Trudeau hits 12 month high, Mulcair 12 month low in wake of Commons incident

Nanos Weekly Tracking ending May 20th, 2016 (released May 24th, 6 am Eastern)
• **Preferred Prime Minister** – Trudeau has now hit a new personal best since Nanos started tracking on who Canadians prefer as Prime Minister. Conversely, Mulcair has hit a new personal historic low. Asked who they would prefer as PM, Trudeau was the choice of 53.8% of Canadians while Ambrose came in at 15.6%, Mulcair at 9.0%, May at 3.6% and 16.7% were unsure.

• **Qualities of a Good Political Leader** – Asked a series of independent questions for each federal party leader almost seven of ten Canadians (68.8%) thought Trudeau had the qualities of a good political leader. One of two Canadians (50.7%) thought Mulcair had the qualities of a good political leader while 36.4% and 32.9% thought similarly of May and Ambrose respectively.

**Contact:** Nik Nanos, FMRIA  
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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.

Contact: Nik Nanos
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<table>
<thead>
<tr>
<th>Preferred Prime Minister</th>
<th>This week</th>
<th>Last week</th>
<th>Oct 18 (Election Call)</th>
<th>4 Weeks Ago</th>
<th>3 Months Ago (Feb 19)</th>
<th>1 Year Ago</th>
<th>12 Month High</th>
<th>12 Month Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trudeau</td>
<td>53.8%</td>
<td>53.0%</td>
<td>35.5%</td>
<td>50.4%</td>
<td>51.4%</td>
<td>28.6%</td>
<td>53.8%</td>
<td>20.7%</td>
</tr>
<tr>
<td>Ambrose</td>
<td>15.6%</td>
<td>15.8%</td>
<td>29.1%</td>
<td>16.7%</td>
<td>14.9%</td>
<td>31.8%</td>
<td>34.1%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Mulcair</td>
<td>9.0%</td>
<td>10.1%</td>
<td>18.9%</td>
<td>10.6%</td>
<td>11.4%</td>
<td>20.0%</td>
<td>29.8%</td>
<td>9.0%</td>
</tr>
<tr>
<td>May</td>
<td>3.6%</td>
<td>3.4%</td>
<td>5.2%</td>
<td>5.8%</td>
<td>4.8%</td>
<td>4.8%</td>
<td>6.4%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Fortin</td>
<td>1.2%</td>
<td>1.3%</td>
<td>1.8%</td>
<td>0.7%</td>
<td>0.1%</td>
<td>1.2%</td>
<td>3.4%</td>
<td>0.1%</td>
</tr>
<tr>
<td>Unsure</td>
<td>16.7%</td>
<td>16.4%</td>
<td>9.6%</td>
<td>15.7%</td>
<td>16.5%</td>
<td>13.7%</td>
<td>18.5%</td>
<td>8.4%</td>
</tr>
</tbody>
</table>

Has Qualities of a Good Political Leader

<table>
<thead>
<tr>
<th></th>
<th>This week</th>
<th>Last week</th>
<th>Oct 18 (Election Call)</th>
<th>4 Weeks Ago</th>
<th>3 Months Ago (Feb 19)</th>
<th>1 Year Ago</th>
<th>12 Month High</th>
<th>12 Month Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trudeau</td>
<td>68.8%</td>
<td>67.6%</td>
<td>69.3%</td>
<td>67.8%</td>
<td>70.8%</td>
<td>50.6%</td>
<td>73.8%</td>
<td>44.1%</td>
</tr>
<tr>
<td>Mulcair</td>
<td>50.7%</td>
<td>51.4%</td>
<td>53.8%</td>
<td>50.6%</td>
<td>54.4%</td>
<td>53.8%</td>
<td>64.3%</td>
<td>41.8%</td>
</tr>
<tr>
<td>Ambrose</td>
<td>32.9%</td>
<td>33.2%</td>
<td>27.1%</td>
<td>32.7%</td>
<td>33.4%</td>
<td>58.3%</td>
<td>59.7%</td>
<td>27.0%</td>
</tr>
<tr>
<td>Fortin</td>
<td>15.4%</td>
<td>15.2%</td>
<td>15.4%</td>
<td>16.7%</td>
<td>15.2%</td>
<td>20.9%</td>
<td>55.5%</td>
<td>8.8%</td>
</tr>
<tr>
<td>May</td>
<td>36.4%</td>
<td>35.8%</td>
<td>41.8%</td>
<td>35.3%</td>
<td>38.4%</td>
<td>30.7%</td>
<td>43.0%</td>
<td>24.9%</td>
</tr>
</tbody>
</table>
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
nnanos@nanosresearch.com
**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 May 20\(^{th}\), 2016, n=1,000)*

