

# Opinions on the use of Twitter in the US Presidential race

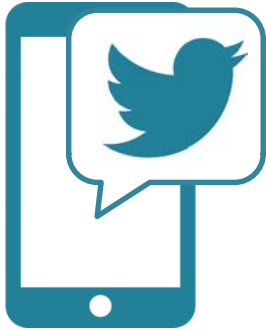
Signal Twitter Survey Summary

submitted by Nanos to Signal, November 2016  
(Submission 2016-930)





# Canadians say that Donald Trump has used Twitter more effectively than Hillary Clinton in the US Presidential race



Canadians say that Donald Trump is more effective on Twitter than Hillary Clinton is, in terms of Trump getting the attention of the voters as well as attacking his opponent. They also believe that Trump has been more successful than Clinton in getting his message out and attracting voters using Twitter.

- More than four in ten Canadians say that Trump is effectively using Twitter to get the attention of voters. Forty-four per cent say that Trump uses Twitter effectively to get the voters' attention, while five per cent say that Clinton used Twitter effectively for that purpose. Nine per cent say neither are effective and 42 per cent are unsure.
- Just over four in ten Canadians say that Trump has been effectively using Twitter to attack his opponent. Forty-two per cent of Canadians say that Trump uses Twitter effectively to attack his opponent while six per cent say that Clinton used Twitter effectively to attack her opponent. Fourteen per cent say neither is effective and 39 per cent are unsure.
- Two in ten Canadians say that Trump has been successfully using Twitter to attract voters. Twenty-three per cent of Canadians say that Trump has been more successful at attracting voters with Twitter. Nine per cent think Clinton has been more successful at this, twenty per cent say neither has been successful and 48 per cent are unsure.
- Almost three in ten Canadians say that Trump has been more successful at getting his message out using Twitter. Twenty-seven per cent of Canadians say that Trump has been more successful at getting his message out to voters through Twitter, while 11 per cent think Clinton has been more successful. Eighteen per cent say neither were successful and 44 per cent are unsure.

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians, 18 years of age or older, between October 27<sup>th</sup> to 30<sup>th</sup>, 2016 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

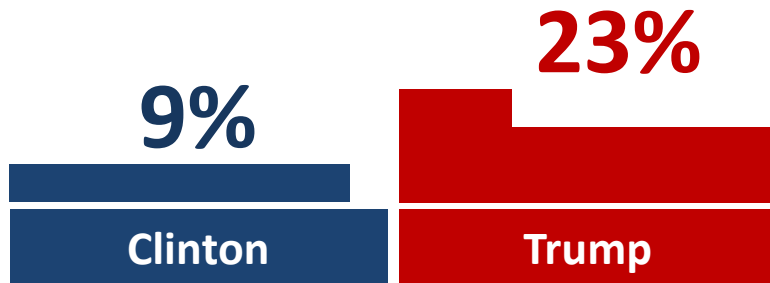
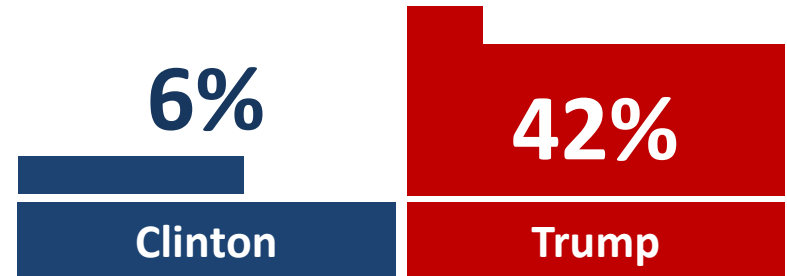
The research was commissioned by Signal Leadership Communications.

