



*Weekly Nanos Party Power Index Tracking  
(period ending May 22<sup>nd</sup>, 2015)  
released May 27<sup>th</sup>, 2015*

# Weekly Nanos Party Power Index



## Three major parties have equivalent scores on Index, on preferred PM Harper leads, followed by Trudeau and Mulcair (Released 05/27/2015)

Weekly tracking on the Nanos Party Power Index suggests that the three major parties have comparable scores on the Index with the Conservatives registering 54 points out of a possible 100, the Liberals 53 points and the NDP 52 points. The Green Party of Canada scored 32 points while the BQ scored 27 points (QC only).

Of note, although the parties had comparable index scores, the scores on the preferred Prime Minister weekly measure were not tight between the three parties. Asked which federal party leader they preferred as Prime Minister, 32 per cent said Harper was their first choice, with Trudeau at 29 per cent, Mulcair at 20 per cent, May at five per cent while 14 per cent were unsure.

Even though the NDP have been realizing scores better than average on the index and in terms of accessible voters (NDP has hit yet another 12 month high on this measure and is numerically first) Mulcair still trails both Harper and Trudeau on the preferred PM front at this point in time.

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 a series of independent questions as to whether they would consider or not consider voting for each of the federal parties, 49 per cent of Canadians would consider voting NDP while 48 per cent would consider voting Liberal, 44 per cent would consider voting Conservative and 27 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 (May 2014)	12 Month High	12 Month Low	12 Month Average
Canada Party Power Index								
Conservative	54.0	53.7	51.4	53.4	51.6	54.3	48.4	51.7
Liberal	53.0	53.6	56.8	56.8	56.8	60.7	53.0	56.9
NDP	51.6	51.8	51.9	48.4	49.7	52.2	47.4	49.6
Green	31.9	32.7	34.2	30.2	33.5	35.2	30.1	32.2
Bloc	27.1	27.9	25.9	26.9	27.6	28.3	22.9	26.2
Party Consider								
NDP	48.9%	48.7%	46.2%	43.6%	45.1%	48.9%	41.4%	44.3%
Liberal	48.2%	50.9%	51.0%	52.6%	55.4%	59.7%	48.2%	54.2%
Conservative	44.4%	44.4%	38.9%	43.4%	42.8%	44.7%	36.1%	41.7%
Bloc	34.6%	34.1%	30.9%	36.7%	31.3%	36.7%	25.3%	30.6%
Green	27.0%	29.0%	29.8%	25.5%	26.2%	33.1%	23.4%	27.8%
Preferred Prime Minister								
Harper	31.8%	31.1%	29.4%	32.7%	29.9%	34.1%	25.5%	30.5%
Trudeau	28.6%	28.5%	29.9%	31.4%	30.0%	35.8%	28.3%	31.1%
Mulcair	20.0%	20.3%	20.8%	16.2%	16.7%	21.4%	13.7%	17.9%
May	4.8%	5.1%	5.0%	4.0%	6.6%	6.7%	3.0%	4.6%
Beaulieu	1.2%	1.5%	1.4%	1.4%	1.7%	2.8%	0.5%	1.3%
Unsure	13.7%	13.3%	13.6%	14.2%	15.2%	18.1%	11.7%	14.3%

# 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 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.

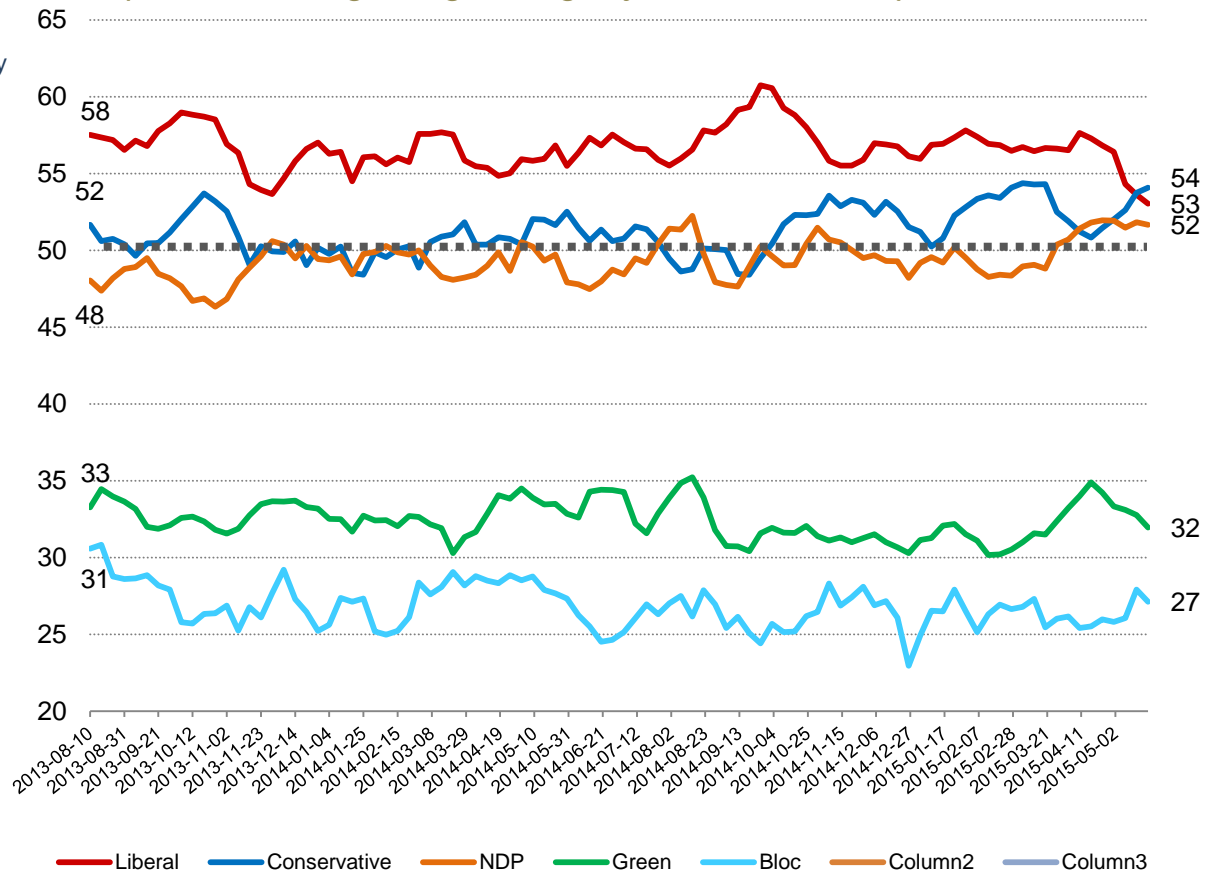
# Party Power Index



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 May 22<sup>nd</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

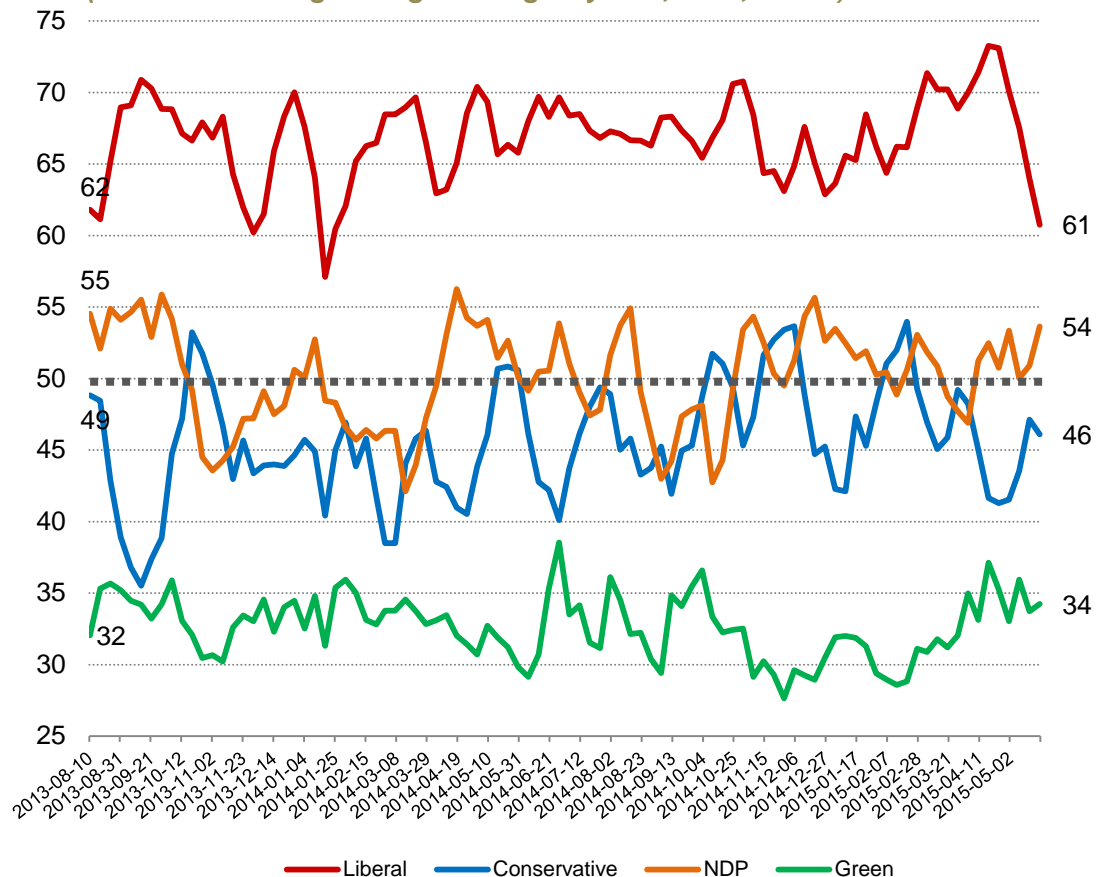
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## Atlantic Weekly Index Tracking Scores

(Four week rolling average ending May 22<sup>nd</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

