

Voters in the Prairies and men are most likely to be open to voting Conservative now that Erin O'Toole is leader

National survey released September, 2020
Project 2020-1708C



Canadians from the Prairies are over three times as likely to say they are open than Canadians from the Atlantic region and Quebec.

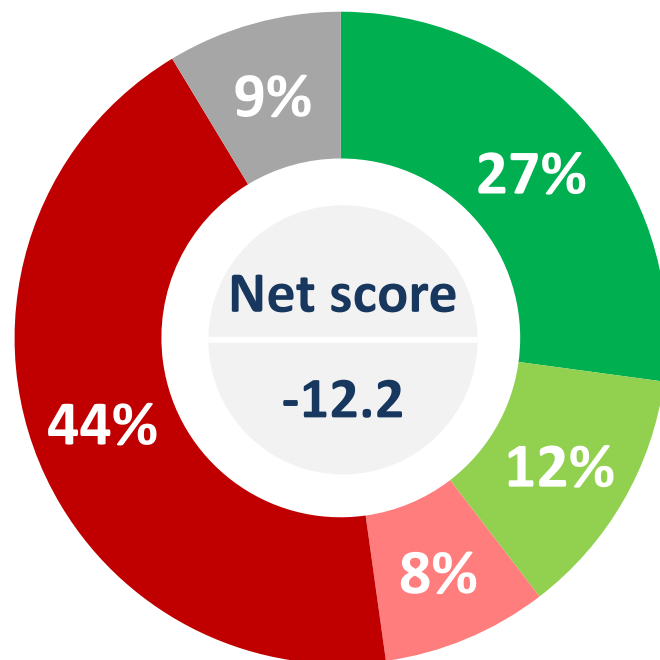
Although a slim majority of Canadians say they are not open or somewhat not open to voting Conservative in the next federal election, those living in the Prairies and men are more likely to say they would be open to voting Conservative in the next federal election.

- **Canadians are more likely to say they are not open to voting Conservative on the next federal election than open** – Considering that Erin O’Toole is the new leader of the Conservative Party of Canada, Canadians are more likely to say they are not open (44%) or somewhat not open (eight per cent) to voting Conservative on the next federal election, than to say they are open (27%) or somewhat open (12%). Nine per cent are unsure.
- **Canadians from the Prairies are over three times as likely to say they are open than Canadians from the Atlantic region and Quebec** – Over one in two Canadians from the Prairies (52%) are open to voting Conservative on the next federal election, compared to just over one in ten Canadians from the Atlantic region (12%) or Quebec 14%).
- **Men are more likely to say they are open to voting Conservative on the next federal election than women** – Over one in three men (35%) say they are open to voting Conservative on the next federal election, while one in five women (20%) say the same.

These observations are based on 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 to 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 CTV News and the research was conducted by Nanos Research.

Openness to voting Conservative with Erin O'Toole as leader



■ Open ■ Somewhat open ■ Somewhat not open ■ Not open ■ Unsure

	Not open/ somewhat not open	Open/ somewhat open
Atlantic (n=104)	57.1%	29.0%
Quebec (n=253)	60.2%	27.7%
Ontario (n=314)	52.7%	38.6%
Prairies (n=212)	30.5%	63.2%
British Columbia (n=156)	61.0%	35.9%
Male (n=556)	44.5%	48.4%
Female (n=483)	58.8%	31.1%
18 to 34 (n=236)	48.5%	39.7%
35 to 54 (n=365)	51.2%	41.5%
55 plus (n=438)	54.6%	37.8%

*Weighted to the true population proportion.

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

QUESTION – Now that Erin O'Toole is the new leader of the Conservative Party of Canada are you open, somewhat open, somewhat not open or not open to voting Conservative on the next federal election?

Openness to voting Conservative with Erin O'Toole as leader – By region

	Canada (n=1039)	Atlantic (n=104)	Quebec (n=253)	Ontario (n=314)	Prairies (n=212)	British Columbia (n=156)
Open	27.1%	12.2%	14.1%	25.9%	52.2%	26.7%
Somewhat open	12.4%	16.8%	13.6%	12.7%	11.0%	9.2%
Somewhat not open	8.2%	5.6%	13.2%	7.7%	3.6%	8.6%
Not open	43.6%	51.5%	47.0%	45.0%	26.9%	52.4%
Unsure	8.6%	13.9%	12.1%	8.7%	6.3%	3.1%

QUESTION – Now that Erin O'Toole is the new leader of the Conservative Party of Canada are you open, somewhat open, somewhat not open or not open to voting Conservative on the next federal election?

Openness to voting Conservative with Erin O'Toole as leader – By age and gender

	Canada (n=1039)	Male (n=556)	Female (n=483)	18 to 34 (n=236)	35 to 54 (n=365)	55 plus (n=438)
Open	27.1%	35.1%	19.5%	28.6%	27.9%	25.4%
Somewhat open	12.4%	13.3%	11.6%	11.1%	13.6%	12.4%
Somewhat not open	8.2%	7.9%	8.5%	5.2%	6.8%	11.6%
Not open	43.6%	36.6%	50.3%	43.3%	44.4%	43.0%
Unsure	8.6%	7.1%	10.1%	11.8%	7.3%	7.6%

QUESTION – Now that Erin O'Toole is the new leader of the Conservative Party of Canada are you open, somewhat open, somewhat not open or not open to voting Conservative on the next federal election?



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 CTV News 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	CTV News
Population and Final Sample Size	1,039 Randomly selected individuals.
Source of Sample	Nanos Hybrid Probability Panel
Type of Sample	Probability
Margin of Error	±3.0percentage 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 31 st to September 3 rd , 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	Thirteen 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	Topics on the omnibus ahead of the survey content included: views on political issues and views on economic 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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TABULATIONS

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2020-1708C – CTV/Nanos Survey – Openness to Voting Conservative - 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 - Now that Erin O'Toole is the new leader of the Conservative Party of Canada are you open, somewhat open, somewhat not open, somewhat not open or not open to voting Conservative on the next federal election?	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
	Open	%	27.1	12.2	14.1	25.9	52.2	26.7	35.1	19.5	28.6	27.9	25.4
	Somewhat open	%	12.4	16.8	13.6	12.7	11.0	9.2	13.3	11.6	11.1	13.6	12.4
	Somewhat not open	%	8.2	5.6	13.2	7.7	3.6	8.6	7.9	8.5	5.2	6.8	11.6
	Not open	%	43.6	51.5	47.0	45.0	26.9	52.4	36.6	50.3	43.3	44.4	43.0
	Unsure	%	8.6	13.9	12.1	8.7	6.3	3.1	7.1	10.1	11.8	7.3	7.6