

1. Thinking about the Liberal government under the leadership of Justin Trudeau, from what you have seen, read or heard, would you say that you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of their performance?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--------------------------------------|--------------|-------------|-------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 589 59% | 80 59% | 52 49% | 27 42% | 220 57% | 160 66% | 50 71% | 227 64% | 97 52% | 135 59% | 74 55% | 121 55% | 467 60% |
| | | C* | * | * | C | BCD | BCD* | H | | | | | |
| Strongly approve | 134 13% | 23 18% | 8 7% | 8 12% | 53 14% | 30 12% | 12 17% | 67 19% | 13 7% | 23 10% | 22 16% | 28 13% | 106 14% |
| | | B* | * | * | | | * | HI | | | H | | |
| Somewhat approve | 454 45% | 56 42% | 45 42% | 19 29% | 167 44% | 130 54% | 38 54% | 160 45% | 84 45% | 112 49% | 52 38% | 93 43% | 361 46% |
| | | * | * | * | C | CD | C* | | | | | | |
| Bottom 2 Box (Net) | 411 41% | 54 41% | 54 51% | 38 58% | 164 43% | 80 34% | 21 29% | 127 36% | 89 48% | 94 41% | 61 45% | 97 45% | 314 40% |
| | | * | EF* | ADEF* | EF | | * | | G | | | | |
| Somewhat disapprove | 225 22% | 30 23% | 24 23% | 19 29% | 84 22% | 53 22% | 14 19% | 67 19% | 50 27% | 55 24% | 26 19% | 50 23% | 175 22% |
| | | * | * | * | | | * | | | | | | |
| Strongly disapprove | 187 19% | 24 18% | 30 28% | 19 30% | 79 21% | 27 11% | 7 10% | 60 17% | 39 21% | 39 17% | 35 26% | 48 22% | 139 18% |
| | | * | EF* | EF* | EF | | * | | | | G | | |
| Sigma | 1000 100% | 134 100% | 106 100% | 65 100% | 383 100% | 240 100% | 71 100% | 354 100% | 186 100% | 229 100% | 135 100% | 219 100% | 781 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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2. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| The Conservative Party | 214 | 32 | 46 | 20 | 88 | 20 | 8 | 46 | 45 | 60 | 42 | 61 | 153 |
| | 21% | 24% | 43% | 31% | 23% | 8% | 11% | 13% | 24% | 26% | 31% | 28% | 20% |
| | | EF* | ADEF* | EF* | EF | | * | | G | G | G | L | |
| The Liberal Party | 292 | 50 | 19 | 13 | 113 | 67 | 31 | 113 | 49 | 62 | 50 | 60 | 232 |
| | 29% | 37% | 18% | 19% | 30% | 28% | 43% | 32% | 26% | 27% | 37% | 27% | 30% |
| | | BC* | * | * | B | | BCDE* | | | | | | |
| The New Democratic Party (NDP) | 139 | 24 | 12 | 9 | 64 | 21 | 8 | 49 | 24 | 43 | 16 | 35 | 104 |
| | 14% | 18% | 11% | 14% | 17% | 9% | 12% | 14% | 13% | 19% | 12% | 16% | 13% |
| | | E* | * | * | E | | * | | | | | | |
| The Bloc Quebecois (BQ) | 36 | - | - | - | - | 36 | - | 18 | 8 | 4 | 4 | 11 | 25 |
| | 4% | - | - | - | - | 15% | - | 5% | 4% | 2% | 3% | 5% | 3% |
| | | * | * | * | | ABCD | * | | | | | | |
| Other | 35 | 6 | 3 | 4 | 11 | 9 | 2 | 15 | 5 | 7 | 2 | 6 | 29 |
| | 3% | 5% | 3% | 6% | 3% | 4% | 3% | 4% | 2% | 3% | 1% | 3% | 4% |
| | | * | * | * | | | * | | | | | | |
| Would not vote/None/Would spoil ballot | 59 | 6 | 4 | 3 | 19 | 23 | 4 | 32 | 10 | 7 | 6 | 7 | 52 |
| | 6% | 5% | 4% | 4% | 5% | 9% | 6% | 9% | 6% | 3% | 4% | 3% | 7% |
| | | * | * | * | | | * | I | | | | | |
| Don't Know/Not sure | 225 | 15 | 22 | 17 | 88 | 65 | 18 | 80 | 45 | 46 | 16 | 39 | 186 |
| | 23% | 12% | 21% | 25% | 23% | 27% | 26% | 23% | 24% | 20% | 12% | 18% | 24% |
| | | * | * | A* | A | A | A* | J | J | | | | |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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2x. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--|-------------|-------------|------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Answering (Excluded 'Would Not Vote/None/Spoil and DK') (unwtd) | 735 | 101 | 79 | 70 | 264 | 149 | 72 | 217 | 130 | 199 | 138 | 181 | 554 |
| Base: All Answering (Excluded 'Would Not Vote/None/Spoil and DK') (wtd) | 716 | 112 | 80 | 46 | 276 | 152 | 49 | 242 | 130 | 177 | 114 | 172 | 543 |
| The Conservative Party | 214 30% | 32 29% | 46 57% | 20 44% | 88 32% | 20 13% | 8 16% | 46 19% | 45 35% | 60 34% | 42 37% | 61 35% | 153 28% |
| | | E* | ADEF* | EF* | EF | | * | | G | G | G | | |
| The Liberal Party | 292 41% | 50 44% | 19 24% | 13 28% | 113 41% | 67 44% | 31 63% | 113 47% | 49 37% | 62 35% | 50 44% | 60 35% | 232 43% |
| | | B* | * | * | B | BC | ABCDE* | I | | | | | |
| The New Democratic Party (NDP) | 139 19% | 24 21% | 12 15% | 9 20% | 64 23% | 21 14% | 8 17% | 49 20% | 24 19% | 43 24% | 16 14% | 35 20% | 104 19% |
| | | * | * | * | | | * | | | J | | | |
| The Bloc Quebecois (BQ) | 36 5% | - | - | - | - | 36 23% | - | 18 7% | 8 6% | 4 3% | 4 3% | 11 6% | 25 5% |
| | | * | * | * | | ABCD | * | | | | | | |
| Other | 35 5% | 6 5% | 3 4% | 4 8% | 11 4% | 9 6% | 2 4% | 15 6% | 5 4% | 7 4% | 2 2% | 6 4% | 29 5% |
| | | * | * | * | | | * | | | | | | |
| Sigma | 716 100% | 112 100% | 80 100% | 46 100% | 276 100% | 152 100% | 49 100% | 242 100% | 130 100% | 177 100% | 114 100% | 172 100% | 543 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. If the leadership election were being held today, and if you could vote for the Conservative leader yourself, for whom of the following would you vote?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|--------------|-------------|-------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Chris Alexander, former MP for Ajax-Pickering, Ontario | 18 2% | 1 1% | - * | 1 2% | 11 3% | 4 2% | - * | 8 2% | 2 1% | 7 3% | 1 1% | 6 3% | 12 2% |
| Maxime Bernier, MP for Beauce, Quebec | 76 8% | 1 1% | 1 1% | 2 3% | 6 2% | 62 26% | 3 4% | 31 9% | 9 5% | 16 7% | 13 9% | 12 5% | 64 8% |
| Steven Blaney, MP for Bellechasse-Les Etchemins-Levis, Quebec | 34 3% | - * | 4 4% | 1 2% | 4 1% | 25 10% | * * | 11 3% | 9 5% | 7 3% | 4 3% | 10 4% | 24 3% |
| Michael Chong, MP for Wellington-Halton Hills, Ontario | 17 2% | 1 * | 3 3% | * * | 11 3% | - - | 2 2% | 5 2% | 2 1% | 5 2% | 4 3% | 3 1% | 13 2% |
| Pierre Lemieux, former MP for Glengarry-Prescott-Russell, Ontario | 11 1% | - * | - * | - * | 6 2% | 3 1% | 2 2% | 7 2% | 1 * | 3 2% | - - | 4 2% | 7 1% |
| Deepak Obhrai, MP for Calgary Forest Lawn, Alberta | 17 2% | - * | 9 9% | - * | 6 2% | 1 * | 1 1% | 6 2% | 4 2% | 5 2% | 1 * | 3 1% | 14 2% |
| Erin O'Toole, MP for Durham, Ontario | 18 2% | 2 2% | * * | 1 1% | 12 3% | 2 1% | 1 1% | 7 2% | 4 2% | 5 2% | 1 1% | 5 3% | 12 2% |
| Rick Peterson, businessman | 7 1% | 1 1% | * * | - * | 2 1% | - - | 3 5% | 1 * | - - | 2 1% | 2 2% | 2 1% | 5 1% |
| Kellie Leitch, MP for Simcoe-Grey, Ontario | 23 2% | 1 1% | 1 1% | 1 1% | 17 4% | 2 1% | 1 1% | 6 2% | 3 2% | 6 3% | 7 5% | 8 3% | 16 2% |
| Lisa Raitt, MP for Milton, Ontario | 52 5% | 6 5% | * * | 4 6% | 34 9% | 1 1% | 6 9% | 9 2% | 11 6% | 17 7% | 9 7% | 10 5% | 41 5% |
| Andrew Saxton, former MP for North Vancouver, British Columbia | 35 3% | 23 17% | 3 3% | 2 3% | 5 1% | 3 1% | - - | 8 2% | 4 2% | 14 6% | 6 4% | 14 6% | 21 3% |
| Andrew Scheer, MP for Regina-Qu'Appelle, Saskatchewan | 12 1% | - * | 2 2% | 4 7% | 3 1% | 1 * | 2 3% | 4 1% | 1 * | 4 2% | 2 1% | 3 1% | 10 1% |
| Brad Trost, MP for Saskatoon-University, Saskatchewan | 14 1% | - * | 3 3% | 4 6% | 1 * | 5 2% | 1 2% | 8 2% | 4 2% | 1 * | 1 1% | 4 2% | 10 1% |
| Kevin O'Leary, businessman and television personality | 239 24% | 45 33% | 37 35% | 22 34% | 108 28% | 13 5% | 14 20% | 75 21% | 56 30% | 55 24% | 40 29% | 65 30% | 174 22% |
| Wouldn't vote | 429 43% | 54 40% | 40 38% | 22 34% | 159 41% | 118 49% | 36 50% | 169 48% | 76 41% | 81 35% | 45 33% | 71 33% | 358 46% |
| Sigma | 1000 100% | 134 100% | 106 100% | 65 100% | 383 100% | 240 100% | 71 100% | 354 100% | 186 100% | 229 100% | 135 100% | 219 100% | 781 100% |

