

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending November 21, 2014
(released November 26, 2014)



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world-class data*

Weekly Nanos Party Power Index



Nanos Party Power Index unchanged, concerns about war/terrorism/security trails only jobs as top issue (Released 11/26/2014)

Scores on the Nanos Party Power Index for the two leading parties remain closer than they were over the summer and were unchanged in the week over week tracking. The Index Score for the Liberals registered at 56 points out of 100, the Conservatives were at 53 points, the NDP at 50 points, the Green Party at 31 points and the BQ (Quebec only) at 27 points. The Nanos Party Power Index methodology is comprised of a basket of political goods that includes ballot preferences, accessible voters, preferred PM views and evaluations of the leaders. It is modeled similar to a standard confidence index.

On the preferred Prime Minister measure Harper was the choice of 32 per cent of Canadians followed by Trudeau at 29 per cent, Mulcair at 20 per cent, May at three per cent and 15 per cent were unsure.

Accessible voters for the parties also remained unchanged. A series of independent questions were asked to gauge the accessible voters for each federal party. The Liberals have the largest potential upside with 55 per cent of Canadians who would consider voting Liberal. Forty-four per cent of Canadians would consider voting for the federal NDP, 43 per cent would consider voting for the Conservatives, 26 per cent of Canadians would consider voting Green while in Quebec 34 per cent of voters would consider voting the BQ.

Also of note, concerns about war/terrorism/security remains the second most important issue at 17 per cent, four points behind jobs and the economy which is the most important unprompted issue of concern among Canadians.

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

Data Summary

	This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Nov 2013)	12 Month High	12 Month Low	12 Month Average
Canada Party Power Index								
Liberal	55.5	55.5	58.0	57.8	53.9	60.7	53.6	56.6
Conservative	53.2	52.8	52.3	50.1	50.2	53.5	48.4	50.6
NDP	50.0	50.5	50.4	49.7	49.6	52.2	47.4	49.4
Green	30.9	31.3	32.0	33.9	33.4	35.2	30.2	32.6
Bloc	27.4	26.8	26.1	27.8	26.1	29.2	24.4	26.8
Party Consider								
Liberal	55.0%	54.6%	54.2%	52.5%	47.3%	59.7%	47.2%	52.9%
NDP	43.8%	44.4%	43.1%	42.0%	43.0%	45.9%	37.9%	42.5%
Conservative	43.3%	42.0%	40.9%	37.7%	42.4%	44.1%	36.1%	39.8%
Bloc	33.9%	34.6%	29.3%	32.6%	33.3%	35.6%	22.4%	31.2%
Green	25.8%	26.6%	28.1%	27.2%	30.0%	33.1%	22.7%	27.5%
Preferred Prime Minister								
Harper	32.4%	31.8%	29.1%	27.3%	28.6%	32.4%	25.2%	28.6%
Trudeau	28.8%	29.4%	34.3%	31.8%	26.8%	35.8%	25.8%	30.1%
Mulcair	20.1%	20.4%	19.3%	15.5%	19.8%	20.5%	13.7%	18.3%
May	3.0%	3.4%	4.6%	6.0%	4.9%	6.7%	3.0%	5.1%
Beaulieu	0.8%	0.8%	1.0%	1.3%	2.2%	2.8%	0.5%	1.5%
Unsure	14.9%	14.2%	11.7%	18.1%	17.8%	20.2%	11.7%	16.1%

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.

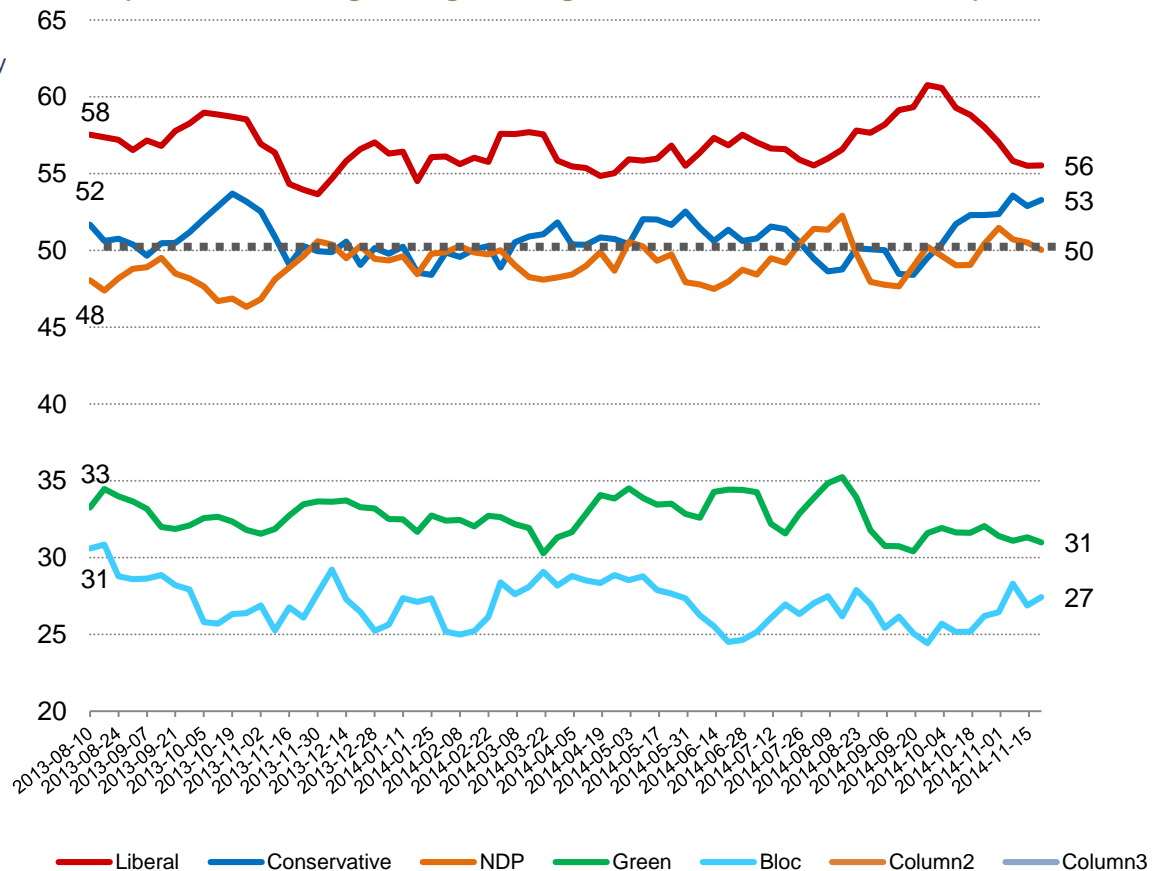
Party Power Index



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

Canada Weekly Index Tracking Scores
(Four week rolling average ending November 21st, 2014, n=1,000)



Nanos Weekly Tracking



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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

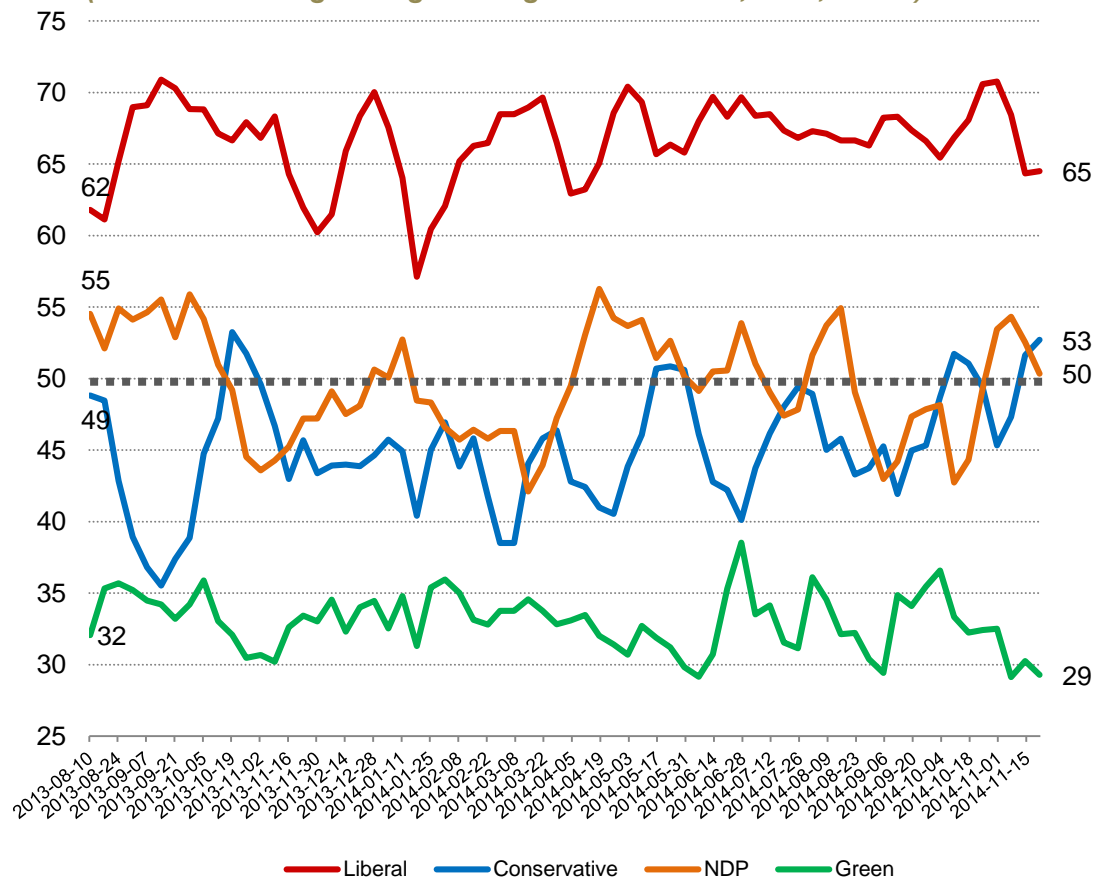
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

Atlantic Weekly Index Tracking Scores

(Four week rolling average ending November 21st, 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

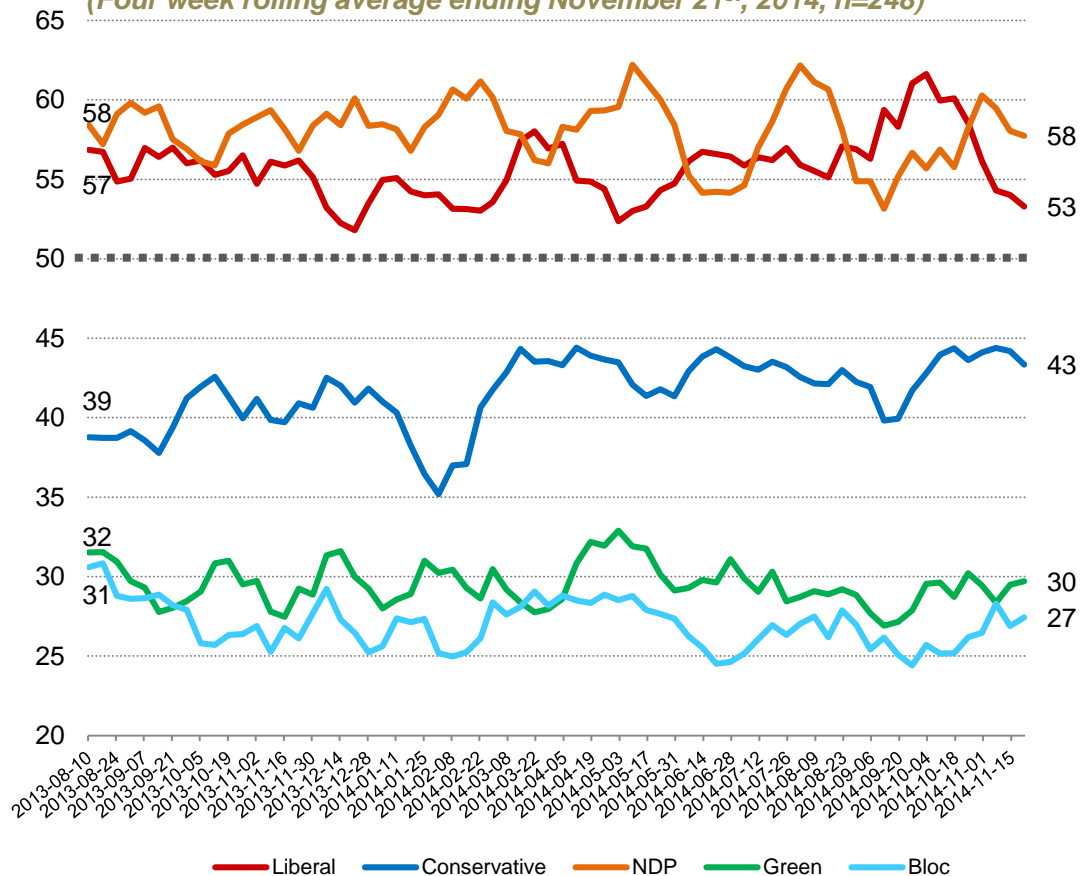
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

