Asking Canadians which party leaders they trust most to support economic growth
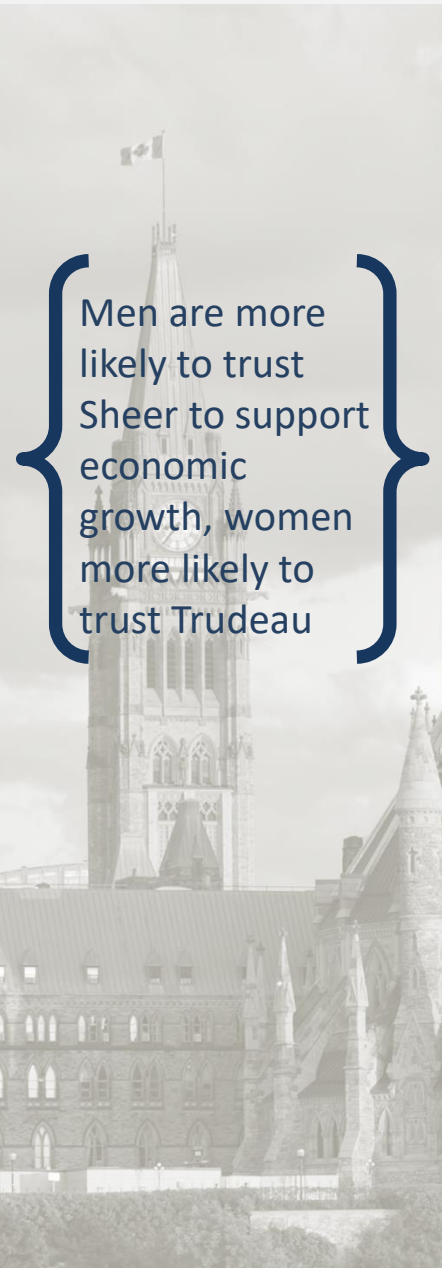
National survey released June, 2019
Project 2019-1442

Bloomberg (n) **NANOS**

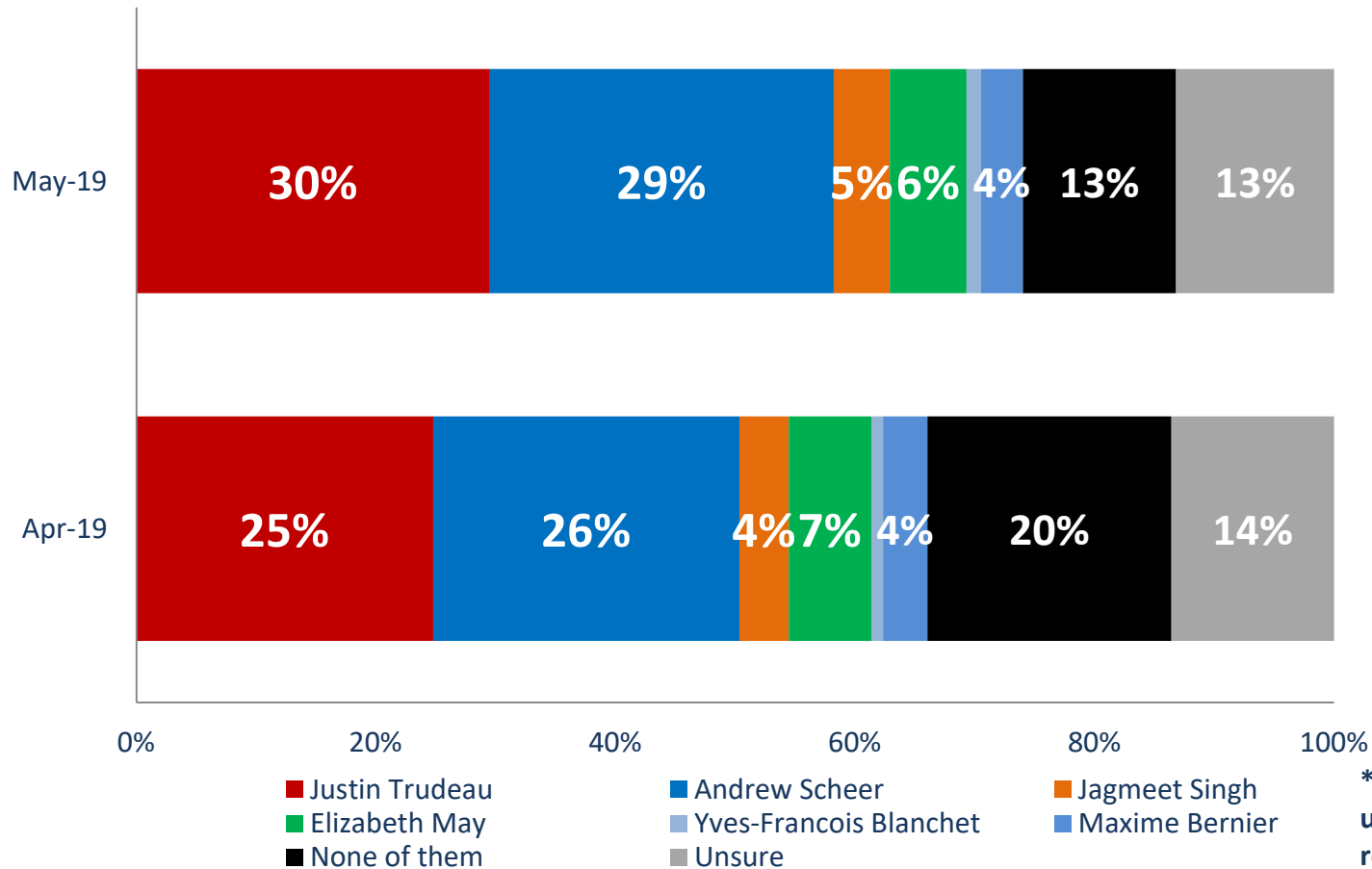> Men are more likely to trust Sheer to support economic growth, women more likely to trust Trudeau

