

Report

CANADIAN POLITICS:
Vote Intentions & Global
Threats to Democracy

NATIONAL POST

Survey of Canadians

July 2024



Methodology



Method

Online survey among respondents 18 years of age or older. (Canadian sample: n= 1,601). Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

July 26 to
July 28, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.45\%$, (19 times out of 20) for the Canadian sample.



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses: aenns@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

33%

32%

19%

7%

6%

2%

OFFICIAL RESULTS

2021 Canadian Federal Election*

33.7%

32.6%

17.8%

7.7%

5.0%

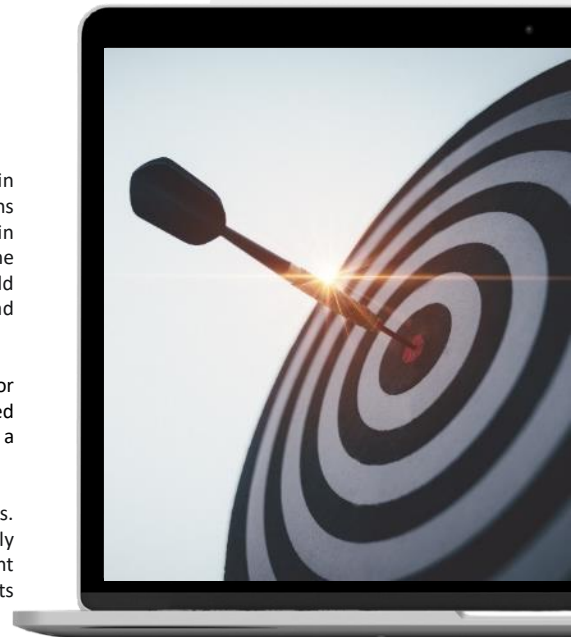
2.3%

Key Highlights (1/2)

Every month, we conduct a survey of Canadians to explore their views on the current government and politics in Canada. This month, our survey was conducted between July 26 and 28, 2024.

Some of the key highlights of our survey about Canadian federal politics include...

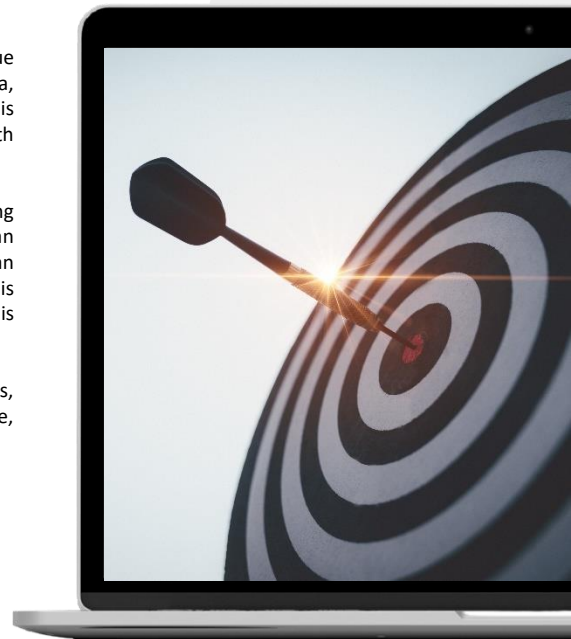
- Pierre Poilievre's Conservative Party remains in the lead, 18 points ahead of Justin Trudeau's Liberal Party. If a federal election were to be held today, 41% of Canadians would vote for the Conservative Party of Canada, while 23% would vote for Justin Trudeau's Liberal Party. The Liberals experienced a 4-point decrease in July, placing the party only slightly ahead of the NDP who are at 20% of decided voter support. It would appear the negative media commentary stemming from the St. Paul by-election loss had an impact on Liberal fortunes.
- Poilievre has also seen an increase in the perception of being the best candidate for Prime Minister, reaching 29% in the most recent survey. Conversely, Trudeau's perceived capability as the best candidate for Prime Minister has declined, now standing at 16%, a 3-point decrease from his previous standing in June.
- There is a significant dissatisfaction with Justin Trudeau's government among Canadians. Two-thirds of Canadians (66%) are dissatisfied while only 29% say they are currently satisfied. Only 4% of respondents reported being "very satisfied" with the current government, while a substantial 43% are "very dissatisfied." This stark contrast highlights a growing intensity of discontent.



Key Highlights (2/2)

On a special topic global threats to democracy...

- Three quarters of Canadians (76%) believe it is important for Canada to continue standing with democratic allies against the actions of undemocratic countries like Russia, China, Iran, and North Korea. Among these, 49% consider it "very important,". This strong support underscores a national consensus on the importance of aligning with democratic nations to counteract global threats and uphold democratic values.
- A majority of Canadians support siding with international allies in conflicts involving undemocratic governments. Specifically, 71% favor supporting Ukraine against Russian attacks, 65% back South Korea against North Korean threats and 62% support Taiwan against China's territorial claims. Support for Israel against Iranian-sponsored attacks is still the largest plurality but lower at 47%, underscoring the controversial impact this conflict has had in Canada.
- 70% of Canadians believe that international conflicts involving undemocratic nations, though a long way from Canada, pose a serious threat to the country's way of life, values, beliefs, and freedoms.



