

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending June 20, 2014
(released June 25, 2014)



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world-class data*

Weekly Nanos Party Power Index



BQ scrapes 10 month low on Nanos Party Power Index (Released 06/25/2014)

The weekly Nanos Party Power Index for Canada's federal parties has the Liberals scoring higher (57 points out of 100) compared to the Conservatives (51 points) and the NDP (48 points). The Liberals are near a 10 month high on the vote consideration measure (53 percent of Canadians would consider voting Liberal, compared to a 10 month high of 56 percent). Forty two percent of Canadians would consider voting NDP while 39 percent of Canadians would consider voting Conservatives. These are all independent questions.

Of note, with the election of Beaulieu as the leader of the Bloc Quebecois, that party is at its 10 month low in the BQ Party Power Index among Quebec voters (25 points).

On the preferred Prime Minister front Trudeau and Harper are at 30 percent respectively while 16 percent of Canadians would prefer Mulcair as Prime Minister.

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



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Data Summary

		10 Months							
		This Week	Last Week	4 Weeks Ago	3 Months Ago	Ago (Aug 2013)	10 Month High	10 Month Low	10 Month Average
Canada Party Power Index									
Liberal		56.8	57.3	56.8	57.5	57.2	59.0	53.7	56.4
Conservative		51.3	50.6	51.6	51.0	50.7	53.7	48.4	50.7
NDP		47.9	47.4	49.7	48.0	48.1	50.6	46.3	48.9
Green		34.4	34.2	33.5	30.2	33.9	34.5	30.3	32.8
Bloc		24.5	25.5	27.6	29.0	28.7	29.2	24.5	27.2
Party Consider									
Liberal		53.4%	54.2%	55.4%	51.5%	50.2%	55.5%	47.2%	50.7%
Conservative		38.9%	38.2%	42.8%	38.0%	38.1%	44.0%	36.4%	39.4%
NDP		42.1%	42.7%	45.1%	38.8%	41.6%	45.5%	37.9%	41.7%
Bloc		30.8%	29.9%	31.3%	22.4%	44.0%	44.0%	22.4%	32.7%
Green		32.7%	31.0%	26.2%	22.7%	27.3%	32.7%	22.7%	26.8%
Preferred Prime Minister									
Trudeau		30.3%	33.3%	30.0%	30.8%	31.5%	33.3%	25.8%	29.5%
Harper		29.6%	28.1%	29.9%	28.7%	28.2%	32.4%	25.2%	28.5%
Mulcair		15.7%	14.3%	16.7%	17.6%	15.4%	20.5%	13.7%	17.8%
Beaulieu/ Bellavance		1.2%	1.2%	1.7%	1.8%	2.3%	2.6%	0.9%	1.7%
May		6.4%	6.5%	6.7%	5.2%	6.0%	6.7%	3.7%	5.2%
Unsure		16.8%	16.6%	15.2%	15.9%	16.6%	20.2%	14.0%	17.2%

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



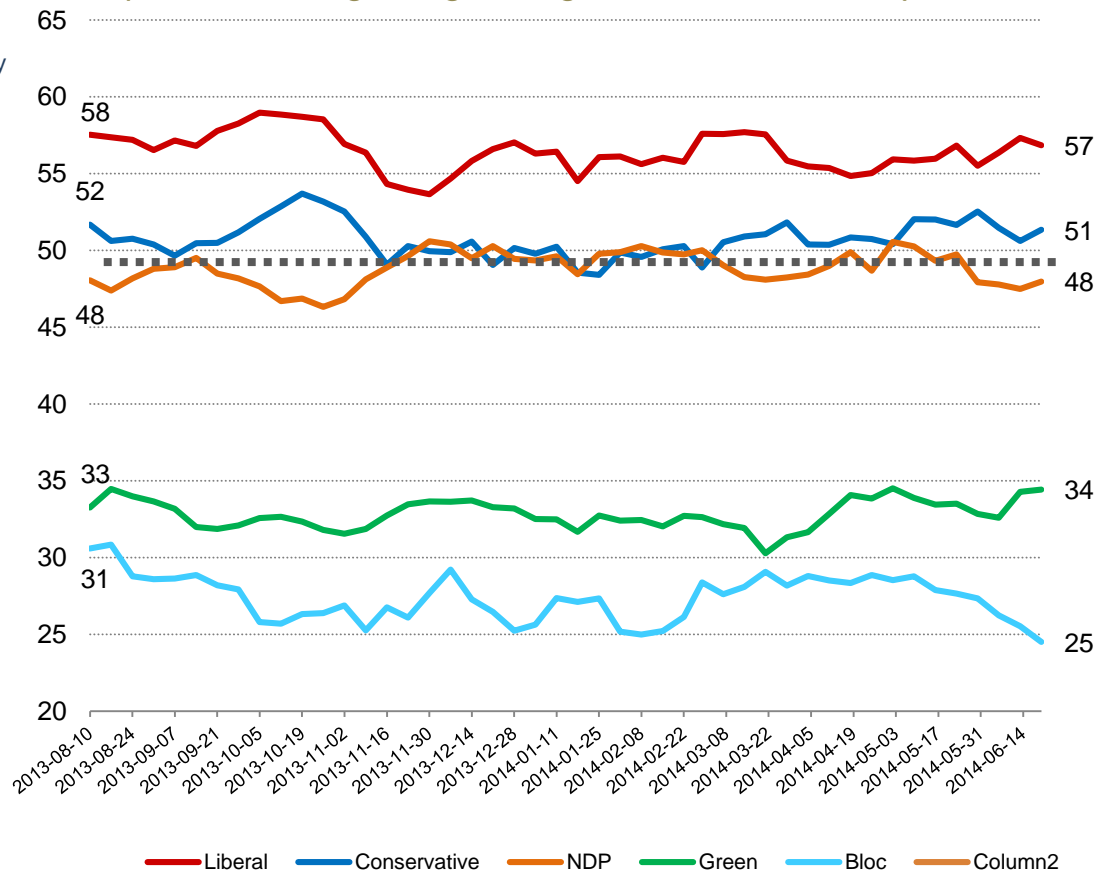
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nnanos@nanosresearch.com



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Canada Weekly Index Tracking Scores
(Four week rolling average ending June 20th, 2014, n=1,000)



Party Power Index Tracking by Region

Nanos Weekly Tracking



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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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Washington DC: (202) 697-9924

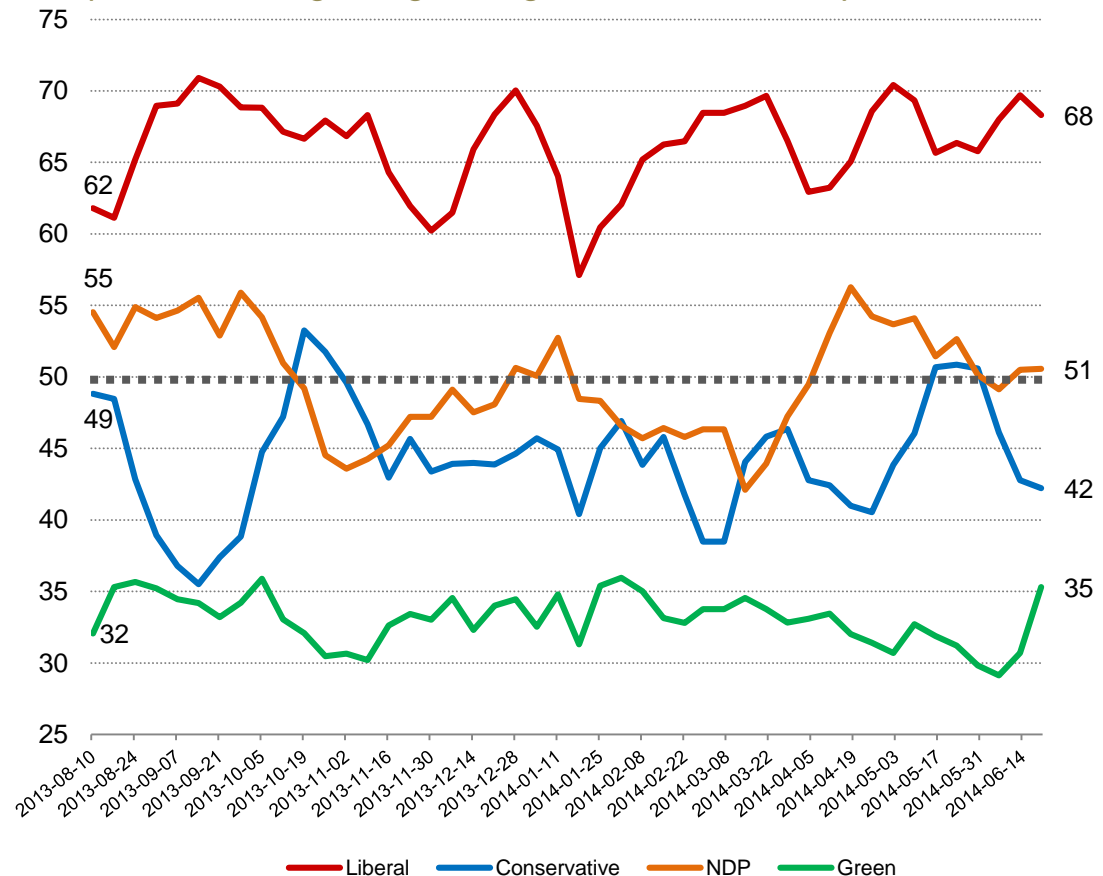
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Atlantic Weekly Index Tracking Scores

(Four week rolling average ending June 20th, 2014, n=100)



Party Power Index



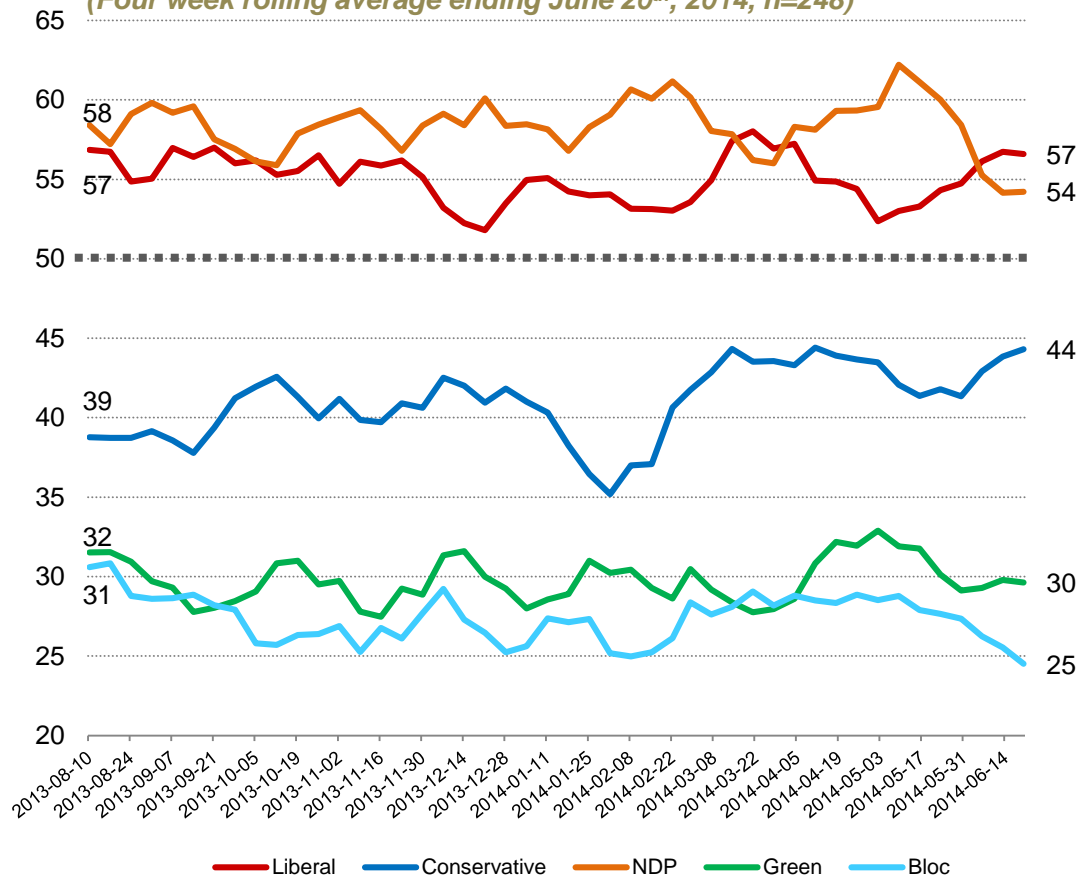
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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



