

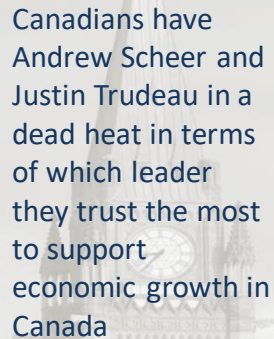
Scheer and Trudeau in dead heat on the economy - one in three Canadians are unsure or say none are trusted to support the economy

National survey released April, 2019
Project 2019-1420



Bloomberg





Canadians have Andrew Scheer and Justin Trudeau in a dead heat in terms of which leader they trust the most to support economic growth in Canada

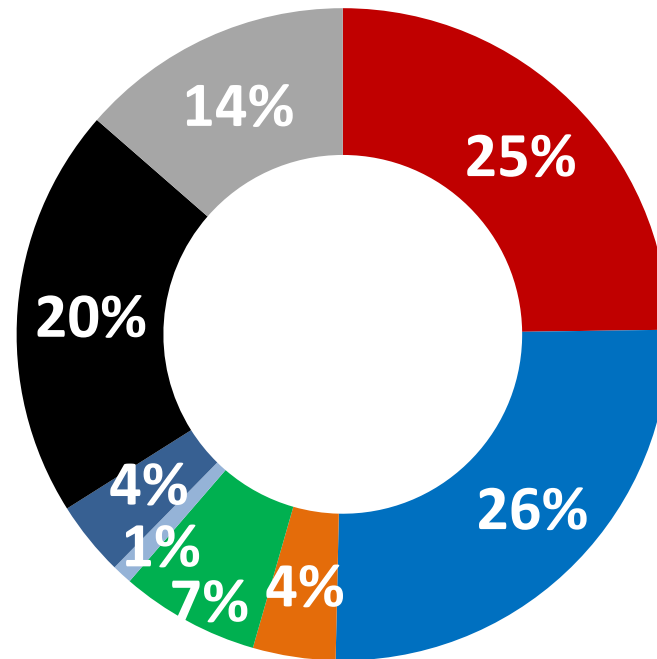
Andrew Scheer and Justin Trudeau are in a dead heat in terms of which federal political leader Canadians trust the most to support economic growth in Canada, with one third of Canadians who are unsure or say none of them can be trusted. Residents of the Prairies have the most trust in Andrew Scheer, while residents of Atlantic Canada trust Justin Trudeau the most to support economic growth.

- **Scheer and Trudeau are deadlocked in terms of which political leader Canadians trust the most to support economic growth in Canada** – Just over one in four Canadians say they trust Andrew Scheer (26%) the most to support economic growth in Canada, followed closely by Justin Trudeau (25%), while 20 per cent trust none of them. Seven per cent say they trust Elizabeth May the most to do this, followed by Jagmeet Singh (four per cent), Maxime Bernier (four per cent), and Yves-Francois Blanchet (one per cent). Fourteen per cent are unsure.
- **Residents of the Prairies have a higher trust in Andrew Scheer, while Atlantic Canadians have more trust in Justin Trudeau** – Residents of the Prairies most often selected Andrew Scheer (42%; 14% selected Trudeau) as the federal leader they trust the most to support economic growth in Canada, while residents of Atlantic Canada most often selected Justin Trudeau (33%; 12% selected Scheer).
- **Older Canadians have a higher trust in Justin Trudeau to support economic growth than younger Canadians** – Canadians 55 years of age and older are more likely to select Justin Trudeau (33%) as the federal leader they trust the most to support economic growth than Canadians 18 to 34 years old (17%).

The observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between April 25th to 28th, 2019 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg and the research was conducted by Nanos Research.

Greatest trust in federal party leaders to support economic growth



- Justin Trudeau
- Andrew Scheer
- Jagmeet Singh
- Elizabeth May
- Yves-Francois Blanchet
- Maxime Bernier
- None of them
- Unsure

