

One in five say Canada needs a new Conservative Party

National survey released September, 2018

Project 2018-1260B



THE GLOBE AND MAIL 

 NANOS SURVEY

Summary

Although a majority say there is no need for a new Conservative Party, one in five say there is a need.

Although a majority of Canadians say there is no need for a new Conservative Party, one in five say there is a need for it. A majority of Canadians are not open to voting for a new Conservative Party led by Maxime Bernier in the next election, while close to one in five say they are open to do so.

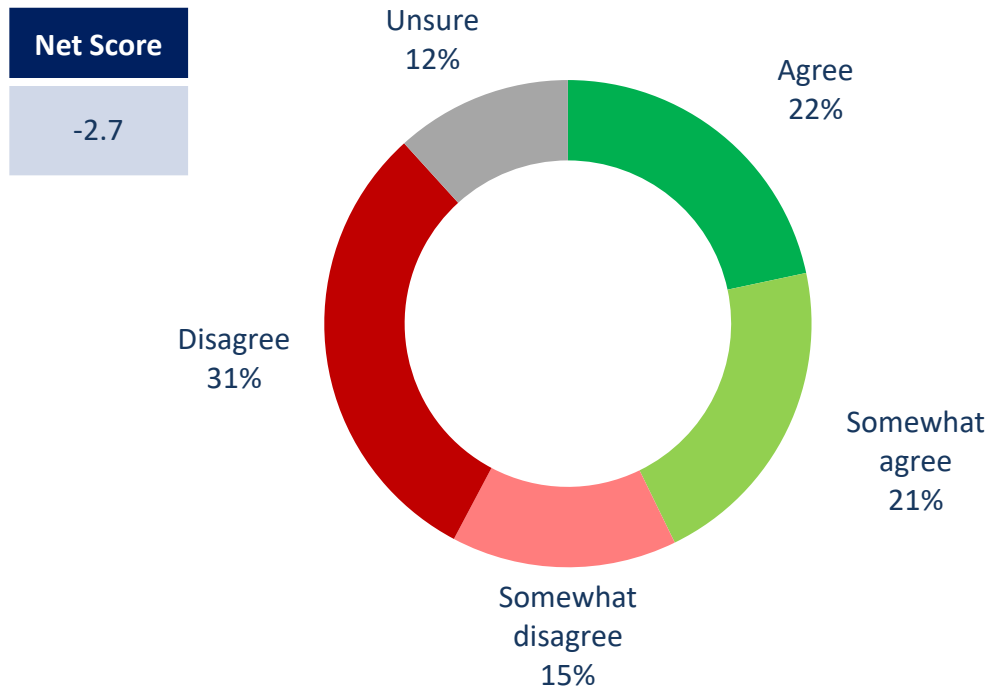
- **Canadians are split on whether the Conservative Party of Canada is too intellectually and morally corrupt to be reformed** – Forty-six per cent of Canadians disagree (31%) or somewhat disagree (15%) with Maxime Bernier's statement that the Conservative Party of Canada is too intellectually and morally corrupt to be reformed while over four in ten agree (22%) or somewhat agree (21%) with that statement. Twelve per cent are unsure.
- **Although a majority say there is no need for a new Conservative Party, one in five say there is a need** – Two in three Canadians (66%) say there is not a need for a new Conservative Party federally, while just over two in ten (22%) say there is a need for a new conservative party federally. Twelve per cent are unsure.
- **Although a majority of Canadians are not open to voting for a new Conservative Party led by Maxime Bernier in the next federal election, close to one in five say they would be open to do so** – Seven in ten Canadians (70%) say they are not open to voting for a new Conservative Party led by Maxime Bernier in the next federal election, while less than two in ten (17%) are open to this. Twelve per cent are unsure.

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 August 25th and August 27th, 2018 as part of an omnibus survey. This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.