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Quebec Weekly Index Tracking Scores
(Four week rolling average ending June 20th, 2014, n=248)



Party Power Index



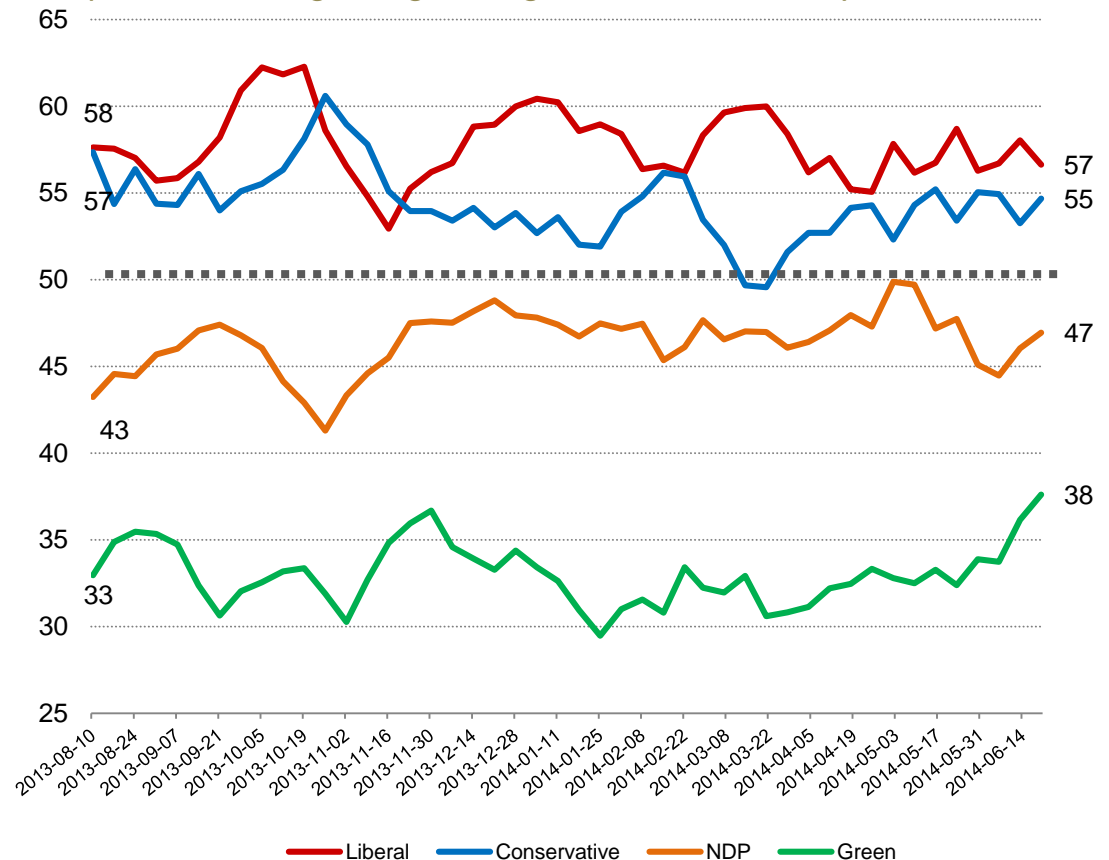
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Ontario Weekly Index Tracking Scores (Four week rolling average ending June 20th, 2014, n=300)



Party Power Index



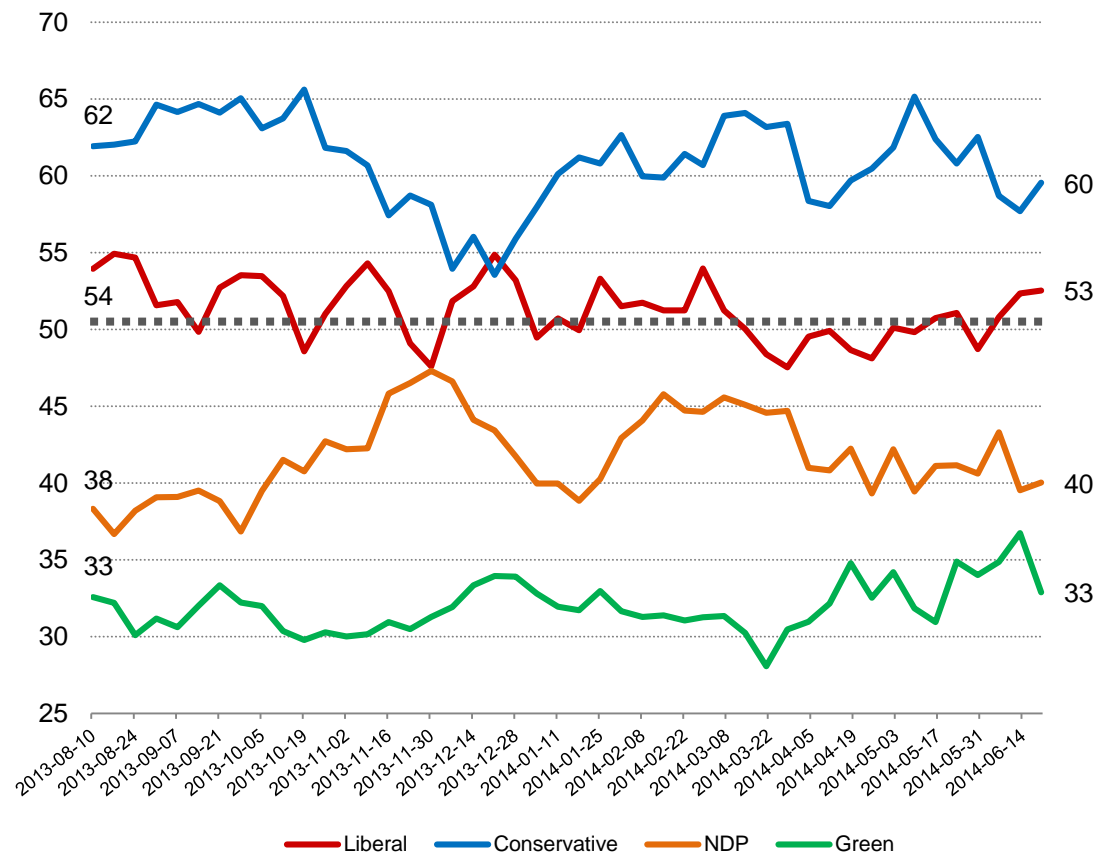
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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



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Prairies Weekly Index Tracking Scores (Four week rolling average ending June 20th, 2014, 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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Ottawa: (613) 234-4666 x 237

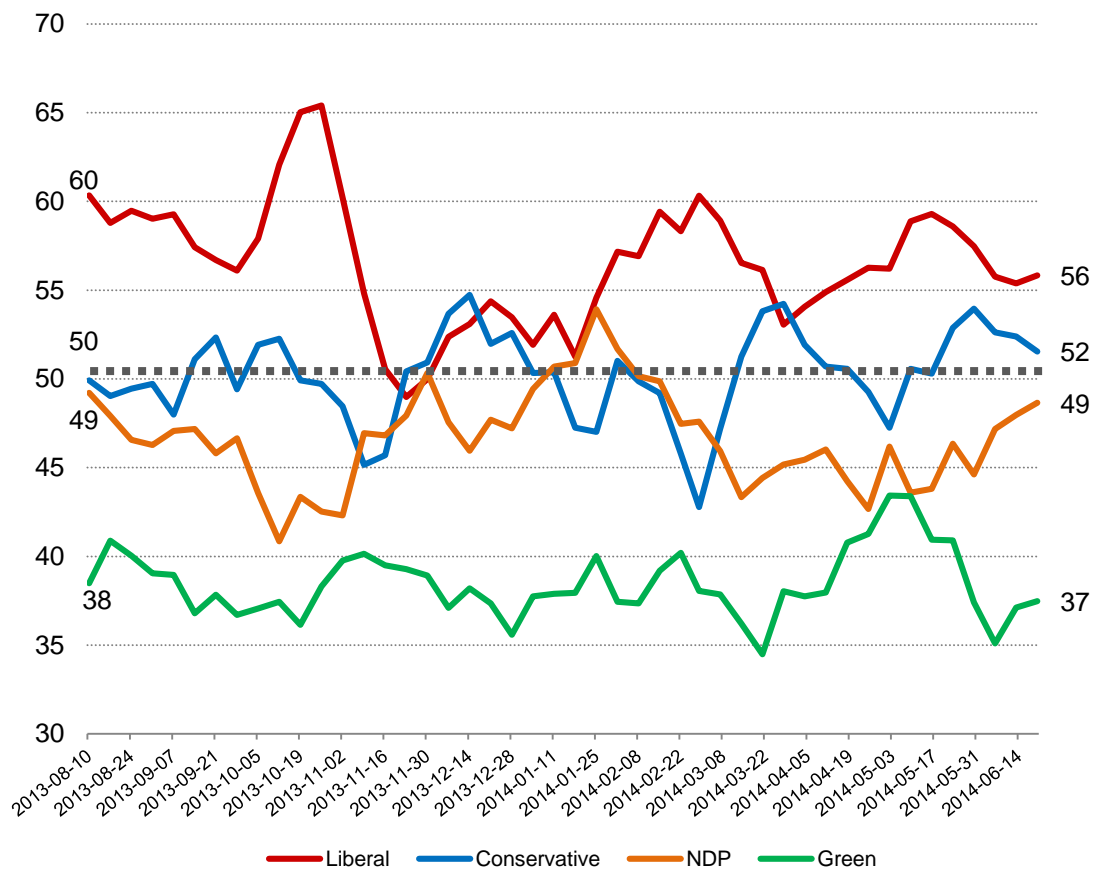
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British Columbia Weekly Index Tracking Scores (Four week rolling average ending June 20th, 2014, n=152)



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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Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

