

Harper advantage on preferred Prime Minister tracking continues

Nanos National Nightly Tracking, Three day rolling average of 1,200 voters (September 30th, October 1st, and 2nd, 2015) released October 3rd, 2015 (2 pm Eastern)

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NEWS



At a glance

- **Preferred Prime Minister** – Asked who they would prefer as Prime Minister, 32.6% of Canadians said they preferred Harper as PM followed by Trudeau at 27.7%, Mulcair at 24.4%, May at 4.8%, Duceppe at 1.7% and 8.8% were unsure.
- **Nanos Party Power Index** – The Index, which is a composite score of ballot preferences and impressions of the leaders has the Liberals with 54.5 out of a possible 100 points, the NDP with 52.8 points, the Conservatives with 50.8 points, the Greens with 30.8 points, and the BQ with 28.4 points (Quebec only).

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Nanos Tracking Data Summary: Sept 30 – Oct 2

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 ± 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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	Oct 2	Oct 1	1 Week Ago	1 Month Ago (Aug 28)	3 Months Ago (June 27)	1 Year Ago	12 Month High	12 Month Low
Canada Party Power Index								
Conservative	50.8	51.2	49.5	49.2	50.6	48.4	54.3	46.6
NDP	52.8	52.1	53.6	53.9	48.8	47.6	56.2	47.6
Liberal	54.5	54.1	53.8	50.9	57.5	59.1	60.7	49.6
Green	30.8	29.8	31.3	32.5	34.4	30.7	34.9	28.9
Bloc	28.4	29.0	30.3	34.2	24.6	26.1	34.9	22.9
Preferred Prime Minister								
Harper	32.6%	33.2%	30.2%	28.7%	28.3%	27.7%	34.1%	25.3%
Mulcair	24.4%	23.2%	24.4%	27.7%	16.8%	16.9%	29.8%	15.1%
Trudeau	27.7%	28.3%	27.2%	21.7%	30.9%	34.0%	35.8%	20.7%
May	4.8%	4.4%	5.5%	5.1%	1.0%	4.8%	6.2%	2.8%
Duceppe	1.7%	1.7%	1.9%	2.3%	6.5%	1.5%	3.4%	0.5%
Unsure	8.8%	9.3%	10.8%	14.5%	16.5%	15.2%	16.5%	8.4%
Has Qualities of a Good Political Leader								
Harper	54.9%	55.3%	53.0%	49.6%	52.0%	61.4%	59.1%	48.2%
Mulcair	59.8%	59.2%	61.7%	59.8%	50.9%	48.2%	64.3%	48.2%
Trudeau	53.9%	54.3%	56.5%	48.7%	53.6%	58.3%	63.4%	44.1%
May	35.5%	34.9%	38.3%	35.6%	35.7%	31.7%	38.3%	24.9%
Duceppe	41.1%	44.3%	42.5%	52.3%	15.6%	20.9%	55.5%	8.8%



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Preferred Prime Minister Sept 30 – Oct 2

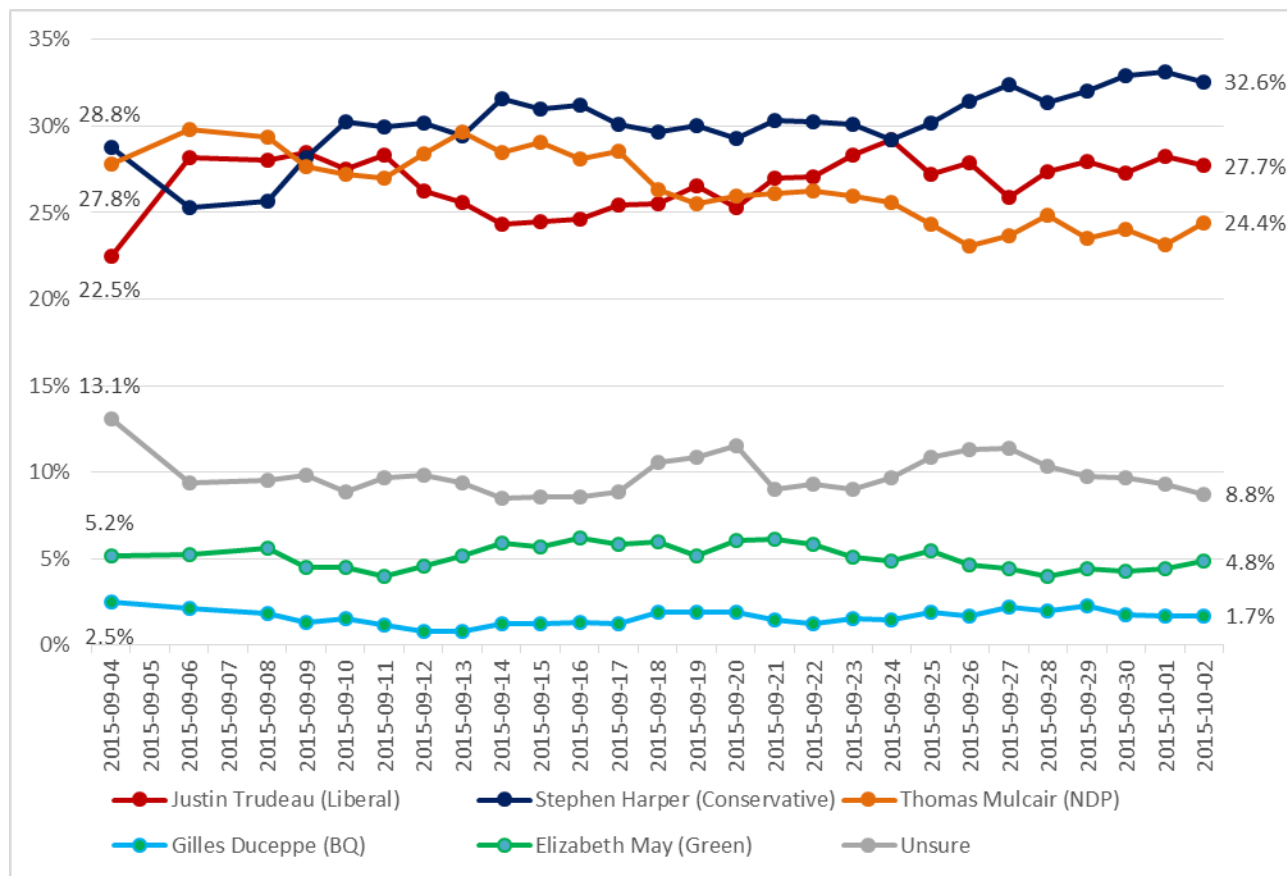
Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [First Ranked Response – Rotate Party Leaders]

