

# Canadians are most likely to say Justin Trudeau can best manage the relationship with the US President; three in ten say either none or they are unsure who can best manage it


Bloomberg Summary Draft

submitted by Nanos to Bloomberg News, October 2018  
(Submission 2018-1275)



**Bloomberg**

# Summary



Canadians most often say Justin Trudeau can best manage the relationship with the president of the United States

Overall, Canadians are most likely to say Justin Trudeau is the federal party leader that can best manage the relationship with the president of the United States, while more than three in ten say none of them or they are unsure.

- **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 (39%), followed by Andrew Scheer (21%). Five per cent say Maxime Bernier, three per cent say Elizabeth May and one per cent say Jagmeet Singh. Twenty-two percent say none of them can manage the relationship with the president of the United States and nine percent are unsure. These findings are consistent with the previous wave of research, with the exception of the addition of Maxime Bernier who was not included in the previous wave.
- **Residents of the Prairies remain most likely to say Andrew Scheer 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 (35%; 36% in June), and the least likely to say Justin Trudeau can best manage it (27%; 27% in June). Residents of Atlantic Canada (45%) and British Columbia (44%) were more likely to say Justin Trudeau, and residents of Quebec and Atlantic Canada were less likely to say Andrew Scheer (14% each).

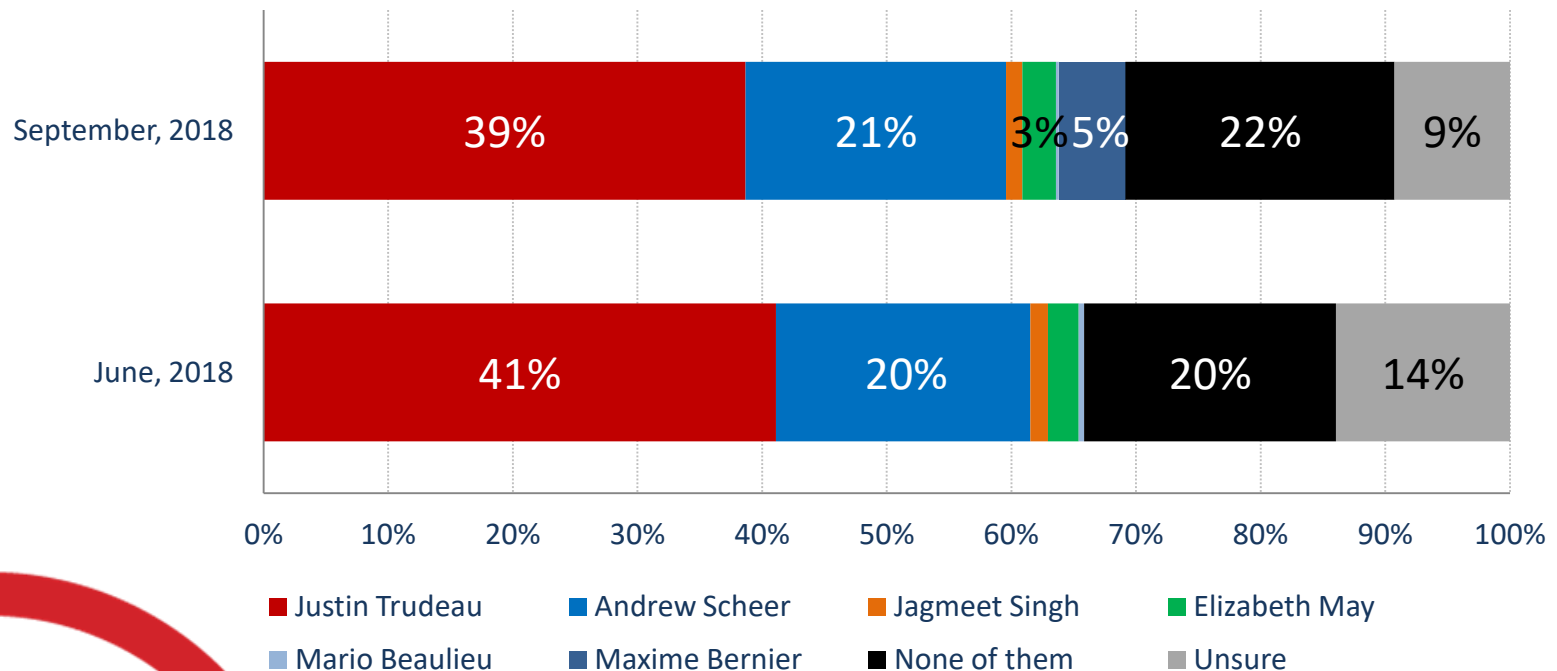
These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 29<sup>th</sup> and October 4<sup>th</sup>, 2018 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by Bloomberg News and the research was conducted by Nanos Research.

