



Freeland brand improves, Trudeau declines following Freeland resignation.

National survey released January, 2025
Field: December 30th, 2024 to January 5th, 2025
Submission 2024-2718

The research gauged the opinions of Canadians on the recent resignation of Chrystia Freeland as Minister of Finance, and its impact on their impressions of both Prime Minister Justin Trudeau and Chrystia Freeland.

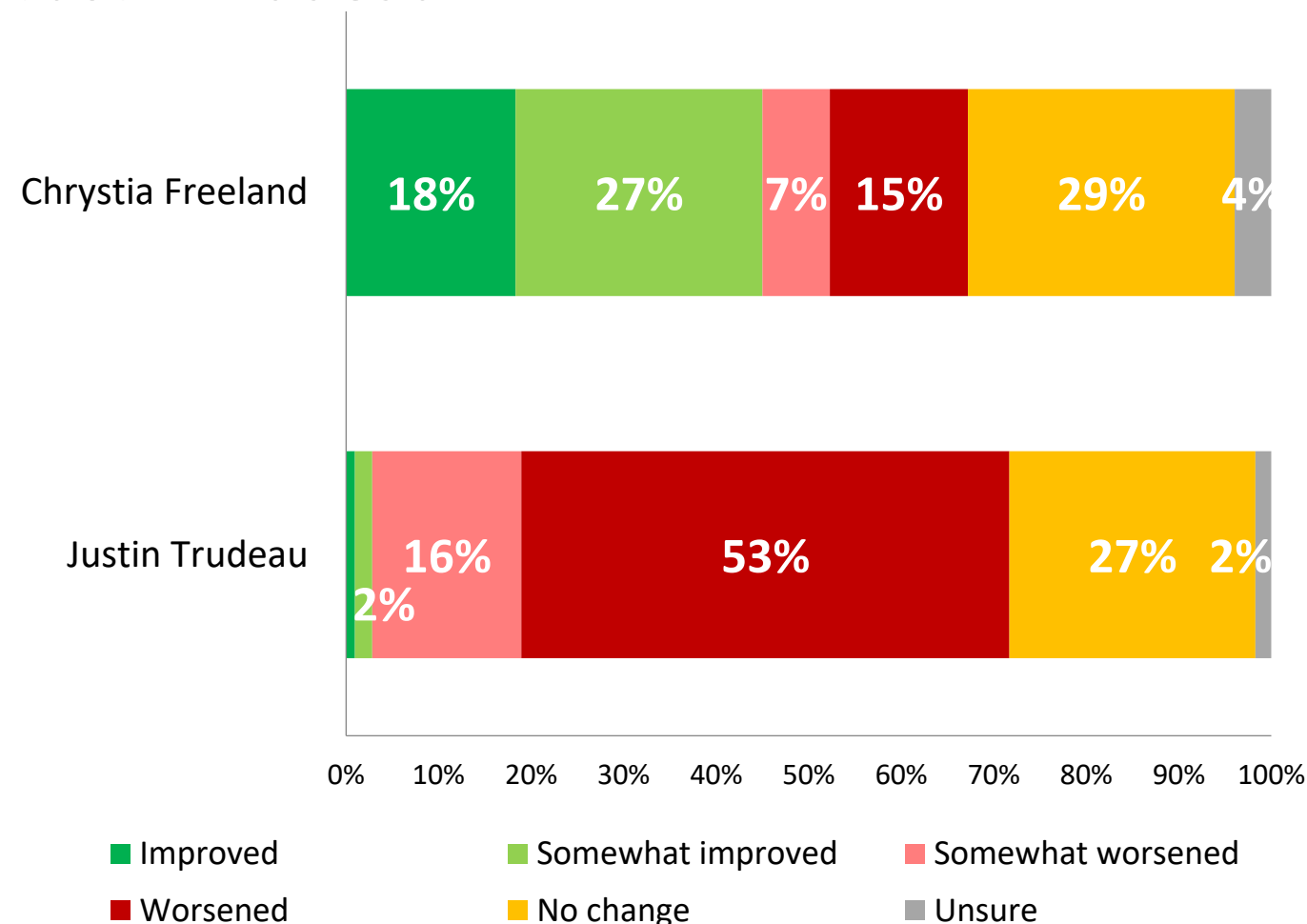
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,045 Canadians, 18 years of age or older, between December 30th, 2024 and January 5th, 2025 as part of an omnibus survey.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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

Following Chrystia Freeland's resignation, Canadians are much more likely to have an improved or somewhat improved impression of Chrystia Freeland than Justin Trudeau.

