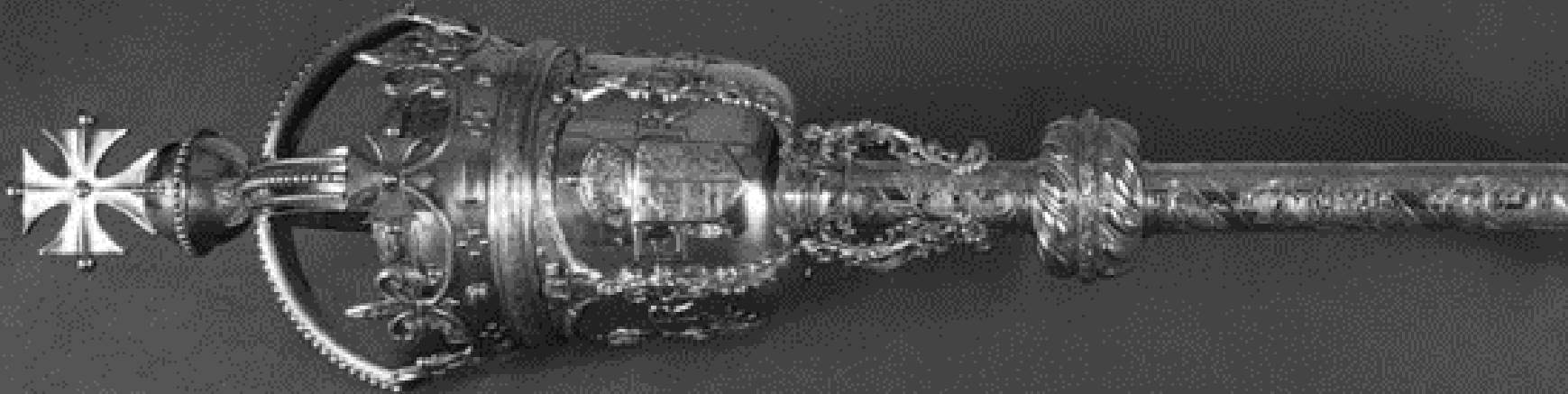# *Preferred PM: Trudeau 52%, Ambrose 15%, Mulcair 11% in Nanos tracking*

Nanos Weekly Tracking ending April 29th, 2016 (released May 3rd, - 6 am Eastern)

At a glance

- **Preferred Prime Minister** – More than one of two Canadians preferred Trudeau as Prime Minister (51.6%) followed by Ambrose at 15.2%, Mulcair at 10.7% and May at 5.8% (15.9% were unsure who they preferred as PM).

- **Qualities of a Good Political Leader** – Asked a series of independent questions for each federal party leader almost seven of ten Canadians (69.4%) thought Trudeau had the qualities of a good political leader while 51.9% of Canadians thought Mulcair had the qualities of a good political leader. The third highest score on this was registered by May (35.0%) followed by Ambrose (31.1%).

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Nanos Leadership Tracking Data Summary

LEADERSHIP

A national dual-frame (land+cell) random telephone survey is conducted weekly by Nanos Research using live agents.

The weekly tracking figures are based on a four-week rolling sample comprised of 1,000 interviews. To update the tracking a new week of 250 interviews is added and the oldest week dropped. The margin of error for a survey of 1,000 respondents is ±3.1 percentage points, 19 times out of 20.

