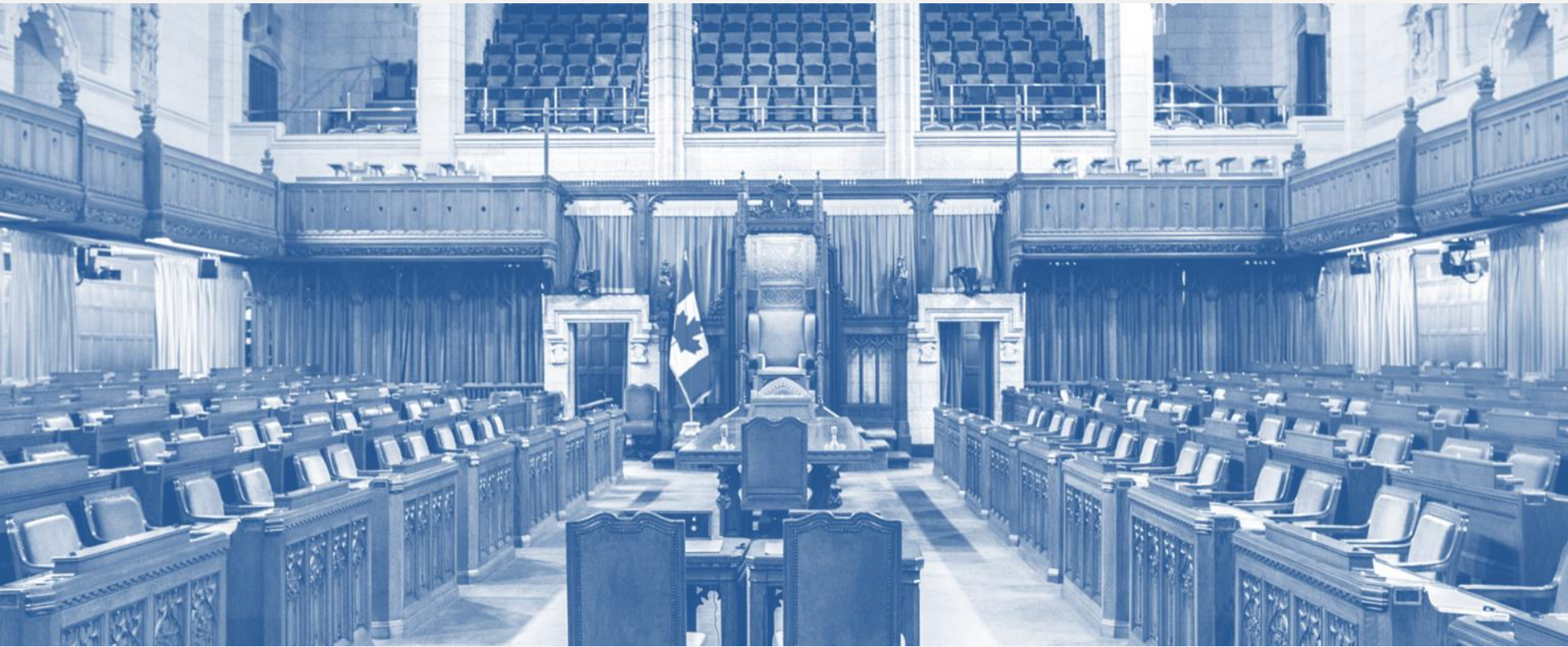# Canadians more likely to view Erin O'Toole as a good choice rather than a poor choice to lead the Conservative Party

National survey released September, 2020
Project 2020-1709B

SUMMARY

Just over four in ten Canadians say Erin O'Toole is a good or somewhat good choice to lead the Conservative Party

Canadians are twice as likely to say Erin O'Toole is a good choice rather than a poor choice to lead the Conservative Party.

- **Canadians most frequently say none of the Conservative Leadership candidates impressed them** – Asked which Conservative Leadership candidate impressed them the most, under two in ten say Erin O'Toole (17%), followed by Leslyn Lewis (13%), Peter MacKay (13%), and Derek Sloan (two per cent). Nearly four in ten (39%) say none of the candidates impressed them and three per cent say all of the candidates impressed them. Thirteen per cent are unsure. Canadians from the Prairies are more likely to say Erin O'Toole (27%, compared to 17% of all Canadians) or Leslyn Lewis (22%, compared to 13 of all Canadians) impressed them most.

