Weekly Nanos Party Power Index Tracking
(period ending October 31st, 2014)
released November 5th, 2014

Weekly Nanos Party Power Index

NANOS

Preferred PM gap between Trudeau and Harper narrows in
Nanos tracking from eight to three points over four weeks
(Released 11/05/2014)

Over the past four weeks the advantage enjoyed by Trudeau over Harper on the preferred PM measure has narrowed from eight to three points. In the latest Nanos tracking 32 per cent of Canadians would prefer Trudeau as Prime Minister while 29 percent prefer Harper, 20 per cent Mulcair and four per cent May (14 per cent of Canadians were unsure). Of note, Mulcair is near a 12 month high for his individual score on the preferred PM tracking.

On the Nanos Party Power Index as a whole, the Liberals continue to receive the highest score at 57 points out of 100, followed by the Conservatives at 52 points, the NDP at 51 points, the Green Party at 31 points and the BQ at 26 points (QC only). After a very positive summer for the Liberals, their score on the index continues to slide with both the Conservatives and NDP increasing their scores on the index. For the first time since the early summer, the Liberals and the Conservatives have close index scores among male voters.

The Liberals, however, still enjoy a noticeably larger pool of accessible voters. Asked a series of independent questions, 53 per cent of Canadians would consider voting Liberal, while 44 per cent would consider voting NDP, 40 per cent would consider voting Conservative and 27 per cent of Canadians would consider voting for the Green Party.

Party Power Index

NANOS

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	1 Year Ago (Oct 2013)	12 Month High	12 Month Low	12 Month Average
Canada Party Power Index								
Liberal	57.0	58.0	60.5	55.5	56.9	60.7	53.6	56.6
Conservative	52.3	52.3	50.4	49.4	52.5	52.5	48.4	50.4
NDP	51.4	50.4	49.6	51.4	46.8	52.2	46.8	49.3
Green	31.4	32.0	31.9	33.8	31.5	35.2	30.2	32.7
Bloc	26.4	26.1	25.7	27.0	26.8	29.2	24.4	26.7
Party Consider								
Liberal	53.4%	54.2%	58.8%	53.9%	49.9%	59.7%	47.2%	52.6%
NDP	43.6%	43.1%	45.6%	43.5%	40.6%	45.9%	37.9%	42.3%
Conservative	40.4%	40.9%	40.6%	39.3%	41.8%	44.1%	36.1%	39.7%
Bloc	29.6%	29.3%	29.7%	31.2%	31.8%	35.6%	22.4%	31.1%
Green	26.7%	28.1%	28.2%	30.8%	23.9%	33.1%	22.7%	27.5%
Preferred Prime Minister								
Trudeau	32.2%	34.3%	35.8%	29.3%	32.1%	35.8%	25.8%	30.2%
Harper	29.3%	29.1%	28.3%	28.7%	30.1%	32.4%	25.2%	28.4%
Mulcair	19.8%	19.3%	17.8%	19.8%	16.1%	20.5%	13.7%	18.1%
May	4.0%	4.6%	3.6%	5.6%	4.3%	6.7%	3.1%	5.2%
Beaulieu	1.0%	1.0%	0.7%	2.4%	1.9%	2.8%	0.5%	1.6%
Unsure	13.6%	11.7%	13.8%	14.3%	15.5%	20.2%	11.7%	16.3%

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.
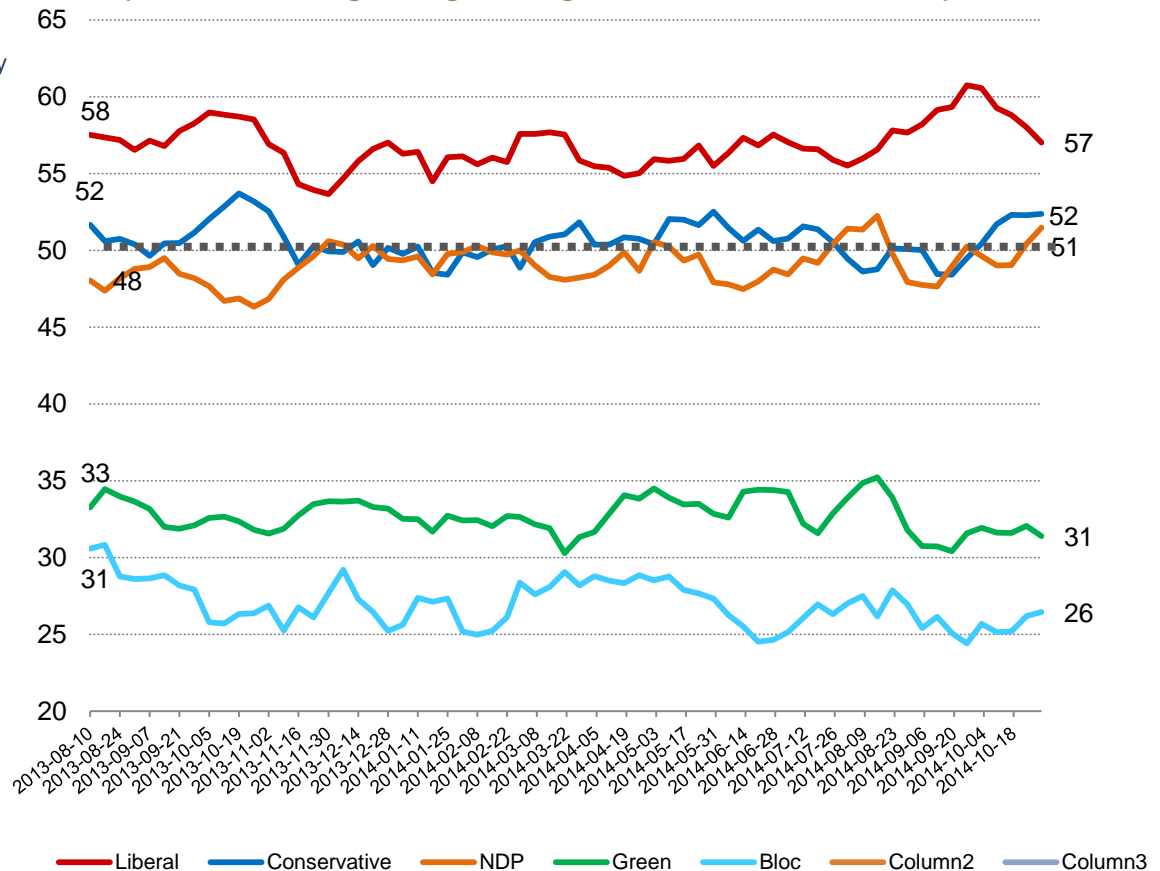
Party Power Index

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Canada Weekly Index Tracking Scores
(Four week rolling average ending October 31st, 2014, n=1,000)

Legend: Liberal, Conservative, NDP, Green, Bloc, Column2, Column3

Party Power Index Tracking by Region

Party Power Index

NANOS

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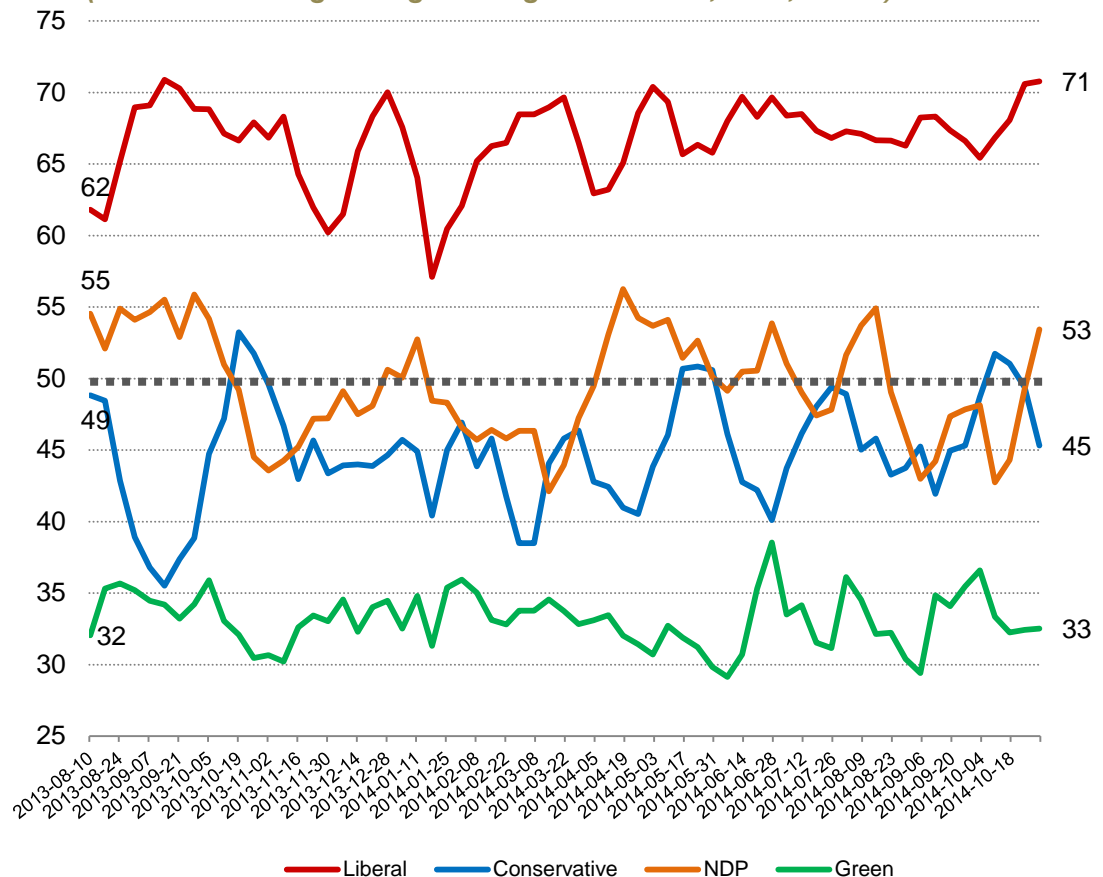   Ottawa: (613) 234-4666 x 237
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          nnanos@nanosresearch.com

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Atlantic Weekly Index Tracking Scores
(Four week rolling average ending October 31st, 2014, n=100)

