

# Views on the Conservative Party of Canada Leadership Race

National survey released February, 2017  
Project 2017-963B





# O'Leary, Chong, Bernier and Raitt are the most appealing candidates to Canadians

Just over half of Canadians report following the Conservative Party Leadership race closely or somewhat closely, while just under half report following it somewhat not closely or not closely. Among the candidates for the leadership of the Conservative Party, Kevin O'Leary, Michael Chong, Maxime Bernier and Lisa Raitt were stated as the most politically appealing. Canadians are divided on the likelihood of voting against a federal party leader that was not bilingual.

- **There are mixed views for how closely Canadians follow the Conservative Party Leadership race** – Just a little over one out of two Canadians follow the Conservative Party Leadership race closely (11%) or somewhat closely (40%), while just a little under one out of two Canadians follow the Conservative Party Leadership race somewhat not closely (24%) or not closely (25%).
- **More than one out of three Canadians say that none of the candidates mentioned for the leadership of the Conservative Party are politically appealing to them** – When asked which of the following candidates for the leadership of the Conservative Party of Canada is the most politically appealing to you, thirty-four per cent of Canadians responded with none are politically appealing to me.
- **Kevin O'Leary, Michael Chong, Maxime Bernier and Lisa Raitt are the top four most politically appealing candidates mentioned by Canadians for the leadership of the Conservative Party** – Among those who appealed to Canadians, the top candidates were Kevin O'Leary (15%), Michael Chong (nine per cent), Maxime Bernier (nine per cent), and Lisa Raitt (seven per cent). These candidates were followed by Kellie Leitch (two per cent), Erin O'Toole (two per cent), Steve Blaney (two per cent), Andrew Scheer (two per cent), Chris Alexander, Deepak Obhrai, Pierre Lemieux and Brad Trost (one per cent each).

When asked which of the following candidates for the leadership Conservative Party of Canada is the most politically appealing to you (exclusive of the respondents who answered none are appealing to me), 22% answered with Kevin O'Leary. This was followed by Michael Chong (14%), Maxime Bernier (13%), Lisa Raitt (11%), Kellie Leitch (four per cent), Erin O'Toole (three per cent), Steve Blaney (three per cent), Andrew Scheer (three per cent), Chris Alexander (two per cent), Deepak Obhrai, Pierre Lemieux and Brad Trost (one per cent each).

- **Canadians are divided on the likelihood of voting against a federal party leader that could not speak both English and French** – One out of two Canadians say they would be likely (33%) or somewhat likely (16%) to vote against a federal party leader that could not speak both English and French. More than four out of ten Canadians say they would be somewhat unlikely (11%) or unlikely (34%) to vote against a federal party leader that could not speak both English and French. Six per cent are unsure.

Readers should note that the focus of the leadership candidate question was on the appeal of candidates to Canadians and should not be considered projective of the outcome of a leadership race which is decided by members of the Conservative Party of Canada.

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 January 28<sup>th</sup> and February 1<sup>st</sup>, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

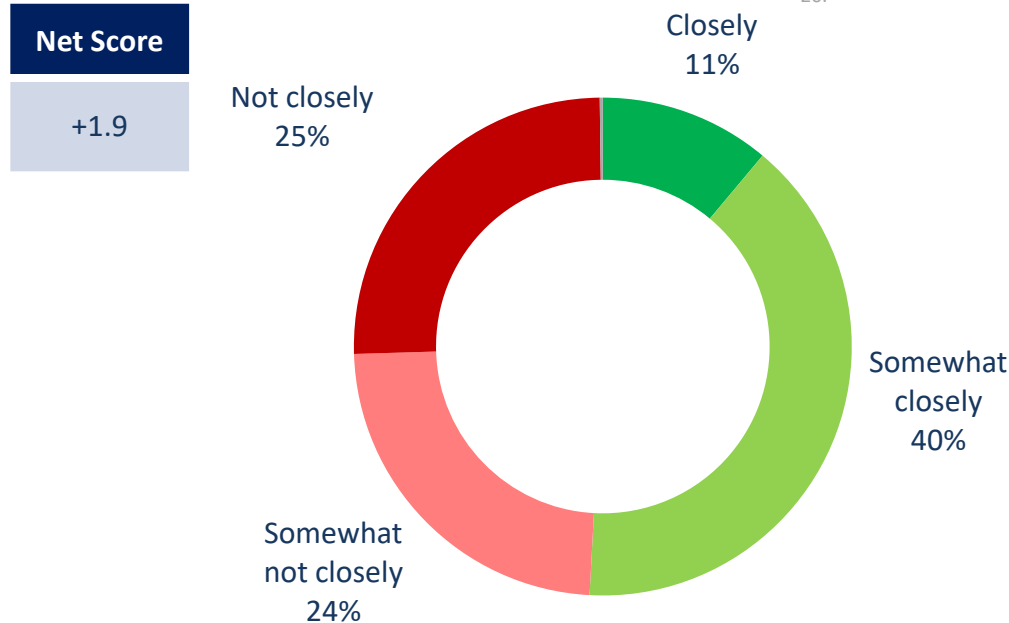
Individuals randomly called using random digit dialling with a maximum of five call backs.

