Le**g**er

Report

Canadian Politics – Federal Leadership

Survey of Canadians

NATIONAL POST

Date: 03/ 03/ 2025
Project: 16811-140

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Methodology

Every month, we conduct a survey of Canadian and Americans to explore their views on the economy and their finances.

Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,548**).

Respondents had the option of completing the survey in French and English 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.

When

Data collection from **February 28 to March 2, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.49%.**

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 or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at sdallaire@leger360.com.

➲ **Notes**

A more detailed methodology is presented in the Appendix.

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CANADA 2021

	LEGER POLL Published on September 18, 2021	OFFICIALS RESULTS 2021 Canada Federal Election
	33%	33.7%
	32%	32.6%
NDP	19%	17.8%
	7%	7.7%
PPC	6%	5.0%
	2%	2.3%

BRITISH COLUMBIA 2024

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
NDP	46%	45%
	42%	43%
greens	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: Canadian Politics

Some of **the key highlights** of our survey about **Canadian Politics...**

1

Federal Conservative leader, Pierre Poilievre out paces his opponents, including Mark Carney, on all leadership measures tested. Poilievre is very strong on *Being in touch with the realities of Canada* and *Understanding the concerns of people like me*. The gap is somewhat narrower on attributes *Best to address the cost-of-living crisis* and *Being able to stand up to Donald trump*.

2

Liberal and Conservative supporters were asked to identify what the primary reason was for supporting either Mark Carney or Pierre Poilievre. The top two reasons why Liberals are supporting Carney:
- Dislike of Poilievre (36%)
- A feeling Carney is best to manage US relations (22%)

The top two reasons why Conservatives are supporting Poilievre:
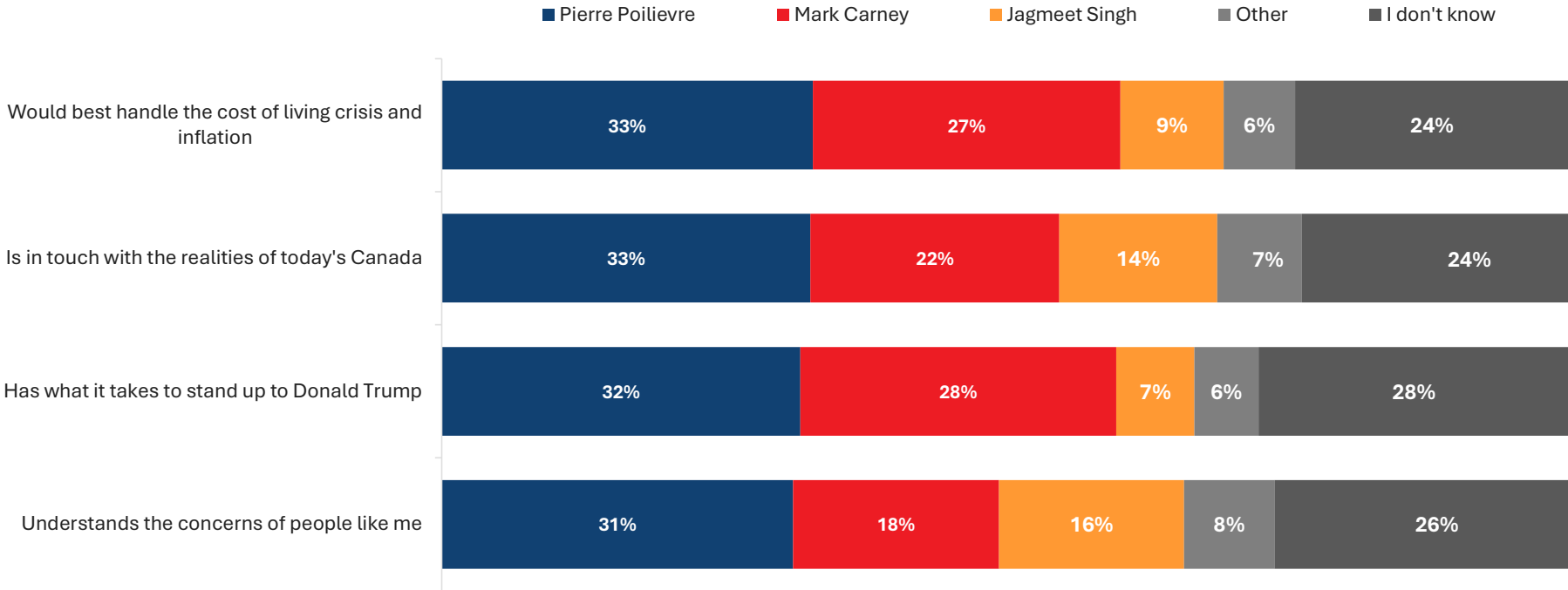- He is seen as best for the economy (25%)
- A lack of trust in Carney (20%)

Federal Leadership

Party Leader Who Best Embodies the Following Qualities (1/3)

Q22Z. Which party leader best embodies the following qualities?

