Poilievre numerically ahead; Trudeau declines seven points since 2019 on trust to support economic growth.

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Key Findings

①

②

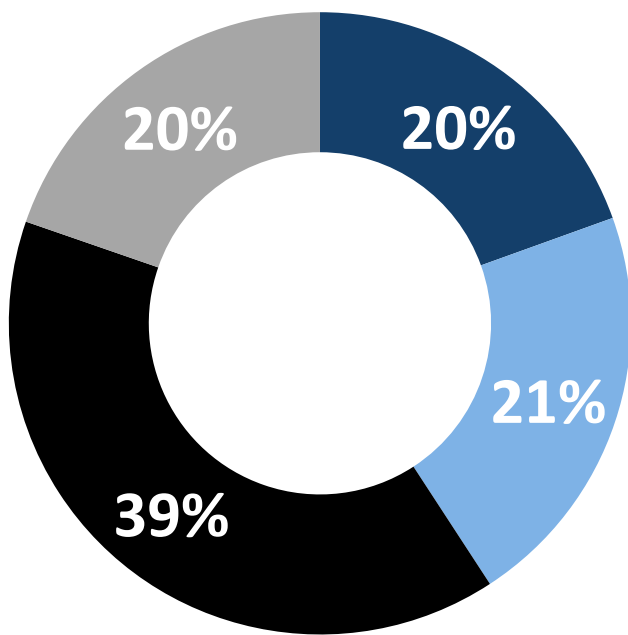**Poilievre edges out Trudeau as federal leader most trusted to support economic growth**

Poilievre (30%) is numerically ahead of Trudeau (27%; decline of seven percentage points since 2019) on trust to support economic growth, followed by Jagmeet Singh (11%) and two in ten who say they don't trust any of the federal leaders on this (20%). Residents of the Prairies are significantly more likely to trust Pierre Poilievre (45%) than residents of Quebec (15%).

Canadians don't see a difference in how current and former Finance Minister managed Canada's finances

Two in five Canadians (40%) say that there is no difference between how the current Finance Minister Chrystia Freeland and the former Finance Minister Bill Morneau manage(d) Canada's finances. Residents of the Prairies are more likely to say that Canada's finances were better managed under the former Finance Minister Bill Morneau (27%), than residents of Quebec (15%).

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Opinions on the management of Canada's finances

20%

20%

21%

39%

■ Chrystia Freeland   ■ Bill Morneau

■ No difference   ■ Unsure

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

2 in 5 Canadians

Think that there is no difference between how the current Finance Minister Chrystia Freeland and the former Finance Minister Bill Morneau manages Canada's finances. Residents of the Prairies are more likely to say that Canada's finances were better managed under the former Finance Minister Bill Morneau (27%), than residents of Quebec (15%).

Q – Do you think Canada's finances are better managed now under the current Finance Minister Chrystia Freeland, or were they better managed under Bill Morneau, former Finance Minister from 2015 to 2020?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 2nd to April 6th, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Opinions on the management of Canada's finances – by demographics

