

# A look at people who would consider voting for the People's Party of Canada

Nanos Special Report on the People's Party of Canada

Conducted by Nanos, May 2019



Just under one in ten Canadians would consider voting for the People's Party of Canada, and interestingly among those Canadians more than half would also consider voting for the Conservatives, the Liberals, the Greens, and the NDP respectively. The highest crossover is with the CPC.

As part of an effort to better understand the possible dynamic of the upcoming Canadian Federal Election in 2019, Nanos conducted a special tabulation of Canadians who would consider voting for the new People's Party of Canada (PPC).

The following report is a tabulation of Canadians who would consider voting for the PPC and also the other parties they would consider voting for.

The tabulations are based on 902 Canadians open to voting for the PPC collected on the Nanos weekly tracking between September 16<sup>th</sup>, 2018 and May 24<sup>th</sup>, 2019. The fieldwork was conducted by means of a random telephone sample (land- and cell-line RDD numbers) using live agents and is accurate 3.3 percentage points plus or minus, 19 times out of 20.

# Consider People's

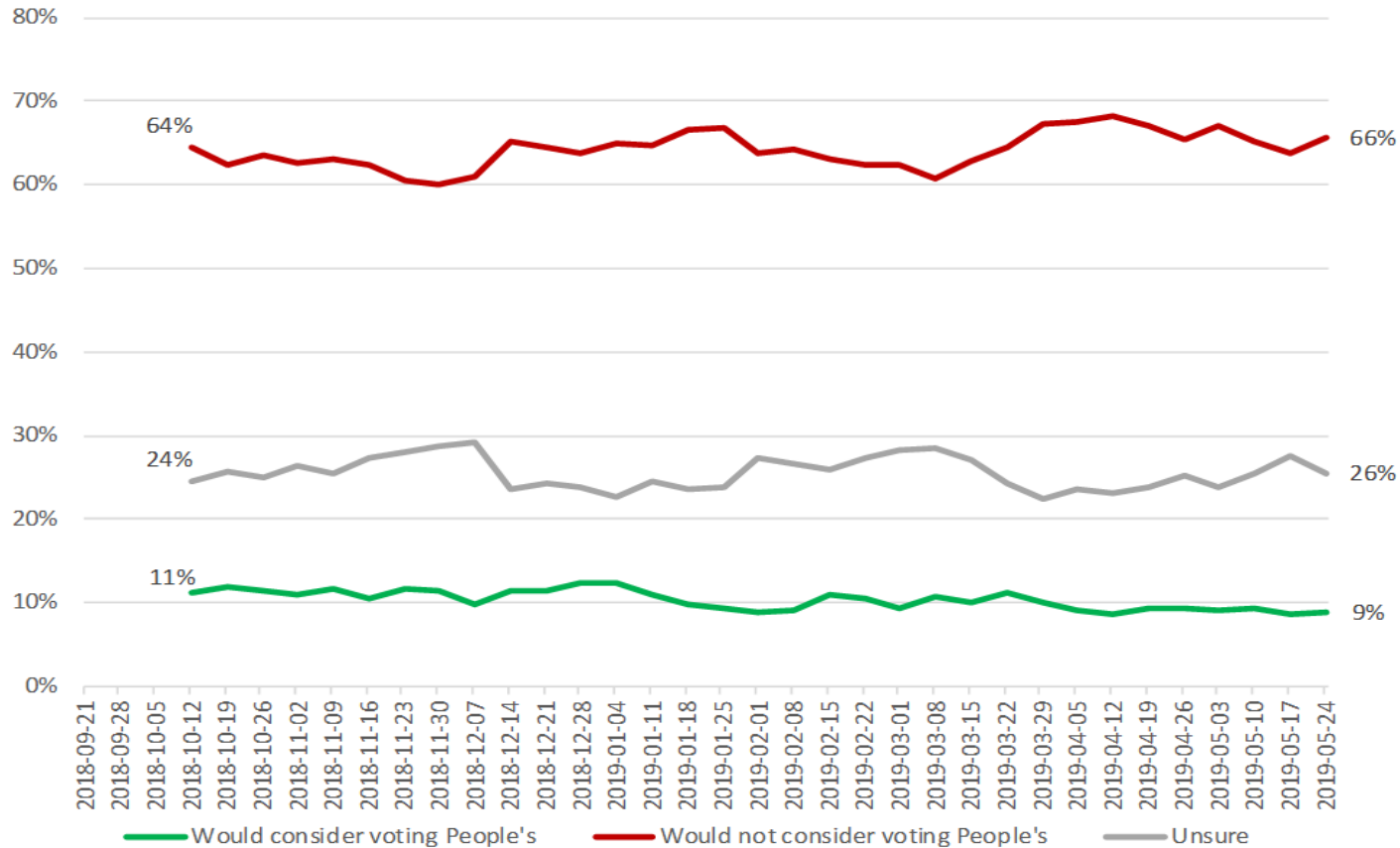


**Question:** For each of the following federal political parties, please tell me if you would consider or not consider voting for it. [RANDOMIZE] People's Party of Canada

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*National – Weekly Tracking  
 (Ending May 24, 2019, n=1,000)*

**9%**



# Consider voting for other parties



[66%]



[54%]



[53%]



[51%]



[36%]

**QUESTION – [ONLY THOSE WHO CONSIDER VOTING FOR PPC]** Regardless of how you actually vote, would you consider or not consider voting for any of the following FEDERAL political parties? [RANDOMIZE]



Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey using live agents of 902 Canadians open to voting for the PPC collected on the Nanos weekly tracking between September 16<sup>th</sup>, 2018 and May 24<sup>th</sup>, 2019.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.3$  percentage points, 19 times out of 20.

The research was conducted by Nanos Research.

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

