

Weekly Nanos Party Power Index Tracking

Nanos Weekly Tracking, ending July 4, 2014
(released July 9, 2014)



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Weekly Nanos Party Power Index



Federal Liberals score highest on Nanos Party Power Index – Bloc trends down.

(Released 07/09/2014)

The latest Nanos federal political tracking suggests that the Liberals continue to score higher on the Federal Party Power Index (57.0 points out of 100) compared to the Conservatives (50.7 points), the NDP (48.4 points), the Green Party (34.2 points) and the BQ (25.1 points out of 100). Most parties are near their 11 month average score on the index with the exception of the separatist Bloc Québécois who have registered a weekly score in Quebec lower than their 11 month average.

More Canadians would consider voting for the federal Liberals (54.8 percent), compared to the NDP (42.6 percent), the Conservatives (41.2 percent), the Green Party (33.1 percent) or the BQ (25.3 percent). Each of the percentages are independent questions for each party. BQ accessible voter is near its 11 month low while the other federal parties are increasing their level of accessible voters.

The preferred Prime Minister measure has tightened up between Trudeau (29.6 percent) and Harper (29.3 percent) with Mulcair at (18.0 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	11 Months Ago (Aug 2013)	11 Month High	11 Month Low	11 Month Average
Canada Party Power Index									
	Liberal	57.0	57.5	56.3	55.4	57.2	59.0	53.7	56.5
	Conservative	50.7	50.6	51.4	50.3	50.7	53.7	48.4	50.7
	NDP	48.4	48.7	47.7	48.4	48.1	50.6	46.3	48.9
	Green	34.2	34.4	32.6	31.6	33.9	34.5	30.3	32.9
	Bloc	25.1	24.6	26.2	28.7	28.7	29.2	24.5	27.1
Party Consider									
	Liberal	54.8%	55.2%	52.8%	49.5%	50.2%	55.5%	47.2%	50.9%
	Conservative	41.2%	39.9%	41.5%	40.1%	38.1%	44.0%	36.4%	39.4%
	NDP	42.6%	42.9%	43.4%	39.9%	41.6%	45.5%	37.9%	41.8%
	Bloc	25.3%	27.6%	32.8%	27.6%	44.0%	44.0%	22.4%	32.4%
	Green	33.1%	32.6%	26.6%	25.9%	27.3%	33.1%	22.7%	27.1%
Preferred Prime Minister									
	Trudeau	29.6%	30.9%	31.8%	27.7%	31.5%	33.3%	25.8%	29.5%
	Harper	29.3%	28.3%	29.9%	30.7%	28.2%	32.4%	25.2%	28.5%
	Mulcair	18.0%	16.8%	13.7%	19.6%	15.4%	20.5%	13.7%	17.8%
	Beaulieu/Bellavance	1.6%	1.0%	1.5%	1.7%	2.3%	2.6%	0.9%	1.7%
	May	6.7%	6.5%	6.1%	6.2%	6.0%	6.7%	3.7%	5.3%
	Unsure	14.7%	16.5%	17.0%	14.0%	16.6%	20.2%	14.0%	17.1%

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 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



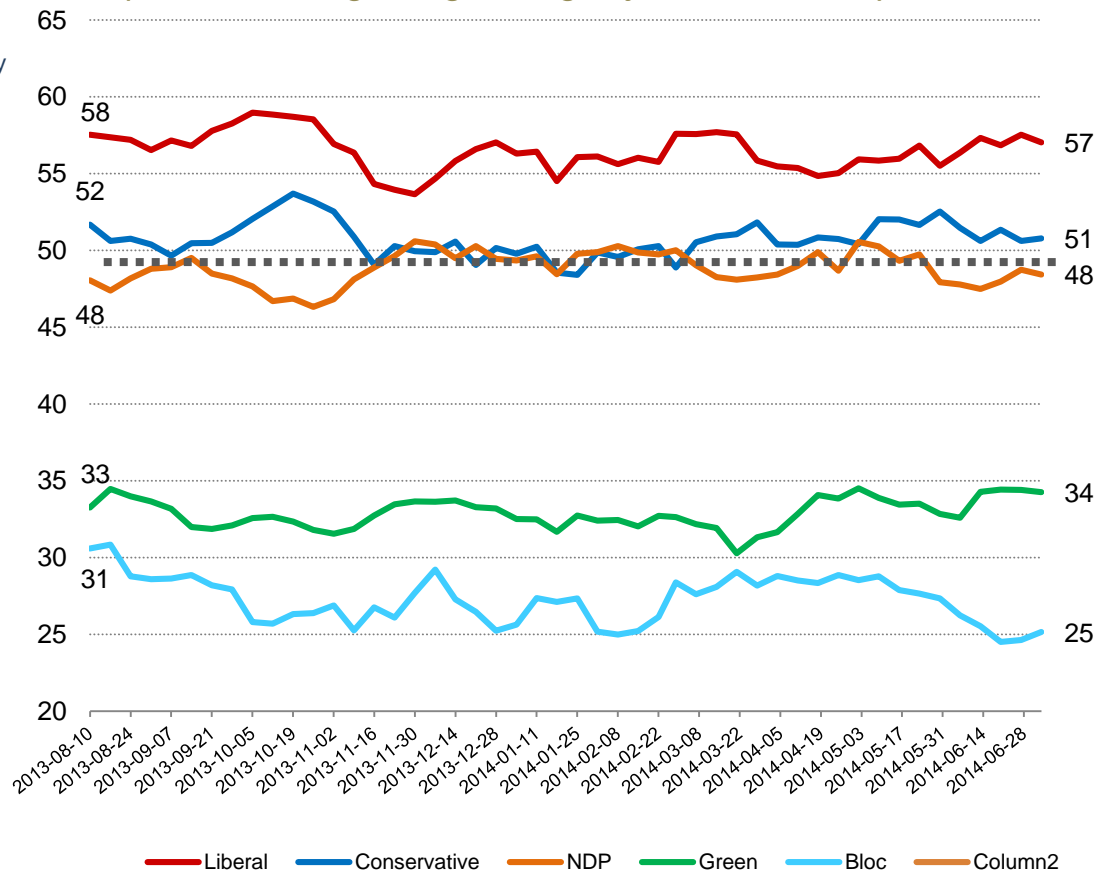
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Canada Weekly Index Tracking Scores
(Four week rolling average ending July 4th, 2014, n=1,000)



Party Power Index Tracking by Region

Nanos Weekly Tracking



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Party Power Index



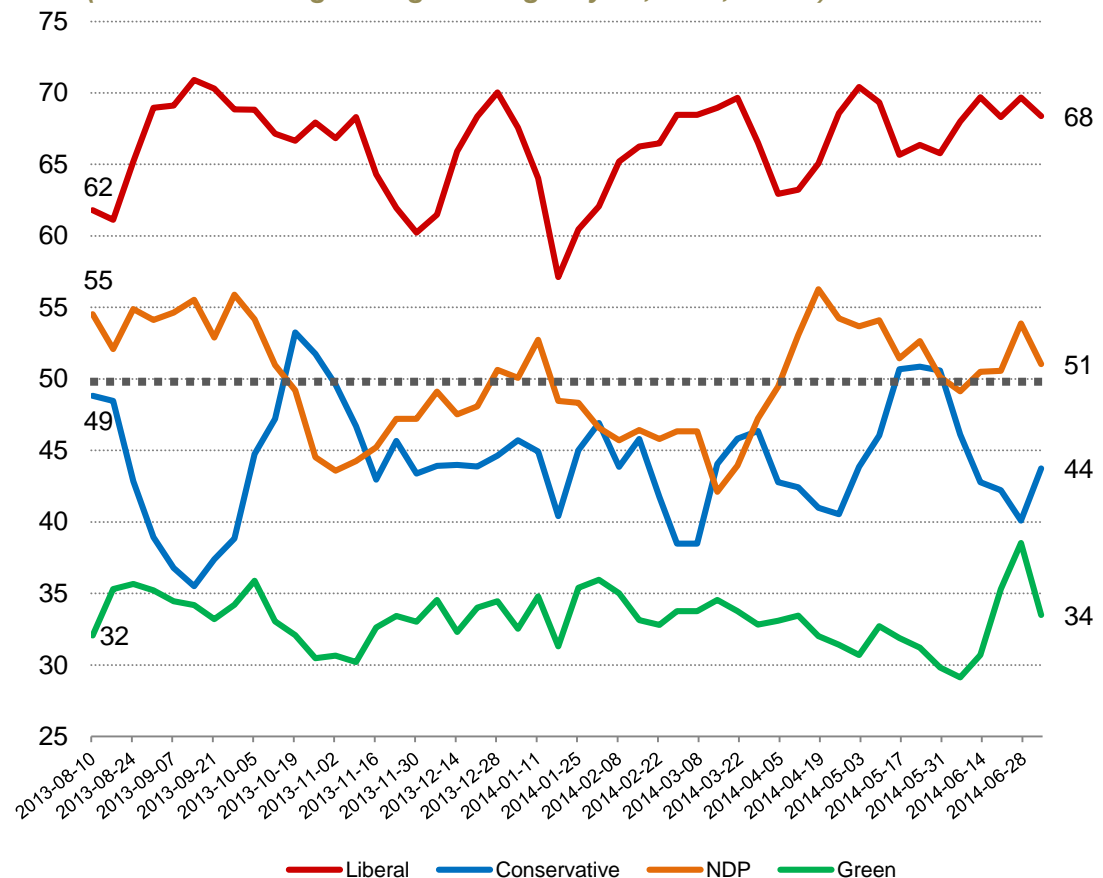
The Nanos Party Power Index Tracking for the Atlantic is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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Atlantic Weekly Index Tracking Scores (Four week rolling average ending July 4th, 2014, n=100)



Party Power Index



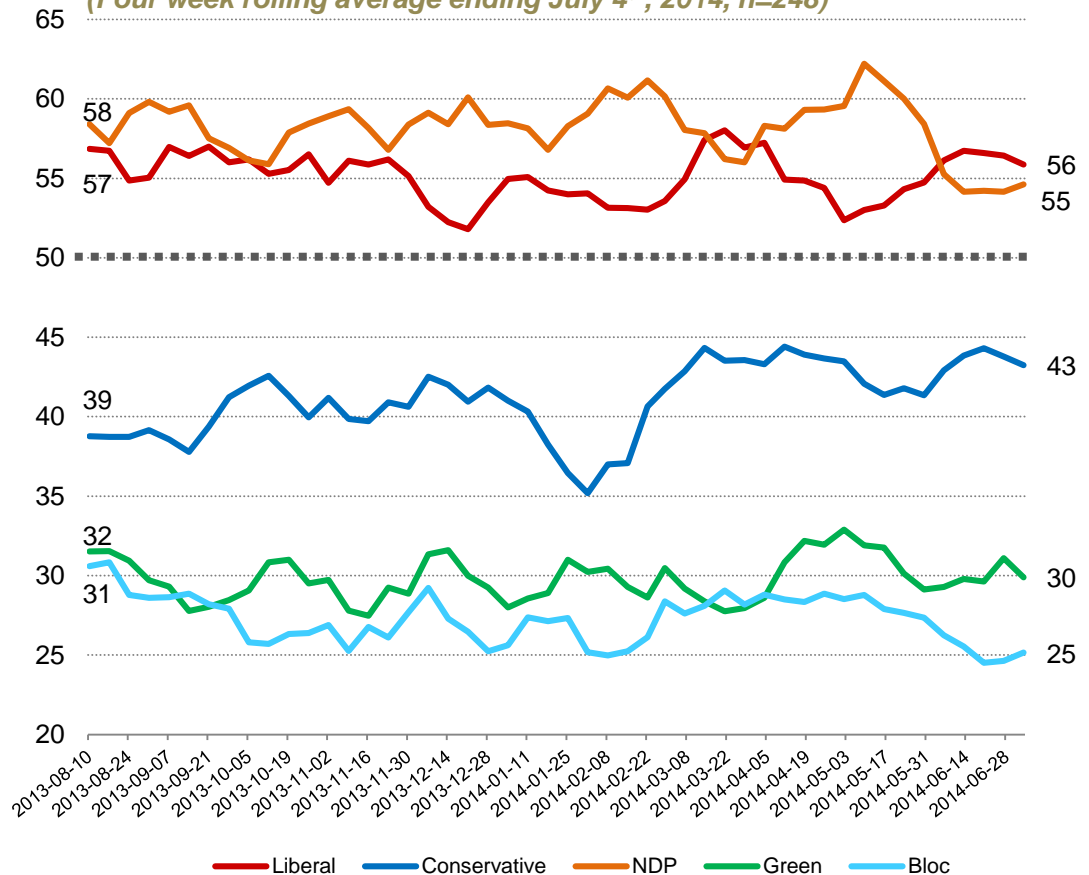
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Quebec Weekly Index Tracking Scores
(Four week rolling average ending July 4th, 2014, n=248)



