

# *Seven of ten Canadians say it's time for a change*

*National survey released October 17, 2015*

THE GLOBE AND MAIL 

  
NEWS

 **NANOS**



## ***Time for a change hits 71% - Trust in Trudeau to manage economy rises***

The latest CTV News, Globe & Mail, Nanos survey suggests that the proportion of Canadians wanting change in the last weekend of the election has increased and also that the view that a Trudeau win would have a positive impact on the economy. Also of note

- **Time for a Change** – The proportion of Canadians who think it is time for a change on the closing weekend of the election rose from 67 to 71 per cent. The appetite for change is stronger among women (76 per cent) compared to men (67 per cent).
- **Election Outcome Impact on Economy** – Although a minority opinion among Canadians, the top choice for positive impact on the economy was a Liberal majority. This view has doubled since July. After citing a Liberal majority, 23 per cent of Canadians said a Conservative majority would be best for the economy. This view was unchanged since July.
- **Election Outcome Most Satisfying** – The election outcome most frequently cited as causing satisfaction for voters was a Liberal majority (28 per cent) followed by a Conservative majority (21 per cent) and a NDP majority (19 per cent)
- **Trust to Manage the Economy** – Thirty one per cent of Canadians trust Trudeau to manage the economy (up 13 points since July 2015), 29 per cent trust Harper to manage the economy (down two points since July), 22 per cent trust Mulcair to manage the economy (down nine points since July)
- **Party Victory Impact on Economy** – Longitudinal tracking suggests that a Liberal victory is most likely to be seen as having a positive impact on the economy (59 per cent positive/somewhat positive the last weekend of the economy compared to 42 per cent positive/somewhat positive in July). Canadians are more likely to think that a Conservative victory will have negative or somewhat negative impact on the economy than a positive or somewhat positive impact.

These observations are based on a RDD dual-frame (land- and cell-line) hybrid telephone and online random survey of 1,000 Canadians between October 15<sup>th</sup>, and 16<sup>th</sup>, 2015 as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.



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NANOS SURVEY

# Is it Time for a Change?

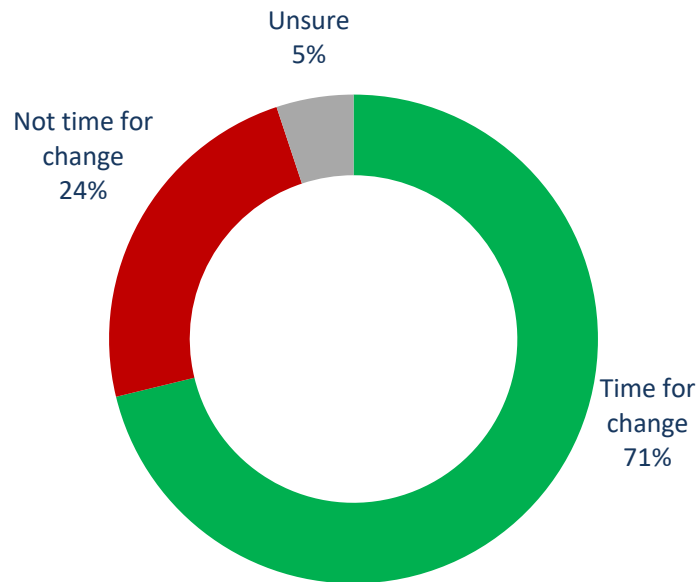
Net Score

+47.5

**Question:** Thinking of your vote in the upcoming federal election, would you say that [ROTATE] it is time for a change or not time for a change?

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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\*Note: Charts may not add up to 100 due to rounding

Subgroups	Time for Change (n=1,000)
Atlantic (n=100)	79.3%
Quebec (n=250)	78.9%
Ontario (n=300)	68.4%
Prairies (n=200)	57.2%
British Columbia (n=150)	77.1%
Male (n=500)	66.8%
Female (n=500)	75.5%
18 to 29 (n=205)	78.6%
30 to 39 (n=169)	67.2%
40 to 49 (n=208)	67.7%
50 to 59 (n=178)	74.0%
60 plus (n=239)	68.4%



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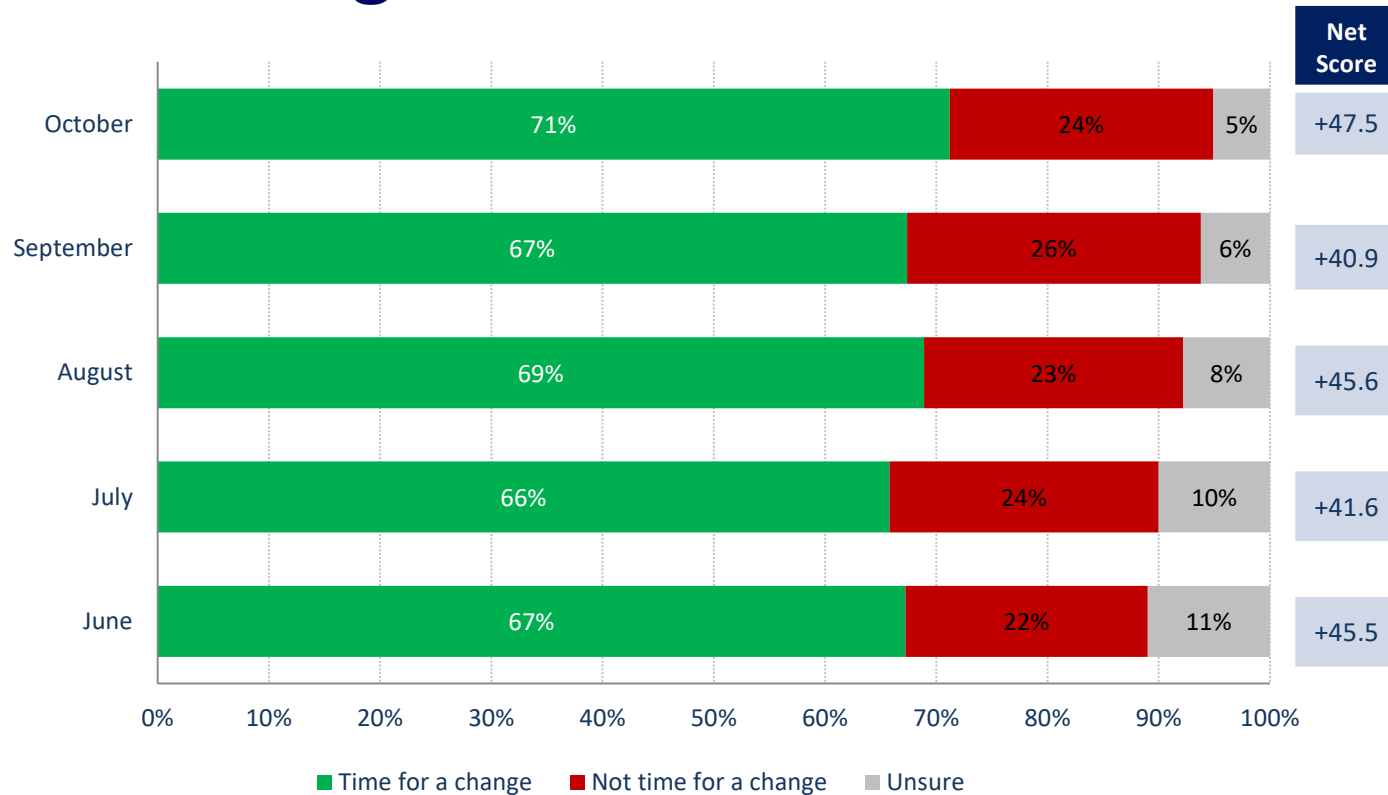
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# Is it Time for a Change?

