

Liberal rise in Nanos Index stops but still very strong

*Nanos Tracking, Party Power Index ending November 20th, 2015
(released November 25th, - 6 am Eastern)*



At a glance



- **Nanos Party Power Index** – The Nanos Party Power Index which is a composite of a series of measures including ballot preferences and impressions of the leaders still has the Liberals with a very high score on the index but the climb as abated. The Liberals scored 68.3 out of a possible 100 points followed by the NDP with 47.3 points, the Conservatives with 45.1 points, the Greens with 32.9 points and the BQ in the province of Quebec only with 25.2 points.
- **Accessible Voters** – Asked a series of independent questions to gauge accessible voters for each federal party, 66.5% of Canadians would consider voting Liberal, 42.1% would consider voting Conservative, 41.3% would consider voting NDP and 30.4% would consider voting Green.
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Party Power Index



A national dual-frame (land+cell) random telephone survey is conducted weekly by Nanos Research using live agents.

The weekly tracking figures are based on a four-week rolling sample comprised of 1,000 interviews. To update the tracking a new week of 250 interviews is added and the oldest week dropped. The margin of error for a survey of 1,000 respondents is ± 3.1 percentage points, 19 times out of 20.

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Nanos Party Power Index Tracking Data Summary

Canada Party Power Index	This week	Last week	Oct 18	4 Weeks	3 Months	1 Year Ago	12 Month	12 Month
			(Election Call)	Ago	Ago (Aug 21)		High	Low
Liberal	68.3	68.6	58.1	58.1	51.4	55.5	68.6	49.6
Conservative	45.1	44.9	49.3	49.3	50.6	53.3	54.3	44.9
NDP	47.3	47.8	49.8	49.8	54.4	50.0	56.2	47.3
Green	32.9	31.6	30.4	30.4	31.8	30.9	34.9	28.9
Bloc	25.2	25.3	31.5	31.5	34.5	27.4	34.9	22.9
Party Consider								
Liberal	66.5%	66.6%	54.7%	54.7%	47.2%	55.0%	66.6%	42.9%
Conservative	42.1%	41.0%	39.3%	39.3%	38.8%	43.3%	50.3%	35.1%
NDP	41.3%	42.5%	40.4%	40.4%	49.2%	43.8%	55.6%	39.7%
Green	30.4%	31.4%	22.7%	22.7%	27.7%	25.8%	31.4%	21.6%
Bloc	29.4%	30.5%	30.4%	30.4%	29.1%	33.9%	39.6%	21.7%

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.

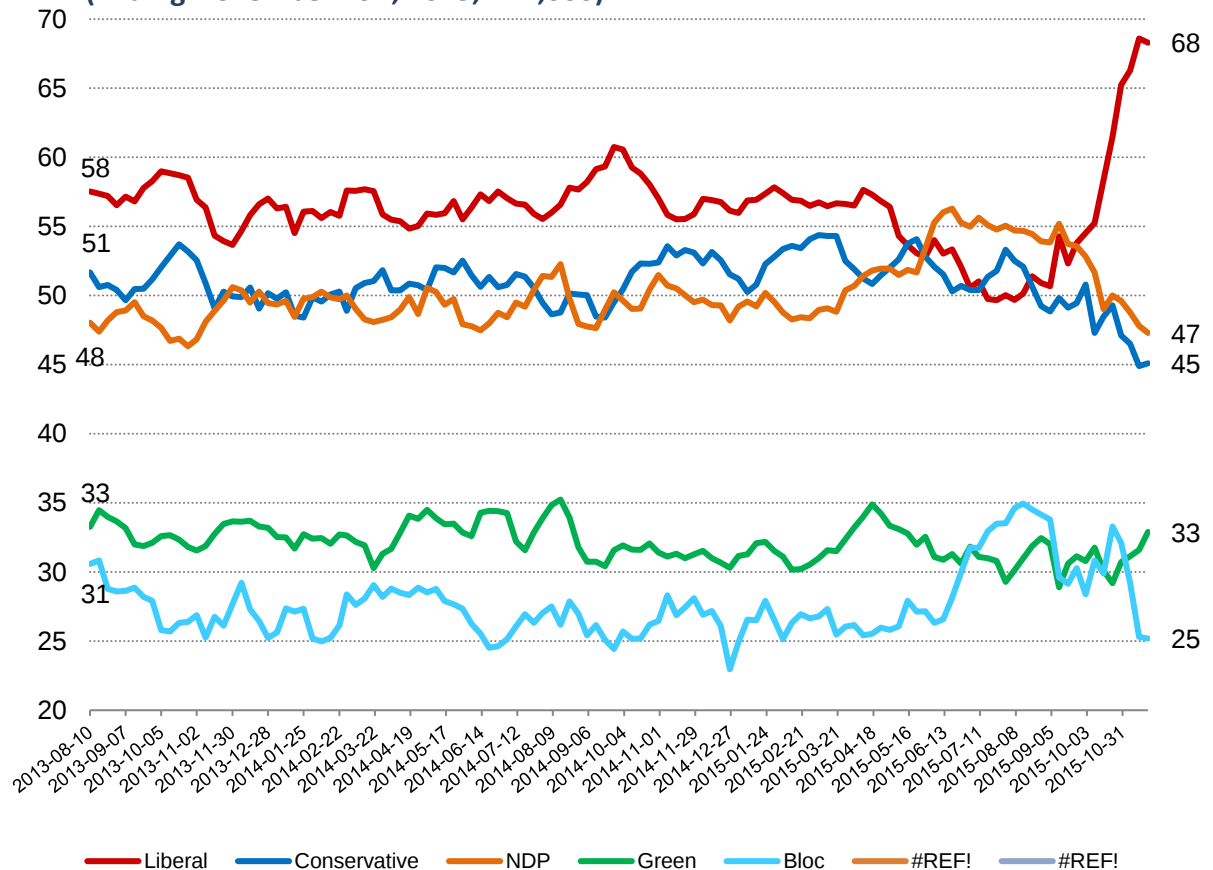
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**Canada Weekly Index Tracking Scores
(Ending November 20th, 2015, n=1,000)**





