

## *Harper maintains advantage on preferred Prime Minister measure, Trudeau second*

*Nanos National Nightly Tracking, Three day rolling average of 1,200 voters (September 29<sup>th</sup>, 30<sup>th</sup>, and October 1<sup>st</sup>, 2015) released October 2<sup>nd</sup>, 2015 (2 pm Eastern)*

THE GLOBE AND MAIL 

  
NEWS



# At a glance

- **Preferred Prime Minister** – Asked who they would prefer as PM, 33.2% of Canadians said Harper followed by Trudeau at 28.3%, Mulcair at 23.2%, May at 4.4%, Duceppe at 1.7% and 9.3% were unsure.
- **Nanos Party Power Index** – The Index, which is a composite of a series of question on ballot preferences and leadership impressions shows the three main parties within a close band of index scores. The Liberals score 54.1 out of a possible 100 points, followed by the NDP with 52.1 points, the Conservatives with 51.2 points, the Greens with 29.8 points and the BQ with 29.0 points in Quebec only.

**Contact:** Nik Nanos, FMRIA  
Ottawa: (613) 234-4666 x 237  
[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)  
Twitter: @niknanos



THE GLOBE AND MAIL



NANOS SURVEY

# Nanos Tracking Data Summary: Sept 29 – Oct 1

## 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.

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

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



www.nanosresearch.com

	Oct 1	Sept 30	1 Week Ago	1 Month Ago (Aug 28)	3 Months Ago (June 27)	1 Year Ago	12 Month High	12 Month Low
<b>Canada Party Power Index</b>								
Conservative	51.2	51.1	48.9	49.2	50.6	48.4	54.3	46.6
NDP	52.1	53.2	54.2	53.9	48.8	47.6	56.2	47.6
Liberal	54.1	54.1	54.6	50.9	57.5	59.1	60.7	49.6
Green	29.8	30.3	30.7	32.5	34.4	30.7	34.9	28.9
Bloc	29.0	30.2	29.1	34.2	24.6	26.1	34.9	22.9
<b>Preferred Prime Minister</b>								
Harper	33.2%	32.9%	29.2%	28.7%	28.3%	27.7%	34.1%	25.3%
Mulcair	23.2%	24.1%	25.6%	27.7%	16.8%	16.9%	29.8%	15.1%
Trudeau	28.3%	27.3%	29.2%	21.7%	30.9%	34.0%	35.8%	20.7%
May	4.4%	4.3%	4.9%	5.1%	1.0%	4.8%	6.2%	2.8%
Duceppe	1.7%	1.7%	1.5%	2.3%	6.5%	1.5%	3.4%	0.5%
Unsure	9.3%	9.7%	9.7%	14.5%	16.5%	15.2%	16.5%	8.4%
<b>Has Qualities of a Good Political Leader</b>								
Harper	55.3%	54.9%	52.5%	49.6%	52.0%	61.4%	59.1%	48.2%
Mulcair	59.2%	58.8%	63.4%	59.8%	50.9%	48.2%	64.3%	48.2%
Trudeau	54.3%	54.9%	58.1%	48.7%	53.6%	58.3%	63.4%	44.1%
May	34.9%	33.7%	37.6%	35.6%	35.7%	31.7%	38.3%	24.9%
Duceppe	44.3%	45.4%	38.8%	52.3%	15.6%	20.9%	55.5%	8.8%



