



Trudeau top choice for Canadians as preferred PM - Poilievre has advantage in Prairies

National survey released August, 2022
Submission 2022-2192

Key Findings



PREFERRED PM AMONG POLITICAL LEADERS

One in four Canadians prefer Justin Trudeau as PM (24%) among current political leaders in Canada, followed by Pierre Poilievre and none of the above (17 per cent each), Jagmeet Singh (16%) and Jean Charest (13%). Trudeau has advantage in all regions except the Prairies where Poilievre is the top choice.



DEMOGRAPHIC DIFFERENCES FOR PM PREFERENCE

Trudeau has the edge for preferred PM over Poilievre among Canadians who report they can work remotely all of the time (28% and 15%, respectively) or part of the time (21% and 13%, respectively). He is also ahead of Poilievre among Canadians who have completed university (Trudeau: 25%; Poilievre: 14%) or graduate studies (30% vs 11%) and among women (27% vs 11%).



CURRENT WORK SITUATION FOR CANADIANS

Just over one in three Canadians (37%; seven per cent of those 18-34 and eight per cent of those 35-54) report they are not active in the workforce, while about one in four report they have no choice but to work in person at a workplace (27%; 20% in February). One in five say they can work remote part of the time (20%) and less than two in ten say they can work remote all the time if they want (14%; down from 20% in February).