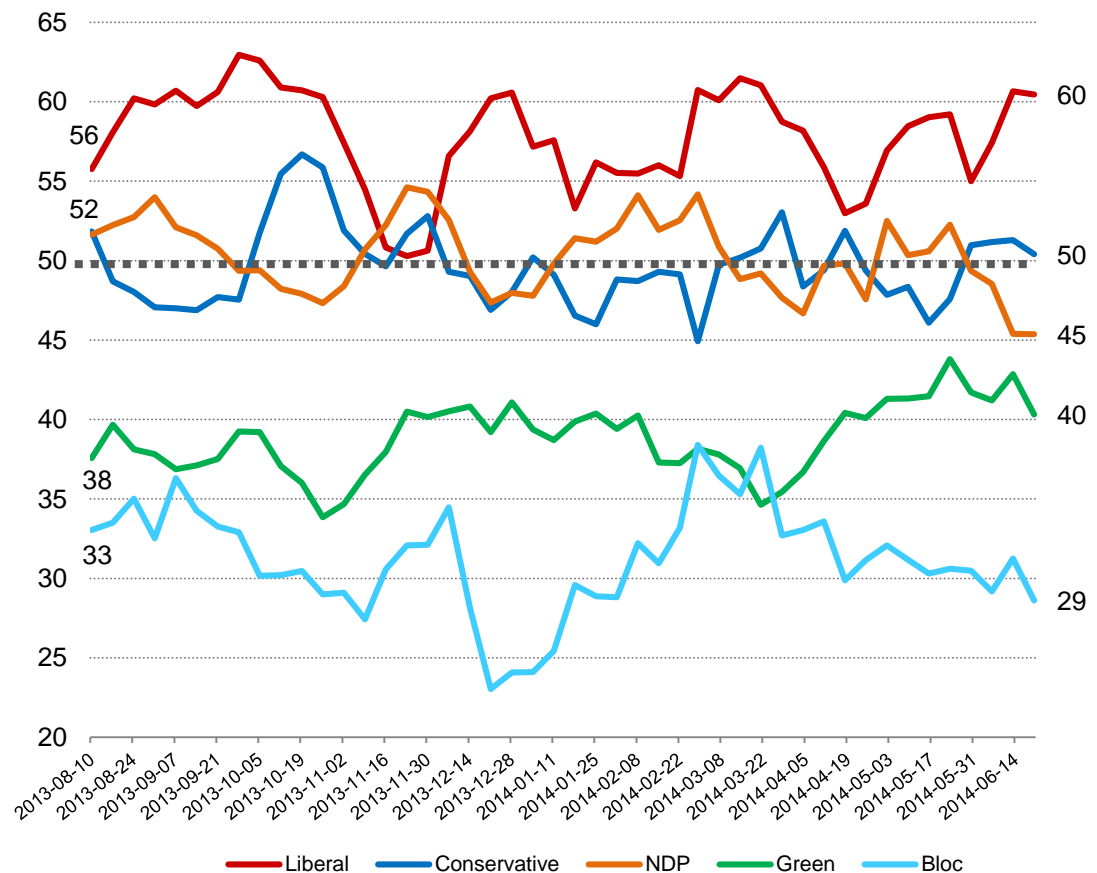
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18 to 29 Weekly Index Tracking Scores

(Four week rolling average ending June 20th, 2014, n=206)



Party Power Index



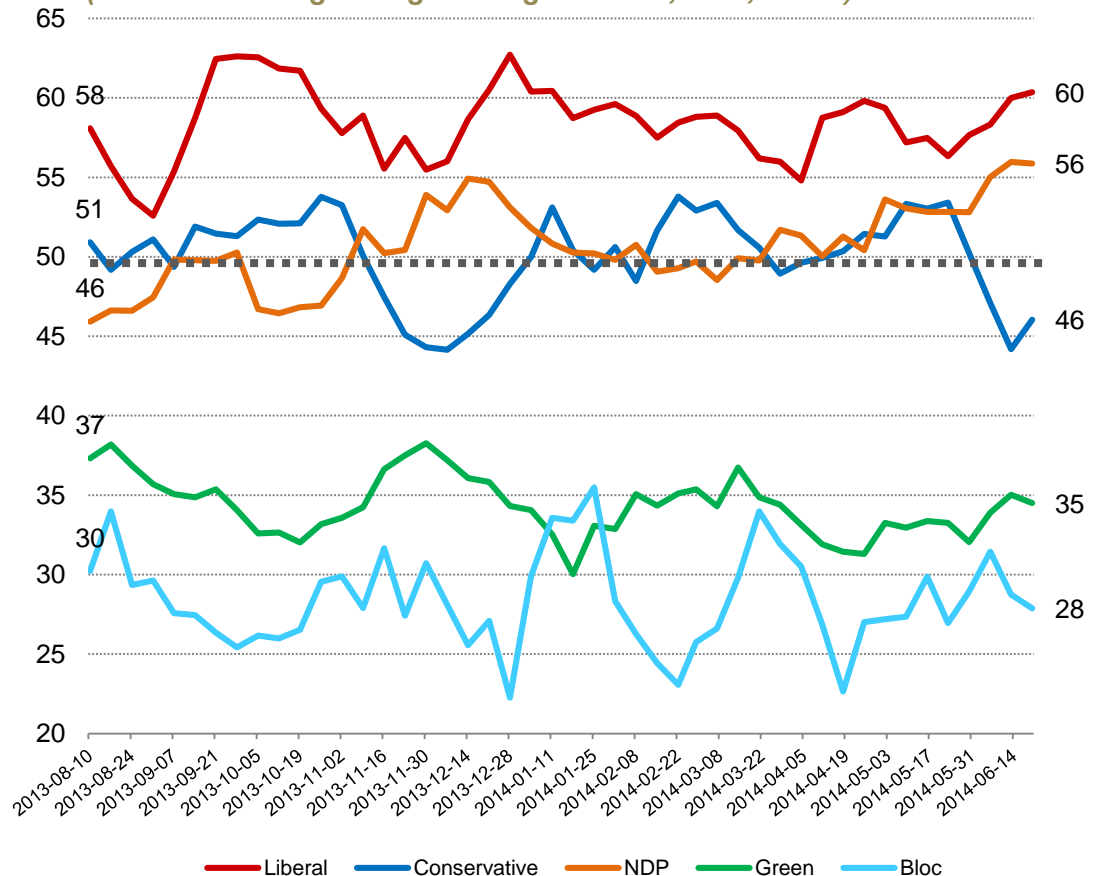
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. 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 June 20th, 2014, n=169)



Party Power Index



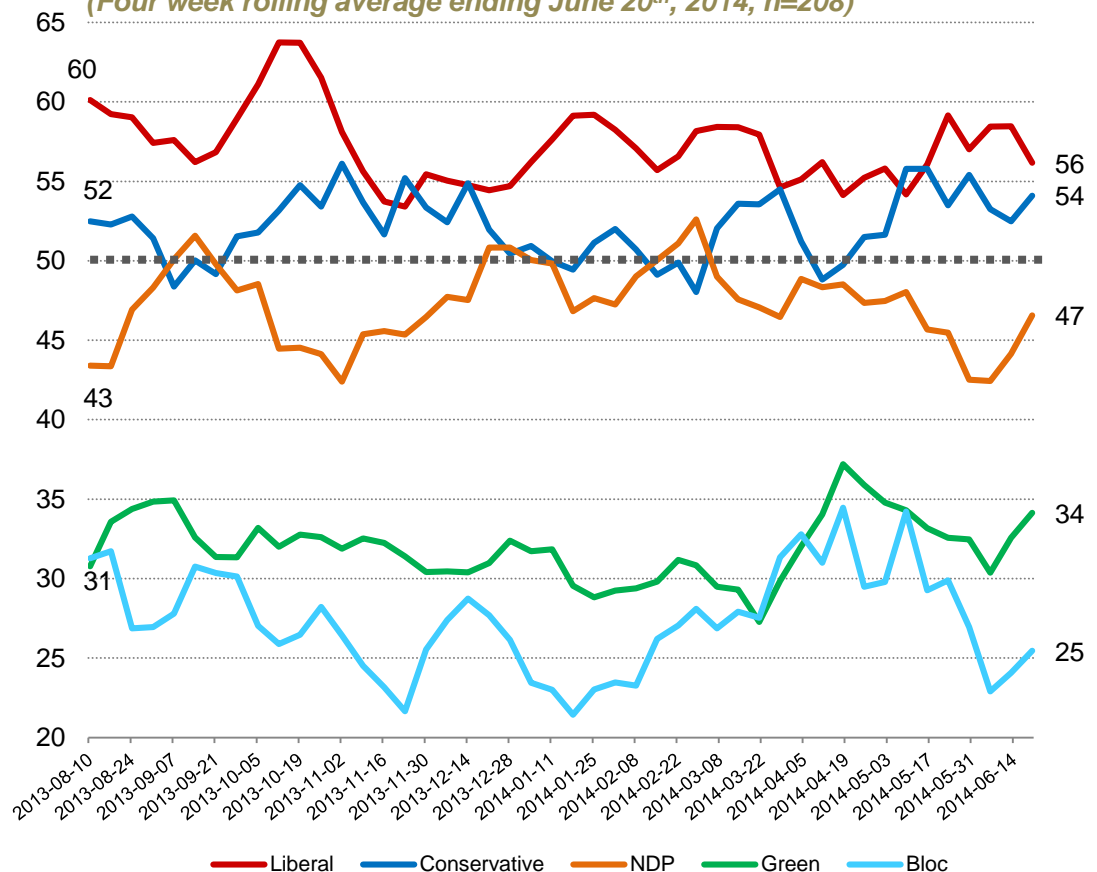
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

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Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending June 20th, 2014, n=208)



Party Power Index



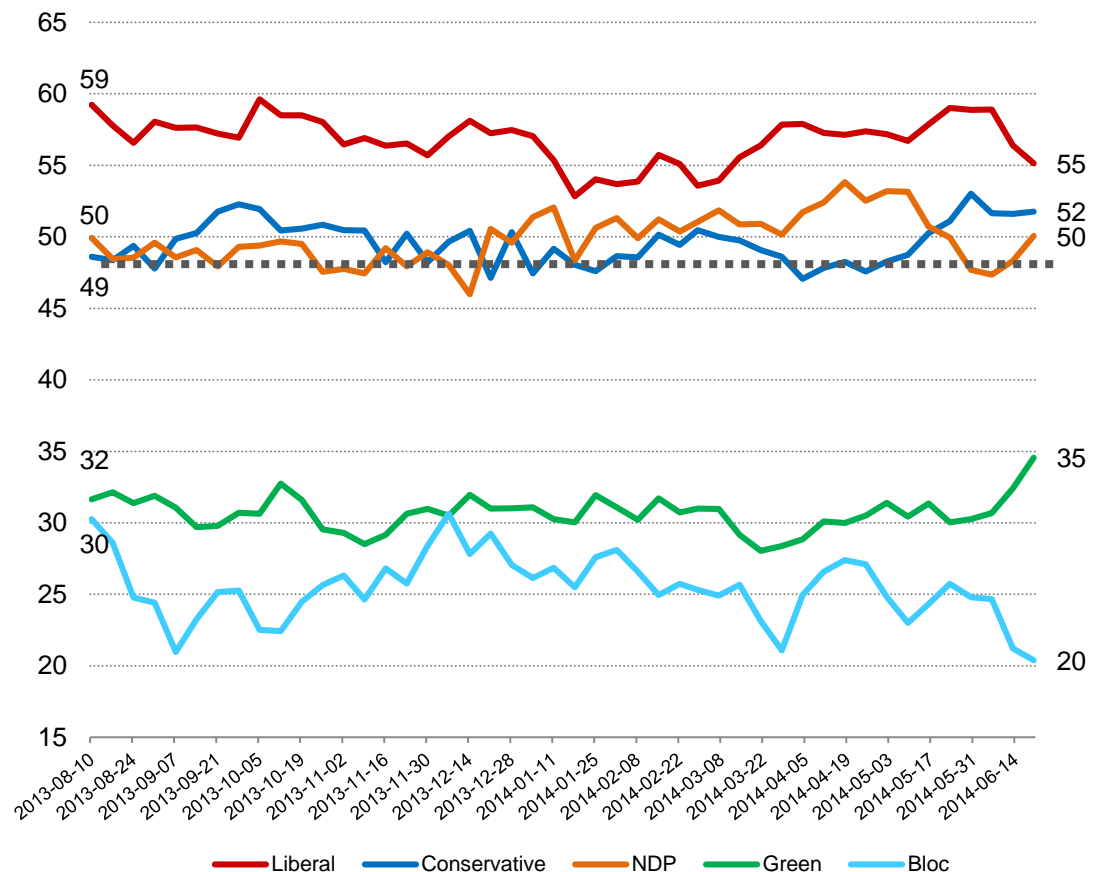
The Nanos Party Power Index Tracking for the 50 to 59 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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Ottawa: (613) 234-4666 x 237
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50 to 59 Weekly Index Tracking Scores (Four week rolling average ending June 20th, 2014, n=178)