Quebec Weekly Index Tracking Scores

(Four week rolling average ending November 21st, 2014, n=248)



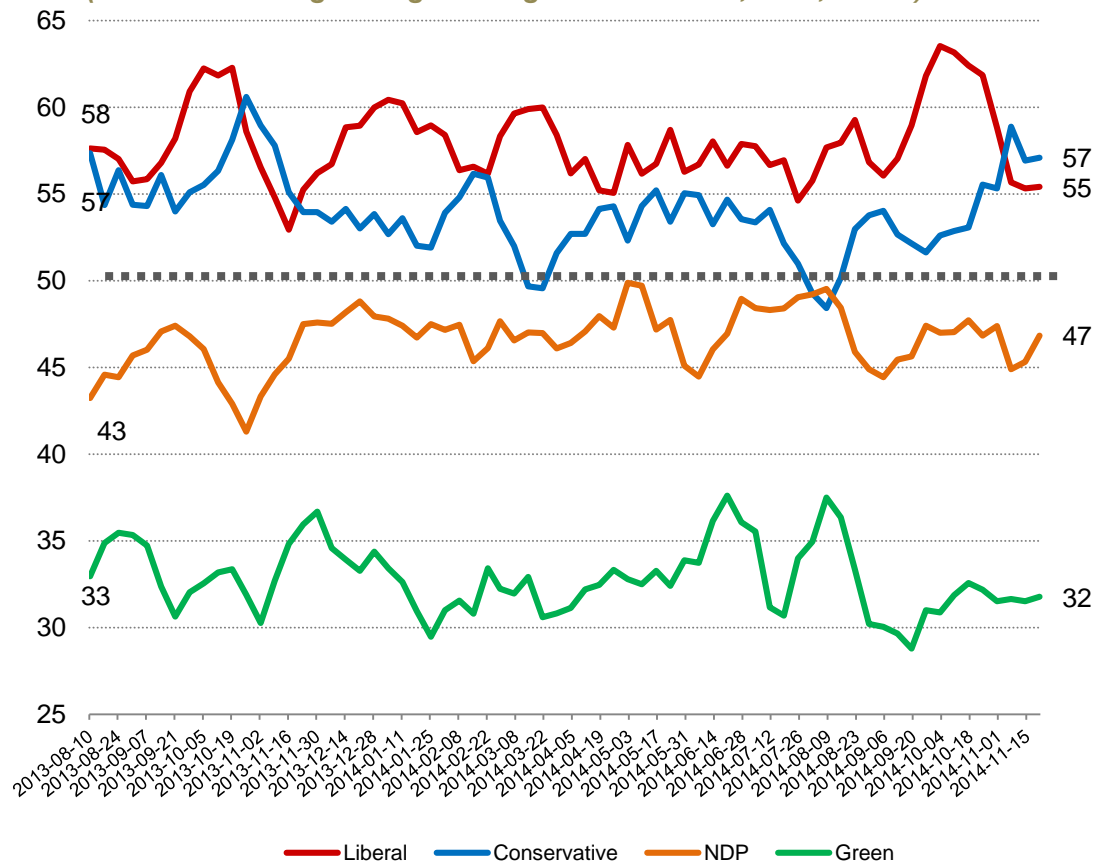
Party Power Index



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

Ontario Weekly Index Tracking Scores (Four week rolling average ending November 21st, 2014, n=300)



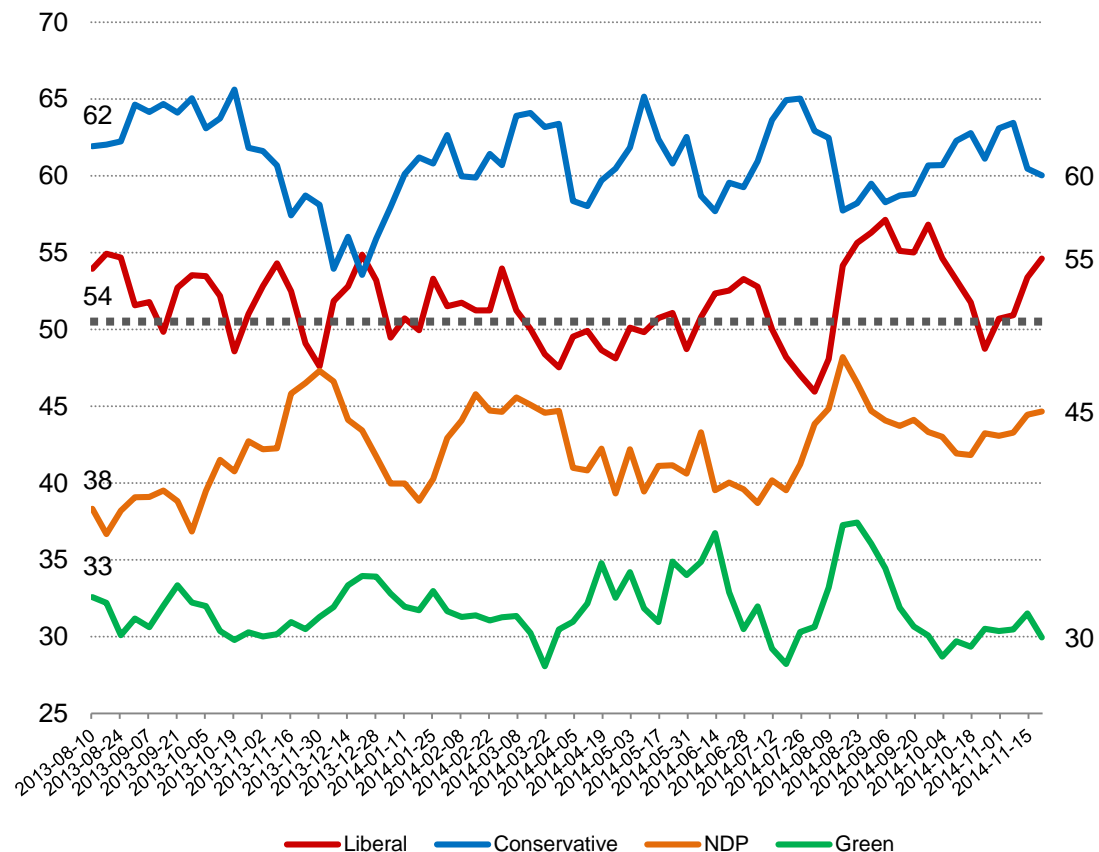
Party Power Index



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

Prairies Weekly Index Tracking Scores (Four week rolling average ending November 21st, 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.

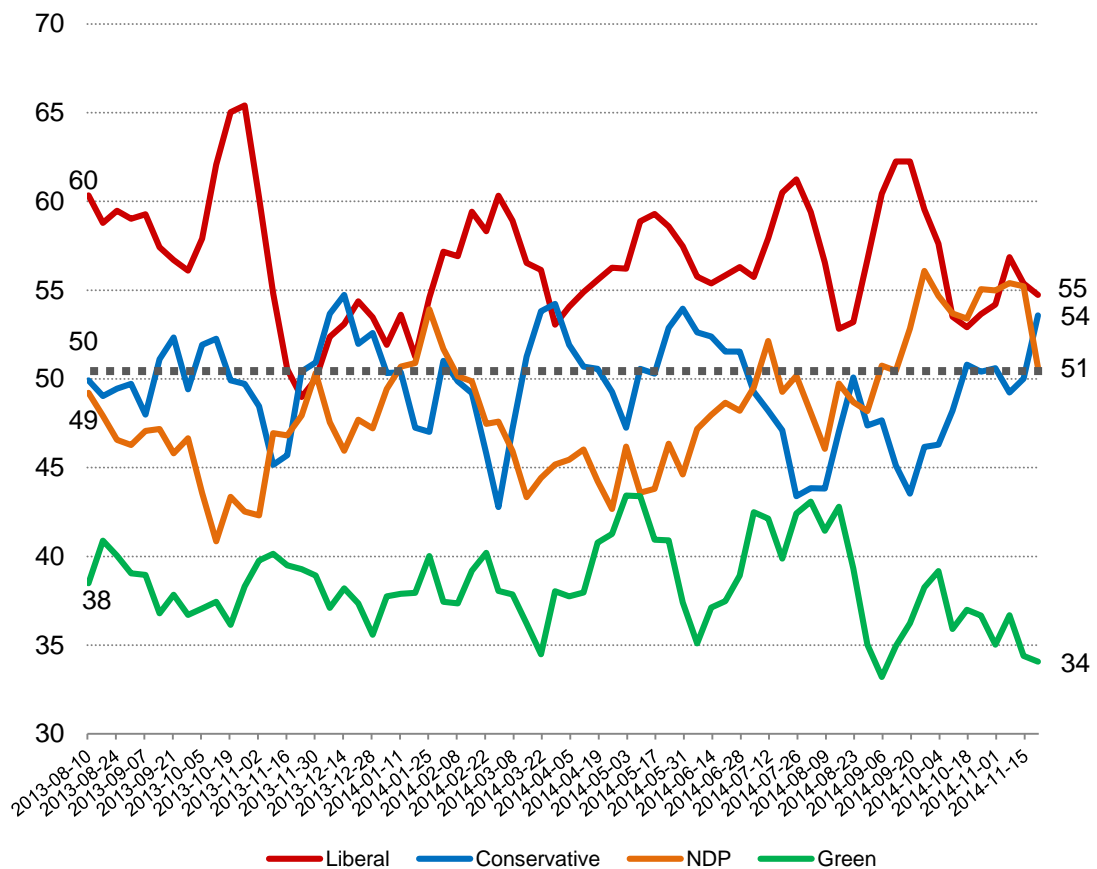
Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

British Columbia Weekly Index Tracking Scores (Four week rolling average ending November 21st, 2014, n=152)