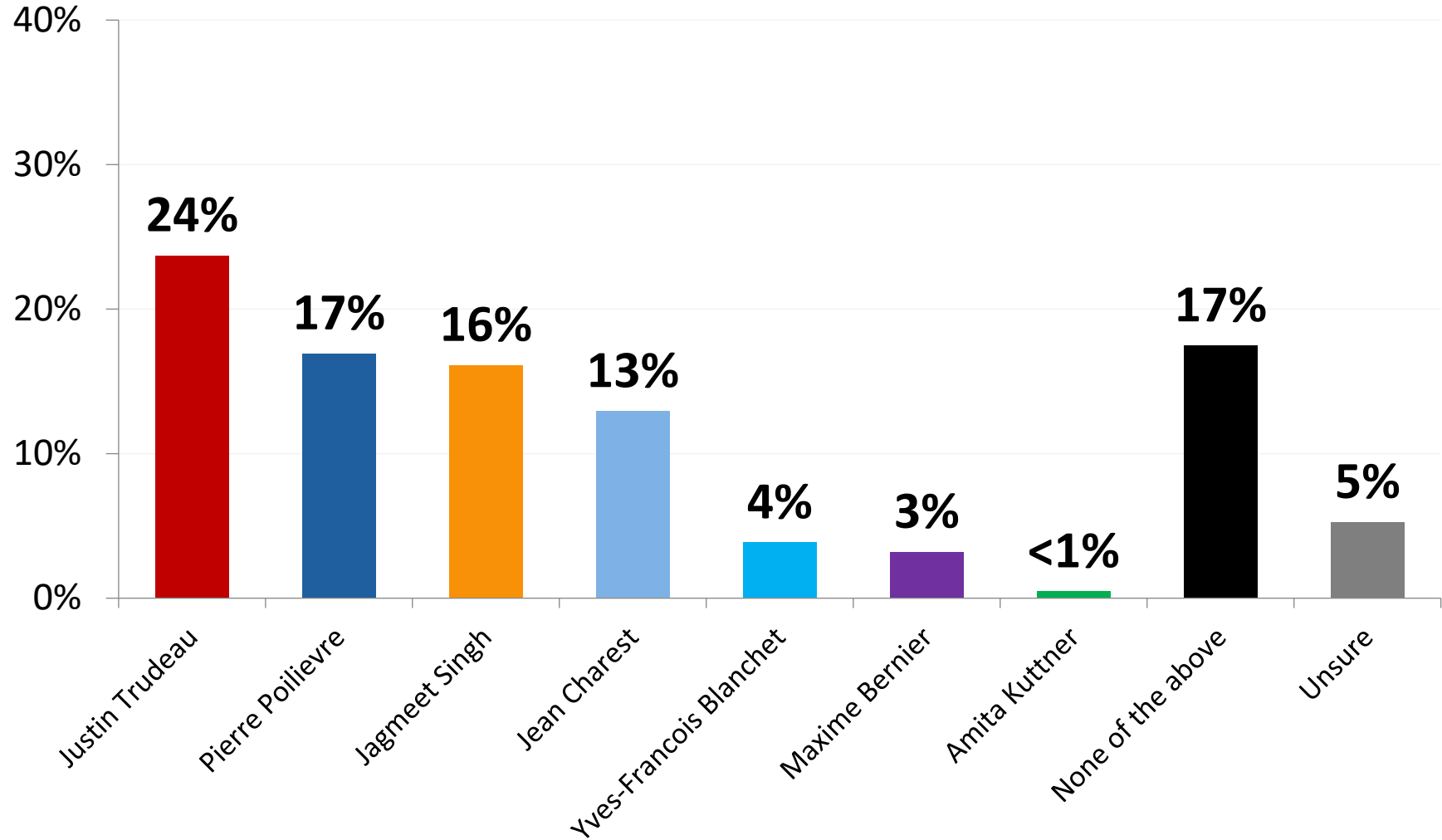
Preferred Prime Minister



Which of the following political leaders would you prefer to see as Prime Minister? [RANDOMIZE][SELECT ONE]



About one in four Canadians prefer Justin Trudeau as PM, followed by Pierre Poilievre and none of the above, with 17 per cent each. Trudeau has the edge over Poilievre among Canadians who report they can work remotely all or part of the time and Canadians who have completed university or graduate studies.



*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 2nd, 2022, n=1038, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Preferred Prime Minister by region



Which of the following political leaders would you prefer to see as Prime Minister? [RANDOMIZE][SELECT ONE]

	Canada (n=1038)	Atlantic (n=97)	Quebec (n=212)	Ontario (n=360)	Prairies (n=210)	BC (n=159)
Justin Trudeau	23.7%	26.0%	21.6%	26.6%	15.9%	27.9%
Pierre Poilievre	16.9%	16.8%	6.1%	19.0%	27.6%	15.7%
Jagmeet Singh	16.1%	17.7%	12.9%	16.1%	16.2%	20.7%
Jean Charest	12.9%	12.4%	14.7%	14.1%	11.3%	9.1%
Yves-Francois Blanchet	3.9%	-	16.1%	0.3%	-	-
Maxime Bernier	3.2%	0.8%	2.5%	4.4%	1.5%	4.3%
Amita Kuttner	0.5%	1.5%	-	0.4%	0.4%	1.1%
None of the above	17.5%	16.6%	19.5%	15.0%	21.0%	17.0%
Unsure	5.3%	8.1%	6.5%	4.1%	6.0%	4.2%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 2nd, 2022, n=1038, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Preferred Prime Minister by age and gender



Which of the following political leaders would you prefer to see as Prime Minister? [RANDOMIZE][SELECT ONE]

	Canada (n=1038)	Male (n=557)	Female (n=481)	18-34 (n=214)	35 to 54 (n=390)	55 plus (n=434)
Justin Trudeau	23.7%	20.2%	27.1%	19.1%	21.0%	28.8%
Pierre Poilievre	16.9%	23.4%	10.8%	20.5%	17.2%	14.4%
Jagmeet Singh	16.1%	13.6%	18.6%	26.3%	14.3%	10.9%
Jean Charest	12.9%	16.6%	9.4%	6.7%	14.0%	16.2%
Yves-Francois Blanchet	3.9%	3.6%	4.1%	2.8%	4.5%	4.1%
Maxime Bernier	3.2%	3.1%	3.3%	5.4%	4.5%	0.8%
Amita Kuttner	0.5%	0.4%	0.5%	-	0.5%	0.7%
None of the above	17.5%	16.3%	18.6%	15.2%	16.9%	19.5%
Unsure	5.3%	2.9%	7.6%	4.0%	7.1%	4.6%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 2nd, 2022, n=1038, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Preferred Prime Minister by work situation

