

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending May 2, 2014
(released May 7, 2014)



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world-class data*

Weekly Nanos Party Power Index



Trudeau and Harper tied on preferred PM front in Nanos
Tracking after Harper enjoyed a numeric advantage over past
five weeks

(Released 05/07/2014)

On the preferred Prime Minister front Trudeau and Harper are tied at 27 percent respectively. This is in contrast to the past five weeks where Harper held a marginal advantage. This included a two point drop in one week - the same week dominated by Harper's attack on the Chief Justice of the Supreme Court. However, it is too early to tell whether the Conservative attacks on the Supreme Court will result in a new trend on the preferred PM measure.

On the Nanos Party Power Index the Liberals scored 56 points out of 100 while the New Democrats registered 51 points, the Conservatives 50 points, and the Green Party 35 points. This is the first time since the end of February that the New Democrats have numerically scored higher than the Conservatives.

The proportion of Canadians who would consider voting for the Liberals (54 percent) and the New Democrats (44 percent) has been incrementally increasing over the past few weeks while the proportion of Canadians who would consider voting for the Conservatives remains steady (39 percent). The percentages for vote consideration are based on individual questions for each federal political party.

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



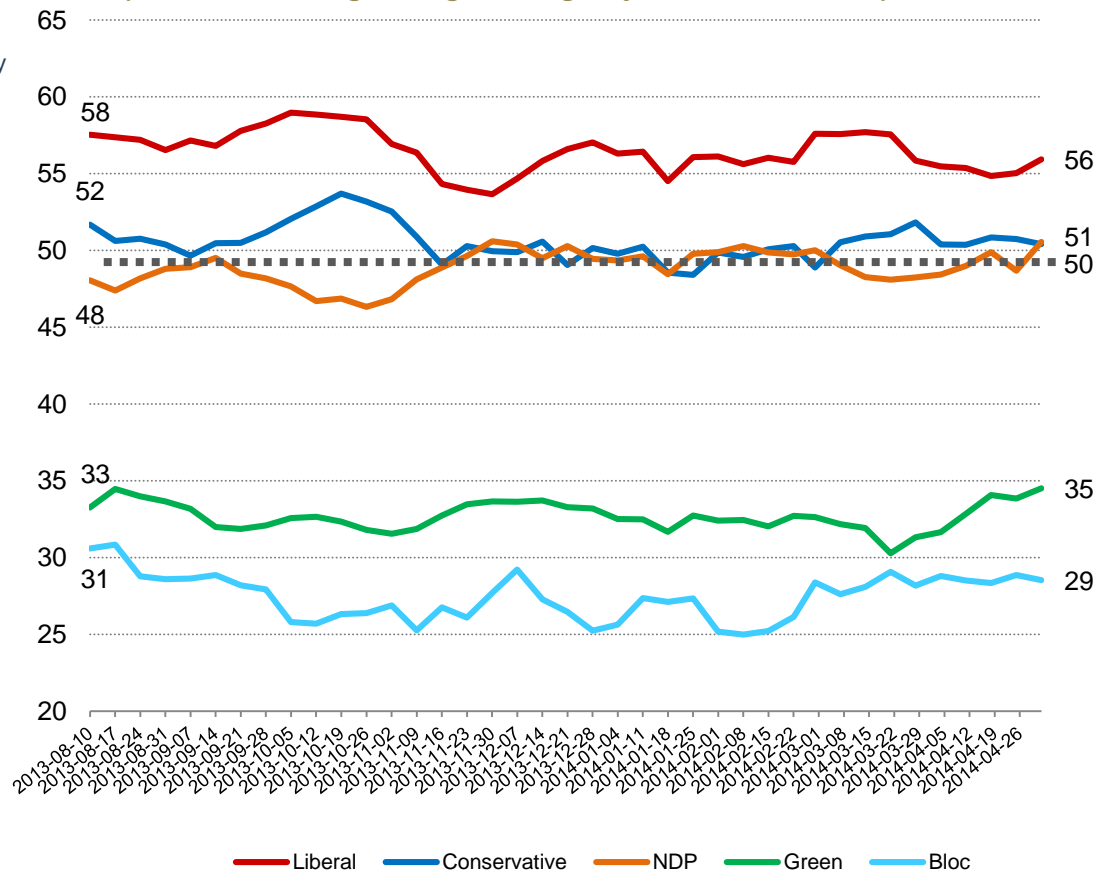
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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



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Canada Weekly Index Tracking Scores
(Four week rolling average ending May 2nd, 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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

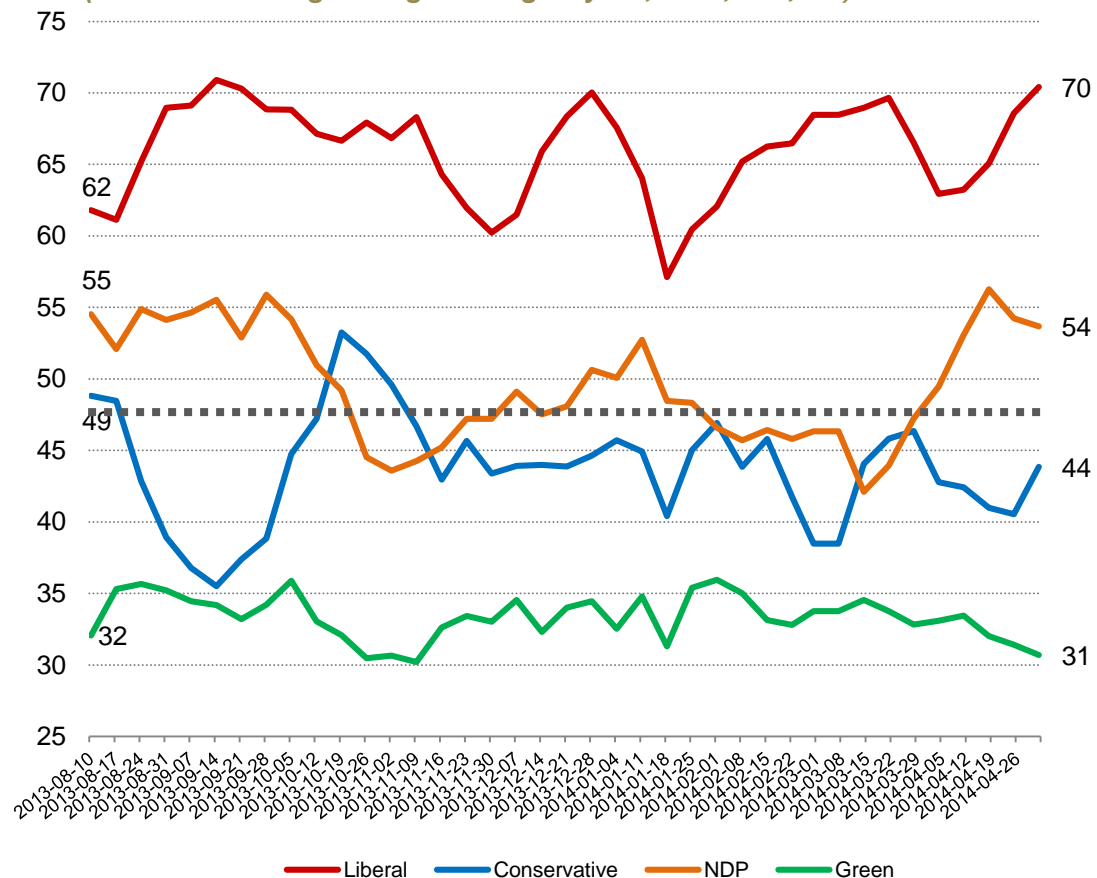
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nnanos@nanosresearch.com



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Atlantic Weekly Index Tracking Scores (Four week rolling average ending May 2nd, 2014, n=1,000)



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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Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

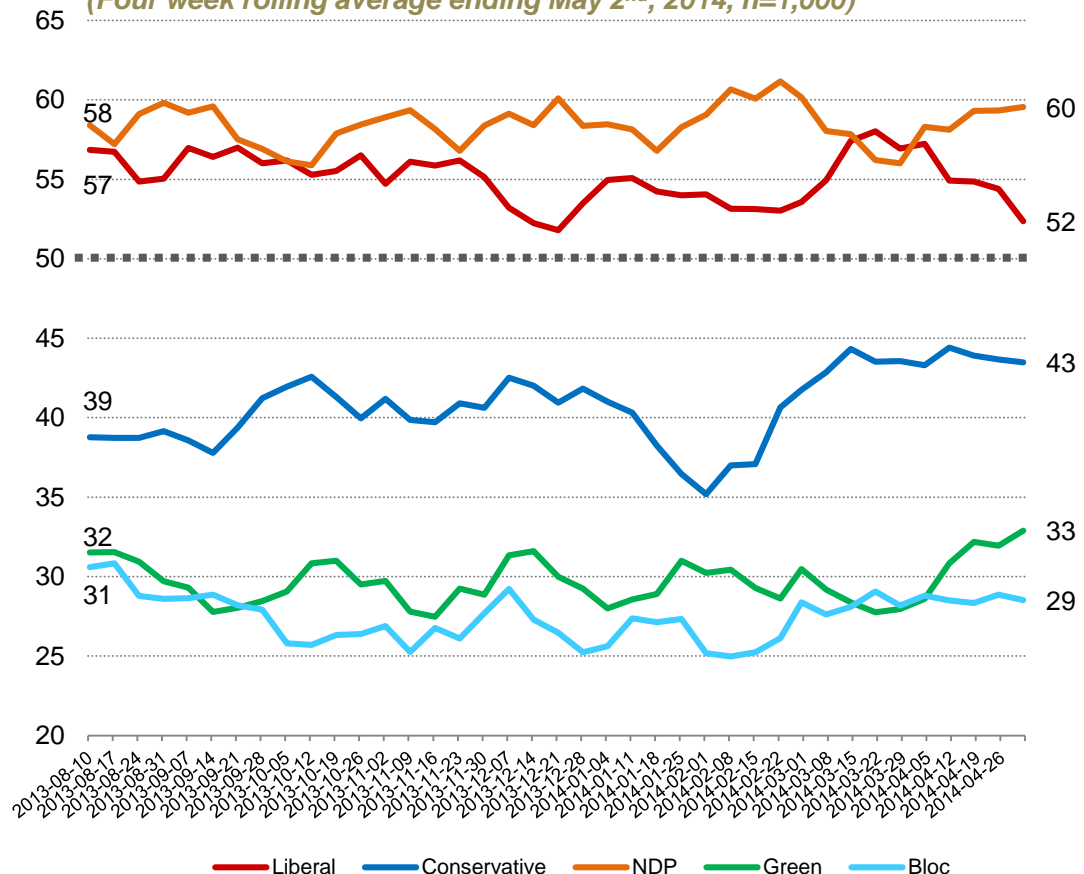
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Quebec Weekly Index Tracking Scores

(Four week rolling average ending May 2nd, 2014, n=1,000)



