

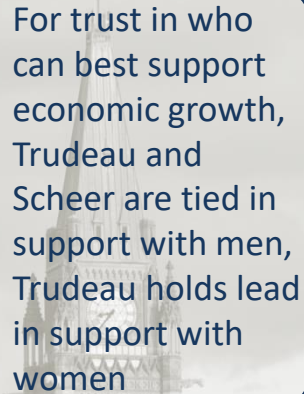
Trudeau maintains advantage over Scheer on supporting economic growth

National survey released October, 2019
Project 2019-1503



Bloomberg





For trust in who can best support economic growth, Trudeau and Scheer are tied in support with men, Trudeau holds lead in support with women

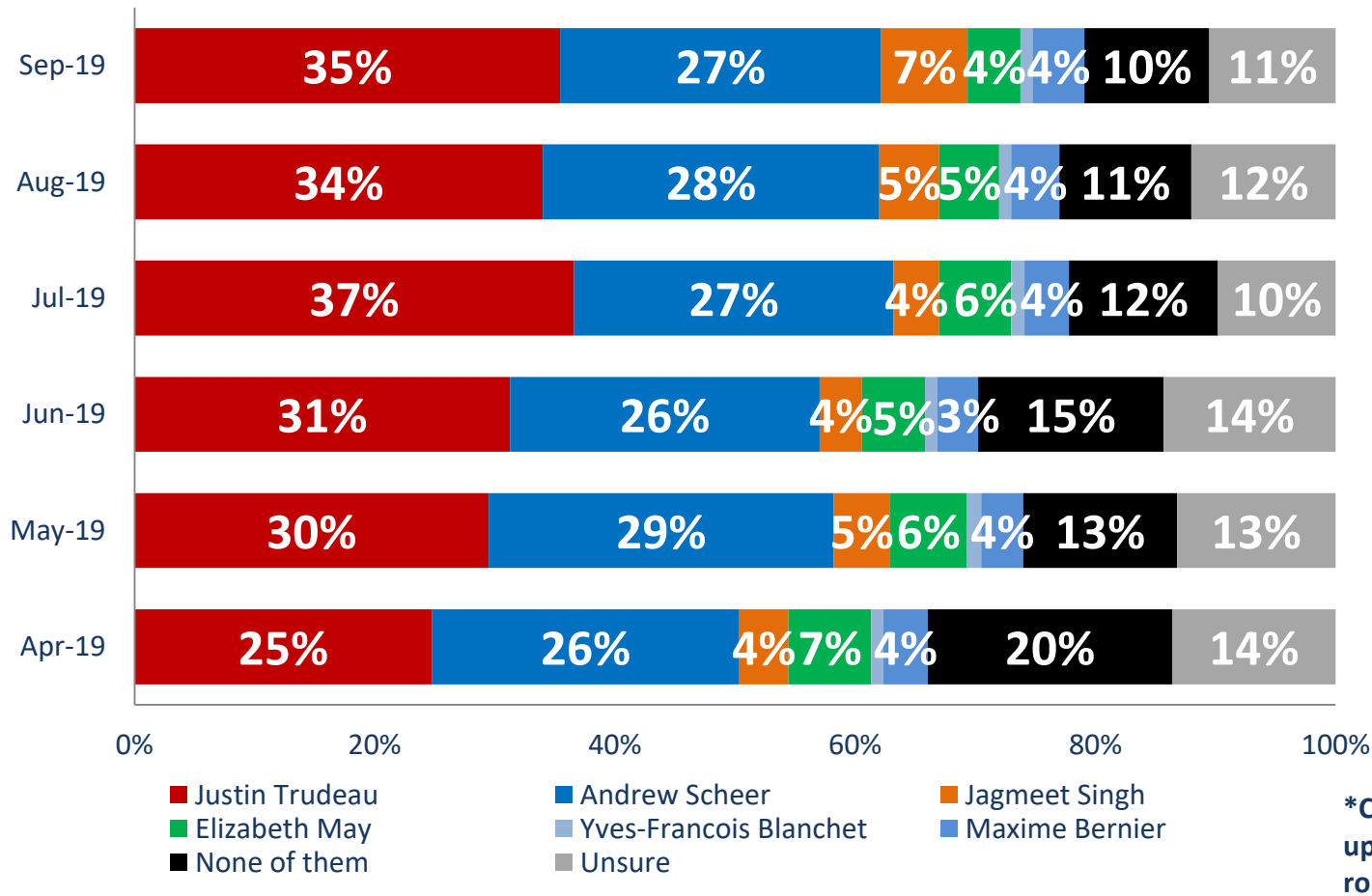
Trust in Trudeau to support economic growth remains steady over the last three months with over one in three Canadians who trust Trudeau most to support economic growth in Canada. Canadians in the Prairies continue to trust Andrew Scheer over Justin Trudeau which is consistent with the previous wave.

