Weekly Nanos Party Power Index Tracking
(period ending May 29th, 2015)
released June 3rd, 2015

Weekly Nanos Party Power Index

NANOS

Race tightens - NDP March Continues – Top in Index, top in accessible voters
(Released 06/03/2015)

NDP continue to show momentum in the Nanos weekly tracking. The Nanos Party Power Index shows comparable scores for all three of the major political parties with the NDP at 53.4 points out of a possible 100, the Conservatives and Liberals each with 52.8 points. The Green Party registered 32.5 points out of 100 and the BQ 27.1 points (QC only). This week the NDP has hit a high on all measures – the overall index, accessible voters and preferred PM although Mulcair still trails both Harper and Trudeau on this measure.

Nanos periodically releases its four week rolling average of ballot numbers. The latest ballot tracking has the Conservatives at 32 percent, NDP at 30 per cent, the Liberals at 29 per cent, and the Green Party at five per cent.

It doesn't get much tighter than this.

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.

Of note, although the parties had comparable index scores, the scores on the preferred Prime Minister weekly measure were not as tight between the three leaders but Mulcair is trending up. Asked which federal party leader they preferred as Prime Minister, 29 per cent said Harper was their first choice, with Trudeau at 27 per cent, Mulcair at 22 per cent, May at four per cent while 16 per cent were unsure.

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.

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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								
NDP	53.4	51.6	51.9	48.3	47.9	53.4	47.4	49.7
Conservative	52.8	54.0	52.0	54.0	52.5	54.3	48.4	51.7
Liberal	52.8	53.0	56.4	56.4	55.5	60.7	52.8	56.8
Green	32.5	31.9	33.3	30.5	32.8	35.2	30.1	32.1
Bloc	27.1	27.1	25.8	26.6	27.3	28.3	22.9	26.2
Party Consider								
NDP	48.9%	48.9%	47.1%	42.6%	43.4%	48.9%	41.4%	44.3%
Liberal	45.9%	48.2%	53.1%	51.8%	52.4%	59.7%	45.9%	54.0%
Conservative	41.7%	44.4%	40.3%	42.8%	43.4%	44.7%	36.1%	41.6%
Bloc	35.3%	34.6%	31.1%	33.9%	33.0%	36.7%	25.3%	30.7%
Green	26.6%	27.0%	30.3%	24.0%	27.1%	33.1%	23.4%	27.8%
Preferred Prime Minister								
Harper	28.8%	31.8%	30.5%	33.7%	32.4%	34.1%	25.5%	30.5%
Trudeau	27.2%	28.6%	29.9%	30.6%	29.7%	35.8%	27.2%	31.0%
Mulcair	22.4%	20.0%	21.4%	17.0%	15.0%	22.4%	13.7%	18.0%
May	4.3%	4.8%	4.9%	4.1%	5.7%	6.7%	3.0%	4.6%
Beaulieu	1.1%	1.2%	1.3%	1.7%	2.0%	2.8%	0.5%	1.3%
Unsure	16.2%	13.7%	12.0%	12.9%	15.2%	18.1%	11.7%	14.3%

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.
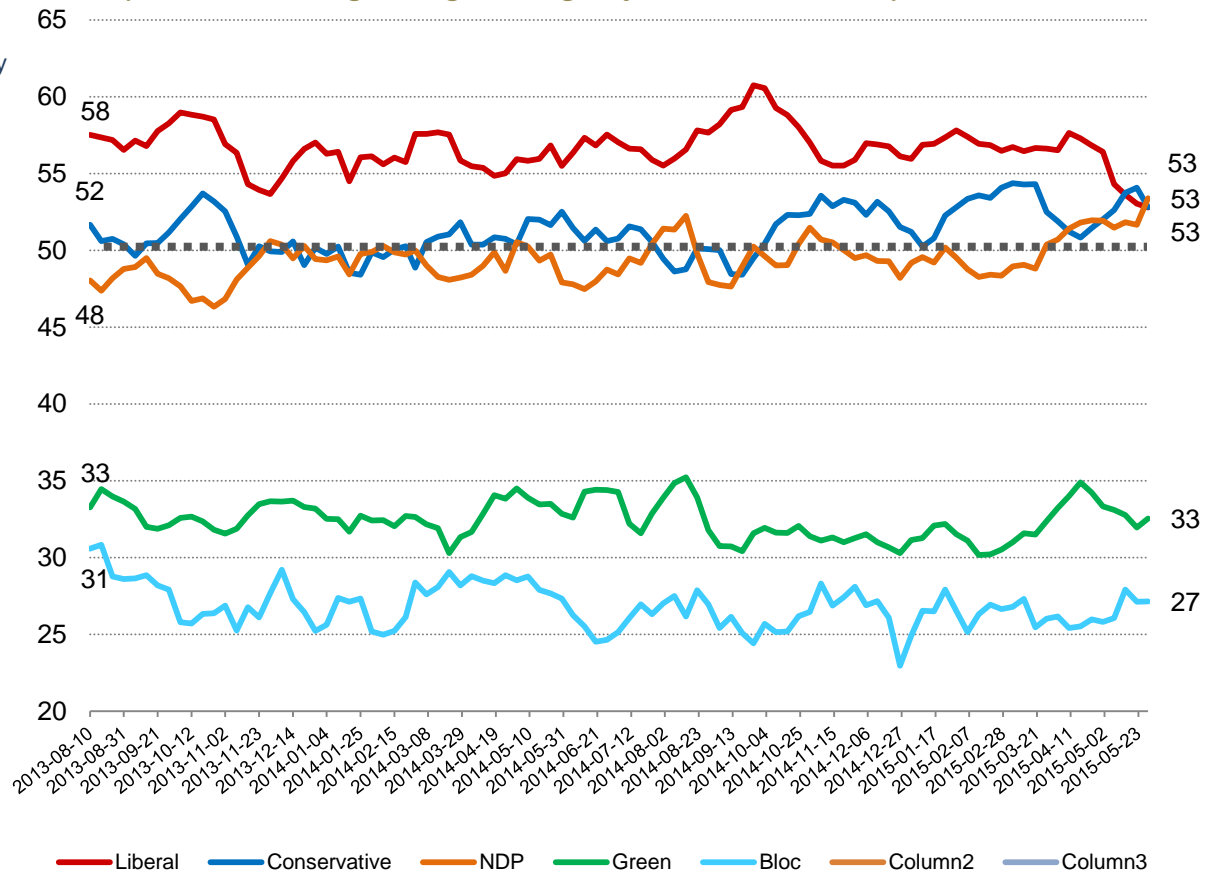
Party Power Index

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Canada Weekly Index Tracking Scores
(Four week rolling average ending May 29th, 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.
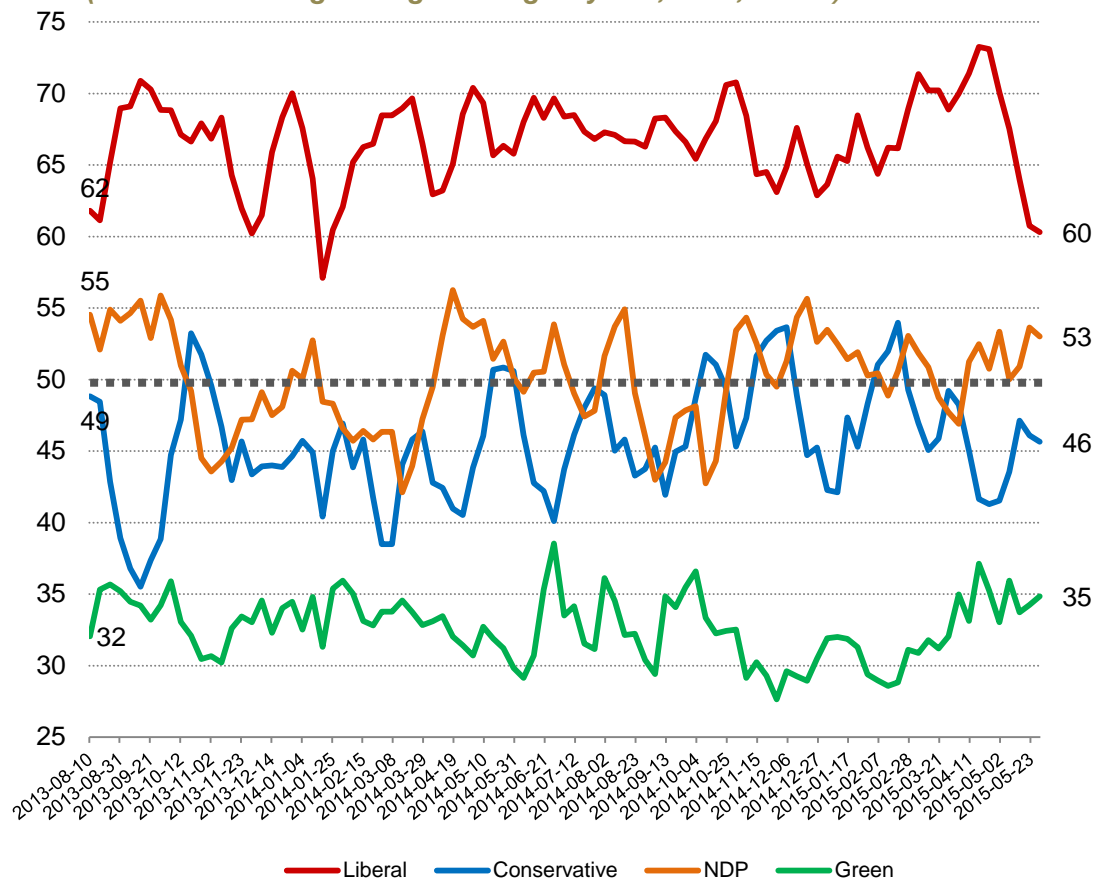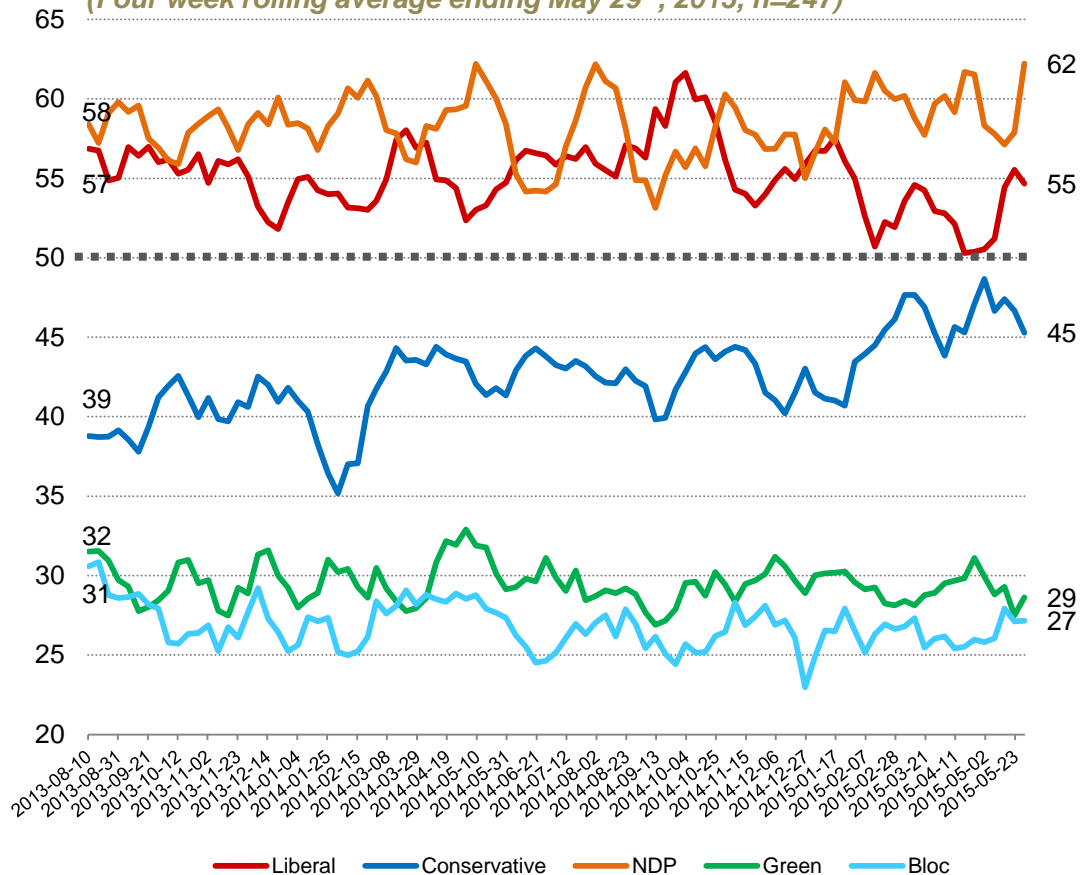
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Atlantic Weekly Index Tracking Scores
(Four week rolling average ending May 29th, 2015, n=100)

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.

