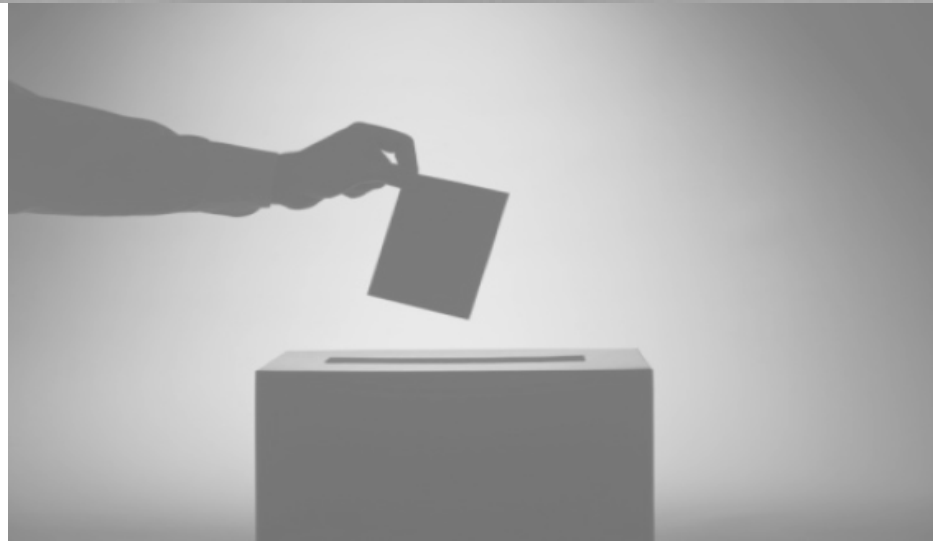


Liberals open 2017 with a 15 point diminishing advantage over Conservatives in Nanos ballot tracking

*Nanos Weekly Tracking, ending December 30th, 2016
(released January 3rd, 2017 - 6 am Eastern)*



At a glance



Ballot – The latest Nanos ballot tracking has the Liberals with 43.0 per cent support nationally, followed by the Conservatives at 27.9 per cent, the NDP at 16.7 per cent and the Greens at 5.9 percent. Although the Liberals hold a 15 point advantage, it has been diminishing over the past number of weeks of Nanos tracking.

Accessible Voters – The proportion of Canadians that would consider voting Liberal is still at least 16 points higher than the other federal parties but is trending downward.

Preferred Prime Minister – Trudeau is preferred by 49 per cent of Canadians followed by Ambrose who is preferred by 17.7 per cent, Mulcair by 9.6 per cent and May by 4.7 per cent (18.2% of Canadians are unsure who they prefer).

Qualities of a Good Political Leader – Asked a series of independent questions, Trudeau scores highest as having the qualities of a good political leader (66.1%) followed by Mulcair (51.6%), May (36.1%) and Ambrose (35.2%).

Nanos Party Power Index – The Nanos Power Index is a composite score comprised of ballot preferences and impressions of the Leaders. The Liberals score much higher on the Index compared to the other federal parties but have hit a 12 month low.

Visit the live [Nanos data portal](#) where you can dynamically chart ballot, preferred PM and Nanos Index numbers by region, gender and age. The methodology for the weekly tracking is posted [here](#). PDFs of the polling reports are on the Nanos website.

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Party Power Index



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

Nanos Tracking Data Summary

Ballot	This week	Last week	Oct 18	3 Months	1 Year	12	12	
			(Election Call)	4 Weeks Ago	Ago (Sept 30/16)	Ago	Month High	Month Low
Liberal	43.0%	42.0%	30.5%	42.9%	45.8%	44.4%	47.7%	40.7%
Conservative	27.9%	28.3%	19.7%	26.0%	26.2%	24.0%	29.6%	24.0%
NDP	16.7%	16.9%	39.1%	17.4%	16.7%	19.9%	21.2%	13.3%
Bloc	5.5%	5.6%	4.6%	4.8%	4.5%	4.6%	5.8%	3.0%
Green	5.9%	5.6%	5.0%	6.8%	5.0%	5.9%	6.8%	4.0%

Preferred Prime Minister	This week	Last week	Oct 18	3 Months	1 Year	12	12	
			2015	4 Weeks Ago	Ago (Sept 30/16)	Ago	Month High	Month Low
Trudeau	49.0%	50.6%	35.5%	54.0%	56.0%	53.1%	56.3%	49.0%
Ambrose	17.7%	17.1%	29.1%	15.5%	14.1%	11.3%	17.7%	11.3%
Mulcair	9.6%	8.8%	18.9%	8.5%	7.4%	12.7%	13.0%	7.4%
Fortin	0.8%	0.9%	1.8%	1.1%	0.6%	1.2%	1.8%	0.2%
May	4.7%	4.6%	5.2%	5.3%	4.4%	5.1%	6.1%	3.3%
Unsure	18.2%	18.0%	9.6%	15.6%	17.6%	16.6%	19.9%	14.0%

Canada Party Power Index	This week	Last week	Oct 18	3 Months	1 Year	12	12	
			2015	4 Weeks Ago	Ago (Sept 30/16)	Ago	Month High	Month Low
Liberal	62.9	63.8	58.1	65.4	66.2	68.2	68.2	62.9
Conservative	47.3	47.2	49.3	44.5	45.6	42.8	47.3	42.8
NDP	46.5	45.6	49.8	44.8	44.9	49.2	49.6	43.8
Bloc	24.5	26.5	31.5	25.3	24.0	24.0	27.6	22.1
Green	33.1	32.7	30.4	33.9	34.9	34.3	35.2	32.2

Leadership Summary



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

Nanos Tracking Data Summary

Party Consider	This week	Last week	Oct 18 2015	4 Weeks Ago	3 Months Ago (Sept 30/16)	1 Year Ago	12 Month High	12 Month Low
Liberal	58.7%	59.6%	54.7%	61.8%	62.6%	65.1%	66.6%	58.0%
Conservative	42.8%	43.7%	39.3%	43.5%	41.7%	40.0%	45.4%	35.2%
NDP	41.8%	42.2%	40.4%	43.6%	39.3%	43.2%	45.3%	37.4%
Bloc	30.0%	32.6%	30.4%	34.5%	26.3%	30.1%	39.2%	23.7%
Green	30.4%	31.0%	22.7%	32.6%	30.5%	33.3%	35.6%	27.7%

