

*Weekly Nanos Party Power Index Tracking
(period ending February 28th, 2014)
released March 5th, 2014*

Weekly Nanos Party Power Index



Trudeau ahead of Harper on preferred PM measure post Liberal Convention (Released 03/04/2014)

The period following the Liberal Convention in Montreal is displaying a positive lift in the views Canadians have of the Liberals. The Liberal Party Power Index score stands at 58 points compared to the Conservative Party Power Index Score at 49 points, the NDP at 50 points, and the Green Party at 33 points respectively. Of note, the index scores moved positively for the Liberals across the board with noticeable positive trends in regions west of the Ottawa River.

The most noticeable week over week change related to the question which asks Canadians to rank their preferences for Prime Minister. In the previous tracking Trudeau had a one point advantage over Harper. This has widened to a seven point advantage following the Liberal Convention.

In the latest weekly tracking by Nanos 32 percent of Canadians ranked Trudeau their first choice as Prime Minister (up three points in one week) followed by 25 percent who ranked Harper as their first choice (down three points in one week). Nineteen percent of Canadians ranked Mulcair their first choice as Prime Minister (unchanged week over week).

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



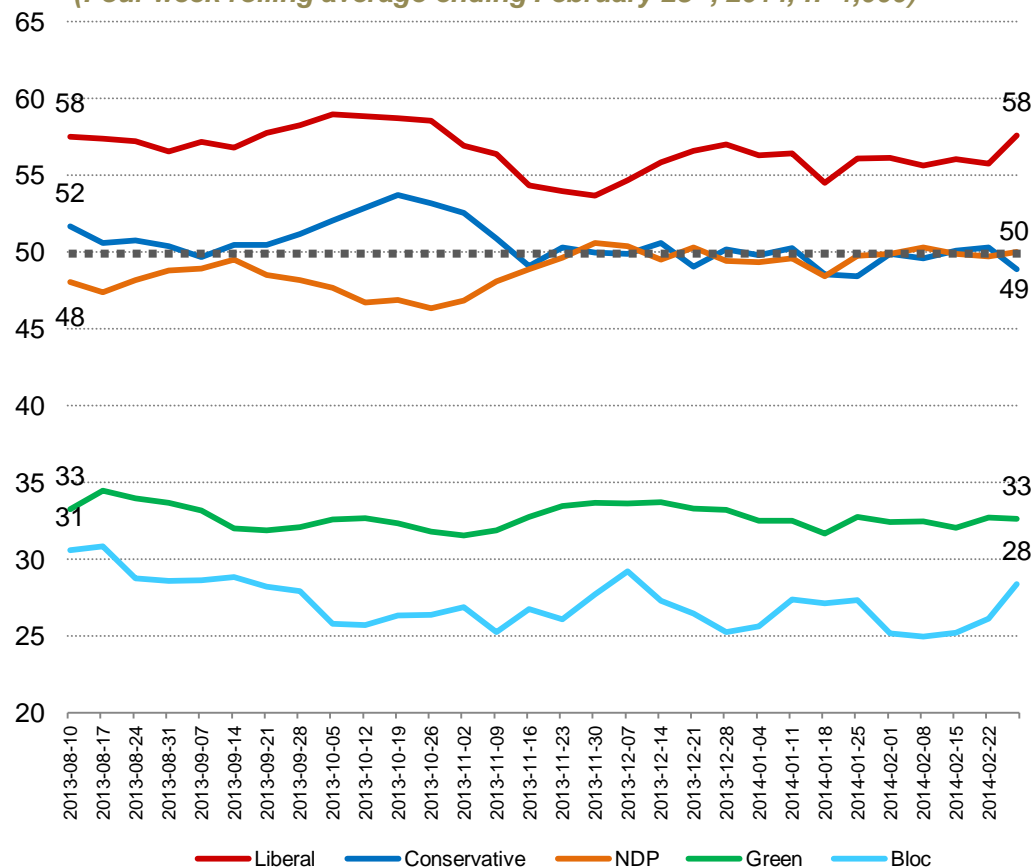
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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



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Canada Weekly Index Tracking Scores
(Four week rolling average ending February 28th, 2014, n=1,000)





Party Power Index Tracking by Region

Party Power Index



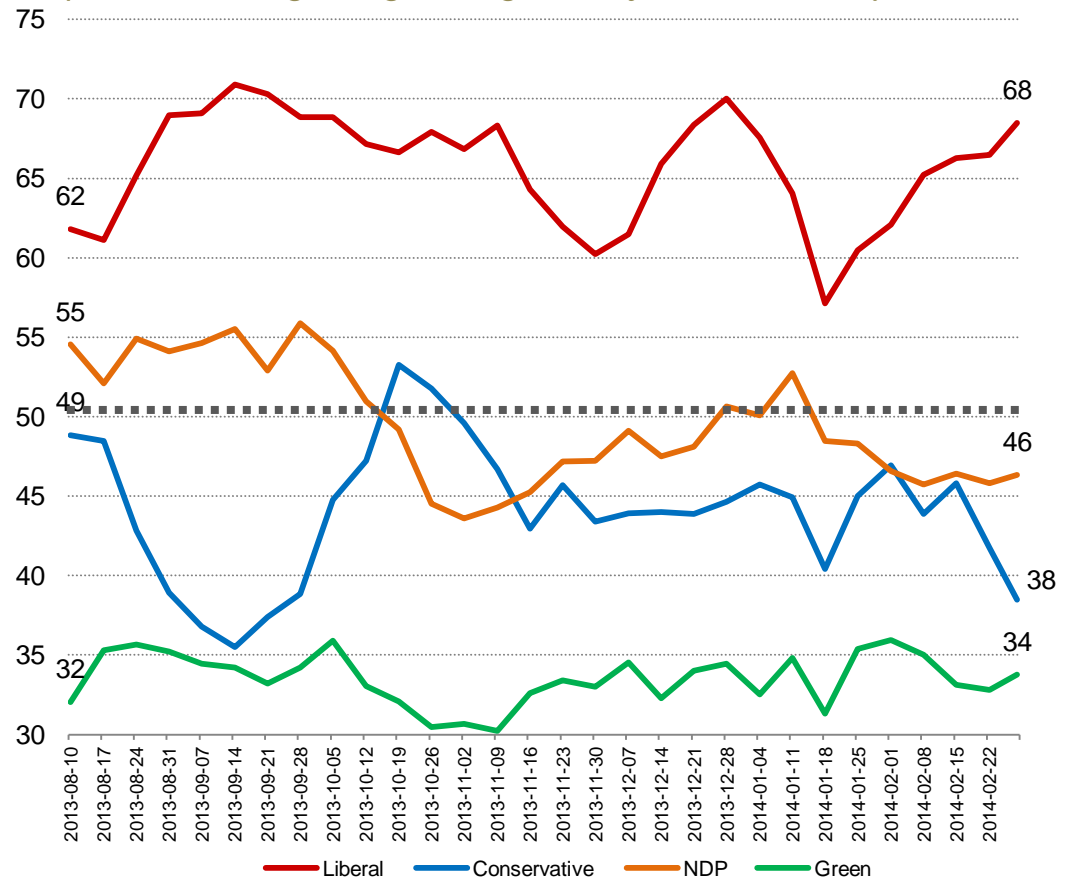
The Nanos Party Power Index Tracking for the Atlantic is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are 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 28th, 2014, n=100)



Party Power Index



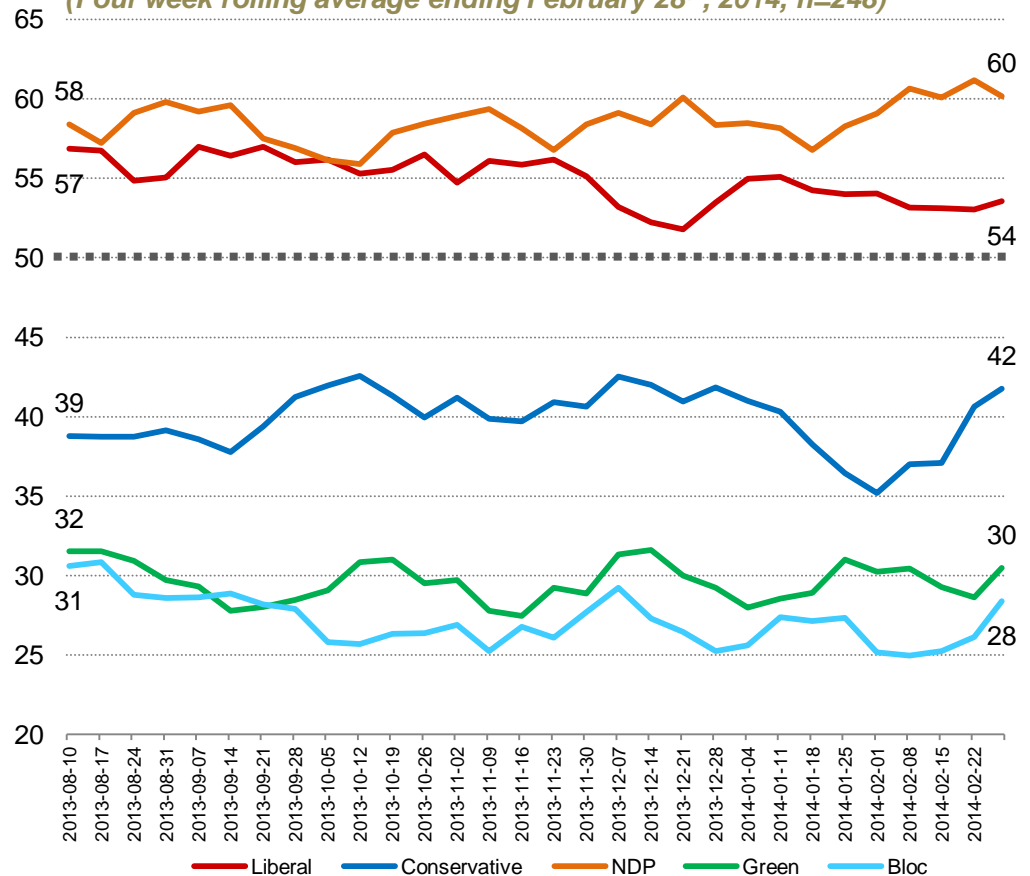
The Nanos Party Power Index Tracking for Quebec is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider 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 February 28th, 2014, n=248)



