Who do Canadians want to lead their party in the next election: Poilievre 31 per cent, Trudeau 20 per cent.

THE GLOBE AND MAIL

NANOS

The research gauged views on preferred leaders for the Liberal and Conservative parties in the next federal election.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1044 Canadians, 18 years of age or older, between September 2nd to 4th, 2023 as part of an omnibus survey. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

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

About the Research

Key Findings

1

Canadians continue to prefer that the Liberals have a different leader than Justin Trudeau in the next election

Canadians are over twice as likely to prefer someone else (55%) rather than Justin Trudeau (20%) to lead the Liberals in the next federal election (51% and 22%, respectively in December 2022). Close to one in five had no preference (19%, 17% in December 2022).

2

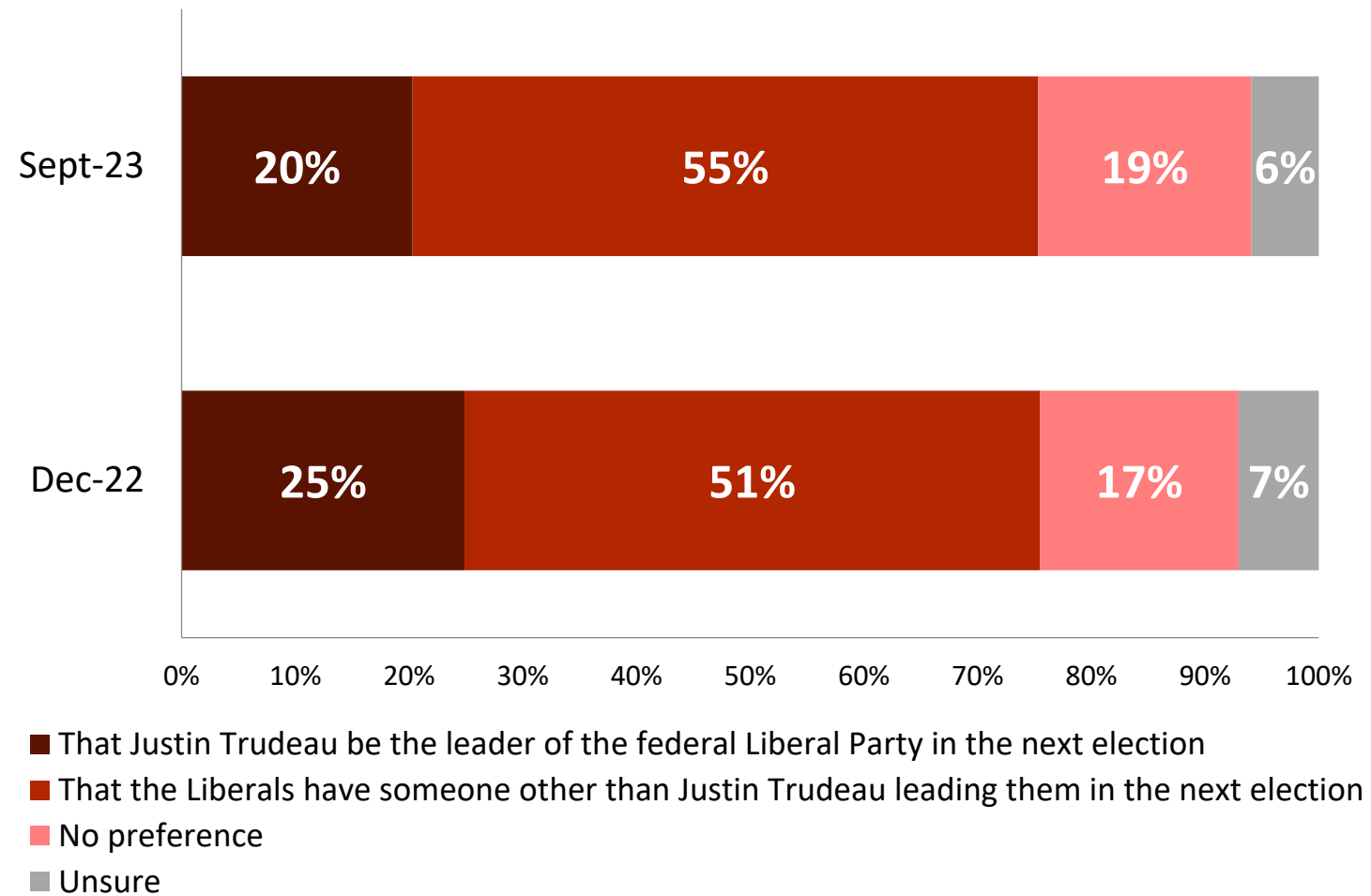**Under one in two Canadians prefer that the conservatives have a different leader in the next election**

Over four in ten Canadians (48%, 45% in December 2022) prefer that the Conservatives have someone other than Pierre Poilievre leading them in the next election, while just over three in ten prefer Pierre Poilievre (31%, 30% in December 2022). Under one in five have no preference (16%).

