Trust in Trudeau to support economic growth on the rise

National survey released August, 2019
Project 2019-1478

SUMMARY

> Over a third of Canadians trust Trudeau most to support economic growth in Canada
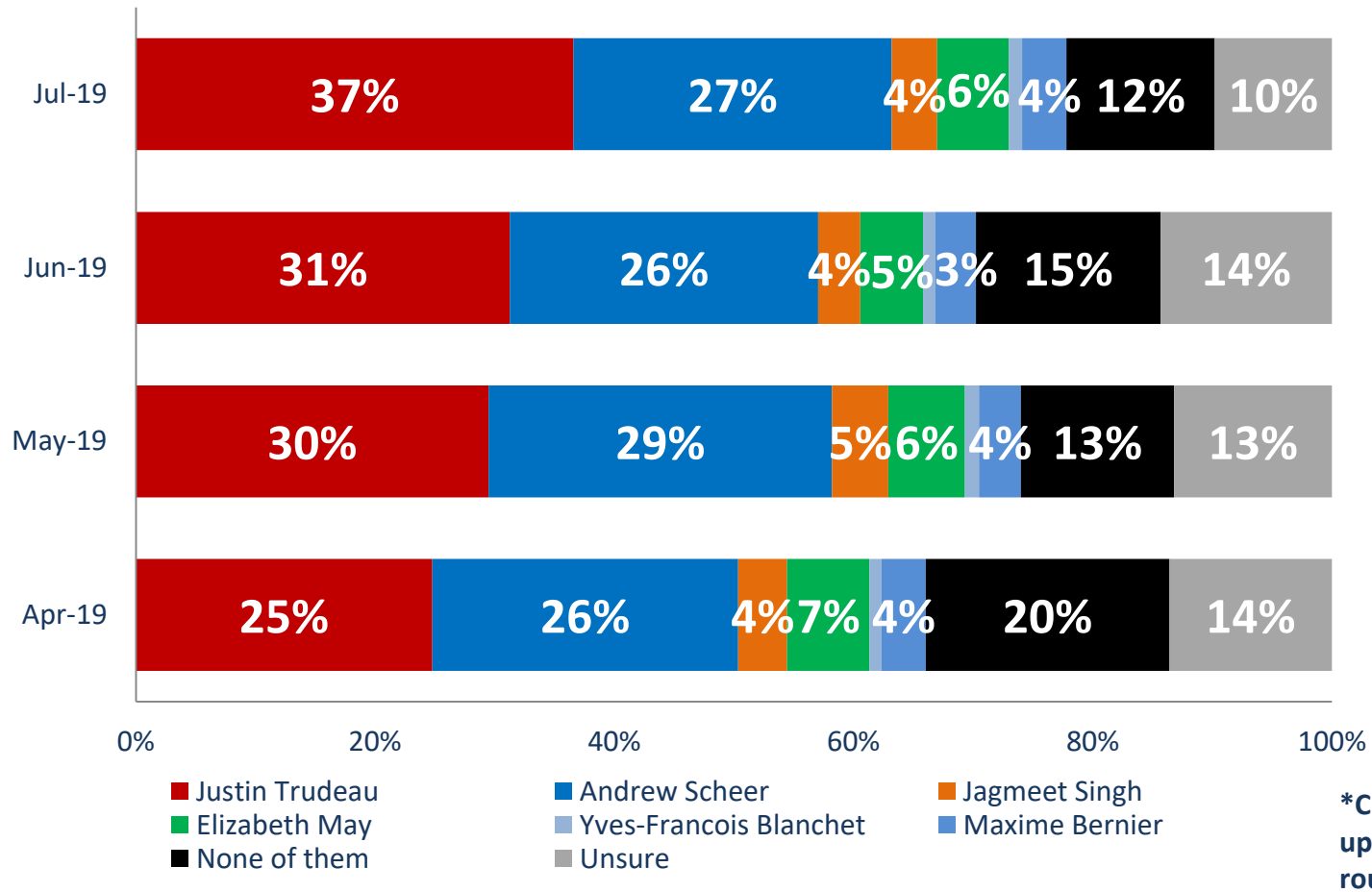
Trust in Trudeau to support economic growth on the rise with over one in three Canadians who trust Trudeau most to support economic growth in Canada. Canadians in the Prairies trust Andrew Scheer over Justin Trudeau.

