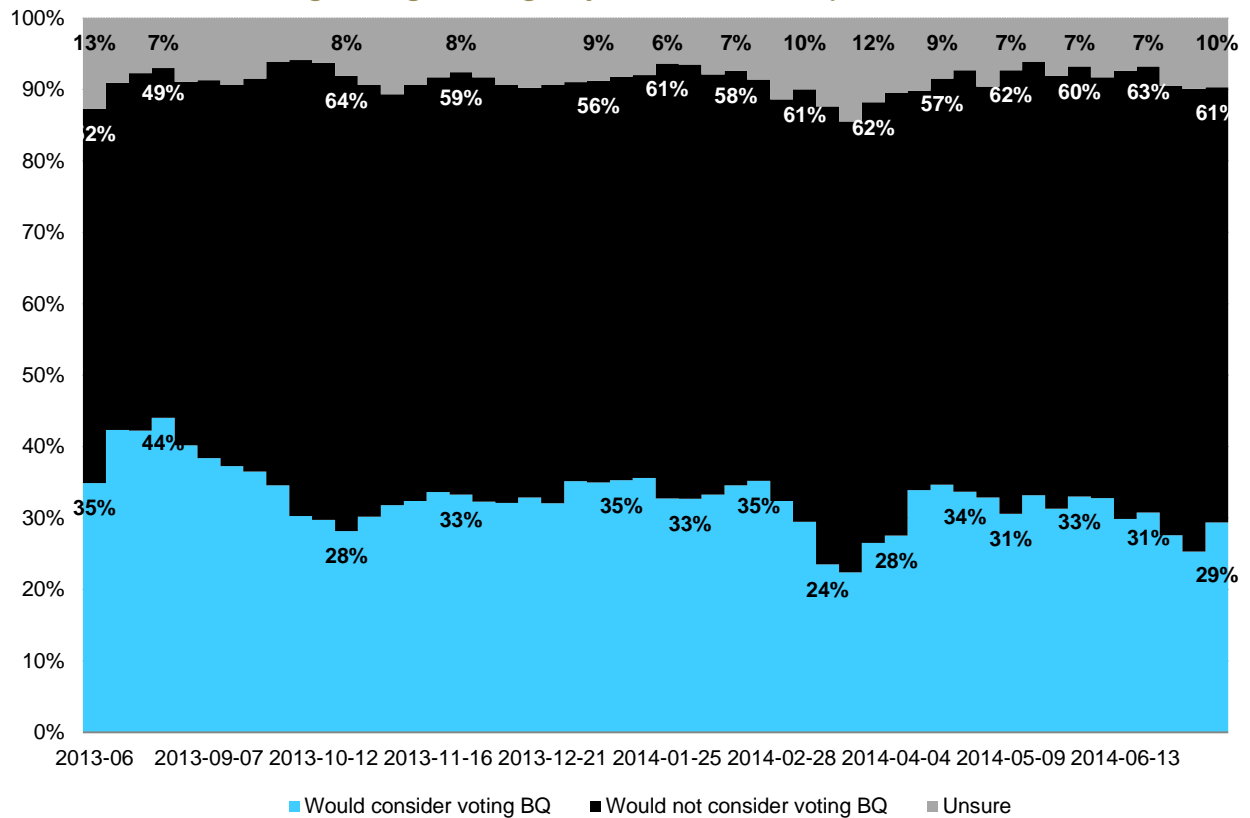
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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 July 11th, 2014, n=248)



