

# Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending March 27, 2015  
(released April 1, 2015)



*Ideas powered by  
world-class data*

# Weekly Nanos Party Power Index



## Liberals score highest on Nanos Index, Harper and Tories slide (Released 04/01/2015)

After a series of weeks of positive momentum on the Nanos Party Power Index, the Conservatives registered a decline and still trail the Liberals. Also of note, the preferred Prime Minister numbers for Harper also declined. This will have to be monitored to see if a new trend emerges or if this is a short term phenomenon. Tories declines cut across all demographic groups.

The latest Nanos Party Power Index had the Liberals at 57 points out of 100, followed by the Conservatives at 53 points, the New Democrats at 50 points, the Greens at 32 points and the BQ at 26 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.

There was a noticeable one week slide in the numbers for Harper on the preferred PM measure (three points in one week). In the latest Nanos tracking, thirty one per cent of Canadian preferred Harper as PM, 31 per cent preferred Trudeau, followed by Mulcair at 17 percent, May at four per cent and 15 per cent were undecided.

Asked a series of independent questions as to whether they would consider or not consider voting for each of the federal parties, 53 per cent of Canadians would consider voting Liberal while 43 per cent would consider voting Conservative, 43 per cent would consider voting NDP and 26 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  
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 (Mar 2014)	12 Month High	12 Month Low	12 Month Average
<b>Canada Party Power Index</b>								
Liberal	56.6	56.6	56.4	56.1	55.8	60.7	54.8	56.8
Conservative	52.5	54.3	54.0	51.5	51.8	54.3	48.4	51.5
NDP	50.3	48.8	48.3	48.2	48.2	52.2	47.4	49.3
Green	32.3	31.4	30.5	30.3	31.3	35.2	30.1	32.1
Bloc	26.0	25.4	26.6	22.9	28.1	28.8	22.9	26.6
<b>Party Consider</b>								
Liberal	52.5%	52.2%	51.8%	54.5%	48.8%	59.7%	48.8%	54.2%
Conservative	43.3%	44.6%	42.8%	42.1%	40.1%	44.7%	36.1%	41.4%
NDP	43.3%	42.1%	42.6%	46.9%	37.9%	47.1%	37.9%	43.6%
Bloc	29.1%	26.5%	33.9%	26.5%	26.5%	36.7%	25.3%	30.6%
Green	25.9%	23.7%	24.0%	26.6%	25.0%	33.1%	23.4%	27.4%
<b>Preferred Prime Minister</b>								
Harper	31.3%	34.1%	33.7%	33.1%	30.4%	34.1%	25.5%	30.4%
Trudeau	30.6%	30.5%	30.6%	31.5%	28.7%	35.8%	26.3%	30.7%
Mulcair	17.4%	15.9%	17.0%	17.6%	18.1%	20.4%	13.7%	17.8%
May	4.1%	4.1%	4.1%	4.2%	5.6%	6.7%	3.0%	4.8%
Beaulieu	1.6%	1.8%	1.7%	1.0%	1.7%	2.8%	0.5%	1.4%
Unsure	15.0%	13.5%	12.9%	12.7%	15.6%	18.1%	11.7%	14.6%

# 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.

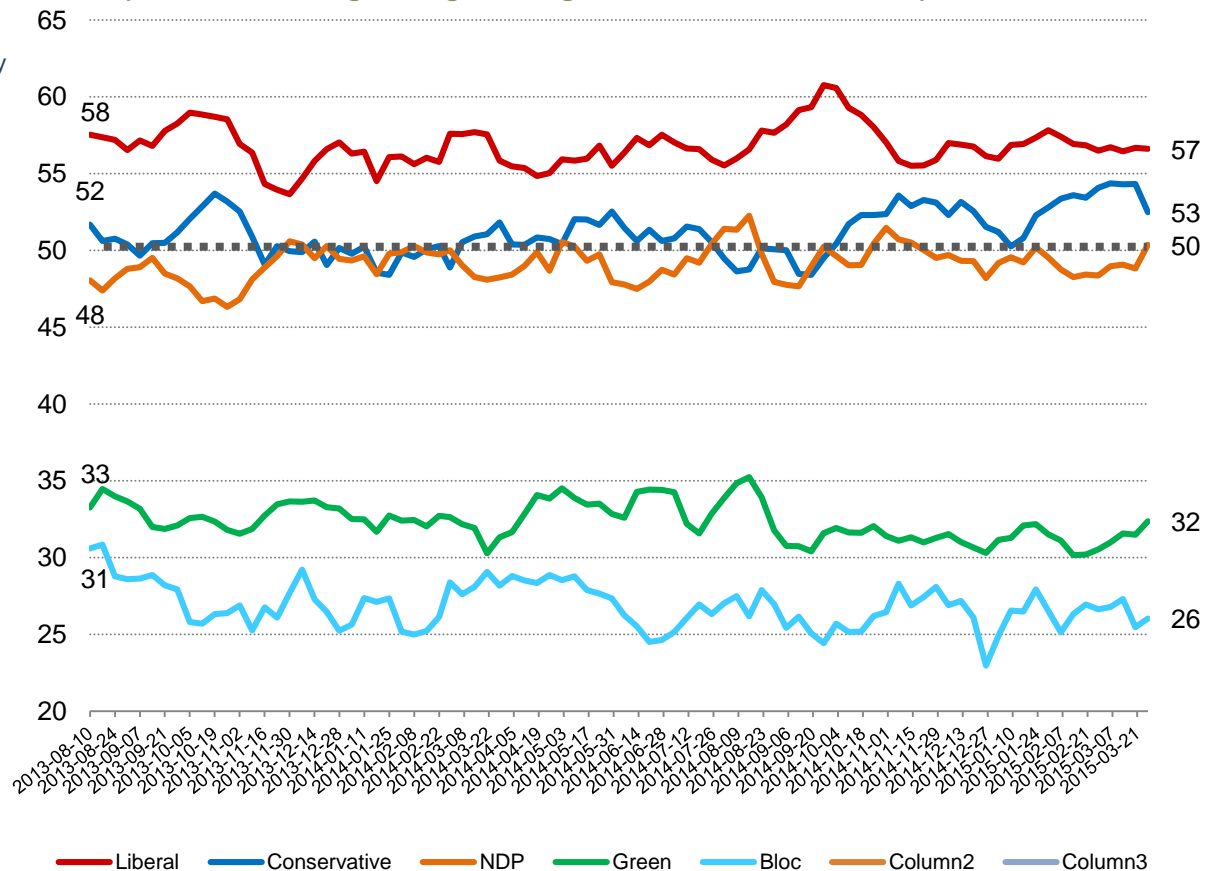
# Party Power Index



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 March 27<sup>th</sup>, 2015, n=1,000)





## Nanos Weekly Tracking



***Expert Counsel to CEOs  
and thought leaders***

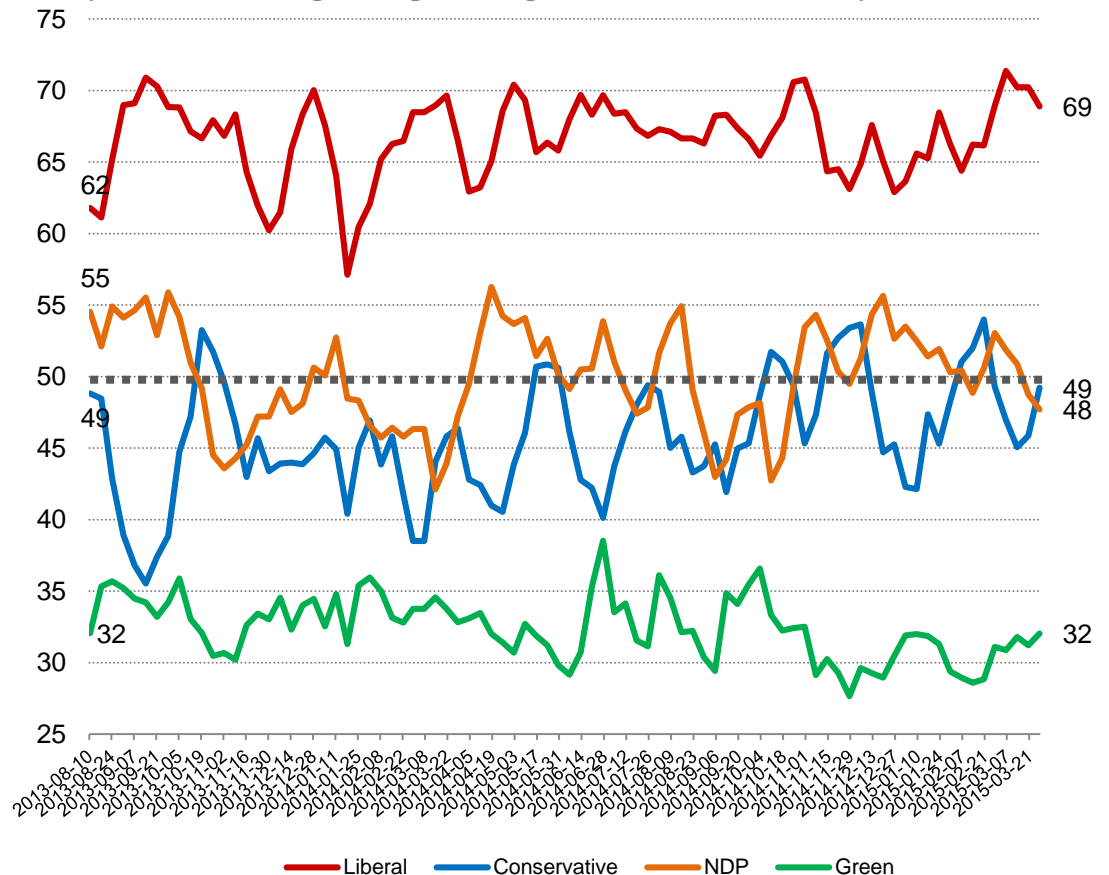
# Party Power Index



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 March 27<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

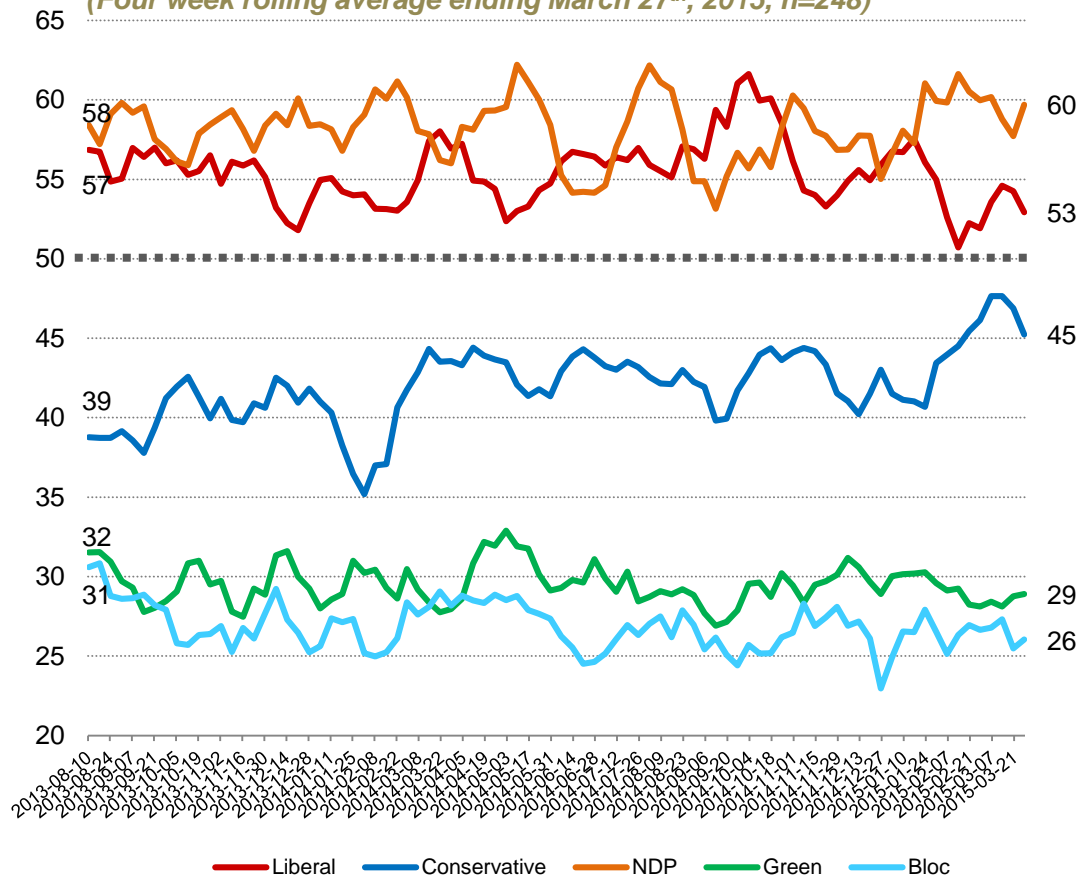
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

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

## Quebec Weekly Index Tracking Scores

(Four week rolling average ending March 27<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.

