

Poilievre most trusted to reduce inflation - tied with Trudeau on most trusted to support economic growth.

# Key Findings

1

## Most trusted federal leader to reduce inflation

Three in ten Canadians (30%) trust Pierre Poilievre the most to reduce inflation among the federal party leaders, followed by Justin Trudeau (22%). Men are more likely to trust Pierre Poilievre the most on this (39%) than women (23%), while older Canadians (55 plus) are more likely to trust Justin Trudeau (30%) than younger Canadians (18 to 34: 14%; 35 to 54: 20%).

2

## Most trusted federal leader to support economic growth

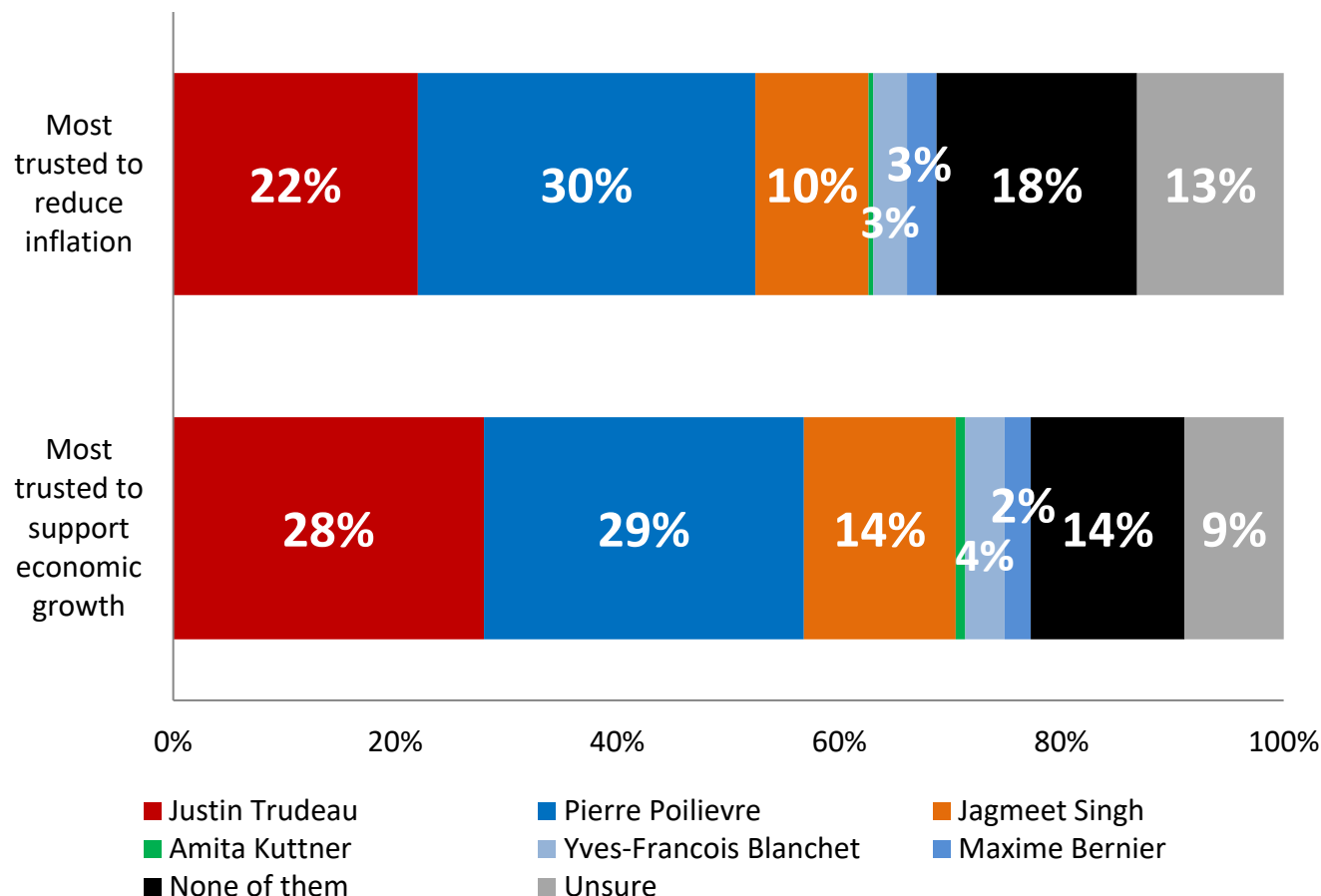
Poilievre and Trudeau are tied on who is most trusted to support economic growth, with just under three in ten Canadians each saying they trust one of them the most (29% and 28%, respectively). The proportion of Canadians who trust Justin Trudeau the most on supporting economic growth has declined seven percentage since 2019 (from 35% to 28%). Canadians aged 55 plus are more likely to trust Trudeau to support economic growth (37%) than younger Canadians aged 18 to 34 (19%) and 35 to 54 (25%). Men are more likely to trust Poilievre on this (37%) than women (21%).

