

*Harper ahead of Trudeau while Mulcair hits September low as preferred PM*

*Nanos National Nightly Tracking, Three day rolling average of 1,200 voters (September 23<sup>rd</sup>, 24<sup>th</sup>, 25<sup>th</sup>, 2015) released September 26<sup>th</sup>, 2015 (2pm Eastern)*

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NEWS

 **NANOS**



# At a glance

- **Preferred Prime Minister** – Harper edges out Trudeau and Mulcair while Mulcair's trend line for September hits a low. Asked who Canadians would prefer as Prime Minister 30.2% said they preferred Harper while 27.2% preferred Trudeau, 24.4% preferred Mulcair, 5.5% preferred May, 1.9% preferred Duceppe and 10.8% were unsure.
- **Nanos Party Power Index** – The index which is a composite of a series of questions on vote preferences and impressions of the leaders has the Liberals and NDP with equivalent scores. The Liberals scored 53.8 out of a possible 100 points while the NDP scored 53.6 points, the Conservatives 49.5 points, the Greens 31.3 points and the BQ 30.3 points (QC only). The Conservatives have improved their score in Quebec over the course of the campaign from 38.1 points in early September to 47.4 points in the three day rolling average last evening but still score lower than the NDP who registered 59.5 points. In Quebec, the Liberal scored 48.4 points on the index, the BQ 30.3 points and the Greens 27.9 points.

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NANOS SURVEY

# Nanos Tracking Data Summary: Sept 23 - 25

## LEADERSHIP

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is  $\pm 2.8$  percentage points, 19 times out of 20.

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Category order based on number of seats in the House of Commons



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	Sept 25	Sept 24	1 Week Ago	1 Month Ago (Aug 21)	3 Months Ago (June 20)	1 Year Ago	12 Month High	12 Month Low
<b>Canada Party Power Index</b>								
Conservative	49.5	48.9	49.1	50.6	50.3	48.4	54.3	46.6
NDP	53.6	54.2	53.7	54.4	56.2	47.6	56.2	47.6
Liberal	53.8	54.6	52.3	51.4	53.3	59.1	60.7	49.6
Green	31.3	30.7	30.6	31.8	31.2	30.7	34.9	28.9
Bloc	30.3	29.1	29.1	34.5	28.1	26.1	34.9	22.9
<b>Preferred Prime Minister</b>								
Harper	30.2%	29.2%	29.7%	28.9%	27.2%	27.7%	34.1%	25.3%
Mulcair	24.4%	25.6%	26.3%	27.3%	27.2%	16.9%	29.8%	15.1%
Trudeau	27.2%	29.2%	25.5%	22.2%	26.7%	34.0%	35.8%	20.7%
May	5.5%	4.9%	6.0%	3.8%	2.8%	4.8%	6.2%	2.8%
Duceppe	1.9%	1.5%	1.9%	2.4%	1.9%	1.5%	3.4%	0.5%
Unsure	10.8%	9.7%	10.6%	15.5%	14.2%	15.2%	16.5%	8.4%
<b>Has Qualities of a Good Political Leader</b>								
Harper	53.0%	52.5%	52.0%	50.8%	54.0%	61.4%	59.1%	48.2%
Mulcair	61.7%	63.4%	58.5%	59.7%	59.7%	48.2%	64.3%	48.2%
Trudeau	56.5%	58.1%	50.2%	47.8%	50.9%	58.3%	63.4%	44.1%
May	38.3%	37.6%	34.2%	32.6%	28.5%	31.7%	38.3%	24.9%
Duceppe	42.5%	38.8%	40.2%	53.5%	31.5%	20.9%	55.5%	8.8%



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# Preferred Prime Minister Sept 23 - 25

