What Canadians think of Conservative leadership hopefuls – best and worst

National survey released May, 2017
Project 2017-1030A

One half of Canadians are unsure or say none of the Conservative candidates would make the best PM

Generally Canadians say that none or they are unsure which of the Conservative Party leadership candidates would make the best Prime Minister. One in six believe Bernier would make the best PM while Leitch topped the list of those seen as being the worst potential Prime Minister with more than one in four Canadians having that view.

- **Two in ten Canadians say none of the Conservative Party leadership candidates would make the best Prime Minister** – Asked which Conservative Party leader they feel would make the best Prime Minister, 20 per cent of Canadians say none of them, followed by Maxime Bernier (17%), Michael Chong (10%), Lisa Raitt (eight per cent), Andrew Scheer (four per cent), and Erin O'Toole (two per cent). The remaining candidates received one per cent or lower. Thirty-three per cent are unsure.

- **Just over one in four Canadians say Kellie Leitch would make the worst Prime Minister** – Asked which Conservative Party leader they feel would make the worst Prime Minister, 27 per cent of Canadians say Kellie Leitch, followed by Maxime Bernier (eight per cent), none of them (six per cent), Deepak Obhraj (four per cent), Lisa Raitt, and Brad Trost (two per cent respectively). The remaining candidates received under two per cent. Forty-four per cent are unsure.

- **Under two in ten Canadians say Maxime Bernier would be best able to unite the Conservative Party** – Asked which Conservative Party they feel would be best able to unite the Conservative Party, 15 per cent of Canadians say Maxime Bernier, followed by none of them (11%), Lisa Raitt (eight per cent), Andrew Scheer (seven per cent), and Michael Chong (four per cent), and Erin O'Toole (three per cent). The remaining candidates received under two per cent. Forty-five per cent are unsure.

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 May 24th and 25th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

Readers should note that this survey was of eligible Canadian voters and not Conservative Party of Canada members.

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

NANOS SURVEY

Best potential Prime Minister amongst Conservative leadership candidates [All Canadians]

Maxime Bernier	Michael Chong	Lisa Raitt	Andrew Scheer	Erin O'Toole
17.4%	10.0%	7.7%	4.1%	2.3%

Steven Blaney	Kellie Leitch	Chris Alexander	Pierre Lemieux	Deepak Obhrai
1.0%	1.0%	1.0%	0.7%	0.5%

Brad Trost	Rick Peterson	Andrew Saxton	None of them	Unsure
0.5%	0.2%	0.2%	20.3%	33.1%

QUESTION – Which of the following candidates for the leadership of the Conservative Party of Canada would make the best Prime Minister?

NANOS SURVEY

Top 3 best potential PM per region

The Territories

British Columbia

The Prairies

Ontario

Quebec

Atlantic Canada

None of them (25%)
Michael Chong (11%)
Maxime Bernier (8%)

Maxime Bernier (20%)
None of them (16%)
Andrew Scheer (10%)

Michael Chong (17%)
Maxime Bernier (16%)
None of them (14%)

None of them (28%)
Maxime Bernier (25%)
Lisa Raitt (4%)