Bernier views on Conservative Party

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 25th to August 27th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Disagree/ somewhat disagree
Atlantic (n=100)	45.9%
Quebec (n=250)	42.6%
Ontario (n=300)	41.5%
Prairies (n=200)	56.2%
British Columbia (n=150)	43.8%
Male (n=536)	50.1%
Female (n=464)	41.1%
18 to 34 (n=215)	39.9%
35 to 54 (n=332)	45.5%
55 plus (n=453)	49.4%

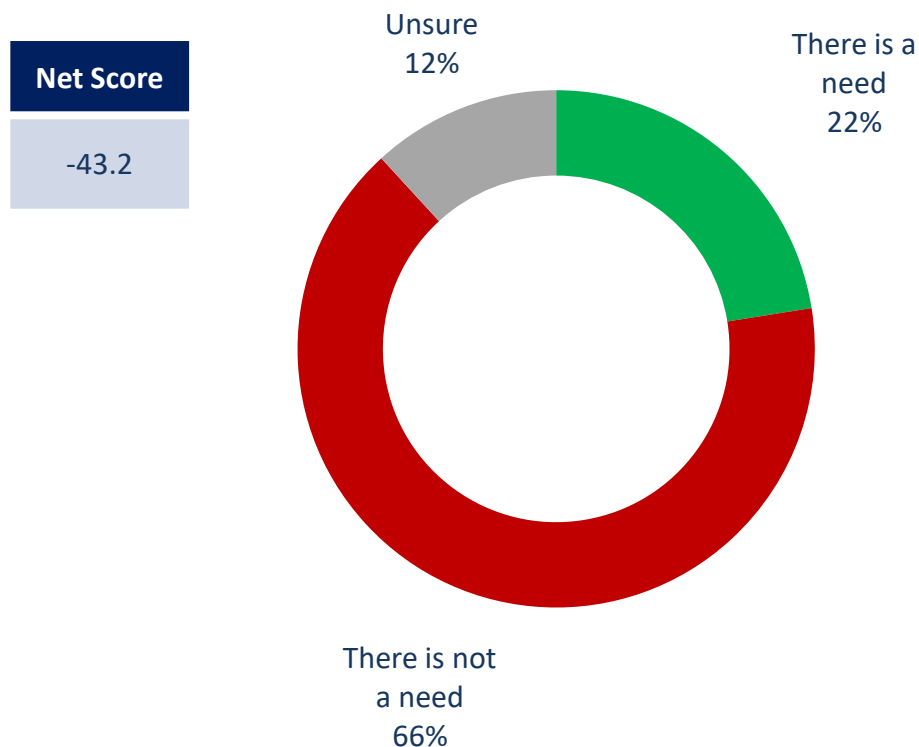
*Weighted to the true population proportion.

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

QUESTION – As you may have heard, Quebec MP Maxime Bernier has left the Conservative Party of Canada. Maxime Bernier said that he believes that the Conservative Party of Canada is too intellectually and morally corrupt to be reformed. Do you agree, somewhat agree, somewhat disagree or disagree with Bernier's statement?

Need for a new Conservative Party federally

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 25th to August 27th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	There is not a need
Atlantic (n=100)	66.0%
Quebec (n=250)	64.6%
Ontario (n=300)	65.9%
Prairies (n=200)	70.9%
British Columbia (n=150)	59.9%
Male (n=536)	66.8%
Female (n=464)	64.7%
18 to 34 (n=215)	61.1%
35 to 54 (n=332)	68.0%
55 plus (n=453)	66.9%

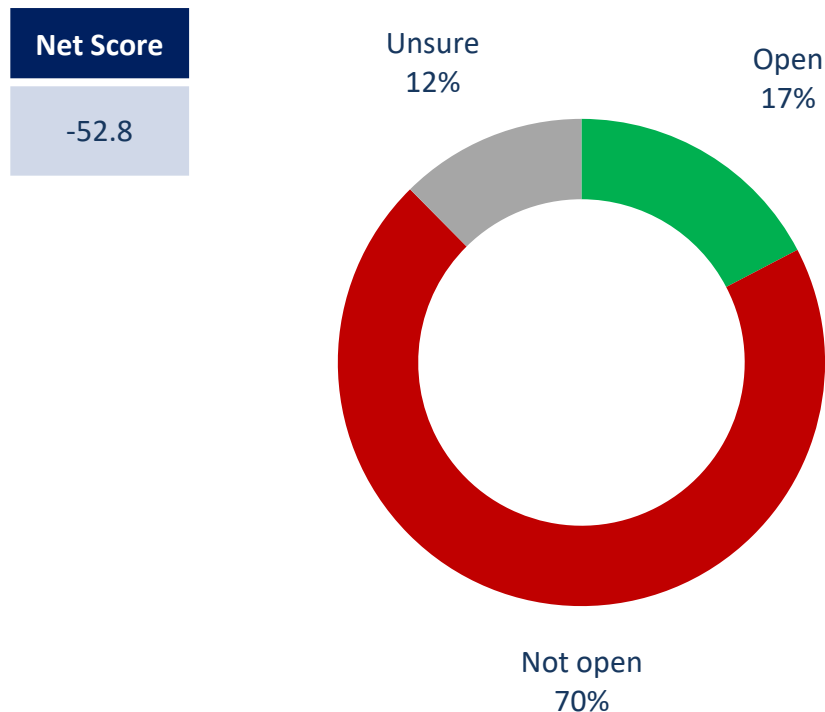
*Weighted to the true population proportion.