REPORT

Federal Voting Intentions & Government Satisfaction

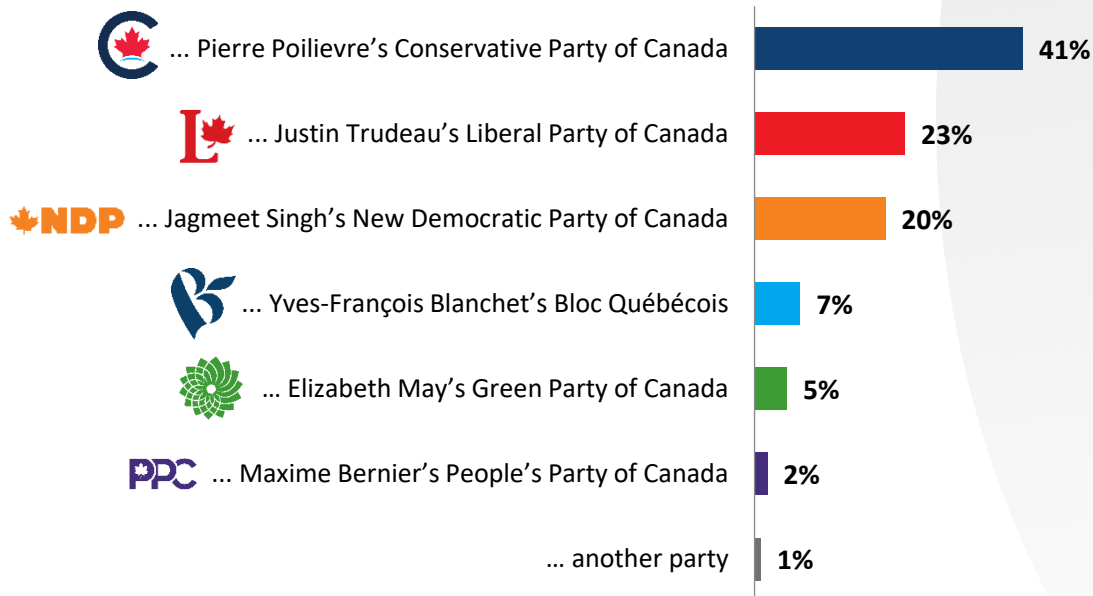
Survey of Canadians



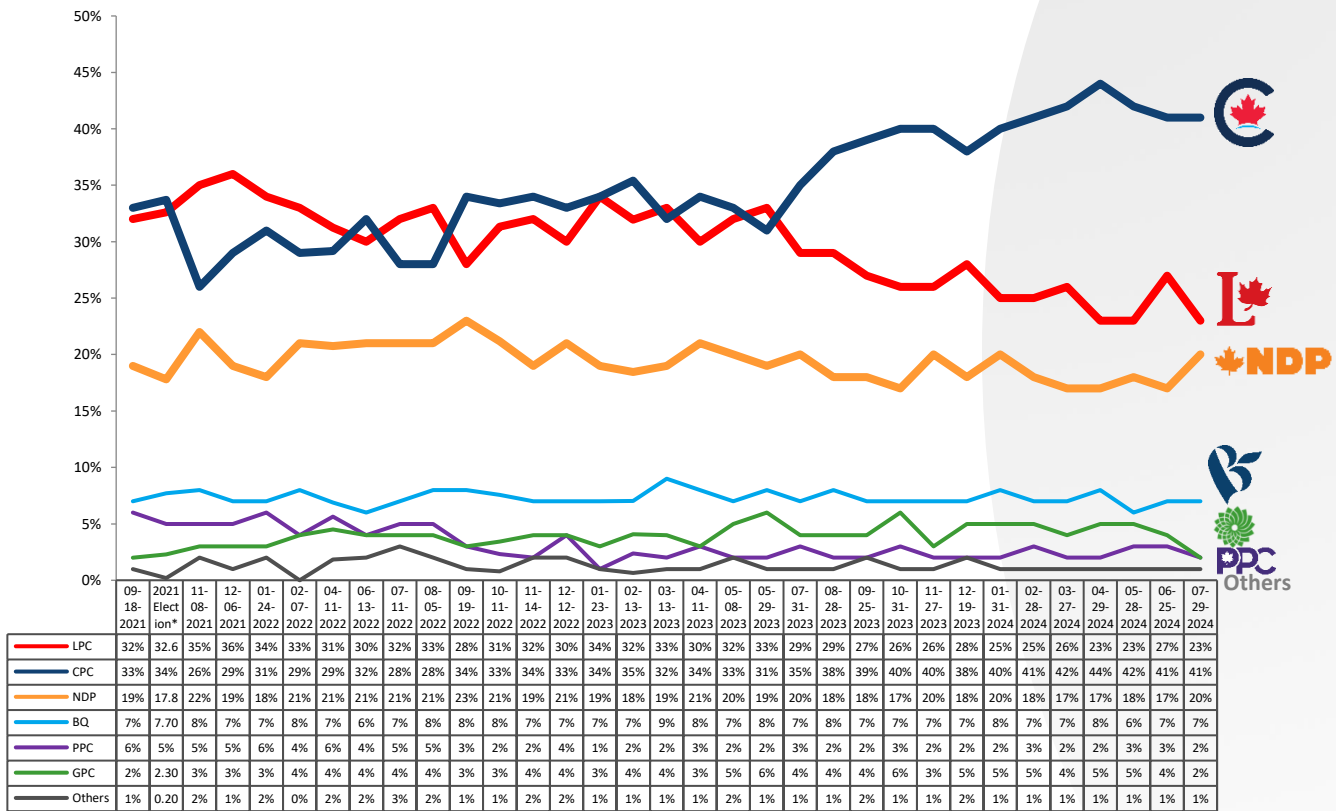
Voting Intentions - Federal Elections (1/2)

