Weekly Nanos Party Power Index Tracking

**Nanos Weekly Tracking, ending January 9, 2015
(released January 14, 2015)**

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Weekly Nanos Party Power Index

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Tories slide for fourth week in Nanos Index
Trudeau numerically surpasses Harper as preferred PM for
first time since October 2014
(Released 01/14/2015)

The past four weeks have shown a slow erosion for the Conservatives in the Nanos Party Power Index as they continue to trail the Liberals. The federal Liberals registered 57 points out of a possible 100 points on the index followed by the Conservatives at 50 points, the NDP at 50 points, the Green Party at 31 points and the BQ at 27 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.

Trudeau has numerically surpassed Harper on the preferred Prime Minister front for the first time since the end of October 2014 but the two leaders remain in a dead heat. Thirty one per cent of Canadians prefer Trudeau as PM, 30 per cent prefer Harper, 18 per cent prefer Mulcair, five per cent prefer May and 15 per cent were unsure.

Asked whether they would consider or not consider voting for each of the federal parties through a series of independent question, 57 per cent of Canadians would consider voting Liberal, 47 per cent would consider voting NDP, 42 per cent would consider voting Conservative and 27 per cent would consider voting Green.

Party Power Index

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

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 (Jan 2014)	12 Month High	12 Month Low	12 Month Average
Canada Party Power Index								
Liberal	56.8	55.9	56.9	59.2	56.4	60.7	54.5	56.7
Conservative	50.2	51.2	53.1	51.7	50.2	53.5	48.4	50.8
NDP	49.5	49.1	49.3	49.0	49.6	52.2	47.4	49.3
Green	31.2	31.1	31.0	31.6	32.4	35.2	30.2	32.3
Bloc	26.5	24.9	27.1	25.1	27.3	29.0	22.9	26.7
Party Consider								
Liberal	57.4%	54.6%	51.9%	58.1%	50.6%	59.7%	47.2%	53.5%
NDP	46.8%	47.1%	43.0%	45.8%	40.7%	47.1%	37.9%	43.0%
Conservative	41.7%	42.4%	42.4%	42.2%	39.5%	44.1%	36.1%	40.2%
Bloc	29.3%	27.8%	27.6%	28.7%	35.3%	35.6%	22.4%	30.6%
Green	27.3%	27.2%	26.9%	25.8%	26.1%	33.1%	22.7%	27.3%
Preferred Prime Minister								
Trudeau	31.0%	30.4%	30.7%	35.2%	28.6%	35.8%	26.3%	30.5%
Harper	30.2%	33.0%	33.3%	30.0%	27.1%	33.4%	25.2%	29.3%
Mulcair	18.1%	18.2%	18.6%	17.4%	19.9%	20.5%	13.7%	18.2%
May	4.7%	4.3%	3.3%	3.8%	4.2%	6.7%	3.0%	4.9%
Beaulieu	1.3%	1.3%	0.9%	0.5%	1.4%	2.8%	0.5%	1.4%
Unsure	14.6%	12.9%	13.2%	13.1%	18.8%	19.0%	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 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.
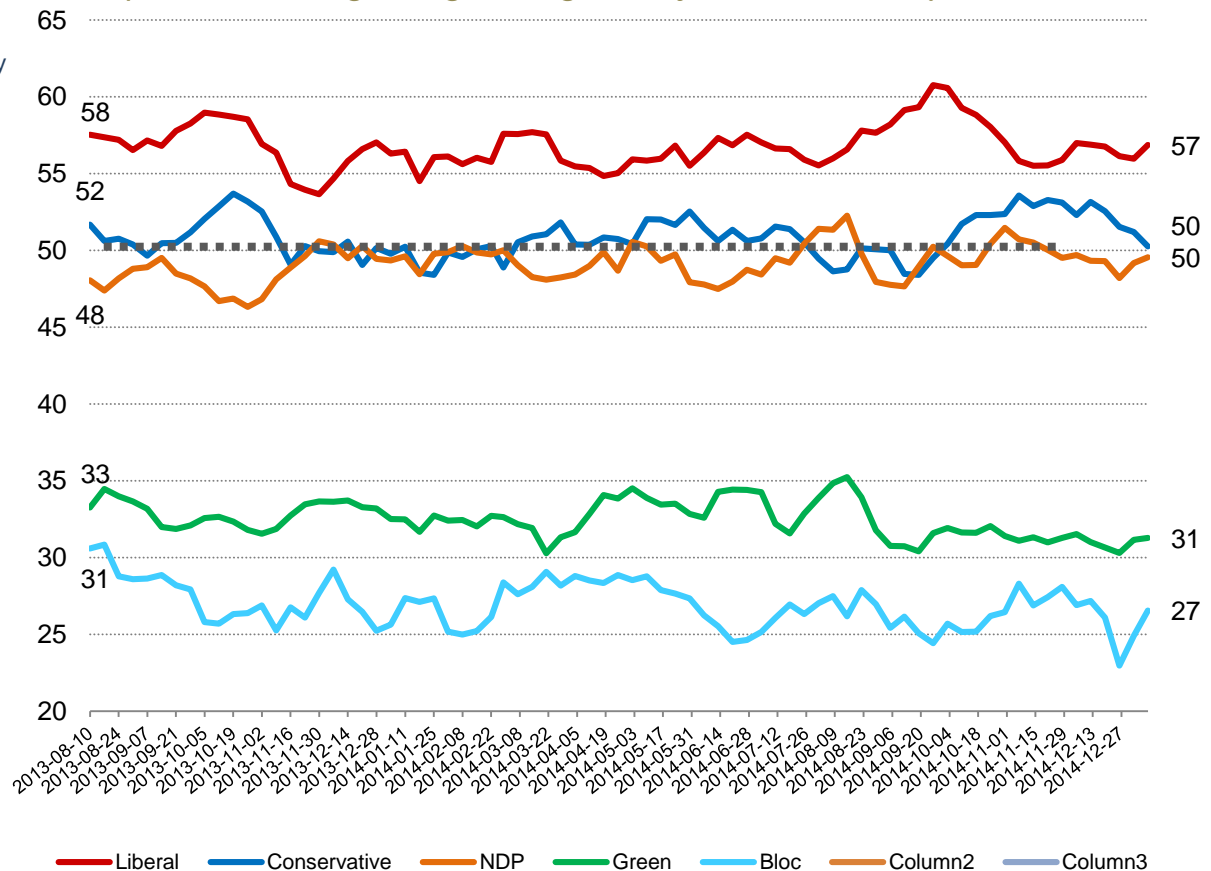
Party Power Index

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nnanos@nanosresearch.com

Canada Weekly Index Tracking Scores
(Four week rolling average ending January 9th, 2015, n=1,000)

Legend: Liberal — Conservative — NDP — Green — Bloc — Column2 — Column3

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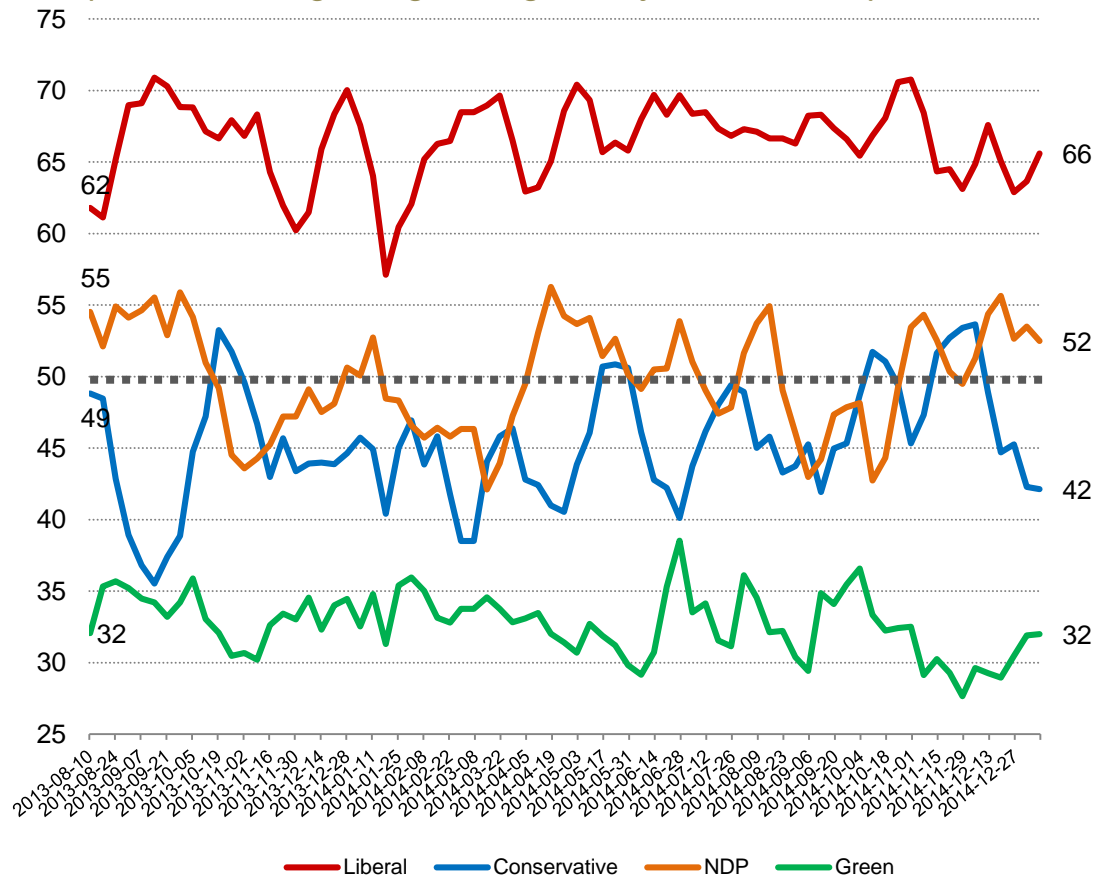
Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

Atlantic Weekly Index Tracking Scores
(Four week rolling average ending January 9th, 2015, n=100)

Legend: Liberal — Conservative — NDP — Green

Party Power Index

The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for regional subsamples.
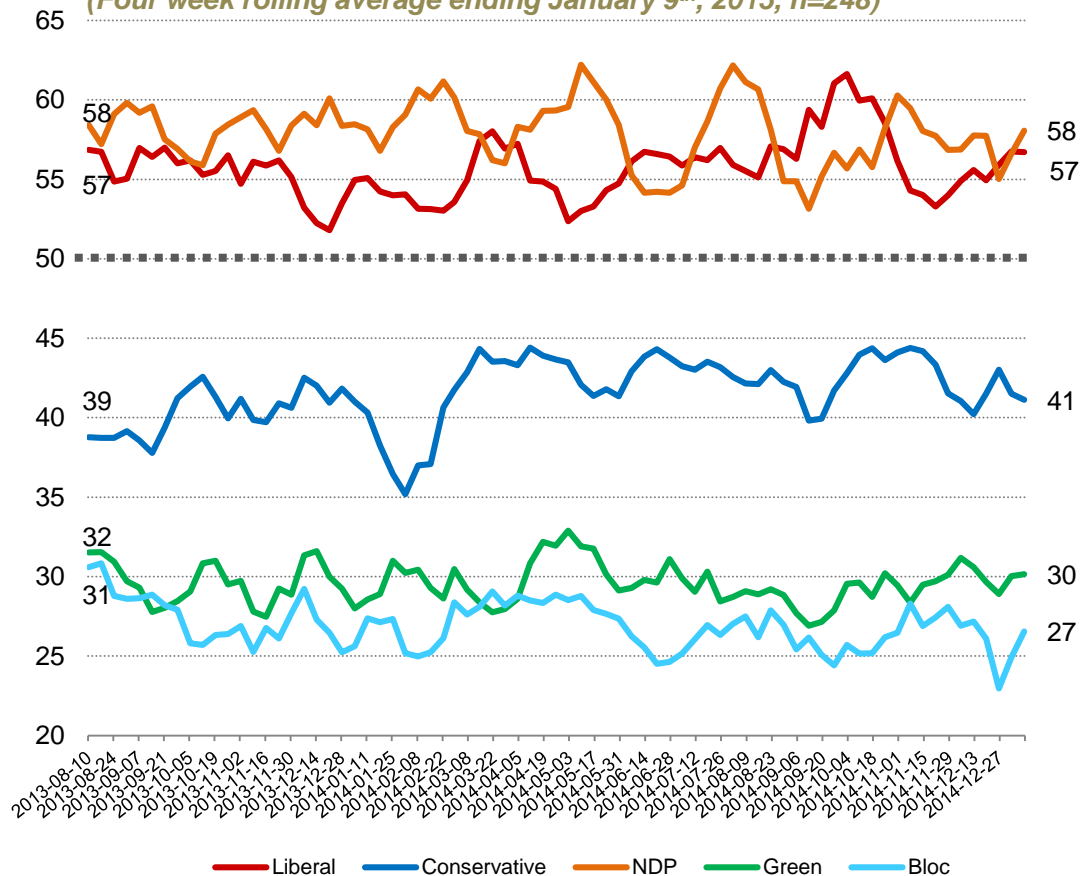
Contact: Nik Nanos
      Ottawa: (613) 234-4666 x 237
      Washington DC: (202) 697-9924
      nnanos@nanosresearch.com

