

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending October 24, 2014
(released October 29, 2014)



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world-class data*

Weekly Nanos Party Power Index



Grits highest on Nanos Party Power Index, Preferred PM unchanged in week over week tracking (Released 10/29/2014)

The federal Liberals continue to score higher than the opposition parties on the Nanos Party Power Index but their advantage has diminished over the past four weeks. Four weeks ago they enjoyed an 11 point advantage but that advantage has dropped to six points. The federal Liberals received a score of 58 points out of 100, followed by the Conservatives at 52 points, the NDP at 50 points, the Green Party at 32 points and the BQ at 26 points (in QC only).

Readers should note that the weekly data was collected before the shooting incident in Ottawa.

The five point advantage enjoyed by Trudeau over Harper remains unchanged in the current wave of tracking. Thirty four per cent of Canadians preferred Trudeau as Prime Minister followed by Harper at 29 per cent, Mulcair at 19 per cent. And May at five per cent (12 per cent of Canadians were unsure).

The Liberals still have the highest pool of accessible voters but there has been a noticeable one week four point slide on this measure that should be monitored. Asked a series of independent questions, 54 per cent of Canadians would consider voting for the Liberals, 43 per cent would consider voting NDP, 41 per cent would consider voting Conservative and 28 percent of Canadians would consider voting for the Green Party.

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	58.0	58.8	60.7	55.9	58.5	60.8	53.7	56.7
Conservative	52.3	52.3	49.5	50.5	53.1	53.2	48.4	50.5
NDP	50.4	49.0	50.2	50.4	46.3	52.3	46.3	49.2
Green	32.0	31.6	31.5	32.8	31.8	35.2	30.3	32.7
Bloc	26.1	25.1	24.4	26.3	26.3	29.2	24.4	26.7
Party Consider								
Liberal	54.2%	58.5%	59.0%	55.0%	50.3%	59.7%	47.2%	52.6%
NDP	43.1%	44.4%	44.7%	43.4%	42.1%	45.9%	37.9%	42.3%
Conservative	40.9%	42.5%	38.8%	41.7%	41.4%	44.1%	36.1%	39.8%
Bloc	29.3%	25.3%	29.8%	27.2%	23.6%	35.6%	22.4%	31.2%
Green	28.1%	26.7%	26.2%	29.9%	30.2%	33.1%	22.7%	27.5%
Preferred Prime Minister								
Trudeau	34.3%	35.2%	35.2%	30.1%	32.4%	35.8%	25.8%	30.2%
Harper	29.1%	30.1%	28.2%	30.3%	30.3%	32.4%	25.2%	28.5%
Mulcair	19.3%	17.5%	17.6%	19.7%	16.0%	20.5%	13.7%	18.1%
May	4.6%	4.2%	3.1%	4.9%	4.7%	6.7%	3.1%	5.2%
Beaulieu	1.0%	0.8%	0.6%	2.8%	1.0%	2.8%	0.5%	1.6%
Unsure	11.7%	12.3%	15.3%	12.2%	15.6%	20.2%	11.7%	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



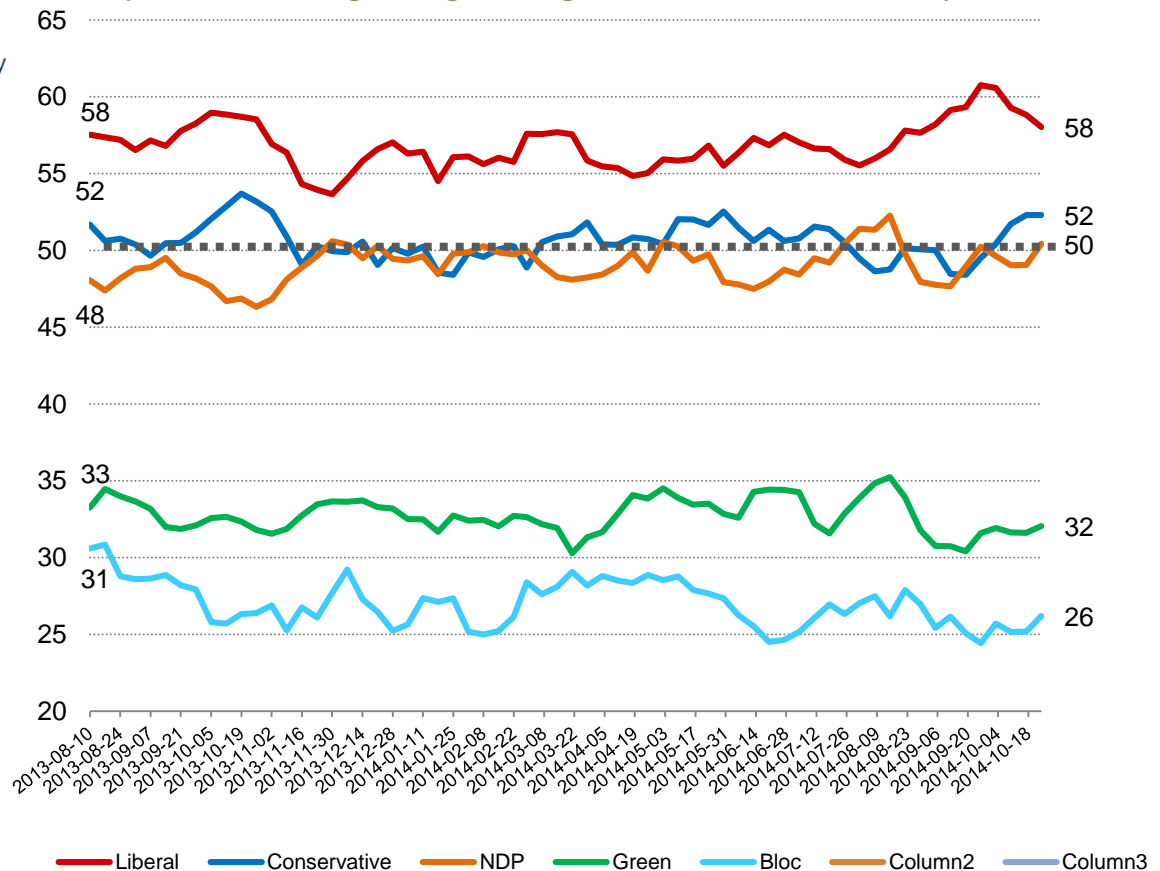
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Canada Weekly Index Tracking Scores
(Four week rolling average ending October 24th, 2014, n=1,000)



Party Power Index Tracking by Region

Nanos Weekly Tracking



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Party Power Index



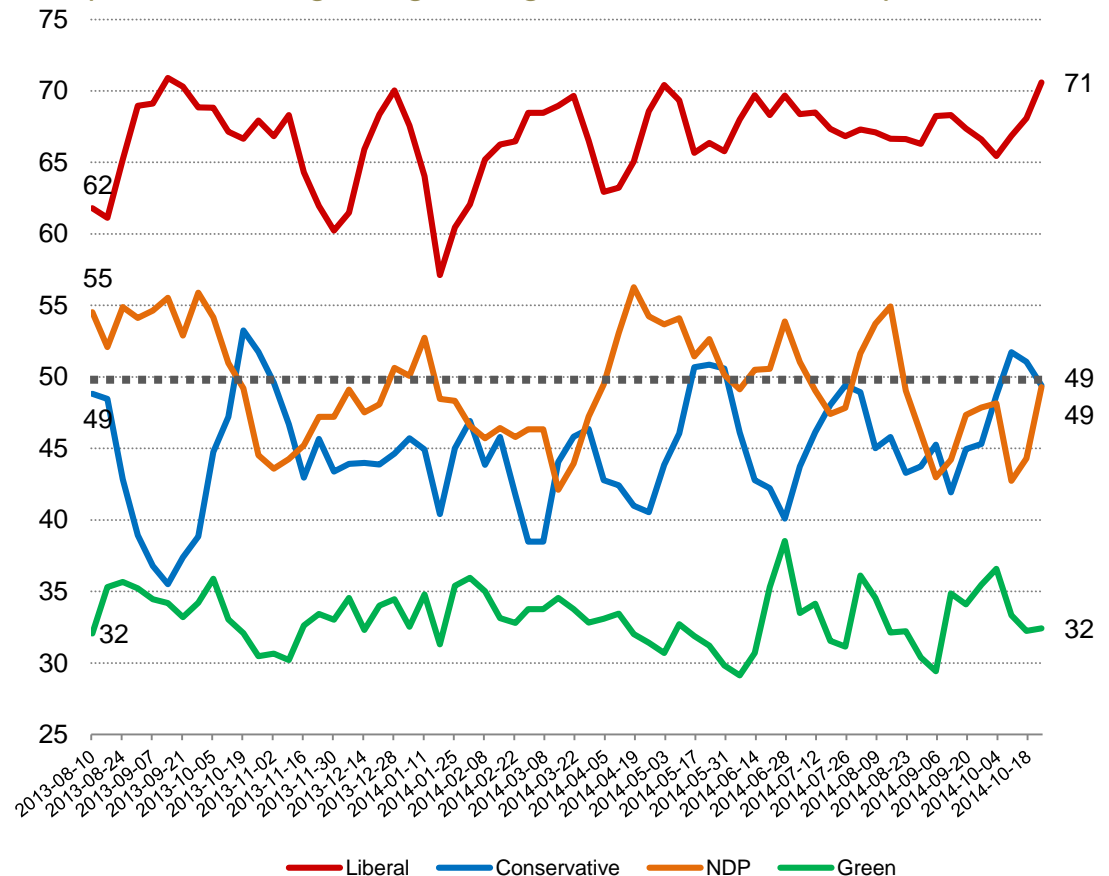
The Nanos Party Power Index Tracking for the Atlantic is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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Atlantic Weekly Index Tracking Scores (Four week rolling average ending October 24th, 2014, n=100)



Party Power Index



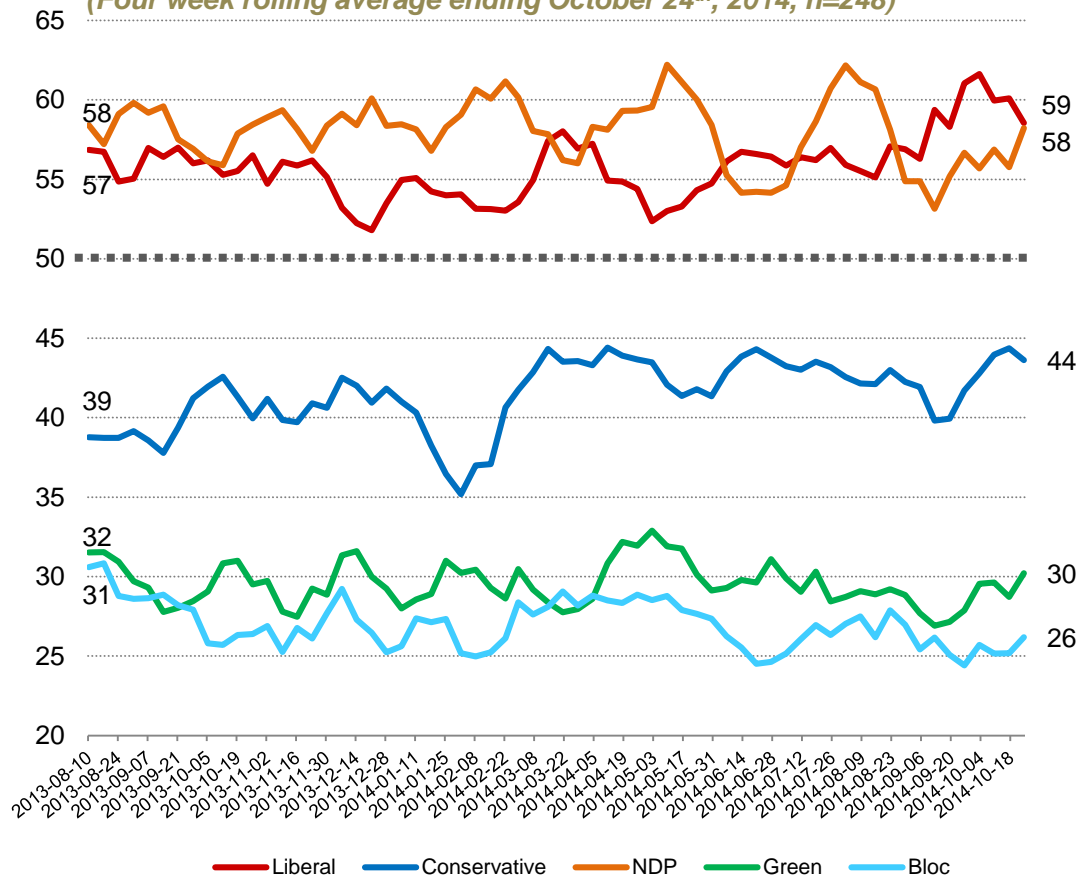
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Quebec Weekly Index Tracking Scores
(Four week rolling average ending October 24th, 2014, n=248)



