

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending January 23, 2015
(released January 28, 2015)



NANOS

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Weekly Nanos Party Power Index



Harper and Trudeau remain locked in a tight race for preferred PM in Nanos weekly tracking *(Released 01/28/2015)*

Harper and Trudeau remain locked in a statistical tie in the weekly preferred Prime Minister tracking by Nanos. Thirty-one per cent of Canadians identified Stephen Harper as their choice for preferred PM, while 30 per cent picked Justin Trudeau. Thomas Mulcair remains in third at 19%, followed by Elizabeth May at 4%. Fifteen per cent were unsure.

On the Nanos Party Power Index itself, the federal Liberals are at 57 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 28 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.

Voter accessibility remains a key driver of Liberal strength on the Nanos Party Power Index as they are the only federal party more than half of Canadians would consider voting for. Asked a series of independent questions for each federal party, 55 per cent of Canadians would consider voting Liberal, 45 per cent would consider voting NDP, 44 per cent would consider voting Conservative, and 30 per cent would consider voting for the Greens.

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 (Jan 2014)	12 Month High	12 Month Low	12 Month Average
Canada Party Power Index								
Liberal	57.3	56.9	56.1	58.0	56.0	60.7	54.8	56.8
Conservative	52.2	50.8	51.5	52.3	48.4	53.5	48.4	50.9
NDP	50.1	49.2	48.2	50.4	49.7	52.2	47.4	49.4
Green	32.1	32.0	30.3	32.0	32.7	35.2	30.2	32.3
Bloc	27.9	26.5	22.9	26.1	27.3	29.0	22.9	26.7
Party Consider								
Liberal	55.0%	58.1%	54.5%	54.2%	49.7%	59.7%	47.2%	53.7%
NDP	45.1%	46.3%	46.9%	43.1%	41.5%	47.1%	37.9%	43.2%
Conservative	43.7%	42.7%	42.1%	40.9%	37.4%	44.1%	36.1%	40.4%
Green	29.8%	29.2%	26.6%	28.1%	25.8%	33.1%	22.7%	27.5%
Bloc	29.7%	29.2%	26.5%	29.3%	32.8%	35.2%	22.4%	30.4%
Preferred Prime Minister								
Harper	30.9%	31.1%	33.1%	29.1%	26.9%	33.4%	25.2%	29.5%
Trudeau	29.9%	30.7%	31.5%	34.3%	28.9%	35.8%	26.3%	30.6%
Mulcair	19.1%	17.8%	17.6%	19.3%	20.5%	20.5%	13.7%	18.1%
May	4.1%	4.7%	4.2%	4.6%	4.0%	6.7%	3.0%	4.9%
Beaulieu	1.2%	1.2%	1.0%	1.0%	1.2%	2.8%	0.5%	1.4%
Unsure	14.9%	14.4%	12.7%	11.7%	18.5%	19.0%	11.7%	15.2%

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.

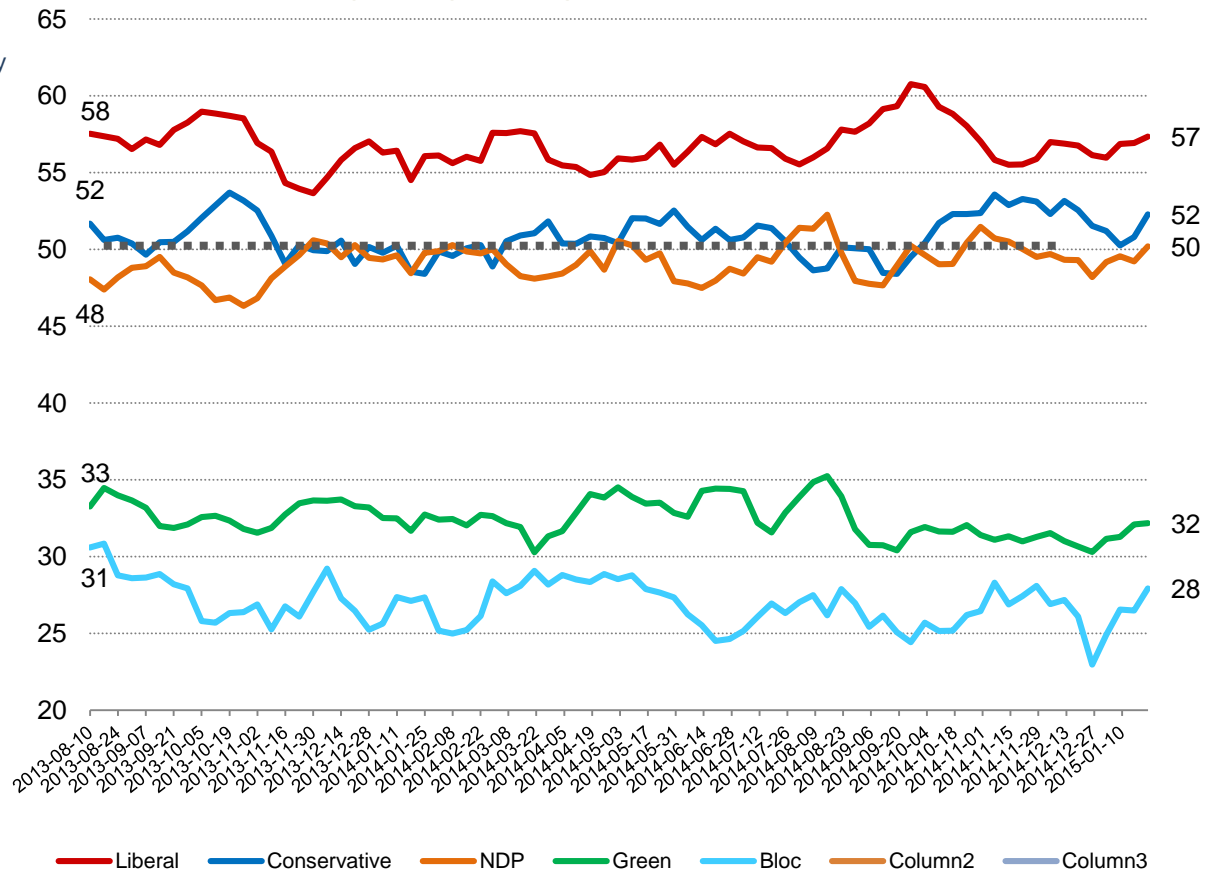
Party Power Index



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Canada Weekly Index Tracking Scores
 (Four week rolling average ending January 23rd, 2015, n=1,000)



Party Power Index Tracking by Region

Nanos Weekly Tracking



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and thought leaders*

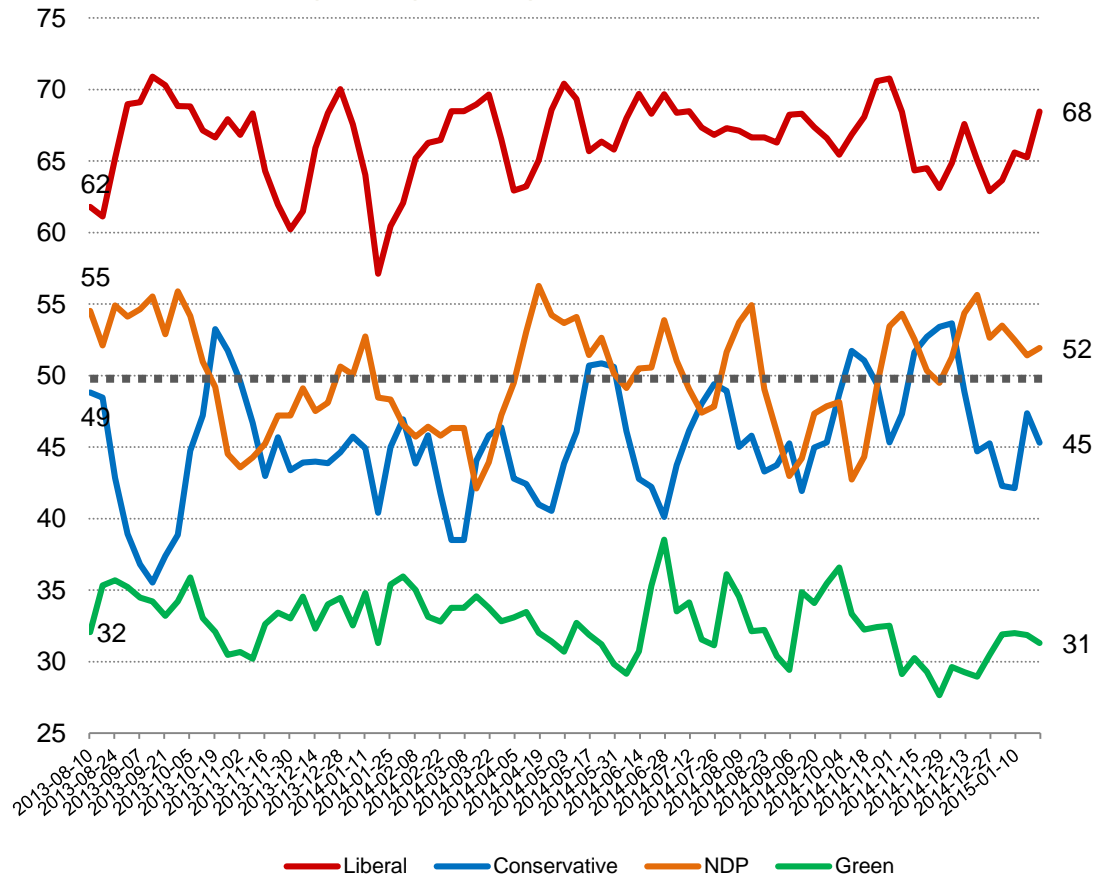
Party Power Index



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.

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Atlantic Weekly Index Tracking Scores
 (Four week rolling average ending January 23rd, 2015, n=100)



Party Power Index

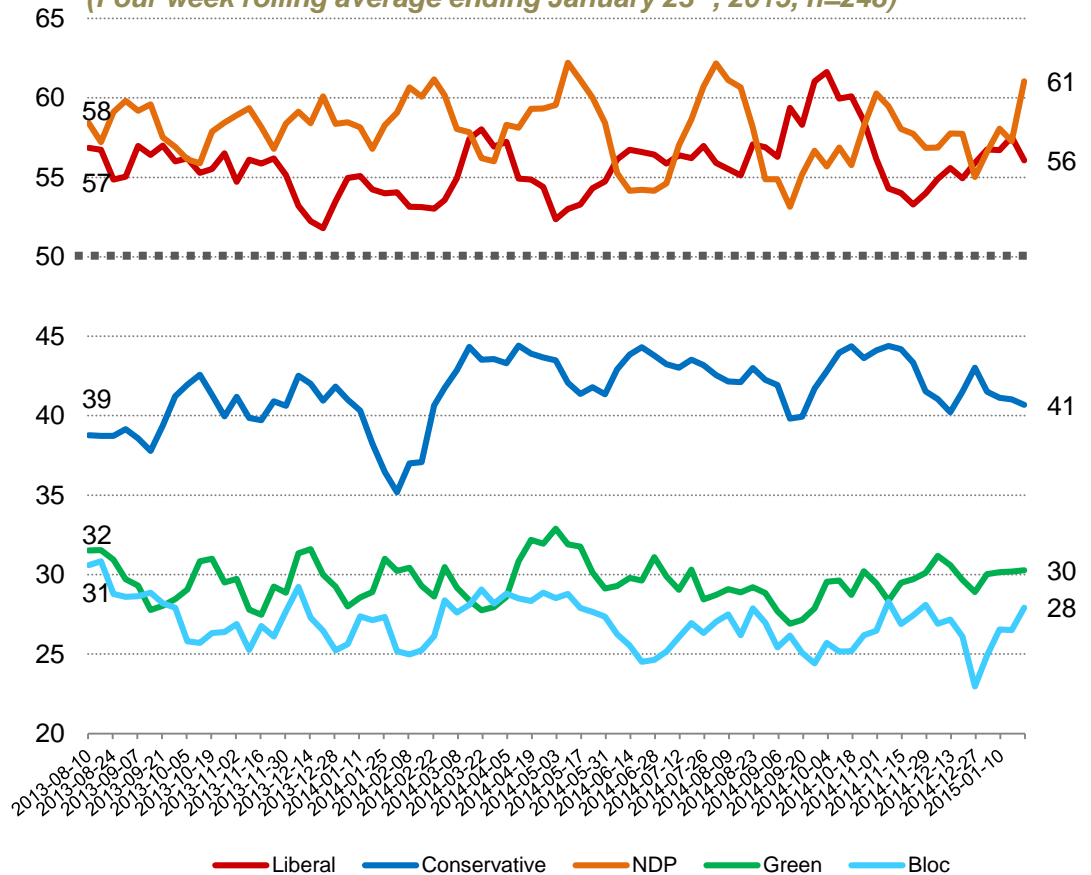


The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Quebec Weekly Index Tracking Scores