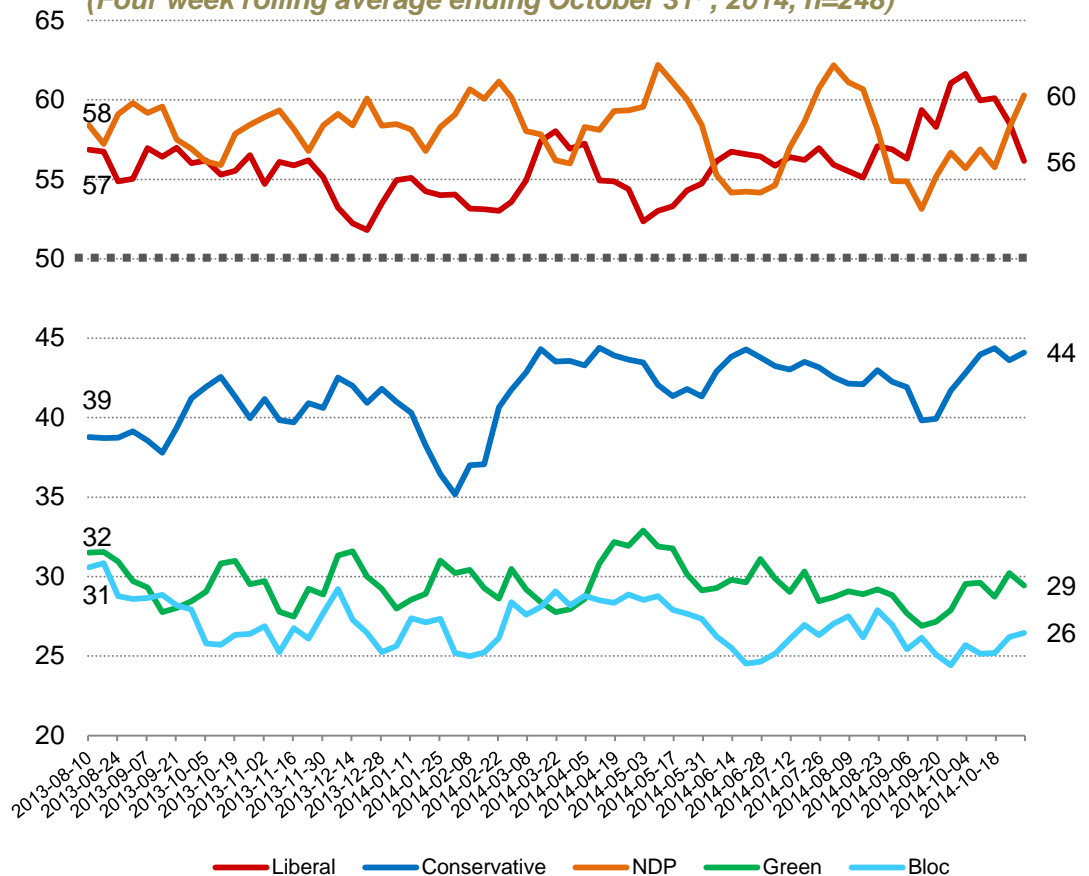Legend: Liberal — Conservative — NDP — Green

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 October 31st, 2014, n=248)

Legend: Liberal (red), Conservative (blue), NDP (orange), Green (green), Bloc (light blue)
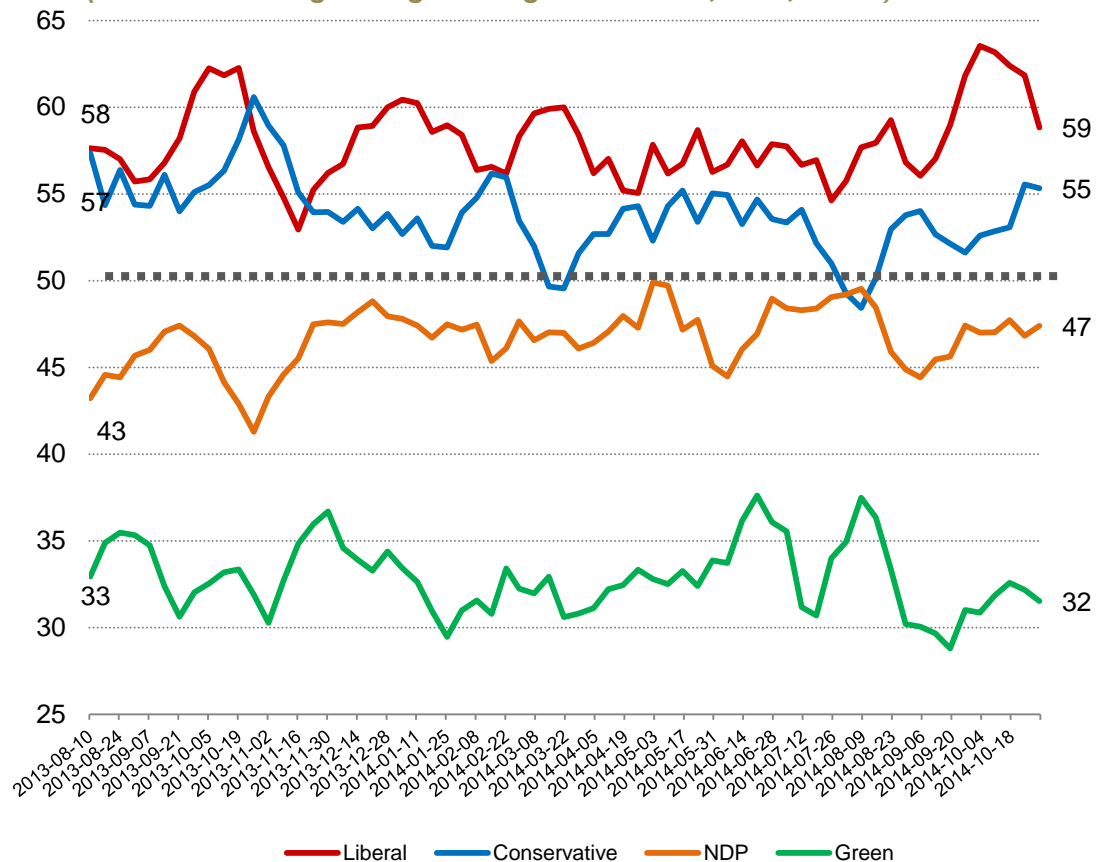
Party Power Index

NANOS

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 October 31st, 2014, n=300)

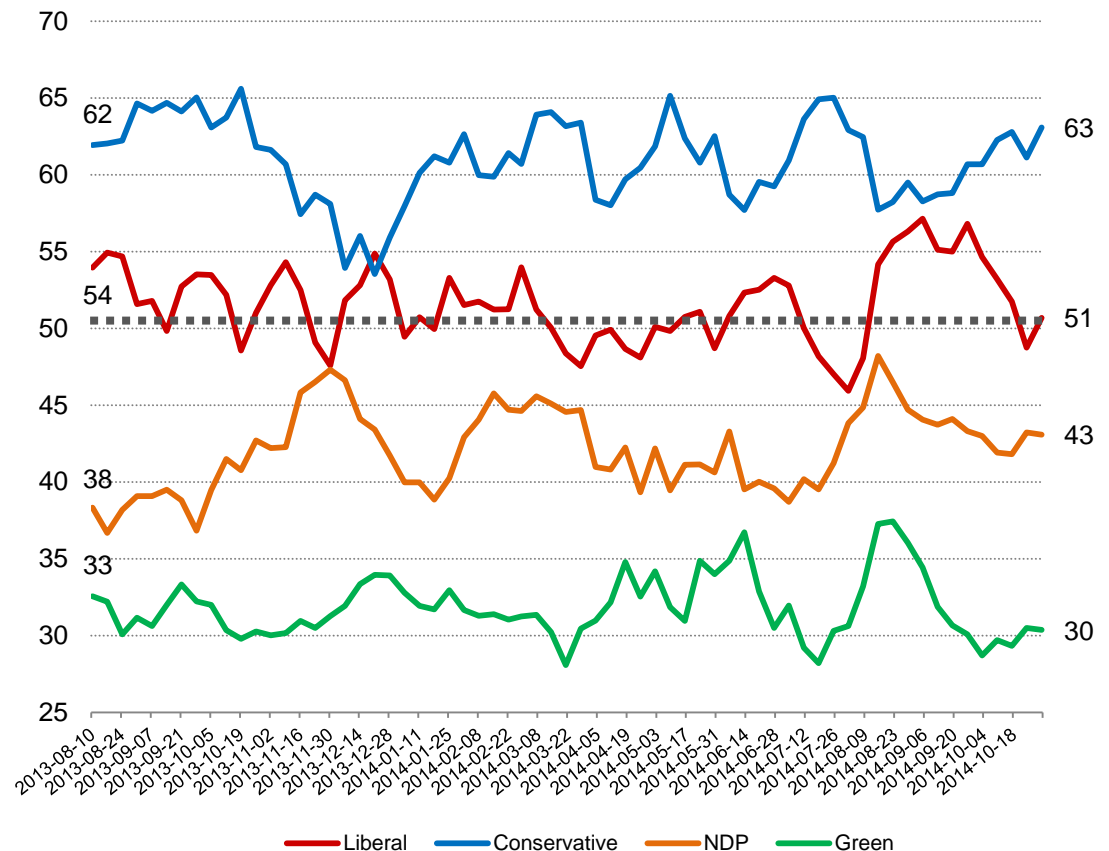Legend: Liberal, Conservative, NDP, Green

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 October 31st, 2014, n=200)

Legend: Liberal — Conservative — NDP — Green

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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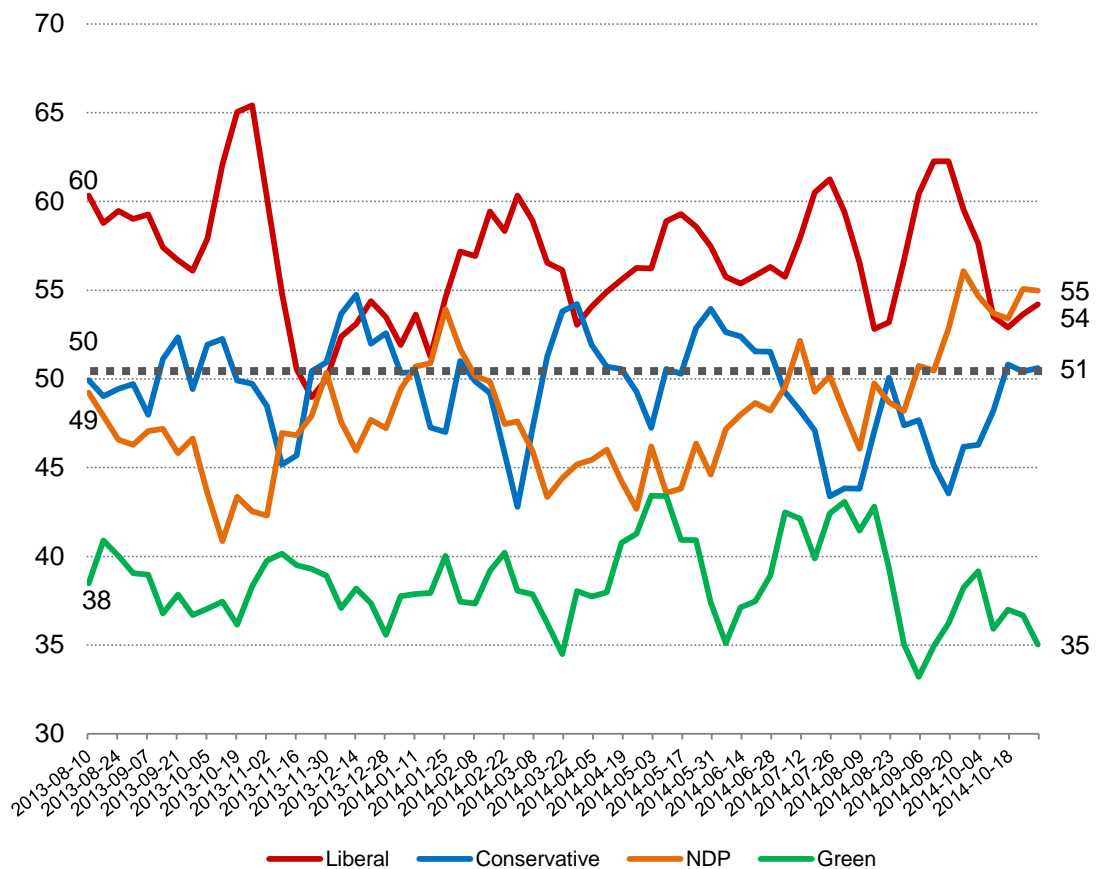　　　　Ottawa: (613) 234-4666 x 237
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British Columbia Weekly Index Tracking Scores
(Four week rolling average ending October 31st, 2014, n=152)