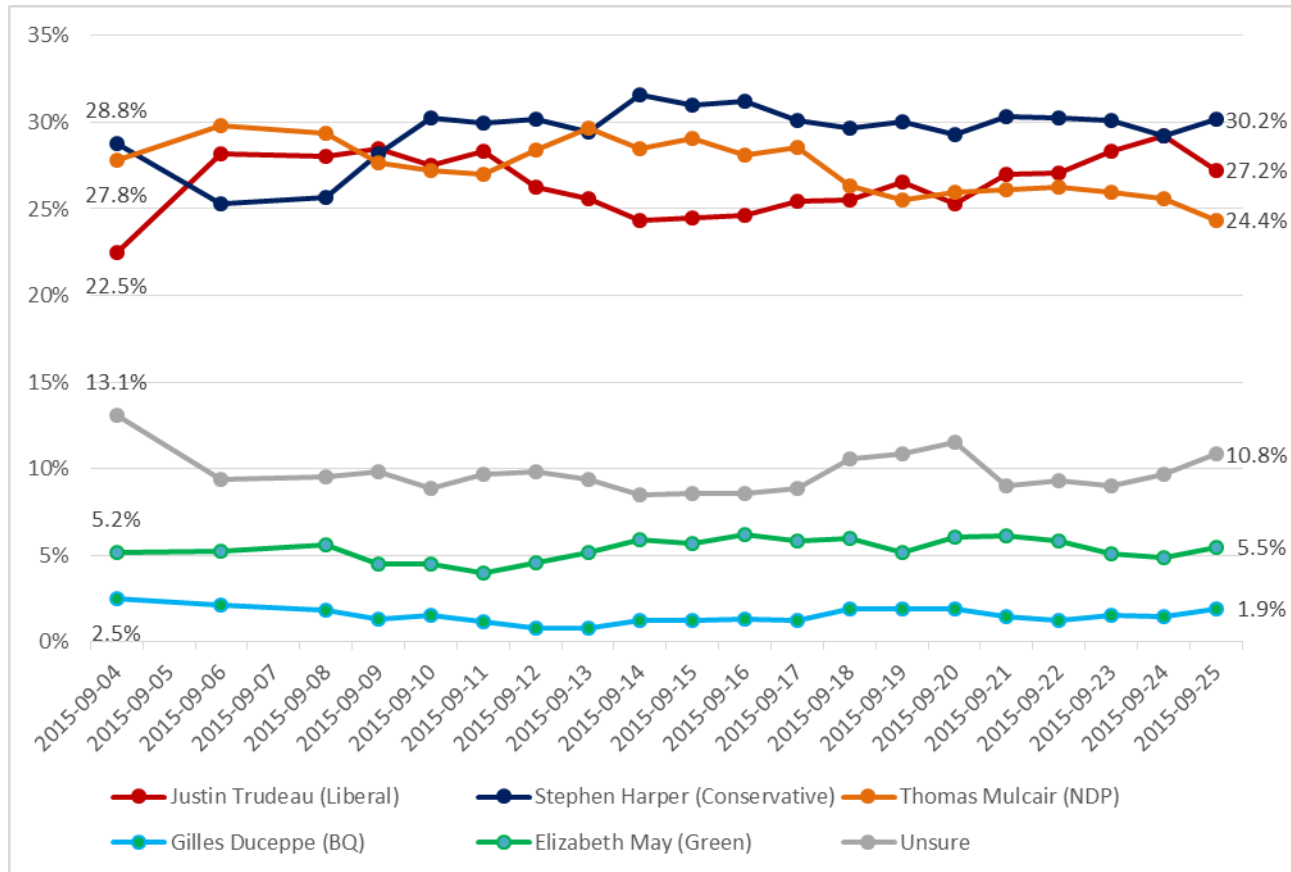
**Question:** Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [First Ranked Response – Rotate Party Leaders]

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# Preferred Prime Minister 2<sup>nd</sup> Choice Sept 23 - 25