Party Power Index



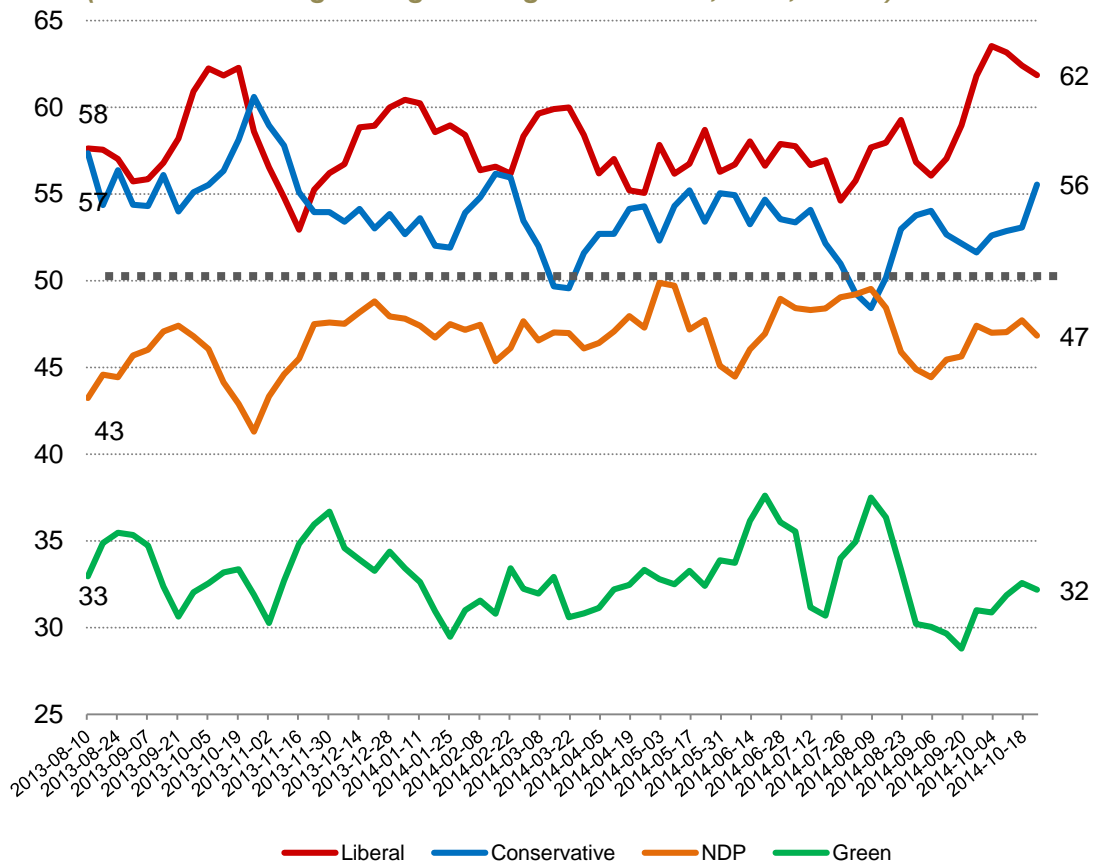
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Ontario Weekly Index Tracking Scores (Four week rolling average ending October 24th, 2014, n=300)



Party Power Index



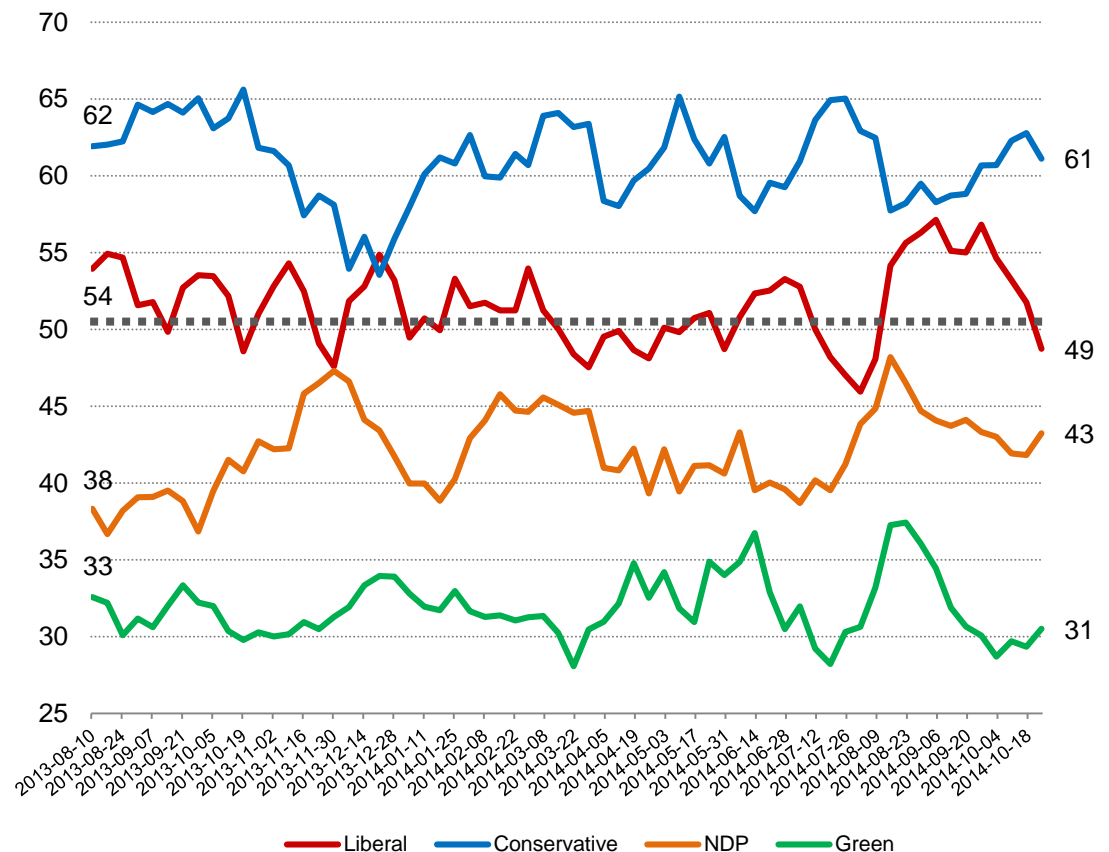
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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Prairies Weekly Index Tracking Scores (Four week rolling average ending October 24th, 2014, n=200)



Party Power Index



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

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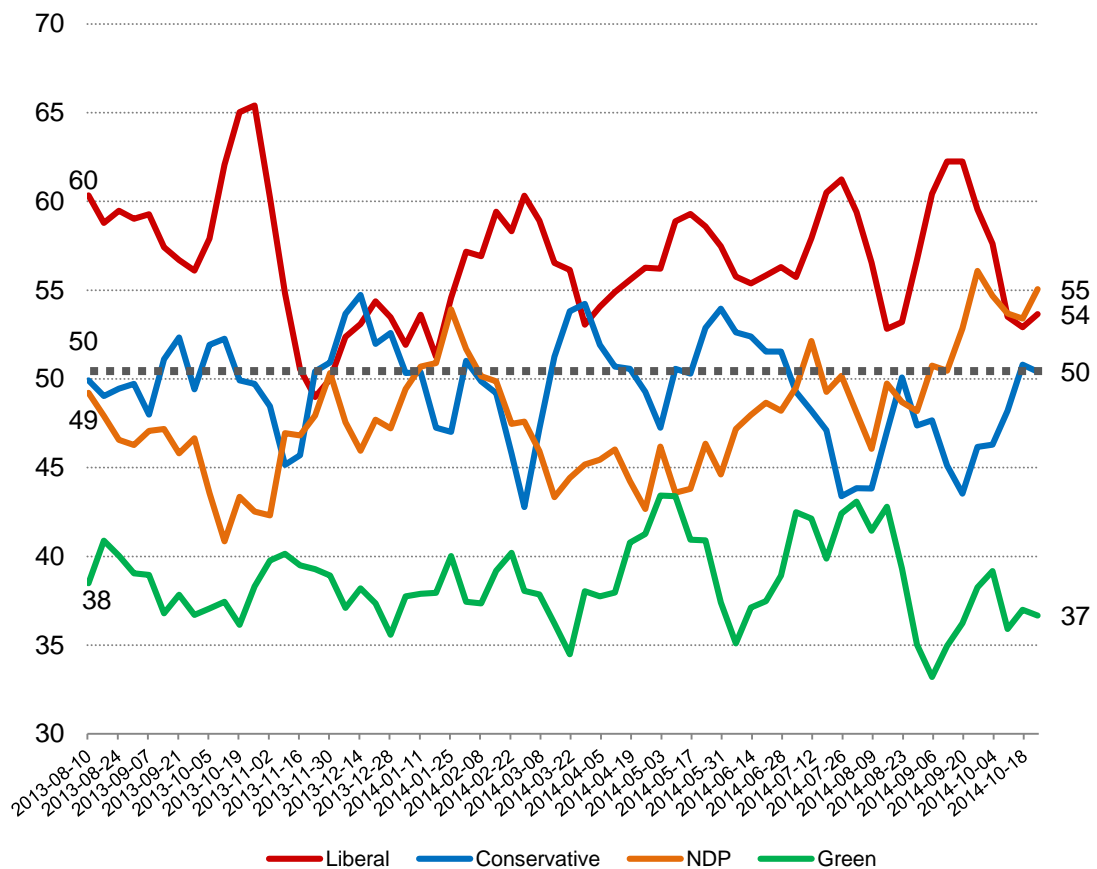
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British Columbia Weekly Index Tracking Scores (Four week rolling average ending October 24th, 2014, n=152)