Legend: Liberal — Conservative — NDP — Green

Party Power Index Tracking by Age
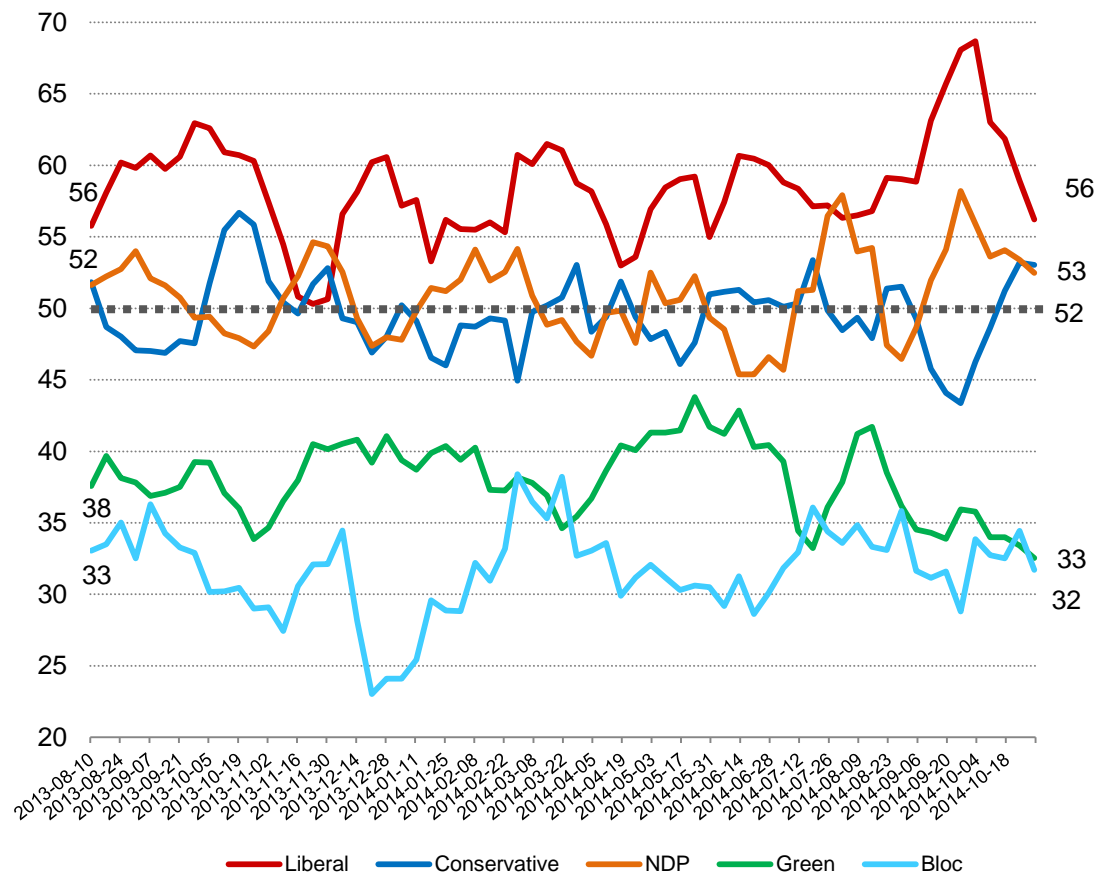
Party Power Index

NANOS

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 October 31st, 2014, n=205)

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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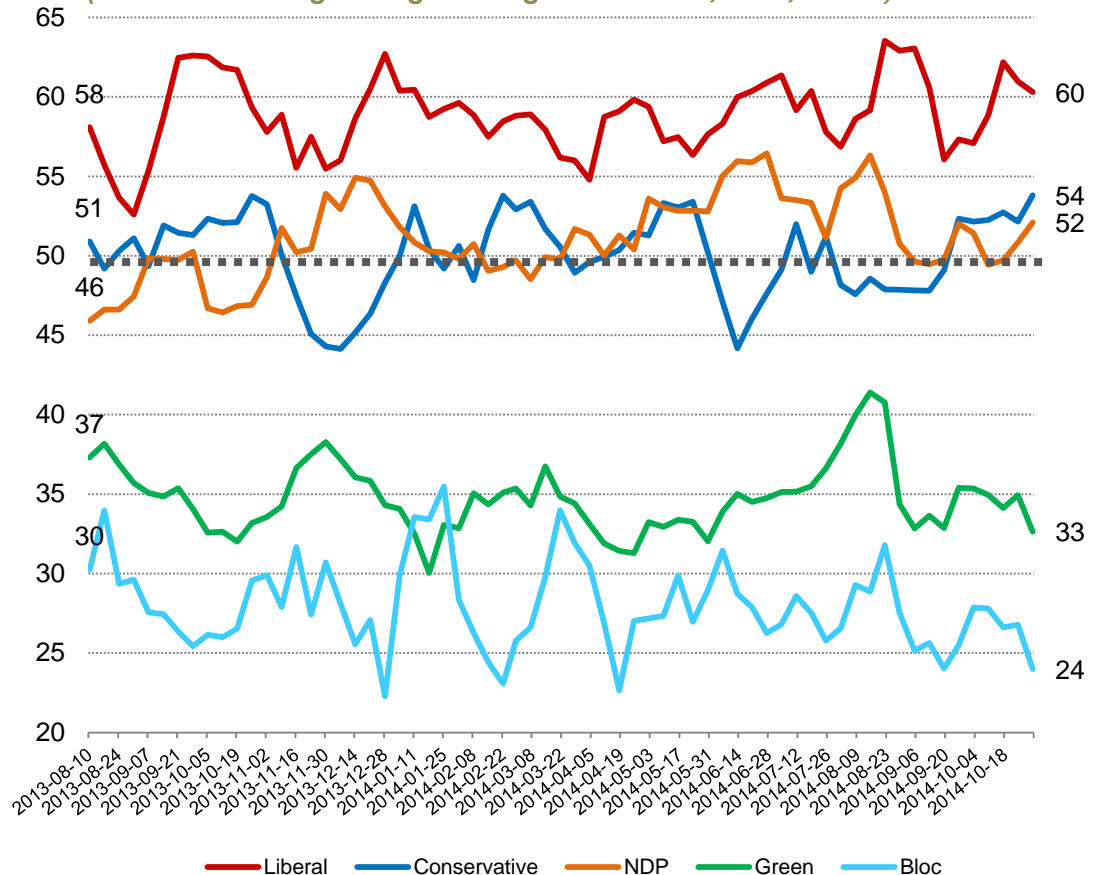   Ottawa: (613) 234-4666 x 237
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30 to 39 Weekly Index Tracking Scores
(Four week rolling average ending October 31st, 2014, n=169)

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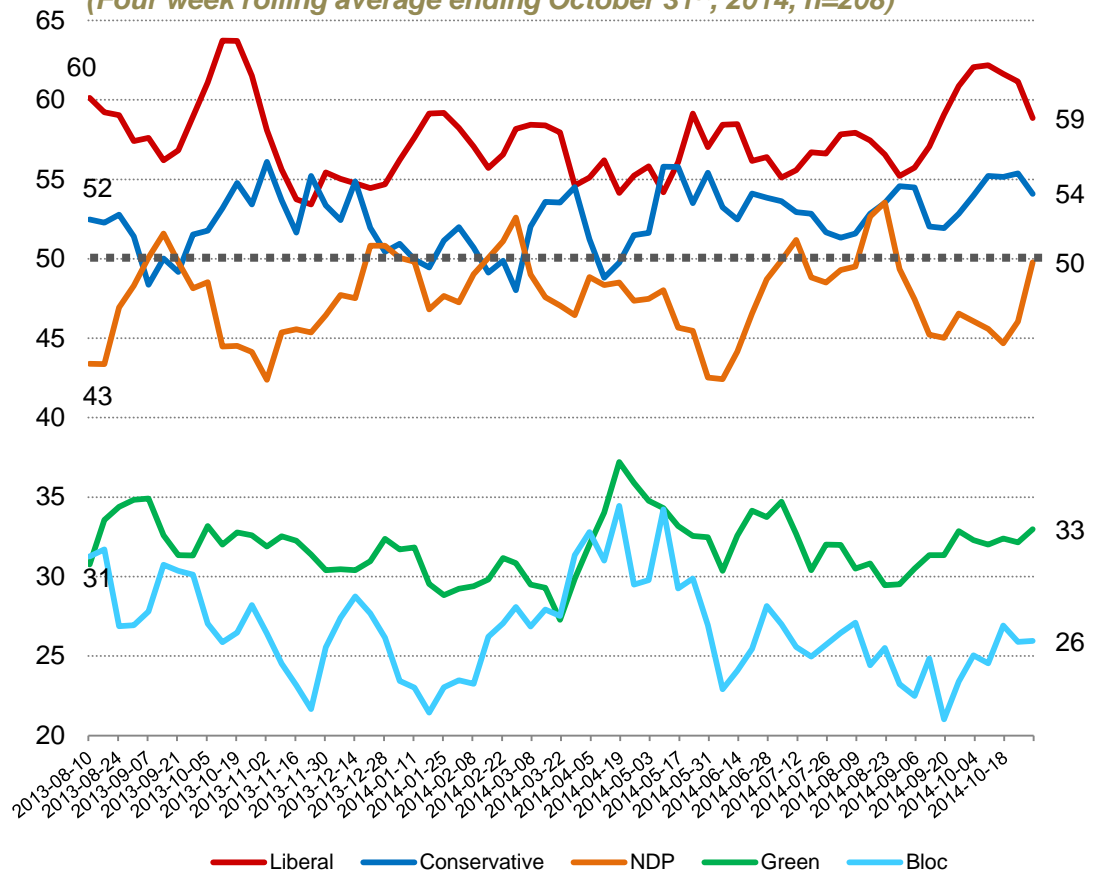
Party Power Index

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 October 31st, 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.