- **Canadians are twice as likely to say Erin O'Toole is a good choice rather than a poor choice to lead the Conservative Party** – Four in ten Canadians say Erin O'Toole is a good choice (20%) or a somewhat good choice (21%) to lead the Conservative Party, while two in ten say he is a poor choice (12%) or a somewhat poor choice (nine per cent). Thirty-eight percent say they do not know enough about him at this time to say. Canadians from the Prairies are more likely to say he is a good choice (36%), while Canadians from the Atlantic region (12%) or Quebec (15%) are less likely to say he is a good choice.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,039 Canadians, 18 years of age or older, between August 31st and September 3rd, 2020 as part of an omnibus survey. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

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

Impression of Conservative Leadership candidates
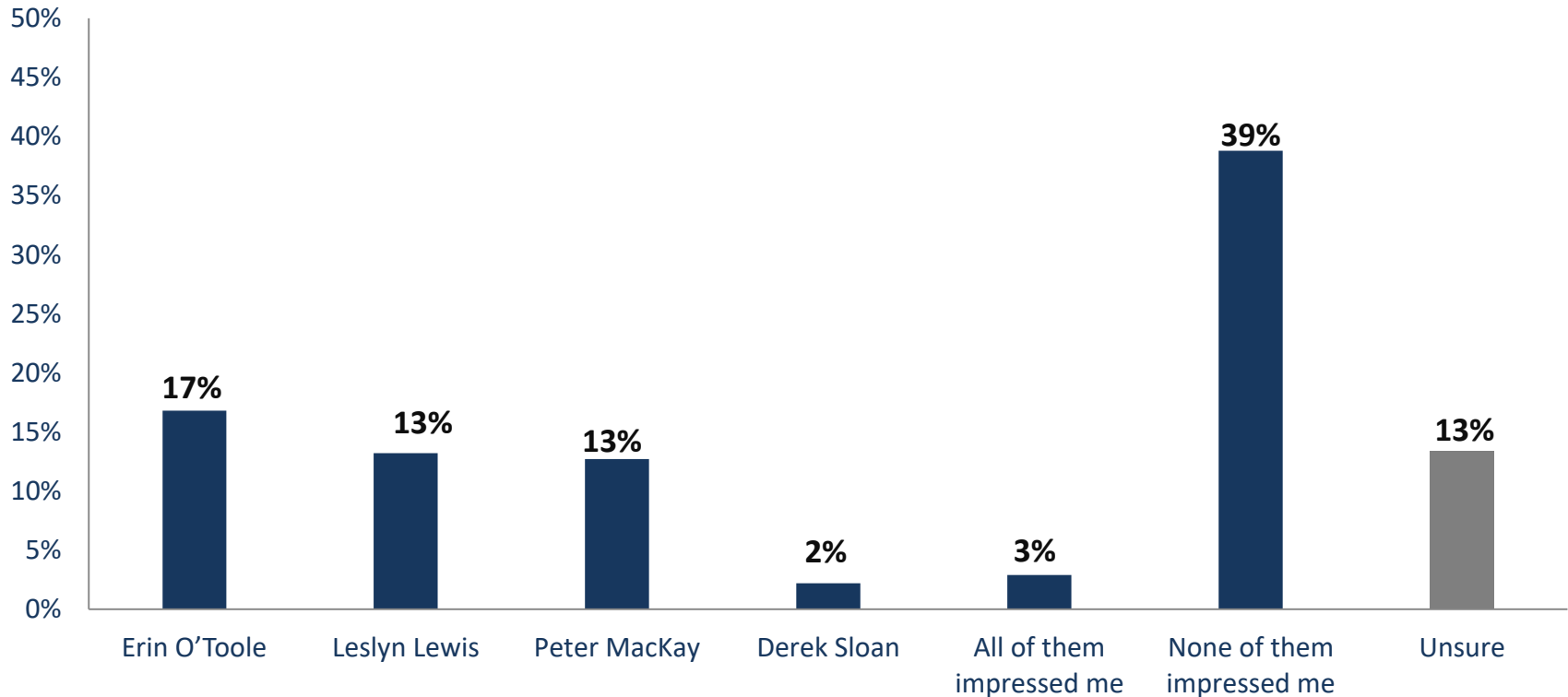
**Weighted to the true population proportion.*
**Charts may not add up to 100 due to rounding.*

QUESTION – As you may have heard the Conservative Party of Canada recently selected its leader. Which of the following Conservative Leadership candidates impressed you most? [RANDOMIZE]

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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 31st to September 3rd , 2020, n=1039, accurate ±3.0 percentage points, 19 times out of 20.