# Most trusted party leader to support economic growth and reduce inflation

Q

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

Which of the federal party leaders would you trust most to reduce inflation in Canada? [RANDOMIZE]



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Three in ten Canadians (30%) trust Pierre Poilievre most of the party leaders to reduce inflation, followed by Justin Trudeau (22%). Poilievre and Trudeau are tied on who is most trusted to support economic growth, with each having the trust of just under three in ten Canadians (29% and 28%, respectively).

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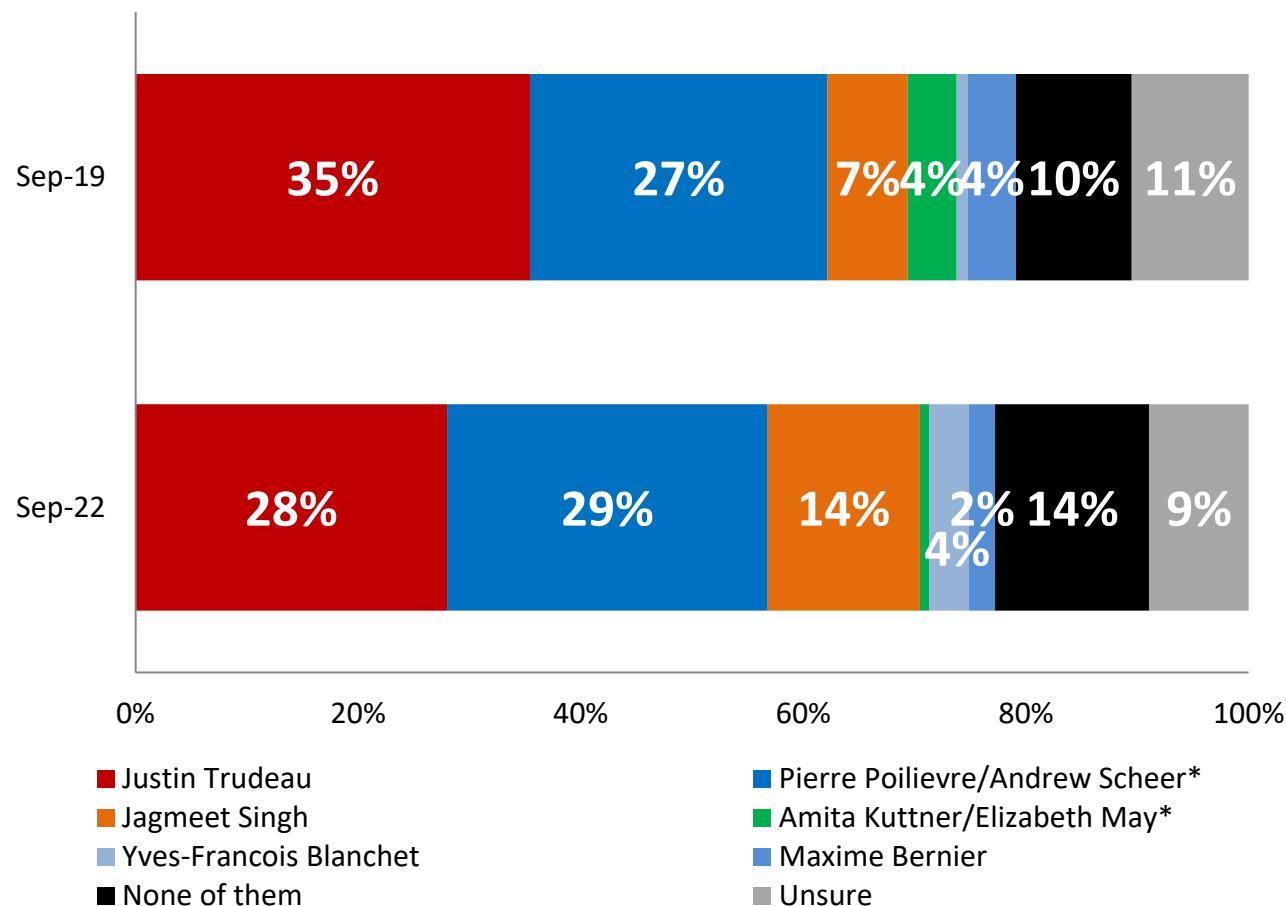
\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30<sup>th</sup> to October 3<sup>rd</sup>, 2022, n=1037, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Most trusted party leader to support economic growth

