Views of Canadians on Conservative leadership candidates

National survey released May, 2017
Project 2017-1014

Bernier and Chong among top challengers to Trudeau in every region but majority unsure or say no one can defeat Trudeau

According to Canadians, Maxime Bernier and Michael Chong are among the top three challengers to Trudeau in every region. However, more Canadians say they are unsure or that no one can defeat Trudeau. Readers should note that this is a survey of Canadians and not individuals voting for the Conservative Party Leadership.

- **Canadians have mixed feelings regarding which of the federal Conservative leadership candidates has the best chance to defeat Liberal Leader Justin Trudeau in the next federal election** – Asked which of the federal Conservative leadership candidates has the best chance to defeat Liberal Leader Justin Trudeau in the next federal election, 20 per cent said Maxime Bernier and 20 per cent said none can defeat Trudeau. This was followed by Michael Chong (seven per cent), Lisa Raitt (four per cent), Andrew Scheer (three per cent), Erin O'Toole (three per cent), Kellie Leitch (three per cent), Steven Blaney (one per cent) and Chris Alexander (one per cent). Thirty-seven per cent are unsure.

- **Maxime Bernier is the top challenger in each region** – The top three challengers in Atlantic Canada and British Columbia are Maxime Bernier, Michael Chong and Kellie Leitch. The top three challengers in Quebec are Maxime Bernier, Michael Chong and Steven Blaney, while the top three challengers in Ontario are Maxime Bernier, Michael Chong and Lisa Raitt. Maxime Bernier, Andrew Scheer and Michael Chong are the top threecandidates in the Prairies.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 29th and May 5th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News and Nanos Research.

NANOS SURVEY

Conservative leadership candidate with best chance to defeat Trudeau [All Canadians]

Maxime Bernier	Michael Chong	Lisa Raitt	Andrew Scheer	Erin O'Toole
19.6%	7.4%	3.8%	3.3%	3.0%

Kellie Leitch	Steven Blaney	Chris Alexander	Deepak Obhrai	Rick Peterson
2.8%	1.1%	0.6%	0.3%	0.3%

Brad Trost	Pierre Lemieux	Andrew Saxton	None can defeat Trudeau	Unsure
0.3%	0.2%	0.1%	20.2%	37.1%

QUESTION – Which of the federal Conservative leadership candidates has the best chance to defeat Liberal Leader Justin Trudeau in the next federal election? [RANDOMIZED]

NANOS SURVEY

Top 3 challengers per region

The Territories

British Columbia

The Prairies

Ontario

Quebec

Atlantic Canada

Maxime Bernier
Michael Chong
Kellie Leitch

Maxime Bernier
Andrew Scheer
Michael Chong

Maxime Bernier
Michael Chong
Lisa Raitt

Maxime Bernier
Michael Chong
Steven Blaney

Maxime Bernier
Michael Chong
Kellie Leitch

QUESTION – Which of the federal Conservative leadership candidates has the best chance to defeat Liberal Leader Justin Trudeau in the next federal election? [RANDOMIZED]

NANOS SURVEY

4

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 29th and May 5th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News and Nanos Research.

Note: Charts may not add up to 100 due to rounding.

NANOS SURVEY

Technical Note

Element	Description
Organization who commissioned the research	CTV
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls/	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	April 29th to May 5th, 2017.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	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.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2014) 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.
Estimated Response Rate	Twelve percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module two of an omnibus survey. The previous module included questions related to the top unprompted national issue of concern.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

