

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending October 17, 2014
(released October 22, 2014)



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world-class data*

Weekly Nanos Party Power Index



Grits at 59 points, followed by Tories at 52 points, NDP at 49 points on
Nanos Party Power Index
(Released 10/22/2014)

The Liberals still score higher than the other parties on the Nanos Party Power Index but the Liberal score has slid for the third week in succession. Previously they had a score 11 points higher than the other parties and now it is 7 points higher. The Liberals received a score of 58.8 points followed by the Conservatives at 52.3 points, the NDP at 49.0 points, the Green Party at 31.6 points and the BQ at 25.1 points (in QC only).

Weekly tracking on the preferred Prime Minister front was unchanged. Asked who they would prefer as Prime Minister, Trudeau was first at 35 per cent followed by Harper at 30 per cent, Mulcair at 18 per cent and May at four per cent.

Asked if they would consider or not consider voting for each of the federal parties (in a series of independent questions), 58.5 per cent of Canadians said they would consider voting Liberal while 44.4 per cent would consider voting NDP, 42.5 per cent would consider voting Conservative, 26.7 per cent would consider voting for the Green Party and 25.3 per cent would consider voting for the BQ (QC only).

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 (Oct 2013)	12 Month High	12 Month Low	12 Month Average
Canada Party Power Index								
Liberal	58.8	59.2	59.3	56.5	58.7	60.8	53.7	56.7
Conservative	52.3	51.7	48.4	51.3	53.7	53.7	48.4	50.5
NDP	49.0	49.0	48.9	49.1	46.8	52.3	46.3	49.2
Green	31.6	31.6	30.4	31.5	32.3	35.2	30.3	32.7
Bloc	25.1	25.1	25.0	26.9	26.3	29.2	24.4	26.7
Party Consider								
Liberal	58.5%	58.1%	59.7%	55.3%	50.3%	59.7%	47.2%	52.5%
NDP	44.4%	45.8%	45.9%	41.7%	42.6%	45.9%	37.9%	42.3%
Conservative	42.5%	42.2%	40.1%	44.1%	41.4%	44.1%	36.1%	39.8%
Green	26.7%	25.8%	26.9%	28.1%	26.4%	33.1%	22.7%	27.5%
Bloc	25.3%	28.7%	33.9%	25.7%	28.2%	35.6%	22.4%	31.1%
Preferred Prime Minister								
Trudeau	35.2%	35.2%	34.4%	30.5%	31.9%	35.8%	25.8%	30.2%
Harper	30.1%	30.0%	27.7%	30.8%	30.7%	32.4%	25.2%	28.5%
Mulcair	17.5%	17.4%	18.1%	17.8%	16.2%	20.5%	13.7%	18.0%
May	4.2%	3.8%	4.7%	4.8%	5.0%	6.7%	3.1%	5.2%
Beaulieu	0.8%	0.5%	1.0%	2.6%	0.9%	2.8%	0.5%	1.6%
Unsure	12.3%	13.1%	14.2%	13.5%	15.2%	20.2%	12.2%	16.4%

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



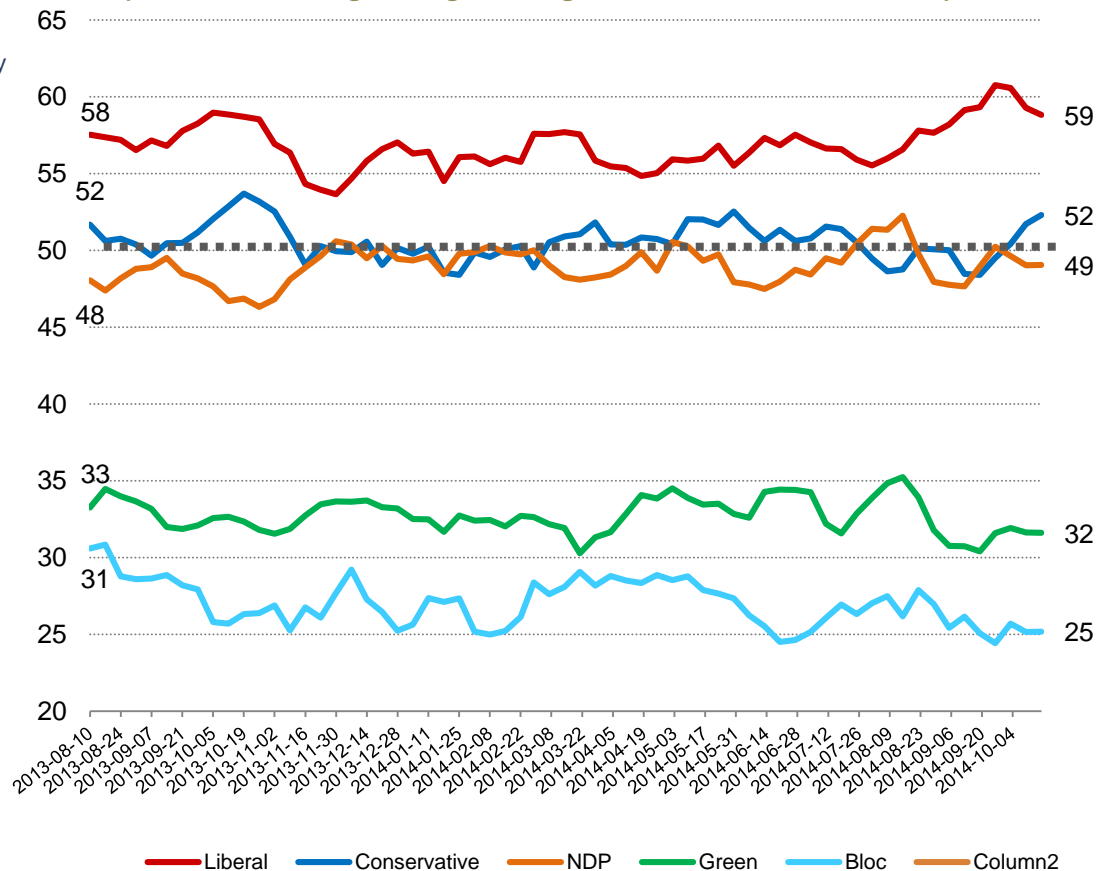
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Canada Weekly Index Tracking Scores
(Four week rolling average ending October 17th, 2014, n=1,000)



Nanos Weekly Tracking



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Party Power Index



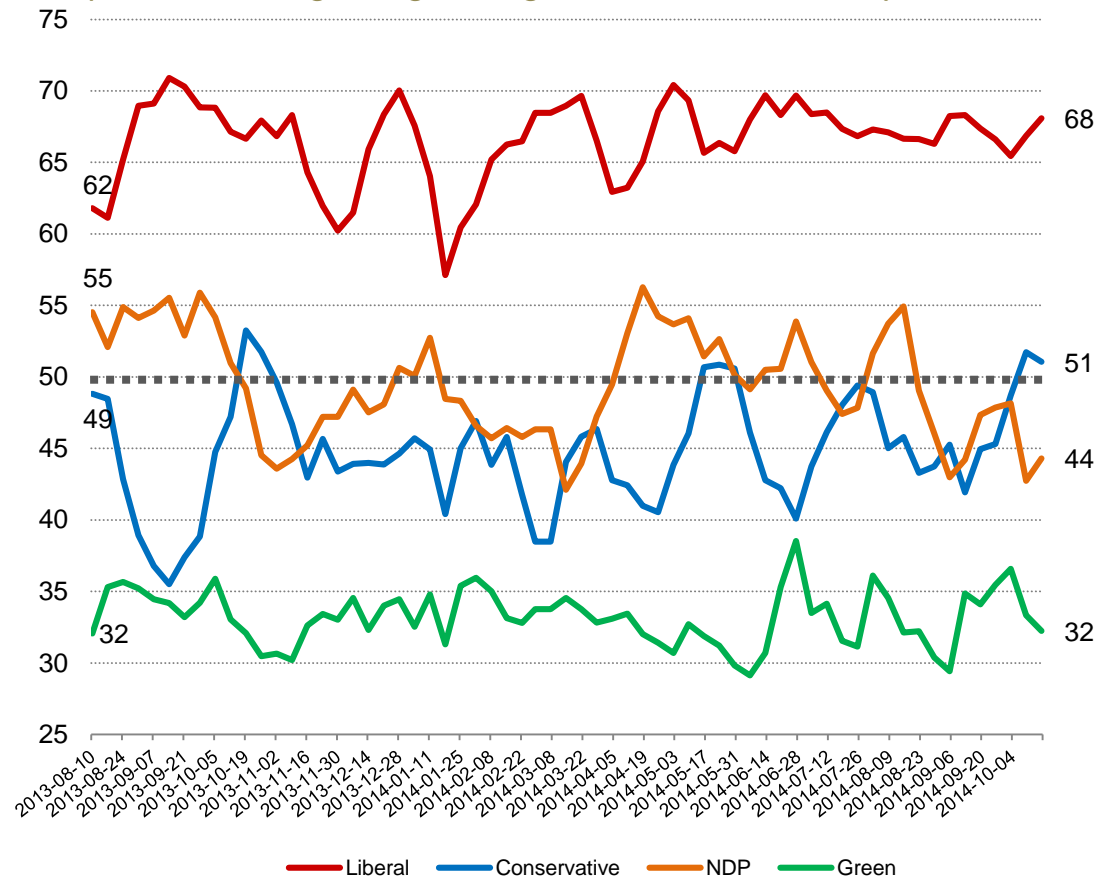
The Nanos Party Power Index Tracking for the Atlantic is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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Atlantic Weekly Index Tracking Scores (Four week rolling average ending October 17th, 2014, n=100)



Party Power Index



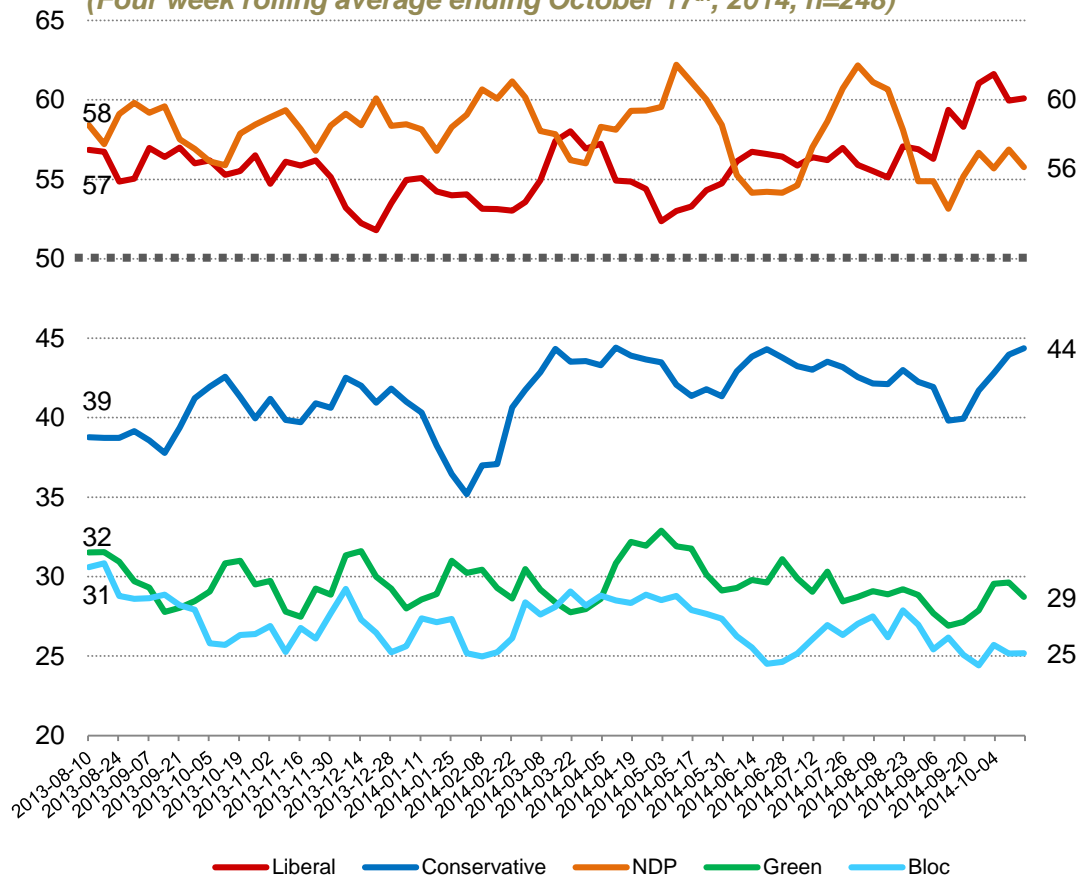
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Quebec Weekly Index Tracking Scores
(Four week rolling average ending October 17th, 2014, n=248)