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50 to 59 Weekly Index Tracking Scores
(Four week rolling average ending October 31st, 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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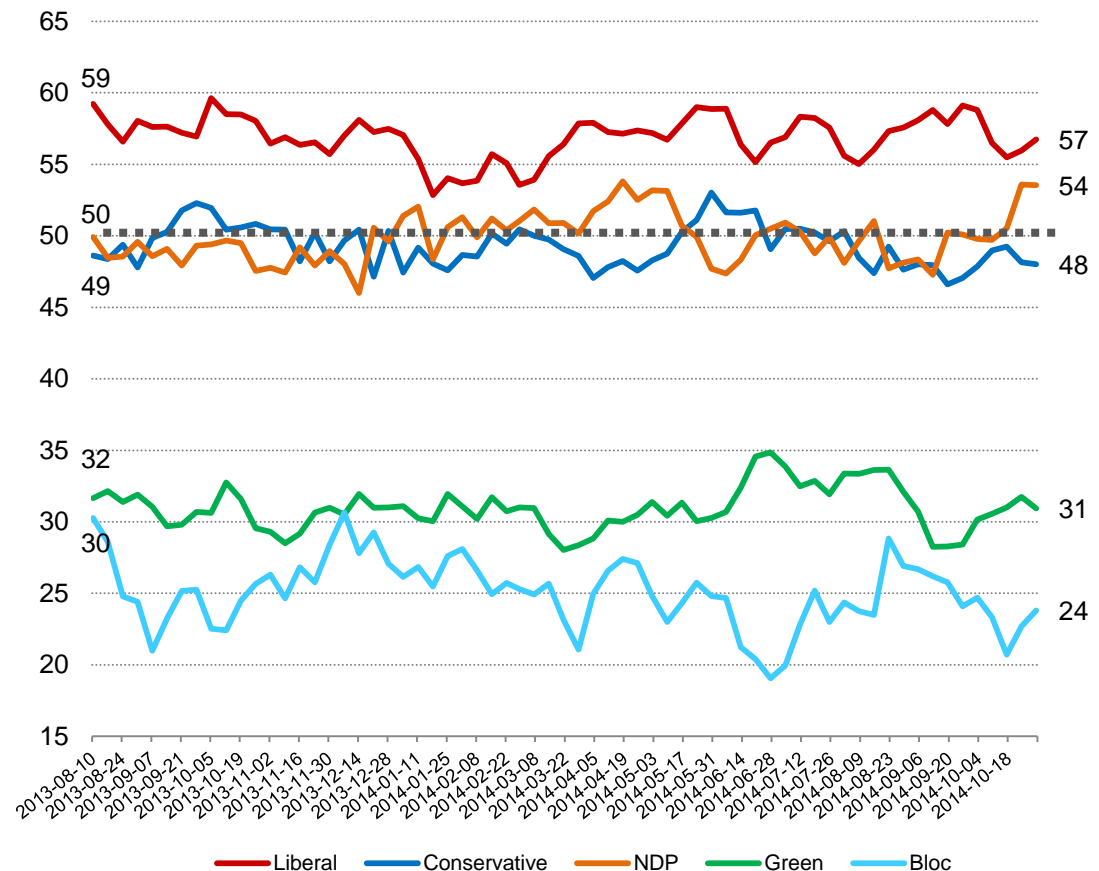   Ottawa: (613) 234-4666 x 237
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60 plus Weekly Index Tracking Scores
(Four week rolling average ending October 31st, 2014, n=239)

Legend: Liberal, Conservative, NDP, Green, Bloc

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
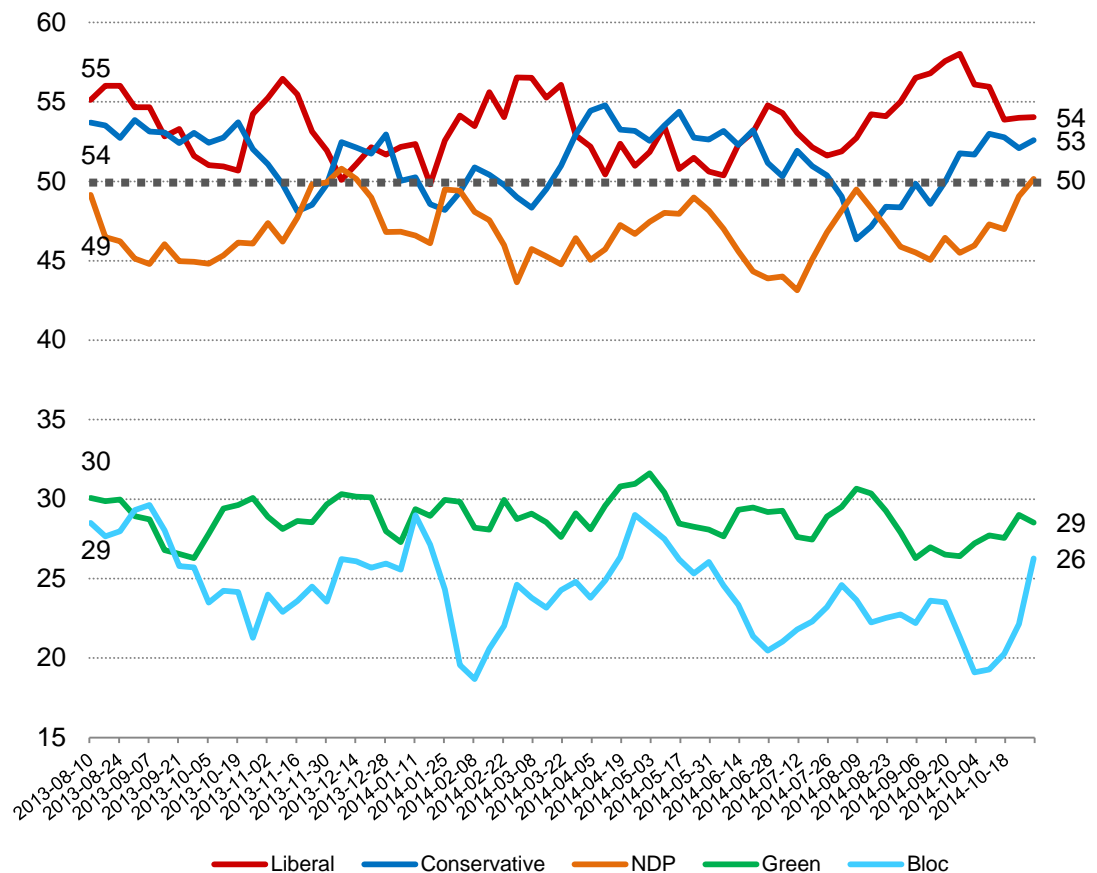　　　　Ottawa: (613) 234-4666 x 237
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Male Weekly Index Tracking Scores
(Four week rolling average ending October 31st, 2014, n=472)

Legend: Liberal, Conservative, NDP, Green, Bloc

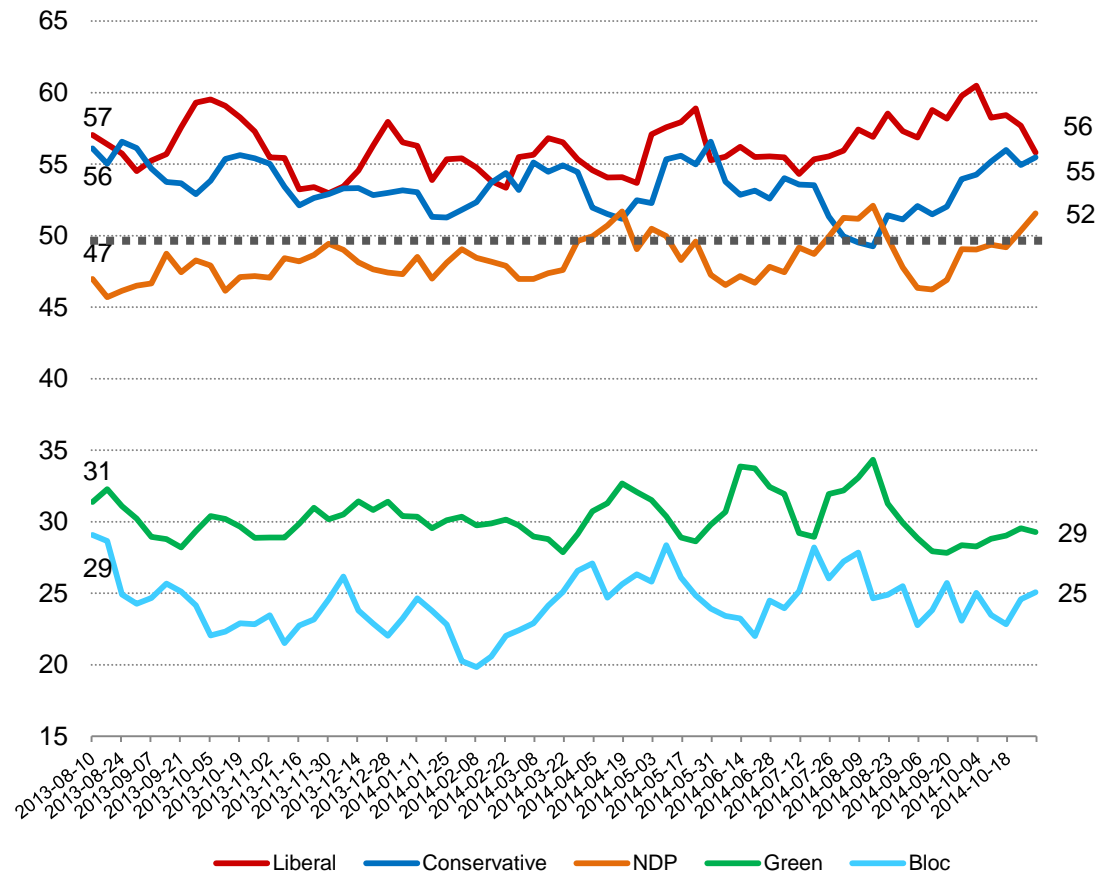# Party Power Index

NANOS

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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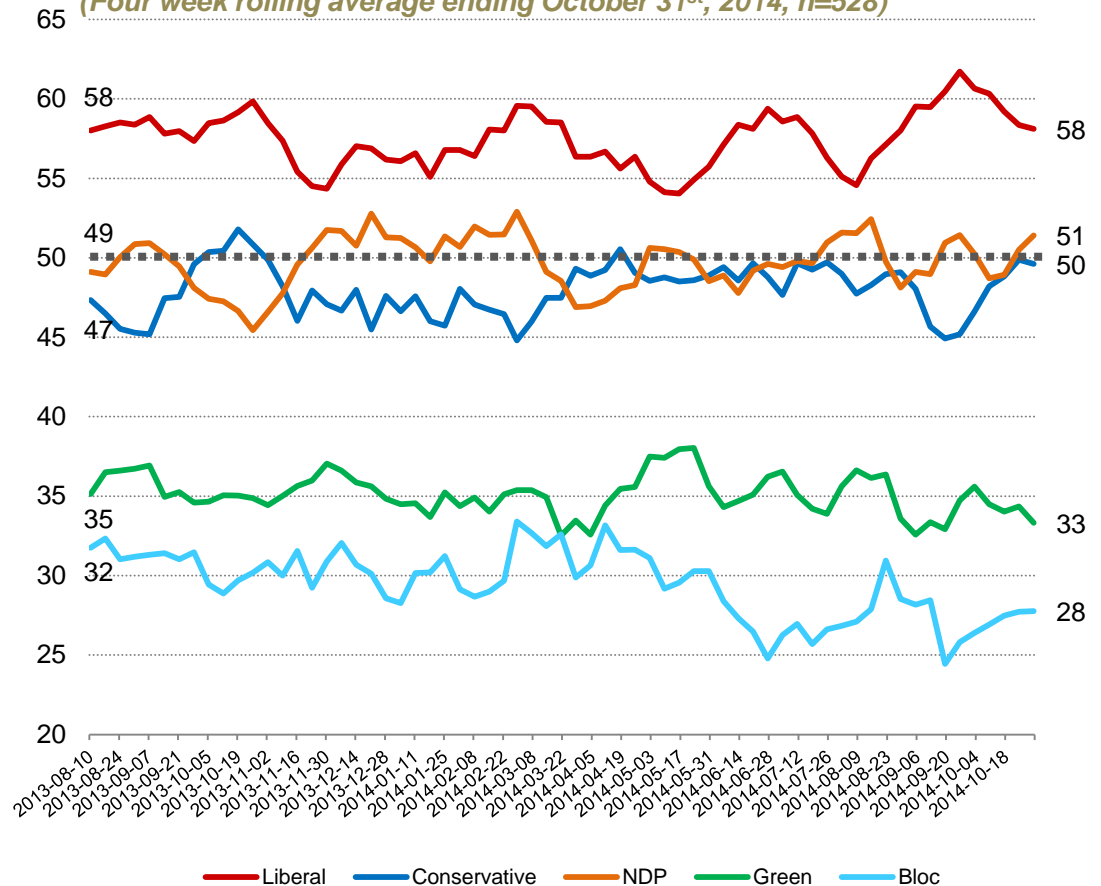Washington DC: (202) 697-9924
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Female Weekly Index Tracking Scores
(Four week rolling average ending October 31st, 2014, n=528)