Q1. If a federal election were held today, for which political party would you be most likely to vote? Would it be for...? *In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...*

Base: Decided voters (n=1,288), except for the Bloc Québécois, Quebecers only



Evolution of Voting Intentions in Canada

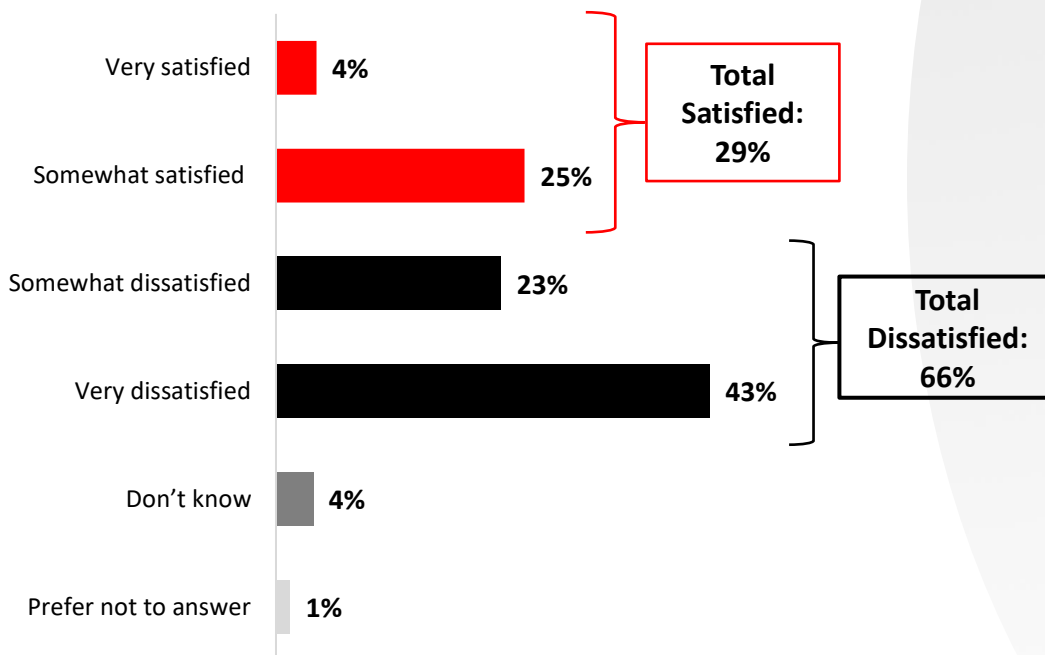


*Official results from Elections Canada

Satisfaction With Trudeau's Government (1/2)

Q3. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents (n=1,601)



Satisfaction With Trudeau's Government (2/2)

Q3. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents (n=1,601)

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 2024	Gap
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319	1,607	
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309	1,607	
Total Satisfied	29%	27%	34%	30%	30%	20%	27%	28%	30%	30%	27%	30%	34%	27%	20%	29%	-
Very satisfied	4%	4%	3%	5%	6%	2%	4%	5%	3%	5%	3%	4%	5%	3%	4%	5%	-1
Somewhat satisfied	25%	23%	31%	25%	24%	18%	23%	23%	27%	25%	23%	26%	29%	25%	17%	24%	+1
Total Dissatisfied	66%	70%	60%	66%	65%	76%	68%	68%	64%	62%	69%	66%	60%	68%	75%	65%	+1
Somewhat dissatisfied	23%	23%	31%	22%	14%	17%	17%	21%	24%	22%	21%	24%	21%	26%	21%	25%	-2
Very dissatisfied	43%	47%	29%	43%	51%	60%	50%	47%	40%	40%	47%	43%	39%	42%	54%	40%	+3
Don't know	4%	4%	4%	3%	3%	4%	4%	3%	4%	6%	4%	2%	3%	4%	4%	4%	-
Prefer not to answer	1%	0%	2%	1%	2%	0%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	-1