Party Power Index



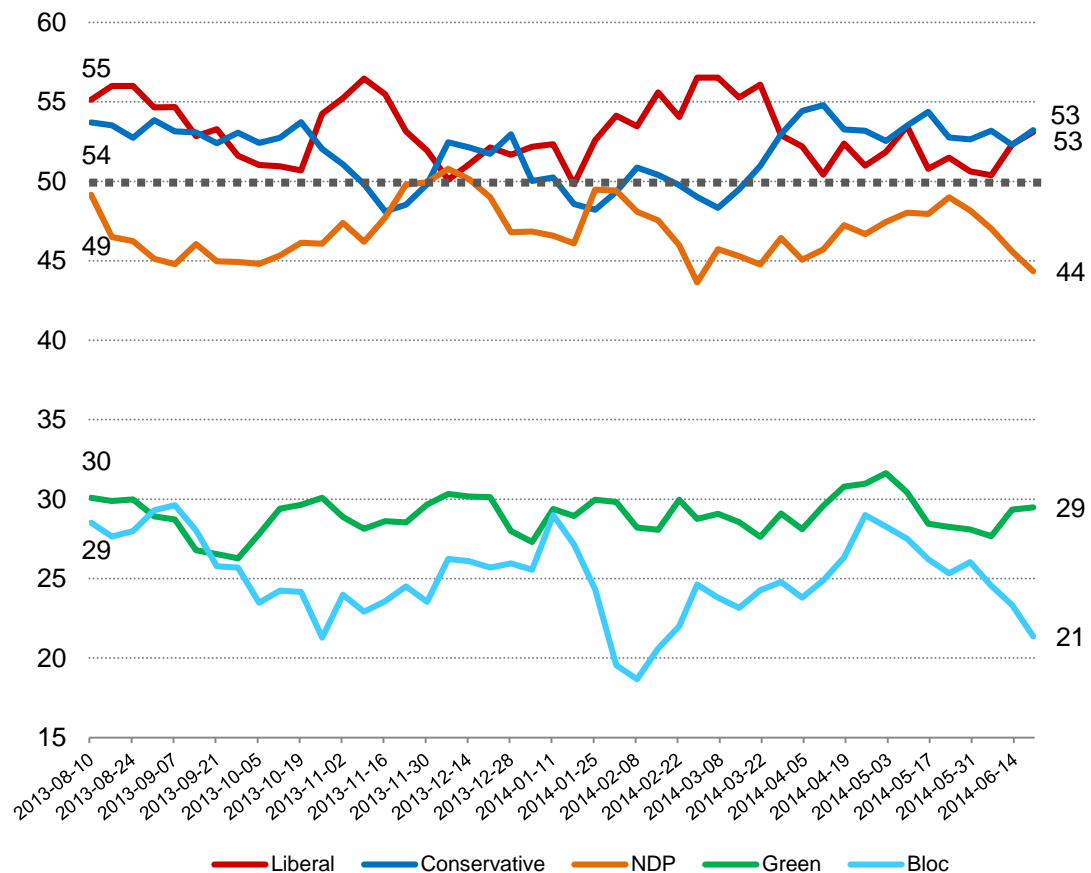
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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60 plus Weekly Index Tracking Scores (Four week rolling average ending June 20th, 2014, n=239)



Party Power Index Tracking by Gender

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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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Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

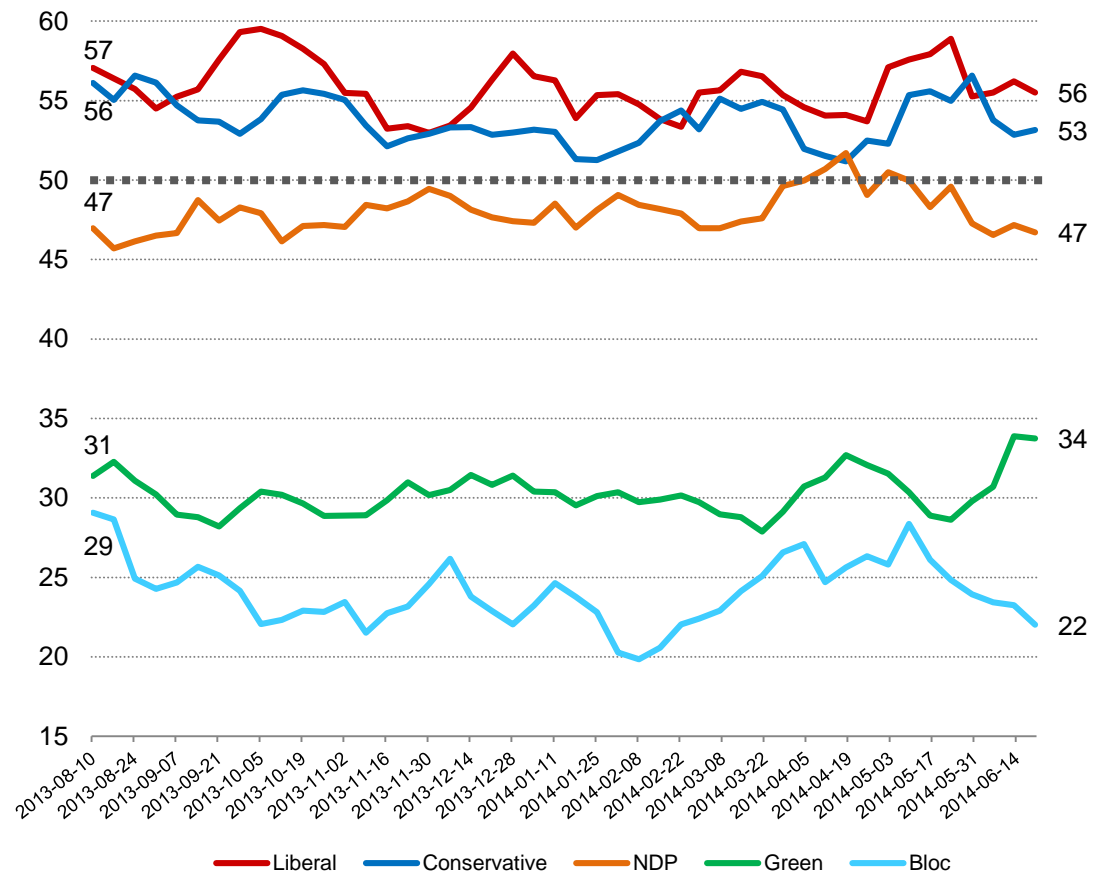
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Male Weekly Index Tracking Scores

(Four week rolling average ending June 20th, 2014, n=487)



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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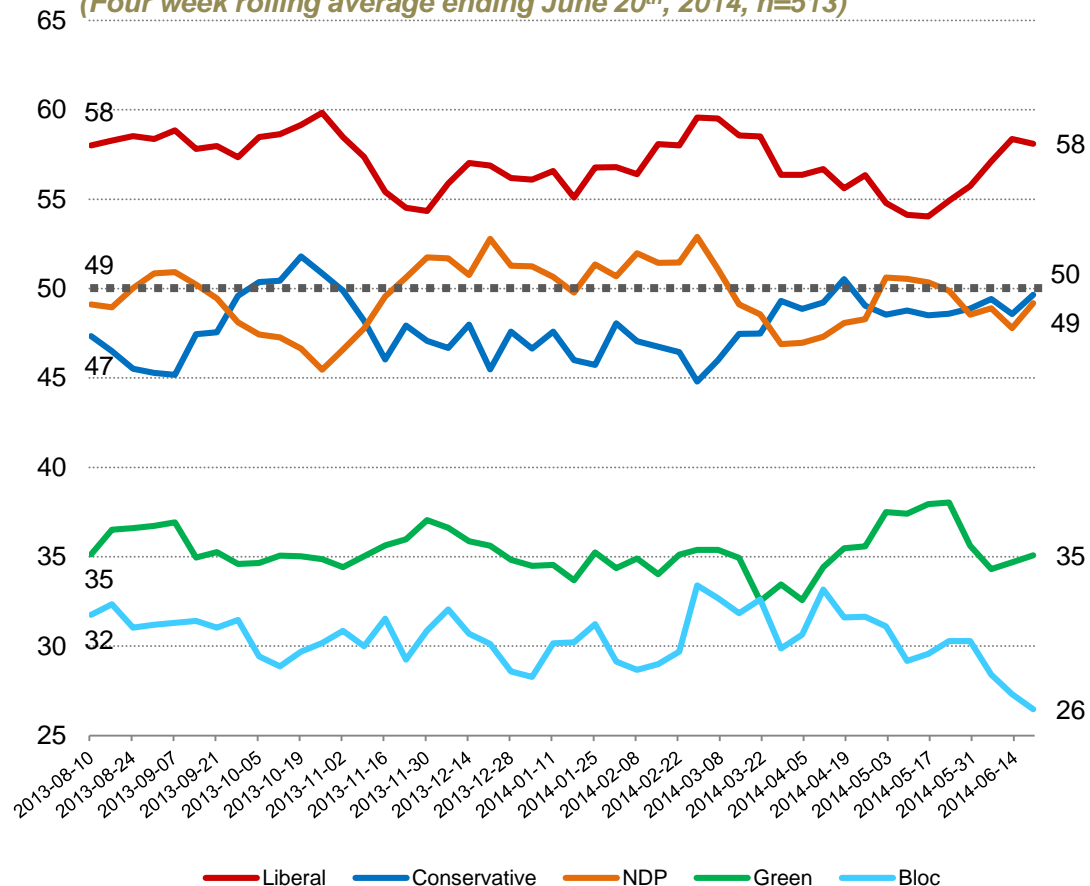
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Female Weekly Index Tracking Scores

(Four week rolling average ending June 20th, 2014, n=513)



National Political Tracking Numbers

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National Ballot



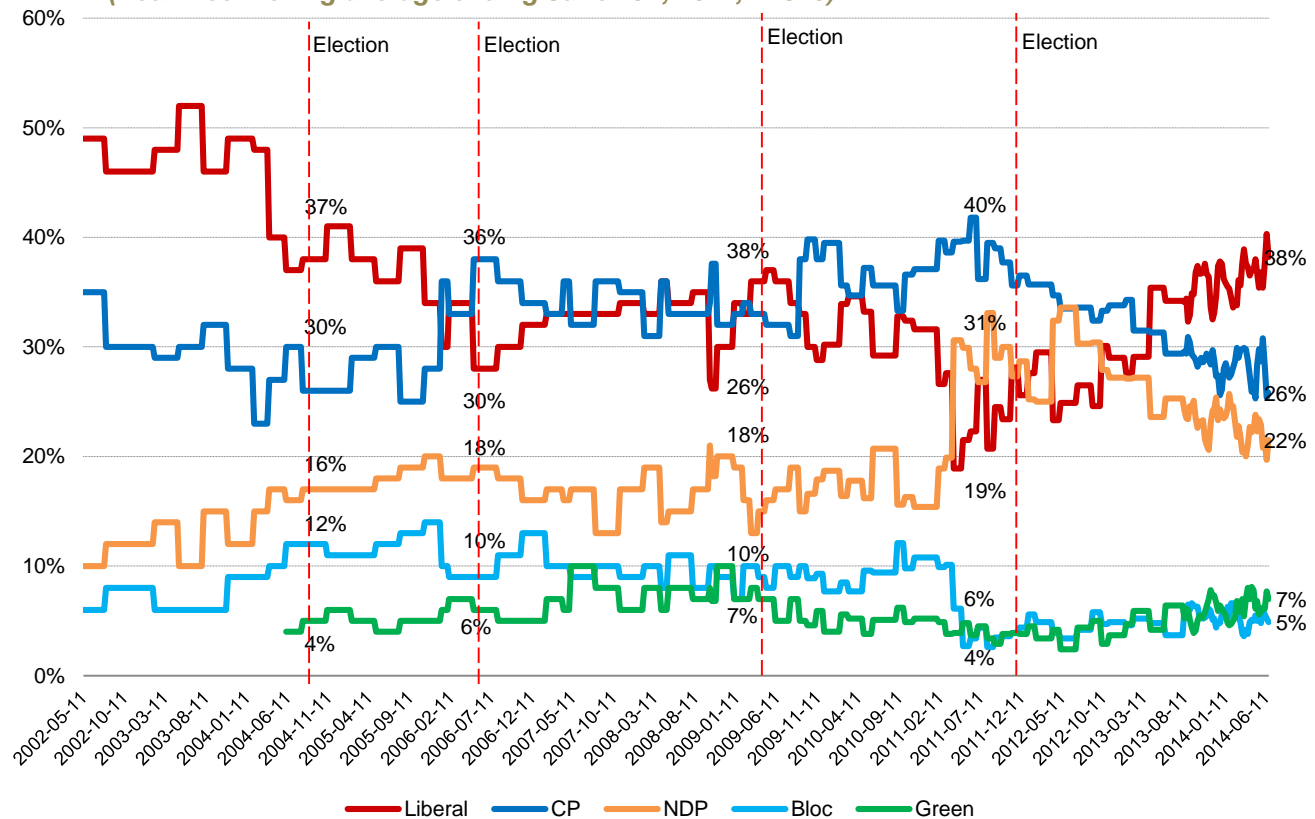
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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Weekly Tracking – First Ranked Choice
(Four week rolling average ending June 20th, 2014, n=846)



