Trudeau preferred PM and qualities of a good political leader
Nanos tracking equivalent to a year ago

Nanos Weekly Tracking ending December 2nd, 2016 (released December 6th, 2016 - 6 am Eastern)
Preferred Prime Minister – More than one of two Canadians (54.0%) say they prefer Trudeau as Prime Minister while 15.5 per cent say they prefer Ambrose, 8.5 per cent prefer Mulcair, 5.3 per cent prefer May and 15.6 per cent were unsure.

Qualities of a Good Political Leader – Asked a series of independent questions for each federal party leader 71.4 per cent of Canadians think Trudeau has the qualities of a good political leader while 48.6 per cent think similarly of Mulcair. Less than four in ten Canadians (37.1%) think May has the qualities of a good political leader and 35.5 per cent think Ambrose has the qualities of a good political leader.

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## Nano 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.

**Preferred Prime Minister**

<table>
<thead>
<tr>
<th></th>
<th>This week</th>
<th>Last week</th>
<th>Oct 18 2015</th>
<th>4 Weeks Ago</th>
<th>3 Months Ago (Sept 2/16)</th>
<th>1 Year Ago</th>
<th>12 Month High</th>
<th>12 Month Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trudeau</td>
<td>54.0%</td>
<td>54.2%</td>
<td>35.5%</td>
<td>49.5%</td>
<td>54.1%</td>
<td>53.7%</td>
<td>56.3%</td>
<td>49.5%</td>
</tr>
<tr>
<td>Ambrose</td>
<td>15.5%</td>
<td>15.7%</td>
<td>29.1%</td>
<td>16.2%</td>
<td>16.5%</td>
<td>13.7%</td>
<td>17.6%</td>
<td>11.3%</td>
</tr>
<tr>
<td>Mulcair</td>
<td>8.5%</td>
<td>8.7%</td>
<td>18.9%</td>
<td>8.3%</td>
<td>7.9%</td>
<td>12.0%</td>
<td>13.0%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Fortin</td>
<td>1.1%</td>
<td>0.7%</td>
<td>1.8%</td>
<td>0.5%</td>
<td>1.8%</td>
<td>1.4%</td>
<td>1.8%</td>
<td>0.2%</td>
</tr>
<tr>
<td>May</td>
<td>5.3%</td>
<td>5.5%</td>
<td>5.2%</td>
<td>5.6%</td>
<td>3.6%</td>
<td>4.2%</td>
<td>6.1%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Unsure</td>
<td>15.6%</td>
<td>15.3%</td>
<td>9.6%</td>
<td>19.9%</td>
<td>15.8%</td>
<td>14.9%</td>
<td>19.9%</td>
<td>14.0%</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 2015</th>
<th>4 Weeks Ago</th>
<th>3 Months Ago (Sept 2/16)</th>
<th>1 Year Ago</th>
<th>12 Month High</th>
<th>12 Month Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trudeau</td>
<td>71.4%</td>
<td>71.2%</td>
<td>69.3%</td>
<td>68.6%</td>
<td>71.2%</td>
<td>71.5%</td>
<td>73.9%</td>
<td>66.5%</td>
</tr>
<tr>
<td>Ambrose</td>
<td>35.5%</td>
<td>35.7%</td>
<td>27.1%</td>
<td>34.2%</td>
<td>37.1%</td>
<td>27.7%</td>
<td>38.1%</td>
<td>27.0%</td>
</tr>
<tr>
<td>Mulcair</td>
<td>48.6%</td>
<td>49.6%</td>
<td>53.8%</td>
<td>47.6%</td>
<td>46.2%</td>
<td>53.7%</td>
<td>56.9%</td>
<td>45.6%</td>
</tr>
<tr>
<td>Fortin</td>
<td>16.7%</td>
<td>11.7%</td>
<td>15.4%</td>
<td>17.1%</td>
<td>15.9%</td>
<td>17.4%</td>
<td>21.4%</td>
<td>10.4%</td>
</tr>
<tr>
<td>May</td>
<td>37.1%</td>
<td>38.7%</td>
<td>41.8%</td>
<td>36.3%</td>
<td>37.9%</td>
<td>43.0%</td>
<td>43.0%</td>
<td>34.3%</td>
</tr>
</tbody>
</table>

Contact: Nik Nanos  
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Category order based on number of seats in the House of Commons
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 – Preferred Prime Minister First Ranked Choice
(Ending December 2nd, 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] Justin Trudeau

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National – Weekly Tracking – Qualities of a Good Political Leader
(Ending December 2nd, 2016, n=1,000)

[Graph showing percentages for qualities of a good leader, with 71% having qualities, 21% not having qualities, and 8% 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] Rona Ambrose

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National – Weekly Tracking– Qualities of a Good Political Leader
(Ending December 2nd, 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

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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] Rhéal Fortin

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Quebec only – Weekly Tracking – Qualities of a Good Political Leader (Ending December 2nd, 2016, n=248)
**National – Weekly Tracking – Qualities of a Good Political Leader**  
*(Ending December 2nd, 2016, n=1,000)*

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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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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### 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>November 6th, to December 2nd, 2016</td>
</tr>
<tr>
<td>Language of Survey</td>
<td>The survey was conducted in both English and French.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighting of Data</td>
<td>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</td>
</tr>
<tr>
<td>Screening</td>
<td>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.</td>
</tr>
<tr>
<td>Excluded Demographics</td>
<td>Individuals younger than 18 years old; individuals without land or cell lines could not participate.</td>
</tr>
<tr>
<td>Stratification</td>
<td>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.</td>
</tr>
<tr>
<td>Estimated Response Rate</td>
<td>Nine percent, consistent with industry norms.</td>
</tr>
<tr>
<td>Question Order</td>
<td>Question order in the preceding report reflects the order in which they appeared in the original questionnaire.</td>
</tr>
<tr>
<td>Question Content</td>
<td>This was part of a weekly tracking survey. The preceding module included questions about national issues of concern and ballot preferences and economic confidence.</td>
</tr>
<tr>
<td>Question Wording</td>
<td>The wording of questions is as presented in the report with a randomization of the political leaders for the question involving leader qualities.</td>
</tr>
<tr>
<td>Survey Company</td>
<td>Nanos Research</td>
</tr>
<tr>
<td>Contact</td>
<td>Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:nnanos@nanosresearch.com">nnanos@nanosresearch.com</a>.</td>
</tr>
<tr>
<td>2015 Federal Election</td>
<td><strong>NANOS</strong> Sunday, October 18(^{th}), 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 Québécois</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>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Numbers of interviews (aggregate)</th>
<th>722</th>
</tr>
</thead>
<tbody>
<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 20\(^{th}\), 2015.