![Graph showing the percentage of respondents who believe each political leader has or does not have the qualities of a good leader over time. The graph includes a line for those who believe the leader has qualities of a good leader, a line for those who believe the leader does not have qualities of a good leader, and a line for those who are unsure.*

- Justin Trudeau
  - Has qualities of a good leader: 69%
  - Does not have qualities of a good leader: 23%
  - Unsure: 8%

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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] Rona Ambrose

Contact: Nik Nanos
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National – Weekly Tracking– Qualities of a Good Political Leader (Ending May 20th, 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] Thomas Mulcair

Contact: Nik Nanos
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Washington DC: (202) 697-9924
nnanos@nanosresearch.com
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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Washington DC: (202) 697-9924
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Quebec only – Weekly Tracking – Qualities of a Good Political Leader
(Ending May 20th, 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] Elizabeth May

Contact: Nik Nanos
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National – Weekly Tracking – Qualities of a Good Political Leader
(Ending May 20th, 2016, n=1,000)

Has qualities of a good leader
Does not have qualities of a good leader
Unsure

31%
36%
41%
31%
30%
26%
23%
20%
10%
0%
Methodology

Diagram:

- Path Forward!
- Winning Conditions
- Validate
- Test Ideas
- Diagnose Env
- Review Research
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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nnanos@nanosresearch.com

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## Technical Note

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization who commissioned the research</td>
<td>Nanos Research</td>
</tr>
<tr>
<td>Sample Size</td>
<td>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.</td>
</tr>
<tr>
<td>Margin of Error</td>
<td>±3.1 percentage points, 19 times out of 20.</td>
</tr>
<tr>
<td>Mode of Survey</td>
<td>Tracking; RDD dual frame (land- and cell-lines) random telephone survey.</td>
</tr>
<tr>
<td>Sampling Method Base</td>
<td>The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.</td>
</tr>
<tr>
<td>Demographics (Captured)</td>
<td>Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.</td>
</tr>
<tr>
<td>Demographics (Other)</td>
<td>Age, gender, education, income</td>
</tr>
<tr>
<td>Fieldwork/Validation</td>
<td>Live interviews with live supervision to validate work as per the MRIA Code of Conduct</td>
</tr>
<tr>
<td>Number of Calls</td>
<td>Maximum of five call backs.</td>
</tr>
<tr>
<td>Time of Calls</td>
<td>Local time 5:00-9:00 pm, on weekends 12:00-9:00 pm.</td>
</tr>
<tr>
<td>Field Dates</td>
<td>April 24th, to May 20th, 2016</td>
</tr>
<tr>
<td>Language of Survey</td>
<td>The survey was conducted in both English and French.</td>
</tr>
<tr>
<td>2015 Federal Election</td>
<td>NANOS Sunday, October 18th, 2015</td>
</tr>
<tr>
<td>-------------------------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>Liberal</td>
<td>39.1%</td>
</tr>
<tr>
<td>C</td>
<td>30.5%</td>
</tr>
<tr>
<td>NDP</td>
<td>19.7%</td>
</tr>
<tr>
<td>BLOC Québecois</td>
<td>5.5%</td>
</tr>
<tr>
<td>green PARTY OF CANADA</td>
<td>4.6%</td>
</tr>
<tr>
<td>Other</td>
<td>0.5%</td>
</tr>
<tr>
<td>Numbers of interviews (aggregate)</td>
<td>722</td>
</tr>
<tr>
<td>Margin of error</td>
<td>±3.7</td>
</tr>
</tbody>
</table>

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