Party Power Index



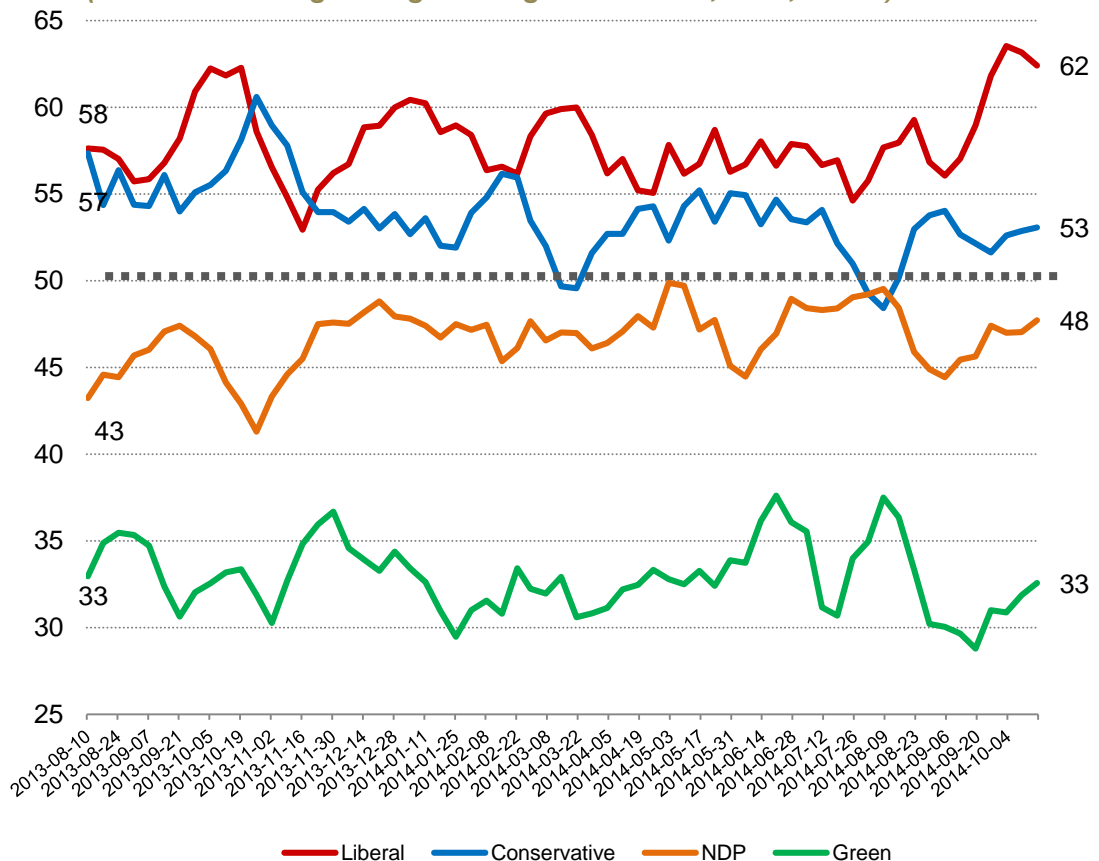
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Ontario Weekly Index Tracking Scores (Four week rolling average ending October 17th, 2014, n=300)



Party Power Index



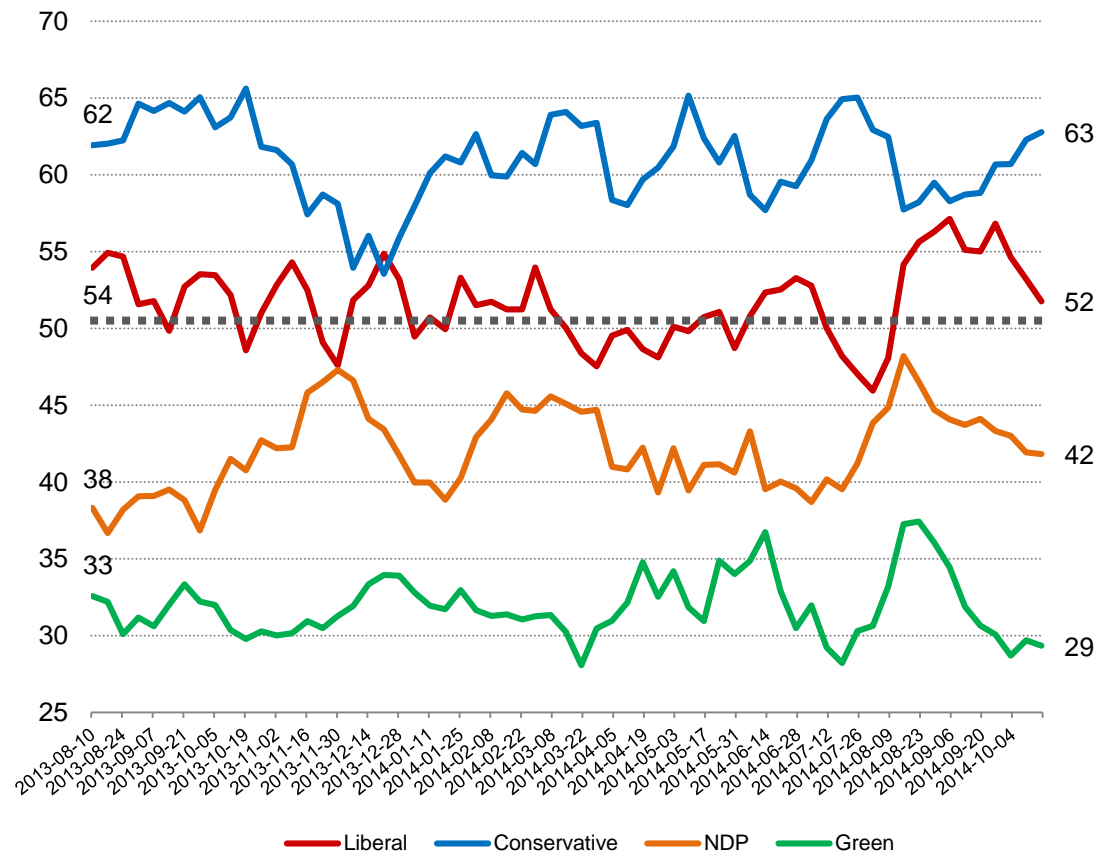
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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Prairies Weekly Index Tracking Scores (Four week rolling average ending October 17th, 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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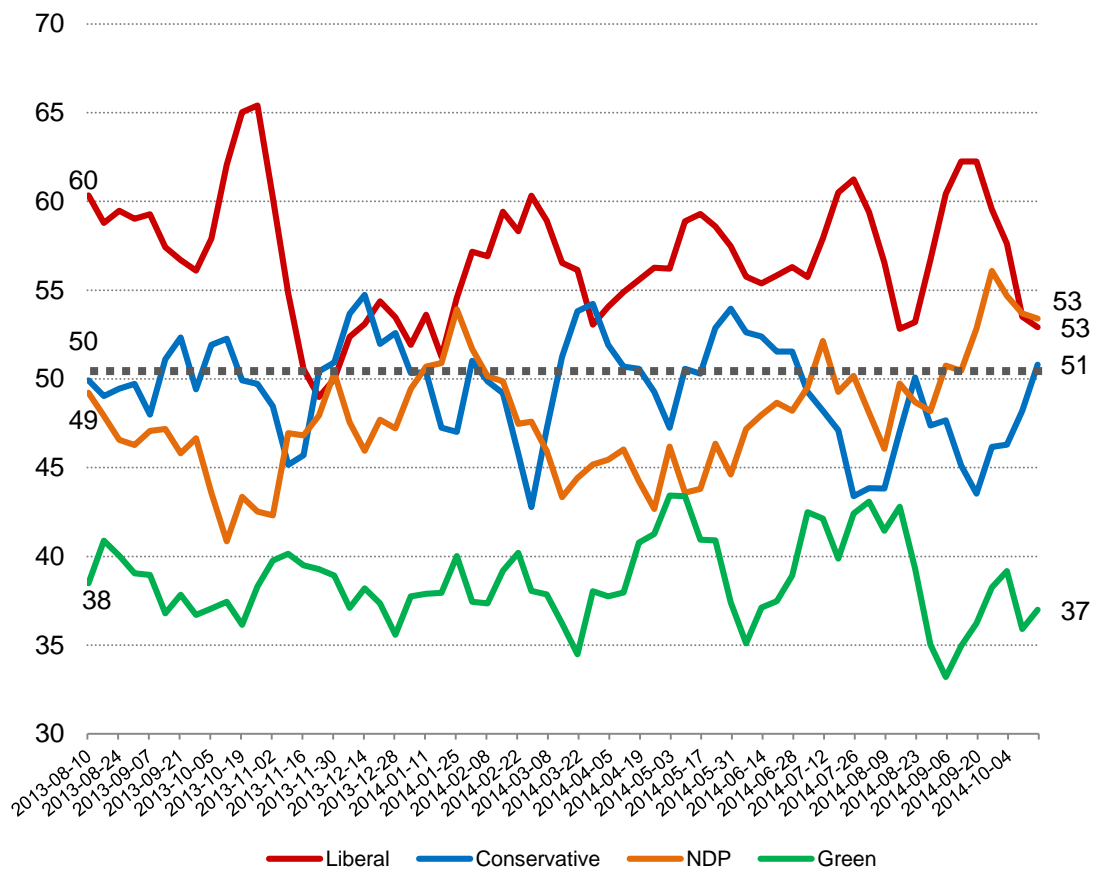
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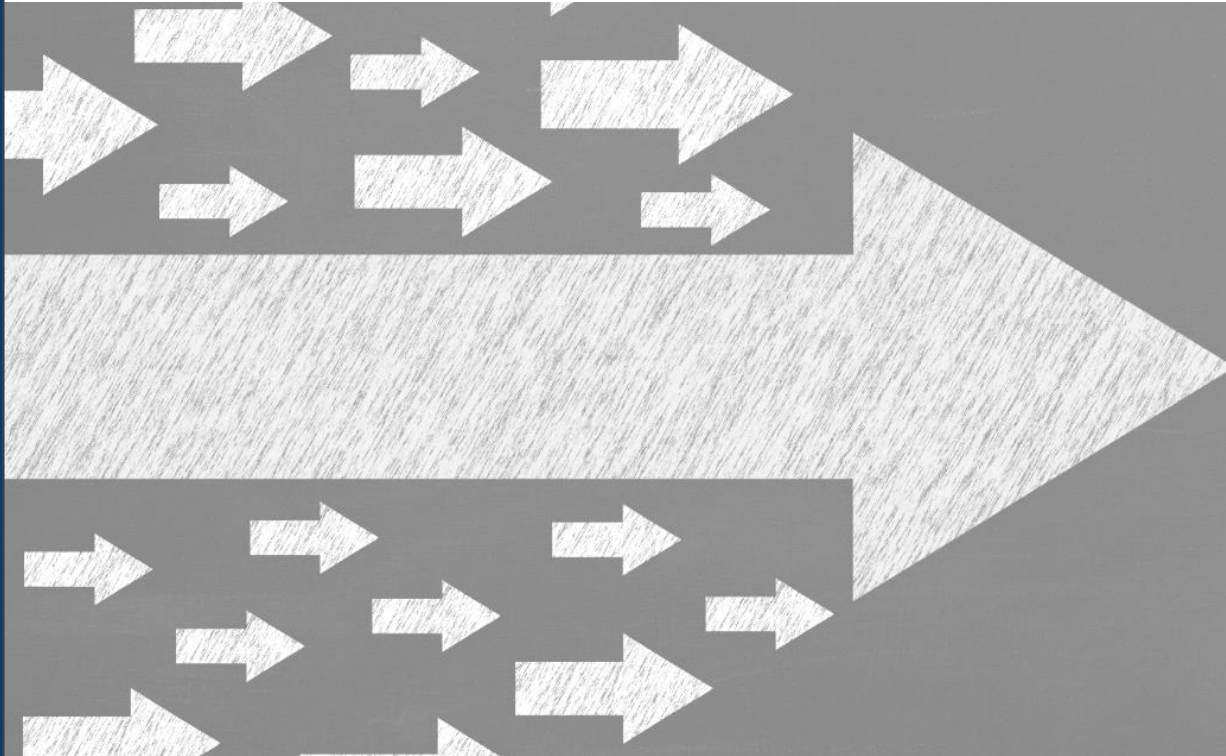
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British Columbia Weekly Index Tracking Scores (Four week rolling average ending October 17th, 2014, n=152)



