

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending September 12, 2014
(released September 17, 2014)



NANOS

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world-class data*

Weekly Nanos Party Power Index



Nanos Party Power Index scores for Liberals continue to climb on all measures.

(Released 09/17/2014)

The weekly Nanos tracking of the national political scene suggests that the Liberals are positively trending on all measures and have hit a 12 month high on the overall index, vote consideration and the preferred Prime Minister measures.

The Liberals stand at 59 points out of 100 (a new 12 month high), followed by the Conservatives at 48 points, the NDP at 48 points, the Green Party at 31 points and the BQ at 26 points (QC only). Much of the recent gains for the Liberals have been in Quebec, BC and among Canadians over 60 years of age.

On the preferred PM front, Trudeau stands at 34 percent followed by Harper at 28 percent, Mulcair at 17 percent and Elizabeth May at five percent. Harper stands near his 12 month average while Trudeau has hit a new 12 month high on the preferred PM tracking.

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	1 Year Ago (Sept 2013)	12 Month High	12 Month Low	12 Month Average
Canada Party Power Index								
Liberal	59.1	58.2	56.5	57.3	56.8	59.1	53.7	56.5
Conservative	48.4	50.0	48.7	50.6	50.4	53.7	48.4	50.6
NDP	47.6	47.7	52.2	47.4	49.5	52.3	46.3	49.1
Green	30.7	30.7	35.2	34.2	32.0	35.2	30.3	32.8
Bloc	26.1	25.4	26.1	25.5	28.8	29.2	24.5	26.9
Party Consider								
Liberal	58.5%	57.2%	53.5%	54.2%	49.1%	58.5%	47.2%	51.7%
NDP	45.1%	43.8%	44.3%	42.7%	42.4%	45.5%	37.9%	42.1%
Conservative	40.2%	40.7%	36.1%	38.2%	38.7%	44.1%	36.1%	39.6%
Bloc	33.4%	32.2%	30.8%	29.9%	37.3%	37.3%	22.4%	31.5%
Green	27.8%	26.4%	30.0%	31.0%	25.2%	33.1%	22.7%	27.3%
Preferred Prime Minister								
Trudeau	34.0%	33.8%	31.8%	33.3%	29.7%	34.0%	25.8%	29.8%
Harper	27.7%	29.3%	25.5%	28.1%	29.3%	32.4%	25.2%	28.5%
Mulcair	16.9%	15.1%	18.7%	14.3%	17.2%	20.5%	13.7%	17.9%
May	4.8%	4.9%	6.3%	6.5%	4.4%	6.7%	3.7%	5.3%
Beaulieu	1.5%	1.3%	1.5%	1.2%	1.9%	2.8%	0.9%	1.7%
Unsure	15.2%	15.6%	16.2%	16.6%	17.6%	20.2%	12.2%	16.8%

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



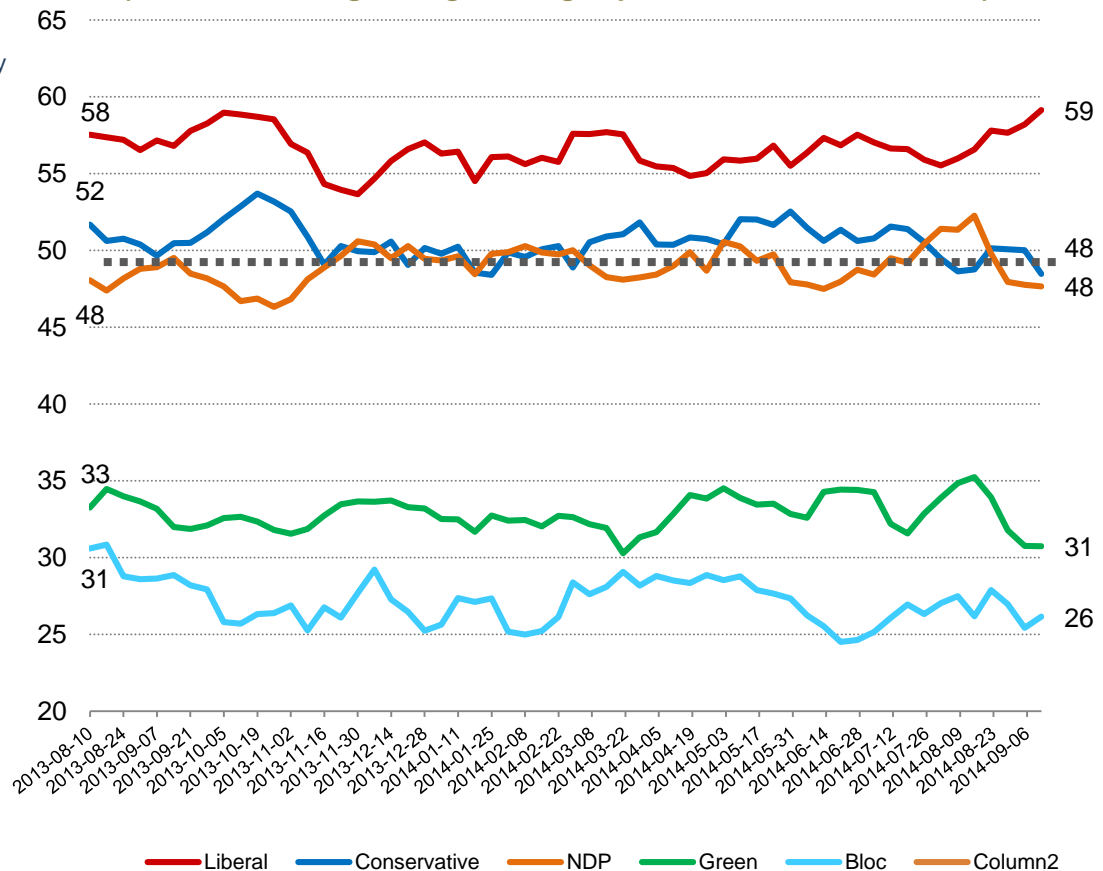
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Canada Weekly Index Tracking Scores
(Four week rolling average ending September 12th, 2014, n=1,000)



Nanos Weekly Tracking



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Party Power Index



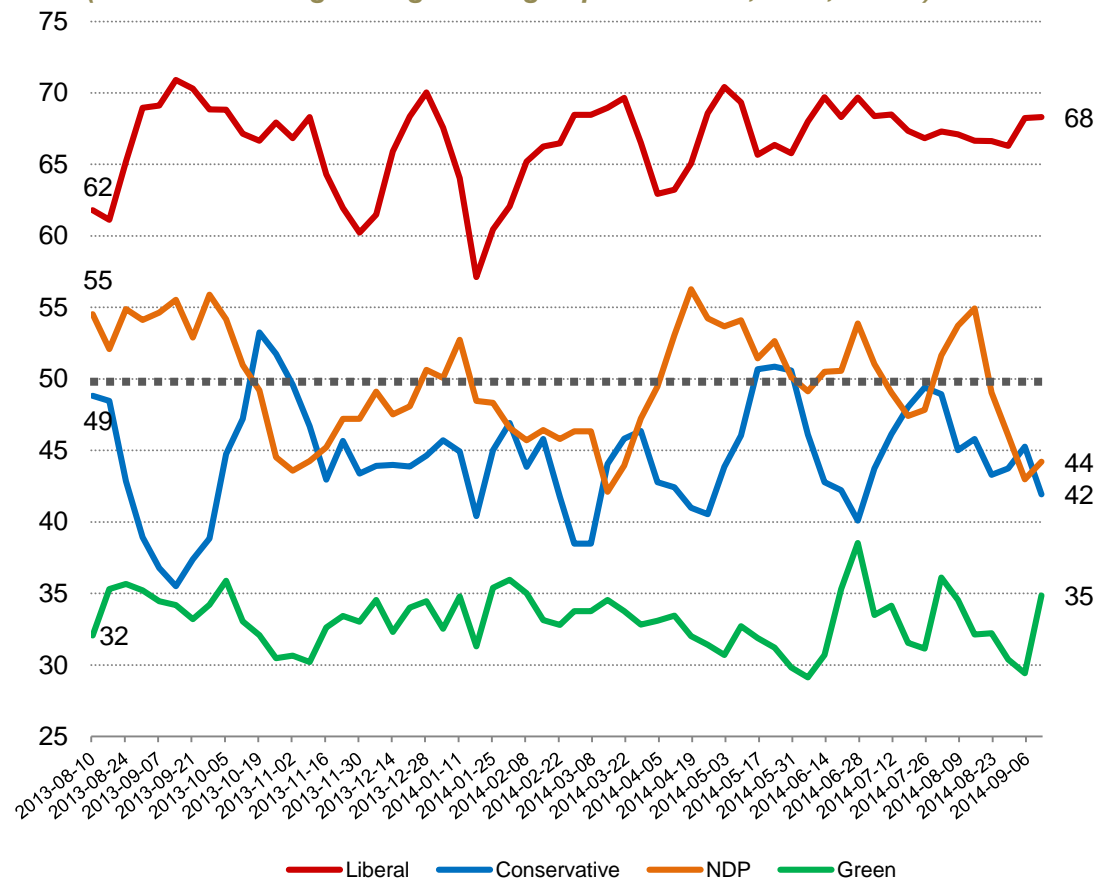
The Nanos Party Power Index Tracking for the Atlantic is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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Atlantic Weekly Index Tracking Scores (Four week rolling average ending September 12th, 2014, n=100)



Party Power Index



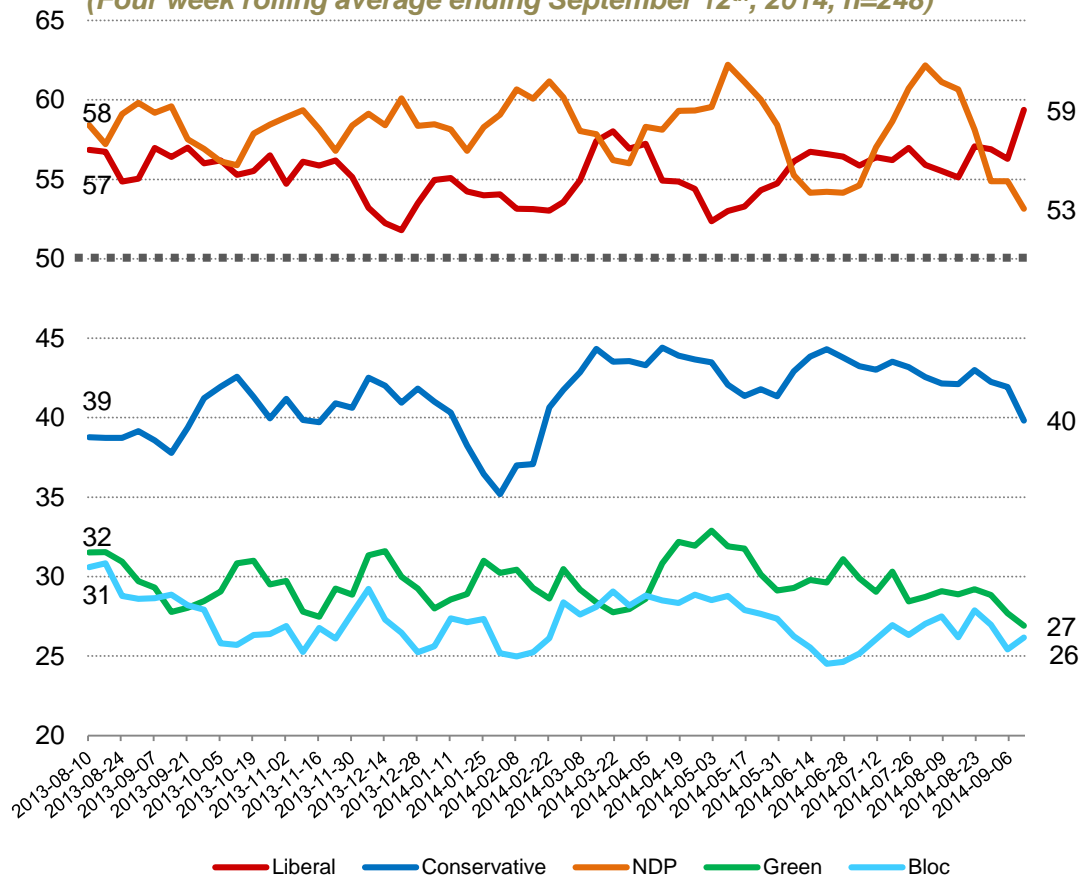
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Quebec Weekly Index Tracking Scores
 (Four week rolling average ending September 12th, 2014, n=248)



