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Canadian Opinion On The US Presidential Election

November 2016

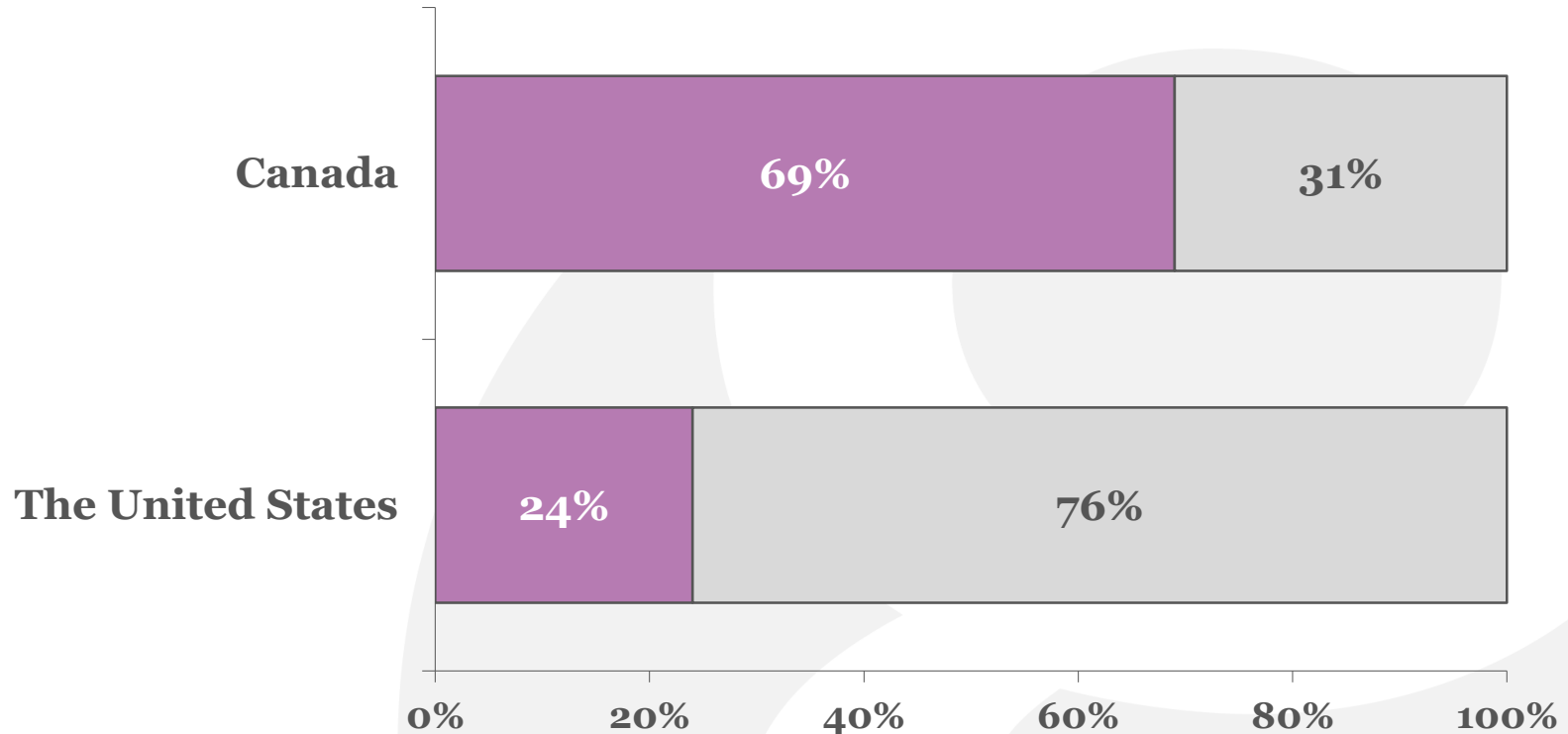


- ❑ This national survey of the Canadian public has turned up a number of interesting insights in the final fortnight of the US Presidential campaign.
- ❑ Firstly, Canadians are following this election closely. Most believe the result could have important consequences for the economies of both Canada and the US.
- ❑ Canadians much prefer Hillary Clinton over Donald Trump. No gender, age group or region in Canada can be considered even relatively comfortable with a Trump victory. Most think he would harm the North American economy.
- ❑ On the other hand there is little strong enthusiasm for Clinton. Canadians are more likely to say two-way trade or relations will be hurt by a Trump victory than helped by a Clinton victory.
- ❑ While some may say Canada-US relations were strained under President Obama and could stand to improve, agreement with that sentiment is offset by the much larger proportion of Canadians that thinks very favourably of the current Presidents. Favourability ratings for President Obama are extraordinarily high. Most think he should have been allowed to run again.
- ❑ The more fundamental issue is that Canadians are extremely pessimistic about the direction of the US and its economy. A Trump defeat may mitigate that and improve their outlook on the future of North America...but only somewhat. In sum, there is no easy road coming out of this election with respect to Canadians' outlook for North American cooperation and the economy.
- ❑ *The survey was completed with an online general population sample of 800 Canadians (October 14 –19, 2016. Data is weighted to be representative of gender, age and region.*



Canadians far more likely to say US is headed in the wrong direction

Which of these statements is closer to your opinion?

