



Report

Leadership Perspectives for the Liberal Party of Canada

Survey of Canadians



Date: 13 / 01 / 2025
Project: 16811-128



Methodology

Every month, we conduct a survey of Canadians to explore their views on the current government and politics in Canada.

Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,545**).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.

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.

➔ Notes

A more detailed methodology is presented in the Appendix.

When

Data collection from **January 10 to January 13, 2024**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.49%**, (19 times out of 20) for the Canadian sample.

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 address: aenns@leger360.com

The **most accurate** polling firm in Canada

CANADA 2021

LEGER POLL
Published on
September 18, 2021

OFFICIALS RESULTS
2021 Canada
Federal Election

	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%

BRITISH COLUMBIA 2024

LEGER POLL
Published on
October 18, 2024

OFFICIALS RESULTS
2024 British Columbia
Provincial Election

	46%	45%
	42%	43%
	9%	8%
Others	3%	4%

UNITED STATES 2024

LEGER POLL
Published on
November 4, 2024

OFFICIALS RESULTS
2024 United States
Presidential Election

	49%	50%
	49%	48%
Others	2%	2%

Key highlights

Some of **the key highlights** of our survey **include...**

1

Pierre Poilievre's Conservative Party is currently leading by 26 points (an increase of 4 points since the last measure), ahead of Justin Trudeau's Liberal Party. If a federal election were held today, **47% of Canadians would vote for the Conservative Party of Canada**, while 21% would vote for Justin Trudeau's Liberal Party. The NDP trail at 17%. When party leaders' names are removed from the ballot the difference is small. Liberal support increases 2 points.

2

Among the potential successors to Justin Trudeau, Chrystia Freeland remains in the lead with 14% support, closely followed very closely by Mark Carney (13%). Mark Carney stands out among Liberal voters, with 27% support.

3

Almost half of Canadians (46%) believe that **there should be a full leadership convention with Liberal party members voting to elect a new leader sometime around the end of March** as opposed to the Liberal Caucus selecting a leader (35%).

4

Canadians are divided over the timing of the next election, with **near a third wanting it to take place now (29%), another third this spring (30%), and another third in October 2025 (32%), as set out in fixed election date legislation.**

5

Three quarters of Canadians (78%) are concerned about the government's ability to manage the relationship with the incoming Trump administration in the current context, with the Canadian government in a transitional phase following Prime Minister Trudeau's resignation. Conservative voters (84%) are more likely to be concerned.

6

82% of Canadians say they would not like Canada to join the United States and become the 51st state, while 11% would like for Canada to join the United States.

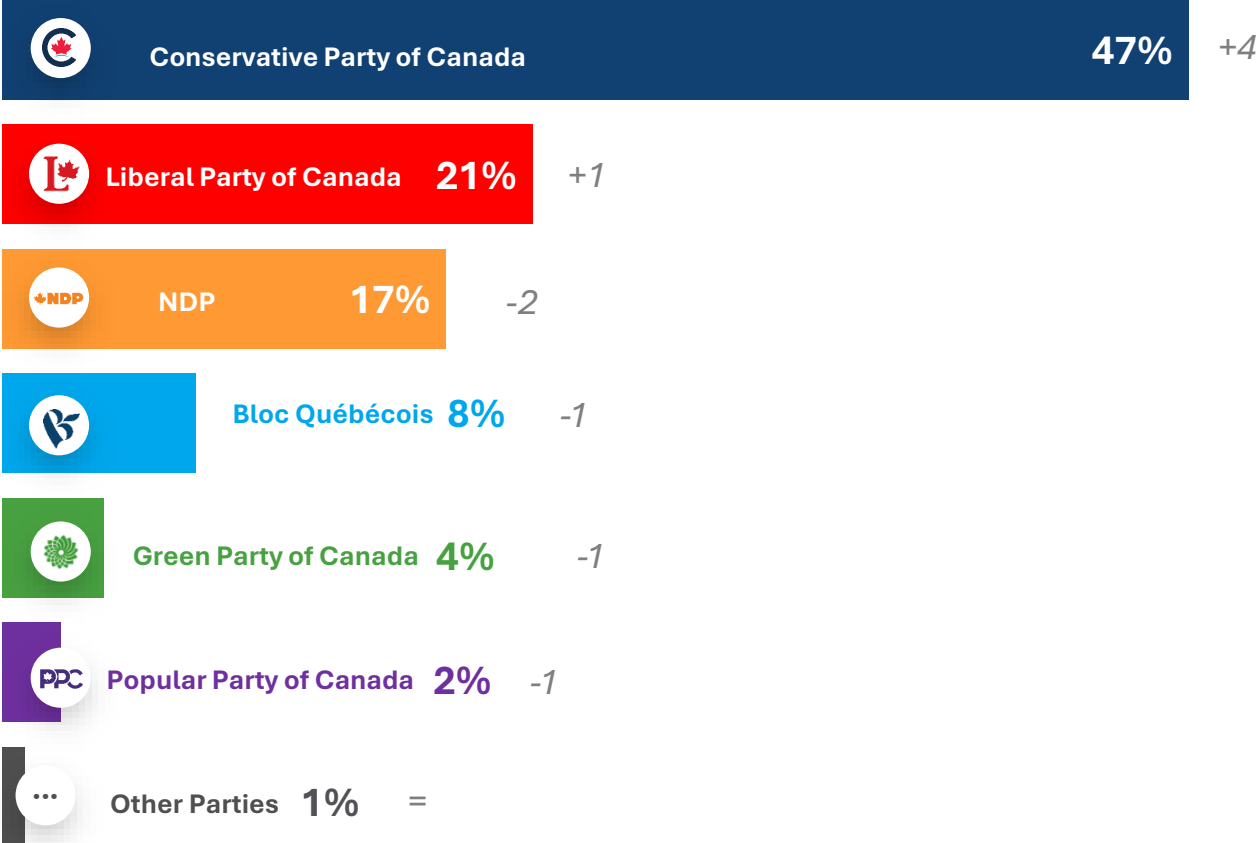
Leadership Perspectives for the Liberal Party of Canada