Party Power Index



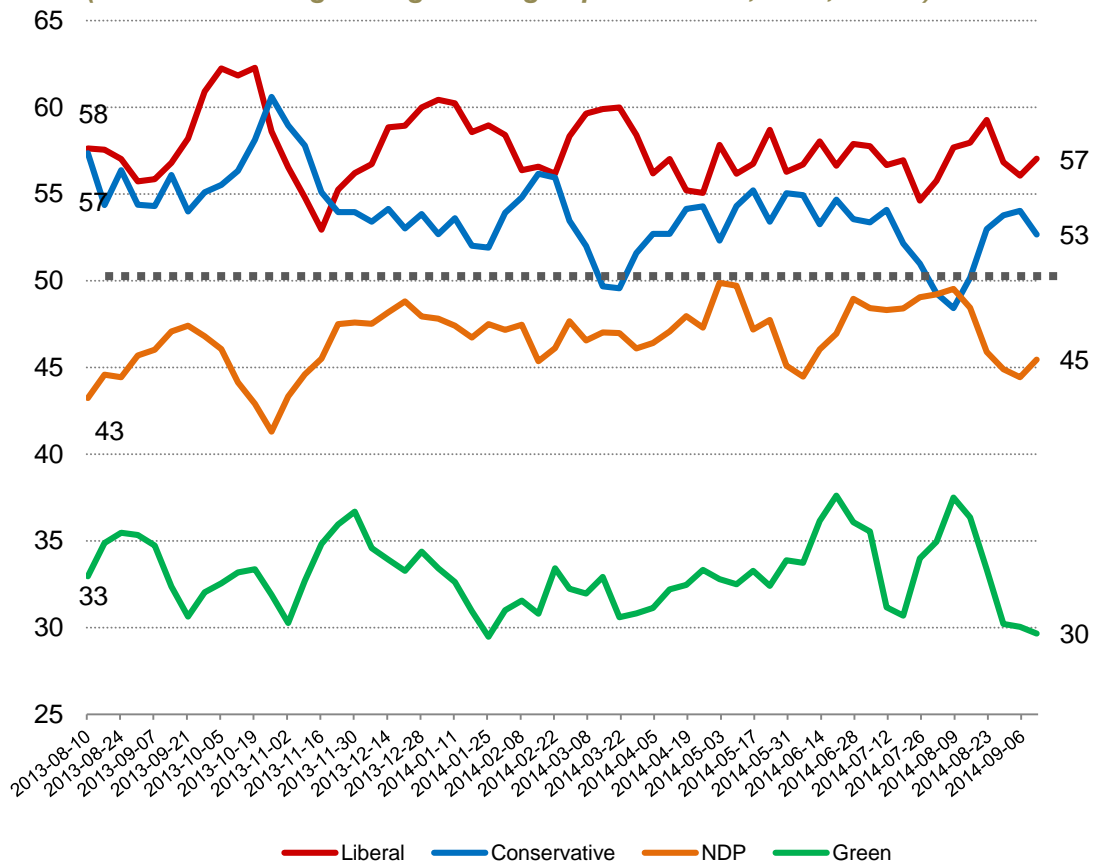
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Ontario Weekly Index Tracking Scores (Four week rolling average ending September 12th, 2014, n=300)



Party Power Index



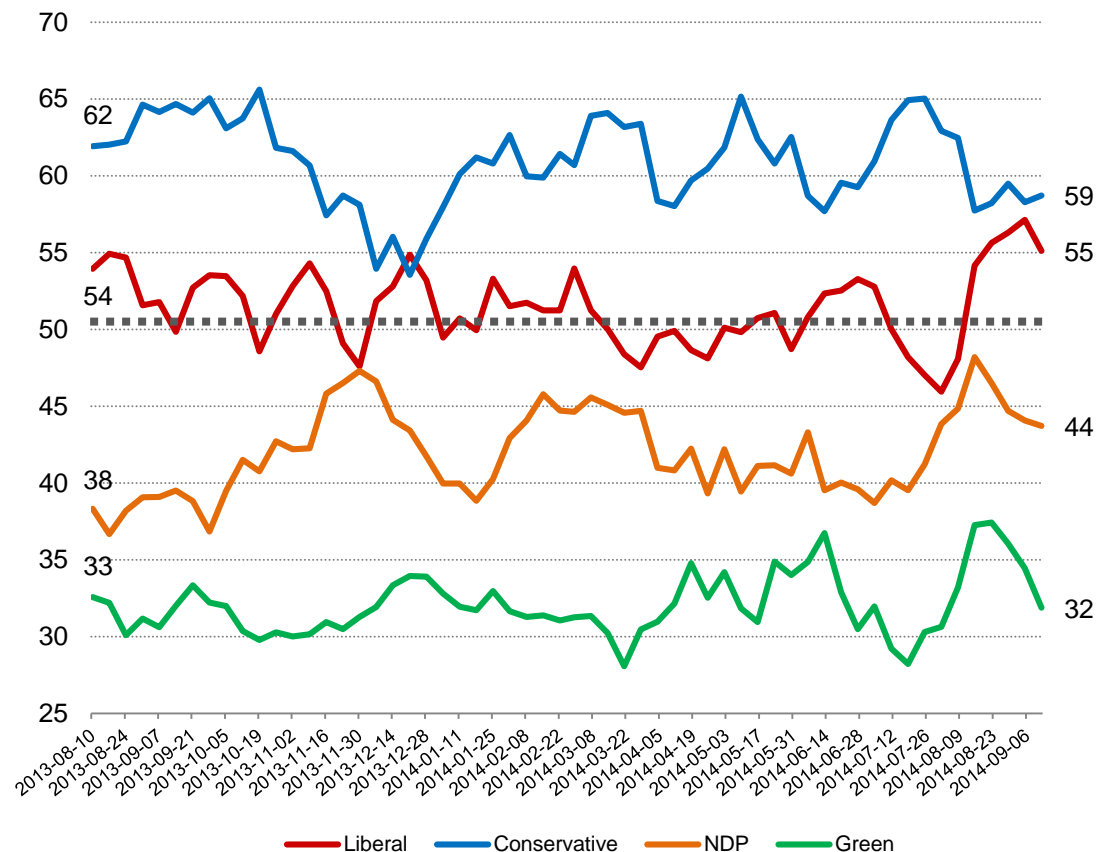
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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Prairies Weekly Index Tracking Scores (Four week rolling average ending September 12th, 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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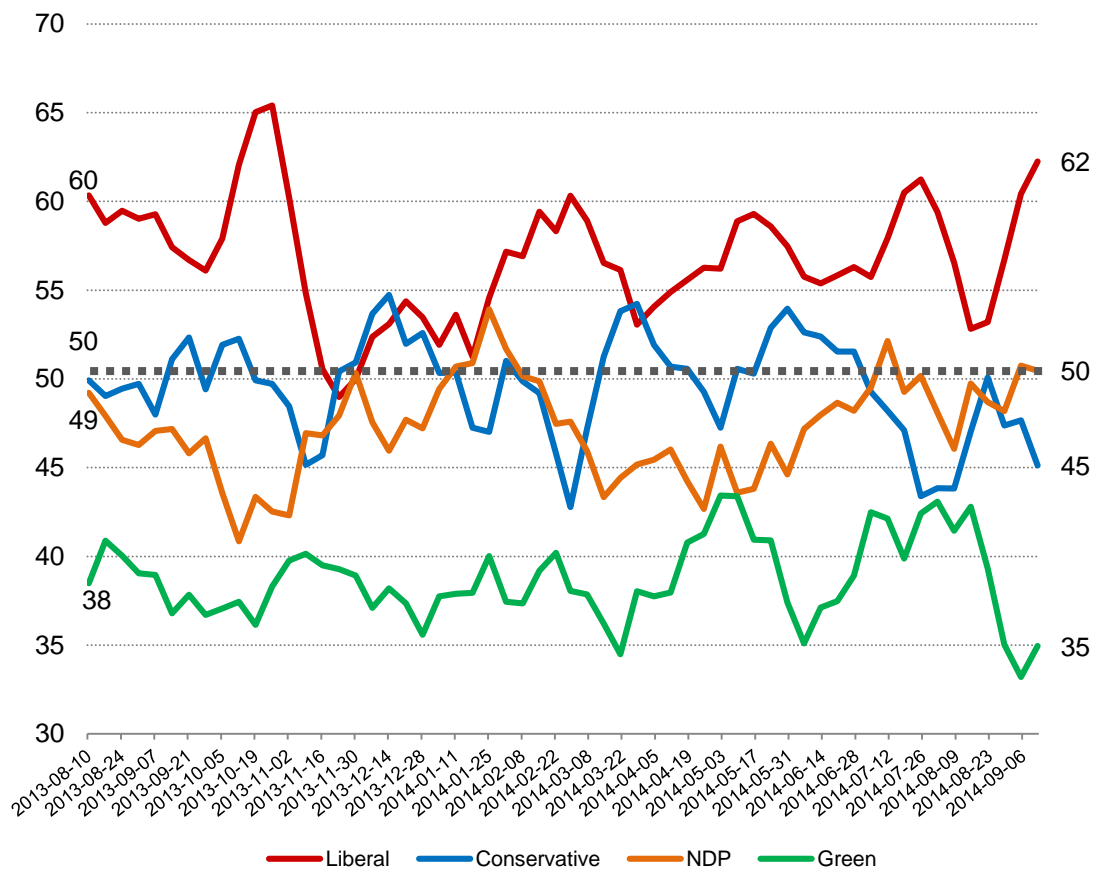
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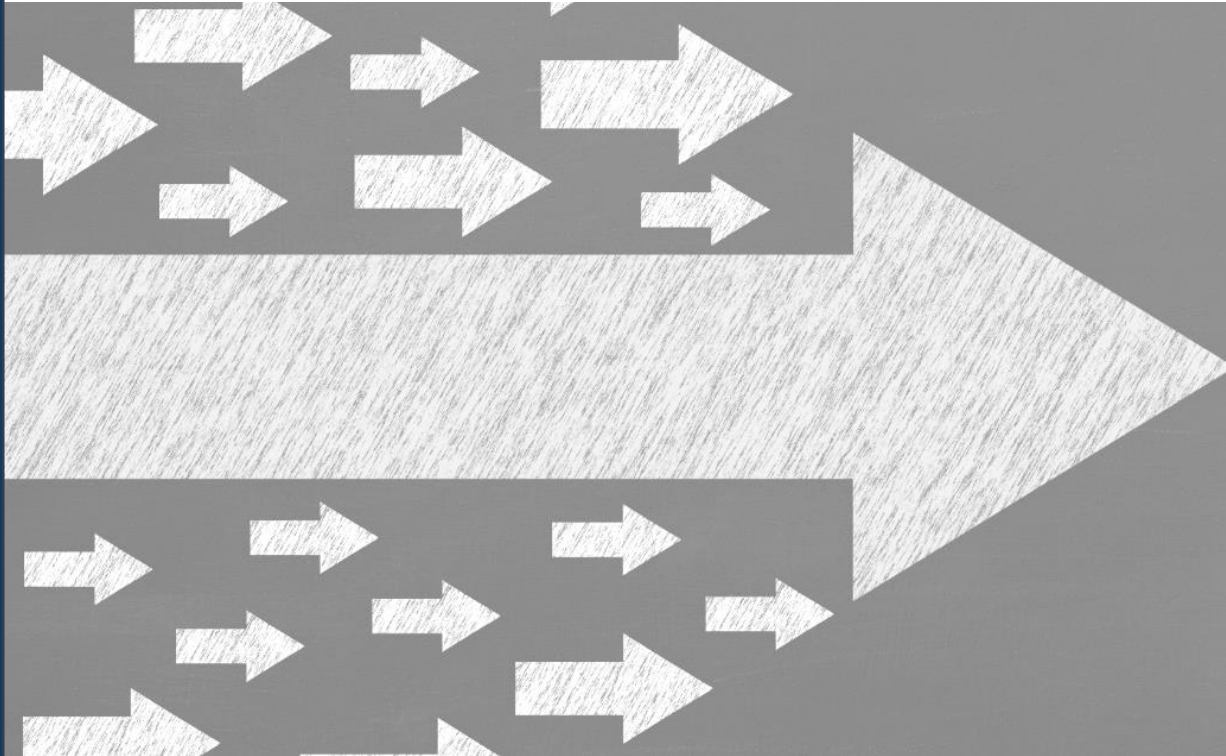
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British Columbia Weekly Index Tracking Scores (Four week rolling average ending September 12th, 2014, n=152)