(Four week rolling average ending January 23rd, 2015, n=248)



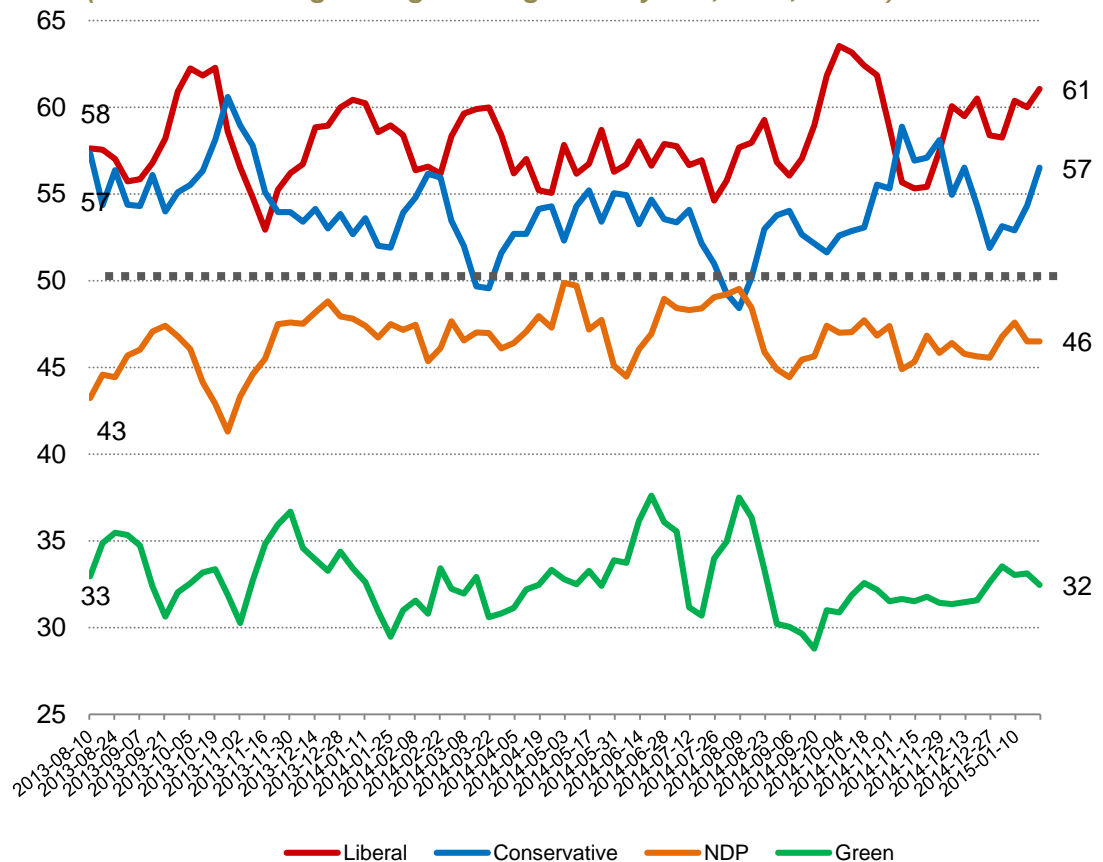
Party Power Index



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.

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Ontario Weekly Index Tracking Scores
 (Four week rolling average ending January 23rd, 2015, n=300)



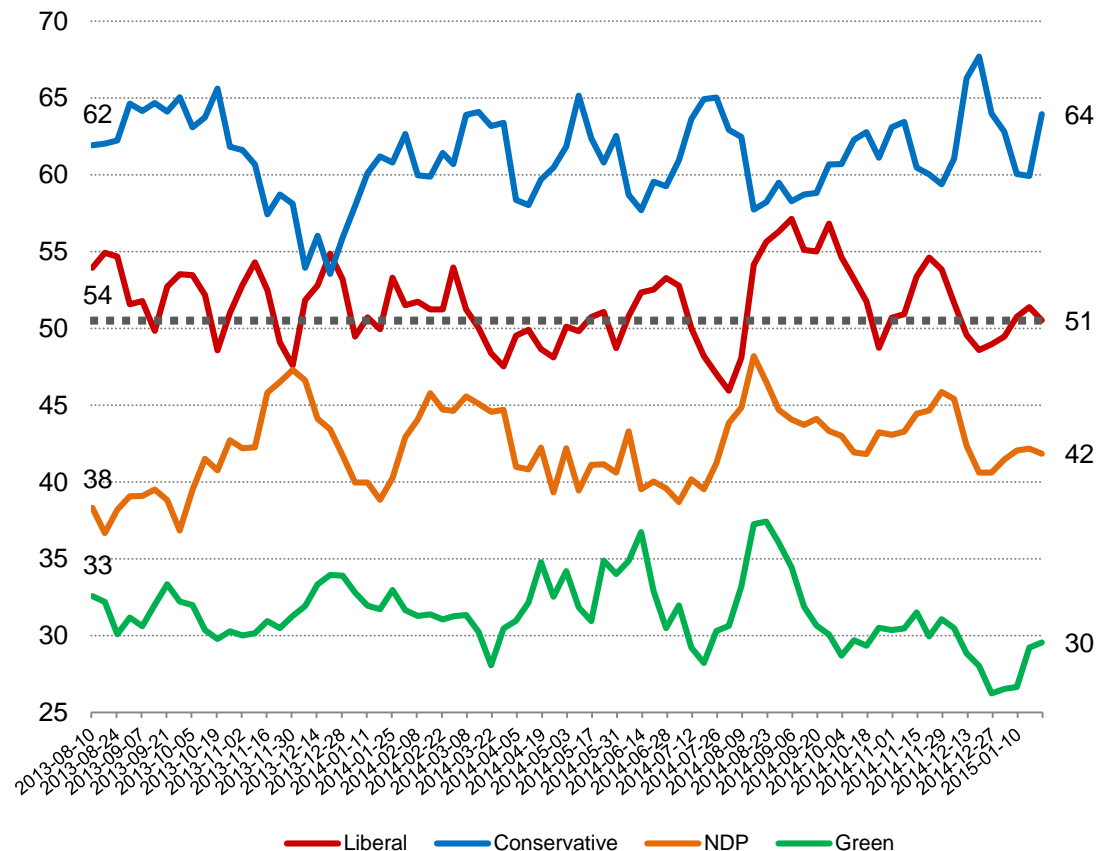
Party Power Index



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.

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Prairies Weekly Index Tracking Scores
(Four week rolling average ending January 23rd, 2015, n=200)



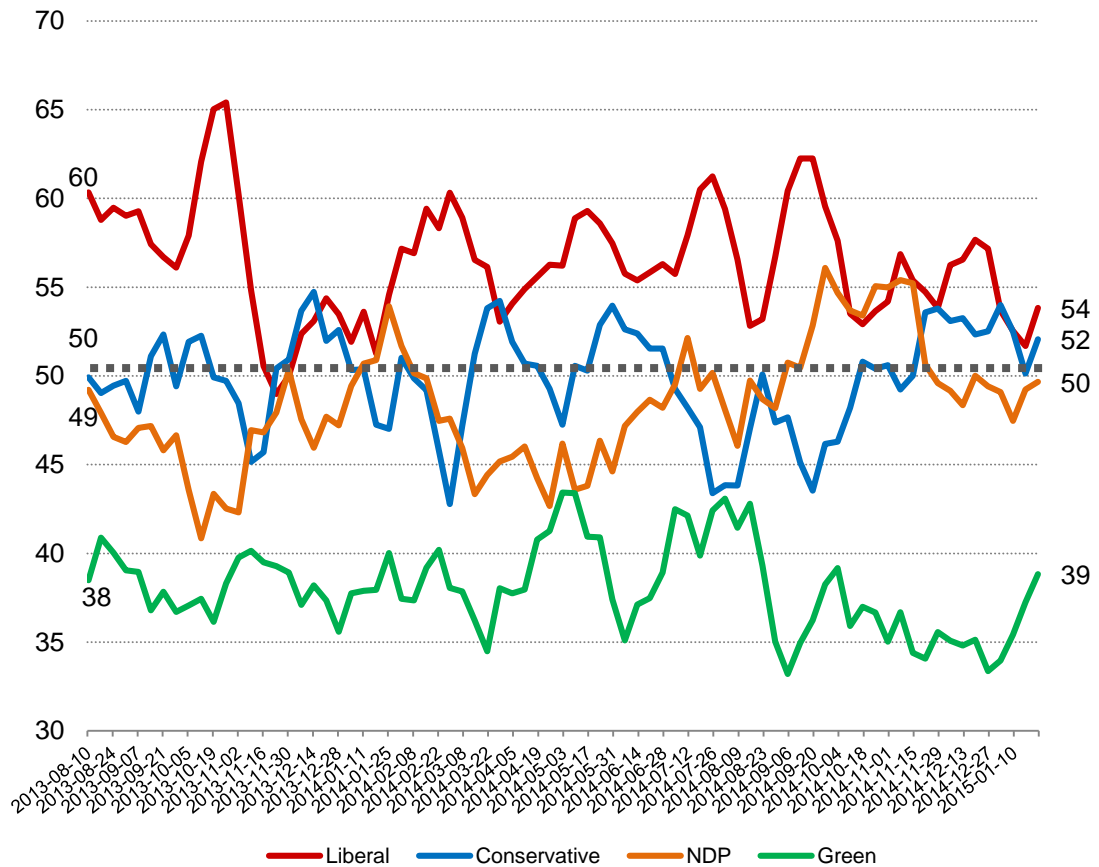
Party Power Index



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.

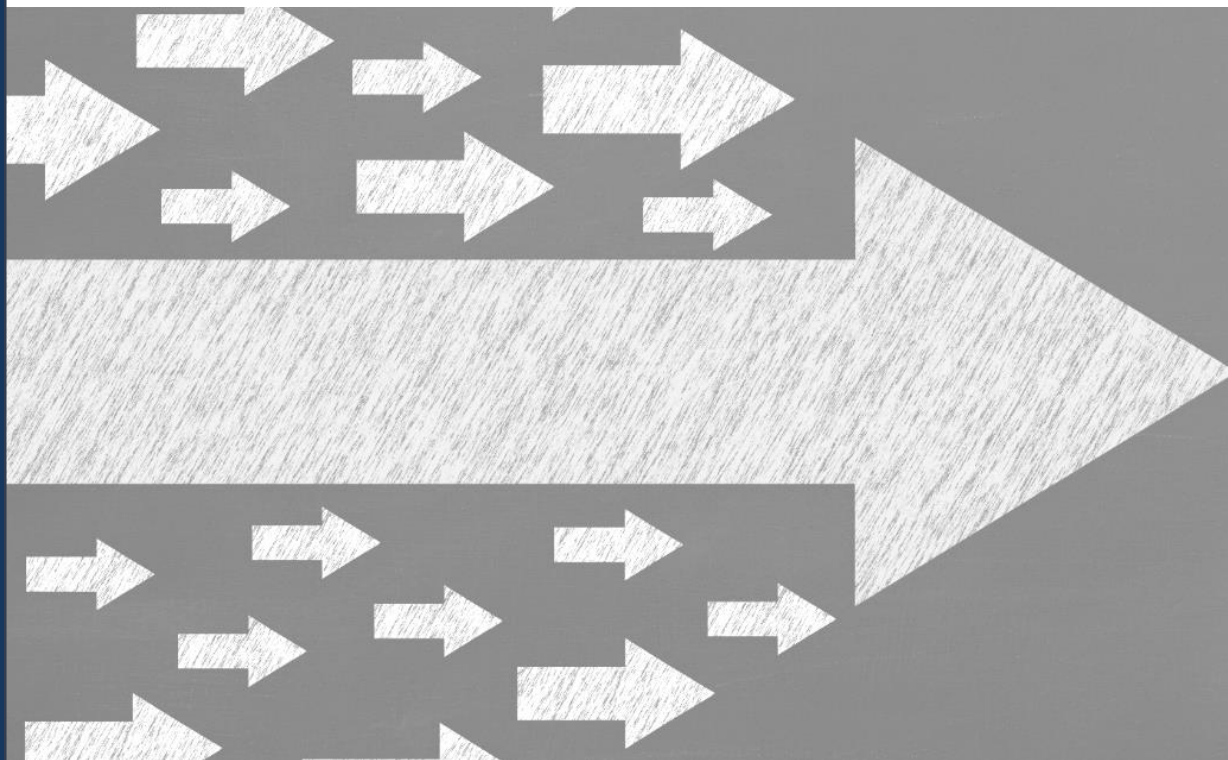
Contact: Nik Nanos
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British Columbia Weekly Index Tracking Scores
(Four week rolling average ending January 23rd, 2015, n=152)