Voting Intentions - Federal Elections (1/2)

Q1. If federal elections 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=1,281) except for the Bloc Québécois, Quebecers only



Note: The + / - are in comparison to the most recent voting intention measure, from December 22nd, 2024.

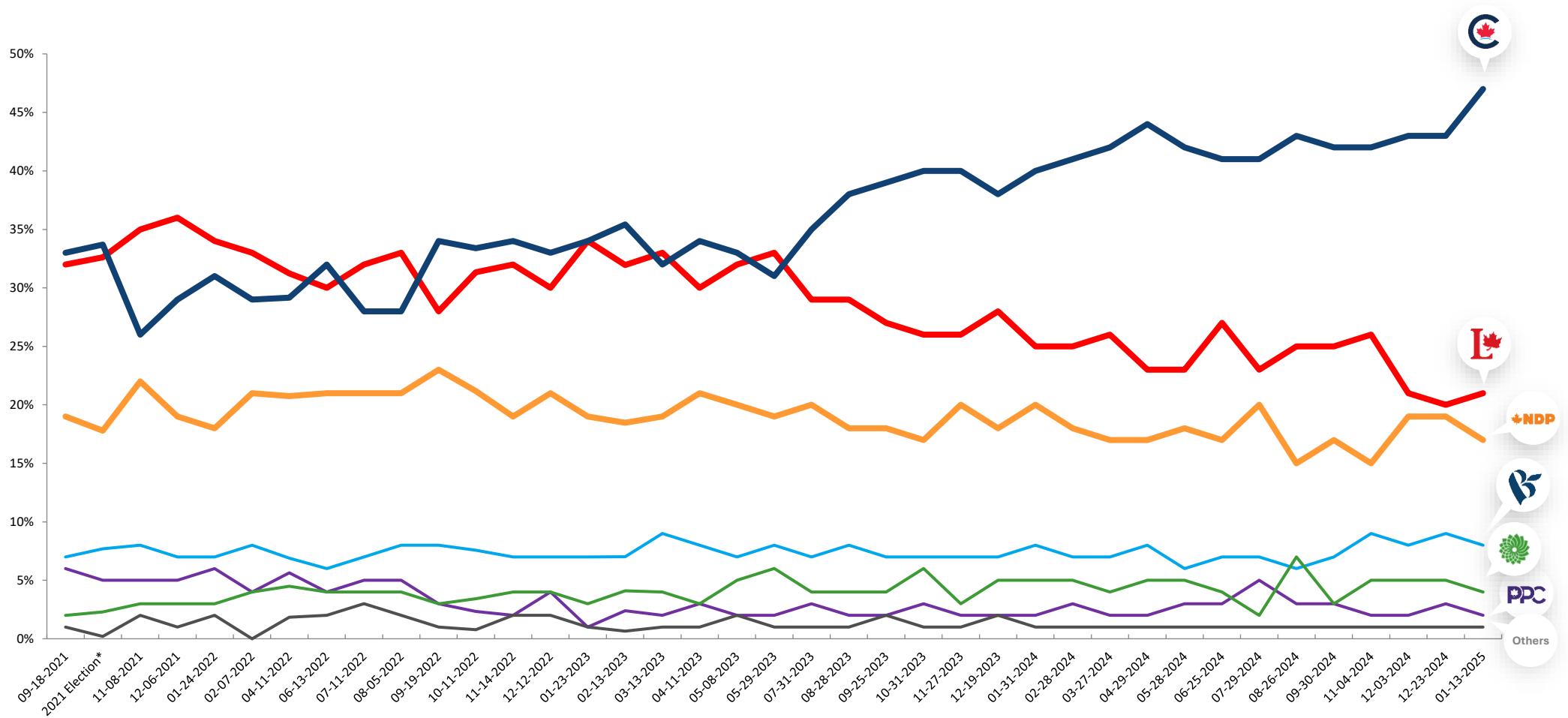
Voting Intentions - Federal Elections (2/2)

Q1. If federal elections 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: Respondents who are eligible to vote (n=1,545), except for the Bloc Québécois, Quebecers only

	Total Canada	Total Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Dec. 22nd 2024	Gap
Weighted n=	1,545	1,255	81	289	479	81	137	188	654	601	353	381	521	520	495	232	1,223	-
Unweighted n=	1,545	1,281	84	345	492	109	112	139	804	477	301	415	565	549	490	237	1,246	-
... Pierre Poilievre's Conservative Party of Canada	38%	47%	53%	27%	48%	45%	69%	56%	49%	45%	44%	52%	44%	42%	47%	56%	43%	+4
... Justin Trudeau's Liberal Party of Canada	17%	21%	18%	19%	25%	25%	14%	18%	22%	20%	19%	16%	26%	21%	24%	14%	20%	+1
... Jagmeet Singh's New Democratic Party of Canada	14%	17%	21%	12%	19%	23%	15%	21%	15%	20%	23%	17%	14%	22%	15%	14%	19%	-2
... Yves-François Blanchet's Bloc Québécois	6%	8%	-	33%	-	-	-	-	-	-	-	-	-	-	-	-	9%	-1
... Elizabeth May's Green Party of Canada	3%	4%	6%	4%	5%	4%	1%	2%	3%	5%	6%	3%	4%	4%	4%	4%	5%	-1
... Maxime Bernier's People's Party of Canada	2%	2%	0%	3%	2%	2%	1%	3%	3%	2%	3%	4%	1%	3%	2%	3%	3%	-1
... another party	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	=
I would not vote	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Evolution of Voting Intentions in Canada

