

# Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending March 13, 2015  
(released March 18, 2015)



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# Weekly Nanos Party Power Index



## Liberals register 56 points, Conservatives near 84 week high on Nanos Party Power Index (Released 03/18/2015)

Although the Liberals still outscore the Conservatives on the weekly Nanos Party Power Index, for the past two weeks, the Conservatives have been at or near an 84 week high on the index. The latest tracking has the Liberals with 56 out of a possible 100 points, followed by the Conservatives at 54 points, the NDP at 49 points, the Greens at 32 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. It is a random telephone survey conducted with live agents, reaching out to Canadians through a land- and cell-line dual frame sample.

Harper has a marginal advantage over Trudeau on the preferred Prime Minister front. Thirty-four per cent of Canadians preferred Harper as PM, followed by 30 per cent who preferred Trudeau, 16 per cent who preferred Mulcair, four per cent who preferred May and 14 per cent who were unsure.

Asked a series of independent questions as to whether they would consider or not consider voting for each of the federal parties, 51 per cent of Canadians would consider voting Liberal while 43 per cent would consider voting Conservative, 42 per cent would consider voting NDP and 23 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.

Contact: Nik Nanos

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## Data Summary

		This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Mar 2014)	12 Month High	12 Month Low	12 Month Average
<b>Canada Party Power Index</b>									
	Liberal	56.4	56.7	56.9	56.9	57.7	60.7	54.8	56.9
	Conservative	54.3	54.3	53.5	53.1	50.9	54.3	48.4	51.4
	NDP	49.0	48.9	48.2	49.3	48.2	52.2	47.4	49.2
	Green	31.5	30.9	30.1	31.0	31.9	35.2	30.1	32.1
	Bloc	27.3	26.7	26.3	27.1	28.0	29.0	22.9	26.7
<b>Party Consider</b>									
	Liberal	51.4%	52.2%	53.0%	51.9%	51.4%	59.7%	48.8%	54.2%
	Conservative	43.4%	43.6%	44.5%	42.4%	38.3%	44.7%	36.1%	41.2%
	NDP	41.6%	41.8%	44.6%	43.0%	38.7%	47.1%	37.9%	43.5%
	Bloc	32.2%	33.0%	32.9%	27.6%	23.5%	36.7%	22.4%	30.4%
	Green	23.4%	23.8%	26.6%	26.9%	24.3%	33.1%	22.7%	27.4%
<b>Preferred Prime Minister</b>									
	Harper	33.7%	33.7%	32.5%	33.3%	27.0%	33.7%	25.5%	30.2%
	Trudeau	30.4%	31.3%	31.4%	30.7%	31.6%	35.8%	26.3%	30.7%
	Mulcair	16.0%	16.9%	16.3%	18.6%	17.1%	20.4%	13.7%	17.8%
	May	4.2%	4.1%	3.8%	3.3%	5.9%	6.7%	3.0%	4.8%
	Beaulieu	1.8%	1.6%	1.6%	0.9%	1.5%	2.8%	0.5%	1.4%
	Unsure	13.8%	12.3%	14.4%	13.2%	16.9%	18.1%	11.7%	14.7%

# 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.

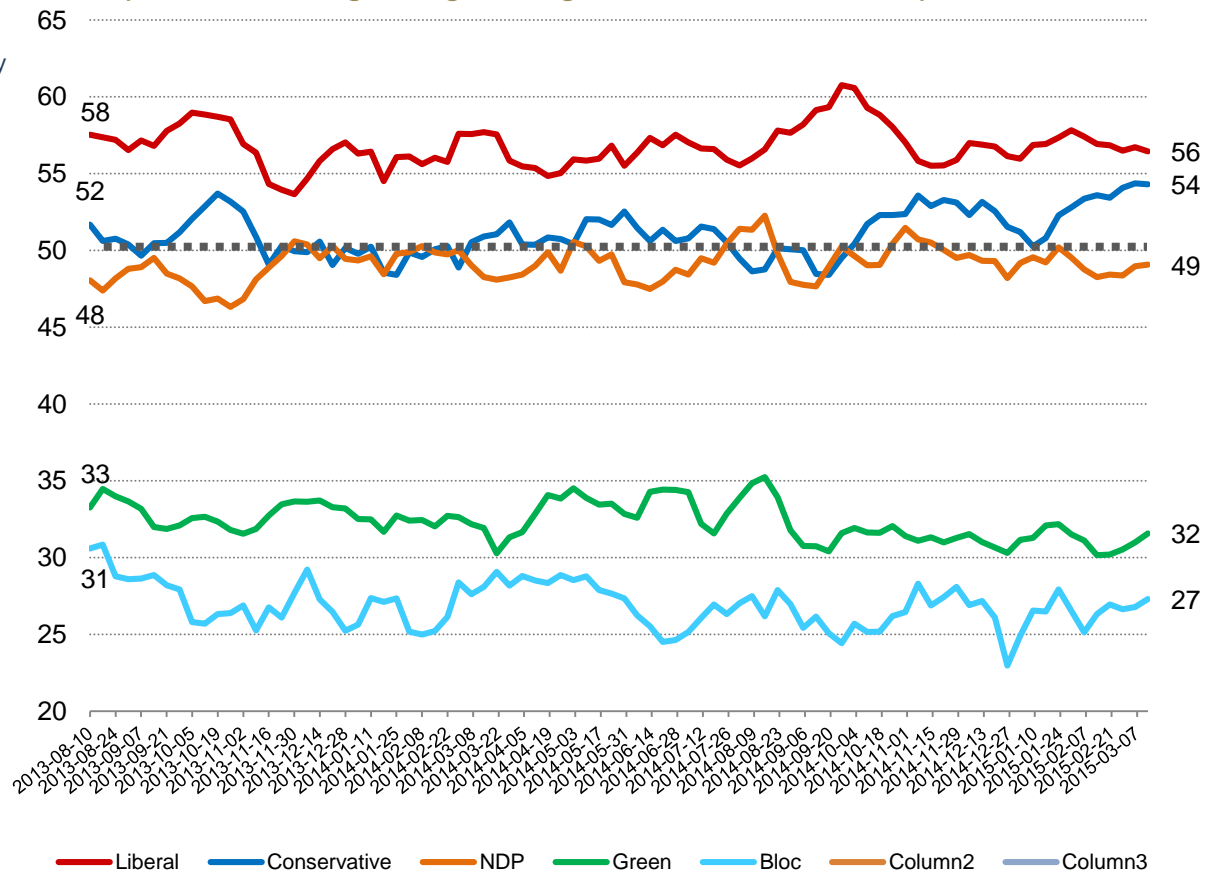
# Party Power Index



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  
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**Canada Weekly Index Tracking Scores**  
(Four week rolling average ending March 13<sup>th</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

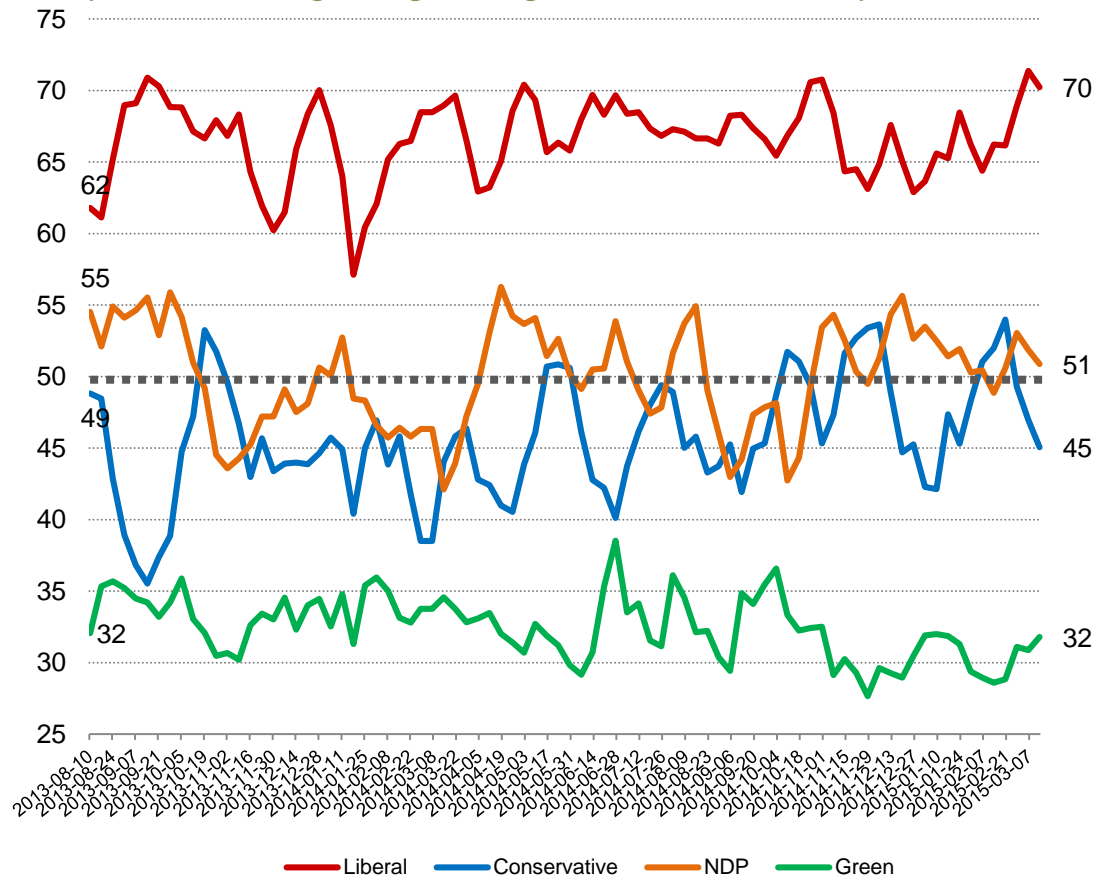
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## Atlantic Weekly Index Tracking Scores

(Four week rolling average ending March 13<sup>th</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

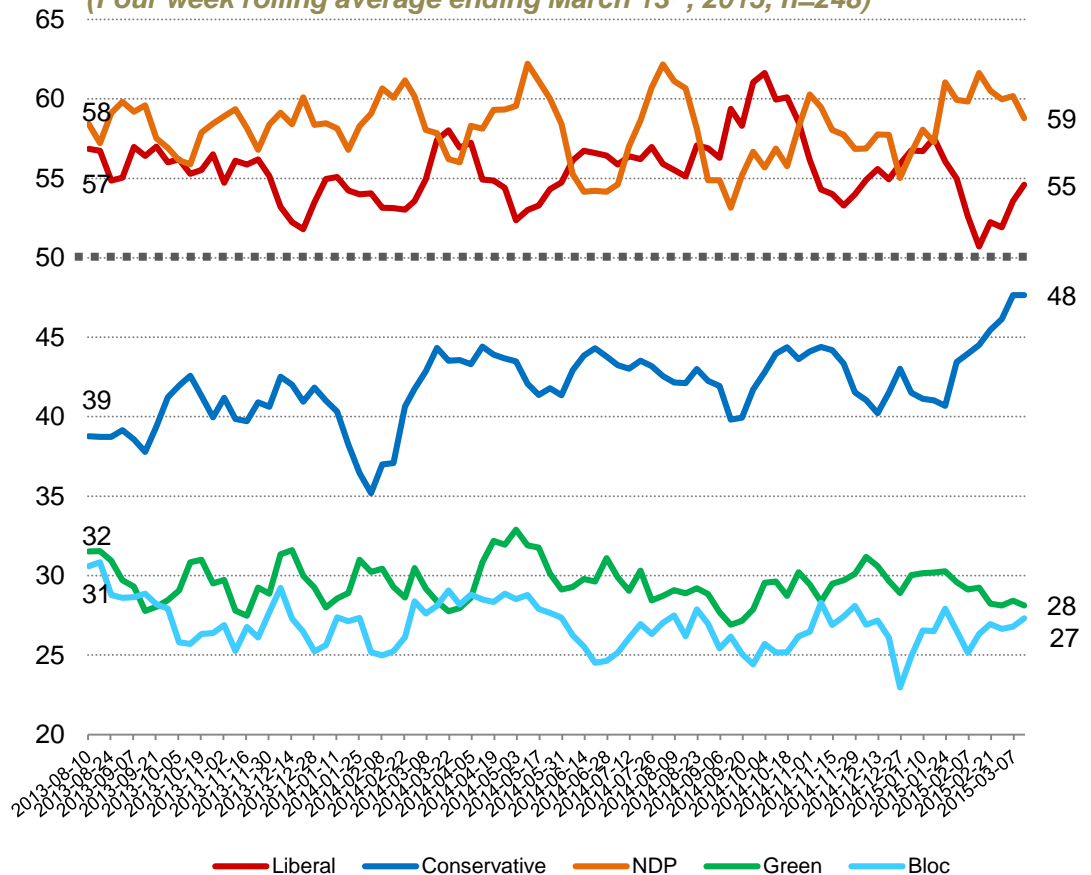
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## Quebec Weekly Index Tracking Scores

(Four week rolling average ending March 13<sup>th</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.