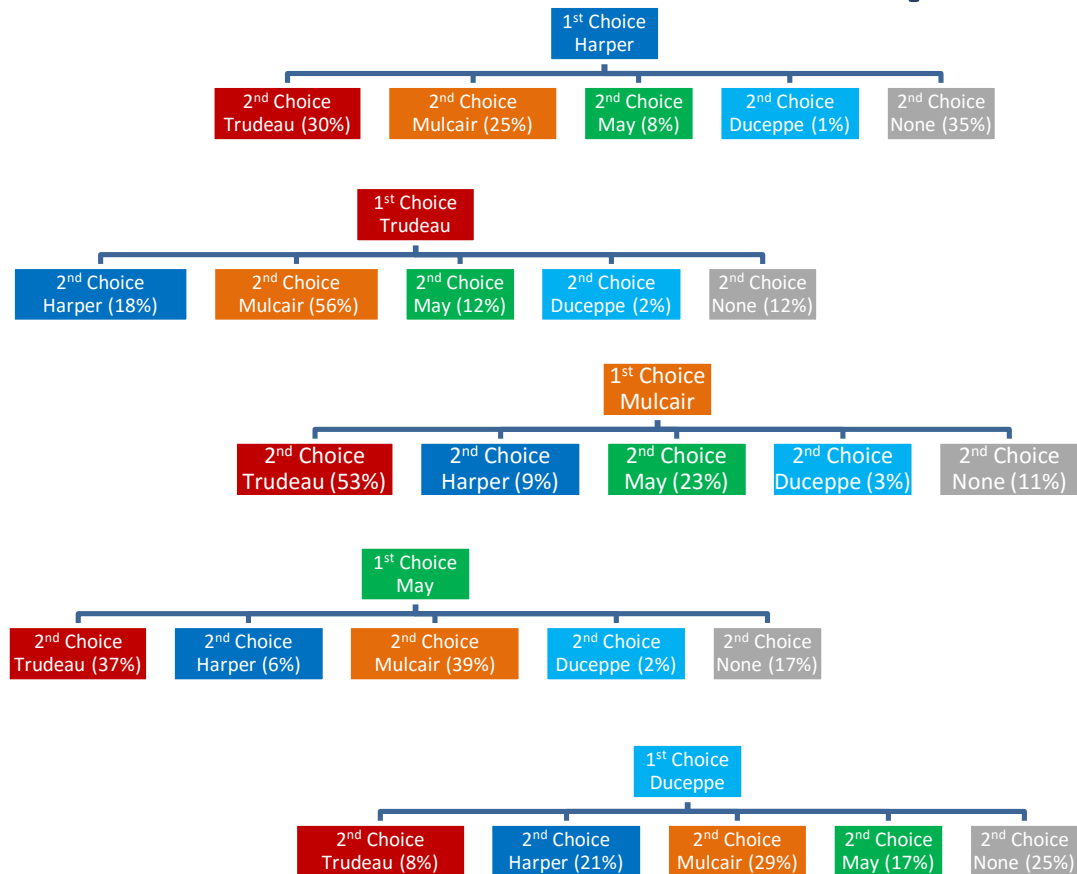
**Question:** Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [First Ranked Response – Rotate Party Leaders]

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# 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 1,200 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.



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# Party Power Index Sept 23 - 25

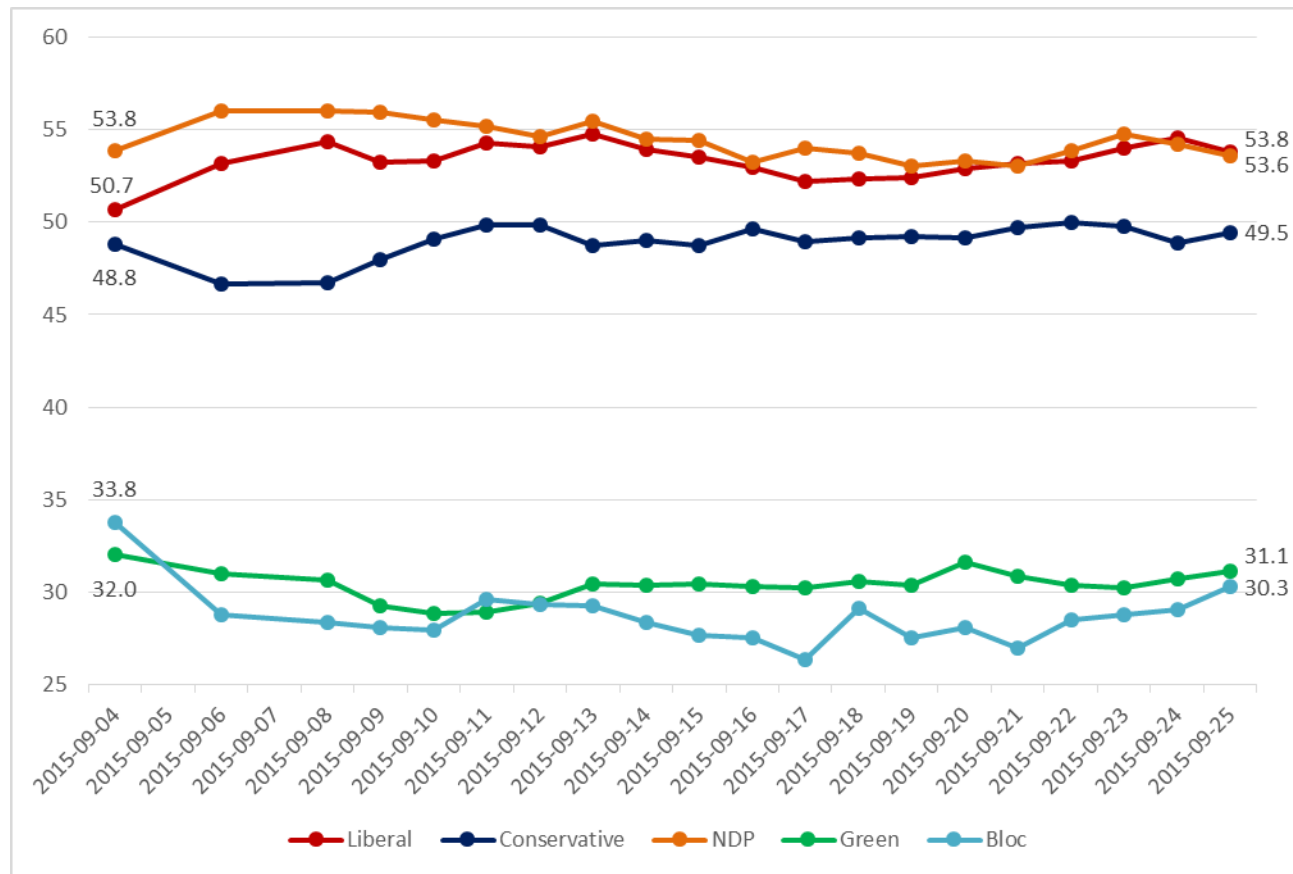
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is  $\pm 2.8$  percentage points, 19 times out of 20.