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Quebec Weekly Index Tracking Scores
(Four week rolling average ending May 29th, 2015, n=247)

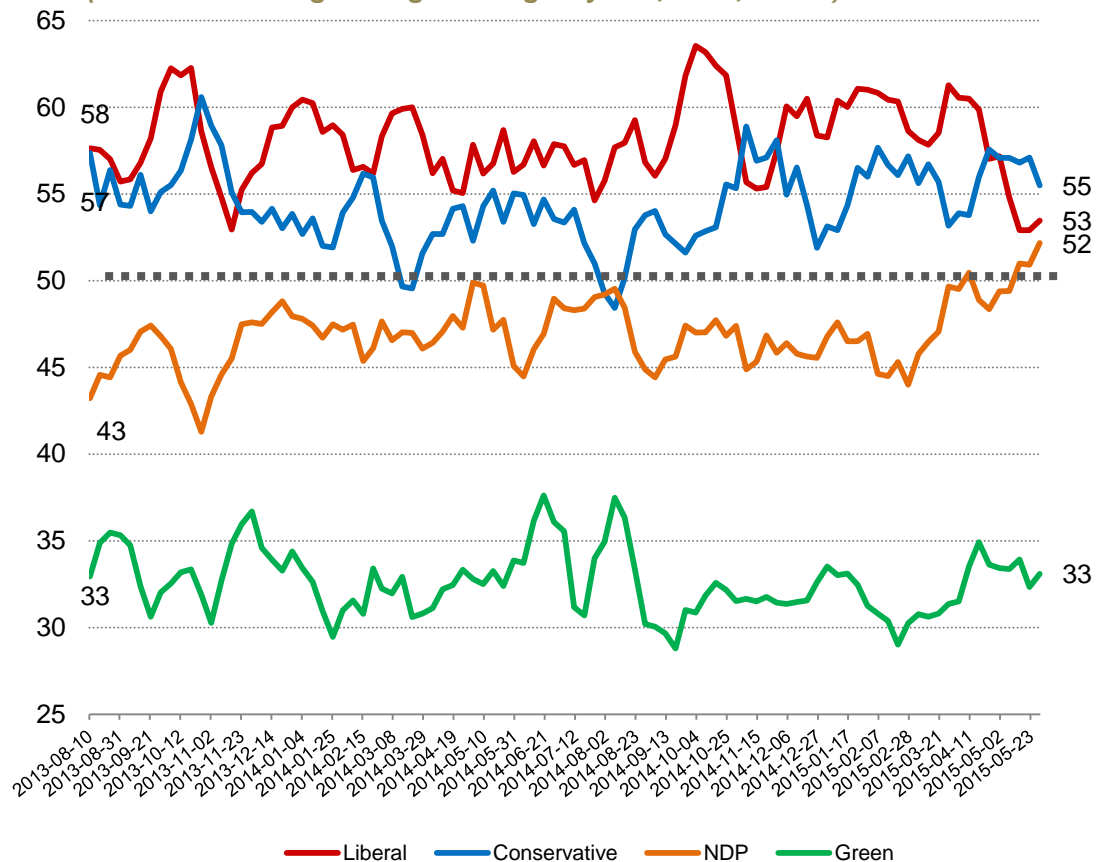Legend: Liberal — Conservative — NDP — Green — Bloc

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.

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Ontario Weekly Index Tracking Scores
(Four week rolling average ending May 29th, 2015, n=300)
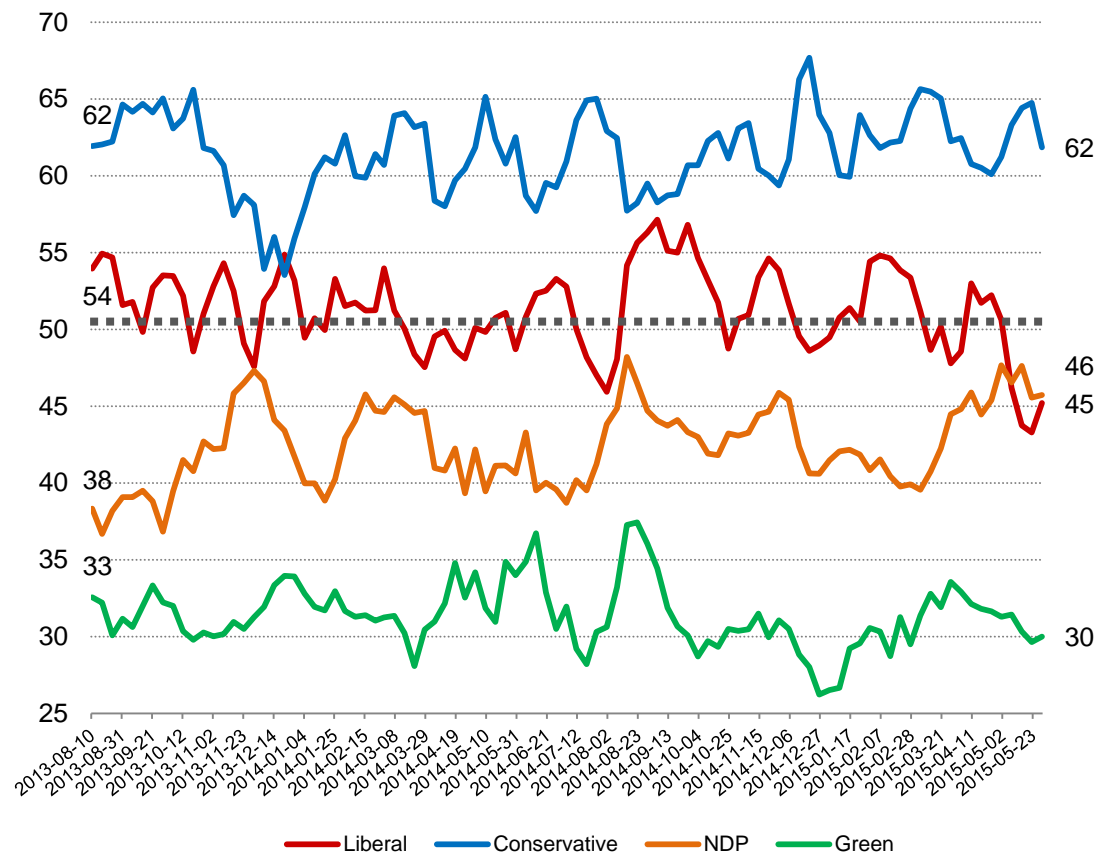

Legend: Liberal, Conservative, NDP, Green

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 May 29th, 2015, n=201)

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.
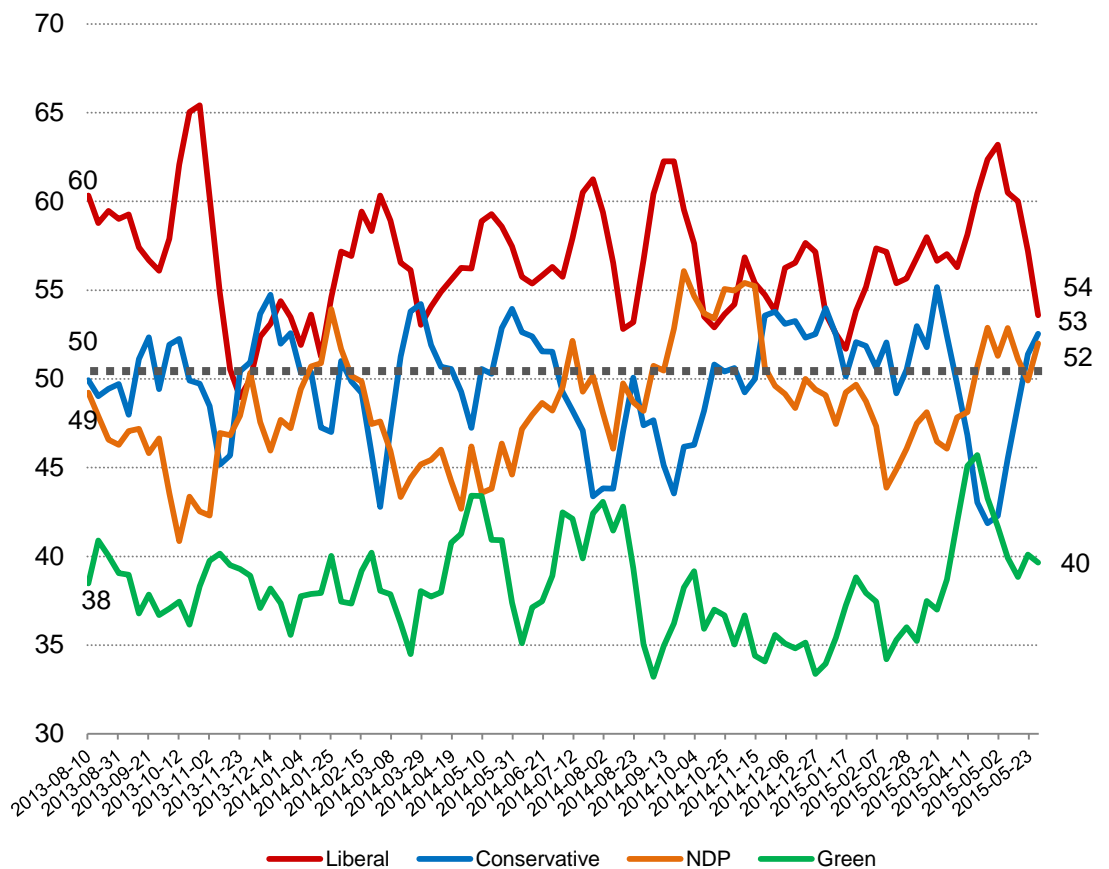
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British Columbia Weekly Index Tracking Scores
(Four week rolling average ending May 29th, 2015, n=152)

