

Initial Public Leadership Perceptions of Potential Replacements for Andrew Scheer

*Ambrose Dominates the Leadership Landscape
Rempell, Deltell Tuck Up Right Behind*

December 18, 2019

A DART & Maru/Blue

Voice Canada Poll

*This public opinion survey is branded as the **DART & Maru/Blue** Voice Canada Poll. Both firms are non-partisan and comprised of well-known national veteran survey/research professionals who have worked together for decades.*

*Once released into the public domain, findings contained herein may be used with source attribution given to the **DART & Maru/Blue** Poll. Descriptions of the findings, methodology and contact persons are provided in this release – with a full set of detailed tables with questions found for easy download at <http://www.dartincom.ca/polls/> A description of **DART & Maru/Blue** Voice Canada Poll can also be found in this release.*

Initial Public Leadership Perceptions of Potential Replacements for Andrew Scheer

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December 18, 2019— A nationwide survey undertaken for Postmedia by the polling group of DART & Maru/Blue, was released today and identifies Canadian public awareness of, and initial public perceptions about, some of the speculated replacements of Conservative Party of Canada (CPC) Leader Andrew Scheer who resigned last week. This is not a CPC membership or voter intent survey – but just as important because the results project potential public winnability.

The ranked findings on perceptions of leadership and winnability against the current Liberal minority government, indicate that Former Federal Conservative and Interim CPC Leader Rona Ambrose leads the pack followed closely behind by current Conservative MP Michelle Rempel and current Conservative MP Gérard Deltell. In all, seven potential candidates were measured as well as former Prime minister Stephen Harper as a comparative reference point.

To be clear, these are very *early days* and the poll does not include many others who are generating speculation as to whether they might run for the leadership – but as time passes, *we will produce more results on other potential candidates*. Second, *these results are not of CPC identified supporters who have a membership for any Party leadership process*. The results are in no way predictive as to where each candidate may end up at the end of a leadership contest. The survey also tested the same current views held of former Conservative Party Leader and Prime Minister Stephen Harper for comparative purposes only.

Canadians were first tested on their awareness of each of the potential candidates and then, of that group, each were given a list of five attribute statements that could be attributed to the potential candidate. The results were then totalled and divided to produce an average **Leadership Index** score. By undertaking the Index in this way, the playing field was leveled so that assessments were made

identically – regardless of whether a potential candidate was more or lesser known. With all of that in mind, the potential candidates ranked by their **Leadership Index** Score's *among the general public who are aware of them* are as follows:

1. **Former Federal Conservative Interim Leader Rona Ambrose +43**
2. **Current Conservative MP Michelle Rempel +41**
3. **Current Conservative MP Gérard Deltell +40**
4. **Former Federal Conservative Cabinet Minister Peter MacKay +39**
5. **Former Prime Minister Stephen Harper +37 ***
6. **Former Federal Conservative Cabinet Minister Lisa Raitt +34**
7. **Former Federal Conservative Cabinet Minister James Moore +32**
8. **Current Conservative MP Erin O'Toole +27**

***As a comparative point of reference**

The initial findings were then rebased/converted to the proportion of Canadians they represent had the entire adult population been represented.

The bottom line: there's an old saying that *you never have a second chance to make a first impression.*

Well, it also applies to leadership attributes – that composite view and feeling when you see someone in action and what the ultimate task may be on the horizon. Say you're at a party and eight celebrities, some with reputations and others who don't, arrive and work the room and then they leave – and everyone there is left with impressions. Some people may have spent more time with the celebrity, others, not so much. But at the end of the day, people in the room have been left with impressions. And in politics – where the stakes are high for winnability (not just through membership sales but in the general public) – these impressions matter. The results suggest the royal jelly of politics because it's not just about today, but also projects the possibility of tomorrow the more that people are exposed to that individual.

The results are a composite of leadership impressions at this point in time for – and others will be added to the list as this leadership process continues. Regardless of ranking number, none of these potential candidates selected for analysis should be ruled out – all of them (except the former Prime

minister) has growth opportunity. But it's where they are at the starting blocks. And we'll drill down next to identify what those who have current CPC voter intent think. It's early days, but already there appear to be some surprises in the rankings – and that's what makes politics exciting, especially at a time of renewal and choice for the leadership of a major political party.

The **DART & Maru/Blue Voice Canada Poll** was conducted among 1,513 randomly selected Canadian adult members of **Maru/Blue's** Online Panel on December 13/14, 2019 and is considered accurate within +/- 2.9 percentage points for the entire sample. The results for each individual profiled herein range in accuracy between +/- 3.2 and +/- 6.8 percentage points.