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

This study was commissioned by CTV.

# Following the Conservative Party leadership race

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 28<sup>th</sup> to February 1<sup>st</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Closely/ Somewhat closely
Atlantic (n=100)	50.8%
Quebec (n=250)	39.3%
Ontario (n=300)	57.3%
Prairies (n=200)	58.6%
British Columbia (n=150)	46.9%
Male (n=484)	54.3%
Female (n=516)	47.7%
18 to 29 (n=174)	50.1%
30 to 39 (n=149)	46.0%
40 to 49 (n=209)	46.0%
50 to 59 (n=222)	52.5%
60 plus (n=246)	56.7%

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Are you following the federal Conservative Party leadership race closely, somewhat closely, somewhat not closely or not closely?

# Most politically appealing Conservative Party leadership candidate [All Canadians]

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 28<sup>th</sup> to February 1<sup>st</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Candidate	Frequency (%)
Kevin O’Leary	14.6%
Michael Chong	9.2%
Maxime Bernier	8.5%
Lisa Raitt	7.1%
Kellie Leitch	2.4%
Erin O’Toole	2.2%
Steve Blaney	2.0%
Andrew Scheer	1.6%
Chris Alexander	1.2%
Deepak Obhrai	0.8%
Pierre Lemieux	0.8%
Brad Trost	0.6%
Rick Peterson	0.3%
Andrew Saxton	0.3%
None are politically appealing to me	34.1%
All are politically appealing to me	0.3%
Unsure	13.9%

**QUESTION** – Which of the following candidates for the leadership of the Conservative Party of Canada is the most politically appealing to you. [RANDOMIZE]

# Most politically appealing Conservative Party leadership candidate [Excluding none are appealing]

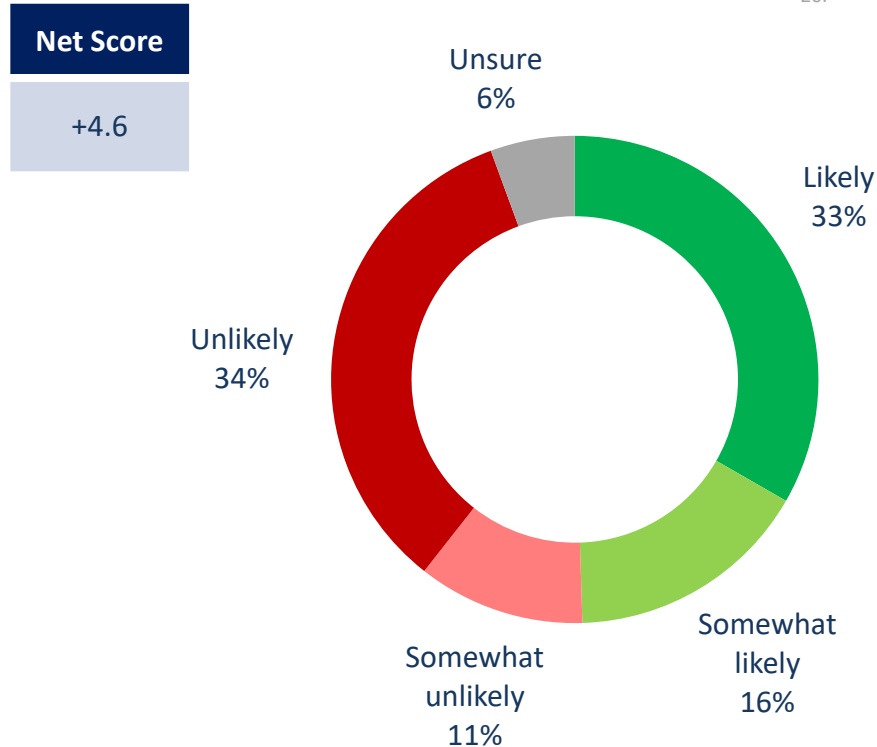
Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 28<sup>th</sup> to February 1<sup>st</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Candidate	Frequency (%)
Kevin O'Leary	22.2%
Michael Chong	14.0%
Maxime Bernier	12.9%
Lisa Raitt	10.8%
Kellie Leitch	3.7%
Erin O'Toole	3.3%
Steve Blaney	3.0%
Andrew Scheer	2.5%
Chris Alexander	1.8%
Deepak Obhrai	1.3%
Pierre Lemieux	1.3%
Brad Trost	0.9%
Rick Peterson	0.4%
Andrew Saxton	0.4%
All are politically appealing to me	0.5%
Unsure	21.1%

