Who has the advantage on the economy

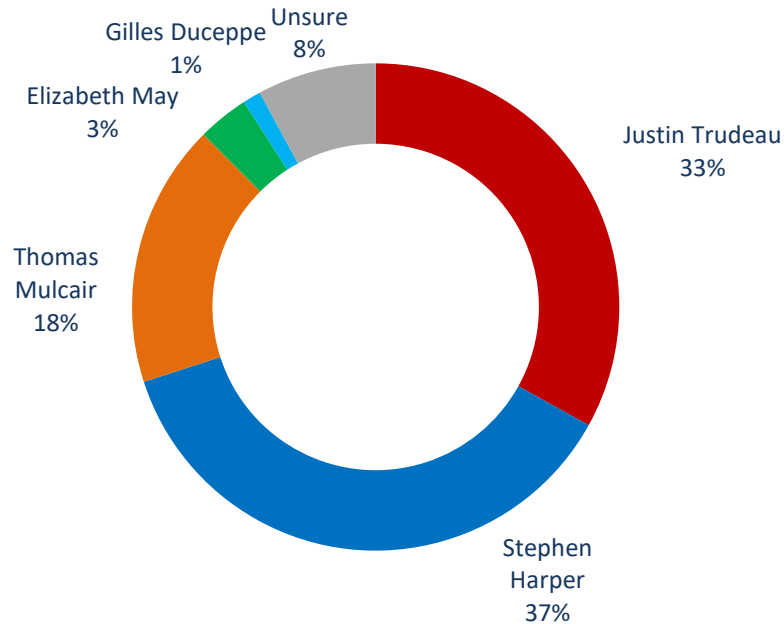# *Trudeau seen as having best plan for economy – Harper marginally less risky*

Trudeau enjoys an advantage over Harper in terms of being the leader with the best economic plan, while perceptions of risk marginally favour Harper. Canadians are slightly more likely to believe that things are better rather than worse.

- **Risk for the Canadian economy** – When asked which leader, if they were to become Prime Minister, would be the least risky in terms of their impact on the strength of the Canadian economy, 37% of Canadians said Stephen Harper followed by Justin Trudeau with 33%. Only 18% would say the same for Thomas Mulclair.

- **Best economic plan** – Just under two in five (39%) Canadians say that Justin Trudeau has the best plan for the economy. Comparatively, just over a third of Canadians (33%) would say out Stephen Harper has the best plan, and only 16% would say the same about Thomas Mulcair.

- **Performance of the Canadian economy** – Canadians' impressions of economic performance are fairly evenly split. Just under two in five (38%) Canadians say that the economy has generally performed better over the past ten years, compared to just under a third (31%) who say it has performed worse. Twenty-seven percent of Canadians said that it has performed the same.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between October 3rd and 5th, 2015 as part of an omnibus survey by Nanos Research. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

Least Risky Federal Party Leader for the Canadian Economy

Gilles Duceppe
1%

Unsure
8%

Elizabeth May
3%

Justin Trudeau
33%

Thomas
Mulcair
18%

Stephen
Harper
37%

Subgroups	Harper
Atlantic (n=100)	31.3%
Quebec (n=250)	37.1%
Ontario (n=300)	37.3%
Prairies (n=200)	41.7%
British Columbia (n=150)	33.8%
Male (n=500)	43.6%
Female (n=500)	30.3%
18 to 29 (n=200)	32.7%
30 to 39 (n=169)	39.7%
40 to 49 (n=210)	39.4%
50 to 59 (n=184)	32.4%
60 plus (n=235)	40.1%

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

QUESTION – Which of the federal party leaders would you say is the least risky in terms of the impact on the strength of the Canadian economy if they were to be Prime Minister? [RANDOMIZE]

