

# Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending January 2, 2015  
(released January 7, 2015)



**NANOS**

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world-class data*

# Weekly Nanos Party Power Index



Liberals 56 points, Conservatives 51 points, NDP 49 points  
on Nanos Party Power Index  
(Released 01/07/2015)

The first wave of weekly tracking in the Nanos Party Power Index pegged the federal Liberals at 56 points out of 100 followed by the Conservatives at 51 points, the NDP at 49 points, the Green Party at 31 points and the BQ at 25 points (QC only).

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.

For the second week in succession the NDP have hit a 12 month high on their level of accessible voter tracking. Asked which parties they would consider or not consider voting for through a series of independent questions, 55 per cent of Canadians would consider voting for the Liberals, 47 per cent would consider voting NDP, 42 percent would consider voting for the Conservatives and 27 per cent would consider voting for the Green Party.

Asked which federal party leader they would prefer as prime minister, Harper realised a three point lead over Trudeau. Thirty three per cent of Canadians preferred Harper as PM followed by 30 per cent who preferred Trudeau, 18 per cent Mulcair, four per cent May and 13 per cent were unsure.

# 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](mailto:nnanos@nanosresearch.com)

## Data Summary

	This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Jan 2014)	12 Month High	12 Month Low	12 Month Average
<b>Canada Party Power Index</b>								
Liberal	55.9	56.1	56.9	60.5	56.2	60.7	54.5	56.7
Conservative	51.2	51.5	52.3	50.4	49.7	53.5	48.4	50.8
NDP	49.1	48.2	49.7	49.6	49.3	52.2	47.4	49.3
Green	31.1	30.3	31.5	31.9	32.5	35.2	30.2	32.3
Bloc	24.9	22.9	26.9	25.6	25.6	29.0	22.9	26.6
<b>Party Consider</b>								
Liberal	54.6%	54.5%	56.5%	58.8%	50.3%	59.7%	47.2%	53.3%
NDP	47.1%	46.9%	44.5%	45.6%	40.1%	47.1%	37.9%	42.9%
Conservative	42.4%	42.1%	43.0%	40.6%	38.2%	44.1%	36.1%	40.1%
Bloc	27.8%	26.5%	31.0%	29.7%	35.0%	35.6%	22.4%	30.7%
Green	27.2%	26.6%	26.2%	28.2%	26.5%	33.1%	22.7%	27.3%
<b>Preferred Prime Minister</b>								
Harper	33.0%	33.1%	31.9%	28.3%	26.9%	33.4%	25.2%	29.3%
Trudeau	30.4%	31.5%	30.4%	35.8%	28.5%	35.8%	26.3%	30.4%
Mulcair	18.2%	17.6%	19.6%	17.8%	19.1%	20.5%	13.7%	18.2%
May	4.3%	4.2%	3.6%	3.6%	4.6%	6.7%	3.0%	4.9%
Beaulieu	1.3%	1.0%	0.6%	0.7%	1.5%	2.8%	0.5%	1.4%
Unsure	12.9%	12.7%	13.9%	13.8%	19.4%	19.4%	11.7%	15.4%

# 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 1<sup>st</sup> and 2<sup>nd</sup> vote preferences;
- a measure of whether the respondent would consider voting for the party;
- the 1<sup>st</sup> and 2<sup>nd</sup> 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.

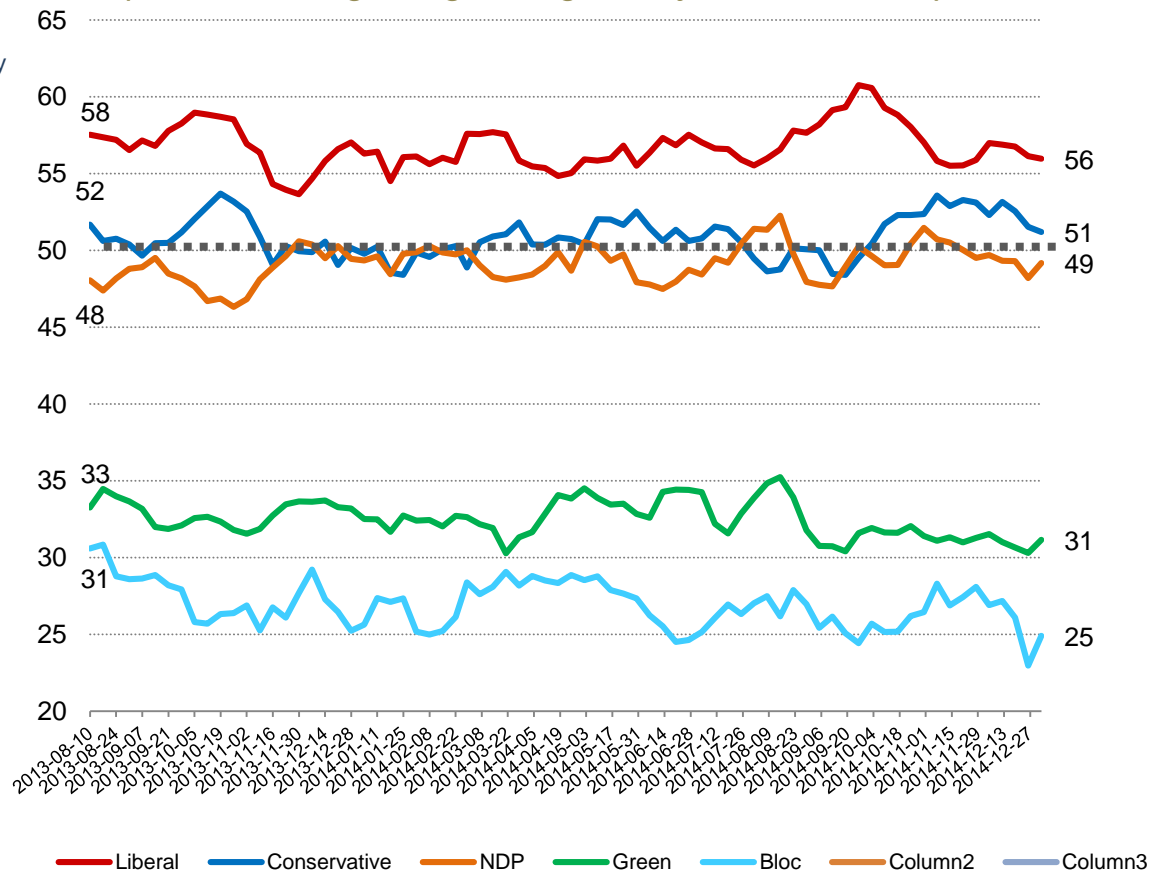
# Party Power Index



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

**Canada Weekly Index Tracking Scores**  
(Four week rolling average ending January 2<sup>nd</sup>, 2015, n=1,000)





# *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.

Contact: Nik Nanos

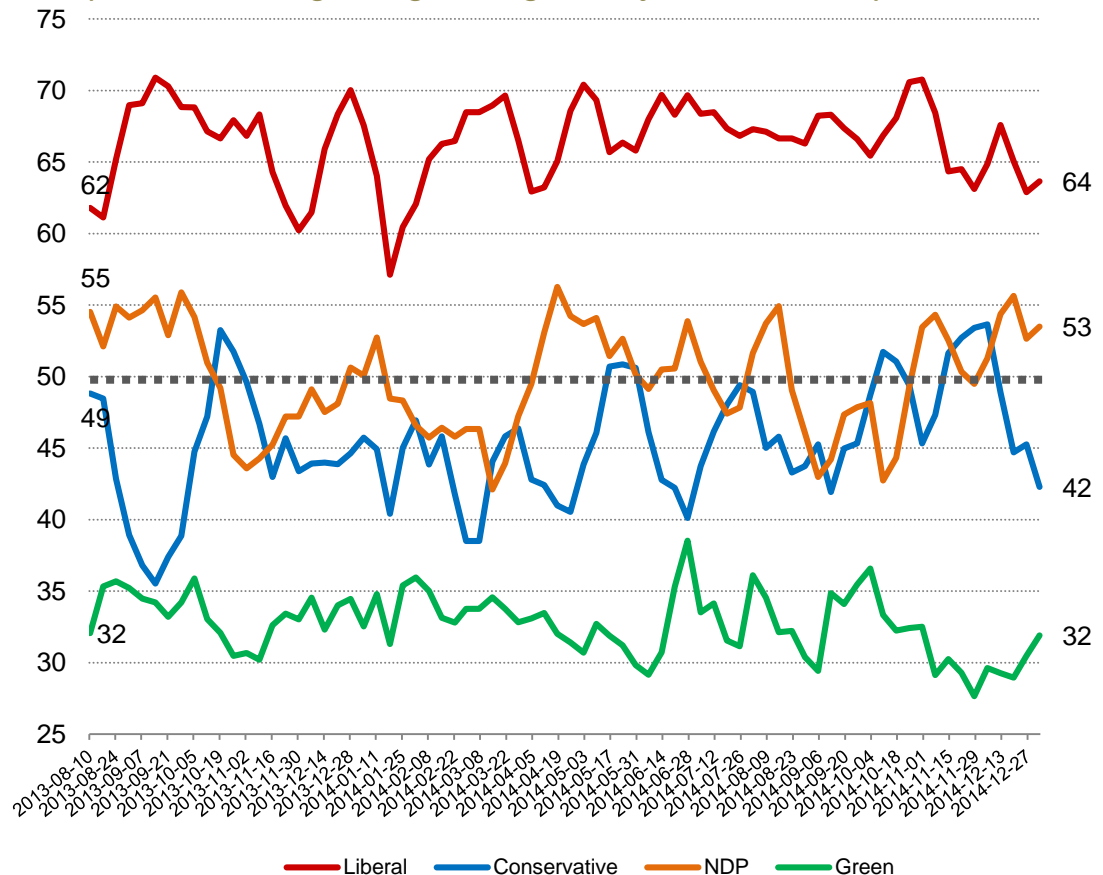
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)

## Atlantic Weekly Index Tracking Scores

(Four week rolling average ending January 2<sup>nd</sup>, 2015, n=100)



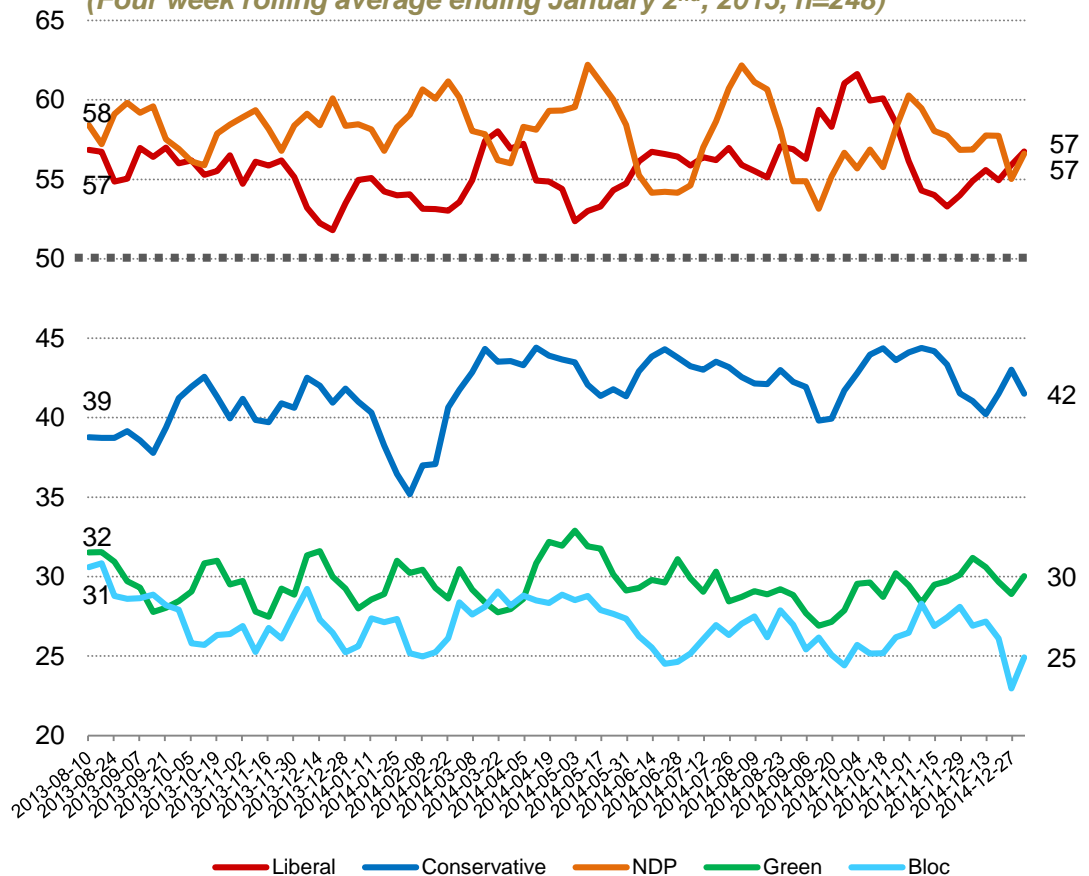
# Party Power Index



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 January 2<sup>nd</sup>, 2015, n=248)





