Weekly Nanos Party Power Index Tracking
(period ending July 10th, 2015)
released July 15th, 2015
NDP continues to register highest score on Nanos Index – NDP accessible voters level hits new high
(Released 07/15/2015)

Tom Mulcair and the New Democrats continue to do well on the Nanos Party Power Index being either near or at a 12 month high on most measures.

The weekly tracking on the Nanos Party Power Index suggests that the NDP have the highest score on the Index. The NDP registered 56 points out of a possible 100 points while the Liberals registered 51 points, and the Conservatives 50 points. The Green Party of Canada scored 31 points while the BQ scored 32 points (QC only).

The Nanos Party Power Index comprises a basket of political goods that includes ballot preferences, accessible voters, preferred PM views and evaluations of the leaders. It is modeled similar to a standard confidence index. It is a random telephone survey conducted with live agents, reaching out to Canadians through a land- and cell-line dual frame sample.

Perceptions related to who Canadians would prefer as Prime Minister remain relatively tight between the three major federal party leaders. Twenty-eight per cent of Canadians said they preferred Mulcair as PM, followed by 26 per cent who said they preferred Harper and 25 per cent who said they preferred Trudeau.

Asked whether would consider or not consider voting for each of the federal parties in a series of independent questions, 53 per cent of Canadians would consider voting NDP (a new high for the NDP in the Nanos tracking), 44 per cent would consider voting Liberal, 42 per cent would consider voting Conservative, and 28 percent would consider voting Green. Thirty-five per cent of Quebecers would consider voting for the BQ.
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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### Data Summary

<table>
<thead>
<tr>
<th></th>
<th>This Week</th>
<th>Last Week</th>
<th>4 Weeks Ago</th>
<th>3 Months Ago</th>
<th>1 Year Ago (July 2014)</th>
<th>12 Month High</th>
<th>12 Month Low</th>
<th>12 Month Average</th>
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<tbody>
<tr>
<td><strong>Canada Party Power Index</strong></td>
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<td>35.2</td>
<td>30.1</td>
<td>31.8</td>
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| **Party Consider** |         |          |             |              |                        |               |              |                 |
| NDP                  | 53.3%    | 51.6%    | 52.4%       | 45.1%        | 43.0%                  | 53.3%         | 41.4%        | 45.4%           |
| Liberal              | 43.5%    | 42.9%    | 45.5%       | 52.7%        | 54.5%                  | 59.7%         | 42.9%        | 53.0%           |
| Conservative         | 42.2%    | 40.9%    | 38.9%       | 41.1%        | 43.2%                  | 44.7%         | 36.1%        | 41.6%           |
| Bloc                  | 34.5%    | 39.6%    | 33.7%       | 30.6%        | 29.4%                  | 39.6%         | 25.3%        | 31.2%           |
| Green                | 27.5%    | 28.4%    | 25.2%       | 30.4%        | 29.6%                  | 30.8%         | 23.4%        | 27.4%           |

| **Preferred Prime Minister** |         |          |             |              |                        |               |              |                 |
| Mulcair               | 27.9%    | 26.5%    | 27.6%       | 19.3%        | 18.5%                  | 27.9%         | 15.1%        | 19.3%           |
| Harper                | 26.0%    | 26.5%    | 29.0%       | 30.5%        | 31.1%                  | 34.1%         | 25.5%        | 30.3%           |
| Trudeau               | 25.4%    | 26.2%    | 25.6%       | 30.2%        | 29.0%                  | 35.8%         | 25.4%        | 30.5%           |
| May                   | 3.7%     | 3.6%     | 3.0%        | 4.3%         | 5.2%                   | 6.5%          | 2.8%         | 4.2%            |
| Duceppe               | 3.2%     | 3.4%     | 1.1%        | 1.2%         | 2.1%                   | 3.4%          | 0.5%         | 1.4%            |
| Unsure                | 13.7%    | 13.7%    | 13.7%       | 14.5%        | 14.1%                  | 18.1%         | 11.7%        | 14.1%           |
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 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.
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 Tracking by Region
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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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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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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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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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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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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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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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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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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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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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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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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National Vote Considerations Tracking
**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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![Graph showing weekly tracking of voting consideration for the Conservative Party from June 2013 to June 2015.](chart.png)
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
(Four week rolling average ending July 10th, 2015, 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

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National – Weekly Tracking
(Four week rolling average ending July 10th, 2015, n=1,000)

Would consider voting Liberal
Would not consider voting Liberal
Unsure
**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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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 July 10th, 2015, 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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**National – Weekly Tracking – First Ranked Choice**
*(Four week rolling average ending July 10th, 2015, 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] Stephen Harper

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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 July 10th, 2015, 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] Justin Trudeau

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National – Weekly Tracking
(Four week rolling average ending July 10th, 2015, n=1,000)

Has qualities of a good leader
Does not have qualities of a good leader
Unsure
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] Mario Beaulieu/Gilles Duceppe

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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 July 10th, 2015, n=1,000)
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 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 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. 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 July 10th, 2015.

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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