


Trump negotiator: Canadians believe Poilievre a better negotiator than Trudeau - both leaders tied in advocating for Canadian interests – men more likely to choose Poilievre as negotiator and advocate, and women choose Trudeau.

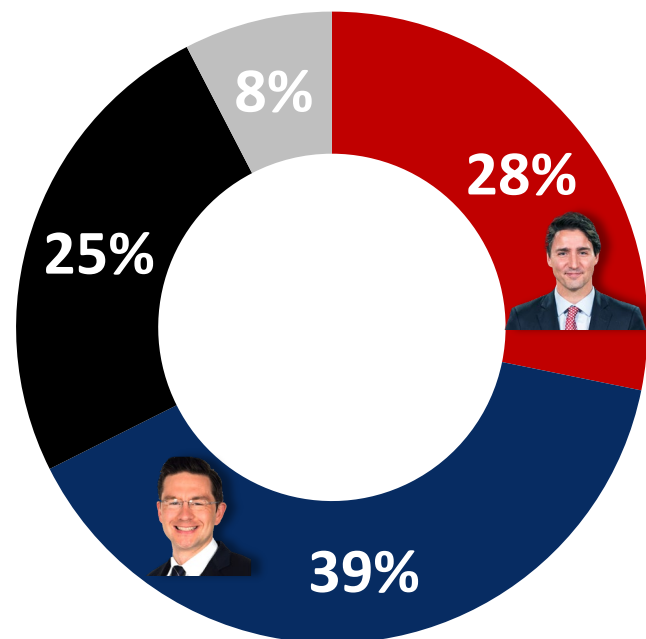


The research gauged opinions of Canadians on which federal party leader would do the best job at negotiating with Trump and representing Canada's best interests if Donald Trump became the President of the United States.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,114 Canadians, 18 years of age or older, between January 29th to 31st, 2024 as part of an omnibus survey. The margin of error for this survey is ± 2.9 percentage points, 19 times out of 20.

The research was commissioned by Bloomberg News and was conducted by Nanos Research.

Best leader to negotiate with Trump



*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Over **1 in 3** Canadians

say that Pierre Poilievre would do the best job of negotiating with Trump, compared to just over 1 in 4 Canadians say Justin Trudeau would do a better job. Women more likely to say Justin Trudeau (women 36%; men 20%) and men more likely to say Pierre Poilievre (51% men; 29% women).

Q – If Donald Trump became the President of the United States, which of the following two federal party leaders would do the best job at negotiating with Trump? [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

Preferred political leader to negotiate with Trump – by demographics

Q – If Donald Trump became the President of the United States, which of the following two federal party leaders would do the best job at negotiating with Trump? [ROTATE]

Justin Trudeau				
Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
28.0%	28.0%	29.4%	23.9%	31.2%
Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
19.9%	36.1%	21.7%	27.9%	32.8%
Pierre Poilievre				
Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
29.5%	33.3%	38.2%	50.2%	43.8%
Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
50.7%	28.5%	43.7%	40.9%	35.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

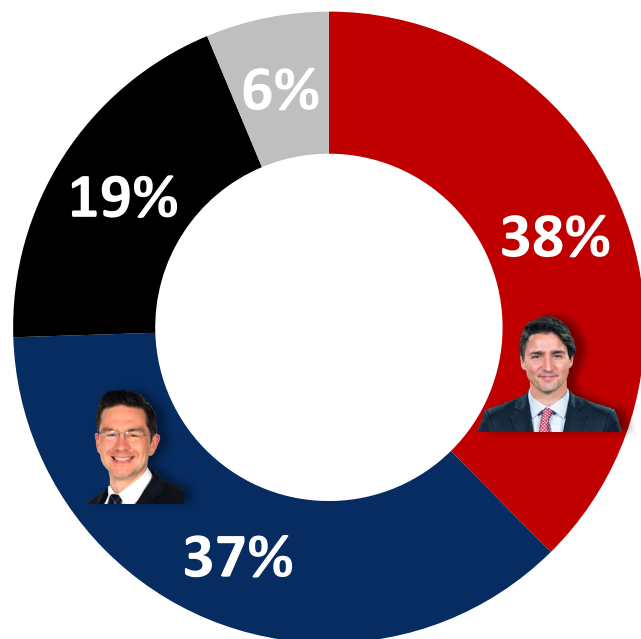
Preferred political leader to negotiate with Trump – by demographics continued