None of them (22%)
Lisa Raitt (18%)
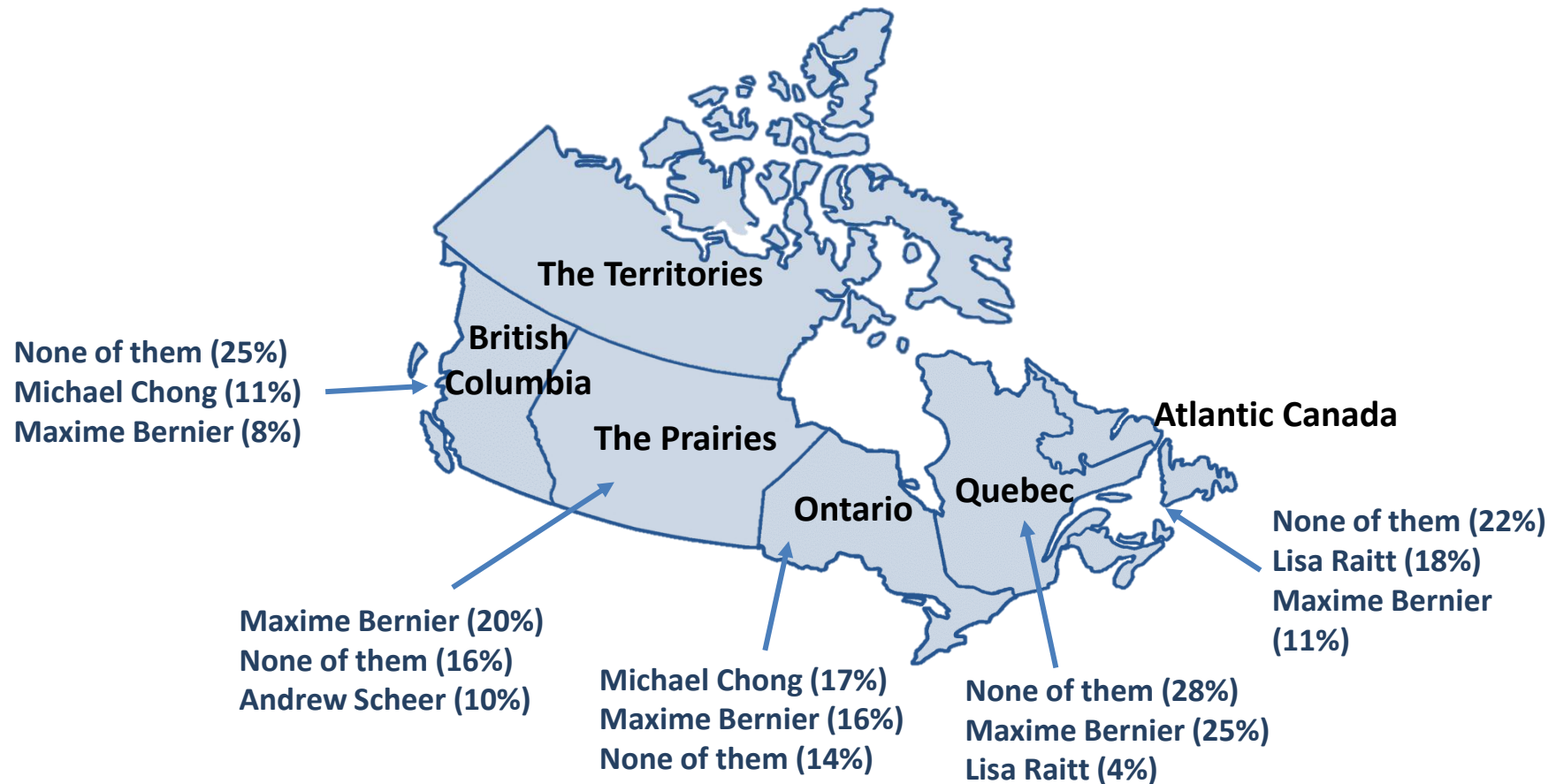**Maxime Bernier (11%)**

QUESTION – Which of the following candidates for the leadership of the Conservative Party of Canada would make the best Prime Minister?

NANOS SURVEY

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Worst potential Prime Minister amongst Conservative leadership candidates [All Canadians]

Kellie Leitch	Maxime Bernier	Deepak Obhrai	Lisa Raitt	Brad Trost
27.0%	8.2%	4.4%	2.2%	2.0%

Chris Alexander	Steven Blaney	Michael Chong	Erin O'Toole	Pierre Lemieux
1.8%	1.7%	1.5%	0.6%	0.6%

Rick Peterson	Andrew Saxton	Andrew Scheer	None of them	Unsure
0.4%	0.1%	0.1%	5.5%	43.8%