Legend: Liberal, Conservative, NDP, Green

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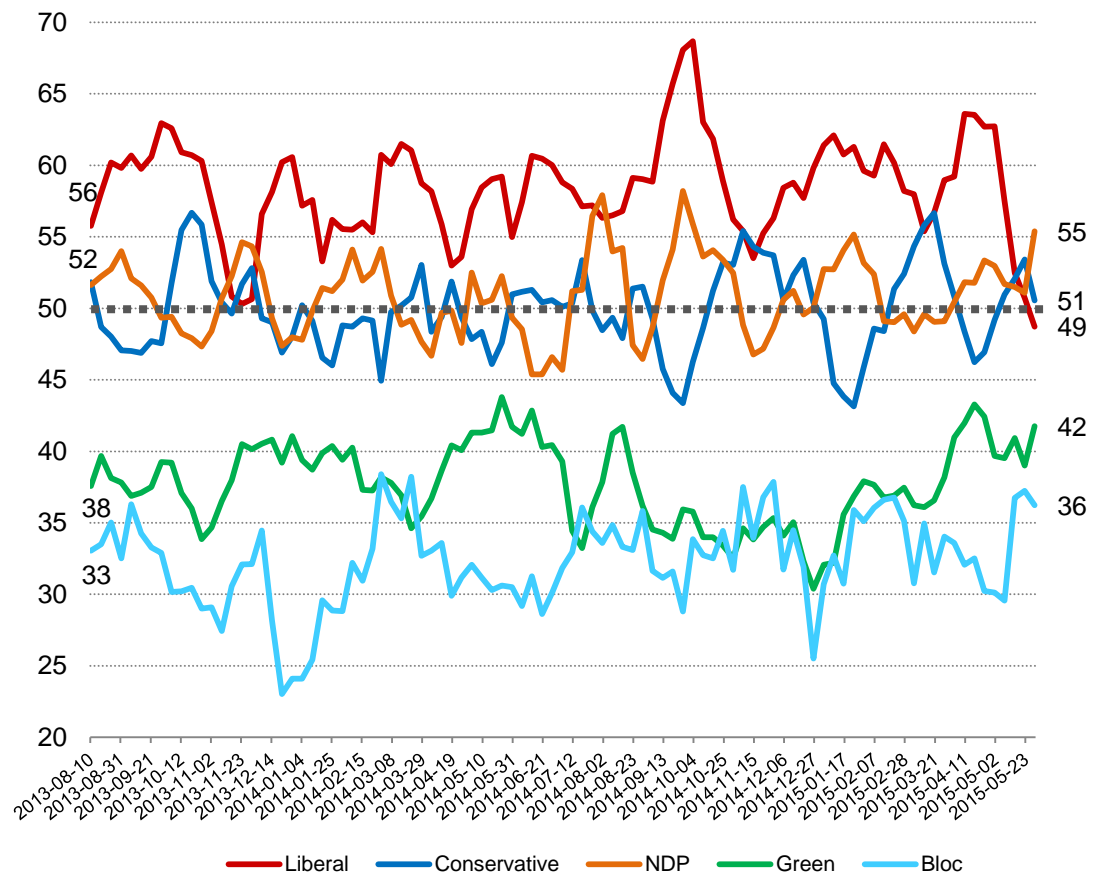
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18 to 29 Weekly Index Tracking Scores
(Four week rolling average ending May 29th, 2015, n=205)

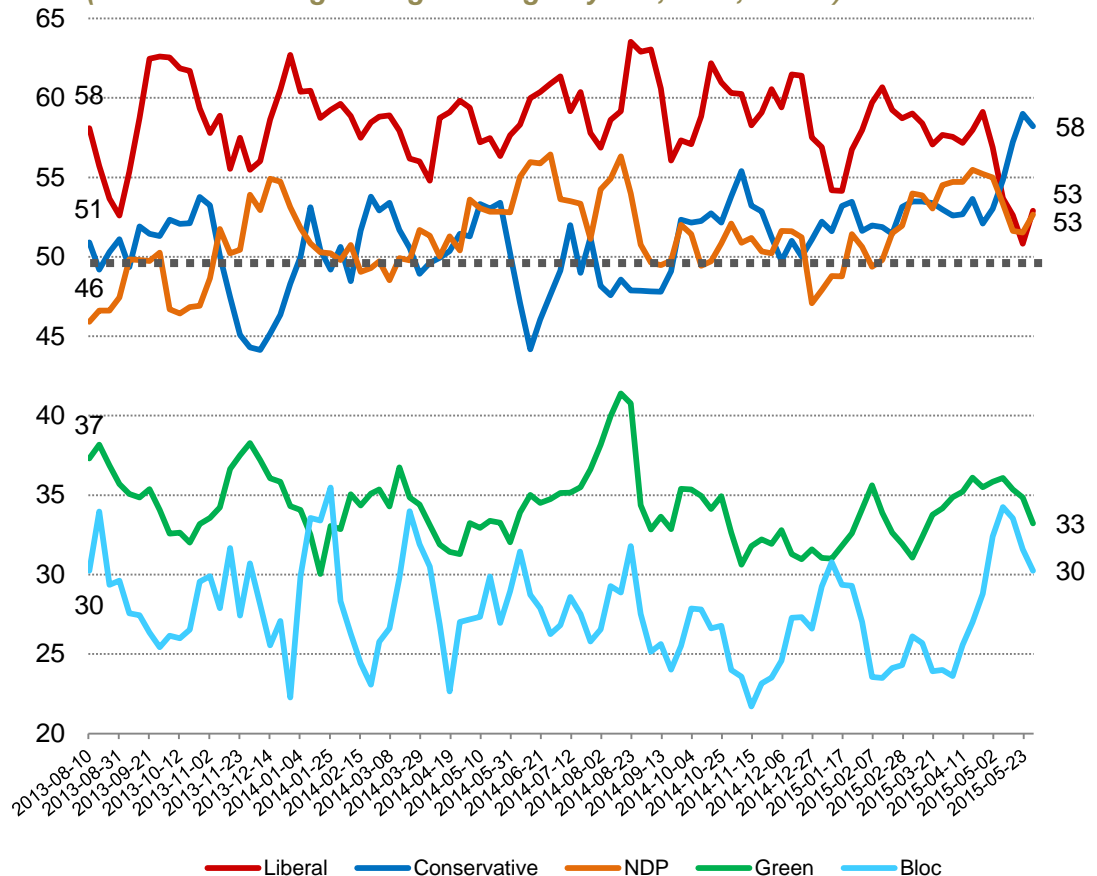Legend: Liberal, Conservative, NDP, Green, Bloc

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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30 to 39 Weekly Index Tracking Scores
(Four week rolling average ending May 29th, 2015, n=169)

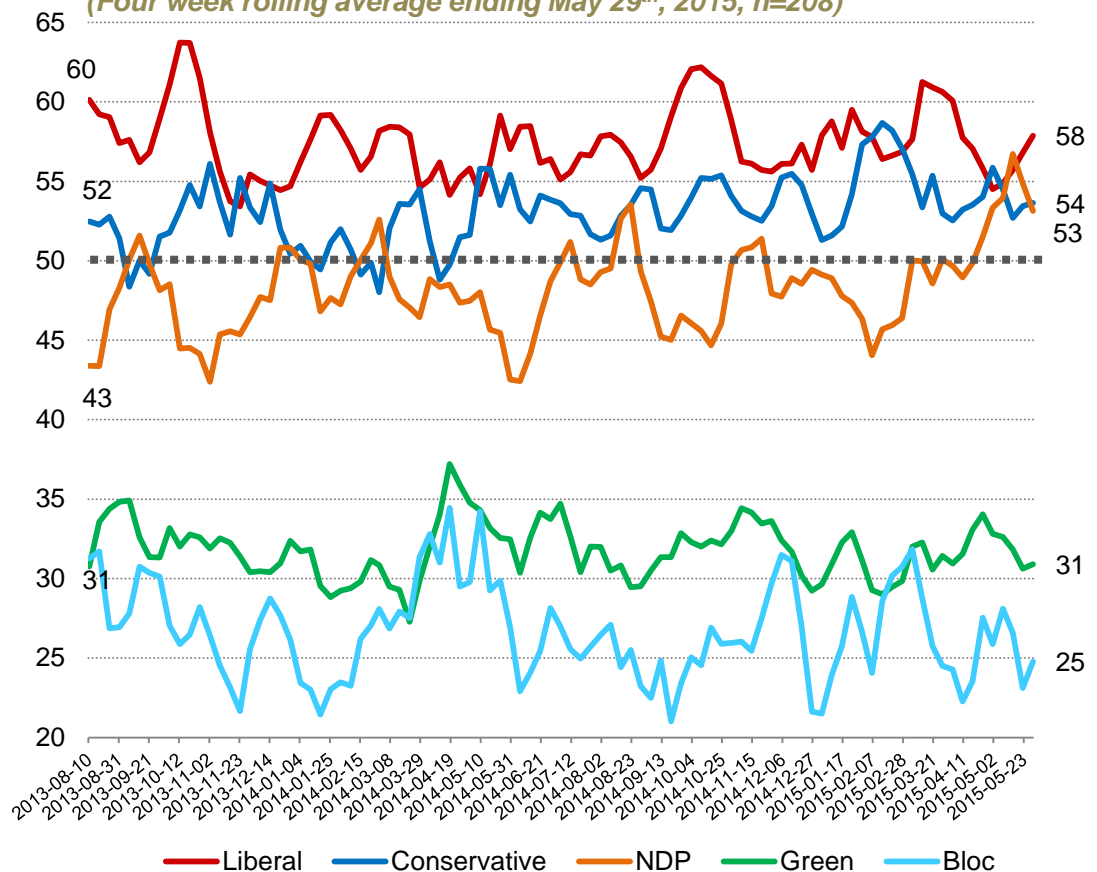Liberal — Conservative — NDP — Green — Bloc

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
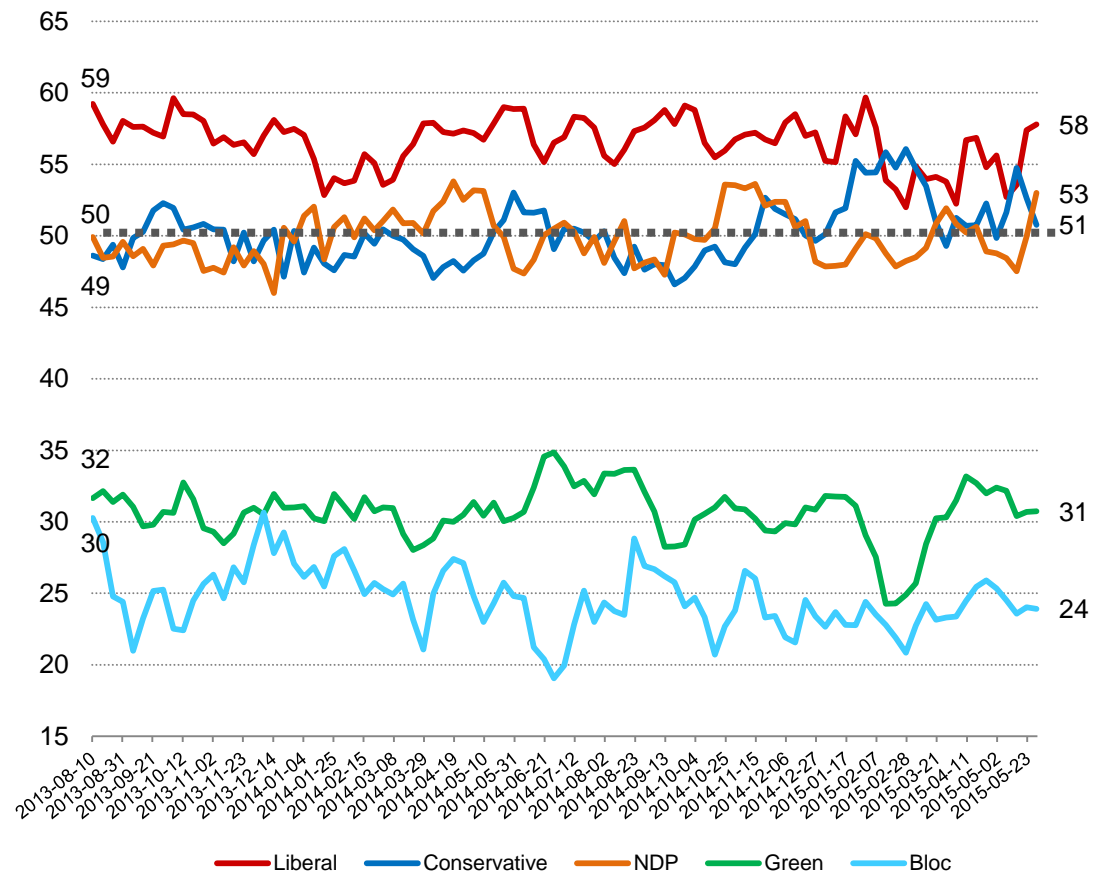*(Four week rolling average ending May 29th, 2015, n=208)*

