More than 40 percent of Canadians prefer someone other than Justin Trudeau and Pierre Poilievre to lead their parties in the next election.

THE GLOBE AND MAIL

n NANOS

Key Findings

1

CANADIANS MORE LIKELY TO PREFER THAT THE LIBERALS HAVE A DIFFERENT LEADER IN THE NEXT ELECTION

Canadians twice more likely to prefer that the Liberals have someone other than Justin Trudeau leading them in the next election (51%) rather than having Justin Trudeau be the leader (25%). Seventeen per cent had no preference and seven per cent were unsure what they preferred.

2

UNDER ONE IN TWO CANADIANS PREFER THAT THE CONSERVATIVES HAVE A DIFFERENT LEADER IN THE NEXT ELECTION

Over four in ten Canadians (45%) prefer that the Conservatives have someone other than Pierre Poilievre leading them in the next election, whereas three in ten (30%) prefer that Pierre Poilievre be the leader. Seventeen per cent had no preference and seven per cent were unsure what they preferred. Men were significantly more likely to prefer Pierre Poilievre as the leader (39%) compared to women (22%).
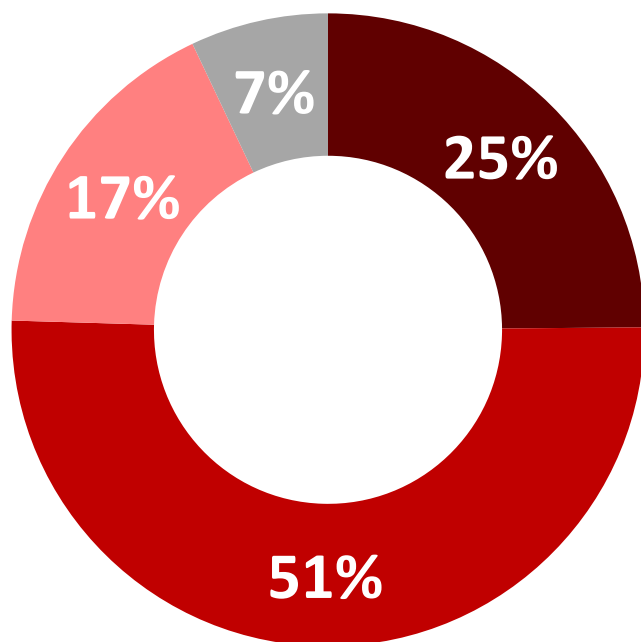
Preferred leader of the Liberal Party for next election

- ■ That Justin Trudeau be the leader of the federal Liberal Party in the next election
- ■ That the Liberals have someone other than Justin Trudeau leading them in the next election
- ■ No preference
- ■ Unsure

25%
51%
17%
7%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

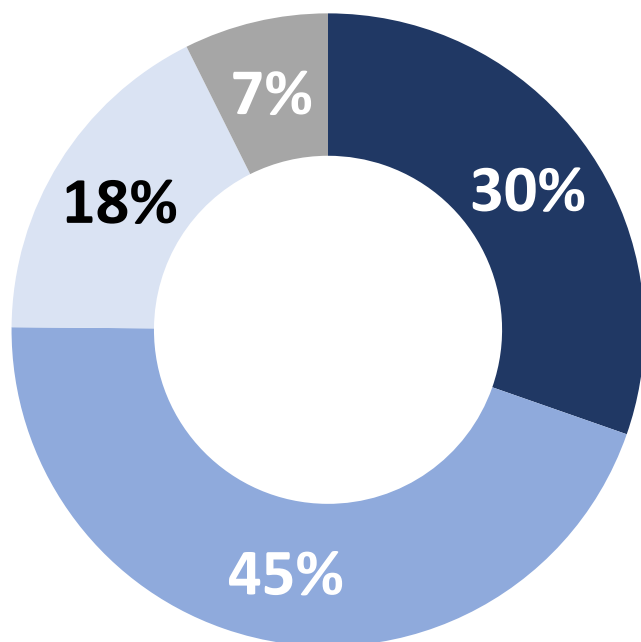| Trudeau should be LPC leader for next election	Atlantic (n=102)	Quebec (n=207)	Ontario (n=350)	Prairies (n=205)	BC (n=157)
	20.6%	27.3%	27.3%	19.3%	23.1%
	Men (n=523)	Women (n=496)	18 to 34 (n=230)	35 to 54 (n=356)	55 plus (n=435)
	23.9%	25.7%	27.4%	23.1%	24.6%

