

# Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending May 16, 2014  
(released May 21, 2014)



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world-class data*

# Weekly Nanos Party Power Index



## Harper hits new high on preferred PM measure (Released 05/21/2014)

The latest Nanos tracking suggests that Harper has hit a new high on the preferred Prime Minister front. Thirty one percent of Canadians said Harper was their preferred choice as PM. This compares to a low of 25 percent and an overall average of 28 percent for the period of the Nanos weekly tracking which started in August 2013.

While 31 percent of Canadian gave Harper the nod on the preferred PM front, 27 percent identified Trudeau as their preferred choice, followed by Mulcair at 19 percent and May at six percent. Trudeau is nearer his low (26 percent) compared to his high for the period since August (33 percent).

There are a greater proportion of Canadians that would consider voting Liberal (56 percent would consider voting for the Liberals), compared to the New Democrats (45 percent would consider voting NDP) and the Conservatives (44 percent would consider voting Conservative). These are all independent questions.

Readers should note that the fieldwork for the latest wave of weekly Nanos tracking coincided with a focus on Trudeau's pro-choice position on abortion in relation to nominated Liberal candidate. On the overall Nanos Party Power Index, the Liberals scored 56 points out of 100, compared to the Conservatives who scored 52 points, the NDP 49 points and the Green Party 33 points.

Readers should note that with 10 months of weekly tracking, Nanos is now calculating highs, lows and averages for the key Nanos tracking variables in the public domain. This will allow our subscribers and clients to better contextualize the data.

# 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

	This Week	Last Week	4 Weeks Ago	3 Months Ago	9 Months Ago (Aug 2013)	9 Month High	9 Month Low	9 Month Average
<b>Canada Party Power Index</b>								
Liberal	56.0	55.8	54.9	56.0	57.2	59.0	53.7	56.4
Conservative	52.0	52.0	50.9	50.1	50.8	53.7	48.4	50.6
NDP	49.3	50.3	49.9	49.9	48.2	50.6	46.3	49.0
Green	33.5	33.9	34.1	32.0	34.0	34.5	30.3	32.7
Bloc	27.9	28.8	28.3	25.2	28.8	29.2	25.0	27.3
<b>Party Consider</b>								
Liberal	55.5%	54.7%	49.1%	47.2%	50.2%	55.5%	47.2%	50.3%
Conservative	44.0%	41.3%	38.9%	37.0%	38.1%	44.0%	36.4%	39.2%
NDP	44.6%	45.5%	42.5%	41.4%	41.6%	45.5%	37.9%	41.5%
Bloc	33.2%	30.6%	34.7%	34.6%	44.0%	44.0%	22.4%	32.8%
Green	26.7%	27.7%	28.5%	27.5%	27.3%	30.0%	22.7%	26.6%
<b>Preferred Prime Minister</b>								
Harper	31.0%	29.8%	28.8%	27.8%	28.2%	31.0%	25.2%	28.4%
Trudeau	26.7%	26.8%	26.5%	29.5%	31.5%	33.0%	25.8%	29.3%
Mulcair	19.1%	19.3%	19.3%	18.6%	15.4%	20.5%	15.4%	18.2%
Bellavance	2.1%	2.0%	2.2%	1.4%	2.3%	2.6%	0.9%	1.7%
May	6.4%	5.9%	6.2%	4.0%	6.0%	6.4%	3.7%	5.1%

# 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



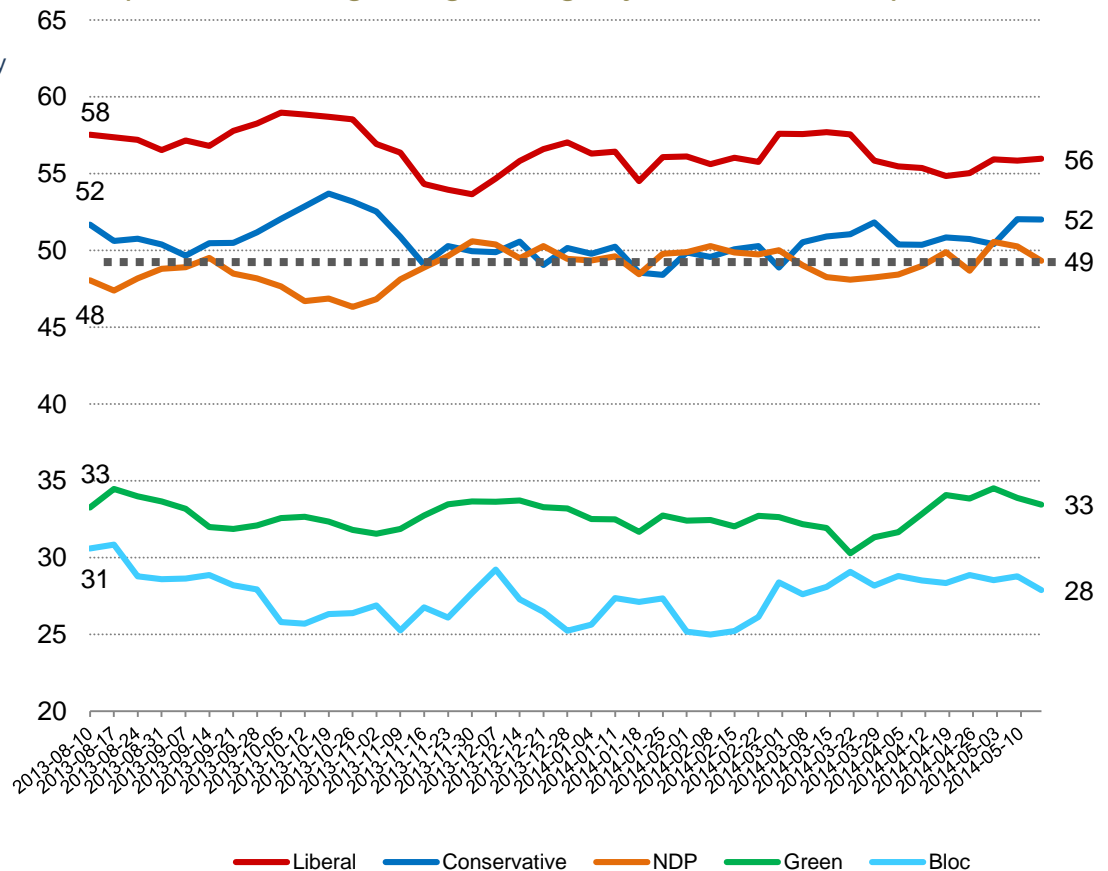
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Contact: Nik Nanos  
Ottawa: (613) 234-4666 x 237  
Washington DC: (202) 697-9924  
nnanos@nanosresearch.com



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**Canada Weekly Index Tracking Scores**  
(Four week rolling average ending May 16<sup>th</sup>, 2014, 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

Ottawa: (613) 234-4666 x 237

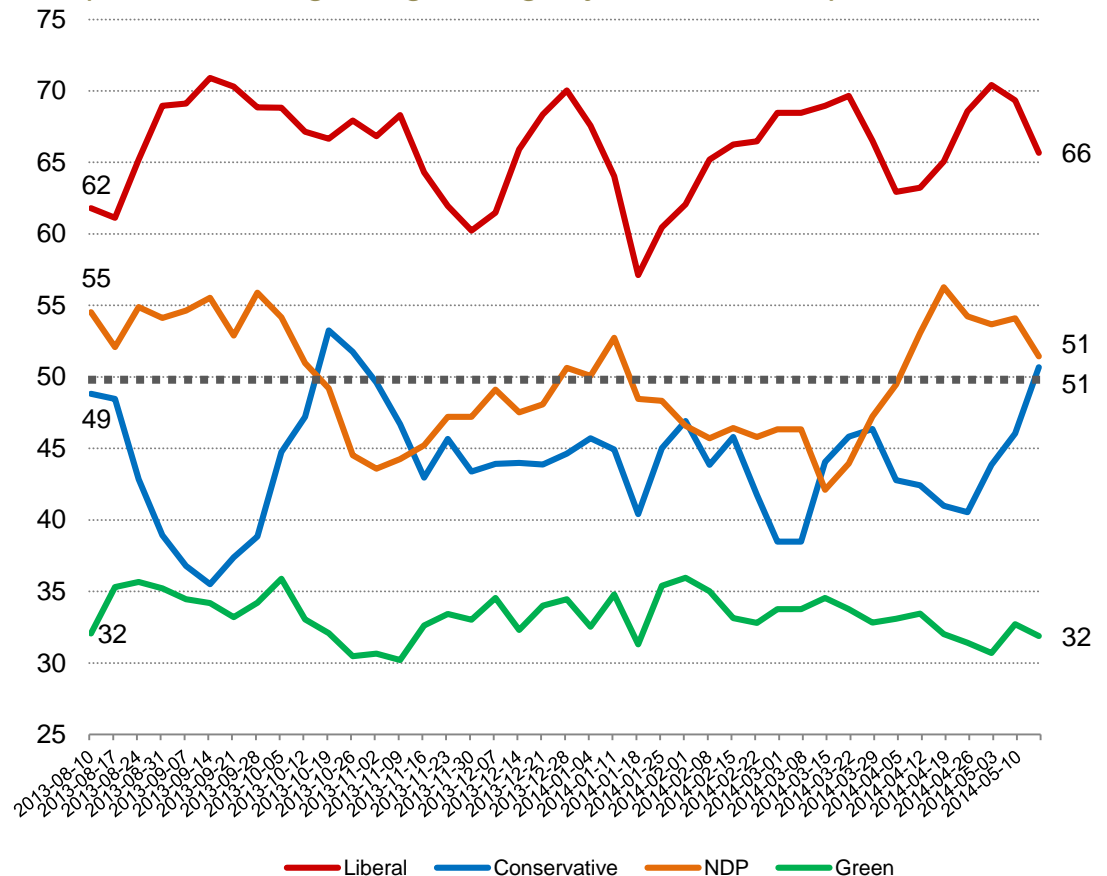
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## Atlantic Weekly Index Tracking Scores (Four week rolling average ending May 16<sup>th</sup>, 2014, n=100)



# Party Power Index



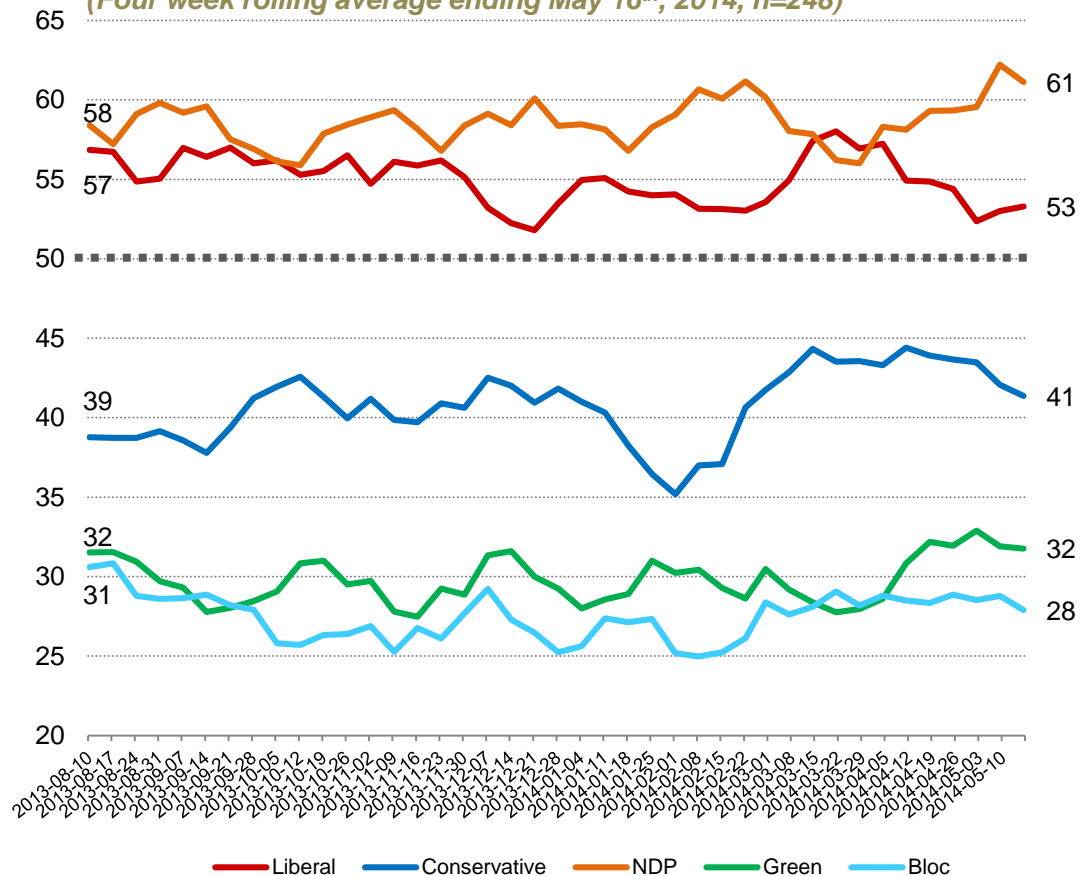
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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



