



*Weekly Nanos Party Power Index Tracking  
(period ending April 17<sup>th</sup>, 2015)  
released April 22<sup>th</sup>, 2015*

# Weekly Nanos Party Power Index



## Liberals score highest, followed by NDP Negative trend for Conservatives driven in Western Canada (Released 04/22/2015)

With a negative trend continuing for the Conservatives, the importance of the budget looms large for the Tories as we get closer to a Fall federal election. Of note, the slide in perceptions of the Conservatives has been the most dramatic in the Prairies and British Columbia. Also of note, the New Democrats continue to trend upward in the weekly index. In the overall weekly Nanos Party Power Index the Liberals continue to score the highest – 57 points out of a possible 100, followed by the New Democrats at 52 points, the Conservatives at 51 points, Green at 35 points and the BQ at 26 points (QC only).

As you may know, Nanos does internal ballot tracking every week. Based on the four week rolling average, the Liberals are at 34 per cent, the Conservatives at 29 per cent, the NDP at 25 per cent, the Greens at eight per cent and the BQ at four percent. Please take note of the bonus chart in this specific release. Ballot preferences are part of the Nanos Party Power Index weekly tracking study.

The Nanos Party Power Index comprises a basket of political goods that includes ballot preferences, accessible voters, preferred PM views and evaluations of the leaders. It is modeled similar to a standard confidence index. It is a random telephone survey conducted with live agents, reaching out to Canadians through a land- and cell-line dual frame sample.

For the weekly preferred Prime Minister measure Trudeau stands at 31 per cent followed by Harper at 29 per cent, Mulcair at 20 per cent, May at five per cent and 15 per cent were undecided.

Asked a series of independent questions as to whether they would consider or not consider voting for each of the federal parties, 52 per cent of Canadians would consider voting Liberal while 44 per cent would consider voting NDP, 40 per cent would consider voting Conservative and 31 per cent would consider voting for the Greens.

# 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

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[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)

## Data Summary

	This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (Apr 2014)	12 Month High	12 Month Low	12 Month Average
<b>Canada Party Power Index</b>								
Liberal	57.2	57.6	56.6	56.9	54.8	60.7	54.8	56.9
NDP	51.8	51.4	48.8	49.2	49.8	52.2	47.4	49.4
Conservative	50.8	51.2	54.3	50.8	50.8	54.3	48.4	51.6
Green	34.9	34.0	31.4	32.0	34.0	35.2	30.1	32.2
Bloc	25.5	25.4	25.4	26.5	28.3	28.8	22.9	26.4
<b>Party Consider</b>								
Liberal	51.5%	52.7%	52.2%	58.1%	49.1%	59.7%	49.1%	54.4%
NDP	44.3%	45.1%	42.1%	46.3%	42.5%	47.1%	41.4%	43.9%
Conservative	39.6%	41.1%	44.6%	42.7%	38.9%	44.7%	36.1%	41.5%
Green	30.5%	30.4%	23.7%	29.2%	28.5%	33.1%	23.4%	27.6%
Bloc	30.0%	30.6%	26.5%	29.2%	34.7%	36.7%	25.3%	30.6%
<b>Preferred Prime Minister</b>								
Trudeau	30.7%	30.2%	30.5%	30.7%	26.5%	35.8%	26.3%	30.8%
Harper	28.8%	30.5%	34.1%	31.1%	28.8%	34.1%	25.5%	30.4%
Mulcair	19.8%	19.3%	15.9%	17.8%	19.3%	20.4%	13.7%	17.8%
May	4.6%	4.3%	4.1%	4.7%	6.2%	6.7%	3.0%	4.7%
Beaulieu	0.9%	1.2%	1.8%	1.2%	2.2%	2.8%	0.5%	1.4%
Unsure	15.2%	14.5%	13.5%	14.4%	17.0%	18.1%	11.7%	14.6%

# 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 1<sup>st</sup> and 2<sup>nd</sup> vote preferences;
- a measure of whether the respondent would consider voting for the party;
- the 1<sup>st</sup> and 2<sup>nd</sup> 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.

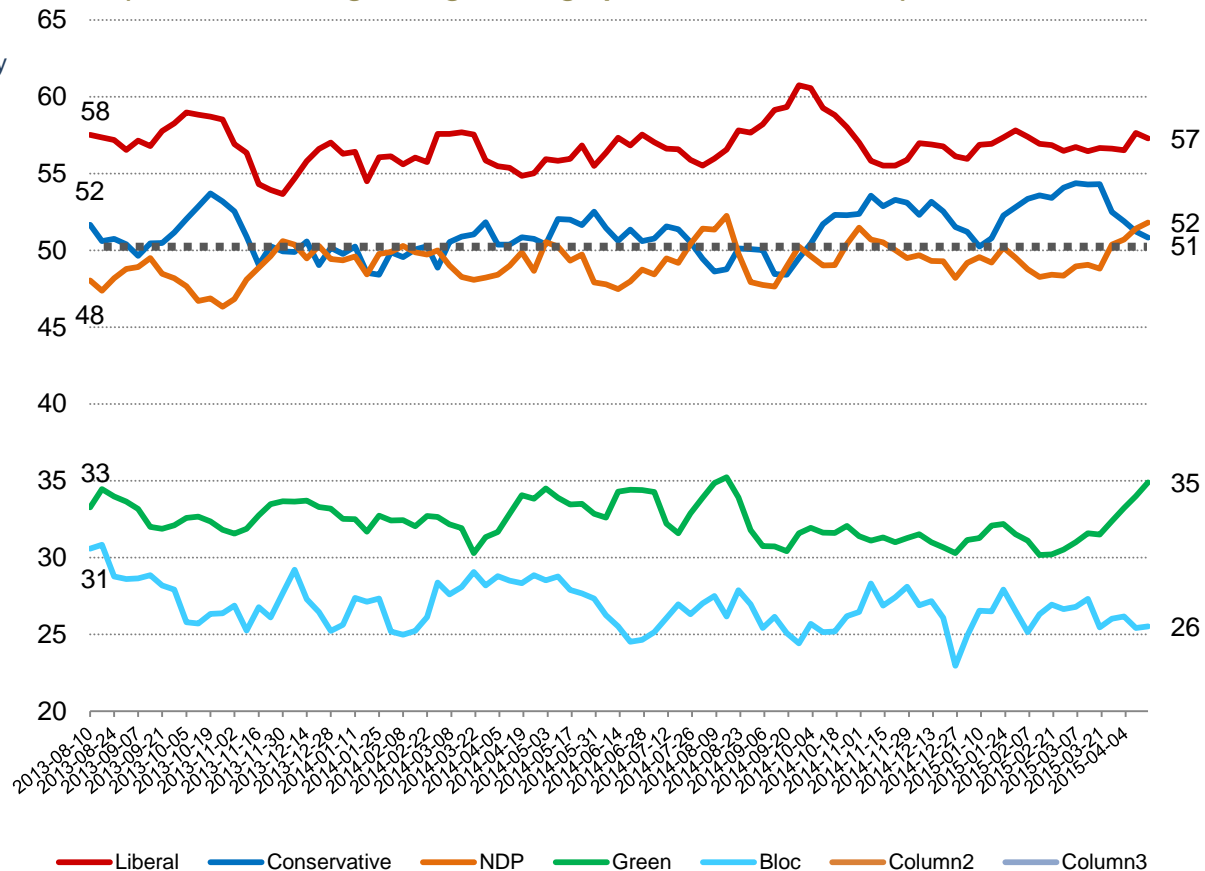
# Party Power Index



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  
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**Canada Weekly Index Tracking Scores**  
(Four week rolling average ending April 17<sup>th</sup>, 2015, n=1,000)







## *Party Power Index Tracking by Region*

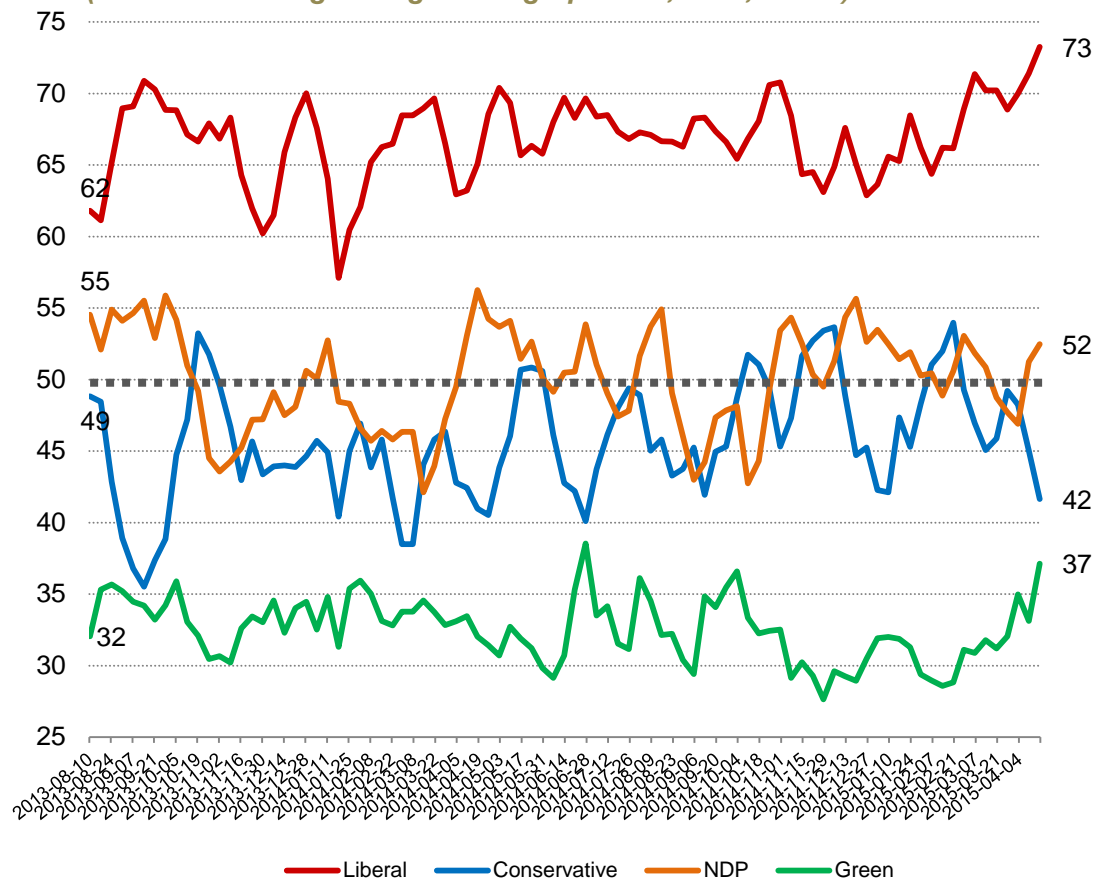
# Party Power Index



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  
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## Atlantic Weekly Index Tracking Scores (Four week rolling average ending April 17<sup>th</sup>, 2015, 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.