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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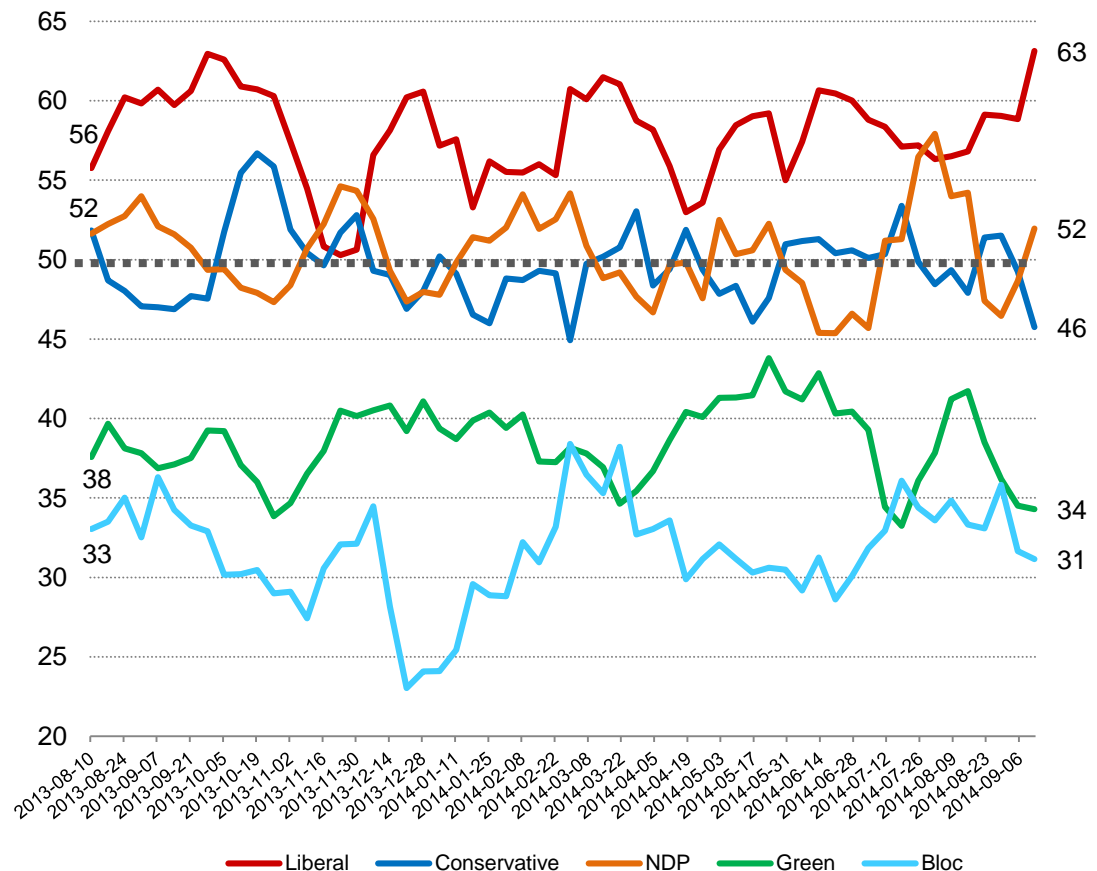
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18 to 29 Weekly Index Tracking Scores
(Four week rolling average ending September 12th, 2014, n=205)



Party Power Index



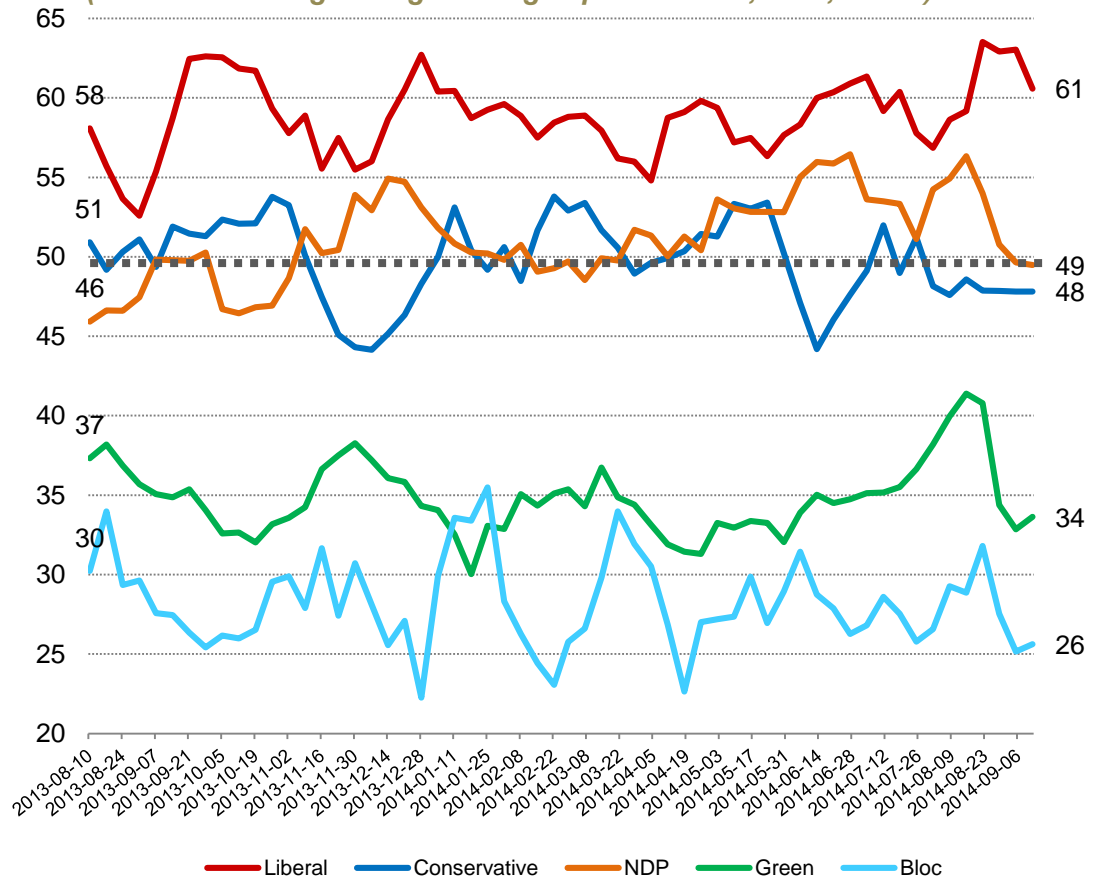
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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30 to 39 Weekly Index Tracking Scores (Four week rolling average ending September 12th, 2014, n=169)



Party Power Index



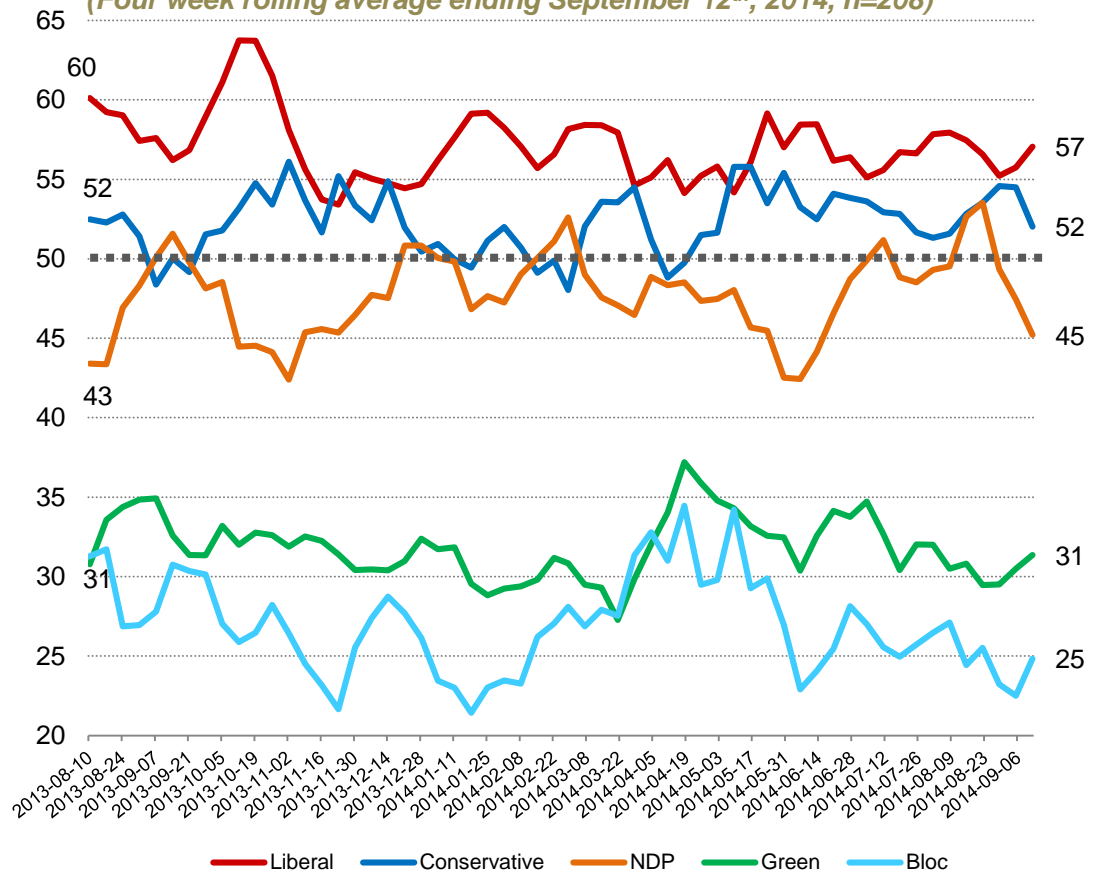
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

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40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending September 12th, 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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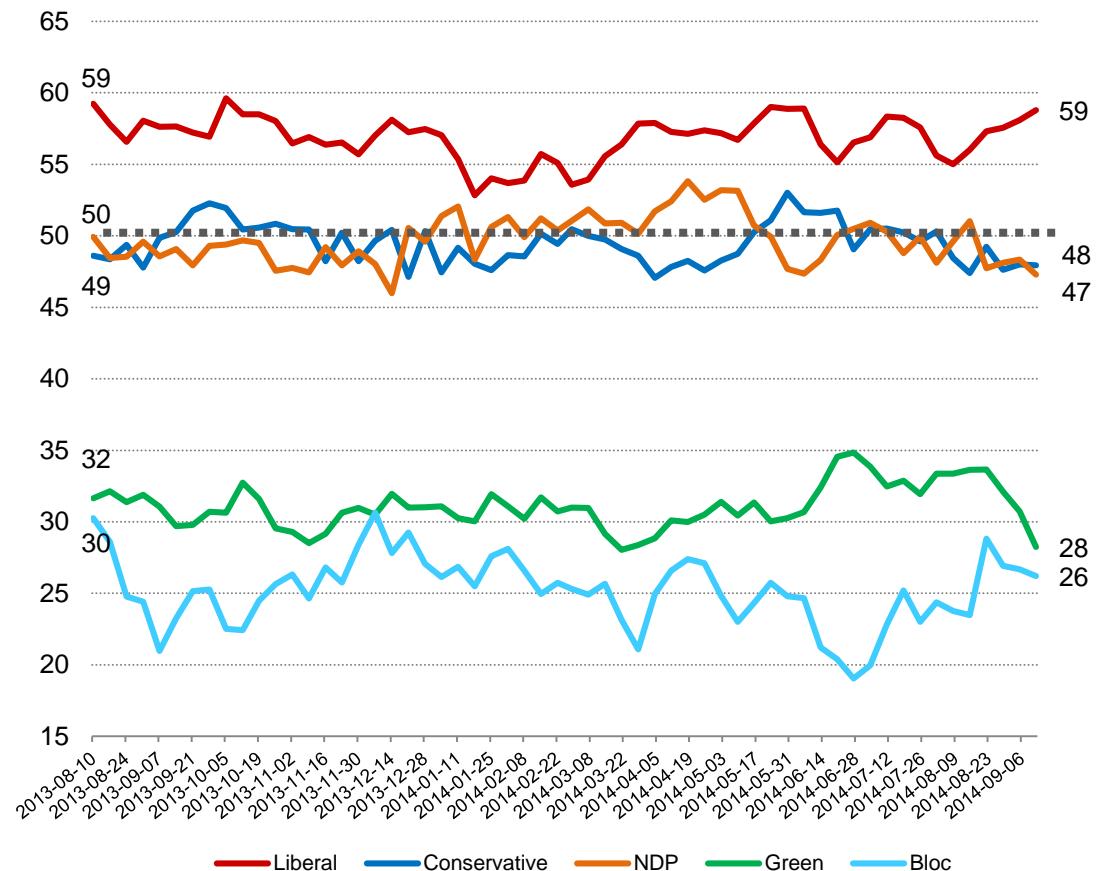
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50 to 59 Weekly Index Tracking Scores (Four week rolling average ending September 12th, 2014, n=178)