Party Power Index



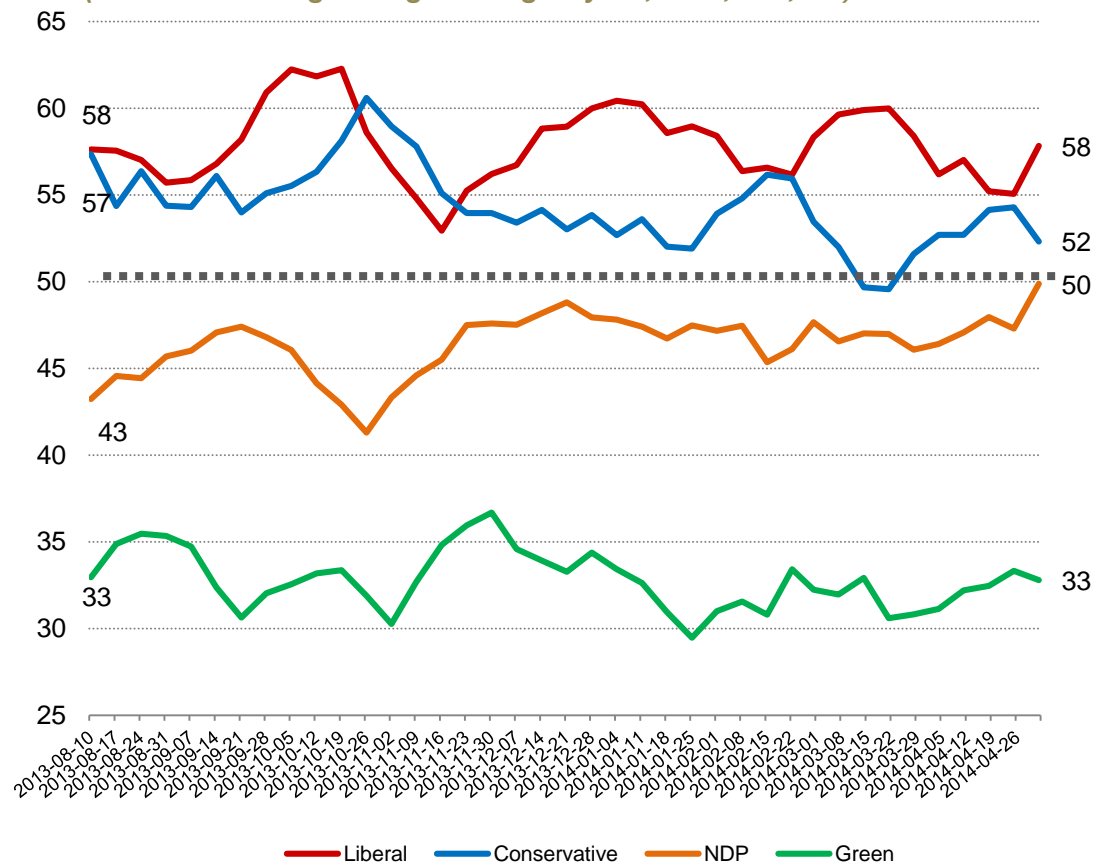
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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



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Ontario Weekly Index Tracking Scores (Four week rolling average ending May 2nd, 2014, n=1,000)



Party Power Index



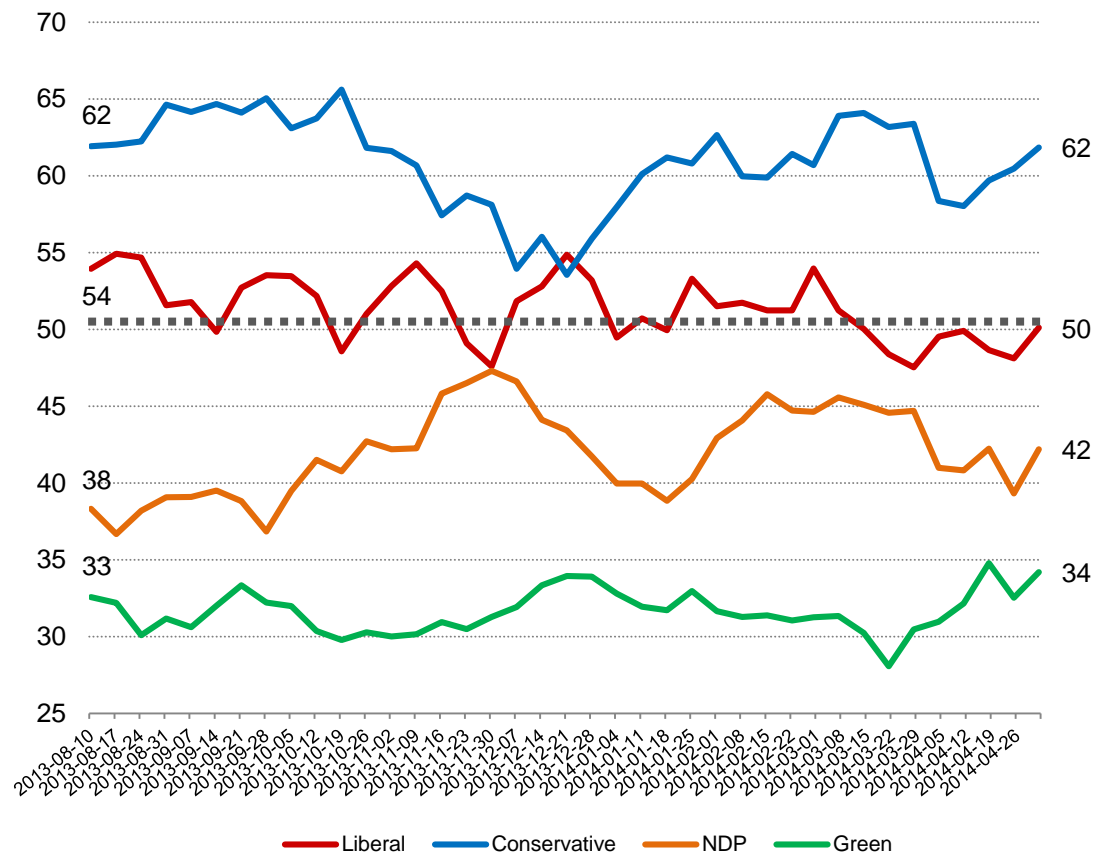
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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



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Prairies Weekly Index Tracking Scores
(Four week rolling average ending May 2nd, 2014, n=1,000)



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

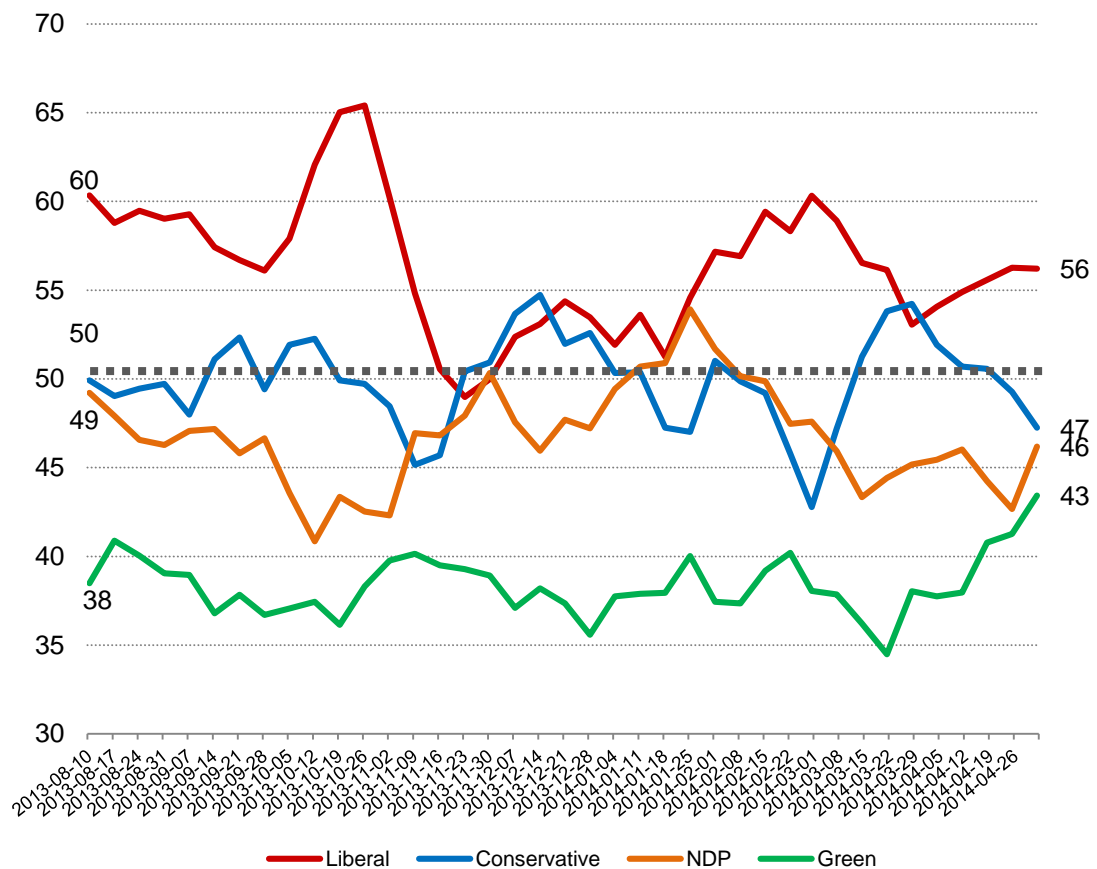
Washington DC: (202) 697-9924

nnanos@nanosresearch.com



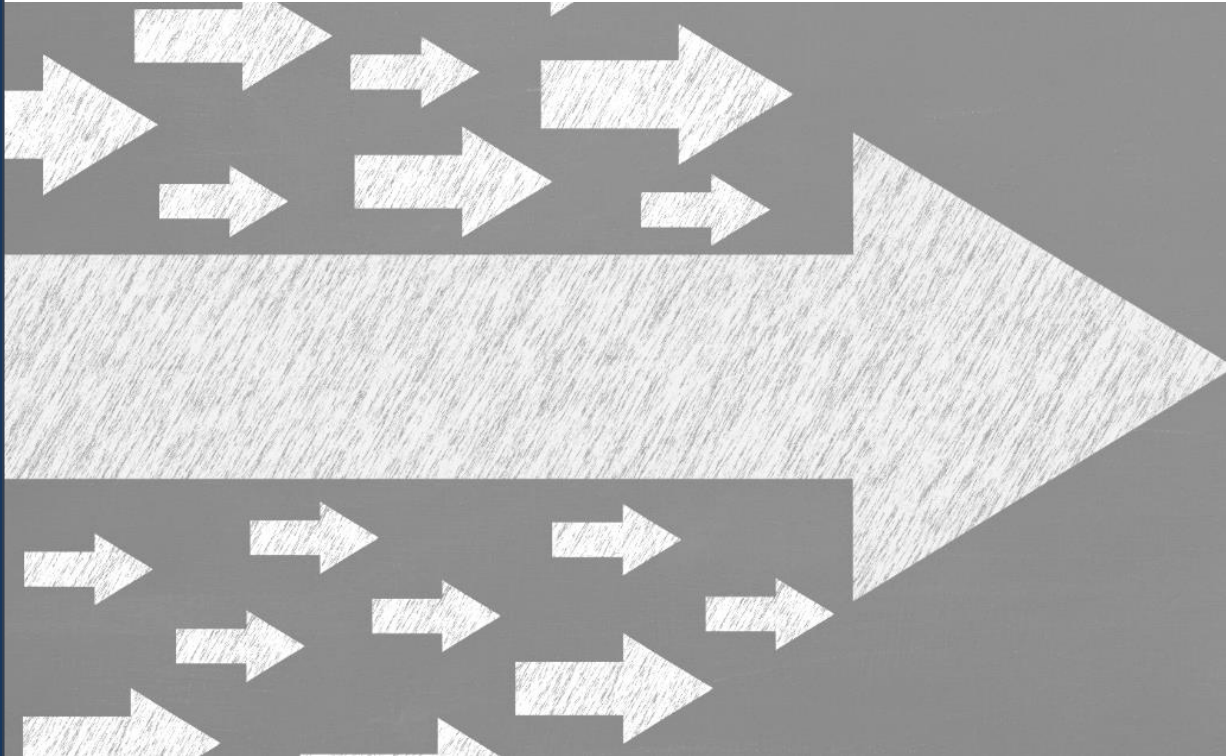
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British Columbia Weekly Index Tracking Scores (Four week rolling average ending May 2nd, 2014, n=1,000)