- **Canadians likely to say they trust Trudeau to support economic growth in Canada** – Over one in three Canadians (35%) say they trust Justin Trudeau to support economic growth, while 27 per cent of Canadians trust Andrew Scheer. Seven per cent of Canadians support Jagmeet Singh. Four per cent trust Elizabeth May or Maxime Bernier. One per cent of Canadians trust Yves-Francois Blanchet. Eleven per cent are unsure and ten per cent trust none of them.
- **Trudeau continues to score higher in Atlantic and Ontario, lower in the Prairies keeping consistent with last wave** – Forty-five per cent of Canadians living in Atlantic Canada and 39 per cent living in Ontario or Quebec say they trust Justin Trudeau to support economic growth, compared to 24 per cent of Canadians living in the Prairies who trust him. Andrew Scheer scores higher in the Prairies with 40 per cent of Canadians who say they trust him more and scores lower in the Atlantic region with 20 per cent (up from 14 per cent in August 2019), and in Quebec with 19 per cent.
- **Trudeau scores higher among older Canadians** – Four in ten of Canadians aged 55 years and older (40%) say they trust Trudeau to support economic growth, while nearly three in ten (29%) Canadians aged 18 to 34 say they trust Trudeau to support economic growth.
- **Trudeau scores highest with women, Scheer tied with men** – Nearly two in five (39%) women they trust Justin Trudeau to support economic growth, compared to 18 per cent of women for Scheer. Thirty-two per cent of men support Trudeau to support economic growth and 35 per cent of men say they trust Scheer.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,013 Canadians, 18 years of age or older, between September 26th to 30th, 2019 as part of an omnibus survey.

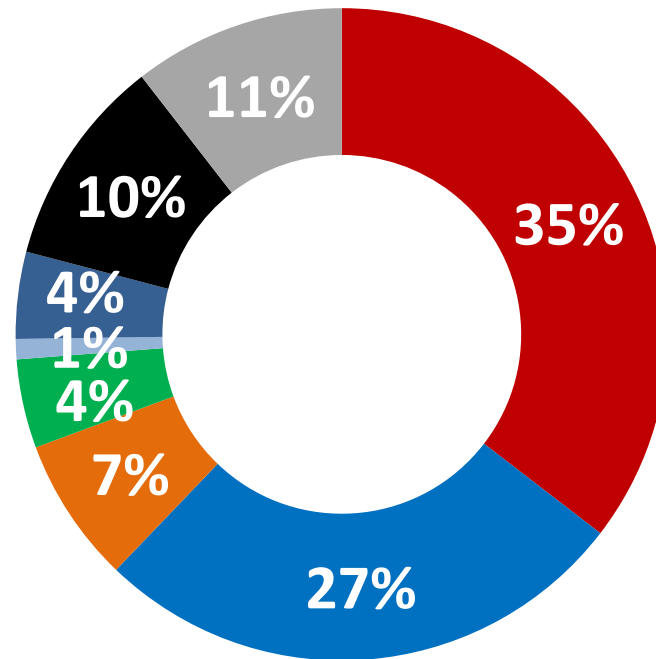
This study was commissioned by Bloomberg and the research was conducted by Nanos Research.

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]