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**Quebec Weekly Index Tracking Scores**  
(Four week rolling average ending May 16<sup>th</sup>, 2014, n=248)





# Party Power Index



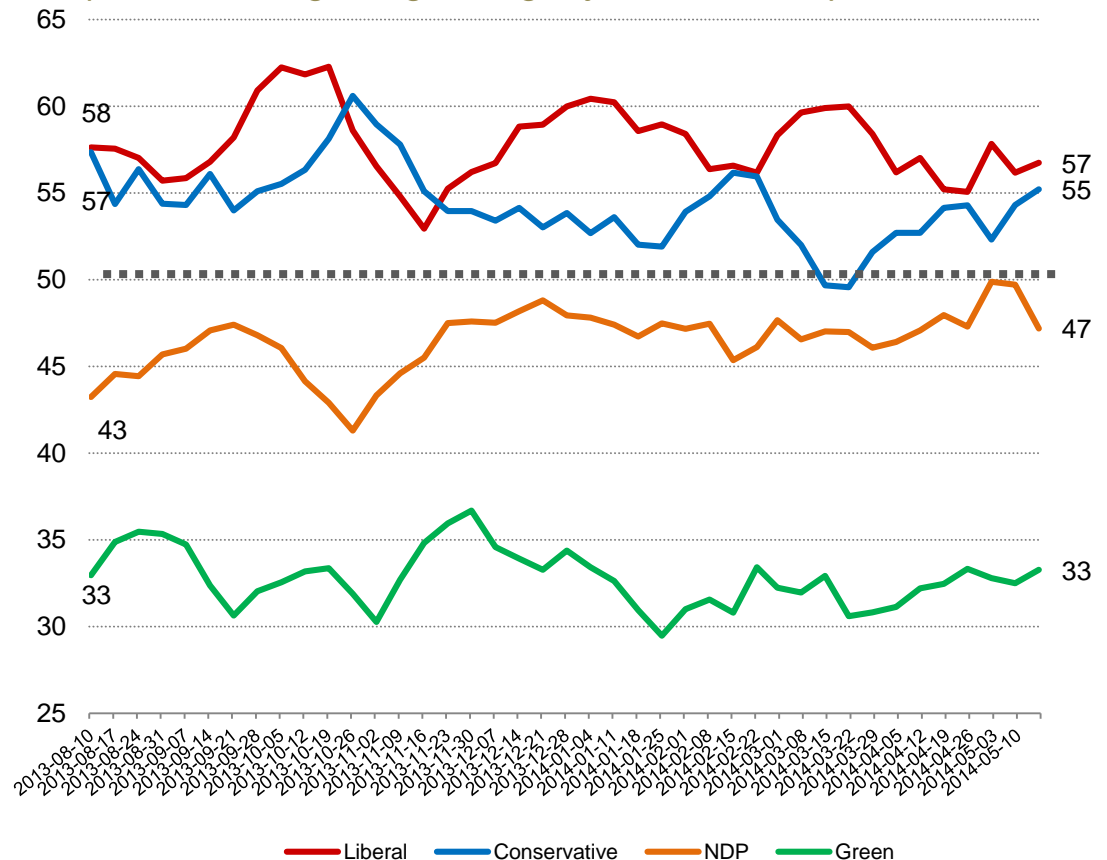
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Ottawa: (613) 234-4666 x 237  
Washington DC: (202) 697-9924  
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## Ontario Weekly Index Tracking Scores (Four week rolling average ending May 16<sup>th</sup>, 2014, n=300)



# Party Power Index



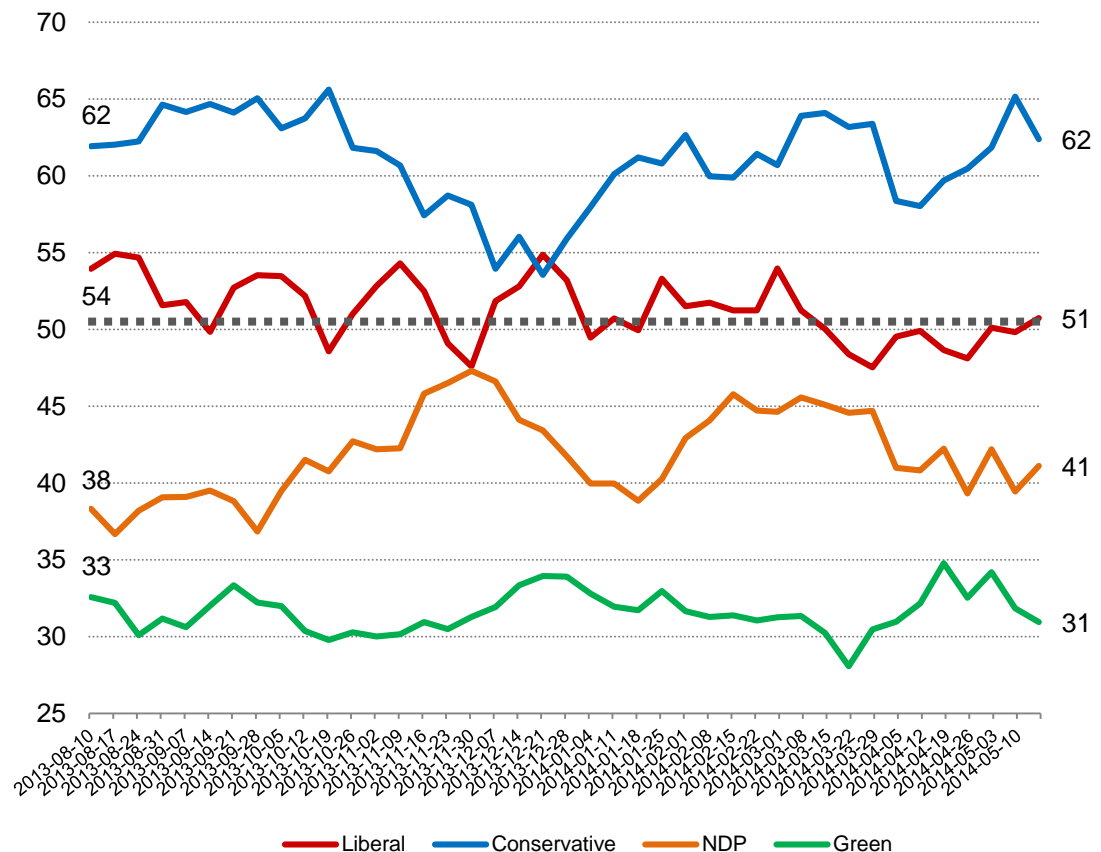
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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Ottawa: (613) 234-4666 x 237  
Washington DC: (202) 697-9924  
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**Prairies Weekly Index Tracking Scores**  
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# 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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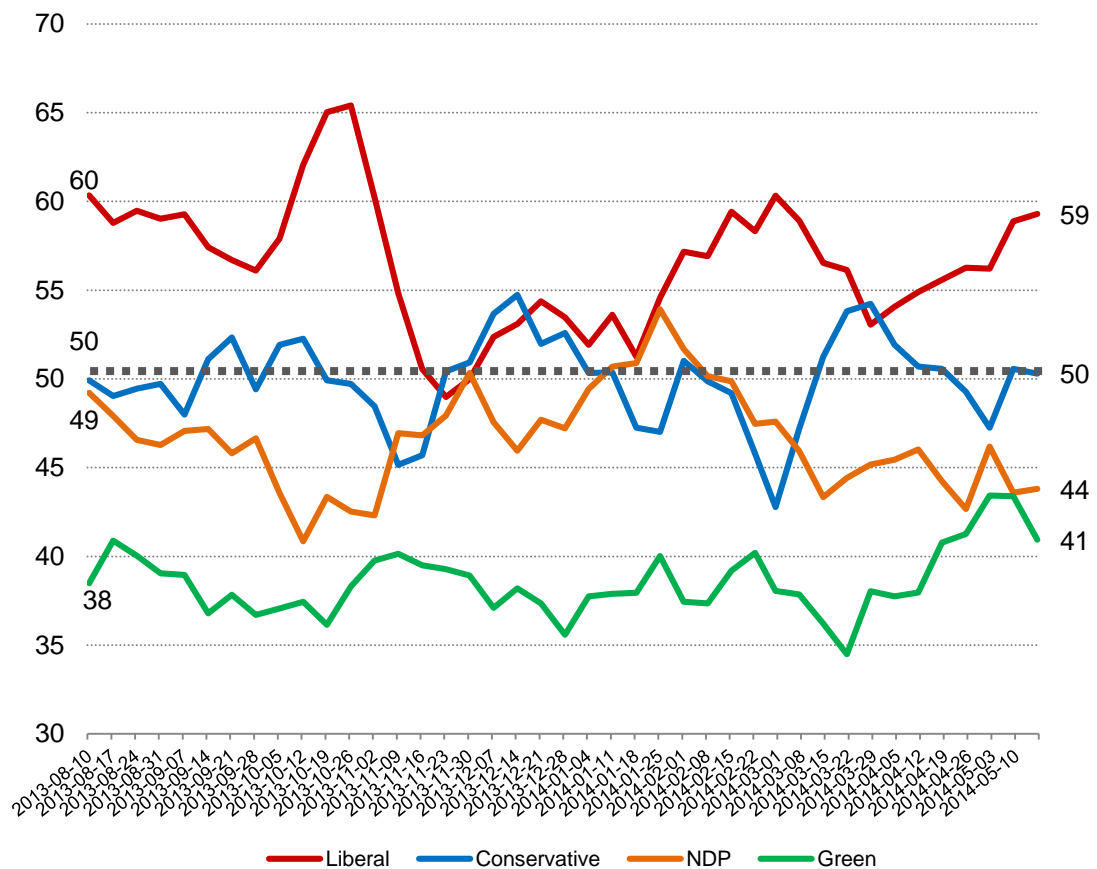
Washington DC: (202) 697-9924

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



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## British Columbia Weekly Index Tracking Scores (Four week rolling average ending May 16<sup>th</sup>, 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

