Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending June 13, 2014
(released June 18, 2014)

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Weekly Nanos Party Power Index

Trudeau hits high, Mulcair tracks near a low on the preferred Prime Minister tracking
(Released 06/18/2014)

The latest Nanos weekly Party Power Index federally has the Liberals at 57.3 points out of 100 compared to the Conservatives who scored 50.6 points, the NDP 47.4 points and the Green Party at 34.2 points.

In the week of the provincial election in Ontario, the proportion of Canadians that would consider voting Conservative dropped a noticeable 3 points in one week.

The most significant shifts relate to the preferred choice for Prime Minister. The latest tracking has Trudeau at 33.3 percent followed by Harper at 28.1 percent, and Mulcair at 14.3 percent. Trudeau has hit a 10 month high, while Harper is near his 10 month average. Of note, Mulcair is near a 10 month low of 13.7 percent which was registered last week. On the preferred PM front Mulcair has ranged from a high of 20.5 to a low of 13.7 last week. He currently stands at 14.3 percent.

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.

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Data Summary

	This Week	Last Week	4 Weeks Ago	3 Months Ago	10 Months Ago (Aug 2013)	10 Month High	10 Month Low	10 Month Average
Canada Party Power Index								
Liberal	57.3	56.3	55.9	57.7	57.2	58.9	53.6	56.4
Conservative	50.6	51.4	52.0	50.9	50.8	53.7	48.2	50.7
NDP	47.4	47.7	49.3	48.2	48.2	50.6	46.3	48.9
Green	34.2	32.6	33.4	31.9	34.0	34.5	30.2	32.7
Bloc	25.5	26.2	27.8	28.0	28.8	29.2	24.9	27.2
Party Consider								
Liberal	54.2%	52.8%	55.5%	51.4%	50.2%	55.5%	47.2%	50.6%
Conservative	38.2%	41.5%	44.0%	38.3%	38.1%	44.0%	36.4%	39.4%
NDP	42.7%	43.4%	44.6%	38.7%	41.6%	45.5%	37.9%	41.7%
Bloc	31.0%	26.6%	26.7%	24.3%	27.3%	31.0%	22.7%	26.6%
Green	29.9%	32.8%	33.2%	23.5%	44.0%	44.0%	22.4%	32.7%
Preferred Prime Minister								
Trudeau	33.3%	31.8%	26.7%	31.6%	31.5%	33.3%	25.8%	29.5%
Harper	28.1%	29.9%	31.0%	27.0%	28.2%	32.4%	25.2%	28.5%
Mulcair	14.3%	13.7%	19.1%	17.1%	15.4%	20.5%	13.7%	17.9%
Bellavance	1.2%	1.5%	2.1%	1.5%	2.3%	2.6%	0.9%	1.7%
May	6.5%	6.1%	6.4%	5.9%	6.0%	6.7%	3.7%	5.2%
Unsure	16.6%	17.0%	14.7%	16.9%	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.
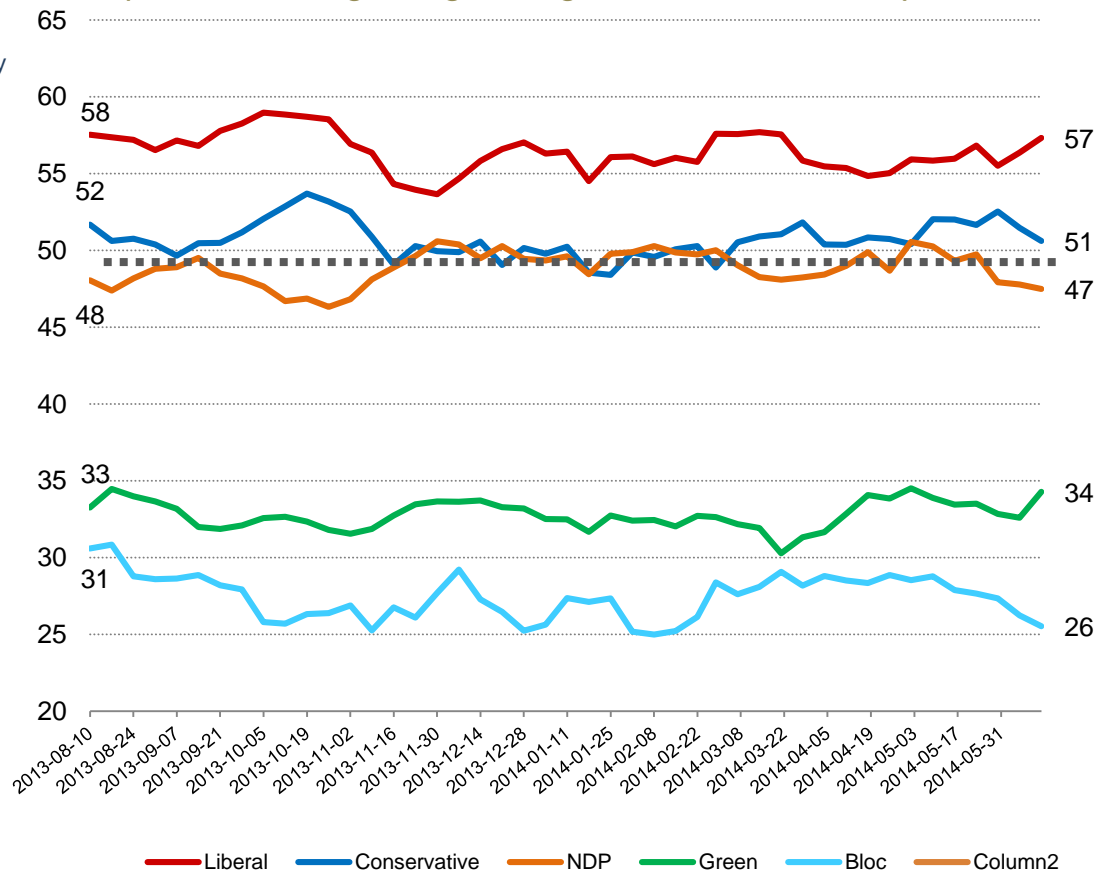
Party Power Index

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Canada Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=1,000)

Legend: Liberal — Conservative — NDP — Green — Bloc — Column2

Party Power Index Tracking by Region

Nanos Weekly Tracking

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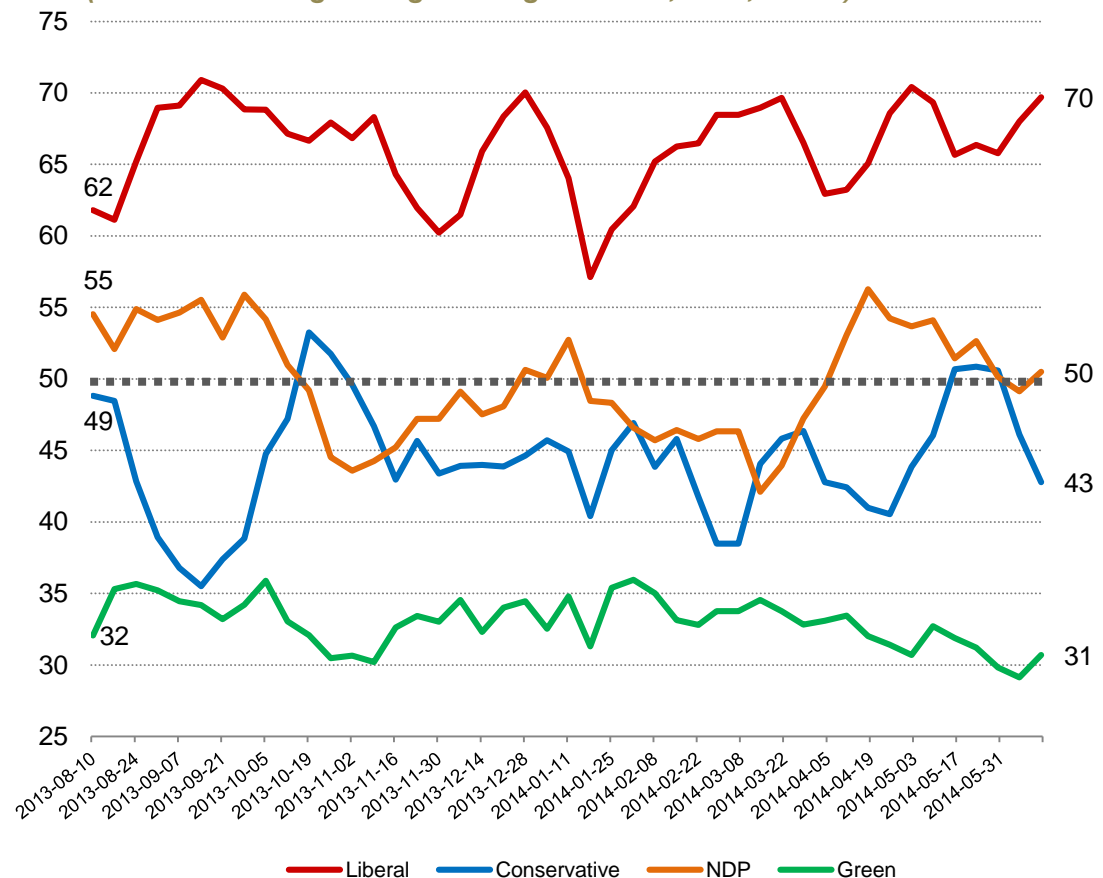*Expert Counsel to CEOs and thought leaders*

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.

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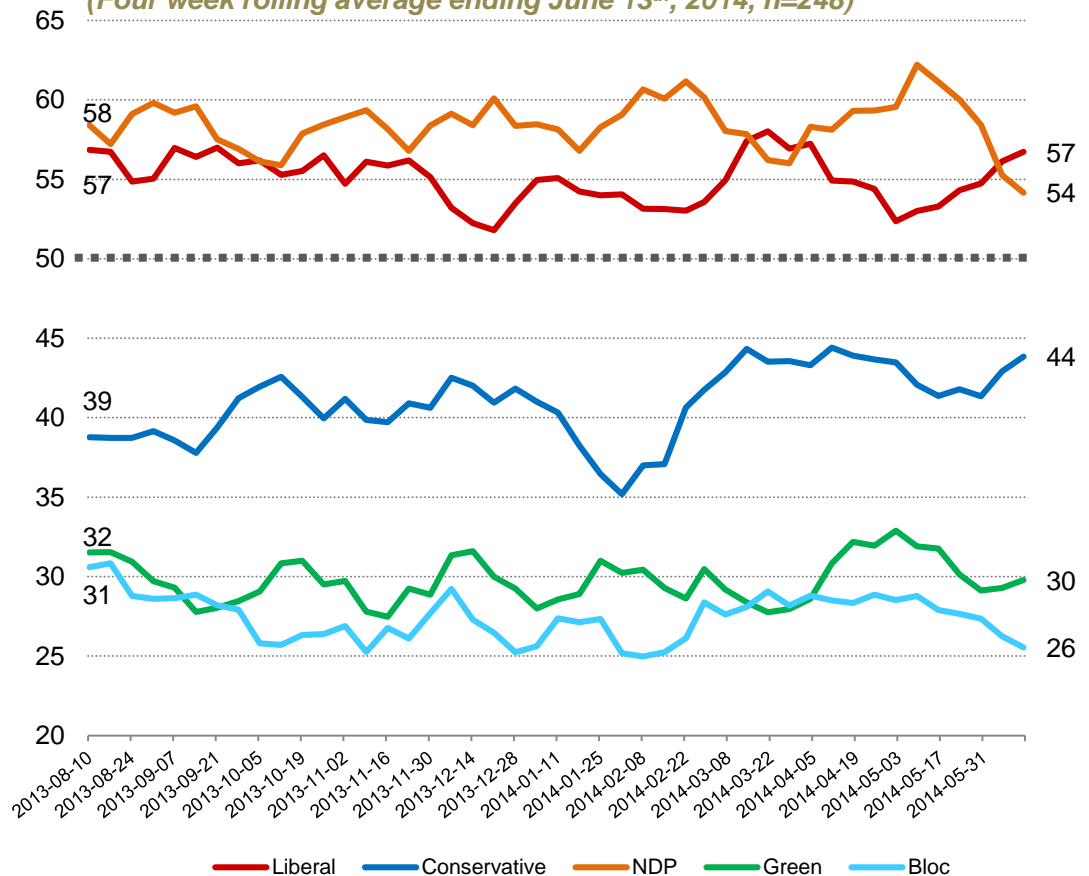Washington DC: (202) 697-9924
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Atlantic Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=100)

