

*Weekly Nanos Party Power Index Tracking
(period ending February 1st, 2014)
released February 5th, 2014*

Weekly Nanos Party Power Index



Liberal Brand scores higher than others, Trudeau and Harper tied on Best PM Measure – Nanos Weekly (Released 02/05/2014)

Liberal brand strength federally scored higher than both the Conservatives and the NDP. The Liberals registered a score of 56 points out of 100, while the Conservatives and NDP each scored 50 points respectively. The Green Party brand was at 32 points followed by the BQ at 25 points in the Nanos Party Power Index.

Harper and Trudeau remain very close on the best PM measure with both at 29 percent followed by 19 percent of Canadians who thought Mulcair would make the best Prime Minister.

The Liberals continue to have a higher level of potential party supporters. Forty nine percent of Canadians said they would consider voting Liberal while 40 percent of Canadians said they would not consider voting Liberal and the rest were unsure. While one of two Canadians (49 percent) said they would consider voting Liberal, 41% said they would consider voting NDP and 38 percent said they would consider voting for the Conservatives.

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

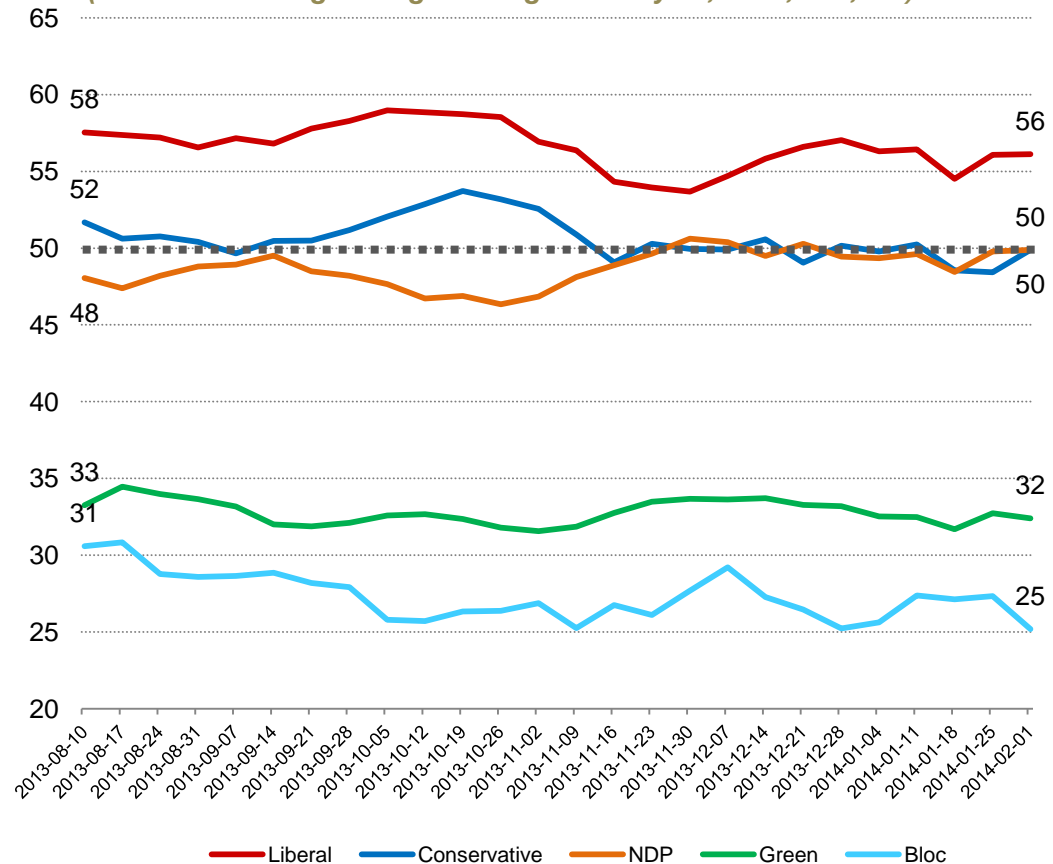
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Canada Weekly Index Tracking Scores

(Four week rolling average ending February 1st, 2014, n=1,000)





Party Power Index Tracking by Region

Party Power Index



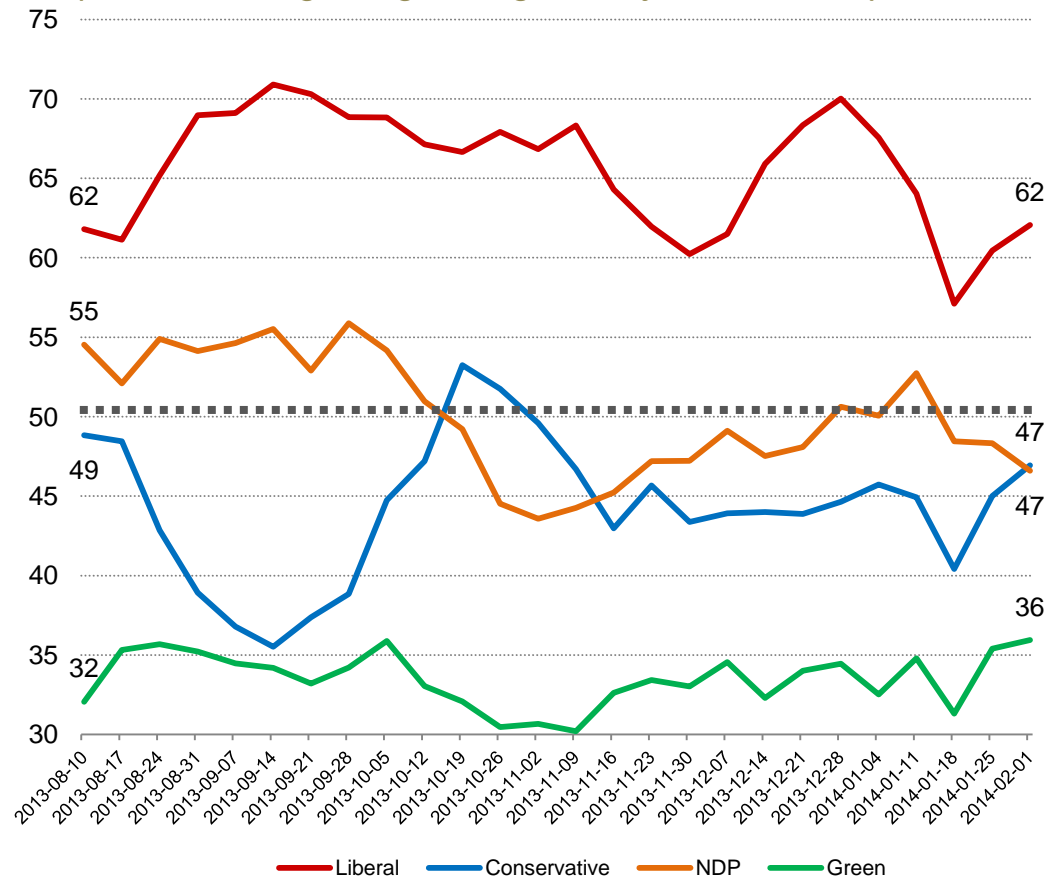
The Nanos Party Power Index Tracking for the Atlantic is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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



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Atlantic Weekly Index Tracking Scores (Four week rolling average ending February 1st, 2014, n=100)



Party Power Index



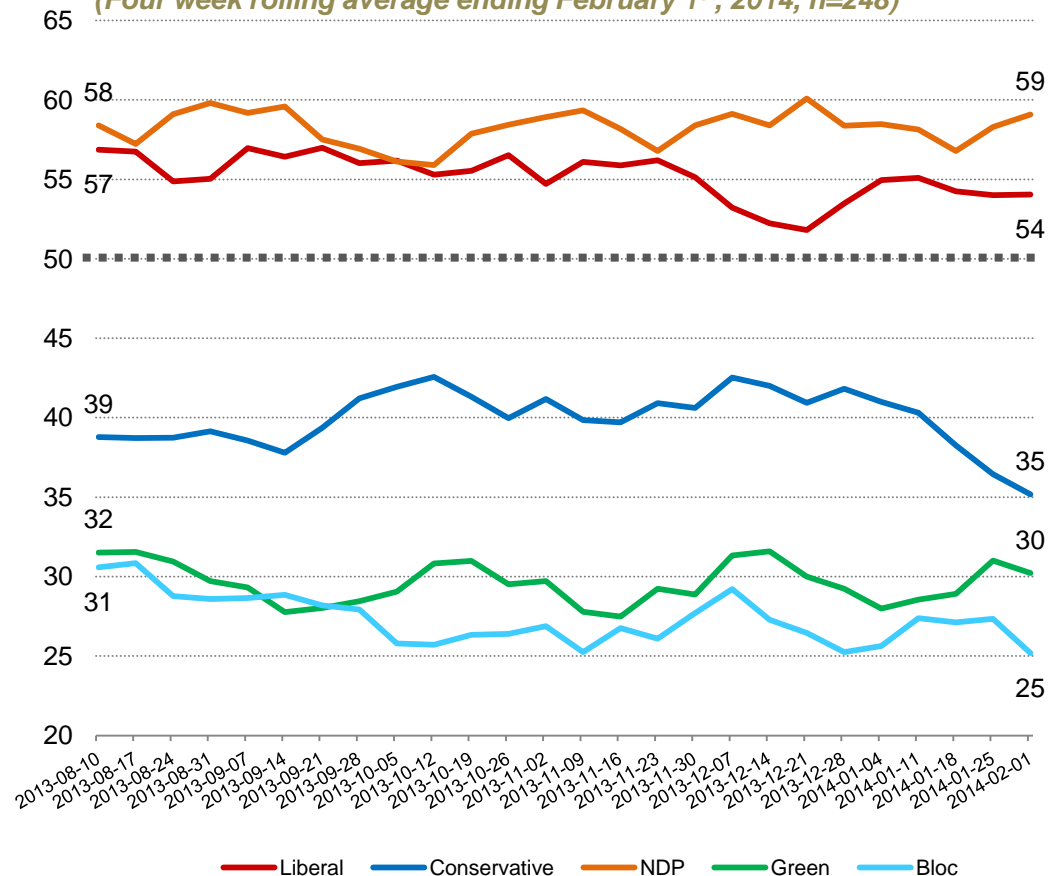
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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



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Quebec Weekly Index Tracking Scores
(Four week rolling average ending February 1st, 2014, n=248)



