



A quarter of Canadians say none of the potential Liberal leader candidates appeal to them – Chrystia Freeland’s appeal score drops.

National survey released July, 2024
Field: June 28th to July 3rd, 2024
Submission 2024-2627





Nanos research was retained by CTV News to conduct research among Canadians to gauge their preferences for the potential candidates most appealing as the leader of the Liberal Party of Canada.

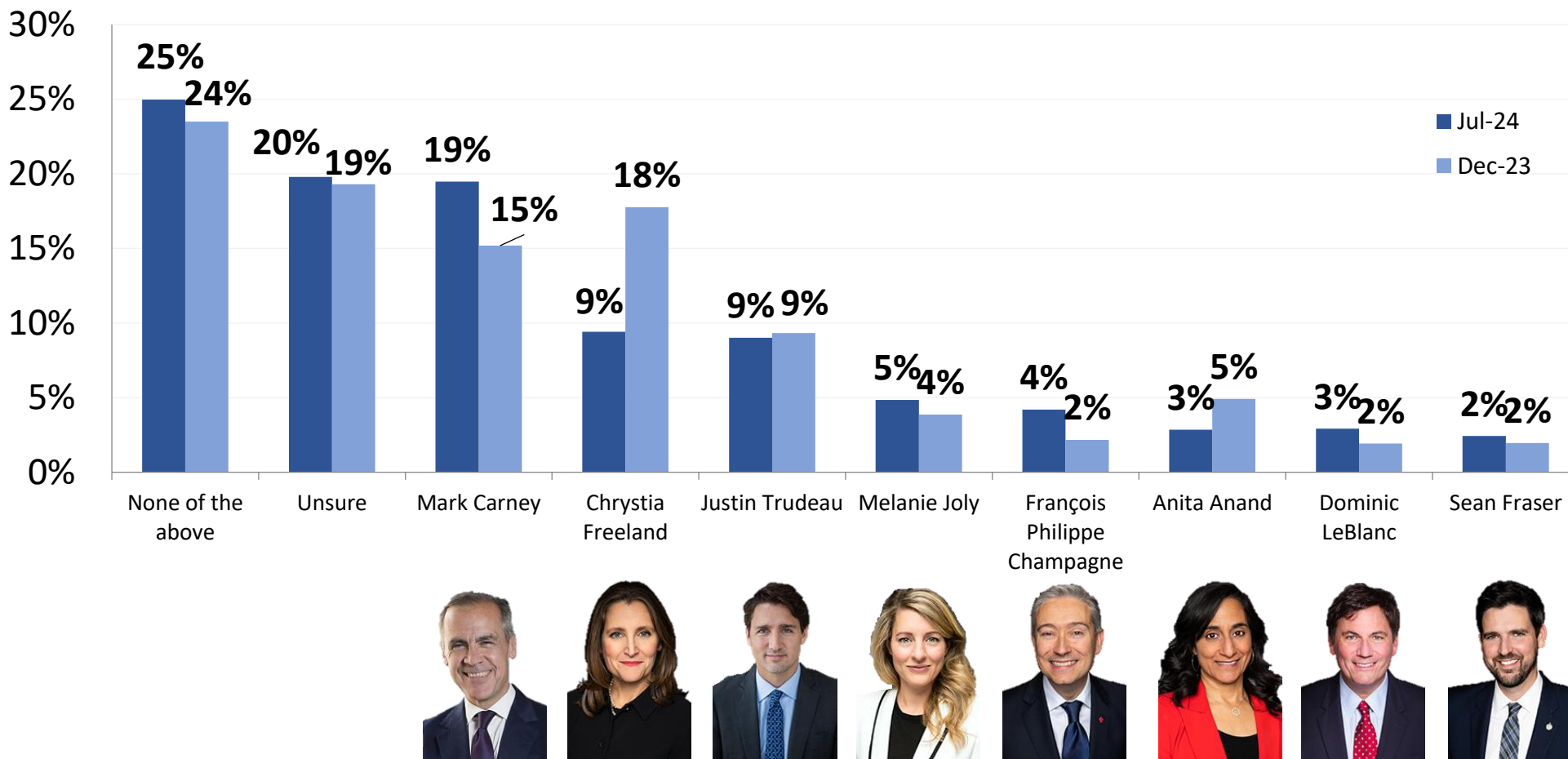
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1018 Canadians, 18 years of age or older, between June 28th and July 3rd, 2024, as part of an omnibus survey.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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

