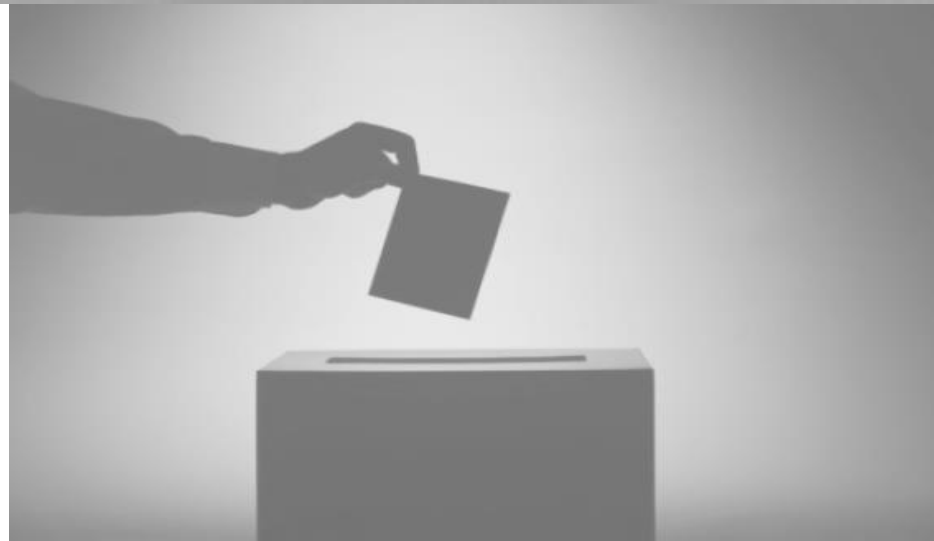# Gap between Liberals and Conservatives narrows to seven points in Nanos tracking

Nanos Weekly Tracking, ending January 27th, 2017
(released January 31st, 2017 - 6 am Eastern)

NANOS

At a glance

Ballot – The latest Nanos ballot tracking has the Liberals at 39.1 per cent support while the Conservatives are at 32.1 percent, the NDP 16.3 per cent, the Greens 5.5 per cent and the BQ at 5.1 per cent.

Accessible Voters – Asked a series of independent questions for each federal political party 57.0 per cent of Canadians would consider voting Liberal while 47.6 per cent would consider voting Conservative, 40.1 per cent would consider voting NDP and 30.8 per cent would consider voting Green.

Preferred Prime Minister – On the preferred PM tracking Trudeau came in at 46.7 per cent, followed by Ambrose at 19.9 per cent, Mulcair at 10.7 per cent, May at 4.7 per cent and 17.0 per cent of Canadians were unsure.

Qualities of a Good Political Leader – Asked a series of independent questions, 64.0 per cent of Canadians believe Trudeau has the qualities of a good political leader while 49.3 per cent think similarly of Mulcair. More than one in three Canadians think Ambrose (37.2%) and May (36.4%) have the qualities of a good political leader.

Nanos Party Power Index – The Nanos Index which is a composite of a series of measures including ballot preferences and impressions of the leaders has the Liberals with 61.2 out of a possible 100 points, the Conservatives with 49.0 points, the NDP with 45.5 points the Greens with 33.2 points and the BQ with 23.4 points (QC only).

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.

Contact: **Nik Nanos, FMRIA**

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

Party Power Index

NANOS

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 (Election Call)	4 Weeks Ago	3 Months Ago (Oct 28/16)	1 Year Ago	12 Month High	12 Month Low
	Liberal	39.1%	39.4%	39.1%	43.0%	44.5%	41.0%	47.7%	39.1%
	Conservative	32.1%	31.2%	30.5%	27.9%	29.6%	27.3%	32.1%	24.2%
	NDP	16.3%	16.3%	19.7%	16.7%	13.3%	20.7%	21.2%	13.3%
	Bloc	5.1%	5.1%	5.5%	5.5%	5.3%	4.4%	6.1%	3.0%
	Green	5.5%	5.9%	4.6%	5.9%	6.0%	5.3%	6.8%	4.0%

Preferred Prime Minister		This week	This week	Oct 18 2015	4 Weeks Ago	3 Months Ago (Oct 28/16)	1 Year Ago	12 Month High	12 Month Low
	Trudeau	46.7%	46.6%	35.5%	49.0%	49.6%	50.0%	56.3%	46.6%
	Ambrose	19.9%	20.3%	29.1%	17.7%	16.0%	14.9%	20.3%	13.9%
	Mulcair	10.7%	10.2%	18.9%	9.6%	8.2%	13.0%	13.0%	7.4%
	Fortin	1.1%	0.9%	1.8%	0.8%	0.5%	0.7%	1.8%	0.2%
	May	4.7%	5.1%	5.2%	4.7%	5.7%	4.4%	6.1%	3.3%
	Unsure	17.0%	16.8%	9.6%	18.2%	19.9%	17.0%	19.9%	14.0%

Canada Party Power Index		This week	This week	Oct 18 2015	4 Weeks Ago	3 Months Ago (Oct 28/16)	1 Year Ago	12 Month High	12 Month Low
	Liberal	61.2	61.1	58.1	62.9	65.0	66.2	68.0	61.1
	Conservative	49.0	49.1	49.3	47.3	46.6	45.5	49.1	44.2
	NDP	45.5	45.8	49.8	46.5	43.9	49.4	49.4	43.8
	Bloc	23.4	22.5	31.5	24.5	25.3	22.1	27.5	22.1
	Green	33.2	33.5	30.4	33.1	33.6	33.0	35.2	32.2

Leadership Summary

NANOS

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	This week	Oct 18 2015	4 Weeks Ago	3 Months Ago (Oct 28/16)	1 Year Ago	12 Month High	12 Month Low
Liberal	57.0%	55.7%	54.7%	58.7%	61.2%	62.9%	66.6%	55.7%
Conservative	47.6%	46.9%	39.3%	42.8%	40.0%	43.2%	47.6%	35.2%
NDP	40.1%	40.1%	40.4%	41.8%	38.2%	43.7%	45.3%	37.4%
Bloc	33.0%	30.5%	30.4%	30.0%	34.9%	30.3%	39.2%	23.7%
Green	30.8%	30.0%	22.7%	30.4%	28.6%	34.2%	35.6%	27.7%

Has Qualities of a Good Political Leader	This week	This week	Oct 18 2015	4 Weeks Ago	3 Months Ago (Oct 28/16)	1 Year Ago	12 Month High	12 Month Low
Trudeau	64.0%	63.5%	61.3%	66.1%	69.9%	70.1%	73.9%	63.5%
Ambrose	37.2%	39.9%	51.8%	35.2%	33.6%	31.8%	39.9%	30.8%
Mulcair	49.3%	48.5%	57.2%	51.6%	48.2%	54.8%	56.9%	45.6%
Fortin	12.4%	13.4%	51.2%	16.4%	18.6%	11.1%	21.4%	10.4%
May	36.4%	36.3%	36.4%	36.1%	36.5%	36.5%	41.8%	34.3%