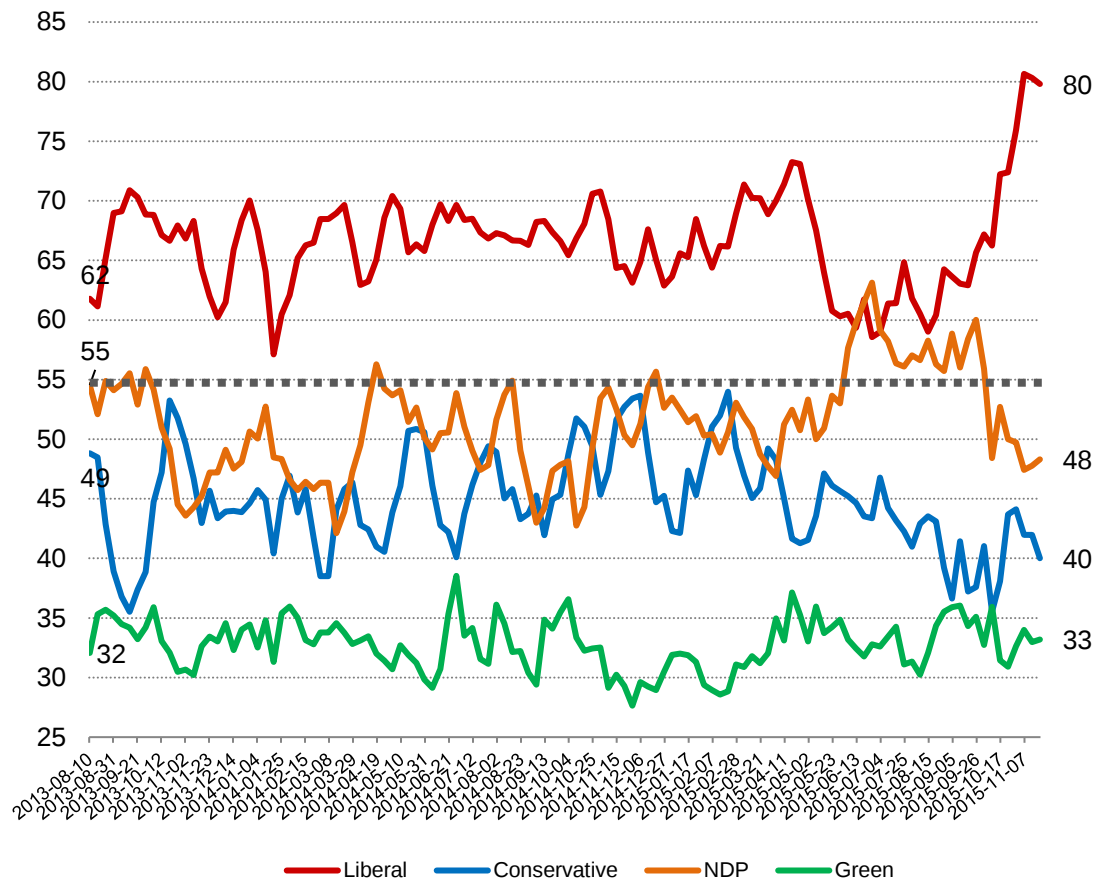
Party Power Index Tracking by Region

ATLANTIC NANOS 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 (Ending November 20th, 2015, n=100)



QUEBEC NANOS 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.