Quebec Weekly Index Tracking Scores
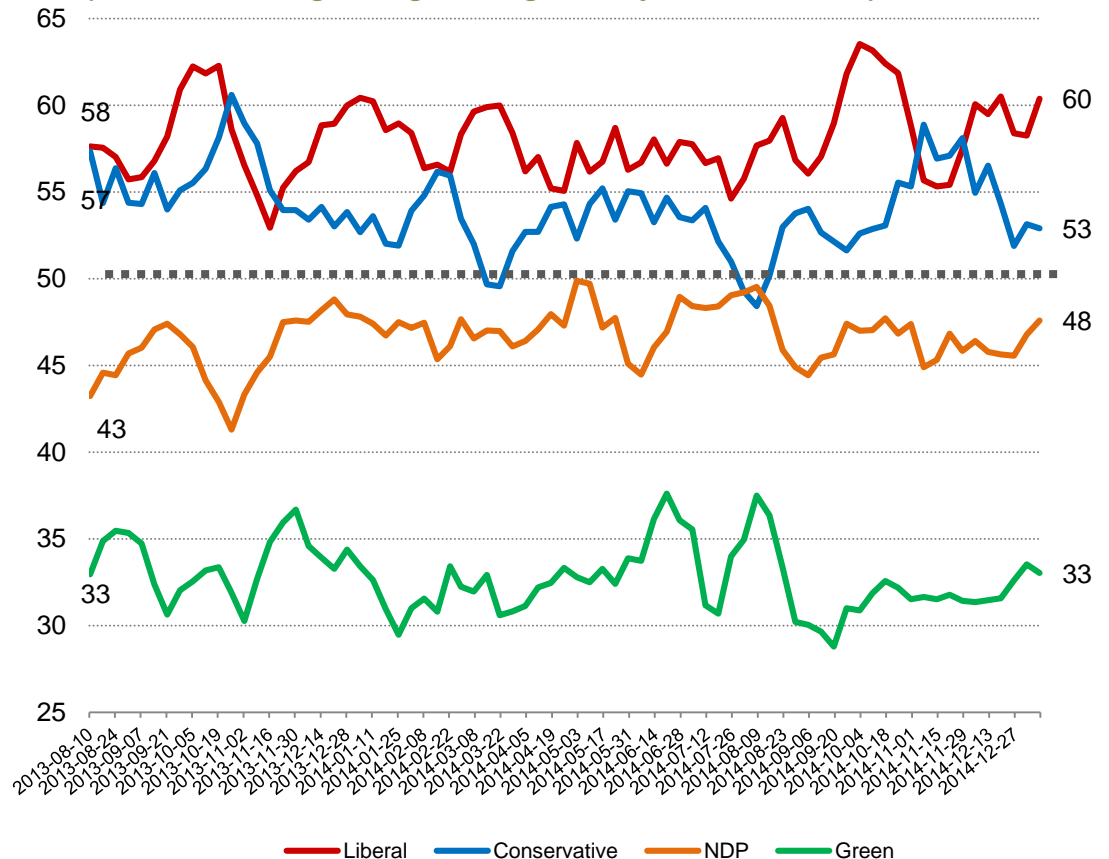*(Four week rolling average ending January 9th, 2015, n=248)*

Legend: Liberal, Conservative, NDP, Green, Bloc

Party Power Index

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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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nnanos@nanosresearch.com

Ontario Weekly Index Tracking Scores
(Four week rolling average ending January 9th, 2015, n=300)
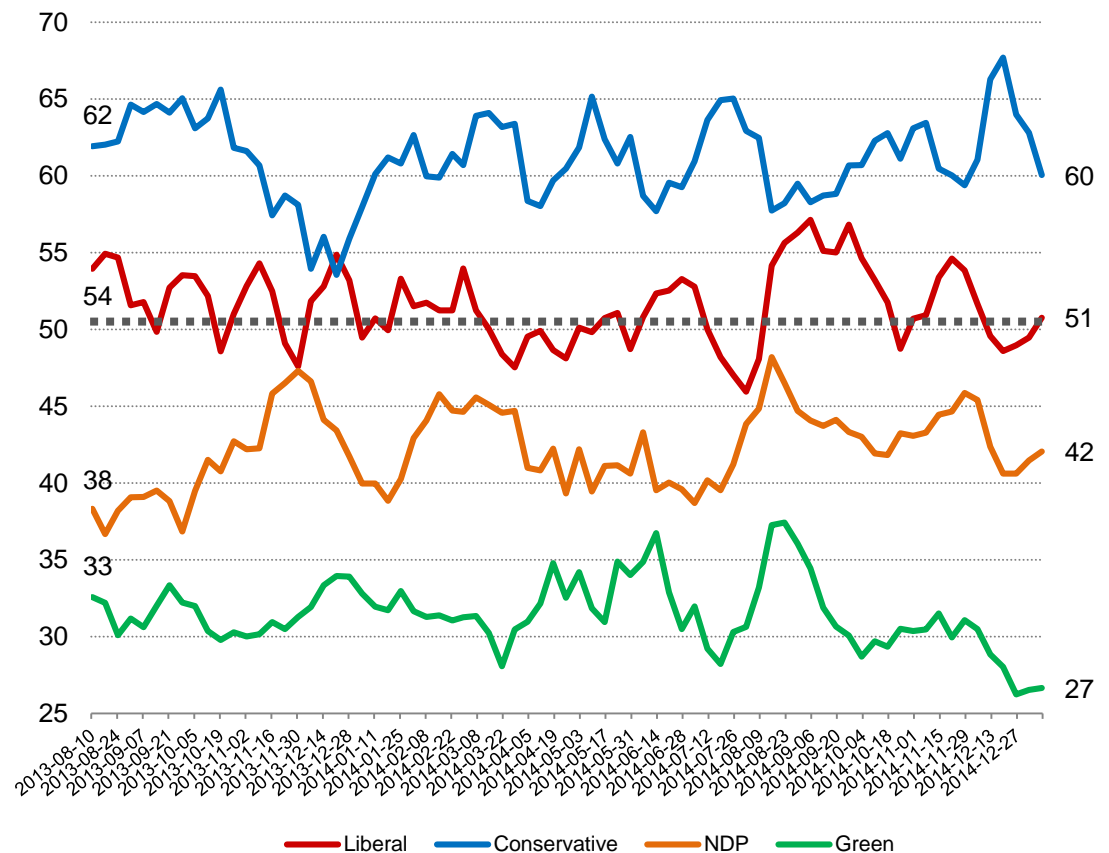
Party Power Index

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 9th, 2015, n=200)

Legend: Liberal — Conservative — NDP — Green

Party Power Index

The Nanos Party Power Index Tracking for BC is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for regional subsamples.
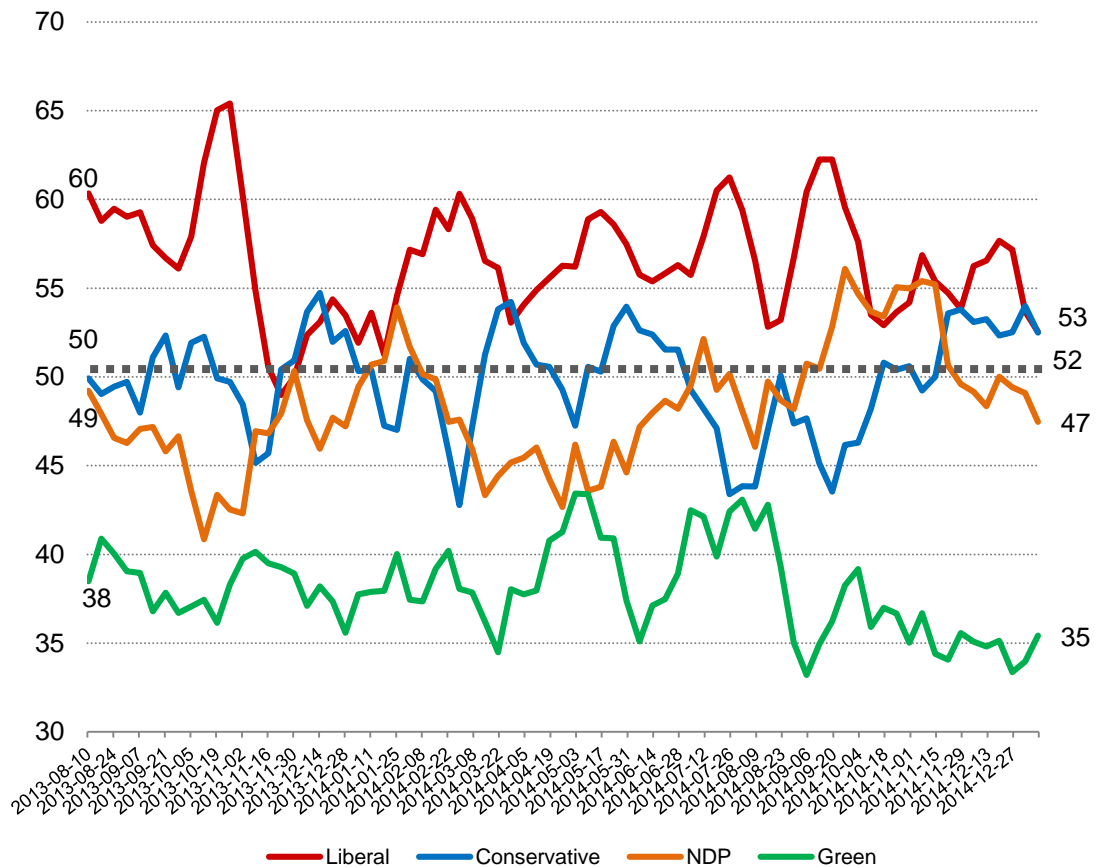
Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

British Columbia Weekly Index Tracking Scores
(Four week rolling average ending January 9th, 2015, n=152)

Legend: Liberal — Conservative — NDP — Green

Party Power Index Tracking by Age

Nanos Weekly Tracking

Party Power Index

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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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    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 January 9th, 2015, n=205)

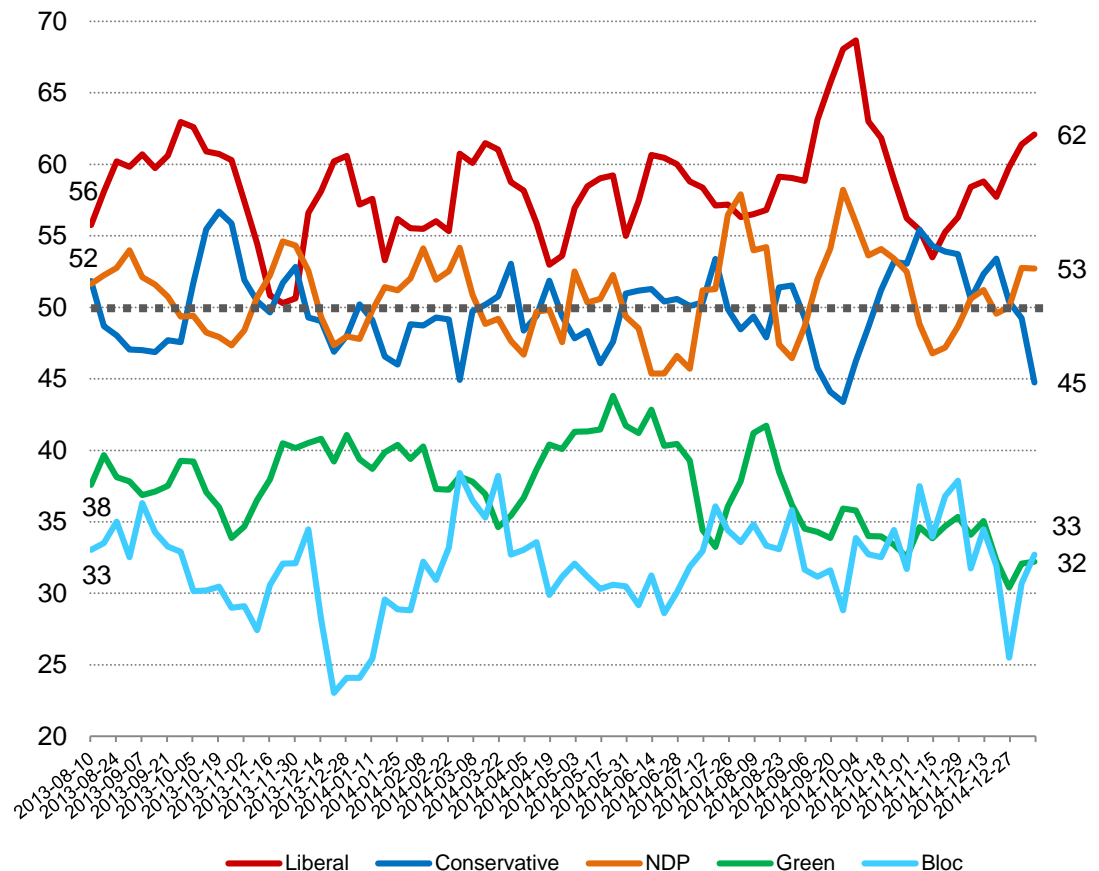Legend: Liberal — Conservative — NDP — Green — Bloc

