

55 percent of Canadians want someone other than Trudeau to lead the Liberal Party of Canada in the next election – 46 percent of Canadians want some other than Pierre Poilievre to lead the Conservative Party for next election

The research gauged Canadians' preferences for Prime Minister of Canada, leader of the Liberal Party of Canada and leader of the Conservative Party of Canada.

Nanos conducted an RDD dual frame (land-and cell-lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th and December 2nd, 2023 as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

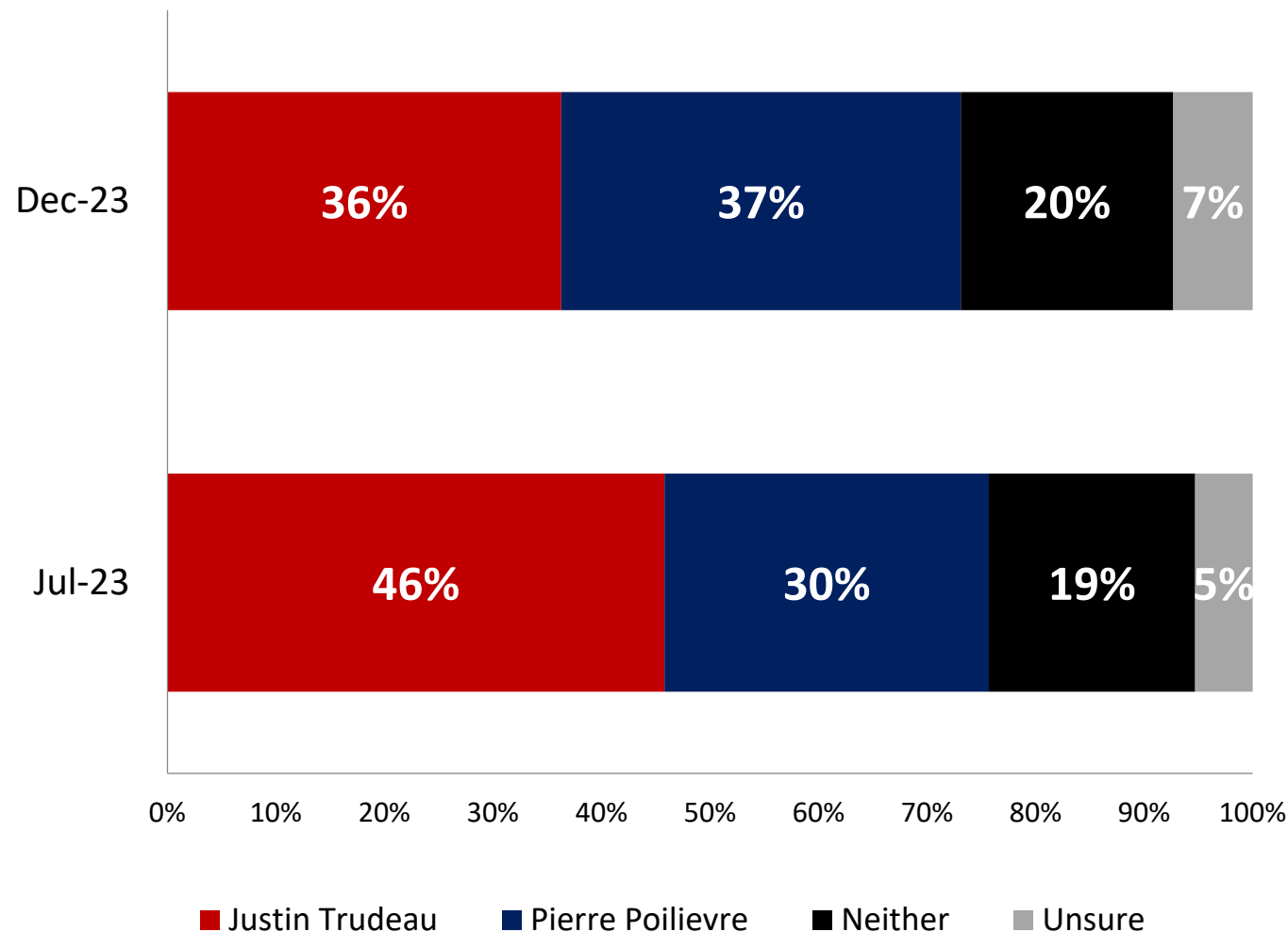
The research was commissioned by the Globe and Mail and was conducted by Nanos Research.