Legend: Liberal — Conservative — NDP — Green — Bloc

Party Power Index

NANOS

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 May 29th, 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.
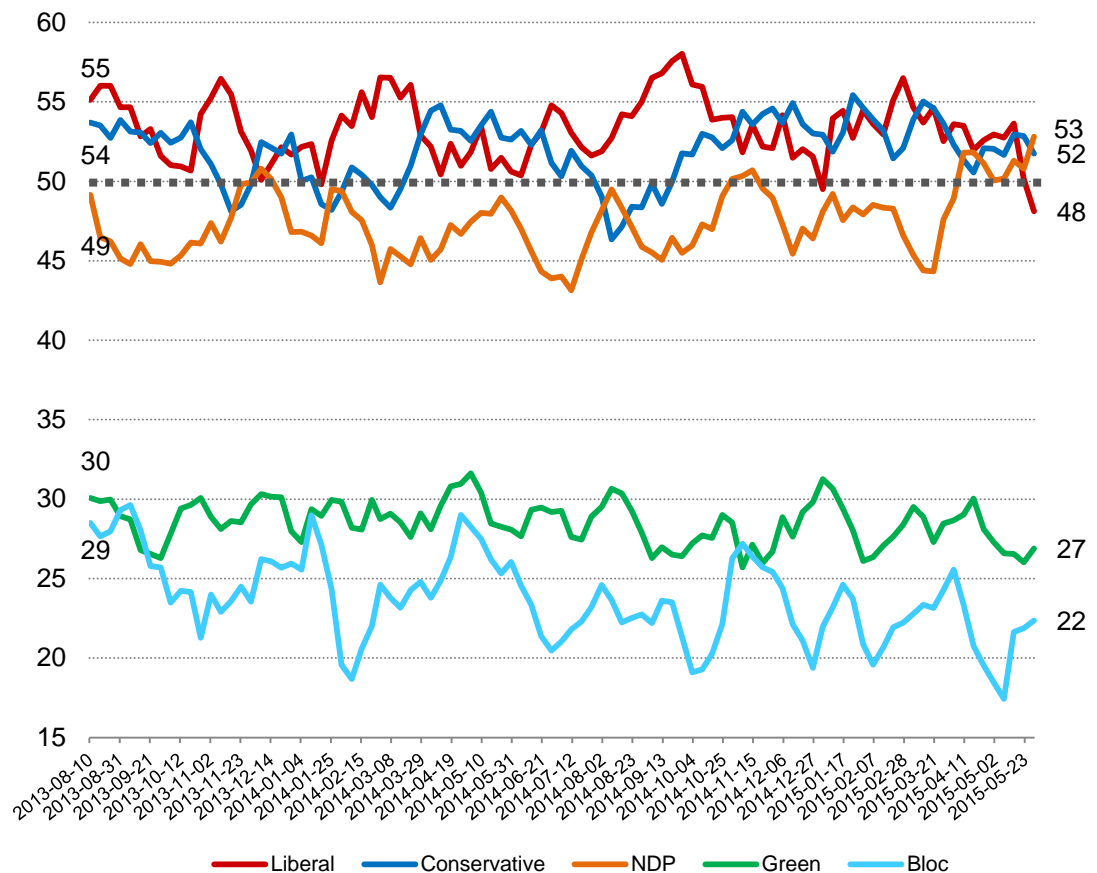
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60 plus Weekly Index Tracking Scores
(Four week rolling average ending May 29th, 2015, n=239)

Legend: Liberal · Conservative · NDP · Green · Bloc

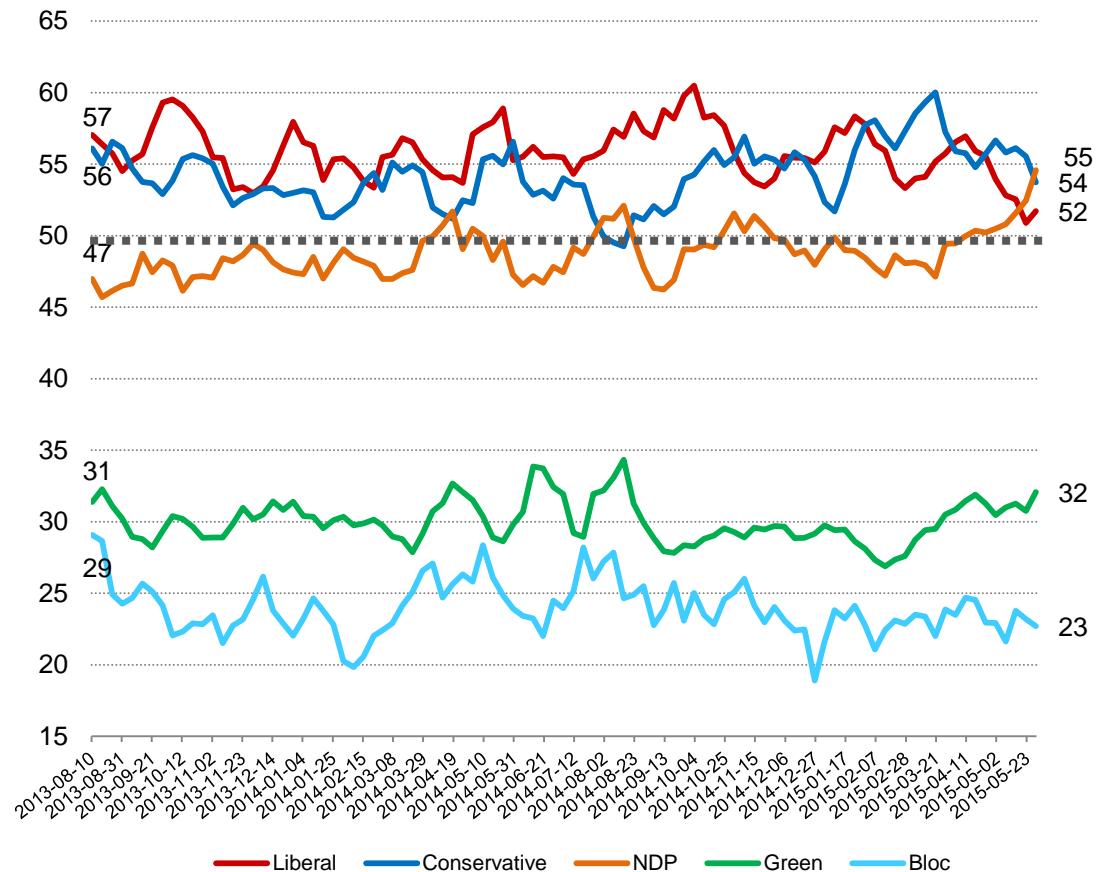*Party Power Index Tracking by Gender*

Party Power Index

NANOS

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

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Male Weekly Index Tracking Scores
(Four week rolling average ending May 29th, 2015, n=485)

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.
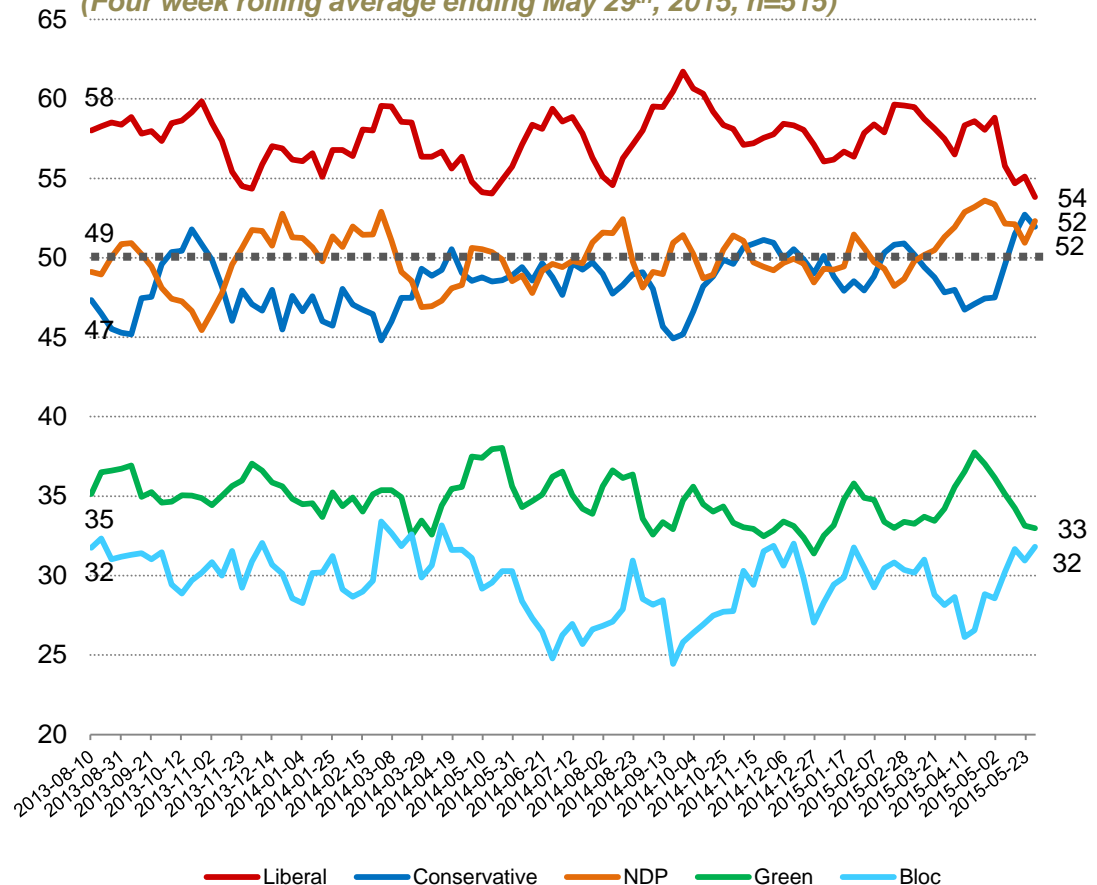
Contact: Nik Nanos
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Female Weekly Index Tracking Scores
(Four week rolling average ending May 29th, 2015, n=515)

