Mapping out the issue advantage by leader

National survey released September 2019
Project 2019-1491

THE GLOBE AND MAIL

(n) NANOS SURVEY

SUMMARY

THE GLOBE AND MAIL * NANOS

> Canadians most often say Justin Trudeau would be the federal party leader who would be the best at improving Canada's reputation and relationship with US

Canadians most often say Trudeau would be the federal party leader who would be the best at improving Canada's reputation and relationship with US, while marginally more say Scheer would be best at spending tax dollars wisely and say Elizabeth May would be the best at leading an ethical government.

- **Canadians more often say Elizabeth May is the federal party leader who would be the best at leading an ethical government** – Under one in four Canadians (23%) say Elizabeth May would be the best at leading an ethical government, followed closely by Andrew Scheer (20%). Seventeen per cent say Justin Trudeau would be the best at this, while 13 per cent say none of them, 10 per cent say Jagmeet Singh, and three per cent each say Maxime Bernier and Yves-François Blanchet. Twelve per cent are unsure. Residents of the Prairies are most likely to say Andrew Scheer would be best at this (33%), while residents of BC are most likely to say Elizabeth May (39%).

- **Canadians most often say Justin Trudeau is the federal party leader who would be the best at helping the middle class** – Just over three in ten Canadians (31%) say Justin Trudeau would be the best at helping the middle class, followed by Andrew Scheer (21%). Thirteen per cent say Jagmeet Singh would be the best at this, while nine per cent say none of them, six per cent say Elizabeth May, four per cent say Maxime Bernier, and two per cent say Yves-François Blanchet. Fourteen per cent are unsure. Residents of the Prairies are most likely to say Andrew Scheer would be best at this (31%), while residents of Atlantic Canada are most likely to say Justin Trudeau (37%).

- **Canadians most frequently name Justin Trudeau as the federal party leader who would be the best at managing Canada's relationship with the U.S.** – Four in ten Canadians (40%) say Justin Trudeau would be the best at managing Canada's relationship with the U.S, followed by Andrew Scheer (25%), and none of them (10%). Four per cent say Maxime Bernier would be the best at this, while three cent each say Elizabeth May and Jagmeet Singh, and one per cent say Yves-François Blanchet. Fourteen per cent are unsure. Residents of the Prairies are most likely to say Andrew Scheer would be best at this (37%), while residents of Atlantic Canada and BC are most likely to say Justin Trudeau (46% and 44%, respectively).

