

# Trusting Leaders



October 22, 2012

## Who Canadians trust on issues

### METHODOLOGY

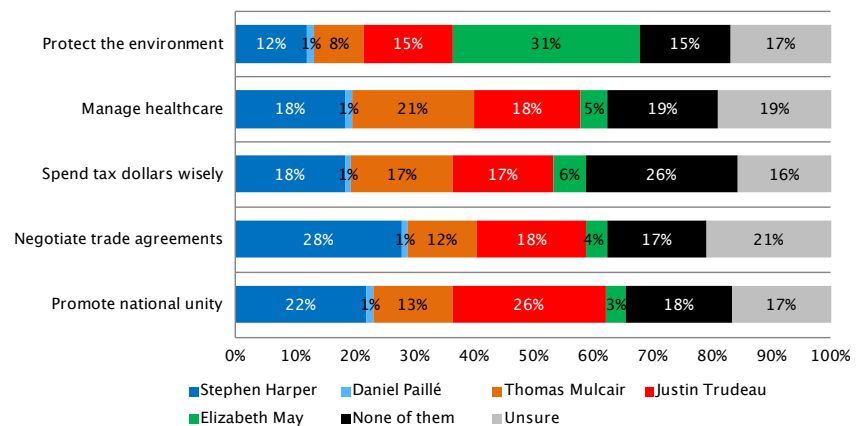
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**QUESTION:** Of the following individuals [RANDOMIZE] Stephen Harper, leader of the Conservative Party of Canada; Daniel Paillé, leader of the Bloc Québécois; Thomas Mulcair, leader of the federal NDP; Justin Trudeau, leadership candidate for the federal Liberal Party; and Elizabeth May, leader of the federal Green Party, who do you trust most to:



### TRUST TOWARDS FEDERAL LEADERS

Responses (%)**	n	Stephen Harper	Daniel Paillé	Thomas Mulcair	Justin Trudeau	Elizabeth May	None of them	Unsure
		%	%	%	%	%	%	%
Promote national unity	1,000	22.0	1.1	13.3	25.8	3.4	17.8	16.6
Negotiate trade agreements	1,000	27.9	1.0	11.7	18.4	3.5	16.6	21.0
Spend tax dollars wisely	1,000	18.3	1.1	17.2	16.7	5.5	25.6	15.7
Manage healthcare	1,000	18.4	1.1	20.6	17.8	4.6	18.6	19.0
Protect the environment	1,000	12.0	1.2	8.3	15.0	31.4	15.2	17.0

\* Note: Small sample size

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

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# Protecting Environment



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## May top choice for trust in environment

### METHODOLOGY

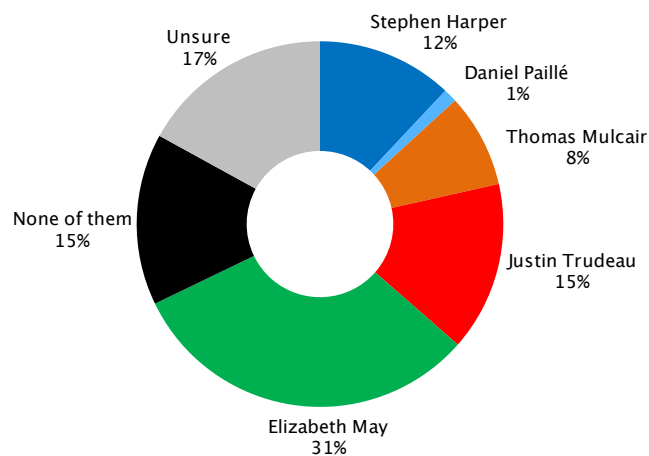
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### PROTECTING THE ENVIRONMENT

Responses (%)**	Stephen Harper	Daniel Paillé	Thomas Mulcair	Justin Trudeau	Elizabeth May	None of them	Unsure
	%	%	%	%	%	%	%
Canada 2012-10 (n=1,000)	12.0	1.2	8.3	15.0	31.4	15.2	17.0
Atlantic (n=100)*	11.9	3.1	9.4	17.4	27.6	15.8	14.7
Quebec (n=250)	6.5	1.7	15.7	17.1	34.6	11.3	13.1
Ontario (n=300)	12.1	1.1	6.8	14.6	34.7	13.4	17.2
Prairies (n=200)	18.9	0.6	4.0	12.1	23.5	18.7	22.1
British Columbia (n=150)	11.5	-	3.8	14.2	32.4	20.4	17.7
18 to 29 (n=206)	13.2	3.7	7.8	12.1	41.9	9.1	12.2
30 to 39 (n=171)	7.8	0.9	6.4	14.6	33.4	14.8	22.1
40 to 49 (n=208)	9.6	-	6.3	16.3	29.1	20.1	18.6
50 to 59 (n=180)	9.2	0.6	8.5	18.7	29.6	16.5	17.0
60 plus (n=235)	18.1	0.7	11.8	13.7	24.1	15.6	16.1