Party Power Index Tracking by Age

Nanos Weekly Tracking



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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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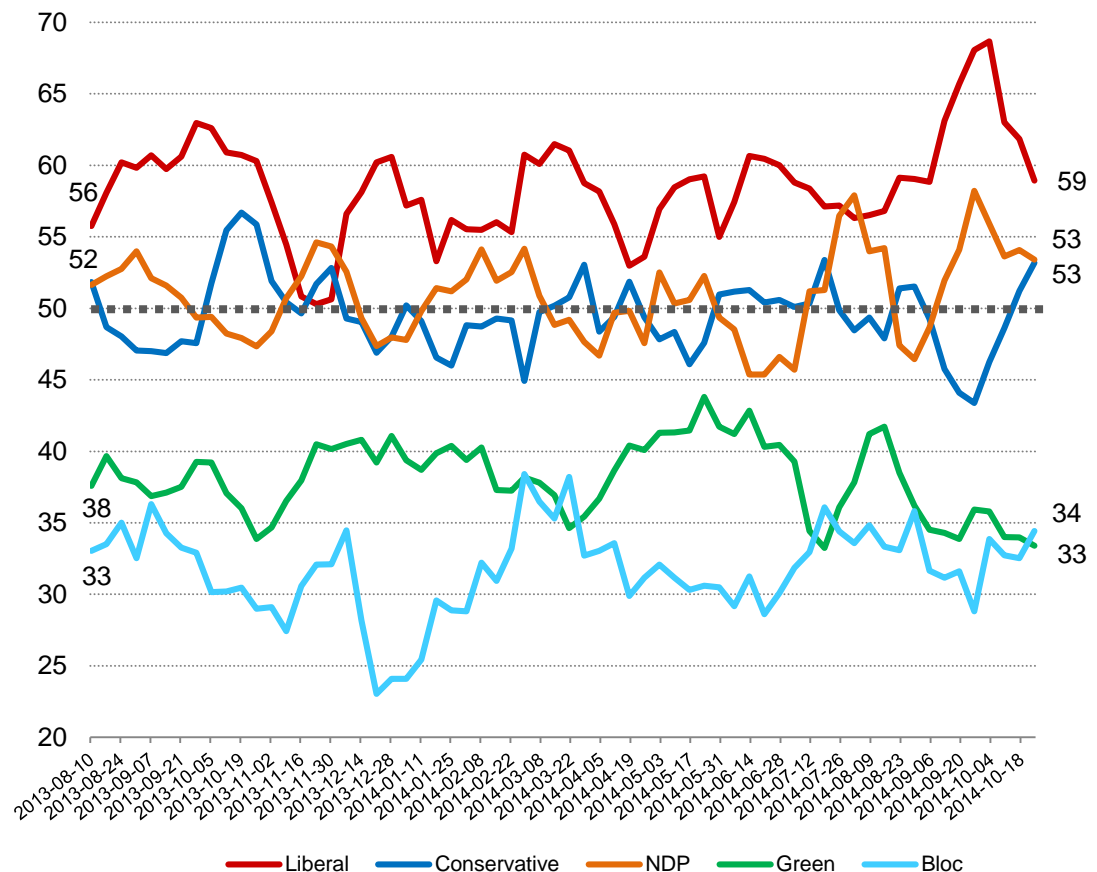
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18 to 29 Weekly Index Tracking Scores

(Four week rolling average ending October 24th, 2014, n=205)



Party Power Index



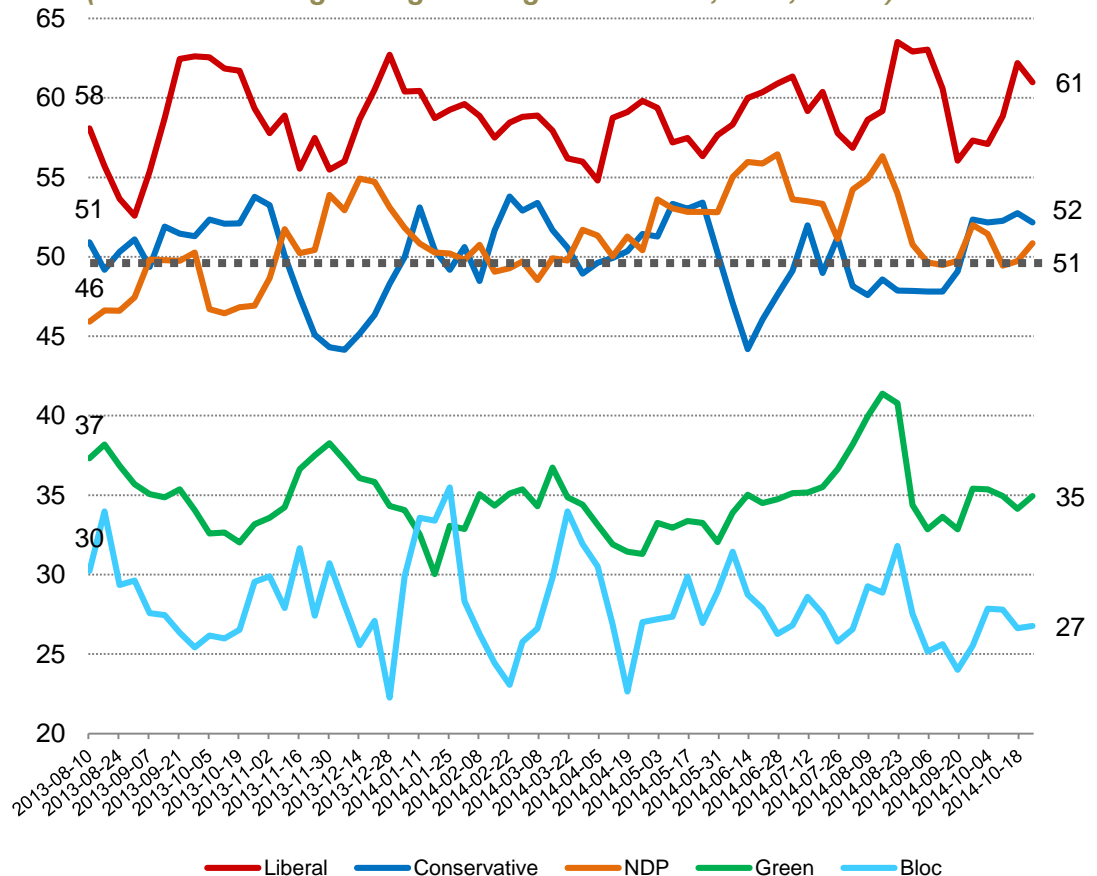
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. 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 24th, 2014, n=169)



Party Power Index



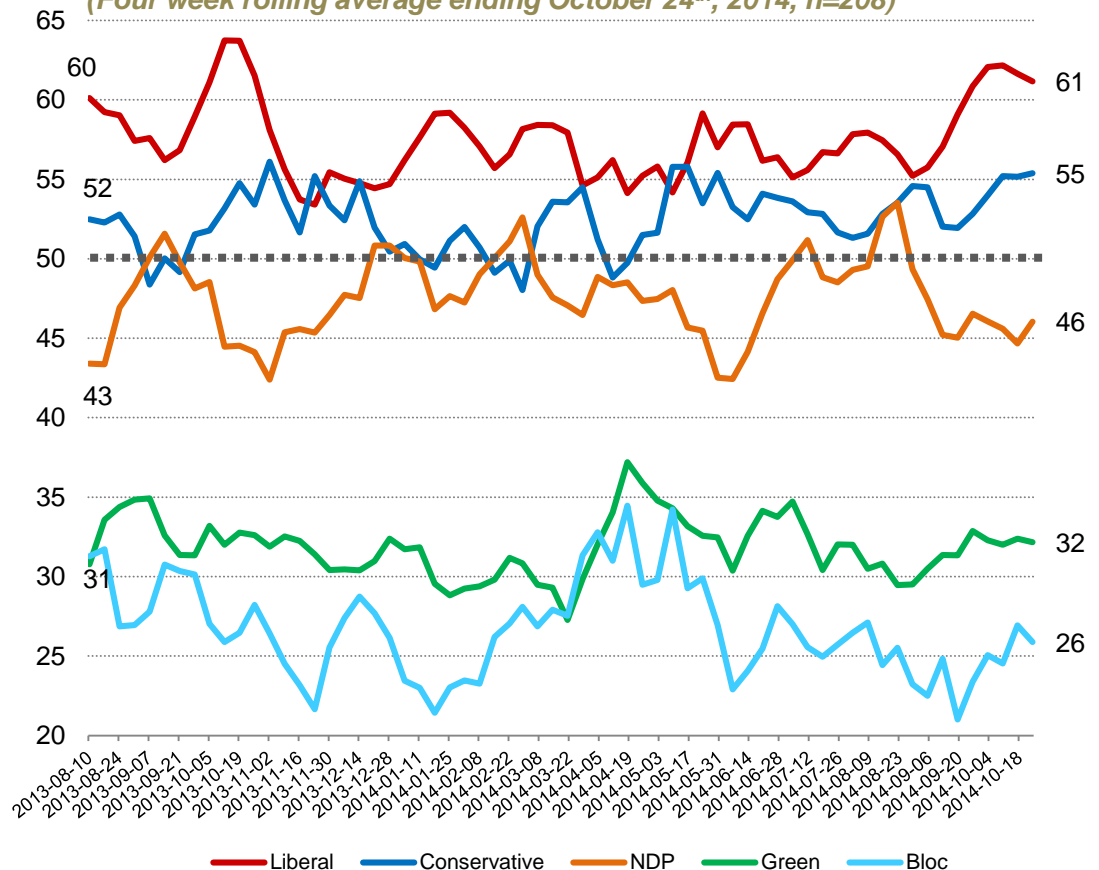
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

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40 to 49 Weekly Index Tracking Scores (Four week rolling average ending October 24th, 2014, n=208)



Party Power Index



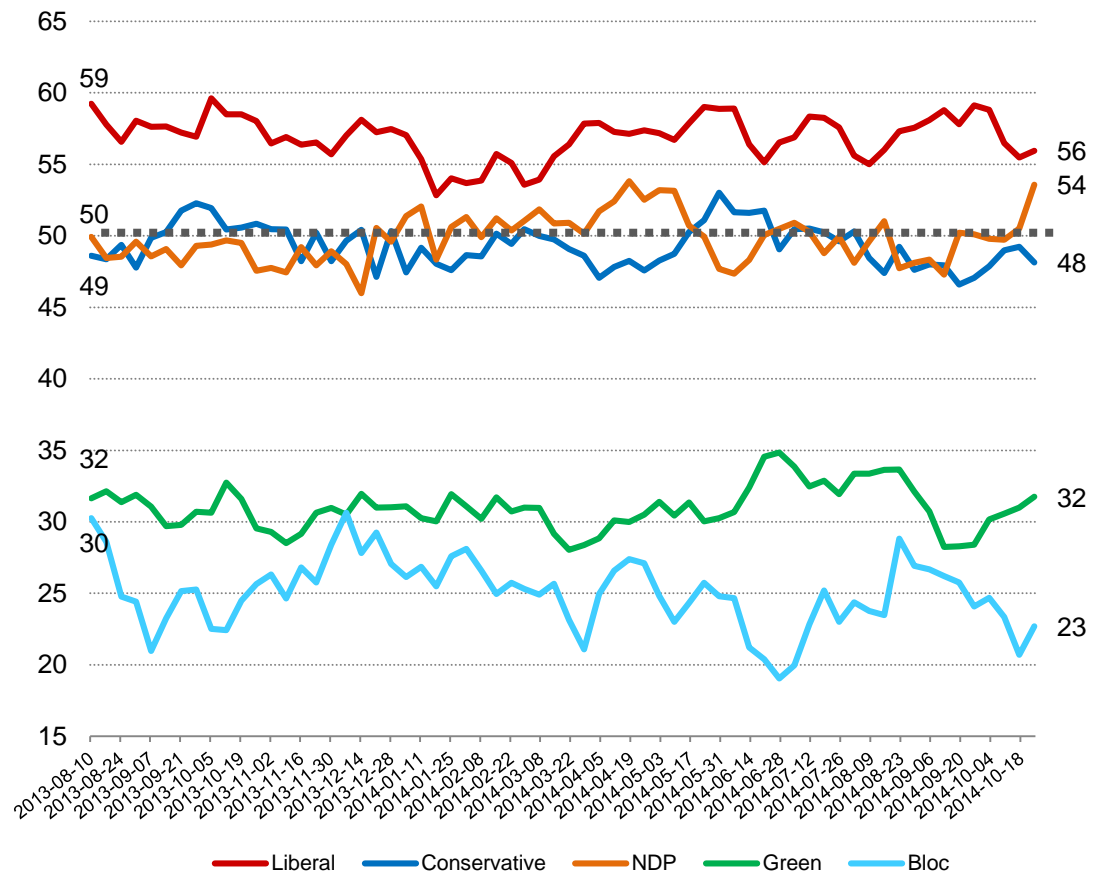
The Nanos Party Power Index Tracking for the 50 to 59 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. 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 24th, 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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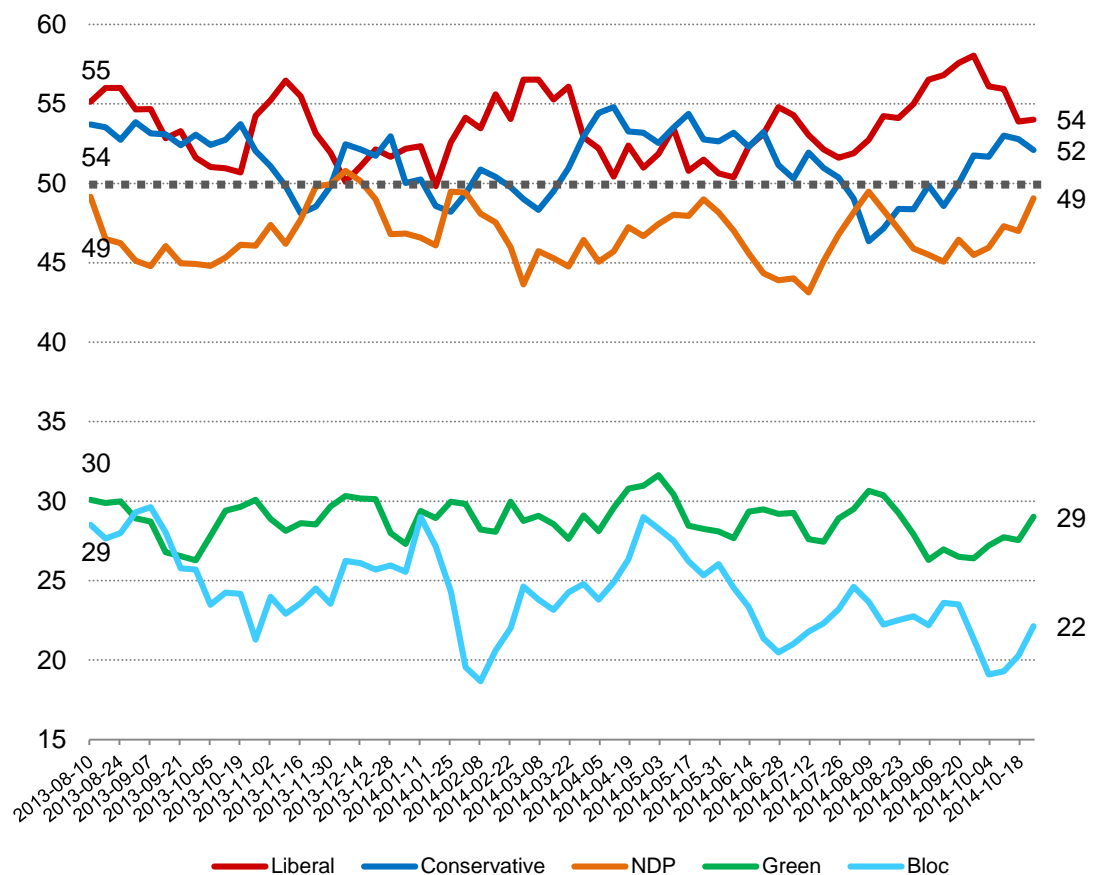
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60 plus Weekly Index Tracking Scores