Consider Green



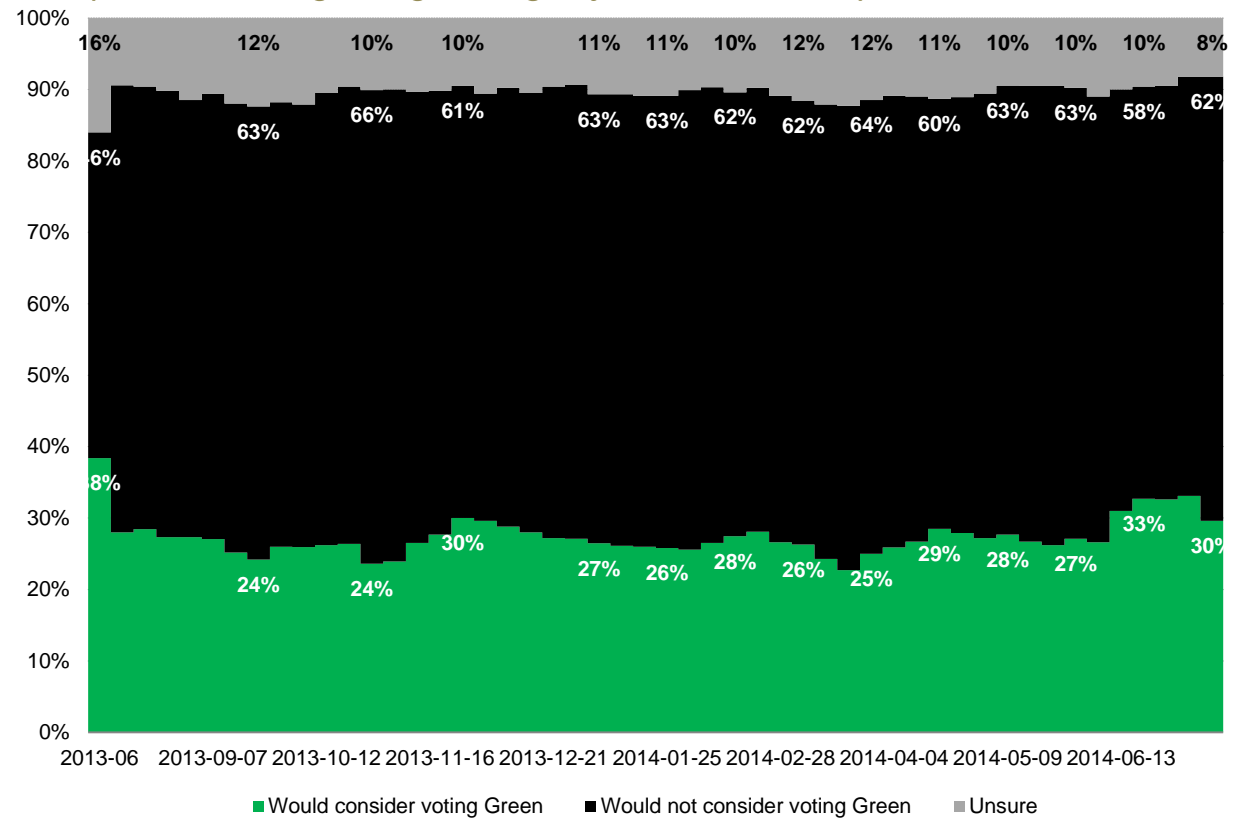
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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