Party Power Index



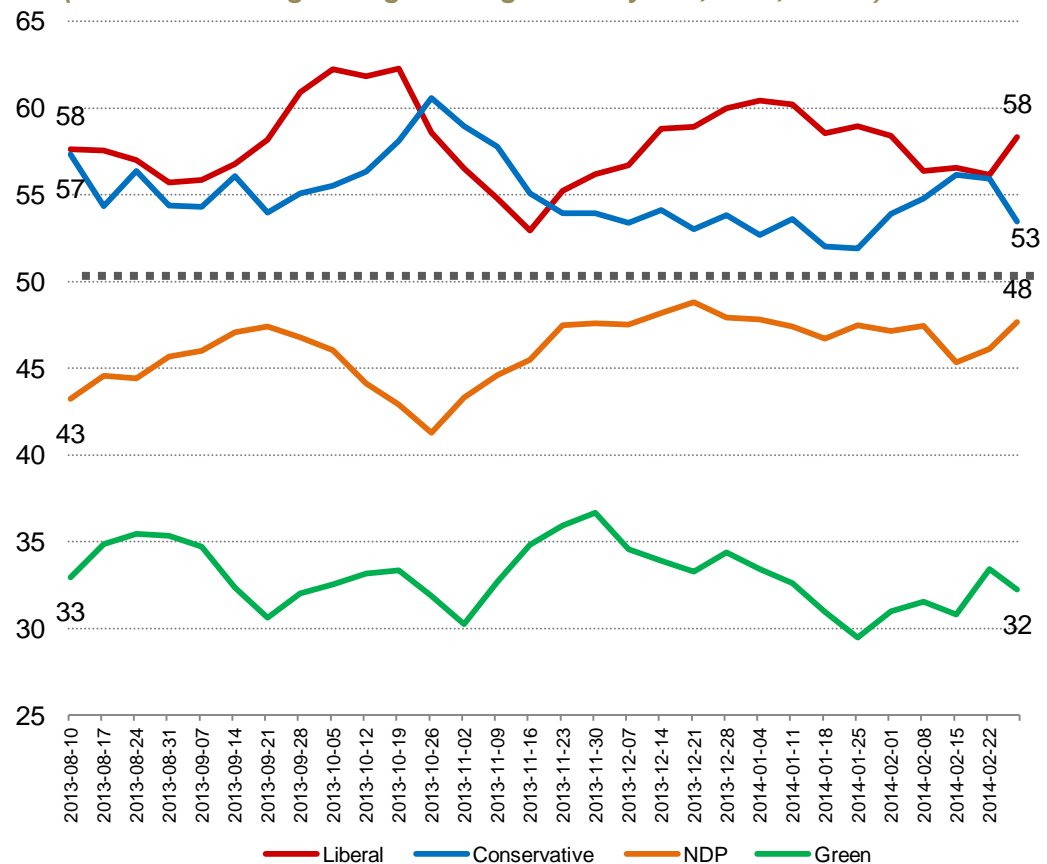
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

Contact: Nik Nanos
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 28th, 2014, n=300)



Party Power Index



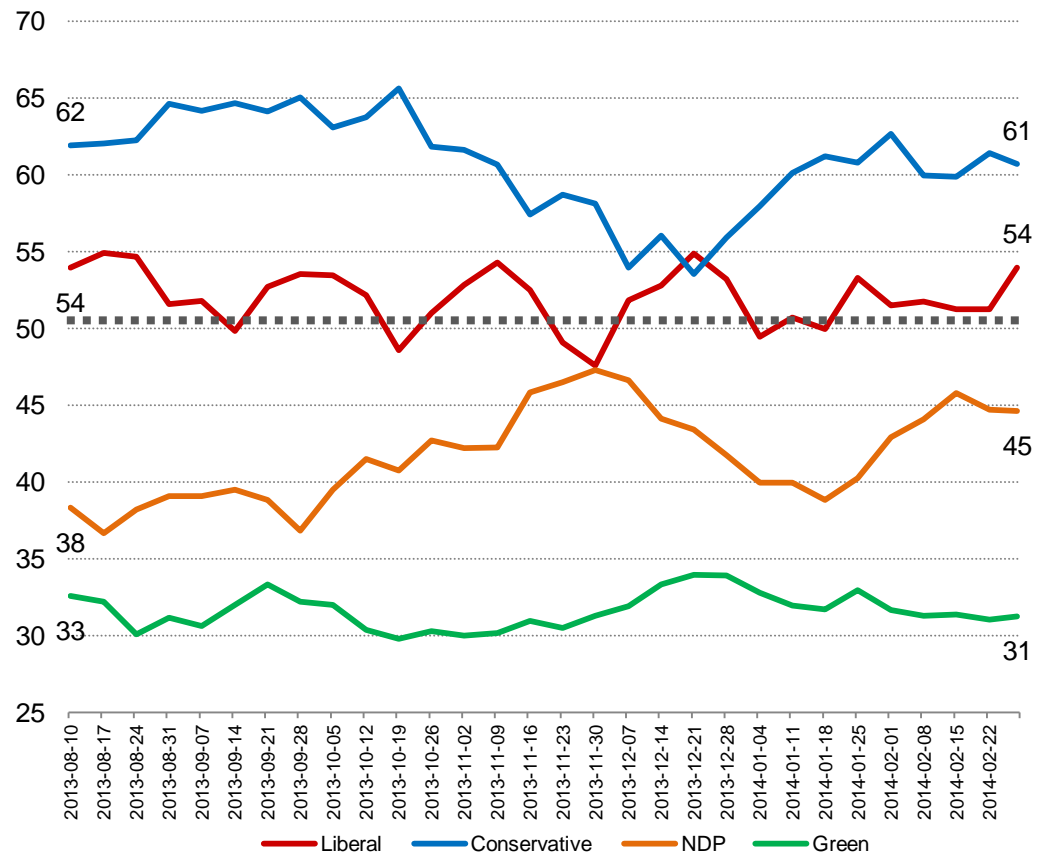
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are 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 28th, 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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Ottawa: (613) 234-4666 x 237

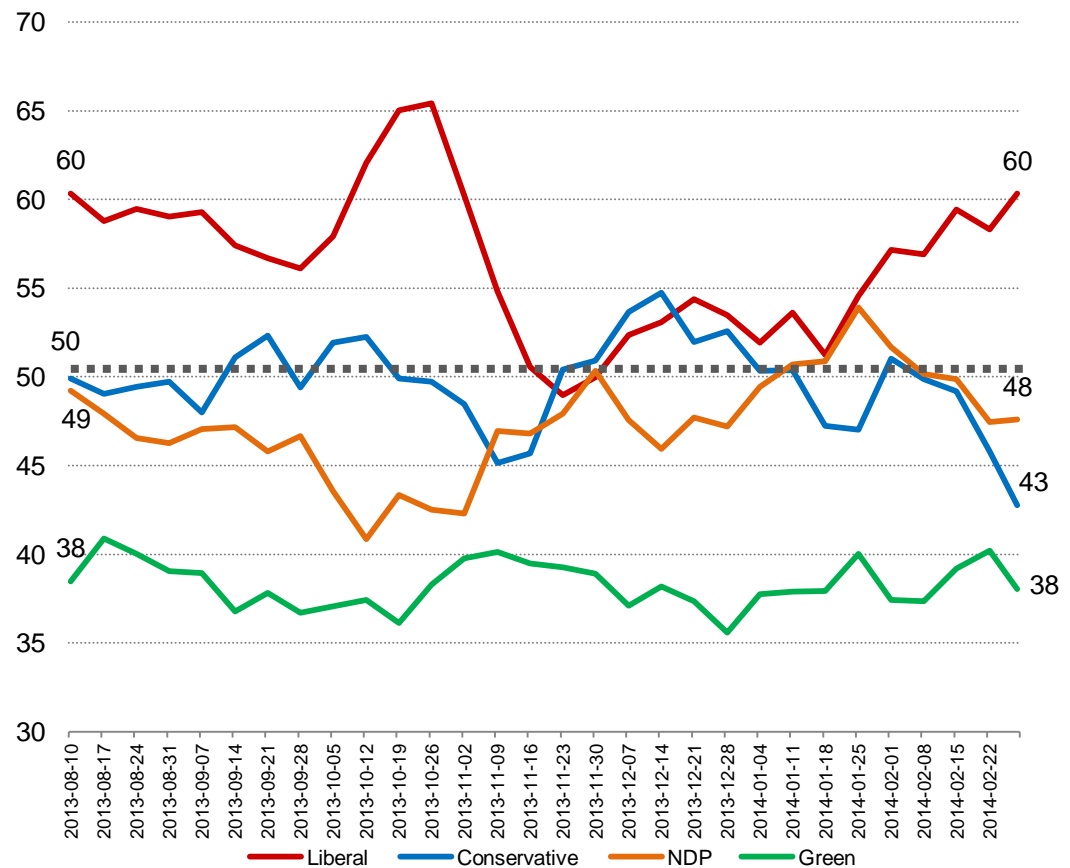
Washington DC: (202) 697-9924

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British Columbia Weekly Index Tracking Scores (Four week rolling average ending February 28th, 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