National Ballot

NANOS

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
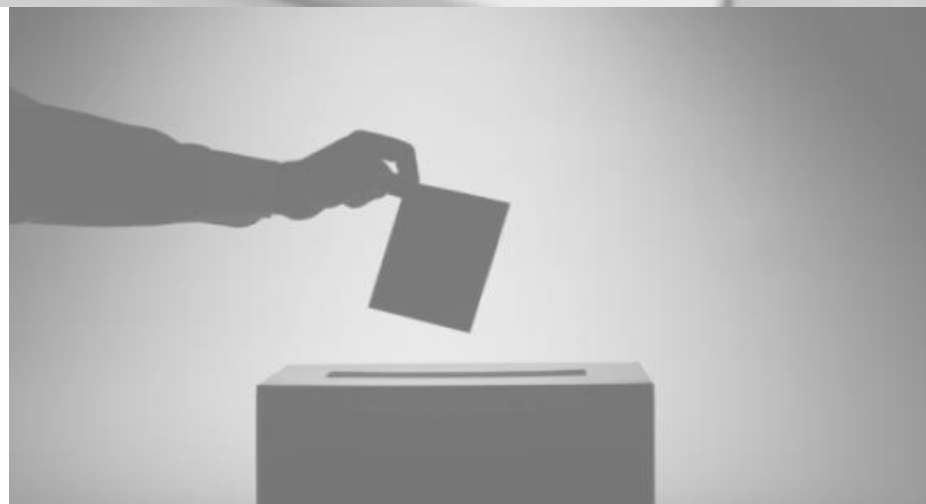*(Four week rolling average ending January 27th, 2017, n=871*

Legend: LP, CP, NDP, BQ, GP
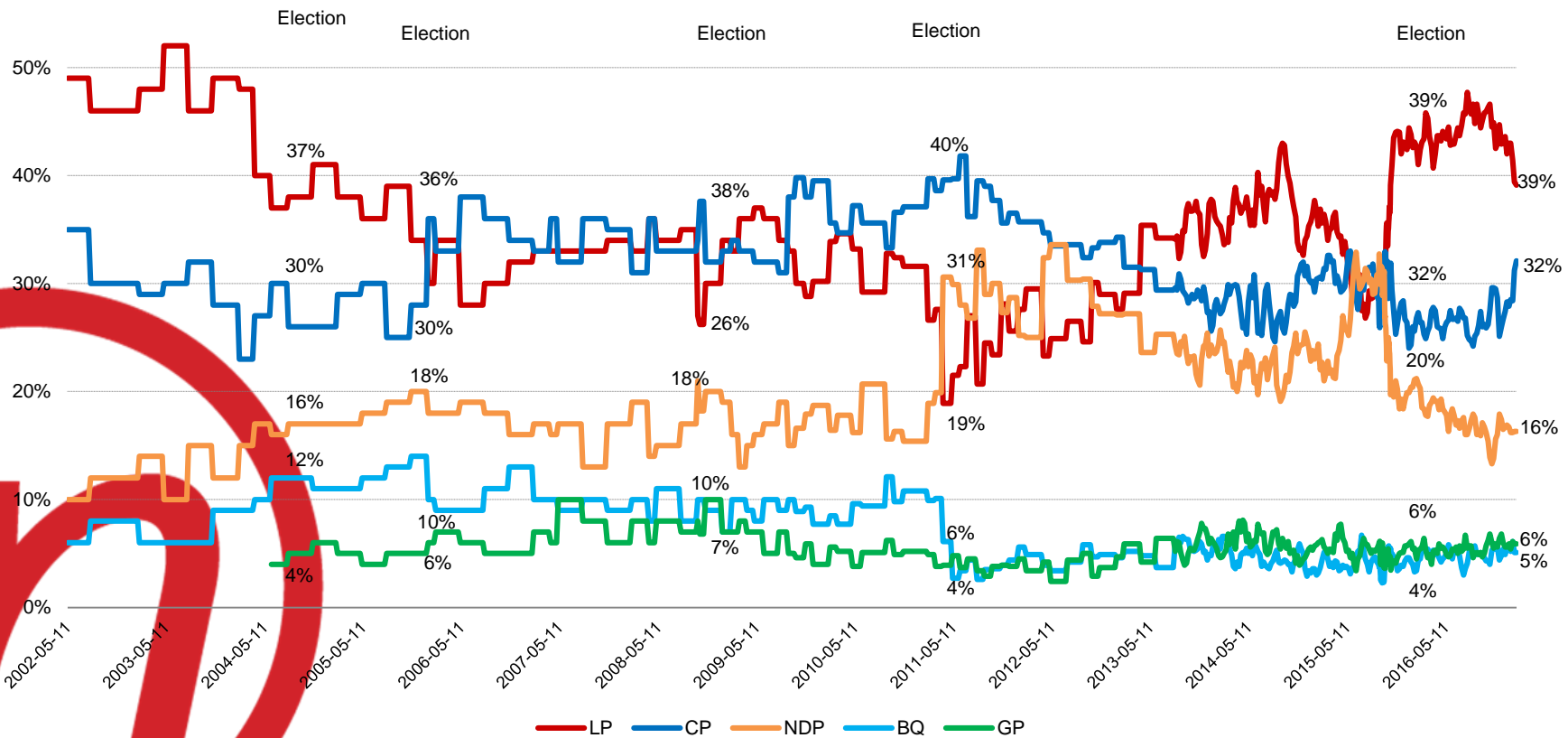
Federal Party Accessible Voters

Nanos Weekly Tracking, ending January 27th, 2017
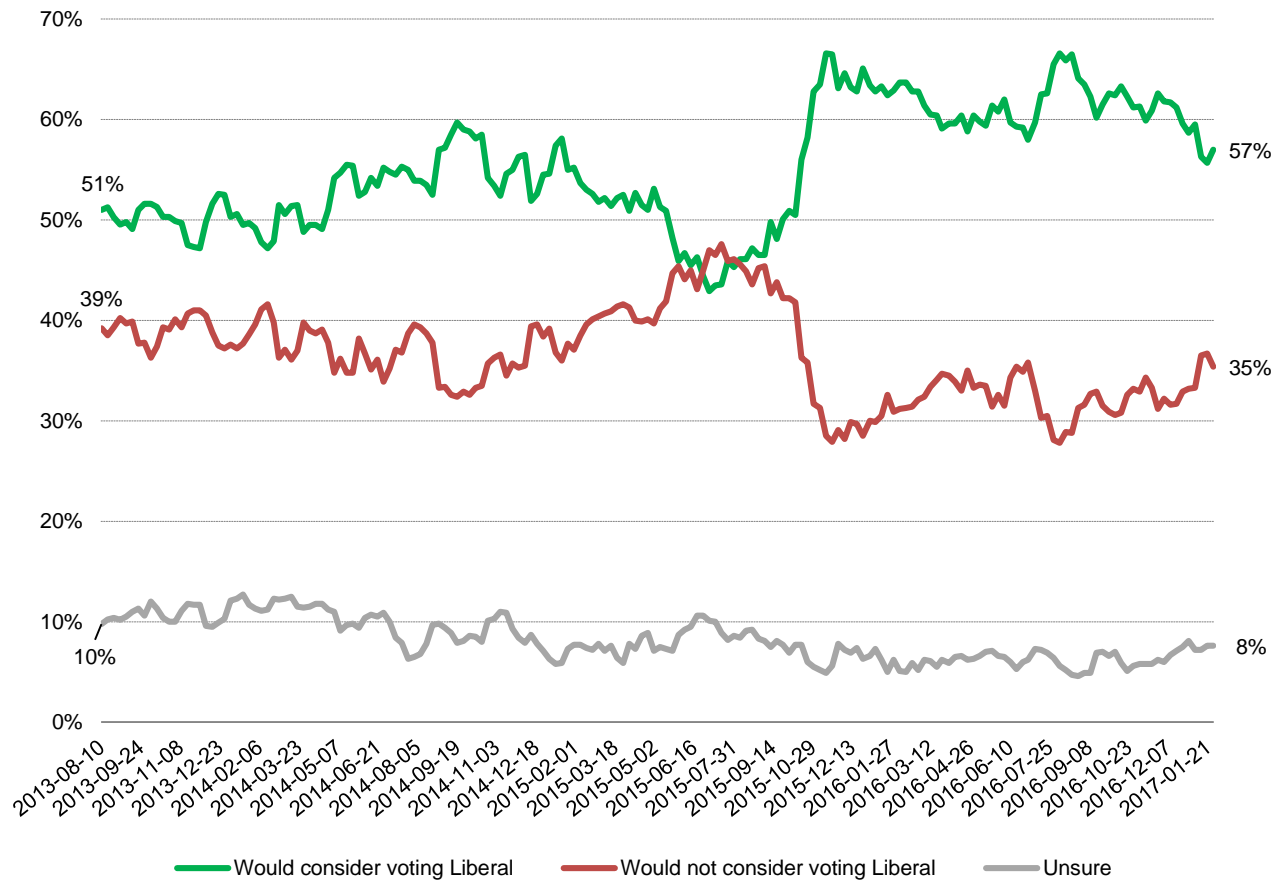*(released January 31st, 2017 - 6 am Eastern)*