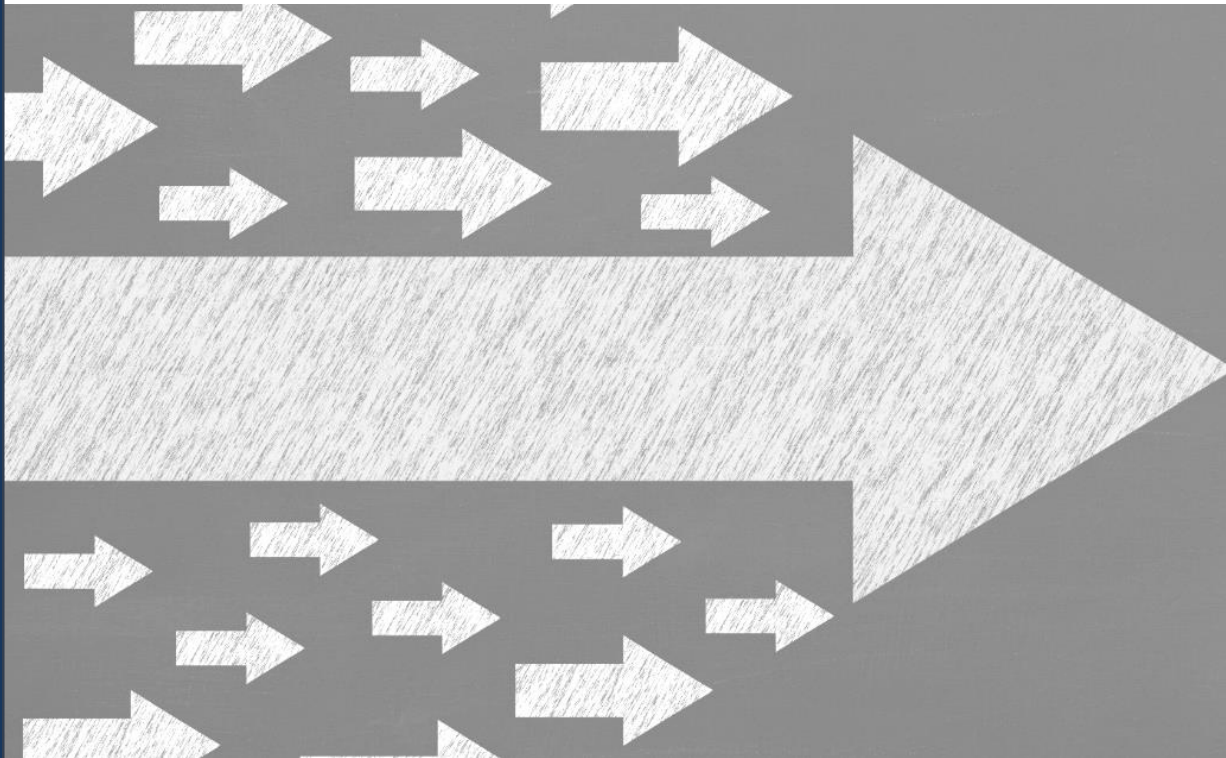
Download our app to get the latest Nanos Numbers streamed to your iPhone.

National – Weekly Tracking
(Four week rolling average ending July 11th, 2014, n=1,000)