Contact: Nik Nanos

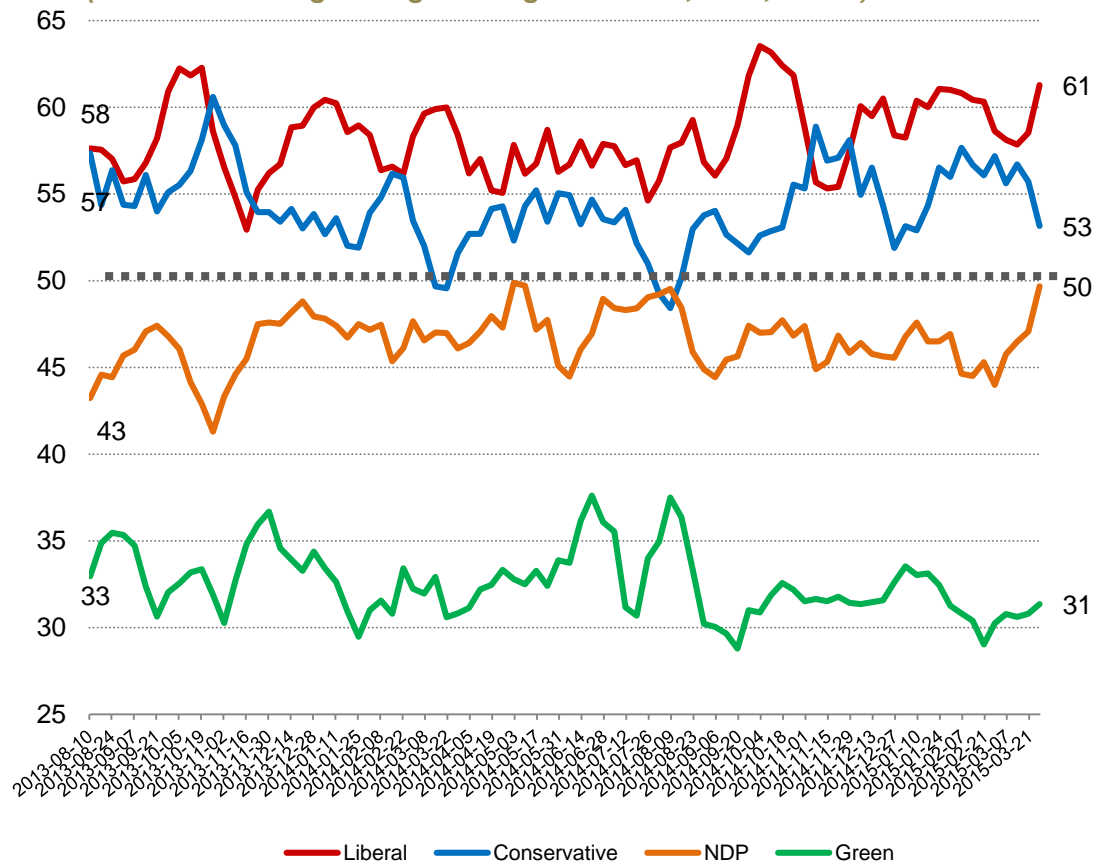
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

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

## Ontario Weekly Index Tracking Scores

(Four week rolling average ending March 27<sup>th</sup>, 2015, n=300)



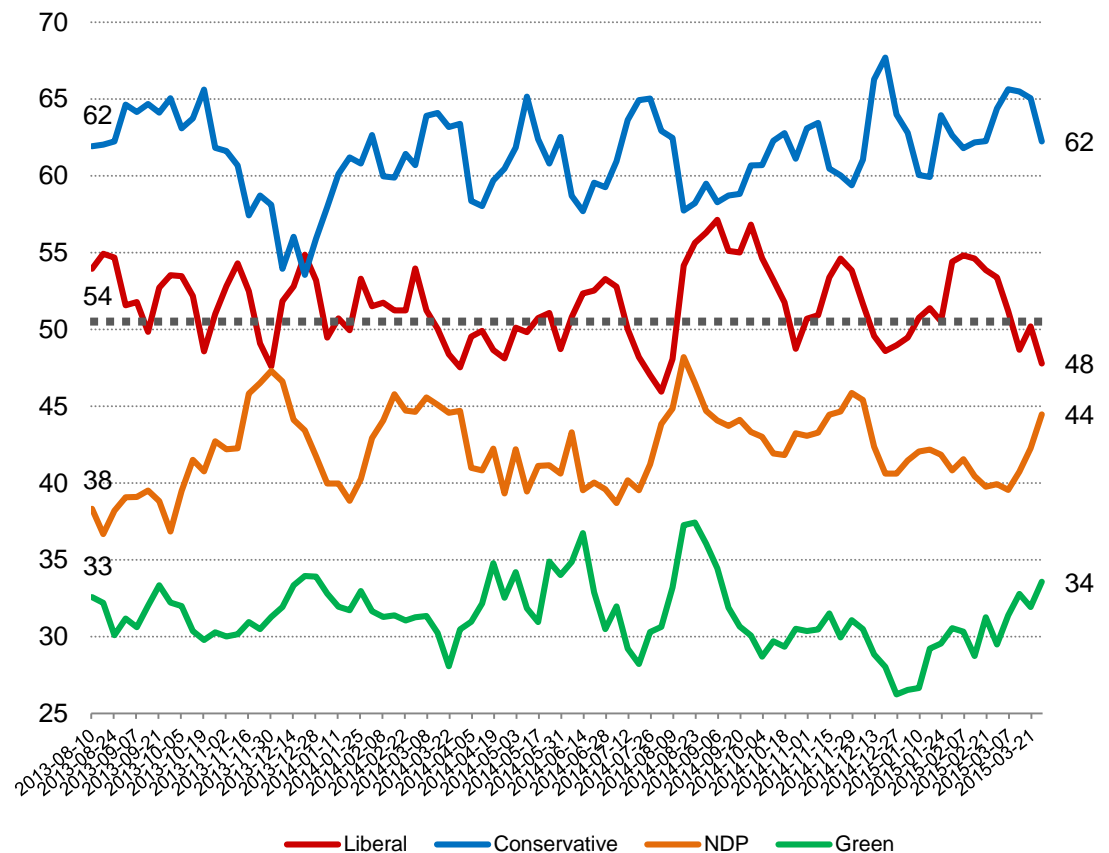
# Party Power Index



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.

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 March 27<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.

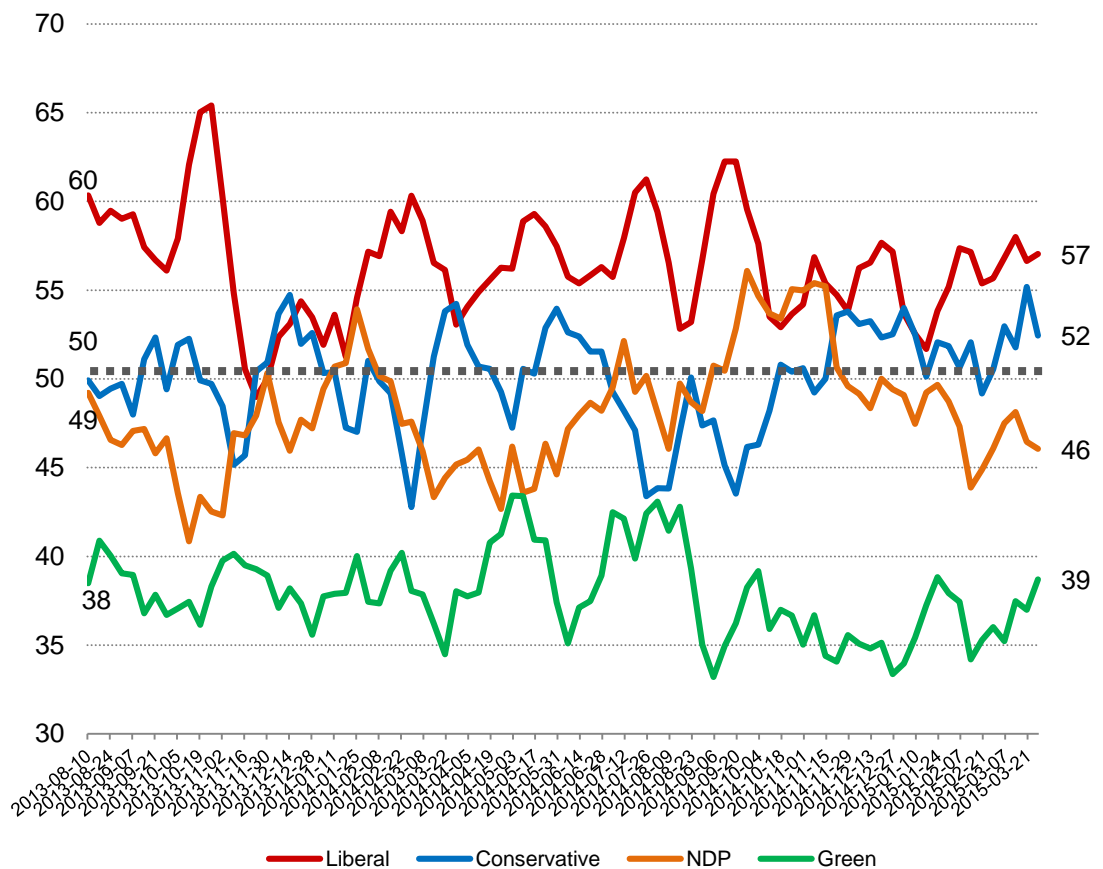
Contact: Nik Nanos

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 March 27<sup>th</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.

