Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending October 10, 2014
(released October 15, 2014)

NANOS

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Weekly Nanos Party Power Index

Liberals score higher than other parties in Nanos Index but have slid for second week in succession
(Released 10/15/2014)

After a climb in their party index scores over the summer and early fall, the Liberals registered a decline for the second week in succession. Even with the decline the Liberals enjoy a score on the 100 point index stronger than the other federal parties. The Liberals scored 59 points out of 100 compared to the Conservatives who scored 52 points, the NDP 49 points, the Green Party 32 points and the BQ in Quebec 25 points.

On the preferred Prime Minister front the eight point gap last week is now a five point gap. Asked who they would prefer as Prime Minister, Trudeau was first at 35 per cent followed by Harper at 30 per cent, Mulcair at 17 per cent and May at four per cent.

Over the past two weeks the Conservative accessible vote pool has started to positively move but still trails both the Liberals and the New Democrats. Asked a series of independent questions, 58 per cent of Canadians would consider voting for the federal Liberals, 46 per cent would consider the NDP, 42 per cent would consider the Conservatives and 26 per cent would consider the Green Party of Canada.

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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          nnanos@nanosresearch.com

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Data Summary

	This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Oct 2013)	12 Month High	12 Month Low	12 Month Average
Canada Party Power Index								
Liberal	59.2	60.5	59.1	56.6	58.8	60.8	53.7	56.7
Conservative	51.7	50.4	48.4	51.5	52.8	53.7	48.4	50.5
NDP	49.0	49.6	47.6	49.4	46.7	52.3	46.3	49.1
Green	31.6	31.9	30.7	32.2	32.6	35.2	30.3	32.7
Bloc	25.1	25.6	26.1	26.0	25.7	29.2	24.4	26.7
Party Consider								
Liberal	58.1%	58.8%	58.5%	54.5%	51.3%	59.7%	47.2%	52.4%
NDP	45.8%	45.6%	45.1%	43.0%	43.5%	45.9%	37.9%	42.3%
Conservative	42.2%	40.6%	40.2%	43.2%	40.7%	44.1%	36.1%	39.8%
Bloc	28.7%	29.7%	33.4%	29.4%	29.7%	35.6%	22.4%	31.2%
Green	25.8%	28.2%	27.8%	29.6%	26.2%	33.1%	22.7%	27.4%
Preferred Prime Minister								
Trudeau	35.2%	35.8%	34.0%	29.0%	33.0%	35.8%	25.8%	30.1%
Harper	30.0%	28.3%	27.7%	31.1%	29.5%	32.4%	25.2%	28.5%
Mulcair	17.4%	17.8%	16.9%	18.5%	15.7%	20.5%	13.7%	18.0%
May	3.8%	3.6%	4.8%	5.2%	5.1%	6.7%	3.1%	5.3%
Beaulieu	0.5%	0.7%	1.5%	2.1%	1.0%	2.8%	0.5%	1.6%
Unsure	13.1%	13.8%	15.2%	14.1%	15.7%	20.2%	12.2%	16.5%

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.
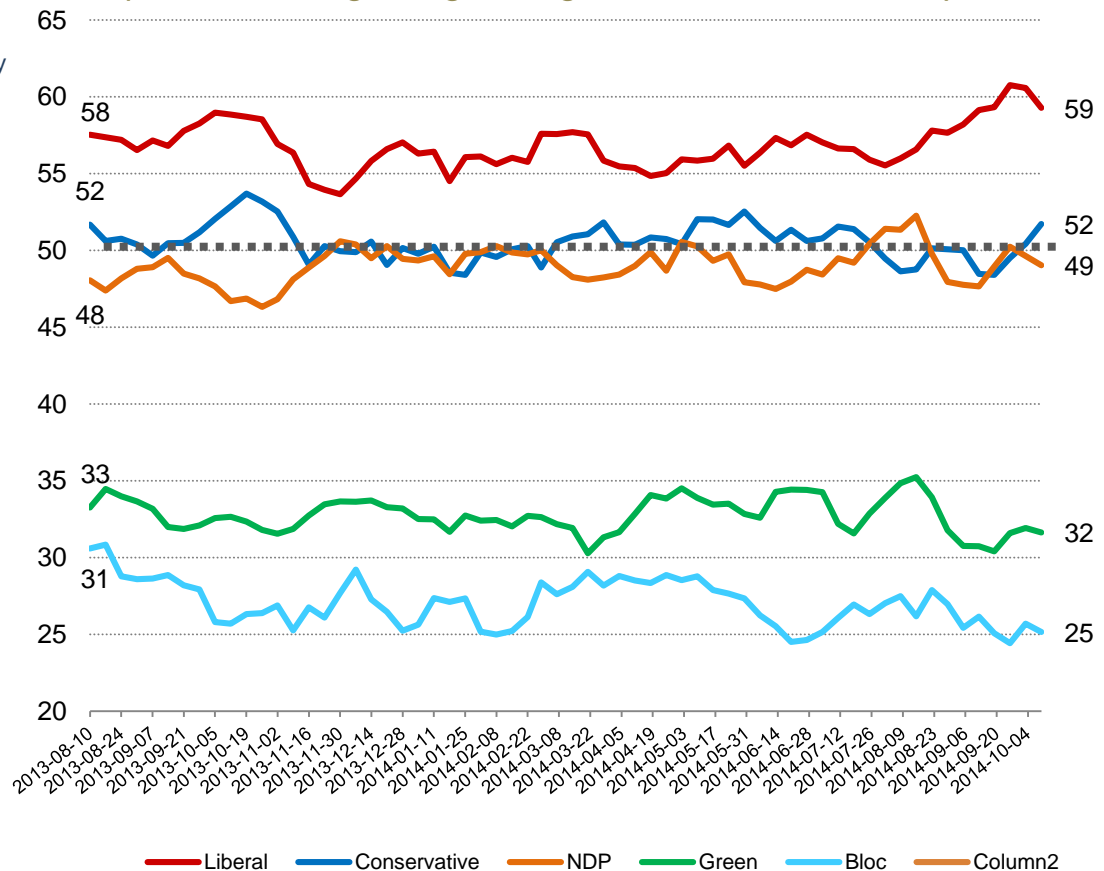
Party Power Index

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Canada Weekly Index Tracking Scores
(Four week rolling average ending October 10th, 2014, n=1,000)

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

Party Power Index Tracking by Region

Nanos Weekly Tracking

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Expert Counsel to CEOs and thought leaders
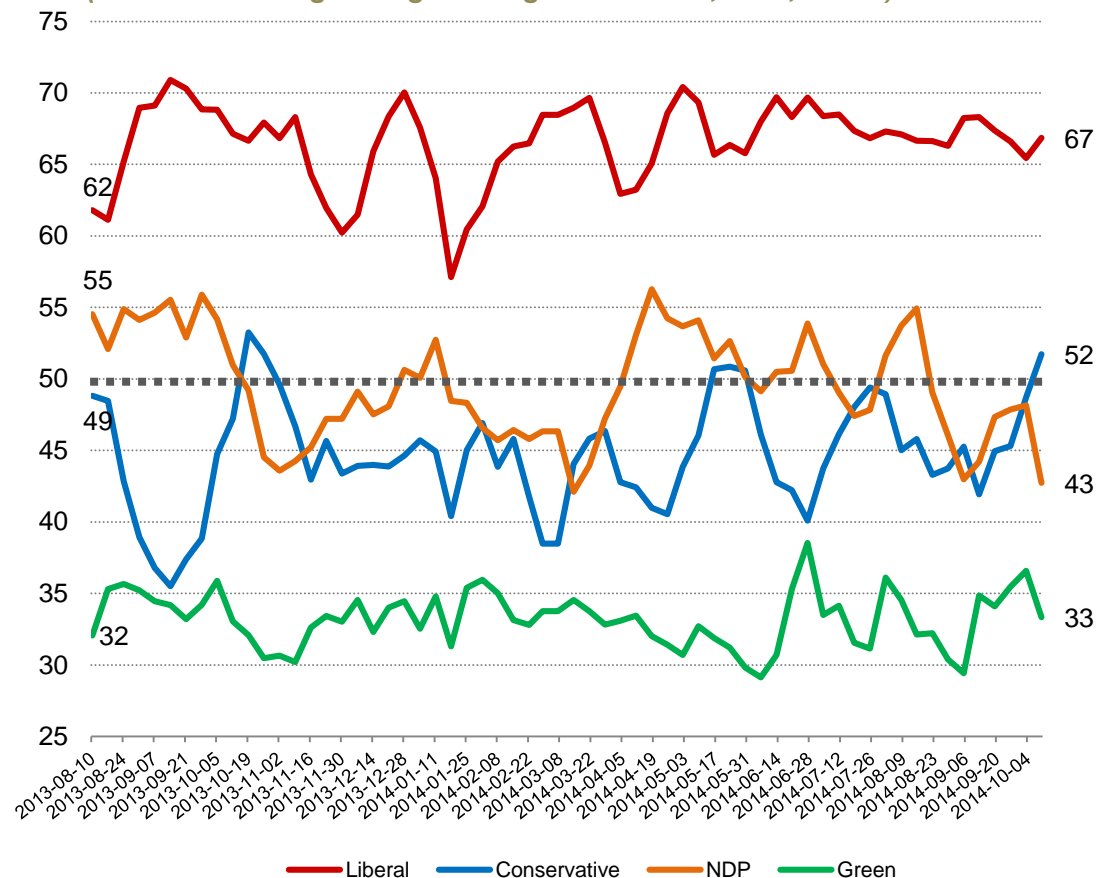
Party Power Index

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.

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Atlantic Weekly Index Tracking Scores
(Four week rolling average ending October 10th, 2014, n=100)

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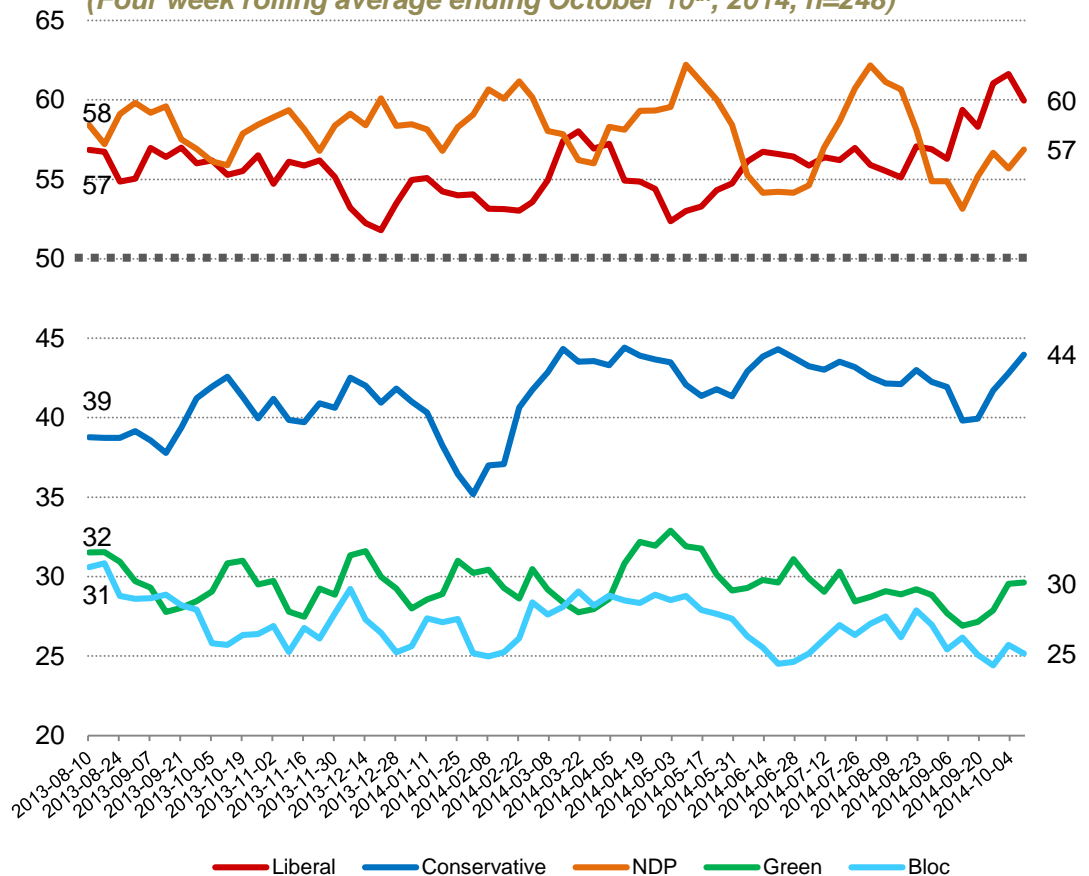
Party Power Index