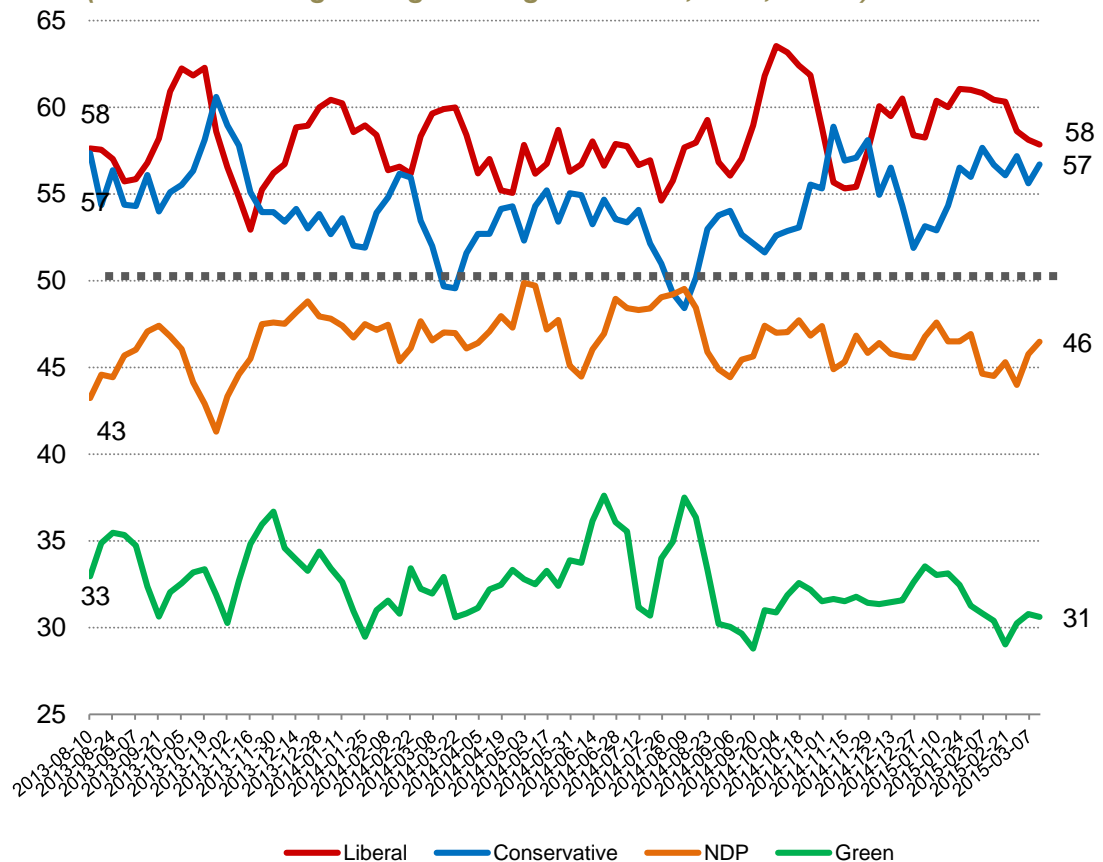
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## Ontario Weekly Index Tracking Scores (Four week rolling average ending March 13<sup>th</sup>, 2015, n=300)



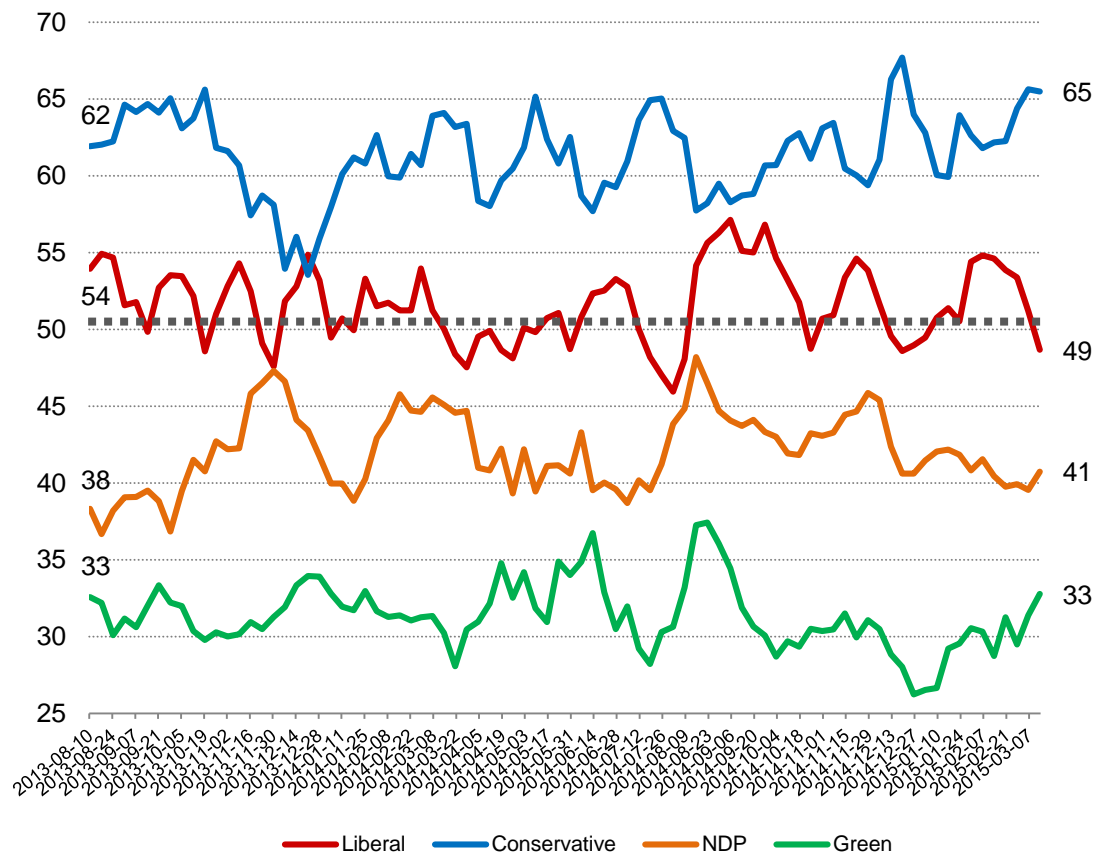
# Party Power Index



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 March 13<sup>th</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.

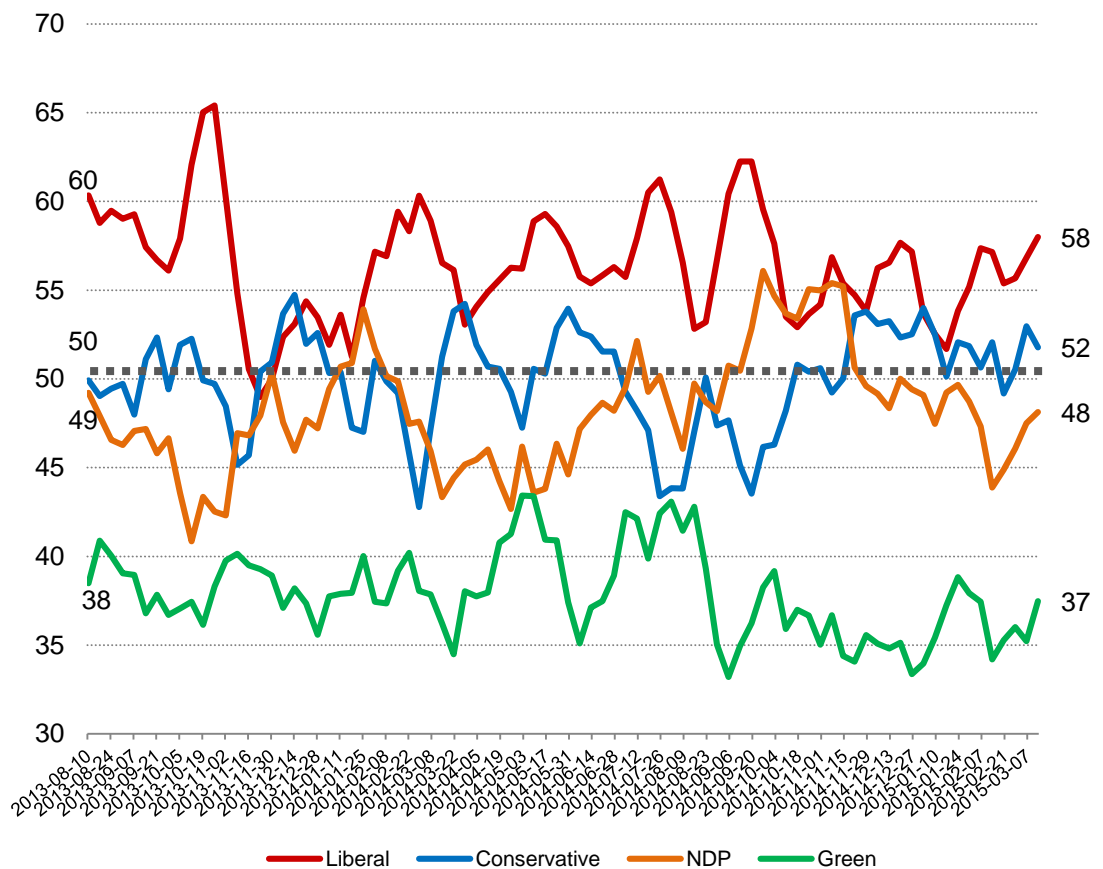
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## *British Columbia Weekly Index Tracking Scores (Four week rolling average ending March 13<sup>th</sup>, 2015, n=152)*