Legend: Liberal, Conservative, NDP, Green

Party Power Index

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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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Quebec Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=248)

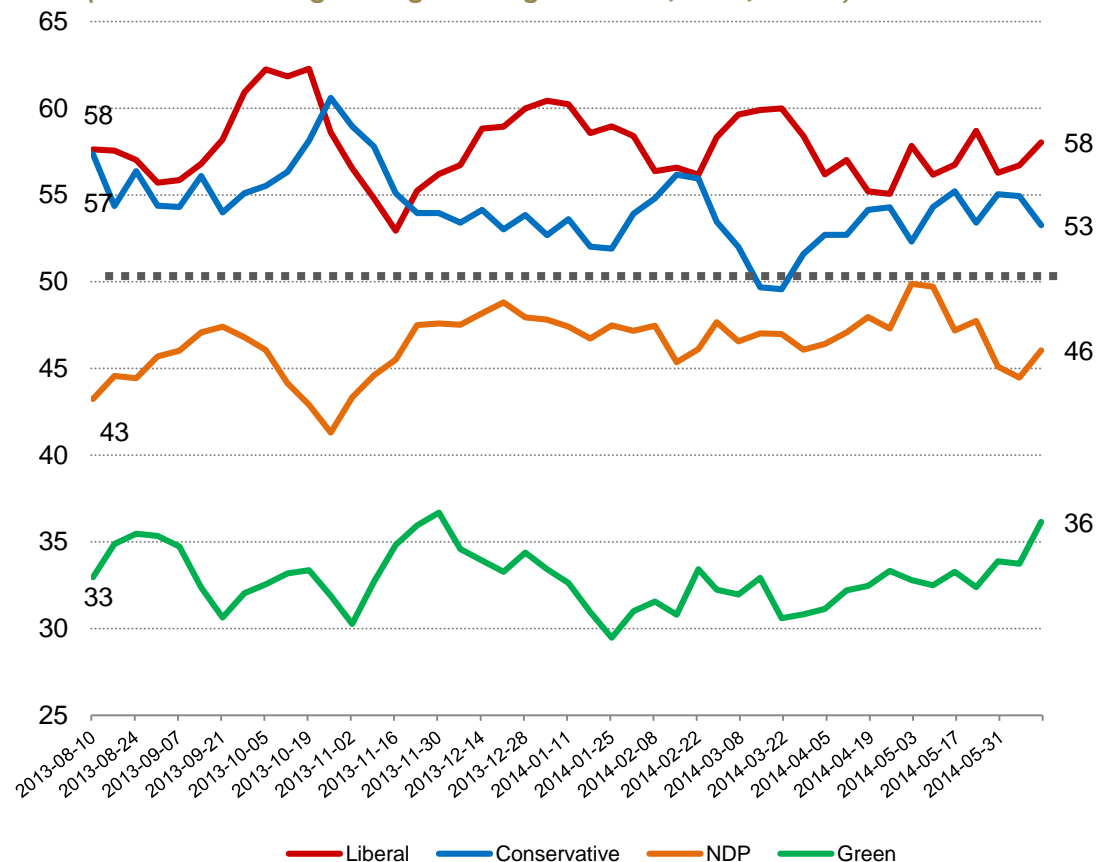Legend: Liberal — Conservative — NDP — Green — Bloc

Party Power Index

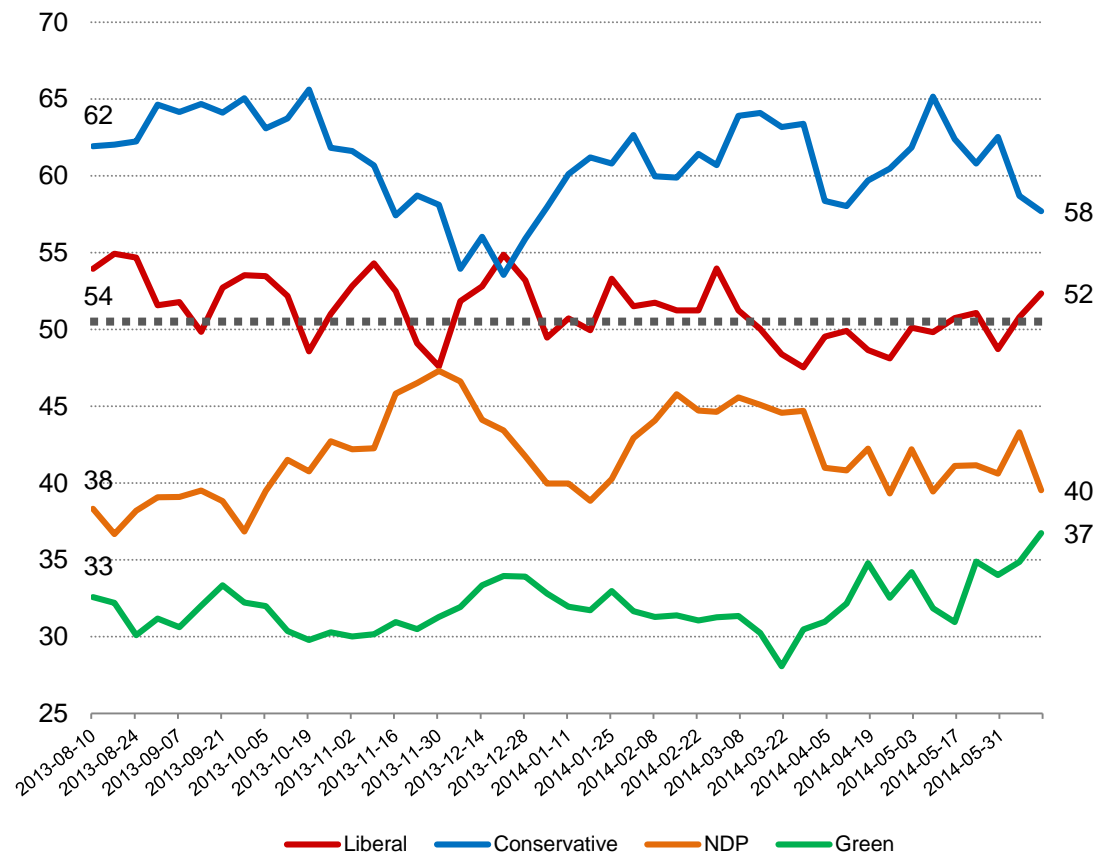The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Ontario Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=300)

Legend: Liberal — Conservative — NDP — Green

Party Power Index

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

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Prairies Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=200)

Legend: Liberal — Conservative — NDP — Green

Party Power Index

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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.
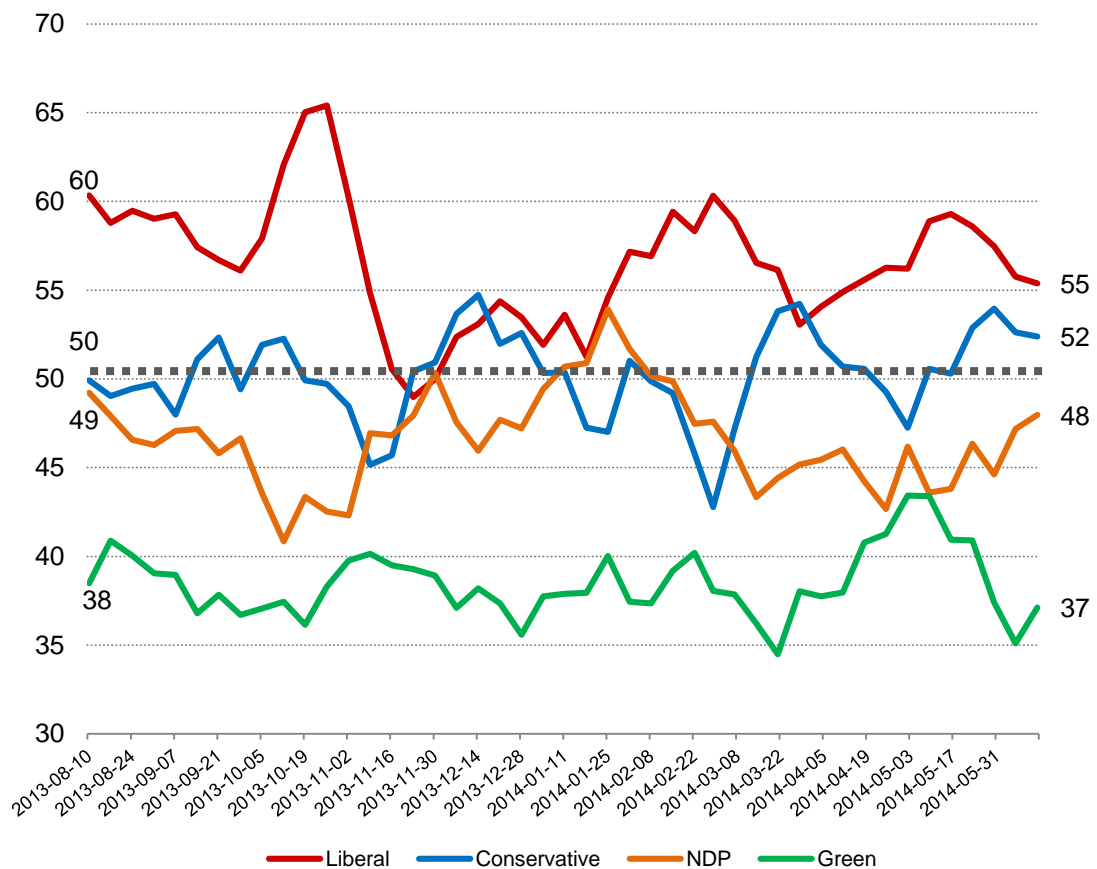
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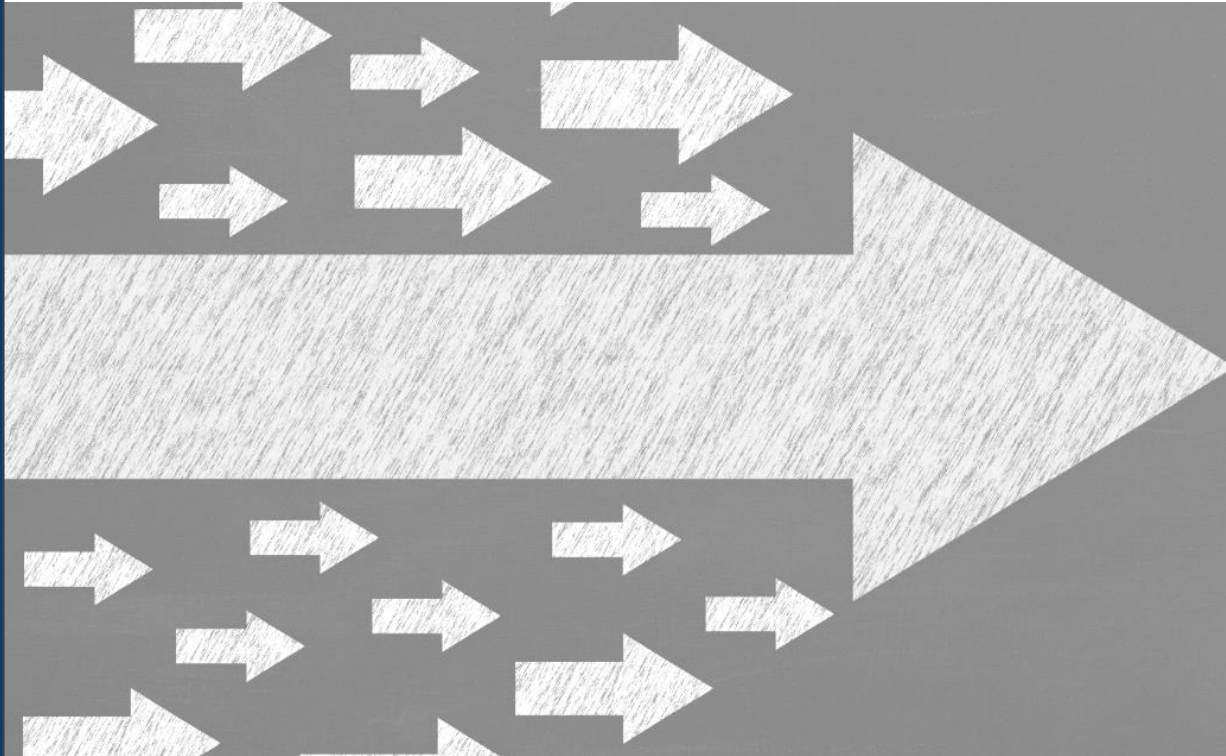nnanos@nanosresearch.com