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Preferred Prime Minister 2nd Choice Sept 30 – Oct 2

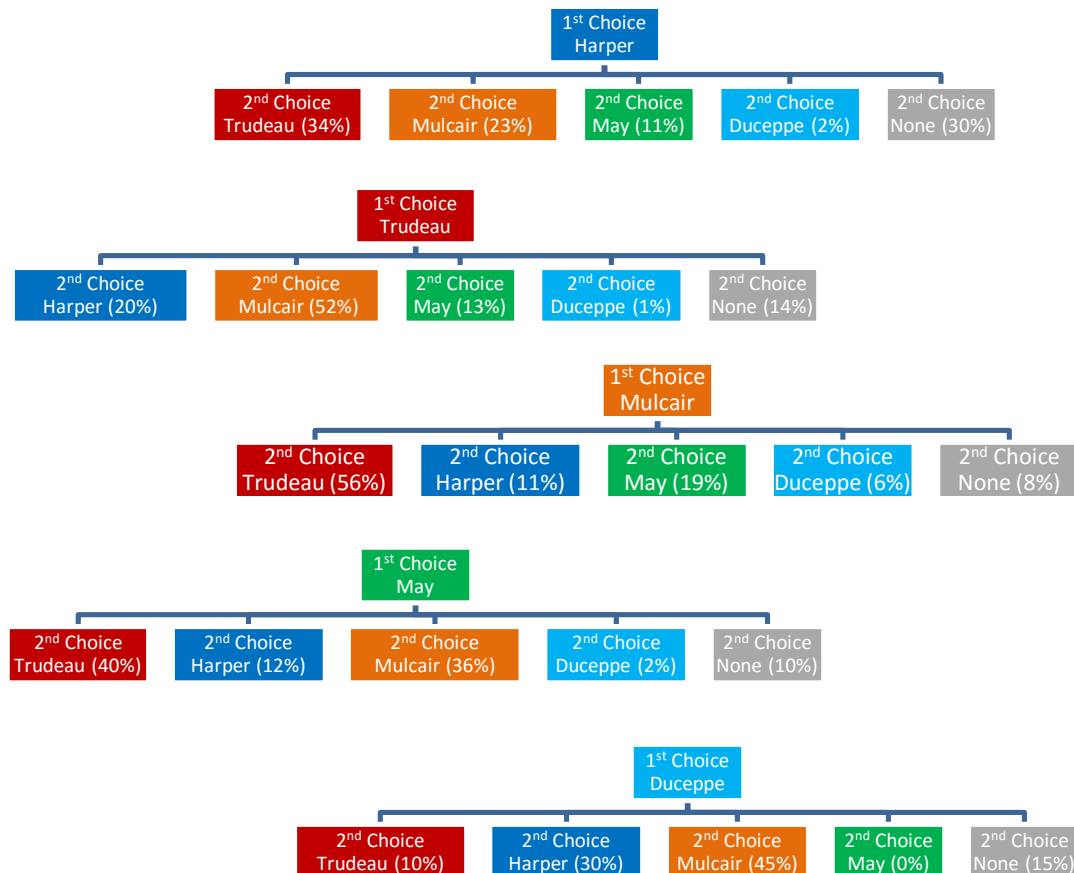
Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [First Ranked Response – Rotate Party Leaders]

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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 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 1,200 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 30 – Oct 2