Q Which of the following political leaders would you prefer to see as Prime Minister? [RANDOMIZE][SELECT ONE]

	Canada (n=1038)	I can work remote all the time if I want (n=140)	I can work remote part of the time (n=207)	I have no choice but to work in person at a workplace (n=278)	I am not working but I am looking for a job (n=32)*	I am not active in the workforce (n=381)
Justin Trudeau	23.7%	27.5%	21.4%	18.5%		28.6%
Pierre Poilievre	16.9%	15.0%	13.3%	23.9%		15.2%
Jagmeet Singh	16.1%	19.5%	18.9%	17.9%		11.4%
Jean Charest	12.9%	13.7%	12.8%	9.2%		14.6%
Yves-Francois Blanchet	3.9%	3.2%	4.2%	3.7%		4.3%
Maxime Bernier	3.2%	2.7%	3.6%	6.2%		1.3%
Amita Kuttner	0.5%	-	0.7%	0.7%		0.4%
None of the above	17.5%	15.6%	17.9%	14.5%		19.4%
Unsure	5.3%	2.8%	7.2%	5.4%		4.7%

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

*Shaded due to small sample size

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 2nd, 2022, n=1038, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Preferred Prime Minister by education

Q Which of the following political leaders would you prefer to see as Prime Minister? [RANDOMIZE][SELECT ONE]

	Canada (n=1038)	Completed high school or less (n=94)	Some college or university (n=141)	Completed college (n=212)	Completed university (n=346)	Completed graduate studies (n=192)
Justin Trudeau	23.7%	15.5%	20.0%	20.4%	24.7%	29.9%
Pierre Poilievre	16.9%	27.5%	23.3%	19.8%	13.9%	11.2%
Jagmeet Singh	16.1%	8.9%	20.0%	14.2%	18.0%	16.1%
Jean Charest	12.9%	7.5%	7.8%	10.8%	13.2%	19.2%
Yves-Francois Blanchet	3.9%	4.2%	2.9%	5.1%	3.7%	3.7%
Maxime Bernier	3.2%	5.0%	3.2%	5.0%	2.3%	1.7%
Amita Kuttner	0.5%	-	-	0.7%	0.8%	0.3%
None of the above	17.5%	21.5%	16.8%	19.0%	18.7%	13.5%
Unsure	5.3%	10.0%	5.9%	4.9%	4.7%	4.4%

