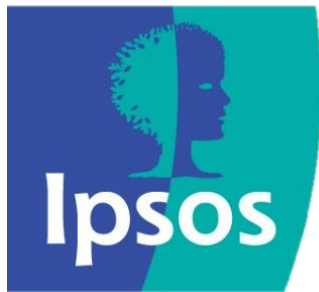


**Mr. Trudeau Goes to Washington:
While Most (68%) Americans can Identify the Canadian
Prime Minister, a Majority (54%) Agree They Don't Really Care
about Justin Trudeau's State Visit**

*Three Quarters (76%) of Americans Say Canada,
Not Mexico (24%), is America's Most Important Neighbor*

Public Release Date: Wednesday, March 9, 2016, 4:00 pm EST



Ipsos is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos employs more than 600 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos' Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—all of which provide clients with actionable and relevant information. Ipsos is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news-polls/>***

© Ipsos

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
Guelph • Ottawa • Montreal • St. John*



**Mr. Trudeau Goes to Washington:
While Most (68%) Americans can Identify the Canadian
Prime Minister, a Majority (54%) Agrees They Don't Really Care
about Justin Trudeau's State Visit**

*Three Quarters (76%) of Americans Say Canada,
Not Mexico (24%), is America's Most Important Neighbor*

Toronto, ON – As Canadian Prime Minister Justin Trudeau arrives in Washington D.C. for an official State Visit with U.S. President Barack Obama, a new Ipsos poll of Americans conducted for Global News has revealed that while most Americans can identify the Canadian Prime Minister from a list, a majority doesn't really care about his State Visit.

The new Canadian Prime Minister has often been referred to as a celebrity, and this appears to have led to solid name recognition for Justin Trudeau in the U.S., with 68% of Americans able to correctly identify his name out of a list of six possible contenders. In second place is notorious fraudster and fictional person Pierre Poutine (12%), followed by Margaret Atwood (Canadian author) (6%), Stephen Harper (former Prime Minister) (6%), Peter Shumlin (Governor of Vermont) (6%), and Kathleen Wynne (Premier of Ontario) (3%).

When asked to consider which neighbor they consider to be America's most important, three quarters (76%) of Americans say it's Canada, compared to one quarter (24%) who believes it is Mexico. Even in the South (74% Canada vs. 26% Mexico) and West (67% Canada vs. 33% Mexico), more say that Canada is America's most important neighbor.

© Ipsos

- 1 -

*Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John*



Nearly all (94%) Americans agree (63% strongly/31% somewhat) that “it is important that Canada and the United States have a close and collaborative relationship”, while few (6%) disagree (2% strongly/4% somewhat).

However, in spite of this belief and Trudeau’s celebrity, just four in ten (41%) agree (11% strongly/30% somewhat) that they will be “closely following the State Visit by the Canadian Prime Minister”, while six in ten (59%) disagree (23% strongly/35% somewhat). Moreover, a majority (54%) agrees (16% strongly/38% somewhat) that they “don’t really care about the State Visit by the Canadian Prime Minister”, while a minority (46%) disagrees (12% strongly/33% somewhat) that they don’t care about the bilateral visit.

Despite some ambivalence, Justin Trudeau is likely to get a warm reception from President Obama and the American people, with most (91%) Americans agreeing (51% strongly/40% somewhat) that they have a favourable view of Canada, compared to one in ten (9%) who disagrees (3% strongly/7% somewhat).

These are some of the findings of an Ipsos poll conducted between March 4 and 7, 2016, on behalf of Global News. For this survey, a sample of 1,006 Americans from Ipsos' online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points, 19 times out of 20, had all American adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



Ipsos

-30-

For more information on this news release, please contact:

Sean Simpson
Vice President
Ipsos Public Affairs
(Toronto)
(416) 324-2002

Julia Clark
Senior Vice President
Ipsos Public Affairs
(Chicago)
(312) 526-4919

For full tabular results, please visit our website at www.ipsos-na.com. News Releases are available at: <http://www.ipsos-na.com/news-polls/>

© Ipsos

- 3 -

Washington • New York • Los Angeles • Austin • Chicago • St. Louis • Cincinnati
Minneapolis • Seattle • San Francisco • Vancouver • Calgary • Winnipeg • Toronto
• Guelph • Ottawa • Montreal • St. John