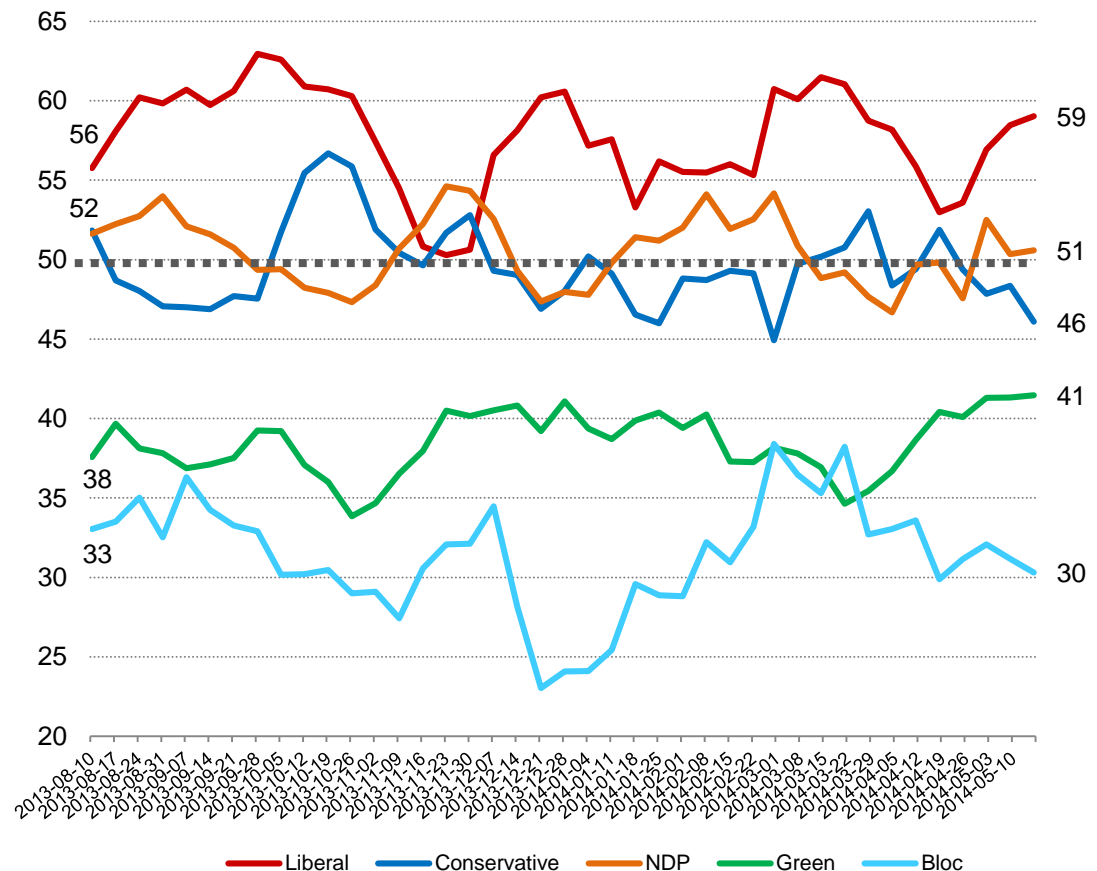
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## 18 to 29 Weekly Index Tracking Scores (Four week rolling average ending May 16<sup>th</sup>, 2014, n=205)





# Party Power Index



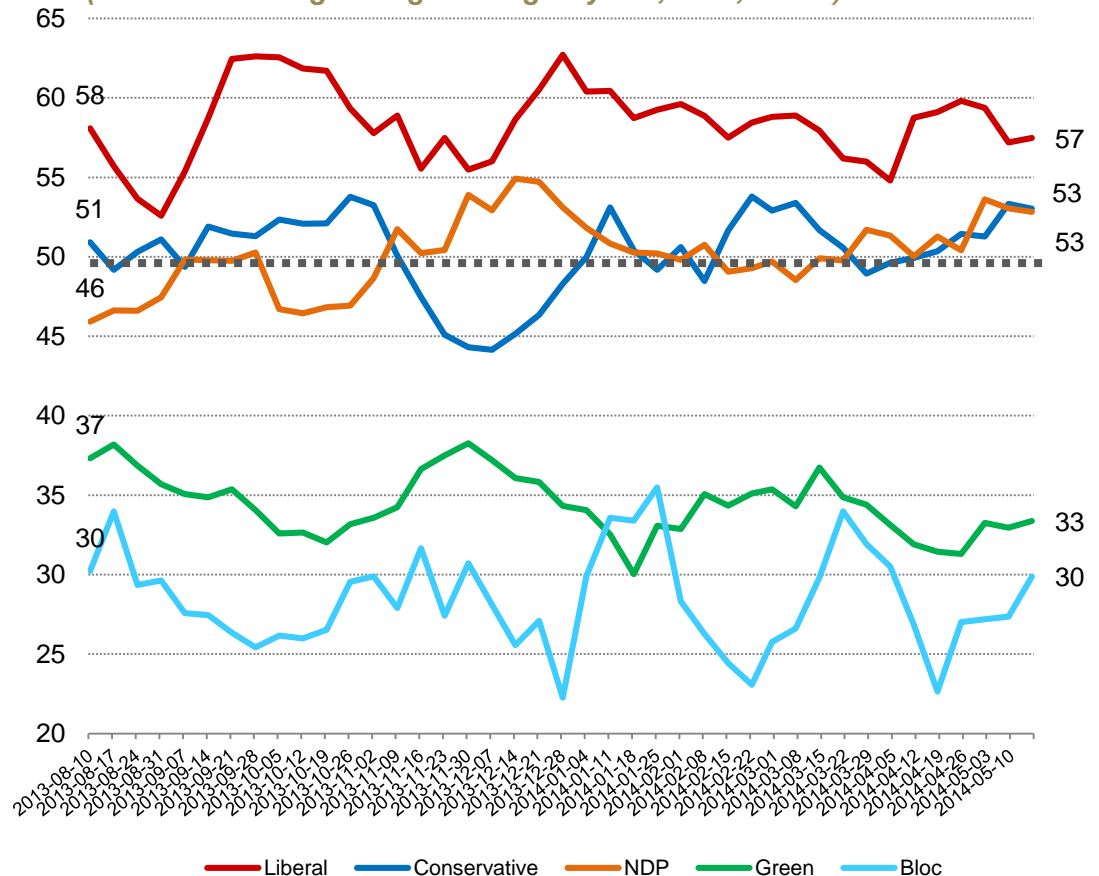
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

Contact: Nik Nanos  
Ottawa: (613) 234-4666 x 237  
Washington DC: (202) 697-9924  
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## 30 to 39 Weekly Index Tracking Scores (Four week rolling average ending May 16<sup>th</sup>, 2014, n=169)



# Party Power Index



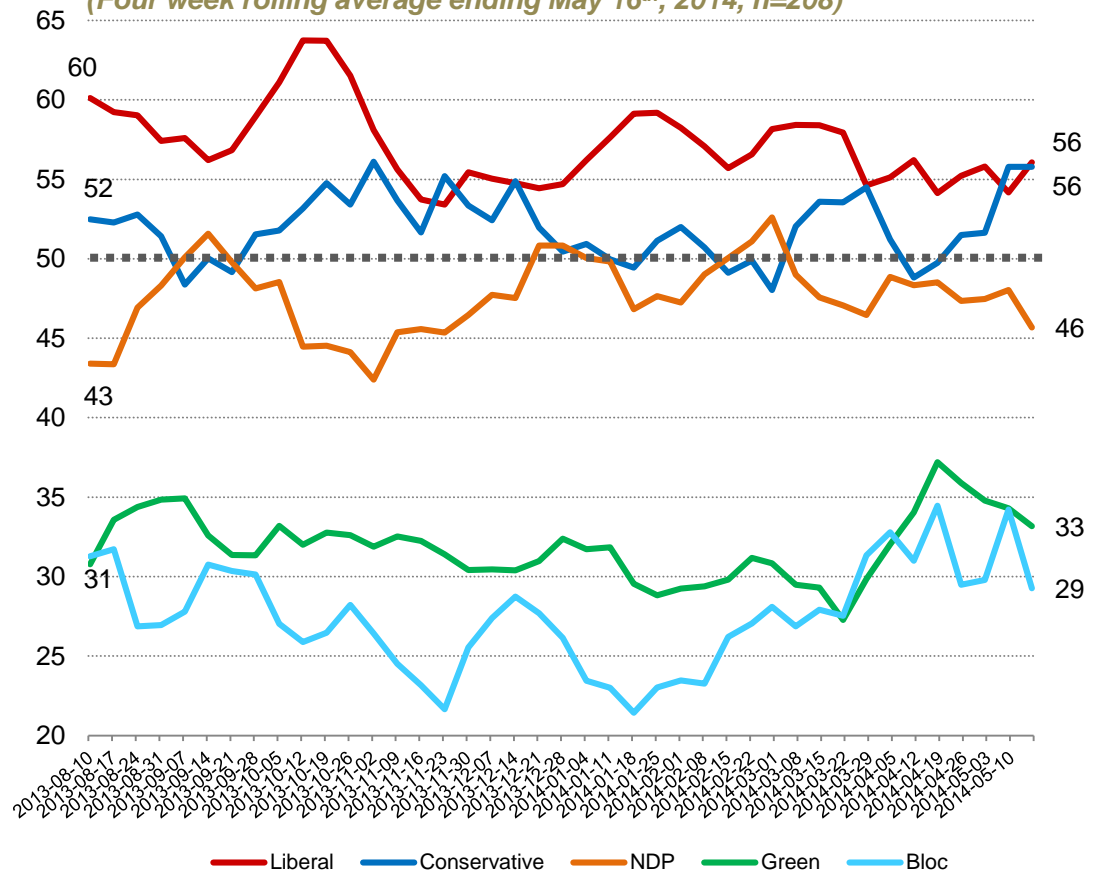
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

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 16<sup>th</sup>, 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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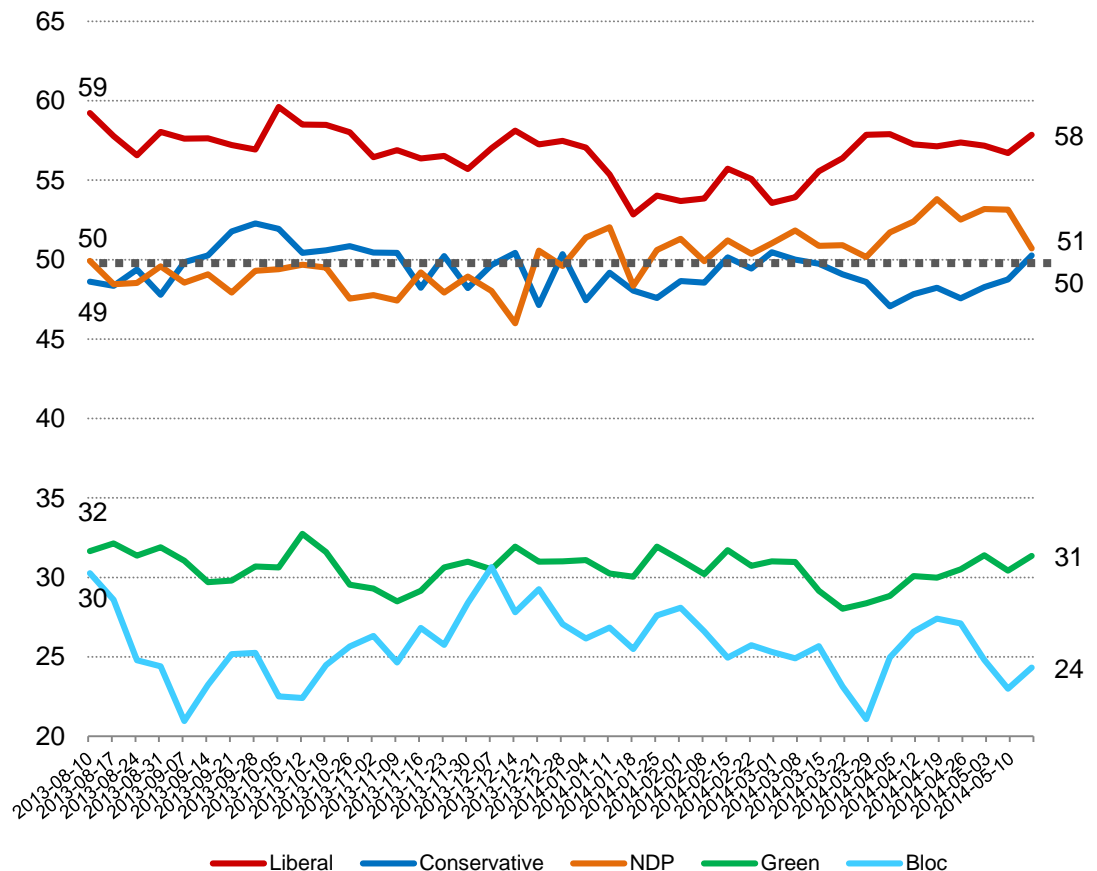
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## 50 to 59 Weekly Index Tracking Scores (Four week rolling average ending May 16<sup>th</sup>, 2014, n=178)