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British Columbia Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=152)

Liberal — Conservative — NDP — Green

Party Power Index Tracking by Age

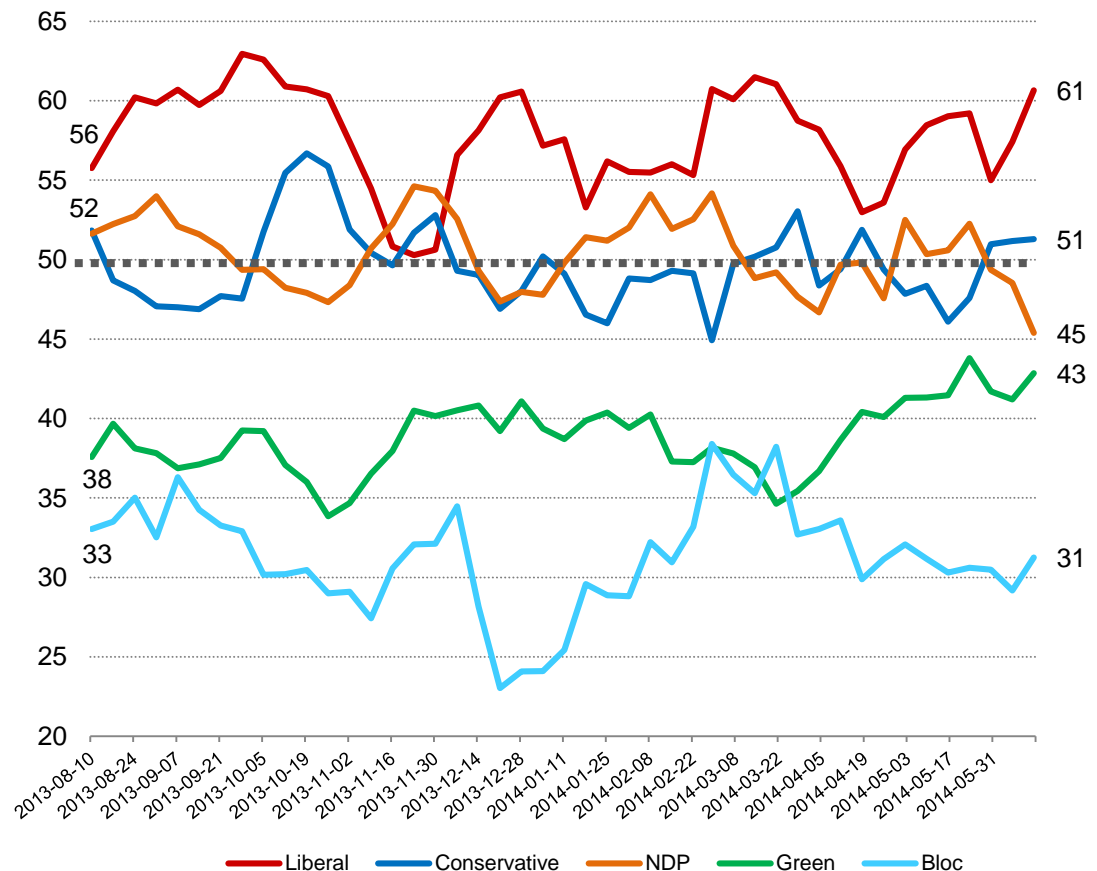*Nanos Weekly Tracking*

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.

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18 to 29 Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=206)

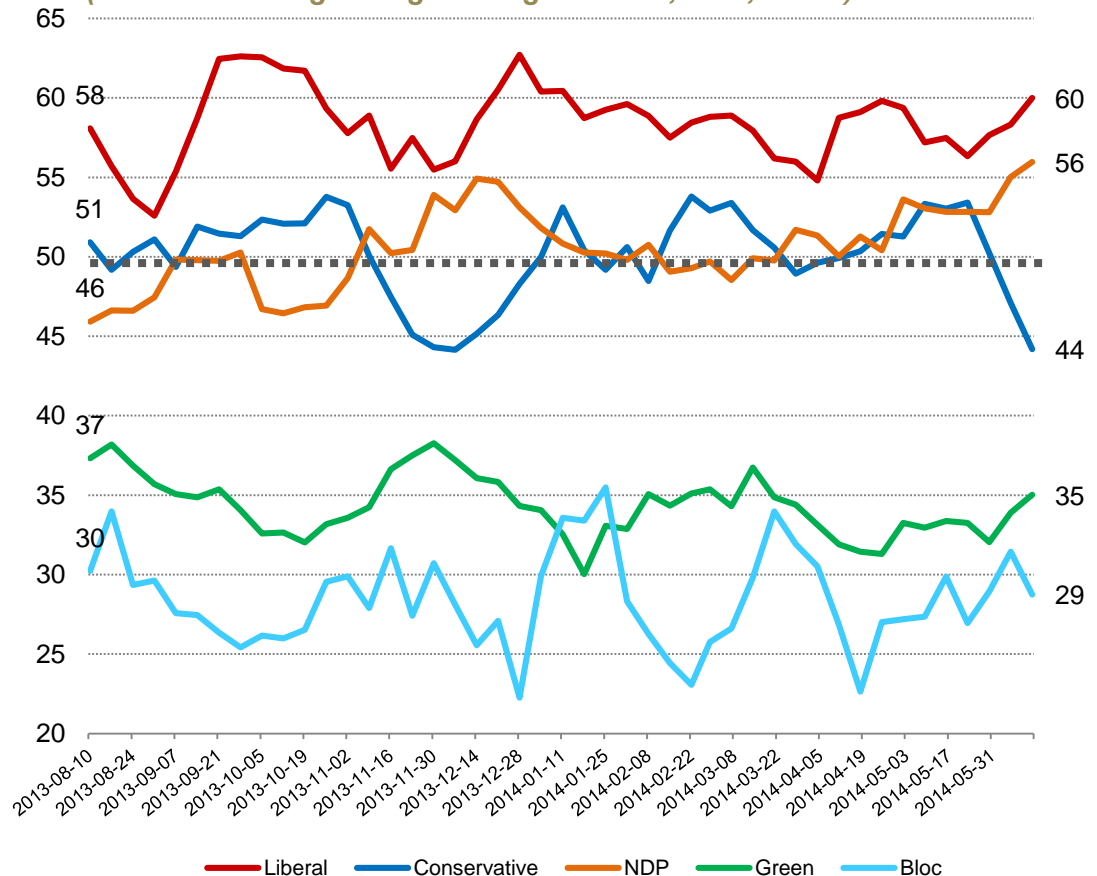Legend: Liberal — Conservative — NDP — Green — Bloc

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 13th, 2014, n=169)

Liberal — Conservative — NDP — Green — Bloc
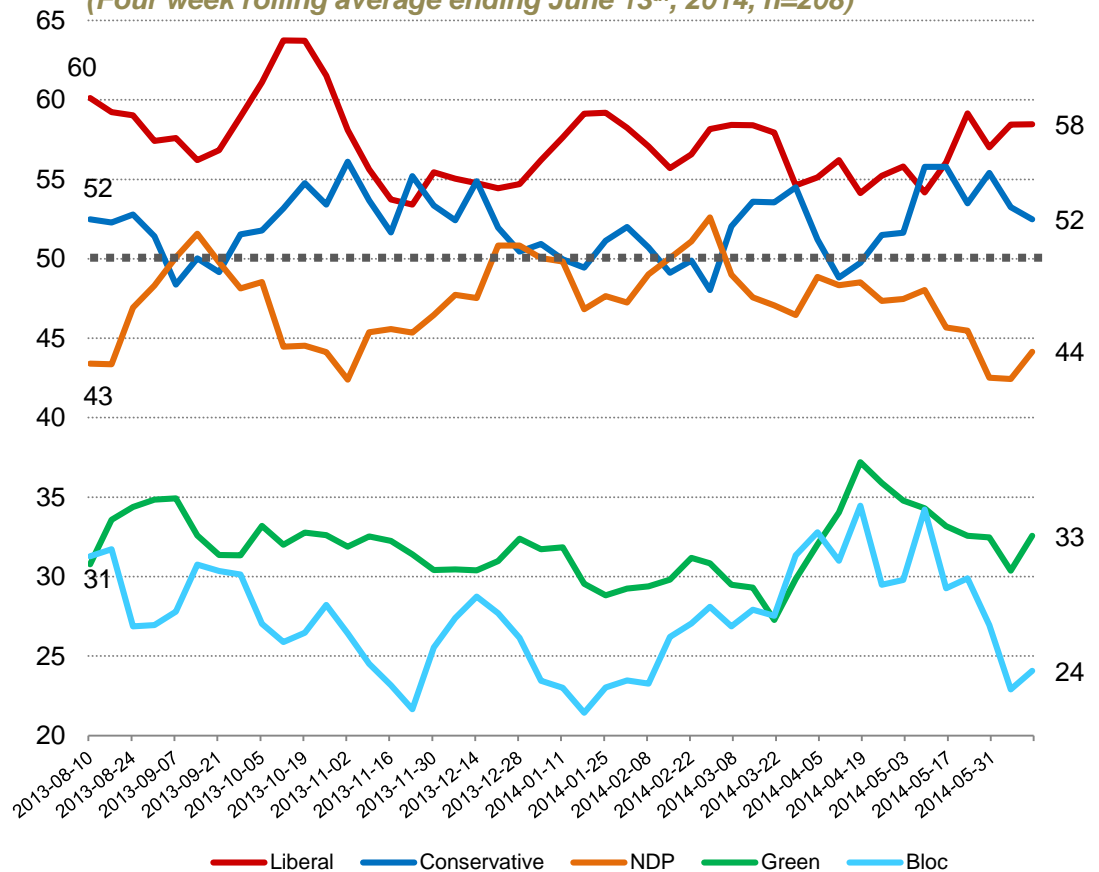
Party Power Index

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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40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=208)