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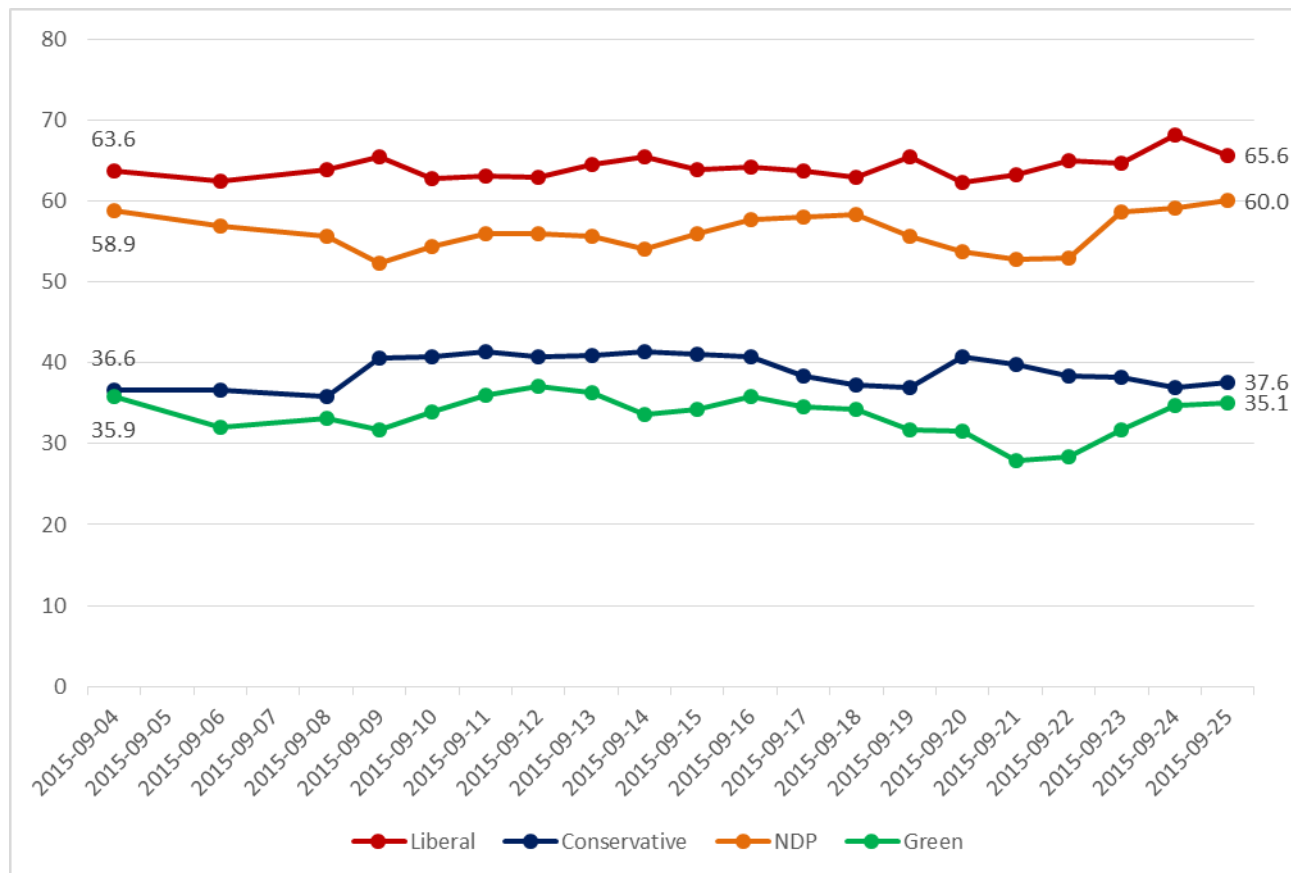