Canadians split on who to trust between Andrew Scheer or Justin Trudeau for supporting economic growth in Canada.

- **An equal number of Canadians say they trust Justin Trudeau or Andrew Scheer for supporting economic growth** – Three in ten Canadians (30%) say they trust Justin Trudeau for supporting economic growth, while 29 percent of Canadians trust Andrew Scheer. Five percent of Canadians trust Jagmeet Singh, while six percent support Elizabeth May. Only one percent of Canadians trust Yves-Francois Blanchet, while four percent support Maxime Bernier. Thirteen per cent are unsure.

- **Scheer scores higher in the Prairies and among males, lower in Quebec** – Thirty-eight percent of Canadians living in the Prairie region say they trust Andrew Scheer for supporting economic growth, while only 22 percent of Canadians living in Quebec trust Scheer. More than a third (37%) of men say they trust Sheer to support economic growth (21%) of women, while nearly a third (32%) of women say they trust Trudeau to support economic growth (27% of men).

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, between May 31st to June 4th, 2019 as part of an omnibus survey.
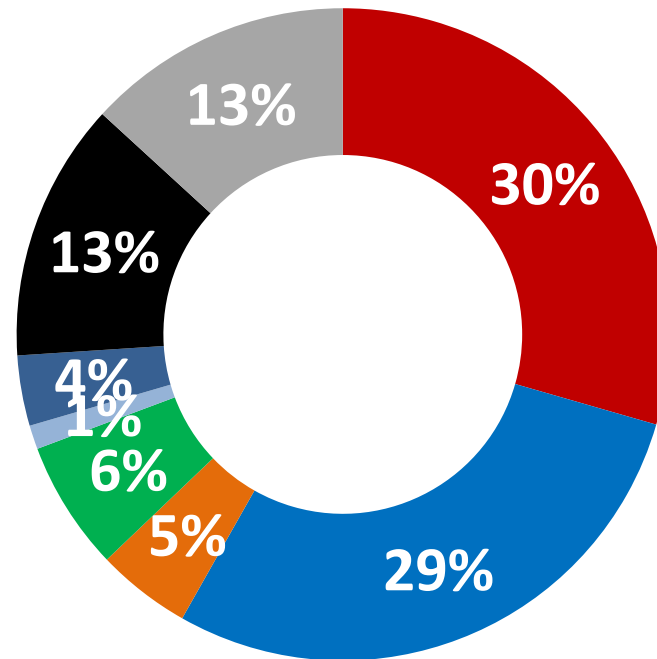
This study was commissioned by Bloomberg and the research was conducted by Nanos Research.

Most trustworthy party leader for supporting economic growth

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May-19	30% · 29% · 5% 6% 4% · 13% · 13%	
Apr-19	25% · 26% · 4% 7% 4% · 20% · 14%	

0%   20%   40%   60%   80%   100%

- ■ Justin Trudeau
- ■ Andrew Scheer
- ■ Jagmeet Singh
- ■ Elizabeth May
- ■ Yves-Francois Blanchet
- ■ Maxime Bernier
- ■ None of them
- ■ Unsure

*Charts may not add up to 100 due to rounding

QUESTION – Which of the federal party leaders would you trust most to support economic growth in Canada? [RANDOMIZE]

Most trustworthy party leader for supporting economic growth

Legend:
- Justin Trudeau
- Andrew Scheer
- Jagmeet Singh
- Elizabeth May
- Yves-Francois Blanchet
- Maxime Bernier
- None of them
- Unsure

