



Report

Canadian Politics

Survey of BC Residents

VANCOUVER SUN

Date: 03 / 31 / 2025
Project: 16811-14



Methodology

Method

Online survey among respondents 18 years of age or older. (BC sample: **n= 501**).

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 British Columbia population.

When

Data collection from **March 26 to March 30, 2025**.

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±4.38%**.

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.

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: Canadian Politics

Some of **the key highlights** of our survey about **Canadian politics among BC residents...**

1

Mark Carney and the Liberal Party of Canada are leading in voting intention. Nearly half (48%) of decided voters in BC say they would vote for the Liberal Party if the election were held today, compared to 38% for Pierre Poilievre's Conservative Party. The NDP trails far behind with 8% of voting intentions.

The Liberal lead is strongest in Metro Vancouver and Vancouver Island, while the Conservatives hold a more moderate lead over the Liberals in other areas of the province.

2

68% of decided BC voters report that their current choice is their final choice, compared to 29% who report that they may still change their mind. Liberal voters largely mirror this certainty, with 30% open to changing to their vote and 67% who say their decision is final. NDP voters are most likely to switch their vote (51%) while Conservative voters are most solidified in their choice (78% choice is final).

3

Regardless of their political affiliations, nearly half of BC residents (46%) believe Mark Carney's Liberal party will win the next election, ahead of Pierre Poilievre's Conservative Party (30%), Jagmeet Singh's NDP (3%), Elizabeth May's Green Party (2%), or Maxime Bernier's People's Party (<1%). Liberal voters are more certain of a Liberal win (84%) than Conservatives are of a Conservative win (73%). Liberals are perceived to be more likely to win across all areas of the province.

4

Mark Carney of the Liberal Party (41%) is considered the party leader who would make the best Prime Minister of Canada by BC residents, ahead of Pierre Poilievre of the Conservative Party (27%). Similar proportions believe that **Carney is leading the best campaign thus far (41%),** followed by Pierre Poilievre (27%). Perceptions of Carney are higher than Poilievre across all regions of the province.

5

Neither Mark Carney nor Pierre Poilievre are perceived to be very in touch with voters. Carney received a mean score of 5.6 out of 10 for being in-touch, while Poilievre received a mean score of 5.4.

6

Perceptions of patriotism are also middling. British Columbians give Mark Carney an average score of 5.9 out of 10 on perceived patriotism, only slightly ahead of Pierre Poilievre, who scores 5.8.

Key highlights: Canadian Politics

Some of **the key highlights** of our survey about **Canadian politics among BC residents...**

7

British Columbians are **divided on whether Mark Carney is like Justin Trudeau**, with 44% saying he is similar and 43% saying he is different. Men are more likely to see them as similar (54%) than women (34%).

Half (51%) of residents rate Pierre Poilievre as similar to Donald Trump while 34% believe he is different. Poilievre is better able to differentiate himself from Trump in areas outside Metro Vancouver and Vancouver Island (42% different in other areas of province).

8

Two-thirds (65%) of BC residents believe that Mark Carney should voluntarily reveal his business interests before the upcoming election. These perceptions are consistent across the province.

9

Across the province, more British Columbians believe that Carney's updated Carbon Tax plan will be better than the old plan. **Approximately one-third (35%) of BC residents believe Mark Carney's updated Carbon tax plan would be more affordable for them**, while 23% believe the opposite. **However, many BC residents (42%) are unsure about the potential impact of the plan.**

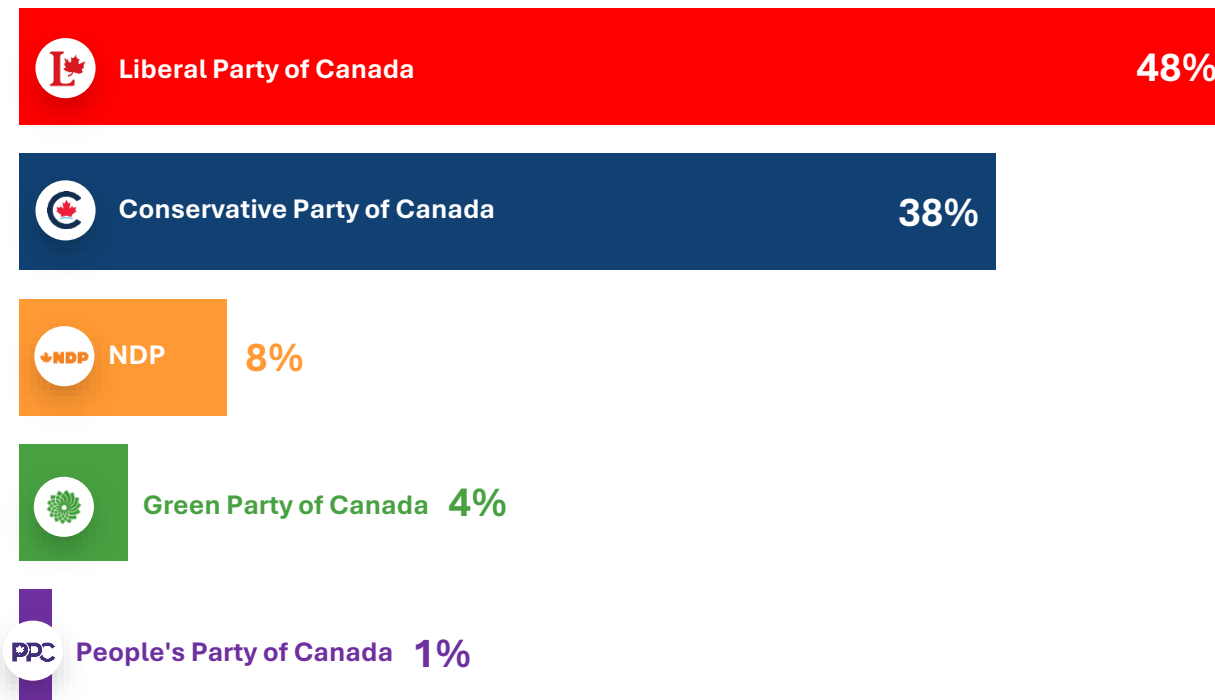
Federal Voting Intentions



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 BC voters (n=438).



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 ...

