

Mulcair and Trudeau more likely to be preferred as PM over Harper

*Nanos National Nightly Tracking, Three day rolling average of 1,200 voters
(September 5, 6, and 8 2015) released September 9th, 2015 (2pm Eastern)*

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NEWS



At a glance

- **Preferred Prime Minister** – Both Mulcair (29%) and Trudeau (28%) are more likely to be preferred as PM over Harper (26%). Six per cent of Canadians preferred May as leader and ten per cent were unsure.
- **Qualities of a Good Political Leader** – On a series of independent questions for each party leader, 63% of Canadians thought Mulcair had the qualities of a good political leader (54% for Trudeau, 48% for Harper, 34% for May and 40% - Quebec only – for Duceppe). Harper has hit a new 12 month low on this measure.
- **Nanos Party Power Index** – The NDP scored 56 out of a possible 100 points on the Index while the Liberals scored 54 points, the Conservatives 47 points, the Green Party 31 points and the BQ 28 points (QC only).

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NANOS SURVEY

Nanos Tracking Data Summary: Sept 5, 6, & 8

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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		Sept 8	Sept 7	1 Week Ago	1 Month Ago (Aug 8)	3 Months Ago (June 6)	1 Year Ago	12 Month High	12 Month Low
Canada Party Power Index									
	Conservative	46.7	46.6	48.8	52.5	52.0	50.0	54.3	46.6
	NDP	56.0	55.9	53.8	54.7	55.2	47.7	56.2	49.6
	Liberal	54.3	53.2	50.7	49.6	54.0	58.2	60.7	49.6
	Green	30.7	31.0	32.2	30.1	31.0	30.7	34.9	29.2
	Bloc	28.4	28.8	33.8	24.8	26.3	25.4	34.9	22.9
Preferred Prime Minister									
	Harper	25.7%	25.3%	28.8%	31.0%	29.0%	29.3%	34.1%	25.3%
	Mulcair	29.4%	29.8%	27.8%	26.8%	25.1%	15.1%	29.8%	15.1%
	Trudeau	28.0%	28.2%	22.5%	21.3%	27.1%	33.8%	35.8%	20.7%
	May	5.6%	5.2%	5.2%	3.2%	3.7%	4.9%	5.7%	2.8%
	Duceppe	1.9%	2.1%	2.8%	2.5%	0.7%	1.3%	3.4%	0.5%
	Unsure	9.5%	9.4%	13.1%	15.2%	14.5%	15.6%	16.5%	9.4%
Has Qualities of a Good Political Leader									
	Harper	48.2%	49.3%	50.5%	53.0%	55.4%	54.3%	59.1%	48.2%
	Mulcair	62.5%	62.8%	60.9%	57.8%	27.2%	48.5%	59.8%	48.2%
	Trudeau	53.9%	53.0%	49.1%	44.4%	52.4%	58.3%	62.8%	44.1%
	May	34.4%	34.5%	35.3%	25.9%	27.6%	31.9%	35.6%	24.9%
	Duceppe	39.6%	39.8%	50.8%	48.3%	20.3%	16.0%	55.5%	8.8%



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Preferred Prime Minister Sept 5, 6, & 8