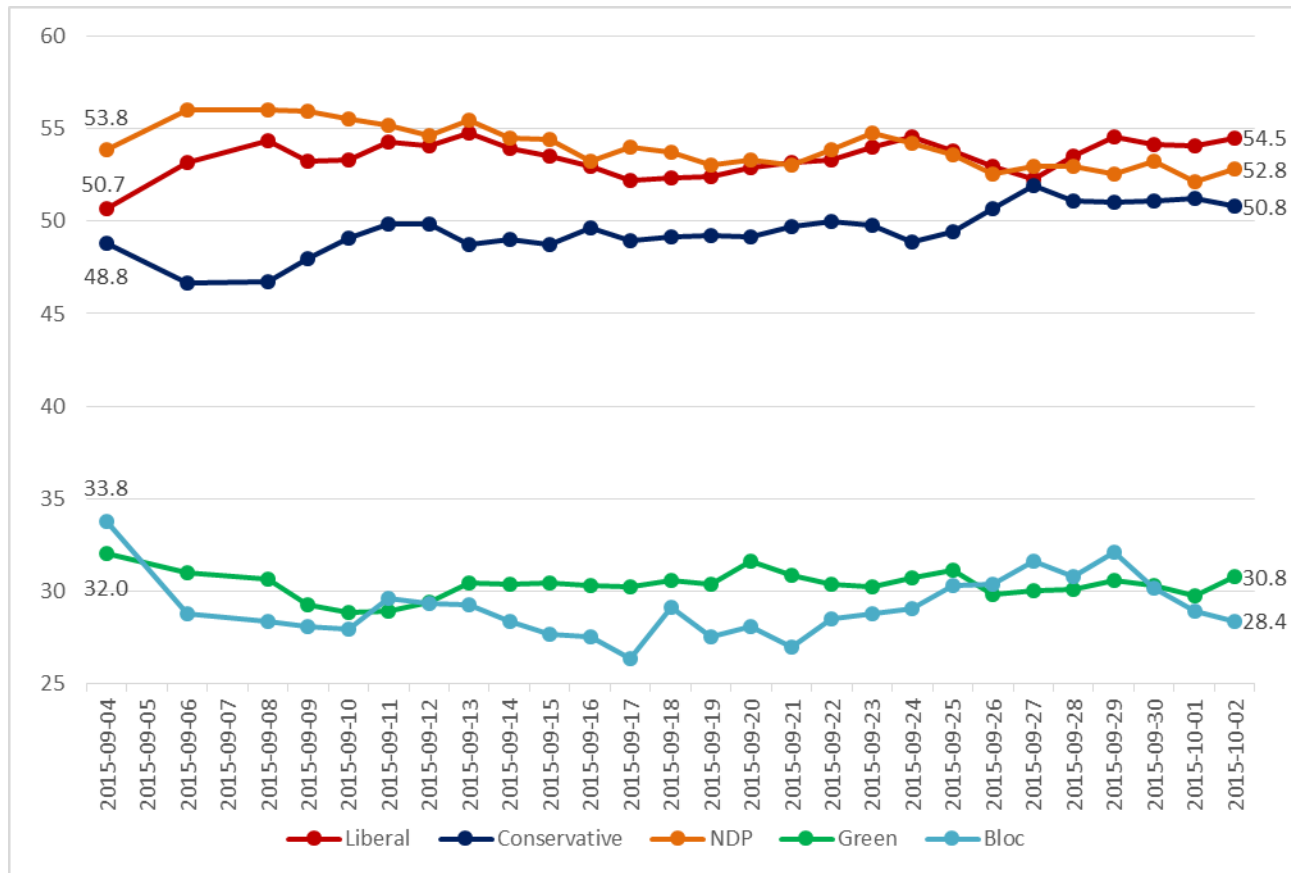
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 ± 2.8 percentage points, 19 times out of 20.

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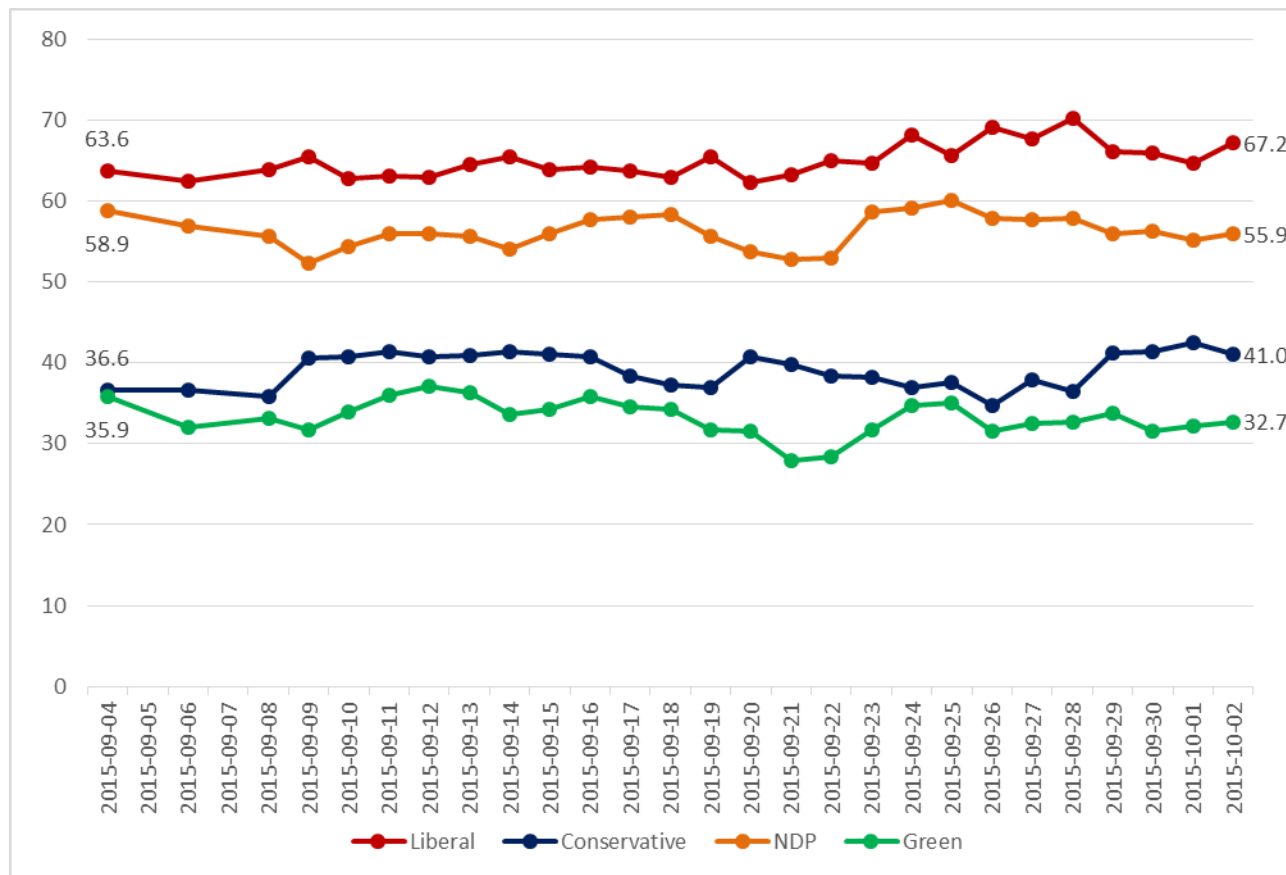