Consider Liberal

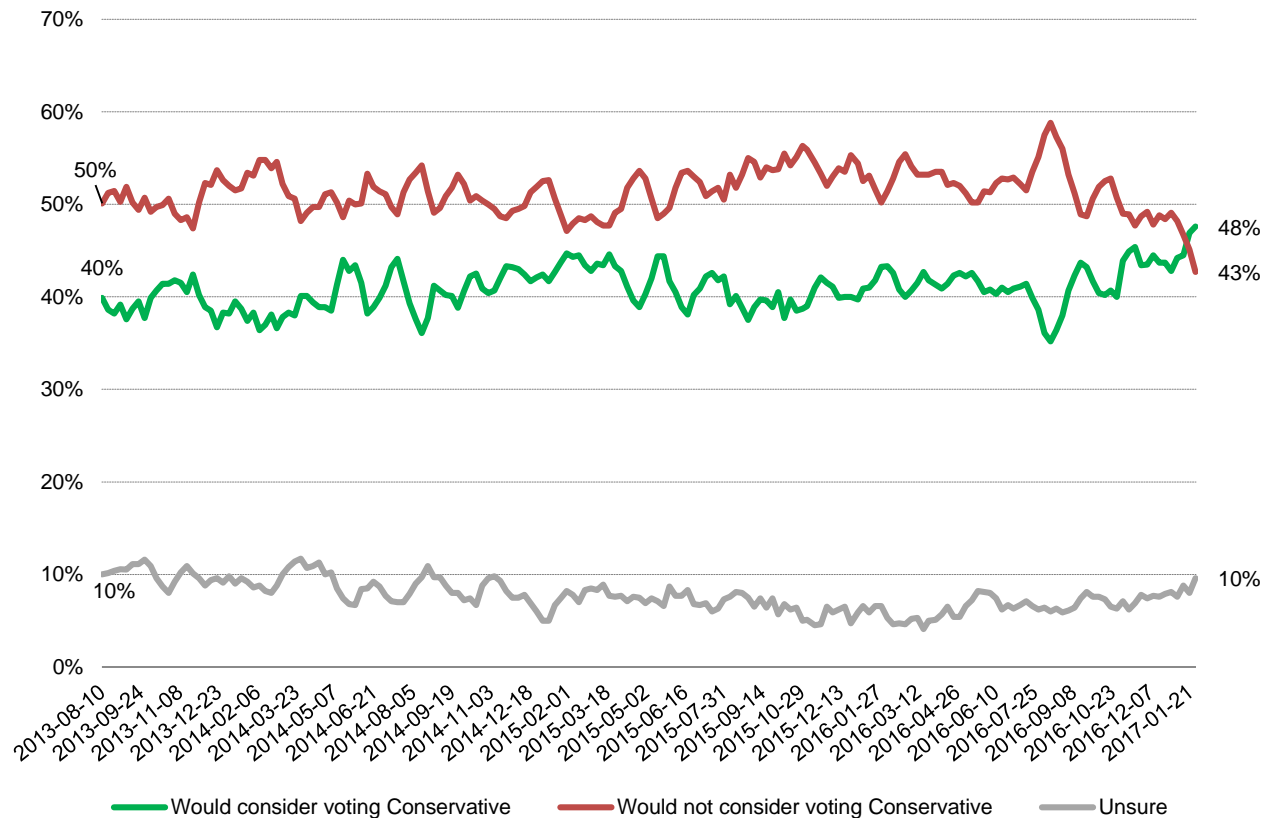**NANOS**

National – Weekly Tracking
(Ending January 27th, 2017, n=1,000)

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

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

Legend:
— Would consider voting Liberal   — Would not consider voting Liberal   — Unsure

Consider Conservative

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

Contact: Nik Nanos
       Ottawa: (613) 234-4666 x 237
       Washington DC: (202) 697-9924
       nnanos@nanosresearch.com

National – Weekly Tracking
*(Ending January 27th, 2017, n=1,000)*

Legend: Would consider voting Conservative — Would not consider voting Conservative — Unsure
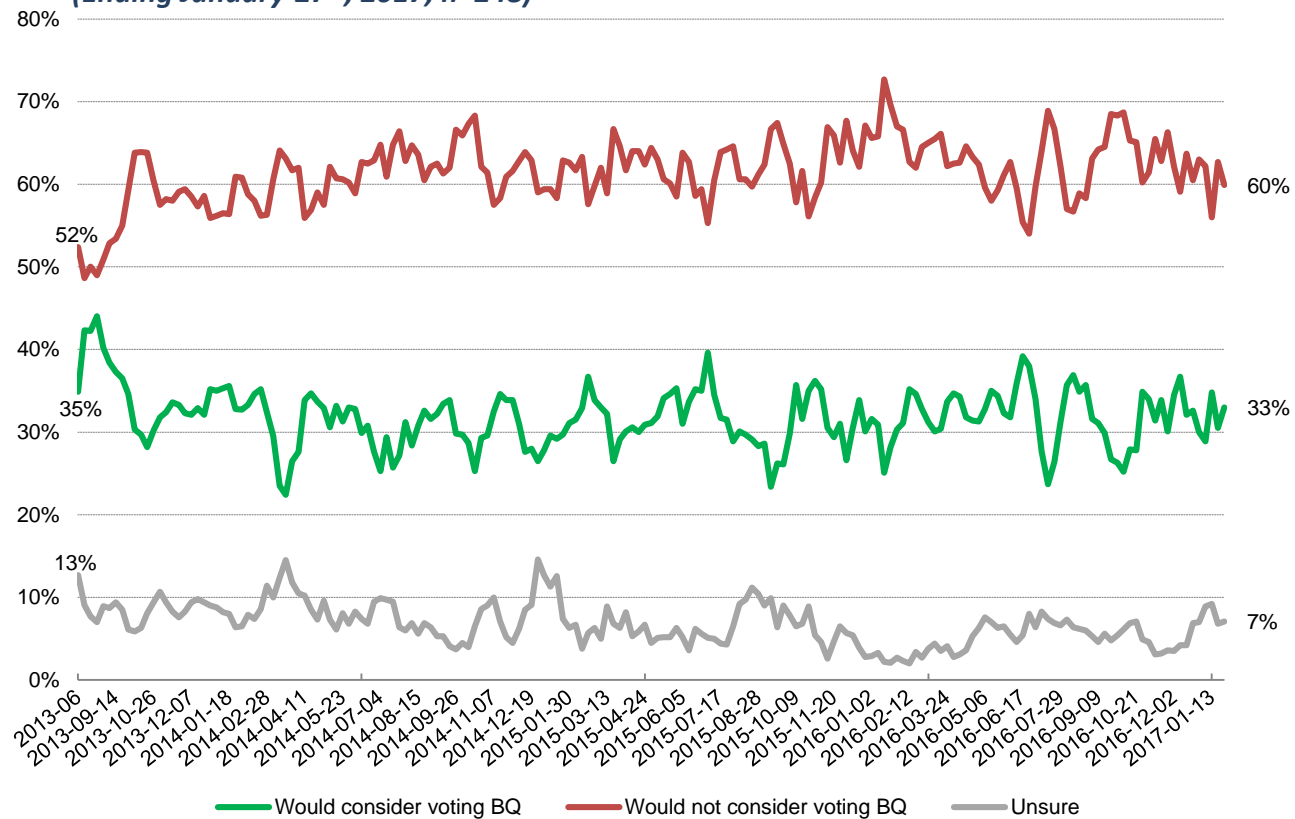
Consider NDP