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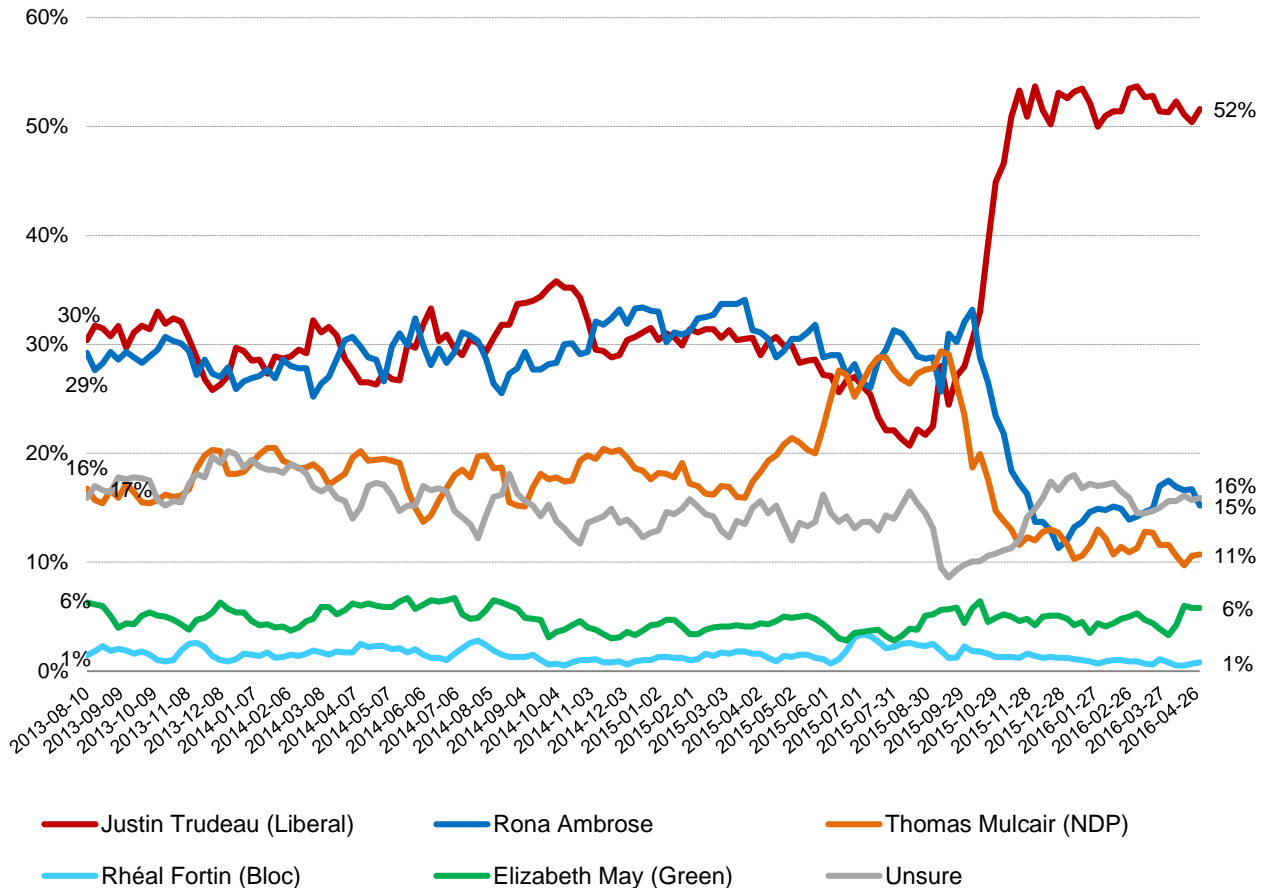   nnanos@nanosresearch.com
          Twitter: @niknanos

Preferred Prime Minister	This week	Last week	Oct 18 (Election Call)	4 Weeks Ago	3 Months Ago (Jan 29)	1 Year Ago	12 Month High	12 Month Low
Trudeau	51.6%	50.4%	35.5%	53.3%	50.0%	29.9%	53.7%	20.7%
Ambrose	15.2%	16.7%	29.1%	17.5%	14.9%	30.5%	34.1%	11.3%
Mulcair	10.7%	10.6%	18.9%	11.6%	13.0%	21.4%	29.8%	9.7%
May	5.8%	5.8%	5.2%	3.3%	4.4%	4.9%	6.4%	2.8%
Fortin	0.8%	0.7%	1.8%	0.8%	0.7%	1.3%	3.4%	0.5%
Unsure	15.9%	15.7%	9.6%	15.6%	17.0%	12.0%	18.5%	8.4%