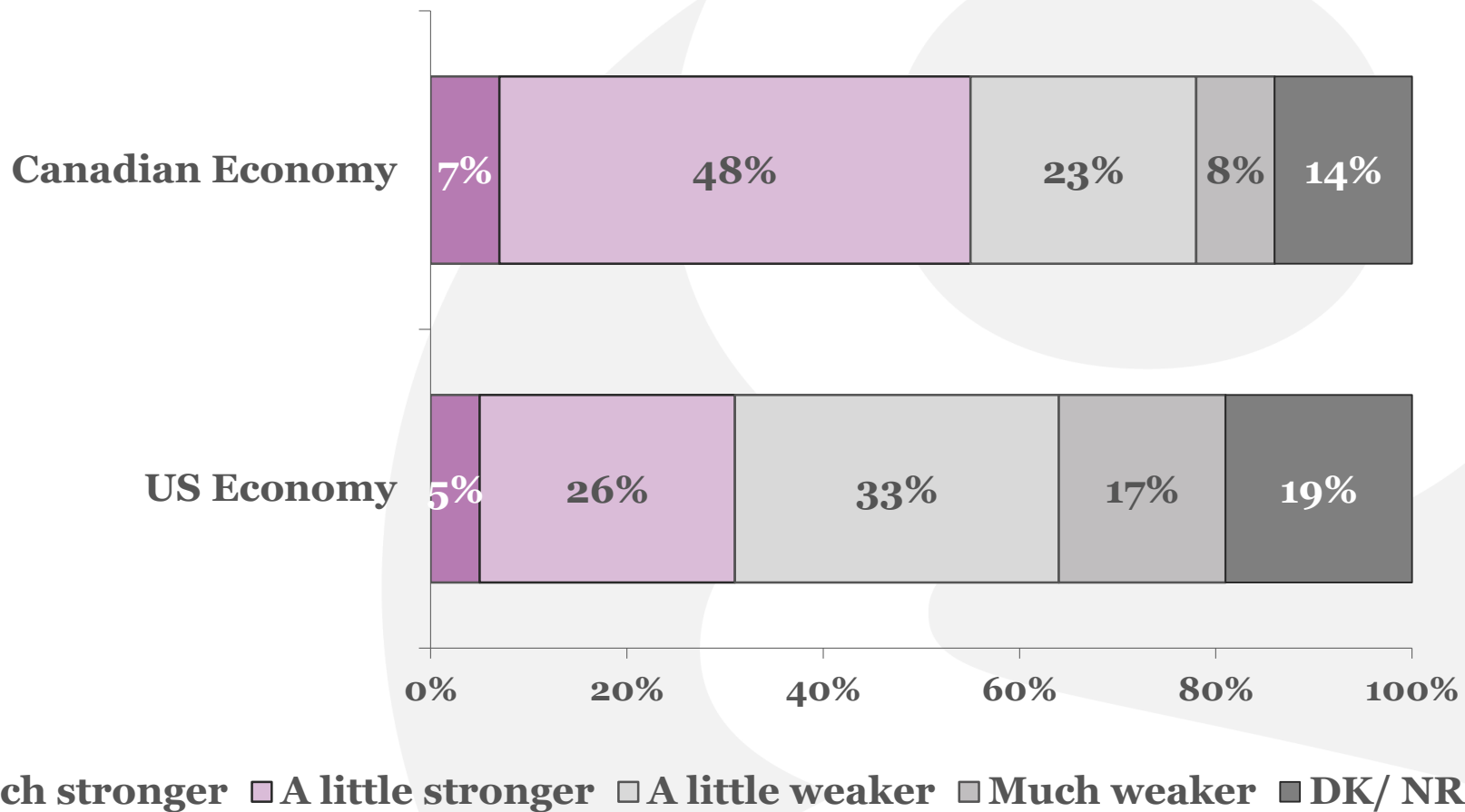


- While it has some problems, (Canada/the US) is generally headed in the **RIGHT** direction
- There are more things going badly than well in the country right now and (Canada/the US) is headed in the **WRONG** direction



Canadians more pessimistic about the US economy

Looking forward to one year from now, do you think the (Canadian/US) economy will be much stronger