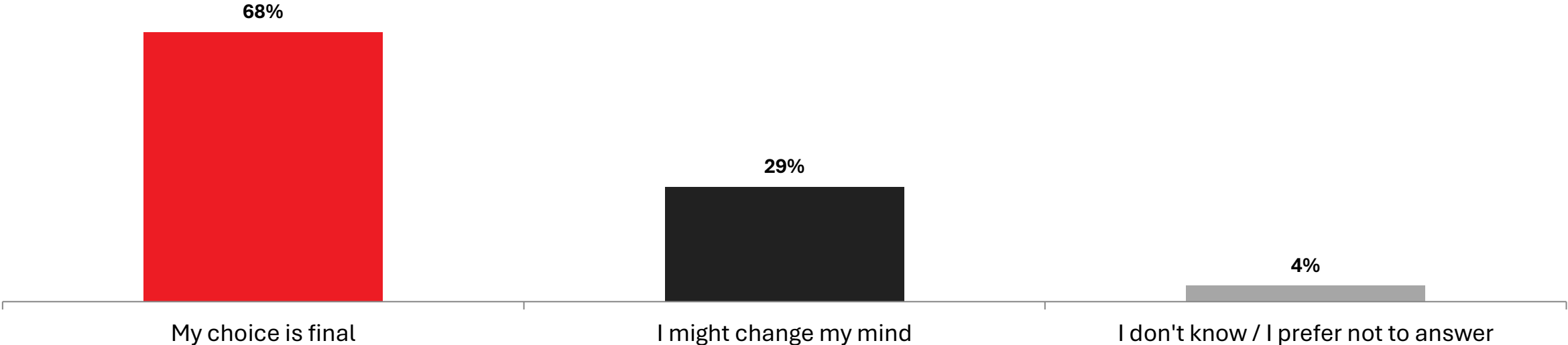
Base: BC respondents who are eligible to vote (n=501). *Take caution interpreting results with small sample size (n<70).

	Total BC	Total Decided voters	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	418	359	64	134	58	104	186	172	94	108	157	166	148	45
<i>Unweighted n=</i>	501	438	80	157	76	125	228	207	103	128	207	204	179	54*
... Mark Carney's Liberal Party of Canada	41%	48%	51%	52%	45%	42%	47%	49%	45%	39%	56%	45%	54%	37%
... Pierre Poilievre's Conservative Party of Canada	33%	38%	36%	36%	31%	47%	44%	33%	36%	44%	36%	38%	37%	41%
... Jagmeet Singh's New Democratic Party of Canada	7%	8%	7%	8%	14%	6%	5%	11%	15%	6%	6%	9%	7%	10%
... Elizabeth May's Green Party of Canada	4%	4%	4%	3%	9%	3%	4%	5%	3%	8%	3%	5%	1%	11%
... Maxime Bernier's People's Party of Canada	1%	1%	2%	-	1%	2%	1%	1%	1%	3%	-	2%	1%	1%
I would not vote	6%	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	<1%	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	5%	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	2%	-	-	-	-	-	-	-	-	-	-	-	-	-

Certainty of Final Choice

CP2. Is this your final choice or could you change your mind?

Base: BC respondents who made a party choice (n=438) *Take caution interpreting results with small sample size (n<70).






	Total BC	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	359	64	134	58	104	186	172	94	108	157	166	148	45
<i>Unweighted n=</i>	438	80	157	76	125	228	207	103	128	207	204	179	54*
My choice is final	68%	63%	72%	61%	68%	67%	69%	64%	63%	74%	63%	73%	67%
I might change my mind	29%	33%	23%	38%	28%	31%	27%	32%	35%	23%	33%	24%	31%
I don't know / I prefer not to answer	4%	3%	5%	1%	4%	3%	4%	4%	3%	4%	4%	4%	2%

Certainty of Final Choice – By Voting Intentions

CP2. Is this your final choice or could you change your mind?

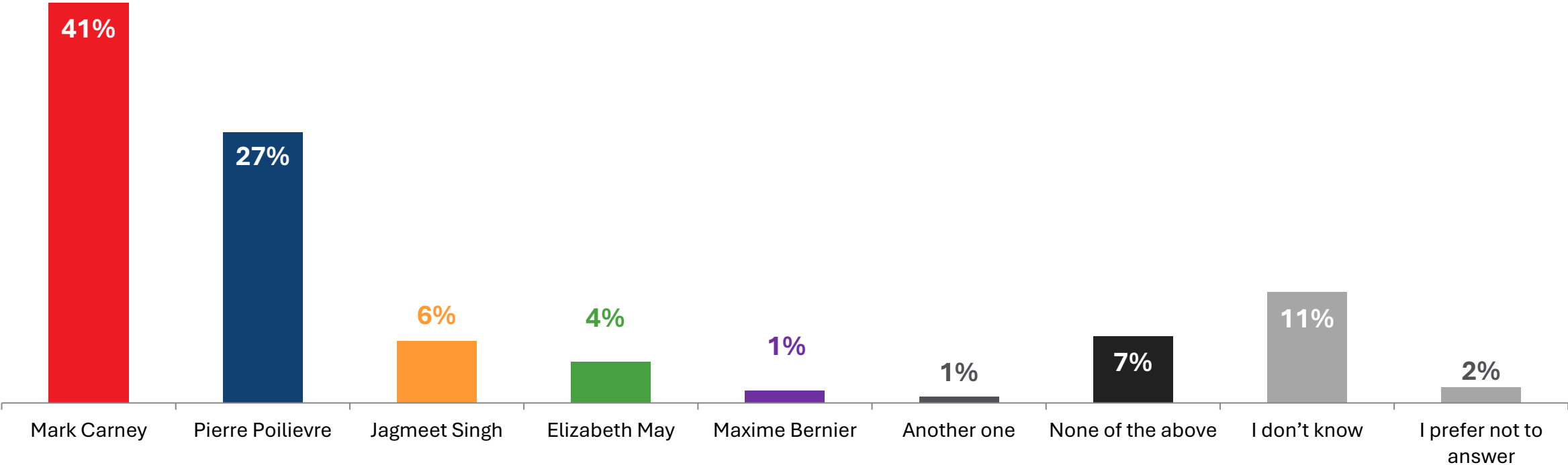
Base: BC respondents who made a party choice (n=438). Green Party and People’s Party not shown in breakdown due to small sample sizes (n<20). *Take caution interpreting results with small sample size (n<70).

				
	Total BC	LPC	CPP	NDP
Weighted n=	359	172	138	29
Unweighted n=	438	220	145	51*
My choice is final	68%	67%	78%	41%
I might change my mind	29%	30%	19%	51%
I don't know / I prefer not to answer	4%	3%	3%	8%

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 BC respondents (n=501)



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 BC respondents (n=501) *Take caution interpreting results with small sample size (n<70).

	Total BC	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	418	72	150	66	131	203	212	110	133	175	189	171	55
<i>Unweighted n=</i>	501	89	176	85	151	249	248	118	156	227	231	204	64*
Mark Carney	41%	45%	41%	43%	36%	43%	39%	35%	31%	51%	38%	45%	37%
Pierre Poilievre	27%	26%	26%	21%	33%	34%	22%	25%	29%	27%	23%	31%	31%
Jagmeet Singh	6%	7%	7%	7%	5%	3%	9%	15%	5%	1%	9%	4%	3%
Elizabeth May	4%	2%	7%	4%	2%	5%	3%	3%	6%	3%	7%	2%	3%
Maxime Bernier	1%	2%	1%	<1%	2%	3%	-	2%	2%	<1%	2%	1%	-
Another one	1%	-	-	2%	1%	1%	<1%	2%	-	-	-	1%	-
None of the above	7%	10%	6%	6%	6%	4%	9%	8%	10%	3%	10%	3%	10%
Don't know	11%	8%	10%	15%	13%	7%	15%	9%	13%	11%	10%	13%	14%
Prefer not to answer	2%	<1%	2%	2%	2%	1%	3%	1%	2%	2%	1%	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?