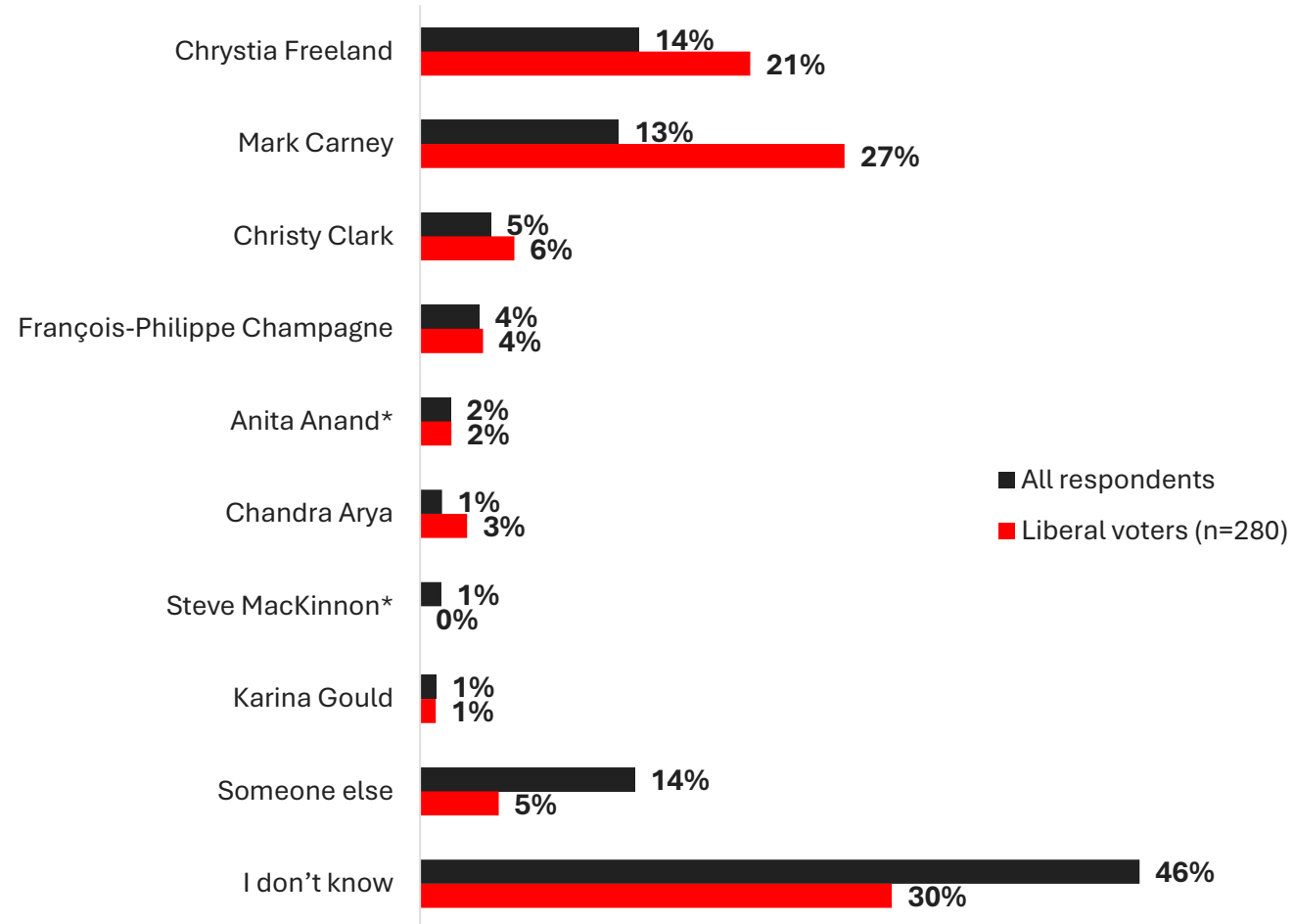


*Official results from Elections Canada

Preferred Successor to Justin Trudeau (1/2)

Q4. This week, Canada's Prime Minister Justin Trudeau announced his resignation, stating that he would remain in office until a new leader of the Liberal Party is chosen. In your opinion, who should replace Justin Trudeau as leader of the Liberal Party?

Base: All respondents (n=1,545)



*The following individuals confirmed their intention not to run in the Liberal Party leadership race during the data collection period.

Preferred Successor to Justin Trudeau (2/2)

Q4. This week, Canada's Prime Minister Justin Trudeau announced his resignation, stating that he would remain in office until a new leader of the Liberal Party is chosen. In your opinion, who should replace Justin Trudeau as leader of the Liberal Party?