Party Power Index Tracking by Age

Nanos Weekly Tracking



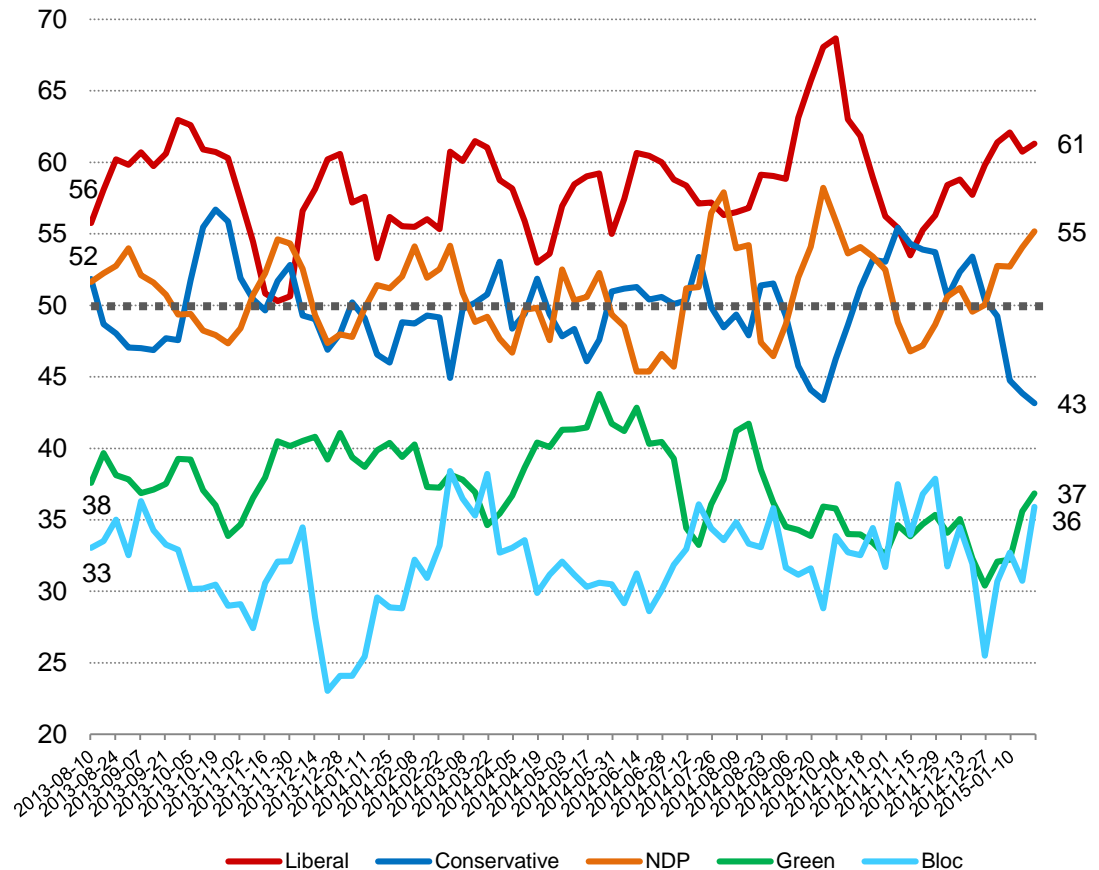
Party Power Index



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.

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18 to 29 Weekly Index Tracking Scores
 (Four week rolling average ending January 23rd, 2015, n=205)



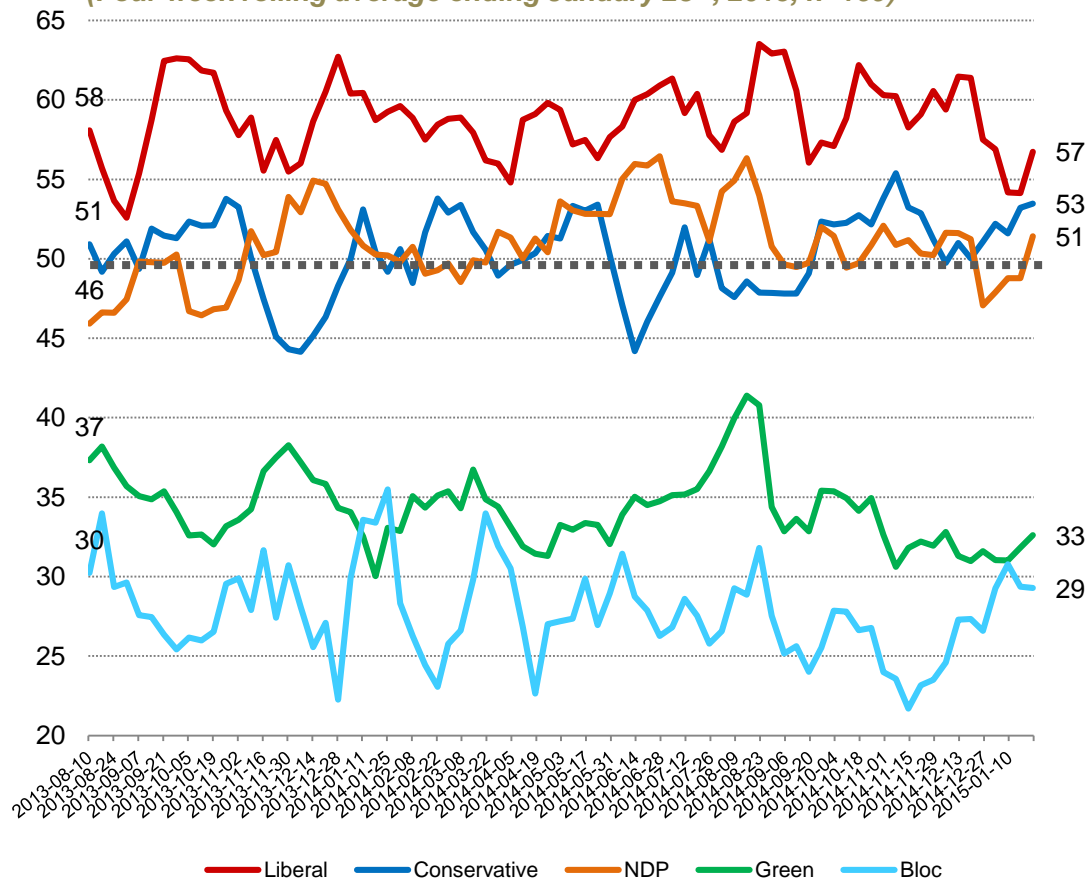
Party Power Index



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.

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30 to 39 Weekly Index Tracking Scores
 (Four week rolling average ending January 23rd, 2015, n=169)



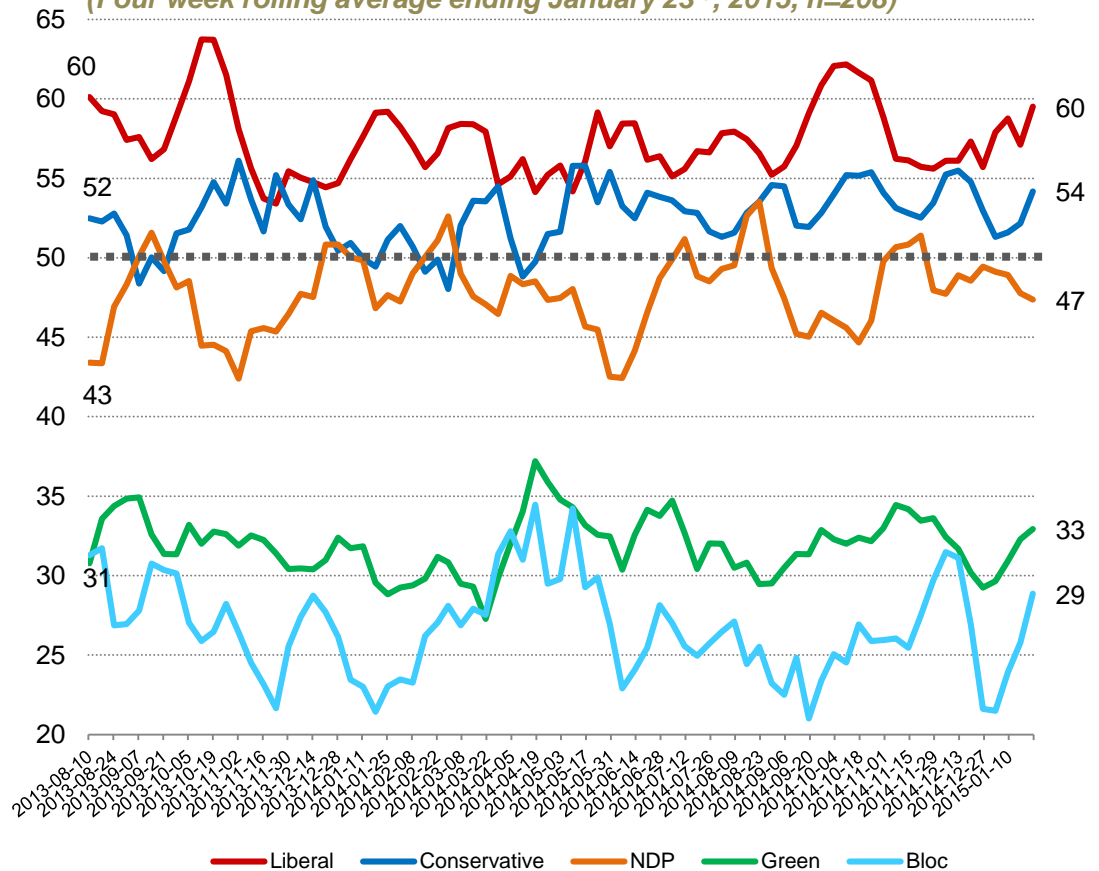
Party Power Index



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.

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40 to 49 Weekly Index Tracking Scores
 (Four week rolling average ending January 23rd, 2015, n=208)



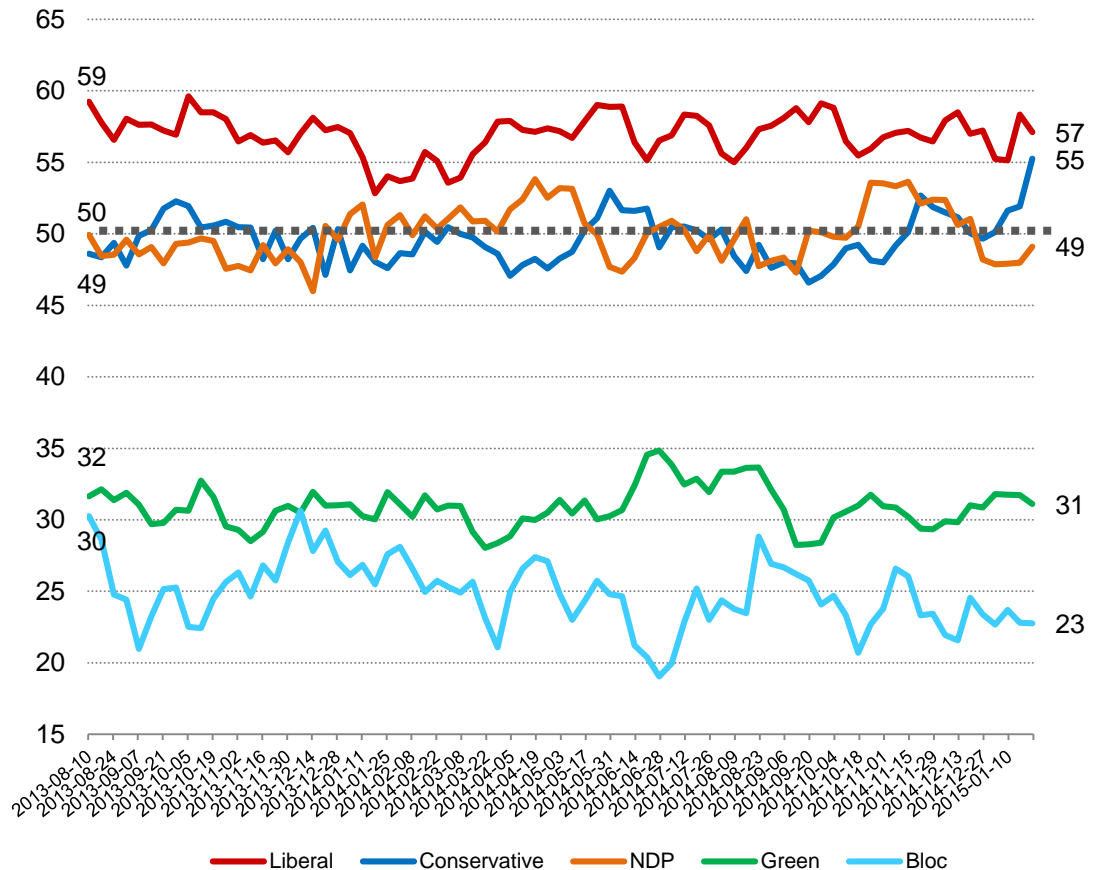
Party Power Index



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.