Party Power Index Tracking by Age

Nanos Weekly Tracking



Party Power Index



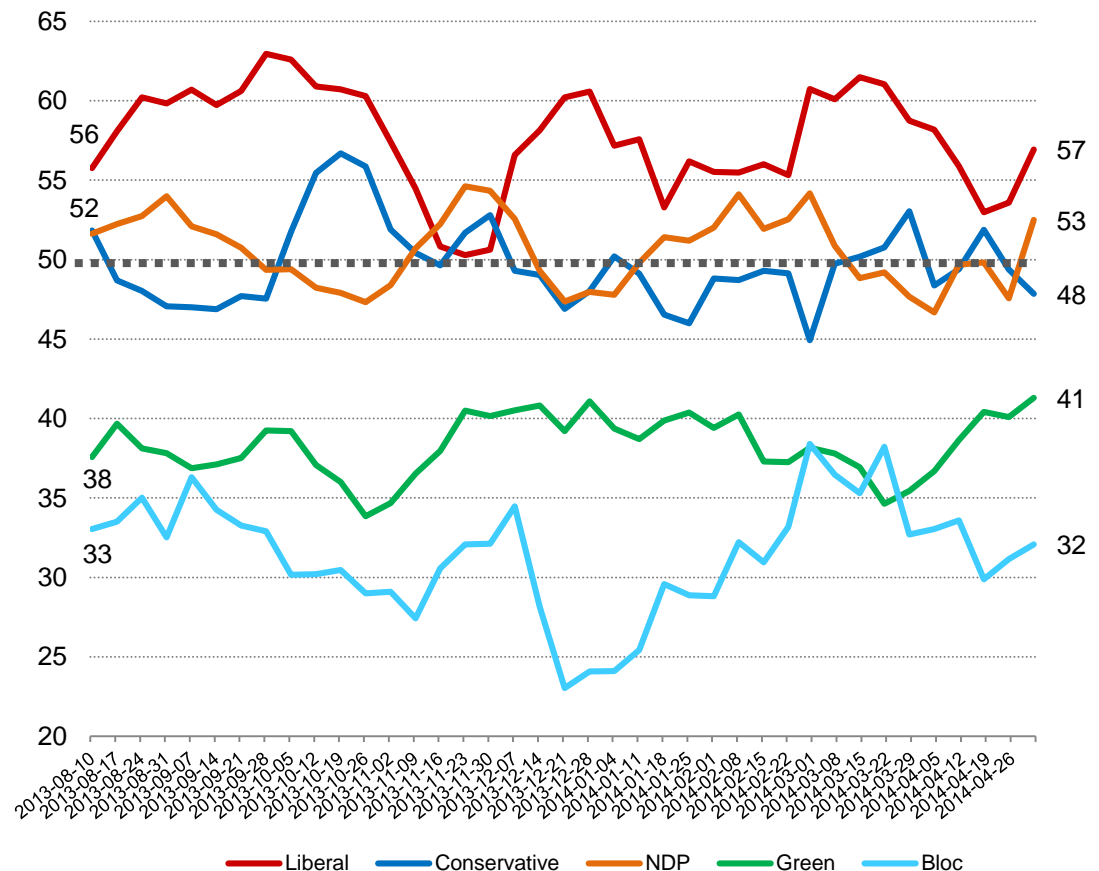
The Nanos Party Power Index Tracking for the 18 to 29 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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



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18 to 29 Weekly Index Tracking Scores
(Four week rolling average ending May 2nd, 2014, n=1,000)



Party Power Index



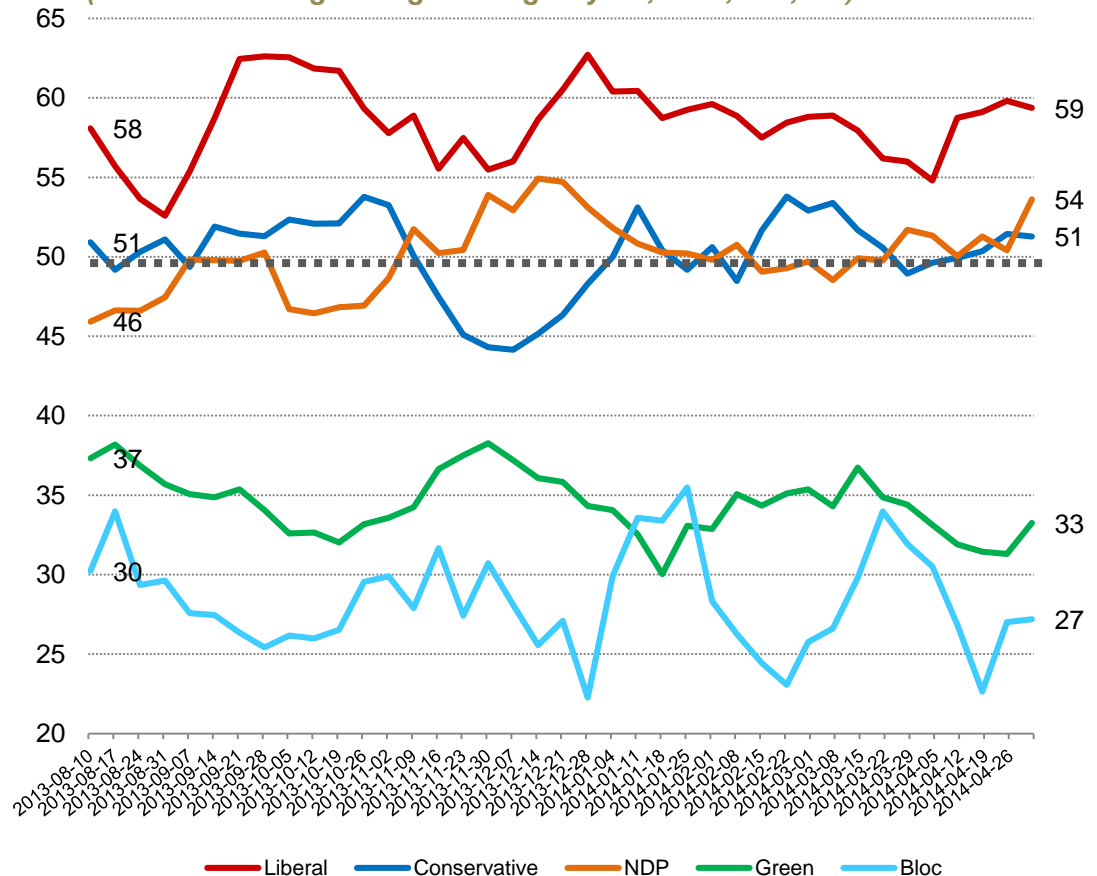
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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



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30 to 39 Weekly Index Tracking Scores
(Four week rolling average ending May 2nd, 2014, n=1,000)



Party Power Index



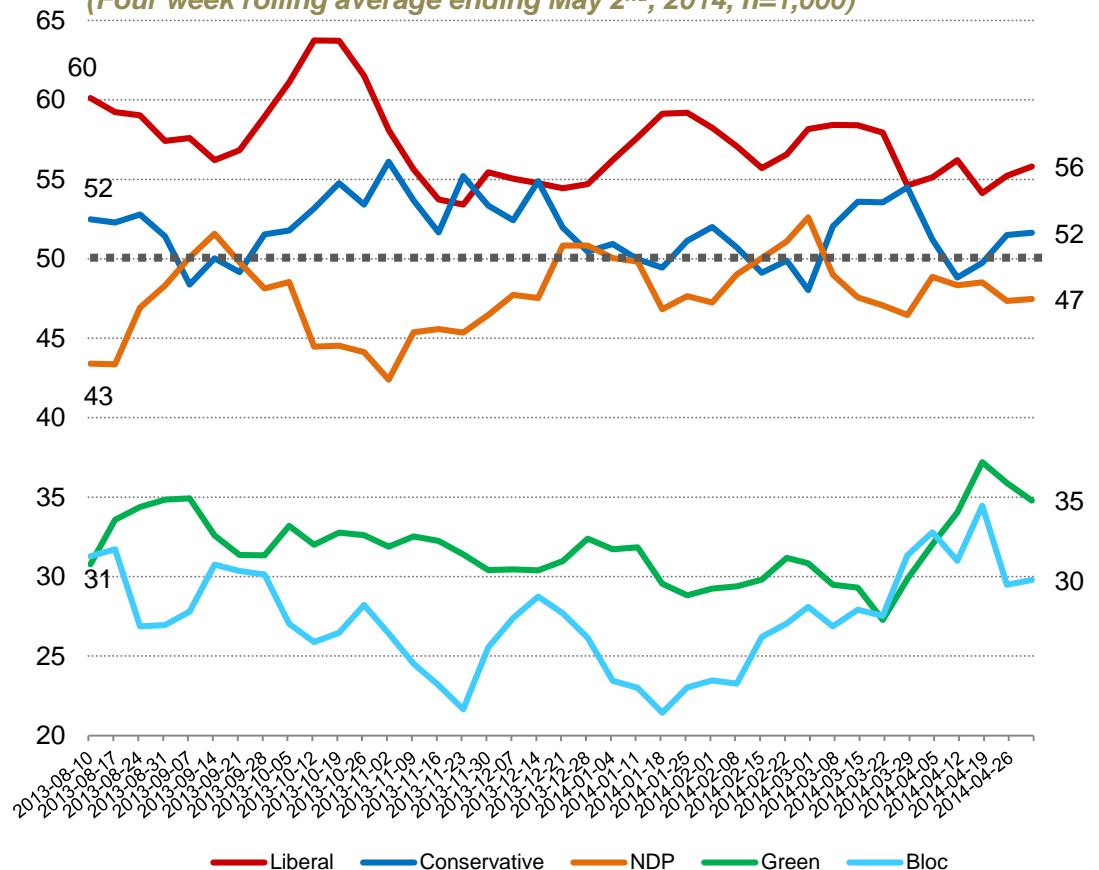
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

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



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40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending May 2nd, 2014, n=1,000)