Base: All respondents (n=1,545)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	Total Dec. 2024	Gap
<i>Weighted n=</i>	1,545	104	358	600	100	170	213	754	791	413	496	635	641	607	282	1,521	-
<i>Unweighted n=</i>	1,545	102	419	602	132	135	155	922	623	357	521	667	663	589	283	1,521	-
Chrystia Freeland	14%	10%	16%	16%	14%	8%	11%	16%	12%	9%	13%	18%	15%	13%	14%	15%	-1
Mark Carney	13%	13%	11%	13%	17%	13%	11%	15%	10%	9%	9%	18%	12%	15%	9%	7%	+6
Christy Clark	5%	3%	2%	3%	4%	4%	15%	6%	3%	4%	5%	5%	5%	4%	4%	3%	+2
François-Philippe Champagne	4%	0%	11%	2%	1%	3%	0%	5%	3%	3%	3%	5%	5%	4%	1%	3%	+1
Anita Anand	2%	0%	0%	3%	2%	3%	2%	2%	2%	5%	1%	1%	2%	2%	1%	2%	-
Chandra Arya	1%	0%	0%	2%	4%	1%	1%	2%	1%	4%	1%	0%	2%	1%	1%	-	-
Steve MacKinnon	1%	0%	1%	3%	0%	1%	0%	1%	1%	2%	1%	1%	2%	1%	2%	-	-
Karina Gould	1%	1%	1%	1%	0%	0%	2%	1%	1%	3%	0%	1%	1%	1%	2%	-	-
Someone else	14%	21%	12%	14%	21%	12%	10%	18%	10%	12%	17%	12%	12%	11%	21%	15%	-1
I don't know	46%	52%	45%	43%	38%	55%	47%	34%	57%	49%	51%	40%	44%	48%	45%	48%	-2

Preferred Successor to Justin Trudeau – By Voting Intentions

Q4. This week, Canada's Prime Minister Justin Trudeau announced his resignation, stating that he would remain in office until a new leader of the Liberal Party is chosen. In your opinion, who should replace Justin Trudeau as leader of the Liberal Party?

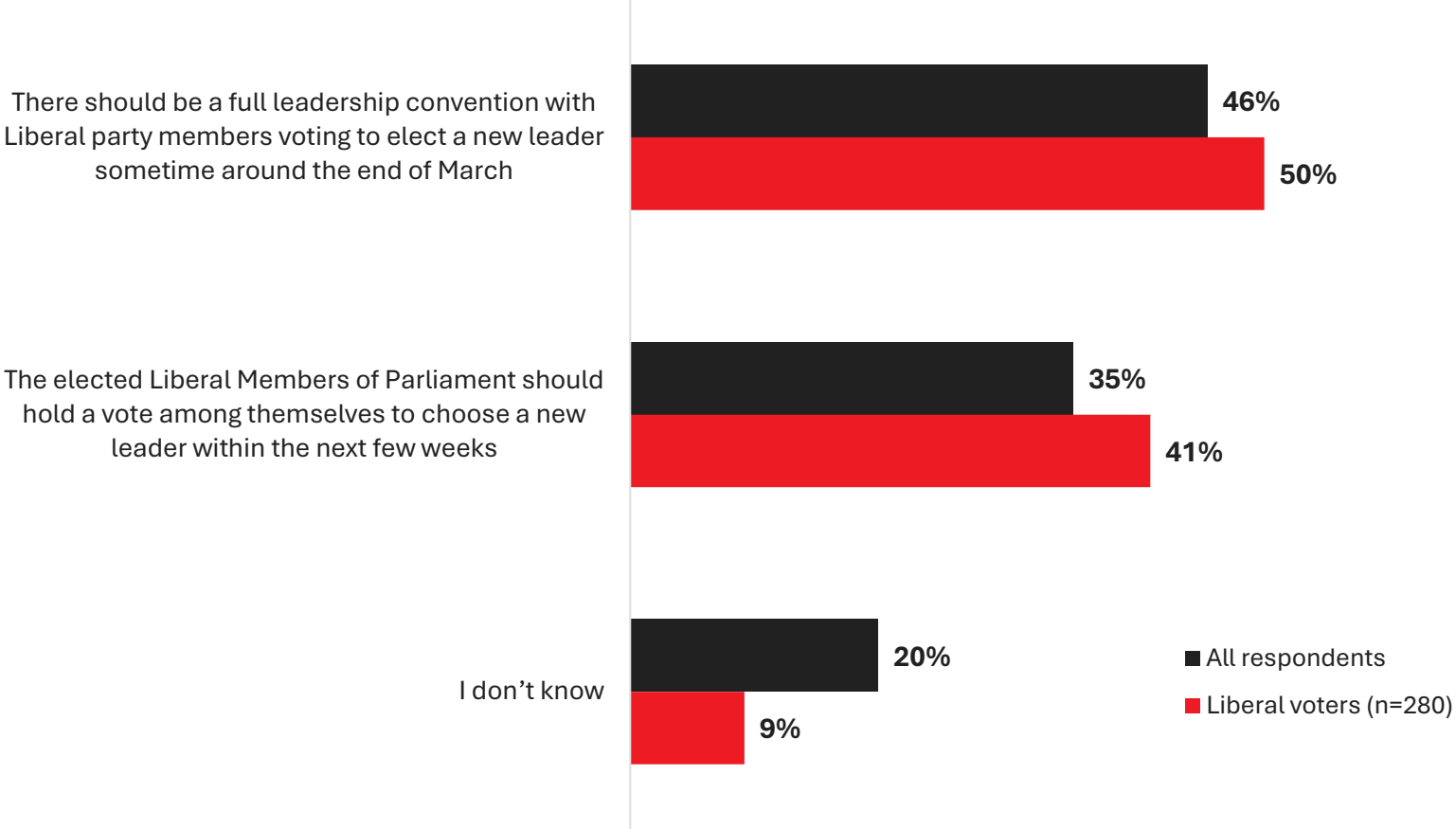
Base: All respondents (n=1,545)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,545	587	263	219	96	50	29
Unweighted n=	1,545	529	280	244	120	60	32
Chrystia Freeland	14%	10%	21%	21%	15%	18%	8%
Mark Carney	13%	10%	27%	15%	7%	9%	10%
Christy Clark	5%	5%	6%	3%	6%	6%	3%
François-Philippe Champagne	4%	2%	4%	2%	21%	4%	0%
Anita Anand	2%	3%	2%	2%	0%	1%	5%
Chandra Arya	1%	2%	3%	0%	1%	3%	0%
Steve MacKinnon	1%	2%	0%	2%	0%	4%	3%
Karina Gould	1%	1%	1%	1%	0%	4%	0%
Someone else	14%	22%	5%	7%	5%	14%	38%
I don't know	46%	44%	30%	47%	45%	37%	33%