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50 to 59 Weekly Index Tracking Scores
 (Four week rolling average ending January 23rd, 2015, n=178)



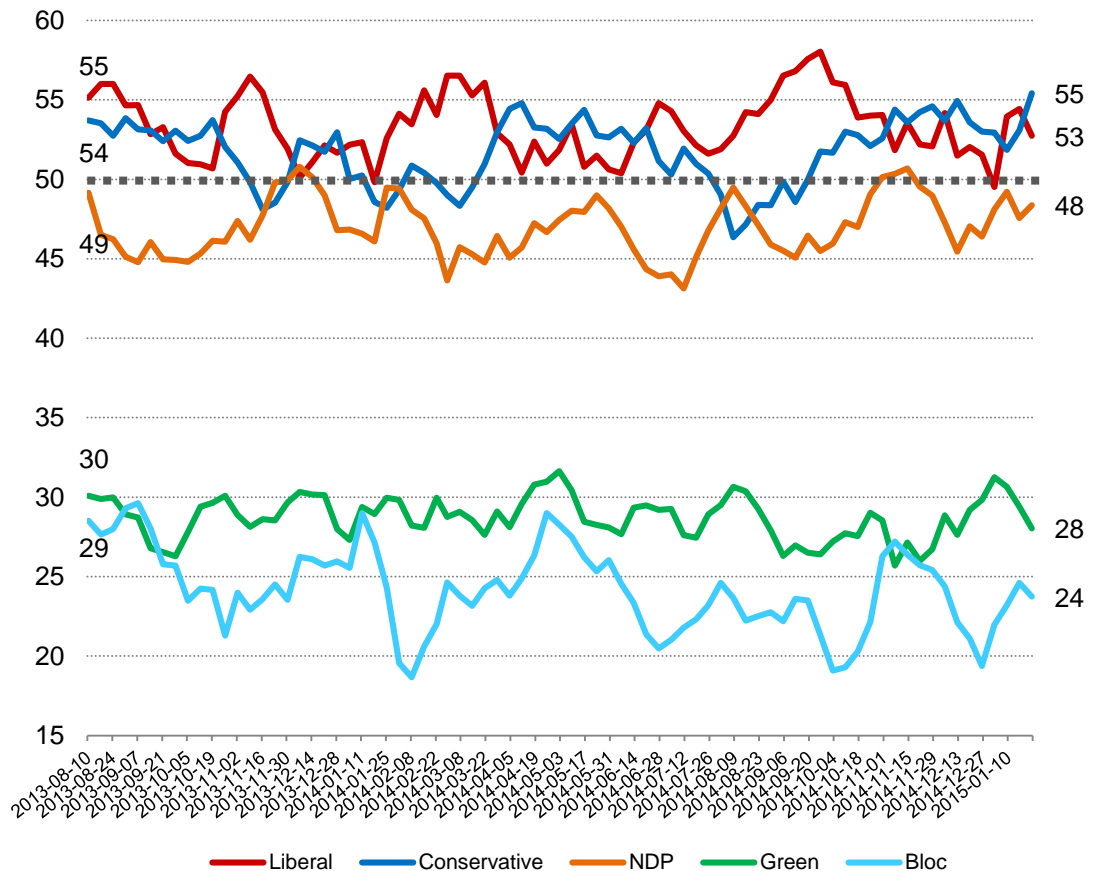
Party Power Index



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.

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60 plus Weekly Index Tracking Scores
 (Four week rolling average ending January 23rd, 2015, n=239)



Party Power Index Tracking by Gender

Nanos Weekly Tracking



Party Power Index

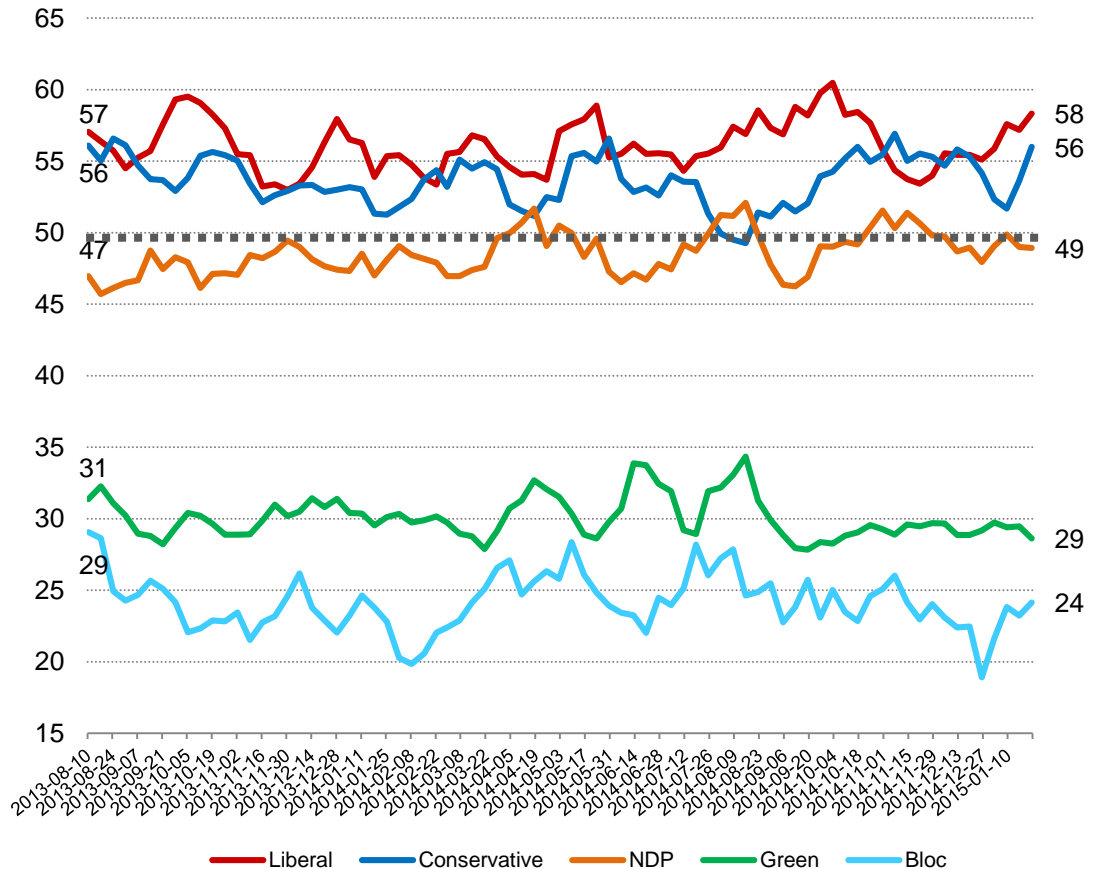


The Nanos Party Power Index Tracking for males is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Male Weekly Index Tracking Scores

(Four week rolling average ending January 23rd, 2015, n=503)



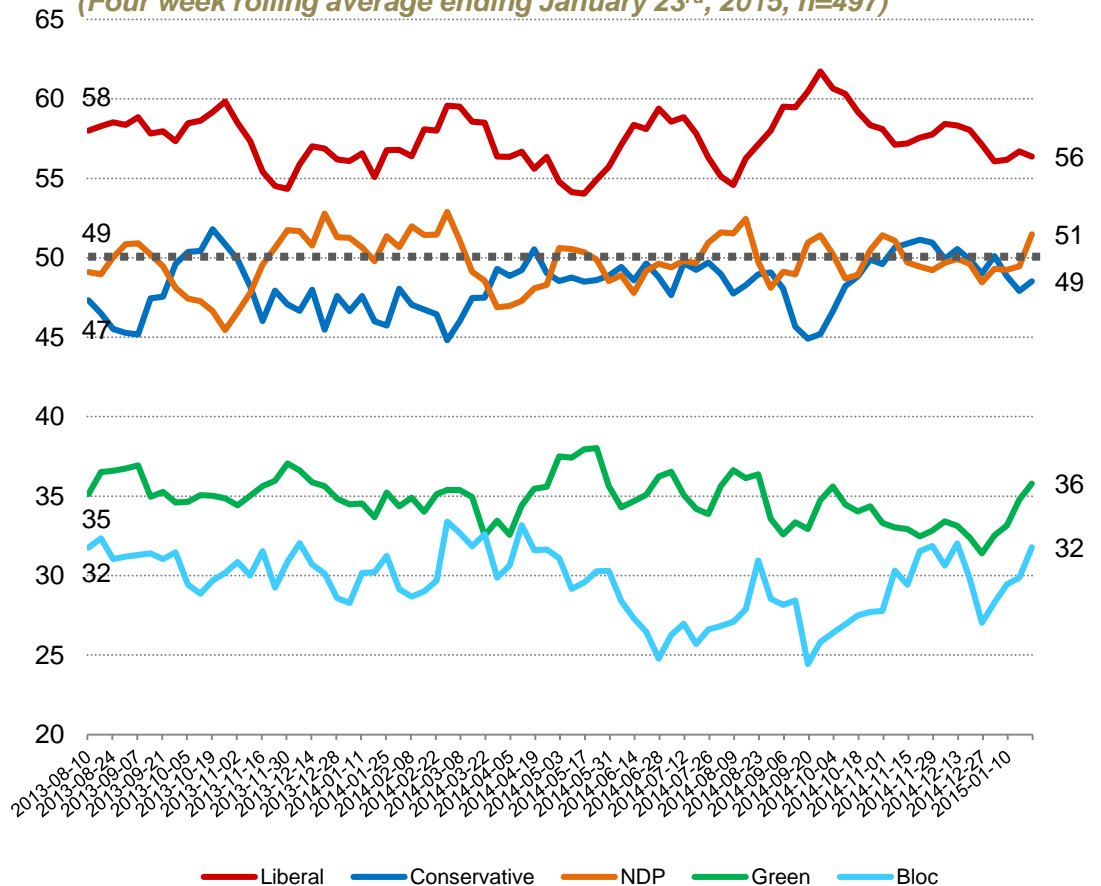
Party Power Index



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.

