




Canadians say a new Liberal leader focused on economic issues will help raise chances to win next election - Poilievre marginally scores better than Trudeau on performance.



Nanos was retained by the Globe and Mail to conduct research among Canadians to gauge their views on the performance of the Liberal Party leader and the Conservative Party leader of Canada and the best ways for the Liberals to increase their chances of winning the next federal election.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,114 Canadians, 18 years of age or older, between January 29th to 31st, 2024 as part of an omnibus survey.

The margin of error for this survey is ± 2.9 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Key Findings

1

Canadians say replacing Justin Trudeau with another leader is seen as best way to increase

Liberal's chances of winning election

Asked which way would be best to increase the Liberal's chances of winning the next federal election, Canadians most frequently say having someone other than Justin Trudeau lead the party in the next election ([39%](#)). This was followed by focusing on more economic issues ([25%](#)). One in five believe nothing will increase their chances of winning ([20%](#)).

2

Views on the job Pierre Poilievre has done as Conservative leader more likely to be negative than positive

Just over four in ten Canadians say Pierre Poilievre has done a poor job ([41%](#)) rather than a positive job ([29%](#)). Men rated Pierre Poilievre's job as Conservative leader higher than women (mean score or [5.2](#) vs. [3.5](#) out of 10, respectively).

3

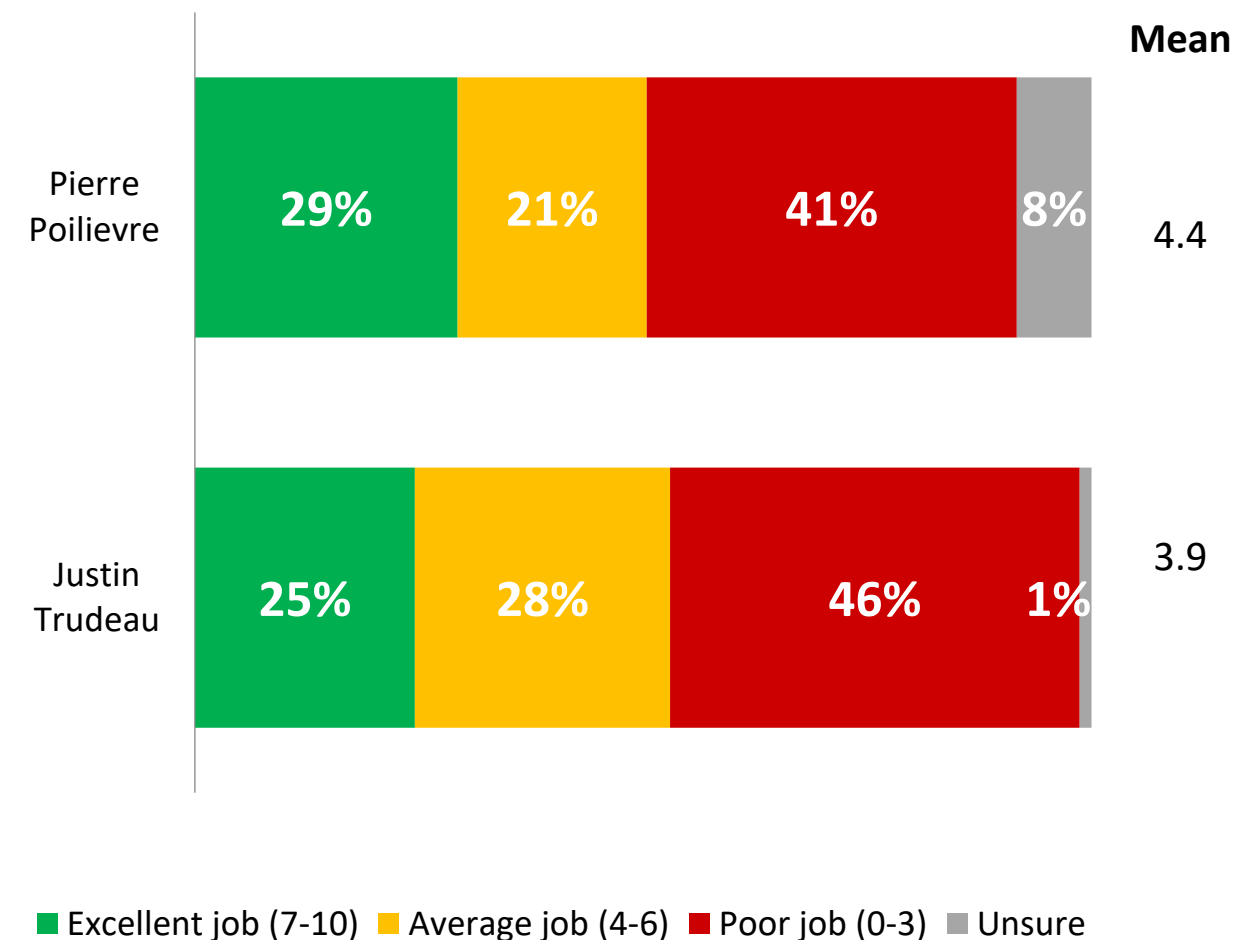
Perceived performance of Justin Trudeau has gone down