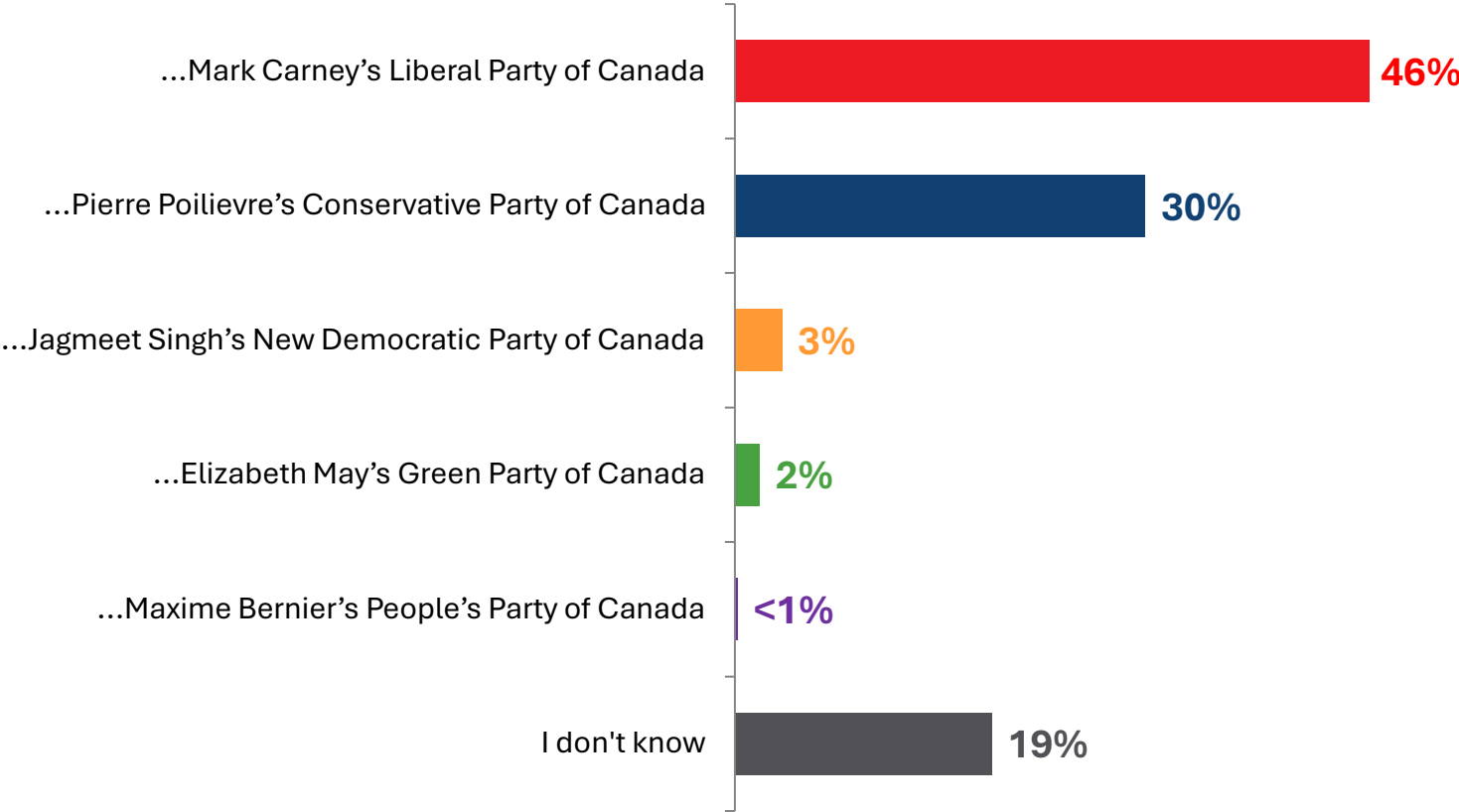
Base: All BC respondents (n=501). Green Party and People's Party not shown in breakdown due to small sample sizes (n<20). *Take caution interpreting results with small sample size (n<70).

				
	Total BC	LPC	CPP	NDP
Weighted n=	418	172	138	29
Unweighted n=	501	220	145	51*
Mark Carney	41%	85%	6%	23%
Pierre Poilievre	27%	1%	79%	2%
Jagmeet Singh	6%	5%	-	52%
Elizabeth May	4%	3%	1%	4%
Maxime Bernier	1%	-	2%	2%
Another one	1%	-	-	-
None of the above	7%	1%	8%	9%
Don't know	11%	4%	5%	5%
Prefer not to answer	2%	-	-	3%

Predictions Regarding the Outcome of the Next Federal Election (1/2)

Q4A. Regardless of your political affiliations, which party do you think will win the next federal election?

Base: All BC respondents (n=501)



Predictions Regarding the Outcome of the Next Federal Election (2/2)

Q4A. Regardless of your political affiliations, which party do you think will win the next federal election?




Base: All BC respondents (n=501). *Take caution interpreting results with small sample size (n<70).

	Total BC	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	418	72	150	66	131	203	212	110	133	175	189	171	55
<i>Unweighted n=</i>	501	89	176	85	151	249	248	118	156	227	231	204	64*
...Mark Carney's Liberal Party of Canada	46%	50%	49%	50%	39%	47%	45%	42%	38%	55%	45%	49%	41%
...Pierre Poilievre's Conservative Party of Canada	30%	29%	29%	23%	35%	37%	23%	33%	33%	26%	30%	31%	29%
...Jagmeet Singh's New Democratic Party of Canada	3%	3%	3%	4%	4%	4%	3%	6%	4%	2%	4%	3%	4%
...Elizabeth May's Green Party of Canada	2%	1%	2%	4%	1%	1%	3%	3%	3%	-	2%	2%	2%
...Maxime Bernier's People's Party of Canada	<1%	-	1%	-	-	-	<1%	-	1%	-	<1%	-	-
I don't know	19%	17%	17%	19%	21%	11%	26%	17%	21%	18%	18%	17%	25%

Predictions Regarding the Outcome of the Next Federal Election – By Voting Intentions

Q4A. Regardless of your political affiliations, which party do you think will win the next federal election?