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 October 10th, 2014, n=248)

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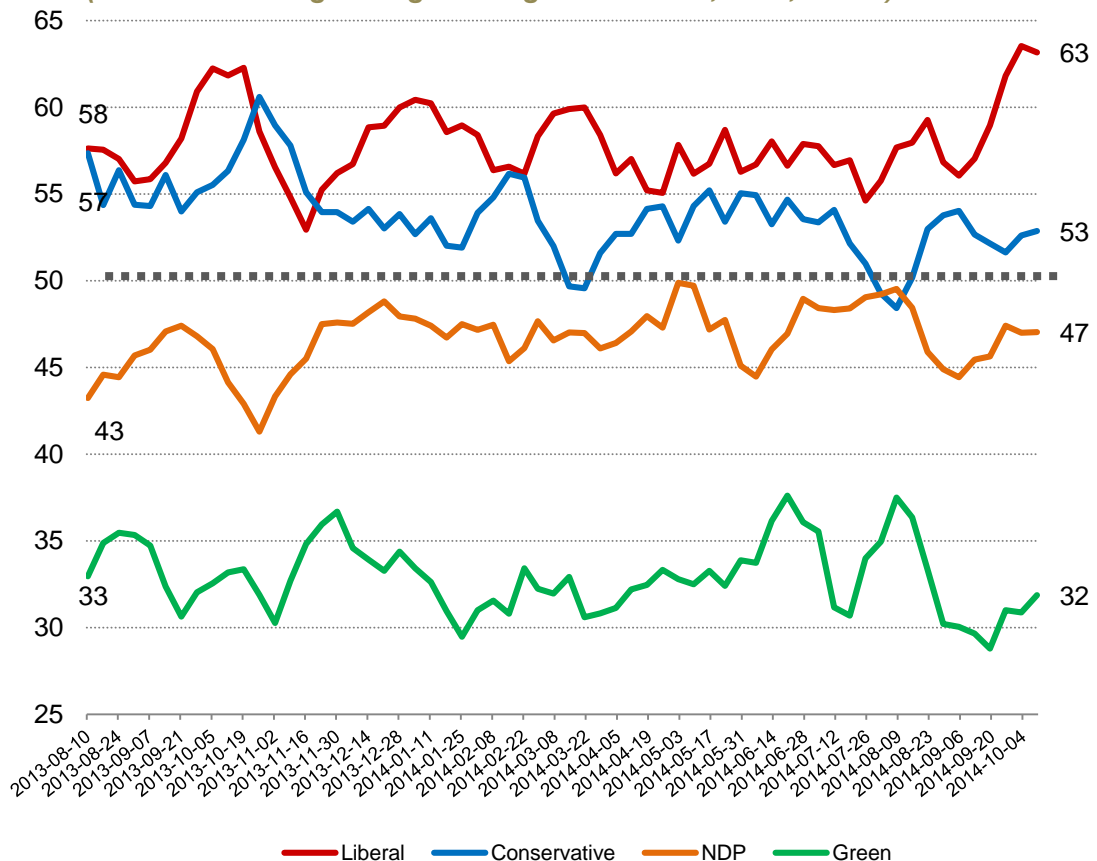
Party Power Index

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 October 10th, 2014, n=300)

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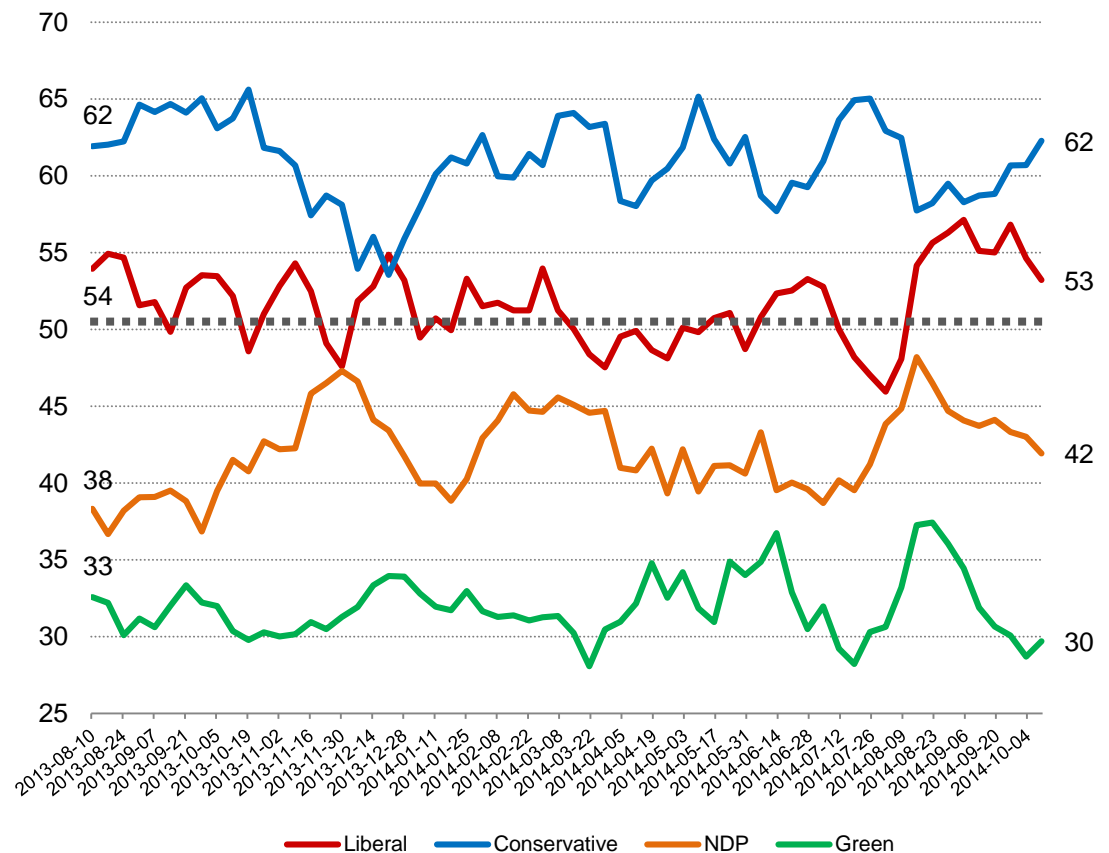
Party Power Index

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 October 10th, 2014, n=200)

Legend: Liberal, Conservative, NDP, 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.

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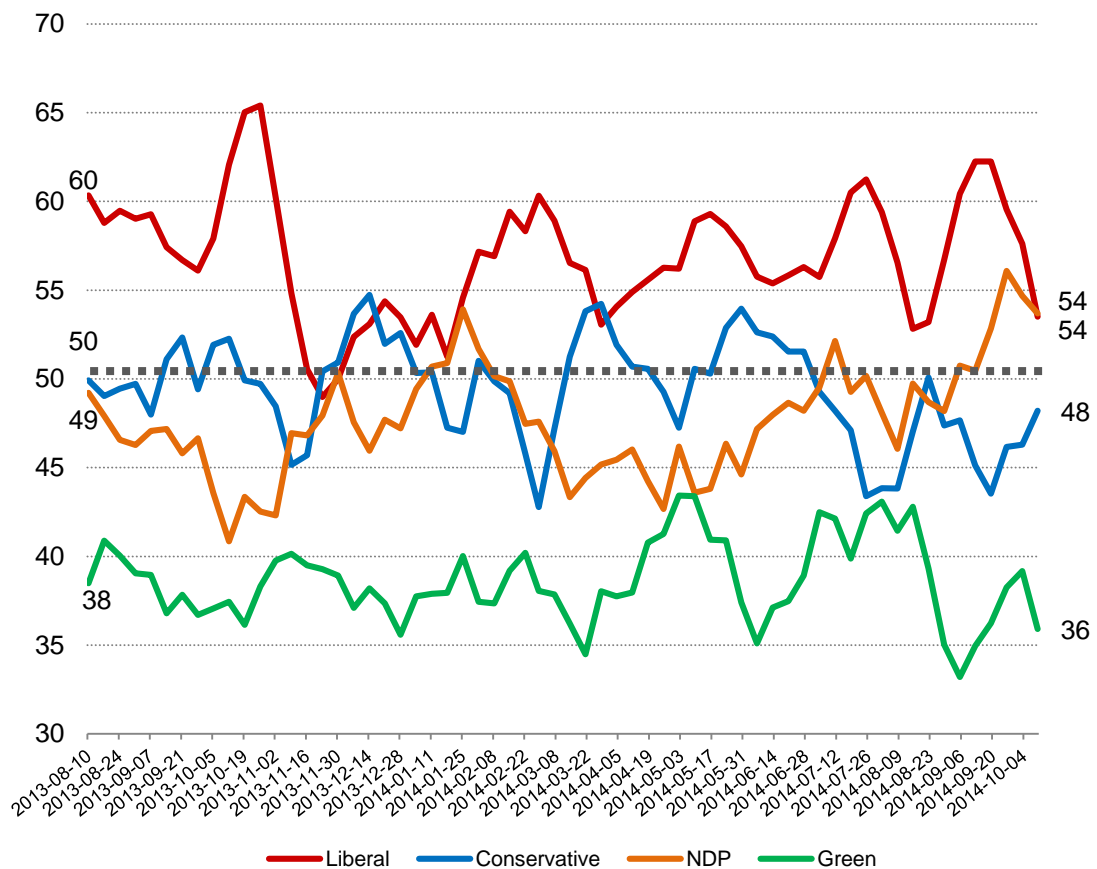Ottawa: (613) 234-4666 x 237
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British Columbia Weekly Index Tracking Scores
(Four week rolling average ending October 10th, 2014, n=152)