Party Power Index

The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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 9th, 2015, n=169)
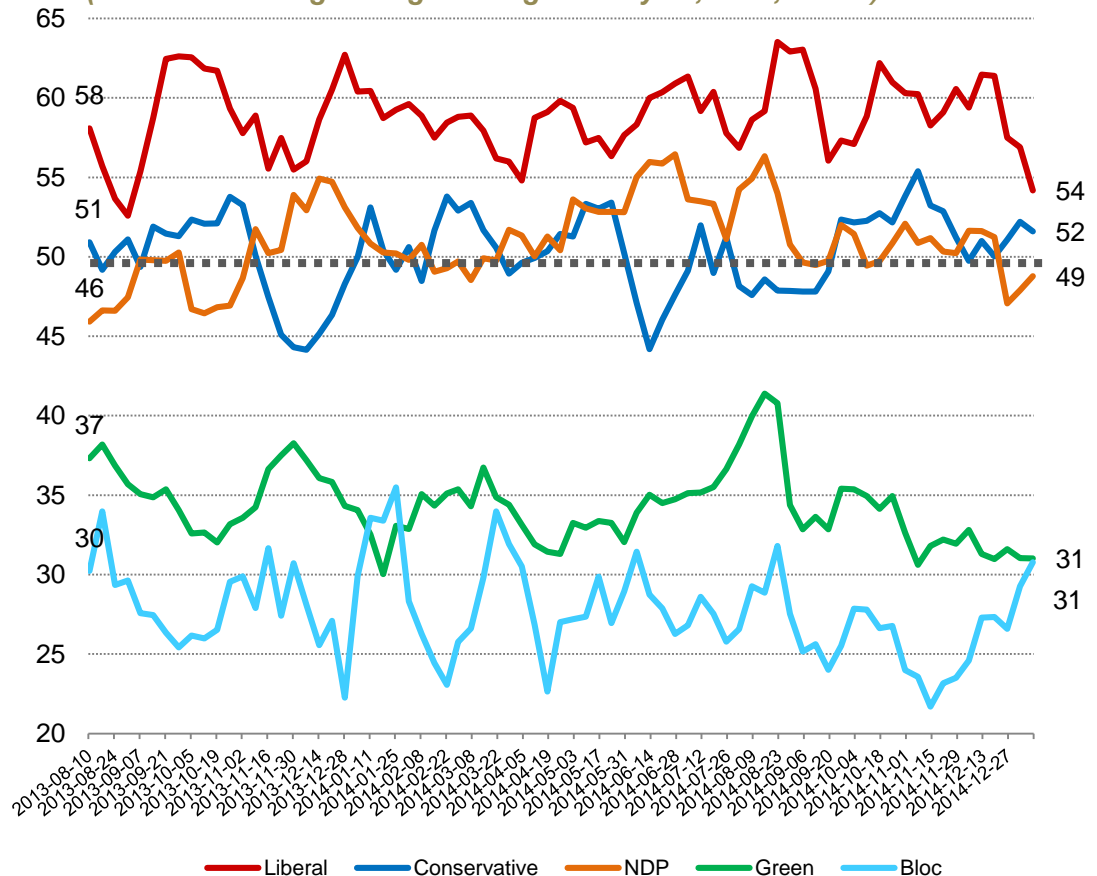

Liberal　Conservative　NDP　Green　Bloc

Party Power Index

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

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

40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending January 9th, 2015, n=208)

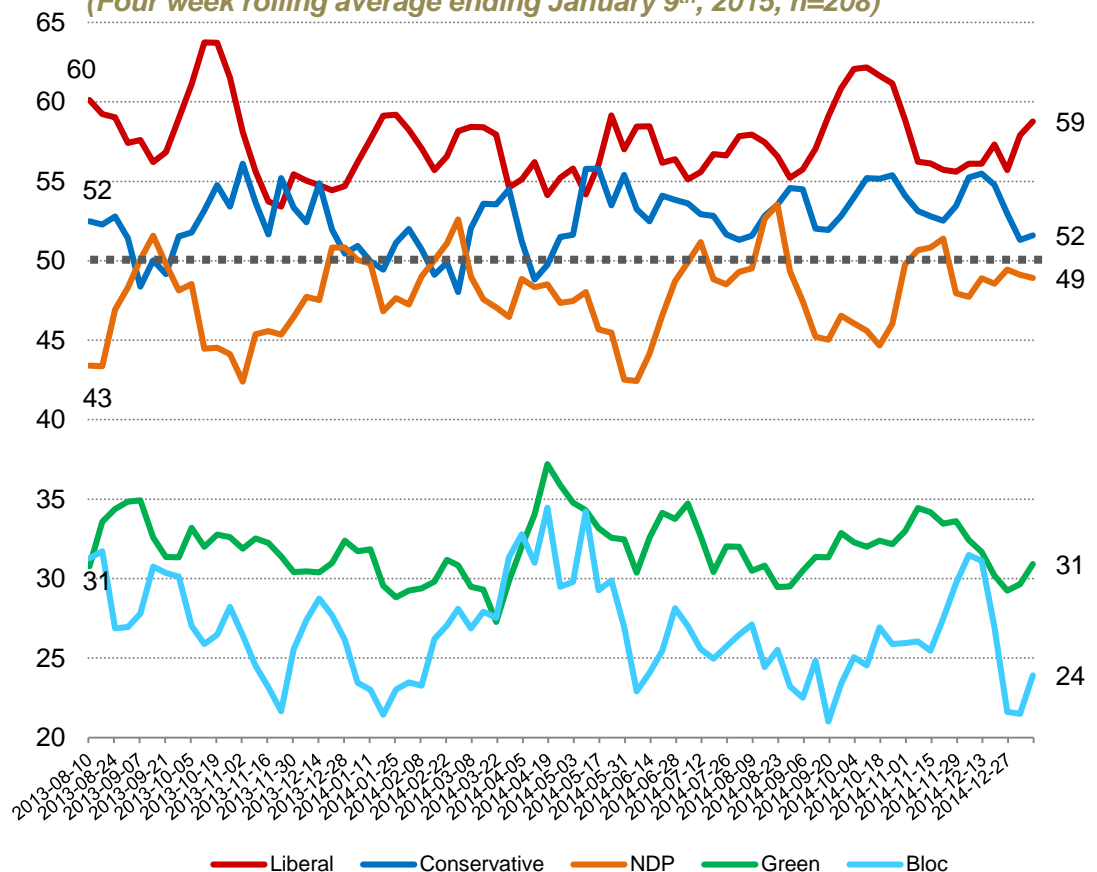Legend: Liberal — Conservative — NDP — Green — Bloc

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

50 to 59 Weekly Index Tracking Scores
(Four week rolling average ending January 9th, 2015, n=178)
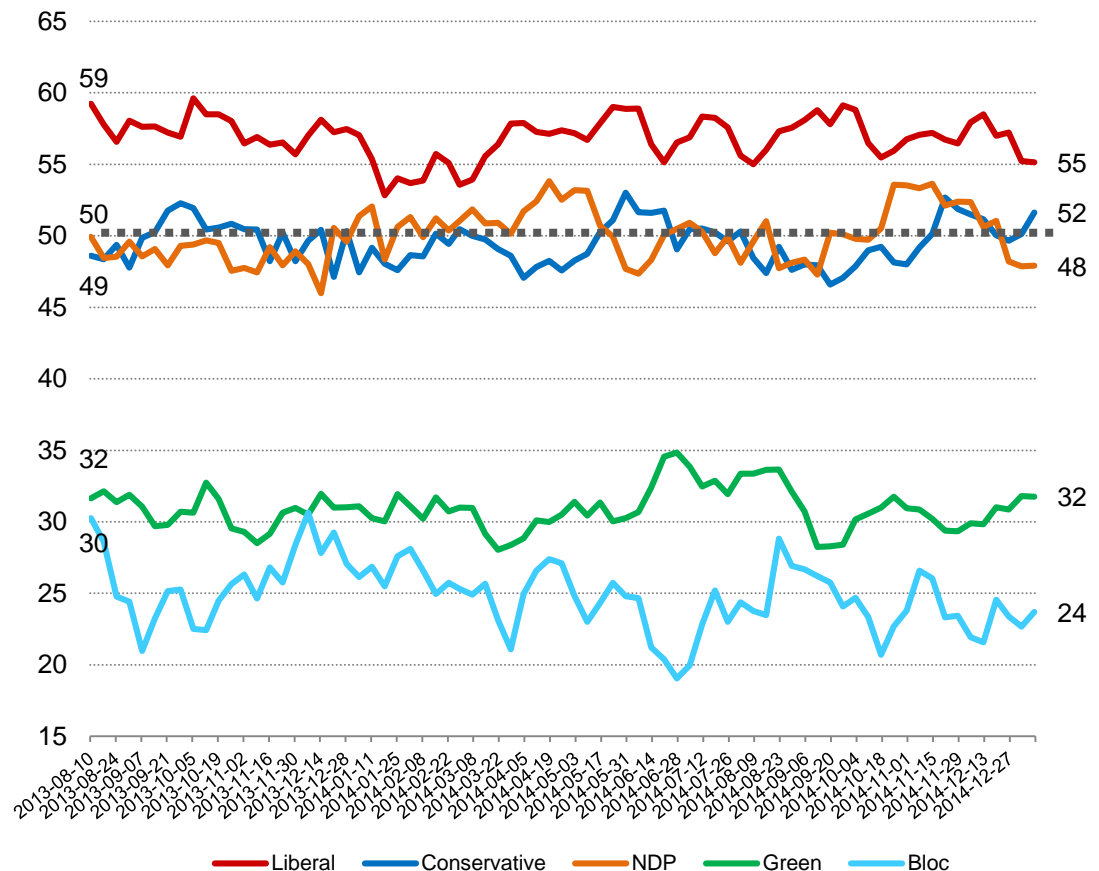

Legend: Liberal — Conservative — NDP — Green — Bloc

Party Power Index

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

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

60 plus Weekly Index Tracking Scores
(Four week rolling average ending January 9th, 2015, n=239)