Contact: Nik Nanos

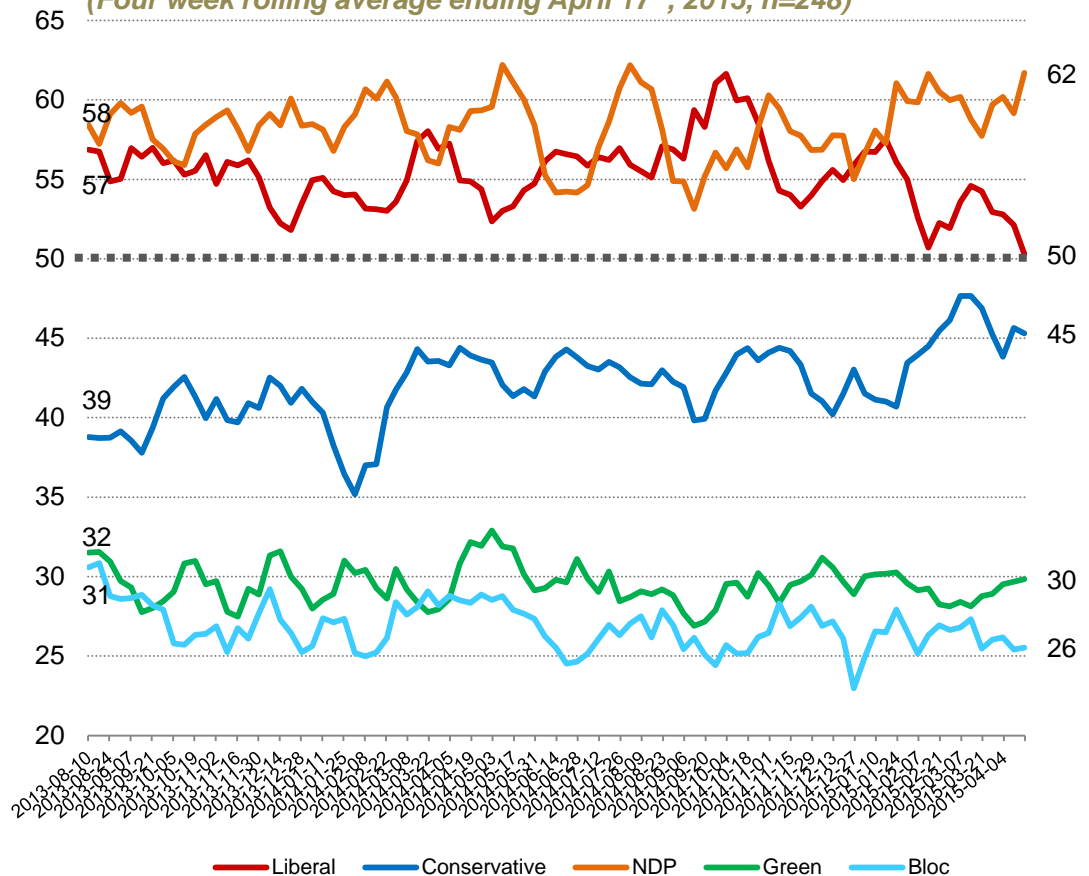
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## Quebec Weekly Index Tracking Scores

(Four week rolling average ending April 17<sup>th</sup>, 2015, n=248)





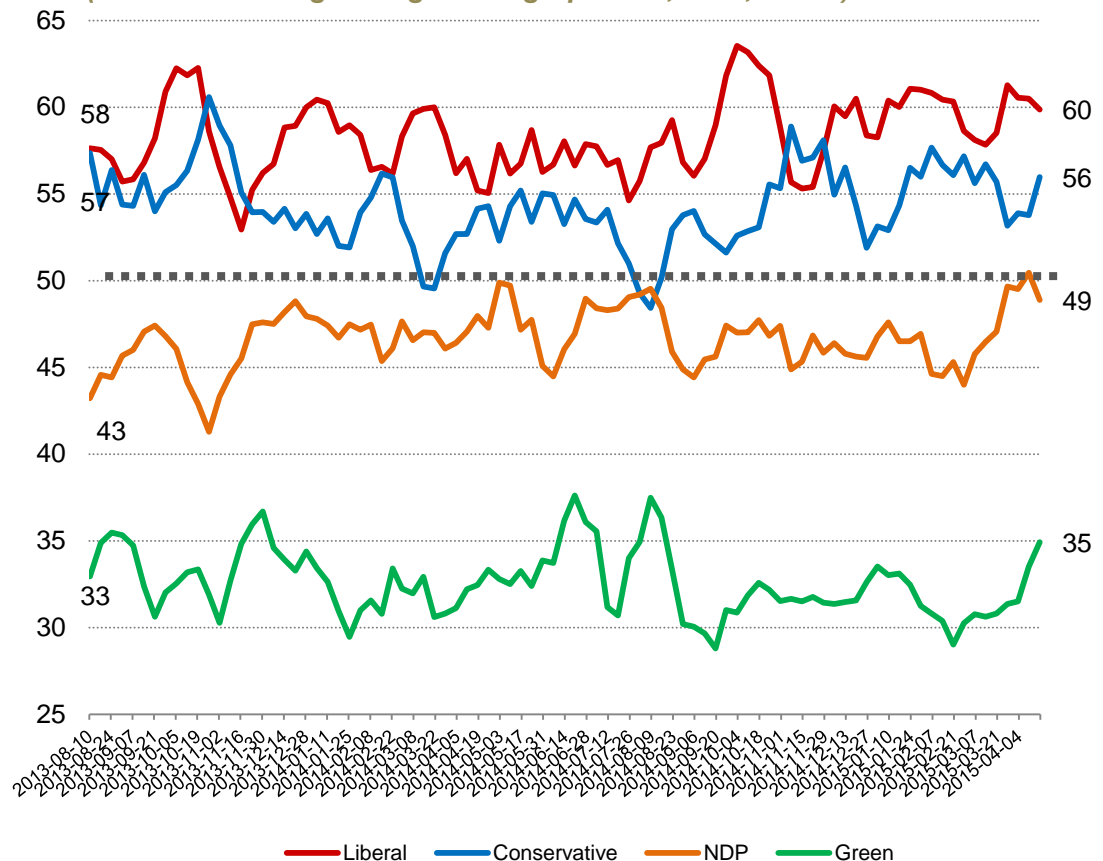
# Party Power Index



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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nnanos@nanosresearch.com

**Ontario Weekly Index Tracking Scores**  
(Four week rolling average ending April 17<sup>th</sup>, 2015, n=300)



# Party Power Index

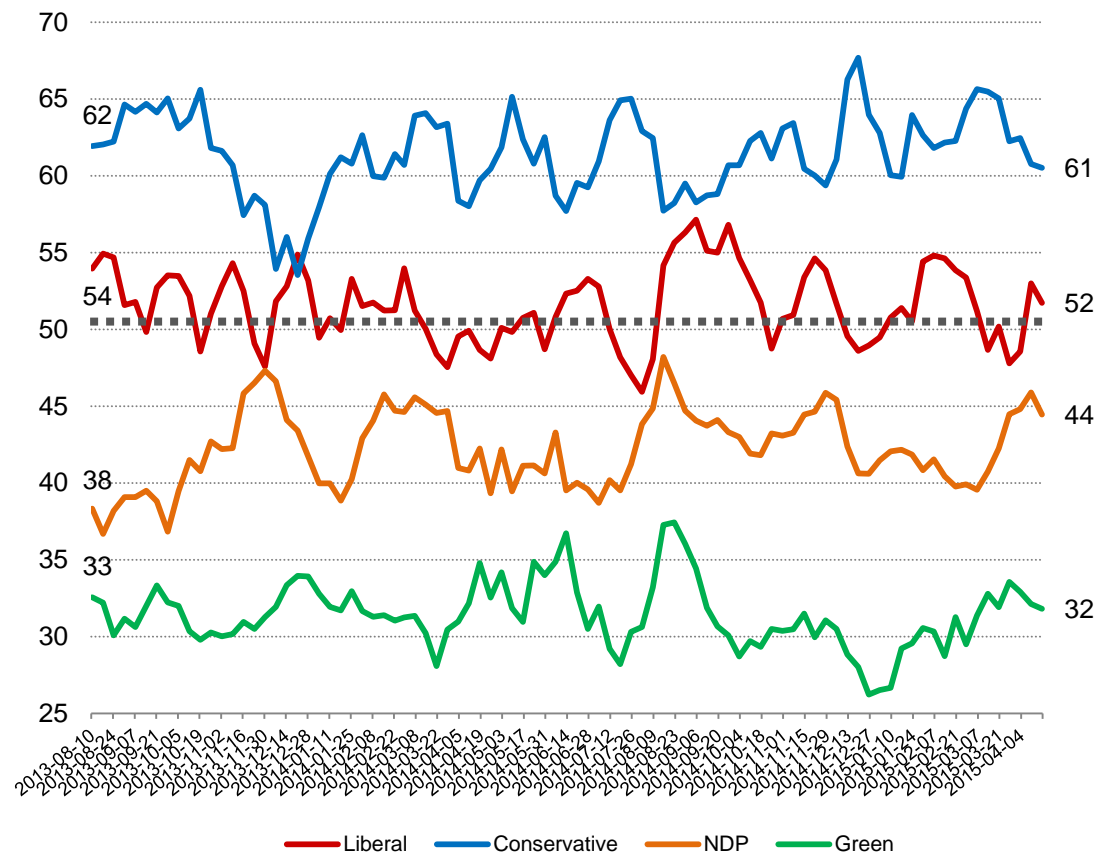


The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

Contact: Nik Nanos  
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## *Prairies Weekly Index Tracking Scores*

*(Four week rolling average ending April 17<sup>th</sup>, 2015, 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.

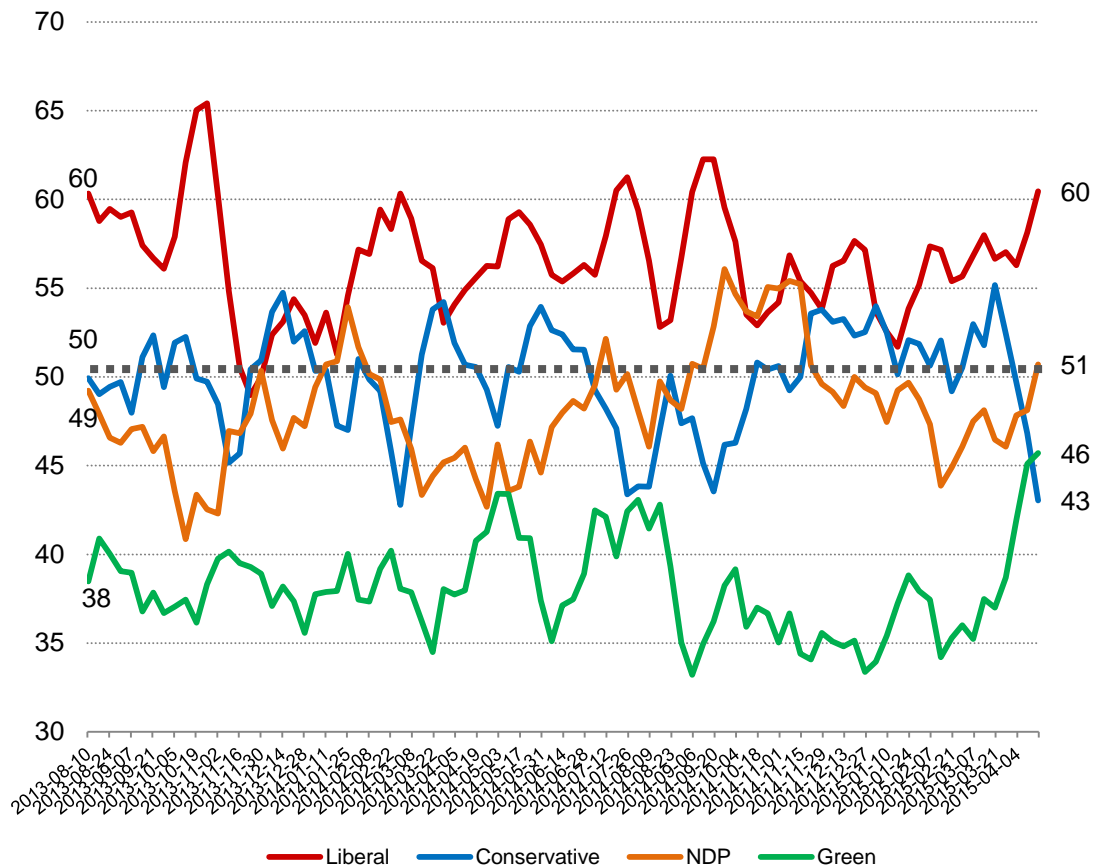
Contact: Nik Nanos

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## *British Columbia Weekly Index Tracking Scores (Four week rolling average ending April 17<sup>th</sup>, 2015, n=152)*