Someone else should be LPC leader for next election	Atlantic (n=102)	Quebec (n=207)	Ontario (n=350)	Prairies (n=205)	BC (n=157)
	56.0%	48.8%	47.6%	58.0%	50.2%
	Men (n=523)	Women (n=496)	18 to 34 (n=230)	35 to 54 (n=356)	55 plus (n=435)
	54.6%	46.7%	47.0%	51.0%	52.6%

Q – Thinking of the next federal election and the leadership of the Liberal Party of Canada what would you prefer? [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 19th to 22nd, 2022, n=1021, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Preferred leader of the Conservative Party for next election

30%

7%

18%

45%

- That Pierre Poilievre be the leader of the federal Conservative Party in the next election
- That the Conservatives have someone other than Pierre Poilievre leading them in the next election
- No preference
- Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Poilievre should be CPC leader for next election	Atlantic (n=102)	Quebec (n=207)	Ontario (n=350)	Prairies (n=205)	BC (n=157)
	34.5%	**16.9%**	**29.0%**	**46.6%**	**34.0%**
	Men (n=523)	Women (n=496)	18 to 34 (n=230)	35 to 54 (n=356)	55 plus (n=435)
	38.9%	**22.2%**	**30.2%**	**32.6%**	**28.7%**

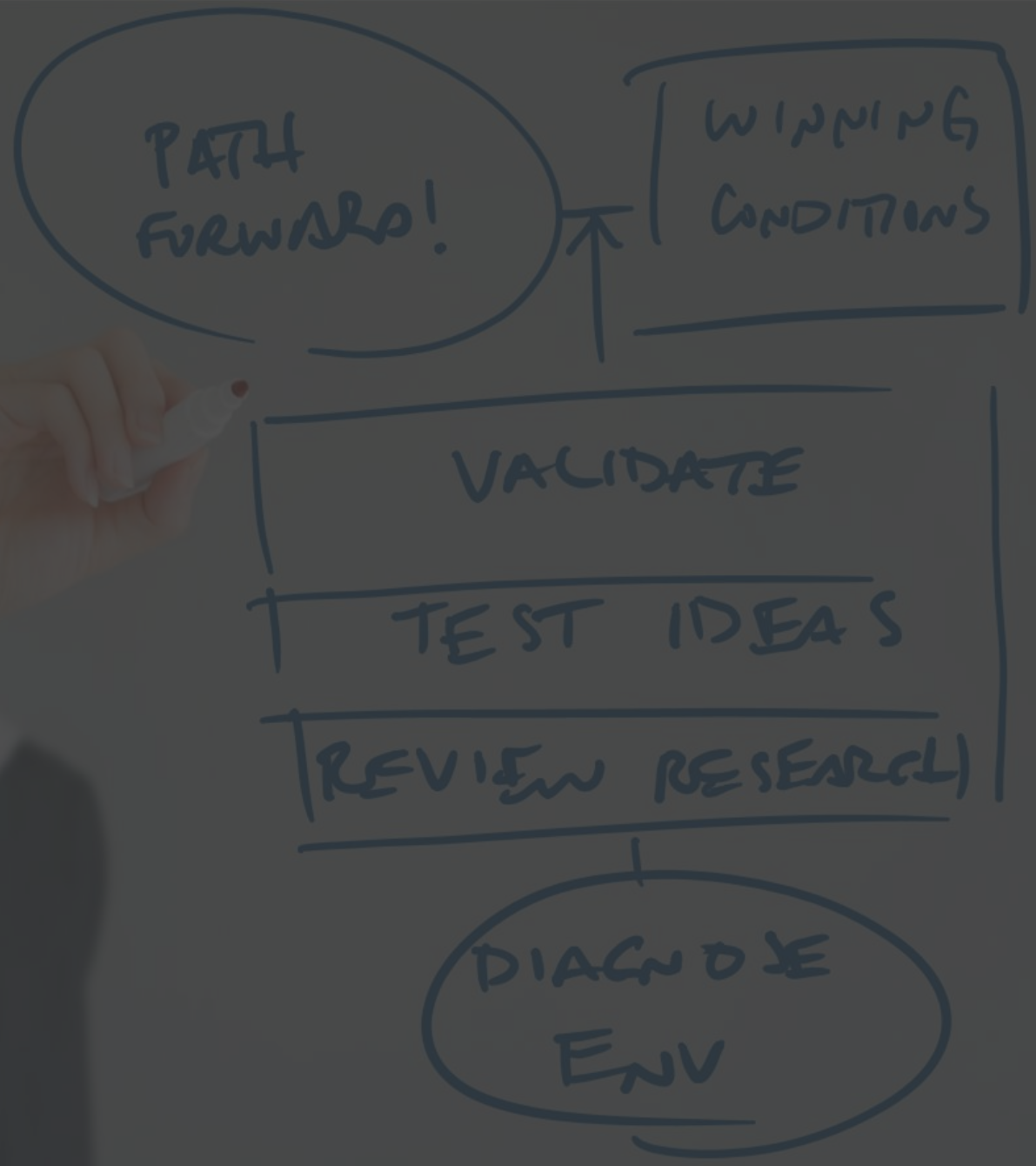| Someone else should be CPC leader for next election	Atlantic (n=102)	Quebec (n=207)	Ontario (n=350)	Prairies (n=205)	BC (n=157)
	41.7%	**46.7%**	**51.9%**	**33.4%**	**37.6%**
	Men (n=523)	Women (n=496)	18 to 34 (n=230)	35 to 54 (n=356)	55 plus (n=435)
	42.2%	**47.2%**	**41.6%**	**43.0%**	**48.2%**