Close to two in five Canadians (36%) would prefer Justin Trudeau to be the next Prime Minister of Canada, which is a significant decrease from July 2023 (46%) and a tie with those who would prefer Pierre Poilievre to be the next Prime Minister of Canada (37%).

Q - If you had to choose between [ROTATE] Justin Trudeau OR Pierre Poilievre to be the next Prime Minister of Canada, who would you prefer? [ROTATE]

Preferred next Prime Minister

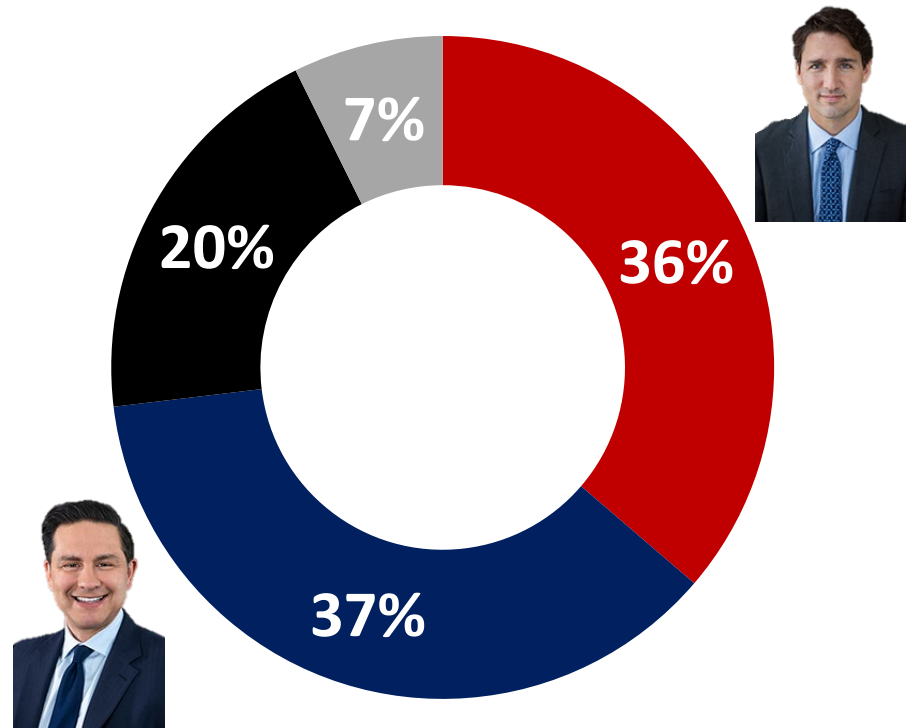


*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Preferred next Prime Minister



■ Justin Trudeau ■ Pierre Poilievre
■ Neither ■ Unsure

	Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
Justin Trudeau	30.5%	36.1%	40.0%	28.5%	38.8%
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
Pierre Poilievre	26.3%	24.4%	37.4%	53.6%	39.9%
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
Neither	26.6%	30.9%	15.6%	12.0%	18.1%
	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
	17.9%	21.3%	18.4%	20.0%	20.0%