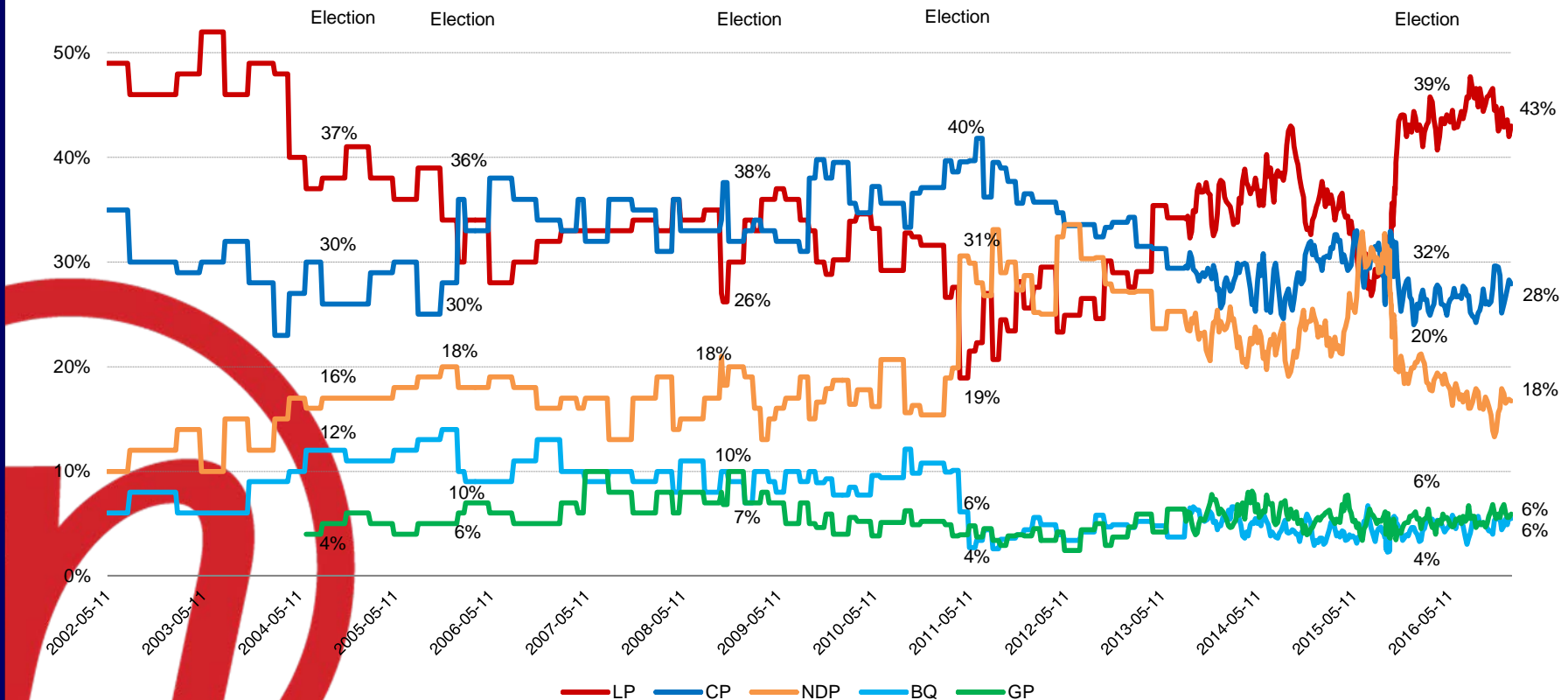
Has Qualities of a Good Political Leader	This week	Last week	Oct 18 2015	4 Weeks Ago	3 Months Ago (Sept 30/16)	1 Year Ago	12 Month High	12 Month Low
Trudeau	66.1%	68.1%	69.3%	71.4%	69.5%	72.1%	73.9%	66.1%
Ambrose	35.2%	34.0%	27.1%	35.5%	31.9%	27.0%	38.1%	27.0%
Mulcair	51.6%	50.7%	53.8%	48.6%	47.5%	55.2%	56.9%	45.6%
Fortin	16.4%	18.9%	15.4%	16.7%	13.5%	14.1%	21.4%	10.4%
May	36.1%	35.9%	41.8%	37.1%	40.1%	40.3%	43.0%	34.3%

National Ballot



Question: For those parties you would consider voting for federally, could you please rank your top two current local preferences?

*Weekly Tracking – First Ranked Choice – Long Term Trend
(Four week rolling average ending December 30th, 2016, n=855)*

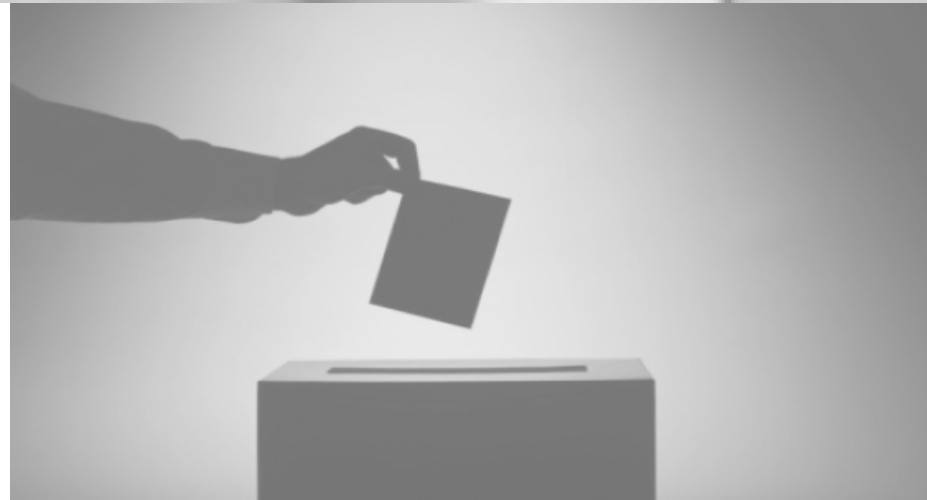


Federal Party Accessible Voters

*Nanos Weekly Tracking, ending December 30th, 2016
(released January 3rd, 2017 - 6 am Eastern)*



Opinion



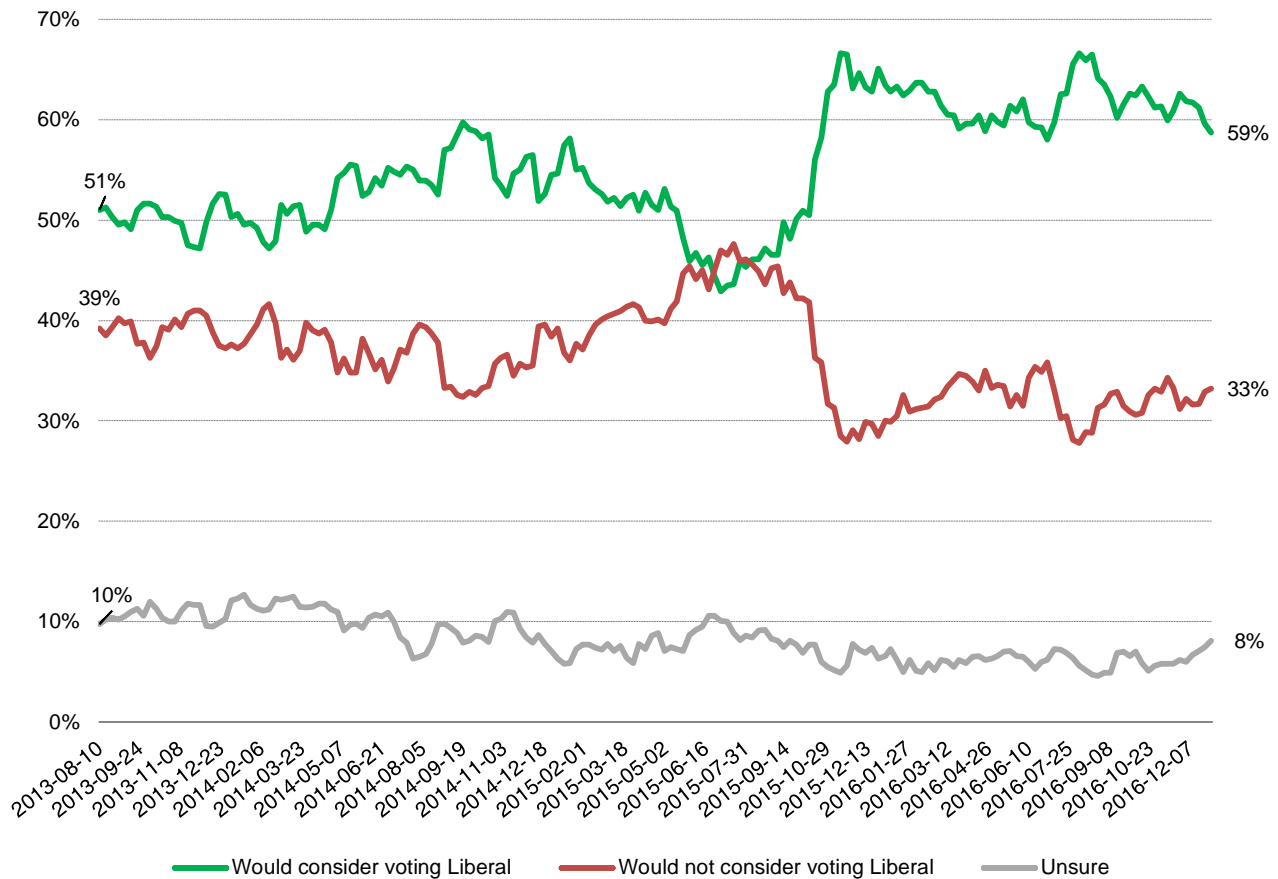
Consider Liberal



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Liberal Party

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**National – Weekly Tracking
(Ending December 30th, 2016, n=1,000)**