## *Party Power Index Tracking by Age*

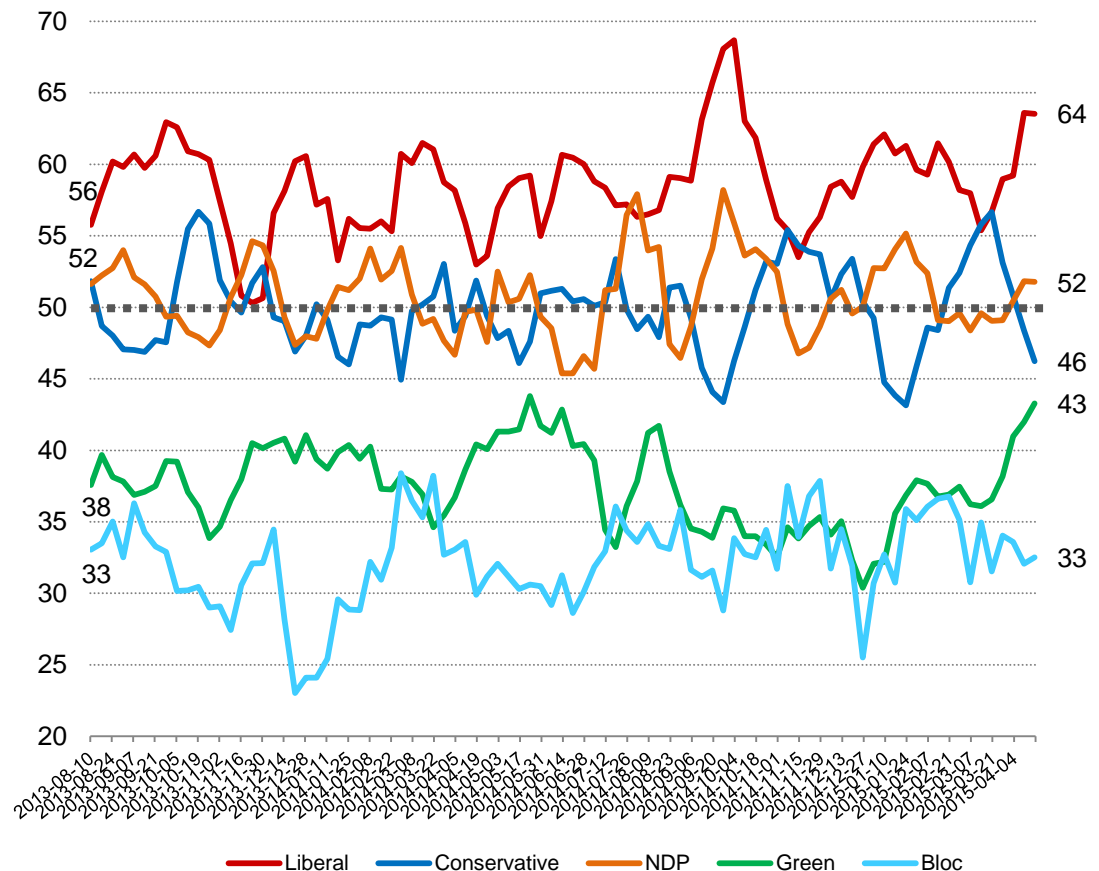
# Party Power Index



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.

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**18 to 29 Weekly Index Tracking Scores**  
(Four week rolling average ending April 17<sup>th</sup>, 2015, n=205)



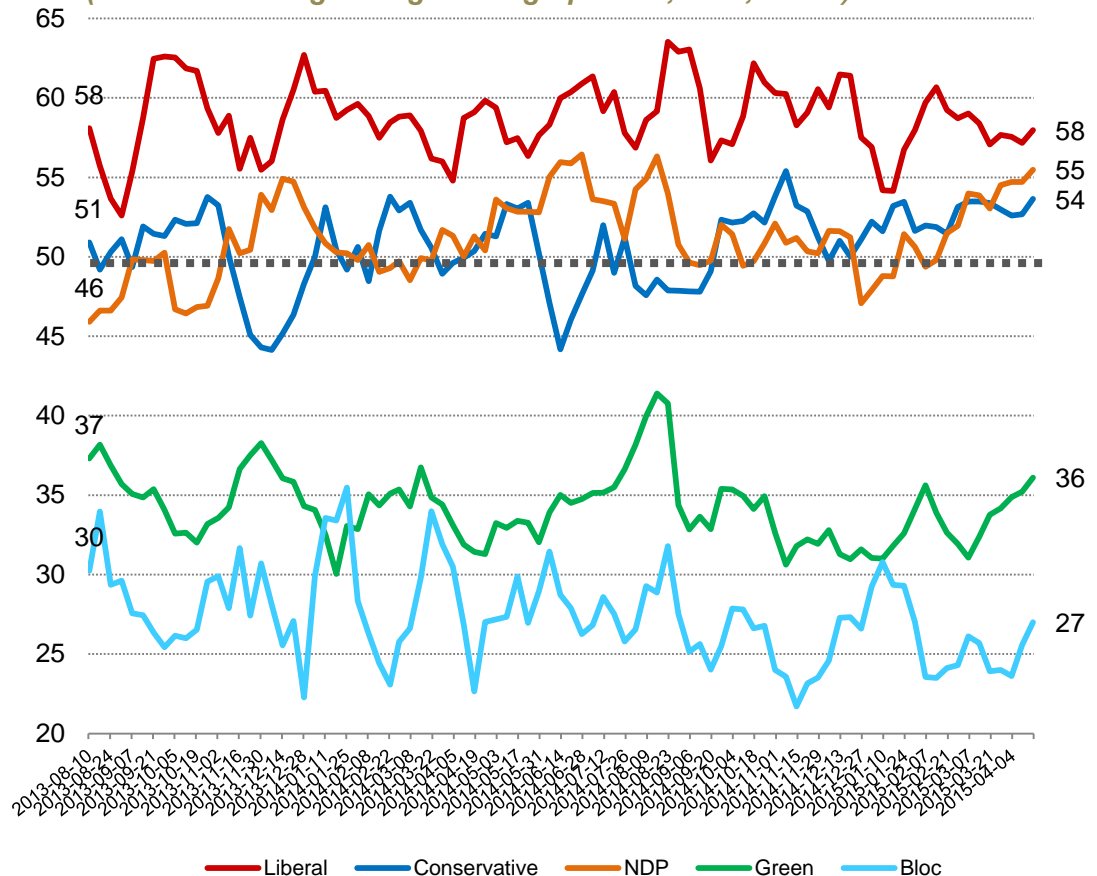
# Party Power Index



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.

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## 30 to 39 Weekly Index Tracking Scores (Four week rolling average ending April 17<sup>th</sup>, 2015, n=169)





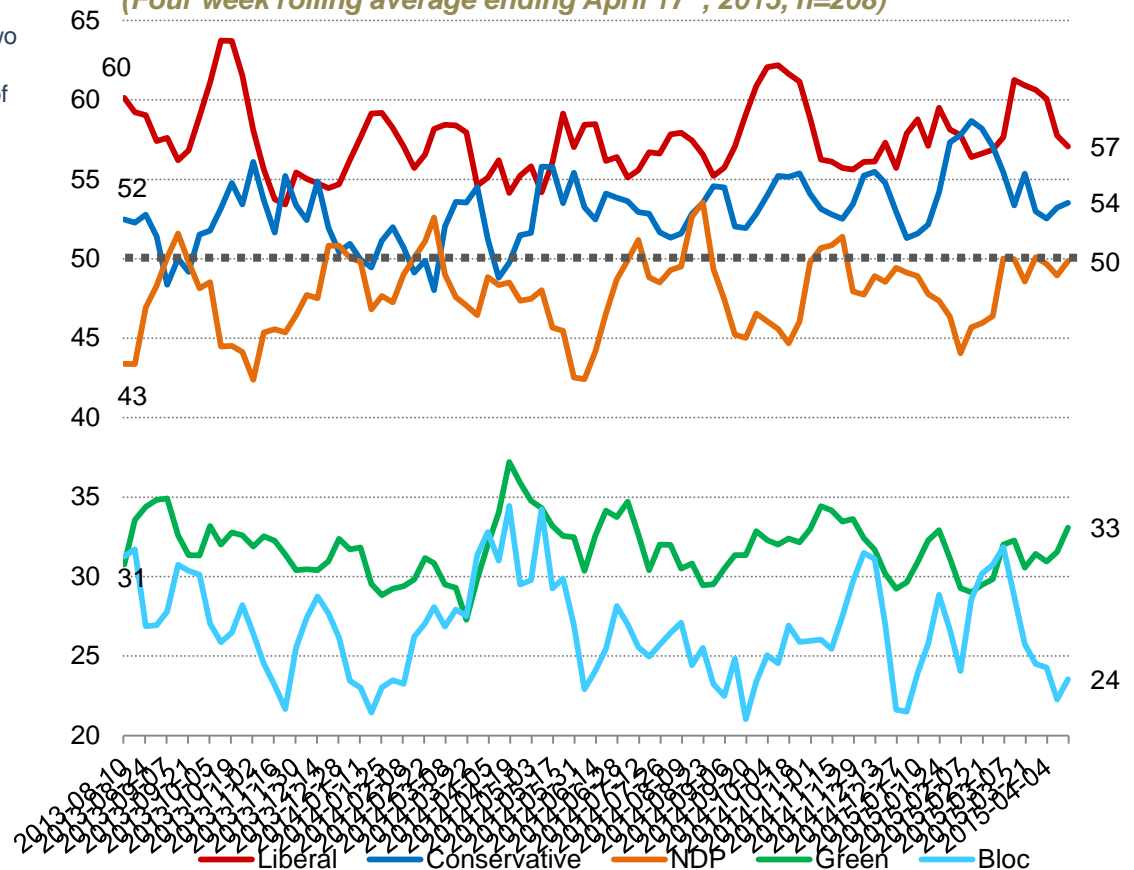
# Party Power Index



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 April 17<sup>th</sup>, 2015, 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