Party Power Index – Atlantic Sept 30 – Oct 2

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 ± 9.1 percentage points, 19 times out of 20.

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Party Power Index – Quebec Sept 30 – Oct 2

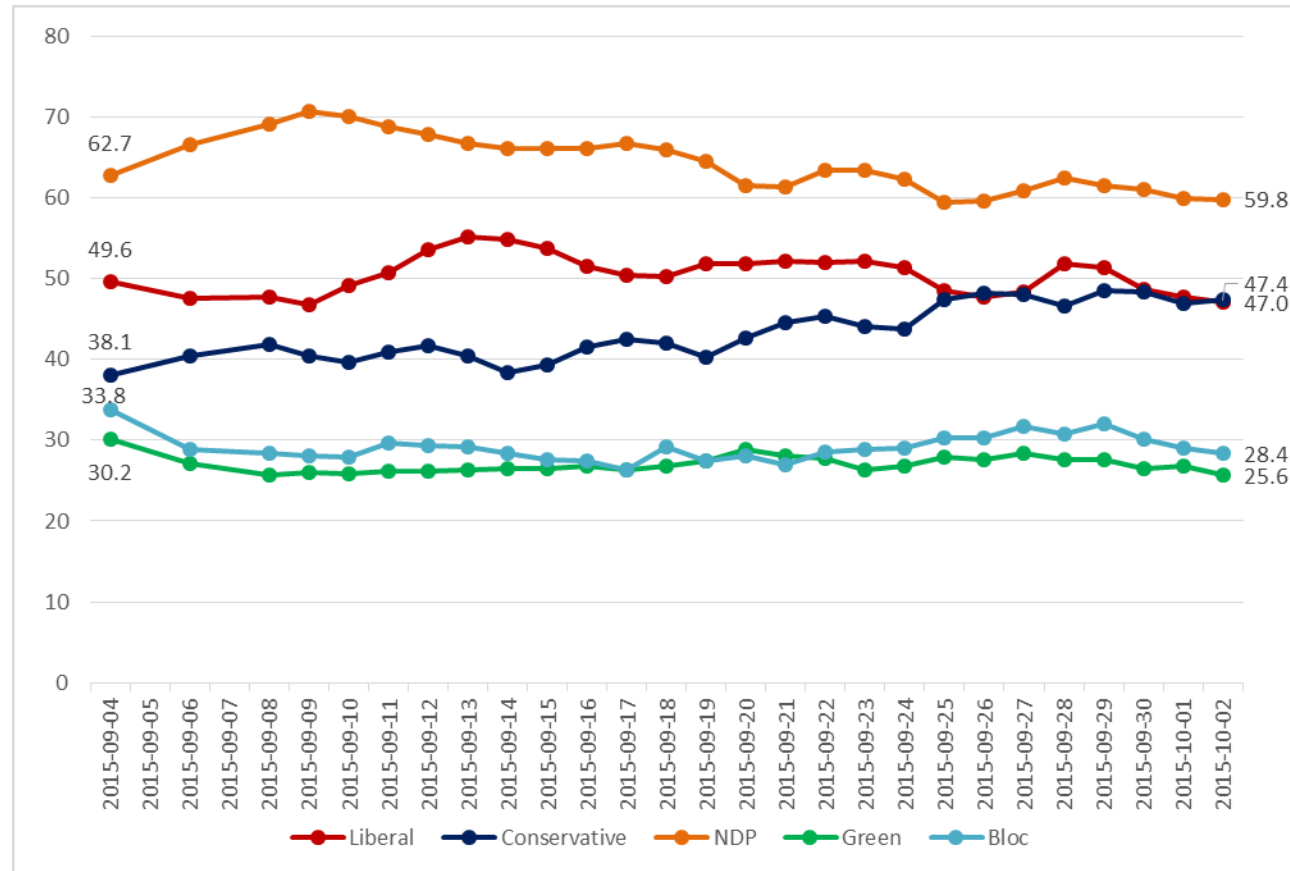
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 ± 5.7 percentage points, 19 times out of 20.