Tracking on the Federal Political Leaders

Nanos Weekly Tracking



NANOS

*Winning solutions
for decision-makers*

Prime Minister



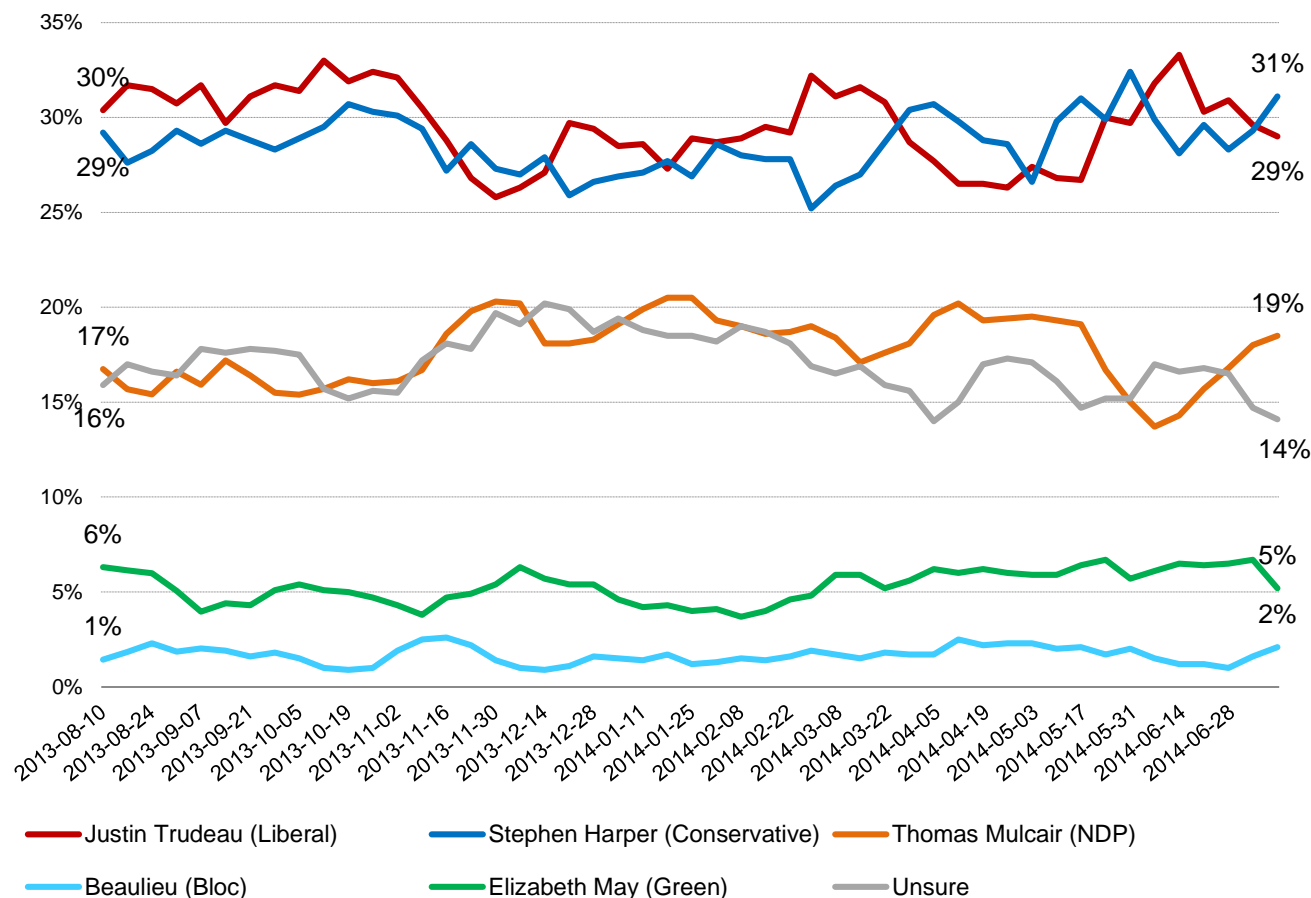
Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

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 July 11th, 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