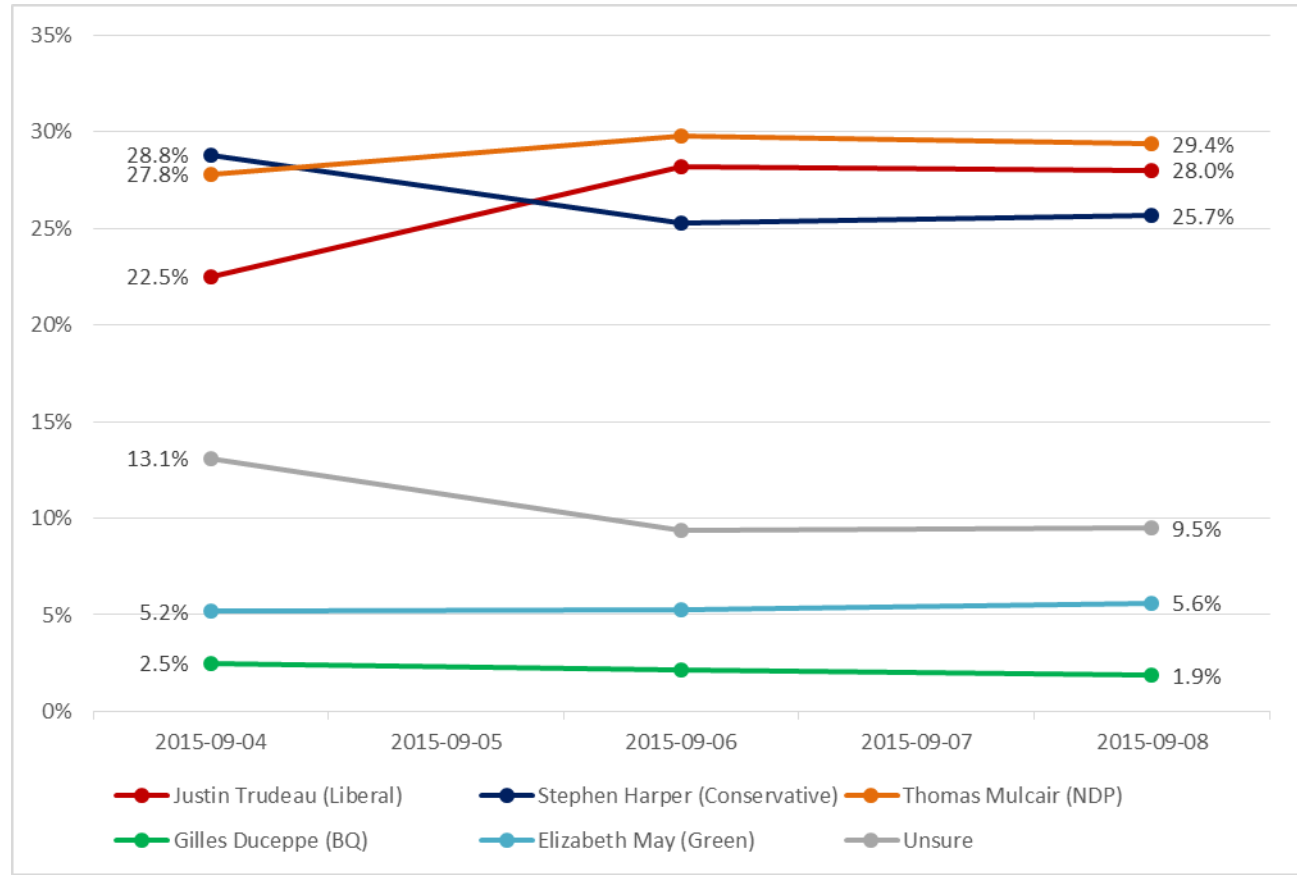
Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister?
[ROTATE PARTY LEADERS]

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 ± 2.8 percentage points, 19 times out of 20.

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Preferred Prime Minister 2nd Choice Sept 5, 6, & 8