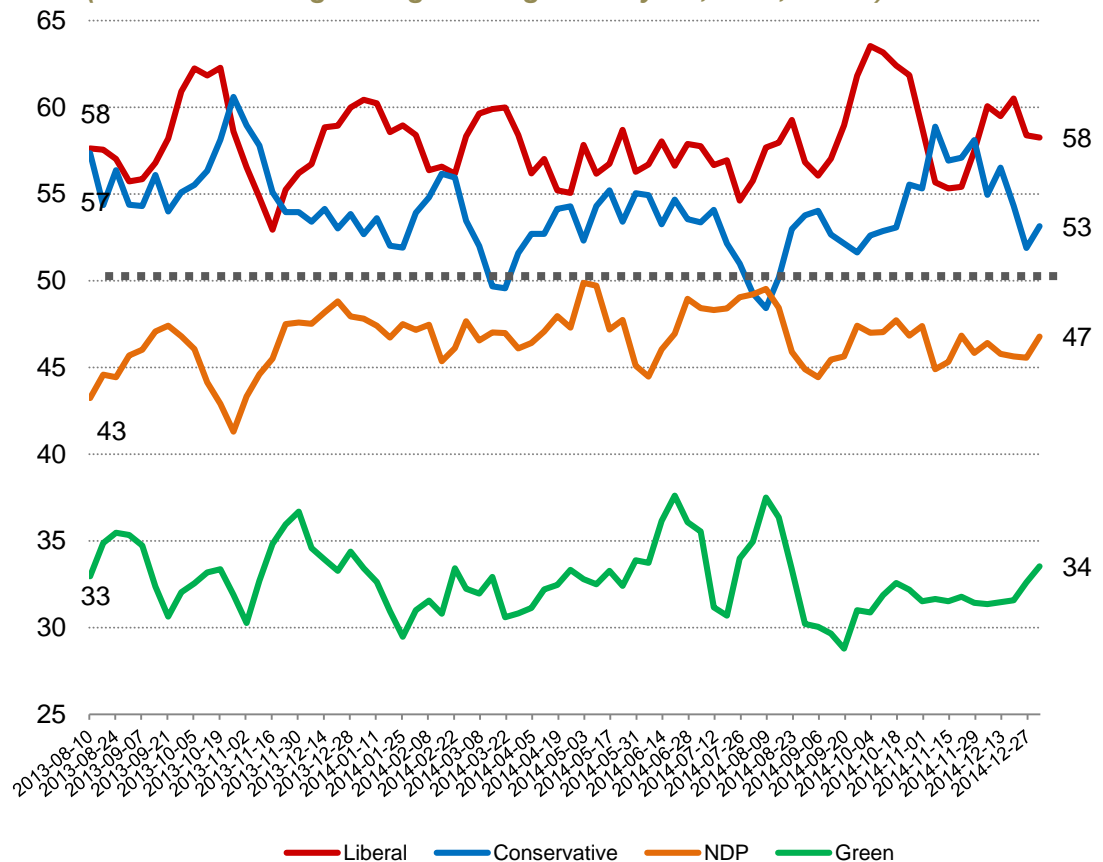
# Party Power Index



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 January 2nd, 2015, n=300)



# Party Power Index

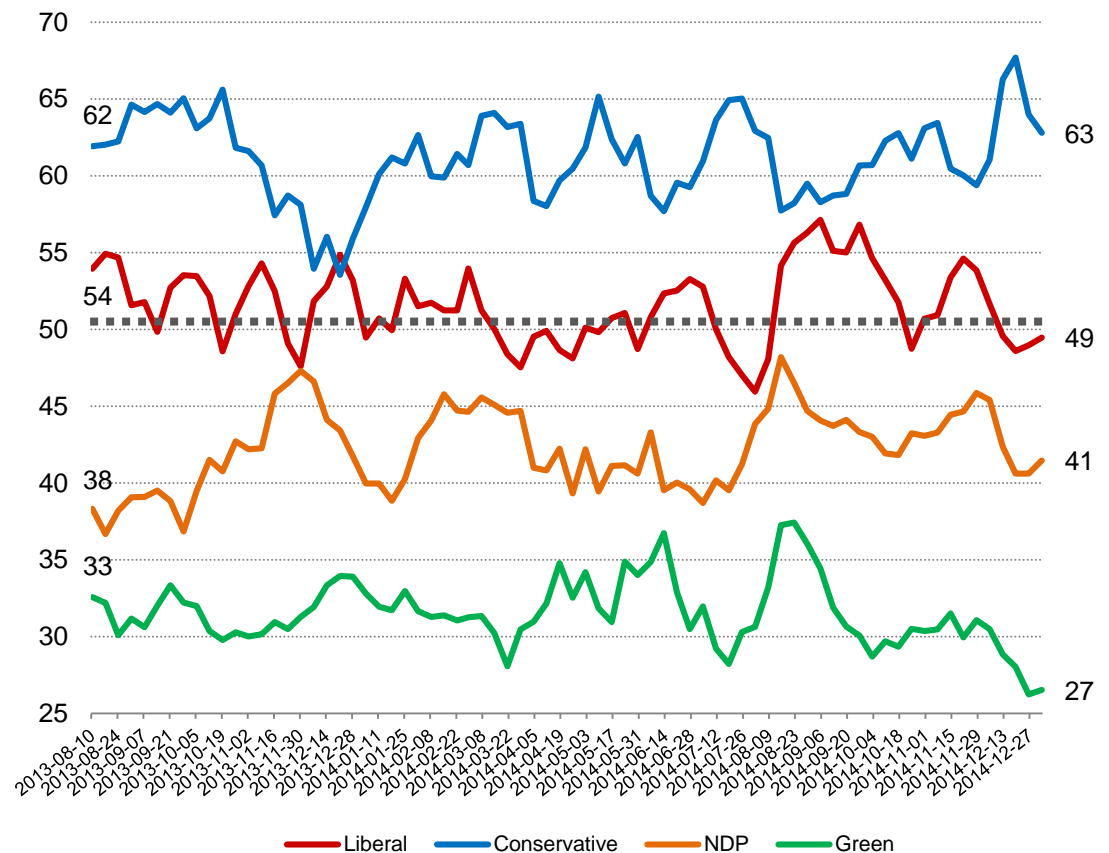


The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are 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 January 2<sup>nd</sup>, 2015, 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.

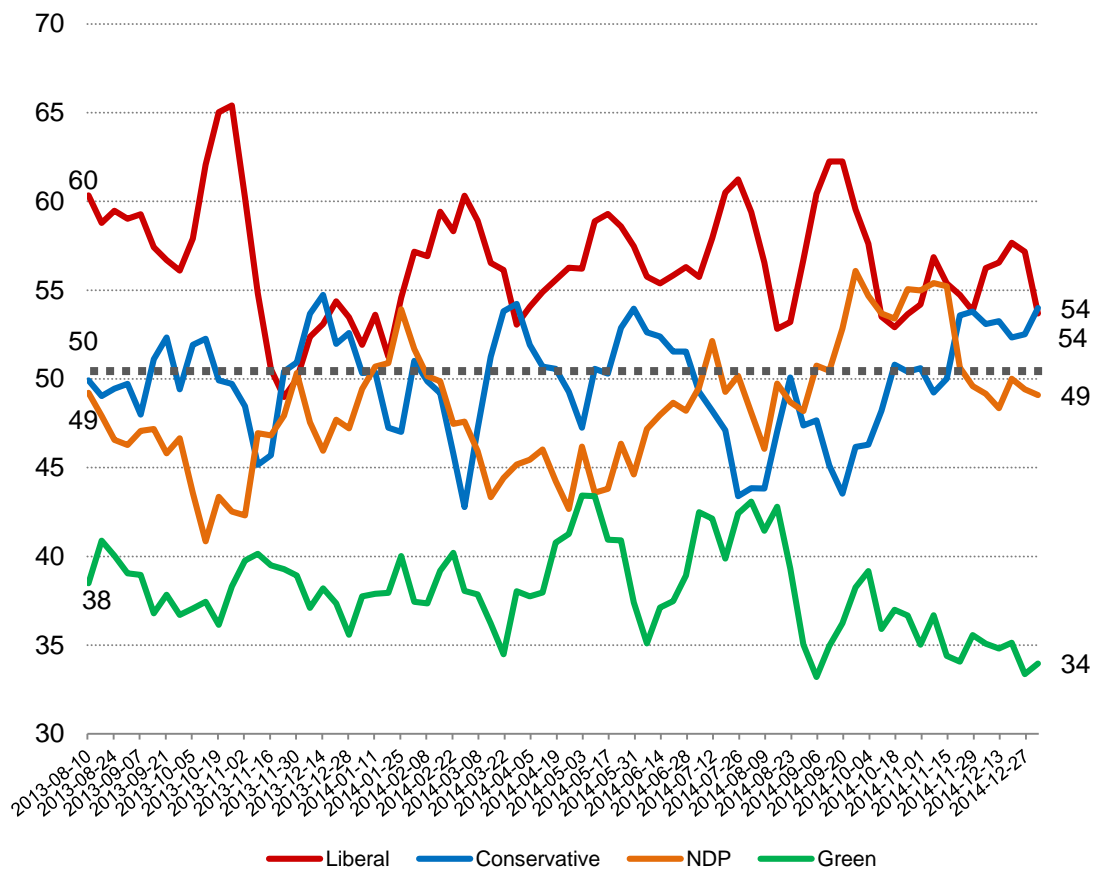
Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)

## *British Columbia Weekly Index Tracking Scores (Four week rolling average ending January 2<sup>nd</sup>, 2015, n=152)*