Has Qualities of a Good Political Leader

	This week	Last week	Oct 18 (Election Call)	4 Weeks Ago	3 Months Ago (Jan 29)	1 Year Ago	12 Month High	12 Month Low
Trudeau	69.4%	67.9%	69.3%	66.5%	50.0%	54.0%	73.8%	44.1%
Mulcair	51.9%	50.6%	53.8%	54.4%	54.8%	56.1%	64.3%	41.8%
Ambrose	31.1%	32.7%	27.1%	34.5%	31.8%	57.5%	59.7%	27.0%
Fortin	15.0%	16.7%	15.4%	13.7%	11.1%	19.2%	55.5%	8.8%
May	35.0%	35.3%	41.8%	35.9%	36.5%	34.4%	43.0%	24.9%

National – Weekly Tracking – Preferred Prime Minister First Ranked Choice (Ending April 29th, 2016, n=1,000)

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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Legend:
- Justin Trudeau (Liberal)
- Rona Ambrose
- Thomas Mulcair (NDP)
- Rhéal Fortin (Bloc)
- Elizabeth May (Green)
- Unsure

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
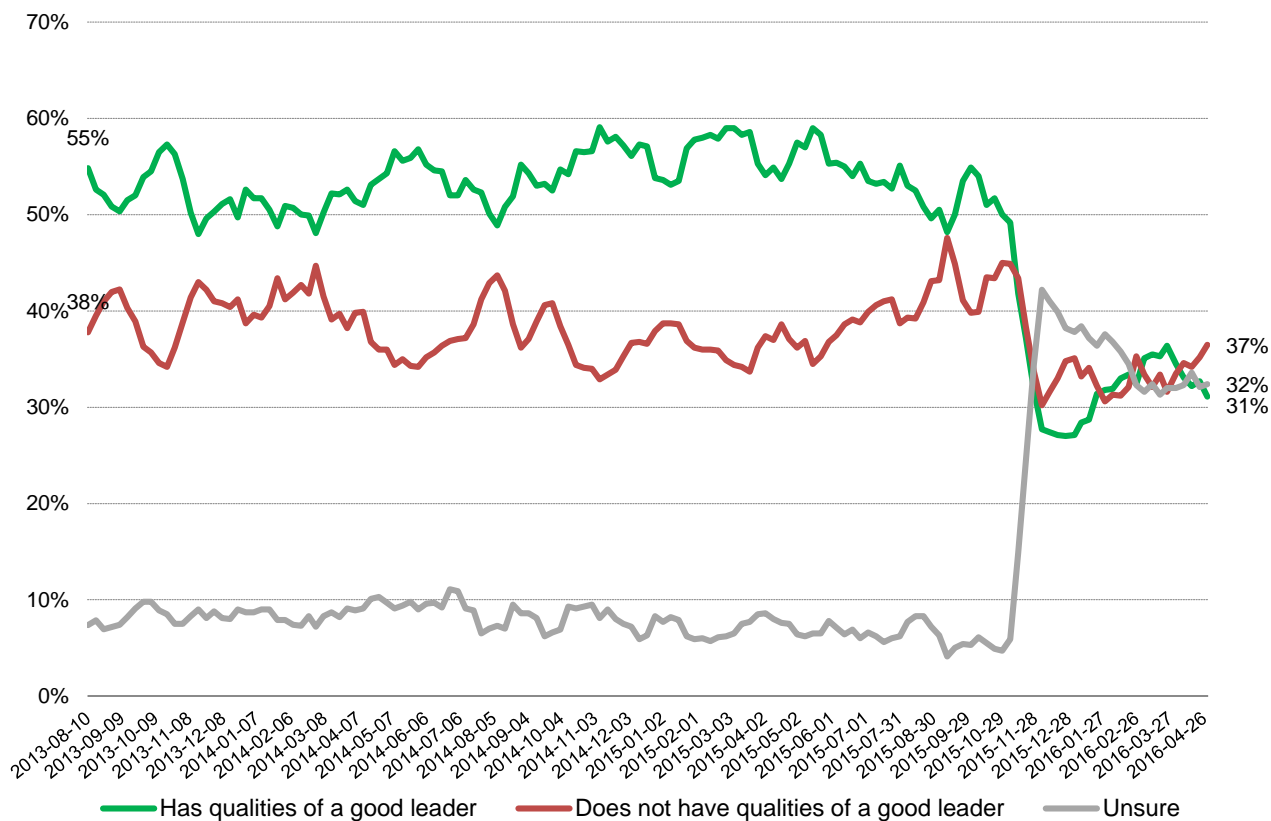
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National – Weekly Tracking – Qualities of a Good Political Leader
(Ending April 29th, 2016, n=1,000)