Legend: Liberal — Conservative — NDP — Green — Bloc

Party Power Index Tracking by Gender

Nanos Weekly Tracking

Party Power Index

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

Contact: Nik Nanos

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

Male Weekly Index Tracking Scores
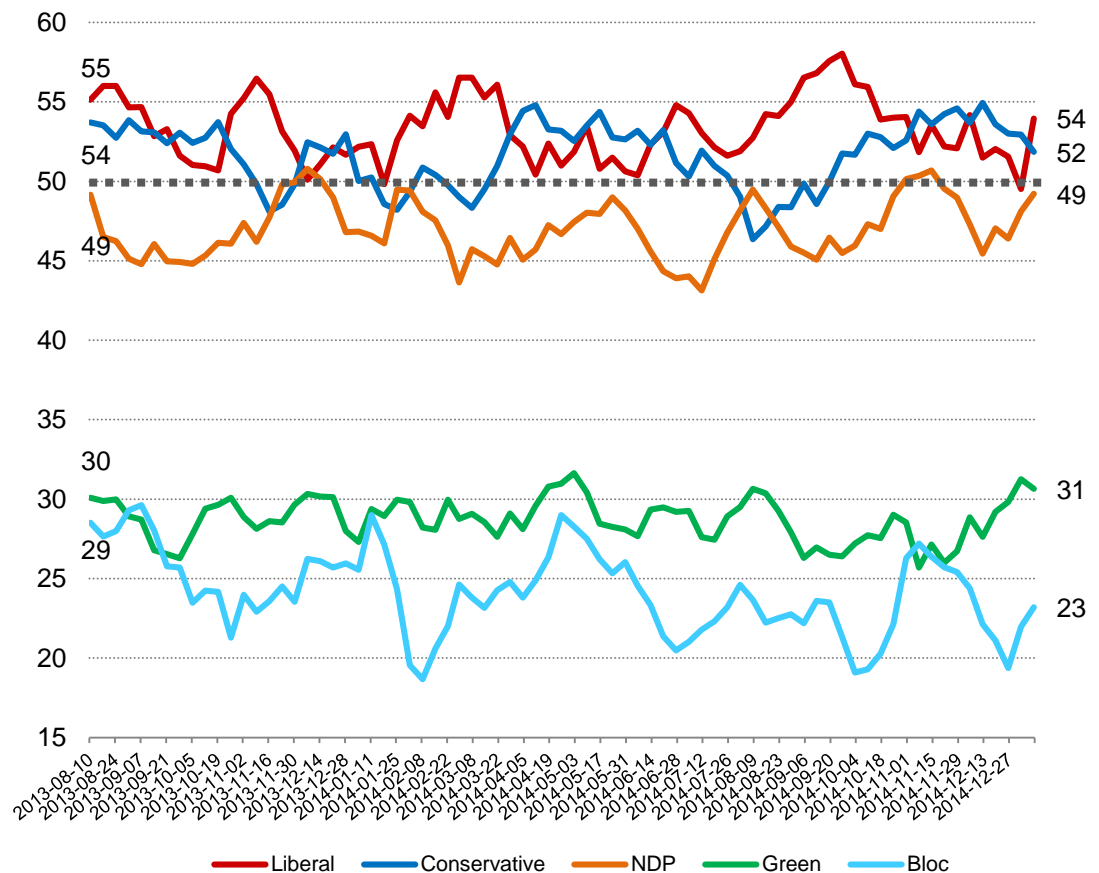*(Four week rolling average ending January 9th, 2015, n=500)*

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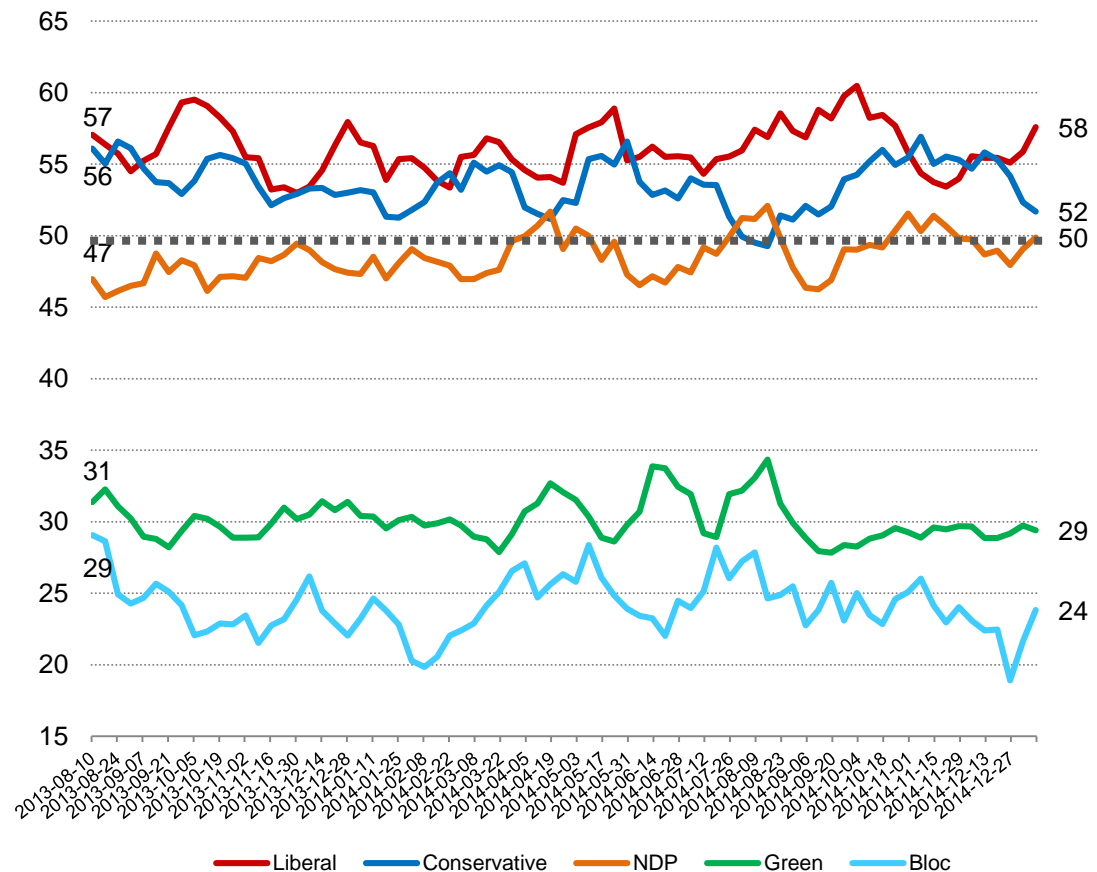
Party Power Index

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

Female Weekly Index Tracking Scores
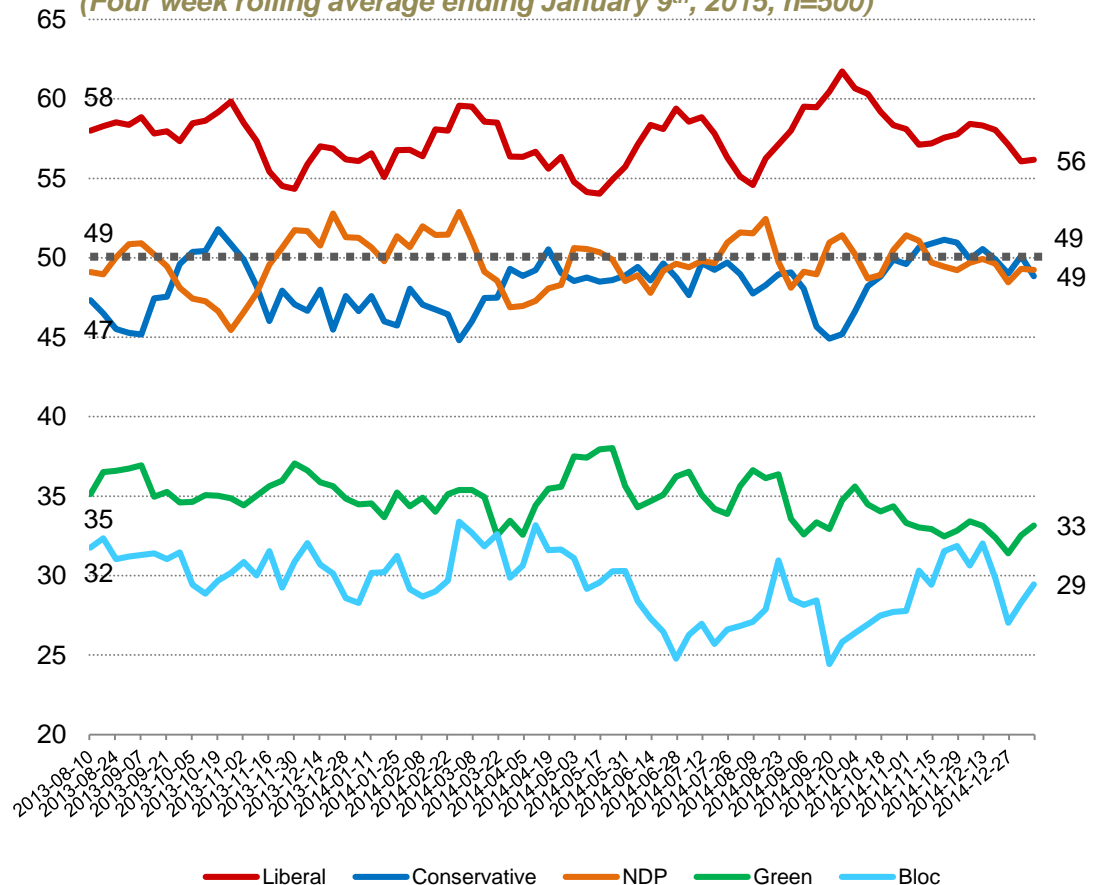*(Four week rolling average ending January 9th, 2015, n=500)*

Legend: Liberal — Conservative — NDP — Green — Bloc

National Political Tracking Numbers

Nanos Weekly Tracking

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National Ballot

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

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 9th, 2015, n=839)

Legend: Liberal, CP, NDP, Bloc, Green
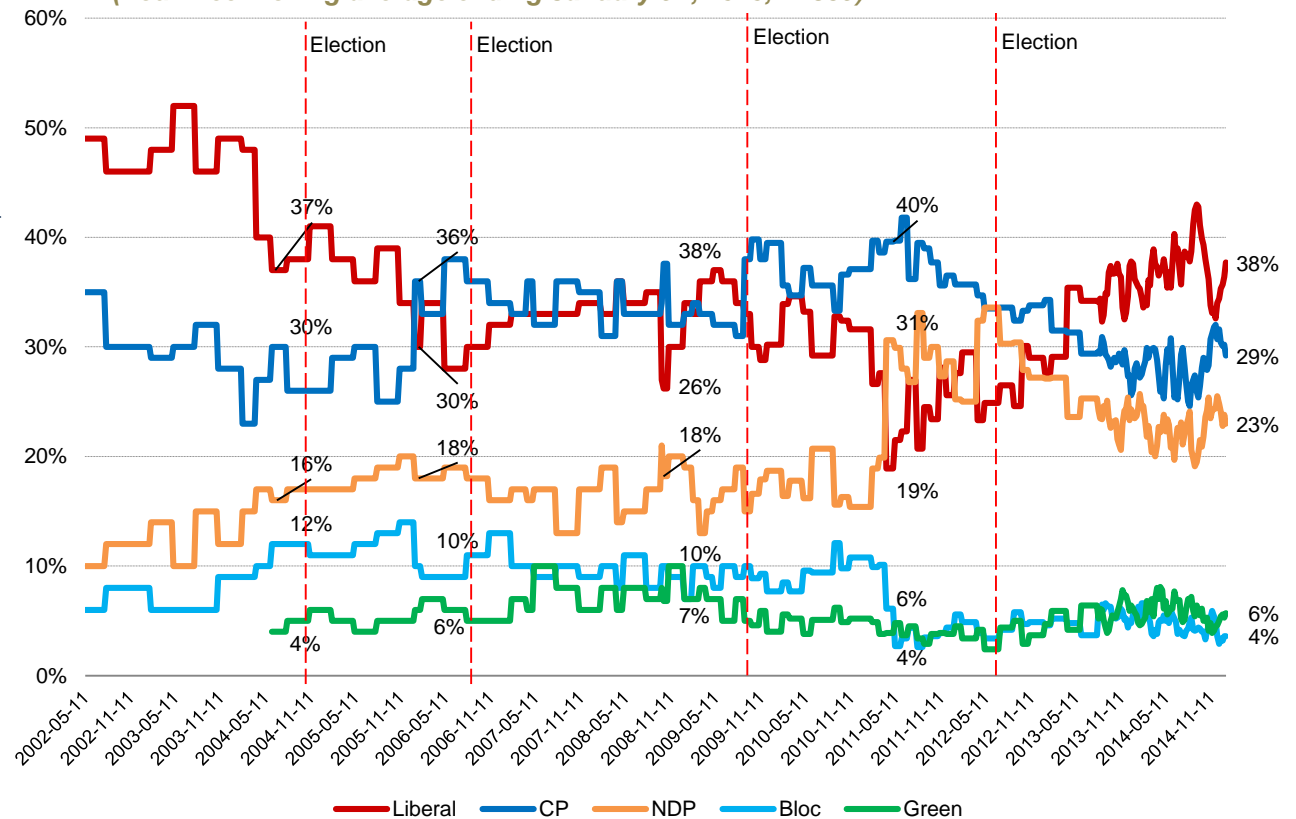
National Issue

