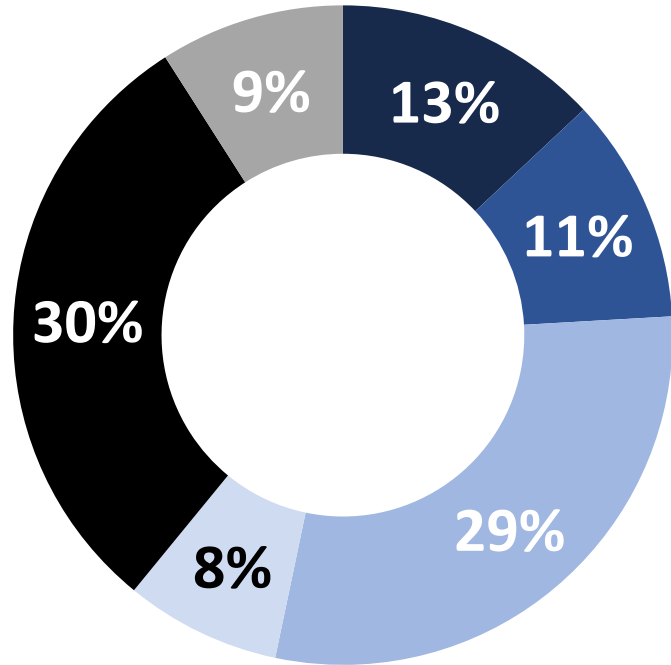


Canadians say a socially progressive and economically centrist Conservative Party would be a more appealing vote choice; three in ten say they would never vote Conservative.

Path forward for the Conservative Party

Q What would be the best path forward for the Conservative Party to make it more appealing to you as a vote choice? [Randomize]



- Be socially progressive and right wing on economic issues
- Be socially conservative and right wing in economic issues
- Be socially progressive and more centrist on economic issues
- Be socially conservative and more centrist on economic issues
- I would never vote Conservative
- Unsure

“ When asked what would be the best path forward for the Conservative Party to make it more appealing as a vote choice, three in ten Canadians in the general population say they would never vote Conservative, while just under three in ten say being socially progressive and more centrist on economic issues would make the party more appealing. ”

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *Please note this was asked of the general population, not voters in the Conservative leadership race

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 18th to 20th, 2022, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Path forward for the Conservative Party by demographics

Q What would be the best path forward for the Conservative Party to make it more appealing to you as a vote choice? [Randomize]



Be socially progressive and right wing on economic issues

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
8.3%	9.7%	15.7%	12.9%	13.8%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
19.6%	6.7%	16.9%	12.4%	10.8%

Be socially conservative and right wing on economic issues

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
2.9%	6.5%	13.1%	16.2%	10.3%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
15.3%	7.0%	14.9%	12.9%	6.8%

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

Path forward for the Conservative Party by demographics



What would be the best path forward for the Conservative Party to make it more appealing to you as a vote choice? [Randomize]



Be socially progressive and more centrist on economic issues

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
33.4%	20.4%	32.8%	31.5%	28.9%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
26.1%	32.1%	25.8%	30.4%	30.5%

Be socially conservative and more centrist on economic issues

Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
7.6%	8.8%	6.5%	9.1%	6.8%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
9.3%	6.0%	4.4%	7.2%	10.3%

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

Path forward for the Conservative Party by demographics

Q What would be the best path forward for the Conservative Party to make it more appealing to you as a vote choice? [Randomize]

I would never vote Conservative



Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
31.9%	41.2%	26.1%	20.1%	34.6%
Men (n=531)	Women (n=469)	18 to 34 (n=203)	35 to 54 (n=413)	55 plus (n=384)
23.3%	36.5%	28.0%	27.6%	33.6%

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 18th to 20th, 2022, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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 March 18th to 20th, 2022 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 ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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



Element	Description	Element	Description
Research sponsor	CTV News	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
Population and Final Sample Size	1000 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.
Source of Sample	Nanos Hybrid Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Fourteen percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	This was the only question asked on this topic.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Previous content included political and economical questions and questions about Ukraine.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	March 18 th to 20 th , 2022.		
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/		



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TABULATIONS



2022-2114 – CTV/Nanos Survey – PowerPlay – STAT SHEET

			Region						Gender		Age		
			Canada 2022-03	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Our next question is about the Conservative Party leadership. What would be the best path forward for the Conservative Party to make it more appealing to you as a vote choice? [RANDOMIZE]	Total	Unwgt N	1000	88	203	350	206	153	531	469	203	413	384
		Wgt N	1000	67	233	384	183	133	489	511	273	341	386
	Be socially progressive and right wing on economic issues	%	13.0	8.3	9.7	15.7	12.9	13.8	19.6	6.7	16.9	12.4	10.8
	Be socially conservative and right wing in economic issues	%	11.1	2.9	6.5	13.1	16.2	10.3	15.3	7.0	14.9	12.9	6.8
	Be socially progressive and more centrist on economic issues	%	29.2	33.4	20.4	32.8	31.5	28.9	26.1	32.1	25.8	30.4	30.5
	Be socially conservative and more centrist on economic issues	%	7.6	7.6	8.8	6.5	9.1	6.8	9.3	6.0	4.4	7.2	10.3
	I would never vote Conservative	%	30.0	31.9	41.2	26.1	20.1	34.6	23.3	36.5	28.0	27.6	33.6
Unsure	%	9.1	15.8	13.4	5.9	10.3	5.6	6.3	11.7	10.0	9.4	8.0	

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 March 18th to 20th, 2022. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

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