Q – Thinking of the next federal election and the leadership of the Conservative Party of Canada what would you prefer? [ROTATE]

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Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,021 Canadians, 18 years of age or older, between December 19th and 22nd, 2022 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 this survey is ±3.1 percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

METHODOLOGY

Element	Description
Research sponsor	The Globe and Mail
Population and Final Sample Size	1021 Randomly selected individuals.
Source of Sample	Nanos Hybrid Panel
Type of Sample	Probability
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	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	December 19th to 22nd, 2022.
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) 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, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2021) 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	12 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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, healthcare access and policy, public service work arrangements, the creation of a foreign agent registry and federal politics.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.

TECHNICAL NOTE

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ABOUT NANOS

Any questions?

✉

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TABULATIONS

2022-2281 – Globe and Mail/Nanos Survey – December Omni – Election – STAT SHEET

			Canada 2022-12	Region Atlantic	Region Quebec	Region Ontario	Region Prairies	Region British Columbia	Gender Male	Gender Female	Gender Other	Age 18 to 34	Age 35 to 54	Age 55 plus
Question - Our next couple of questions are about federal politics. Thinking of the next federal election and the leadership of the Liberal Party of Canada what would you prefer? [ROTATE]	Total	Unwgt N	1021	102	207	350	205	157	523	496	2	230	356	435
		Wgt N	1002	68	231	389	175	139	490	510	2	268	323	411
	That Justin Trudeau be the leader of the federal Liberal Party in the next election	%	24.9	20.6	27.3	27.3	19.3	23.1	23.9	25.7		27.4	23.1	24.6
	That the Liberals have someone other than Justin Trudeau leading them in the next election	%	50.6	56.0	48.8	47.6	58.0	50.2	54.6	46.7		47.0	51.0	52.6
	No preference	%	17.5	14.8	17.1	18.4	18.1	16.0	16.0	19.0		19.4	18.5	15.4
	Unsure	%	7.0	8.6	6.8	6.7	4.7	10.8	5.5	8.5		6.2	7.4	7.3

			Canada 2022-12	Region Atlantic	Region Quebec	Region Ontario	Region Prairies	Region British Columbia	Gender Male	Gender Female	Gender Other	Age 18 to 34	Age 35 to 54	Age 55 plus
Question - Thinking of the next federal election and the leadership of the Conservative Party of Canada what would you prefer? [ROTATE]	Total	Unwgt N	1021	102	207	350	205	157	523	496	2	230	356	435
		Wgt N	1002	68	231	389	175	139	490	510	2	268	323	411
	That Pierre Poilievre be the leader of the federal Conservative Party in the next election	%	30.4	34.5	16.9	29.0	46.6	34.0	38.9	22.2		30.2	32.6	28.7
	That the Conservatives have someone other than Pierre Poilievre leading them in the next election	%	44.8	41.7	46.7	51.9	33.4	37.6	42.2	47.2		41.6	43.0	48.2
	No preference	%	17.5	18.9	25.3	14.1	12.8	19.1	14.5	20.3		20.8	16.7	16.0
	Unsure	%	7.4	4.9	11.2	4.9	7.2	9.3	4.4	10.3		7.4	7.7	7.1