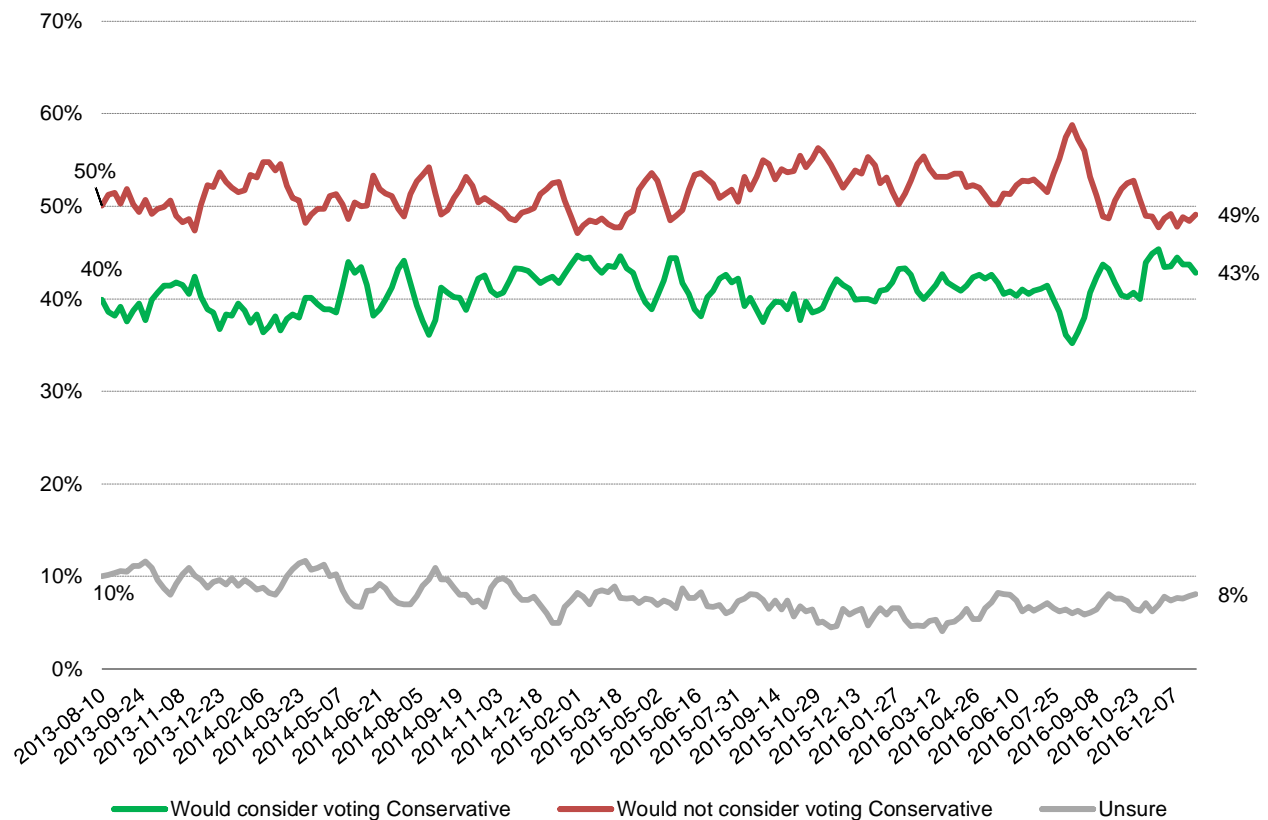
Consider Conservative



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Conservative Party

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National – Weekly Tracking (Ending December 30th, 2016, n=1,000)



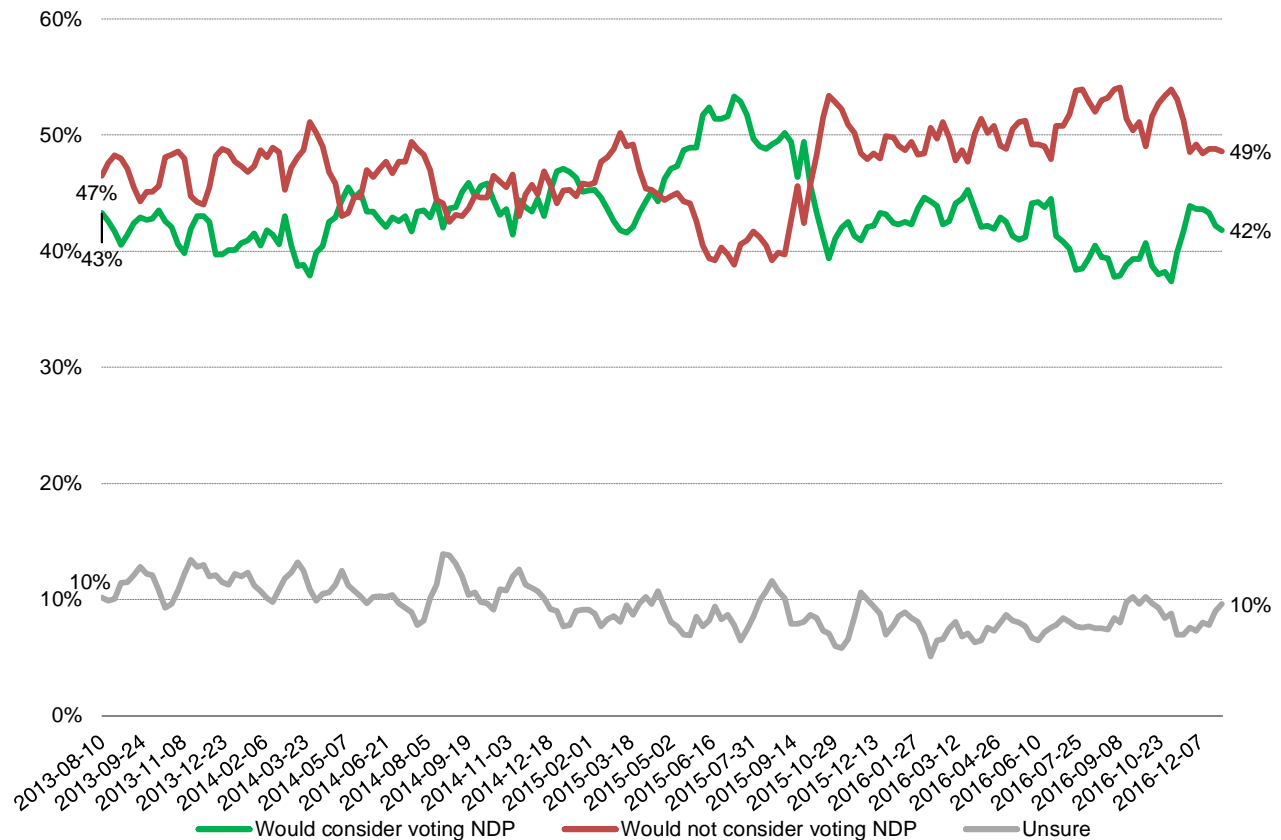
Consider NDP



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] NDP

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National – Weekly Tracking (Ending December 30th, 2016, n=1,000)



