

The Conservative Party has the edge on trust to support the economy; Canadians are divided between trust in CPC or NDP on affordable housing.

National survey released October 2024
Field: September 29th to October 2nd, 2024
Submission 2024-2693

THE GLOBE AND MAIL 





The research gauged trust in federal parties on issues related to economic growth and affordable housing, views on inflation and personal finances, and views on the top priority group for new government spending.

Nanos conducted an RDD dual frame (land-and cell-lines) hybrid telephone and online random survey of 1,058 Canadians, 18 years of age or older, between September 29th to October 2nd, 2024 as part of an omnibus survey.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by the Globe and Mail and was conducted by Nanos Research.

KEY FINDINGS

1

CONSERVATIVES RETAIN THE EDGE OVER OTHER PARTIES ON TRUST TO SUPPORT ECONOMIC GROWTH

Canadians are more likely to trust the Conservative Party to support economic growth ([38%](#)) rather than other federal parties ([Liberal: 27%](#); [NDP: seven per cent](#)). However, Canadians are divided in their trust related to helping the middle class ([CPC: 29%](#); [LPC: 24%](#); [NDP: 20%](#)). Conservatives and NDP are statistically tied regarding which party is most trusted on the issue of affordable housing ([CPC: 24%](#); [NDP: 23%](#)), while just under one in five trust the Liberal Party the most ([17%](#)).

2

CANADIANS ARE MORE LIKELY TO BE CONFIDENT OR SOMEWHAT CONFIDENT THAT REDUCED INFLATION WILL POSITIVELY IMPACT THEIR PERSONAL FINANCES

Just over one in two Canadians are confident ([16%](#)) or somewhat confident ([36%](#)) that there will be a positive impact on their personal finances in light of inflation returning to the Bank of Canada's two per cent target, while four in ten are not confident ([24%](#)) or somewhat not confident ([15%](#)) in this. Older Canadians (55 plus) are more likely to be confident or somewhat confident in this ([59%](#)) than those 18 to 34 ([41%](#)), as are residents of Quebec ([65%](#)).

3

CANADIANS PREFER NO NEW SPENDING BY THE GOVERNMENT ON ANY AGE GROUP

Asked their preference for the government's top spending priorities for the fall economic update in terms of different age groups, one in four Canadians ([26%](#)) say there should be no new spending by the Government of Canada, while one in five each say the government should prioritize young Canadians (18-34)([19%](#)) or older Canadians (55 and older)([19%](#)). Around one in ten each think middle aged Canadians (35-54)([13%](#)) or children (0-18)([10%](#)) should be prioritized. Canadians 55 plus are more likely to say there should not be any new spending ([30%](#)) than those 18 to 34 ([15%](#)).

