

Canadians are more likely to say Trudeau can best manage the relationship with the US President compared to other party leaders – Trudeau score in decline; three in ten say either none or they are unsure who can best manage it

Bloomberg Summary

Submitted by Nanos to Bloomberg News, January 2019
(Submission 2018-1354)



Bloomberg



Canadians more often say Justin Trudeau can best manage the relationship with the president of the United States but this percentage has declined since June 2018

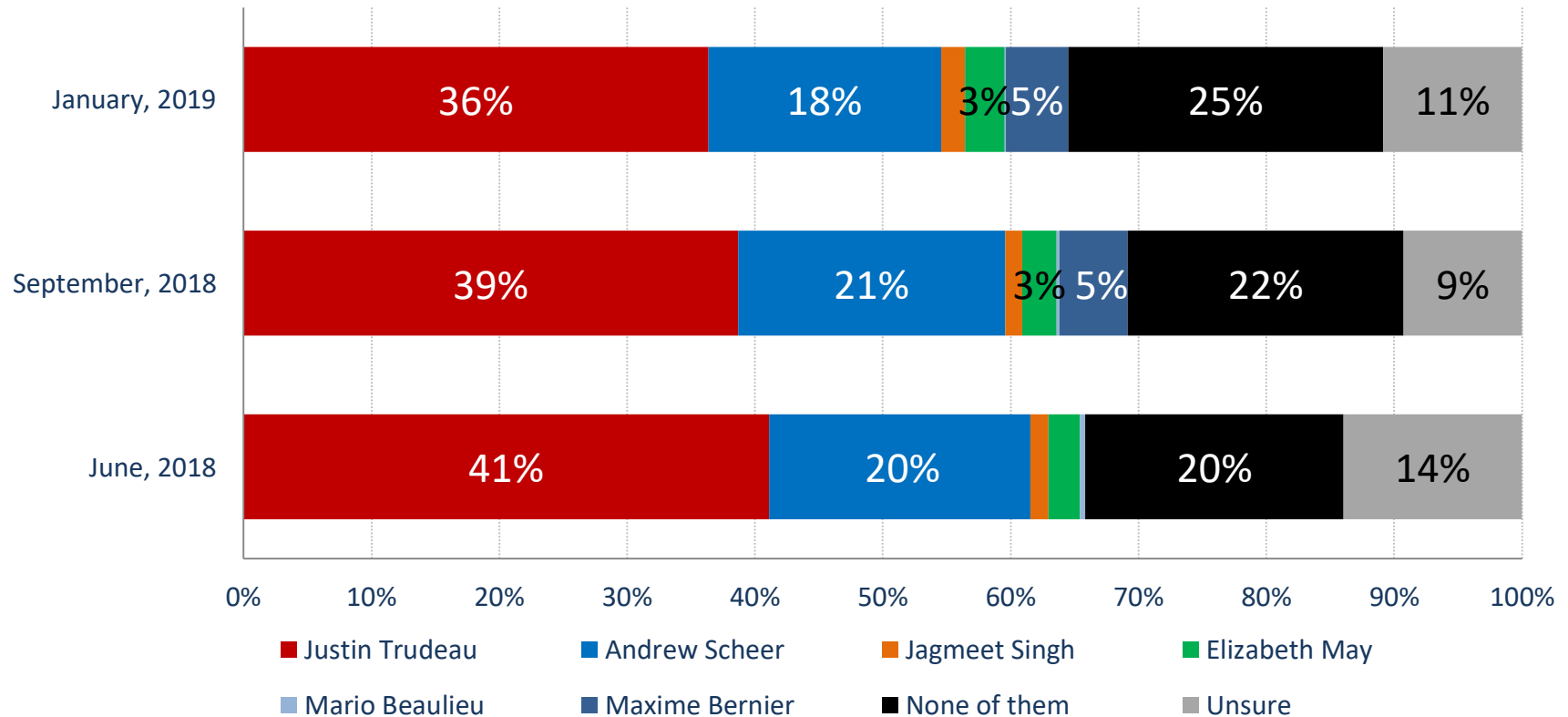
Overall, Canadians are more likely to say Justin Trudeau is the federal party leader that can best manage the relationship with the president of the United States compared to other party leaders. The proportion of Canadians who picked Trudeau has declined from 41% to 36% since June 2018.

