An American flag is flying on a tall pole in the upper left quadrant of the image. The background shows a large, light-colored building with a curved balcony and several windows. The sky is blue with scattered white clouds. The overall image has a light, semi-transparent overlay.

Democrats go from trailing to leading on chances of victory in Presidential race with Harris candidacy according to Canadians.

National survey released August 2024
Field: July 29th to August 1st,2024
Submission 2024-2639

Bloomberg



The research gauged the opinions among Canadians on their predictions for the next US presidential election.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,035 Canadians, 18 years of age or older, between July 29th to August 1st, 2024, as part of an omnibus survey.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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

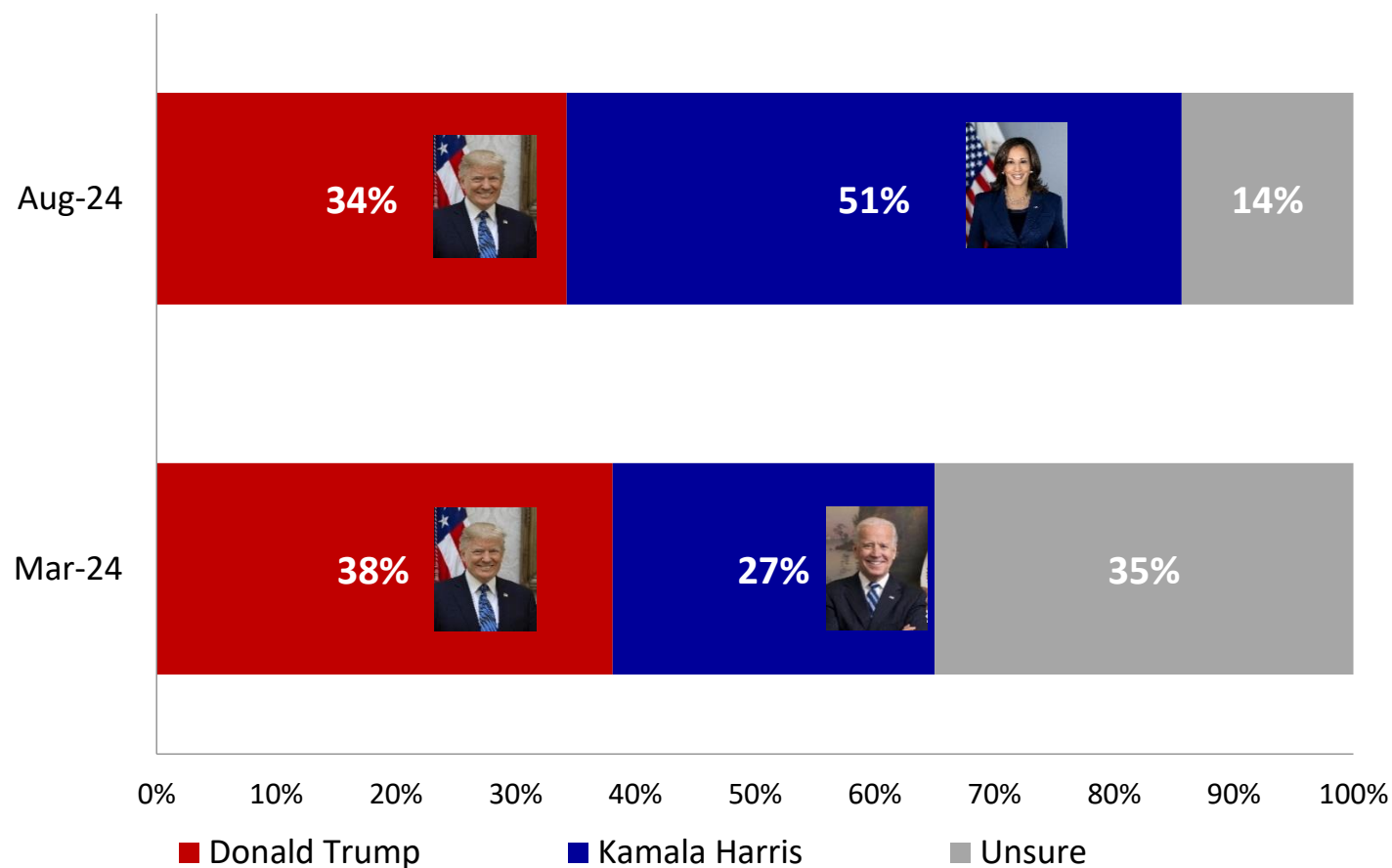
Canadians are more likely believe that Kamala Harris will win the next U.S presidential election (51%) than Donald Trump (34%); a sharp increase compared to previous wave of research where close to one in four Canadians thought Joe Biden was most likely to win (27%; Trump: 38%).