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

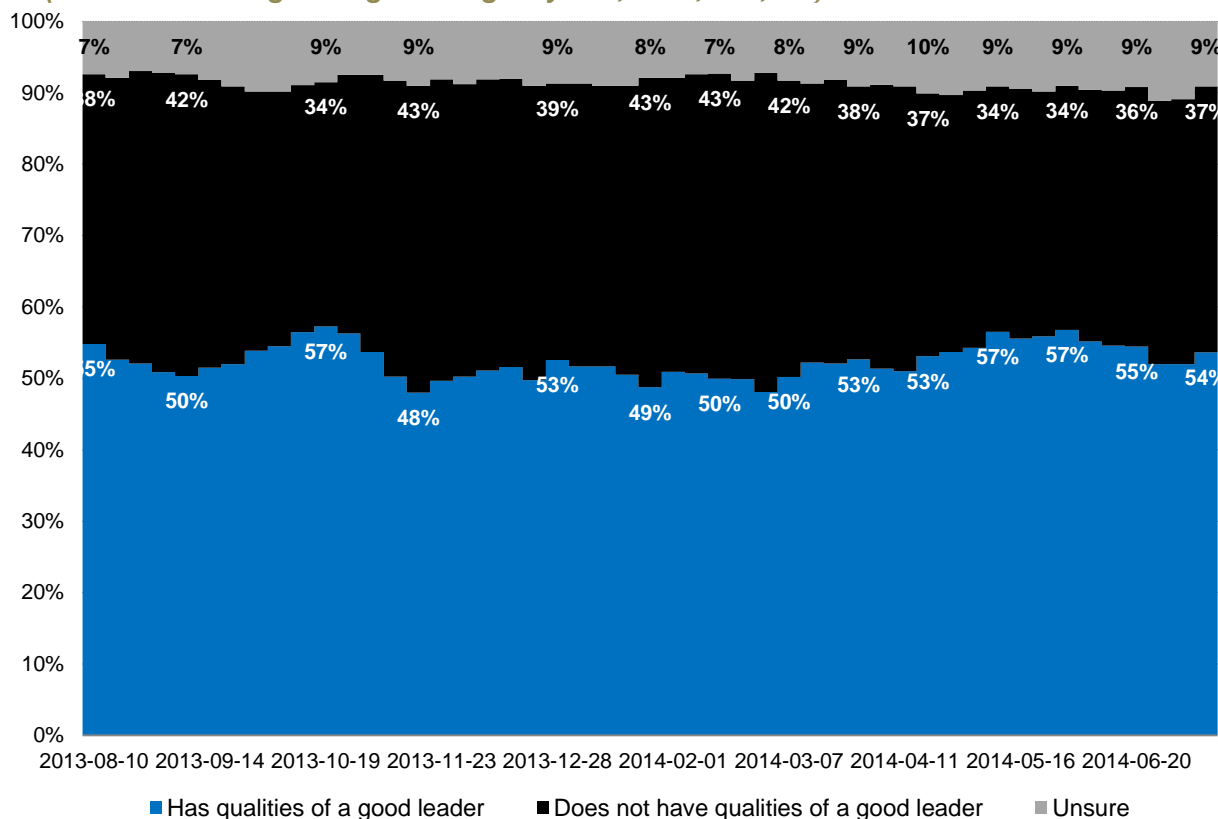
nnanos@nanosresearch.com



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

National – Weekly Tracking

(Four week rolling average ending July 11th, 2014, n=1,000)



Mulcair



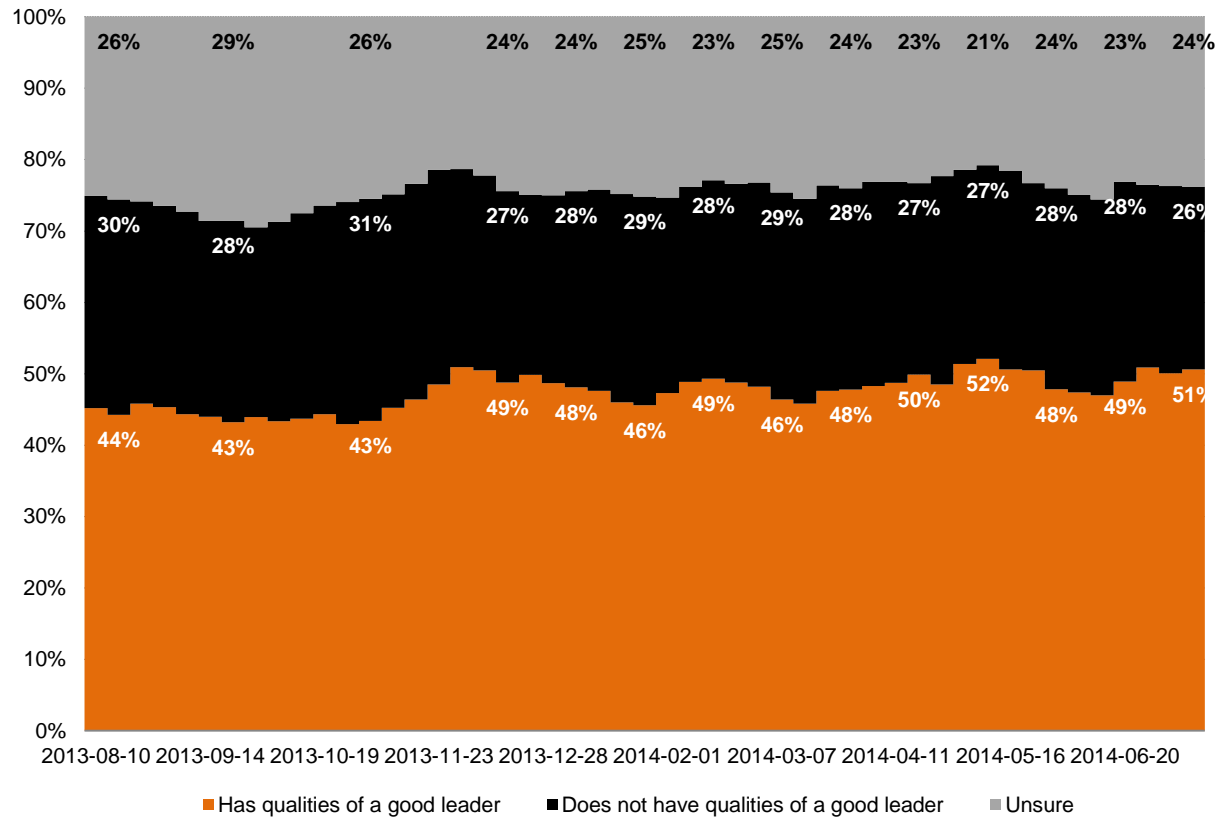
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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 July 11th, 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