Legend: Liberal — Conservative — NDP — Green — Bloc

Party Power Index

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

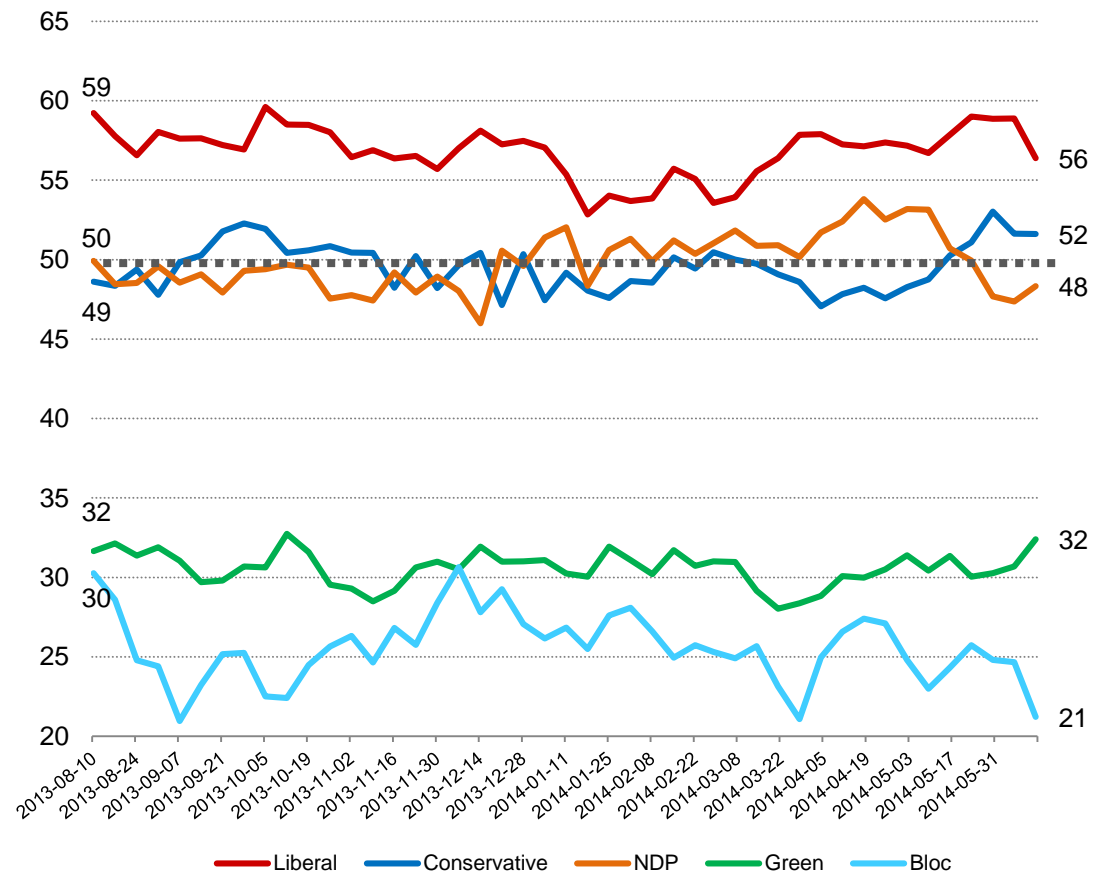Contact: Nik Nanos
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50 to 59 Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=178)

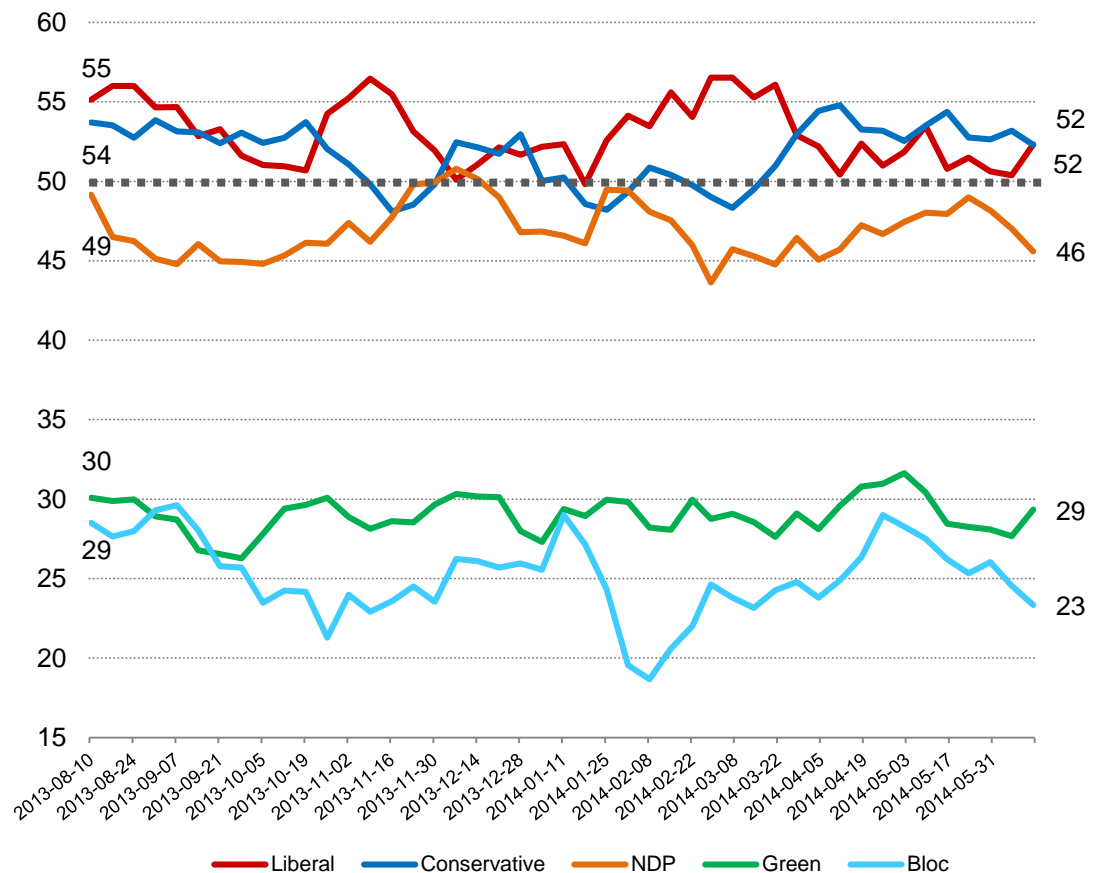Legend: Liberal, Conservative, NDP, Green, Bloc

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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60 plus Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=239)

Legend: Liberal, Conservative, NDP, Green, Bloc

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.

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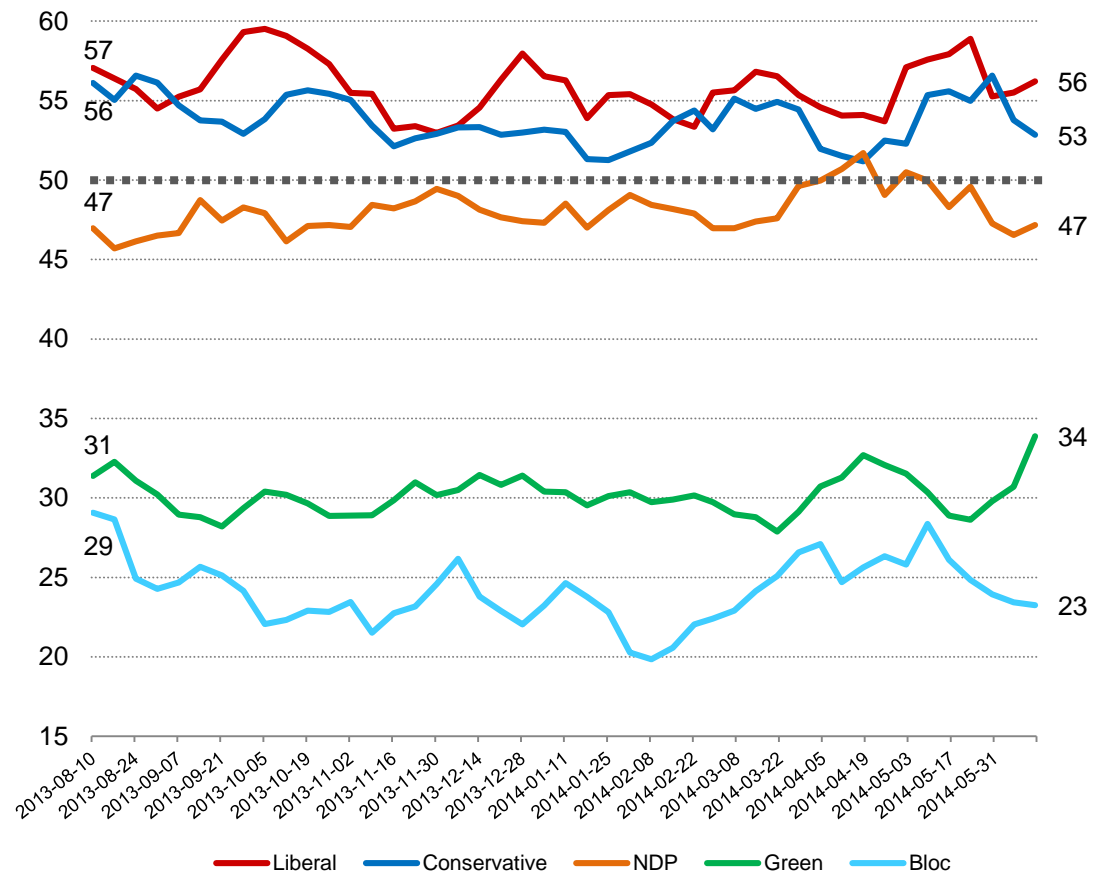Washington DC: (202) 697-9924
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Male Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=482)

Legend: Liberal — Conservative — NDP — Green — Bloc

Party Power Index

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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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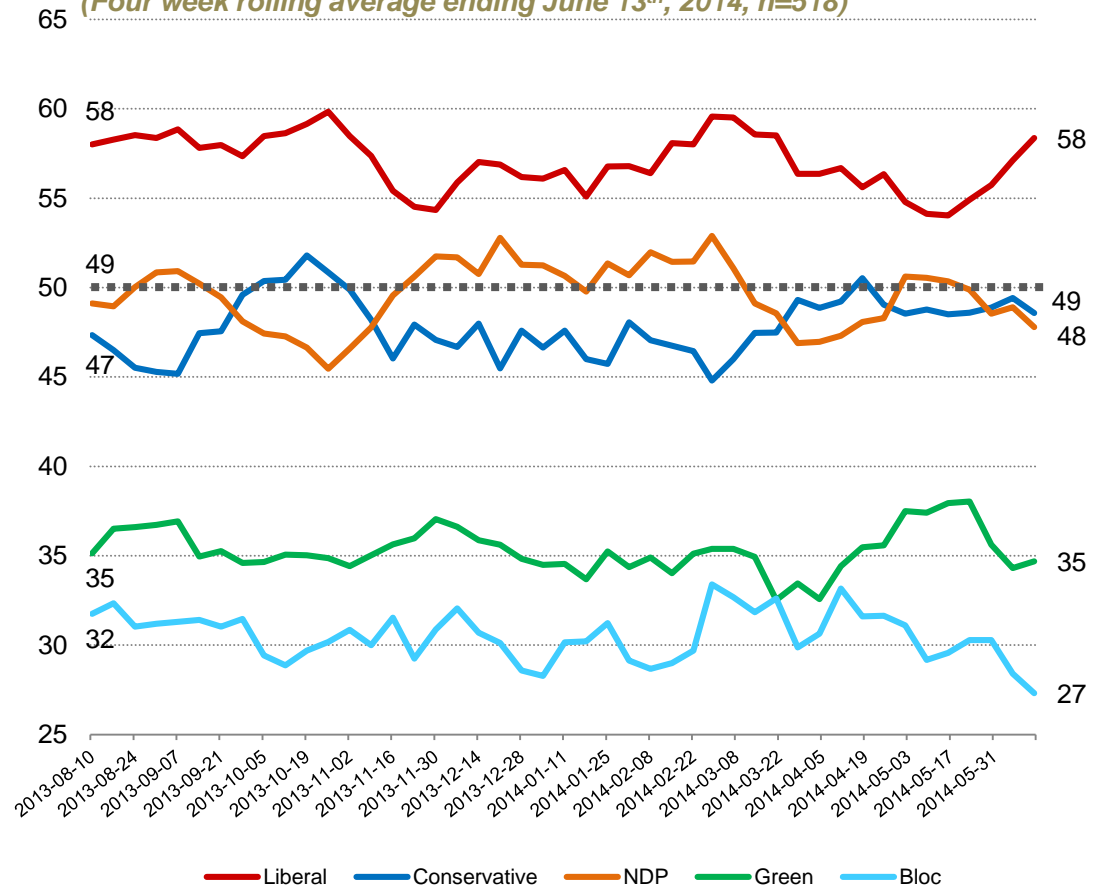Ottawa: (613) 234-4666 x 237
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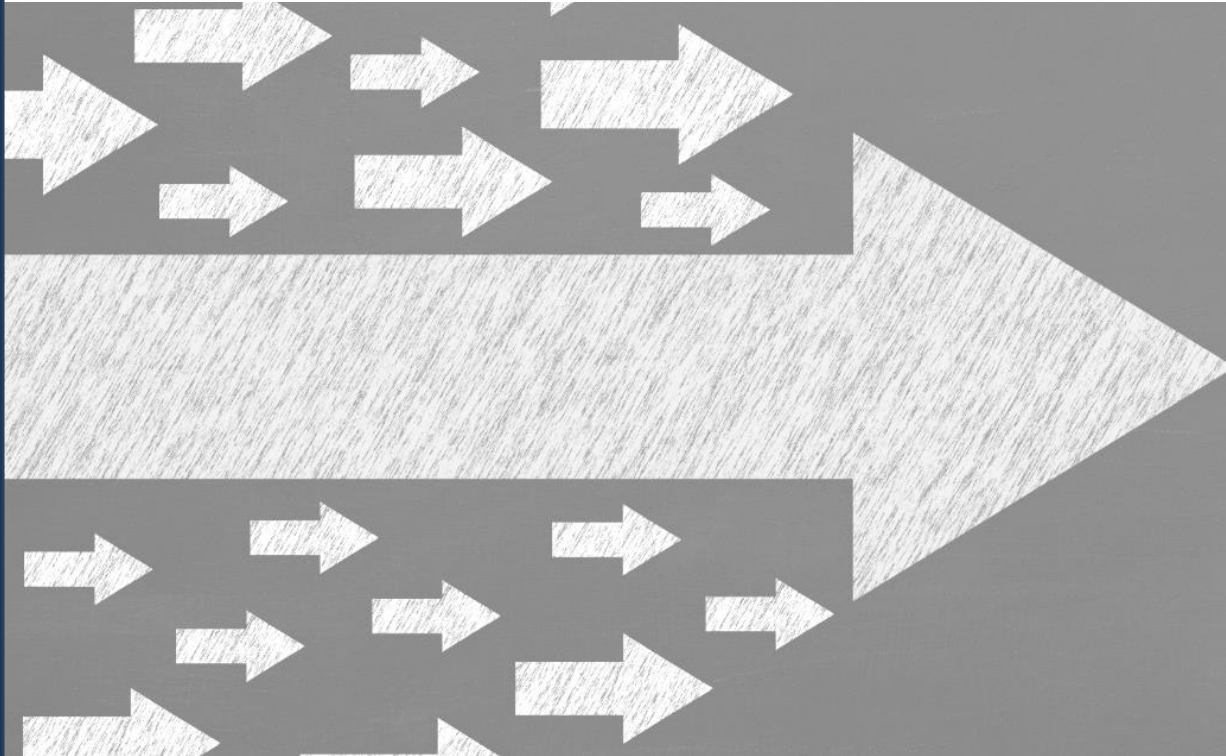
Female Weekly Index Tracking Scores
(Four week rolling average ending June 13th, 2014, n=518)