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Party Power Index – Ontario Sept 30 – Oct 2

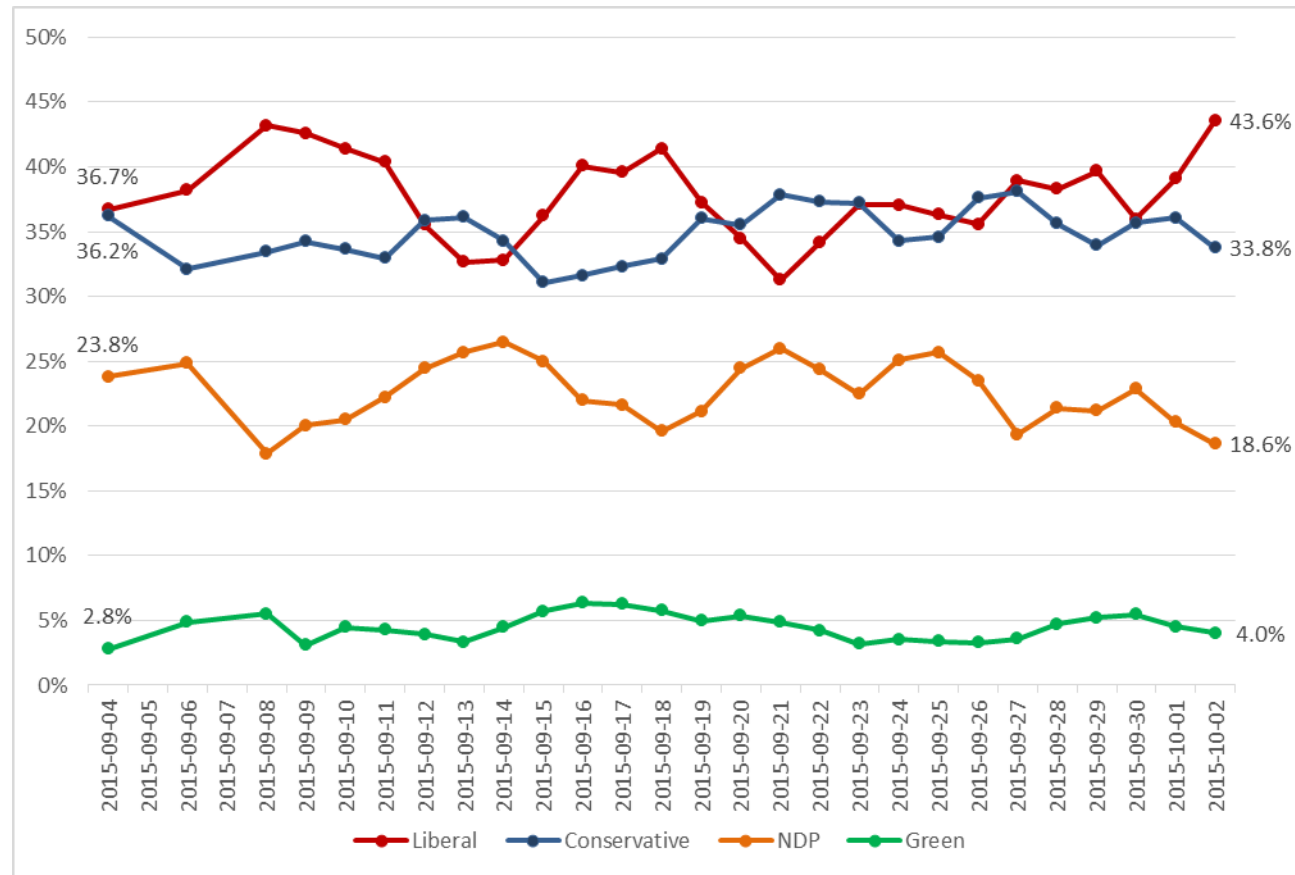
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 ± 5.2 percentage points, 19 times out of 20.

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Party Power Index – Prairies Sept 30 – Oct 2

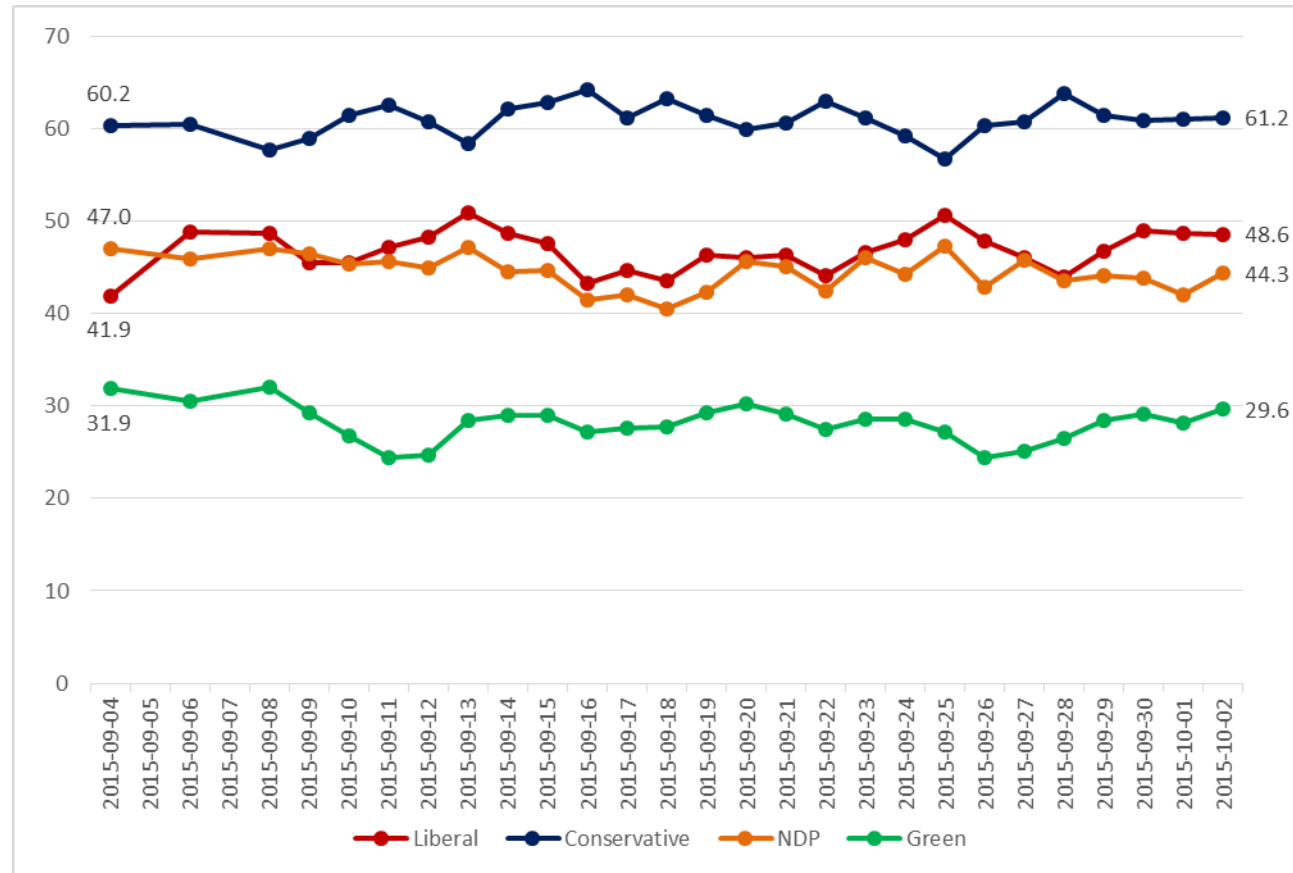
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 ± 6.4 percentage points, 19 times out of 20.