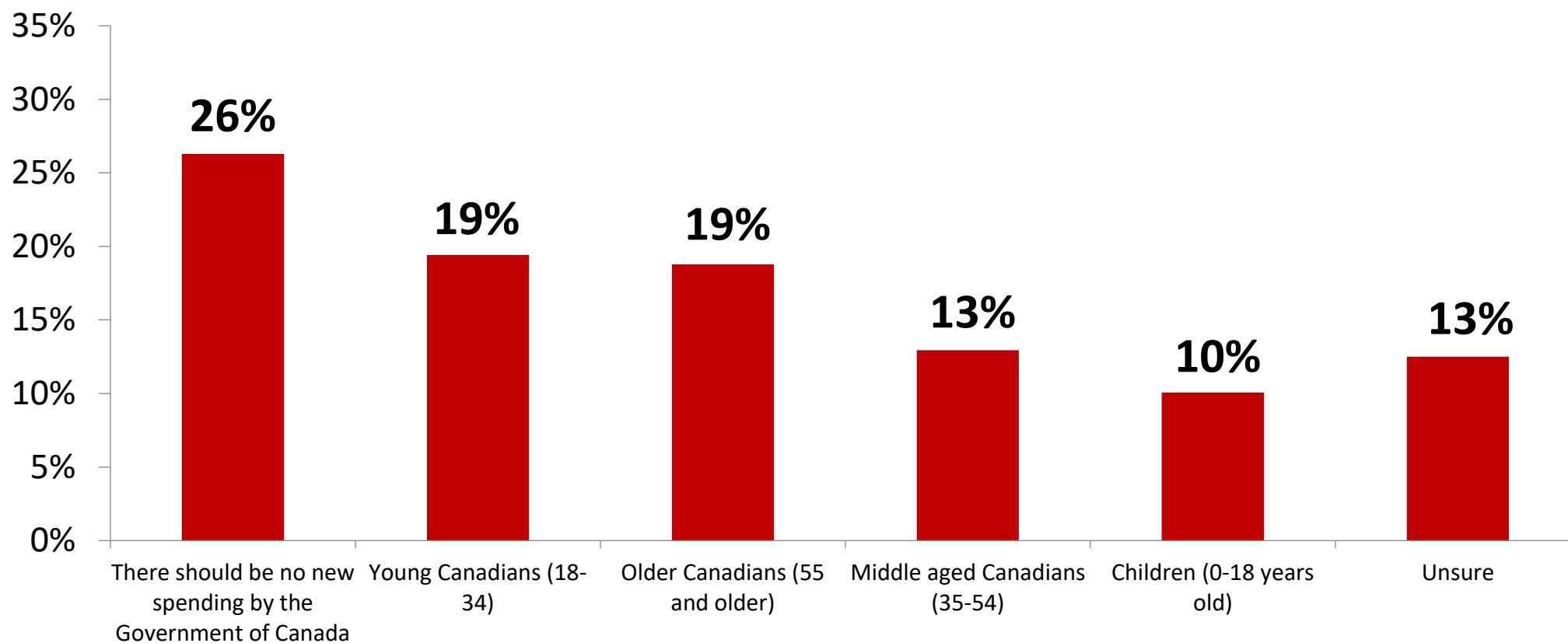
4

MEN TRUST CPC MORE ON ECONOMIC GROWTH AND HELPING MIDDLE CLASS; OLDER CANADIANS MORE LIKELY TO TRUST LPC THAN YOUNGER CANADIANS

Men are more likely to trust the Conservative Party the most on supporting economic growth ([45%](#)) than women ([32%](#)), as well as on helping the middle class ([34% men](#); [24% women](#)). Older Canadians (55 plus) have more trust in the Liberal Party ([29%](#)) on helping the middle class than Canadians 18 to 34 ([18%](#)) and on supporting economic growth ([55 plus: 36%](#); [18-34: 16%](#)).

Top priority group for new government spending

Q - Looking ahead to the federal government's fall economic update, what age group should be the government's top priority for any new spending? (Select one)



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

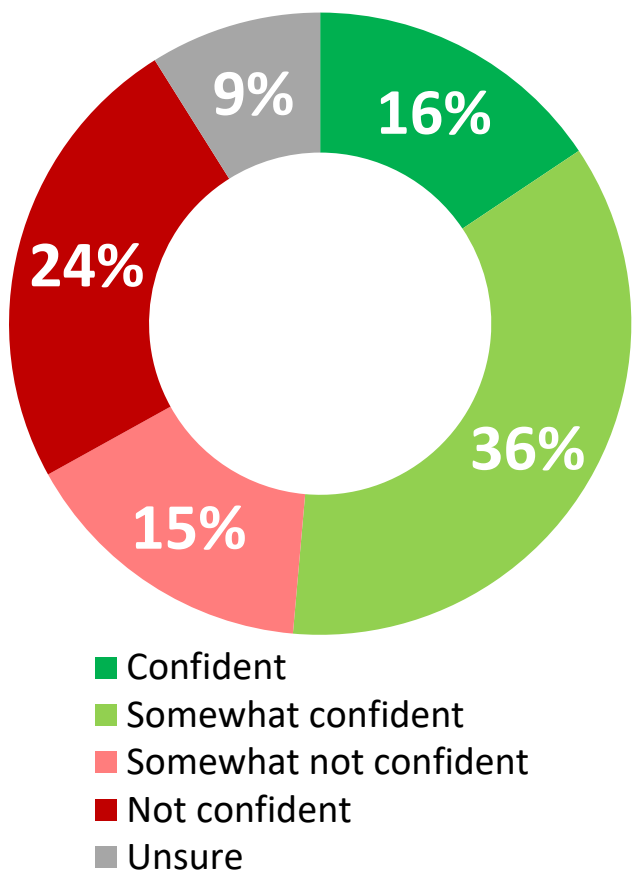
Top priority group for new government spending – by demographics