Party Power Index



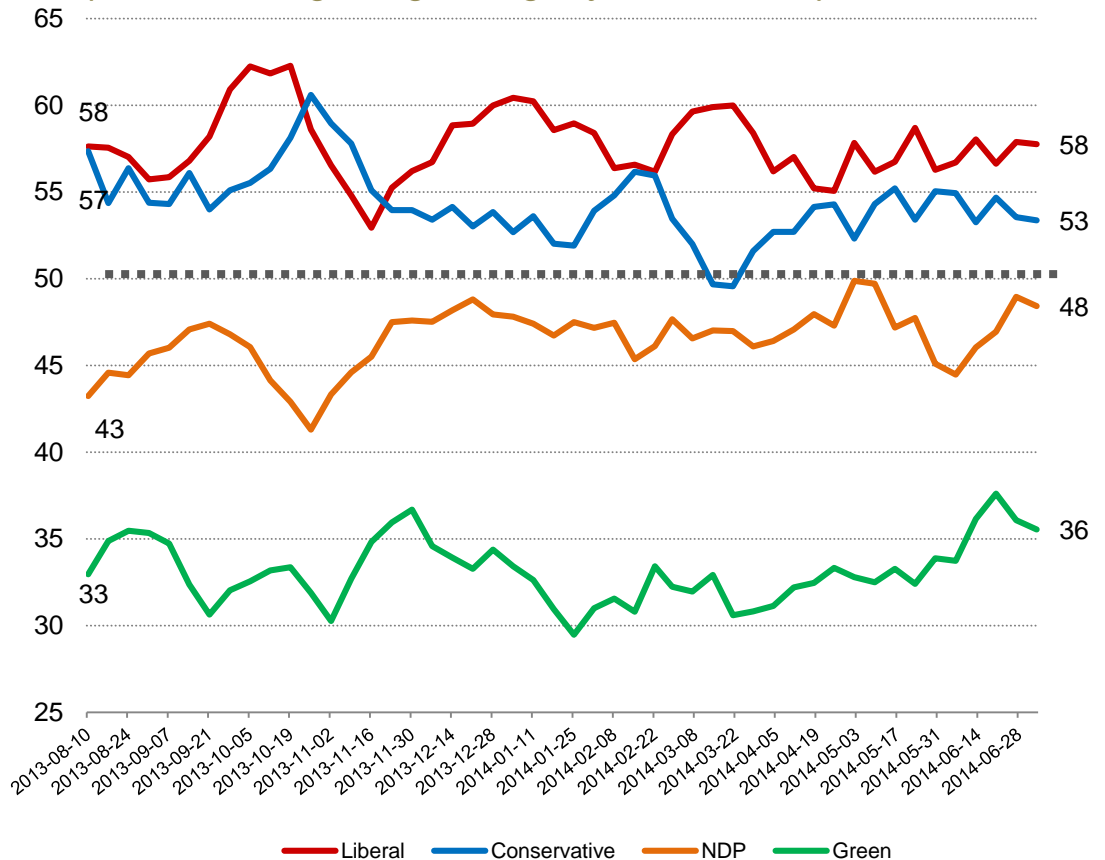
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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Ontario Weekly Index Tracking Scores (Four week rolling average ending July 4th, 2014, n=300)



Party Power Index



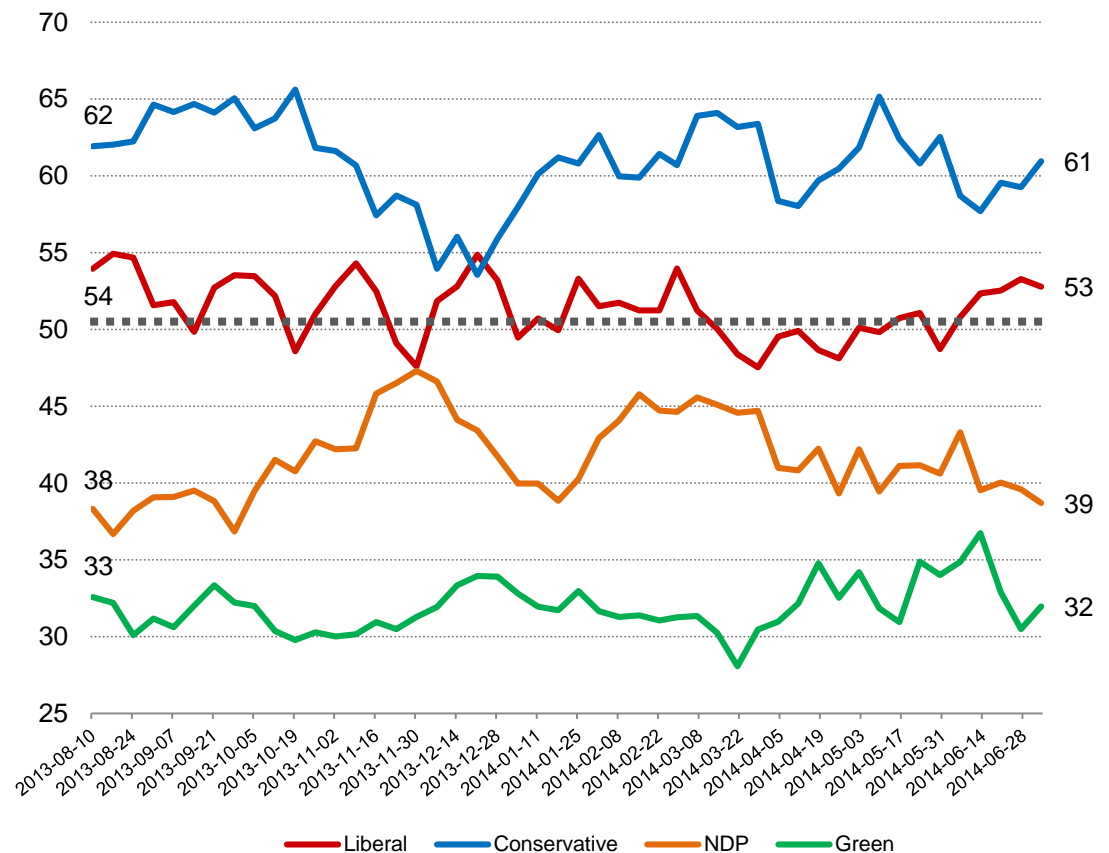
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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Prairies Weekly Index Tracking Scores (Four week rolling average ending July 4th, 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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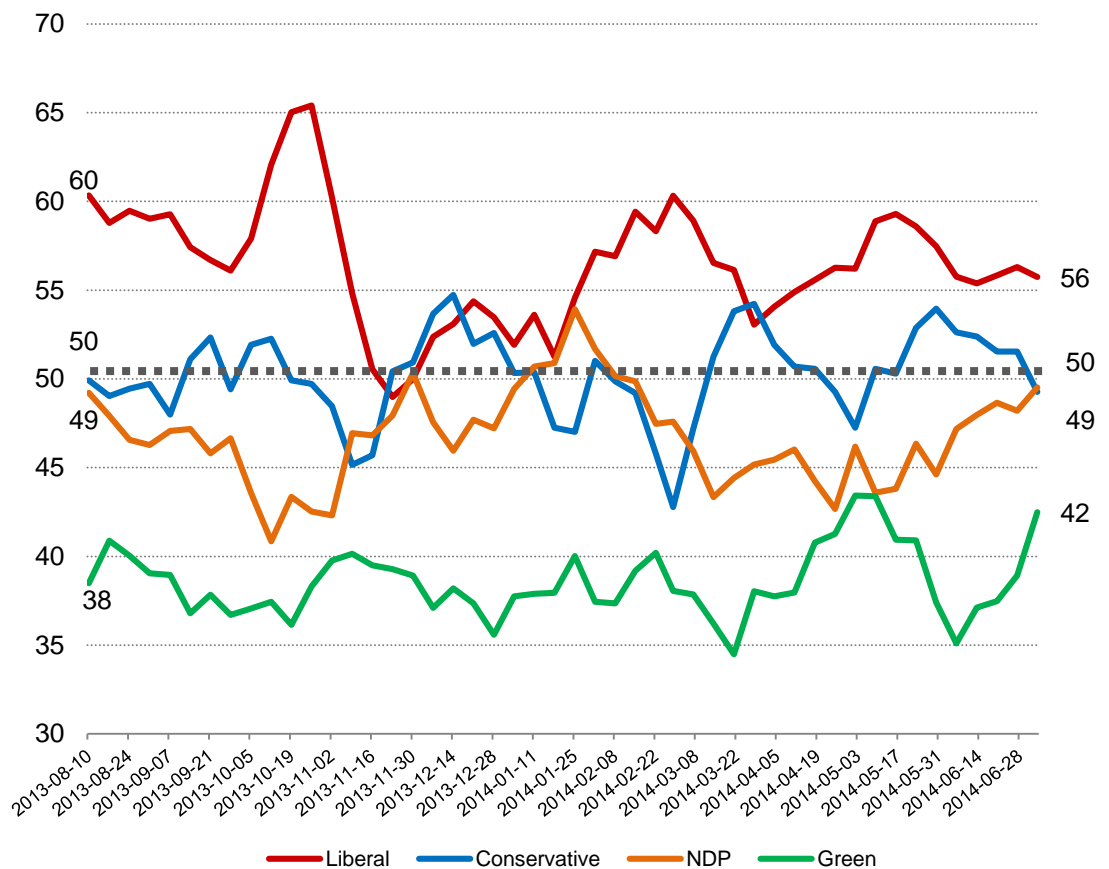
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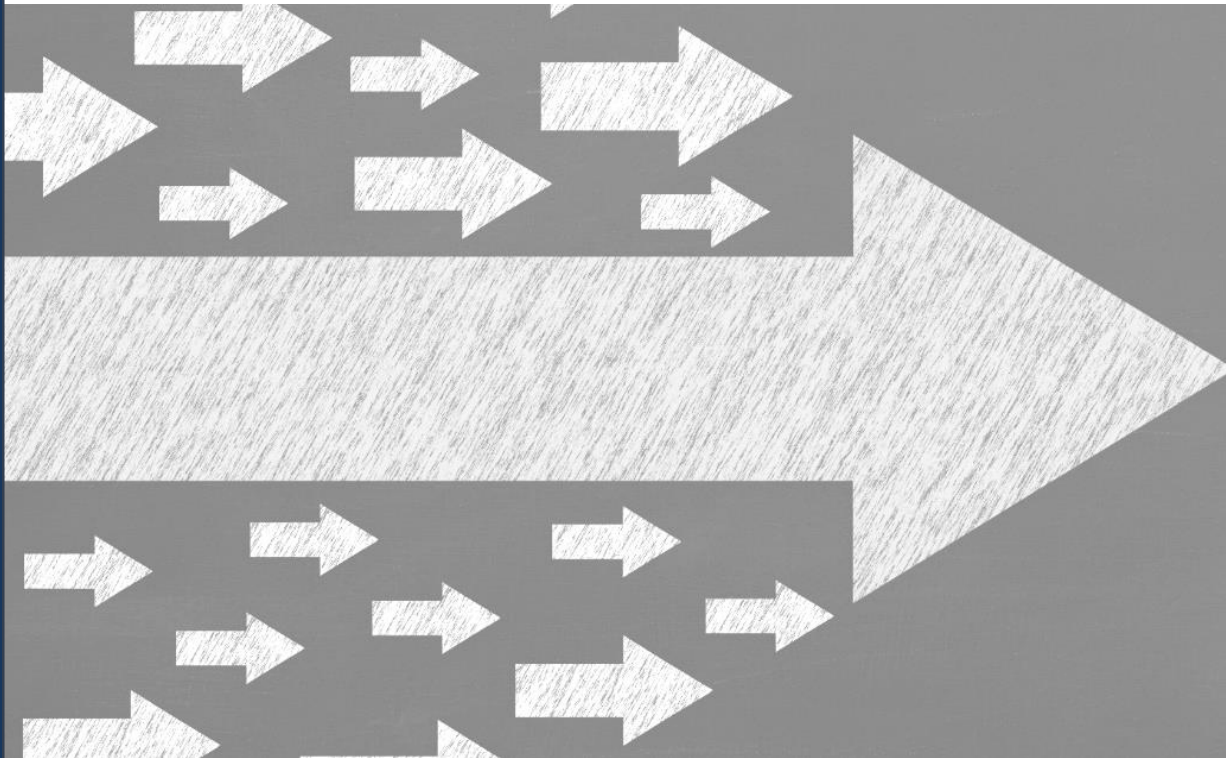
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British Columbia Weekly Index Tracking Scores
(Four week rolling average ending July 4th, 2014, n=152)