- **Canadians are most likely to say Justin Trudeau can best manage the relationship with the president of the United States** – When asked which federal party leader they think can best manage the relationship with the president of the United States, just under four in ten Canadians say Justin Trudeau (36%; 39% in September; 41% in June), followed by Andrew Sheer (18%; 21% in September; 20% in June). Five per cent say Maxime Bernier, three per cent say Elizabeth May and two per cent say Jagmeet Singh. Twenty-five per cent say none of them can manage the relationship with the president of the United States and eleven percent are unsure. The results are consistent with previous waves of research.
- **The Prairies remain the best region for Andrew Scheer in terms of who can best manage the relationship with the US president** – Canadians living in the Prairies were the most likely to say Andrew Scheer can best manage the relationship with the US president (31%; 35% in September; 36% in June), and the least likely to say Justin Trudeau can best manage it (26%; 27% in September; 27% in June). Residents of Atlantic Canada (42%) , Ontario (40%) and Quebec (41%) were more likely to say Justin Trudeau, and residents of Quebec (16%) and British Columbia (10%) were less likely to say Andrew Scheer.

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 30th 2018 to January 5th, 2019 as part of an omnibus survey. 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 Bloomberg News and the research was conducted by Nanos Research.

Federal party leader who can best manage relations with President Trump



QUESTION – Which federal party leader do you think can best manage the relationship with the President of the United States? [RANDOMIZE]

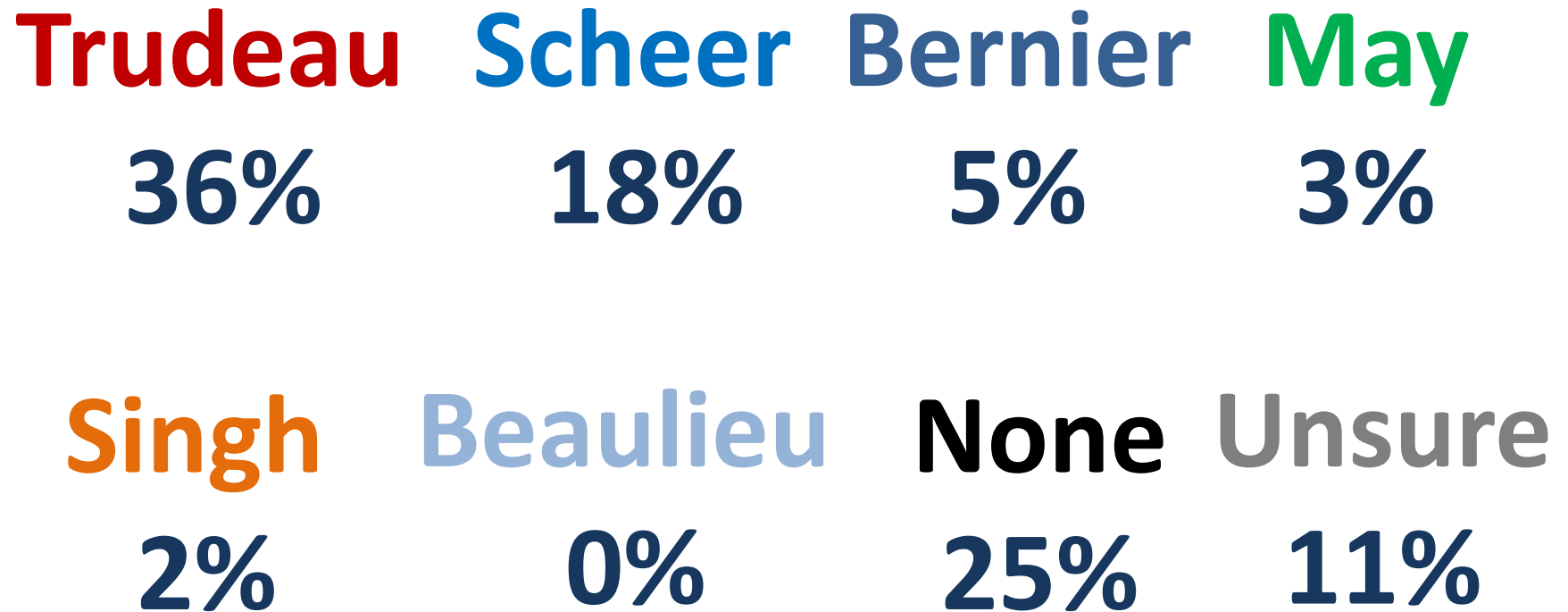
Federal party leader who can best manage relations with President Trump