Views on the performance of Justin Trudeau as the Liberal Party leader have gone down with Canadians since January 2022 now being more likely to say he has done a poor job ([46%](#), up from [34%](#)) than an excellent job ([25%](#), down from [35%](#)). One in four rate Justin Trudeau's job as Liberal Leader a rating of 0 out of 10 ([25%](#)).

Performance of Liberal and Conservative Party leader

Over **2 in 5** Canadians

say both Justin Trudeau and Pierre Poilievre have done a poor job as the leader of their respective political Party. Overall, Poilievre scores marginally higher than Trudeau (mean score of 4.4 out of 10 vs. 3.9, respectively).



*Weighted to the true population proportion.

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

Q – On a scale of 0 to 10 where 0 is a very poor job and 10 is an excellent job, please rate the following: [ROTATE]
The job that Justin Trudeau has done as the Leader of the Liberal Party of Canada.
The job that Pierre Poilievre has done as the Leader of the Conservative Party of Canada.

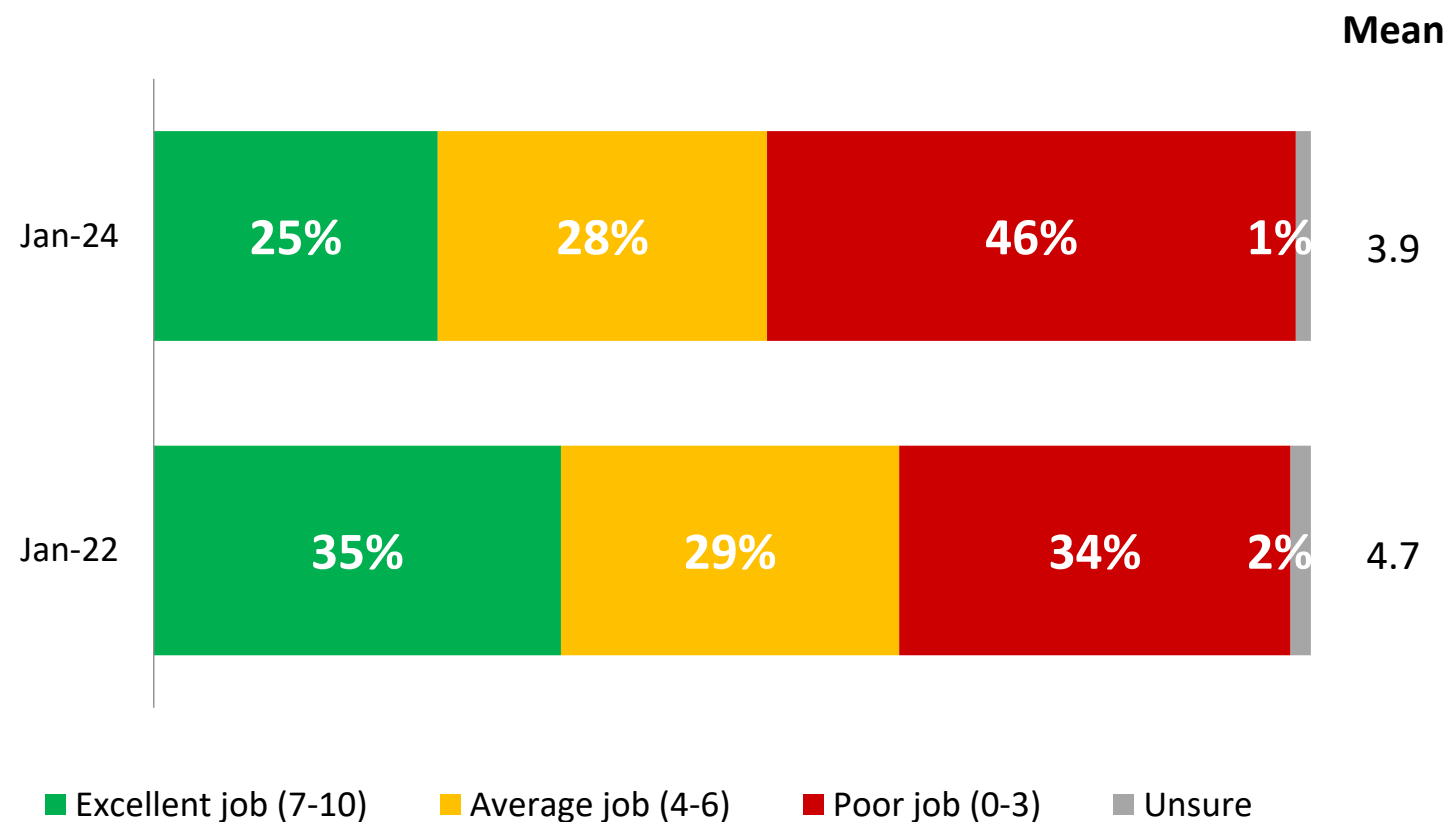
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL



Views on the performance of Justin Trudeau as the Liberal Party leader have gone down since 2022 and Canadians are now more likely to say he has done a poor job (46%, up from 34%) than a excellent job (25%, down from 35%).

Performance of Justin Trudeau as Liberal Party leader - Tracking



*Weighted to the true population proportion.

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

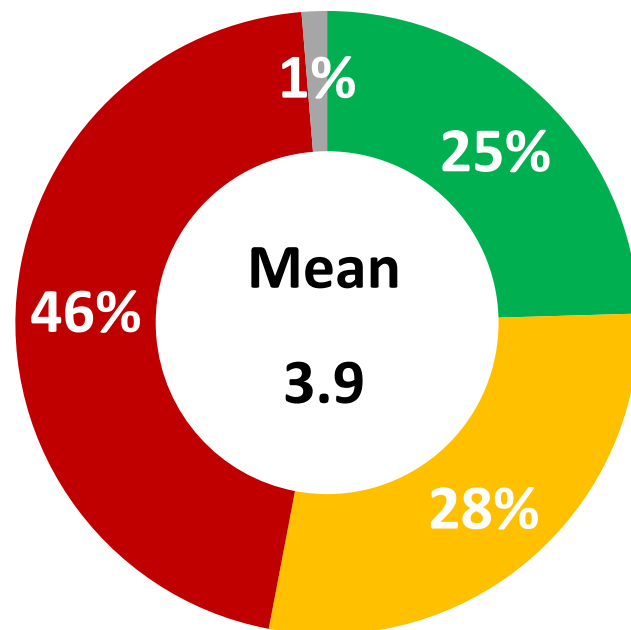
Q – On a scale of 0 to 10 where 0 is a very poor job and 10 is an excellent job, please rate the following:

The job that Justin Trudeau has done as the Leader of the Liberal Party of Canada.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

Performance of Justin Trudeau as Liberal Party leader

Q – On a scale of 0 to 10 where 0 is a very poor job and 10 is an excellent job, please rate the following:
The job that Justin Trudeau has done as the Leader of the Liberal Party of Canada.