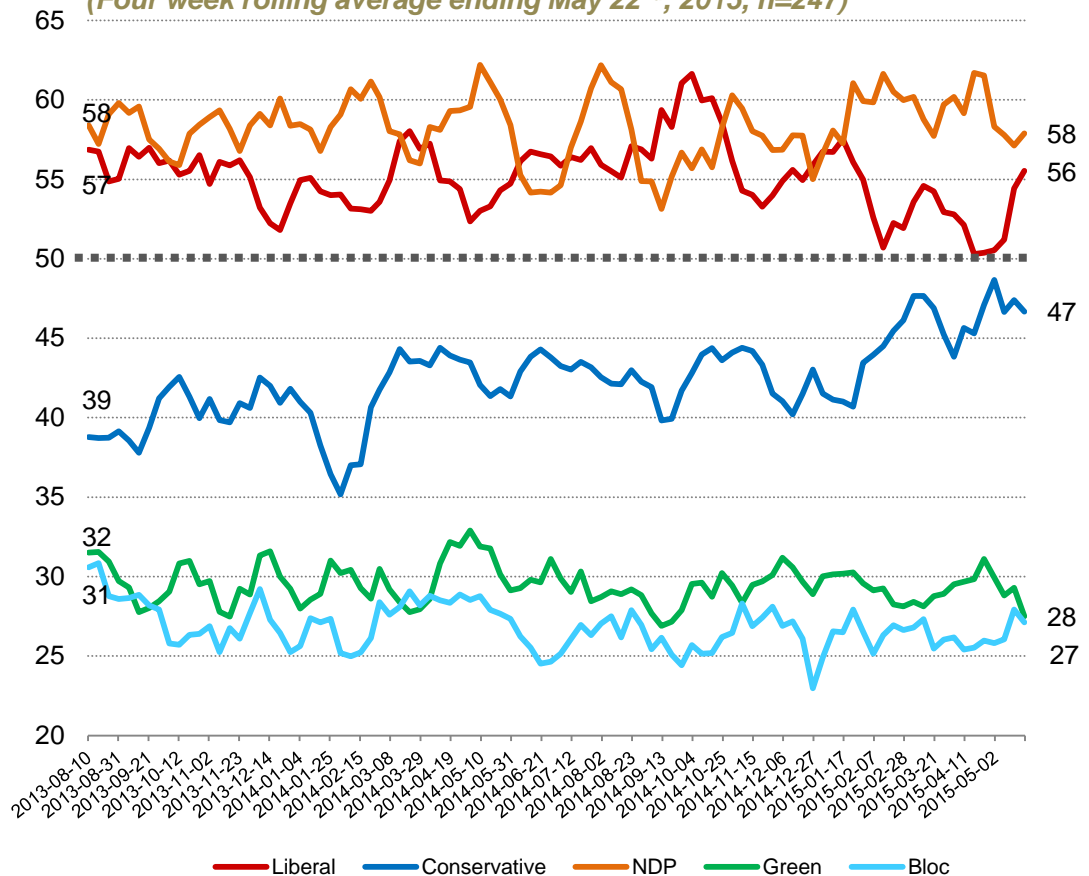
Ottawa: (613) 234-4666 x 237

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## Quebec Weekly Index Tracking Scores

(Four week rolling average ending May 22<sup>nd</sup>, 2015, n=247)



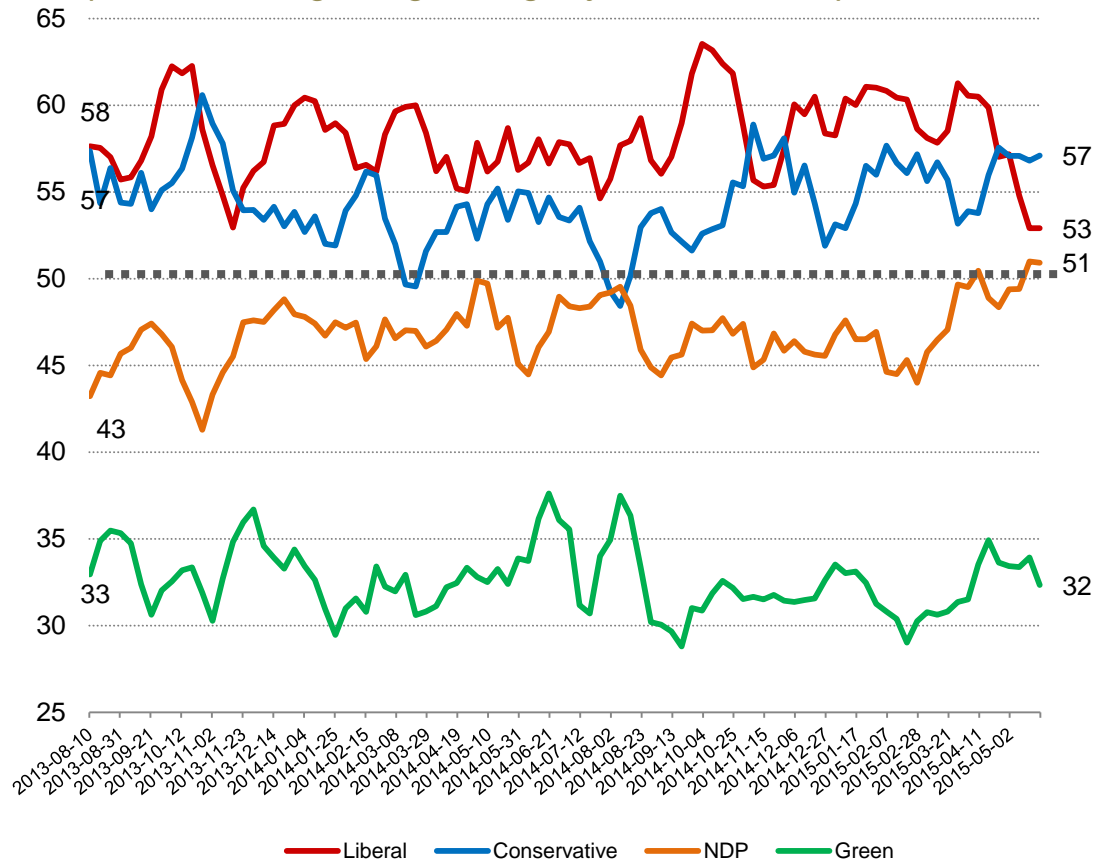
# Party Power Index



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 22<sup>nd</sup>, 2015, n=300)



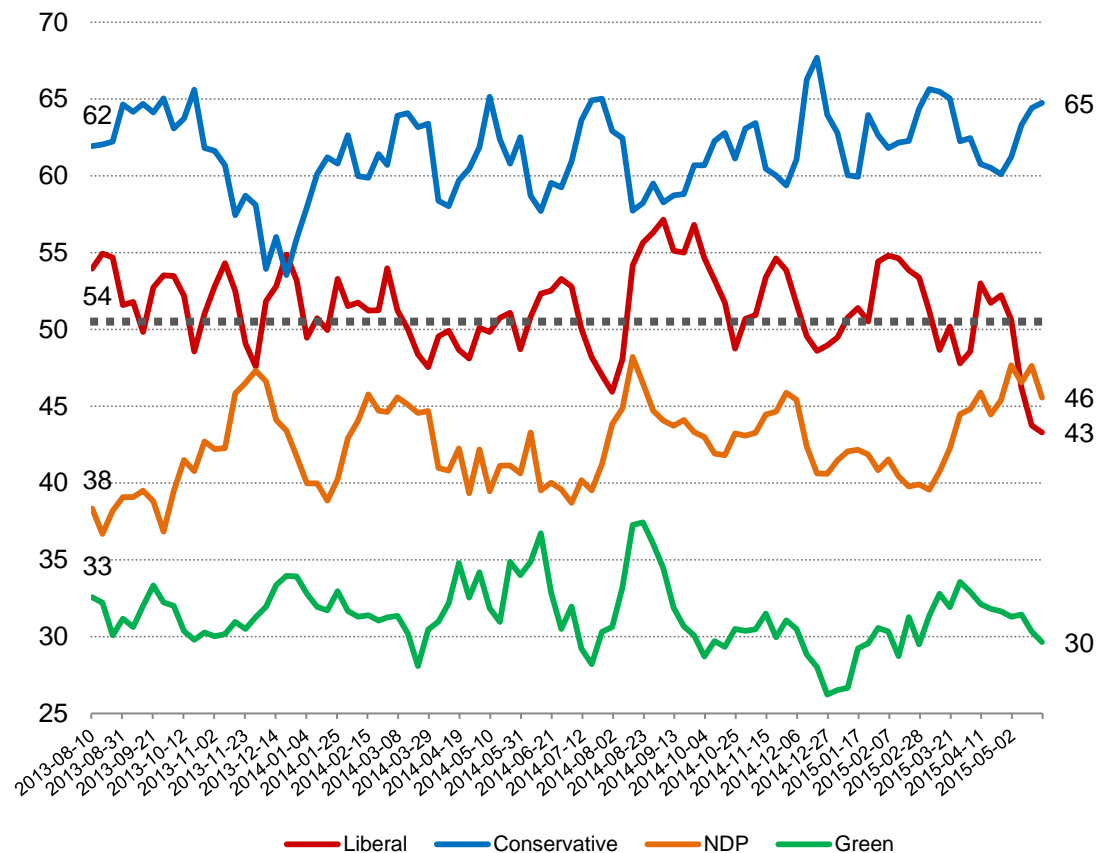
# Party Power Index



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 May 22<sup>nd</sup>, 2015, n=201)*



# 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.

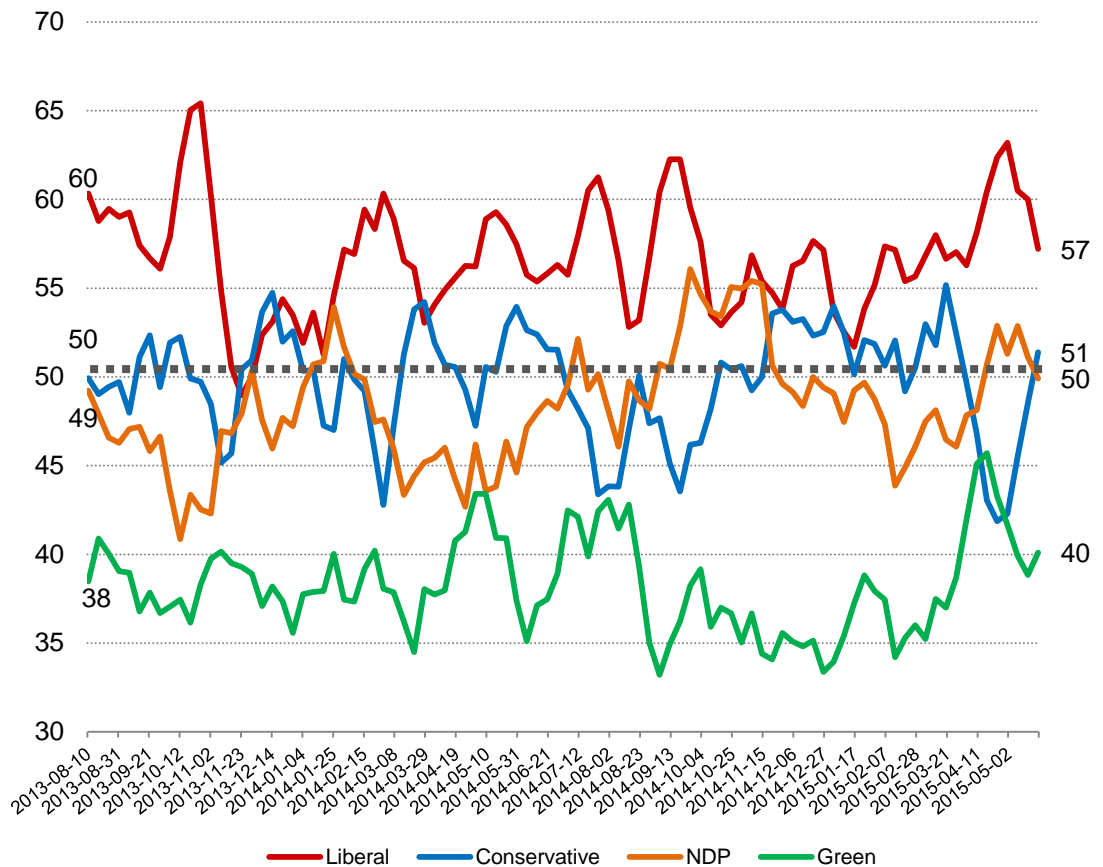
Contact: Nik Nanos

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## *British Columbia Weekly Index Tracking Scores (Four week rolling average ending May 22<sup>nd</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.