Party Power Index



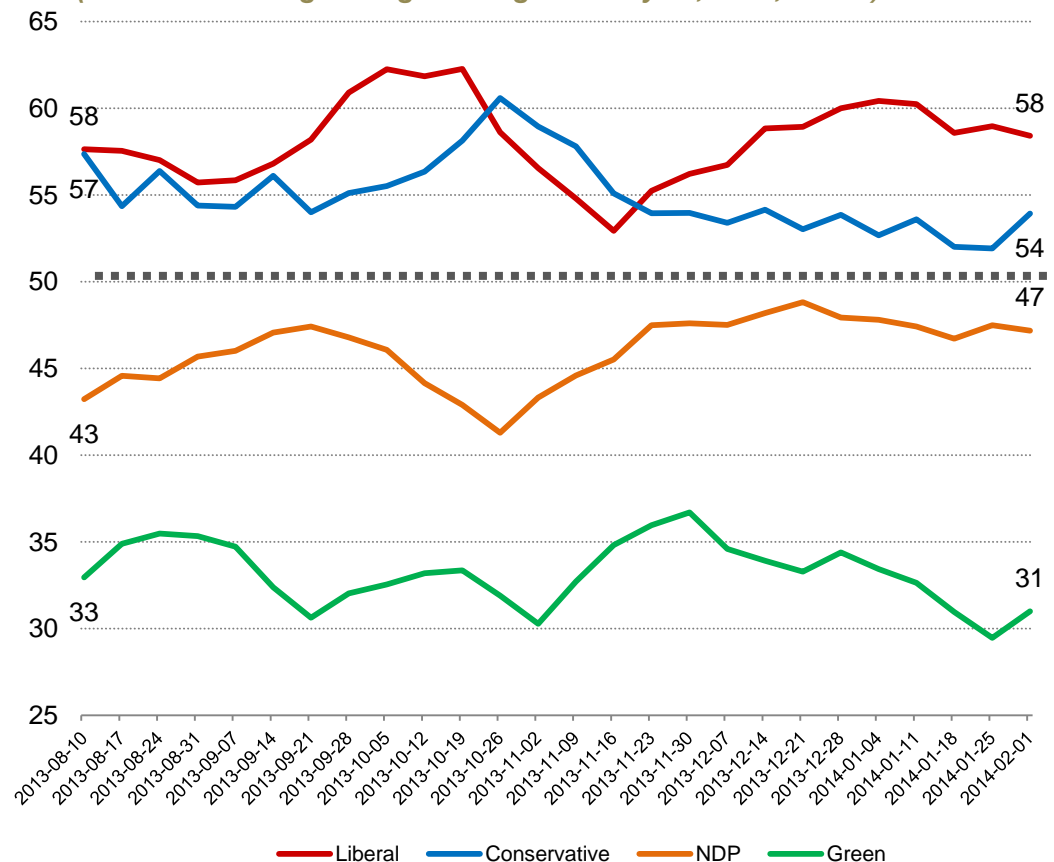
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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



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Ontario Weekly Index Tracking Scores (Four week rolling average ending February 1st, 2014, n=300)



Party Power Index



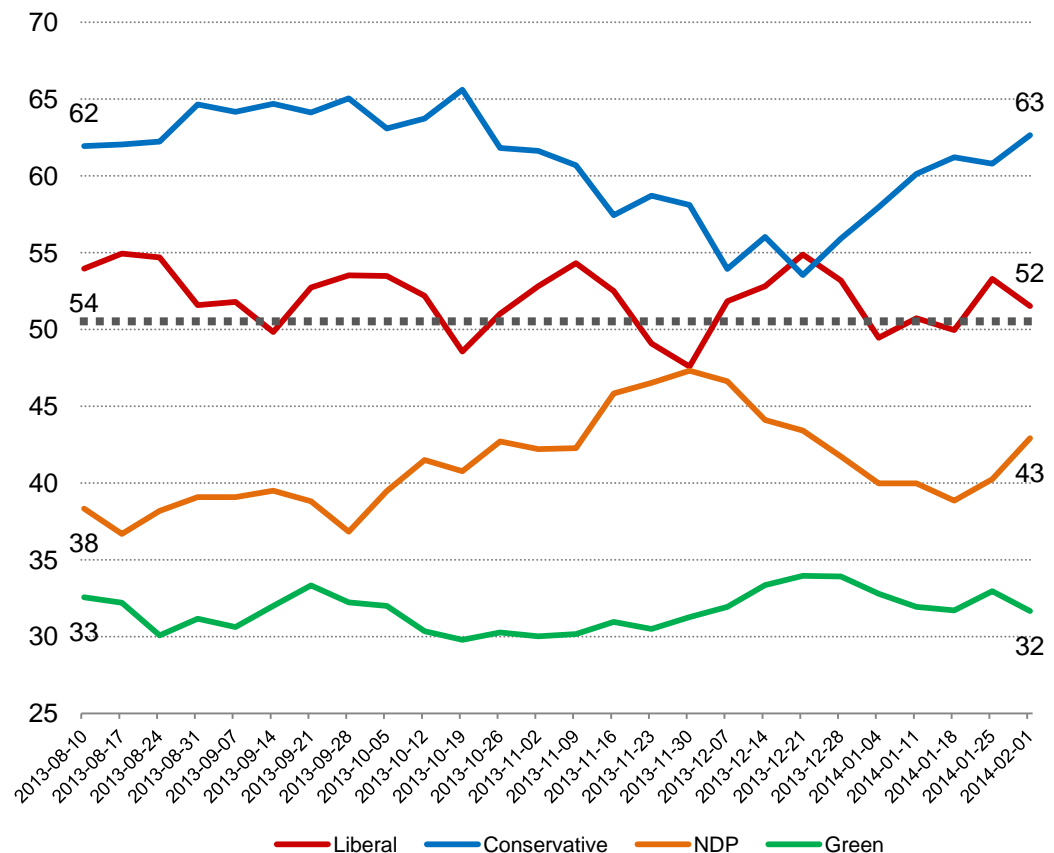
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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 February 1st, 2014, n=200)



Party Power Index



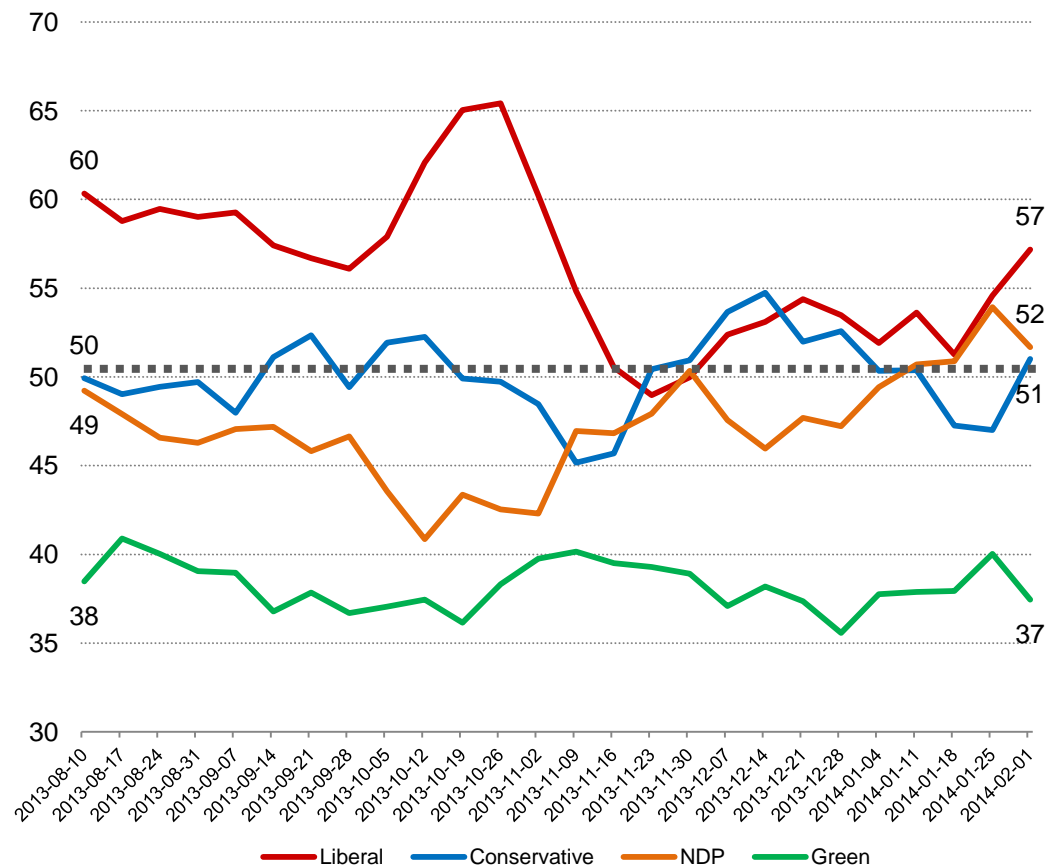
The Nanos Party Power Index Tracking for BC is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins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

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 February 1st, 2014, n=152)