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

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

National – Weekly Tracking
(Ending January 27th, 2017, n=1,000)

Legend: Would consider voting NDP — Would not consider voting NDP — Unsure

Consider Bloc
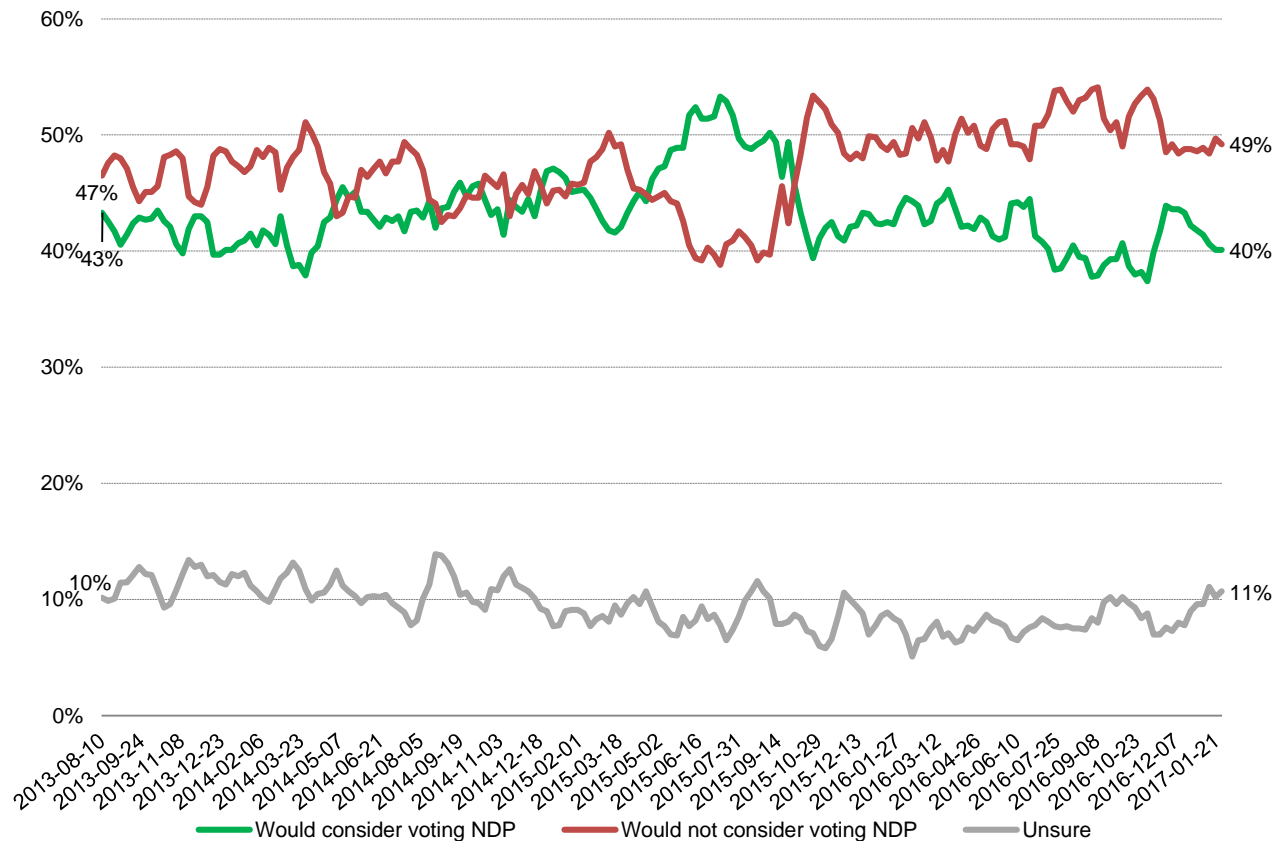
n NANOS

BLOC QUÉBÉCOIS

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
      Ottawa: (613) 234-4666 x 237
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      nnanos@nanosresearch.com

Quebec only – Weekly Tracking
(Ending January 27th, 2017, n=248)

Would consider voting BQ   Would not consider voting BQ   Unsure

Consider Green

green
PARTY OF CANADA

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
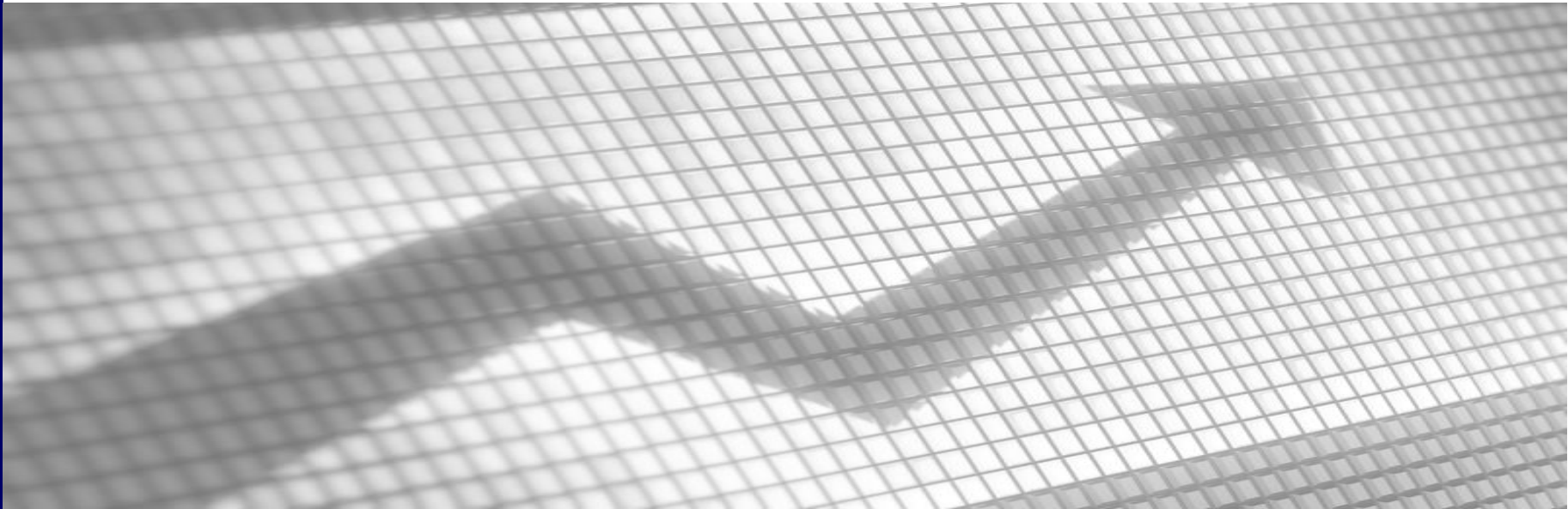
Contact: Nik Nanos
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National – Weekly Tracking
(Ending January 27th, 2017, n=1,000)