# Party Power Index – Atlantic Sept 23 - 25

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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# Party Power Index – Quebec Sept 23 - 25

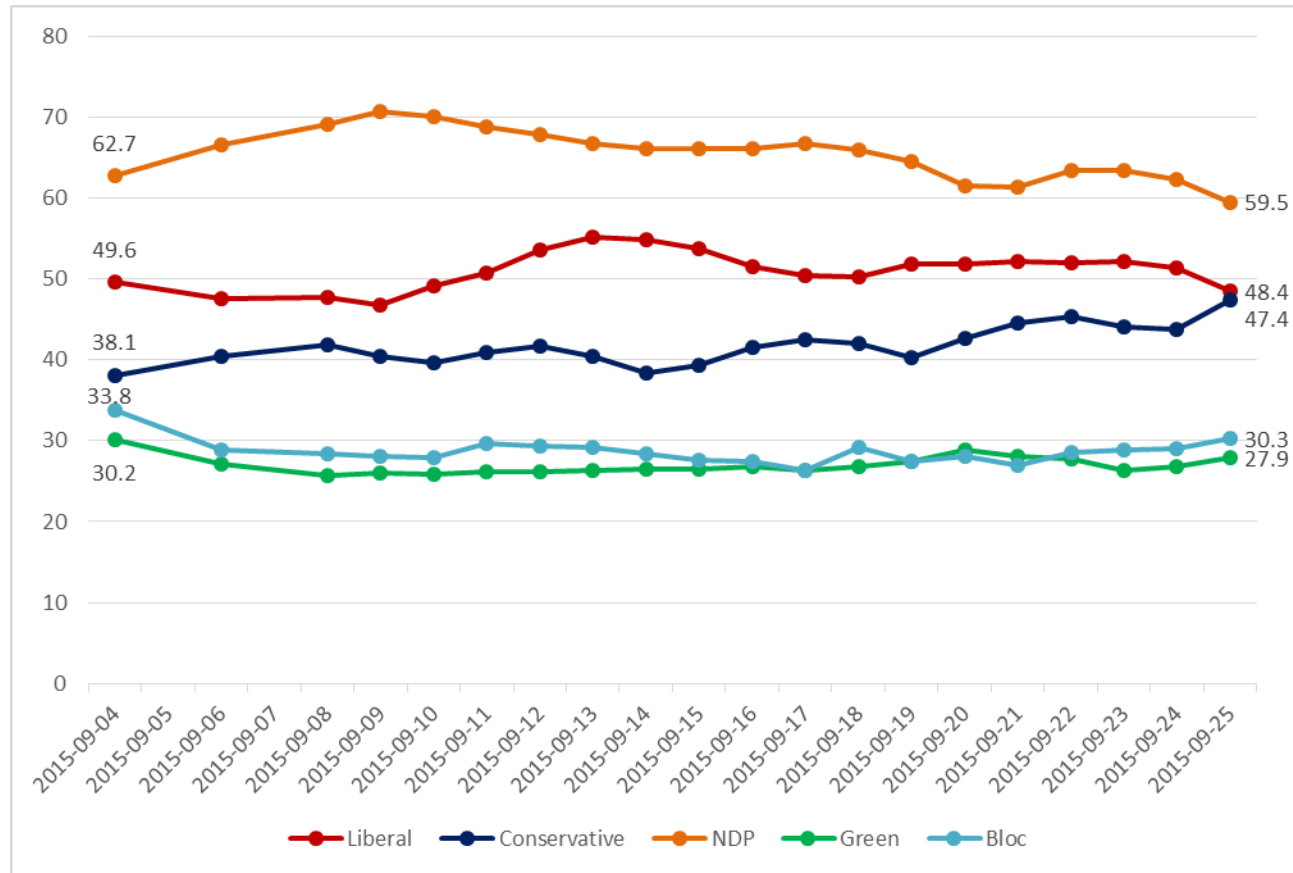
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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# Party Power Index – Ontario Sept 23 - 25