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

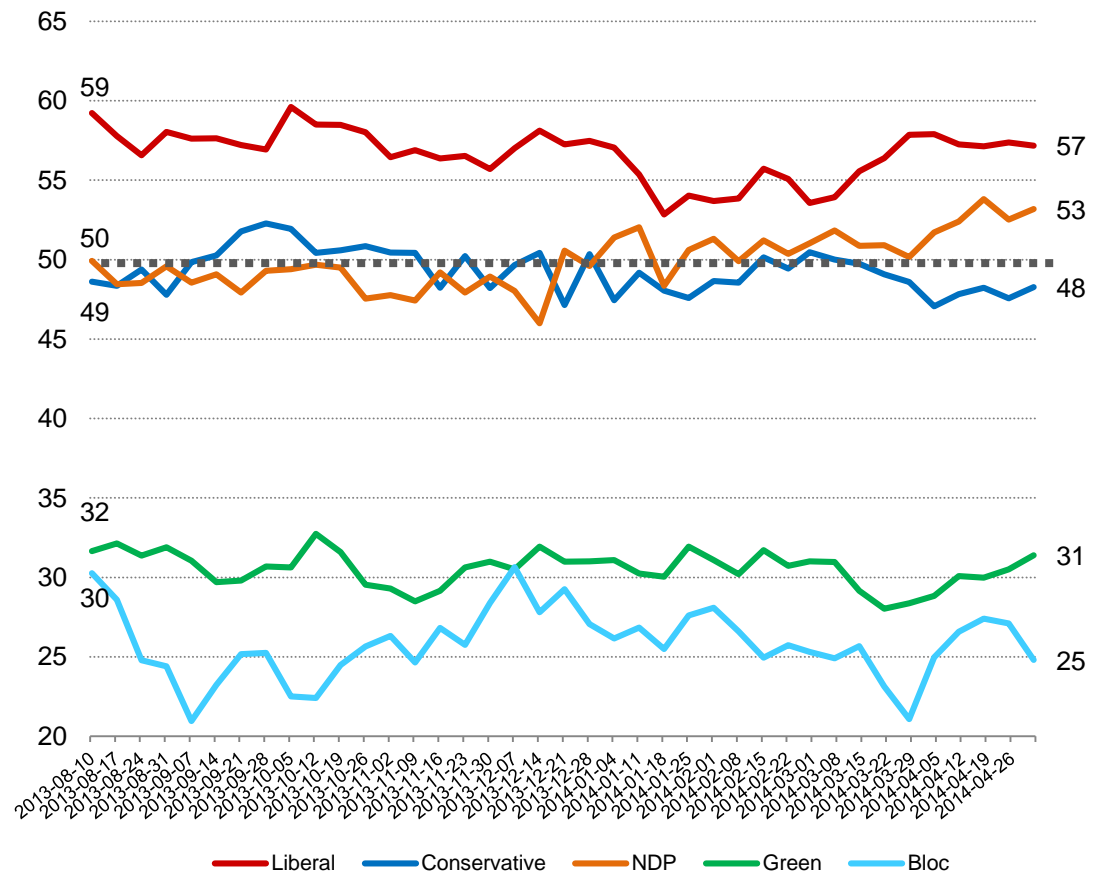
Washington DC: (202) 697-9924

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50 to 59 Weekly Index Tracking Scores (Four week rolling average ending May 2nd, 2014, n=1,000)



Party Power Index



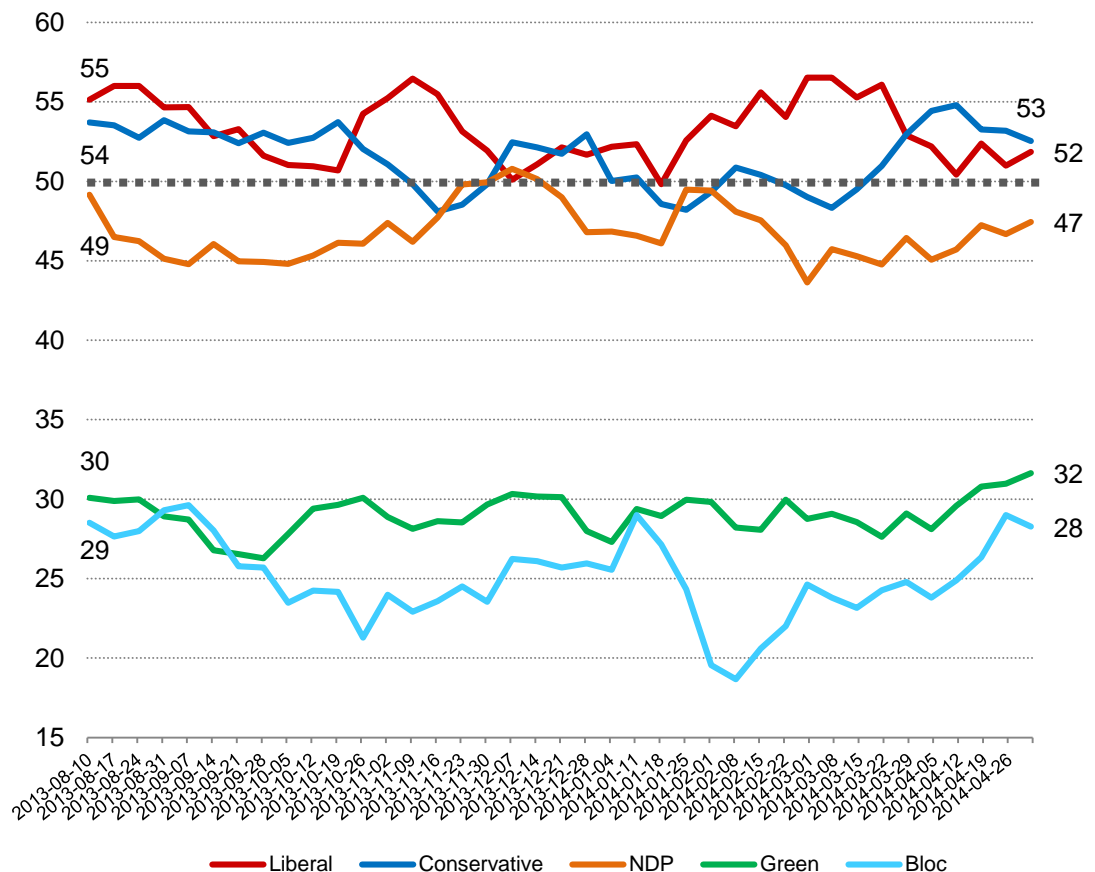
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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



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60 plus Weekly Index Tracking Scores (Four week rolling average ending May 2nd, 2014, n=1,000)



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

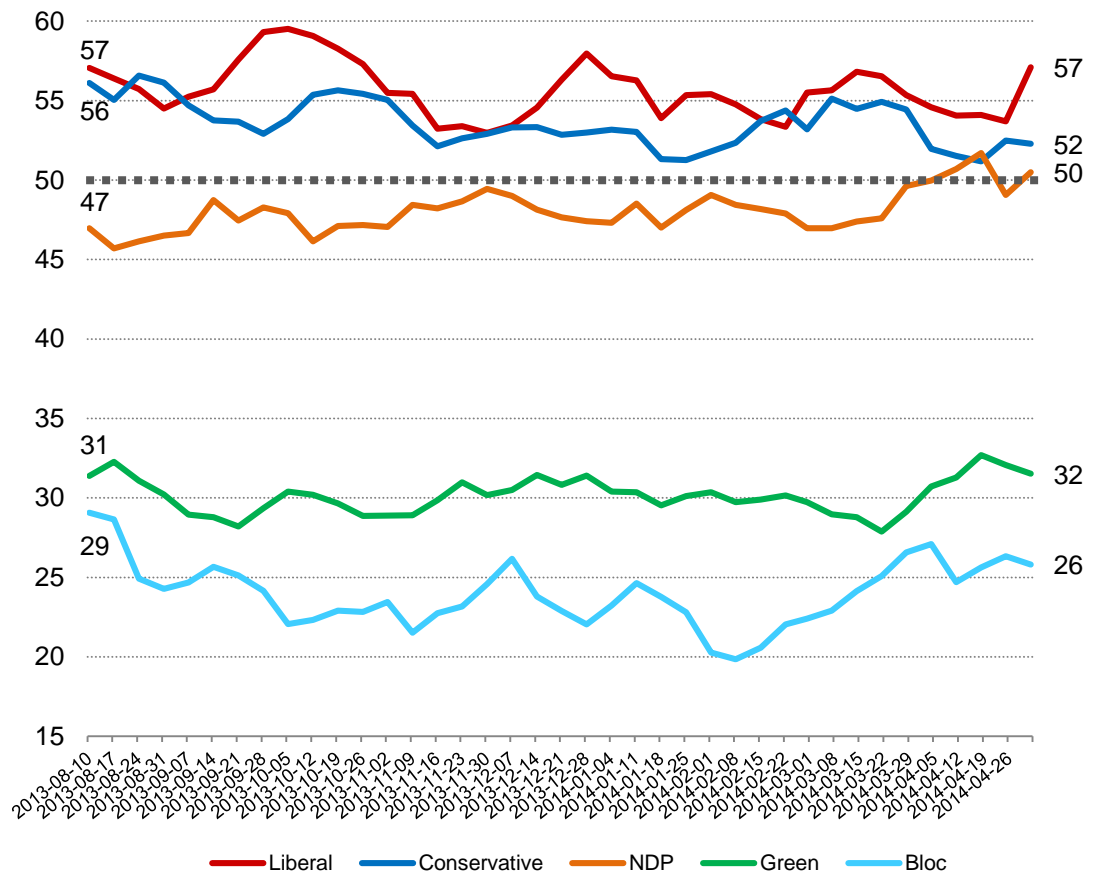
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Male Weekly Index Tracking Scores

(Four week rolling average ending May 2nd, 2014, n=1,000)



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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Washington DC: (202) 697-9924

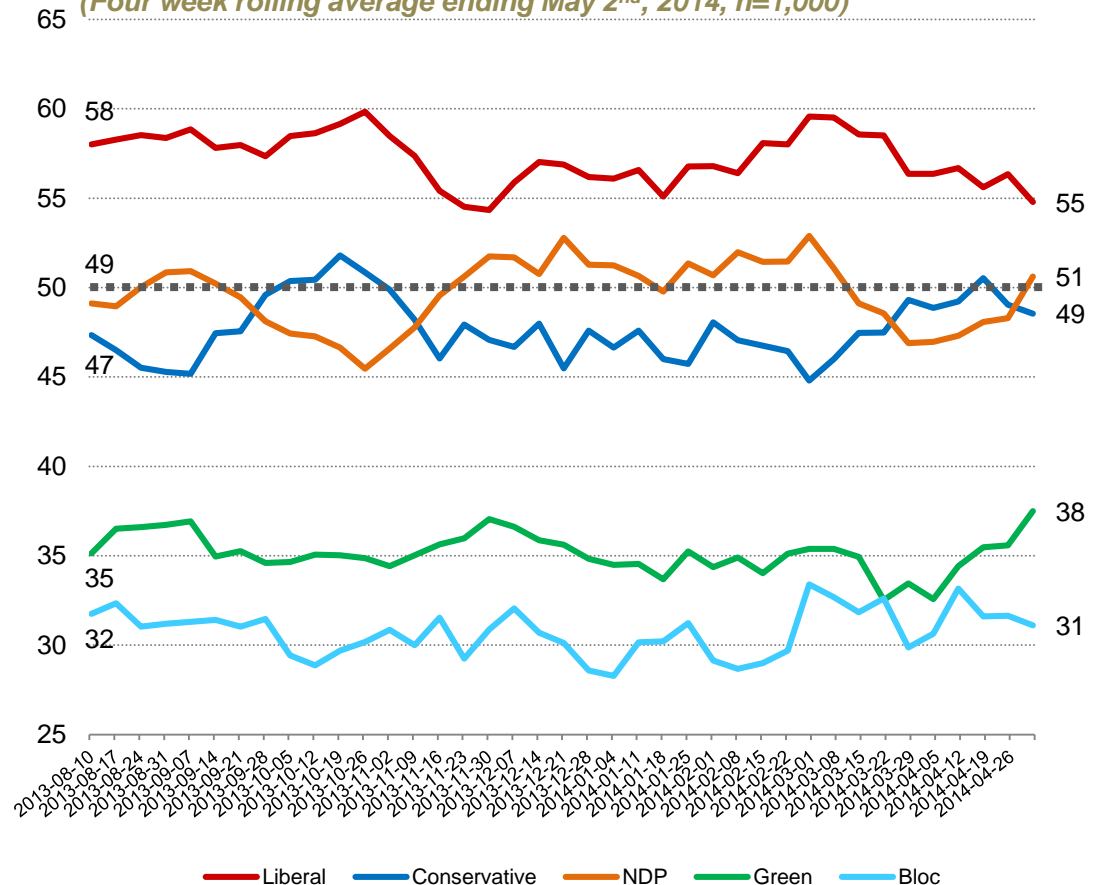
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Female Weekly Index Tracking Scores

