



Freeland appeal up as leader of the Liberal Party - Freeland and Carney top choices for Canadians.

National survey released January 2025
Field: December 30th, 2024 to January 5th, 2025
Submission 2024-2758

 CTV NEWS

 NANOS



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

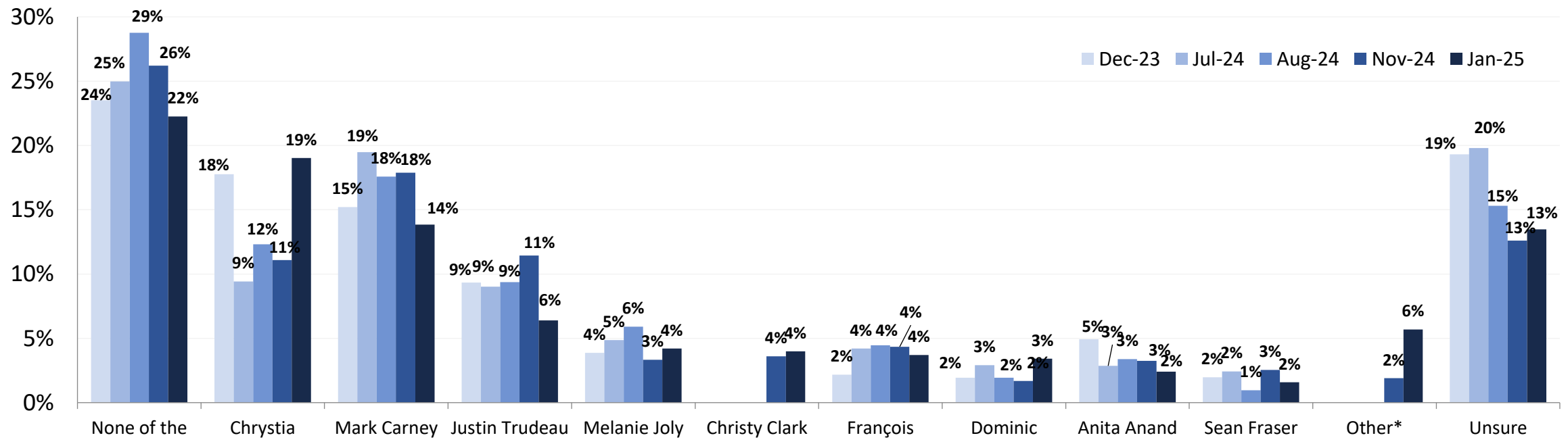
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,045 Canadians, 18 years of age or older, between December 30th, 2024 to January 5th, 2025 as part of an omnibus survey.

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

The research was commissioned by 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, December 30th, 2024 to January 5th, 2025 , n=1045, accurate 3.0 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]

	2025-01 (n=1045)	Atlantic (n=105)	Quebec (n=240)	Ontario (n=327)	Prairies (n=216)	BC (n=157)	Men (n=522)	Women (n=490)	18 to 34 (n=127)	35 to 54 (n=380)	55 plus (n=538)
None of the above	22.3%	21.2%	13.1%	25.4%	28.7%	21.0%	23.4%	21.2%	25.4%	25.9%	17.3%
Chrystia Freeland	19.0%	17.1%	20.4%	22.2%	11.4%	18.3%	18.1%	19.8%	13.3%	19.5%	22.4%
Mark Carney	13.8%	11.5%	11.9%	15.8%	6.9%	21.5%	18.0%	10.0%	11.2%	11.2%	17.7%
Justin Trudeau	6.4%	10.4%	7.3%	6.0%	6.8%	3.5%	4.6%	8.2%	5.3%	8.9%	5.1%
Melanie Joly	4.2%	1.6%	9.1%	3.0%	3.8%	1.1%	3.9%	4.5%	4.8%	4.3%	3.7%
Christy Clark	4.0%	4.1%	1.5%	4.4%	2.0%	9.4%	4.1%	3.9%	4.7%	2.4%	4.8%
François Philippe Champagne	3.7%	3.2%	10.5%	1.0%	3.4%	0.7%	3.7%	3.7%	3.8%	3.1%	4.1%
Dominic LeBlanc	3.4%	9.9%	6.1%	2.0%	1.9%	1.9%	3.0%	3.8%	0.9%	2.7%	5.6%
Anita Anand	2.4%	2.6%	2.1%	1.4%	4.9%	2.3%	2.7%	2.2%	2.2%	1.8%	3.0%
Sean Fraser	1.6%	2.6%	0.3%	1.7%	1.6%	2.9%	1.3%	1.9%	2.0%	1.4%	1.5%
Other	5.7%	5.5%	1.4%	4.1%	12.9%	8.4%	6.6%	4.9%	7.5%	6.0%	4.3%
Unsure	13.5%	10.0%	16.4%	12.9%	15.7%	9.0%	10.5%	16.0%	19.0%	12.7%	10.4%

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.

METHODOLOGY



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 to 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 dialling 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 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	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 and views on economic issues, tariffs and tax rebates.
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 [LINK]
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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