# Clinton or Trump: Use of Twitter



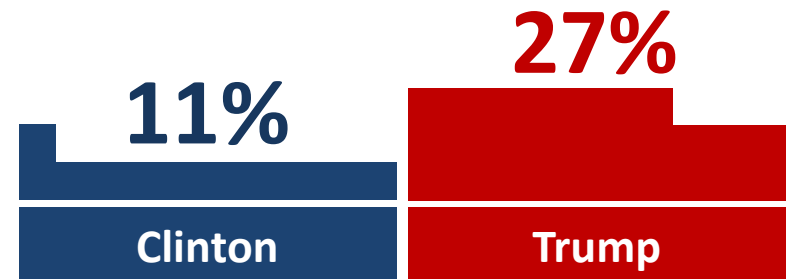
effectively using Twitter to get the attention of voters

effectively using Twitter to attack their opponent



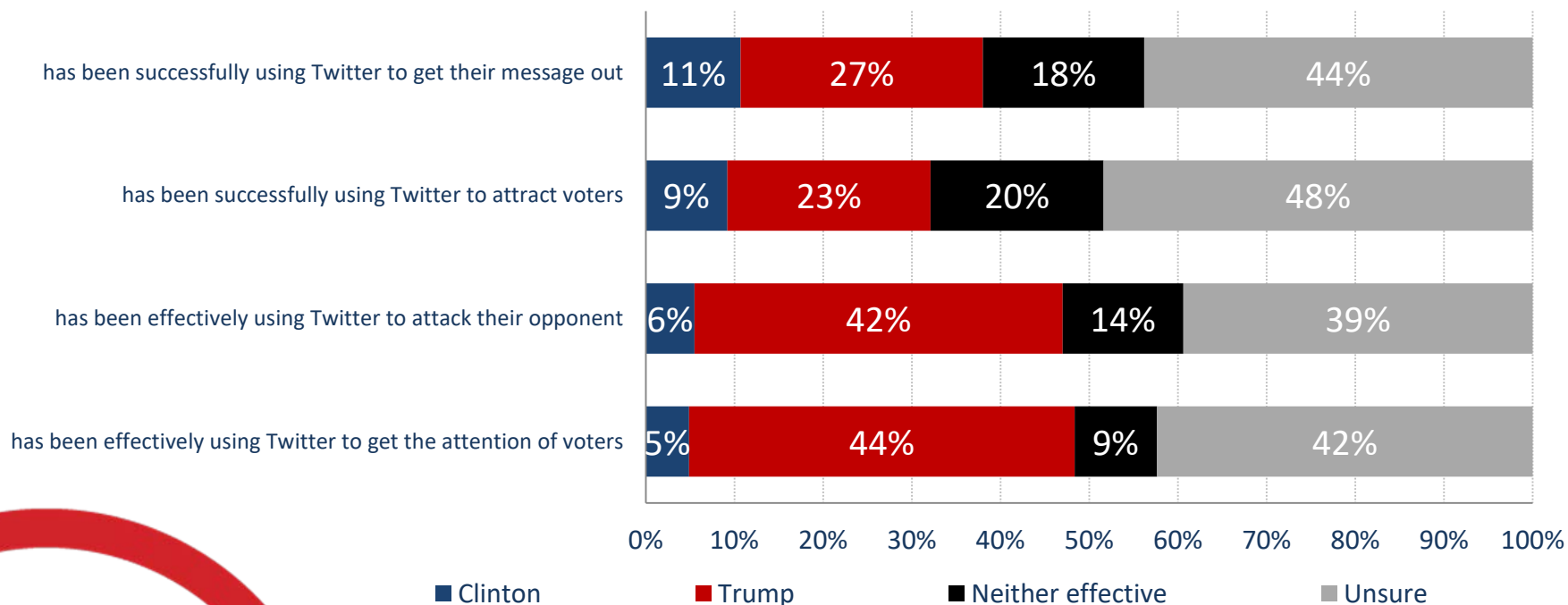
successfully using Twitter to attract voters

successfully using Twitter to get their message out



# Use of Twitter by US presidential candidates

Source: Nanos Research, RDD dual frame hybrid telephone, October 27<sup>th</sup> to 30<sup>th</sup>, 2016, n=1000, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.