Consider Green

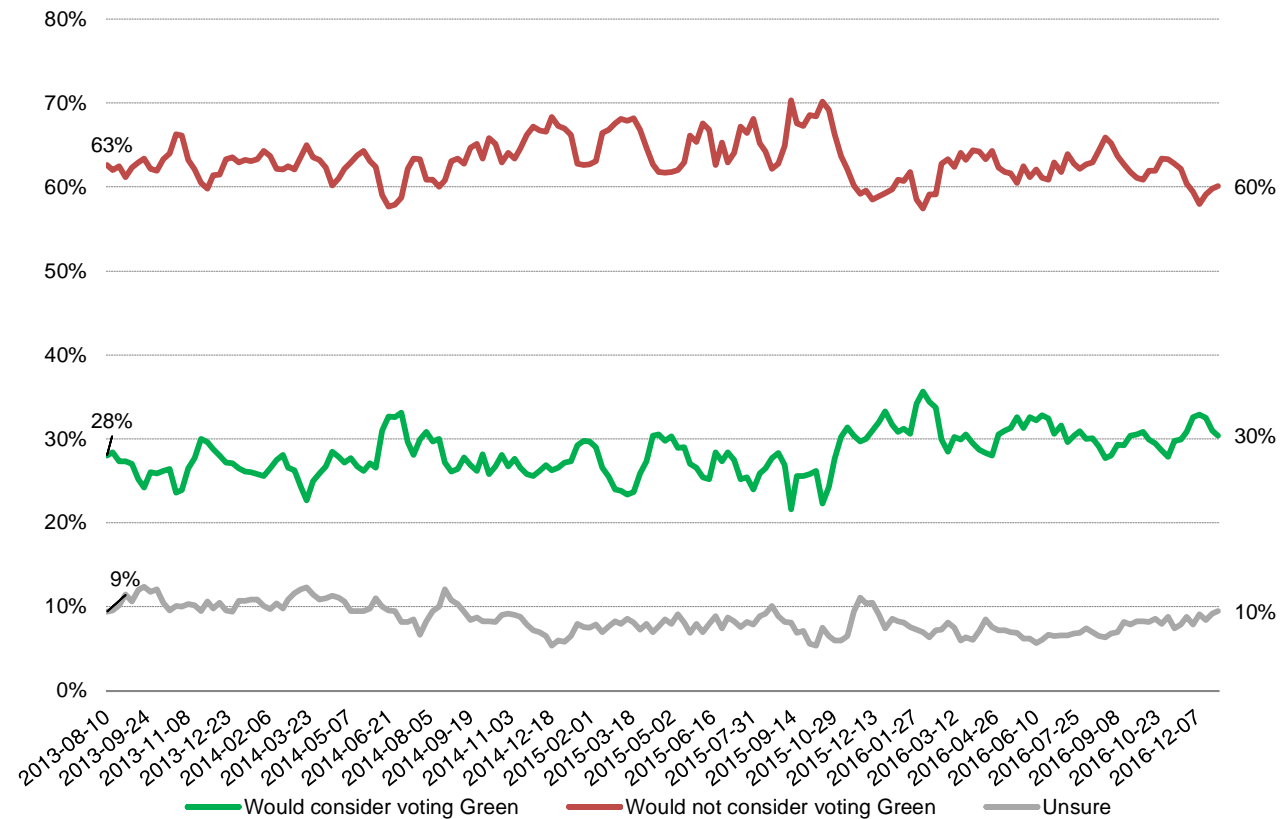


Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Green Party

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National – Weekly Tracking (Ending December 30th, 2016, n=1,000)



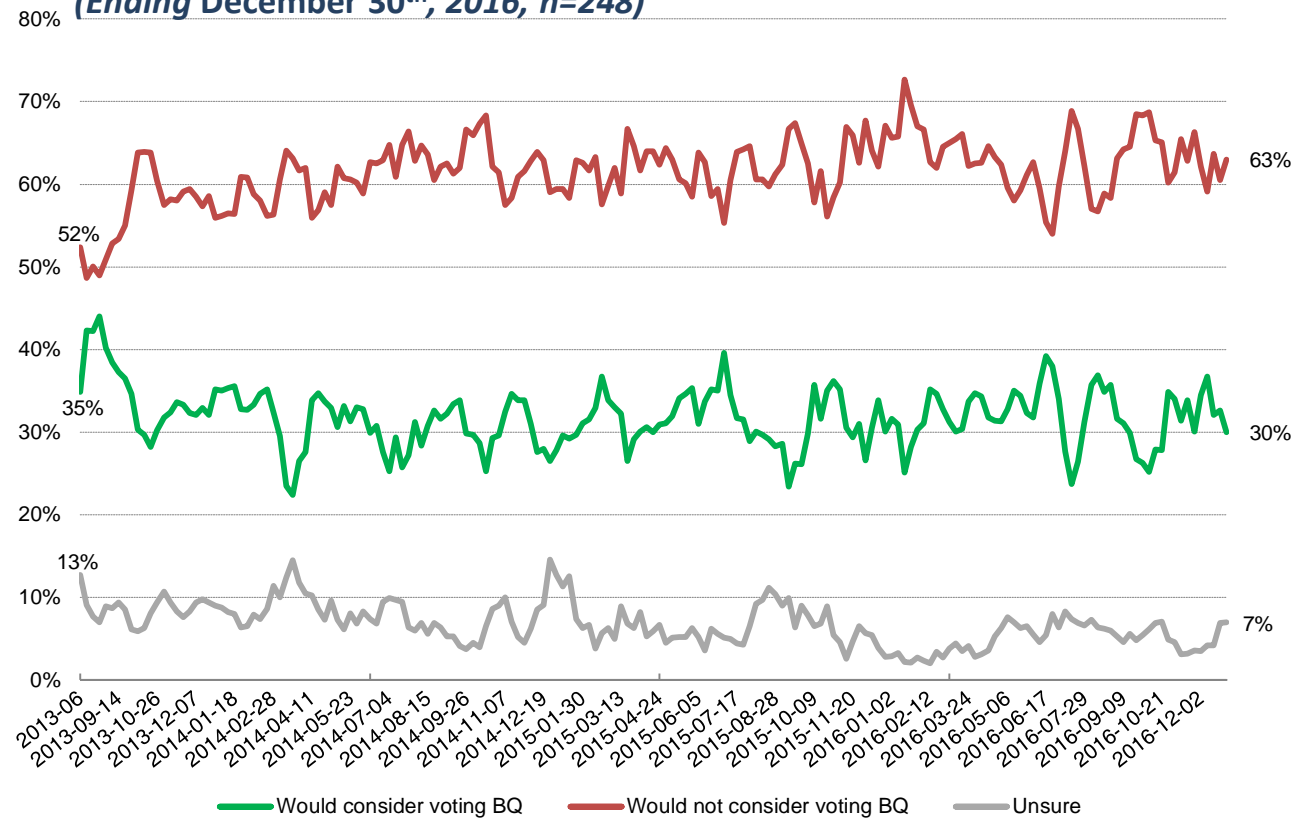
Consider Bloc



Question: For each of the following federal political parties, please tell me if you would consider or not consider voting for it.
[RANDOMIZE] Bloc Québécois

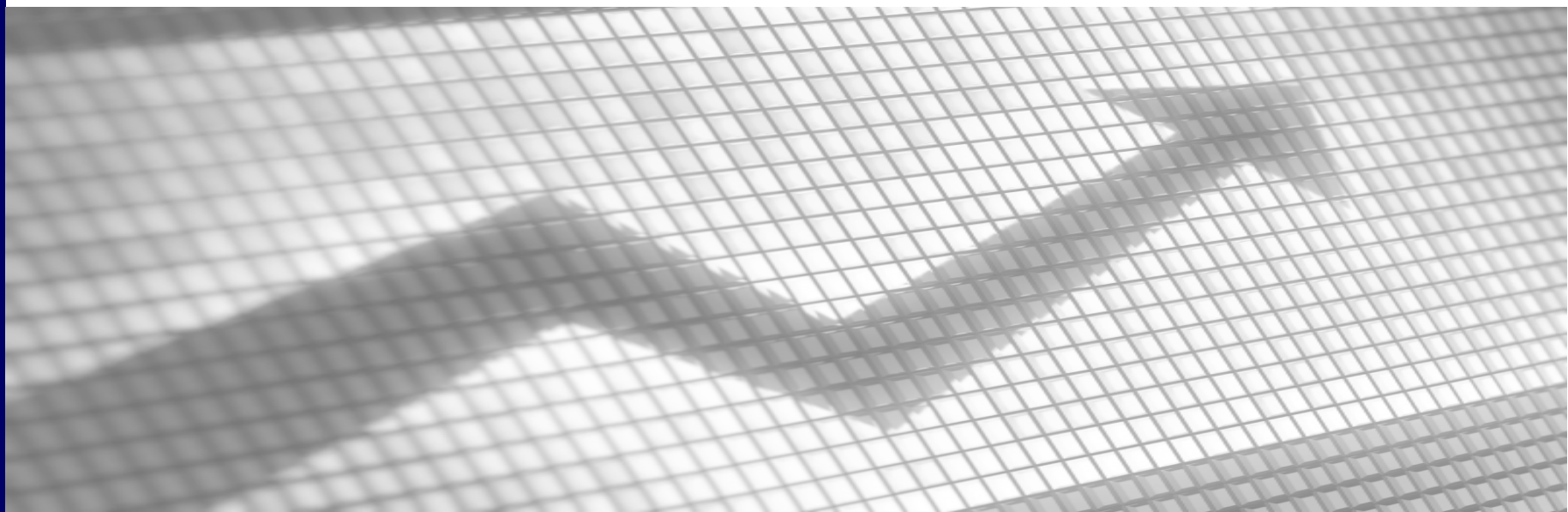
Contact: Nik Nanos
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Quebec only – Weekly Tracking
(Ending December 30th, 2016, n=248)