Party Power Index Tracking by Age

Nanos Weekly Tracking



NANOS

Party Power Index



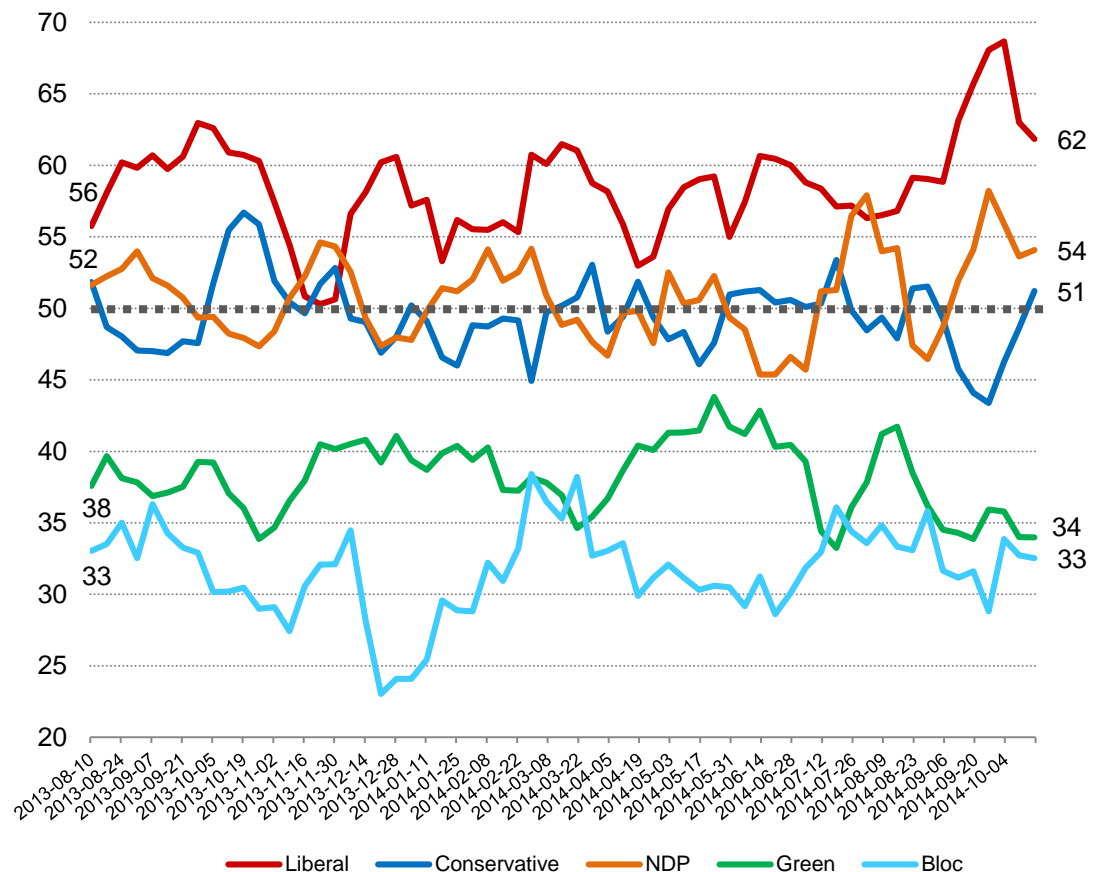
The Nanos Party Power Index Tracking for the 18 to 29 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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18 to 29 Weekly Index Tracking Scores (Four week rolling average ending October 17th, 2014, n=205)



Party Power Index



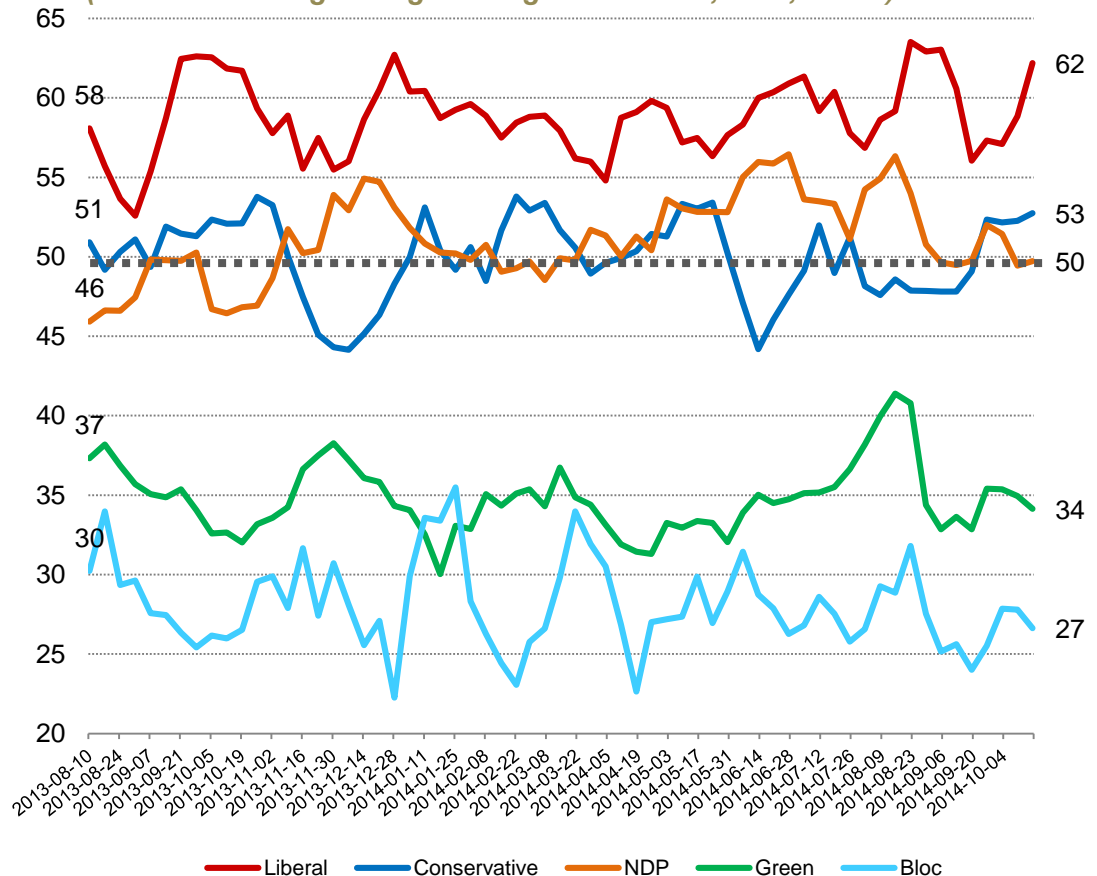
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. 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 October 17th, 2014, n=169)



Party Power Index



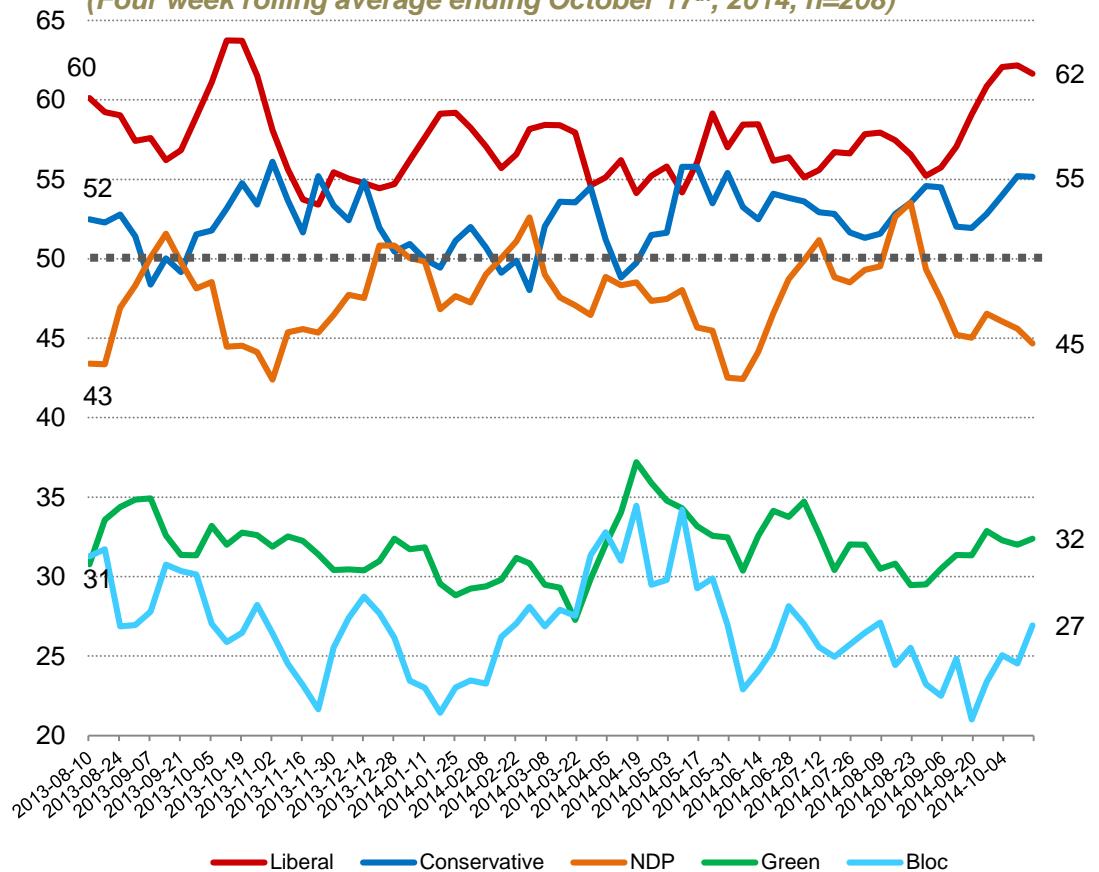
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

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40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending October 17th, 2014, n=208)



Party Power Index



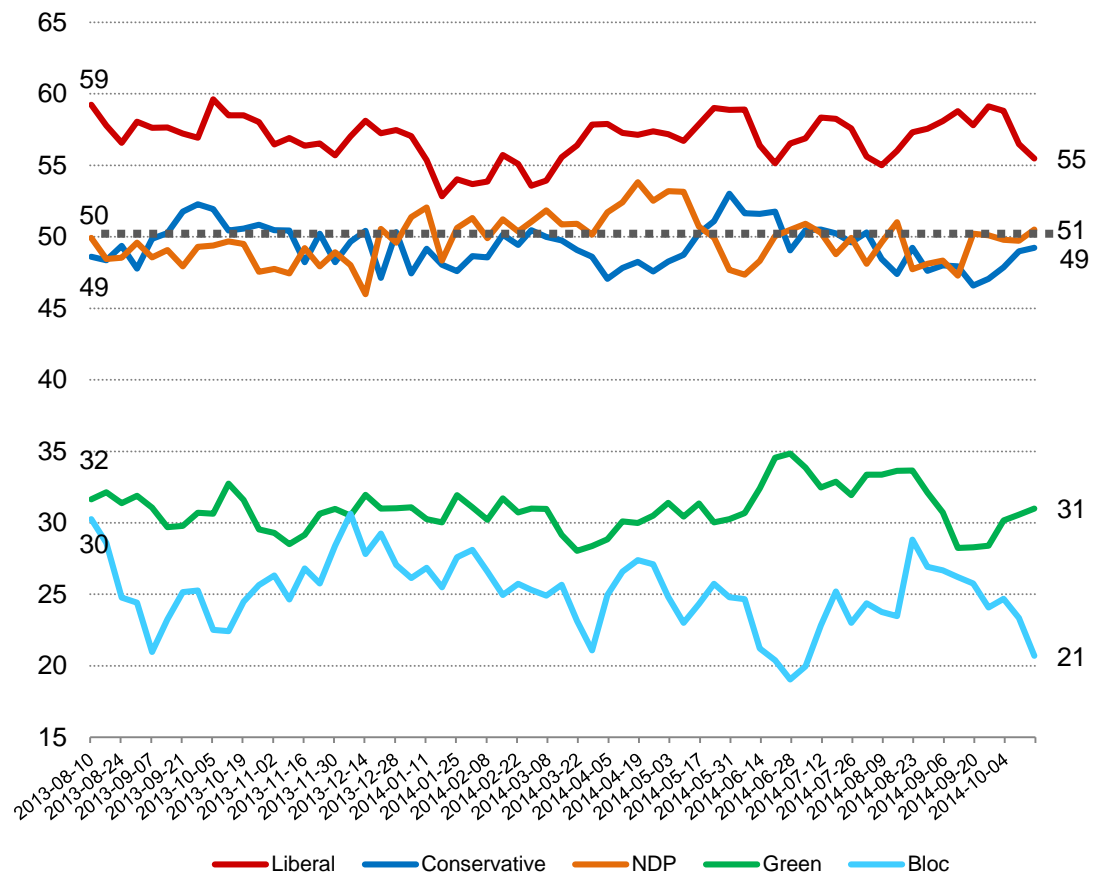
The Nanos Party Power Index Tracking for the 50 to 59 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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50 to 59 Weekly Index Tracking Scores (Four week rolling average ending October 17th, 2014, n=178)



