


Canadians are split on their level of confidence in the Liberals when it comes to economic prosperity

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Project 2019-1525



Bloomberg






Only the provinces of Ontario and Quebec report having more confidence than not in the Liberal government creating conditions for economic prosperity

Canadians are more likely to say they have no confidence than to have confidence that the Liberals can create conditions for economic prosperity in Canada. Confidence is highest in Ontario and Quebec and lowest in the Prairies. Women and Canadians aged 55 and older are more likely to have confidence than men and younger Canadians.

- **Nearly half of Canadians report that they have a neutral level of confidence in Liberals to create conditions for economic prosperity** – When asked about their level of confidence that the Trudeau Liberal government can create conditions for economic prosperity in Canada, more than four in ten (47%) are neutral (score of four to seven out of ten). Three out of ten (30%) Canadians report having no confidence (score of one to three out of ten) in the Liberal government compared to more than one in five (22%) who say they are confident (score of eight to ten out of ten). One percent is unsure. The average confidence score is 5.2 nationally, while the highest score is Quebec (6.1) and the lowest is the Prairies (4.0).
- **Women are more likely to have confidence in the Liberals to create conditions for economic prosperity than men** – Just less than a quarter (24%) of women report to have confidence that the Trudeau Liberal government can create conditions for economic prosperity in Canada which is higher than the confidence of men (20%).
- **Only the provinces of Ontario and Quebec report having more confidence than not in the Liberal government creating conditions for economic prosperity** – More than a quarter of the Canadians living in Ontario (28%) and Quebec (26%) report to have confidence that the Trudeau Liberal government can create conditions for economic prosperity in Canada compared to residents in the Atlantic (20%), British Columbia (19%) and the Prairies (14%). The residents of Quebec are close to twice as likely (60%) to give a neutral score to the Liberals than the residents of the Prairies (34%).



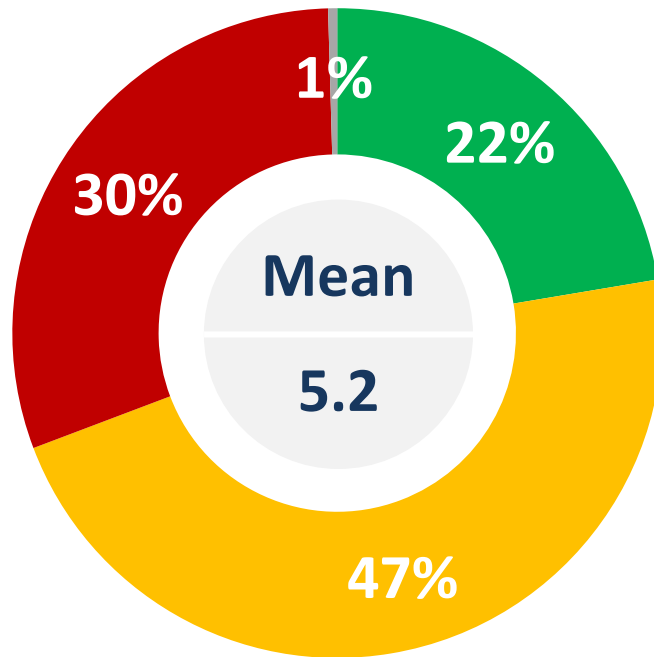
Elderly people more often report having confidence in the Liberals than younger people

- **Elderly people more often report having confidence in the Liberals than younger people –**
Asked about their level of confidence that the Trudeau Liberal government can create conditions for economic prosperity in Canada, less than a quarter of Canadians of 55 years and more say they have confidence (24%), followed by Canadians of 18 to 34 years (23%) and Canadians of 35 to 54 years of age (21%).

These observations are based on a hybrid telephone and online random survey of 1,017 Canadians, 18 years of age or older, between October 27th and 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. .