(Four week rolling average ending October 24th, 2014, n=239)



Party Power Index Tracking by Gender

Nanos Weekly Tracking



Party Power Index



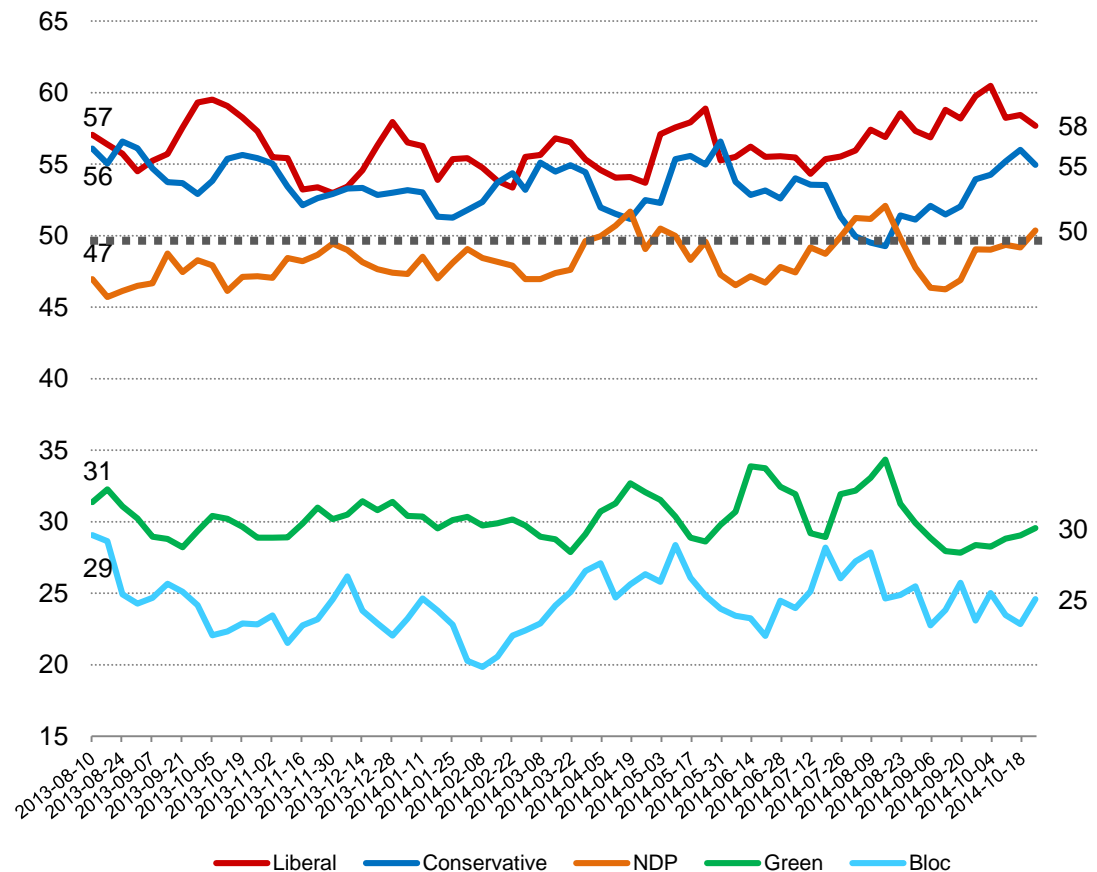
The Nanos Party Power Index Tracking for males is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Male Weekly Index Tracking Scores
(Four week rolling average ending October 24th, 2014, n=478)



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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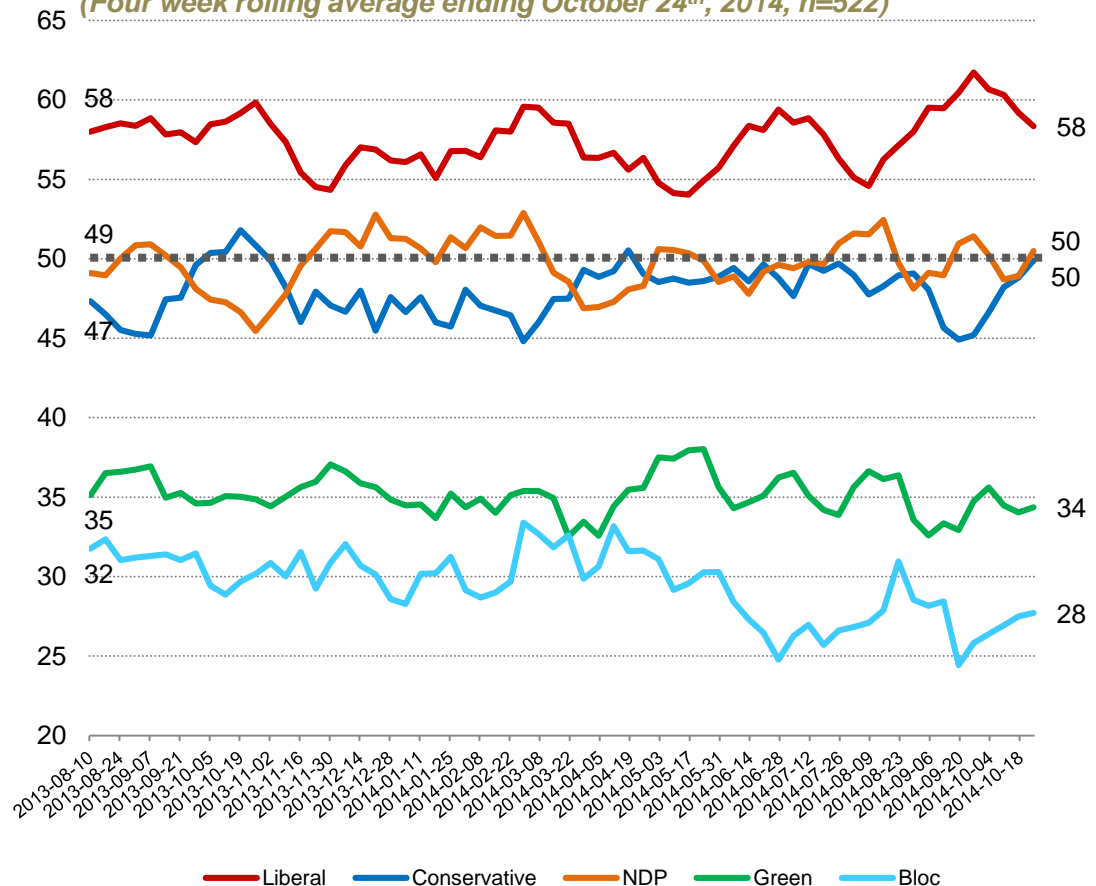
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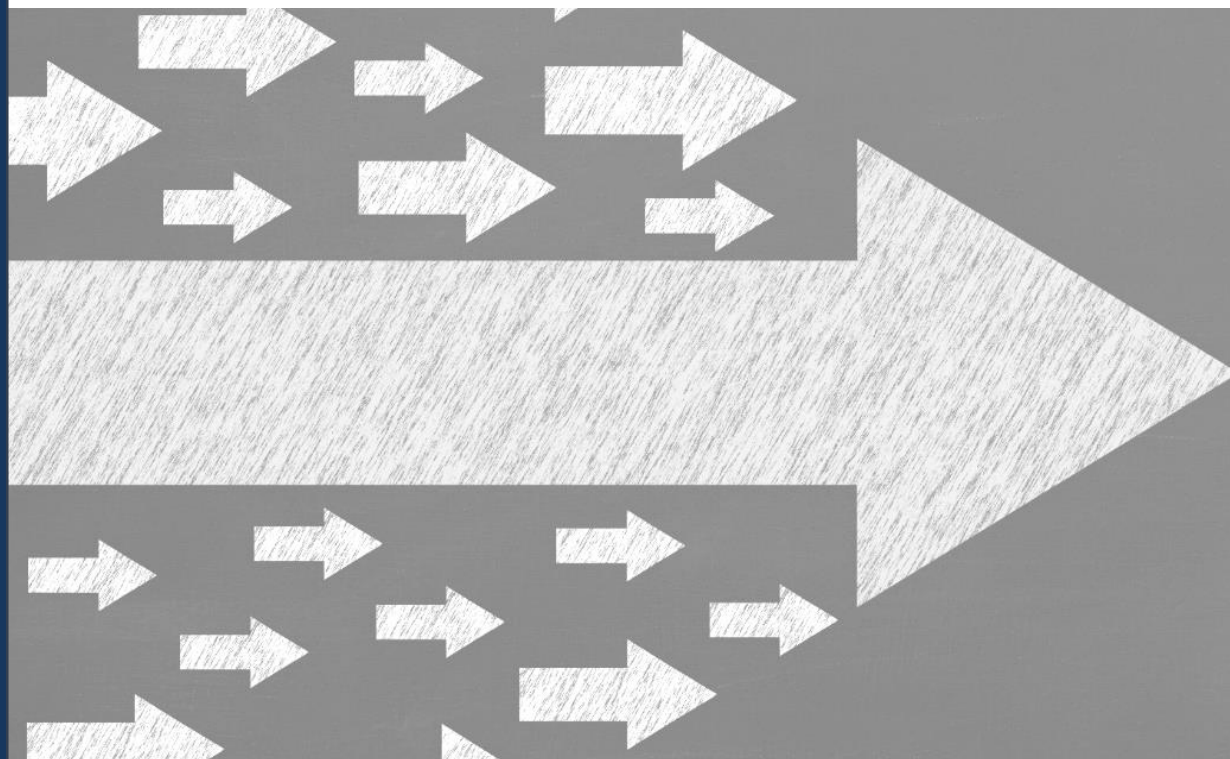
Female Weekly Index Tracking Scores