Legend: Liberal — Conservative — NDP — Green

Party Power Index Tracking by Age
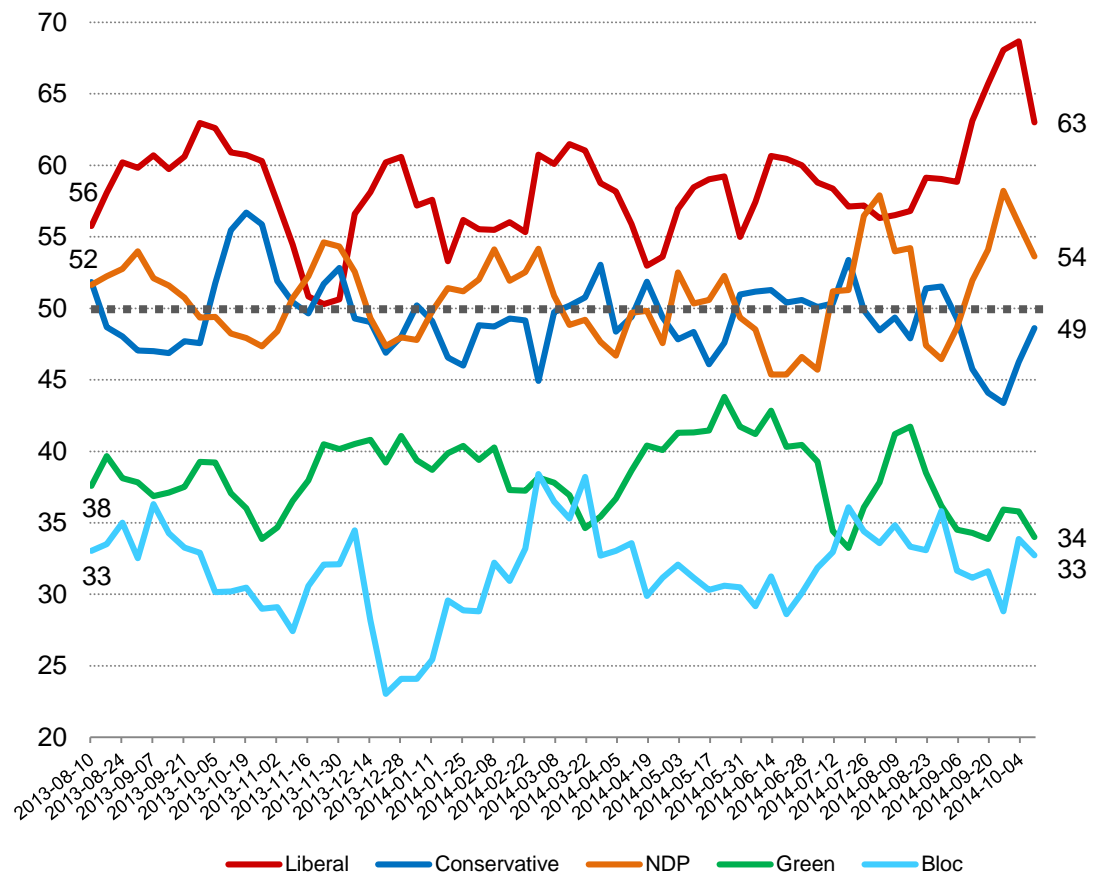
Nanos Weekly Tracking

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 October 10th, 2014, n=206)

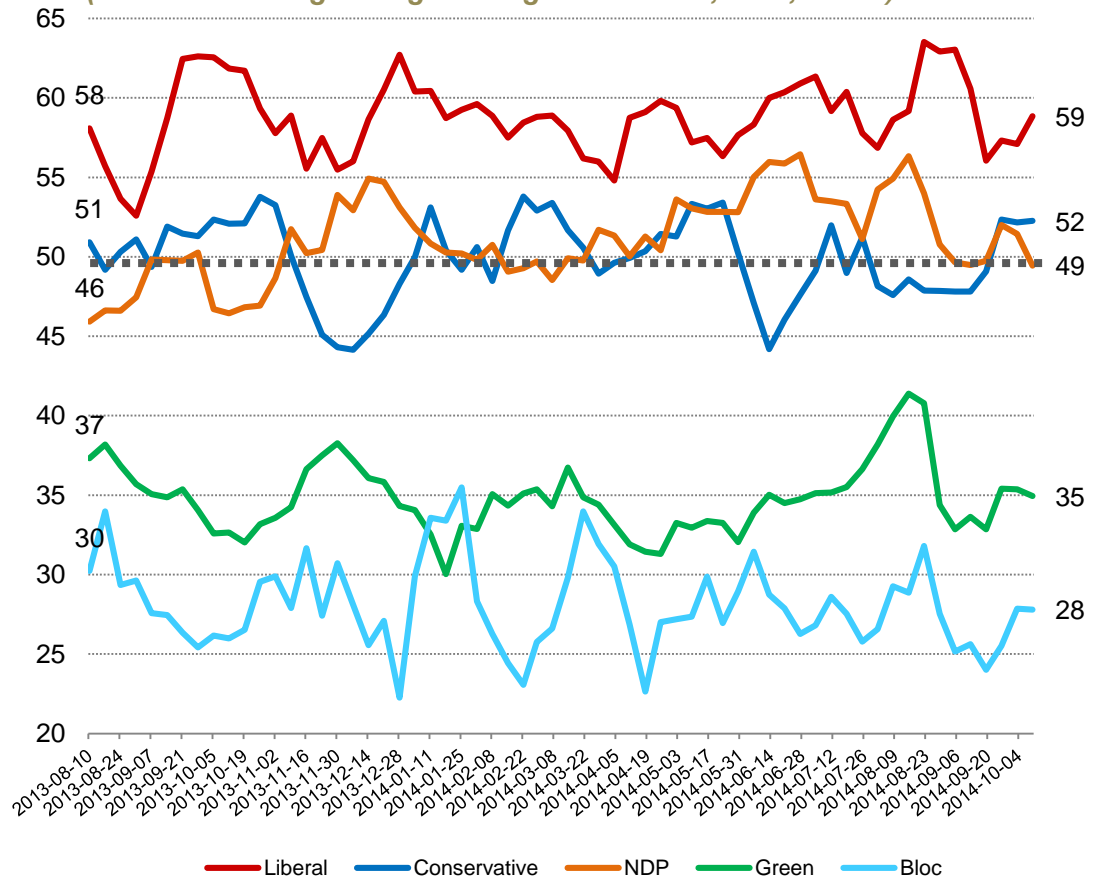Liberal — Conservative — NDP — Green — Bloc

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 October 10th, 2014, n=169)

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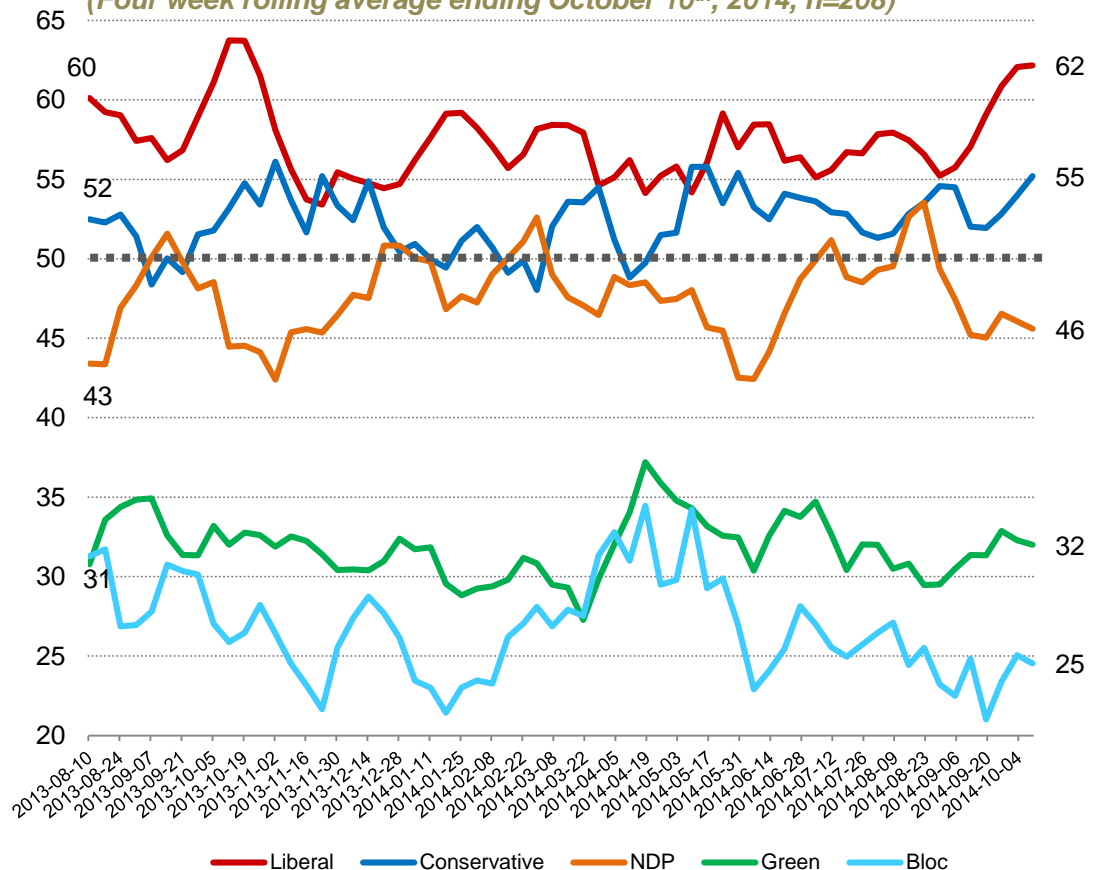
Party Power Index

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 October 10th, 2014, n=208)

Legend: Liberal (red), Conservative (blue), NDP (orange), Green (green), Bloc (light blue)
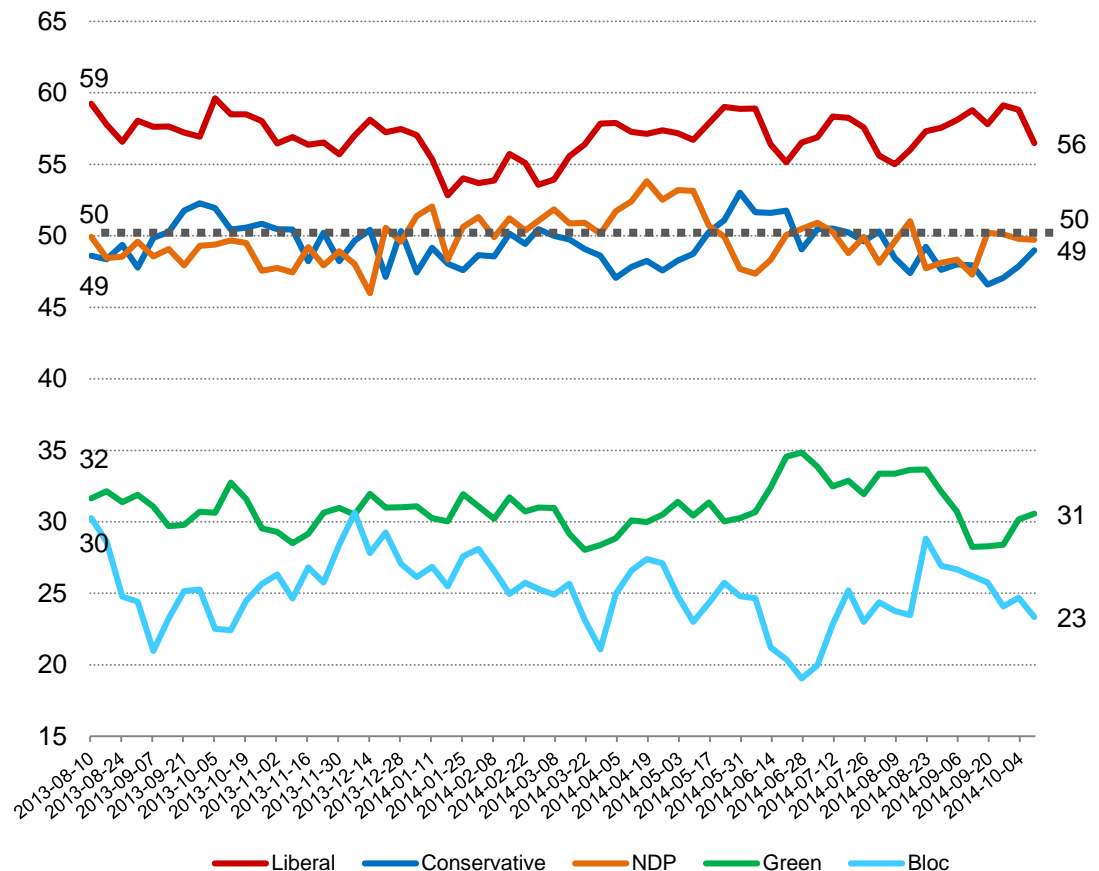
Party Power Index