SUMMARY

> Canadians are marginally more likely to say Andrew Scheer would be the best at spending tax dollars wisely
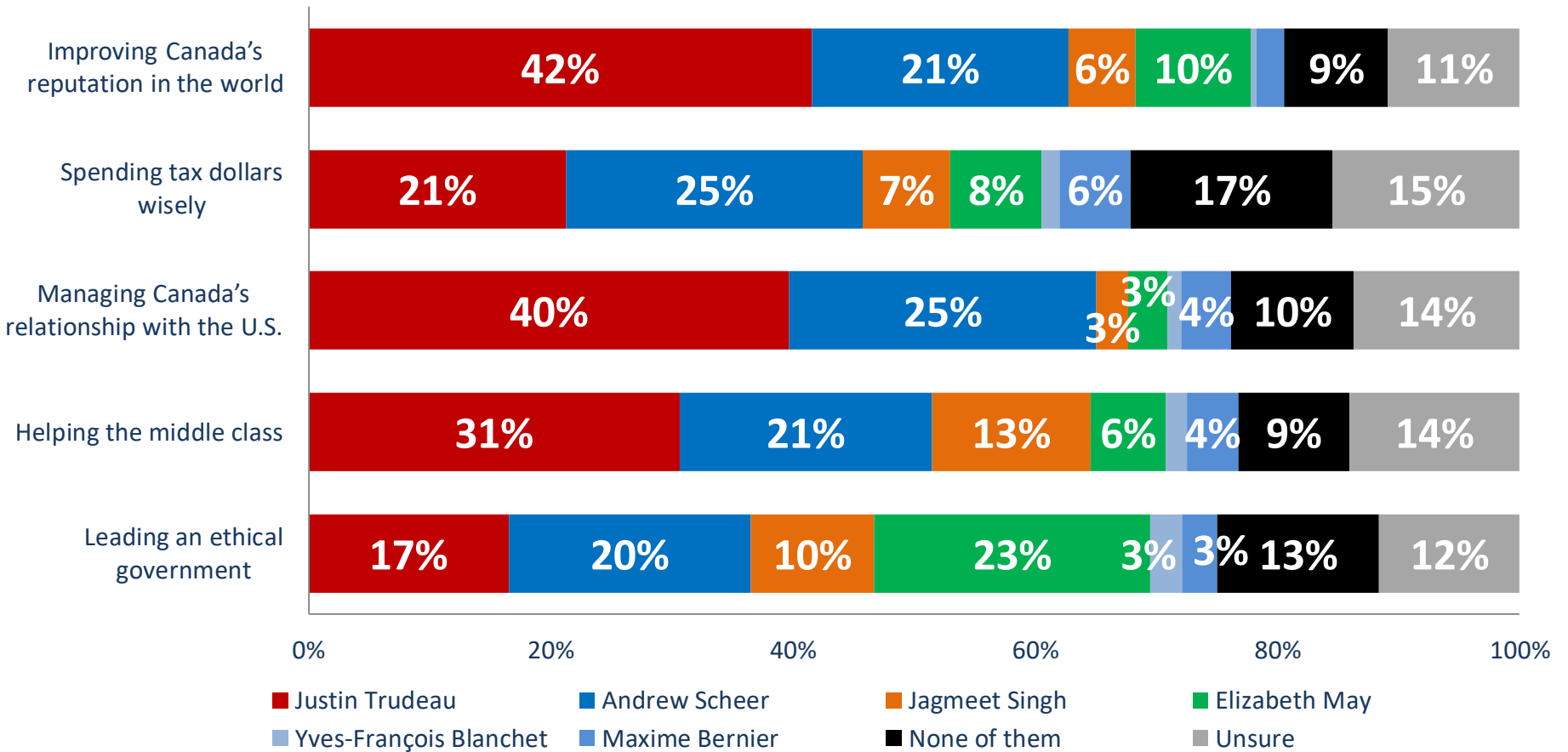
- **Canadians are marginally more likely to say Andrew Scheer would be the best at spending tax dollars wisely** – One in four Canadians (25%) say Andrew Scheer would be the best at spending tax dollars wisely, followed by closely by Justin Trudeau (21%). Seventeen per cent say none of them, while eight per cent say Elizabeth May would be the best at this, seven per cent say Jagmeet Singh, six per cent say Maxime Bernier, and one per cent say Yves-François Blanchet. Fifteen per cent are unsure. Residents of the Prairies are most likely to say Andrew Scheer would be best at this (35%), while residents of Atlantic Canada are most likely to say Justin Trudeau (28%).

- **Canadians most often say Justin Trudeau is the federal party leader who would be the best at improving Canada's reputation in the world** – More than four in ten Canadians (42%) say Justin Trudeau would be the best at improving Canada's reputation in the world, followed by Andrew Scheer (21%). Ten per cent say Elizabeth May would be the best at this, while nine per cent say none of them, six per cent say Jagmeet Singh, two per cent say Maxime Bernier, and one per cent say Yves-François Blanchet. Eleven per cent are unsure. Residents of the Prairies are most likely to say Andrew Scheer would be best at this (33%), while residents of Atlantic Canada are most likely to say Justin Trudeau (50%).

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 August 29th and September 4th, 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.