(Four week rolling average ending October 24th, 2014, n=522)



National Political Tracking Numbers

Nanos Weekly Tracking



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National Ballot



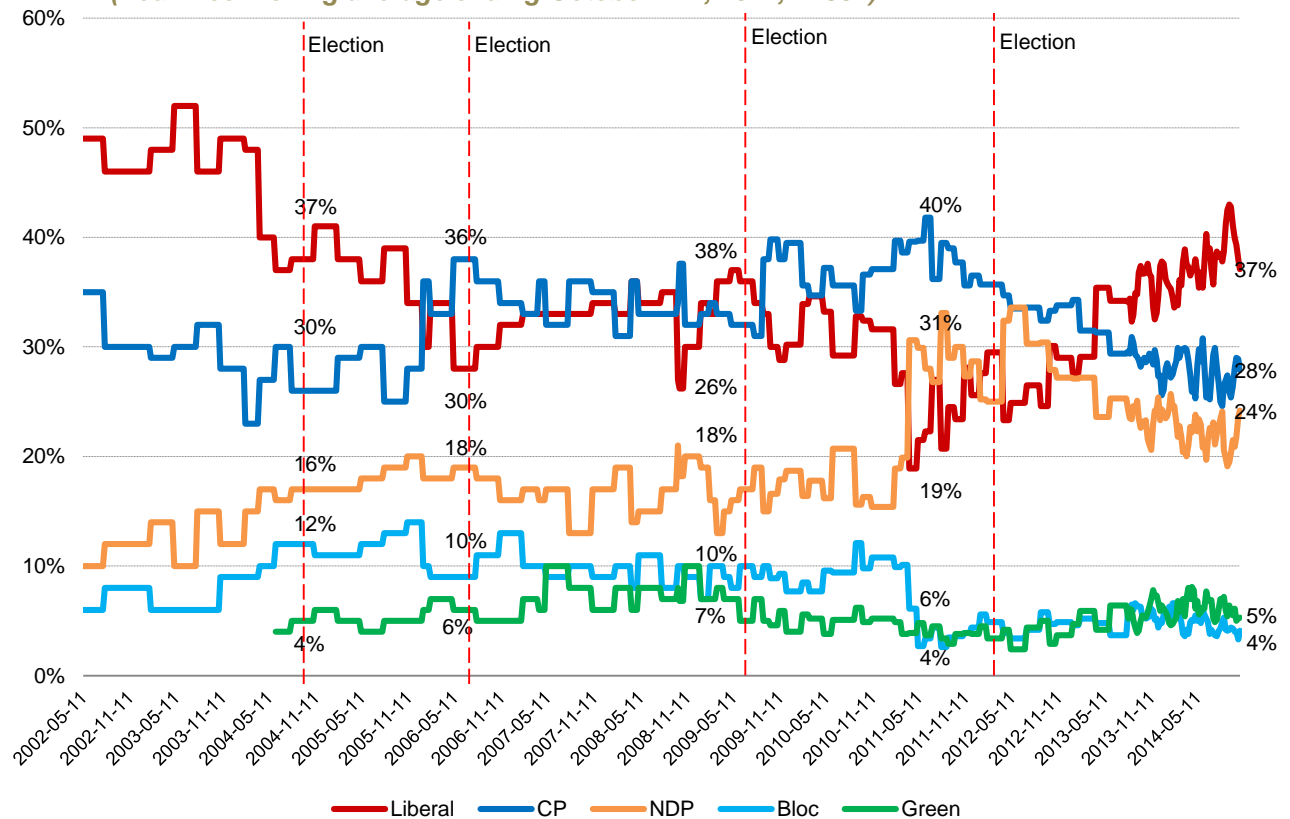
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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Weekly Tracking – First Ranked Choice
(Four week rolling average ending October 24th, 2014, n=832)



National Issue



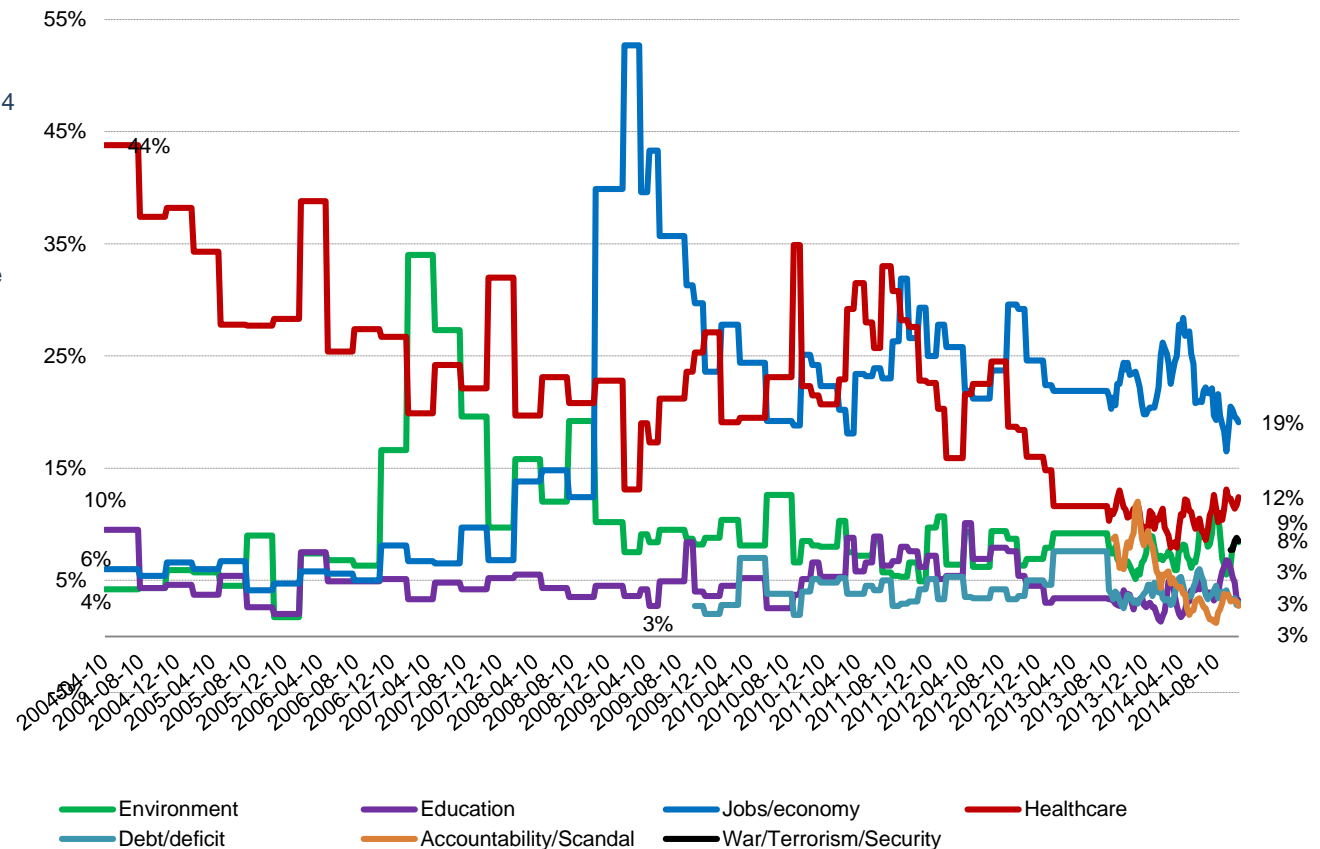
Question: What is your most important NATIONAL issue of concern?

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Weekly Tracking (Four week rolling average ending October 24th, 2014, n=1,000)



Federal Party Accessible Voters

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Consider Conservative NANOS

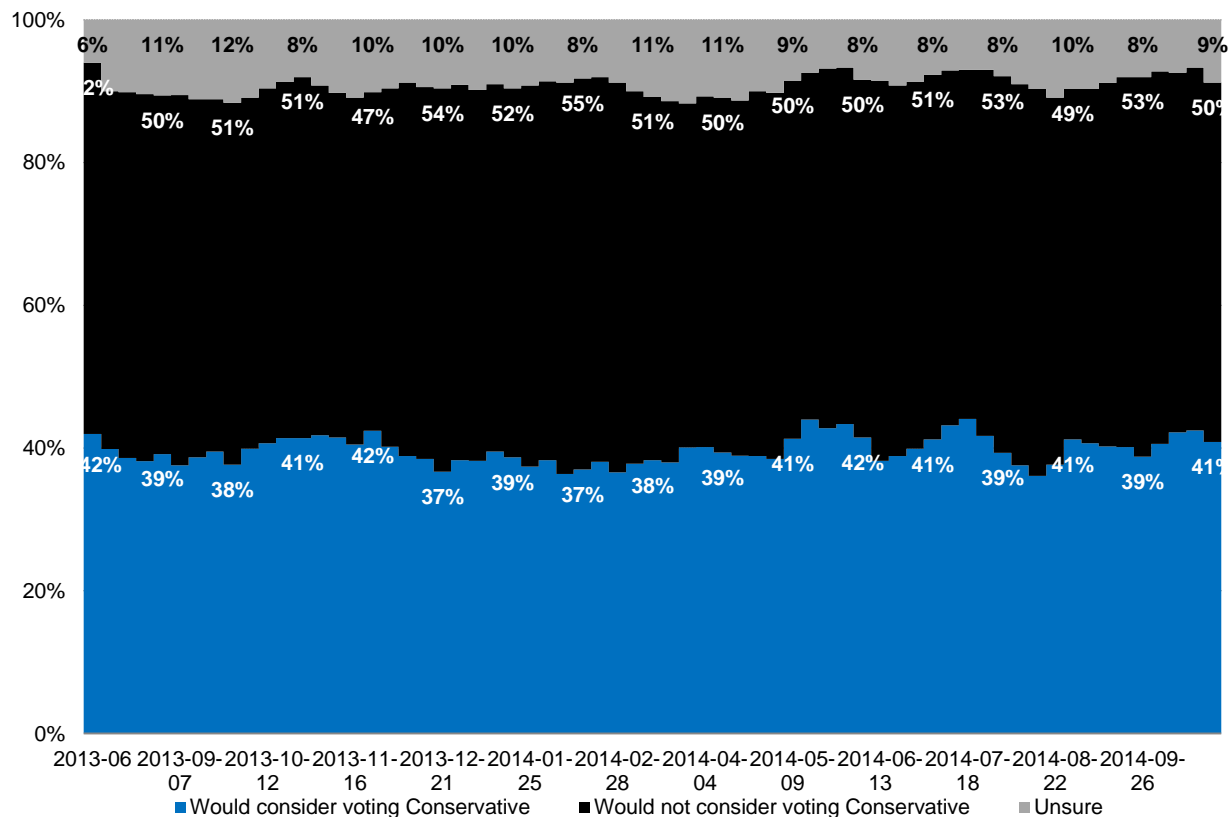
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

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National – Weekly Tracking (Four week rolling average ending October 24th, 2014, n=1,000)



