

Canadians twice as likely to prefer that the Liberal party have someone other than Justin Trudeau leading the party in the next election.

National survey released November, 2024
Field: November 4th to November 6th, 2024
Submission 2024-2717

THE GLOBE AND MAIL*





The research gauged the opinion of Canadians on Liberal Party leadership and ways for Liberals to increase their chances of winning next election.

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 and November 6th, 2024, as part of an omnibus survey.

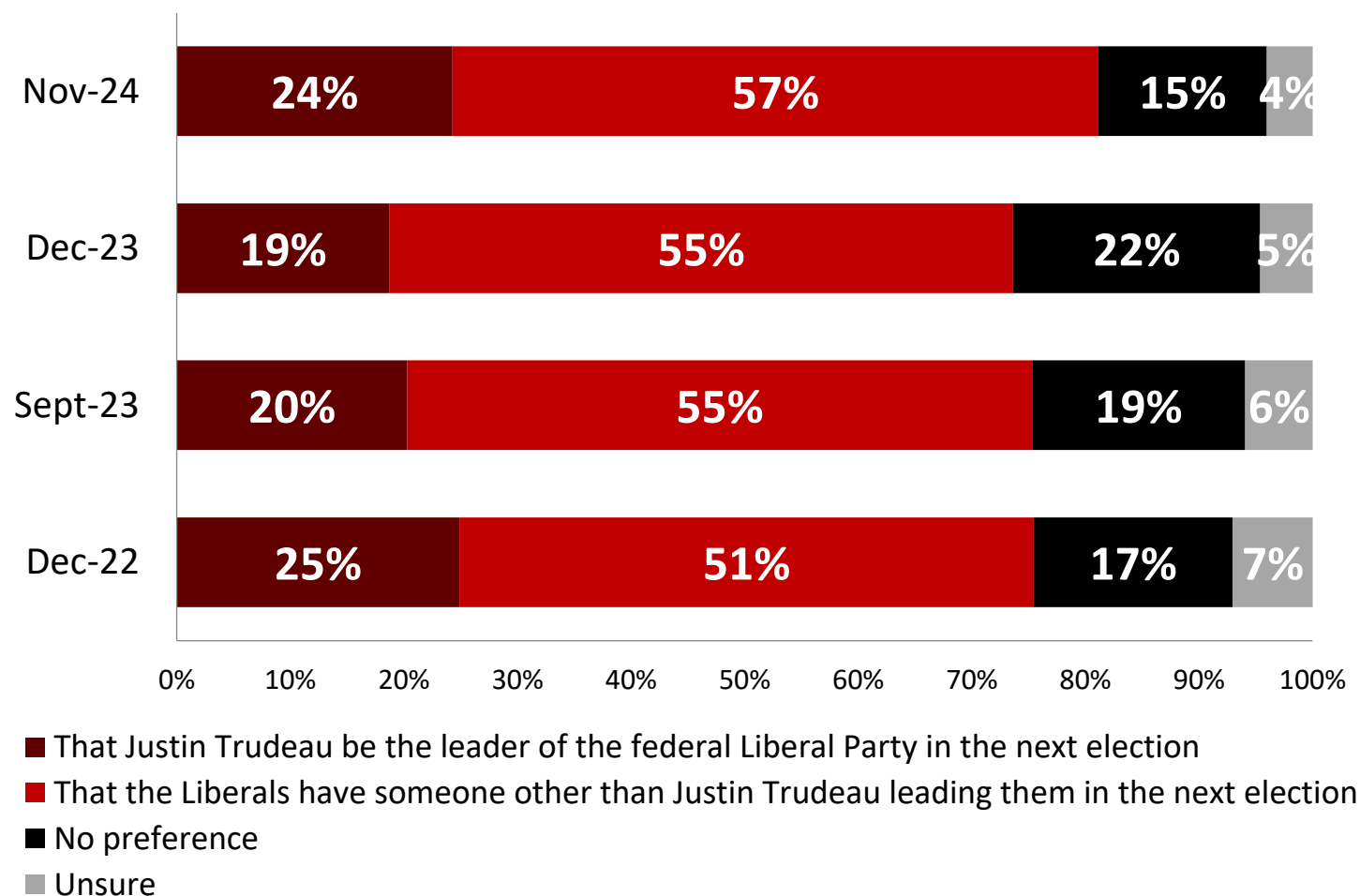
The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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

Similarly to past waves, the majority of Canadians say they prefer that the Liberals have someone other than Justin Trudeau leading the federal Liberal Party in the next election.