Q Do you think Canada's finances are better managed now under the current Finance Minister Chrystia Freeland, or were they better managed under Bill Morneau, former Finance Minister from 2015 to 2020?
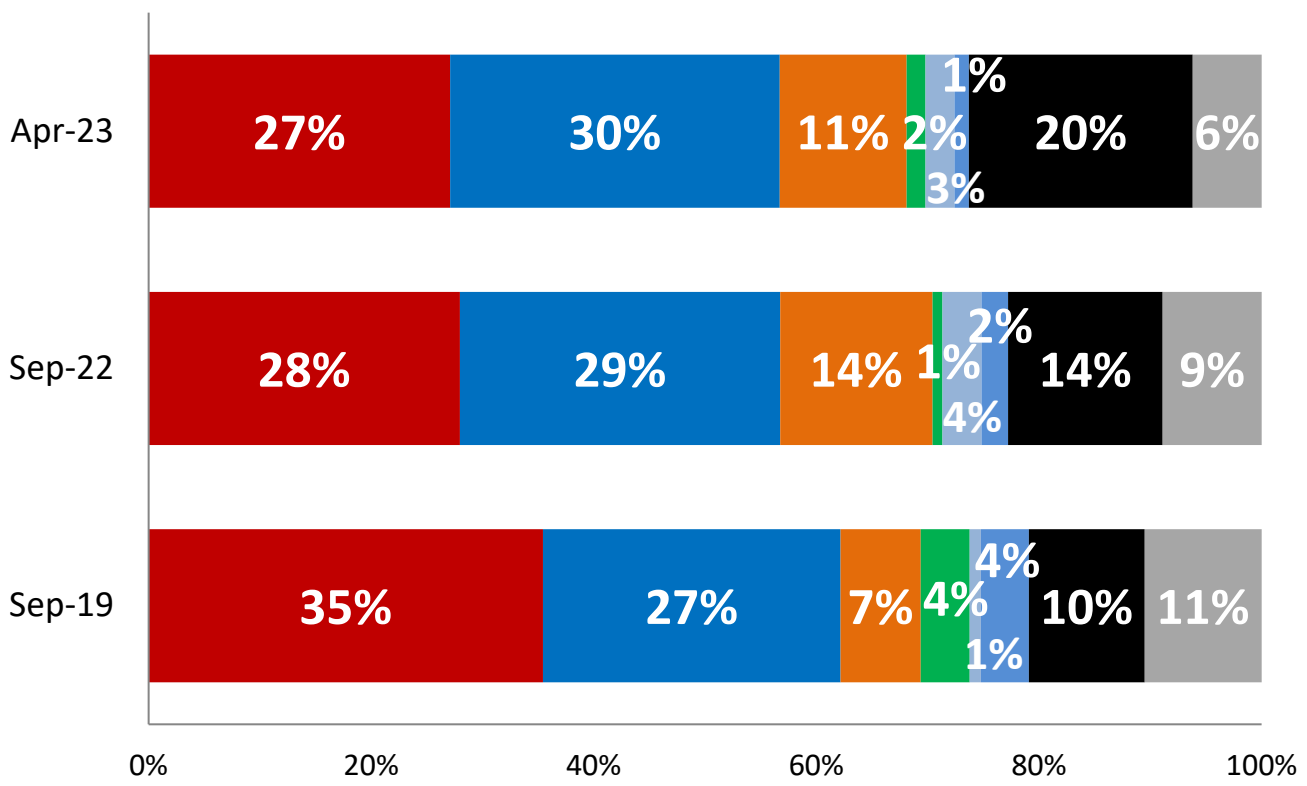
	Canada (n=1063)	Atlantic (n=112)	Quebec (n=187)	Ontario (n=380)	Prairies (n=219)	BC (n=165)	Men (n=566)	Women (n=495)	18-34 (n=207)	35-54 (n=383)	55 plus (n=473)
No difference	39.5%	36.1%	46.3%	37.4%	38.6%	36.8%	44.2%	34.7%	32.4%	43.6%	40.9%
Bill Morneau	21.3%	16.1%	15.3%	22.6%	27.3%	22.3%	25.8%	17.0%	16.3%	22.9%	23.2%
Chrystia Freeland	19.5%	27.4%	23.2%	19.3%	11.9%	19.9%	16.0%	23.0%	15.0%	17.7%	23.9%
Unsure	19.7%	20.5%	15.2%	20.7%	22.2%	21.1%	14.0%	25.3%	36.3%	15.8%	12.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 2nd to April 6th, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Most trusted party leader to support economic growth

"The proportion of Canadians who trust Justin Trudeau the most to support economic growth has declined eight percentage points since 2019, while the proportion of Canadians who trust none of the party leaders has doubled since 2019 (10% to 20%)."

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

Legend:
- Justin Trudeau
- Pierre Poilievre/Andrew Scheer*
- Jagmeet Singh
- Amita Kuttner/Elizabeth May*
- Yves-Francois Blanchet
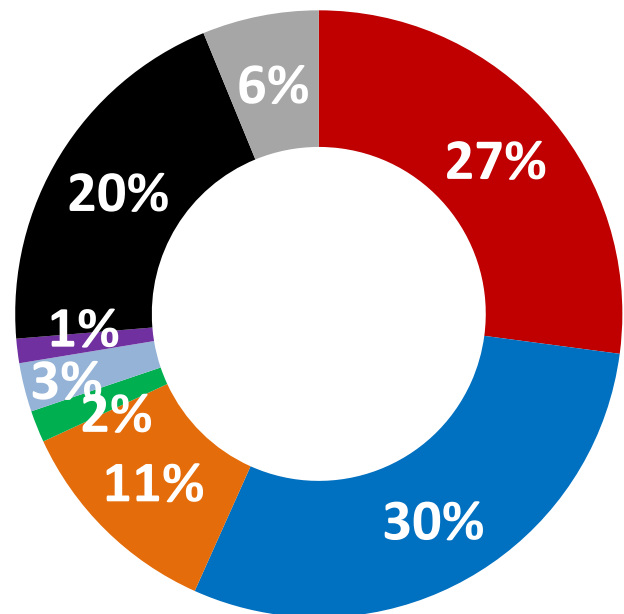- Maxime Bernier
- None of them
- Unsure

*Waves of research 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, April 2nd to April 6th, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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The current most trusted party leader to support economic growth

Justin Trudeau 27%
Pierre Poilievre 30%
Jagmeet Singh 11%
Elizabeth May 2%
Yves-Francois Blanchet 3%
Maxime Bernier 1%
None of them 20%
Unsure 6%

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

Canadians are marginally more likely to trust Pierre Poilievre (30%) more than Justin Trudeau (27%) as the federal party leader to support economic growth, followed by Jagmeet Singh (11%) and none of them (20%). Older Canadians aged 55+ are more likely to trust Trudeau most on this (32%) than their younger counterparts aged 18 to 34 (23%) and 35 to 54 (24%). Residents of the Prairies are significantly more likely to trust Pierre Poilievre (45%) than residents of Quebec (15%).