# *Party Power Index Tracking by Age*

*Nanos Weekly Tracking*



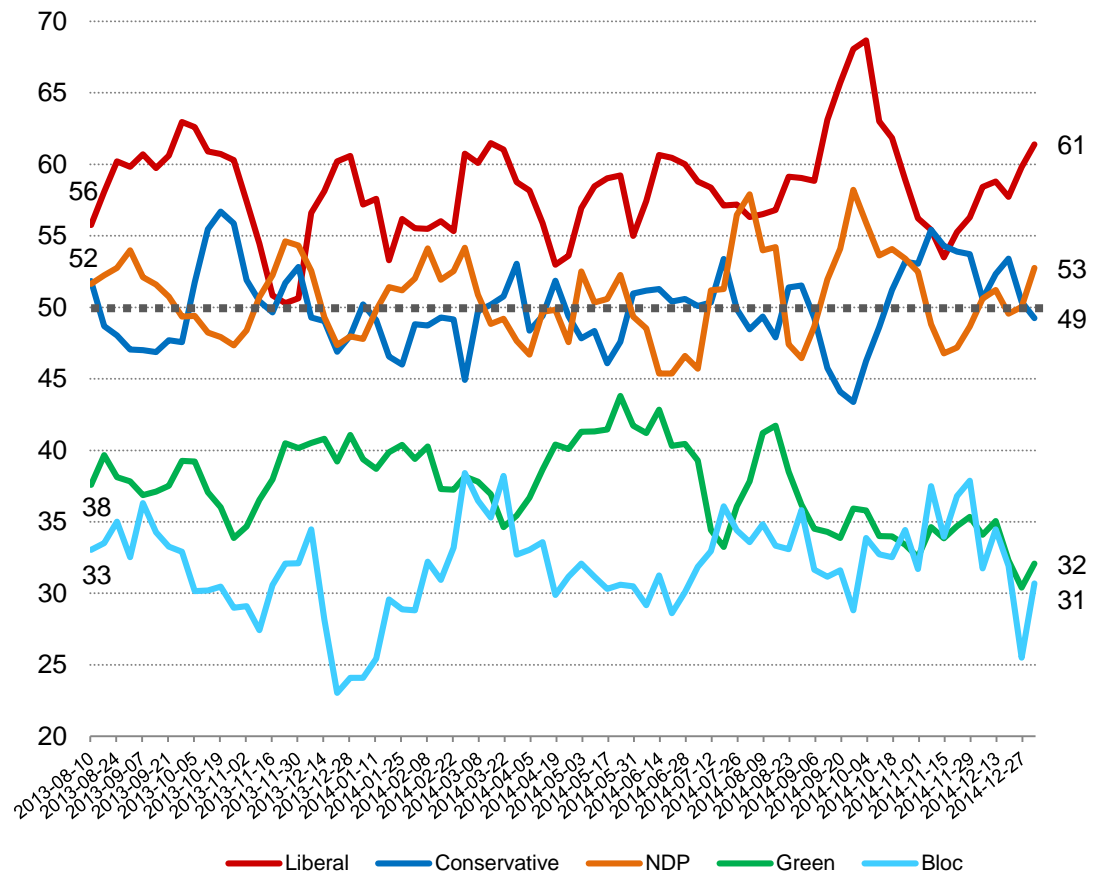
# Party Power Index



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

## 18 to 29 Weekly Index Tracking Scores (Four week rolling average ending January 2<sup>nd</sup>, 2015, n=205)





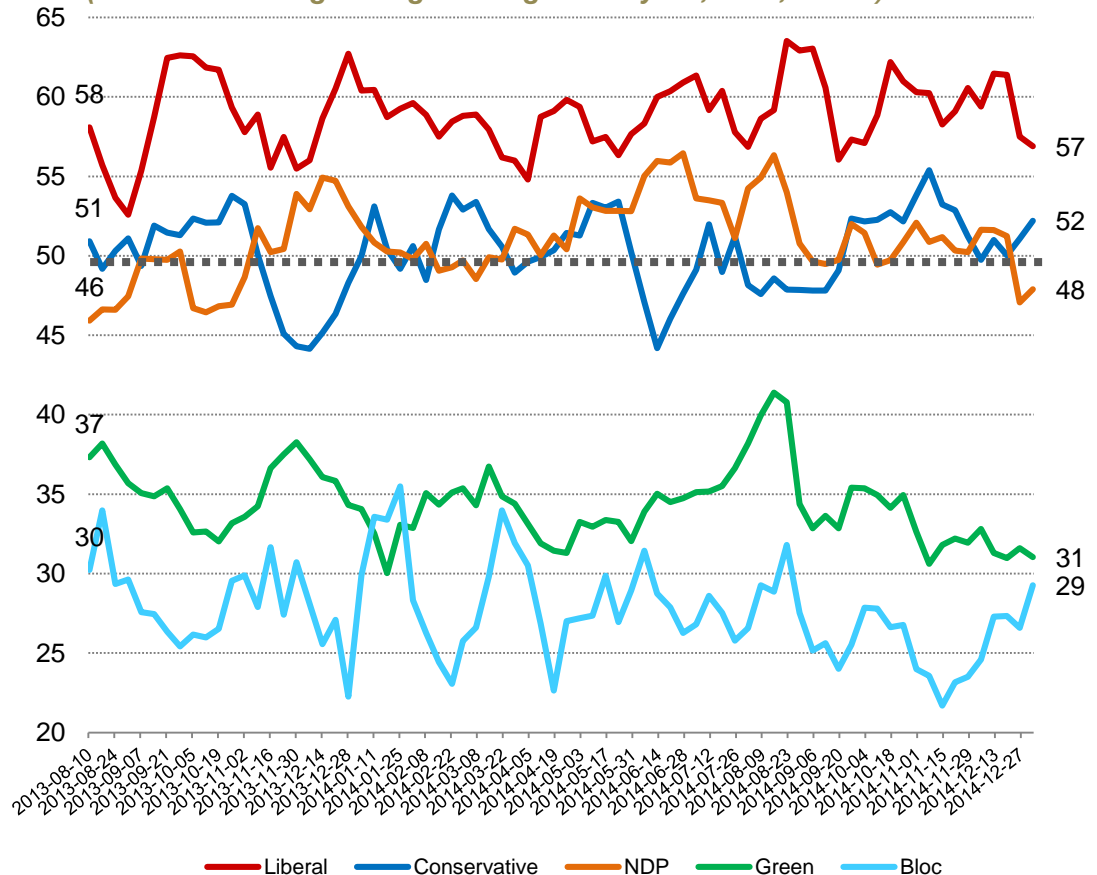
# Party Power Index



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 January 2<sup>nd</sup>, 2015, n=169)



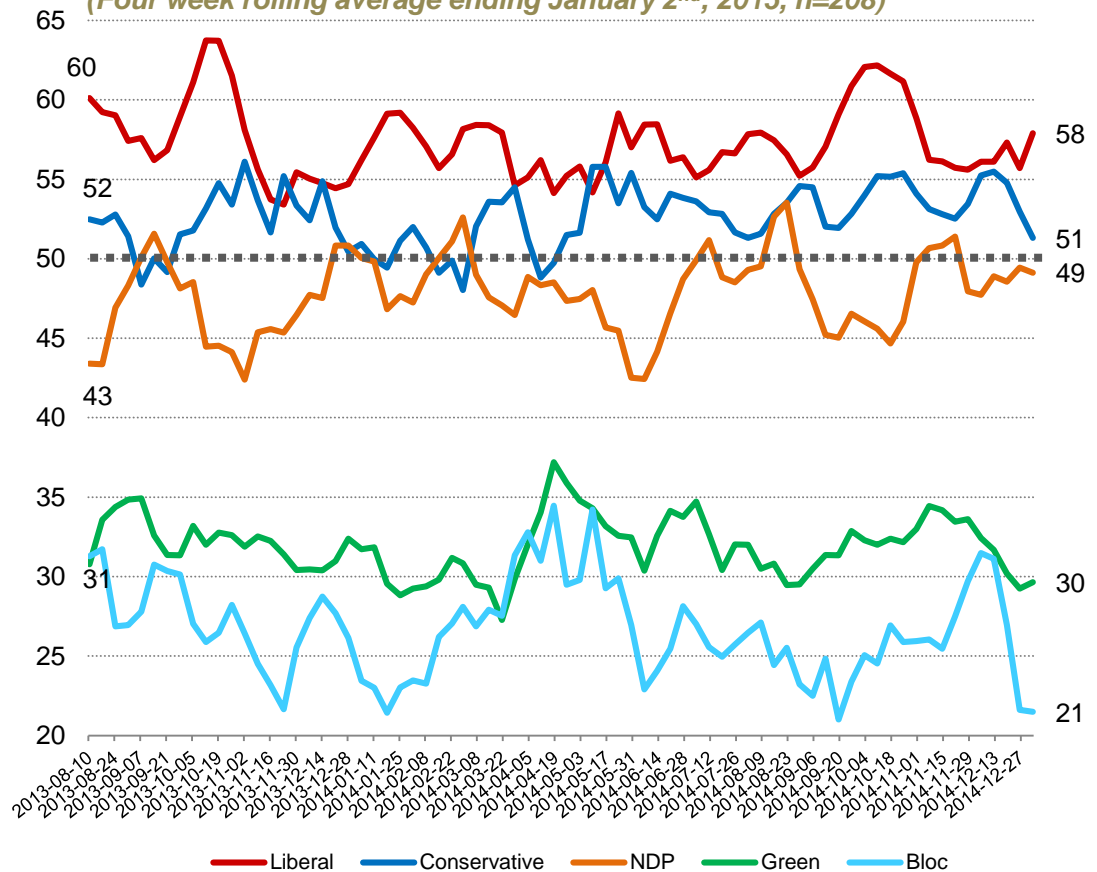
# Party Power Index



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 January 2<sup>nd</sup>, 2015, 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

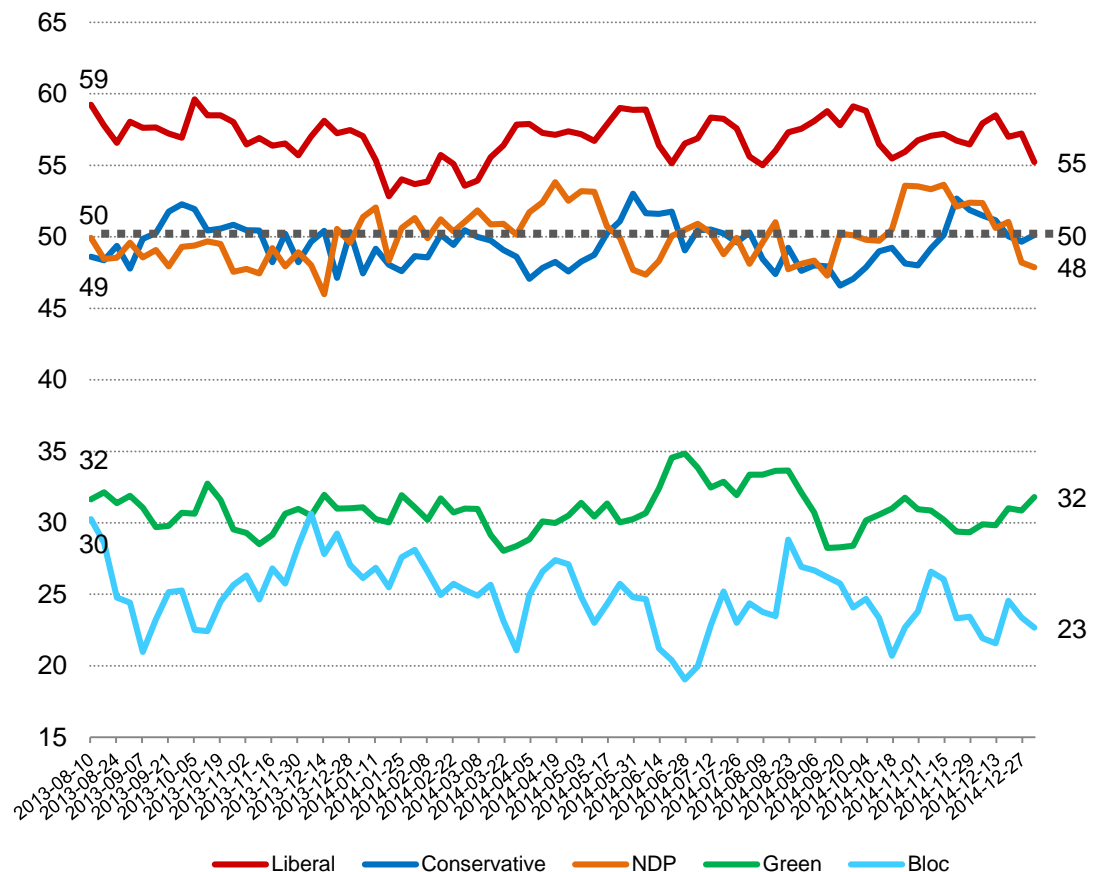
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)

