***Weekly Nanos Party Power Index Tracking
(period ending May 8th, 2015)***
released May 13th, 2015

Only three points separate the Liberals, the Conservatives and the NDP on the Nanos Party Power Index
(Released 05/13/2015)

For the first time in the Nanos Party Power Index, the scores between the three major parties represented in the House of Commons are converging within a tight range. The Liberals scored 54 out of a possible 100 points, followed by the Conservatives with 53 points, NDP at 51 points, the Green Party at 33 points and the BQ at 26 points (QC only). The pool of accessible voters for the New Democrats continues to be at a 12 month high.

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.

Asked which federal party leader they preferred as Prime Minister, 31 per cent said Harper was their first choice, with Trudeau at 28 per cent, Mulcair at 21 per cent, May at five per cent while 14 per cent were unsure.

Asked a series of independent questions as to whether they would consider or not consider voting for each of the federal parties, 51 per cent of Canadians would consider voting Liberal while 47 per cent would consider voting NDP, 42 per cent would consider voting Conservative and 29 per cent would consider voting for the Greens.

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.

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

Data Summary

	This Week	Last Week	4 Weeks Ago	3 Months Ago	1 Year Ago (May 2014)	12 Month High	12 Month Low	12 Month Average
Canada Party Power Index								
Liberal	54.3	56.4	57.6	57.4	55.8	60.7	54.3	57.0
Conservative	52.6	52.0	51.2	53.3	52.0	54.3	48.4	51.6
NDP	51.4	51.9	51.4	48.7	50.2	52.2	47.4	49.6
Green	33.1	33.3	34.0	31.1	33.8	35.2	30.1	32.2
Bloc	26.0	25.8	25.4	25.1	28.7	28.7	22.9	26.3
Party Consider								
Liberal	51.3%	53.1%	52.7%	53.7%	54.7%	59.7%	50.9%	54.4%
NDP	47.3%	47.1%	45.1%	45.3%	45.5%	47.3%	41.4%	44.1%
Conservative	42.0%	40.3%	41.1%	44.3%	41.3%	44.7%	36.1%	41.6%
Bloc	31.9%	31.1%	30.6%	31.5%	30.6%	36.7%	25.3%	30.5%
Green	28.9%	30.3%	30.4%	29.0%	27.7%	33.1%	23.4%	27.7%
Preferred Prime Minister								
Harper	30.5%	30.5%	30.5%	32.4%	29.8%	34.1%	25.5%	30.5%
Trudeau	28.3%	29.9%	30.2%	31.1%	26.8%	35.8%	26.7%	31.0%
Mulcair	21.0%	21.4%	19.3%	17.0%	19.3%	21.4%	13.7%	17.9%
May	5.0%	4.9%	4.3%	3.4%	5.9%	6.7%	3.0%	4.6%
Beaulieu	1.5%	1.3%	1.2%	1.1%	2.0%	2.8%	0.5%	1.3%
Unsure	13.6%	12.0%	14.5%	15.1%	16.1%	18.1%	11.7%	14.4%

NANOS

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.
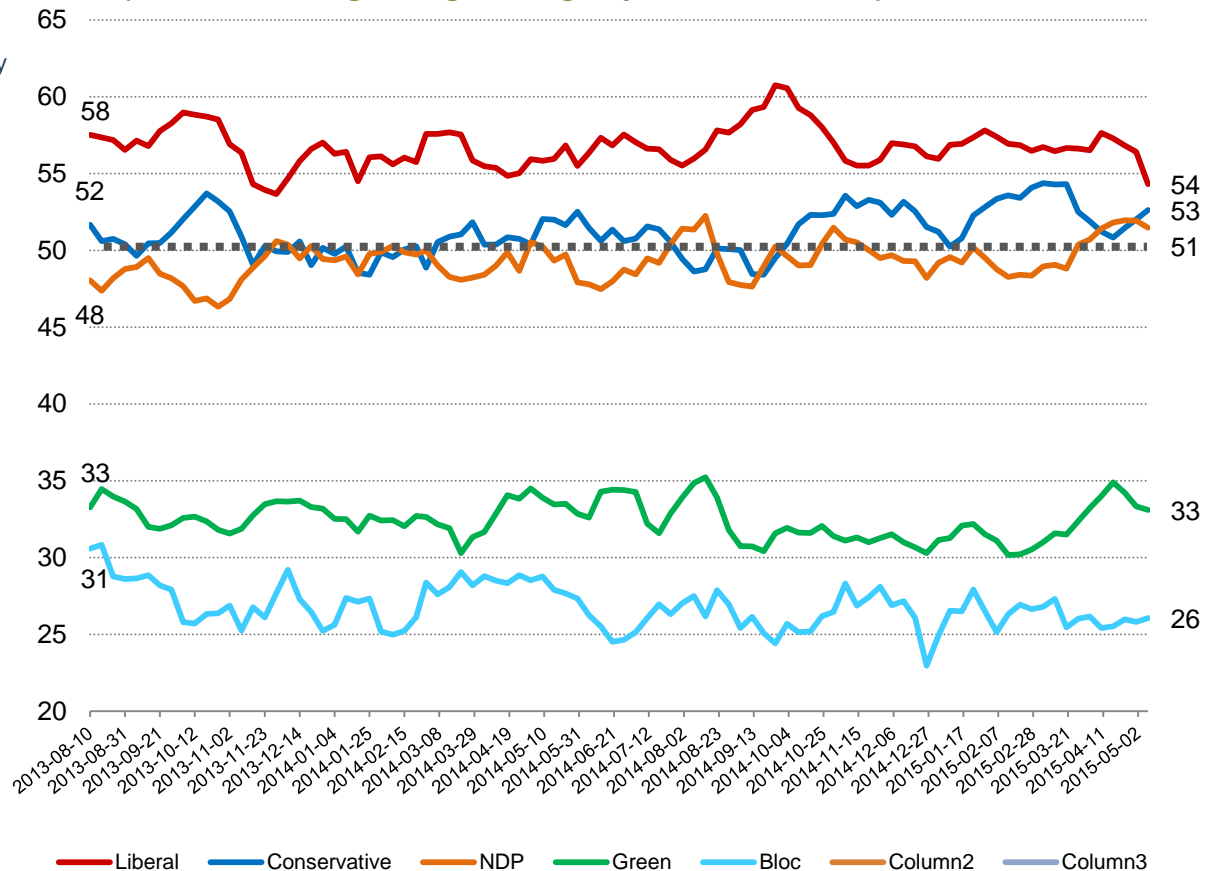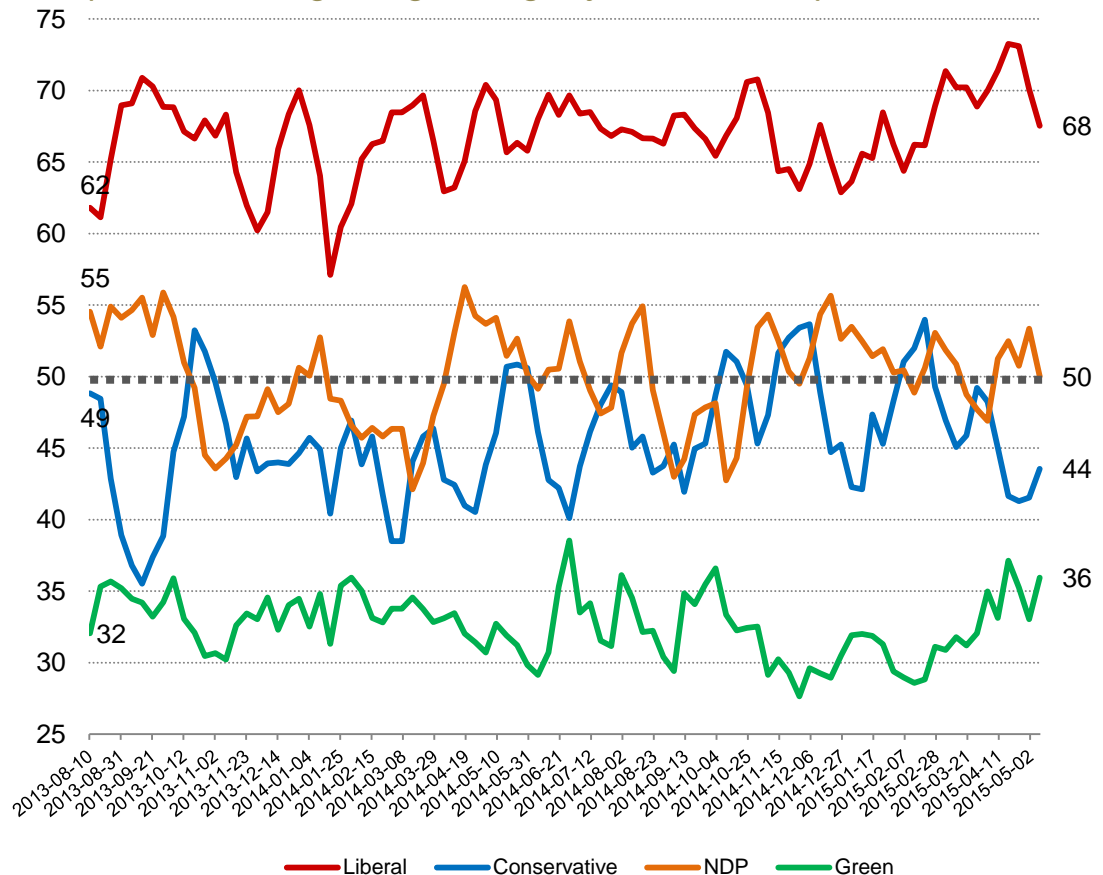
Party Power Index

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

Canada Weekly Index Tracking Scores
(Four week rolling average ending May 8th, 2015, n=1,000)