Of note, there has been a significant decrease in the number of respondents who are unsure (14%; 35% in March 2024).

Older Canadians are more likely to think Kamala Harris will win the next U.S presidential election (35-54: 51% for Harris vs 33% for Trump; 55 plus: 60% for Harris; 25% for Trump) compared to their younger counterparts (18-34: 39% for Harris; 50% for Trump).

Q – Who do you think is most likely to win the next US presidential election? [ROTATE]

Predictions for the next U.S presidential election - Tracking



**The nominee of the Democratic Party changed from Joe Biden, in February 2024 to Kamala Harris in the current wave.

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1,035, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Predictions for the next US presidential election – by demographics

Q – Who do you think is most likely to win the next US presidential election? [ROTATE]



■ Donald Trump

■ Kamala Harris

■ Unsure

*Weighted to the true population proportion.

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

Donald Trump	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
	27.1%	28.5%	35.8%	40.4%	35.2%
	Men (n=551)	Women (n=484)	18-34 (n=167)	35-54 (n=362)	55 plus (n=506)
	39.0%	29.7%	50.1%	33.2%	24.8%

Kamala Harris	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
	59.9%	61.1%	47.3%	43.1%	52.9%
	Men (n=551)	Women (n=484)	18-34 (n=167)	35-54 (n=362)	55 plus (n=506)
	49.0%	53.7%	39.0%	50.6%	60.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1,035, accurate 3.1 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