**QUESTION** – Which of the following candidates for the leadership of the Conservative Party of Canada is the most politically appealing to you. [RANDOMIZE] [NOT INCLUSIVE OF RESPONDENTS WHO ANSWERED NONE ARE POLITICALLY APPEALING TO ME]

# Likelihood of voting against a non-bilingual federal party leader

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, January 28<sup>th</sup> to February 1<sup>st</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Likely/ Somewhat likely to vote against
Atlantic (n=100)	54.4%
Quebec (n=250)	66.6%
Ontario (n=300)	43.2%
Prairies (n=200)	36.3%
British Columbia (n=150)	48.1%
Male (n=484)	45.5%
Female (n=516)	53.2%
18 to 29 (n=174)	49.1%
30 to 39 (n=149)	42.5%
40 to 49 (n=209)	49.2%
50 to 59 (n=222)	51.0%
60 plus (n=246)	53.2%

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION –** Would you be likely, somewhat likely, somewhat unlikely or unlikely to vote against a federal party leader that could not speak both English and French?

# 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 January 28<sup>th</sup> and February 1<sup>st</sup>, 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  $\pm 3.1$  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
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	January 28 <sup>th</sup> to February 1 <sup>st</sup> , 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	13 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 related to unprompted top national issues 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. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



# NANOS SURVEY

# About Nanos

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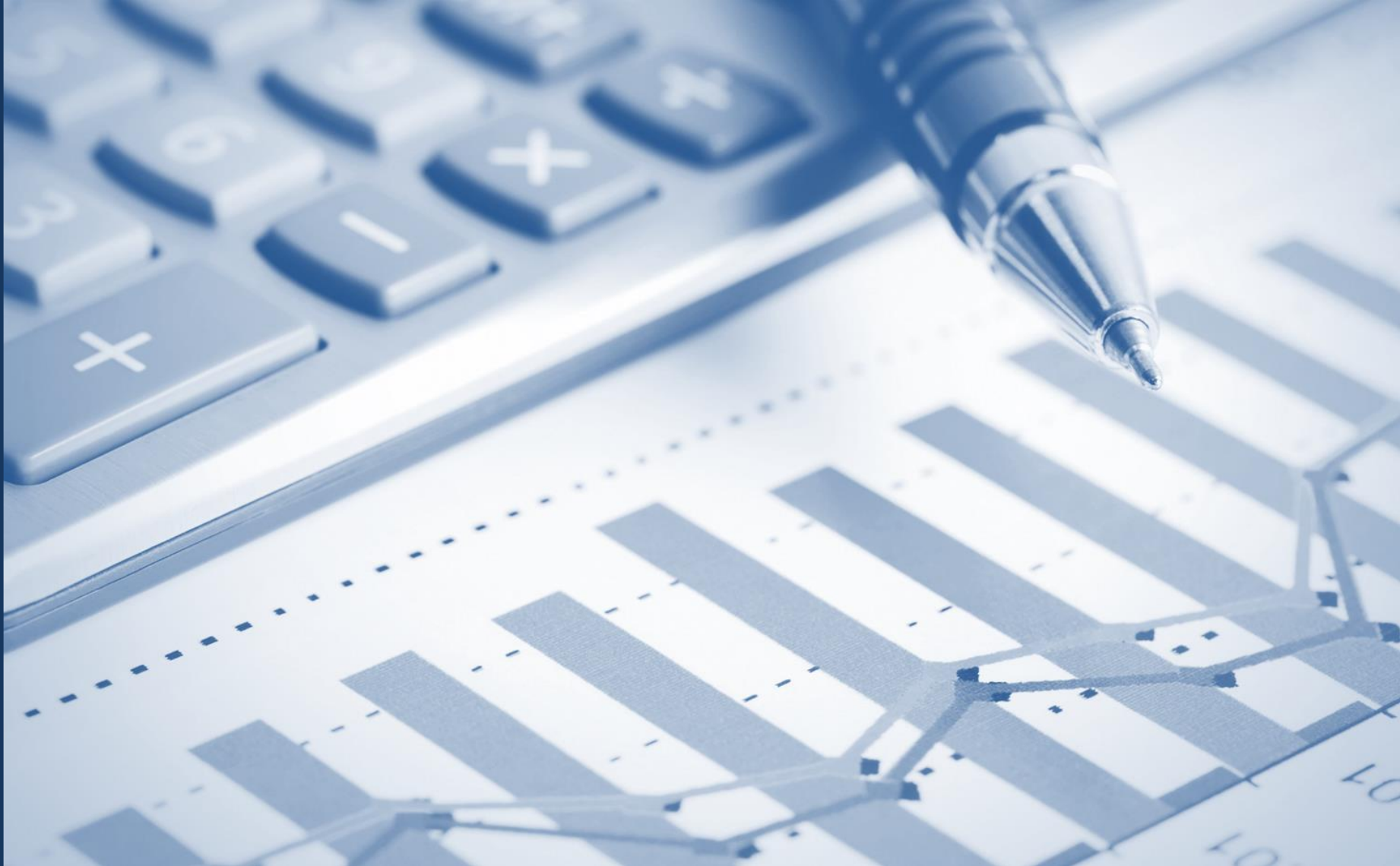
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# Tabulations