Party Power Index



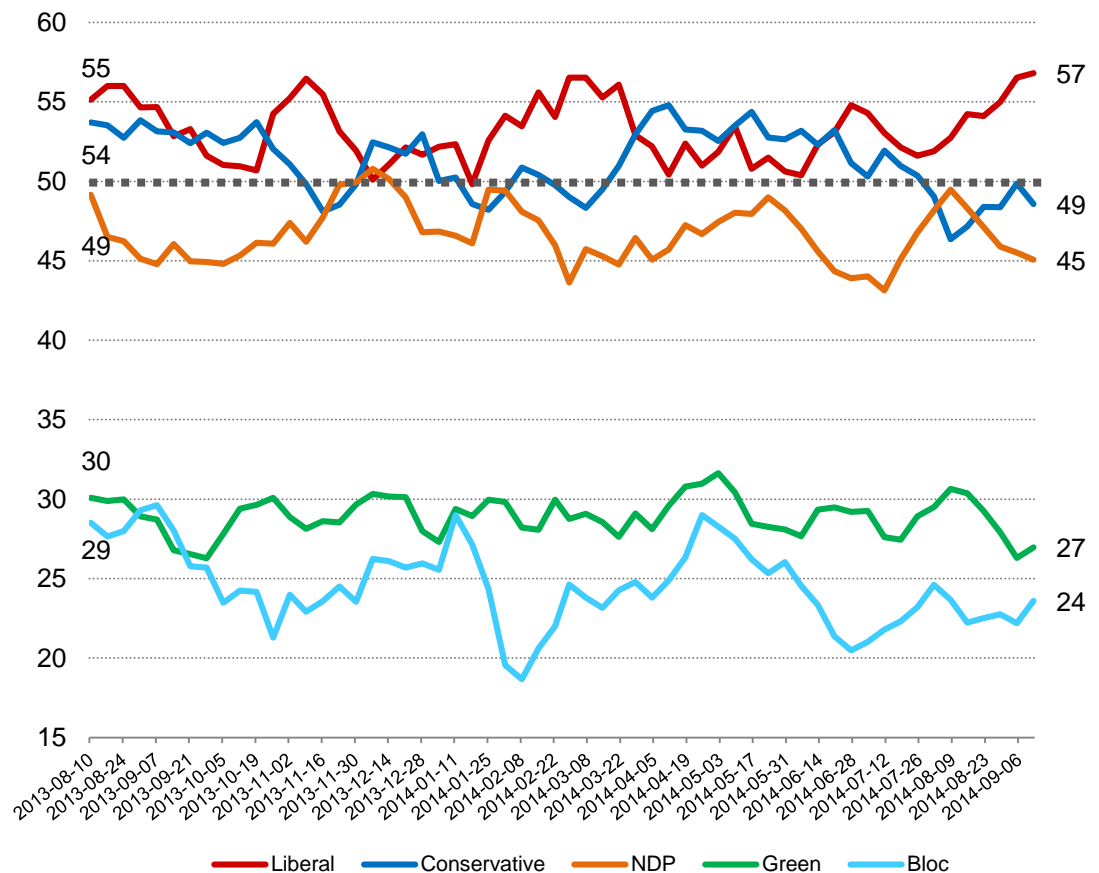
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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60 plus Weekly Index Tracking Scores (Four week rolling average ending September 12th, 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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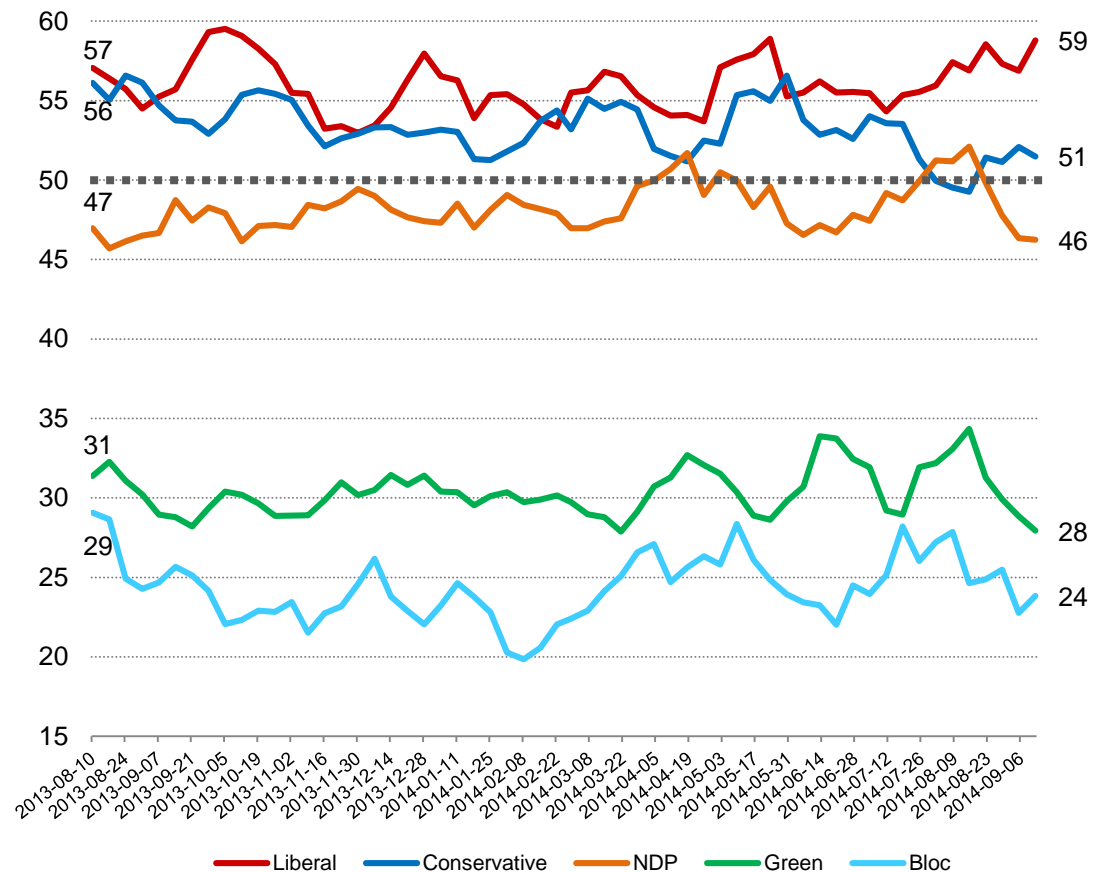
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Male Weekly Index Tracking Scores

(Four week rolling average ending September 12th, 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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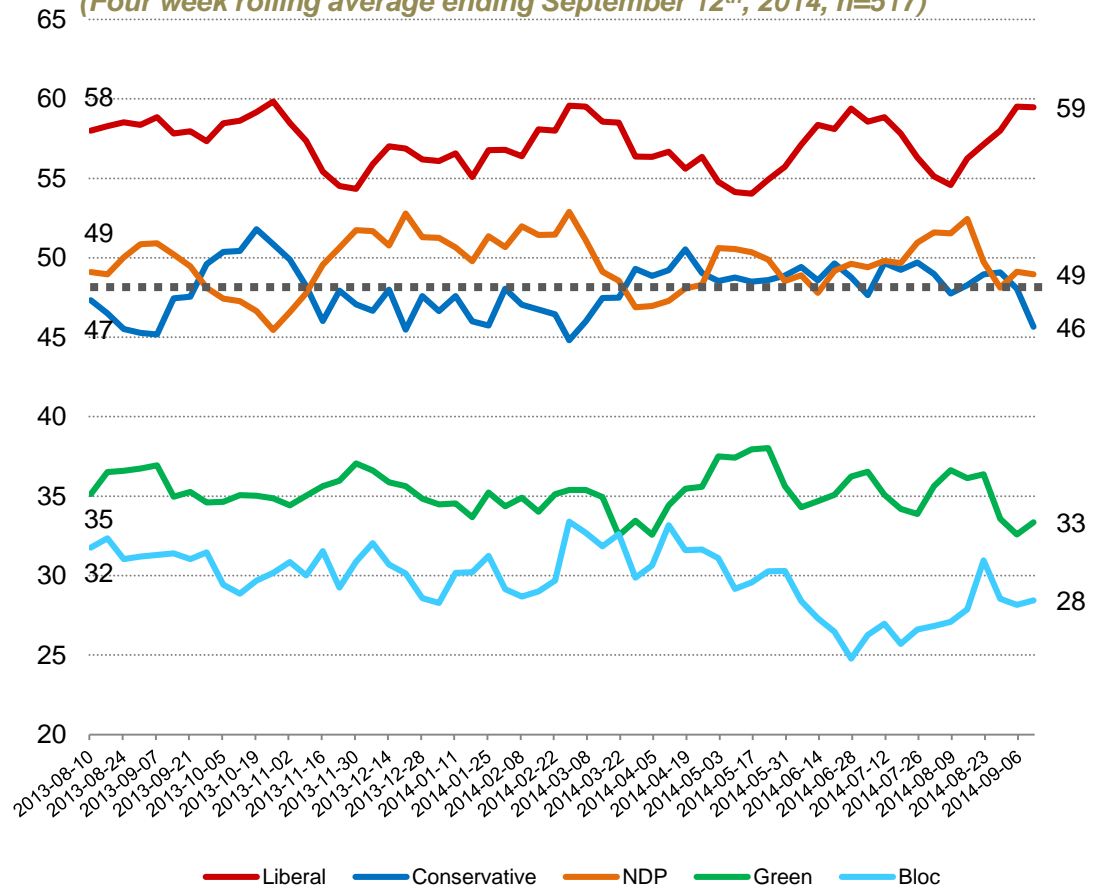
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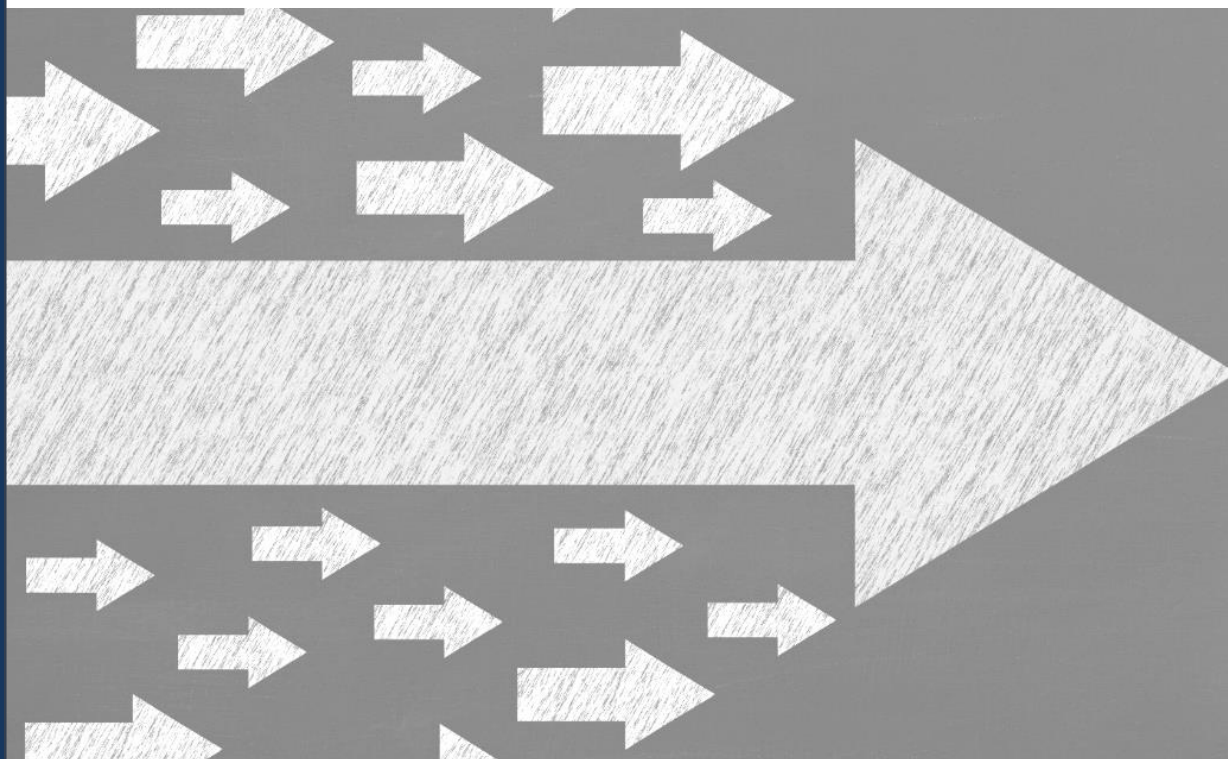
Female Weekly Index Tracking Scores