# 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

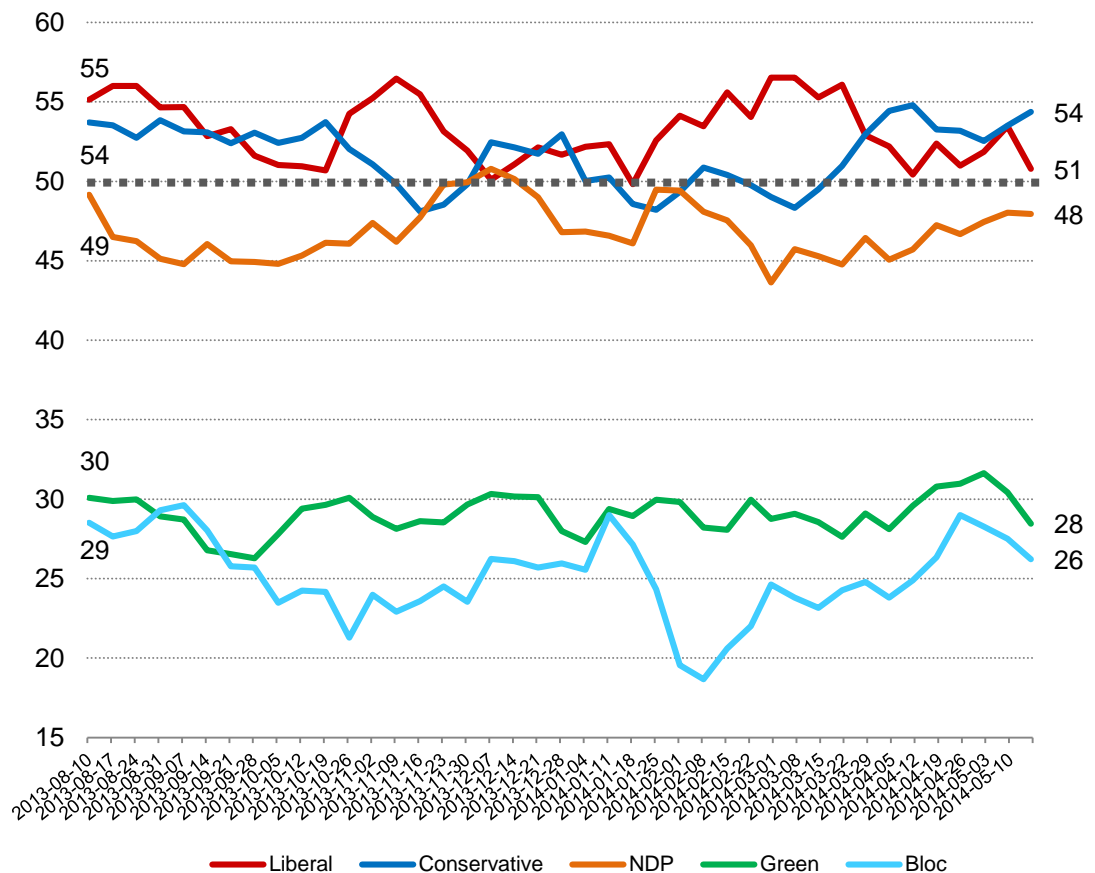
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## 60 plus Weekly Index Tracking Scores

(Four week rolling average ending May 16<sup>th</sup>, 2014, n=239)



# *Party Power Index Tracking by Gender*

*Nanos Weekly Tracking*





# Party Power Index



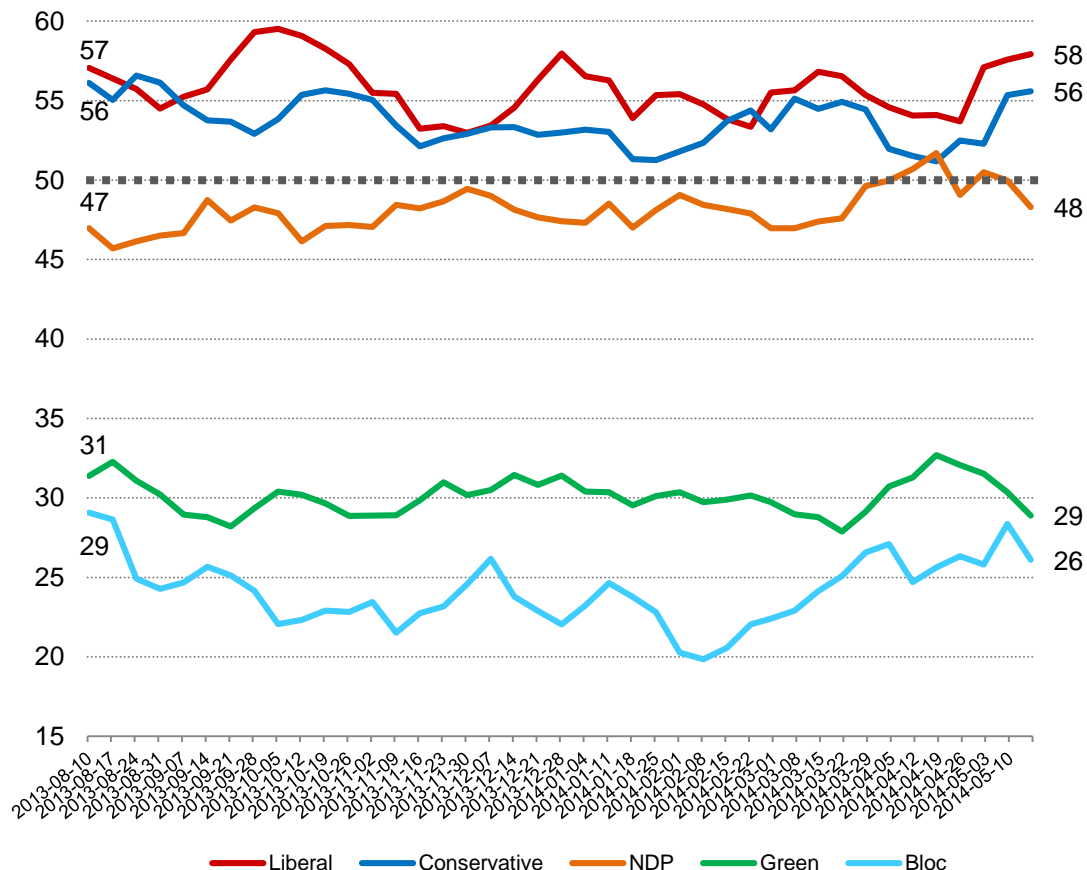
The Nanos Party Power Index Tracking for males is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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



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**Male Weekly Index Tracking Scores**  
 (Four week rolling average ending May 16<sup>th</sup>, 2014, n=496)



# 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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Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

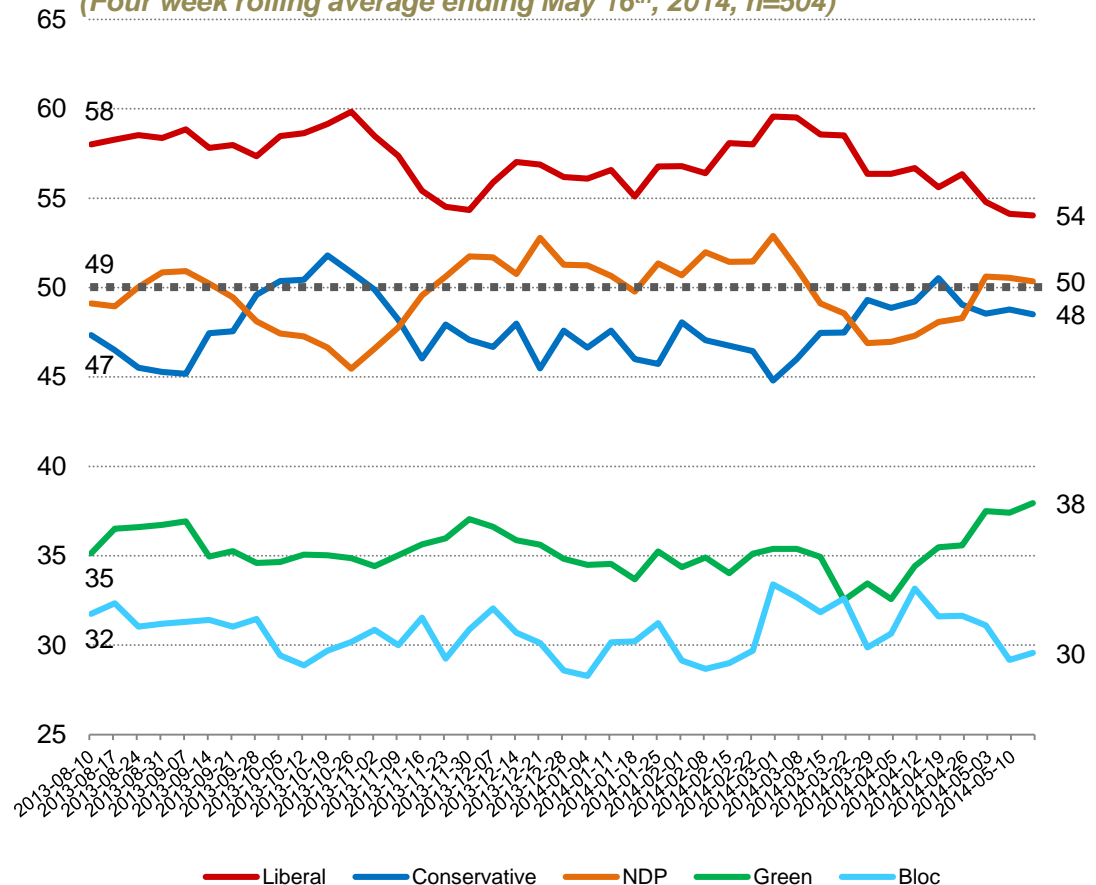
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## Female Weekly Index Tracking Scores

(Four week rolling average ending May 16<sup>th</sup>, 2014, n=504)