National Issue



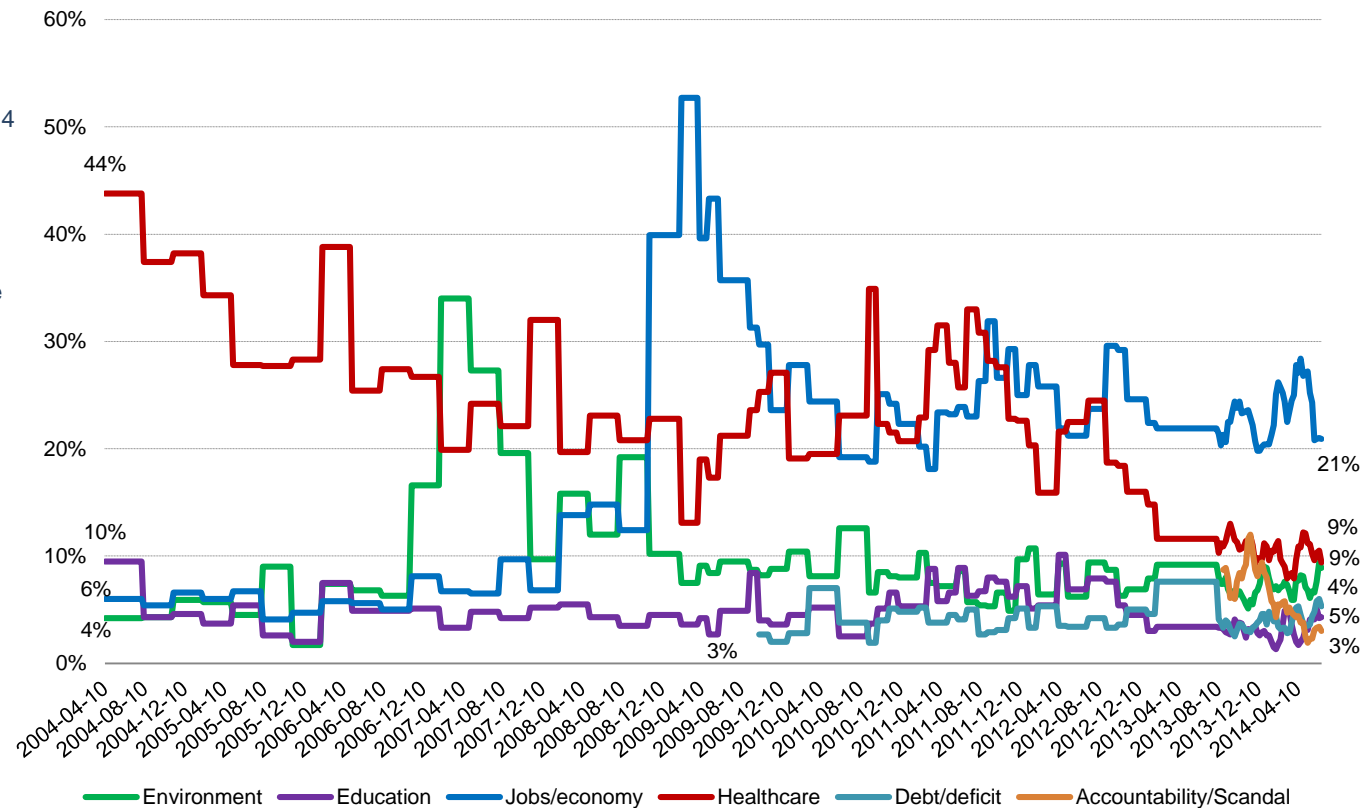
Question: What is your most important NATIONAL issue of concern?

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Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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Weekly Tracking (Four week rolling average ending June 20th, 2014, n=1,000)



Environment Education Jobs/economy Healthcare Debt/deficit Accountability/Scandal

Federal Party Accessible Voters

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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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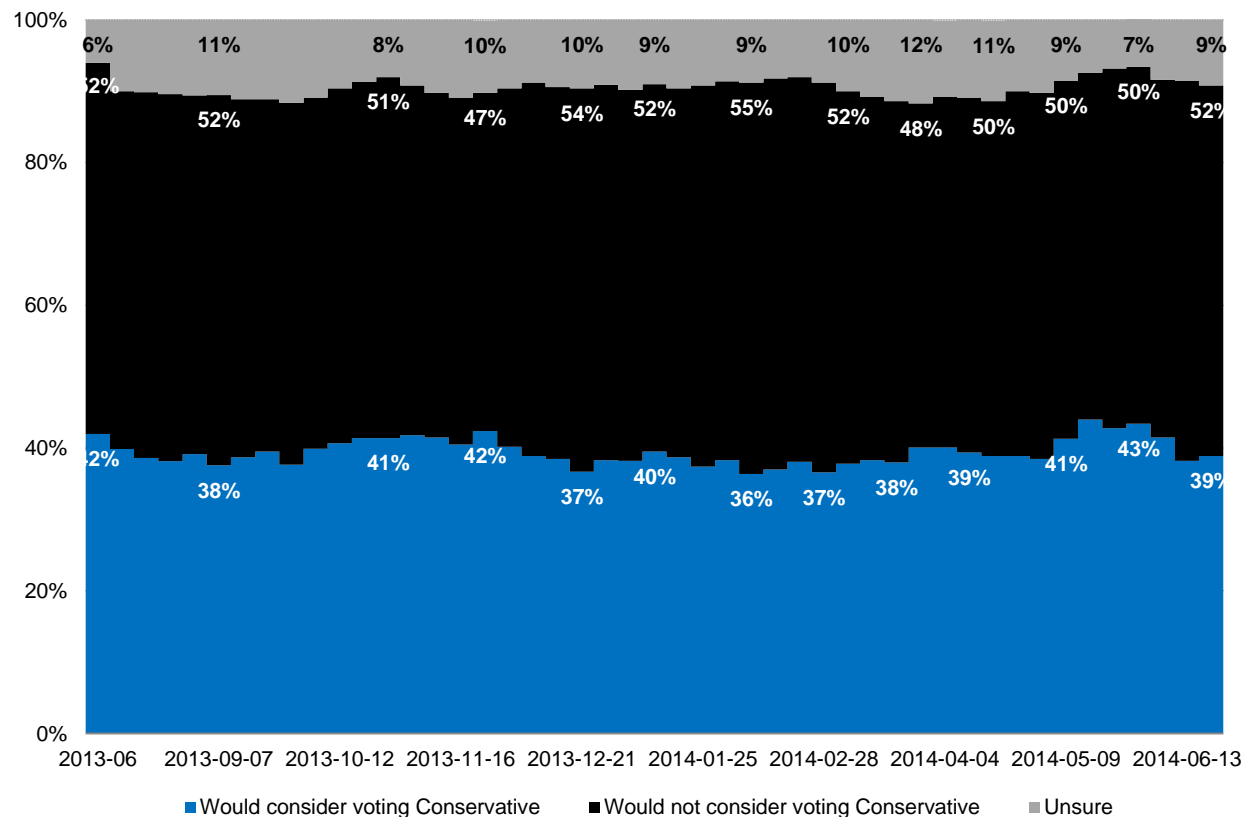
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National – Weekly Tracking

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Consider NDP



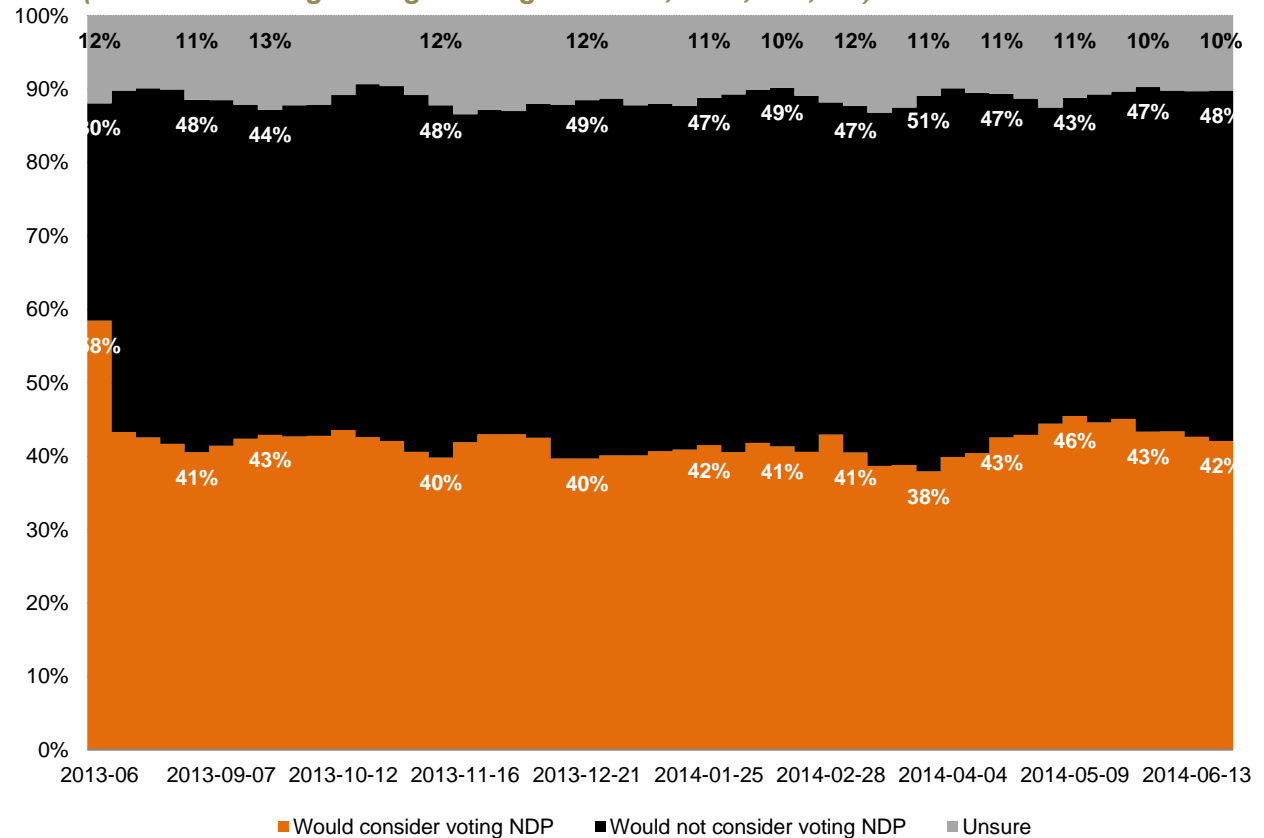
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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National – Weekly Tracking
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Consider Liberal