Consider NDP



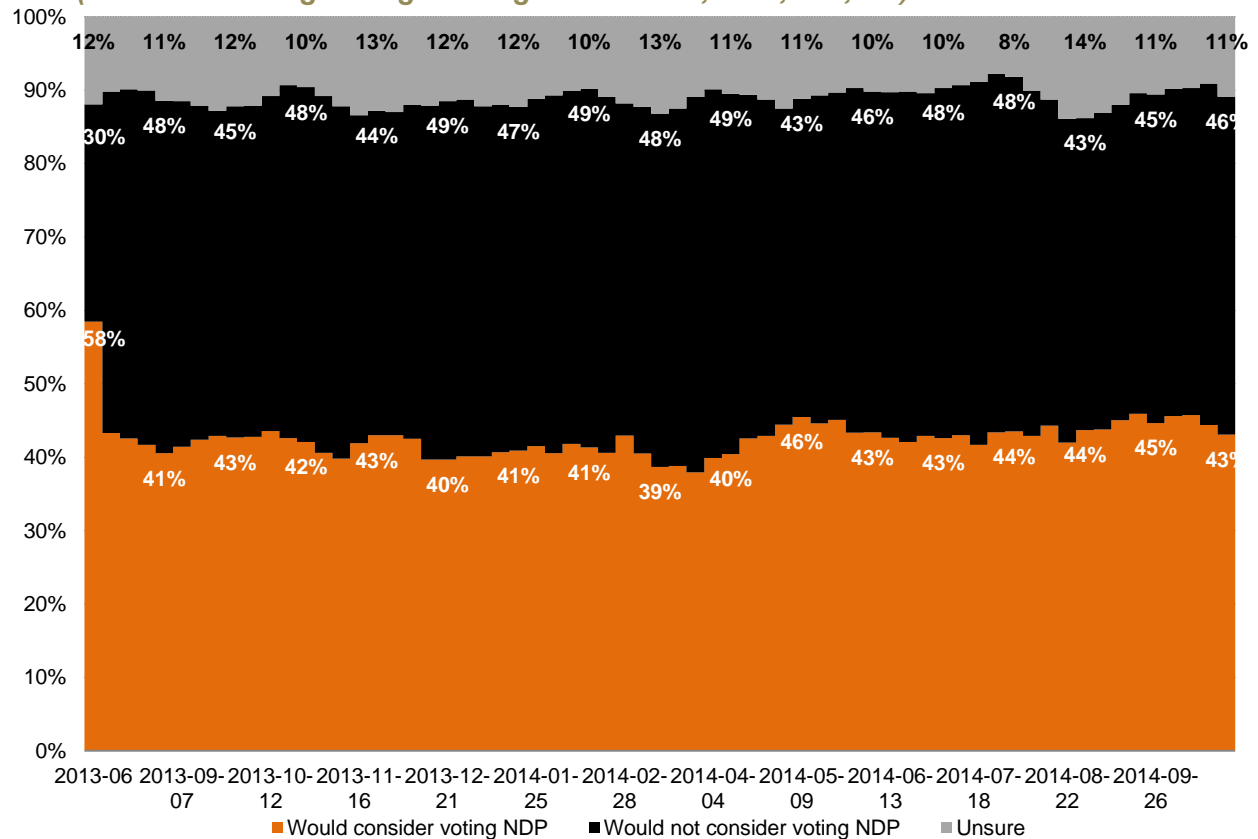
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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National – Weekly Tracking
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Consider Liberal



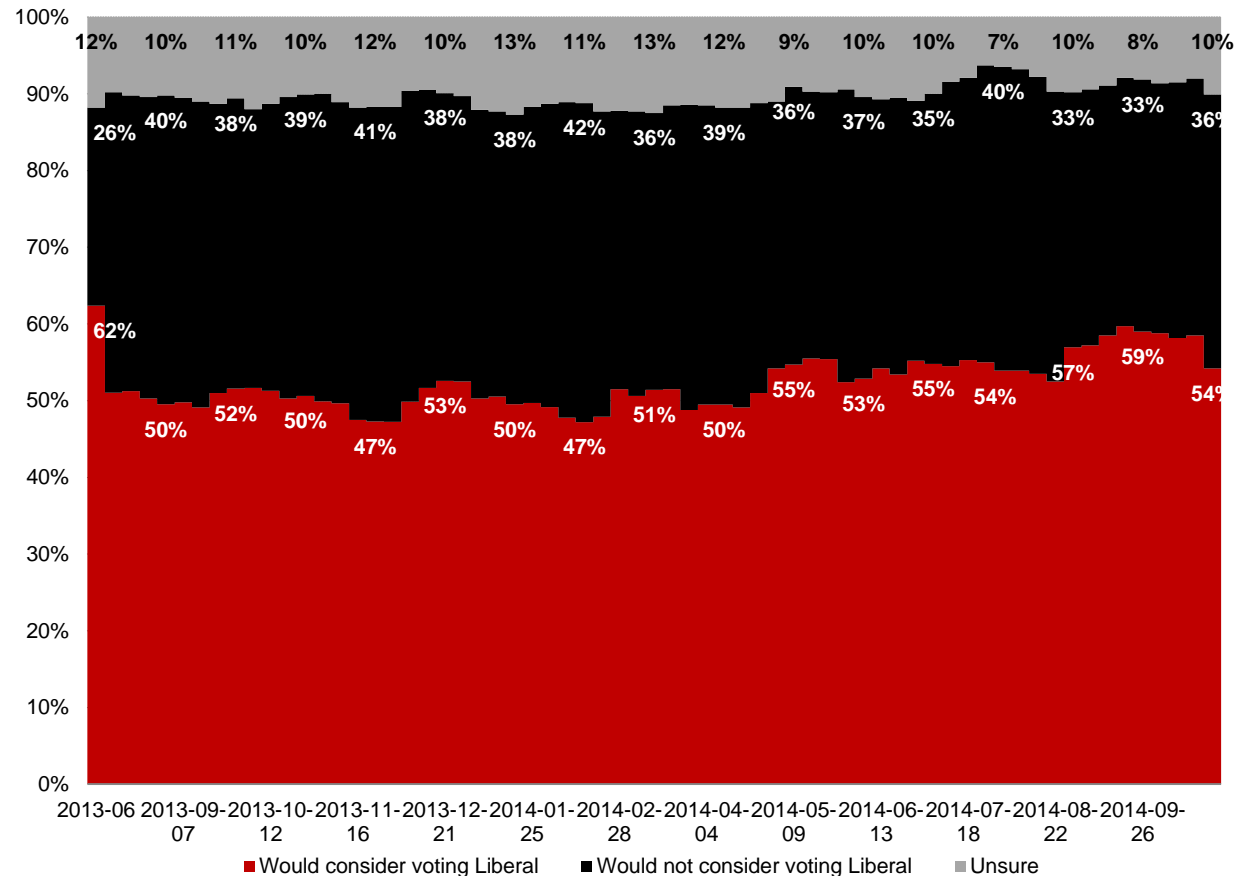
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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National – Weekly Tracking
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Consider Bloc



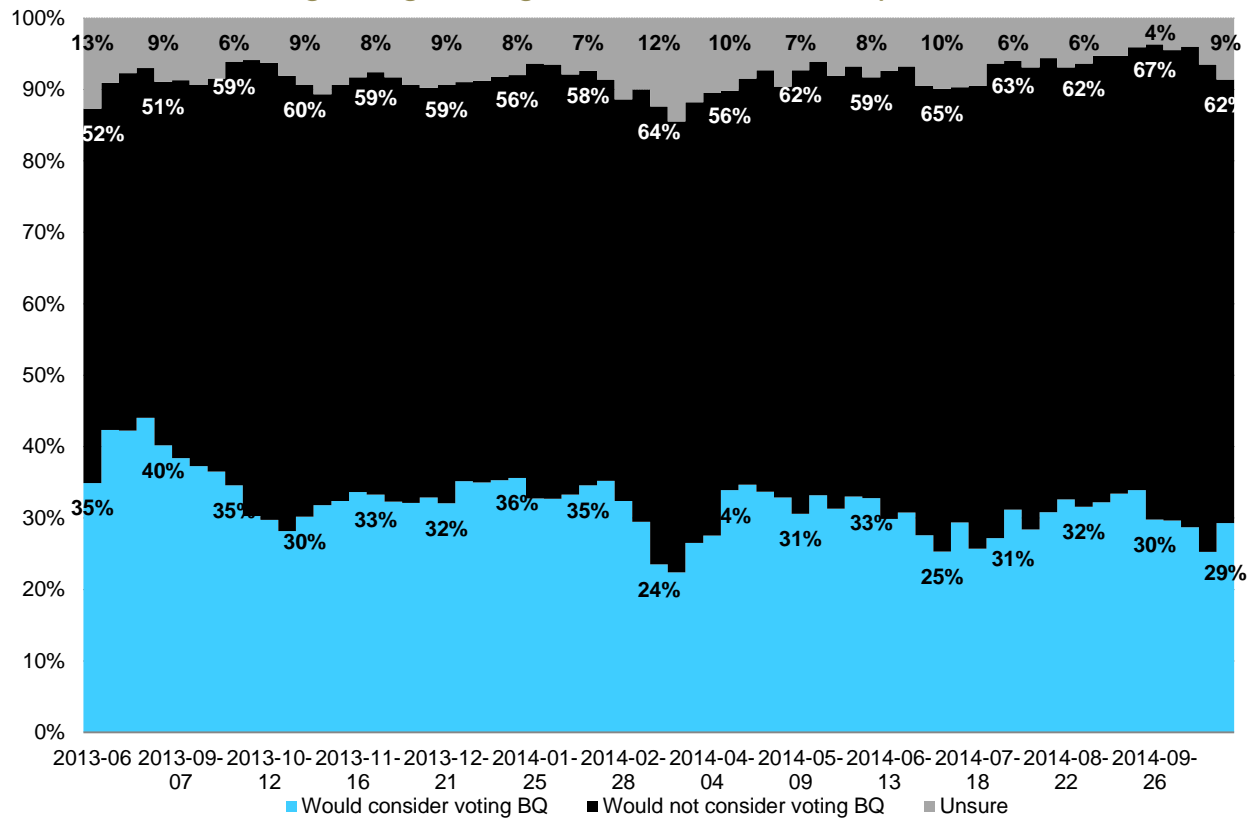
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
Four week rolling average ending October 24th, 2014, n=248)