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

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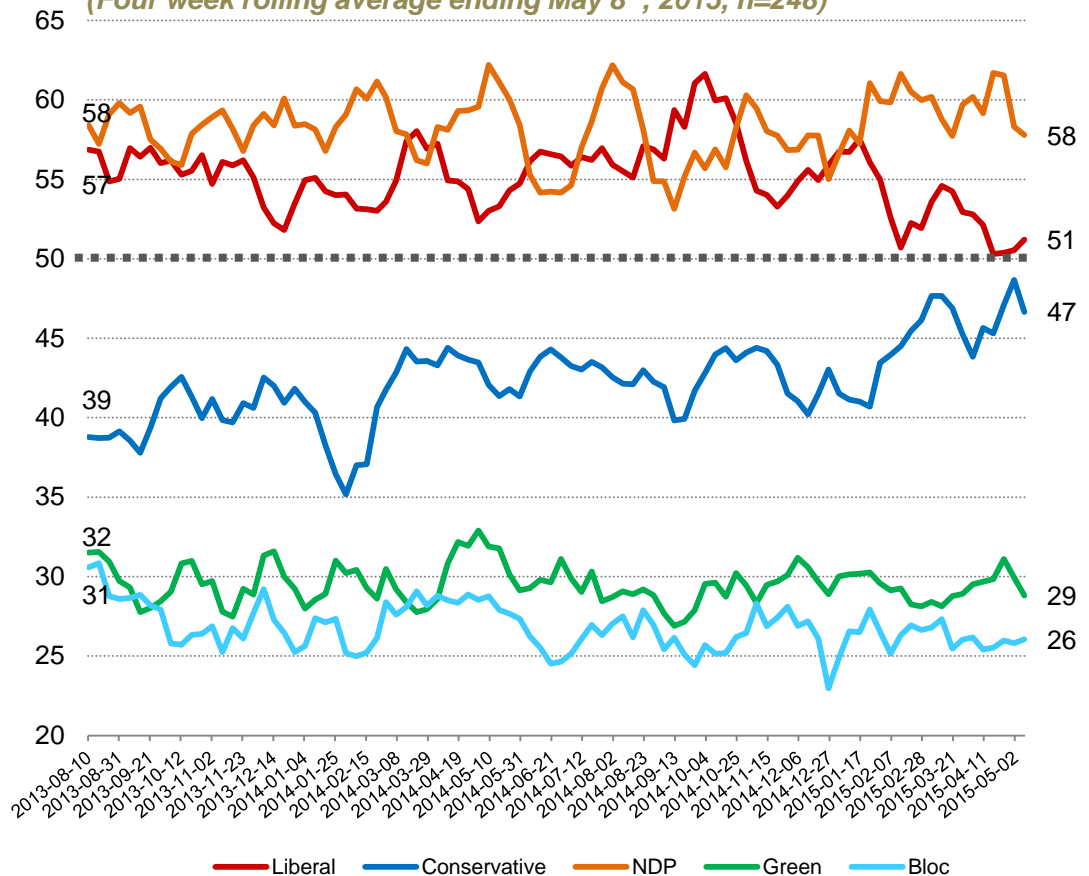
Contact: Nik Nanos
    Ottawa: (613) 234-4666 x 237
    Washington DC: (202) 697-9924
    nnanos@nanosresearch.com

Atlantic Weekly Index Tracking Scores
(Four week rolling average ending May 8th, 2015, n=100)
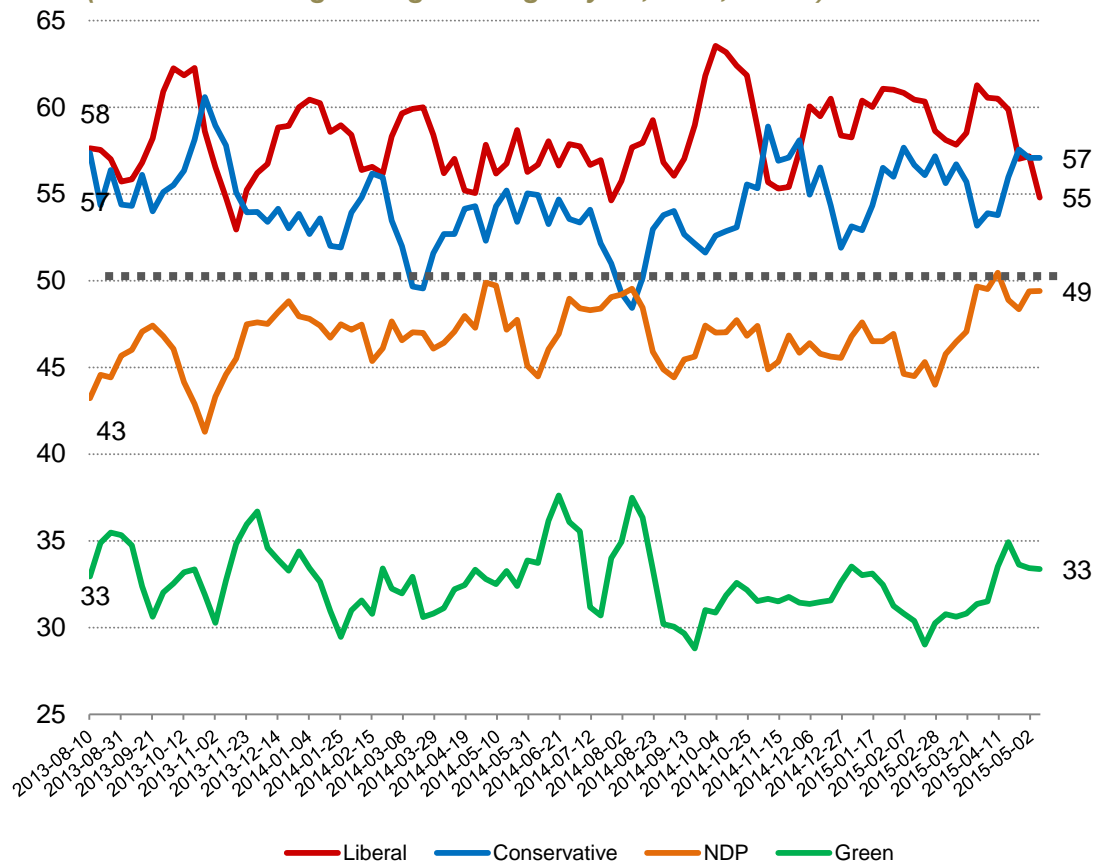

Legend: Liberal — Conservative — NDP — Green

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.

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

Quebec Weekly Index Tracking Scores
(Four week rolling average ending May 8th, 2015, n=248)

Legend: Liberal, Conservative, NDP, Green, Bloc

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

Ontario Weekly Index Tracking Scores
(Four week rolling average ending May 8th, 2015, n=300)

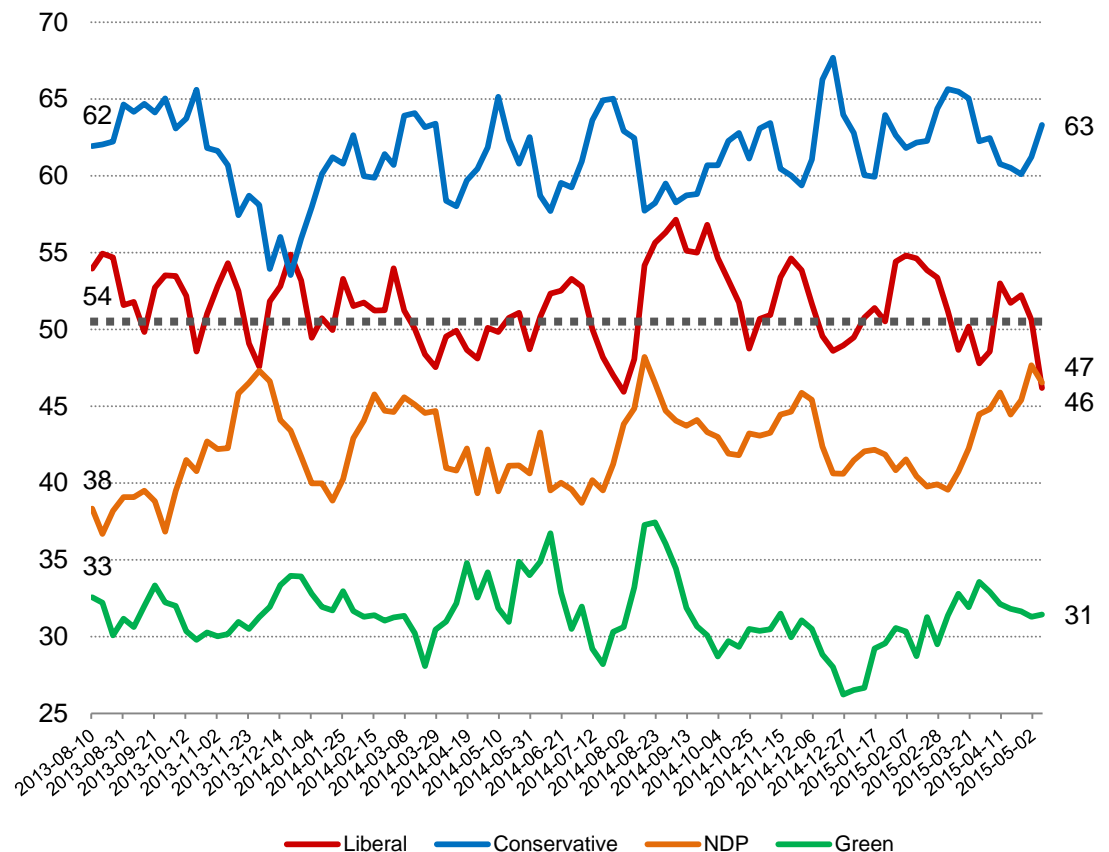Legend: Liberal (red), Conservative (blue), NDP (orange), Green (green)

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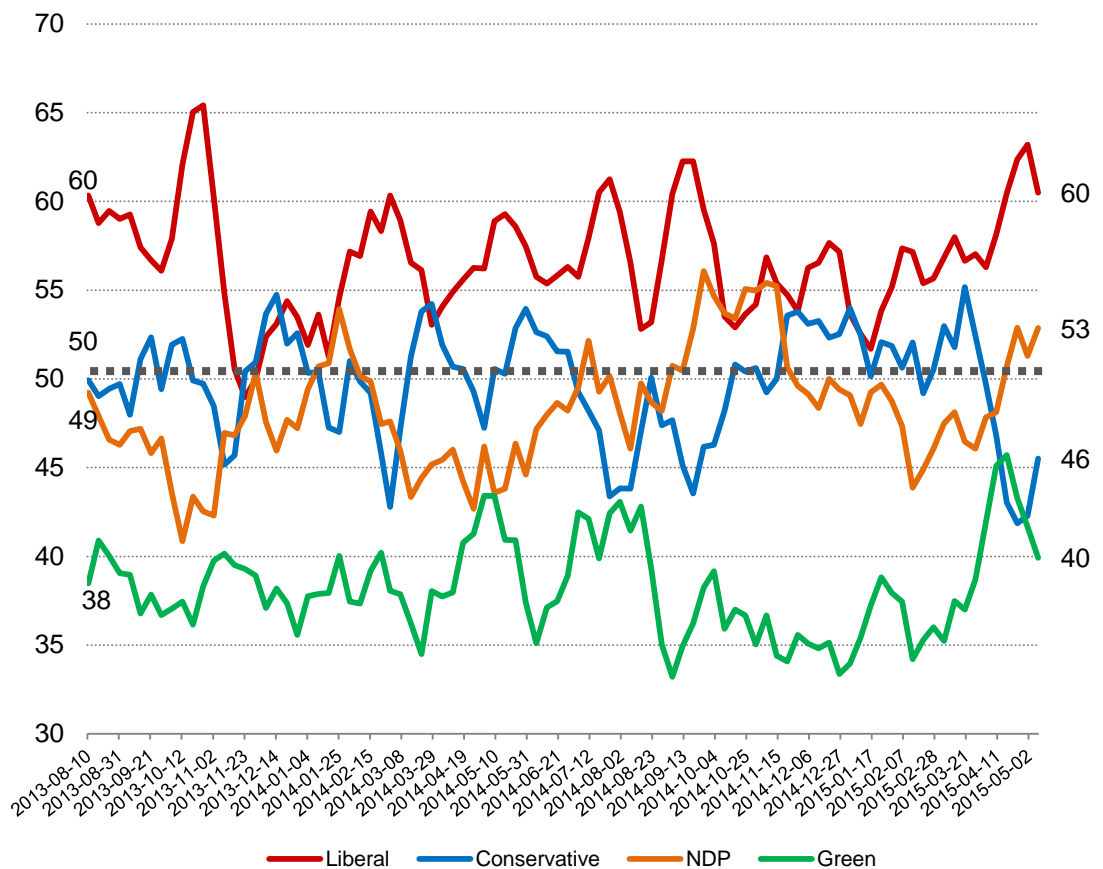
Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