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Party Power Index – British Columbia Sept 30 – Oct 2

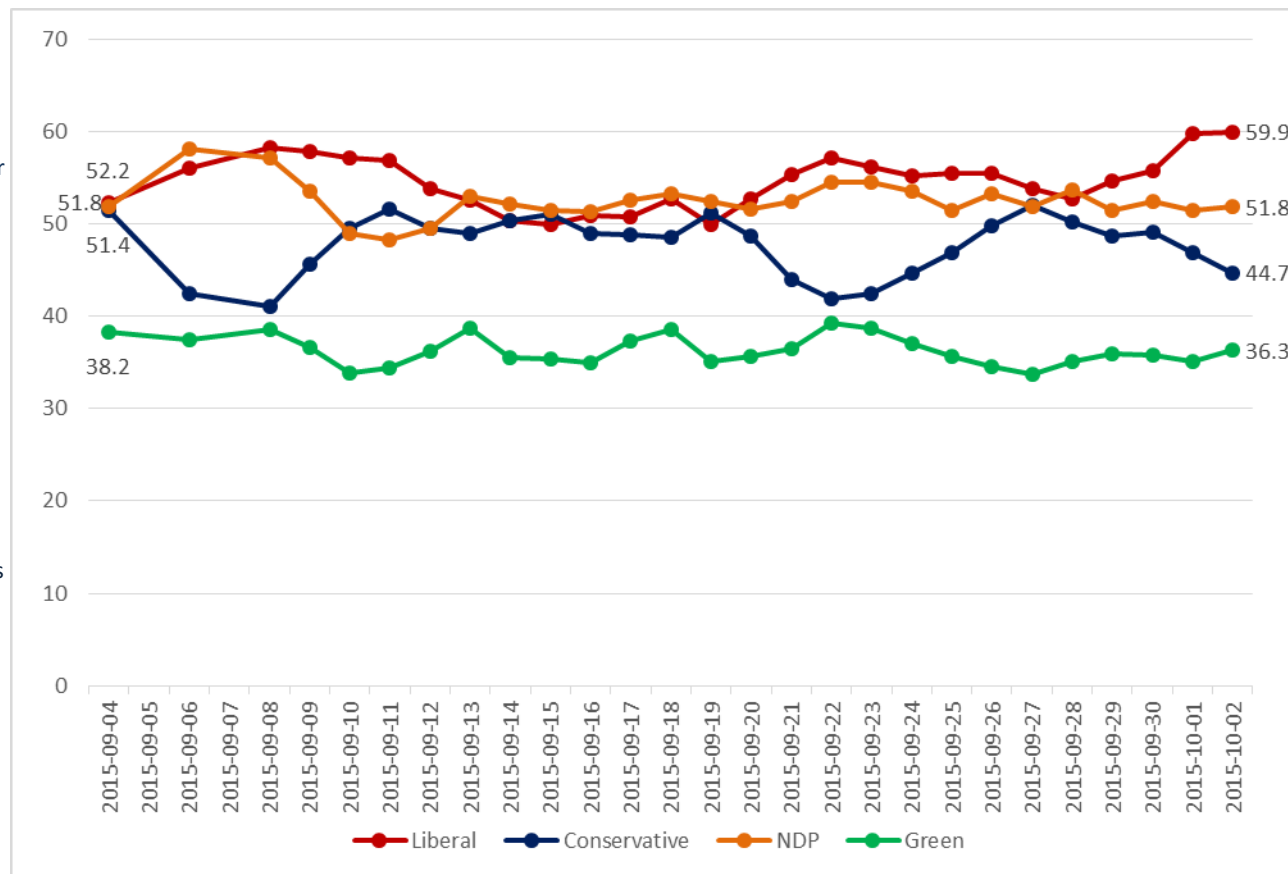
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 ± 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. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. 237 Email: nnanos@nanosresearch.com.
Field Dates	September 30 th and October 2 nd , 2015.		
Language of Survey	The survey was conducted in both English and French.		