Legend:
— Would consider voting Green   — Would not consider voting Green   — Unsure
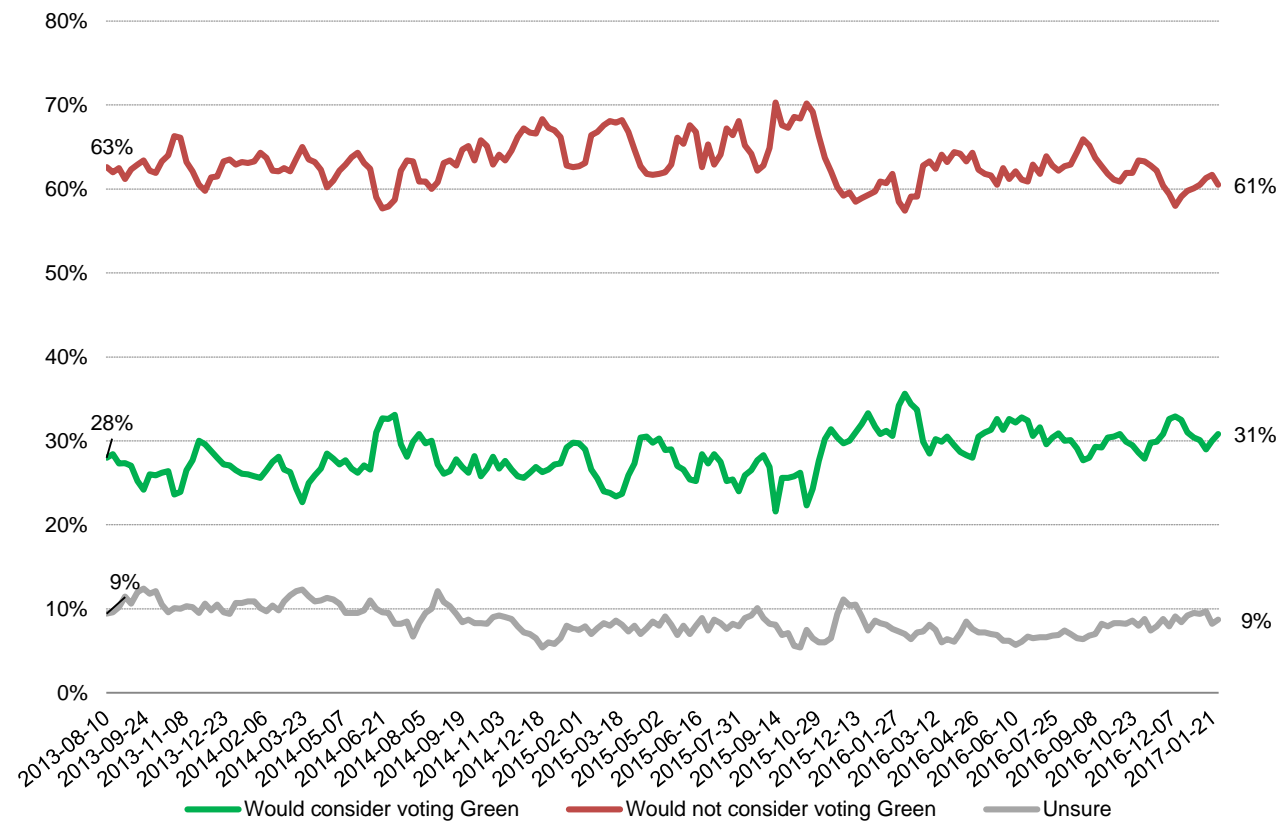
Tracking on the Federal Political Leaders

Nanos Weekly Tracking, ending January 27th, 2017
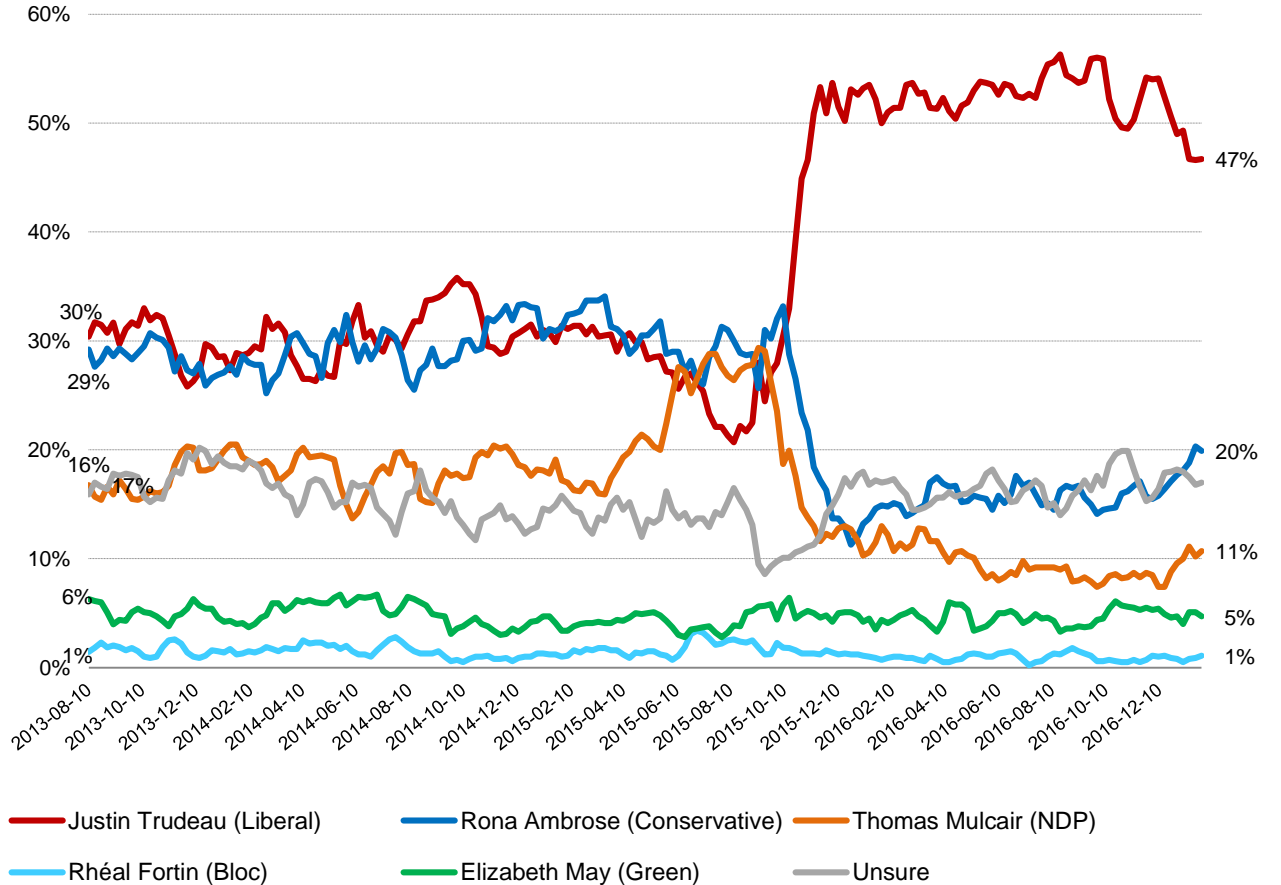*(released January 31st, 2017 - 6 am Eastern)*