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

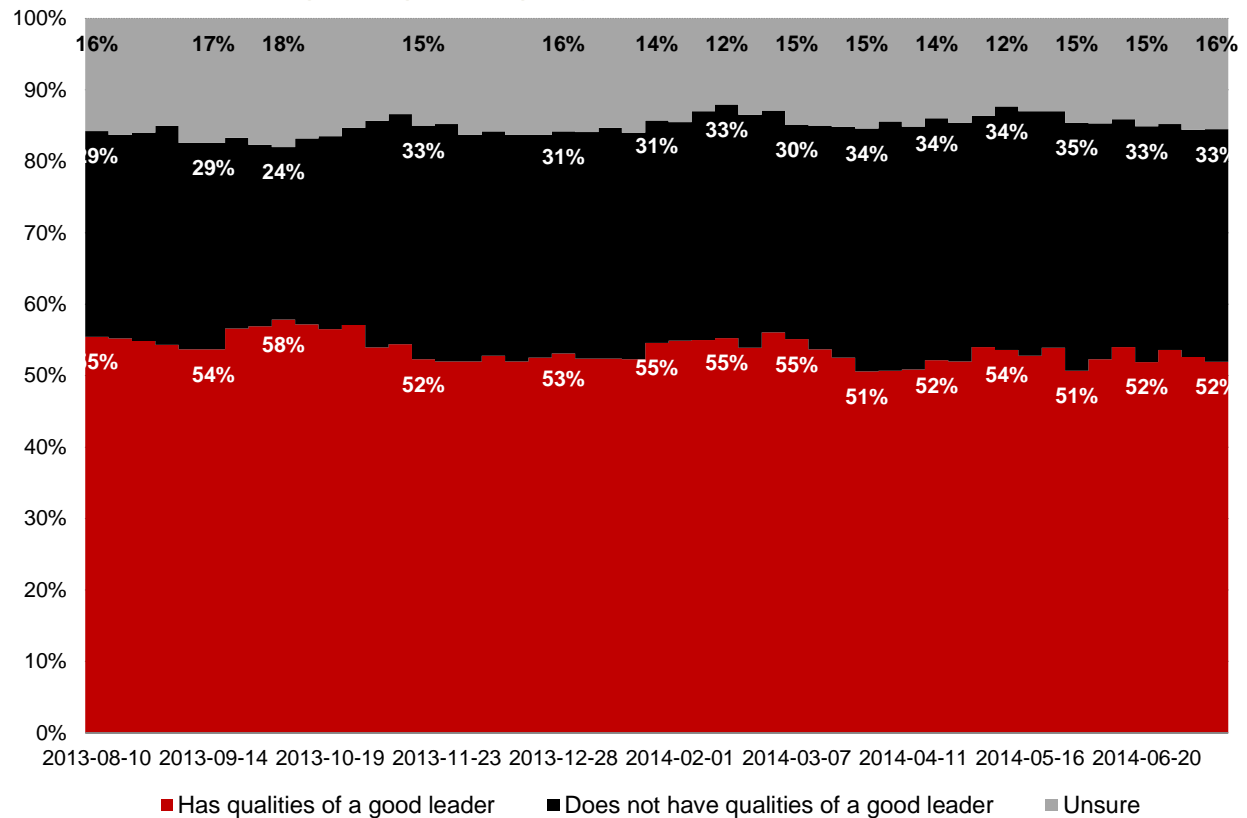
nnanos@nanosresearch.com



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