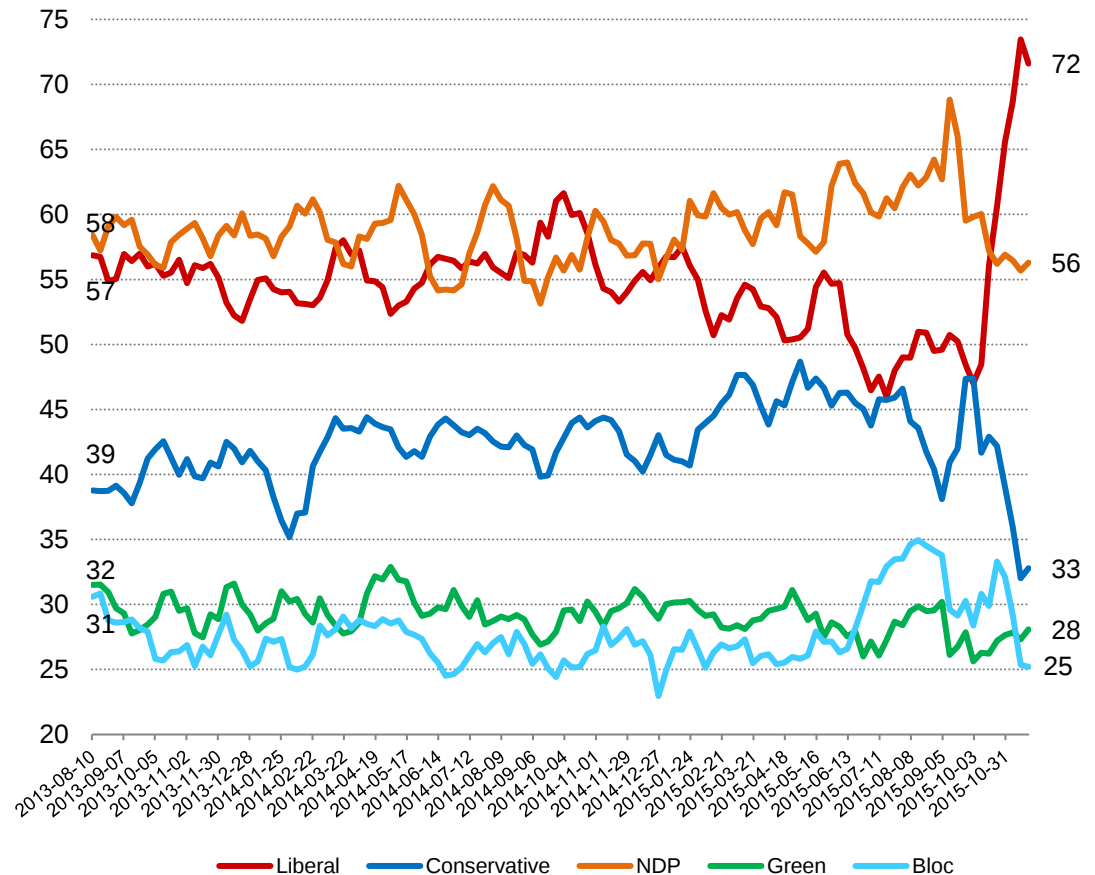
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Quebec Weekly Index Tracking Scores (Ending November 20th, 2015, n=248)



ONTARIO NANOS 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.

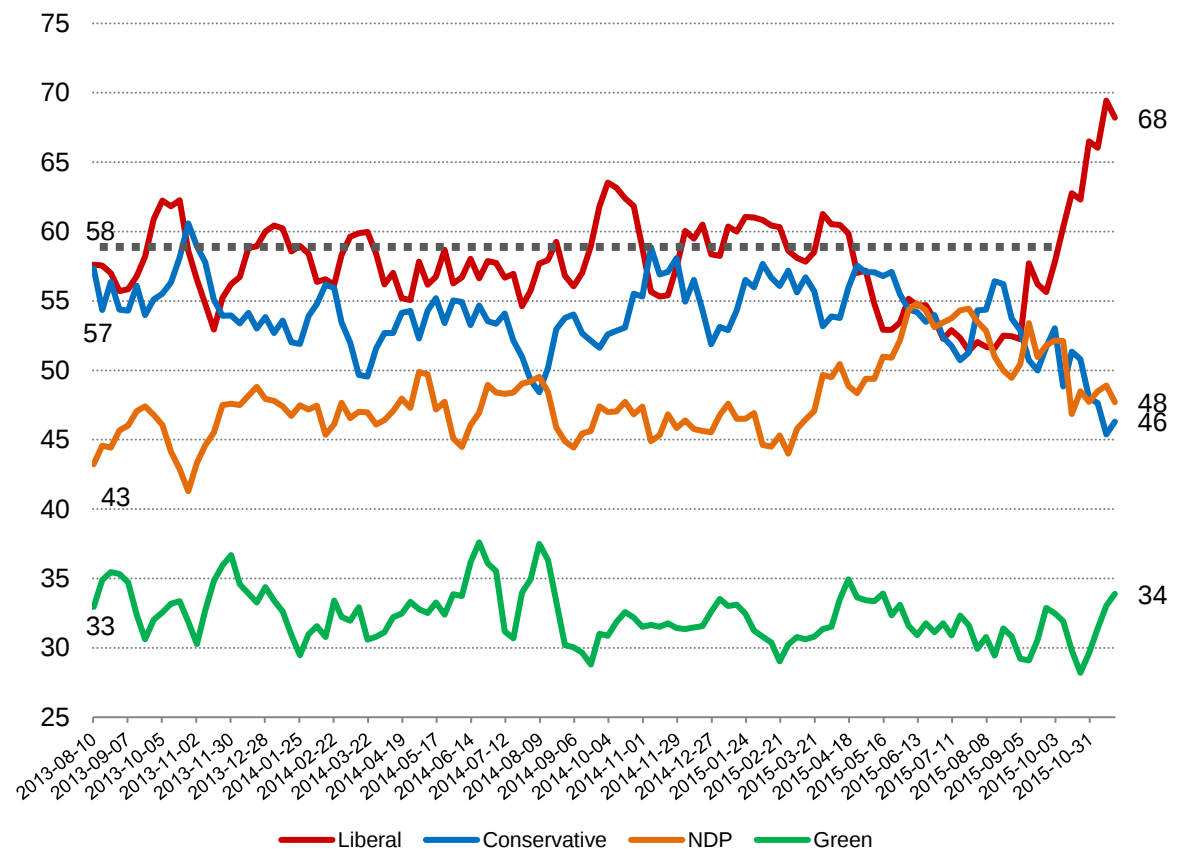
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Ontario Weekly Index Tracking Scores (Ending November 20th, 2015, n=300)