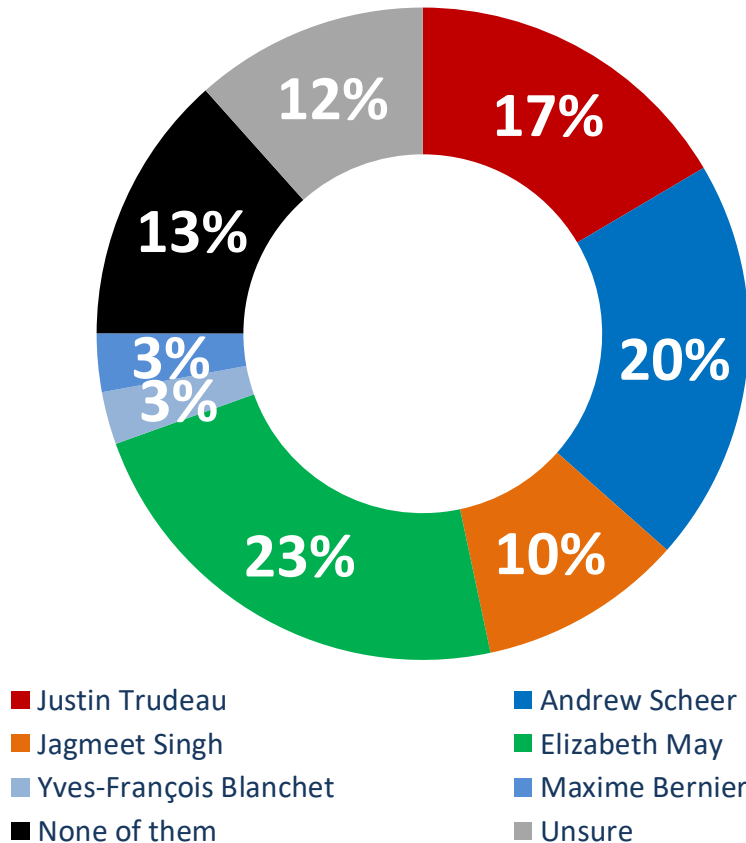The margin of error for this survey is ±3.1 percentage points, 19 times out of 20.

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

Federal party leaders

Improving Canada's reputation in the world
- Justin Trudeau: 42%
- Andrew Scheer: 21%
- Jagmeet Singh: 6%
- Elizabeth May: 10%
- None of them: 9%
- Unsure: 11%

Spending tax dollars wisely
- Justin Trudeau: 21%
- Andrew Scheer: 25%
- Jagmeet Singh: 7%
- Elizabeth May: 8%
- Maxime Bernier: 6%
- None of them: 17%
- Unsure: 15%

Managing Canada's relationship with the U.S.
- Justin Trudeau: 40%
- Andrew Scheer: 25%
- Jagmeet Singh: 3%
- Elizabeth May: 3%
- Maxime Bernier: 4%
- None of them: 10%
- Unsure: 14%

Helping the middle class
- Justin Trudeau: 31%
- Andrew Scheer: 21%
- Jagmeet Singh: 13%
- Elizabeth May: 6%
- Maxime Bernier: 4%
- None of them: 9%
- Unsure: 14%

Leading an ethical government
- Justin Trudeau: 17%
- Andrew Scheer: 20%
- Jagmeet Singh: 10%
- Elizabeth May: 23%
- Yves-François Blanchet: 3%
- Maxime Bernier: 3%
- None of them: 13%
- Unsure: 12%