- **Canadians more likely to say they trust Trudeau to support economic growth in Canada** – Over one in three Canadians (37%, up from 31% in June 2019) say they trust Justin Trudeau to support economic growth, while 27 percent of Canadians trust Andrew Scheer. Six per cent of Canadians trust Elizabeth May, while four per cent trust Jagmeet Singh and Maxime Bernier, each. One percent of Canadians trust Yves-Francois Blanchet. Fourteen per cent are unsure and 12 per cent trust none of them.

- **Trudeau scores higher in Atlantic and Ontario, lower in the Prairies** – Forty-two percent of Canadians living in Atlantic Canada and Ontario say they trust Justin Trudeau to support economic growth, compared to 26 percent of Canadians living in the Prairies who trust him. Andrew Scheer scores highest in the Prairies with 39 per cent of Canadians who say they trust him more and scores lower in the Atlantic region with 20 per cent.

- **Trudeau scores higher among older Canadians –** Over four in ten Canadians aged 55 years and older (43%) say they trust Trudeau to support economic growth, while three in ten (30%) say they trust Sheer to support economic growth.

- **Trudeau scores higher among women** – One in four (40%) women say they trust Justin Trudeau to support economic growth (33% of men), while a third (31%) of men say they trust Scheer to support economic growth (22% of women).

These observations are based on 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 July 28th to 30th, 2019 as part of an omnibus survey.

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

Most trustworthy party leader for supporting economic growth

Jul-19
- Justin Trudeau: 37%
- Andrew Scheer: 27%
- Jagmeet Singh: 4%
- Elizabeth May: 6%
- Maxime Bernier: 4%
- None of them: 12%
- Unsure: 10%

Jun-19
- Justin Trudeau: 31%
- Andrew Scheer: 26%
- Jagmeet Singh: 4%
- Elizabeth May: 5%
- Yves-Francois Blanchet / Maxime Bernier: 3%
- None of them: 15%
- Unsure: 14%

May-19
- Justin Trudeau: 30%
- Andrew Scheer: 29%
- Jagmeet Singh: 5%
- Elizabeth May: 6%
- Maxime Bernier: 4%
- None of them: 13%
- Unsure: 13%

Apr-19
- Justin Trudeau: 25%
- Andrew Scheer: 26%
- Jagmeet Singh: 4%
- Elizabeth May: 7%
- Maxime Bernier: 4%
- None of them: 20%
- Unsure: 14%

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

*Charts may not add up to 100 due to rounding

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

Most trustworthy party leader for supporting economic growth
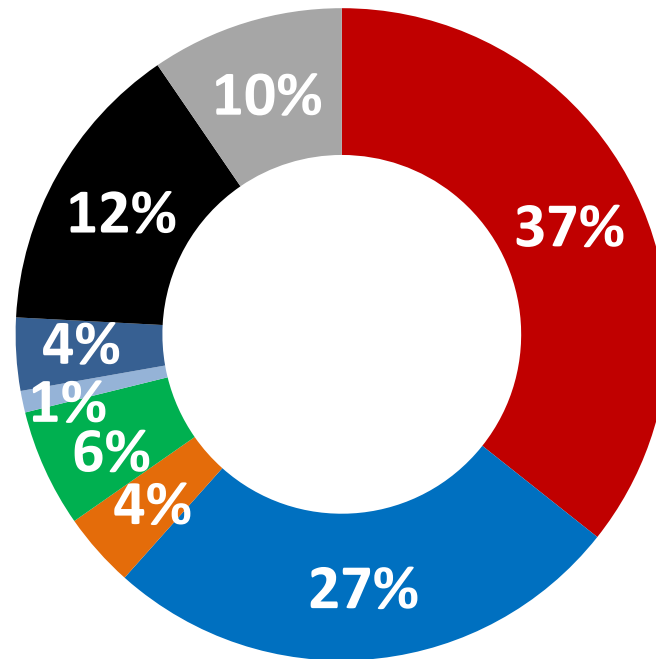
Legend:
- Justin Trudeau
- Andrew Scheer
- Jagmeet Singh
- Elizabeth May
- Yves-Francois Blanchet
- Maxime Bernier
- None of them
- Unsure

