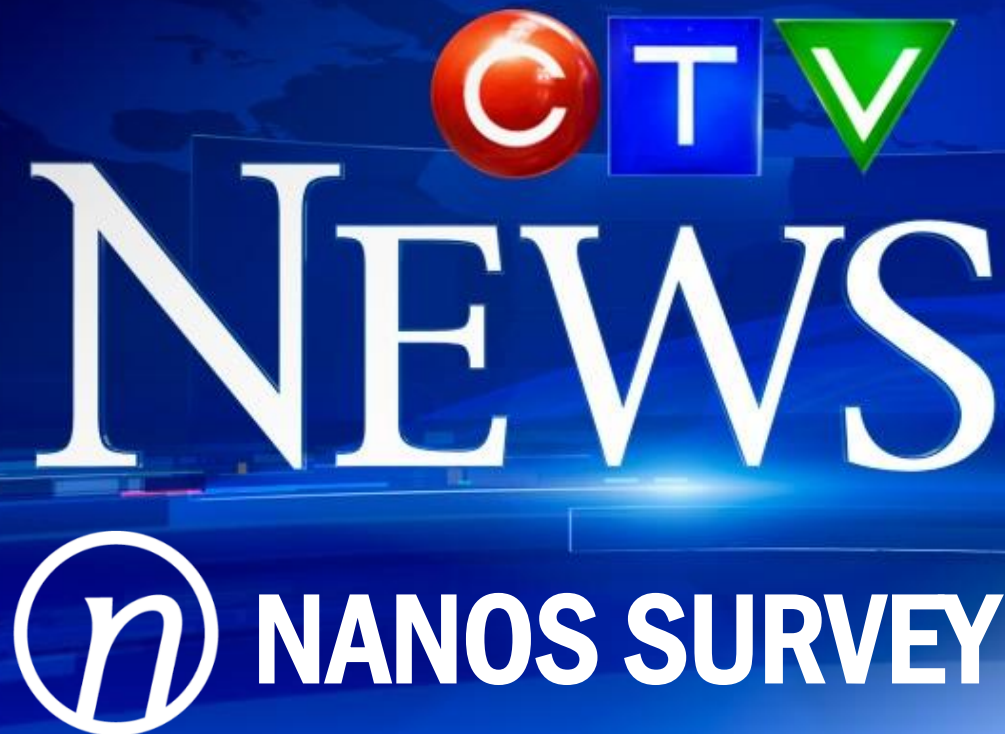


# Impressions of federal parties – managing the economy and Trump

National survey released May, 2017  
Project 2017-1030B





# Canadians say the Liberal Party can manage the economy better than Conservatives and is most likely to be able to work with the Trump administration

Overall Canadians say the Liberal Party has the best program to manage the economy and is the most likely to be able to work with the Trump administration in the US.

- **Nearly four in ten Canadians say the Liberal Party has the best program to manage the Canadian economy** – Asked to look ahead to the 2019 federal election, 38 per cent of Canadians say the Liberal Party has the best program to manage the Canadian economy (up from 25% in 2015), followed by the Conservative Party (30% same as 2015), and the NDP (13%, decreased from 26% in 2015). Two per cent say the Green Party has the best program, while one per cent the Bloc Quebecois. Fifteen per cent are unsure.
- **Four in ten Canadians say the Liberal Party is the most likely to be able to work with the Trump administration** – Forty per cent of Canadians say the Liberal Party is the most likely to be able to work with the Trump administration, followed by the Conservative Party (35%), the NDP (three per cent), the Bloc Quebecois (one per cent), and the Green Party (one per cent). Twenty per cent are unsure.