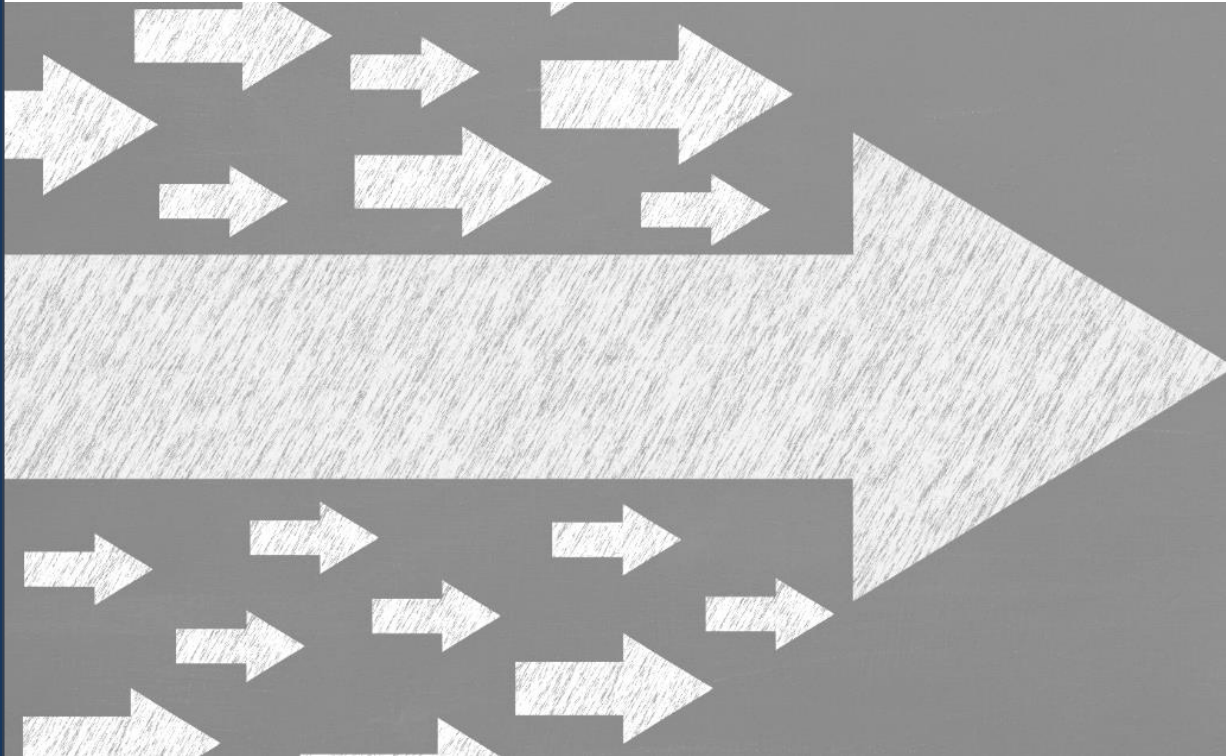
Contact: Nik Nanos
 Ottawa: (613) 234-4666 x 237
 Washington DC: (202) 697-9924
 nnanos@nanosresearch.com

Female Weekly Index Tracking Scores
 (Four week rolling average ending January 23rd, 2015, n=497)



National Political Tracking Numbers

Nanos Weekly Tracking



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record of accuracy*

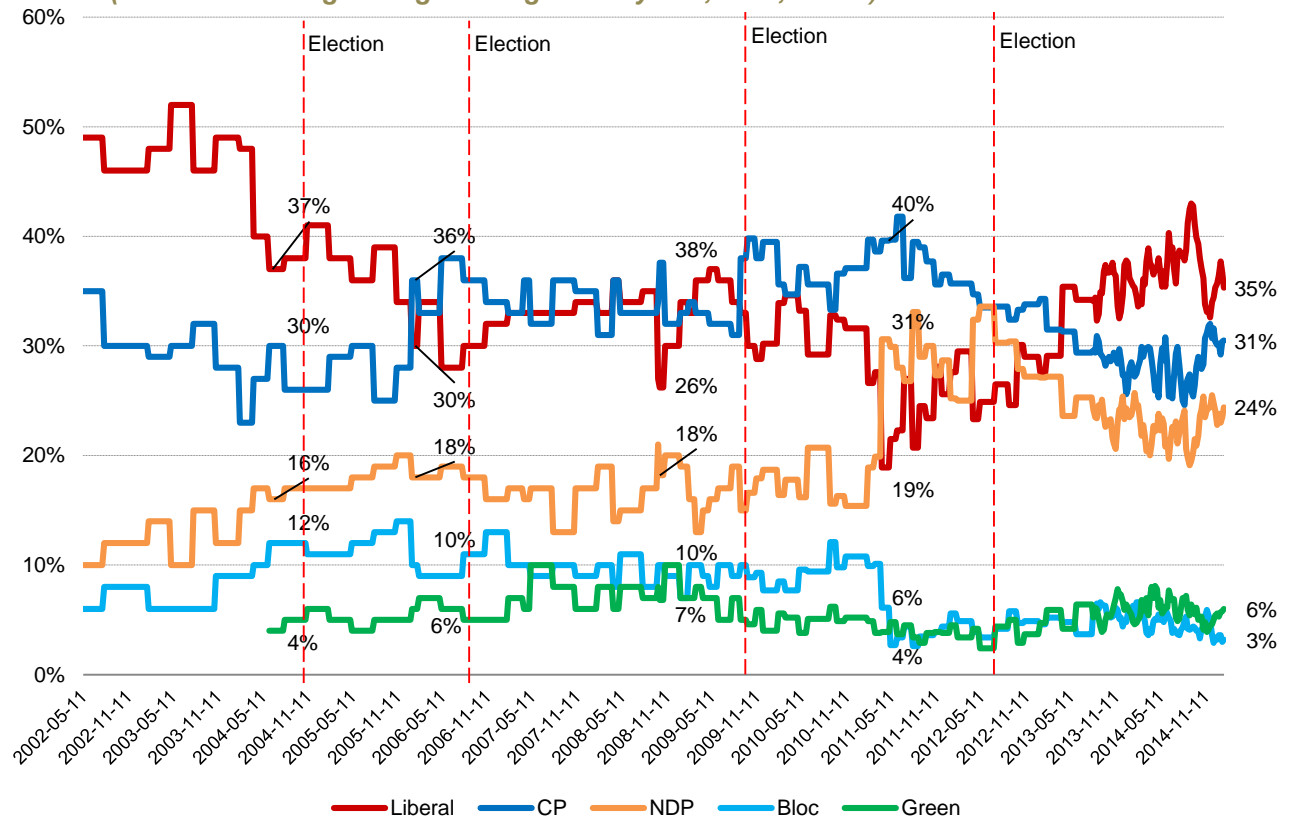
National Ballot



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

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Weekly Tracking – First Ranked Choice
 (Four week rolling average ending January 23rd, 2015, n=841)



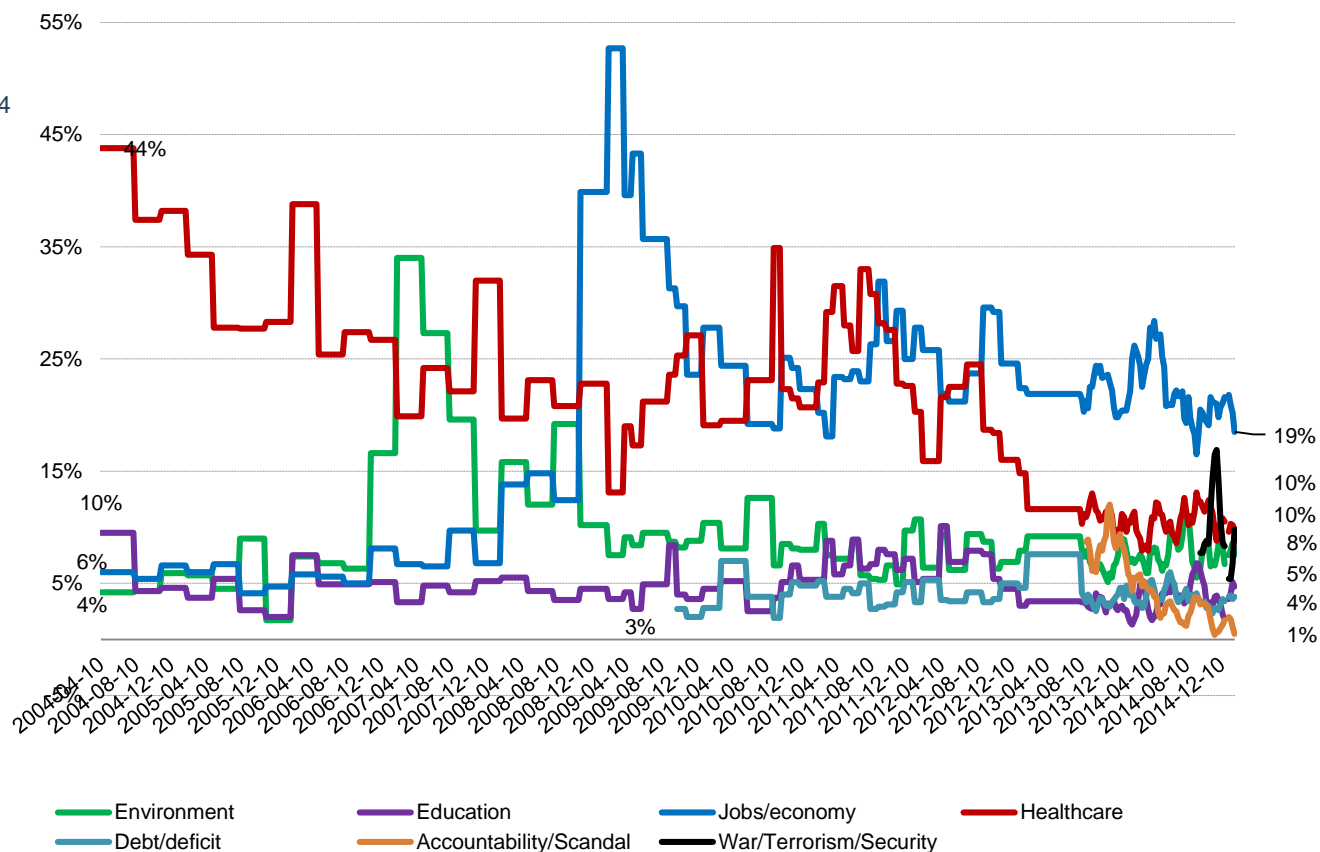
National Issue



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

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Weekly Tracking (Four week rolling average ending January 23rd, 2015, n=1,000)



Federal Party Accessible Voters

Nanos Weekly Tracking



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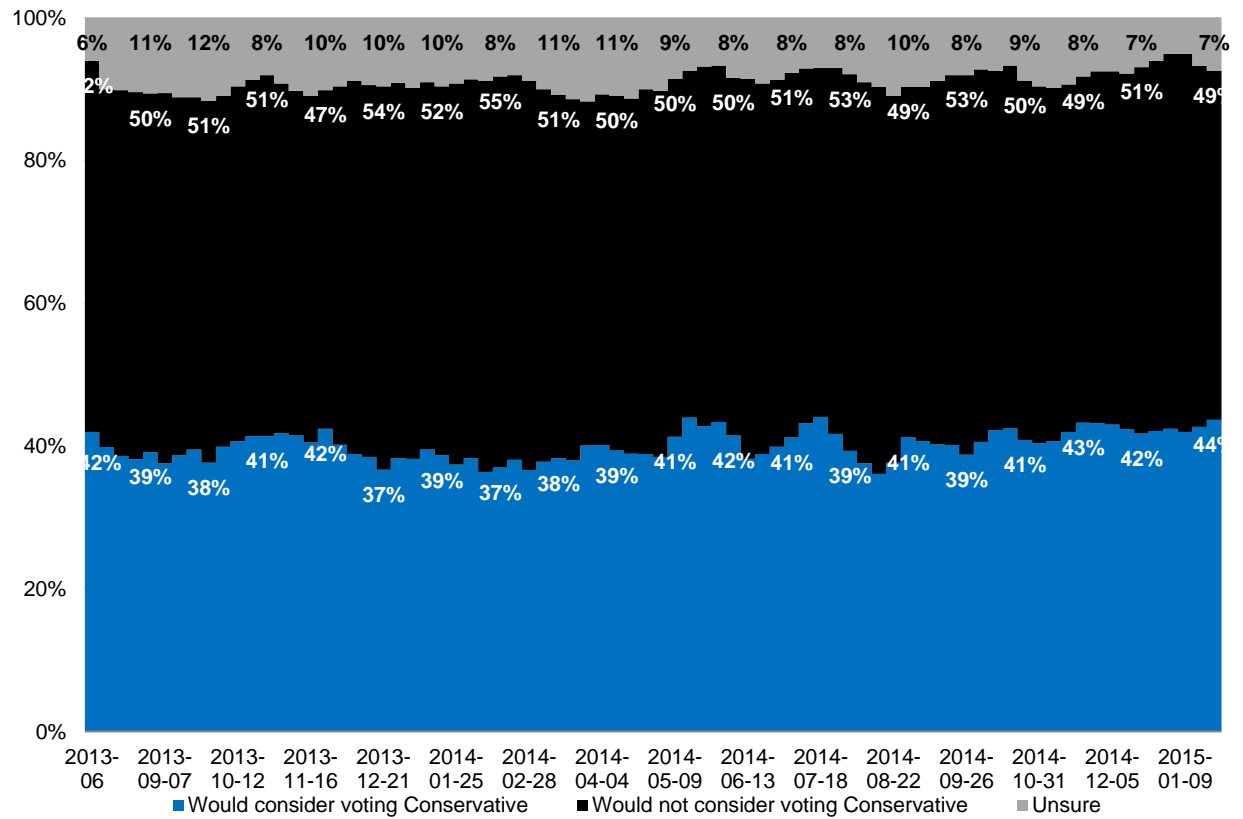
*A proven track
record of accuracy*

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 January 23rd, 2015, n=1,000)