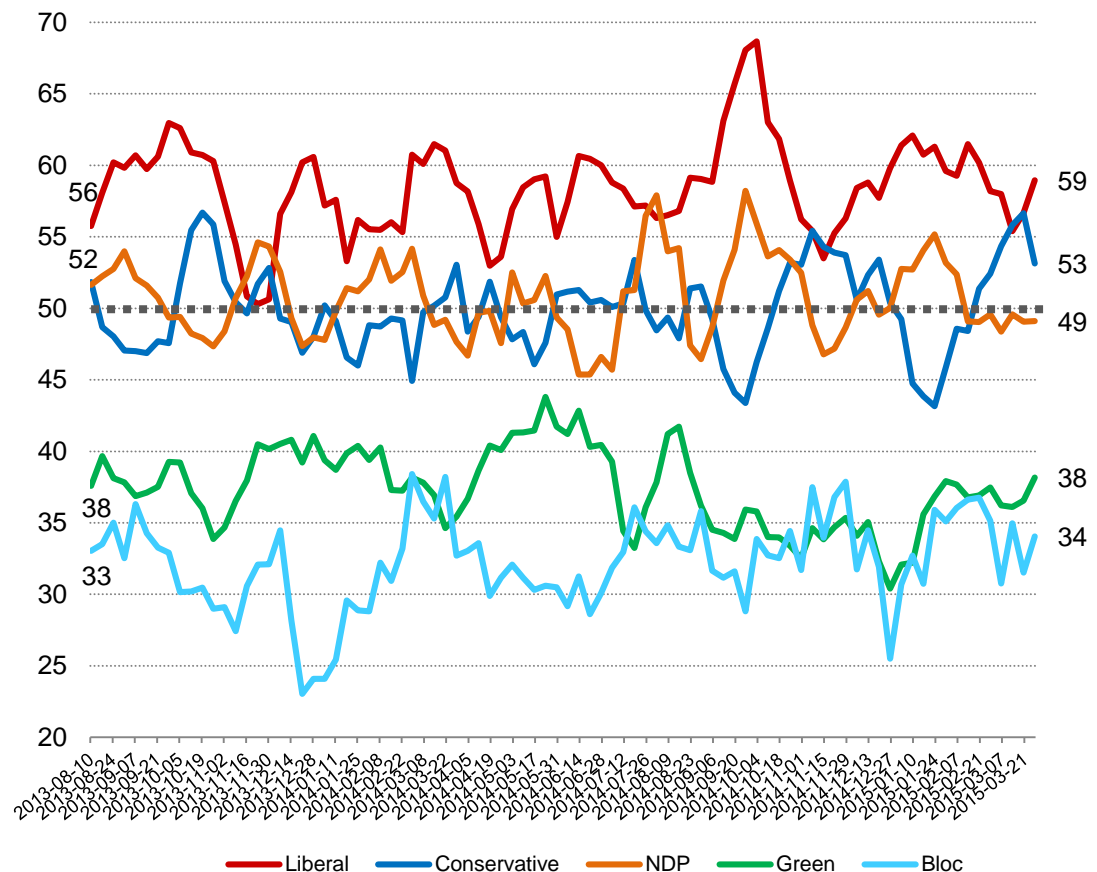
Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

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

**18 to 29 Weekly Index Tracking Scores**  
(Four week rolling average ending March 27<sup>th</sup>, 2015, n=205)





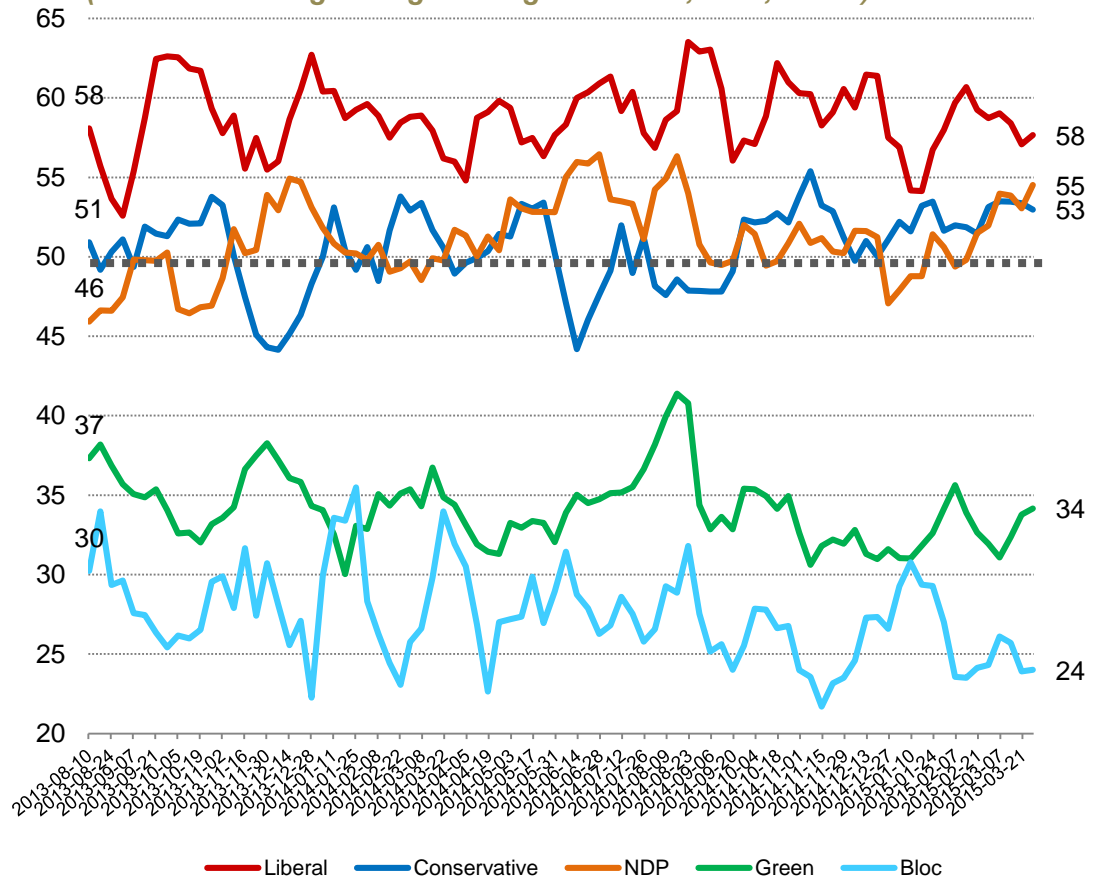
# Party Power Index



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  
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 March 27<sup>th</sup>, 2015, n=169)



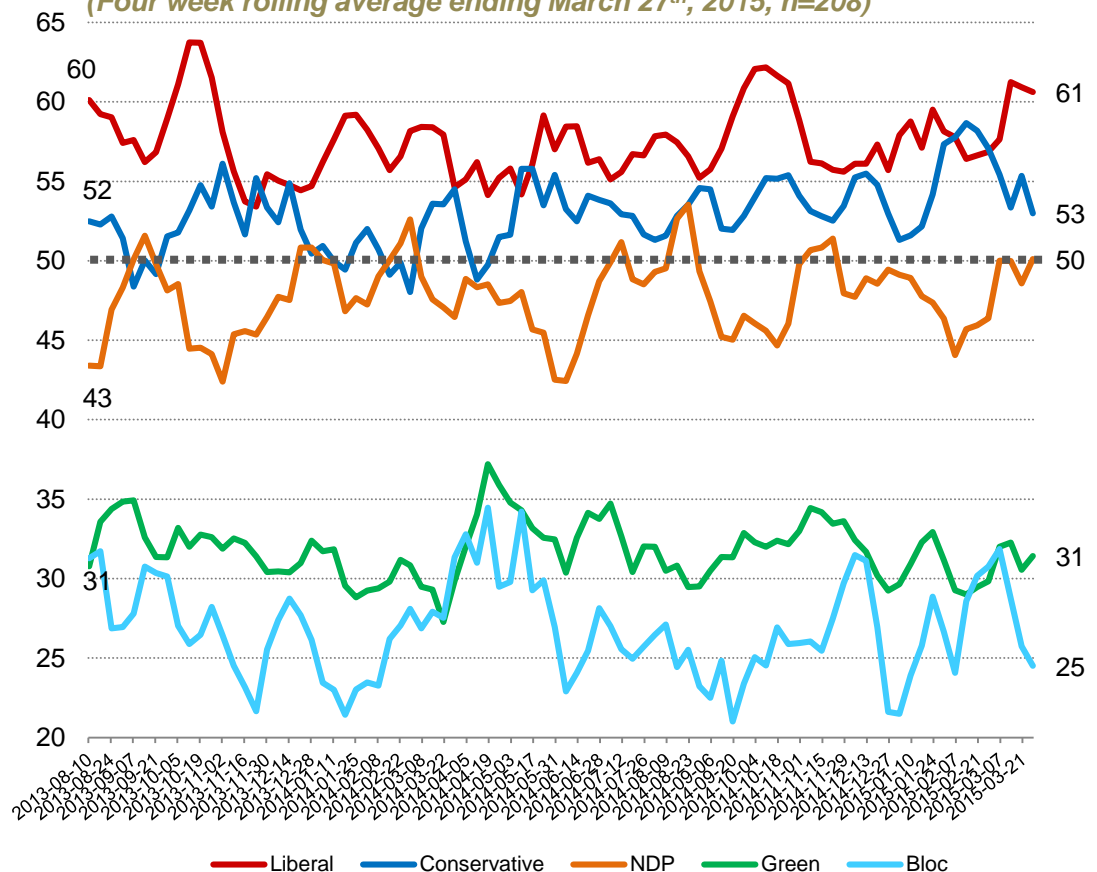
# Party Power Index



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  
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 March 27<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.

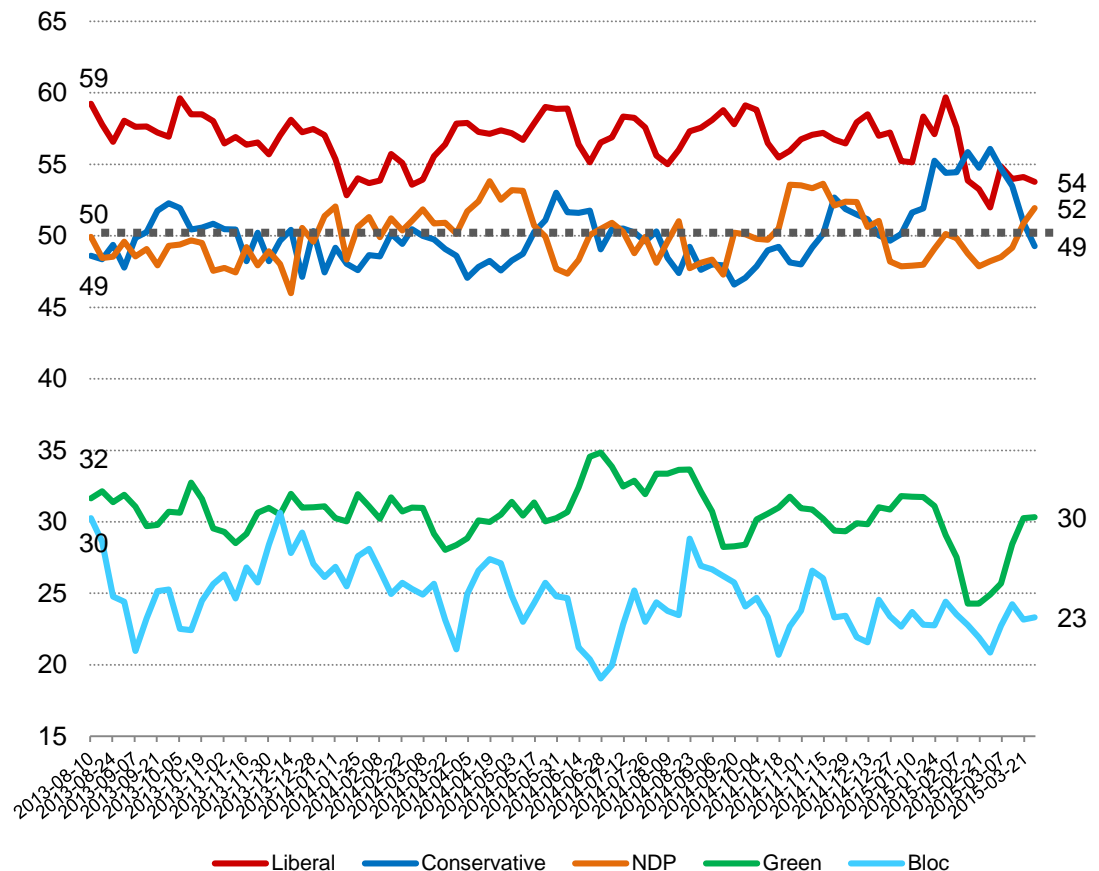
Contact: Nik Nanos

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 March 27<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