Consider Green



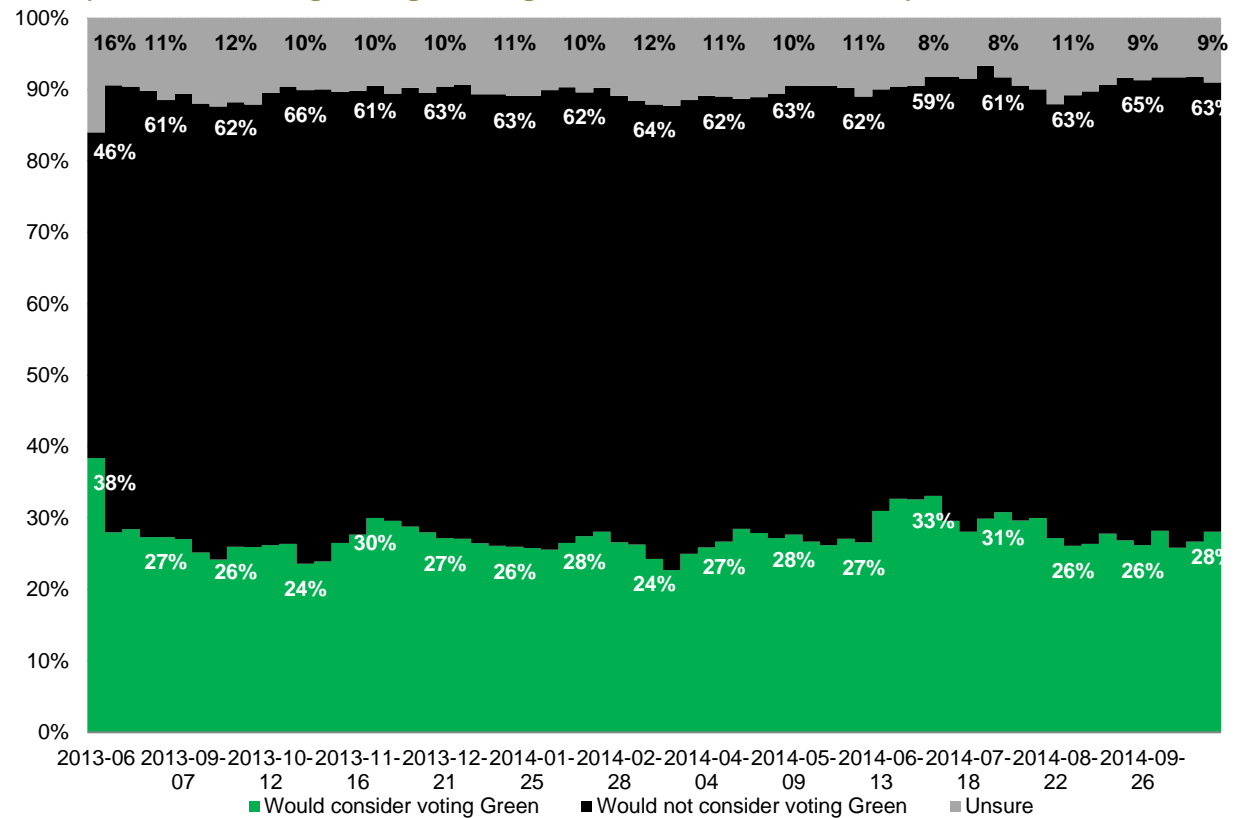
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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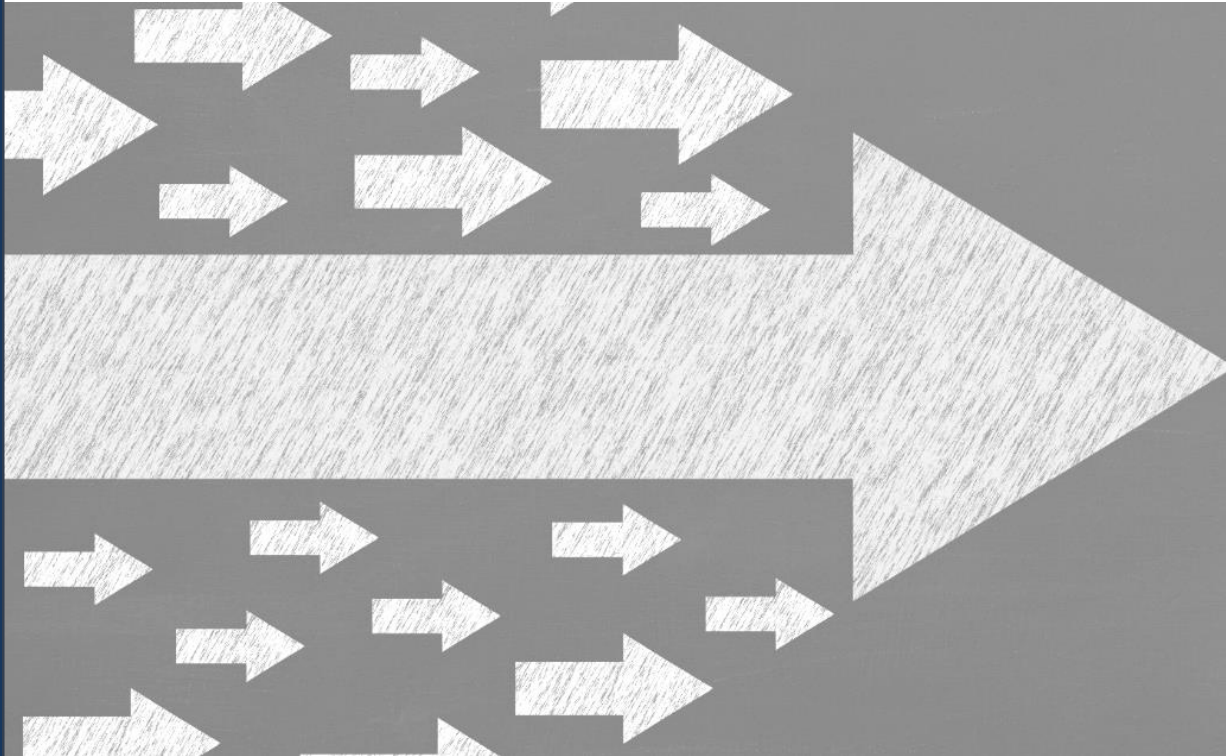
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National – Weekly Tracking
(Four week rolling average ending October 24th, 2014, n=1,000)



Tracking on the Federal Political Leaders

Nanos Weekly Tracking



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Prime Minister



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

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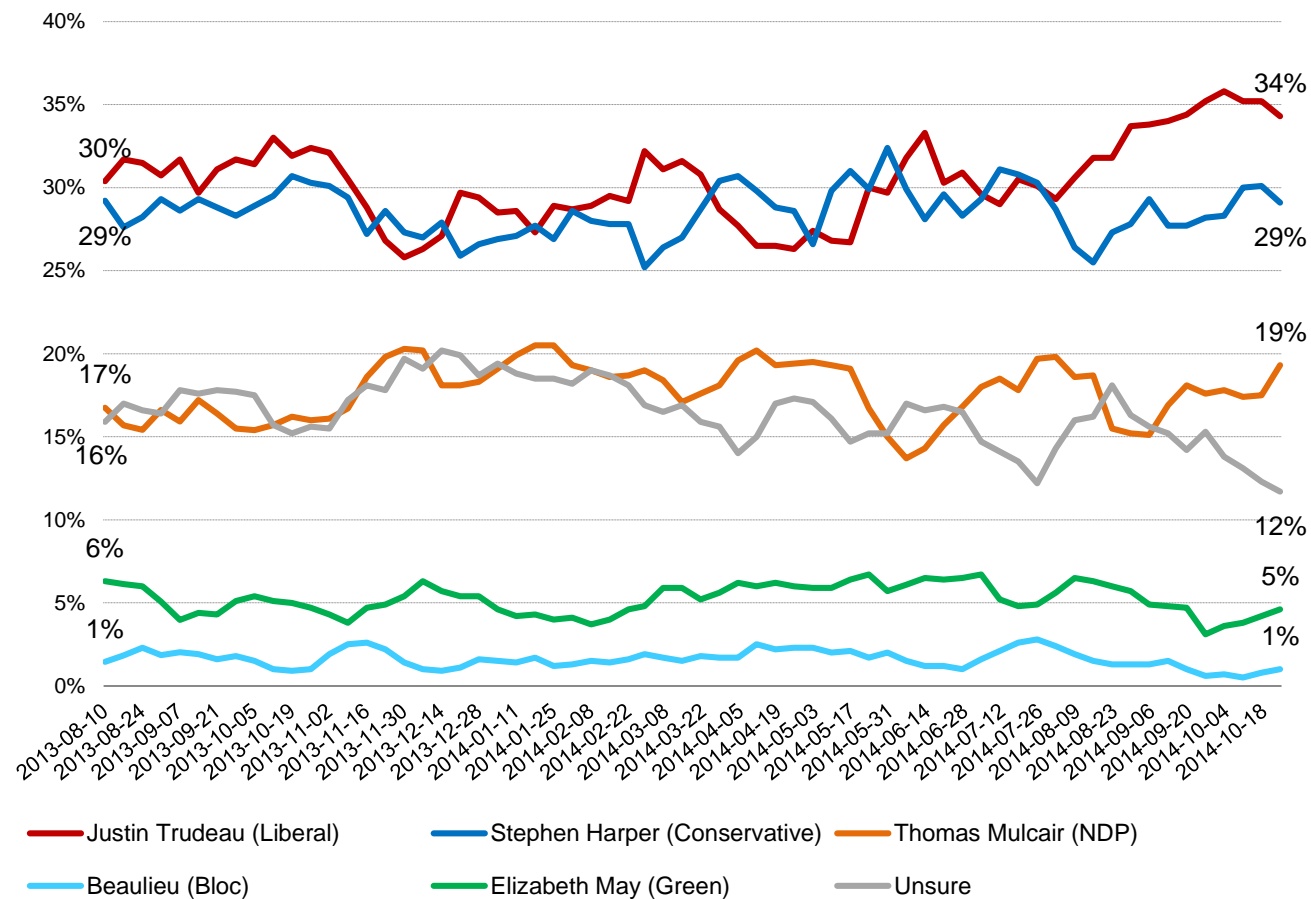
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National – Weekly Tracking – First Ranked Choice (Four week rolling average ending October 24th, 2014, n=1,000)



Harper



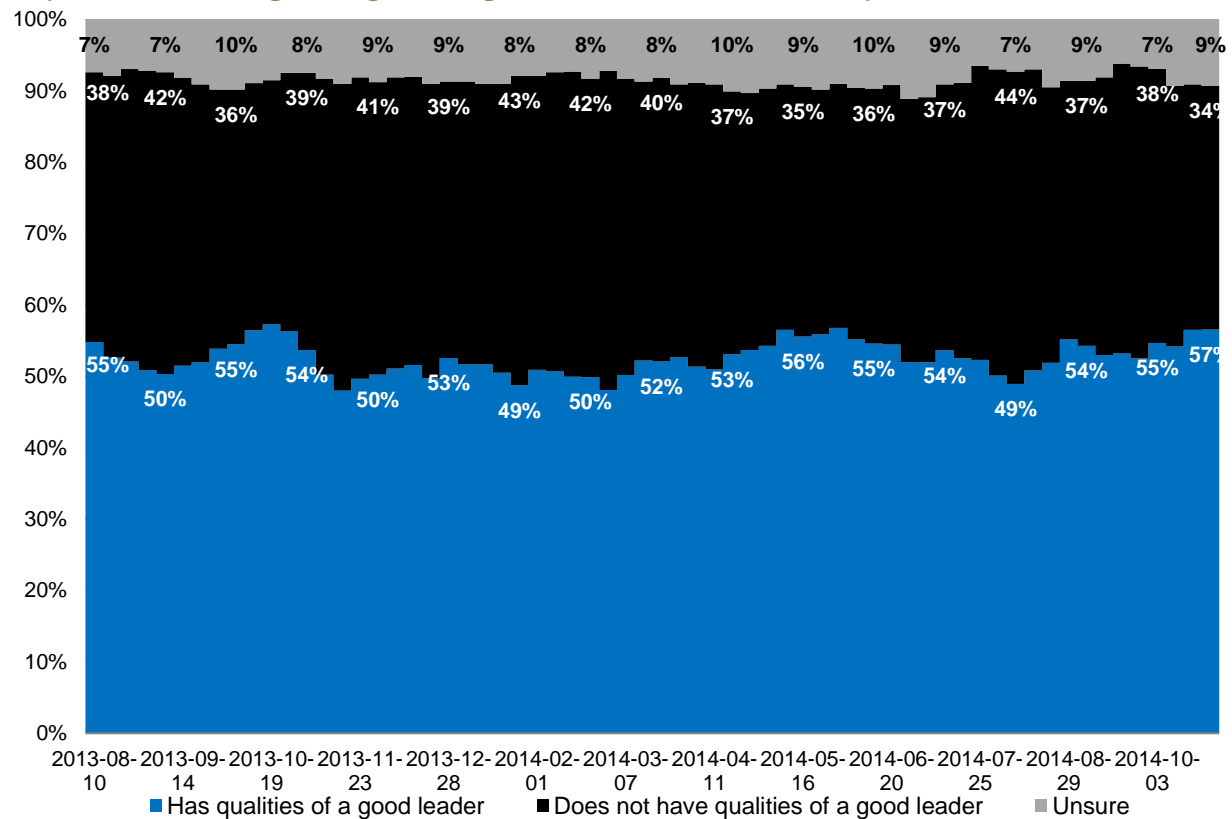
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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National – Weekly Tracking (Four week rolling average ending October 24th, 2014, n=1,000)