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Overlap formula used

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Minimum Base: 30 (**), Small Base: 100 (*)

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Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

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3x. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. If the leadership election were being held today, and if you could vote for the Conservative leader yourself, for whom of the following would you vote?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|------------|-----------|-----------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Answering (Excluded 'Wouldn't Vote') (unwtd) | 575 | 71 | 61 | 62 | 215 | 114 | 52 | 163 | 104 | 162 | 108 | 153 | 422 |
| Base: All Answering (Excluded 'Wouldn't Vote') (wtd) | 571 | 80 | 66 | 43 | 225 | 122 | 35 | 185 | 110 | 149 | 91 | 148 | 423 |
| Chris Alexander, former MP for Ajax-Pickering, Ontario | 18 | 1 | - | 1 | 11 | 4 | - | 8 | 2 | 7 | 1 | 6 | 12 |
| | 3% | 1% | - | 3% | 5% | 4% | - | 4% | 2% | 5% | 2% | 4% | 3% |
| | | * | * | * | | * | * | | * | | * | | |
| Maxime Bernier, MP for Beauce, Quebec | 76 | 1 | 1 | 2 | 6 | 62 | 3 | 31 | 9 | 16 | 13 | 12 | 64 |
| | 13% | 1% | 2% | 5% | 3% | 51% | 8% | 17% | 8% | 11% | 14% | 8% | 15% |
| | | * | * | * | | ABCDF* | * | | * | | * | | |
| Steven Blaney, MP for Bellechasse-Les Etchemins-Levis, Quebec | 34 | - | 4 | 1 | 4 | 25 | * | 11 | 9 | 7 | 4 | 10 | 24 |
| | 6% | - | 6% | 3% | 2% | 20% | 1% | 6% | 9% | 5% | 5% | 7% | 6% |
| | | * | * | * | | ABCDF* | * | | * | | * | | |
| Michael Chong, MP for Wellington-Halton Hills, Ontario | 17 | 1 | 3 | * | 11 | - | 2 | 5 | 2 | 5 | 4 | 3 | 13 |
| | 3% | 1% | 5% | 1% | 5% | - | 5% | 3% | 2% | 4% | 4% | 2% | 3% |
| | | * | E* | * | E | * | E* | | * | | * | | |
| Pierre Lemieux, former MP for Glengarry-Prescott-Russell, Ontario | 11 | - | - | - | 6 | 3 | 2 | 7 | 1 | 3 | - | 4 | 7 |
| | 2% | - | - | - | 3% | 3% | 4% | 4% | 1% | 2% | - | 3% | 2% |
| | | * | * | * | | * | * | | * | | * | | |
| Deepak Obhrai, MP for Calgary Forest Lawn, Alberta | 17 | - | 9 | - | 6 | 1 | 1 | 6 | 4 | 5 | 1 | 3 | 14 |
| | 3% | - | 14% | - | 3% | 1% | 2% | 3% | 4% | 4% | 1% | 2% | 3% |
| | | * | ACDE* | * | | * | * | | * | | * | | |
| Erin O'Toole, MP for Durham, Ontario | 18 | 2 | * | 1 | 12 | 2 | 1 | 7 | 4 | 5 | 1 | 5 | 12 |
| | 3% | 3% | 1% | 2% | 5% | 1% | 3% | 4% | 4% | 4% | 1% | 4% | 3% |
| | | * | * | * | | * | * | | * | | * | | |
| Rick Peterson, businessman | 7 | 1 | * | - | 2 | - | 3 | 1 | - | 2 | 2 | 2 | 5 |
| | 1% | 1% | 1% | - | 1% | - | 9% | 1% | - | 1% | 3% | 1% | 1% |
| | | * | * | * | | * | ABCDE* | | * | | * | | |
| Kellie Leitch, MP for Simcoe-Grey, Ontario | 23 | 1 | 1 | 1 | 17 | 2 | 1 | 6 | 3 | 6 | 7 | 8 | 16 |
| | 4% | 1% | 2% | 2% | 7% | 2% | 2% | 3% | 3% | 4% | 8% | 5% | 4% |
| | | * | * | * | | * | * | | * | | * | | |
| Lisa Raitt, MP for Milton, Ontario | 52 | 6 | * | 4 | 34 | 1 | 6 | 9 | 11 | 17 | 9 | 10 | 41 |
| | 9% | 8% | 1% | 9% | 15% | 1% | 17% | 5% | 10% | 11% | 10% | 7% | 10% |
| | | E* | * | BE* | BE | * | BE* | | * | G | * | | |
| Andrew Saxton, former MP for North Vancouver, British Columbia | 35 | 23 | 3 | 2 | 5 | 3 | - | 8 | 4 | 14 | 6 | 14 | 21 |
| | 6% | 28% | 4% | 4% | 2% | 2% | - | 4% | 4% | 10% | 6% | 9% | 5% |
| | | BCDEF* | * | * | | * | * | | * | | * | | |
| Andrew Scheer, MP for Regina-Qu'Appelle, Saskatchewan | 12 | - | 2 | 4 | 3 | 1 | 2 | 4 | 1 | 4 | 2 | 3 | 10 |
| | 2% | - | 3% | 10% | 1% | 1% | 5% | 2% | 1% | 3% | 2% | 2% | 2% |
| | | * | * | ADE* | | * | A* | | * | | * | | |
| Brad Trost, MP for Saskatoon-University, Saskatchewan | 14 | - | 3 | 4 | 1 | 5 | 1 | 8 | 4 | 1 | 1 | 4 | 10 |
| | 2% | - | 5% | 9% | * | 4% | 4% | 4% | 3% | * | 1% | 3% | 2% |
| | | * | D* | AD* | | D* | D* | | * | | * | | |
| Kevin O'Leary, businessman and television personality | 239 | 45 | 37 | 22 | 108 | 13 | 14 | 75 | 56 | 55 | 40 | 65 | 174 |
| | 42% | 55% | 56% | 52% | 48% | 10% | 40% | 40% | 51% | 37% | 44% | 44% | 41% |
| | | E* | E* | E* | E | * | E* | | I* | | * | | |
| Sigma | 571 | 80 | 66 | 43 | 225 | 122 | 35 | 185 | 110 | 149 | 91 | 148 | 423 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

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- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_1. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Chris Alexander

