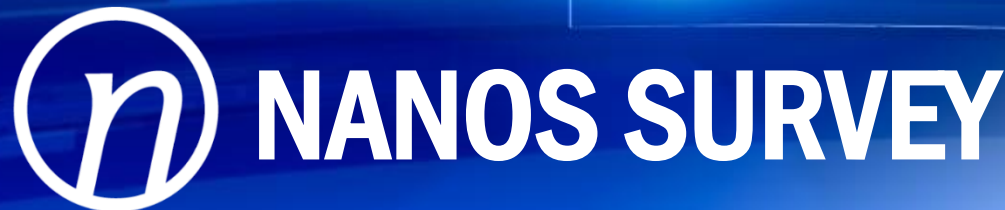


What Canadians think of Conservative leadership hopefuls – best and worst

National survey released May, 2017
Project 2017-1030A



CTV
NEWS



NANOS SURVEY



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.

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

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 25th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Maxime Bernier



17.4%

Michael Chong



10.0%

Lisa Raitt



7.7%

Andrew Scheer



4.1%

Erin O'Toole



2.3%

Steven Blaney



1.0%

Kellie Leitch



1.0%

Chris Alexander



1.0%

Pierre Lemieux



0.7%

Deepak Obhrai



0.5%

Brad Trost



0.5%

Rick Peterson



0.2%

Andrew Saxton



0.2%

None of them



20.3%

Unsure



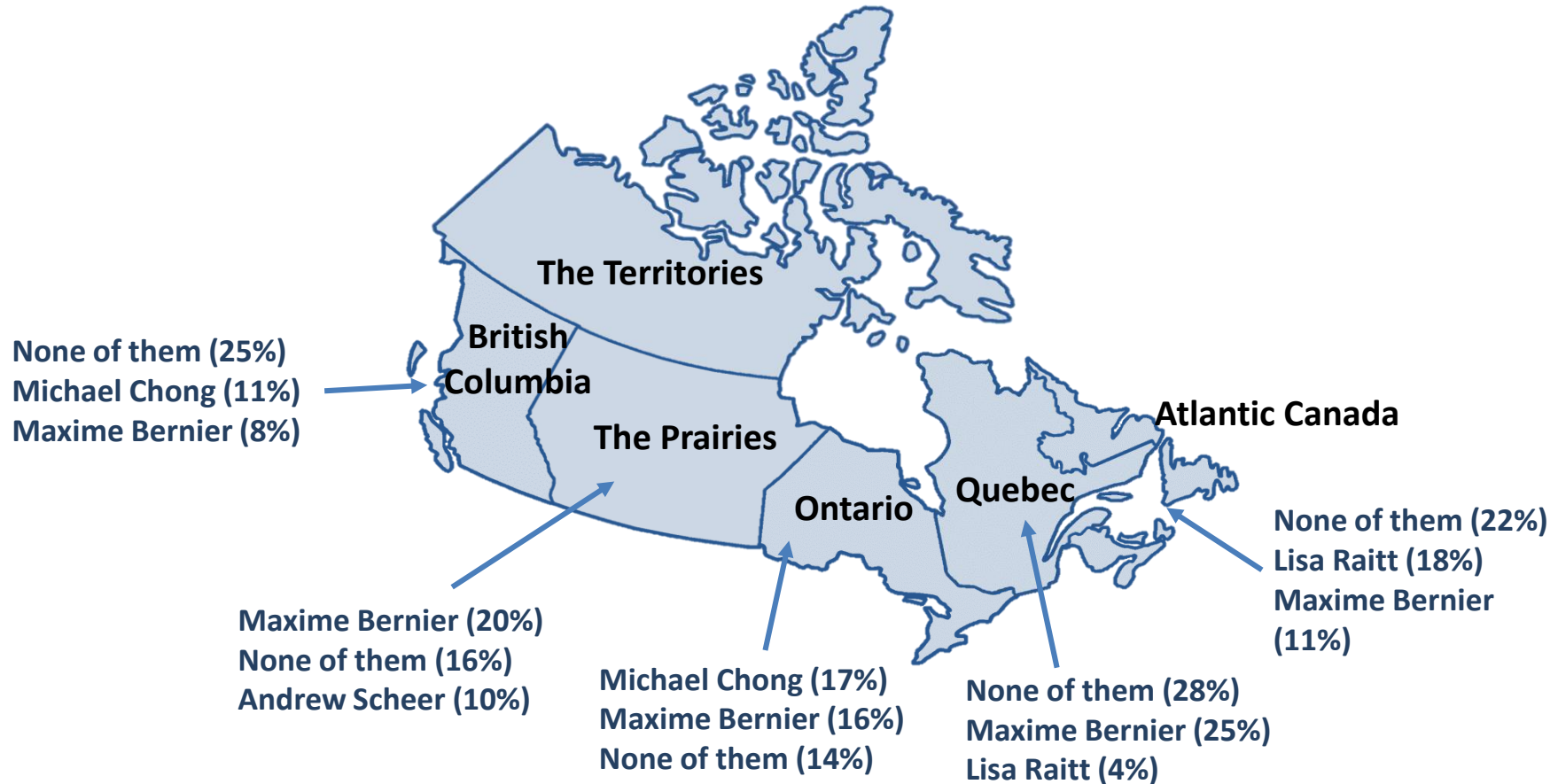
33.1%

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



Top 3 best potential PM per region

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 25th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