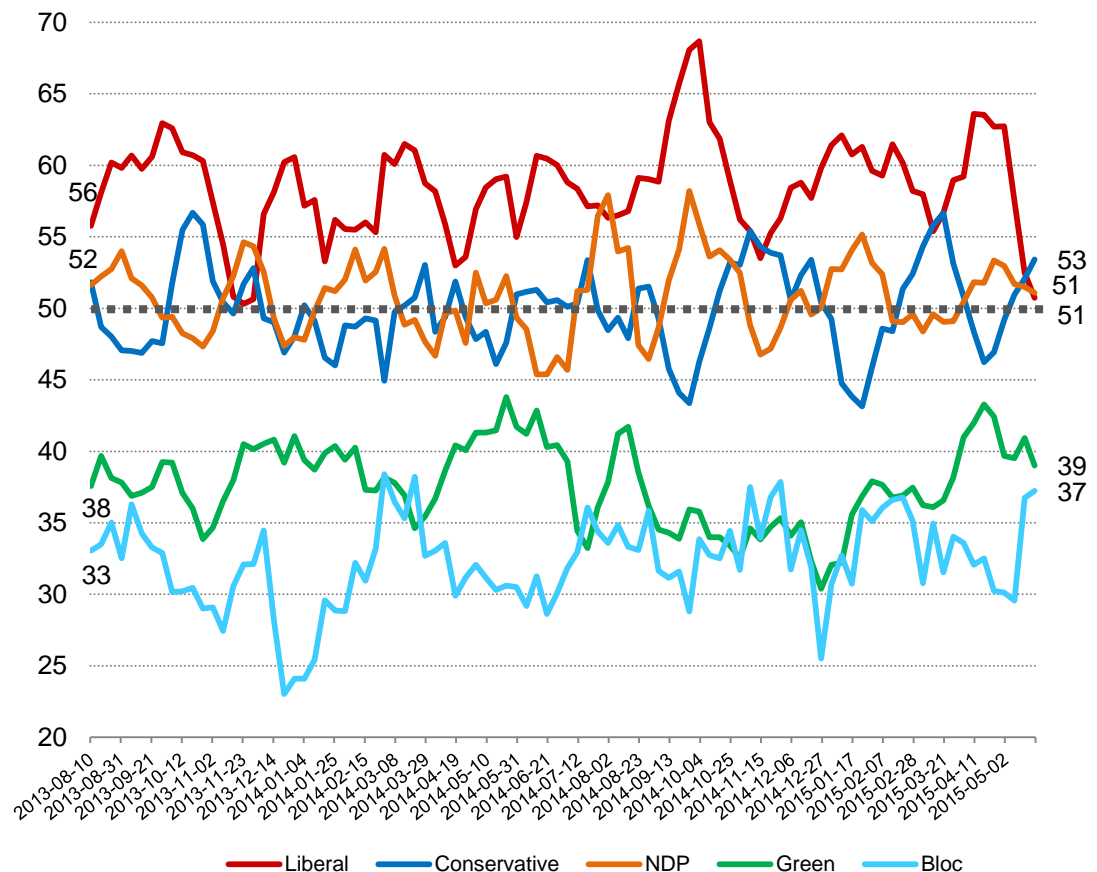
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## 18 to 29 Weekly Index Tracking Scores (Four week rolling average ending May 22<sup>nd</sup>, 2015, n=205)



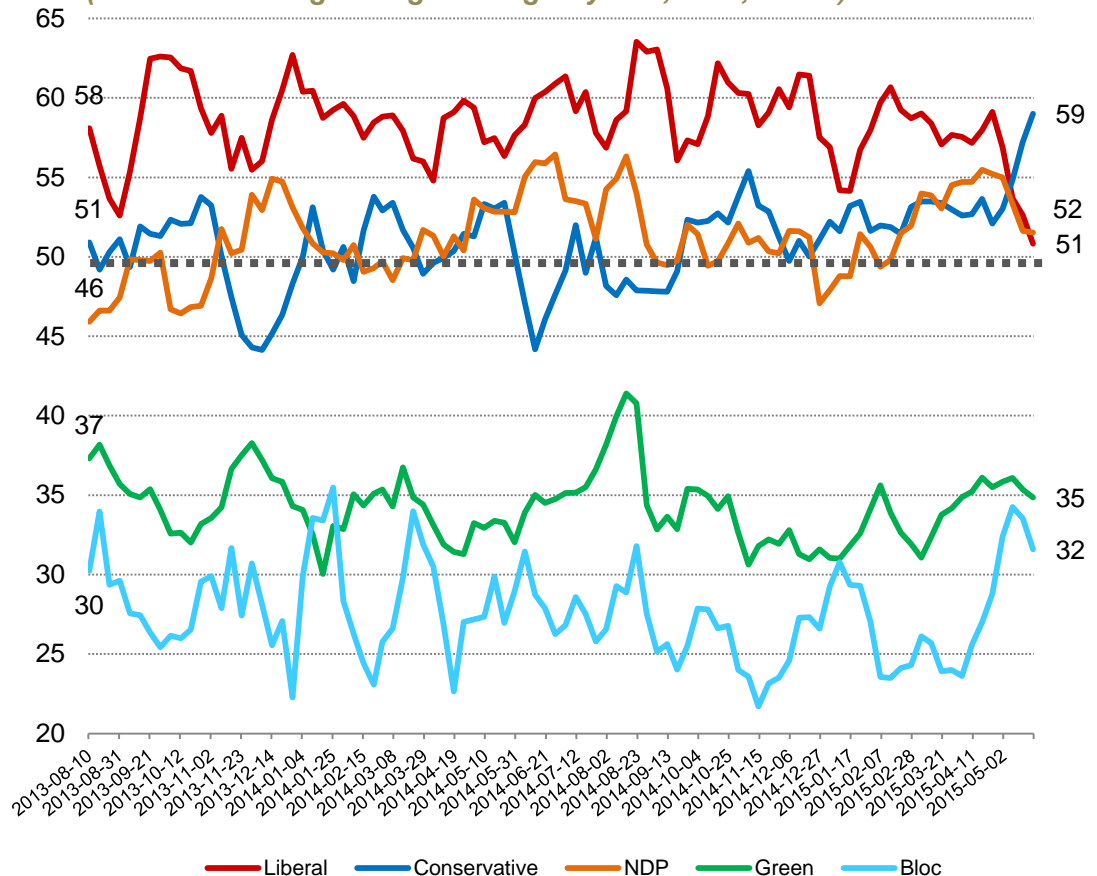
# Party Power Index



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 May 22<sup>nd</sup>, 2015, n=169)



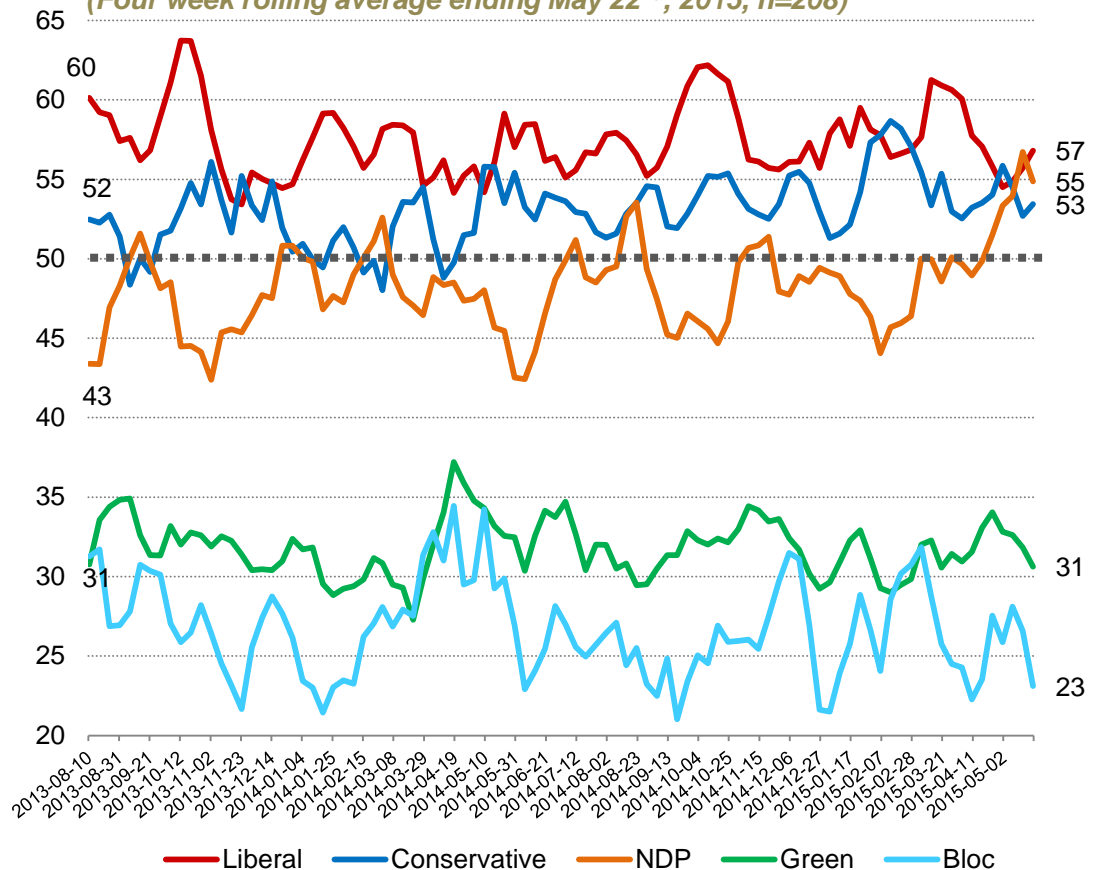
# Party Power Index



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.