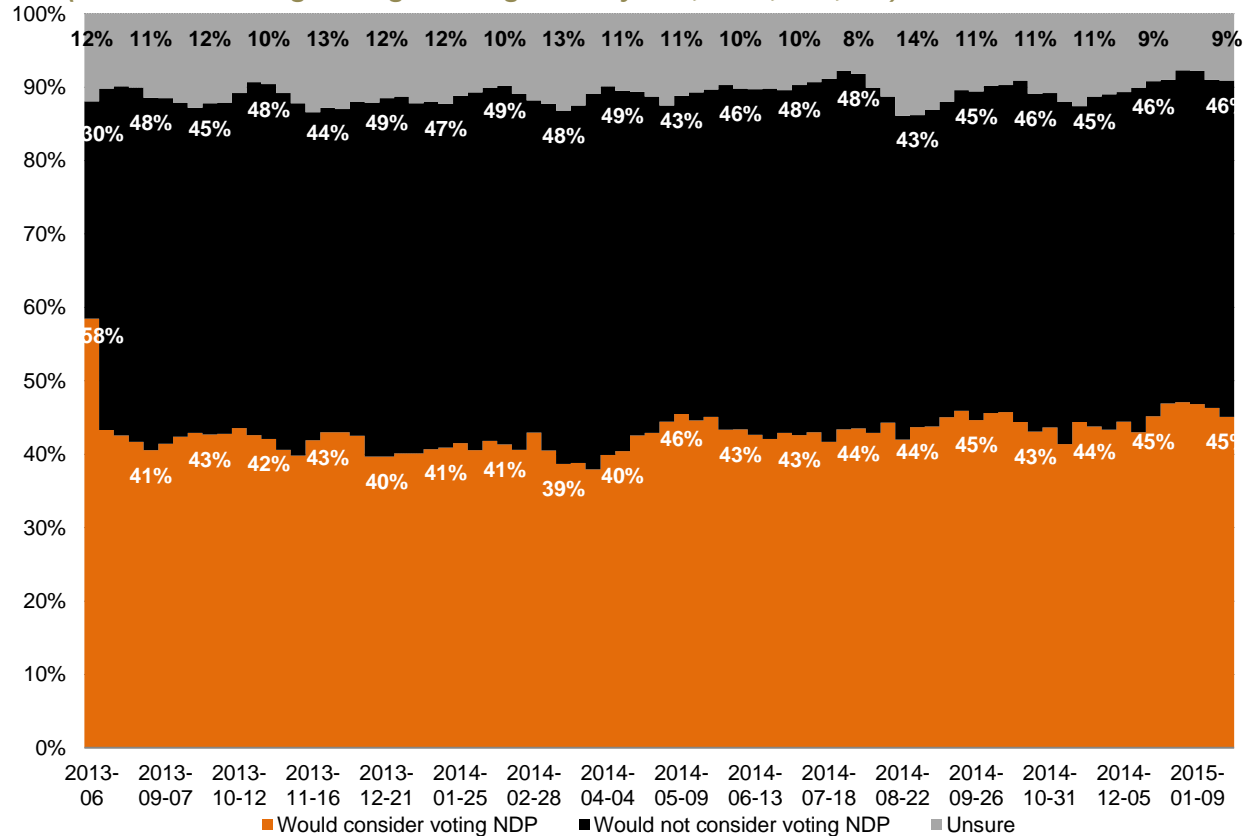
Consider NDP



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

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National – Weekly Tracking
(Four week rolling average ending January 23rd, 2015, n=1,000)



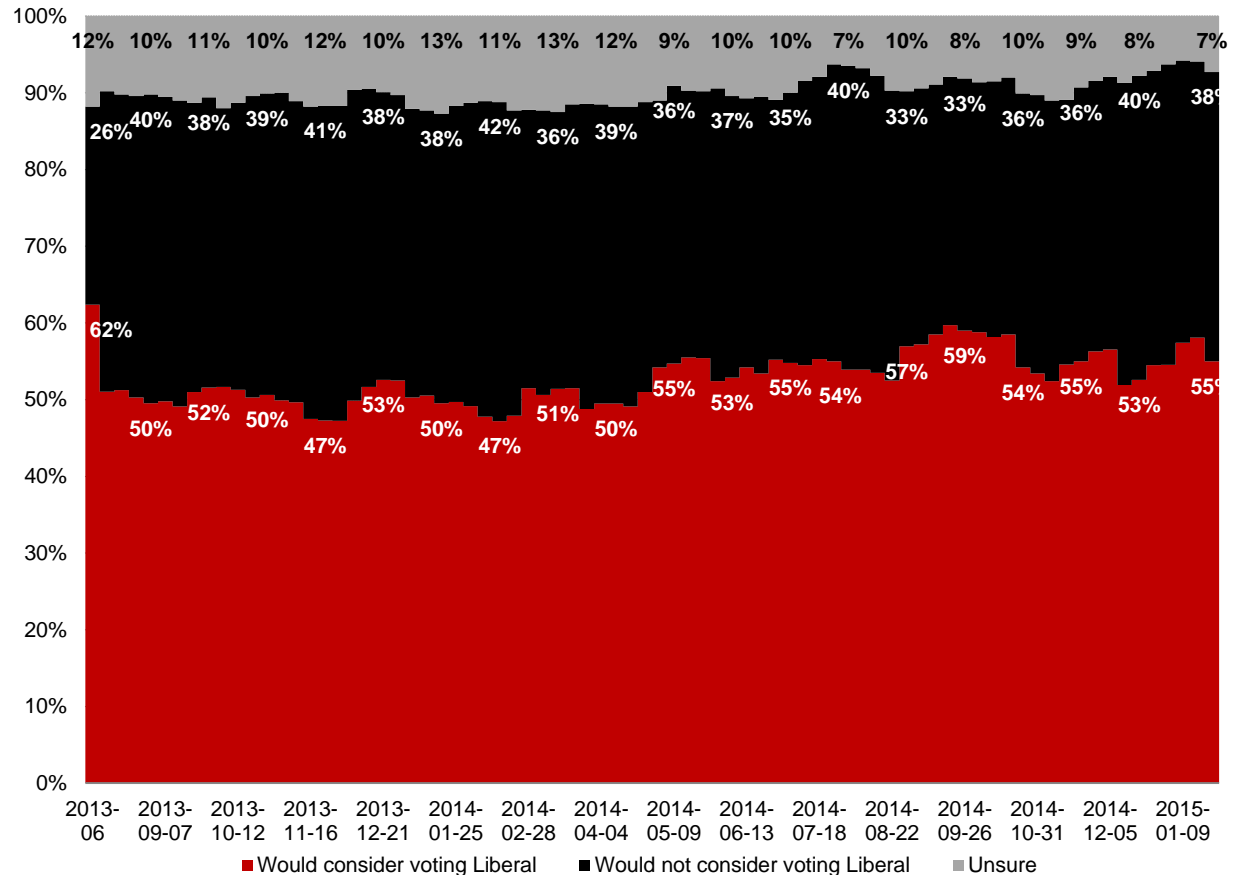
Consider Liberal



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

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National – Weekly Tracking
(Four week rolling average ending January 23rd, 2015, n=1,000)



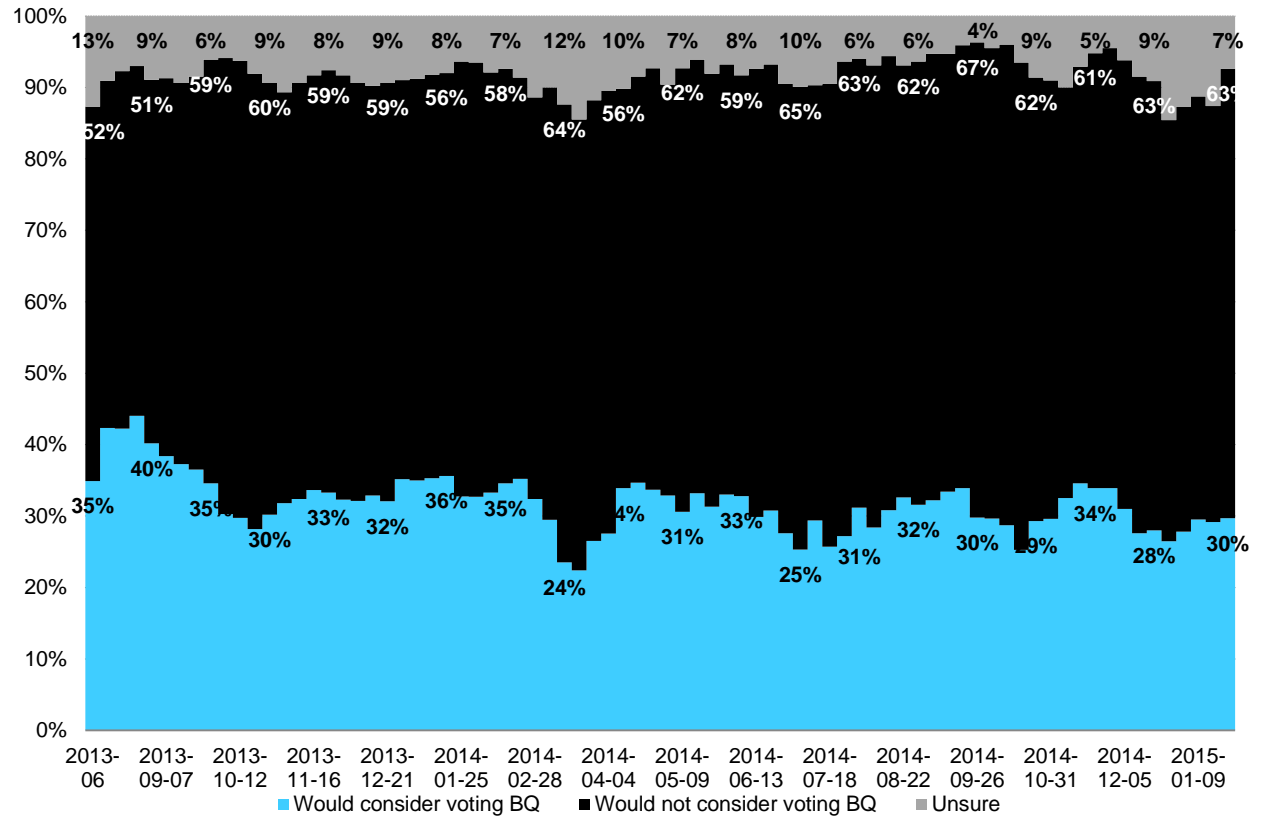
Consider Bloc



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

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Quebec only – Weekly Tracking
 Four week rolling average ending January 23rd, 2015, n=248