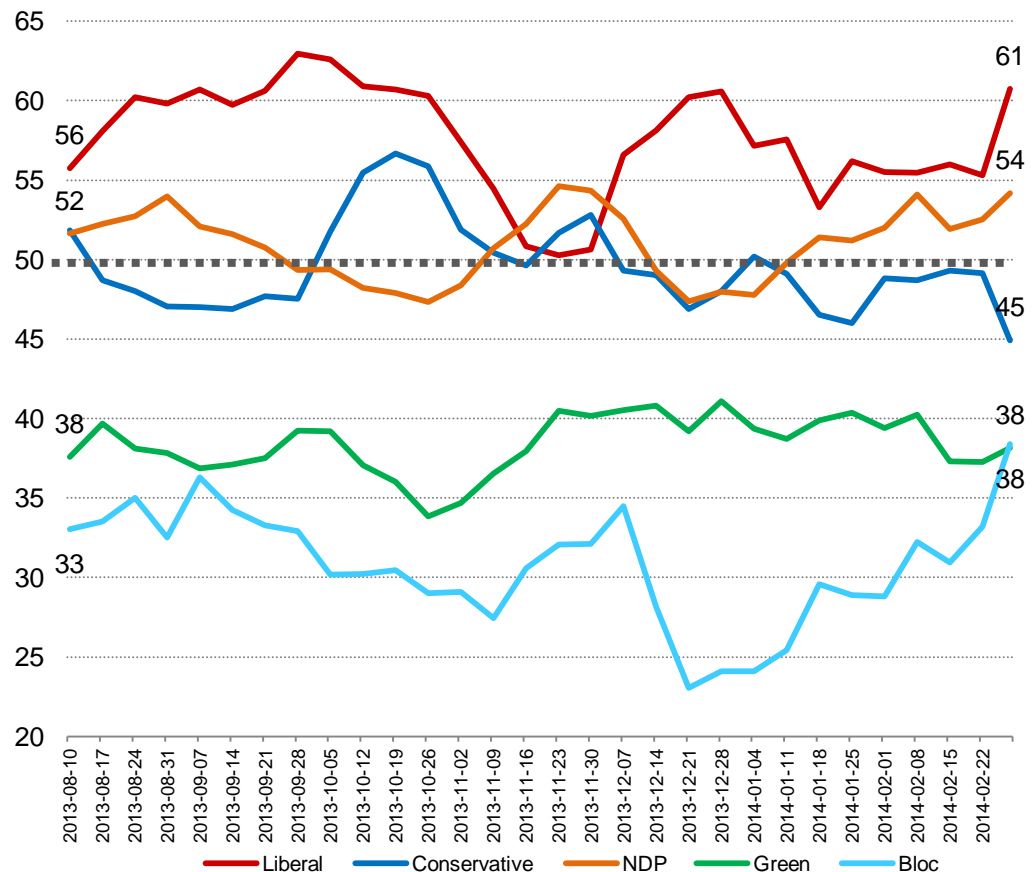
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18 to 29 Weekly Index Tracking Scores
(Four week rolling average ending February 28th, 2014, n=206)



Party Power Index



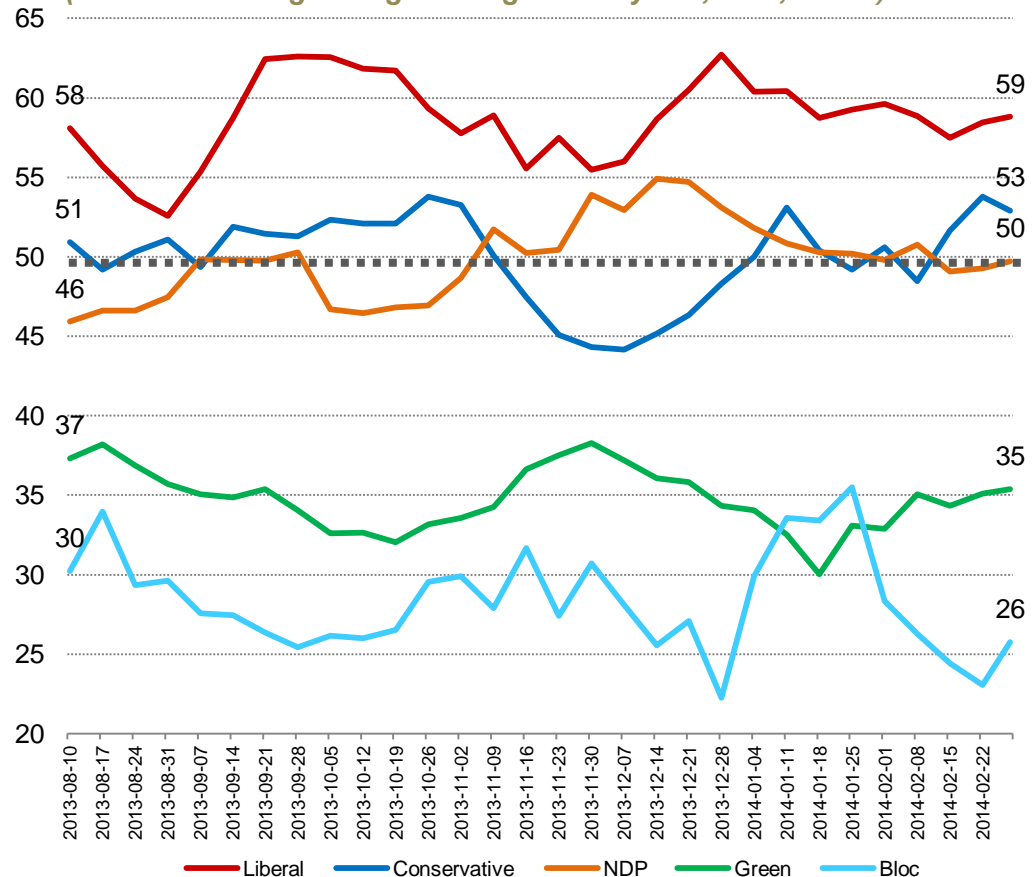
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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nnanos@nanosresearch.com



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30 to 39 Weekly Index Tracking Scores
(Four week rolling average ending February 28th, 2014, n=169)



Party Power Index



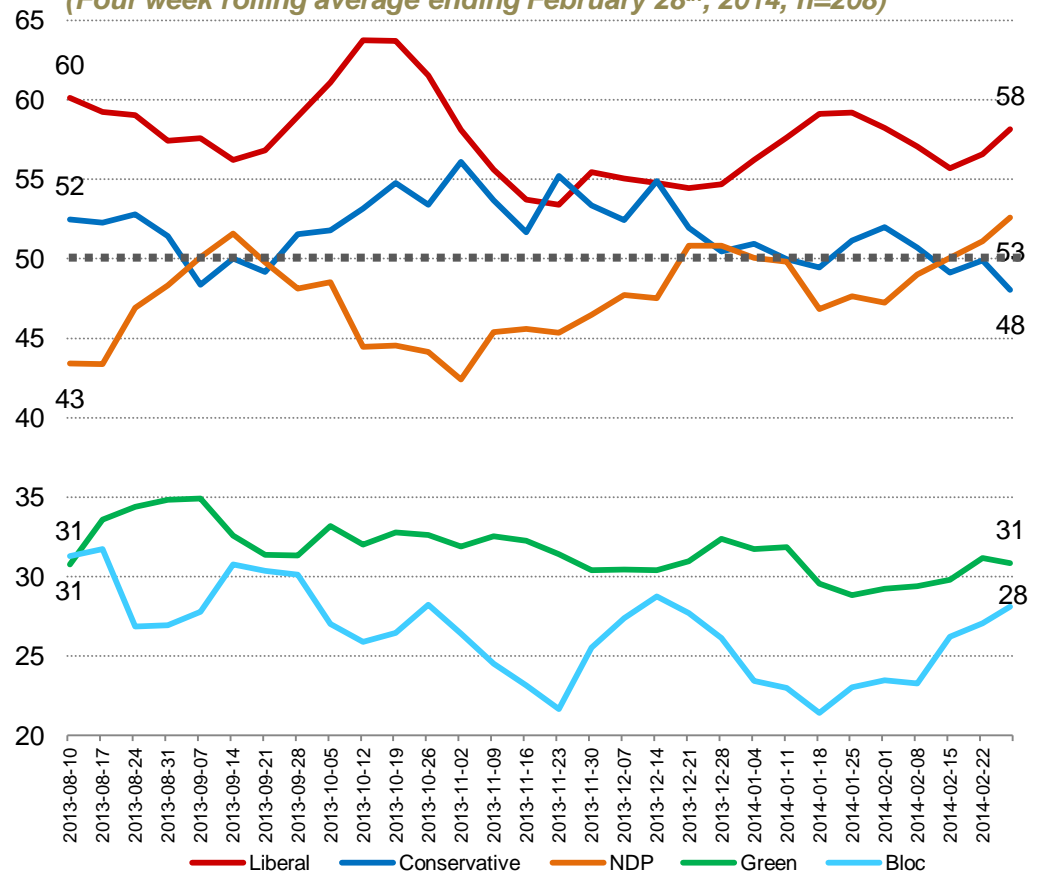
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are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

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
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nnanos@nanosresearch.com



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40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending February 28th, 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.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