Prairies Weekly Index Tracking Scores
(Four week rolling average ending May 8th, 2015, 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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        nnanos@nanosresearch.com

British Columbia Weekly Index Tracking Scores
(Four week rolling average ending May 8th, 2015, n=152)

Legend: Liberal, Conservative, NDP, Green

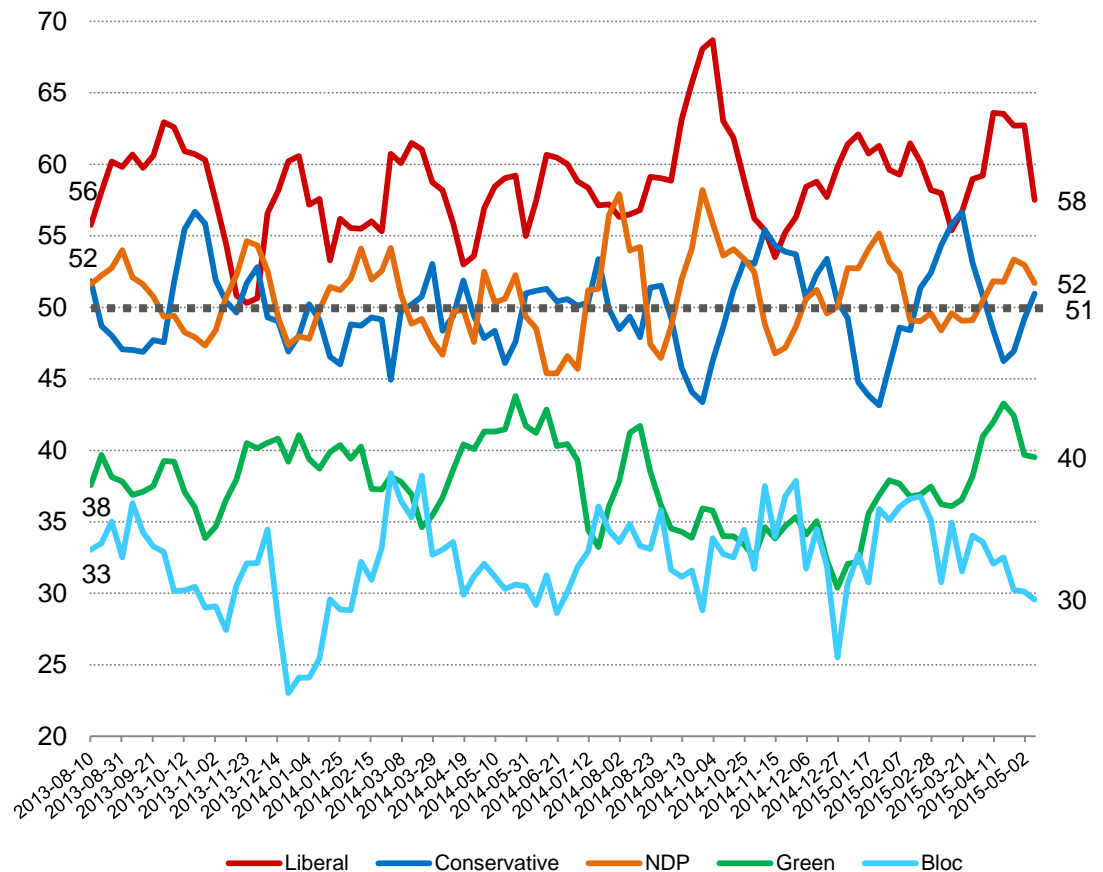*Party Power Index Tracking by Age*

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

18 to 29 Weekly Index Tracking Scores
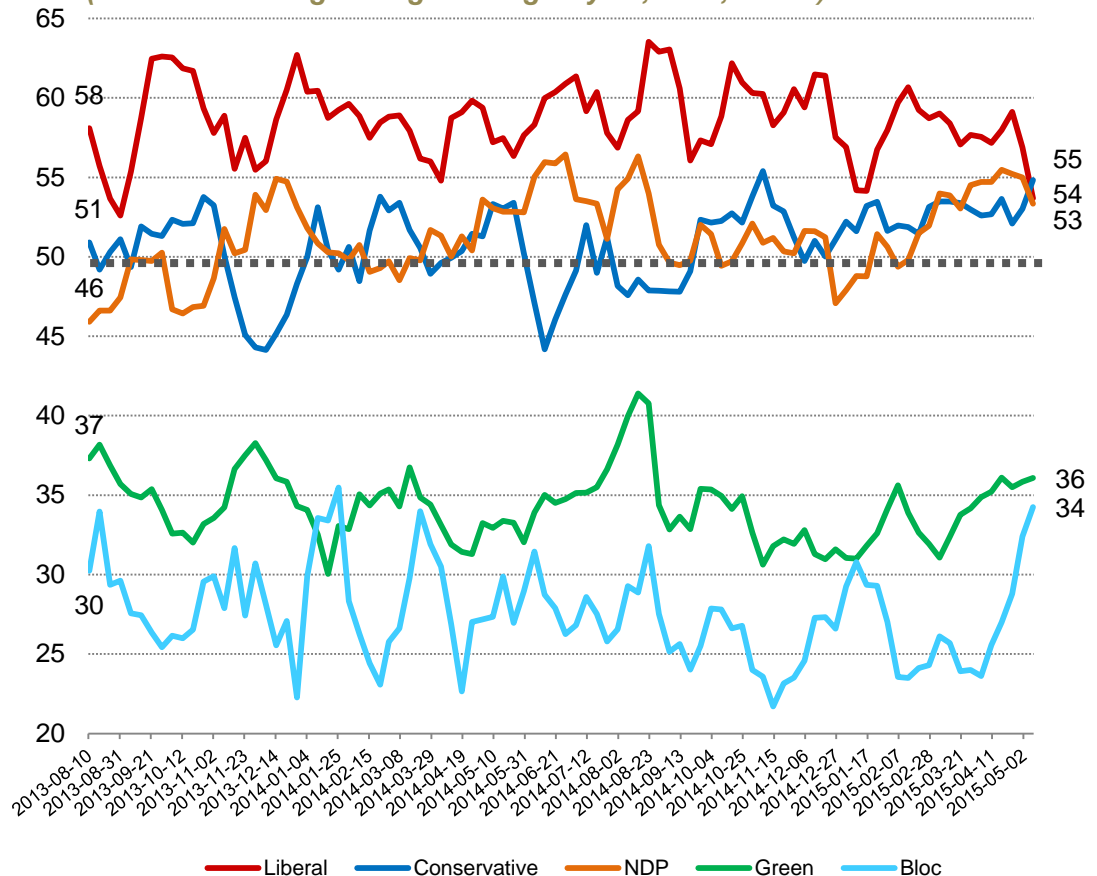*(Four week rolling average ending May 8th, 2015, n=205)*

Legend: Liberal — Conservative — NDP — Green — Bloc

Party Power Index

NANOS

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

30 to 39 Weekly Index Tracking Scores
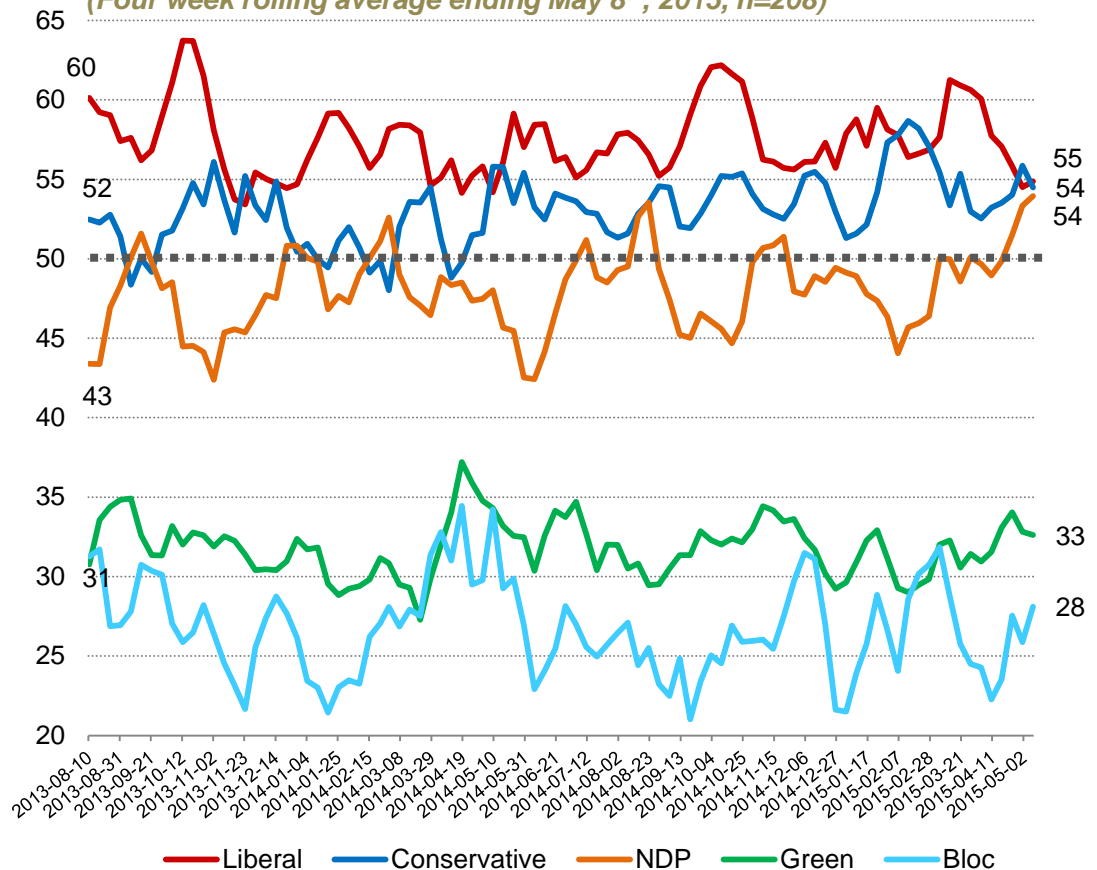*(Four week rolling average ending May 8th, 2015, n=169)*