Party Power Index Tracking by Age

Nanos Weekly Tracking



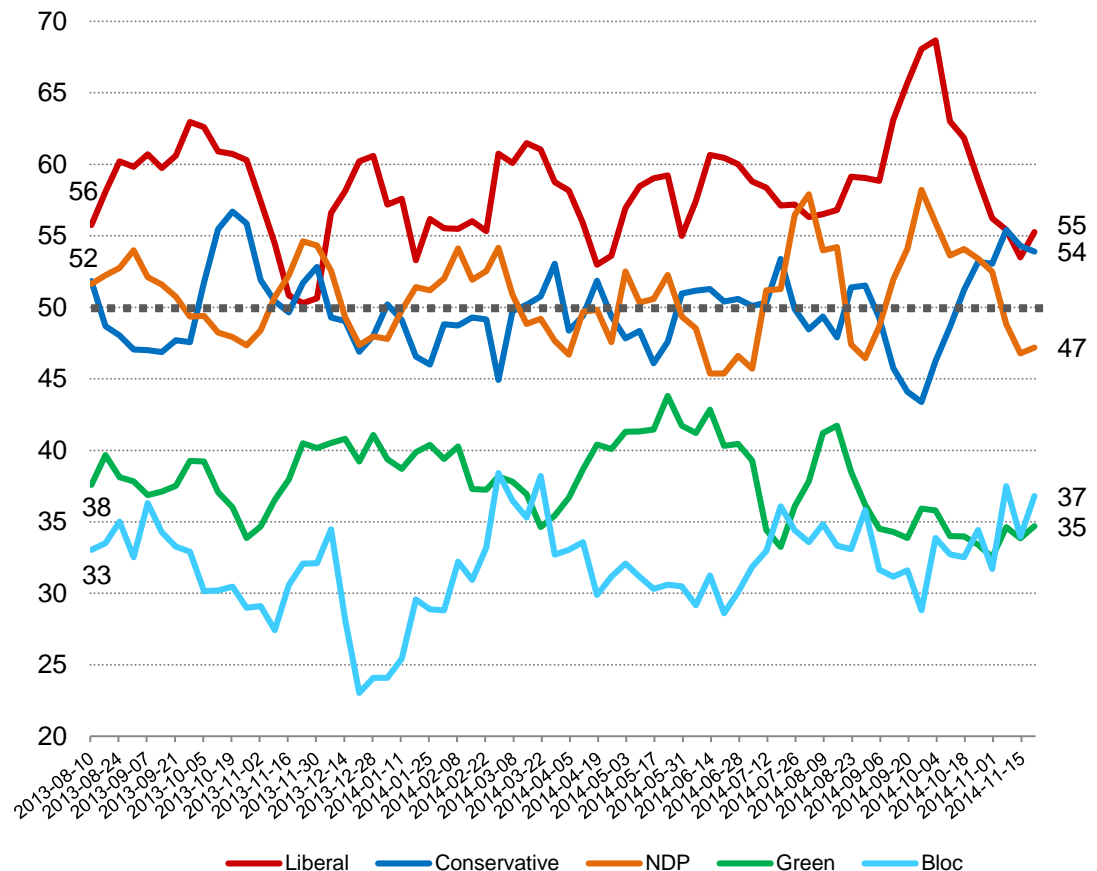
Party Power Index



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.

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
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nnanos@nanosresearch.com

18 to 29 Weekly Index Tracking Scores (Four week rolling average ending November 21st, 2014, n=205)



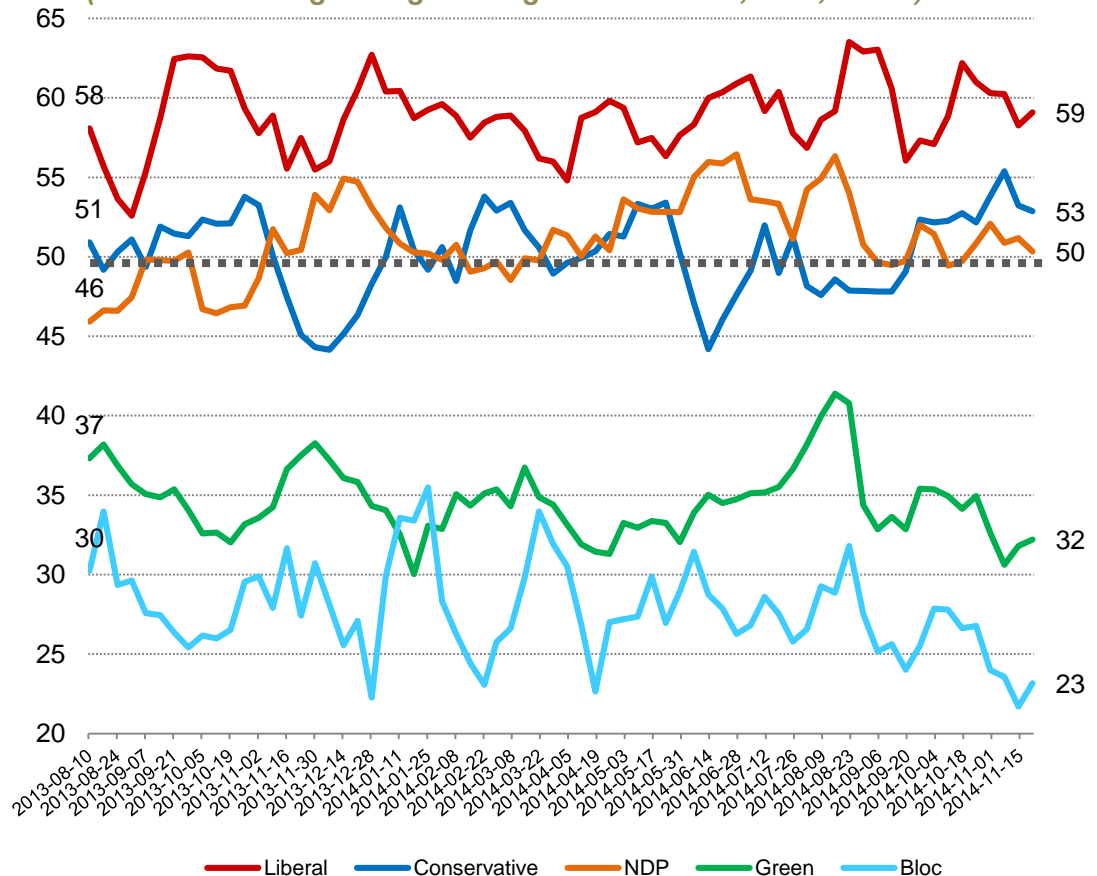
Party Power Index



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

30 to 39 Weekly Index Tracking Scores (Four week rolling average ending November 21st, 2014, n=169)



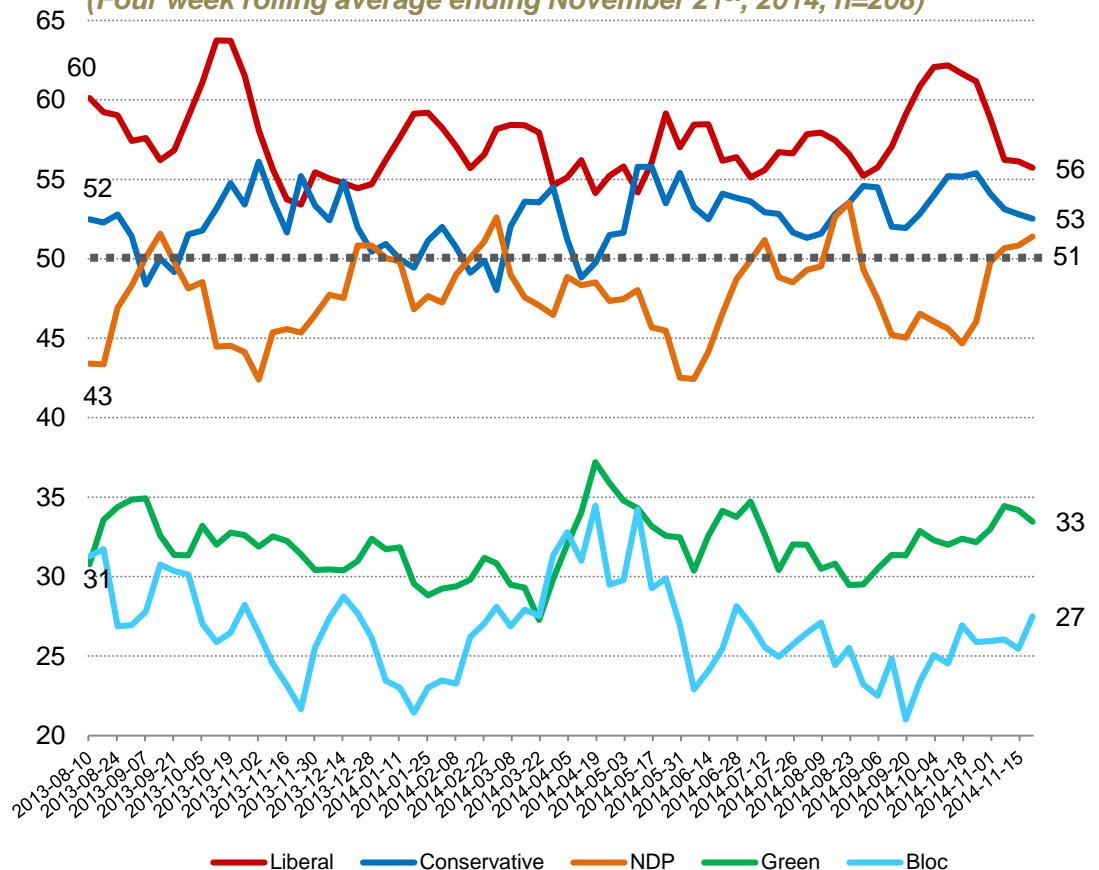
Party Power Index



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

40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending November 21st, 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

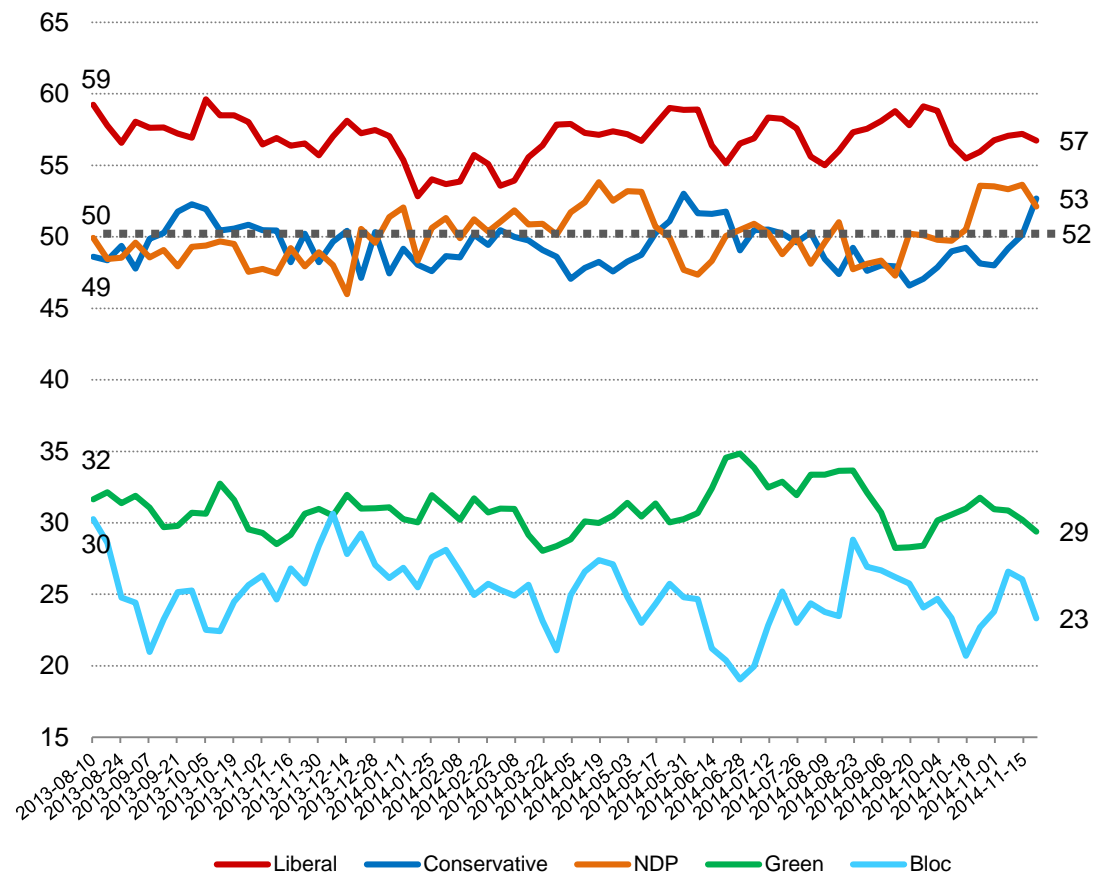
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50 to 59 Weekly Index Tracking Scores