Mulcair



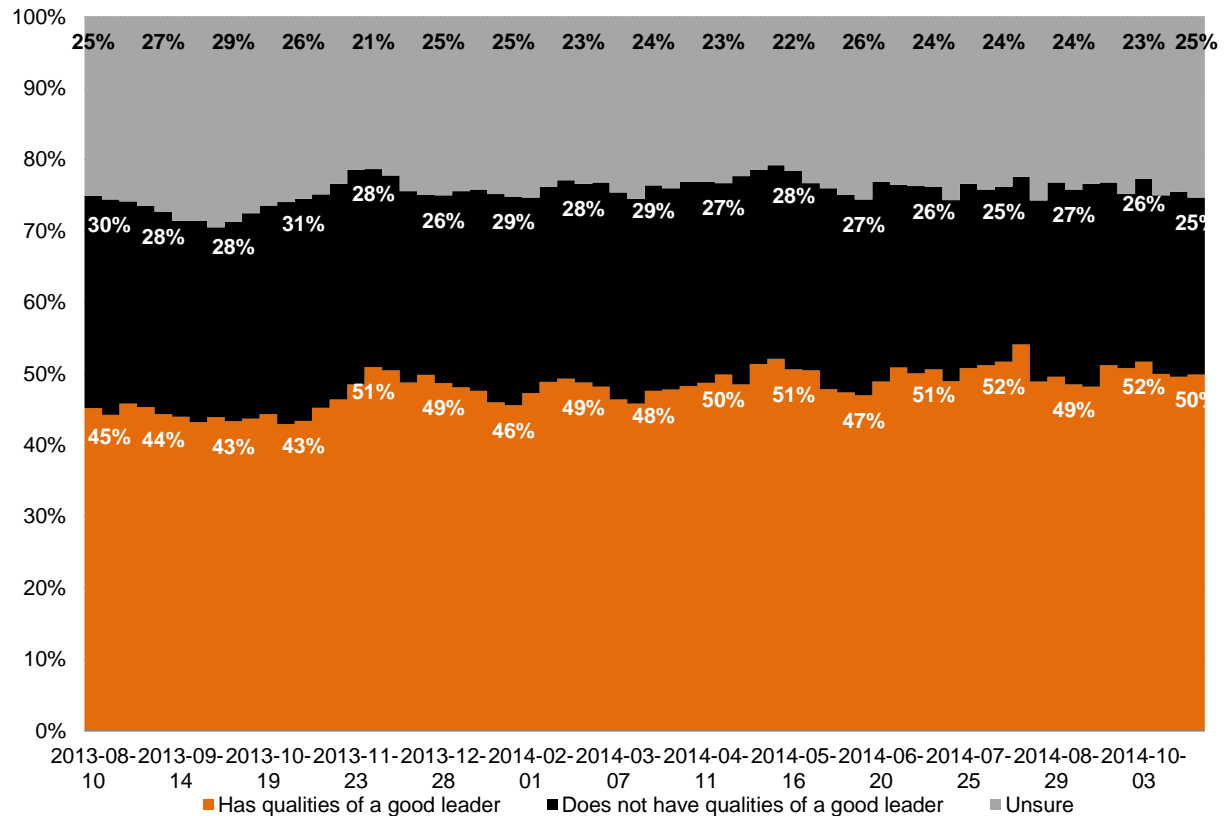
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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National – Weekly Tracking (Four week rolling average ending October 24th, 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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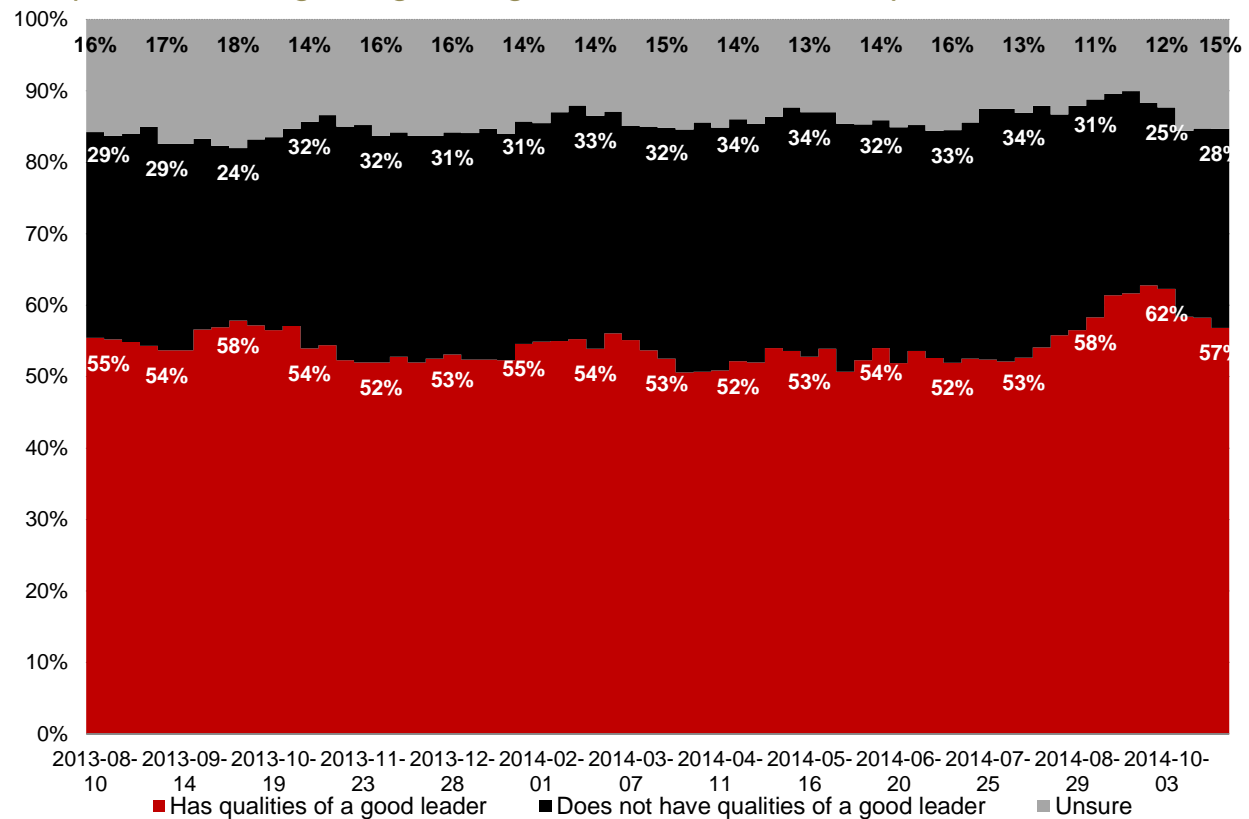
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National – Weekly Tracking

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Beaulieu



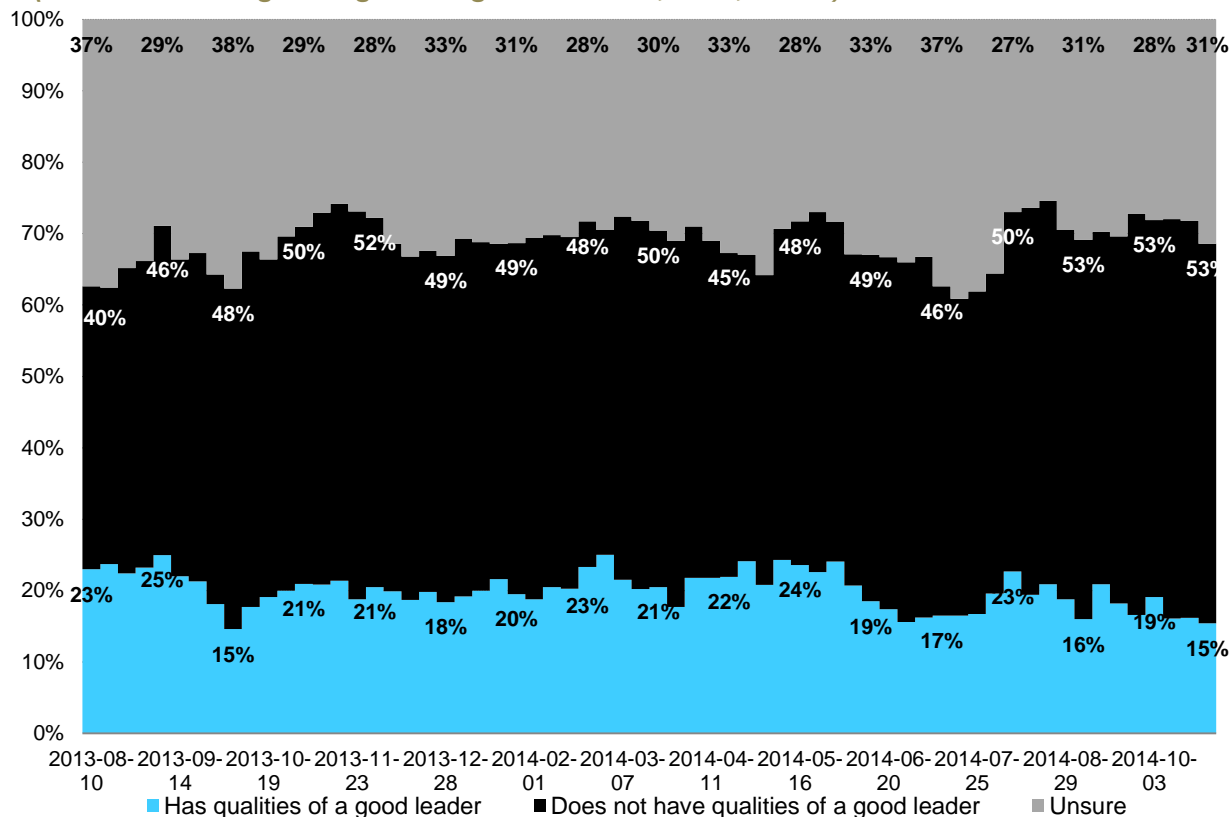
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Mario Beaulieu

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May



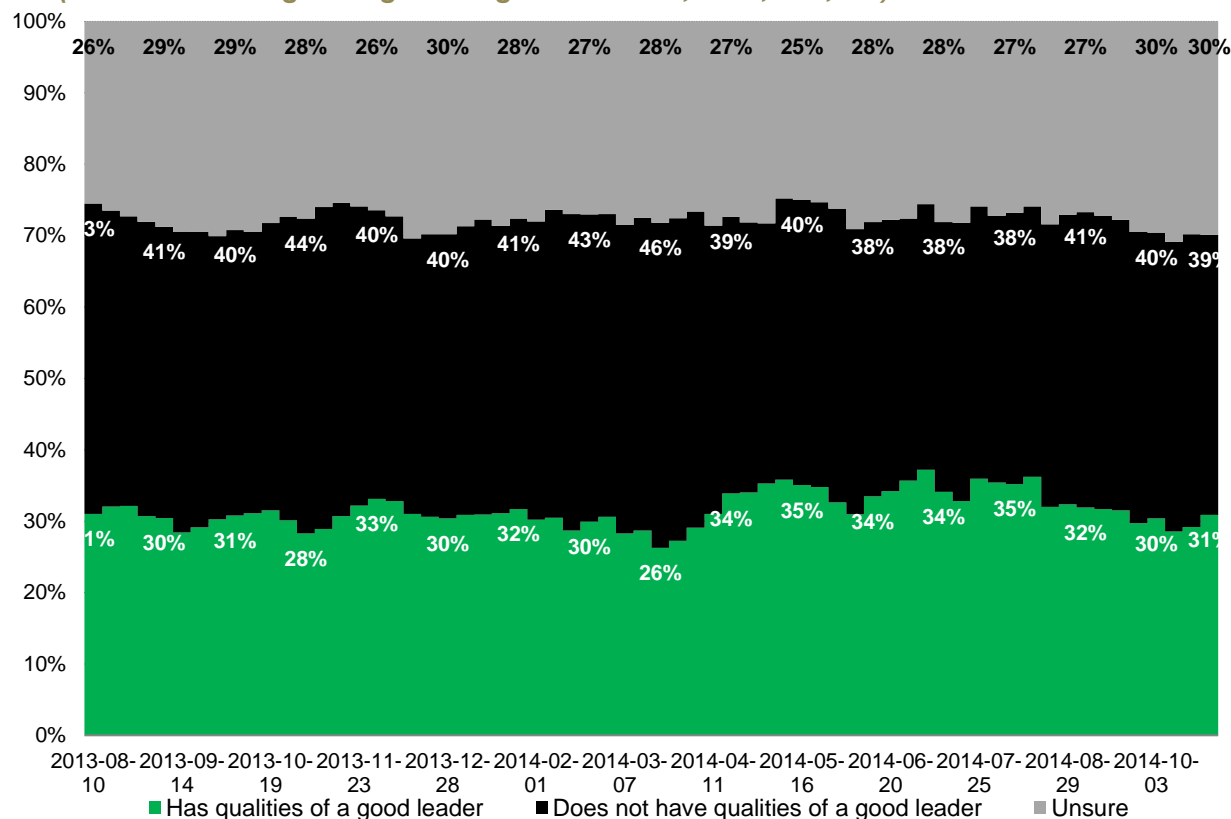
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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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 October 24th, 2014.

A random telephone survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

About Nanos

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