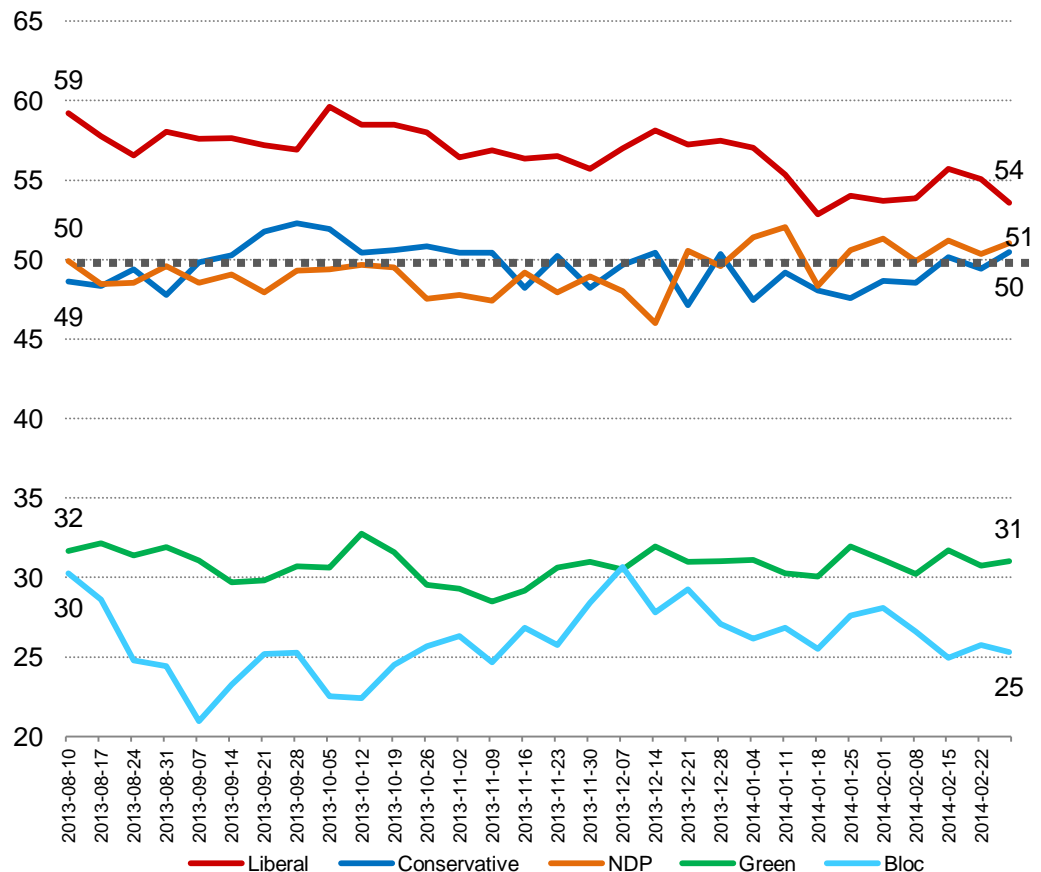
Washington DC: (202) 697-9924

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50 to 59 Weekly Index Tracking Scores (Four week rolling average ending February 28th, 2014, n=178)



Party Power Index



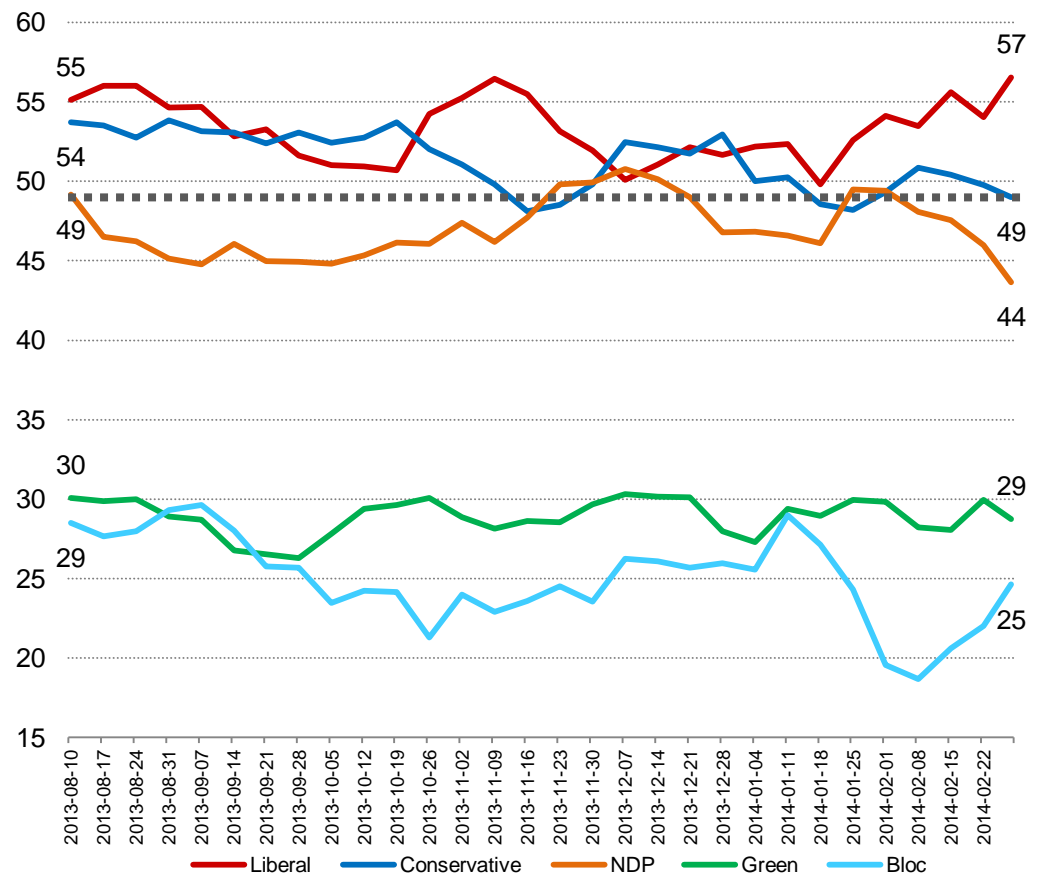
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.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

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



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60 plus Weekly Index Tracking Scores
(Four week rolling average ending February 28th, 2014, n=239)





Party Power Index Tracking by Gender

Party Power Index



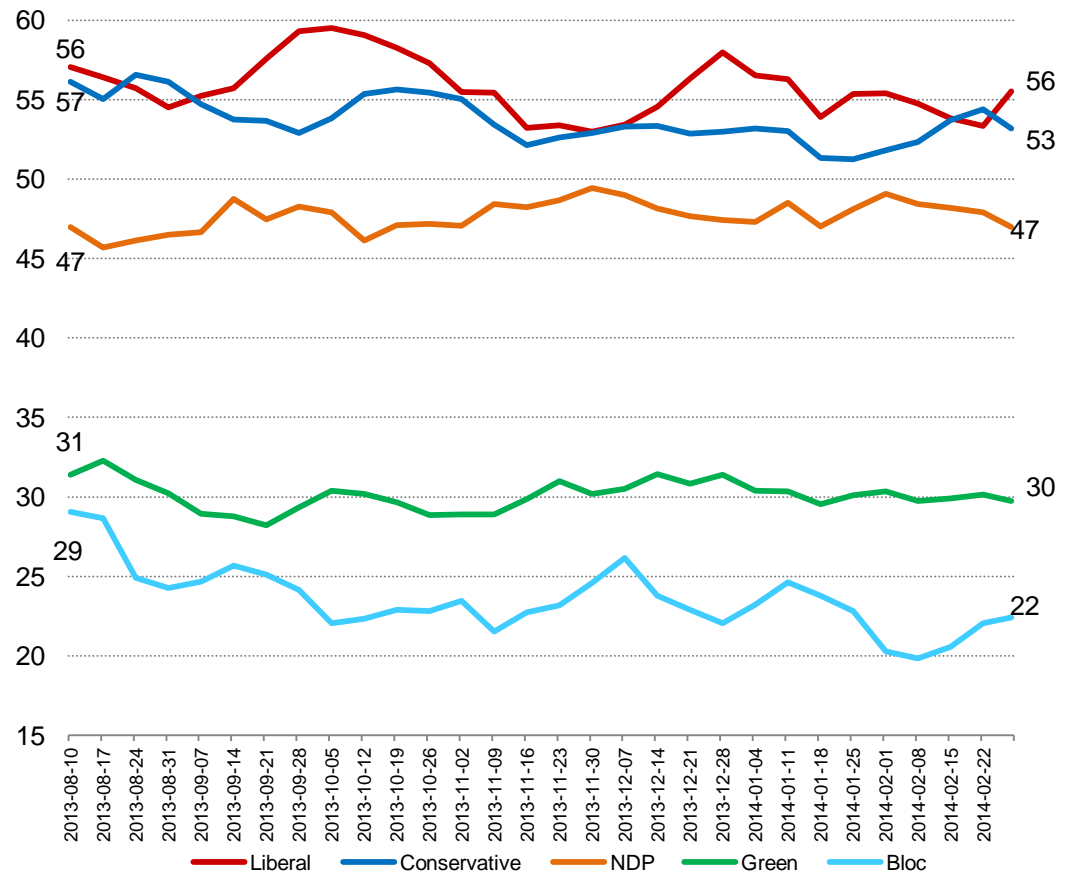
The Nanos Party Power Index Tracking for males is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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



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Male Weekly Index Tracking Scores
 (Four week rolling average ending February 28th, 2014, n=478)



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.