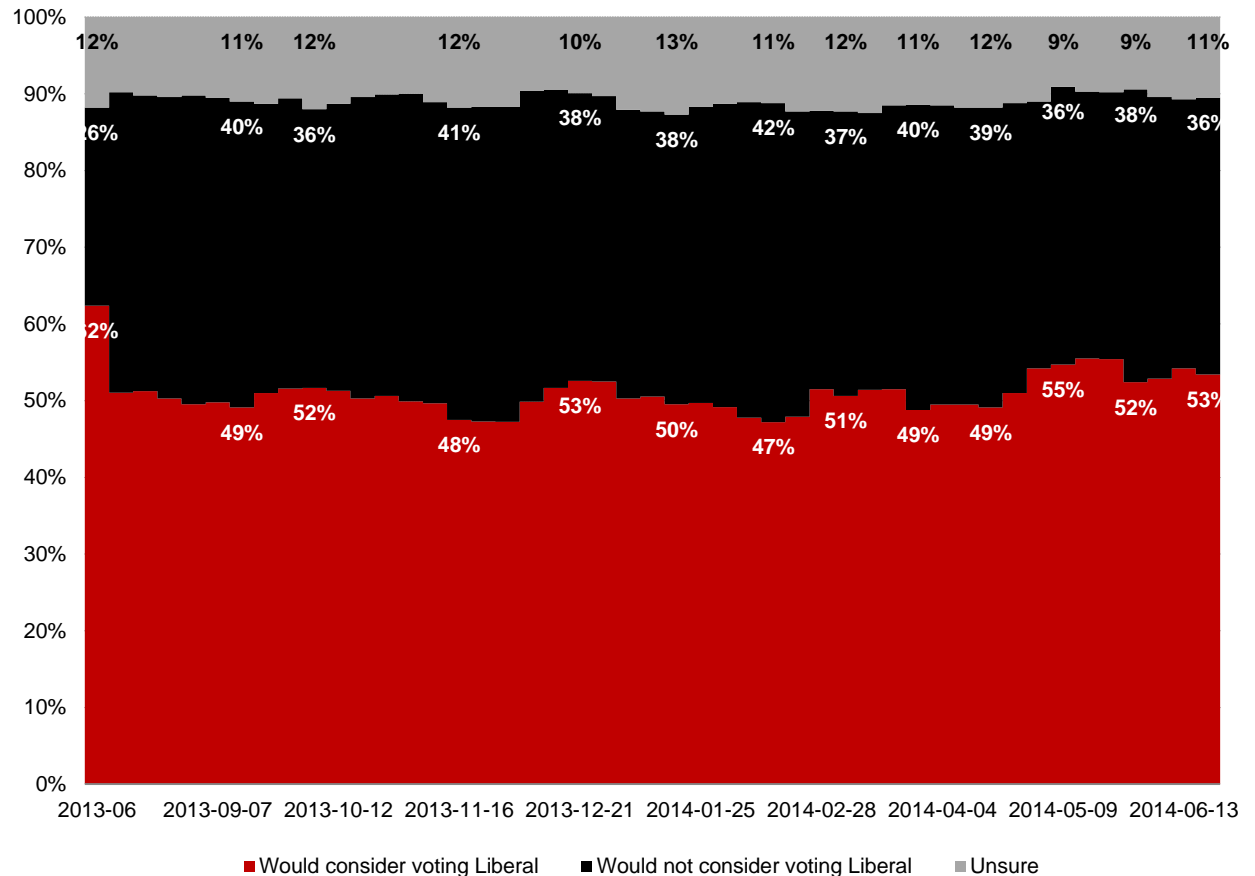
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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Consider Bloc



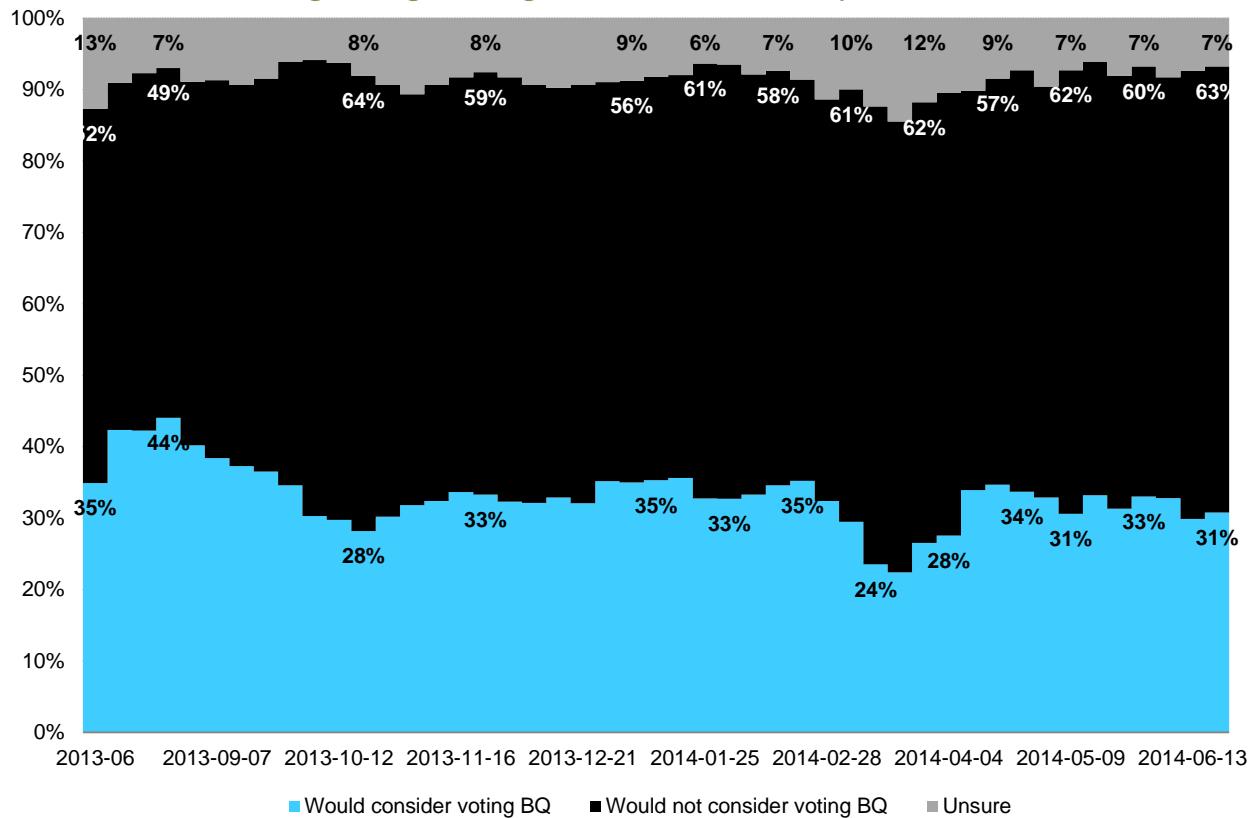
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
Four week rolling average ending June 20th, 2014, n=248)



Consider Green



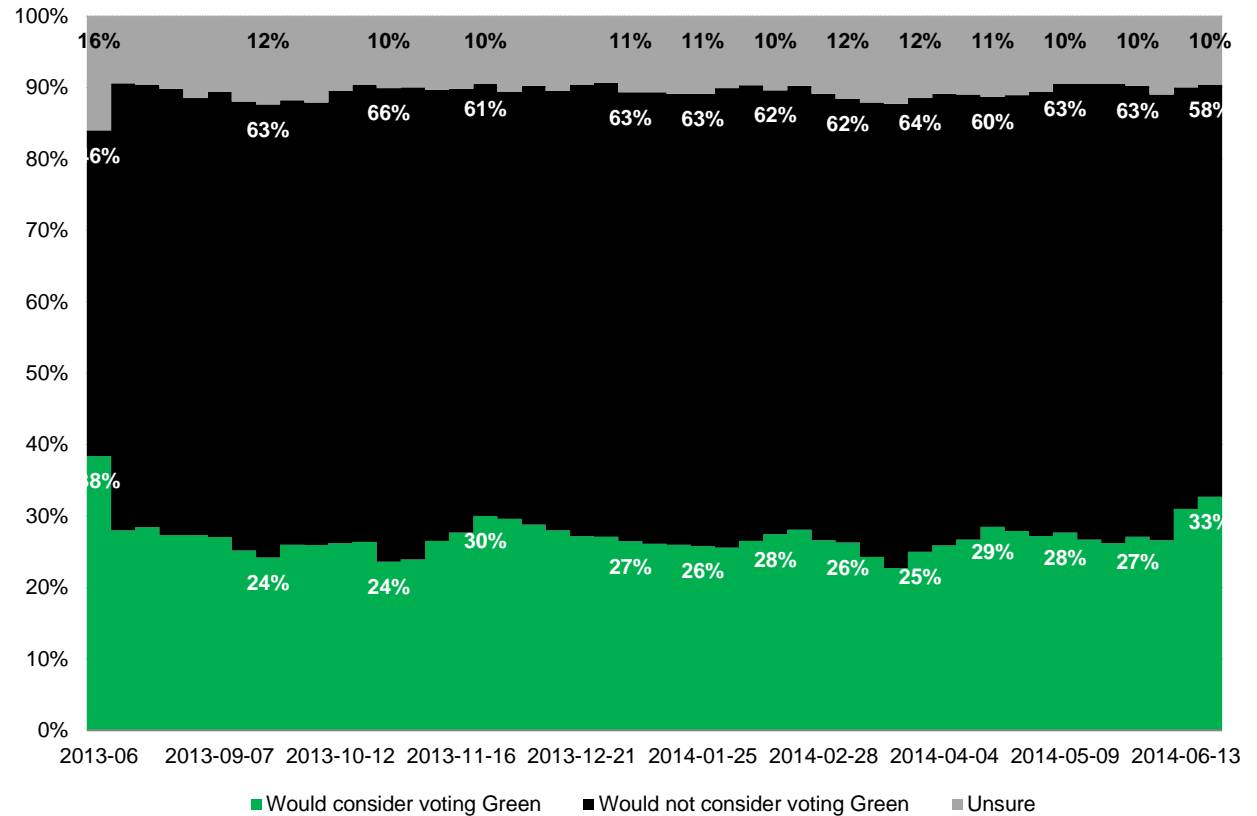
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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