Process for Selecting the Next Leader of the Liberal Party (1/2)

Q2. How do you think the next leader of the Liberal Party should be chosen?

Base: All respondents (n=1,545)



Process for Selecting the Next Leader of the Liberal Party (2/2)

Q2. How do you think the next leader of the Liberal Party should be chosen?







Base: All respondents (n=1,545)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
<i>Weighted n=</i>	1,545	104	358	600	100	170	213	754	791	413	496	635	641	607	282
<i>Unweighted n=</i>	1,545	102	419	602	132	135	155	922	623	357	521	667	663	589	283
There should be a full leadership convention with Liberal party members voting to elect a new leader sometime around the end of March	46%	46%	51%	43%	41%	50%	41%	49%	43%	47%	39%	50%	47%	45%	44%
The elected Liberal Members of Parliament should hold a vote among themselves to choose a new leader within the next few weeks	35%	29%	34%	36%	36%	35%	36%	34%	36%	33%	34%	37%	35%	34%	37%
I don't know	20%	26%	15%	21%	23%	15%	23%	17%	22%	20%	27%	13%	17%	21%	19%

Process for Selecting the Next Leader of the Liberal Party – By Voting Intentions

Q2. How do you think the next leader of the Liberal Party should be chosen?

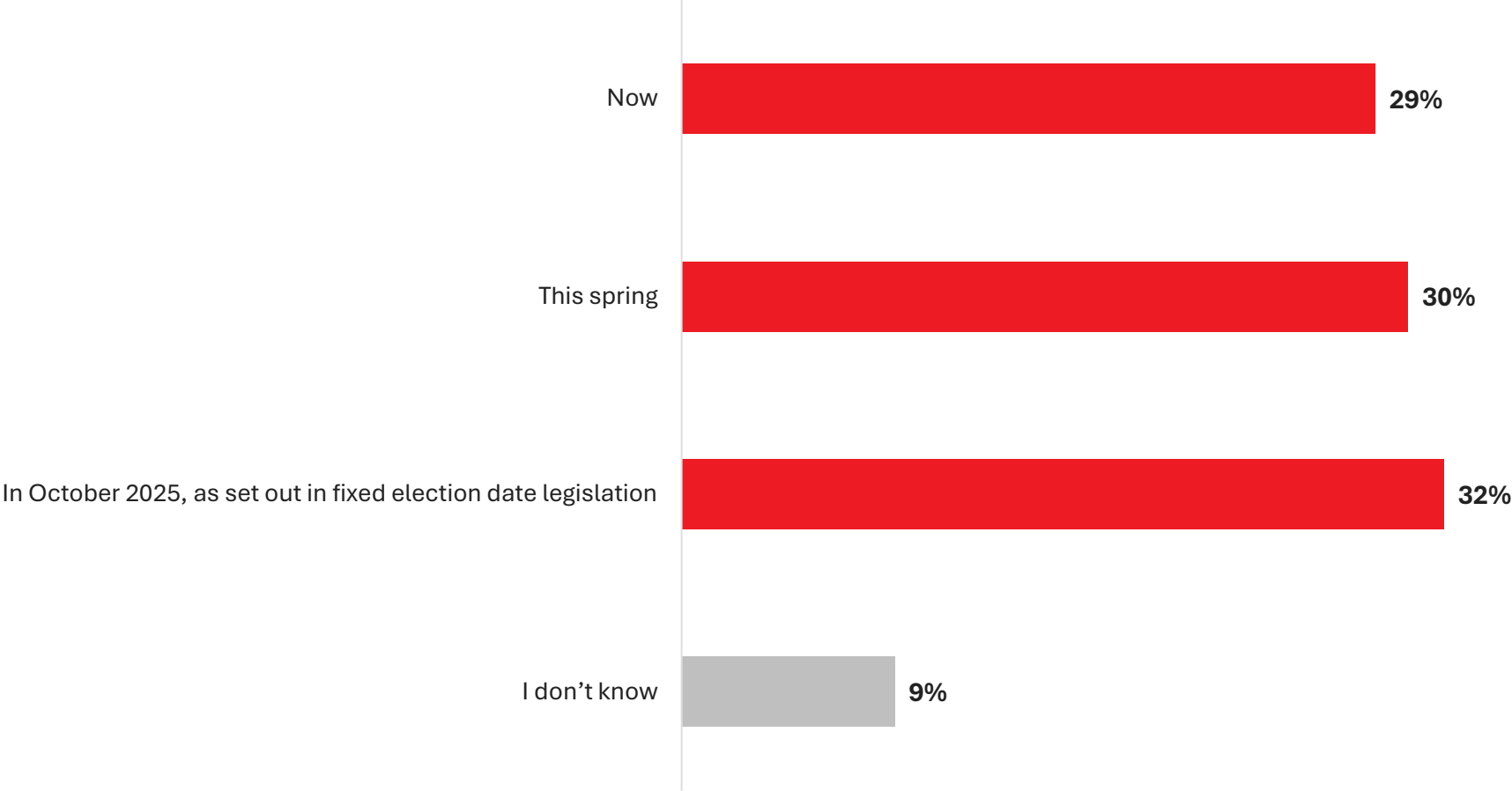
Base: All respondents (n=1,545)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,545	587	263	219	96	50	29
Unweighted n=	1,545	529	280	244	120	60	32
There should be a full leadership convention with Liberal party members voting to elect a new leader sometime around the end of March	46%	47%	50%	54%	47%	53%	40%
The elected Liberal Members of Parliament should hold a vote among themselves to choose a new leader within the next few weeks	35%	39%	41%	31%	43%	37%	42%
I don't know	20%	14%	9%	15%	10%	10%	19%