# *National Political Tracking Numbers*

*Nanos Weekly Tracking*



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# National Ballot



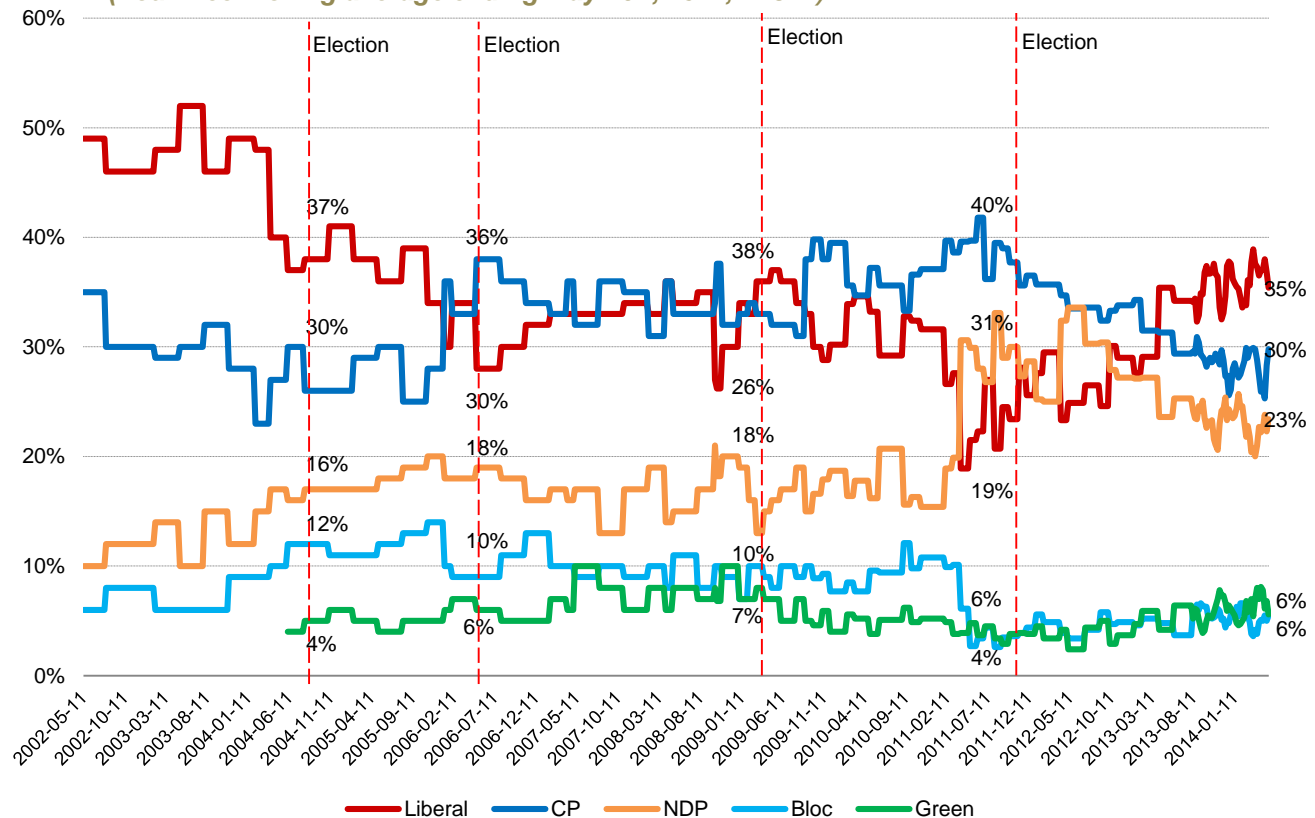
**Question:** For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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



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**Weekly Tracking – First Ranked Choice**  
(Four week rolling average ending May 16<sup>th</sup>, 2014, n=841)



# National Issue



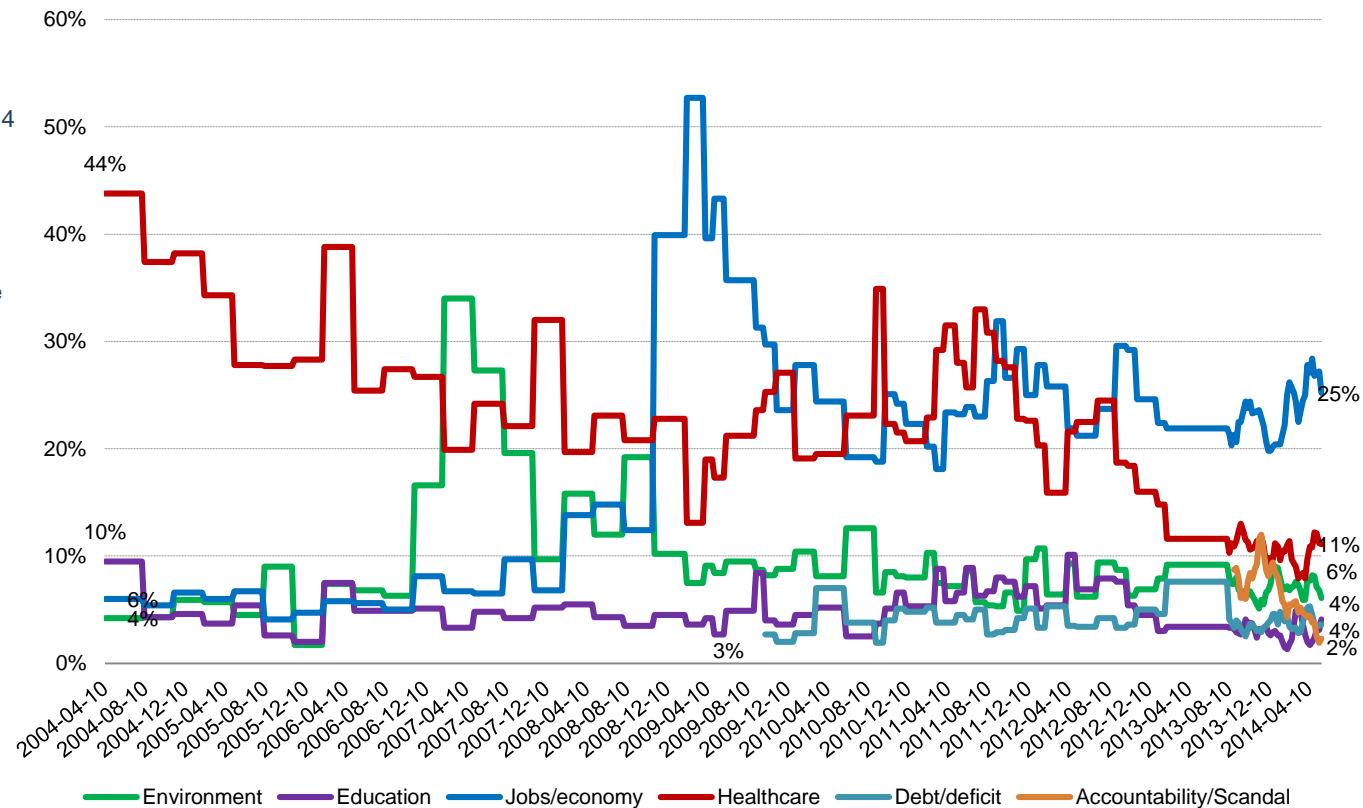
**Question:** What is your most important NATIONAL issue of concern?

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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 May 16<sup>th</sup>, 2014, n=1,000)





# *Federal Party Accessible Voters*

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# 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

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Washington DC: (202) 697-9924

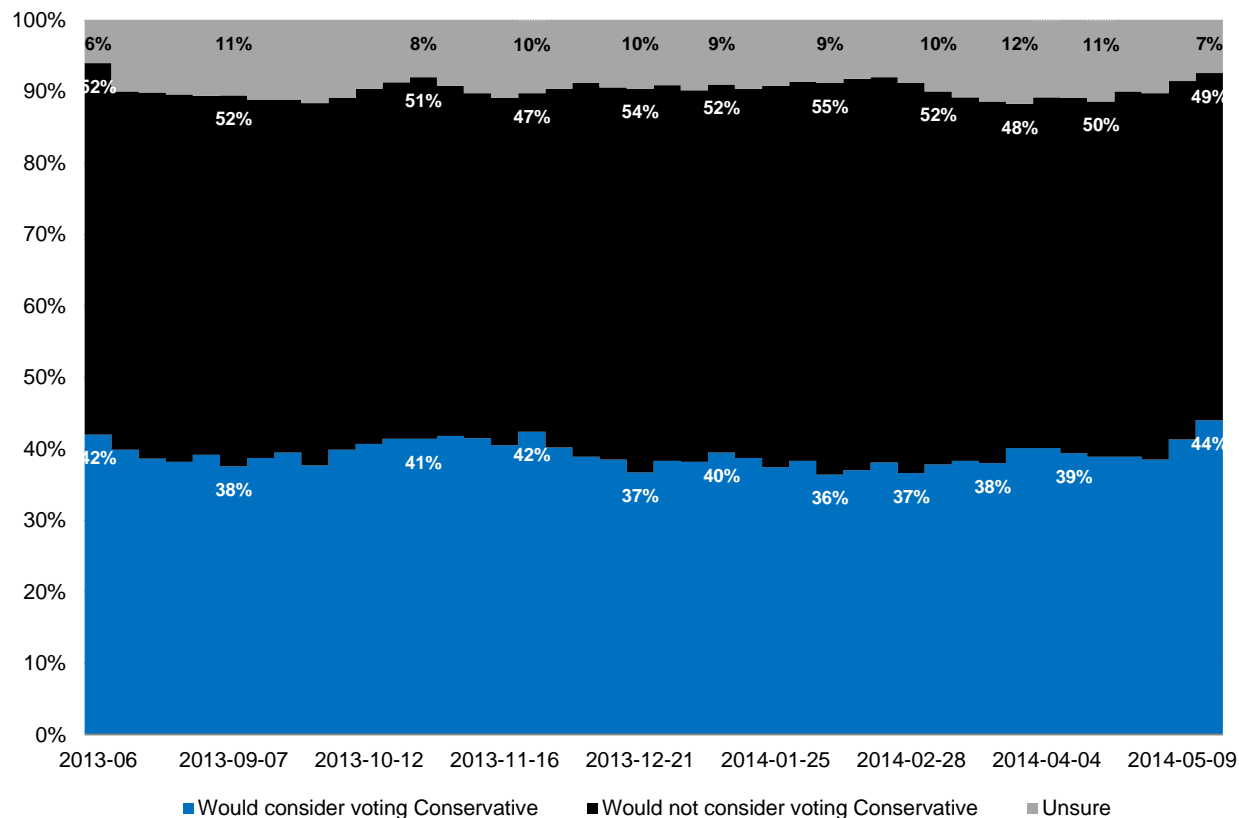
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## National – Weekly Tracking

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# Consider NDP



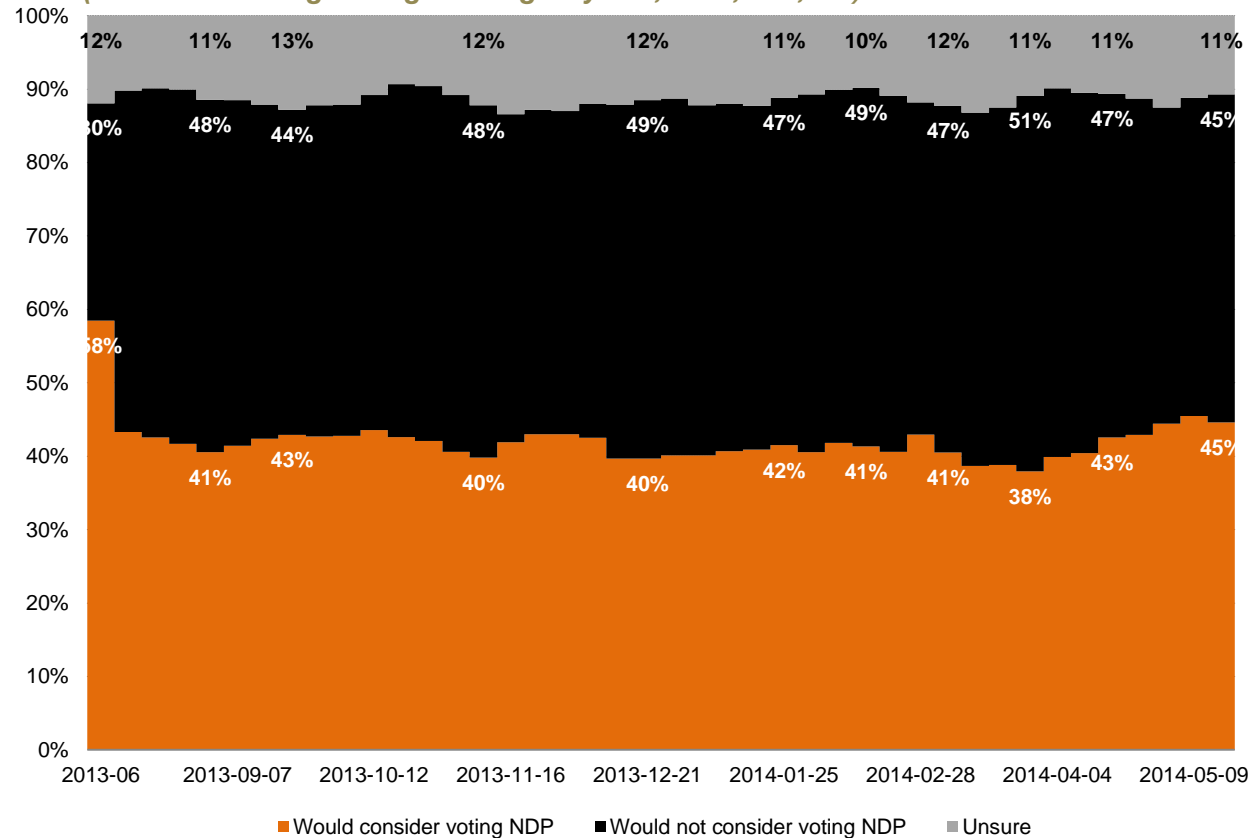
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] NDP