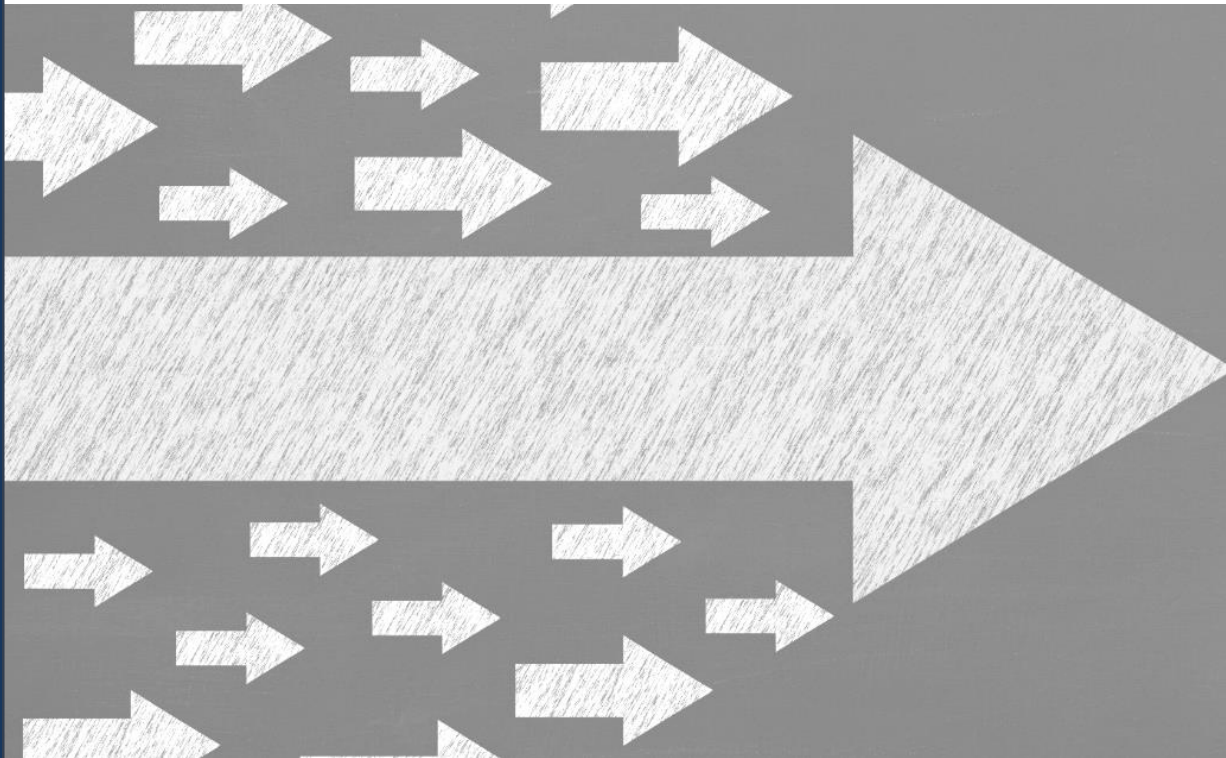
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National – Weekly Tracking
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Tracking on the Federal Political Leaders

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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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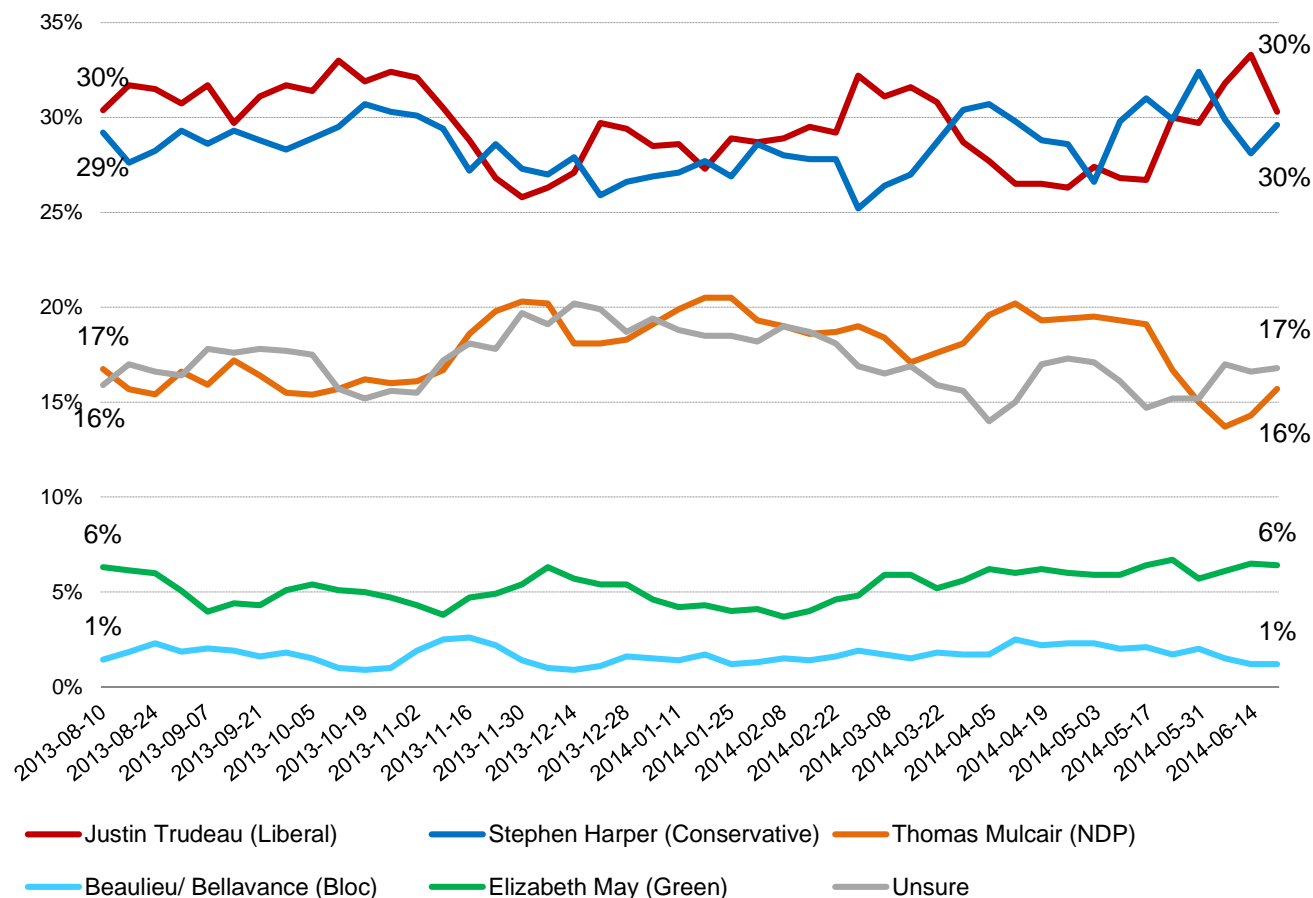
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National – Weekly Tracking – First Ranked Choice (Four week rolling average ending June 20th, 2014, n=1,000)



Harper



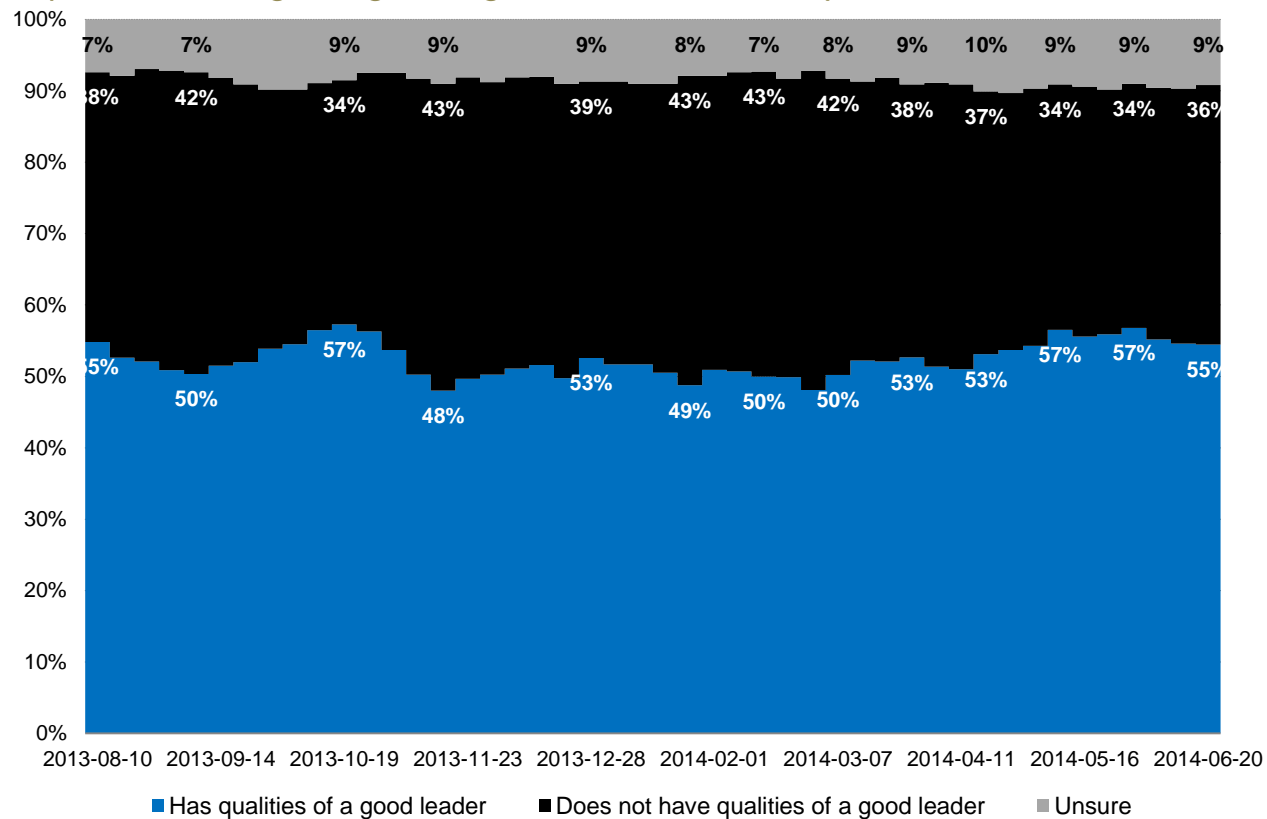
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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National – Weekly Tracking (Four week rolling average ending June 20th, 2014, n=1,000)