Legend: ── Has qualities of a good leader ── Does not have qualities of a good leader ── Unsure

Ambrose
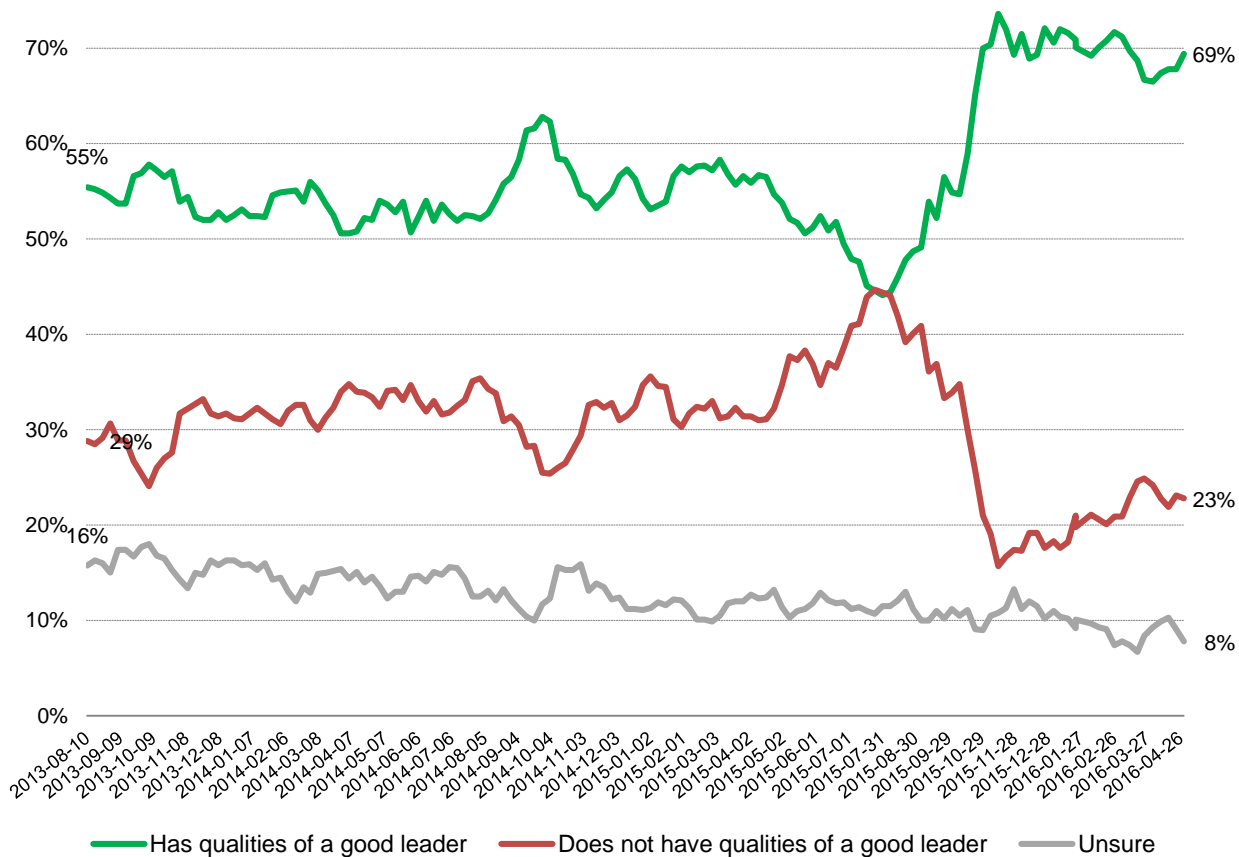
National – Weekly Tracking– Qualities of a Good Political Leader
(Ending April 29th, 2016, n=1,000)