# *Party Power Index Tracking by Age*

*Nanos Weekly Tracking*



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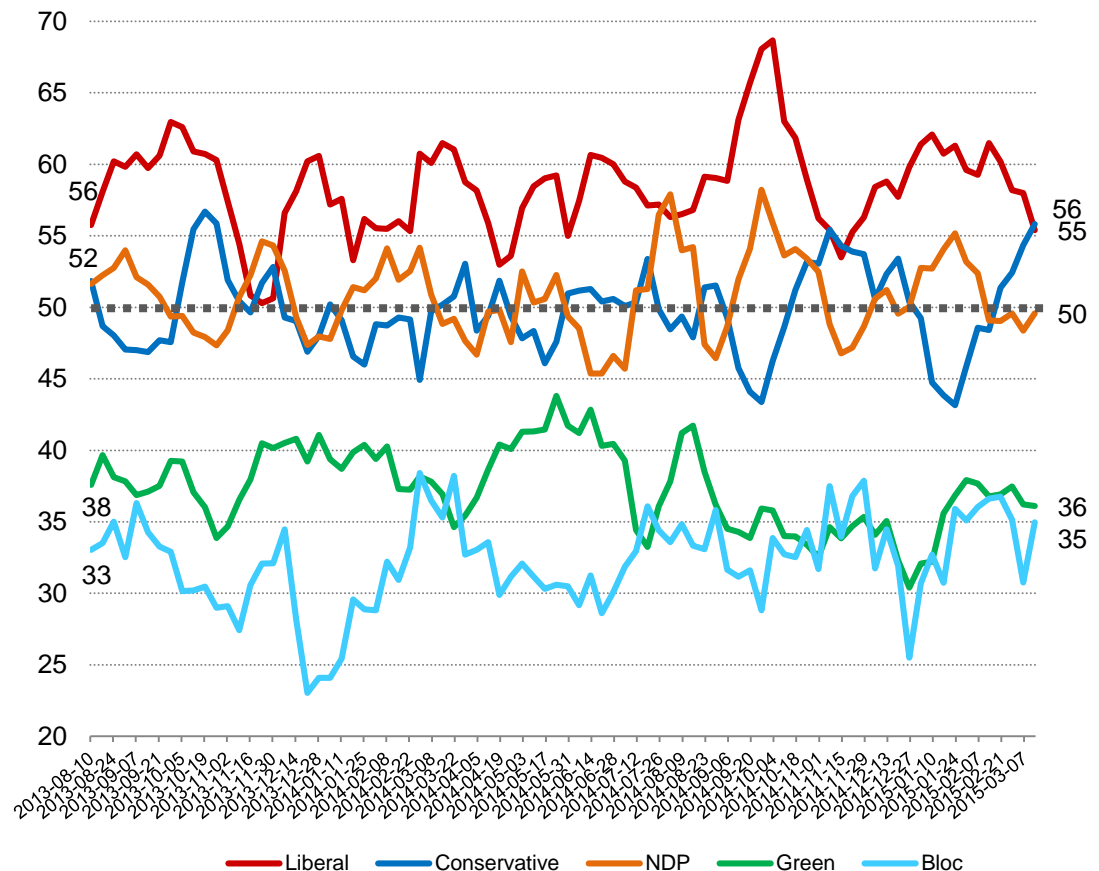
# Party Power Index



The Nanos Party Power Index Tracking for the 18 to 29 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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**18 to 29 Weekly Index Tracking Scores**  
(Four week rolling average ending March 13<sup>th</sup>, 2015, n=205)





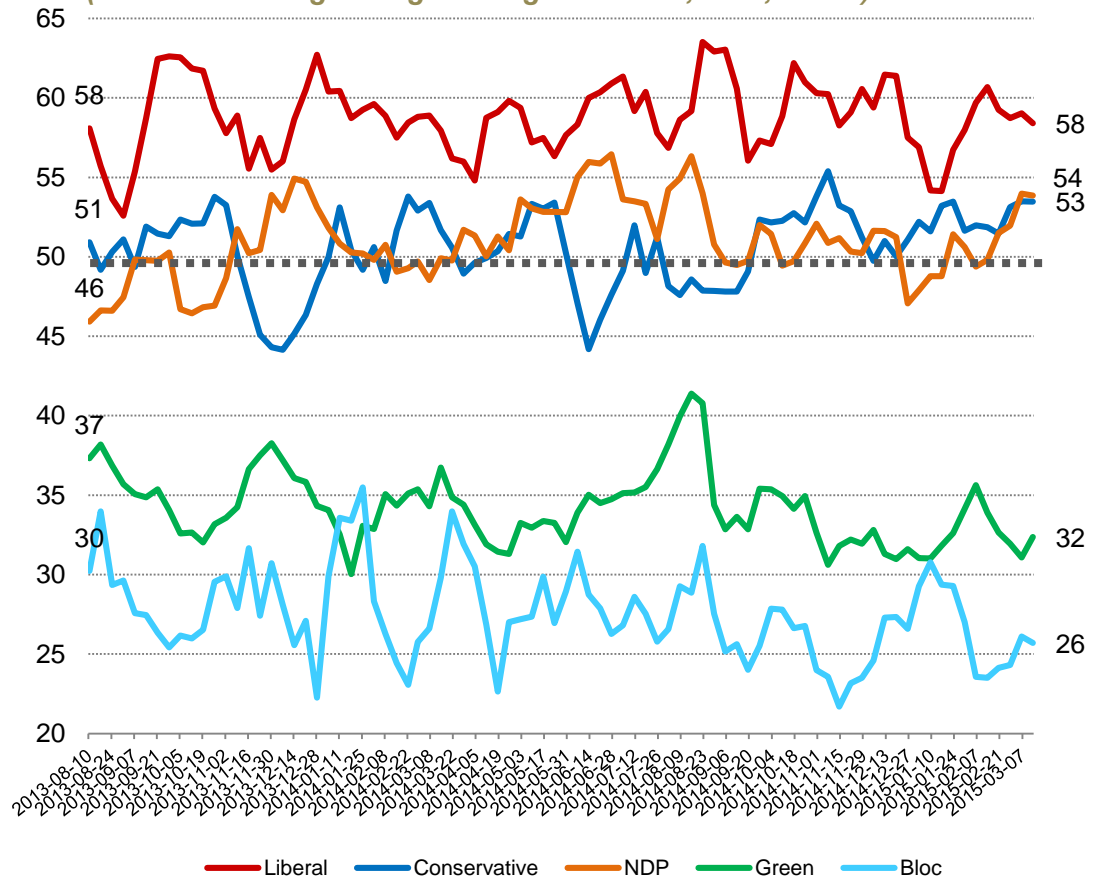
# Party Power Index



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  
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**30 to 39 Weekly Index Tracking Scores**  
(Four week rolling average ending March 13<sup>th</sup>, 2015, n=169)



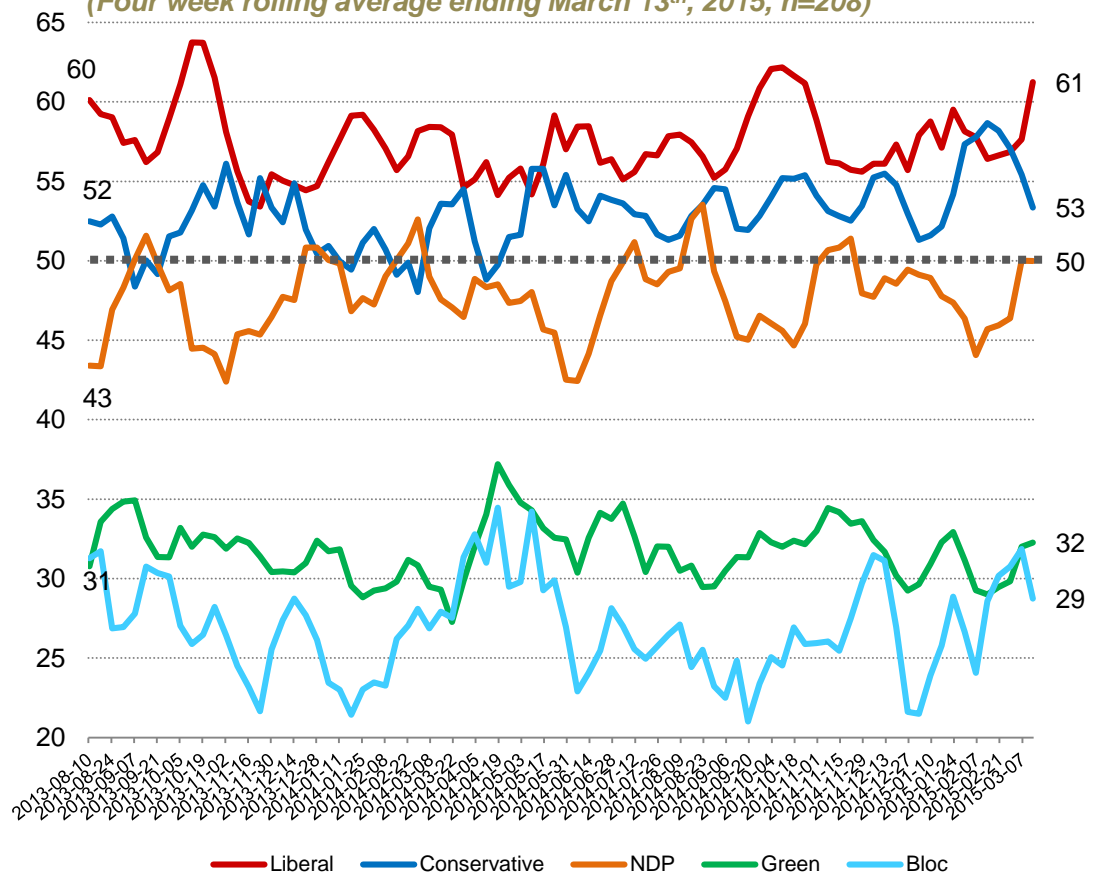
# Party Power Index



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  
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**40 to 49 Weekly Index Tracking Scores**  
(Four week rolling average ending March 13<sup>th</sup>, 2015, n=208)



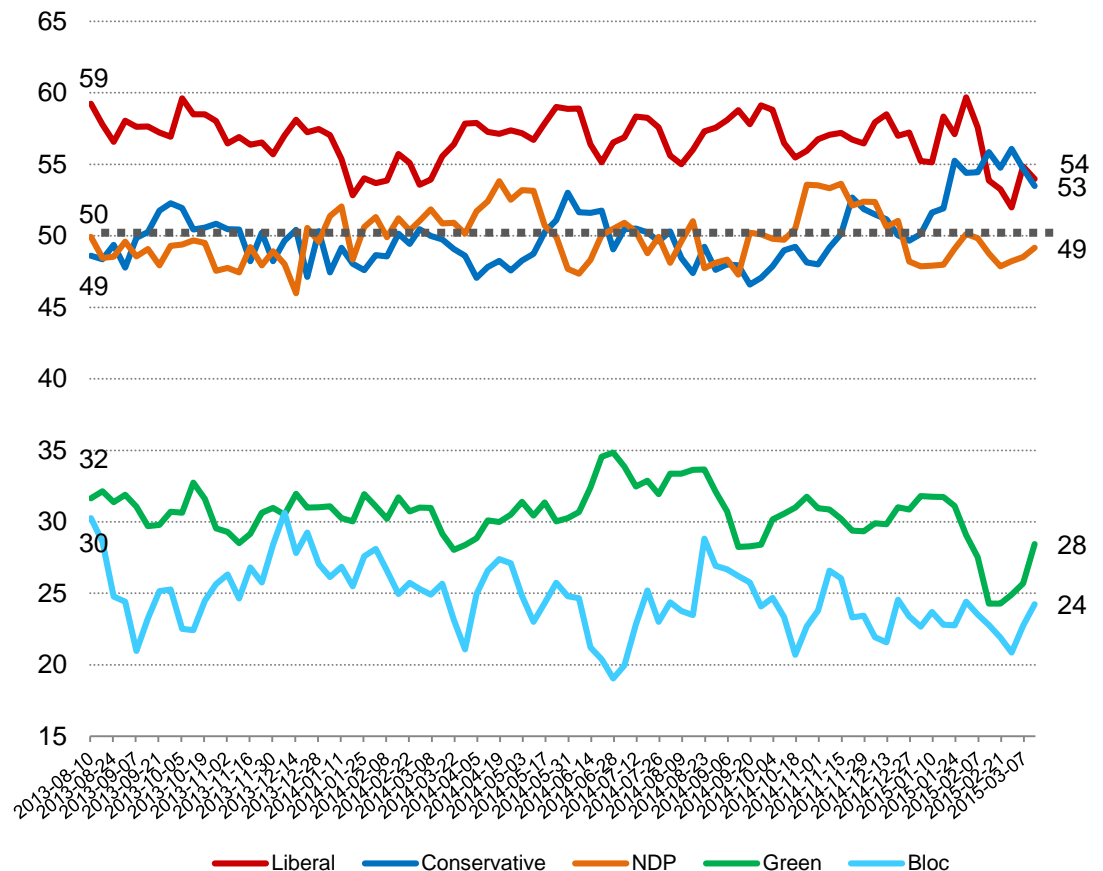
# Party Power Index



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  
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## 50 to 59 Weekly Index Tracking Scores (Four week rolling average ending March 13<sup>th</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