Liberal — Conservative — NDP — Green — Bloc

Party Power Index

NANOS

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

40 to 49 Weekly Index Tracking Scores
(Four week rolling average ending May 8th, 2015, n=208)
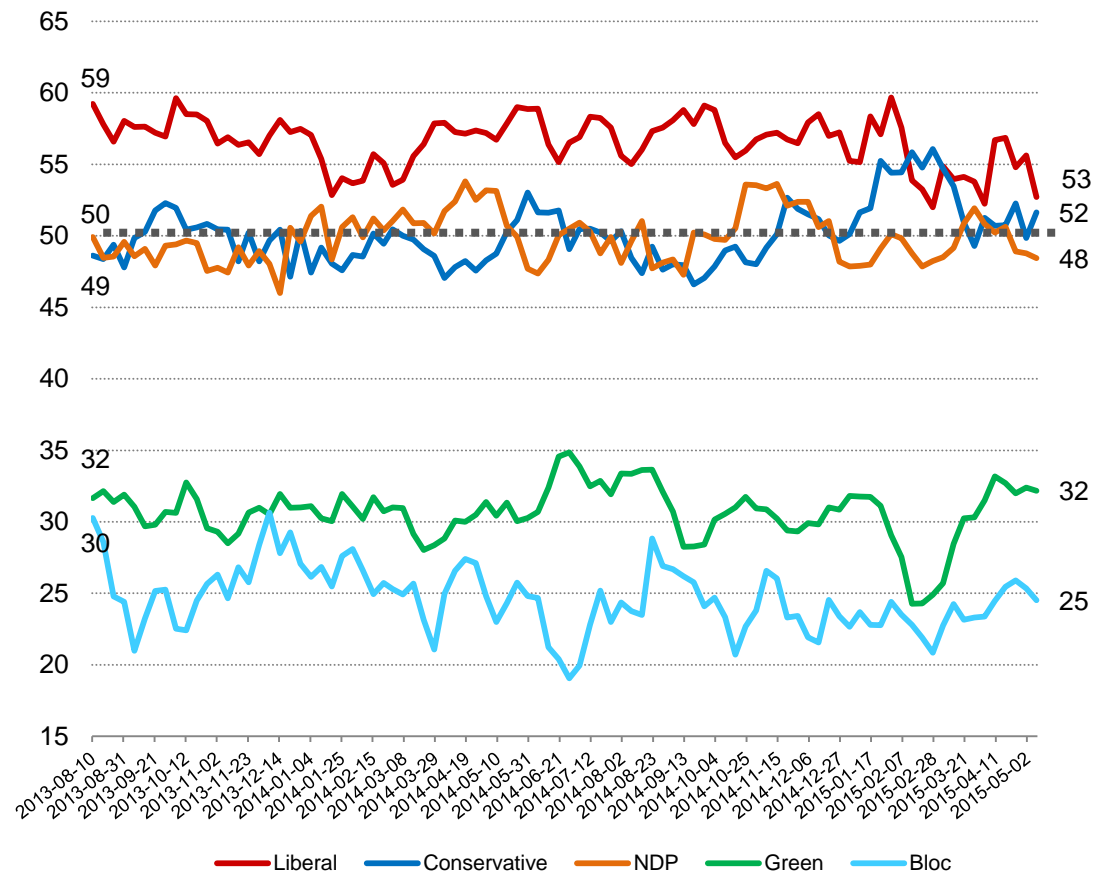

Legend: Liberal — Conservative — NDP — Green — Bloc

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.

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

50 to 59 Weekly Index Tracking Scores
(Four week rolling average ending May 8th, 2015, 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.
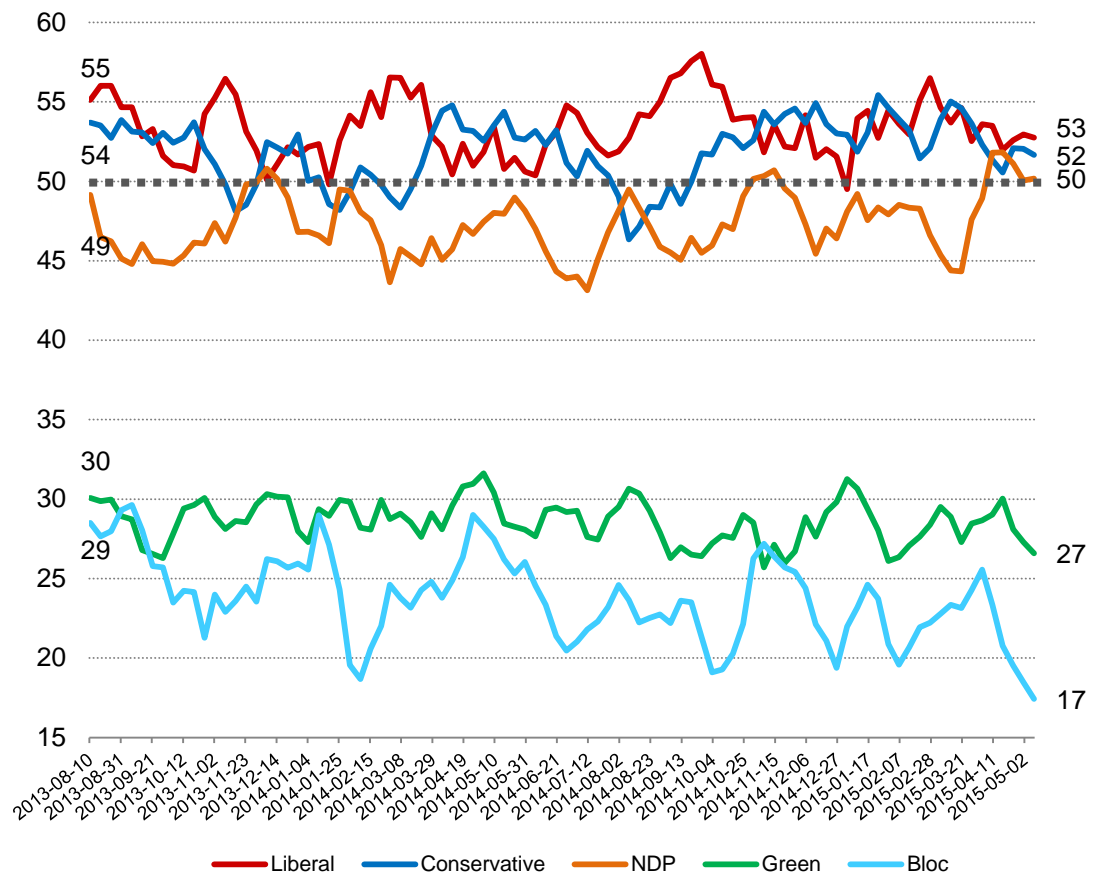
Contact: Nik Nanos
　　　　Ottawa: (613) 234-4666 x 237
　　　　Washington DC: (202) 697-9924
　　　　nnanos@nanosresearch.com

60 plus Weekly Index Tracking Scores
(Four week rolling average ending May 8th, 2015, n=239)

Legend: Liberal, Conservative, NDP, Green, Bloc

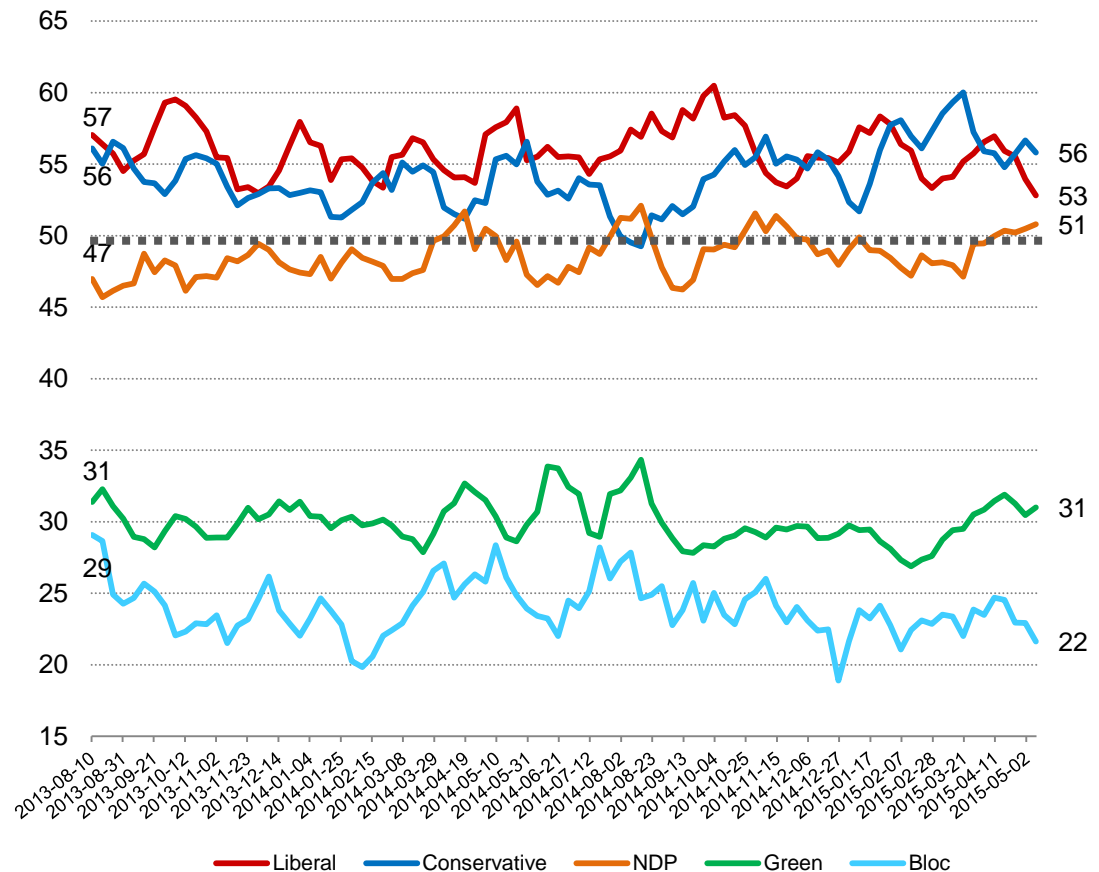*Party Power Index Tracking by Gender*

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

Male Weekly Index Tracking Scores
*(Four week rolling average ending May 8th, 2015, n=492)*

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.

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

Female Weekly Index Tracking Scores
(Four week rolling average ending May 8th, 2015, n=508)

Legend: ▬ Liberal ▬ Conservative ▬ NDP ▬ Green ▬ Bloc
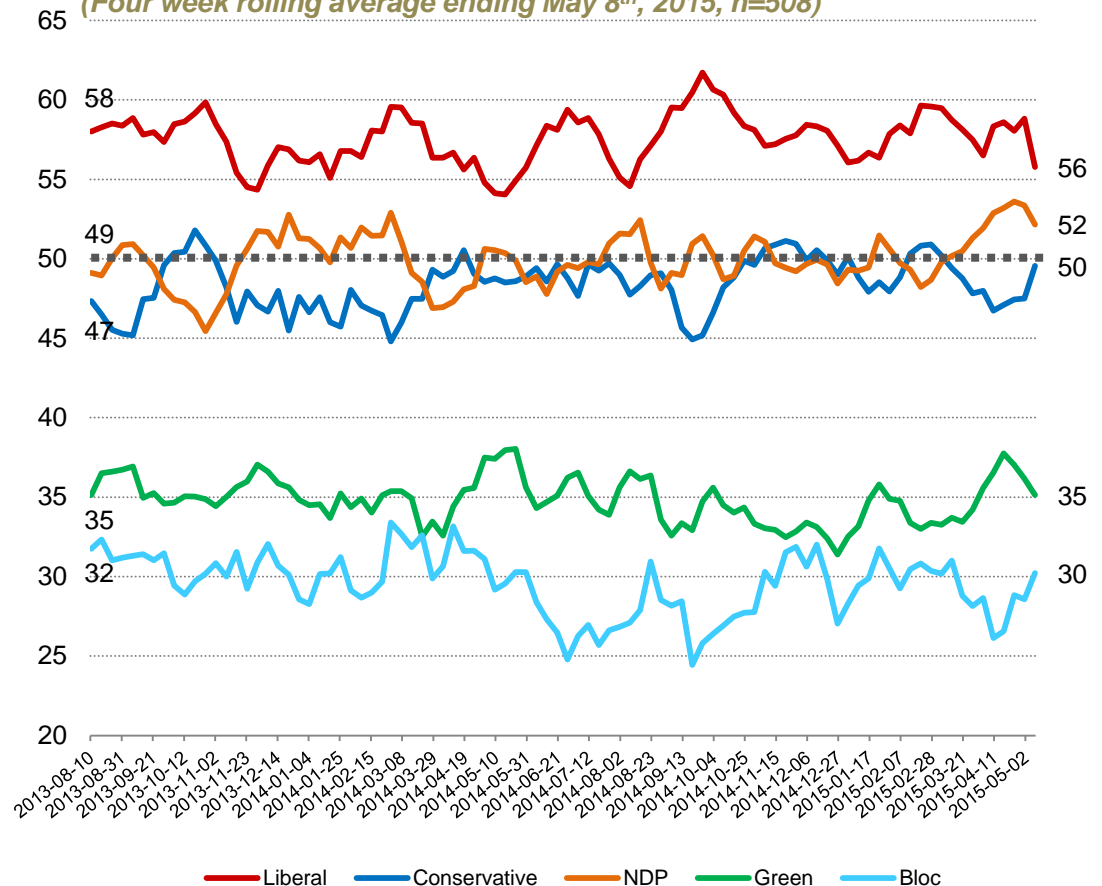
National Vote Considerations Tracking