THE GLOBE AND MAIL



NANOS SURVEY



# Preferred Prime Minister Sept 29 – Oct 1

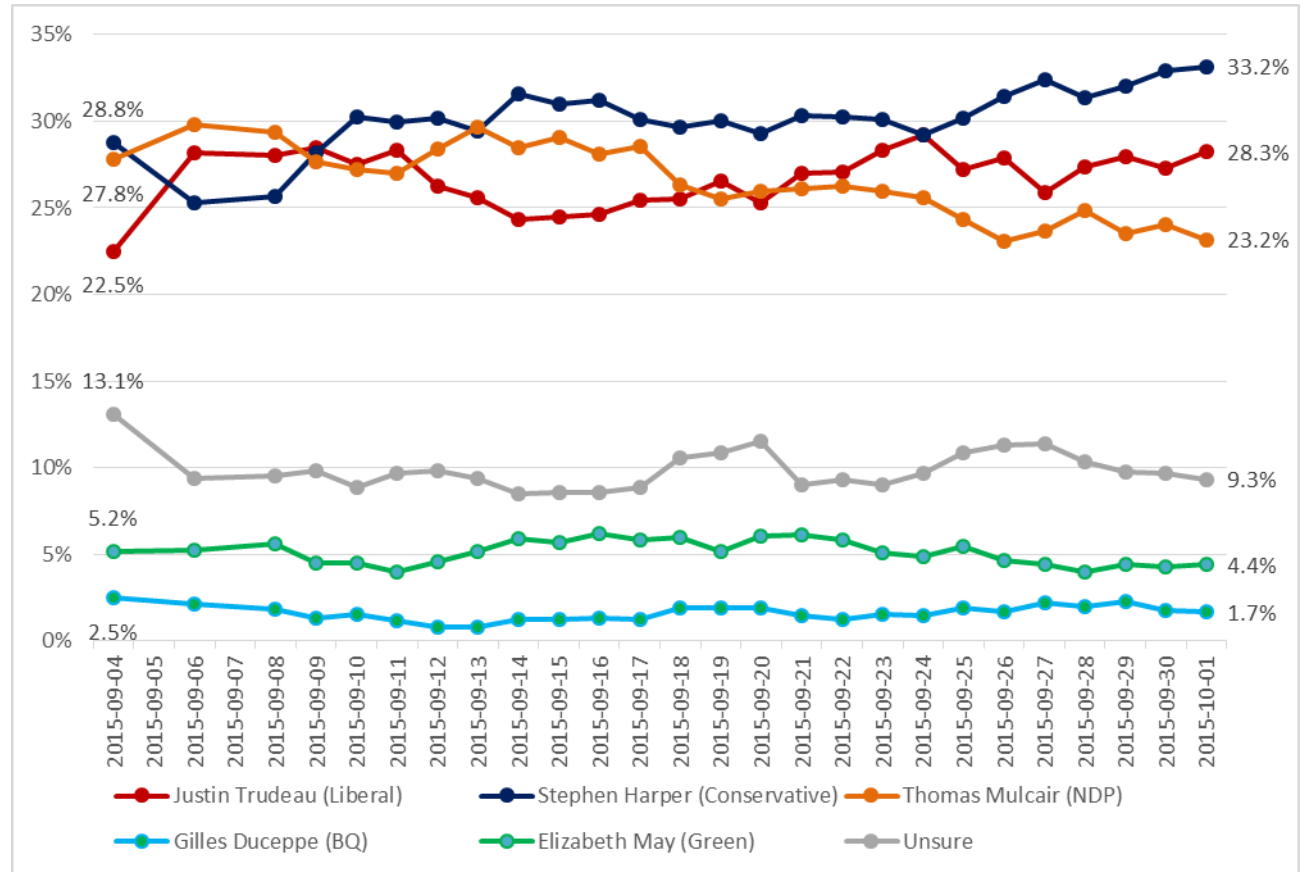
**Question:** Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [First Ranked Response – Rotate Party Leaders]

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.