**Question:** Thinking of your vote in the upcoming federal election, would you say that [ROTATE] it is time for a change or not time for a change?

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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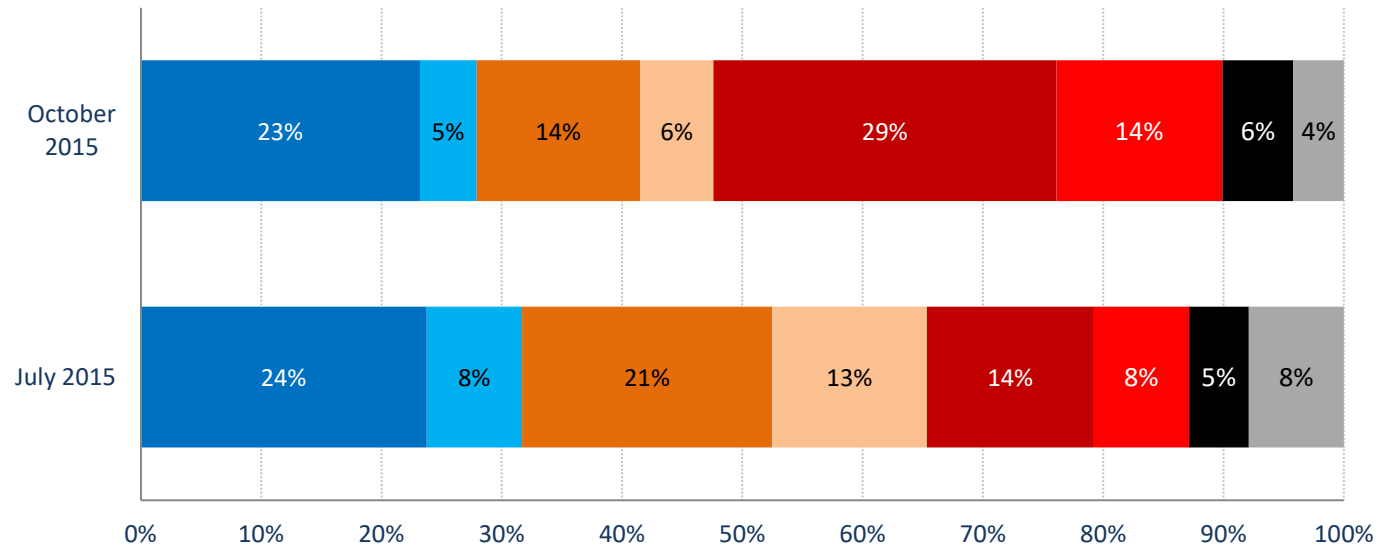
**NANOS SURVEY**

# Outcome with the Most Positive Impact on Economy

**Question:** Regardless of your vote preferences, which of the following possible outcomes of the upcoming federal election do you think will have the most positive impact on the Canadian economy? [RANDOMIZE]

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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- Majority Conservative Government led by Stephen Harper
- Majority NDP Government led by Tom Mulcair
- Majority Liberal Government led by Justin Trudeau
- None will have a positive impact on the Canadian Economy
- Minority Government led by Stephen Harper
- Minority NDP Government led by Tom Mulcair
- Minority Government led by Justin Trudeau
- Unsure

\*Note: Charts may not add up to 100 due to rounding



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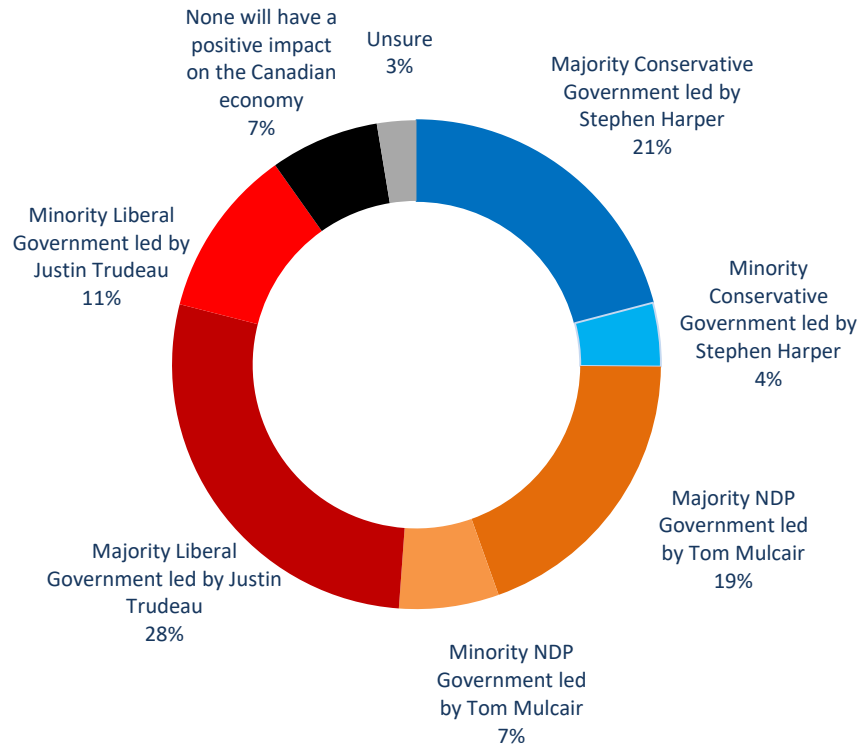
 **NANOS SURVEY**