Legend: Liberal — Conservative — NDP — Green — Bloc

National Political Tracking Numbers

Nanos Weekly Tracking

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National Ballot

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Weekly Tracking – First Ranked Choice
(Four week rolling average ending June 13th, 2014, n=841)

National Issue

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Weekly Tracking
(Four week rolling average ending June 13th, 2014, n=1,000)

Legend: Environment — Education — Jobs/economy — Healthcare — Debt/deficit — Accountability/Scandal
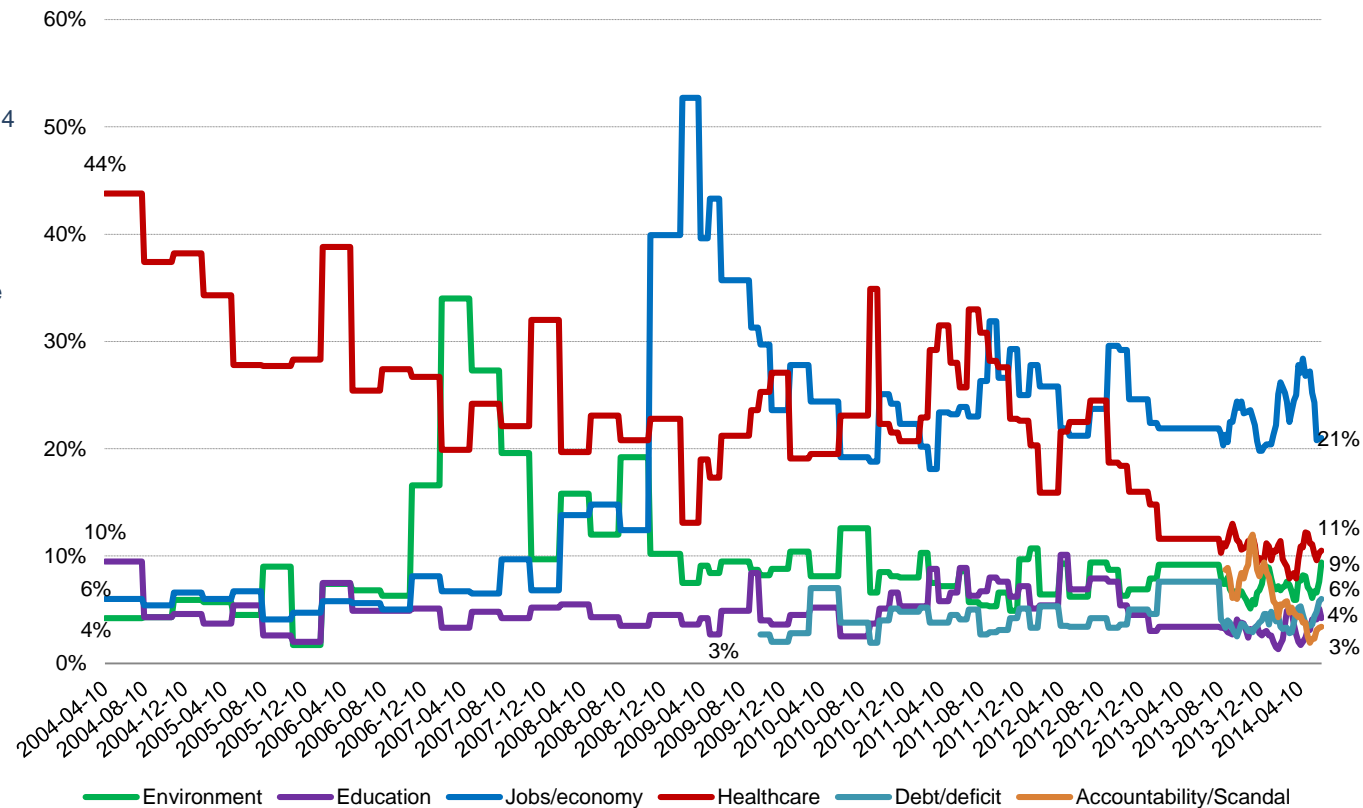
Federal Party Accessible Voters

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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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National – Weekly Tracking
(Four week rolling average ending June 13th, 2014, n=1,000)

Chart — Unsure (grey): 6%, 11%, 8%, 10%, 10%, 9%, 9%, 10%, 12%, 11%, 9%, 7%, 9%

Would not consider voting Conservative (black): 52%, 52%, 51%, 47%, 54%, 52%, 55%, 52%, 48%, 50%, 50%, 50%, 53%

Would consider voting Conservative (blue): 42%, 38%, 41%, 42%, 37%, 40%, 36%, 37%, 38%, 39%, 41%, 43%, 38%

X-axis: 2013-06, 2013-09-07, 2013-10-12, 2013-11-16, 2013-12-21, 2014-01-25, 2014-02-28, 2014-04-04, 2014-05-09, 2014-06-13

Legend: ■ Would consider voting Conservative   ■ Would not consider voting Conservative   ■ Unsure

Consider NDP

NANOS

Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] NDP
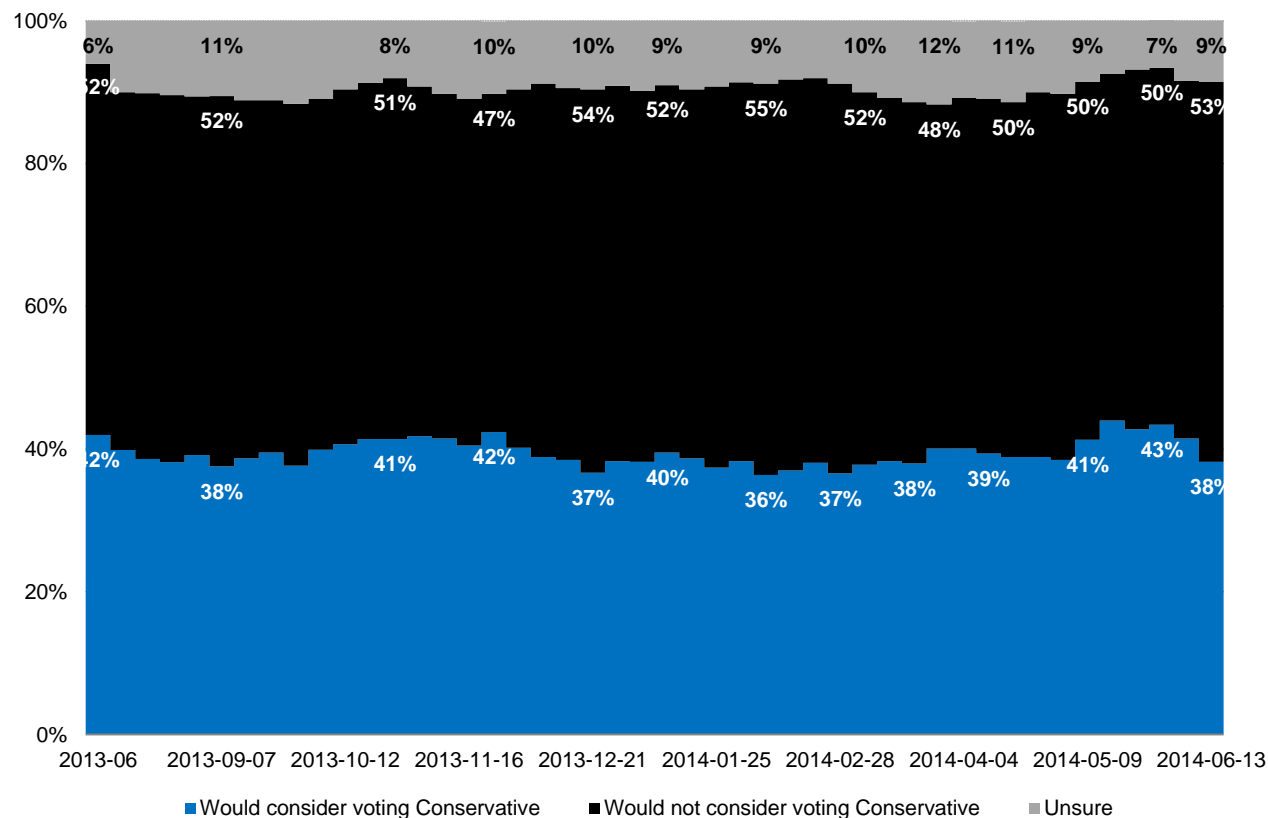
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National – Weekly Tracking
(Four week rolling average ending June 13th, 2014, n=1,000)