Contact: Nik Nanos  
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**40 to 49 Weekly Index Tracking Scores**  
(Four week rolling average ending May 22<sup>nd</sup>, 2015, n=208)



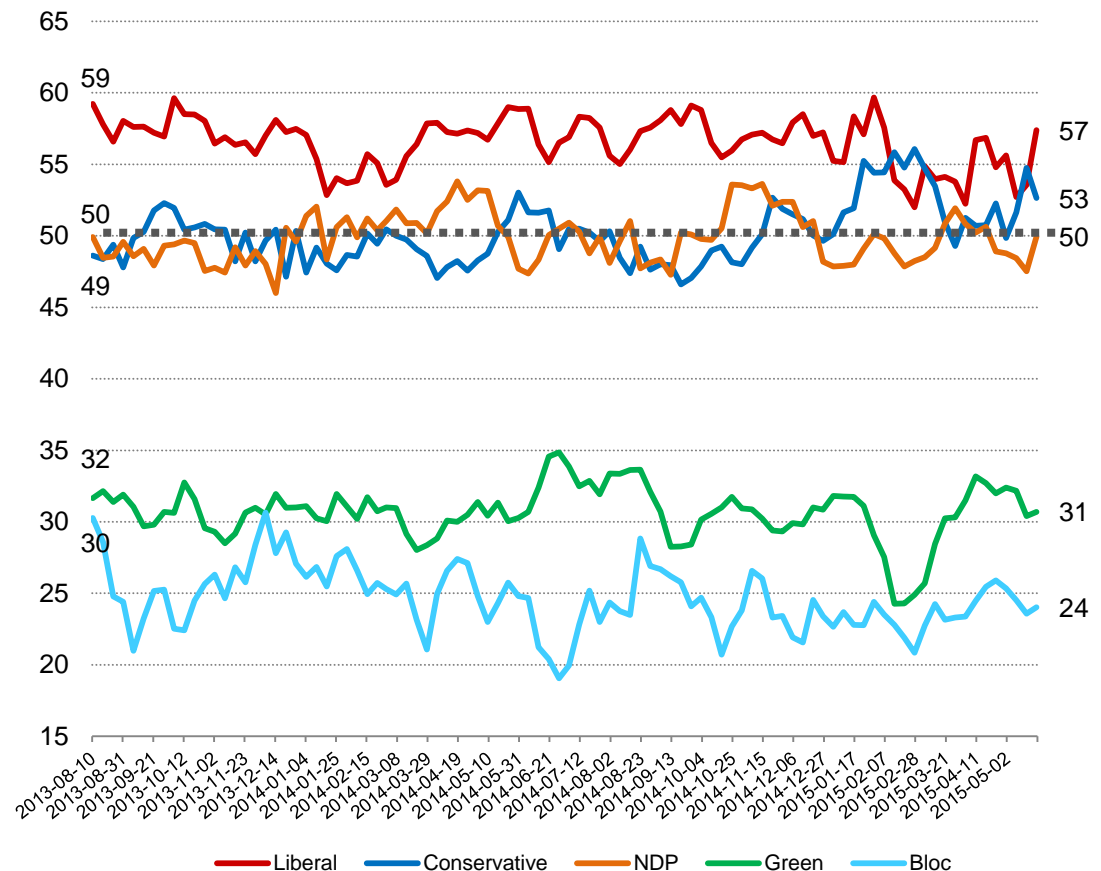
# Party Power Index



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 May 22<sup>nd</sup>, 2015, n=178)



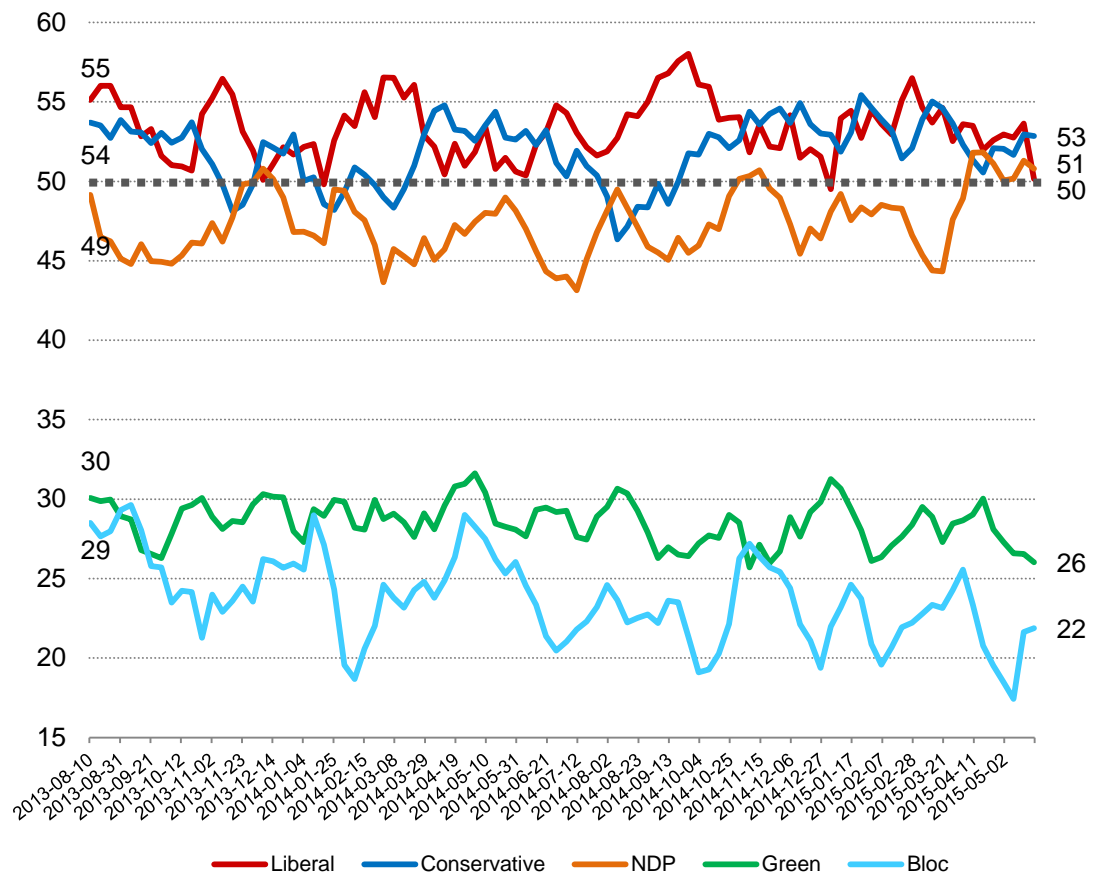
# Party Power Index



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  
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## 60 plus Weekly Index Tracking Scores (Four week rolling average ending May 22<sup>nd</sup>, 2015, n=239)





## *Party Power Index Tracking by Gender*

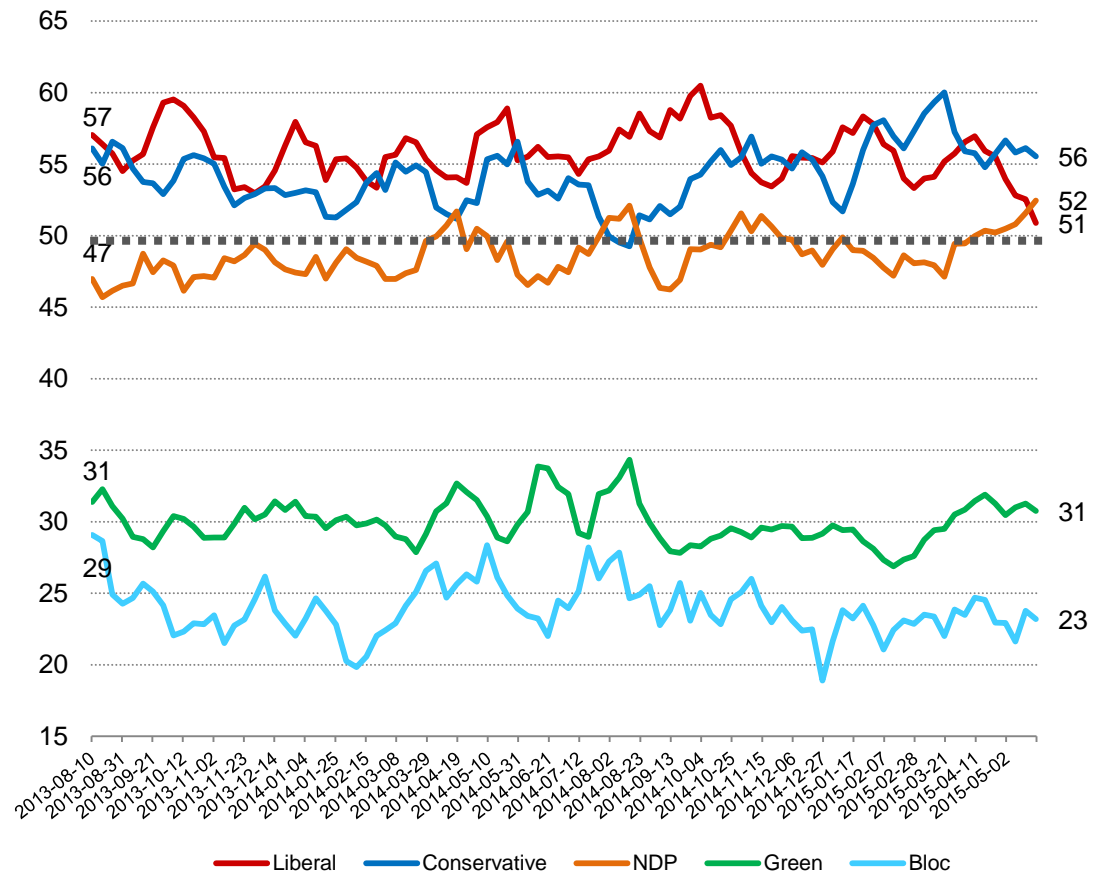
# Party Power Index



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  
Ottawa: (613) 234-4666 x 237  
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**Male Weekly Index Tracking Scores**  
(Four week rolling average ending May 22<sup>nd</sup>, 2015, n=487)