Q – If Donald Trump became the President of the United States, which of the following two federal party leaders would do the best job at negotiating with Trump? [ROTATE]

No difference				
Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
32.1%	26.7%	25.6%	21.8%	19.7%
Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
23.9%	25.7%	25.8%	24.3%	24.5%
Unsure				
Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
10.4%	12.0%	6.9%	4.1%	5.4%
Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
5.5%	9.6%	8.8%	6.9%	7.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

Preferred political leader to advocate for Canada's best interests with Trump



■ Justin Trudeau

■ Pierre Poilievre

■ No difference

■ Unsure

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Statistical tie among Canadians

who say Justin Trudeau (38%) would do the best job advocating for Canada's best interests and Pierre Poilievre (37%) would do a better job, and almost 1 in 2 say there is no difference between the two (19%). Women more likely to say Trudeau would be a better advocate (45% women; 30% men), and men more likely to say Poilievre (48% men; 27% women).

Q – If Donald Trump became the President of the United States, which of the following two federal party leaders would do the best job of advocating for/representing Canada's best interests? [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

Preferred political leader to advocate for Canada's best interests with Trump – by demographics

Q – If Donald Trump became the President of the United States, which of the following two federal party leaders would do the best job of advocating for/representing Canada's best interests? [ROTATE]

Justin Trudeau				
Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
34.8%	37.9%	39.0%	31.8%	41.6%
Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
29.6%	45.1%	31.6%	36.5%	42.2%
Pierre Poilievre				
Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
30.2%	31.4%	35.4%	47.9%	39.6%
Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
47.6%	26.6%	38.8%	38.5%	34.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

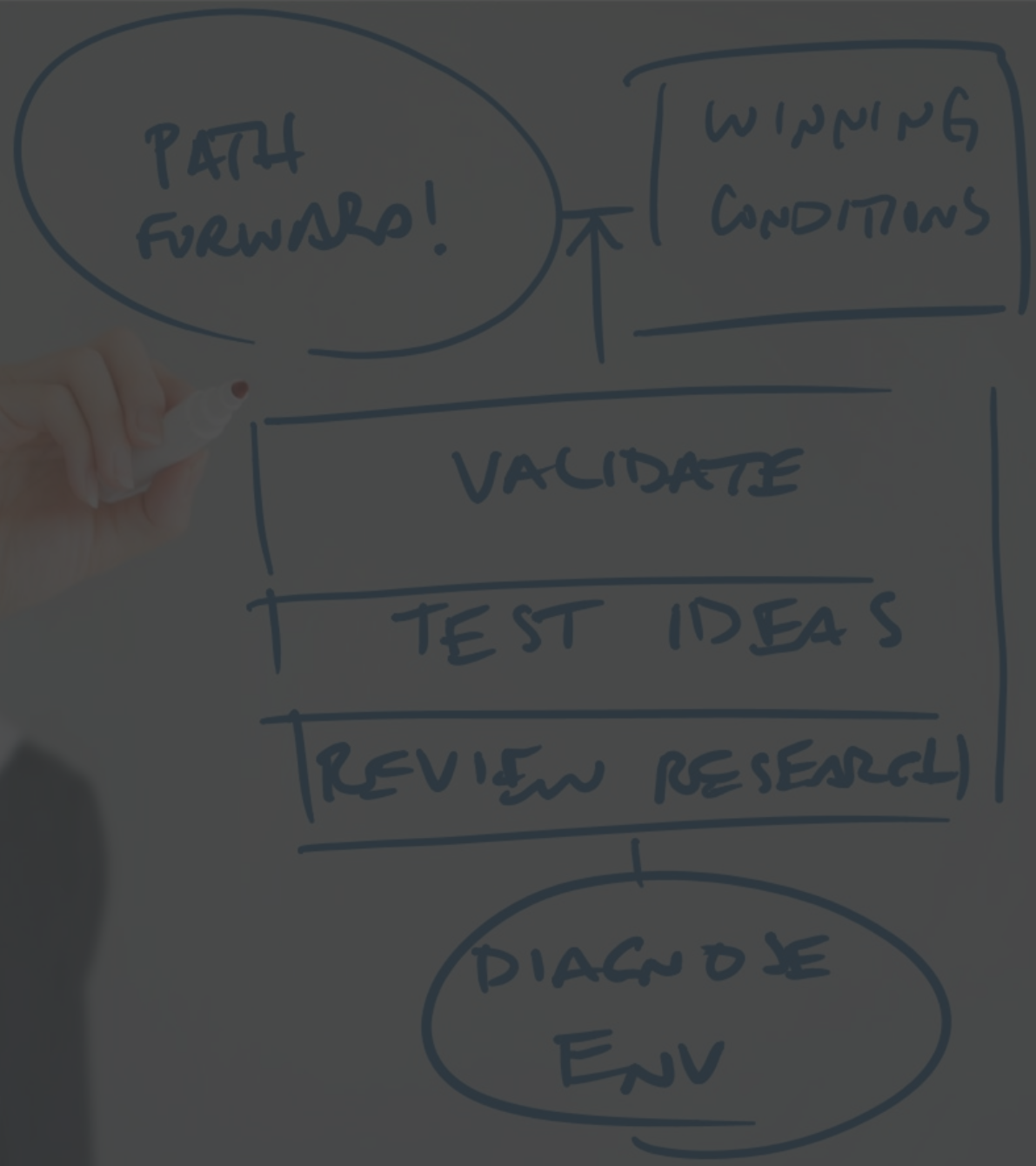
Preferred political leader to advocate for Canada's best interests with Trump – by demographics continued