than it is today, a little stronger than it is today, a little weaker than it is today, or much weaker than it is today?





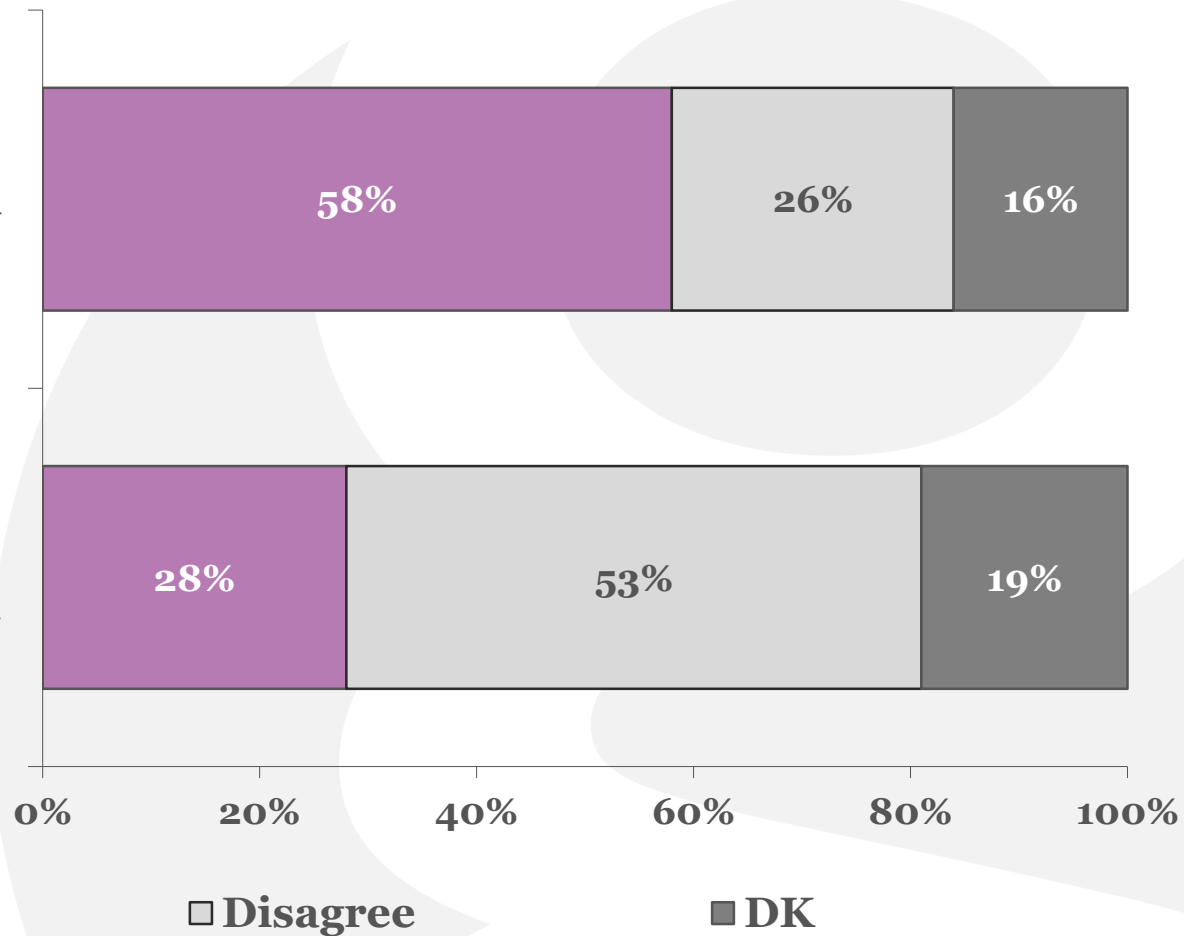
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Canadians are far less optimistic for the future of the US

Here are some statements about various current affairs. Please let us know if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each.