Q – Looking ahead to the federal government’s fall economic update, what age group should be the government’s top priority for any new spending? (Select one)

	2024-10 (n=1058)	Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)	Men (n=546)	Women (n=506)	18-34 (n=195)	35-54 (n=424)	55 plus (n=439)
There should be no new spending by the Government of Canada	26.3%	16.9%	27.6%	22.8%	34.5%	27.9%	30.3%	22.7%	14.8%	31.1%	30.1%
Young Canadians (18-34)	19.4%	18.8%	20.5%	22.2%	15.0%	15.8%	23.7%	15.1%	29.0%	16.9%	15.1%
Older Canadians (55 and older)	18.8%	27.8%	19.0%	19.6%	13.5%	18.3%	16.3%	21.1%	7.8%	23.1%	22.6%
Middle aged Canadians (35-54)	12.9%	17.1%	10.4%	13.2%	14.9%	11.8%	12.7%	13.0%	24.4%	10.5%	7.3%
Children (0-18 years old)	10.1%	12.4%	10.2%	8.8%	9.4%	13.0%	10.0%	10.2%	11.9%	9.3%	9.4%
Unsure	12.5%	6.9%	12.2%	13.3%	12.7%	13.1%	6.9%	17.8%	12.1%	9.0%	15.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Confidence in reduced inflation positively impacting personal finances



- Confident
- Somewhat confident
- Somewhat not confident
- Not confident
- Unsure

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

Confidence Level	Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)
	Confident/Somewhat confident	51.1%	64.6%	49.5%	41.7%
Confidence Level	Men (n=546)	Women (n=506)	18-34 (n=195)	35-54 (n=424)	55 plus (n=439)
	55.5%	47.9%	41.0%	50.6%	58.9%
Confidence Level	Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)
	39.7%	25.6%	39.8%	51.7%	47.4%
Confidence Level	Men (n=546)	Women (n=506)	18-34 (n=195)	35-54 (n=424)	55 plus (n=439)
	36.8%	42.1%	50.0%	39.8%	32.8%