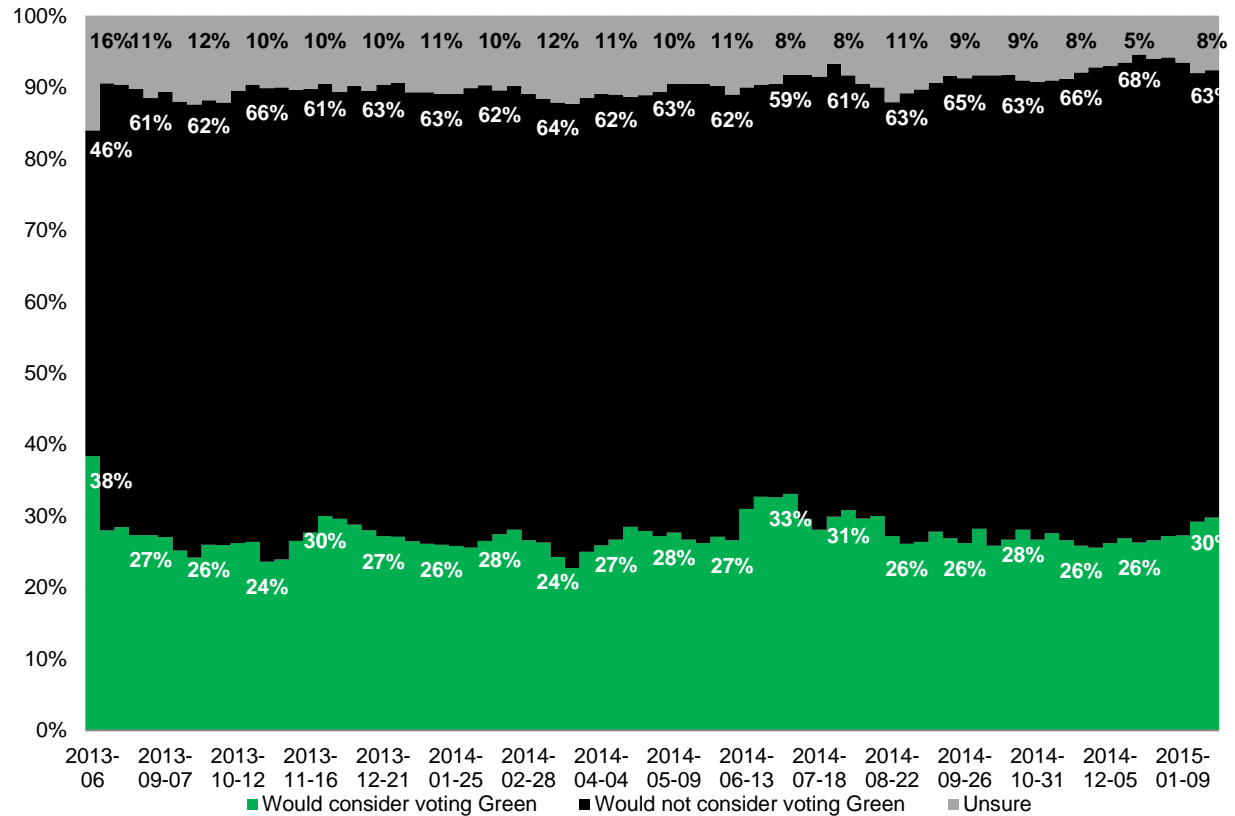
Consider Green



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

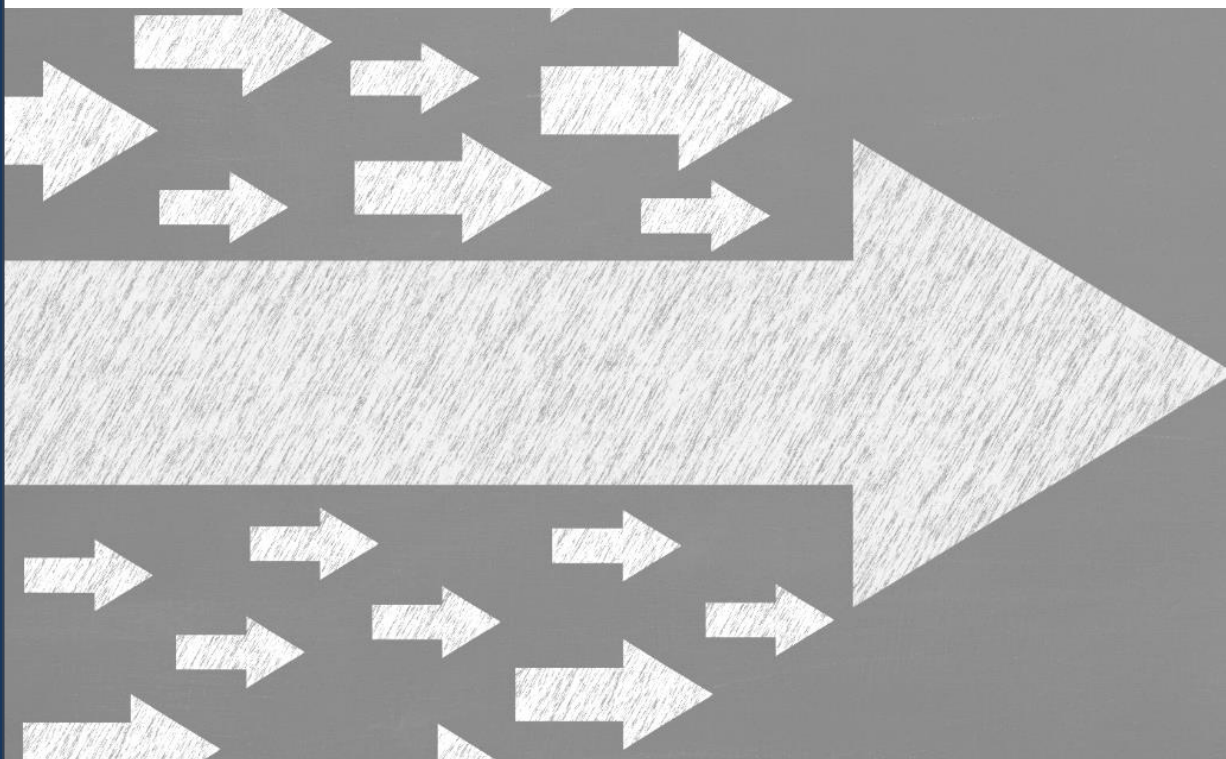
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National – Weekly Tracking
(Four week rolling average ending January 23rd, 2015, n=1,000)



Tracking on the Federal Political Leaders

Nanos Weekly Tracking



*Winning solutions
for decision-makers*

Prime Minister

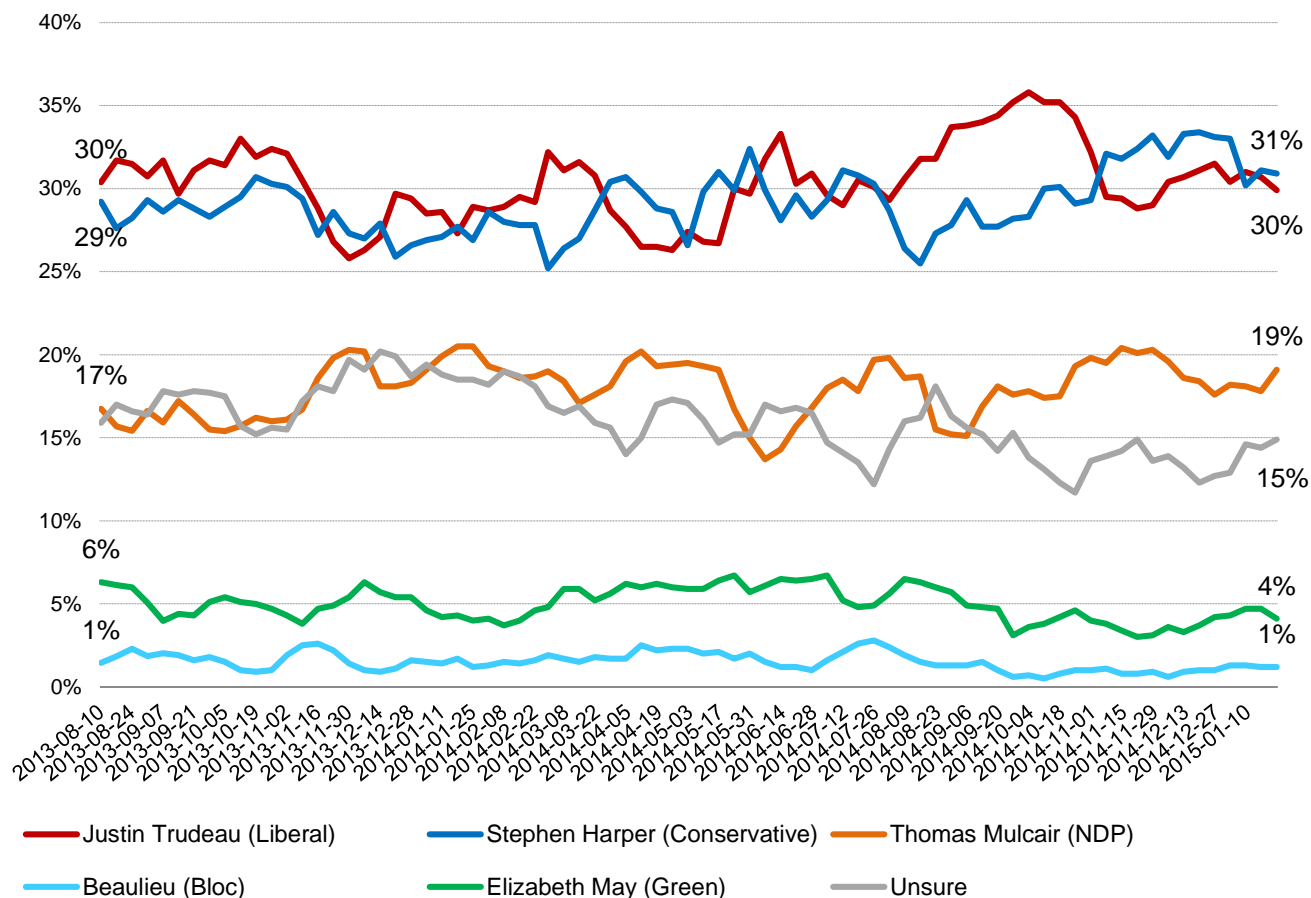


Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

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National – Weekly Tracking – First Ranked Choice
 (Four week rolling average ending January 23rd, 2015, n=1,000)



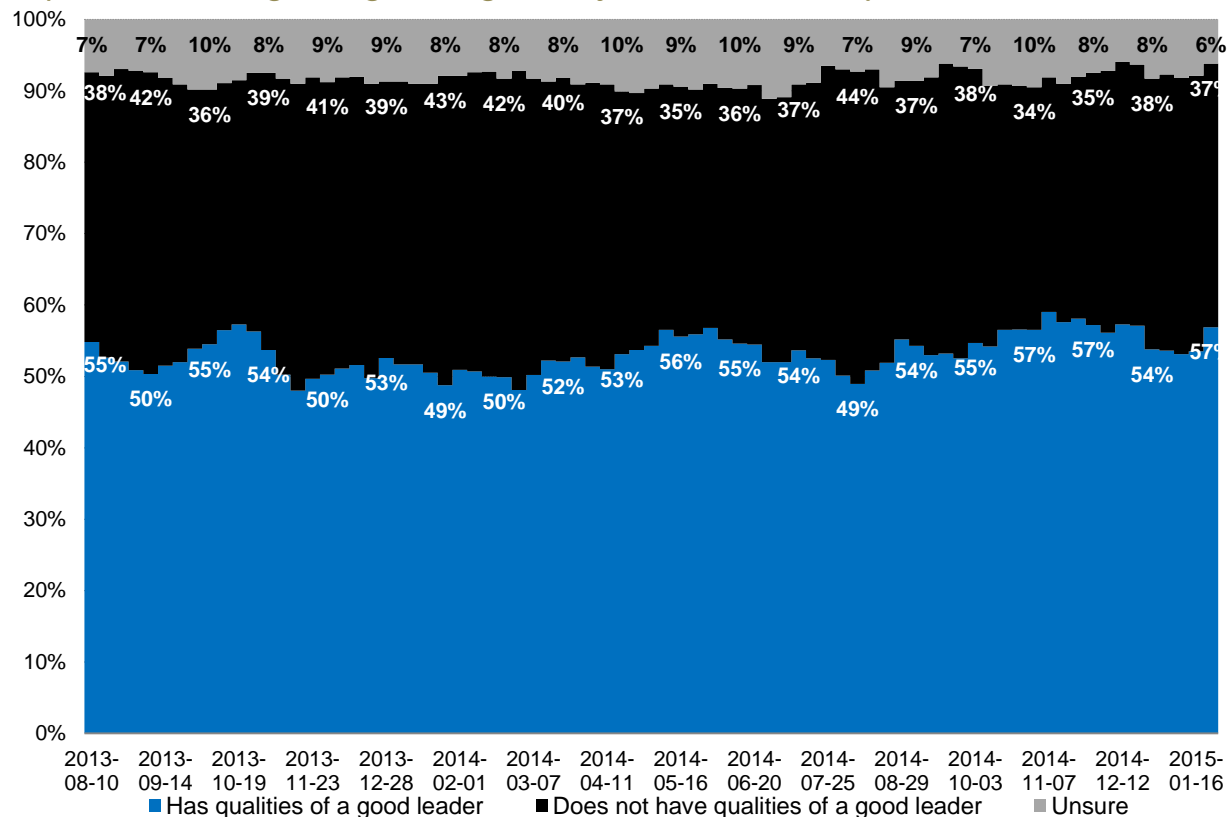
Harper



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

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National – Weekly Tracking
 (Four week rolling average ending January 23rd, 2015, n=1,000)