Legend: ■ Would consider voting NDP ■ Would not consider voting NDP ■ Unsure

Consider Liberal

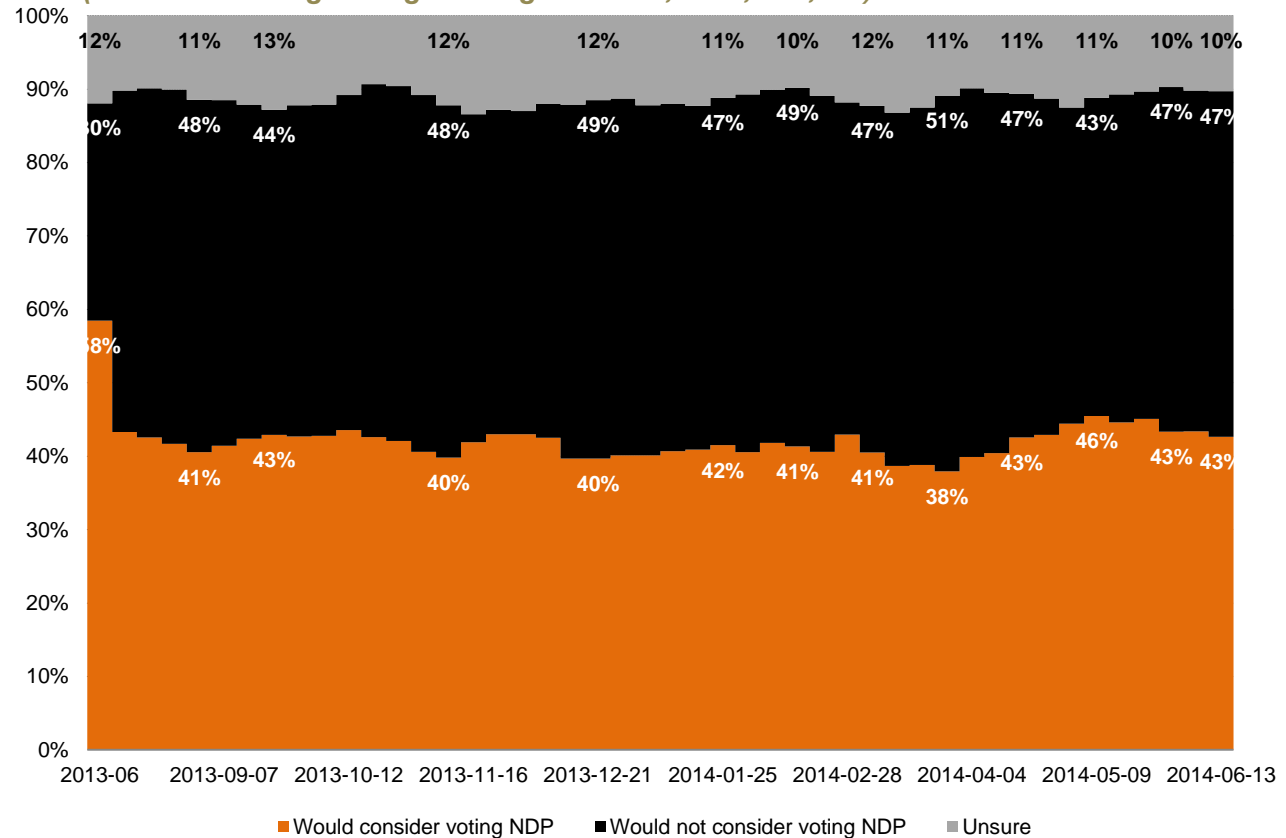**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Liberal Party

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National – Weekly Tracking
(Four week rolling average ending June 13th, 2014, n=1,000)

Legend: ■ Would consider voting Liberal ■ Would not consider voting Liberal ■ Unsure

Consider Bloc

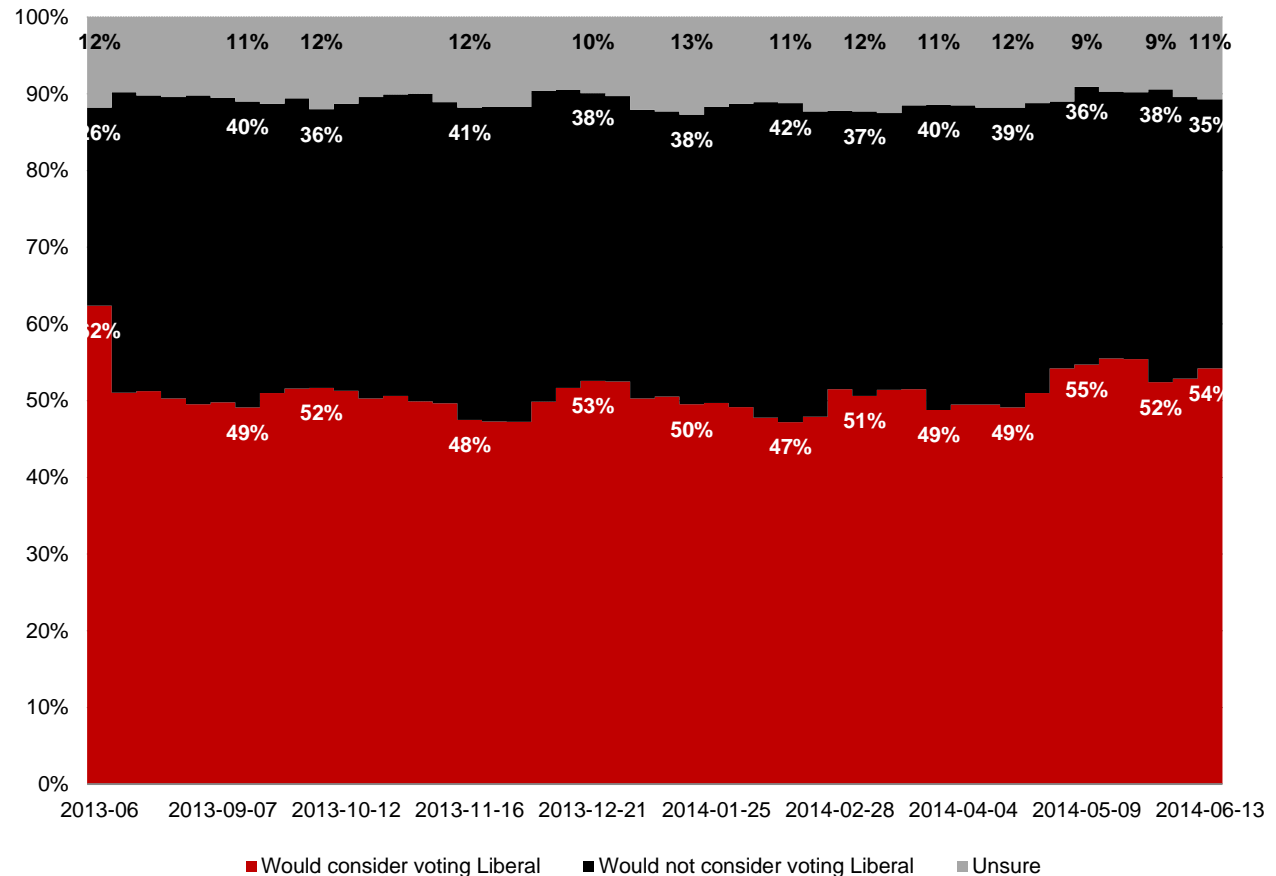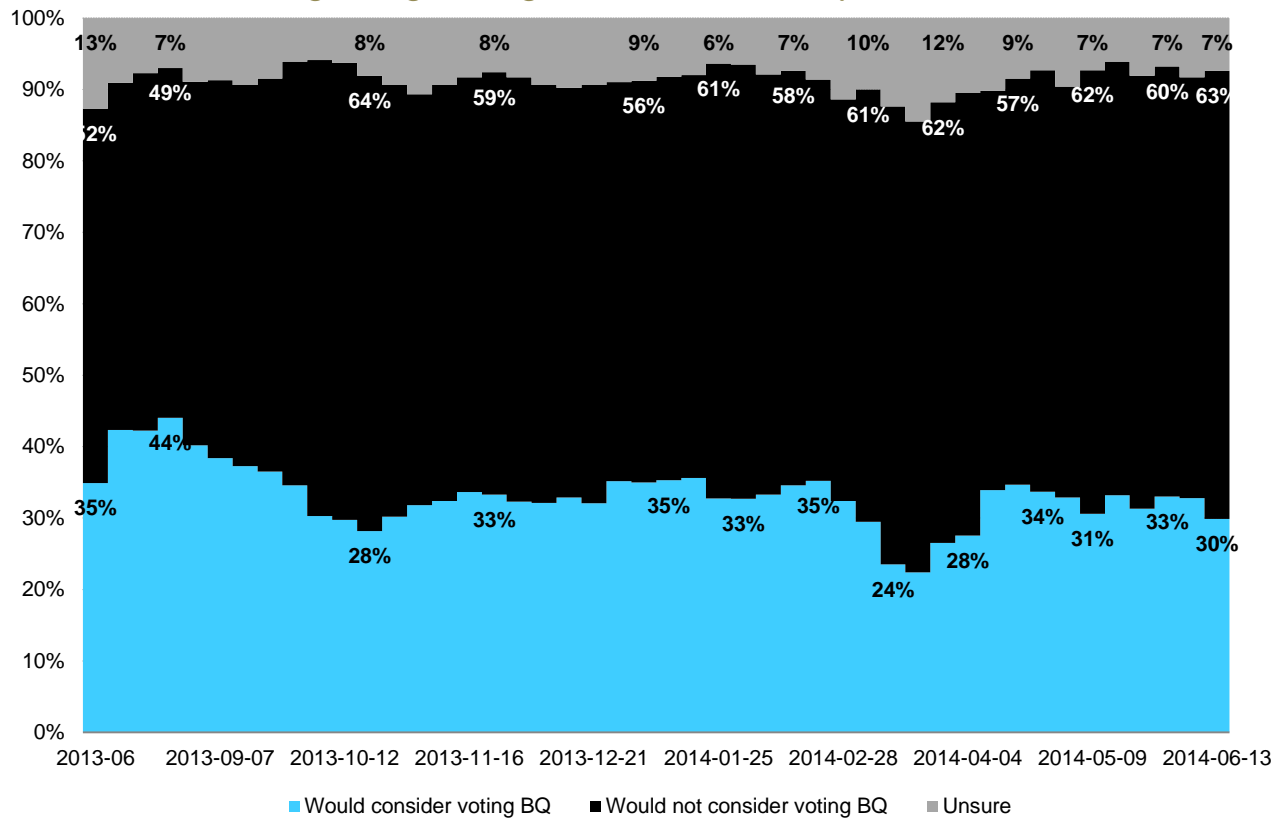**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
Four week rolling average ending June 13th, 2014, n=248)

Legend: ■ Would consider voting BQ ■ Would not consider voting BQ ■ Unsure

X-axis: 2013-06, 2013-09-07, 2013-10-12, 2013-11-16, 2013-12-21, 2014-01-25, 2014-02-28, 2014-04-04, 2014-05-09, 2014-06-13

Unsure values (top): 13%, 7%, 8%, 8%, 9%, 6%, 7%, 10%, 12%, 9%, 7%, 7%, 7%

Would not consider values: 52%, 49%, 64%, 59%, 56%, 61%, 58%, 61%, 62%, 57%, 62%, 60%, 63%

Would consider values: 35%, 44%, 28%, 33%, 35%, 33%, 35%, 24%, 28%, 34%, 31%, 33%, 30%

Consider Green

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National – Weekly Tracking
(Four week rolling average ending June 13th, 2014, n=1,000)

Legend: ■ Would consider voting Green ■ Would not consider voting Green ■ Unsure

Tracking on the Federal Political Leaders

Nanos Weekly Tracking

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Prime Minister

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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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National – Weekly Tracking – First Ranked Choice
(Four week rolling average ending June 13th, 2014, n=1,000)