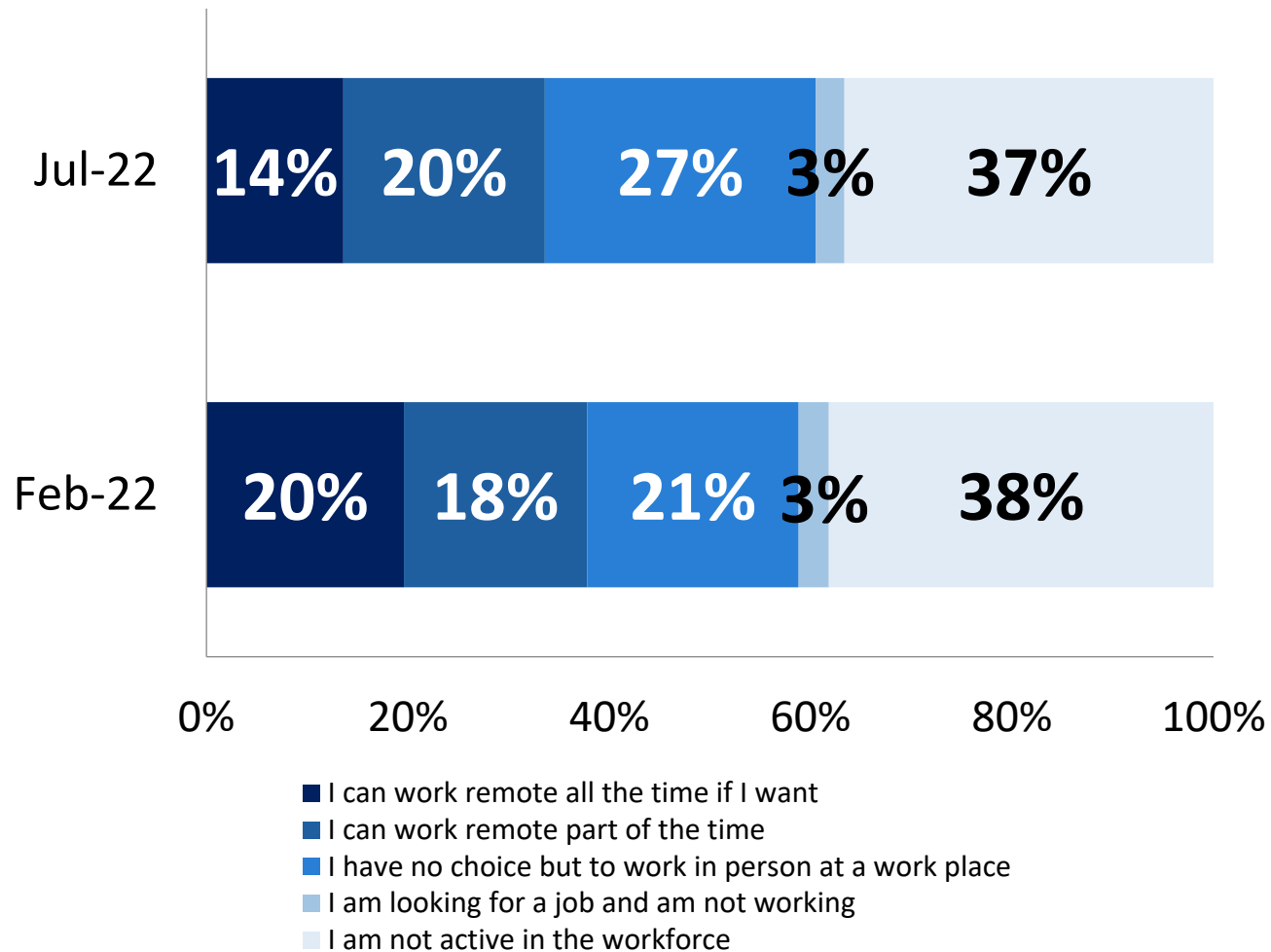
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 2nd, 2022, n=1038, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Current work situation – tracking



Which of the following best describes your work situation? [RANDOMIZE]



There has been a noticeable decline in the proportion of Canadians who report they can work remote all the time if they want, and an increase in the proportion who report having no choice but to work in person at a work place.



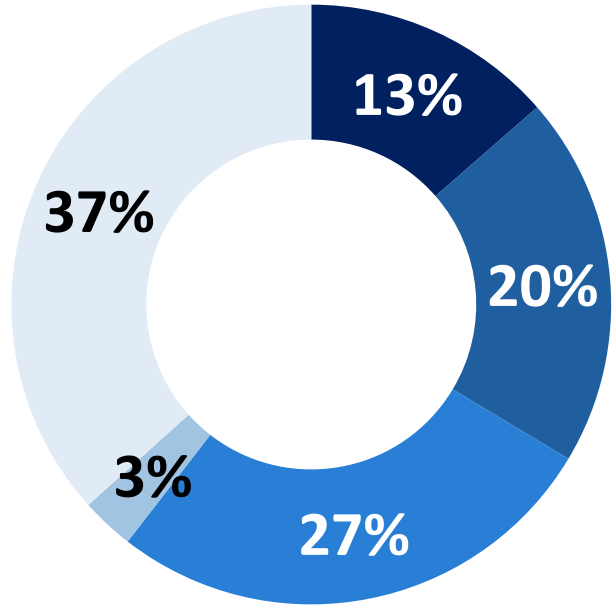
*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 2nd, 2022, n=1038, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Current work situation