Canada's best days are ahead

The best days of the United States are ahead





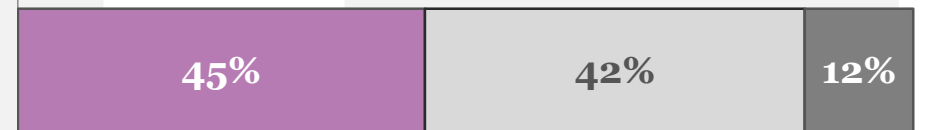
How the US Election Is Perceived

Now please tell us if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each?

I have watched at least some parts of the two televised debates between Hillary Clinton and Donald Trump



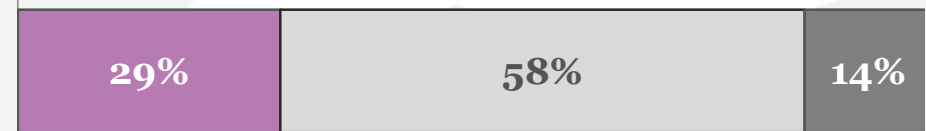
The tone of the current US Presidential election campaign will have an influence on how politics is practiced in Canada



I'm enjoying watching the US election



I imagine that someone similar to Donald Trump could emerge as an important political figure on the Canadian political scene



■ Agree

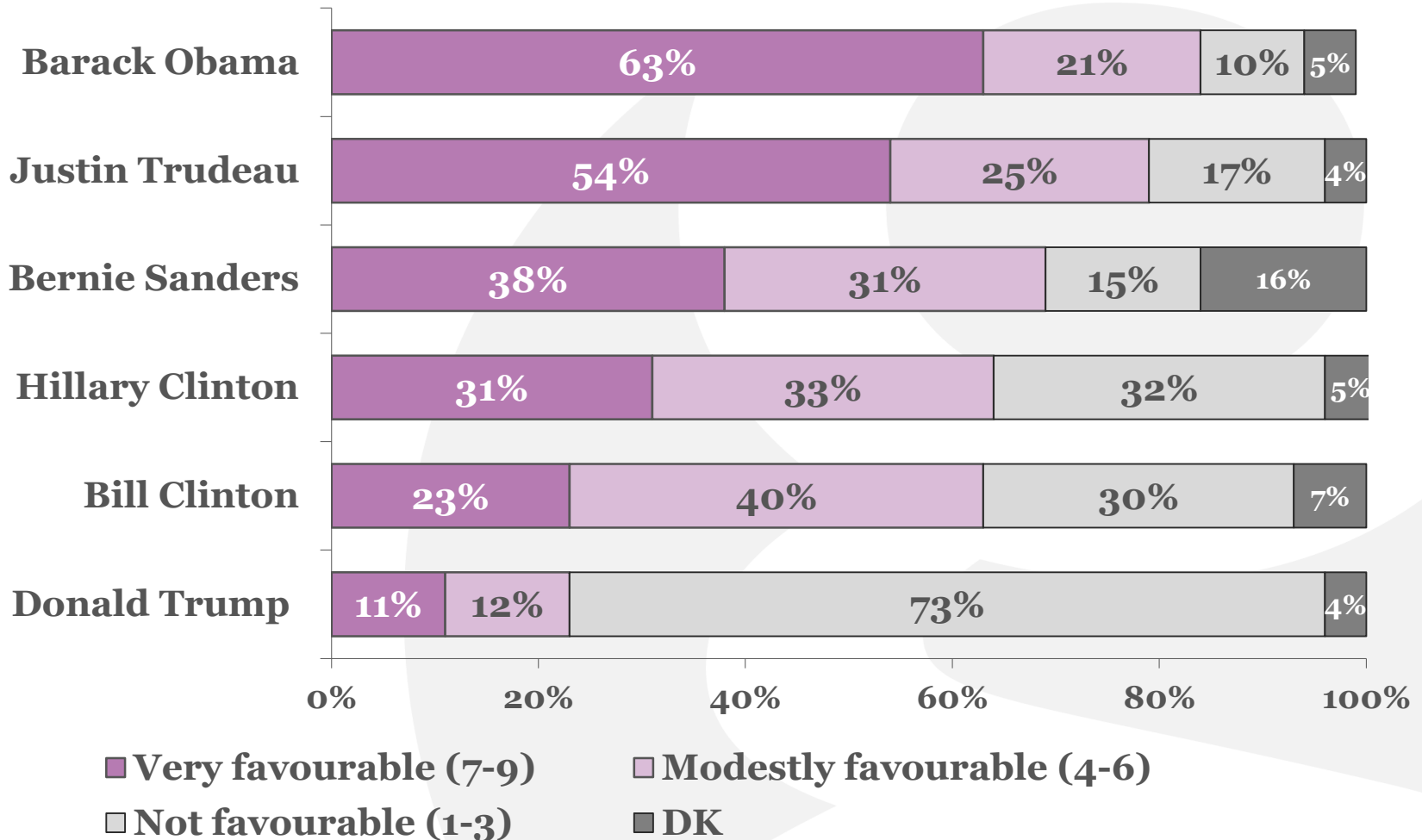
□ Disagree

■ DK



Favourability of Political Leaders

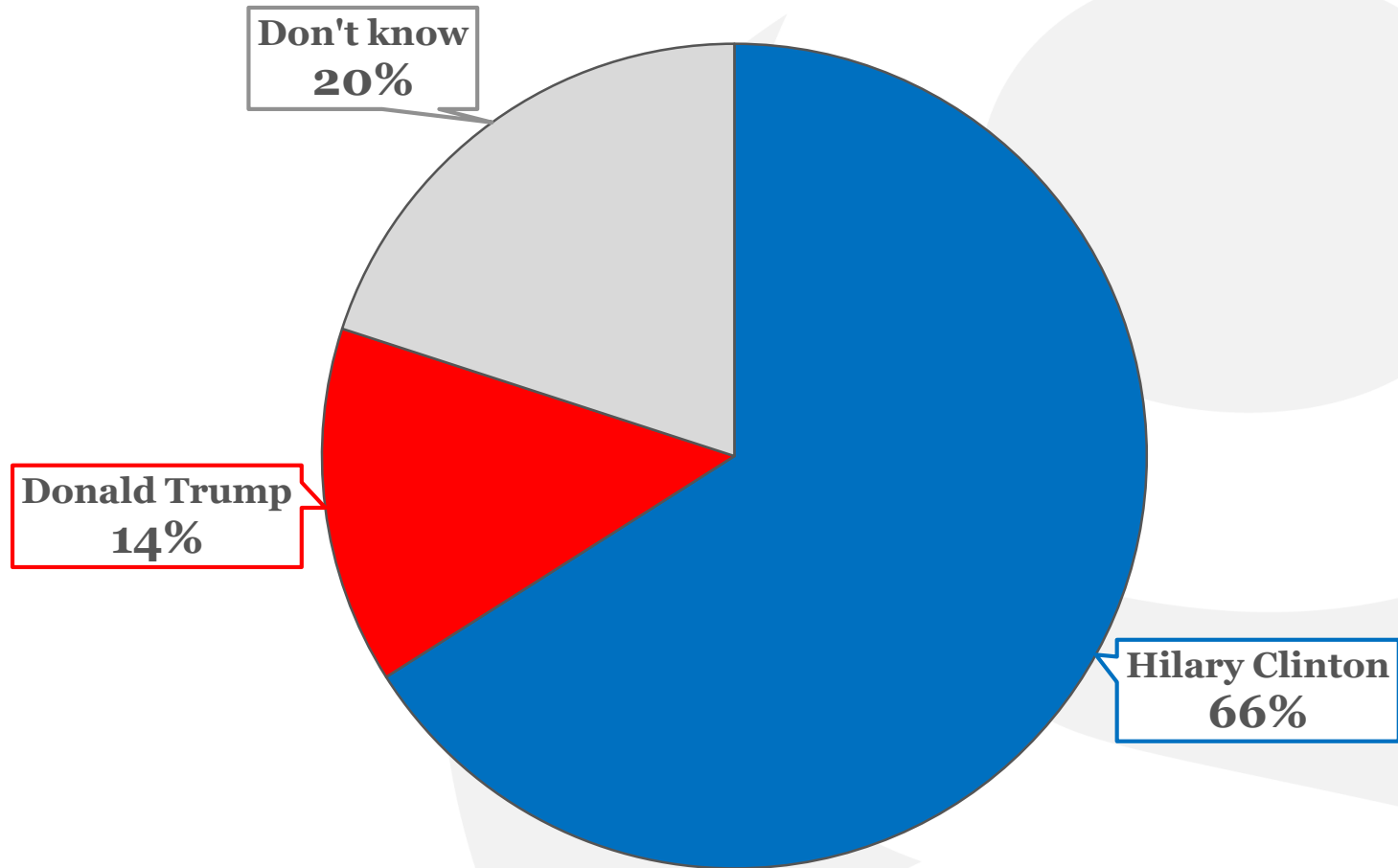
Using a scale where one means “very unfavourable” and nine means “very favourable”, how do you feel about each of the following?





