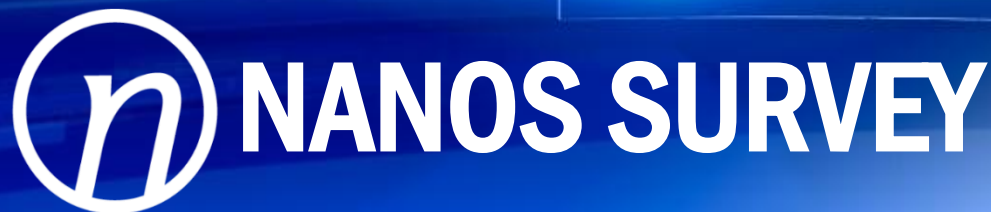# Impressions of Canadians on US Election and presidential candidates

National survey released November 2016
Project 2016-923

Canadians believe Clinton most qualified to be President but Trump represents change

A comfortable majority of Canadians believe that Hillary Clinton is the most qualified to be President of the United States and would be the best choice in terms of the relationship between Canada and the United States. Most say Trump would be the most likely to change things in Washington and there are mixed opinions on who is most likely to tell the truth. A majority of Canadians say it is likely or somewhat likely that the type of political fighting in the United States could someday also take place in Canada.
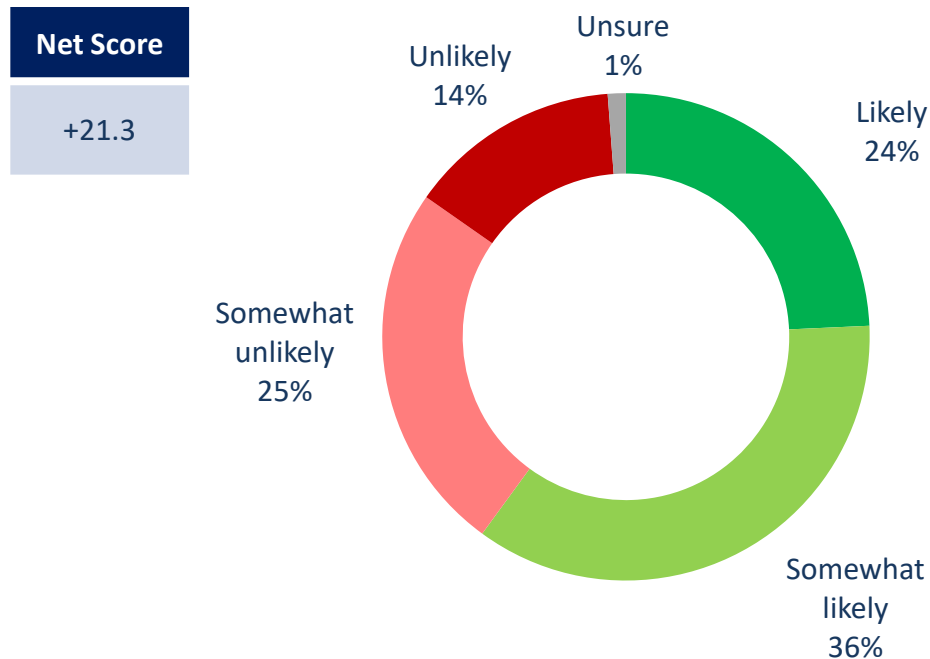
- **Six out of ten Canadians say it is likely or somewhat likely that the type of political fighting in the United States could someday also take place in Canada** – Six out ten Canadians say it is likely (24%) or somewhat likely (36%) that the type of political fighting in the United States that includes very negative personal attacks and lies could someday also take place in Canada, while four out of ten Canadians say this is somewhat unlikely (25%) or unlikely (14%). One per cent are unsure.

- **Nearly seven out of ten Canadians say Hillary Clinton is the most qualified to be President of the United States** – Sixty-eight per cent of Canadians say Hillary Clinton is the most qualified to be President of the United States, while 24% say neither Clinton or Trump is the most qualified and six per cent say Trump. Two per cent are unsure.

- **Nearly one in two Canadians say Donald Trump is the most likely to change things in Washington** – Forty-seven per cent of Canadians say Trump is the most likely to change things in Washington, while 29% say neither Clinton nor Trump and 17% say Clinton. Seven per cent are unsure.