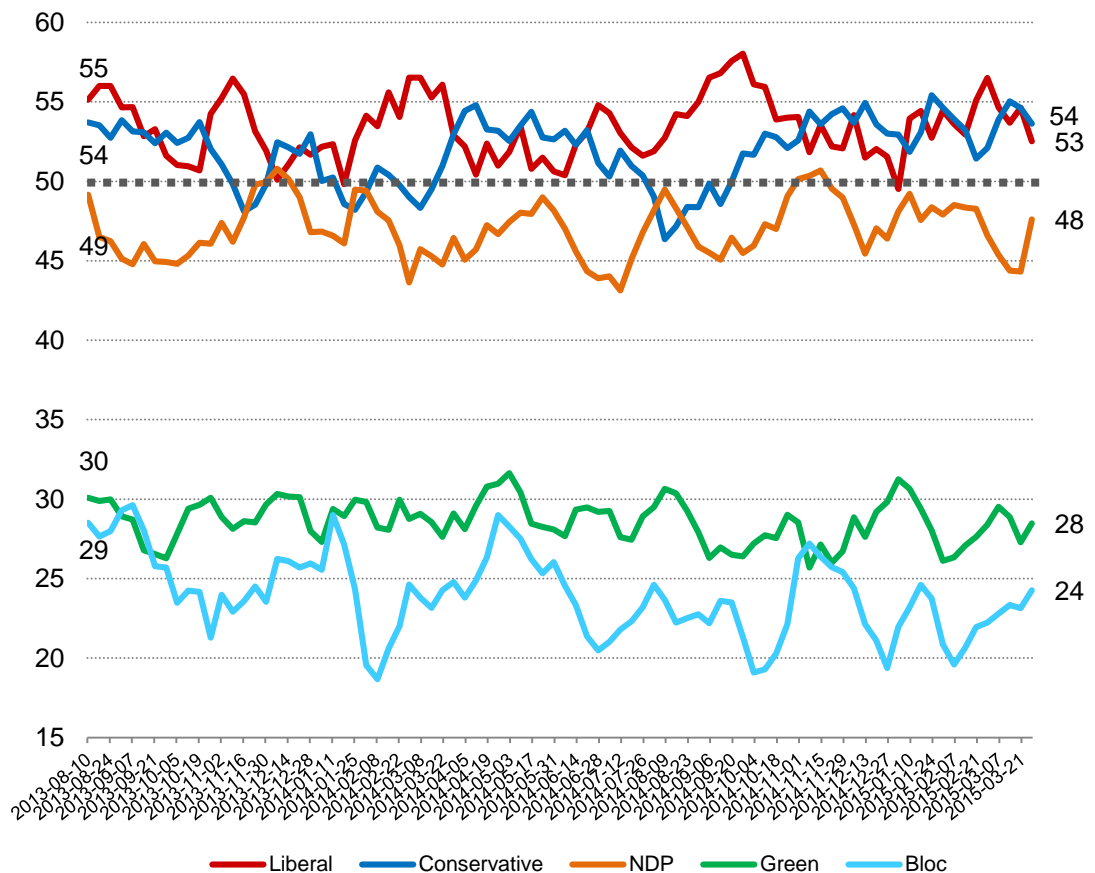
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

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

## 60 plus Weekly Index Tracking Scores

(Four week rolling average ending March 27<sup>th</sup>, 2015, n=239)



# *Party Power Index Tracking by Gender*

*Nanos Weekly Tracking*





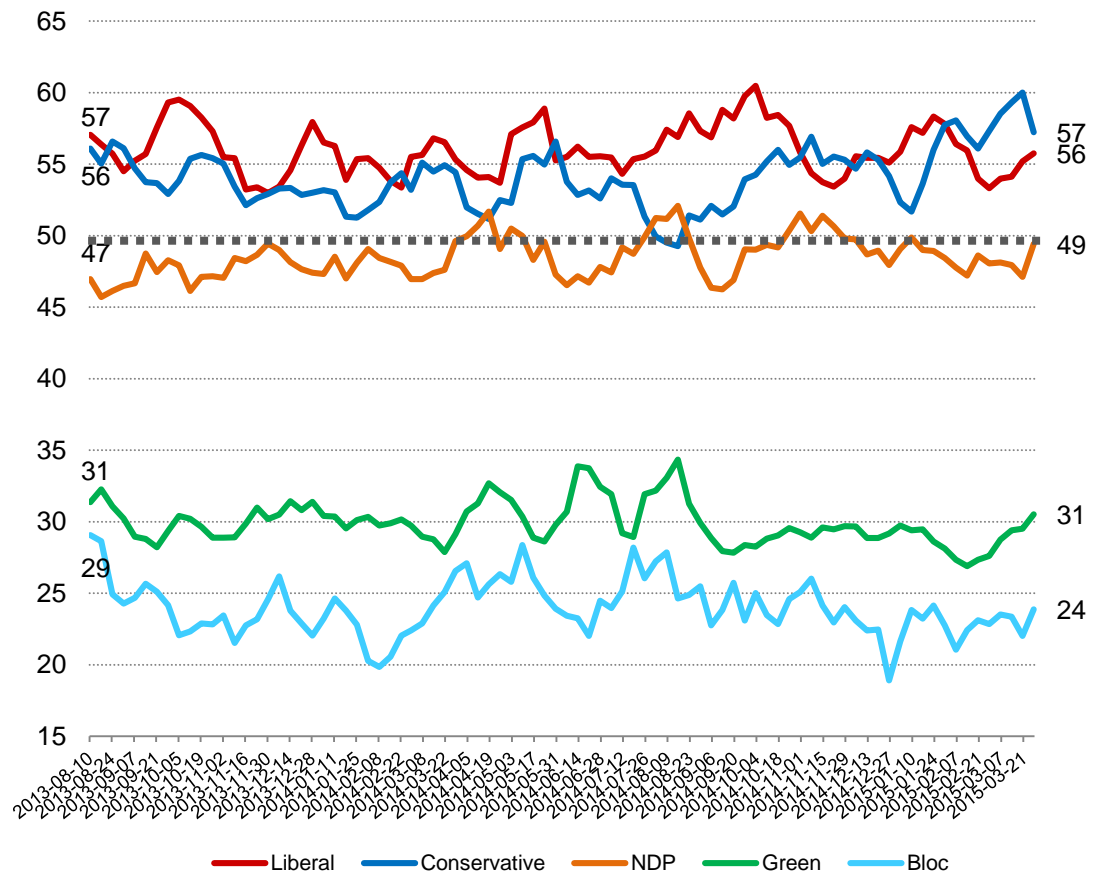
# Party Power Index



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 27<sup>th</sup>, 2015, n=498)



# 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

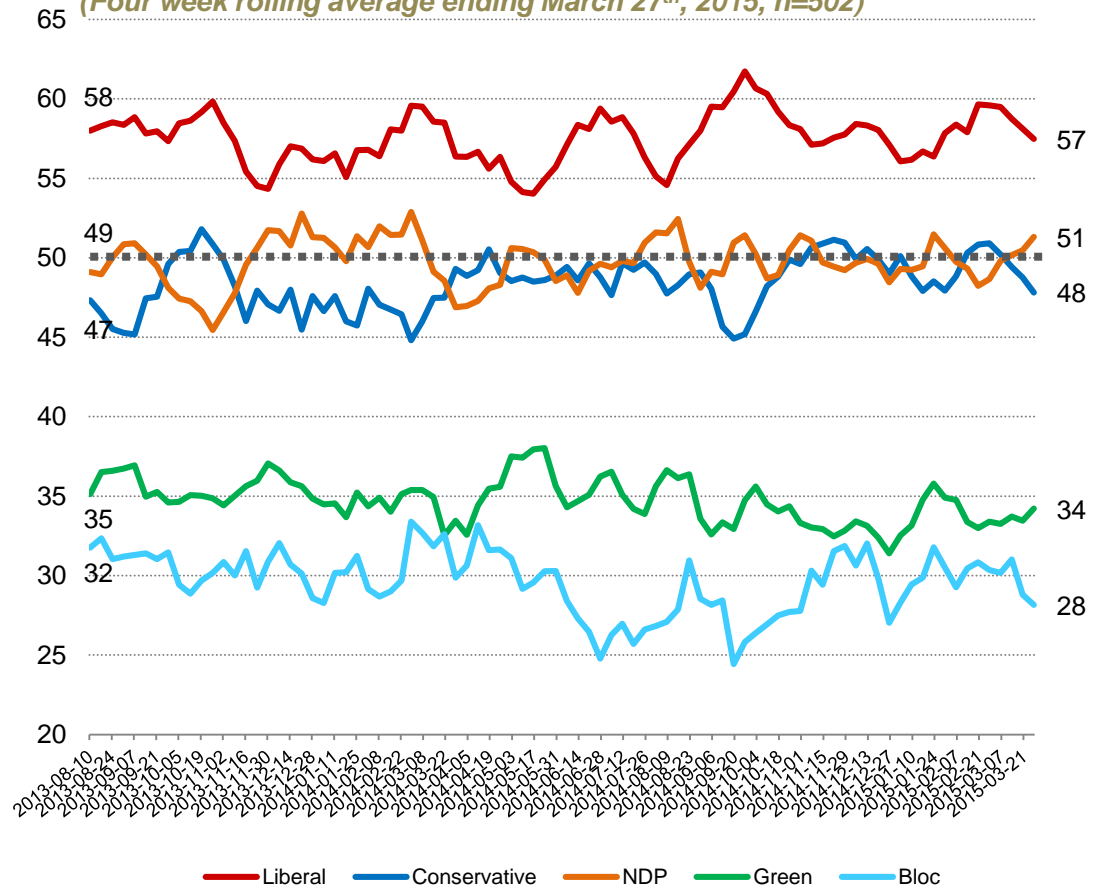
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

## Female Weekly Index Tracking Scores

(Four week rolling average ending March 27<sup>th</sup>, 2015, n=502)