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

QUESTION – Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]
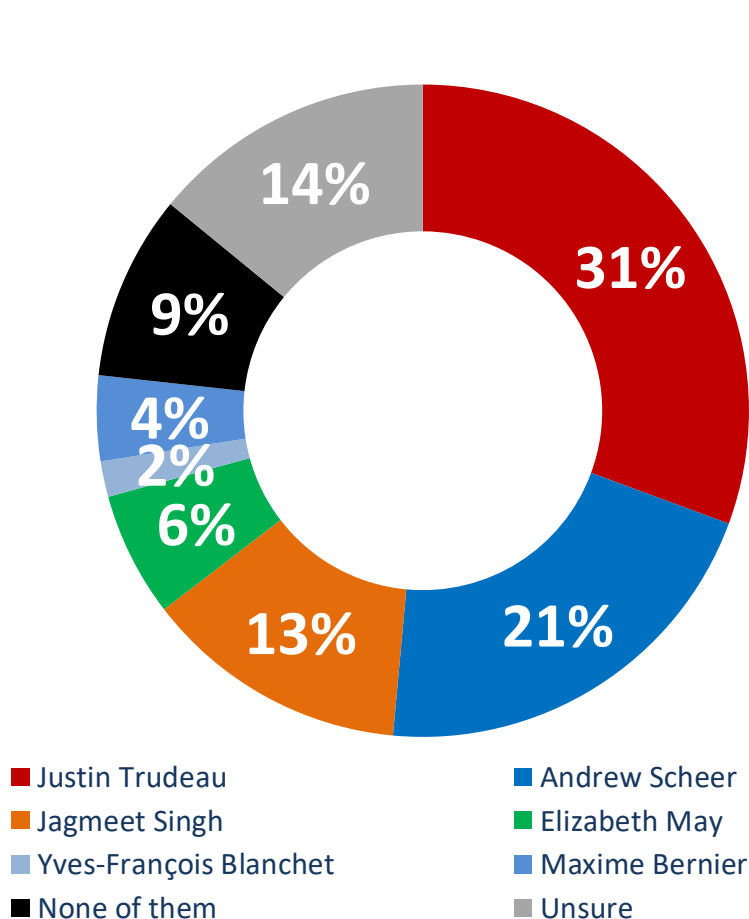
*Charts may not add up to 100 due to rounding

Best leader for an ethical government

	Elizabeth May
Atlantic (n=100)	**29.0%**
Quebec (n=244)	**18.0%**
Ontario (n=306)	**21.1%**
Prairies (n=200)	**16.7%**
British Columbia (n=150)	**38.5%**
Male (n=511)	**23.2%**
Female (n=489)	**22.5%**
18 to 34 (n=287)	**22.3%**
35 to 54 (n=331)	**20.3%**
55 plus (n=382)	**25.4%**

Pie chart values:
- Justin Trudeau (red): 17%
- Andrew Scheer (blue): 20%
- Jagmeet Singh (orange): 10%
- Elizabeth May (green): 23%
- Yves-François Blanchet (light blue): 3%
- Maxime Bernier (medium blue): 3%
- None of them (black): 13%
- Unsure (grey): 12%

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

QUESTION – Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]
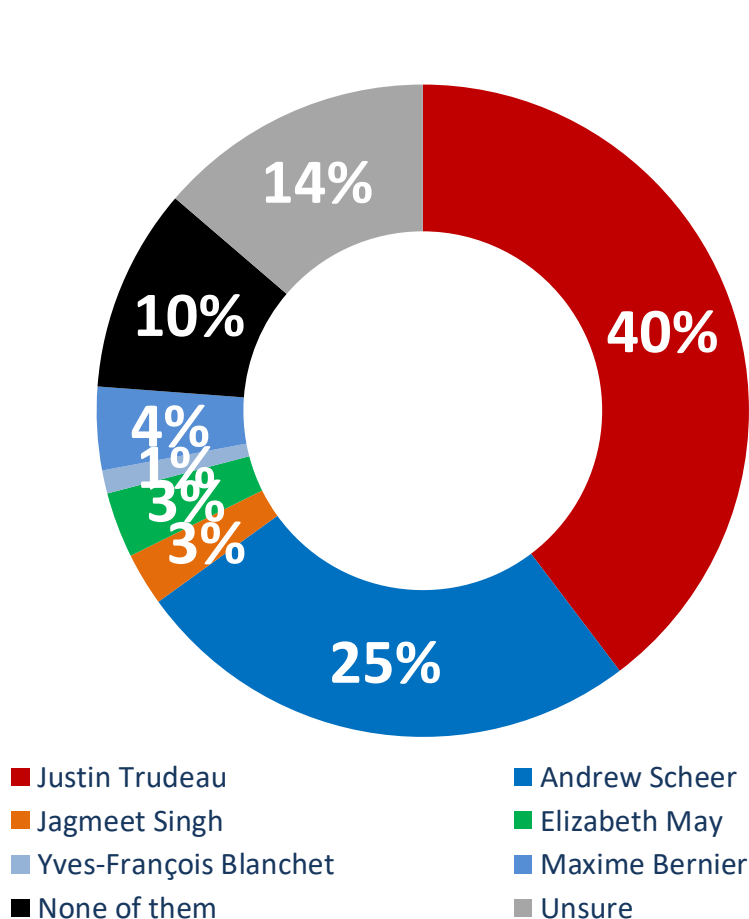
Leading an ethical government