Satisfaction With Trudeau's Government

– *By Voting Intentions*

Q3. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

Base: All respondents (n=1,601)

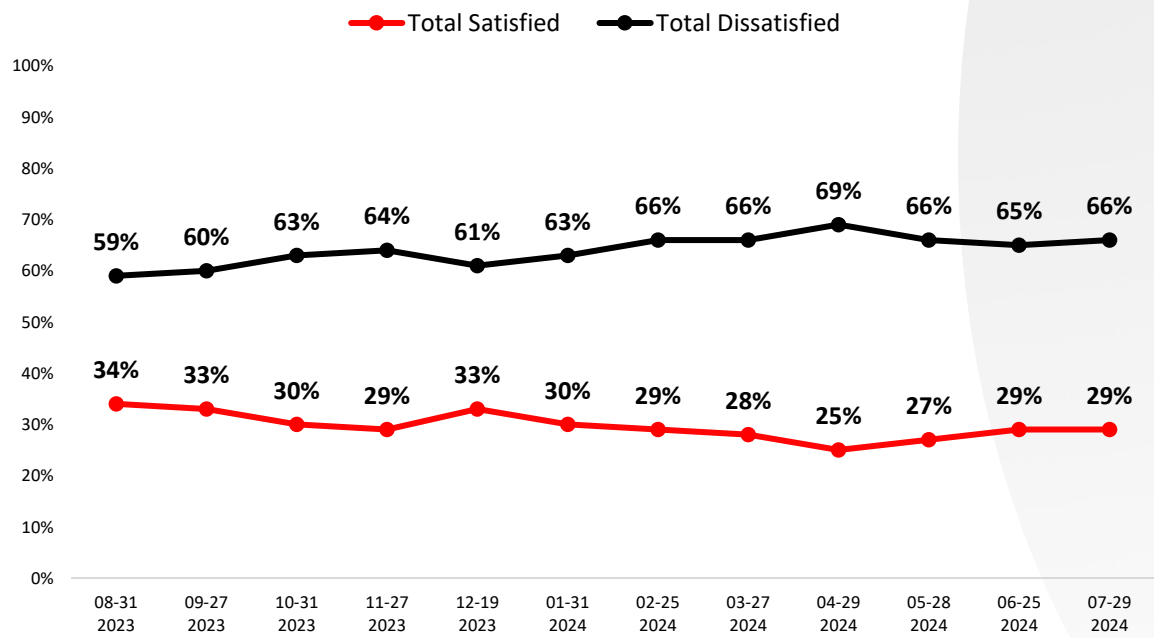


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,601	516	295	254	91	65	31
Unweighted n=	1,601	485	330	246	118	66	29
Total Satisfied	29%	8%	80%	32%	26%	27%	9%
Very satisfied	4%	2%	14%	1%	1%	4%	5%
Somewhat satisfied	25%	6%	65%	31%	25%	23%	4%
Total Dissatisfied	66%	92%	19%	66%	71%	73%	91%
Somewhat dissatisfied	23%	12%	17%	39%	39%	43%	8%
Very dissatisfied	43%	80%	2%	27%	32%	30%	83%
Don't know	4%	0%	1%	1%	3%	0%	0%
Prefer not to answer	1%	0%	0%	1%	0%	0%	0%

Satisfaction With Trudeau's Government - Evolution

Q3. Are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the Canadian government led by Justin Trudeau?

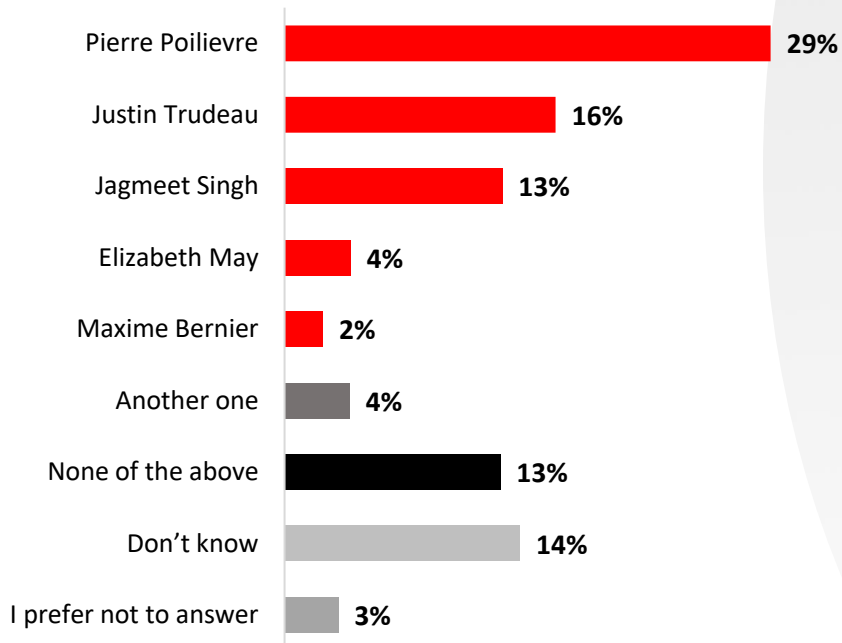
Base: All respondents



Leader Who Would Make the Best Prime Minister (1/2)