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 119 | 12 | 11 | 10 | 58 | 21 | 7 | 49 | 15 | 28 | 24 | 40 | 79 |
| | 12% | 9% | 11% | 16% | 15% | 9% | 10% | 14% | 8% | 12% | 18% | 18% | 10% |
| | | * | * | * | E | | * | | | | H | L | |
| Very familiar | 33 | 2 | 2 | 2 | 14 | 11 | 1 | 18 | 3 | 6 | 5 | 8 | 25 |
| | 3% | 2% | 1% | 3% | 4% | 5% | 2% | 5% | 2% | 3% | 4% | 4% | 3% |
| | | * | * | * | | | * | | | | | | |
| Somewhat familiar | 87 | 10 | 10 | 8 | 44 | 10 | 6 | 31 | 12 | 22 | 19 | 32 | 55 |
| | 9% | 7% | 9% | 12% | 11% | 4% | 8% | 9% | 6% | 10% | 14% | 15% | 7% |
| | | * | * | E* | E | | * | | | | H | L | |
| Bottom 2 Box (Net) | 881 | 122 | 95 | 55 | 326 | 219 | 64 | 305 | 171 | 202 | 111 | 179 | 702 |
| | 88% | 91% | 89% | 84% | 85% | 91% | 90% | 86% | 92% | 88% | 82% | 82% | 90% |
| | | * | * | * | | D | * | | | J | | | K |
| I've heard their name, but otherwise not familiar | 151 | 23 | 19 | 9 | 61 | 29 | 11 | 42 | 31 | 43 | 28 | 48 | 103 |
| | 15% | 17% | 18% | 14% | 16% | 12% | 15% | 12% | 17% | 19% | 21% | 22% | 13% |
| | | * | * | * | | | * | | | G | G | L | |
| Never heard of them | 729 | 99 | 76 | 46 | 265 | 190 | 53 | 263 | 139 | 159 | 83 | 130 | 599 |
| | 73% | 74% | 72% | 70% | 69% | 79% | 75% | 74% | 75% | 69% | 61% | 60% | 77% |
| | | * | * | * | | D | * | J | J | | | | K |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_2. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Maxime Bernier

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 261 | 20 | 23 | 15 | 75 | 108 | 21 | 82 | 53 | 66 | 43 | 57 | 204 |
| | 26% | 15% | 22% | 23% | 19% | 45% | 29% | 23% | 29% | 29% | 32% | 26% | 26% |
| | | * | * | * | | ABCD | A* | | | | | | |
| Very familiar | 69 | 3 | 8 | 4 | 19 | 34 | 2 | 22 | 15 | 13 | 14 | 21 | 49 |
| | 7% | 2% | 7% | 6% | 5% | 14% | 2% | 6% | 8% | 6% | 10% | 9% | 6% |
| | | * | * | * | | ADF | * | | | | | | |
| Somewhat familiar | 192 | 17 | 15 | 11 | 55 | 74 | 19 | 60 | 38 | 53 | 30 | 36 | 156 |
| | 19% | 13% | 14% | 17% | 14% | 31% | 27% | 17% | 21% | 23% | 22% | 17% | 20% |
| | | * | * | * | | ABCD | AD* | | | | | | |
| Bottom 2 Box (Net) | 739 | 114 | 83 | 50 | 309 | 132 | 50 | 272 | 133 | 163 | 92 | 162 | 577 |
| | 74% | 85% | 78% | 77% | 81% | 55% | 71% | 77% | 71% | 71% | 68% | 74% | 74% |
| | | EF* | E* | E* | E | | E* | | | | | | |
| I've heard their name, but otherwise not familiar | 237 | 39 | 23 | 17 | 74 | 64 | 21 | 99 | 37 | 48 | 38 | 47 | 190 |
| | 24% | 29% | 21% | 26% | 19% | 27% | 29% | 28% | 20% | 21% | 28% | 22% | 24% |
| | | * | * | * | | | * | | | | | | |
| Never heard of them | 502 | 76 | 60 | 33 | 235 | 68 | 29 | 173 | 96 | 115 | 54 | 115 | 387 |
| | 50% | 56% | 57% | 51% | 61% | 28% | 41% | 49% | 52% | 50% | 40% | 53% | 50% |
| | | E* | E* | E* | EF | | E* | | | | | | |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_3. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Steven Blaney

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|--------------|-------------|-------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 136 14% | 7 5% | 9 9% | 6 10% | 46 12% | 61 25% | 7 10% | 55 16% | 23 12% | 32 14% | 18 13% | 34 15% | 102 13% |
| | | * | * | * | | ABCD | * | | | | | | |
| Very familiar | 33 3% | 2 1% | 1 1% | 2 3% | 9 2% | 19 8% | 1 1% | 16 5% | 7 4% | 5 2% | 4 3% | 12 6% | 21 3% |
| | | * | * | * | | ABDF | * | | | | | | |
| Somewhat familiar | 103 10% | 5 3% | 9 8% | 5 7% | 36 10% | 42 18% | 7 9% | 39 11% | 16 8% | 27 12% | 14 10% | 22 10% | 81 10% |
| | | * | * | * | | ABCD | * | | | | | | |
| Bottom 2 Box (Net) | 864 86% | 128 95% | 97 91% | 59 90% | 338 88% | 179 75% | 64 90% | 299 84% | 163 88% | 197 86% | 118 87% | 185 85% | 679 87% |
| | | E* | E* | E* | E | | E* | | | | | | |
| I've heard their name, but otherwise not familiar | 167 17% | 21 16% | 22 21% | 12 19% | 63 17% | 36 15% | 12 17% | 49 14% | 31 17% | 49 21% | 31 23% | 54 25% | 112 14% |
| | | * | * | * | | | * | | | G | G | L | |
| Never heard of them | 698 70% | 107 79% | 75 70% | 46 71% | 274 72% | 144 60% | 52 73% | 250 71% | 132 71% | 148 65% | 87 64% | 131 60% | 567 73% |
| | | E* | * | * | E | | E* | | | | | K | |
| Sigma | 1000 100% | 134 100% | 106 100% | 65 100% | 383 100% | 240 100% | 71 100% | 354 100% | 186 100% | 229 100% | 135 100% | 219 100% | 781 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_4. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Michael Chong

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 99 | 10 | 8 | 5 | 53 | 16 | 7 | 36 | 20 | 25 | 16 | 29 | 69 |
| | 10% | 7% | 7% | 8% | 14% | 7% | 10% | 10% | 10% | 11% | 12% | 13% | 9% |
| | | * | * | * | E | | * | | | | | | |
| Very familiar | 20 | - | 4 | 2 | 10 | 3 | 1 | 11 | 1 | 2 | 5 | 6 | 14 |
| | 2% | - | 4% | 3% | 3% | 1% | 2% | 3% | 1% | 1% | 4% | 3% | 2% |
| | | * | * | * | | | * | | | | | | |
| Somewhat familiar | 79 | 10 | 4 | 4 | 44 | 13 | 6 | 25 | 18 | 23 | 11 | 23 | 55 |
| | 8% | 7% | 3% | 5% | 11% | 5% | 8% | 7% | 10% | 10% | 8% | 11% | 7% |
| | | * | * | * | BE | | * | | | | | | |
| Bottom 2 Box (Net) | 901 | 125 | 99 | 60 | 330 | 225 | 64 | 318 | 167 | 205 | 119 | 189 | 712 |
| | 90% | 93% | 93% | 92% | 86% | 93% | 90% | 90% | 90% | 89% | 88% | 87% | 91% |
| | | * | * | * | | D | * | | | | | | |
| I've heard their name, but otherwise not familiar | 187 | 23 | 26 | 16 | 83 | 25 | 15 | 54 | 29 | 50 | 38 | 48 | 139 |
| | 19% | 17% | 25% | 24% | 22% | 10% | 20% | 15% | 16% | 22% | 28% | 22% | 18% |
| | | * | E* | E* | E | | E* | | | | GH | | |
| Never heard of them | 714 | 102 | 72 | 44 | 247 | 199 | 49 | 264 | 137 | 154 | 81 | 142 | 573 |
| | 71% | 76% | 68% | 67% | 65% | 83% | 70% | 75% | 74% | 67% | 60% | 65% | 73% |
| | | D* | * | * | | BCDF | * | J | J | | | K | |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_5. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Pierre Lemieux

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 111 | 13 | 15 | 8 | 46 | 21 | 7 | 53 | 13 | 27 | 14 | 38 | 73 |
| | 11% | 10% | 14% | 12% | 12% | 9% | 9% | 15% | 7% | 12% | 10% | 17% | 9% |
| | | * | * | * | | | * | H | | | | L | |
| Very familiar | 17 | - | 2 | 2 | 8 | 5 | - | 10 | 2 | 4 | 1 | 8 | 9 |
| | 2% | - | 1% | 3% | 2% | 2% | - | 3% | 1% | 2% | * | 4% | 1% |
| | | * | * | A* | | | * | | | | | L | |
| Somewhat familiar | 94 | 13 | 13 | 6 | 38 | 16 | 7 | 44 | 11 | 23 | 14 | 30 | 64 |
| | 9% | 10% | 13% | 9% | 10% | 7% | 9% | 12% | 6% | 10% | 10% | 14% | 8% |
| | | * | * | * | | | * | H | | | | L | |
| Bottom 2 Box (Net) | 889 | 121 | 91 | 57 | 337 | 219 | 64 | 301 | 173 | 202 | 121 | 181 | 708 |
| | 89% | 90% | 86% | 88% | 88% | 91% | 91% | 85% | 93% | 88% | 90% | 83% | 91% |
| | | * | * | * | | | * | | G | | | | K |
| I've heard their name, but otherwise not familiar | 203 | 39 | 24 | 18 | 68 | 41 | 14 | 81 | 37 | 41 | 29 | 50 | 154 |
| | 20% | 29% | 23% | 28% | 18% | 17% | 20% | 23% | 20% | 18% | 22% | 23% | 20% |
| | | DE* | * | * | | | * | | | | | | |
| Never heard of them | 686 | 82 | 67 | 39 | 269 | 178 | 50 | 220 | 136 | 161 | 92 | 131 | 554 |
| | 69% | 61% | 63% | 60% | 70% | 74% | 71% | 62% | 73% | 70% | 68% | 60% | 71% |
| | | * | * | * | | AC | * | | G | | | | K |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_6. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Deepak Obhrai