Best leader for helping the middle class

- 31% Justin Trudeau
- 21% Andrew Scheer
- 13% Jagmeet Singh
- 6% Elizabeth May
- 2% Yves-François Blanchet
- 4% Maxime Bernier
- 9% None of them
- 14% Unsure

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

	Justin Trudeau
Atlantic (n=100)	36.5%
Quebec (n=244)	31.1%
Ontario (n=306)	32.9%
Prairies (n=200)	24.3%
British Columbia (n=150)	29.9%
Male (n=511)	31.0%
Female (n=489)	30.2%
18 to 34 (n=287)	29.0%
35 to 54 (n=331)	28.1%
55 plus (n=382)	34.0%

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

QUESTION – Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]

Helping the middle class
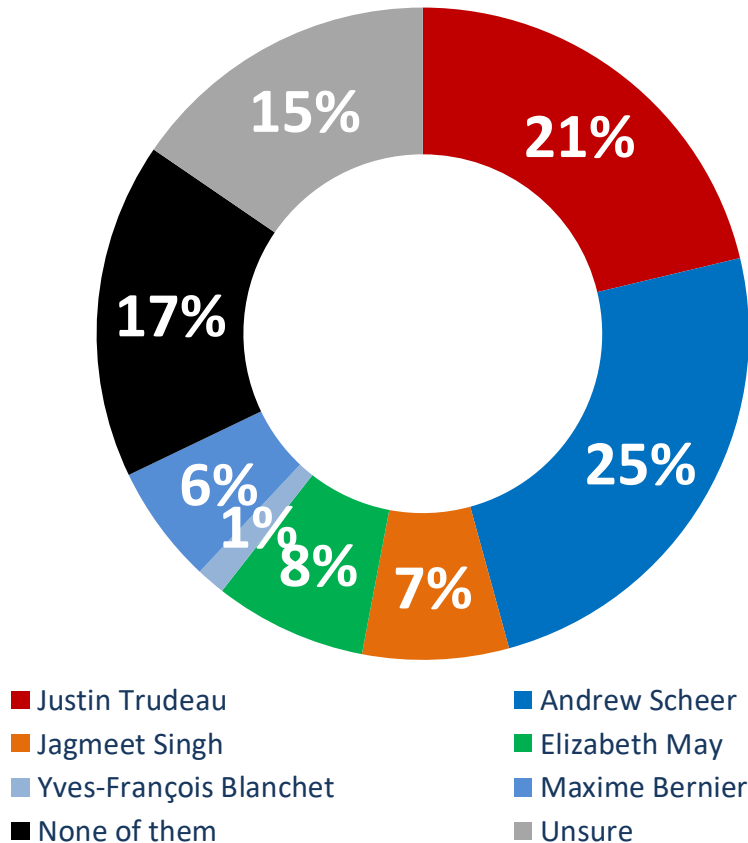
Best leader for Canada's relationship with the US