(Four week rolling average ending November 21st, 2014, n=178)



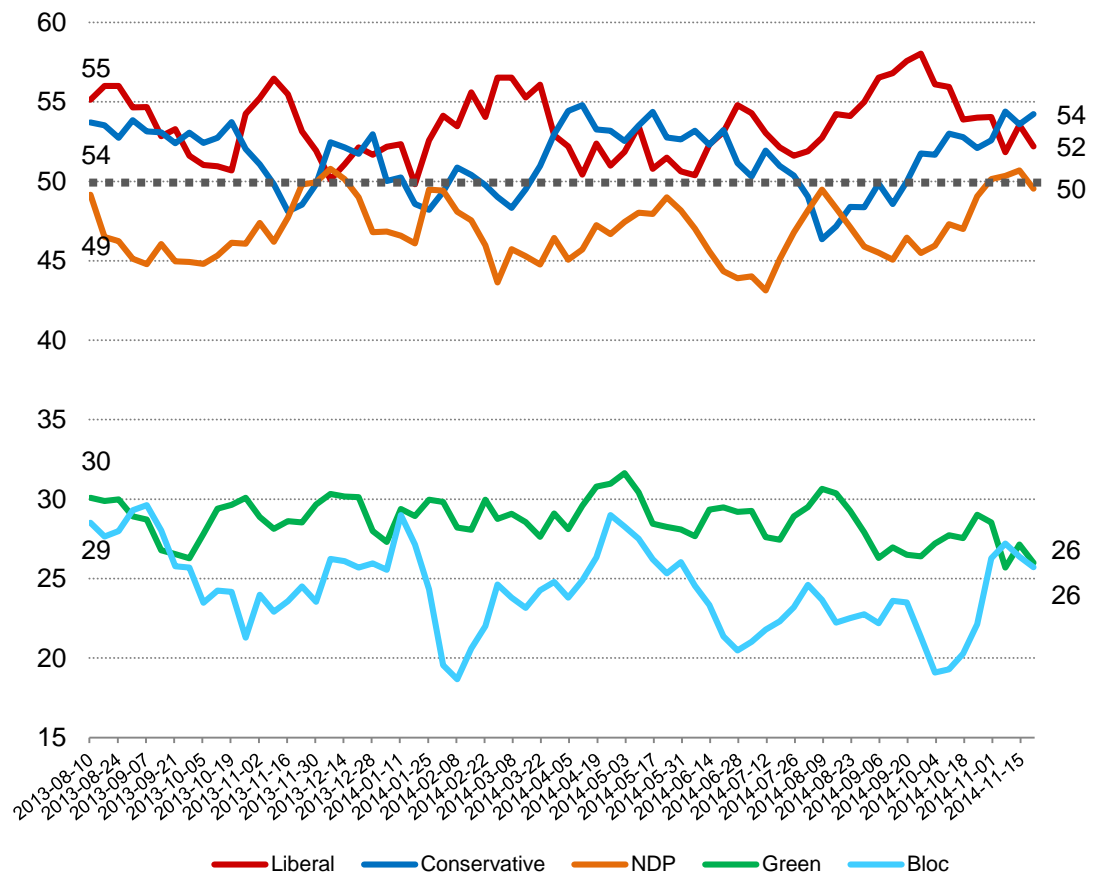
Party Power Index



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

60 plus Weekly Index Tracking Scores (Four week rolling average ending November 21st, 2014, n=239)



Party Power Index Tracking by Gender

Nanos Weekly Tracking



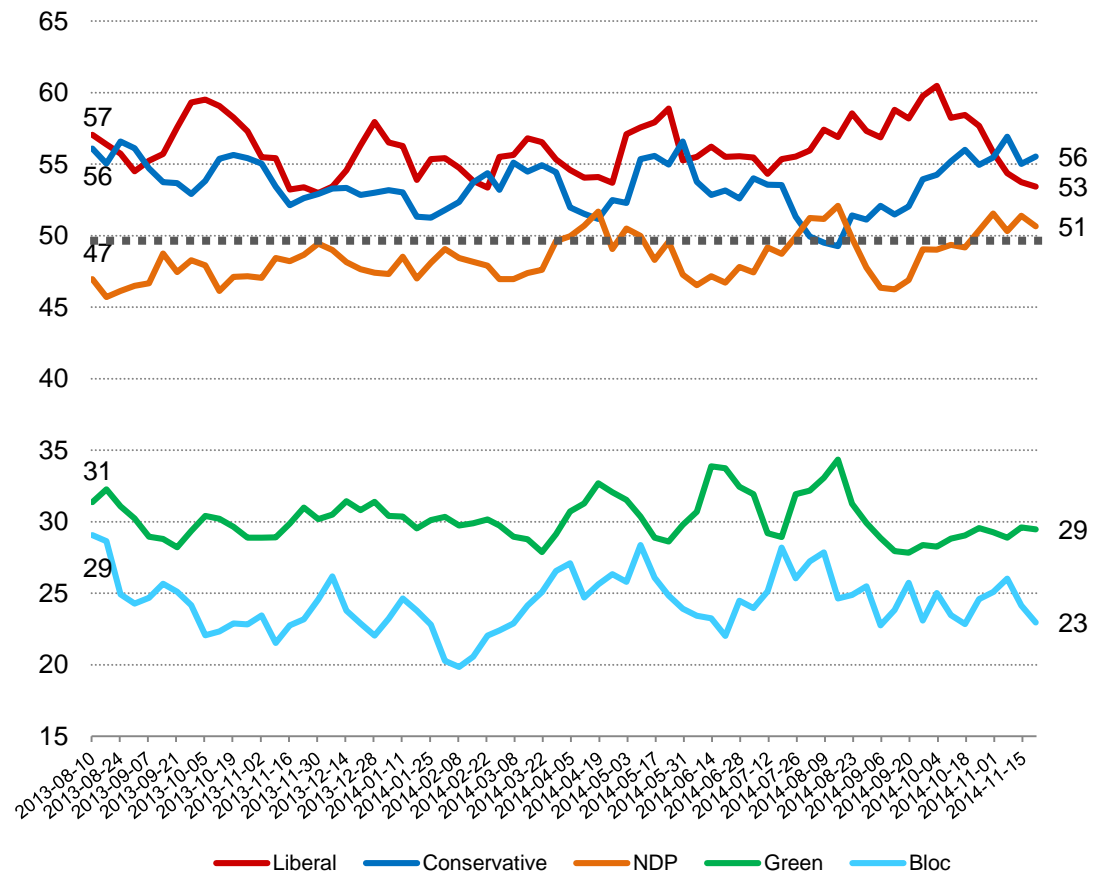
Party Power Index



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

Male Weekly Index Tracking Scores
(Four week rolling average ending November 21st, 2014, n=491)



Party Power Index

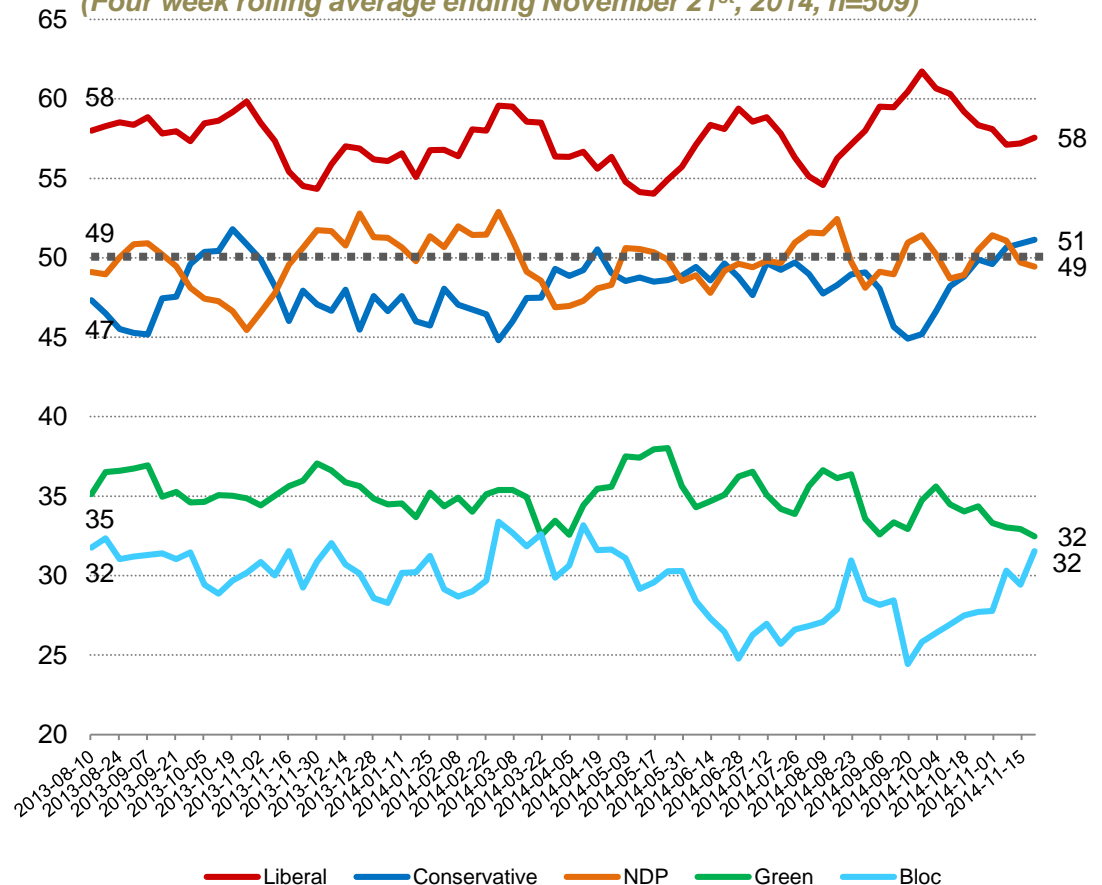


The Nanos Party Power Index Tracking for females is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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

Female Weekly Index Tracking Scores

(Four week rolling average ending November 21st, 2014, n=509)