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



The proportion of Canadians who trust Justin Trudeau the most to support economic growth has declined seven percentage points since 2019, while the proportion of Canadians who trust Jagmeet Singh the most has doubled since the last wave (7% to 14%). Older Canadians aged 55+ are more likely to trust Trudeau on this (37%) than their younger counterparts aged 18 to 34 (19%) and 35 to 54 (25%). Men are more likely to trust Poilievre (37%) than women (21%), for a difference of sixteen percentage points.

\*Weighted to the true population proportion.

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

\*Waves of research in 2019 had Andrew Scheer as the leader for the Federal Conservative Party and Elizabeth May as the leader for the Federal Green Party.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30<sup>th</sup> to October 3<sup>rd</sup>, 2022, n=1037, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Most trusted party leader to support economic growth by demographics

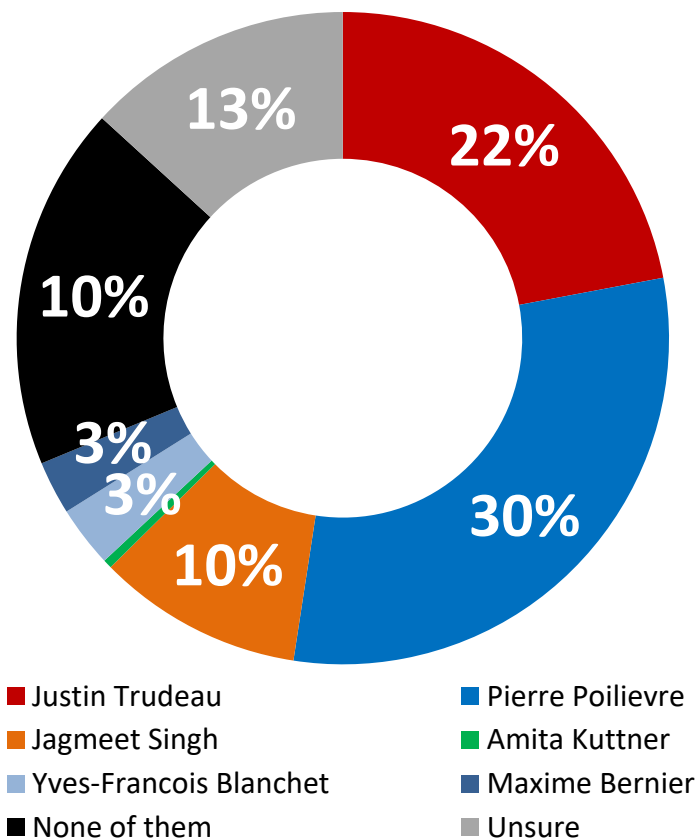
Q

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

		Total (n=1037)	Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)	Men (n=520)	Women (n=513)	18-34 (n=237)	35-54 (n=370)	55 plus (n=430)
TOP RESPONSES	Pierre Poilievre	28.8%	29.9%	13.2%	28.6%	48.1%	29.4%	37.0%	21.0%	30.5%	30.9%	25.8%
	Justin Trudeau	28.0%	25.6%	32.5%	29.2%	20.4%	28.3%	24.1%	31.8%	19.4%	25.1%	36.6%
	Jagmeet Singh	13.7%	15.2%	8.7%	15.4%	13.4%	17.0%	10.1%	17.0%	21.0%	14.0%	8.1%
	Yves-François Blanchet	3.5%	-	14.7%	-	0.6%	-	3.4%	3.7%	2.7%	3.5%	4.1%
	Maxime Bernier	2.4%	2.5%	1.4%	2.5%	2.4%	3.4%	4.0%	0.8%	3.1%	2.9%	1.4%
	Amita Kuttner	0.9%	-	-	1.4%	0.5%	1.7%	0.6%	0.9%	1.0%	0.9%	0.8%
	None of them	13.9%	9.3%	20.4%	14.2%	8.8%	10.8%	14.9%	13.0%	13.7%	13.8%	14.0%