Legend: Liberal — Conservative — NDP — Green — Bloc

National Vote Considerations Tracking

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 October 31st, 2014, n=1,000)

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

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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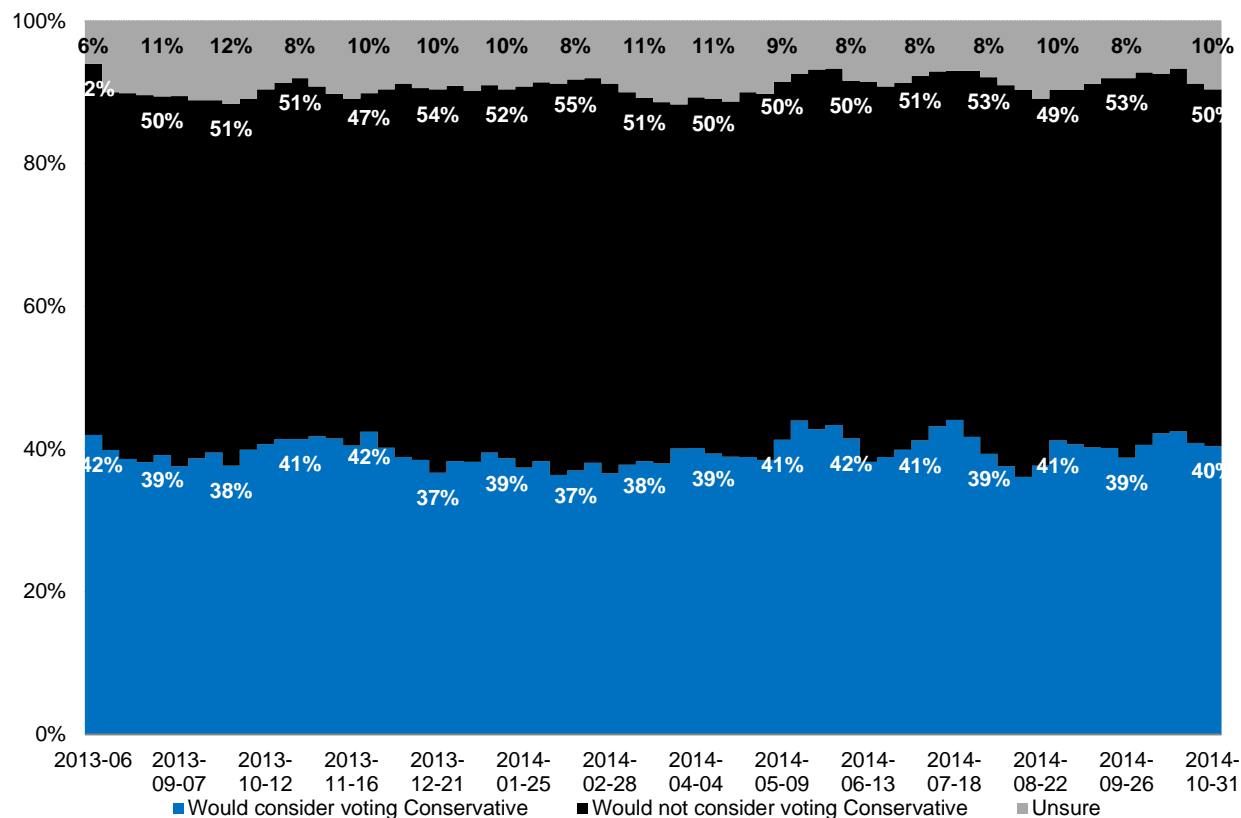   Washington DC: (202) 697-9924
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National – Weekly Tracking
(Four week rolling average ending October 31st, 2014, n=1,000)

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

Consider Liberal

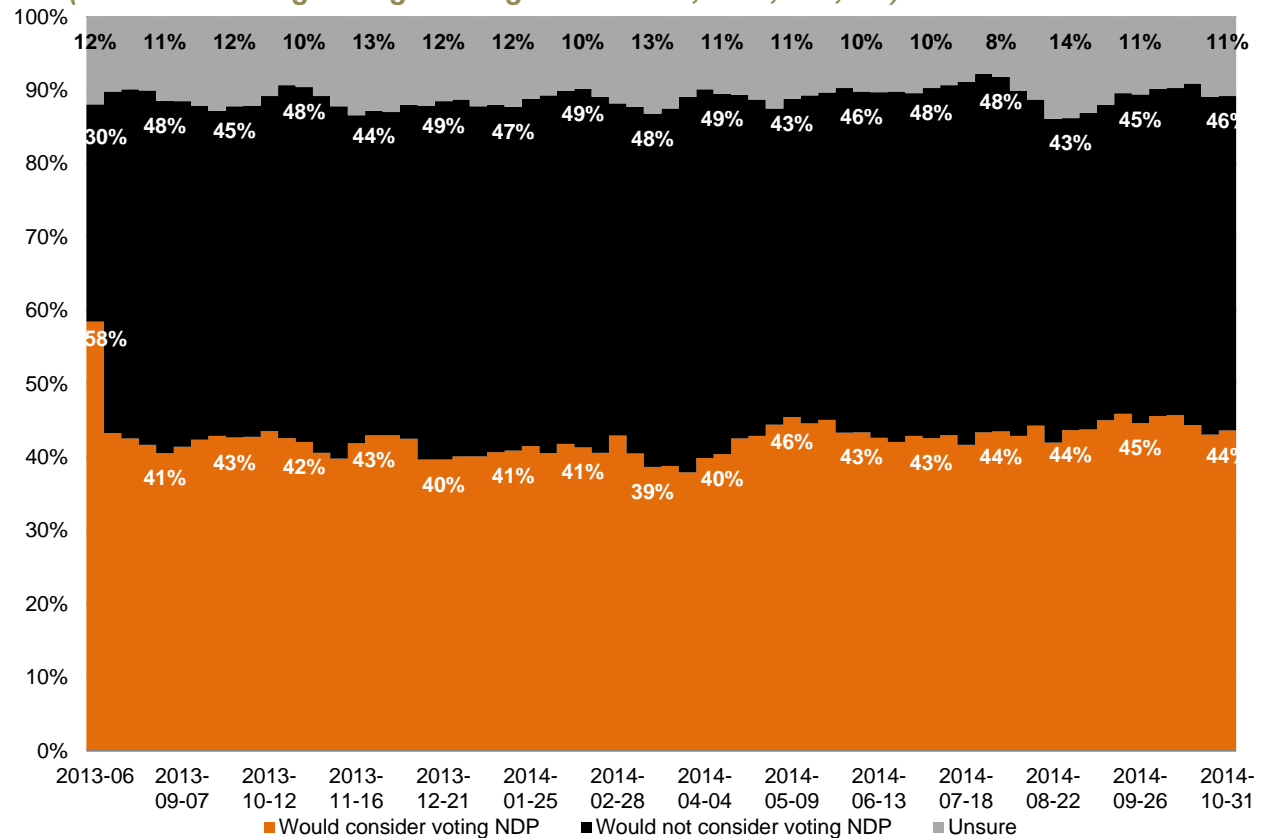**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Liberal Party

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National – Weekly Tracking
(Four week rolling average ending October 31st, 2014, n=1,000)

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

Consider Bloc

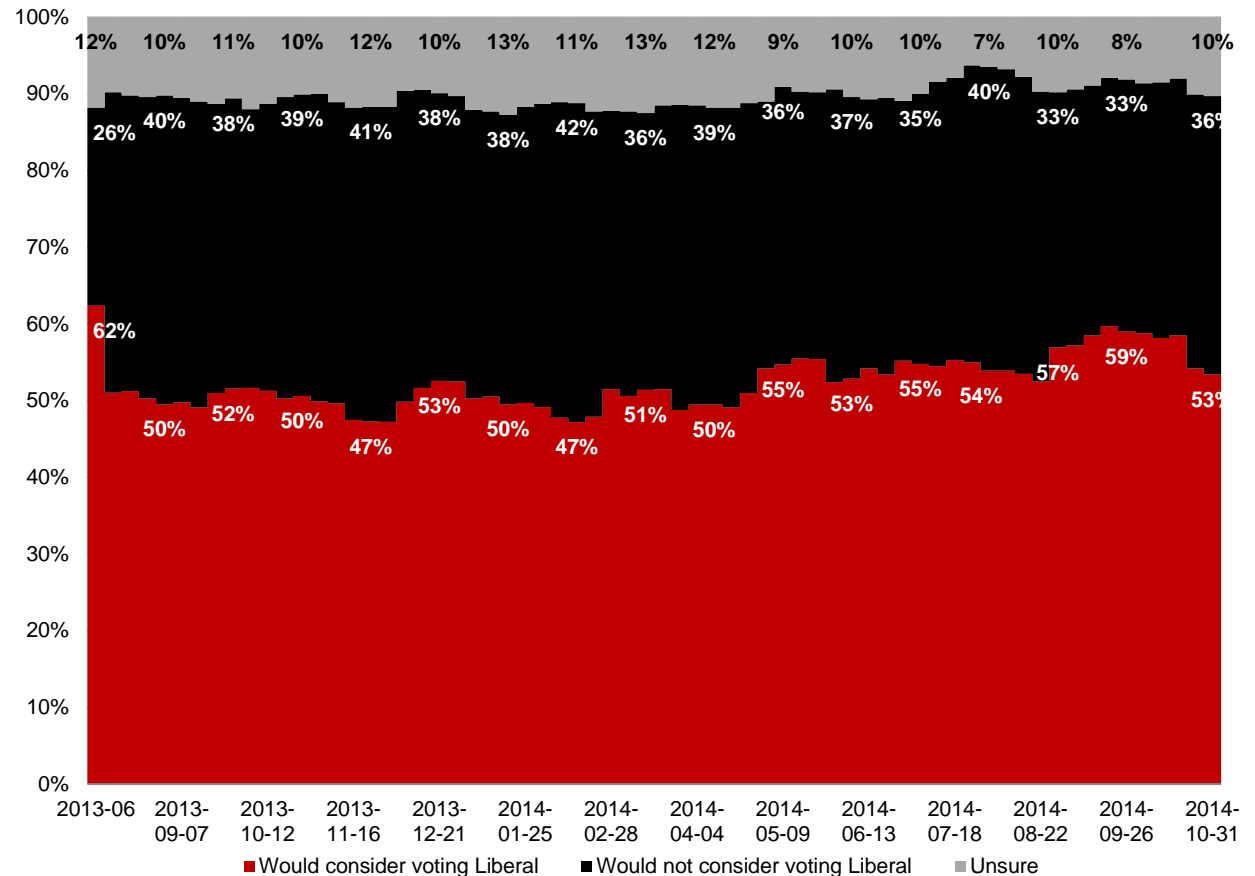**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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Quebec only – Weekly Tracking
Four week rolling average ending October 31st, 2014, n=248)