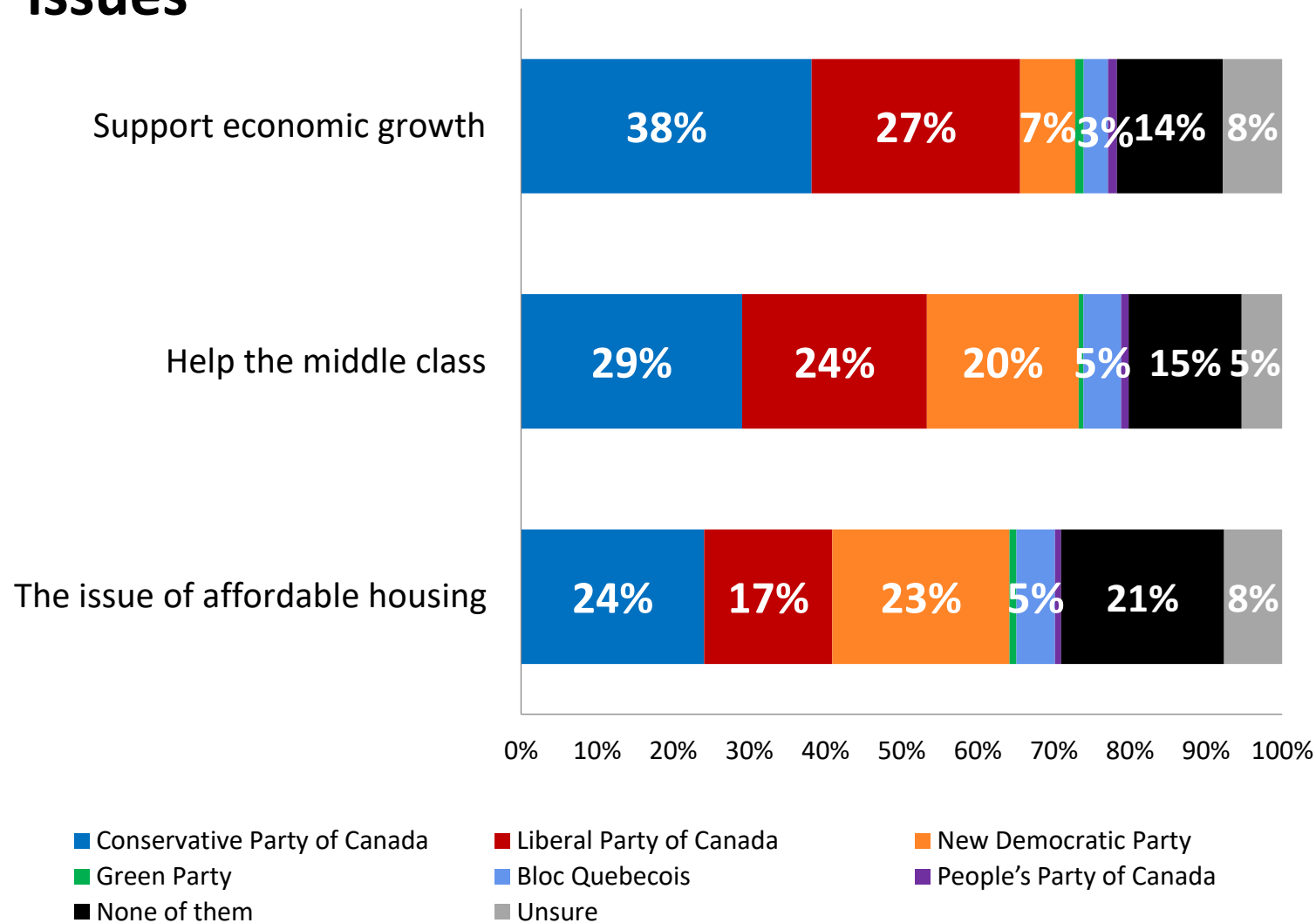
Q – Now that inflation has returned to the Bank of Canada’s two per cent target, are you confident, somewhat confident, somewhat not confident or not confident that this will have a positive impact on your personal finances?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Canadians are more likely to trust the Conservative Party to support economic growth or help the middle class rather than other federal parties, however they are divided on whether they trust the Conservative Party or the NDP more on affordable housing.