Q2A. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents (n=1,601)



Leader Who Would Make the Best Prime Minister (2/2)

Q2A. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents (n=1,601)

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	TOTAL June 2024	Gap
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319	1,607	
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309	1,607	
Pierre Poilievre	29%	30%	21%	26%	43%	40%	38%	36%	24%	24%	33%	30%	24%	31%	40%	26%	+3
Justin Trudeau	16%	16%	21%	18%	15%	5%	15%	15%	17%	14%	13%	21%	18%	18%	10%	19%	-3
Jagmeet Singh	13%	10%	9%	15%	13%	10%	18%	12%	15%	20%	15%	8%	15%	12%	11%	14%	-1
Elizabeth May	4%	5%	2%	5%	3%	3%	5%	3%	5%	4%	4%	4%	6%	3%	3%	3%	+1
Maxime Bernier	2%	3%	3%	3%	0%	2%	1%	3%	2%	3%	3%	2%	2%	2%	4%	2%	-
Another one	4%	0%	10%	3%	4%	3%	1%	5%	3%	2%	3%	6%	4%	5%	3%	3%	+1
None of the above	13%	14%	17%	12%	10%	15%	9%	14%	13%	12%	12%	15%	13%	13%	13%	16%	-3
Don't know	14%	16%	15%	14%	10%	19%	11%	10%	18%	17%	13%	13%	15%	14%	14%	14%	-
Prefer not to answer	3%	7%	3%	3%	2%	3%	2%	3%	3%	5%	3%	2%	4%	2%	2%	3%	-

Leader Who Would Make the Best Prime Minister

– *By Voting Intentions*

Q2A. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents (n=1,601)

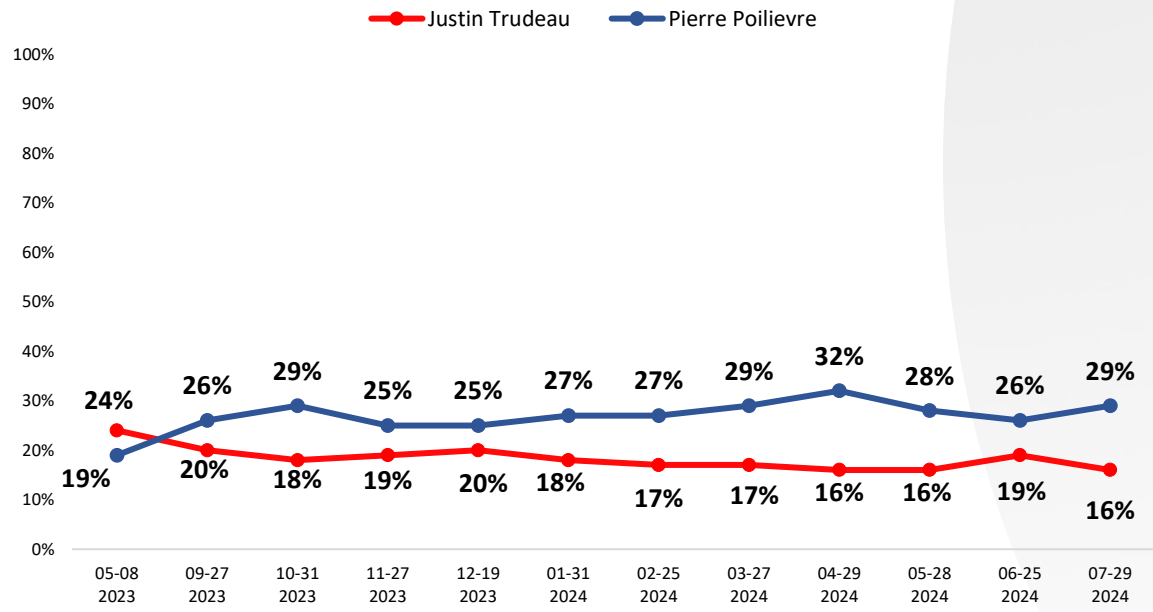


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,601	516	295	254	91	65	31
Unweighted n=	1,601	485	330	246	118	66	29
Pierre Poilievre	29%	84%	1%	1%	8%	6%	6%
Justin Trudeau	16%	0%	75%	5%	8%	2%	4%
Jagmeet Singh	13%	1%	6%	61%	8%	4%	2%
Elizabeth May	4%	0%	2%	3%	2%	61%	5%
Maxime Bernier	2%	2%	0%	1%	4%	1%	66%
Another one	4%	1%	3%	2%	28%	0%	0%
None of the above	13%	6%	6%	18%	28%	11%	7%
Don't know	14%	5%	5%	9%	13%	13%	10%
Prefer not to answer	3%	0%	0%	0%	2%	0%	0%

Leader Who Would Make the Best Prime Minister – Evolution

Q2A. In your opinion, which federal party leader would make the best Prime Minister of Canada?