# *National Political Tracking Numbers*

*Nanos Weekly Tracking*



**NANOS**

*A proven track  
record of accuracy*

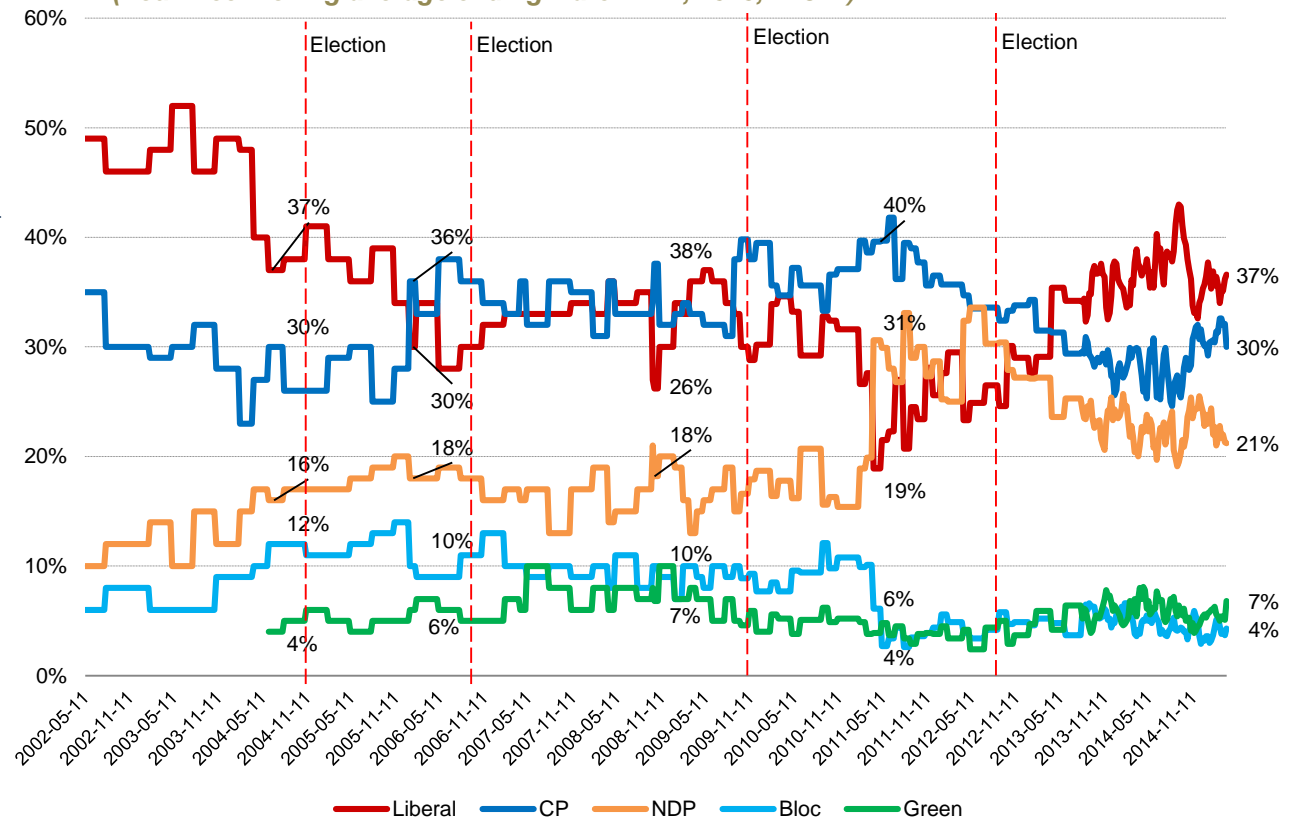
# National Ballot



**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 March 27<sup>th</sup>, 2015, n=844)



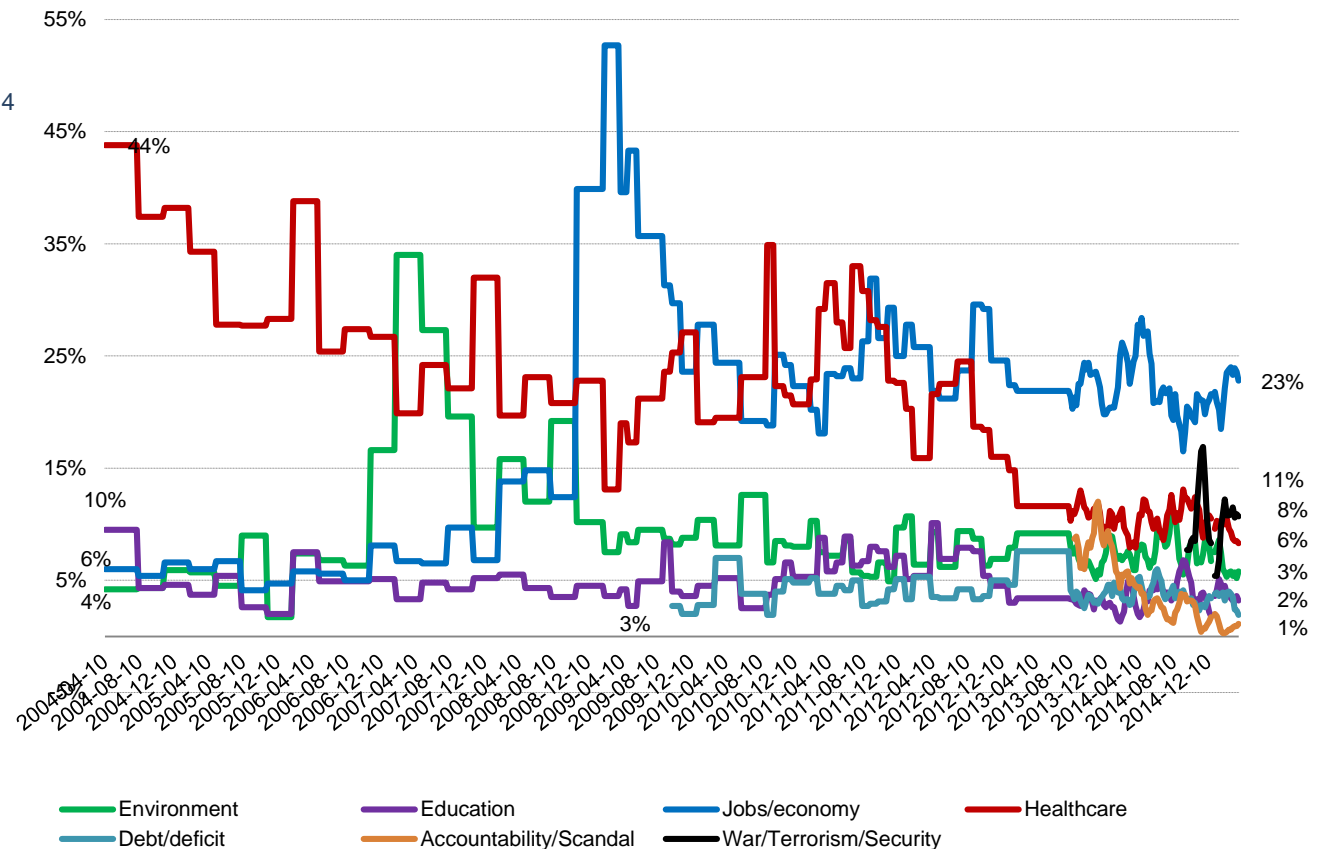
# National Issue



**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 March 27<sup>th</sup>, 2015, n=1,000)





# *Federal Party Accessible Voters*

*Nanos Weekly Tracking*



*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

Contact: Nik Nanos

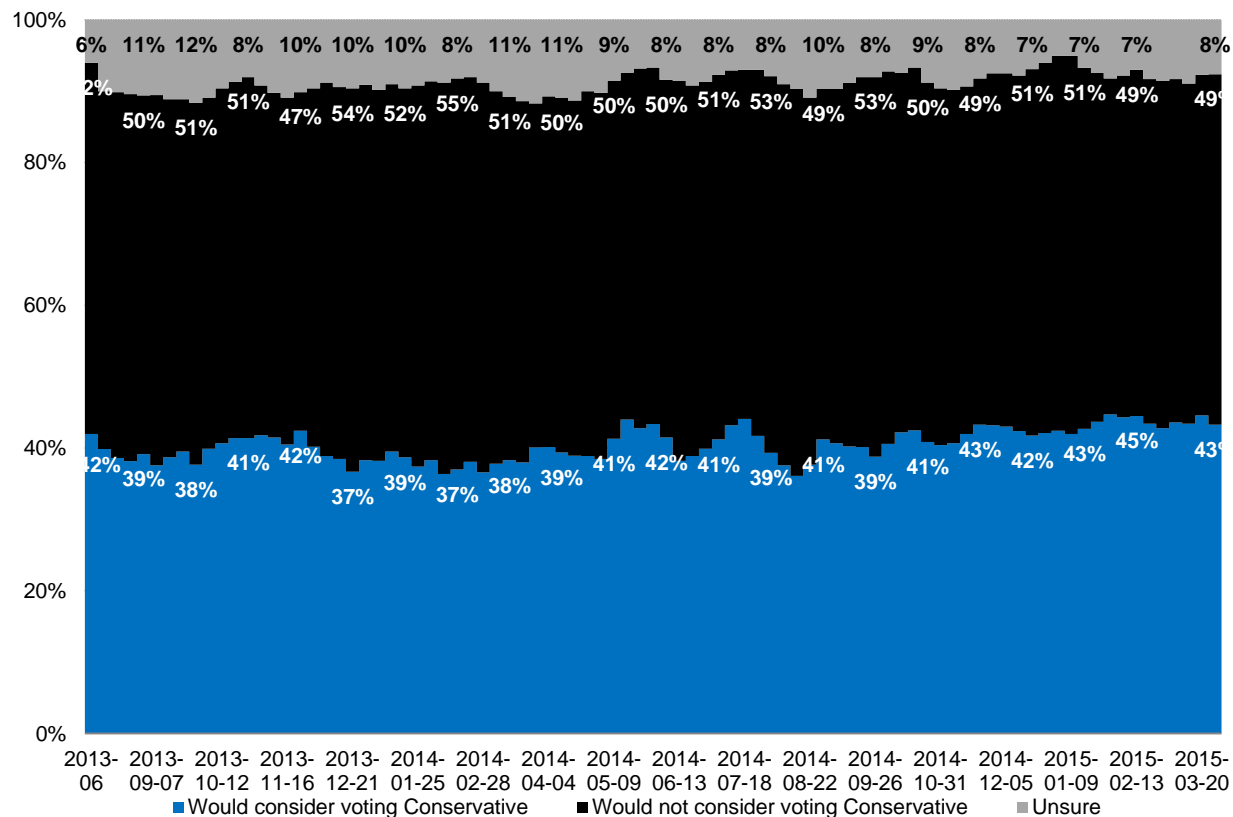
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

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

## National – Weekly Tracking

(Four week rolling average ending March 27<sup>th</sup>, 2015, n=1,000)