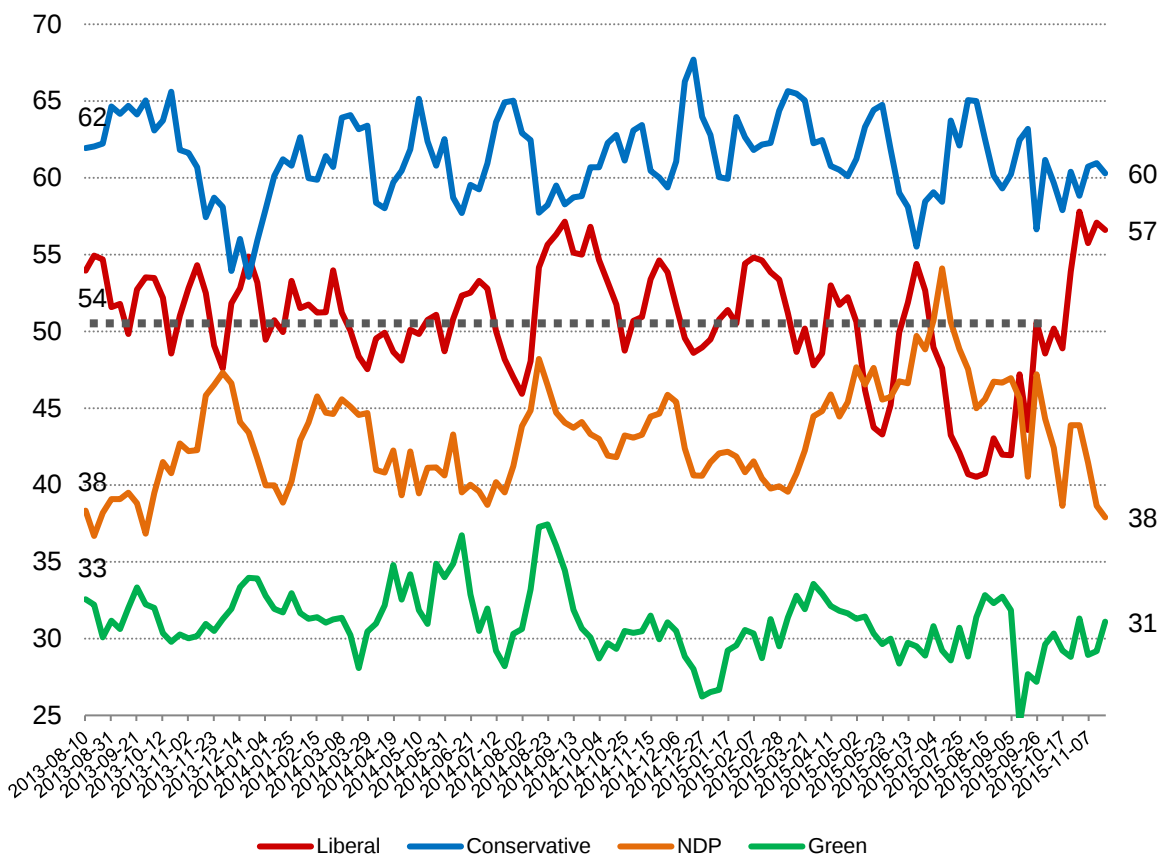
PRAIRIES NANOS PARTY POWER INDEX

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 (Ending November 20th, 2015, n=201)



BRITISH COLUMBIA NANOS 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.