- **Canadians think Clinton is more likely than Trump to tell truth** – Asked who is more likely to tell the truth, just over four out of ten Canadians say Hillary Clinton (43%), while just over four out of ten Canadians say neither Clinton nor Trump (42%). Ten per cent say Trump is the most likely to tell the truth. Six per cent are unsure.

- **Seven out of ten Canadians say Hillary Clinton would be the best choice in terms of the relationship between Canada and the United States** – Seventy per cent of Canadians say Clinton would be the best choice in terms of the relationship between Canada and the United States, while 17% say neither Clinton nor Trump and seven per cent say Trump. Six per cent are unsure.

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 October 27th and 30th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 CTV News.

Likeliness of political fighting similar to US taking place in Canada

Net Score

+21.3

- Unsure 1%
- Unlikely 14%
- Likely 24%
- Somewhat unlikely 25%
- Somewhat likely 36%

Subgroups	Likely/ Somewhat likely
Atlantic (n=100)	54.1%
Quebec (n=250)	59.3%
Ontario (n=300)	56.9%
Prairies (n=200)	66.4%
British Columbia (n=150)	63.1%
Male (n=500)	62.5%
Female (n=500)	57.8%
18 to 29 (n=156)	73.7%
30 to 39 (n=134)	64.0%
40 to 49 (n=253)	58.4%
50 to 59 (n=218)	60.1%
60 plus (n=239)	48.6%

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

QUESTION – Would you say it is likely, somewhat likely, somewhat unlikely or unlikely, that the type of political fighting in the United States that includes very negative personal attacks and lies could someday also take place in Canada?

NANOS SURVEY

Donald Trump or Hillary Clinton?

Question	Trump	Clinton	Neither Clinton nor Trump	Unsure
Is the most qualified to be President of the United States	6%	68%	24%	2%
Is the most likely to change things in Washington	47%	17%	29%	7%
Is more likely to tell the truth	10%	43%	42%	6%
Would be the best choice in terms of the relationship between Canada and the United States	7%	70%	17%	6%

Legend: ■ Trump ■ Clinton ■ Neither Clinton nor Trump ■ Unsure

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

QUESTION –Would you say that [ROTATE] Donald Trump or Hillary Clinton [RANDOMIZE]

NANOS SURVEY

4

Most qualified presidential candidate

Unsure 2%
Trump 6%
Neither Clinton nor Trump 24%
Clinton 68%

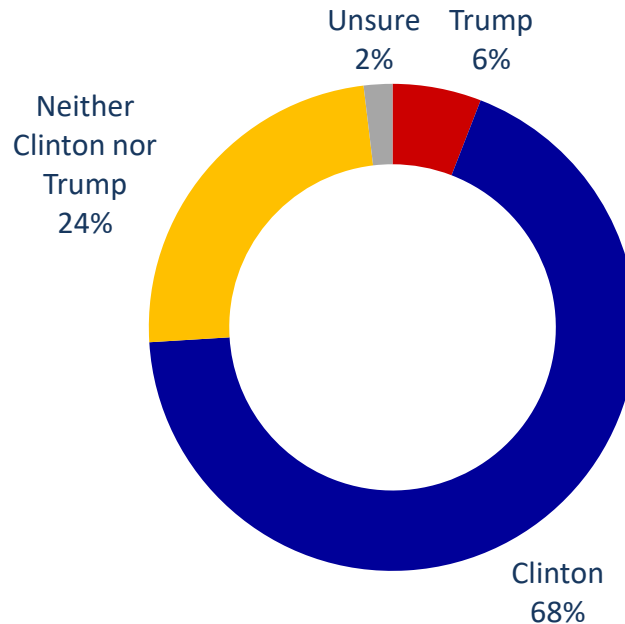| Subgroups	Clinton
Atlantic (n=100)	78.1%
Quebec (n=250)	71.5%
Ontario (n=300)	67.8%
Prairies (n=200)	60.9%
British Columbia (n=150)	66.6%
Male (n=500)	62.9%
Female (n=500)	73.2%
18 to 29 (n=156)	70.1%
30 to 39 (n=134)	60.3%
40 to 49 (n=253)	68.5%
50 to 59 (n=218)	69.4%
60 plus (n=239)	70.5%

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

QUESTION – Would you say that [ROTATE] Donald Trump or Hillary Clinton [RANDOMIZE]