Legend:
- Justin Trudeau (Liberal)
- Stephen Harper (Conservative)
- Thomas Mulcair (NDP)
- Mario Beaulieu (BQ)
- Elizabeth May (Green)
- Unsure
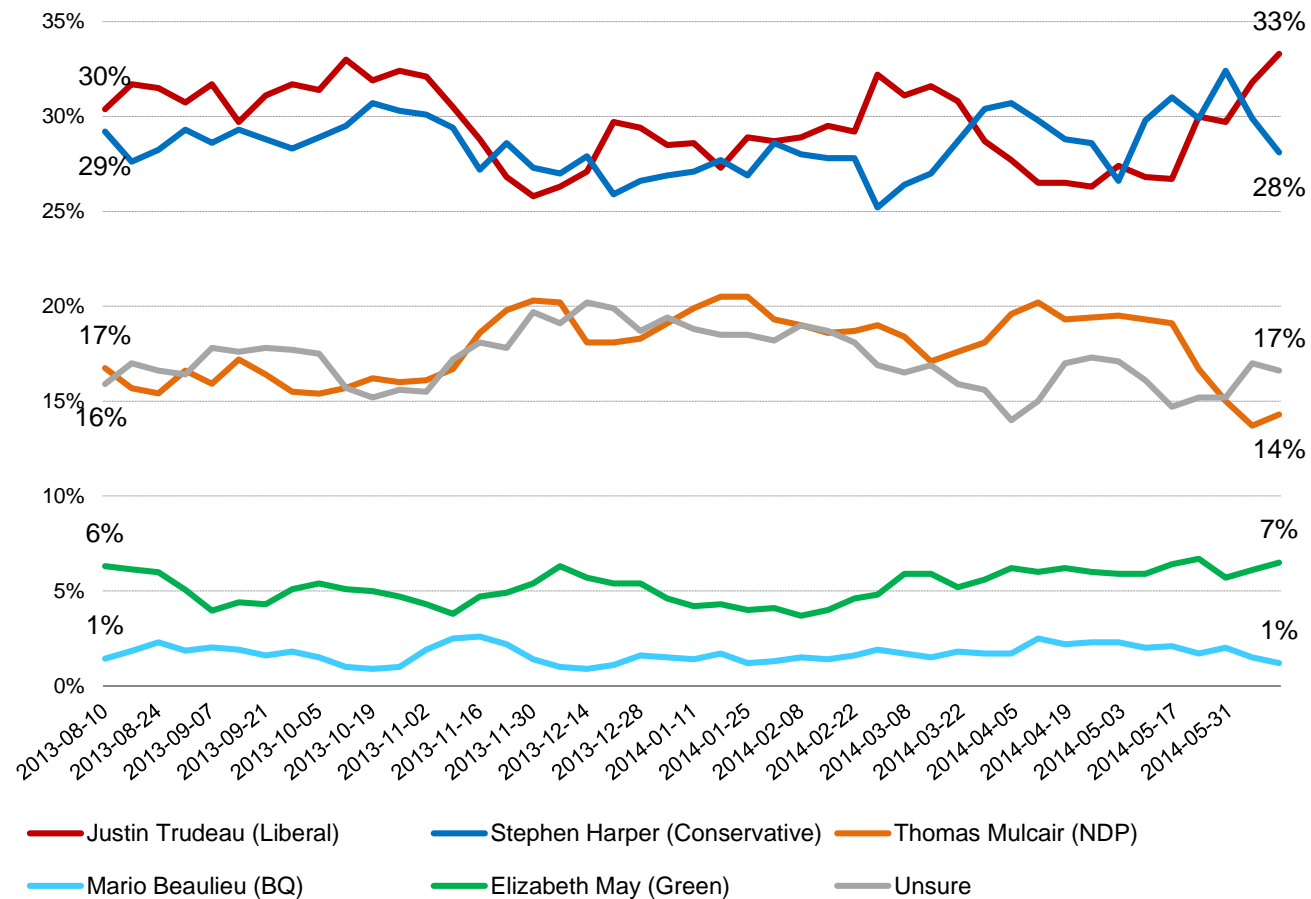
Harper

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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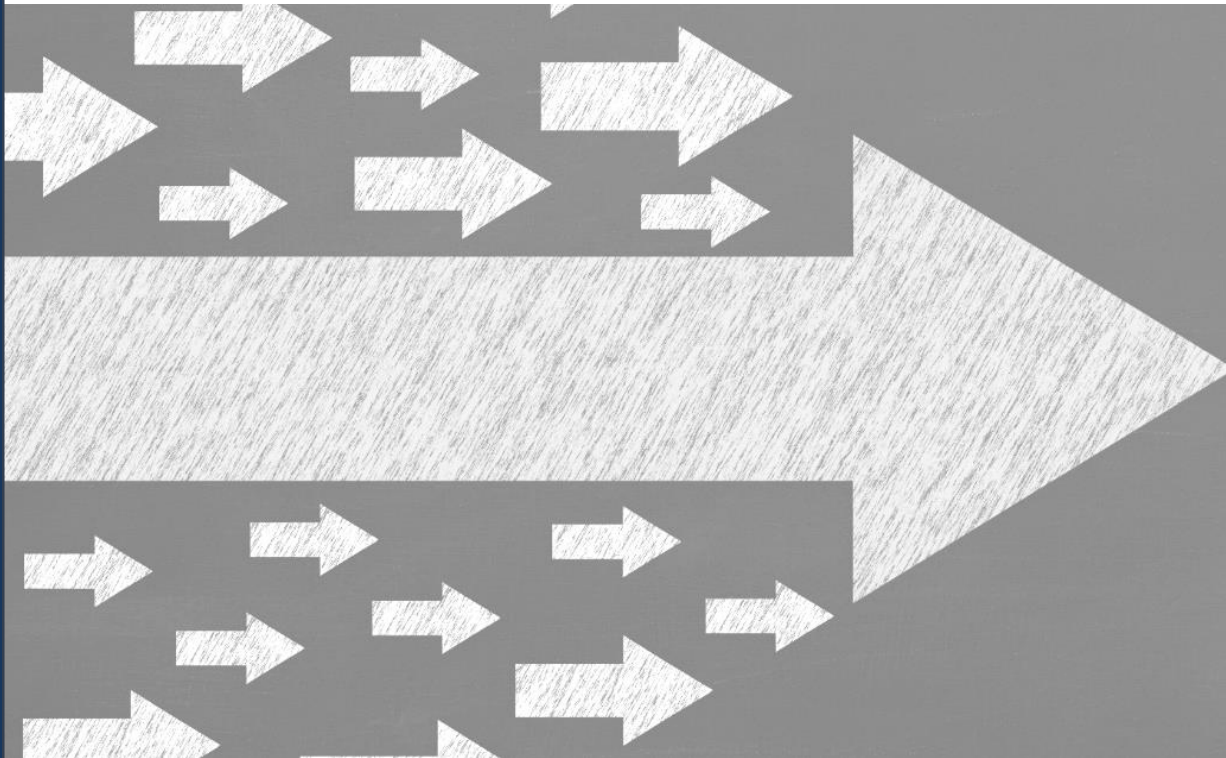Washington DC: (202) 697-9924
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National – Weekly Tracking
(Four week rolling average ending June 13th, 2014, n=1,000)

Legend:
- ■ Has qualities of a good leader
- ■ Does not have qualities of a good leader
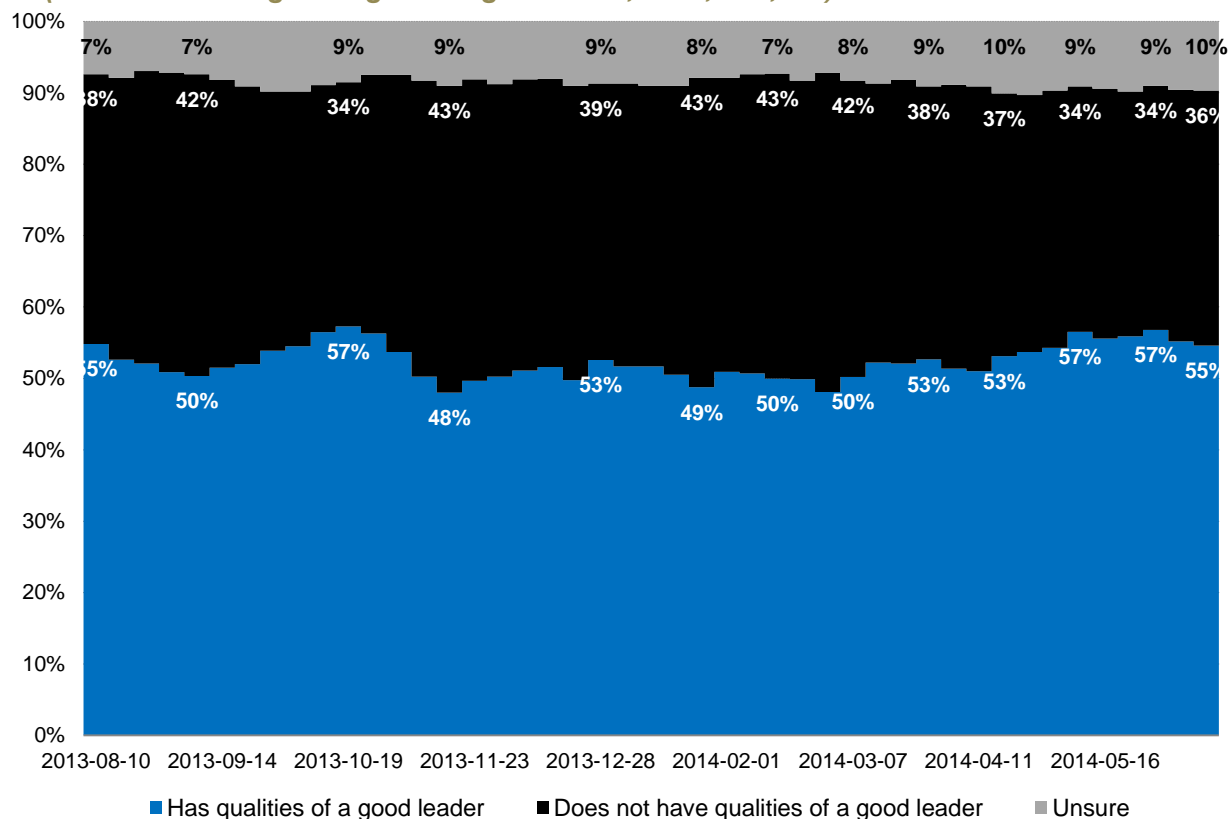- ■ Unsure

Mulcair

NANOS

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 13th, 2014, n=1,000)

Legend: ■ Has qualities of a good leader ■ Does not have qualities of a good leader ■ Unsure
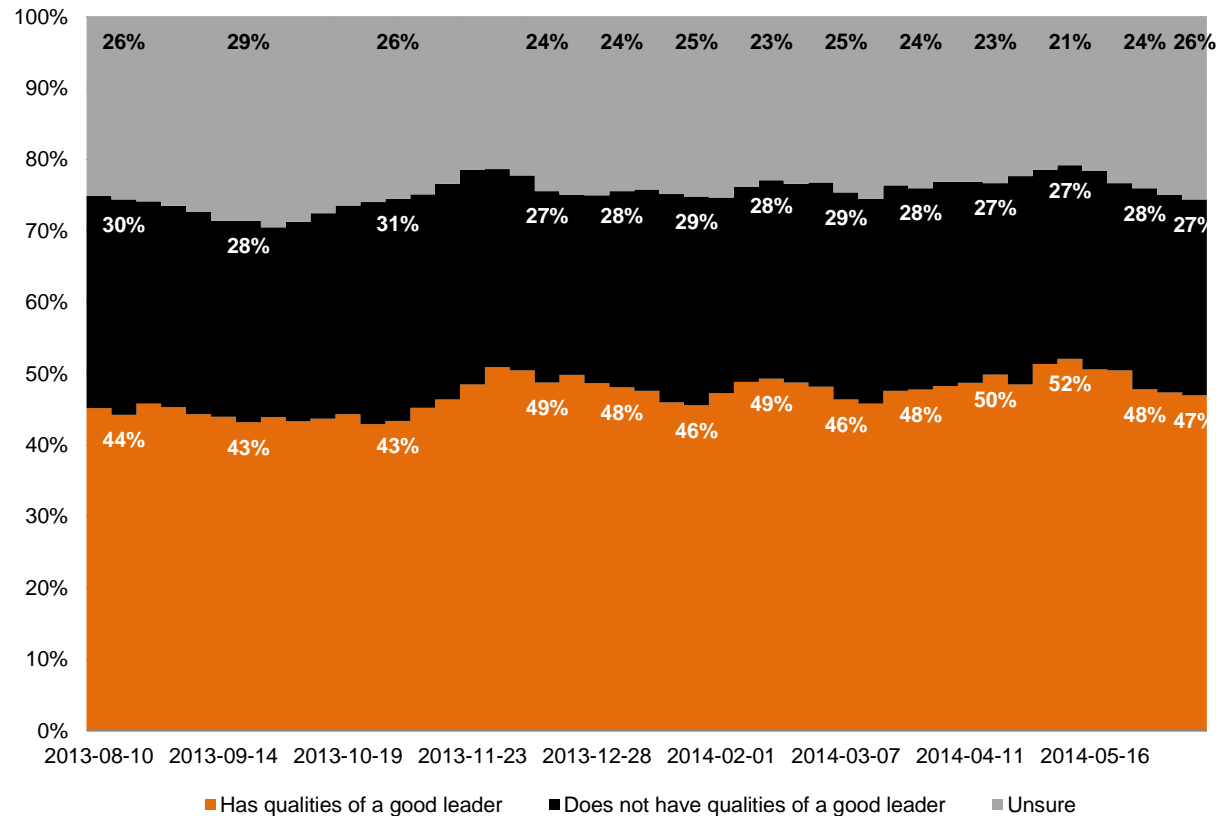
Trimeau

