Words Canadians use to describe the Tories

METHODOLOGY

To follow is a review of the latest Nanos national random online survey. The current wave is based on a representative random sample of 1,002 Canadians, conducted online by Nanos Research between April 13th and 14th, 2012.

The data has been weighted using the latest Census results to ensure that the final sample group is representative of the Canadian populace and is believed to be a true reflection of Canadian opinion at the time of the research.

All references or use of this data must cite this as a "Nanos Research Survey".

QUESTION: Let's assume for a moment that each federal political party was a person. What one word would you use to describe the personality of each of the following political parties? [Open-ended] [Randomize parties] – Conservative Party

Open-Ended Responses (n= 925)	(%)*
Untrustworthy	14.4
Conservative	12.9
Bad/Incompetent	9.9
Good/Good choice	9.1
Trustworthy	6.4
Controlling/Authoritarian	5.8
Arrogant	5.5
Strong/Powerful	5.3
Selfish	4.6
Intelligent	4.0
Progressive	3.3
Realistic/Pragmatic	3.2
None	3.2
Strong leadership	0.8
Other	6.7
Unsure	4.9

*Note: Percentages may not add up to 100 due to rounding.

Party Personality – NDP

Words Canadians use to describe the NDP

METHODOLOGY

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All references or use of this data must cite this as a "Nanos Research Survey".

QUESTION: Let's assume for a moment that each federal political party was a person. What one word would you use to describe the personality of each of the following political parties? [Open-ended] [Randomize parties] – NDP

Open-Ended Responses (n=923)	(%)*
Socialist	13.3
Caring	10.2
Bad/Incompetent	10.1
Good	10.0
New	10.0
Innovative	8.6
Trustworthy	5.8
Idealistic	5.6
Aggressive	4.2
Untrustworthy	3.3
Intelligent	2.8
None	2.7
Jack Layton	1.0
Other	6.5
Unsure	6.0

*Note: Percentages may not add up to 100 due to rounding.

Party Personality – Liberals

Words Canadians use to describe the Liberals

METHODOLOGY

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All references or use of this data must cite this as a "Nanos Research Survey".

QUESTION: Let's assume for a moment that each federal political party was a person. What one word would you use to describe the personality of each of the following political parties? [Open-ended] [Randomize parties]– Liberal Party

Open-Ended Responses (n=931)	(%)*
Bad/Incompetent	18.4
Untrustworthy	16.2
Good	11.5
Competent	6.8
Progressive	5.8
Strong/Powerful	5.1
Arrogant	4.9
Old-fashioned/Outdated	4.4
None	4.3
Liberal	4.3
Boring	3.3
Selfish	1.7
Centrist/Middle of road	1.0
Other	6.6
Unsure	5.8

*Note: Percentages may not add up to 100 due to rounding.

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Words Canadians use to describe the Green Party

METHODOLOGY

To follow is a review of the latest Nanos national random online survey. The current wave is based on a representative random sample of 1,002 Canadians, conducted online by Nanos Research between April 13th and 14th, 2012.

The data has been weighted using the latest Census results to ensure that the final sample group is representative of the Canadian populace and is believed to be a true reflection of Canadian opinion at the time of the research.

All references or use of this data must cite this as a "Nanos Research Survey".

QUESTION: Let's assume for a moment that each federal political party was a person. What one word would you use to describe the personality of each of the following political parties? [Open-ended] [Randomize parties] – Green Party

Open-Ended Responses (n=941)	(%)*
Environment/Eco-friendly/Green	16.7
Unrealistic/Naive	14.7
Not well known	11.1
Idealistic	8.6
Useless	7.8
Caring	6.0
None	5.0
Good	4.8
Hippie/Radical	4.5
Innovative	4.5
Boring	3.2
Other	6.5
Unsure	6.5

*Note: Percentages may not add up to 100 due to rounding.

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Words Quebecers use to describe the Bloc

METHODOLOGY

To follow is a review of the latest Nanos national random online survey. The current wave is based on a representative random sample of 1,002 Canadians, conducted online by Nanos Research between April 13th and 14th, 2012.

The data has been weighted using the latest Census results to ensure that the final sample group is representative of the Canadian populace and is believed to be a true reflection of Canadian opinion at the time of the research.

All references or use of this data must cite this as a "Nanos Research Survey".

QUESTION: Let's assume for a moment that each federal political party was a person. What one word would you use to describe the personality of each of the following political parties? [Open-ended] [Randomize parties] [Quebec sample only] – Bloc Quebecois

Open-Ended Responses (n=232)	(%)*
Useless	15.4
Narrow-minded/One-sided	13.0
Separatist/Independent	11.7
Aggressive	10.7
None	6.3
Untrustworthy	5.2
Selfish/Self-centred	5.0
Boring	4.6
Incompetent	4.5
Good	4.0
French	3.4
Arrogant/Stubborn	2.9
Radical	1.7
Not well known	0.4
Other	4.0
Unsure	7.3

*Note: Percentages may not add up to 100 due to rounding.
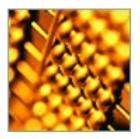
trusted insight and strategy

The Nanos Approach

At Nanos Research, we are experts at helping public-facing companies and organizations connect with the "hearts and minds" of customers or the general public. Our advantage comes from over 20 years experience in understanding the numbers and building upon them to provide strategic insight and intelligence in support of our clients' business, marketing, public affairs and communications needs.

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                    │        Diagnosis        │
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        │           Understand Your Challenge           │
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        │   Qualitative    │  Quantitative   │  Online  │
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        │        Apply Our Insight to Your Challenge     │
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        │   Executive      │   Strategic     │ Mission  │
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                    │  Provide Your Path Forward │
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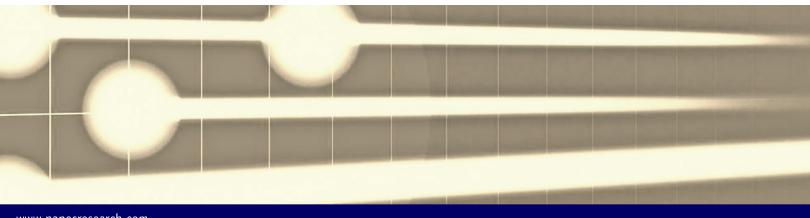
Getting Started

At Nanos, we believe that small steps can lead to large insights. We are regularly in the field with national omnibus surveys. We'll sit down with you to learn about your challenges and work on your challenge together. The results can be used to conduct a strategic assessment of your current challenge or can be the basis of a broader mission plan for you to achieve your market or mind share objectives.

The Right Solution for the Right Job

- Strategy Retainer
- Strategic Assessment
- Telephone Surveys
- Online Surveys
- eConsultation Polling and Online Dialogue

- Focus Groups
- Elite in-depth interviews
- Mystery Shopping
- Management Consulting

A Trusted Source

Our team is headed by Nik Nanos, a leader in the market and public opinion research industry recognized for the quality of his work, the insightfulness of his counsel and his professional integrity. Media organizations regularly call upon Nik Nanos and Nanos Research to capture the public pulse and analyze complex issues.

For the recent national election, Nanos was the official pollster for CTV News and the Globe and Mail, Canada's national newspaper.

The Nanos Research Group

Our group of companies is a national team of like-minded research professionals and organizations bound by a common commitment to quality research, quality service and superior research outcomes.

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Contact us today for your next research or strategy project.

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