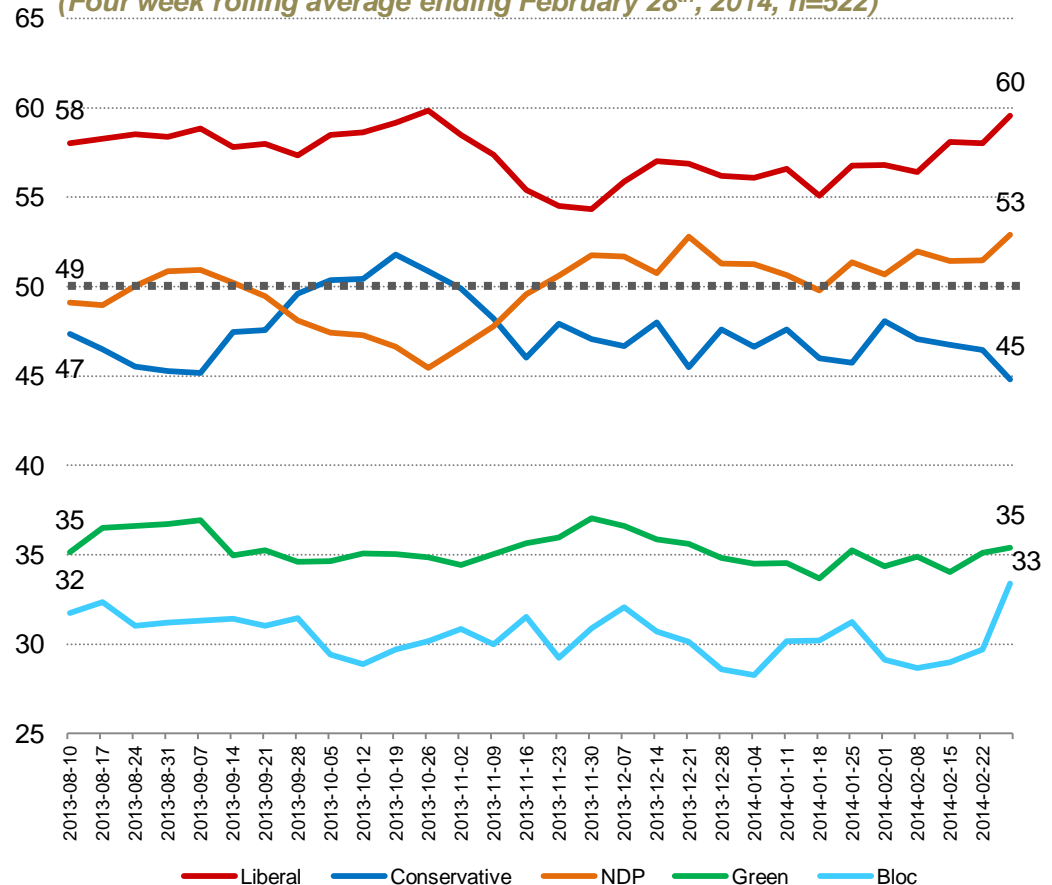
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Female Weekly Index Tracking Scores

(Four week rolling average ending February 28th, 2014, n=522)





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

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

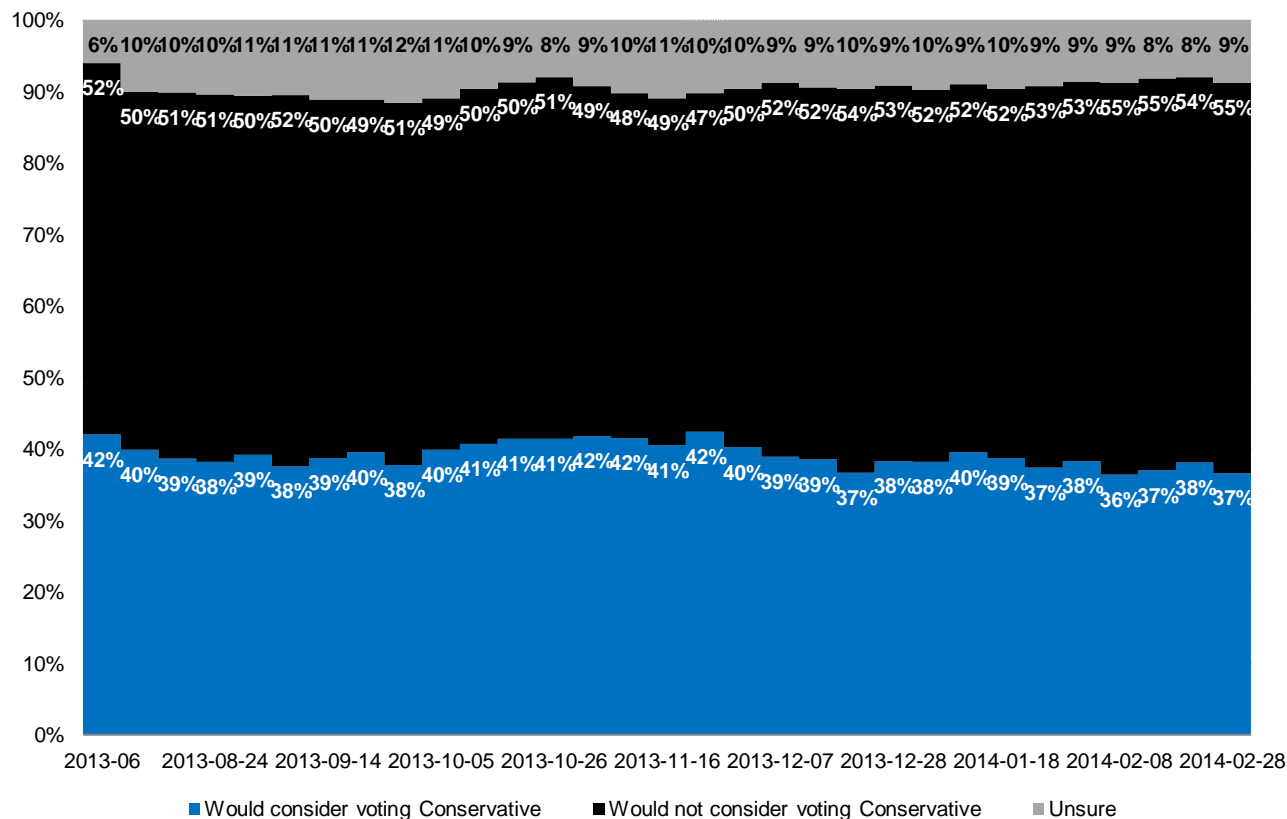
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National – Weekly Tracking

(Four week rolling average ending February 28th, 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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Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

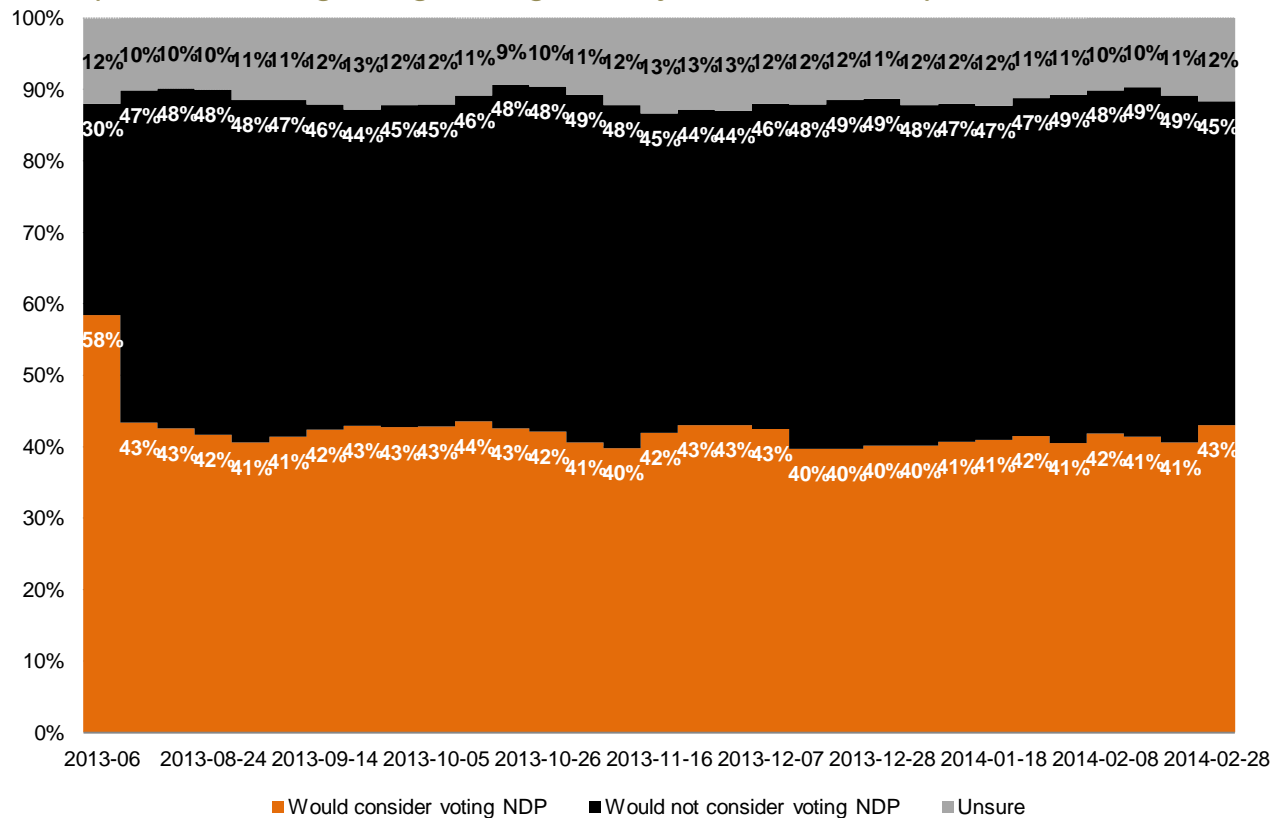
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National – Weekly Tracking

(Four week rolling average ending February 28th, 2014, n=1,000)



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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Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