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



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



THE GLOBE AND MAIL





# Preferred Prime Minister 2<sup>nd</sup> Choice Sept 29 – Oct 1

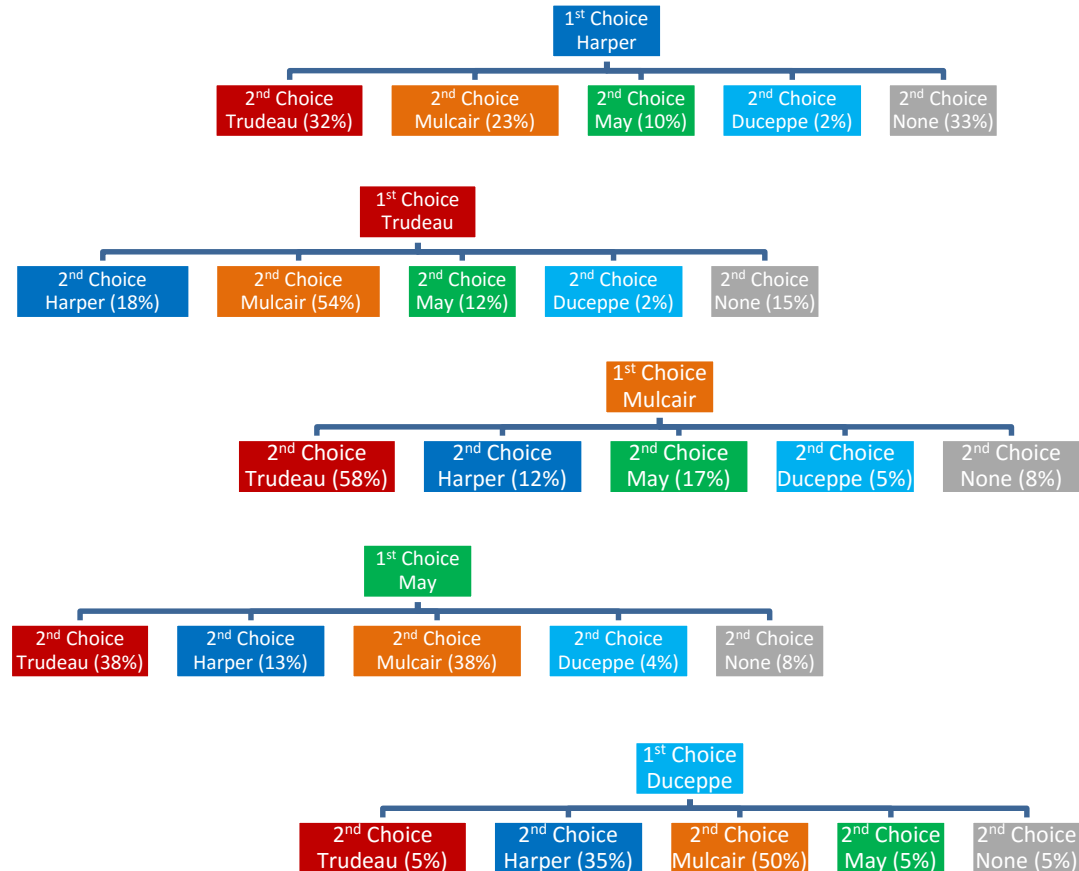
**Question:** Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [First Ranked Response – Rotate Party Leaders]

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. The margin of error will vary for subpopulations such as supporters for the respective parties. Note May and Duceppe second choice based on small sample sizes.

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



www.nanosresearch.com



THE GLOBE AND MAIL



# 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.



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



**THE GLOBE AND MAIL**



# Party Power Index Sept 29 – Oct 1

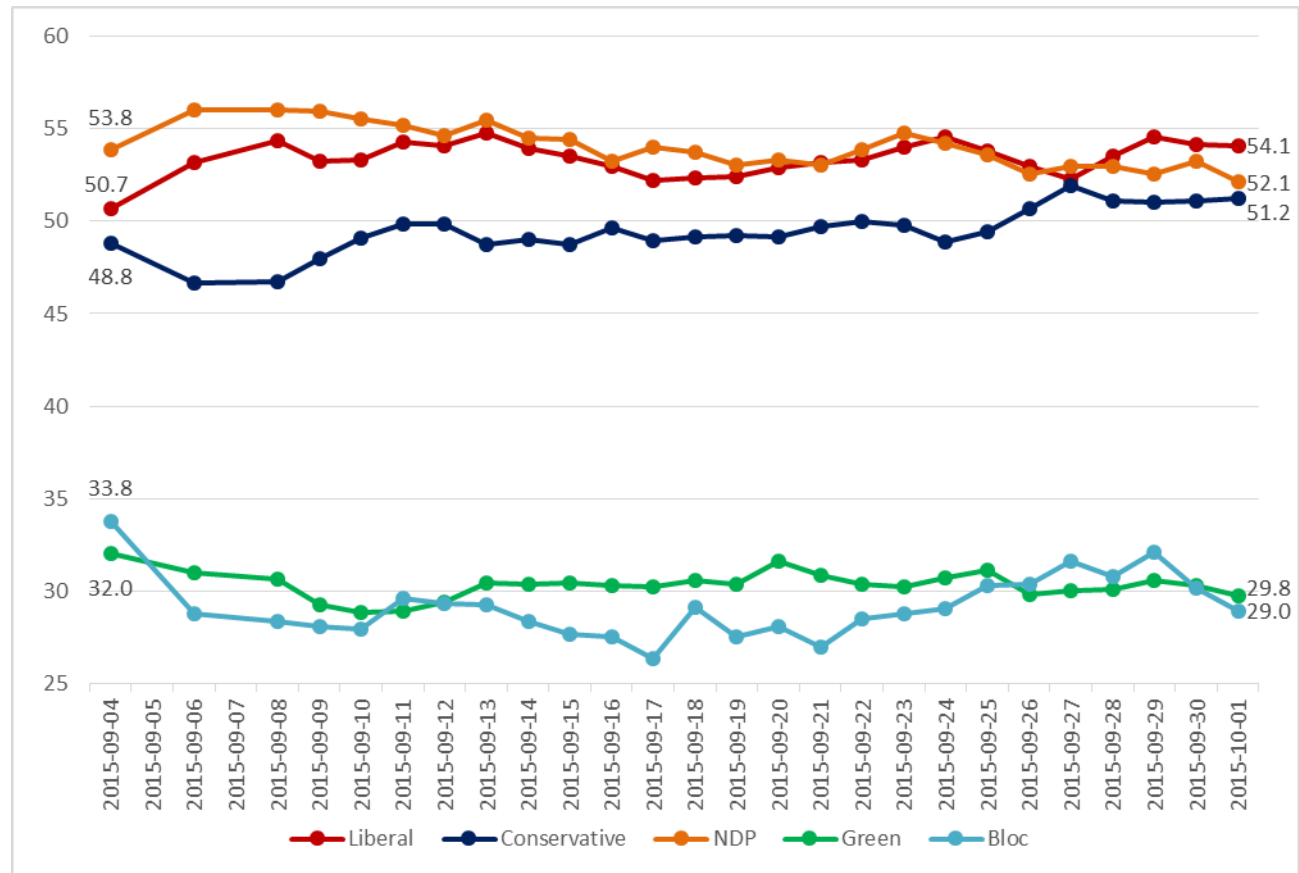
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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.