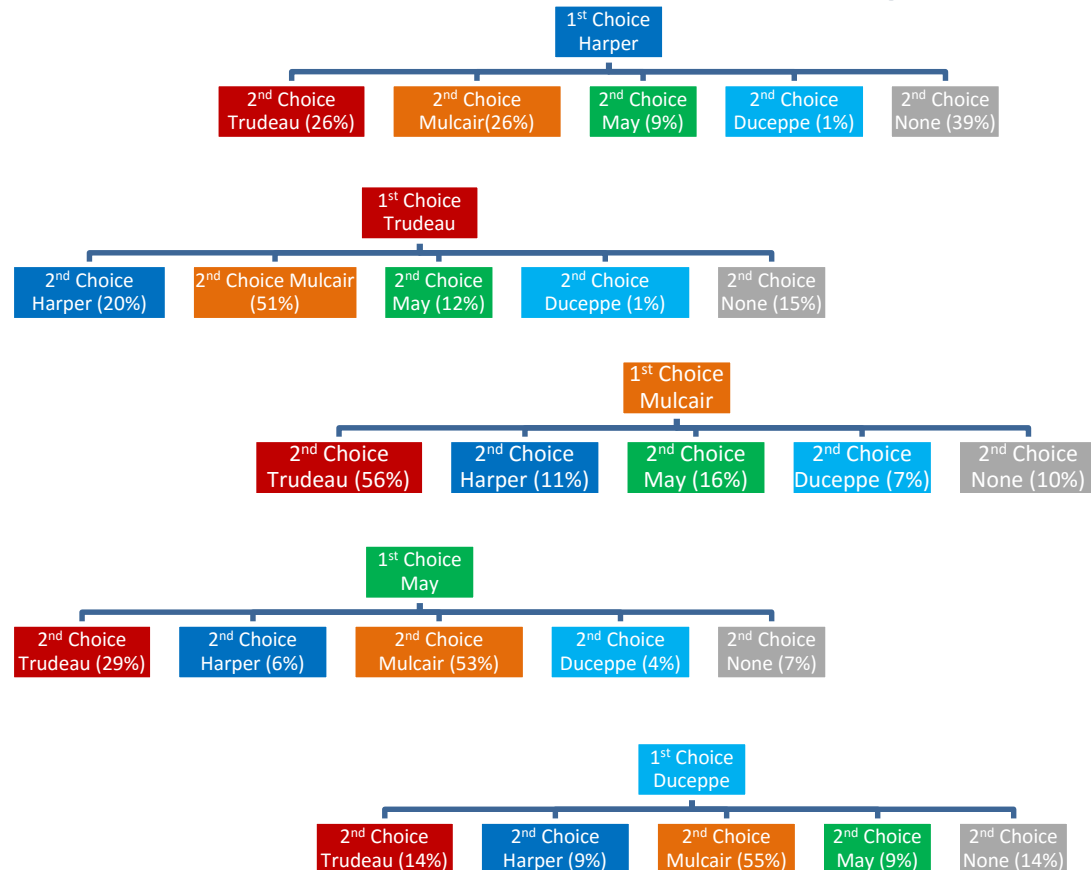
Question: Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