Is the most qualified to be President of the United States

NANOS SURVEY

Change in Washington

Unsure
7%

Neither
Clinton nor
Trump
29%

Trump
47%

Clinton
17%

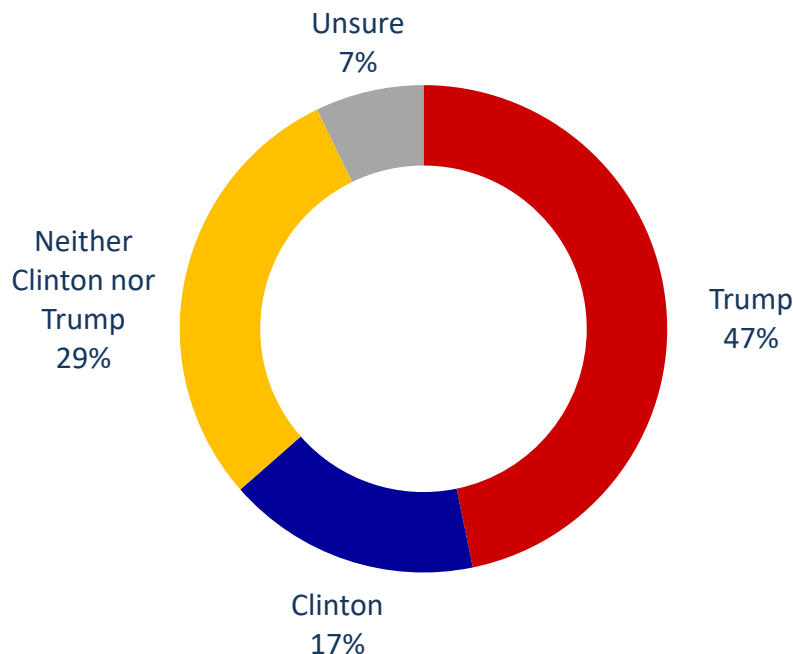| Subgroups	Trump
Atlantic (n=100)	44.0%
Quebec (n=250)	38.9%
Ontario (n=300)	45.3%
Prairies (n=200)	56.9%
British Columbia (n=150)	51.4%
Male (n=500)	52.5%
Female (n=500)	41.5%
18 to 29 (n=156)	45.5%
30 to 39 (n=134)	42.7%
40 to 49 (n=253)	41.1%
50 to 59 (n=218)	49.1%
60 plus (n=239)	52.6%

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

QUESTION – Would you say that [ROTATE] Donald Trump or Hillary Clinton [RANDOMIZE]

Is the most likely to change things in Washington

NANOS SURVEY

6

Telling the truth

Unsure 6%

Trump 10%

Clinton 43%

Neither Clinton nor Trump 42%
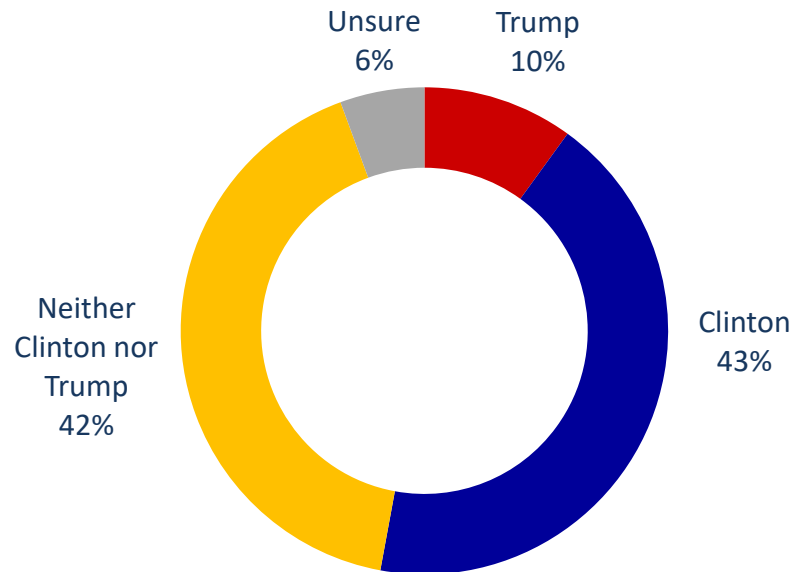
Subgroups	Clinton
Atlantic (n=100)	52.9%
Quebec (n=250)	44.6%
Ontario (n=300)	41.5%
Prairies (n=200)	34.5%
British Columbia (n=150)	47.6%
Male (n=500)	38.5%
Female (n=500)	47.1%
18 to 29 (n=156)	38.3%
30 to 39 (n=134)	32.0%
40 to 49 (n=253)	48.2%
50 to 59 (n=218)	46.5%
60 plus (n=239)	46.8%