Preferred Timing for the Next Federal Election (1/2)

Q3. When do you think the next election should be?

Base: All respondents (n=1,545)



Preferred Timing for the Next Federal Election (2/2)

Q3. When do you think the next election should be?







Base: All respondents (n=1,545)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,545	104	358	600	100	170	213	754	791	413	496	635	641	607	282
Unweighted n=	1,545	102	419	602	132	135	155	922	623	357	521	667	663	589	283
Now	29%	26%	22%	29%	30%	36%	35%	31%	27%	30%	33%	25%	23%	30%	39%
This spring	30%	30%	36%	30%	19%	34%	25%	30%	30%	25%	29%	35%	30%	32%	28%
In October 2025, as set out in fixed election date legislation	32%	36%	33%	33%	38%	21%	30%	31%	32%	33%	26%	35%	37%	29%	27%
I don't know	9%	8%	8%	8%	13%	9%	10%	7%	10%	12%	12%	5%	10%	9%	6%

Preferred Timing for the Next Federal Election – By Voting Intentions

Q3. When do you think the next election should be?

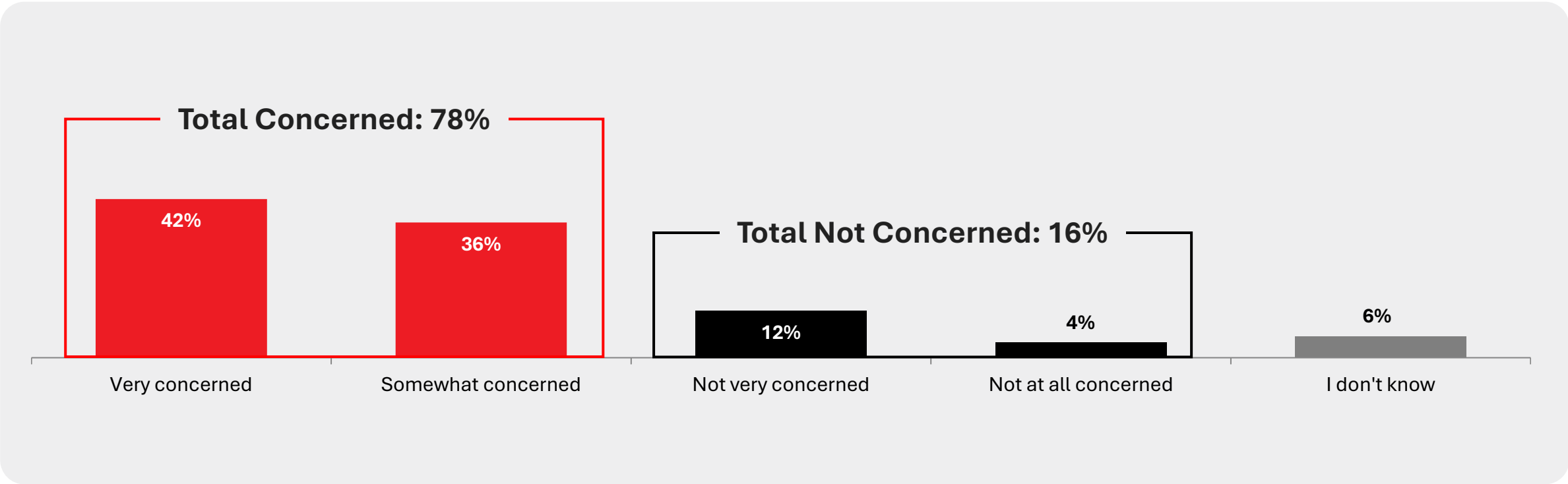
Base: All respondents (n=1,545)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,545	587	263	219	96	50	29
Unweighted n=	1,545	529	280	244	120	60	32
Now	29%	52%	9%	12%	15%	9%	50%
This spring	30%	32%	28%	30%	48%	27%	23%
In October 2025, as set out in fixed election date legislation	32%	14%	60%	53%	32%	54%	16%
I don't know	9%	2%	4%	5%	5%	10%	11%

Concerns About Managing Canada-U.S. Relations During Government Transition (1/2)

Q4. In the current context, with the Canadian government in a transitional phase following Prime Minister Trudeau's resignation, how concerned are you about the government's ability to manage the relationship with the incoming Trump administration?

