



*Weekly Nanos Party Power Index Tracking (period ending November 15<sup>th</sup>, 2013)*  
*released November 20<sup>th</sup>, 2013*

## *NDP and Mulcair Brand Trending Up – Harper and Trudeau trending down Analysis (Released 11/20/2013)*

In politics the trend is everything. It is significant to note that the brand strengths for both the Conservatives and the Liberals have been eroding over the past few weeks of tracking. What was once a ten point spread in the Nanos Party Power Index between the three main parties is now only a five point spread with the Conservatives having an equivalent brand score to the NDP with the Liberals ahead of both.

For the major parties the Liberals are at 54 points (down for the last four weeks), the Conservatives are at 49 points (also down for the last four weeks) while the New Democrats are at 49 points (up for the last three weeks). The Nanos Party Power Index Score for the Green Party was at 33 points and the BQ at 27 points (BQ is for QC only).

This shift has largely been leadership driven with the leadership numbers for both Harper and Trudeau sliding while leadership scores for Mulcair are trending up.

It would seem that the constant efforts of Mulcair are filtering through to voters with the profile he has built through the Senate expense controversy. At the same time Harper's leadership numbers continue to erode.

# About the Index



## *Weekly 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 1<sup>st</sup> and 2<sup>nd</sup> vote preferences;
- a measure of whether the respondent would consider voting for the party;
- the 1<sup>st</sup> and 2<sup>nd</sup> 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.**

# 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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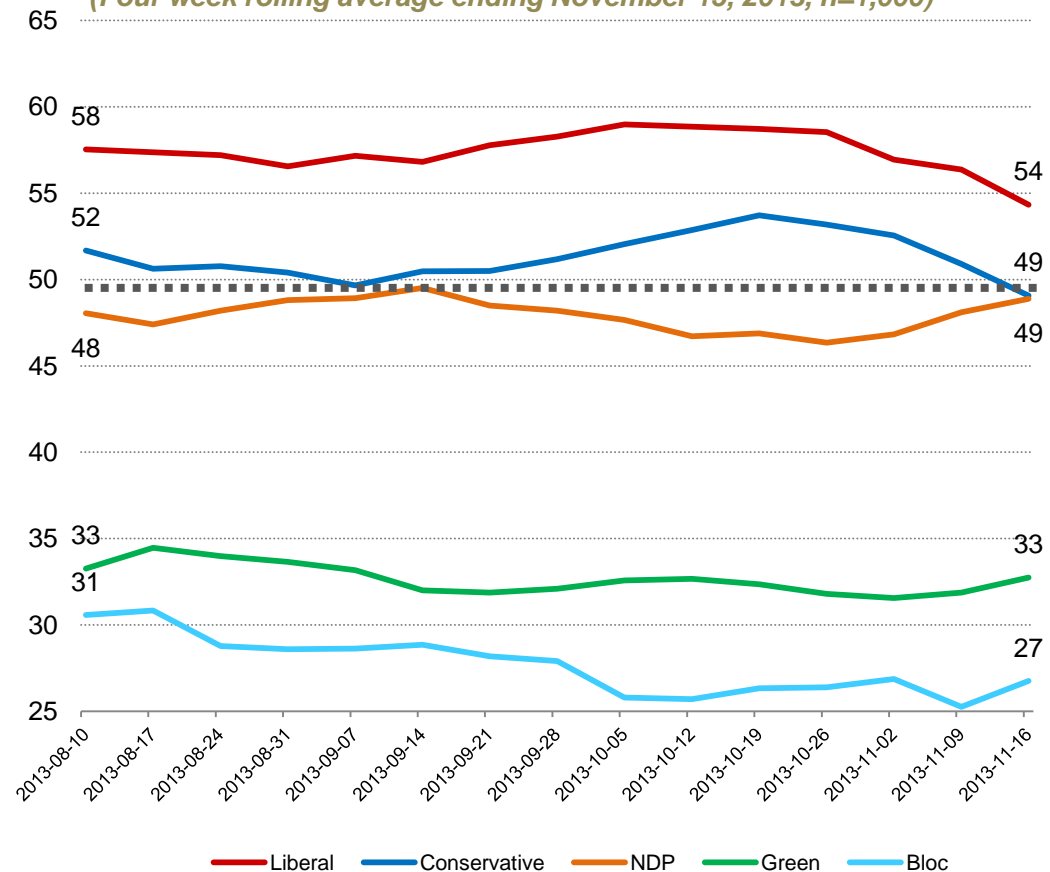
[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)



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## Canada Weekly Index Tracking Scores

(Four week rolling average ending November 15, 2013, n=1,000)







## *Party Power Index Tracking by Region*

# Party Power Index



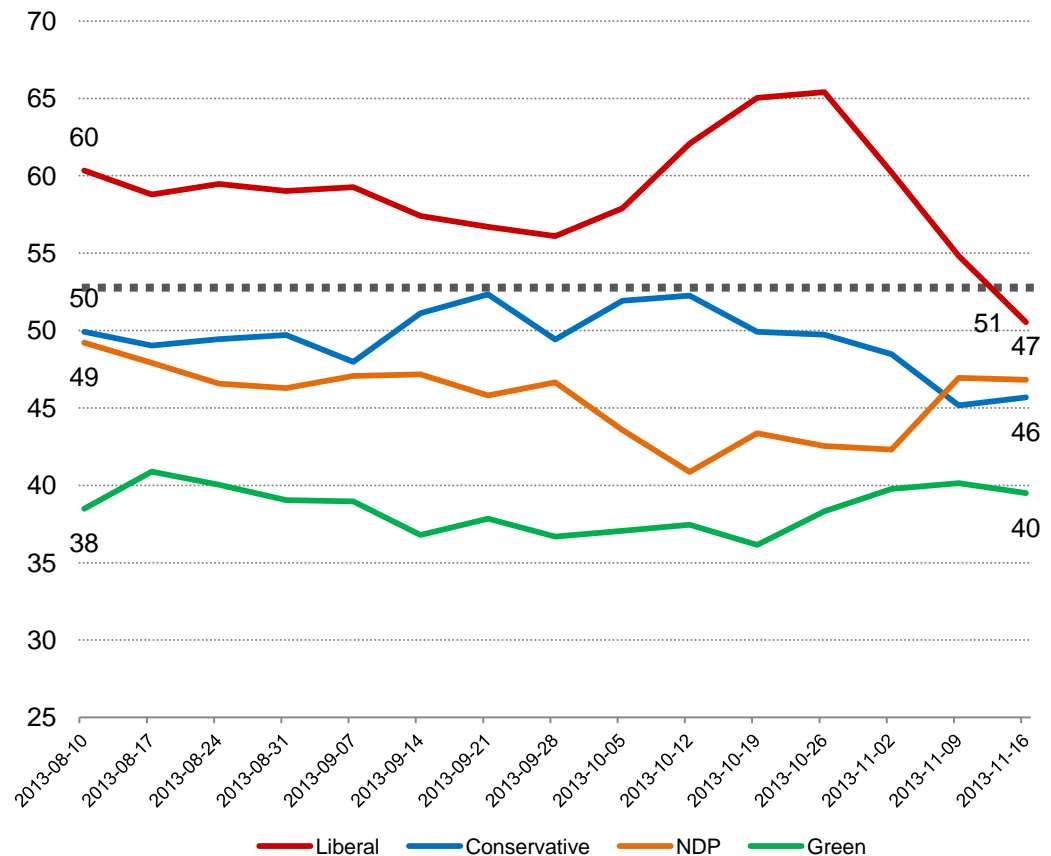
The Nanos Party Power Index Tracking for BC is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins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

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## British Columbia Weekly Index Tracking Scores (Four week rolling average ending November 15, 2013, n=156)





# Party Power Index



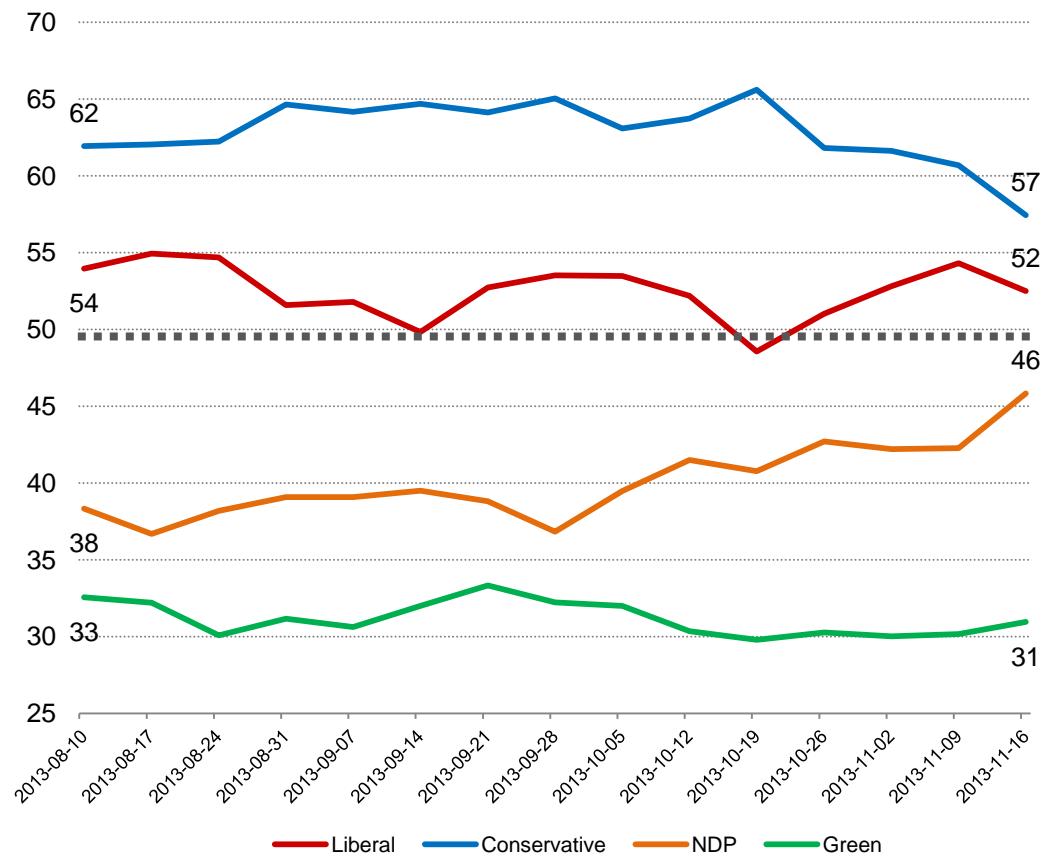
The Nanos Party Power Index Tracking for the Prairies is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are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