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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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50 to 59 Weekly Index Tracking Scores
(Four week rolling average ending October 10th, 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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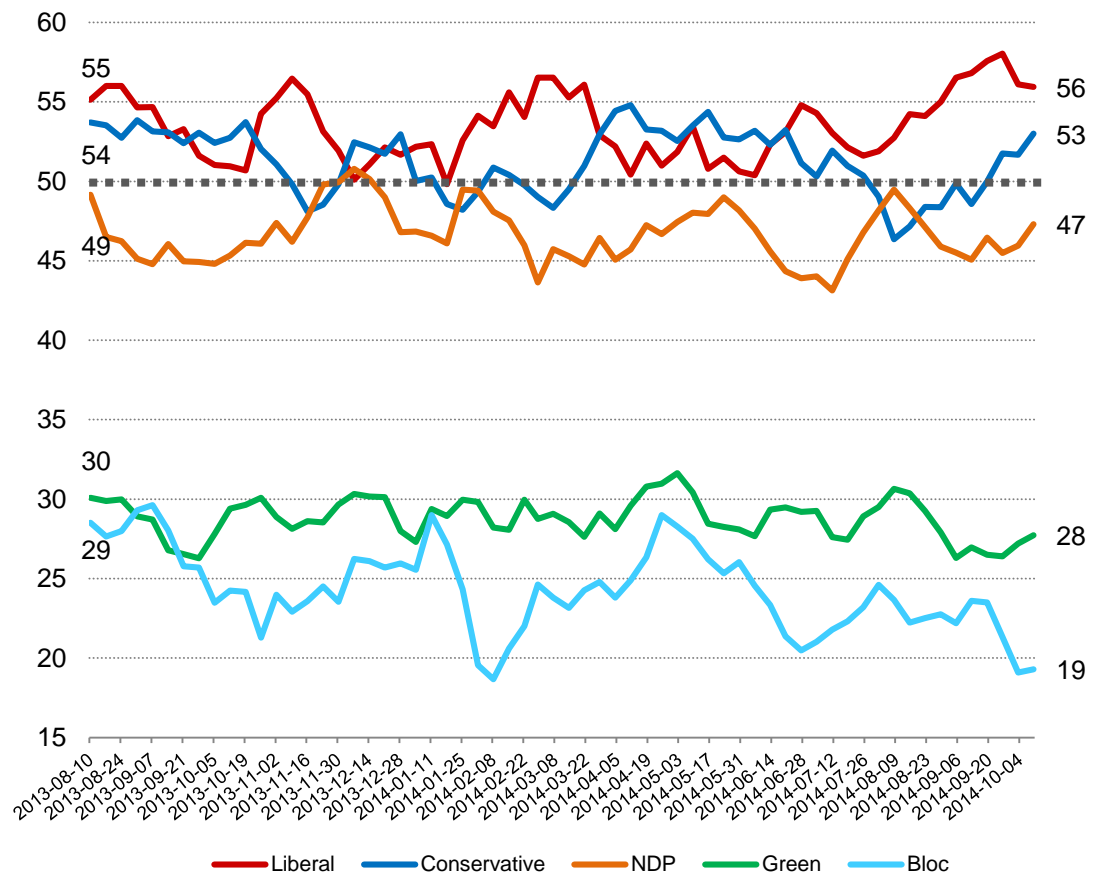Ottawa: (613) 234-4666 x 237
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60 plus Weekly Index Tracking Scores
(Four week rolling average ending October 10th, 2014, n=239)

Legend: Liberal, Conservative, NDP, Green, Bloc

Party Power Index Tracking by Gender

Nanos Weekly Tracking
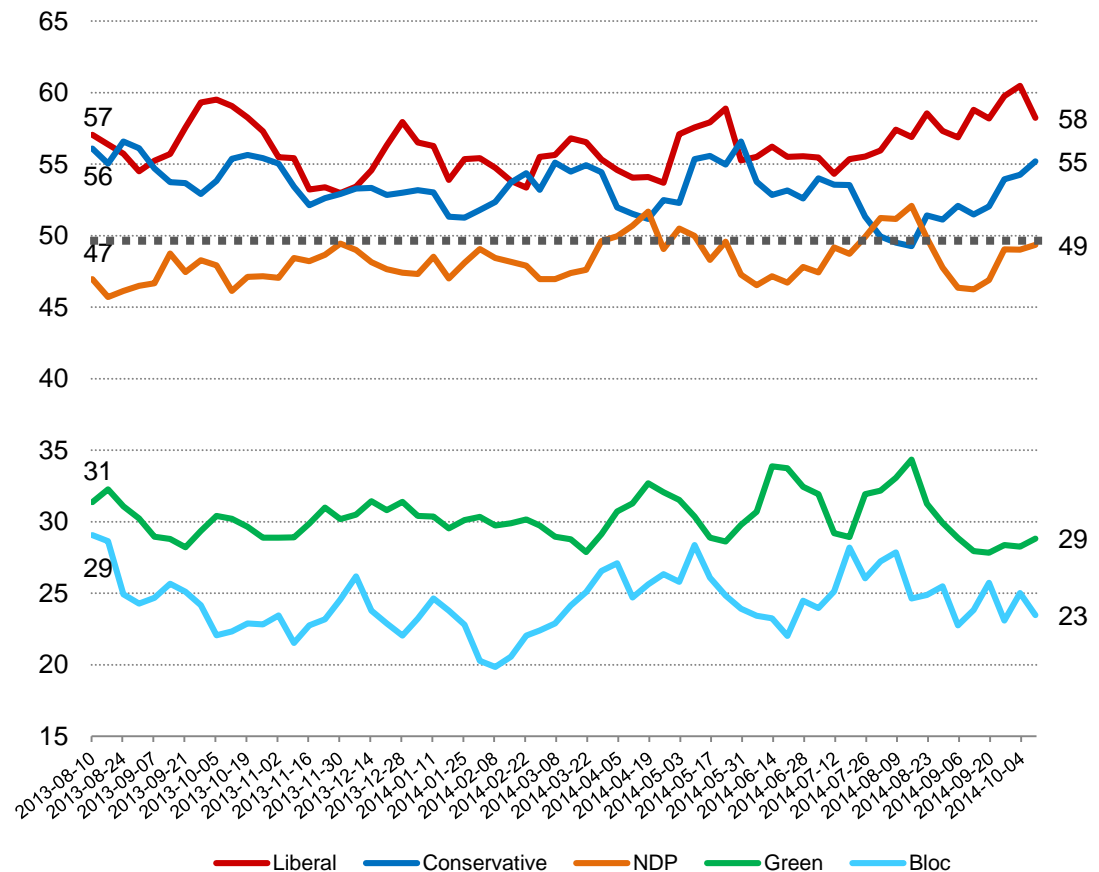
Party Power Index

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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Male Weekly Index Tracking Scores
(Four week rolling average ending October 10th, 2014, n=503)

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
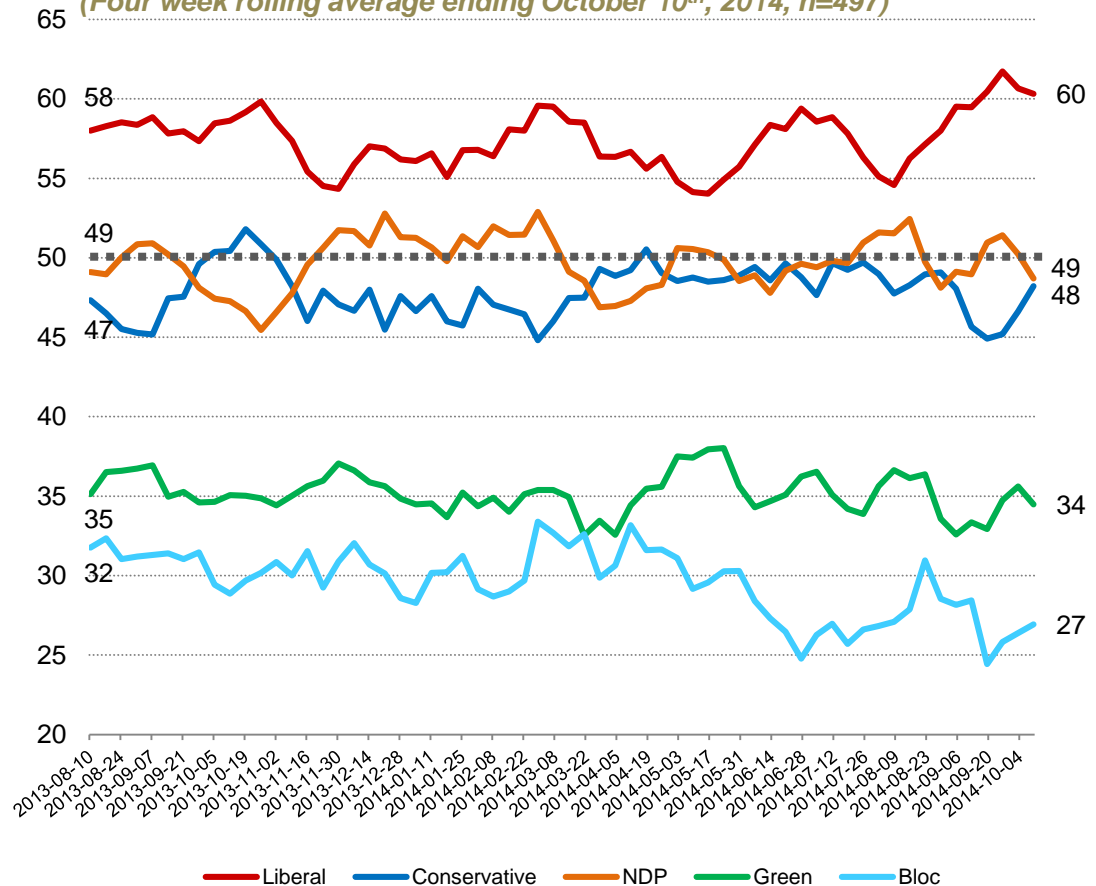Ottawa: (613) 234-4666 x 237
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Female Weekly Index Tracking Scores
(Four week rolling average ending October 10th, 2014, n=497)

Legend: Liberal, Conservative, NDP, Green, Bloc

National Political Tracking Numbers

Nanos Weekly Tracking

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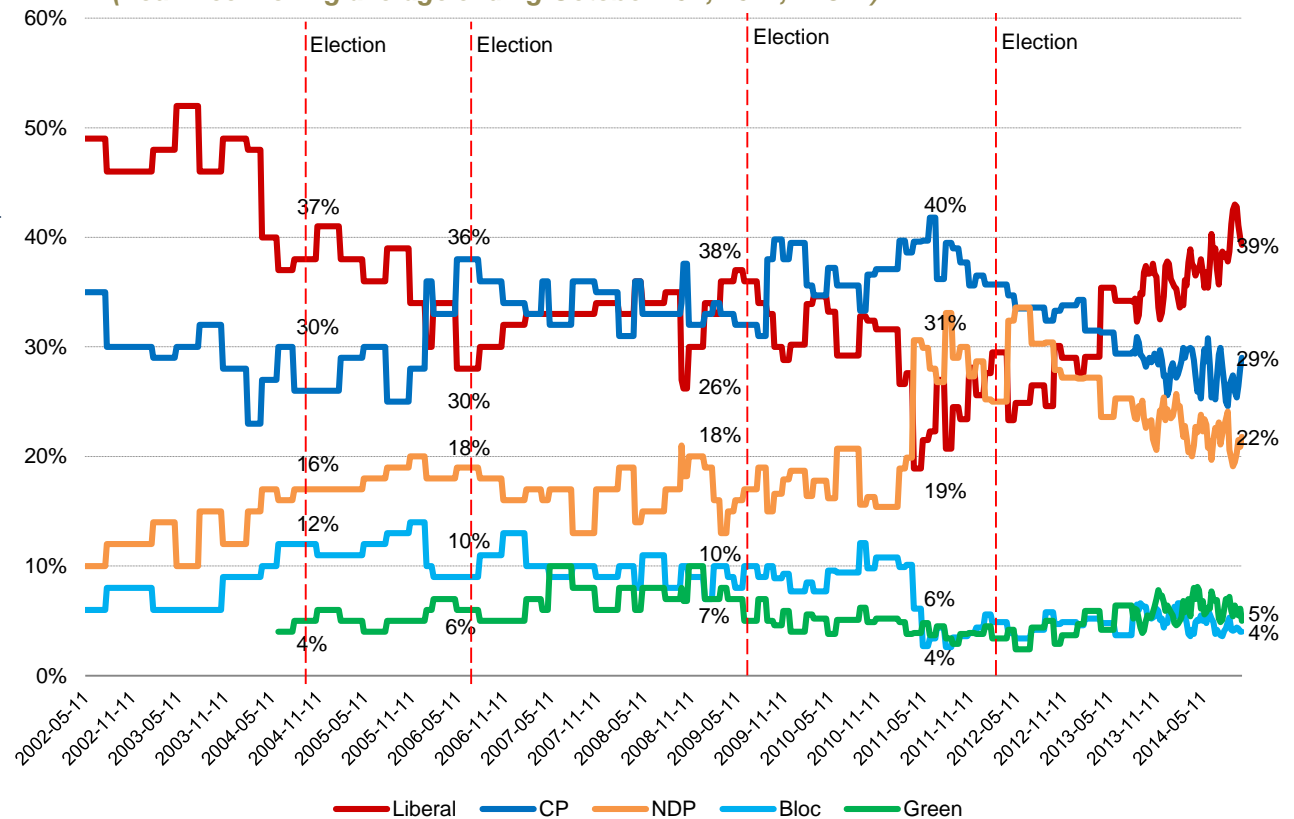
National Ballot