Party Power Index Tracking by Age

Nanos Weekly Tracking



Party Power Index



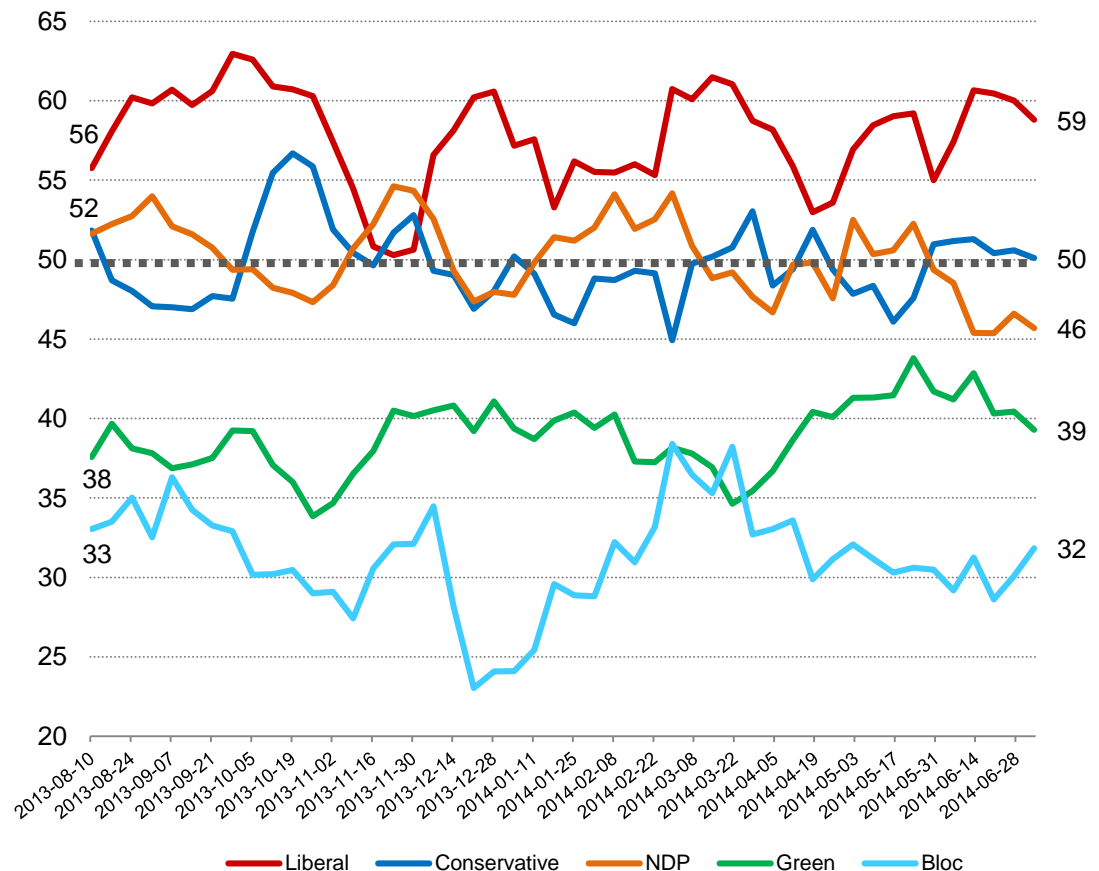
The Nanos Party Power Index Tracking for the 18 to 29 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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18 to 29 Weekly Index Tracking Scores (Four week rolling average ending July 4th, 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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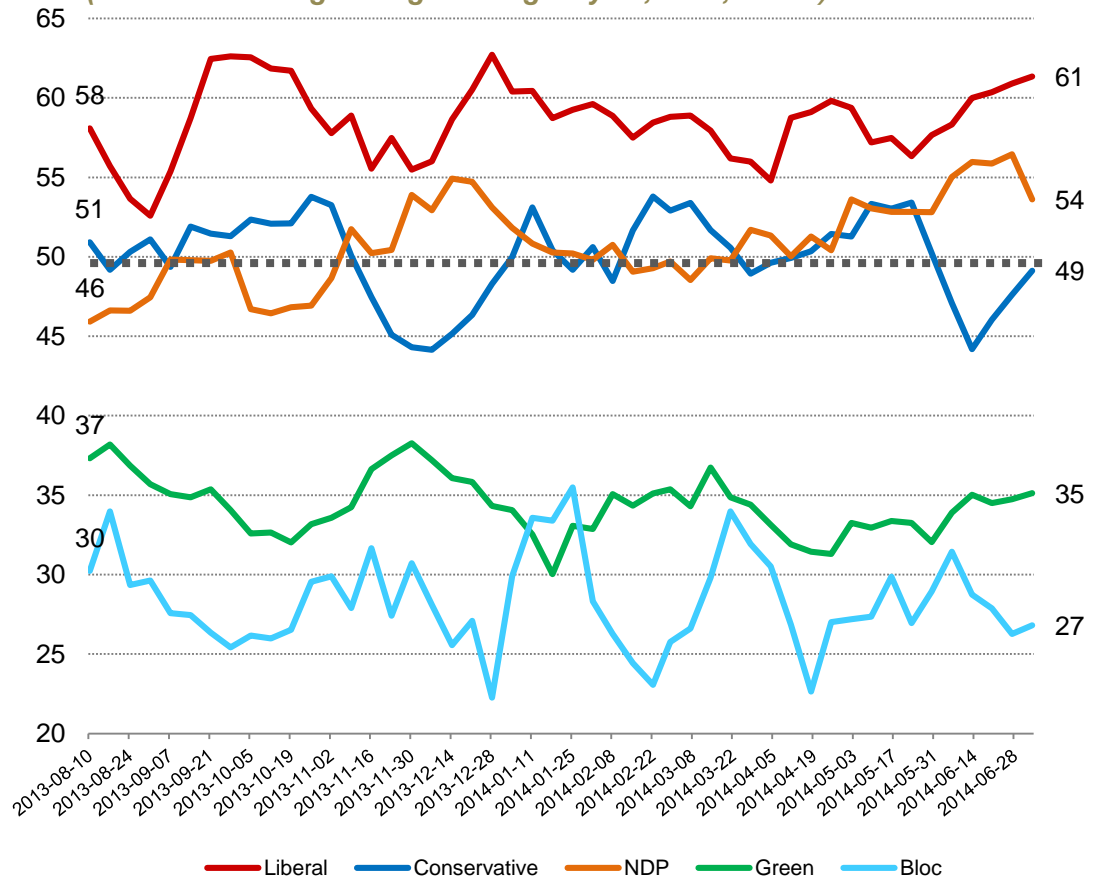
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30 to 39 Weekly Index Tracking Scores (Four week rolling average ending July 4th, 2014, n=169)



Party Power Index



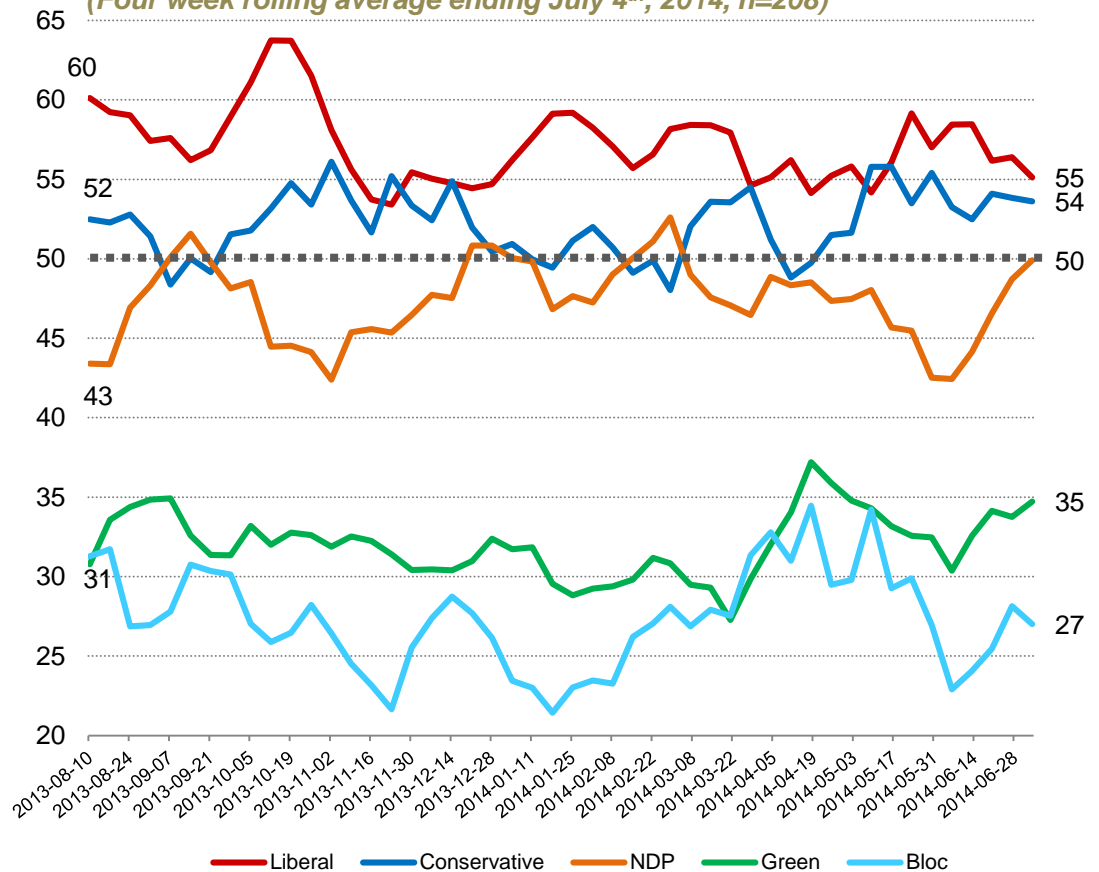
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

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40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending July 4th, 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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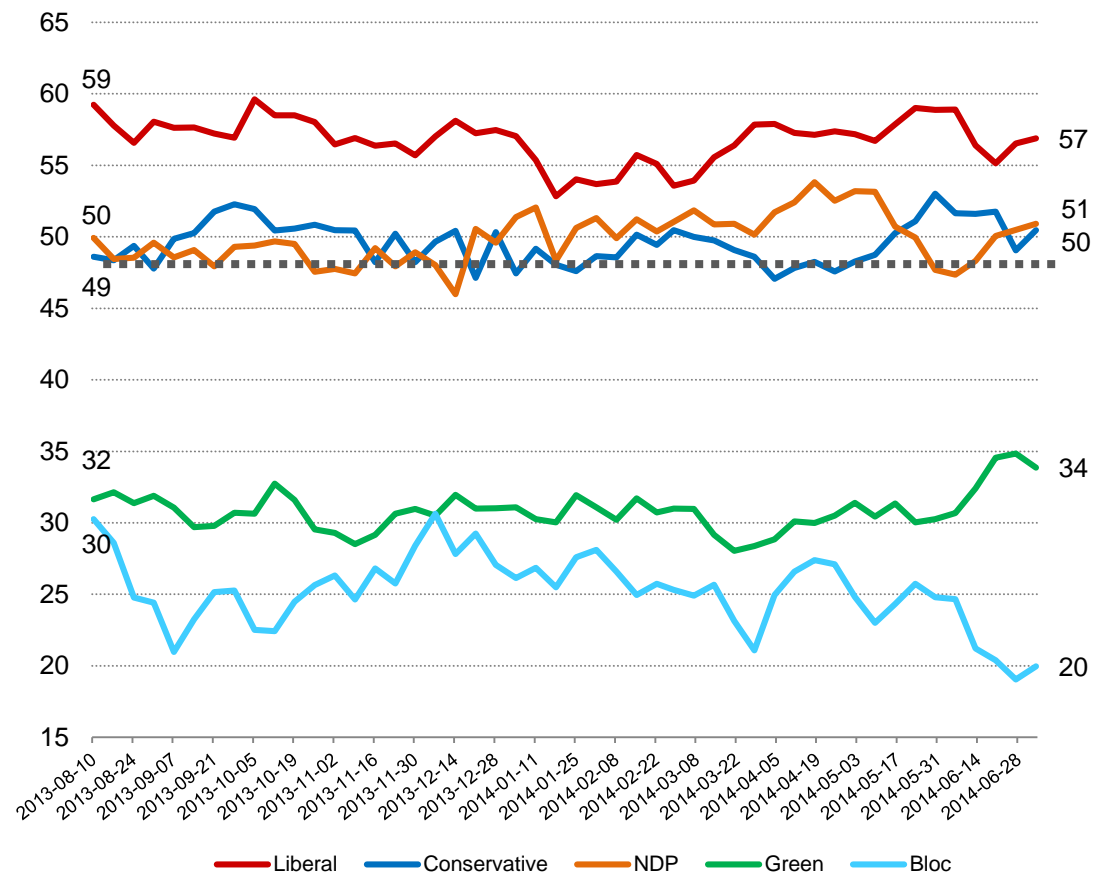
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50 to 59 Weekly Index Tracking Scores (Four week rolling average ending July 4th, 2014, n=178)