The Leadership Index Scores Ranked: Awareness and Attributes

1. Former Federal Conservative Interim Leader Rona Ambrose

Leadership Index Score: +43

Awareness of Rona Ambrose among Canadians: 48%

Attributes among those who know of her (48%):

- *Someone who has what it takes to lead the country:*
Of aware Canadians: 49%
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election:*
Of aware Canadians: 45%
- *Someone I could vote for in a federal election:*
Of aware Canadians: 42%
- *Someone who will unite the country:*
Of aware Canadians: 42%
- *Someone who has values closest to my own:*
Of aware Canadians: 36%

Converting the attributes to represent their proportion among all Canadians:

The results from the section above are from those who are aware of Rona Ambrose. The following results are those from above have been converted (rebased) to represent the proportion of *all* Canadians who hold those views:

- *Someone who has what it takes to lead the country: 36%*
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election: 29%*
- *Someone I could vote for in a federal election: 31%*
- *Someone who will unite the country: 28%*
- *Someone who has values closest to my own: 26%*

2. Current Conservative MP Michelle Rempel

Leadership Index Score: **+41**

Awareness of Michelle Rempel among Canadians: 21%

Attributes among those who know of her (21%):

- *Someone who has what it takes to lead the country:*
Of aware Canadians: **41%**
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election:*
Of aware Canadians: **41%**
- *Someone I could vote for in a federal election:*
Of aware Canadians: **43%**
- *Someone who will unite the country:*
Of aware Canadians: **39%**
- *Someone who has values closest to my own:*
Of aware Canadians: **41%**

Converting the attributes to represent their proportion among all Canadians:

The results from the section above are from those who are aware of Michelle Rempel. The following results are those from above have been converted (rebased) to represent the proportion of *all* Canadians who hold those views:

- *Someone who has what it takes to lead the country: 9%*
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election: 9%*
- *Someone I could vote for in a federal election: 9%*
- *Someone who will unite the country: 8%*
- *Someone who has values closest to my own: 9%*

3. Current Conservative MP Gérard Deltell

Leadership Index Score: **+40**

Awareness of Gérard Deltel among Canadians: 17%

Attributes among those who know of him (17%):

- *Someone who has what it takes to lead the country:*
Of aware Canadians: 42%
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election:*
Of aware Canadians: 40%
- *Someone I could vote for in a federal election:*
Of aware Canadians: 41%
- *Someone who will unite the country:*
Of aware Canadians: 38%
- *Someone who has values closest to my own:*
Of aware Canadians: 41%

Converting the attributes to represent their proportion among all Canadians:

The results from the section above are from those who are aware of Gérard Deltel. The following results are those from above have been converted (rebased) to represent the proportion of *all* Canadians who hold those views:

- *Someone who has what it takes to lead the country: 7%*
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election: 7%*
- *Someone I could vote for in a federal election: 5%*
- *Someone who will unite the country: 6%*
- *Someone who has values closest to my own: 7%*

4. Former Federal Conservative Cabinet Minister Peter MacKay

Leadership Index Score: **+39**

Awareness of Peter MacKay among Canadians: 56%

Attributes among those who know of him (56%):

- *Someone who has what it takes to lead the country:*
Of aware Canadians: 45%

- *Someone who could defeat Mr. Trudeau and his Liberal party in next election:*
Of aware Canadians: 42%
- *Someone I could vote for in a federal election:*
Of aware Canadians: 38%
- *Someone who will unite the country:*
Of aware Canadians: 37%
- *Someone who has values closest to my own:*
Of aware Canadians: 32%

Converting the attributes to represent their proportion among all Canadians:

The results from the section above are from those who are aware of Peter MacKay. The following results are those from above have been converted (rebased) to represent the proportion of *all* Canadians who hold those views:

- *Someone who has what it takes to lead the country:* 36%
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election:* 29%
- *Someone I could vote for in a federal election:* 31%
- *Someone who will unite the country:* 28%
- *Someone who has values closest to my own:* 26%

5. Former Prime Minister Stephen Harper*

Leadership Index Score: **+37**

**Included as a comparative reference point to other potential candidates.*

Awareness of Stephen Harper among Canadians: 79%

Attributes among those who know of him (79%):

- *Someone who has what it takes to lead the country:*
Of aware Canadians: 45%
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election:*
Of aware Canadians: 37%
- *Someone I could vote for in a federal election:*
Of aware Canadians: 35%
- *Someone who will unite the country:*
Of aware Canadians: 35%
- *Someone who has values closest to my own:*
Of aware Canadians: 33%