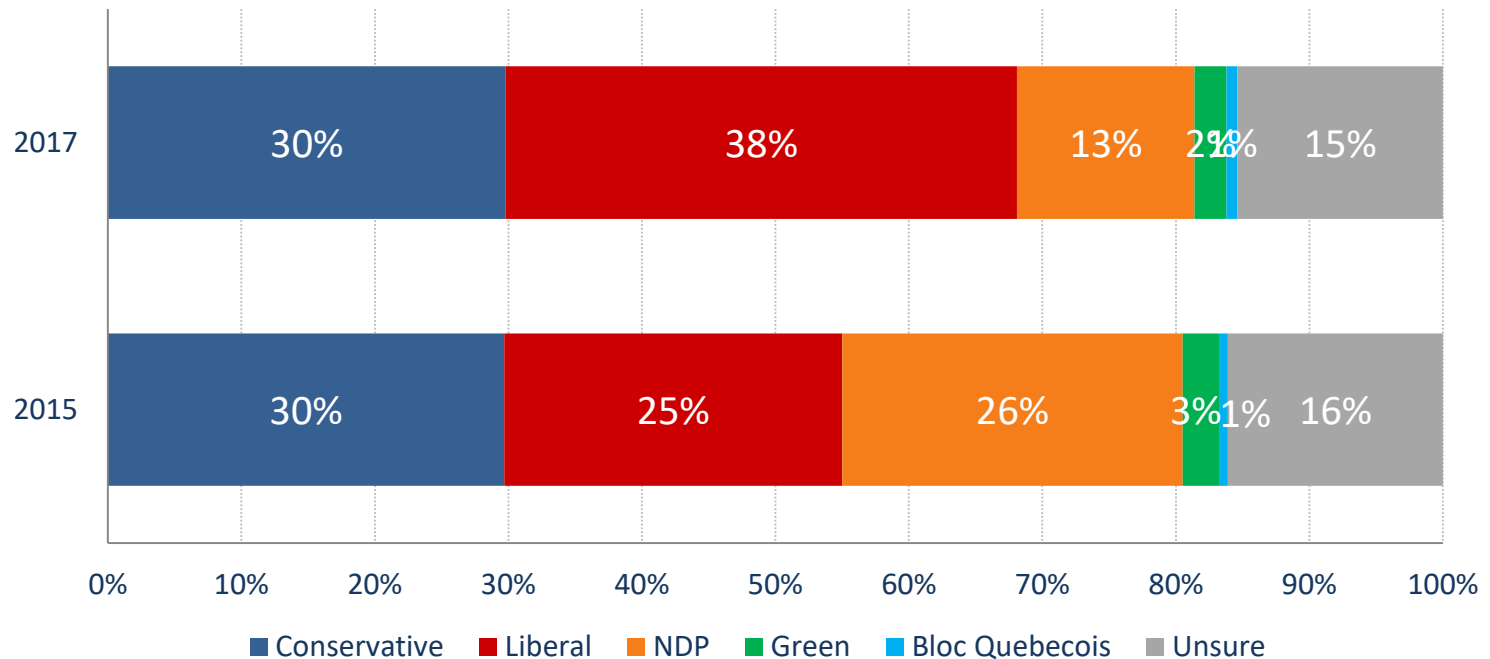
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between May 24<sup>th</sup> to 25<sup>th</sup>, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  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.

# Best party to manage the economy

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24<sup>th</sup> to 25<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, August 20<sup>th</sup> to 23<sup>rd</sup>, 2015, n=1,000, accurate 3.1 percentage points plus or minus, 19 times out of 20

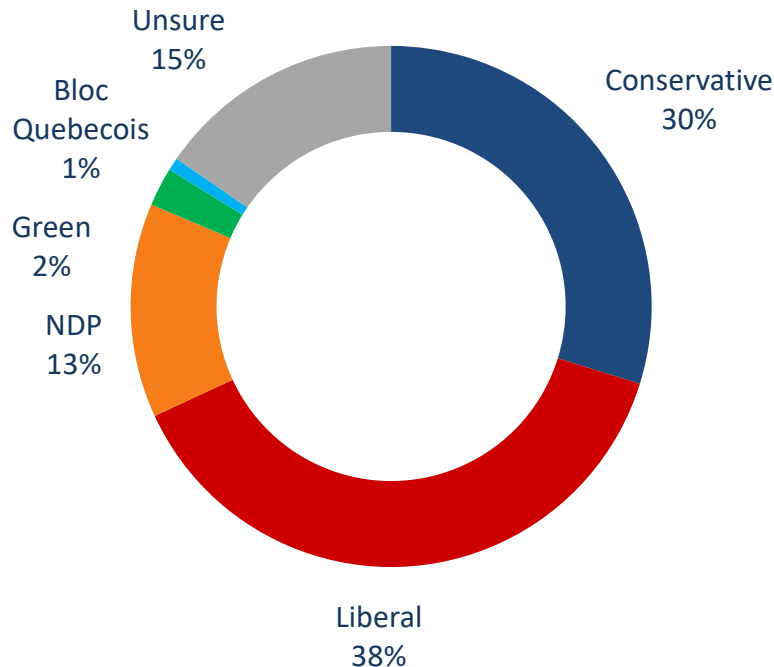


**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Which federal political party do you think has the best program to manage the Canadian economy?

# Best party to manage the economy

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24<sup>th</sup> to 25<sup>th</sup>, 2017, n=1000, accurate 3.1percentage points plus or minus, 19 times out of 20.



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

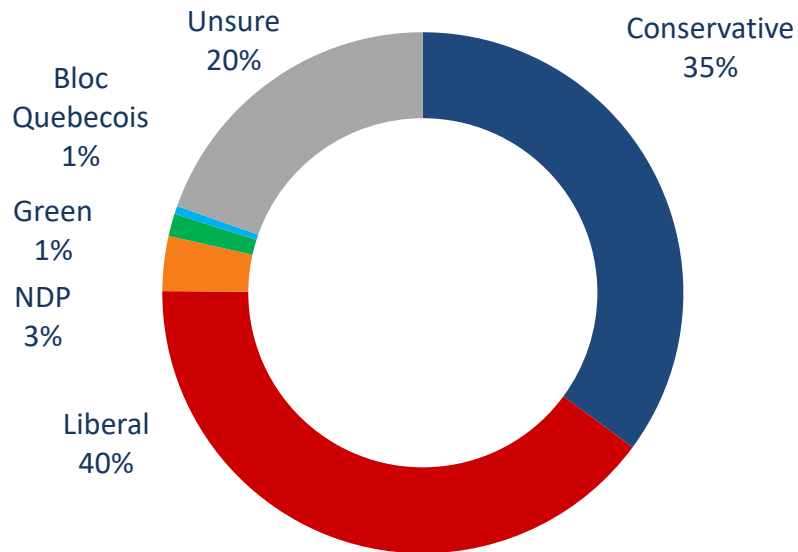
Subgroups	Liberal Party	Conservative Party
Atlantic (n=100)	48.4%	29.0%
Quebec (n=250)	41.3%	19.2%
Ontario (n=300)	37.3%	32.4%
Prairies (n=200)	30.5%	44.9%
British Columbia (n=150)	39.0%	22.7%
Male (n=501)	36.1%	35.2%
Female (n=499)	40.4%	24.7%
18 to 29 (n=172)	30.6%	33.0%
30 to 39 (n=148)	40.1%	31.6%
40 to 49 (n=192)	37.4%	33.4%
50 to 59 (n=204)	42.2%	24.5%
60 plus (n=284)	40.8%	27.7%