National Political Tracking Numbers

Nanos Weekly Tracking



NANOS

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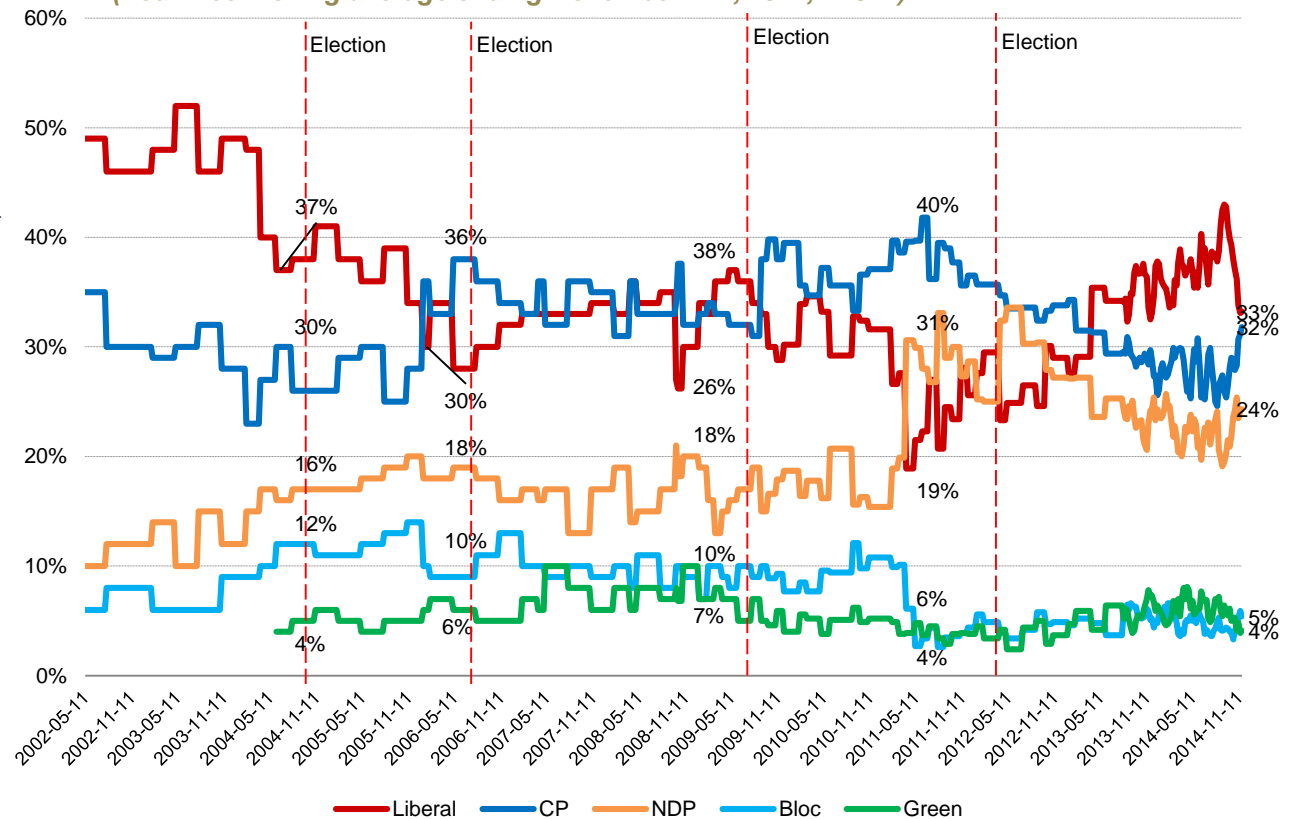
National Ballot



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

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

Weekly Tracking – First Ranked Choice (Four week rolling average ending November 21st, 2014, n=821)



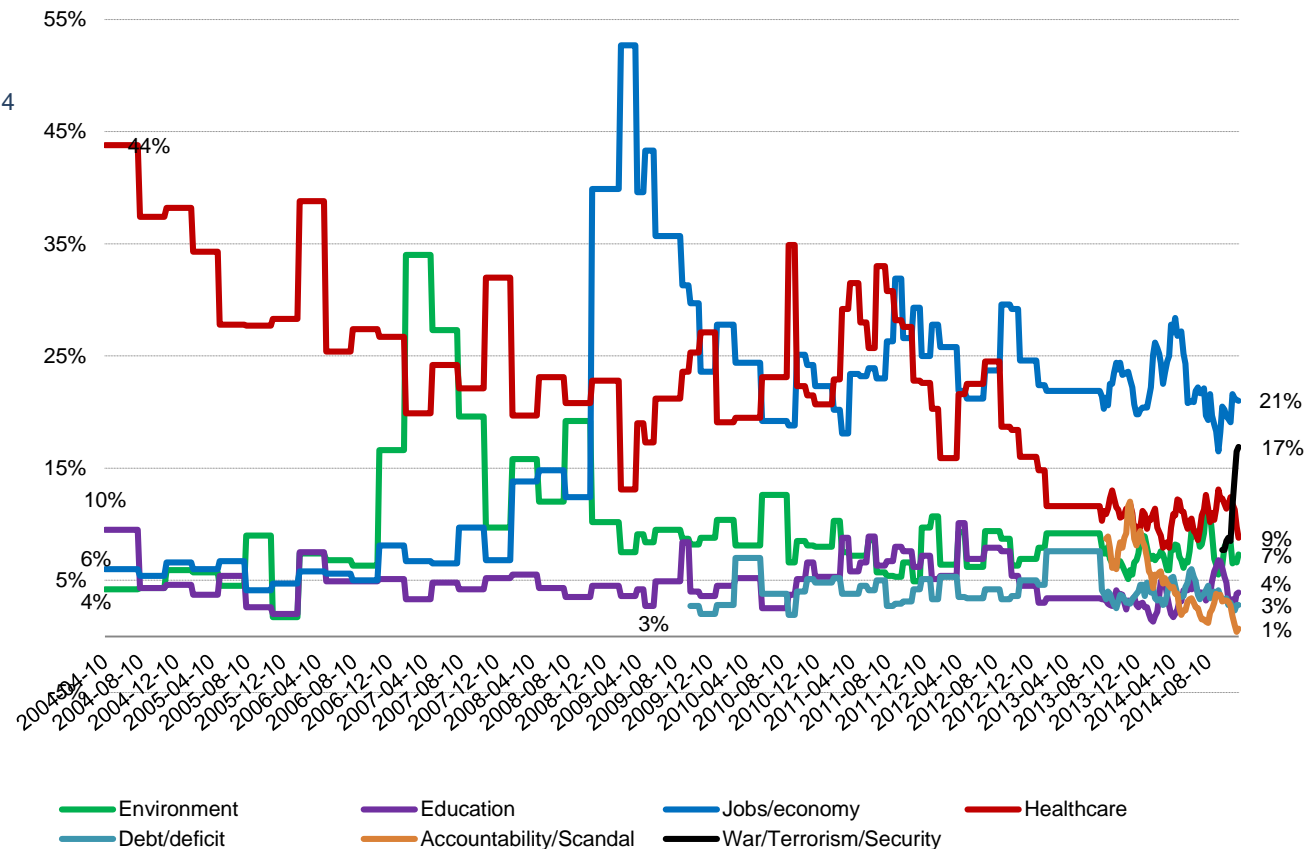
National Issue



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

Weekly Tracking (Four week rolling average ending November 21st, 2014, n=1,000)



Federal Party Accessible Voters

Nanos Weekly Tracking



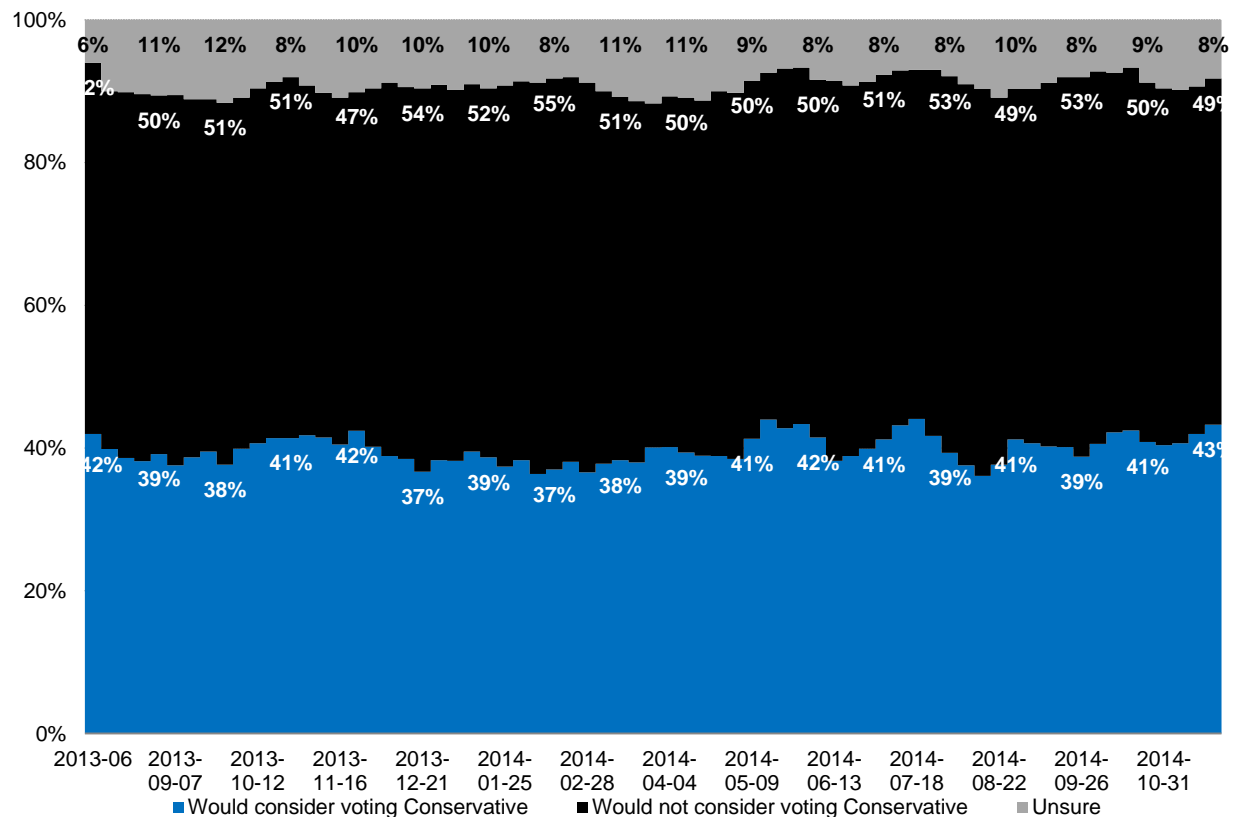
*A proven track
record of accuracy*

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

National – Weekly Tracking (Four week rolling average ending November 21st, 2014, n=1,000)



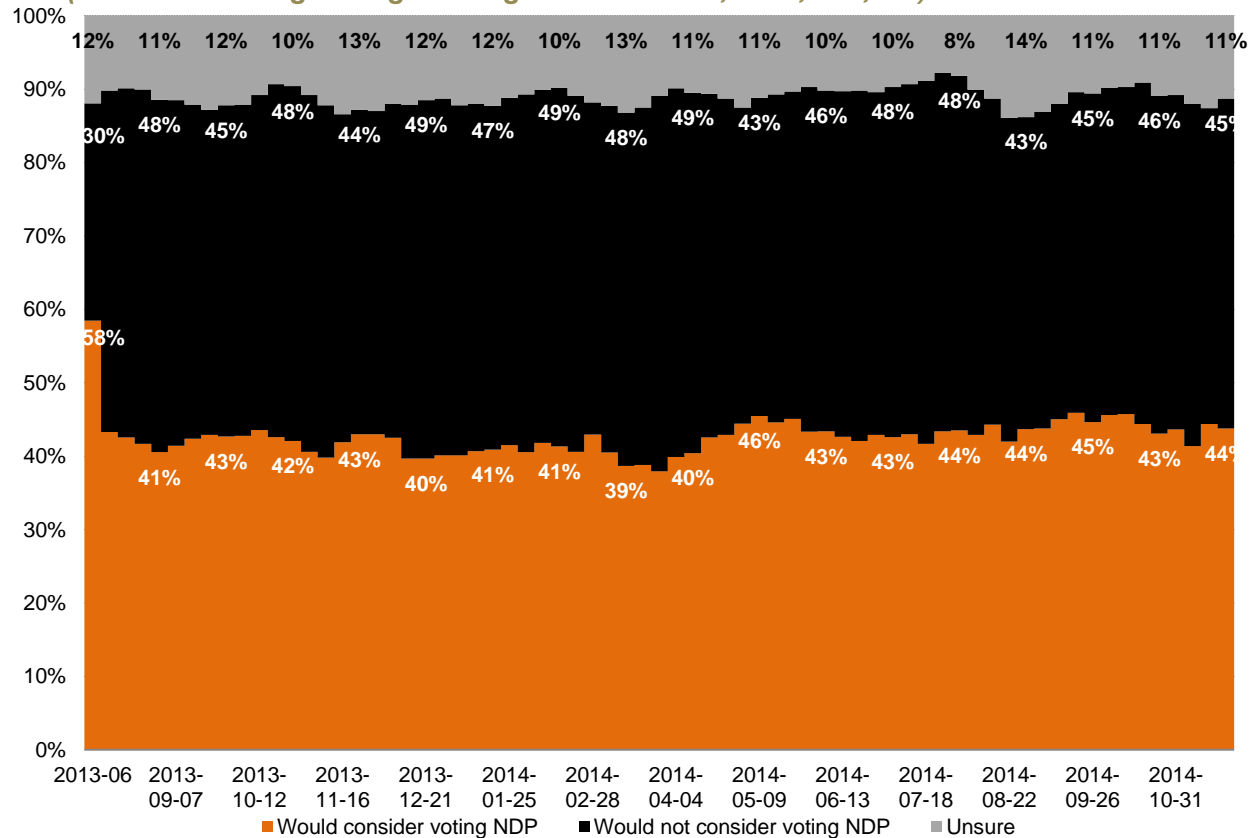
Consider NDP



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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Washington DC: (202) 697-9924
nnanos@nanosresearch.com

