

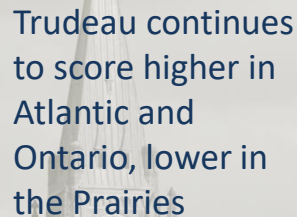
Trudeau holds marginal advantage over Scheer on supporting economic growth

National survey released September, 2019
Project 2019-1489



Bloomberg





Trudeau continues to score higher in Atlantic and Ontario, lower in the Prairies

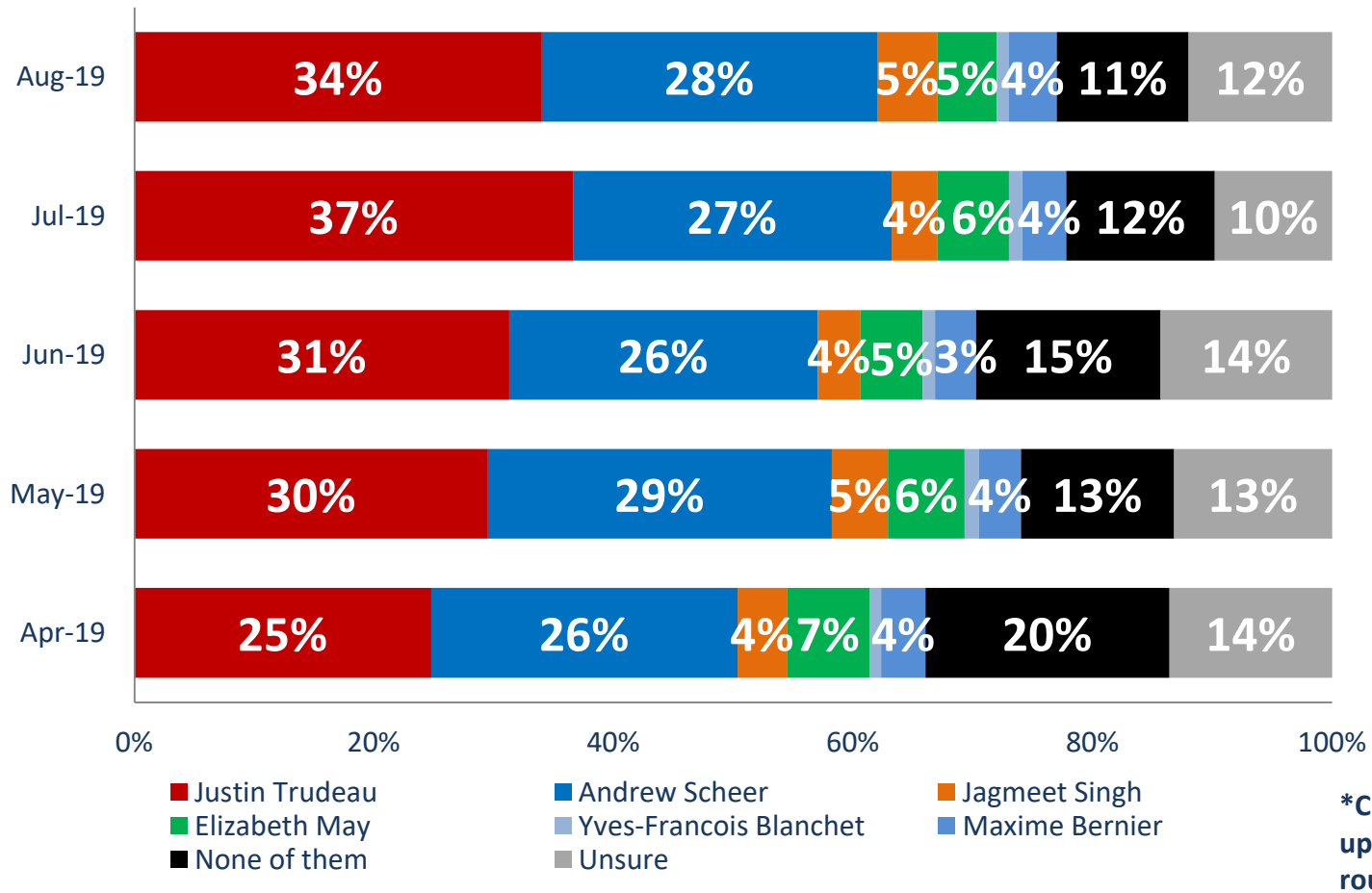
Trust in Trudeau to support economic growth remains steady over the last three months with just over one in three Canadians who trust Trudeau most to support economic growth in Canada. Canadians in the Prairies continue to trust Andrew Scheer over Justin Trudeau.

