Canadians more likely to believe appointing Carney as Finance Minister would strengthen, rather than weaken the Liberal Party's election chances > Many say there would be no impact.

THE GLOBE AND MAIL

NANOS

Nanos Research was retained by the Globe and Mail to conduct research among Canadians to gauge their impressions of Liberal political figures and potential Liberal Party leaders, as well as the potential impact on the federal election if Mark Carney was appointed as Finance Minister.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,035 Canadians, 18 years of age or older, between July 29th to August 1st, 2024 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online.

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

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

KEY FINDINGS

1

IMPACT OF APPOINTING CARNEY AS FINANCE MINISTER ON LIBERAL ELECTION COMPETITIVNESS
Canadians are nearly four times more likely to think appointing Mark Carney as Minister of Finance would make the Liberals more competitive in the next federal election (29%) rather than less competitive (eight per cent), while four in ten think it would have no impact on their competitiveness (39%) and one in four are unsure (24%). Canadians 55 and older are more likely to think this would make the Liberals more competitive (35%) than younger Canadians (18-34)(20%).

2

POLITICAL APPEAL OF POTENTIAL LIBERAL LEADERSHIP CANDIDATES
Canadians continue to consider Mark Carney as the most politically appealing potential Liberal Party leadership candidate (18%), although close to one in four Canadians still say none of the candidates appeal to them (29%). Close to one in ten each say Chrystia Freeland (12%) or Justin Trudeau (nine per cent) is most politically appealing to them, consistent with results from July 2024.

3

IMPRESSIONS OF PUBLIC FIGURES
Canadians are more likely to have positive or somewhat positive impressions of Minister of Finance Chrystia Freeland (17% positive; 18% somewhat positive) or Former Bank of Canada Governor Mark Carney (17% positive; 16% somewhat positive) than Prime Minister Justin Trudeau (nine per cent positive; 15% somewhat positive). Older Canadians (55 plus) are more likely to have positive impressions of all three public figures (Carney: 43%; Freeland: 46%; Trudeau: 29%) than those 18 to 34 (Carney: 17%; Freeland: 21%; Trudeau: 20%).
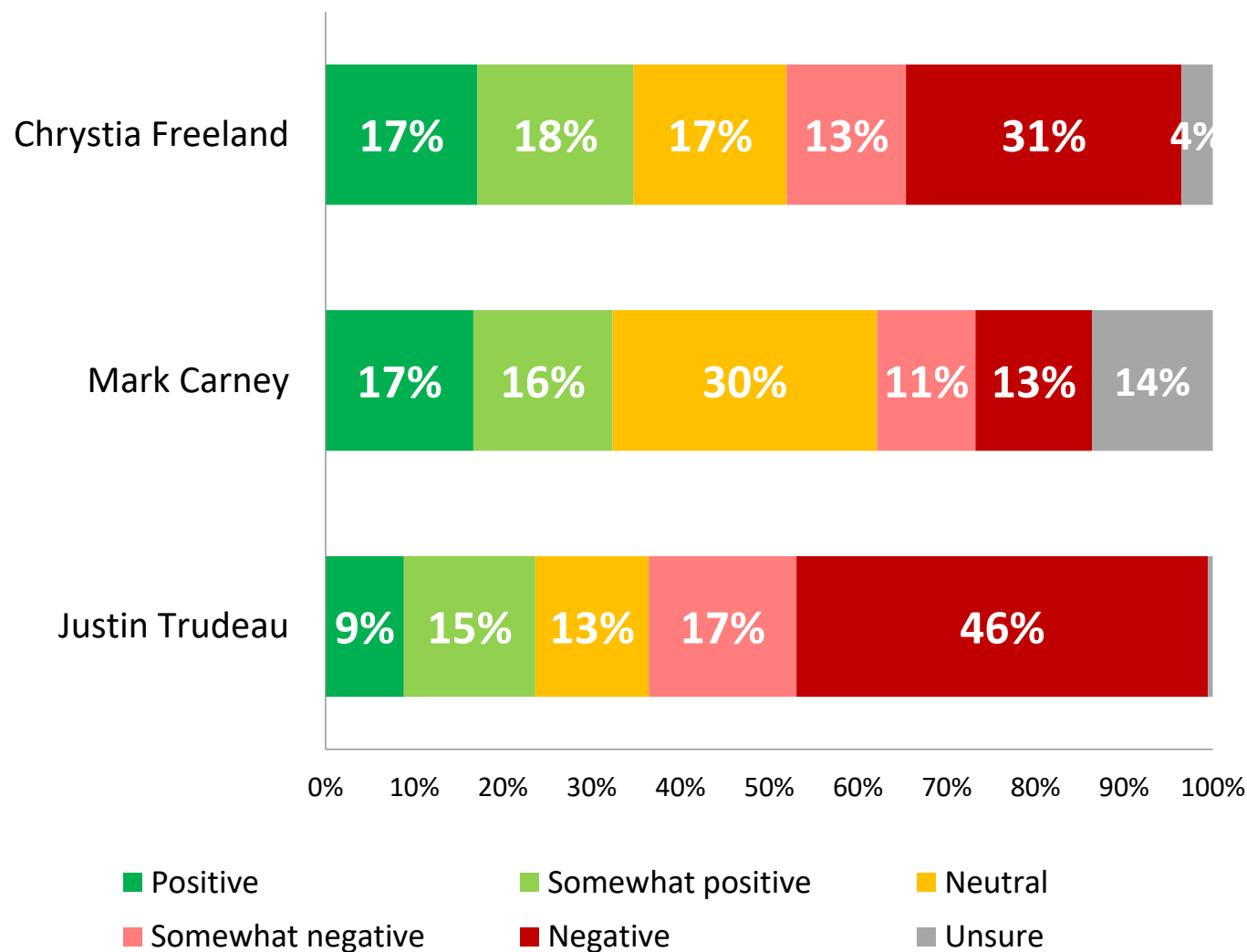
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Our next questions are about federal politics. [ROTATE]