■ Excellent job (7-10)

■ Average job (4-6)

■ Poor job (0-3)

■ Unsure

*Weighted to the true population proportion.

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

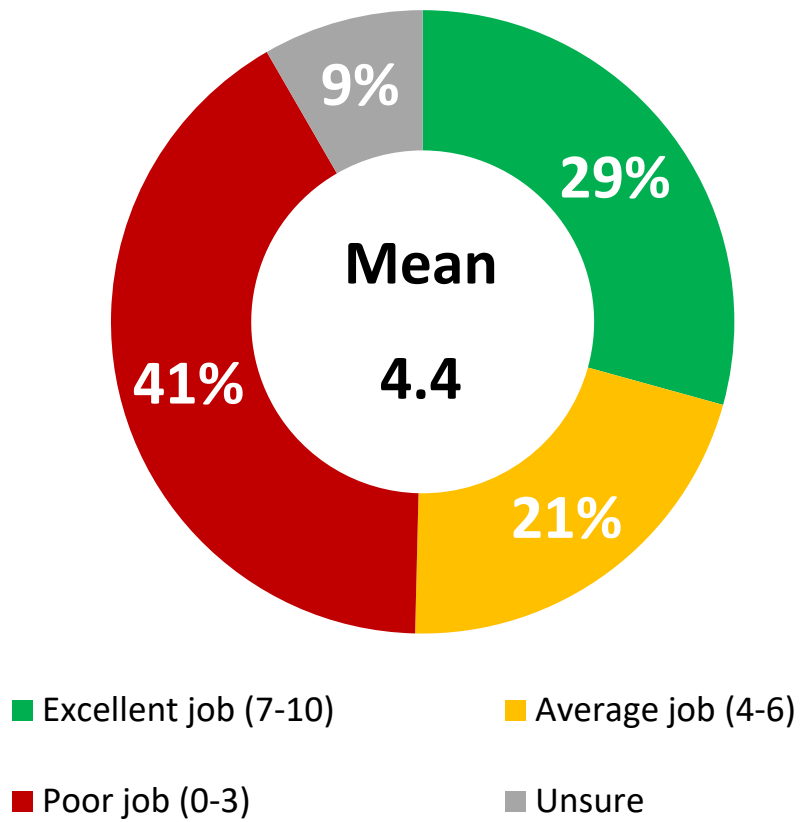
	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
Mean	4.4	4.2	4.0	3.2	3.9
Men (n=601)	3.2	4.6	3.6	3.8	4.1
Women (n=512)					
18 to 34 (n=153)					
35 to 54 (n=394)					
55 plus (n=567)					

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL



Performance of Pierre Poilievre as Conservative Party leader



	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)
Mean	4.4	3.8	4.5	5.0	4.5
	Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
	5.2	3.5	4.2	4.7	4.3

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

Q – On a scale of 0 to 10 where 0 is a very poor job and 10 is an excellent job, please rate the following:
The job that Pierre Poilievre has done as the Leader of the Conservative Party of Canada.

Ways for Liberals to increase chances of winning next election

Q – What do you think would be the best way for the Liberals to increase their chances of winning the next federal election? [RANDOMIZE] [SELECT ONE]



- Continue with the current policy priorities they have had over the past few years
- Focus more on economic issues
- Have someone other than Justin Trudeau lead the party in the next election
- Have Justin Trudeau lead the party in the next election
- Nothing will increase their chances of winning the next election
- Unsure

Over **1 in 3** Canadians

Say the best way for the Liberals to increase their chances of winning the next federal election is to have someone else other than Justin Trudeau lead the Liberal Party.