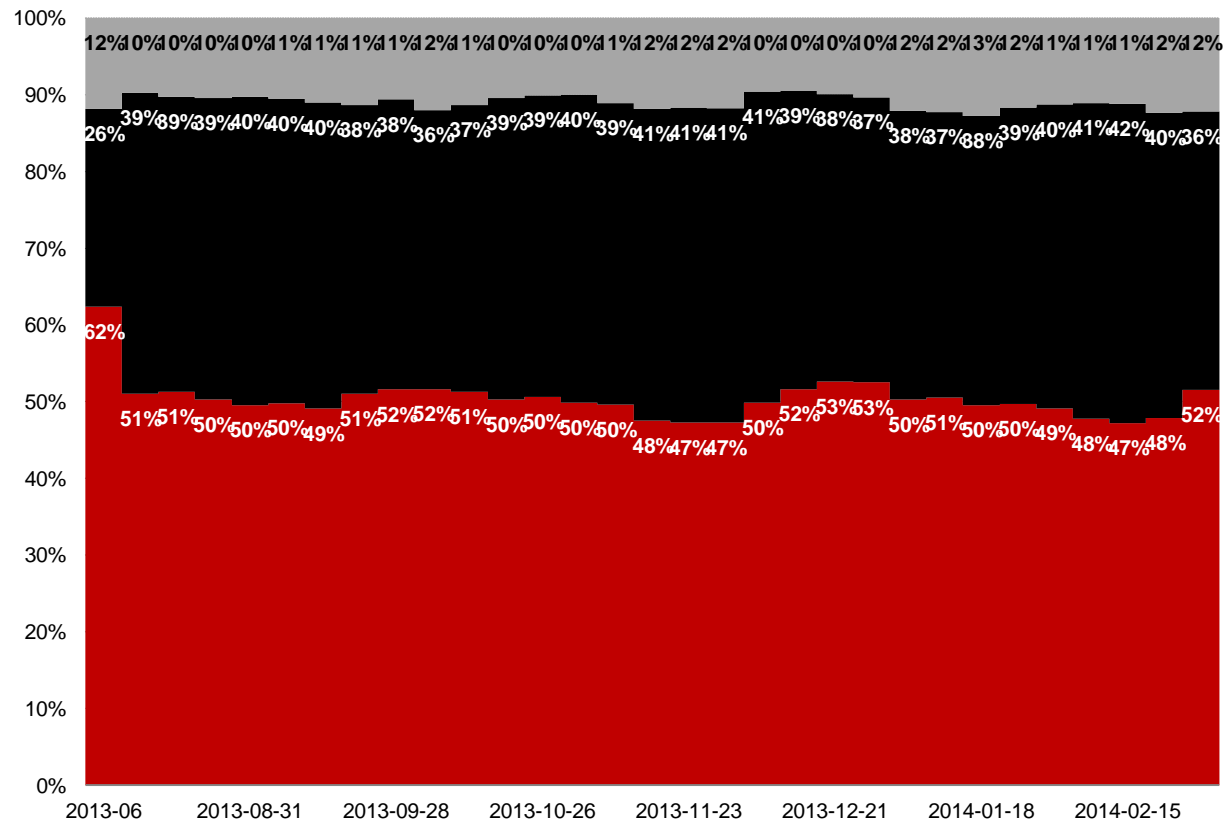
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National – Weekly Tracking

(Four week rolling average ending February 28th, 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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Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

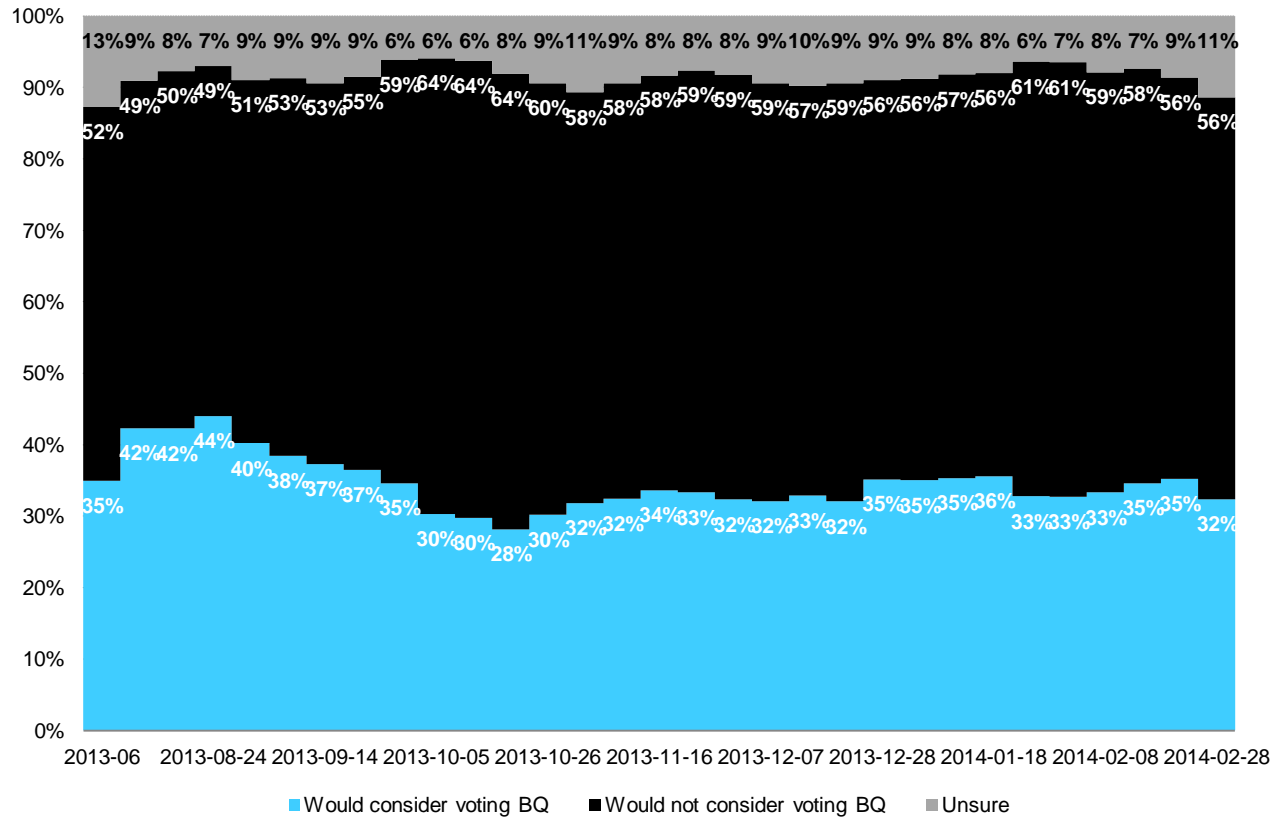
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Quebec only – Weekly Tracking

(Four week rolling average ending February 28th, 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

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

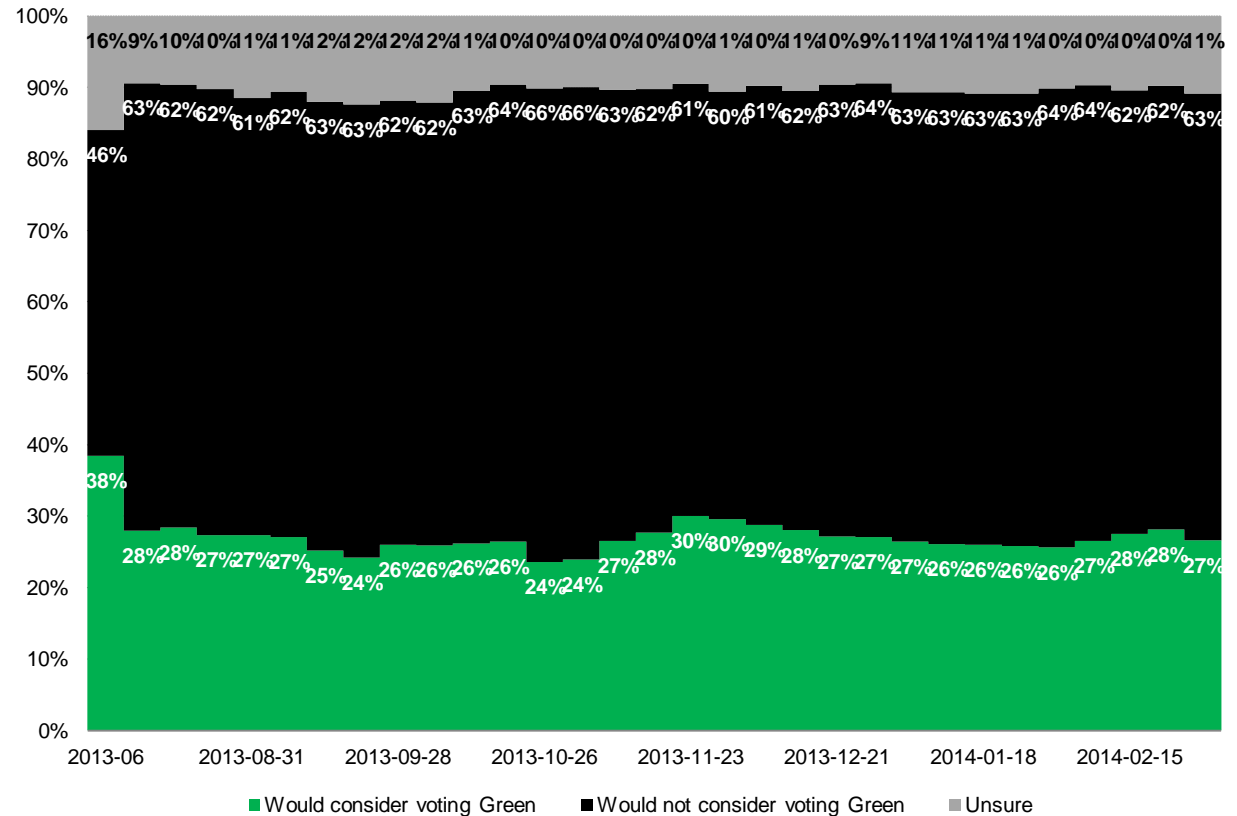
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National – Weekly Tracking

(Four week rolling average ending February 28th, 2014, n=1,000)