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## *Prairies Weekly Index Tracking Scores (Four week rolling average ending November 15, 2013, n=197)*



# Party Power Index



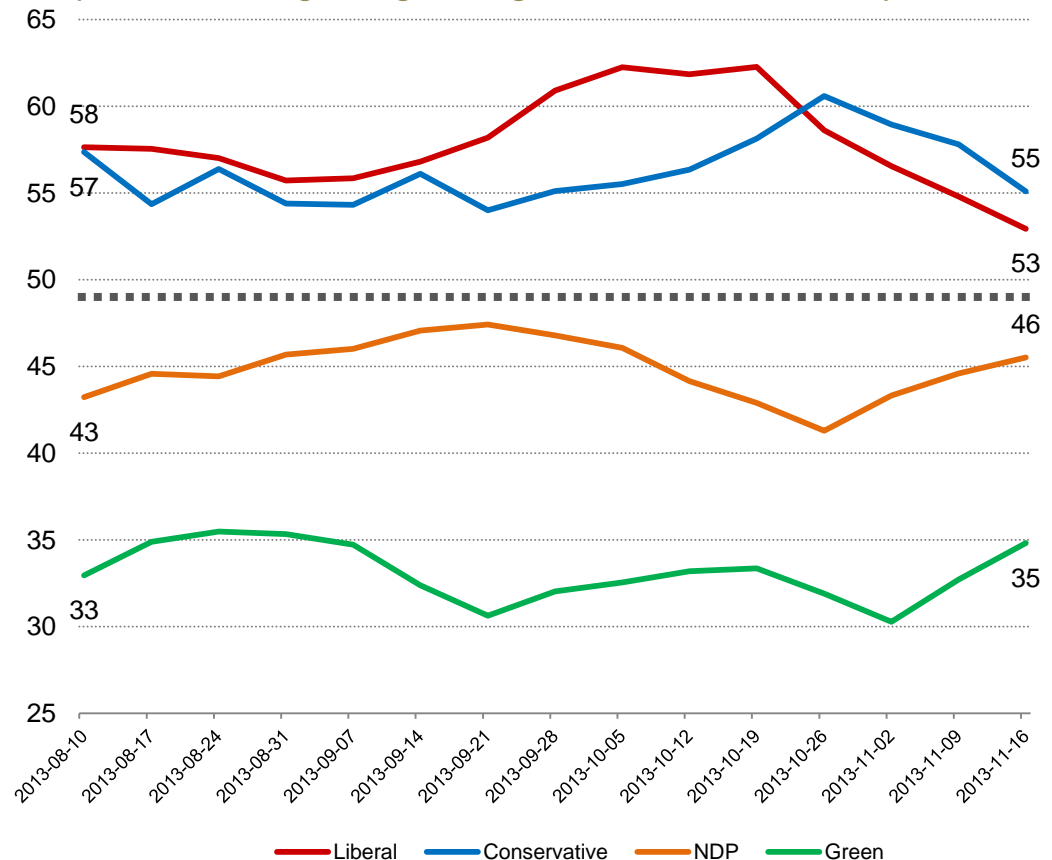
The Nanos Party Power Index Tracking for Ontario is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider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

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## Ontario Weekly Index Tracking Scores (Four week rolling average ending November 15, 2013, n=300)





# Party Power Index



The Nanos Party Power Index Tracking for Quebec 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. There are wider margins of accuracy for regional subsamples.

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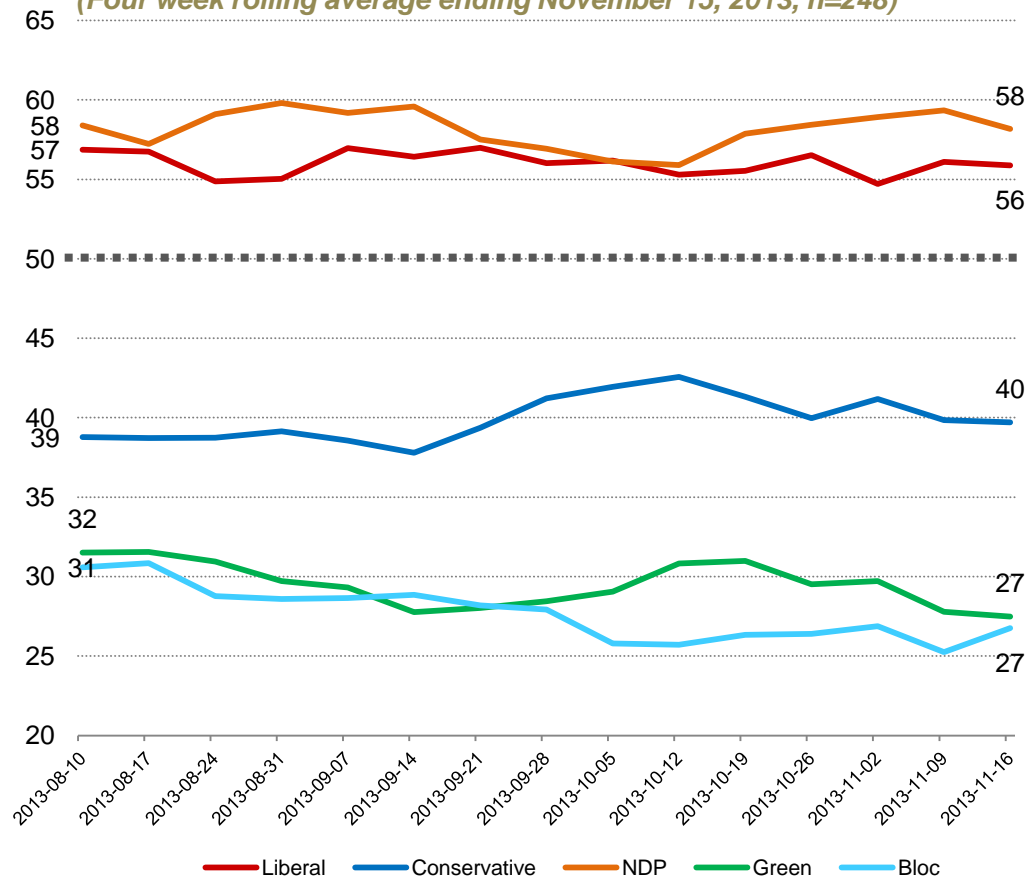
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## Quebec Weekly Index Tracking Scores

(Four week rolling average ending November 15, 2013, n=248)



# Party Power Index



The Nanos Party Power Index Tracking for the Atlantic 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. There are wider margins of accuracy for regional subsamples.

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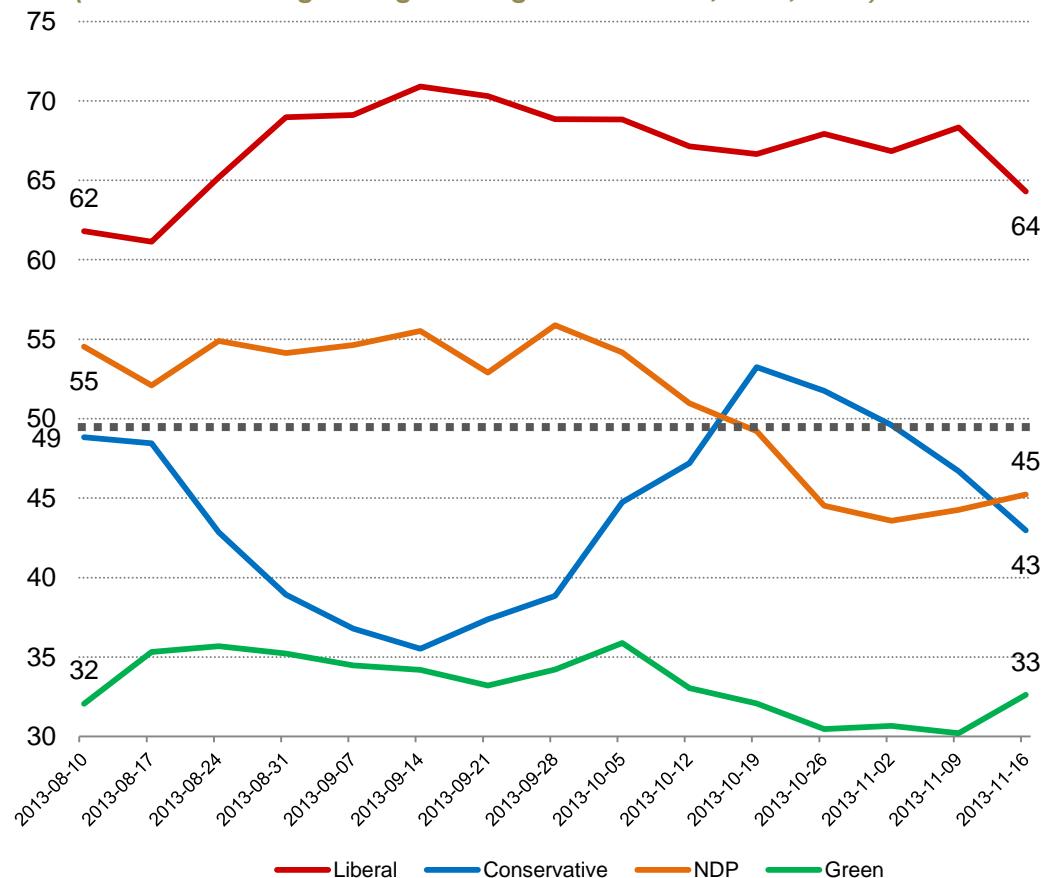
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## Atlantic Weekly Index Tracking Scores (Four week rolling average ending November 15, 2013, n=99)





## *Party Power Index Tracking by Age*

# Party Power Index



The Nanos Party Power Index Tracking for the 18 to 29 age group 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. There are wider margins of accuracy for age subsamples.