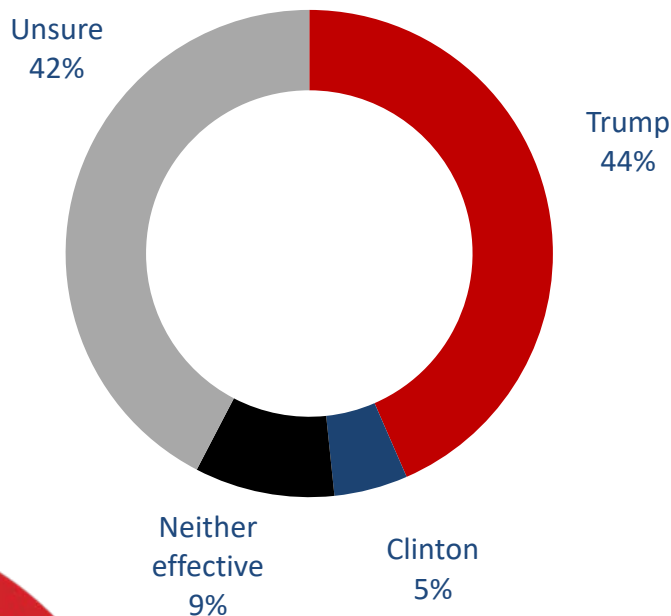


\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – Regardless of your personal views of the candidate for US President, would you say that [ROTATE] Hillary Clinton or Donald Trump [RANDOMIZE]

# Effectiveness of getting the attention of voters on Twitter

Source: Nanos Research, RDD dual frame hybrid telephone, October 27<sup>th</sup> to 30<sup>th</sup>, 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

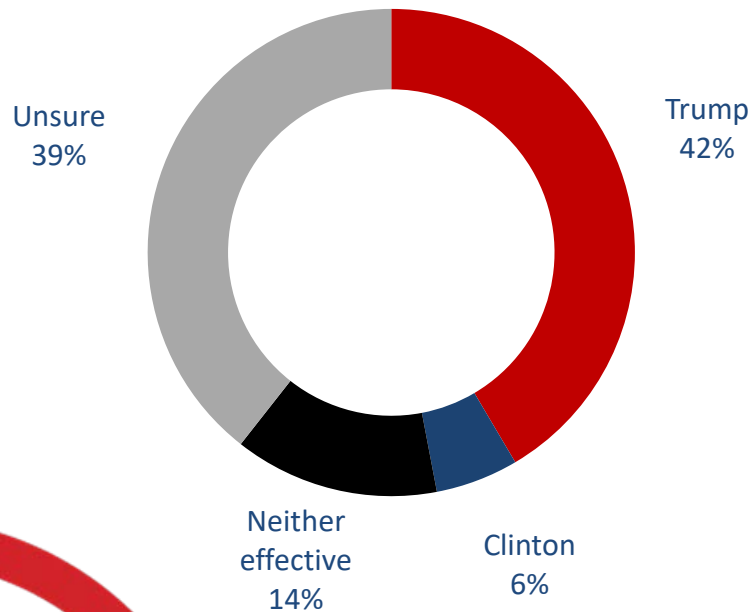
Subgroups	Trump	Clinton
Atlantic (n=100)	57.3%	5.4%
Quebec (n=250)	39.3%	7.1%
Ontario (n=300)	43.4%	4.7%
Prairies (n=200)	41.9%	2.3%
British Columbia (n=150)	43.5%	4.6%
Male (n=500)	46.6%	5.7%
Female (n=500)	40.5%	4.0%
18 to 29 (n=156)	54.0%	4.7%
30 to 39 (n=134)	46.5%	4.0%
40 to 49 (n=253)	33.1%	8.9%
50 to 59 (n=218)	45.7%	6.1%
60 plus (n=239)	39.5%	1.8%