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] Rona Ambrose
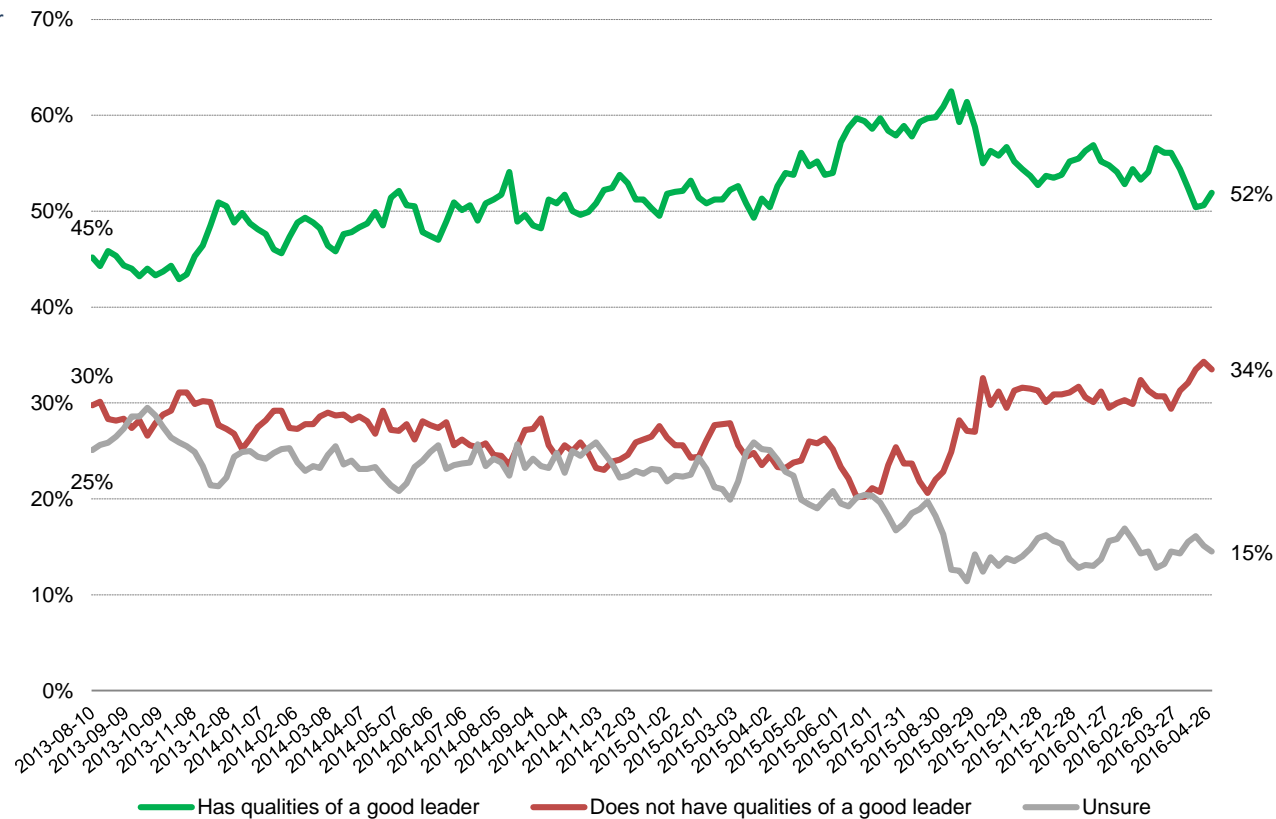
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Legend: Has qualities of a good leader — Does not have qualities of a good leader — Unsure