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 94 | 9 | 16 | 6 | 40 | 17 | 6 | 38 | 16 | 26 | 14 | 34 | 60 |
| | 9% | 7% | 15% | 9% | 10% | 7% | 8% | 11% | 9% | 11% | 10% | 16% | 8% |
| | | * | E* | * | | | * | | | | | L | |
| Very familiar | 22 | 1 | 6 | 2 | 4 | 8 | 1 | 11 | 5 | 5 | 2 | 9 | 12 |
| | 2% | 1% | 6% | 3% | 1% | 3% | 1% | 3% | 3% | 2% | 1% | 4% | 2% |
| | | * | D* | * | | | * | | | | | L | |
| Somewhat familiar | 72 | 8 | 10 | 4 | 36 | 9 | 5 | 27 | 11 | 21 | 13 | 25 | 47 |
| | 7% | 6% | 9% | 6% | 9% | 4% | 7% | 8% | 6% | 9% | 9% | 11% | 6% |
| | | * | * | * | E | | * | | | | | L | |
| Bottom 2 Box (Net) | 906 | 125 | 90 | 59 | 344 | 223 | 66 | 316 | 170 | 204 | 121 | 185 | 721 |
| | 91% | 93% | 85% | 91% | 90% | 93% | 92% | 89% | 91% | 89% | 90% | 84% | 92% |
| | | * | * | * | | B | * | | | | | K | |
| I've heard their name, but otherwise not familiar | 151 | 20 | 21 | 17 | 63 | 18 | 11 | 46 | 27 | 37 | 29 | 36 | 115 |
| | 15% | 15% | 20% | 27% | 16% | 7% | 16% | 13% | 15% | 16% | 21% | 16% | 15% |
| | | * | E* | DE* | E | | E* | | | | G | | |
| Never heard of them | 755 | 105 | 69 | 42 | 281 | 205 | 54 | 270 | 143 | 167 | 92 | 149 | 607 |
| | 76% | 78% | 65% | 64% | 73% | 85% | 76% | 76% | 77% | 73% | 68% | 68% | 78% |
| | | C* | * | * | | BCD | * | | | | | K | |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_7. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Erin O'Toole

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 99 | 9 | 13 | 10 | 47 | 15 | 6 | 37 | 17 | 27 | 14 | 34 | 65 |
| | 10% | 7% | 12% | 15% | 12% | 6% | 8% | 11% | 9% | 12% | 10% | 15% | 8% |
| | | * | * | E* | E | | * | | | | | L | |
| Very familiar | 14 | - | 1 | 2 | 6 | 4 | 1 | 8 | 2 | 3 | 2 | 4 | 10 |
| | 1% | - | 1% | 3% | 2% | 2% | 2% | 2% | 1% | 1% | 1% | 2% | 1% |
| | | * | * | * | | | * | | | | | | |
| Somewhat familiar | 85 | 9 | 12 | 8 | 41 | 11 | 4 | 29 | 15 | 25 | 12 | 30 | 55 |
| | 9% | 7% | 11% | 12% | 11% | 4% | 6% | 8% | 8% | 11% | 9% | 14% | 7% |
| | | * | E* | E* | E | | * | | | | | L | |
| Bottom 2 Box (Net) | 901 | 125 | 94 | 55 | 336 | 226 | 66 | 317 | 169 | 202 | 121 | 185 | 716 |
| | 90% | 93% | 88% | 85% | 88% | 94% | 92% | 89% | 91% | 88% | 90% | 85% | 92% |
| | | * | * | * | | CD | * | | | | | | K |
| I've heard their name, but otherwise not familiar | 166 | 24 | 24 | 13 | 70 | 21 | 14 | 52 | 30 | 43 | 29 | 49 | 118 |
| | 17% | 18% | 22% | 21% | 18% | 9% | 20% | 15% | 16% | 19% | 21% | 22% | 15% |
| | | E* | E* | E* | E | | E* | | | | | L | |
| Never heard of them | 735 | 101 | 70 | 42 | 266 | 204 | 51 | 265 | 140 | 159 | 93 | 136 | 599 |
| | 73% | 76% | 66% | 65% | 69% | 85% | 72% | 75% | 75% | 69% | 68% | 62% | 77% |
| | | * | * | * | | BCDF | * | | | | | | K |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_8. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Rick Peterson

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 73 | 6 | 12 | 3 | 34 | 14 | 5 | 32 | 8 | 16 | 16 | 28 | 46 |
| | 7% | 5% | 11% | 5% | 9% | 6% | 7% | 9% | 4% | 7% | 12% | 13% | 6% |
| | | * | * | * | | | * | | | | H | L | |
| Very familiar | 12 | - | 1 | 1 | 6 | 3 | * | 7 | 1 | 1 | 2 | 7 | 5 |
| | 1% | - | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 3% | 1% |
| | | * | * | * | | | * | | | | | L | |
| Somewhat familiar | 61 | 6 | 11 | 2 | 27 | 11 | 5 | 25 | 7 | 14 | 14 | 21 | 41 |
| | 6% | 5% | 10% | 3% | 7% | 4% | 6% | 7% | 4% | 6% | 11% | 10% | 5% |
| | | * | * | * | | | * | | | | H | L | |
| Bottom 2 Box (Net) | 927 | 128 | 95 | 62 | 350 | 227 | 66 | 322 | 178 | 214 | 119 | 191 | 735 |
| | 93% | 95% | 89% | 95% | 91% | 94% | 93% | 91% | 96% | 93% | 88% | 87% | 94% |
| | | * | * | * | | | * | | | J | | | K |
| I've heard their name, but otherwise not familiar | 173 | 24 | 23 | 15 | 67 | 30 | 14 | 49 | 36 | 45 | 27 | 54 | 120 |
| | 17% | 18% | 22% | 24% | 17% | 13% | 20% | 14% | 20% | 20% | 20% | 25% | 15% |
| | | * | * | E* | | | * | | | | | L | |
| Never heard of them | 753 | 104 | 71 | 46 | 283 | 196 | 52 | 273 | 141 | 169 | 92 | 138 | 616 |
| | 75% | 78% | 67% | 71% | 74% | 82% | 73% | 77% | 76% | 74% | 68% | 63% | 79% |
| | | * | * | * | | B | * | | | | | | K |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_9. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Kellie Leitch

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|--------------|-------------|-------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 178 18% | 16 12% | 20 19% | 18 27% | 86 22% | 17 7% | 21 30% | 51 14% | 33 18% | 49 21% | 37 28% | 54 25% | 124 16% |
| | | * | E* | AE* | AE | | AE* | | | | G | L | |
| Very familiar | 56 6% | 6 4% | 6 5% | 8 13% | 27 7% | 5 2% | 3 4% | 22 6% | 11 6% | 10 4% | 11 8% | 19 9% | 36 5% |
| | | * | * | AE* | E | | * | | | | | L | |
| Somewhat familiar | 122 12% | 10 7% | 15 14% | 9 14% | 59 15% | 12 5% | 18 26% | 29 8% | 22 12% | 39 17% | 26 19% | 34 16% | 88 11% |
| | | * | E* | E* | E | | ADE* | | | G | G | | |
| Bottom 2 Box (Net) | 822 82% | 118 88% | 86 81% | 47 73% | 297 78% | 224 93% | 50 70% | 303 86% | 153 82% | 180 79% | 98 72% | 165 75% | 657 84% |
| | | CDF* | * | * | | BCDF | * | J | | | | | K |
| I've heard their name, but otherwise not familiar | 191 19% | 41 31% | 24 22% | 11 17% | 82 21% | 23 10% | 11 15% | 72 20% | 26 14% | 47 20% | 30 22% | 45 20% | 147 19% |
| | | CEF* | E* | * | E | | * | | | | | | |
| Never heard of them | 631 63% | 77 58% | 62 58% | 36 56% | 216 56% | 200 83% | 39 55% | 231 65% | 128 69% | 134 58% | 68 50% | 120 55% | 511 65% |
| | | * | * | * | | ABCDF | * | J | J | | | | K |
| Sigma | 1000 100% | 134 100% | 106 100% | 65 100% | 383 100% | 240 100% | 71 100% | 354 100% | 186 100% | 229 100% | 135 100% | 219 100% | 781 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_10. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Lisa Raitt