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



www.nanosresearch.com



# Party Power Index – Atlantic Sept 29 – Oct 1

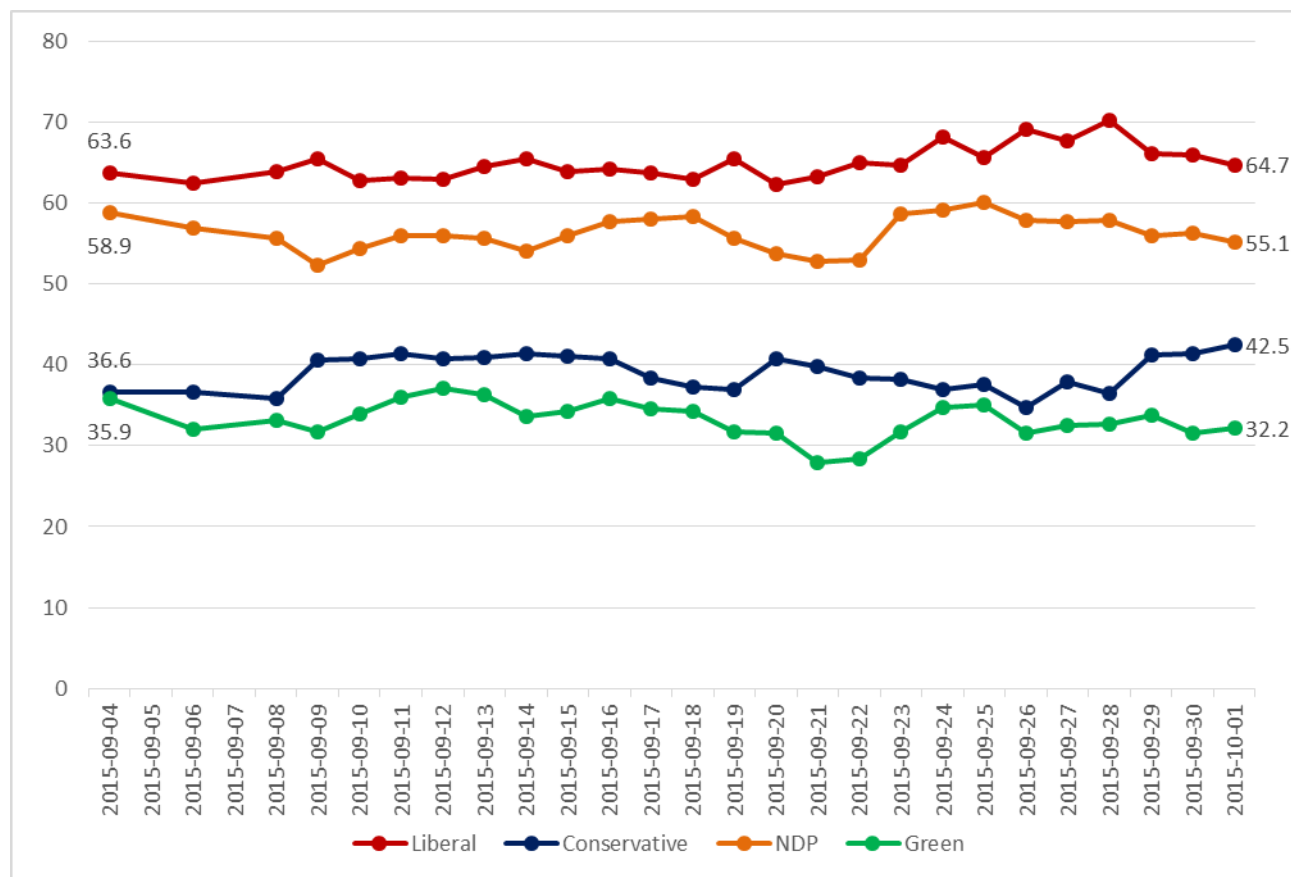
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 Atlantic Canadian voters for the Index is 120 individuals. A random survey of 120 individuals is accurate  $\pm 9.1$  percentage points, 19 times out of 20.