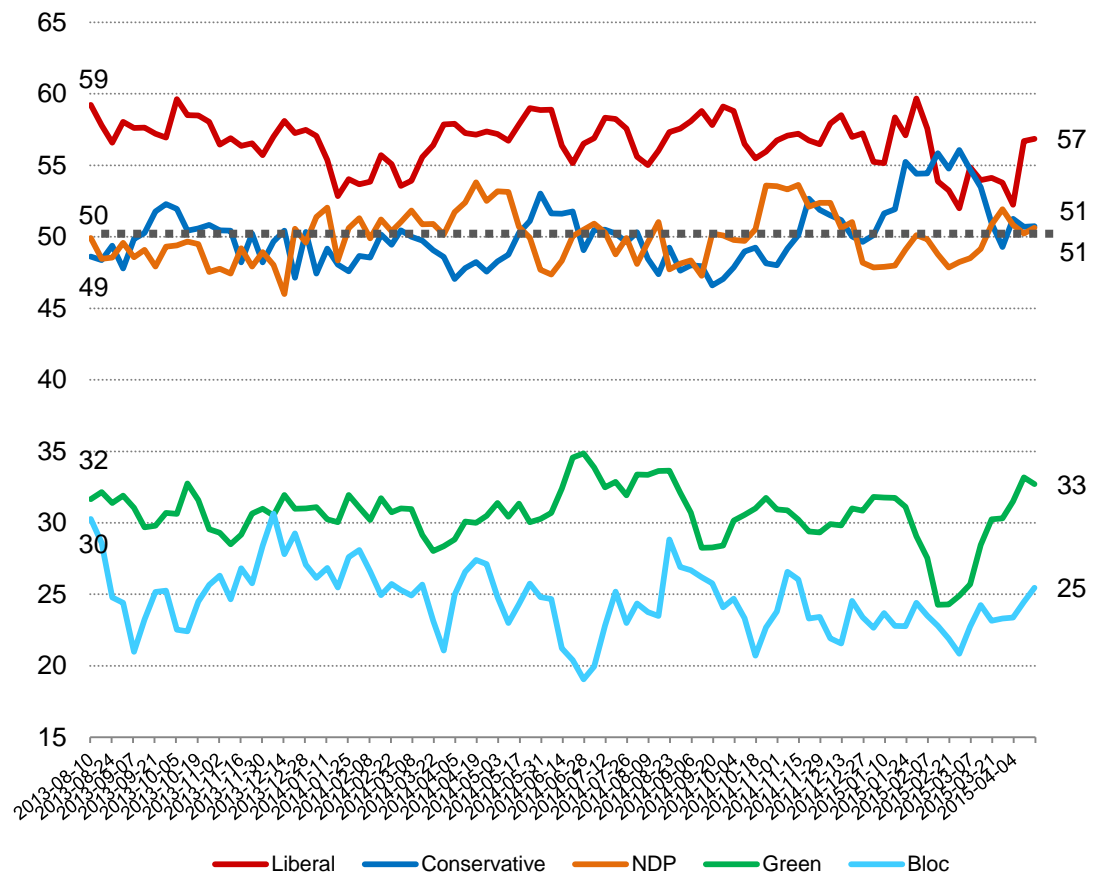
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## 50 to 59 Weekly Index Tracking Scores

(Four week rolling average ending April 17<sup>th</sup>, 2015, 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

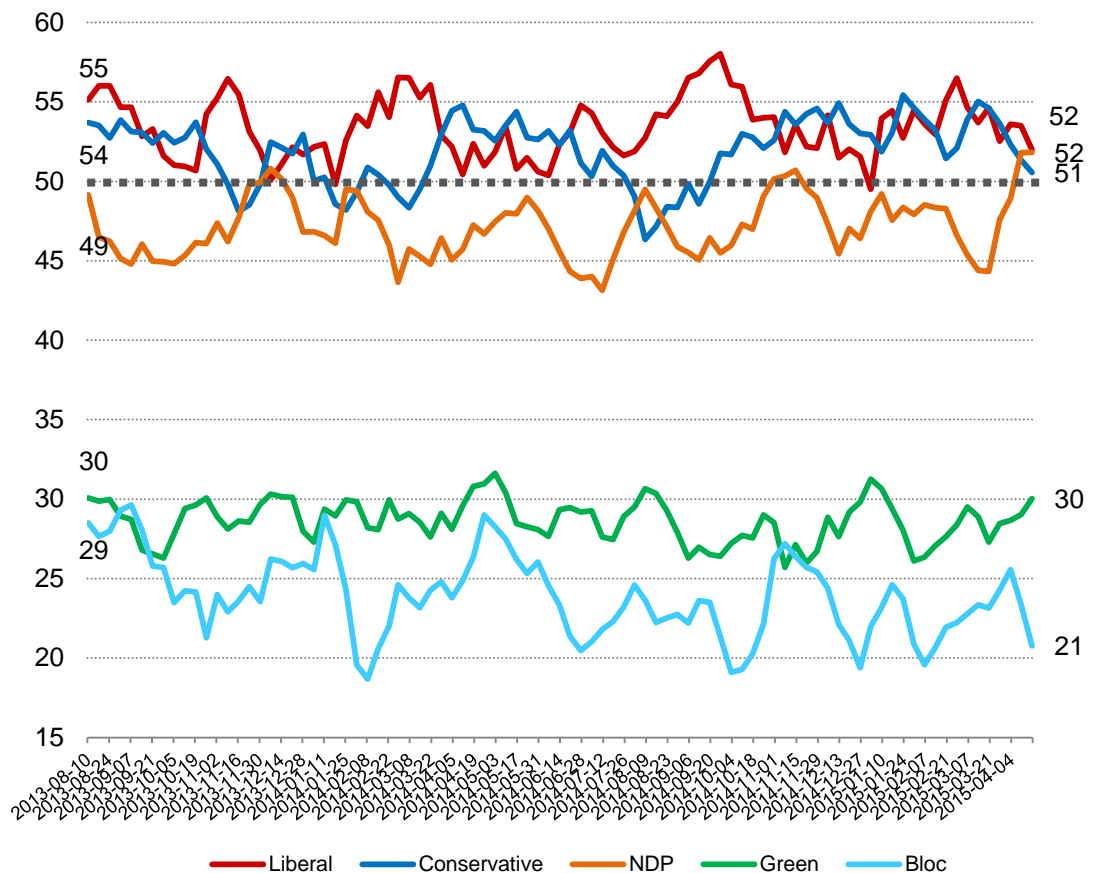
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)

## 60 plus Weekly Index Tracking Scores

(Four week rolling average ending April 17<sup>th</sup>, 2015, n=239)







## *Party Power Index Tracking by Gender*

# Party Power Index

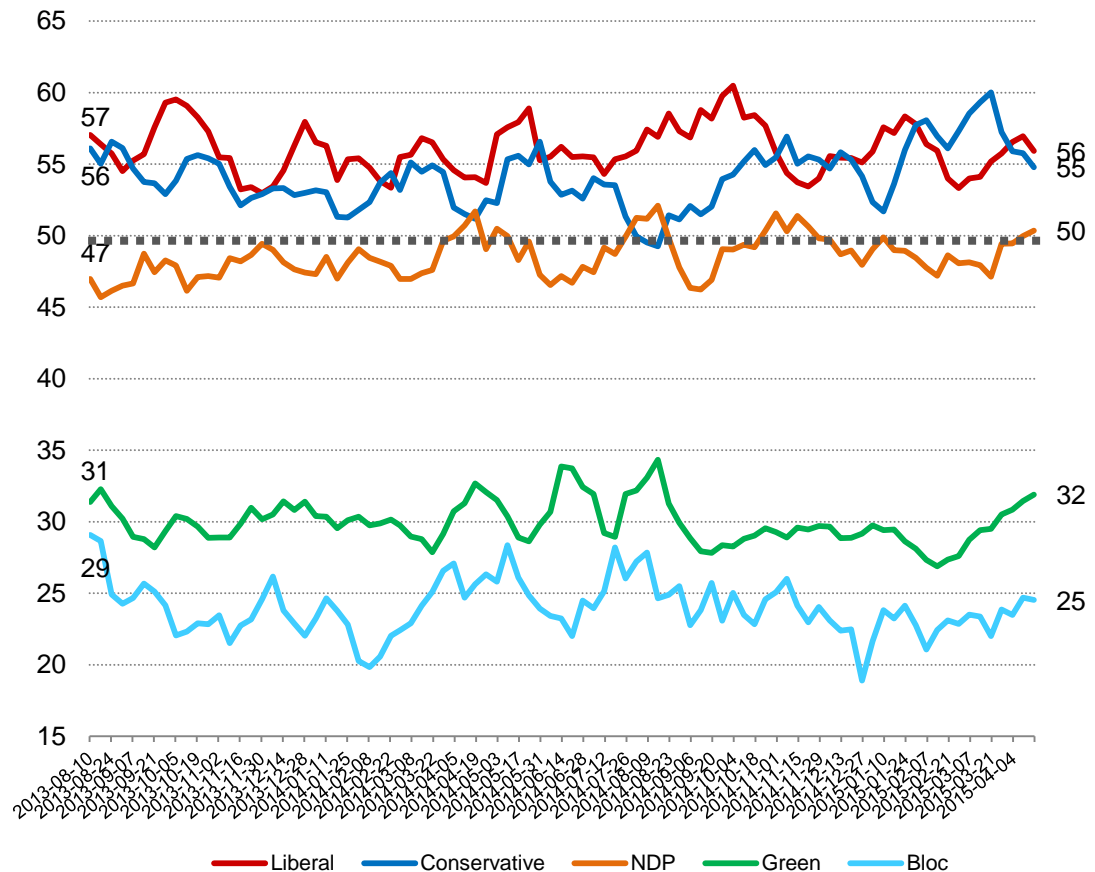


The Nanos Party Power Index Tracking for males is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

Contact: Nik Nanos  
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## Male Weekly Index Tracking Scores

(Four week rolling average ending April 17<sup>th</sup>, 2015, n=487)