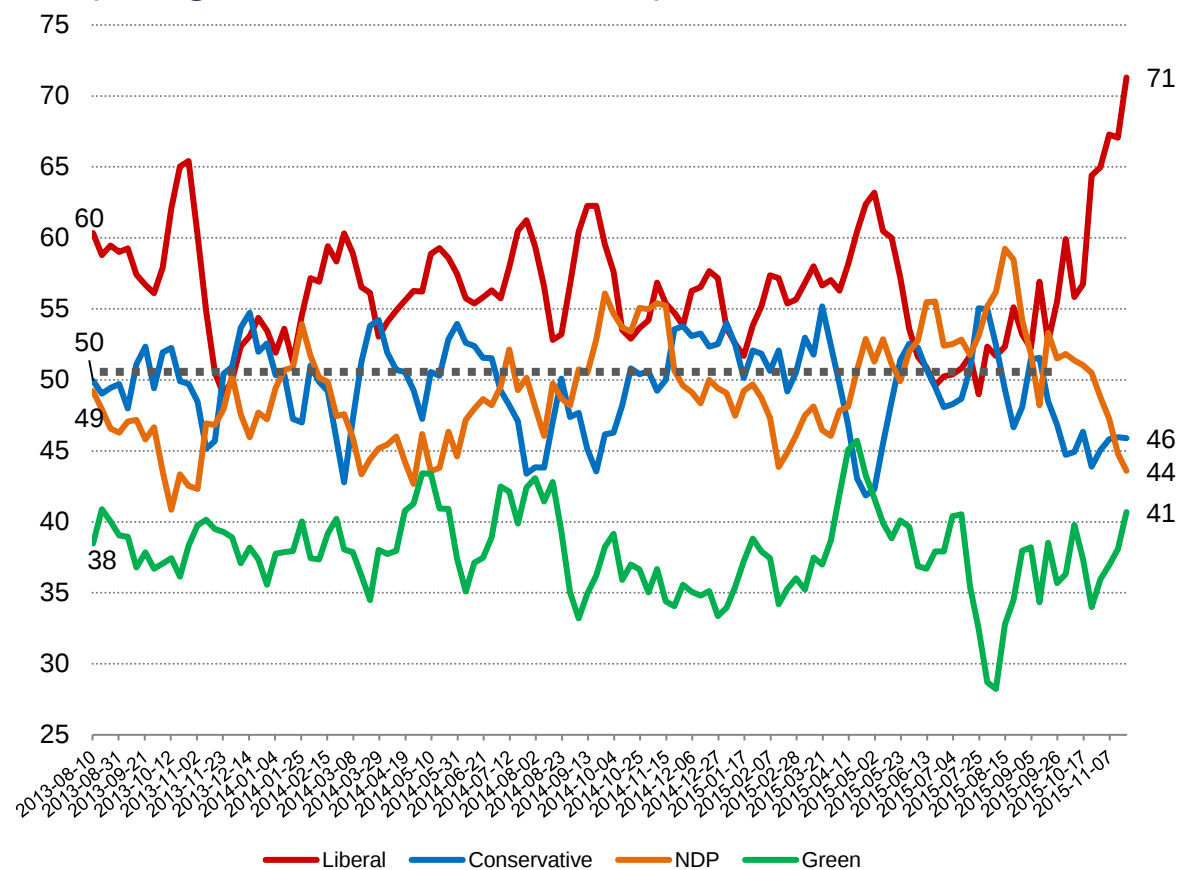
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British Columbia Weekly Index Tracking Scores (Ending November 20th, 2015, n=152)





National Vote Considerations Tracking

Consider Liberal



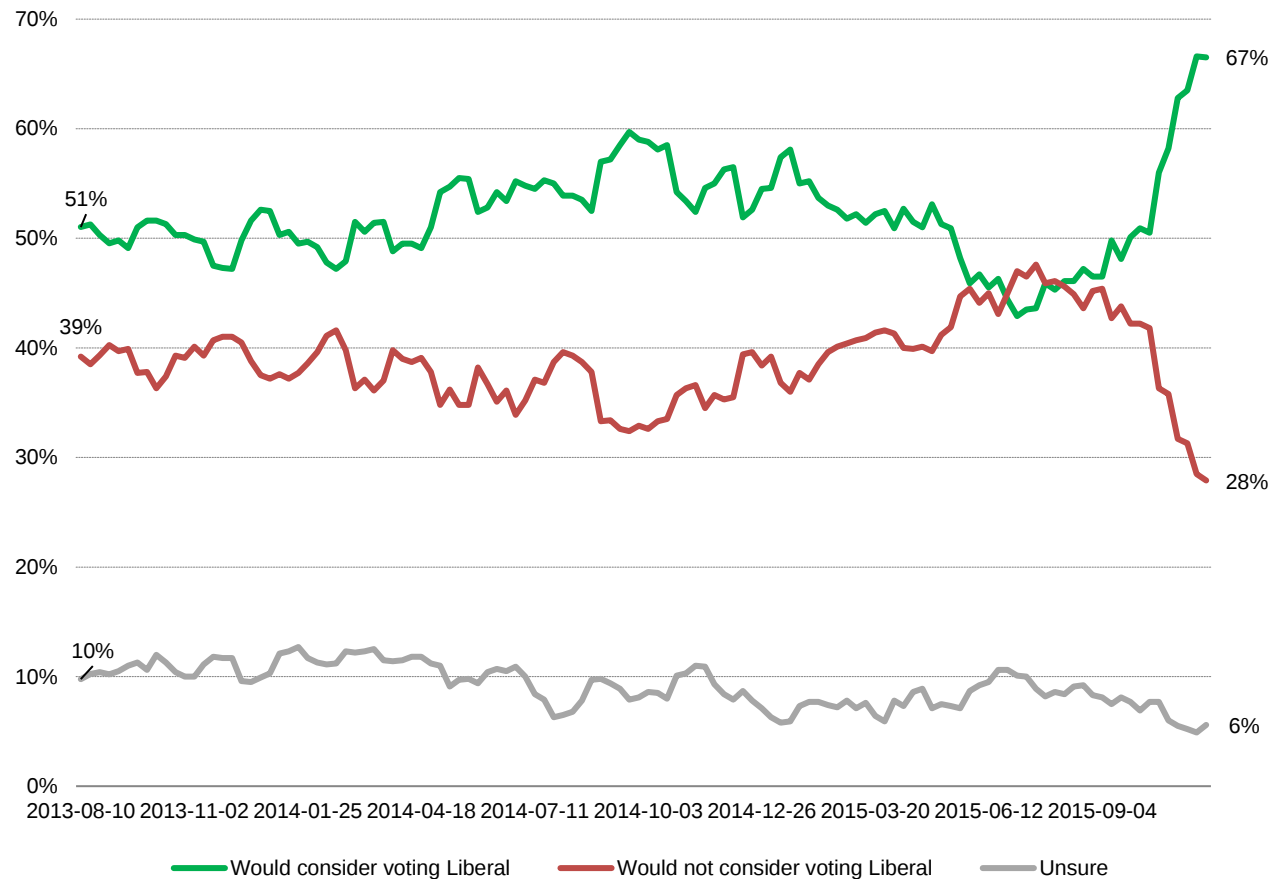
Liberal

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 (Ending November 20th, 2015, n=1,000)