- **Canadians likely to say they trust Trudeau to support economic growth in Canada** – Over one in three Canadians (34%, down from 37% in July 2019) say they trust Justin Trudeau to support economic growth, while 28 percent of Canadians trust Andrew Scheer. Five percent of Canadians trust Elizabeth May or Jagmeet Singh, and four per cent trust Maxime Bernier. One percent of Canadians trust Yves-Francois Blanchet. Twelve percent are unsure and eleven percent trust none of them.
- **Trudeau continues to score higher in Atlantic and Ontario, lower in the Prairies** – Forty-one percent of Canadians living in Atlantic Canada and 37 percent living in Ontario say they trust Justin Trudeau to support economic growth, compared to 24 percent of Canadians living in the Prairies who trust him. Andrew Scheer scores higher in the Prairies with 42 percent (up from 39 percent in July 2019) of Canadians who say they trust him more and scores lower in the Atlantic region with 14 percent (down from 20 percent in July 2019).
- **Trudeau marginally scores higher among older Canadians** – Over one third of Canadians aged 55 years and older (39%, down from 43% in July 2019) say they trust Trudeau to support economic growth, while one Canadian in three (33%, up from 30% in last wave) say they trust Sheer to support economic growth.
- **Trudeau scores equal among men and women** – Just over three in nine (34%) women or men say they trust Justin Trudeau to support economic growth, while over a third (32%) of men say they trust Scheer to support economic growth (24% of women).

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 August 29th to September 4th, 2019 as part of an omnibus survey.

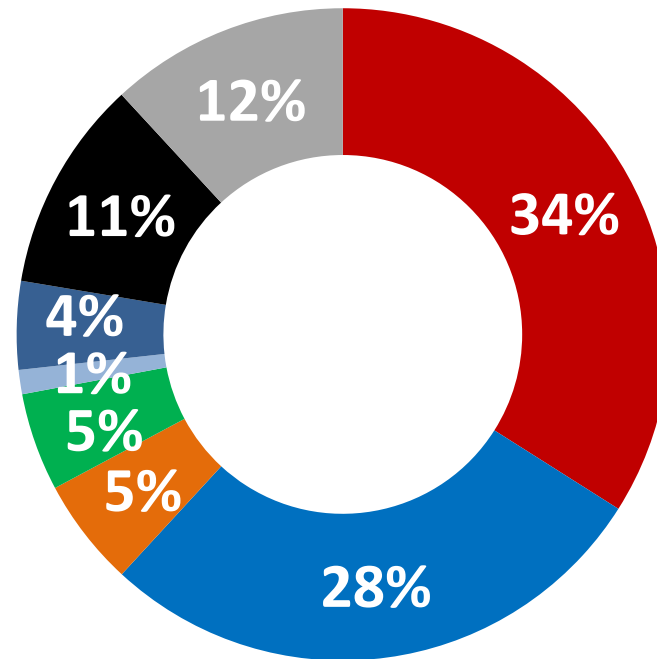
This study was commissioned by Bloomberg and the research was conducted by Nanos Research.

Most trustworthy party leader for supporting economic growth



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



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

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

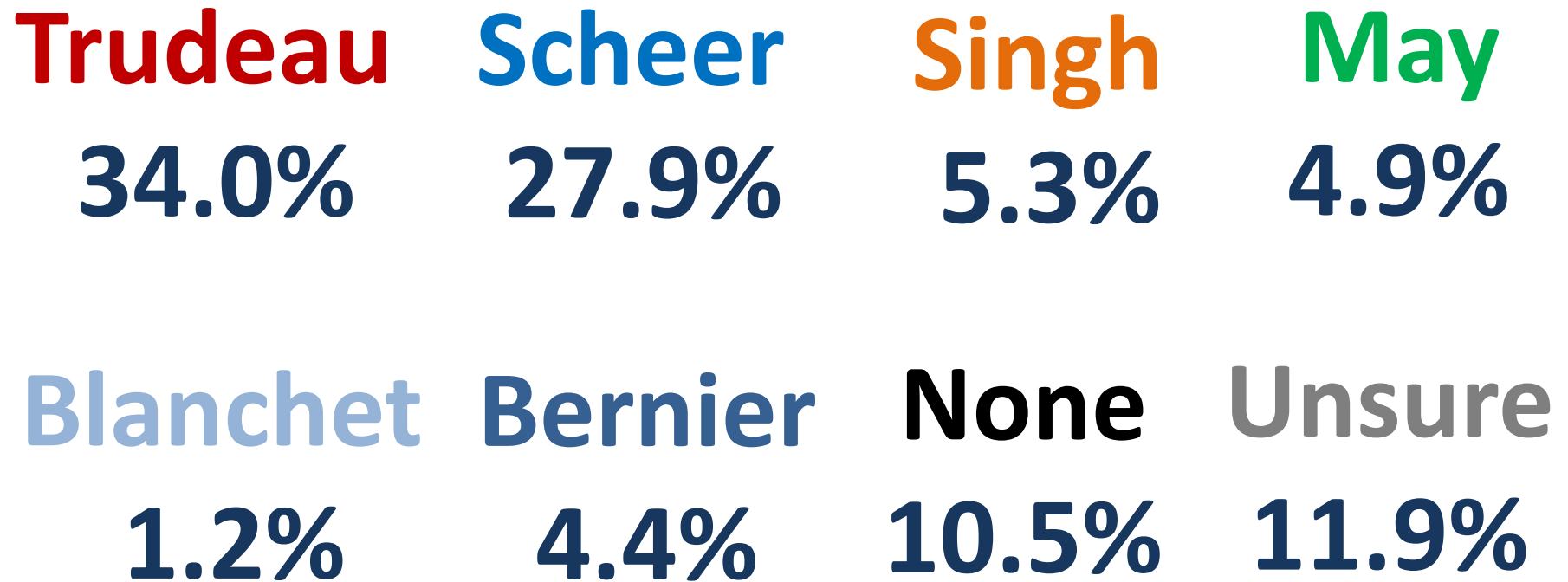
Most trustworthy party leader for supporting economic growth