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

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

Weekly Tracking
(Four week rolling average ending January 9th, 2015, n=1,000)

Legend:
— Environment
— Education
— Jobs/economy
— Healthcare
— Debt/deficit
— Accountability/Scandal
— War/Terrorism/Security

Federal Party Accessible Voters

Nanos Weekly Tracking

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Consider Conservative

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

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

National – Weekly Tracking
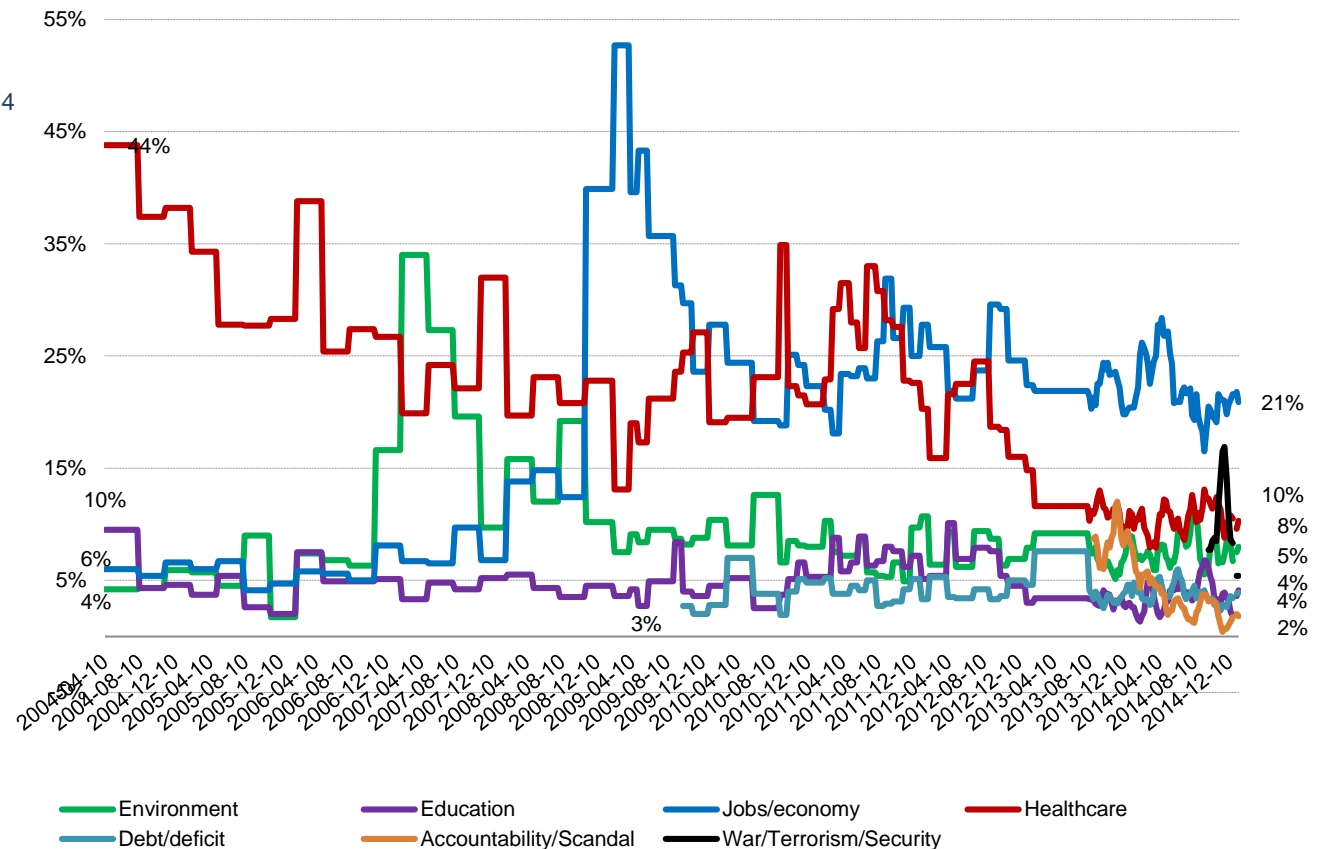**(Four week rolling average ending January 9th, 2015, n=1,000)**

Unsure: 6% 11% 12% 8% 10% 10% 10% 8% 11% 11% 9% 8% 8% 8% 10% 8% 9% 8% 7% 5%

Would not consider voting Conservative: 2% 50% 51% 51% 47% 54% 52% 55% 51% 50% 50% 50% 51% 53% 49% 53% 50% 49% 51% 53%

Would consider voting Conservative: 42% 39% 38% 41% 42% 37% 39% 37% 38% 39% 41% 42% 41% 39% 41% 39% 41% 43% 42% 42%

X-axis: 2013-06, 2013-09-07, 2013-10-12, 2013-11-16, 2013-12-21, 2014-01-25, 2014-02-28, 2014-04-04, 2014-05-09, 2014-06-13, 2014-07-18, 2014-08-22, 2014-09-26, 2014-10-31, 2014-12-05, 2015-01-09

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

Consider NDP

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

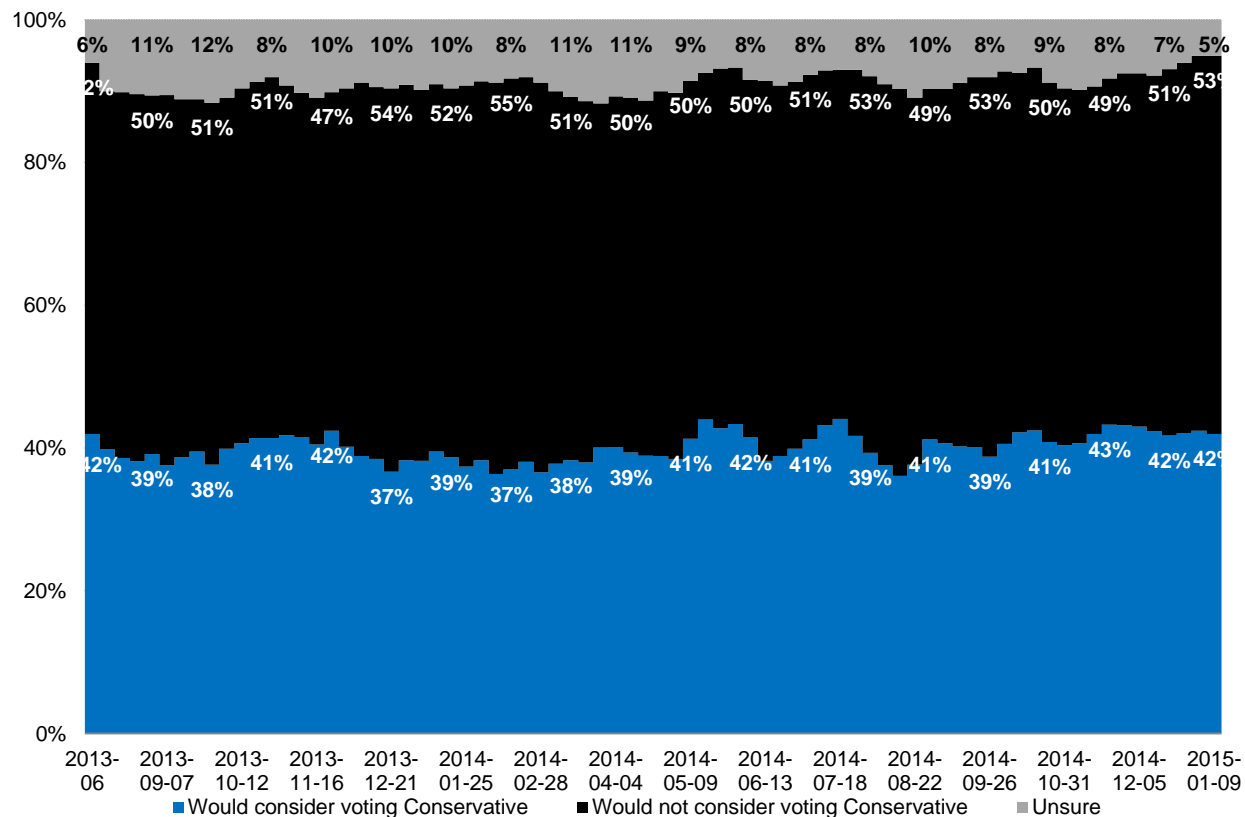Contact: Nik Nanos
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      nnanos@nanosresearch.com

National – Weekly Tracking
(Four week rolling average ending January 9th, 2015, n=1,000)

Would consider voting NDP values: 58%, 41%, 43%, 42%, 43%, 40%, 41%, 41%, 39%, 40%, 46%, 43%, 43%, 44%, 44%, 45%, 43%, 44%, 45%, 47%

Would not consider voting NDP values: 30%, 48%, 45%, 48%, 44%, 49%, 47%, 49%, 48%, 49%, 43%, 46%, 48%, 48%, 43%, 45%, 46%, 45%, 46%, 45%

Unsure values: 12%, 11%, 12%, 10%, 13%, 12%, 12%, 10%, 13%, 11%, 11%, 10%, 10%, 8%, 14%, 11%, 11%, 11%, 9%, 8%

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

X-axis dates: 2013-06, 2013-09-07, 2013-10-12, 2013-11-16, 2013-12-21, 2014-01-25, 2014-02-28, 2014-04-04, 2014-05-09, 2014-06-13, 2014-07-18, 2014-08-22, 2014-09-26, 2014-10-31, 2014-12-05, 2015-01-09