Trust in federal parties to manage economic issues

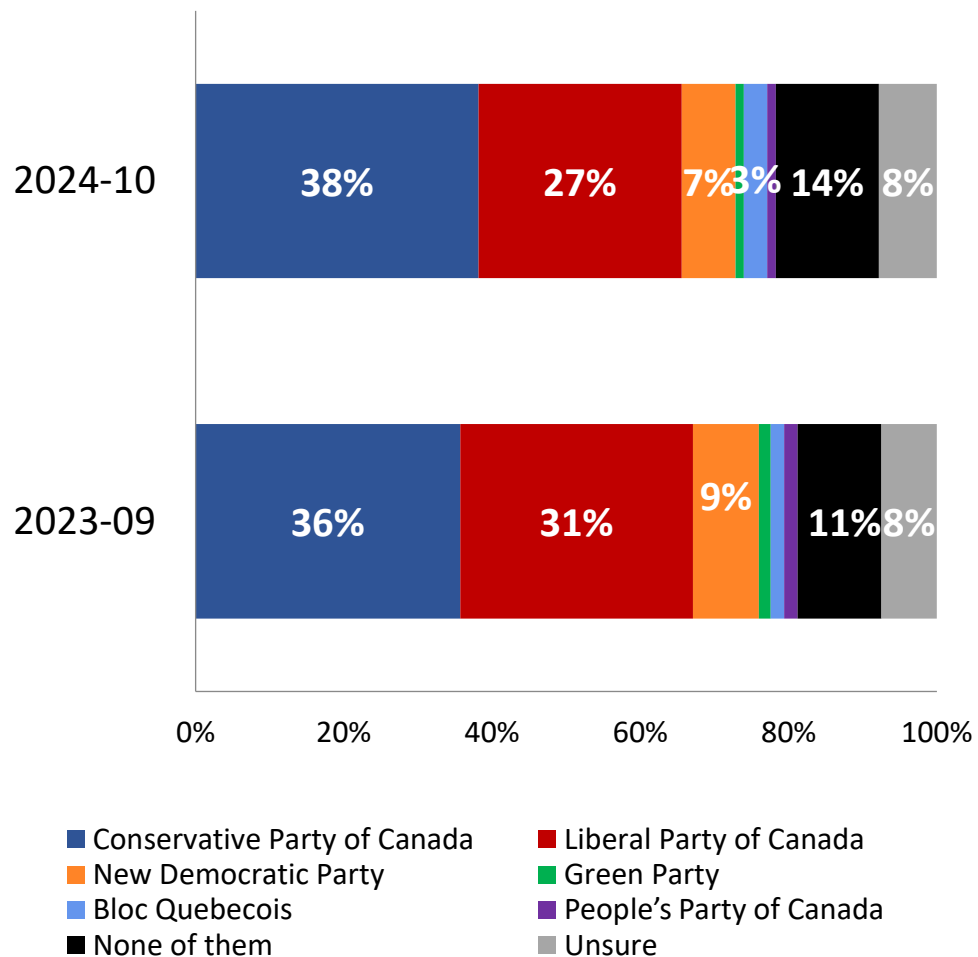


*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – Which federal party do you trust most with the following: [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Trust in federal parties to support economic growth



Nearly **2 in 5** Canadians

trust the Conservative Party most to support economic growth (38%), while just over one in four trust the Liberal Party (27%). Men are more likely to trust the Conservative Party the most (45%) than women (32%), while older Canadians (55 plus) have more trust in the Liberal Party (36%) than Canadians 18 to 34 years old (16%).

*Weighted to the true population proportion.

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

Q – Which federal party do you trust most with the following: **Support economic growth** [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Trust in federal parties to support economic growth – by demographics

Q – Which federal party do you trust most with the following: **Support economic growth** [RANDOMIZE]