Base: All respondents (n=1,548)

Legend: ■ Pierre Poilievre ■ Mark Carney ■ Jagmeet Singh ■ Other ■ I don't know

Quality	Pierre Poilievre	Mark Carney	Jagmeet Singh	Other	I don't know
Would best handle the cost of living crisis and inflation	33%	27%	9%	6%	24%
Is in touch with the realities of today's Canada	33%	22%	14%	7%	24%
Has what it takes to stand up to Donald Trump	32%	28%	7%	6%	28%
Understands the concerns of people like me	31%	18%	16%	8%	26%

6

Party Leader Who Best Embodies the Following Qualities (1/2)

Q22Z. Which party leader best embodies the following qualities?

Base: All respondents (n=1,548)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	*1,548*	*104*	*358*	*600*	*99*	*172*	*216*	*755*	*793*	*413*	*497*	*637*	*695*	*546*	*290*
Unweighted n=	*1,548*	*100*	*413*	*617*	*128*	*131*	*159*	*795*	*753*	*391*	*491*	*666*	*700*	*542*	*294*
Would best handle the cost of living crisis and inflation															
Pierre Poilievre	**33%**	27%	26%	32%	46%	42%	37%	39%	27%	32%	39%	29%	33%	31%	37%
Mark Carney	**27%**	28%	30%	30%	16%	19%	25%	30%	24%	22%	22%	35%	28%	30%	21%
Jagmeet Singh	**9%**	6%	7%	11%	5%	8%	11%	7%	11%	14%	7%	7%	11%	9%	6%
Is in touch with the realities of today's Canada															
Pierre Poilievre	**33%**	24%	23%	33%	46%	44%	38%	40%	26%	30%	38%	30%	33%	32%	34%
Mark Carney	**22%**	24%	25%	24%	12%	16%	19%	24%	20%	18%	18%	29%	23%	24%	17%
Jagmeet Singh	**14%**	14%	11%	17%	11%	11%	15%	12%	16%	21%	12%	11%	14%	15%	14%
Has what it takes to stand up to Donald Trump															
Pierre Poilievre	**32%**	28%	25%	31%	41%	44%	33%	39%	25%	30%	34%	31%	32%	30%	37%
Mark Carney	**28%**	28%	29%	31%	18%	20%	28%	29%	27%	25%	22%	35%	29%	31%	21%
Jagmeet Singh	**7%**	8%	7%	9%	2%	4%	6%	7%	7%	11%	7%	4%	7%	8%	5%
Understands the concerns of people like me															
Pierre Poilievre	**31%**	27%	22%	30%	45%	41%	36%	37%	25%	28%	36%	29%	31%	29%	36%
Mark Carney	**18%**	14%	18%	22%	10%	15%	17%	21%	15%	17%	15%	22%	19%	21%	13%
Jagmeet Singh	**16%**	14%	14%	19%	15%	14%	18%	15%	18%	22%	15%	14%	16%	19%	14%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

**''Other'' and ''I don't know'' are not shown.

Party Leader Who Best Embodies the Following Qualities (2/2)

Q22Z. Which party leader best embodies the following qualities?

Base: All respondents (n=1,548)

	Total Canada	CPC	LPC	NDP	BQ	GPC	PPC
Weighted n=	1,548	547	379	159	78	57	28*
Unweighted n=	1,548	476	405	197	109	57	28*
Would best handle the cost of living crisis and inflation							
Pierre Poilievre	33%	80%	5%	3%	15%	20%	11%
Mark Carney	27%	6%	73%	22%	29%	16%	14%
Jagmeet Singh	9%	2%	7%	50%	7%	16%	2%
Is in touch with the realities of today's Canada							
Pierre Poilievre	33%	83%	4%	2%	11%	8%	24%
Mark Carney	22%	4%	64%	11%	19%	13%	13%
Jagmeet Singh	14%	3%	14%	66%	13%	22%	4%
Has what it takes to stand up to Donald Trump							
Pierre Poilievre	32%	76%	6%	8%	19%	12%	8%
Mark Carney	28%	5%	75%	25%	28%	19%	10%
Jagmeet Singh	7%	2%	3%	40%	7%	15%	9%
Understands the concerns of people like me							
Pierre Poilievre	31%	79%	3%	1%	8%	7%	24%
Mark Carney	18%	5%	54%	7%	9%	14%	5%
Jagmeet Singh	16%	3%	20%	73%	15%	24%	0%