Mulcair



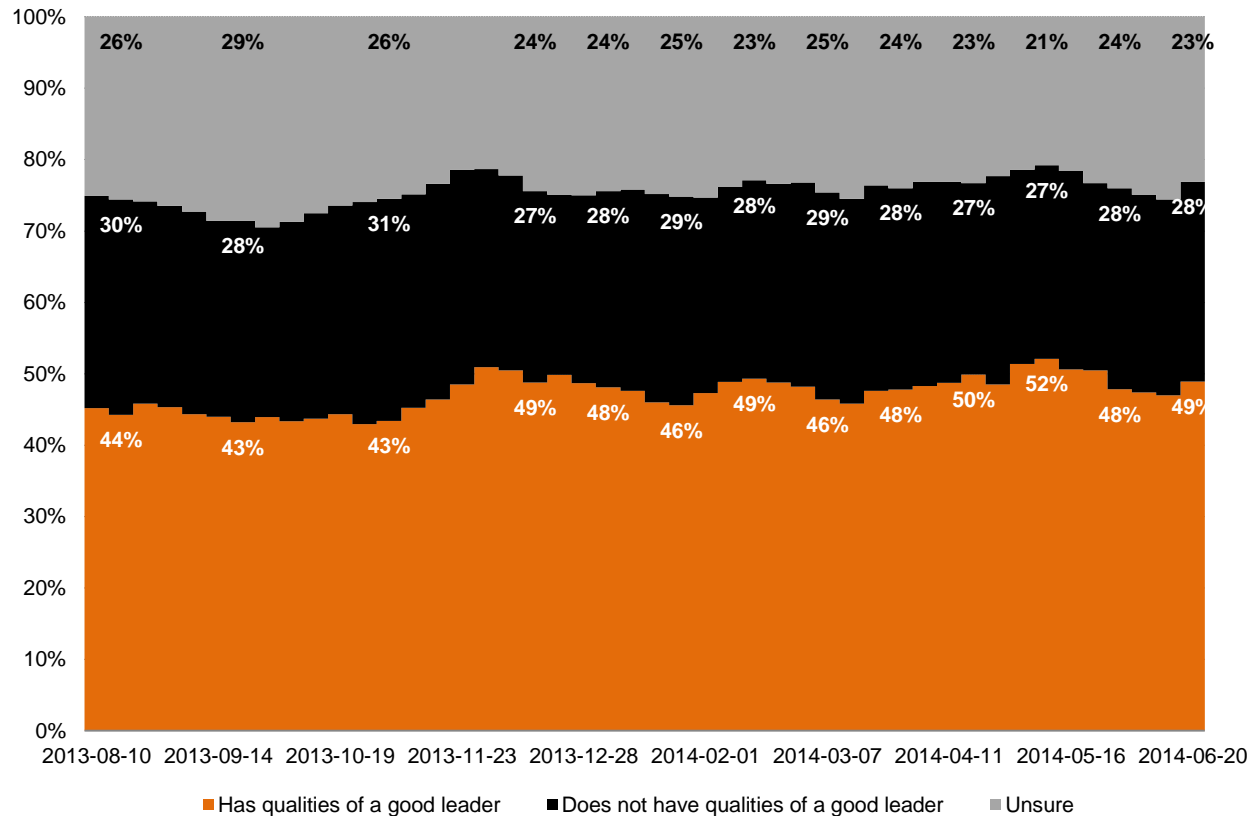
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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National – Weekly Tracking (Four week rolling average ending June 20th, 2014, 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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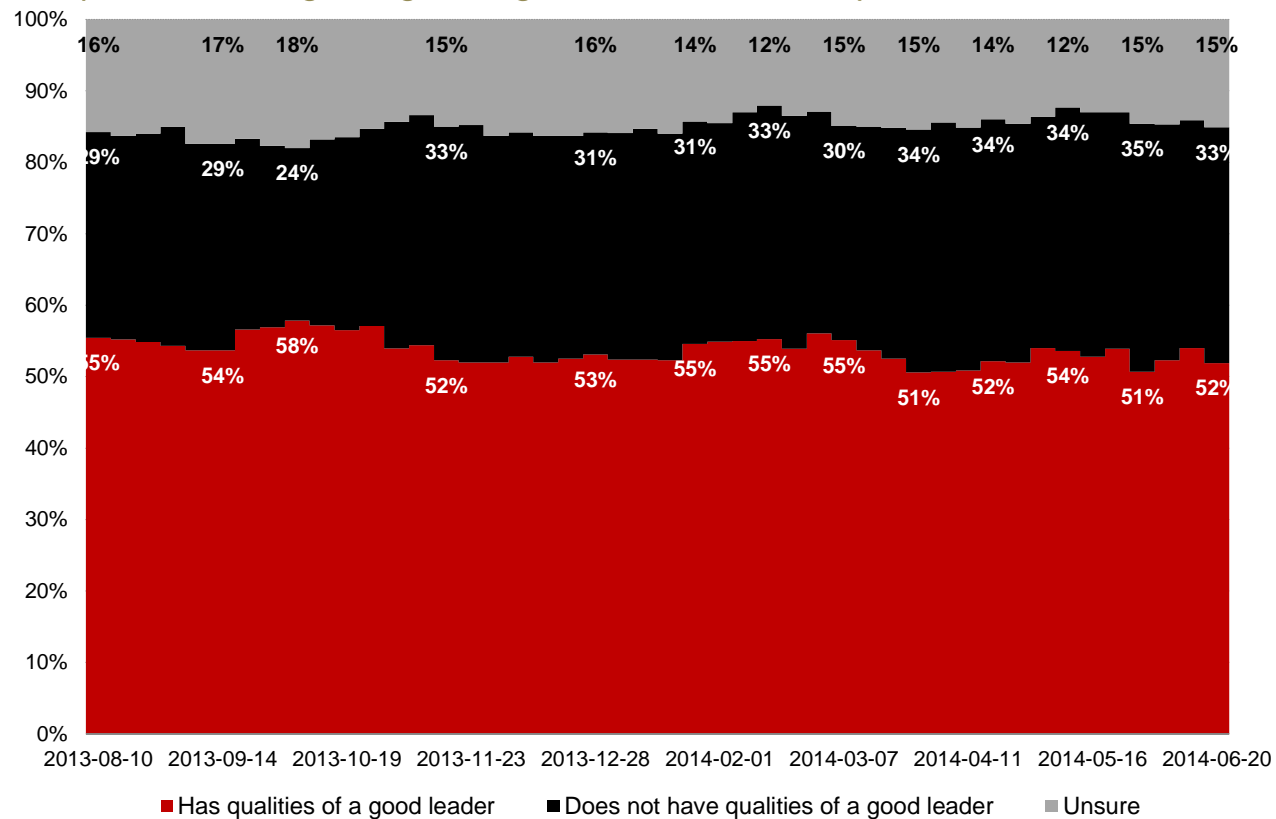
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Beaulieu/Bellavance

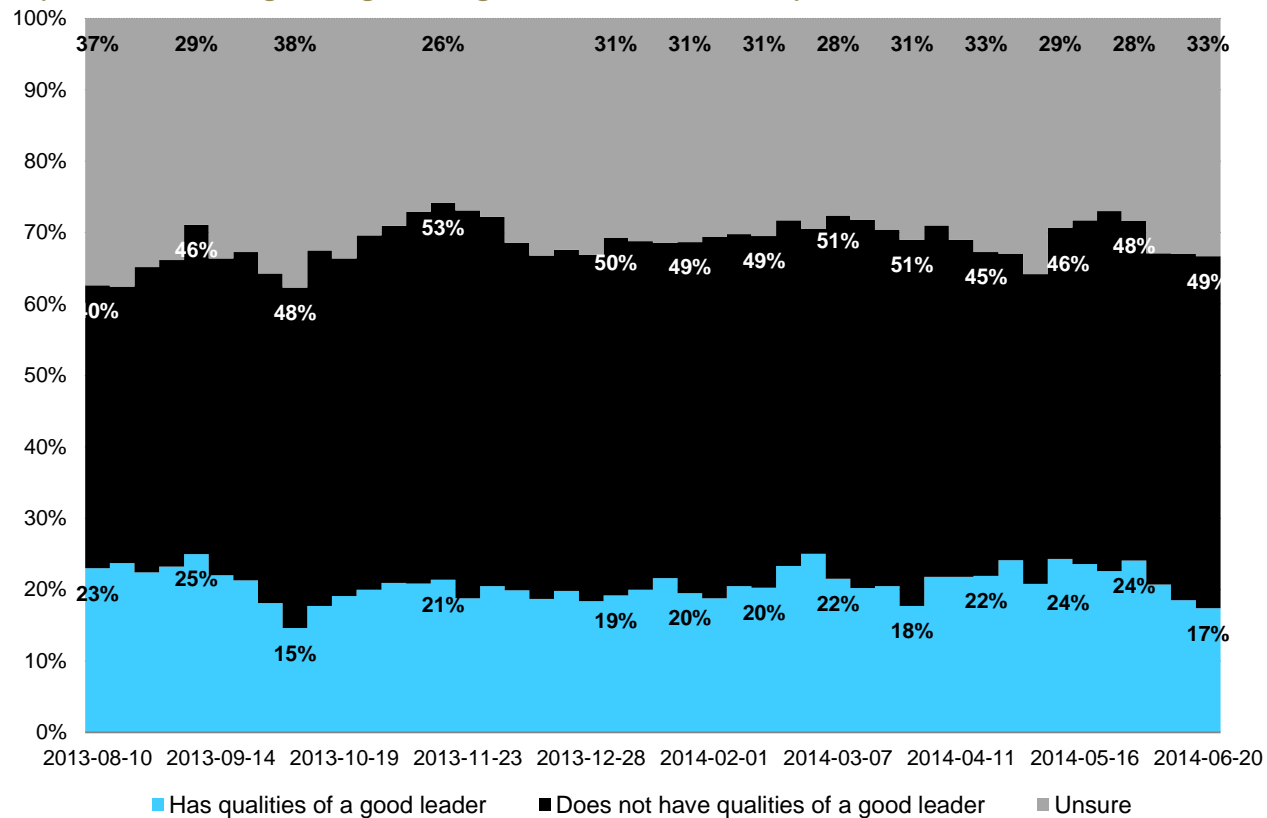
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] André Bellavance

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May



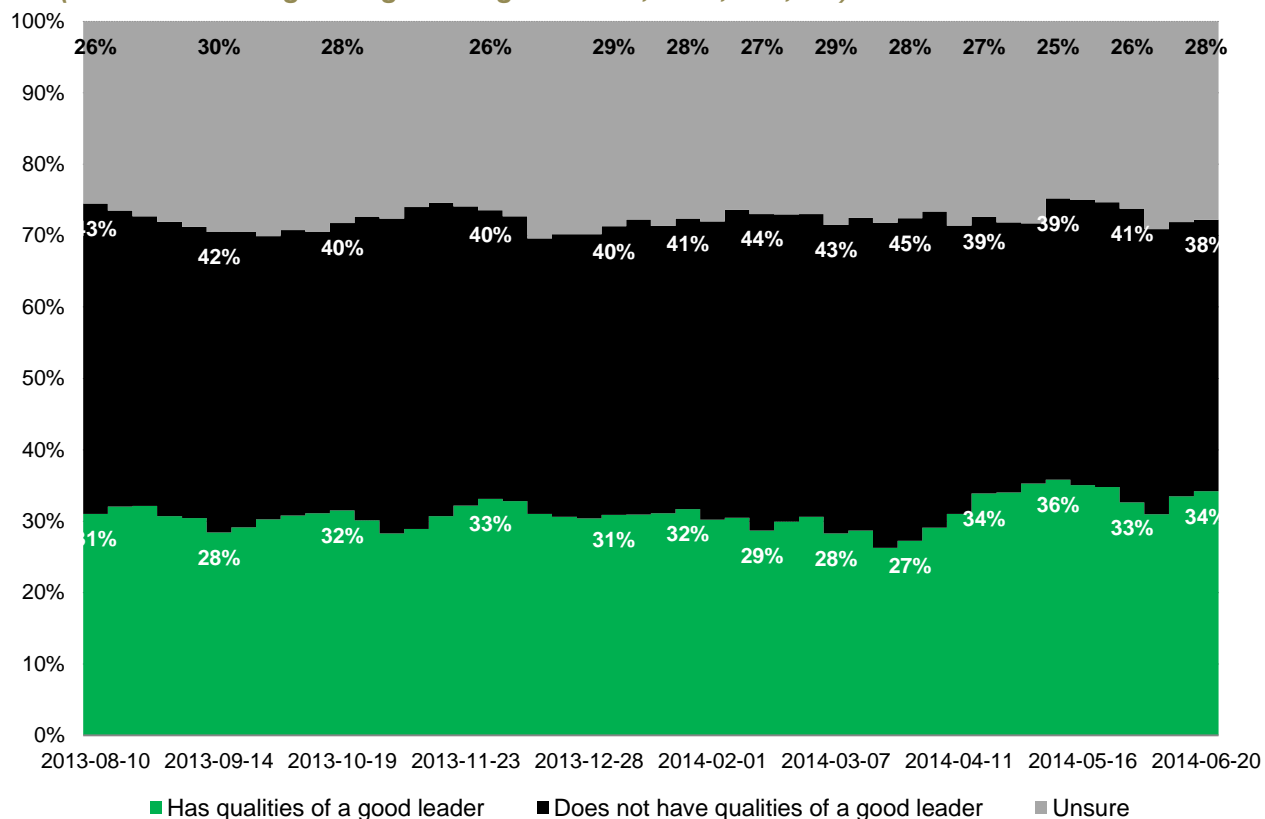
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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Methodology

Survey Methodology

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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 June 20th, 2014.

A random telephone survey of 1,000 Canadians is accurate 3.1 percentage points, plus or minus, 19 times out of 20.

About Nanos

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