

# Canadians say the ideal Conservative Party leader is more economically than socially conservative

National survey released February 2020

Project 2020-1570A



THE GLOBE AND MAIL 

 NANOS SURVEY

Canadians score the positions on social issues of the ideal Conservative Party leader a mean score of 4.6 out of 10.

Canadians are more likely to say that the ideal Conservative Party is more economically conservative than socially conservative, and the likelihood of favouring a conservative party leader with socially and economically conservative positions increases with the likelihood of voting for the Conservative Party of Canada federally. Those who report regularly voting for the Conservative Party of Canada are more likely to favour economic conservatism than social conservatism.

- **Canadians are twice as likely to score positions on social issues of the ideal federal Conservative as not socially conservative rather than socially conservative** – Asked to score the ideal Conservative Party leader's positions on social issues on a scale where 1 is "the ideal Conservative Party leader is not at all socially conservative" and 10 is "the ideal Conservative Party leader is very socially conservative", one in three Canadians (33%) score the ideal Conservative Party leader as not socially conservative (score of 1-3), while over one in ten (15%) score the ideal Conservative Party leader as very socially conservative (score of 8-10) with a mean score of 4.6 out of 10. Over three in four (37%) score the ideal Conservative party leader as neutral on social issues (score of 4-7). Fourteen per cent are unsure.
- **Those who regularly vote for the Conservative Party of Canada federally are more likely to score the ideal federal Conservative Party leader as very socially conservative than those who never vote for it** – Likelihood of favouring a conservative party leader with socially conservative positions increases with likelihood of voting for the Conservative Party of Canada federally (mean of 5.9 out of 10 for regular CPC voters, mean of 4.9 out of 10 for occasional CPC voters, mean of 3.7 out of 10 for those who never vote CPC).

Canadians score the positions on economic issues of the ideal Conservative Party leader a mean score of 6.3 out of 10.

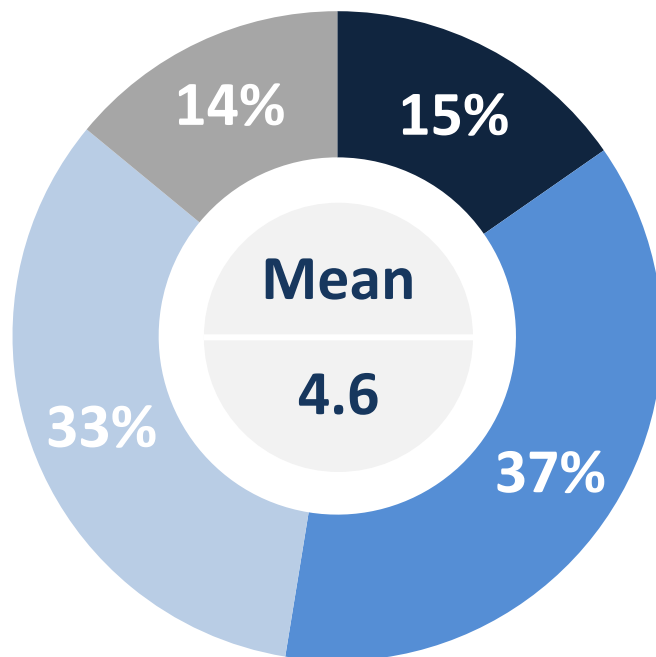
- **Canadians are more likely to score positions of the Ideal Conservative Party leader on economic issues as economically conservative than not economically conservative** – Asked to score the ideal Conservative Party leader's positions on economic issues on a scale where 1 is "the ideal Conservative Party leader is not at all conservative on economic issues" and 10 is "the ideal Conservative Party leader is very conservative on economic issues", three in ten Canadians (30%) say the ideal Conservative Party leader is conservative on economic issues (score of 8-10, while just over one in ten (12%) say the ideal Conservative Party leader is not conservative on economic issues (score of 1-3), with a mean score of 6.3. Just under half (49%) say the ideal Conservative Party leader is neutral on economic issues (score of 4-7). Ten per cent are unsure.
- **Those who regularly vote for the Conservative Party of Canada federally are more likely to score the ideal federal Conservative Party leader as very economically conservative than those who never vote for it** – Likelihood of favouring a conservative party leader with economically conservative positions increases with likelihood of voting for the Conservative Party of Canada federally (mean of 7.9 out of 10 for regular CPC voters, mean of 6.3 out of 10 for occasional CPC voters, mean of 5.4 out of 10 for those who never vote CPC).
- **Regular conservative voters are more likely to favour economic conservatism than social conservatism** – Those who report regularly voting for the Conservative Party of Canada federally are more likely to favour a Conservative Party leader that is economically conservative (mean of 6.3 out of 10) than socially conservative (mean of 4.6 out of 10).
- **Canadians are most likely to say they never vote for the Conservative Party of Canada federally** – Nearly one in two Canadians say they never vote for the Conservative Part of Canada (CPC) federally (46%), while nearly three in ten say they vote occasionally for the CPC (29%) and one in four (25%) say they regularly vote for the CPC. Canadians from the Prairies are most likely to say the regularly vote for the CPC (47%), while Quebecers are the least likely (16% say they regularly vote for the CPC).