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 October 10th, 2014, n=814)

Legend: Liberal — CP — NDP — Bloc — Green

National Issue

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Question: What is your most important NATIONAL issue of concern?
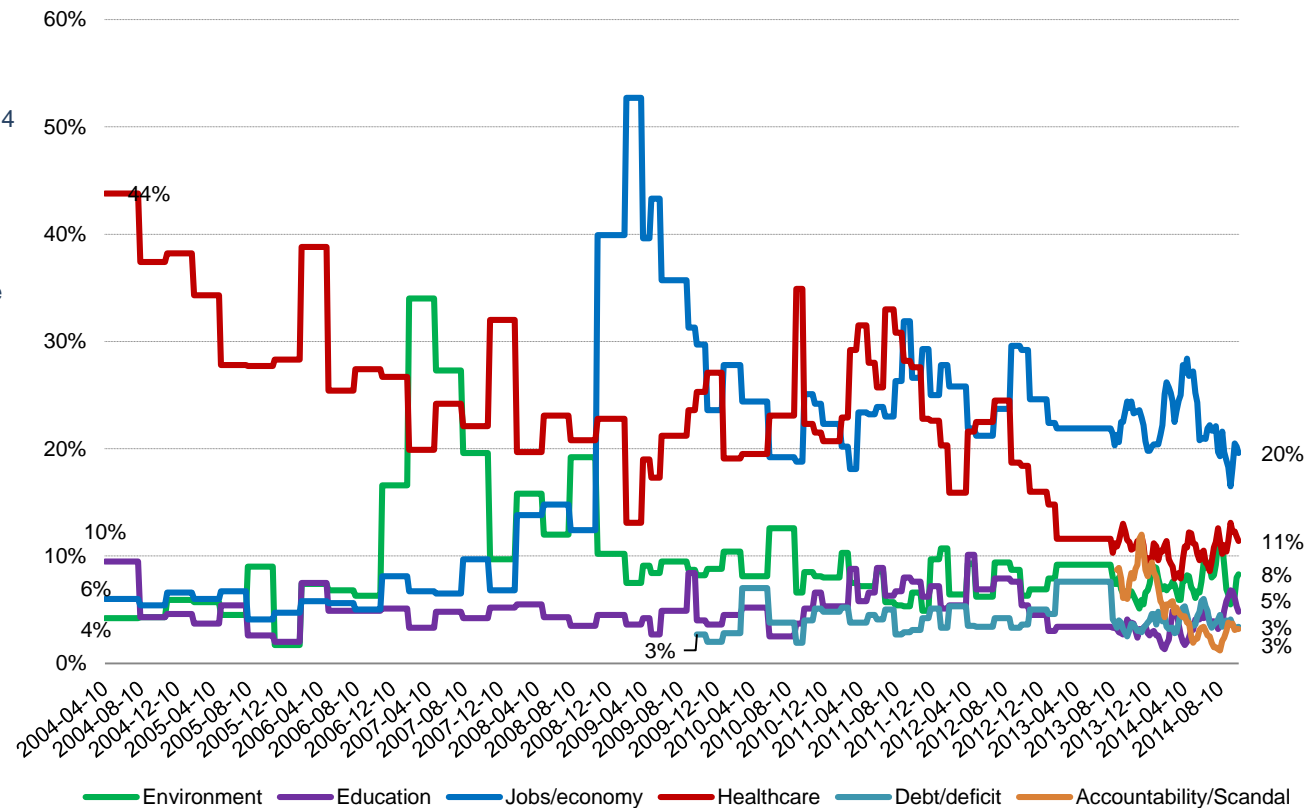
Contact: Nik Nanos
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Weekly Tracking
(Four week rolling average ending October 10th, 2014, n=1,000)

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 October 10th, 2014, n=1,000)

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

Consider NDP

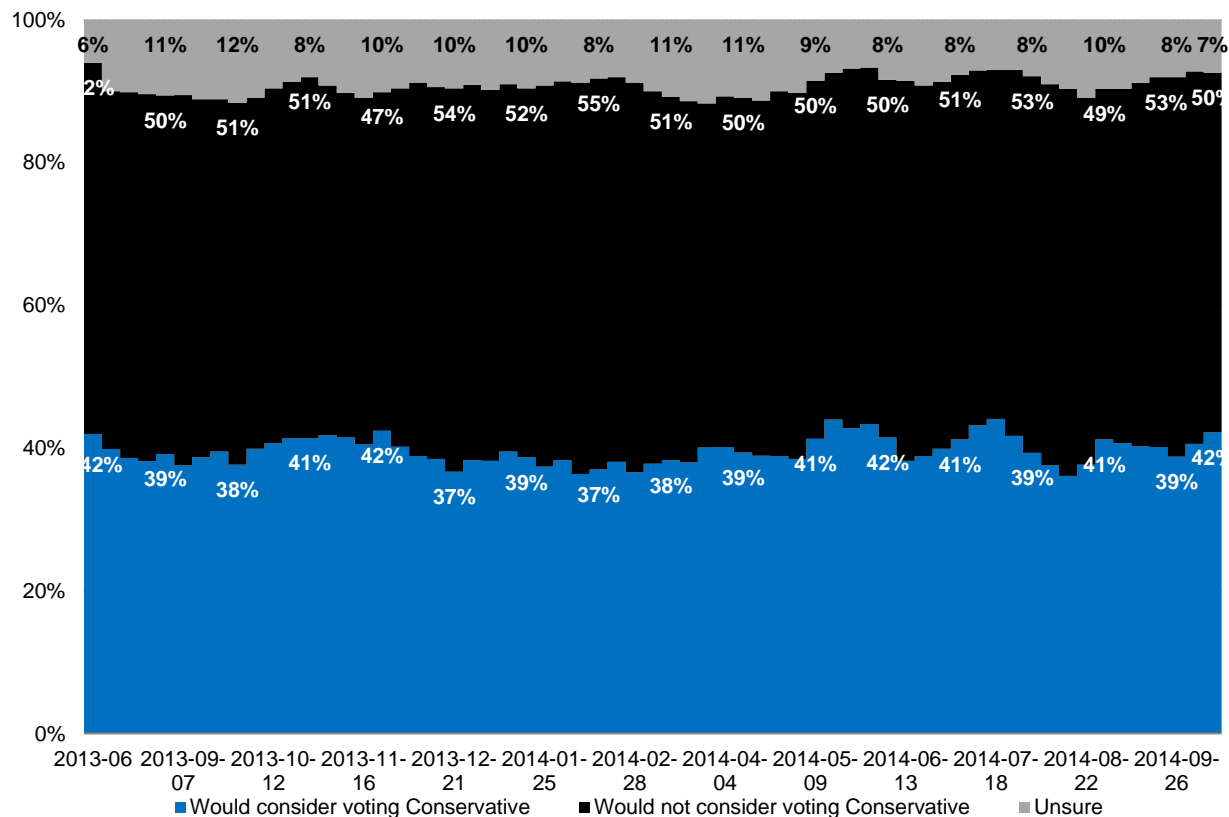**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] NDP

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National – Weekly Tracking
(Four week rolling average ending October 10th, 2014, n=1,000)

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

Consider Liberal

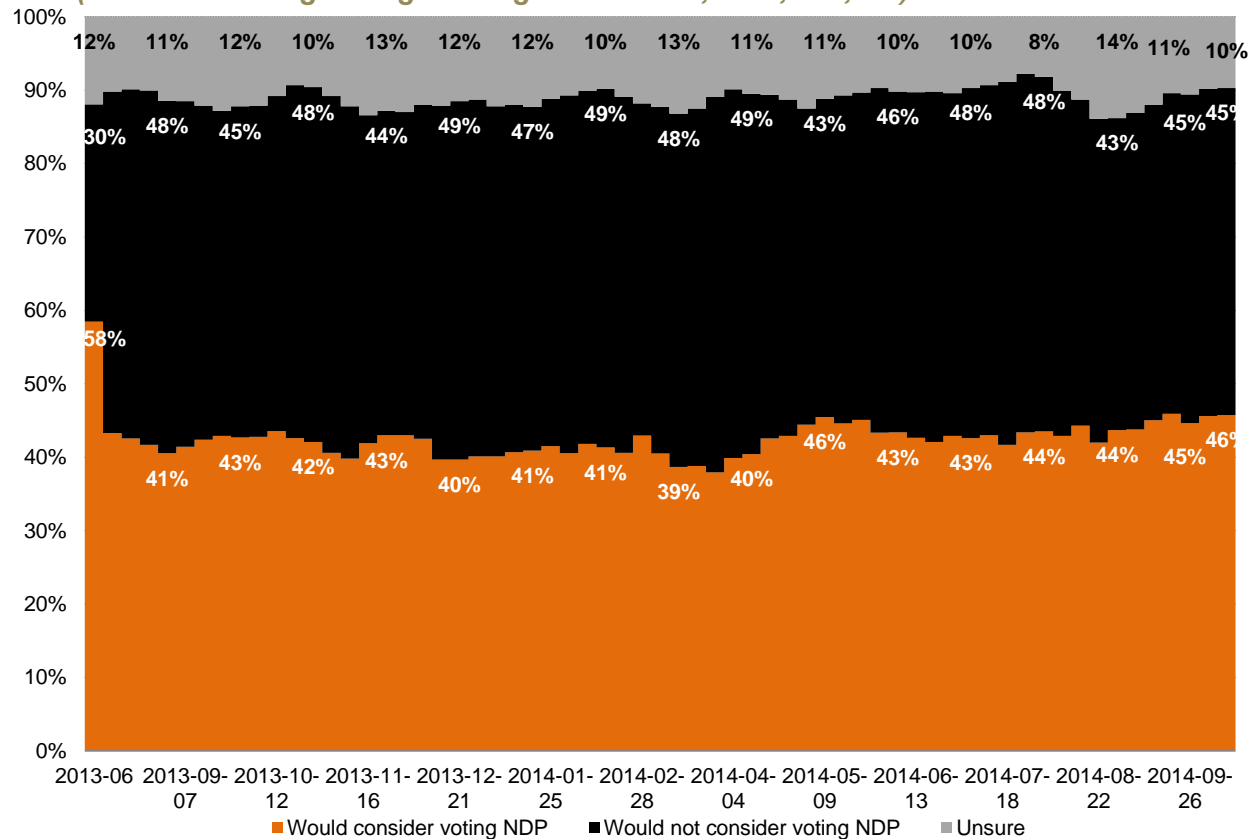**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Liberal Party

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National – Weekly Tracking
(Four week rolling average ending October 10th, 2014, n=1,000)

Unsure values (top): 12%, 10%, 11%, 10%, 12%, 10%, 13%, 11%, 13%, 12%, 9%, 10%, 10%, 7%, 10%, 8%, 9%

Would not consider voting Liberal: 26%, 40%, 38%, 39%, 41%, 38%, 38%, 42%, 36%, 39%, 36%, 37%, 35%, 40%, 33%, 33%, 33%