# 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.

Contact: Nik Nanos

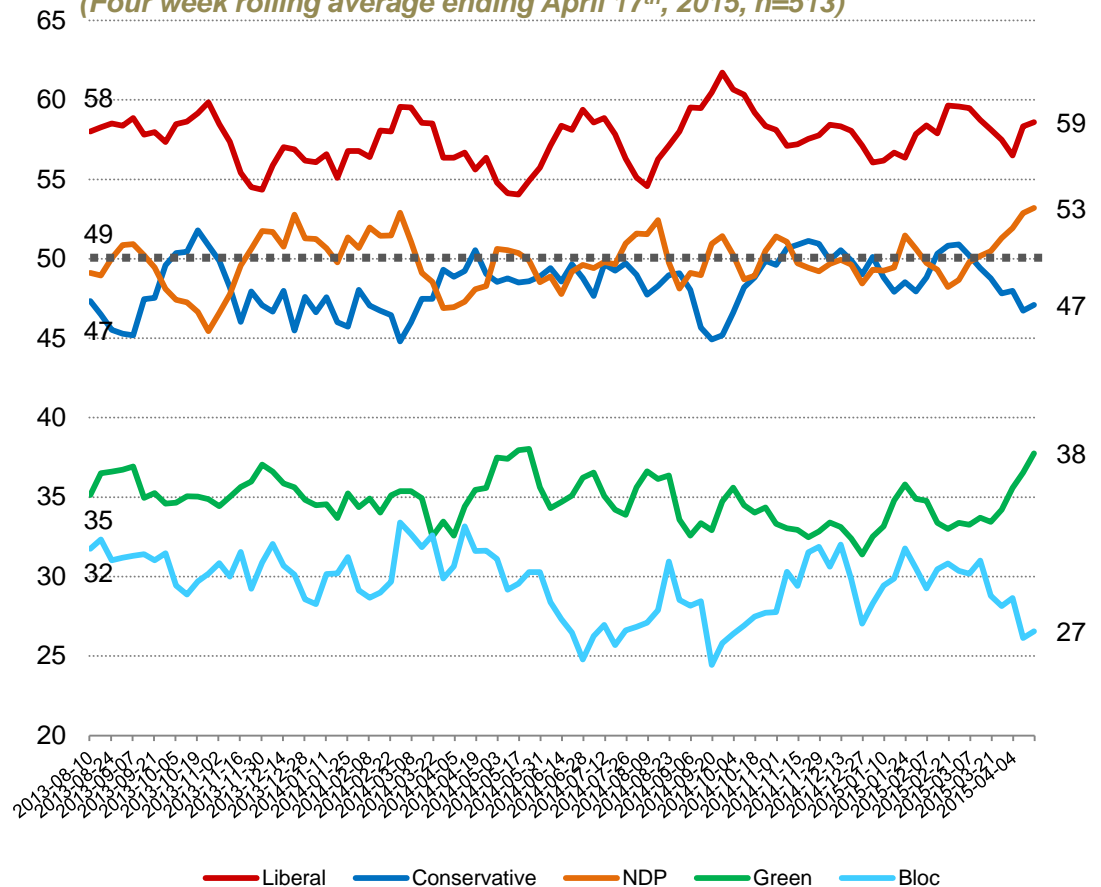
Ottawa: (613) 234-4666 x 237

Washington DC: (202) 697-9924

[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)

## Female Weekly Index Tracking Scores

(Four week rolling average ending April 17<sup>th</sup>, 2015, n=513)







## *National Political Tracking Numbers*

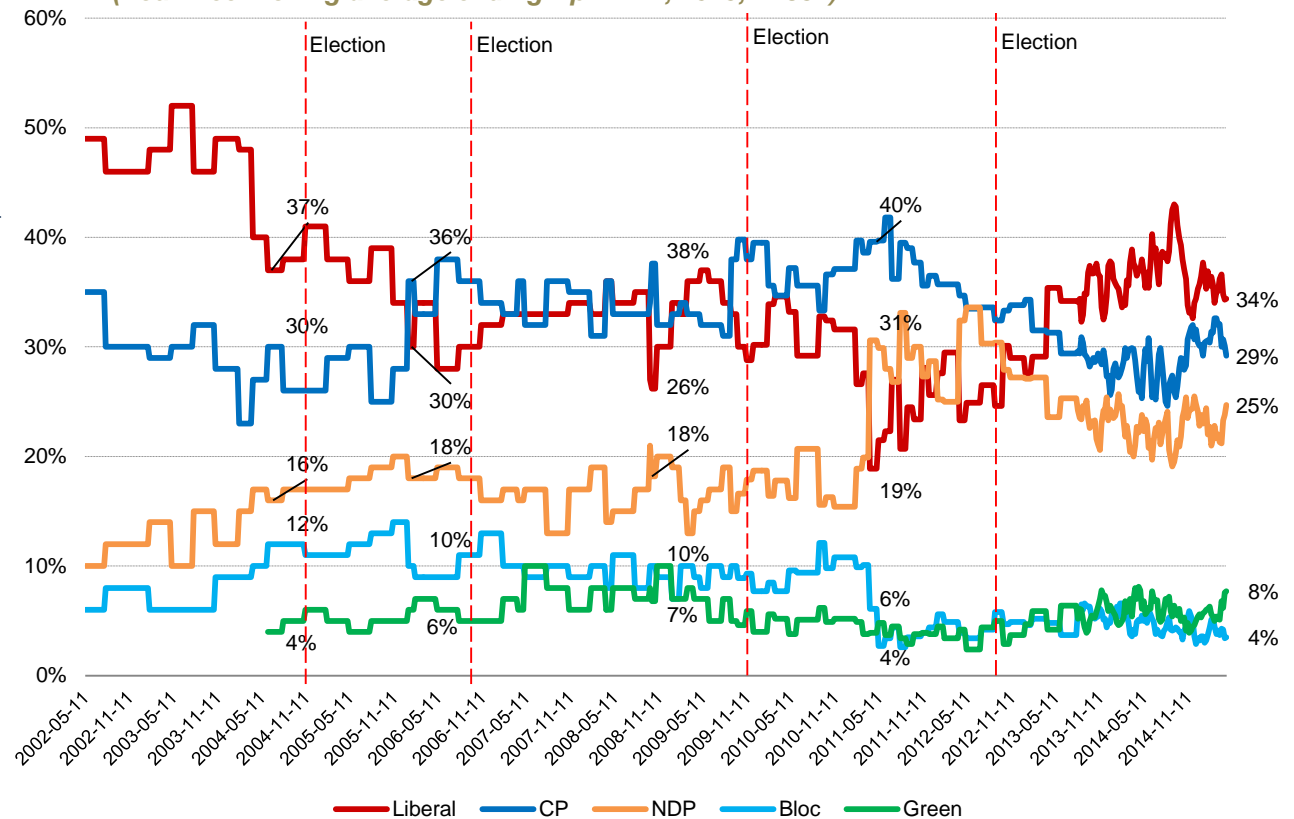
# National Ballot



**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 April 17<sup>th</sup>, 2015, n=834)





## *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

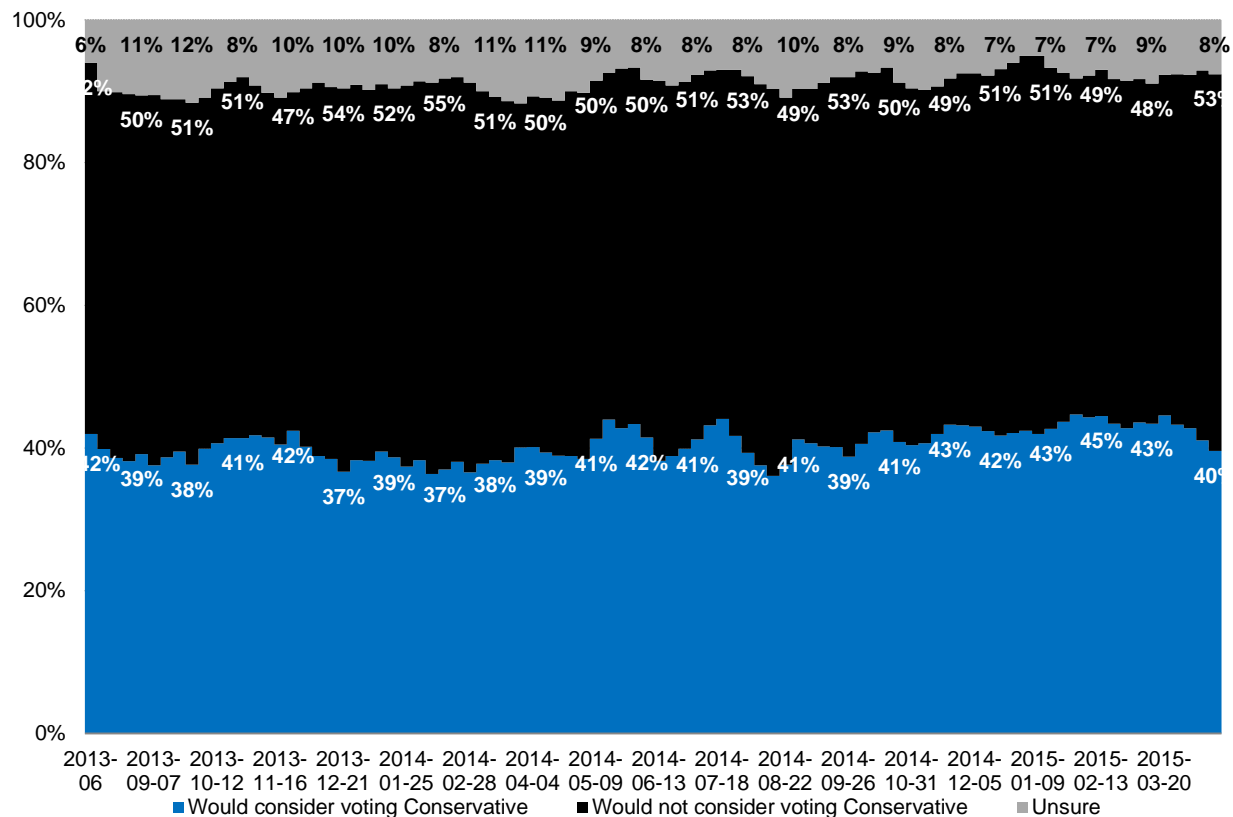
Ottawa: (613) 234-4666 x 237

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## National – Weekly Tracking

(Four week rolling average ending April 17<sup>th</sup>, 2015, n=1,000)





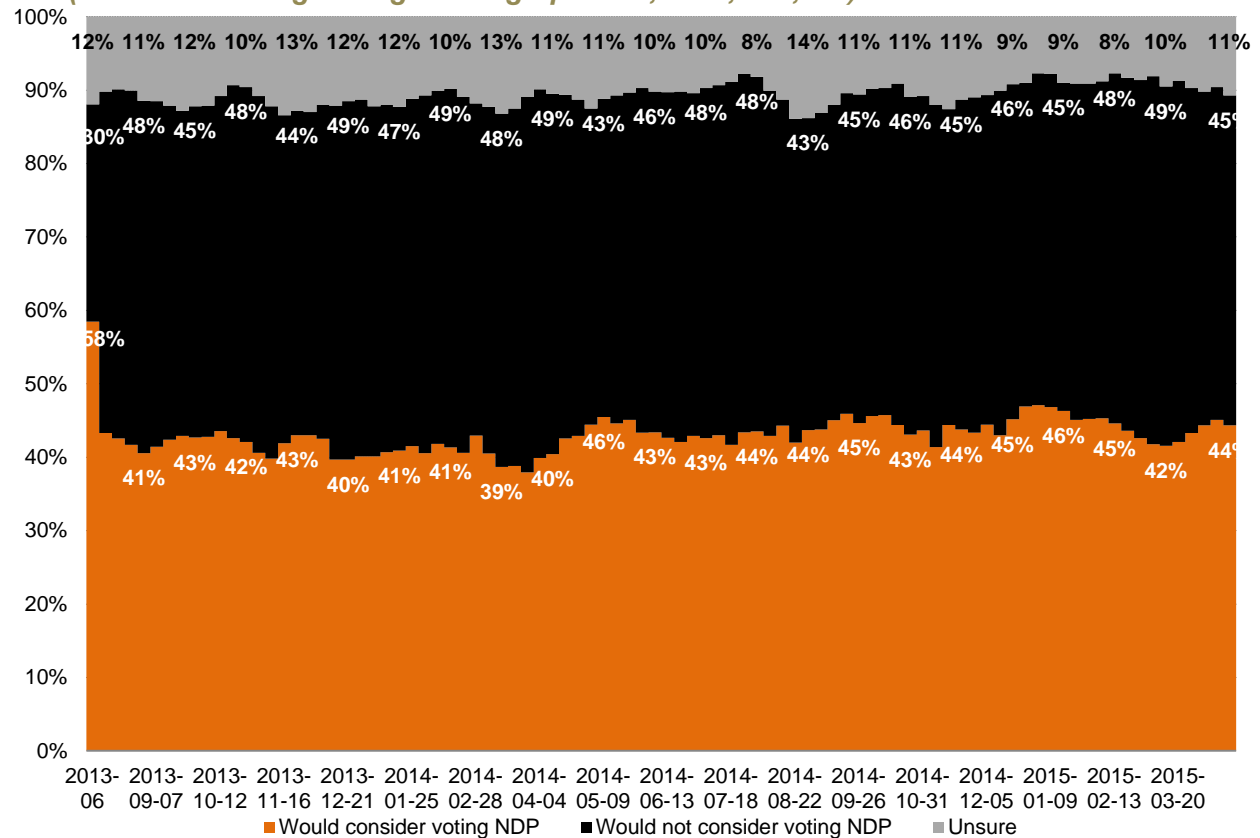
# Consider NDP



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

Contact: Nik Nanos  
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nnanos@nanosresearch.com