National – Weekly Tracking
(Four week rolling average ending November 21st, 2014, n=1,000)



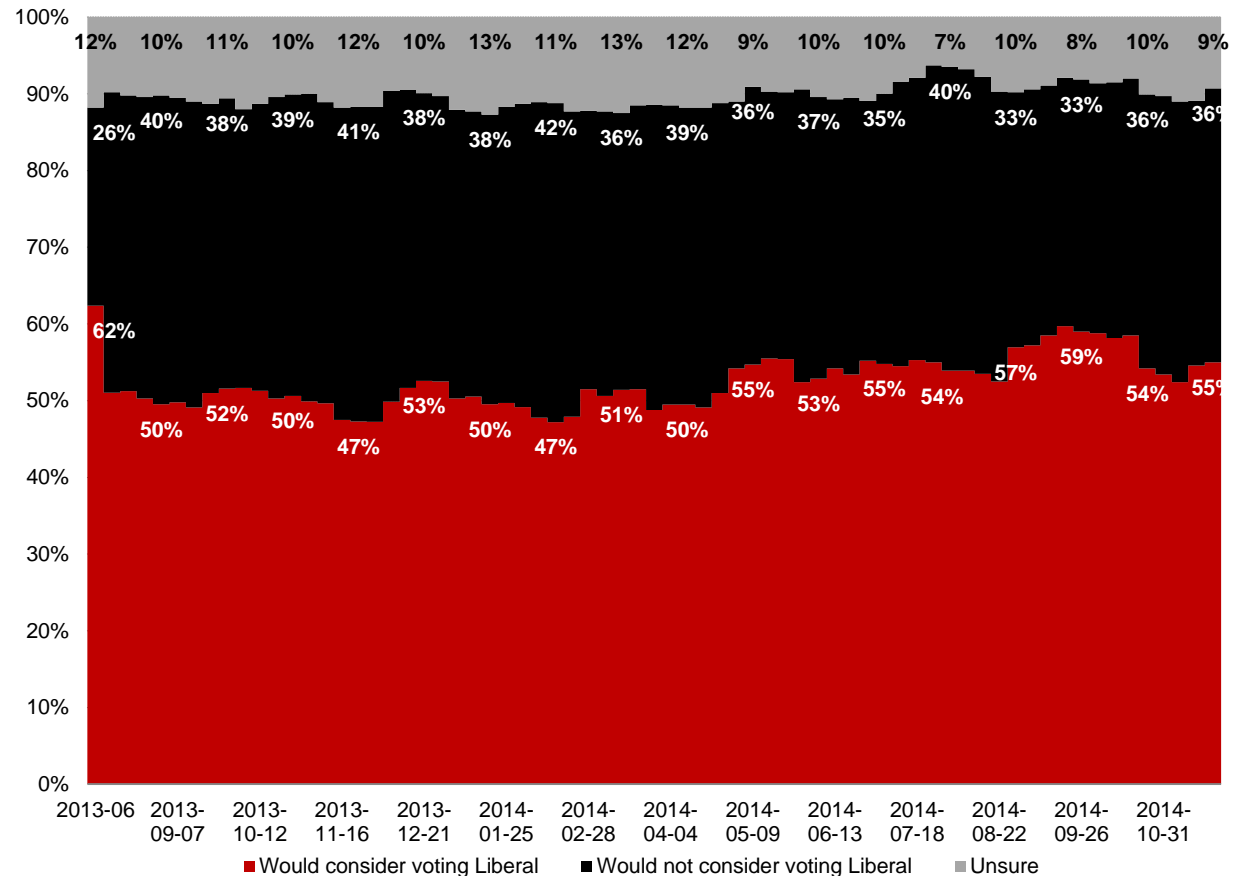
Consider Liberal



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

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Washington DC: (202) 697-9924
nnanos@nanosresearch.com

National – Weekly Tracking
(Four week rolling average ending November 21st, 2014, n=1,000)



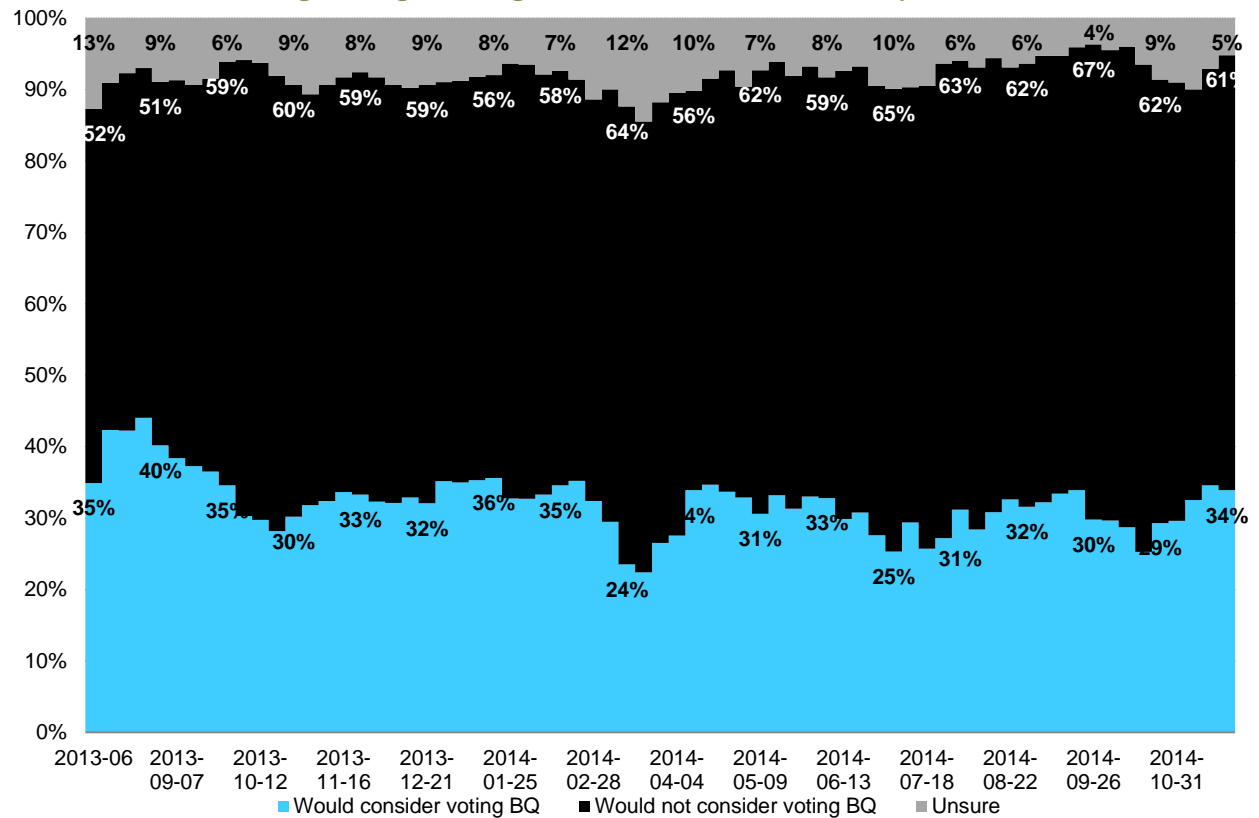
Consider Bloc



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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Washington DC: (202) 697-9924
nnanos@nanosresearch.com

Quebec only – Weekly Tracking
Four week rolling average ending November 21st, 2014, n=248)