National – Weekly Tracking – Preferred Prime Minister First Ranked Choice (Ending January 27th, 2017, 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
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
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Legend:
- Justin Trudeau (Liberal)
- Rona Ambrose (Conservative)
- Thomas Mulcair (NDP)
- Rhéal Fortin (Bloc)
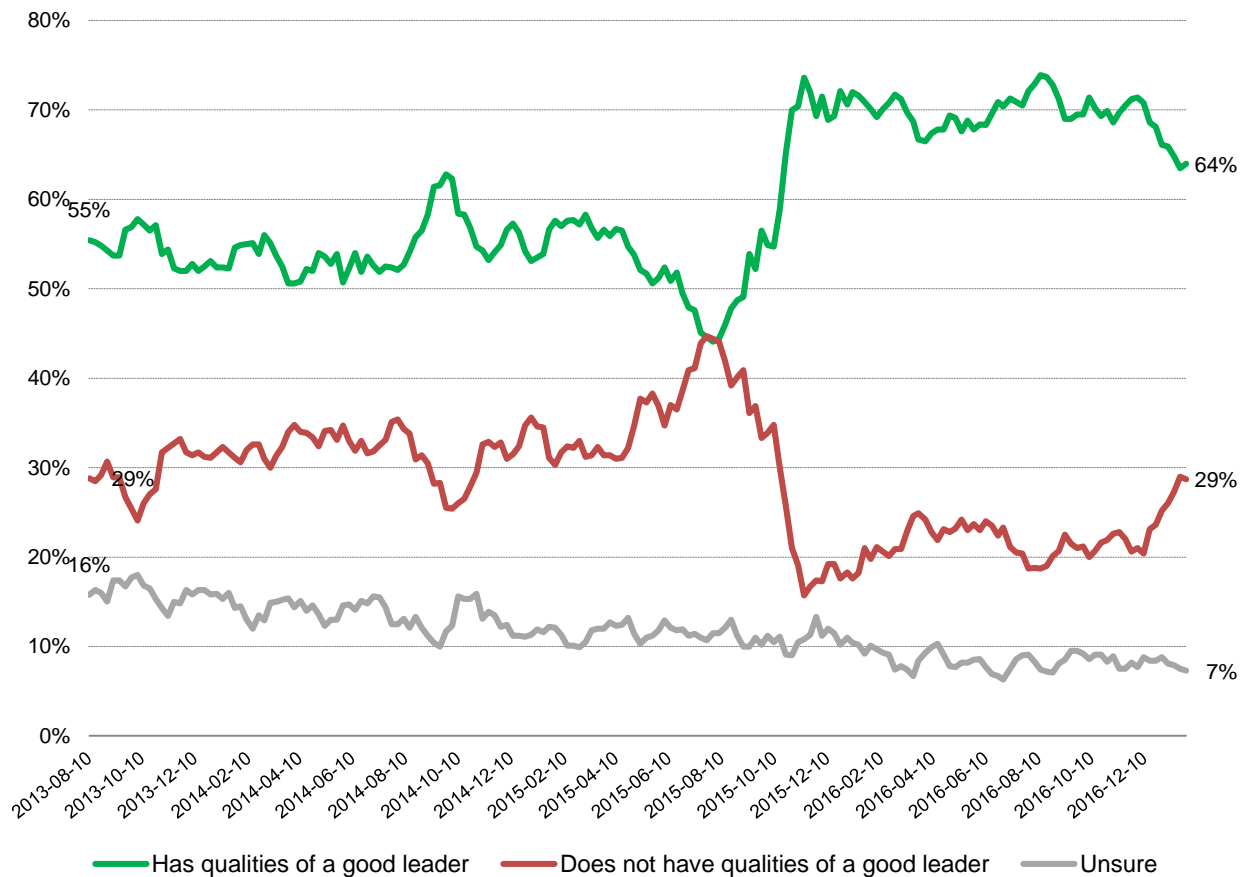- Elizabeth May (Green)
- Unsure

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

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
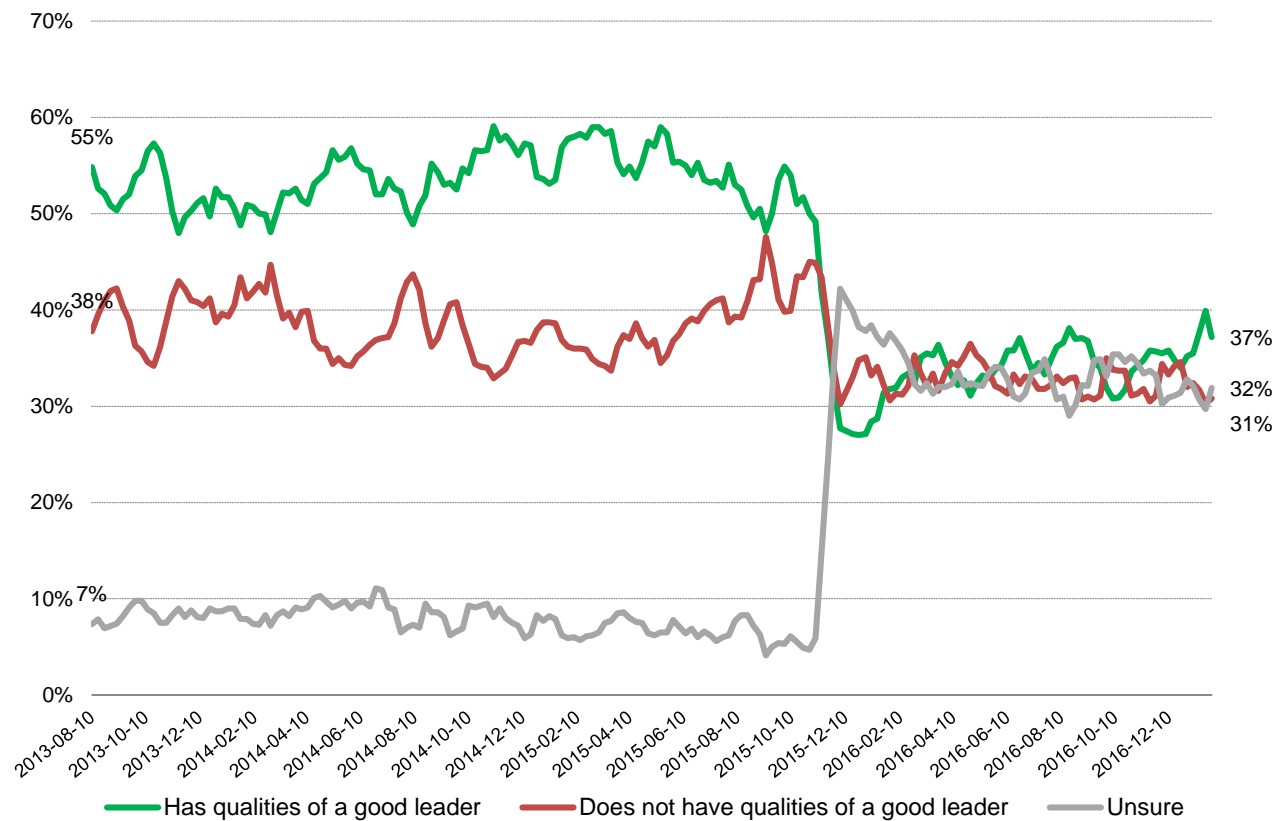Washington DC: (202) 697-9924
nnanos@nanosresearch.com