**National – Weekly Tracking**  
(Four week rolling average ending April 17<sup>th</sup>, 2015, n=1,000)



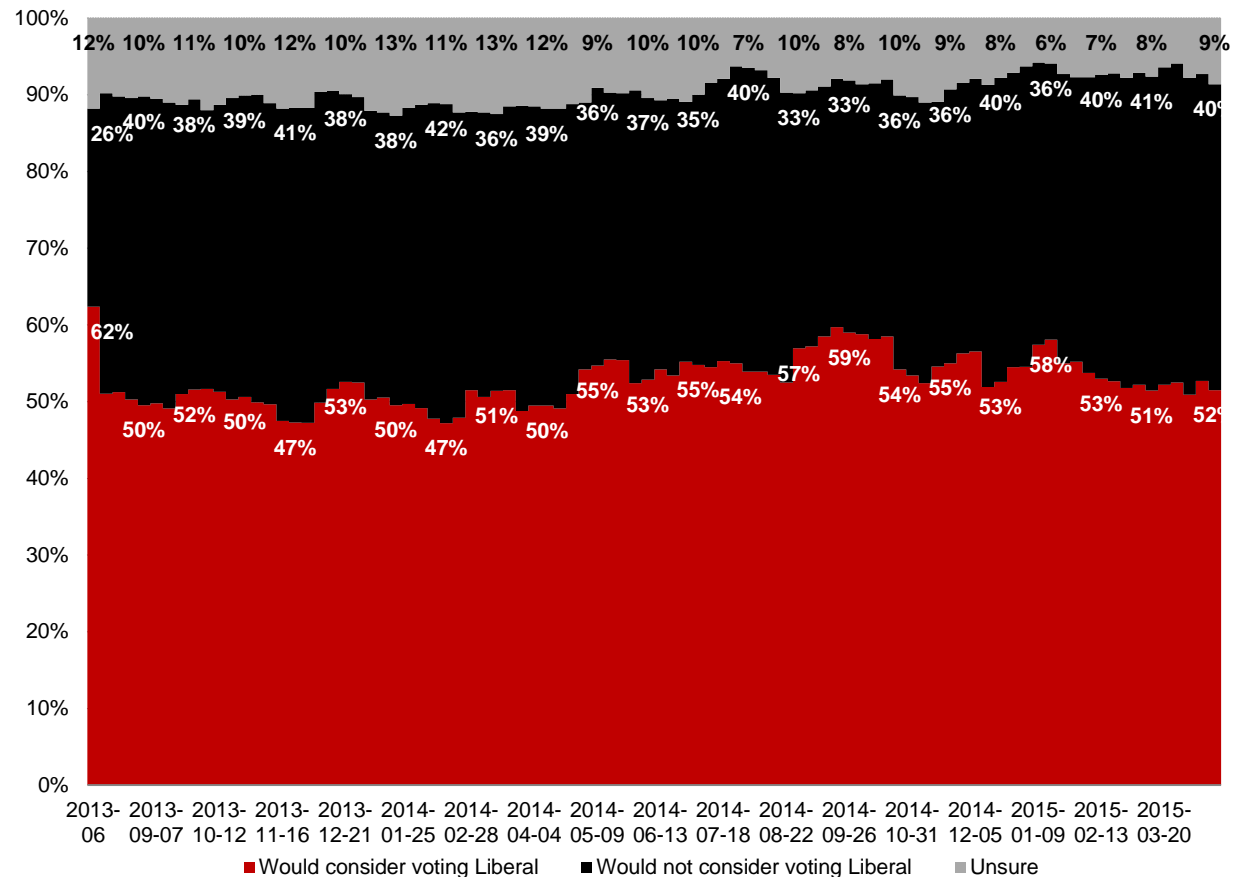
# Consider Liberal



**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

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

## National – Weekly Tracking (Four week rolling average ending April 17<sup>th</sup>, 2015, n=1,000)



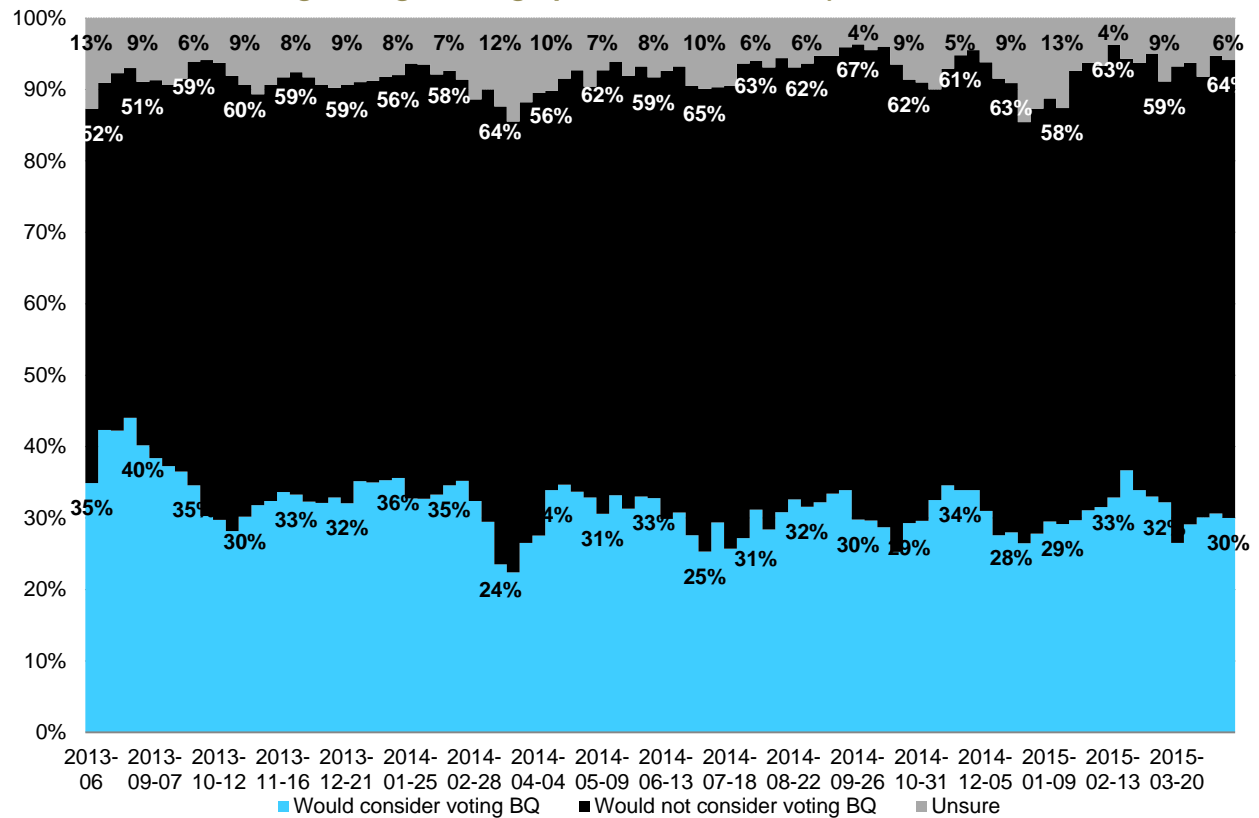
# Consider Bloc



**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

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

**Quebec only – Weekly Tracking**  
**Four week rolling average ending April 17<sup>th</sup>, 2015, n=248)**



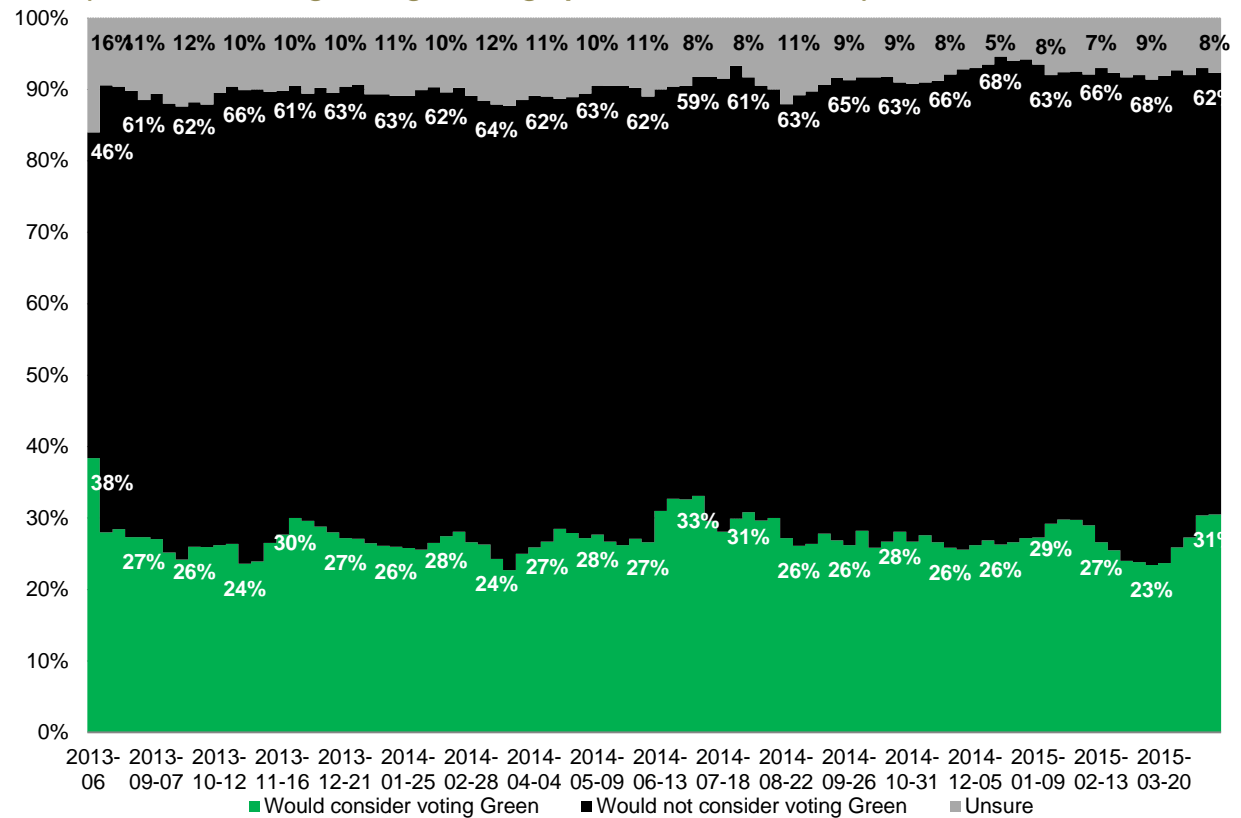
# Consider Green



**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  
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nnanos@nanosresearch.com