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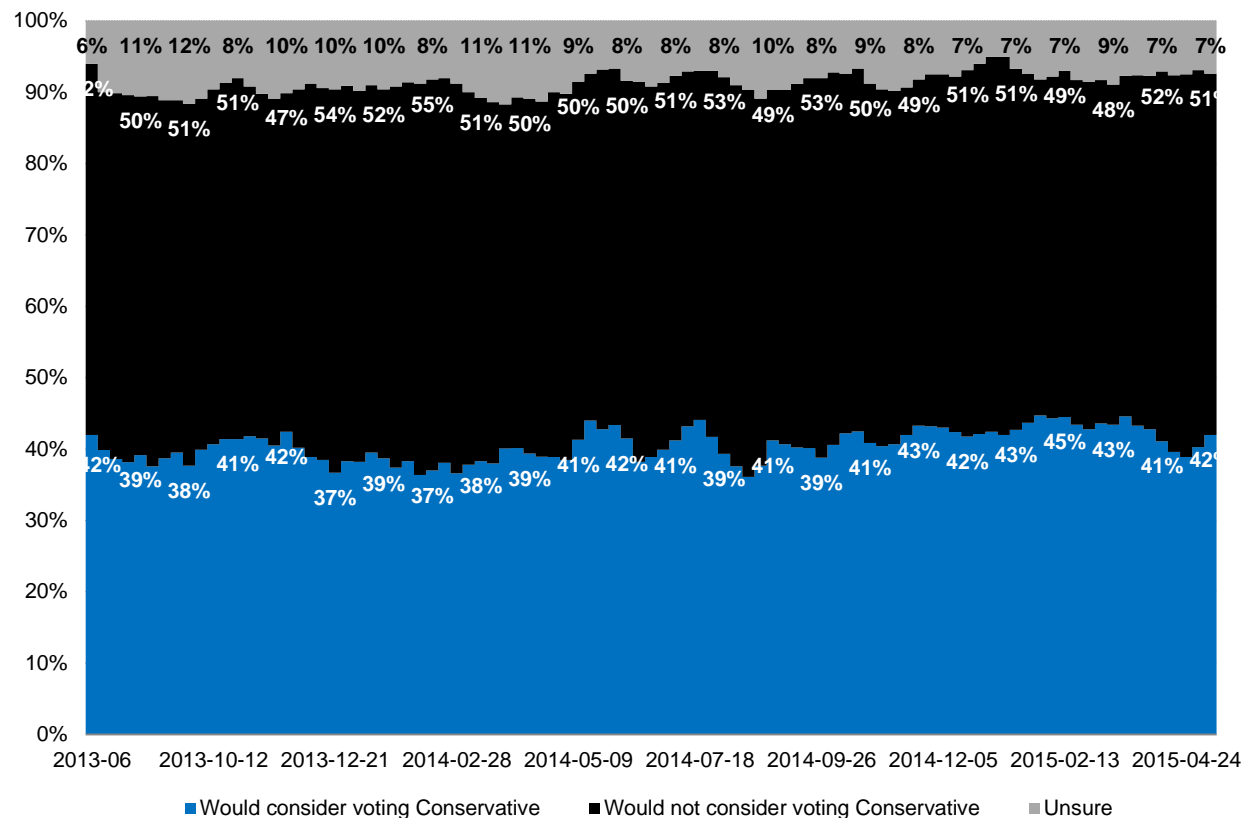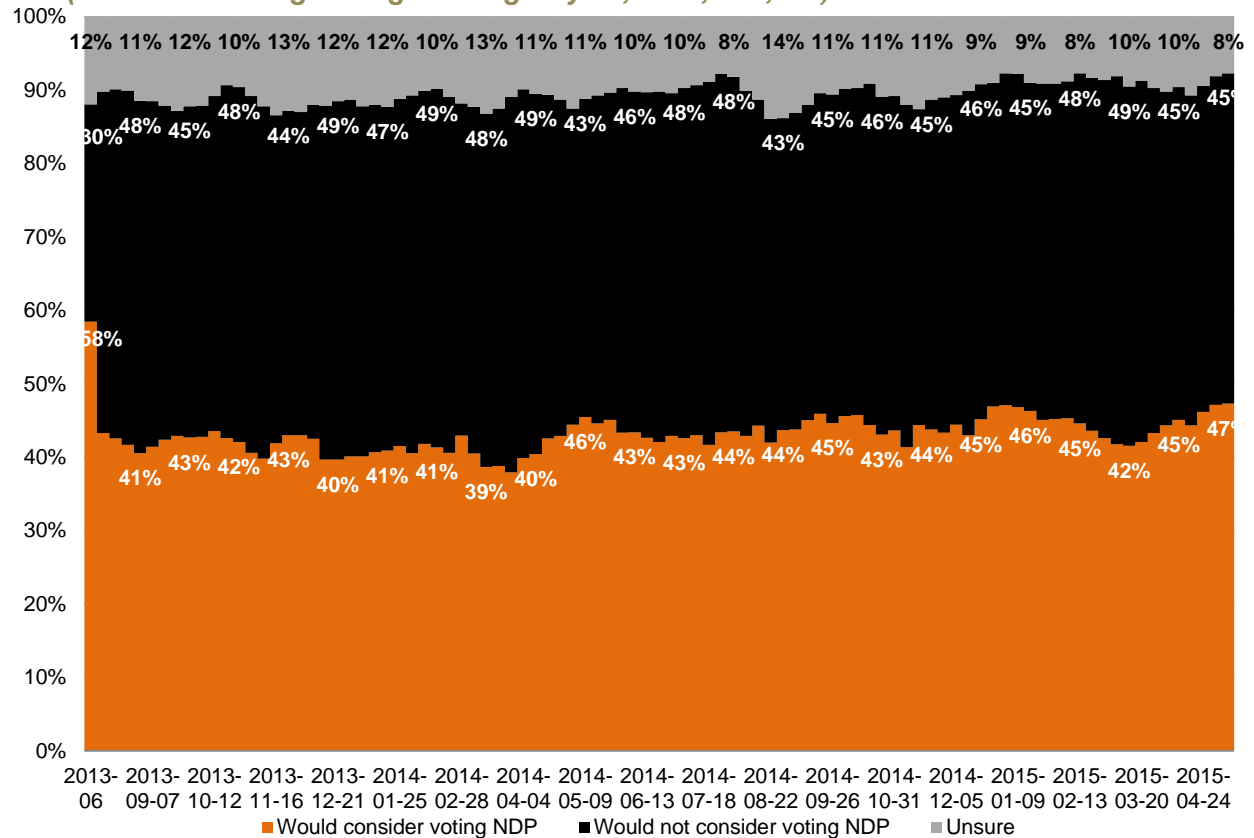
Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

National – Weekly Tracking
(Four week rolling average ending May 8th, 2015, n=1,000)

Unsure (top, grey): 6% 11% 12% 8% 10% 10% 10% 8% 11% 11% 9% 8% 8% 8% 10% 8% 9% 8% 7% 7% 7% 9% 7% 7%

Would not consider voting Conservative (black): 52% 50% 51% 51% 47% 54% 52% 55% 51% 50% 50% 50% 51% 53% 49% 53% 50% 49% 51% 51% 49% 48% 52% 51%

Would consider voting Conservative (blue): 42% 39% 38% 41% 42% 37% 39% 37% 38% 39% 41% 42% 41% 39% 41% 39% 41% 43% 42% 43% 45% 43% 41% 42%

X-axis: 2013-06 2013-10-12 2013-12-21 2014-02-28 2014-05-09 2014-07-18 2014-09-26 2014-12-05 2015-02-13 2015-04-24

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

Consider NDP

NANOS

National – Weekly Tracking
(Four week rolling average ending May 8th, 2015, n=1,000)

