The image shows two flags, the United States flag on the left and the Canadian flag on the right, waving on tall poles. The background consists of a range of snow-capped mountains under a clear sky. The text is overlaid in the center of the image.

Trudeau closes gap with Poilievre as the best leader to negotiate with Trump.

National survey released December, 2024  
Field: November 30<sup>th</sup> to December 4<sup>th</sup>, 2024  
Submission 2024-2750

**Bloomberg**





The research gauged opinions of Canadians on which federal party leader would do the best job at negotiating with Trump.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between November 30<sup>th</sup> to December 4<sup>th</sup>, 2024 as part of an omnibus survey.

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

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

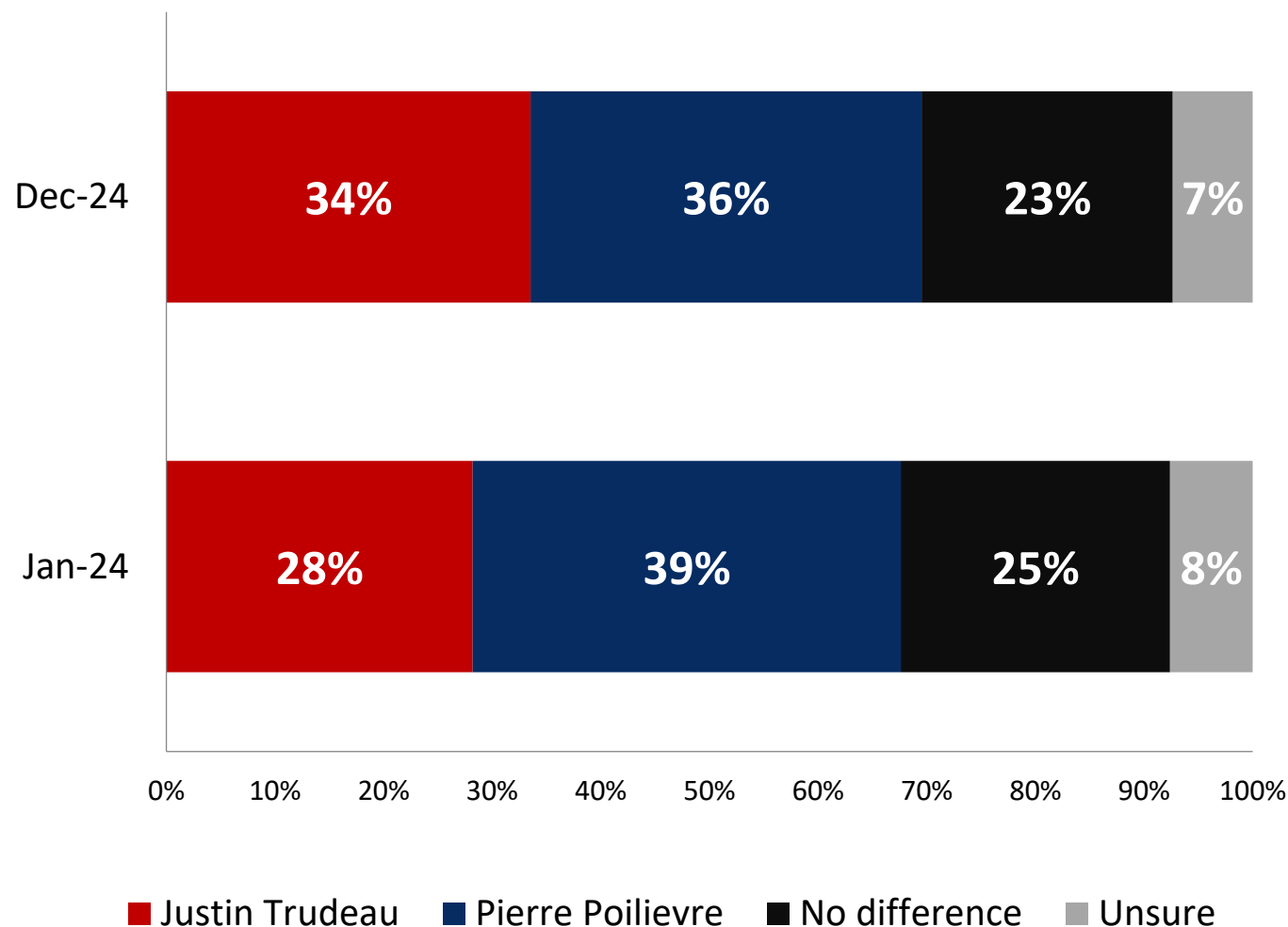
Justin Trudeau and Pierre Poilievre are now tied on which federal leader Canadians think would do the best job at negotiating with the United State's president-elect, after Poilievre's previous 11 percentage point edge in January 2024.