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



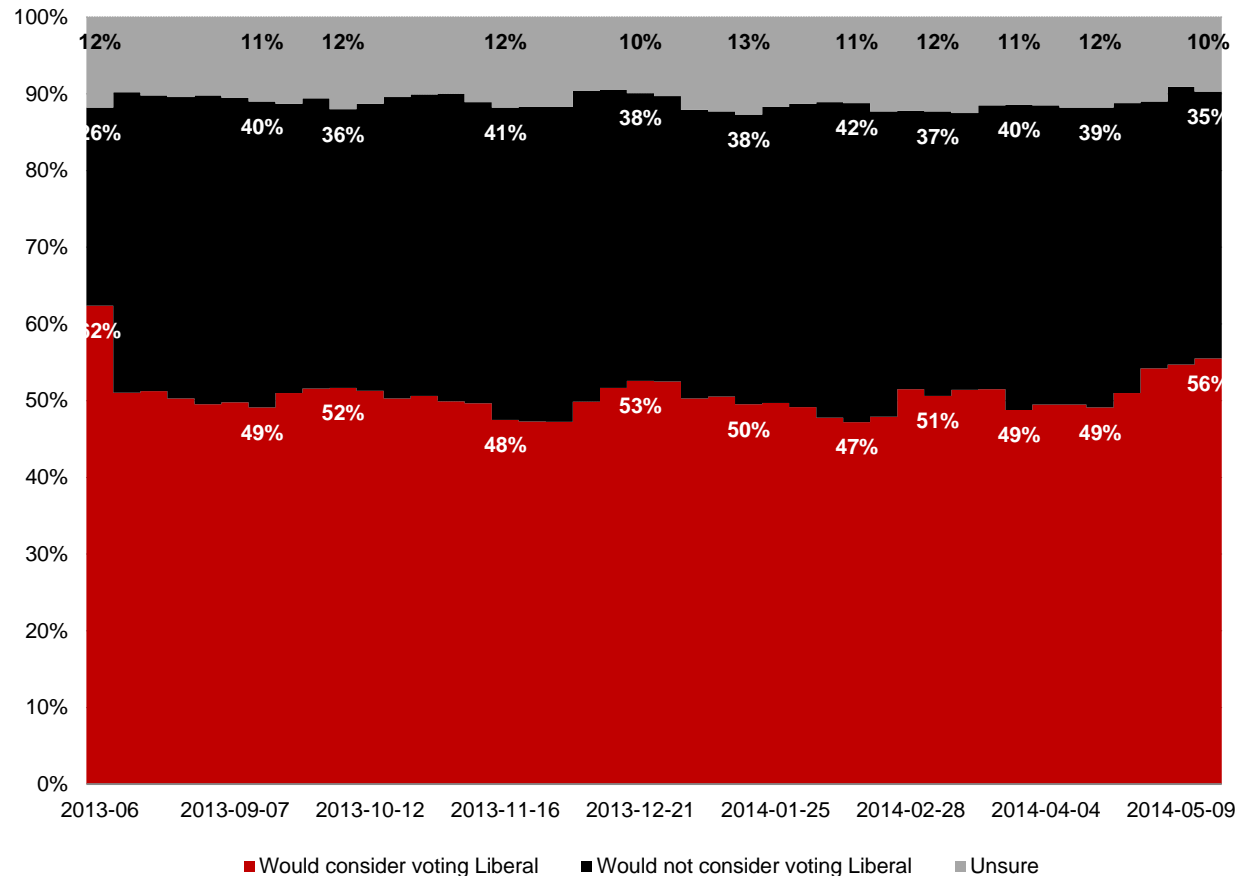
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] Liberal Party

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## National – Weekly Tracking (Four week rolling average ending May 16<sup>th</sup>, 2014, n=1,000)



# Consider Bloc



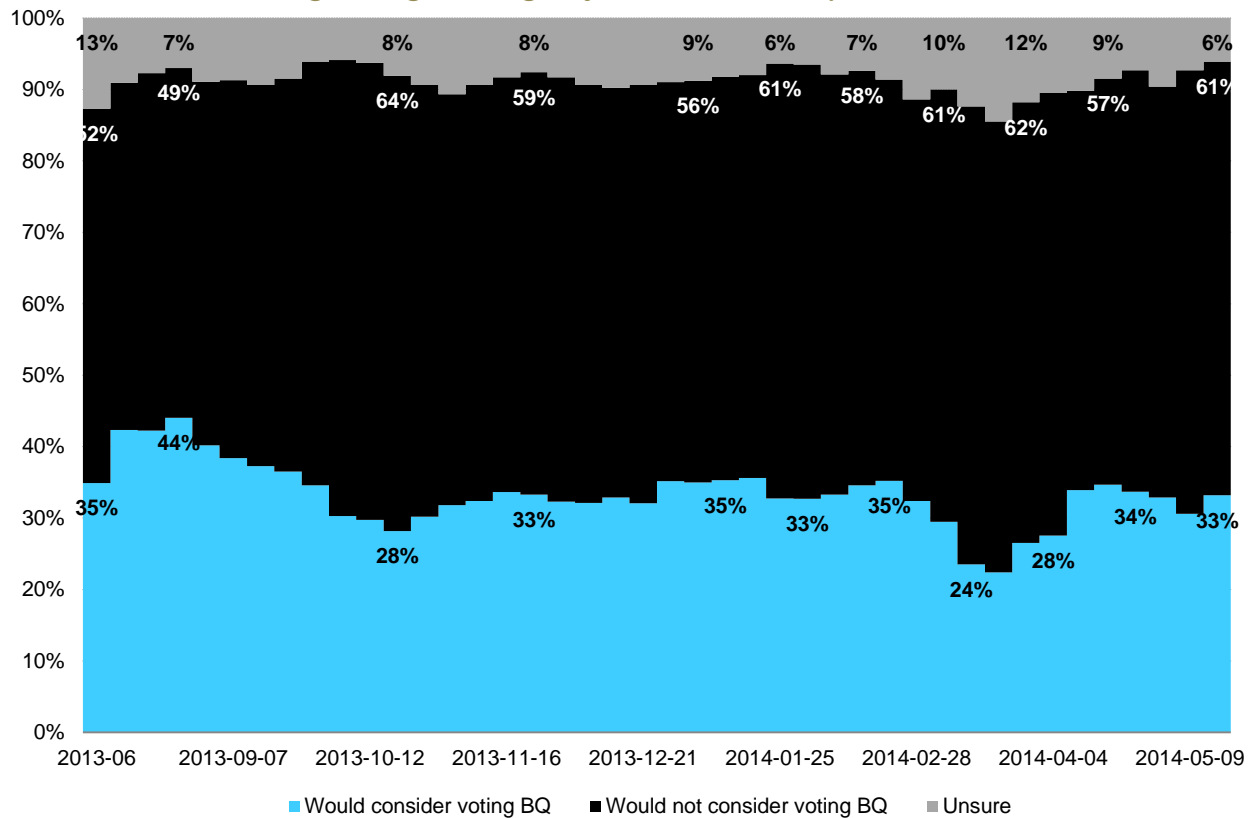
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Washington DC: (202) 697-9924  
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**Quebec only – Weekly Tracking**  
**Four week rolling average ending May 16<sup>th</sup>, 2014, n=248)**





# Consider Green



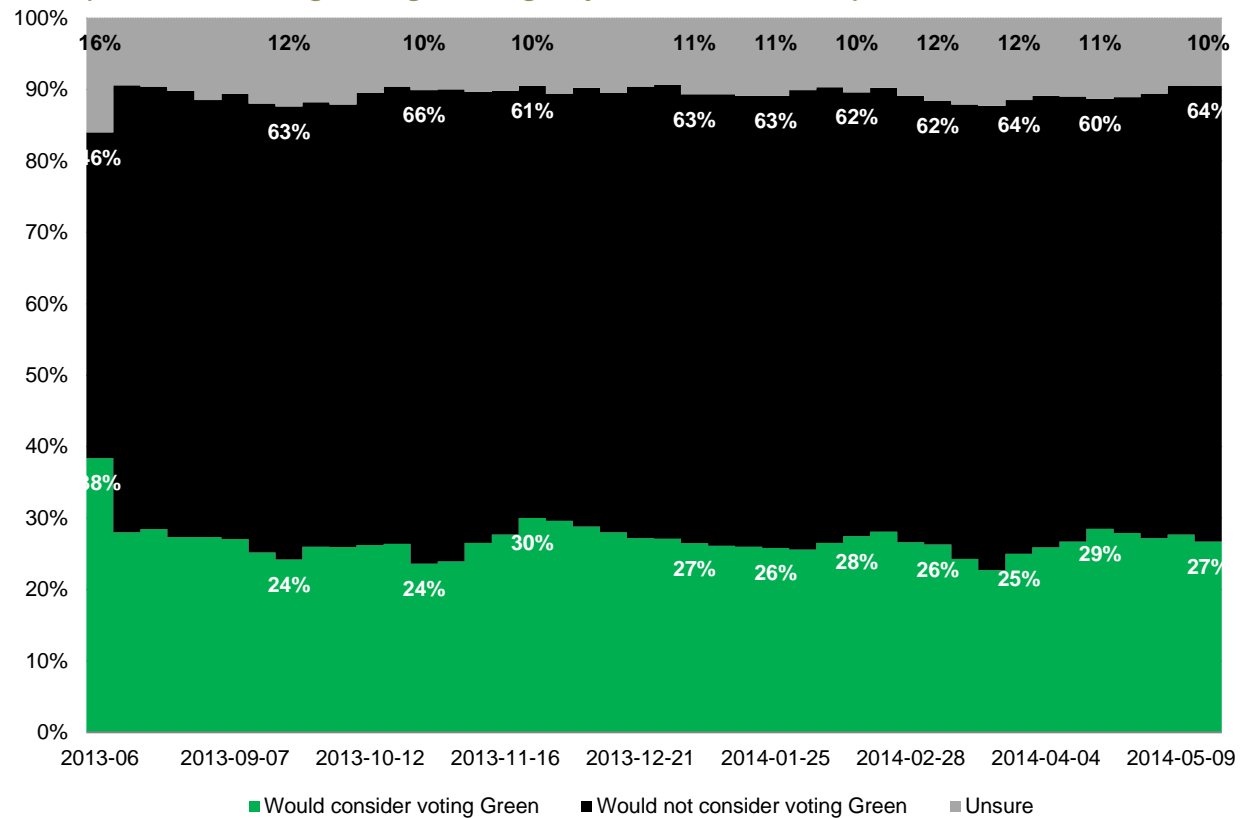
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] Green Party