Subgroups	Justin Trudeau	Andrew Scheer	Jagmeet Singh	Elizabeth May	Yves-Francois Blanchet	Maxime Bernier	None	Unsure
Atlantic (n=100)	40.7%	13.9%	4.2%	10.2%	-	1.9%	8.7%	20.3%
Quebec (n=244)	35.2%	21.1%	3.1%	3.5%	4.3%	4.4%	14.1%	14.2%
Ontario (n=306)	36.6%	30.6%	6.4%	5.5%	0.4%	4.6%	8.0%	7.9%
Prairies (n=200)	23.8%	41.9%	6.4%	2.6%	-	4.3%	10.9%	10.1%
BC (n=150)	35.7%	24.3%	6.3%	5.3%	-	5.6%	10.2%	12.6%
Male (n=511)	34.0%	31.8%	3.5%	4.7%	1.9%	6.4%	9.5%	8.3%
Female (n=489)	34.0%	24.1%	7.1%	5.0%	0.5%	2.5%	11.5%	15.3%
18 to 34 (n=287)	32.0%	19.6%	9.5%	6.8%	0.6%	5.1%	11.5%	15.0%
35 to 54 (n=331)	30.4%	28.5%	5.5%	4.2%	0.9%	6.2%	11.2%	13.1%
55 plus (n=382)	38.5%	33.1%	2.3%	4.1%	1.9%	2.3%	9.3%	8.6%

*Weighted to the true population proportion.

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

Most trustworthy party leader for supporting economic growth



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



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 August 29th to September 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.

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	August 29 th to September 4 th , 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 five in an omnibus survey. Previous modules were about federal party leadership, elections, SNC Lavalin, and campaign tactics
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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TABULATIONS





2019-1479 – Bloomberg/Nanos Survey – Bloomberg – STAT SHEET

			Region					Gender		Age			
			Canada 2019-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which of the federal party leaders would you trust most to support economic growth in Canada? [RANDOMIZE]	Total	Unwgt N	1000	100	244	306	200	150	511	489	287	331	382
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	34.0	40.7	35.2	36.6	23.8	35.7	34.0	34.0	32.0	30.4	38.5
	Andrew Scheer	%	27.9	13.9	21.1	30.6	41.9	24.3	31.8	24.1	19.6	28.5	33.1
	Jagmeet Singh	%	5.3	4.2	3.1	6.4	6.4	6.3	3.5	7.1	9.5	5.5	2.3
	Elizabeth May	%	4.9	10.2	3.5	5.5	2.6	5.3	4.7	5.0	6.8	4.2	4.1
	Yves-François Blanchet	%	1.2	0.0	4.3	0.4	0.0	0.0	1.9	0.5	0.6	0.9	1.9
	Maxime Bernier	%	4.4	1.9	4.4	4.6	4.3	5.6	6.4	2.5	5.1	6.2	2.3
	None of them	%	10.5	8.7	14.1	8.0	10.9	10.2	9.5	11.5	11.5	11.2	9.3
	Unsure	%	11.9	20.3	14.2	7.9	10.1	12.6	8.3	15.3	15.0	13.1	8.6

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