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
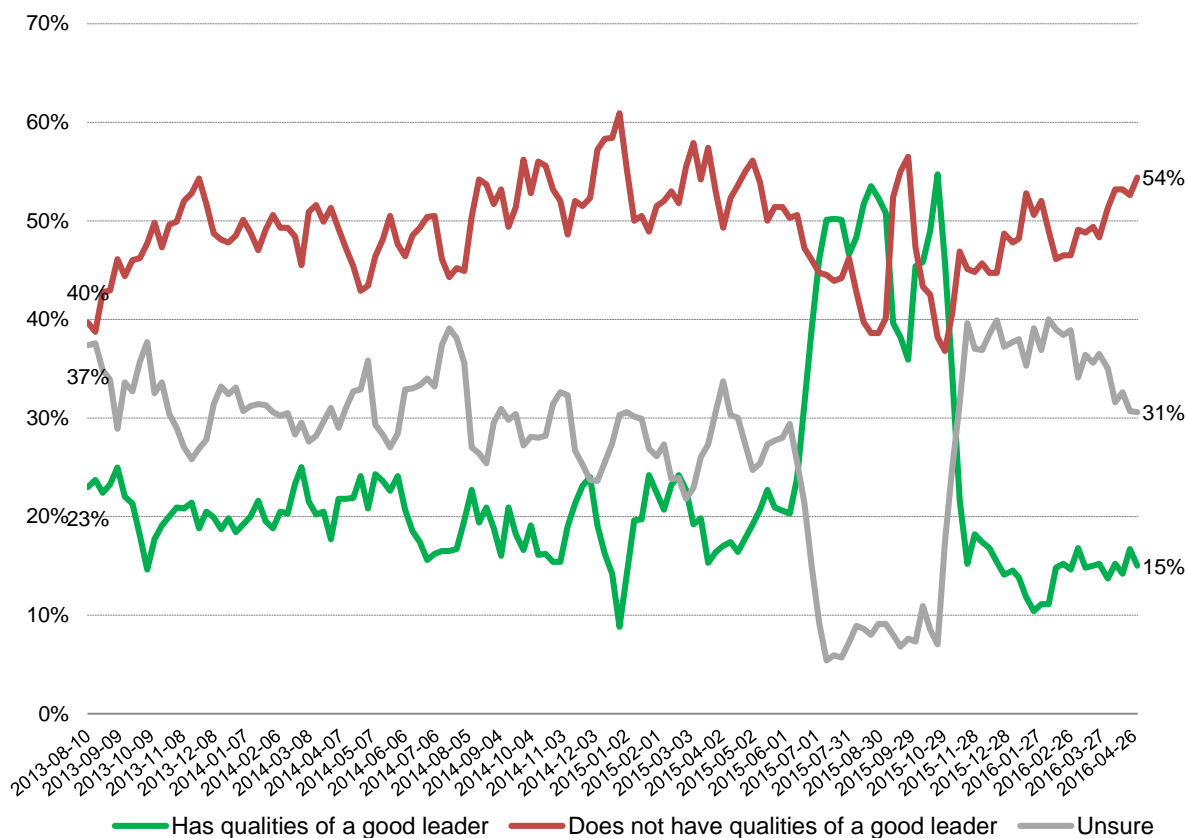
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National – Weekly Tracking– Qualities of a Good Political Leader
(Ending April 29ᵗʰ, 2016, n=1,000)

Legend: Has qualities of a good leader · Does not have qualities of a good leader · Unsure

Fortin

Quebec only – Weekly Tracking – Qualities of a Good Political Leader (Ending April 29th, 2016, n=248)

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] Rhéal Fortin

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Legend: Has qualities of a good leader — Does not have qualities of a good leader — Unsure

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 – Qualities of a Good Political Leader
(Ending April 29th, 2016, n=1,000)