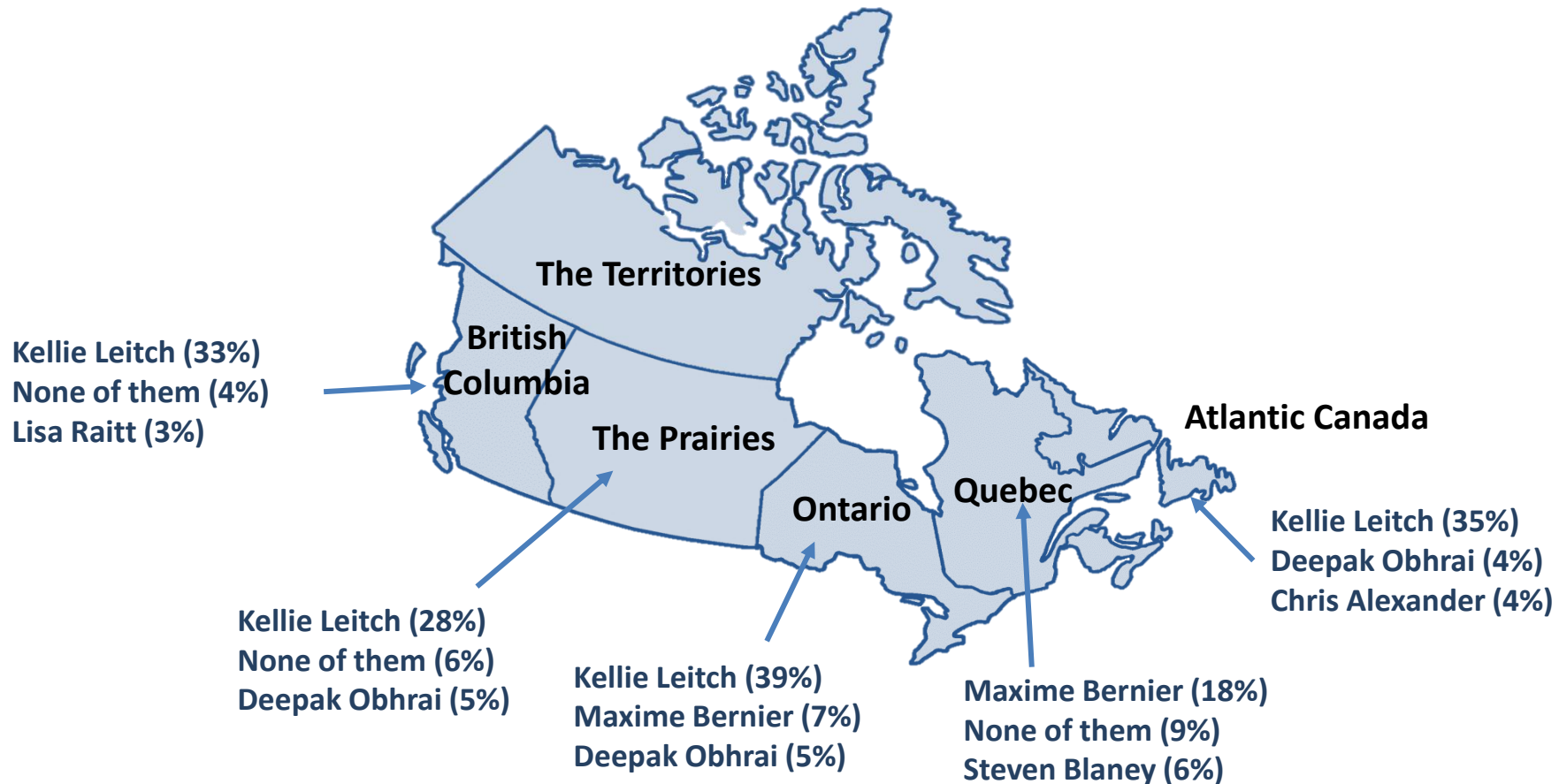**QUESTION –** Which of the following candidates for the leadership of the Conservative Party of Canada would make the worst Prime Minister?

NANOS SURVEY

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Top 3 worst potential PM per region

The Territories

British Columbia

Kellie Leitch (33%)
None of them (4%)
Lisa Raitt (3%)

The Prairies

Atlantic Canada

Ontario

Quebec

Kellie Leitch (35%)
Deepak Obhrai (4%)
Chris Alexander (4%)

Kellie Leitch (28%)
None of them (6%)
Deepak Obhrai (5%)

Kellie Leitch (39%)
Maxime Bernier (7%)
Deepak Obhrai (5%)

Maxime Bernier (18%)
None of them (9%)
Steven Blaney (6%)

QUESTION – Which of the following candidates for the leadership of the Conservative Party of Canada would make the worst Prime Minister?

