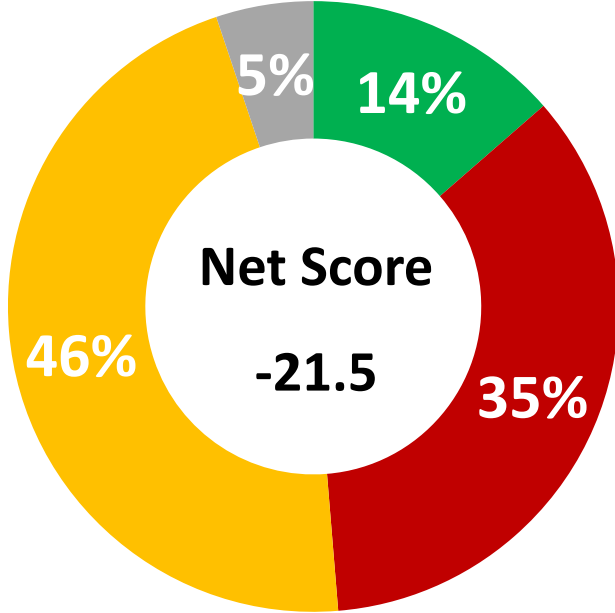


Canadians are over two times more likely to say that Stephen Harper's recent endorsement of Pierre Poilievre as a candidate for the Conservative Party leadership has given them a more negative impression of Pierre Poilievre rather than a more positive impression.

Impact of Harper's endorsement of Poilievre on impression

Q Has Stephen Harper's recent endorsement of Pierre Poilievre as a candidate for the Conservative Party leadership given you a more positive impression, a more negative impression or has it had no impact on your impression of Pierre Poilievre?



- A more positive impression
- A more negative impression
- No impact on impression
- Unsure

“ Canadians are over two times more likely to say that Stephen Harper's recent endorsement of Pierre Poilievre as a candidate for the Conservative Party leadership has given them a more negative impression of Pierre Poilievre (35%) rather than a more positive impression (14%), while just under one in two say the endorsement had no impact on their impression (46%). Those aged 55 plus are more likely to say the endorsement has given them a more negative impression (42%) compared to younger Canadians (18-34: 27%; 35 to 54: 33%). ”

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.
 *The net score is the difference between all positive and negative numbers in a question.

Impact of Harper's endorsement of Poilievre on impression by demographics

Q Has Stephen Harper's recent endorsement of Pierre Poilievre as a candidate for the Conservative Party leadership given you a more positive impression, a more negative impression or has it had no impact on your impression of Pierre Poilievre?

A more positive impression

Atlantic (n=97)	Quebec (n=212)	Ontario (n=360)	Prairies (n=210)	BC (n=159)
12.6%	5.6%	14.9%	22.1%	13.1%
Men (n=557)	Women (n=481)	18 to 34 (n=214)	35 to 54 (n=390)	55 plus (n=434)
18.6%	8.8%	16.5%	12.5%	12.6%

A more negative impression

Atlantic (n=97)	Quebec (n=212)	Ontario (n=360)	Prairies (n=210)	BC (n=159)
34.0%	36.2%	38.2%	28.0%	34.0%
Men (n=557)	Women (n=481)	18 to 34 (n=214)	35 to 54 (n=390)	55 plus (n=434)
33.2%	36.9%	26.6%	32.9%	42.3%

*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, July 29th to August 2nd, 2022, n=1038, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Impact of Harper's endorsement of Poilievre on impression by demographics

Q Has Stephen Harper's recent endorsement of Pierre Poilievre as a candidate for the Conservative Party leadership given you a more positive impression, a more negative impression or has it had no impact on your impression of Pierre Poilievre?

		No impact				
Atlantic (n=97)	Quebec (n=212)	Ontario (n=360)	Prairies (n=210)	BC (n=159)		
44.7%	54.4%	41.8%	45.1%	46.6%		
Men (n=557)	Women (n=481)	18 to 34 (n=214)	35 to 54 (n=390)	55 plus (n=434)		
45.5%	46.8%	47.3%	49.8%	42.6%		
		Unsure				
Atlantic (n=97)	Quebec (n=212)	Ontario (n=360)	Prairies (n=210)	BC (n=159)		
8.7%	3.9%	5.0%	4.8%	6.3%		
Men (n=557)	Women (n=481)	18 to 34 (n=214)	35 to 54 (n=390)	55 plus (n=434)		
2.6%	7.5%	9.6%	4.8%	2.5%		

*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, July 29th to August 2nd, 2022, n=1038, 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 1,038 Canadians, 18 years of age or older, between July 29th to August 2nd, 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	Element	Description
Research sponsor	The Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) 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	1,038 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 (2021) 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	9.5 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, and views on hockey in 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.	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	July 29 th to August 2 nd , 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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ABOUT NANOS



TABULATIONS

2022-2194 – Globe and Mail/Nanos Survey – July OMNI - STAT SHEET

			Region						Gender		Age		
			Canada 2022-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Has Stephen Harper's recent endorsement of Pierre Poilievre as a candidate for the Conservative Party leadership given you a more positive impression, a more negative impression or has it had no impact on your impression of Pierre Poilievre?	Total	Unwgt N	1038	97	212	360	210	159	557	481	214	390	434
		Wgt N	1000	67	231	388	175	139	489	511	267	322	411
	A more positive impression	%	13.6	12.6	5.6	14.9	22.1	13.1	18.6	8.8	16.5	12.5	12.6
	A more negative impression	%	35.1	34.0	36.2	38.2	28.0	34.0	33.2	36.9	26.6	32.9	42.3
	No impact on impression	%	46.2	44.7	54.4	41.8	45.1	46.6	45.5	46.8	47.3	49.8	42.6
	Unsure	%	5.1	8.7	3.9	5.0	4.8	6.3	2.6	7.5	9.6	4.8	2.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,038 Canadians, 18 years of age or older, between July 29th and August 2nd, 2022. The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.