## **NANOS**

## **SURVEY**



## 2017-963 – CTV/Nanos Survey – Conservative Party Leadership – STAT SHEET

			Region						Gender		Age				
			Canada 2017-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Our next questions are about the leadership race for the Conservative Party of Canada. Are you following the federal Conservative Party leadership race closely, somewhat closely, somewhat not closely or not closely?	Total	Unwgt N	1000	100	250	300	200	150	484	516	174	149	209	222	246
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Closely	%	11.1	6.0	8.1	15.7	13.2	7.3	11.9	10.3	12.2	6.0	8.2	10.2	16.0
	Somewhat closely	%	39.8	44.8	31.2	41.6	45.4	39.6	42.4	37.4	37.9	40.0	37.8	42.3	40.7
	Somewhat not closely	%	23.7	29.5	19.5	24.7	22.7	25.8	21.2	26.0	25.3	21.5	27.1	21.2	23.1
	Not closely	%	25.3	19.7	40.7	17.6	18.7	27.3	24.3	26.2	24.7	31.8	26.9	26.3	19.8
	Unsure	%	.2	.0	.4	.3	.0	.0	.2	.2	.0	.7	.0	.0	.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random omnibus survey of 1,000 Canadians, 18 years of age or older, between January 28<sup>th</sup> and February 1<sup>st</sup>, 2017. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

[www.nanosresearch.com](http://www.nanosresearch.com)