**QUESTION** - Regardless of your personal views of the candidate for US President, would you say that [ROTATE] Hillary Clinton or Donald Trump [RANDOMIZE]

**Has been effectively using Twitter to get the attention of voters**

# Effectiveness of attacking opponent through Twitter

Source: Nanos Research, RDD dual frame hybrid telephone, October 27<sup>th</sup> to 30<sup>th</sup>, 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

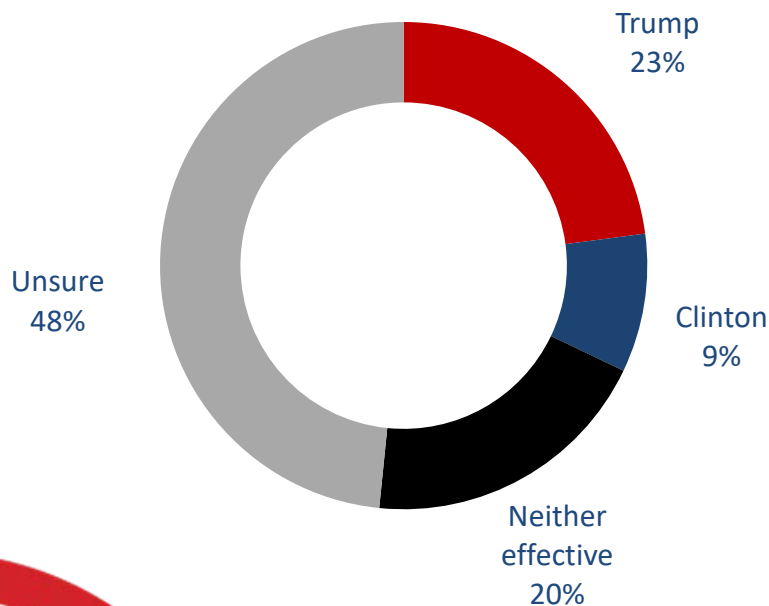
Subgroups	Trump	Clinton
Atlantic (n=100)	45.4%	6.1%
Quebec (n=250)	40.0%	4.8%
Ontario (n=300)	44.0%	3.6%
Prairies (n=200)	39.7%	7.8%
British Columbia (n=150)	39.1%	7.1%
Male (n=500)	42.1%	6.6%
Female (n=500)	41.0%	4.5%
18 to 29 (n=156)	48.2%	9.1%
30 to 39 (n=134)	34.5%	9.1%
40 to 49 (n=253)	36.0%	7%
50 to 59 (n=218)	44.6%	3.5%
60 plus (n=239)	42.6%	1%

**QUESTION** - Regardless of your personal views of the candidate for US President, would you say that [ROTATE] Hillary Clinton or Donald Trump [RANDOMIZE]

**Has been effectively using Twitter to attack their opponent**

# Success of attracting voters through Twitter

Source: Nanos Research, RDD dual frame hybrid telephone, October 27<sup>th</sup> to 30<sup>th</sup>, 2016, n=1000, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.