Justin Trudeau 40%
Andrew Scheer 25%
Jagmeet Singh 3%
Elizabeth May 3%
Yves-François Blanchet 1%
Maxime Bernier 4%
None of them 10%
Unsure 14%

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

	Justin Trudeau
Atlantic (n=100)	46.1%
Quebec (n=244)	39.3%
Ontario (n=306)	43.2%
Prairies (n=200)	28.2%
British Columbia (n=150)	44.3%
Male (n=511)	38.6%
Female (n=489)	40.7%
18 to 34 (n=287)	37.2%
35 to 54 (n=331)	37.0%
55 plus (n=382)	43.8%

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

QUESTION – Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]

Managing Canada's relationship with the U.S
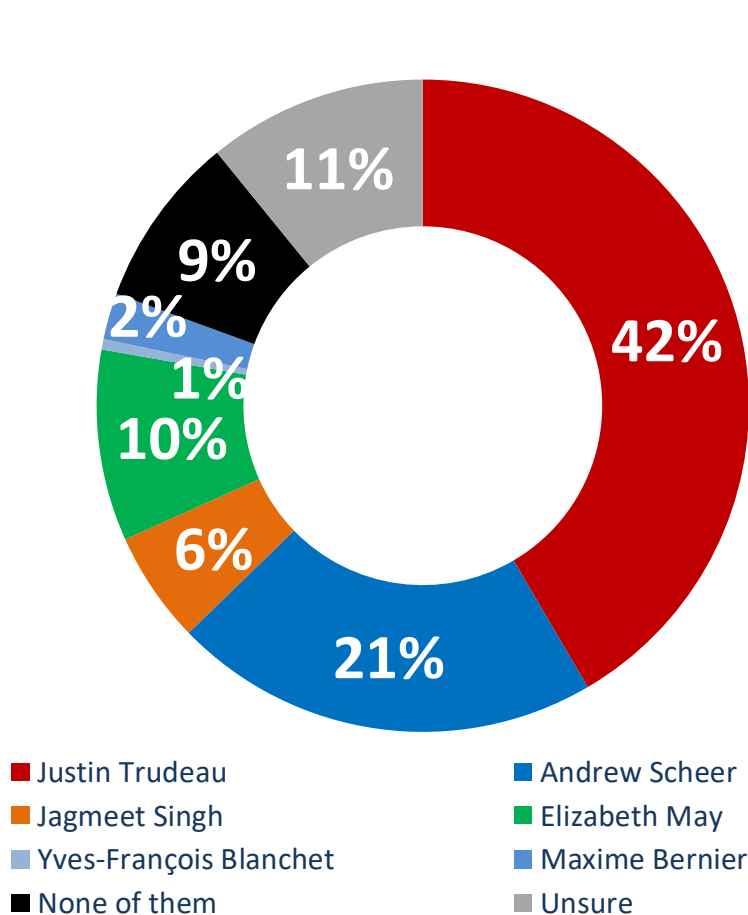
Best leader for spending tax dollars wisely

Justin Trudeau — 21%
Andrew Scheer — 25%
Jagmeet Singh — 7%
Elizabeth May — 8%
Yves-François Blanchet — 1%
Maxime Bernier — 6%
None of them — 17%
Unsure — 15%

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

	Andrew Scheer
Atlantic (n=100)	12.0%
Quebec (n=244)	18.8%
Ontario (n=306)	29.3%
Prairies (n=200)	34.6%
British Columbia (n=150)	18.9%
Male (n=511)	28.9%
Female (n=489)	20.2%
18 to 34 (n=287)	17.9%
35 to 54 (n=331)	24.5%
55 plus (n=382)	29.0%

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

QUESTION – Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]