Party Power Index Tracking by Age

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

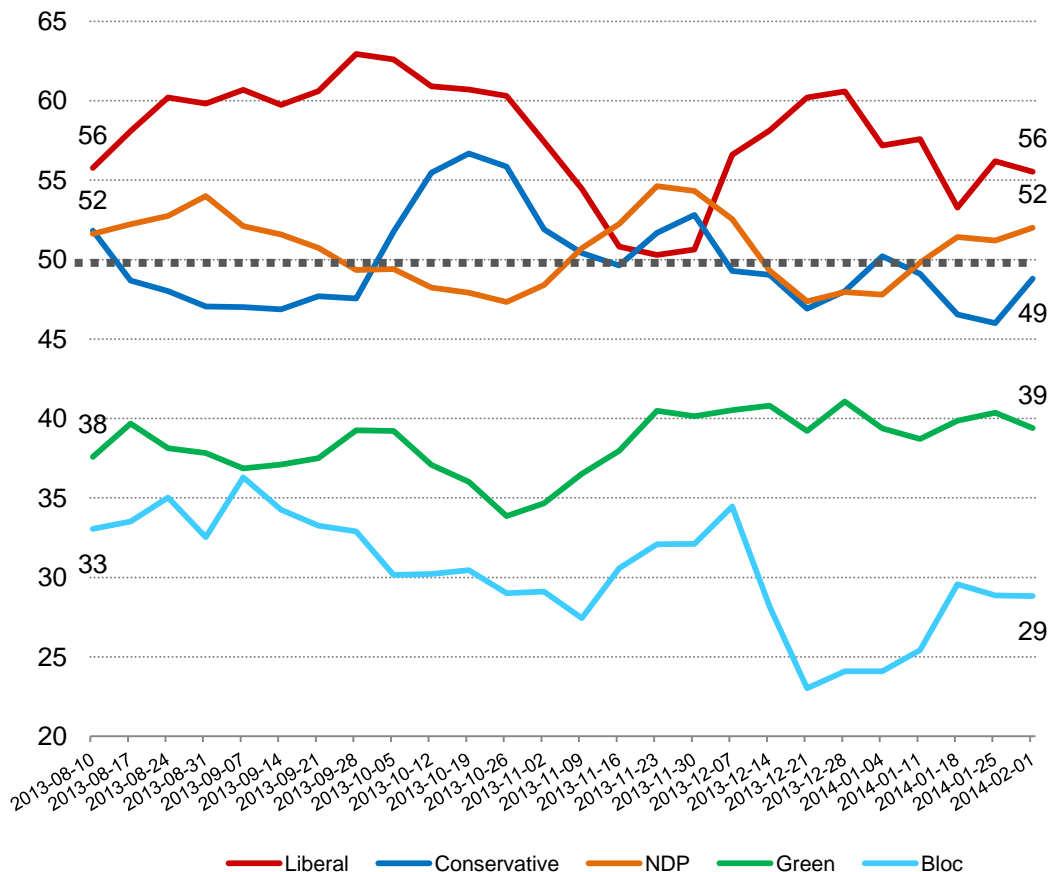
Washington DC: (202) 697-9924

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18 to 29 Weekly Index Tracking Scores
(Four week rolling average ending February 1st, 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

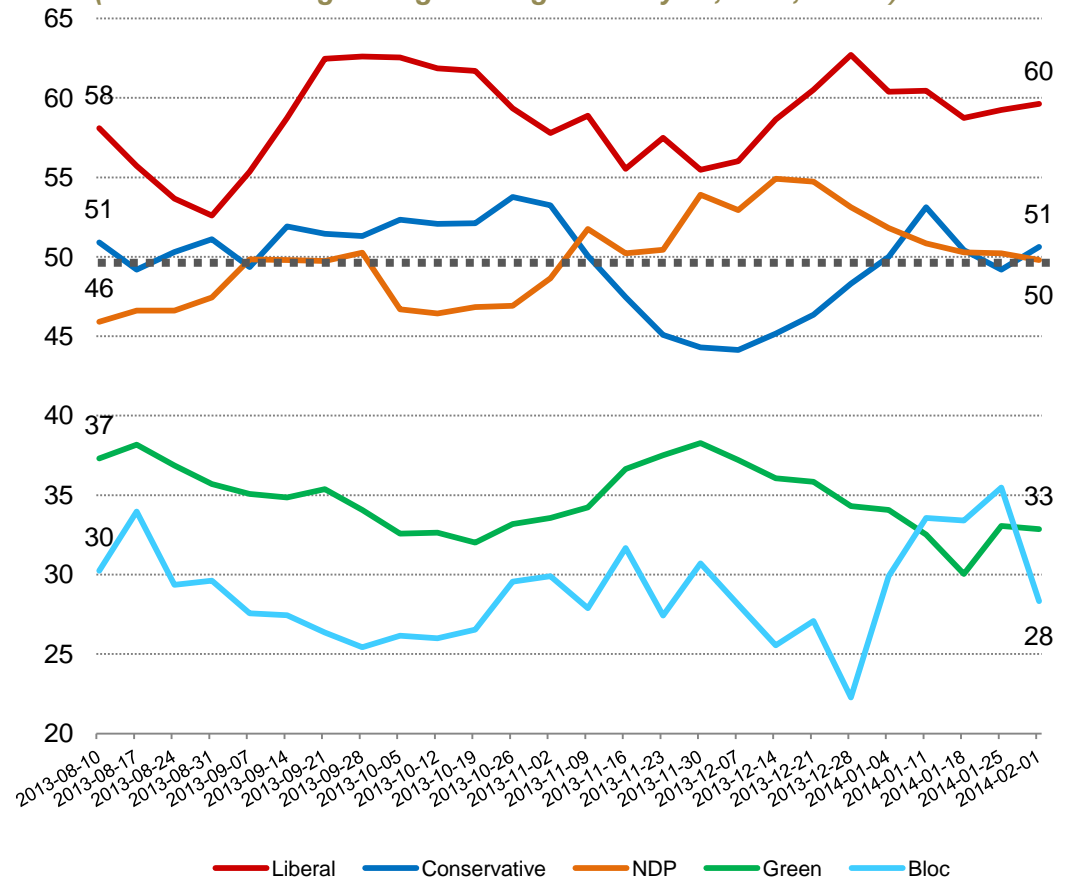
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30 to 39 Weekly Index Tracking Scores

(Four week rolling average ending February 1st, 2014, n=169)



Party Power Index



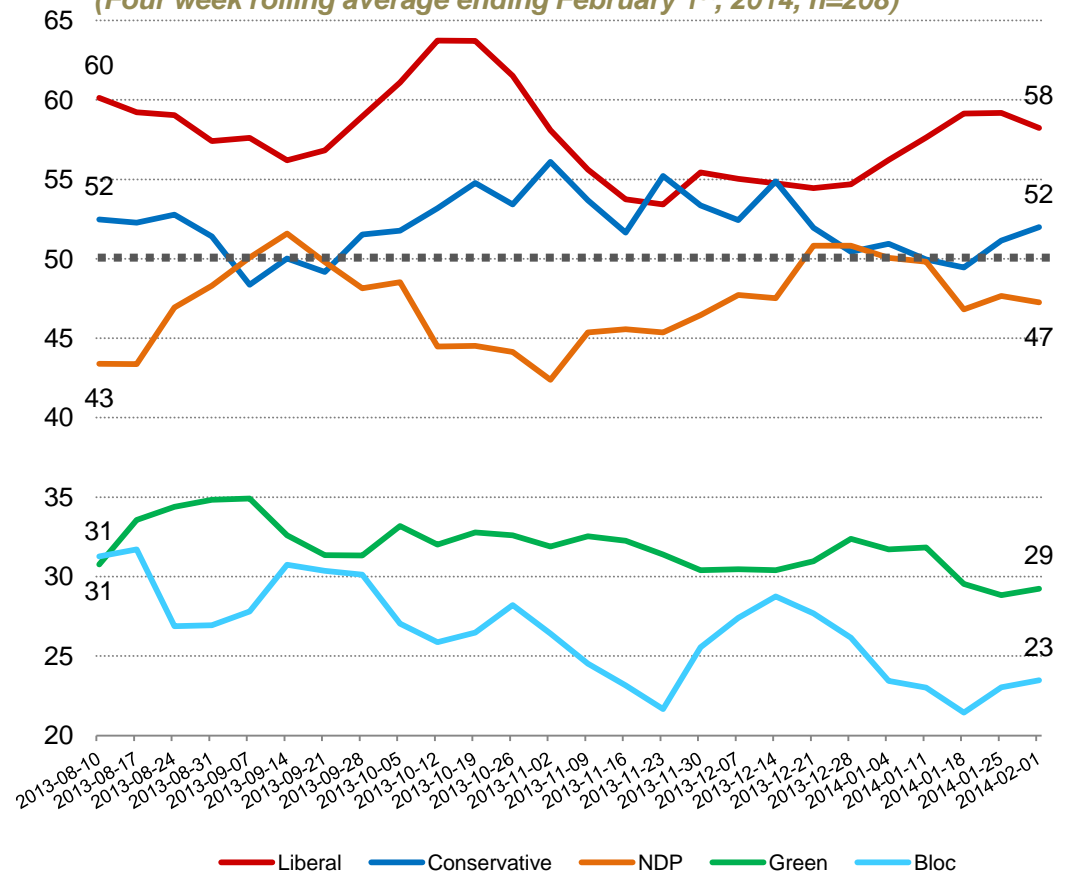
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

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



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40 to 49 Weekly Index Tracking Scores (Four week rolling average ending February 1st, 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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Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

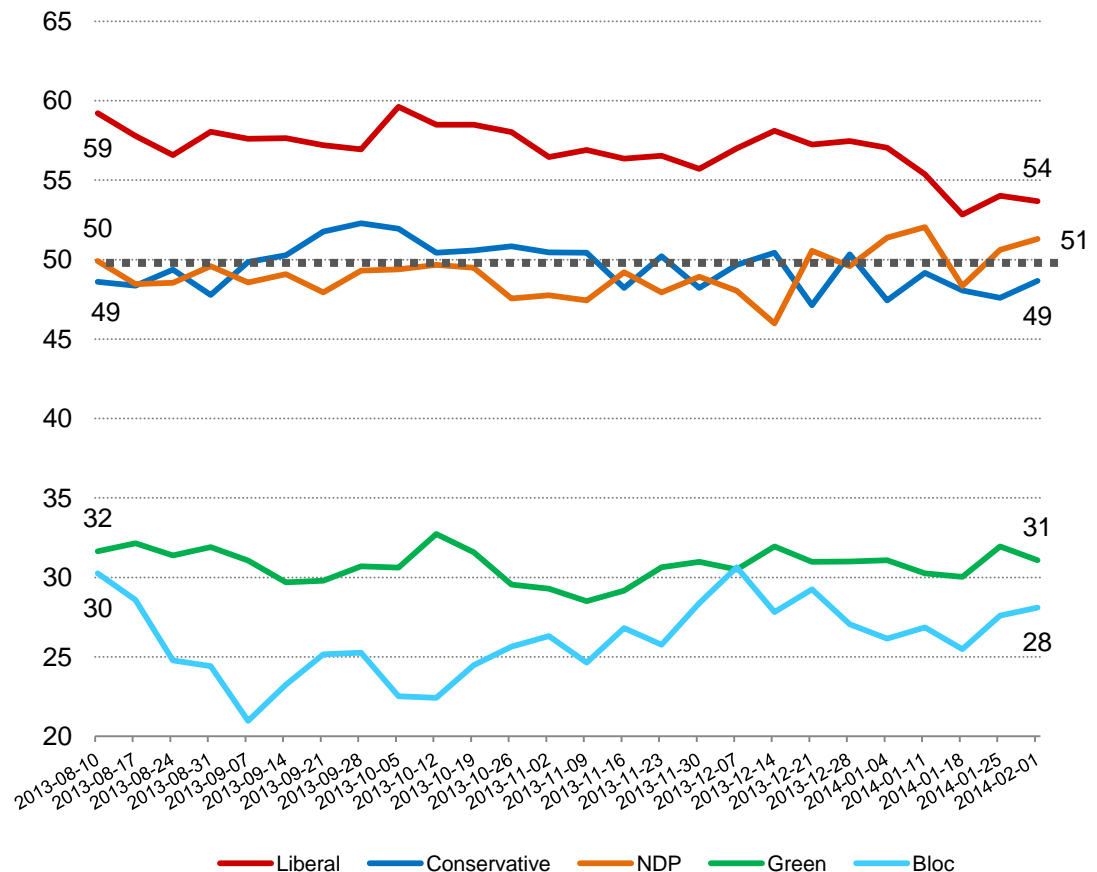
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50 to 59 Weekly Index Tracking Scores