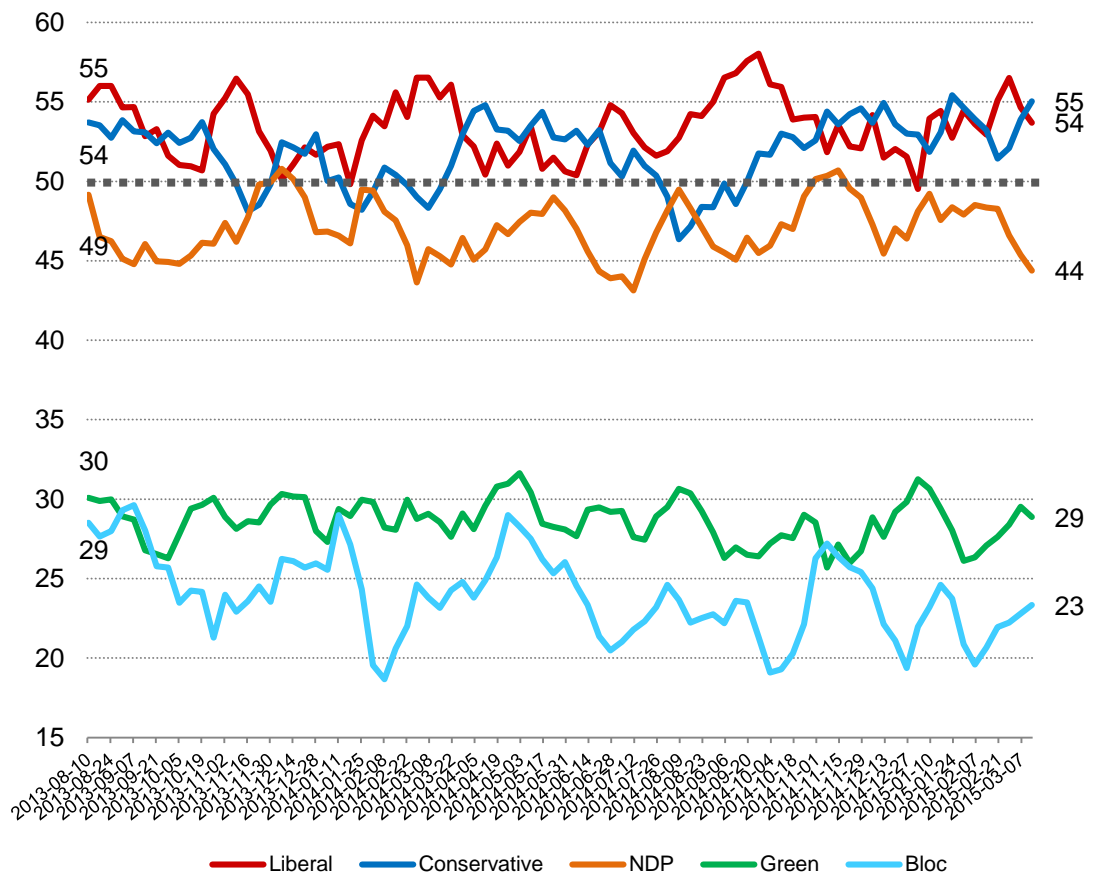
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## 60 plus Weekly Index Tracking Scores

(Four week rolling average ending March 13<sup>th</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

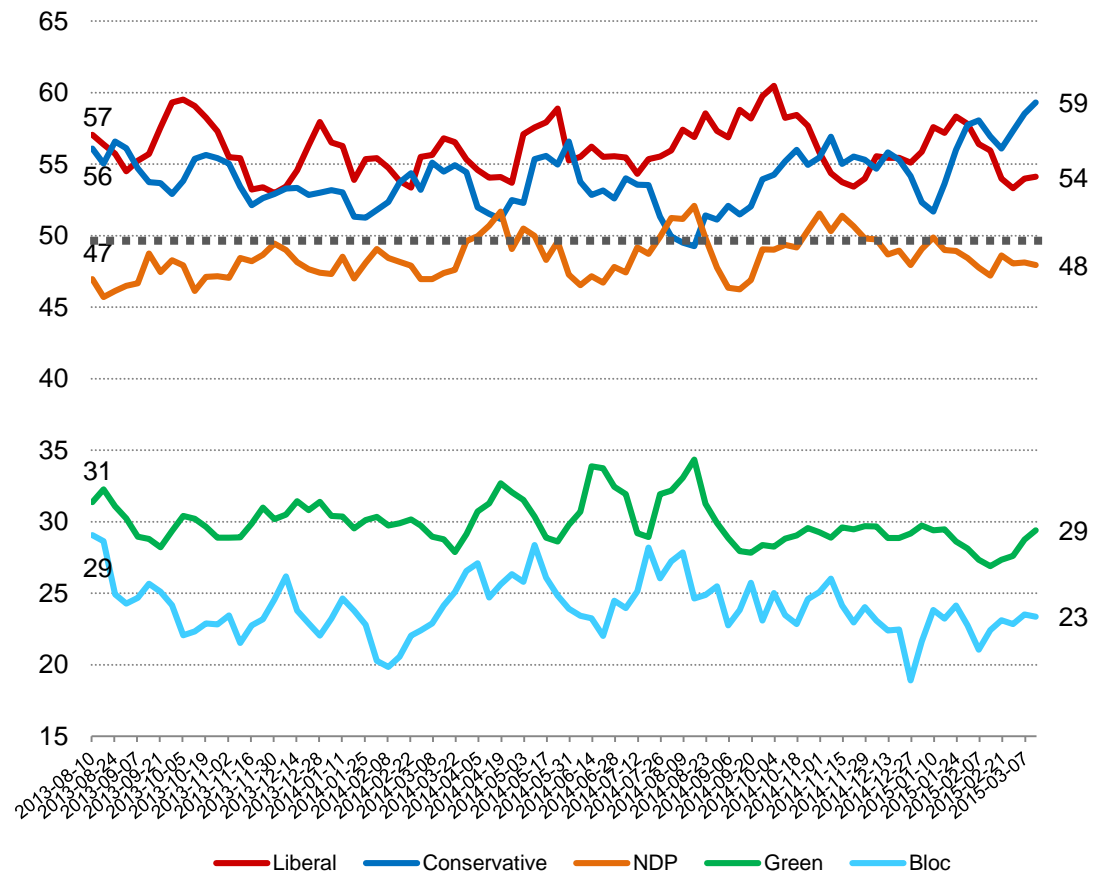
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

## Male Weekly Index Tracking Scores

(Four week rolling average ending March 13<sup>th</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

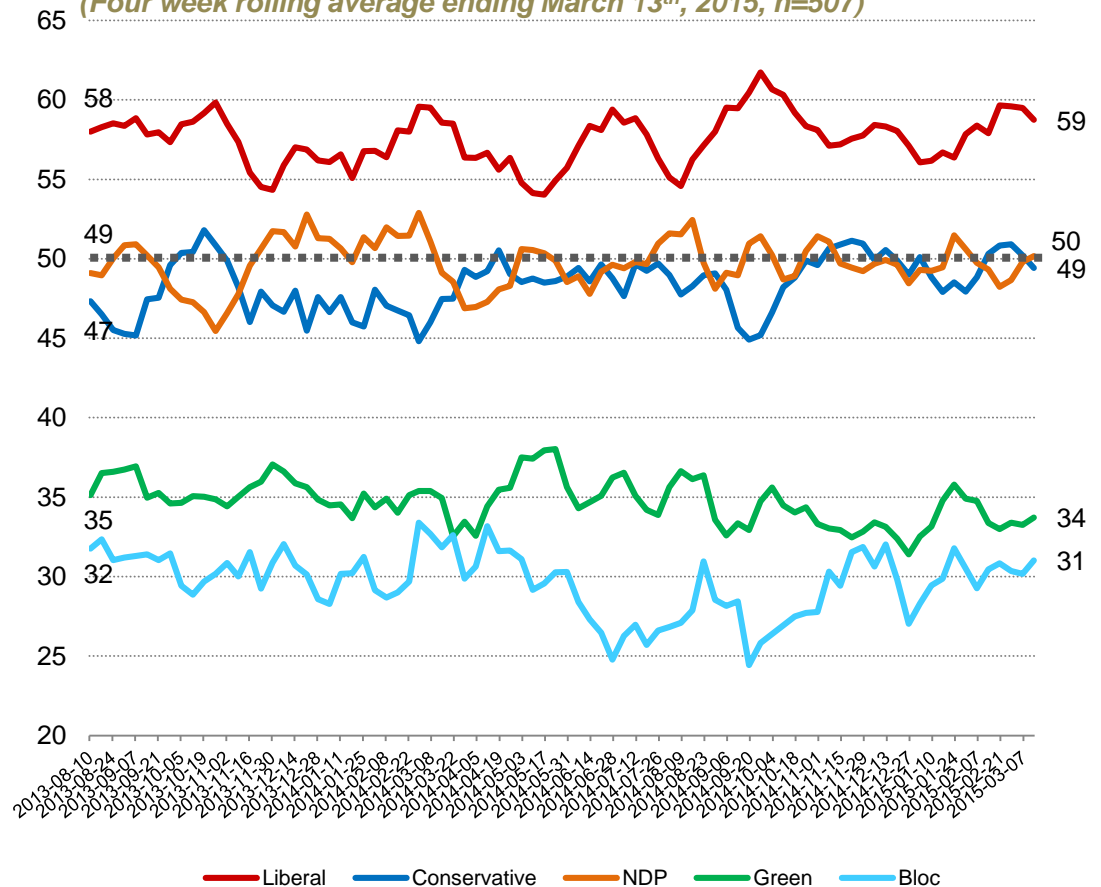
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

## Female Weekly Index Tracking Scores

(Four week rolling average ending March 13<sup>th</sup>, 2015, n=507)



# *National Political Tracking Numbers*

*Nanos Weekly Tracking*



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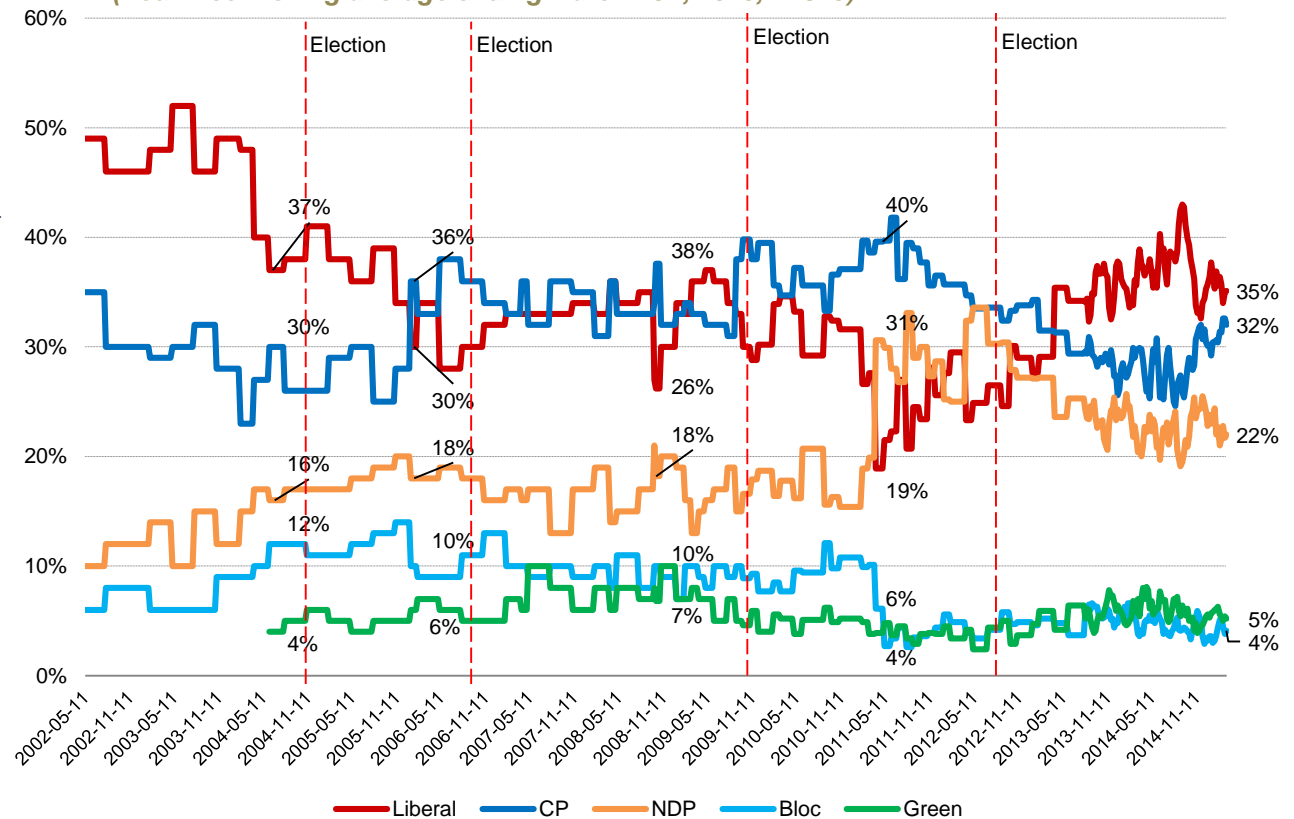
# National Ballot