*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, January 29th to 31st, 2024, n=1114, accurate 2.9 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL

 **NANOS**

Ways for Liberals to increase chances of winning next election – By demographics

Residents of BC (33%) are more likely than residents of the Prairies (20%) to say focusing on economic issues is the best way for the Liberal to increase their chances of winning the next federal election.

Q – What do you think would be the best way for the Liberals to increase their chances of winning the next federal election? [RANDOMIZE] [SELECT ONE]

	Atlantic (n=110)	Quebec (n=262)	Ontario (n=366)	Prairies (n=219)	BC (n=157)	Men (n=601)	Women (n=512)	18 to 34 (n=153)	35 to 54 (n=394)	55 plus (n=567)
Have someone other than Justin Trudeau lead the party in the next election	43.1%	35.9%	43.0%	40.1%	32.9%	43.4%	35.8%	38.4%	40.0%	39.7%
Focus more on economic issues	24.9%	26.2%	24.2%	19.7%	33.0%	21.8%	28.4%	26.6%	25.3%	24.1%
Nothing will increase their chances of winning the next election	17.9%	21.1%	19.9%	24.3%	16.6%	24.5%	16.4%	18.7%	21.9%	20.1%
Continue with the current policy priorities they have had over the past few years	8.8%	8.2%	5.4%	5.2%	6.6%	3.4%	9.4%	5.7%	6.3%	7.0%
Have just Trudeau lead the party in the next election	0.6%	4.0%	2.8%	2.3%	2.6%	2.9%	2.7%	1.6%	2.4%	3.9%
Unsure	4.5%	4.5%	4.7%	8.4%	8.3%	4.0%	7.3%	9.1%	4.0%	5.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, January 29th to 31st, 2024, n=1114, accurate 2.9 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 1,114 Canadians, 18 years of age or older, between January 29th and 31st, 2024 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 dialing with a maximum of five call backs.

The margin of error for this survey is ± 2.9 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	1,114 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	±2.9 percentage points, 19 times out of 20.	Estimated Response Rate	13 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 use of the Emergencies Act, Immigration, United States Election and border.
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	January 29 th to 31 st , 2024.		
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

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Any questions?



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TABULATIONS



2024-2529 – Globe and Mail/Nanos Survey – January Omni - STAT SHEET

On a scale of 0 to 10 where 0 is a very poor job and 10 is an excellent job, please rate the following: [ROTATE]

			Region						Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - The job that Justin Trudeau has done as the Leader of the Liberal Party of Canada	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
		Mean	3.9	4.4	4.2	4.0	3.2	3.9	3.2	4.6		3.6	3.8	4.1
		Median	4.0	5.0	5.0	4.0	3.0	4.0	3.0	5.0		4.0	4.0	5.0
	Very poor job (0)	%	24.5	21.0	16.6	24.2	33.9	28.6	32.6	16.8		25.6	25.6	23.0
	1	%	4.5	6.5	4.1	4.2	3.9	5.7	5.9	3.1		2.7	6.4	4.1
	2	%	7.6	3.6	7.8	8.6	10.3	2.8	8.8	6.4		8.9	6.4	7.6
	3	%	9.1	7.9	10.7	8.8	10.2	6.5	10.5	7.8		8.3	9.3	9.5
	4	%	6.1	4.8	7.8	6.3	2.2	7.9	6.3	5.9		8.0	6.6	4.4
	5	%	11.1	11.8	13.8	10.2	11.1	8.8	8.2	13.9		12.0	10.3	11.2
	6	%	11.3	11.4	13.4	9.6	11.4	12.5	9.0	13.3		12.8	9.9	11.4
	7	%	13.3	18.6	14.7	14.0	7.7	13.7	10.9	15.7		10.6	13.6	14.9
	8	%	6.4	9.8	5.0	6.5	6.2	7.0	4.9	7.8		5.6	6.1	7.1
	9	%	2.6	2.0	1.7	3.7	1.2	3.0	1.5	3.7		1.7	2.6	3.2
	Excellent job (10)	%	2.2	2.7	1.4	2.4	1.9	3.1	1.2	3.2		0.0	2.6	3.3
	Unsure	%	1.3	0.0	3.0	1.4	0.0	0.4	0.1	2.5		3.7	0.6	0.4