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

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Most trustworthy party leader for supporting economic growth

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Subgroups	Justin Trudeau	Andrew Scheer	Jagmeet Singh	Elizabeth May	Yves-Francois Blanchet	Maxime Bernier	None	Unsure
Atlantic (n=100)	42.0%	19.7%	2.8%	7.1%	-	4.3%	13.2%	10.9%
Quebec (n=250)	39.6%	21.0%	3.9%	3.7%	4.1%	2.9%	12.9%	12.0%
Ontario (n=300)	42.3%	27.4%	1.6%	5.6%	0.3%	3.7%	10.4%	8.7%
Prairies (n=200)	26.0%	39.3%	4.3%	4.5%	-	3.8%	13.6%	8.6%
BC (n=150)	31.0%	21.8%	8.2%	11.7%	-	4.8%	13.6%	9.0%
Male (n=536)	33.1%	31.2%	4.2%	5.5%	1.2%	6.1%	11.3%	7.3%
Female (n=464)	40.0%	22.1%	3.4%	6.4%	1.0%	1.5%	13.5%	12.1%
18 to 34 (n=260)	31.4%	21.5%	6.0%	6.8%	1.0%	5.6%	12.2%	15.5%
35 to 54 (n=363)	34.1%	26.3%	4.6%	6.4%	0.7%	3.1%	14.2%	10.6%
55 plus (n=377)	42.5%	30.3%	1.6%	5.0%	1.5%	3.1%	11.0%	5.1%

*Weighted to the true population proportion.

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

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Trudeau **Scheer** **Singh** **May**
36.6% **26.6%** **3.8%** **6.0%**

Blanchet **Bernier** **None** **Unsure**
1.1% **3.7%** **12.4%** **9.8%**

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

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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 July 28th to 30th, 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 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
Organization who commissioned the research	Bloomberg
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	July 28th to 30th, 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 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	This was module three of five in an omnibus survey. Other modules were about personal information in elections, impressions of the Chinese government, the cannabis industry and tourism in Ottawa.
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.

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2019-1478 – Bloomberg/Nanos Survey – Bloomberg July – STAT SHEET

				Region					Gender		Age		
			Canada 2019-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question 1 - 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	536	464	260	363	377
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	36.6	42.0	39.6	42.3	26.0	31.0	33.1	40.0	31.4	34.1	42.5
	Andrew Scheer	%	26.6	19.7	21.0	27.4	39.3	21.8	31.2	22.1	21.5	26.3	30.3
	Jagmeet Singh	%	3.8	2.8	3.9	1.6	4.3	8.2	4.2	3.4	6.0	4.6	1.6
	Elizabeth May	%	6.0	7.1	3.7	5.6	4.5	11.7	5.5	6.4	6.8	6.4	5.0
	Yves-François Blanchet	%	1.1	0.0	4.1	0.3	0.0	0.0	1.2	1.0	1.0	0.7	1.5
	Maxime Bernier	%	3.7	4.3	2.9	3.7	3.8	4.8	6.1	1.5	5.6	3.1	3.1
	None of them	%	12.4	13.2	12.9	10.4	13.6	13.6	11.3	13.5	12.2	14.2	11.0
	Unsure	%	9.8	10.9	12.0	8.7	8.6	9.0	7.3	12.1	15.5	10.6	5.1

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