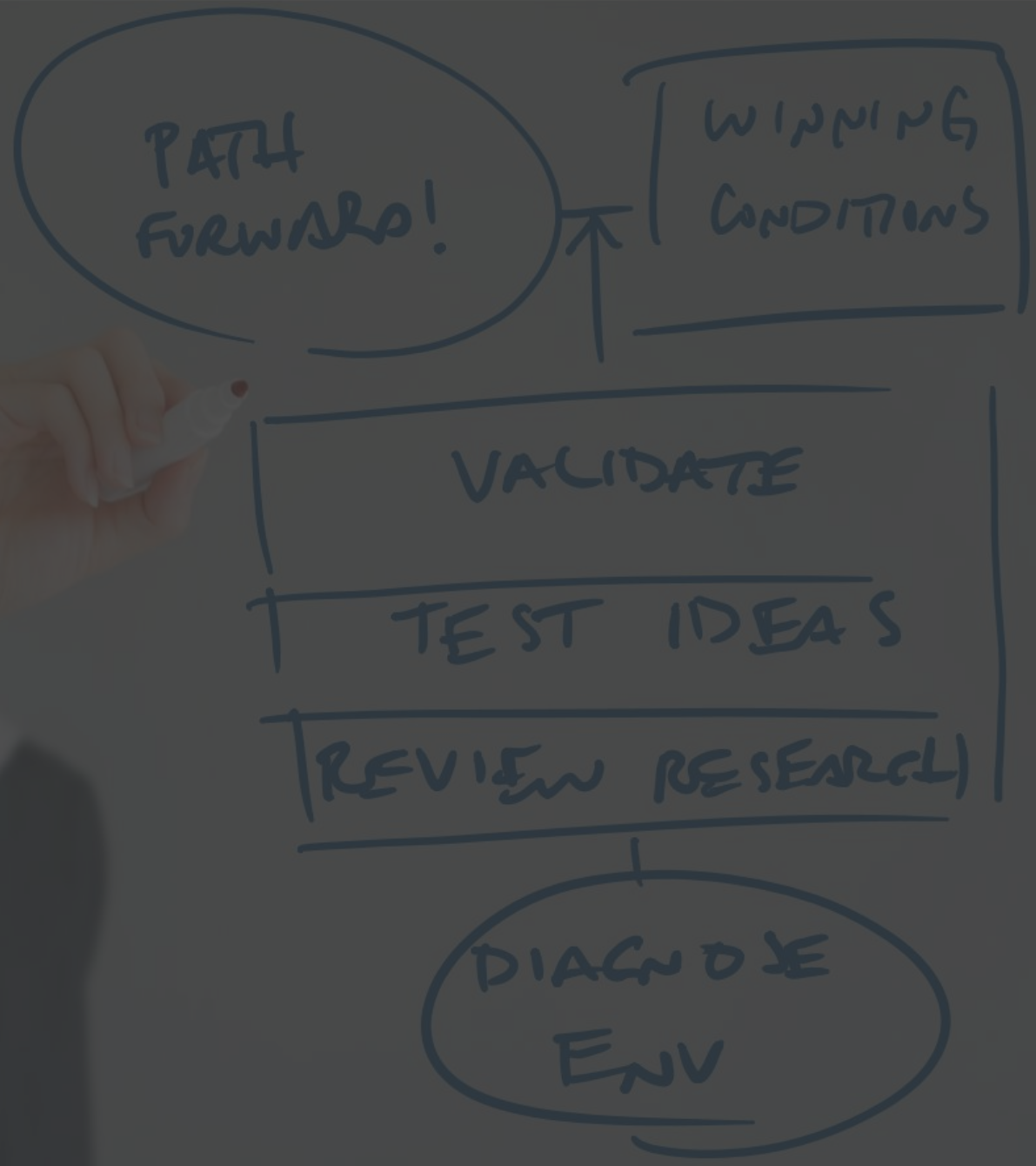
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,035 Canadians, 18 years of age or older, between July 29th to August 1st, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey 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 ± 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	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	1,035 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	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	Nine percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	This was the only question asked on this topic.
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, views on federal party leaders and politics, extreme weather events and views on Liberal political party figures and the Liberal Party of 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.	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	July 29 th to August 1 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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Any questions?



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TABULATIONS

2024-2639 - Bloomberg July - US Election - STAT SHEET

Data Tables - Region, Age and Gender

Methodology: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online survey of 1035 Canadians, 18 years of age and older, between July 29th and August 1st, 2024. The margin of error for a survey of 1,035 Canadians is ±3.1 percentage points, 19 times out of 20.

Note: Responses with a sample size of less than 30 have been suppressed

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Question - Who do you think is most likely to win the next US presidential election? [ROTATE]

		Region					Gender		Age			
		Canada					British			18 to		
		2024-08	Atlantic	Quebec	Ontario	Prairies	Columbia	Male	Female	34	35 to 54	55 plus
Total	Unwgt N	1035	84	231	352	216	152	551	484	167	362	506
	Wgt N	1000	67	231	388	175	139	490	510	267	322	411
Kamala Harris	%	51.4	59.9	61.1	47.3	43.1	52.9	49.0	53.7	39.0	50.6	60.0
Donald Trump	%	34.3	27.1	28.5	35.8	40.4	35.2	39.0	29.7	50.1	33.2	24.8
Unsure	%	14.4	13.0	10.4	16.8	16.6	12.0	12.0	16.6	10.9	16.2	15.2