## 50 to 59 Weekly Index Tracking Scores

(Four week rolling average ending January 2<sup>nd</sup>, 2015, n=178)



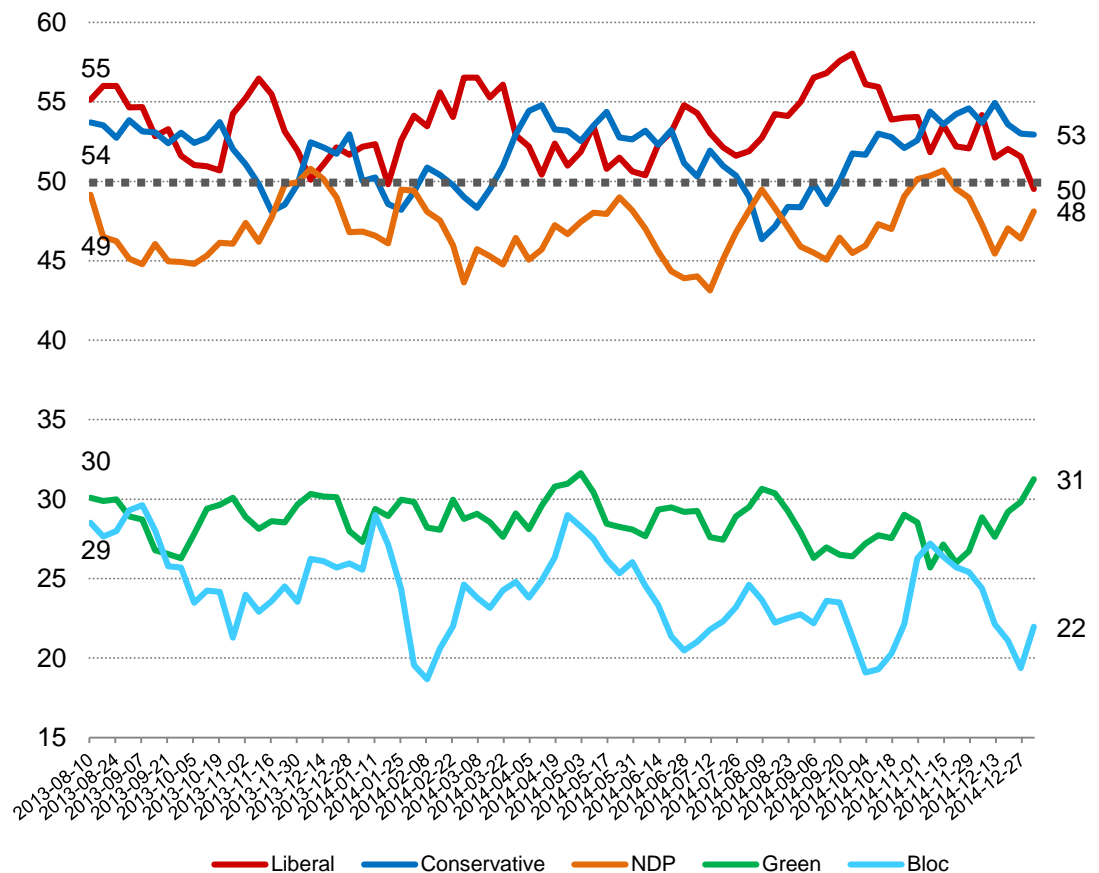
# Party Power Index



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 January 2<sup>nd</sup>, 2015, n=239)



# *Party Power Index Tracking by Gender*

*Nanos Weekly Tracking*





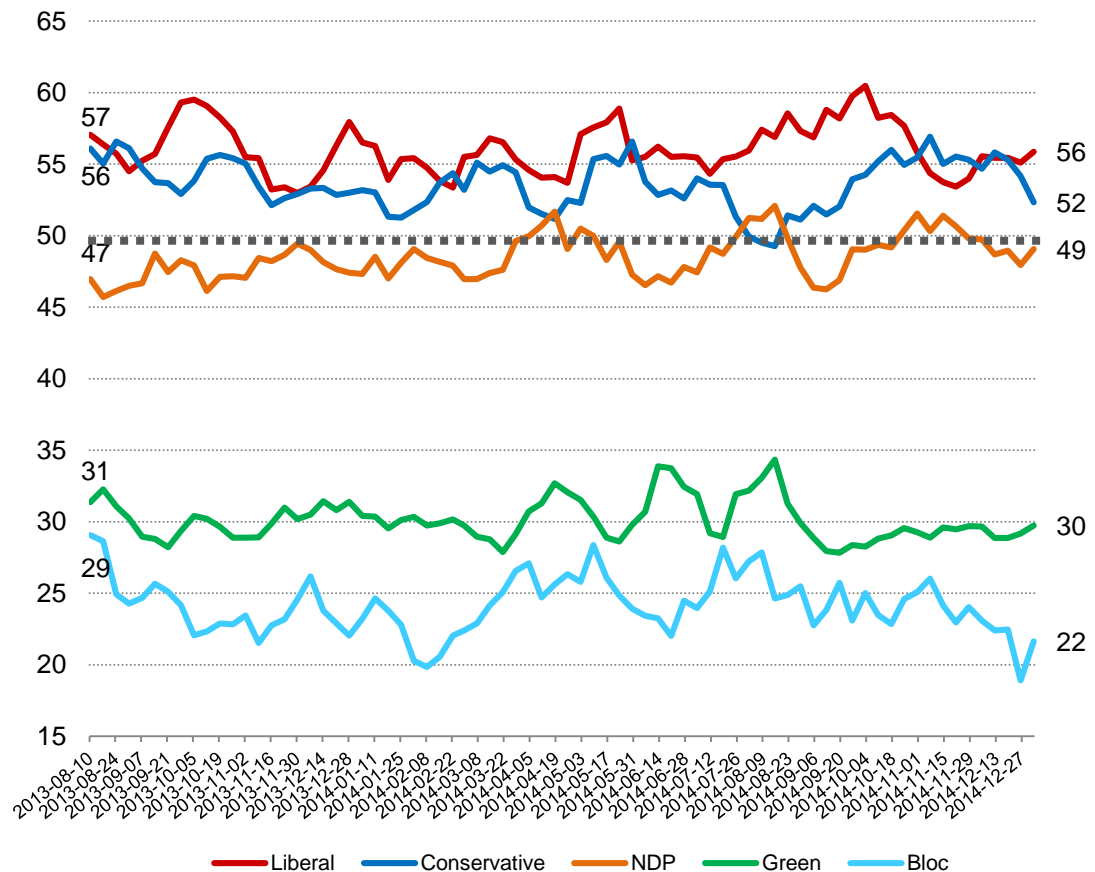
# Party Power Index



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 January 2<sup>nd</sup>, 2015, n=493)



# Party Power Index

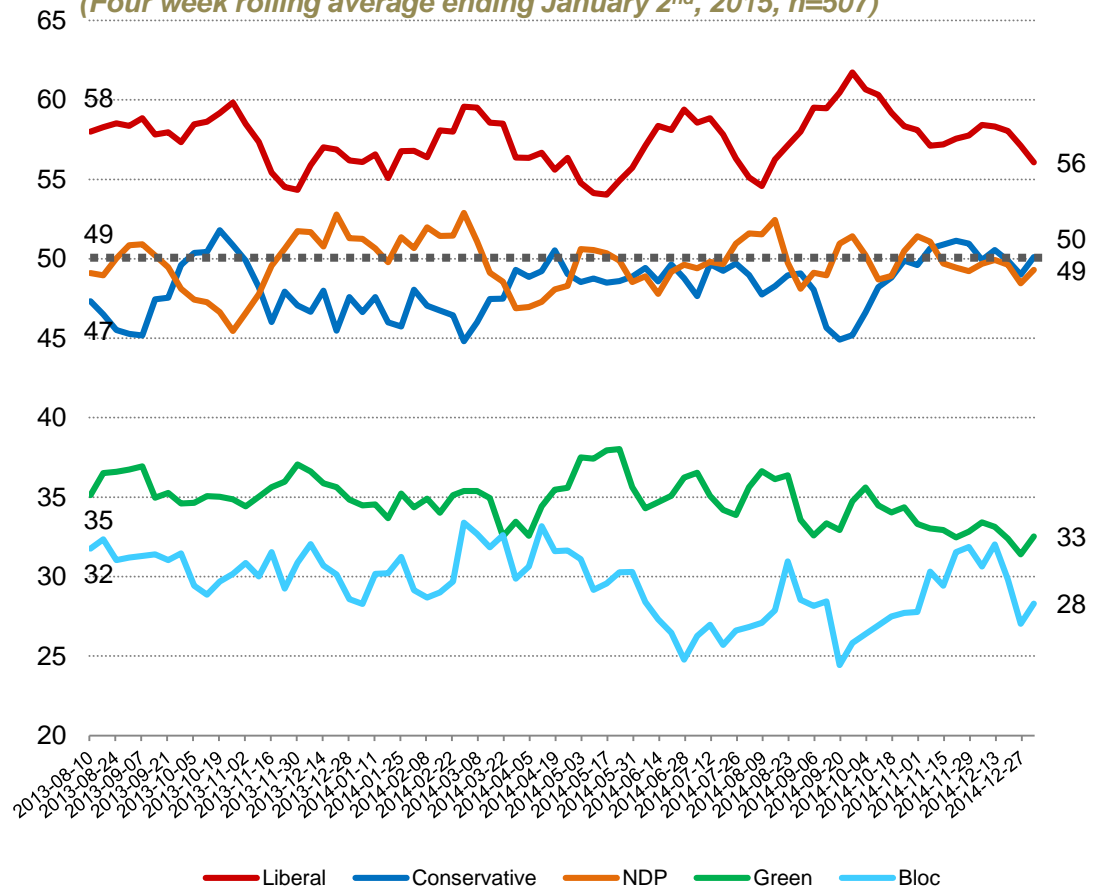


The Nanos Party Power Index Tracking for females is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider 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 January 2<sup>nd</sup>, 2015, n=507)