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

QUESTION – Quebec MP Maxime Bernier has also said that he will form a new conservative party whose views will be more conservative than the current Conservative Party of Canada led by Andrew Scheer. Do you think there is a need or not a need for a new conservative party federally?

Openness to vote for a new Conservative Party

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 25th to August 27th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Not open
Atlantic (n=100)	70.5%
Quebec (n=250)	67.6%
Ontario (n=300)	69.0%
Prairies (n=200)	74.7%
British Columbia (n=150)	71.0%
Male (n=536)	71.4%
Female (n=464)	69.2%
18 to 34 (n=215)	64.8%
35 to 54 (n=332)	72.2%
55 plus (n=453)	72.3%

*Weighted to the true population proportion.

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

QUESTION – Would you be open or not open to voting for a new Conservative Party led by Maxime Bernier in the next federal election?



Methodology

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 August 25th and August 27th, 2018 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.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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 (2016) 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	Eleven 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 three of an omnibus survey. Previous modules were about unprompted issues of national concern, gun violence and racial diversity. This is report two out of two, the first report was about the Chinese telecom firm Huawei.
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.nanos.co Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	August 25 th to August 27 th , 2018.		
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by the MRIA which can be found here: https://mria-arim.ca/polling		



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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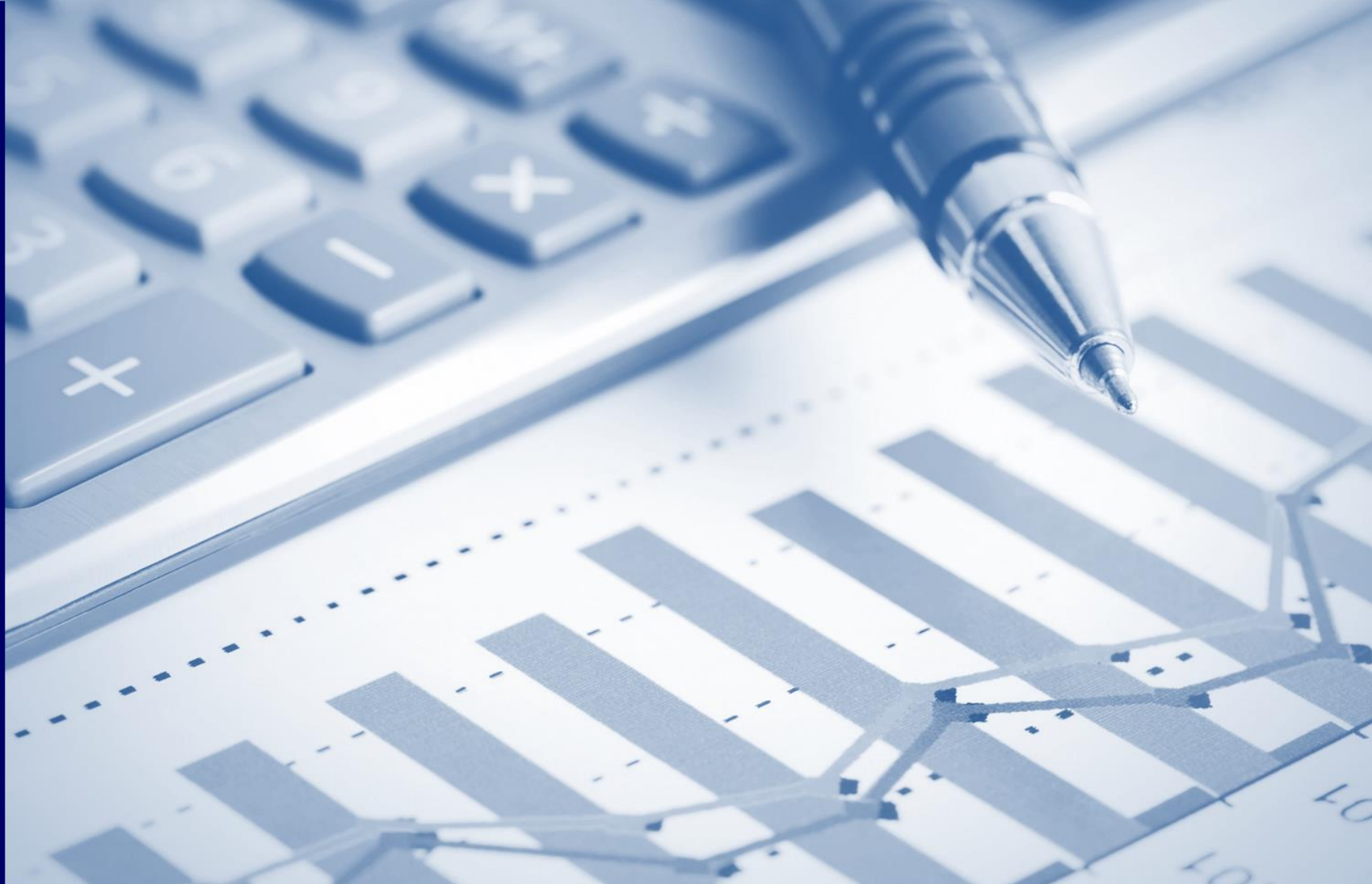
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Tabulations