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

National – Weekly Tracking
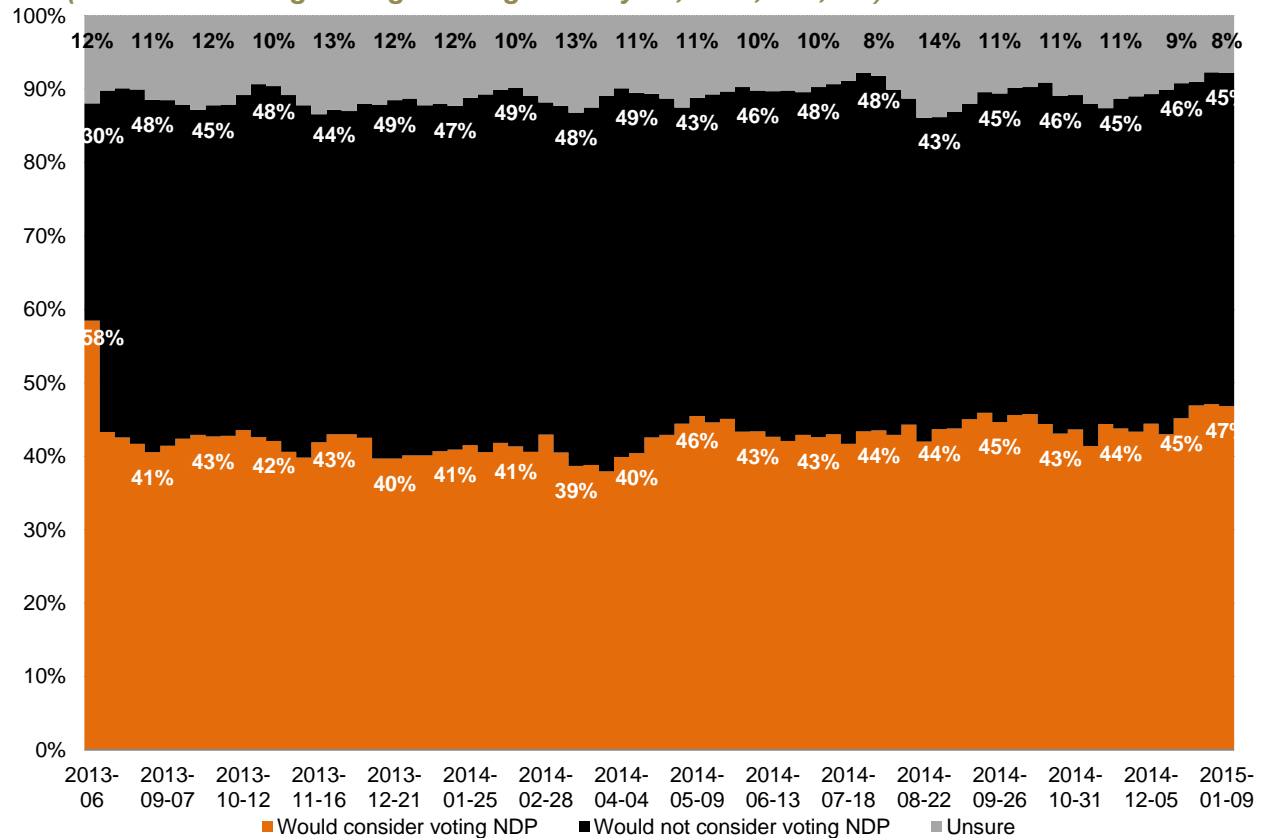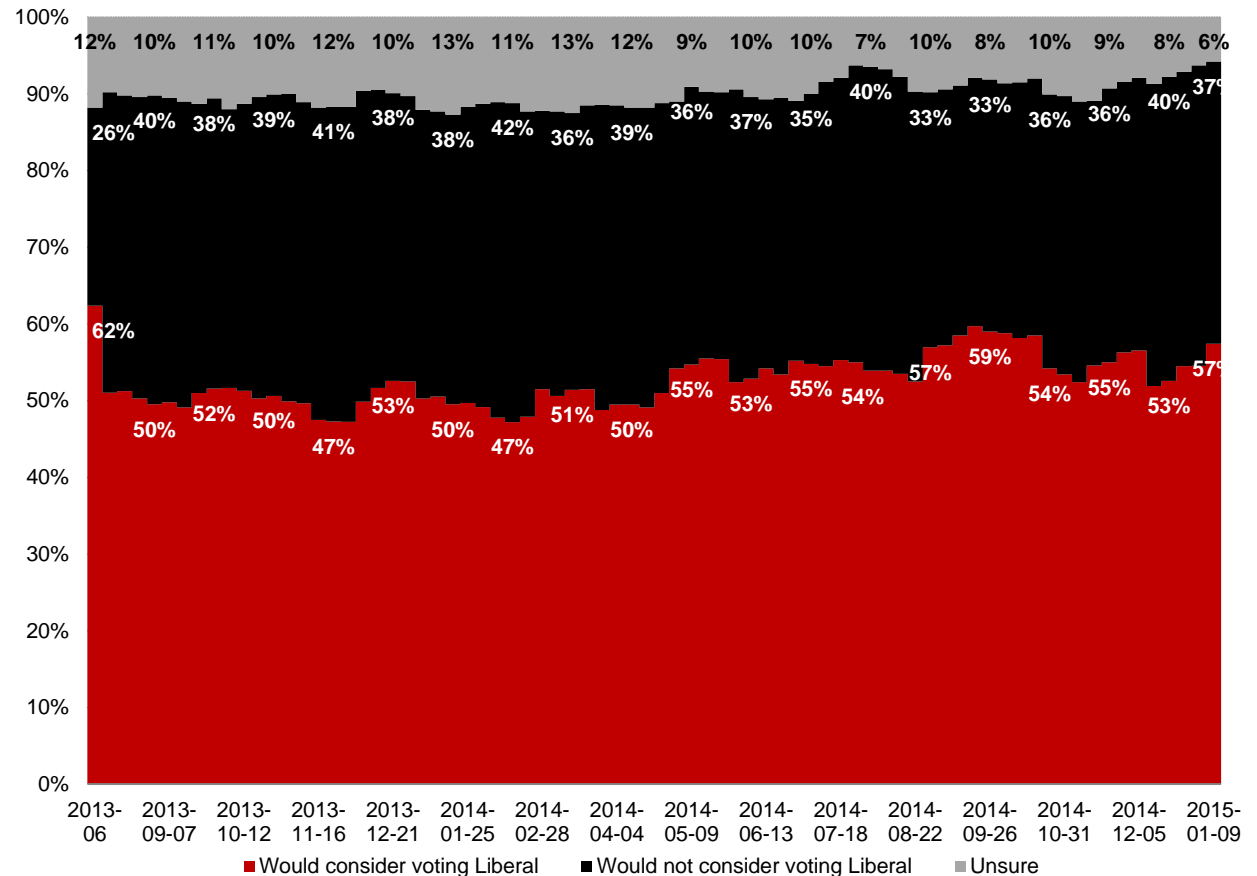*(Four week rolling average ending January 9th, 2015, n=1,000)*

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

Consider Bloc

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

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

Quebec only – Weekly Tracking
Four week rolling average ending January 9th, 2015, n=248)

Would consider voting BQ ■ Would not consider voting BQ ▨ Unsure

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

National – Weekly Tracking
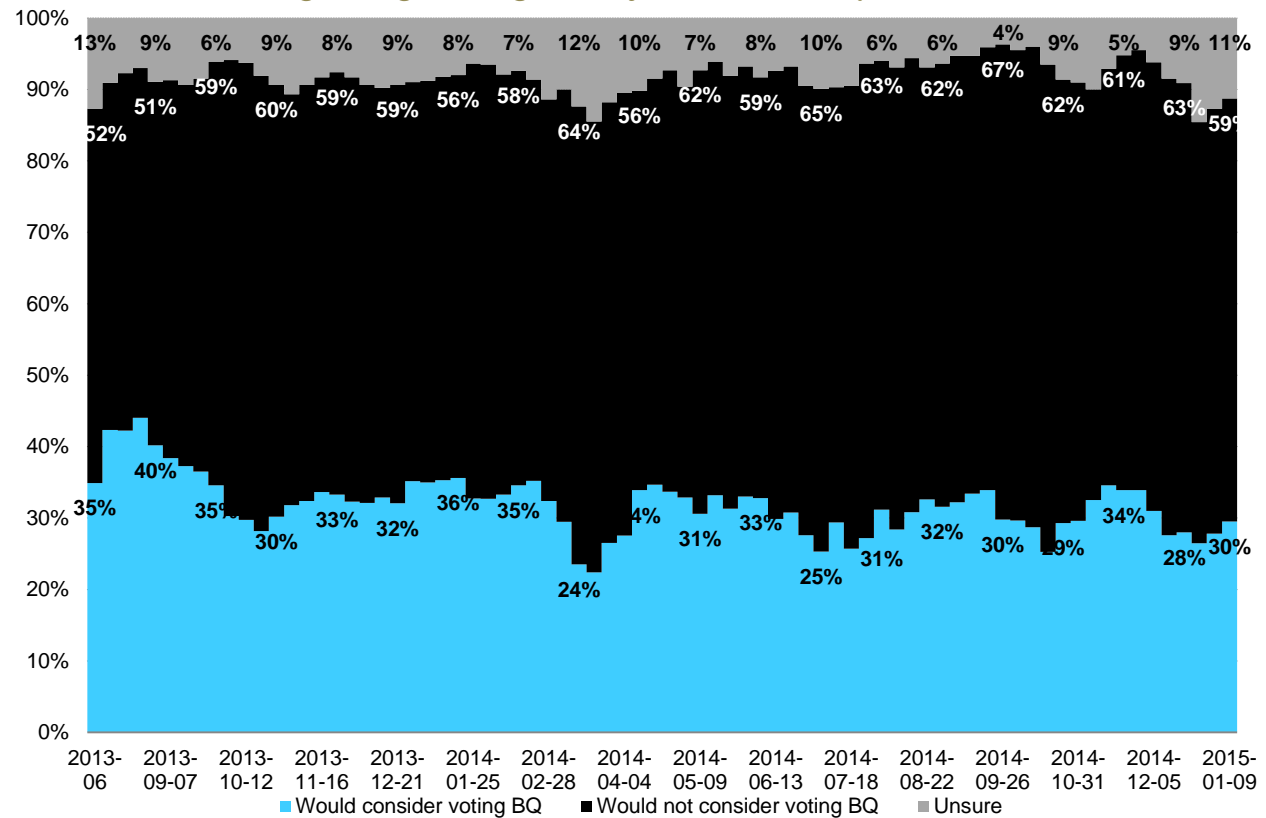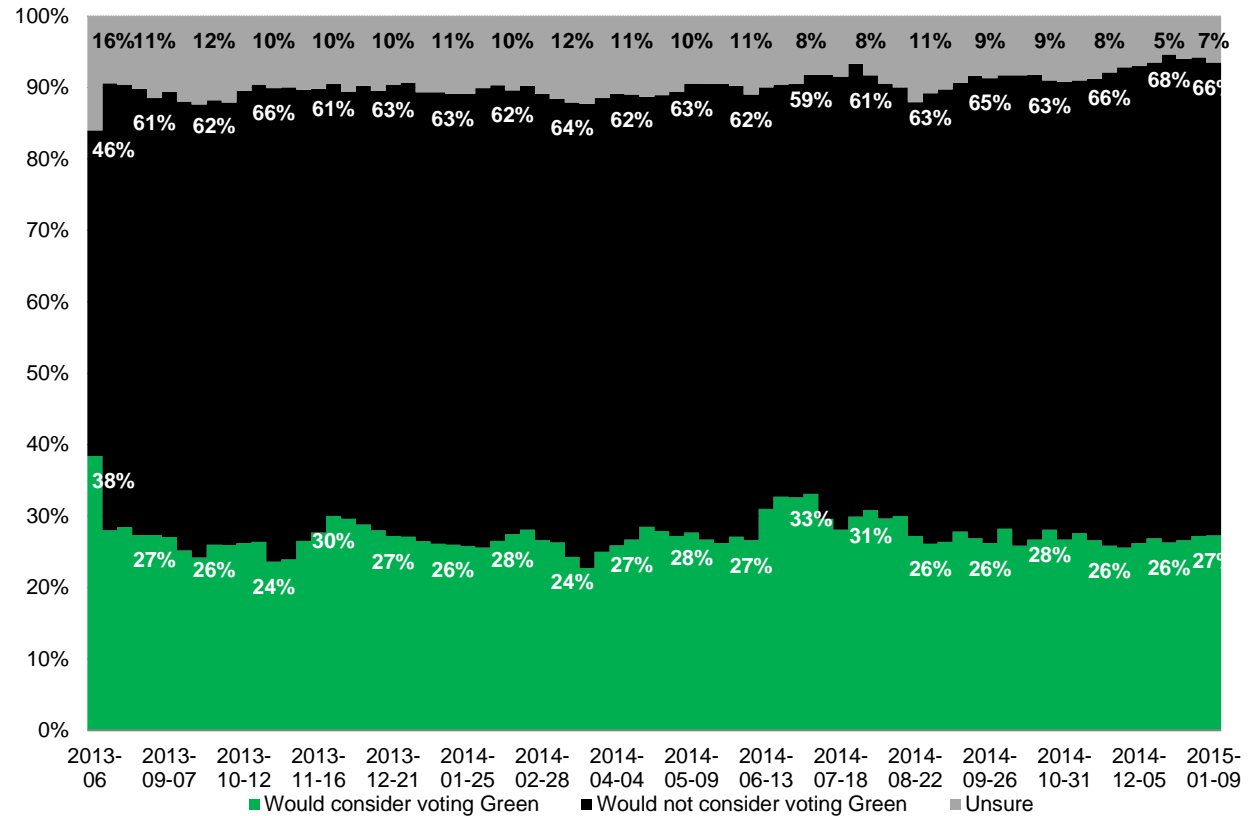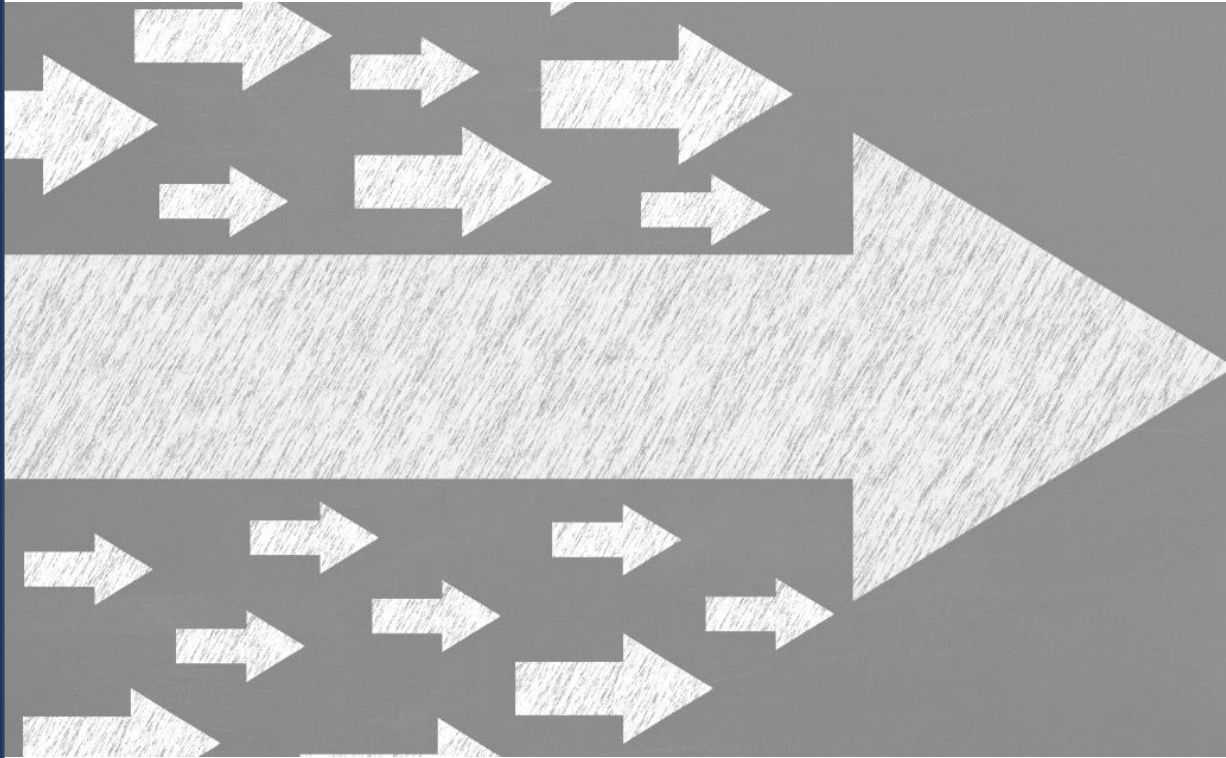**(Four week rolling average ending January 9th, 2015, n=1,000)**