Party Power Index



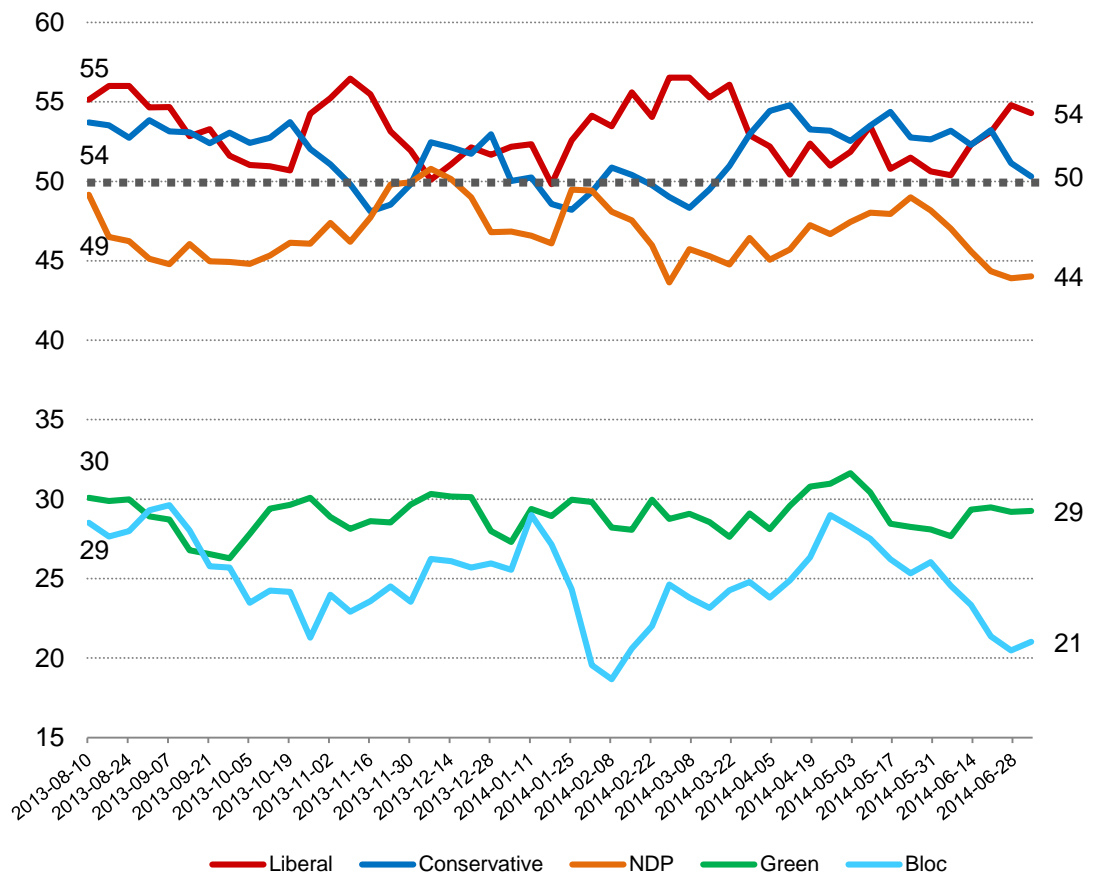
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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60 plus Weekly Index Tracking Scores (Four week rolling average ending July 4th, 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.

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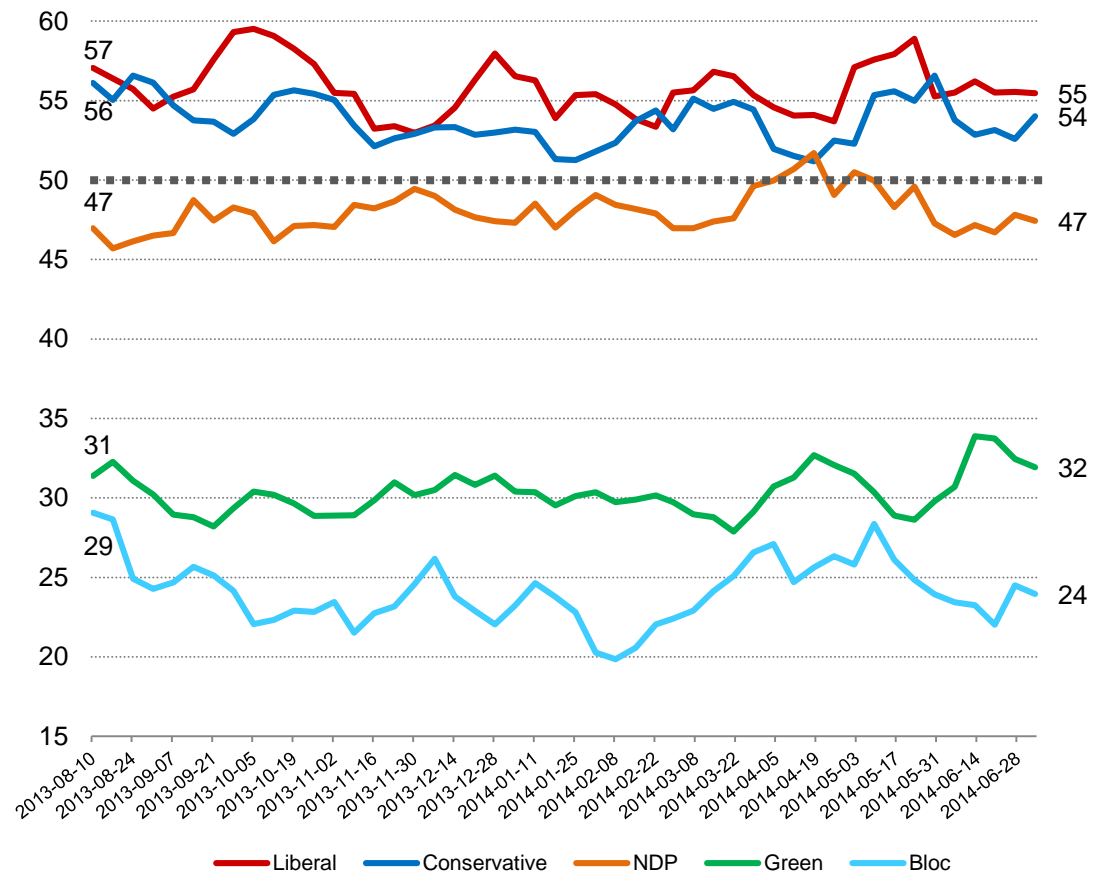
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Male Weekly Index Tracking Scores

(Four week rolling average ending July 4th, 2014, n=492)



Party Power Index



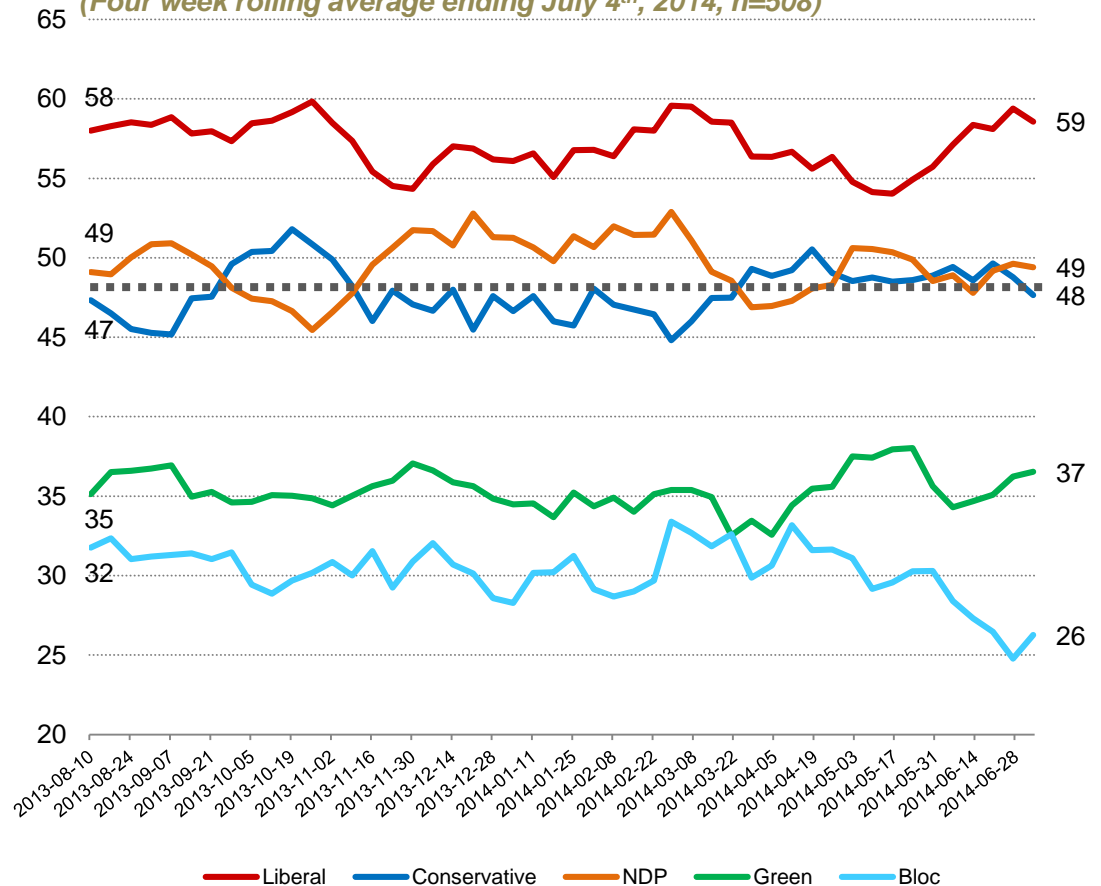
The Nanos Party Power Index Tracking for females is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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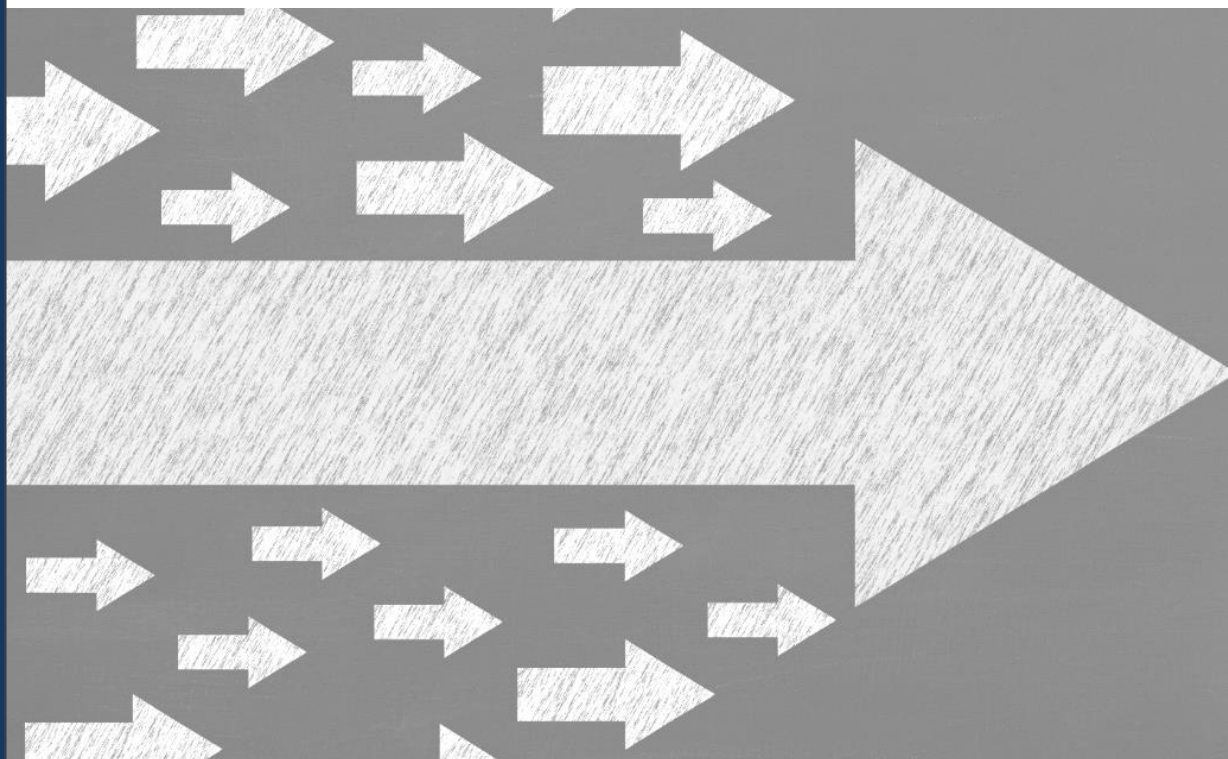
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Female Weekly Index Tracking Scores (Four week rolling average ending July 4th, 2014, n=508)