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NANOS SURVEY

**2015-702 - CTV/Globe Election Leadership Tracking (September 30th - October 2nd, 2015) - STAT SHEET**

(First ranked Response) As you may know [Rotate] Justin Trudeau is the leader of the federal Liberal party, Steven Harper is the leader of the Conservative Party of Canada, Gilles Duceppe is the leader of the Bloc Quebecois, Thomas Mulcair is the leader of the federal NDP and Elizabeth May is the leader of the federal Green Party. Of the current federal political party leaders, could you please rank your top two current preferences for Prime Minister?

			Region						Gender		Age				
			Tracking Sept 30 - Oct 2	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
First ranked Preferred Prime Minister	Total	Unwgt N	1200	120	300	360	240	180	604	596	193	190	228	250	339
		Wgt N	1200	120	300	360	240	180	604	596	240	204	253	222	282
	Justin Trudeau	%	27.7	41.3	21.3	30.7	20.1	33.4	24.9	30.5	31.3	20.9	29.5	28.4	27.4
	Stephen Harper	%	32.6	24.8	25.5	34.2	48.0	25.5	38.1	27.0	25.7	33.8	30.1	33.3	39.1
	Thomas Mulcair	%	24.4	22.3	35.3	19.8	19.2	23.8	24.7	24.2	28.2	24.2	25.8	23.1	21.2
	Gilles Duceppe	%	1.7	.0	6.9	.0	.0	.0	1.6	1.9	1.3	2.0	1.6	2.9	1.0
	Elizabeth May	%	4.8	3.4	1.7	5.5	4.9	9.8	4.9	4.8	3.3	7.3	4.8	5.0	4.3
	Unsure	%	8.8	8.1	9.3	9.8	7.8	7.4	5.9	11.7	10.2	11.9	8.1	7.3	7.0

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**2015-702 – CTV/Globe Election Leadership Tracking (September 30th – October 2nd, 2015) – STAT SHEET**

(Second Ranked Response) As you may know [Rotate] Justin Trudeau is the leader of the federal Liberal party, Steven Harper is the leader of the Conservative Party of Canada, Gilles Duceppe is the leader of the Bloc Quebecois, Thomas Mulcair is the leader of the federal NDP and Elizabeth May is the leader of the federal Green Party. Of the current federal political party leaders, could you please rank your top two current preferences for Prime Minister?

			Region					Gender		Age					
			Tracking Sept 30 – Oct 2	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Second ranked Preferred Prime Minister	Total	Unwgt N	1095	109	271	325	221	169	567	528	174	166	211	230	314
		Wgt N	1095	110	272	325	221	167	569	526	215	179	232	206	263
	Justin Trudeau	%	29.5	26.7	29.2	25.7	35.6	30.8	33.9	24.7	30.8	36.0	23.3	30.7	28.3
	Stephen Harper	%	10.2	8.1	12.0	12.3	5.3	11.2	11.0	9.3	9.7	9.7	12.1	8.8	10.4
	Thomas Mulcair	%	26.8	34.2	25.8	30.2	20.5	25.6	25.4	28.4	28.2	27.8	27.3	26.1	25.2
	Gilles Duceppe	%	2.7	.0	11.1	.0	.0	.0	2.9	2.6	3.5	2.0	3.3	2.5	2.3
	Elizabeth May	%	12.8	18.2	7.5	13.8	13.3	15.1	10.1	15.6	12.4	15.8	16.2	10.7	9.5
	Unsure/no second choice	%	18.0	12.7	14.5	18.1	25.3	17.3	16.7	19.3	15.4	8.8	17.7	21.1	24.2

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2015-702 – CTV/Globe Election Leadership Tracking (September 30th – October 2nd, 2015) – STAT SHEET

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?
[Rotate]

			Region						Gender		Age				
			Tracking Sept 30 – Oct 2	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Justin Trudeau	Total	Unwgt N	1200	120	300	360	240	180	604	596	193	190	228	250	339
		Wgt N	1200	120	300	360	240	180	604	596	240	204	253	222	282
	Have	%	53.9	70.9	43.8	58.4	45.9	61.4	51.7	56.2	64.0	53.6	50.4	54.7	48.2
	Not have	%	36.4	21.9	43.0	35.7	43.7	26.7	40.3	32.5	27.7	33.1	37.0	37.8	44.6
	Unsure	%	9.7	7.3	13.2	5.9	10.4	11.9	8.0	11.3	8.4	13.3	12.5	7.5	7.2

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?
[Rotate]

			Region						Gender		Age				
			Tracking Sept 30 – Oct 2	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Stephen Harper	Total	Unwgt N	1200	120	300	360	240	180	604	596	193	190	228	250	339
		Wgt N	1200	120	300	360	240	180	604	596	240	204	253	222	282
	Have	%	54.9	42.4	53.0	57.8	64.1	48.4	61.9	47.9	49.9	56.2	56.3	53.9	57.8
	Not have	%	40.4	51.6	40.4	39.0	31.6	47.6	34.6	46.3	42.9	39.2	39.9	40.6	39.6
	Unsure	%	4.7	6.0	6.6	3.1	4.3	4.0	3.5	5.8	7.2	4.6	3.8	5.6	2.6

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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?
[Rotate]