Base: All respondents



REPORT

Global Threats to Democracy

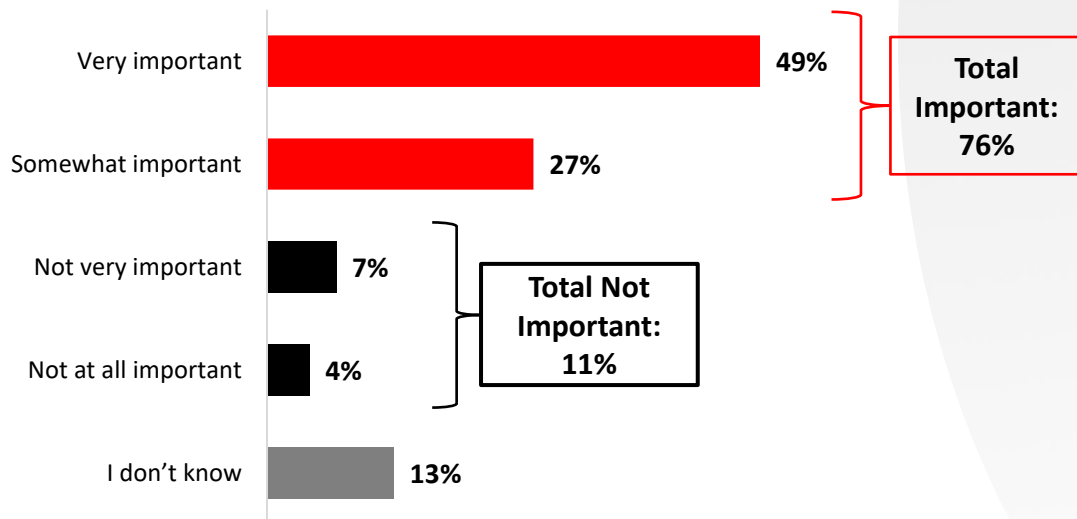


Importance of Canada Standing with Democratic Allies Against Undemocratic Countries (1/3)

Q114. The past few years has seen an increase in aggressive international behavior from a group of undemocratic countries, including Russia, China, Iran and North Korea. Canada has typically sided with other democratic allies, such as the European Union countries, Japan, South Korea and the United States in opposition to these countries.

How important is it to you that Canada continues to stand with democratic allies against the actions of countries like Russia, China, Iran and North Korea?

Base: All respondents (n=1,601)



Importance of Canada Standing with Democratic Allies Against Undemocratic Countries (2/3)

Q114. The past few years has seen an increase in aggressive international behavior from a group of undemocratic countries, including Russia, China, Iran and North Korea. Canada has typically sided with other democratic allies, such as the European Union countries, Japan, South Korea and the United States in opposition to these countries.

How important is it to you that Canada continues to stand with democratic allies against the actions of countries like Russia, China, Iran and North Korea?

Base: All respondents (n=1,601)

	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309
Total Important	76%	76%	76%	75%	81%	71%	83%	80%	72%	63%	72%	88%	77%	76%	76%
Very important	49%	55%	44%	51%	50%	43%	56%	53%	46%	29%	42%	69%	49%	52%	46%
Somewhat important	27%	20%	32%	24%	31%	27%	27%	27%	26%	34%	30%	19%	28%	24%	29%
Total Not Important	11%	6%	13%	13%	7%	15%	6%	13%	10%	16%	15%	5%	10%	13%	11%
Not very important	7%	1%	7%	8%	3%	11%	3%	8%	6%	12%	9%	2%	6%	9%	6%
Not at all important	4%	5%	5%	4%	4%	4%	3%	5%	4%	4%	6%	3%	4%	4%	5%
Don't know	13%	18%	12%	13%	13%	14%	10%	7%	18%	22%	14%	6%	13%	12%	14%

Importance of Canada Standing with Democratic Allies Against Undemocratic Countries (3/3)

Q114. The past few years has seen an increase in aggressive international behavior from a group of undemocratic countries, including Russia, China, Iran and North Korea. Canada has typically sided with other democratic allies, such as the European Union countries, Japan, South Korea and the United States in opposition to these countries.

How important is it to you that Canada continues to stand with democratic allies against the actions of countries like Russia, China, Iran and North Korea?