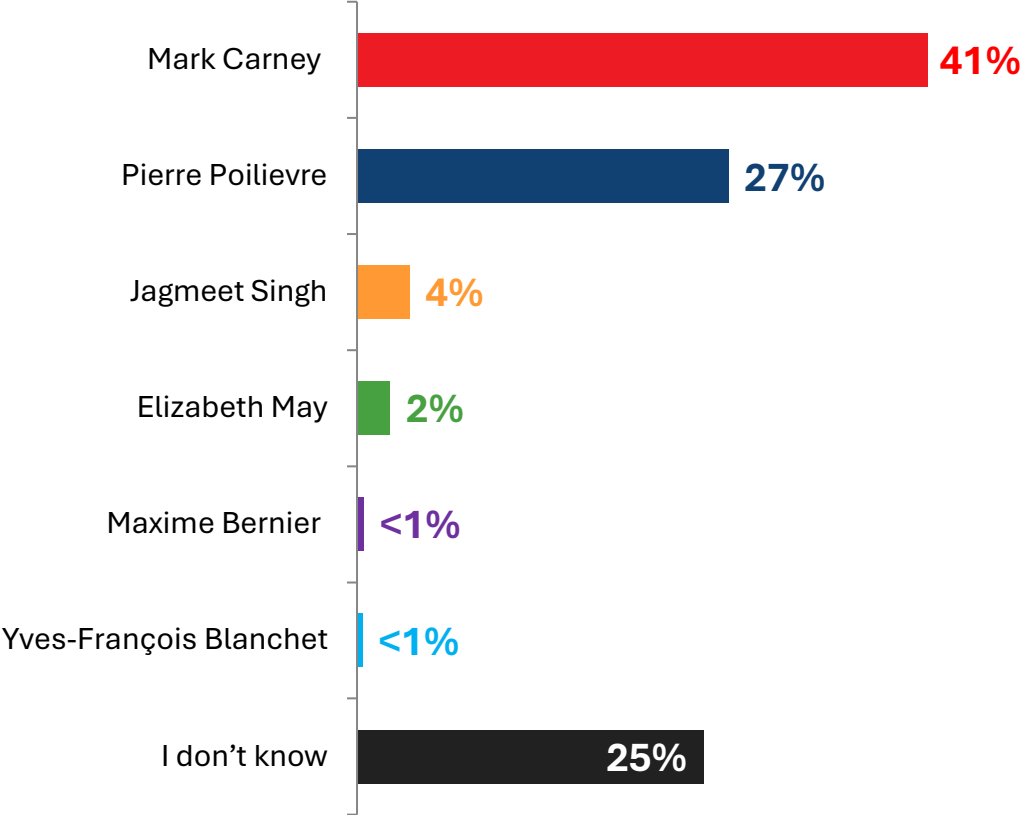
Base: All BC respondents (n=501). Green Party and People’s Party not shown in breakdown due to small sample sizes (n<20). *Take caution interpreting results with small sample size (n<70).

				
	Total BC	LPC	CPC	NDP
Weighted n=	418	172	138	29
Unweighted n=	501	220	145	51*
...Mark Carney’s Liberal Party of Canada	46%	84%	15%	43%
...Pierre Poilievre’s Conservative Party of Canada	30%	6%	73%	10%
...Jagmeet Singh’s New Democratic Party of Canada	3%	<1%	-	26%
...Elizabeth May’s Green Party of Canada	2%	1%	-	-
...Maxime Bernier’s People’s Party of Canada	<1%	-	1%	-
I don't know	19%	9%	11%	22%

Perceived Best Campaign Performance (1/2)

Q5. Since the beginning of the election campaign, which party leader do you think is leading the best campaign so far?

Base: All BC respondents (n=501)



Perceived Best Campaign Performance (2/2)

Q5. Since the beginning of the election campaign, which party leader do you think is leading the best campaign so far?




Base: All BC respondents (n=501). *Take caution interpreting results with small sample size (n<70).

	Total BC	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	418	72	150	66	131	203	212	110	133	175	189	171	55
Unweighted n=	501	89	176	85	151	249	248	118	156	227	231	204	64*
Mark Carney	41%	45%	41%	43%	38%	45%	38%	32%	36%	51%	41%	42%	40%
Pierre Poilievre	27%	27%	25%	19%	33%	33%	21%	31%	28%	23%	24%	28%	32%
Jagmeet Singh	4%	2%	3%	3%	6%	3%	5%	6%	3%	3%	3%	4%	5%
Elizabeth May	2%	1%	1%	6%	3%	2%	3%	2%	4%	1%	2%	1%	7%
Maxime Bernier	<1%	1%	-	-	1%	1%	-	1%	1%	-	<1%	1%	-
Yves-François Blanchet	<1%	-	1%	-	<1%	<1%	<1%	-	<1%	1%	<1%	1%	-
I don't know	25%	23%	29%	30%	19%	16%	33%	29%	27%	21%	29%	24%	15%

Perceived Best Campaign Performance – By Voting Intentions

Q5. Since the beginning of the election campaign, which party leader do you think is leading the best campaign so far?

Base: All BC respondents (n=501). Green Party and People’s Party not shown in breakdown due to small sample sizes (n<20). *Take caution interpreting results with small sample size (n<70).

				
	Total BC	LPC	CPC	NDP
Weighted n=	418	172	138	29
Unweighted n=	501	220	145	51
Mark Carney	41%	78%	12%	31%
Pierre Poilievre	27%	3%	71%	11%
Jagmeet Singh	4%	2%	-	25%
Elizabeth May	2%	1%	<1%	1%
Maxime Bernier	<1%	-	-	-
Yves-François Blanchet	<1%	<1%	1%	-
I don't know	25%	15%	16%	31%

