

Canadians are most likely to say Justin Trudeau can best manage the relationship with the US President; one third say either none or they are unsure who can best manage it

Bloomberg June Summary

submitted by Nanos to Bloomberg News, July 2018
(Submission 2018-1225)



Bloomberg

Summary

Overall, Canadians are most likely to say Justin Trudeau is the federal party leader that can best manage the relationship with the president of the United States, while more than one third say none of them or they are unsure.

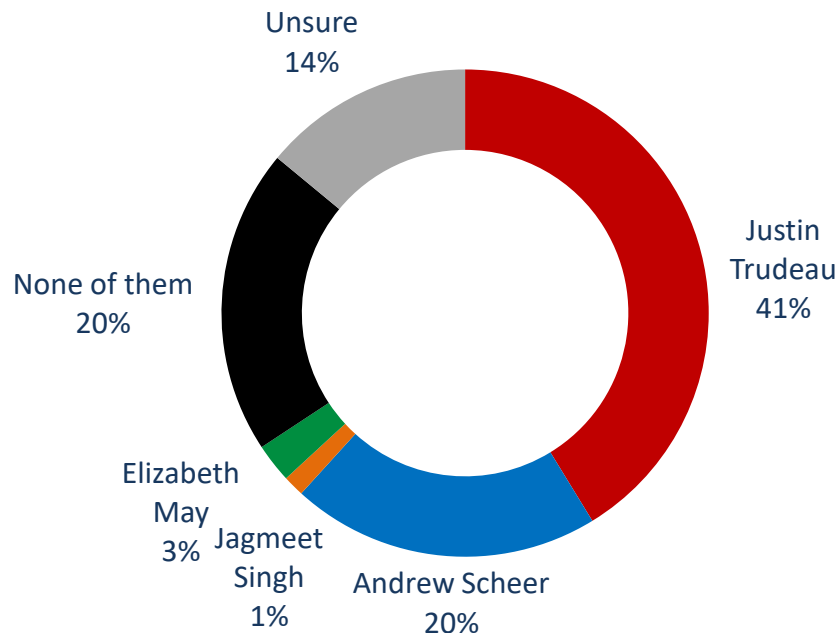
- **Most Canadians say Justin Trudeau can best manage the relationship with the president of the United States**— When asked which federal party leader they think can best manage the relationship with the president of the United States, just over four in ten Canadians say Justin Trudeau (41%). Two in ten Canadians say Andrew Scheer (20%), while two per cent say Elizabeth May and one per cent say Jagmeet Singh. Twenty per cent say none of them can manage the relationship with the president of the United States and 14 per cent are unsure.
- **Residents of the Prairies were most likely to say Andrew Scheer can best manage the relationship with the US president** — Canadians living in the Prairies were the most likely to say Andrew Scheer can best manage the relationship with the US president (36%), and the least likely to say Justin Trudeau can best manage it (27%). Ontario (49%) and Atlantic (48%) residents were most likely to say Justin Trudeau, and Atlantic residents were the least likely to say Andrew Scheer (14%).

These observations are based on a hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between June 26th and June 28th, 2018 as part of an omnibus survey. The margin of error for a random survey of 1,000 Canadians 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.

Management of the relationship with the US President

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26th to June 28th, 2018, 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**