Presidential Nominee Preferences

Which of the two major parties' nominees would you prefer become President of the United States?

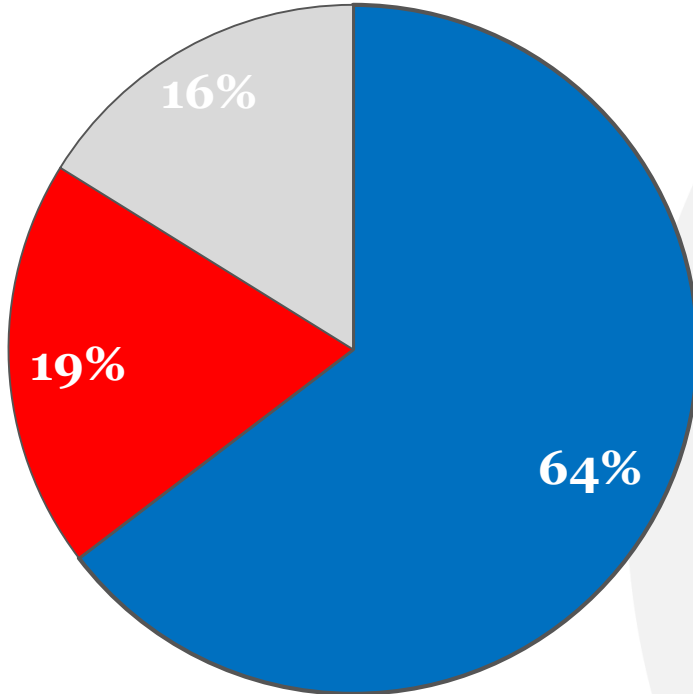




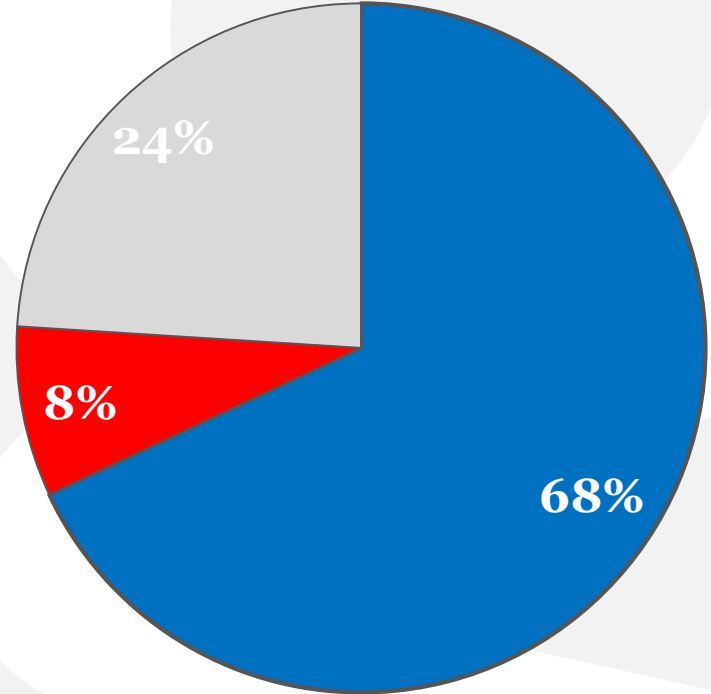
Presidential Nominee Preferences

Which of the two major parties' nominees would you prefer become President of the United States?