National Political Tracking Numbers

Nanos Weekly Tracking



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National Ballot



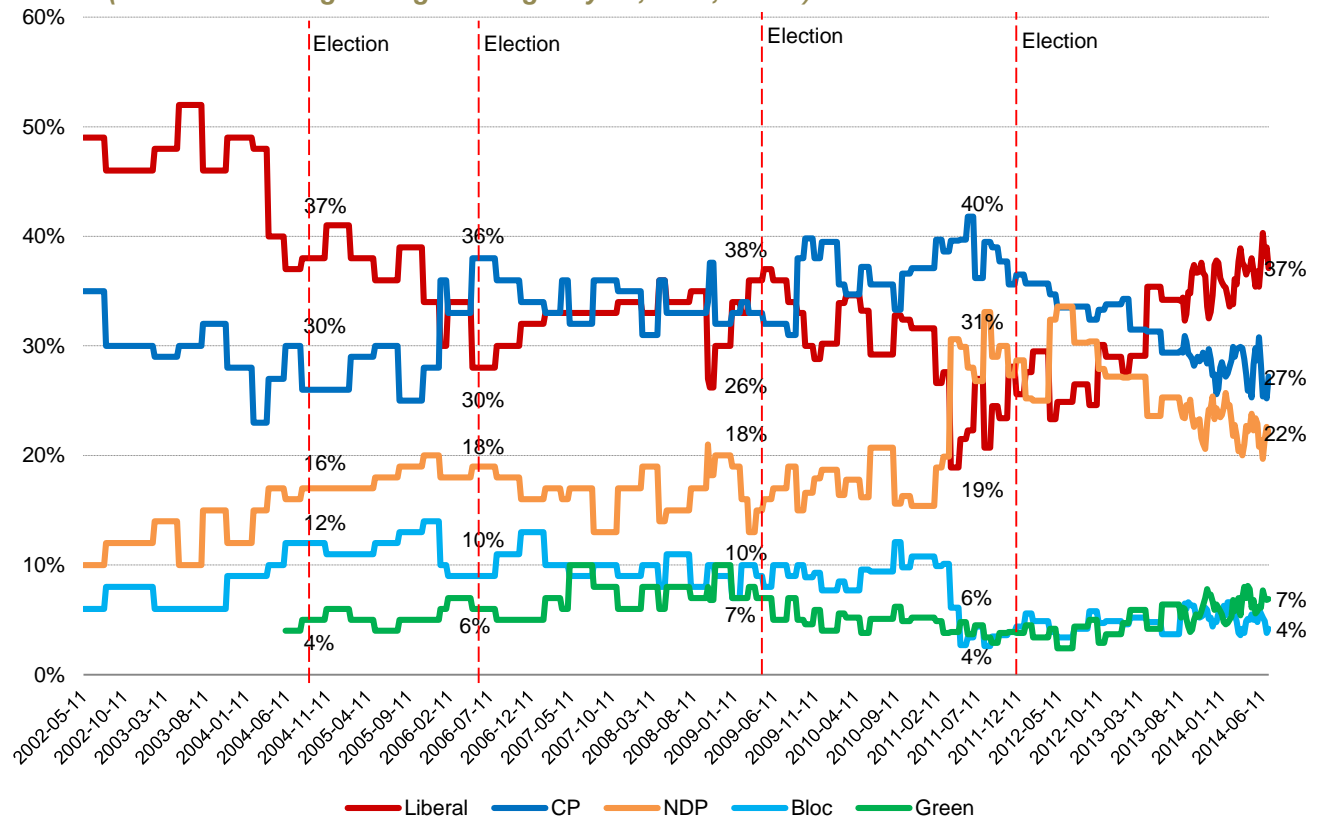
Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

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Weekly Tracking – First Ranked Choice
(Four week rolling average ending July 4th, 2014, n=844)



National Issue



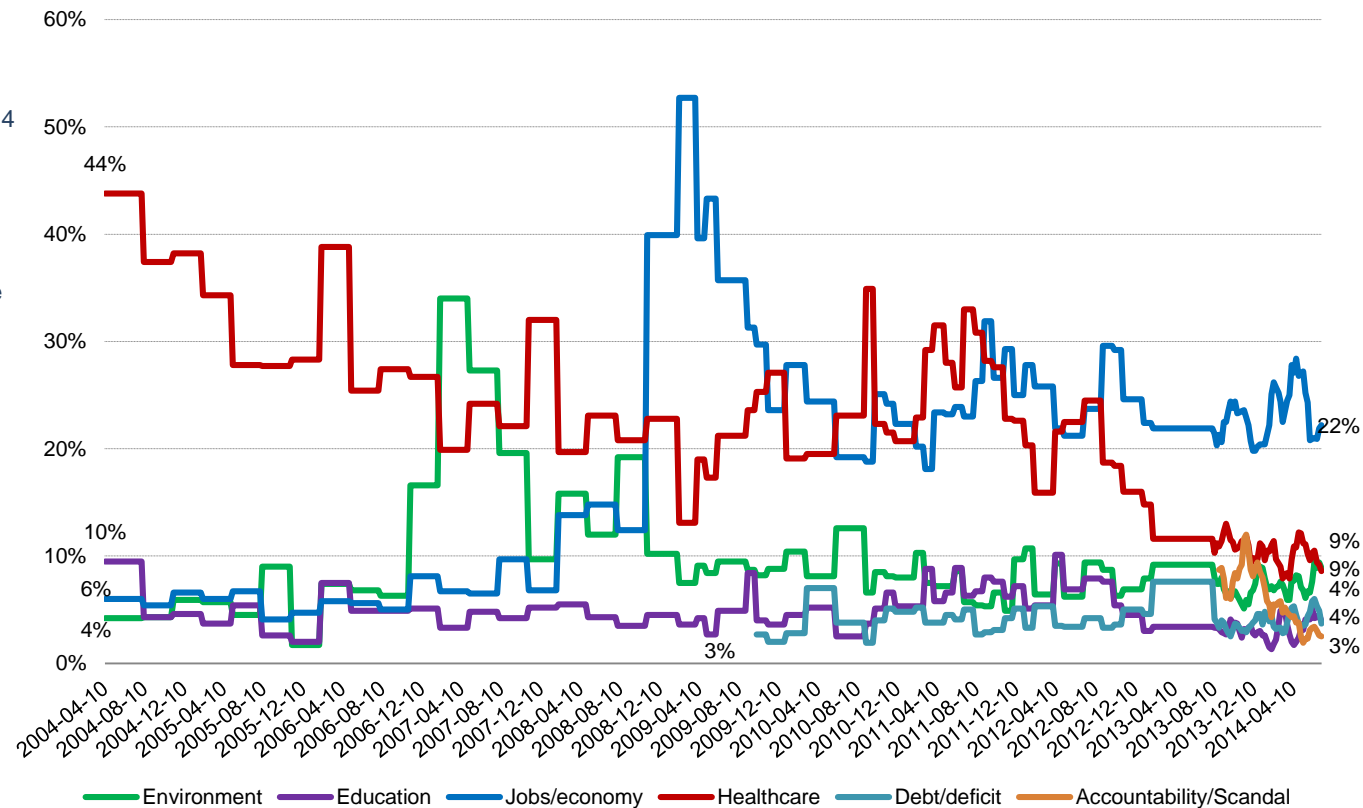
Question: What is your most important NATIONAL issue of concern?

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Weekly Tracking (Four week rolling average ending July 4th, 2014, n=1,000)



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

Federal Party Accessible Voters

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Consider Conservative NANOS

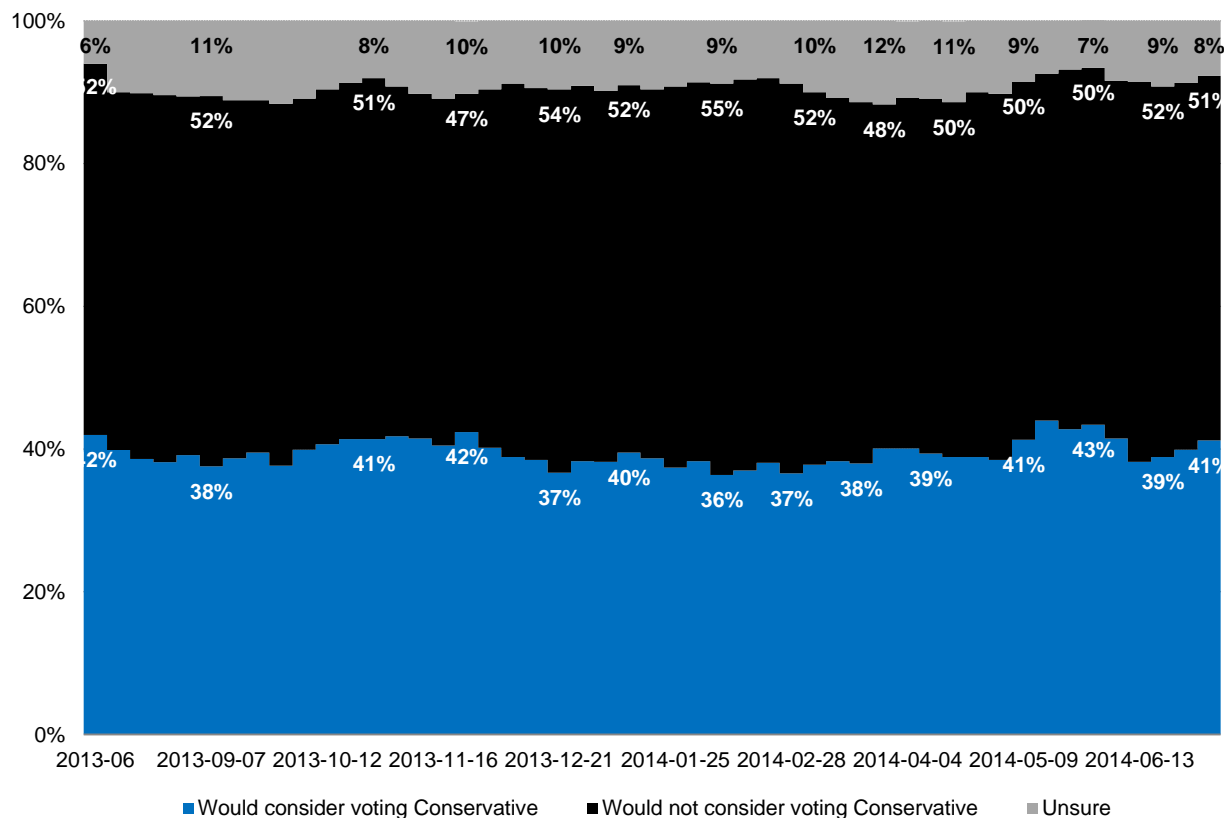
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

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National – Weekly Tracking (Four week rolling average ending July 4th, 2014, n=1,000)