Party Power Index



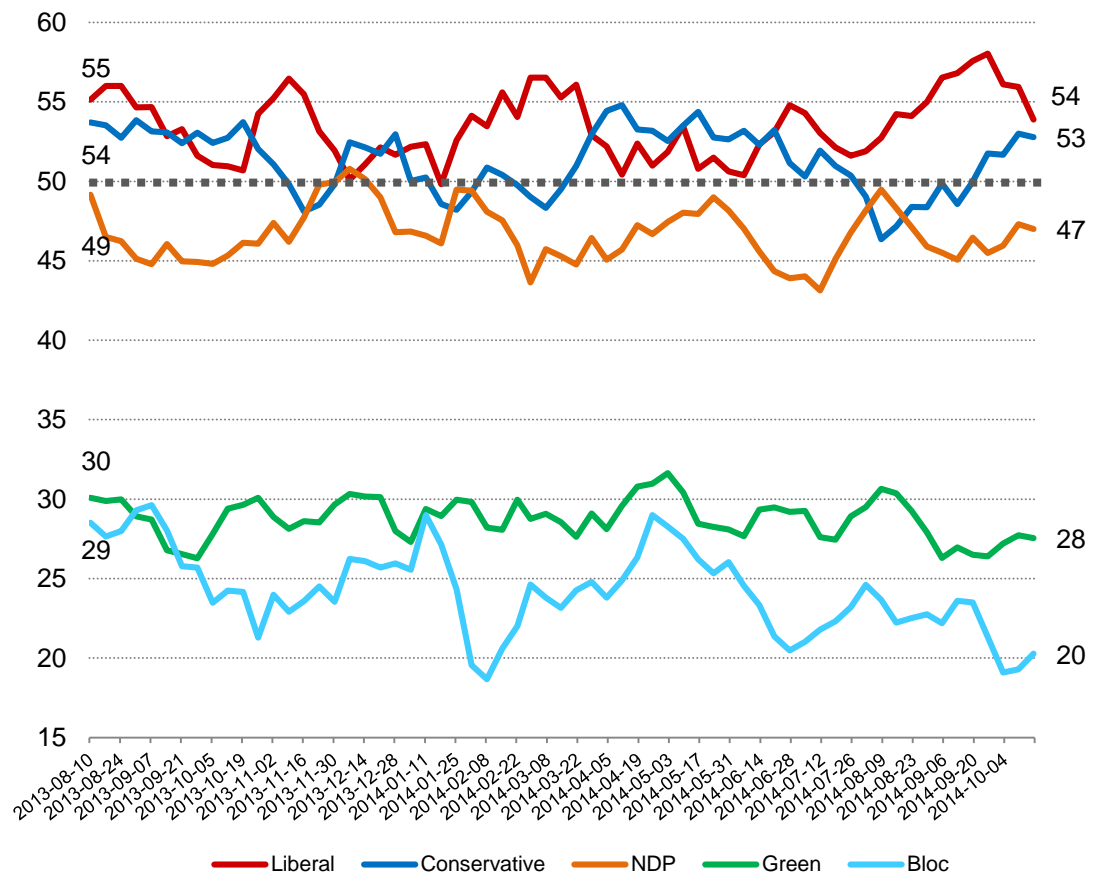
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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60 plus Weekly Index Tracking Scores (Four week rolling average ending October 17th, 2014, n=239)



Party Power Index Tracking by Gender

Nanos Weekly Tracking



Party Power Index



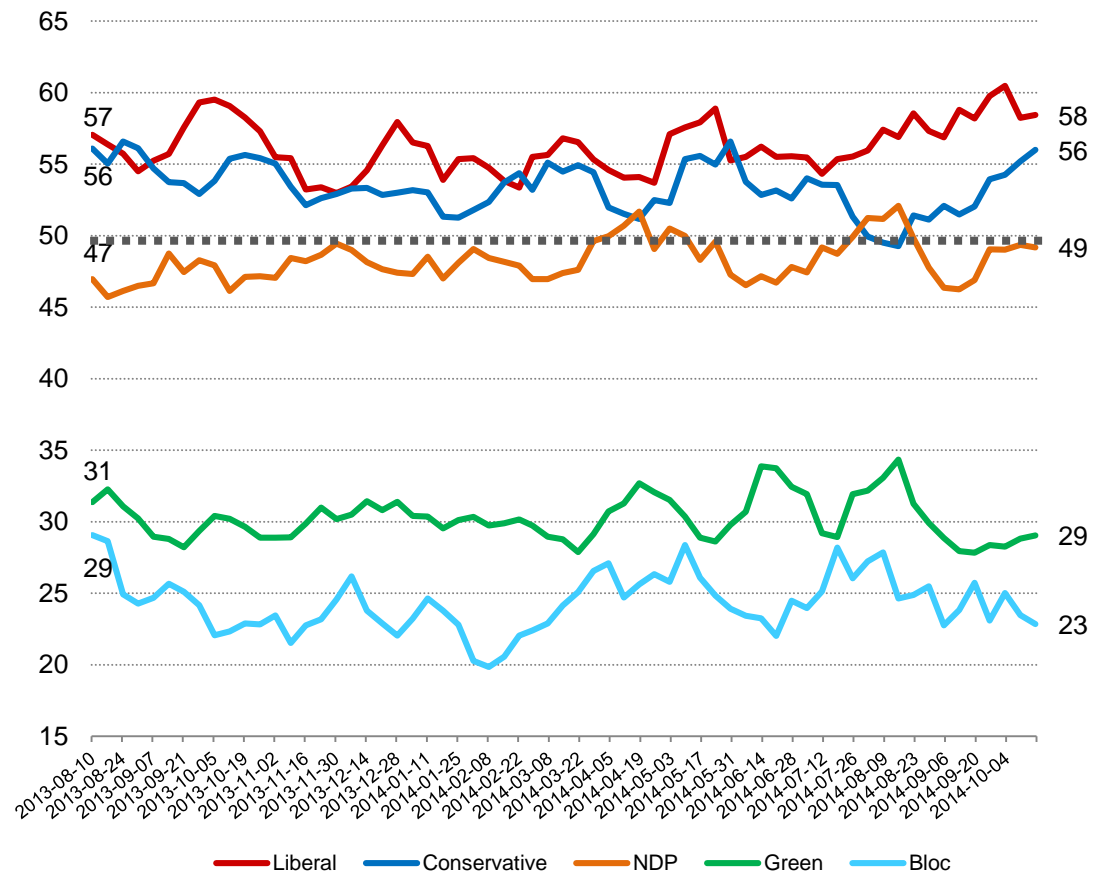
The Nanos Party Power Index Tracking for males is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Male Weekly Index Tracking Scores
(Four week rolling average ending October 17th, 2014, n=486)



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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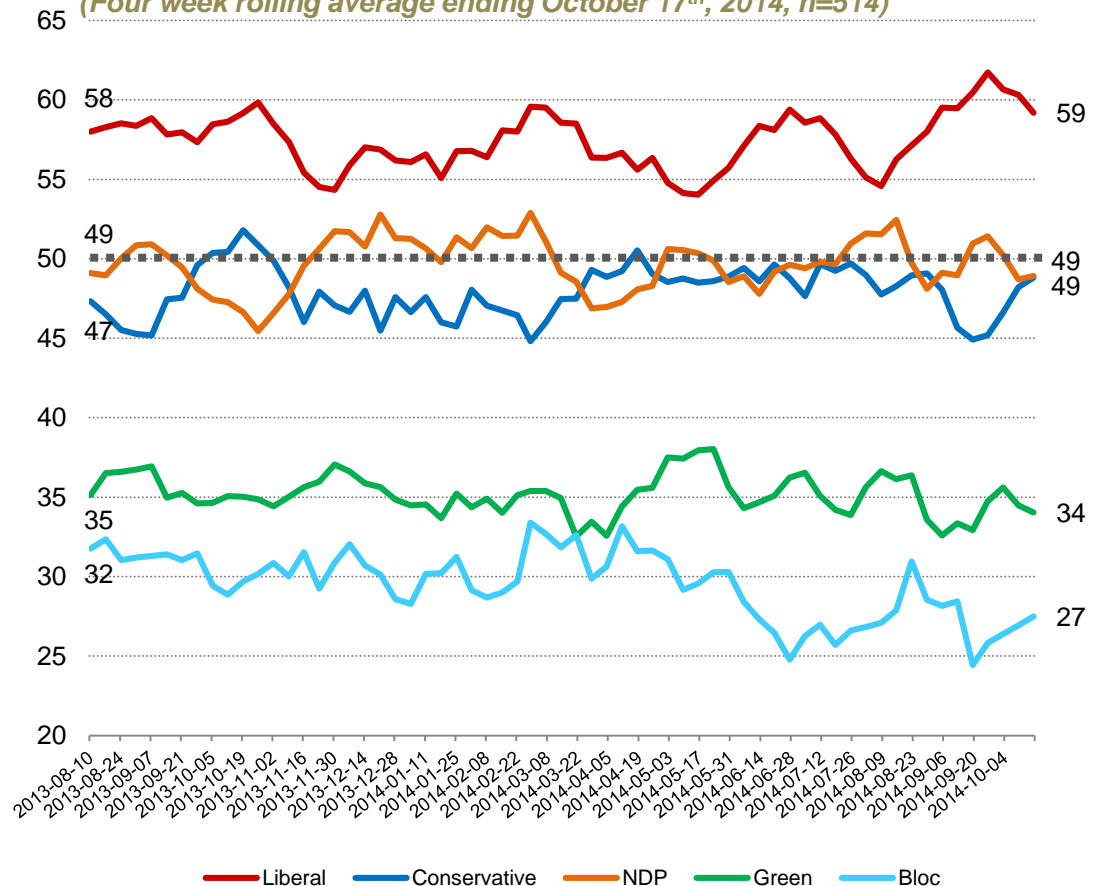
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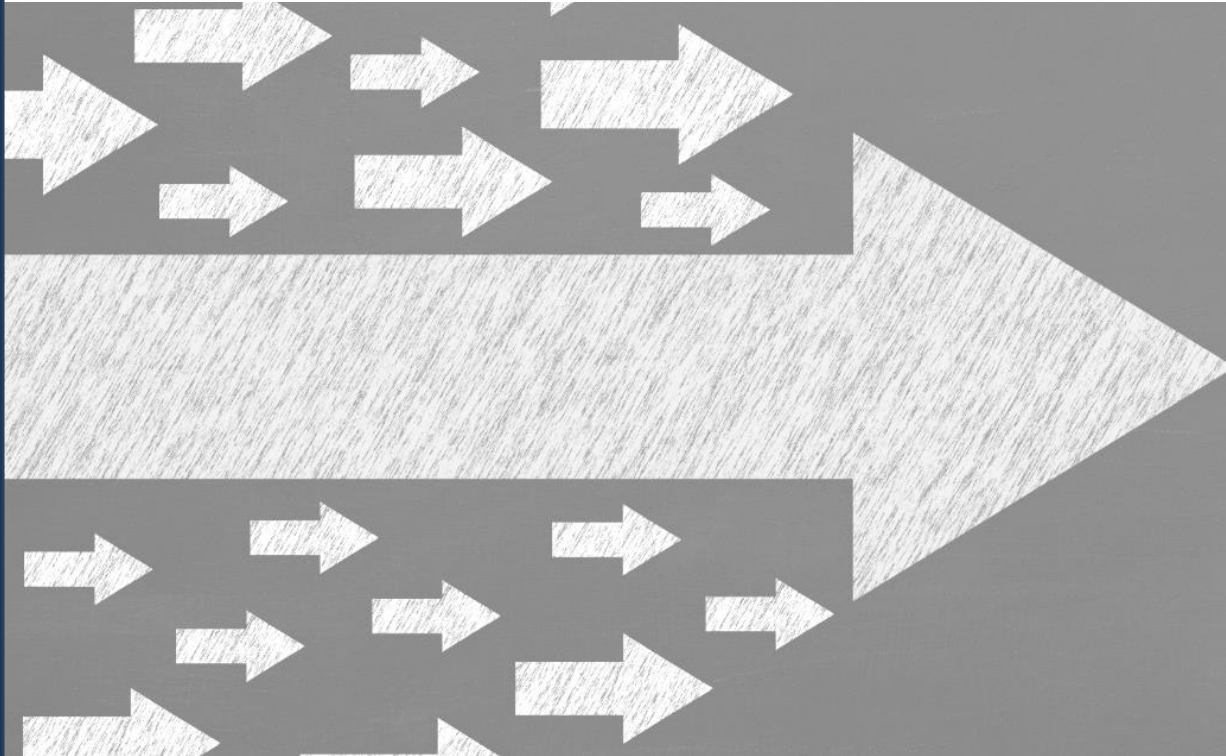
Female Weekly Index Tracking Scores