(Four week rolling average ending May 2nd, 2014, n=1,000)





National Political Tracking Numbers

National Political Tracking Numbers

Nanos Weekly Tracking



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National Issue



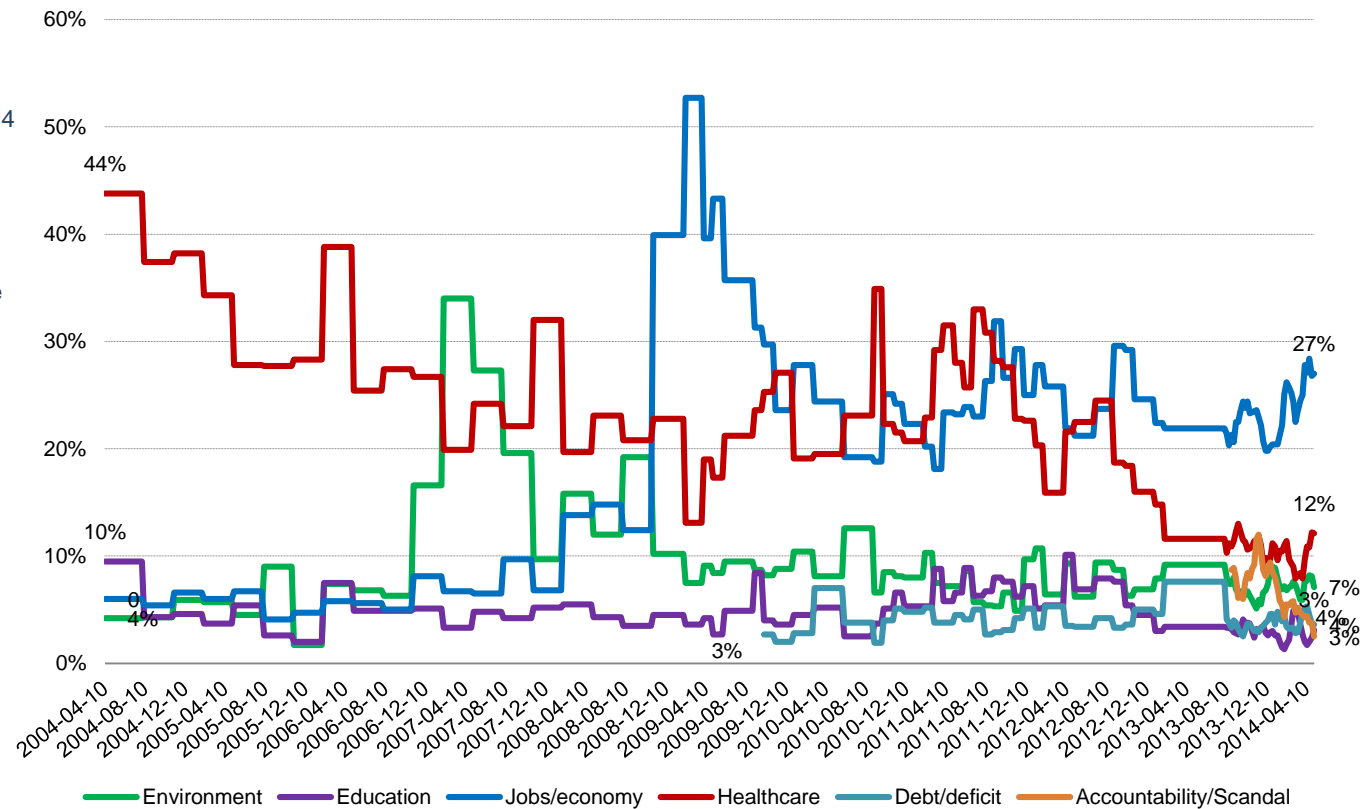
Question: What is your most important NATIONAL issue of concern?

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



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Weekly Tracking (Four week rolling average ending May 2nd, 2014, n=1,000)



Federal Party Accessible Voters

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Consider Conservative NANOS

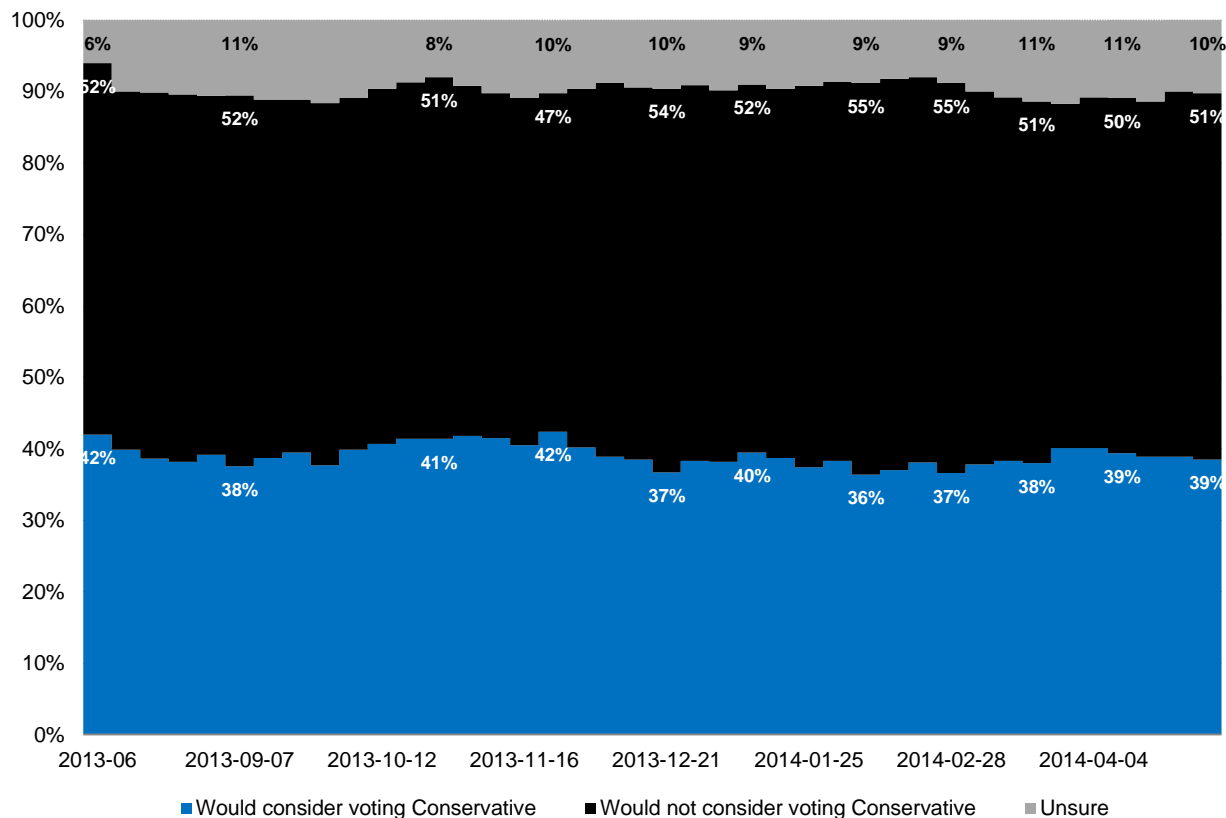
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

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Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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National – Weekly Tracking
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Consider NDP



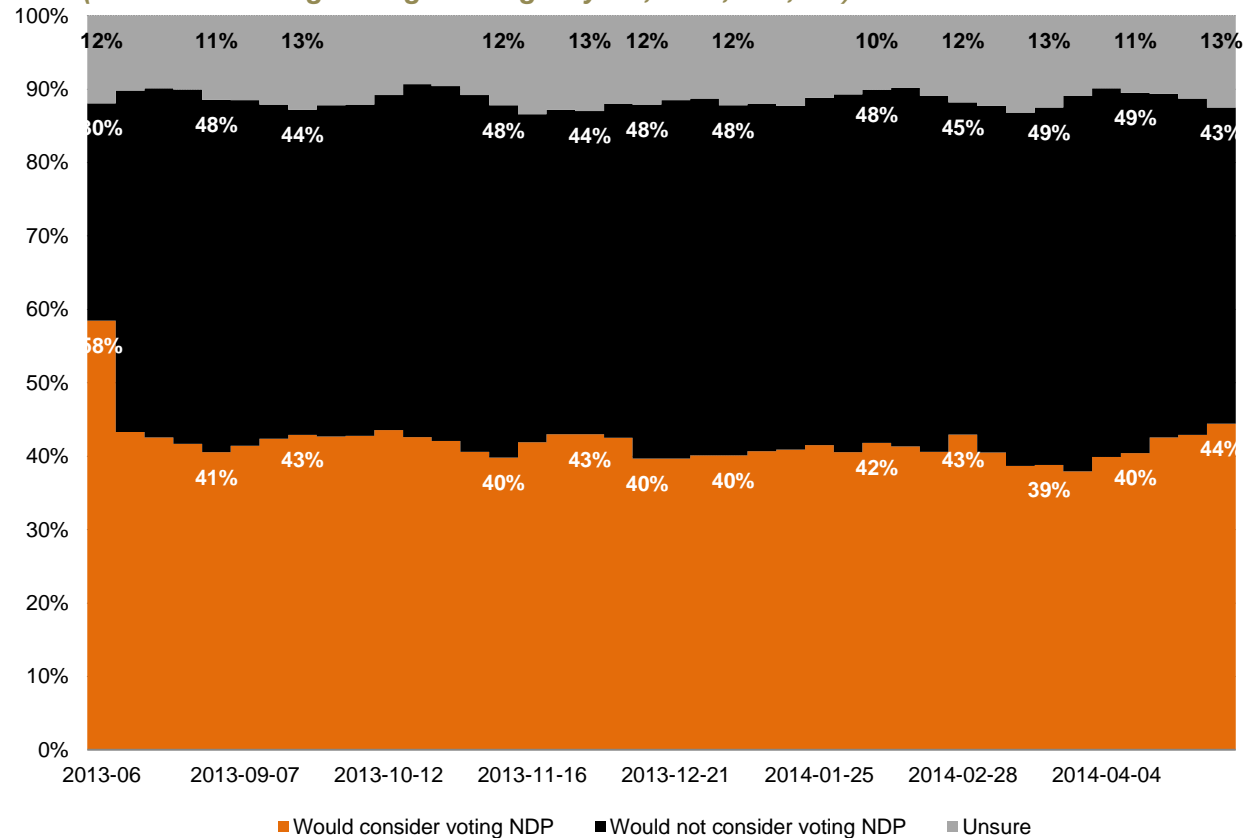
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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Washington DC: (202) 697-9924
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National – Weekly Tracking
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Consider Liberal