# *National Political Tracking Numbers*

*Nanos Weekly Tracking*



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record of accuracy*

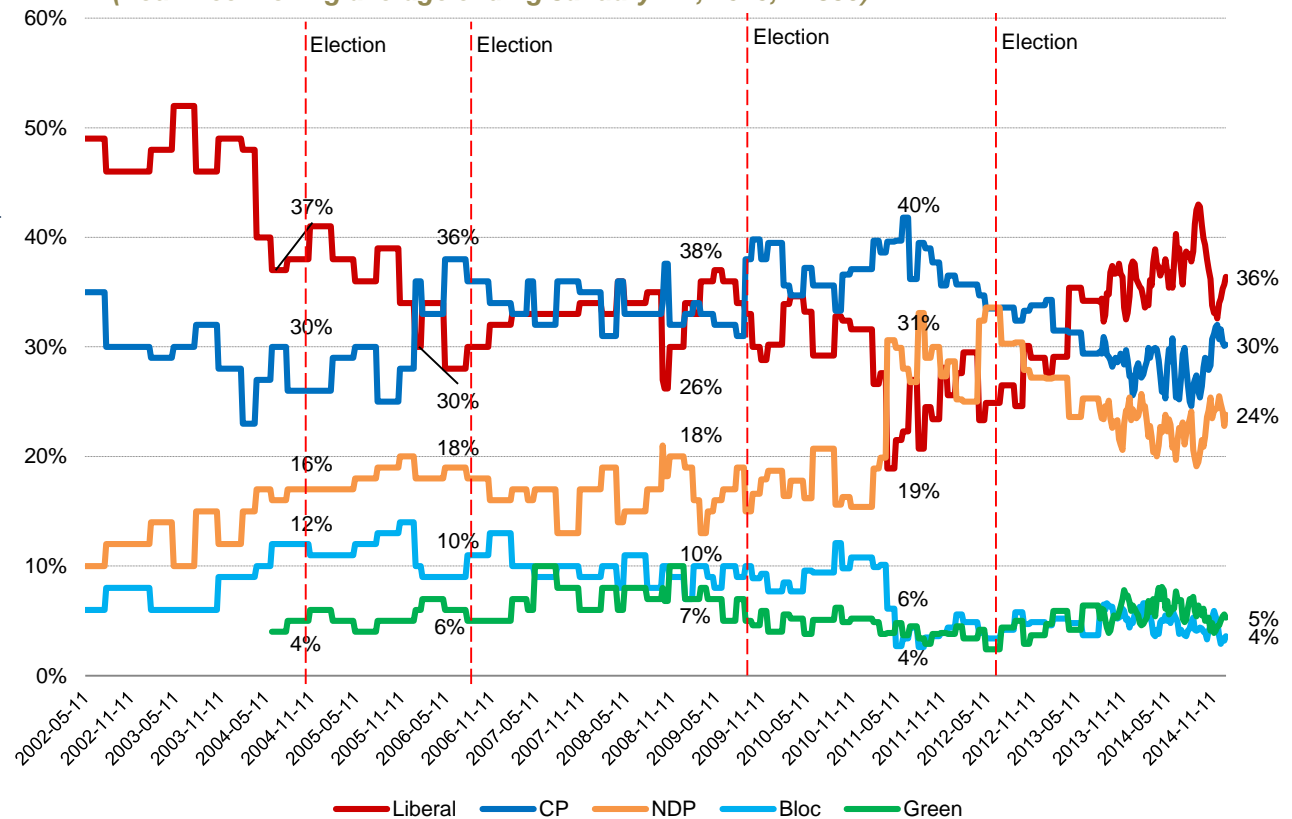
# National Ballot



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

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 January 2<sup>nd</sup>, 2015, n=836)



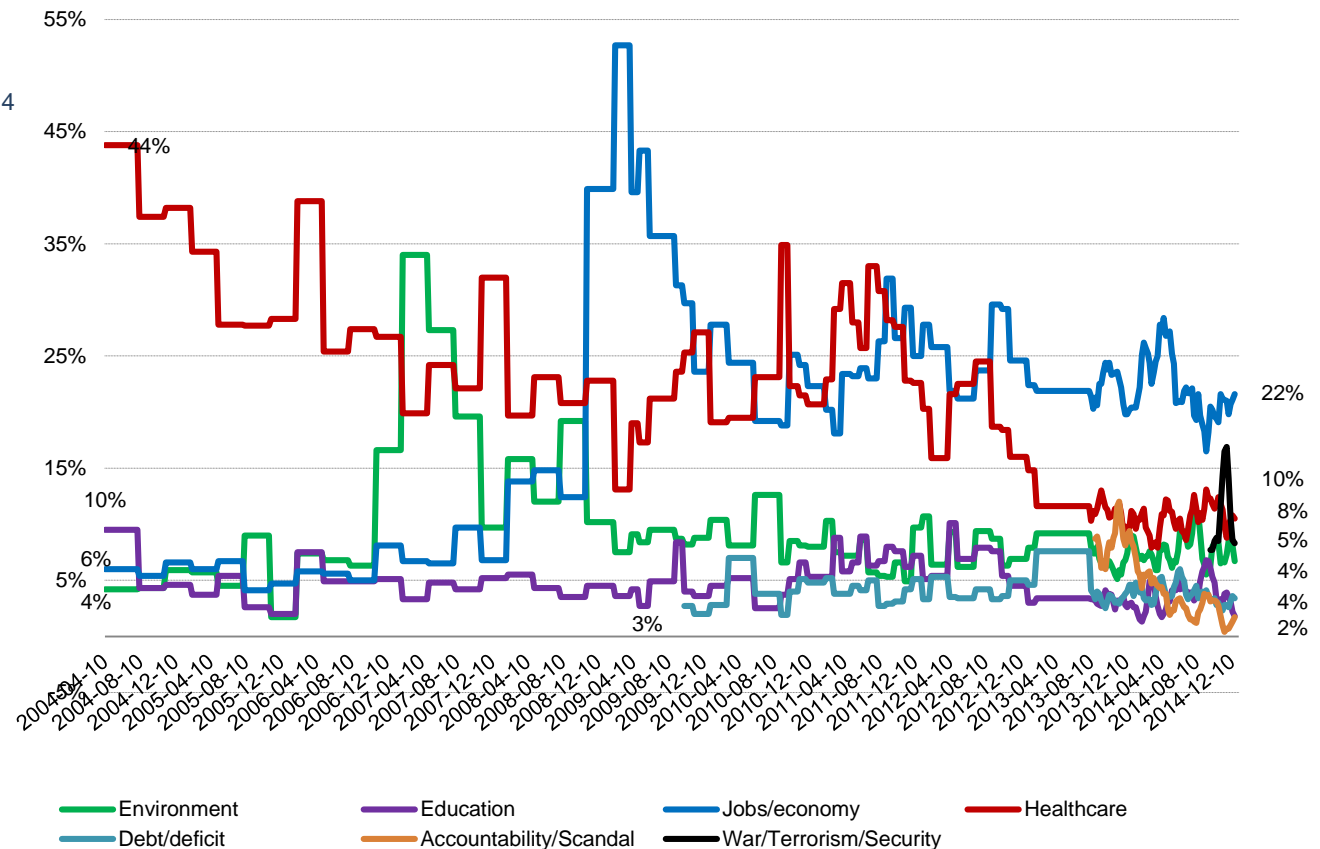
# National Issue



**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 January 2<sup>nd</sup>, 2015, 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

Contact: Nik Nanos

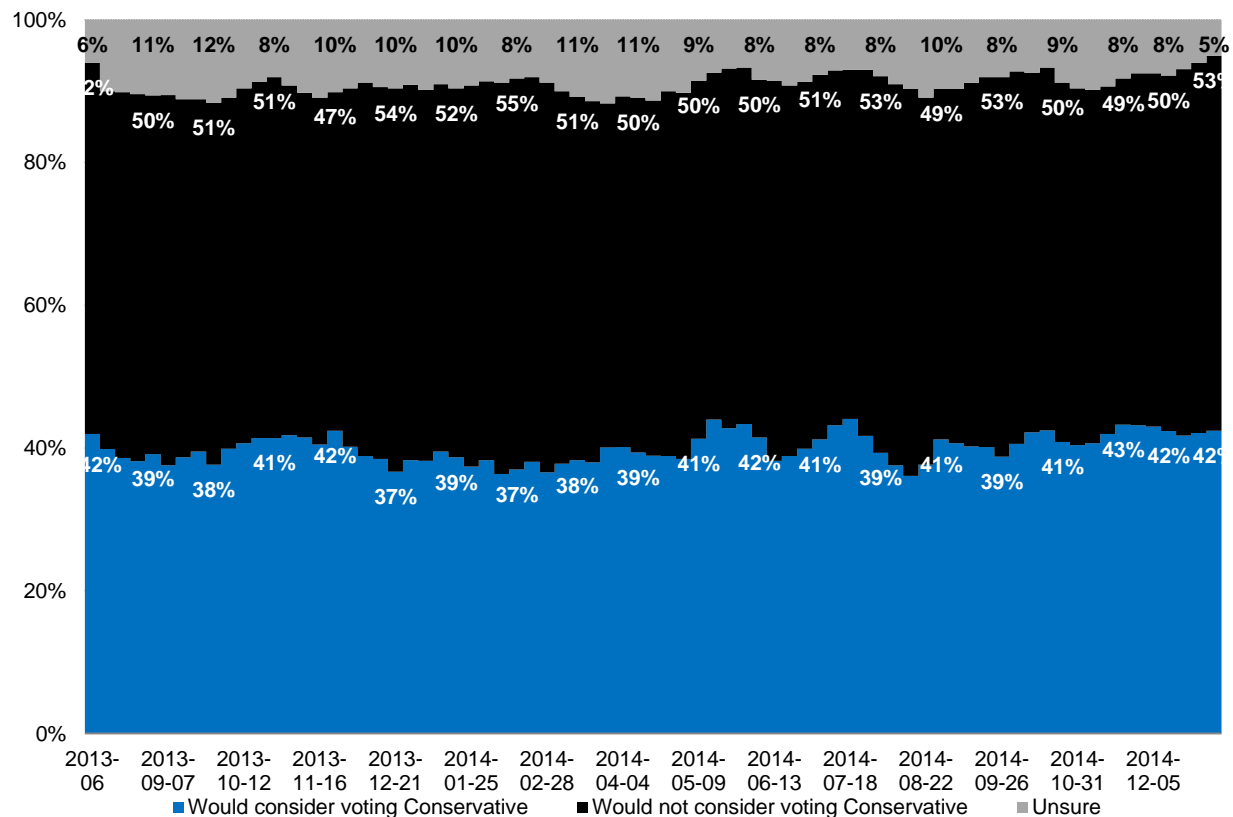
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

## National – Weekly Tracking

(Four week rolling average ending January 2<sup>nd</sup>, 2015, n=1,000)



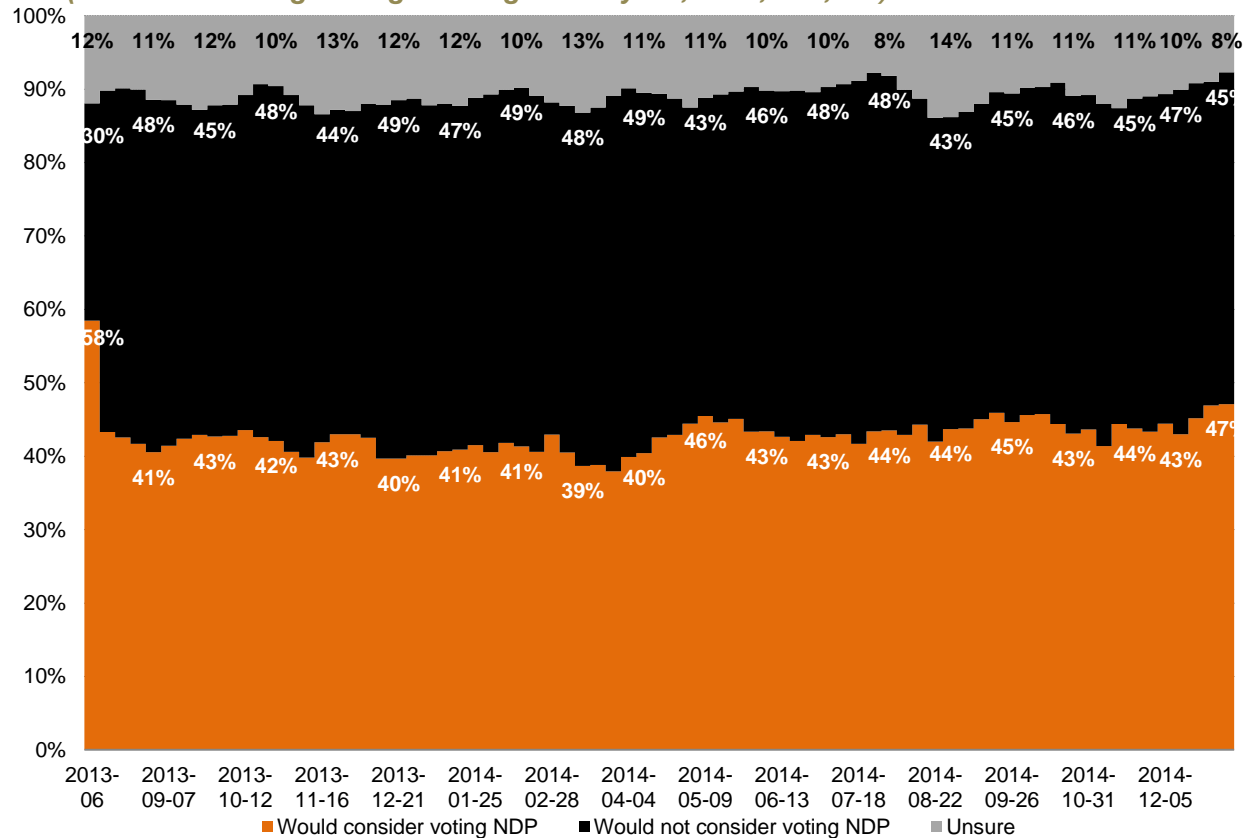
# Consider NDP



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

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 January 2<sup>nd</sup>, 2015, 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