Consider NDP



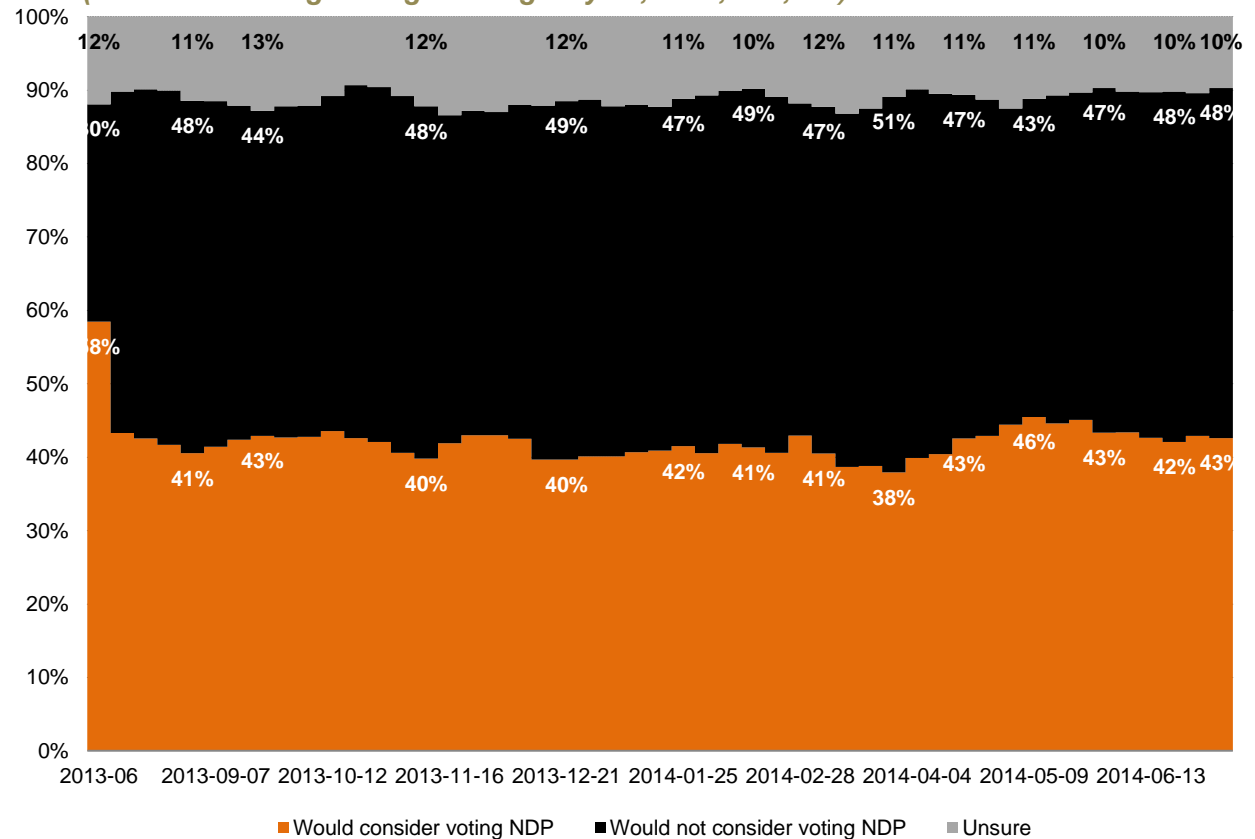
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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National – Weekly Tracking
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Consider Liberal



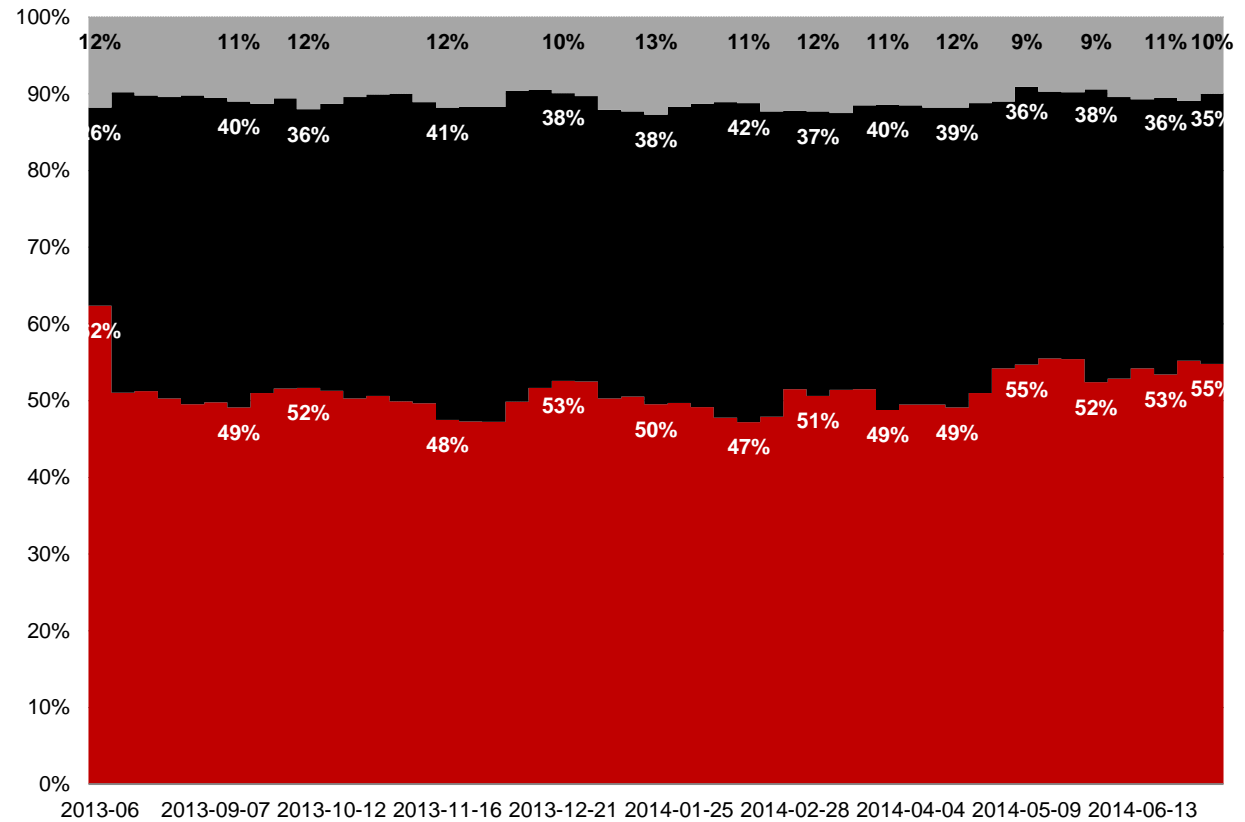
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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National – Weekly Tracking
(Four week rolling average ending July 4th, 2014, n=1,000)



■ Would consider voting Liberal ■ Would not consider voting Liberal ■ Unsure

Consider Bloc



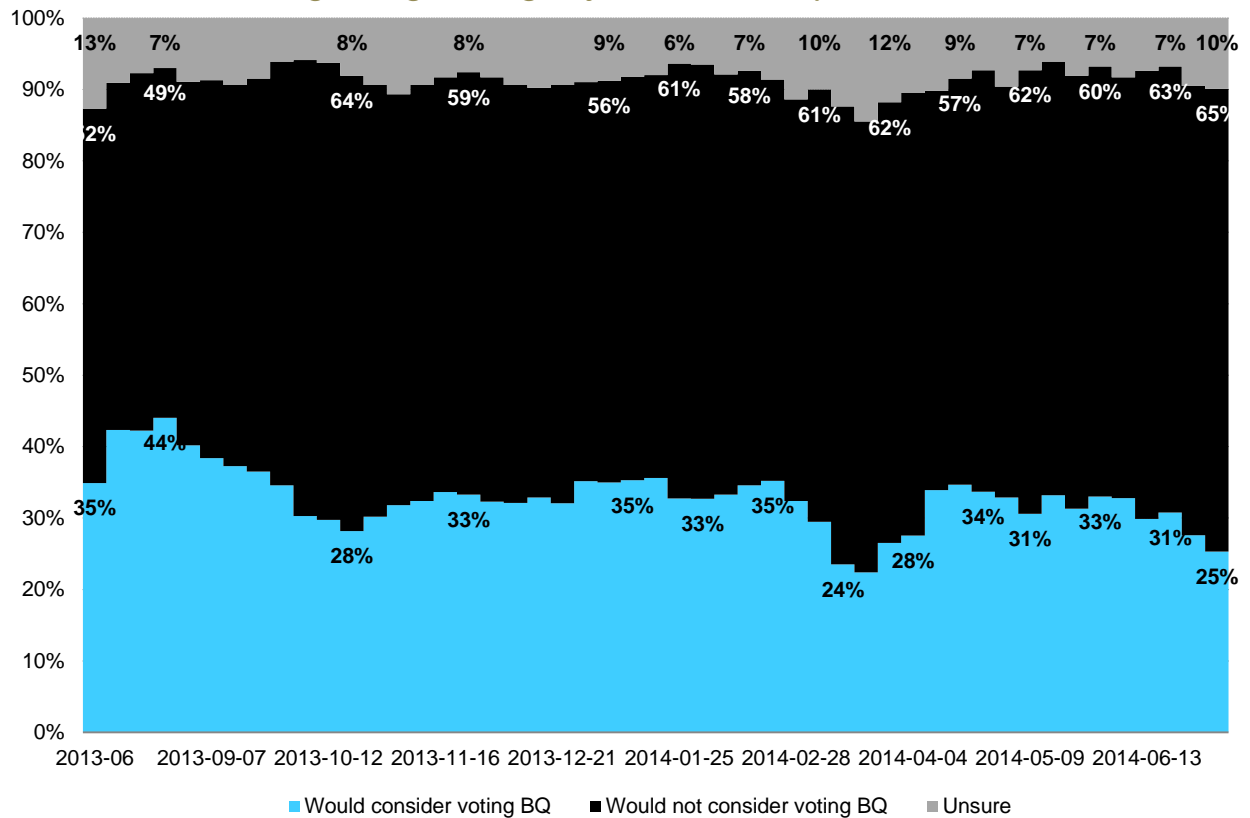
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
Four week rolling average ending July 4th, 2014, n=248)