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



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







# Party Power Index – Quebec Sept 29 – Oct 1

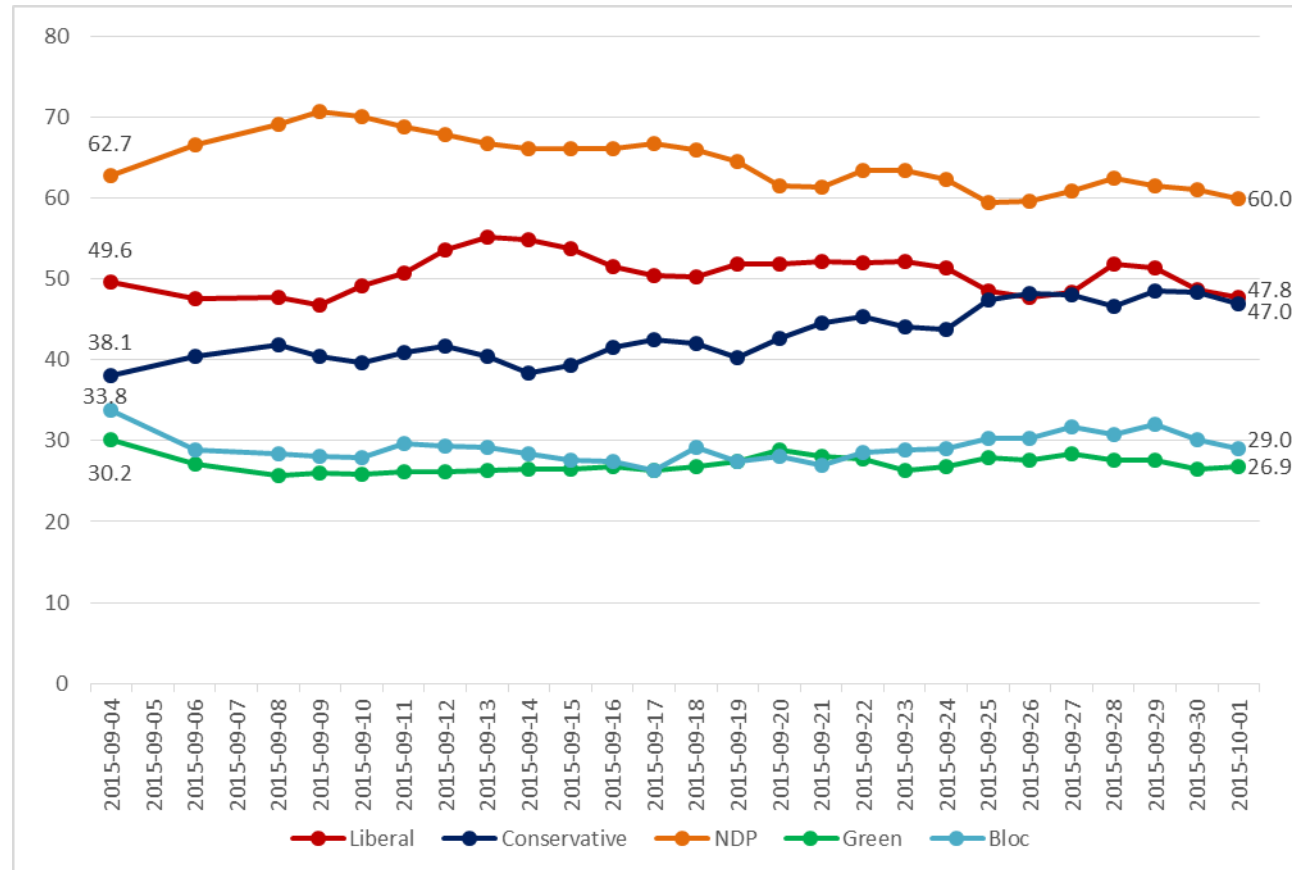
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 Quebec voters for the Index is 300 individuals. A random survey of 300 individuals is accurate  $\pm 5.7$  percentage points, 19 times out of 20.