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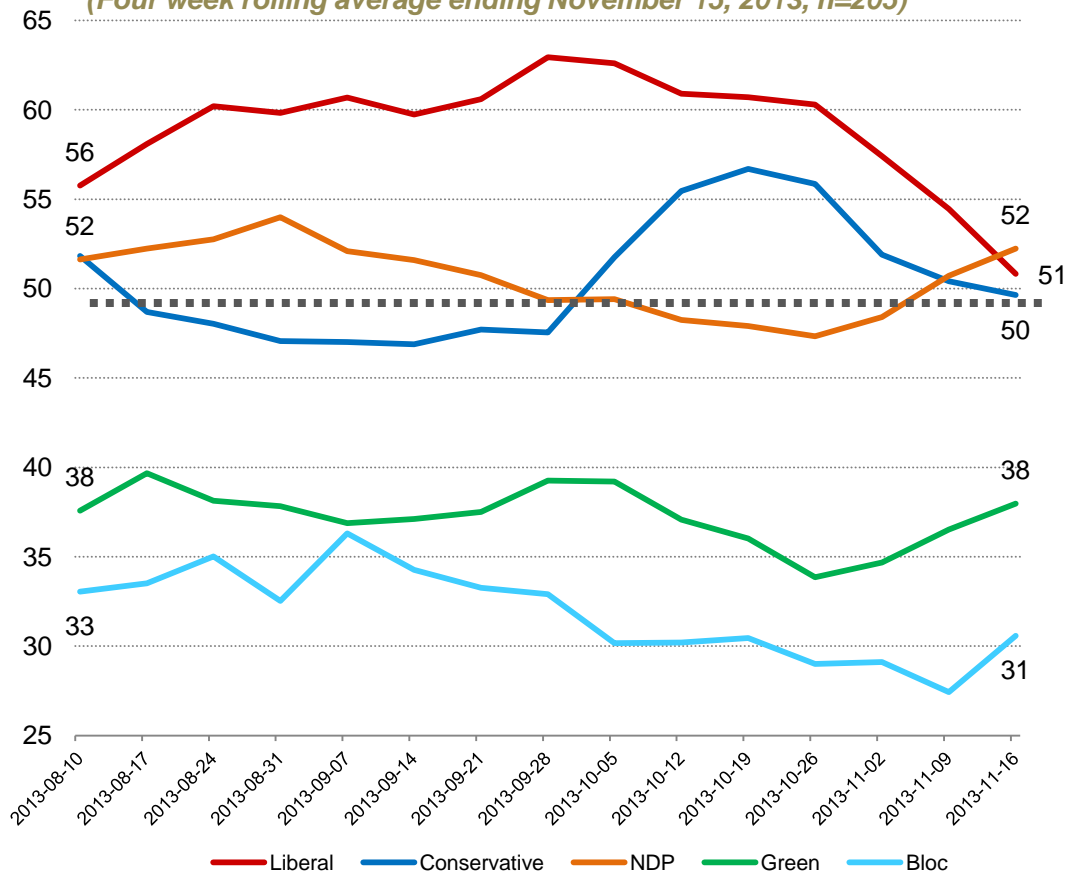
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**18 to 29 Weekly Index Tracking Scores**  
(Four week rolling average ending November 15, 2013, n=205)





# Party Power Index



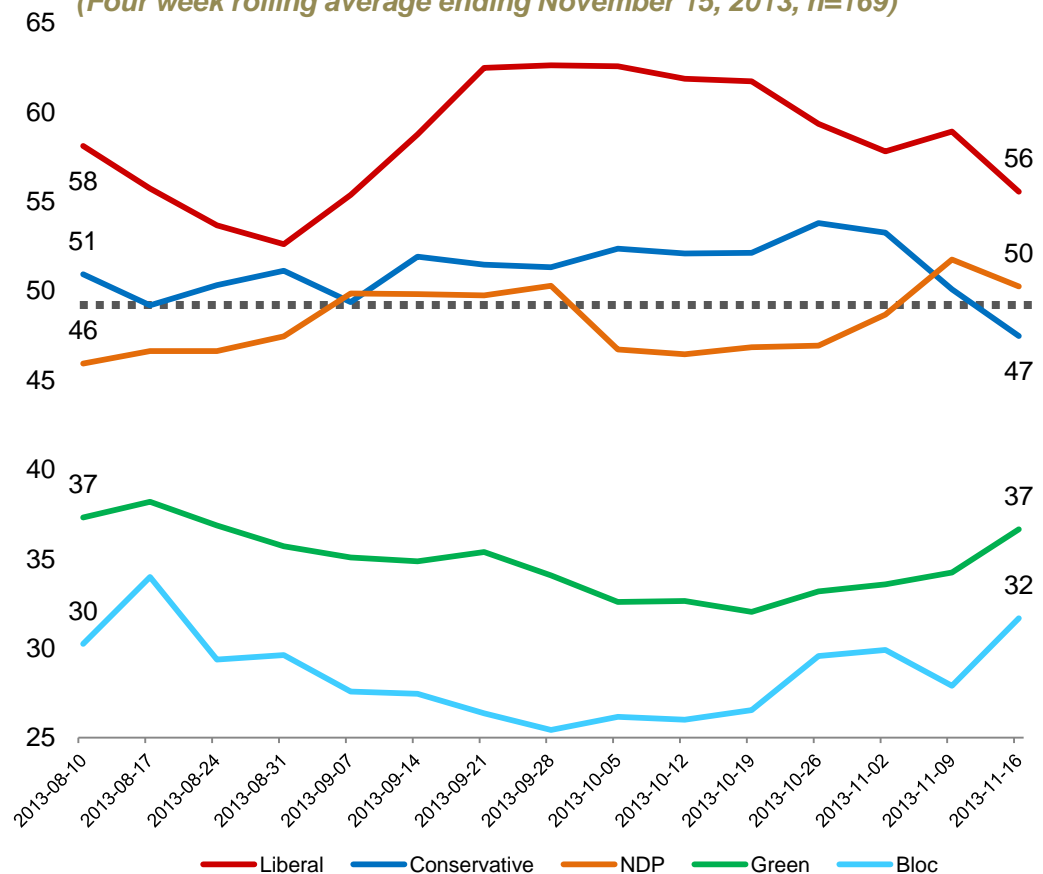
The Nanos Party Power Index Tracking for the 30 to 39 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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## 30 to 39 Weekly Index Tracking Scores (Four week rolling average ending November 15, 2013, n=169)



# Party Power Index



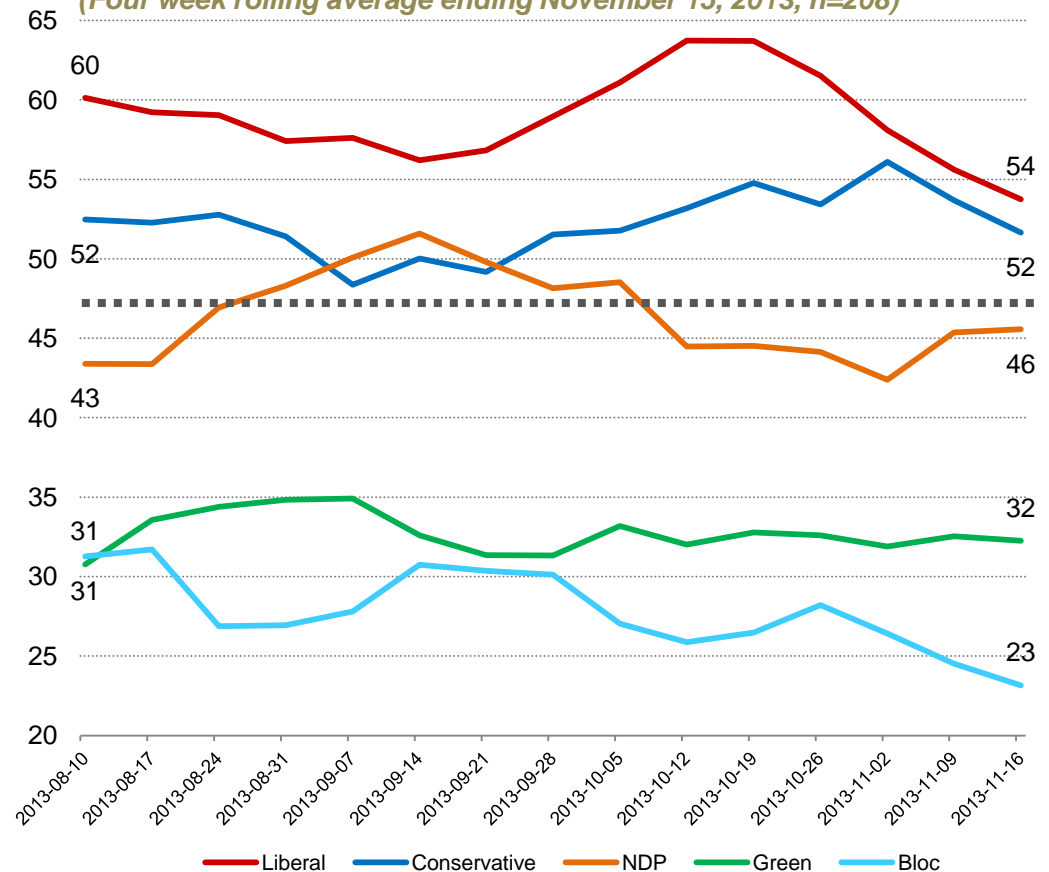
The Nanos Party Power Index Tracking for the 40 to 49 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for PM, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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**40 to 49 Weekly Index Tracking Scores**  
(Four week rolling average ending November 15, 2013, n=208)



# Party Power Index



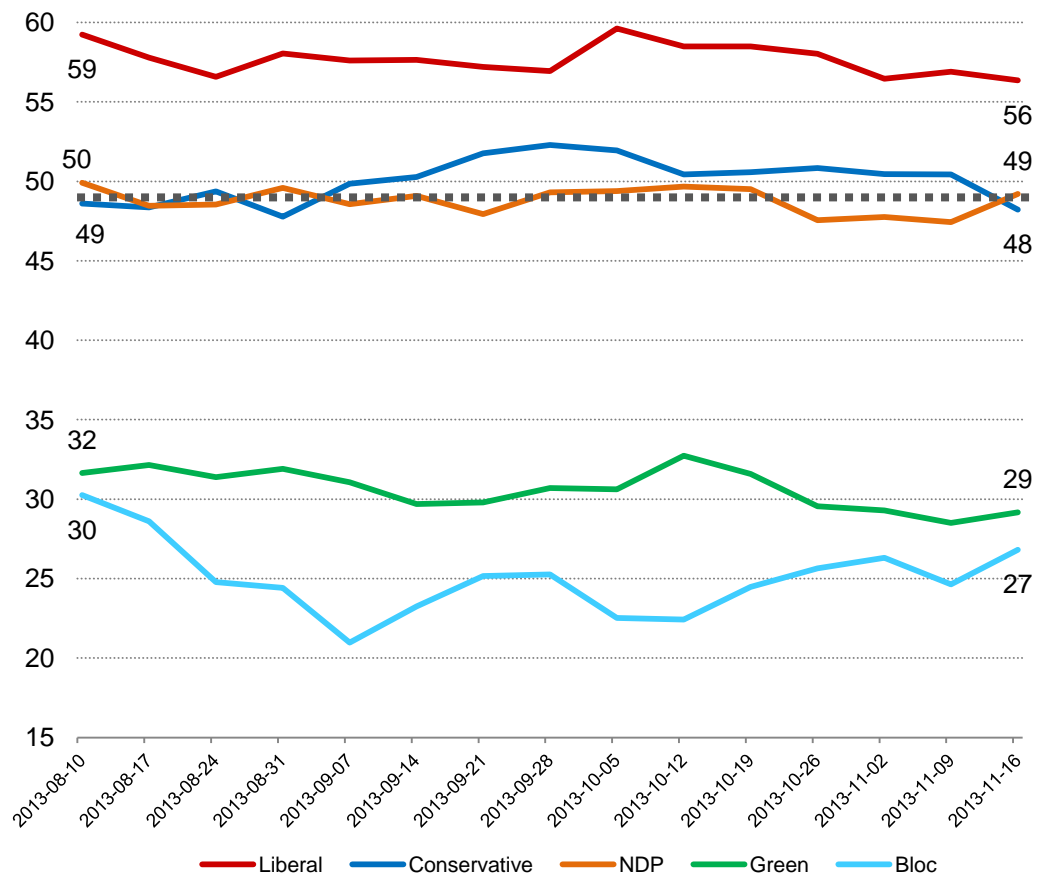
The Nanos Party Power Index Tracking for the 50 to 59 age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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## 50 to 59 Weekly Index Tracking Scores (Four week rolling average ending November 15, 2013, n=178)