(Four week rolling average ending October 17th, 2014, n=514)



National Political Tracking Numbers

Nanos Weekly Tracking



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record of accuracy*

National Ballot



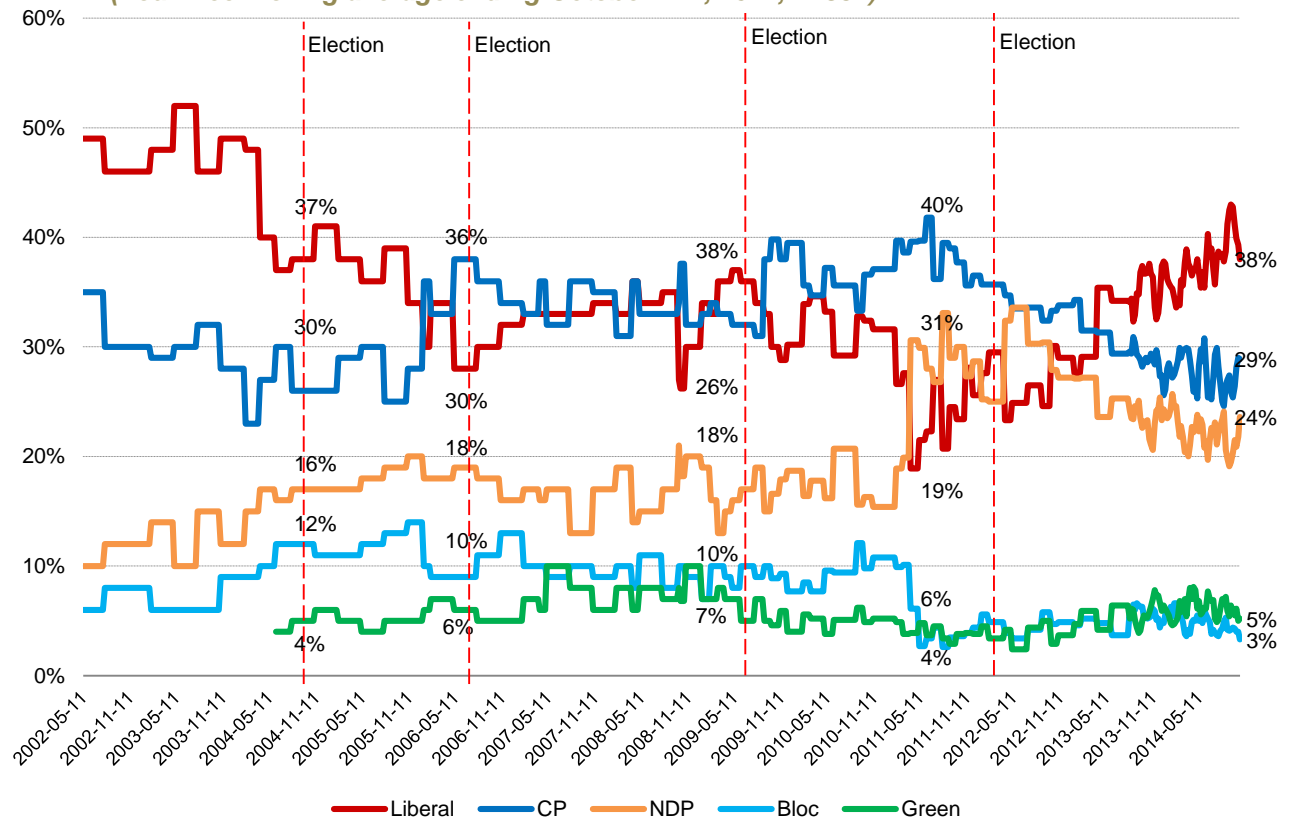
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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Weekly Tracking – First Ranked Choice
(Four week rolling average ending October 17th, 2014, n=834)



National Issue



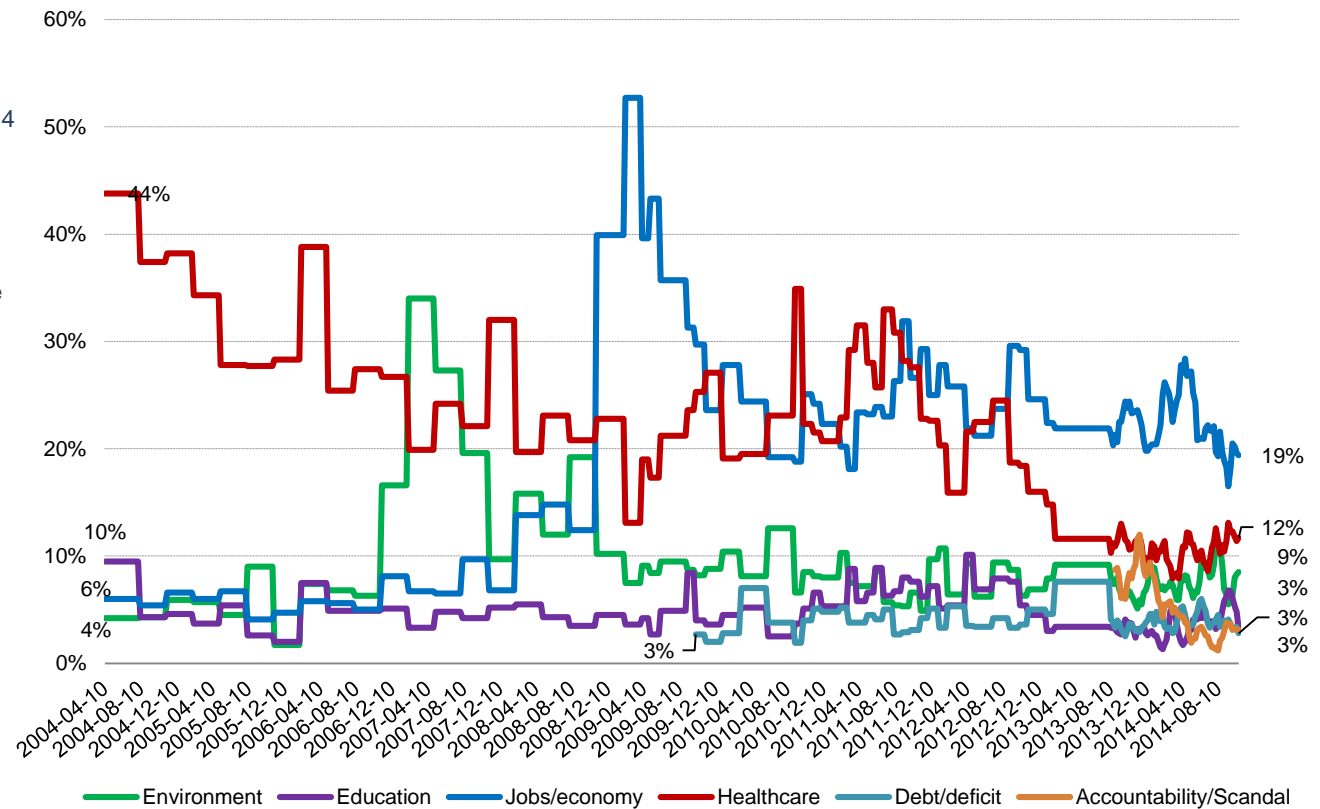
Question: What is your most important NATIONAL issue of concern?

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Weekly Tracking (Four week rolling average ending October 17th, 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

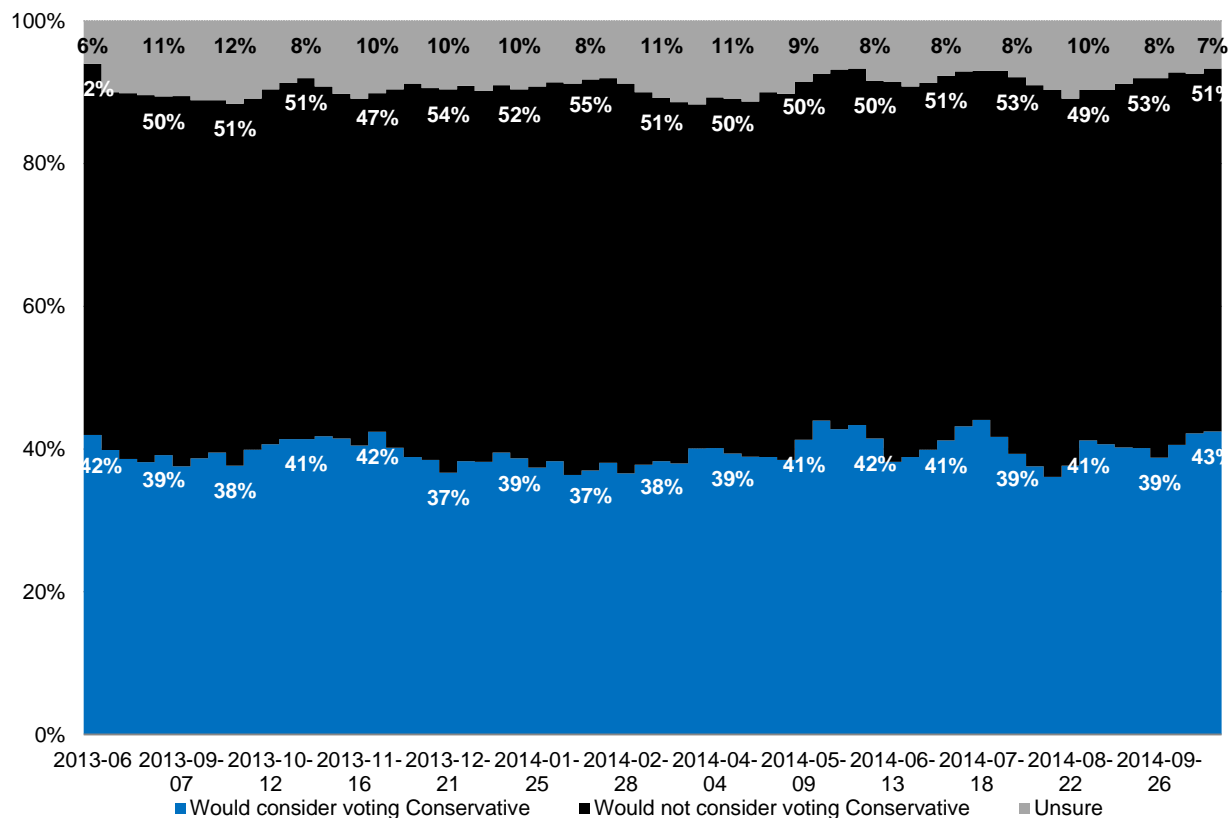
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National – Weekly Tracking