Legend: Would consider voting Green (green) | Would not consider voting Green (black) | Unsure (grey)

Top row (Unsure): 16% 11% 12% 10% 10% 10% 11% 10% 12% 11% 10% 11% 8% 8% 11% 9% 9% 8% 5% 7%

Middle (Would not consider): 46% 61% 62% 66% 61% 63% 63% 62% 64% 62% 63% 62% 59% 61% 63% 65% 63% 66% 68% 66%

Bottom (Would consider): 38% 27% 26% 24% 30% 27% 26% 28% 24% 27% 28% 27% 33% 31% 26% 26% 28% 26% 26% 27%

X-axis: 2013-06, 2013-09-07, 2013-10-12, 2013-11-16, 2013-12-21, 2014-01-25, 2014-02-28, 2014-04-04, 2014-05-09, 2014-06-13, 2014-07-18, 2014-08-22, 2014-09-26, 2014-10-31, 2014-12-05, 2015-01-09

Tracking on the Federal Political Leaders

Nanos Weekly Tracking

NANOS

*Winning solutions
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]
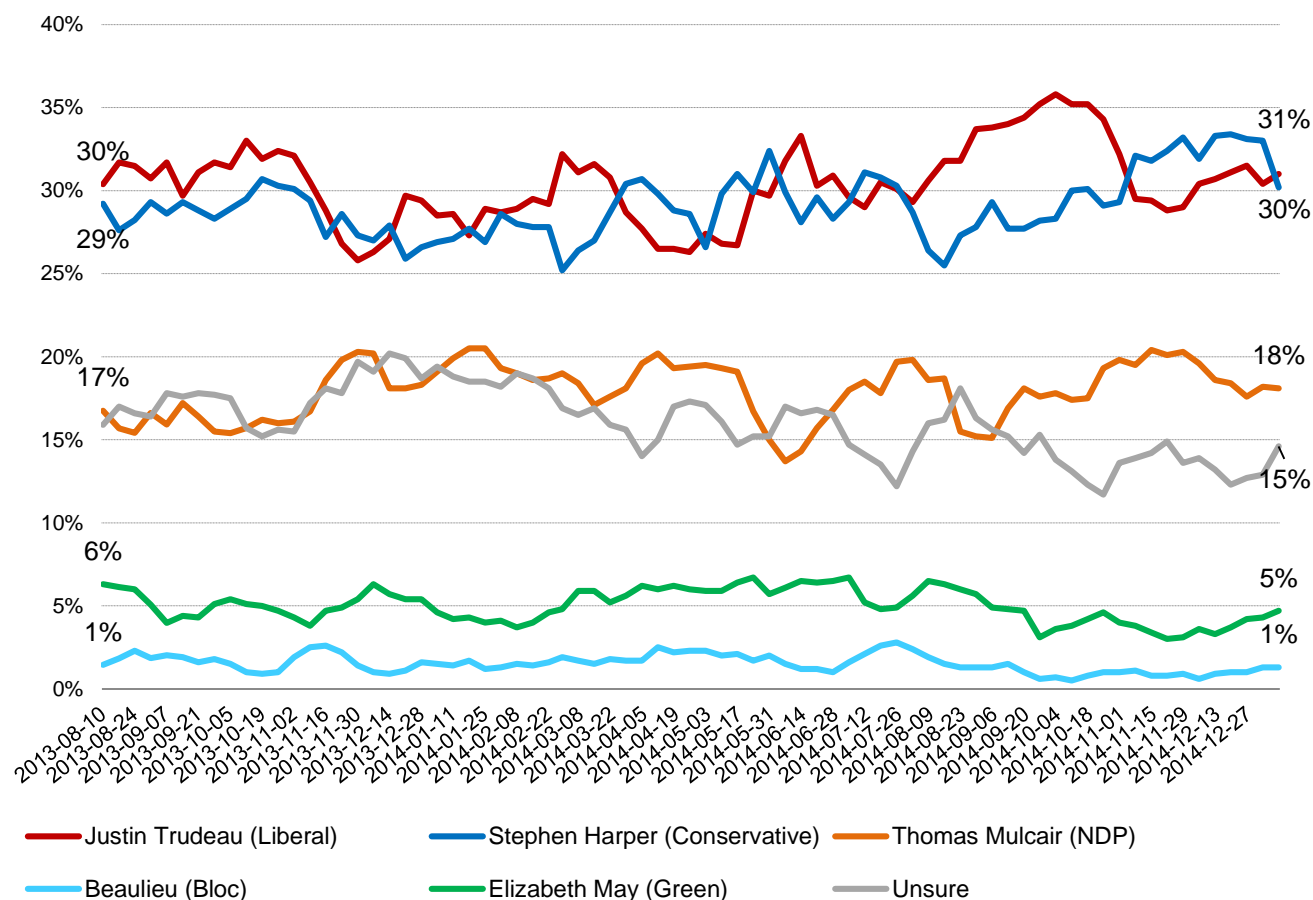
Contact: Nik Nanos
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        nnanos@nanosresearch.com

National – Weekly Tracking – First Ranked Choice
*(Four week rolling average ending January 9th, 2015, n=1,000)*

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

Harper

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

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National – Weekly Tracking
(Four week rolling average ending January 9th, 2015, n=1,000)

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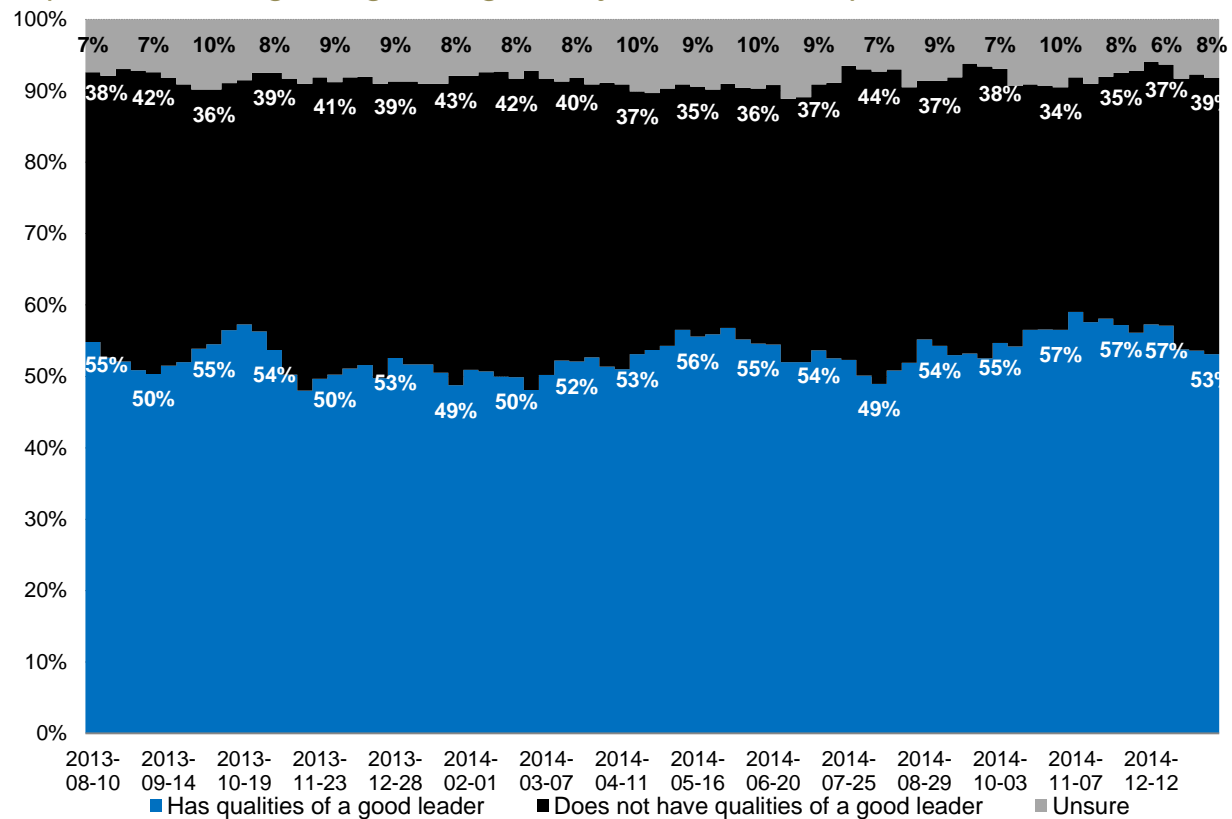
Mulcair

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

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National – Weekly Tracking
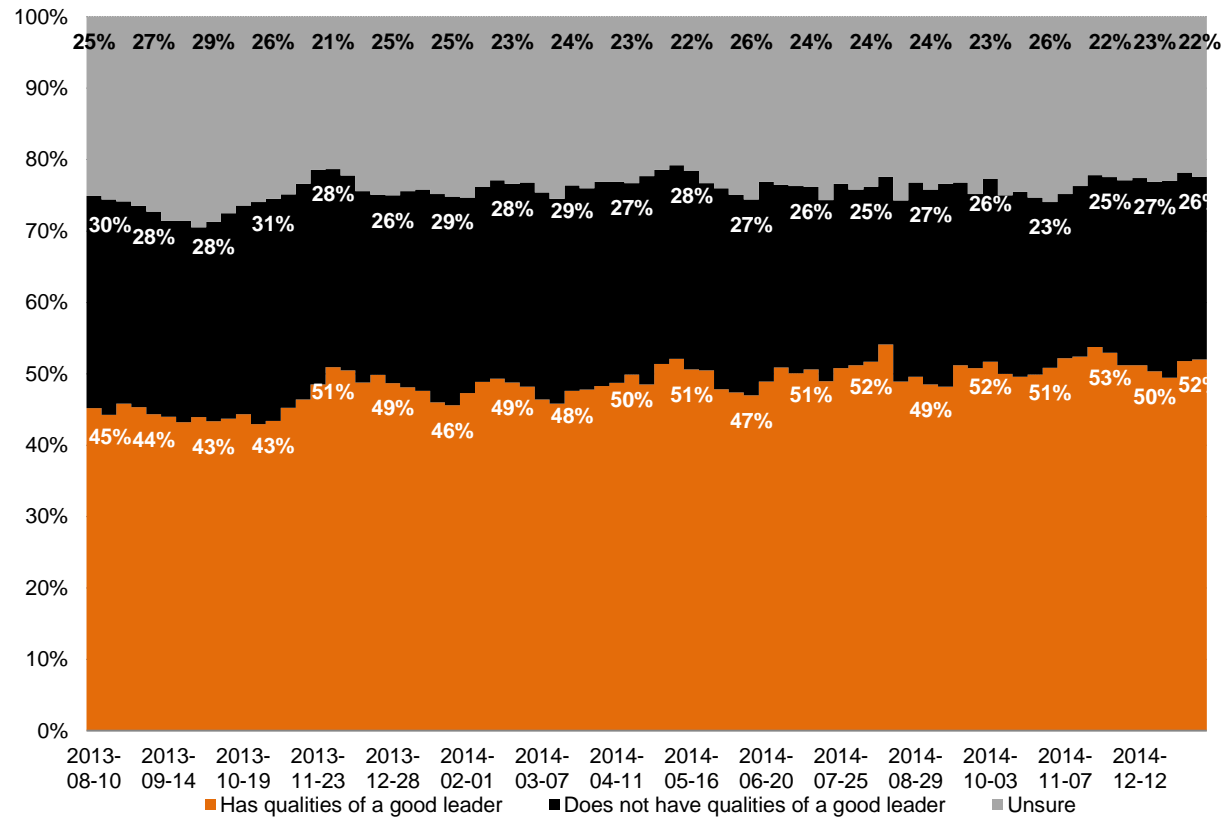*(Four week rolling average ending January 9th, 2015, n=1,000)*

