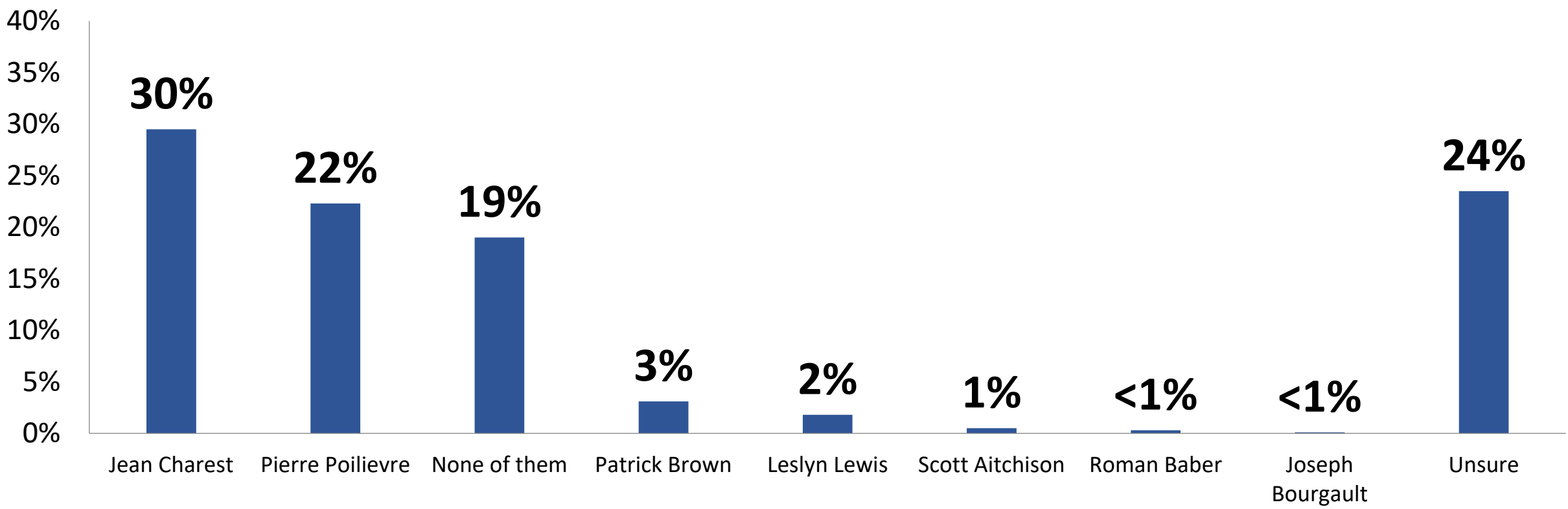Charest ahead of Poilievre as Conservative hopeful who Canadians believe has the best chance of winning the next federal election; one in four are unsure.

THE GLOBE AND MAIL

NANOS

Conservative candidates who has the best chance to win the next federal election

*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.

Conservative candidates who has the best chance to win the next federal election – by region

	Canada (n=1000)	Atlantic (n=88)	Quebec (n=203)	Ontario (n=350)	Prairies (n=206)	BC (n=153)
Jean Charest	29.5%	34.5%	28.9%	32.8%	25.8%	23.8%
Pierre Poilievre	22.3%	10.9%	15.9%	22.9%	30.4%	26.2%
None of them	19.0%	24.9%	25.9%	17.3%	13.5%	16.3%
Patrick Brown	3.1%	2.1%	1.5%	5.9%	1.2%	1.1%
Leslyn Lewis	1.8%	1.7%	-	1.5%	5.5%	0.6%
Scott Aitchison	0.5%	-	-	1.1%	-	0.5%
Roman Baber	0.3%	-	0.7%	0.4%	-	-
Joseph Bourgault	0.1%	-	-	-	0.3%	-
Unsure	23.5%	25.9%	27.2%	18.2%	23.3%	31.4%

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

THE GLOBE AND MAIL *

n NANOS

Conservative candidates who has the best chance to win the next federal election – by age and gender

Q Of the following Conservative leadership candidates, who has the best chance to win the next federal election?

	Canada (n=1000)	Male (n=531)	Female (n=469)	18-34 (n=203)	35-54 (n=413)	55 plus (n=384)
Jean Charest	29.5%	31.5%	27.7%	13.6%	30.8%	39.7%
Pierre Poilievre	22.3%	29.5%	15.4%	26.1%	23.3%	18.6%
None of them	19.0%	15.9%	21.9%	24.2%	15.4%	18.4%
Patrick Brown	3.1%	3.1%	3.1%	0.4%	4.4%	3.9%
Leslyn Lewis	1.8%	2.0%	1.6%	1.9%	1.7%	1.7%
Scott Aitchison	0.5%	0.7%	0.2%	1.1%	0.2%	0.3%
Roman Baber	0.3%	0.5%	0.2%	0.6%	0.3%	0.2%
Joseph Bourgault	0.1%	-	0.1%	-	0.1%	-
Unsure	23.5%	16.8%	29.9%	32.1%	23.7%	17.2%

*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 and 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 the Globe and Mail and the research was conducted by Nanos Research.

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

METHODOLOGY

Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1000 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
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 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	March 18th and 20th, 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/

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	Fourteen percent, consistent with industry norms.
Question Order	This was the only question asked on this topic.
Question Content	Previous content included political and economical questions, questions about the Conservative Party, and questions about Ukraine.
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.

TECHNICAL NOTE

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence.   Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

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ABOUT NANOS

2022-2115 – Globe and Mail/Nanos Survey – Conservative Leaders – 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 – Of the following Conservative leadership candidates, who has the best chance to win the next federal election? [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
	Pierre Poilievre	%	22.3	10.9	15.9	22.9	30.4	26.2	29.5	15.4	26.1	23.3	18.6
	Leslyn Lewis	%	1.8	1.7	0.0	1.5	5.5	0.6	2.0	1.6	1.9	1.7	1.7
	Roman Baber	%	0.3	0.0	0.7	0.4	0.0	0.0	0.5	0.2	0.6	0.3	0.2
	Jean Charest	%	29.5	34.5	28.9	32.8	25.8	23.8	31.5	27.7	13.6	30.8	39.7
	Patrick Brown	%	3.1	2.1	1.5	5.9	1.2	1.1	3.1	3.1	0.4	4.4	3.9
	Joseph Bourgault	%	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	0.1	0.0
	Scott Aitchison	%	0.5	0.0	0.0	1.1	0.0	0.5	0.7	0.2	1.1	0.2	0.3
	None of them	%	19.0	24.9	25.9	17.3	13.5	16.3	15.9	21.9	24.2	15.4	18.4
	Unsure	%	23.5	25.9	27.2	18.2	23.3	31.4	16.8	29.9	32.1	23.7	17.2

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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