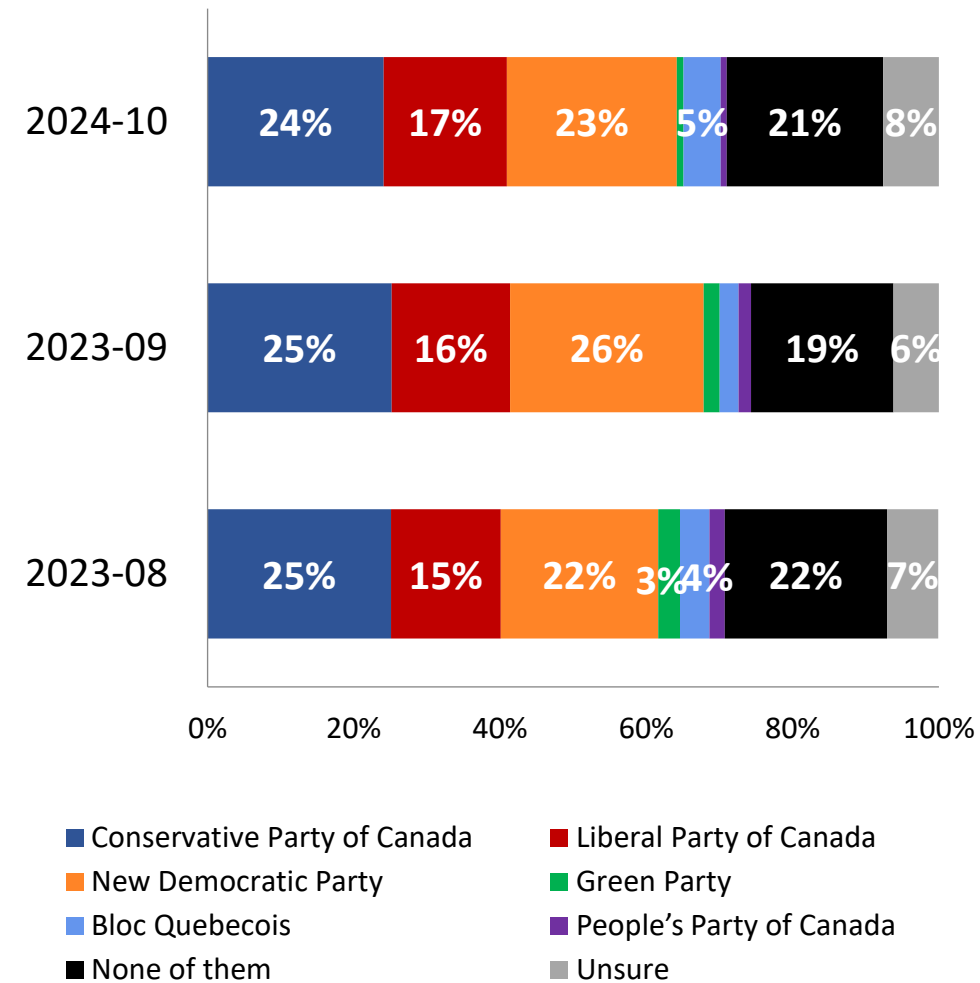
	Canada (n=1058)	Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)	Men (n=546)	Women (n=506)	18-34 (n=195)	35-54 (n=424)	55 plus (n=439)
Conservative Party of Canada	38.2%	34.2%	22.4%	39.8%	52.3%	43.6%	45.2%	31.6%	41.1%	38.9%	35.7%
Liberal Party of Canada	27.4%	35.3%	31.7%	27.2%	17.3%	29.8%	25.7%	29.3%	15.8%	26.7%	35.5%
None of them	13.9%	12.9%	16.1%	16.2%	11.9%	6.8%	13.9%	13.7%	14.7%	17.0%	10.9%
New Democratic Party of Canada	7.3%	5.8%	4.9%	6.2%	10.3%	10.9%	4.5%	9.4%	14.0%	4.6%	4.9%
Bloc Quebecois	3.2%	-	13.1%	0.2%	-	0.6%	3.0%	3.4%	1.3%	4.1%	3.7%
People's Party of Canada	1.2%	-	0.9%	0.7%	3.2%	0.8%	1.0%	1.3%	2.9%	1.2%	-
Green Party of Canada	1.1%	3.0%	0.8%	0.9%	0.4%	2.3%	0.9%	1.3%	0.7%	0.7%	1.7%
Unsure	7.8%	8.8%	10.1%	8.6%	4.7%	5.3%	5.8%	9.8%	9.4%	6.8%	7.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Trust in federal parties on the issue of affordable housing

Close to **1 in 4** Canadians

each trust the Conservative Party of Canada (24%) or the NDP (23%) the most on the issue of affordable housing, with just under one in five (17%) trust the Liberal Party most, consistent with previous findings. Younger Canadians (18-34) are more likely to trust the NDP most (32%) than those 35 to 54 (18%) or 55 plus (21%).



