

Federal Liberals come out of the summer strong in Nanos Party Power Index

By Nik Nanos (http://www.nationalnewswatch.com/author/nnanos/) — Nanos Research (http://www.nationalnewswatch.com/news-source/nanos-research/) — Oct 1 2014

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One of the benefits of weekly tracking is having a very clear understanding of the trend line and direction of opinion. We can now conclude that the perceptions of the Liberals and their leader rose favourably over the summer.

In the Nanos weekly Party Power Index which is a score out of 100 points, a three point advantage held by the Liberals on May 30th is now an 11 point advantage. The Party Power Index is a basket of political goods that rolls up ballot support, accessible voters, preferred Prime Minister and leader evaluations.

Currently the Liberals registered 60.7 points out of 100 on the Party Power Index followed by the NDP at 50.2 points, the Conservatives at 49.5 points and the Green Party at 31.5 points.

The preferred Prime Minister measure showed a similar trend with Harper sliding and Trudeau rising. On May 30 Harper was preferred as the PM by 32.4 percent of Canadians followed by Trudeau at 29.7 percent and Mulcair at 15.0 percent. Currently, 35.2 percent of Canadians prefer Trudeau as PM, with Harper now seven points back at 28.2 percent, Mulcair at 17.6 percent and May at 3.1 percent (15.3 percent were unsure).

Readers should note that with more than 12 months of weekly tracking, Nanos is now calculating highs, lows and averages for the key Nanos tracking variables in the public domain. This will allow our subscribers and clients to better contextualize the data.

Read the full Nanos Research Report here... (http://assets.nationalnewswatch.com/wp-content/uploads/2014/10/Nanos-Political-Index-2014-09-26E.pdf)

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