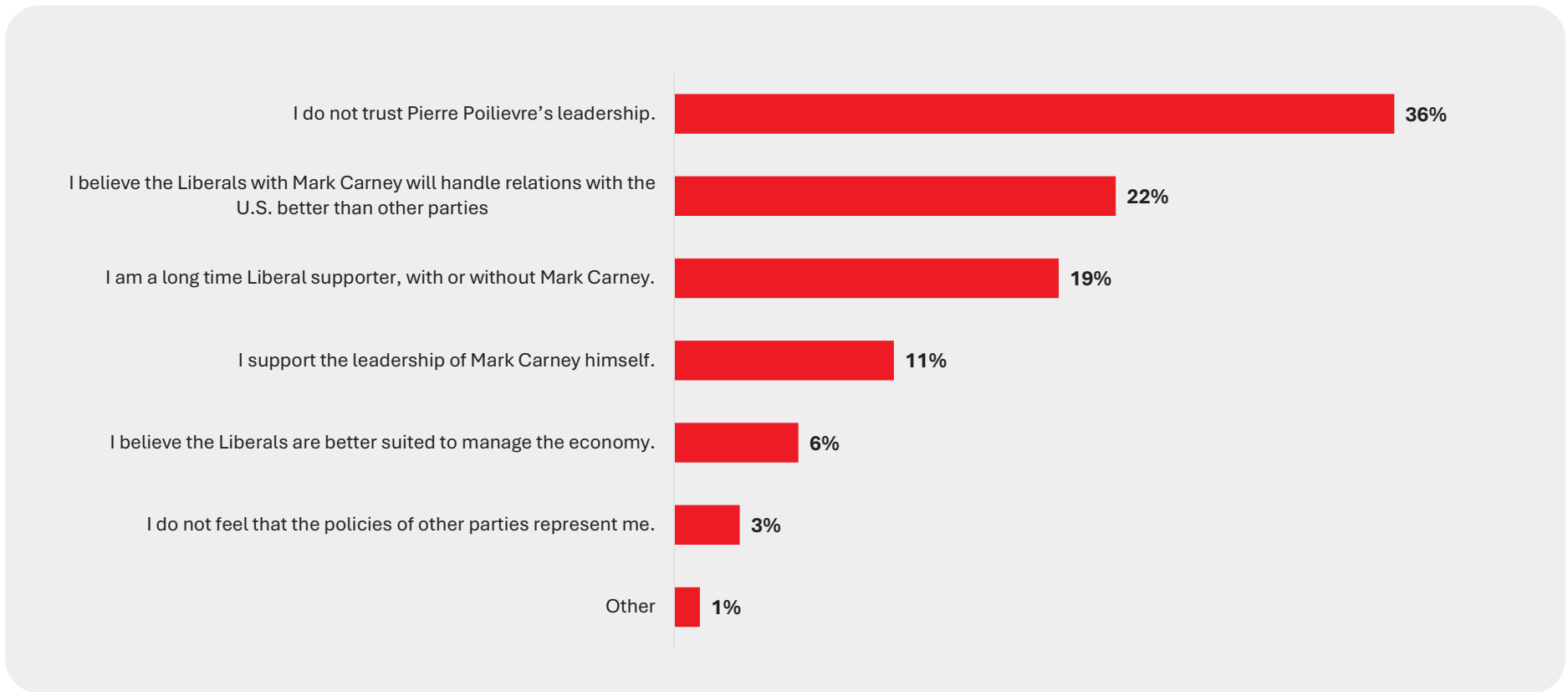*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

**''Other" and ''I don't know'' are not shown.

Primary Reason to Vote for Mark Carney's Liberal Party (1/2)

Q23Z. You indicated that you would likely vote for the Liberal Party if Mark Carney was chosen as the new leader. What is the primary reason for your choice?