NANOS SURVEY

Conservative leadership candidate best able to unite the Conservative Party [All Canadians]

Maxime Bernier	**Lisa Raitt**	**Andrew Scheer**	**Michael Chong**	**Erin O'Toole**
15.4%	7.5%	7.4%	4.3%	2.9%

Steven Blaney	**Deepak Obhrai**	**Chris Alexander**	**Pierre Lemieux**	**Rick Peterson**
1.6%	0.7%	0.6%	0.5%	0.4%

Andrew Saxton	**Kellie Leitch**	**Brad Trost**	**None of them**	**Unsure**
0.3%	1.2%	0.7%	11.2%	45.4%

QUESTION – Which of the following candidates for the leadership of the Conservative Party of Canada would be best able to unite the Conservative Party?

CTV

NANOS SURVEY

Top 3 best able to unite the party per region

The Territories

British Columbia

The Prairies

Ontario

Quebec

Atlantic Canada

Maxime Bernier (12%)
None of them (11%)
Andrew Scheer (4%)

Maxime Bernier (15%)
Andrew Scheer (12%)
None of them (10%)

Maxime Bernier (15%)
Lisa Raitt (11%)
None of them (10%)

Maxime Bernier (22%)
None of them (13%)
Andrew Scheer (8%)

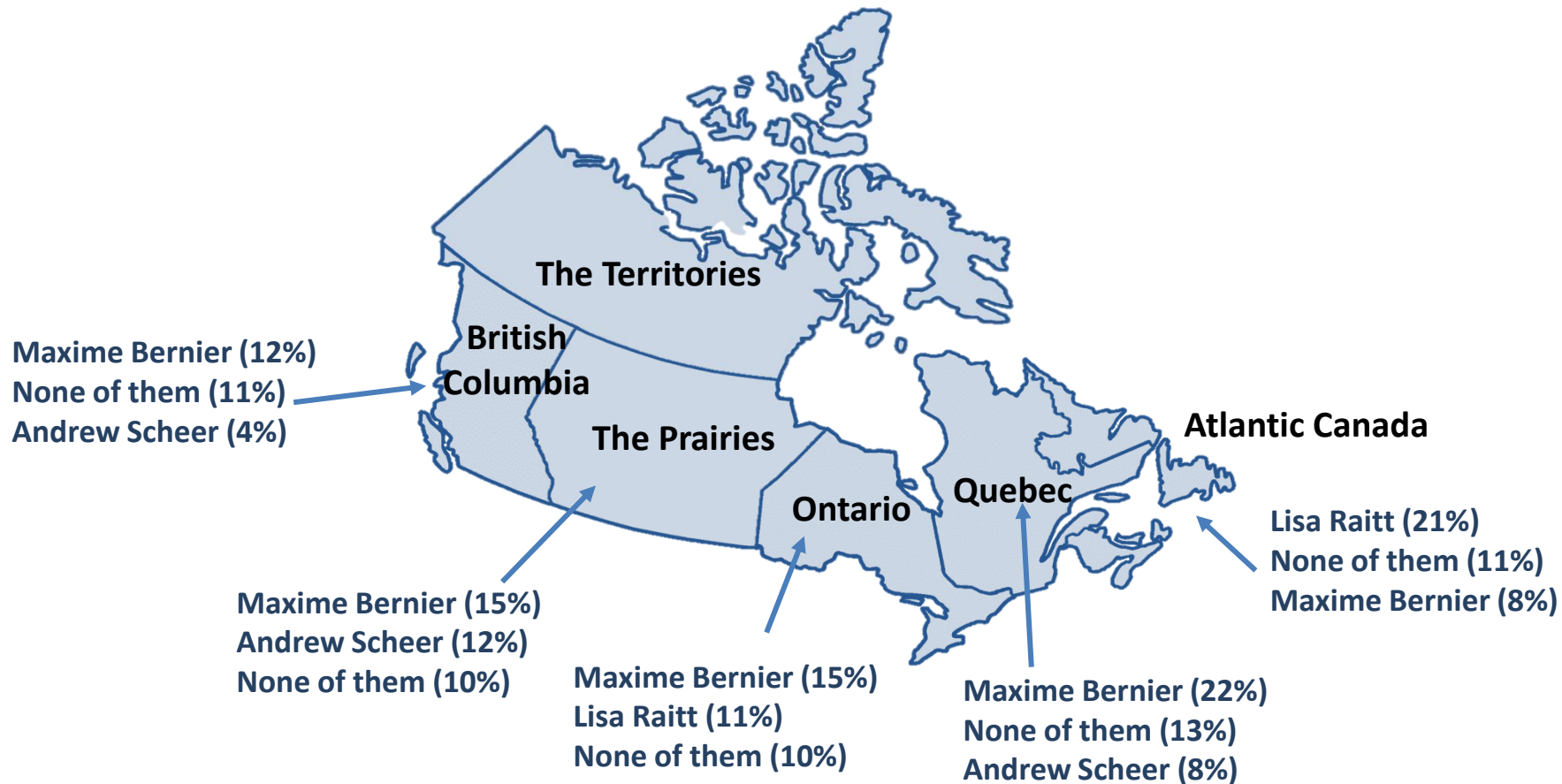**Lisa Raitt (21%)**
None of them (11%)
Maxime Bernier (8%)