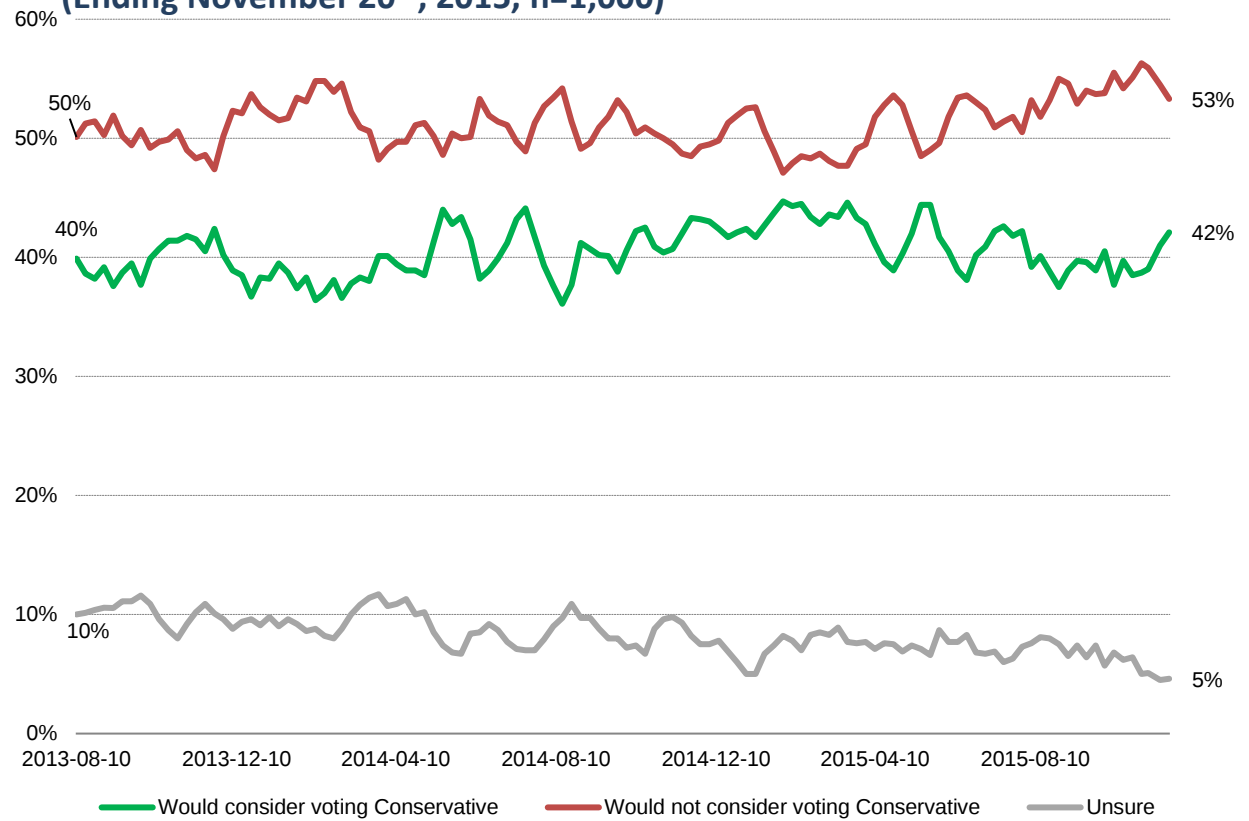
Consider Conservative



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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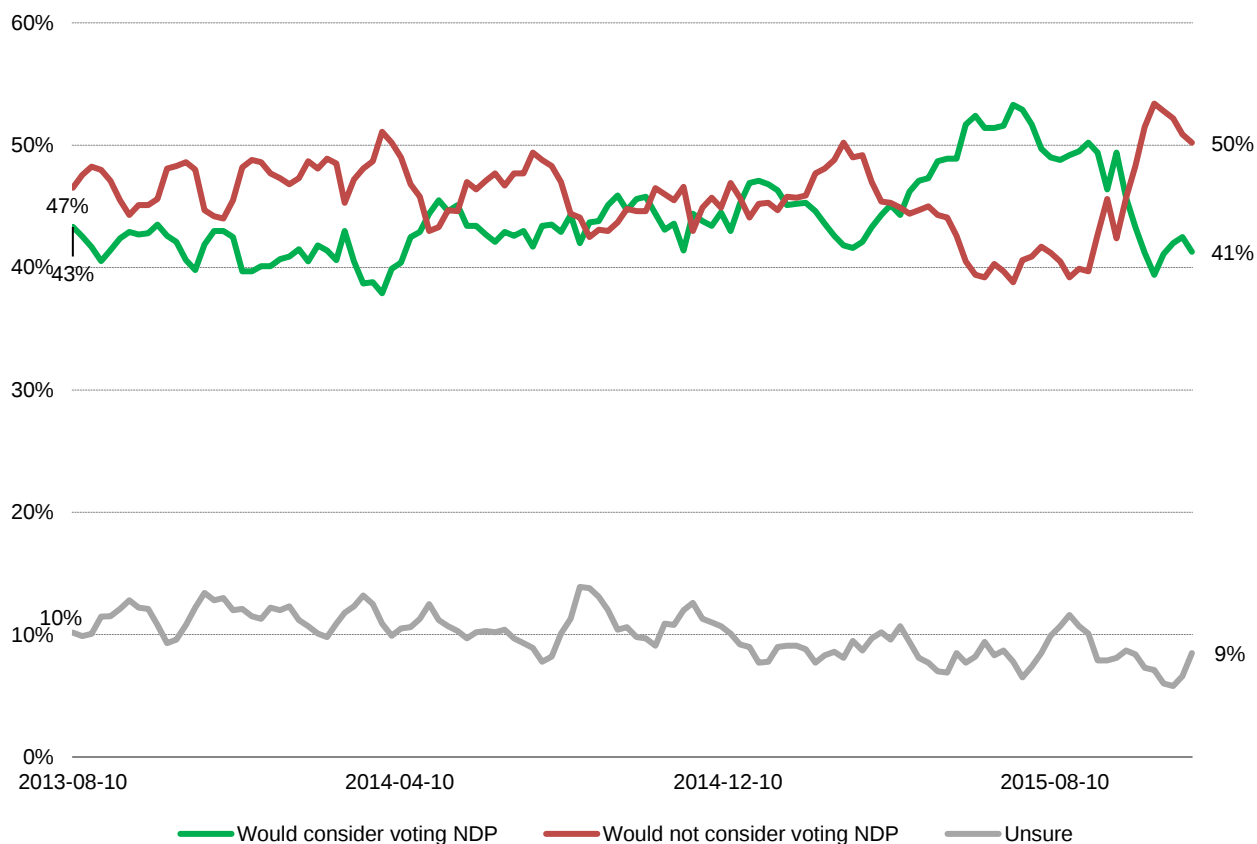
Consider NDP



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 (Ending November 20th, 2015, n=1,000)



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

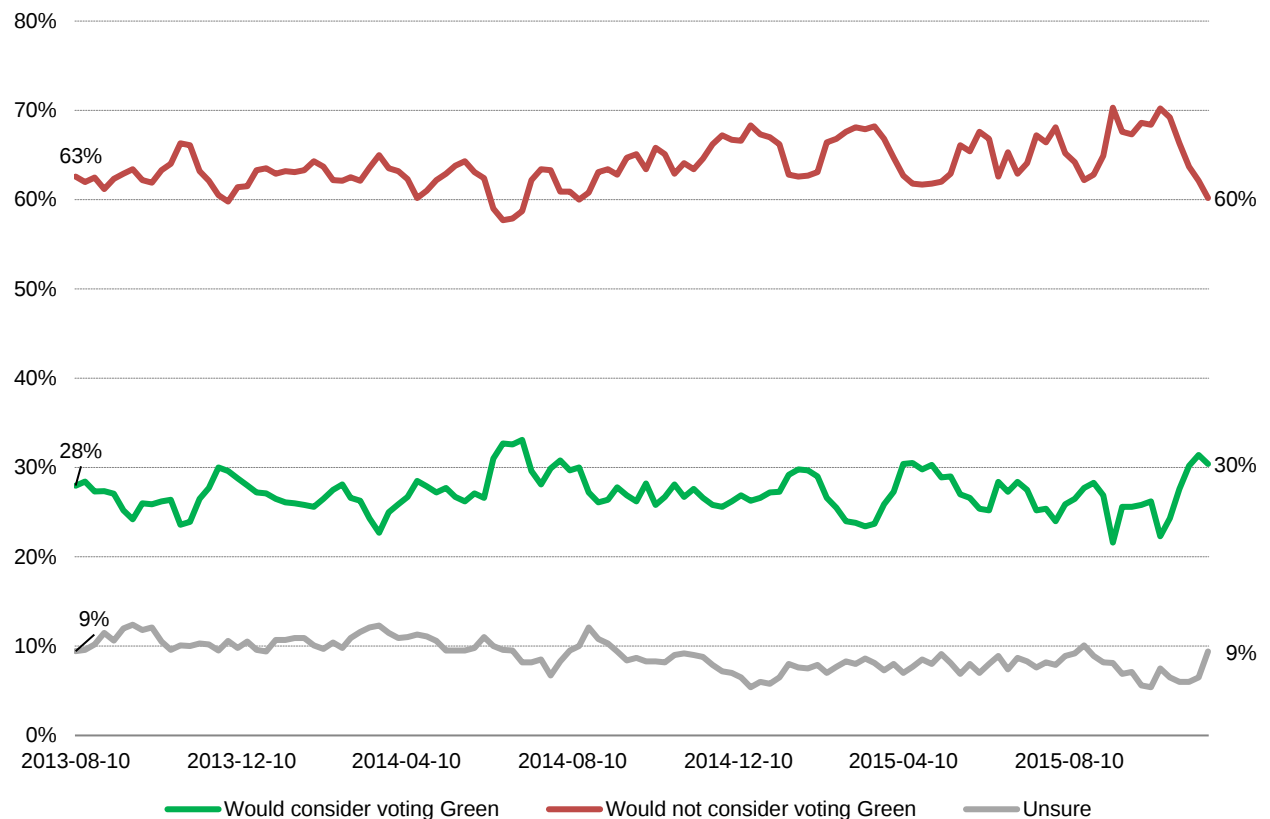
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National – Weekly Tracking (Ending November 20th, 2015, n=1,000)