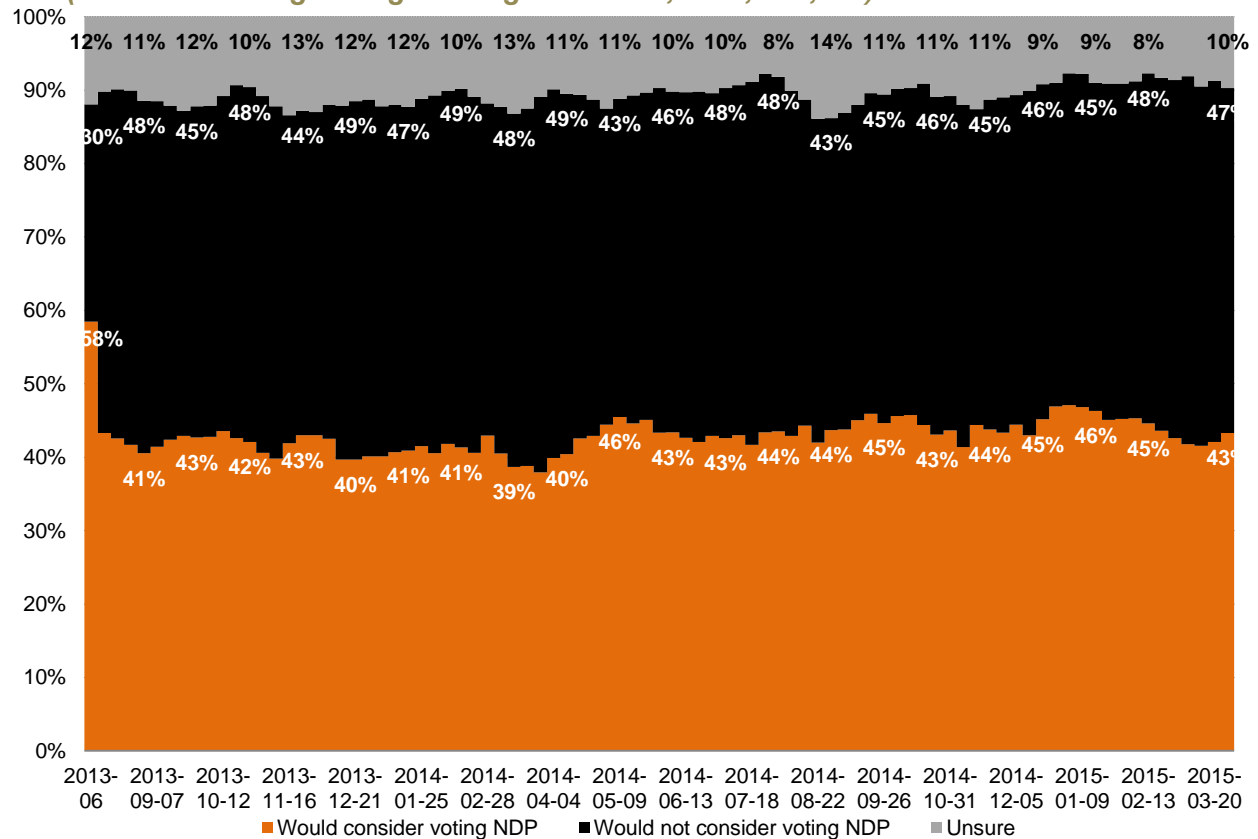
# Consider NDP



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

**National – Weekly Tracking**  
(Four week rolling average ending March 27<sup>th</sup>, 2015, n=1,000)



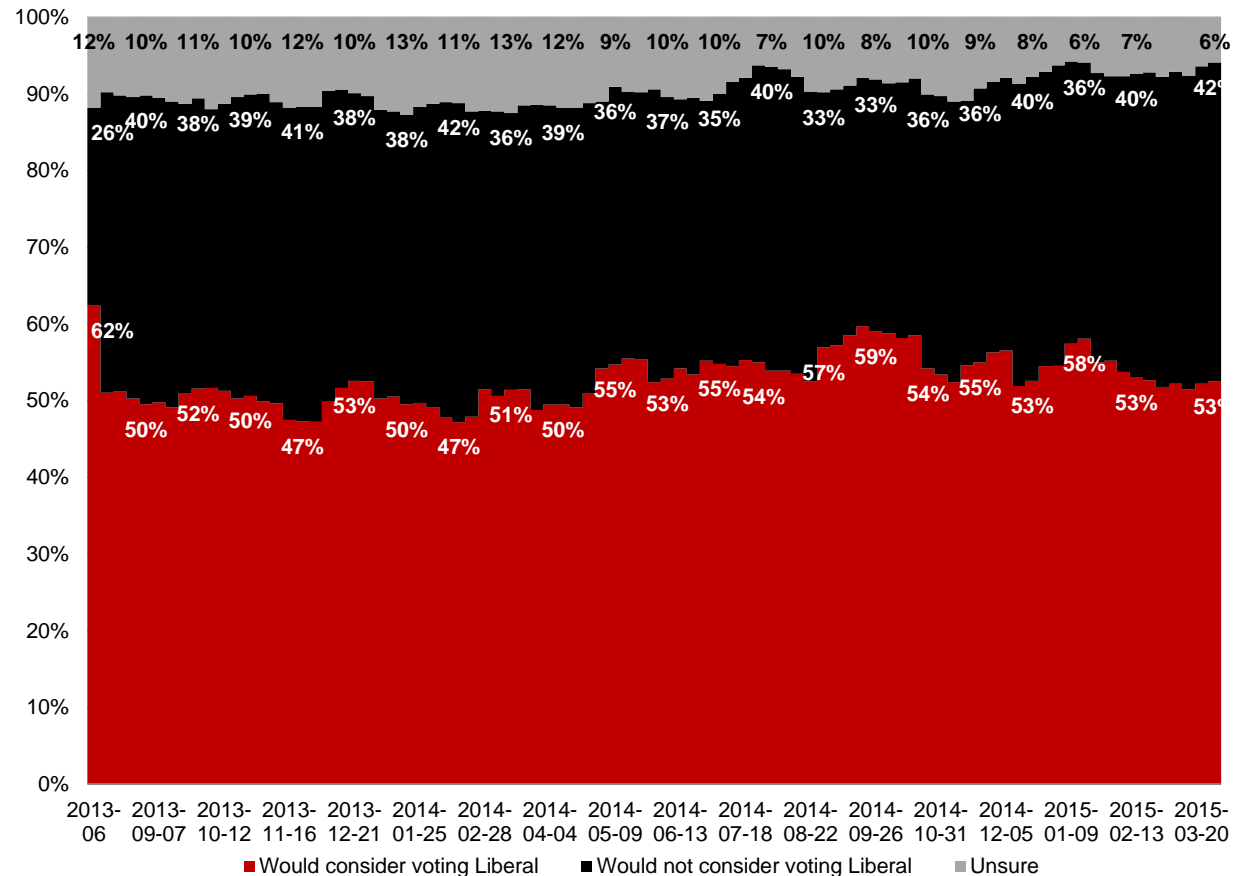
# Consider Liberal



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

**National – Weekly Tracking**  
(Four week rolling average ending March 27<sup>th</sup>, 2015, n=1,000)



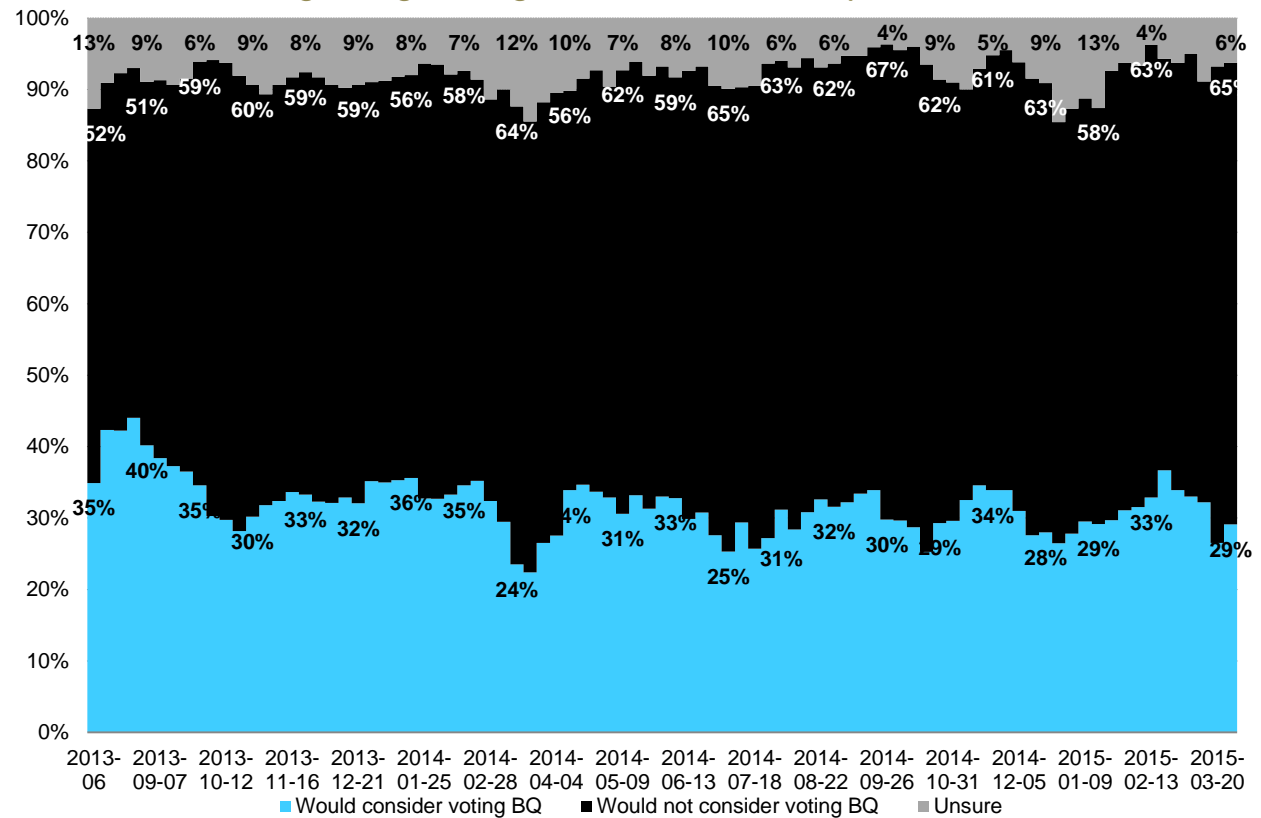
# Consider Bloc



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

**Quebec only – Weekly Tracking**  
**Four week rolling average ending March 27<sup>th</sup>, 2015, n=248)**





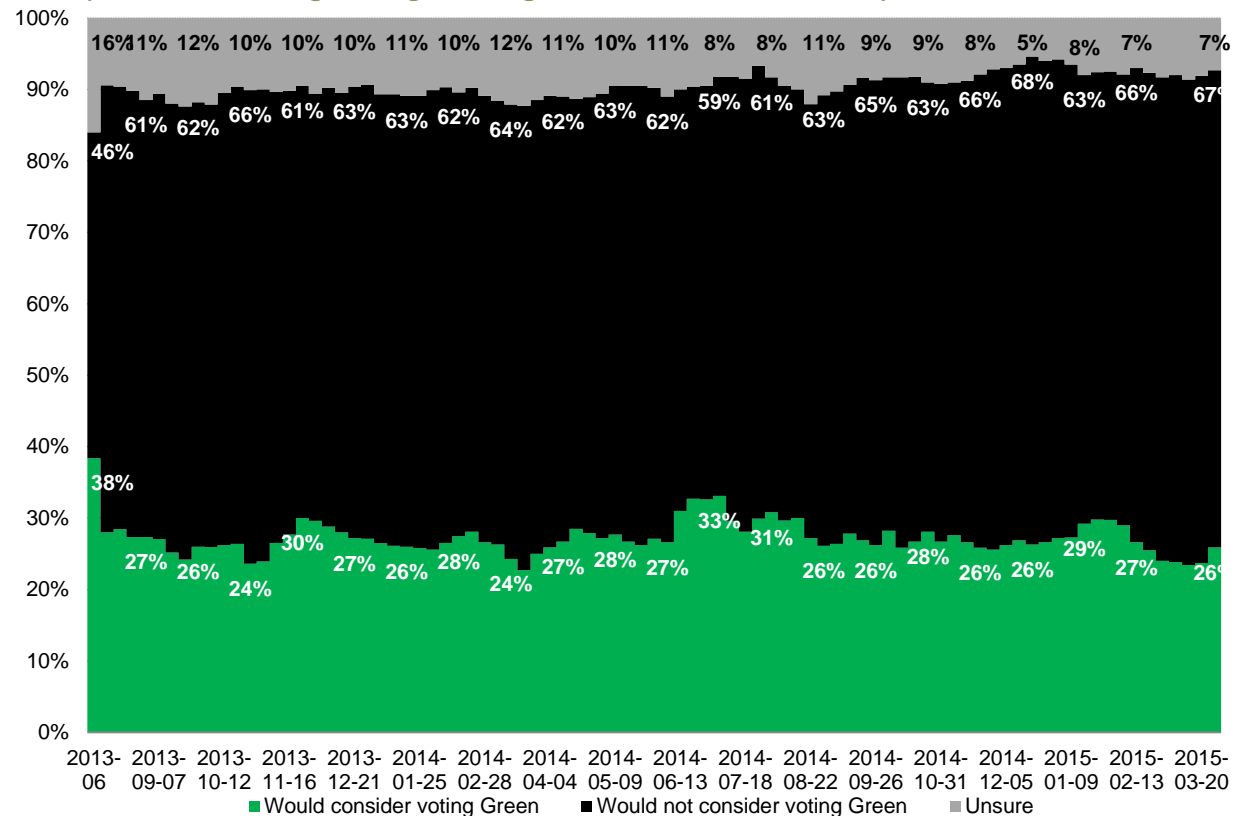
# Consider Green



**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

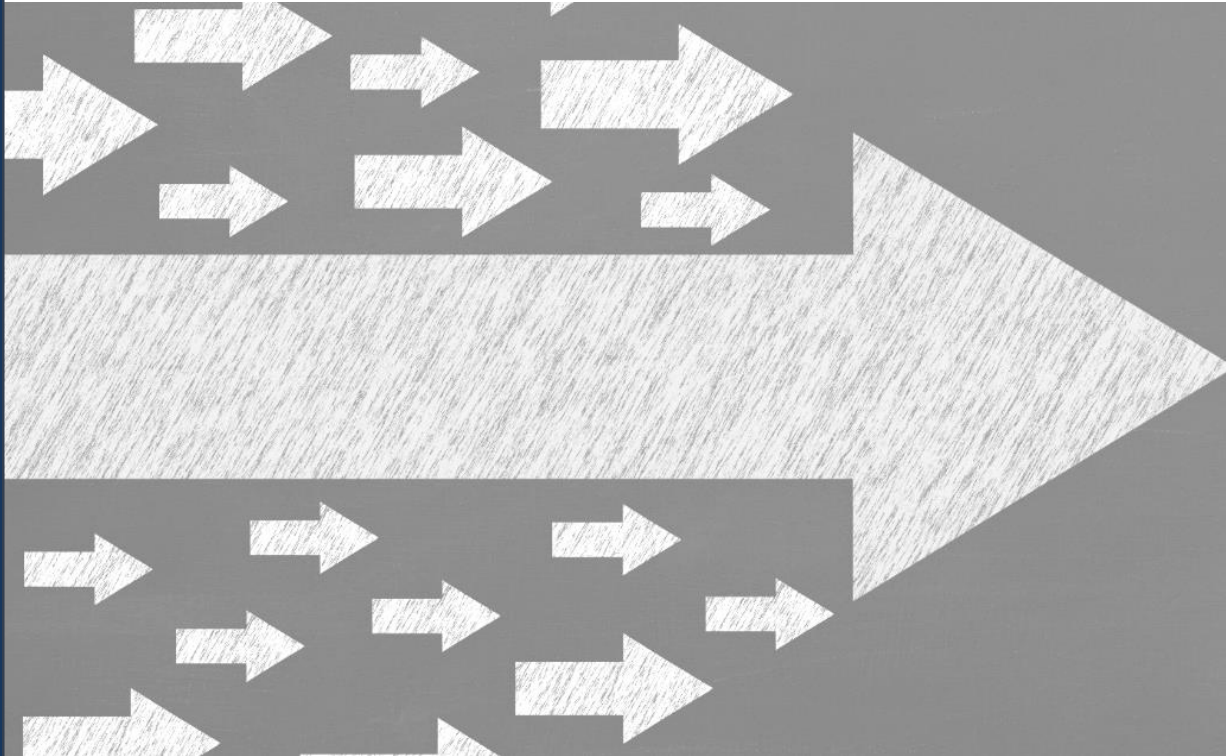
Contact: Nik Nanos  
Ottawa: (613) 234-4666 x 237  