QUESTION – Which of the following candidates for the leadership of the Conservative Party of Canada would be best able to unite the Conservative Party?

NANOS SURVEY

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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 May 24th and 25th, 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 News
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	May 24th to 25th, 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	12 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 preceding module asked about the top national unprompted 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
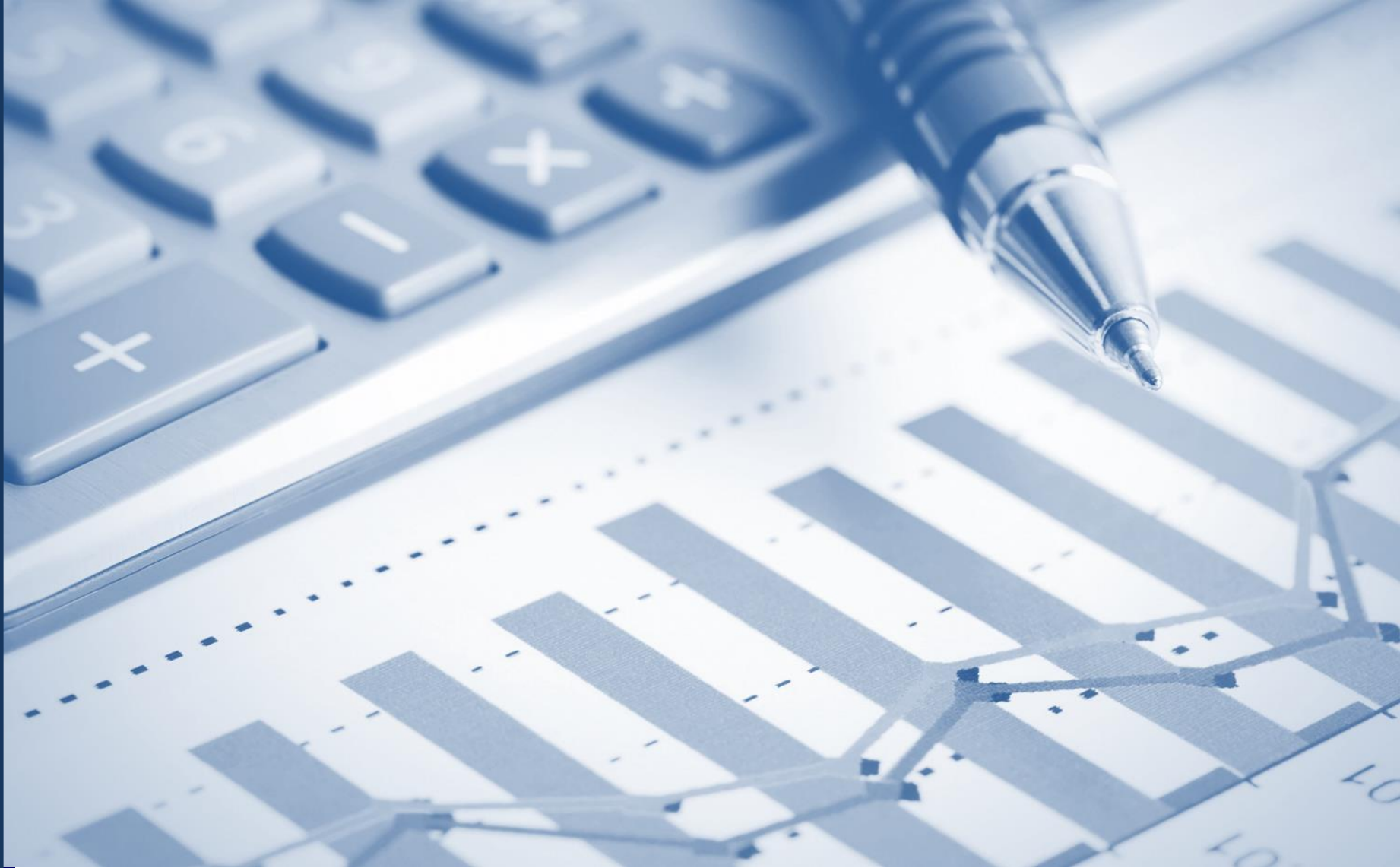North America Toll-free
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Tabulations