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NANOS SURVEY

Party Power Index Sept 5, 6, & 8

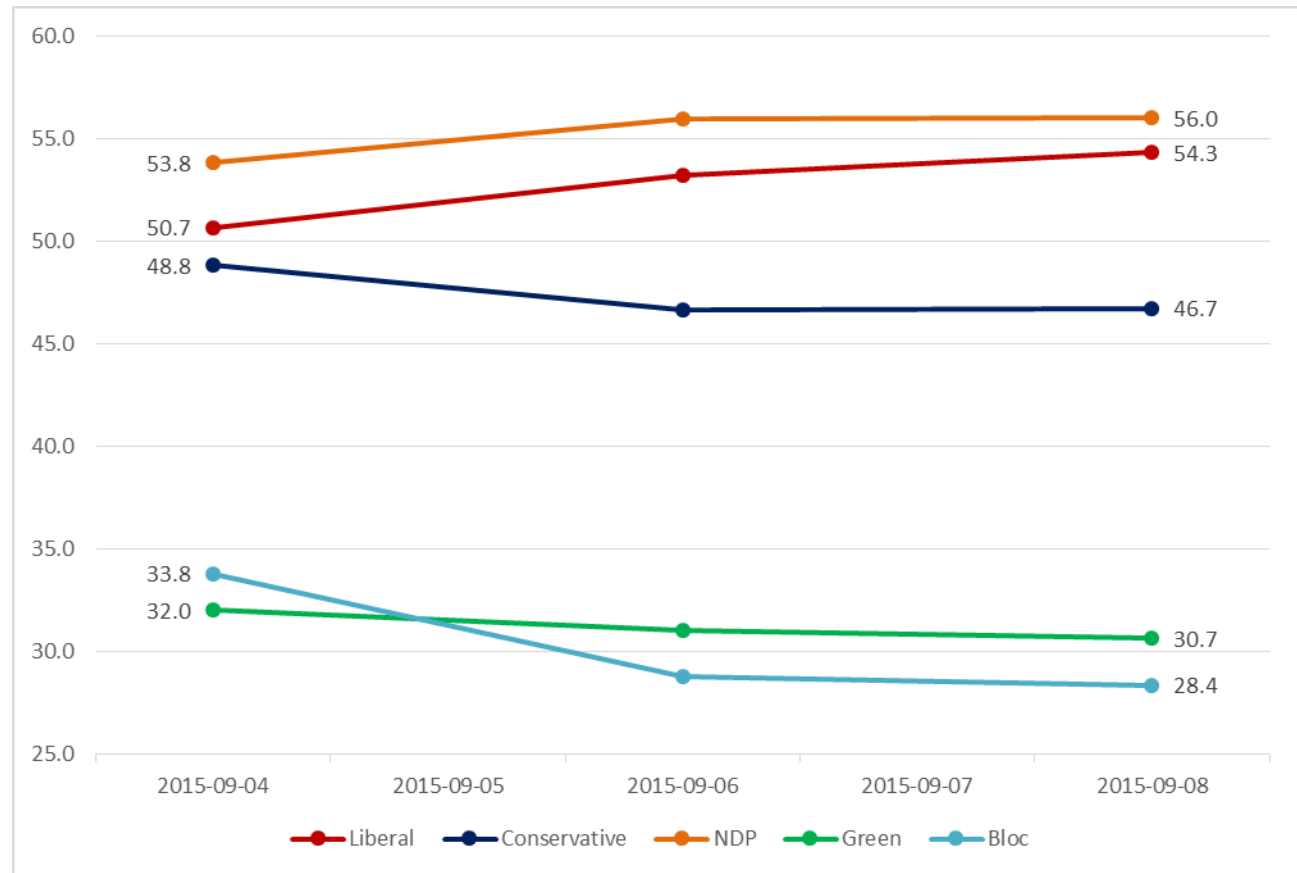
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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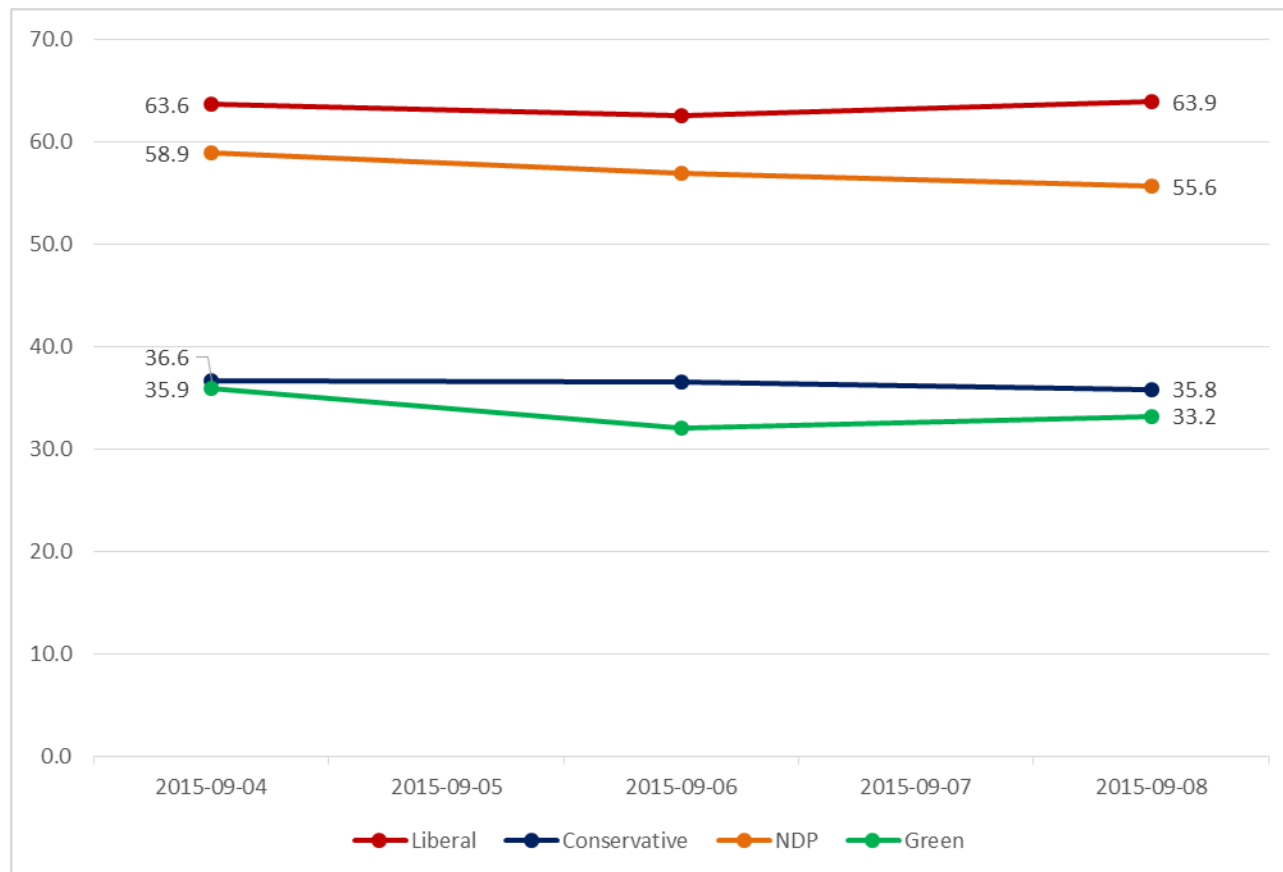