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



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



# Party Power Index – Ontario Sept 29 – Oct 1

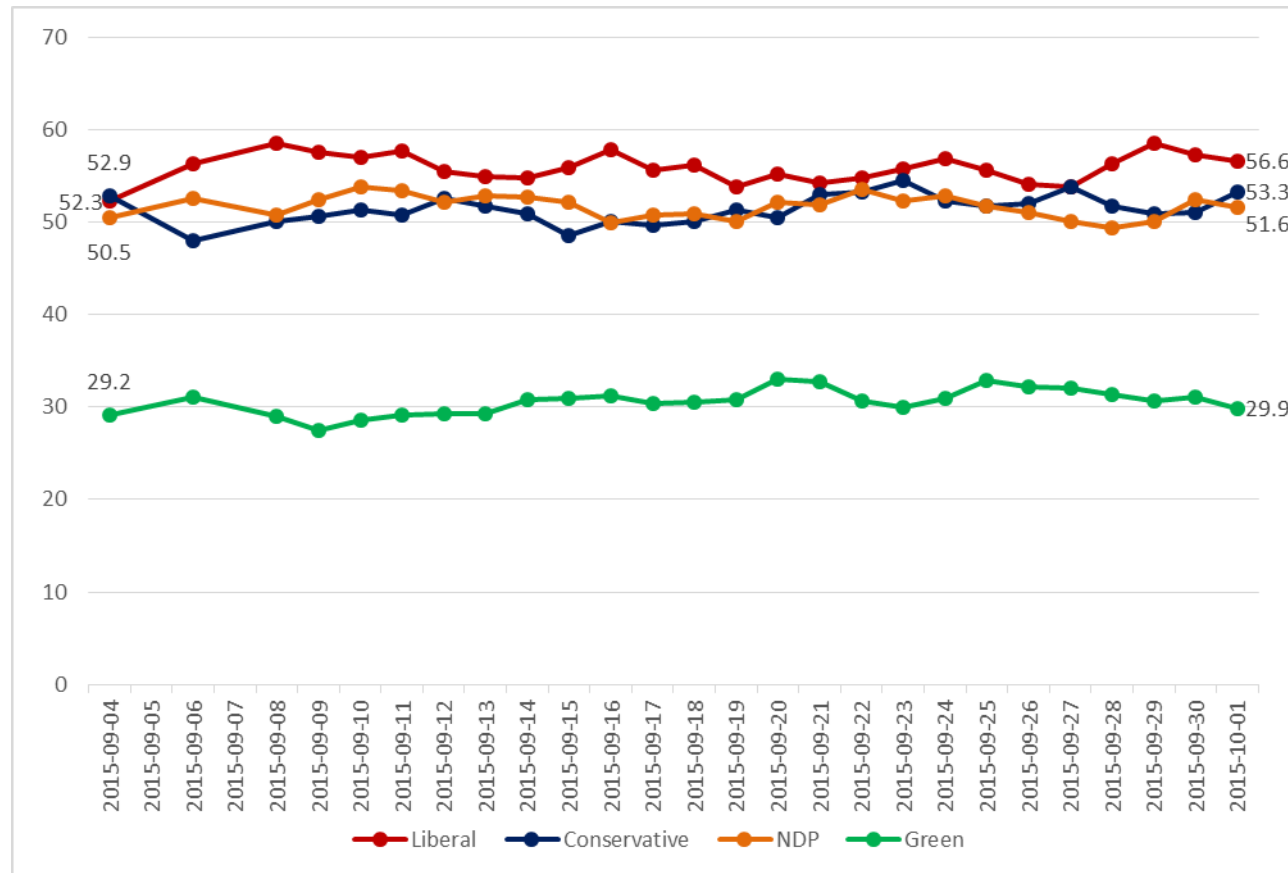
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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.