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

Contact: Nik Nanos  
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**Weekly Tracking – First Ranked Choice**  
(Four week rolling average ending March 13<sup>th</sup>, 2015, n=825)



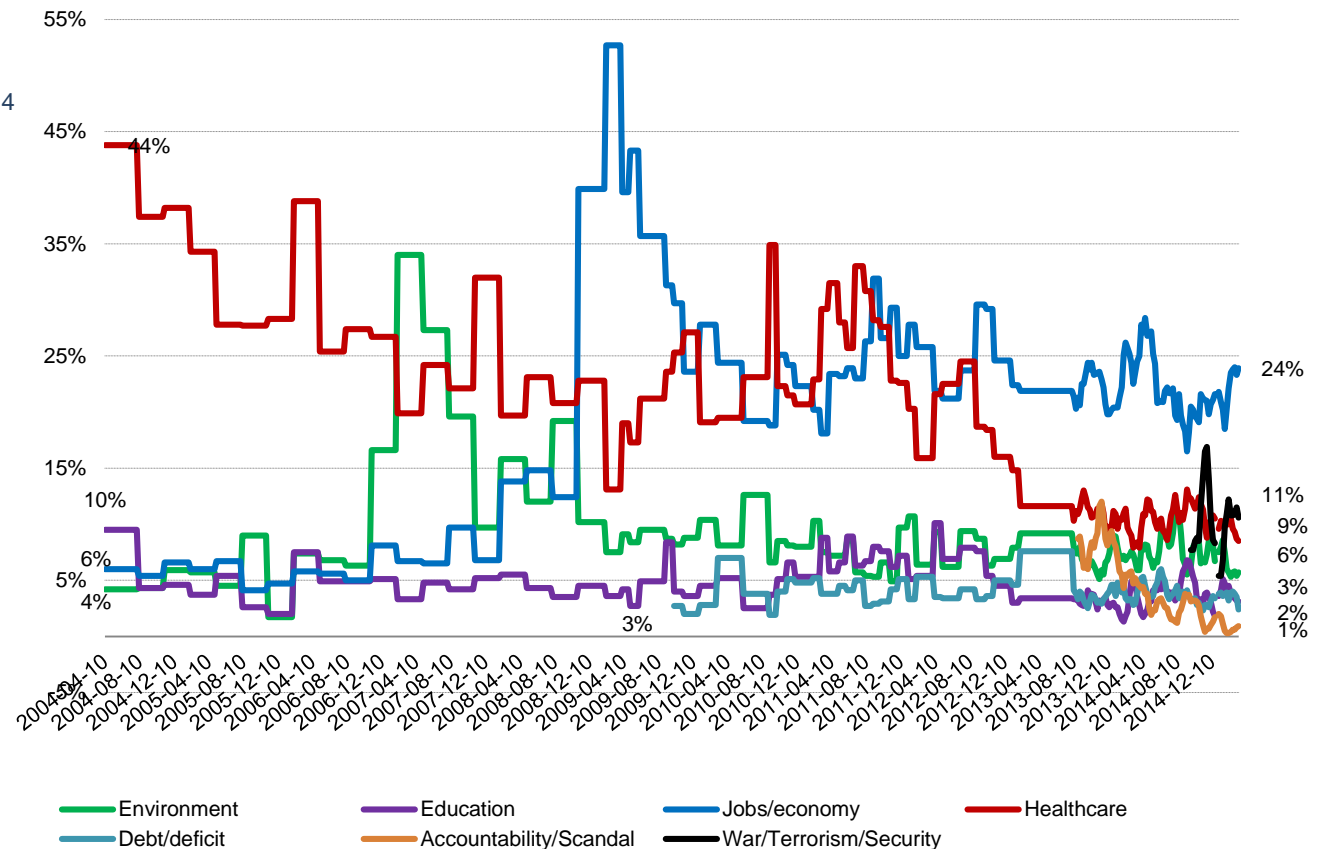
# National Issue



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

Contact: Nik Nanos  
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nnanos@nanosresearch.com

## Weekly Tracking (Four week rolling average ending March 13<sup>th</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

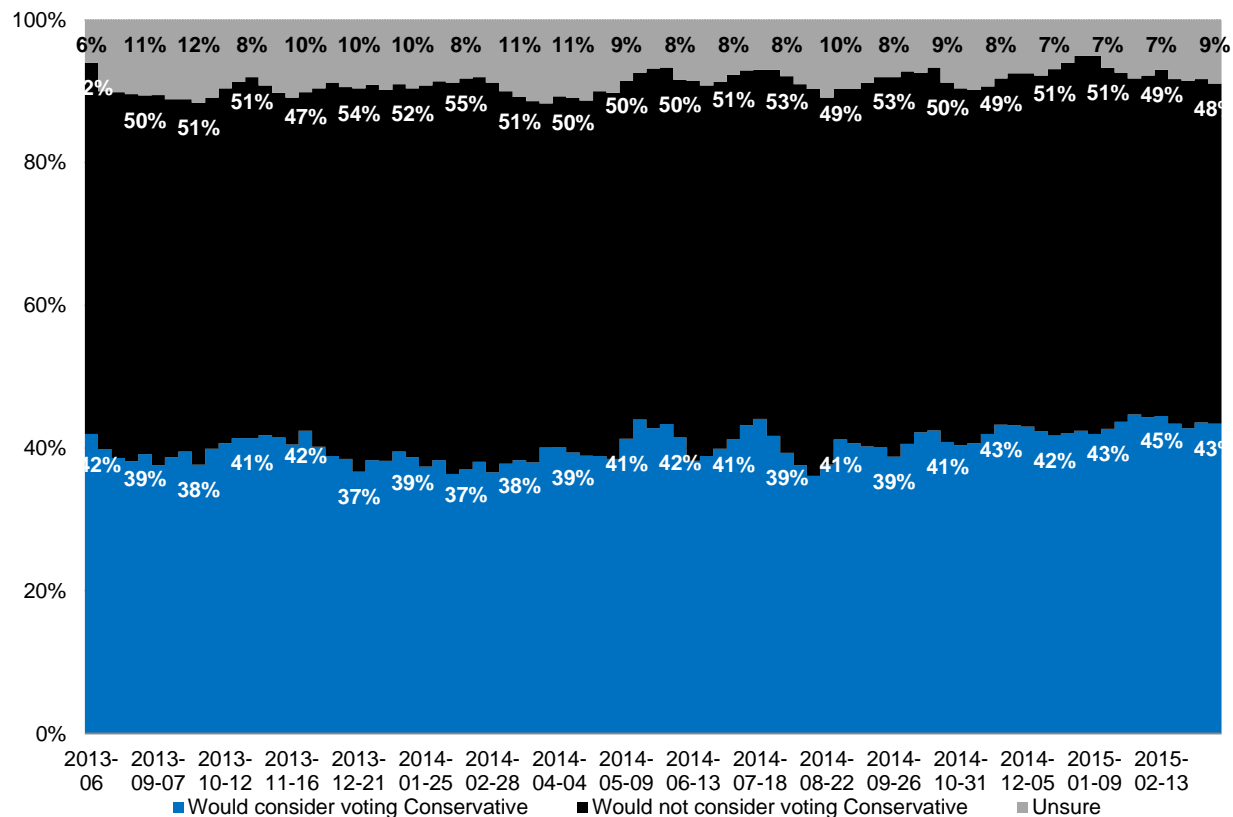
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

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## National – Weekly Tracking

(Four week rolling average ending March 13<sup>th</sup>, 2015, n=1,000)



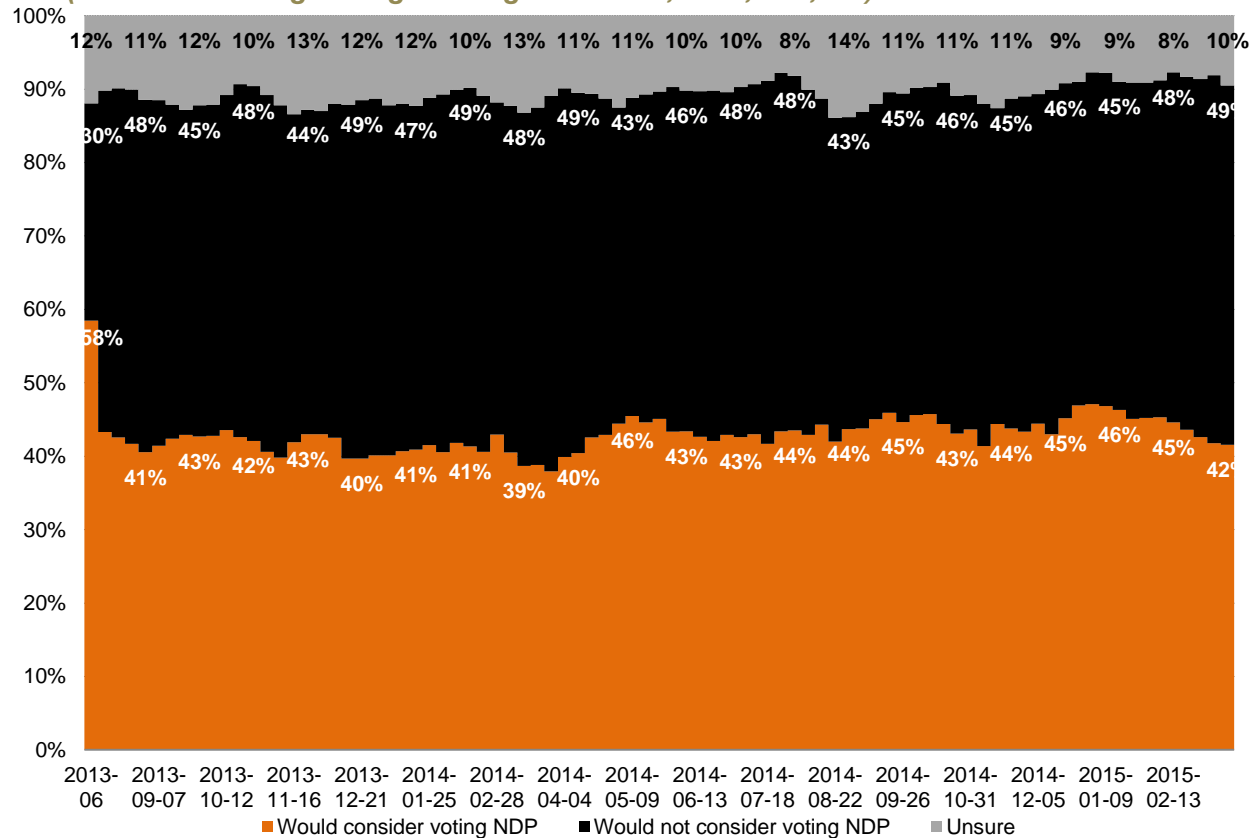
# Consider NDP



**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  
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nnanos@nanosresearch.com