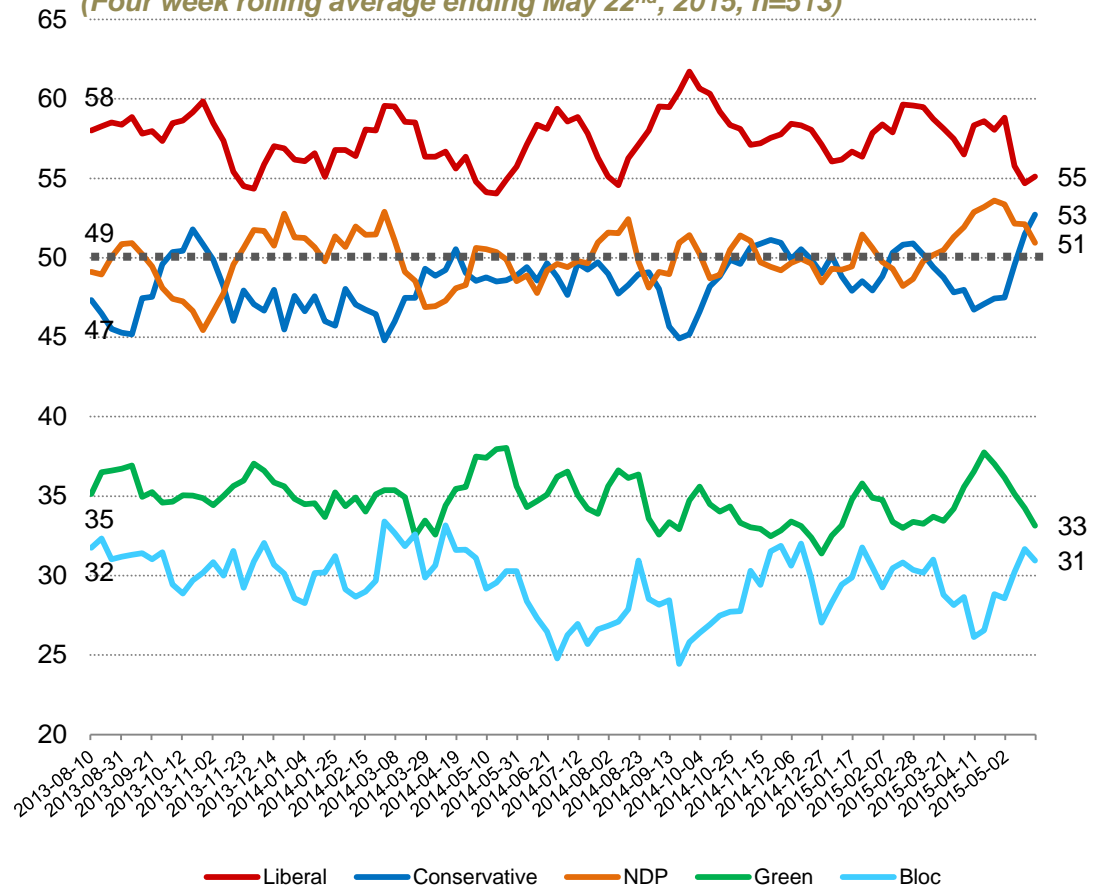
# Party Power Index



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  
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## Female Weekly Index Tracking Scores (Four week rolling average ending May 22<sup>nd</sup>, 2015, n=513)





## *National Vote Considerations Tracking*

[www.nanosresearch.com](http://www.nanosresearch.com)

# 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

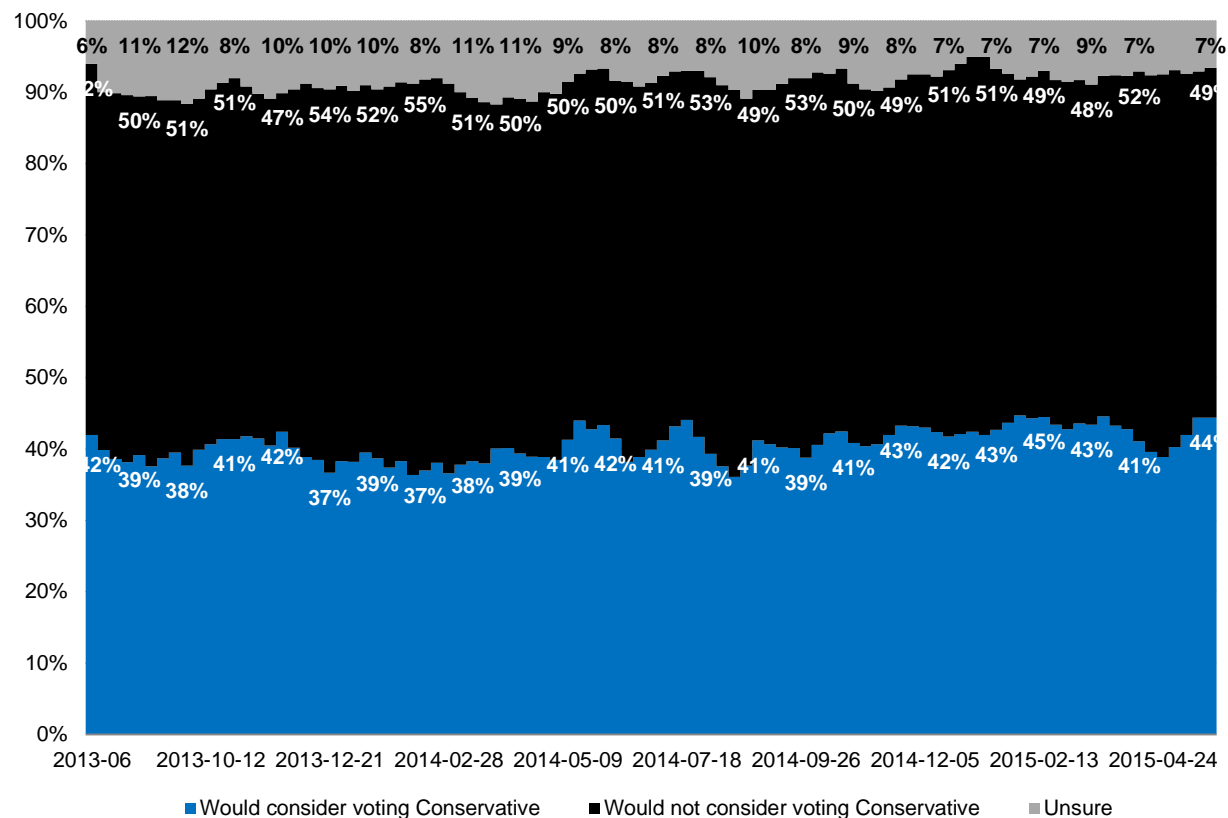
Ottawa: (613) 234-4666 x 237

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## National – Weekly Tracking

(Four week rolling average ending May 22<sup>nd</sup>, 2015, n=1,000)



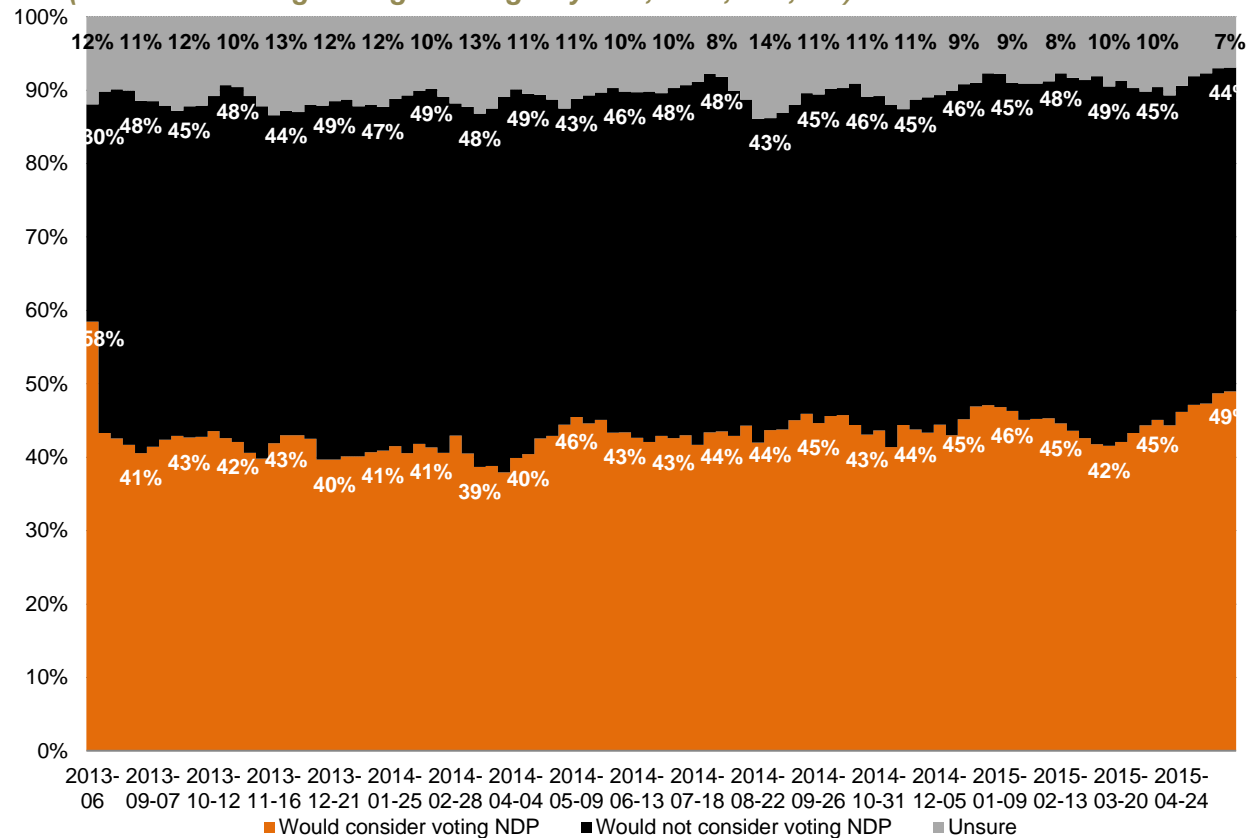
# Consider NDP



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

**National – Weekly Tracking**  
(Four week rolling average ending May 22<sup>nd</sup>, 2015, n=1,000)



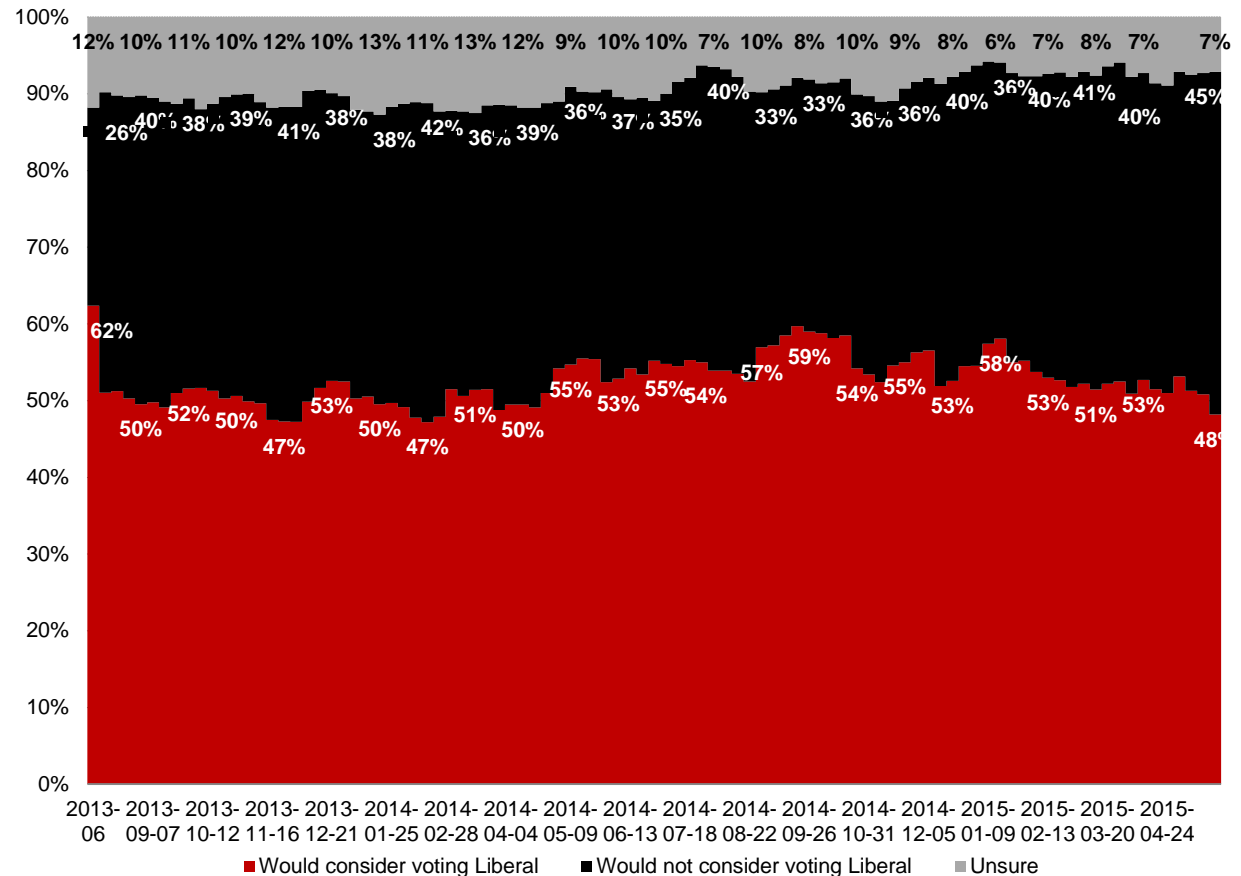
# Consider Liberal



**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  
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## National – Weekly Tracking (Four week rolling average ending May 22<sup>nd</sup>, 2015, n=1,000)



