

Trudeau marginally more trusted than Poilievre to deal with the outcome of the upcoming US Presidential election.

National survey released September, 2024
Field: August 30th to September 2nd, 2024
Submission 2024-2670





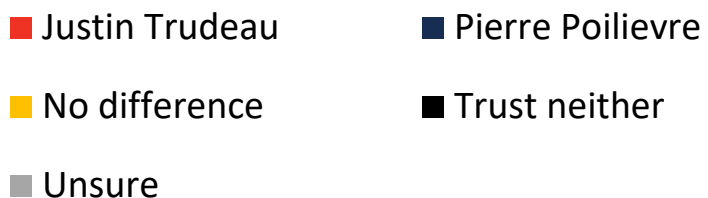
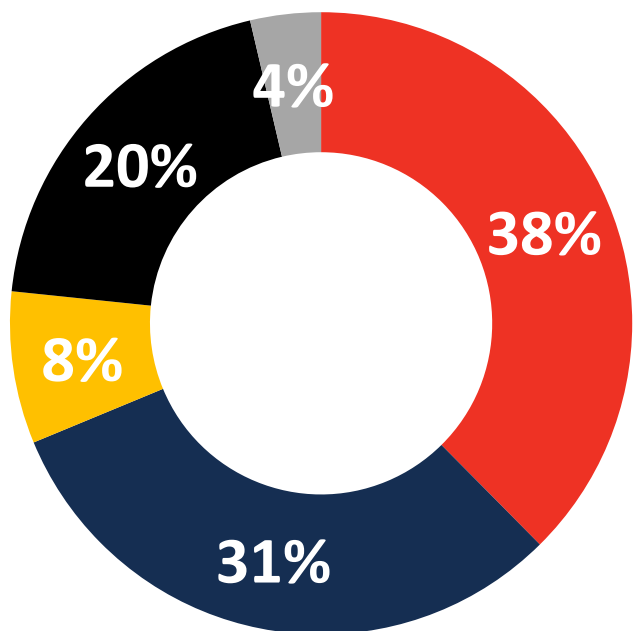
Nanos Research was retained by CTV News to conduct research among Canadians on which of the two main federal party leaders they would trust most to deal with the outcome of the upcoming US Presidential election.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,093 Canadians, 18 years of age or older, between August 30th and September 2nd, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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

Trust in main party leaders to deal with the outcome of the upcoming US Presidential election



Canadians are marginally more likely to trust Justin Trudeau than Pierre Poilievre to deal with the outcome of the upcoming US presidential election. Women are more likely to trust Justin Trudeau (45%) than men (31%). Residents of the Prairies are more likely to trust Pierre Poilievre (44%) than the national average (31%).

*Weighted to the true population proportion.

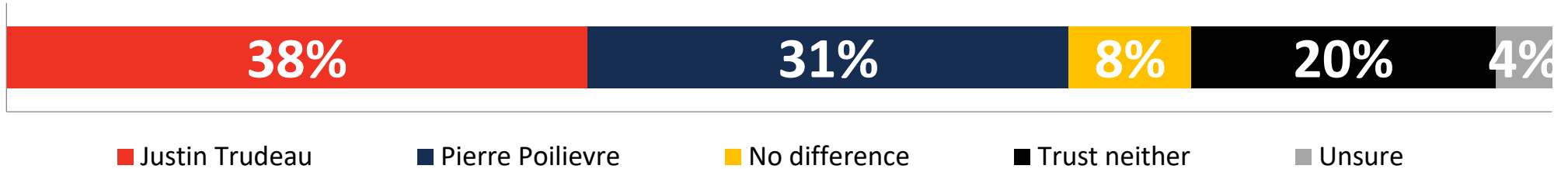
*Charts may not add up to 100 due to rounding.

Q – Which of the following two main federal party leaders would you trust most to deal with the outcome of the upcoming US Presidential election? [ROTATE] [SELECT ONE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Trust in main party leaders to deal with the outcome of the upcoming US Presidential election – by demographics

Q – Which of the following two main federal party leaders would you trust most to deal with the outcome of the upcoming US Presidential election? [ROTATE] [SELECT ONE]



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

Justin Trudeau	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
	43.7%	39.2%	38.8%	27.9%	40.8%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	30.9%	44.5%	32.4%	35.2%	42.9%

Pierre Poilievre	Atlantic (n=111)	Quebec (n=256)	Ontario (n=360)	Prairies (n=209)	BC (n=157)
	28.9%	19.5%	32.9%	43.9%	30.5%
	Men (n=615)	Women (n=476)	18 to 34 (n=174)	35 to 54 (n=409)	55 plus (n=510)
	39.1%	22.8%	34.0%	32.3%	28.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 2nd, 2024, n=1093, accurate 3.0 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 1,093 Canadians, 18 years of age or older, between August 30th and September 2nd, 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 ± 3.0 percentage points, 19 times out of 20.

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

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

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1093 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 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	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	August 30 th to September 2 nd , 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/

Element	Description
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
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, and individuals without internet access could not participate.
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.
Estimated Response Rate	14 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, and views on immigration.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	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 .
Data Tables	By region, age and gender: Link



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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

EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?



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TABULATIONS