The Weekly Nanos Tracking is produced by the Nanos Research Corporation, headquartered in Canada, which operates in Canada and the United States. The data is based on a dual frame (land + cell-lines) random telephone interviews with 1,000 Canadians using a four week rolling average of 250 respondents each week, 18 years of age and over. The random sample of 1,000 respondents may be weighted by age and gender using the latest census information for Canada. The interviews are compiled into a four week rolling average of 1,000 interviews, where each week the oldest group of 250 interviews is dropped and a new group of 250 interviews is added.

Element	Description
Organization who commissioned the research	Nanos Research
Final Sample Size	902 Canadians who would consider voting for PPC.
Margin of Error	±3.3 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) telephone 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	Live interviews with live supervision to validate work
Number of Calls	Maximum of five call backs.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm
Field Dates	September 17 <sup>th</sup> , 2018 to May 24 <sup>th</sup> , 2019
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by CRIC, ESOMAR and AAPOR.

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 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	Nine percent, consistent with industry norms.
Question Order	This report contains crosstabulations relating to vote consider.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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# TABULATIONS





**Corporate – Nanos Research - People’s Party Consider – STAT SHEET**

**[ONLY THOSE WHO CONSIDER VOTING FOR PPC] Regardless of how you actually vote, would you consider or not consider voting for any of the following FEDERAL political parties?  
[RANDOMIZE]**

			Province							
			Consider PPC ONLY	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Question - Consider Liberal	Total	Unwgt N	902	133	197	282	50	35	86	119
		Wgt N	946	131	198	303	58	40	85	131
	Yes, would consider	%	53.9	60.6	52.5	57.8	67.2	26.1	29.8	58.2
	No, would not consider	%	41.5	37.6	41.7	37.3	31.4	66.8	62.1	38.3
	Unsure	%	4.6	1.8	5.7	4.9	1.4	7.0	8.1	3.5

**[ONLY THOSE WHO CONSIDER VOTING FOR PPC] Regardless of how you actually vote, would you consider or not consider voting for any of the following FEDERAL political parties?  
[RANDOMIZE]**