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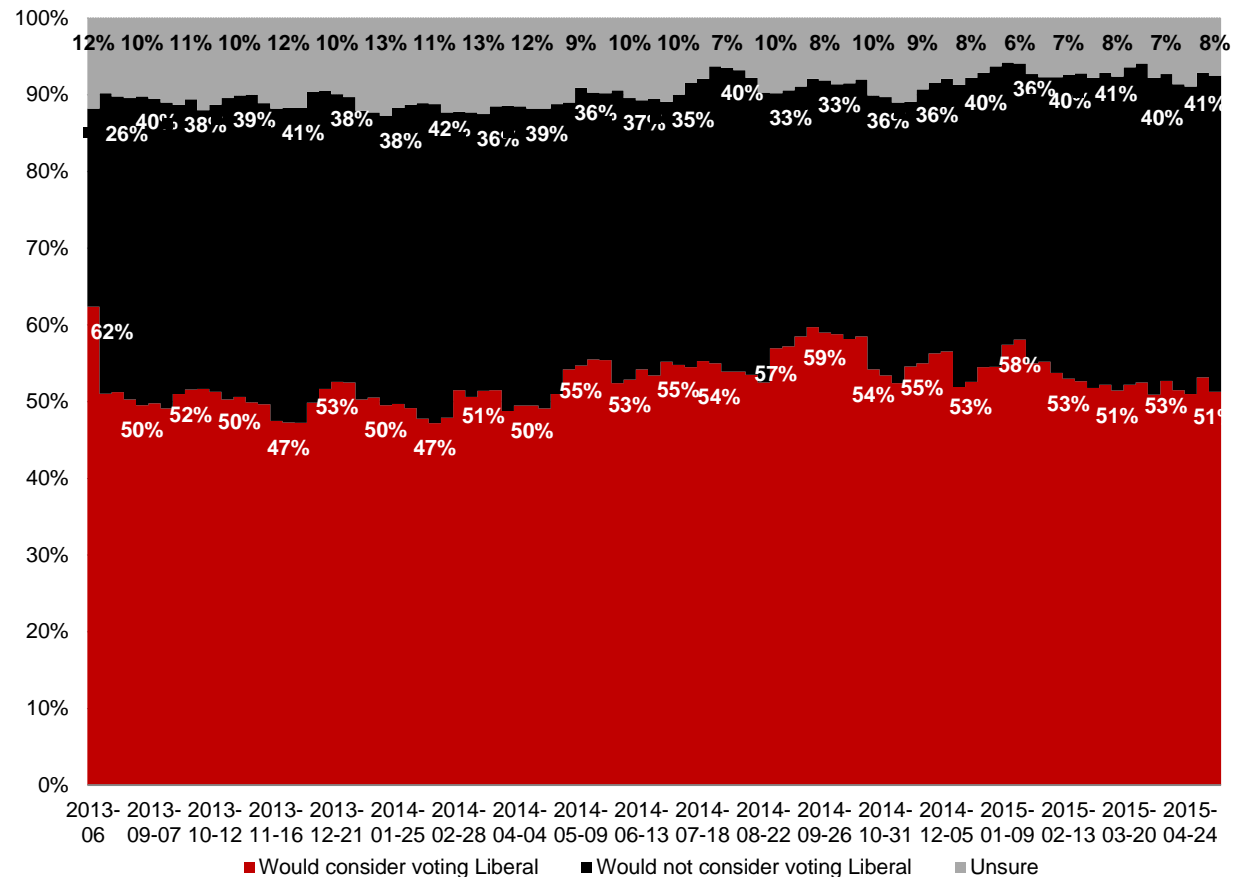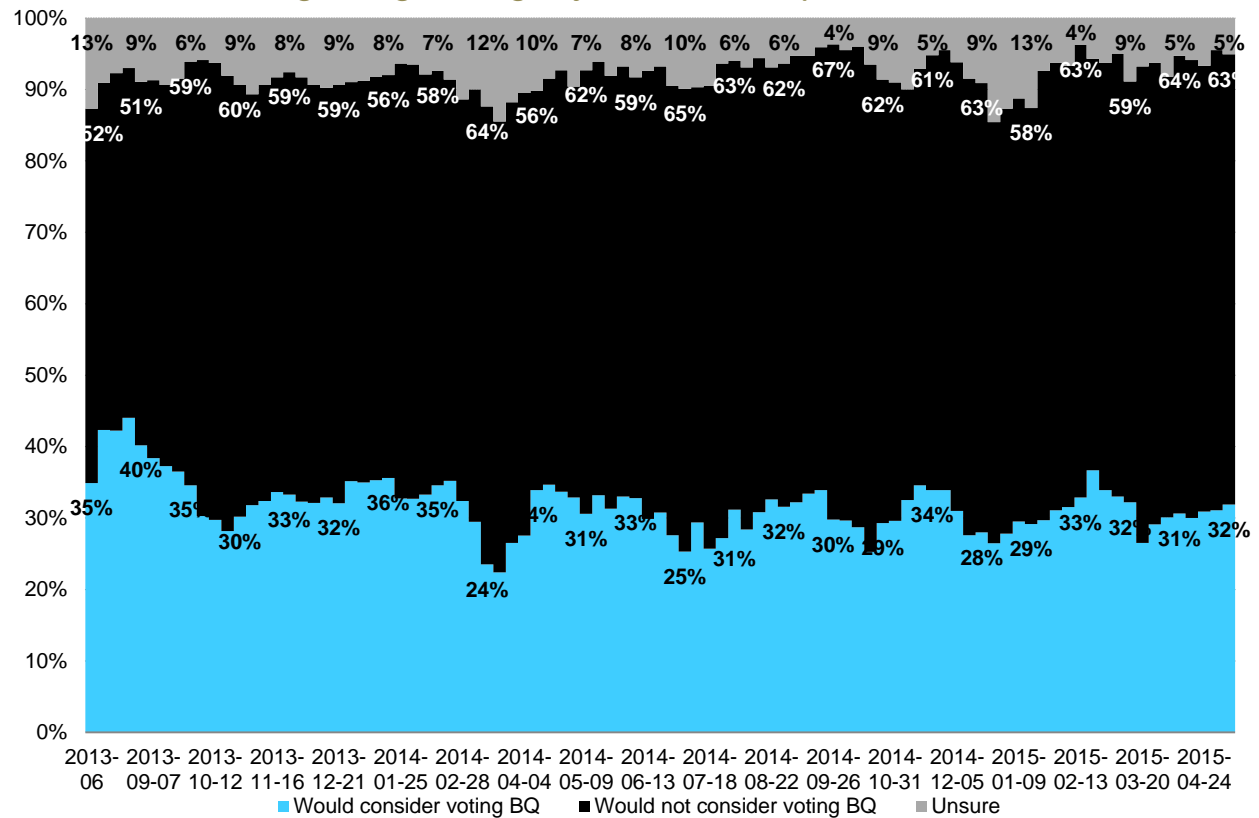
Consider Liberal

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

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

National – Weekly Tracking
(Four week rolling average ending May 8th, 2015, 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

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

Quebec only – Weekly Tracking
Four week rolling average ending May 8th, 2015, 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

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

National – Weekly Tracking
(Four week rolling average ending May 8th, 2015, n=1,000)

Legend: Would consider voting Green | Would not consider voting Green | Unsure
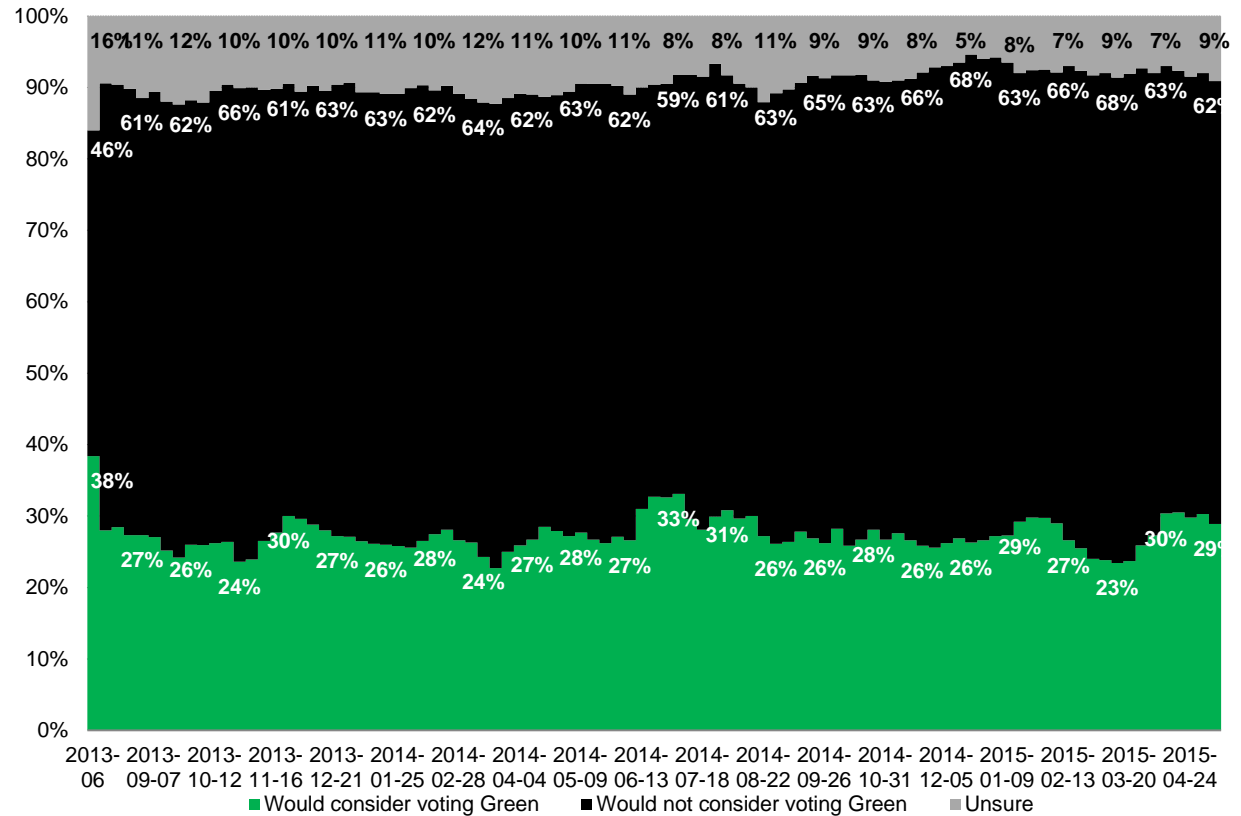
National Leadership Tracking

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]
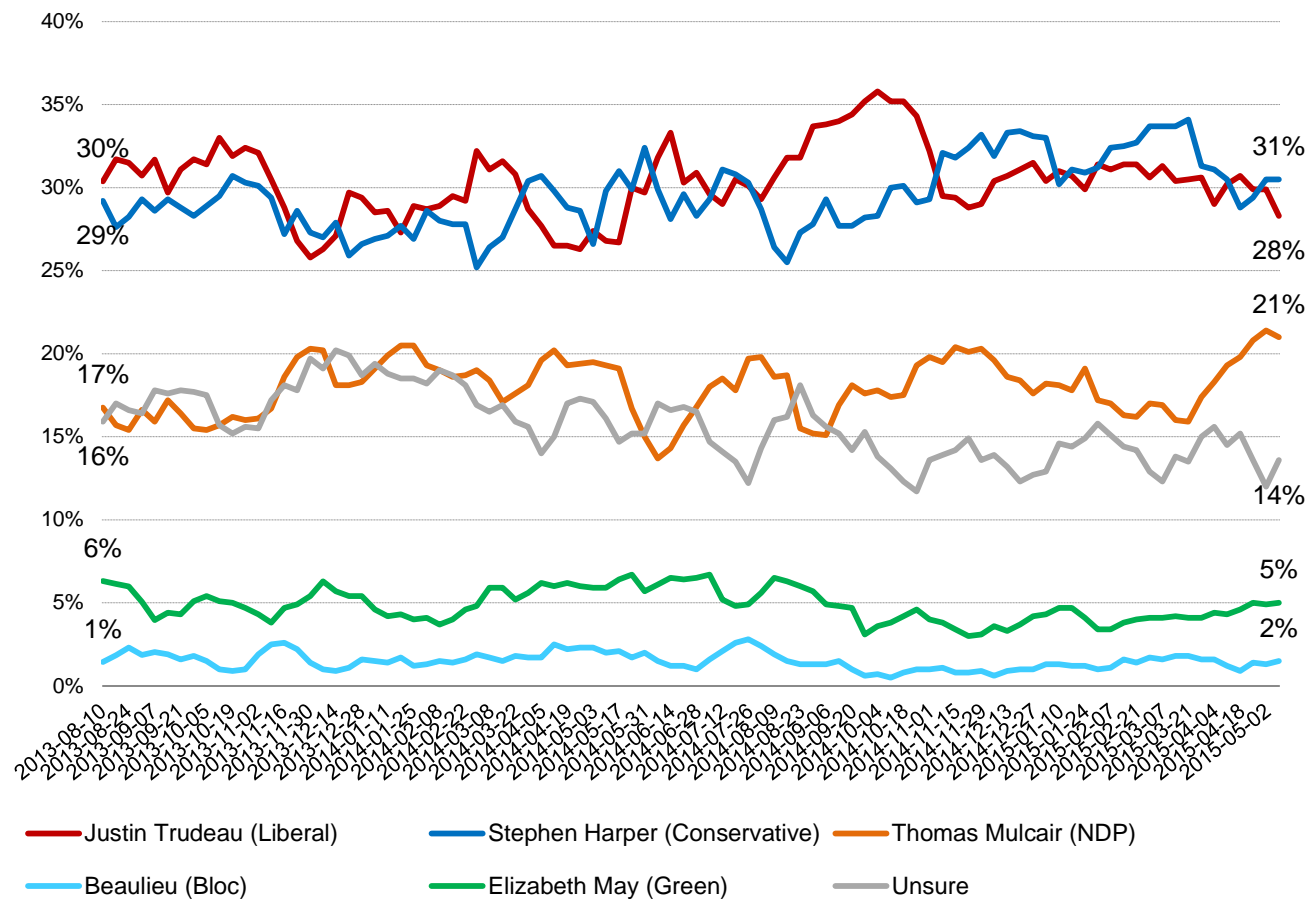
Contact: Nik Nanos
  Ottawa: (613) 234-4666 x 237
  Washington DC: (202) 697-9924
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National – Weekly Tracking – First Ranked Choice
(Four week rolling average ending May 8th, 2015, n=1,000)