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



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



# Party Power Index – Prairies Sept 29 – Oct 1

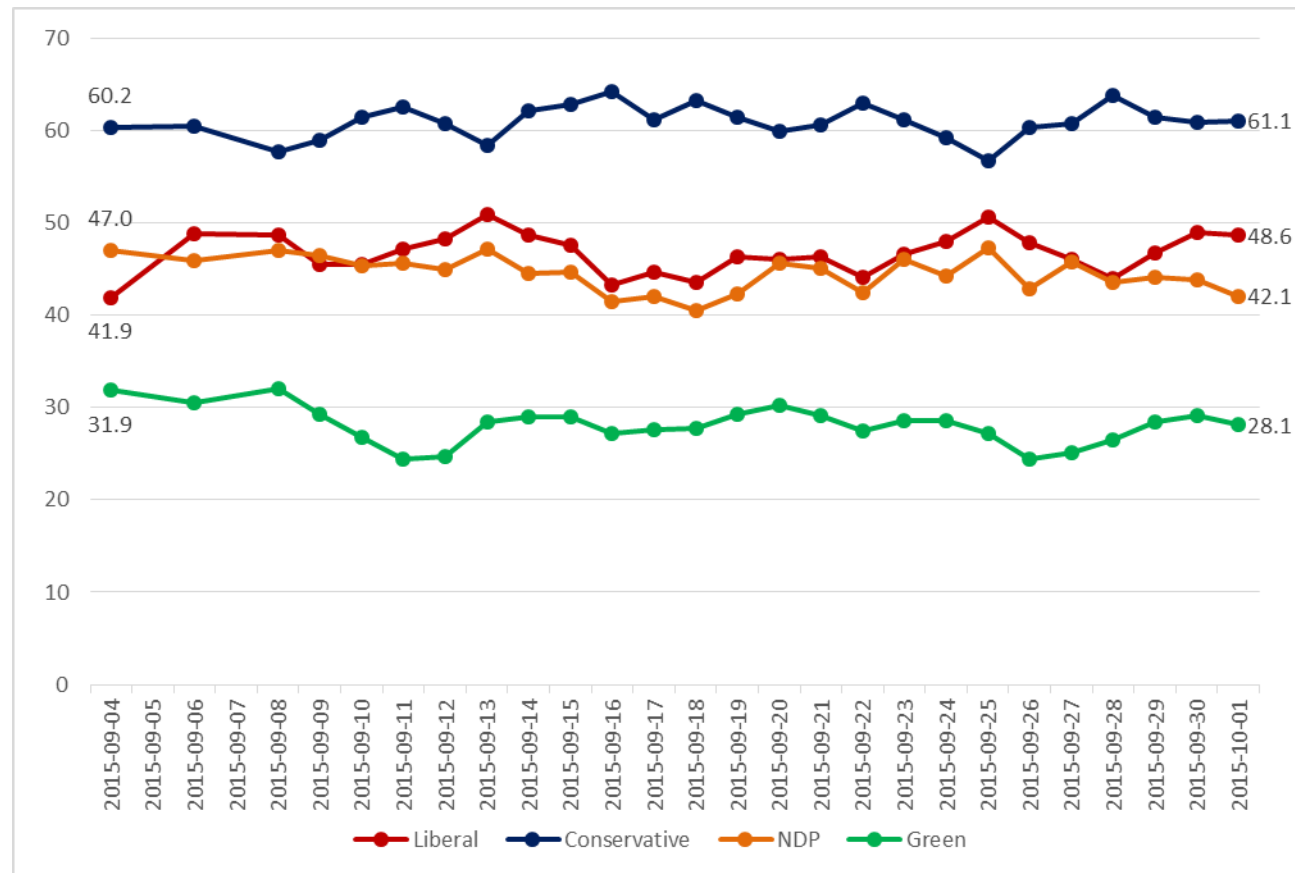
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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.