Women are more likely to think Trudeau will do a better job (38%; 29% of men), while men are more likely to think Pierre Poilievre would do best (41%; 32% of women). Residents of the Prairies are more likely to prefer Poilievre (53%) than those from Quebec (22%).

Q – As you might know, Donald Trump was recently elected as the President of the United States for a second term. Which of the following two federal party leaders would do the best job at negotiating with Trump? [ROTATE] [SELECT ONE]

Q – [JANUARY 2024] 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?

## Best leader to negotiate with Trump

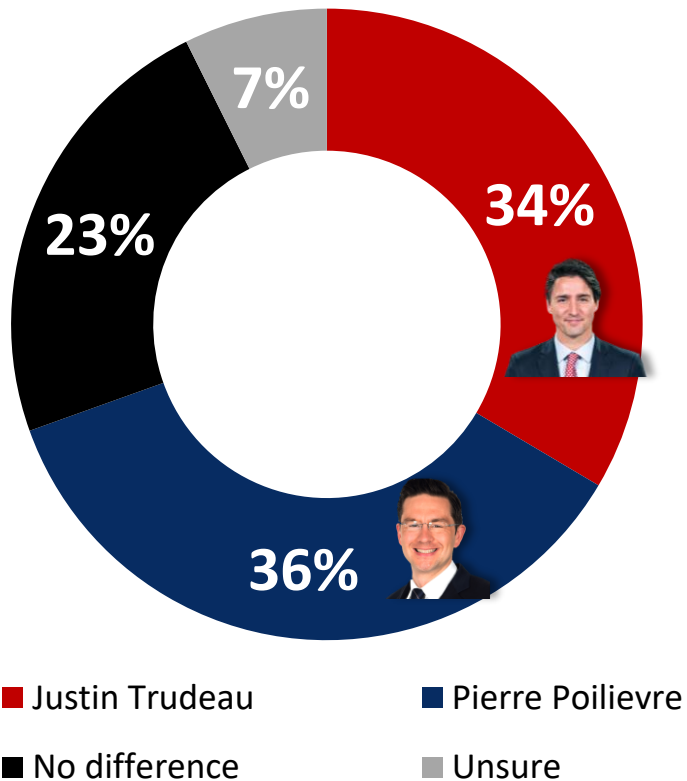


\*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30<sup>th</sup> to December 4<sup>th</sup>, 2024, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.





## Best leader to negotiate with Trump – By demographics

Justin Trudeau	Atlantic (n=108)	Quebec (n=230)	Ontario (n=374)	Prairies (n=215)	BC (n=157)
	<b>35.5%</b>	<b>34.9%</b>	<b>35.7%</b>	<b>24.3%</b>	<b>35.9%</b>
Men (n=578)	Women (n=506)	18 to 34 (n=174)	35 to 54 (n=384)	55 plus (n=526)	
	<b>28.8%</b>	<b>38.0%</b>	<b>30.2%</b>	<b>31.4%</b>	<b>37.4%</b>

Pierre Poilievre	Atlantic (n=108)	Quebec (n=230)	Ontario (n=374)	Prairies (n=215)	BC (n=157)
	<b>28.7%</b>	<b>21.7%</b>	<b>39.5%</b>	<b>53.2%</b>	<b>31.9%</b>
Men (n=578)	Women (n=506)	18 to 34 (n=174)	35 to 54 (n=384)	55 plus (n=526)	
	<b>40.5%</b>	<b>31.7%</b>	<b>37.1%</b>	<b>37.2%</b>	<b>34.3%</b>

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

Q –As you might know, Donald Trump was recently elected as the President of the United States for a second term. Which of the following two federal party leaders would do the best job at negotiating with Trump? [ROTATE] [SELECT ONE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30<sup>th</sup> to December 4<sup>th</sup>, 2024, n=1084, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between November 30<sup>th</sup> to Dec 4<sup>th</sup>, 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  $\pm 3.0$  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	1084 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, 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, immigration, trade and tax policy.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> 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.	Tabulations	<a href="#">By region, age and gender</a>
Field Dates	November 30 <sup>th</sup> to December 4 <sup>th</sup> , 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. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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# Any questions?

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