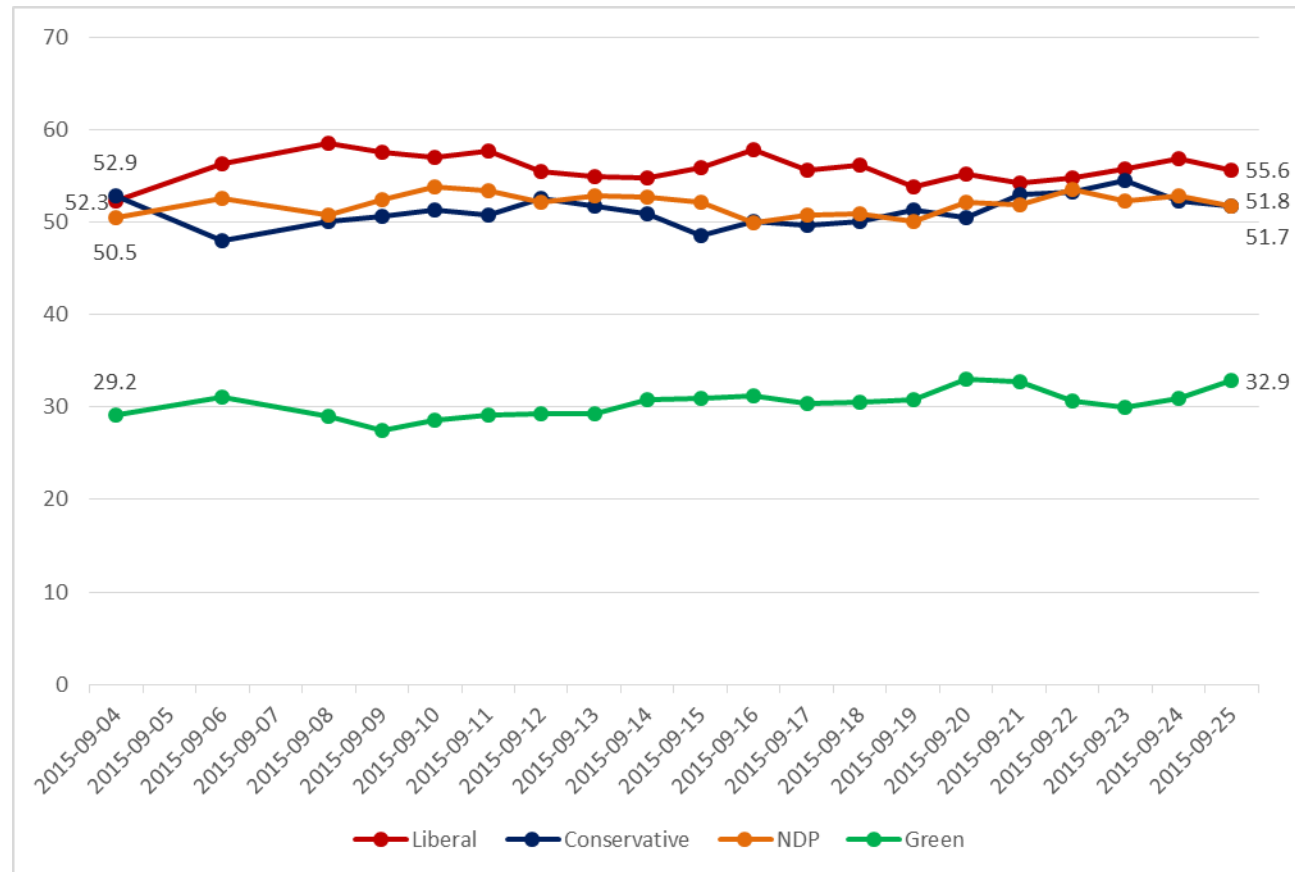
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample of Ontario voters for the Index is 360 individuals. A random survey of 360 individuals is accurate  $\pm 5.2$  percentage points, 19 times out of 20.