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

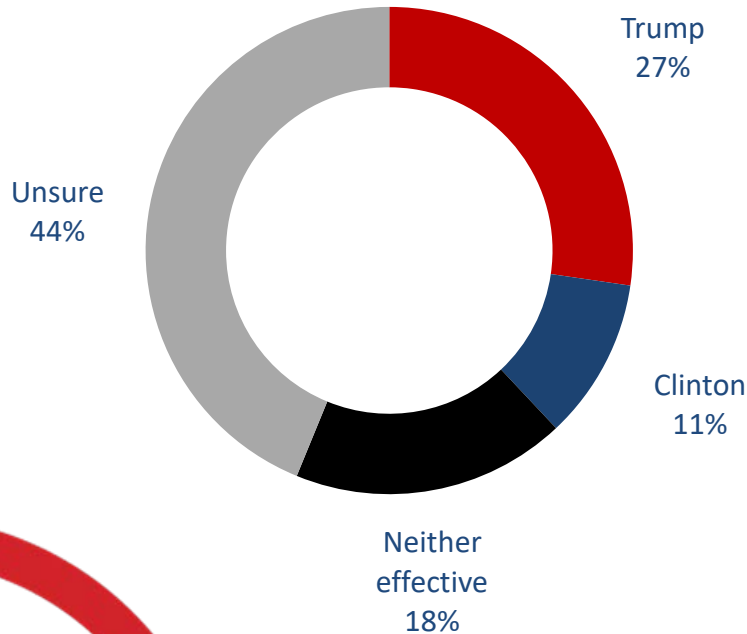
Subgroups	Trump	Clinton
Atlantic (n=100)	29.6%	9.2%
Quebec (n=250)	21.5%	9.6%
Ontario (n=300)	20.2%	9.7%
Prairies (n=200)	26.4%	6.1%
British Columbia (n=150)	21.3%	11.8%
Male (n=500)	26.6%	9.5%
Female (n=500)	19.4%	8.9%
18 to 29 (n=156)	28.6%	11%
30 to 39 (n=134)	26.6%	9.8%
40 to 49 (n=253)	14.2%	12.8%
50 to 59 (n=218)	24.3%	7.6%
60 plus (n=239)	21.4%	6.1%

**QUESTION** - Regardless of your personal views of the candidate for US President, would you say that [ROTATE] Hillary Clinton or Donald Trump [RANDOMIZE]

**Has been successfully using Twitter to attract voters**

# Success of getting their message out through Twitter

Source: Nanos Research, RDD dual frame hybrid telephone, October 27<sup>th</sup> to 30<sup>th</sup>, 2016, n=1000, accurate  $\pm 3.1$  percentage points plus or minus, 19 times out of 20.



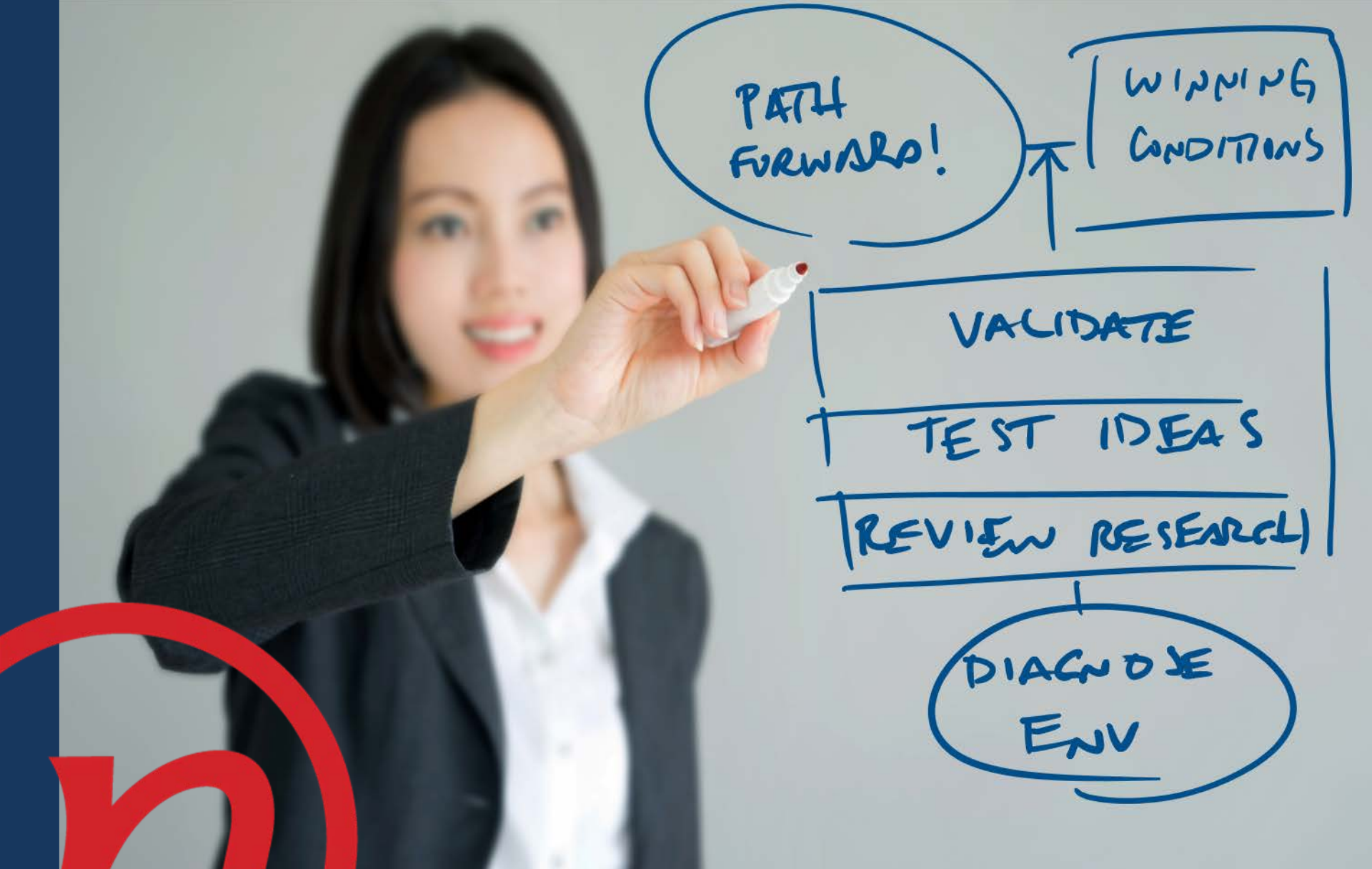
\*Note: Charts may not add up to 100 due to rounding