National Leadership Tracking

Prime Minister



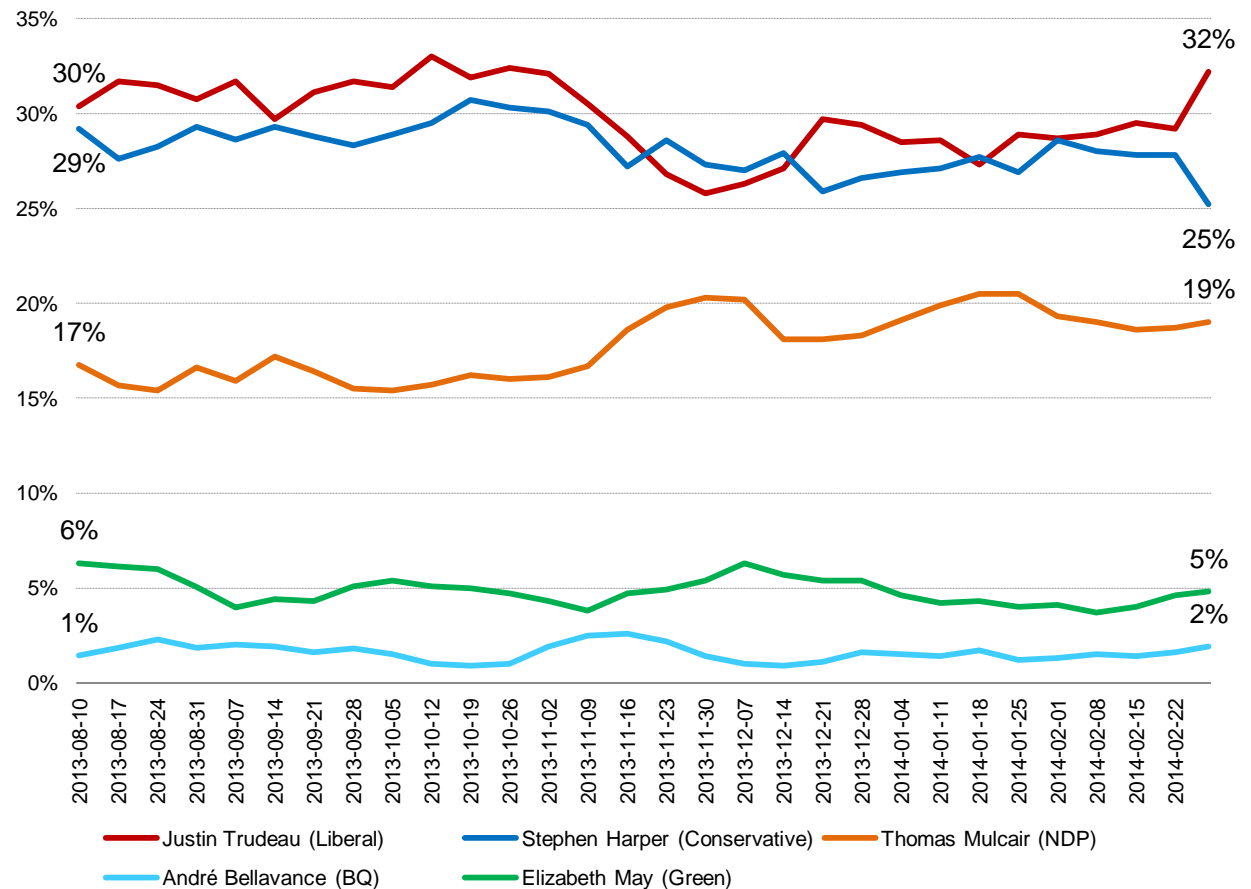
Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

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Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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National – Weekly Tracking – First Ranked Choice (Four week rolling average ending February 28th, 2014, n=1,000)



Harper



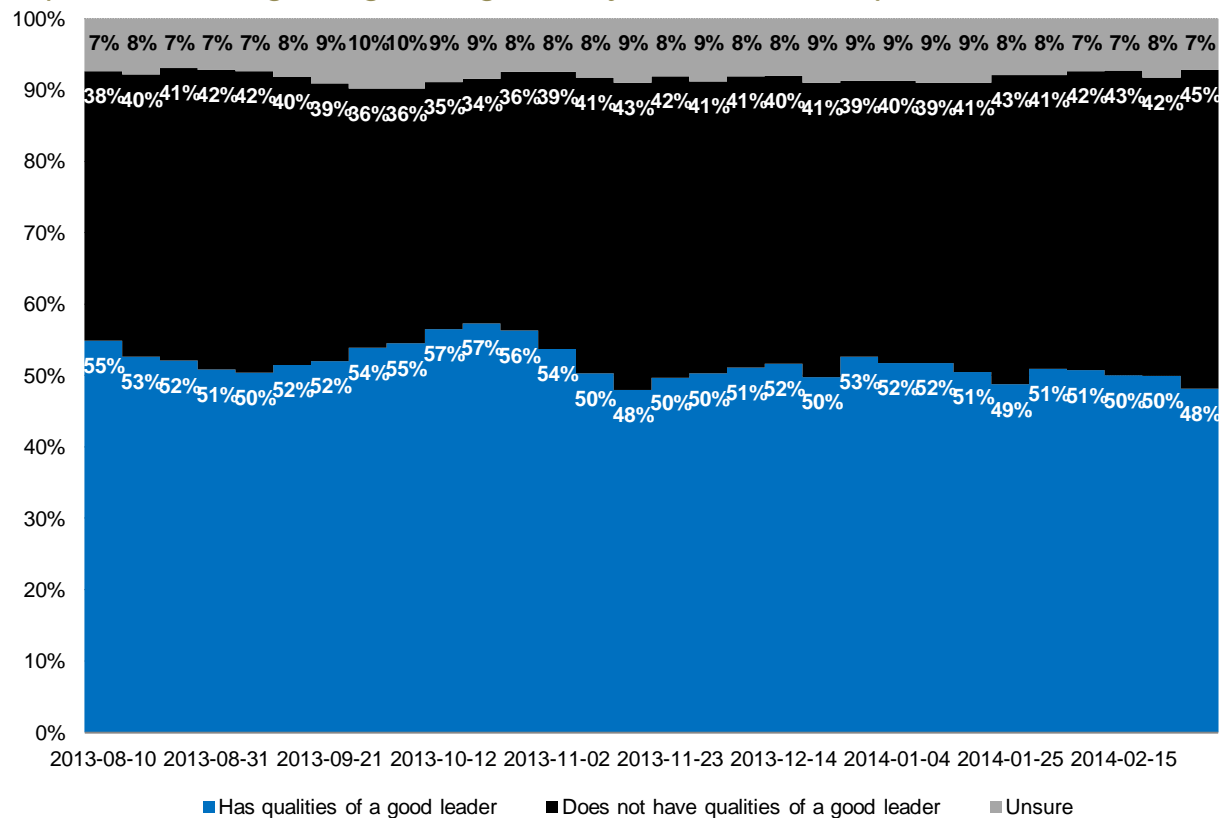
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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Washington DC: (202) 697-9924
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National – Weekly Tracking (Four week rolling average ending February 28th, 2014, n=1,000)



Mulcair



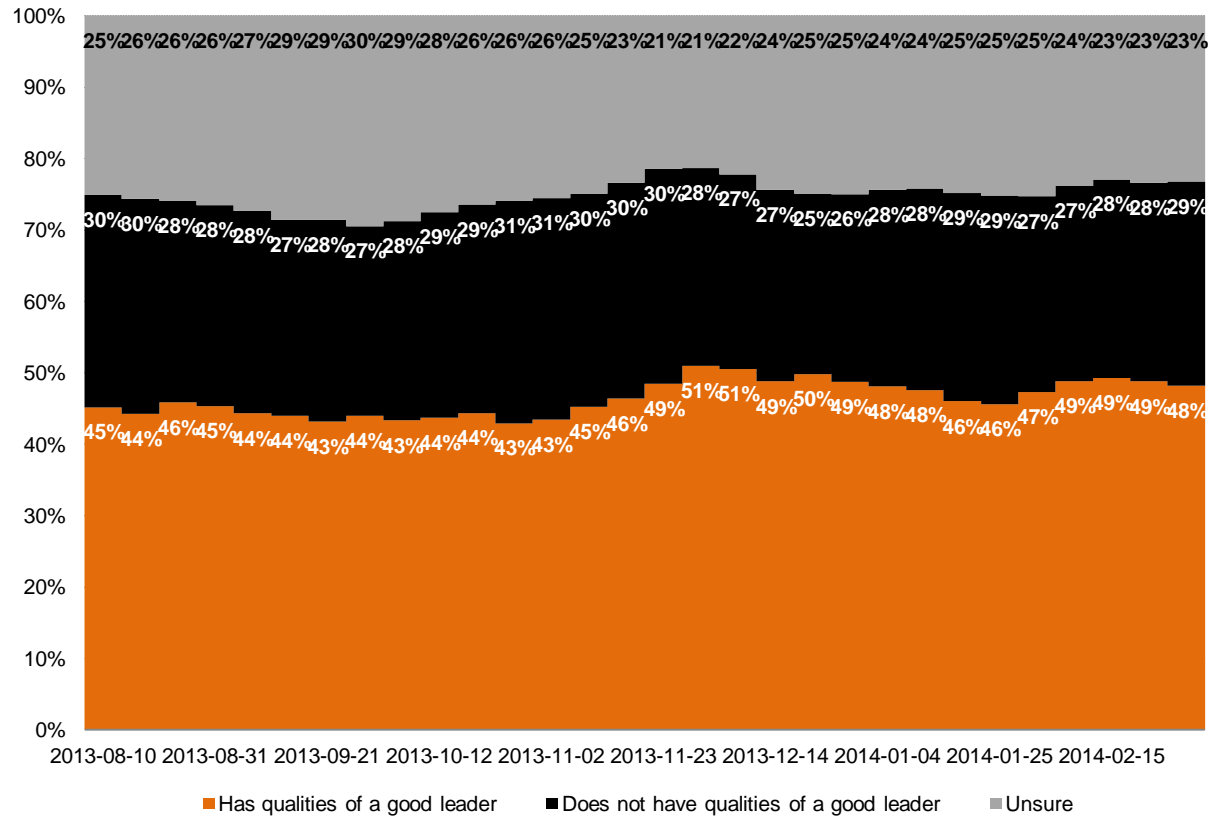
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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National – Weekly Tracking (Four week rolling average ending February 28th, 2014, n=1,000)