Legend:
— Justin Trudeau (Liberal) — Stephen Harper (Conservative) — Thomas Mulcair (NDP)
— Beaulieu (Bloc) — Elizabeth May (Green) — Unsure

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
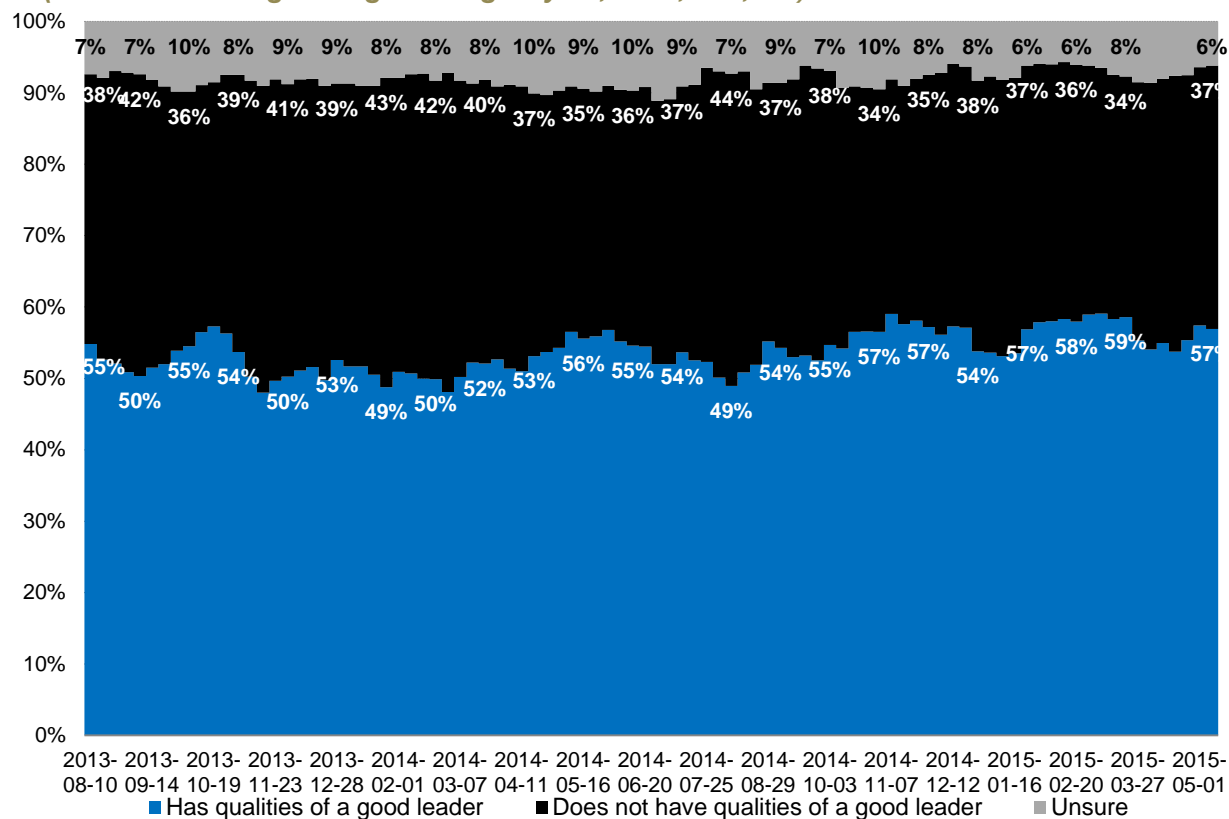
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National – Weekly Tracking
(Four week rolling average ending May 8th, 2015, n=1,000)

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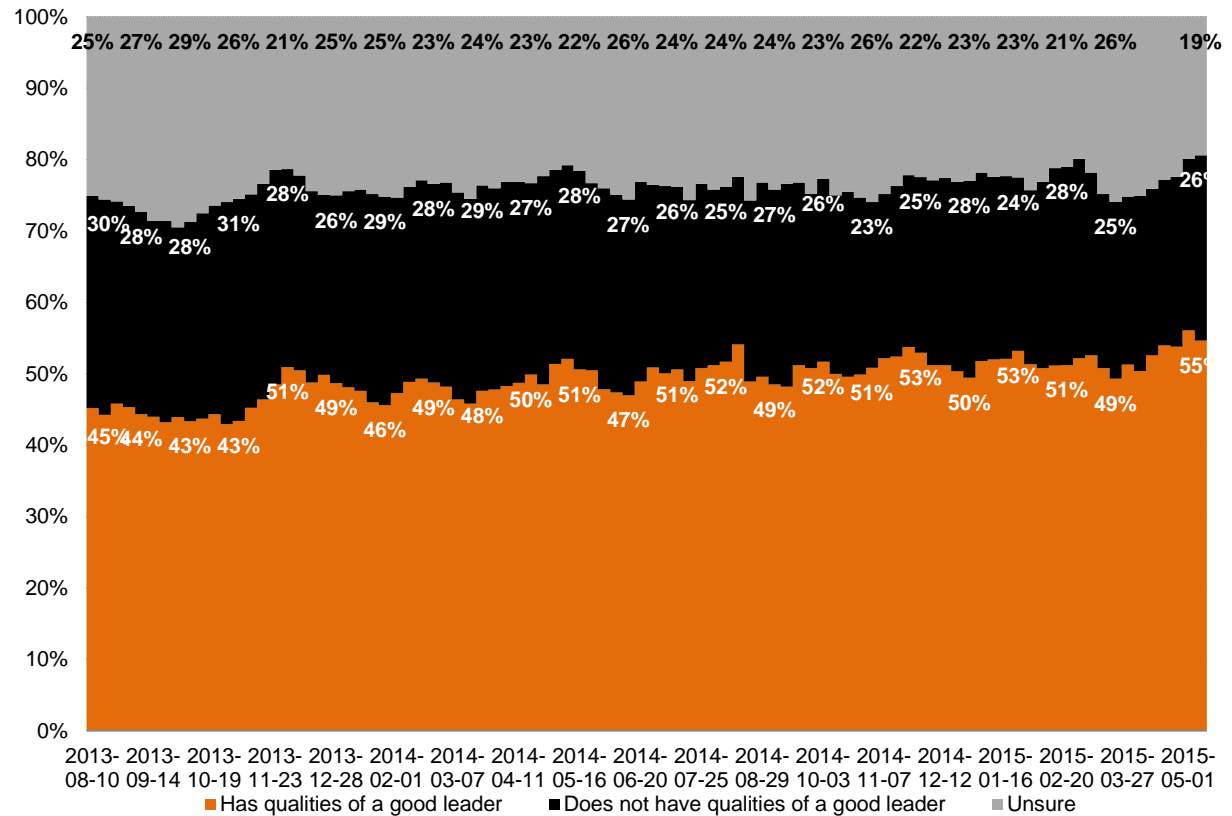
Mulcair

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

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National – Weekly Tracking
(Four week rolling average ending May 8th, 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
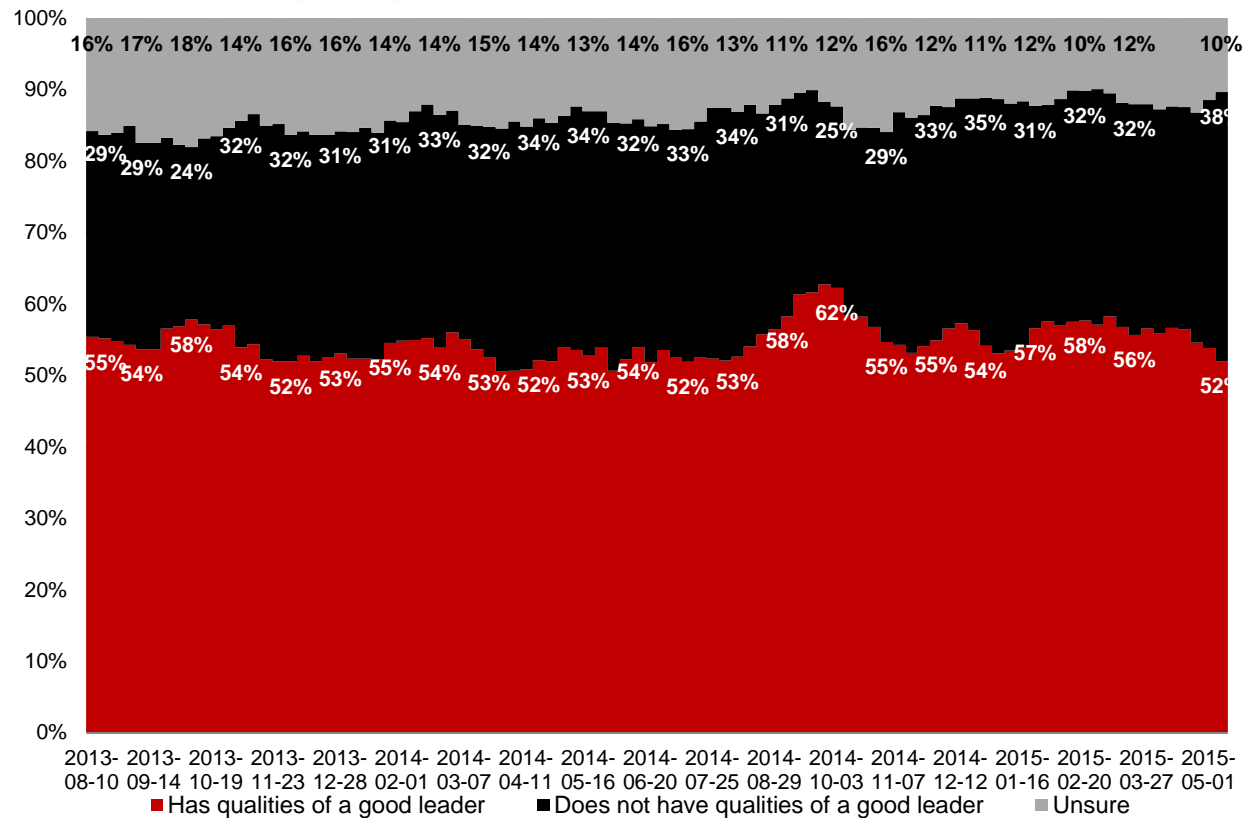
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National – Weekly Tracking
(Four week rolling average ending May 8th, 2015, n=1,000)