**QUESTION** – Which federal political party do you think has the best program to manage the Canadian economy?



# Party best able to work with Trump administration

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, May 24<sup>th</sup> to 25<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

Subgroups	Liberal Party	Conservative Party
Atlantic (n=100)	54.2%	24.7%
Quebec (n=250)	44.8%	25.7%
Ontario (n=300)	42.7%	38.8%
Prairies (n=200)	26.3%	49.9%
British Columbia (n=150)	35.3%	30.5%
Male (n=501)	36.8%	43.7%
Female (n=499)	43.0%	26.9%
18 to 29 (n=172)	27.9%	45.4%
30 to 39 (n=148)	38.2%	37.6%
40 to 49 (n=192)	40.6%	35.5%
50 to 59 (n=204)	47.0%	29.9%
60 plus (n=284)	44.6%	29.4%

**QUESTION** – Which federal political party do you think is most likely to be able to work with the Trump administration in the United States?

# 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 May 24<sup>th</sup> to 25<sup>th</sup>, 2017 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  $\pm 3.1$  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.

The previous wave of research was conducted by means of 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 20<sup>th</sup> and 23<sup>rd</sup>, 2015 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. Canadians without internet access or telephone lines were excluded by default.

# Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV News	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
Final Sample Size	1,000 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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	XX percent, consistent with industry norms.
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 Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module two of an omnibus survey. The preceding module asked about the top national unprompted issue of concern.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	May 24 <sup>th</sup> to 25 <sup>th</sup> , 2017.		
Language of Survey	The survey was conducted in both English and French.		



# About Nanos

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.



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# Tabulations





**2017-1030 – CTV/Nanos Survey – Party Perceptions - STAT SHEET**

			Region						Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Which federal political party do you think has the best program to manage the Canadian economy? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	501	499	172	148	192	204	284
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	Liberal	%	38.3	48.4	41.3	37.3	30.5	39.0	36.1	40.4	30.6	40.1	37.4	42.2	40.8
	Conservative	%	29.8	29.0	19.2	32.4	44.9	22.7	35.2	24.7	33.0	31.6	33.4	24.5	27.7
	NDP	%	13.3	5.4	22.1	11.3	4.9	18.9	12.8	13.8	17.4	11.7	11.2	14.4	11.9
	Bloc Quebecois	%	.8	.0	3.2	.0	.0	.0	1.0	.6	.5	.8	.0	.8	1.5
	Green	%	2.4	.0	1.3	2.0	3.4	5.3	2.3	2.5	4.0	1.7	1.5	1.0	3.2
	Unsure	%	15.4	17.3	12.8	17.0	16.3	14.1	12.7	18.0	14.6	14.1	16.5	17.1	14.9

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 May 24<sup>th</sup> to 25<sup>th</sup>, 2017. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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# 2017-1030 – CTV/Nanos Survey – Party Perceptions - STAT SHEET

			Region						Gender		Age				
			Canada 2017-05	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Which federal	Total	Unwgt N	1000	100	250	300	200	150	501	499	172	148	192	204	284
political party do you think is		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
most likely to be able to	Liberal	%	40.0	54.2	44.8	42.7	26.3	35.3	36.8	43.0	27.9	38.2	40.6	47.0	44.6
work with the Trump	Conservative	%	35.1	24.7	25.7	38.8	49.9	30.5	43.7	26.9	45.4	37.6	35.5	29.9	29.4
administration in the United	NDP	%	3.4	.0	5.5	2.6	2.6	4.9	3.0	3.8	4.3	1.5	3.0	3.5	4.2
States? [RANDOMIZE]	Bloc Quebecois	%	1.4	.0	5.6	.0	.0	.0	1.2	1.6	.0	.8	1.0	2.5	2.4
	Green	%	.5	.0	.0	.0	.5	2.4	.7	.2	.5	.0	.6	.0	.9
	Unsure	%	19.6	21.1	18.3	15.8	20.7	27.0	14.5	24.5	21.9	21.9	19.4	17.1	18.5

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 May 24<sup>th</sup> to 25<sup>th</sup>, 2017. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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