NANOS SURVEY

2017-1030 – CTV/Nanos Survey – Conservative Leadership - STAT SHEET

				Region					Gender		Age				
			Canada 2017-05	Atlantic Canada	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 following candidates for the leadership of the Conservative Party of Canada would make the best Prime Minister? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	501	499	172	148	192	204	284
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Maxime Bernier	%	17.4	10.8	25.3	16.3	19.6	8.3	23.9	11.3	14.8	16.7	21.1	18.8	16.4
	Michael Chong	%	10.0	10.6	2.6	17.3	7.1	10.9	12.0	8.0	7.3	11.3	8.2	9.1	12.9
	Lisa Raitt	%	7.7	18.2	3.9	8.8	7.6	5.2	7.2	8.2	6.2	6.7	8.4	8.3	8.6
	Andrew Scheer	%	4.1	2.7	2.1	3.4	10.2	1.3	4.1	4.0	5.1	2.7	3.4	1.7	6.3
	Erin O'Toole	%	2.3	2.2	1.5	3.2	1.8	2.3	2.8	1.8	2.3	2.4	1.6	1.7	3.1
	Chris Alexander	%	1.0	1.3	1.2	1.7	.5	.0	.9	1.2	.5	1.3	1.9	.5	1.1
	Steven Blaney	%	1.0	.0	2.9	0.5	.0	.6	1.3	.7	.0	1.3	.4	2.2	1.1
	Kellie Leitch	%	1.0	.0	1.3	1.7	.0	1.0	1.4	.6	.0	.8	2.2	1.3	.7
	Pierre Lemieux	%	.7	1.2	1.4	0.6	.0	.5	.5	.9	.0	.0	1.0	.8	1.5
	Deepak Obhrai	%	.5	.0	.4	0.7	1.1	.0	1.1	.0	1.1	.7	.5	.0	.4
	Brad Trost	%	.5	1.2	.9	.0	.8	.0	.5	.5	.5	.0	.0	.4	1.2
	Rick Peterson	%	.2	.9	.0	.0	.5	.0	.4	.0	.4	.7	.0	.0	.0
	Andrew Saxton	%	.2	.0	.0	.0	.5	.6	.2	.2	.0	.7	.0	.0	.4
	None of them	%	20.3	22.4	28.0	14.0	15.8	24.6	19.2	21.3	23.0	18.5	15.7	21.1	22.0
	Unsure	%	33.1	28.6	28.6	31.7	34.4	44.5	24.4	41.3	38.8	36.3	35.5	34.1	24.5