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

Q – Which federal party do you trust most with the following: **The issue of affordable housing** [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Trust in federal parties on the issue of affordable housing – by demographics

Q – Which federal party do you trust most with the following: **The issue of affordable housing** [RANDOMIZE]

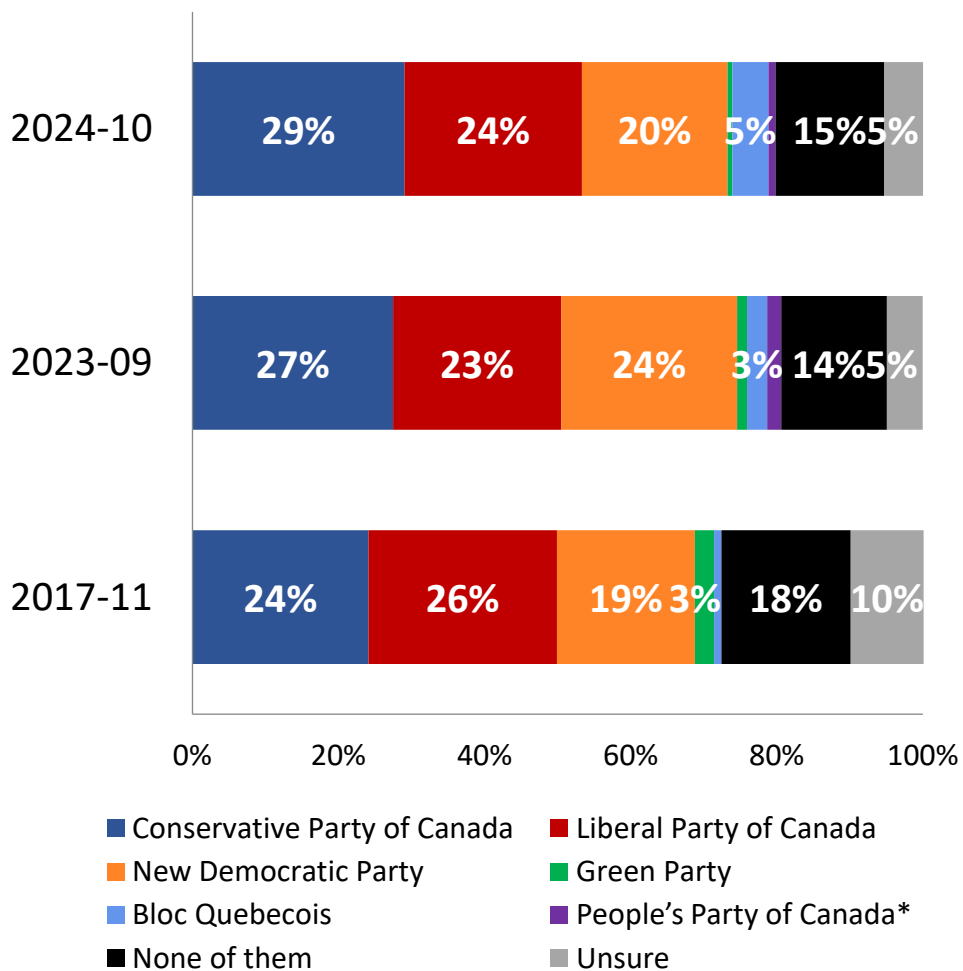
	Canada (n=1058)	Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)	Men (n=546)	Women (n=506)	18-34 (n=195)	35-54 (n=424)	55 plus (n=439)
Conservative Party of Canada	24.1%	18.6%	11.3%	23.7%	37.5%	32.0%	28.6%	20.0%	24.8%	25.9%	22.1%
New Democratic Party of Canada	23.3%	16.5%	26.5%	21.2%	26.0%	23.4%	20.5%	25.0%	32.2%	18.4%	21.2%
None of them	21.4%	23.3%	18.5%	24.7%	19.8%	18.2%	22.3%	20.8%	21.5%	23.2%	20.0%
Liberal Party of Canada	16.8%	25.0%	15.0%	20.5%	7.1%	18.0%	14.5%	19.3%	8.5%	16.3%	22.7%
Bloc Quebecois	5.1%	-	20.3%	0.8%	-	0.6%	5.0%	5.1%	3.2%	4.5%	6.7%
Green Party of Canada	0.9%	2.1%	-	1.0%	-	2.7%	1.1%	0.7%	0.3%	1.3%	1.0%
People's Party of Canada	0.8%	-	0.9%	0.2%	3.0%	-	0.9%	0.7%	1.8%	0.9%	0.1%
Unsure	7.6%	14.5%	7.4%	7.9%	6.5%	5.2%	7.0%	8.3%	7.7%	9.5%	6.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Trust in federal parties to help the middle class

