

Canadians say Clinton is most favourable to Canada's interests

*National survey released February 2016
Project 2016-798*





Canadians feel Hillary Clinton is U.S. presidential candidate most favourable to Canada's interests

Canadians generally have more support for the Democrat party candidates and significantly less for the Republican candidates, with more Canadians saying none of the candidates are favourable than selected any Republican candidate.

- **Presidential candidates and Canada's interests** – Just under two-thirds of Canadians (63%) feel U.S Presidential Democrat candidates would be the most favourable to Canada's interests, with 37% saying Hillary Clinton would be the most favourable and 26% saying the same for Bernie Sanders. Seventeen percent of Canadians believe that a Republican candidate would be the most favourable to Canada, with seven percent saying Donald Trump, five percent selecting Ted Cruz, four percent saying Marco Rubio and one percent saying Ben Carson. Twenty percent of Canadians say that none of the U.S. presidential candidates would be favourable to Canada's interests.
- **Gender differences** – Women are more likely than men to say Hillary Clinton would be the most favourable candidate to Canada's interests (44% versus 30%), while men were more likely than women to say the same for Donald Trump (ten percent versus five percent) and Marco Rubio (seven percent versus two percent).
- **Regional differences** – Atlantic Canadians and Quebecers were the most likely to name Hillary Clinton as the most favourable candidate to Canada's interests (48% and 42% respectively), and were significantly more likely than those in the prairies to do so (24%). Canadians residing in the Prairies were the most likely to say Donald Trump is the most favourable candidate to Canada (13%), while British Columbians were the least likely (three percent). Canadians in the prairies were also the most likely to name any Republican candidate as the most favourable to Canada's interests.

These observations are based on 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 February 22nd to 24th, 2016 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. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

Most beneficial presidential candidate for Canada

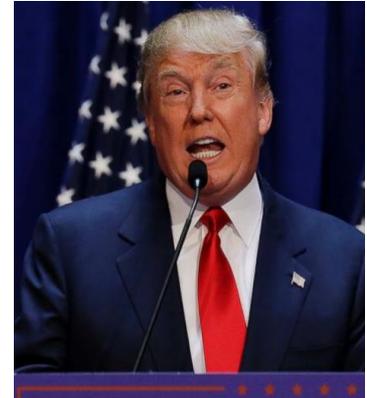
Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



37%



26%



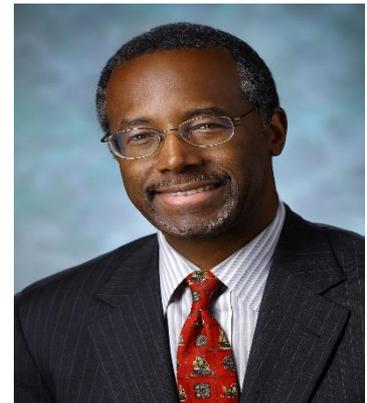
7%



5%



4%

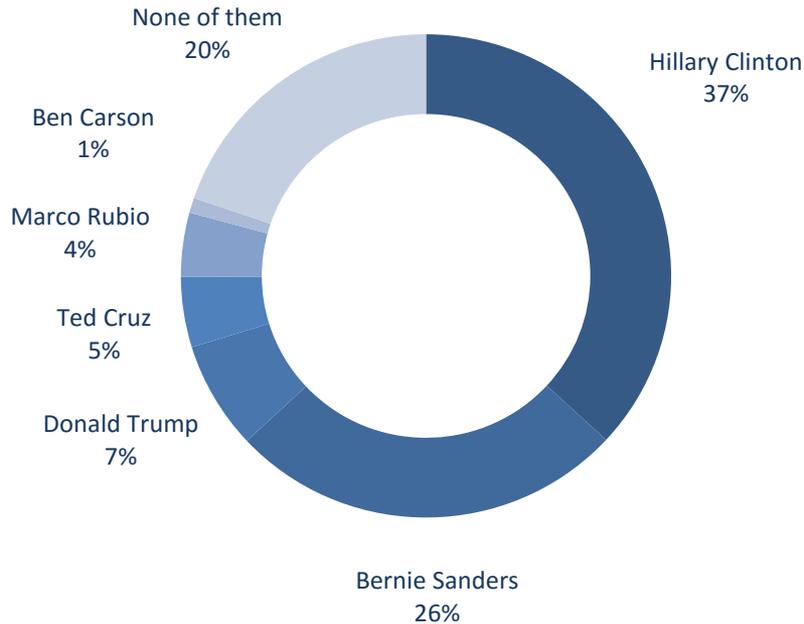


1%



Most beneficial presidential candidate for Canada

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



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

Subgroups	Hillary Clinton
Atlantic (n=100)	47.7%
Quebec (n=250)	42.2%
Ontario (n=300)	36.6%
Prairies (n=200)	23.8%
British Columbia (n=150)	39.1%
Male (n=499)	29.9%
Female (n=501)	43.8%
18 to 29 (n=147)	30.0%
30 to 39 (n=143)	41.2%
40 to 49 (n=252)	36.1%
50 to 59 (n=234)	35.3%
60 plus (n=224)	41.7%