Q – If Donald Trump became the President of the United States, which of the following two federal party leaders would do the best job of advocating for/representing Canada's best interests? [ROTATE]

No difference				
Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
23.2%	22.6%	19.5%	17.6%	12.9%
Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
17.8%	20.6%	23.3%	18.5%	17.1%
Unsure				
Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
11.7%	8.1%	6.2%	2.7%	5.9%
Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
5.0%	7.7%	6.3%	6.5%	6.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1,114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

METHODOLOGY



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,114 Canadians, 18 years of age or older, between January 29th to 31st, 2024 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 this survey is ±2.9 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	Element	Description
Research sponsor	Bloomberg News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,114 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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) 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.
Margin of Error	±2.9 percentage points, 19 times out of 20.	Estimated Response Rate	13 per cent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, the use of the Emergencies Act, Immigration, United States Election and border, and opinion son the Liberal and Conservative party leaders.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	January 29 th to 31 st , 2024.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/		



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EthicStratēgies

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TABULATIONS

2024-2527 – Bloomberg/Nanos Survey – January Omni – STAT SHEET

			Region					Gender			Age			
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - If Donald Trump became the President of the United States, which of the following two federal party leaders would do the best job at negotiating with Trump? [ROTATE] [SELECT ONE]	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
	Justin Trudeau	%	28.2	28.0	28.0	29.4	23.9	31.2	19.9	36.1		21.7	27.9	32.8
	Pierre Poilievre	%	39.4	29.5	33.3	38.2	50.2	43.8	50.7	28.5		43.7	40.9	35.3
	No difference	%	24.8	32.1	26.7	25.6	21.8	19.7	23.9	25.7		25.8	24.3	24.5
	Unsure	%	7.6	10.4	12.0	6.9	4.1	5.4	5.5	9.6		8.8	6.9	7.4

			Region					Gender			Age			
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - If Donald Trump became the President of the United States, which of the following two federal party leaders would do the best job of advocating for/representing Canada's best interests? [ROTATE] [SELECT ONE]	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
	Justin Trudeau	%	37.6	34.8	37.9	39.0	31.8	41.6	29.6	45.1		31.6	36.5	42.2
	Pierre Poilievre	%	36.9	30.2	31.4	35.4	47.9	39.6	47.6	26.6		38.8	38.5	34.4
	No difference	%	19.2	23.2	22.6	19.5	17.6	12.9	17.8	20.6		23.3	18.5	17.1
	Unsure	%	6.3	11.7	8.1	6.2	2.7	5.9	5.0	7.7		6.3	6.5	6.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,114 Canadians, 18 years of age or older, between January 29th and 31st, 2024. The margin of error for this survey is ±2.9 percentage points, 19 times out of 20.