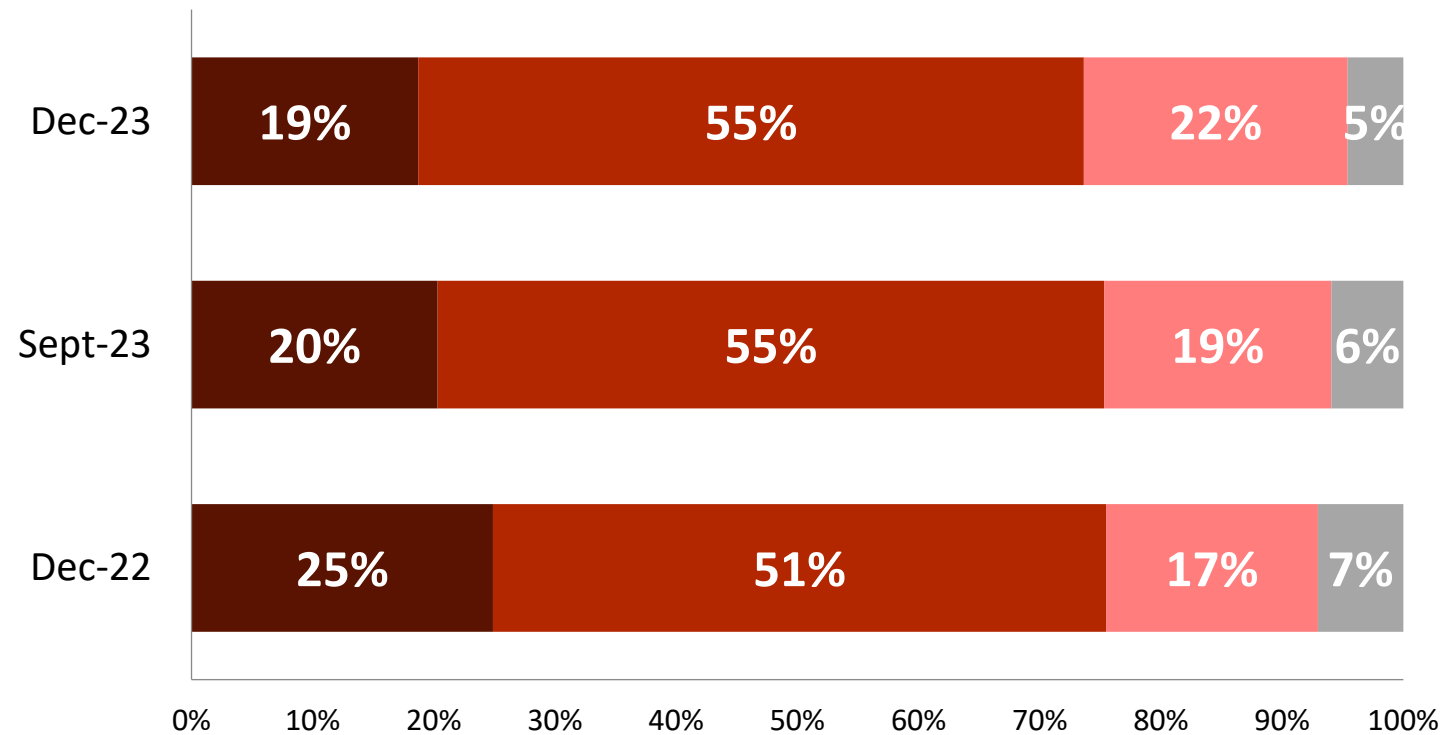
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q - If you had to choose between [ROTATE] Justin Trudeau OR Pierre Poilievre to be the next Prime Minister of Canada, who would you prefer? [ROTATE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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.



- 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, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
14.6%	18.2%	17.4%	17.0%	27.1%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
20.5%	17.1%	12.2%	19.8%	22.1%

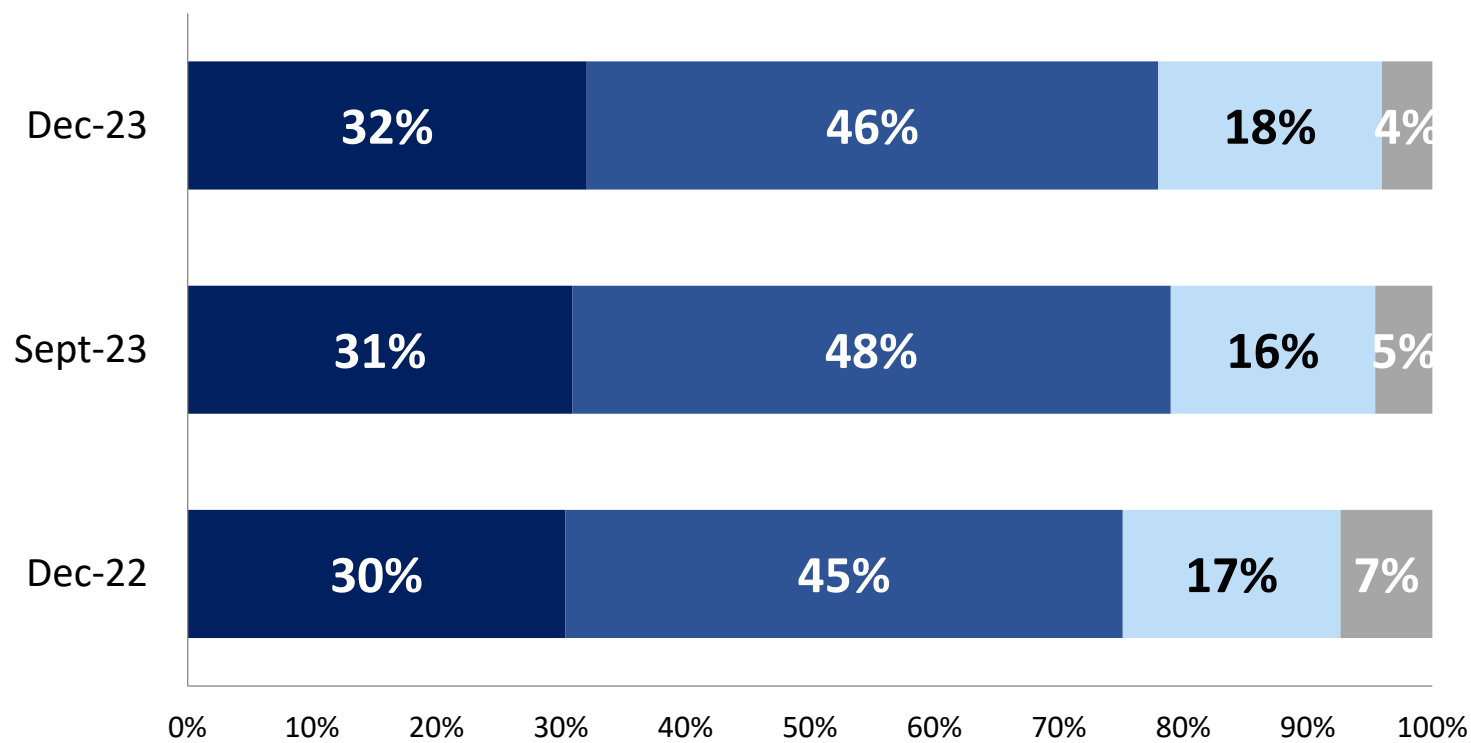
That the Liberals have someone other than Justin Trudeau leading them in the next election

Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
61.1%	58.6%	55.8%	51.7%	47.4%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
56.0%	53.7%	57.3%	55.7%	52.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Consistent with September 2023, over two in five Canadians (46%) prefer someone else to lead the Conservatives in the next election, while about one in three prefer Pierre Poilievre to be the leader (32%).

Preferred leader of the Conservative Party for next election



- 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.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, XX to XX, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20

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=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
22.0%	20.4%	32.7%	46.2%	36.9%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
38.5%	25.8%	34.9%	35.6%	27.4%

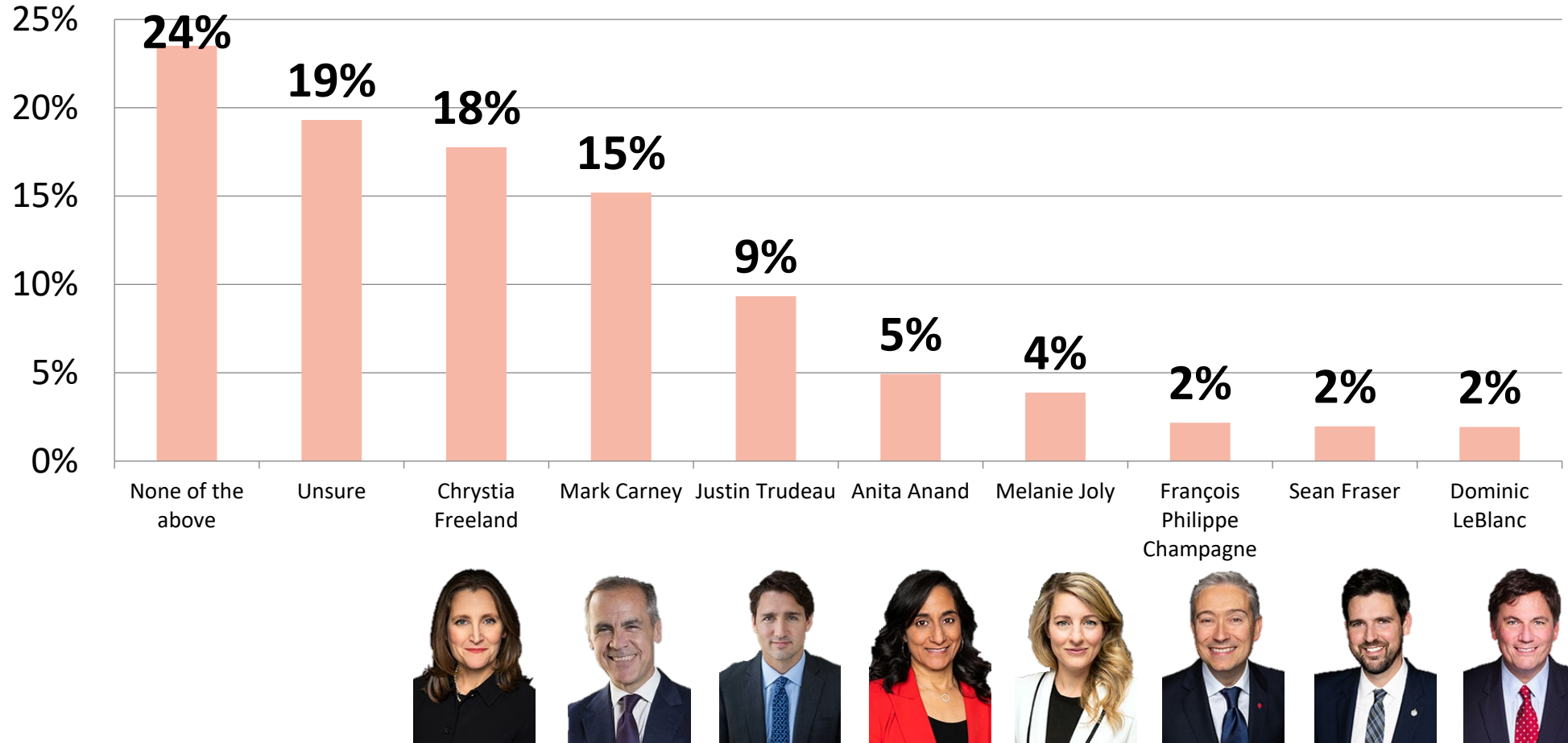
That the Conservatives have someone other than Pierre Poilievre leading them in the next election

Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)
54.0%	47.3%	49.3%	38.0%	40.4%
Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
42.3%	49.3%	42.1%	39.4%	53.5%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Most appealing potential candidate for the leadership of the Liberal Party

Q – Which of the following potential candidates for the leadership of the Liberal Party of Canada is the most politically appealing to you?[RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Most appealing potential candidate for the leadership of the Liberal Party – by demographics

Q –Which of the following potential candidates for the leadership of the Liberal Party of Canada is the most politically appealing to you? [RANDOMIZE]

	Canada (n=1,069)	Atlantic (n=101)	Quebec (n=250)	Ontario (n=353)	Prairies (n=210)	BC (n=155)	Men (n=567)	Women (n=499)	18 to 34 (n=195)	35 to 54 (n=362)	55 plus (n=512)
None of the above	23.5%	22.3%	19.4%	21.9%	32.9%	23.5%	23.3%	23.6%	27.9%	26.3%	18.4%
Chrystia Freeland	19.3%	18.2%	17.9%	18.6%	22.9%	19.7%	14.0%	24.3%	27.1%	21.8%	12.3%
Unsure	17.8%	22.2%	21.7%	17.8%	11.7%	16.6%	15.9%	19.7%	12.6%	17.5%	21.3%
Mark Carney	15.2%	9.8%	11.5%	18.9%	12.3%	17.3%	19.8%	10.0%	12.5%	12.2%	19.3%
Justin Trudeau	9.3%	7.8%	10.2%	8.7%	7.7%	12.5%	10.2%	8.6%	5.4%	10.5%	11.0%
Anita Anand	4.9%	5.8%	2.5%	6.7%	4.2%	4.7%	4.1%	5.6%	3.3%	3.9%	6.8%
Melanie Joly	3.9%	-	8.0%	2.9%	2.7%	3.0%	4.4%	3.4%	5.1%	2.5%	4.1%
François Philippe Champagne	2.2%	0.7%	7.6%	0.8%	0.4%	-	3.9%	0.6%	0.7%	3.0%	2.5%
Sean Fraser	2.0%	4.3%	0.4%	1.9%	3.3%	2.0%	2.6%	1.4%	3.9%	1.3%	1.2%
Dominic LeBlanc	1.9%	9.0%	0.8%	1.8%	1.9%	0.6%	1.8%	2.1%	1.4%	0.9%	3.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 30th to December 2nd, 2023, n=1,069, accurate 3.0 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th and December 2nd, 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



Element	Description	Element	Description
Research sponsor	The Globe and Mail	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
Population and Final Sample Size	1,069 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.
Source of Sample	Nanos Hybrid Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	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.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	15 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, the carbon tax and timing of the next federal election.
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 Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	November 30 th – December 2 nd , 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/		



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EthicStratēgies

Ethic Strategies was created by the founding partners of [PAA Advisory](http://www.paaadvisory.com) and the [Nanos Research Corporation](http://www.nanos.co), 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

Any questions?