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



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



# Party Power Index – British Columbia Sept 29 – Oct 1

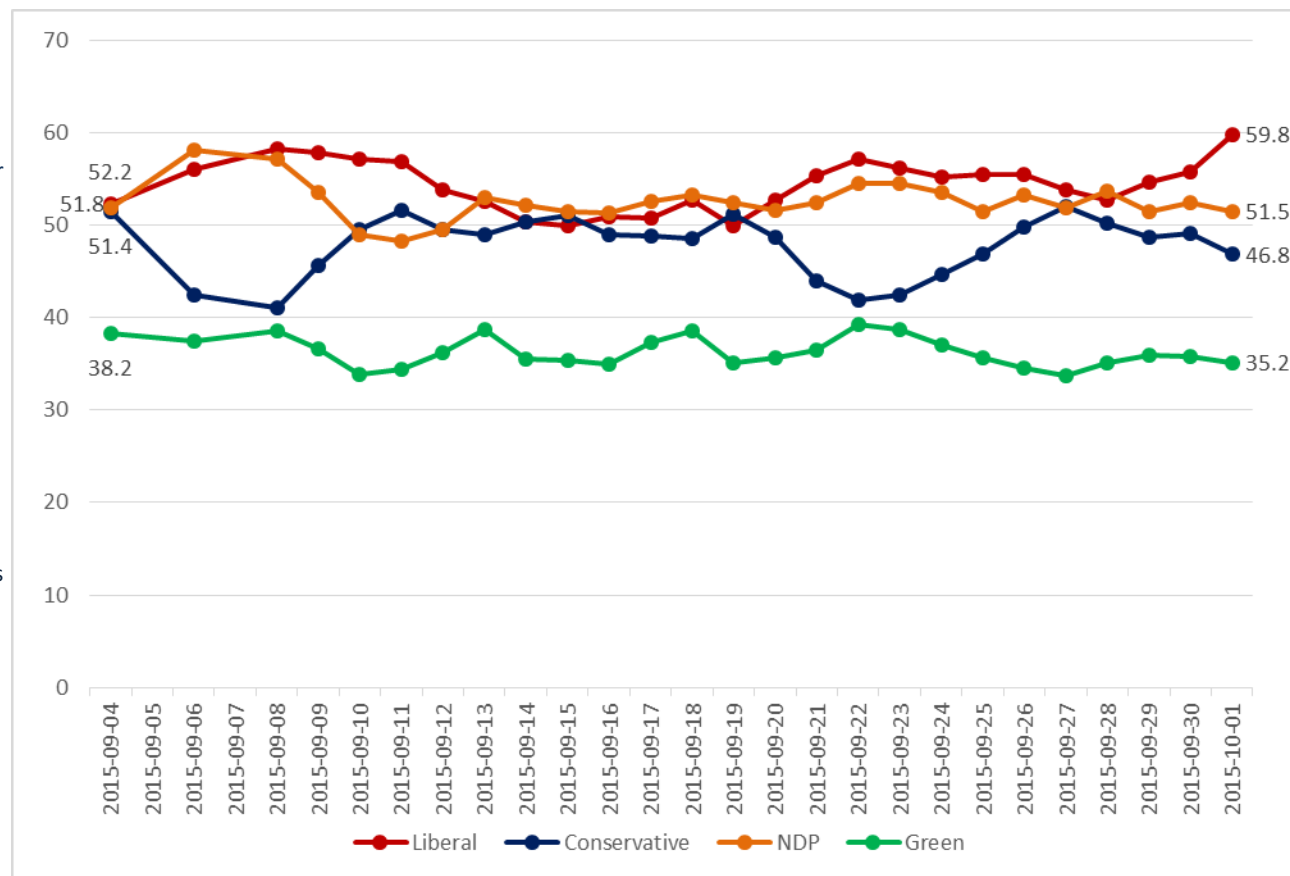
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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.

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



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



# 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.



THE GLOBE AND MAIL



NANOS SURVEY



# 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 29 <sup>th</sup> , 30 <sup>th</sup> , and October 1 <sup>st</sup> , 2015.		
Language of Survey	The survey was conducted in both English and French.		



THE GLOBE AND MAIL



NANOS SURVEY