On a scale of 0 to 10 where 0 is a very poor job and 10 is an excellent job, please rate the following: [ROTATE]

			Region						Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - The job that Pierre Poilievre has done as the Leader of the Conservative Party of Canada	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
		Mean	4.4	4.4	3.8	4.5	5.0	4.5	5.2	3.5		4.2	4.7	4.3
		Median	4.0	5.0	4.0	5.0	5.0	5.0	5.0	3.0		3.0	5.0	4.0
	Very poor job (0)	%	20.8	19.2	20.5	22.0	20.9	18.4	15.8	25.4		25.5	17.9	20.0
	1	%	4.2	5.9	5.4	3.6	3.7	3.6	3.6	4.8		3.0	4.3	4.9
	2	%	8.6	5.7	11.2	7.4	7.6	10.3	8.2	8.9		6.1	7.2	11.3
	3	%	7.7	8.4	8.7	7.6	5.8	8.6	5.5	9.9		8.9	7.4	7.2
	4	%	4.9	5.3	6.8	4.7	4.4	2.9	5.3	4.6		1.9	7.2	5.1
	5	%	10.5	15.6	13.2	10.1	6.8	9.1	11.0	10.0		8.8	10.0	11.9
	6	%	5.7	4.6	10.1	3.5	3.6	7.8	6.6	4.8		5.7	6.6	5.0
	7	%	6.8	5.8	5.7	7.2	6.8	8.2	8.6	5.2		5.0	7.4	7.5
	8	%	7.7	4.9	2.9	9.7	8.2	10.9	10.9	4.7		6.9	9.6	6.8
	9	%	3.9	2.0	2.8	4.9	5.1	2.7	6.2	1.8		2.9	3.2	5.2
	Excellent job (10)	%	10.8	12.9	5.7	10.5	19.3	8.3	15.1	6.7		11.3	11.5	9.9
	Unsure	%	8.3	9.9	7.1	8.7	7.8	9.3	3.4	13.1		14.0	7.6	5.2

2024-2529 – Globe and Mail/Nanos Survey – January Omni - STAT SHEET

			Region						Gender			Age		
			Canada 2024-01	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - What do you think would be the best way for the Liberals to increase their chances of winning the next federal election? [RANDOMIZE] [SELECT ONE]	Total	Unwgt N	1114	110	262	366	219	157	601	512	1	153	394	567
		Wgt N	1001	67	231	388	175	140	490	510	1	267	323	411
	Continue with the current policy priorities they have had over the past few years	%	6.4	8.8	8.2	5.4	5.2	6.6	3.4	9.4		5.7	6.3	7.0
	Focus more on economic issues	%	25.2	24.9	26.2	24.2	19.7	33.0	21.8	28.4		26.6	25.3	24.1
	Have someone other than Justin Trudeau lead the party in the next election	%	39.5	43.1	35.9	43.0	40.1	32.9	43.4	35.8		38.4	40.0	39.7
	Have just Trudeau lead the party in the next election	%	2.8	0.6	4.0	2.8	2.3	2.6	2.9	2.7		1.6	2.4	3.9
	Nothing will increase their chances of winning the next election	%	20.3	17.9	21.1	19.9	24.3	16.6	24.5	16.4		18.7	21.9	20.1
	Unsure	%	5.8	4.5	4.5	4.7	8.4	8.3	4.0	7.3		9.1	4.0	5.1