# Outcome with Most Voter Satisfaction

**Question:** Regardless of your vote preference, which of the following possible outcomes of the upcoming federal election would have the most satisfaction to you personally?  
[RANDOMIZE]

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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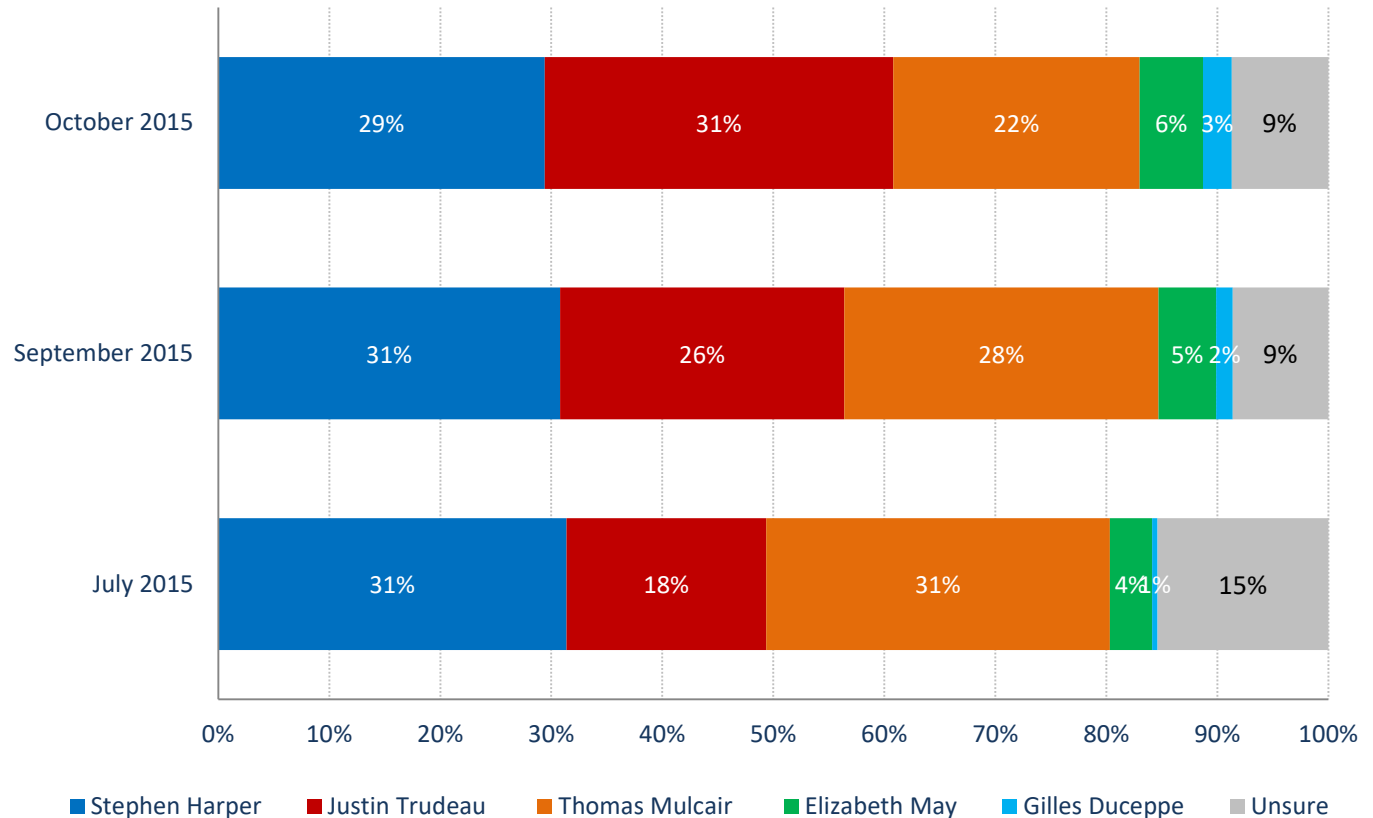
 **NANOS SURVEY**