NANOS

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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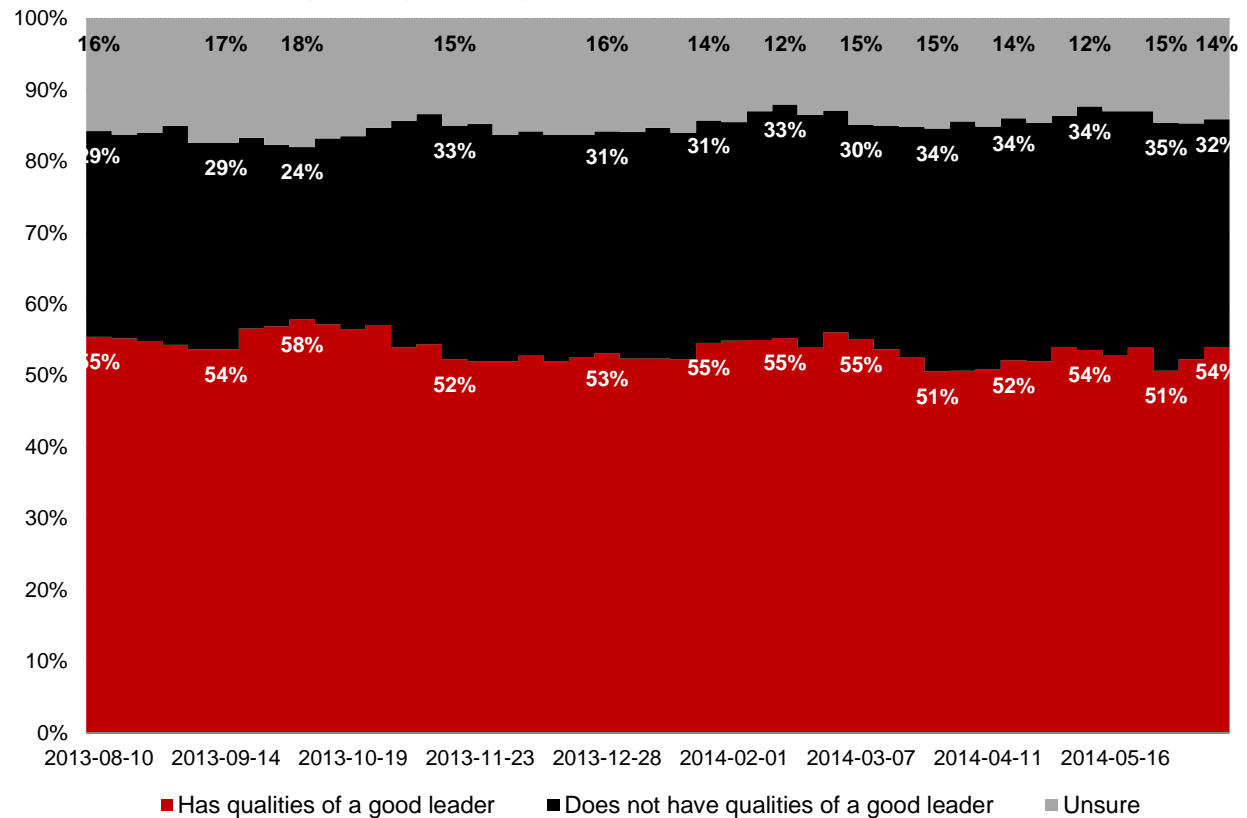   Washington DC: (202) 697-9924
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National – Weekly Tracking
(Four week rolling average ending June 13th, 2014, n=1,000)

Legend:
- Has qualities of a good leader
- Does not have qualities of a good leader
- Unsure

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34

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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Quebec only – Weekly Tracking
(Four week rolling average ending June 13th, 2014, n=248)

Top values (Unsure): 37% 29% 38% 26% 31% 31% 31% 28% 31% 33% 29% 28% 33%

Middle values (Does not have qualities): 60% 46% 48% 53% 50% 49% 49% 51% 51% 45% 46% 48% 49%

Bottom values (Has qualities): 23% 25% 15% 21% 19% 20% 20% 22% 18% 22% 24% 24% 19%

X-axis: 2013-08-10 2013-09-14 2013-10-19 2013-11-23 2013-12-28 2014-02-01 2014-03-07 2014-04-11 2014-05-16

Legend: ■ Has qualities of a good leader   ■ Does not have qualities of a good leader   ■ Unsure
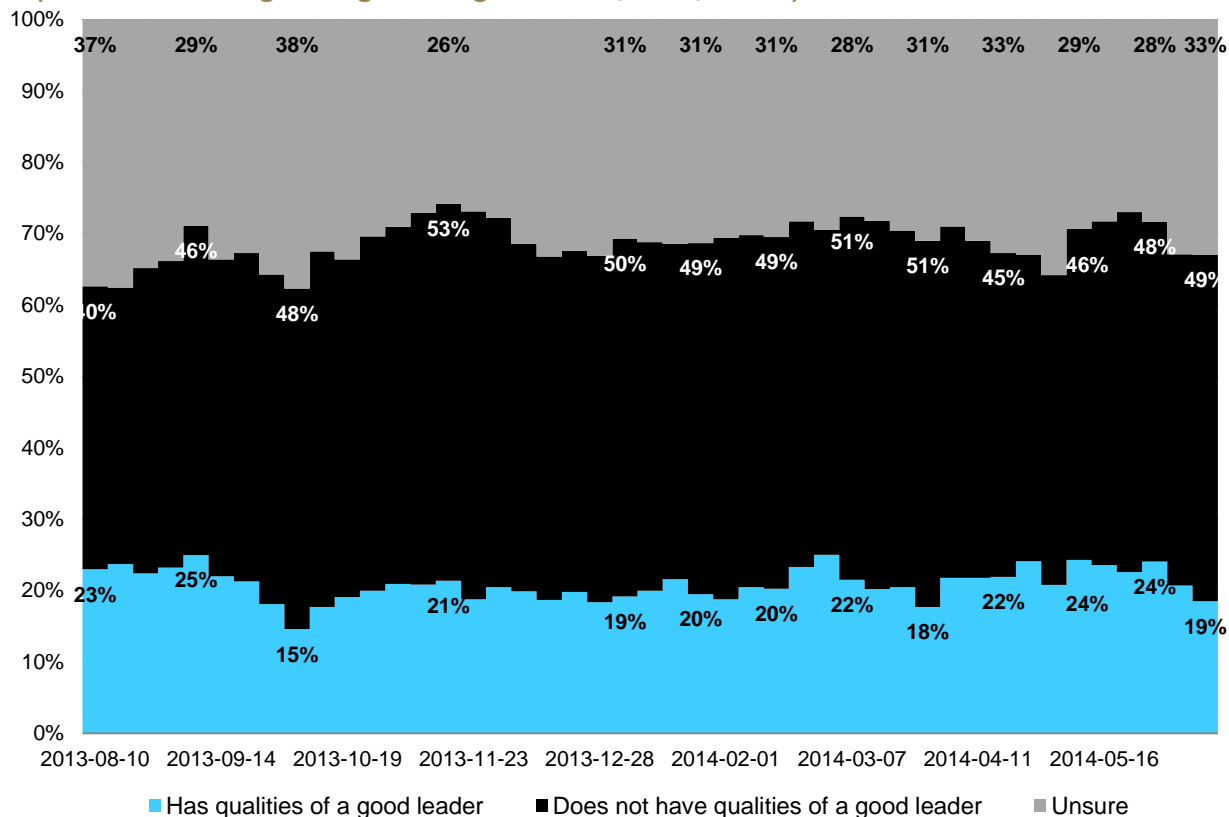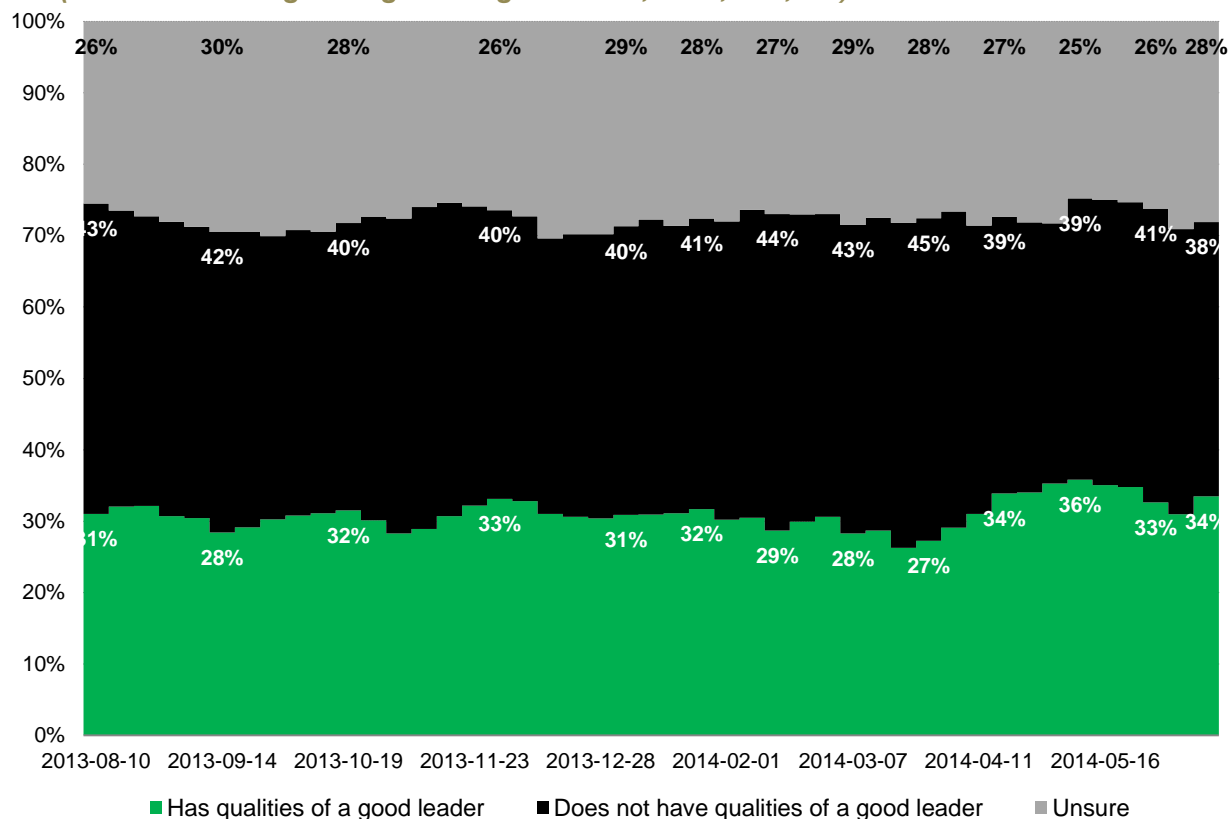
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35

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 June 13th, 2014, n=1,000)

Unsure: 26% 30% 28% 26% 29% 28% 27% 29% 28% 27% 25% 26% 28%

Does not have qualities: 73% 42% 40% 40% 40% 41% 44% 43% 45% 39% 39% 41% 38%

Has qualities: 31% 28% 32% 33% 31% 32% 29% 28% 27% 34% 36% 33% 34%

Legend:
- Has qualities of a good leader
- Does not have qualities of a good leader
- Unsure

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 13th, 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.

View our brochure

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