Contact: Nik Nanos

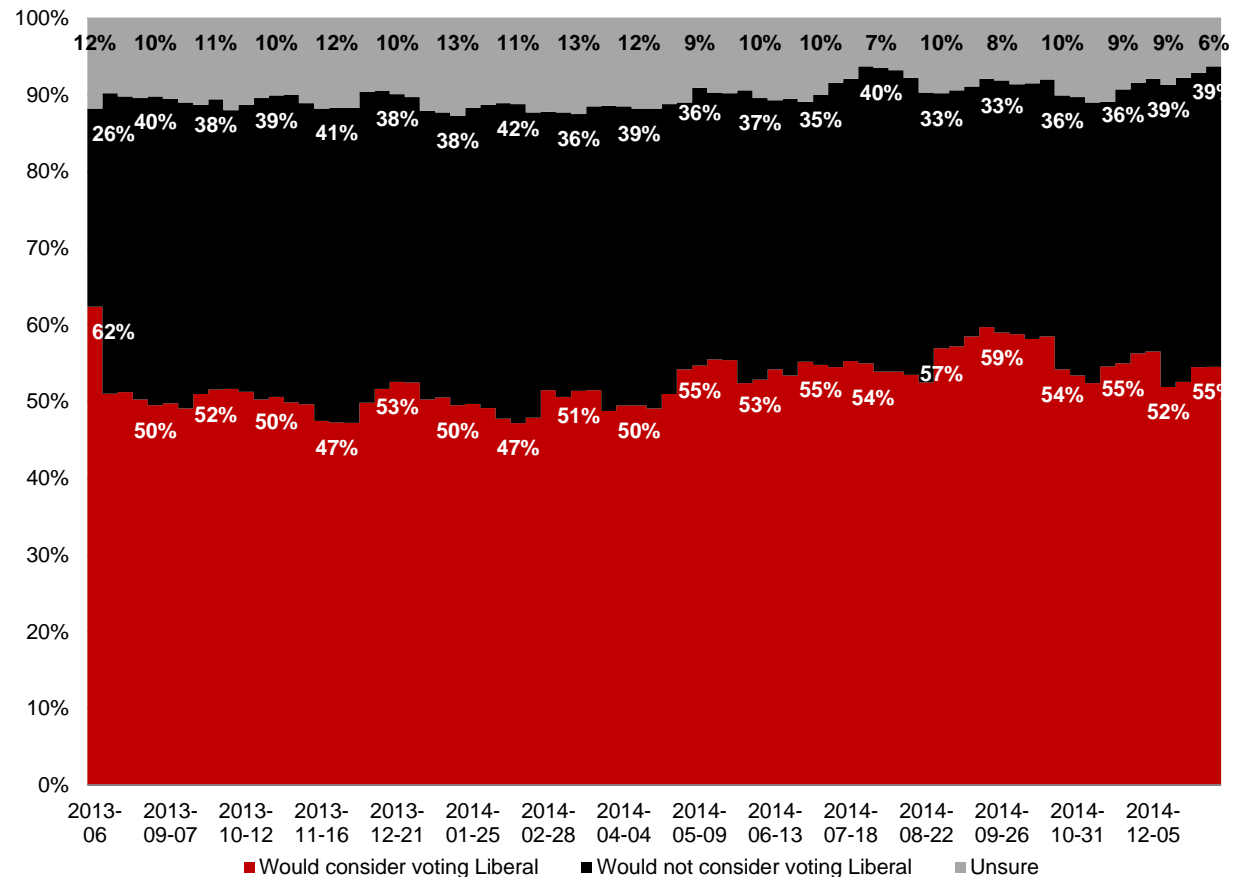
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

## National – Weekly Tracking

(Four week rolling average ending January 2<sup>nd</sup>, 2015, n=1,000)