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

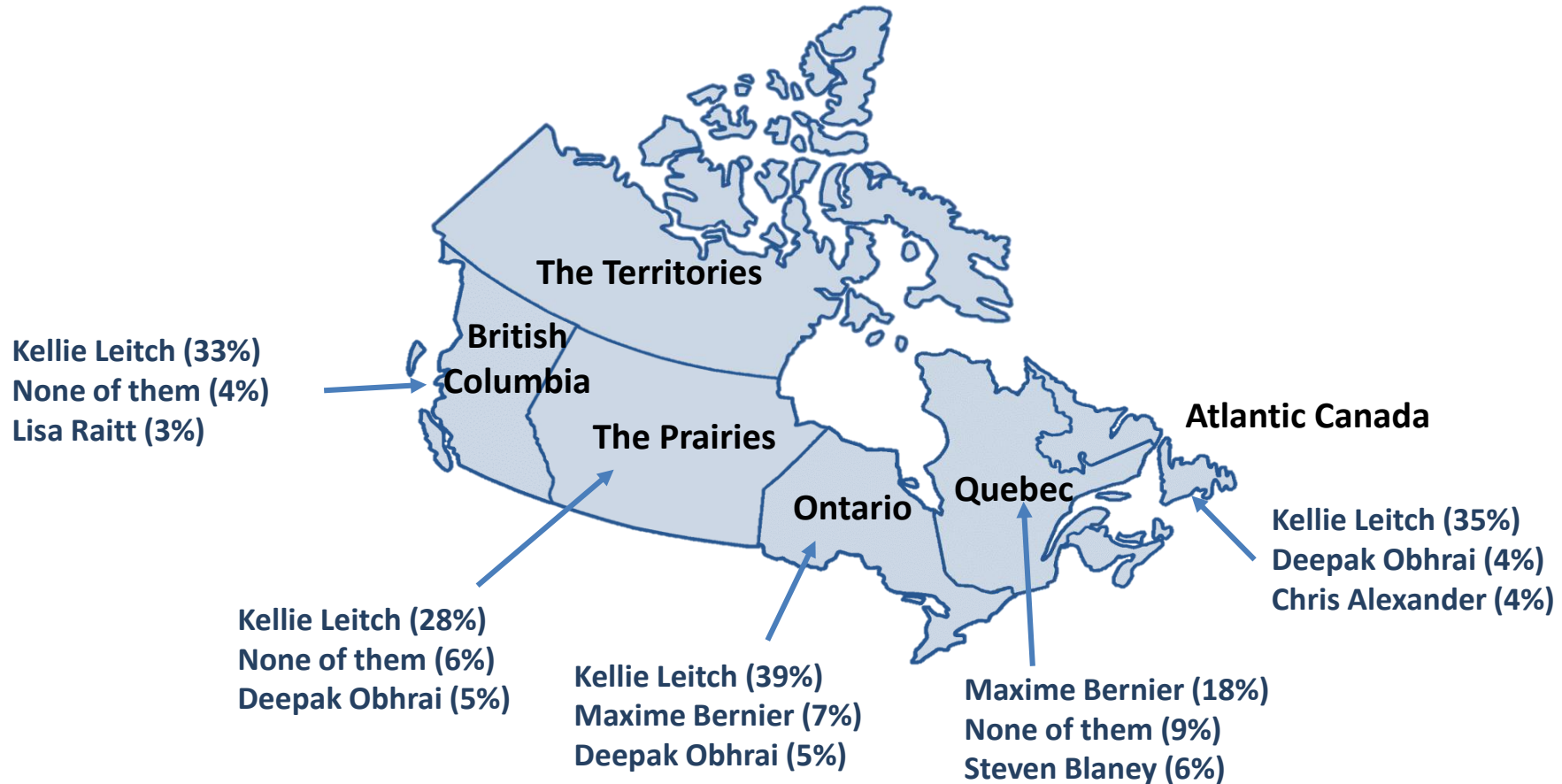
Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 25th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

Top 3 worst potential PM per region

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 25th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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



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

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 25th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Maxime Bernier