Q – Do you have a positive, somewhat positive, somewhat negative, negative or neutral opinion of Chrystia Freeland, Canada's Minister of Finance?

Q – Do you have a positive, somewhat positive, somewhat negative, negative or neutral opinion of Mark Carney, the former Governor of the Bank of Canada?

Q – Do you have a positive, somewhat positive, somewhat negative, negative or neutral opinion of Justin Trudeau, Canada's Prime Minister?
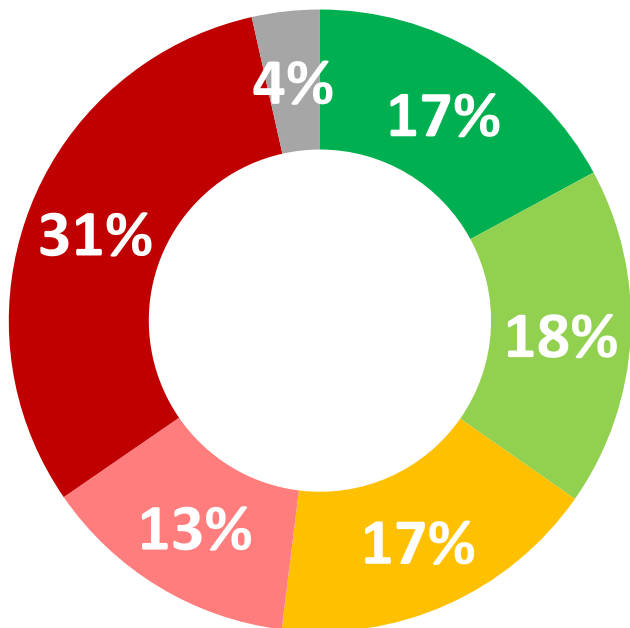
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Impressions of public figures

Chrystia Freeland: Positive 17% | Somewhat positive 18% | Neutral 17% | Somewhat negative 13% | Negative 31% | Unsure 4%