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Impression of Conservative Leadership candidates by region

	Canada (n=1039)	Atlantic (n=104)	Quebec (n=253)	Ontario (n=314)	Prairies (n=212)	British Columbia (n=156)
Erin O'Toole	16.8%	7.8%	16.3%	14.2%	27.8%	15.0%
Leslyn Lewis	13.2%	14.9%	3.5%	13.6%	22.2%	15.3%
Peter MacKay	12.7%	18.9%	7.7%	14.1%	11.4%	15.7%
Derek Sloan	2.2%	1.0%	0.5%	3.8%	1.8%	2.1%
All of them impressed me	2.9%	1.8%	0.4%	3.8%	3.9%	3.7%
None of them impressed me	38.8%	43.9%	55.0%	36.2%	21.8%	38.9%
Unsure	13.4%	11.7%	16.6%	14.3%	11.1%	9.3%

QUESTION – As you may have heard the Conservative Party of Canada recently selected its leader. Which of the following Conservative Leadership candidates impressed you most? [RANDOMIZE]

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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 31st to September 3rd , 2020, n=1039, accurate ±3.0 percentage points, 19 times out of 20.

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Impression of Conservative Leadership candidates by gender and age

	Canada (n=1039)	Male (n=556)	Female (n=483)	18 to 34 years old (n=236)	35 to 54 years old (n=365)	55 plus (n=438)
Erin O'Toole	16.8%	20.5%	13.4%	13.7%	18.1%	18.0%
Leslyn Lewis	13.2%	14.0%	12.3%	16.4%	12.3%	11.6%
Peter MacKay	12.7%	14.7%	10.7%	11.7%	12.9%	13.2%
Derek Sloan	2.2%	3.3%	1.2%	2.6%	1.5%	2.6%
All of them impressed me	2.9%	3.6%	2.2%	2.2%	4.8%	1.6%
None of them impressed me	38.8%	32.2%	45.1%	36.4%	38.9%	40.5%
Unsure	13.2%	11.7%	15.1%	17.0%	11.5%	12.6%

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QUESTION – As you may have heard the Conservative Party of Canada recently selected its leader. Which of the following Conservative Leadership candidates impressed you most? [RANDOMIZE]

Erin O'Toole as choice to lead

Net score

+20.2

- 20% — Good choice
- 21% — Somewhat good choice
- 9% — Somewhat poor choice
- 12% — Poor choice
- 38% — Do not know enough about him to say at this time
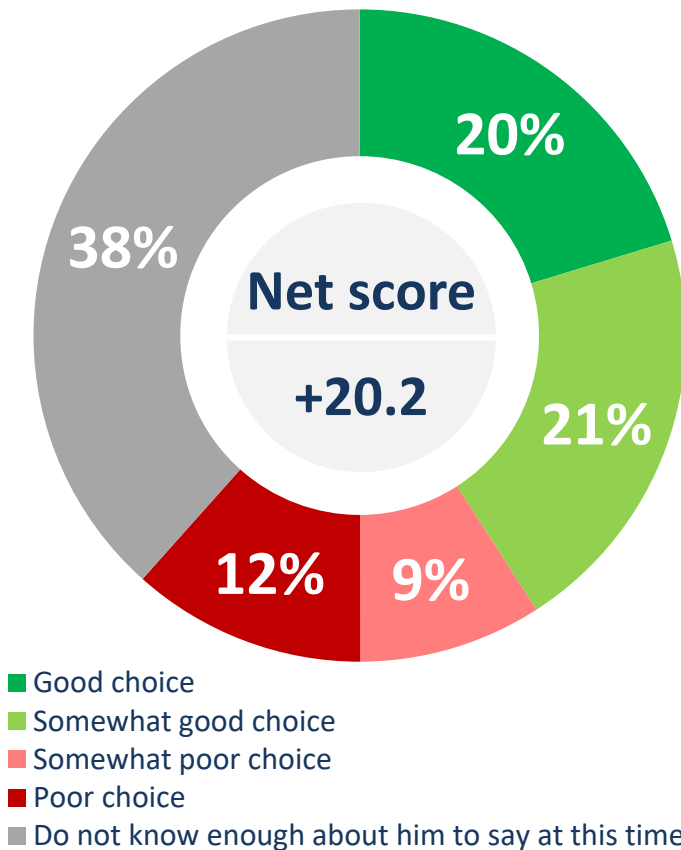
	Do not know enough about him	Good choice/Some what good choice
Atlantic (n=104)	39.6%	29.5%
Quebec (n=253)	49.2%	39.2%
Ontario (n=314)	36.2%	37.3%
Prairies (n=212)	33.2%	56.3%
British Columbia (n=156)	32.6%	38.6%
Male (n=556)	29.7%	48.0%
Female (n=483)	46.8%	34.0%
18 to 34 (n=236)	40.4%	38.2%
35 to 54 (n=365)	36.9%	43.3%
55 plus (n=438)	38.3%	40.6%