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Consider NDP



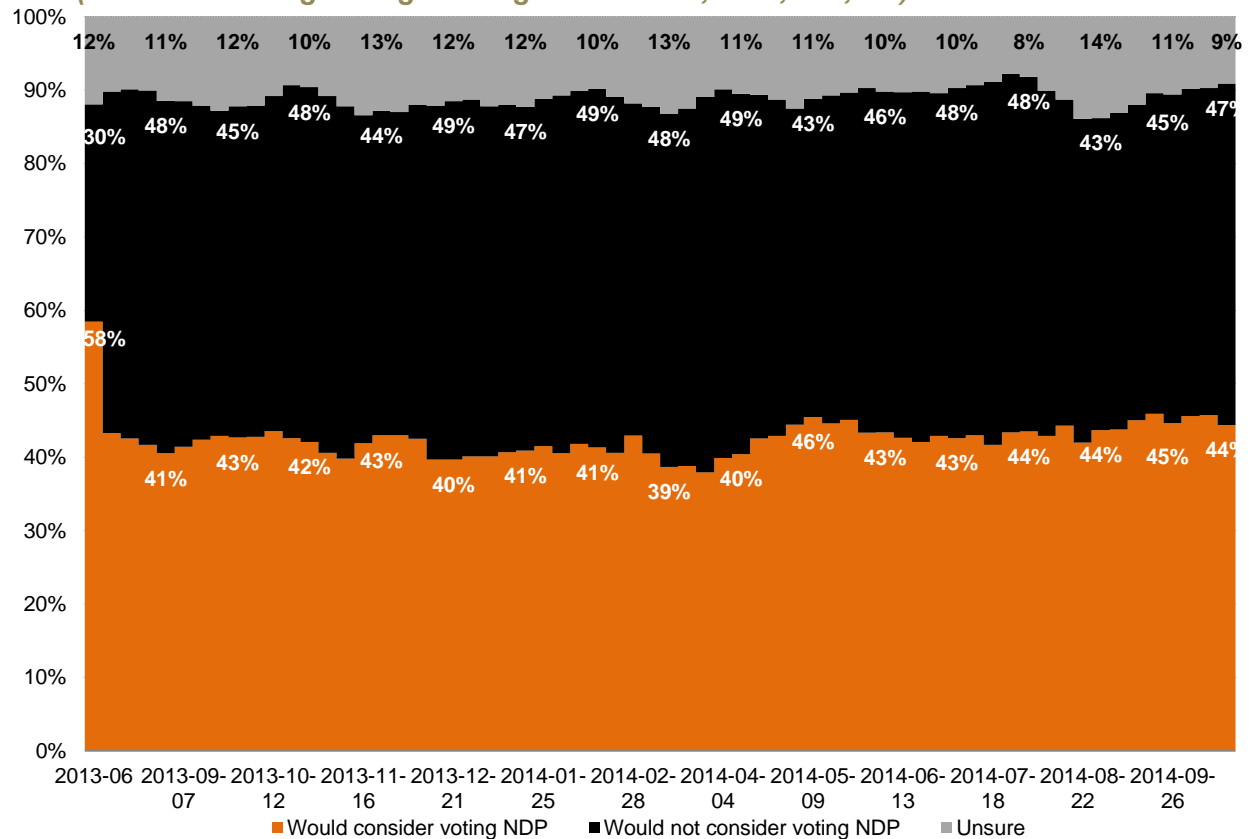
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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National – Weekly Tracking
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Consider Liberal



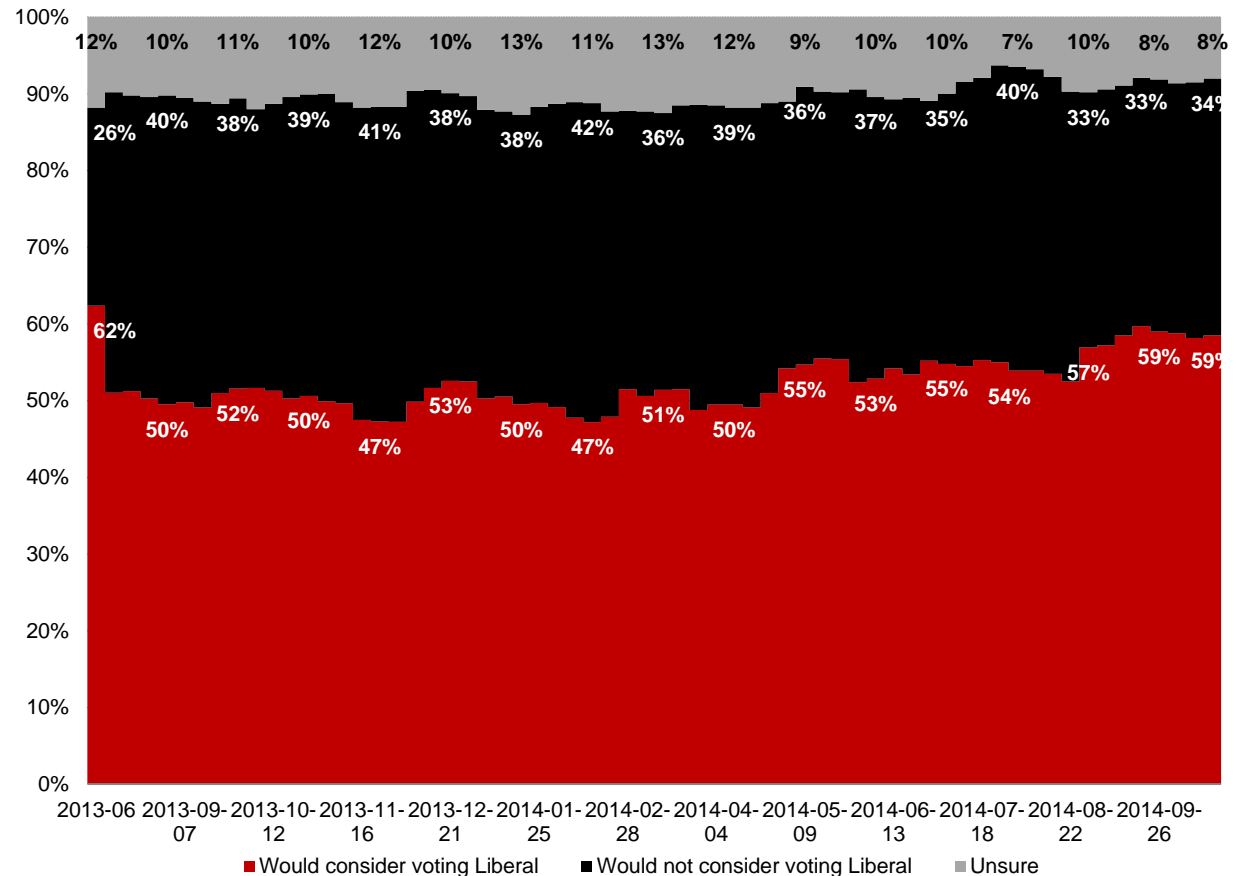
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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National – Weekly Tracking
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Consider Bloc



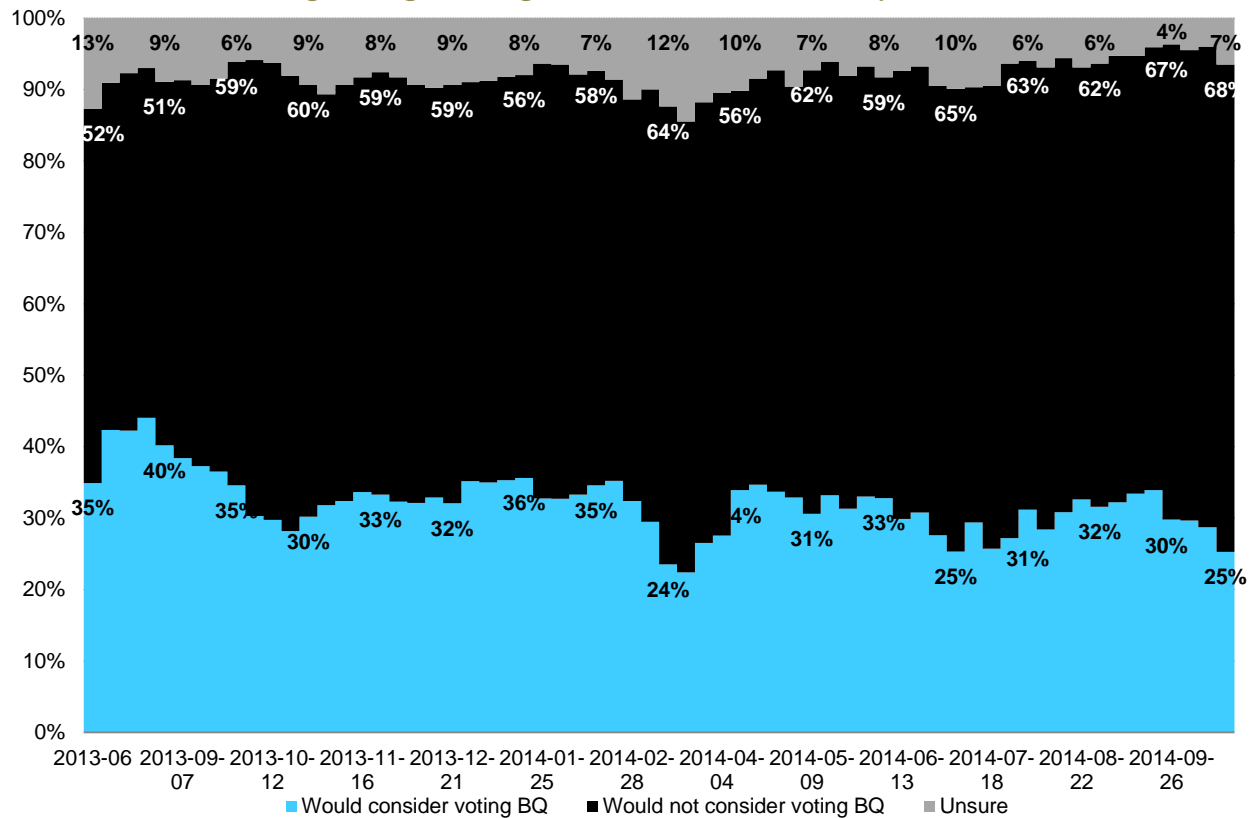
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
Four week rolling average ending October 17th, 2014, n=248)