Legend: Liberal, Conservative, NDP, Green, Bloc

National Political Tracking Numbers

National Ballot

NANOS

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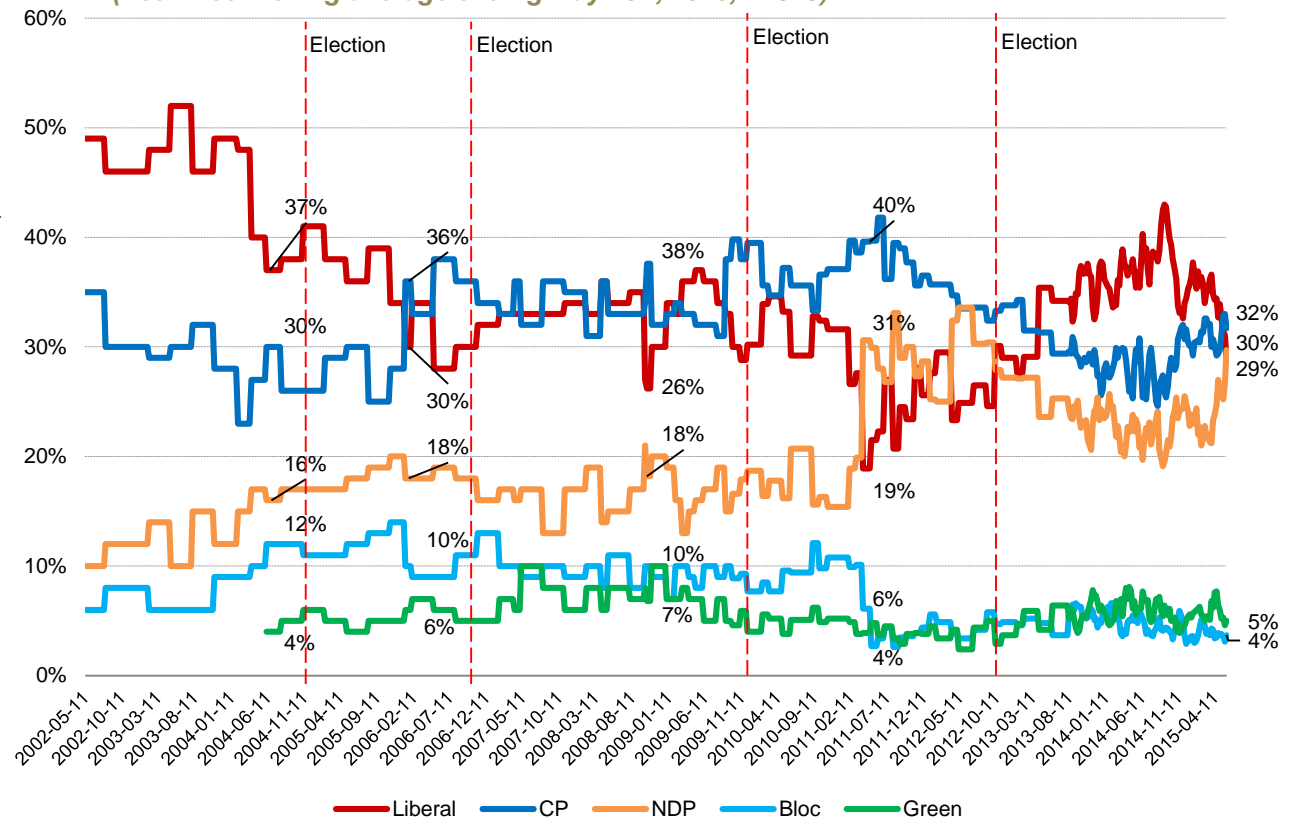**Question:** For those parties you would consider voting for federally, could you please rank your top two current local preferences?

Weekly Tracking – First Ranked Choice
(Four week rolling average ending May 29th, 2015, n=848)

Legend: Liberal, CP, NDP, Bloc, Green

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
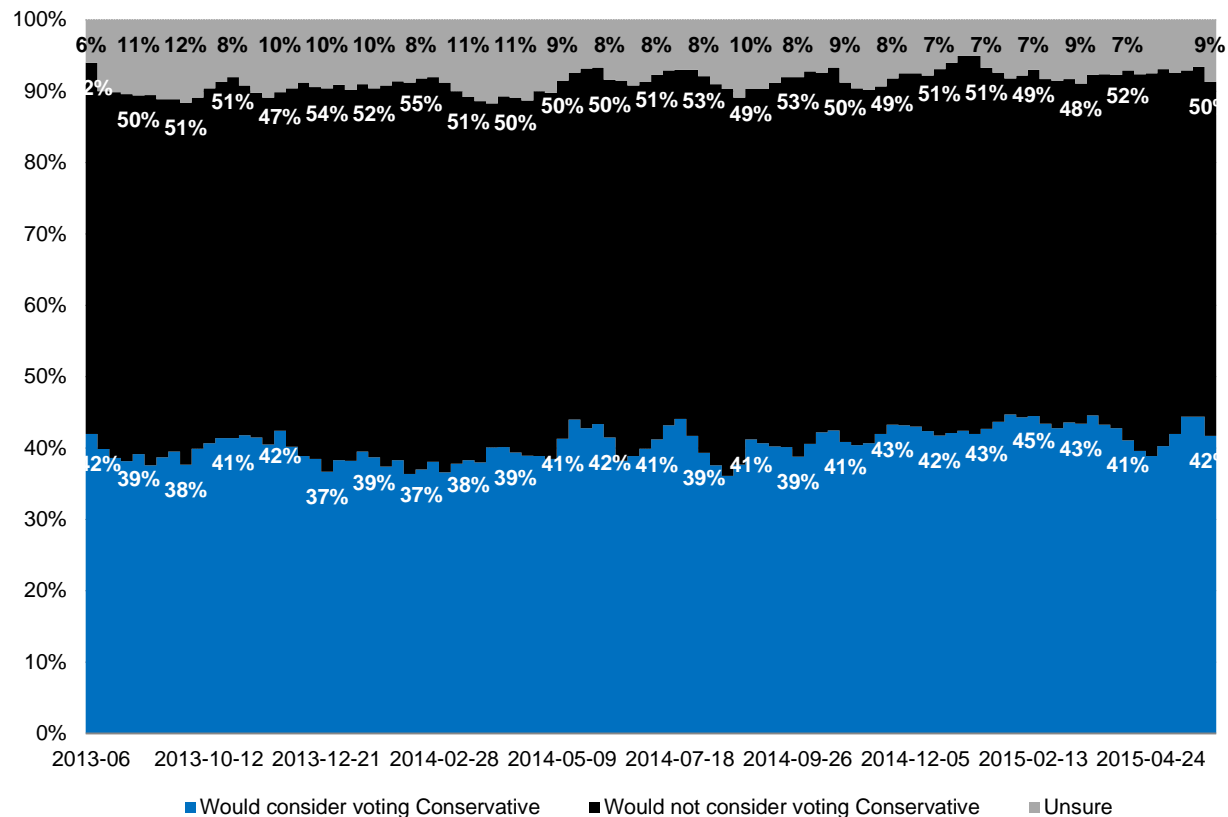
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　　　　nnanos@nanosresearch.com

National – Weekly Tracking
(Four week rolling average ending May 29th, 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

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National – Weekly Tracking
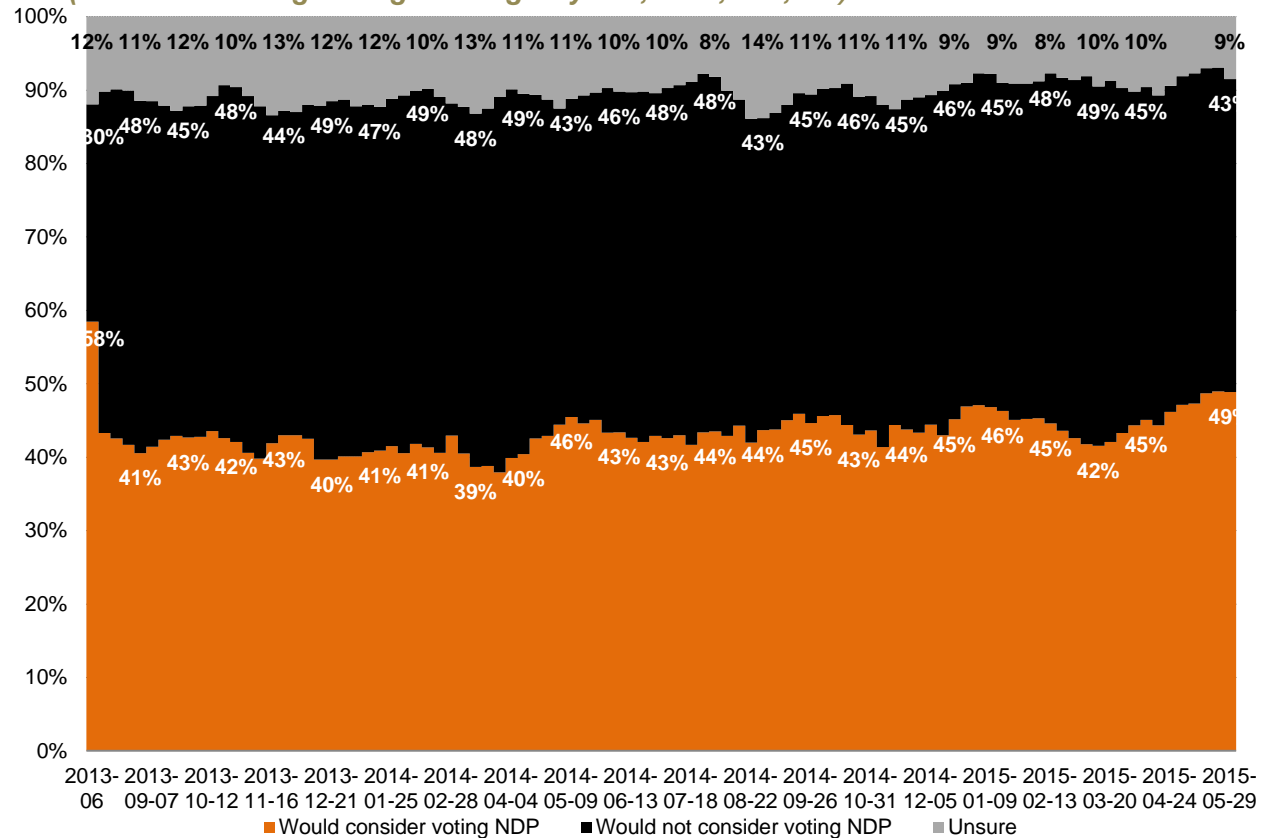**(Four week rolling average ending May 29th, 2015, n=1,000)**

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

Consider Liberal

NANOS

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 May 29th, 2015, n=1,000)