# Management of the relationship with the US President

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 4<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26<sup>th</sup> to June 28<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



**\*Maxime Bernier is only applicable to this wave of study**

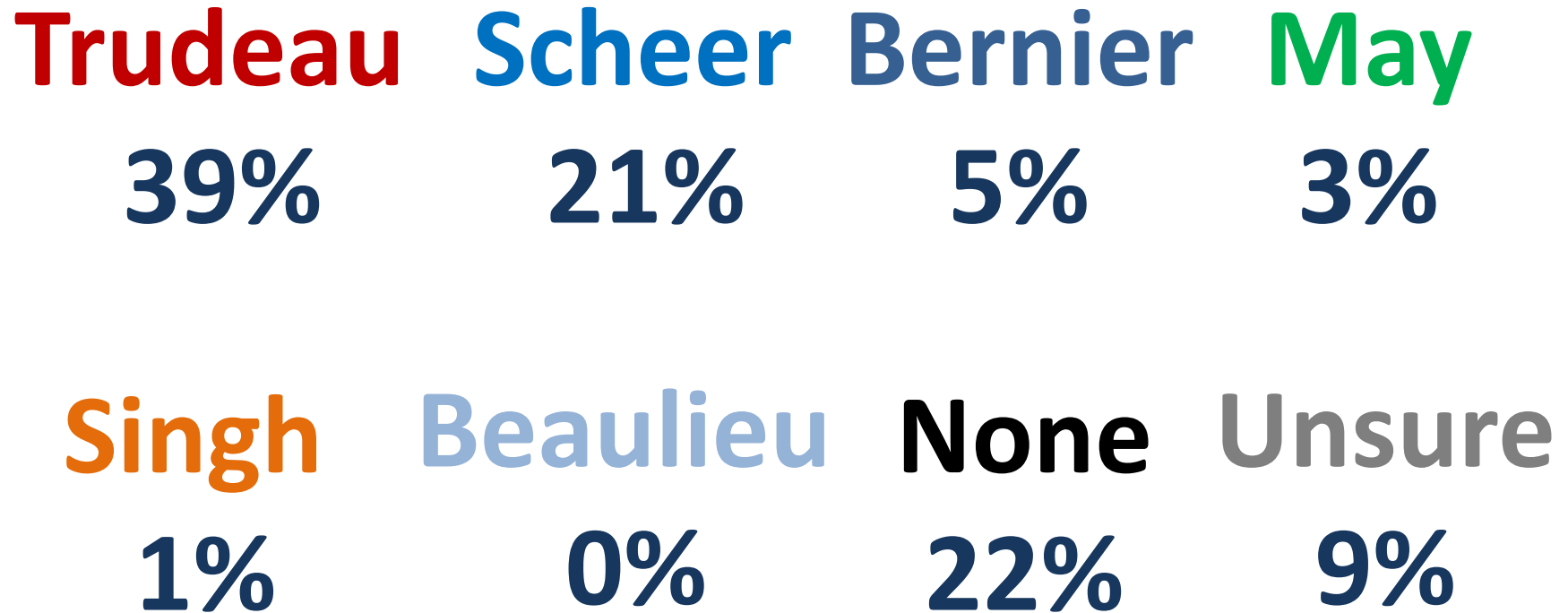
**\*Note: Charts may not add up to 100 due to rounding**