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

QUESTION – Would you say that [ROTATE] Donald Trump or Hillary Clinton [RANDOMIZE]

Is more likely to tell the truth

CTV (n) NANOS SURVEY

Best candidate for Canada-US relations

Unsure 6%
Trump 7%
Neither Clinton nor Trump 17%
Clinton 70%

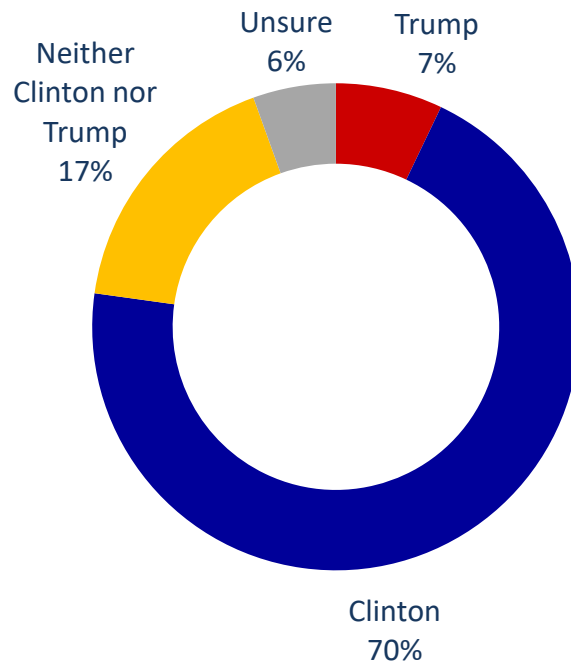| Subgroups	Clinton
Atlantic (n=100)	79.5%
Quebec (n=250)	74.6%
Ontario (n=300)	67.8%
Prairies (n=200)	61.5%
British Columbia (n=150)	72.4%
Male (n=500)	66.8%
Female (n=500)	73.2%
18 to 29 (n=156)	70.9%
30 to 39 (n=134)	66.1%
40 to 49 (n=253)	71.8%
50 to 59 (n=218)	72.1%
60 plus (n=239)	69.3%

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

QUESTION – Would you say that [ROTATE] Donald Trump or Hillary Clinton [RANDOMIZE]

Would be the best choice in terms of the relationship between Canada and the United States

NANOS SURVEY

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 October 27th and 30th, 2016 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.

The data presented in this research is part of a joint project by CTV News and Nanos Research.

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

Technical Note

Element	Description
Organization who commissioned the research	CTV 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.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
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	October 27th to 30th, 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) 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 line could not participate.
Stratification	By age and gender using the latest Census information (2014) 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	Fourteen 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. The previous module included a question about the top unprompted issue of national concern.
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.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

About Nanos

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Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

Tabulations

2016-922 – CTV/Nanos Survey – U.S. Election - STAT SHEET

			Canada 2016-10	Region					Gender		Age				
				Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Would you say it is likely, somewhat likely, somewhat unlikely or unlikely, that the type of political fighting in the United States that includes very negative personal at attacks and lies could someday also take place in Canada?	Total	Unwgt N	1000	100	250	300	200	150	500	500	156	134	253	218	239
		Wgt N	1000	100	250	300	200	150	486	514	197	163	187	189	265
	Likely	%	24.3	16.5	23.5	27.4	29.2	17.9	28.3	20.5	29.6	29.5	26.0	26.5	14.3
	Somewhat likely	%	35.8	37.6	35.8	29.5	37.2	45.2	34.2	37.3	44.1	34.5	32.4	33.6	34.3
	Somewhat unlikely	%	24.7	22.3	24.5	27.3	22.4	24.3	23.4	26.0	16.7	24.8	23.4	23.9	32.1
	Unlikely	%	14.1	22.0	15.0	15.0	9.5	11.5	13.6	14.6	9.7	11.2	15.9	14.3	17.7
	Unsure	%	1.2	1.6	1.2	.7	1.6	1.1	.6	1.7	.0	.0	2.3	1.7	1.6