Party Power Index – Atlantic Sept 5, 6, & 8

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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 5, 6, & 8

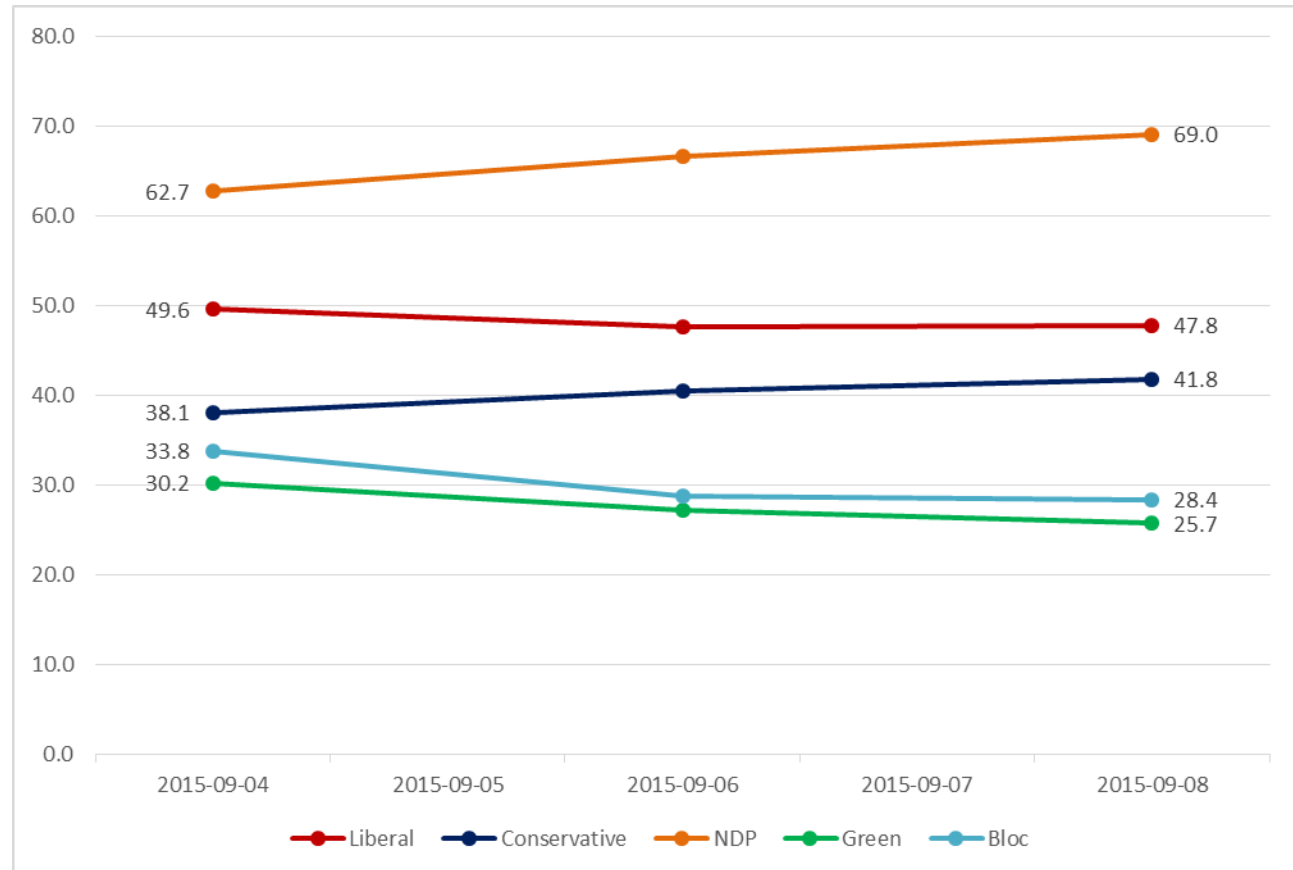
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 5, 6, & 8

