



A quarter of Canadians say none of the potential Liberal leader candidates appeal to them; Carney tops list after none of the above.

National survey released November, 2024
Field: November 4th to 6th, 2024
Submission 2024-2716



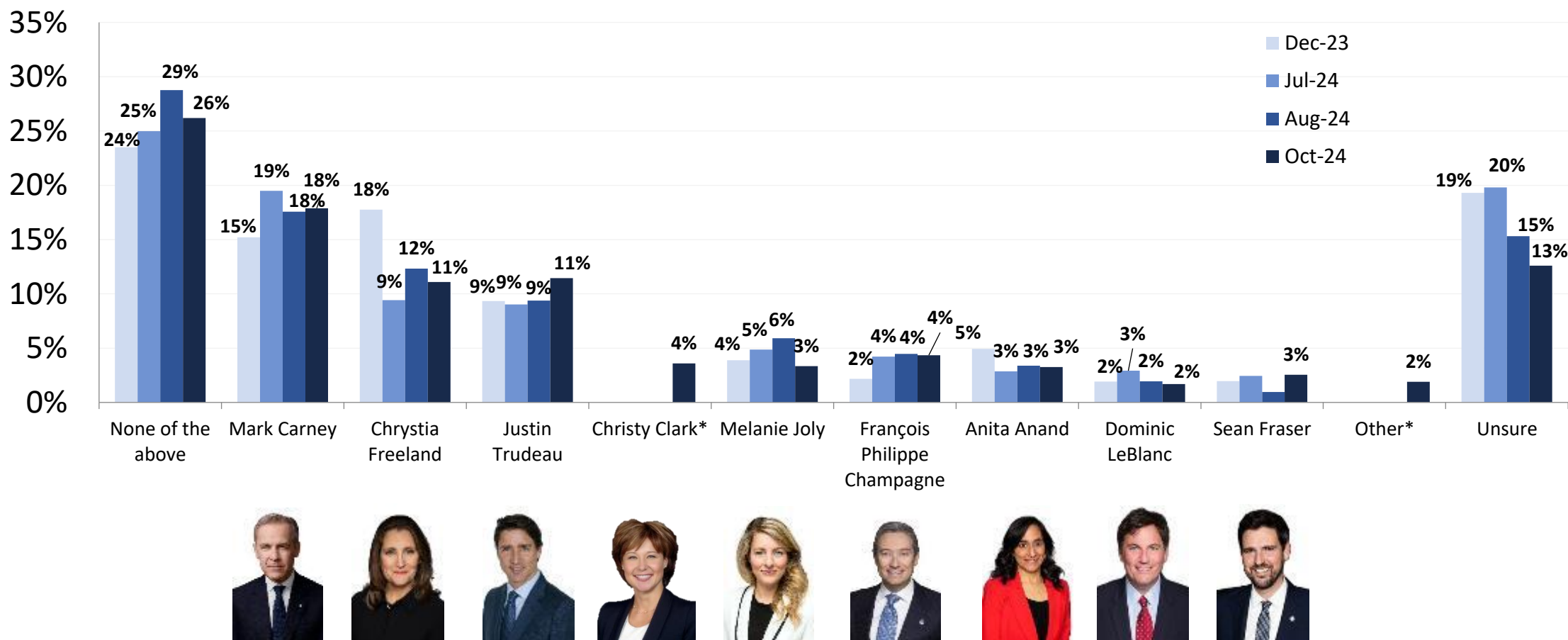
The objective of the research was to gauge the views of Canadians on the political appeal of potential Liberal Party leadership candidates.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,010 Canadians, 18 years of age or older, between November 4th to 6th, 2024 as part of an omnibus survey. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by CTV News and 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]



*Not included in previous waves

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=1010, 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]

	2024-11 (n=1010)	Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)	Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
None of the above	26.2%	18.8%	22.2%	25.9%	35.1%	26.4%	23.5%	28.9%	26.8%	28.8%	23.9%
Mark Carney	17.9%	12.6%	15.5%	19.7%	17.6%	19.8%	22.1%	13.8%	14.2%	17.1%	20.9%
Justin Trudeau	11.4%	12.9%	10.2%	14.0%	9.4%	8.3%	9.7%	13.1%	13.7%	9.4%	11.6%
Chrystia Freeland	11.1%	9.6%	13.9%	10.9%	7.9%	11.6%	10.8%	11.4%	9.6%	12.9%	10.6%
François Philippe Champagne	4.3%	-	16.1%	0.9%	1.2%	0.7%	4.6%	4.1%	4.1%	2.9%	5.6%
Christy Clark	3.6%	3.7%	0.6%	3.5%	5.3%	7.0%	4.7%	2.6%	3.2%	4.0%	3.6%
Melanie Joly	3.3%	0.8%	6.0%	2.0%	1.9%	5.6%	3.4%	3.3%	2.8%	3.7%	3.4%
Anita Anand	3.3%	6.9%	1.2%	4.2%	3.7%	1.5%	2.9%	3.6%	2.3%	3.3%	3.8%
Sean Fraser	2.5%	7.2%	0.5%	3.6%	1.7%	2.0%	2.4%	2.7%	1.4%	2.0%	3.7%
Dominic LeBlanc	1.7%	8.8%	2.0%	1.3%	-	1.0%	1.5%	1.8%	1.1%	1.7%	2.0%
Other	1.9%	2.8%	1.1%	2.3%	2.8%	0.8%	2.8%	1.1%	2.9%	1.8%	1.4%
Unsure	12.6%	16.0%	10.7%	11.8%	13.5%	15.3%	11.5%	13.6%	17.8%	12.4%	9.4%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to 6th, 2024, n=1010, 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 1010 Canadians, 18 years of age or older, between November 4th to 6th, 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
Research sponsor	CTV News
Population and Final Sample Size	1,010 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.1 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	November 4 th to 6 th , 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	11 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.
Tabulations	By region, age and gender



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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

ABOUT NANOS

Any questions?



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