Base: All respondents (n=1,601)

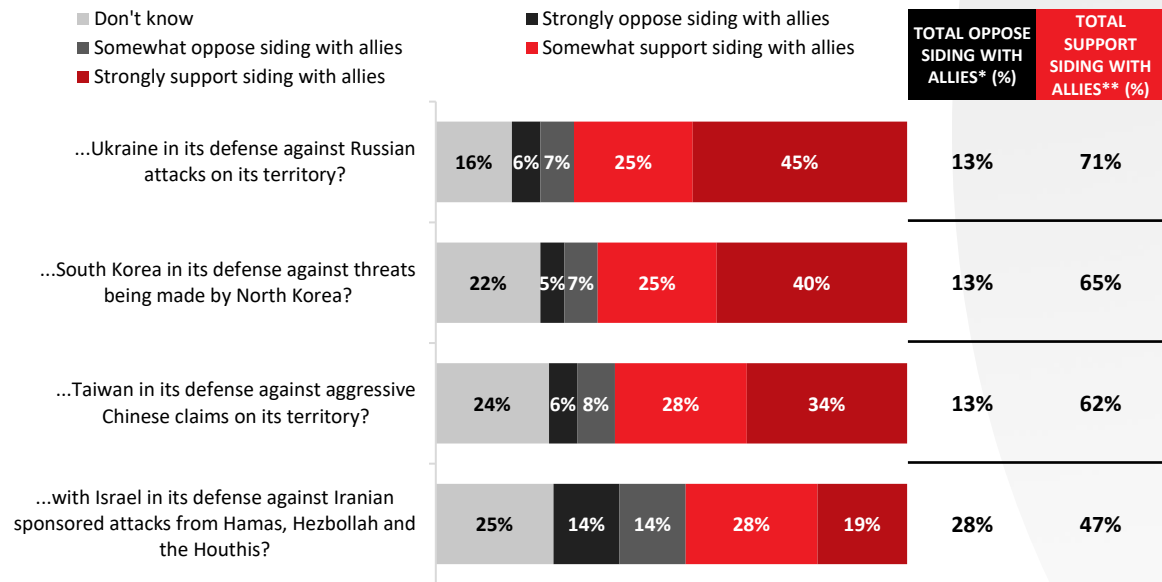


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,601	516	295	254	91	65	31
Unweighted n=	1,601	485	330	246	118	66	29
Total Important	76%	77%	93%	82%	84%	71%	69%
Very important	49%	47%	68%	59%	43%	41%	38%
Somewhat important	27%	30%	25%	23%	41%	30%	31%
Total Not Important	11%	15%	3%	9%	10%	20%	29%
Not very important	7%	8%	3%	7%	8%	11%	16%
Not at all important	4%	6%	0%	2%	2%	9%	13%
Don't know	13%	8%	4%	10%	6%	8%	2%

Support for Canada and Allies Siding Against Undemocratic Aggressive Actions (1/3)

Q115. Below are a few specific situations around the world where undemocratic governments are taking aggressive actions that are being resisted by neighbouring democratic states. Do you support or oppose Canada and its allies siding with...

Base: All respondents (n=1,601)



*TOTAL SUPPORT SIDING WITH ALLIES = % Somewhat + % Strongly support siding with allies.

**TOTAL OPPOSE SIDING WITH ALLIES = % Somewhat + % Strongly oppose siding with allies.

Support for Canada and Allies Siding Against Undemocratic Aggressive Actions (2/3)

Q115. Below are a few specific situations around the world where undemocratic governments are taking aggressive actions that are being resisted by neighbouring democratic states.

Do you support or oppose Canada and its allies siding with...

Base: All respondents (n=1,601)

Total support siding with allies presented*	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309
...Ukraine in its defense against Russian attacks on its territory?	71%	75%	77%	65%	75%	66%	76%	74%	67%	59%	65%	82%	72%	69%	71%
...South Korea in its defense against threats being made by North Korea?	65%	60%	68%	64%	66%	60%	68%	74%	56%	53%	61%	76%	65%	65%	65%
...Taiwan in its defense against aggressive Chinese claims on its territory?	62%	64%	65%	61%	57%	58%	67%	72%	53%	51%	57%	74%	63%	62%	63%
...with Israel in its defense against Iranian sponsored attacks from Hamas, Hezbollah and the Houthis?	47%	51%	45%	47%	52%	51%	43%	54%	40%	35%	42%	59%	45%	49%	50%

*TOTAL SUPPORT SIDING WITH ALLIES = % Somewhat + % Strongly support siding with allies.

Support for Canada and Allies Siding Against Undemocratic Aggressive Actions (3/3)

Q115. Below are a few specific situations around the world where undemocratic governments are taking aggressive actions that are being resisted by neighbouring democratic states. Do you support or oppose Canada and its allies siding with...

Base: All respondents (n=1,601)



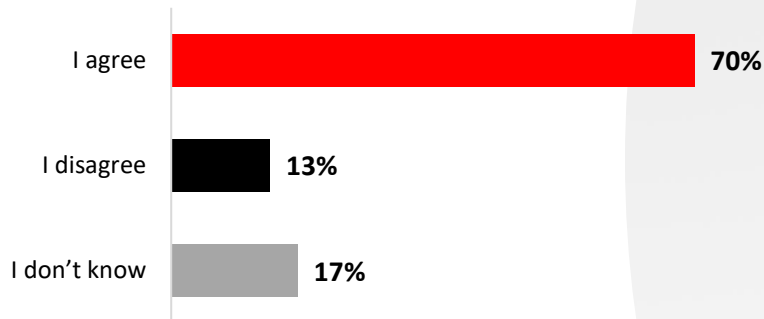
Total support siding with allies presented*	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,601	516	295	254	91	65	31
Unweighted n=	1,601	485	330	246	118	66	29
...Ukraine in its defense against Russian attacks on its territory?	71%	65%	88%	87%	91%	70%	62%
...South Korea in its defense against threats being made by North Korea?	65%	69%	79%	75%	73%	58%	65%
...Taiwan in its defense against aggressive Chinese claims on its territory?	62%	66%	77%	70%	72%	58%	66%
...with Israel in its defense against Iranian sponsored attacks from Hamas, Hezbollah and the Houthis?	47%	60%	56%	41%	42%	37%	48%