# SUMMARY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between January 27<sup>th</sup> and 29<sup>th</sup>, 2020 as part of an omnibus survey. The margin of error for a random survey of 1,003 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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

# Conservatism of Conservative Party leader on social issues



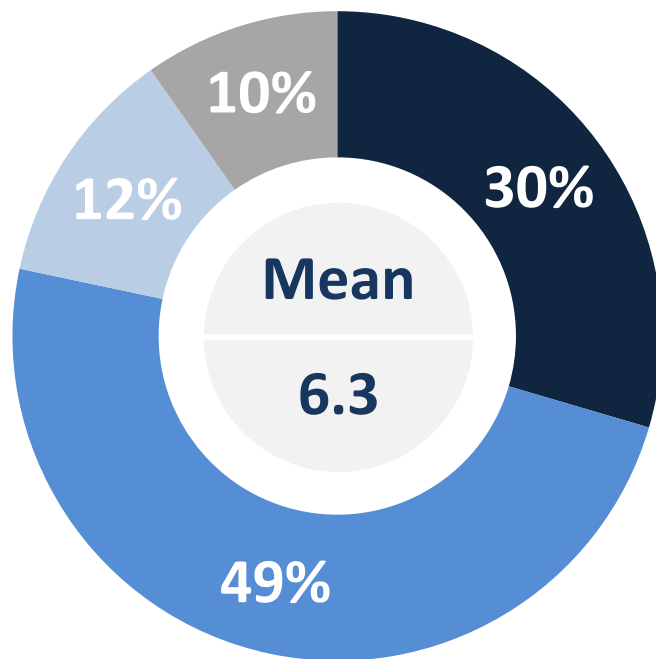
- The ideal Conservative Party leader is very socially conservative (8-10)
- Neutral (4-7)
- The ideal Conservative Party leader is not at all socially conservative (1-3)
- Unsure

	Mean
Atlantic (n=110)	4.6
Quebec (n=207)	4.7
Ontario (n=309)	4.5
Prairies (n=216)	4.7
British Columbia (n=161)	4.7
Male (n=529)	4.7
Female (n=474)	4.6
18 to 34 (n=327)	4.2
35 to 54 (n=396)	4.5
55 plus (n=280)	5.0
Regularly votes Conservative (n=251)	5.9
Occasionally votes Conservative (n=291)	4.9
Never votes Conservative (n=461)	3.7

\*Weighted to the true population proportion.  
 \*Charts may not add up to 100 due to rounding.

**QUESTION** – Thinking of the ideal federal Conservative Party leader, please score positions on social issues on a scale where 1 is “the ideal Conservative Party leader is not at all socially conservative” and 10 is “the ideal Conservative Party leader is very socially conservative”.