The proportion who are have no preference has slightly decreased since December 2023.

Preferred leader of the Liberal Party for next election



*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, November 4th to November 6th, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL*



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? [ROTATE]

That Justin Trudeau be the leader of the federal Liberal Party in the next election				
Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
20.3%	18.1%	27.9%	29.8%	19.4%
Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
27.6%	21.1%	28.1%	21.2%	24.2%
That the Liberals have someone other than Justin Trudeau leading them in the next election				
Atlantic (n=106)	Quebec (n=174)	Ontario (n=356)	Prairies (n=216)	BC (n=158)
59.3%	64.1%	53.5%	50.2%	61.6%
Men (n=522)	Women (n=488)	18 to 34 (n=197)	35 to 54 (n=365)	55 plus (n=448)
55.5%	58.2%	54.6%	59.9%	56.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to November 6th, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Preferred leader of the Liberal Party for next election – by voting preference

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

That Justin Trudeau be the leader of the federal Liberal Party in the next election

Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Usually votes BQ (n=44)	Does not regularly vote for a party (n=235)
27.5%	27.2%	22.7%	11.6%	21.9%

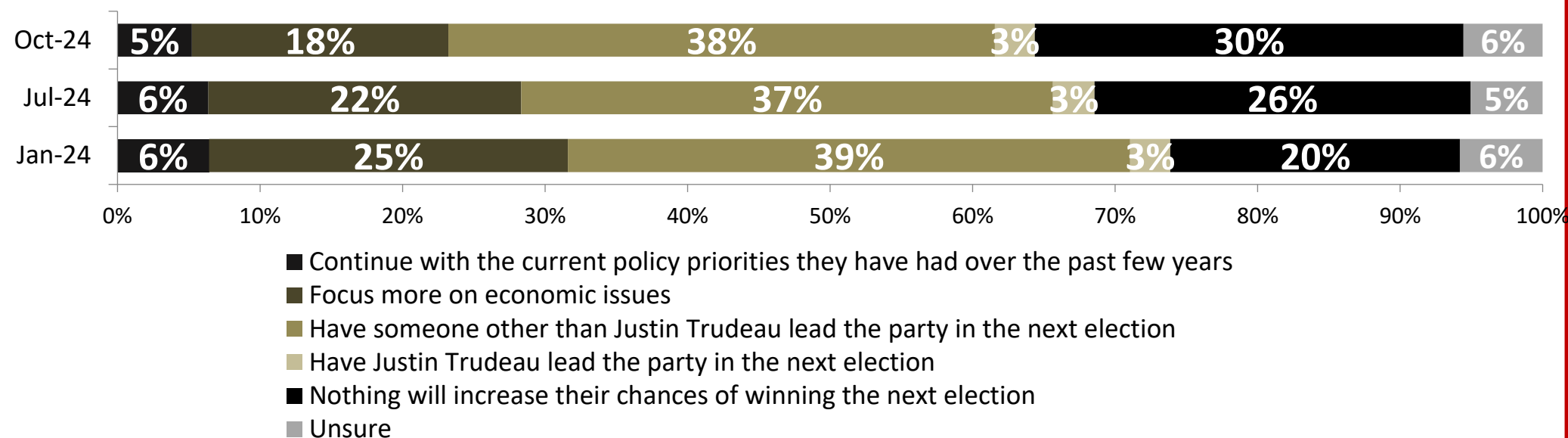
That the Liberals have someone other than Justin Trudeau leading them in the next election

Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Usually votes BQ (n=44)	Does not regularly vote for a party (n=235)
58.1%	51.5%	54.1%	71.0%	59.1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to November 6th, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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]



2 in 5 Canadians

say that the best way for the Liberals to increase their chances of winning the next federal elections is to have someone other than Justin Trudeau lead the party in the next election. A larger proportion of Canadians say nothing will increase the Liberals' chances of winning the next election compared to January 2024.