Base: Liberal voters if Mark Carney were to become the leader of the Liberal Party (n=455)

Reason	Percentage
I do not trust Pierre Poilievre's leadership.	36%
I believe the Liberals with Mark Carney will handle relations with the U.S. better than other parties	22%
I am a long time Liberal supporter, with or without Mark Carney.	19%
I support the leadership of Mark Carney himself.	11%
I believe the Liberals are better suited to manage the economy.	6%
I do not feel that the policies of other parties represent me.	3%
Other	1%

Primary Reason to Vote for Mark Carney's Liberal Party (2/2)

Q23Z. You indicated that you would likely vote for the Liberal Party if Mark Carney was chosen as the new leader. What is the primary reason for your choice?

Base: Liberal voters if Mark Carney were to become the leader of the Liberal Party (n=455)
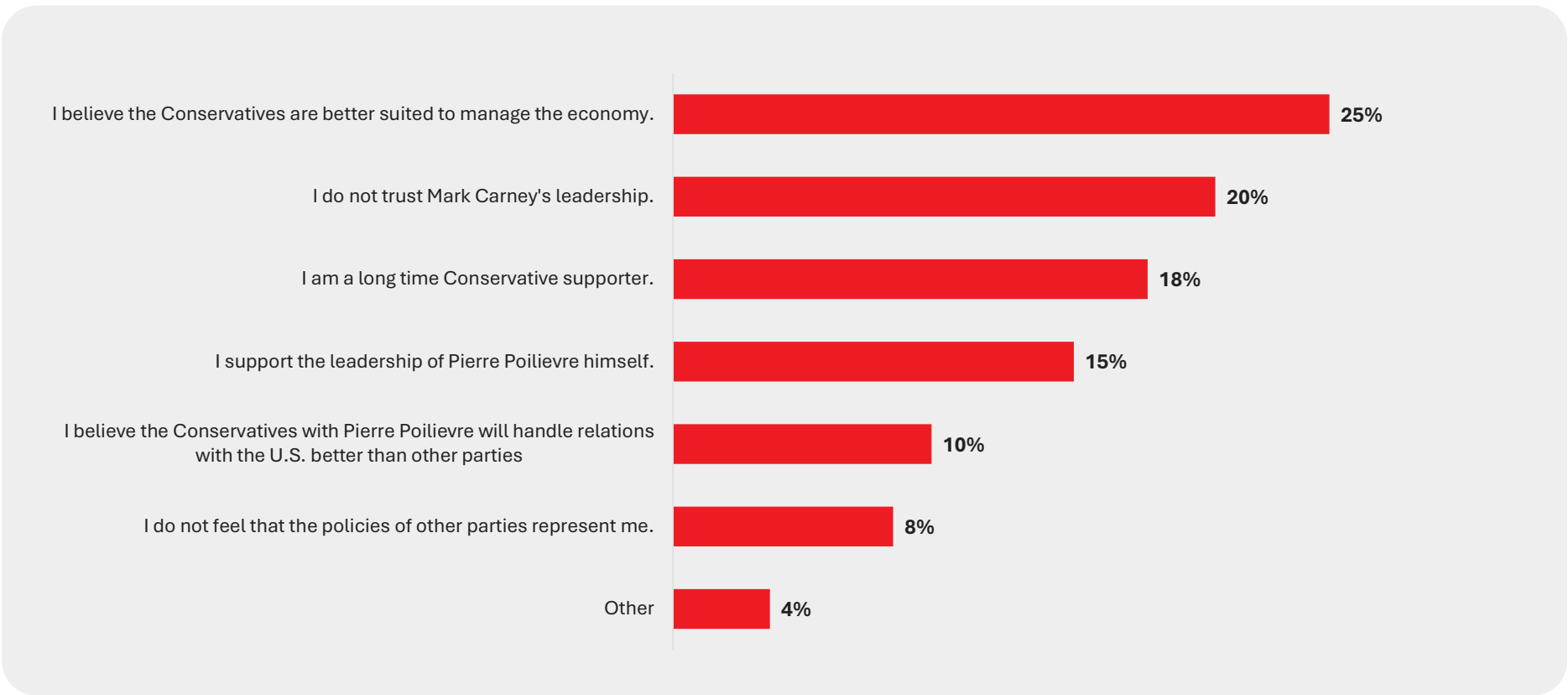
	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	**405**	*27*	*92*	*182*	*14*	*34*	*56*	*210*	*195*	*87*	*111*	*207*	*179*	*167*	*59*
Unweighted n=	**455**	*31*	*113*	*209*	*26**	*34*	*42*	*242*	*213*	*84*	*134*	*237*	*202*	*179*	*74*
I do not trust Pierre Poilievre's leadership.	**36%**	40%	39%	32%	36%	27%	50%	36%	37%	28%	35%	40%	33%	38%	42%
I believe the Liberals with Mark Carney will handle relations with the U.S. better than other parties	**22%**	19%	23%	23%	28%	21%	18%	23%	21%	20%	15%	27%	24%	20%	24%
I am a long time Liberal supporter, with or without Mark Carney.	**19%**	25%	18%	22%	11%	12%	17%	18%	21%	24%	18%	19%	23%	19%	9%
I support the leadership of Mark Carney himself.	**11%**	11%	9%	12%	7%	16%	9%	12%	10%	11%	17%	8%	8%	13%	16%
I believe the Liberals are better suited to manage the economy.	**6%**	0%	4%	8%	12%	8%	5%	8%	5%	7%	10%	4%	7%	5%	7%
I do not feel that the policies of other parties represent me.	**3%**	4%	3%	3%	4%	9%	1%	2%	5%	7%	4%	2%	4%	3%	2%
Other	**1%**	0%	2%	0%	2%	6%	0%	1%	2%	4%	2%	0%	1%	2%	0%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Primary Reason to Vote for Pierre Poilievre's Conservative Party (1/2)