# Conservatism of Conservative Party leader on economic issues



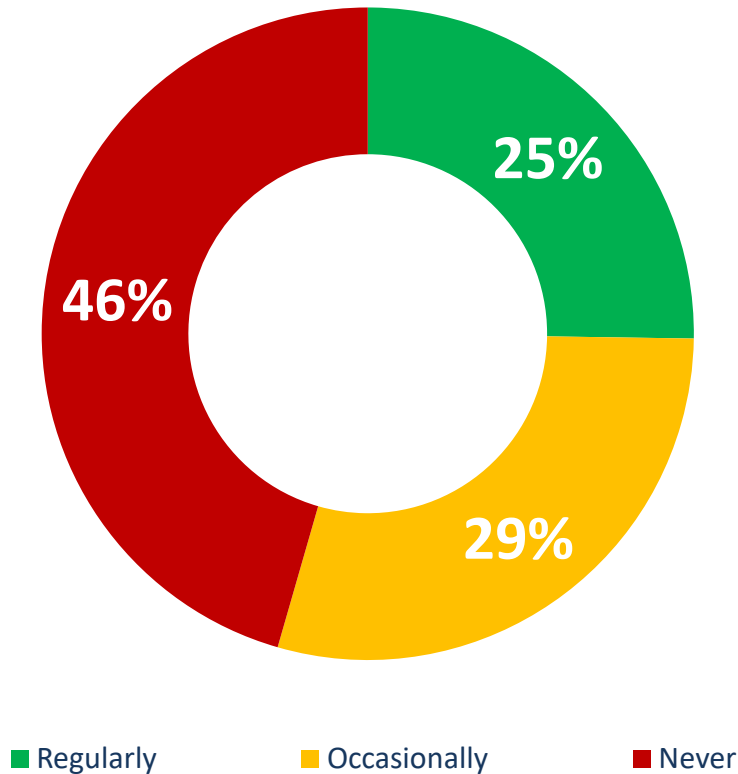
- The ideal Conservative Party leader is very conservative on economic issues (8-10)
- Neutral (4-7)
- The ideal Conservative Party leader is not at all conservative on economic issues (1-3)
- Unsure

	Mean
Atlantic (n=110)	6.0
Quebec (n=207)	6.2
Ontario (n=309)	6.3
Prairies (n=216)	6.6
British Columbia (n=161)	6.4
Male (n=529)	6.7
Female (n=474)	6.0
18 to 34 (n=327)	6.1
35 to 54 (n=396)	6.5
55 plus (n=280)	6.4
Regularly votes Conservative (n=251)	7.9
Occasionally votes Conservative (n=291)	6.3
Never votes Conservative (n=461)	5.4

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Thinking of the ideal federal Conservative Party leader, please score positions on economic issues on a scale where 1 is “the ideal Conservative Party leader is not at all conservative on economic issues” and 10 is “the ideal Conservative Party leader is very conservative on economic issues”.



	Regularly	Occasionally	Never
Atlantic (n=110)	18.1%	40.7%	41.2%
Quebec (n=207)	16.2%	28.1%	55.7%
Ontario (n=309)	20.8%	30.8%	48.4%
Prairies (n=216)	46.6%	25.1%	28.3%
British Columbia (n=161)	28.0%	26.5%	45.5%
Male (n=529)	30.4%	33.1%	36.5%
Female (n=474)	20.2%	25.5%	54.2%
18 to 34 (n=327)	18.4%	26.3%	55.2%
35 to 54 (n=396)	25.1%	27.1%	47.8%
55 plus (n=280)	30.2%	33.2%	36.7%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Do you regularly, occasionally or never vote for the Conservative Party of Canada federally?







Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,003 Canadians, 18 years of age or older, between January 27<sup>th</sup> and 29<sup>th</sup>, 2020 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 this survey is  $\pm 3.1$  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.

Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1,003 Randomly selected individuals.
Source of Sample	Dynata
Type of Sample	Probability
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
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 27 <sup>th</sup> to 29 <sup>th</sup> , 2020.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

Element	Description
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
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 lines, and individuals without internet access could not participate.
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.
Estimated Response Rate	Nine 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. Previous content included questions on the Royal Family. This is one report out of two reports.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



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# TABULATIONS

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**2020-1570 Globe January – Globe and Mail/Nanos Survey – Conservative Party Leader - STAT SHEET**