**National – Weekly Tracking**  
(Four week rolling average ending March 13<sup>th</sup>, 2015, n=1,000)



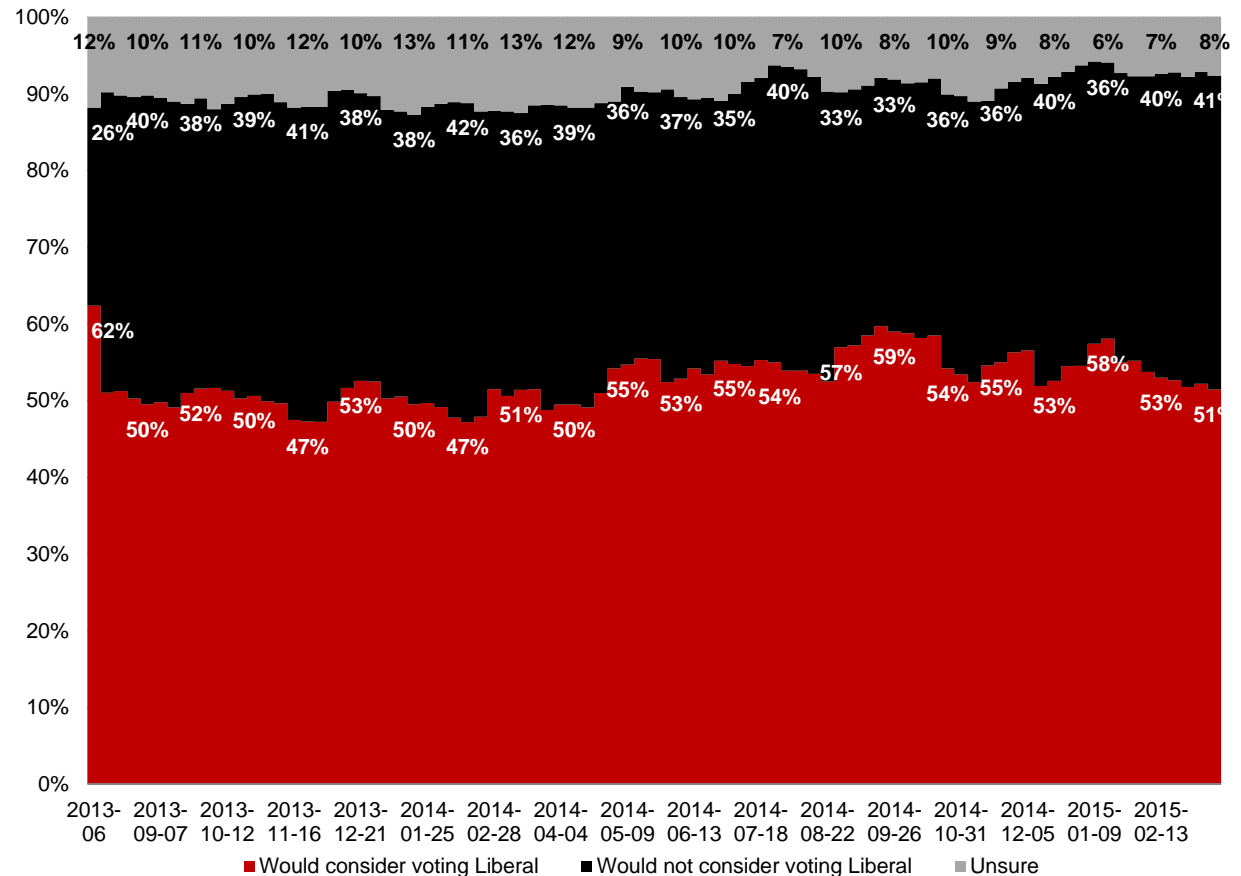
# Consider Liberal



**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  
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nnanos@nanosresearch.com