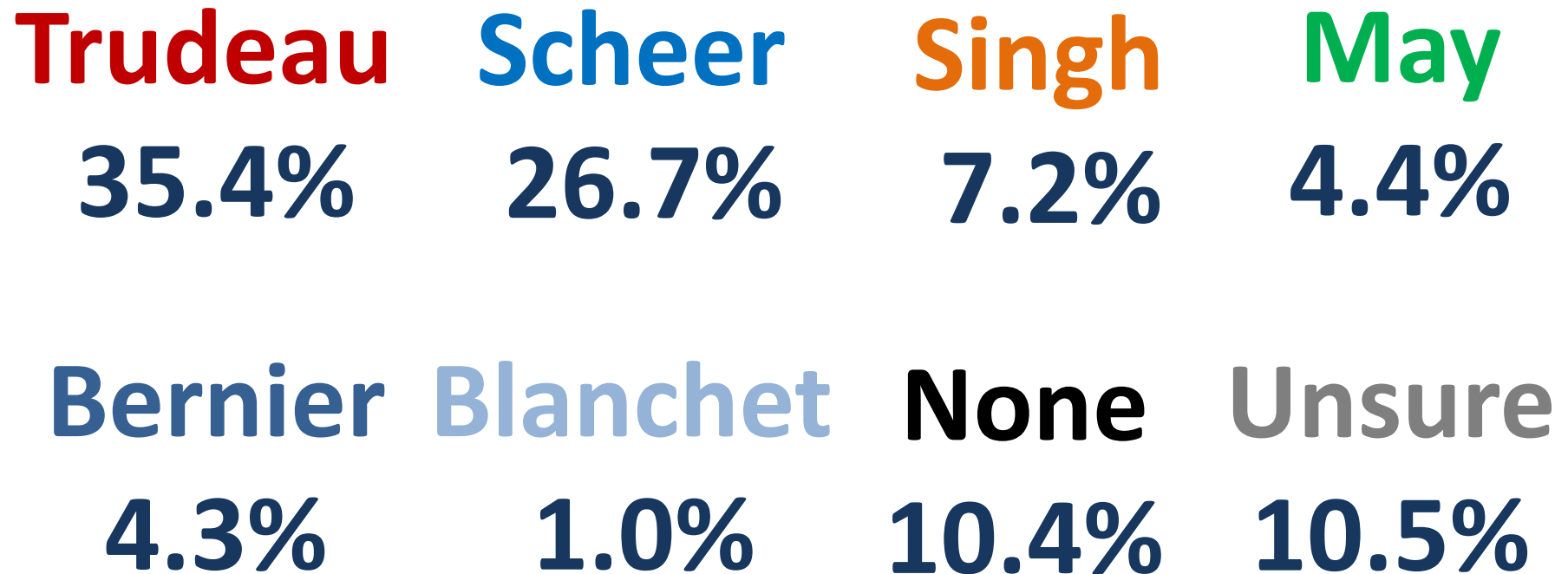
Most trustworthy party leader for supporting economic growth

Subgroups	Justin Trudeau	Andrew Scheer	Jagmeet Singh	Elizabeth May	Yves-Francois Blanchet	Maxime Bernier	None	Unsure
Atlantic (n=88)	45.3%	20.2%	7.1%	2.4%	-	2.2%	9.9%	12.8%
Quebec (n=236)	39.0%	19.1%	5.8%	4.5%	3.7%	3.8%	12.5%	11.6%
Ontario (n=308)	38.8%	26.3%	8.8%	2.7%	0.3%	3.6%	10.6%	9.0%
Prairies (n=221)	23.5%	39.8%	5.1%	4.4%	-	6.7%	10.2%	10.4%
West (n=160)	31.8%	27.4%	9.5%	8.7%	-	5.2%	7.4%	10.1%
Male (n=547)	32.0%	35.4%	5.1%	3.5%	1.3%	6.4%	8.6%	7.6%
Female (n=466)	38.6%	18.4%	9.2%	5.2%	0.7%	2.4%	12.2%	13.3%
18 to 34 (n=250)	29.3%	25.3%	8.2%	5.9%	1.3%	4.9%	12.9%	12.3%
35 to 54 (n=384)	35.5%	24.5%	8.2%	6.0%	0.6%	5.9%	8.3%	11.0%
55 plus (n=379)	39.5%	29.7%	5.6%	1.9%	1.2%	2.5%	10.6%	8.8%

*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 1,013 Canadians, 18 years of age or older, between September 26th to 30th, 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	1,013 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	September 26 th to 30 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	12 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 one of an omnibus survey. Module two was about prescription filling, Module three was about standard of living, module four was about cost of living and phone services. Module five was on Brexit and module six was about Realtors®.
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





2019-1503 – Bloomberg/Nanos Survey – Bloomberg – STAT SHEET

			Region						What is your gender?		Age		
			Canada 2019-09	Atlantic	Quebec	Ontario	Prairies	West	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	1013	88	236	308	221	160	547	466	250	384	379
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	35.4	45.3	39.0	38.8	23.5	31.8	32.0	38.6	29.3	35.5	39.5
	Andrew Scheer	%	26.7	20.2	19.1	26.3	39.8	27.4	35.4	18.4	25.3	24.5	29.7
	Jagmeet Singh	%	7.2	7.1	5.8	8.8	5.1	9.5	5.1	9.2	8.2	8.2	5.6
	Elizabeth May	%	4.4	2.4	4.5	2.7	4.4	8.7	3.5	5.2	5.9	6.0	1.9
	Yves-François Blanchet	%	1.0	0.0	3.7	0.3	0.0	0.0	1.3	0.7	1.3	0.6	1.2
	Maxime Bernier	%	4.3	2.2	3.8	3.6	6.7	5.2	6.4	2.4	4.9	5.9	2.5
	None of them	%	10.4	9.9	12.5	10.6	10.2	7.4	8.6	12.2	12.9	8.3	10.6
	Unsure	%	10.5	12.8	11.6	9.0	10.4	10.1	7.6	13.3	12.3	11.0	8.8

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