			Region					Gender		Age					
			Tracking Sept 30 – Oct 2	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Thomas Mulcair	Total	Unwgt N	1200	120	300	360	240	180	604	596	193	190	228	250	339
		Wgt N	1200	120	300	360	240	180	604	596	240	204	253	222	282
	Have	%	59.8	68.7	63.9	62.9	48.4	56.0	61.8	57.8	67.4	64.1	61.6	53.6	53.5
	Not have	%	29.9	19.4	27.1	28.2	40.5	30.9	29.8	30.0	23.9	23.2	25.9	37.1	37.9
	Unsure	%	10.3	11.8	9.0	8.9	11.1	13.1	8.4	12.2	8.7	12.8	12.5	9.4	8.6

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?
[Rotate]

			Region		Gender		Age				
			Tracking Sept 30 - Oct 2	Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Gilles Duceppe	Total	Unwgt N	300	300	150	150	54	58	57	57	74
		Wgt N	300	300	150	150	59	48	63	55	75
	Have	%	41.1	41.1	37.5	44.7	40.0	39.6	51.1	41.8	34.1
	Not have	%	50.9	50.9	55.8	46.0	45.2	55.5	41.0	47.4	63.4
	Unsure	%	8.0	8.0	6.6	9.3	14.8	4.9	7.8	10.8	2.5

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[Rotate]

			Region						Gender		Age				
			Tracking Sept 30 – Oct 2	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Elizabeth May	Total	Unwgt N	1200	120	300	360	240	180	604	596	193	190	228	250	339
		Wgt N	1200	120	300	360	240	180	604	596	240	204	253	222	282
	Have	%	35.5	39.5	25.7	39.5	34.9	41.9	32.2	38.9	44.6	31.8	34.5	34.3	32.2
	Not have	%	46.3	43.5	53.5	42.8	46.6	42.5	53.6	38.8	36.7	44.3	45.1	48.8	54.7
	Unsure	%	18.3	17.0	20.8	17.7	18.5	15.7	14.3	22.3	18.7	23.9	20.4	16.8	13.0

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2015-702 – CTV/Globe Election Leadership Tracking (September 30th – October 2nd, 2015) – STAT SHEET

Report						
Region		Overall Brand Index> Liberal	Overall Brand Index> Conservative	Overall Brand Index> NDP	Overall Brand Index> Green	Overall Brand Index> BQ
Atlantic	Mean	.6718	.4103	.5590	.3273	
	N	120	120	120	120	
Quebec	Mean	.4702	.4735	.5980	.2563	.2838
	N	300	300	300	300	300
Ontario	Mean	.5782	.5303	.5216	.3247	
	N	360	360	360	360	
Prairies	Mean	.4856	.6118	.4431	.2963	
	N	240	240	240	240	
British Columbia	Mean	.5992	.4472	.5183	.3633	
	N	180	180	180	180	
Total	Mean	.5452	.5079	.5283	.3080	.2838
	N	1200	1200	1200	1200	300

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Report						
Gender		Overall Brand Index> Liberal	Overall Brand Index> Conservative	Overall Brand Index> NDP	Overall Brand Index> Green	Overall Brand Index> BQ
Male	Mean	.5345	.5478	.5172	.2814	.2775
	N	604	604	604	604	150
Female	Mean	.5560	.4675	.5395	.3349	.2901
	N	596	596	596	596	150
Total	Mean	.5452	.5079	.5283	.3080	.2838
	N	1200	1200	1200	1200	300

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Report						
Age		Overall Brand Index> Liberal	Overall Brand Index> Conservative	Overall Brand Index> NDP	Overall Brand Index> Green	Overall Brand Index> BQ
18 to 29	Mean	.6005	.4758	.5753	.3470	.3324
	N	240	240	240	240	59
30 to 39	Mean	.5614	.5114	.5571	.3381	.2683
	N	204	204	204	204	48
40 to 49	Mean	.5288	.5138	.5464	.3191	.3135
	N	253	253	253	253	63
50 to 59	Mean	.5484	.5059	.5017	.2828	.2917
	N	222	222	222	222	55
60 plus	Mean	.4986	.5290	.4721	.2629	.2244
	N	282	282	282	282	75
Total	Mean	.5452	.5079	.5283	.3080	.2838
	N	1200	1200	1200	1200	300

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Second ranked Preferred Prime Minister * First ranked Preferred Prime Minister Crosstabulation

			First ranked Preferred Prime Minister					Total
			Justin Trudeau	Stephen Harper	Thomas Mulcair	Gilles Duceppe	Elizabeth May	
Second ranked Preferred Prime Minister	Justin Trudeau	Count	0	134	163	2	23	322
		% within First ranked Preferred Prime Minister	0.0%	34.4%	55.8%	10.0%	39.7%	29.5%
	Stephen Harper	Count	66	0	33	6	7	112
		% within First ranked Preferred Prime Minister	19.9%	0.0%	11.3%	30.0%	12.1%	10.3%
	Thomas Mulcair	Count	173	91	0	9	21	294
		% within First ranked Preferred Prime Minister	52.1%	23.3%	0.0%	45.0%	36.2%	26.9%
	Gilles Duceppe	Count	3	7	18	0	1	29
		% within First ranked Preferred Prime Minister	0.9%	1.8%	6.2%	0.0%	1.7%	2.7%
	Elizabeth May	Count	43	41	55	0	0	139
		% within First ranked Preferred Prime Minister	13.0%	10.5%	18.8%	0.0%	0.0%	12.7%
	Unsure/no second choice	Count	47	117	23	3	6	196
		% within First ranked Preferred Prime Minister	14.2%	30.0%	7.9%	15.0%	10.3%	17.9%
Total		Count	332	390	292	20	58	1092
		% within First ranked Preferred Prime Minister	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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