Party Leader with the Best Economic Plan
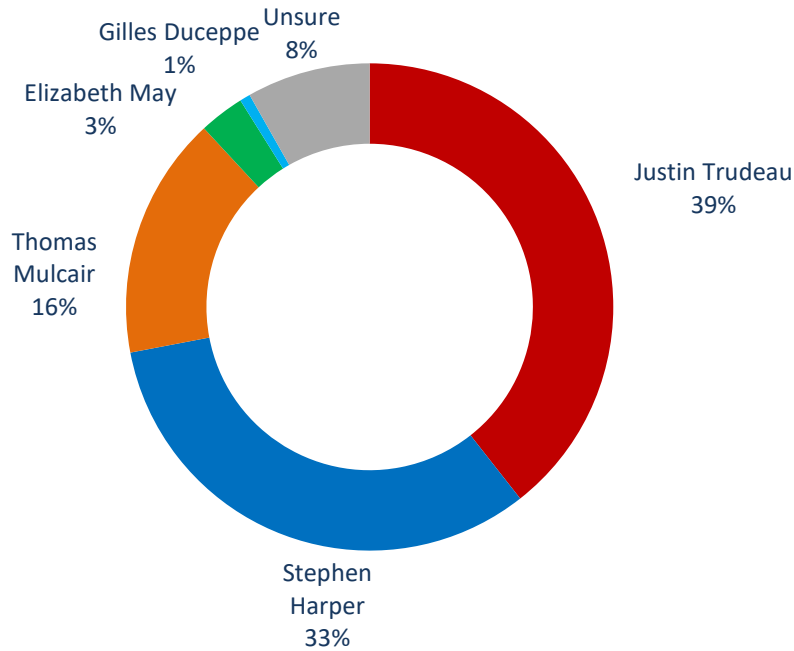
Subgroups	Trudeau
Atlantic (n=100)	43.7%
Quebec (n=250)	35.6%
Ontario (n=300)	41.8%
Prairies (n=200)	37.8%
British Columbia (n=150)	40.2%
Male (n=500)	36.3%
Female (n=500)	42.5%
18 to 29 (n=200)	38.7%
30 to 39 (n=169)	33.2%
40 to 49 (n=210)	36.9%
50 to 59 (n=184)	41.6%
60 plus (n=235)	45.0%

Gilles Duceppe 1%
Unsure 8%
Elizabeth May 3%
Justin Trudeau 39%
Thomas Mulcair 16%
Stephen Harper 33%

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

QUESTION – Which of the federal party leaders would you say has the best plan for the economy? [RANDOMIZE]

Performance of the Canadian Economy

Net Score
+6.4

Unsure
4%

Better
38%

The same
27%

Worse
31%

Subgroups	Better
Atlantic (n=100)	36.8%
Quebec (n=250)	34.0%
Ontario (n=300)	36.2%
Prairies (n=200)	47.6%
British Columbia (n=150)	33.2%
Male (n=500)	40.3%
Female (n=500)	34.8%
18 to 29 (n=200)	33.5%
30 to 39 (n=169)	39.9%
40 to 49 (n=210)	38.9%
50 to 59 (n=184)	36.3%
60 plus (n=235)	39.1%
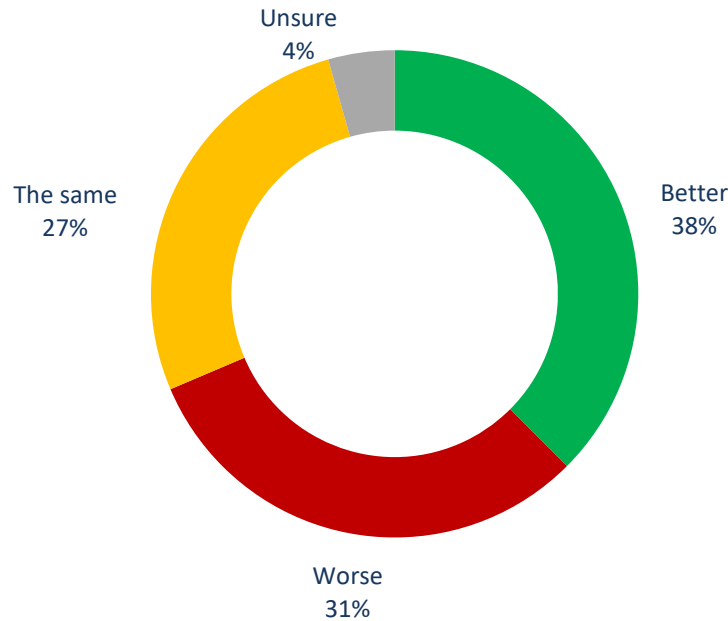
*Note: Charts may not add up to 100 due to rounding

QUESTION – Over the past ten years, do you feel that the Canadian economy has generally performed better, worse or the same as the global economy?

Methodology

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 3rd and 5th, 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 ±3.1 percentage points, 19 times out of 20.