Trudeau



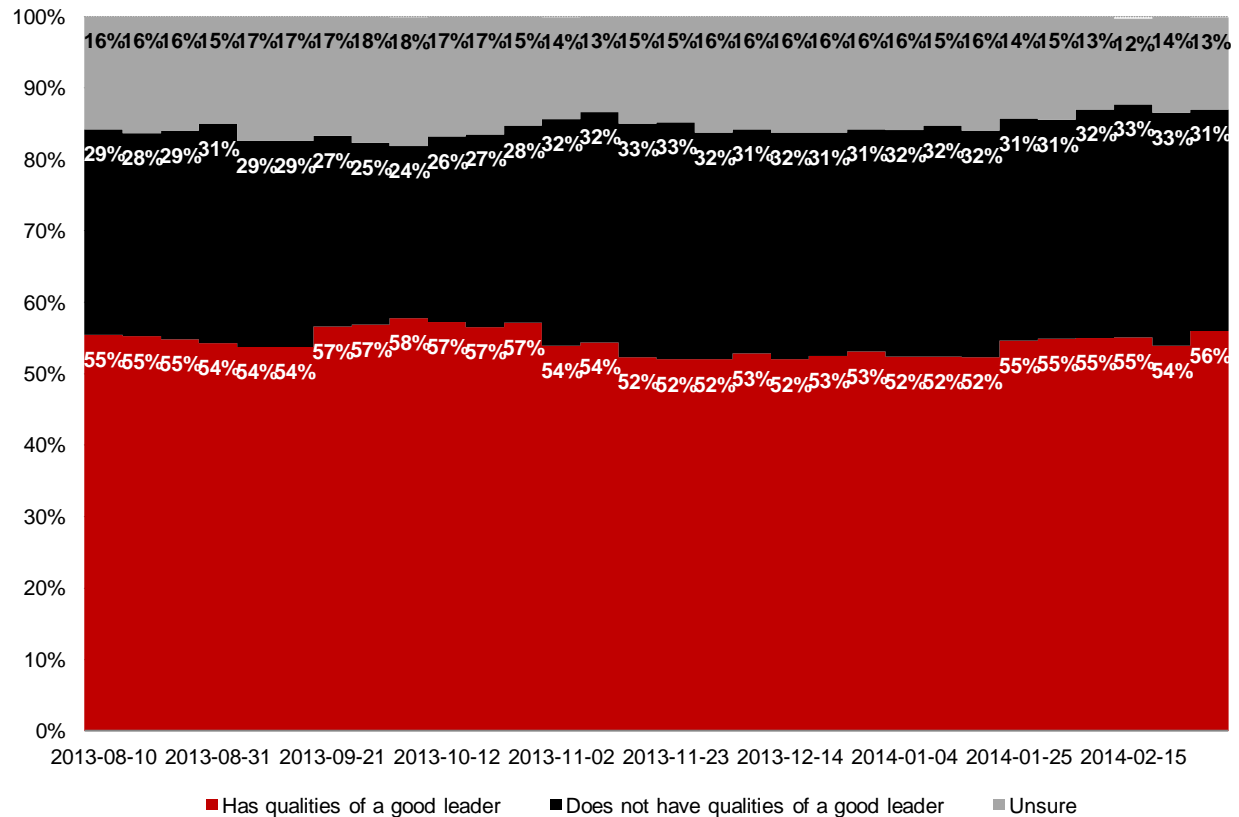
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Justin Trudeau

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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 28th, 2014, n=1,000)



Bellavance



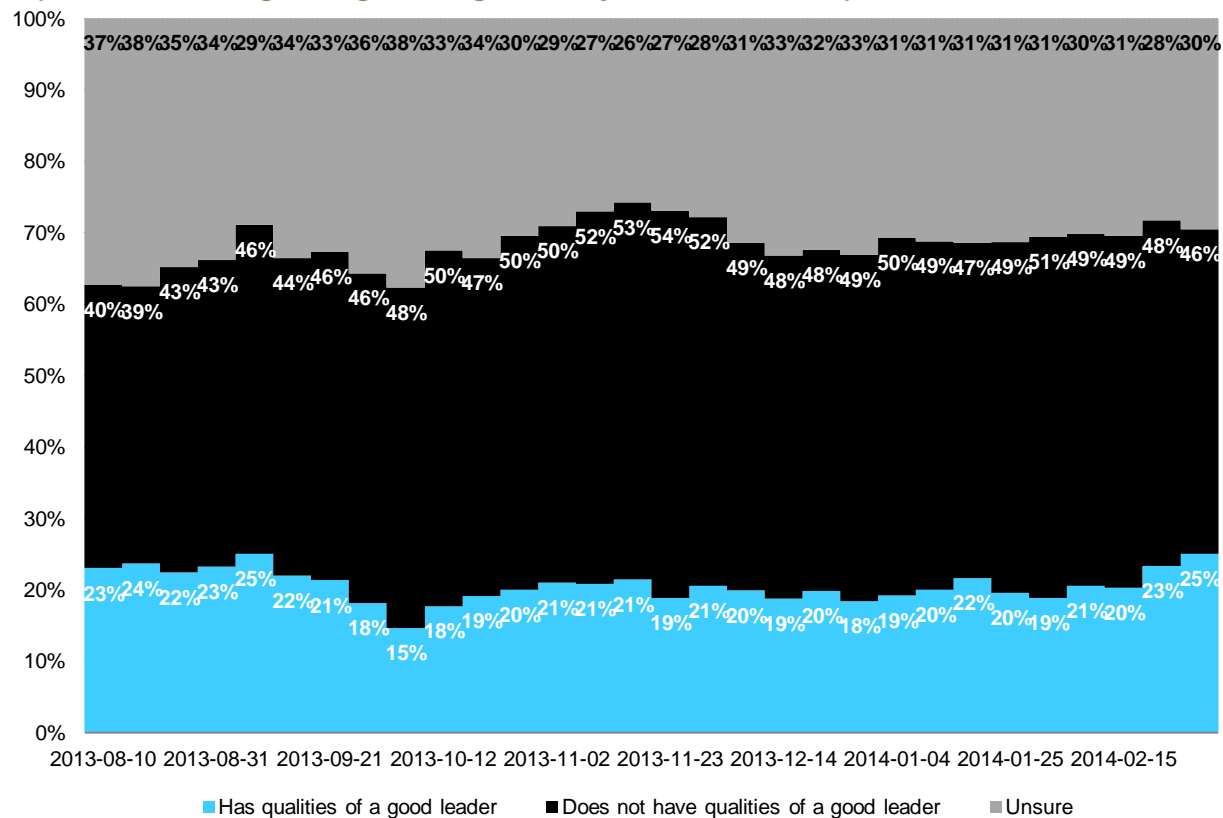
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] André Bellavance

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Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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National – Weekly Tracking (Four week rolling average ending February 28th, 2014, n=248)



May



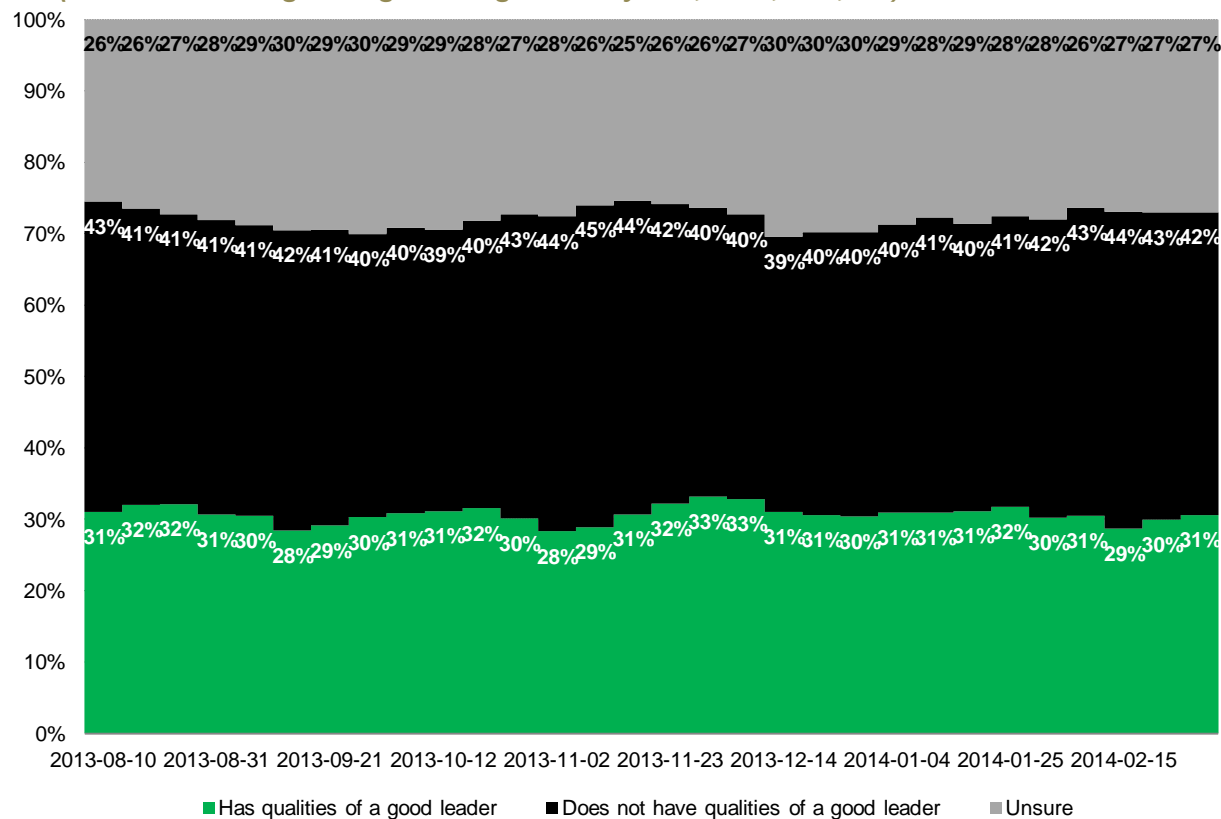
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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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 28th, 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 February 28th, 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