(Four week rolling average ending February 1st, 2014, n=178)



Party Power Index



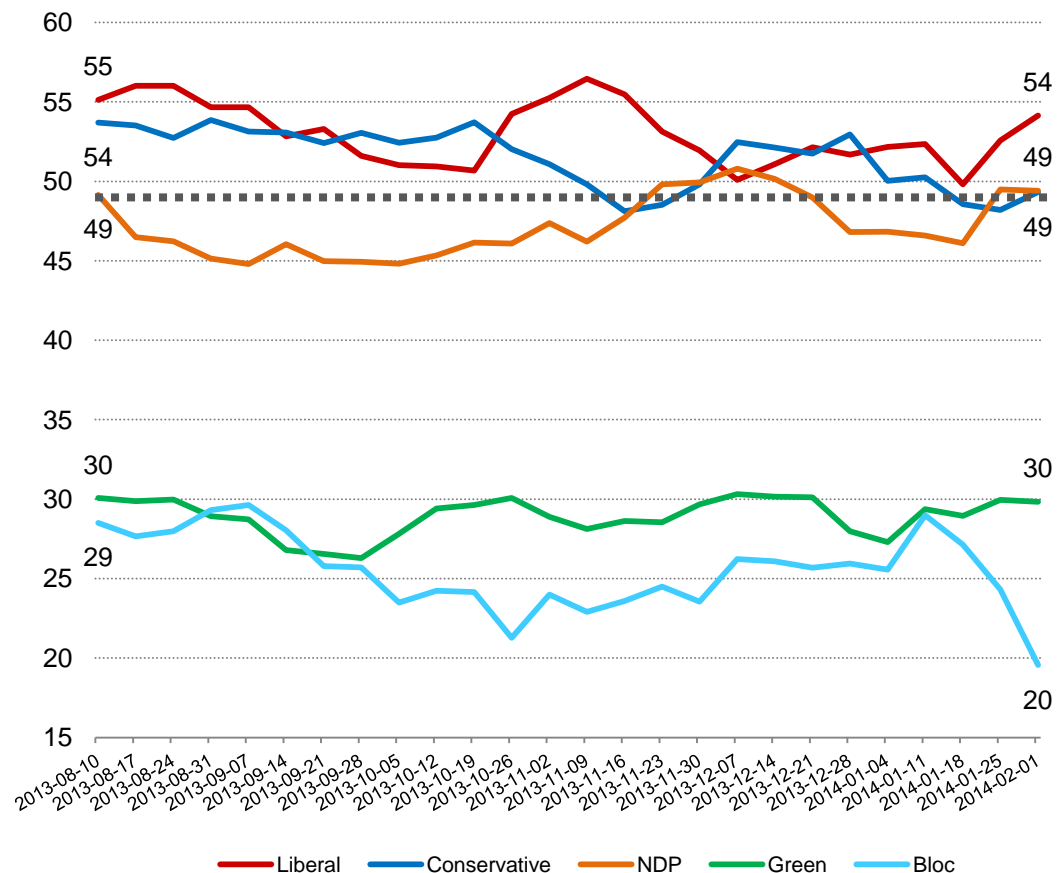
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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 February 1st, 2014, n=239)





Party Power Index Tracking by Gender

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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Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

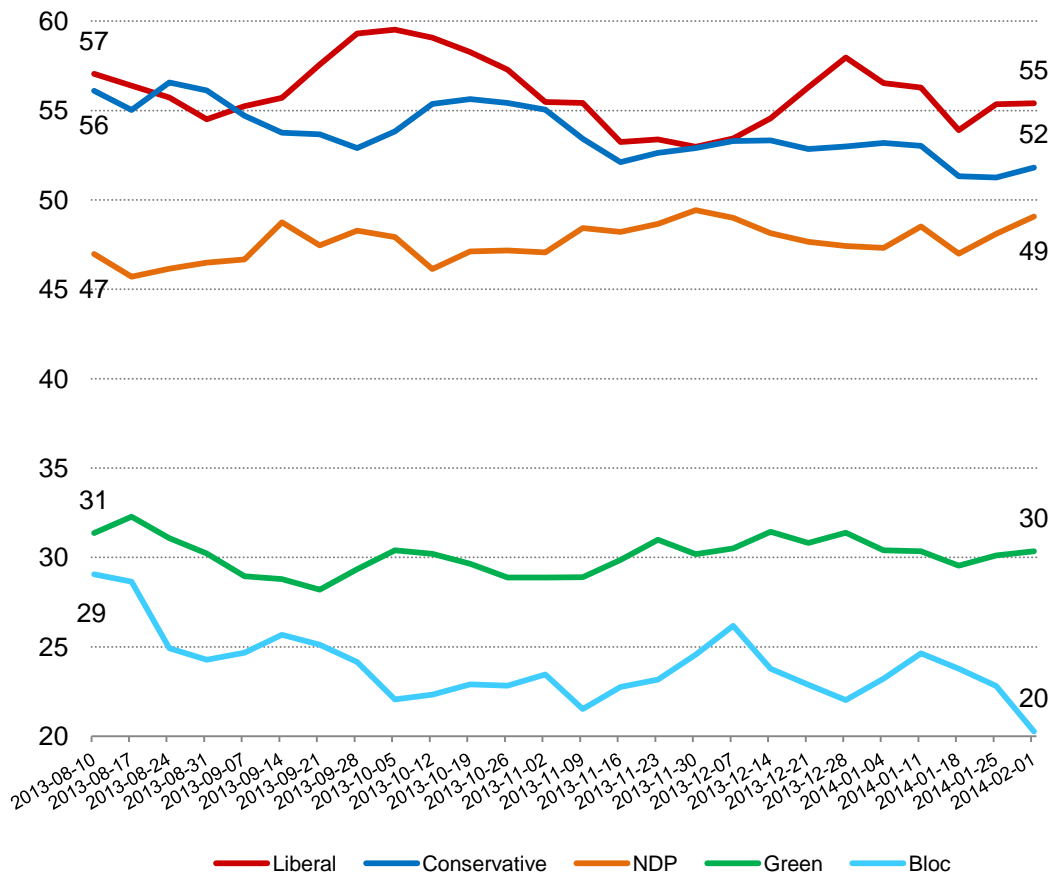
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Male Weekly Index Tracking Scores

(Four week rolling average ending February 1st, 2014, n=486)



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

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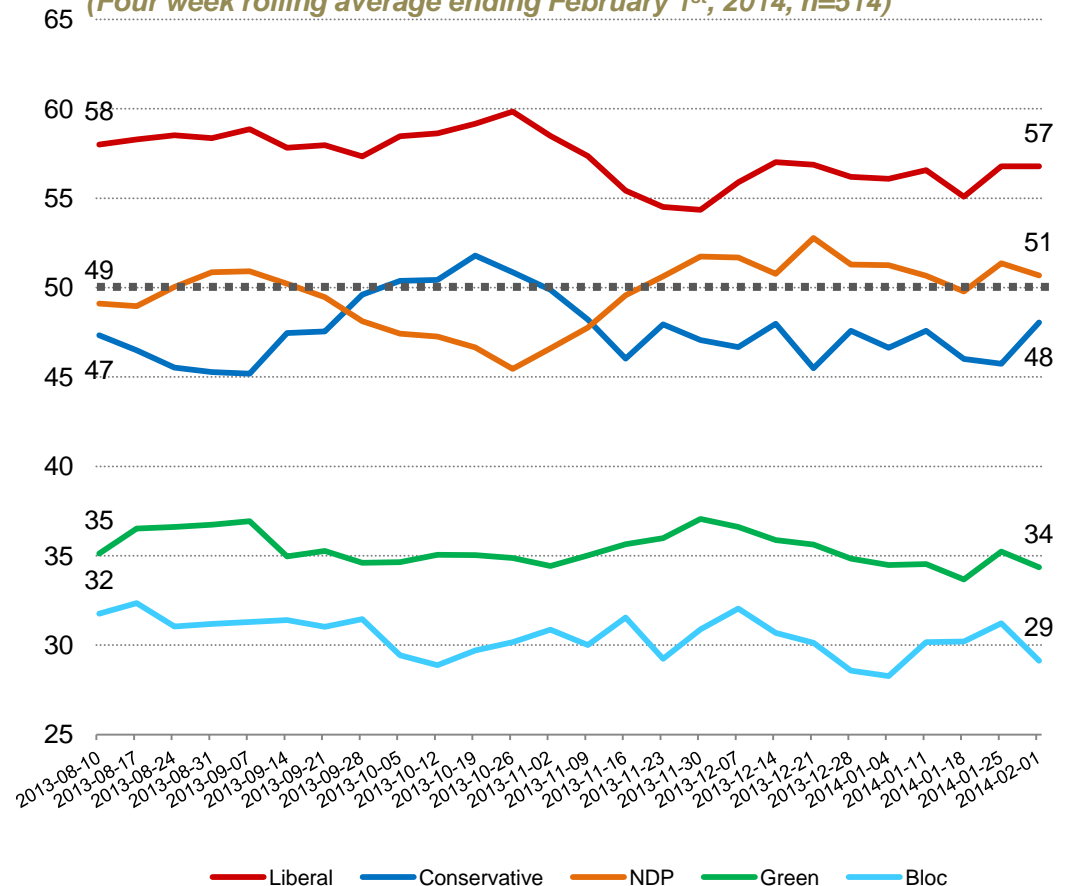
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Female Weekly Index Tracking Scores