Most appealing potential candidate for the leadership of the Liberal Party – Tracking

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, June 28th to July 3rd, 2024, n=1,018, accurate 3.1 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]

	2024-07 (n=1018)	Atlantic (n=89)	Quebec (n=222)	Ontario (n=351)	Prairies (n=208)	BC (n=148)	Men (n=533)	Women (n=483)	18-34 (n=206)	35-54 (n=347)	55 plus (n=465)
None of the above	25.0%	26.0%	14.7%	25.4%	38.7%	23.3%	27.3%	22.9%	31.2%	24.5%	21.3%
Mark Carney	19.5%	13.1%	17.4%	23.3%	17.3%	18.1%	24.7%	14.6%	12.7%	16.6%	26.1%
Chrystia Freeland	9.4%	6.9%	12.4%	9.9%	8.4%	5.8%	8.6%	10.0%	5.7%	9.9%	11.4%
Justin Trudeau	9.0%	11.7%	10.7%	7.8%	5.2%	13.1%	9.0%	9.1%	6.3%	10.0%	10.0%
Melanie Joly	4.9%	-	9.5%	3.1%	4.8%	4.3%	5.6%	4.2%	5.9%	5.9%	3.4%
François Philippe Champagne	4.2%	-	12.5%	2.6%	0.2%	1.8%	3.8%	4.7%	5.2%	3.1%	4.4%
Anita Anand	2.9%	3.9%	0.4%	4.8%	1.1%	3.3%	3.0%	2.8%	1.4%	1.4%	5.0%
Dominic LeBlanc	2.9%	10.3%	2.4%	3.0%	0.5%	3.1%	2.0%	3.8%	3.1%	3.1%	2.7%
Sean Fraser	2.4%	7.2%	0.4%	2.6%	1.2%	4.8%	2.7%	2.2%	2.3%	2.9%	2.1%
Unsure	19.8%	20.9%	19.5%	17.6%	22.7%	22.5%	13.5%	25.8%	26.4%	22.5%	13.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 28th to July 3rd, 2024, n=1,018, accurate 3.1 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 1018 Canadians, 18 years of age or older, between June 28th and July 3rd, 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 ± 3.1 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	Element	Description
Research sponsor	CTV News	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	1018 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 Probability 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	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	12 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, views on vacations and vehicle thefts.
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.	Data Tables	By region, age and gender
Field Dates	June 28 th to July 3 rd , 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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Any questions?



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2024-2627 - CTV News - June Omni - PowerPlay - STAT SHEET

Methodology: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online survey of 1018 Canadians, 18 years of age and older, between June 28 and July 3, 2024. The margin of error for a survey of 1018 Canadians is ± 3.1 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 - Which of the following potential candidates for the leadership of the Liberal Party of Canada is the most politically appealing to you?
[RANDOMIZE]

		Region						Gender			Age		
		Canada									18 to	35 to	55
		2024-07	Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	Other	34	54	plus
Total	Unwgt N	1018	89	222	351	208	148	533	483	2	206	347	465
	Wgt N	1002	67	232	389	175	139	490	510	2	268	322	412
Justin Trudeau	%	9.0	11.7	10.7	7.8	5.2	13.1	9.0	9.1	-	6.3	10.0	10.0
Chrystia Freeland	%	9.4	6.9	12.4	9.9	8.4	5.8	8.6	10.0	-	5.7	9.9	11.4
Melanie Joly	%	4.9	0.0	9.5	3.1	4.8	4.3	5.6	4.2	-	5.9	5.9	3.4
François Philippe Champagne	%	4.2	0.0	12.5	2.6	0.2	1.8	3.8	4.7	-	5.2	3.1	4.4
Mark Carney	%	19.5	13.1	17.4	23.3	17.3	18.1	24.7	14.6	-	12.7	16.6	26.1
Anita Anand	%	2.9	3.9	0.4	4.8	1.1	3.3	3.0	2.8	-	1.4	1.4	5.0
Sean Fraser	%	2.4	7.2	0.4	2.6	1.2	4.8	2.7	2.2	-	2.3	2.9	2.1
Dominic LeBlanc	%	2.9	10.3	2.4	3.0	0.5	3.1	2.0	3.8	-	3.1	3.1	2.7
None of the above	%	25.0	26.0	14.7	25.4	38.7	23.3	27.3	22.9	-	31.2	24.5	21.3
Unsure	%	19.8	20.9	19.5	17.6	22.7	22.5	13.5	25.8	-	26.4	22.5	13.4