# Party Power Index



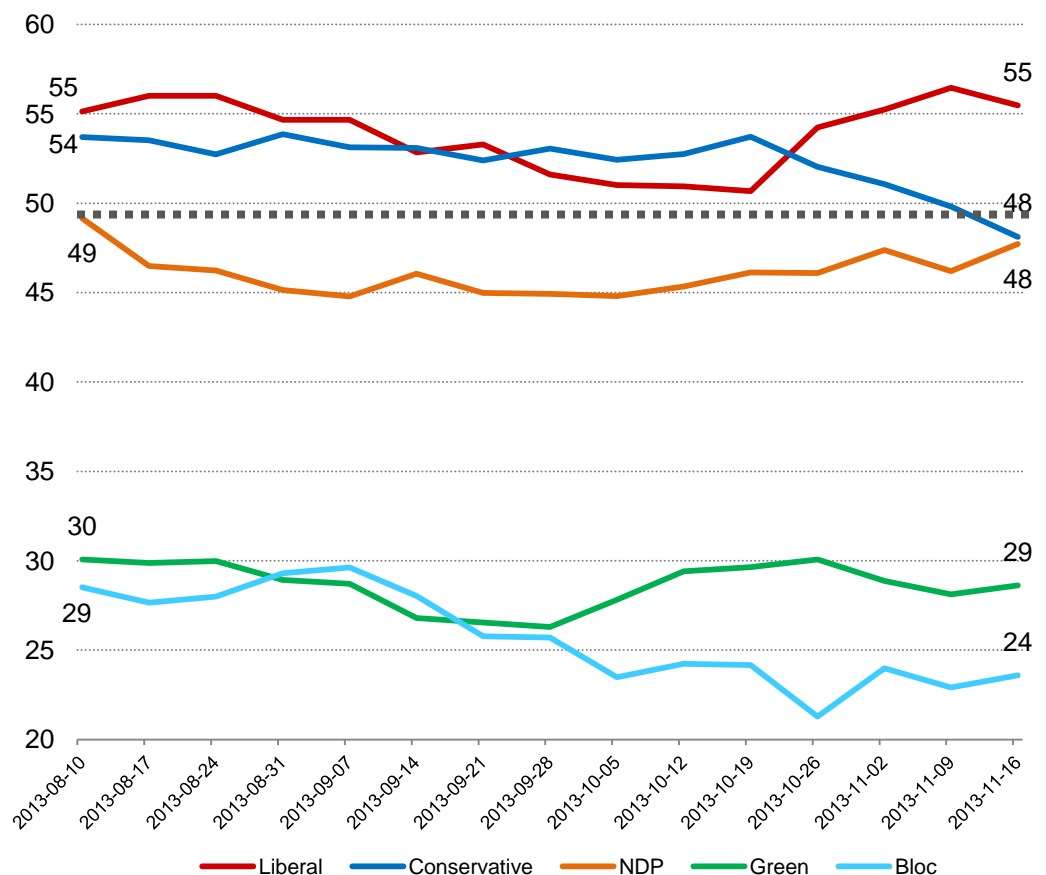
The Nanos Party Power Index Tracking for the 60 plus age group is based on a composite of the following public opinion measures: the national ballot, which party individuals would consider voting for, the top two choices for Prime Minister, and whether each party leader has good leadership qualities. There are wider margins of accuracy for age subsamples.

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## 60 plus Weekly Index Tracking Scores (Four week rolling average ending November 15, 2013, n=239)







## *Party Power Index Tracking by Gender*

# Party Power Index



The Nanos Party Power Index Tracking for males 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. There are wider margins of accuracy for gender subsamples.

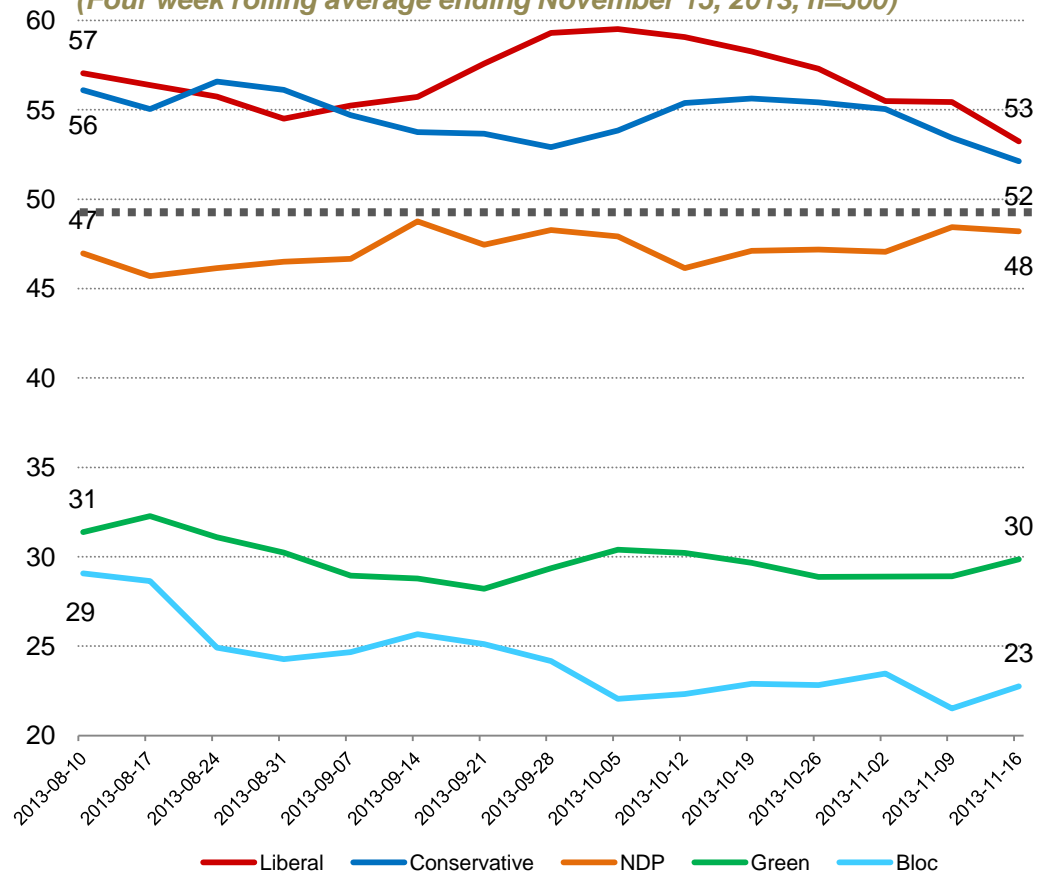
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## Male Weekly Index Tracking Scores

(Four week rolling average ending November 15, 2013, n=500)



# Party Power Index



The Nanos Party Power Index Tracking for females 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. There are wider margins of accuracy for gender subsamples.

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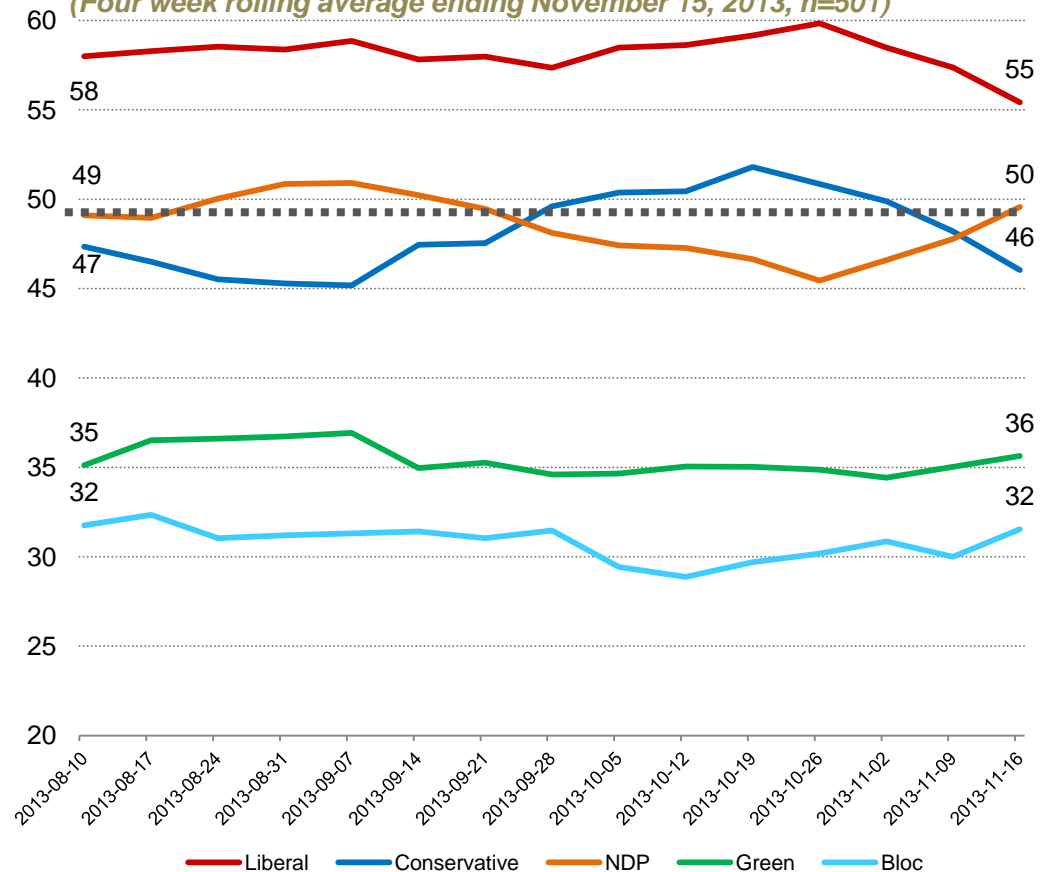
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## Female Weekly Index Tracking Scores

