

Canadians are three times more likely to prefer someone else lead the Liberals in the next election rather than Justin Trudeau.

National survey released June, 2024
Field: May 31st to June 2nd, 2024
Submission 2024-2610



The research gauged Canadians' preferences for the leader of the Liberal Party of Canada.

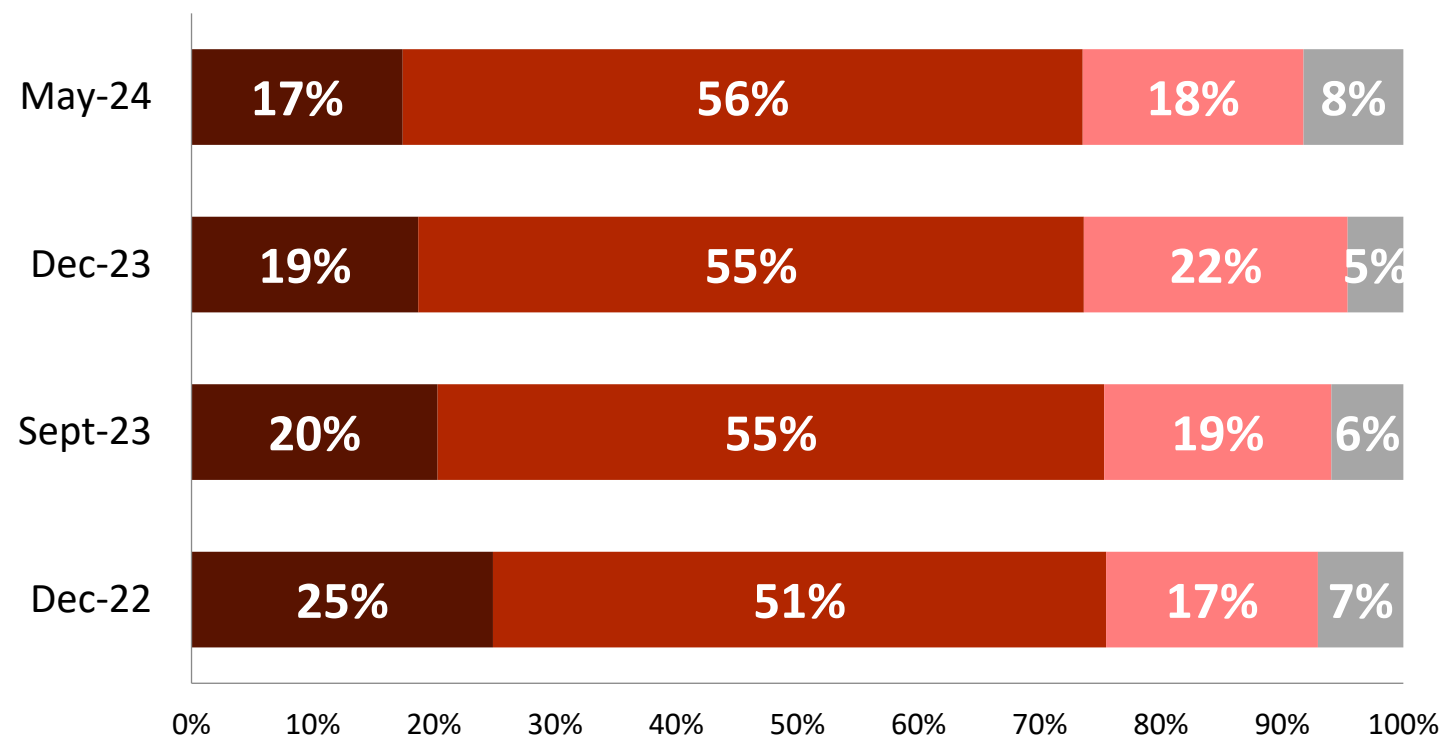
Nanos conducted an RDD dual frame (land-and cell-lines) hybrid telephone and online random survey of 1,043 Canadians, 18 years of age or older, between May 31st and June 2nd, 2024 as part of an omnibus survey. The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

The research was commissioned by CTV News and was conducted by Nanos Research.



Preferred leader of the Liberal Party for next election

Canadians continue to be more likely to prefer someone other 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, May 31st to June 2nd, 2024, n=1043
 Canadians, 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