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# Managing Healthcare



October 22, 2012

## Mulcair, Harper, Trudeau close on healthcare trust

### METHODOLOGY

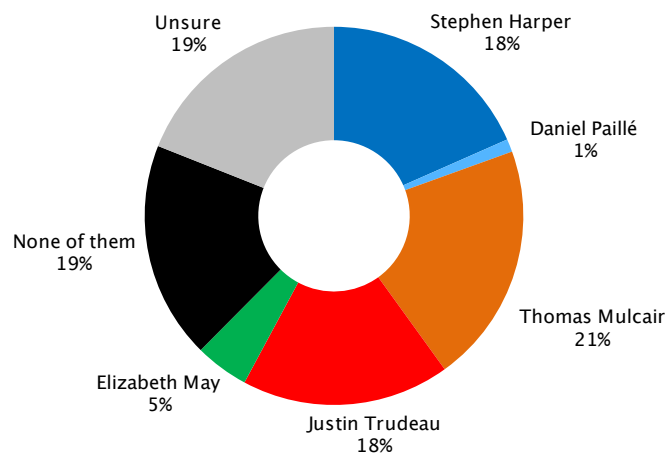
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### MANAGING HEALTHCARE

Responses (%)**	Stephen Harper	Daniel Paillé	Thomas Mulcair	Justin Trudeau	Elizabeth May	None of them	Unsure
	%	%	%	%	%	%	%
Canada 2012-10 (n=1,000)	18.4	1.1	20.6	17.8	4.6	18.6	19.0
Atlantic (n=100)*	17.2	-	20.9	25.6	6.6	15.7	14.0
Quebec (n=250)	11.4	2.7	31.3	22.8	2.6	12.4	16.7
Ontario (n=300)	21.5	1.1	18.4	15.4	6.3	17.9	19.5
Prairies (n=200)	27.6	0.3	15.0	11.0	2.1	23.9	20.0
British Columbia (n=150)	12.6	-	14.4	18.0	6.1	25.3	23.6
18 to 29 (n=206)	20.0	1.4	24.1	19.5	4.2	10.7	20.2
30 to 39 (n=171)	12.9	-	16.3	20.3	6.0	18.5	26.0
40 to 49 (n=208)	12.4	1.7	15.5	17.9	5.7	26.5	20.3
50 to 59 (n=180)	14.1	0.6	23.2	21.8	3.9	19.2	17.2
60 plus (n=235)	29.8	1.4	23.0	11.2	3.3	18.2	13.0

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## Harper, Mulcair, Trudeau close on trust with tax dollars

### METHODOLOGY

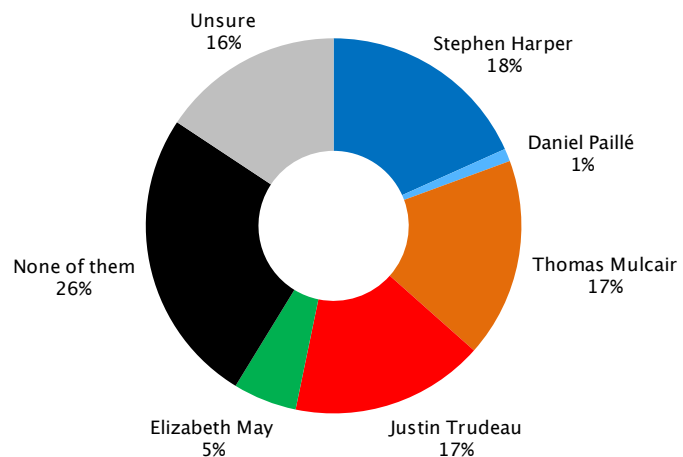
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### SPENDING TAX DOLLARS WISELY

Responses (%)**	Stephen Harper	Daniel Paillé	Thomas Mulcair	Justin Trudeau	Elizabeth May	None of them	Unsure
	%	%	%	%	%	%	%
Canada 2012-10 (n=1,000)	18.3	1.1	17.2	16.7	5.5	25.6	15.7
Atlantic (n=100)*	11.4	0.8	16.9	20.4	6.1	24.7	19.8
Quebec (n=250)	13.5	2.1	27.1	22.3	3.5	19.3	12.2
Ontario (n=300)	20.9	0.7	14.1	15.5	8.1	24.1	16.6
Prairies (n=200)	25.3	1.0	10.2	11.5	3.8	31.4	16.9
British Columbia (n=150)	16.3	0.7	16.4	14.0	5.5	31.9	15.2
18 to 29 (n=206)	17.5	3.6	18.7	18.1	8.4	17.1	16.5
30 to 39 (n=171)	15.2	-	16.0	14.4	7.8	24.7	21.9
40 to 49 (n=208)	16.1	-	11.4	21.7	3.8	31.7	15.3
50 to 59 (n=180)	16.3	1.2	18.8	17.5	5.6	28.0	12.7
60 plus (n=235)	24.5	0.7	20.6	12.0	2.8	26.5	12.9