(Four week rolling average ending February 1st, 2014, n=514)





National Vote Considerations Tracking

Consider Conservative NANOS

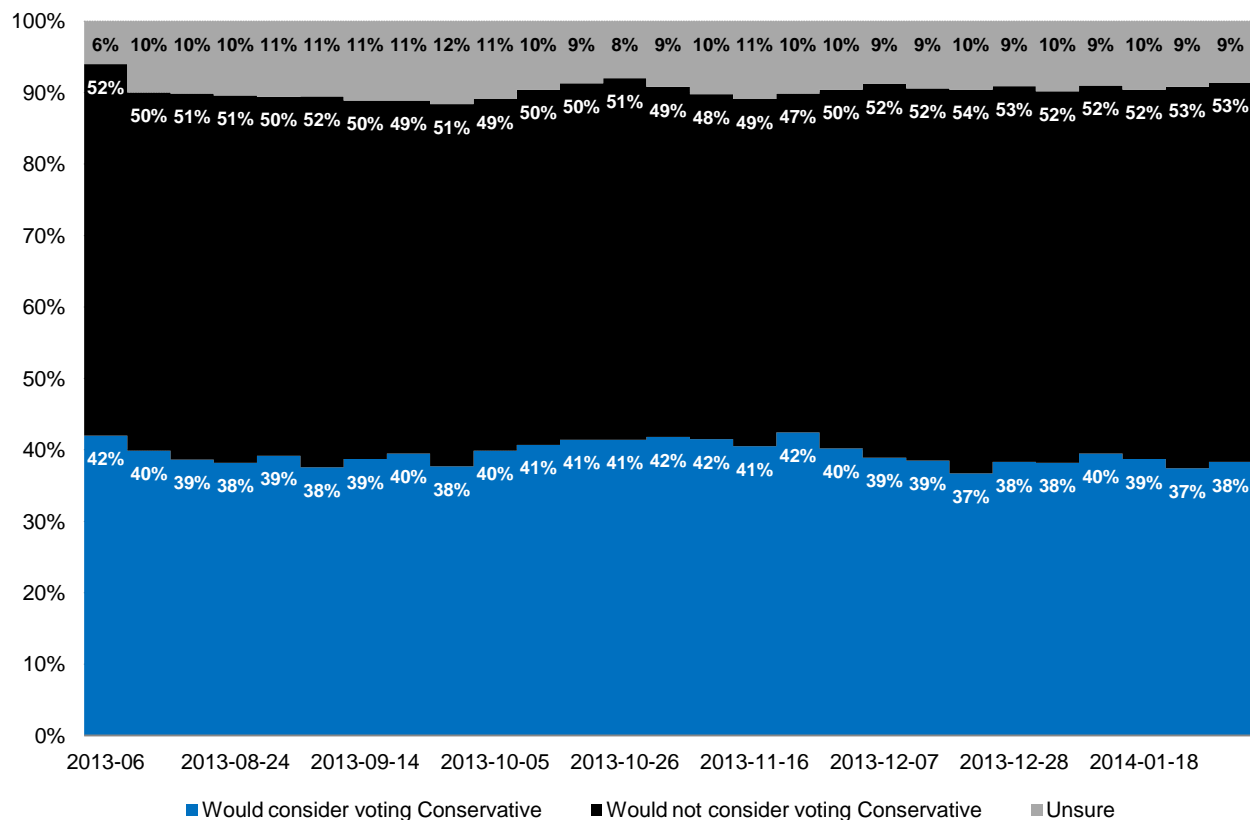
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

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



Consider NDP



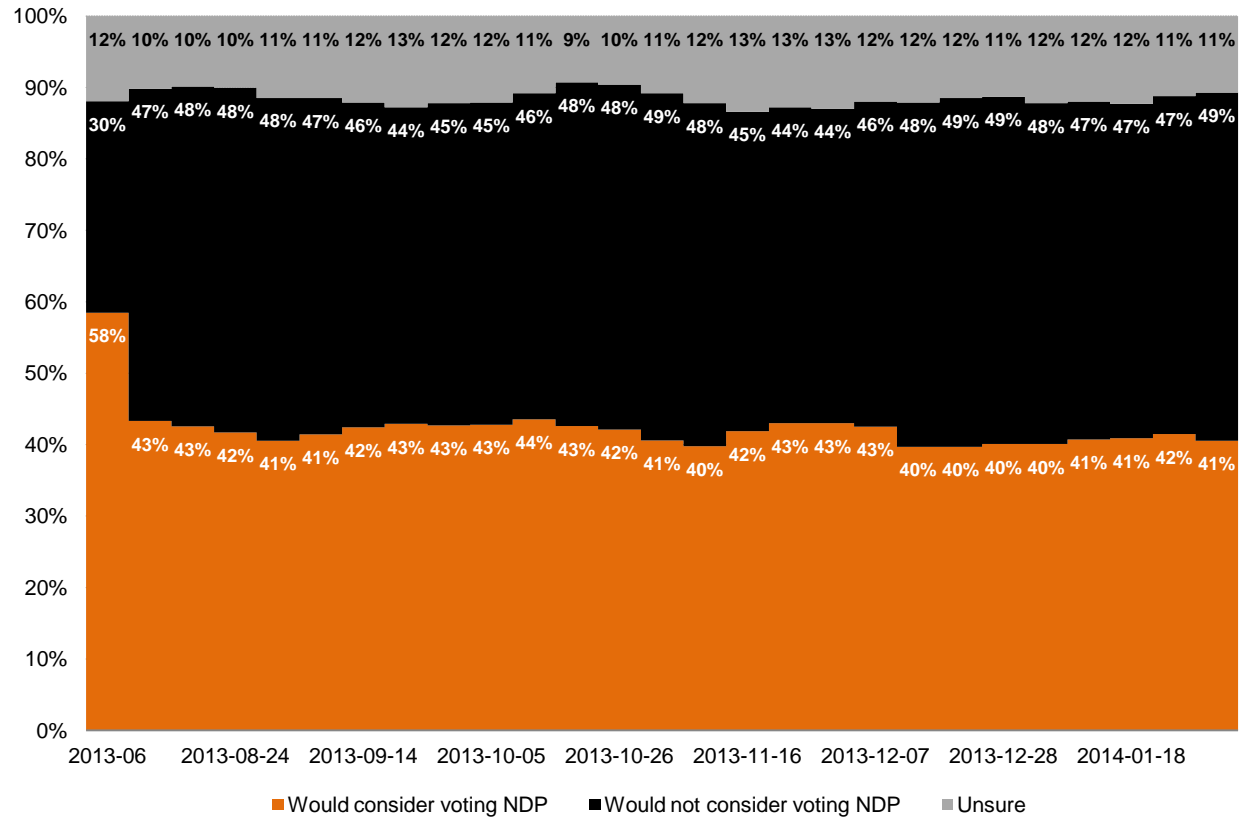
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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



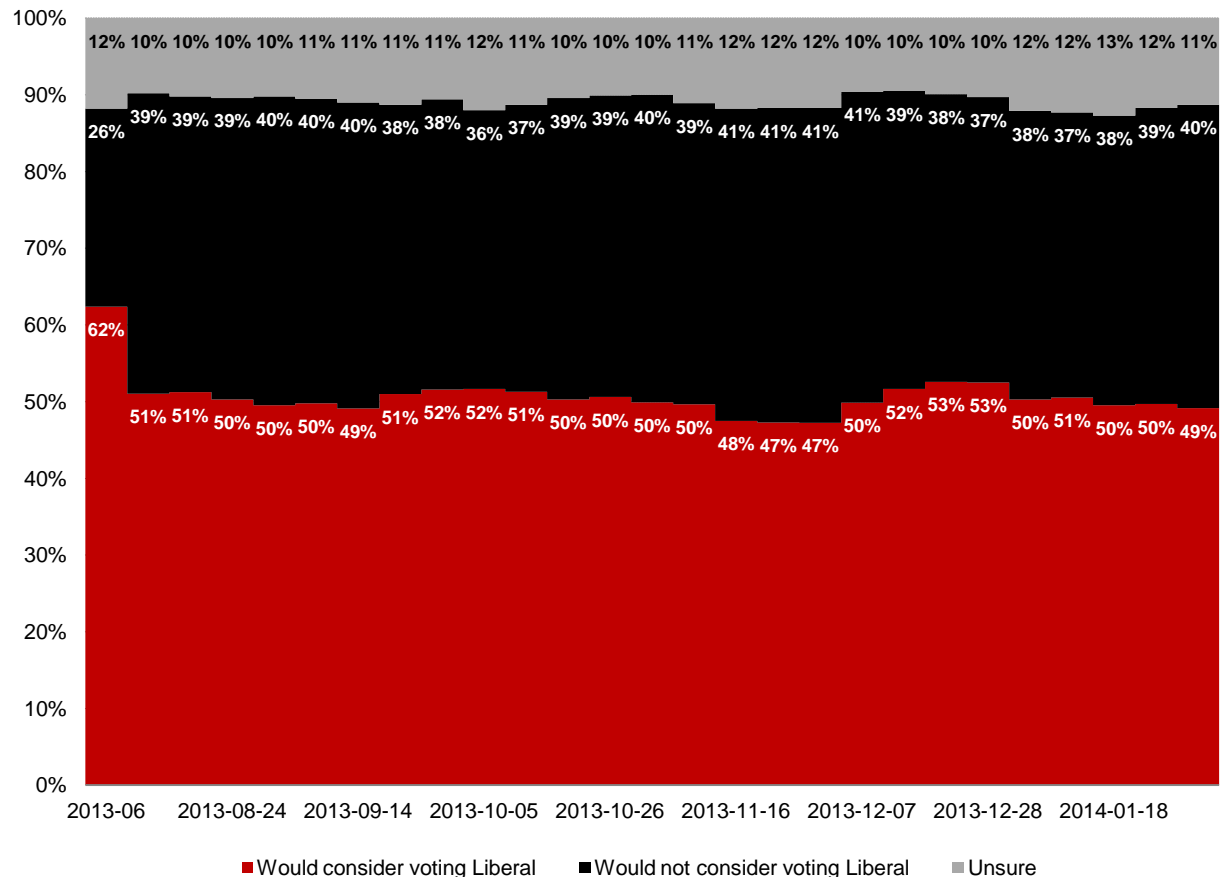
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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