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 213 | 23 | 21 | 20 | 103 | 23 | 23 | 60 | 39 | 54 | 44 | 53 | 160 |
| | 21% | 17% | 19% | 31% | 27% | 10% | 33% | 17% | 21% | 24% | 33% | 24% | 21% |
| | | * | E* | AE* | E | | AE* | | | | GH | | |
| Very familiar | 59 | 8 | 7 | 6 | 26 | 7 | 7 | 21 | 13 | 12 | 8 | 16 | 44 |
| | 6% | 6% | 7% | 9% | 7% | 3% | 9% | 6% | 7% | 5% | 6% | 7% | 6% |
| | | * | * | E* | | | E* | | | | | | |
| Somewhat familiar | 153 | 15 | 14 | 14 | 77 | 16 | 17 | 40 | 26 | 42 | 36 | 37 | 117 |
| | 15% | 11% | 13% | 22% | 20% | 7% | 24% | 11% | 14% | 18% | 27% | 17% | 15% |
| | | * | * | E* | E | | AE* | | | G | GH | | |
| Bottom 2 Box (Net) | 787 | 111 | 85 | 45 | 281 | 217 | 48 | 294 | 147 | 175 | 91 | 166 | 621 |
| | 79% | 83% | 81% | 69% | 73% | 90% | 67% | 83% | 79% | 76% | 67% | 76% | 79% |
| | | CF* | * | * | | BCDF | * | J | J | | | | |
| I've heard their name, but otherwise not familiar | 211 | 34 | 19 | 14 | 82 | 47 | 16 | 68 | 46 | 48 | 29 | 52 | 159 |
| | 21% | 25% | 18% | 21% | 21% | 19% | 22% | 19% | 25% | 21% | 22% | 24% | 20% |
| | | * | * | * | | | * | | | | | | |
| Never heard of them | 577 | 78 | 66 | 32 | 199 | 170 | 32 | 226 | 101 | 127 | 62 | 114 | 462 |
| | 58% | 58% | 63% | 48% | 52% | 71% | 45% | 64% | 54% | 55% | 45% | 52% | 59% |
| | | * | F* | * | | ACDF | * | J | | | | | |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_11. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Andrew Saxton

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 84 | 14 | 6 | 6 | 38 | 15 | 5 | 37 | 10 | 23 | 13 | 33 | 51 |
| | 8% | 11% | 5% | 9% | 10% | 6% | 7% | 10% | 5% | 10% | 9% | 15% | 7% |
| | | * | * | * | | | * | | | | | L | |
| Very familiar | 20 | 2 | 2 | 2 | 5 | 7 | 2 | 11 | 2 | 5 | 3 | 6 | 14 |
| | 2% | 2% | 2% | 3% | 1% | 3% | 3% | 3% | 1% | 2% | 2% | 3% | 2% |
| | | * | * | * | | | * | | | | | | |
| Somewhat familiar | 64 | 12 | 3 | 4 | 33 | 9 | 3 | 26 | 8 | 19 | 10 | 27 | 37 |
| | 6% | 9% | 3% | 7% | 9% | 4% | 4% | 7% | 4% | 8% | 8% | 12% | 5% |
| | | * | * | * | E | | * | | | | | L | |
| Bottom 2 Box (Net) | 916 | 120 | 101 | 59 | 345 | 225 | 66 | 317 | 176 | 206 | 123 | 186 | 730 |
| | 92% | 89% | 95% | 91% | 90% | 94% | 93% | 90% | 95% | 90% | 91% | 85% | 93% |
| | | * | * | * | | | * | | | | | | K |
| I've heard their name, but otherwise not familiar | 169 | 21 | 30 | 13 | 60 | 32 | 14 | 46 | 30 | 50 | 33 | 48 | 121 |
| | 17% | 15% | 28% | 20% | 16% | 13% | 20% | 13% | 16% | 22% | 25% | 22% | 16% |
| | | * | ADE* | * | | | * | | | G | G | | |
| Never heard of them | 747 | 99 | 71 | 46 | 285 | 193 | 52 | 271 | 146 | 156 | 89 | 138 | 609 |
| | 75% | 74% | 67% | 71% | 74% | 80% | 73% | 77% | 79% | 68% | 66% | 63% | 78% |
| | | * | * | * | B | * | * | IJ | IJ | | | | K |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_12. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Andrew Scheer

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 104 | 13 | 15 | 14 | 43 | 15 | 4 | 39 | 16 | 29 | 19 | 31 | 73 |
| | 10% | 10% | 14% | 21% | 11% | 6% | 6% | 11% | 9% | 13% | 14% | 14% | 9% |
| | | * | * | ADEF* | | | * | | | | | | |
| Very familiar | 24 | 4 | 1 | 4 | 7 | 7 | 1 | 14 | 1 | 2 | 7 | 8 | 16 |
| | 2% | 3% | 1% | 7% | 2% | 3% | 2% | 4% | 1% | 1% | 5% | 4% | 2% |
| | | * | * | D* | | | * | I | | | HI | | |
| Somewhat familiar | 80 | 9 | 14 | 10 | 36 | 9 | 3 | 25 | 14 | 27 | 12 | 23 | 57 |
| | 8% | 7% | 13% | 15% | 9% | 4% | 4% | 7% | 8% | 12% | 9% | 10% | 7% |
| | | * | E* | EF* | E | | * | | | | | | |
| Bottom 2 Box (Net) | 896 | 121 | 91 | 51 | 340 | 225 | 67 | 315 | 170 | 200 | 117 | 187 | 708 |
| | 90% | 90% | 86% | 79% | 89% | 94% | 94% | 89% | 91% | 87% | 86% | 86% | 91% |
| | | C* | * | * | C | C | C* | | | | | | |
| I've heard their name, but otherwise not familiar | 137 | 16 | 17 | 12 | 54 | 27 | 10 | 46 | 24 | 40 | 21 | 45 | 92 |
| | 14% | 12% | 16% | 18% | 14% | 11% | 14% | 13% | 13% | 18% | 15% | 21% | 12% |
| | | * | * | * | | | * | | | | | L | |
| Never heard of them | 759 | 105 | 74 | 39 | 286 | 198 | 57 | 269 | 146 | 160 | 96 | 142 | 616 |
| | 76% | 78% | 70% | 60% | 75% | 82% | 80% | 76% | 79% | 70% | 71% | 65% | 79% |
| | | C* | * | * | C | BC | C* | | | | | K | |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_13. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Brad Trost

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 70 | 8 | 8 | 11 | 25 | 16 | 2 | 29 | 9 | 22 | 10 | 23 | 47 |
| | 7% | 6% | 8% | 17% | 7% | 6% | 4% | 8% | 5% | 10% | 8% | 10% | 6% |
| | | * | * | ADEF* | | | * | | | | | | |
| Very familiar | 15 | 1 | 1 | 5 | 5 | 3 | - | 9 | 1 | 4 | 1 | 4 | 11 |
| | 1% | 1% | 1% | 8% | 1% | 1% | - | 3% | 1% | 2% | 1% | 2% | 1% |
| | | * | * | ABDEF* | | | * | | | | | | |
| Somewhat familiar | 56 | 7 | 7 | 6 | 20 | 13 | 2 | 20 | 7 | 18 | 9 | 19 | 37 |
| | 6% | 5% | 7% | 10% | 5% | 5% | 4% | 6% | 4% | 8% | 7% | 9% | 5% |
| | | * | * | * | | | * | | | | | | |
| Bottom 2 Box (Net) | 930 | 126 | 98 | 54 | 358 | 225 | 69 | 325 | 177 | 208 | 125 | 196 | 734 |
| | 93% | 94% | 92% | 83% | 93% | 94% | 96% | 92% | 95% | 90% | 92% | 90% | 94% |
| | | C* | * | * | C | C | C* | | | | | | |
| I've heard their name, but otherwise not familiar | 146 | 19 | 26 | 12 | 59 | 17 | 14 | 48 | 23 | 40 | 28 | 51 | 95 |
| | 15% | 14% | 24% | 18% | 15% | 7% | 20% | 14% | 12% | 17% | 21% | 23% | 12% |
| | | * | E* | E* | E | | E* | | | | | L | |
| Never heard of them | 783 | 107 | 73 | 42 | 299 | 208 | 55 | 277 | 154 | 168 | 97 | 145 | 638 |
| | 78% | 80% | 68% | 64% | 78% | 86% | 77% | 78% | 83% | 73% | 72% | 66% | 82% |
| | | C* | * | * | C | BCD | * | | IJ | | | K | |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B_14. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Kevin O'Leary