(Four week rolling average ending November 15, 2013, n=501)





## *National Vote Considerations Tracking*



# Consider Conservative NANOS

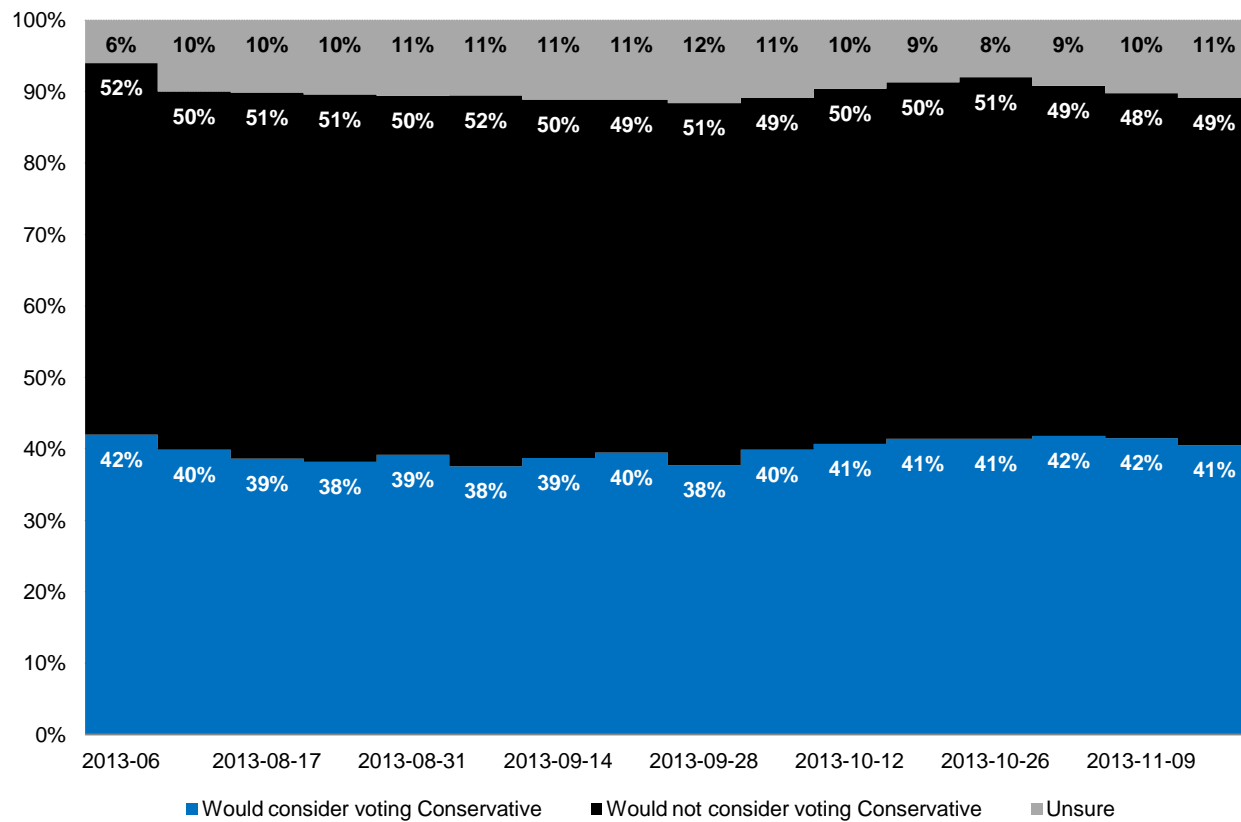
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] Conservative Party

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## National – Weekly Tracking (Four week rolling average ending November 15, 2013, n=1,000)



# Consider NDP



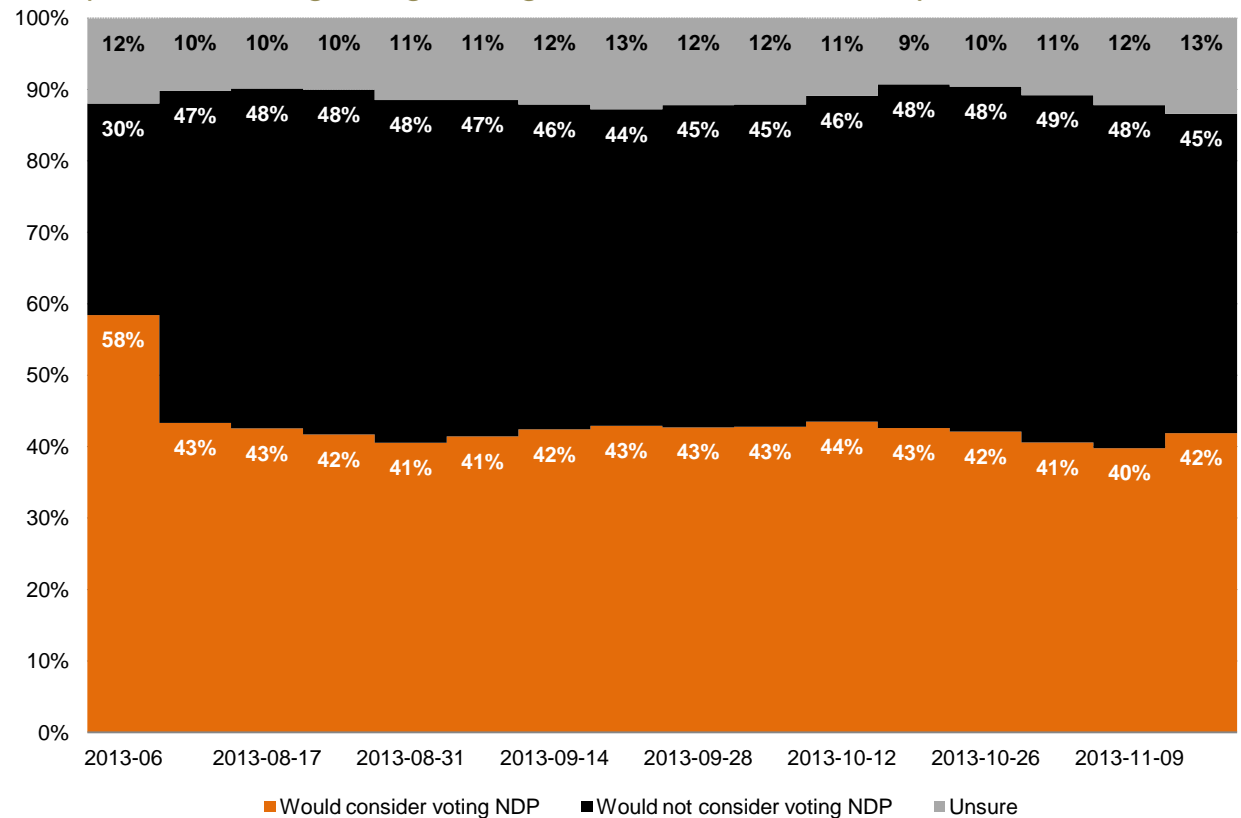
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] NDP

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**National – Weekly Tracking**  
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# Consider Liberal



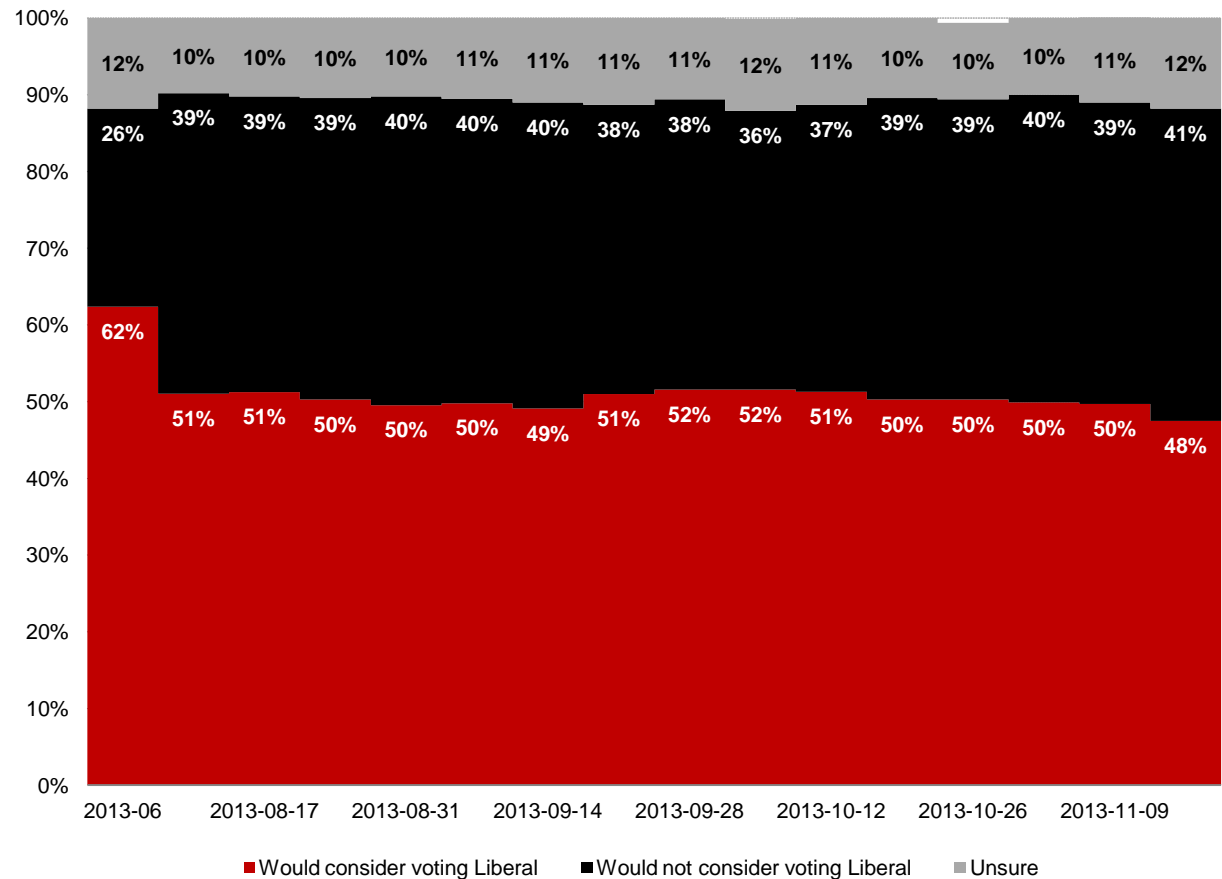
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] Liberal Party