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

QUESTION – Erin O'Toole won the Conservative Party of Canada leadership race. Do you think Erin O'Toole is a good choice, somewhat good choice, somewhat poor choice, a poor choice to lead the Conservative Party or do you not know enough about him to say at this time?

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Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 31st to September 3rd , 2020, n=1039, accurate ±3.0 percentage points, 19 times out of 20.

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METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,039 Canadians, 18 years of age or older, between August 31st and September 3rd, 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 ±3.0 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
Research sponsor	The Globe and Mail
Population and Final Sample Size	1,039 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 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 to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	August 31st to September 3rd, 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. https://canadianresearchinsightscouncil.ca/standards/

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	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 topic two of an omnibus survey. Previous content included political and economical issues, as well as Canada-US border issues.
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. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

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2020-1709B – Globe and Mail/Nanos Survey – Views on Conservative Party Leadership - STAT SHEET

					Region				Gender		Age		
			Canada 2020-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - As you may have heard the Conservative Party of Canada recently selected its leader. Which of the following Conservative Leadership candidates impressed you most? [RANDOMIZE]	Total	Unwgt N	1039	104	253	314	212	156	556	483	236	365	438
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Erin O'Toole	%	16.8	7.8	16.3	14.2	27.8	15.0	20.5	13.4	13.7	18.1	18.0
	Leslyn Lewis	%	13.2	14.9	3.5	13.6	22.2	15.3	14.0	12.3	16.4	12.3	11.6
	Peter MacKay	%	12.7	18.9	7.7	14.1	11.4	15.7	14.7	10.7	11.7	12.9	13.2
	Derek Sloan	%	2.2	1.0	0.5	3.8	1.8	2.1	3.3	1.2	2.6	1.5	2.6
	All of them impressed me	%	2.9	1.8	0.4	3.8	3.9	3.7	3.6	2.2	2.2	4.8	1.6
	None of them impressed me	%	38.8	43.9	55.0	36.2	21.8	38.9	32.2	45.1	36.4	38.9	40.5
	Unsure	%	13.4	11.7	16.6	14.3	11.1	9.3	11.7	15.1	17.0	11.5	12.6

					Region				Gender		Age		
			Canada 2020-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Erin O'Toole won the Conservative Party of Canada leadership race. Do you think Erin O'Toole is a good choice, somewhat good choice, somewhat poor choice, a poor choice to lead the Conservative Party or do you not know enough about him to say at this time?	Total	Unwgt N	1039	104	253	314	212	156	556	483	236	365	438
		Wgt N	1000	67	233	384	183	133	490	510	273	341	386
	Good choice	%	20.3	11.7	15.3	17.3	35.8	20.7	25.1	15.7	19.5	22.1	19.2
	Somewhat good choice	%	20.6	17.8	24.0	20.0	20.5	17.9	23.0	18.3	18.7	21.2	21.4
	Somewhat poor choice	%	9.1	11.7	3.8	12.6	3.9	14.1	11.0	7.3	9.6	7.9	9.8
	Poor choice	%	11.6	19.3	7.7	14.0	6.6	14.8	11.2	12.0	11.8	11.9	11.3
	Do you not know enough about him to say at this time	%	38.4	39.6	49.2	36.2	33.2	32.6	29.7	46.8	40.4	36.9	38.3