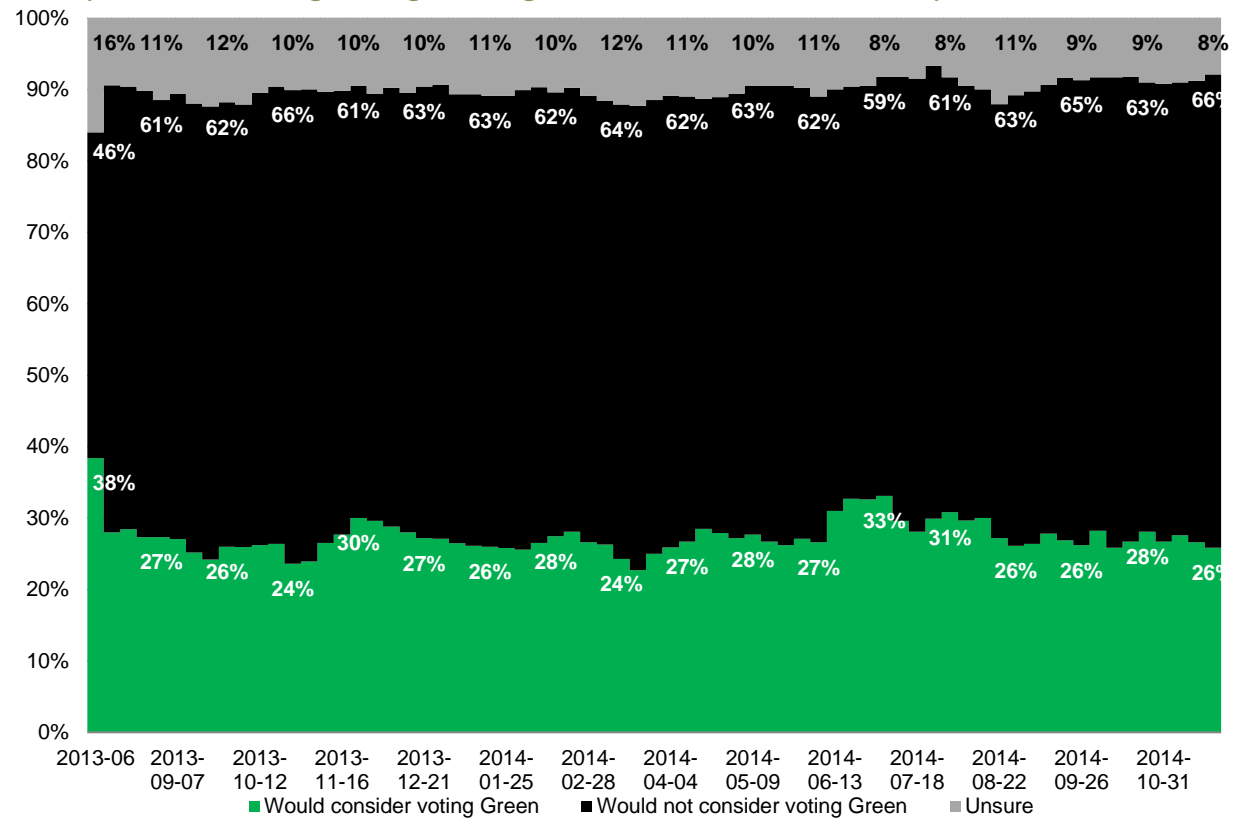
Consider Green



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

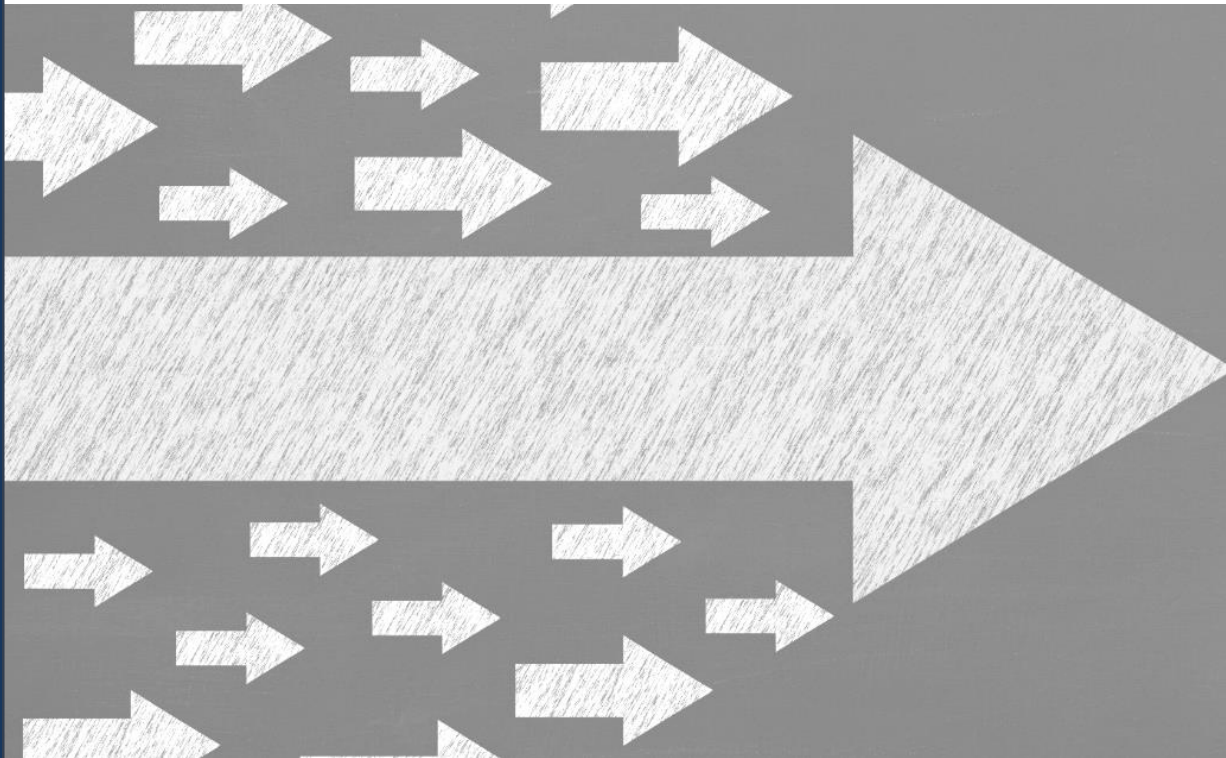
Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

National – Weekly Tracking
(Four week rolling average ending November 21st, 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]

Contact: Nik Nanos

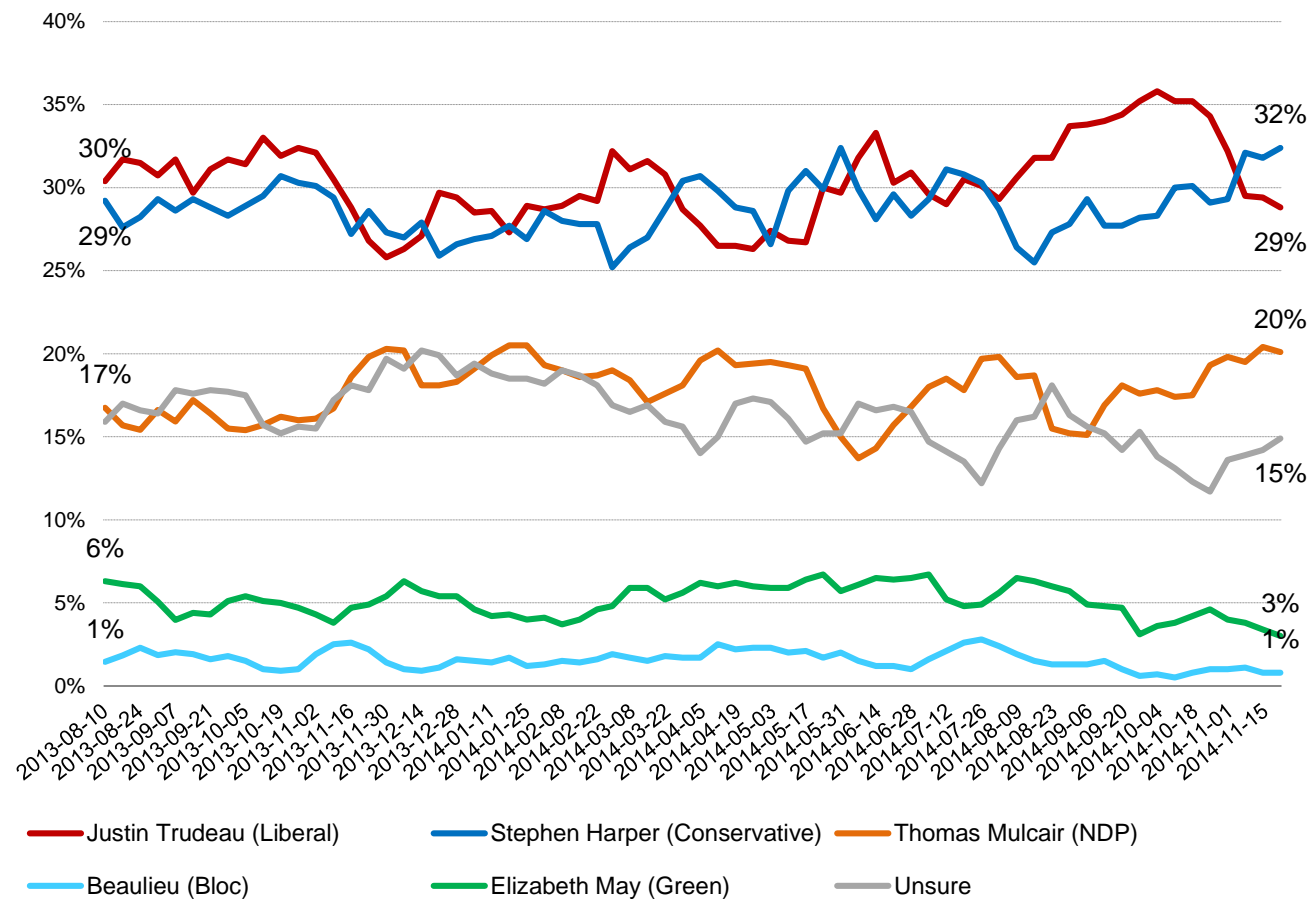
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

National – Weekly Tracking – First Ranked Choice

(Four week rolling average ending November 21st, 2014, n=1,000)



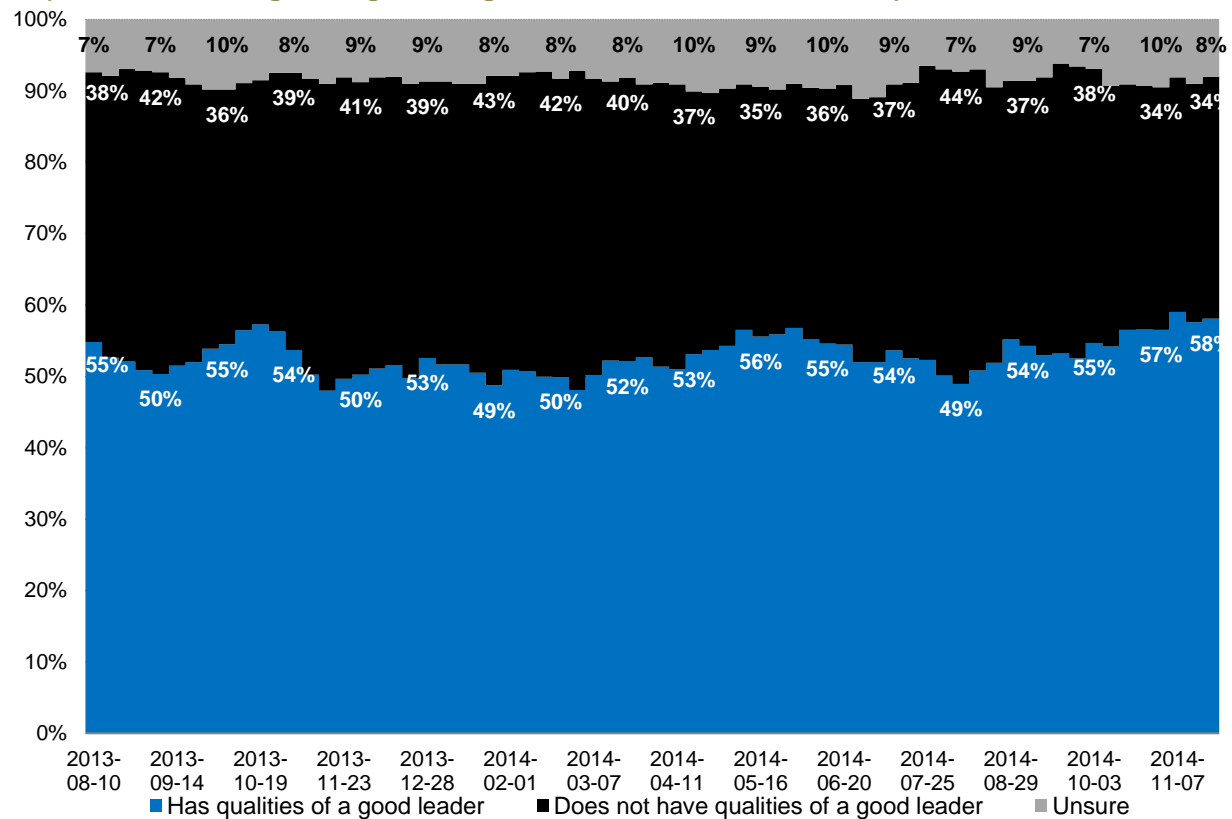
Harper



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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Ottawa: (613) 234-4666 x 237
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nnanos@nanosresearch.com

National – Weekly Tracking (Four week rolling average ending November 21st, 2014, n=1,000)



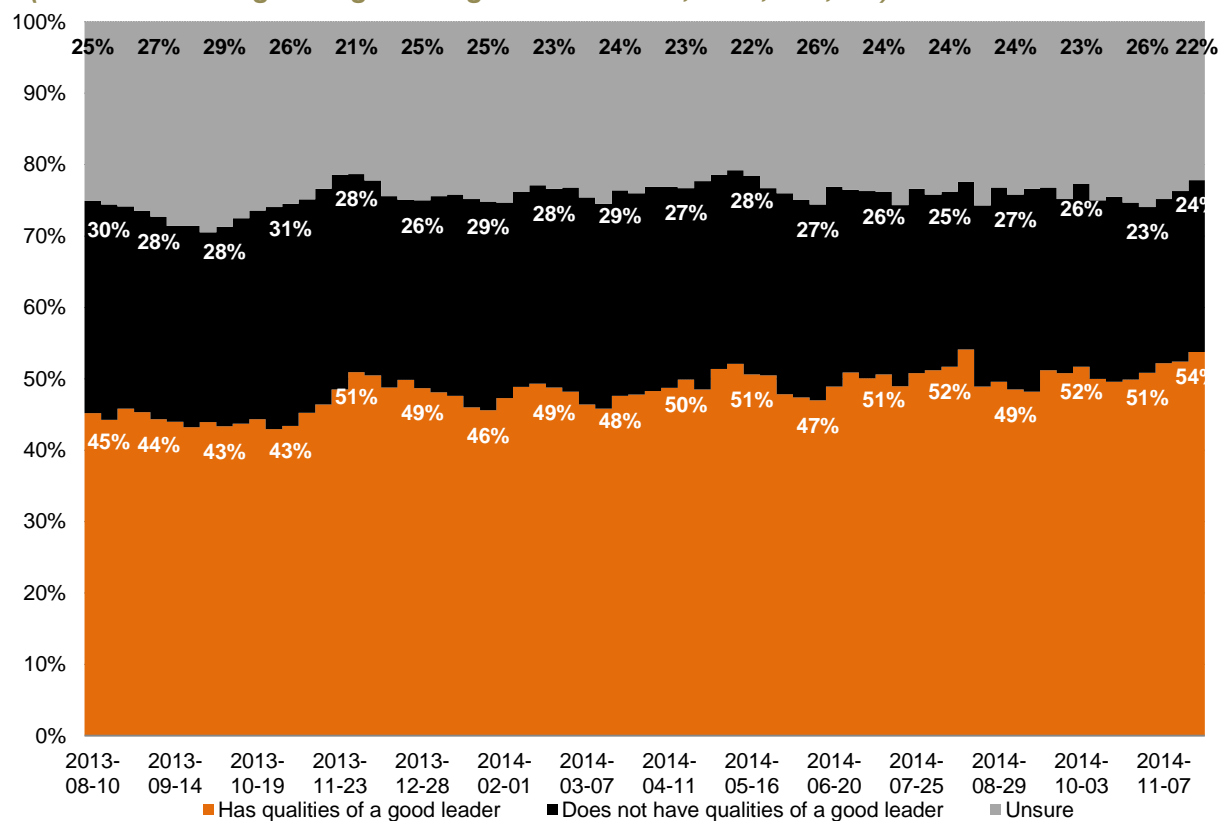
Mulcair



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

National – Weekly Tracking (Four week rolling average ending November 21st, 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