**National – Weekly Tracking**  
(Four week rolling average ending March 13<sup>th</sup>, 2015, n=1,000)



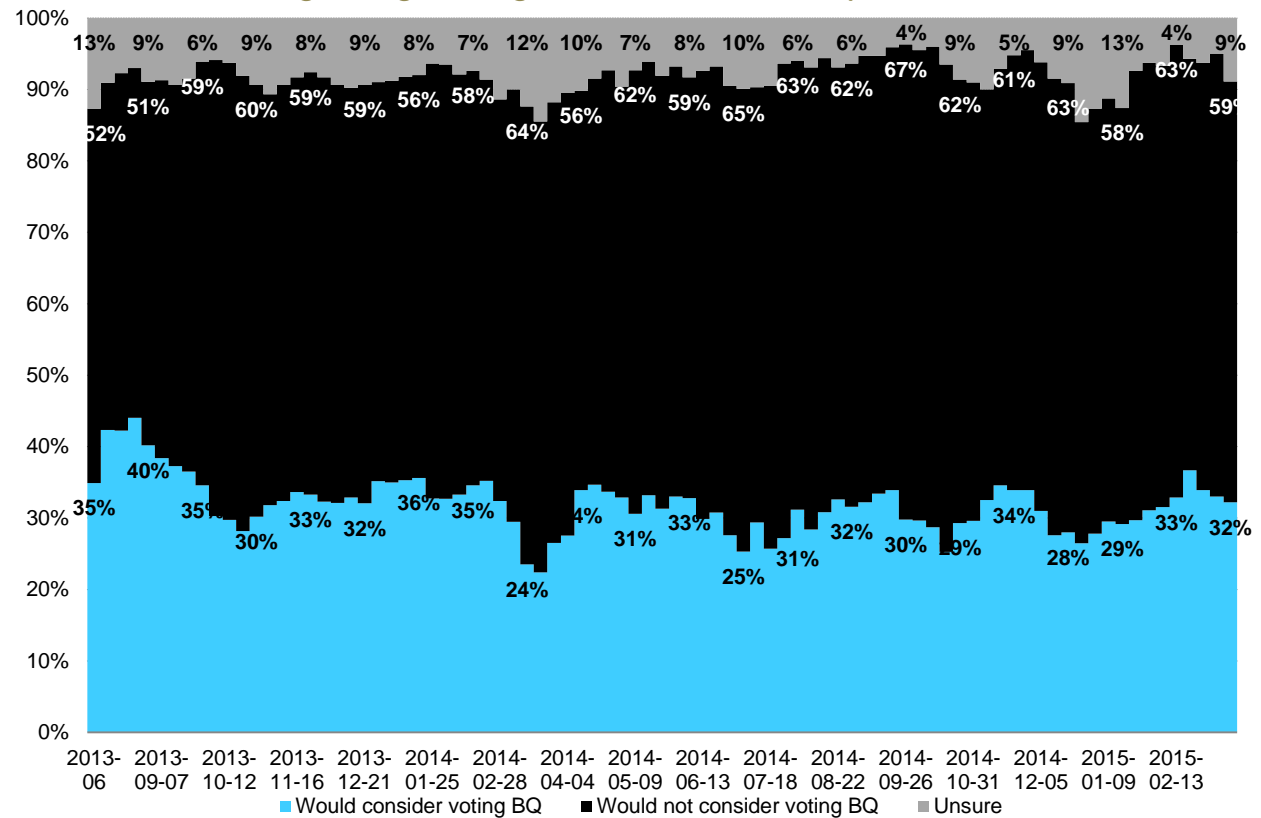
# Consider Bloc



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

**Quebec only – Weekly Tracking**  
**Four week rolling average ending March 13<sup>th</sup>, 2015, n=248)**





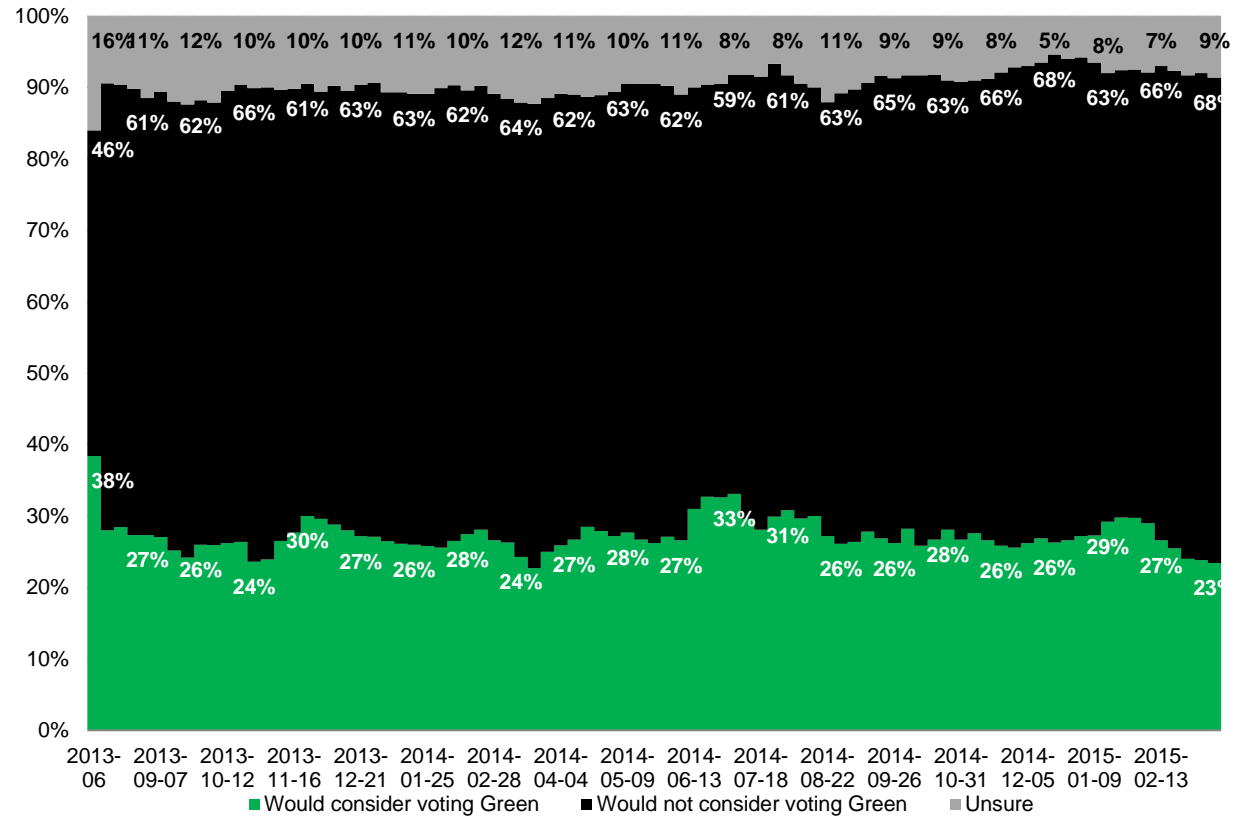
# Consider Green



**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

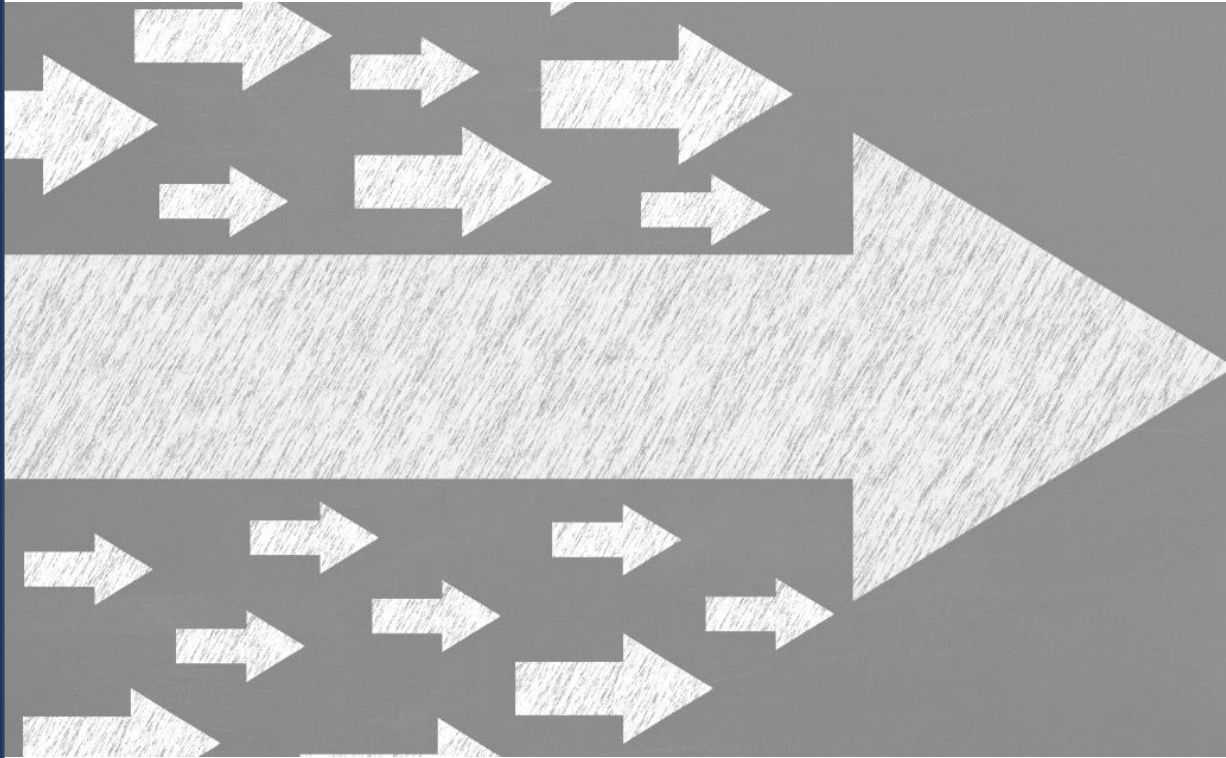
Contact: Nik Nanos  
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nnanos@nanosresearch.com

## National – Weekly Tracking (Four week rolling average ending March 13<sup>th</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

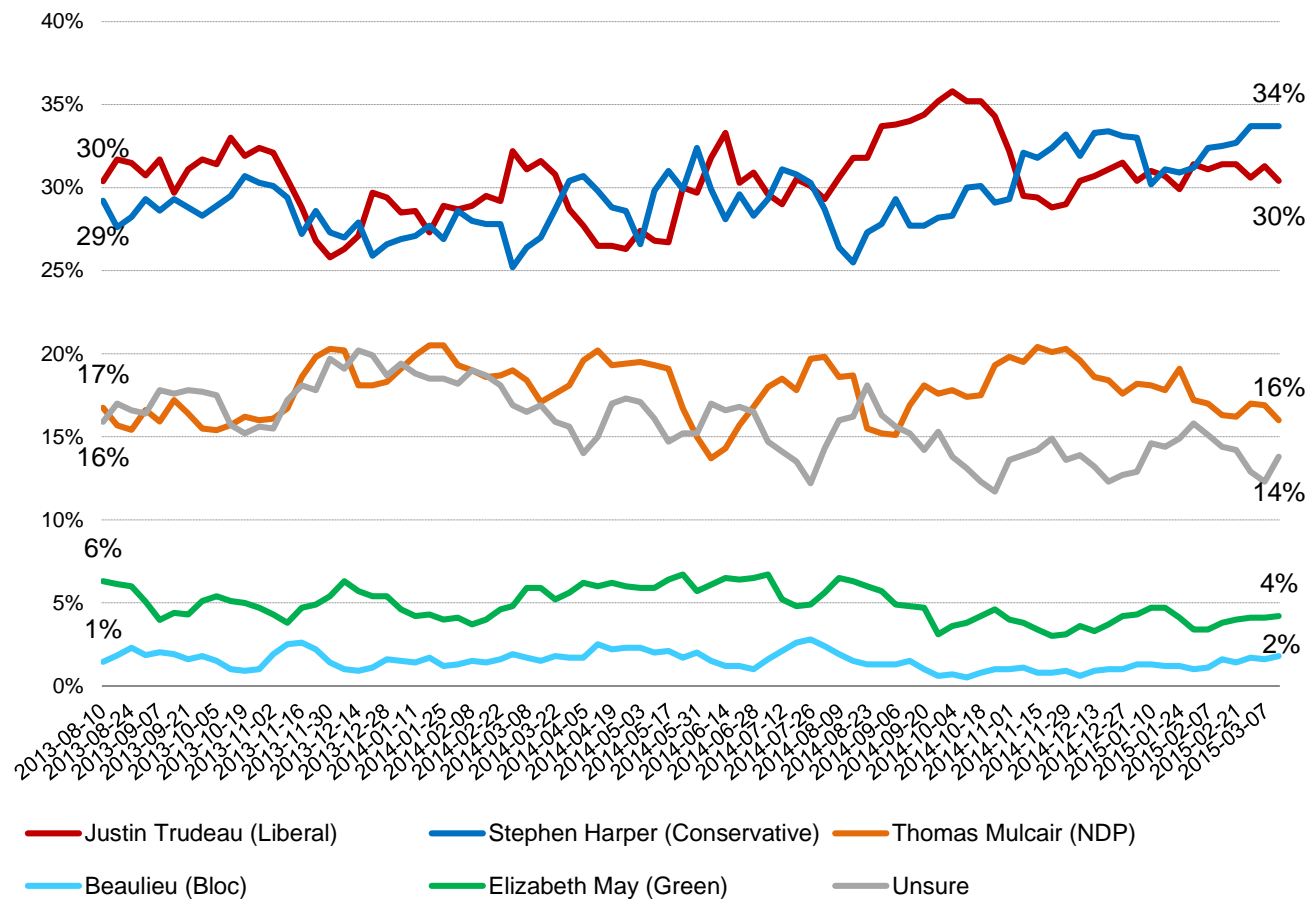
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Washington DC: (202) 697-9924

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## National – Weekly Tracking – First Ranked Choice

(Four week rolling average ending March 13<sup>th</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

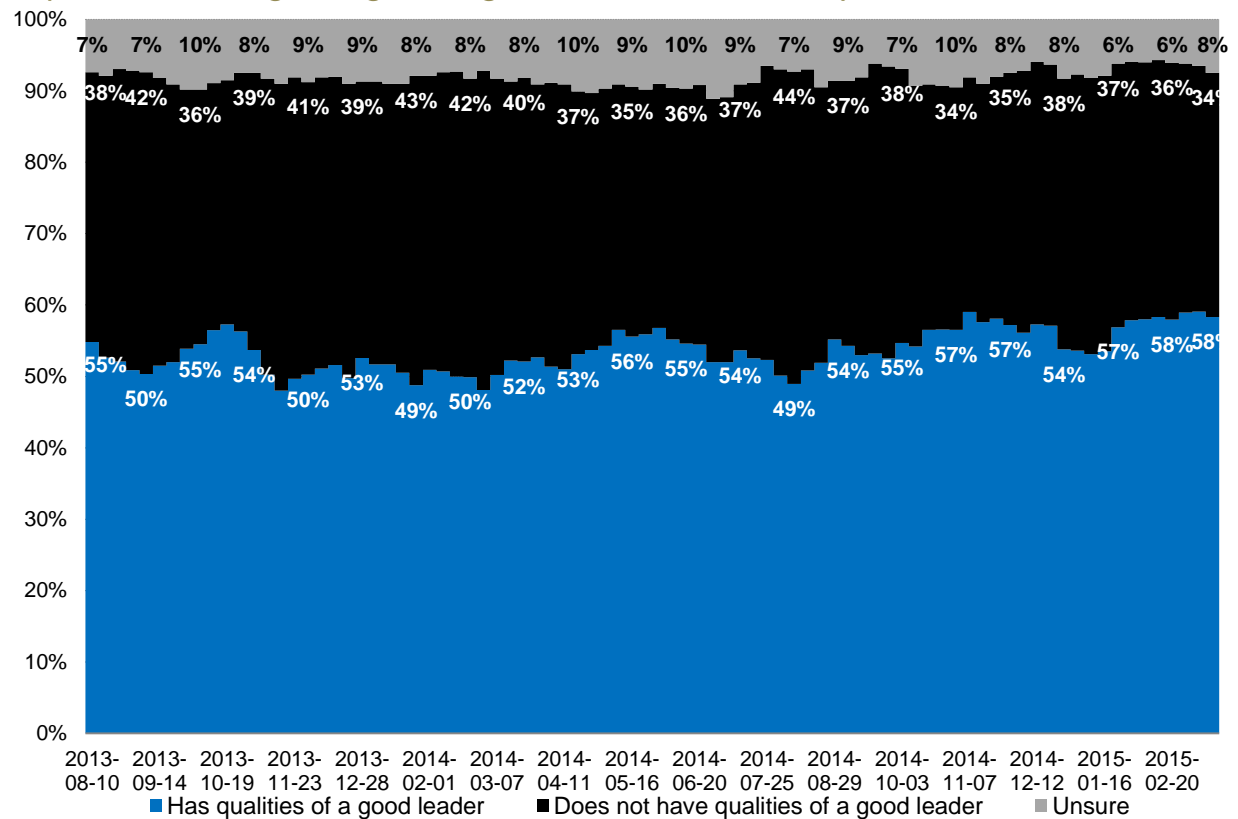
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

## National – Weekly Tracking

(Four week rolling average ending March 13<sup>th</sup>, 2015, n=1,000)



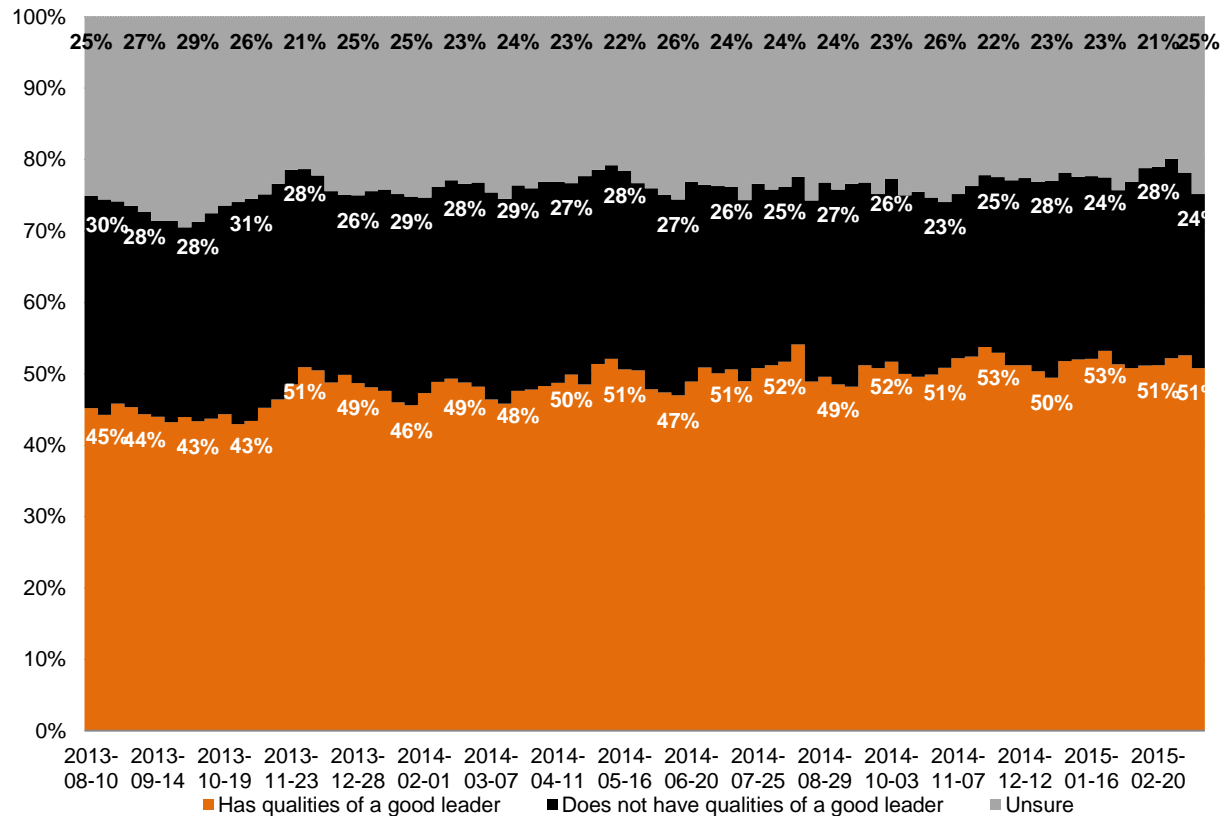
# Mulcair



**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

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nnanos@nanosresearch.com

## National – Weekly Tracking (Four week rolling average ending March 13<sup>th</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