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Preferred leader of the Liberal Party for next election

Canadians continue to be over twice as likely to prefer someone else rather than Justin Trudeau to lead the Liberals in the next federal election.

Sept-23: That Justin Trudeau be the leader 20% | Someone other than Justin Trudeau 55% | No preference 19% | Unsure 6%

Dec-22: That Justin Trudeau be the leader 25% | Someone other than Justin Trudeau 51% | No preference 17% | Unsure 7%

■ 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

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 2nd to 4th, 2023, n=1044, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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

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Preferred leader of the Liberal Party for next election – By demographics

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

That Justin Trudeau be the leader of the federal Liberal Party in the next election

Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)
18.9%	**24.2%**	**17.3%**	**19.6%**	**23.8%**

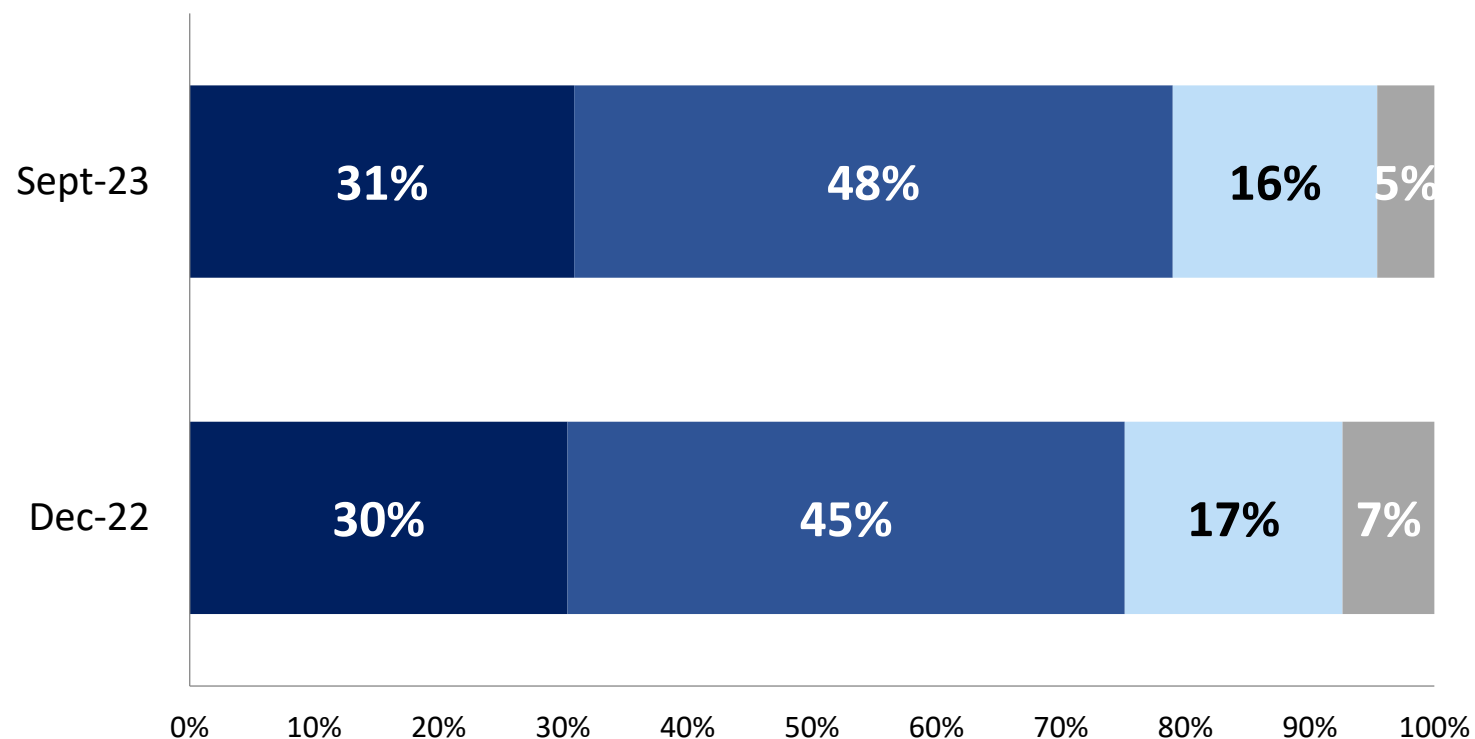| Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
19.1%	**21.4%**	**18.6%**	**22.5%**	**19.7%**