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Washington DC: (202) 697-9924  
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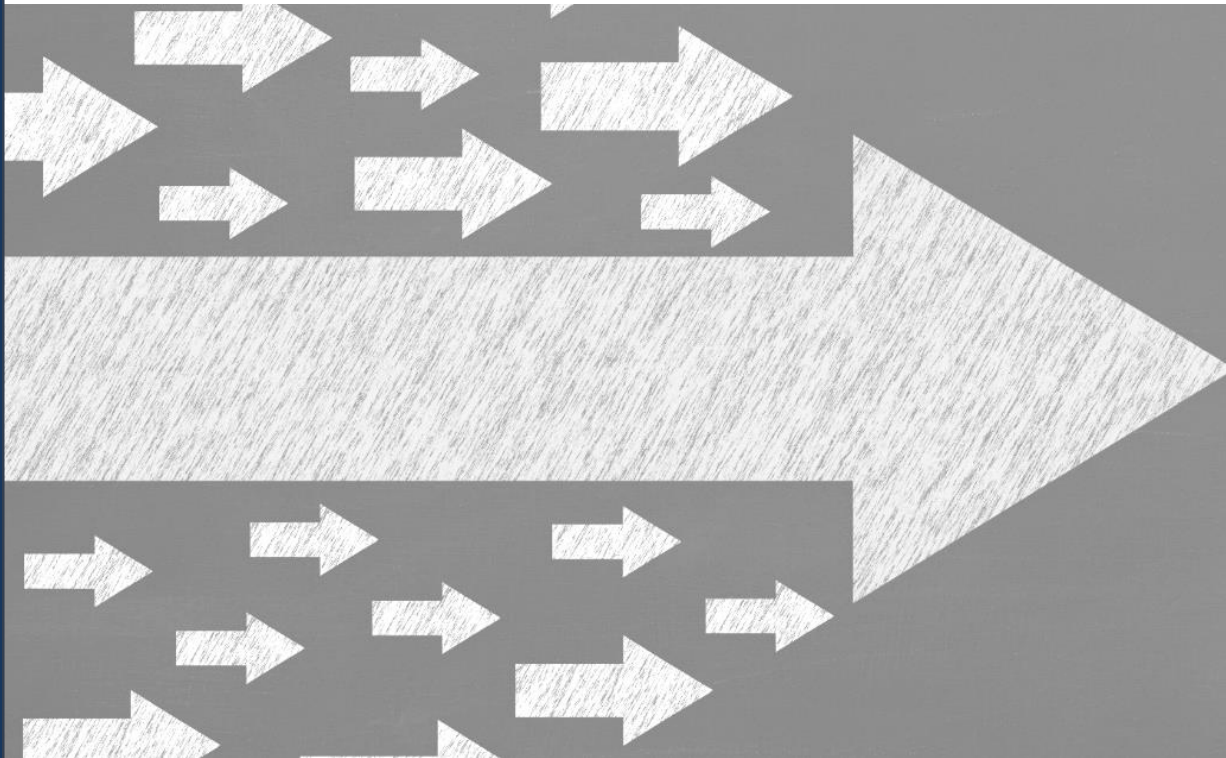
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**National – Weekly Tracking**  
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# *Tracking on the Federal Political Leaders*

*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

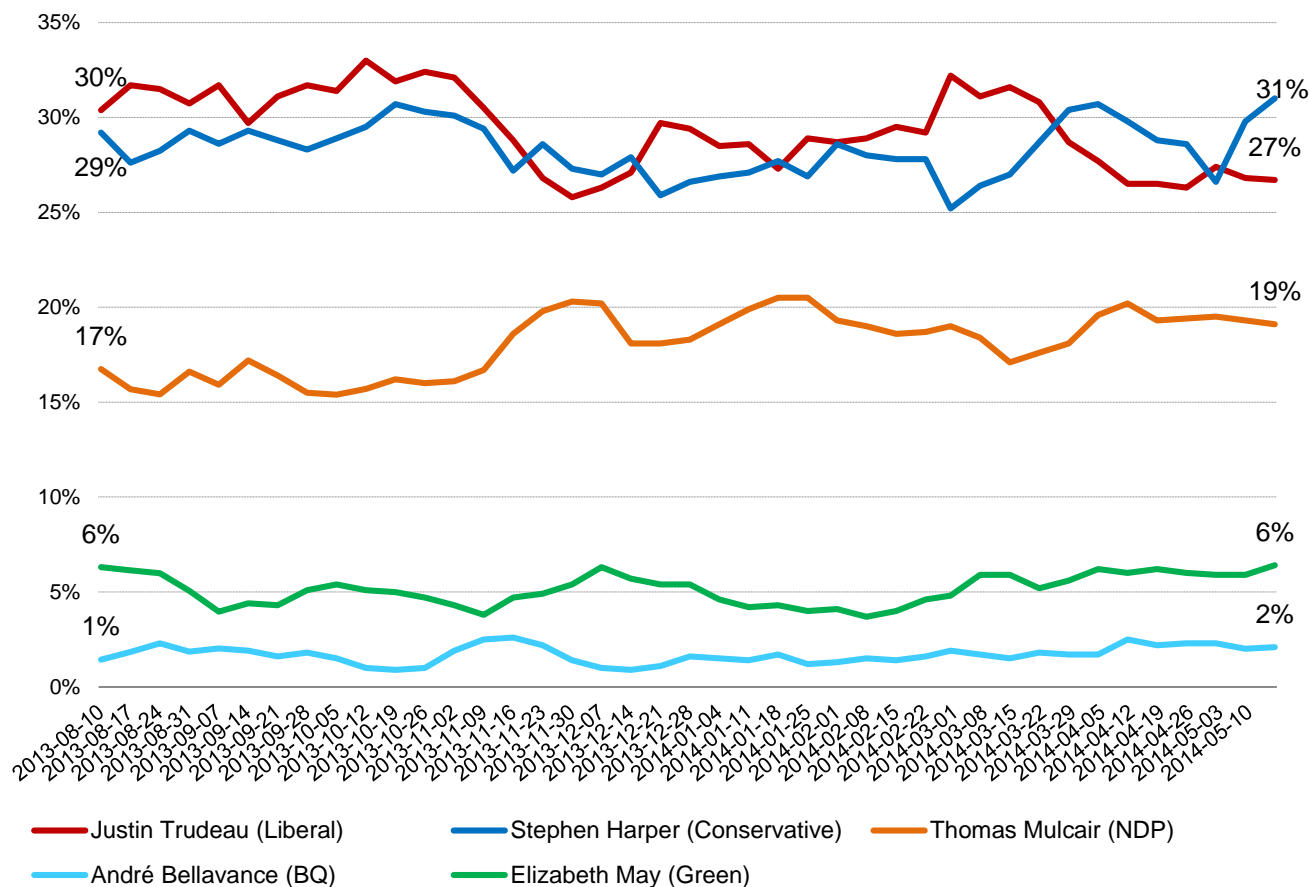
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## National – Weekly Tracking – First Ranked Choice (Four week rolling average ending May 16<sup>th</sup>, 2014, n=1,000)



# Harper



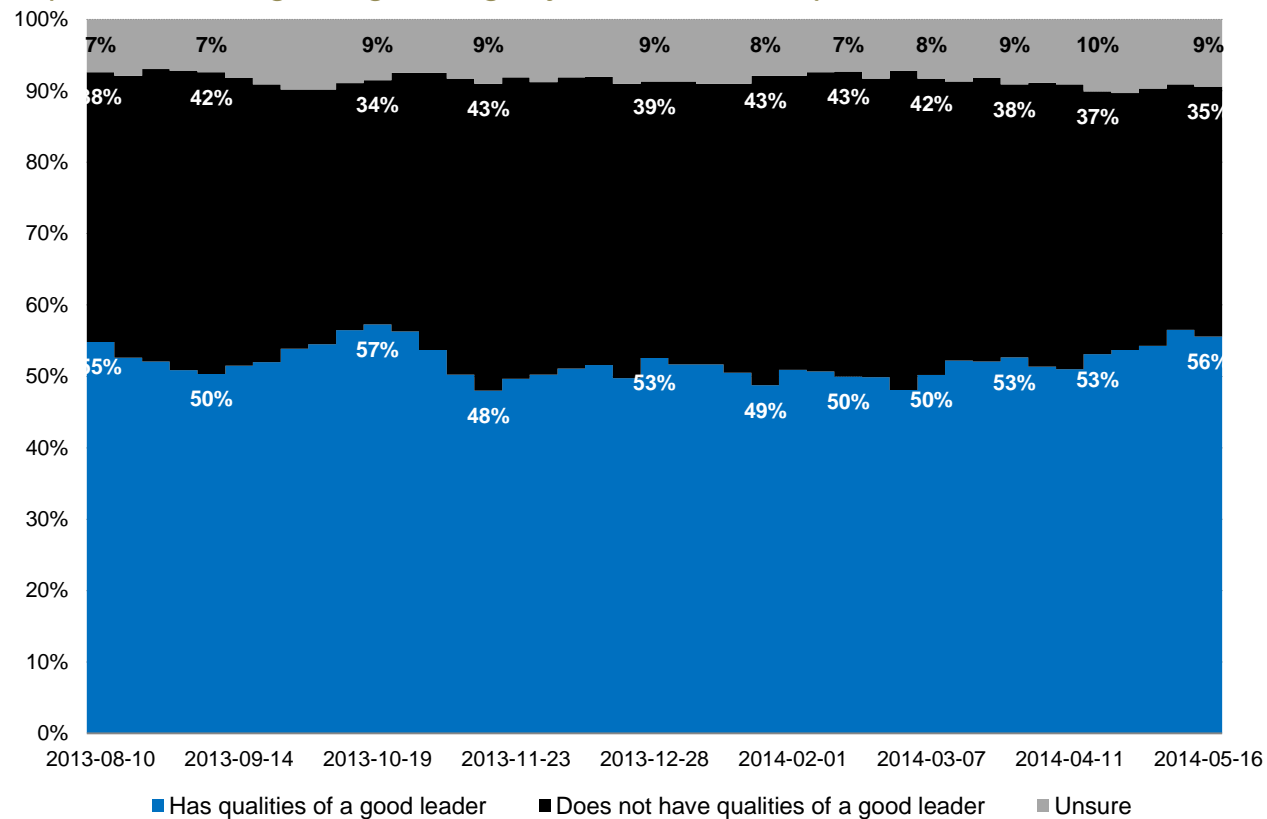
**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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Washington DC: (202) 697-9924  
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## National – Weekly Tracking (Four week rolling average ending May 16<sup>th</sup>, 2014, n=1,000)



# Mulcair



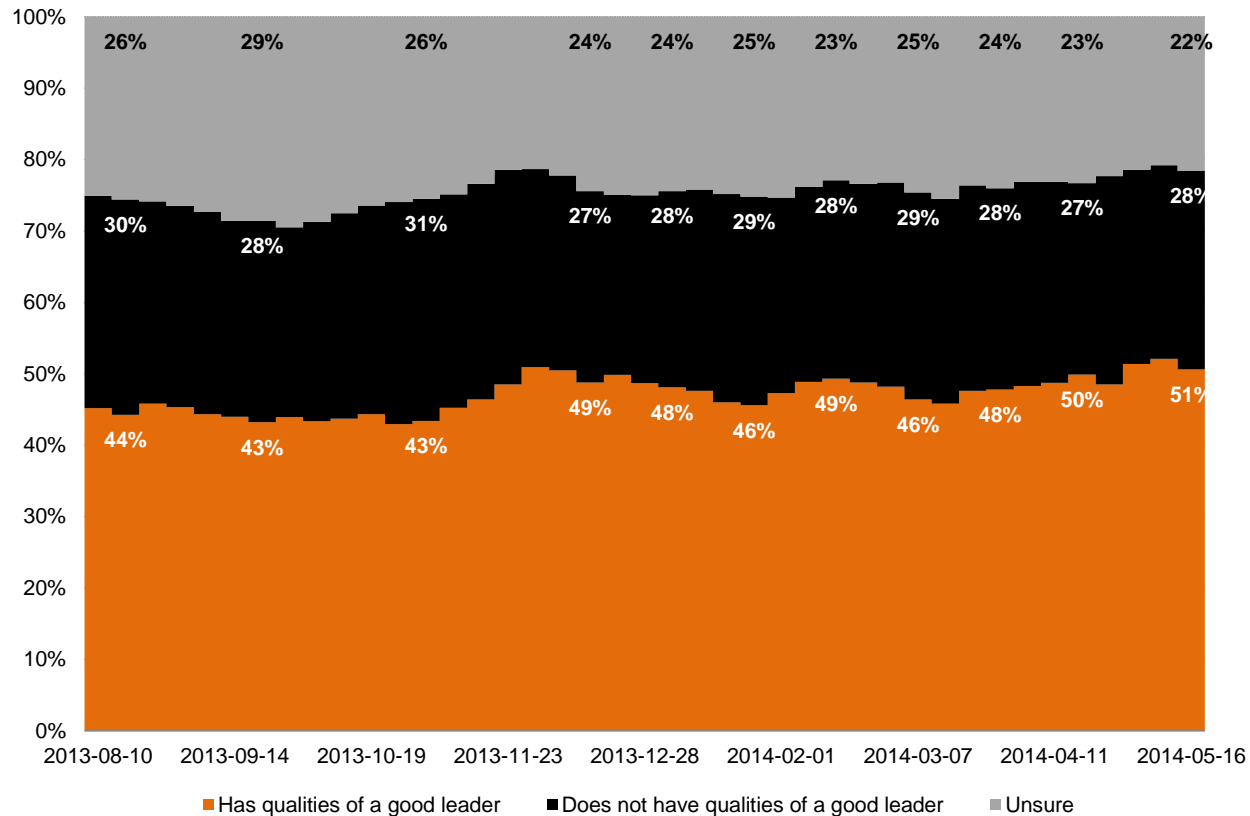
**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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## National – Weekly Tracking (Four week rolling average ending May 16<sup>th</sup>, 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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Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