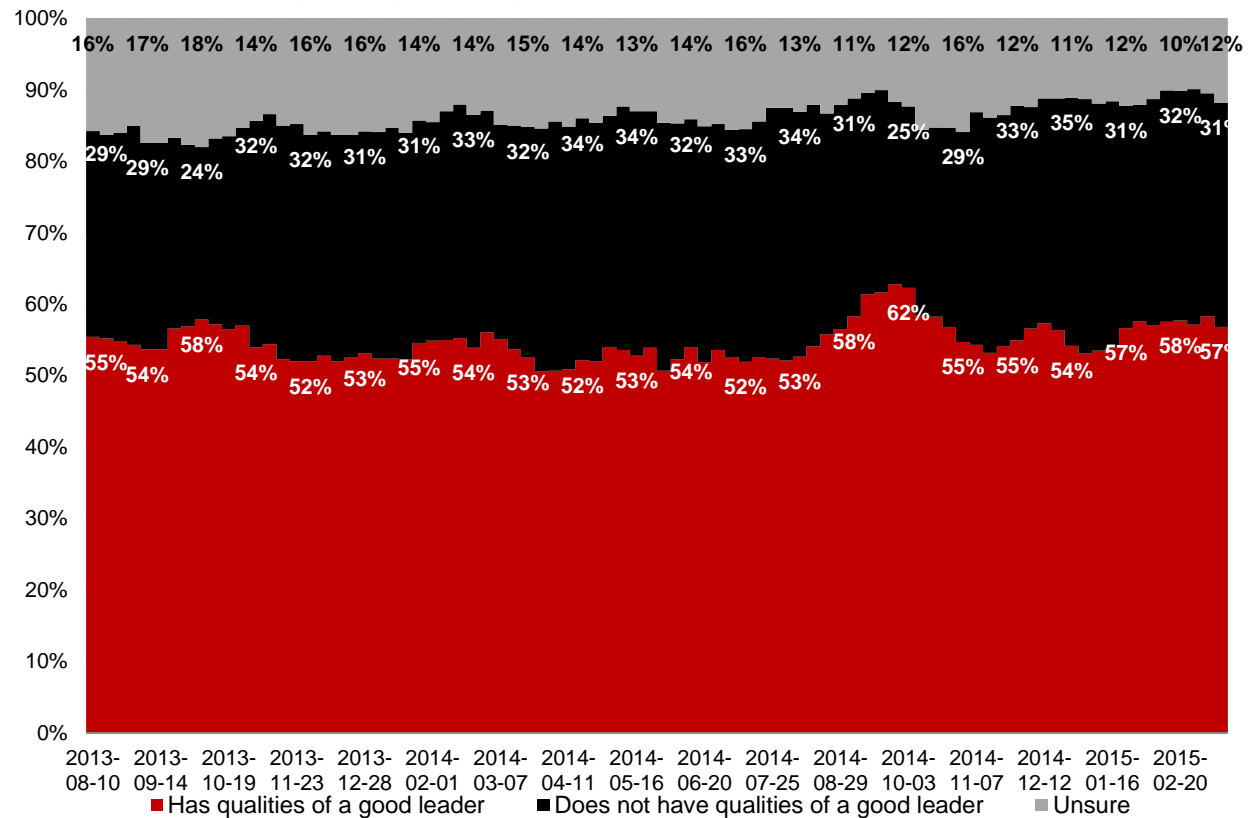
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## National – Weekly Tracking

(Four week rolling average ending March 13<sup>th</sup>, 2015, n=1,000)



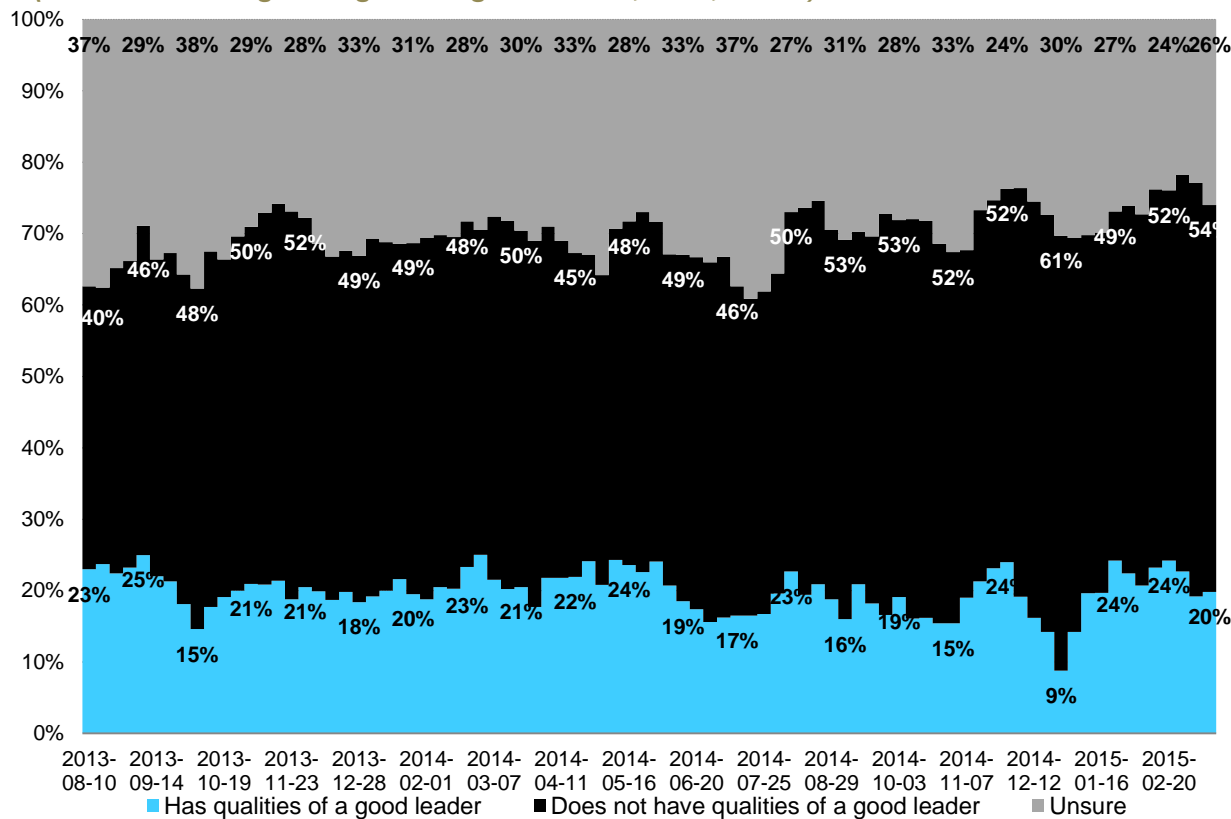
# Beaulieu



**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

Contact: Nik Nanos  
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## Quebec only – Weekly Tracking (Four week rolling average ending March 13<sup>th</sup>, 2015, n=248)



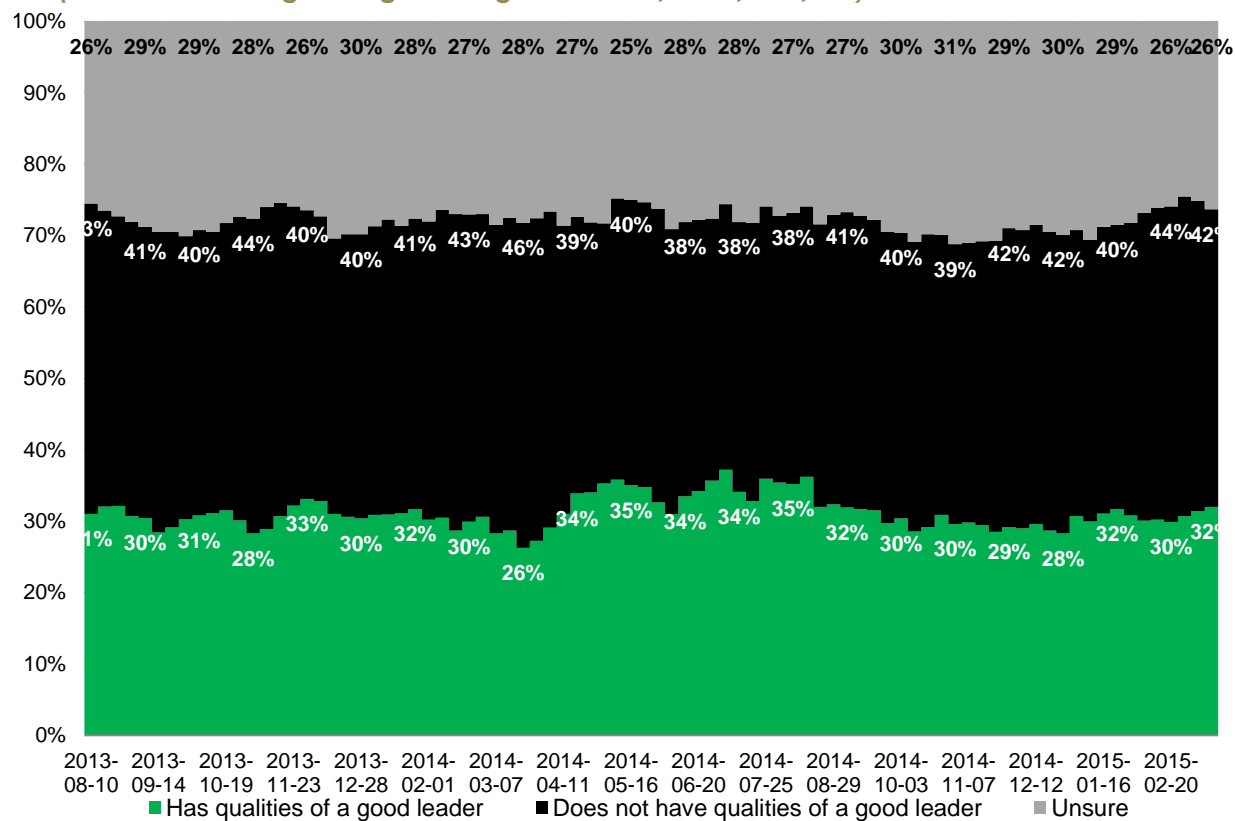
# May



**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

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nnanos@nanosresearch.com

## National – Weekly Tracking (Four week rolling average ending March 13<sup>th</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 March 13<sup>th</sup>, 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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