Would consider voting Liberal: 62%, 50%, 52%, 50%, 47%, 53%, 50%, 47%, 51%, 50%, 55%, 53%, 55%, 54%, 57%, 59%, 58%

X-axis: 2013-06-07, 2013-09-07, 2013-10-12, 2013-11-16, 2013-12-21, 2014-01-25, 2014-02-28, 2014-04-04, 2014-05-09, 2014-06-13, 2014-07-18, 2014-08-22, 2014-09-26

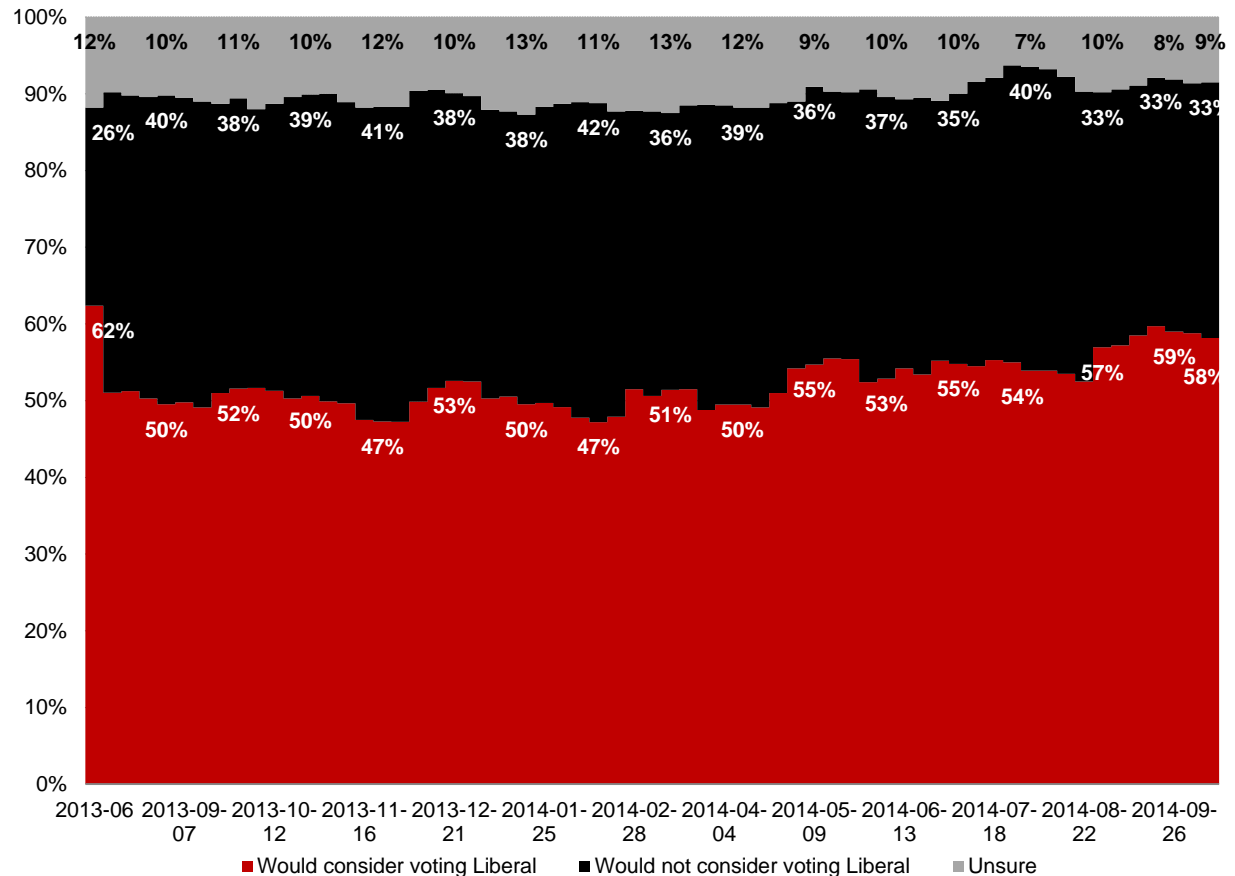■ Would consider voting Liberal   ■ Would not consider voting Liberal   ■ Unsure

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

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Quebec only – Weekly Tracking
Four week rolling average ending October 10th, 2014, n=248)

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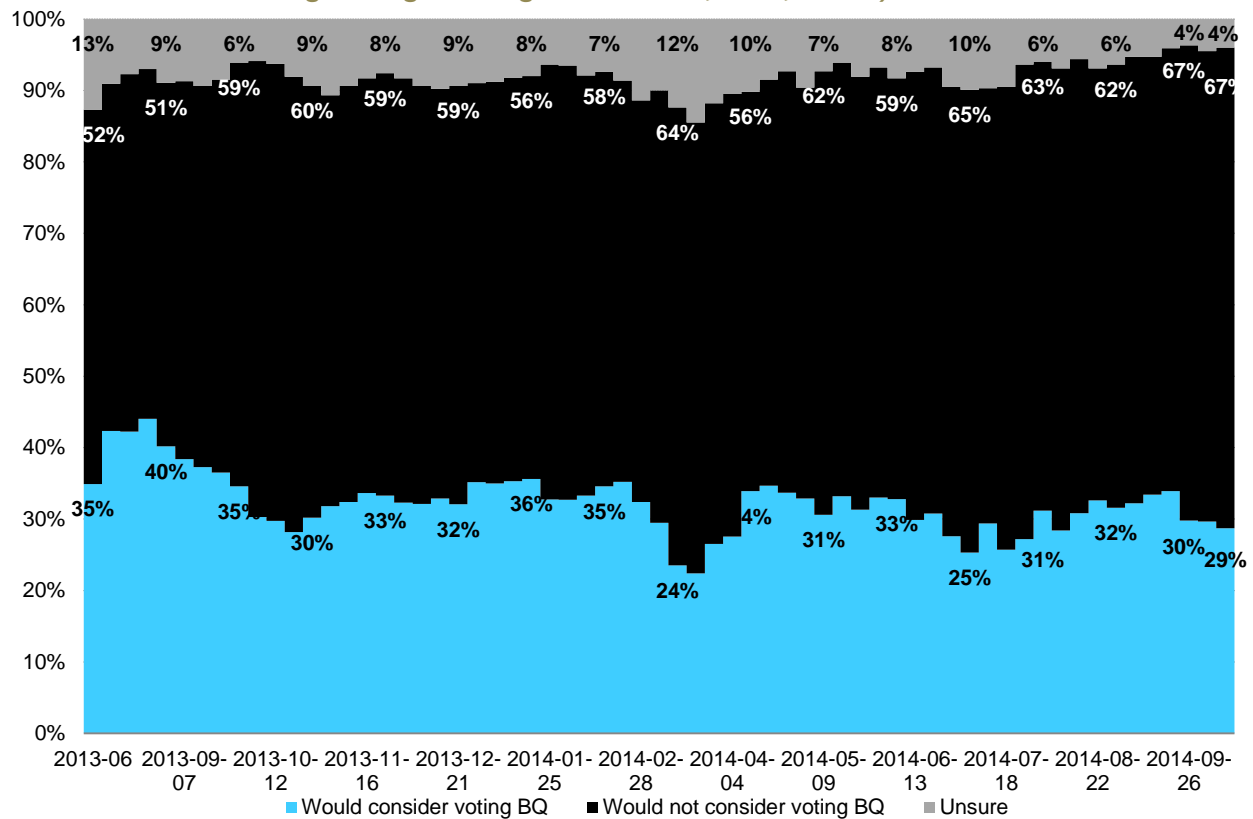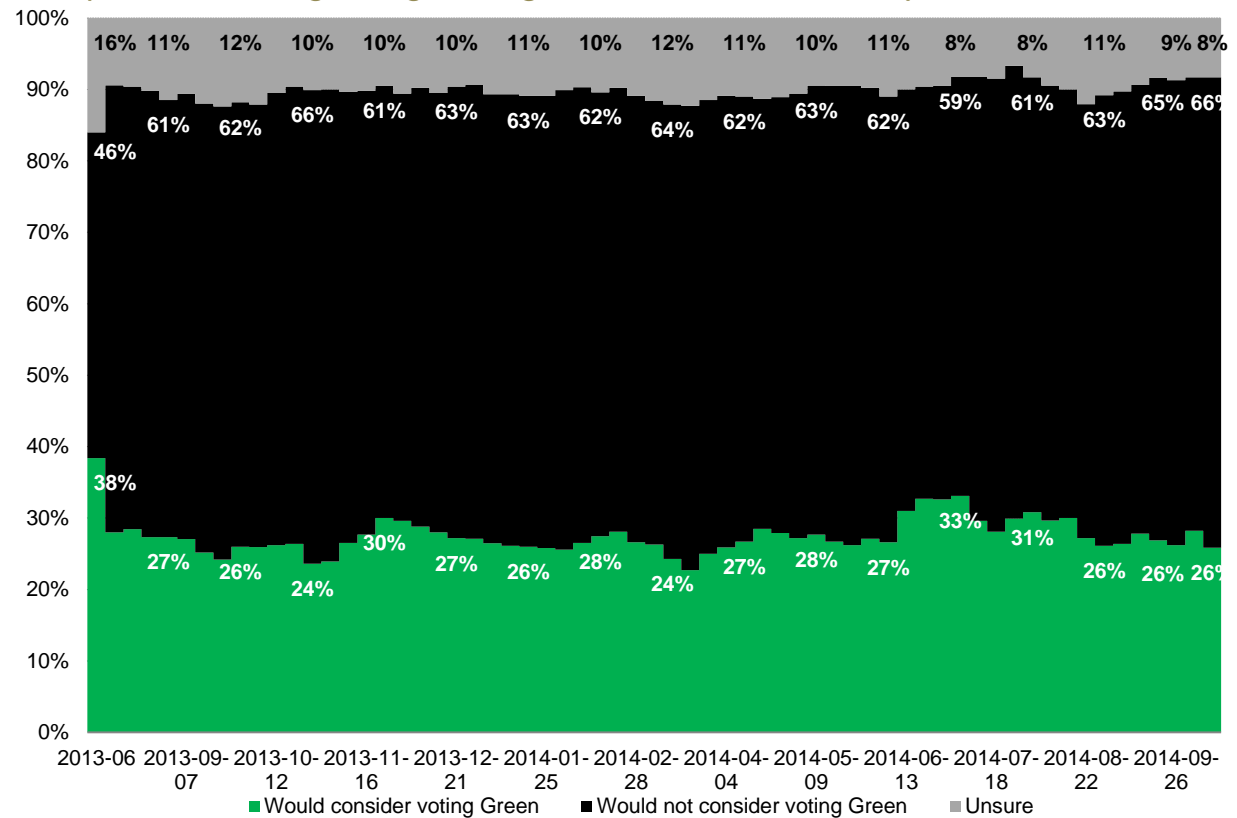
Consider Green

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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] Green Party