# Trusted Leader to Manage the Economy

**Question:** Thinking of the federal party leaders, who do you trust to manage the economy?

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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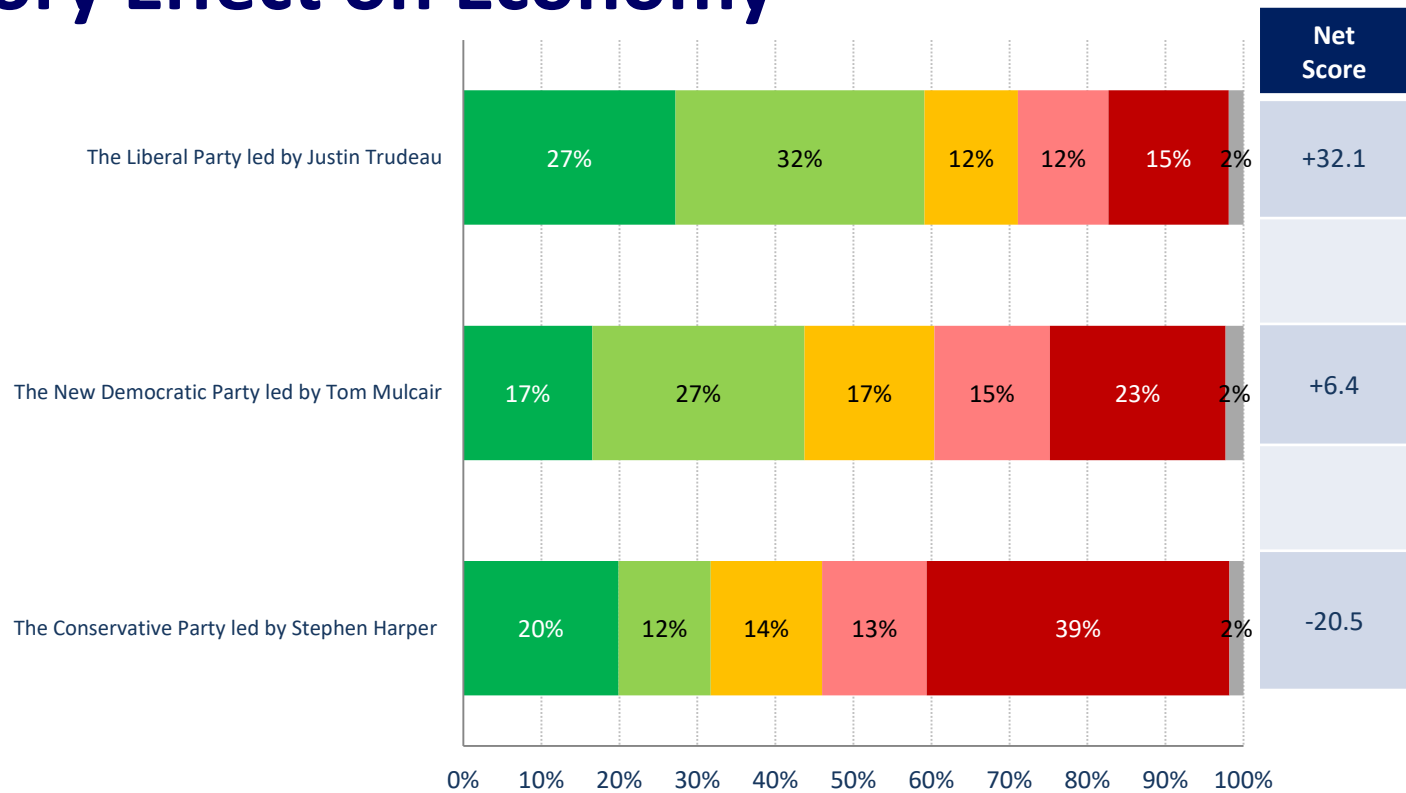


# Party Victory Effect on Economy

**Question:** For each of the following please tell me whether their victory in the next federal election will have a positive, somewhat positive, a neutral, and a somewhat negative or negative effect on the strength of the Canadian economy? [RANDOMIZE]

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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■ Positive ■ Somewhat positive ■ Neutral ■ Somewhat negative ■ Negative ■ Unsure

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# Conservative Party Victory Effect on Economy

**Question:** For each of the following please tell me whether their victory in the next federal election will have a positive, somewhat positive, a neutral, and a somewhat negative or negative effect on the strength of the Canadian economy? [RANDOMIZE]

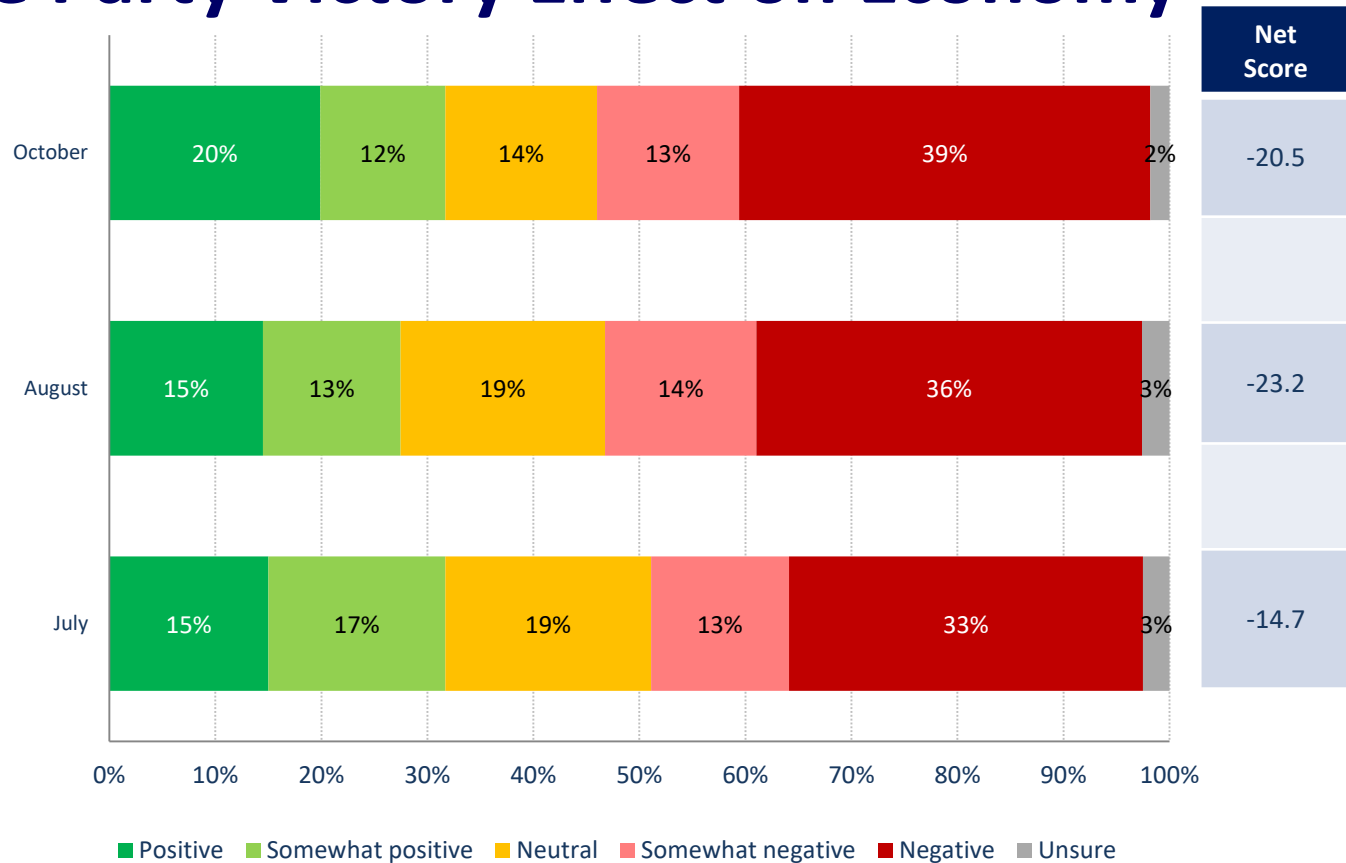
## The Conservative Party led by Stephen Harper