Q Which of the following best describes your work situation? [RANDOMIZE]



- I can work remote all the time if I want
- I can work remote part of the time
- I have no choice but to work in person at a work place
- I am looking for a job and am not working
- I am not active in the workforce

“ Just over one in three Canadians report they are not active in the workforce, while about one in four report they have no choice but to work in person at a workplace and another one in five say they can work remote all the time if they want. Residents of BC (20%) are more likely to report they can work from home all the time than residents of Quebec (11%). ”

*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 2nd, 2022, n=1038, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Current work situation by region

Q Which of the following best describes your work situation? [RANDOMIZE]

	Canada (n=1038)	Atlantic (n=97)	Quebec (n=212)	Ontario (n=360)	Prairies (n=210)	BC (n=159)
I am not active in the workforce	36.7%	46.5%	37.2%	38.3%	30.4%	34.3%
I have no choice but to work in person at a workplace	26.9%	30.9%	26.1%	26.7%	26.7%	27.0%
I can work remote part of the time	20.0%	11.6%	23.7%	19.1%	24.0%	15.6%
I can work remote all the time if I want	13.6%	6.6%	11.3%	13.9%	13.1%	20.4%
I am not working but I am looking for a job	2.9%	4.4%	1.7%	2.0%	5.8%	2.7%

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 2nd, 2022, n=1038, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Current work situation by age and gender

Q Which of the following best describes your work situation? [RANDOMIZE]

	Canada (n=1038)	Male (n=557)	Female (n=481)	18-34 (n=214)	35 to 54 (n=390)	55 plus (n=434)
I am not active in the workforce	36.7%	34.7%	38.6%	6.5%	8.1%	78.6%
I have no choice but to work in person at a workplace	26.9%	27.5%	26.3%	44.6%	39.6%	5.5%
I can work remote part of the time	20.0%	20.7%	19.3%	29.5%	31.0%	5.3%
I can work remote all the time if I want	13.6%	14.1%	13.1%	17.3%	15.5%	9.7%
I am not working but I am looking for a job	2.9%	3.0%	2.7%	2.1%	5.9%	1.0%

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 2nd, 2022, n=1038, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,038 Canadians, 18 years of age or older, between July 29th and August 2nd, 2022 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.



Element	Description	Element	Description
Research sponsor	Bloomberg News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,038 randomly selected individuals.	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.
Source of Sample	Nanos Hybrid Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) 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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Ten percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, economic issues, sexual misconduct in hockey and views on Pierre Poilievre.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	July 29 th to August 2 nd , 2022.		
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/		



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TABULATIONS

2022-2192 – Bloomberg/Nanos Survey – July Omni – STAT SHEET

			Region					Gender		Age			
			Canada 2022-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which of the following political leaders would you prefer to see as prime minister? [RANDOMIZE] [SELECT ONE]	Total	Unwgt N	1038	97	212	360	210	159	557	481	214	390	434
		Wgt N	1000	67	231	388	175	139	489	511	267	322	411
	Justin Trudeau	%	23.7	26.0	21.6	26.6	15.9	27.9	20.2	27.1	19.1	21.0	28.8
	Pierre Poilievre	%	16.9	16.8	6.1	19.0	27.6	15.7	23.4	10.8	20.5	17.2	14.4
	Jean Charest	%	12.9	12.4	14.7	14.1	11.3	9.1	16.6	9.4	6.7	14.0	16.2
	Jagmeet Singh	%	16.1	17.7	12.9	16.1	16.2	20.7	13.6	18.6	26.3	14.3	10.9
	Yves-Francois Blanchet	%	3.9	0.0	16.1	0.3	0.0	0.0	3.6	4.1	2.8	4.5	4.1
	Amita Kuttner	%	0.5	1.5	0.0	0.4	0.4	1.1	0.4	0.5	0.0	0.5	0.7
	Maxime Bernier	%	3.2	0.8	2.5	4.4	1.5	4.3	3.1	3.3	5.4	4.5	0.8
	None of the above	%	17.5	16.6	19.5	15.0	21.0	17.0	16.3	18.6	15.2	16.9	19.5
Unsure	%	5.3	8.1	6.5	4.1	6.0	4.2	2.9	7.6	4.0	7.1	4.6	