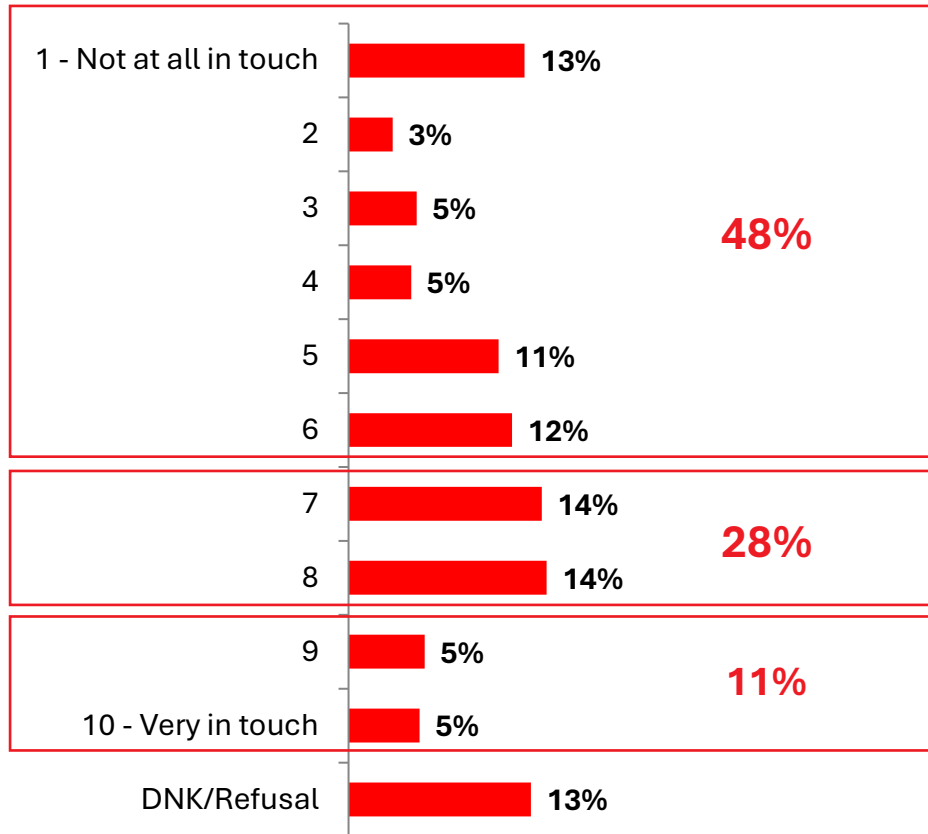
Carney vs Poilievre



Carney vs Poilievre: Perceived Connection to voters (1/2)

Q6. On a scale of 1 to 10 how in touch with the typical Canadian voter is Liberal leader **Mark Carney**?

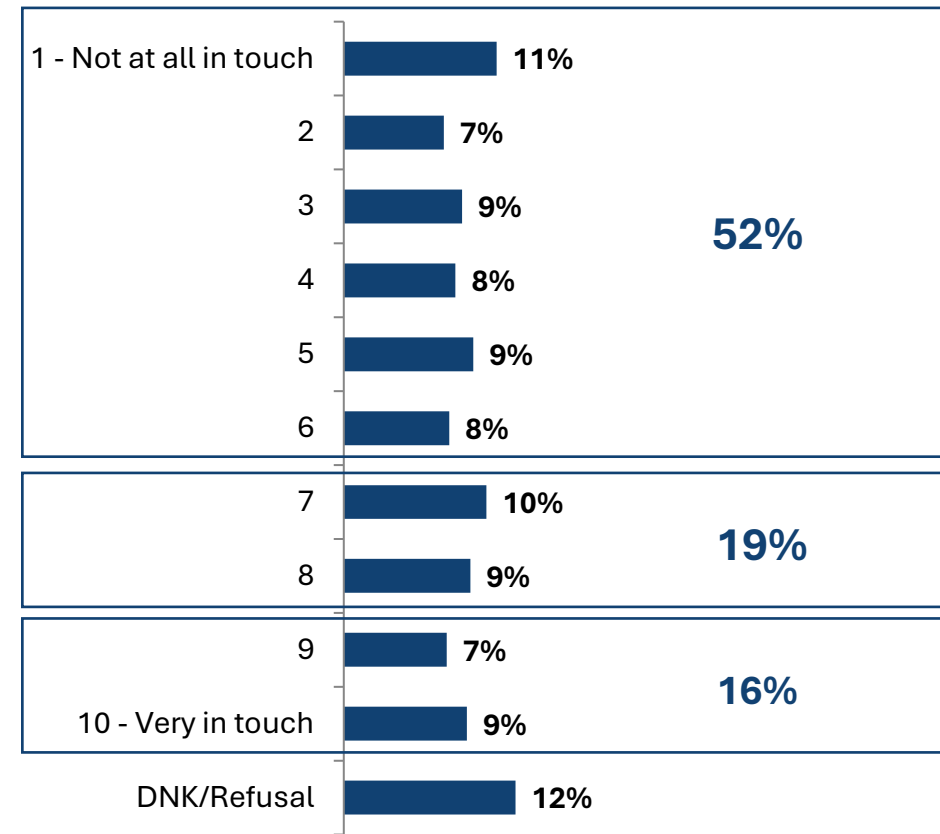
Base: All BC respondents (n=501)



Average: 5.6/10

Q7. On a scale of 1 to 10 how in touch with the typical Canadian voter is Conservative leader **Pierre Poilievre**?

Base: All BC respondents (n=501)



Average: 5.4/10

Carney vs Poilievre: Perceived Connection to voters (2/2)

Q6 + Q7. On a scale of 1 to 10 how in touch with the typical Canadian voter is...?

Base: All BC respondents (n=501). Green Party and People's Party not shown in breakdown due to small sample sizes (n<20). *Take caution interpreting results with small sample size (n<70).

	Total BC	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	418	72	150	66	131	203	212	110	133	175	189	171	55
Unweighted n=	501	89	176	85	151	249	248	118	156	227	231	204	64*

Mark Carney

Average	5.6	5.6	5.8	6.1	5.2	5.5	5.8	5.8	5.1	5.9	5.8	5.6	5.0
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Pierre Poilievre

Average	5.4	4.9	5.7	5.0	5.6	5.7	5.1	5.8	5.7	5.1	5.4	5.5	5.7
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	Total BC	LPC	CPC	NDP
Weighted n=	418	172	138	29
Unweighted n=	501	220	145	51*

Mark Carney

Average	5.6	7.5	3.4	6.5
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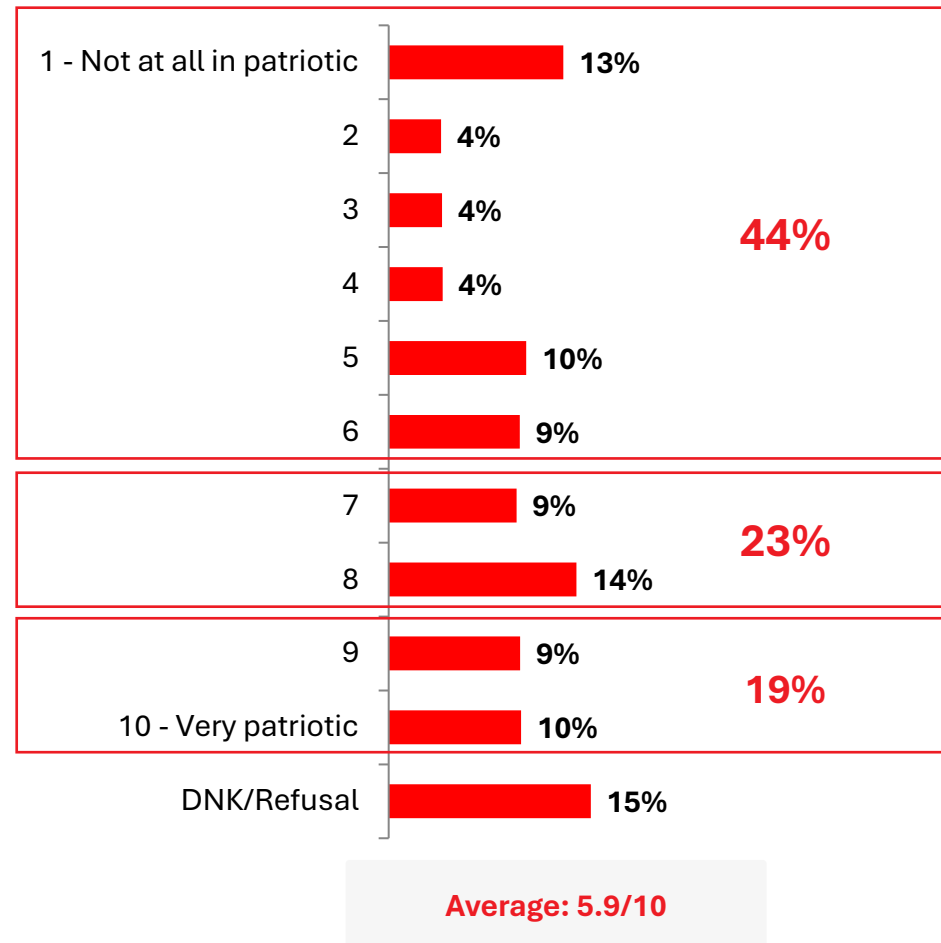
Pierre Poilievre