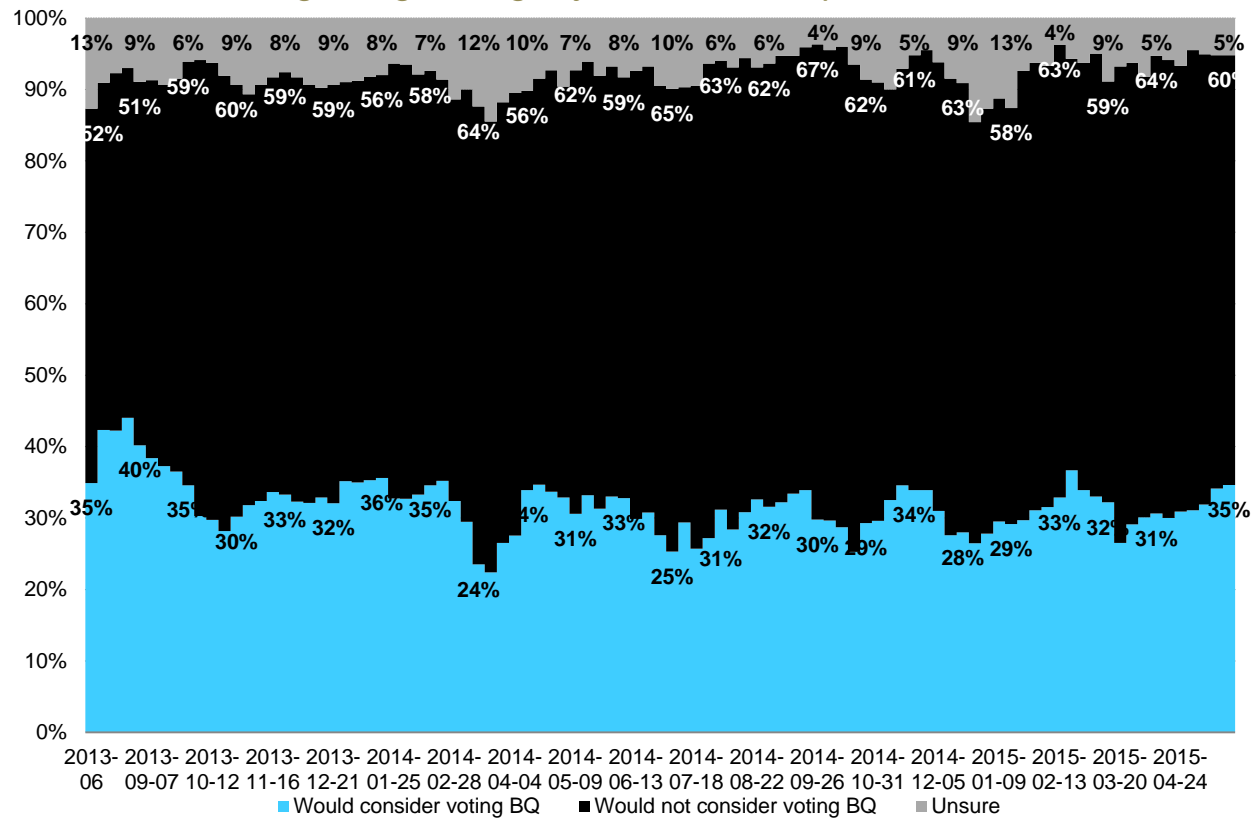
# Consider Bloc



**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  
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**Quebec only – Weekly Tracking**  
**Four week rolling average ending May 22<sup>nd</sup>, 2015, n=248)**



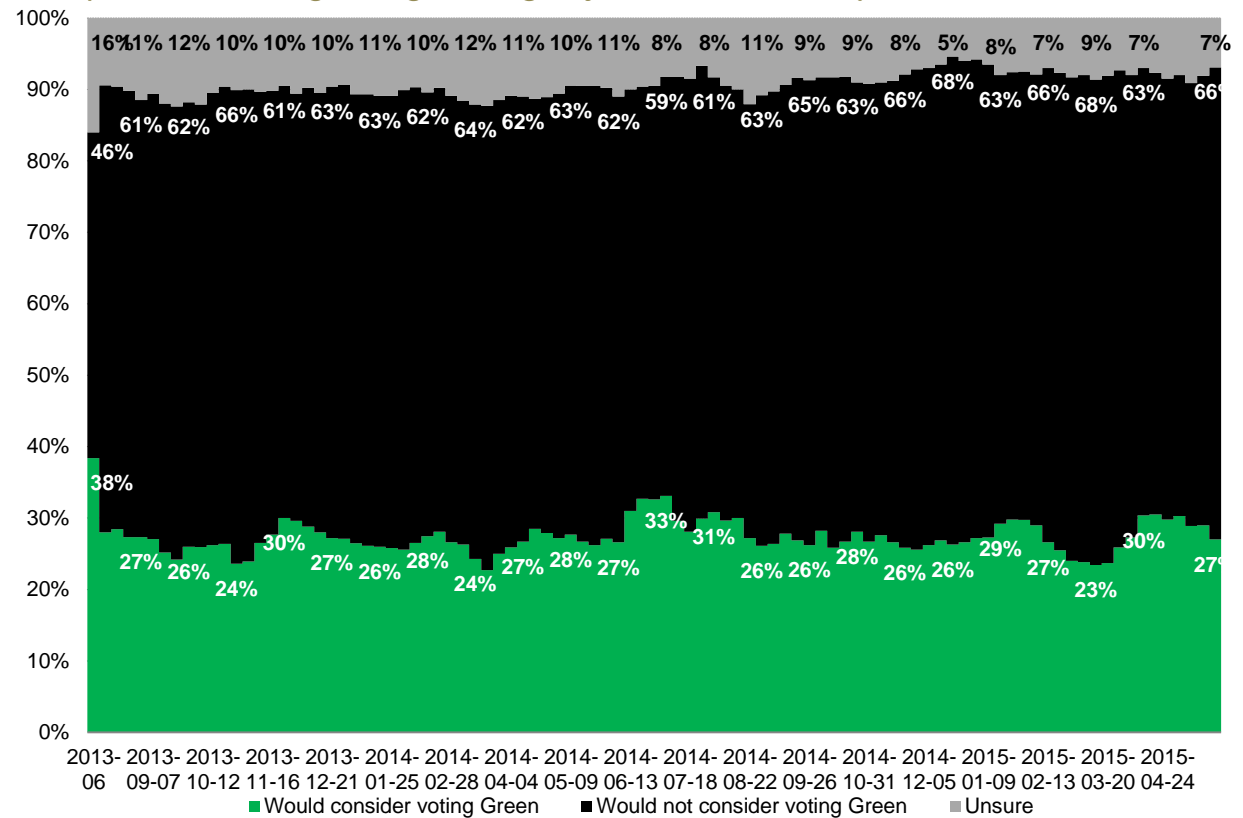
# Consider Green



**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  
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## National – Weekly Tracking (Four week rolling average ending May 22<sup>nd</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]

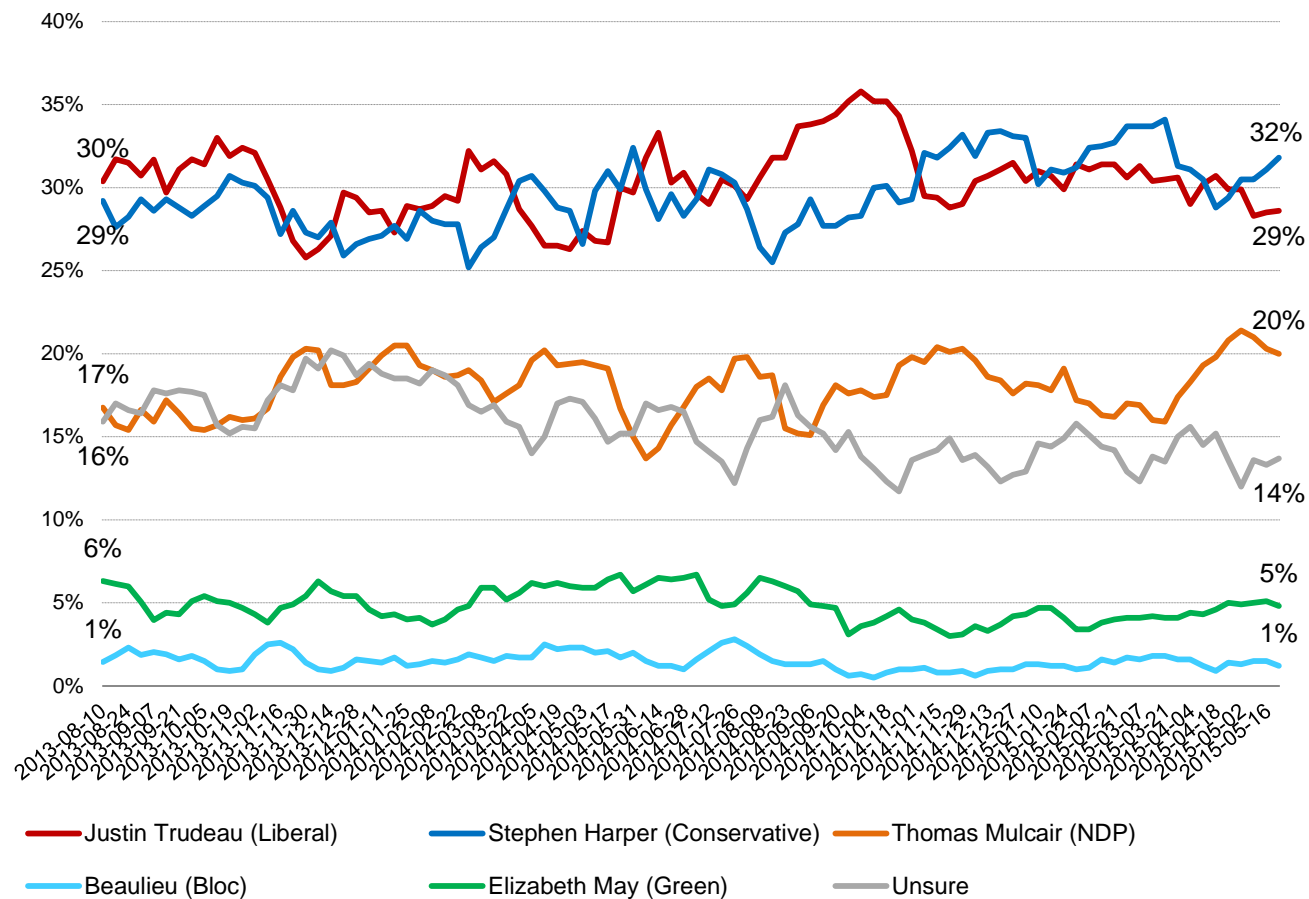
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## National – Weekly Tracking – First Ranked Choice (Four week rolling average ending May 22<sup>nd</sup>, 2015, n=1,000)