Washington DC: (202) 697-9924  
nnanos@nanosresearch.com

**National – Weekly Tracking**  
(Four week rolling average ending March 27<sup>th</sup>, 2015, n=1,000)



# *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

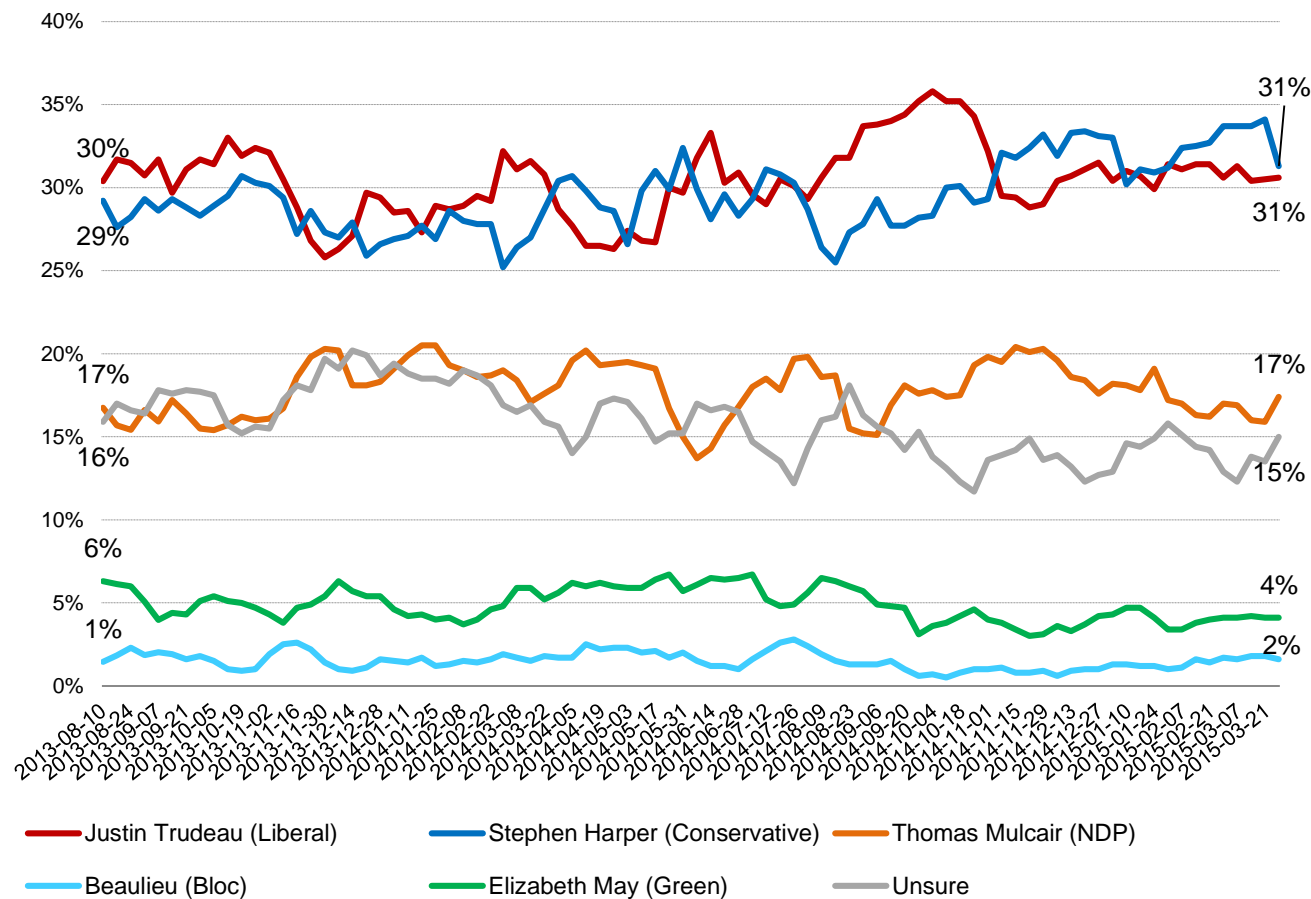
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

## National – Weekly Tracking – First Ranked Choice

(Four week rolling average ending March 27<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

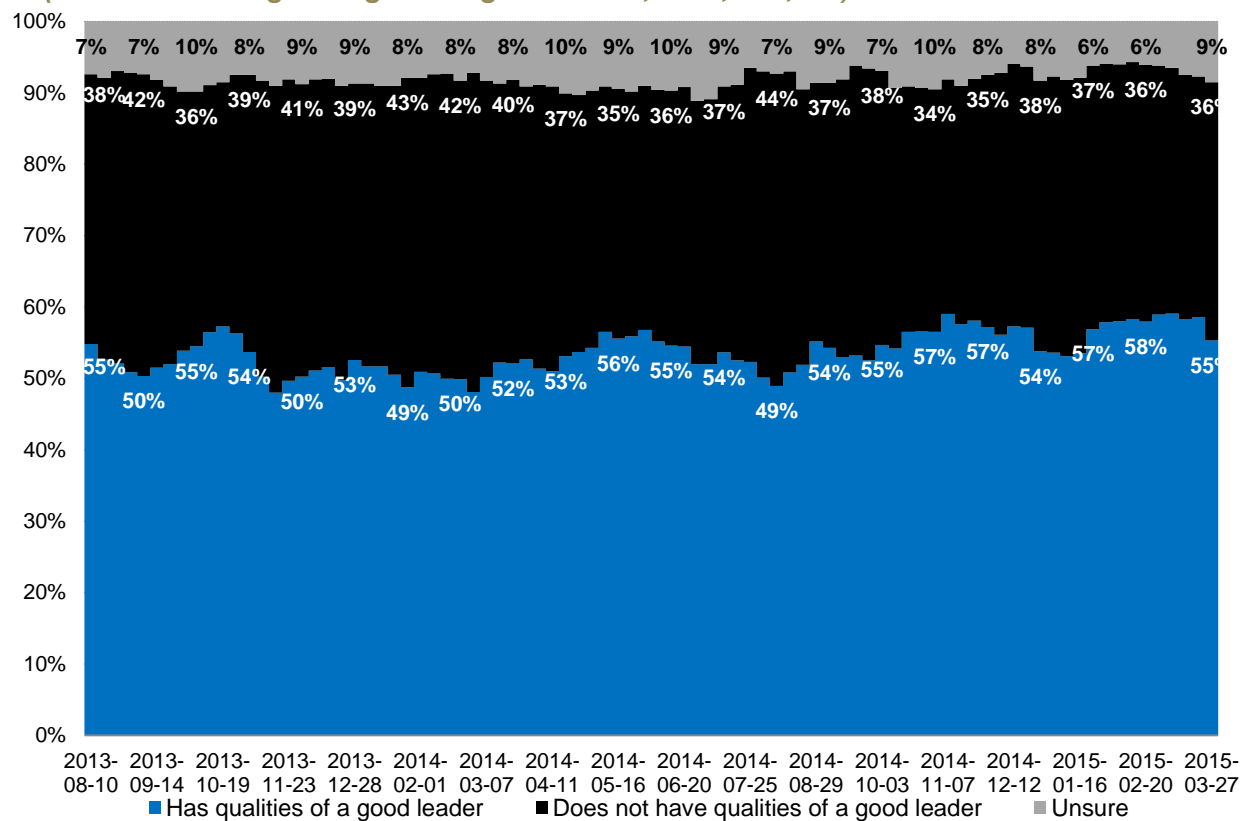
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

## National – Weekly Tracking

(Four week rolling average ending March 27<sup>th</sup>, 2015, n=1,000)



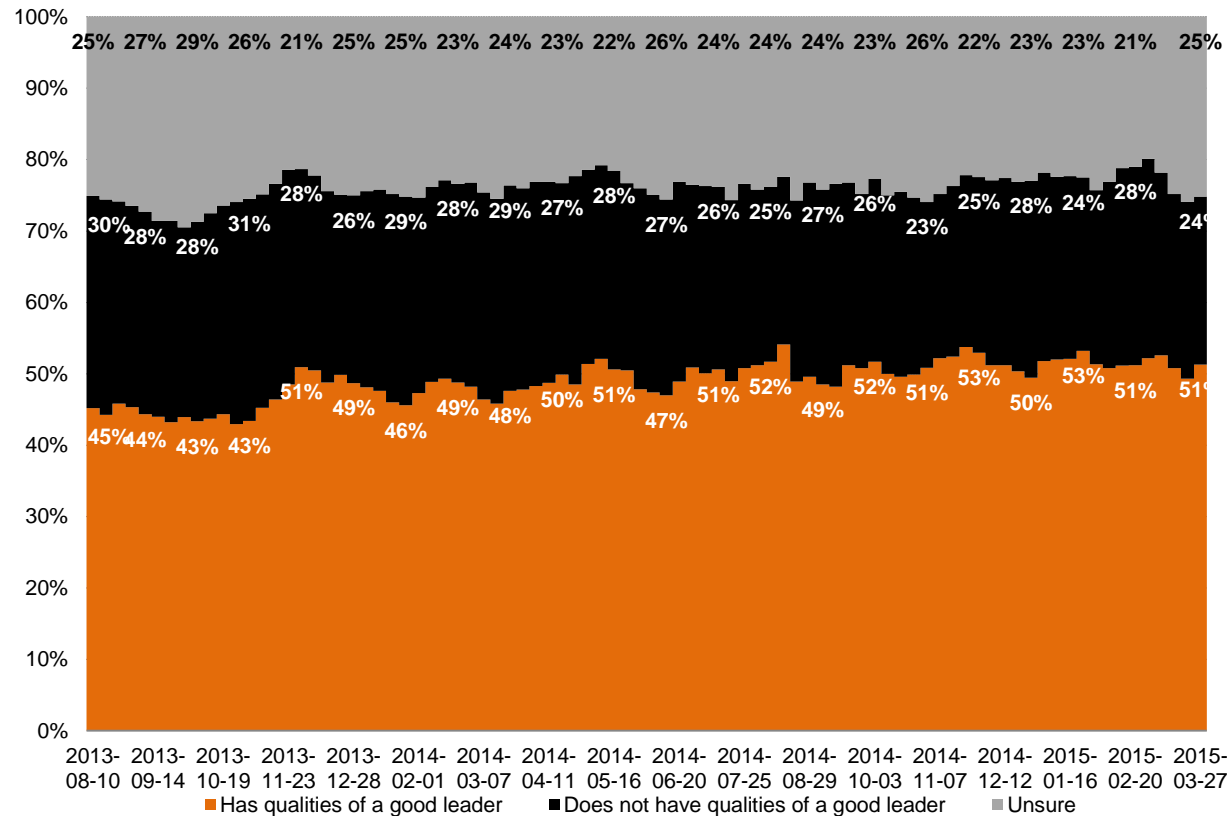
# Mulcair



**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

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 27<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