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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# Conservative Victory Effect on Economy

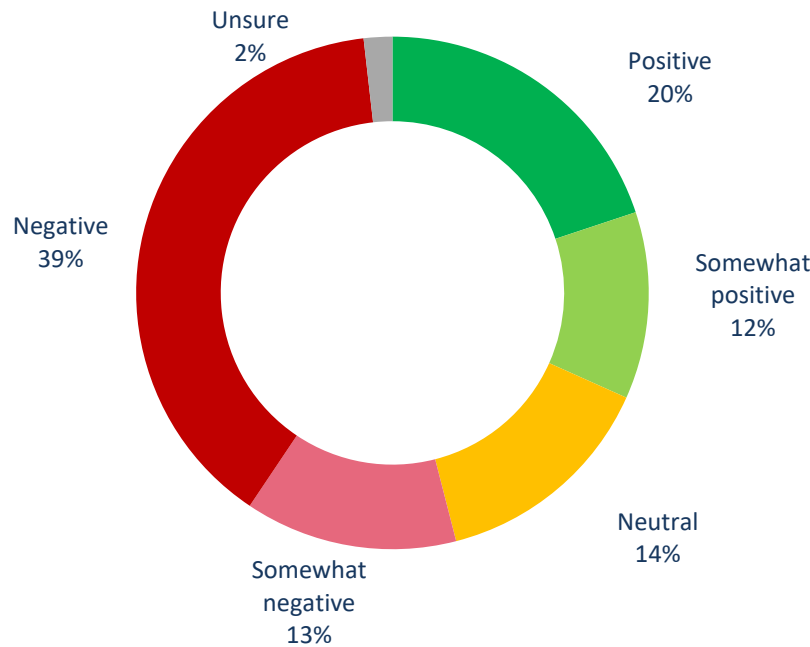
**Net Score**  
-20.5

**Question:** For each of the following please tell me whether their victory in the next federal election will have a positive, somewhat positive, a neutral, and a somewhat negative or negative effect on the strength of the Canadian economy?  
[RANDOMIZE]

## The Conservative Party led by Stephen Harper

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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Subgroups	Positive/Somewhat positive (n=1,000)
Atlantic (n=100)	21.8%
Quebec (n=250)	26.8%
Ontario (n=300)	32.0%
Prairies (n=200)	45.6%
British Columbia (n=150)	27.4%
Male (n=500)	35.7%
Female (n=500)	27.7%
18 to 29 (n=205)	30.3%
30 to 39 (n=169)	34.1%
40 to 49 (n=208)	32.8%
50 to 59 (n=178)	27.4%
60 plus (n=239)	33.4%

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# NDP Party Victory Effect on Economy

**Question:** For each of the following please tell me whether their victory in the next federal election will have a positive, somewhat positive, a neutral, and a somewhat negative or negative effect on the strength of the Canadian economy?  
[RANDOMIZE]

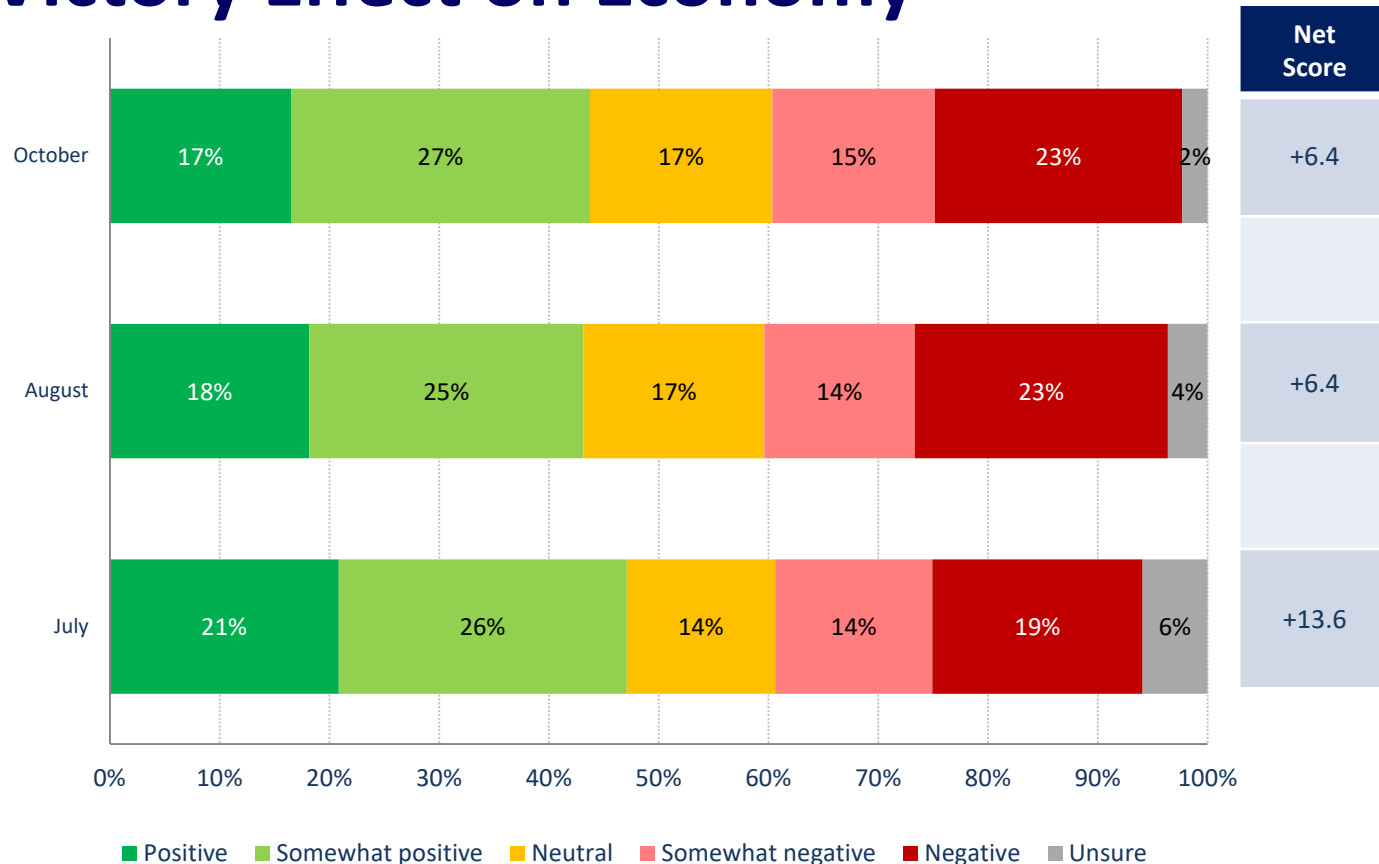
## The New Democrat Party led by Tom Mulcair