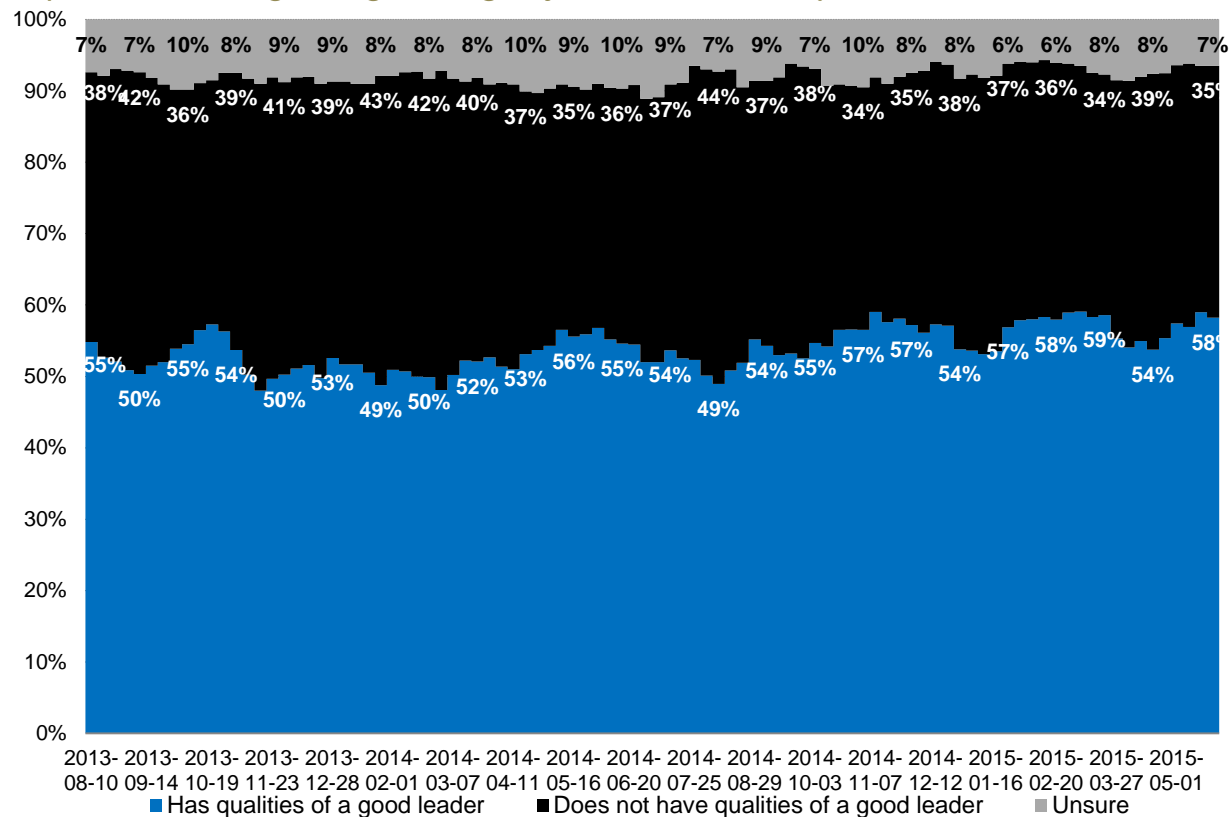
# Harper



**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 May 22<sup>nd</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

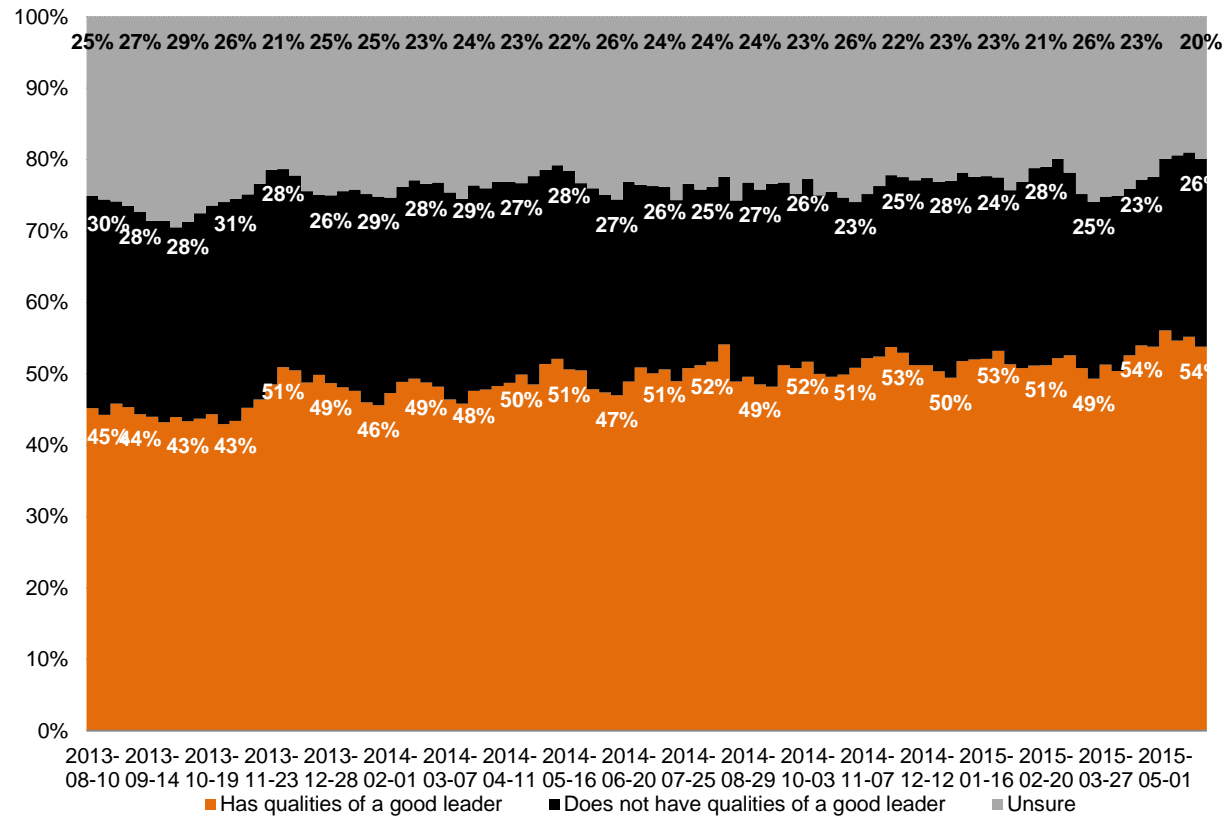
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nnanos@nanosresearch.com

## National – Weekly Tracking

(Four week rolling average ending May 22<sup>nd</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

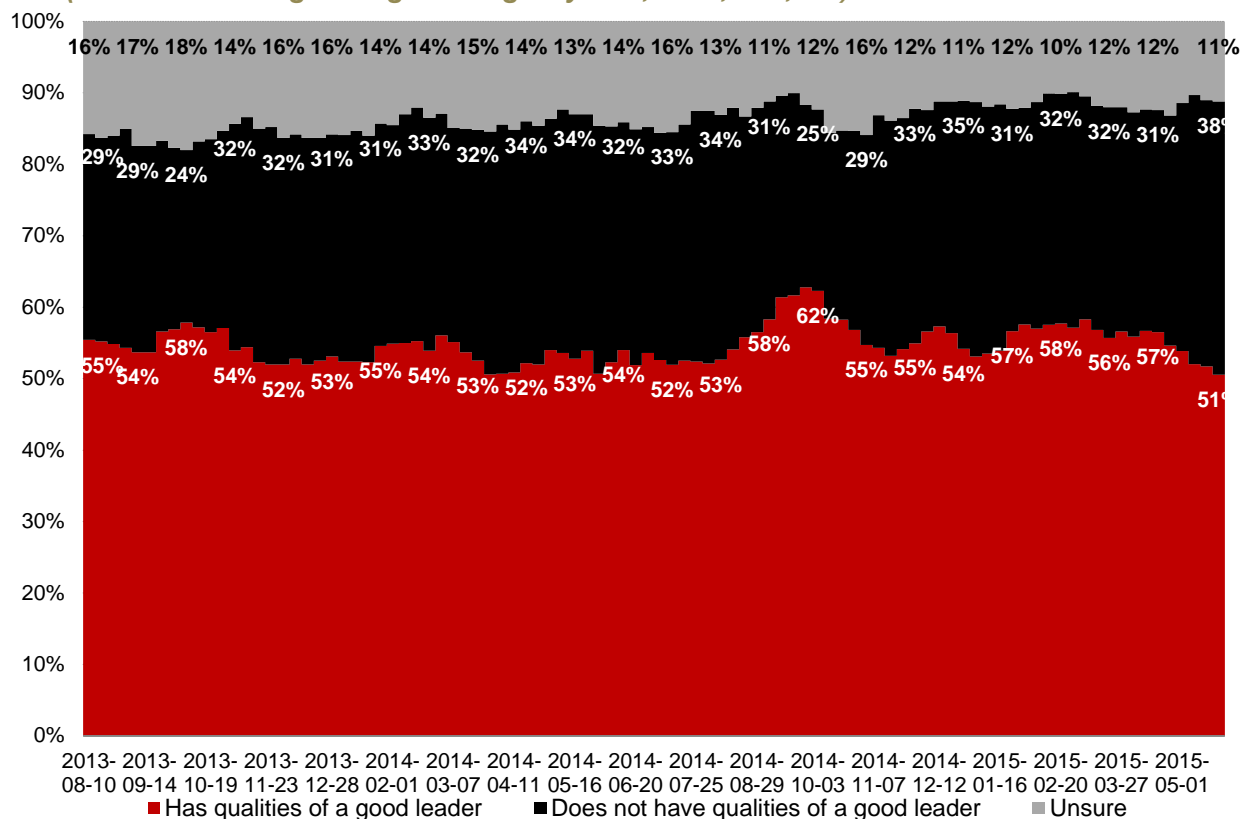
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Washington DC: (202) 697-9924