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

Consider Green

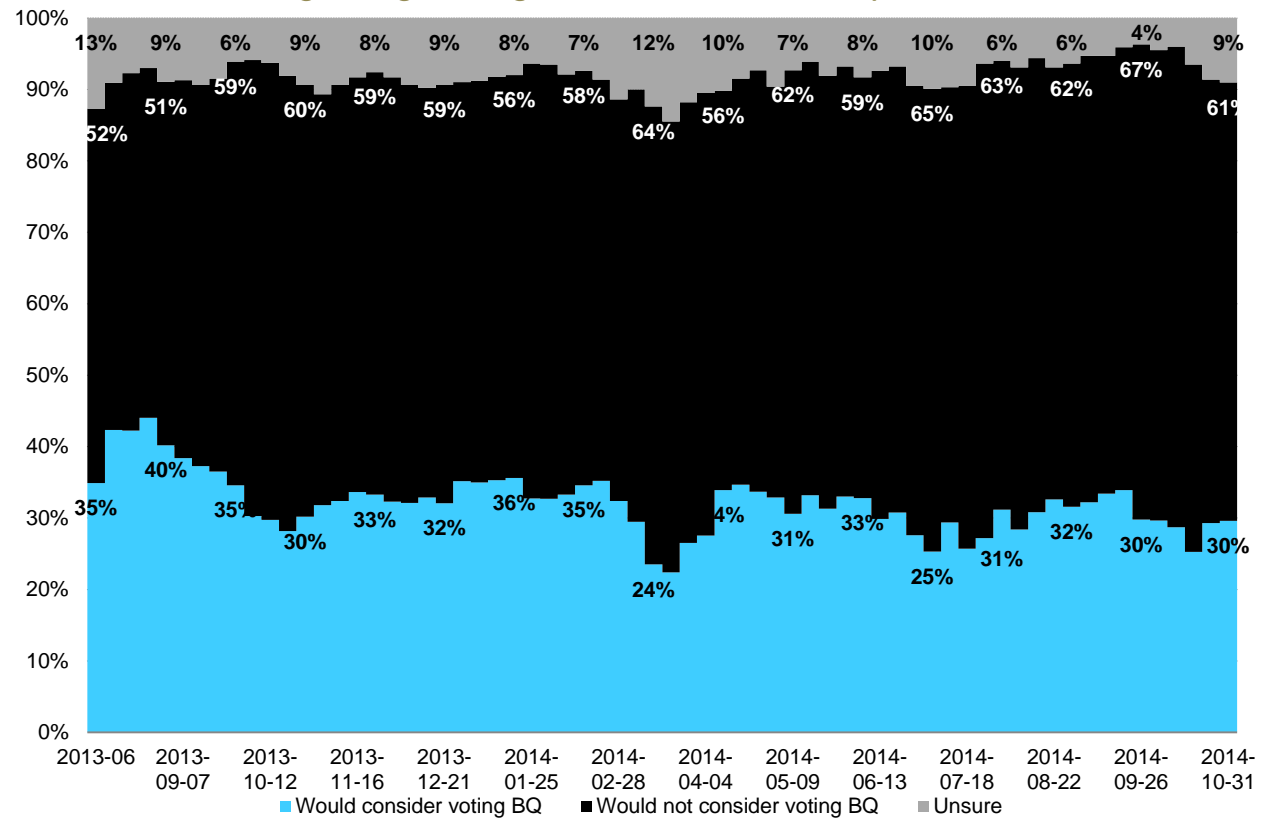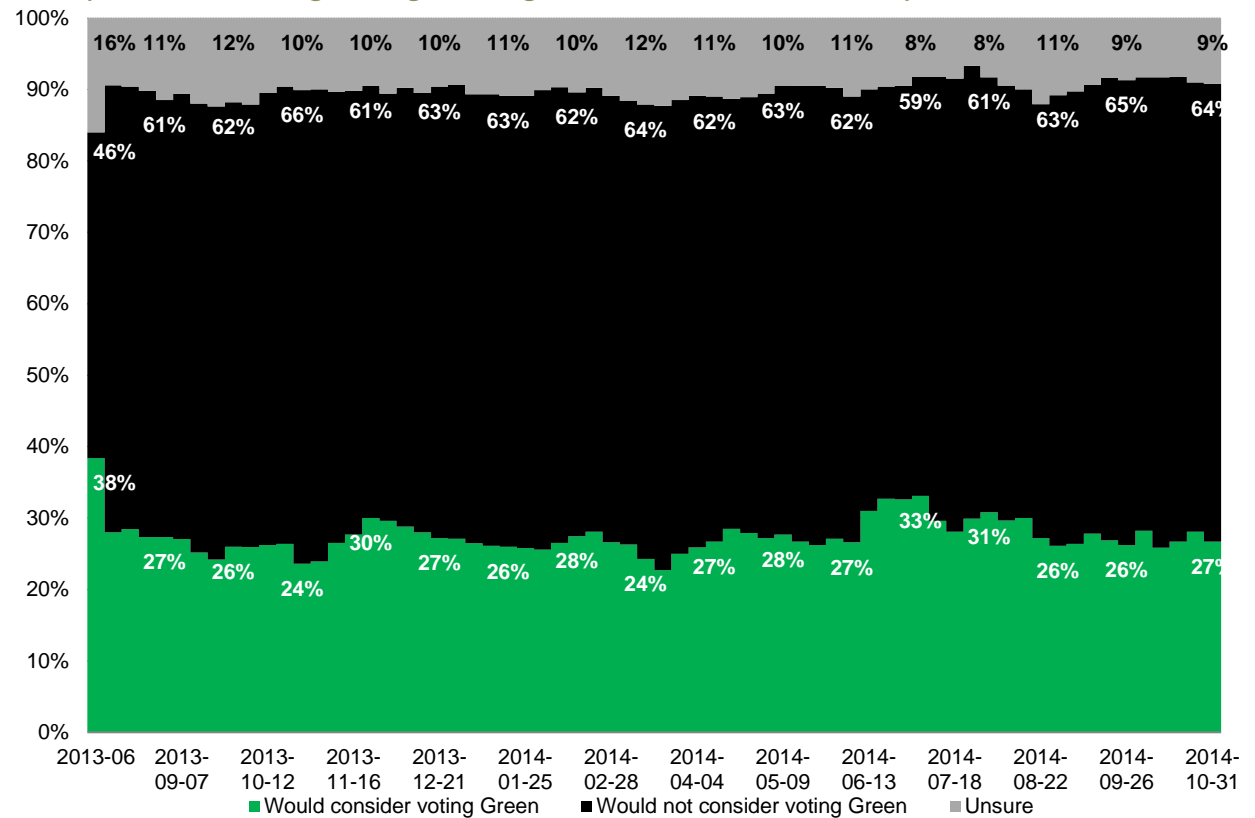**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Green Party

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National – Weekly Tracking
(Four week rolling average ending October 31st, 2014, n=1,000)

Legend:
- Would consider voting Green (green)
- Would not consider voting Green (black)
- Unsure (grey)

Unsure (top values): 16% 11% 12% 10% 10% 10% 11% 10% 12% 11% 10% 11% 8% 8% 11% 9% 9%

Would not consider voting Green: 46% 61% 62% 66% 61% 63% 63% 62% 64% 62% 63% 62% 59% 61% 63% 65% 64%

Would consider voting Green: 38% 27% 26% 24% 30% 27% 26% 28% 24% 27% 28% 27% 33% 31% 26% 26% 27%

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, 2014-07-18, 2014-08-22, 2014-09-26, 2014-10-31

National Leadership Tracking

Prime Minister

31

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 October 31st, 2014, n=1,000)

Has qualities of a good leader — Does not have qualities of a good leader — Unsure

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

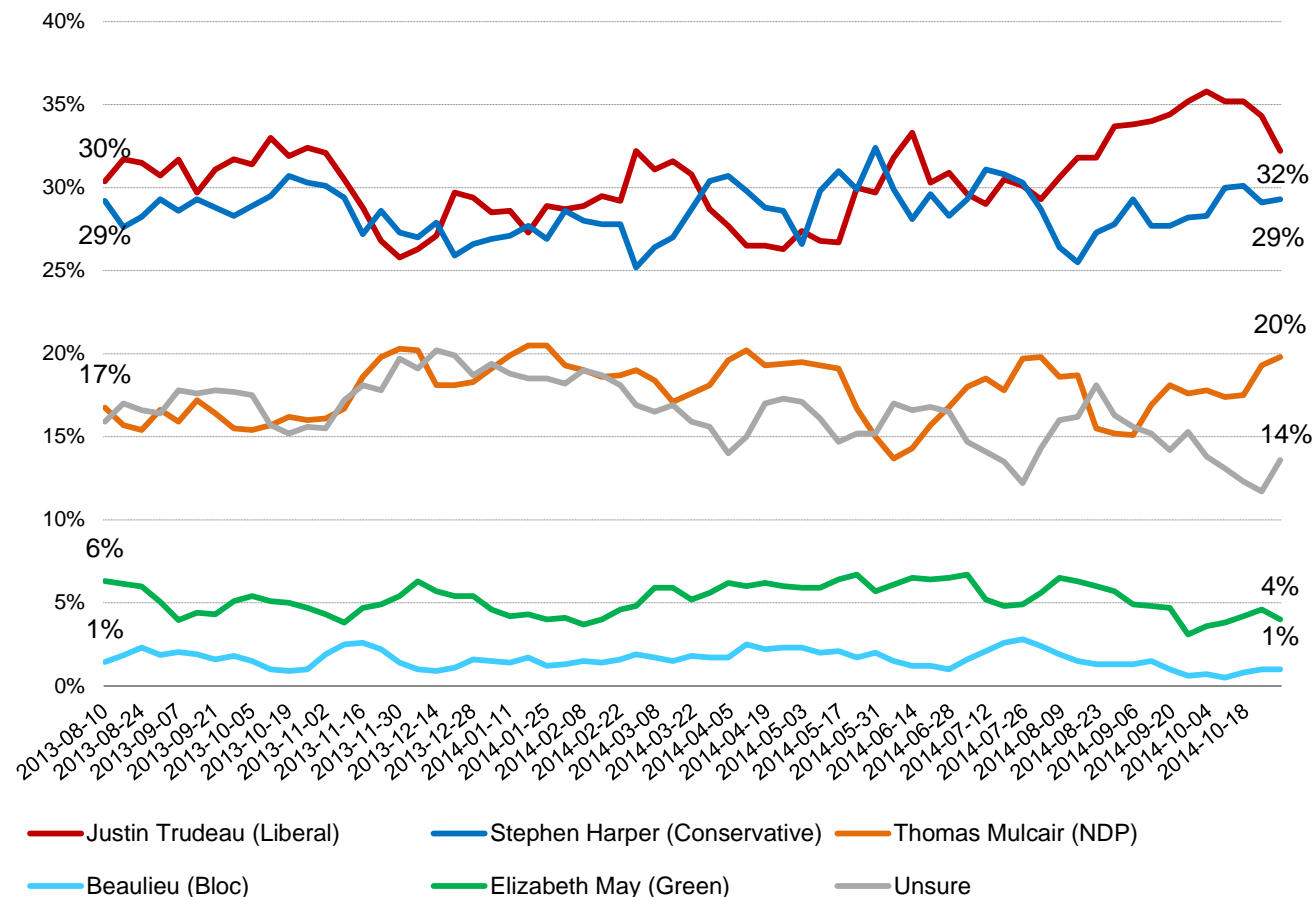Contact: Nik Nanos
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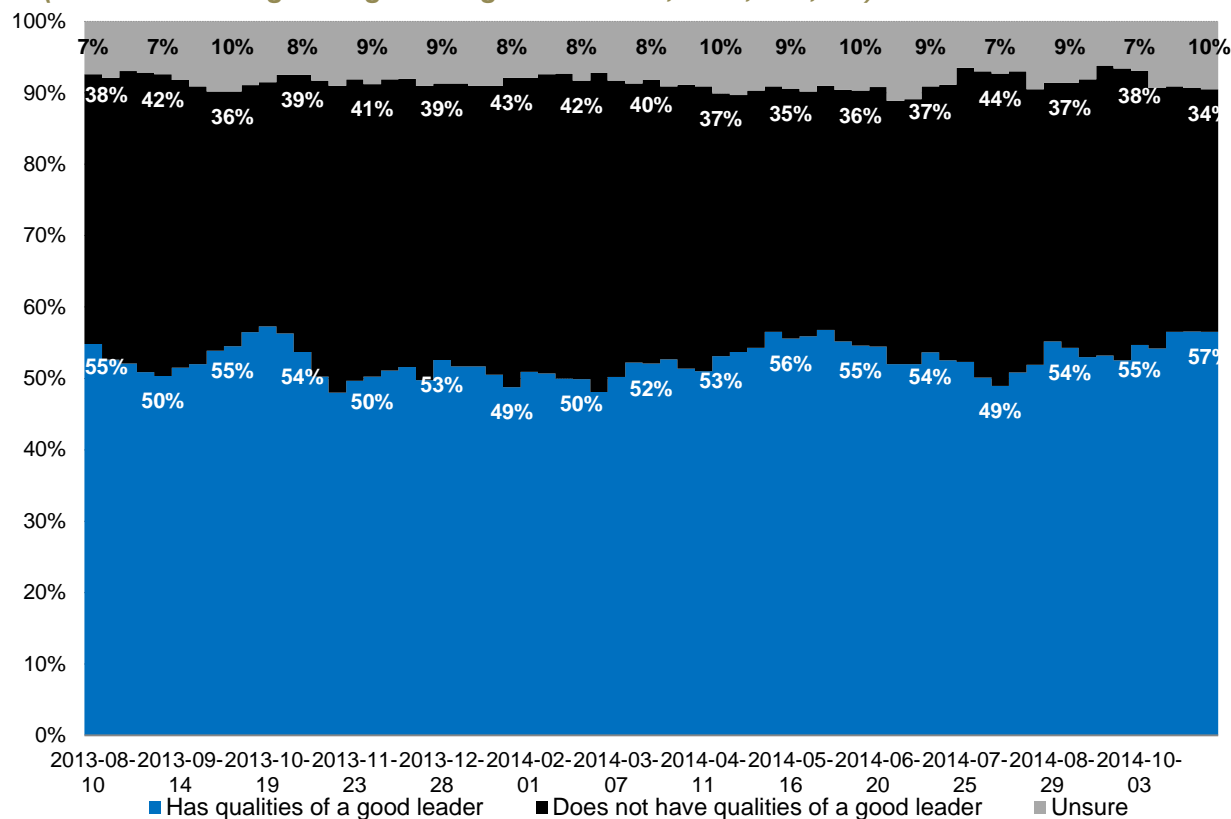Washington DC: (202) 697-9924
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National – Weekly Tracking
(Four week rolling average ending October 31st, 2014, n=1,000)