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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# NDP Victory Effect on Economy

**Question:** For each of the following please tell me whether their victory in the next federal election will have a positive, somewhat positive, a neutral, and a somewhat negative or negative effect on the strength of the Canadian economy?  
[RANDOMIZE]

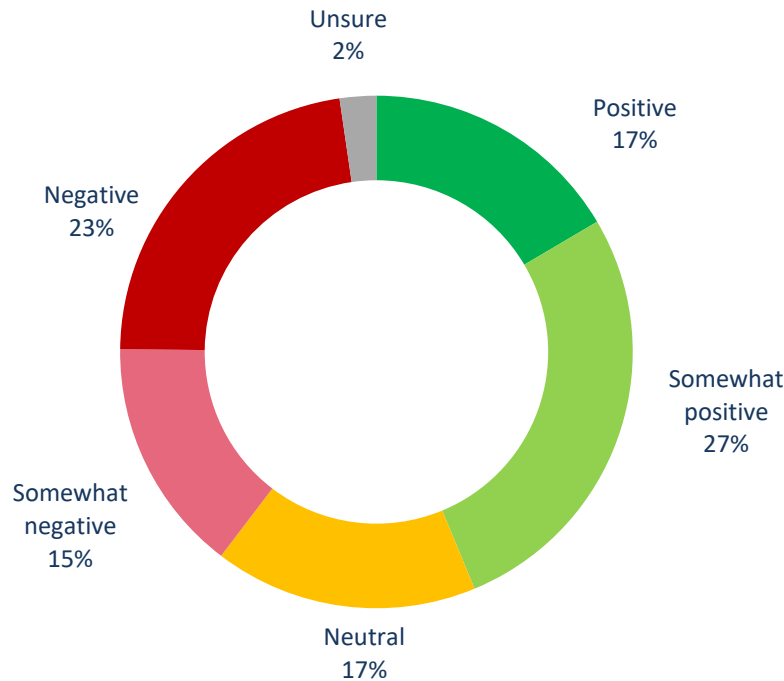
**The New Democratic Party led by Tom Mulcair**

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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Net Score
+6.4

Subgroups	Positive/Somewhat positive (n=1,000)
Atlantic (n=100)	37.0%
Quebec (n=250)	56.0%
Ontario (n=300)	38.3%
Prairies (n=200)	33.7%
British Columbia (n=150)	52.3%
Male (n=500)	40.1%
Female (n=500)	47.4%
18 to 29 (n=205)	54.0%
30 to 39 (n=169)	42.9%
40 to 49 (n=208)	38.7%
50 to 59 (n=178)	42.2%
60 plus (n=239)	41.1%



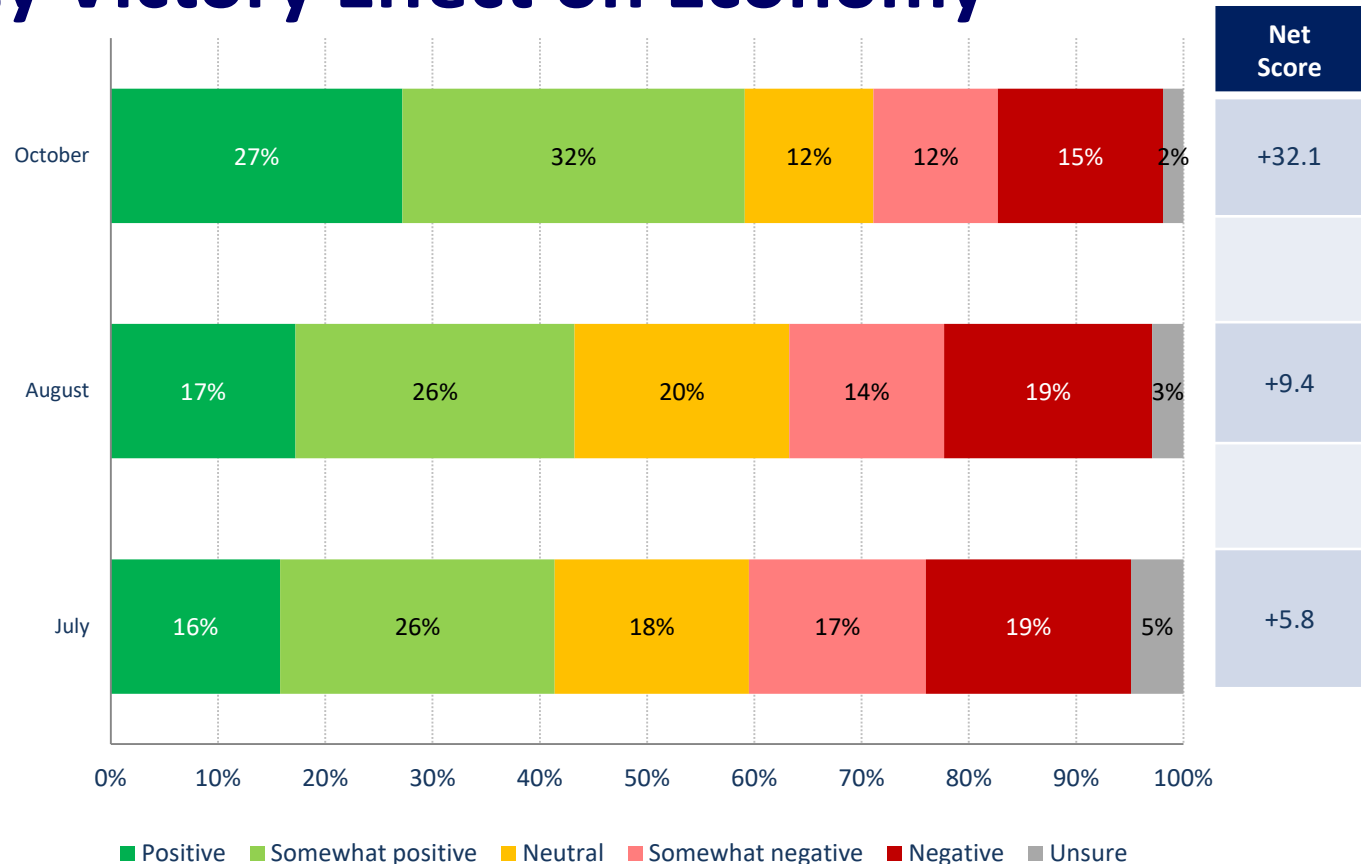
# Liberal Party Victory Effect on Economy