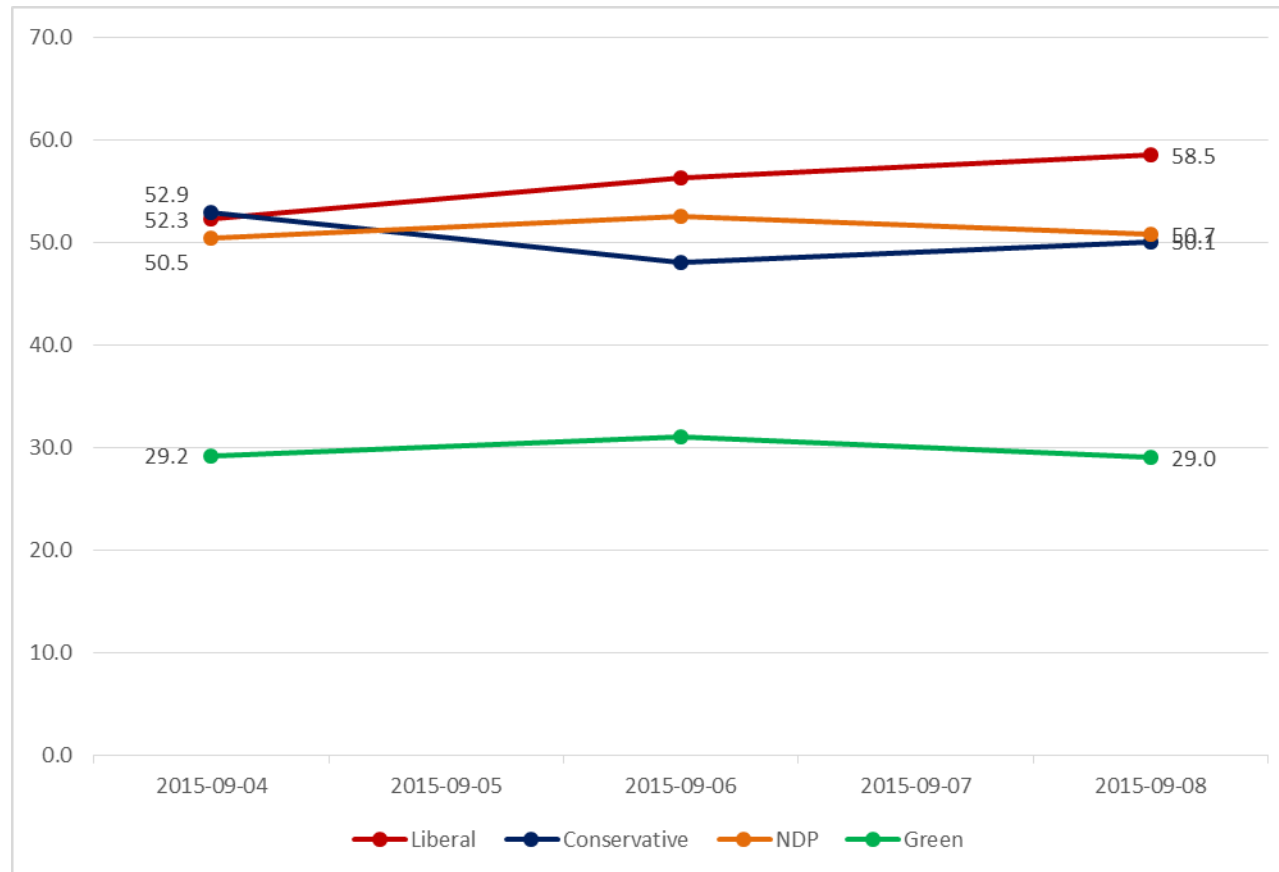
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 120 individuals is accurate ± 5.2 percentage points, 19 times out of 20.