Tracking on the Federal Political Leaders

*Nanos Weekly Tracking, ending December 30th, 2016
(released January 3rd, 2017 - 6 am Eastern)*

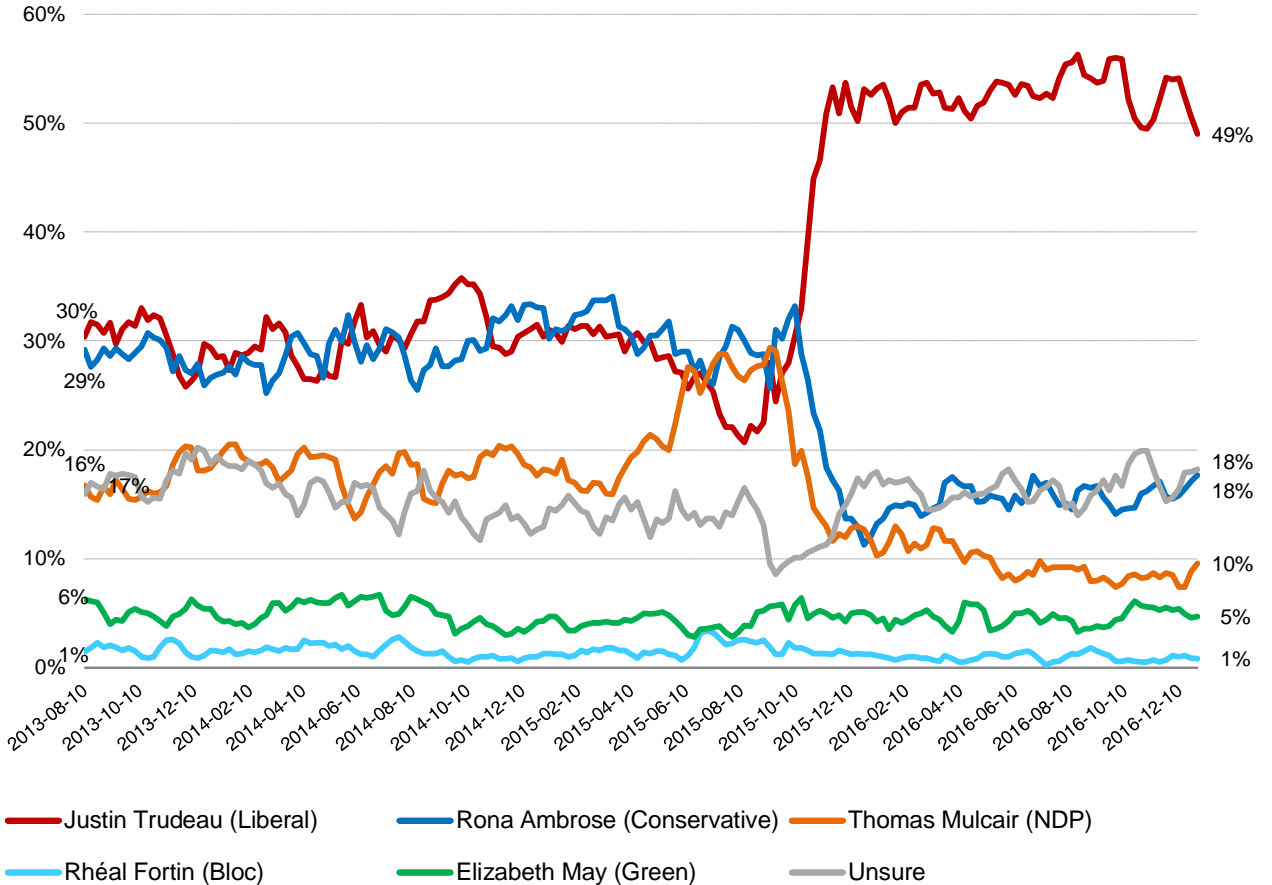




**National – Weekly Tracking – Preferred Prime Minister First Ranked Choice
(Ending December 30th, 2016, n=1,000)**

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

Contact: Nik Nanos
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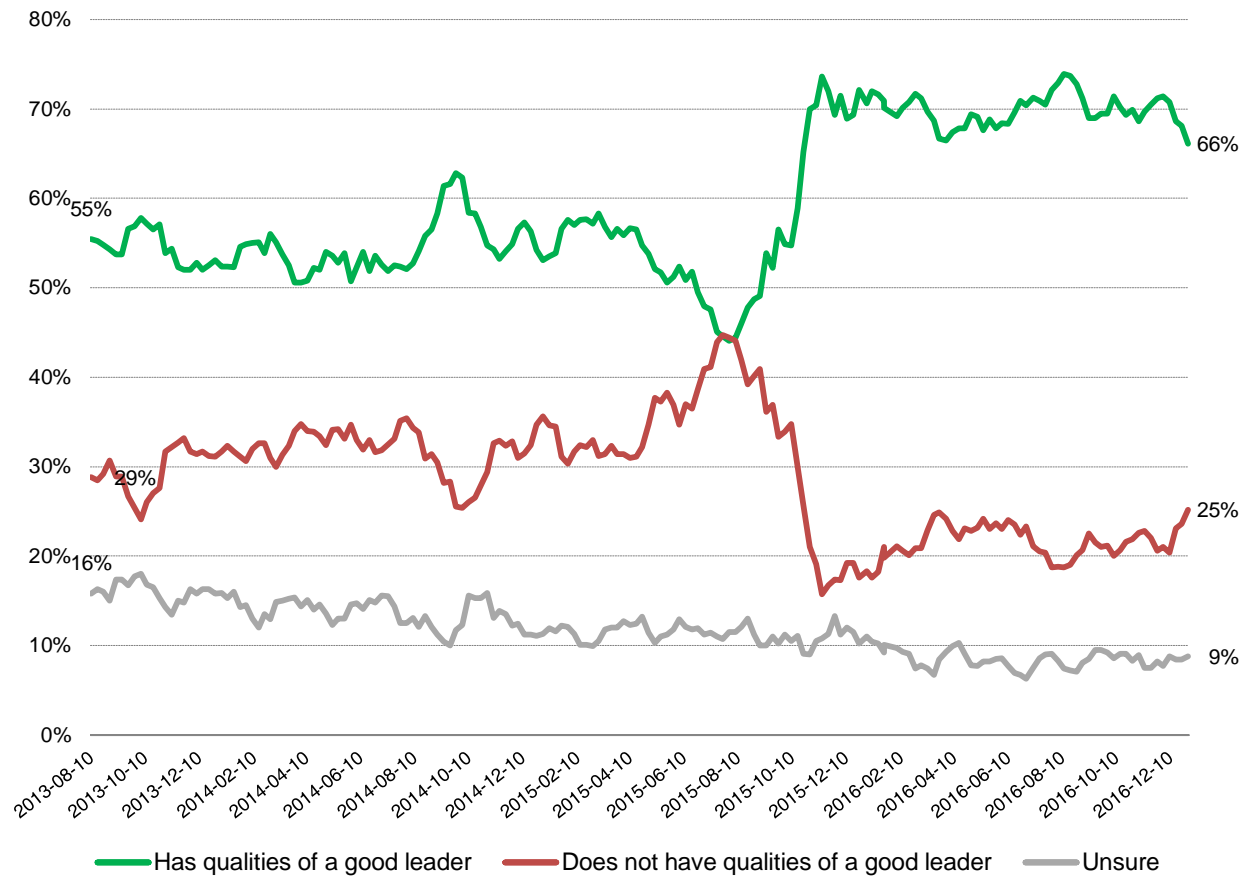
Trudeau