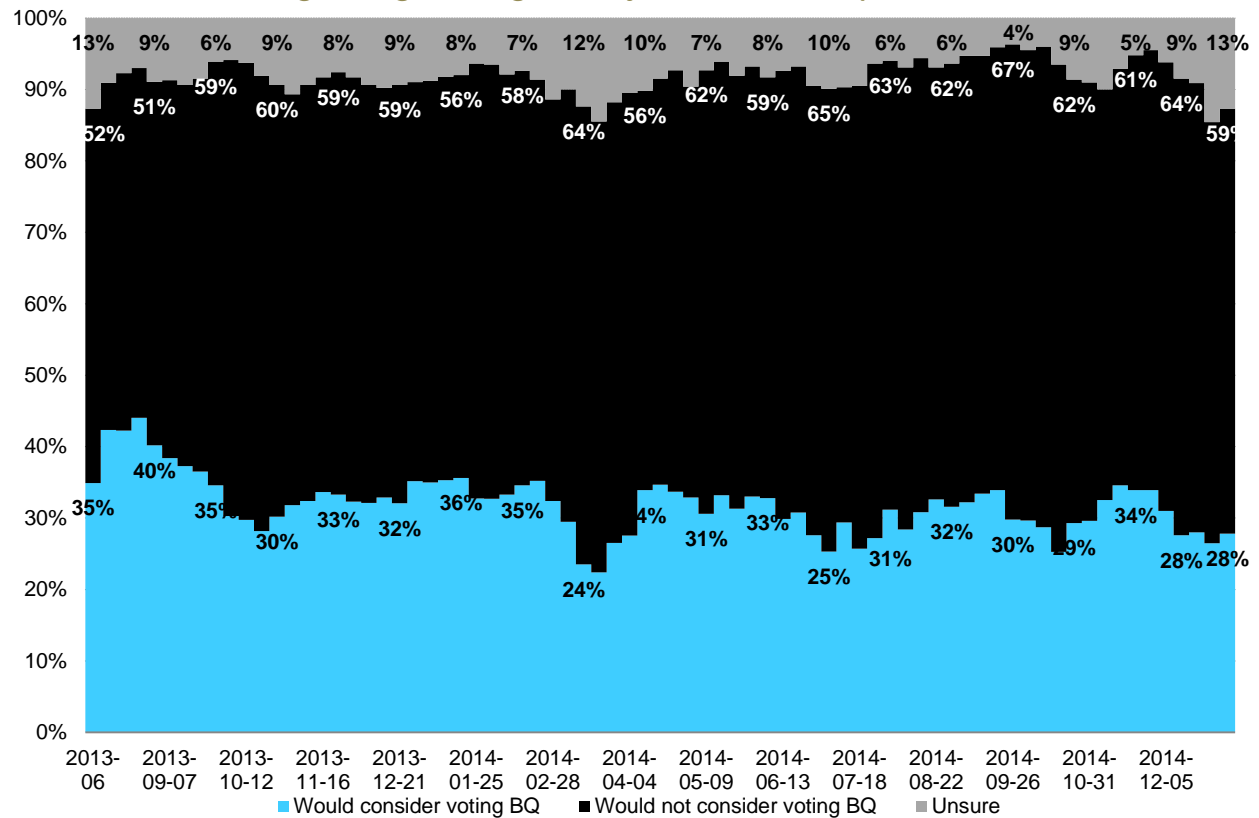
# Consider Bloc



**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

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

**Quebec only – Weekly Tracking**  
**Four week rolling average ending January 2<sup>nd</sup>, 2015, n=248)**





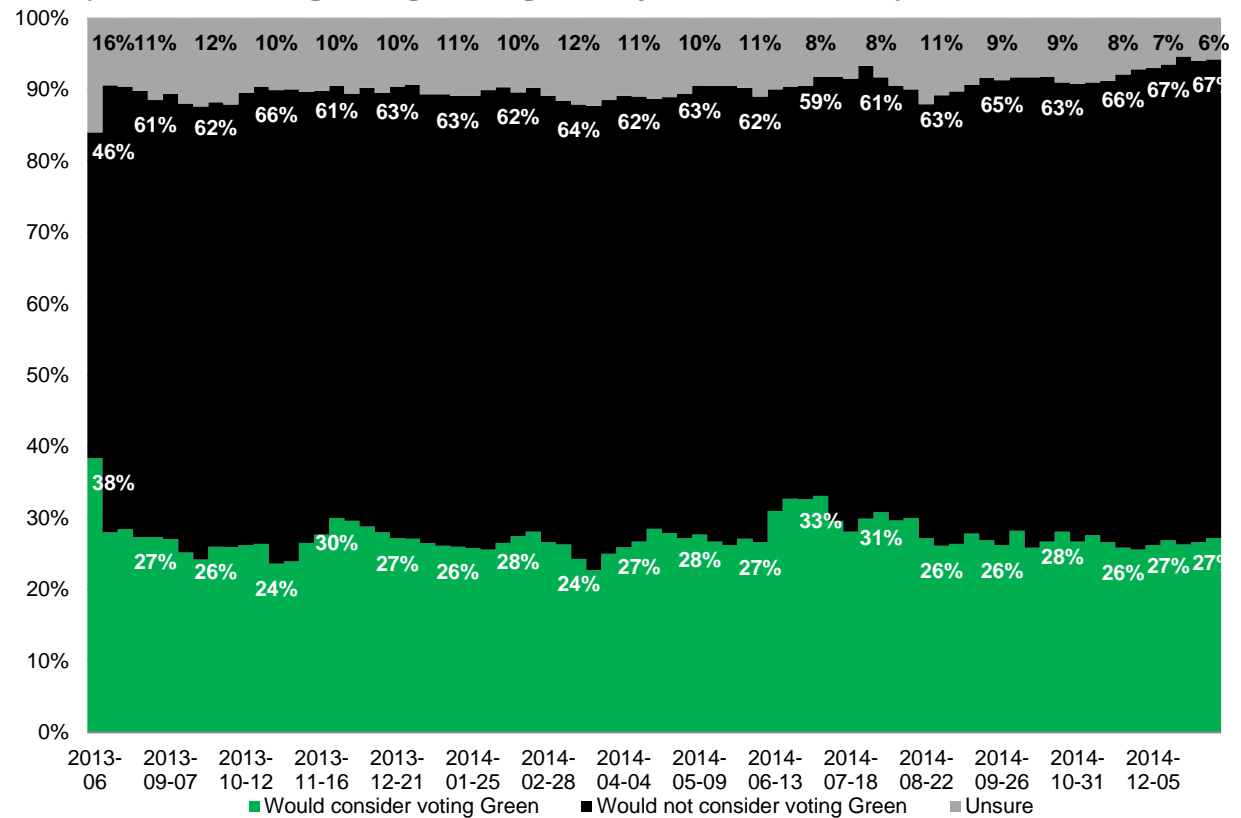
# Consider Green



**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

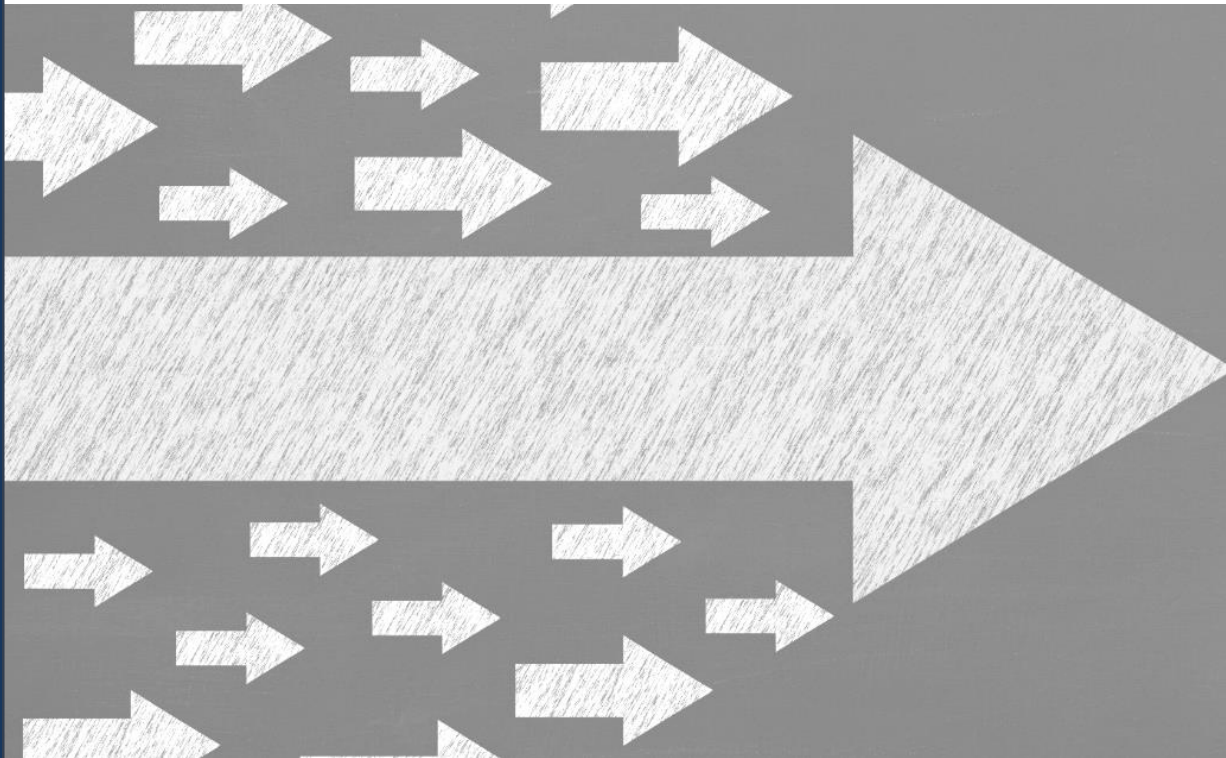
Contact: Nik Nanos  
Ottawa: (613) 234-4666 x 237  
Washington DC: (202) 697-9924  
nnanos@nanosresearch.com

**National – Weekly Tracking**  
(Four week rolling average ending January 2<sup>nd</sup>, 2015, n=1,000)



# *Tracking on the Federal Political Leaders*

*Nanos Weekly Tracking*



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for decision-makers*

# 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]

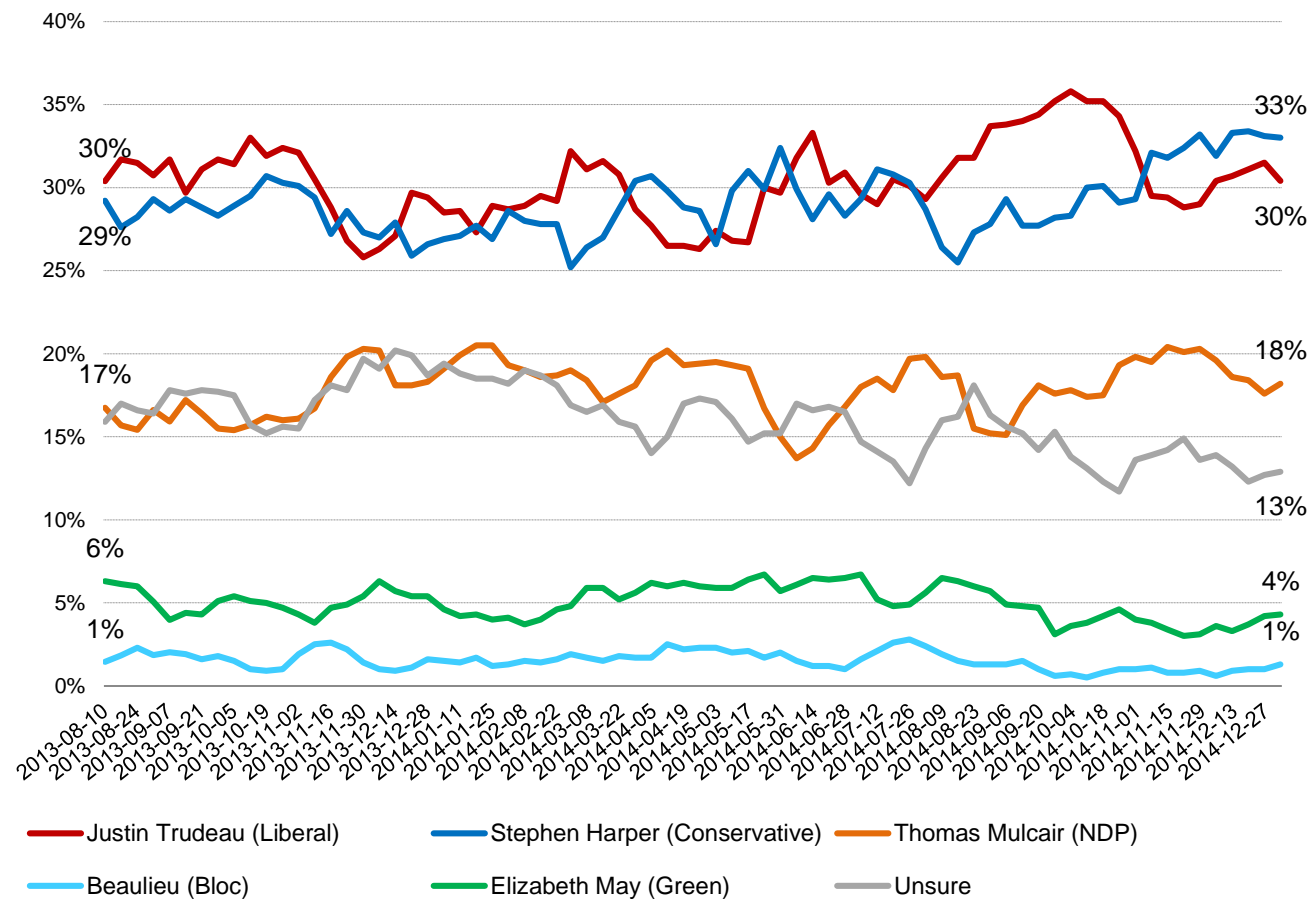
Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

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## *National – Weekly Tracking – First Ranked Choice (Four week rolling average ending January 2<sup>nd</sup>, 2015, n=1,000)*



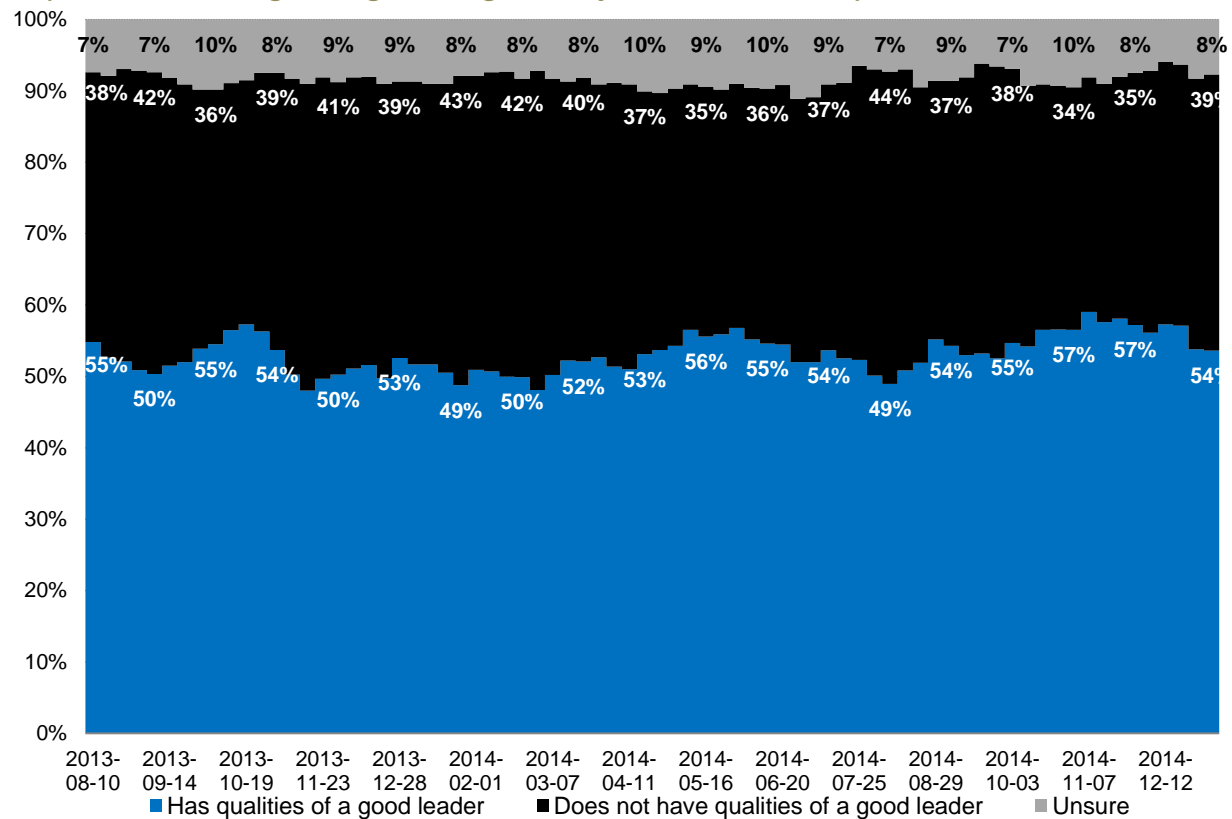
# Harper



**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

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 January 2<sup>nd</sup>, 2015, n=1,000)



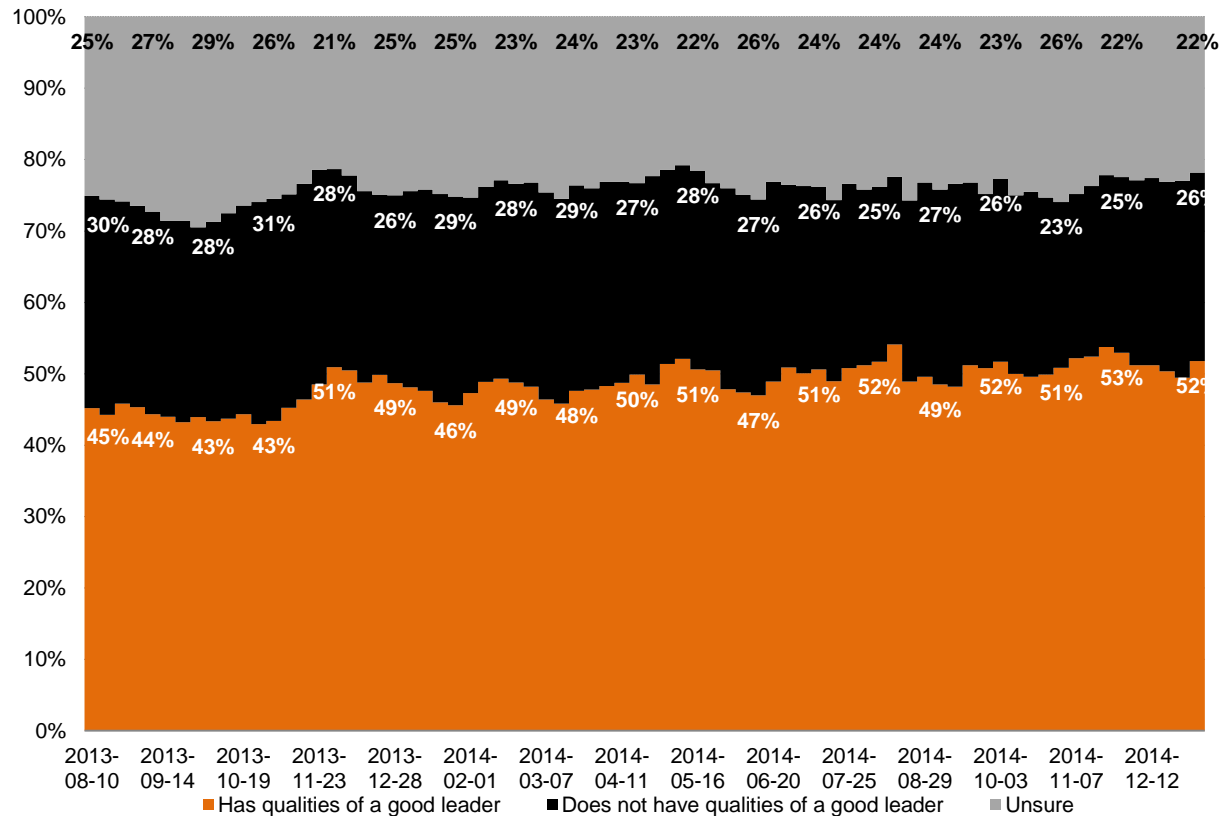
# Mulcair



**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

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 January 2<sup>nd</sup>, 2015, 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