Mark Carney: Positive 17% | Somewhat positive 16% | Neutral 30% | Somewhat negative 11% | Negative 13% | Unsure 14%

Justin Trudeau: Positive 9% | Somewhat positive 15% | Neutral 13% | Somewhat negative 17% | Negative 46%

Legend: ■ Positive ■ Somewhat positive ■ Neutral ■ Somewhat negative ■ Negative ■ Unsure

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 29th to August 1st, 2024, n=1035, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Impressions of Chrystia Freeland

Legend:
- Positive (green)
- Somewhat positive (light green)
- Neutral (yellow)
- Somewhat negative (pink)
- Negative (dark red)
- Unsure (grey)

Pie chart values: 17%, 18%, 17%, 13%, 31%, 4%

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

Positive/Somewhat positive	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
	40.6%	39.7%	35.1%	24.4%	35.2%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	32.0%	37.3%	20.9%	32.1%	45.7%

Negative/Somewhat negative	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
	33.3%	29.2%	50.5%	52.4%	49.0%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	50.9%	38.4%	49.2%	47.7%	39.0%

Q – Our next questions are about federal politics. [ROTATE] Do you have a positive, somewhat positive, somewhat negative, negative or neutral opinion of Chrystia Freeland, Canada's Minister of Finance?

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Impressions of Justin Trudeau
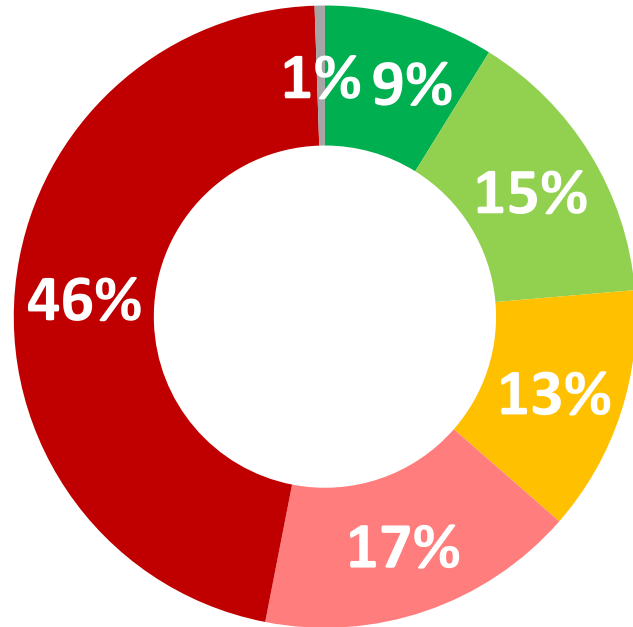
Positive/Somewhat positive	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
	28.9%	**25.0%**	**22.2%**	**18.5%**	**29.5%**
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	19.9%	**27.3%**	**19.5%**	**20.8%**	**28.5%**

Negative/Somewhat negative	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
	56.3%	**55.4%**	**66.7%**	**69.0%**	**61.2%**
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	68.2%	**58.1%**	**63.0%**	**65.3%**	**61.3%**

Legend: Positive, Somewhat positive, Neutral, Somewhat negative, Negative, Unsure

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

Q – Our next questions are about federal politics. [ROTATE] Do you have a positive, somewhat positive, somewhat negative, negative or neutral opinion of Justin Trudeau, Canada's Prime Minister?