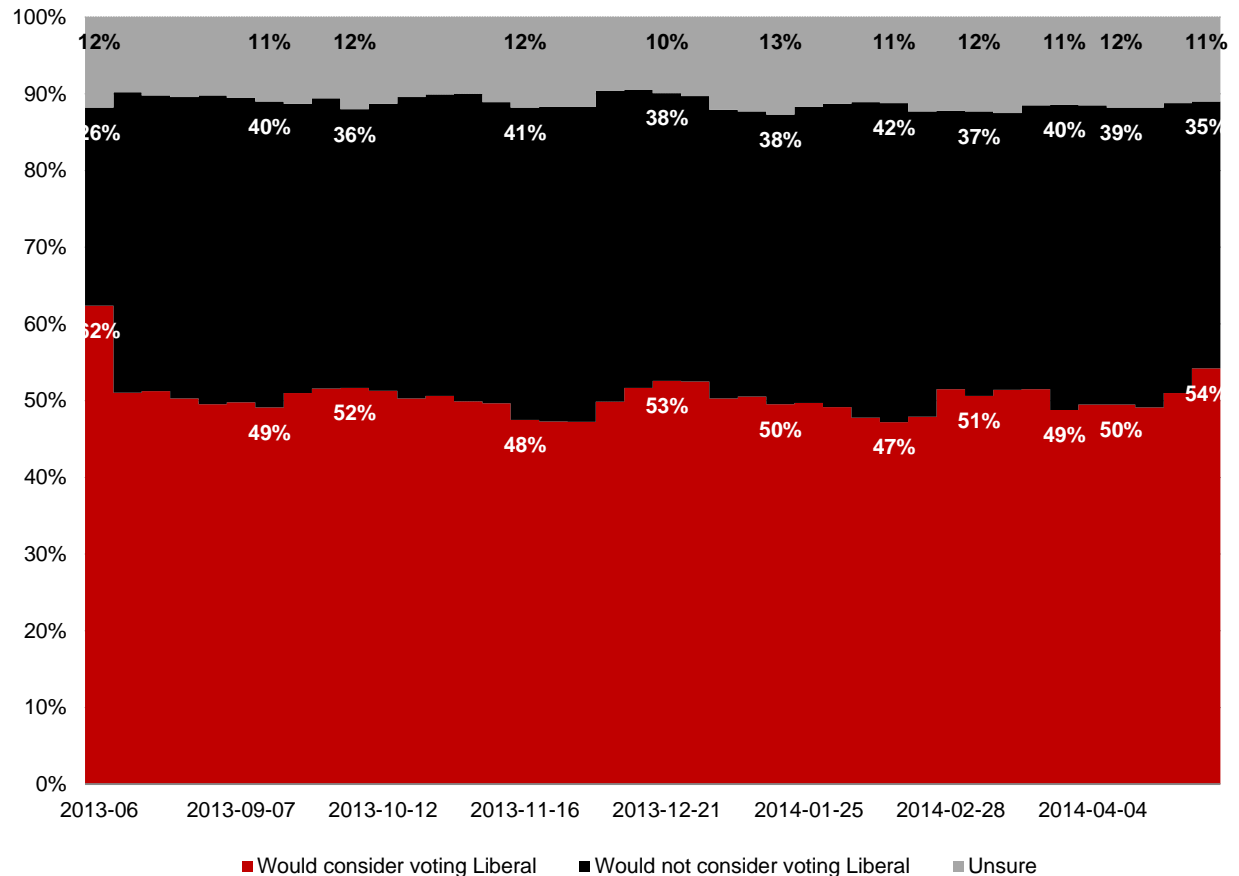
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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Washington DC: (202) 697-9924
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National – Weekly Tracking
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Consider Bloc



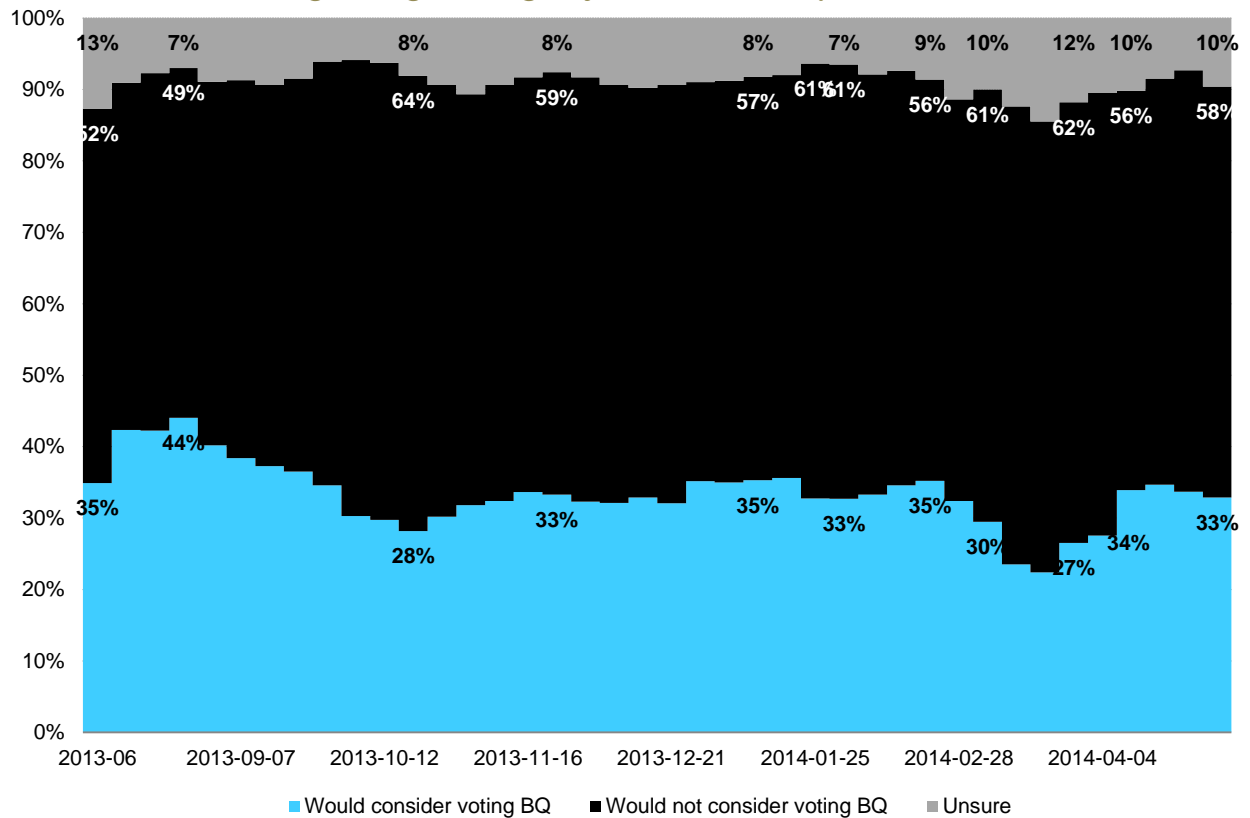
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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



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Quebec only – Weekly Tracking
Four week rolling average ending May 2nd, 2014, n=248)



Consider Green



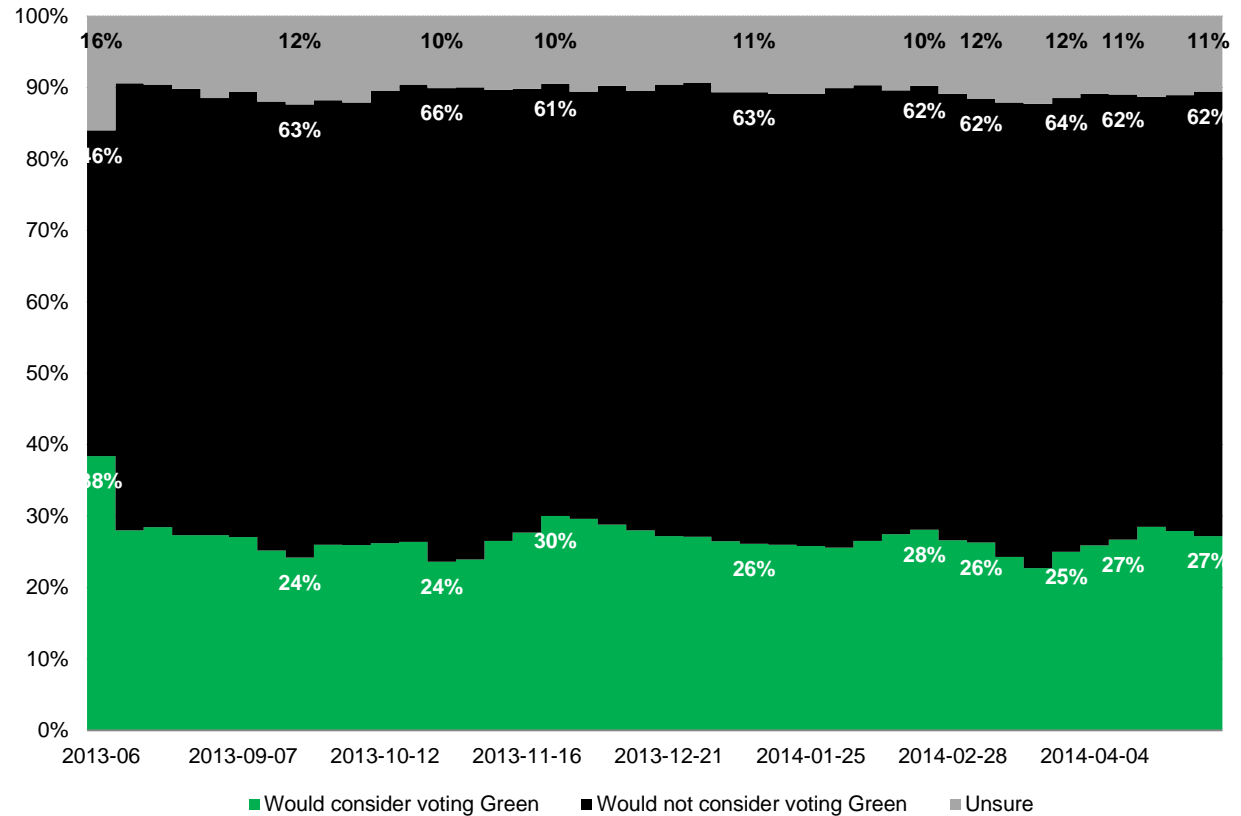
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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