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# Party Power Index – Prairies Sept 23 - 25

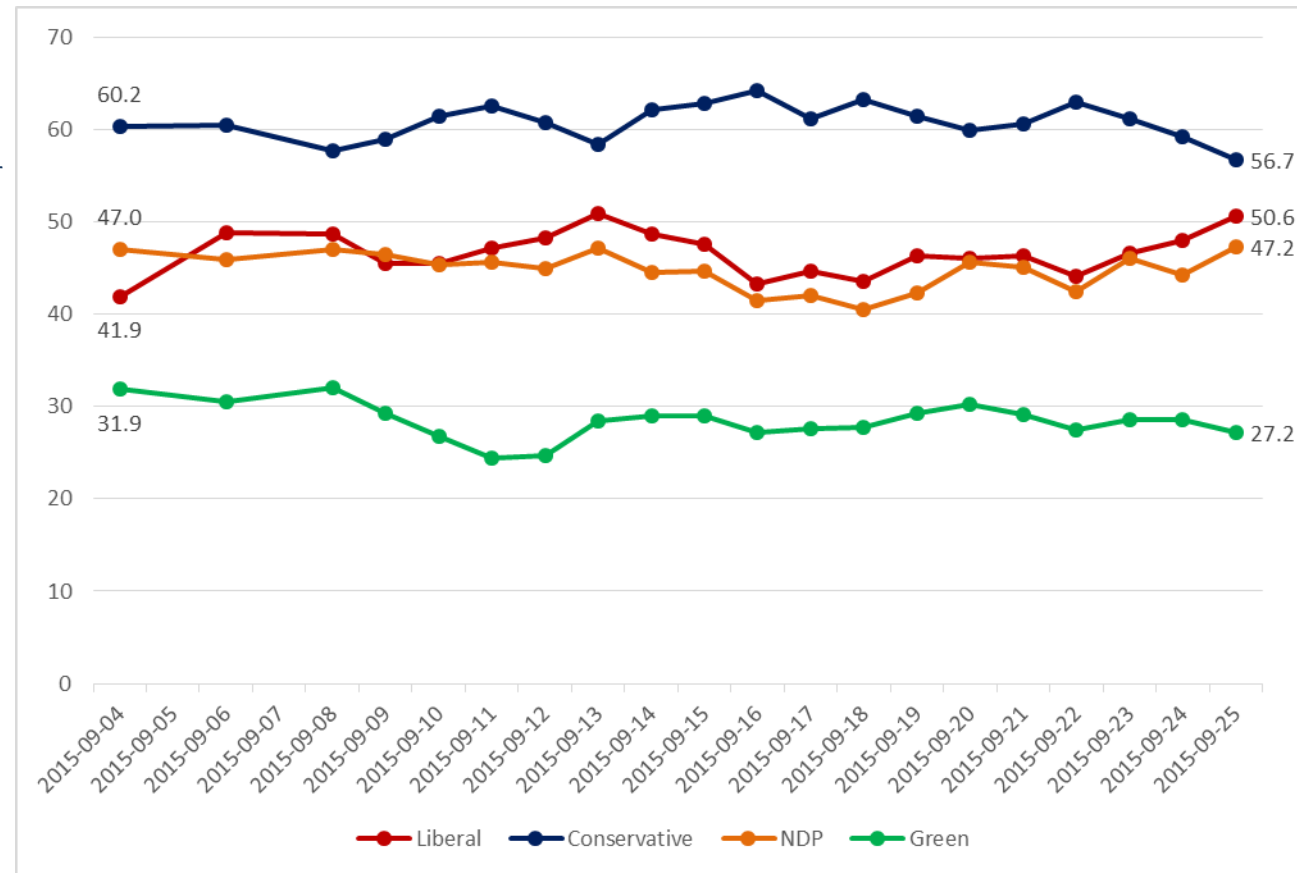
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The subsample of Prairie province voters for the Index is 240 individuals. A random survey of 240 individuals is accurate  $\pm 6.4$  percentage points, 19 times out of 20.

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# Party Power Index – British Columbia Sept 23 - 25