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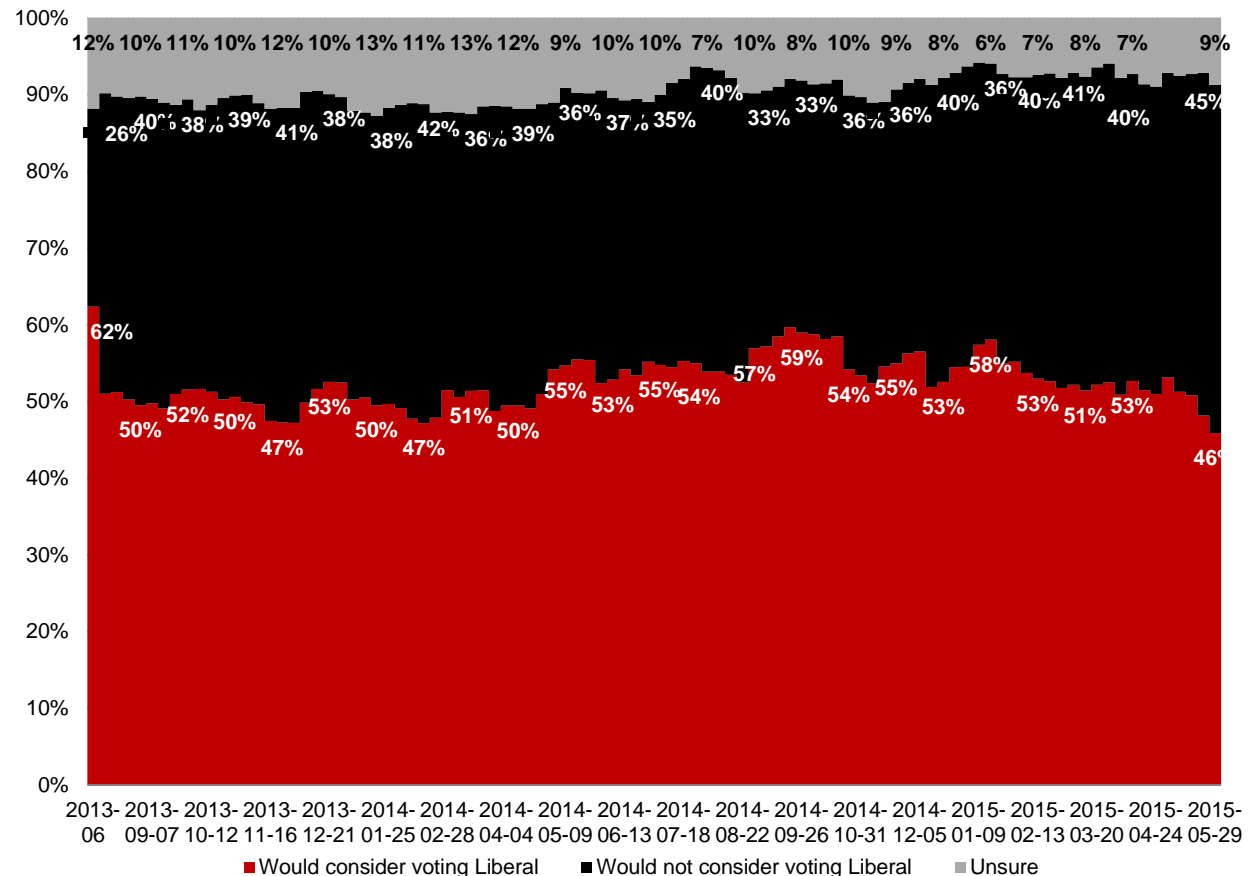
Consider Bloc

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

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Quebec only – Weekly Tracking
Four week rolling average ending May 29th, 2015, n=248)

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
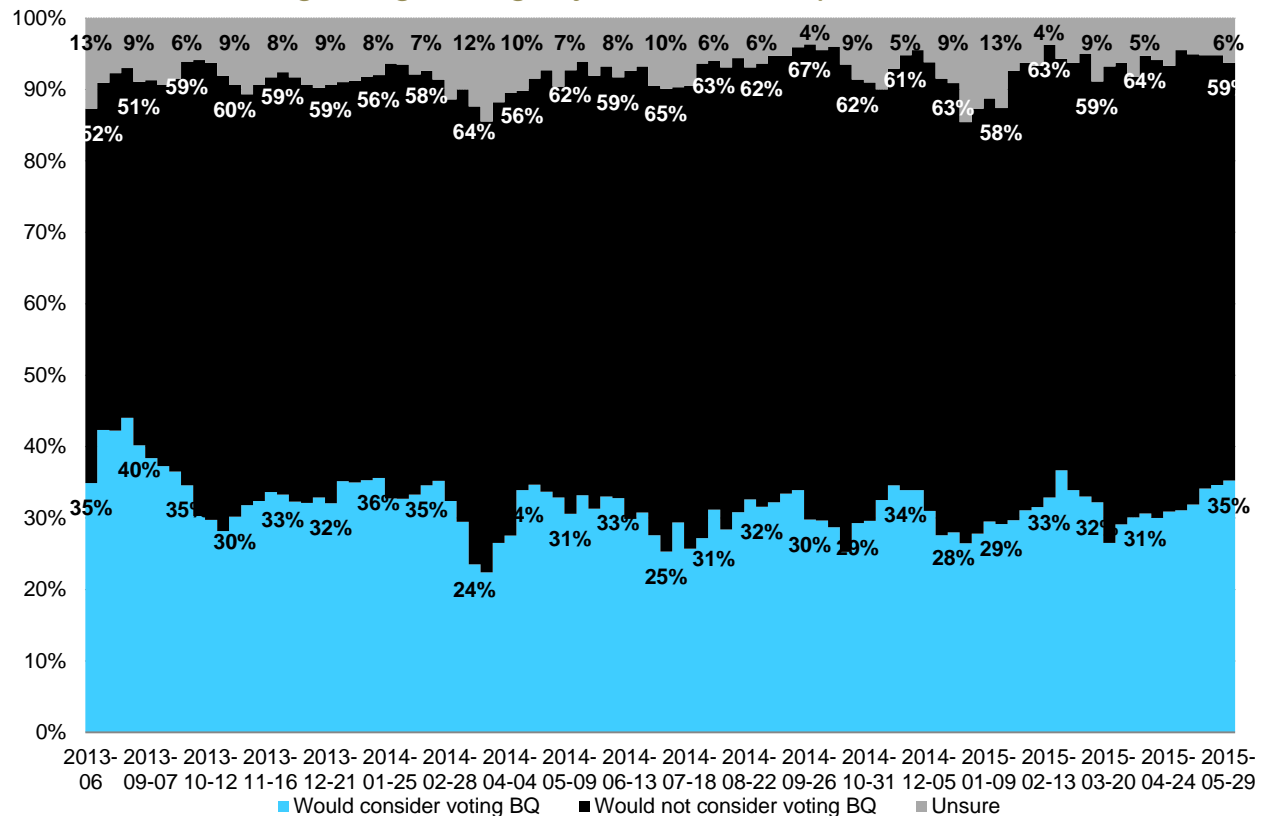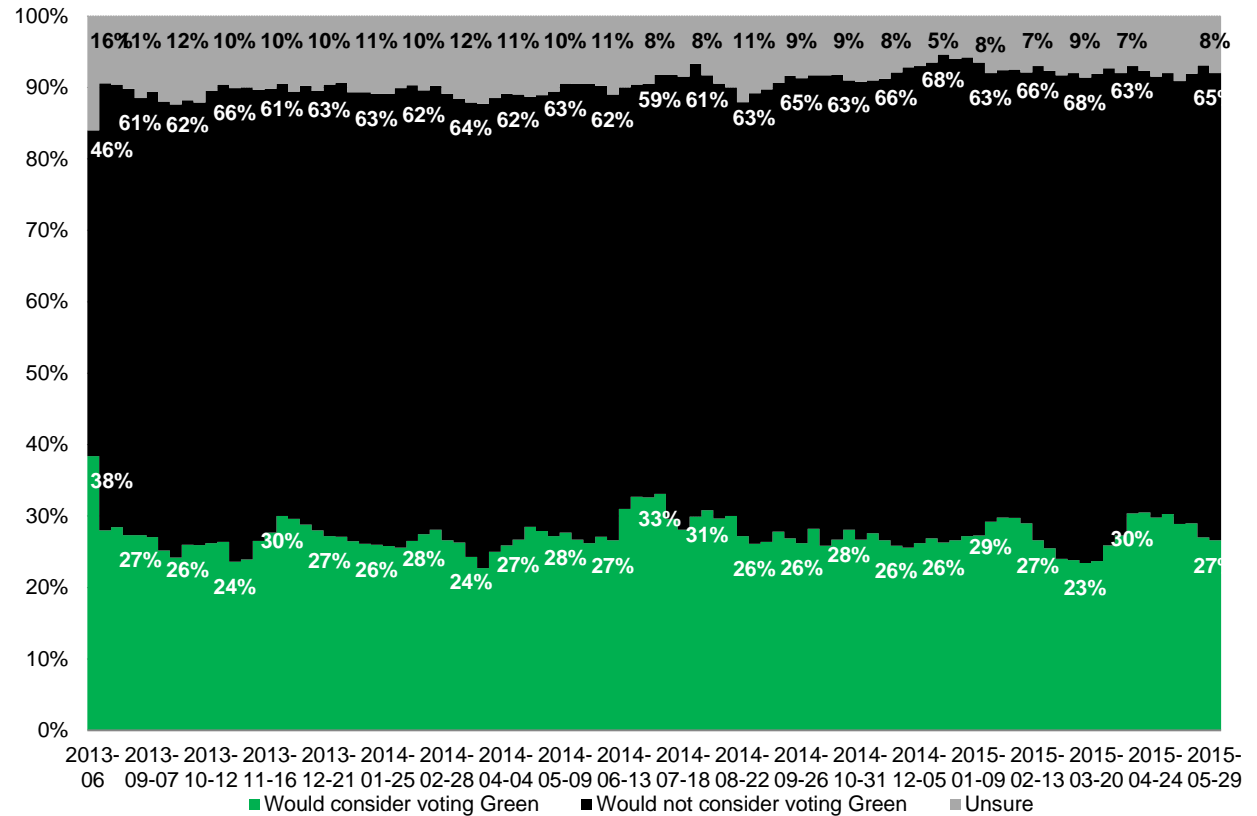*(Four week rolling average ending May 29th, 2015, n=1,000)*