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|---|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Top 2 Box (Net) | 576 | 95 | 70 | 52 | 263 | 45 | 50 | 179 | 113 | 142 | 88 | 141 | 434 |
| | 58% | 71% | 66% | 80% | 69% | 19% | 71% | 50% | 60% | 62% | 65% | 65% | 56% |
| | | E* | E* | E* | E | | E* | | | G | G | L | |
| Very familiar | 251 | 39 | 28 | 27 | 120 | 18 | 19 | 76 | 46 | 69 | 41 | 77 | 174 |
| | 25% | 29% | 26% | 41% | 31% | 8% | 27% | 21% | 25% | 30% | 30% | 35% | 22% |
| | | E* | E* | E* | E | | E* | | | G | | L | |
| Somewhat familiar | 325 | 57 | 42 | 25 | 143 | 27 | 31 | 103 | 67 | 73 | 47 | 64 | 261 |
| | 32% | 42% | 40% | 39% | 37% | 11% | 44% | 29% | 36% | 32% | 35% | 29% | 33% |
| | | E* | E* | E* | E | | E* | | | | | | |
| Bottom 2 Box (Net) | 424 | 39 | 36 | 13 | 120 | 195 | 21 | 175 | 74 | 88 | 47 | 78 | 347 |
| | 42% | 29% | 34% | 20% | 31% | 81% | 29% | 50% | 40% | 38% | 35% | 35% | 44% |
| | | * | * | * | | ABCDF | * | IJ | | | | | K |
| I've heard their name, but otherwise not familiar | 163 | 21 | 18 | 6 | 68 | 40 | 9 | 53 | 36 | 40 | 24 | 36 | 127 |
| | 16% | 16% | 17% | 10% | 18% | 17% | 13% | 15% | 19% | 17% | 18% | 16% | 16% |
| | | * | * | * | | | * | | | | | | |
| Never heard of them | 261 | 18 | 18 | 7 | 52 | 155 | 12 | 123 | 38 | 48 | 24 | 42 | 219 |
| | 26% | 13% | 17% | 11% | 13% | 65% | 17% | 35% | 20% | 21% | 17% | 19% | 28% |
| | | * | * | * | | ABCDF | * | HIJ | | | | | K |
| Sigma | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Top 2 Box Summary

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--------------------------------------|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Kevin O'Leary | 576 | 95 | 70 | 52 | 263 | 45 | 50 | 179 | 113 | 142 | 88 | 141 | 434 |
| | 58% | 71% | 66% | 80% | 69% | 19% | 71% | 50% | 60% | 62% | 65% | 65% | 56% |
| | | E* | E* | E* | E | | E* | | | G | G | L | |
| Maxime Bernier | 261 | 20 | 23 | 15 | 75 | 108 | 21 | 82 | 53 | 66 | 43 | 57 | 204 |
| | 26% | 15% | 22% | 23% | 19% | 45% | 29% | 23% | 29% | 29% | 32% | 26% | 26% |
| | | * | * | * | | ABCD | A* | | | | | | |
| Lisa Raitt | 213 | 23 | 21 | 20 | 103 | 23 | 23 | 60 | 39 | 54 | 44 | 53 | 160 |
| | 21% | 17% | 19% | 31% | 27% | 10% | 33% | 17% | 21% | 24% | 33% | 24% | 21% |
| | | * | E* | AE* | E | | AE* | | | | GH | | |
| Kellie Leitch | 178 | 16 | 20 | 18 | 86 | 17 | 21 | 51 | 33 | 49 | 37 | 54 | 124 |
| | 18% | 12% | 19% | 27% | 22% | 7% | 30% | 14% | 18% | 21% | 28% | 25% | 16% |
| | | * | E* | AE* | AE | | AE* | | | | G | L | |
| Steven Blaney | 136 | 7 | 9 | 6 | 46 | 61 | 7 | 55 | 23 | 32 | 18 | 34 | 102 |
| | 14% | 5% | 9% | 10% | 12% | 25% | 10% | 16% | 12% | 14% | 13% | 15% | 13% |
| | | * | * | * | | ABCD | * | | | | | | |
| Chris Alexander | 119 | 12 | 11 | 10 | 58 | 21 | 7 | 49 | 15 | 28 | 24 | 40 | 79 |
| | 12% | 9% | 11% | 16% | 15% | 9% | 10% | 14% | 8% | 12% | 18% | 18% | 10% |
| | | * | * | * | E | | * | | | | H | L | |
| Pierre Lemieux | 111 | 13 | 15 | 8 | 46 | 21 | 7 | 53 | 13 | 27 | 14 | 38 | 73 |
| | 11% | 10% | 14% | 12% | 12% | 9% | 9% | 15% | 7% | 12% | 10% | 17% | 9% |
| | | * | * | * | | | * | H | | | | L | |
| Andrew Scheer | 104 | 13 | 15 | 14 | 43 | 15 | 4 | 39 | 16 | 29 | 19 | 31 | 73 |
| | 10% | 10% | 14% | 21% | 11% | 6% | 6% | 11% | 9% | 13% | 14% | 14% | 9% |
| | | * | * | ADEF* | | | * | | | | | | |
| Michael Chong | 99 | 10 | 8 | 5 | 53 | 16 | 7 | 36 | 20 | 25 | 16 | 29 | 69 |
| | 10% | 7% | 7% | 8% | 14% | 7% | 10% | 10% | 10% | 11% | 12% | 13% | 9% |
| | | * | * | * | E | | * | | | | | | |
| Erin O'Toole | 99 | 9 | 13 | 10 | 47 | 15 | 6 | 37 | 17 | 27 | 14 | 34 | 65 |
| | 10% | 7% | 12% | 15% | 12% | 6% | 8% | 11% | 9% | 12% | 10% | 15% | 8% |
| | | * | * | E* | E | | * | | | | | L | |
| Deepak Obhrai | 94 | 9 | 16 | 6 | 40 | 17 | 6 | 38 | 16 | 26 | 14 | 34 | 60 |
| | 9% | 7% | 15% | 9% | 10% | 7% | 8% | 11% | 9% | 11% | 10% | 16% | 8% |
| | | * | E* | * | | | * | | | | | L | |
| Andrew Saxton | 84 | 14 | 6 | 6 | 38 | 15 | 5 | 37 | 10 | 23 | 13 | 33 | 51 |
| | 8% | 11% | 5% | 9% | 10% | 6% | 7% | 10% | 5% | 10% | 9% | 15% | 7% |
| | | * | * | * | | | * | | | | | L | |
| Rick Peterson | 73 | 6 | 12 | 3 | 34 | 14 | 5 | 32 | 8 | 16 | 16 | 28 | 46 |
| | 7% | 5% | 11% | 5% | 9% | 6% | 7% | 9% | 4% | 7% | 12% | 13% | 6% |
| | | * | * | * | | | * | | | | H | L | |
| Brad Trost | 70 | 8 | 8 | 11 | 25 | 16 | 2 | 29 | 9 | 22 | 10 | 23 | 47 |
| | 7% | 6% | 8% | 17% | 7% | 6% | 4% | 8% | 5% | 10% | 8% | 10% | 6% |
| | | * | * | ADEF* | | | * | | | | | | |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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3B. Please think ahead now to the Conservative Party of Canada's leadership election, to be held on May 27, 2017. How familiar are you with each of the following candidates? - Bottom 2 Box Summary