Consider Bloc



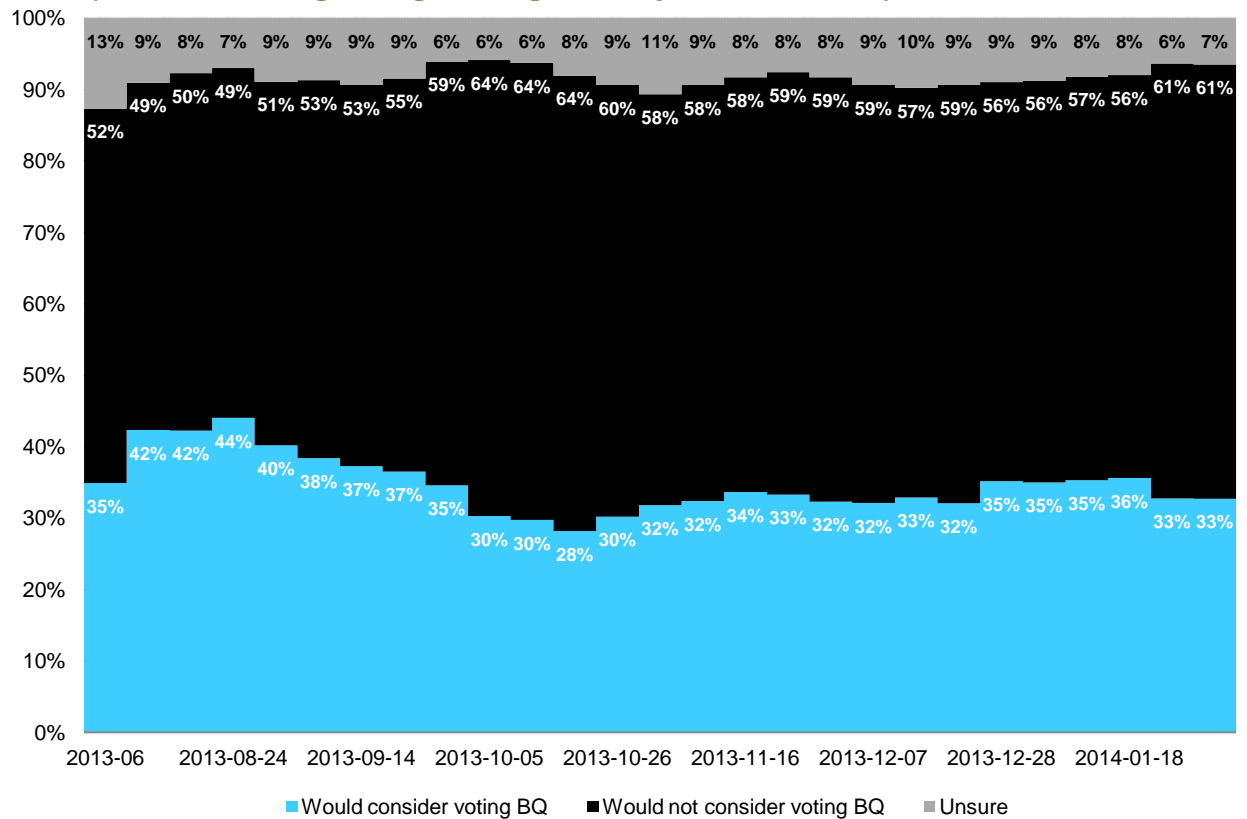
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Washington DC: (202) 697-9924
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Quebec only – Weekly Tracking
(Four week rolling average ending February 1st, 2014, n=248)



Consider Green



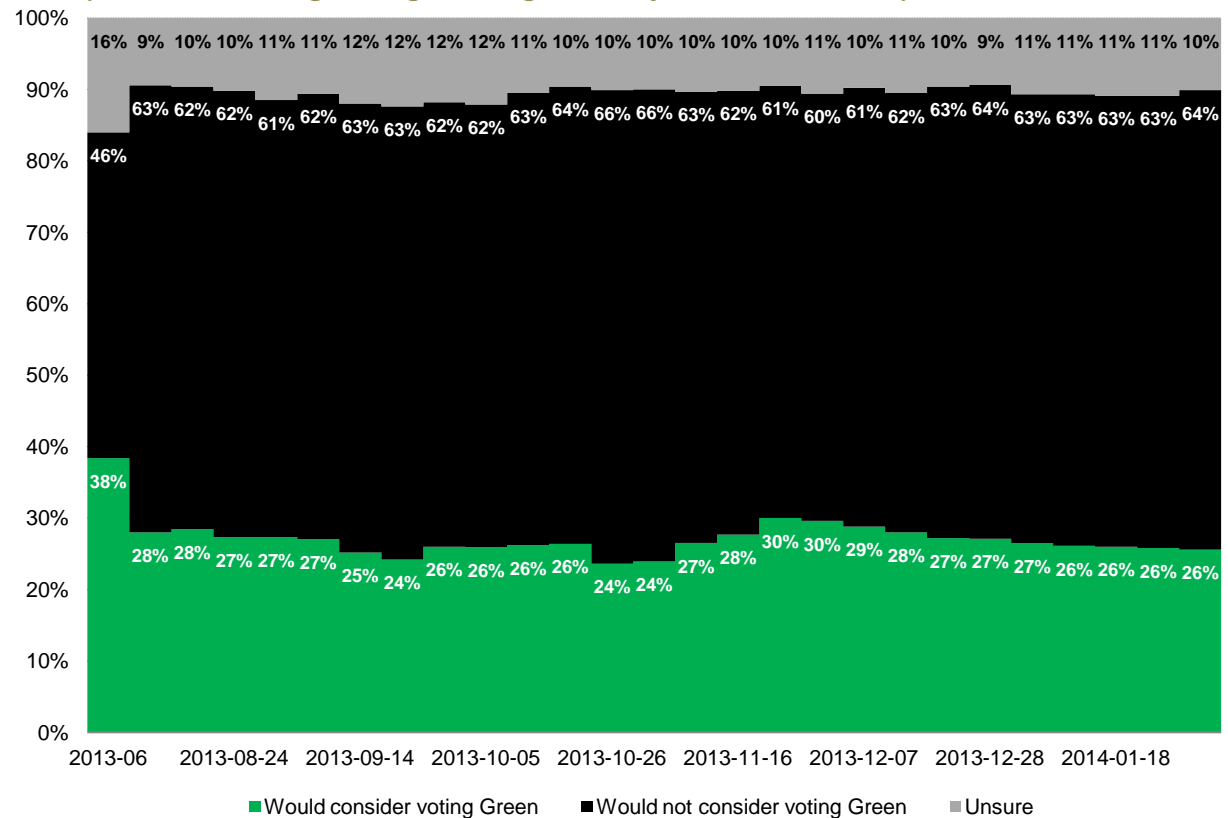
Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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





National Leadership Tracking

Prime Minister



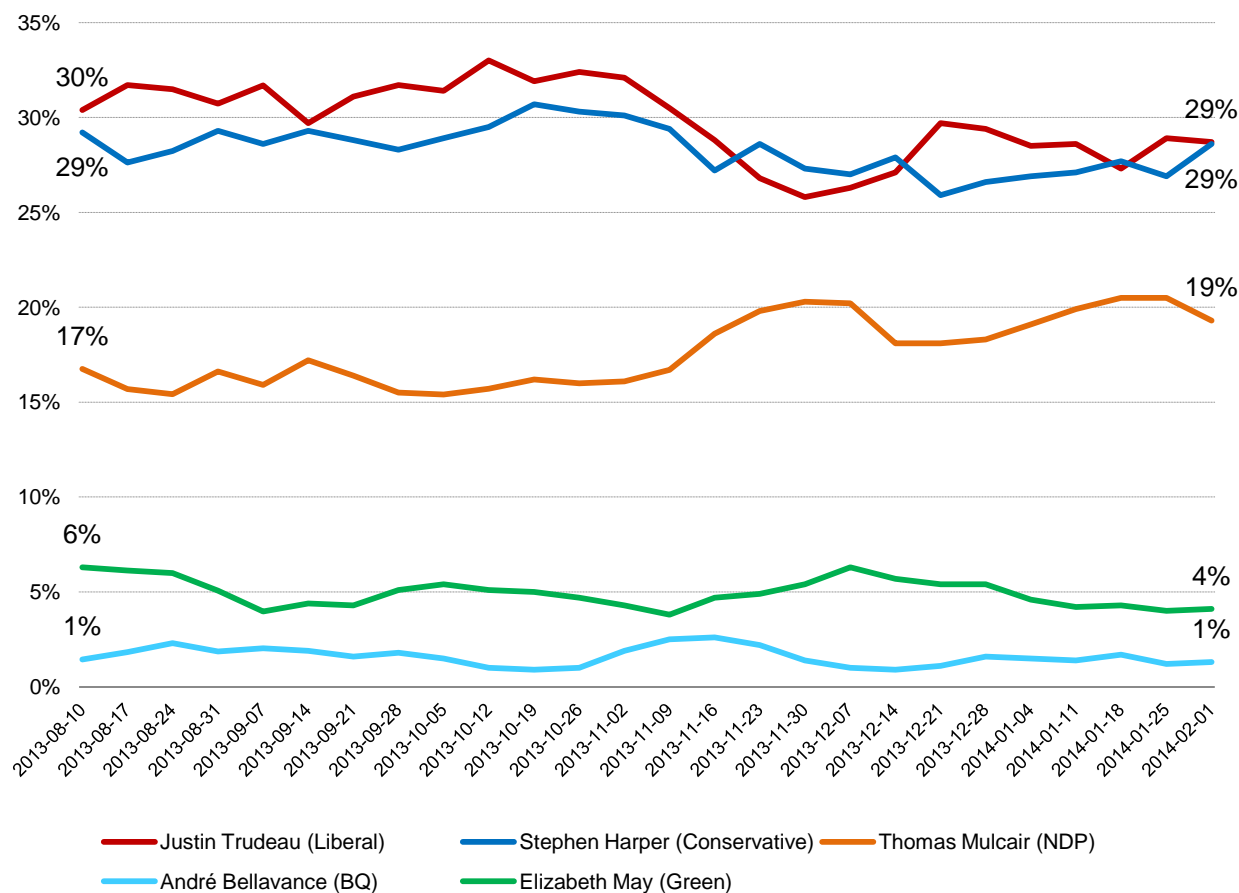
Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