2018-1260B – Globe and Mail/Nanos August Survey – Maxime Bernier - STAT SHEET

			Region						Gender		Age		
			Canada 2018-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – As you may have heard, Quebec MP Maxime Bernier has left the Conservative Party of Canada. Maxime Bernier said that he believes that the Conservative Party of Canada is too intellectually and morally corrupt to be reformed. Do you agree, somewhat agree, somewhat disagree or disagree with Bernier's statement?	Total	Unwgt N	1000	100	250	300	200	150	536	464	215	332	453
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Agree	%	21.7	17.4	23.1	24.8	14.7	25.0	20.8	22.5	25.2	21.6	19.3
	Somewhat agree	%	21.1	23.7	20.5	23.6	18.4	19.0	20.2	22.0	25.9	18.6	20.0
	Somewhat disagree	%	15.0	15.7	20.7	12.5	14.1	11.1	13.7	16.2	13.3	14.1	16.9
	Disagree	%	30.5	30.2	21.9	29.0	42.1	32.7	36.4	24.9	26.7	31.3	32.5
	Unsure	%	11.7	12.9	13.7	10.1	10.8	12.2	9.0	14.4	9.1	14.4	11.2

			Region						Gender		Age		
			Canada 2018-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Quebec MP Maxime Bernier has also said that he will form a new conservative party whose views will be more conservative than the current Conservative Party of Canada led by Andrew Scheer. Do you think there is a need or not a need for a new conservative party federally?	Total	Unwgt N	1000	100	250	300	200	150	536	464	215	332	453
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	There is a need	%	22.5	22.5	24.9	22.5	15.8	27.4	23.7	21.3	27.1	20.6	20.9
	There is not a need	%	65.7	66.0	64.6	65.9	70.9	59.9	66.8	64.7	61.1	68.0	66.9
	Unsure	%	11.8	11.5	10.5	11.6	13.2	12.7	9.5	14.1	11.8	11.4	12.2

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			Region						Gender		Age		
			Canada 2018-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Would you be open or not open to voting for a new Conservative Party led by Maxime Bernier in the next federal election?	Total	Unwgt N	1000	100	250	300	200	150	536	464	215	332	453
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Open	%	17.4	17.4	23.4	18.2	10.3	15.0	18.4	16.3	20.3	17.3	15.4
	Not open	%	70.2	70.5	67.6	69.0	74.7	71.0	71.4	69.2	64.8	72.2	72.3
	Unsure	%	12.4	12.2	9.0	12.8	15.0	14.0	10.2	14.5	15.0	10.5	12.3