The research was commissioned by Bloomberg.

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

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

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Technical Note

Element	Description
Organization who commissioned the research	Bloomberg News Canada
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online [omnibus] survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	October 3rd to 5th, 2015.
Language of Survey	The survey was conducted in both English and French.

Element	Description
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
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (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.
Estimated Response Rate	16% percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module four of an omnibus survey. The preceding module included questions on about unprompted issues of national concern and vote preferences. After this module was a module on trade, followed by a module on citizenship.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

Tabulations

			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 - Which of the federal party leaders would you say is the least risky in terms of the impact on the strength of the Canadian economy if they were to be Prime Minister? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	162	181	198	190	269
		Wgt N	1000	100	250	300	200	150	500	500	200	169	210	184	235
	Justin Trudeau	%	33.1	39.2	30.9	33.4	32.1	33.3	30.5	35.6	30.6	29.4	34.3	36.7	33.8
	Stephen Harper	%	37.0	31.3	37.1	37.3	41.7	33.8	43.6	30.3	32.7	39.7	39.4	32.4	40.1
	Thomas Mulcair	%	17.5	21.5	18.3	18.4	13.0	17.9	14.7	20.4	23.8	16.7	16.6	19.1	12.4
	Elizabeth May	%	3.4	2.0	2.4	2.4	4.1	6.9	2.9	3.9	3.1	6.4	2.1	4.0	2.1
	Gilles Duceppe	%	1.2	1.8	3.4	.0	.7	.0	1.0	1.3	2.1	1.3	.5	.0	1.8
	Unsure	%	7.9	4.0	8.0	8.5	8.6	8.1	7.3	8.5	7.7	6.5	7.2	7.8	9.9

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 3rd and 5th, 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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			Place of birth				Family status				
			Canada 2015-10	Born inside of Canada	Born outside of Canada	Rather not say	Married with children at home	Married without children at home	Not married with children at home	Not married without children at home	Unsure/rather not say
Question - Which of the federal party leaders would you say is the least risky in terms of the impact on the strength of the Canadian economy if they were to be Prime Minister? [RANDOMIZE]	Total	Unwgt N	1000	821	173	6	240	458	61	218	23
		Wgt N	1000	828	165	6	252	438	64	223	22
	Justin Trudeau	%	33.1	33.4	32.0	17.2	27.8	34.6	27.4	37.1	37.5
	Stephen Harper	%	37.0	37.2	36.0	34.3	46.8	36.9	33.1	28.6	21.9
	Thomas Mulcair	%	17.5	17.2	19.1	15.3	16.4	15.7	19.9	22.6	9.2
	Elizabeth May	%	3.4	3.7	.5	33.2	2.7	2.5	4.3	3.9	20.7
	Gilles Duceppe	%	1.2	1.0	1.9	.0	1.2	.9	1.6	1.5	.0
	Unsure	%	7.9	7.4	10.6	.0	5.0	9.5	13.8	6.2	10.7

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 3rd and 5th, 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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			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 - Which of the federal party leaders would you say has the best plan for the economy? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	162	181	198	190	269
		Wgt N	1000	100	250	300	200	150	500	500	200	169	210	184	235
	Justin Trudeau	%	39.4	43.7	35.6	41.8	37.8	40.2	36.3	42.5	38.7	33.2	36.9	41.6	45.0
	Stephen Harper	%	32.6	24.4	31.2	33.1	41.7	27.1	37.9	27.2	27.2	33.3	36.3	29.6	35.6
	Thomas Mulcair	%	16.1	21.9	19.4	16.1	9.7	15.5	15.0	17.3	18.6	19.0	15.1	16.8	12.4
	Elizabeth May	%	3.0	2.5	1.5	1.2	3.3	8.8	3.0	2.9	3.5	3.2	2.6	3.8	2.0
	Gilles Duceppe	%	.7	.0	2.0	.0	.9	.0	.9	.5	2.5	.5	.5	.0	.0
	Unsure	%	8.2	7.4	10.2	7.8	6.7	8.5	6.9	9.6	9.5	10.8	8.6	8.3	5.0