National – Weekly Tracking

(Four week rolling average ending July 11th, 2014, n=1,000)



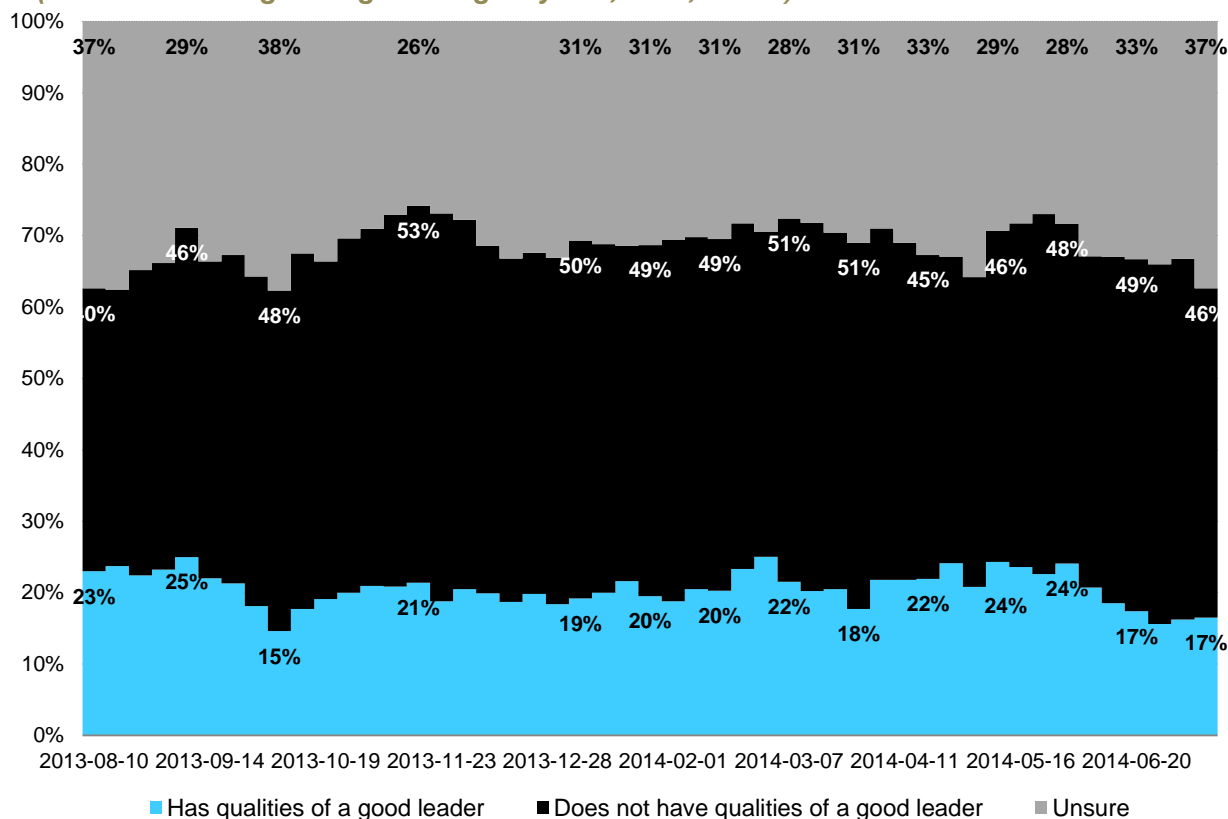
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] André Bellavance