Average	5.4	3.8	8.1	4.0
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Carney vs Poilievre: Perceived Patriotism (1/2)

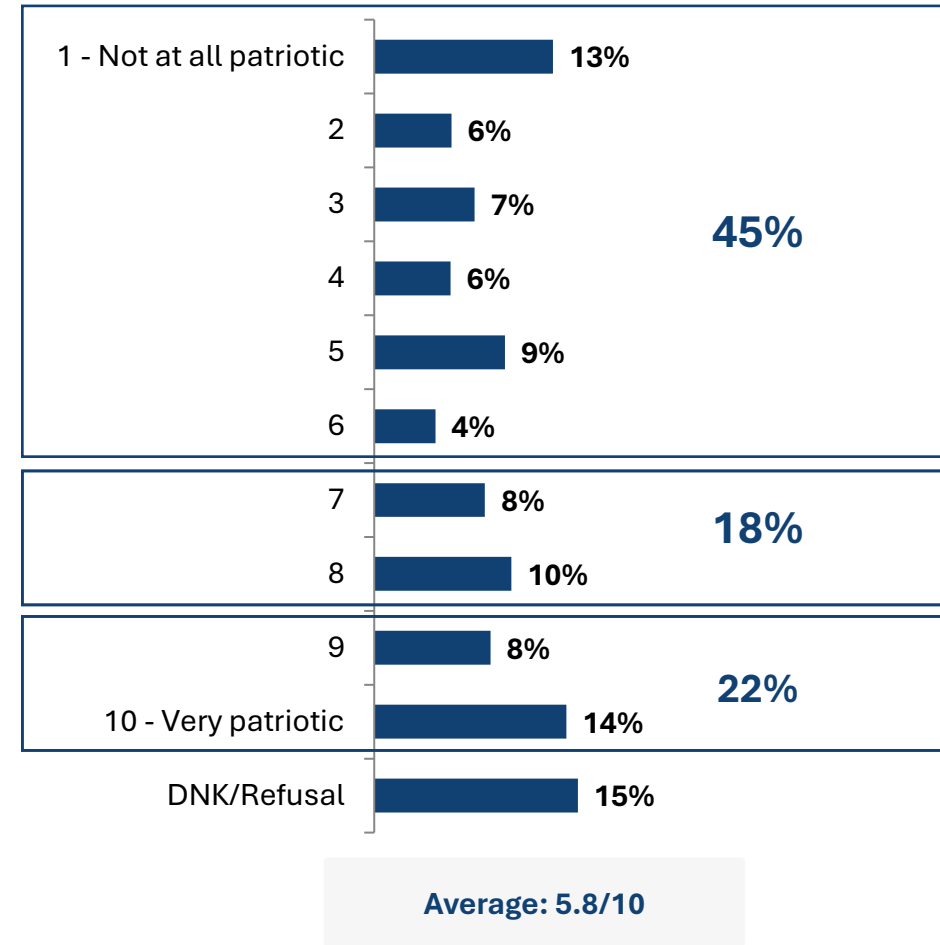
Q8. On a scale of 1 to 10, how much do you consider Liberal leader **Mark Carney** to be a Canadian patriot?

Base: All BC respondents (n=501)



Q9. On a scale of 1 to 10, how much do you consider Conservative leader **Pierre Poilievre** to be a Canadian patriot?

Base: All BC respondents (n=501)



Carney vs Poilievre: Perceived Patriotism (2/2)

Q8 + Q9. On a scale of 1 to 10, how much do you consider to be a Canadian patriot?

Base: All BC respondents (n=501). Green Party and People's Party not shown in breakdown due to small sample sizes (n<20). *Take caution interpreting results with small sample size (n<70).

	Total BC	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	418	72	150	66	131	203	212	110	133	175	189	171	55
Unweighted n=	501	89	176	85	151	249	248	118	156	227	231	204	64*

Mark Carney

Average	5.9	6.0	6.1	6.4	5.5	5.9	6.1	5.8	5.2	6.6	6.2	6.0	5.1
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Pierre Poilievre

Average	5.8	5.2	5.7	6.0	6.0	6.1	5.4	6.0	5.8	5.5	5.5	5.9	6.2
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	Total BC	LPC	CPC	NDP
Weighted n=	418	172	138	29
Unweighted n=	501	220	145	51*