					Region					Gender				Age		
			Canada 2017-05	Atlantic Canada	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	Total	Unwgt N	1000	100	250	300	200	150	501	499	172	148	192	204	284
following candidates for the		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
leadership of the	Kellie Leitch	%	27.0	35.0	4.8	39.2	27.7	33.2	26.3	27.7	25.2	21.4	31.2	28.8	27.5
Conservative Party of	Maxime Bernier	%	8.2	3.7	18.4	6.8	4.4	2.3	9.9	6.7	5.0	8.7	8.2	9.7	9.3
Canada would make the	Deepak Obhrai	%	4.4	4.3	4.1	5.2	5.0	2.9	4.9	4.0	2.5	6.0	3.0	6.3	4.6
worst Prime Minister?	Lisa Raitt	%	2.2	3.0	1.6	2.8	1.2	2.9	2.3	2.2	1.6	2.2	3.0	1.8	2.5
[RANDOMIZE]	Brad Trost	%	2.0	2.6	.8	1.4	3.9	2.3	3.1	1.0	2.3	2.8	1.1	.8	2.8
	Chris Alexander	%	1.8	3.9	1.2	2.8	.4	1.4	2.2	1.5	3.1	.6	2.8	.9	1.5
	Steven Blaney	%	1.7	.0	5.9	.8	.0	.0	2.3	1.1	2.6	3.0	.4	1.3	1.4
	Michael Chong	%	1.5	1.6	1.2	.3	4.7	.0	2.0	1.0	2.6	.7	.6	1.7	1.6
	Pierre Lemieux	%	.6	1.0	.4	.0	1.7	.5	1.0	.2	.0	.7	.0	.6	1.5
	Erin O'Toole	%	.6	.0	.9	.8	.6	.0	1.0	.2	2.3	.8	.0	.0	.0
	Rick Peterson	%	.4	.0	.0	.6	1.1	.0	.2	.6	.7	.0	.0	.5	.6
	Andrew Saxton	%	.1	.0	.0	.0	.0	.6	.2	.0	.0	.5	.0	.0	.0
	Andrew Scheer	%	.1	.0	.0	.0	.6	.0	.2	.0	.0	.0	.0	.6	.0
	None of them	%	5.5	2.9	9.1	3.6	5.8	4.4	5.9	5.1	4.3	7.3	3.3	8.0	4.9
	Unsure	%	43.8	42.0	51.6	35.7	43.0	49.4	38.7	48.7	47.7	45.2	46.2	39.1	41.7

				Region					Gender		Age				
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Question - Which of the following candidates for the leadership of the Conservative Party of Canada would be best able to unite the Conservative Party? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	501	499	172	148	192	204	284
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	Maxime Bernier	%	15.4	7.7	21.8	14.7	14.8	12	19.9	11.1	12.9	15.2	18.8	15.4	14.9
	Lisa Raitt	%	7.5	20.9	1.1	11.2	5.8	3.8	6.6	8.3	4.5	6.6	7.8	9.9	8.3
	Andrew Scheer	%	7.4	6.1	8.1	5.9	11.8	4.3	7.8	7.0	6.7	6.3	6.2	5.7	10.6
	Michael Chong	%	4.3	5.6	1.1	8.2	3.0	2.6	4.2	4.4	3.5	5.9	2.2	5.5	4.5
	Erin O'Toole	%	2.9	3.0	1.4	3.6	2.9	4.0	4.6	1.3	1.5	3.1	2.3	2.8	4.4
	Steven Blaney	%	1.6	.0	6.0	.0	.5	.0	1.9	1.3	.5	2.6	1.4	2.1	1.5
	Kellie Leitch	%	1.2	.0	1.5	.9	1.7	1.1	1.2	1.1	1.3	1.3	1.4	1.4	.6
	Deepak Obhrai	%	.7	1.3	.7	.4	1.1	.0	1.1	.3	1.2	.7	.7	.4	.4
	Brad Trost	%	.7	1.2	.3	1.0	.8	.0	.9	.5	.7	.0	1.0	.4	1.1
	Chris Alexander	%	.6	1.3	.4	.6	.0	1.4	.6	.6	.0	.6	1.3	.5	.7
	Pierre Lemieux	%	.5	.0	.4	.6	.4	.5	.3	.6	.0	.0	1.1	.0	1.0
	Rick Peterson	%	.4	.9	.4	.4	.5	.0	.6	.2	1.0	.7	.0	.0	.4
	Andrew Saxton	%	.3	.0	.4	.0	.4	.6	.2	.4	.5	.0	.5	.0	.4
	None of them	%	11.2	11.3	13.3	10.3	9.8	11.2	10.5	11.9	11.5	9.3	8.1	13.9	12.3
	Unsure	%	45.4	40.8	42.9	42.0	46.3	58.5	39.6	51.0	54.2	47.6	47.3	41.9	38.8