Spending tax dollars wisely

Best leader for improving Canada's reputation

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	Justin Trudeau
Atlantic (n=100)	**50.4%**
Quebec (n=244)	**46.3%**
Ontario (n=306)	**45.5%**
Prairies (n=200)	**26.6%**
British Columbia (n=150)	**39.8%**
Male (n=511)	**41.5%**
Female (n=489)	**41.6%**
18 to 34 (n=287)	**37.7%**
35 to 54 (n=331)	**39.9%**
55 plus (n=382)	**45.7%**

Pie chart values: 42%, 21%, 6%, 10%, 1%, 2%, 9%, 11%

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

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

QUESTION – Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]

Improving Canada's reputation in the world

METHODOLOGY

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 August 29th and September 4th, 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 the Globe and Mail and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

TECHNICAL NOTE

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Element	Description
Organization who commissioned the research	The Globe and Mail
Final Sample Size	1000 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	August 29th to September 4th, 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	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	This was module two of an omnibus survey. Previous modules were about the election, SNC Lavalin and campaign tactics.
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.

ABOUT NANOS

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Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]

					Region				Gender		Age		
			Canada 2019-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Leading an ethical government	Total	Unwgt N	1000	100	244	306	200	150	511	489	287	331	382
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	16.5	22.1	17.6	18.1	12.1	13.6	16.7	16.3	15.1	15.7	18.3
	Andrew Scheer	%	20.0	6.9	13.4	23.7	33.0	15.2	21.6	18.5	14.3	21.5	22.7
	Jagmeet Singh	%	10.1	11.5	8.0	12.5	9.8	8.5	9.0	11.2	16.2	12.1	4.2
	Elizabeth May	%	22.8	29.0	18.0	21.1	16.7	38.5	23.2	22.5	22.3	20.3	25.4
	Yves-François Blanchet	%	2.6	0.0	9.5	0.8	0.0	0.0	3.8	1.5	2.0	2.4	3.2
	Maxime Bernier	%	2.9	2.7	3.4	2.1	3.3	3.1	3.3	2.5	3.2	4.1	1.7
	None of them	%	13.4	13.3	13.7	14.8	9.6	15.3	15.0	11.9	11.2	15.5	13.1
	Unsure	%	11.6	14.5	16.5	6.9	15.4	5.9	7.4	15.6	15.7	8.5	11.5

Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]

					Region				Gender		Age		
			Canada 2019-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Helping the middle class	Total	Unwgt N	1000	100	244	306	200	150	511	489	287	331	382
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	30.6	36.5	31.1	32.9	24.3	29.9	31.0	30.2	29.0	28.1	34.0
	Andrew Scheer	%	20.8	7.6	14.7	25.0	30.9	18.0	21.7	20.0	15.1	21.1	24.6
	Jagmeet Singh	%	13.1	15.1	12.1	12.9	13.2	13.9	12.9	13.3	19.4	14.8	7.3
	Elizabeth May	%	6.2	11.6	5.2	5.2	5.0	7.8	6.2	6.1	7.0	5.2	6.5
	Yves-François Blanchet	%	1.8	0.0	6.6	0.4	0.0	0.0	2.5	1.0	0.9	1.3	2.8
	Maxime Bernier	%	4.2	1.9	4.3	4.5	4.3	4.9	5.5	3.0	4.5	6.0	2.5
	None of them	%	9.2	13.0	11.2	7.0	8.9	7.9	8.9	9.5	7.1	10.3	9.6
	Unsure	%	14.1	14.3	14.8	12.2	13.4	17.5	11.2	16.9	17.2	13.3	12.6

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2019-1491 – Globe and Mail/Nanos Survey – Omni ending September 4th, 2019 – STAT SHEET

Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]