That the Liberals have someone other than Justin Trudeau leading them in the next election

Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)
60.5%	**50.3%**	**57.7%**	**59.1%**	**47.5%**

Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
58.4%	**51.9%**	**55.5%**	**55.0%**	**54.7%**

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Preferred leader of the Conservative Party for next election

Consistent with December 2022, just under one in two Canadians prefer someone else to lead the Conservatives in the next election, while just about three in ten prefer Pierre Poilievre to be the leader.

Sept-23: 31% | 48% | 16% | 5%

Dec-22: 30% | 45% | 17% | 7%

(axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%)

■ 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.

THE GLOBE AND MAIL* | NANOS

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

Preferred leader of the Conservative Party for next election – By demographics

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

That Pierre Poilievre be the leader of the federal Conservative Party in the next election

Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)
26.7%	**18.5%**	**29.8%**	**50.1%**	**32.3%**
Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
40.5%	**21.9%**	**34.5%**	**31.6%**	**28.0%**

That the Conservatives have someone other than Pierre Poilievre leading them in the next election

Atlantic (n=90)	Quebec (n=252)	Ontario (n=350)	Prairies (n=209)	BC (n=143)
55.7%	**49.3%**	**53.9%**	**33.5%**	**44.5%**
Men (n=504)	Women (n=537)	18 to 34 (n=174)	35 to 54 (n=396)	55 plus (n=474)
41.0%	**54.6%**	**41.1%**	**47.5%**	**53.1%**

THE GLOBE AND MAIL* n NANOS

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,044 Canadians, 18 years of age or older, between September 2nd and 4th, 2023 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 ±3.0 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	1044 Randomly selected individuals.
Source of Sample	Nanos Hybrid Panel
Type of Sample	Probability
Margin of Error	±3.0 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	September 2nd and 4th, 2023.
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	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	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, housing, immigration and the carbon tax.
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

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence.   Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

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Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Any questions?

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			Canada 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
					Region					Gender				Age	
Question - Thinking of the next federal election and the leadership of the Liberal Party of Canada what would you prefer? [ROTATE]	Total	Unwgt N	1044	90	252	350	209	143	504	537	3	174	396	474
		Wgt N	1003	69	231	388	176	139	490	510	3	269	322	412
	That Justin Trudeau be the leader of the federal Liberal Party in the next election	%	20.3	18.9	24.2	17.3	19.6	23.8	19.1	21.4		18.6	22.5	19.7
	That the Liberals have someone other than Justin Trudeau leading them in the next election	%	55.0	60.5	50.3	57.7	59.1	47.5	58.4	51.9		55.5	55.0	54.7
	No preference	%	18.7	14.2	19.0	17.4	18.4	24.8	19.9	17.6		19.5	17.1	19.5
	Unsure	%	5.9	6.5	6.5	7.7	2.9	3.9	2.6	9.2		6.4	5.4	6.0

			Canada 2023-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
					Region					Gender				Age	
Question - Thinking of the next federal election and the leadership of the Conservative Party of Canada what would you prefer? [ROTATE]	Total	Unwgt N	1044	90	252	350	209	143	504	537	3	174	396	474
		Wgt N	1003	69	231	388	176	139	490	510	3	269	322	412
	That Pierre Poilievre be the leader of the federal Conservative Party in the next election	%	30.9	26.7	18.5	29.8	50.1	32.3	40.5	21.9		34.5	31.6	28.0
	That the Conservatives have someone other than Pierre Poilievre leading them in the next election	%	48.1	55.7	49.3	53.9	33.5	44.5	41.0	54.6		41.1	47.5	53.1
	No preference	%	16.4	13.1	26.7	11.4	12.7	19.8	16.3	16.7		18.4	16.2	15.3
	Unsure	%	4.6	4.5	5.5	4.9	3.7	3.4	2.3	6.8		6.0	4.7	3.6