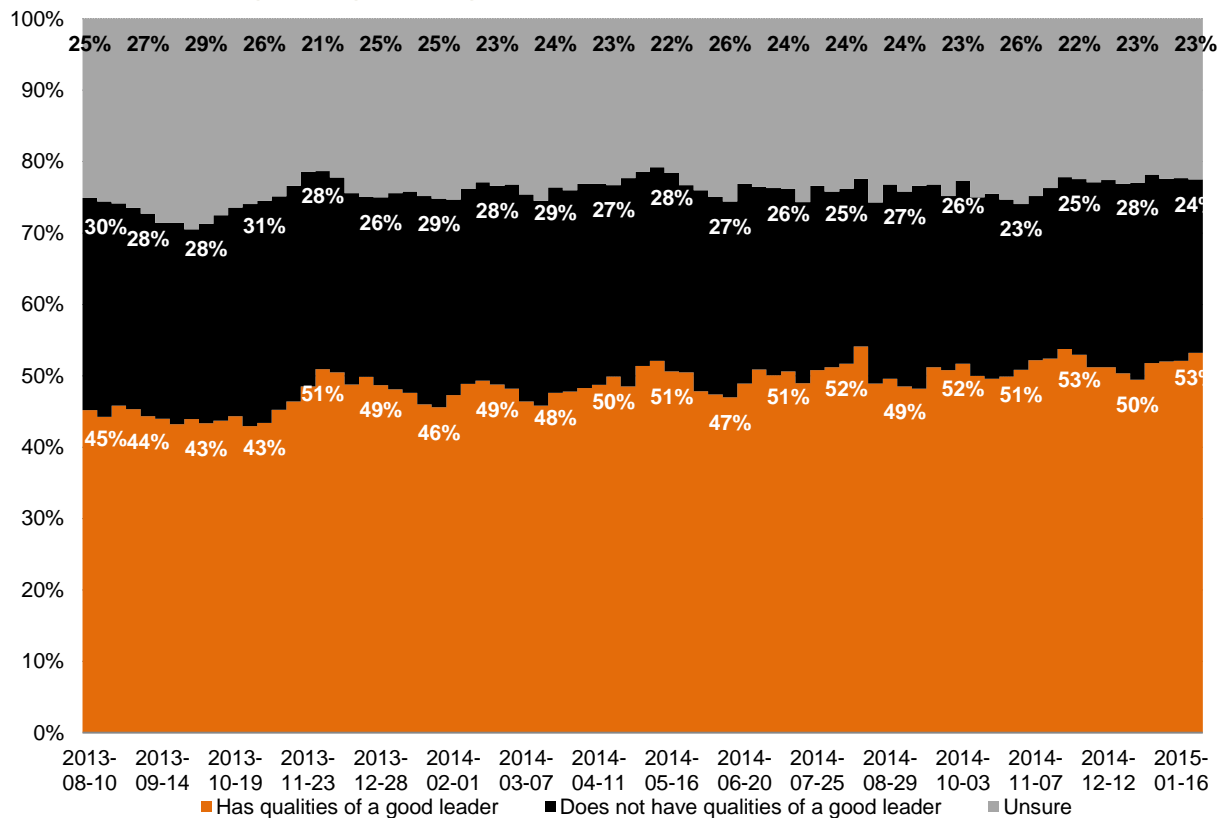
Mulcair



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

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National – Weekly Tracking
 (Four week rolling average ending January 23rd, 2015, n=1,000)



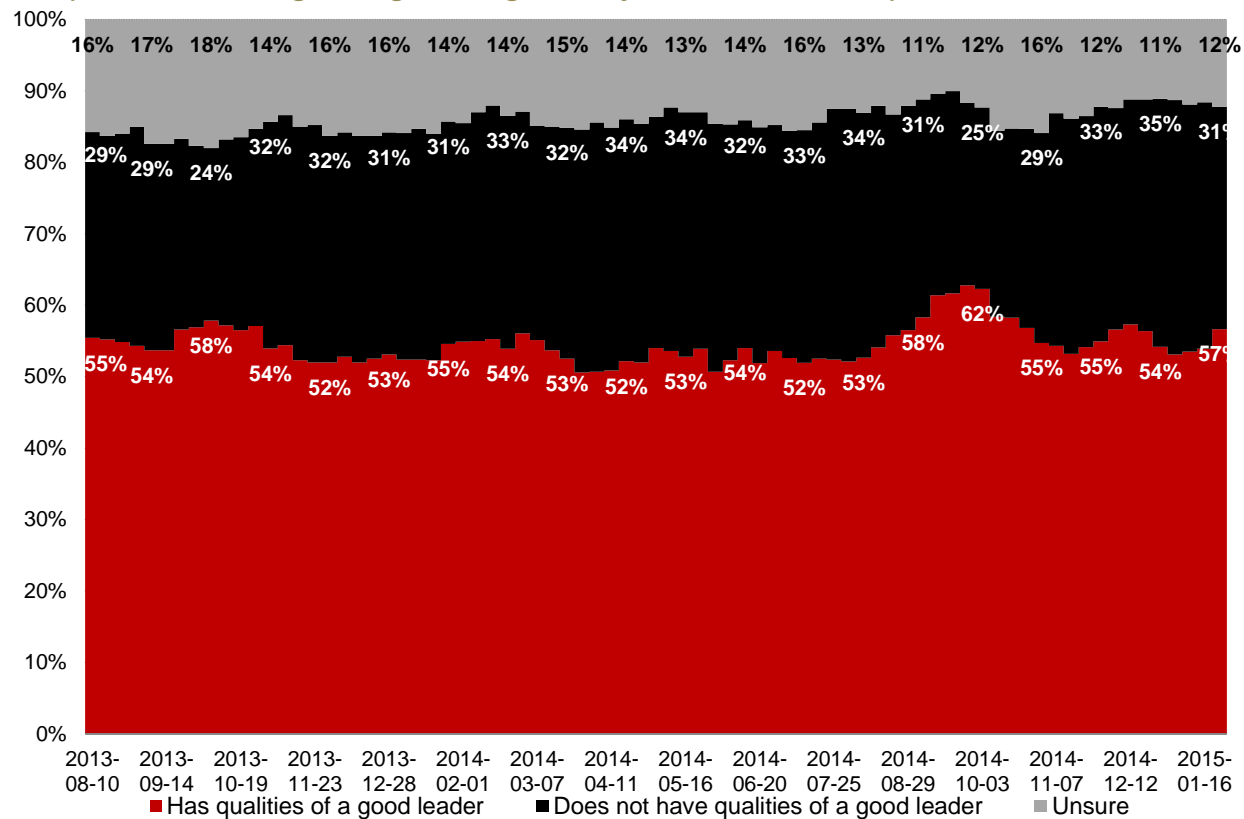
Trudeau



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

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 nnanos@nanosresearch.com

National – Weekly Tracking
 (Four week rolling average ending January 23rd, 2015, n=1,000)



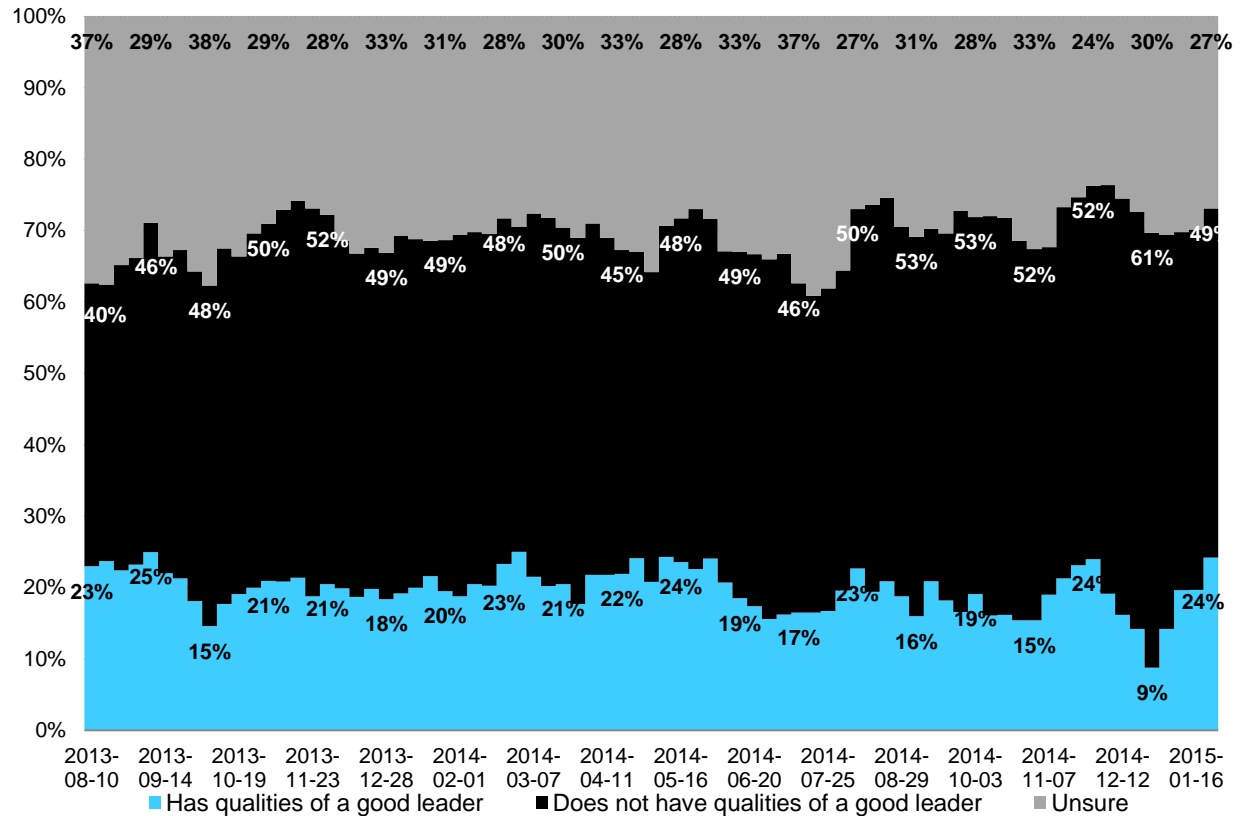
Beaulieu



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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Quebec only – Weekly Tracking (Four week rolling average ending January 23rd, 2015, n=248)



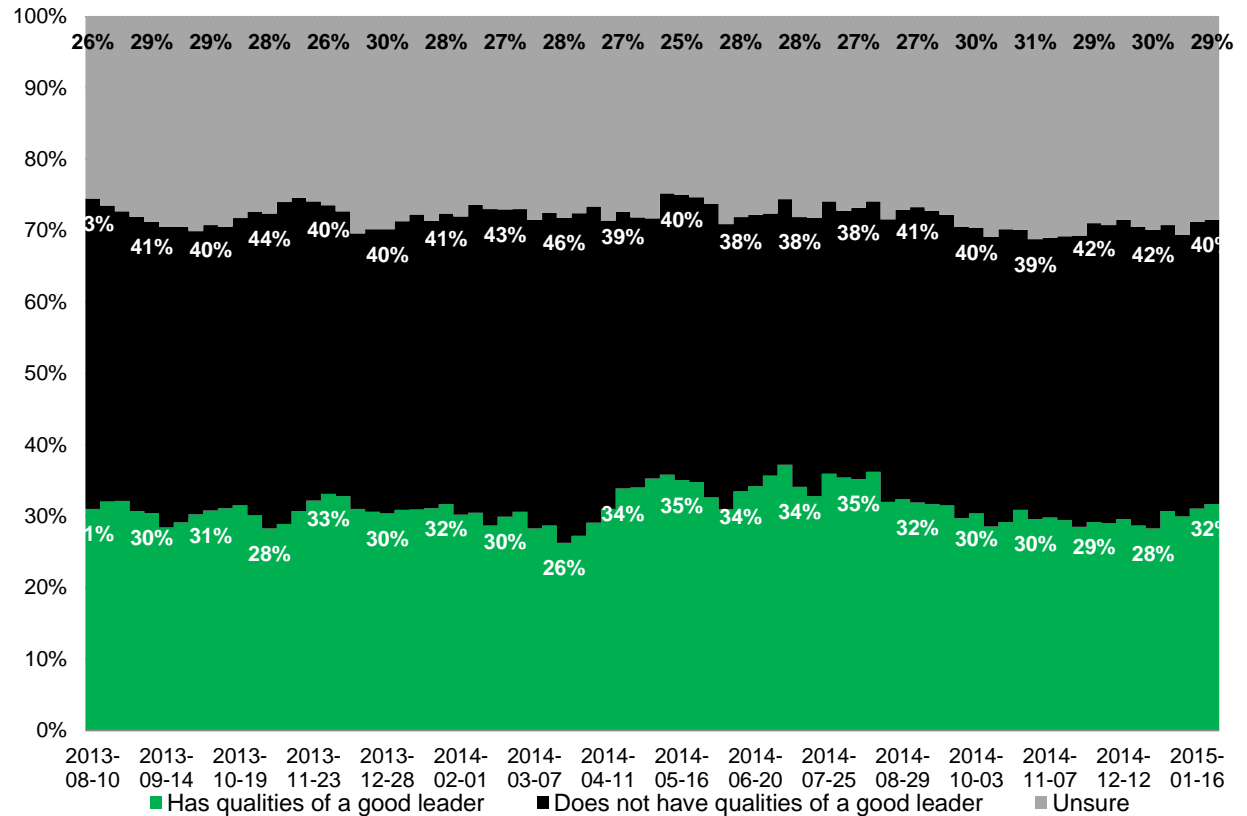
May



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

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 nnanos@nanosresearch.com

National – Weekly Tracking
 (Four week rolling average ending January 23rd, 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 23rd, 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

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