(Four week rolling average ending September 12th, 2014, n=517)



National Political Tracking Numbers

Nanos Weekly Tracking



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National Ballot



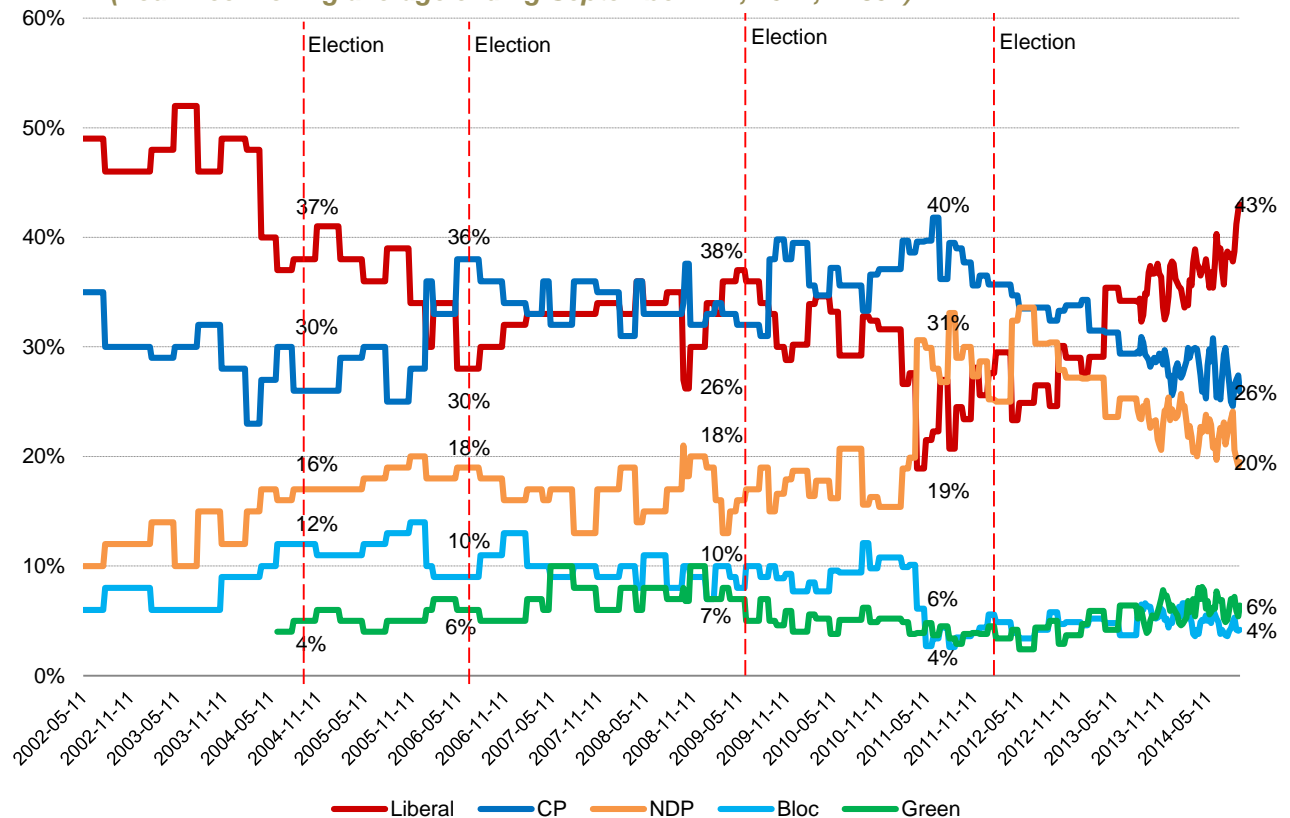
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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Weekly Tracking – First Ranked Choice
(Four week rolling average ending September 12th, 2014, n=851)



National Issue



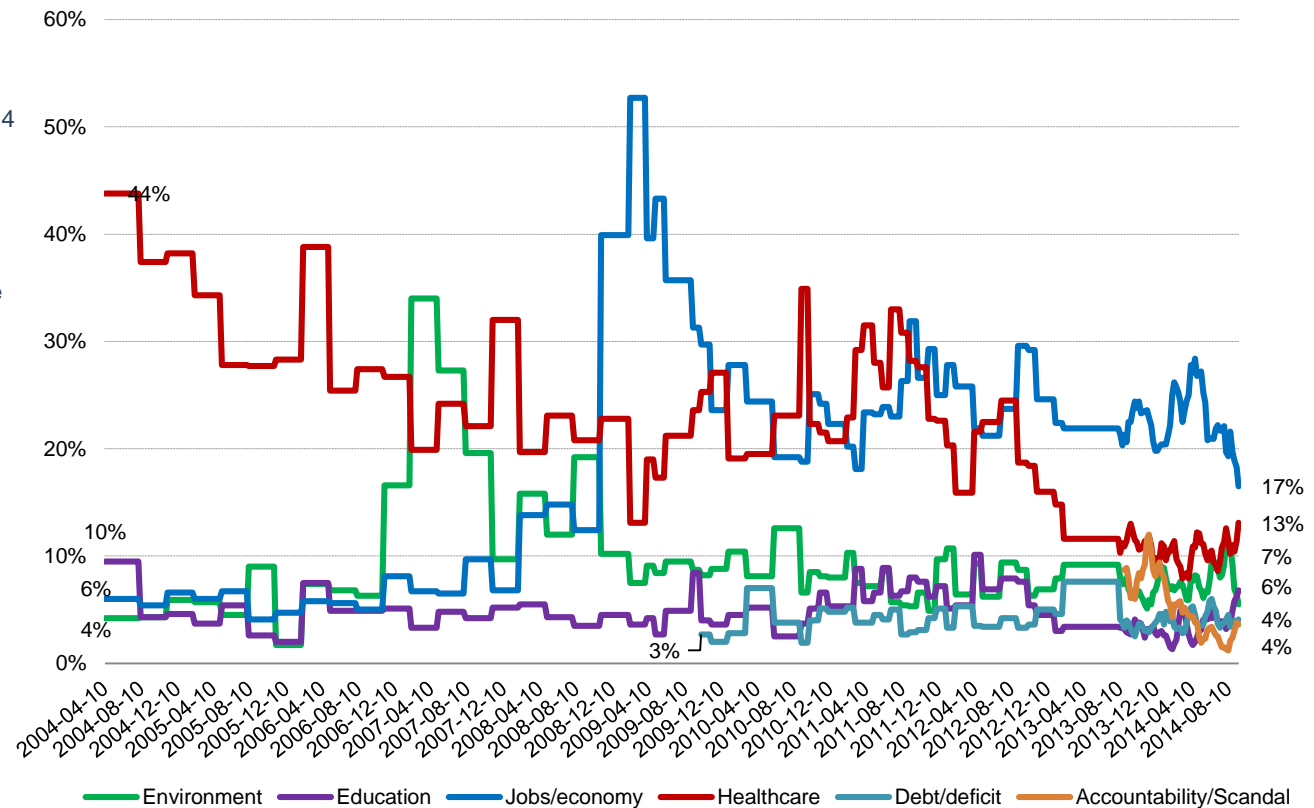
Question: What is your most important NATIONAL issue of concern?

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Weekly Tracking (Four week rolling average ending September 12th, 2014, n=1,000)



Federal Party Accessible Voters

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Consider Conservative NANOS

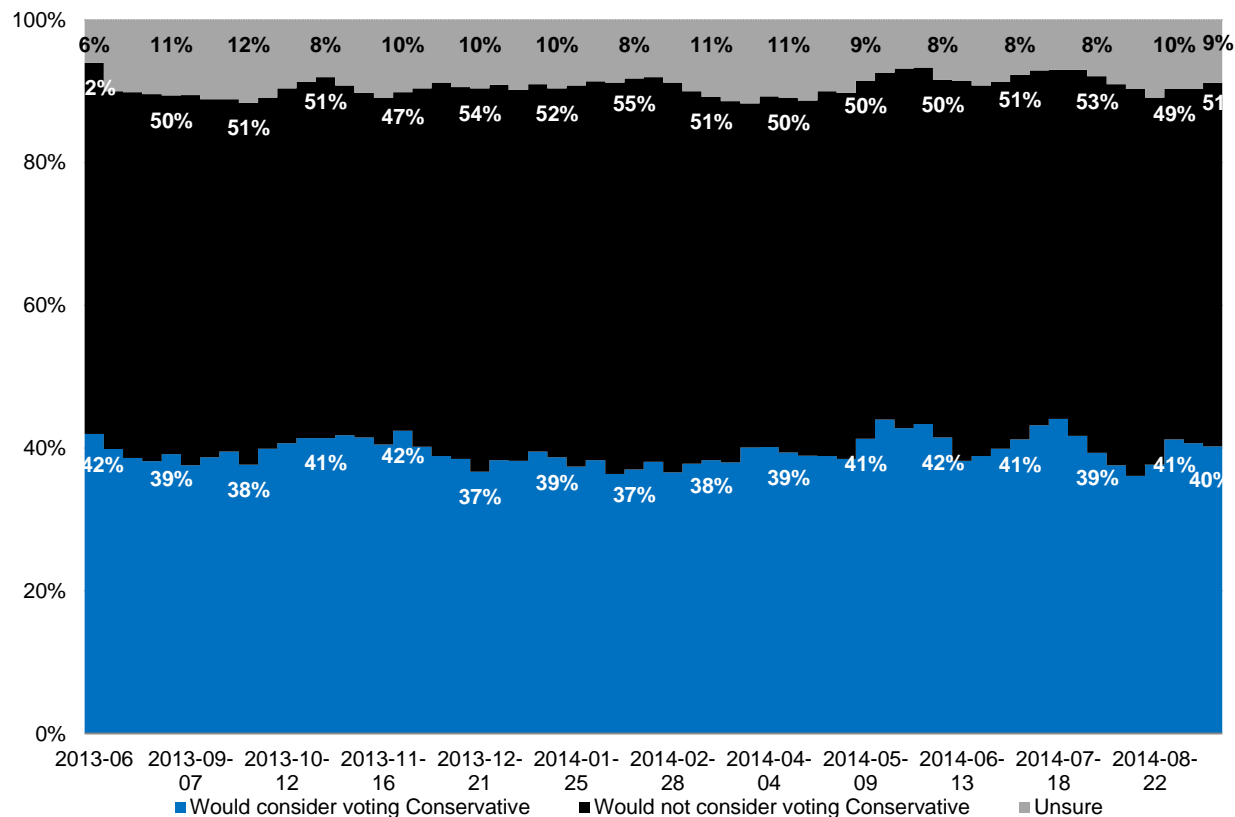
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

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National – Weekly Tracking (Four week rolling average ending September 12th, 2014, n=1,000)