			Province							
			Consider PPC ONLY	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Question - Consider Conservative	Total	Unwgt N	902	133	197	282	50	35	86	119
		Wgt N	946	131	198	303	58	40	85	131
	Yes, would consider	%	65.9	77.9	43.9	70.8	73.8	83.9	66.9	66.2
	No, would not consider	%	27.5	15.1	50.9	21.8	18.2	11.3	21.3	30.8
	Unsure	%	6.6	7.0	5.2	7.5	8.0	4.8	11.8	3.0

**[ONLY THOSE WHO CONSIDER VOTING FOR PPC] Regardless of how you actually vote, would you consider or not consider voting for any of the following FEDERAL political parties?  
[RANDOMIZE]**

			Province							
			Consider PPC ONLY	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Question - Consider NDP	Total	Unwgt N	902	133	197	282	50	35	86	119
		Wgt N	946	131	198	303	58	40	85	131
	Yes, would consider	%	51.2	59.0	36.1	56.4	45.2	38.2	46.5	63.8
	No, would not consider	%	41.3	35.4	57.9	34.2	46.3	54.6	44.1	30.3
	Unsure	%	7.5	5.6	6.0	9.4	8.6	7.2	9.4	5.9

These tabulations are drawn from the Nanos weekly political tracking. The tabulations are based on the results of 902 Canadians who said they would consider voting for the People’s Party of Canada. The fieldwork was conducted using a RDD dual frame (land- and cell- lines) telephone random survey of 902 Canadians who considered voting for the PPC, 18 years of age or older, between September 16<sup>th</sup> 2018 and May 24<sup>th</sup>, 2019. The margin of error this survey is ±3.3 percentage points, 19 times out of 20



**Corporate – Nanos Research - People’s Party Consider – STAT SHEET**

**[ONLY THOSE WHO CONSIDER VOTING FOR PPC] Regardless of how you actually vote, would you consider or not consider voting for any of the following FEDERAL political parties?  
[RANDOMIZE]**

			Province	
			Consider PPC ONLY	Quebec
Question - Consider Bloc	Total	Unwgt N	197	197
		Wgt N	198	198
	Yes, would consider	%	36.3	36.3
	No, would not consider	%	58.7	58.7
	Unsure	%	5.0	5.0

**[ONLY THOSE WHO CONSIDER VOTING FOR PPC] Regardless of how you actually vote, would you consider or not consider voting for any of the following FEDERAL political parties?  
[RANDOMIZE]**

			Province							
			Consider PPC ONLY	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Question - Consider Green	Total	Unwgt N	902	133	197	282	50	35	86	119
		Wgt N	946	131	198	303	58	40	85	131
	Yes, would consider	%	53.2	59.4	43.4	58.5	52.1	37.1	45.9	59.4
	No, would not consider	%	40.5	35.2	52.3	34.6	41.1	51.0	44.9	34.9
	Unsure	%	6.4	5.4	4.3	6.9	6.8	11.8	9.1	5.8

**[ONLY THOSE WHO CONSIDER VOTING FOR PPC] Regardless of how you actually vote, would you consider or not consider voting for any of the following FEDERAL political parties?  
[RANDOMIZE]**

			Province							
			Aggregate	Atlantic	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
Question - Consider Peoples	Total	Unwgt N	8999	900	2233	2700	534	366	899	1367
		Wgt N	8999	900	2233	2700	529	371	900	1366
	Yes, would consider	%	10.5	14.6	8.9	11.2	10.9	10.8	9.4	9.6
	No, would not consider	%	64.2	59.8	69.1	63.8	64.8	61.7	63.7	60.7
	Unsure	%	25.3	25.6	22.1	25.0	24.3	27.5	26.9	29.7

These tabulations are drawn from the Nanos weekly political tracking. The tabulations are based on the results of 902 Canadians who said they would consider voting for the People’s Party of Canada. The fieldwork was conducted using a RDD dual frame (land- and cell- lines) telephone random survey of 902 Canadians who considered voting for the PPC, 18 years of age or older, between September 16<sup>th</sup> 2018 and May 24<sup>th</sup>, 2019. The margin of error this survey is ±3.3 percentage points,

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