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]
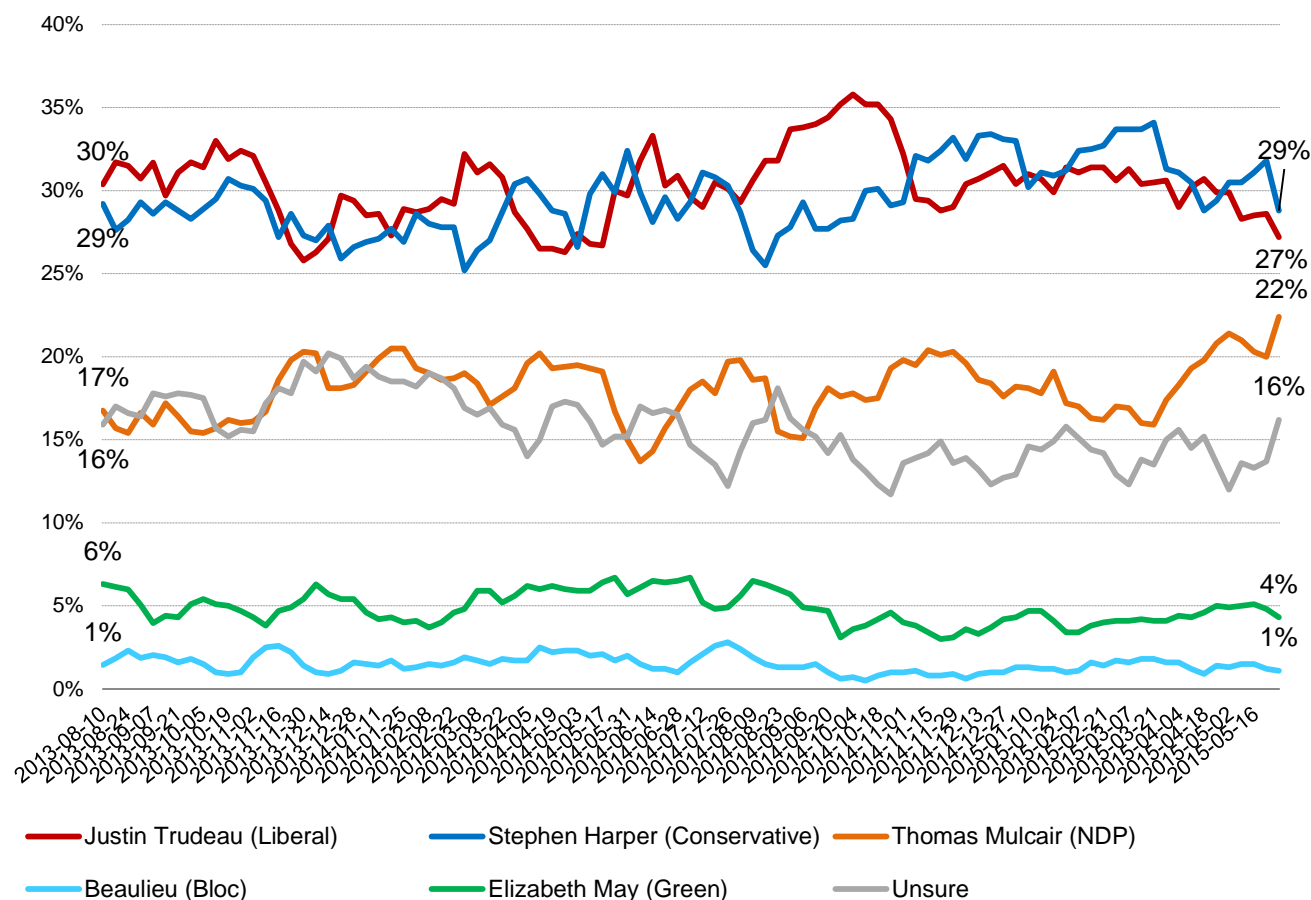
Contact: Nik Nanos
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National – Weekly Tracking – First Ranked Choice
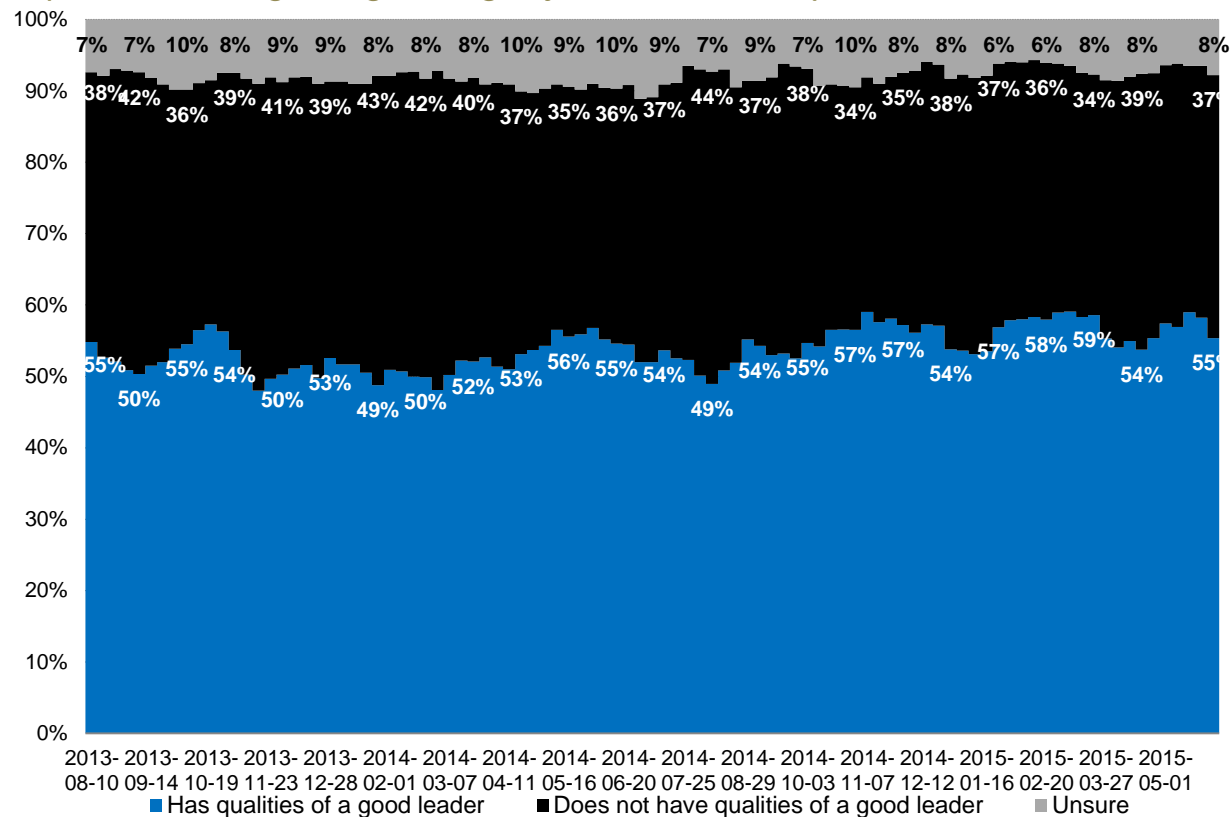*(Four week rolling average ending May 29th, 2015, n=1,000)*

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 29th, 2015, n=1,000)

Legend: 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 29th, 2015, n=1,000)

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
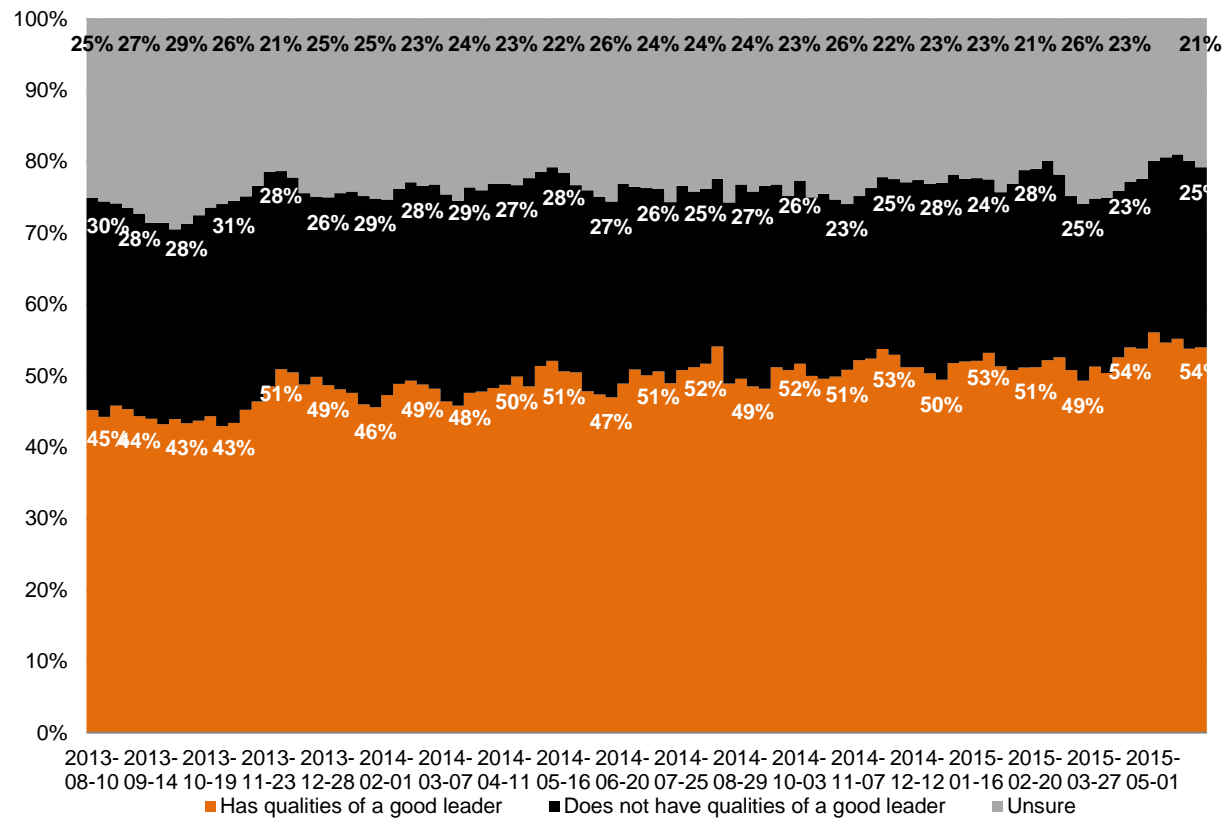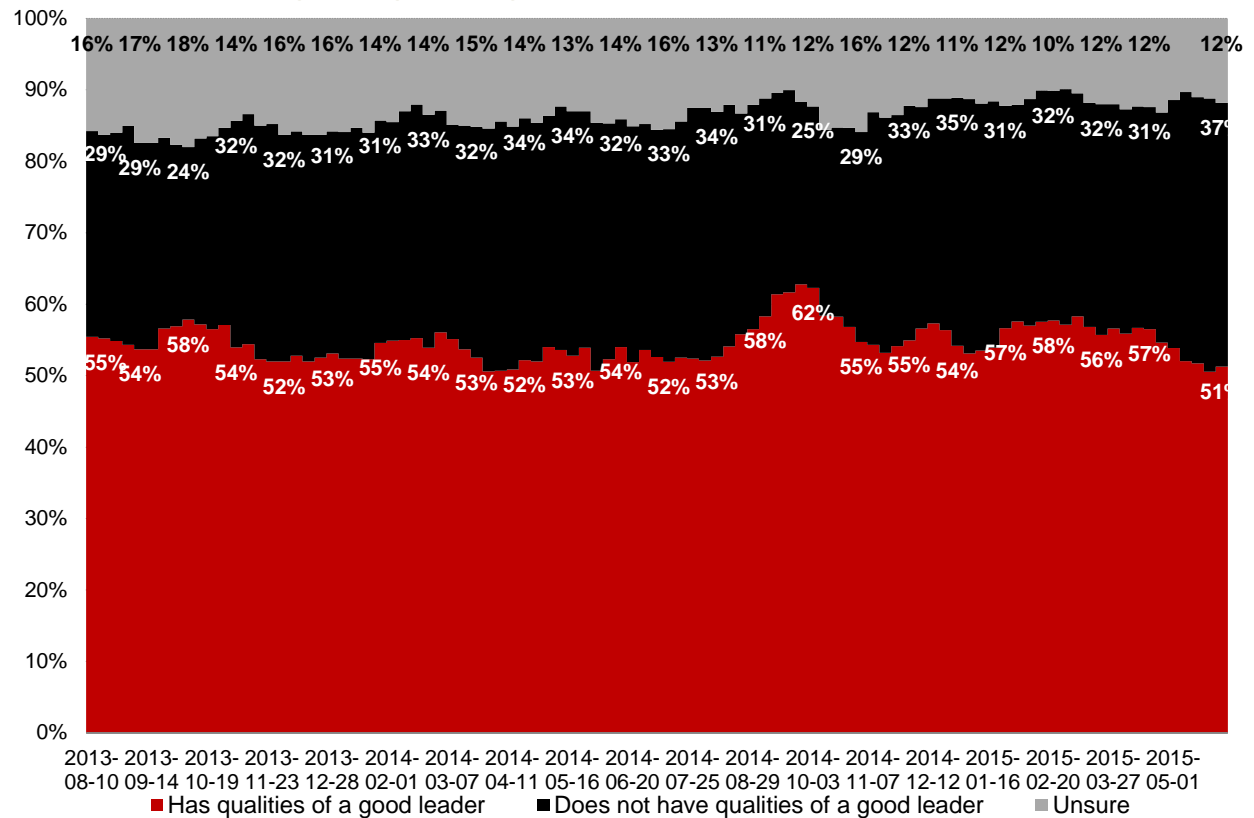
Contact: Nik Nanos
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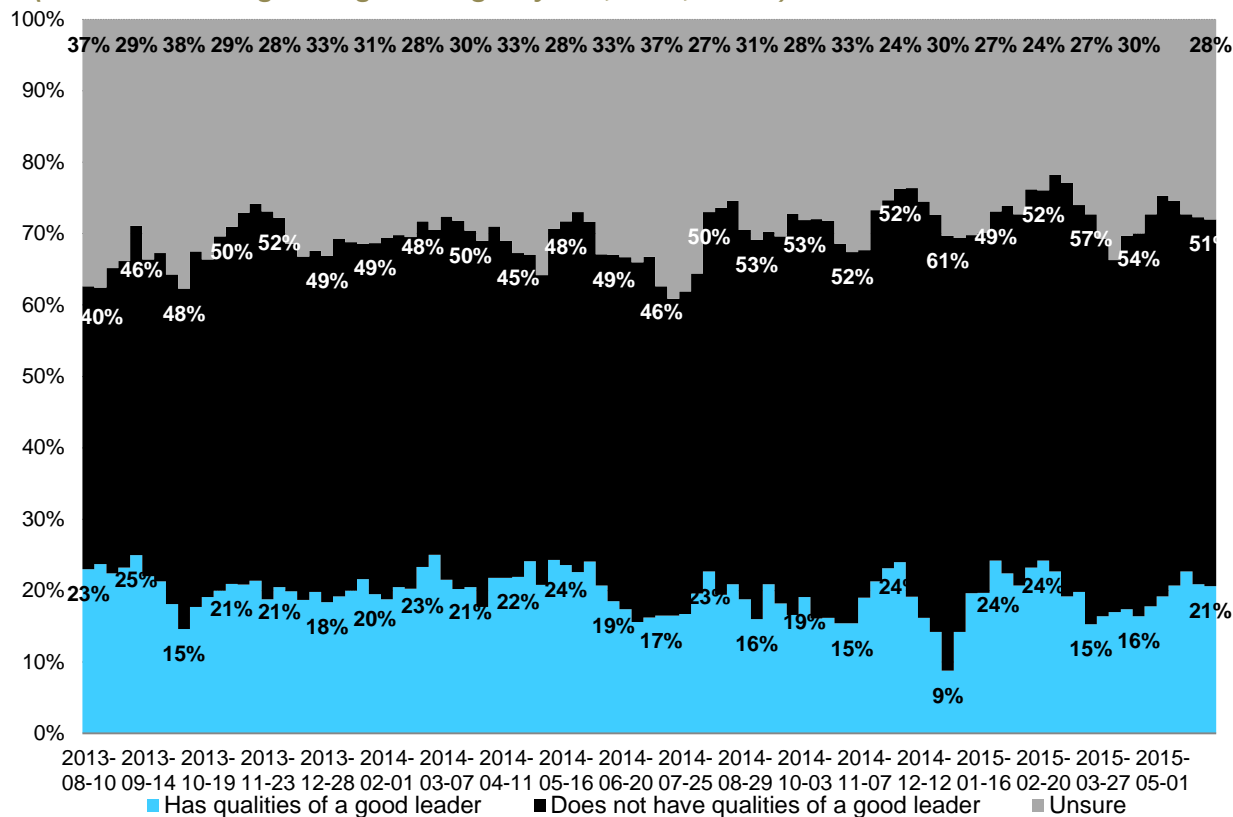   nnanos@nanosresearch.com