**Question:** For each of the following please tell me whether their victory in the next federal election will have a positive, somewhat positive, a neutral, and a somewhat negative or negative effect on the strength of the Canadian economy?  
[RANDOMIZE]

## The Liberal Party led by Justin Trudeau

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is  $\pm 3.1$  percentage points, 19 times out of 20.

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# Liberal Victory Effect on Economy

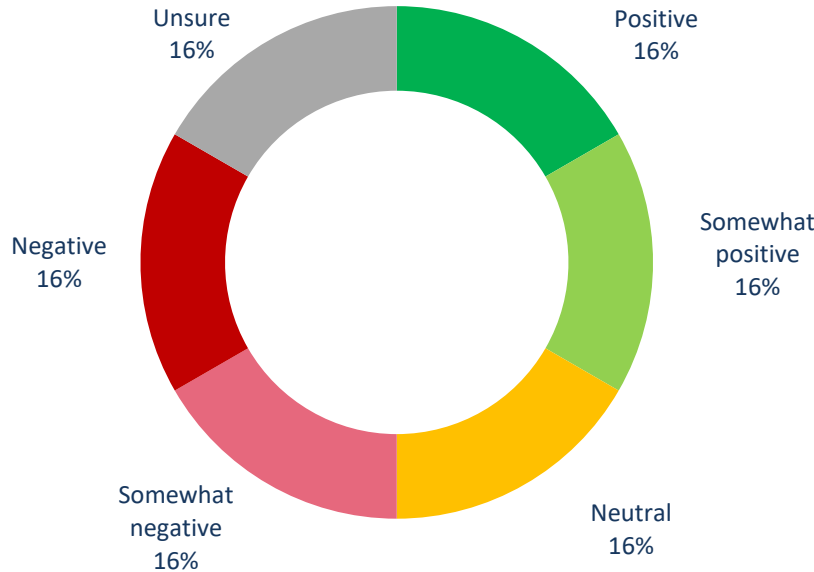
**Net Score**  
+32.1

**Question:** For each of the following please tell me whether their victory in the next federal election will have a positive, somewhat positive, a neutral, and a somewhat negative or negative effect on the strength of the Canadian economy?  
[RANDOMIZE]

The Liberal Party led by Justin Trudeau

Nanos Research conducted a RDD dual-frame (land- and cell-line) hybrid random survey of 1,000 Canadians from October 15<sup>th</sup>, to 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a survey of 1,000 Canadians is respondents is ±3.1 percentage points, 19 times out of 20.

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Subgroups	Positive/Somewhat positive (n=1,000)
Atlantic (n=100)	73.0%
Quebec (n=250)	58.8%
Ontario (n=300)	56.5%
Prairies (n=200)	51.5%
British Columbia (n=150)	65.7%
Male (n=500)	56.1%
Female (n=500)	62.1%
18 to 29 (n=205)	66.4%
30 to 39 (n=169)	55.6%
40 to 49 (n=208)	53.0%
50 to 59 (n=178)	56.7%
60 plus (n=239)	62.5%

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**NANOS SURVEY**





## Methodology



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 NANOS SURVEY



# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between October 15<sup>th</sup>, and 16<sup>th</sup>, 2015 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

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

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News, The Globe and Mail and Nanos Research.

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NANOS SURVEY

# Technical Notes

Element	Description	Element	Description
Organization who commissioned the research	Globe and Mail; CTV News; Nanos Research	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Fifteen percent of those individuals randomly recruited by phone participated in the study.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module XX of an omnibus survey. The preceding module included questions on unprompted issues of national concern and vote preferences. After this module was a module on XX, followed by a module on XX.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	October 15 <sup>th</sup> and 16 <sup>th</sup> , 2015.		
Language of Survey	The survey was conducted in both English and French.		





## Tabulations



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 NANOS SURVEY



2015-725 - CTV/Globe and Mail/Nanos Survey - STAT SHEET - FINAL

			Region					Gender		Age					
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - Thinking of your vote in the upcoming federal election, would you say that [ROTATE] it is time for a change or not time for a change?	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	It is time for a change	%	71.2	79.3	78.9	68.4	57.2	77.1	66.8	75.5	78.6	67.2	67.7	74.0	68.4
	It is not time for a change	%	23.7	16.9	15.0	29.1	34.0	18.5	28.5	19.0	16.5	27.4	28.0	19.3	27.0
	Unsure	%	5.1	3.8	6.1	2.5	8.8	4.4	4.6	5.5	4.9	5.4	4.3	6.7	4.6

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 15<sup>th</sup>, and 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.