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Impressions of Mark Carney
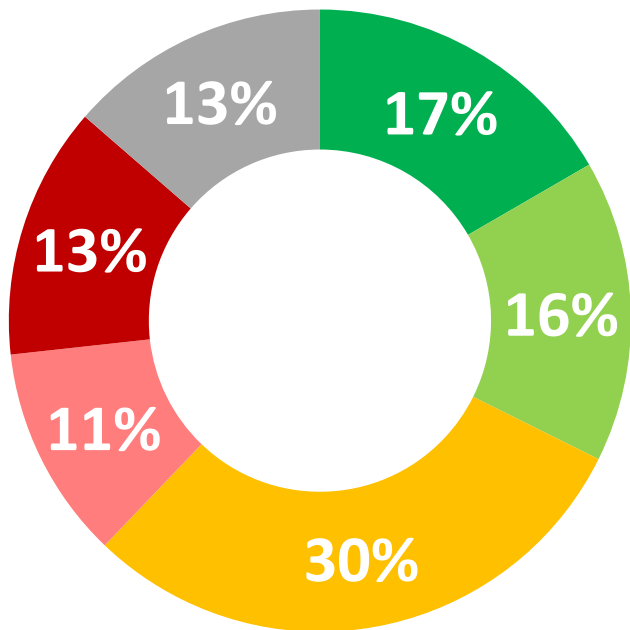
Positive/Somewhat positive	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
	28.5%	31.3%	35.7%	24.1%	36.9%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	34.0%	30.8%	16.6%	31.6%	43.1%

Negative/Somewhat negative	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
	22.9%	13.2%	24.6%	37.0%	26.0%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	29.7%	19.0%	27.7%	27.3%	19.5%

Legend:
- ■ Positive
- ■ Somewhat positive
- ■ Neutral
- ■ Somewhat negative
- ■ Negative
- ■ Unsure

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

Q – Our next questions are about federal politics. [ROTATE] Do you have a positive, somewhat positive, somewhat negative, negative or neutral opinion of Mark Carney, the former Governor of the Bank of Canada?

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Impact of appointing Mark Carney as Minister of Finance

Q – Thinking of a situation where former Bank of Canada Governor Mark Carney was appointed Canada's Minister of Finance, which of the following statements, if any, best reflects your personal view? Having Mark Carney as Justin Trudeau's Minister of Finance: [RANDOMIZE]

29%	39%	8%	24%

- 🟩 Would help the Liberals be more competitive in the next federal election
- 🟨 Would have no impact on how people vote
- 🟥 Would make the Liberals less competitive in the next federal election
- ⬜ Unsure of the impact

Help Liberals be more competitive	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
	33.2%	31.0%	28.6%	22.4%	30.8%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	30.6%	26.9%	19.8%	28.2%	34.8%

Make the Liberals less competitive	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)
	7.5%	7.3%	7.1%	12.2%	9.8%
	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
	10.1%	6.8%	13.6%	7.8%	5.5%

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

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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]

Legend:
- Dec-23
- Jul-24
- Aug-24

Candidate	Dec-23	Jul-24	Aug-24
None of the above	24%	25%	29%
Mark Carney	15%	19%	18%
Chrystia Freeland	18%	9%	12%
Justin Trudeau	9%	9%	9%
Melanie Joly	4%	5%	6%
François Philippe Champagne	2%	4%	4%
Anita Anand	5%	3%	3%
Dominic LeBlanc	2%	3%	2%
Sean Fraser	2%	2%	1%
Unsure	19%	20%	15%

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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]

	2024-08 (n=1035)	Atlantic (n=84)	Quebec (n=231)	Ontario (n=352)	Prairies (n=216)	BC (n=152)	Men (n=551)	Women (n=484)	18 to 34 (n=167)	35 to 54 (n=362)	55 plus (n=506)
None of the above	28.8%	19.6%	17.6%	31.0%	39.6%	32.0%	32.2%	25.5%	29.2%	32.3%	25.7%
Mark Carney	17.6%	13.9%	16.9%	18.6%	14.9%	21.0%	18.9%	16.3%	13.3%	17.1%	20.7%
Chrystia Freeland	12.3%	10.7%	14.0%	14.4%	7.0%	11.2%	10.0%	14.5%	11.1%	12.5%	13.0%
Justin Trudeau	9.4%	7.2%	12.4%	9.1%	6.6%	9.8%	10.1%	8.6%	9.8%	6.6%	11.2%
Melanie Joly	5.9%	4.6%	10.9%	4.8%	5.3%	2.1%	5.7%	6.1%	4.4%	8.1%	5.2%
François Philippe Champagne	4.5%	1.3%	13.8%	2.1%	1.2%	1.0%	4.9%	4.0%	2.7%	3.4%	6.5%
Anita Anand	3.4%	3.3%	1.0%	5.2%	2.4%	3.5%	3.5%	3.2%	1.3%	3.3%	4.9%
Dominic LeBlanc	1.9%	12.4%	1.6%	1.4%	0.6%	0.6%	2.0%	1.9%	0.8%	1.2%	3.3%
Sean Fraser	1.0%	6.3%	-	1.4%	-	-	1.4%	0.5%	1.3%	0.9%	0.8%
Unsure	15.3%	20.7%	11.8%	12.0%	22.4%	18.8%	11.2%	19.3%	26.2%	14.6%	8.8%