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Party Power Index – Prairies Sept 5, 6, & 8

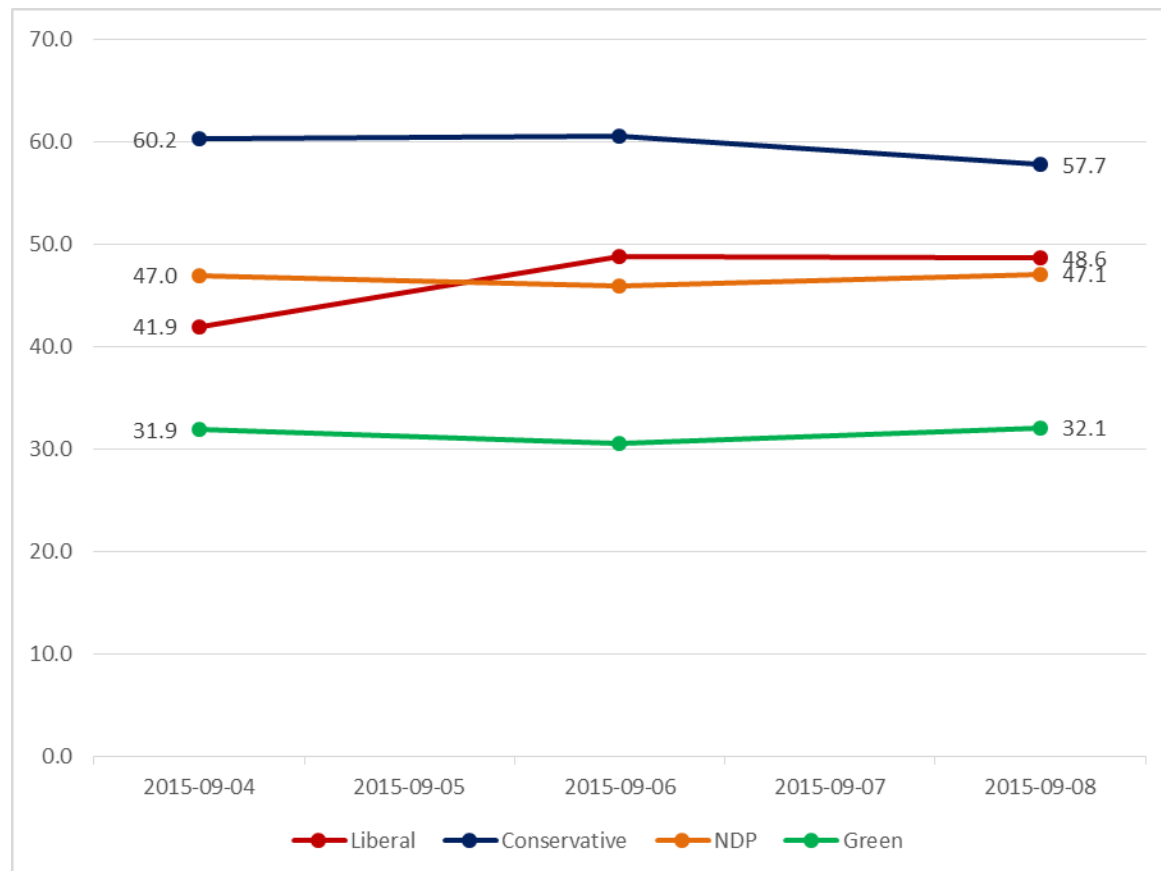
The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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 5, 6, & 8

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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.