			Region						Gender		Age			Do you regularly, occasionally or never vote for the Conservative Party of Canada federally?		
			Canada 2020-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	Regularly	Occasionally	Never
Question - Thinking of the ideal federal Conservative Party leader, please score positions on social issues on a scale where 1 is "the ideal Conservative Party leader is not at all socially conservative" and 10 is "the ideal Conservative Party leader is very socially conservative".	Total	Unwgt N	1003	110	207	309	216	161	529	474	327	396	280	251	291	461
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386	252	292	455
		Mean	4.63	4.56	4.71	4.54	4.69	4.69	4.66	4.60	4.18	4.51	5.03	5.88	4.93	3.66
		Median	5.00	5.00	5.00	4.00	5.00	5.00	5.00	5.00	4.00	4.00	5.00	6.00	5.00	3.00
		%	19.8	19.6	16.7	21.7	20.5	19.3	20.2	19.5	25.8	20.3	15.2	7.6	12.3	31.5
	2	%	5.8	3.8	3.1	7.4	6.9	5.2	5.5	6.0	6.6	5.3	5.5	2.9	8.0	5.9
	3	%	7.8	6.6	9.0	5.3	10.1	10.4	9.0	6.7	6.9	9.7	6.8	6.7	8.7	7.8
	4	%	7.9	5.0	6.2	10.4	6.2	7.4	9.1	6.7	7.1	8.4	7.9	11.5	8.9	5.2
	5	%	13.2	19.7	11.7	12.2	13.7	14.3	11.2	15.0	10.0	12.4	16.0	14.0	13.9	12.2
	6	%	8.0	3.4	7.0	9.0	6.4	11.2	10.1	6.0	6.7	7.2	9.6	10.1	8.2	6.7
	7	%	8.2	12.6	9.6	6.2	7.2	10.7	7.0	9.3	9.6	6.1	9.1	10.8	11.4	4.8
	8	%	5.3	4.4	5.2	4.2	6.4	7.5	6.1	4.5	3.9	3.4	7.9	12.0	5.9	1.2
	9	%	2.2	1.6	0.0	1.9	5.7	2.5	2.2	2.3	1.6	1.6	3.2	4.0	1.9	1.4
		%	7.8	4.7	7.3	9.6	7.6	5.4	8.6	7.1	6.1	9.5	7.5	12.1	7.4	5.7
	Unsure	%	14.0	18.6	24.0	12.1	9.3	6.2	11.0	17.0	15.6	15.9	11.3	8.4	13.4	17.6

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		Mean	6.33	6.03	6.17	6.29	6.62	6.43	6.65	6.00	6.05	6.46	6.40	7.85	6.27	5.41	
		Median	7.00	6.00	6.00	6.00	7.00	7.00	7.00	6.00	6.00	7.00	6.00	8.00	6.00	5.00	
	The ideal Conservative Party leader is not at all conservative on economic issues (1)	%	5.5	6.1	3.7	5.7	5.8	7.2	5.2	5.8	8.5	4.0	4.6	1.8	2.4	9.5	
	2	%	1.6	1.7	2.3	0.8	2.6	1.6	1.7	1.6	1.9	2.0	1.1	1.0	1.8	1.9	
	3	%	4.8	1.3	8.4	3.2	5.6	3.8	2.7	6.9	5.5	3.4	5.5	2.6	3.6	6.8	
	4	%	5.5	5.1	5.5	6.0	5.0	4.9	5.2	5.8	3.1	7.0	5.8	2.0	5.9	7.1	
	5	%	15.3	19.5	13.3	18.0	10.3	16.0	11.7	18.9	13.8	15.3	16.5	4.3	17.2	20.3	
	6	%	11.1	14.8	11.5	12.5	7.3	9.8	13.2	9.1	11.7	7.7	13.7	5.9	18.0	9.6	
	7	%	16.8	20.9	15.2	16.4	18.5	16.6	17.4	16.4	19.5	18.7	13.4	17.5	20.3	14.3	
	8	%	12.6	9.8	13.0	11.8	13.0	14.7	16.6	8.7	11.2	12.9	13.3	22.1	12.8	7.1	
	9	%	5.6	3.0	4.3	6.6	6.5	4.9	5.6	5.6	1.7	6.8	7.2	11.5	5.0	2.6	
	The ideal Conservative Party leader is very conservative on economic issues (10)	%	11.4	6.1	9.5	9.4	17.4	15.1	13.9	9.0	11.2	11.1	11.8	27.7	5.9	5.9	
Unsure	%	9.7	11.5	13.2	9.8	7.9	5.2	7.1	12.3	11.8	11.0	7.1	3.7	7.1	14.8		

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		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Regularly	%	25.2	18.1	16.2	20.8	46.6	28.0	30.4	20.2	18.4	25.1	30.2
	Occasionally	%	29.2	40.7	28.1	30.8	25.1	26.5	33.1	25.5	26.3	27.1	33.2
	Never	%	45.5	41.2	55.7	48.4	28.3	45.5	36.5	54.2	55.2	47.8	36.7

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