Positive impression – Chrystia Freeland and Justin Trudeau



*Weighted to the true population proportion.

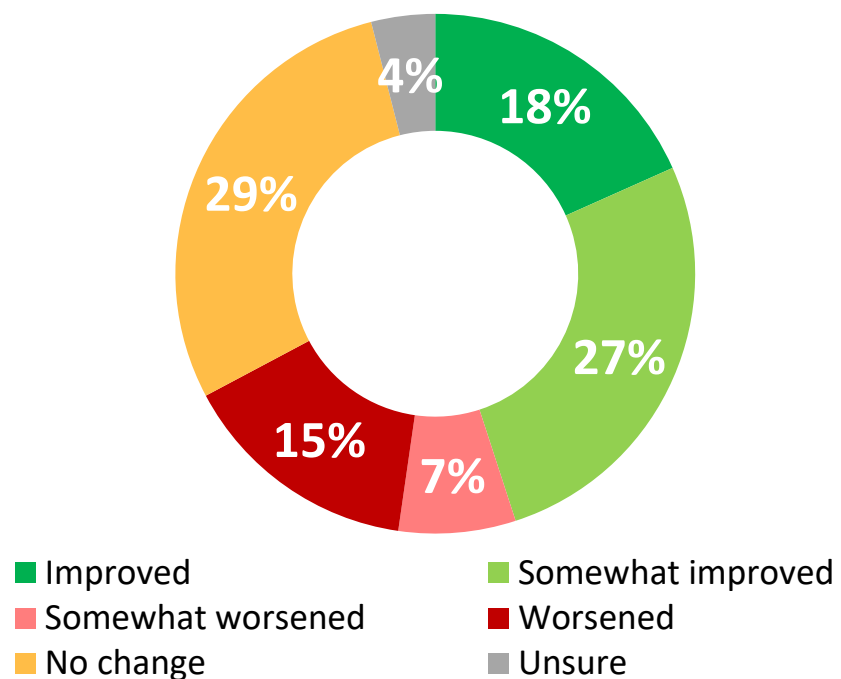
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024 to January 5th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Q – As you may know Chrystia Freeland resigned as Minister of Finance in the Liberal Government led by Prime Minister Justin Trudeau. Based on what you have heard, has your impression of the following individuals improved, somewhat improved, somewhat worsened, worsened or has there been no change over the past few weeks? [ROTATE]

Impression of Chrystia Freeland

Q – As you may know Chrystia Freeland resigned as Minister of Finance in the Liberal Government led by Prime Minister Justin Trudeau. Based on what you have heard, has your impression of the following individuals improved, somewhat improved, somewhat worsened, worsened or has there been no change over the past few weeks? [ROTATE]– **Chrystia Freeland**



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Over **2 in 5** Canadians

have an improved or somewhat improved impression of Chrystia Freeland over the past few weeks, while over one in five have a worsened or somewhat worsened impression. Three in ten said their impression did not change.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024 to January 5th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Impression of Chrystia Freeland – By demographics

