One in Four Canadians do not trust any federal Party with the federal government's finances post-Covid-19 - Liberals have edge over the Conservatives.
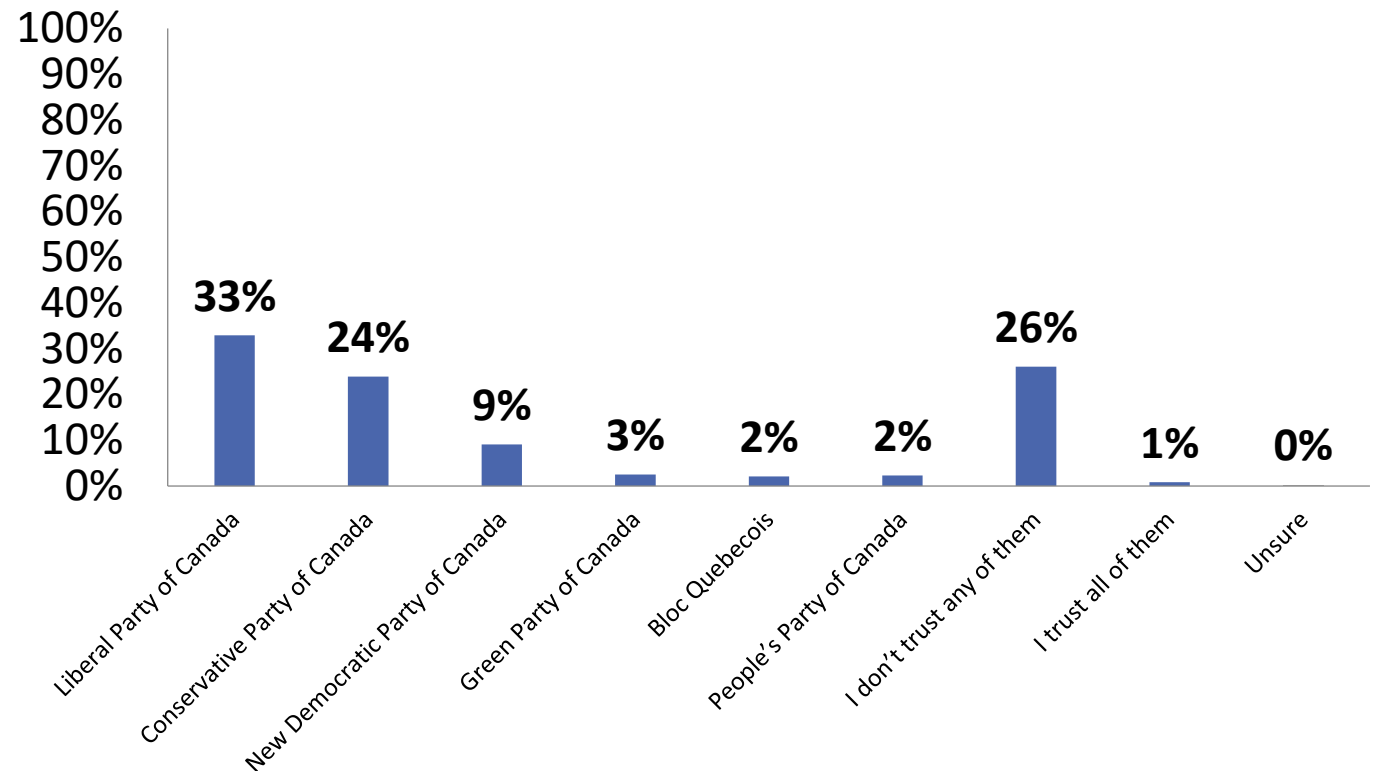
**Bloomberg**

**NANOS**

# Trust in federal parties to manage federal government's finances

> "Canadians have mixed views on who they trust most to manage the federal government's finances post-pandemic with one in three (33%) trusting the Liberals and about one in four trusting the Conservatives (24%). Twenty-six per cent of Canadians do not trust any of the federal parties."

| Party | Percentage |
|---|---|
| Liberal Party of Canada | 33% |
| Conservative Party of Canada | 24% |
| New Democratic Party of Canada | 9% |
| Green Party of Canada | 3% |
| Bloc Quebecois | 2% |
| People's Party of Canada | 2% |
| I don't trust any of them | 26% |
| I trust all of them | 1% |
| Unsure | 0% |

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# Trust in federal parties to manage federal government's finances by demographics