Base: All respondents (n=1,545)



Concerns About Managing Canada-U.S. Relations During Government Transition (2/2)

Q4. In the current context, with the Canadian government in a transitional phase following Prime Minister Trudeau's resignation, how concerned are you about the government's ability to manage the relationship with the incoming Trump administration?







Base: All respondents (n=1,545)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	1,545	104	358	600	100	170	213	754	791	413	496	635	641	607	282
<i>Unweighted n=</i>	1,545	102	419	602	132	135	155	922	623	357	521	667	663	589	283
Total Concerned	78%	78%	84%	75%	70%	82%	75%	77%	79%	76%	76%	81%	74%	80%	81%
Very concerned	42%	34%	47%	43%	39%	43%	37%	40%	44%	33%	43%	47%	39%	43%	47%
Somewhat concerned	36%	44%	37%	32%	31%	39%	39%	37%	35%	43%	33%	33%	35%	37%	34%
Total Not Concerned	16%	13%	13%	17%	23%	13%	20%	18%	15%	14%	17%	18%	19%	15%	15%
Not very concerned	12%	9%	9%	14%	17%	11%	15%	12%	13%	10%	13%	14%	14%	13%	9%
Not at all concerned	4%	4%	5%	3%	7%	2%	5%	6%	3%	4%	4%	4%	5%	2%	5%
Don't know	6%	8%	3%	8%	6%	5%	4%	5%	6%	10%	7%	2%	7%	5%	5%

Concerns About Managing Canada-U.S. Relations During Government Transition – By Voting Intentions

Q4. In the current context, with the Canadian government in a transitional phase following Prime Minister Trudeau's resignation, how concerned are you about the government's ability to manage the relationship with the incoming Trump administration?

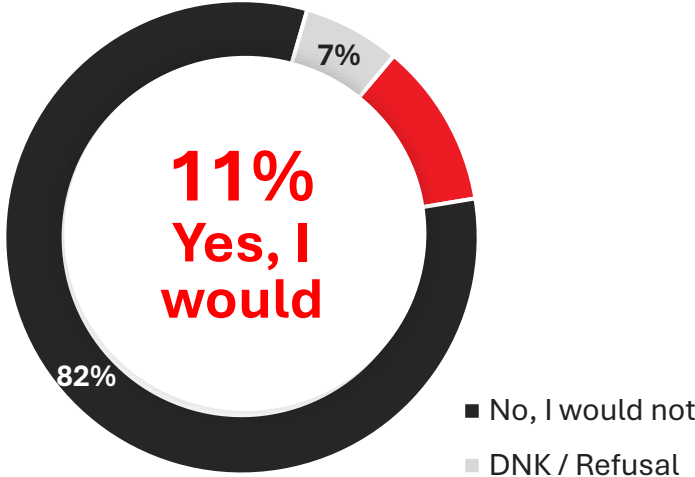
Base: All respondents (n=1,545)

							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,545	587	263	219	96	50	29
Unweighted n=	1,545	529	280	244	120	60	32
Total Concerned	78%	84%	74%	80%	89%	79%	68%
Very concerned	42%	47%	33%	41%	55%	36%	33%
Somewhat concerned	36%	37%	41%	38%	34%	43%	36%
Total Not Concerned	16%	14%	24%	17%	11%	12%	25%
Not very concerned	12%	10%	18%	14%	10%	8%	14%
Not at all concerned	4%	4%	5%	3%	1%	4%	12%
Don't know	6%	2%	2%	3%	0%	9%	6%

Opinion on Canada Becoming the 51st State of the United States

Q5. Would you or would you not like Canada to become the 51st state of the United States?

Base: All respondents (n=1,545)









	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total Dec. 9 th 2024	Gap
<i>Weighted n=</i>	1,545	104	358	600	100	170	213	754	791	413	496	635	641	607	282	1,520	-
<i>Unweighted n=</i>	1,545	102	419	602	132	135	155	922	623	357	521	667	663	589	283	1,520	-
Yes, I would	11%	7%	14%	9%	14%	16%	11%	16%	7%	16%	14%	6%	14%	9%	12%	13%	-2
No, I would not	82%	87%	83%	83%	81%	79%	80%	78%	86%	74%	78%	90%	79%	86%	81%	82%	-
Don't know / Refusal	7%	6%	3%	8%	5%	5%	10%	6%	7%	10%	8%	4%	7%	5%	7%	5%	+2

Opinion on Canada Becoming the 51st State of the United States – By Voting Intentions

Q5. Would you or would you not like Canada to become the 51st state of the United States?