Consider NDP



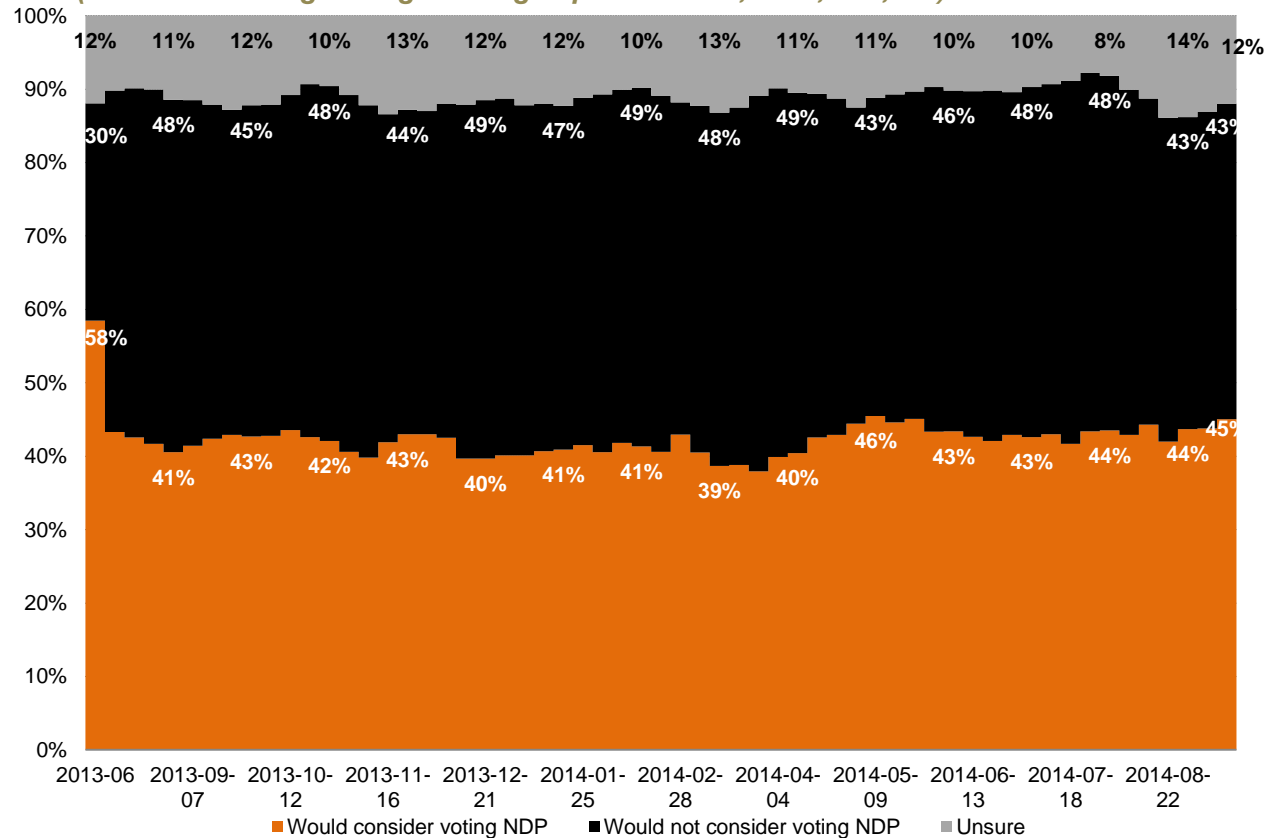
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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National – Weekly Tracking
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Consider Liberal



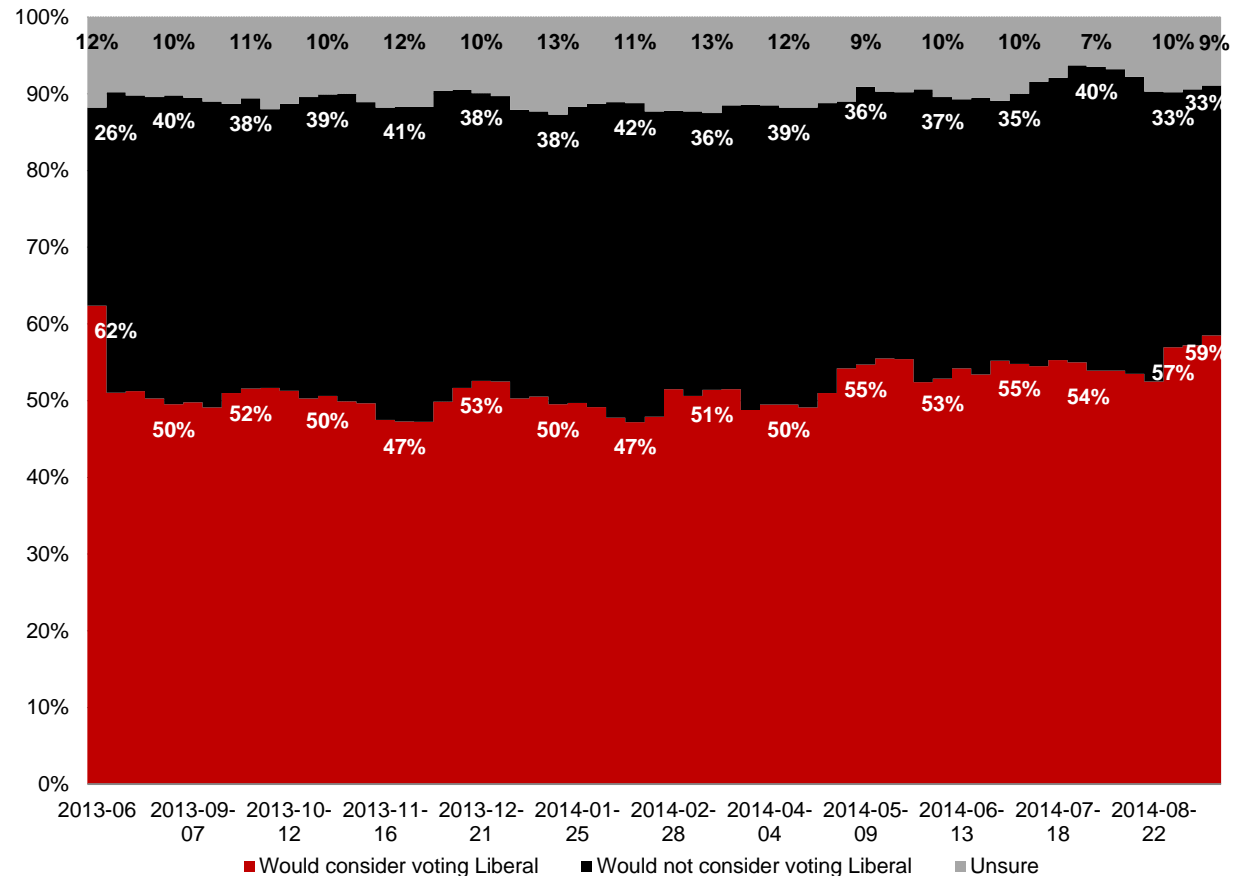
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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National – Weekly Tracking
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Consider Bloc



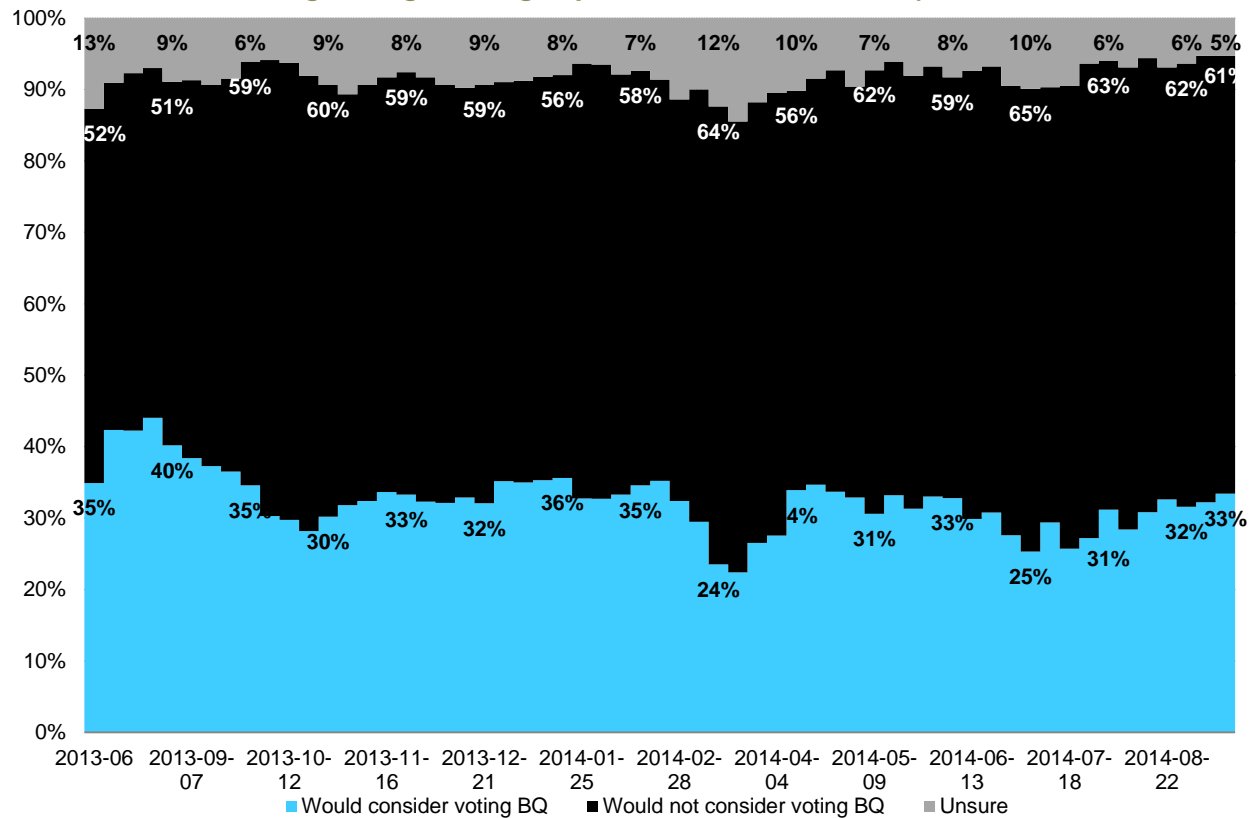
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
Four week rolling average ending September 12th, 2014, n=248)