THE GLOBE AND MAIL* NANOS

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,035 Canadians, 18 years of age or older, between July 29th and August 1st, 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 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		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	1035 Randomly selected individuals.			
Source of Sample	Nanos Hybrid Panel		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.
Type of Sample	Probability			
Margin of Error	±3.1 percentage points, 19 times out of 20.		Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey		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.
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.		Estimated Response Rate	Nine percent, consistent with industry norms.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online		Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Number of Calls	Maximum of five call backs to those recruited.		Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on federal party leaders and politics, and extreme weather events.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.			
Field Dates	July 29th to August 1st, 2024.		Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Language of Survey	The survey was conducted in both English and French.		Research/Data Collection Supplier	Nanos Research
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/		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

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ABOUT NANOS

Any questions?

✉

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ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co

NANOS

TABULATIONS

2024-2638 - Globe and Mail - July Omni - STAT SHEET

Methodology: Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online survey of 1,035 Canadians, 18 years of age and older, between July 29th and August 1st, 2024. The margin of error for a survey of 1,035 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 - Do you have a positive, somewhat positive, somewhat negative, negative or neutral opinion of Chrystia Freeland, Canada's Minister of Finance?

		Canada 2024-08	Region					Gender		Age		
			Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	18 to 34	35 to 54	55 plus
Total	Unwgt N	1035	84	231	352	216	152	551	484	167	362	506
	Wgt N	1000	67	231	388	175	139	490	510	267	322	411
Positive	%	17.1	13.1	18.2	18.5	12.9	18.6	15.1	19.0	10.9	14.8	22.9
Somewhat positive	%	17.6	27.5	21.5	16.7	11.5	16.7	16.9	18.2	9.9	17.2	22.9
Neutral	%	17.3	20.0	27.3	13.9	15.2	11.1	13.6	20.8	20.9	17.9	14.4
Somewhat negative	%	13.4	6.3	15.3	15.1	12.6	10.2	12.3	14.6	14.9	13.1	12.8
Negative	%	31.1	27.0	13.9	35.3	39.8	38.8	38.6	23.9	34.2	34.6	26.3
Unsure	%	3.5	6.1	3.7	0.5	8.0	4.7	3.5	3.5	9.1	2.3	0.9

Question - Do you have a positive, somewhat positive, somewhat negative, negative or neutral opinion of Justin Trudeau, Canada's Prime Minister?

		Canada 2024-08	Region					Gender		Age		
			Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	18 to 34	35 to 54	55 plus
Total	Unwgt N	1035	84	231	352	216	152	551	484	167	362	506
	Wgt N	1000	67	231	388	175	139	490	510	267	322	411
Positive	%	8.8	7.6	8.7	8.6	9.0	10.3	8.8	8.8	5.7	6.9	12.4
Somewhat positive	%	14.8	21.3	16.3	13.6	9.5	19.2	11.0	18.4	13.8	13.9	16.1
Neutral	%	12.8	13.4	18.8	11.1	11.0	9.3	11.5	14.0	16.3	13.5	9.9
Somewhat negative	%	16.6	24.2	22.1	15.4	12.2	13.1	14.2	19.0	15.7	16.6	17.3
Negative	%	46.4	32.1	33.4	51.3	56.8	48.1	54.0	39.0	47.3	48.7	44.0
Unsure	%	0.5	1.3	0.8	0.0	1.4	0.0	0.4	0.6	1.1	0.4	0.2

Question - Do you have a positive, somewhat positive, somewhat negative, negative or neutral opinion of Mark Carney, the former Governor of the Bank of Canada?