			Canada 2019-08	Region Atlantic	Quebec	Ontario	Prairies	British Columbia	Gender Male	Female	Age 18 to 34	35 to 54	55 plus
Question - Managing Canada's relationship with the U.S	Total	Unwgt N	1000	100	244	306	200	150	511	489	287	331	382
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	39.7	46.1	39.3	43.2	28.2	44.3	38.6	40.7	37.2	37.0	43.8
	Andrew Scheer	%	25.4	12.1	21.9	27.2	37.3	20.4	28.0	22.8	22.1	26.4	26.7
	Jagmeet Singh	%	2.6	3.1	1.7	3.5	2.3	2.6	2.3	2.9	4.5	3.2	0.8
	Elizabeth May	%	3.3	6.3	2.8	2.2	3.4	4.0	2.9	3.6	3.8	3.3	2.8
	Yves-François Blanchet	%	1.1	0.0	3.8	0.4	0.0	0.5	1.9	0.5	0.6	0.9	1.8
	Maxime Bernier	%	4.1	0.9	2.6	5.7	4.3	5.5	5.4	2.9	4.7	5.6	2.5
	None of them	%	10.1	13.4	12.2	8.1	9.9	8.6	10.0	10.2	7.8	12.1	9.9
	Unsure	%	13.7	18.0	15.7	9.8	14.7	14.1	10.9	16.5	19.3	11.5	11.8

Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]

			Canada 2019-08	Region Atlantic	Quebec	Ontario	Prairies	British Columbia	Gender Male	Female	Age 18 to 34	35 to 54	55 plus
Question - Spending tax dollars wisely	Total	Unwgt N	1000	100	244	306	200	150	511	489	287	331	382
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	21.3	27.7	22.1	22.0	17.2	19.5	20.9	21.7	20.6	20.3	22.6
	Andrew Scheer	%	24.5	12.0	18.8	29.3	34.6	18.9	28.9	20.2	17.9	24.5	29.0
	Jagmeet Singh	%	7.3	5.3	7.2	7.7	6.3	9.1	5.5	8.9	8.6	9.2	4.6
	Elizabeth May	%	7.6	15.1	6.2	7.8	5.5	7.2	6.7	8.4	8.8	5.9	8.2
	Yves-François Blanchet	%	1.4	0.0	5.7	0.0	0.0	0.0	2.5	0.4	0.9	1.2	2.1
	Maxime Bernier	%	5.9	3.0	6.3	6.6	6.0	5.6	8.8	3.1	6.5	7.4	4.1
	None of them	%	16.7	20.5	15.7	14.0	14.6	23.8	16.9	16.5	14.7	18.7	16.2
	Unsure	%	15.4	16.4	18.0	12.5	15.8	15.8	9.8	20.9	22.0	12.7	13.2

2019-1491 – Globe and Mail/Nanos Survey – Omni ending September 4th, 2019 – STAT SHEET

Which federal party leader, if any, would be the best at the following [RANDOMIZE ITEMS AND NAMES]

					Region				Gender		Age		
			Canada 2019-08	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Improving Canada's reputation in the world	Total	Unwgt N	1000	100	244	306	200	150	511	489	287	331	382
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	41.6	50.4	46.3	45.5	26.6	39.8	41.5	41.6	37.7	39.9	45.7
	Andrew Scheer	%	21.2	9.2	14.8	24.0	33.4	17.7	22.9	19.5	14.6	23.4	23.8
	Jagmeet Singh	%	5.5	1.8	4.2	5.6	5.0	10.9	4.6	6.4	11.0	4.8	2.4
	Elizabeth May	%	9.5	14.2	9.6	9.8	8.2	7.1	9.2	9.8	11.4	9.1	8.5
	Yves-François Blanchet	%	0.5	0.0	1.6	0.4	0.0	0.0	1.1	0.0	0.3	0.6	0.6
	Maxime Bernier	%	2.3	2.7	2.4	2.4	2.2	1.8	2.8	1.9	2.9	2.4	1.8
	None of them	%	8.6	7.0	10.5	5.8	10.9	8.7	9.6	7.6	8.1	10.3	7.4
	Unsure	%	10.9	14.8	10.6	6.4	13.6	13.9	8.4	13.2	14.0	9.6	9.8

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