Consider Green



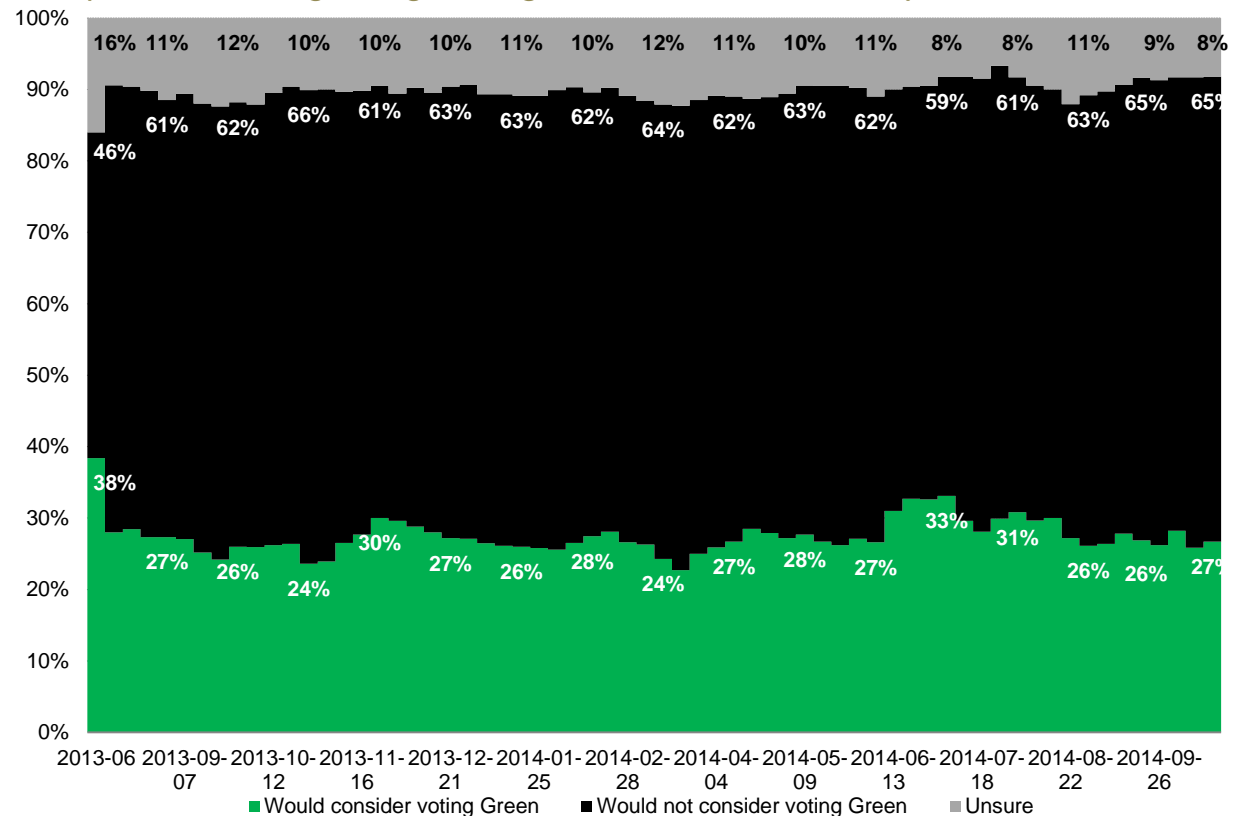
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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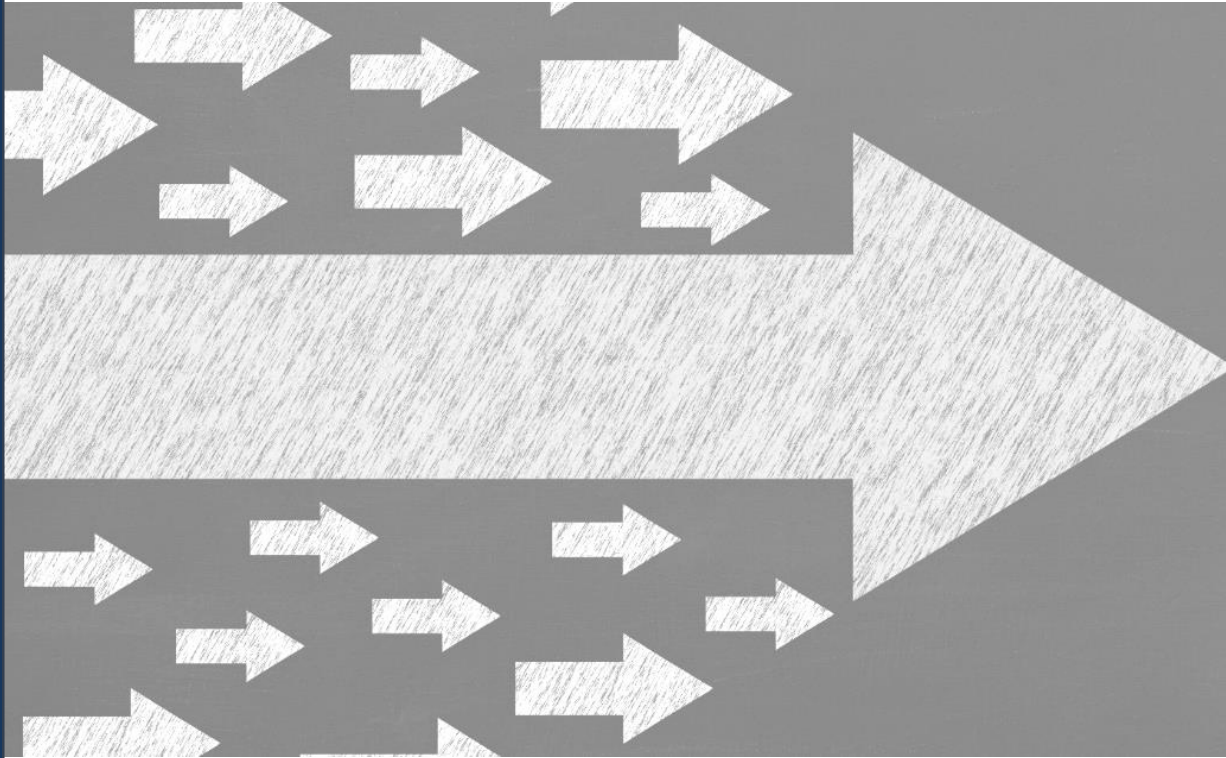
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National – Weekly Tracking
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Tracking on the Federal Political Leaders

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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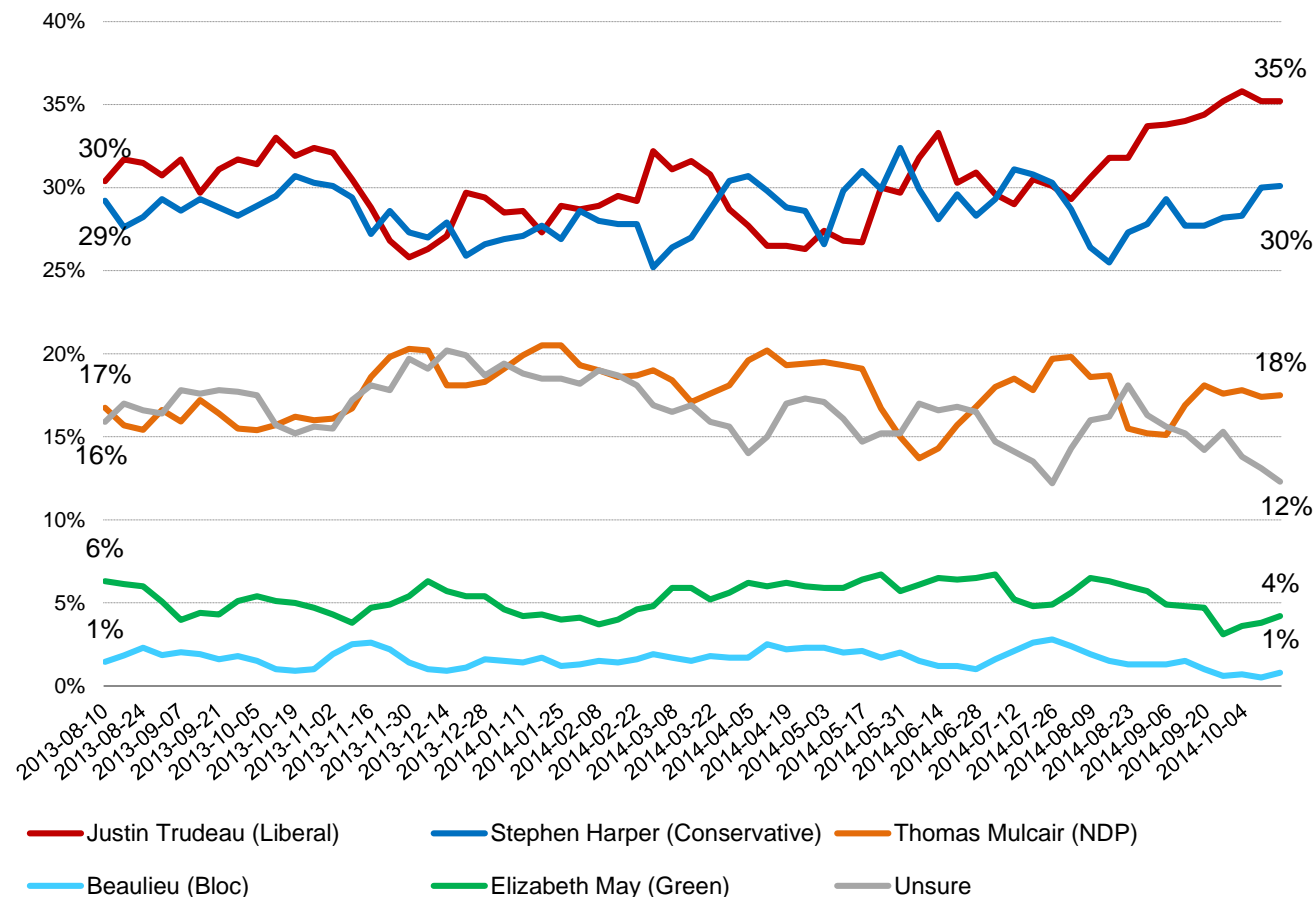
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National – Weekly Tracking – First Ranked Choice (Four week rolling average ending October 17th, 2014, n=1,000)



Harper



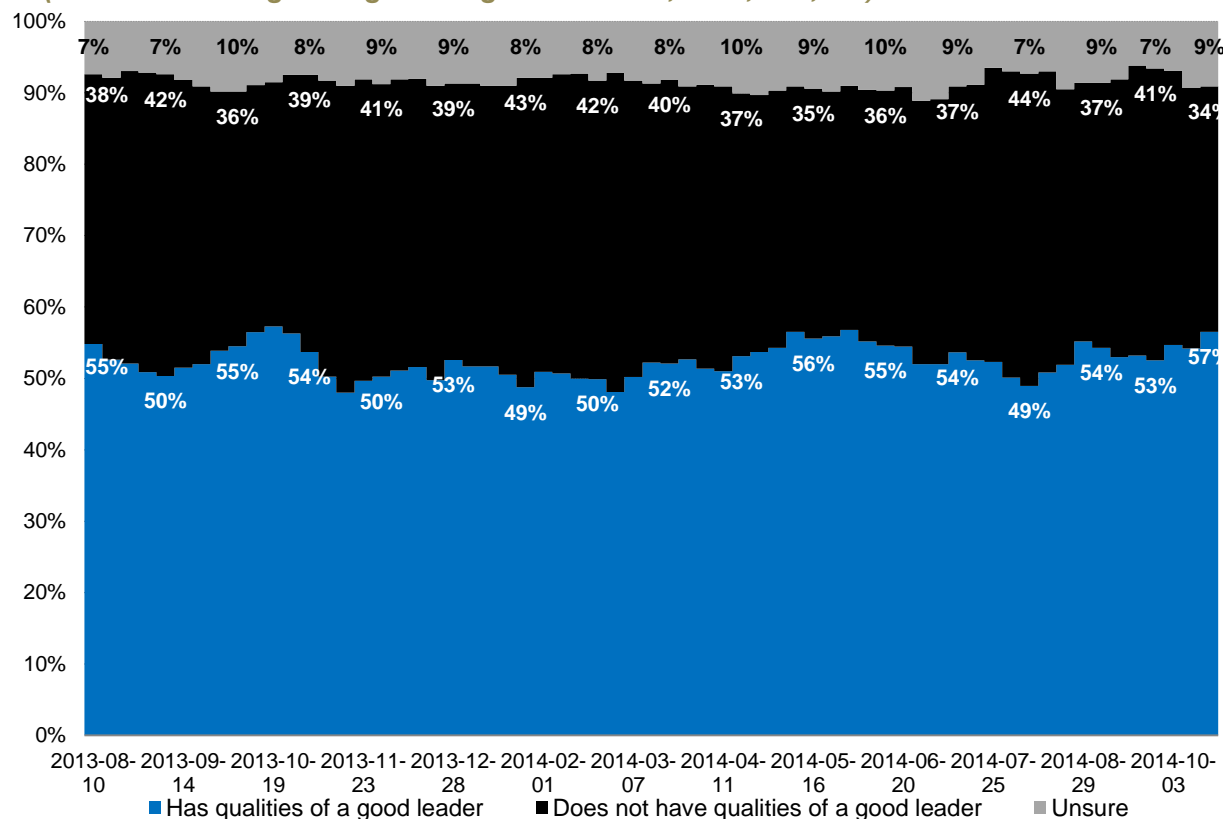
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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National – Weekly Tracking (Four week rolling average ending October 17th, 2014, n=1,000)