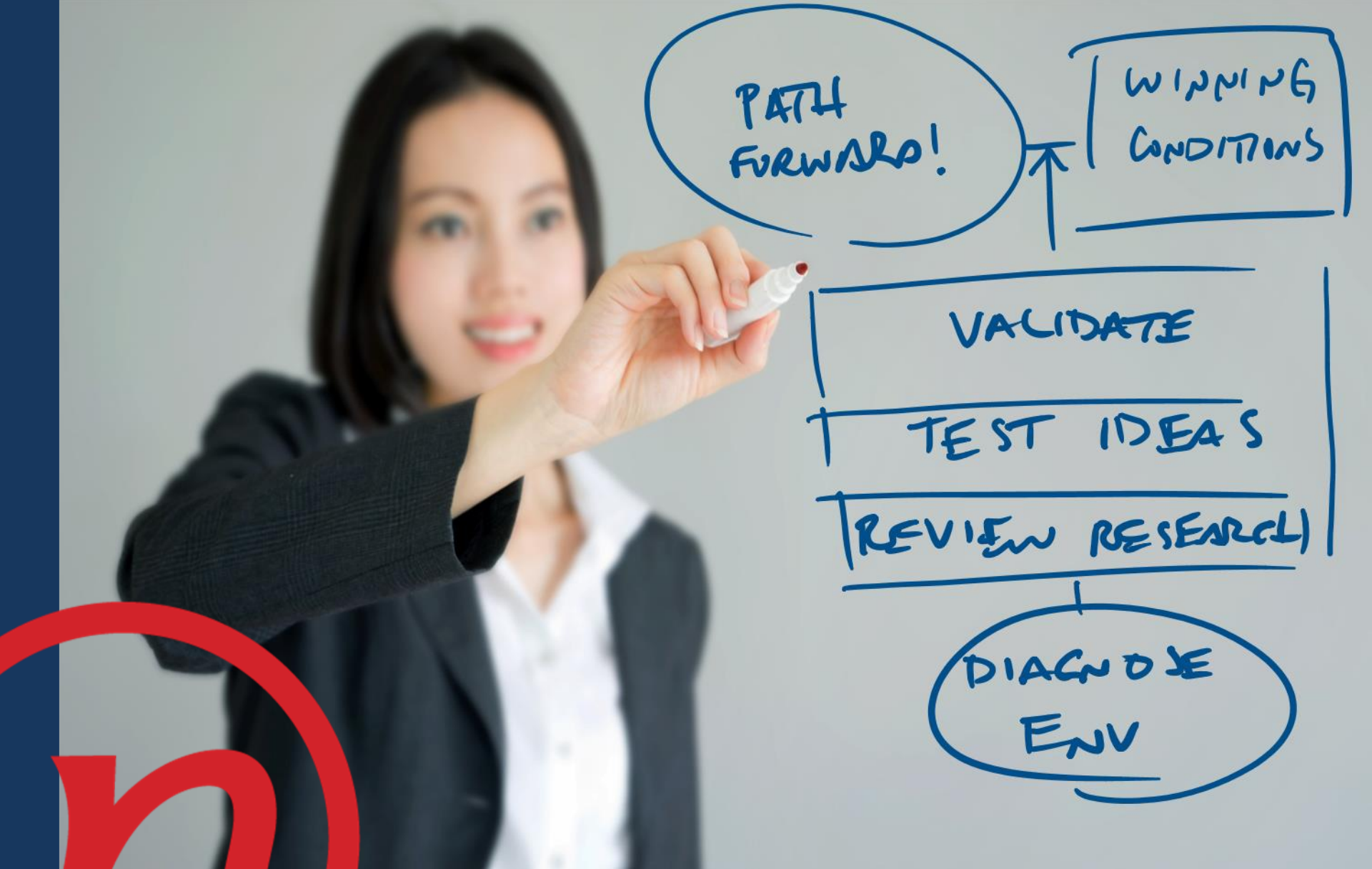
QUESTION – Which federal party leader do you think can best manage the relationship with the President of the United States. [RANDOMIZE]

Management of the relationship with the US President

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 26th to June 28th, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Subgroups	Justin Trudeau	Andrew Scheer	Jagmeet Singh	Elizabeth May	None	Unsure
Atlantic (n=100)	47.7%	13.8%	2.4%	1.7%	24.6%	9.7%
Quebec (n=250)	43.7%	16.4%	2.3%	3.5%	16.0%	17.3%
Ontario (n=300)	48.5%	18.3%	0.3%	1.8%	18.9%	11.6%
Prairies (n=200)	26.7%	35.6%	--	0.7%	22.9%	14.1%
BC (n=150)	36.8%	15.5%	3.3%	5.0%	23.2%	15.7%
Male (n=520)	39.3%	26.4%	1.3%	2.6%	21.2%	8.6%
Female (n=480)	42.9%	14.7%	1.5%	2.4%	19.3%	19.1%
18 to 34 (n=178)	42.5%	20.5%	2.0%	2.3%	18.2%	13.2%
35 to 54 (n=329)	32.5%	21.4%	1.1%	2.5%	23.7%	18.7%
55 plus (n=493)	47.6%	19.5%	1.3%	2.6%	18.7%	10.3%

QUESTION – Which federal party leader do you think can best manage the relationship with the President of the United States. [RANDOMIZE]



Methodology

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 June 26th and June 28th, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 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 ± 3.1 percentage points, 19 times out of 20.

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

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



Technical Note

Element	Description
Organization who commissioned the research	Bloomberg News
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) 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	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	June 26 th to June 28 th , 2018.
Language of Survey	The survey was conducted in both English and French.
Standards	This report meets the standards set forth by the MRIA which can be found here: https://mria-arim.ca/polling

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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 (2016) 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	10 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 three of an omnibus survey. Previous modules asked about the trade relationship between Canada and the United States and Indigenous People.
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. http://www.nanos.co 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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Tabulations

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2018-1225 – Bloomberg News – Bloomberg June – STAT SHEET

			Region						Gender		Age		
			Canada 2018-06	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Which federal party leader do you think can best manage the relationship with the President of the United States? [RANDOMIZE]	Total	Unwgt N	1000	100	250	300	200	150	520	480	178	329	493
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Justin Trudeau	%	41.1	47.7	43.7	48.5	26.7	36.8	39.3	42.9	42.5	32.5	47.6
	Andrew Scheer	%	20.4	13.8	16.4	18.3	35.6	15.5	26.4	14.7	20.5	21.4	19.5
	Jagmeet Singh	%	1.4	2.4	2.3	0.3	0.0	3.3	1.3	1.5	2.0	1.1	1.3
	Elizabeth May	%	2.5	1.7	3.5	1.8	0.7	5.0	2.6	2.4	2.3	2.5	2.6
	Mario Beaulieu	%	0.4	0.0	0.8	0.6	0.0	0.5	0.7	0.1	1.3	0.0	0.2
	None of them	%	20.2	24.6	16.0	18.9	22.9	23.2	21.2	19.3	18.2	23.7	18.5
	Unsure	%	14.0	9.7	17.3	11.6	14.1	15.7	8.6	19.1	13.2	18.7	10.3

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