Unsure (top values): 25% 27% 29% 26% 21% 25% 25% 23% 24% 23% 22% 26% 24% 24% 24% 23% 26%

Does not have qualities (middle values): 30% 28% 28% 31% 28% 26% 29% 28% 29% 27% 28% 27% 26% 25% 27% 26% 23%

Has qualities (bottom values): 45% 44% 43% 43% 51% 49% 46% 49% 48% 50% 51% 47% 51% 52% 49% 52% 51%

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, 2014-06-20, 2014-07-25, 2014-08-29, 2014-10-03

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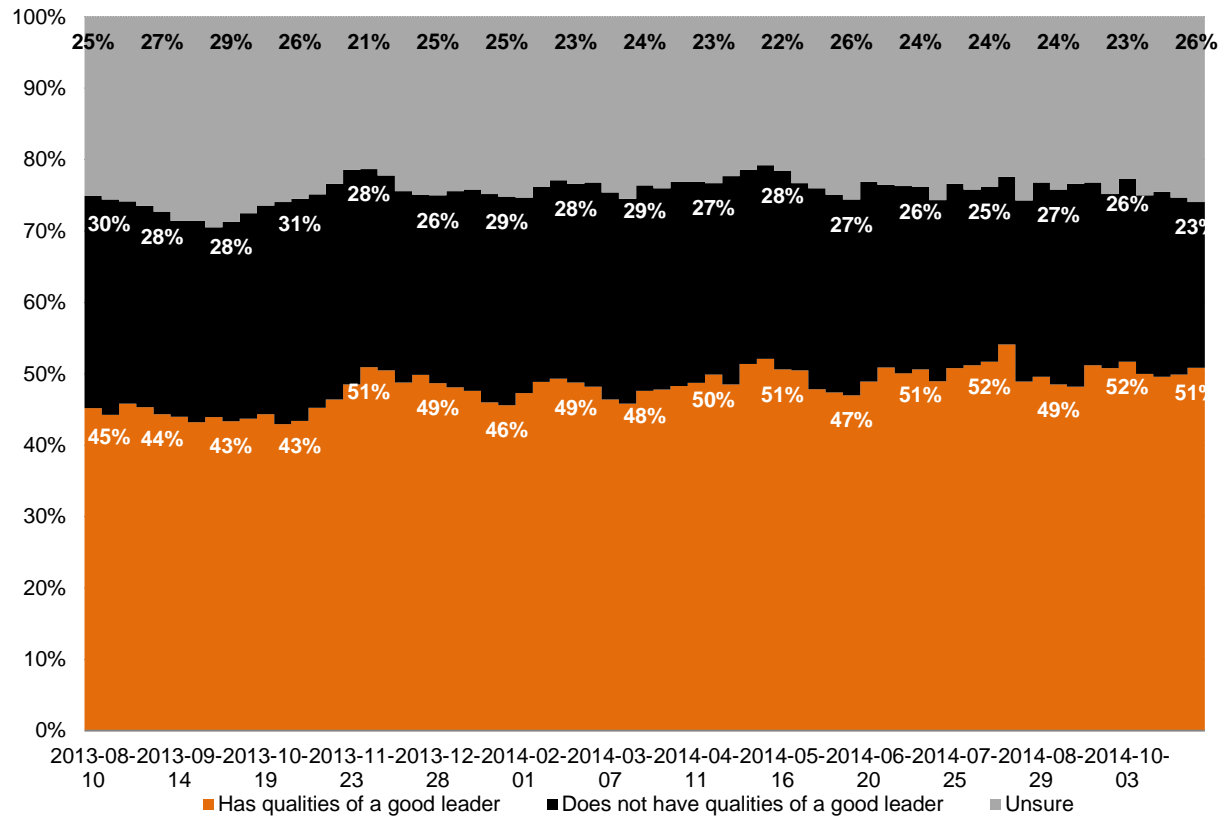
Trudeau

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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National – Weekly Tracking
(Four week rolling average ending October 31st, 2014, n=1,000)

Has qualities of a good leader ■ Does not have qualities of a good leader ■ Unsure

Beaulieu

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] Mario Beaulieu

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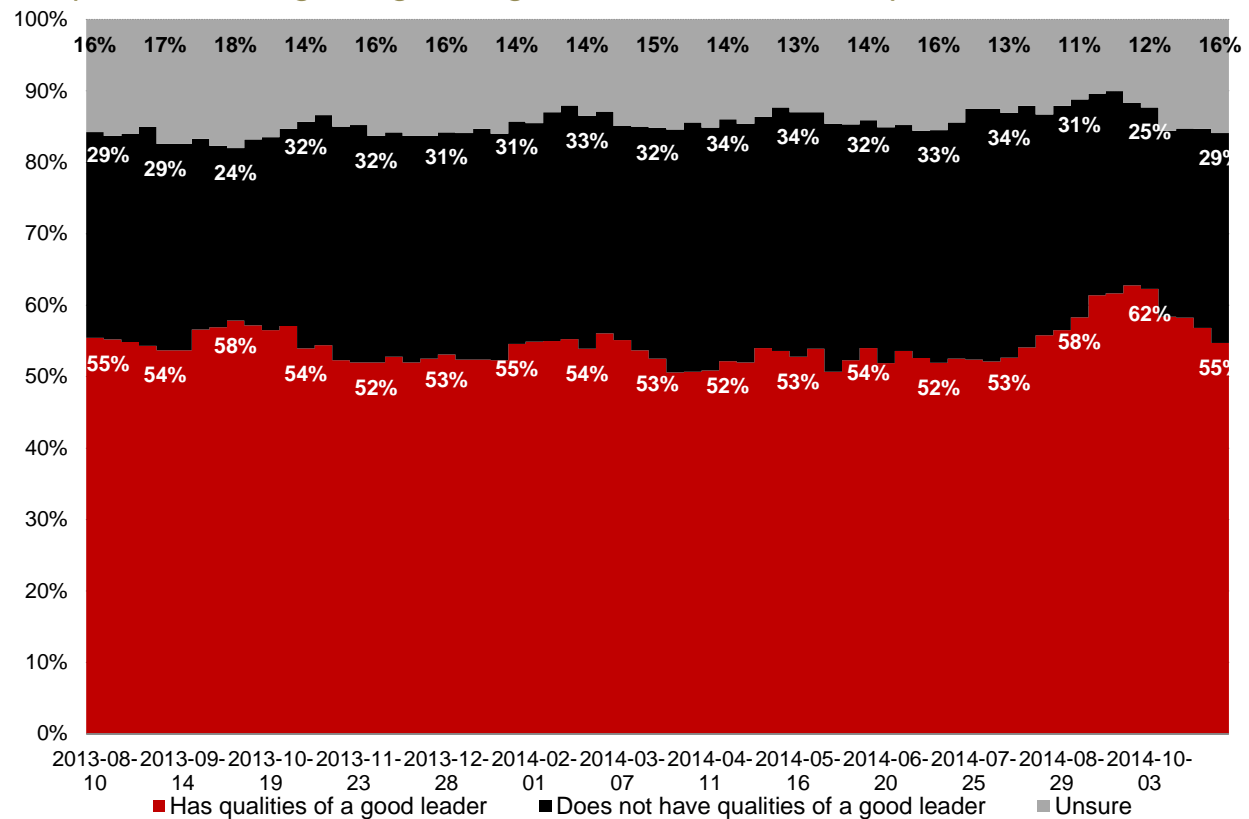   Washington DC: (202) 697-9924
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Quebec only – Weekly Tracking
(Four week rolling average ending October 31st, 2014, n=248)

Unsure: 37% 29% 38% 29% 28% 33% 31% 28% 30% 33% 28% 33% 37% 27% 31% 28% 33%

Does not have: 40% 46% 48% 50% 52% 49% 49% 48% 50% 45% 48% 49% 46% 50% 53% 53% 52%

Has qualities: 23% 25% 15% 21% 21% 18% 20% 23% 21% 22% 24% 19% 17% 23% 16% 19% 15%