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



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



Harper



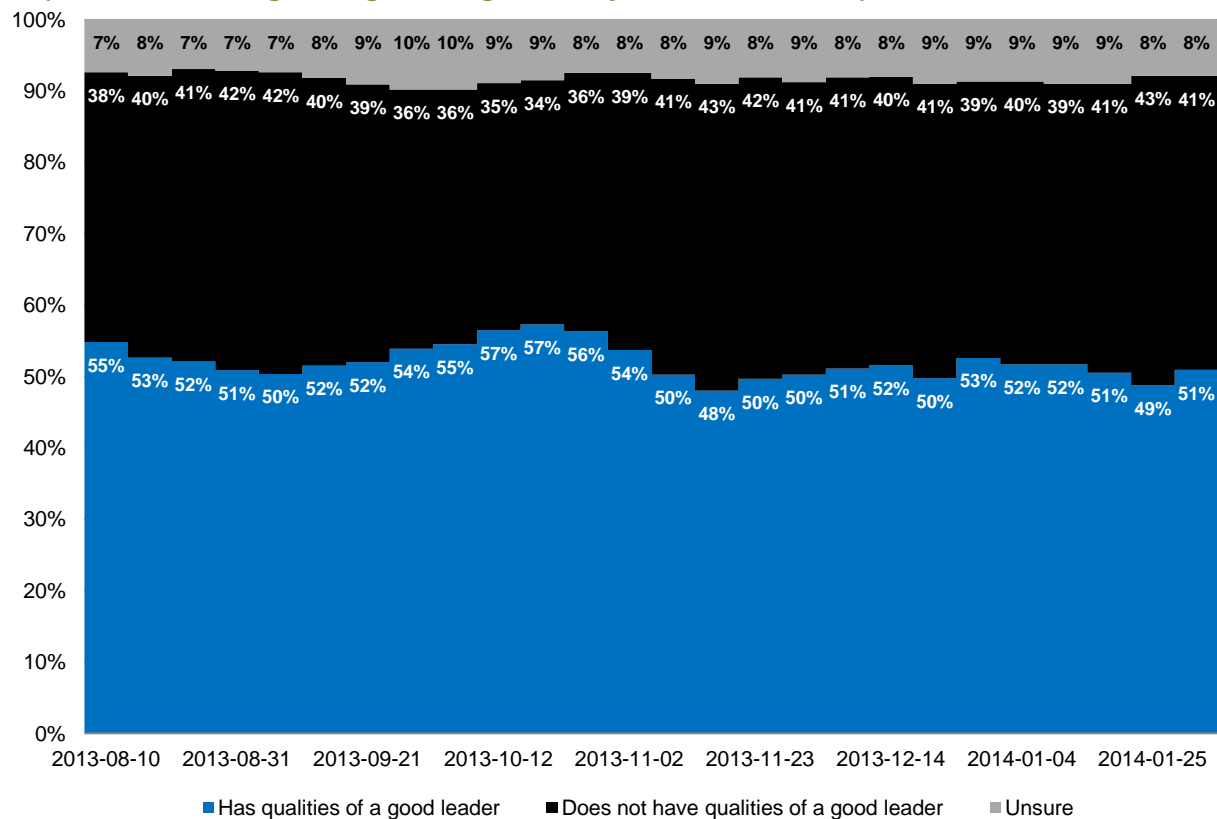
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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



Mulcair



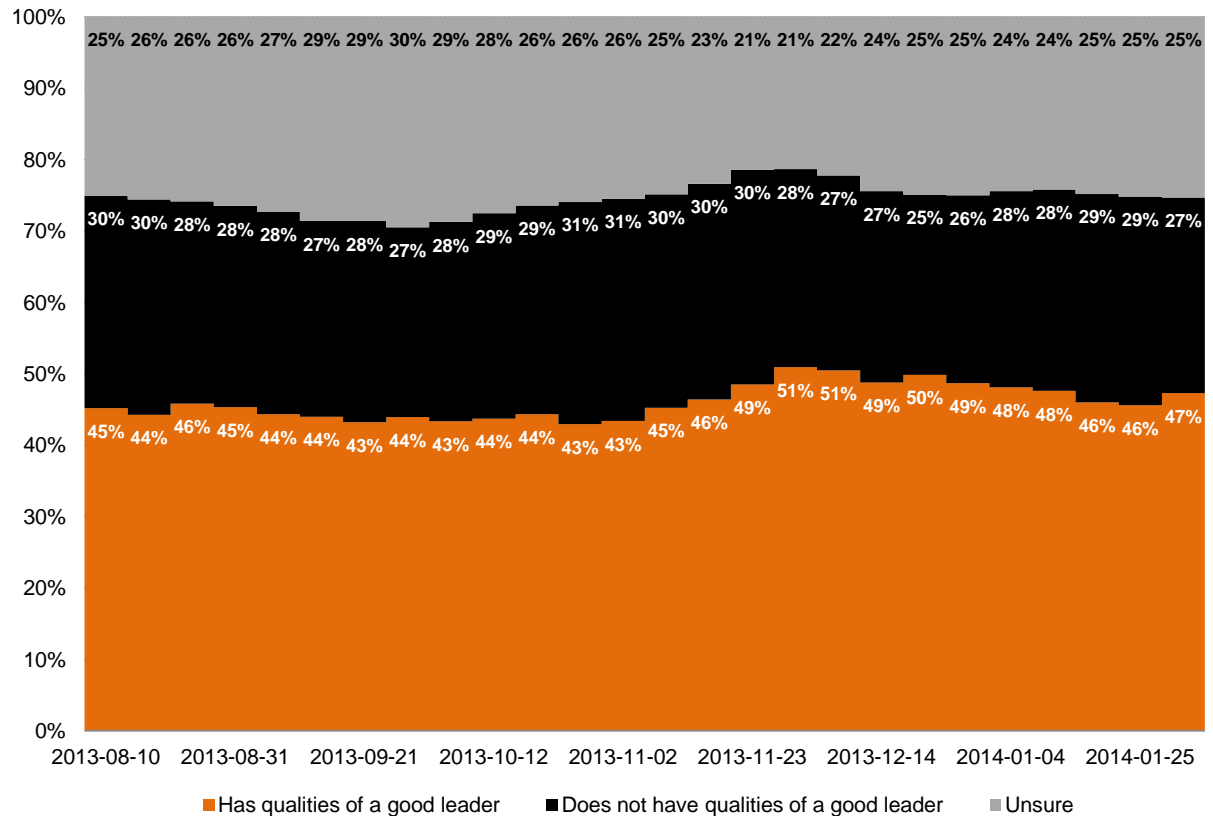
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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National – Weekly Tracking (Four week rolling average ending February 1st, 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

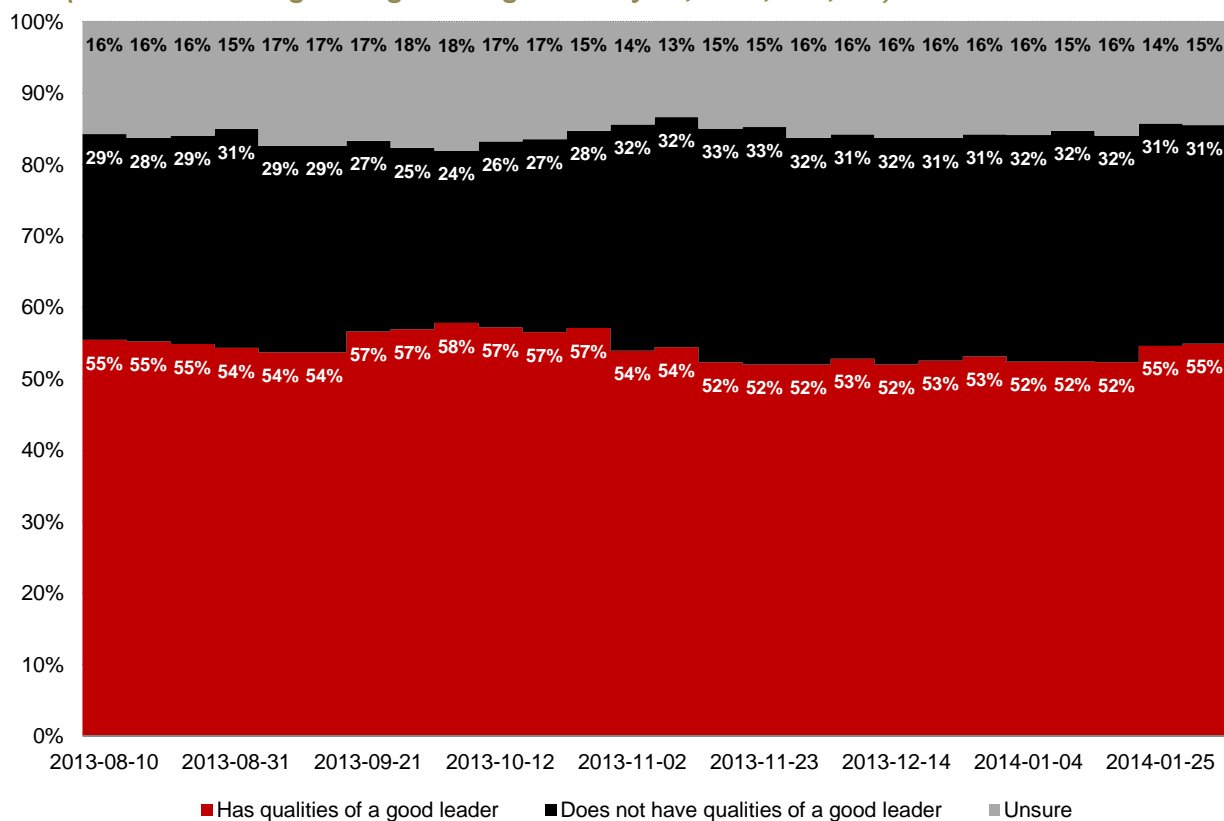
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National – Weekly Tracking

(Four week rolling average ending February 1st, 2014, n=1,000)