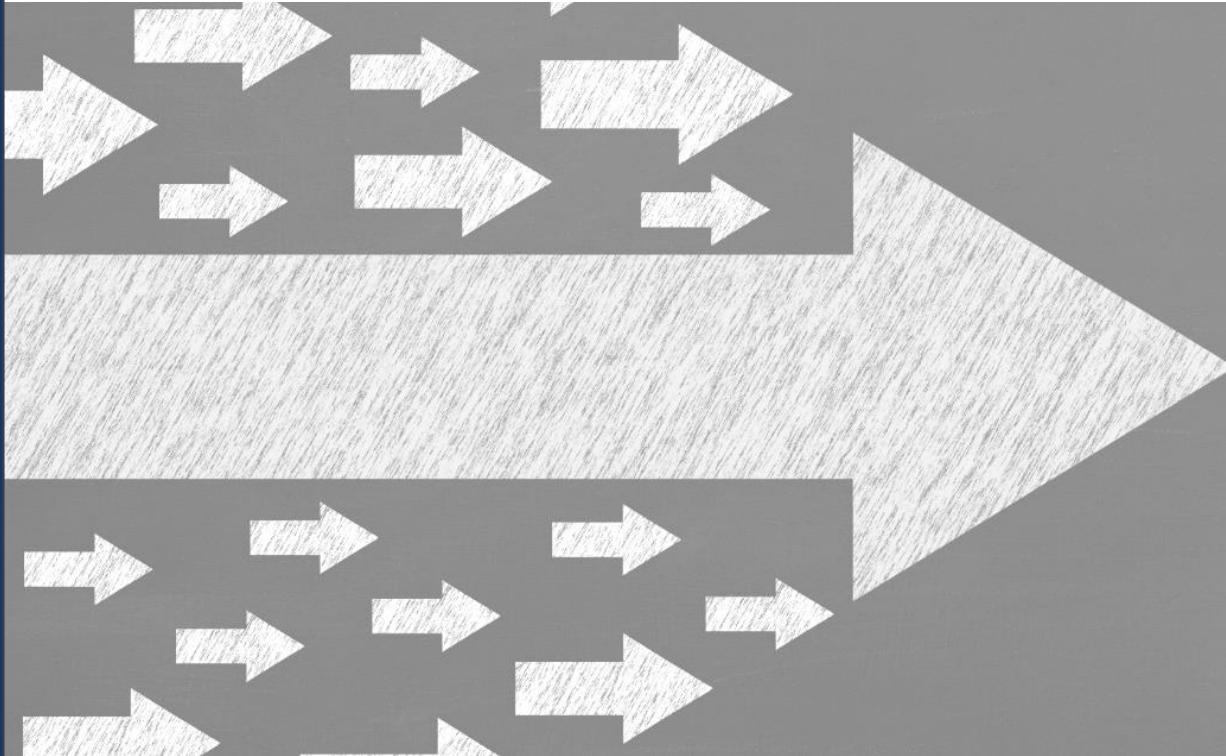
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National – Weekly Tracking
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Tracking on the Federal Political Leaders

Nanos Weekly Tracking



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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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Ottawa: (613) 234-4666 x 237

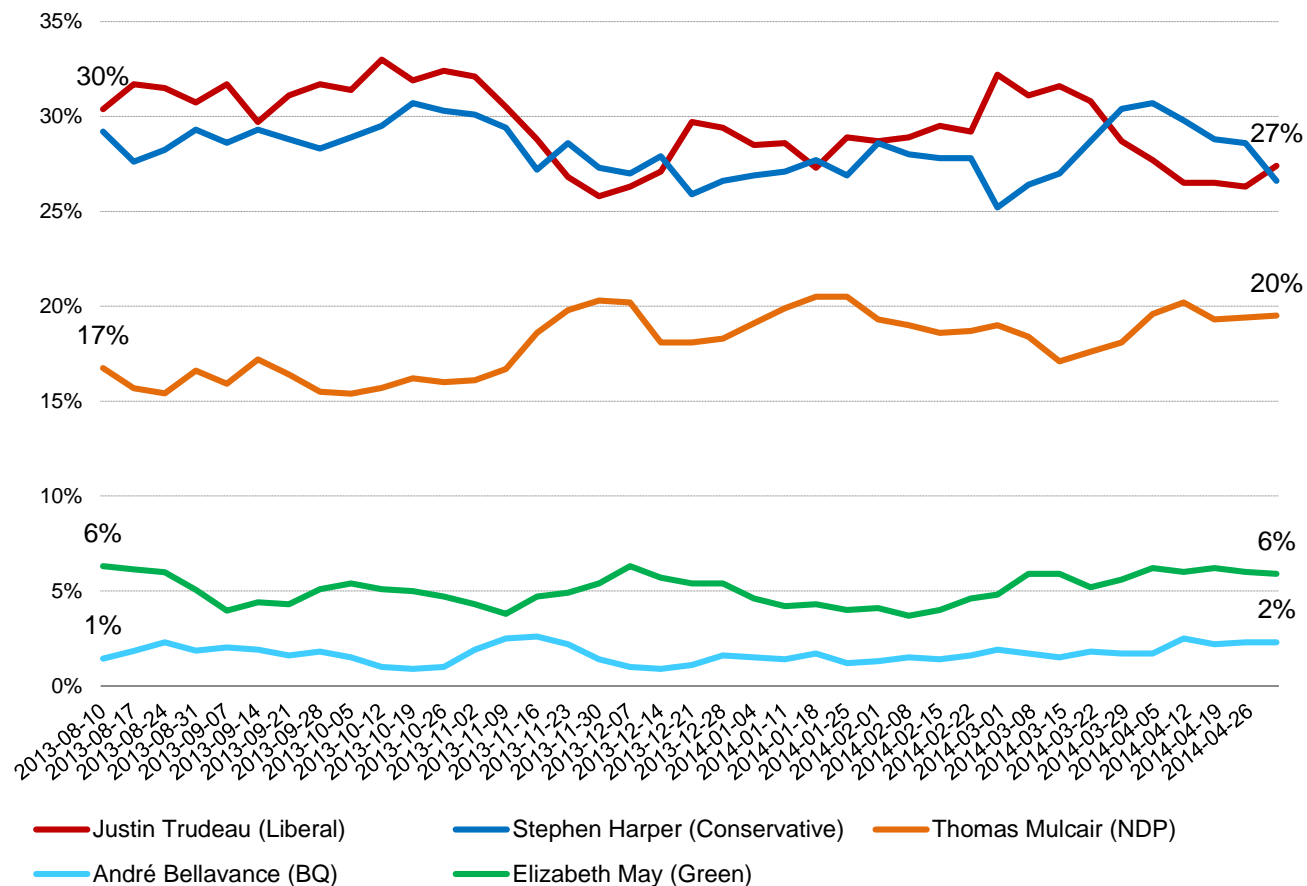
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National – Weekly Tracking – First Ranked Choice (Four week rolling average ending May 2nd, 2014, n=1,000)



Harper



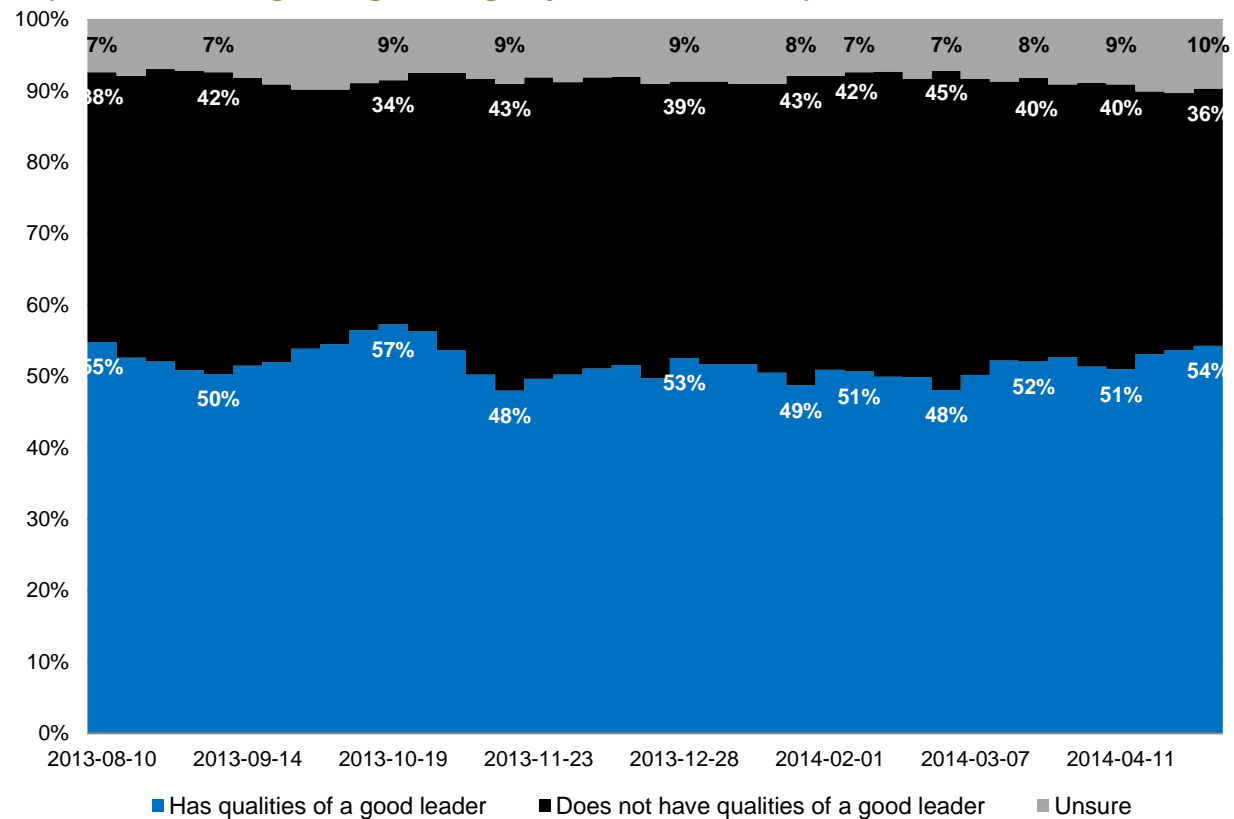
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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



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National – Weekly Tracking (Four week rolling average ending May 2nd, 2014, n=1,000)



Mulcair



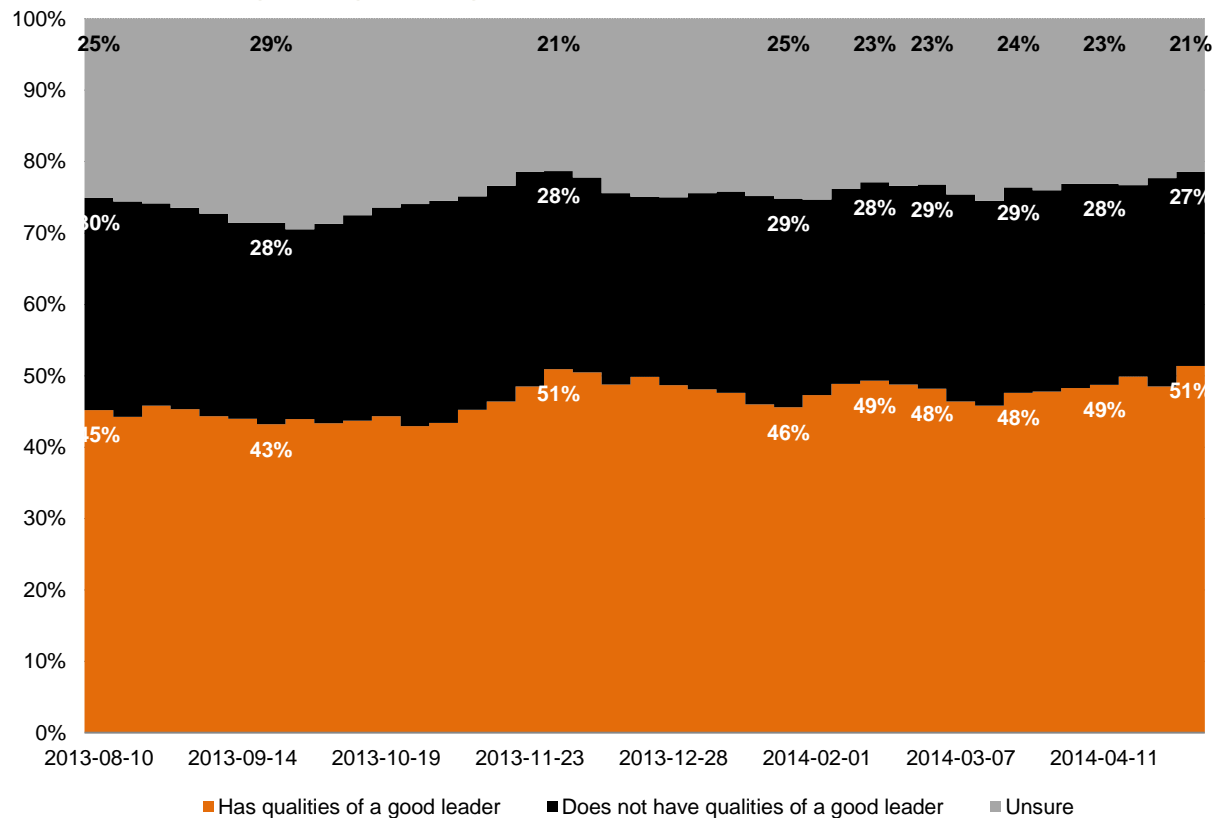
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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