Subgroups	Trump	Clinton
Atlantic (n=100)	26.3%	11.9%
Quebec (n=250)	25.8%	11.7%
Ontario (n=300)	29.5%	9.5%
Prairies (n=200)	26.4%	9.3%
British Columbia (n=150)	27.4%	12.4%
Male (n=500)	29.5%	10.8%
Female (n=500)	25.2%	10.6%
18 to 29 (n=156)	31.8%	16.2%
30 to 39 (n=134)	29.4%	10.5%
40 to 49 (n=253)	20.4%	11.6%
50 to 59 (n=218)	28.8%	10.7%
60 plus (n=239)	26.6%	6.1%

**QUESTION** - Regardless of your personal views of the candidate for US President, would you say that [ROTATE] Hillary Clinton or Donald Trump [RANDOMIZE]

**Has been successfully using Twitter to get their message out**





# Methodology

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 1,000 Canadians, 18 years of age or older, between October 27th to 30th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey. The sample is geographically stratified to be representative of Canada.

Individuals were 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  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by Signal.

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



# Technical Note

Element	Description
Organization who commissioned the research	Signal Leadership Communication
Final Sample Size	1000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone 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	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	October 27 <sup>th</sup> to 30 <sup>th</sup> , 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
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
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 could not participate.
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.
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	This was module four of an omnibus survey. Preceding modules were about top unprompted national issues of concern, the US election, as well as the healthcare and climate change.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

# 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](mailto:nnanos@nanosresearch.com)

## **Richard Jenkins**

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



# Tabulations

Confidential



2016-930 – Signal Twitter – US President STAT SHEET

Regardless of your personal views of the candidate for US President, would you say that [rotate] Hillary Clinton or Donald Trump