Consider Green



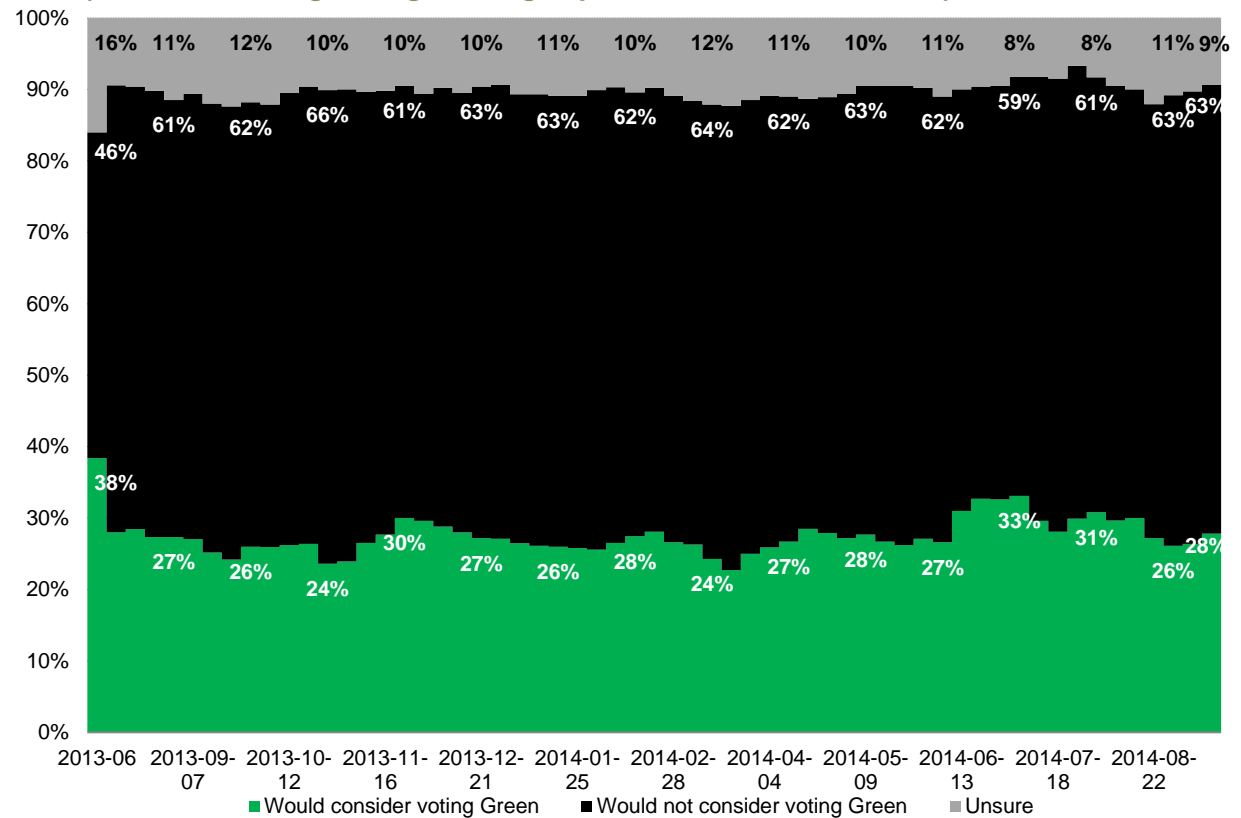
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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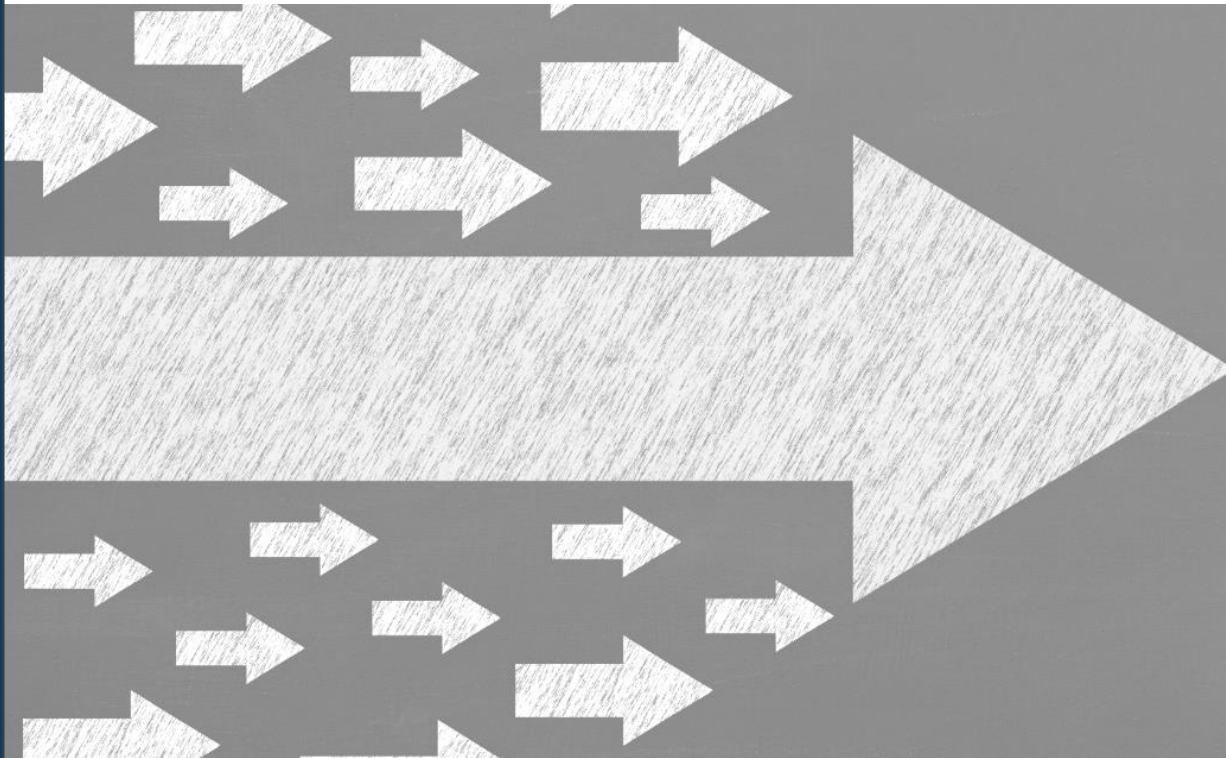
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National – Weekly Tracking
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Tracking on the Federal Political Leaders

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Prime Minister



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

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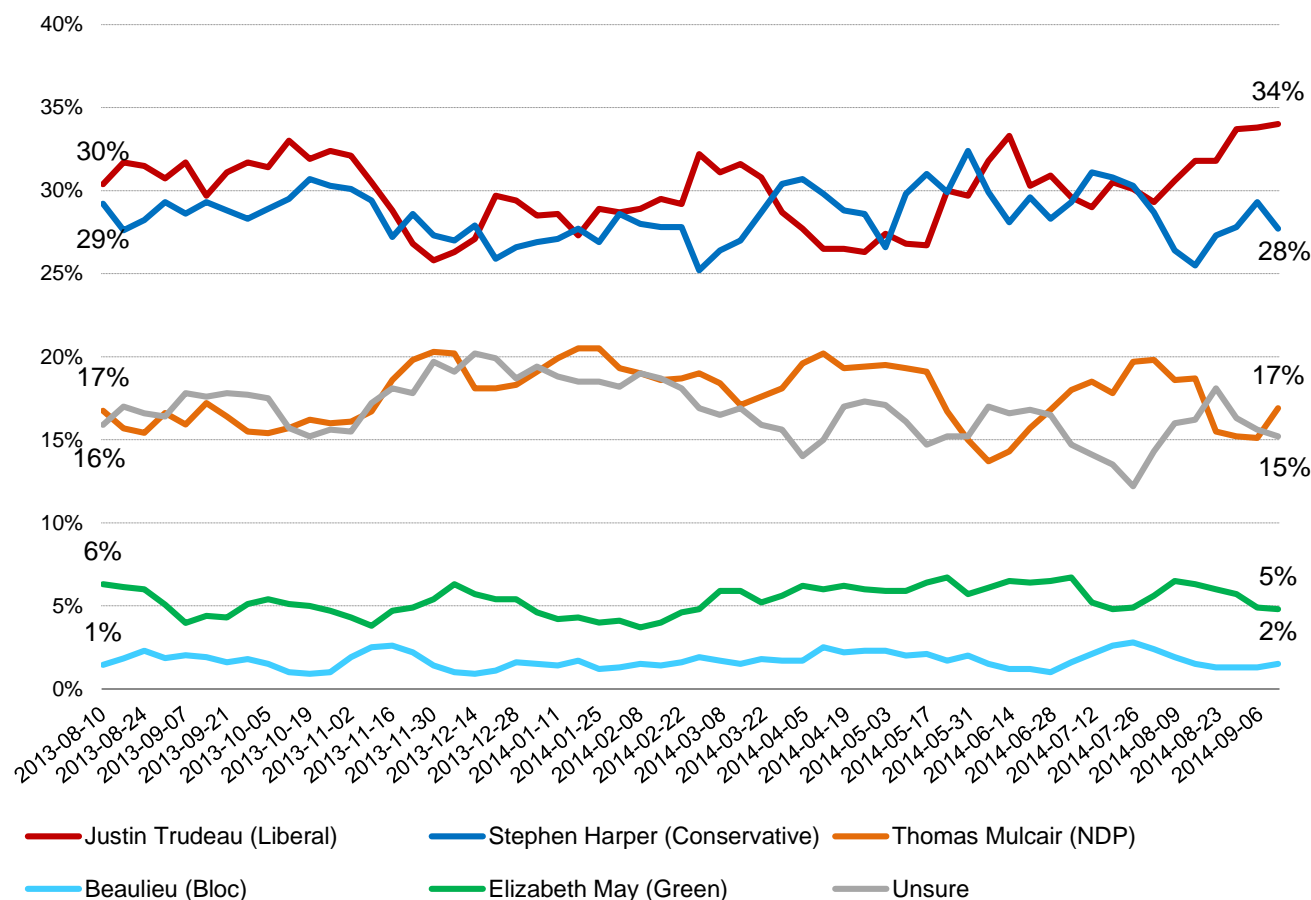
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National – Weekly Tracking – First Ranked Choice (Four week rolling average ending September 12th, 2014, n=1,000)



Harper



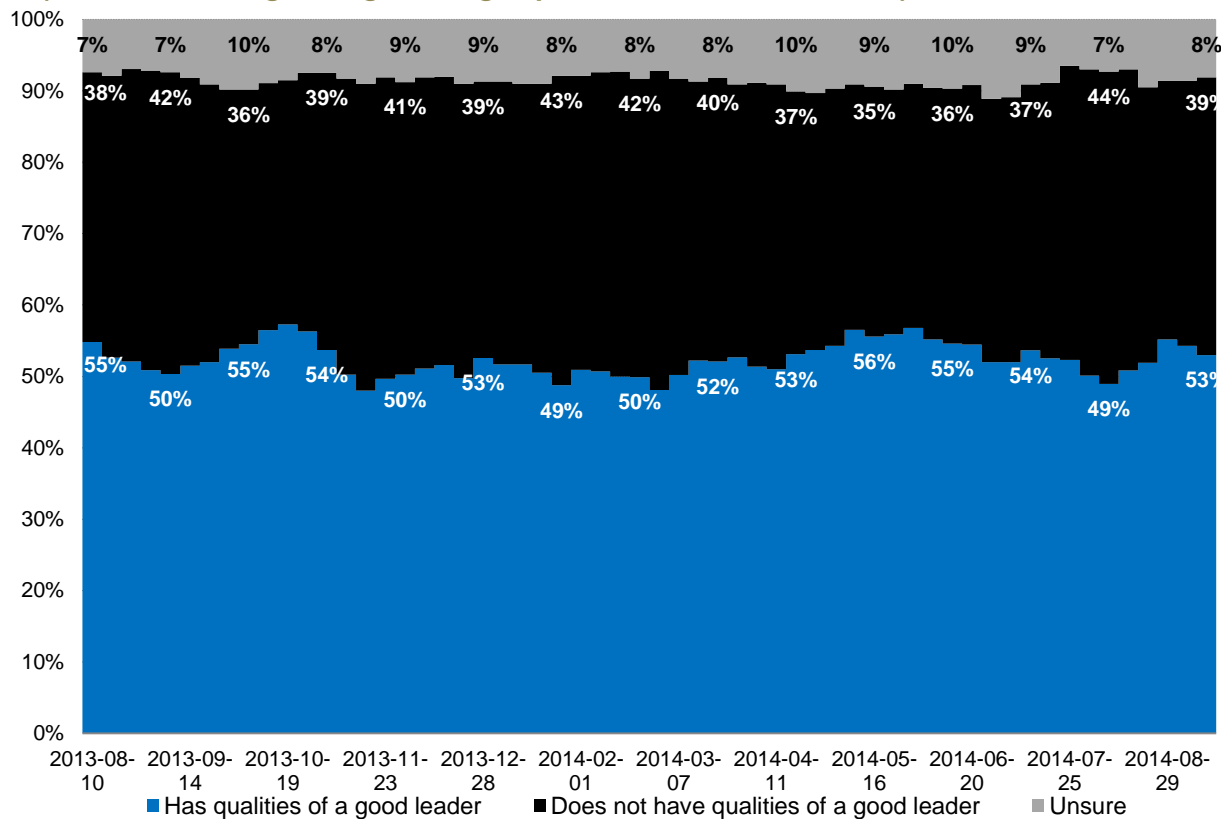
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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National – Weekly Tracking (Four week rolling average ending September 12th, 2014, n=1,000)