**Q** | Which federal party do you trust most to manage the federal government's finances once the pandemic is behind us? [RANDOMIZE]

| | Atlantic (n=100) | Quebec (n=206) | Ontario (n=341) | Prairies (n=212) | BC (n=157) | Men (n=576) | Women (n=440) | 18-34 (n=215) | 35-54 (n=416) | 55 plus (n=385) |
|---|---|---|---|---|---|---|---|---|---|---|
| Liberal Party of Canada | 47.4% | 33.3% | 33.9% | 21.1% | 38.3% | 30.0% | 35.8% | 21.8% | 34.1% | 39.8% |
| Conservative Party of Canada | 22.6% | 17.1% | 23.1% | 34.5% | 24.5% | 32.4% | 15.8% | 22.9% | 24.3% | 24.3% |
| New Democratic Party of Canada | 3.8% | 6.3% | 10.2% | 10.0% | 12.2% | 6.9% | 11.2% | 17.5% | 7.6% | 4.5% |
| Green Party of Canada | 3.0% | 3.1% | 2.4% | 0.9% | 4.1% | 2.0% | 3.1% | 3.9% | 2.2% | 1.9% |
| I don't trust any of them | 22.1% | 27.1% | 26.7% | 29.9% | 19.1% | 22.7% | 29.3% | 24.6% | 27.8% | 25.6% |
| I trust all of them | 1.0% | 1.7% | 0.7% | 0.5% | - | 0.5% | 1.1% | 1.4% | 0.3% | 0.9% |
| Other | - | 0.4% | 0.3% | - | - | 0.2% | 0.2% | - | 0.3% | 0.3% |

**TOP RESPONSES**

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 4th, 2021.

n=1016, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,016 Canadians, 18 years of age or older, between February 28th to March 4th, 2021 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 dialing 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

**METHODOLOGY**

| Element | Description |
|---|---|
| Research sponsor | Bloomberg News |
| Population and Final Sample Size | 1016 Randomly selected individuals. |
| Source of Sample | Nanos Hybrid Probability Panel |
| 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.<br>Six digit postal code was used to validate geography. |
| Fieldwork/Validation | Live CATI interviews with live supervision to validate work. |
| Number of Calls | Maximum of five call backs. |
| Time of Calls | Individuals were called between 6:30-9:30pm local time for the respondent. |
| Field Dates | February 28th to March 4th, 2021. |
| Language of Survey | The survey was conducted in English. |
| 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.<br>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 Ottawa. |
| 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 could not participate. |
| Stratification | By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Ottawa. |
| Estimated Response Rate | 14 per cent, 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 | All questions asked are contained in the report. |
| Question Wording | This was module one of an omnibus survey. Topics ahead included vaccine roll out and the federal government's vote to label China's action against the Uyghur Muslims a genocide. |
| Research/Data Collection Supplier | Nanos Research |
| Contact | Contact Nanos Research for more information or with any concerns or questions.<br>http://www.nanos.co<br>Telephone:(613) 234-4666 ext. 237<br>Email: info@nanosresearch.com. |

TECHNICAL NOTE

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

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**ABOUT NANOS**

## 2021-1834 – Bloomberg/Nanos Survey – Survey - STAT SHEET

| | | | | | Region | | | | Gender | | Age | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Canada 2021-03 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Which federal party do you trust most to manage the federal government's finances once the pandemic is behind us? [RANDOMIZE] | Total | Unwgt N | 1016 | 100 | 206 | 341 | 212 | 157 | 576 | 440 | 215 | 416 | 385 |
| | | Wgt N | 1000 | 67 | 233 | 384 | 183 | 133 | 490 | 510 | 273 | 341 | 386 |
| | Liberal Party of Canada | % | 32.9 | 47.4 | 33.3 | 33.9 | 21.1 | 38.3 | 30.0 | 35.8 | 21.8 | 34.1 | 39.8 |
| | Conservative Party of Canada | % | 23.9 | 22.6 | 17.1 | 23.1 | 34.5 | 24.5 | 32.4 | 15.8 | 22.9 | 24.3 | 24.3 |
| | New Democratic Party of Canada | % | 9.1 | 3.8 | 6.3 | 10.2 | 10.0 | 12.2 | 6.9 | 11.2 | 17.5 | 7.6 | 4.5 |
| | Bloc Quebecois | % | 2.1 | 0.0 | 8.8 | 0.0 | 0.0 | 0.0 | 2.1 | 2.0 | 3.2 | 2.0 | 1.3 |
| | Green Party of Canada | % | 2.5 | 3.0 | 3.1 | 2.4 | 0.9 | 4.1 | 2.0 | 3.1 | 3.9 | 2.2 | 1.9 |
| | People's Party of Canada | % | 2.3 | 0.0 | 2.0 | 2.7 | 3.1 | 1.9 | 3.0 | 1.6 | 4.6 | 1.4 | 1.5 |
| | I don't trust any of them | % | 26.1 | 22.1 | 27.1 | 26.7 | 29.9 | 19.1 | 22.7 | 29.3 | 24.6 | 27.8 | 25.6 |
| | I trust all of them | % | 0.8 | 1.0 | 1.7 | 0.7 | 0.5 | 0.0 | 0.5 | 1.1 | 1.4 | 0.3 | 0.9 |
| | Unsure | % | 0.2 | 0.0 | 0.4 | 0.3 | 0.0 | 0.0 | 0.2 | 0.2 | 0.0 | 0.3 | 0.3 |