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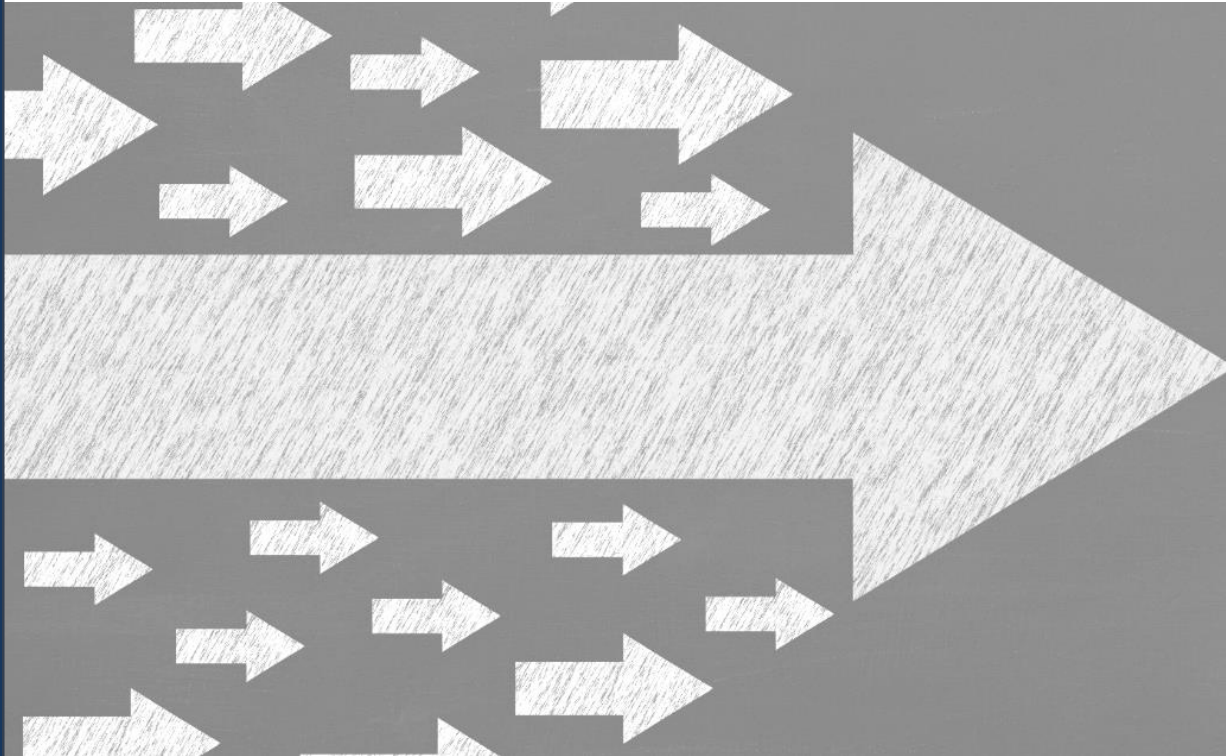nnanos@nanosresearch.com

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National – Weekly Tracking
(Four week rolling average ending October 10th, 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

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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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National – Weekly Tracking – First Ranked Choice
(Four week rolling average ending October 10th, 2014, n=1,000)

Legend:
- Justin Trudeau (Liberal)
- Stephen Harper (Conservative)
- Thomas Mulcair (NDP)
- Beaulieu (Bloc)
- 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

Contact: Nik Nanos
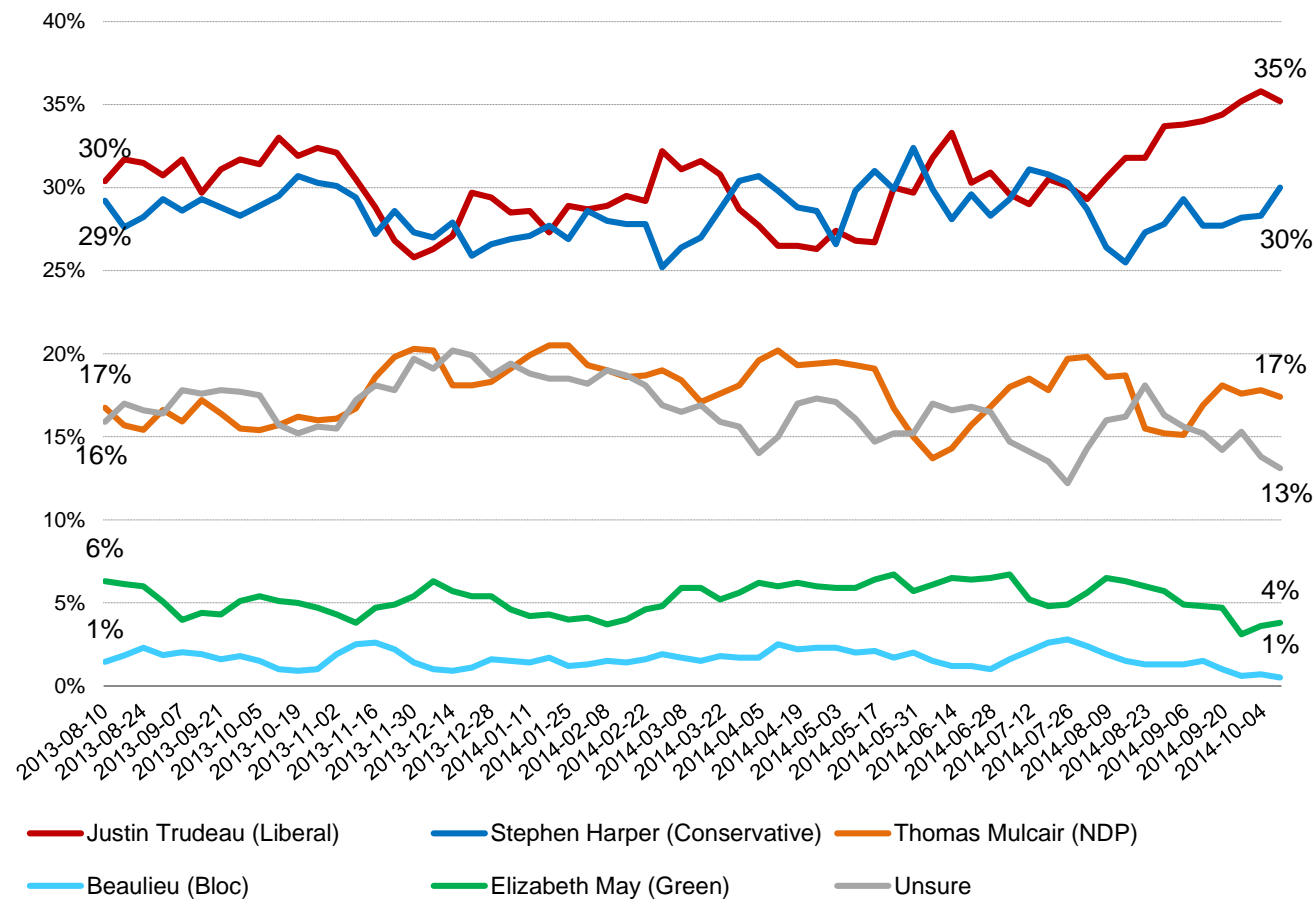   Ottawa: (613) 234-4666 x 237
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National – Weekly Tracking
(Four week rolling average ending October 10th, 2014, n=1,000)

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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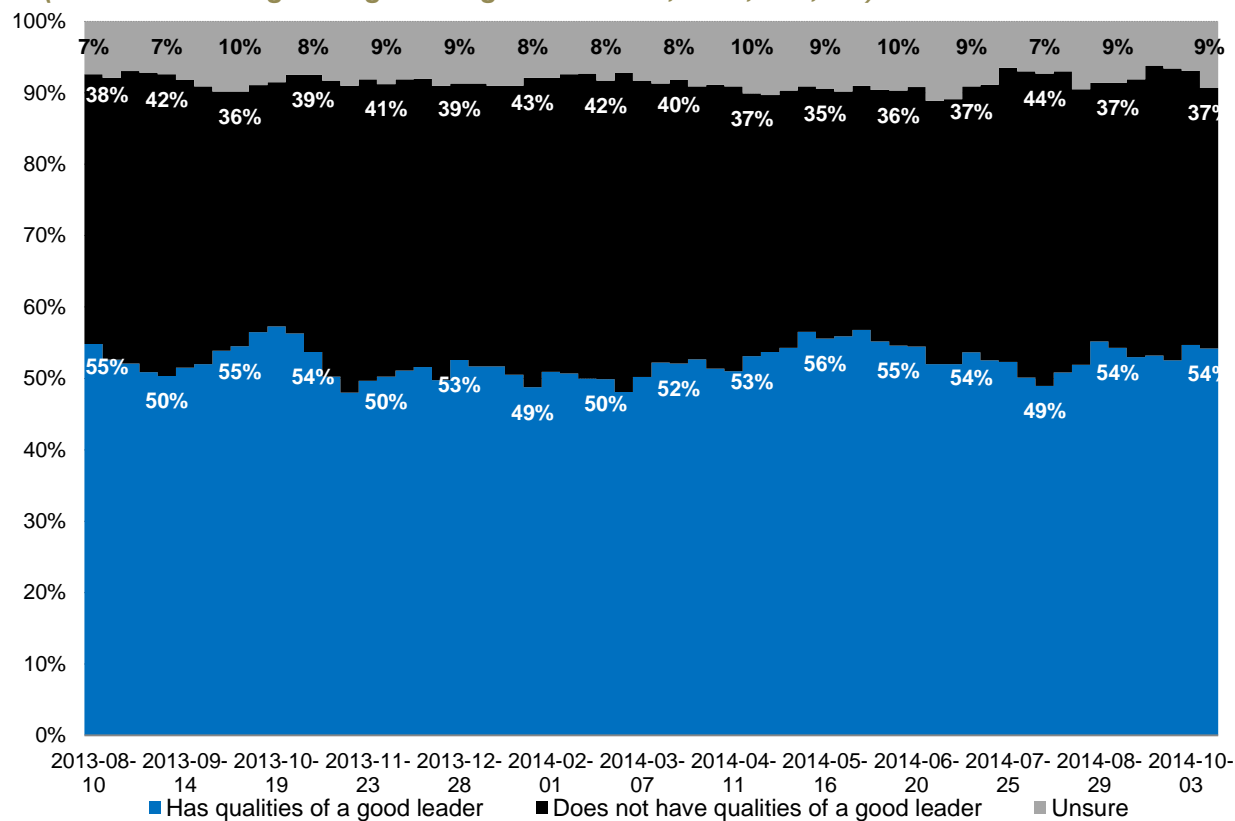   Washington DC: (202) 697-9924
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National – Weekly Tracking
(Four week rolling average ending October 10th, 2014, n=1,000)

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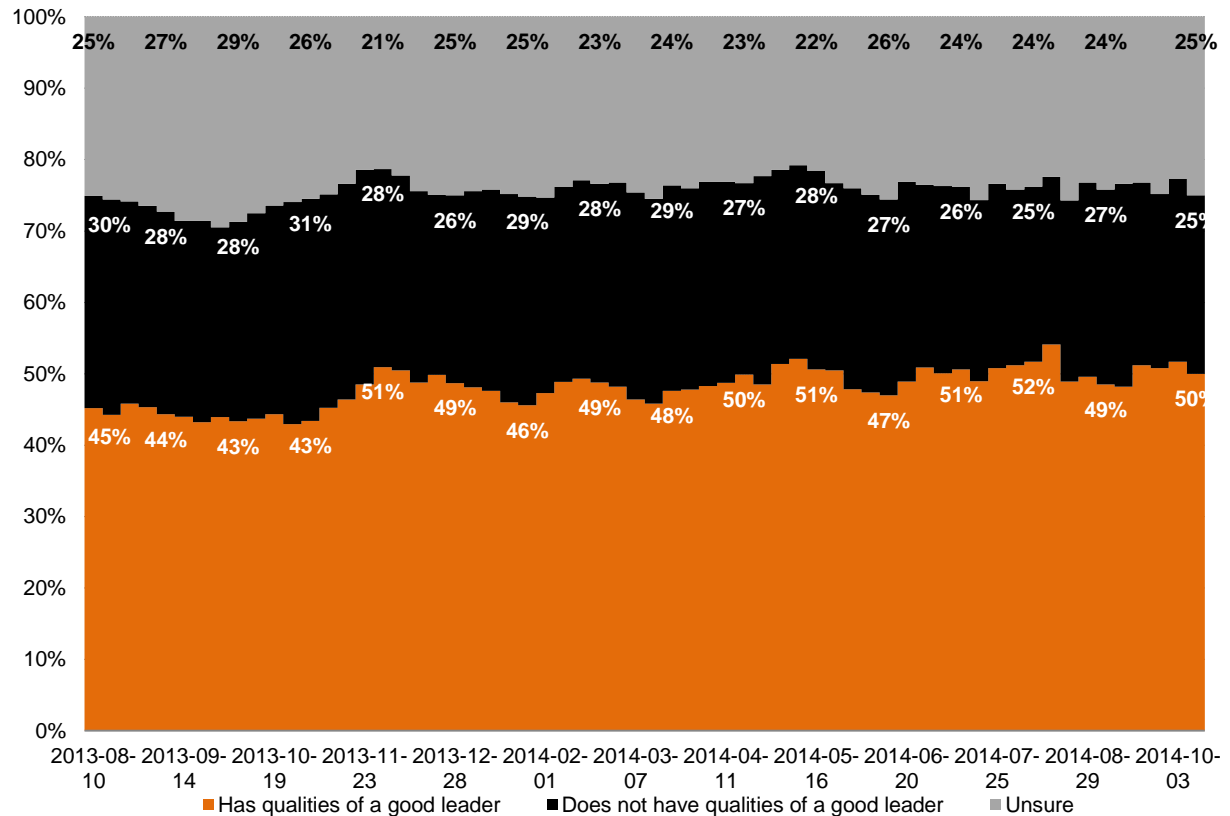
Trudeau