15.4%

Lisa Raitt



7.5%

Andrew Scheer



7.4%

Michael Chong



4.3%

Erin O'Toole



2.9%

Steven Blaney



1.6%

Deepak Obhrai



0.7%

Chris Alexander



0.6%

Pierre Lemieux



0.5%

Rick Peterson



0.4%

Andrew Saxton



0.3%

Kellie Leitch



1.2%

Brad Trost



0.7%

None of them



11.2%

Unsure



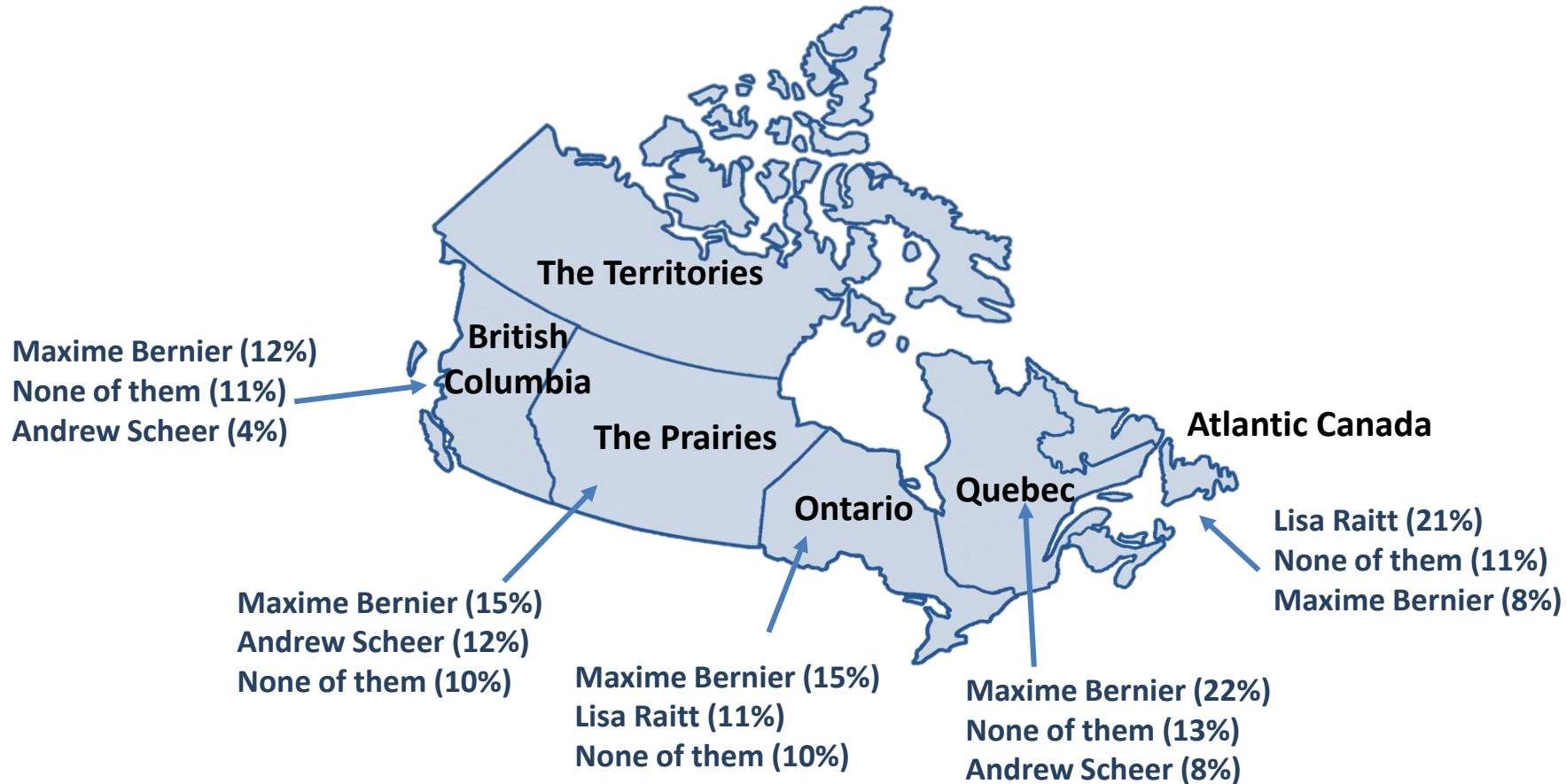
45.4%

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



Top 3 best able to unite the party per region

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24th to 25th, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

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.

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV News	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
Final Sample Size	1,000 Randomly selected individuals.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	12 percent, consistent with industry norms.
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.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module two of an omnibus survey. The preceding module asked about the top national unprompted issue of concern.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	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.
Field Dates	May 24 th to 25 th , 2017.		
Language of Survey	The survey was conducted in both English and French.		

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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Nanos Research

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Tabulations





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	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	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
Conservative Party of	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
Canada would make the best	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
Prime Minister?	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
[RANDOMIZE]	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

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

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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	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

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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 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
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	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

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