			Region					Gender		Age					
			Canada 2016-	Atlantic	British			Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
			10	Canada	Quebec	Ontario	Prairies	Columbia							
Question - Has been effectively using Twitter to get the attention of voters	Total	Unwgt N	1000	100	250	300	200	150	500	500	156	134	253	218	239
		Wgt N	1000	100	250	300	200	150	486	514	197	163	187	189	265
	Clinton	%	4.9	5.4	7.1	4.7	2.3	4.6	5.7	4.0	4.7	4.0	8.9	6.1	1.8
	Trump	%	43.5	57.3	39.3	43.4	41.9	43.5	46.6	40.5	54.0	46.5	33.1	45.7	39.5
	Neither effective	%	9.3	4.7	10.8	10.5	8.0	9.1	9.8	8.8	6.5	9.7	10.5	9.8	9.9
	Unsure	%	42.4	32.6	42.9	41.4	47.8	42.8	37.9	46.6	34.8	39.8	47.5	38.5	48.8

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 October 27<sup>th</sup> to 30<sup>th</sup>, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

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Regardless of your personal views of the candidate for US President, would you say that [rotate] Hillary Clinton or Donald Trump

			Region					Gender		Age					
			Canada 2016-	Atlantic				British							
			10	Canada	Quebec	Ontario	Prairies	Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Has been effectively using Twitter to attack their opponent	Total	Unwgt N	1000	100	250	300	200	150	500	500	156	134	253	218	239
		Wgt N	1000	100	250	300	200	150	486	514	197	163	187	189	265
	Clinton	%	5.5	6.1	4.8	3.6	7.8	7.1	6.6	4.5	9.1	9.1	7.0	3.5	1.0
	Trump	%	41.5	45.4	40.0	44.0	39.7	39.1	42.1	41.0	48.2	34.5	36.0	44.6	42.6
	Neither effective	%	13.6	18.4	12.5	13.3	12.2	14.5	16.1	11.1	13.8	17.8	12.3	14.1	11.2
	Unsure	%	39.4	30.1	42.7	39.1	40.4	39.4	35.2	43.3	28.8	38.6	44.7	37.8	45.1

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Regardless of your personal views of the candidate for US President, would you say that [rotate] Hillary Clinton or Donald Trump

			Region						Gender		Age				
			Canada 2016-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Has been successfully using Twitter to attract voters	Total	Unwgt N	1000	100	250	300	200	150	500	500	156	134	253	218	239
		Wgt N	1000	100	250	300	200	150	486	514	197	163	187	189	265
	Clinton	%	9.2	9.2	9.6	9.7	6.1	11.8	9.5	8.9	11.0	9.8	12.8	7.6	6.1
	Trump	%	22.9	29.6	21.5	20.2	26.4	21.3	26.6	19.4	28.6	26.6	14.2	24.3	21.4
	Neither effective	%	19.5	19.1	20.1	21.6	16.0	19.4	22.4	16.8	20.8	19.2	18.5	21.3	18.2
	Unsure	%	48.4	42.1	48.9	48.6	51.4	47.5	41.5	54.9	39.6	44.3	54.5	46.8	54.3

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**2016-930 – Signal Twitter – US President STAT SHEET**

Regardless of your personal views of the candidate for US President, would you say that [rotate] Hillary Clinton or Donald Trump

			Region						Gender		Age				
			Canada 2016-10	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Has been successfully using Twitter to get their message out	Total	Unwgt N	1000	100	250	300	200	150	500	500	156	134	253	218	239
		Wgt N	1000	100	250	300	200	150	486	514	197	163	187	189	265
	Clinton	%	10.7	11.9	11.7	9.5	9.3	12.4	10.8	10.6	16.2	10.5	11.6	10.7	6.1
	Trump	%	27.3	26.3	25.8	29.5	26.4	27.4	29.5	25.2	31.8	29.4	20.4	28.8	26.6
	Neither effective	%	18.2	20.6	18.5	19.4	18.1	13.8	20.1	16.5	17.5	18.8	18.3	19.6	17.3
	Unsure	%	43.8	41.2	44.0	41.6	46.2	46.3	39.6	47.7	34.5	41.3	49.7	40.9	50.0

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 October 27<sup>th</sup> to 30<sup>th</sup>, 2016. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

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