Canadians are split

on which federal party they trust most to help the middle class, with close to one in four each saying the Conservative Party (29%) or the Liberal Party (24%), and one in five who trust the NDP most (20%). This is consistent with previous findings from 2017 and 2023. Men are more likely to trust the Conservative Party the most (34%) than women (24%), while older Canadians (55 plus) have more trust in the Liberal Party (29%) than Canadians 18 to 34 (18%).



*Weighted to the true population proportion.

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

Q – Which federal party do you trust most with the following: **Help the middle class** [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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Trust in federal parties to help the middle class – by demographics

Q – Which federal party do you trust most with the following: **Help the middle class**
[RANDOMIZE]

	Canada (n=1058)	Atlantic (n=111)	Quebec (n=229)	Ontario (n=351)	Prairies (n=211)	BC (n=156)	Men (n=546)	Women (n=506)	18-34 (n=195)	35-54 (n=424)	55 plus (n=439)
Conservative Party of Canada	29.0%	22.1%	15.5%	29.1%	44.1%	35.8%	34.3%	24.1%	30.3%	30.0%	27.4%
Liberal Party of Canada	24.3%	36.2%	25.0%	26.7%	12.3%	25.7%	22.9%	25.6%	18.2%	23.0%	29.3%
New Democratic Party of Canada	19.9%	11.1%	16.8%	20.8%	22.5%	23.9%	17.6%	21.8%	29.4%	15.0%	17.6%
None of them	14.9%	20.0%	15.4%	16.2%	13.9%	9.1%	13.8%	15.9%	12.6%	18.8%	13.3%
Bloc Quebecois	4.9%	-	20.7%	0.2%	-	0.6%	4.9%	5.0%	2.5%	4.7%	6.7%
People's Party of Canada	1.0%	1.1%	1.3%	0.2%	3.0%	-	0.9%	1.0%	2.1%	1.1%	0.1%
Green Party of Canada	0.6%	1.0%	-	1.1%	-	1.1%	0.6%	0.7%	-	0.8%	1.0%
Unsure	5.3%	8.5%	5.3%	5.7%	4.3%	3.8%	4.9%	5.8%	4.9%	6.6%	4.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29th to October 2nd, 2024, n=1058, 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 1,058 Canadians, 18 years of age or older, between September 29th and October 2nd, 2024 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 the Globe and Mail 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	The Globe and Mail	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	1058 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	Twelve 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, views on economic issues, views on defense spending, views on bicycle lanes and regulations, views on evacuating Canadians from Lebanon, and views on government benefits.
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.	Data Tables	By region, age, and gender
Field Dates	September 29 th to October 2 nd , 2024.		
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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Any questions?



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