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# Trade Agreements



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## Harper most trusted to negotiate trade

### METHODOLOGY

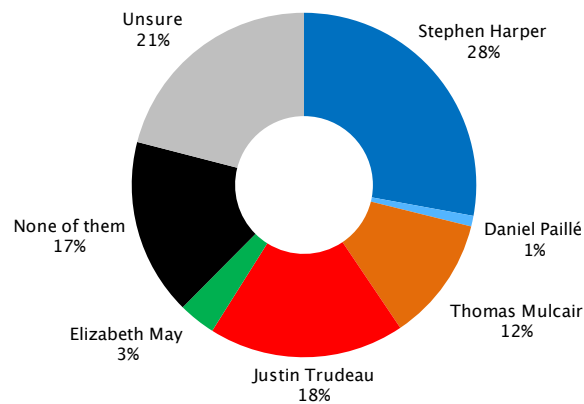
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### NEGOTIATE TRADE AGREEMENTS

Responses (%)**	Stephen Harper	Daniel Paillé	Thomas Mulcair	Justin Trudeau	Elizabeth May	None of them	Unsure
	%	%	%	%	%	%	%
Canada 2012-10 (n=1,000)	27.9	1.0	11.7	18.4	3.5	16.6	21.0
Atlantic (n=100)*	21.1	0.8	18.9	21.1	4.8	14.4	18.9
Quebec (n=250)	27.8	1.7	16.3	22.4	1.0	12.6	18.2
Ontario (n=300)	30.0	0.7	8.4	19.3	5.7	15.8	20.0
Prairies (n=200)	33.2	0.9	8.2	12.1	3.1	17.8	24.8
British Columbia (n=150)	21.3	0.8	10.2	16.4	3.0	24.6	23.7
18 to 29 (n=206)	29.2	1.7	10.5	16.5	6.1	13.4	22.5
30 to 39 (n=171)	21.6	0.7	11.9	18.1	5.8	15.9	26.1
40 to 49 (n=208)	24.2	-	7.6	23.2	3.4	18.5	23.2
50 to 59 (n=180)	22.8	1.3	15.6	20.8	2.8	19.5	17.1
60 plus (n=235)	38.4	1.4	13.1	14.0	0.2	16.0	16.8

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# Promote National Unity



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## Trudeau slightly ahead of Harper on national unity

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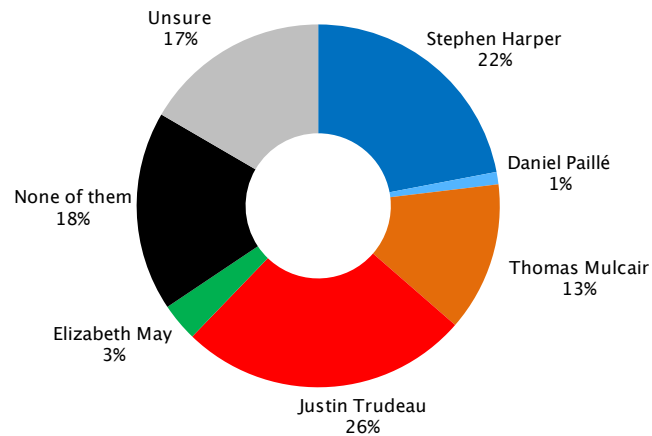
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### PROMOTE NATIONAL UNITY

Responses (%)**	Stephen Harper	Daniel Paillé	Thomas Mulcair	Justin Trudeau	Elizabeth May	None of them	Unsure
	%	%	%	%	%	%	%
Canada 2012-10 (n=1,000)	22.0	1.1	13.3	25.8	3.4	17.8	16.6
Atlantic (n=100)*	17.2	-	11.6	29.5	7.5	15.7	18.5
Quebec (n=250)	17.9	2.9	20.4	32.5	1.5	12.4	12.4
Ontario (n=300)	21.6	0.7	11.2	27.2	5.1	19.1	15.1
Prairies (n=200)	30.9	0.3	7.5	17.7	1.0	20.5	22.1
British Columbia (n=150)	21.2	0.8	14.5	19.9	3.9	21.7	18.0
18 to 29 (n=206)	25.2	1.6	17.5	19.6	4.6	14.3	17.2
30 to 39 (n=171)	17.8	1.8	11.0	26.9	3.5	17.9	21.1
40 to 49 (n=208)	15.4	0.6	6.7	31.5	4.5	22.2	19.1
50 to 59 (n=180)	16.1	1.1	14.2	30.9	2.7	20.1	14.9
60 plus (n=235)	32.8	0.7	16.5	21.4	2.0	14.9	11.7

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