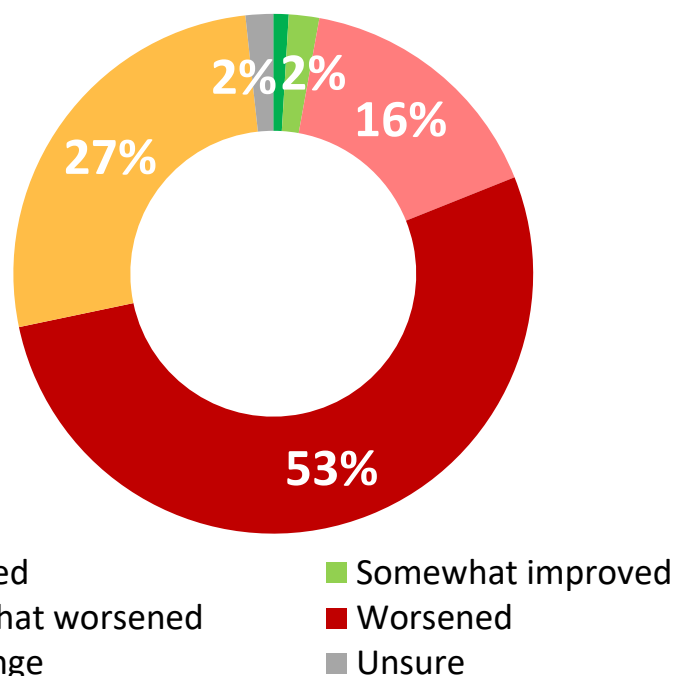
Q – As you may know Chrystia Freeland resigned as Minister of Finance in the Liberal Government led by Prime Minister Justin Trudeau. Based on what you have heard, has your impression of the following individuals improved, somewhat improved, somewhat worsened, worsened or has there been no change over the past few weeks? [ROTATE] – **Chrystia Freeland**

	2024-01 (n=1045)	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)	Men (n=552)	Women (n=490)	18-34 (n=127)	35-54 (n=380)	55 plus (n=538)
Improved/somewhat improved	45.0%	44.2%	47.5%	47.1%	38.6%	43.6%	46.6%	43.5%	40.8%	37.8%	53.3%
Worsened/somewhat worsened	22.2%	24.3%	18.1%	24.1%	24.8%	19.7%	22.4%	22.2%	26.1%	21.6%	20.2%
No change	28.8%	26.1%	29.5%	26.0%	32.8%	31.7%	28.8%	28.6%	26.0%	36.6%	24.5%
Unsure	4.0%	5.4%	4.9%	2.9%	3.8%	5.0%	2.3%	5.6%	7.0%	4.0%	2.0%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024 to January 5th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Impression of Justin Trudeau

Q – As you may know Chrystia Freeland resigned as Minister of Finance in the Liberal Government led by Prime Minister Justin Trudeau. Based on what you have heard, has your impression of the following individuals improved, somewhat improved, somewhat worsened, worsened or has there been no change over the past few weeks? [ROTATE] – **Justin Trudeau**



Around **7 in 10** Canadians

say their impression of Justin Trudeau worsened or somewhat worsened over the past few weeks, while around one in four remained say their impression has not changed. Just three per cent say their impression of Justin Trudeau has improved or somewhat improved.

*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, December 30th, 2024 to January 5th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Impression of Justin Trudeau – by demographics

Q – As you may know Chrystia Freeland resigned as Minister of Finance in the Liberal Government led by Prime Minister Justin Trudeau. Based on what you have heard, has your impression of the following individuals improved, somewhat improved, somewhat worsened, worsened or has there been no change over the past few weeks? [ROTATE] – **Justin Trudeau**

	2024-01 (n=1045)	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)	Men (n=552)	Women (n=490)	18-34 (n=127)	35-54 (n=380)	55 plus (n=538)
Improved/somewhat improved	2.8%	3.6%	4.3%	3.4%	0.6%	1.4%	2.0%	3.7%	3.1%	2.7%	2.8%
Worsened/somewhat worsened	68.9%	64.1%	69.9%	68.5%	70.8%	68.0%	71.4%	66.6%	66.1%	67.6%	71.7%
No change	26.6%	30.6%	23.7%	26.7%	26.3%	29.4%	25.4%	27.5%	26.6%	28.9%	24.7%
Unsure	1.7%	1.7%	2.0%	1.5%	2.3%	1.1%	1.3%	2.1%	4.2%	0.8%	0.8%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 30th, 2024 to January 5th, 2025, n=1045, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,045 Canadians, 18 years of age or older, between December 30th, 2024 and January 5th, 2025 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 ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by Bloomberg 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	Bloomberg 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	1045 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	14 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, U.S. relations, tax policy and federal politics.
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
Field Dates	December 30 th , 2024 to January 5 th , 2025.		
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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