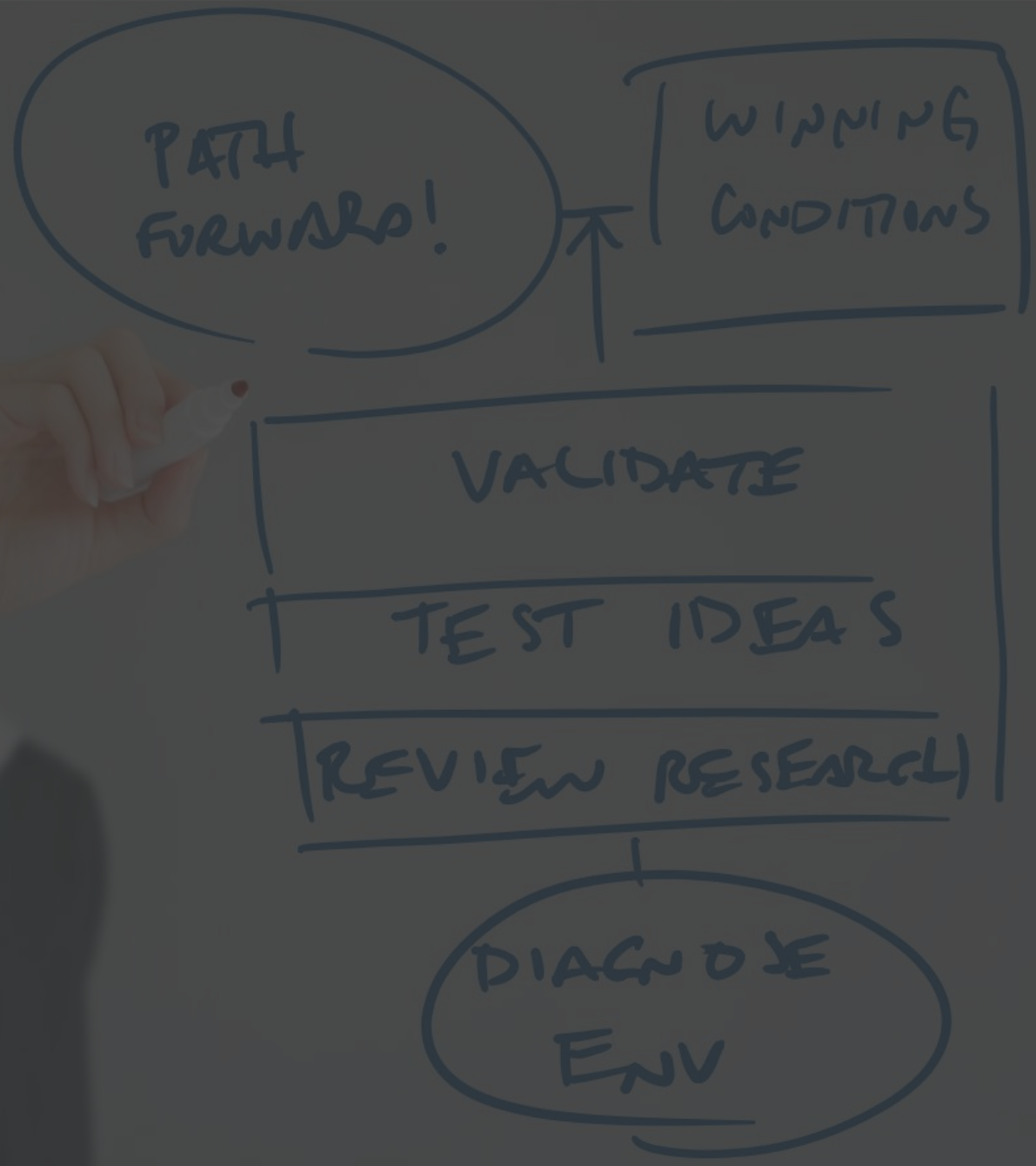
Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
10.8%	17.9%	17.5%	15.0%	22.8%
Men (n=565)	Women (n=477)	18-34 (n=208)	35-54 (n=364)	55 plus (n=471)
15.9%	18.7%	15.0%	15.6%	20.4%

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

Atlantic (n=86)	Quebec (n=237)	Ontario (n=353)	Prairies (n=212)	BC (n=155)
56.9%	57.8%	59.5%	51.6%	49.1%
Men (n=565)	Women (n=477)	18-34 (n=208)	35-54 (n=364)	55 plus (n=471)
57.7%	54.7%	51.8%	57.3%	57.9%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 31st to June 2nd, 2024, n=1043 Canadians, 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 1,043 Canadians, 18 years of age or older, between May 31st and June 2nd, 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 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 CTV News and the research was conducted by Nanos Research.

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

Element	Description
Research sponsor	CTV News
Population and Final Sample Size	1043 Randomly selected individuals.
Source of Sample	Nanos Probability 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	May 31 st to June 2 nd , 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/

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	Eleven 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, and views on economic issues.
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.



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This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

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

ABOUT NANOS

Any questions?



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TABULATIONS

2024-2610 - CTV News - May Omni - PowerPlay - STAT SHEET

Methodology: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online survey of 1043 Canadians, 18 years of age and older, between May 31 to June 2, 2024. The margin of error for a survey of 1043 Canadians is ± 3.0 percentage points, 19 times out of 20.

Note: Responses with a sample size of less than 30 have been suppressed

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

		Region						Gender			Age		
		Canada									18 to	35 to	
		2024-05	Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	Other	34	54	55 plus
Total	Unwgt N	1043	86	237	353	212	155	565	477	1	208	364	471
	Wgt N	1001	67	231	389	175	139	490	510	1	267	323	411
That Justin Trudeau be the leader of the federal Liberal Party in the next election	%	17.4	10.8	17.9	17.5	15.0	22.8	15.9	18.7	-	15.0	15.6	20.4
That the Liberals have someone other than Justin Trudeau leading them in the next election	%	56.1	56.9	57.8	59.5	51.6	49.1	57.7	54.7	-	51.8	57.3	57.9
No preference	%	18.2	20.1	17.6	14.8	25.1	19.3	21.2	15.4	-	22.3	19.8	14.4
Unsure	%	8.2	12.2	6.8	8.1	8.4	8.9	5.2	11.2	-	10.9	7.3	7.3