**Data labels less than 3% have been removed for clarity**

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

# Management of the relationship with the US President

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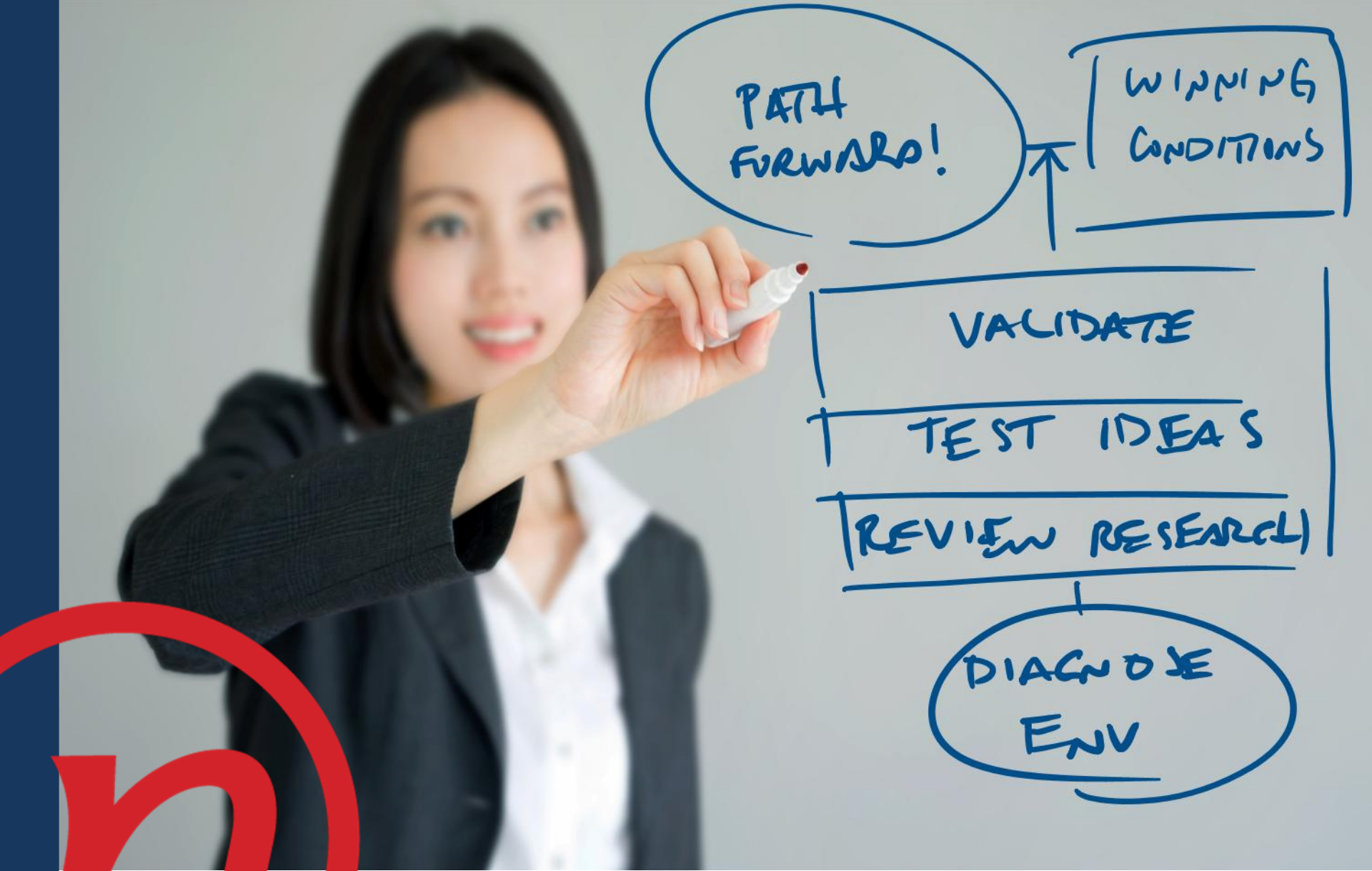
# Management of the relationship with the US President