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The background is a dark, monochromatic collage of business-related imagery. In the upper right, a close-up of a pen nib is visible. Below it, a calculator keypad is shown with several keys, including one with a plus sign. In the lower right, a bar chart with several vertical bars of varying heights is depicted. The overall aesthetic is professional and analytical.

TABULATIONS

2023-2496 – Globe and Mail/Nanos Survey –November Omni – STAT SHEET

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question –If you had to choose between [ROTATE] Justin Trudeau OR Pierre Poilievre to be the next Prime Minister of Canada, who would you prefer? [ROTATE]	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Justin Trudeau	%	36.3	30.5	36.1	40.0	28.5	38.8	31.7	40.3		31.6	32.0	42.7
	Pierre Poilievre	%	36.8	26.3	24.4	37.4	53.6	39.9	43.7	30.4		39.9	40.8	31.7
	Neither	%	19.6	26.6	30.9	15.6	12.0	18.1	17.9	21.3		18.4	20.0	20.0
	Unsure	%	7.3	16.6	8.6	7.1	6.0	3.1	6.7	8.0		10.2	7.2	5.6

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question –Thinking of the next federal election and the leadership of the Liberal Party of Canada what would you prefer? [ROTATE]	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	That Justin Trudeau be the leader of the federal Liberal Party in the next election	%	18.7	14.6	18.2	17.4	17.0	27.1	20.5	17.1		12.2	19.8	22.1
	That the Liberals have someone other than Justin Trudeau leading them in the next election	%	54.9	61.1	58.6	55.8	51.7	47.4	56.0	53.7		57.3	55.7	52.8
	No preference	%	21.8	18.1	19.8	21.7	25.5	22.4	21.4	22.2		23.0	21.1	21.5
	Unsure	%	4.6	6.3	3.5	5.0	5.7	3.0	2.1	7.0		7.5	3.5	3.6

			Region						Gender			Age		
			Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	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	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	That Pierre Poilievre be the leader of the federal Conservative Party in the next election	%	32.1	22.0	20.4	32.7	46.2	36.9	38.5	25.8		34.9	35.6	27.4
	That the Conservatives have someone other than Pierre Poilievre leading them in the next election	%	45.9	54.0	47.3	49.3	38.0	40.4	42.3	49.3		42.1	39.4	53.5
	No preference	%	18.0	22.0	26.6	13.6	12.8	20.2	15.5	20.4		18.3	20.0	16.1
	Unsure	%	4.1	2.0	5.7	4.5	3.0	2.5	3.7	4.5		4.7	4.9	3.0

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2023-2496 – Globe and Mail/Nanos Survey –November Omni – STAT SHEET

			Region						Gender			Age		
		Canada 2023-12	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus	
Question –Which of the following potential candidates for the leadership of the Liberal Party of Canada is the most politically appealing to you? [RANDOMIZE]	Total	Unwgt N	1069	101	250	353	210	155	567	499	3	195	362	512
		Wgt N	1003	68	231	388	175	141	490	510	3	268	324	411
	Justin Trudeau	%	9.3	7.8	10.2	8.7	7.7	12.5	10.2	8.6		5.4	10.5	11.0
	Unsure	%	19.3	18.2	17.9	18.6	22.9	19.7	14.0	24.3		27.1	21.8	12.3
	Melanie Joly	%	3.9	0.0	8.0	2.9	2.7	3.0	4.4	3.4		5.1	2.5	4.1
	François Philippe Champagne	%	2.2	0.7	7.6	0.8	0.4	0.0	3.9	0.6		0.7	3.0	2.5
	Mark Carney	%	15.2	9.8	11.5	18.9	12.3	17.3	19.8	10.9		12.5	12.2	19.3
	Anita Anand	%	4.9	5.8	2.5	6.7	4.2	4.7	4.1	5.6		3.3	3.9	6.8
	Sean Fraser	%	2.0	4.3	0.4	1.9	3.3	2.0	2.6	1.4		3.9	1.3	1.2
	Dominic LeBlanc	%	1.9	9.0	0.8	1.8	1.9	0.6	1.8	2.1		1.4	0.9	3.1
	None of the above	%	23.5	22.3	19.4	21.9	32.9	23.5	23.3	23.6		27.9	26.3	18.4
	Chrystia Freeland	%	17.8	22.2	21.7	17.8	11.7	16.6	15.9	19.7		12.6	17.5	21.3

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,069 Canadians, 18 years of age or older, between November 30th to December 2nd, 2023. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20. Responses with a sample size of less than 30 have been shaded.