Q23ZB. You indicated that you would likely vote for the Conservative Party of Pierre Poilievre even if Mark Carney were to become leader of the Liberal party. What is the primary reason for your choice?

Base: Conservative voters if Mark Carney were to become the leader of the Liberal Party (n=443)

Reason	Percentage
I believe the Conservatives are better suited to manage the economy.	25%
I do not trust Mark Carney's leadership.	20%
I am a long time Conservative supporter.	18%
I support the leadership of Pierre Poilievre himself.	15%
I believe the Conservatives with Pierre Poilievre will handle relations with the U.S. better than other parties	10%
I do not feel that the policies of other parties represent me.	8%
Other	4%

Primary Reason to Vote for Pierre Poilievre's Conservative Party (2/2)

Q23ZB. You indicated that you would likely vote for the Conservative Party of Pierre Poilievre even if Mark Carney were to become leader of the Liberal party. What is the primary reason for your choice?

Base: Conservative voters if Mark Carney were to become the leader of the Liberal Party (n=443)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	504	26	74	207	47	64	86	298	207	126	185	194	231	159	109
Unweighted n=	443	25*	67	193	54	46	58	278	165	105	161	177	206	138	94
I believe the Conservatives are better suited to manage the economy.	25%	15%	21%	19%	25%	35%	36%	24%	26%	24%	22%	27%	24%	25%	27%
I do not trust Mark Carney's leadership.	20%	31%	18%	18%	18%	21%	25%	20%	21%	8%	18%	31%	23%	17%	22%
I am a long time Conservative supporter.	18%	16%	18%	24%	13%	21%	4%	17%	19%	15%	23%	14%	17%	20%	17%
I support the leadership of Pierre Poilievre himself.	15%	23%	16%	16%	11%	9%	17%	14%	16%	33%	12%	6%	18%	14%	10%
I believe the Conservatives with Pierre Poilievre will handle relations with the U.S. better than other parties	10%	6%	13%	9%	17%	5%	9%	9%	10%	2%	11%	13%	8%	12%	11%
I do not feel that the policies of other parties represent me.	8%	9%	11%	8%	10%	8%	6%	10%	6%	12%	10%	5%	7%	10%	9%
Other	4%	0%	3%	5%	6%	2%	2%	5%	2%	5%	3%	3%	4%	2%	5%

*Given the small number of respondents (n<30) data are presented for illustrative purposes only.

Respondent Profile

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Respondent profiles – *Canadian Sample* 🇨🇦

(Base n=1,548)

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

Gender

	Unweighted	Weighted
Male	795	755
Female	753	793

Language (Mother Tongue)

	Unweighted	Weighted
French	385	306
English	1,031	1,107
Other	131	135

Age

	Unweighted	Weighted
18 to 34	391	413
35 to 54	491	497
55+	666	637

Province

	Unweighted	Weighted
British Columbia	159	216
Alberta	131	172
Manitoba/Saskatchewan	128	99
Ontario	617	600
Quebec	413	358
Atlantic	100	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.

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consultants

8
offices

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