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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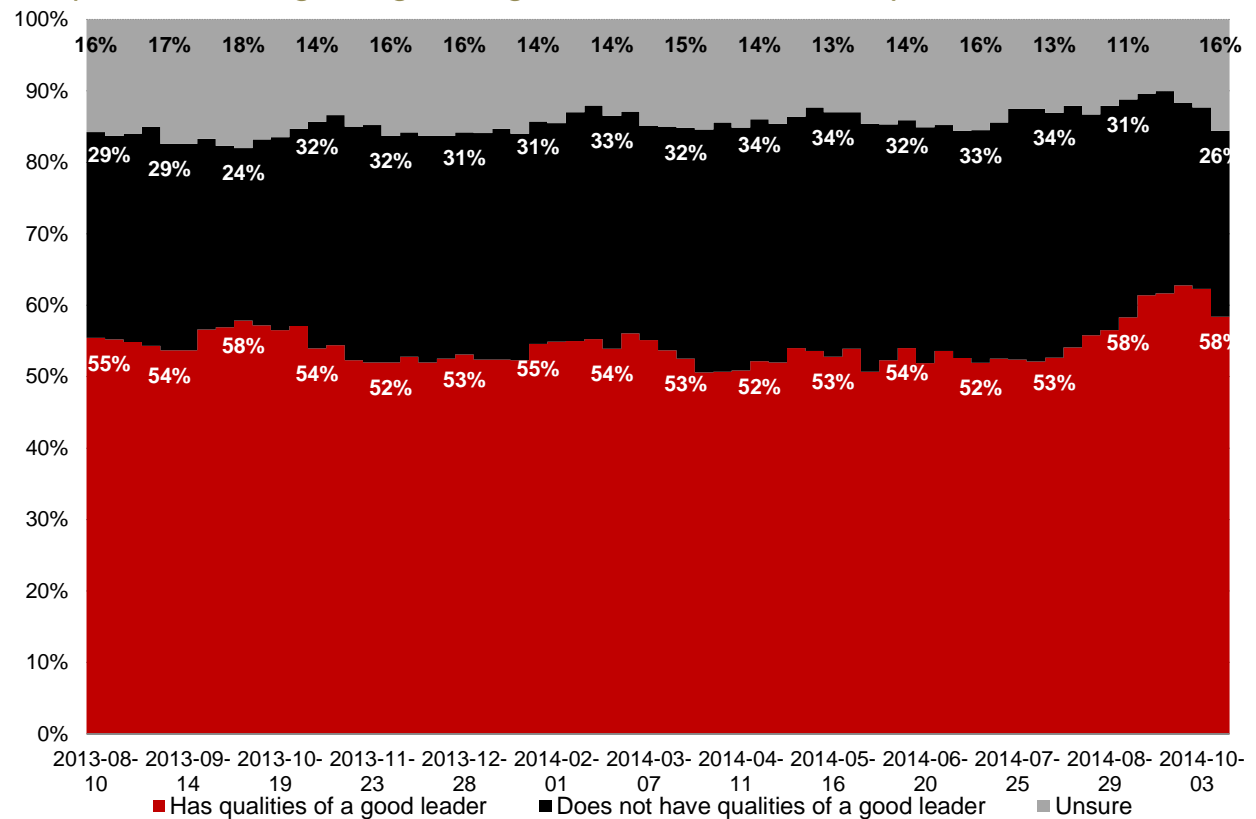Ottawa: (613) 234-4666 x 237
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National – Weekly Tracking
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Legend:
- Has qualities of a good leader
- Does not have qualities of a good leader
- Unsure

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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Quebec only – Weekly Tracking
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Legend: ■ Has qualities of a good leader ■ Does not have qualities of a good leader ■ Unsure
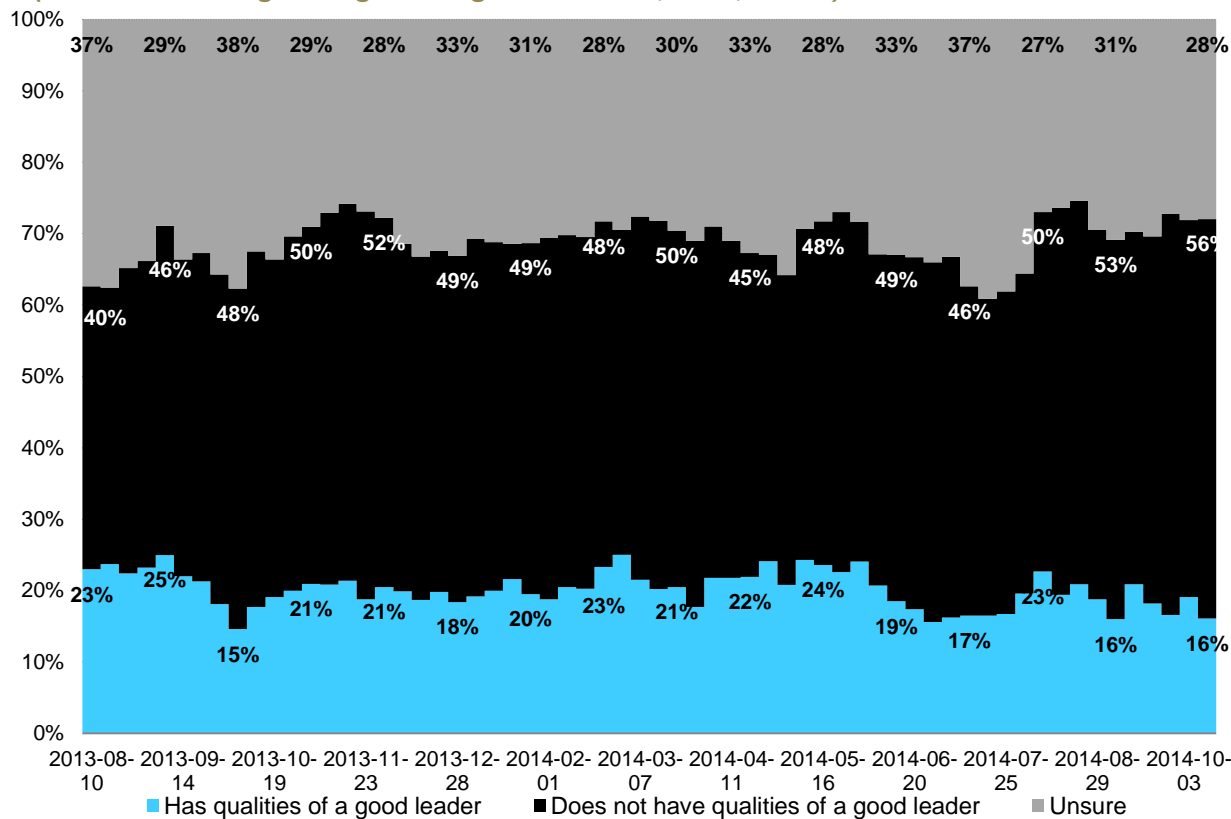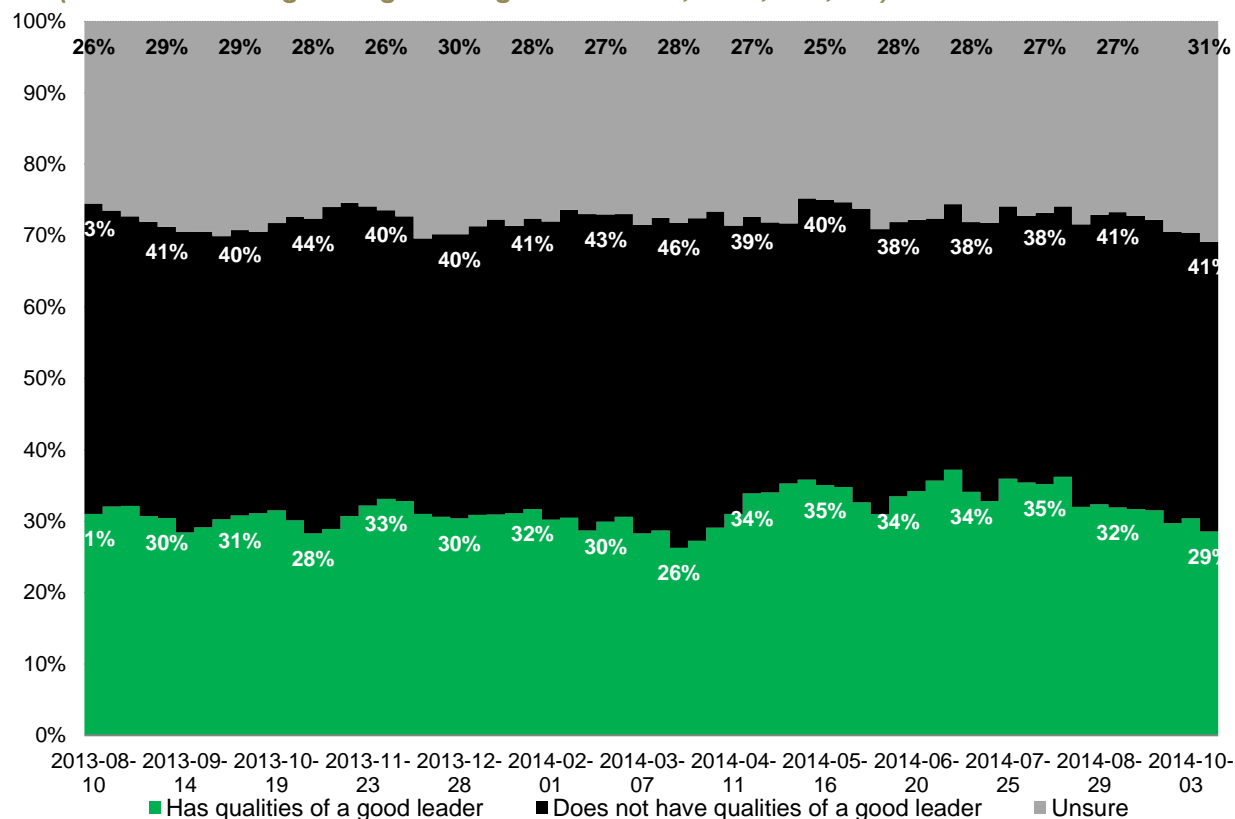
May

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 October 10th, 2014, n=1,000)

Green bottom series "Has qualities of a good leader": 31%, 30%, 31%, 28%, 33%, 30%, 32%, 30%, 26%, 34%, 35%, 34%, 34%, 35%, 32%, 29%

Black middle series "Does not have qualities of a good leader": 43%, 41%, 40%, 44%, 40%, 40%, 41%, 43%, 46%, 39%, 40%, 38%, 38%, 38%, 41%, 41%

Grey top series "Unsure": 26%, 29%, 29%, 28%, 26%, 30%, 28%, 27%, 28%, 27%, 25%, 28%, 28%, 27%, 27%, 31%

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, 2014-06-20, 2014-07-25, 2014-08-29, 2014-10-03

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

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 October 10th, 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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