*TOTAL SUPPORT SIDING WITH ALLIES = % Somewhat + % Strongly support siding with allies.

Threats from Undemocratic Nations to Canadian Way of Life (1/2)

Q116. Do you agree or disagree with the statement: *While the conflicts listed above being pursued by different undemocratic nations may be a long way from Canada, they represent a serious threat to our current way of life, our values, beliefs and freedoms.*

Base: All respondents (n=1,601)



	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309
I agree	70%	77%	72%	68%	73%	59%	76%	73%	67%	59%	67%	79%	69%	72%	67%
I disagree	13%	9%	15%	12%	11%	16%	13%	16%	11%	18%	15%	9%	13%	14%	14%
I don't know	17%	14%	13%	20%	16%	25%	11%	12%	22%	23%	19%	12%	18%	14%	19%

Threats from Undemocratic Nations to Canadian Way of Life (2/2)

Q116. Do you agree or disagree with the statement: *While the conflicts listed above being pursued by different undemocratic nations may be a long way from Canada, they represent a serious threat to our current way of life, our values, beliefs and freedoms.*

Base: All respondents (n=1,601)

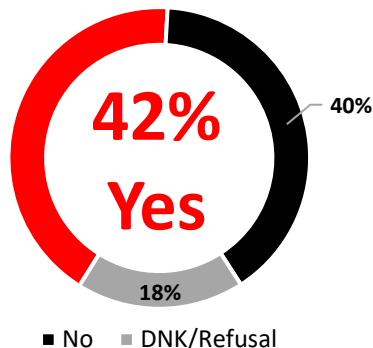


	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,601	516	295	254	91	65	31
Unweighted n=	1,601	485	330	246	118	66	29
I agree	70%	70%	83%	76%	80%	57%	50%
I disagree	13%	18%	7%	9%	12%	20%	45%
I don't know	17%	12%	10%	15%	8%	22%	5%

Focus of the Canadian Government: Climate Change vs. Global Security (1/2)

Q117. Is the current Canadian government focused too much on climate change and not enough on global security questions?

Base: All respondents (n=1,601)



	TOTAL Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,601	108	370	620	103	178	222	780	821	426	516	659	676	593	319
Unweighted n=	1,601	101	432	626	132	136	174	796	805	443	448	710	708	572	309
Yes, focused too much on climate change and not enough on global security questions	42%	35%	34%	42%	57%	51%	43%	48%	36%	35%	43%	45%	37%	41%	54%
No, not focused too much on climate change	40%	37%	48%	40%	31%	29%	43%	37%	43%	47%	36%	40%	44%	42%	31%
I don't know	18%	28%	18%	18%	12%	20%	13%	15%	20%	18%	21%	15%	19%	17%	16%

Focus of the Canadian Government: Climate Change vs. Global Security (2/2)

Q117. Is the current Canadian government focused too much on climate change and not enough on global security questions?

Base: All respondents (n=1,601)



	TOTAL Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,601	516	295	254	91	65	31
Unweighted n=	1,601	485	330	246	118	66	29
Yes, focused too much on climate change and not enough on global security questions	42%	71%	22%	26%	31%	32%	64%
No, not focused too much on climate change	40%	19%	68%	58%	52%	63%	16%
I don't know	18%	11%	10%	16%	17%	5%	20%

REPORT

Respondent Profile

Subtitle



Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,601	1,601
British Columbia	174	222
Alberta	136	178
Manitoba/Saskatchewan	132	103
Ontario	626	620
Quebec	432	370
Atlantic	101	108

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,601	1,601
Male	796	780
Female	805	821
Age	1,601	1,601
18 to 34	443	426
35 to 54	448	516
55+	710	659
Language (Mother tongue)	1,601	1,601
English	1,030	1,115
French	402	316
Other	165	165

Our services

- **Leger**
Marketing research and polling
- **Customer Experience (CX)**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

MONTREAL | QUEBEC CITY | TORONTO | WINNIPEG
EDMONTON | CALGARY | VANCOUVER | NEW YORK

Our Commitments to Quality



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



Leger is a sponsor of [CAIP Canada](#), Canada's professional body for Certified Analytics and Insights Professionals who uphold CRIC's marketing research and public opinion research standards. CAIP Canada is globally endorsed by ESOMAR and the MRII/University of Georgia.