	Unsure	8.9%	17.5%	9.1%	8.7%	5.8%	9.4%	6.0%	11.7%	8.5%	8.9%	9.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30<sup>th</sup> to October 3<sup>rd</sup>, 2022, n=1037, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Most trusted party leader to reduce inflation



Q

Which of the federal party leaders would you trust most to reduce inflation in Canada? [RANDOMIZE]

“

Canadians trust Pierre Poilievre most to reduce inflation out of the federal party leaders (30%), followed by Justin Trudeau (22%) and Jagmeet Singh (10%). Men are more likely to trust Pierre Poilievre the most (39%) than women (23%). Older Canadians aged 55 plus are more likely to trust Justin Trudeau to reduce inflation (30%) than younger Canadians aged 18 to 34 (14%) and 35 to 54 (20%).

”

\*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, September 30<sup>th</sup> to October 3<sup>rd</sup>, 2022, n=1037, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Most trusted party leader to reduce inflation by demographics

Q

Which of the federal party leaders would you trust most to reduce inflation in Canada? [RANDOMIZE]

		Total (n=1037)	Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)	Men (n=520)	Women (n=513)	18-34 (n=237)	35-54 (n=370)	55 plus (n=430)
TOP RESPONSES	Pierre Poilievre	30.4%	29.1%	21.4%	28.0%	47.7%	29.4%	38.9%	22.5%	32.7%	32.8%	26.5%
	Justin Trudeau	22.0%	19.5%	26.3%	23.3%	15.1%	22.0%	18.9%	25.0%	13.7%	20.3%	29.5%
	Jagmeet Singh	10.2%	6.8%	7.1%	10.1%	13.0%	13.4%	5.9%	14.2%	18.1%	9.4%	5.2%
	Yves-François Blanchet	3.0%	-	11.9%	0.3%	0.3%	0.5%	2.7%	3.4%	2.6%	2.9%	3.4%
	Maxime Bernier	2.7%	3.3%	1.8%	3.4%	3.0%	1.3%	4.4%	1.0%	3.8%	3.1%	1.5%
	Amita Kuttner	0.4%	1.0%	-	0.6%	0.5%	0.5%	0.1%	0.5%	0.3%	0.7%	0.3%
	None of them	18.1%	20.8%	18.0%	20.1%	12.1%	19.3%	20.2%	15.9%	18.3%	16.8%	19.0%
	Unsure	13.2%	19.5%	13.5%	14.2%	8.4%	13.4%	9.0%	17.3%	10.5%	13.9%	14.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30<sup>th</sup> to October 3<sup>rd</sup>, 2022, n=1037, accurate 3.0 percentage points plus or minus, 19 times out of 20.



# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, between September 30<sup>th</sup> and October 3<sup>rd</sup>, 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 dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.0$  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	1037 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 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	13 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 property damage due to extreme weather, lifted COVID-19 travel restrictions, King Charles III, top government priorities and federal party leaders.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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	September 30 <sup>th</sup> to October 3 <sup>rd</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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ABOUT NANOS

# TABULATIONS



# Any questions?

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# 2022-2225 – Bloomberg/Nanos Survey – September Omni – STAT SHEET

			Region					Gender			Age			
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	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	1037	75	247	340	220	155	520	513	4	237	370	430
		Wgt N	1004	67	234	382	187	134	488	512	4	276	342	386
		Mean	3.3	3.5	3.8	3.2	2.8	3.2	3.2	3.4	2.5	3.4	3.4	3.2
		Median	2.0	2.0	3.0	2.0	2.0	2.0	2.0	2.0	2.5	3.0	2.0	2.0
	Justin Trudeau	%	28.0	25.6	32.5	29.2	20.4	28.3	24.1	31.8	25.0	19.4	25.1	36.6
	Pierre Poilievre	%	28.8	29.9	13.2	28.6	48.1	29.4	37.0	21.0	25.0	30.5	30.9	25.8
	Jagmeet Singh	%	13.7	15.2	8.7	15.4	13.4	17.0	10.1	17.0	25.0	21.0	14.0	8.1
	Amita Kuttner	%	0.9	0.0	0.0	1.4	0.5	1.7	0.6	0.9	25.0	1.0	0.9	0.8
	Yves-François Blanchet	%	3.5	0.0	14.7	0.0	0.6	0.0	3.4	3.7	0.0	2.7	3.5	4.1
	Maxime Bernier	%	2.4	2.5	1.4	2.5	2.4	3.4	4.0	0.8	0.0	3.1	2.9	1.4
	None of them	%	13.9	9.3	20.4	14.2	8.8	10.8	14.9	13.0	0.0	13.7	13.8	14.0
	Unsure	%	8.9	17.5	9.1	8.7	5.8	9.4	6.0	11.7	0.0	8.5	8.9	9.2
			Region					Gender			Age			
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Which of the federal party leaders would you trust most to reduce inflation in Canada? [RANDOMIZE]	Total	Unwgt N	1037	75	247	340	220	155	520	513	4	237	370	430
		Wgt N	1004	67	234	382	187	134	488	512	4	276	342	386
	Justin Trudeau	%	22.0	19.5	26.3	23.3	15.1	22.0	18.9	25.0	25.0	13.7	20.3	29.5
	Pierre Poilievre	%	30.4	29.1	21.4	28.0	47.7	29.4	38.9	22.5	0.0	32.7	32.8	26.5
	Jagmeet Singh	%	10.2	6.8	7.1	10.1	13.0	13.4	5.9	14.2	25.0	18.1	9.4	5.2
	Amita Kuttner	%	0.4	1.0	0.0	0.6	0.5	0.5	0.1	0.5	25.0	0.3	0.7	0.3
	Yves-François Blanchet	%	3.0	0.0	11.9	0.3	0.3	0.5	2.7	3.4	0.0	2.6	2.9	3.4
	Maxime Bernier	%	2.7	3.3	1.8	3.4	3.0	1.3	4.4	1.0	0.0	3.8	3.1	1.5
	None of them	%	18.1	20.8	18.0	20.1	12.1	19.3	20.2	15.9	25.0	18.3	16.8	19.0
	Unsure	%	13.2	19.5	13.5	14.2	8.4	13.4	9.0	17.3	0.0	10.5	13.9	14.6

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, between September 30<sup>th</sup> and October 3<sup>rd</sup>, 2022. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

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