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

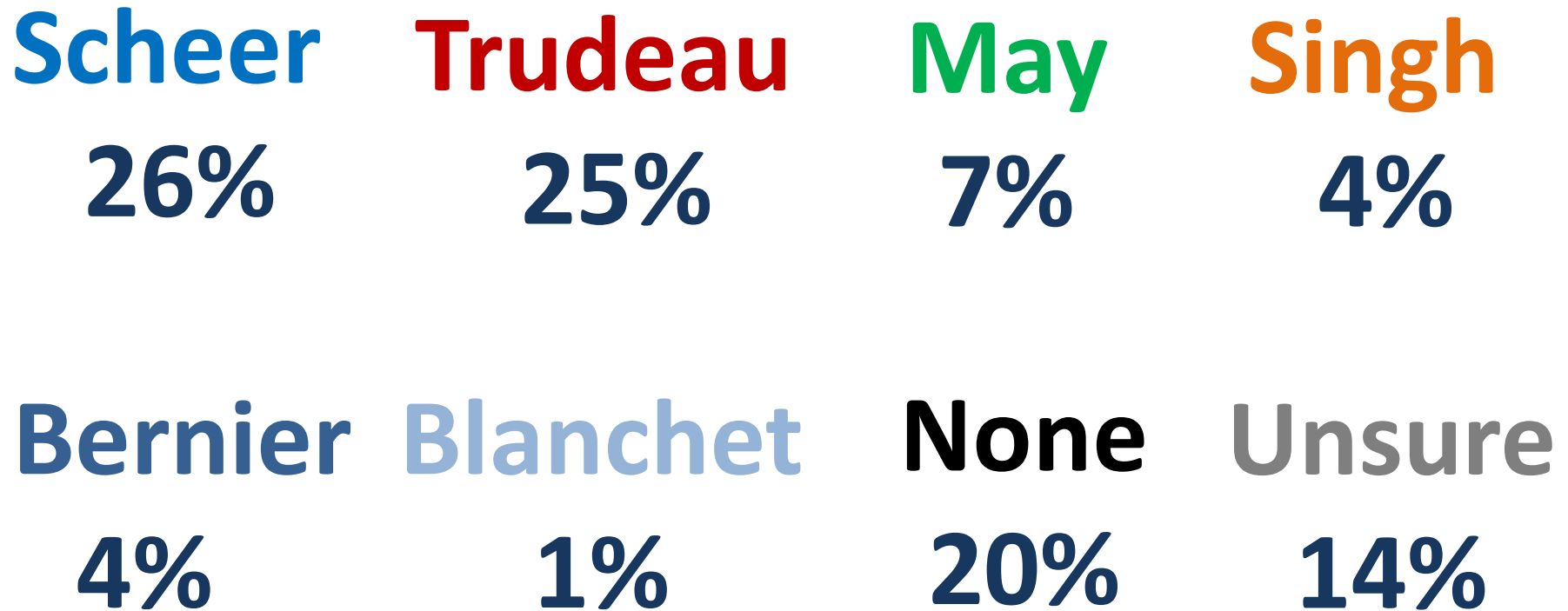
Greatest trust in federal party leaders to support economic growth

Subgroups	Justin Trudeau	Andrew Scheer	Jagmeet Singh	Elizabeth May	Yves-Francois Blanchet	Maxime Bernier	None	Unsure
Atlantic (n=100)	33.3%	12.1%	3.1%	13.5%	-	0.8%	25.1%	12.1%
Quebec (n=250)	26%	20.1%	2.3%	2.8%	4.2%	5.5%	21.6%	17.6%
Ontario (n=300)	27.4%	26.6%	3.4%	6.7%	-	3.5%	19.5%	12.9%
Prairies (n=200)	14.2%	41.9%	5.0%	5.2%	-	2.7%	19.9%	11.1%
BC (n=150)	26.1%	19.9%	7.6%	11.7%	-	4.2%	17.5%	12.9%
Male (n=514)	22.9%	32%	4.8%	5.6%	1.5%	5.7%	20%	7.5%
Female (n=486)	26.7%	19.4%	3.3%	8.0%	0.6%	1.8%	20.7%	19.5%
18 to 34 (n=206)	17.3%	22.2%	6.4%	9.4%	1.5%	5.8%	20.8%	16.7%
35 to 54 (n=374)	21.7%	27.7%	4.2%	6.4%	0.7%	3.8%	20.2%	15.2%
55 plus (n=420)	32.7%	26.1%	2.3%	5.5%	1.0%	2.1%	20.2%	10.1%

*Weighted to the true population proportion.

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

Greatest trust in federal party leaders to support economic growth



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



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between April 25th and April 28th, 2019 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 a random survey of 1,000 Canadians 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
Organization who commissioned the research	Bloomberg News
Final Sample Size	1,000 Randomly selected individuals.
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. 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.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	April 25 th to April 28 th , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

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 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 (2016) 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	13 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	This was module three of an omnibus survey. Module one was about fuel consumption and module two was about the carbon tax.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	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.



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



A public relations consultancy for executives and organizations with images to create, issues to manage, relationships to build, and reputations to protect in a digitally disrupted era. We serve senior leaders with PR counsel that is both strategic and social, informed by a deep understanding of analytics, content, communities, media, sustainability and technology. www.signaleadership.com

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) 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

NANOS RUTHERFORD McKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

TABULATIONS



2019-1420 – Bloomberg/Nanos Survey – Bloomberg April - STAT SHEET

			Region					Gender		Age			
			Canada 2019-04	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	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	1000	100	250	300	200	150	514	486	206	374	420
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	24.8	33.3	26.0	27.4	14.2	26.1	22.9	26.7	17.3	21.7	32.7
	Andrew Scheer	%	25.6	12.1	20.1	26.6	41.9	19.9	32.0	19.4	22.2	27.7	26.1
	Jagmeet Singh	%	4.1	3.1	2.3	3.4	5.0	7.6	4.8	3.3	6.4	4.2	2.3
	Elizabeth May	%	6.9	13.5	2.8	6.7	5.2	11.7	5.6	8.0	9.4	6.4	5.5
	Yves- François Blanchet	%	1.0	0.0	4.2	0.0	0.0	0.0	1.5	0.6	1.5	0.7	1.0
	Maxime Bernier	%	3.7	0.8	5.5	3.5	2.7	4.2	5.7	1.8	5.8	3.8	2.1
	None of them	%	20.4	25.1	21.6	19.5	19.9	17.5	20.0	20.7	20.8	20.2	20.2
	Unsure	%	13.6	12.1	17.6	12.9	11.1	12.9	7.5	19.5	16.7	15.2	10.1