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## National – Weekly Tracking (Four week rolling average ending November 15, 2013, n=1,000)



# Consider Bloc



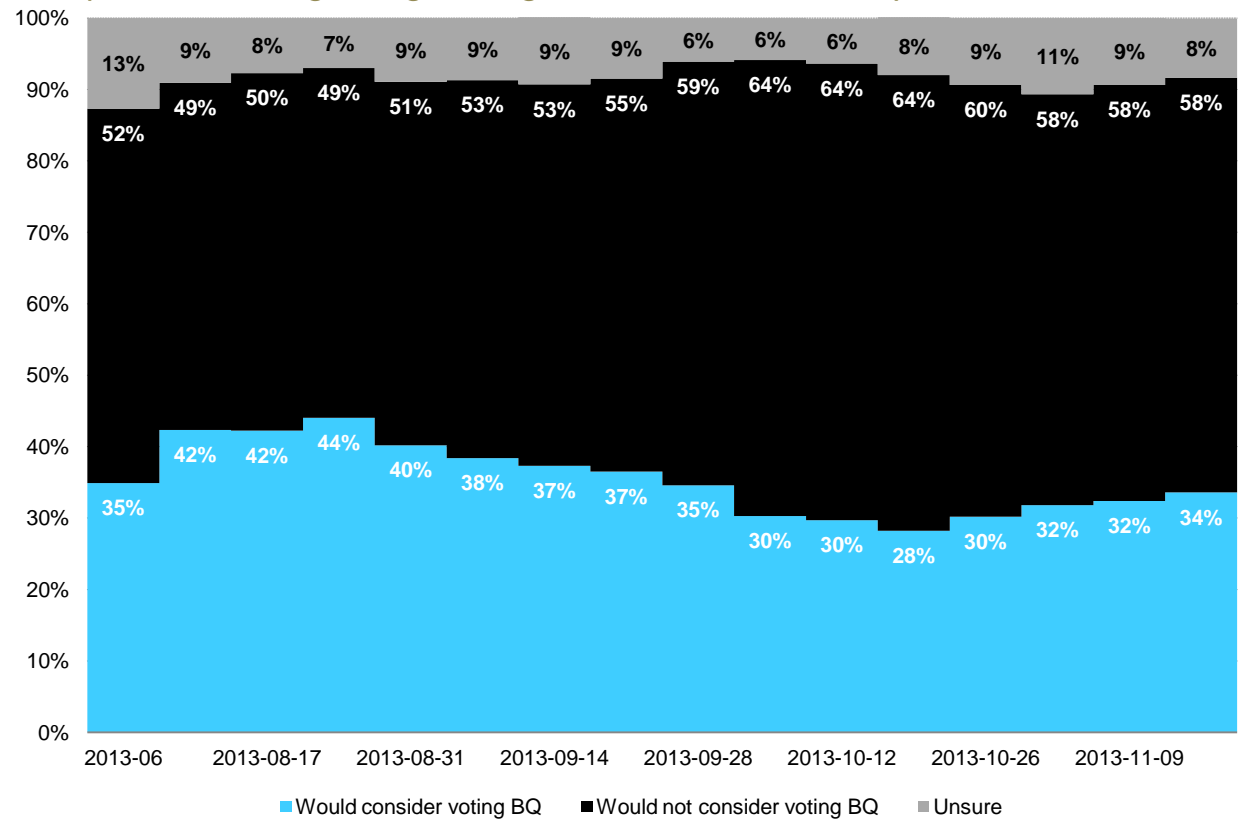
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] Bloc Québécois

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**Quebec only – Weekly Tracking**  
(Four week rolling average ending November 15, 2013, n=248)





# Consider Green



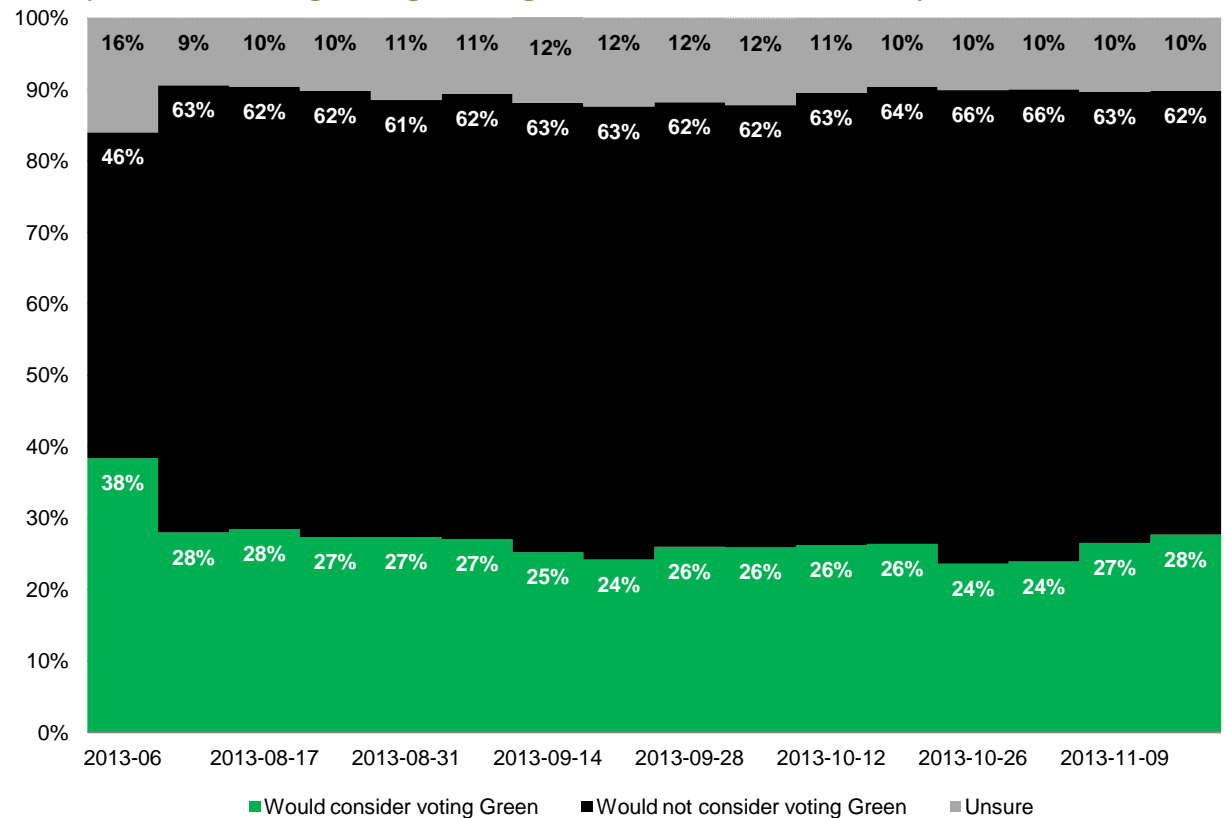
**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it.  
[RANDOMIZE] Green Party

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## National – Weekly Tracking (Four week rolling average ending November 15, 2013, n=1,000)





## *National Leadership Tracking*

# Prime Minister



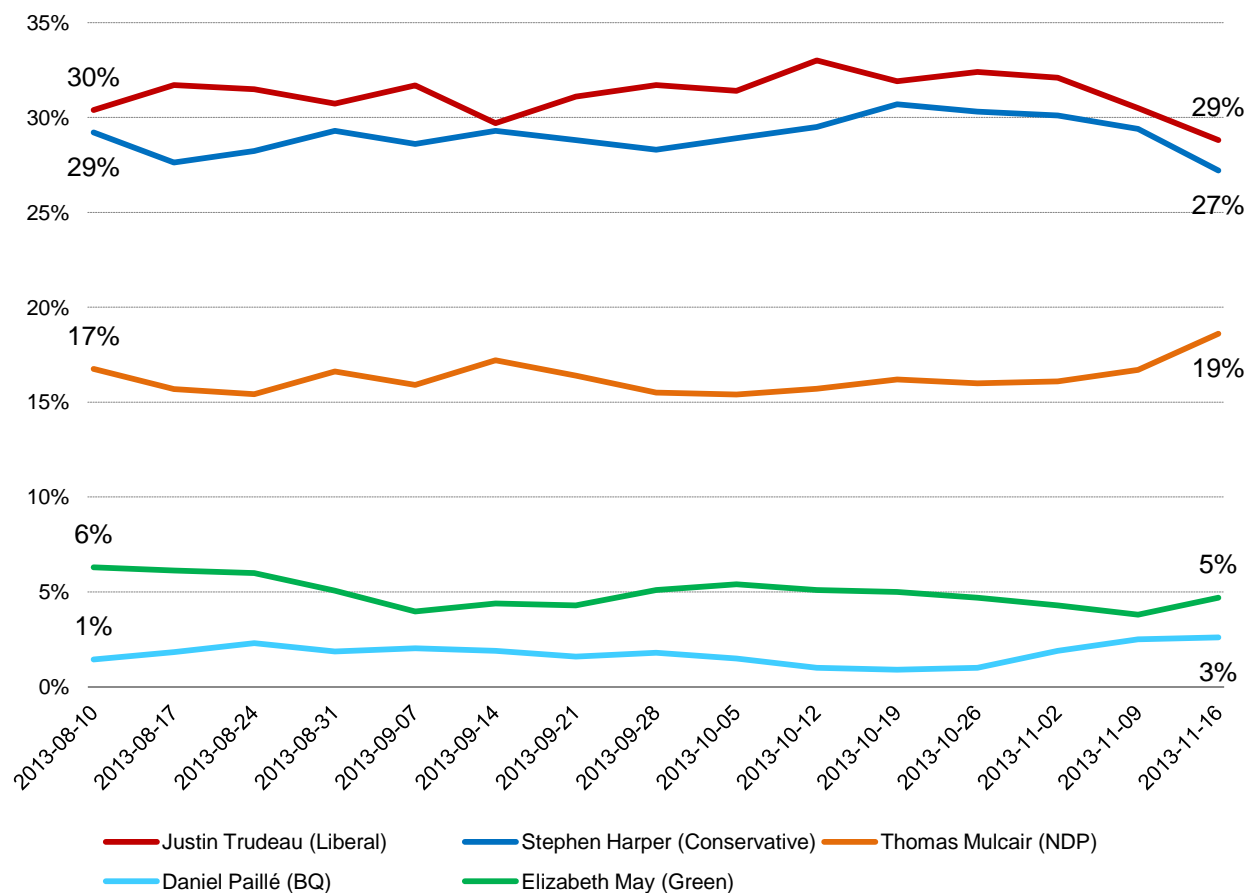
**Question:** Of the current federal political party leaders, could you please rank your top two current local preferences for Prime Minister? [ROTATE PARTY LEADERS]