National – Weekly Tracking – Qualities of a Good Political Leader
(Ending January 27th, 2017, n=1,000)

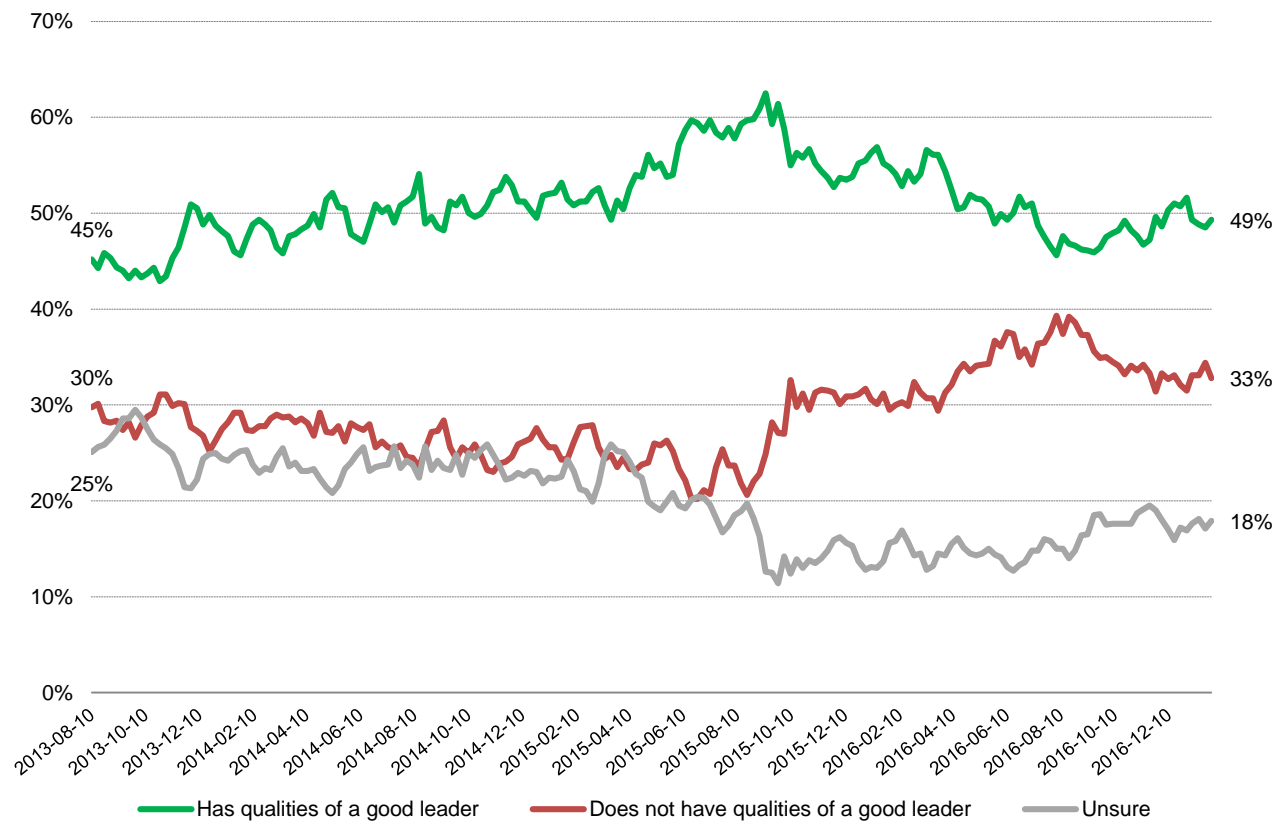Legend: Has qualities of a good leader | Does not have qualities of a good leader | Unsure

Ambrose

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

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 January 27th, 2017, n=1,000)

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

Contact: Nik Nanos
Ottawa: (613) 234-4666 x 237
Washington DC: (202) 697-9924
nnanos@nanosresearch.com

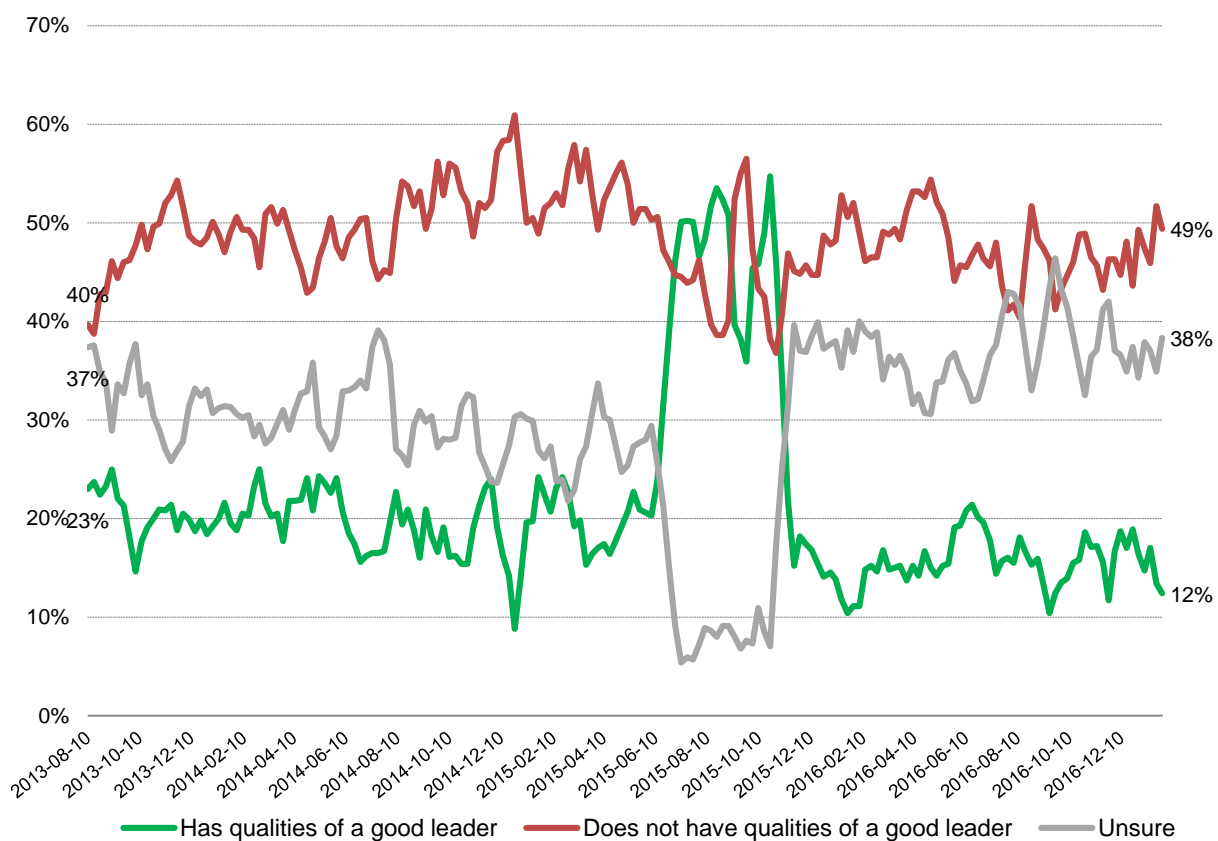*National – Weekly Tracking– Qualities of a Good Political Leader (Ending January 27th, 2017, n=1,000)*