Mulcair



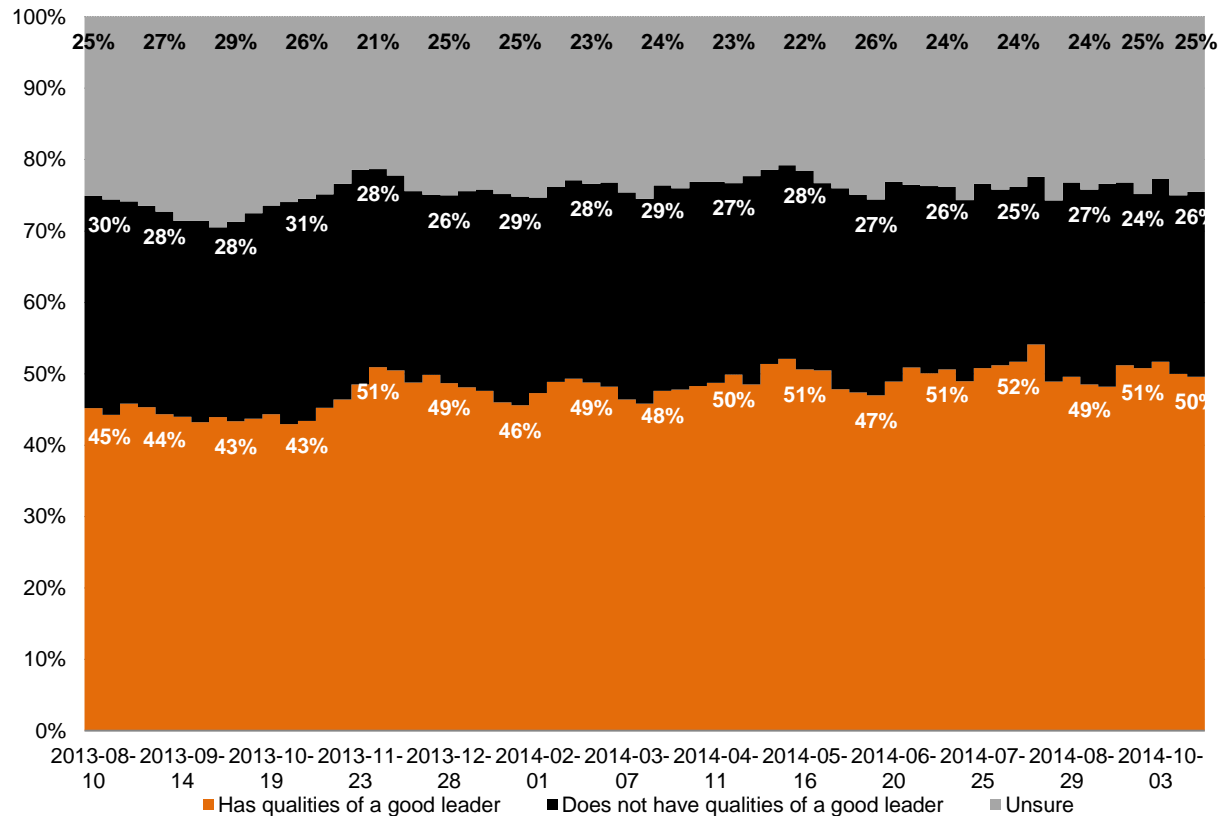
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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National – Weekly Tracking (Four week rolling average ending October 17th, 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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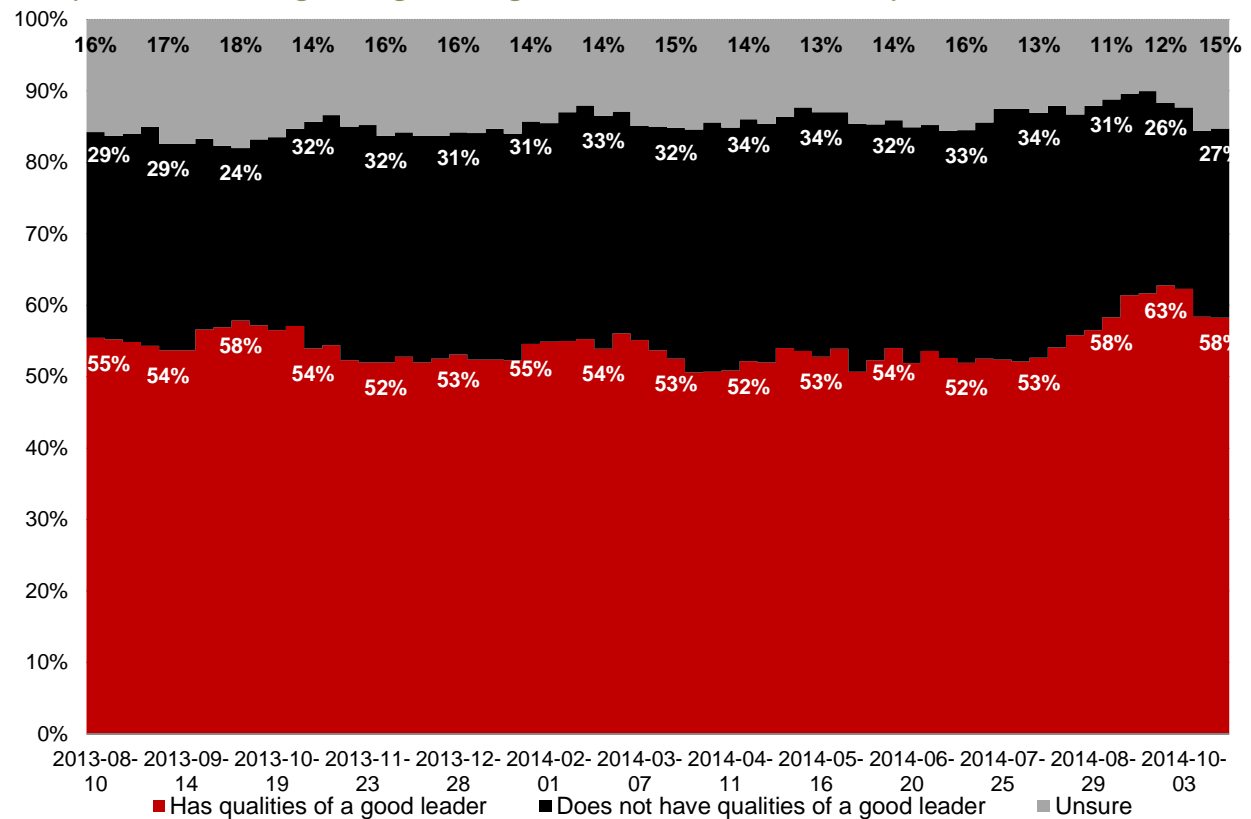
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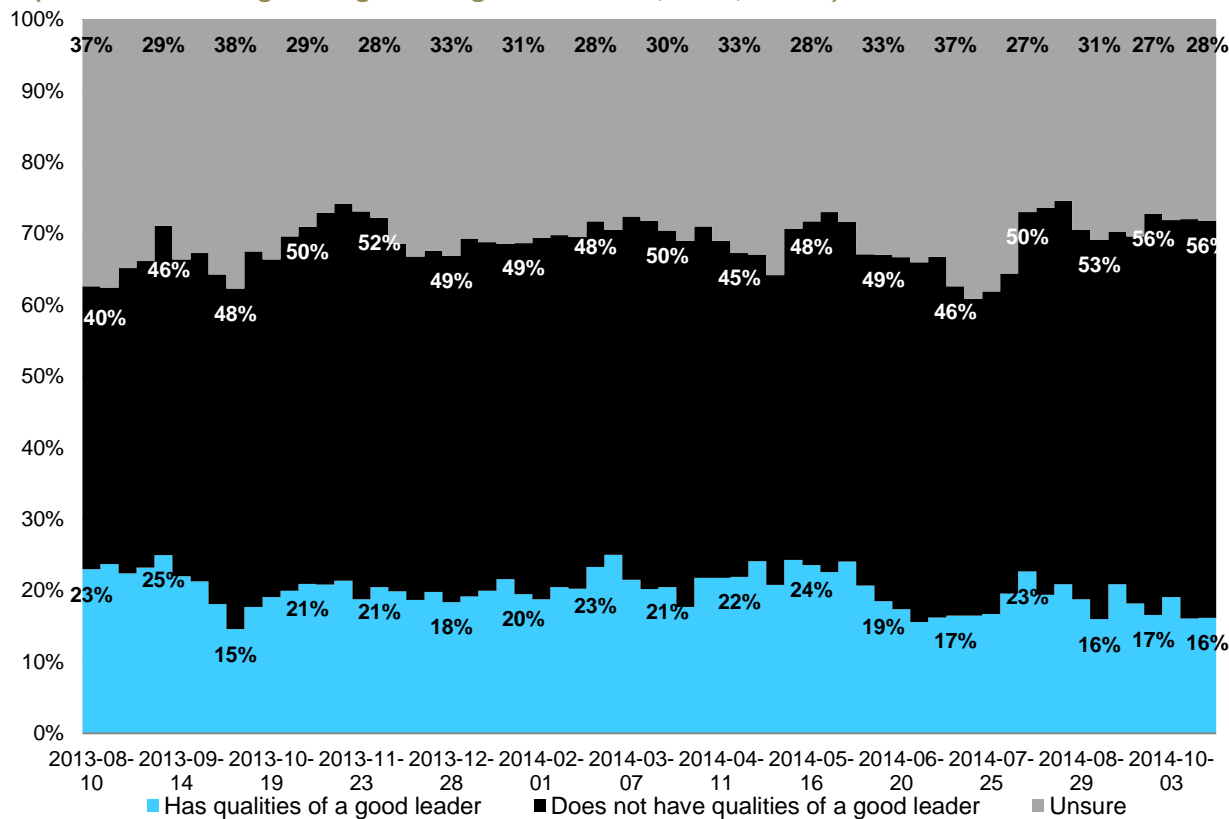
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Mario Beaulieu

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May



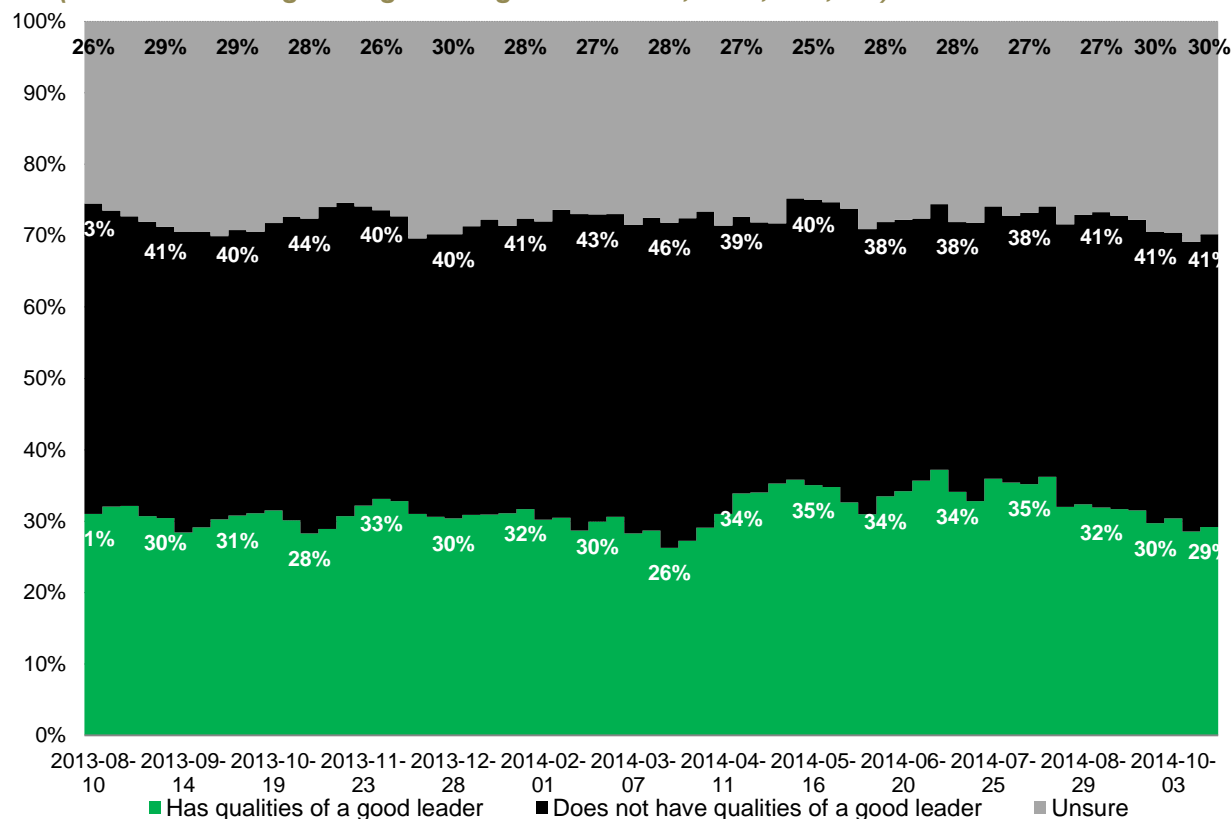
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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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 October 17th, 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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