Legend: Has qualities of a good leader — Does not have qualities of a good leader — Unsure
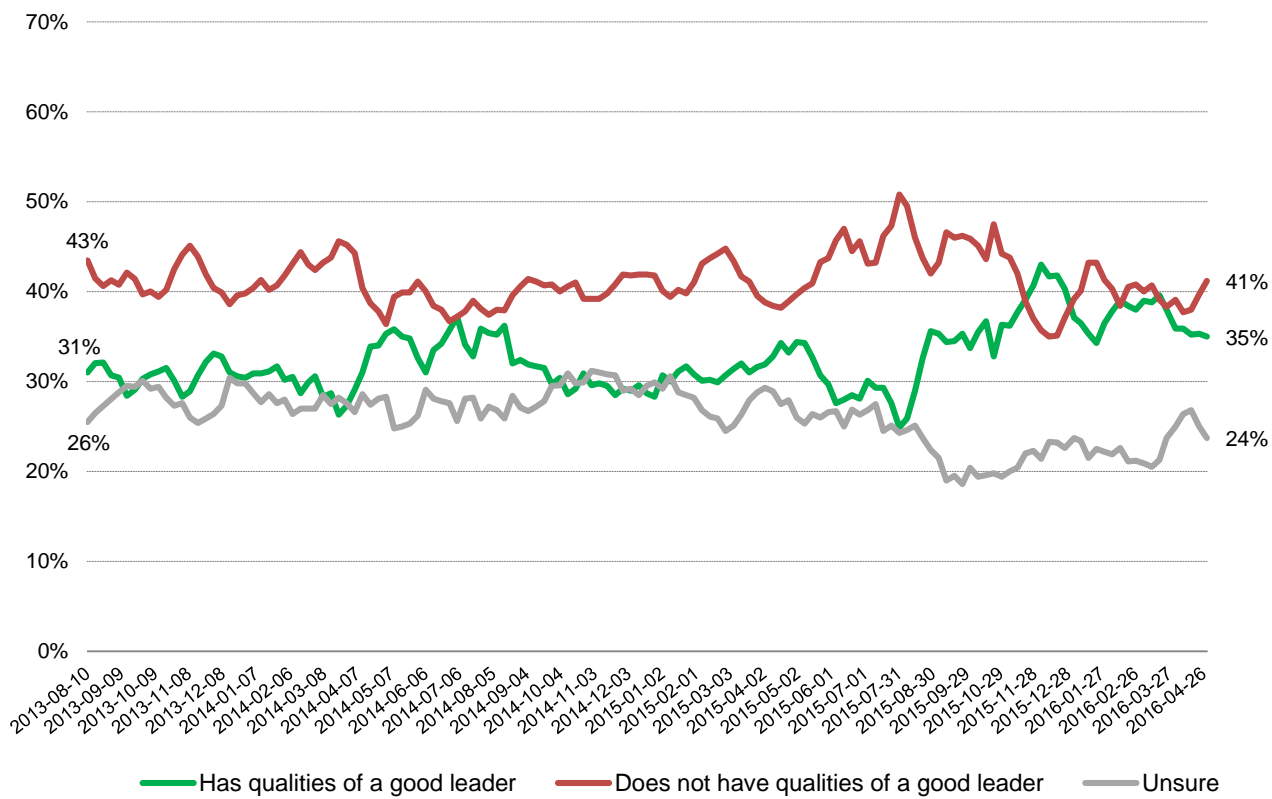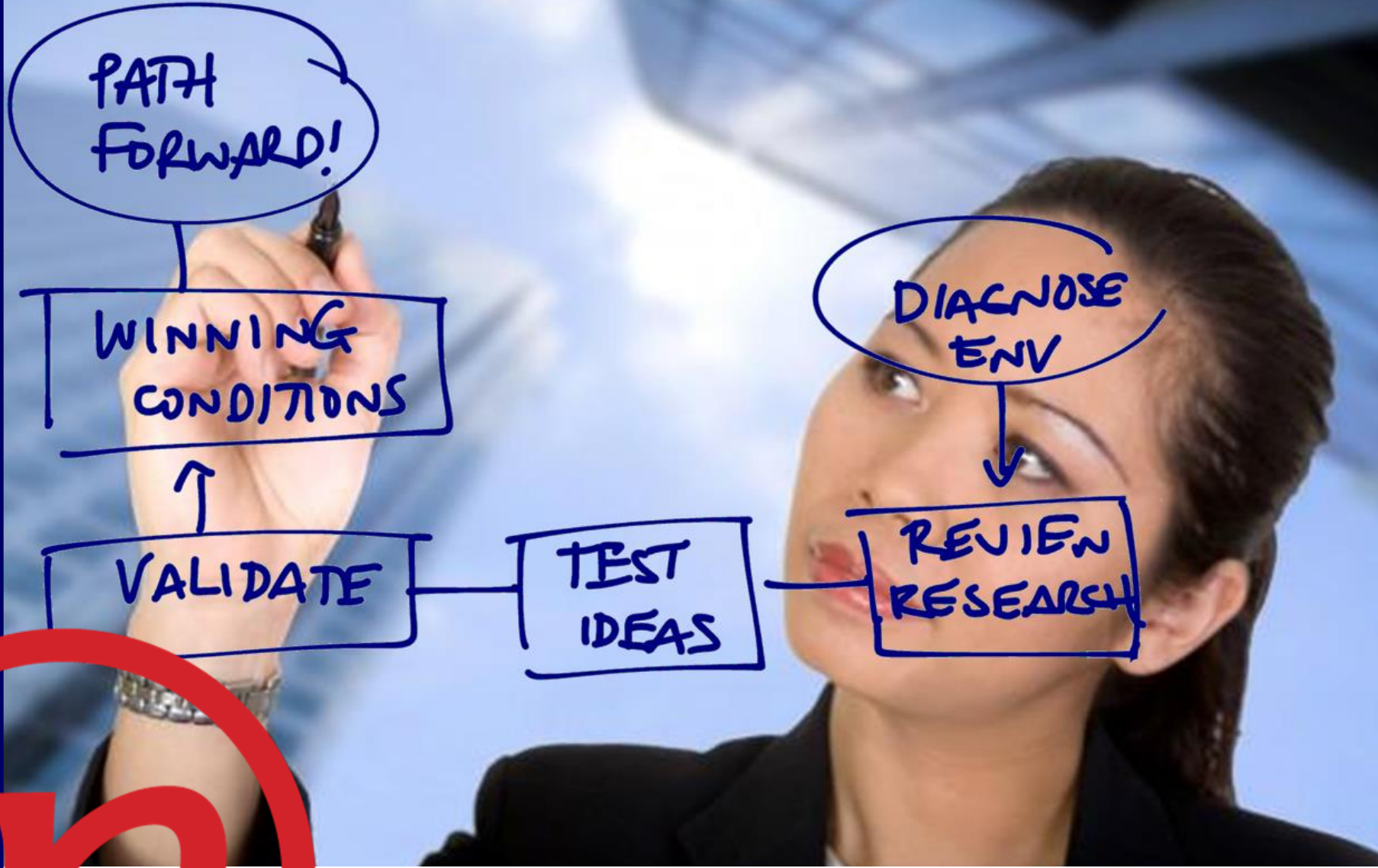
Methodology