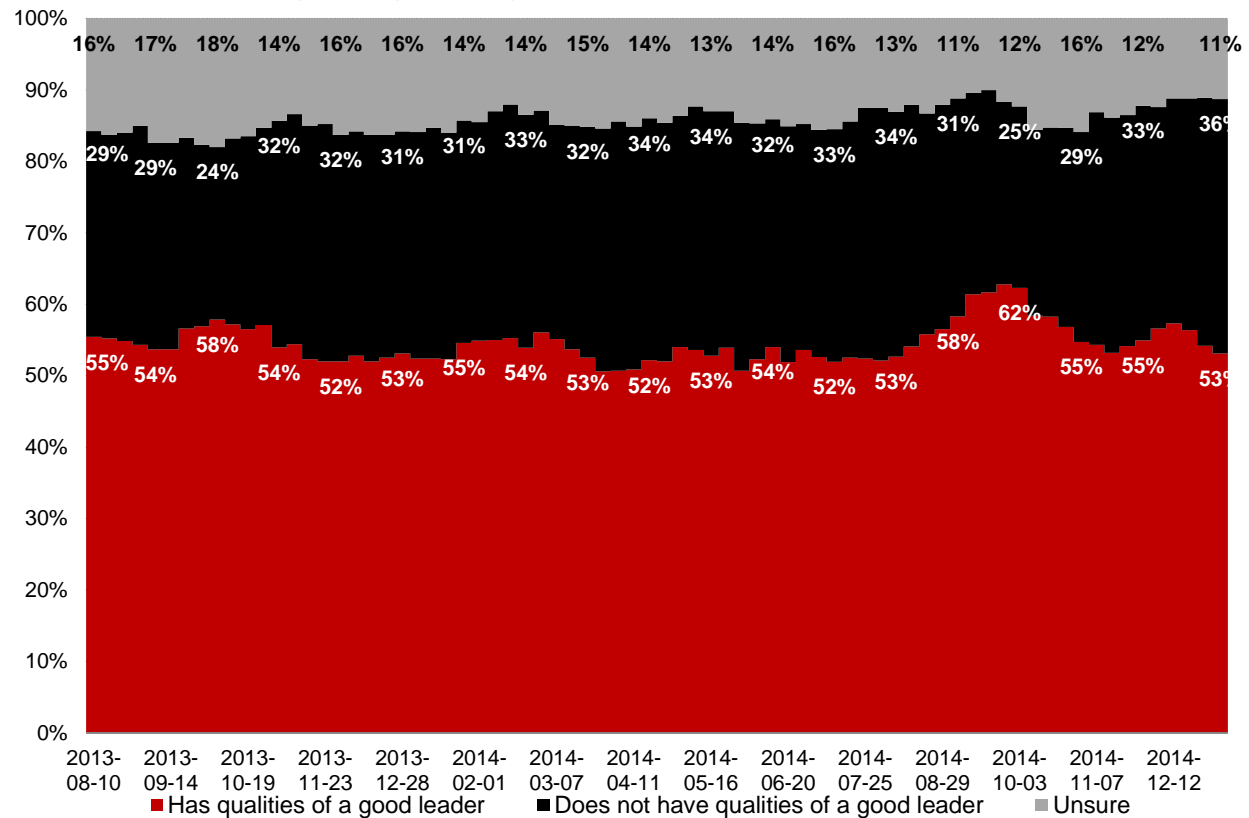
Ottawa: (613) 234-4666 x 237

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## National – Weekly Tracking

(Four week rolling average ending January 2<sup>nd</sup>, 2015, n=1,000)



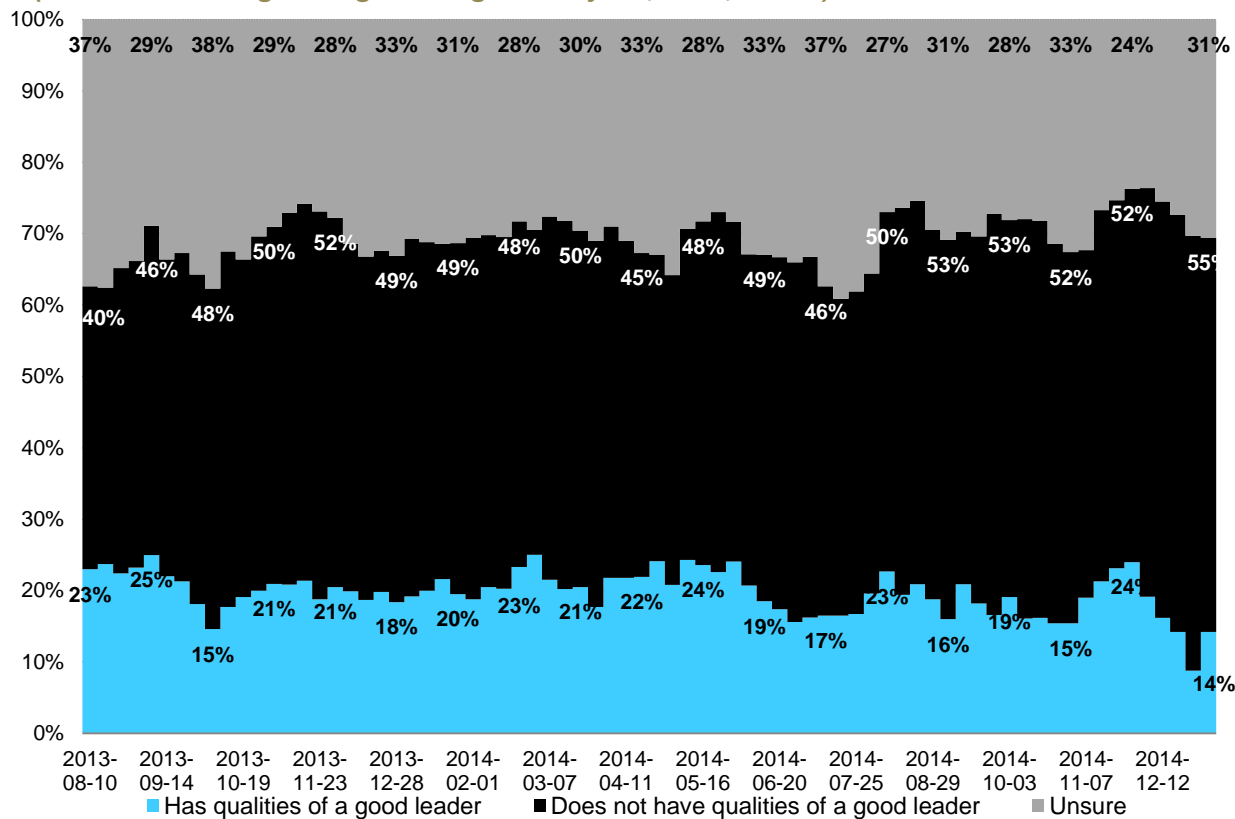
# Beaulieu



**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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Ottawa: (613) 234-4666 x 237  
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## Quebec only – Weekly Tracking (Four week rolling average ending January 2<sup>nd</sup>, 2015, n=248)



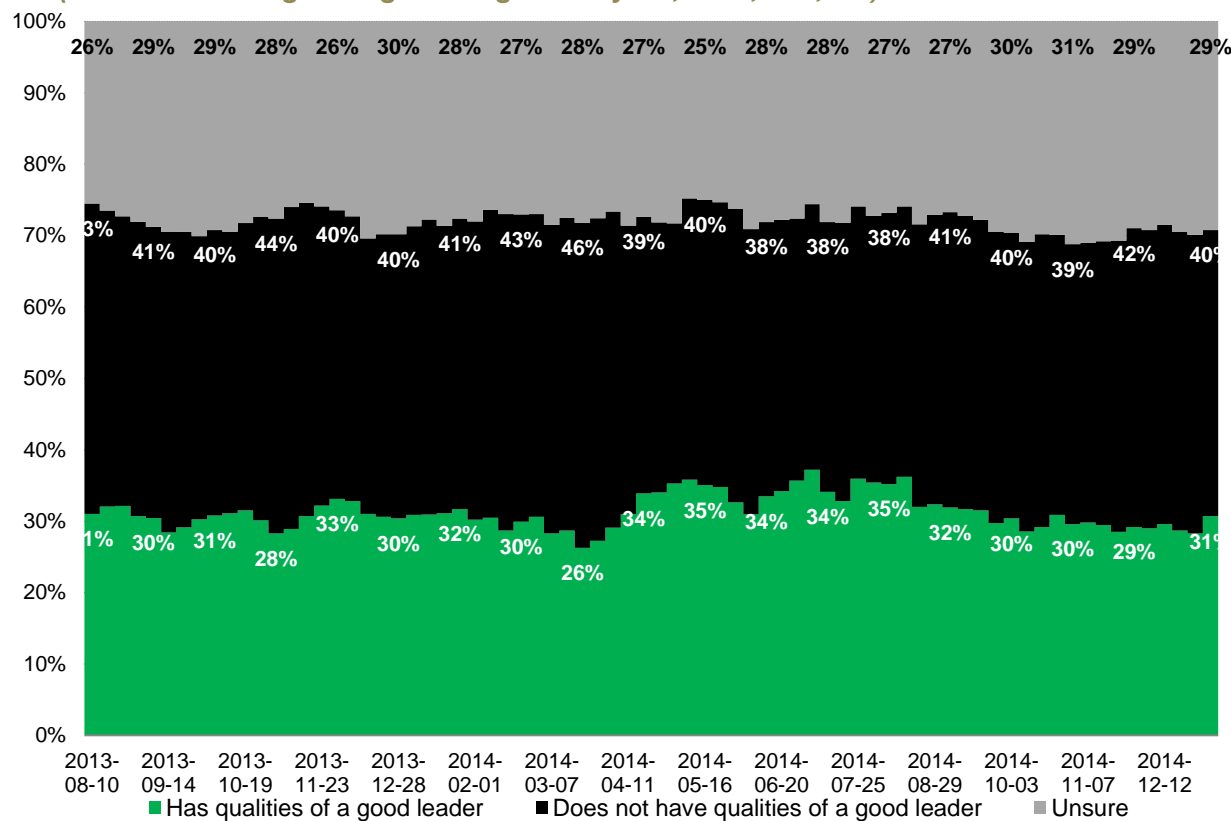
# May



**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 January 2<sup>nd</sup>, 2015, 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 January 2nd, 2015.

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](mailto:nnanos@nanosresearch.com)