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--------------------------------------|-------------|------------|------------|-----------|------------|------------|-----------|------------------|----------------|-----------------|------------|-----------------------|------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| Brad Trost | 930 | 126 | 98 | 54 | 358 | 225 | 69 | 325 | 177 | 208 | 125 | 196 | 734 |
| | 93% | 94% | 92% | 83% | 93% | 94% | 96% | 92% | 95% | 90% | 92% | 90% | 94% |
| | | C* | * | * | C | C | C* | | | | | | |
| Rick Peterson | 927 | 128 | 95 | 62 | 350 | 227 | 66 | 322 | 178 | 214 | 119 | 191 | 735 |
| | 93% | 95% | 89% | 95% | 91% | 94% | 93% | 91% | 96% | 93% | 88% | 87% | 94% |
| | | * | * | * | | | * | | J | | | | K |
| Andrew Saxton | 916 | 120 | 101 | 59 | 345 | 225 | 66 | 317 | 176 | 206 | 123 | 186 | 730 |
| | 92% | 89% | 95% | 91% | 90% | 94% | 93% | 90% | 95% | 90% | 91% | 85% | 93% |
| | | * | * | * | | | * | | | | | | K |
| Deepak Obhrai | 906 | 125 | 90 | 59 | 344 | 223 | 66 | 316 | 170 | 204 | 121 | 185 | 721 |
| | 91% | 93% | 85% | 91% | 90% | 93% | 92% | 89% | 91% | 89% | 90% | 84% | 92% |
| | | * | * | * | | B | * | | | | | | K |
| Erin O'Toole | 901 | 125 | 94 | 55 | 336 | 226 | 66 | 317 | 169 | 202 | 121 | 185 | 716 |
| | 90% | 93% | 88% | 85% | 88% | 94% | 92% | 89% | 91% | 88% | 90% | 85% | 92% |
| | | * | * | * | | CD | * | | | | | | K |
| Michael Chong | 901 | 125 | 99 | 60 | 330 | 225 | 64 | 318 | 167 | 205 | 119 | 189 | 712 |
| | 90% | 93% | 93% | 92% | 86% | 93% | 90% | 90% | 90% | 89% | 88% | 87% | 91% |
| | | * | * | * | | D | * | | | | | | |
| Andrew Scheer | 896 | 121 | 91 | 51 | 340 | 225 | 67 | 315 | 170 | 200 | 117 | 187 | 708 |
| | 90% | 90% | 86% | 79% | 89% | 94% | 94% | 89% | 91% | 87% | 86% | 86% | 91% |
| | | C* | * | * | C | C | C* | | | | | | |
| Pierre Lemieux | 889 | 121 | 91 | 57 | 337 | 219 | 64 | 301 | 173 | 202 | 121 | 181 | 708 |
| | 89% | 90% | 86% | 88% | 88% | 91% | 91% | 85% | 93% | 88% | 90% | 83% | 91% |
| | | * | * | * | | | * | | G | | | | K |
| Chris Alexander | 881 | 122 | 95 | 55 | 326 | 219 | 64 | 305 | 171 | 202 | 111 | 179 | 702 |
| | 88% | 91% | 89% | 84% | 85% | 91% | 90% | 86% | 92% | 88% | 82% | 82% | 90% |
| | | * | * | * | | D | * | | J | | | | K |
| Steven Blaney | 864 | 128 | 97 | 59 | 338 | 179 | 64 | 299 | 163 | 197 | 118 | 185 | 679 |
| | 86% | 95% | 91% | 90% | 88% | 75% | 90% | 84% | 88% | 86% | 87% | 85% | 87% |
| | | E* | E* | E* | E | | E* | | | | | | |
| Kellie Leitch | 822 | 118 | 86 | 47 | 297 | 224 | 50 | 303 | 153 | 180 | 98 | 165 | 657 |
| | 82% | 88% | 81% | 73% | 78% | 93% | 70% | 86% | 82% | 79% | 72% | 75% | 84% |
| | | CDF* | * | * | | BCDF | * | J | | | | | K |
| Lisa Raitt | 787 | 111 | 85 | 45 | 281 | 217 | 48 | 294 | 147 | 175 | 91 | 166 | 621 |
| | 79% | 83% | 81% | 69% | 73% | 90% | 67% | 83% | 79% | 76% | 67% | 76% | 79% |
| | | CF* | * | * | | BCDF | * | J | J | | | | |
| Maxime Bernier | 739 | 114 | 83 | 50 | 309 | 132 | 50 | 272 | 133 | 163 | 92 | 162 | 577 |
| | 74% | 85% | 78% | 77% | 81% | 55% | 71% | 77% | 71% | 71% | 68% | 74% | 74% |
| | | EF* | E* | E* | E | | E* | | | | | | |
| Kevin O'Leary | 424 | 39 | 36 | 13 | 120 | 195 | 21 | 175 | 74 | 88 | 47 | 78 | 347 |
| | 42% | 29% | 34% | 20% | 31% | 81% | 29% | 50% | 40% | 38% | 35% | 35% | 44% |
| | | * | * | * | | ABCDF | * | IJ | | | | | K |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4. Now, assume Kevin O'Leary is leading the Conservative party. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--|--------------|-------------|-------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| The Conservative Party | 256 26% | 37 28% | 46 44% | 24 36% | 106 28% | 34 14% | 10 13% | 69 20% | 55 30% | 67 29% | 47 35% | 70 32% | 186 24% |
| | | EF* | ADEF* | EF* | EF | | * | | G | G | G | L | |
| The Liberal Party | 265 26% | 48 36% | 20 19% | 13 20% | 104 27% | 50 21% | 29 41% | 96 27% | 51 27% | 57 25% | 43 32% | 54 25% | 211 27% |
| | | BCE* | * | * | | | BCDE* | | | | | | |
| The New Democratic Party (NDP) | 115 12% | 20 15% | 7 6% | 6 10% | 57 15% | 17 7% | 8 11% | 43 12% | 21 11% | 26 11% | 15 11% | 23 10% | 92 12% |
| | | E* | * | * | E | | * | | | | | | |
| The Bloc Quebecois (BQ) | 28 3% | - | - | - | - | 28 12% | - | 15 4% | 6 3% | 4 2% | 4 3% | 7 3% | 21 3% |
| | | * | * | * | | ABCD | * | | | | | | |
| Other | 27 3% | 5 3% | 7 7% | 3 4% | 5 1% | 5 2% | 2 3% | 11 3% | 3 2% | 9 4% | 1 1% | 4 2% | 23 3% |
| | | * | D* | * | | | * | | | | | | |
| Would not vote/None/Would spoil ballot | 79 8% | 9 7% | 5 5% | 3 5% | 26 7% | 31 13% | 5 8% | 33 9% | 13 7% | 16 7% | 7 5% | 11 5% | 68 9% |
| | | * | * | * | | D | * | | | | | | |
| Don't Know/Not sure | 229 23% | 15 11% | 21 20% | 16 25% | 86 22% | 76 31% | 16 23% | 87 24% | 38 20% | 50 22% | 18 13% | 50 23% | 180 23% |
| | | * | * | A* | A | AD | A* | J | | | | | |
| Sigma | 1000 100% | 134 100% | 106 100% | 65 100% | 383 100% | 240 100% | 71 100% | 354 100% | 186 100% | 229 100% | 135 100% | 219 100% | 781 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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4x. Now, assume Kevin O'Leary is leading the Conservative party. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--|-------------|-------------|------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Answering (Excluded 'Would Not Vote/None/Spoil and DK') (unwtd) | 710 | 97 | 79 | 70 | 256 | 137 | 71 | 210 | 133 | 186 | 134 | 171 | 539 |
| Base: All Answering (Excluded 'Would Not Vote/None/Spoil and DK') (wtd) | 691 | 110 | 80 | 46 | 272 | 134 | 50 | 234 | 135 | 163 | 110 | 158 | 533 |
| The Conservative Party | 256 37% | 37 34% | 46 58% | 24 52% | 106 39% | 34 25% | 10 19% | 69 30% | 55 41% | 67 41% | 47 43% | 70 44% | 186 35% |
| | | * | ADEF* | AEF* | EF | | * | | | G | G* | | |
| The Liberal Party | 265 38% | 48 44% | 20 25% | 13 29% | 104 38% | 50 37% | 29 59% | 96 41% | 51 38% | 57 35% | 43 39% | 54 34% | 211 40% |
| | | B* | * | * | | | BCDE* | | | | * | | |
| The New Democratic Party (NDP) | 115 17% | 20 18% | 7 9% | 6 14% | 57 21% | 17 13% | 8 16% | 43 18% | 21 16% | 26 16% | 15 14% | 23 15% | 92 17% |
| | | * | * | * | B | | * | | | | * | | |
| The Bloc Quebecois (BQ) | 28 4% | - | - | - | - | 28 21% | - | 15 6% | 6 4% | 4 2% | 4 4% | 7 4% | 21 4% |
| | | * | * | * | | ABCDF | * | | | | * | | |
| Other | 27 4% | 5 4% | 7 9% | 3 6% | 5 2% | 5 4% | 2 5% | 11 5% | 3 2% | 9 5% | 1 1% | 4 3% | 23 4% |
| | | * | D* | * | | | * | | | | * | | |
| Sigma | 691 100% | 110 100% | 80 100% | 46 100% | 272 100% | 134 100% | 50 100% | 234 100% | 135 100% | 163 100% | 110 100% | 158 100% | 533 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5. Now, assume Kellie Leitch is leading the Conservative party. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--|--------------|-------------|-------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| The Conservative Party | 168 17% | 26 20% | 33 31% | 13 20% | 72 19% | 19 8% | 4 5% | 43 12% | 39 21% | 44 19% | 32 24% | 56 25% | 112 14% |
| | | EF* | DEF* | EF* | EF | | * | | G | G | G | L | |
| The Liberal Party | 268 27% | 42 31% | 16 15% | 13 21% | 107 28% | 56 23% | 34 47% | 99 28% | 45 24% | 62 27% | 45 33% | 51 23% | 217 28% |
| | | B* | * | * | B | | ABCDE* | | | | | | |
| The New Democratic Party (NDP) | 130 13% | 21 16% | 7 7% | 8 13% | 65 17% | 21 9% | 8 11% | 51 15% | 23 12% | 30 13% | 18 13% | 32 15% | 98 13% |
| | | * | * | * | BE | | * | | | | | | |
| The Bloc Quebecois (BQ) | 31 3% | - | - | - | - | 31 13% | - | 18 5% | 6 3% | 4 2% | 4 3% | 8 4% | 23 3% |
| | | * | * | * | | ABCD | * | | | | | | |
| Other | 36 4% | 7 5% | 7 6% | 3 4% | 11 3% | 7 3% | 2 3% | 16 5% | 5 2% | 11 5% | 3 2% | 10 5% | 26 3% |
| | | * | * | * | | | * | | | | | | |
| Would not vote/None/Would spoil ballot | 80 8% | 11 8% | 7 7% | 4 6% | 23 6% | 30 13% | 4 6% | 33 9% | 14 8% | 15 7% | 8 6% | 7 3% | 73 9% |
| | | * | * | * | | D | * | | | | | | K |
| Don't Know/Not sure | 287 29% | 27 20% | 36 34% | 24 37% | 107 28% | 75 31% | 19 27% | 93 26% | 54 29% | 64 28% | 26 19% | 54 25% | 233 30% |
| | | * | A* | A* | | A | * | | | | | | |
| Sigma | 1000 100% | 134 100% | 106 100% | 65 100% | 383 100% | 240 100% | 71 100% | 354 100% | 186 100% | 229 100% | 135 100% | 219 100% | 781 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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5x. Now, assume Kellie Leitch is leading the Conservative party. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--|-------------|------------|------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Answering (Excluded 'Would Not Vote/None/Spoil and DK') (unwtd) | 654 | 89 | 62 | 60 | 240 | 135 | 68 | 202 | 120 | 169 | 126 | 166 | 488 |
| Base: All Answering (Excluded 'Would Not Vote/None/Spoil and DK') (wtd) | 633 | 96 | 63 | 37 | 254 | 135 | 48 | 228 | 118 | 150 | 101 | 157 | 475 |
| The Conservative Party | 168 26% | 26 28% | 33 52% | 13 35% | 72 28% | 19 14% | 4 8% | 43 19% | 39 33% | 44 29% | 32 32% | 56 35% | 112 24% |
| | | EF* | ADEF* | EF* | EF | | * | | G* | G | G* | L | |
| The Liberal Party | 268 42% | 42 44% | 16 26% | 13 36% | 107 42% | 56 42% | 34 71% | 99 44% | 45 38% | 62 41% | 45 45% | 51 32% | 217 46% |
| | | B* | * | * | B | | ABCDE* | | * | | * | | K |
| The New Democratic Party (NDP) | 130 21% | 21 22% | 7 12% | 8 22% | 65 25% | 21 16% | 8 17% | 51 23% | 23 19% | 30 20% | 18 17% | 32 20% | 98 21% |
| | | * | * | * | B | | * | | * | | * | | |
| The Bloc Quebecois (BQ) | 31 5% | - | - | - | - | 31 23% | - | 18 8% | 6 5% | 4 3% | 4 3% | 8 5% | 23 5% |
| | | * | * | * | | ABCD | * | | * | | * | | |
| Other | 36 6% | 7 7% | 7 10% | 3 7% | 11 4% | 7 5% | 2 5% | 16 7% | 5 4% | 11 7% | 3 3% | 10 7% | 26 5% |
| | | * | * | * | | | * | | * | | * | | |
| Sigma | 633 100% | 96 100% | 63 100% | 37 100% | 254 100% | 135 100% | 48 100% | 228 100% | 118 100% | 150 100% | 101 100% | 157 100% | 475 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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6. Now, assume Maxime Bernier is leading the Conservative party. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--|--------------|-------------|-------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|-------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Respondents (unwtd) | 1000 | 120 | 100 | 97 | 353 | 231 | 99 | 306 | 185 | 255 | 169 | 231 | 769 |
| Base: All Respondents (wtd) | 1000 | 134 | 106 | 65 | 383 | 240 | 71 | 354 | 186 | 229 | 135 | 219 | 781 |
| The Conservative Party | 178 18% | 25 19% | 29 28% | 12 19% | 70 18% | 35 15% | 5 8% | 47 13% | 43 23% | 44 19% | 29 22% | 49 22% | 129 17% |
| | | F* | EF* | F* | F | | * | | G | | G | | |
| The Liberal Party | 261 26% | 42 31% | 17 16% | 11 17% | 102 27% | 59 24% | 30 43% | 99 28% | 44 24% | 56 24% | 46 34% | 54 25% | 208 27% |
| | | BC* | * | * | | | BCDE* | | | | | | |
| The New Democratic Party (NDP) | 124 12% | 21 16% | 6 6% | 6 9% | 58 15% | 25 10% | 7 10% | 48 14% | 19 10% | 31 13% | 17 13% | 28 13% | 95 12% |
| | | B* | * | * | B | | * | | | | | | |
| The Bloc Quebecois (BQ) | 29 3% | - | - | - | - | 29 12% | - | 17 5% | 5 3% | 4 2% | 3 2% | 6 3% | 23 3% |
| | | * | * | * | | ABCD | * | | | | | | |
| Other | 36 4% | 7 5% | 9 8% | 3 4% | 9 2% | 7 3% | 2 3% | 15 4% | 7 4% | 10 4% | 2 2% | 9 4% | 27 3% |
| | | * | D* | * | | | * | | | | | | |
| Would not vote/None/Would spoil ballot | 69 7% | 13 9% | 5 4% | 9 14% | 13 4% | 24 10% | 6 8% | 31 9% | 11 6% | 13 6% | 5 4% | 5 2% | 64 8% |
| | | D* | * | BD* | | D | * | | | | | | K |
| Don't Know/Not sure | 303 30% | 26 20% | 40 37% | 24 37% | 131 34% | 62 26% | 20 28% | 97 27% | 57 31% | 70 31% | 33 24% | 68 31% | 235 30% |
| | | * | A* | A* | A | | * | | | | | | |
| Sigma | 1000 100% | 134 100% | 106 100% | 65 100% | 383 100% | 240 100% | 71 100% | 354 100% | 186 100% | 229 100% | 135 100% | 219 100% | 781 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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6x. Now, assume Maxime Bernier is leading the Conservative party. Thinking of how you feel right now, if a FEDERAL election were held tomorrow, which of the following parties' candidates would you, yourself, be most likely to support?