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 July 11th, 2014, n=248)



May



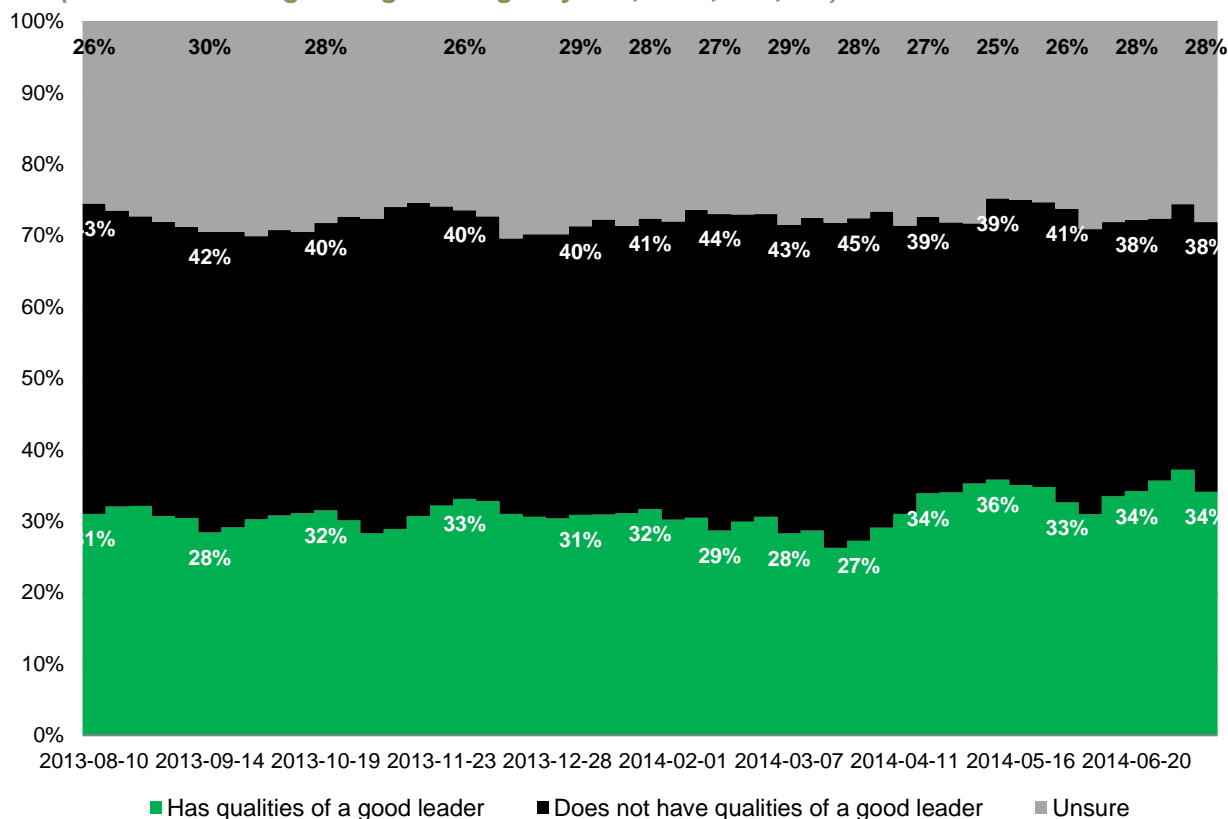
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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 July 11th, 2014, 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 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 July 11th, 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.



View our brochure

Nik Nanos FMRIA

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