Mark Carney

Average	5.9	8.1	3.6	6.6
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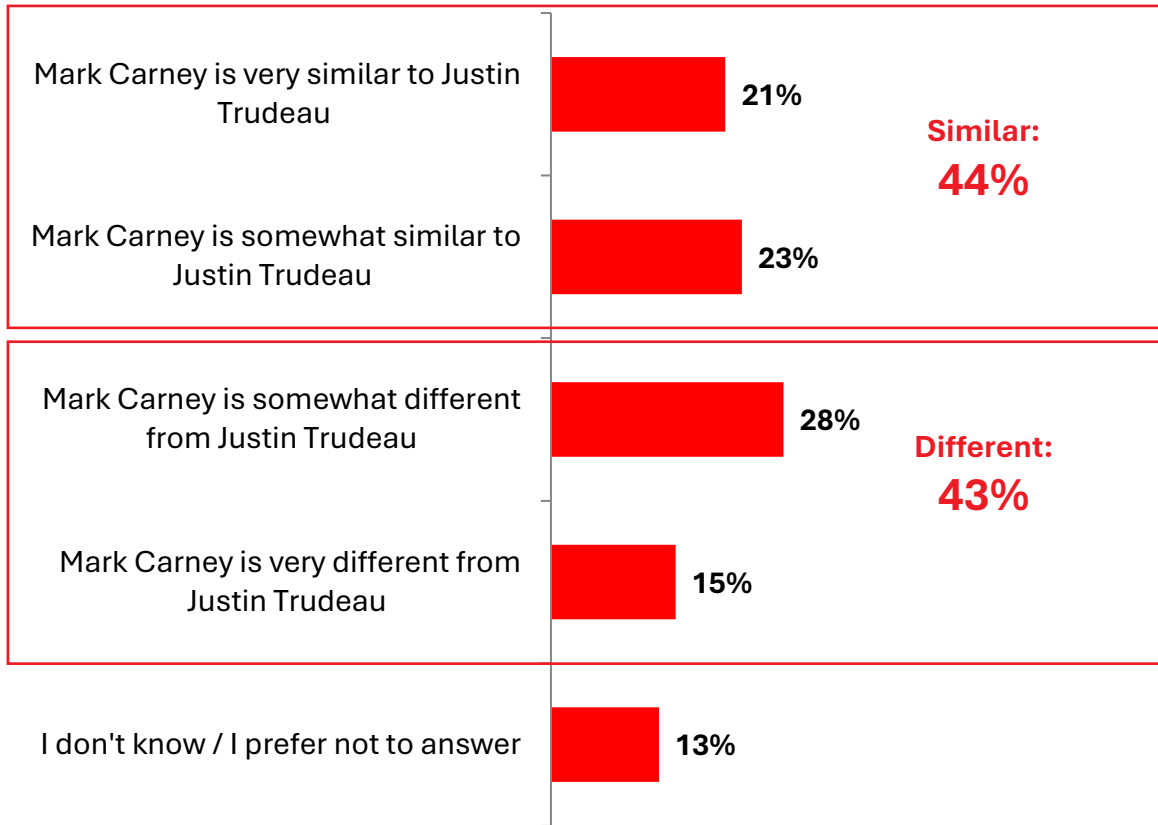
Pierre Poilievre

Average	5.8	3.9	8.7	4.1
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Carney vs Poilievre: Comparison with Other Leaders (1/3)

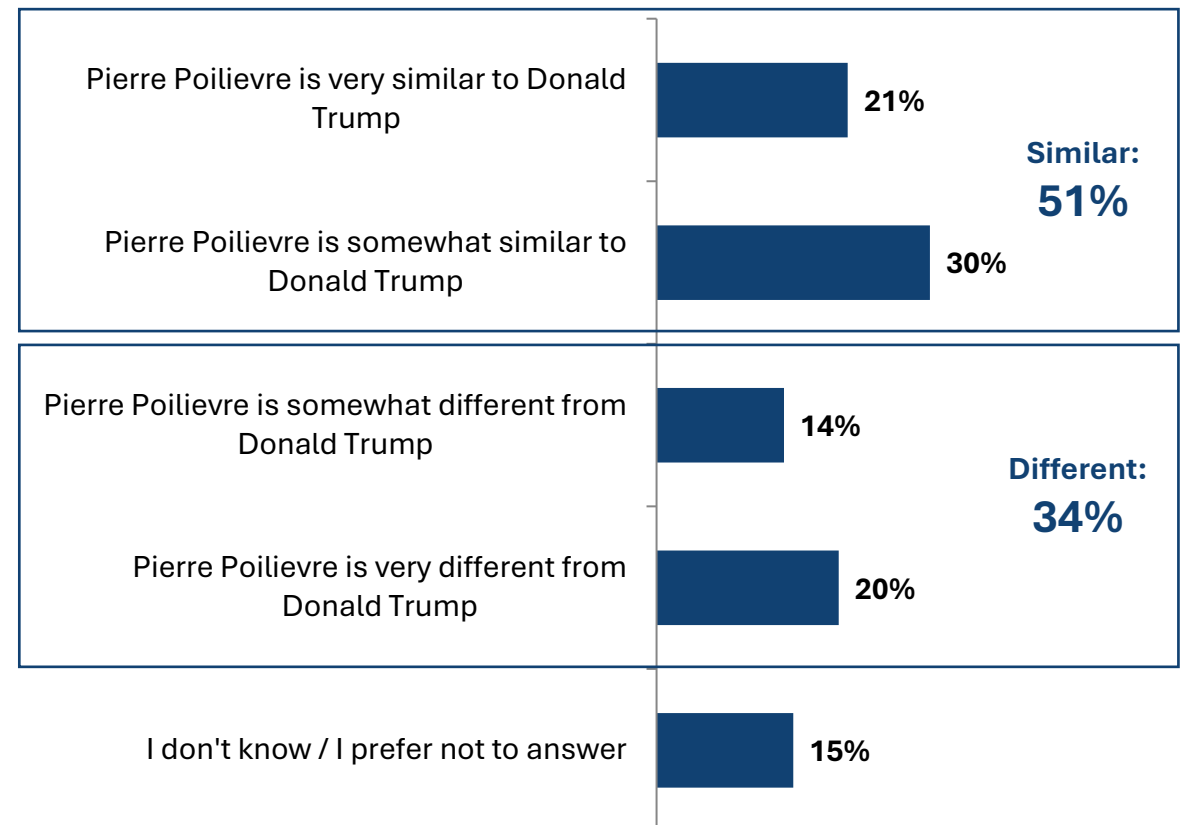
Q10. Would you say that leader Mark Carney is similar or different from Justin Trudeau?

Base: All BC respondents (n=501)



Q11. Would you say that leader Pierre Poilievre is similar or different from Donald Trump?

Base: All BC respondents (n=501)






Carney vs Poilievre: Comparison with Other Leaders (2/3)

Q10. Would you say that leader **Mark Carney** is similar or different from Justin Trudeau?

Base: All BC respondents (n=501). Green Party and People's Party not shown in breakdown due to small sample sizes (n<20). *Take caution interpreting results with small sample size (n<70).