QUESTION – Which of the following candidates running for U.S. president do you think would be most favourable to Canada’s interests?



Most beneficial presidential candidate

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Region	Hillary Clinton
Atlantic (n=100)	47.7%
Quebec (n=250)	42.2%
Ontario (n=300)	36.6%
Prairies (n=200)	23.8%
British Columbia (n=150)	39.1%
Male (n=499)	29.9%
Female (n=501)	43.8%

Region	Bernie Sanders
Atlantic (n=100)	23.9%
Quebec (n=250)	33.1%
Ontario (n=300)	23.6%
Prairies (n=200)	21.3%
British Columbia (n=150)	27.6%
Male (n=499)	29.3%
Female (n=501)	23.0%

Region	Donald Trump
Atlantic (n=100)	4.8%
Quebec (n=250)	4.1%
Ontario (n=300)	8.4%
Prairies (n=200)	13.3%
British Columbia (n=150)	3.2%
Male (n=499)	9.9%
Female (n=501)	4.5%

Region	Ted Cruz
Atlantic (n=100)	-
Quebec (n=250)	3.4%
Ontario (n=300)	3.6%
Prairies (n=200)	9.7%
British Columbia (n=150)	5.4%
Male (n=499)	5.0%
Female (n=501)	4.3%

Region	Marco Rubio
Atlantic (n=100)	2.5%
Quebec (n=250)	2.2%
Ontario (n=300)	5.3%
Prairies (n=200)	7.6%
British Columbia (n=150)	2.4%
Male (n=499)	6.5%
Female (n=501)	2.1%

Region	Ben Carson
Atlantic (n=100)	0.8%
Quebec (n=250)	0.4%
Ontario (n=300)	1.5%
Prairies (n=200)	2.0%
British Columbia (n=150)	-
Male (n=499)	1.3%
Female (n=501)	0.7%

QUESTION – Which of the following candidates running for U.S. president do you think would be most favourable to Canada’s interests?



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 February 22nd to 24th, 2016 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 a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by CTV News and Nanos Research.

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

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) 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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	15.6 percent, consistent with industry norms.
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 Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module three of an omnibus survey. Module one was about top unprompted issues of national concern, module two was about vote preferences and questions on the economy.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	February 22 nd to 24 th , 2016.		
Language of Survey	The survey was conducted in both English and French.		



About Nanos

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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Nik Nanos FMRIA

Chairman, Nanos Research Group
Ottawa (613) 234-4666 ext. 237
Washington DC (202) 697-9924
nnanos@nanosresearch.com

Richard Jenkins

Vice President, Nanos Research
Ottawa (613) 234-4666 ext. 230
rjenkins@nanosresearch.com



Tabulations





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			Region					Gender		Age					
			Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - Which of the following candidates running for U.S. president do you think would be most favourable to Canada's interests? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Hillary Clinton	%	36.9	47.7	42.2	36.6	23.8	39.1	29.9	43.8	30.0	41.2	36.1	35.3	41.7
	Bernie Sanders	%	26.2	23.9	33.1	23.6	21.3	27.6	29.3	23.0	34.8	26.4	25.5	25.5	19.7
	Donald Trump	%	7.2	4.8	4.1	8.4	13.3	3.2	9.9	4.5	8.3	8.0	6.4	8.0	5.7
	Ted Cruz	%	4.7	.0	3.4	3.6	9.7	5.4	5.0	4.3	6.4	4.4	5.6	2.7	4.0
	Marco Rubio	%	4.3	2.5	2.2	5.3	7.6	2.4	6.5	2.1	1.4	2.9	5.7	7.6	4.0
	Ben Carson	%	1.0	.8	.4	1.5	2.0	.0	1.3	.7	1.1	1.2	1.1	.4	1.3
	None of them	%	19.8	20.3	14.7	20.9	22.3	22.3	18.0	21.6	18.1	16.0	19.6	20.5	23.5

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 February 22nd and 24th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.