Subgroups	Justin Trudeau	Andrew Scheer	Jagmeet Singh	Maxime Bernier	Elizabeth May	Mario Beaulieu	None	Unsure
Atlantic (n=100)	42.1%	14.2%	2.6%	3.0%	6.3%	-	22.8%	9.0%
Quebec (n=250)	40.5%	15.6%	1.1%	3.4%	2.8%	-	24.4%	12.1%
Ontario (n=300)	40.0%	17.3%	2.3%	5.5%	1.5%	-	24.4%	8.9%
Prairies (n=200)	26.2%	31.0%	0.4%	5.2%	2.5%	0.4%	23.1%	11.2%
BC (n=150)	31.8%	10.0%	3.6%	6.8%	5.6%	-	28.8%	13.4%
Male (n=522)	32.6%	24.6%	1.6%	6.9%	2.1%	0.2%	23.2%	8.8%
Female (n=478)	39.9%	12.1%	2.1%	2.9%	4.1%	-	26.0%	12.9%
18 to 34 (n=256)	31.7%	14.1%	2.9%	5.7%	4.1%	-	24.3%	17.1%
35 to 54 (n=392)	36.2%	20.7%	1.5%	5.1%	3.0%	0.2%	21.5%	11.7%
55 plus (n=352)	39.7%	18.8%	1.4%	4.0%	2.5%	-	27.7%	5.8%

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

QUESTION – Which federal party leader do you think can best manage the relationship with the President of the United States? [RANDOMIZE]

Federal party leader who can best manage relations with President Trump



QUESTION – Which federal party leader do you think can best manage the relationship with the President of the United States? [RANDOMIZE]



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 December 30th 2018 and January 5th, 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 a random survey of 1,000 Canadians 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 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.
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	December 30 th 2018 to January 5 th , 2019
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by 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 line 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	Nine 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 an omnibus survey. Module one was about the Canadian economy and module two was about the Chinese government.
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.



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

www.nanos.co



A public relations consultancy for executives and organizations with images to create, issues to manage, relationships to build, and reputations to protect in a digitally disrupted era. We serve senior leaders with PR counsel that is both strategic and social, informed by a deep understanding of analytics, content, communities, media, sustainability and technology. www.signaleadership.com

nanos dimap analytika



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

www.nanosdimap.com

NANOS RUTHERFORD MCKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com

TABULATIONS



2018-1354 – Bloomberg/Nanos Survey – STAT SHEET

			Region					Gender		Age			
			Canada 2018-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which federal party leader do you think can best manage the relationship with the President of the United States?	Total	Unwgt N	1000	100	250	300	200	150	522	478	256	392	352
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	36.3	42.1	40.5	40.0	26.2	31.8	32.6	39.9	31.7	36.2	39.7
	Andrew Scheer	%	18.2	14.2	15.6	17.3	31.0	10.0	24.6	12.1	14.1	20.7	18.8
	Jagmeet Singh	%	1.9	2.6	1.1	2.3	0.4	3.6	1.6	2.1	2.9	1.5	1.4
	Elizabeth May	%	3.1	6.3	2.8	1.5	2.5	5.6	2.1	4.1	4.1	3.0	2.5
	Mario Beaulieu	%	0.1	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.0	0.2	0.0
	Maxime Bernier	%	4.9	3.0	3.4	5.5	5.2	6.8	6.9	2.9	5.7	5.1	4.0
	None of them	%	24.6	22.8	24.4	24.4	23.1	28.8	23.2	26.0	24.3	21.5	27.7
Unsure	%	10.9	9.0	12.1	8.9	11.2	13.4	8.8	12.9	17.1	11.7	5.8	

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 December 30th, 2018 and January 5th, 2019. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.