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## National – Weekly Tracking – First Ranked Choice (Four week rolling average ending November 15, 2013, n=1,000)



# Harper



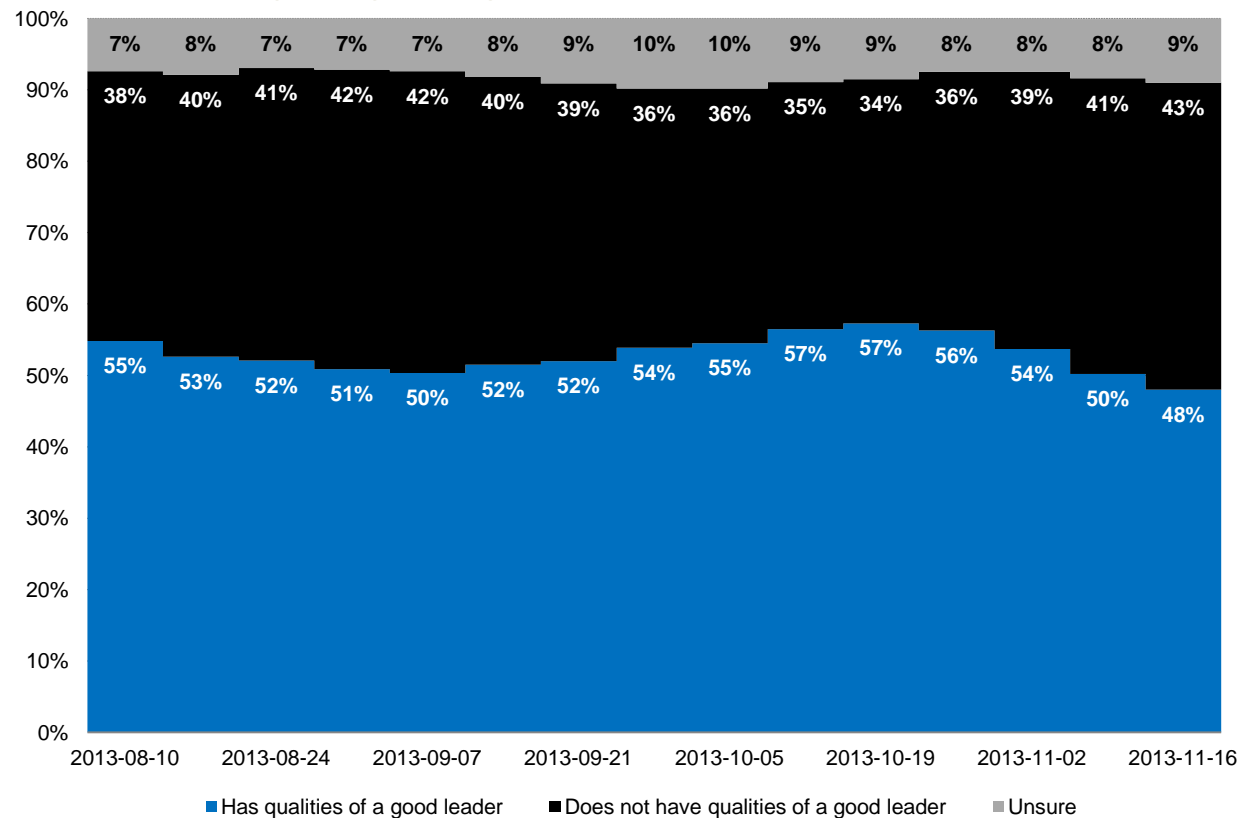
**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Stephen Harper

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## National – Weekly Tracking (Four week rolling average ending November 15, 2013, n=1,000)





# Mulcair



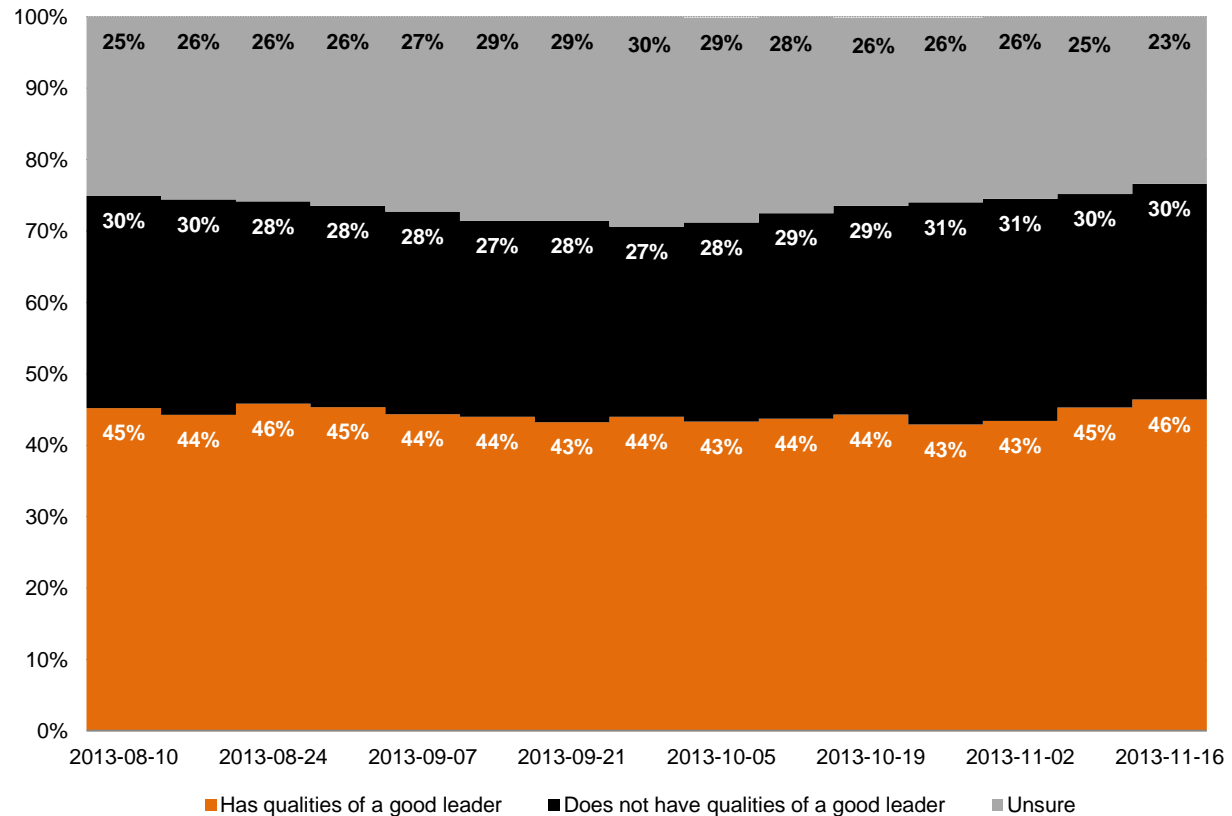
**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Thomas Mulcair

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## National – Weekly Tracking (Four week rolling average ending November 15, 2013, n=1,000)





# 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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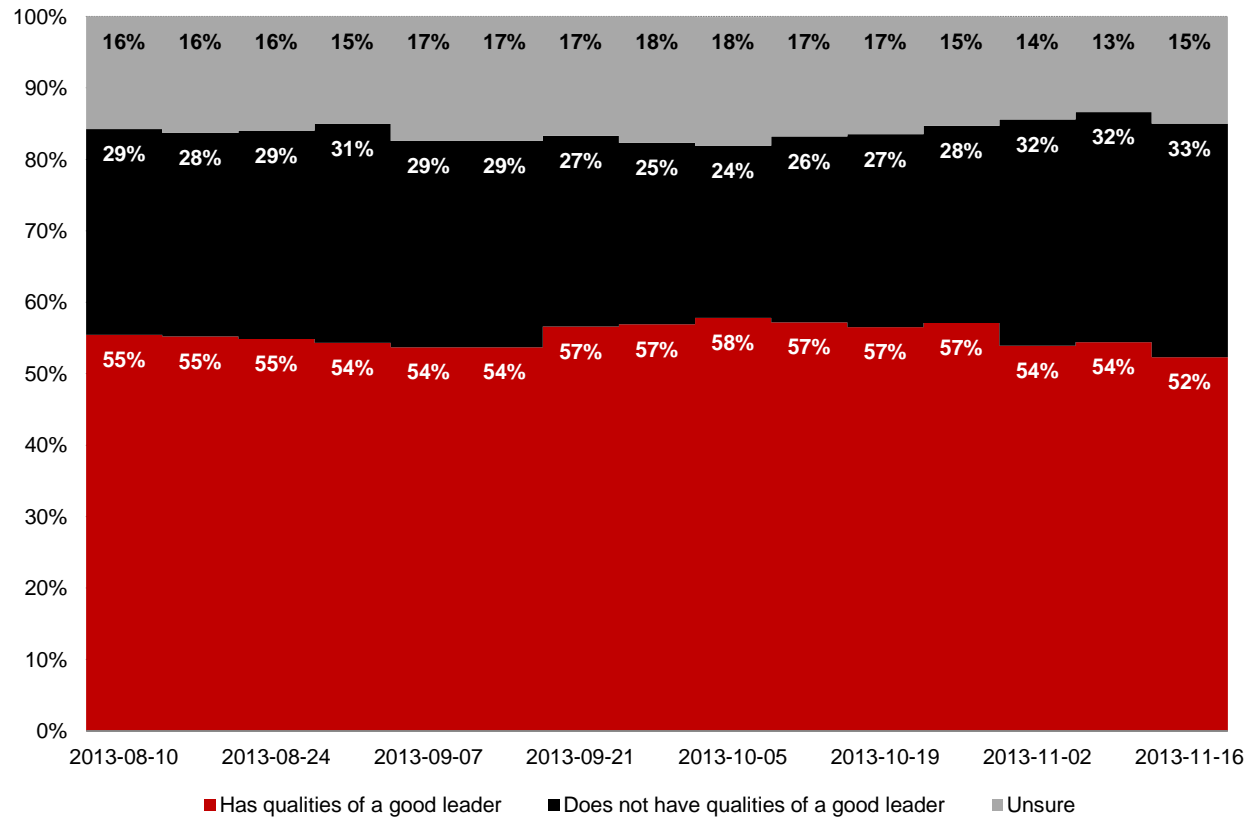
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## National – Weekly Tracking

(Four week rolling average ending November 15, 2013, n=1,000)