Converting the attributes to represent their proportion among all Canadians:

The results from the section above are from those who are aware of Stephen Harper. The following results are those from above have been converted (rebased) to represent the proportion of *all* Canadians who hold those views:

- *Someone who has what it takes to lead the country: 36%*
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election: 29%*
- *Someone I could vote for in a federal election: 31%*
- *Someone who will unite the country: 28%*
- *Someone who has values closest to my own: 26%*

6. Former Federal Conservative Cabinet Minister Lisa Raitt Leadership

Index Score: **+34**

Awareness of Lisa Raitt among Canadians: 36%

Attributes among those who know of her (36%):

- *Someone who has what it takes to lead the country:*
Of aware Canadians: 39%
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election:*
Of aware Canadians: 35%
- *Someone I could vote for in a federal election:*
Of aware Canadians: 34%
- *Someone who will unite the country:*
Of aware Canadians: 33%
- *Someone who has values closest to my own:*
Of aware Canadians: 29%

Converting the attributes to represent their proportion among all Canadians:

The results from the section above are from those who are aware of Lisa Raitt. The following results are those from above have been converted (rebased) to represent the proportion of *all* Canadians who hold those views:

- *Someone who has what it takes to lead the country: 14%*
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election: 13%*
- *Someone I could vote for in a federal election: 12%*
- *Someone who will unite the country: 12%*

- *Someone who has values closest to my own: 10%*

7. Former federal Conservative Cabinet Minister James Moore Leadership

Index Score: **+32**

Awareness of James Moore among Canadians: 14%

Attributes among those who know of him (14%):

- *Someone who has what it takes to lead the country:*
Of aware Canadians: 33%
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election:*
Of aware Canadians: 30%
- *Someone I could vote for in a federal election:*
Of aware Canadians: 33%
- *Someone who will unite the country:*
Of aware Canadians: 33%
- *Someone who has values closest to my own:*
Of aware Canadians: 29%

Converting the attributes to represent their proportion among all Canadians:

The results from the section above are from those who are aware of James Moore. The following results are those from above have been converted (rebased) to represent the proportion of *all* Canadians who hold those views:

- *Someone who has what it takes to lead the country: 5%*
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election: 4%*
- *Someone I could vote for in a federal election: 5%*
- *Someone who will unite the country: 5%*
- *Someone who has values closest to my own: 4%*

8. Current Conservative MP Erin O'Toole Leadership Index Score: **+27**

Awareness of Erin O'Toole among Canadians: 19%

Attributes among those who know of him:

- *Someone who has what it takes to lead the country:*
Of aware Canadians: 30%
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election:*
Of aware Canadians: 25%
- *Someone I could vote for in a federal election:*
Of aware Canadians: 29%
- *Someone who will unite the country:*
Of aware Canadians: 28%
- *Someone who has values closest to my own:*
Of aware Canadians: 24%

Converting the attributes to represent their proportion among all Canadians:

The results from the section above are from those who are aware of Erin O'Toole. The following results are those from above have been converted (rebased) to represent the proportion of *all* Canadians who hold those views:

- *Someone who has what it takes to lead the country: 36%*
- *Someone who could defeat Mr. Trudeau and his Liberal party in next election: 29%*
- *Someone I could vote for in a federal election: 31%*
- *Someone who will unite the country: 28%*
- *Someone who has values closest to my own: 26%*

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Methodology

*These are some of the topline findings of a **DART & Maru/Blue Voice Canada** conducted for Postmedia as part of a regular sounding of Canadians on various issues and matters that affect their lives as citizens, consumers, and voters. The research is created and analyzed under the direction of veteran pollster John Wright, who is a Partner of **DART C-Suite Communicators**. Data was collected by Canada's national survey sample research provider **Maru/Blue** using their **Voice Canada** Omni Online curated panel.*

*The survey was conducted among 1,513 randomly selected Canadian adults who are members of **Maru/Blue's** Online panel on December 13/14, 2019. Respondents could opt in for either official language. The results have been weighted by education, age, gender, and region to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding. Voter intent is weighted by past vote and demographics. The precision of this **DART & Maru/Blue Voice Canada Poll** is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 2.9 percentage*

points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population and individual provinces. The results for each individual profiled herein range in accuracy between +/- 3.2 and +/- 6.8 percentage points.

Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables.

For further information or commentary please contact:

John Wright

Partner

DART C-Suite Communicators

(416) 919-2101 jwright@dartincom.ca

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