*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, November 4th to November 6th, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

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

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]

	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)
Have someone other than Justin Trudeau lead the party in the next election	38.3%	38.0%	46.6%	33.5%	37.0%	40.2%	40.0%	36.8%	35.5%	43.4%	36.2%
Nothing will increase their chances of winning the next election	30.1%	29.5%	21.6%	34.4%	34.2%	27.1%	31.7%	28.5%	29.0%	28.7%	31.8%
Focus more on economic issues	18.0%	14.0%	18.2%	17.3%	19.4%	19.7%	14.4%	21.5%	21.9%	15.3%	17.5%
Continue with the current policy priorities they have had over the past few years	5.2%	5.4%	4.7%	7.3%	2.7%	3.4%	5.9%	4.6%	3.1%	3.9%	7.6%
Have Justin Trudeau lead the party in the next election	2.8%	4.3%	3.5%	2.2%	2.8%	2.7%	3.3%	2.4%	3.1%	2.8%	2.6%
Unsure	5.6%	8.8%	5.5%	5.3%	4.0%	6.8%	4.8%	6.3%	7.3%	5.8%	4.2%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to November 6th, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Ways for Liberals to increase chances of winning next election – by voting preference

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]

	2024-11 (n=1010)	Usually votes LPC (n=282)	Usually votes CPC (n=288)	Usually votes NDP (n=130)	Usually votes BQ (n=44)	Does not regularly vote for a party (n=235)
Have someone other than Justin Trudeau lead the party in the next election	38.3%	43.3%	25.4%	44.3%	50.1%	41.5%
Nothing will increase their chances of winning the next election	30.1%	14.0%	63.0%	9.8%	26.6%	23.6%
Focus more on economic issues	18.0%	25.0%	6.5%	23.6%	11.6%	21.7%
Continue with the current policy priorities they have had over the past few years	5.2%	8.8%	0.7%	9.7%	2.2%	3.8%
Have Justin Trudeau lead the party in the next election	2.8%	4.9%	0.6%	2.6%	-	3.6%
Unsure	5.6%	3.9%	3.8%	10.0%	9.6%	5.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to November 6th, 2024, n=1010, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Preferred federal party – by demographics

Q – Thinking of federal elections, which federal party do you usually vote for.
[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)
Liberal Party of Canada	28.6%	34.2%	28.7%	32.2%	22.2%	23.8%	27.5%	29.7%	25.3%	29.7%	29.8%
Conservative Party of Canada	26.6%	20.0%	8.8%	30.3%	41.3%	30.9%	31.3%	22.2%	24.2%	28.0%	27.2%
I don't have a party I regularly vote for	23.0%	32.8%	22.2%	24.0%	19.5%	21.2%	20.0%	25.9%	25.6%	23.7%	20.8%
New Democratic Party of Canada	12.8%	8.7%	11.0%	10.9%	16.4%	18.8%	11.4%	14.2%	18.4%	9.2%	12.0%
Bloc Quebecois	6.0%	-	25.9%	-	-	-	6.7%	5.3%	3.2%	5.4%	8.3%
Green Party of Canada	1.9%	4.3%	1.5%	1.5%	0.7%	3.9%	1.5%	2.2%	2.1%	2.0%	1.6%
People's Party of Canada	0.8%	-	1.5%	1.1%	-	0.6%	1.1%	0.6%	0.8%	1.6%	0.2%
Other party	0.2%	-	0.6%	-	-	0.8%	0.5%	-	0.4%	0.4%	-

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 4th to November 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 and November 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 dialing 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



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	1010 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	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	11 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 and transportation.
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.	Tabulations	By region, age and gender By political party
Field Dates	November 4 th to November 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/		



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

nanos dimap analytika



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

Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

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



NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,
we are the leader in high velocity data insights and visualization.

Market | Consumer | Reputation | Policy | Insight

For more information about our services, please visit us at:

www.nanos.co