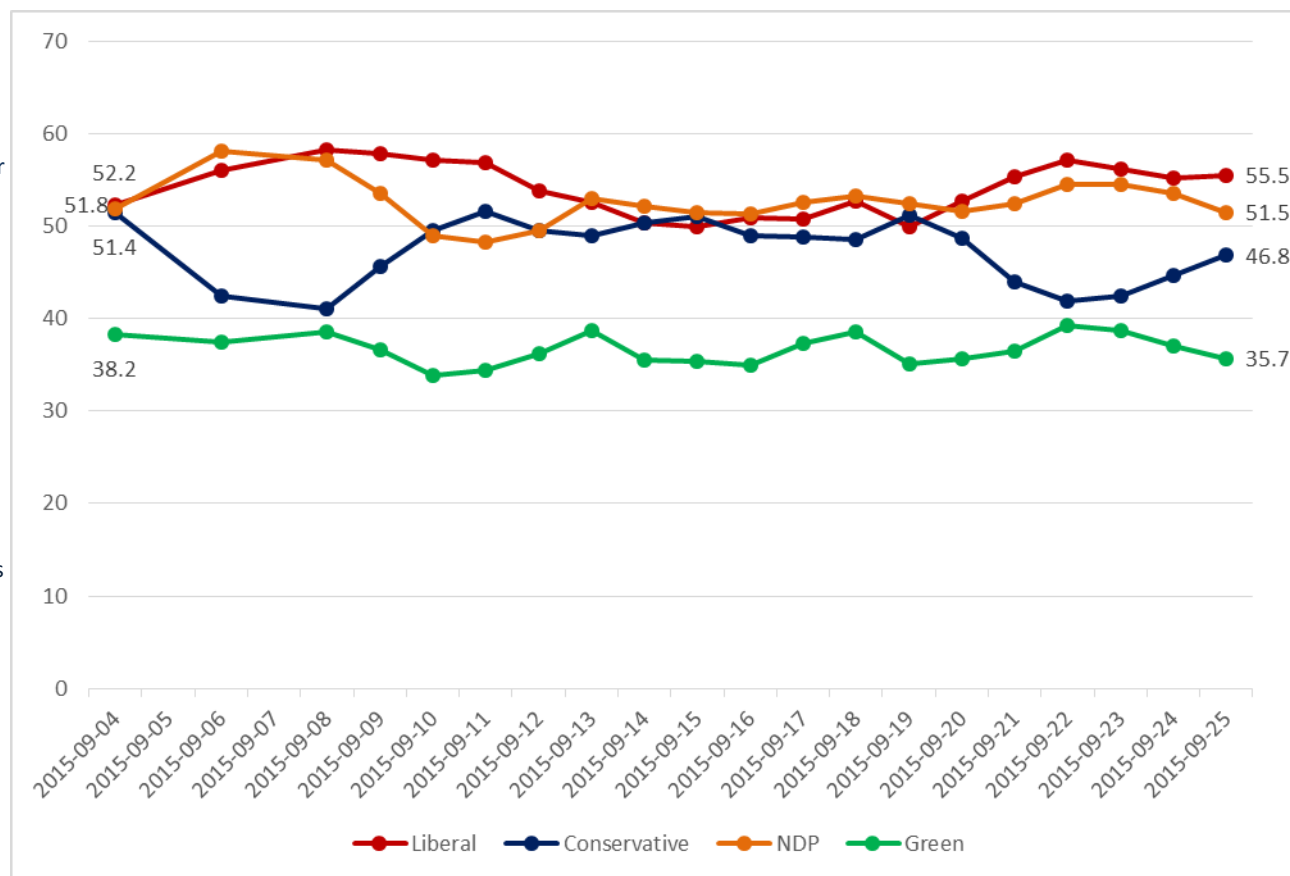
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is  $\pm 2.8\%$ , 19 times out of 20. The subsample of BC voters for the Index is 180 individuals. A random survey of 180 individuals is accurate  $\pm 7.4$  percentage points, 19 times out of 20.

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# Survey Methodology

A national random telephone (land + cell) survey using live agents of 1,200 Canadians is conducted by Nanos Research throughout the campaign over a three day period. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day rolling sample comprised of 1,200 interviews. To update the tracking a new day of interviewing is added and the oldest day dropped. The margin of error for a survey of 1,200 respondents is  $\pm 2.8\%$ , 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2011 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding. The research has been registered with the Marketing Research and Intelligence Association of which Nanos is a member.



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# Technical Notes

Element	Description	Element	Description
Organization who commissioned the research	CTV; Globe and Mail; Nanos Research	Weighting of Data	The results were weighted by age and gender using the latest Census information (2011) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,200 Randomly selected individuals; three night rolling average of 400 voters a night; closing weekend oversample. The interviews are compiled into a three day rolling average of 1,200 interviews, where each week the oldest group of 400 interviews is dropped and a new group of 400 interviews is added.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±2.8 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	Tracking; RDD dual frame (land- and cell-lines) random telephone survey.	Stratification	By age and gender using the latest Census information (2011) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Nine percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was part of a nightly omnibus survey. The preceding module included questions about national issues of concern and ballot preferences.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The order of questions is as presented in the report with a randomization of the political leaders for the question involving leader qualities.
Number of Calls	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 5:00-9:00pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. 237 Email: nnanos@nanosresearch.com.
Field Dates	September 23 <sup>rd</sup> , 24 <sup>th</sup> , and 25 <sup>th</sup> , 2015.		
Language of Survey	The survey was conducted in both English and French.		



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