Nanos conducted a RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians between October 3rd and 5th, 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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			Place of birth				Family status			
			Canada 2015-10	Born inside of Canada	Born outside of Canada	Rather not say	Married with children at home	Married without children at home	Not married with children at home	Not married without children at home	Unsure/rather not say
Question - Which of the federal party leaders would you say has the best plan for the economy? [RANDOMIZE]	Total	Unwgt N	1000	821	173	6	240	458	61	218	23
		Wgt N	1000	828	165	6	252	438	64	223	22
	Justin Trudeau	%	39.4	39.9	37.9	17.2	33.0	42.2	28.1	44.2	40.3
	Stephen Harper	%	32.6	32.6	33.0	19.0	44.0	33.0	27.3	21.5	21.9
	Thomas Mulcair	%	16.1	15.5	19.4	15.3	13.5	14.5	21.9	21.0	11.8
	Elizabeth May	%	3.0	3.2	1.5	15.4	2.3	2.0	4.3	4.2	15.4
	Gilles Duceppe	%	.7	.8	.0	.0	.3	.2	4.2	1.0	.0
	Unsure	%	8.2	8.0	8.2	33.1	6.9	8.1	14.2	8.1	10.7

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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 - Over the past ten years, do you feel that the Canadian economy has generally performed better, worse or the same as the global economy?	Total	Unwgt N	1000	100	250	300	200	150	500	500	162	181	198	190	269
		Wgt N	1000	100	250	300	200	150	500	500	200	169	210	184	235
	Better	%	37.5	36.8	34.0	36.2	47.6	33.2	40.3	34.8	33.5	39.9	38.9	36.3	39.1
	Worse	%	31.1	30.8	33.5	31.3	26.5	33.1	30.6	31.6	35.7	25.8	32.1	32.8	28.9
	The same	%	27.0	30.4	28.9	26.3	22.8	28.4	27.2	26.8	24.8	31.6	24.9	26.6	27.7
	Unsure	%	4.4	2.1	3.5	6.2	3.1	5.3	2.0	6.8	6.0	2.7	4.1	4.3	4.4

				Place of birth			Family status				
			Canada 2015-10	Born inside of Canada	Born outside of Canada	Rather not say	Married with children at home	Married without children at home	Not married with children at home	Not married without children at home	Unsure/rather not say
Question - Over the past ten years, do you feel that the Canadian economy has generally performed better, worse or the same as the global economy?	Total	Unwgt N	1000	821	173	6	240	458	61	218	23
		Wgt N	1000	828	165	6	252	438	64	223	22
	Better	%	37.5	37.9	36.5	19.0	46.5	41.6	33.4	21.9	24.1
	Worse	%	31.1	31.6	28.8	30.6	20.8	32.4	22.8	41.8	40.4
	The same	%	27.0	26.9	27.4	34.9	28.5	22.4	36.0	32.7	17.2
	Unsure	%	4.4	3.7	7.3	15.4	4.2	3.6	7.8	3.6	18.3

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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 - Were you born in Canada or outside of Canada? [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	162	181	198	190	269
		Wgt N	1000	100	250	300	200	150	500	500	200	169	210	184	235
	Born inside of Canada	%	82.8	79.9	86.3	78.9	88.2	79.9	81.6	84.1	93.4	80.1	86.4	79.6	75.2
	Born outside of Canada	%	16.5	18.2	13.7	20.7	11.2	18.7	17.7	15.3	6.0	18.7	12.5	19.8	24.8
	Rather not say	%	.6	2.0	.0	.4	.6	1.4	.6	.6	.6	1.2	1.1	.5	.0

				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 - Which of the following best describes your family status? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	500	500	162	181	198	190	269
		Wgt N	1000	100	250	300	200	150	500	500	200	169	210	184	235
	Married with children at home	%	25.2	19.9	23.0	28.1	30.9	19.2	28.4	22.1	42.9	48.9	25.0	10.9	4.6
	Married without children at home	%	43.8	48.1	38.3	44.5	43.7	49.0	47.6	40.0	12.2	23.5	42.6	62.8	71.5
	Not married with children at home	%	6.4	4.7	10.7	4.6	6.5	3.7	5.3	7.5	12.3	7.6	6.0	3.7	2.9
	Not married without children at home	%	22.3	24.1	25.4	21.1	16.6	26.0	17.7	27.0	31.5	18.4	24.3	18.0	18.9
	Unsure/rather not say	%	2.2	3.1	2.6	1.6	2.4	2.1	1.0	3.4	1.0	1.7	2.1	4.5	2.0