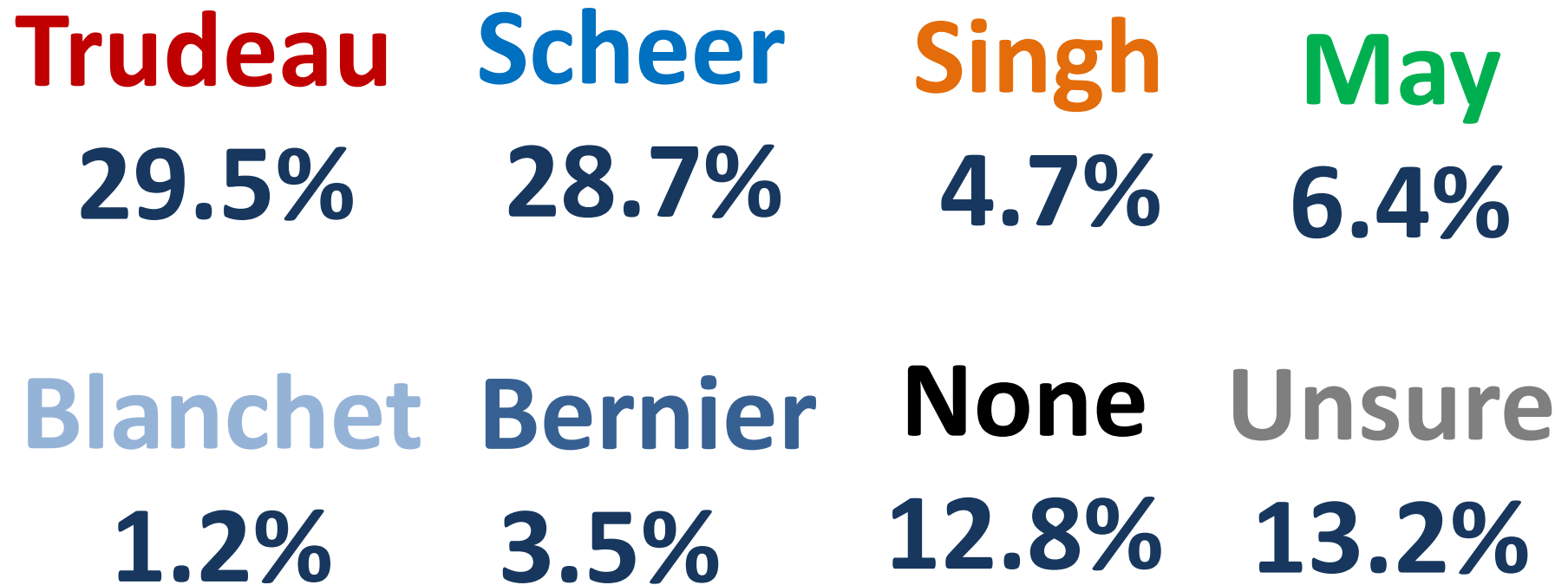**QUESTION –** Which of the federal party leaders would you trust most to support economic growth in Canada? [RANDOMIZE]

Most trustworthy party leader for supporting economic growth

Bloomberg n **NANOS**

Subgroups	Justin Trudeau	Andrew Scheer	Jagmeet Singh	Elizabeth May	Yves-Francois Blanchet	Maxime Bernier	None	Unsure
Atlantic (n=100)	34.9%	22.2%	4.9%	10.4%	-	4.9%	13.8%	8.9%
Quebec (n=250)	32.3%	21.8%	1.7%	5.4%	4.7%	3.1%	12.8%	18.3%
Ontario (n=300)	32.7%	29.9%	5.0%	5.6%	-	1.9%	13.7%	11.2%
Prairies (n=200)	20.7%	38.4%	4.3%	4.8%	-	5.5%	14.1%	12.3%
BC (n=150)	26.4%	29.4%	9.3%	9.3%	-	3.8%	9.0%	12.8%
Male (n=519)	27.3%	36.6%	3.4%	4.8%	1.7%	5.6%	12.6%	8.0%
Female (n=481)	31.5%	21.1%	5.9%	8.0%	0.7%	1.5%	13.1%	18.2%
18 to 34 (n=263)	22.8%	22.3%	10.0%	8.4%	1.5%	5.7%	11.7%	17.7%
35 to 54 (n=385)	31.6%	29.9%	2.5%	7.3%	0.8%	3.0%	13.4%	11.4%
55 plus (n=352)	32.2%	32.2%	2.8%	4.3%	1.3%	2.3%	13.2%	11.6%

*Weighted to the true population proportion.

QUESTION – Which of the federal party leaders would you trust most to support economic growth in Canada? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 4th, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

5

Most trustworthy party leader for supporting economic growth

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Trudeau
29.5%

Scheer
28.7%

Singh
4.7%

May
6.4%

Blanchet
1.2%

Bernier
3.5%

None
12.8%

Unsure
13.2%

QUESTION – Which of the federal party leaders would you trust most to support economic growth in Canada? [RANDOMIZE]

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 May 31st and June 4th, 2019 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 this survey is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

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

TECHNICAL NOTE

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Element	Description
Organization who commissioned the research	Bloomberg
Final Sample Size	1,000 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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
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	May 31st to June 4th, 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) 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	11 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 three of seven in an omnibus survey. Other modules were about international relation, the government, recycling and electoral issues.
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.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

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