Consider Green



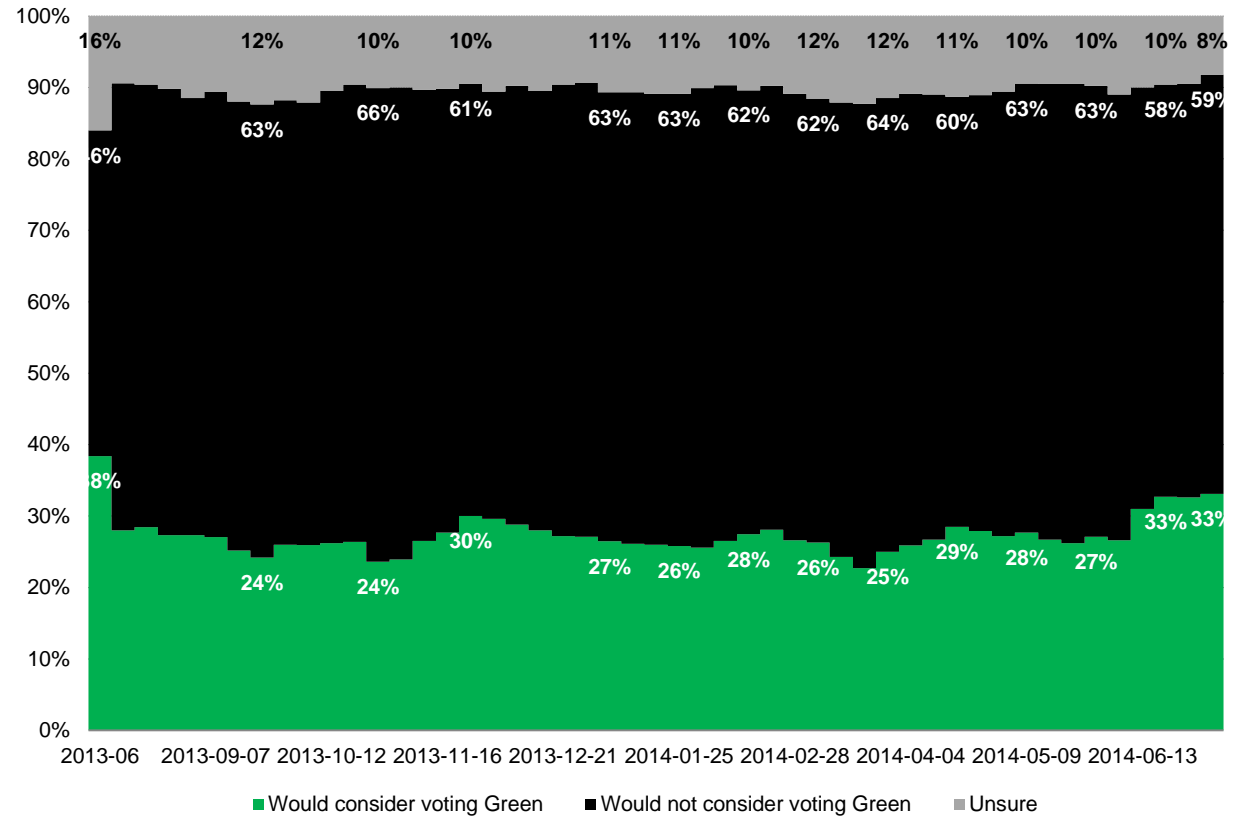
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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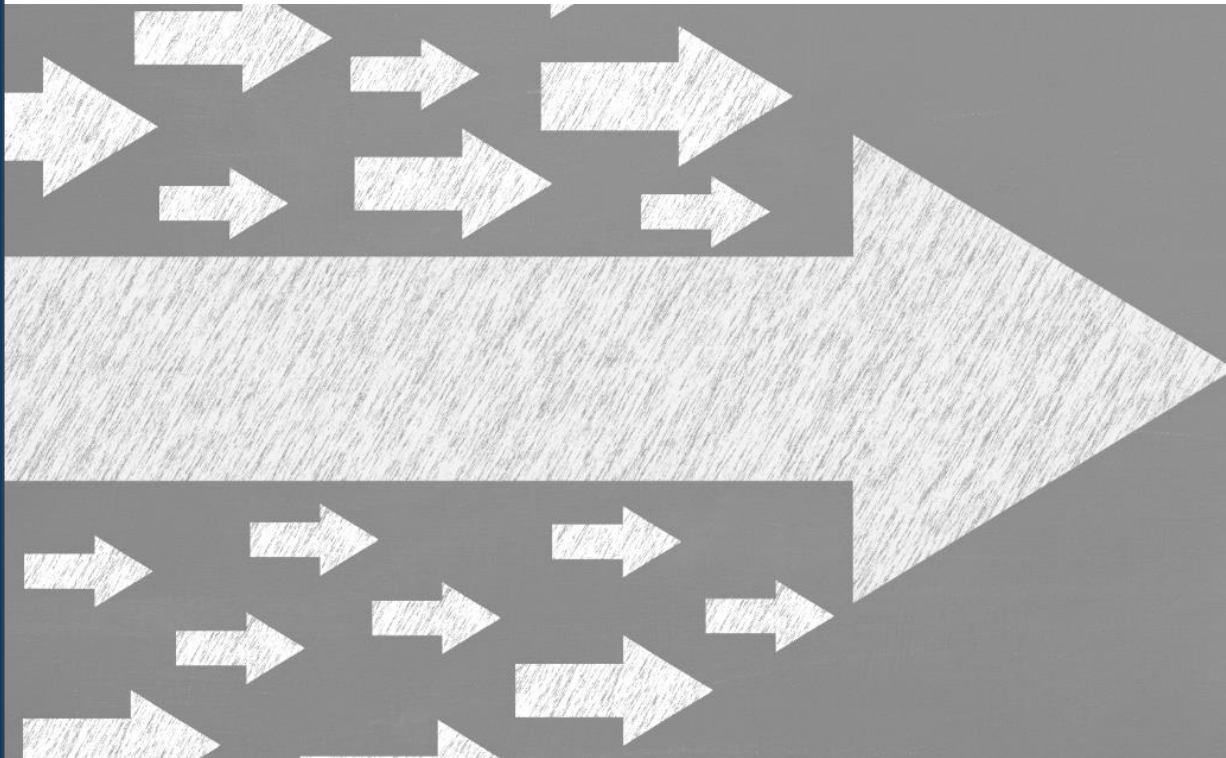
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National – Weekly Tracking
(Four week rolling average ending July 4th, 2014, n=1,000)



Tracking on the Federal Political Leaders

Nanos Weekly Tracking



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Prime Minister



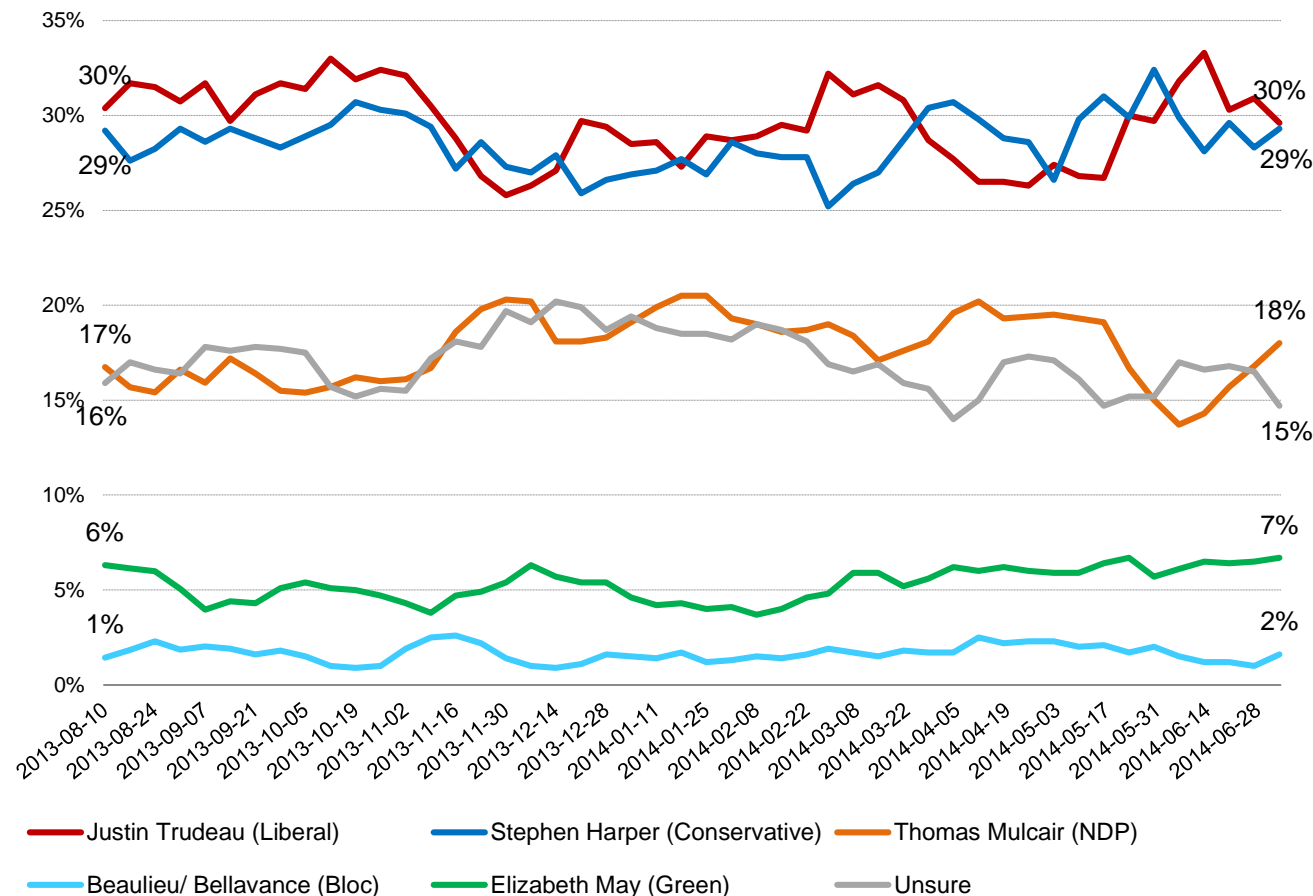
Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

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National – Weekly Tracking – First Ranked Choice (Four week rolling average ending July 4th, 2014, n=1,000)



Harper



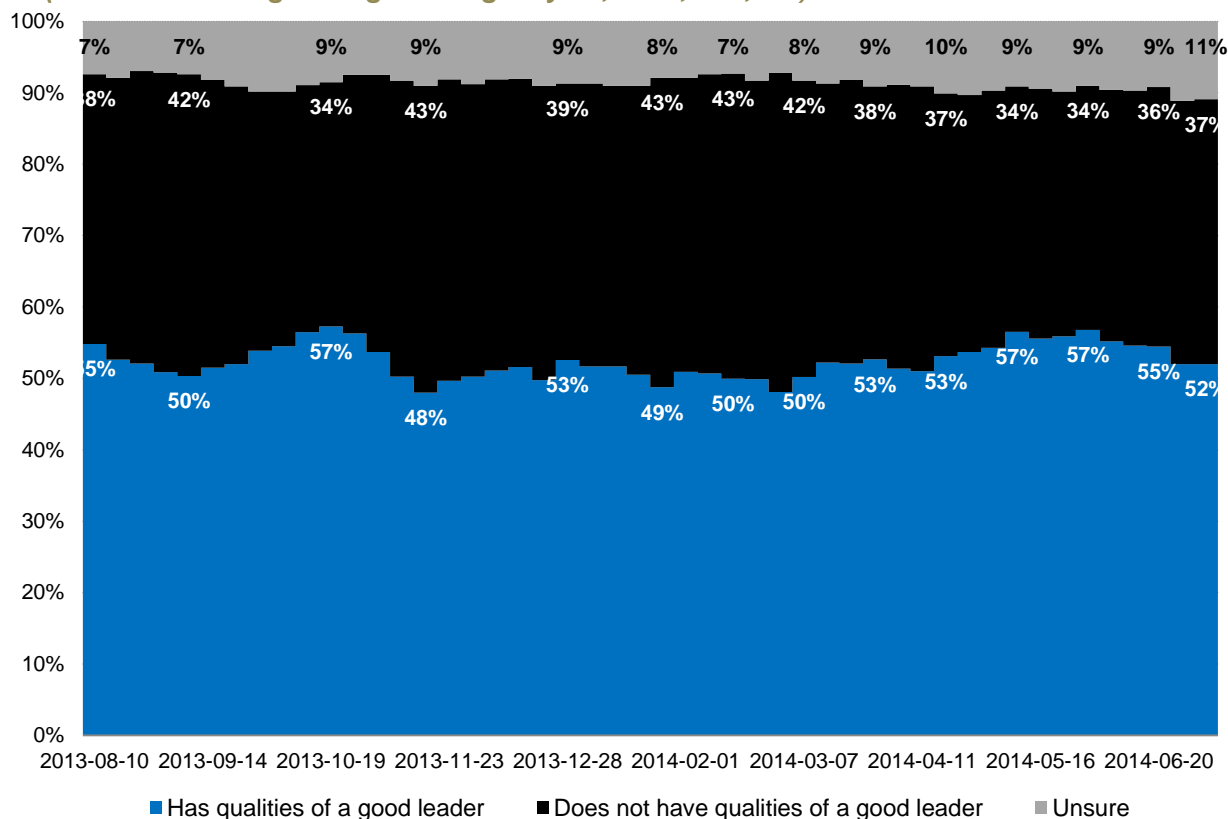
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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National – Weekly Tracking (Four week rolling average ending July 4th, 2014, n=1,000)