National – Weekly Tracking
(Four week rolling average ending May 29th, 2015, n=1,000)

Legend: ■ 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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 nnanos@nanosresearch.com

Quebec only – Weekly Tracking
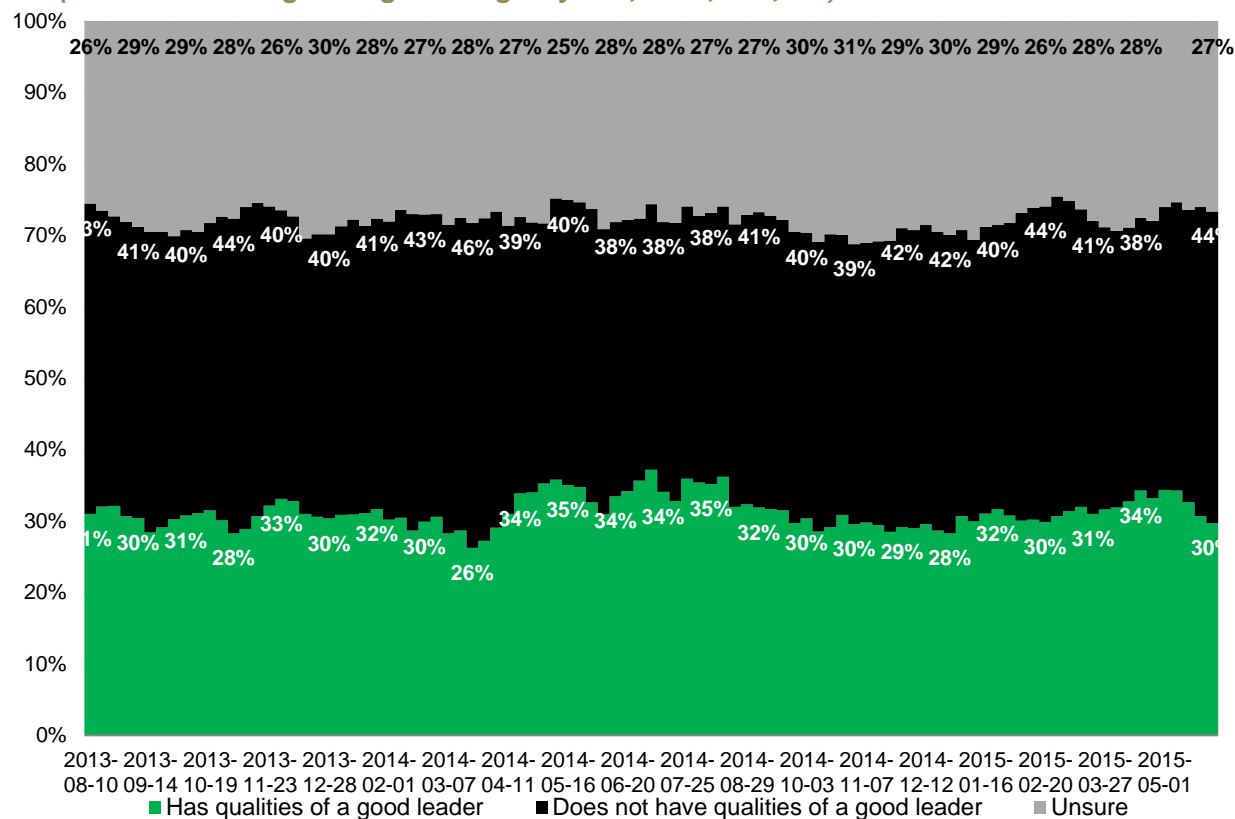*(Four week rolling average ending May 29th, 2015, n=248)*

Unsure values (top): 37% 29% 38% 29% 28% 33% 31% 28% 30% 33% 28% 33% 37% 27% 31% 28% 33% 24% 30% 27% 24% 27% 30% 28%

Does not have qualities (middle): 40% 46% 48% 50% 52% 49% 49% 48% 50% 45% 48% 49% 46% 50% 53% 53% 52% 52% 61% 49% 52% 57% 54% 51%

Has qualities (bottom): 23% 25% 15% 21% 21% 18% 20% 23% 21% 22% 24% 19% 17% 23% 16% 19% 15% 24% 9% 24% 24% 15% 16% 21%

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, 2014-11-07, 2014-12-12, 2015-01-16, 2015-02-20, 2015-03-27, 2015-05-01

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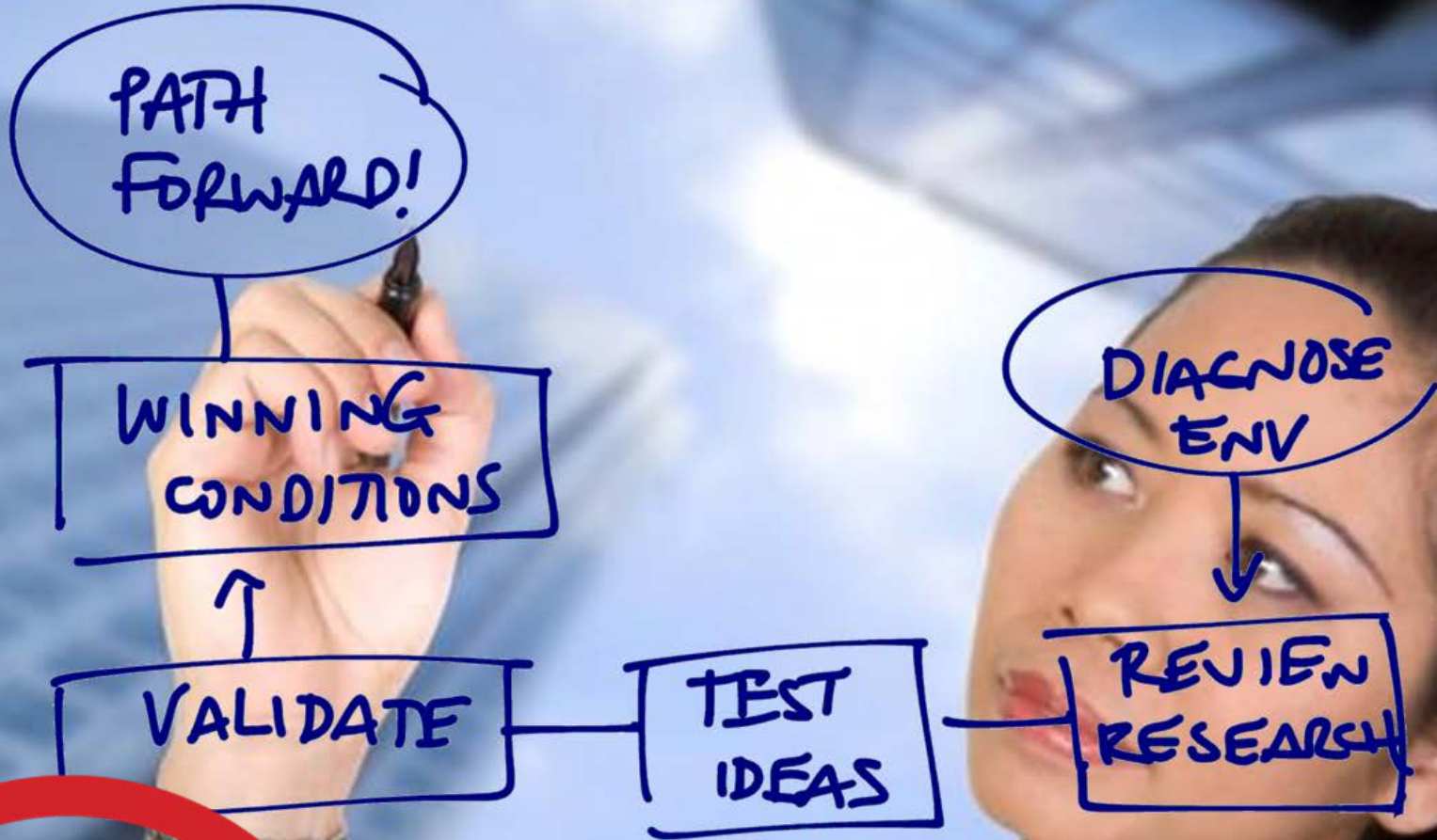
May

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 May 29th, 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 29th, 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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