2015-725 – CTV/Globe and Mail/Nanos Survey – STAT SHEET – FINAL

		Region							Gender		Age					
		Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus		
Question 2 – Regardless of your vote preferences, which of the following possible outcomes of the upcoming federal election do you think will have the most positive impact on the Canadian economy? [Randomize options]	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330	
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239	
		Majority Conservative Government led by Stephen Harper	%	23.2	16.0	16.0	24.4	36.9	19.2	28.1	18.3	19.4	26.1	26.5	20.4	23.5
		Minority Conservative Government led by Stephen Harper	%	4.7	4.5	4.4	5.0	5.2	4.0	5.2	4.2	3.3	5.8	3.6	5.2	5.6
		Majority NDP Government led by Tom Mulcair	%	13.6	12.5	15.9	13.2	6.8	20.0	11.1	16.1	22.1	13.6	11.3	14.1	7.8
		Minority NDP Government led by Tom Mulcair	%	6.1	3.9	10.4	4.3	4.1	6.9	6.3	6.0	5.7	6.3	3.0	7.1	8.4
		Majority Liberal Government led by Justin Trudeau	%	28.5	37.3	28.4	29.9	25.0	24.9	28.0	29.0	24.9	21.2	29.4	29.4	35.5
		Minority Liberal Government led by Justin Trudeau	%	13.8	15.7	13.5	13.9	11.7	15.6	13.7	14.0	18.3	15.5	10.8	13.2	11.8
		None will have a positive impact on the Canadian economy	%	5.9	2.9	7.5	6.2	5.9	4.6	5.0	6.8	2.5	6.5	10.5	5.5	4.7
		Unsure	%	4.2	7.2	3.8	3.1	4.3	4.9	2.7	5.7	3.8	5.0	4.9	5.1	2.6

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2015-725 – CTV/Globe and Mail/Nanos Survey – STAT SHEET – FINAL

			Region						Gender		Age				
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 – Regardless of your vote preference, which of the following possible outcomes of the upcoming federal election would have the most satisfaction to you personally? [Randomize options]	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Majority Conservative Government led by Stephen Harper	%	20.9	16.9	14.9	22.1	31.7	16.7	25.6	16.2	15.7	22.6	24.8	16.9	23.8
	Minority Conservative Government led by Stephen Harper	%	4.2	.0	1.9	6.2	6.1	4.6	4.9	3.6	3.2	3.9	2.7	6.6	5.0
	Majority NDP Government led by Tom Mulcair	%	19.4	17.5	28.2	16.7	10.1	24.1	17.8	21.1	27.8	16.8	16.4	20.3	16.0
	Minority NDP Government led by Tom Mulcair	%	6.6	4.8	12.4	4.2	4.3	6.1	6.4	6.8	6.1	7.6	5.4	6.8	7.3
	Majority Liberal Government led by Justin Trudeau	%	27.8	32.4	19.0	33.1	30.2	25.6	25.8	29.8	26.2	20.1	33.7	27.6	29.6
	Minority Liberal Government led by Justin Trudeau	%	11.2	13.6	11.2	10.7	8.9	13.8	11.2	11.2	9.9	14.4	7.1	13.4	12.0
	None will be satisfying to me personally	%	7.2	8.4	10.4	5.5	7.5	3.8	6.2	8.1	9.0	10.2	6.7	6.4	4.4
Unsure	%	2.6	6.4	2.0	1.5	1.4	5.2	2.1	3.2	2.1	4.5	3.2	1.9	1.9	

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 15<sup>th</sup>, and 16<sup>th</sup>, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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			Region					Gender		Age					
			Canada 2015-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 – Thinking of the federal party leaders, who do you trust to manage the economy?	Total	Unwgt N	1000	100	250	300	200	150	500	500	134	132	162	242	330
		Wgt N	1000	100	250	300	200	150	500	500	205	169	208	178	239
	Stephen Harper	%	29.4	17.7	23.5	30.8	45.5	22.7	33.0	25.8	26.0	32.5	32.4	24.5	31.1
	Justin Trudeau	%	31.4	45.5	22.2	34.2	30.8	32.6	30.3	32.5	28.8	24.6	33.1	33.4	35.5
	Thomas Mulcair	%	22.2	20.2	34.1	18.9	12.9	22.4	20.1	24.2	26.4	26.4	16.7	22.0	20.3
	Elizabeth May	%	5.7	9.7	2.0	3.7	2.8	16.7	7.3	4.0	6.9	2.9	5.4	8.0	5.0
	Gilles Duceppe	%	2.6	.0	9.9	.0	.0	.9	2.0	3.2	2.7	2.4	2.9	3.1	2.1
	Unsure	%	8.7	6.9	8.3	12.4	7.9	4.7	7.2	10.3	9.1	11.1	9.4	9.0	6.0

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For each of the following please tell me whether their victory in the next federal election will have a positive, somewhat positive, a neutral, and a somewhat negative or negative effect on the strength of the Canadian economy? [Randomize questions 5 to 7]

Table with columns for Region (Canada 2015-10, Atlantic Canada, Quebec, Ontario, Prairies, British Columbia), Gender (Male, Female), and Age (18 to 29, 30 to 39, 40 to 49, 50 to 59, 60 plus). Rows include Question 5 - The Conservative Party led by Stephen Harper, Total, Unwgt N, Wgt N, Positive, Somewhat positive, Neutral, Somewhat negative, Negative, and Unsure.

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 15th, and 16th, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.



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For each of the following please tell me whether their victory in the next federal election will have a positive, somewhat positive, a neutral, and a somewhat negative or negative effect on the strength of the Canadian economy? [Randomize questions 5 to 7]

Table with columns for Region (Canada 2015-10, Atlantic Canada, Quebec, Ontario, Prairies, British Columbia), Gender (Male, Female), and Age (18 to 29, 30 to 39, 40 to 49, 50 to 59, 60 plus). Rows include Question 6 - The New Democratic Party led by Tom Mulcair, Total, Unwgt N, Wgt N, Positive, Somewhat positive, Neutral, Somewhat negative, Negative, and Unsure.

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 15th, and 16th, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.



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For each of the following please tell me whether their victory in the next federal election will have a positive, somewhat positive, a neutral, and a somewhat negative or negative effect on the strength of the Canadian economy? [Randomize questions 5 to 7]

Table with columns for Region (Canada 2015-10, Atlantic Canada, Quebec, Ontario, Prairies, British Columbia), Gender (Male, Female), and Age (18 to 29, 30 to 39, 40 to 49, 50 to 59, 60 plus). Rows include Unwgt N, Wgt N, and response categories: Positive, Somewhat positive, Neutral, Somewhat negative, Negative, and Unsure.

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 15th, and 16th, 2015, as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.