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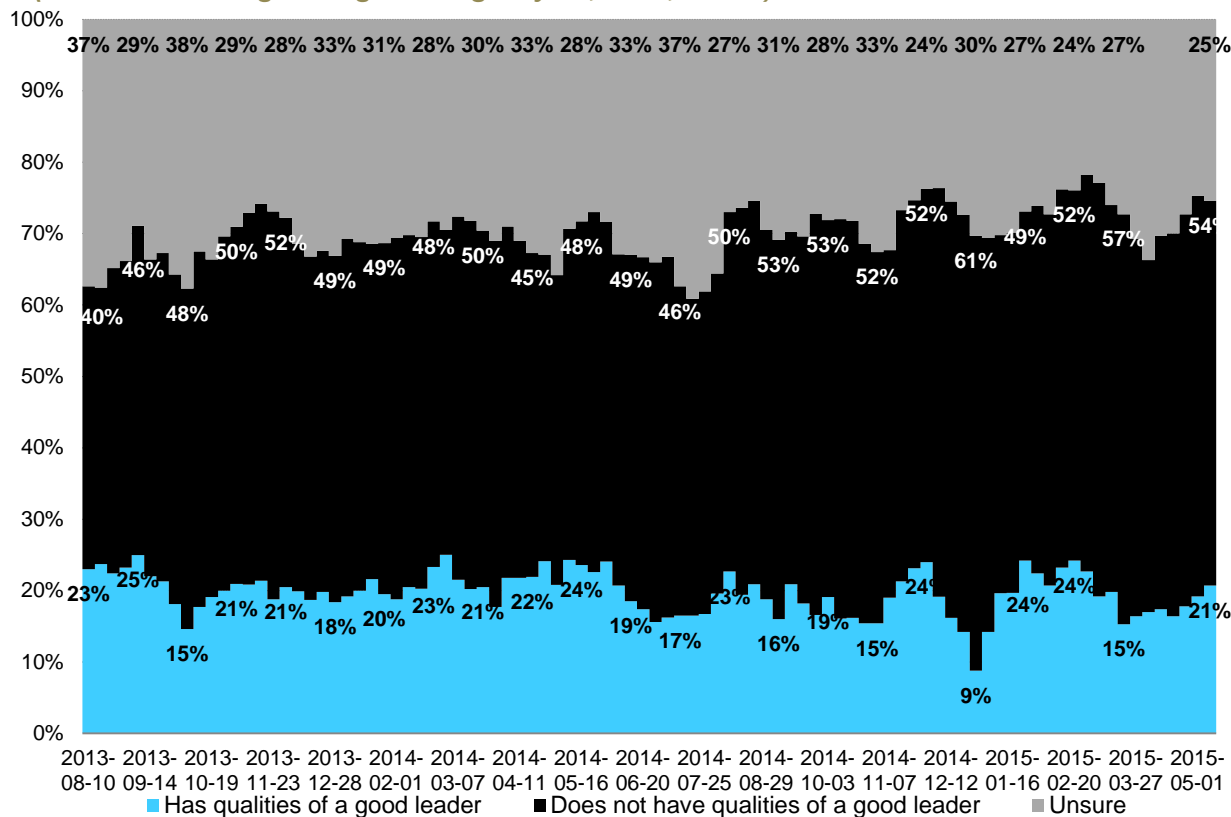
Beaulieu

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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        nnanos@nanosresearch.com

Quebec only – Weekly Tracking
(Four week rolling average ending May 8th, 2015, n=248)

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

National – Weekly Tracking
(Four week rolling average ending May 8th, 2015, n=1,000)

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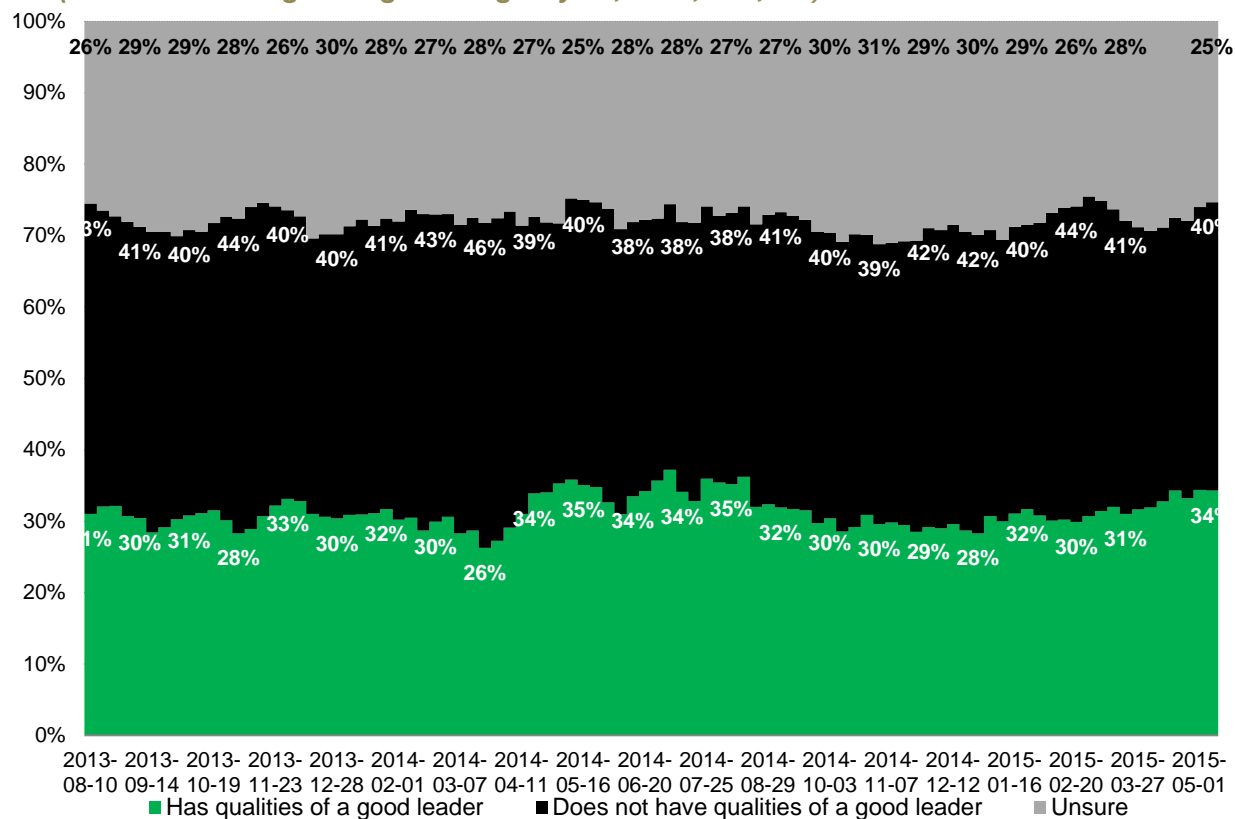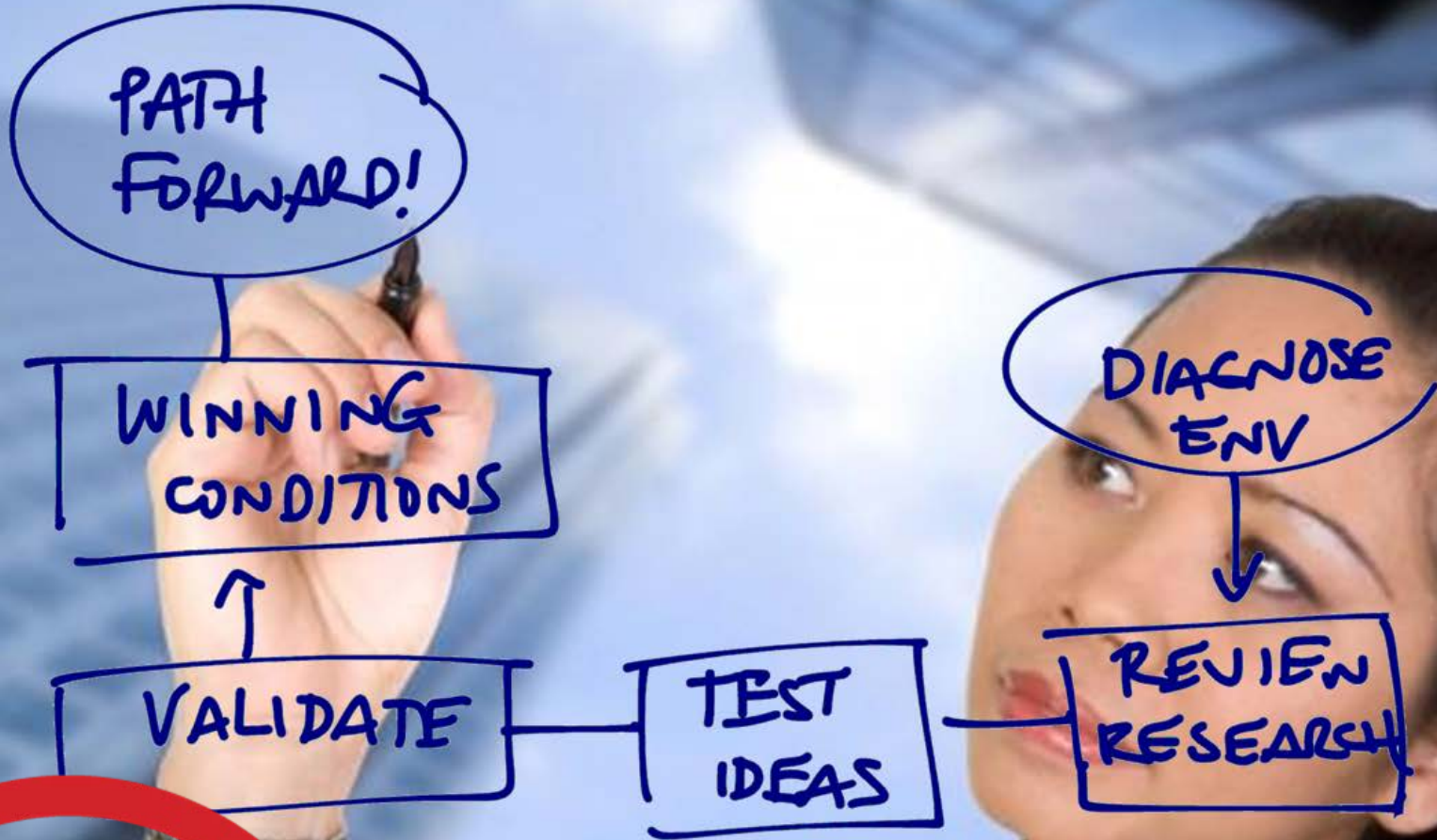
Methodology

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 May 8th, 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

Nik Nanos FMRIA
Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com