2016-922 – CTV/Nanos Survey – U.S. Election - STAT SHEET

Would you say that [ROTATE] Donald Trump or Hillary Clinton: [RANDOMIZE]

				Region					Gender		Age				
			Canada 2016-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Is the most qualified to be President of the United States	Total	Unwgt N	1000	100	250	300	200	150	500	500	156	134	253	218	239
		Wgt N	1000	100	250	300	200	150	486	514	197	163	187	189	265
	Donald Trump	%	5.9	4.3	5.6	4.9	9.5	4.3	8.0	3.9	4.0	7.8	5.1	8.9	4.3
	Hillary Clinton	%	68.2	78.1	71.5	67.8	60.9	66.6	62.9	73.2	70.1	60.3	68.5	69.4	70.5
	Neither Clinton nor Trump	%	24.1	15.4	19.5	26.1	27.9	28.1	27.3	21.0	24.7	30.0	24.0	20.0	22.9
	Unsure	%	1.9	2.2	3.4	1.2	1.7	1.0	1.8	2.0	1.1	1.9	2.5	1.7	2.3

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 October 27th and 30th, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.
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2016-922 – CTV/Nanos Survey – U.S. Election - STAT SHEET

Would you say that [ROTATE] Donald Trump or Hillary Clinton: [RANDOMIZE]

				Region					Gender		Age				
			Canada 2016-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Is the most likely to change things in Washington	Total	Unwgt N	1000	100	250	300	200	150	500	500	156	134	253	218	239
		Wgt N	1000	100	250	300	200	150	486	514	197	163	187	189	265
	Donald Trump	%	46.8	44.0	38.9	45.3	56.9	51.4	52.5	41.5	45.5	42.7	41.1	49.1	52.6
	Hillary Clinton	%	16.8	23.1	24.5	15.6	11.3	9.2	13.1	20.2	14.8	12.4	20.1	20.2	16.1
	Neither Clinton nor Trump	%	29.3	27.3	29.8	31.9	24.8	30.4	29.6	28.9	33.1	37.6	30.6	25.6	23.1
	Unsure	%	7.2	5.6	6.8	7.2	7.0	8.9	4.8	9.4	6.5	7.3	8.2	5.2	8.2

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 October 27th and 30th, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.
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Would you say that [ROTATE] Donald Trump or Hillary Clinton: [RANDOMIZE]

				Region					Gender		Age				
			Canada 2016-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Is more likely to tell the truth	Total	Unwgt N	1000	100	250	300	200	150	500	500	156	134	253	218	239
		Wgt N	1000	100	250	300	200	150	486	514	197	163	187	189	265
	Donald Trump	%	10.0	6.8	7.2	9.8	17.3	7.2	12.2	7.9	9.8	12.8	9.7	10.3	8.3
	Hillary Clinton	%	42.9	52.9	44.6	41.5	34.5	47.6	38.5	47.1	38.3	32.0	48.2	46.5	46.8
	Neither Clinton nor Trump	%	41.5	36.0	39.5	42.8	42.6	44.2	45.0	38.1	46.7	50.4	37.3	37.6	37.8
	Unsure	%	5.6	4.4	8.7	5.8	5.6	1.0	4.3	6.9	5.2	4.8	4.8	5.6	7.1

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 October 27th and 30th, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.
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2016-922 – CTV/Nanos Survey – U.S. Election - STAT SHEET

Would you say that [ROTATE] Donald Trump or Hillary Clinton: [RANDOMIZE]

			Canada 2016-10	Region					Gender		Age				
				Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Would be the best choice in terms of the relationship between Canada and the United States	Total	Unwgt N	1000	100	250	300	200	150	500	500	156	134	253	218	239
		Wgt N	1000	100	250	300	200	150	486	514	197	163	187	189	265
	Donald Trump	%	7.1	5.9	3.9	6.7	12.8	6.1	9.0	5.2	5.2	9.6	6.1	9.3	6.0
	Hillary Clinton	%	70.1	79.5	74.6	67.8	61.5	72.4	66.8	73.2	70.9	66.1	71.8	72.1	69.3
	Neither Clinton nor Trump	%	17.3	8.8	14.8	20.5	18.4	19.3	19.1	15.6	16.7	16.9	17.7	15.9	18.8
	Unsure	%	5.5	5.7	6.7	5.0	7.3	2.2	5.0	6.0	7.2	7.4	4.4	2.7	6.0