## National – Weekly Tracking (Four week rolling average ending April 17<sup>th</sup>, 2015, n=1,000)







## *National Leadership Tracking*

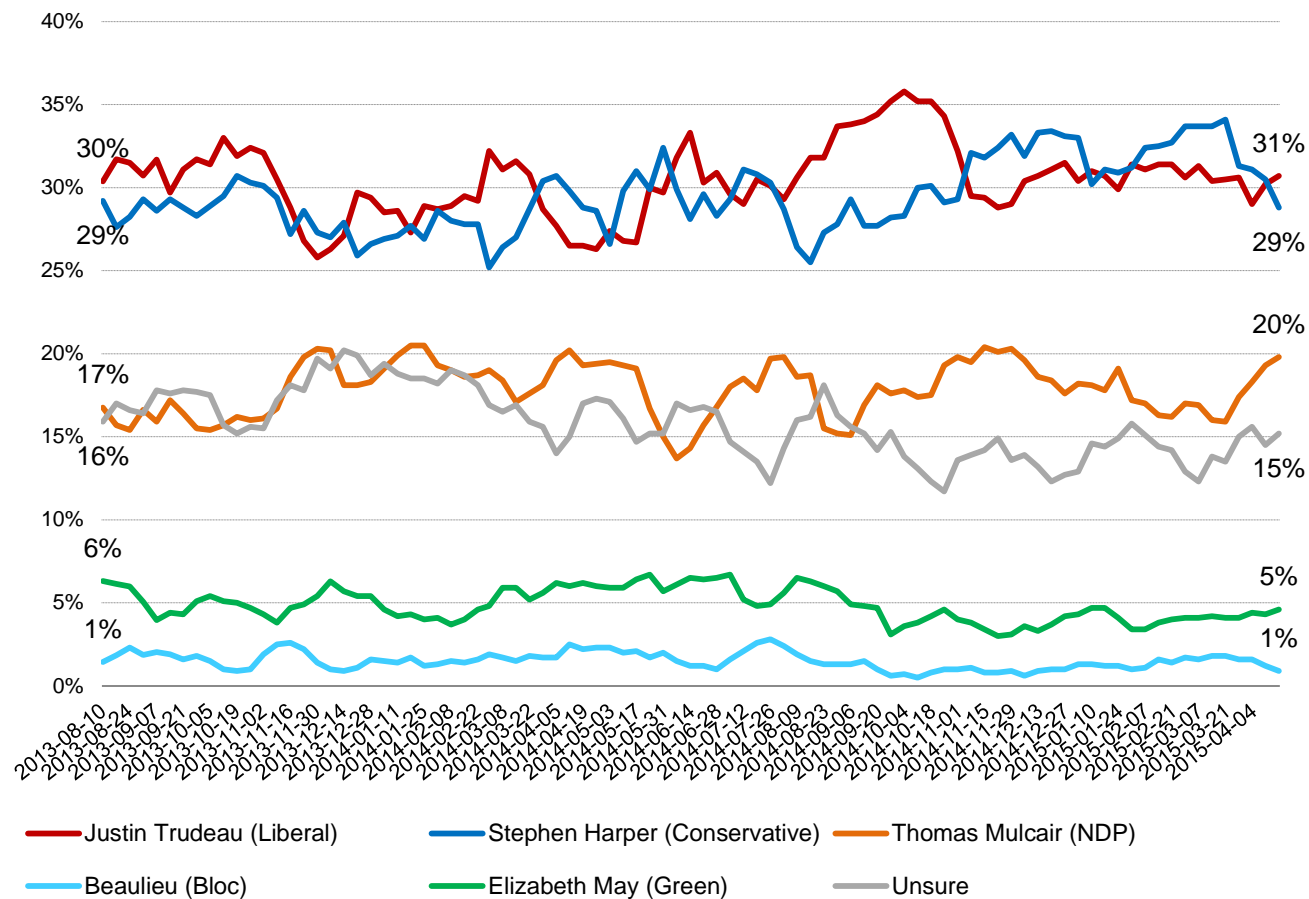
# Prime Minister



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

Contact: Nik Nanos  
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nnanos@nanosresearch.com

## National – Weekly Tracking – First Ranked Choice (Four week rolling average ending April 17<sup>th</sup>, 2015, n=1,000)



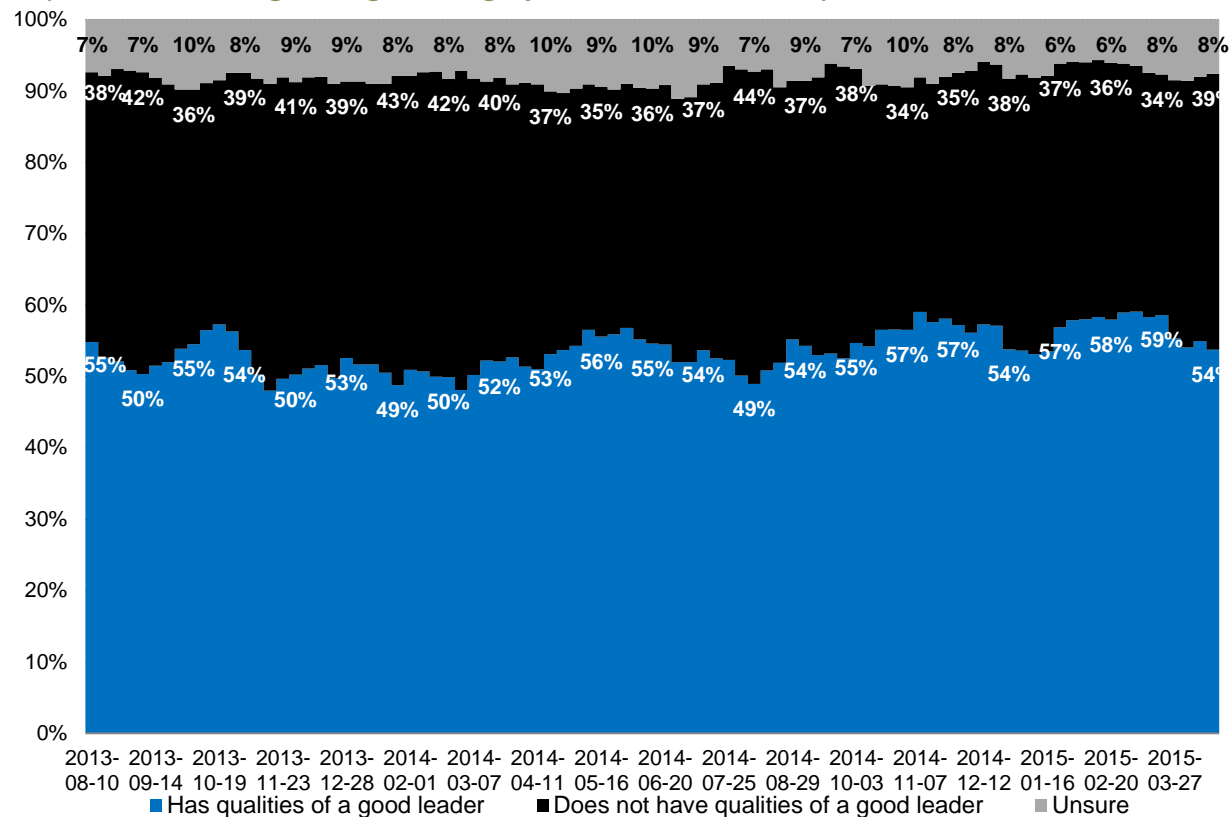
# Harper



**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

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

## National – Weekly Tracking (Four week rolling average ending April 17<sup>th</sup>, 2015, n=1,000)



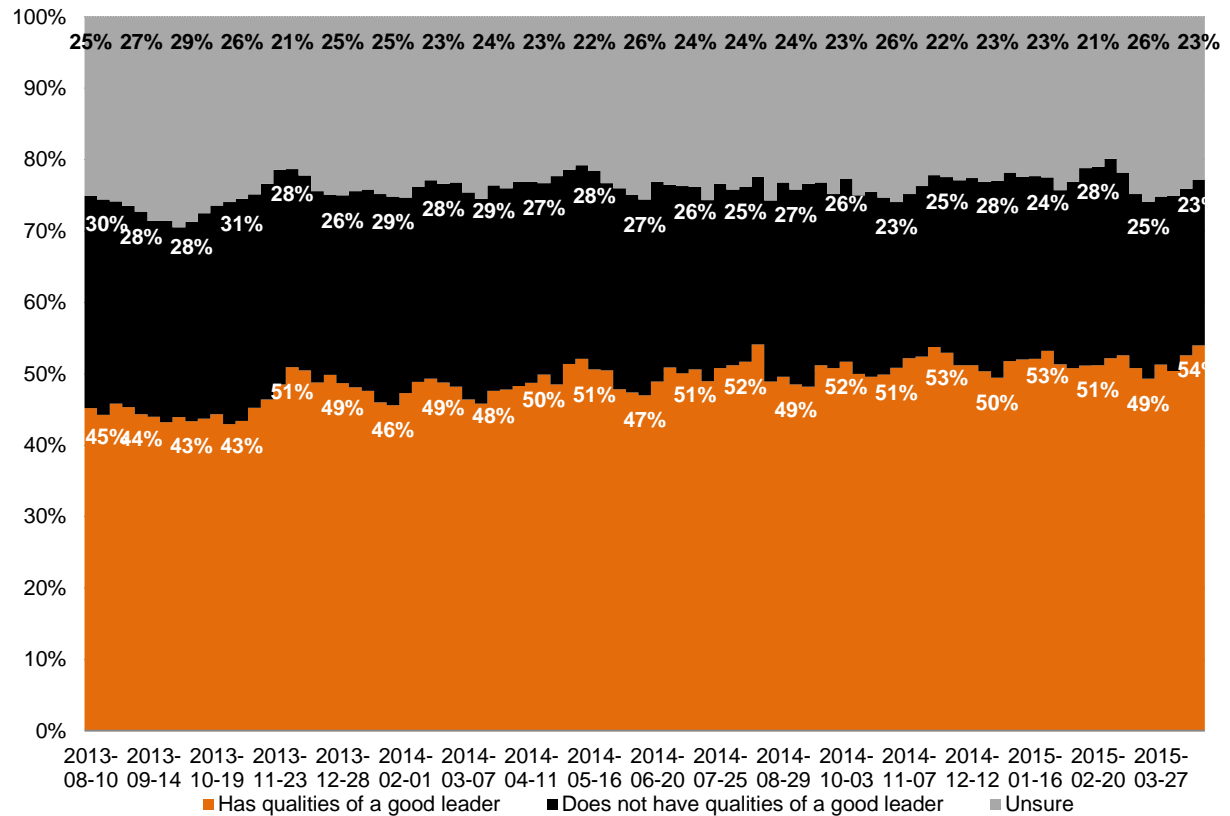
# Mulcair



**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

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

## National – Weekly Tracking (Four week rolling average ending April 17<sup>th</sup>, 2015, 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