X-axis: 2013-08-10, 2013-09-14, 2013-10-19, 2013-11-23, 2013-12-28, 2014-02-01, 2014-03-07, 2014-03-11, 2014-05-16, 2014-06-20, 2014-07-25, 2014-07-29, 2014-08-03, 2014-10

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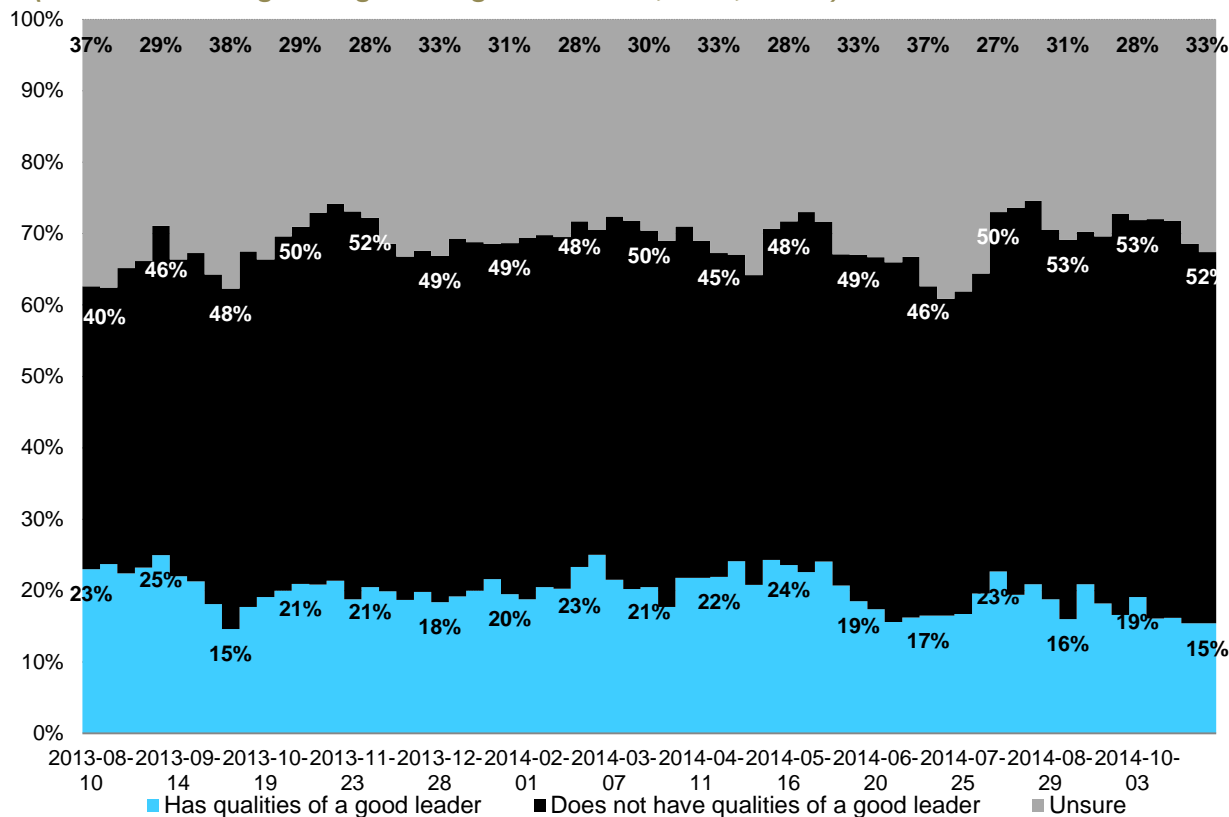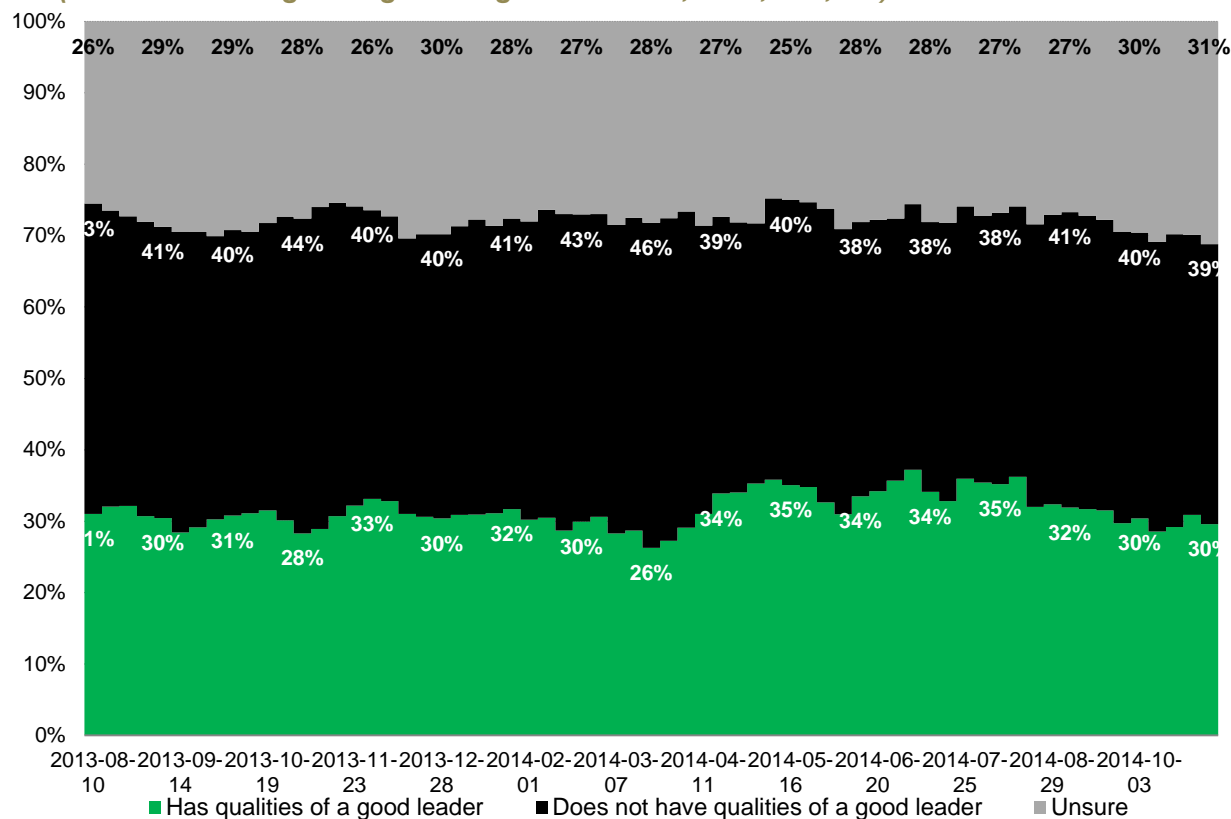
May

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
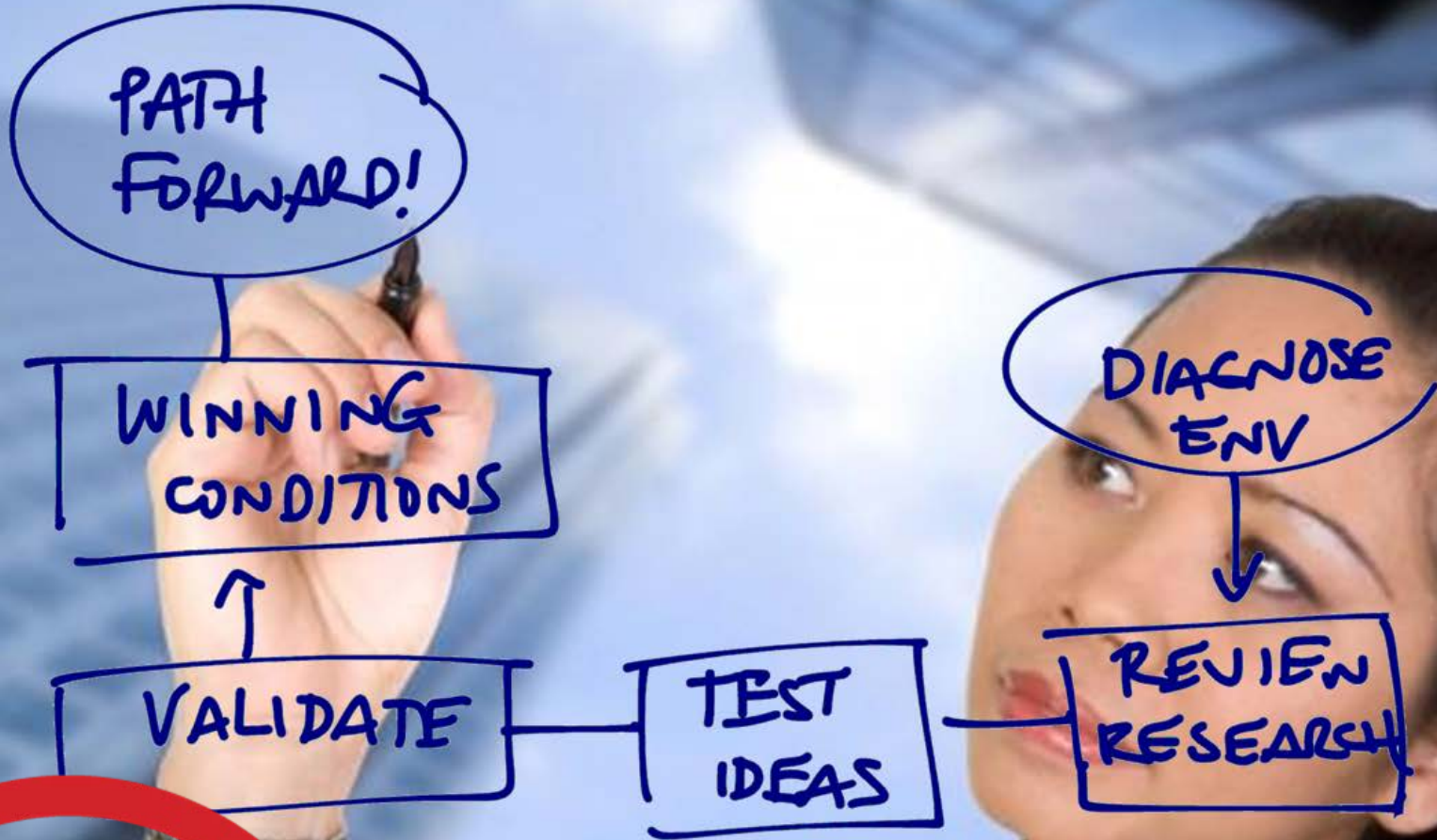
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National – Weekly Tracking
(Four week rolling average ending October 31st, 2014, n=1,000)

Top row (Unsure): 26% 29% 29% 28% 26% 30% 28% 27% 28% 27% 25% 28% 28% 27% 27% 30% 31%

Middle (Does not have qualities): 43% 41% 40% 44% 40% 40% 41% 43% 46% 39% 40% 38% 38% 38% 41% 40% 39%

Bottom (Has qualities): 31% 30% 31% 28% 33% 30% 32% 30% 26% 34% 35% 34% 34% 35% 32% 30% 30%

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, 2014-06-20, 2014-07-25, 2014-08-29, 2014-10-03

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

Methodology

Survey Methodology

Download our app to get the latest Nanos Numbers streamed to your iPhone.

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 October 31st, 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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