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 a dual frame (land + cell-lines) random telephone interviews with 1,000 Canadians 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.

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.

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Technical Note

Element	Description
Organization who commissioned the research	Nanos Research
Sample Size	1,000 randomly selected individuals; four week-rolling average of 250 interviews per week. The interviews are compiled into a four week rolling average of 1,000 interviews, where each day the oldest group of 250 interviews is dropped and a new group of 250 interviews is added.
Margin of Error	±3.1 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	Local time 5:00-9:00 pm, on weekends 12:00- 9:00 pm.
Field Dates	April 3rd, to 29th, 2016
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 weekly tracking survey. The preceding module included questions about national issues of concern and ballot preferences and economic confidence.
Question Wording	The wording 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: nnanos@nanosresearch.com.

2015 Federal Election	**NANOS** Sunday, October 18th, 2015	**ELECTION** Results Monday, October 19th, 2015	**Variance**
Liberal	39.1%	39.5%	0.4
Conservative	30.5%	31.9%	1.4
NDP	19.7%	19.7%	0
BLOC Québécois	5.5%	4.7%	0.8
green PARTY OF CANADA	4.6%	3.4%	1.2
Other	0.5%	0.5%	0
Numbers of interviews (aggregate)	722		
Margin of error	±3.7		

Election results from Elections Canada as of 10:30am EST on October 20th, 2015.