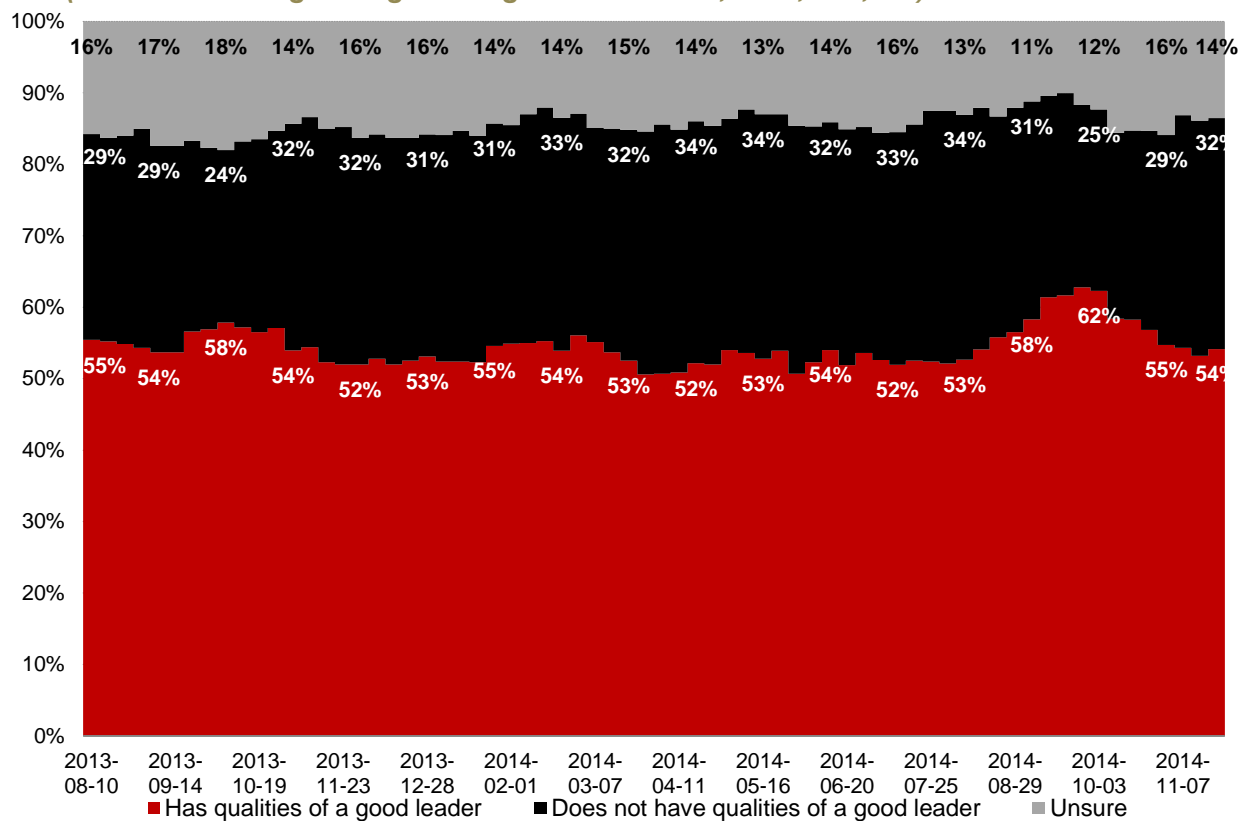
Ottawa: (613) 234-4666 x 237

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nnanos@nanosresearch.com

National – Weekly Tracking

(Four week rolling average ending November 21st, 2014, n=1,000)



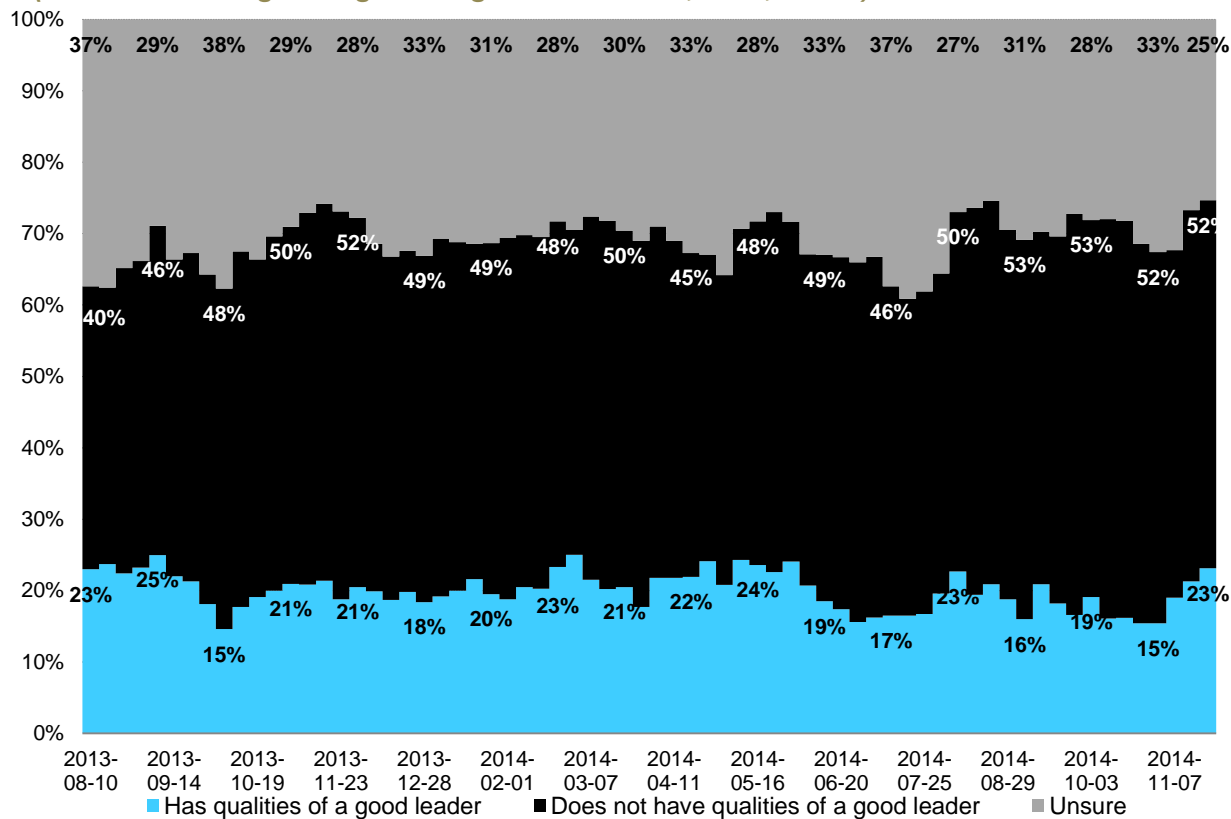
Beaulieu



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 (Four week rolling average ending November 21st, 2014, n=248)



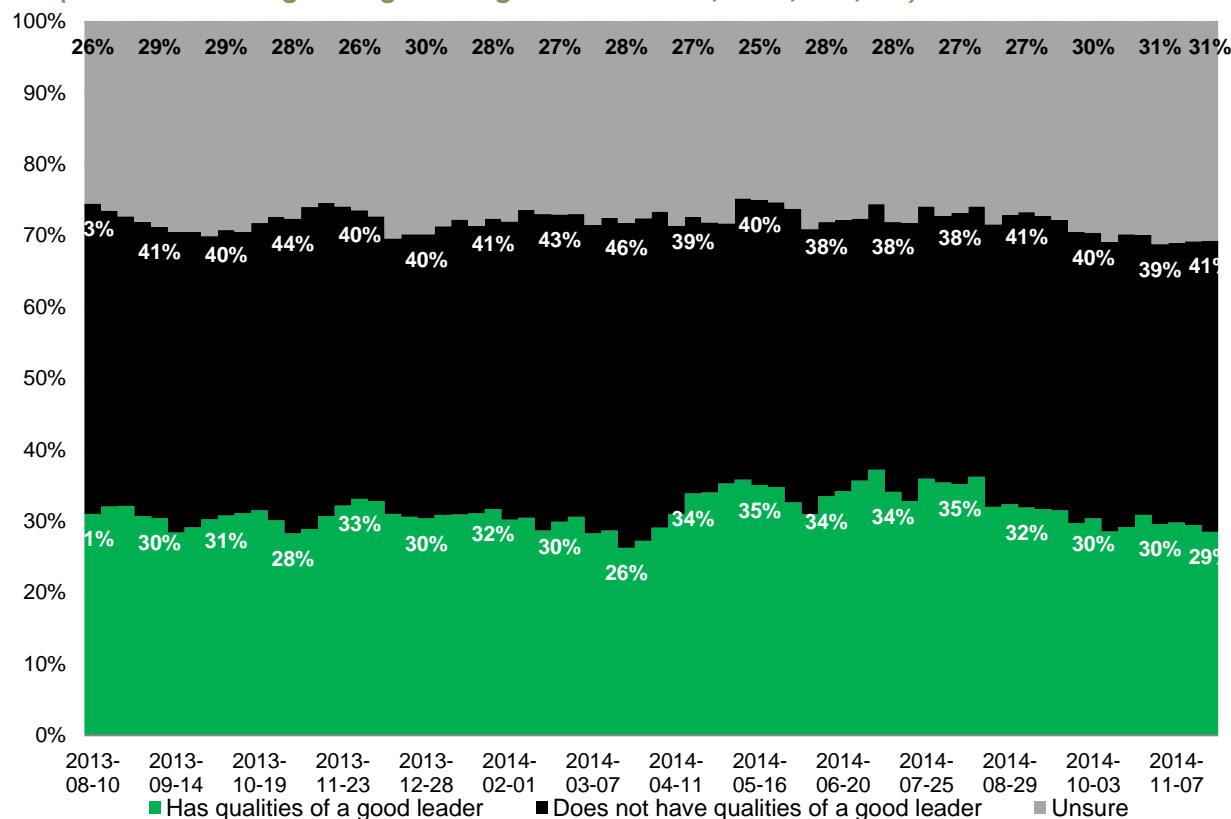
May



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

National – Weekly Tracking (Four week rolling average ending November 21st, 2014, n=1,000)





Methodology

Survey Methodology

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 November 21st, 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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Nik Nanos FMRIA

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