Contact: Nik Nanos

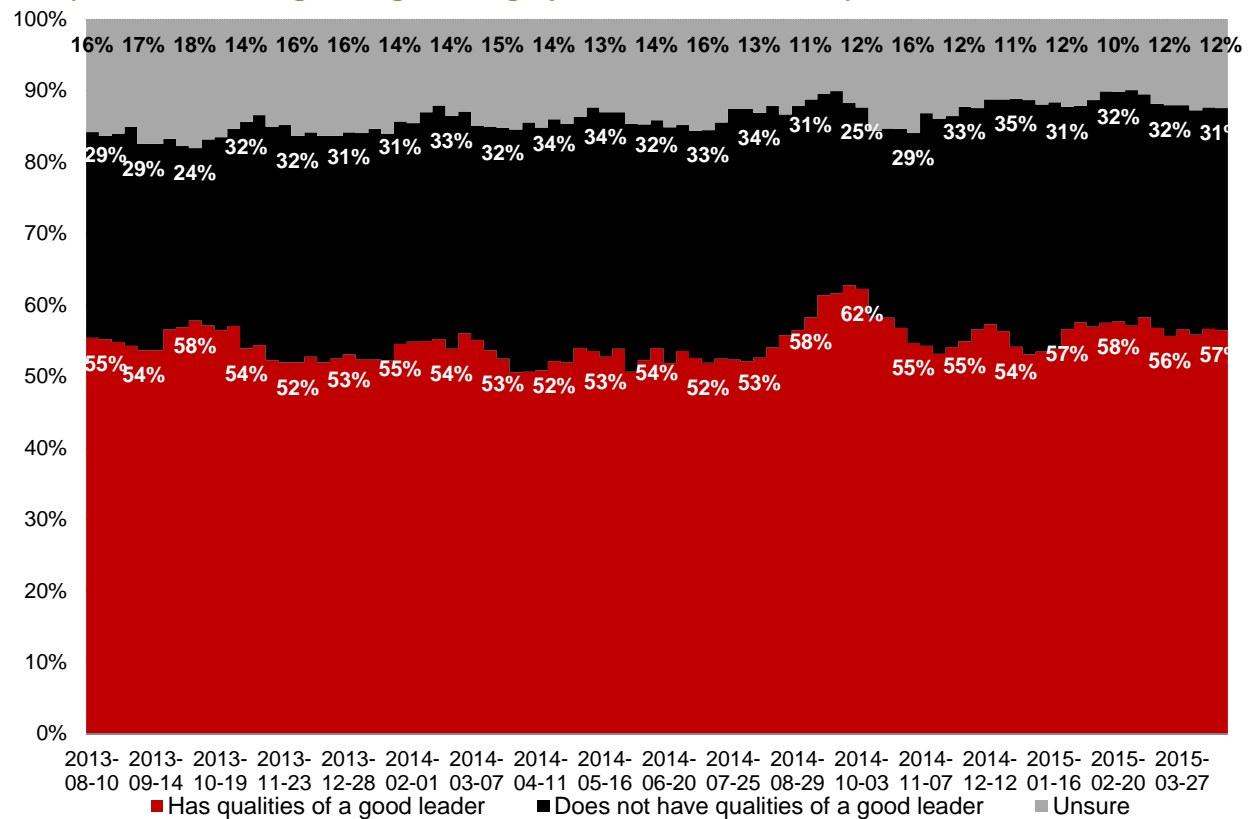
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## National – Weekly Tracking

(Four week rolling average ending April 17<sup>th</sup>, 2015, n=1,000)



**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

Contact: Nik Nanos

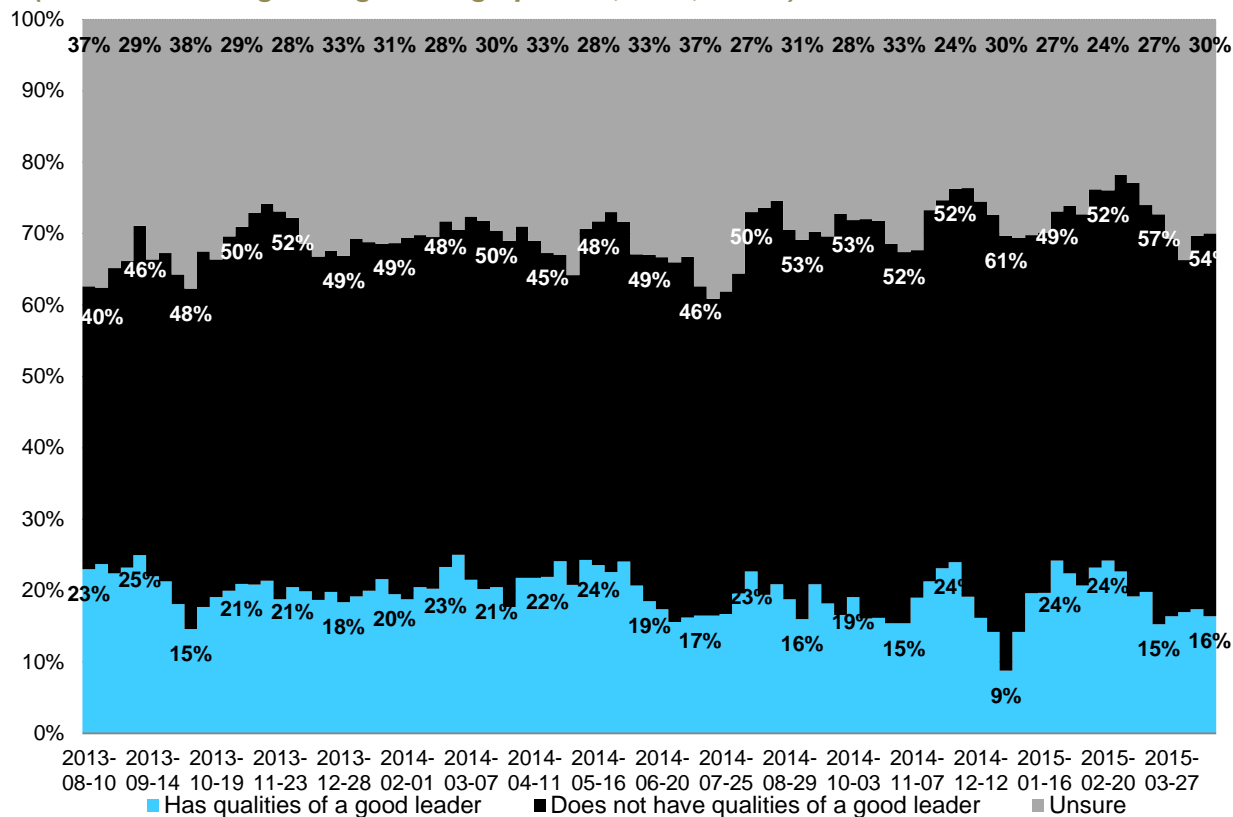
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Washington DC: (202) 697-9924

nnanos@nanosresearch.com

## Quebec only – Weekly Tracking

(Four week rolling average ending April 17<sup>th</sup>, 2015, n=248)



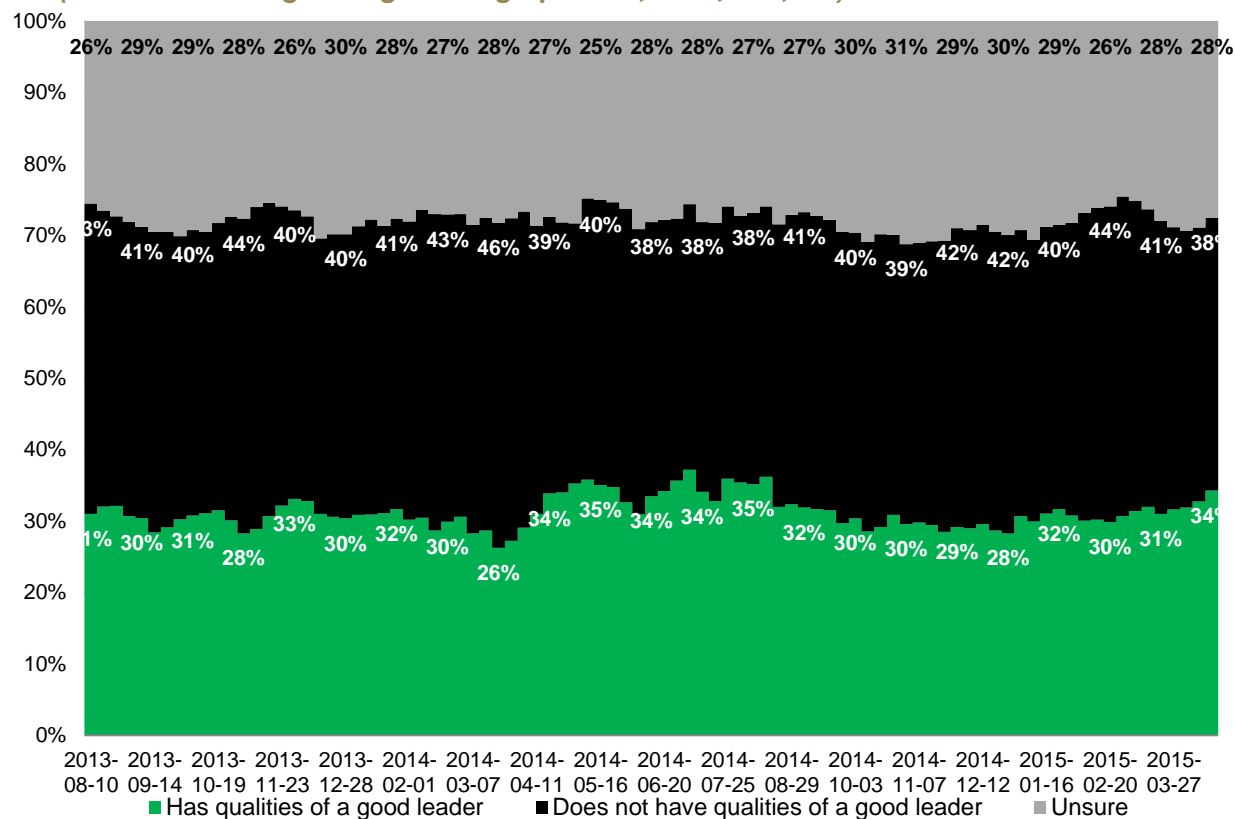
# May



**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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 nnanos@nanosresearch.com

## National – Weekly Tracking (Four week rolling average ending April 17<sup>th</sup>, 2015, n=1,000)



PATH  
FORWARD!

WINNING  
CONDITIONS



VALIDATE



TEST  
IDEAS



REVIEW  
RESEARCH

DIAGNOSE  
ENV



# 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 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 April 17<sup>th</sup>, 2015.

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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