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

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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]

	Canada (n=1063)	Atlantic (n=112)	Quebec (n=187)	Ontario (n=380)	Prairies (n=219)	BC (n=165)	Men (n=566)	Women (n=495)	18-34 (n=207)	35-54 (n=383)	55 plus (n=473)
Pierre Poilievre	29.6%	22.2%	14.7%	31.4%	44.5%	33.7%	33.9%	25.6%	27.5%	32.7%	28.5%
Justin Trudeau	27.1%	45.5%	30.2%	27.4%	18.9%	22.4%	26.2%	28.0%	23.2%	24.3%	31.7%
Jagmeet Singh	11.4%	7.6%	10.6%	12.3%	9.9%	13.4%	9.1%	13.4%	18.8%	10.2%	7.5%
Yves-François Blanchet	2.6%	-	10.5%	0.2%	-	1.0%	3.2%	2.1%	1.4%	2.6%	3.5%
Elizabeth May	1.7%	3.5%	-	2.0%	-	5.0%	1.2%	2.0%	1.3%	2.2%	1.6%
Maxime Bernier	1.3%	-	0.4%	1.1%	2.6%	2.5%	2.1%	0.5%	0.4%	2.8%	0.7%
None of them	20.1%	15.8%	26.8%	19.5%	17.0%	16.8%	20.9%	19.4%	22.3%	17.6%	20.7%
Unsure	6.2%	5.4%	6.7%	6.1%	7.1%	5.2%	3.3%	9.0%	5.3%	7.6%	5.7%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 2nd to April 6th, 2023, n=1063, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,063 Canadians, 18 years of age or older, between April 2nd and 6th, 2023 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 ±3.0 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
Research sponsor	Bloomberg News
Population and Final Sample Size	1,063 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 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 to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	April 2nd to 6th, 2023.
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 (2021) 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 (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.
Estimated Response Rate	11 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on the federal budget, safety and hate towards marginalized communities.
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.

TECHNICAL NOTE

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ABOUT NANOS

Any questions?

✉

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2023-2361 – Bloomberg/Nanos Survey – March OMNI - STAT SHEET

					Region				Gender			Age		
			Canada 2023-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - Our next few questions are about finances. Do you think Canada's finances are better managed now under the current Finance Minister Chrystia Freeland, or were they better managed under Bill Morneau, former Finance Minister from 2015 to 2020?	Total	Unwgt N	1063	112	187	380	219	165	566	495	2	207	383	473
		Wgt N	1002	67	231	389	175	140	490	510	2	268	323	411
	Chrystia Freeland	%	19.5	27.4	23.2	19.3	11.9	19.9	16.0	23.0		15.0	17.7	23.9
	Bill Morneau	%	21.3	16.1	15.3	22.6	27.3	22.3	25.8	17.0		16.3	22.9	23.2
	No difference	%	39.5	36.1	46.3	37.4	38.6	36.8	44.2	34.7		32.4	43.6	40.9
	Unsure	%	19.7	20.5	15.2	20.7	22.2	21.1	14.0	25.3		36.3	15.8	12.0

					Region				Gender			Age		
			Canada 2023-04	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	1063	112	187	380	219	165	566	495	2	207	383	473
		Wgt N	1002	67	231	389	175	140	490	510	2	268	323	411
	Justin Trudeau	%	27.1	45.5	30.2	27.4	18.9	22.4	26.2	28.0		23.2	24.3	31.7
	Pierre Poilievre	%	29.6	22.2	14.7	31.4	44.5	33.7	33.9	25.6		27.5	32.7	28.5
	Jagmeet Singh	%	11.4	7.6	10.6	12.3	9.9	13.4	9.1	13.4		18.8	10.2	7.5
	Elizabeth May	%	1.7	3.5	0.0	2.0	0.0	5.0	1.2	2.0		1.3	2.2	1.6
	Yves-François Blanchet	%	2.6	0.0	10.5	0.2	0.0	1.0	3.2	2.1		1.4	2.6	3.5
	Maxime Bernier	%	1.3	0.0	0.4	1.1	2.6	2.5	2.1	0.5		0.4	2.8	0.7
	None of them	%	20.1	15.8	26.8	19.5	17.0	16.8	20.9	19.4		22.3	17.6	20.7
	Unsure	%	6.2	5.4	6.7	6.1	7.1	5.2	3.3	9.0		5.3	7.6	5.7