Mulcair



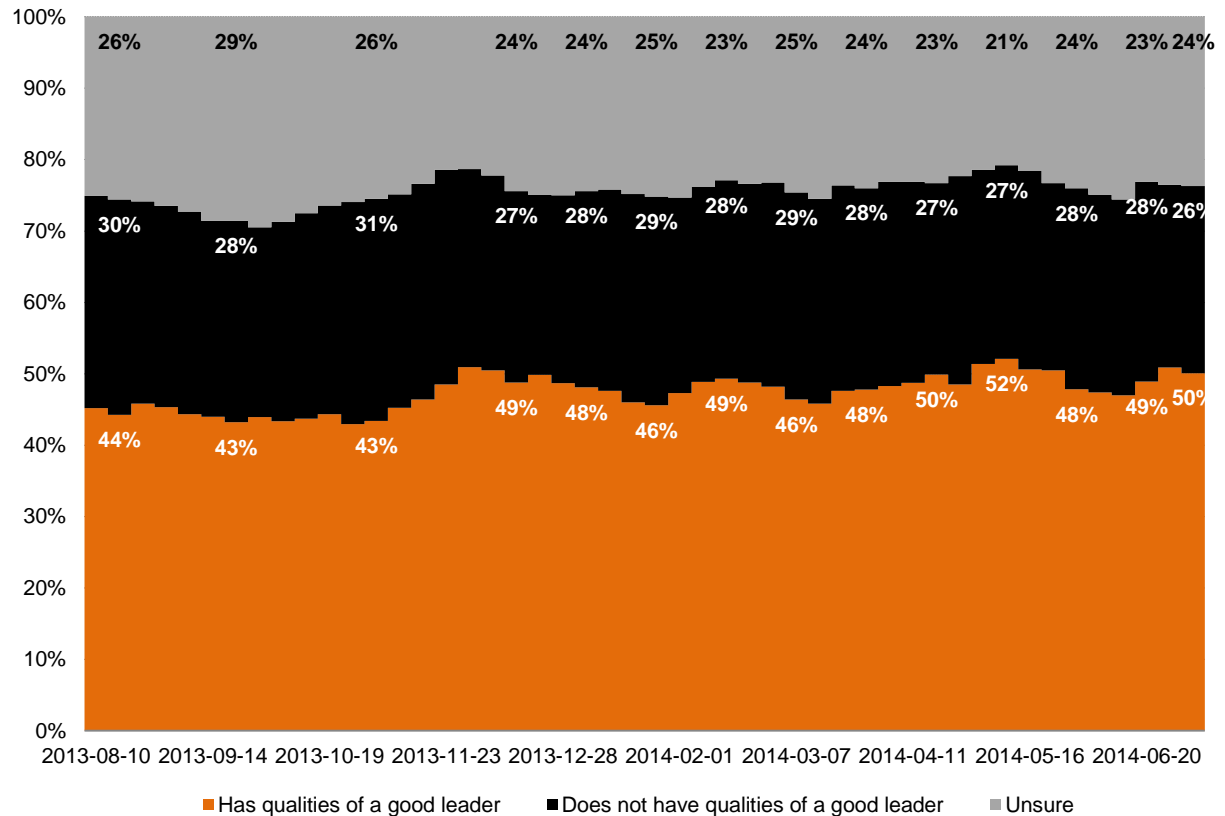
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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National – Weekly Tracking (Four week rolling average ending July 4th, 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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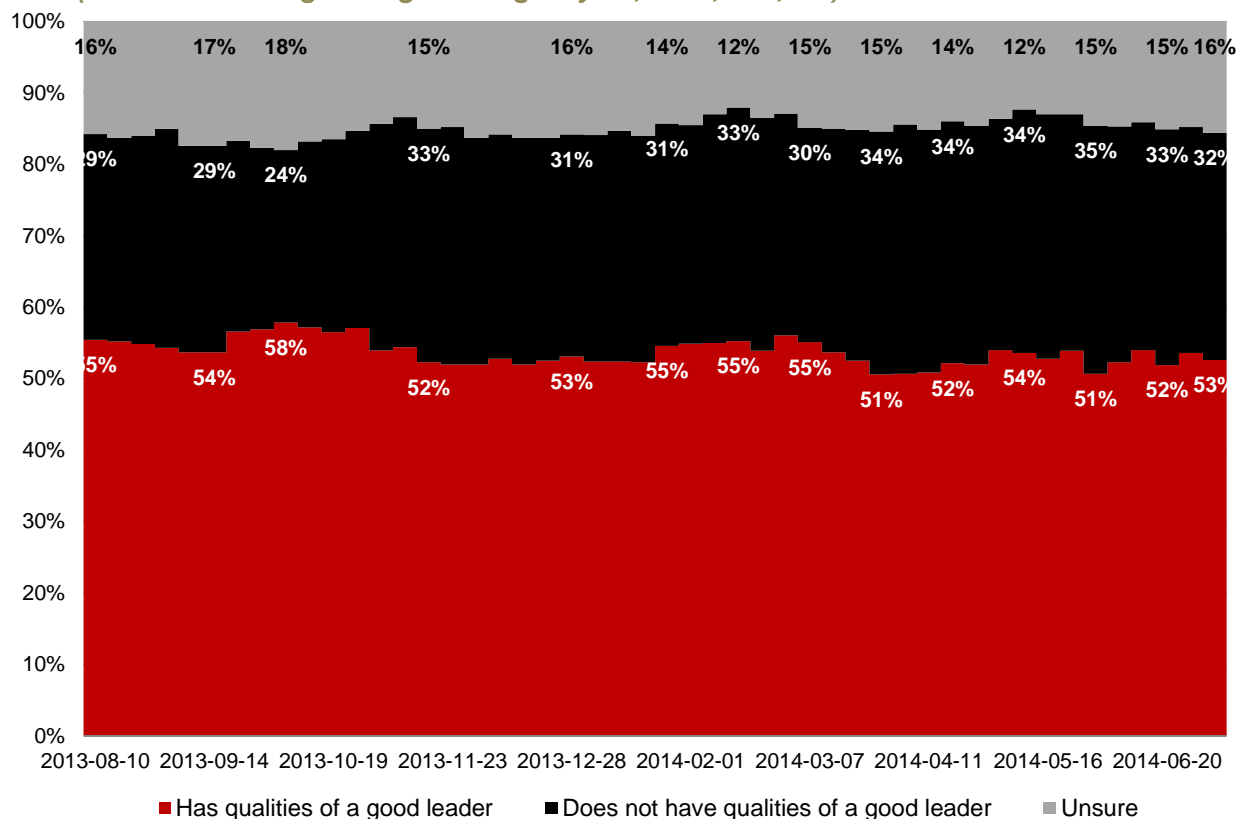
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National – Weekly Tracking

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Beaulieu/Bellavance

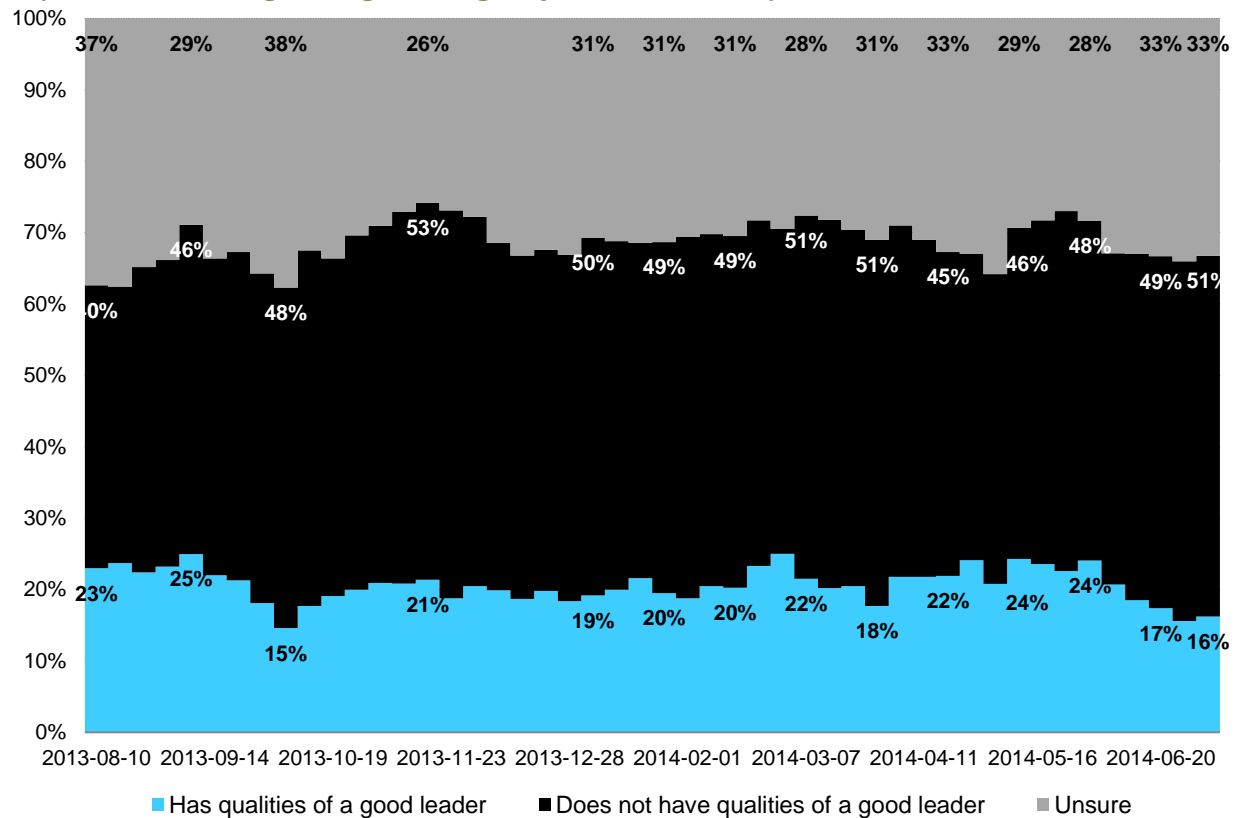
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] André Bellavance

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May



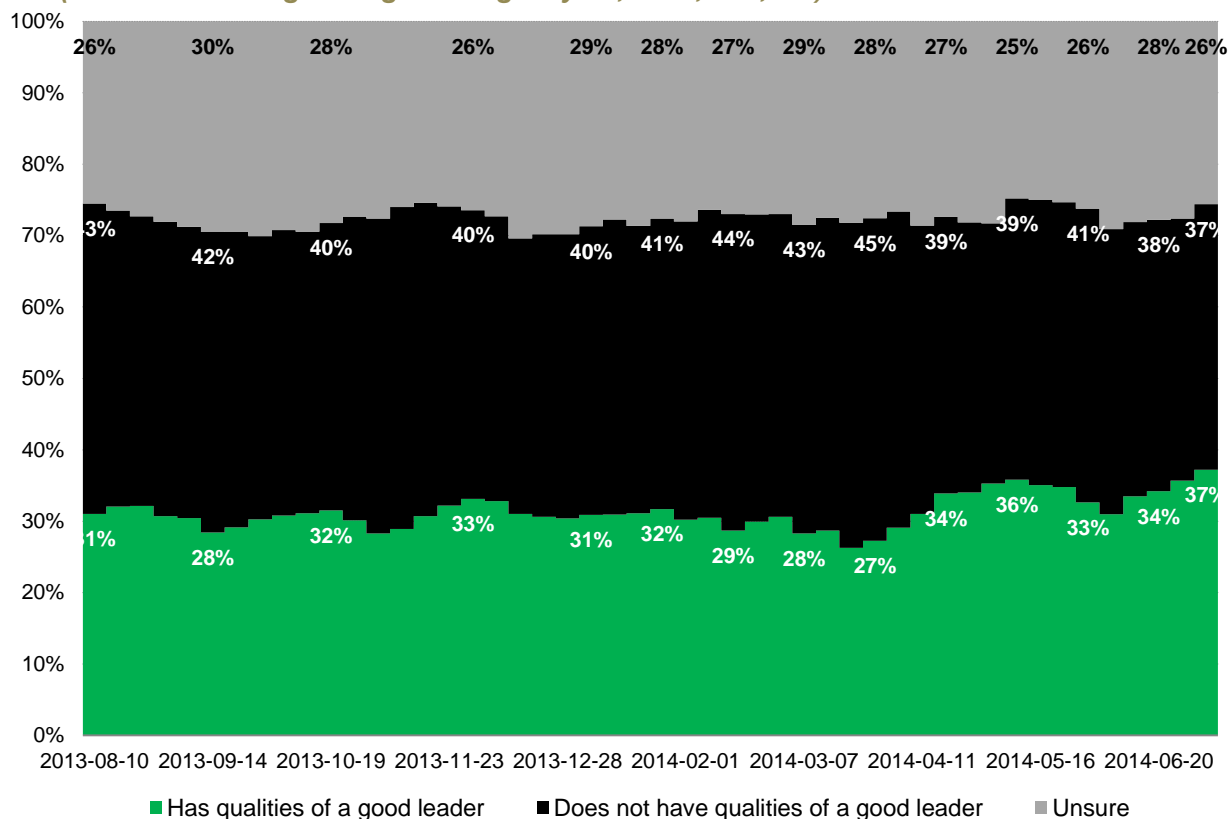
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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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 July 4th, 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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