Base: All respondents (n=1,545)

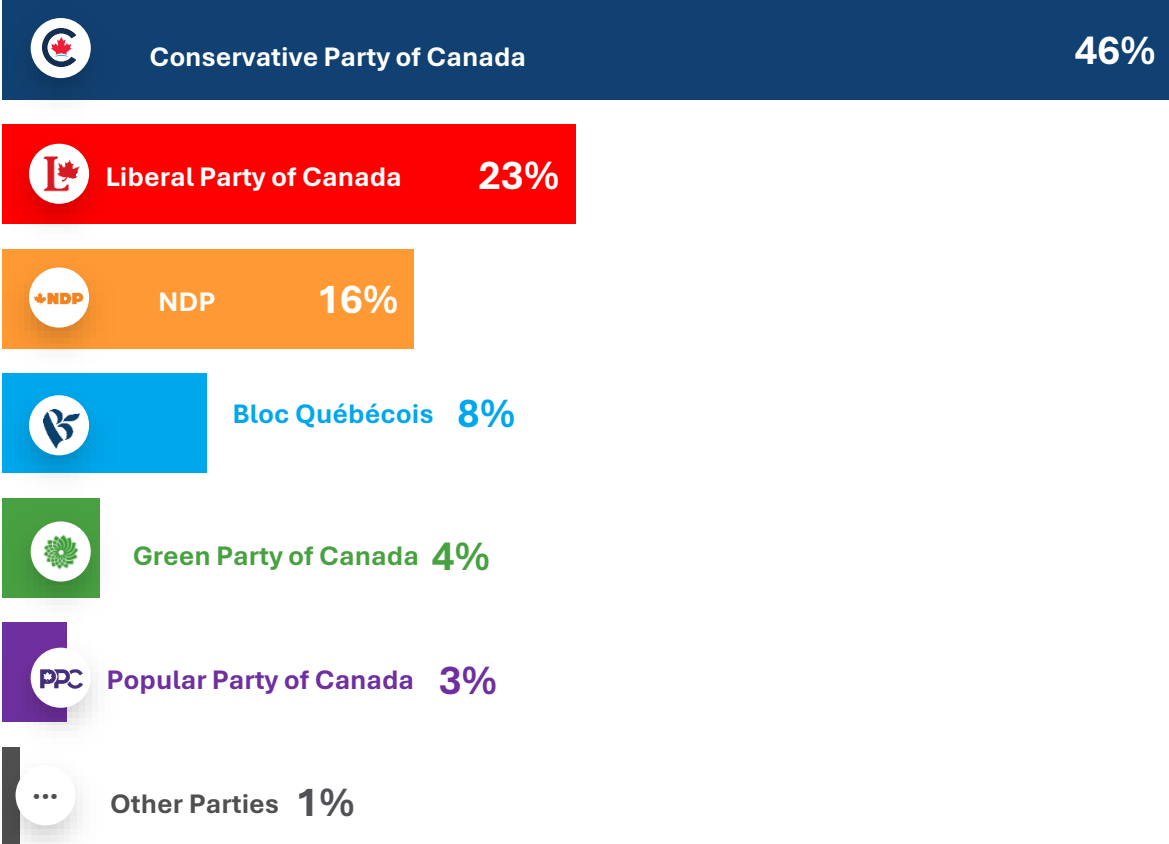
							
	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,545	587	263	219	96	50	29
Unweighted n=	1,545	529	280	244	120	60	32
Yes, I would	11%	18%	7%	6%	3%	5%	39%
No, I would not	82%	74%	91%	92%	96%	91%	55%
Don't know / Refusal	7%	8%	2%	2%	1%	3%	5%

Appendix

Voting Intentions - Without Party Leaders (1/2)

Q1. If federal elections 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=1,280) except for the Bloc Québécois, Quebecers only



Note: The +/- are in comparison to the most recent voting intention measure, from December 22nd, 2024.

Voting Intentions - Without Party Leaders (2/2)

Q1. If federal elections 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: Respondents who are eligible to vote (n=1,545), except for the Bloc Québécois, Quebecers only

	Total Canada	Total Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	1,545	1,259	85	289	480	80	136	189	656	602	351	370	538	517	493	241
Unweighted n=	1,545	1,280	84	344	493	107	113	139	808	472	298	405	577	544	488	244
... The Conservative Party of Canada	38%	46%	55%	26%	48%	47%	64%	54%	50%	42%	45%	50%	44%	41%	46%	57%
... The Liberal Party of Canada	18%	23%	21%	20%	26%	29%	16%	20%	24%	21%	20%	16%	29%	23%	26%	16%
... The New Democratic Party of Canada	13%	16%	19%	11%	17%	15%	17%	20%	12%	20%	22%	17%	12%	19%	16%	12%
... The Bloc Québécois	7%	8%	0%	35%	0%	0%	0%	0%	8%	8%	4%	8%	10%	9%	7%	9%
... The Green Party of Canada	3%	4%	4%	4%	4%	5%	0%	4%	3%	5%	6%	4%	3%	4%	3%	3%
... The People's Party of Canada	2%	3%	1%	3%	3%	3%	3%	2%	3%	2%	3%	5%	1%	3%	2%	3%
... another party	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	1%	1%	1%	1%	1%
I would not vote	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	9%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Respondent Profile

Respondent profiles

(Base n=1,545)

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

Gender

	Unweighted	Weighted
Male	922	754
Female	623	791

Language (Mother Tongue)

	Unweighted	Weighted
French	362	306
English	1,047	1,105
Other	135	134

Age

	Unweighted	Weighted
18 to 34	357	413
35 to 54	521	496
55+	667	635

Province

	Unweighted	Weighted
British Columbia	155	213
Alberta	135	170
Manitoba/Saskatchewan	132	100
Ontario	602	600
Quebec	419	358
Atlantic	102	104

Our Credentials



Canada

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



Europe

Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



America

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



International

Leger is a member of the [Worldwide Independent Network of Market Research \(WIN\)](#), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

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)

300
employees

185
consultants

8
offices

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