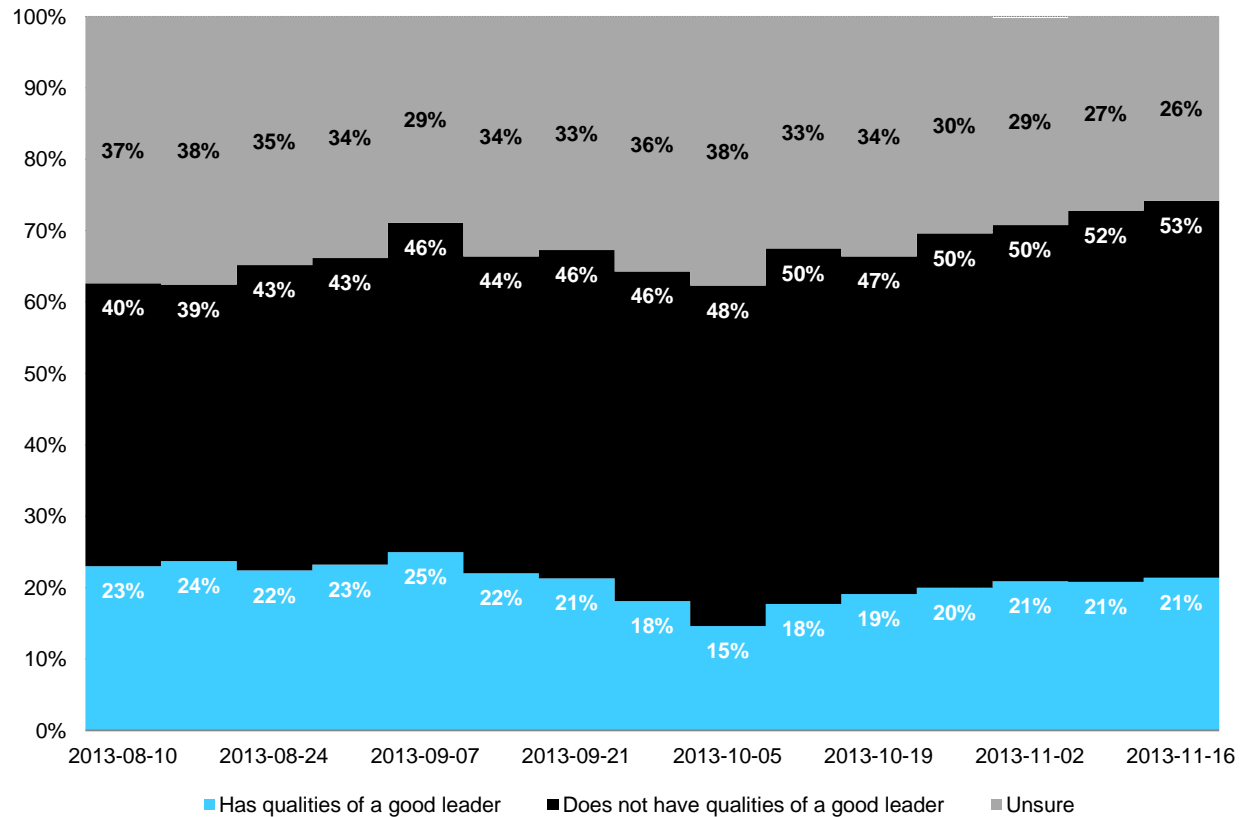
**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Daniel Paillé

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## National – Weekly Tracking (Four week rolling average ending November 15, 2013, n=248)



# May



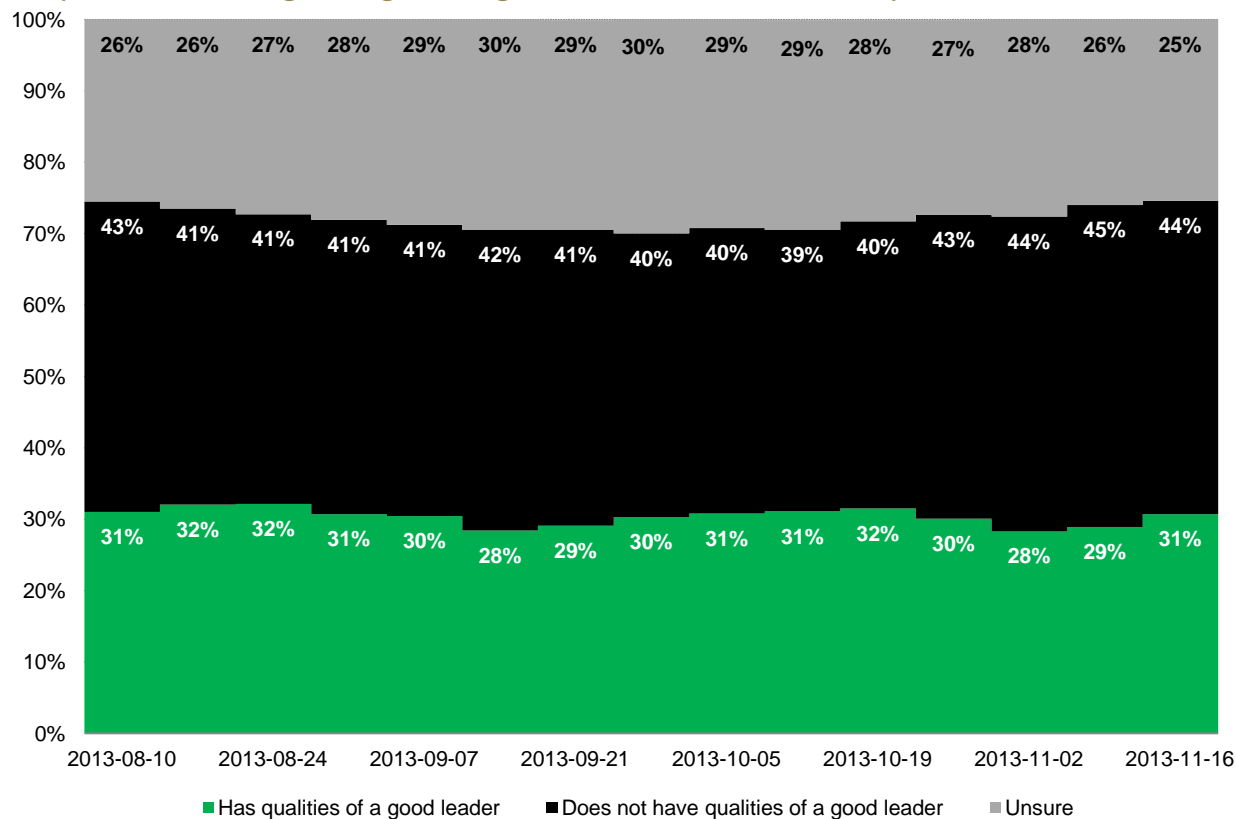
**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

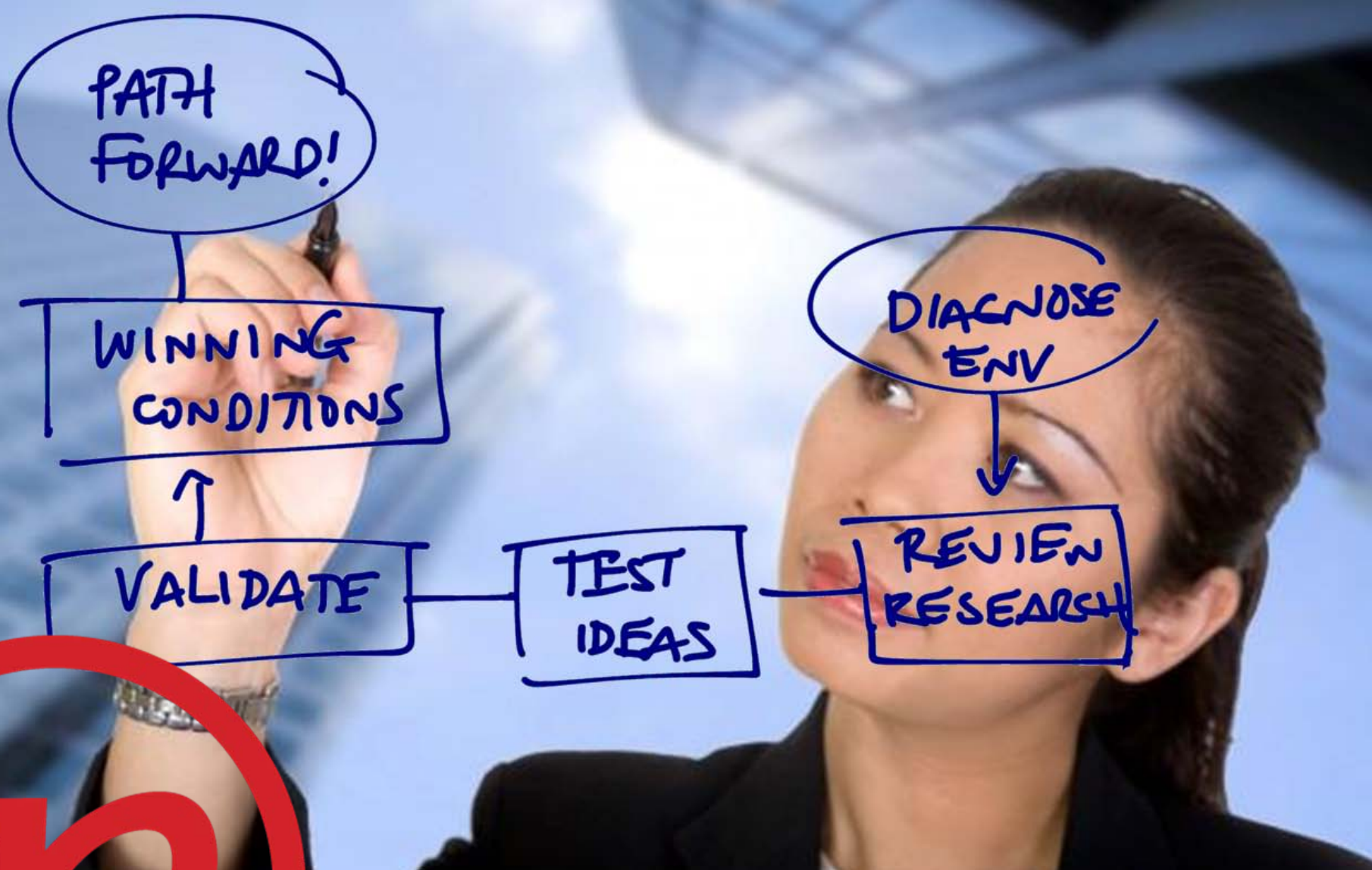
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## National – Weekly Tracking (Four week rolling average ending November 15, 2013, n=1,000)





## Methodology

## *Survey Methodology*

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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 random telephone interviews with 1,000 Canadians (land- and cell-lines), 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 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. 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 current report is based on a four week rolling average of Canadian opinion ending November 15, 2013.

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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