Mulcair



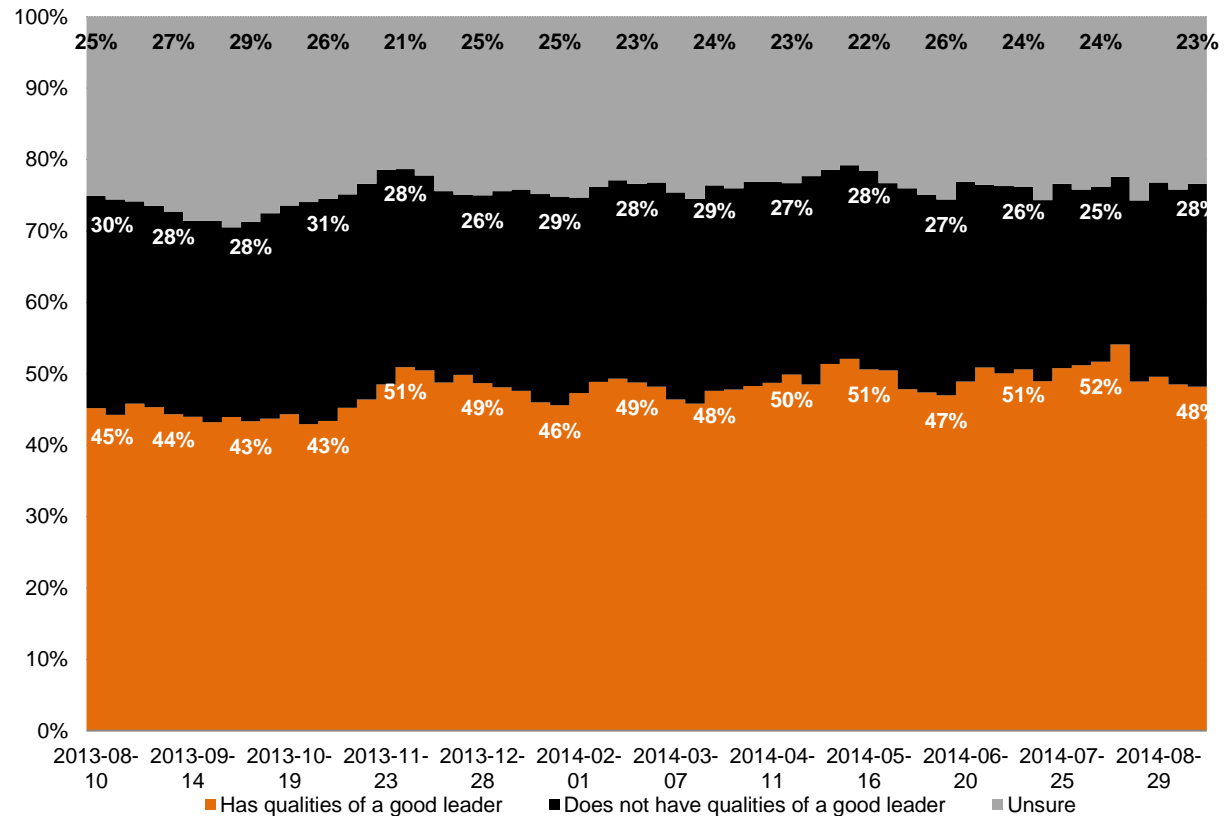
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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National – Weekly Tracking (Four week rolling average ending September 12th, 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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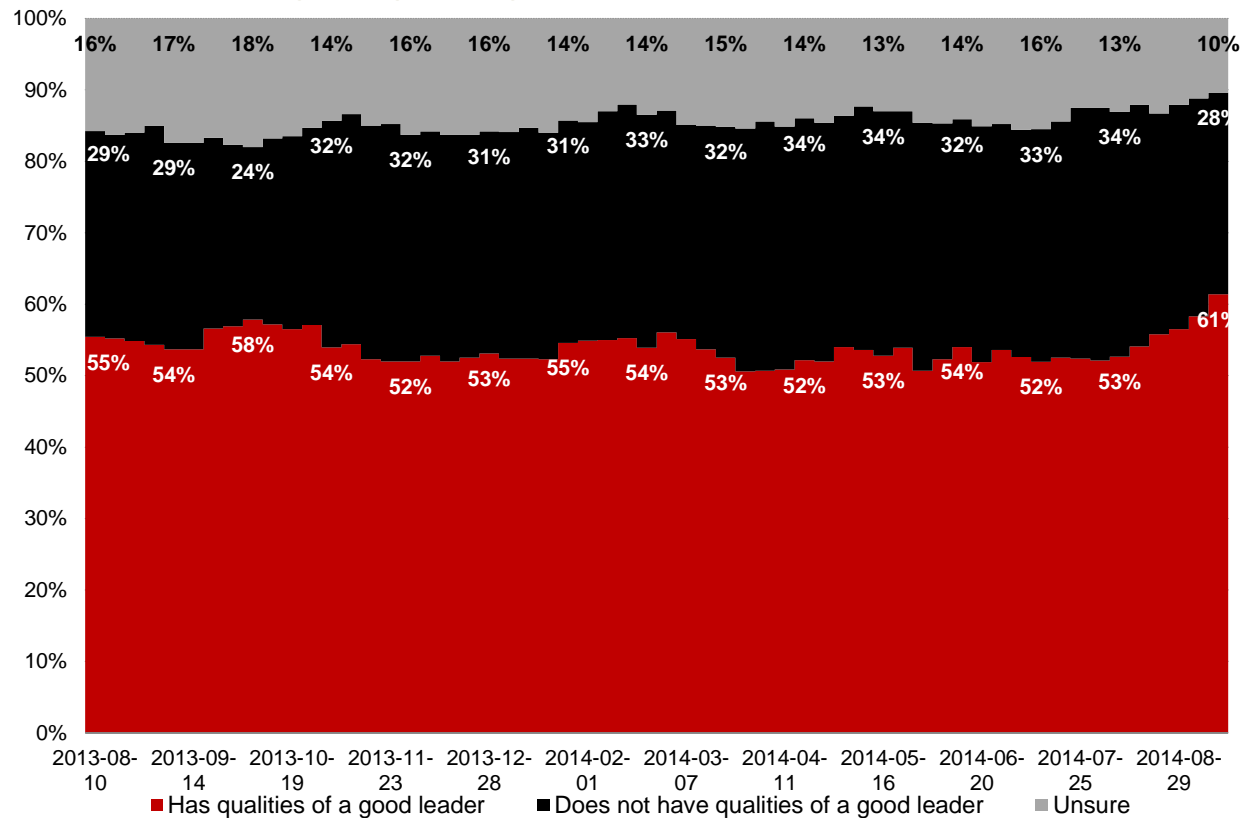
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National – Weekly Tracking

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Beaulieu



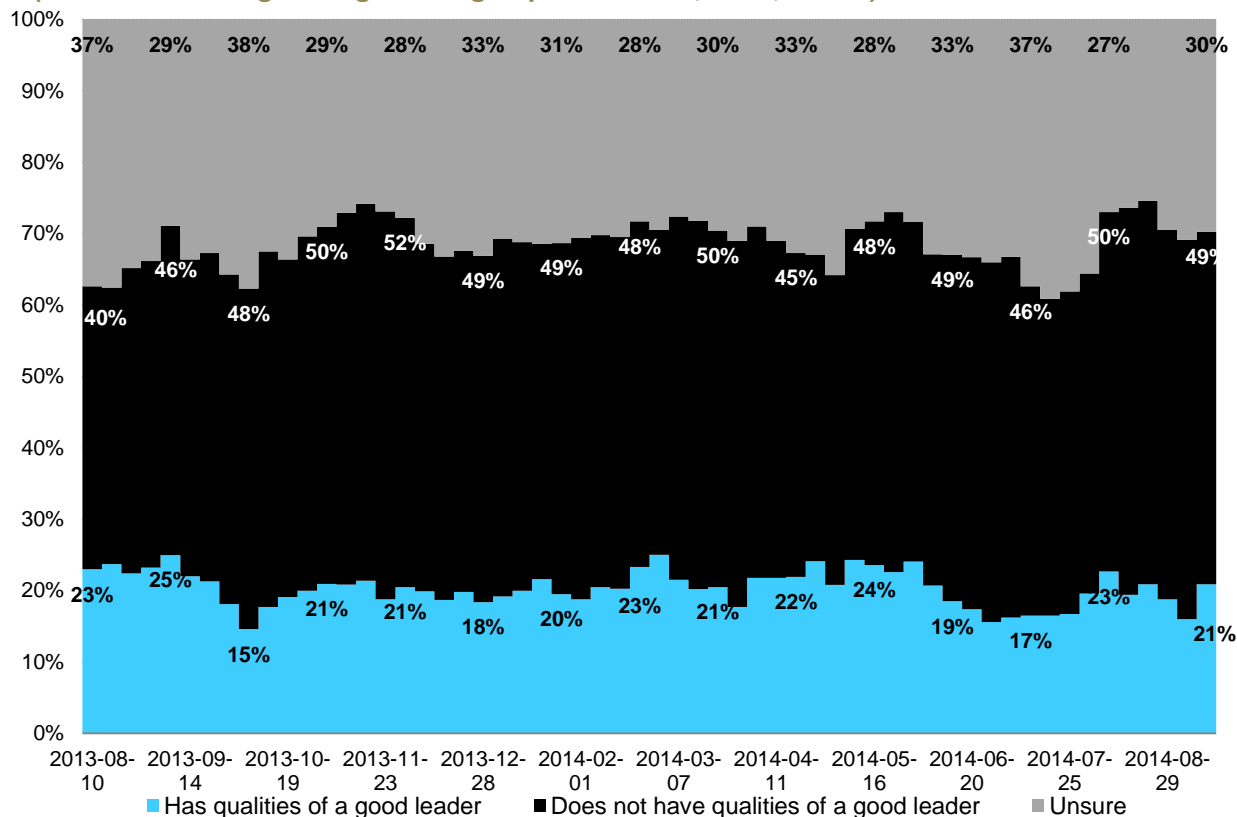
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Mario Beaulieu

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May



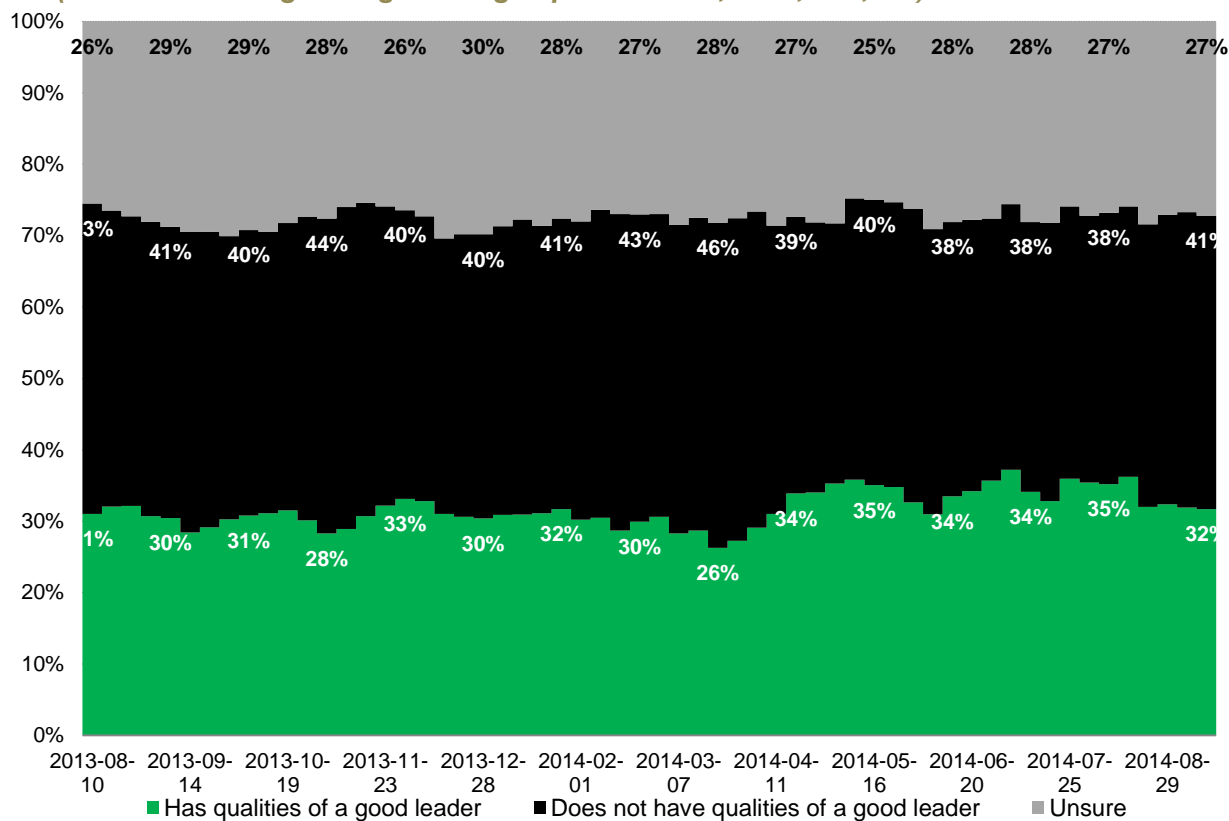
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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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 September 12th, 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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