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## National – Weekly Tracking

(Four week rolling average ending May 22<sup>nd</sup>, 2015, n=1,000)



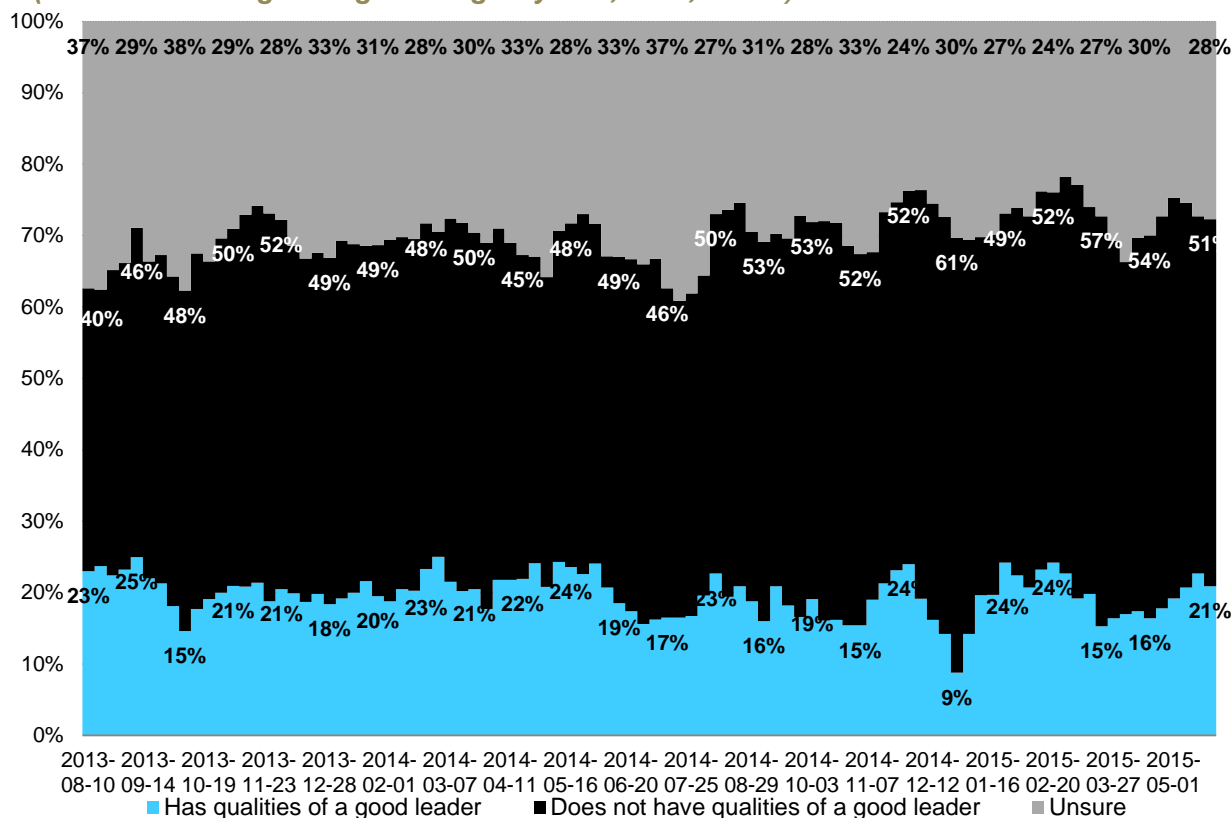
# Beaulieu



**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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## Quebec only – Weekly Tracking (Four week rolling average ending May 22<sup>nd</sup>, 2015, n=248)



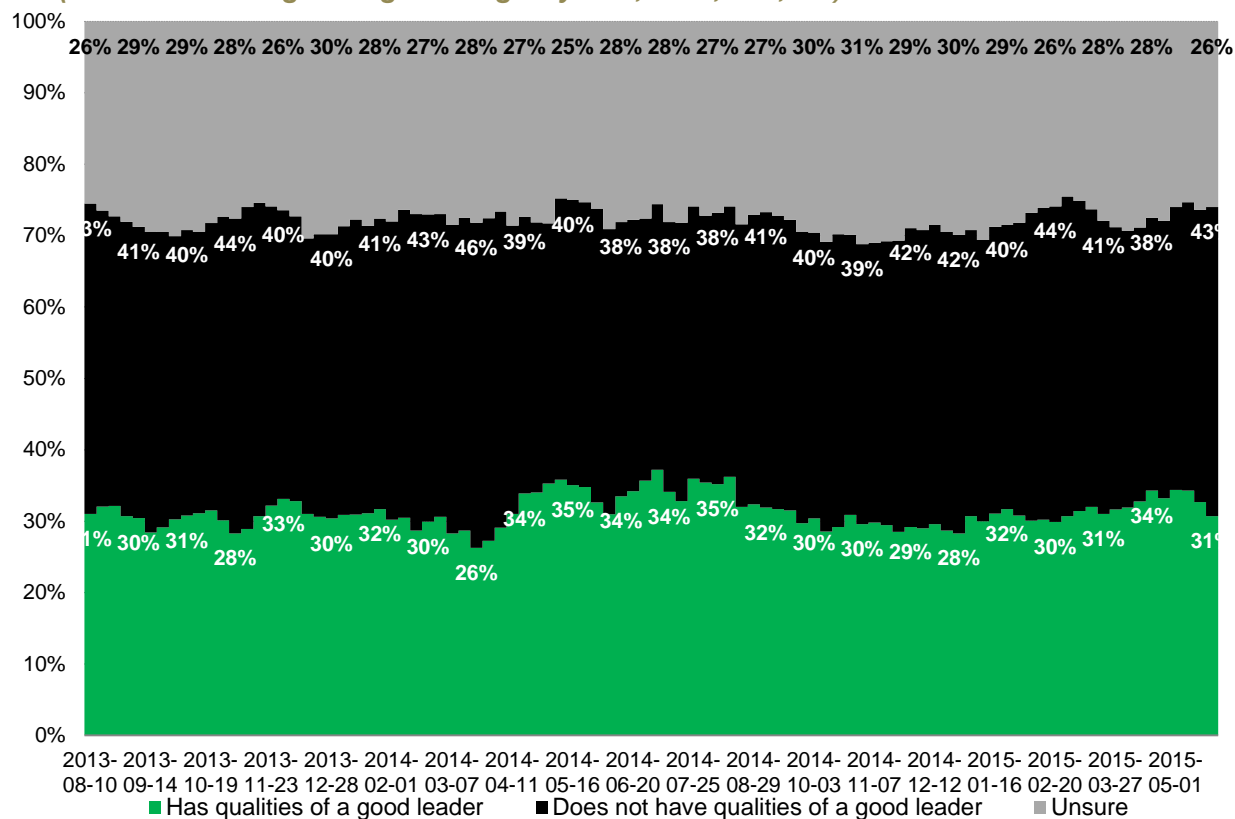
# May

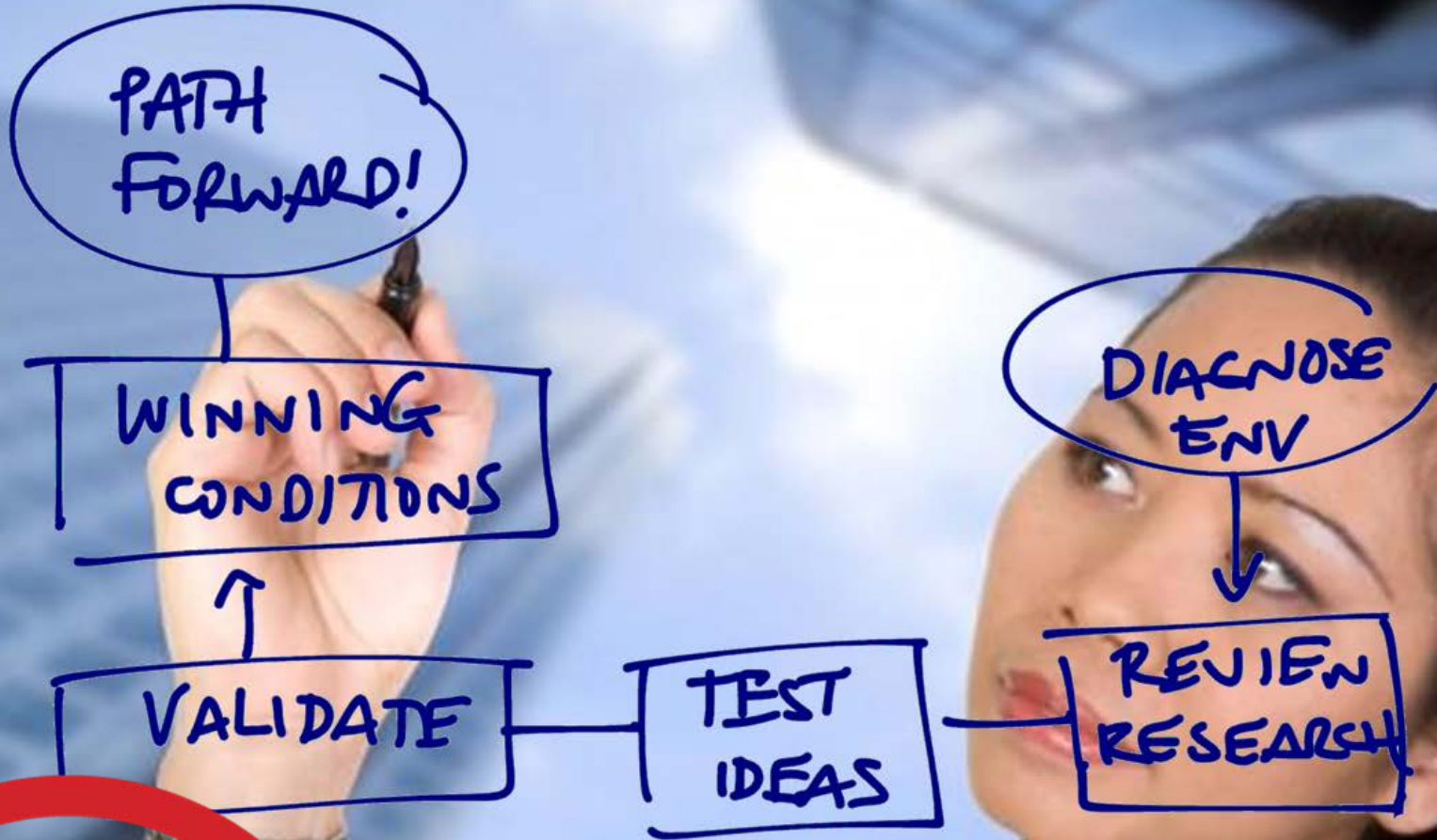


**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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## National – Weekly Tracking (Four week rolling average ending May 22<sup>nd</sup>, 2015, n=1,000)





## *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 22<sup>nd</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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