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 4<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Subgroups	Justin Trudeau	Andrew Scheer	Jagmeet Singh	Maxime Bernier	Elizabeth May	Mario Beaulieu	None	Unsure
Atlantic (n=100)	44.5%	14.4%	-	2.9%	2.7%	-	23.0%	12.6%
Quebec (n=250)	40.1%	14.3%	1.1%	6.5%	4.4%	0.3%	23.4%	9.9%
Ontario (n=300)	40.9%	19.0%	1.7%	6.5%	1.2%	0.5%	22.2%	7.9%
Prairies (n=200)	26.5%	34.5%	1.2%	4.9%	1.0%	-	20.3%	11.6%
BC (n=150)	44.2%	21.9%	2.0%	3.4%	4.9%	-	18.1%	5.5%
Male (n=511)	36.8%	23.5%	1.1%	7.6%	2.3%	0.4%	20.9%	7.4%
Female (n=489)	40.5%	18.4%	1.6%	3.2%	3.1%	-	22.3%	11.0%
18 to 34 (n=196)	36.4%	17.7%	2.8%	6.0%	4.8%	0.5%	18.6%	13.2%
35 to 54 (n=455)	38.1%	20.2%	0.7%	4.8%	2.0%	0.2%	25.4%	8.5%
55 plus (n=349)	40.7%	23.7%	0.9%	5.4%	1.8%	-	20.4%	7.2%

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





# 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 September 29<sup>th</sup> and October 4<sup>th</sup>, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were 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 research was commissioned by Bloomberg News and was conducted by Nanos Research.

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

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# Technical Note

Element	Description
Organization who commissioned the research	Bloomberg News
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	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	September 29 <sup>th</sup> to October 4 <sup>th</sup> , 2018.
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 lines 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	Ten 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. Previous modules asked about unprompted issues of national concern, marijuana, tax rates, and U.S. Canada relations.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .



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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.



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# Tabulations



# 2018-1275 – Bloomberg/Nanos Survey - STAT SHEET

			Region						Gender		Age		
			Canada 2018-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Which federal party leader do you think can best manage the relationship with the President of the United States [ROTATE]	Total	Unwgt N	1000	100	250	300	200	150	511	489	196	455	349
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	38.7	44.5	40.1	40.9	26.5	44.2	36.8	40.5	36.4	38.1	40.7
	Andrew Scheer	%	20.9	14.4	14.3	19.0	34.5	21.9	23.5	18.4	17.7	20.2	23.7
	Jagmeet Singh	%	1.3	0.0	1.1	1.7	1.2	2.0	1.1	1.6	2.8	0.7	0.9
	Elizabeth May	%	2.7	2.7	4.4	1.2	1.0	4.9	2.3	3.1	4.8	2.0	1.8
	Mario Beaulieu	%	0.2	0.0	0.3	0.5	0.0	0.0	0.4	0.0	0.5	0.2	0.0
	Maxime Bernier	%	5.3	2.9	6.5	6.5	4.9	3.4	7.6	3.2	6.0	4.8	5.4
	None of them	%	21.6	23.0	23.4	22.2	20.3	18.1	20.9	22.3	18.6	25.4	20.4
	Unsure	%	9.3	12.6	9.9	7.9	11.6	5.5	7.4	11.0	13.2	8.5	7.2

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