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National – Weekly Tracking (Four week rolling average ending May 2nd, 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

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

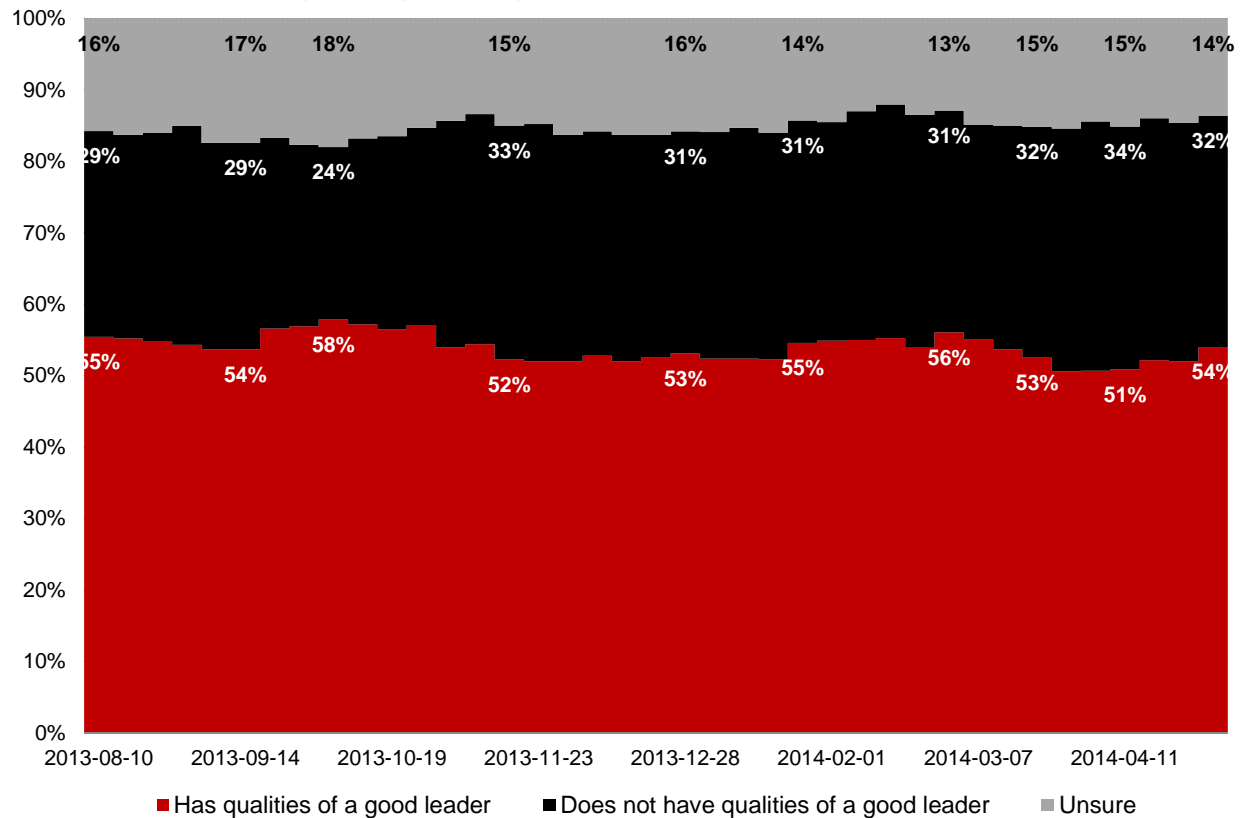
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National – Weekly Tracking

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Bellavance



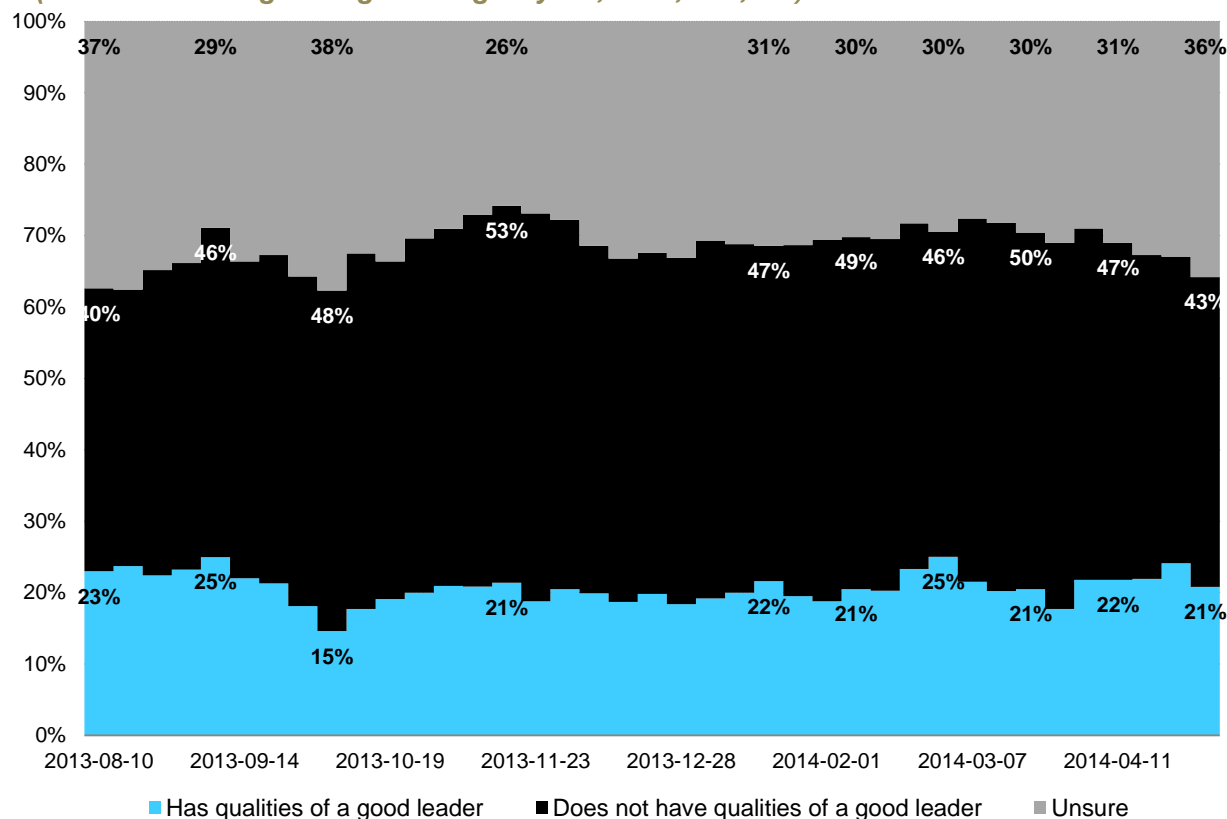
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] André Bellavance

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Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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National – Weekly Tracking (Four week rolling average ending May 2nd, 2014, n=1,000)



May



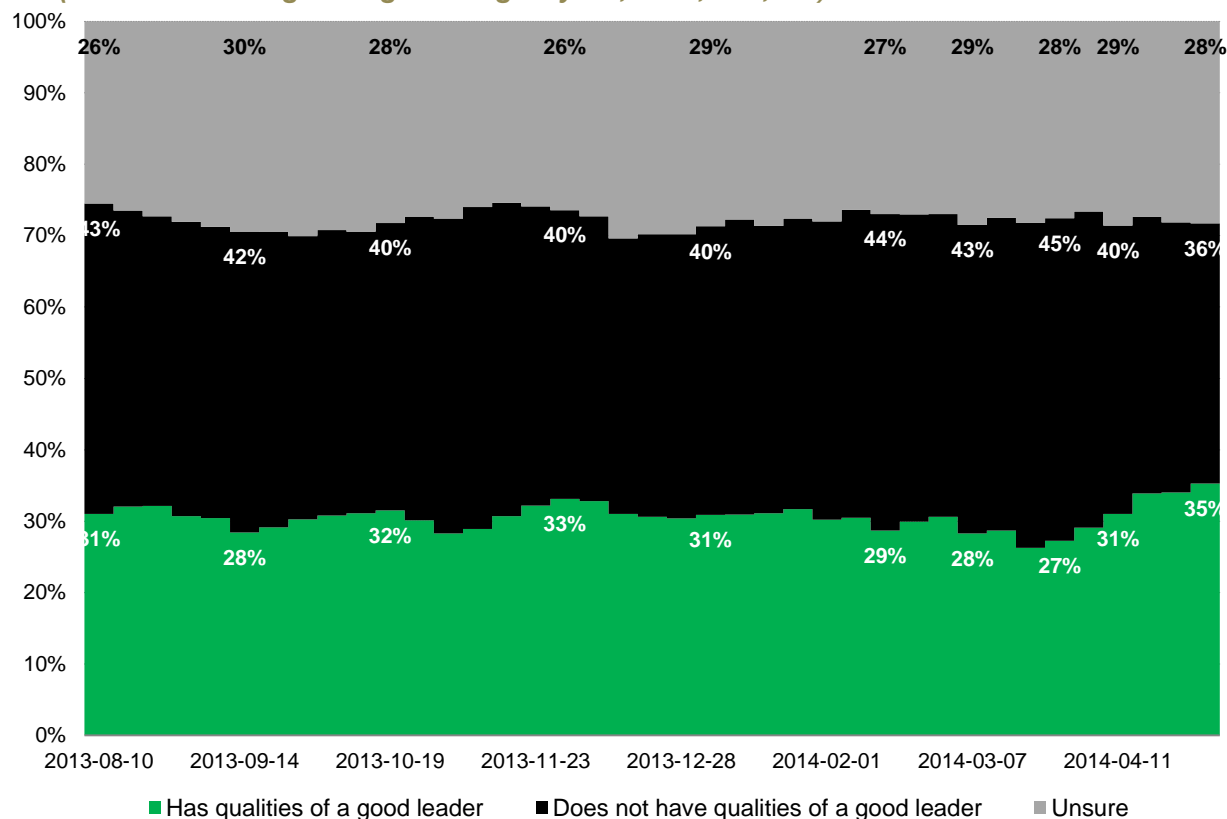
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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



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National – Weekly Tracking (Four week rolling average ending May 2nd, 2014, n=1,000)





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 May 2nd, 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

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.



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Nik Nanos FMRIA

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