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

Contact: Nik Nanos
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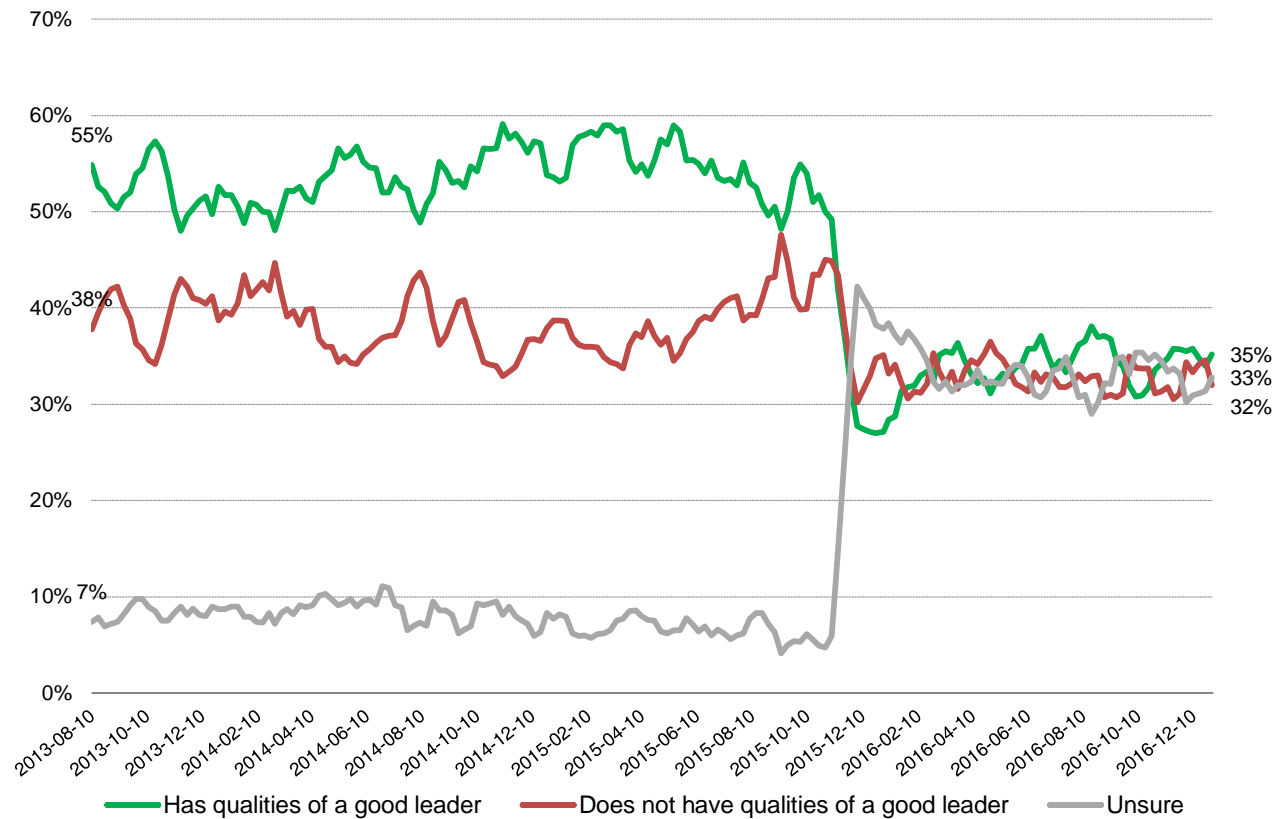
**National – Weekly Tracking – Qualities of a Good Political Leader
(Ending December 30th, 2016, n=1,000)**



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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**National – Weekly Tracking– Qualities of a Good Political Leader
 (Ending December 30th, 2016, n=1,000)**



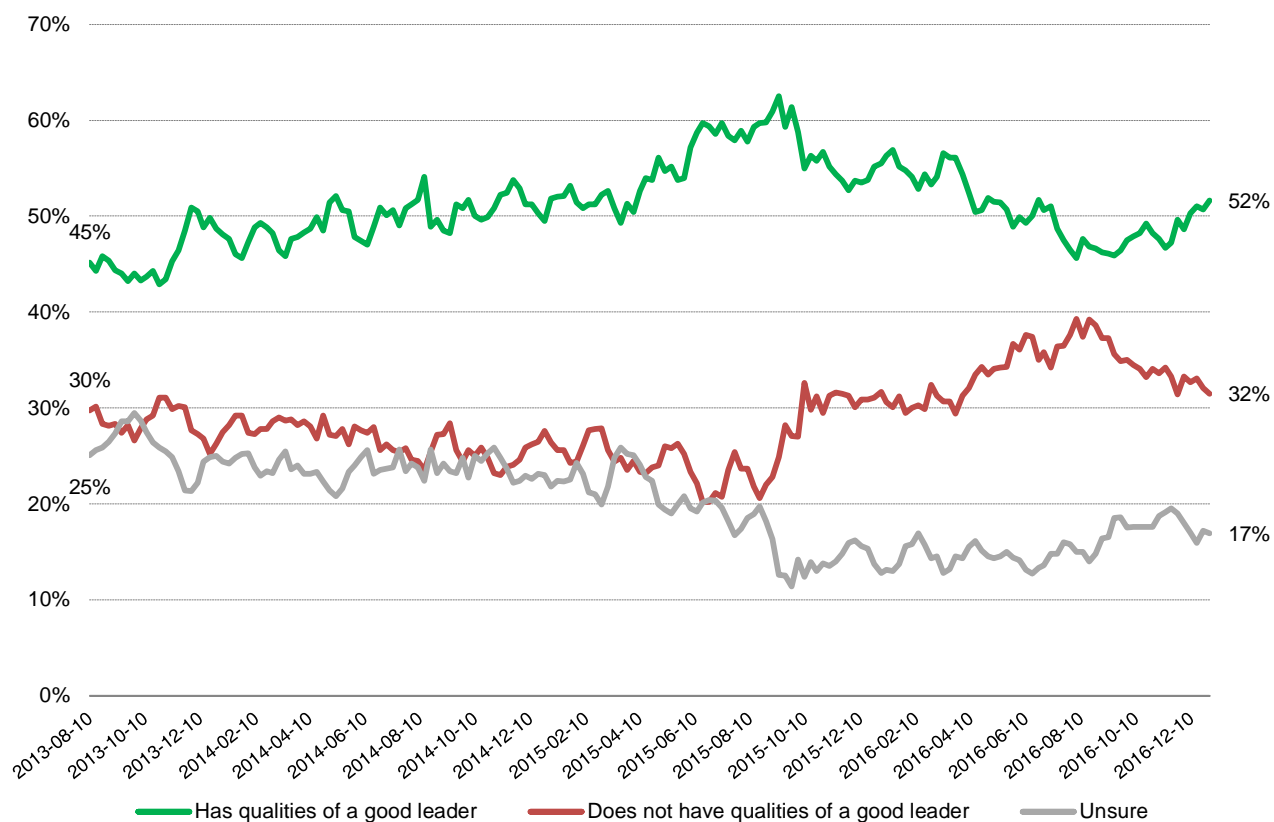
Mulcair



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

Contact: Nik Nanos
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Washington DC: (202) 697-9924
nnanos@nanosresearch.com