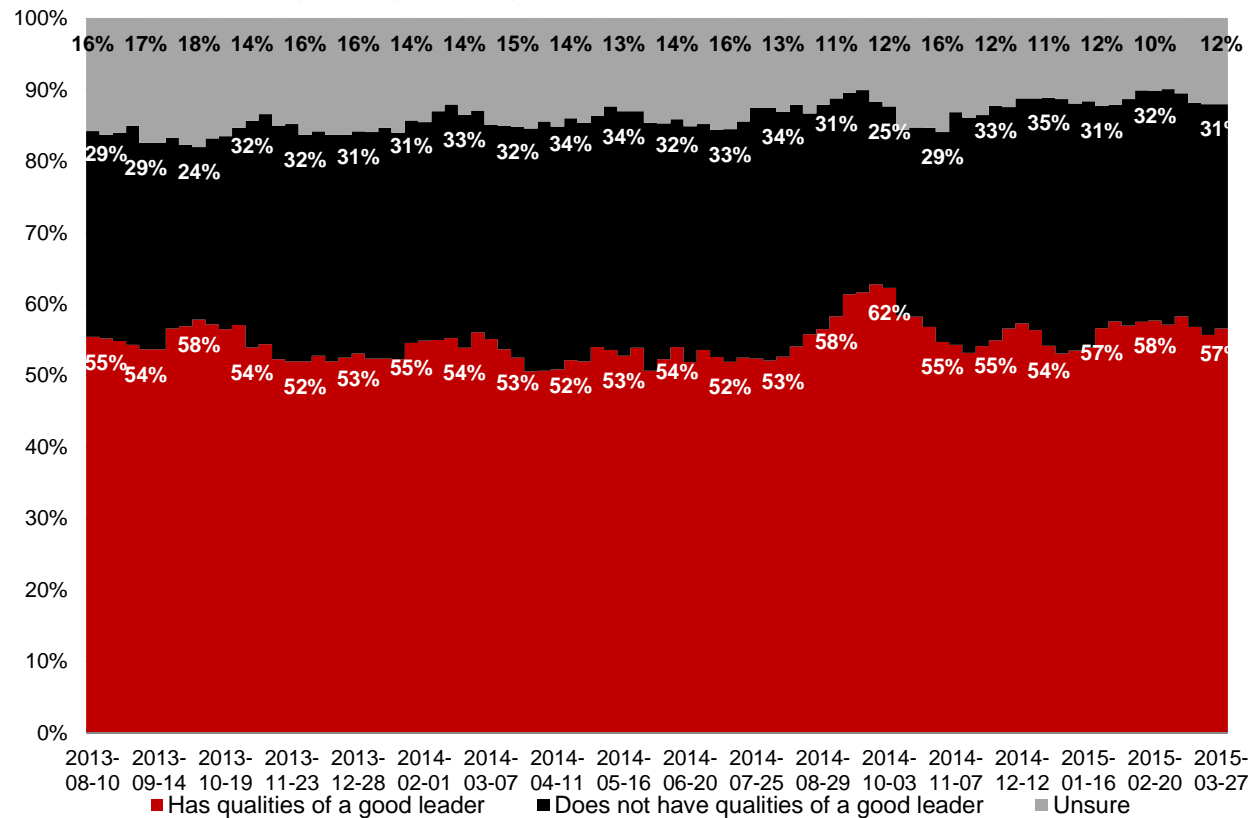
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

nnanos@nanosresearch.com

## National – Weekly Tracking

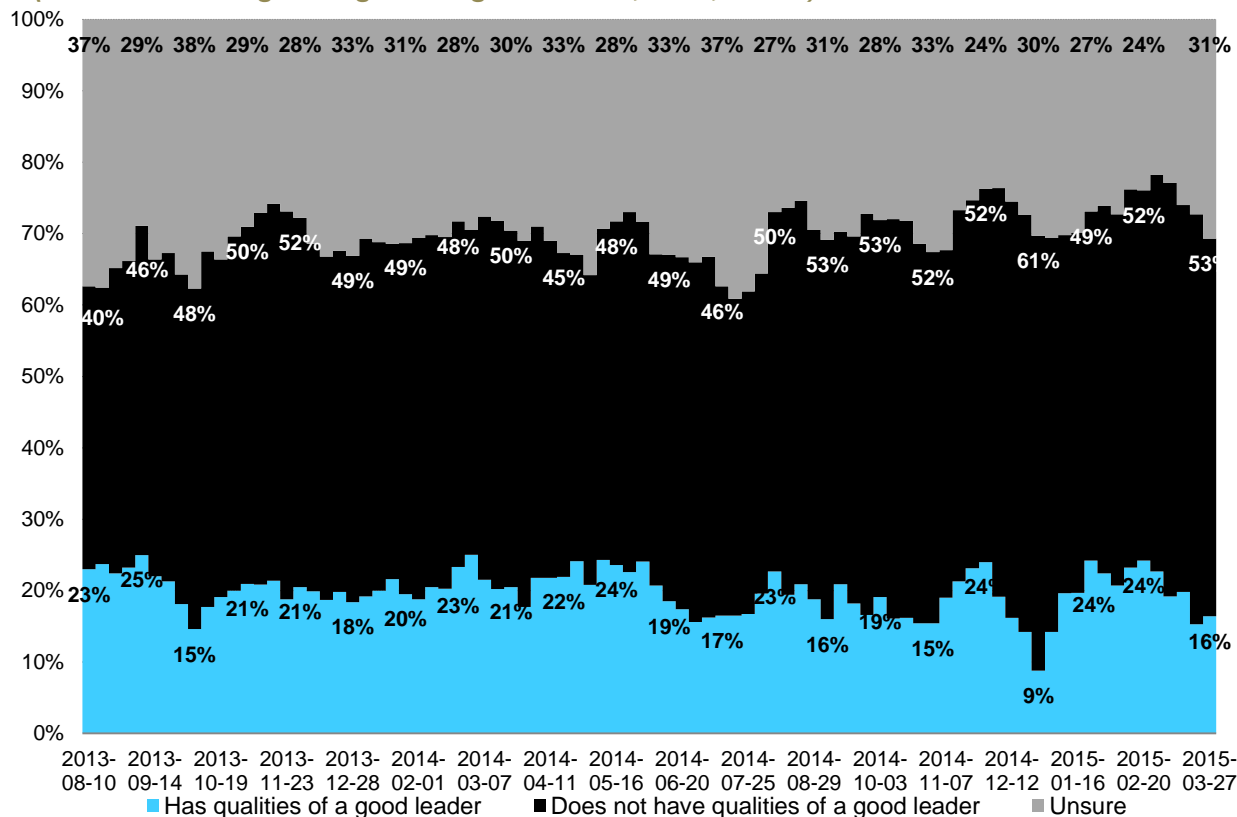
(Four week rolling average ending March 27<sup>th</sup>, 2015, n=1,000)



**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 March 27<sup>th</sup>, 2015, n=248)



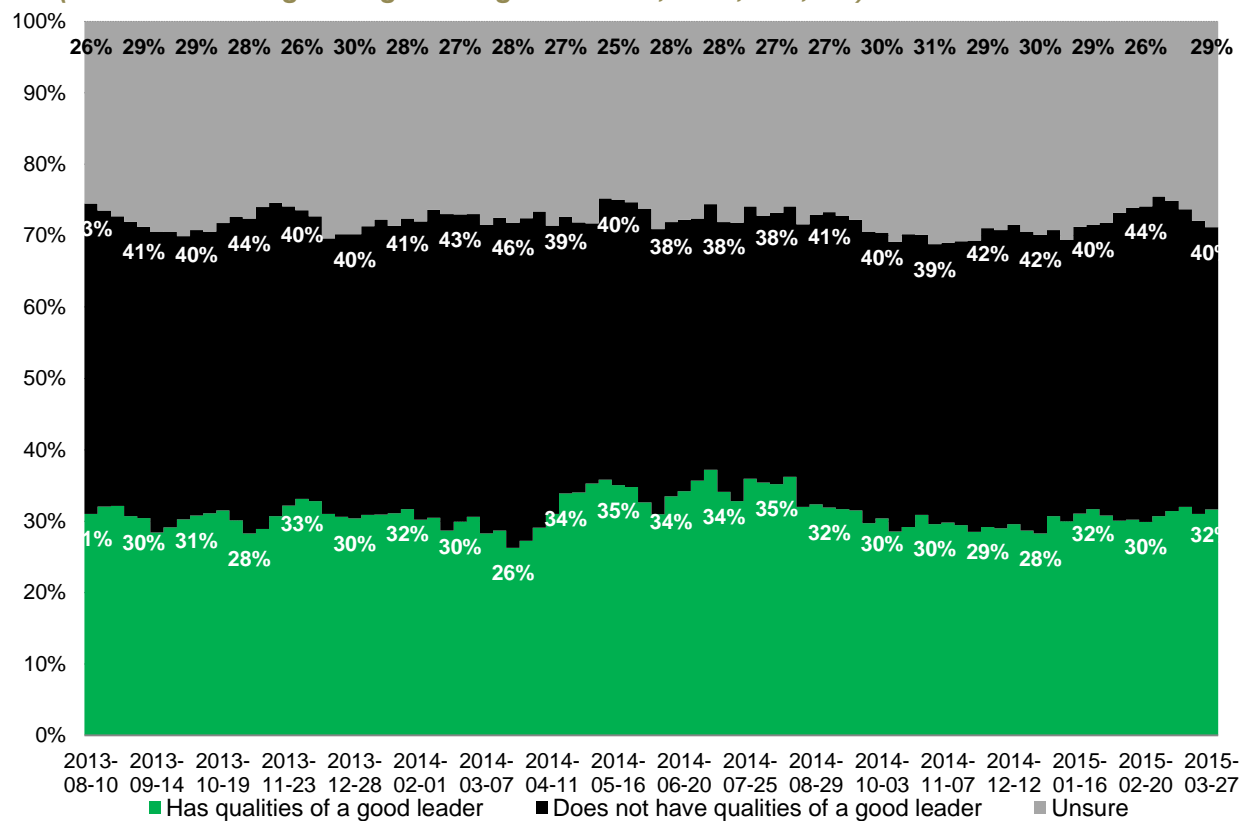
# May



**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

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 27<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 27<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

### **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)