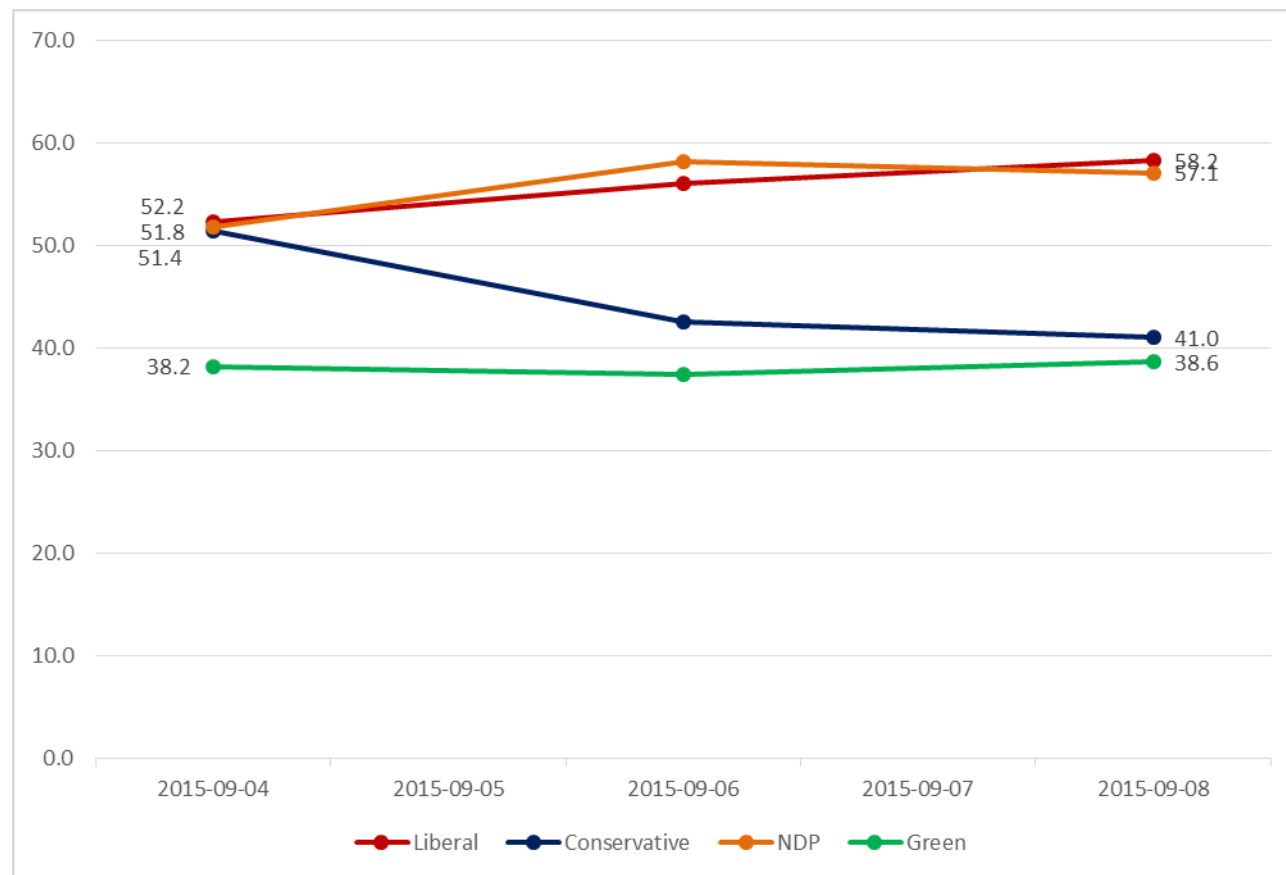
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Survey Methodology

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.

Technical Notes

Element	Description
Organization who commissioned the research	CTV; Globe and Mail; Nanos Research
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.
Margin of Error	±2.8 percentage points, 19 times out of 20.
Mode of Survey	Tracking; RDD dual frame (land- and cell-lines) random telephone survey.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.
Field Dates	September 5, 6, and 8, 2015.
Language of Survey	The survey was conducted in both English and French.

Element	Description
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
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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
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.
Estimated Response Rate	Nine percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was part of a nightly omnibus survey. The preceding module included questions about national issues of concern and ballot preferences.
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.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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