CTV ⓝ NANOS SURVEY

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.
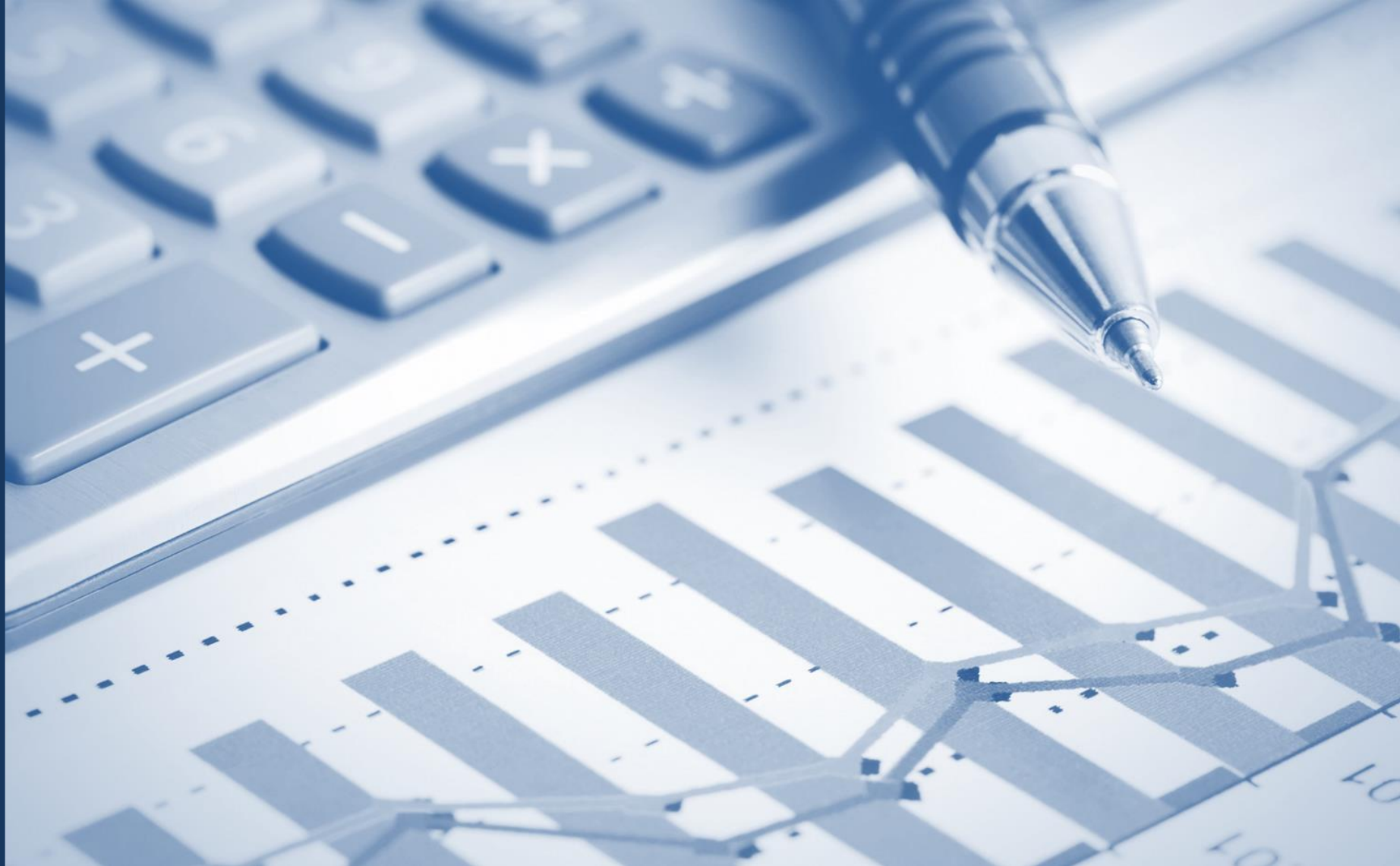
Nanos Research
North America Toll-free
1.888.737.5505
info@nanosresearch.com

View our brochure

NANOS SURVEY

Tabulations

CTV n NANOS SURVEY

2017-1014 – CTV/Nanos Survey – Conservation Leadership Candidates - STAT SHEET

				Region					Gender		Age				
			Canada 2017-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Which of the federal Conservative leadership candidates has the best chance to defeat Liberal Leader Justin Trudeau in the next federal election? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	481	519	181	155	196	211	257
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Chris Alexander	%	.6	1.9	.7	.5	.3	.0	1.1	.1	1.3	.0	.4	.0	1.0
	Maxime Bernier	%	19.6	17.3	23.0	16.6	19.9	21.1	22.6	16.7	18.3	14.2	18.6	21.5	23.0
	Steven Blaney	%	1.1	.0	3.7	.4	.0	.0	1.1	1.0	1.5	2.0	.6	.4	.8
	Michael Chong	%	7.4	9.5	6.1	11.0	4.8	4.5	7.8	7.1	12.1	6.3	5.6	6.5	6.5
	Kellie Leitch	%	2.8	6.0	.8	2.8	2.4	4.5	3.8	1.9	.5	4.1	2.4	3.9	3.1
	Pierre Lemieux	%	.2	.0	.0	.5	.0	.0	.0	.3	.8	.0	.0	.0	.0
	Deepak Obhrai	%	.3	.0	.0	.5	.0	1.1	.5	.1	.0	.0	.9	.9	.0
	Erin O'Toole	%	3.0	3.9	2.7	4.0	1.6	2.9	3.9	2.2	2.8	2.8	1.0	3.7	4.3
	Rick Peterson	%	.3	1.0	.0	.3	.6	.0	.4	.2	.0	.0	.6	.5	.3
	Lisa Raitt	%	3.8	2.7	3.4	6.3	1.8	3.0	4.1	3.5	2.6	4.7	7.1	.5	4.2
	Andrew Saxton	%	.1	.0	.0	.0	.3	.0	.0	.1	.3	.0	.0	.0	.0
	Andrew Scheer	%	3.3	1.0	3.2	2.1	7.0	2.5	2.7	3.9	3.8	4.4	3.5	2.7	2.6
	Brad Trost	%	.3	.0	.0	.6	.6	.0	.6	.0	.0	.8	.5	.0	.3
	None can defeat Trudeau	%	20.2	22.1	21.4	18.7	19.2	21.1	18.7	21.5	11.8	20.8	17.4	22.8	26.1
	Unsure	%	37.1	34.7	35.0	35.7	41.6	39.2	32.7	41.4	44.2	39.8	41.4	36.5	27.7