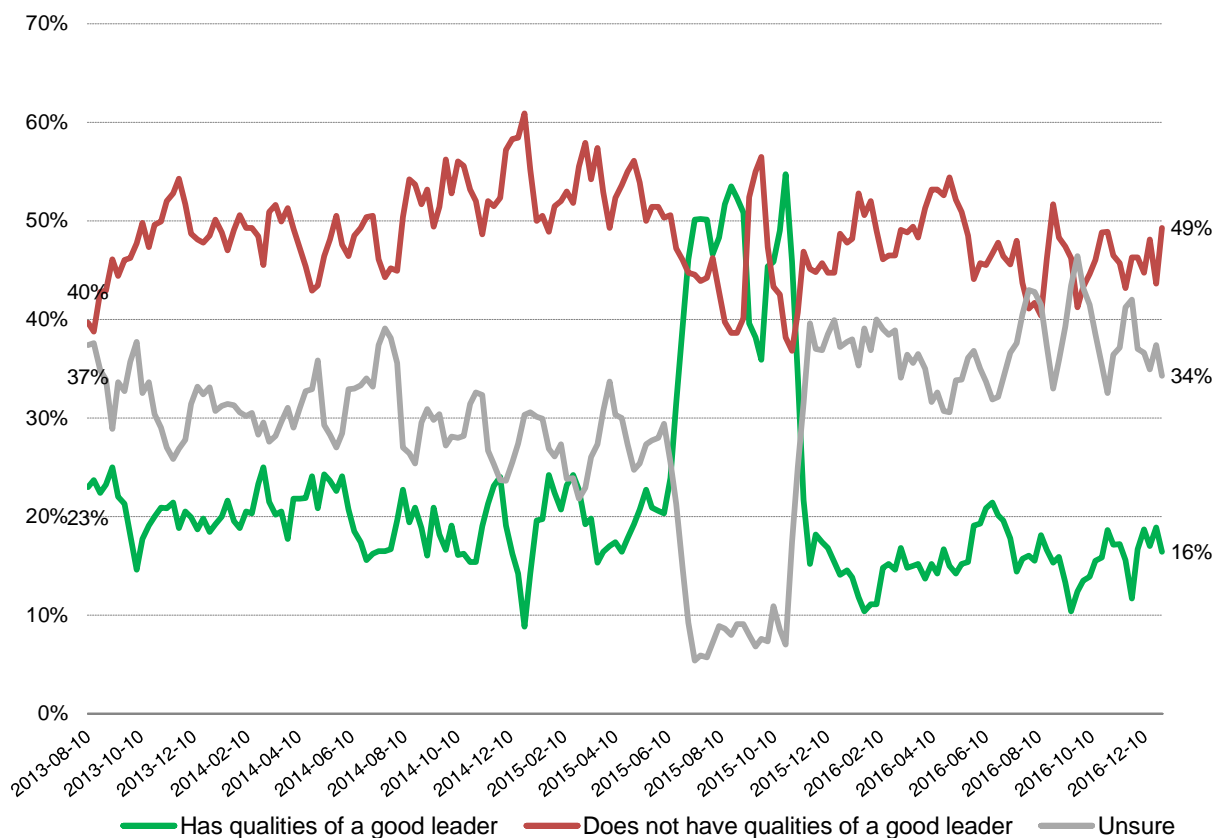
**National – Weekly Tracking– Qualities of a Good Political Leader
(Ending December 30th, 2016, n=1,000)**



Quebec only – Weekly Tracking – Qualities of a Good Political Leader (Ending December 30th, 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

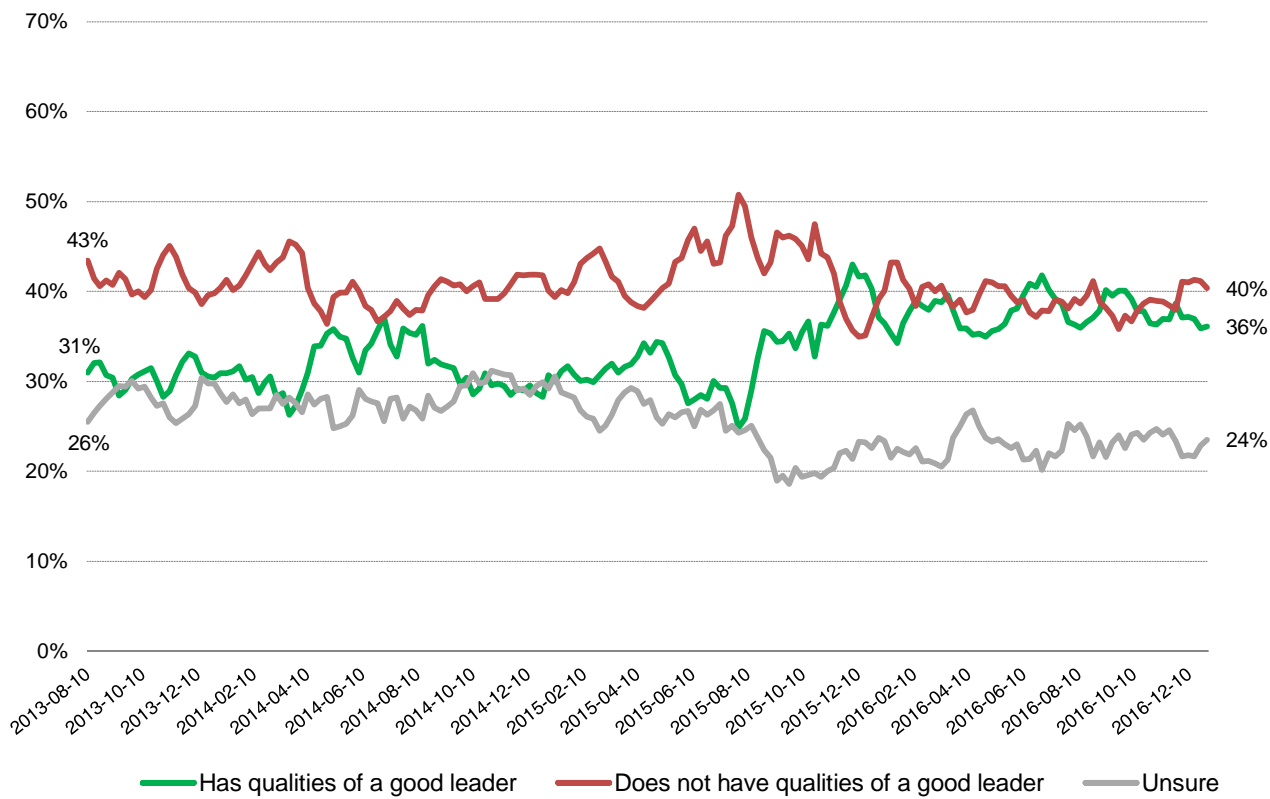
Contact: Nik Nanos
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National – Weekly Tracking – Qualities of a Good Political Leader (Ending December 30th, 2016, n=1,000)

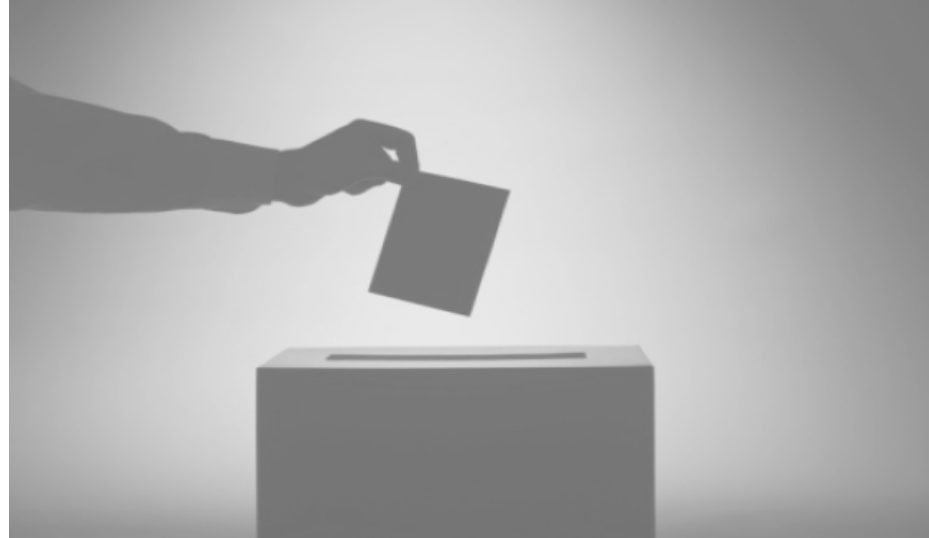
Question: For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