Men



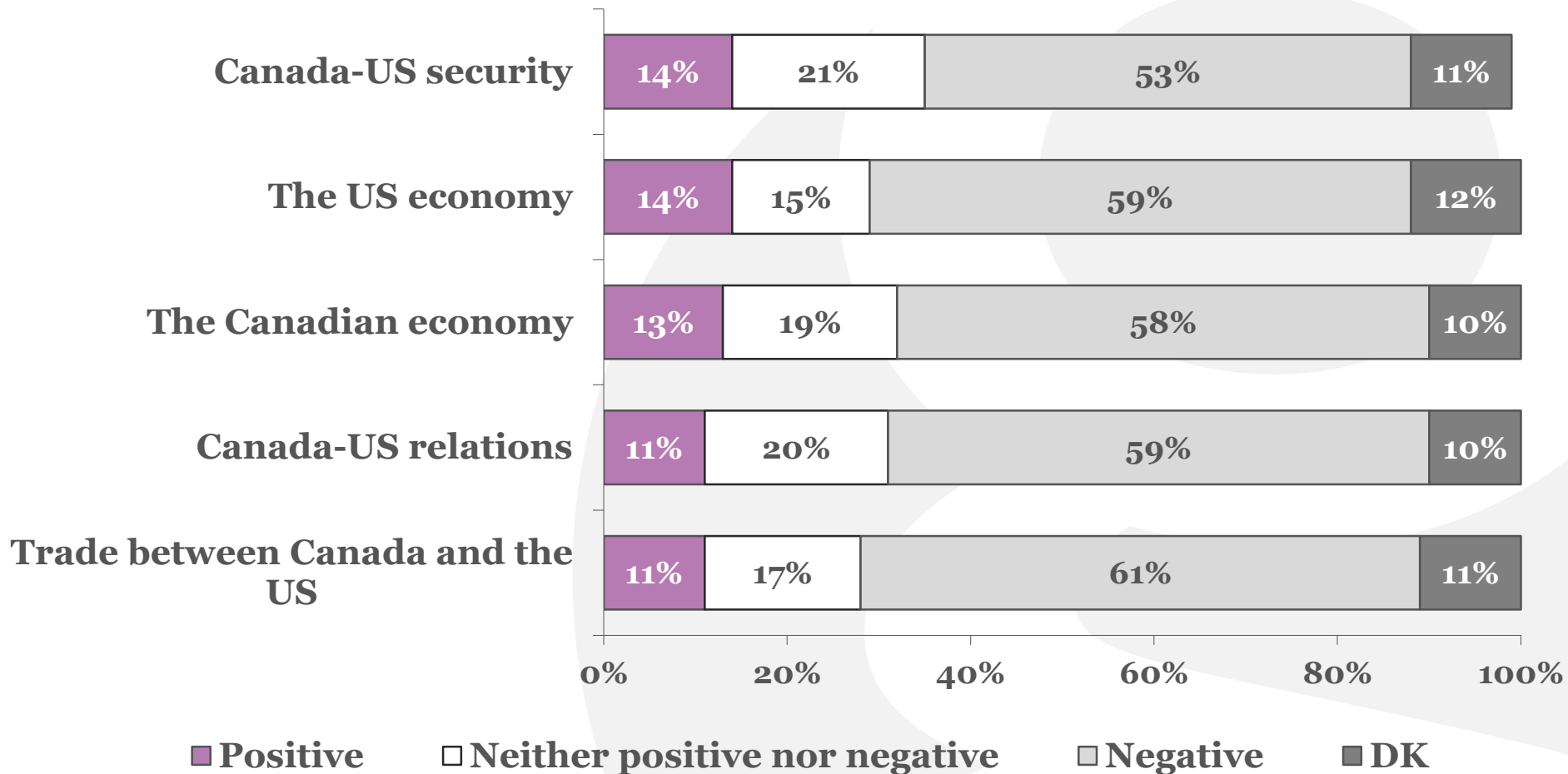
Women



- Hillary Clinton
- Donald Trump
- Don't know

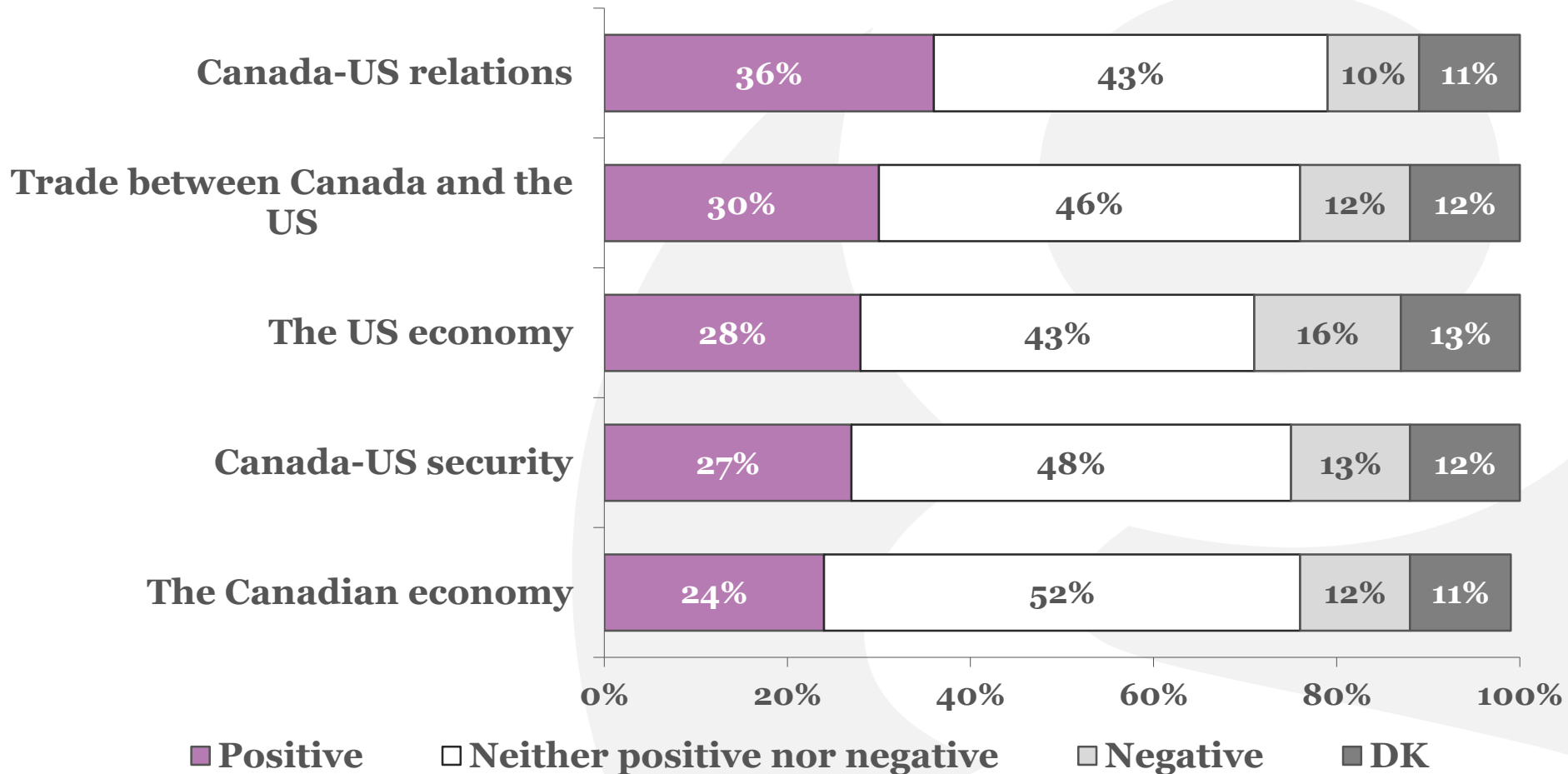


Now please tell us whether you think the election of DONALD TRUMP in November would have a positive or negative impact on each of the following.





And what kind of impact you think the election of HILLARY CLINTON in November would have on those issues?





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THANK YOU



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