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

Trudeau

Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Justin Trudeau
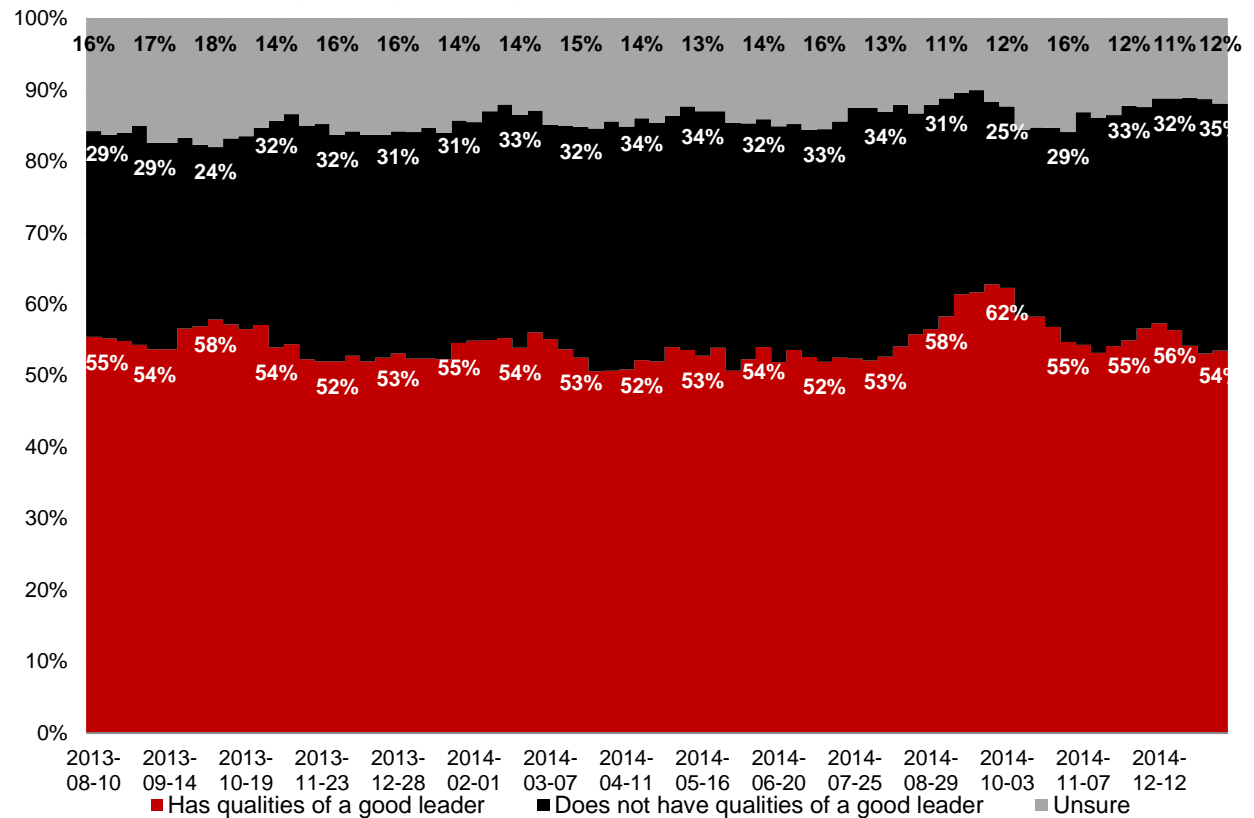
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National – Weekly Tracking
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Unsure values (top): 16% 17% 18% 14% 16% 16% 14% 14% 15% 14% 13% 14% 16% 13% 11% 12% 16% 12% 11% 12%

Does not have qualities (middle): 29% 29% 24% 32% 32% 31% 31% 33% 32% 34% 34% 32% 33% 34% 31% 25% 29% 33% 32% 35%

Has qualities (bottom): 55% 54% 58% 54% 52% 53% 55% 54% 53% 52% 53% 54% 52% 53% 58% 62% 55% 55% 56% 54%

X-axis: 2013-08-10, 2013-09-14, 2013-10-19, 2013-11-23, 2013-12-28, 2014-02-01, 2014-03-07, 2014-04-11, 2014-05-16, 2014-06-20, 2014-07-25, 2014-08-29, 2014-10-03, 2014-11-07, 2014-12-12

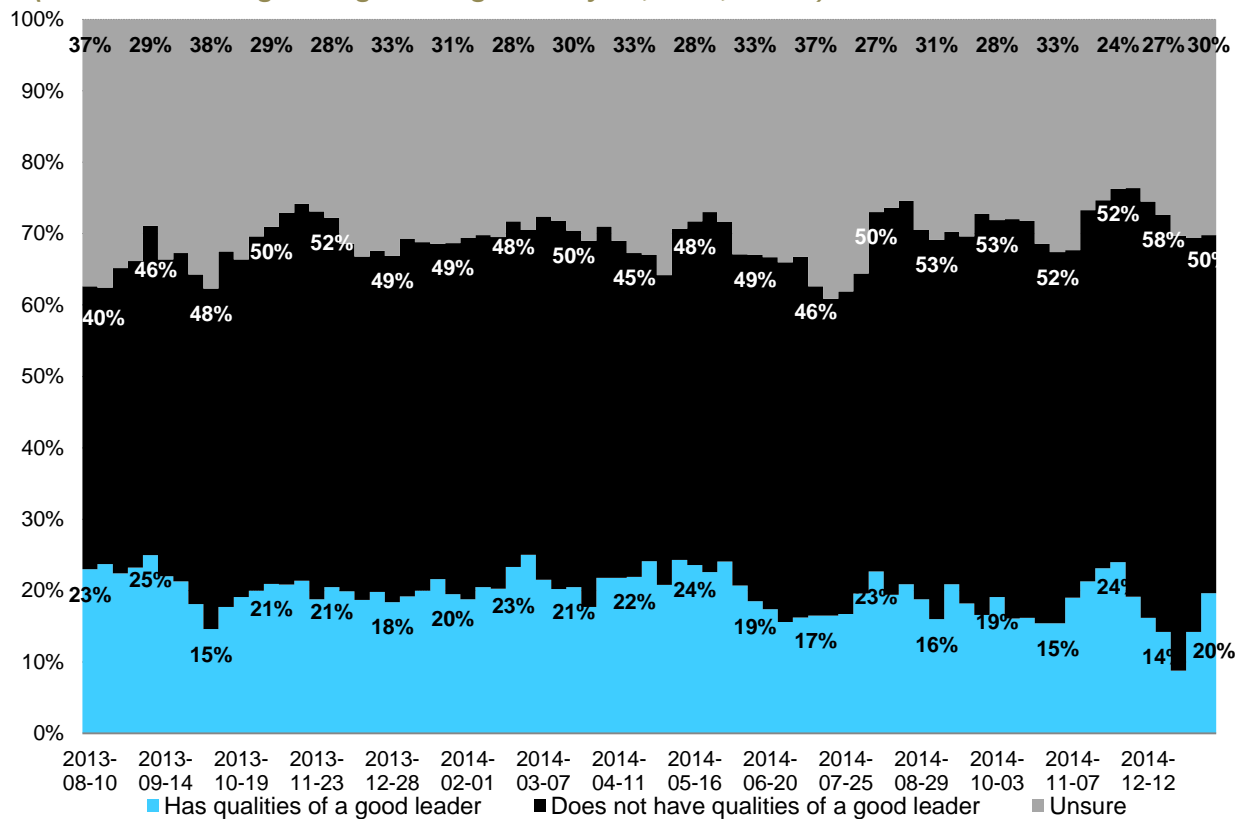Legend: ■ Has qualities of a good leader ■ Does not have qualities of a good leader ■ Unsure

Beaulieu

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

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

Quebec only – Weekly Tracking
*(Four week rolling average ending January 9th, 2015, n=248)*

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

May

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

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 9th, 2015, n=1,000)

Has qualities of a good leader ■ Does not have qualities of a good leader ■ Unsure
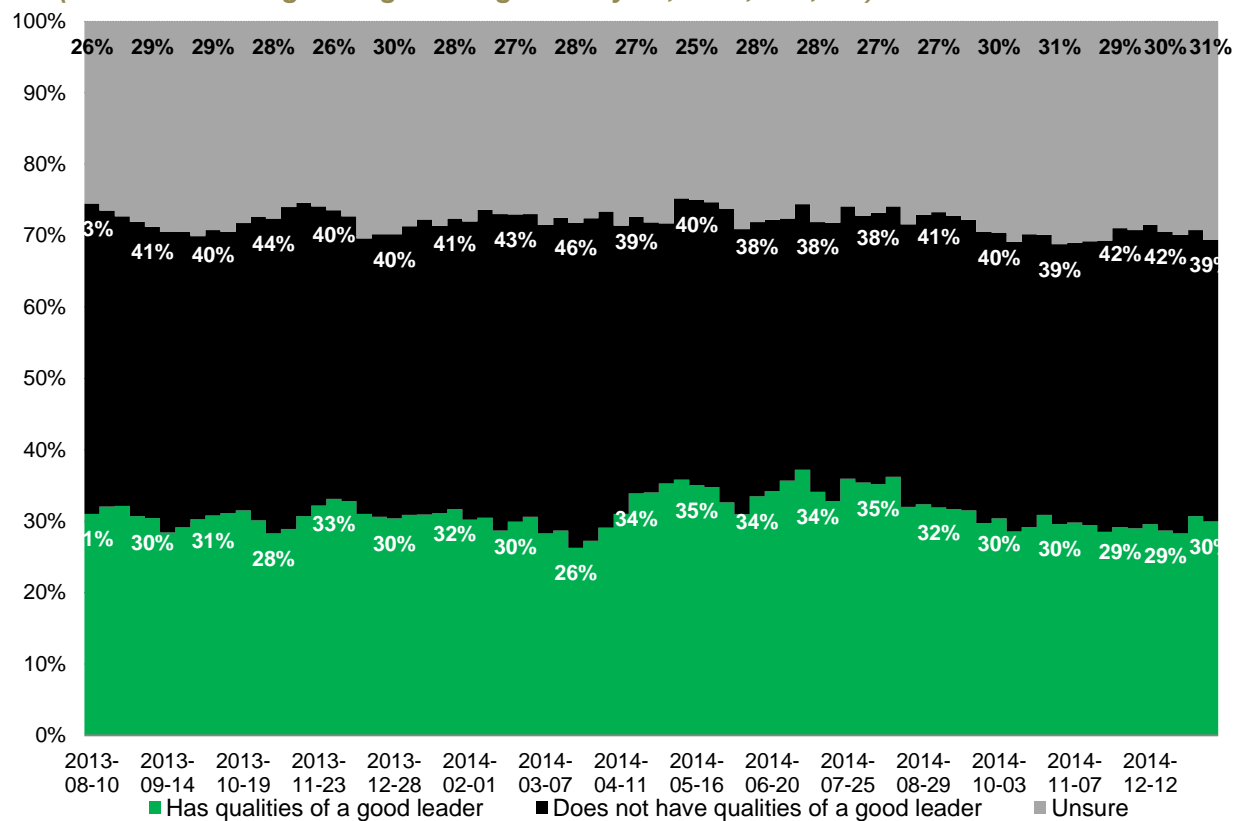
Methodology

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 9th, 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.

View our brochure

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