Consider Bloc

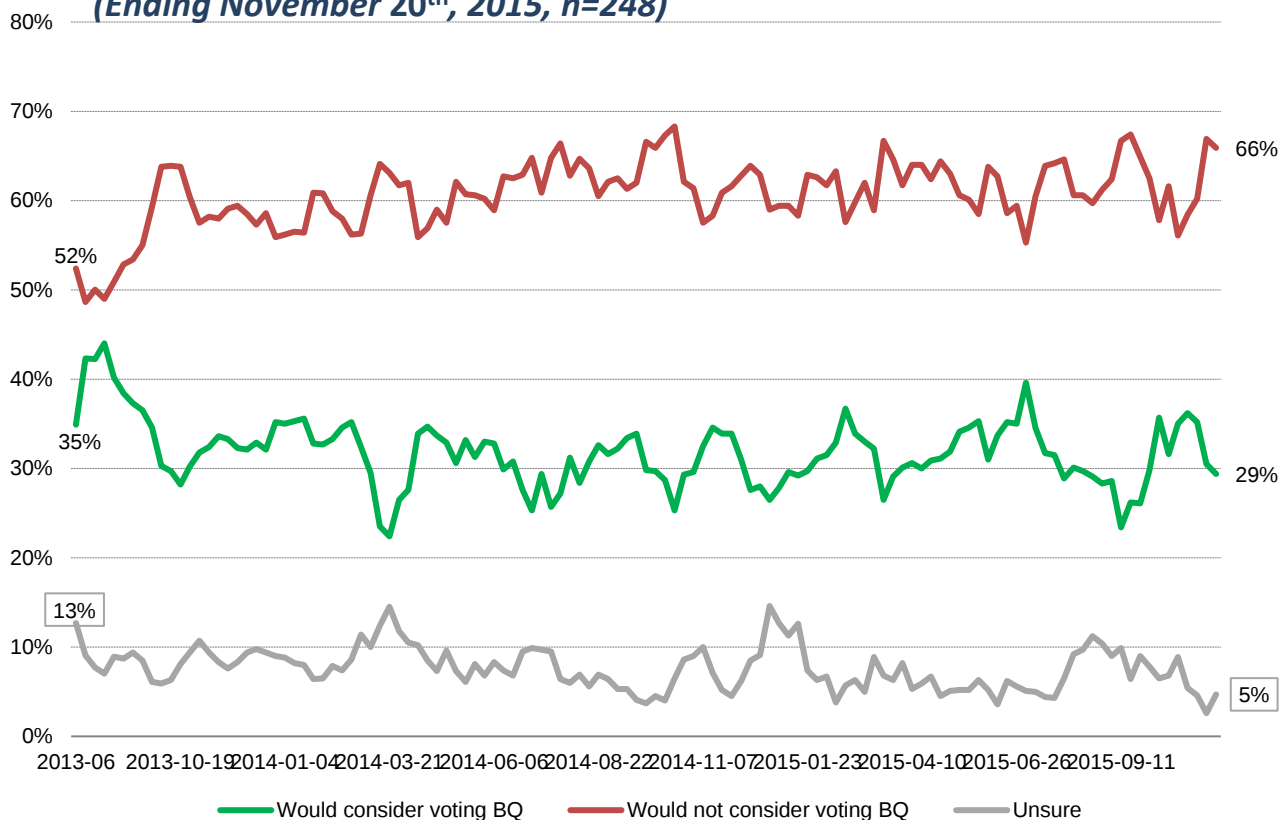


Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
(Ending November 20th, 2015, n=248)





Methodology

Survey Methodology

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 a dual frame (land + cell-lines) random telephone interviews with 1,000 Canadians 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.

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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Technical Note

Element	Description
Organization who commissioned the research	Nanos Research
Sample Size	1,000 randomly selected individuals; four week-rolling average of 250 interviews per week. The interviews are compiled into a four week rolling average of 1,000 interviews, where each day the oldest group of 250 interviews is dropped and a new group of 250 interviews is added.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	Tracking; RDD dual frame (land- and cell-lines) random telephone survey.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 9:00 pm.
Field Dates	October 18 th to November 20 th , 2015
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2011) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2011) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	Nine percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was part of a weekly tracking survey. The preceding module included questions about national issues of concern and ballot preferences and economic confidence.
Question Wording	The wording of questions is as presented in the report with a randomization of the political leaders for the question involving leader qualities.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. 237 Email: nnanos@nanosresearch.com.