| | Total | REGION | | | | | | HOUSEHOLD INCOME | | | | HOUSEHOLD COMPOSITION | |
|--|-------------|------------|------------|------------|-------------|-------------|------------|------------------|----------------|-----------------|------------|-----------------------|-------------|
| | | BC | AB | SK/MB | Ontario | Quebec | Atlantic | <\$40K | \$40K - <\$60K | \$60K - <\$100K | \$100K+ | Kids | No Kids |
| | | A | B | C | D | E | F | G | H | I | J | K | L |
| Base: All Answering (Excluded 'Would Not Vote/None/Spoil and DK') (unwtd) | 645 | 88 | 60 | 53 | 229 | 150 | 65 | 200 | 118 | 165 | 122 | 155 | 490 |
| Base: All Answering (Excluded 'Would Not Vote/None/Spoil and DK') (wtd) | 628 | 95 | 62 | 32 | 239 | 155 | 45 | 226 | 118 | 146 | 97 | 146 | 482 |
| The Conservative Party | 178 28% | 25 26% | 29 48% | 12 39% | 70 29% | 35 23% | 5 12% | 47 21% | 43 36% | 44 30% | 29 30% | 49 33% | 129 27% |
| | | * | ADEF* | EF* | F | | * | | G* | | * | | |
| The Liberal Party | 261 42% | 42 44% | 17 28% | 11 34% | 102 43% | 59 38% | 30 67% | 99 44% | 44 38% | 56 38% | 46 47% | 54 37% | 208 43% |
| | | * | * | * | | | ABCDE* | | * | | * | | |
| The New Democratic Party (NDP) | 124 20% | 21 22% | 6 10% | 6 19% | 58 24% | 25 16% | 7 16% | 48 21% | 19 16% | 31 21% | 17 17% | 28 20% | 95 20% |
| | | * | * | * | B | | * | | * | | * | | |
| The Bloc Quebecois (BQ) | 29 5% | - | - | - | - | 29 19% | - | 17 8% | 5 4% | 4 3% | 3 3% | 6 4% | 23 5% |
| | | * | * | * | | ABCD | * | | * | | * | | |
| Other | 36 6% | 7 7% | 9 14% | 3 8% | 9 4% | 7 4% | 2 5% | 15 7% | 7 6% | 10 7% | 2 2% | 9 6% | 27 6% |
| | | * | DE* | * | | | * | | * | | * | | |
| Sigma | 628 100% | 95 100% | 62 100% | 32 100% | 239 100% | 155 100% | 45 100% | 226 100% | 118 100% | 146 100% | 97 100% | 146 100% | 482 100% |

Statistics:

Overlap formula used

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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