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

Confidence in Liberals to create conditions for economic prosperity



■ Confidence (8-10) ■ Neutral (4-7) ■ No confidence (1-3) ■ Unsure

	Mean
Atlantic (n=103)	4.9
Quebec (n=251)	6.1
Ontario (n=300)	5.5
Prairies (n=211)	4.0
British Columbia (n=152)	5.2
Male (n=529)	4.9
Female (n=488)	5.5
18 to 34 (n=310)	5.3
35 to 54 (n=355)	5.1
55 plus (n=352)	5.3

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – On a scale of 1 to 10, where one is absolutely no confidence and 10 is complete confidence, how much confidence do you have that the Trudeau Liberal government can create conditions for economic prosperity in Canada?

Confidence in Liberals to create conditions for economic prosperity

	Mean	Confidence	Neutral	No confidence	Unsure
Atlantic (n=103)	4.9	19.6%	43.3%	37.1%	-
Quebec (n=251)	6.1	26.2%	59.6%	13.8%	0.4%
Ontario (n=300)	5.5	27.7%	44.4%	27.4%	0.6%
Prairies (n=211)	4.0	14.0%	33.5%	52.6%	-
British Columbia (n=152)	5.2	18.5%	50.7%	29.5%	1.2%
Male (n=529)	4.9	20.3%	42.9%	36.3%	0.4%
Female (n=488)	5.5	24.3%	50.7%	24.4%	0.5%
18 to 34 (n=310)	5.3	22.5%	48.7%	28.5%	0.3%
35 to 54 (n=355)	5.1	20.9%	46.9%	31.9%	0.3%
55 plus (n=352)	5.3	23.5%	45.8%	30.1%	0.7%

QUESTION – On a scale of 1 to 10, where one is absolutely no confidence and 10 is complete confidence, how much confidence do you have that the Trudeau Liberal government can create conditions for economic prosperity in Canada?



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,017 Canadians, 18 years of age or older, between October 27th and 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.

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

Element	Description
Research sponsor	Bloomberg
Population and Final Sample Size	1,017 Randomly selected individuals.
Source of Sample	Dynata
Type of Sample	Non-probability
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	October 27 th to 30 th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

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 three out of five in an omnibus survey. Module one was about effectiveness of the Liberal government, module two was about Liberals in the House of Commons, module four was about Canadian industries, and module five was on home and community care.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	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

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2019-1525 – Bloomberg/Nanos Survey – October OMNI - STAT SHEET

			Region						Gender		Age		
			Canada 2019-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - On a scale of 1 to 10, where one is absolutely no confidence and 10 is complete confidence, how much confidence do you have that the Trudeau Liberal government can create conditions for economic prosperity in Canada?	Total	Unwgt N	1017	103	251	300	211	152	529	488	310	355	352
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
		Mean	5.2	4.9	6.1	5.5	4.0	5.2	4.9	5.5	5.3	5.1	5.3
		Median	6.0	5.0	7.0	6.0	3.0	6.0	5.0	6.0	6.0	6.0	6.0
	Absolutely no confidence (1)	%	17.0	20.8	7.9	16.5	28.7	15.2	18.8	15.2	15.3	19.1	16.3
	2	%	5.8	6.8	2.4	4.8	11.4	5.3	7.6	4.0	5.1	6.5	5.7
	3	%	7.5	9.5	3.5	6.1	12.5	9.0	9.9	5.2	8.1	6.3	8.1
	4	%	5.6	2.4	4.3	6.3	7.0	6.6	6.2	5.1	5.8	4.1	6.9
	5	%	10.5	11.5	14.0	8.1	8.6	11.3	10.3	10.6	10.7	11.6	9.4
	6	%	10.9	10.3	14.3	9.4	8.0	12.3	8.8	12.9	12.0	12.3	8.9
	7	%	19.9	19.1	27.0	20.6	9.9	20.5	17.6	22.1	20.2	18.9	20.6
	8	%	13.9	15.5	19.5	13.2	9.5	10.7	12.4	15.3	16.2	12.0	13.8
	9	%	5.4	-	3.7	11.2	1.3	6.0	4.3	6.5	2.8	5.8	7.0
	Complete confidence (10)	%	3.1	4.1	3.0	3.3	3.2	1.8	3.6	2.5	3.5	3.1	2.7
	Unsure	%	0.5	-	0.4	0.6	-	1.2	0.4	0.5	0.3	0.3	0.7

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