# 2017-963 – CTV/Nanos Survey – Conservative Party Leadership – STAT SHEET

			Region					Gender			Age				
			Canada 2017-01	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 following candidates for the leadership of the Conservative Party of Canada is the most politically appealing to you. [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	484	516	174	149	209	222	246
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Kevin O'Leary	%	14.6	4.7	11.2	19.4	21.1	8.6	17.8	11.6	13.9	18.5	13.9	13.5	14.1
	Michael Chong	%	9.2	12.7	7.7	13.6	5.3	6.0	8.7	9.8	7.8	6.6	7.9	11.5	11.3
	Maxime Bernier	%	8.5	5.6	13.5	6.1	9.7	5.2	9.7	7.3	13.1	10.1	7.4	4.8	7.4
	Lisa Raitt	%	7.1	11.5	5.5	6.7	5.4	9.8	6.1	8.0	7.0	3.8	6.8	7.2	9.3
	Kellie Leitch	%	2.4	2.1	1.8	2.0	3.3	3.3	3.0	1.9	1.6	2.0	1.1	2.6	4.0
	Erin O'Toole	%	2.2	5.3	.0	3.2	2.1	2.0	1.8	2.6	2.0	.7	3.2	2.5	2.4
	Steve Blaney	%	2.0	.0	7.2	.3	.0	.6	2.6	1.4	.6	1.9	1.9	3.5	2.1
	Andrew Scheer	%	1.6	2.1	.8	1.5	3.4	.6	1.5	1.7	.0	1.5	2.0	1.4	2.8
	Chris Alexander	%	1.2	1.2	2.5	.7	.4	.8	1.3	1.1	.6	1.2	1.0	.5	2.1
	Deepak Obhrai	%	.8	1.0	1.1	.4	.6	1.5	1.0	.6	1.2	1.3	.5	.4	.8
	Pierre Lemieux	%	.8	.0	1.7	1.0	.0	.8	1.3	.4	1.7	.6	.5	.0	1.2
	Brad Trost	%	.6	.0	.0	.0	2.4	.6	.4	.8	.9	.0	.5	.5	.8
	Rick Peterson	%	.3	.0	.4	.3	.5	.0	.6	.0	.0	.0	.0	.5	.7
	Andrew Saxton	%	.3	.0	.0	.3	.5	.6	.2	.4	.0	.6	.6	.5	.0
	None are politically appealing to me	%	34.1	36.3	33.2	30.9	31.9	43.6	31.1	37.0	36.0	36.9	34.3	36.2	29.4
	All are politically appealing to me	%	.3	.6	.4	.6	.0	.0	.2	.5	.5	.0	.8	.0	.3
	Unsure	%	13.9	16.7	13.1	13.0	13.4	15.9	12.7	15.0	13.2	14.2	17.7	14.5	11.1

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Question - Which of the following candidates for the leadership of the Conservative Party of Canada is the most politically appealing to you. [RANDOMIZE] [NOT INCLUSIVE OF RESPONDENTS WHO ANSWERED NONE ARE POLITICALLY APPEALING TO ME]	Total	Unwgt N	658	63	168	206	137	84	334	324	112	92	138	142	174
		Wgt N	659	64	167	208	136	85	336	323	126	103	123	120	187
	Kevin O'Leary	%	22.2	7.4	16.8	28.1	31.0	15.2	25.8	18.4	21.6	29.3	21.2	21.1	20.0
	Michael Chong	%	14.0	20.0	11.5	19.7	7.8	10.6	12.6	15.5	12.2	10.5	12.0	18.0	16.0
	Maxime Bernier	%	12.9	8.8	20.1	8.9	14.2	9.2	14.1	11.6	20.4	15.9	11.3	7.6	10.5
	Lisa Raitt	%	10.8	18.0	8.3	9.7	7.9	17.3	8.9	12.7	10.9	6.0	10.4	11.2	13.2
	Kellie Leitch	%	3.7	3.3	2.7	2.8	4.9	5.9	4.3	3.0	2.6	3.2	1.6	4.0	5.7
	Erin O'Toole	%	3.3	8.4	.0	4.6	3.1	3.5	2.6	4.1	3.1	1.1	4.8	3.9	3.5
	Steve Blaney	%	3.0	.0	10.8	.4	.0	1.1	3.8	2.2	.9	3.0	2.9	5.4	2.9
	Andrew Scheer	%	2.5	3.3	1.2	2.1	5.1	1.1	2.2	2.7	.0	2.4	3.1	2.1	4.0
	Chris Alexander	%	1.8	1.9	3.7	1.1	.5	1.5	1.8	1.7	.9	1.9	1.5	.8	3.0
	Pierre Lemieux	%	1.3	.0	2.6	1.4	.0	1.4	1.8	.7	2.7	1.0	.7	.0	1.6
	Deepak Obhrai	%	1.3	1.6	1.7	.5	.9	2.7	1.5	1.0	1.8	2.1	.7	.7	1.2
	Brad Trost	%	.9	.0	.0	.0	3.6	1.1	.5	1.3	1.4	.0	.7	.8	1.2
	Andrew Saxton	%	.4	.0	.0	.5	.7	1.1	.3	.6	.0	.9	.8	.8	.0
	Rick Peterson	%	.4	.0	.6	.4	.7	.0	.8	.0	.0	.0	.0	.8	1.0
	All are politically appealing to me	%	.5	1.0	.6	.9	.0	.0	.3	.8	.8	.0	1.3	.0	.5
	Unsure	%	21.1	26.3	19.6	18.8	19.6	28.1	18.5	23.8	20.6	22.5	26.9	22.7	15.8

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