Bellavance



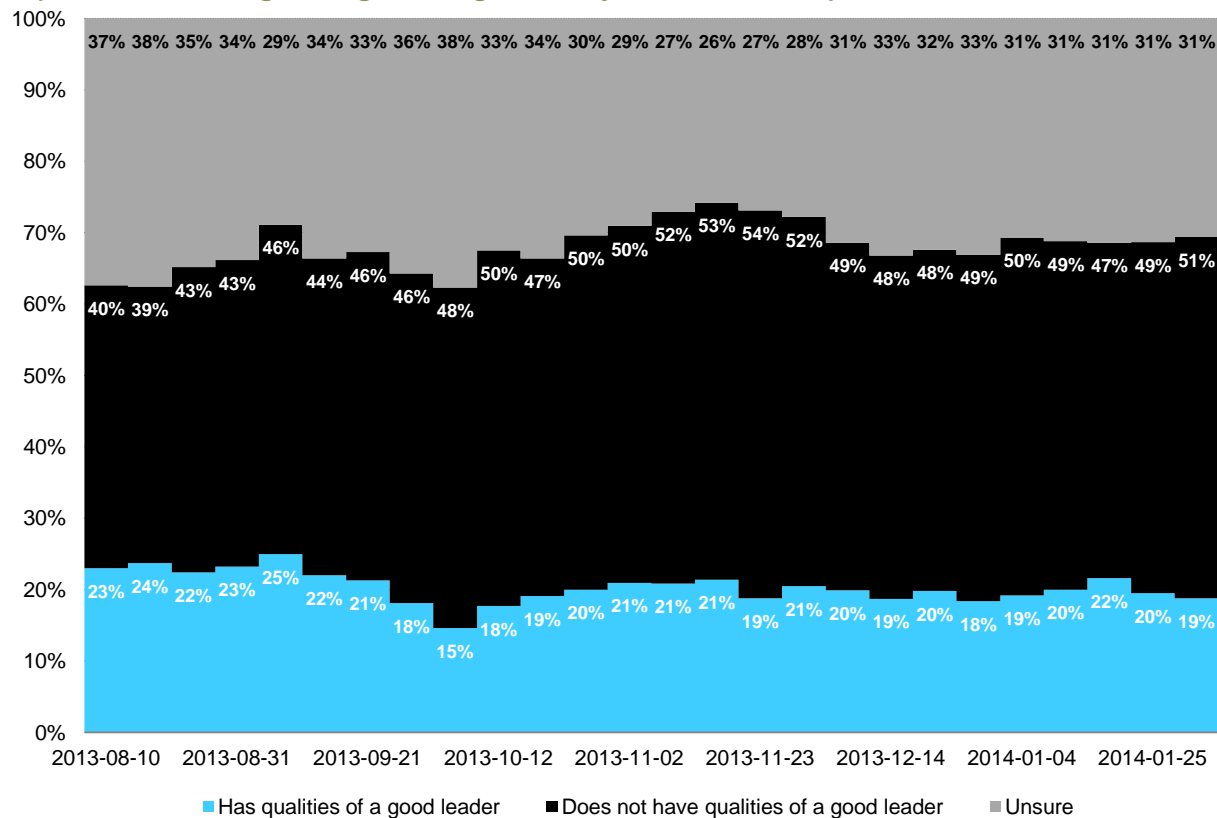
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] André Bellavance

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National – Weekly Tracking (Four week rolling average ending February 1st, 2014, n=248)



May



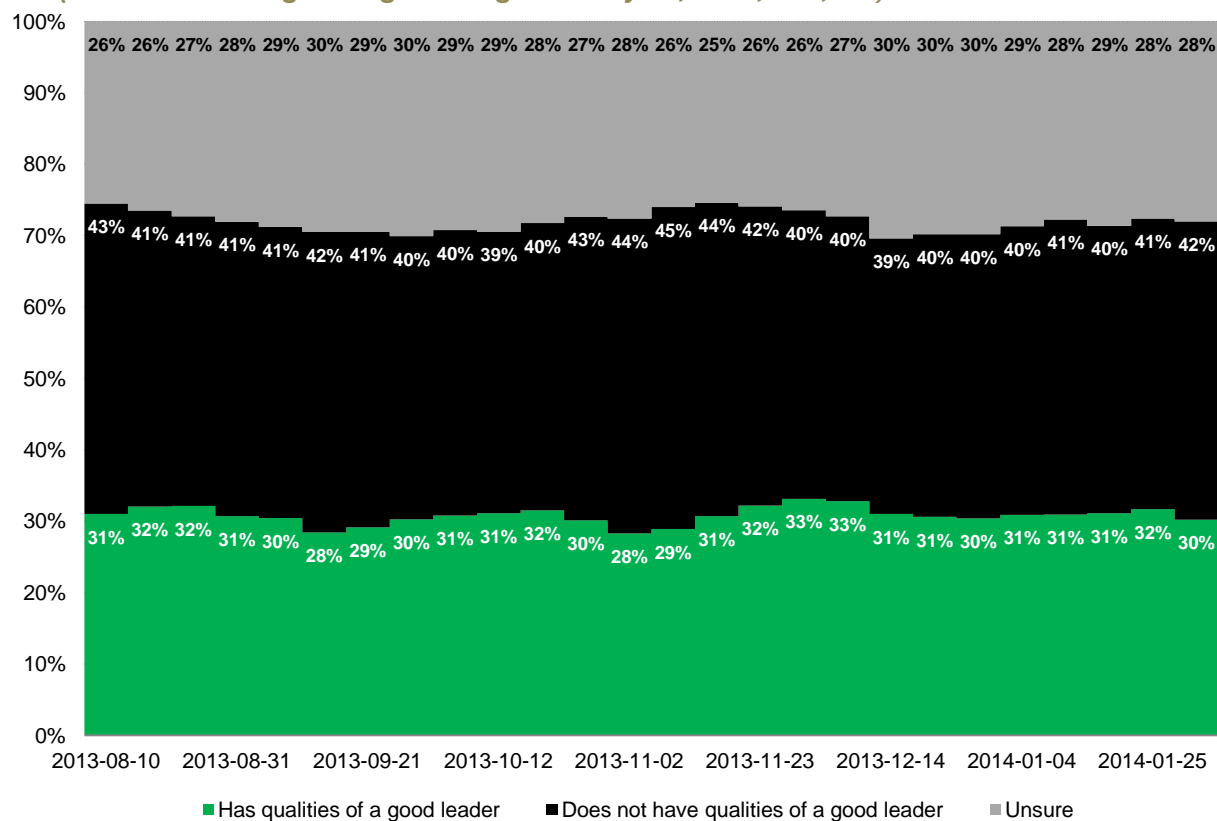
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

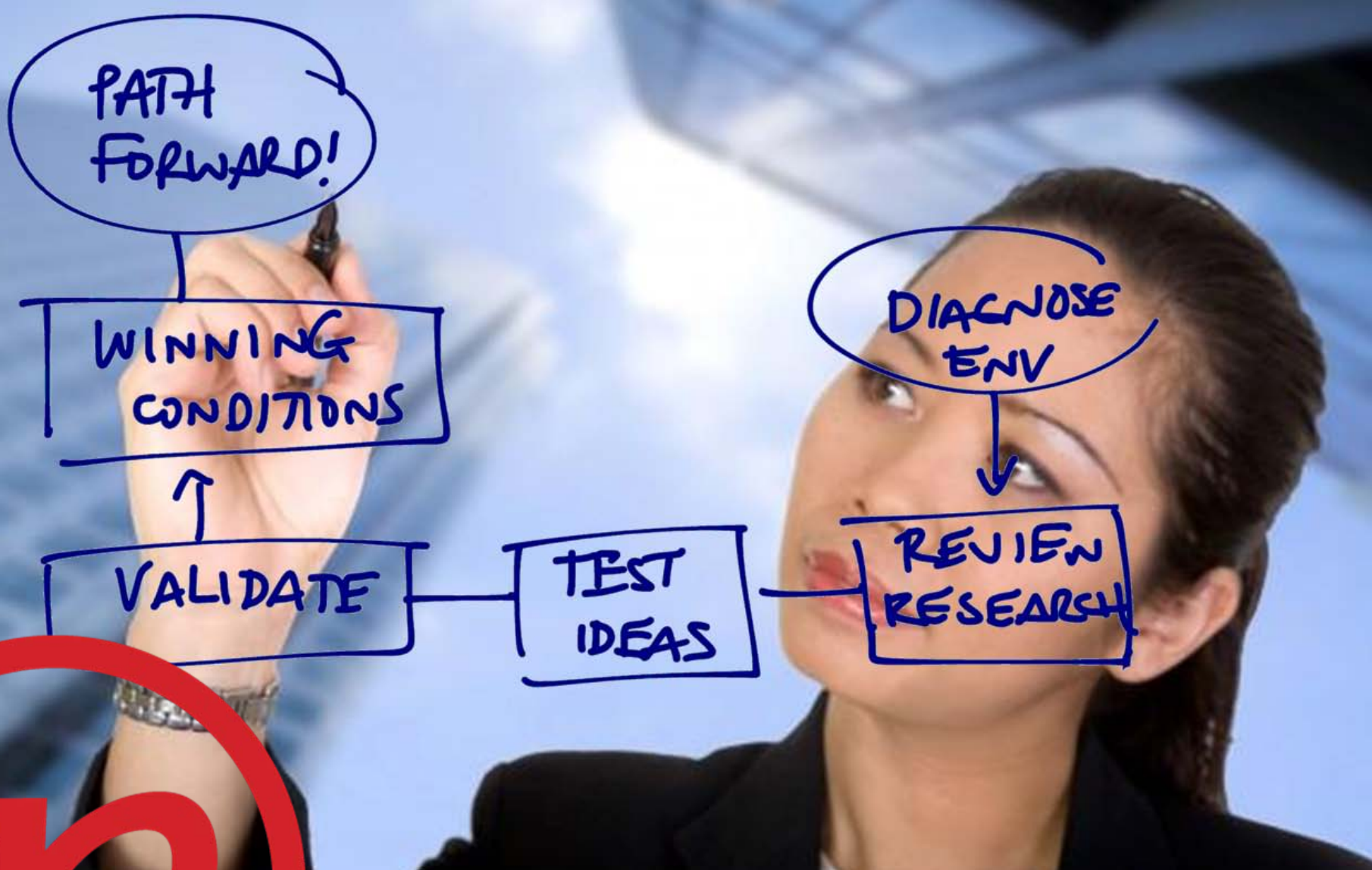
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Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com



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National – Weekly Tracking (Four week rolling average ending February 1st, 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 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 February 1st, 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