			Region					Gender		Age			
			Canada 2022-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which of the following best describes your work situation: [RANDOMIZE]	Total	Unwgt N	1038	97	212	360	210	159	557	481	214	390	434
		Wgt N	1000	67	231	388	175	139	489	511	267	322	411
	I can work remote all the time if I want	%	13.6	6.6	11.3	13.9	13.1	20.4	14.1	13.1	17.3	15.5	9.7
	I can work remote part of the time	%	20.0	11.6	23.7	19.1	24.0	15.6	20.7	19.3	29.5	31.0	5.3
	I have no choice but to work in person at a workplace	%	26.9	30.9	26.1	26.7	26.7	27.0	27.5	26.3	44.6	39.6	5.5
	I am not working but I am looking for a job	%	2.9	4.4	1.7	2.0	5.8	2.7	3.0	2.7	2.1	5.9	1.0
	I am not active in the workforce	%	36.7	46.5	37.2	38.3	30.4	34.3	34.7	38.6	6.5	8.1	78.6

2022-2192 – Bloomberg/Nanos Survey – July Omni – STAT SHEET

			Which of the following best describes your work situation? [RANDOMIZE]					
			Canada 2022-07	I can work remote all the time if I want	I can work remote part of the time	I have no choice but to work in person at a workplace	I am not working but I am looking for a job	I am not active in the workforce
Question - Which of the following political leaders would you prefer to see as prime minister? [RANDOMIZE] [SELECT ONE]	Total	Unwgt N	1038	140	207	278	32	381
		Wgt N	1000	136	200	269	29	367
	Justin Trudeau	%	23.7	27.5	21.4	18.5	8.4	28.6
	Pierre Poilievre	%	16.9	15.0	13.3	23.9	8.3	15.2
	Jean Charest	%	12.9	13.7	12.8	9.2	23.4	14.6
	Jagmeet Singh	%	16.1	19.5	18.9	17.9	24.9	11.4
	Yves-Francois Blanchet	%	3.9	3.2	4.2	3.7	0.0	4.3
	Amita Kuttner	%	0.5	0.0	0.7	0.7	0.0	0.4
	Maxime Bernier	%	3.2	2.7	3.6	6.2	0.0	1.3
	None of the above	%	17.5	15.6	17.9	14.5	26.5	19.4
Unsure	%	5.3	2.8	7.2	5.4	8.5	4.7	

			Education						
			Canada 2022-07	Completed high school or less	Some college or university	Completed college	Completed university	Completed graduate studies	Refuse/No Answer
Question - Which of the following political leaders would you prefer to see as prime minister? [RANDOMIZE] [SELECT ONE]	Total	Unwgt N	1038	94	141	212	346	192	53
		Wgt N	1000	88	138	208	328	187	52
	Justin Trudeau	%	23.7	15.5	20.0	20.4	24.7	29.9	32.3
	Pierre Poilievre	%	16.9	27.5	23.3	19.8	13.9	11.2	10.3
	Jean Charest	%	12.9	7.5	7.8	10.8	13.2	19.2	20.3
	Jagmeet Singh	%	16.1	8.9	20.0	14.2	18.0	16.1	14.5
	Yves-Francois Blanchet	%	3.9	4.2	2.9	5.1	3.7	3.7	2.0
	Amita Kuttner	%	0.5	0.0	0.0	0.7	0.8	0.3	0.0
	Maxime Bernier	%	3.2	5.0	3.2	5.0	2.3	1.7	4.2
	None of the above	%	17.5	21.5	16.8	19.0	18.7	13.5	12.9
Unsure	%	5.3	10.0	5.9	4.9	4.7	4.4	3.5	