

# Majority of Canadians are comfortable or somewhat comfortable with PMO members being friendly with Trump administration members

National survey released September, 2017

Project 2017-1069B



THE GLOBE AND MAIL 



NANOS SURVEY

# Summary

Overall, Canadians are comfortable or somewhat comfortable with members of the Prime Minister's Office being friendly with members of the Trump administration.

- **Nearly two in three Canadians are comfortable or somewhat comfortable with members of the PMO being friendly with members of the Trump administration** – A comfortable majority of Canadians are comfortable (35%) or somewhat comfortable (30%) with members of the Prime Minister's Office being friendly with members of the Trump administration in the United States. Twenty per cent are somewhat uncomfortable and 12 per cent are uncomfortable with this. Three per cent are unsure.

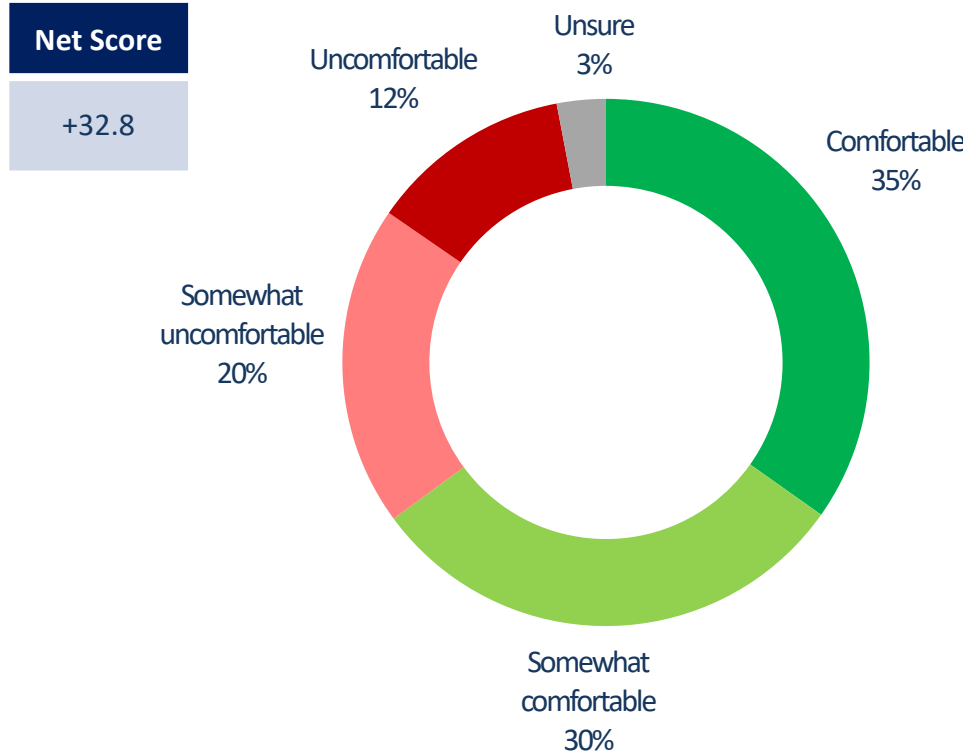
These observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between August 30<sup>th</sup> and September 1<sup>st</sup>, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

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



# Level of comfort with PMO members being friendly with Trump administration members

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey August 30<sup>th</sup> to September 1<sup>st</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Comfortable/ Somewhat comfortable
Atlantic (n=100)	63.3%
Quebec (n=250)	58.1%
Ontario (n=300)	71.1%
Prairies (n=200)	72.7%
British Columbia (n=150)	55.1%
Male (n=478)	69.5%
Female (n=522)	60.6%
18 to 34 (n=242)	63.4%
35 to 54 (n=358)	66.6%
55 plus (n=400)	64.7%

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

**QUESTION** – Are you comfortable, somewhat comfortable, somewhat uncomfortable or uncomfortable with members of the Prime Minister’s Office being friendly with members of the Trump administration in the United States?



## 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 August 30<sup>th</sup> and September 1<sup>st</sup>, 2017 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  $\pm 3.1$  percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail 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	Globe and Mail	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	13 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. Preceding modules asked about unprompted top issues of national concern and immigration.
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. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	August 30 <sup>th</sup> to September 1 <sup>st</sup> , 2017.		
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.



# Tabulations





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			Region						Gender		Age			
			Canada 2017	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus	
Question	Are you	Total	Unwgt N	1000	100	250	300	200	150	478	522	242	358	400
	comfortable, somewhat		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	comfortable, somewhat													
	uncomfortable or	Comfortable	%	34.8	30.5	23.4	45.4	41.2	27.1	40.6	29.2	32.1	34.7	36.8
	uncomfortable with member													
	of the Prime Minister's Office	Somewhat comfortable	%	30.1	32.8	34.7	25.7	31.5	28.0	28.9	31.4	31.3	31.9	27.9
	being friendly with member													
	of the Trump administration	Somewhat uncomfortable	%	19.7	19.9	22.3	15.8	18.8	24.3	17.2	22.1	18.6	18.4	21.6
	the United States?													
		Uncomfortable	%	12.4	13.3	15.1	11.6	6.9	15.9	10.7	13.9	15.4	12.6	10.0
		Unsure	%	3.0	3.6	4.5	1.6	1.6	4.7	2.6	3.4	2.6	2.4	3.8