		Canada 2024-08	Region					Gender		Age		
			Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	18 to 34	35 to 54	55 plus
Total	Unwgt N	1035	84	231	352	216	152	551	484	167	362	506
	Wgt N	1000	67	231	388	175	139	490	510	267	322	411
Positive	%	16.6	18.3	15.5	18.3	13.0	17.7	17.0	16.3	9.7	13.7	23.4
Somewhat positive	%	15.7	10.2	15.8	17.4	11.1	19.2	16.9	14.5	6.9	17.9	19.7
Neutral	%	29.8	31.5	38.7	29.9	22.0	23.8	25.3	34.1	28.7	31.0	29.6
Somewhat negative	%	11.1	12.7	8.0	10.7	17.5	8.6	13.7	8.6	13.3	11.1	9.7
Negative	%	13.1	10.2	5.2	13.9	19.6	17.4	16.0	10.3	14.5	16.2	9.8
Unsure	%	13.6	17.1	16.8	9.8	16.9	13.3	11.0	16.1	27.0	10.0	7.8

Question - Thinking of a situation where former Bank of Canada Governor Mark Carney was appointed Canada's Minister of Finance, which of the following statements, if any, best reflects your personal view? Having Mark Carney as Justin Trudeau's Minister of Finance: [RANDOMIZE]

		Canada 2024-08	Region					Gender		Age		
			Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	18 to 34	35 to 54	55 plus
Total	Unwgt N	1035	84	231	352	216	152	551	484	167	362	506
	Wgt N	1000	67	231	388	175	139	490	510	267	322	411
Would help the Liberals be more competitive in the next federal election	%	28.7	33.2	31.0	28.6	22.4	30.8	30.6	26.9	19.8	28.2	34.8
Would have no impact on how people vote	%	38.9	30.5	36.2	43.8	37.9	34.7	43.0	34.9	35.2	39.8	40.6
Would make the Liberals less competitive in the next federal election	%	8.4	7.5	7.3	7.1	12.2	9.8	10.1	6.8	13.6	7.8	5.5
Unsure of the impact	%	24.0	28.7	25.5	20.5	27.5	24.6	16.3	31.4	31.4	24.2	19.1

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

		Canada 2024-08	Region					Gender		Age		
			Atlantic	Quebec	Ontario	Prairies	BC	Male	Female	18 to 34	35 to 54	55 plus
Total	Unwgt N	1035	84	231	352	216	152	551	484	167	362	506
	Wgt N	1000	67	231	388	175	139	490	510	267	322	411
Justin Trudeau	%	9.4	7.2	12.4	9.1	6.6	9.8	10.1	8.6	9.8	6.6	11.2
Chrystia Freeland	%	12.3	10.7	14.0	14.4	7.0	11.2	10.0	14.5	11.1	12.5	13.0
Melanie Joly	%	5.9	4.6	10.9	4.8	5.3	2.1	5.7	6.1	4.4	8.1	5.2
François Philippe Champagne	%	4.5	1.3	13.8	2.1	1.2	1.0	4.9	4.0	2.7	3.4	6.5
Mark Carney	%	17.6	13.9	16.9	18.6	14.9	21.0	18.9	16.3	13.3	17.1	20.7
Anita Anand	%	3.4	3.3	1.0	5.2	2.4	3.5	3.5	3.2	1.3	3.3	4.9
Sean Fraser	%	1.0	6.3	0.0	1.4	0.0	0.0	1.4	0.5	1.3	0.9	0.8
Dominic LeBlanc	%	1.9	12.4	1.6	1.4	0.6	0.6	2.0	1.9	0.8	1.2	3.3
None of the above	%	28.8	19.6	17.6	31.0	39.6	32.0	32.2	25.5	29.2	32.3	25.7
Unsure	%	15.3	20.7	11.8	12.0	22.4	18.8	11.2	19.3	26.2	14.6	8.8