

Most Canadians think the Prime Minister's trip to India was not a success

National survey released March, 2018

Project 2018-1190c



THE GLOBE AND MAIL 

 NANOS SURVEY

Summary

More than three quarters of Canadians say that the Prime Minister's trip to India was not a success or somewhat not a success. Just over one in ten say it was somewhat a success or a success.

- **Nearly six in ten Canadians think the PM's trip to India was not a success** – The majority of Canadians think that Prime Minister Justin Trudeau's recent trip to India was not a success (59%), while 18% per cent would say it is somewhat not a success. Ten per cent say it was somewhat a success and two per cent say it was a success. Eleven per cent are unsure.

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 March 7th to 12th, 2018 as part of an omnibus survey. 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. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

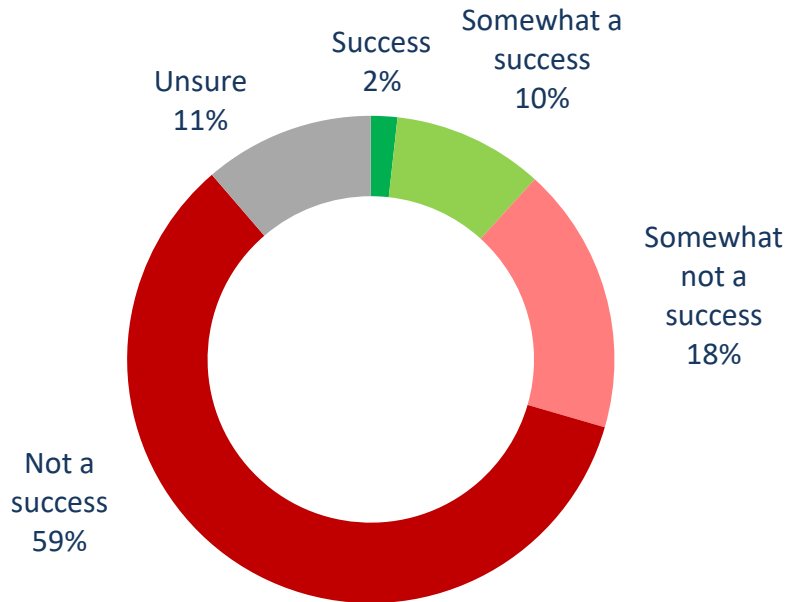
This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.



Success of PM's trip to India

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, March 7th to 12th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Net Score
-65.2



Subgroups	Not a success/ Somewhat not a success
Atlantic (n=100)	73.9%
Quebec (n=250)	82.2%
Ontario (n=300)	75.8%
Prairies (n=200)	80.6%
British Columbia (n=150)	67.6%
Male (n=510)	81.0%
Female (n=490)	73.0%
18 to 34 (n=214)	71.8%
35 to 54 (n=376)	75.1%
55 plus (n=410)	82.1%

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

QUESTION – Would you say that Prime Minister Justin Trudeau's recent trip to India was a success, somewhat a success, somewhat not a success or not a success.



Methodology

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 March 7th and 12th, 2018 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 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

Element	Description	Element	Description
Organization who commissioned the research	Globe and Mail	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
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 (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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Thirteen 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 three of an omnibus survey. The preceding modules related to top issues of national concern, on the Minister of Finance's performance, healthcare, the performance of the federal government and trade.
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. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	March 7 th and 12 th , 2018.		
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.



Tabulations



2018-1190c – Globe and Mail/Nanos Survey – PM trip to India - STAT SHEET

			Region					Gender		Age			
			Canada 2018-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you say that Prime Minister Justin Trudeau's recent trip to India was a success, somewhat a success, somewhat not a success or not a success?	Total	Unwgt N	1000	100	250	300	200	150	510	490	214	376	410
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Success	%	1.8	0.0	1.4	2.2	1.0	3.5	1.0	2.5	0.4	2.5	2.1
	Somewhat a success	%	10.0	13.4	8.1	11.6	7.4	11.3	7.8	12.1	10.1	11.3	8.8
	Somewhat not a success	%	17.7	15.3	21.8	18.0	14.3	16.8	15.7	19.7	23.5	14.7	16.4
	Not a success	%	59.2	58.6	60.4	57.8	66.3	50.8	65.3	53.3	48.3	60.4	65.7
	Unsure	%	11.3	12.7	8.3	10.4	11.0	17.6	10.3	12.3	17.7	11.1	7.0

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