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

Fortin

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
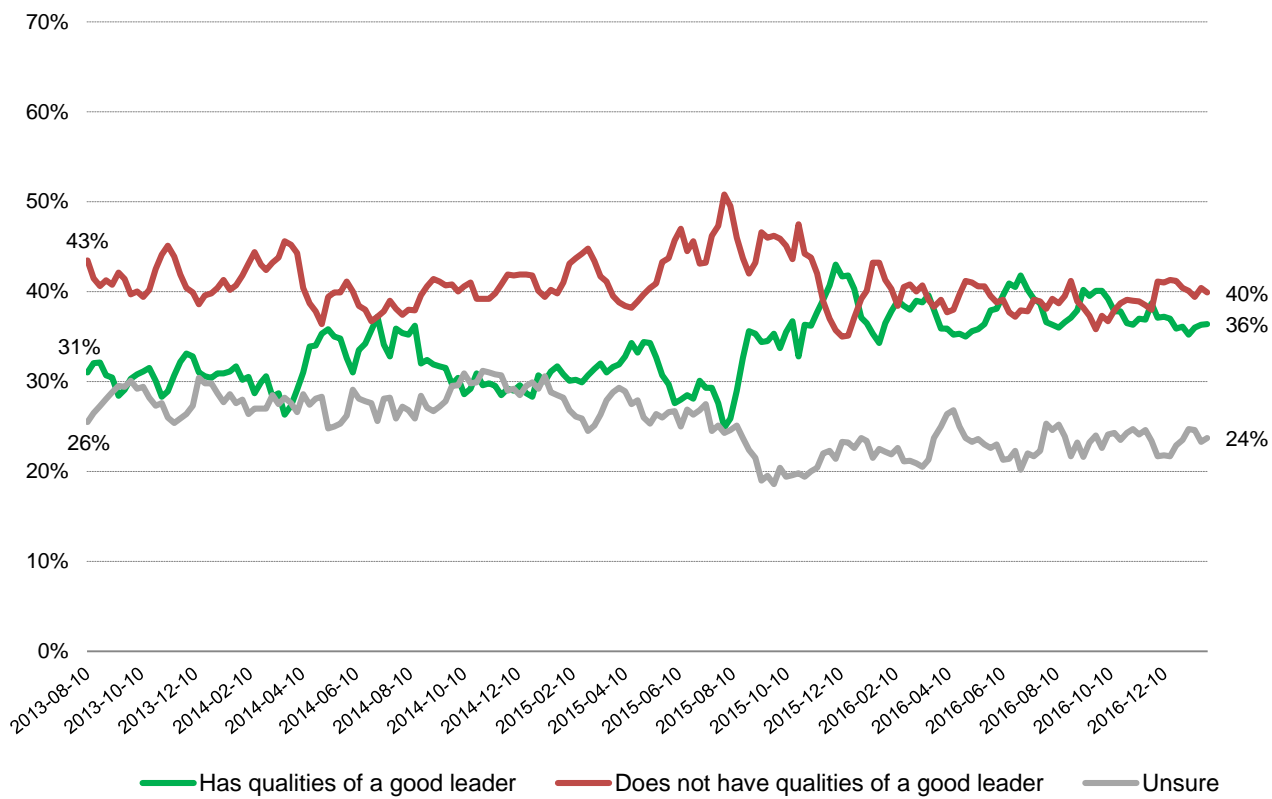
Contact: Nik Nanos
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Quebec only – Weekly Tracking – Qualities of a Good Political Leader (Ending January 27th, 2017, n=248)

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

Contact: Nik Nanos
      Ottawa: (613) 234-4666 x 237
      Washington DC: (202) 697-9924
      nnanos@nanosresearch.com

National – Weekly Tracking – Qualities of a Good Political Leader (Ending January 27th, 2017, n=1,000)

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

Nanos Party Power Index

Nanos Weekly Tracking, ending January 27th, 2017
*(released January 31st, 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.

Contact: Nik Nanos
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nnanos@nanosresearch.com

Canada Weekly Index Tracking Scores
(Ending January 27th, 2017, n=1,000)

Legend: Liberal, Conservative, NDP, Green, Bloc
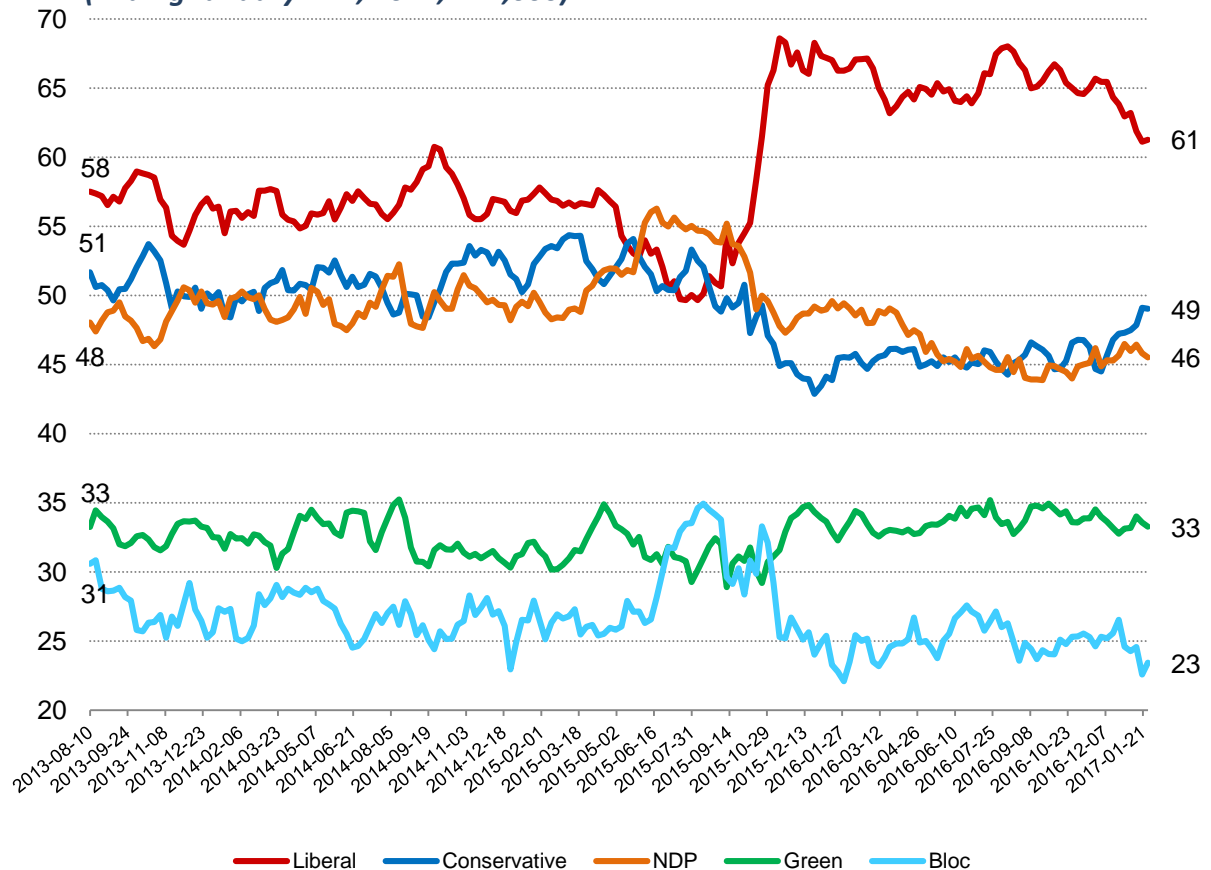
Methodology

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	December 27th, 2016 to January 27th, 2017
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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Chairman, Nanos Research Group

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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
C	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.