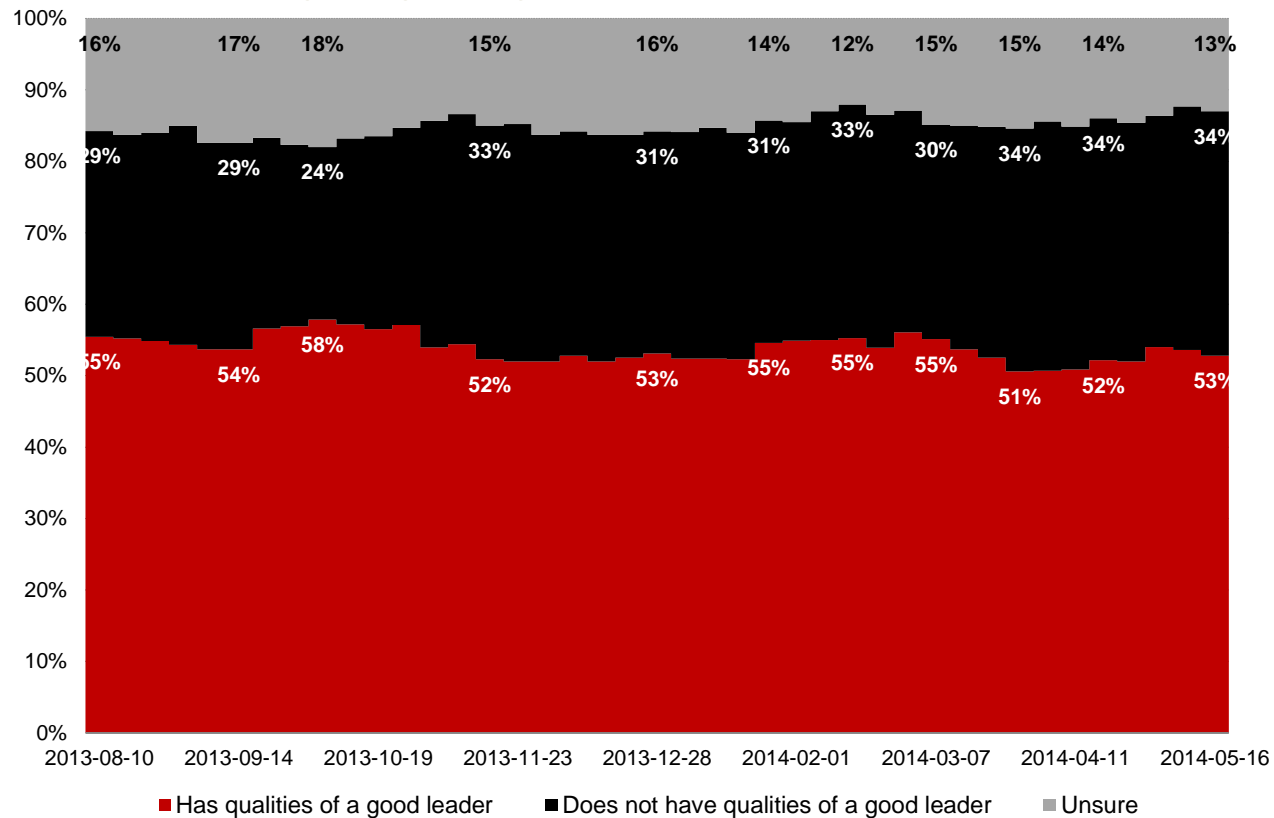
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## National – Weekly Tracking

(Four week rolling average ending May 16<sup>th</sup>, 2014, n=1,000)



# Bellavance



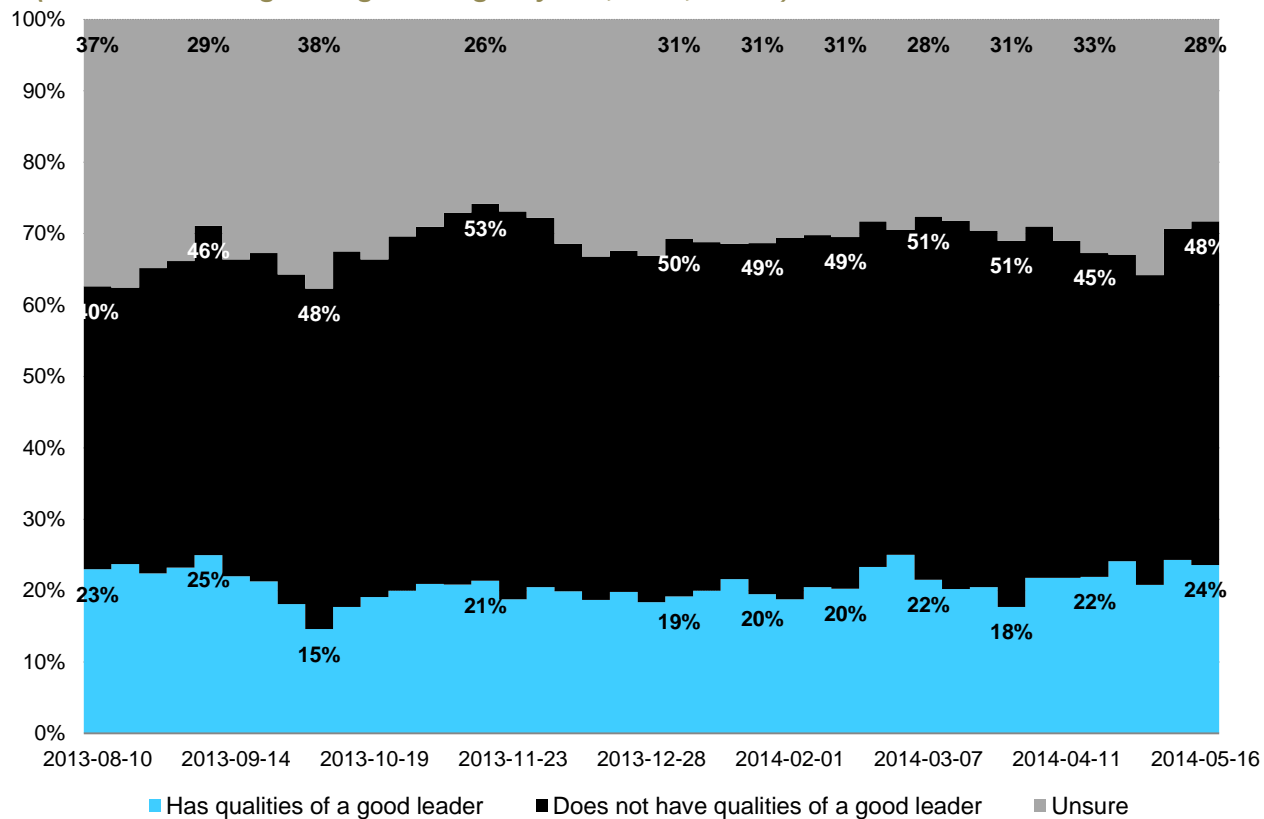
**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] André Bellavance

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## National – Weekly Tracking (Four week rolling average ending May 16<sup>th</sup>, 2014, n=248)



# May



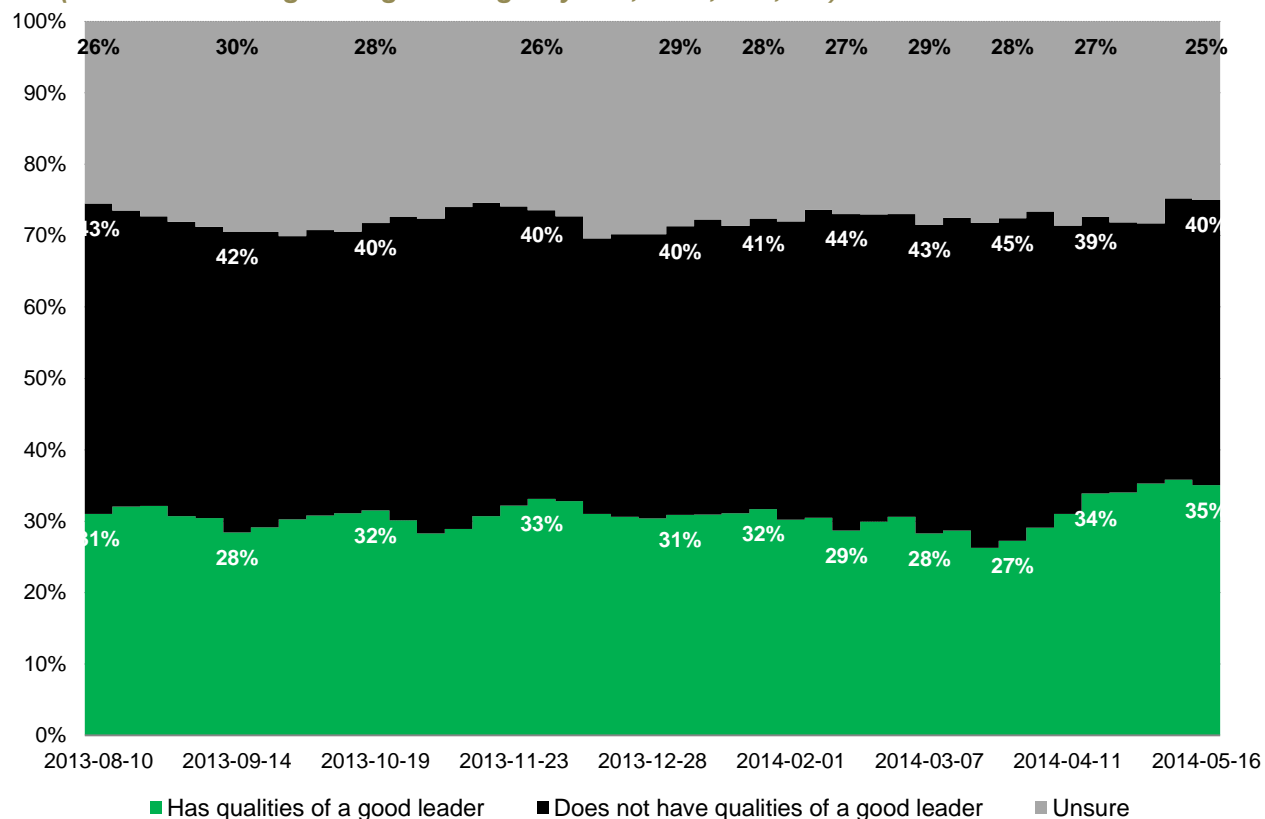
**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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## *National – Weekly Tracking (Four week rolling average ending May 16<sup>th</sup>, 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 16<sup>th</sup>, 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](mailto:nnanos@nanosresearch.com)