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Nanos Party Power Index

*Nanos Weekly Tracking, ending December 30th, 2016
(released January 3rd, 2017 - 6 am Eastern)*



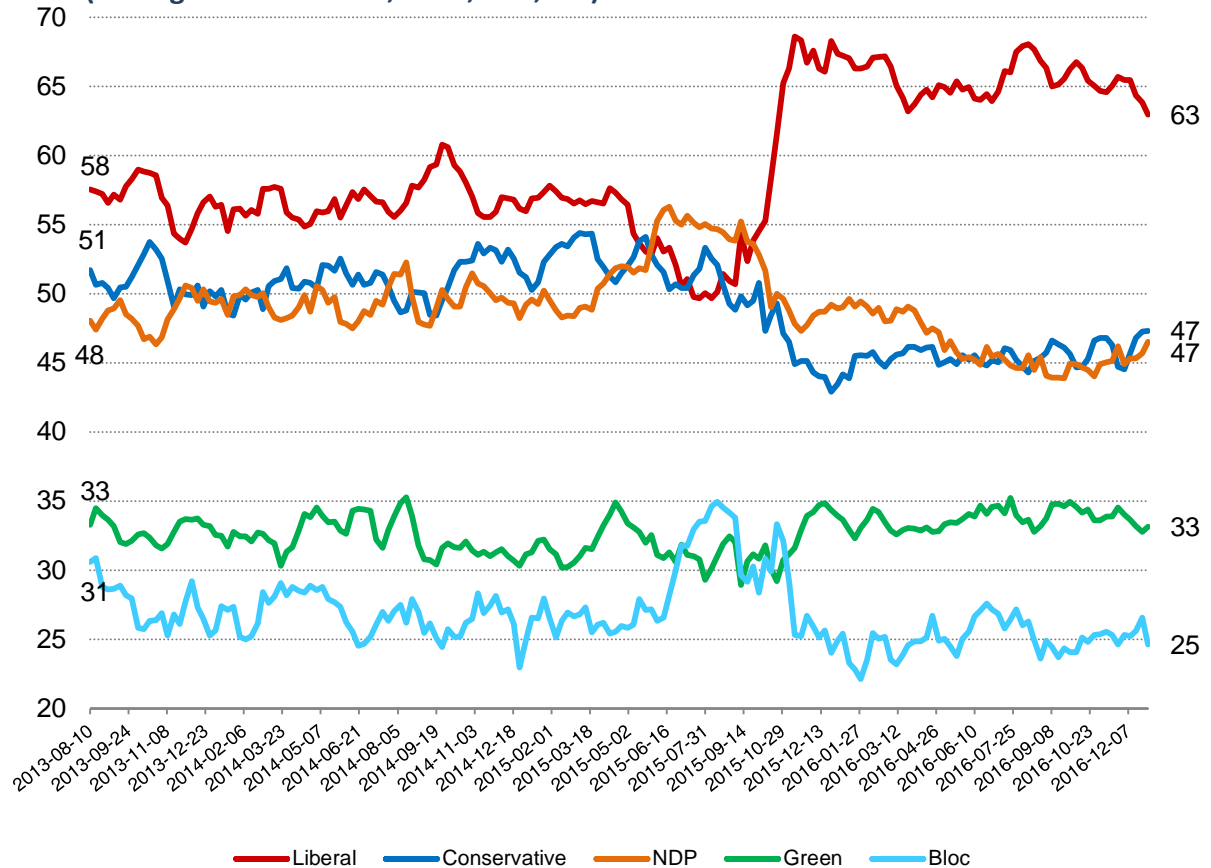
Party Power Index

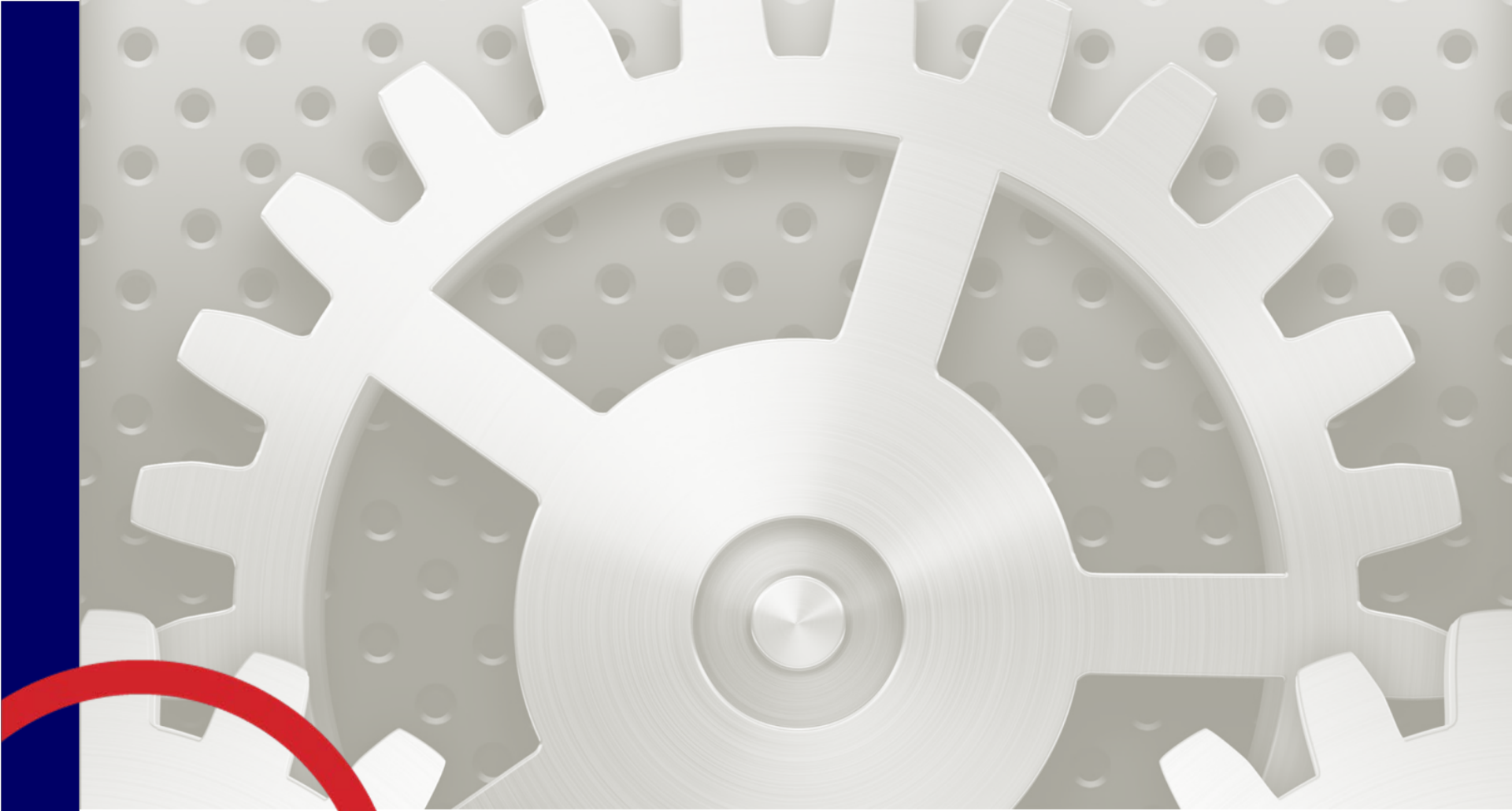


The Nanos Party Power Index Tracking for Canada is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities.

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Canada Weekly Index Tracking Scores
 (Ending December 30th, 2016, n=1,000)





Methodology

www.nanosresearch.com

Methodology



The Weekly Nanos 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.

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 1,000 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.



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	November 27 th , to December 23 rd , 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 was asked in the following order – party consideration, unprompted vote preferences, preferred Prime Minister and qualities of a good political leader.
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.

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.



View our brochure






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2015 Federal Election	NANOS Sunday, October 18 th , 2015	ELECTION Results Monday, October 19 th , 2015	Variance
 Liberal	39.1%	39.5%	0.4
	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.