	Total BC	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	418	72	150	66	131	203	212	110	133	175	189	171	55
<i>Unweighted n=</i>	501	89	176	85	151	249	248	118	156	227	231	204	64*
TOTAL SIMILAR	44%	42%	45%	42%	47%	54%	35%	49%	47%	40%	43%	45%	52%
Mark Carney is very similar to Justin Trudeau	21%	21%	18%	20%	25%	27%	15%	21%	26%	17%	19%	22%	25%
Mark Carney is somewhat similar to Justin Trudeau	23%	20%	26%	22%	22%	26%	20%	28%	20%	22%	24%	22%	27%
TOTAL DIFFERENT	43%	53%	41%	43%	38%	40%	46%	33%	37%	53%	42%	45%	37%
Mark Carney is somewhat different from Justin Trudeau	28%	40%	27%	29%	22%	23%	32%	28%	26%	29%	29%	28%	21%
Mark Carney is very different from Justin Trudeau	15%	14%	15%	14%	16%	17%	13%	6%	11%	24%	13%	17%	16%
I don't know / I prefer not to answer	13%	5%	14%	15%	15%	6%	19%	17%	16%	7%	15%	10%	11%




	Total BC	 LPC	 CPC	 NDP
<i>Weighted n=</i>	418	172	138	29
<i>Unweighted n=</i>	501	220	145	51*
TOTAL SIMILAR	44%	27%	75%	38%
Mark Carney is very similar to Justin Trudeau	21%	4%	51%	14%
Mark Carney is somewhat similar to Justin Trudeau	23%	23%	23%	24%
TOTAL DIFFERENT	43%	69%	17%	44%
Mark Carney is somewhat different from Justin Trudeau	28%	44%	12%	32%
Mark Carney is very different from Justin Trudeau	15%	26%	5%	12%
I don't know / I prefer not to answer	13%	4%	9%	18%

Carney vs Poilievre: Comparison with Other Leaders (3/3)

Q11. Would you say that leader **Pierre Poilievre** is similar or different from Donald Trump?

Base: All BC respondents (n=501). Green Party and People's Party not shown in breakdown due to small sample sizes (n<20). *Take caution interpreting results with small sample size (n<70).

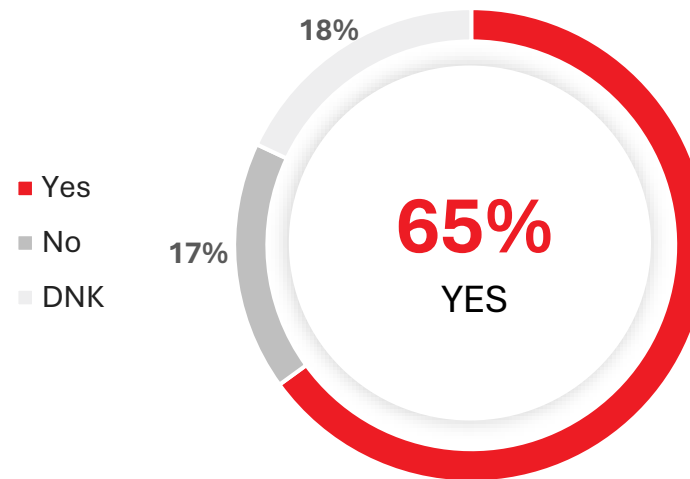
	Total BC	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Men	Women	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	418	72	150	66	131	203	212	110	133	175	189	171	55
<i>Unweighted n=</i>	501	89	176	85	151	249	248	118	156	227	231	204	64*
TOTAL SIMILAR	51%	57%	51%	60%	43%	53%	48%	49%	48%	54%	51%	53%	43%
Pierre Poilievre is very similar to Donald Trump	21%	23%	22%	22%	17%	21%	20%	18%	19%	24%	23%	19%	19%
Pierre Poilievre is somewhat similar to Donald Trump	30%	34%	28%	38%	25%	31%	28%	31%	29%	30%	28%	34%	23%
TOTAL DIFFERENT	34%	35%	30%	26%	42%	39%	30%	31%	36%	35%	32%	33%	45%
Pierre Poilievre is somewhat different from Donald Trump	14%	22%	9%	10%	17%	18%	10%	18%	12%	12%	14%	14%	15%
Pierre Poilievre is very different from Donald Trump	20%	13%	22%	17%	25%	21%	21%	13%	24%	23%	19%	19%	31%
I don't know / I prefer not to answer	15%	8%	19%	14%	15%	9%	22%	21%	17%	11%	16%	14%	12%

	Total BC	 LPC	 CPC	 NDP
<i>Weighted n=</i>	418	172	138	29
<i>Unweighted n=</i>	501	220	145	51*
TOTAL SIMILAR	51%	80%	19%	68%
Pierre Poilievre is very similar to Donald Trump	21%	38%	2%	31%
Pierre Poilievre is somewhat similar to Donald Trump	30%	42%	17%	37%
TOTAL DIFFERENT	34%	12%	72%	12%
Pierre Poilievre is somewhat different from Donald Trump	14%	8%	24%	7%
Pierre Poilievre is very different from Donald Trump	20%	4%	48%	5%
I don't know / I prefer not to answer	15%	7%	10%	19%

Disclosure of Carney's Business Interests

Q12. Liberal Leader Mark Carney has acknowledged that as prime minister he may have conflicts of interest related to his business interests from recently working for a major investment company. Because he has never been elected, he has said the rules only require his business interests to be disclosed after an election. Some have been calling for him to reveal his business interests before Canadians vote so they can make an informed decision about potential conflicts. **Do you feel Liberal leader Mark Carney should voluntarily reveal his business interests before the election?**

Base: All BC respondents (n=501). *Take caution interpreting results with small sample size (n<70).






	Total BC	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	418	72	150	66	131	203	212	110	133	175	189	171	55
Unweighted n=	501	89	176	85	151	249	248	118	156	227	231	204	64*
Yes	65%	68%	63%	65%	64%	67%	62%	64%	66%	64%	65%	64%	67%
No	17%	12%	18%	18%	19%	21%	13%	12%	17%	21%	16%	18%	18%
I don't know	18%	20%	19%	16%	17%	12%	24%	24%	17%	16%	19%	18%	15%

Disclosure of Carney’s Business Interests – By Voting Intentions

Q12. Liberal Leader Mark Carney has acknowledged that as prime minister he may have conflicts of interest related to his business interests from recently working for a major investment company. Because he has never been elected, he has said the rules only require his business interests to be disclosed after an election. Some have been calling for him to reveal his business interests before Canadians vote so they can make an informed decision about potential conflicts. **Do you feel Liberal leader Mark Carney should voluntarily reveal his business interests before the election?**

Base: All BC respondents (n=501). Green Party and People’s Party not shown in breakdown due to small sample sizes (n<20). *Take caution interpreting results with small sample size (n<70).

				
	Total BC	LPC	CPC	NDP
Weighted n=	418	172	138	29
Unweighted n=	501	220	145	51*
Yes	65%	54%	85%	55%
No	17%	25%	6%	21%
I don’t know	18%	21%	9%	24%

Perceived Impact of Carney’s Carbon Pricing Plan on Consumers

Q13. Liberal Leader Mark Carney had reduced the consumer carbon tax to zero and has promised as prime minister to bring in new climate regulations instead, including a tax on products from countries without carbon taxes, a higher carbon tax on Canadian industries, and creating incentives for Canadians to buy products that have lower climate impacts. What do you think Liberal leader Mark Carney’s carbon pricing plans mean for you as a consumer?

Base: All BC respondents (n=501) *Take caution interpreting results with small sample size (n<70).






	Total BC	City of Van.	Rest of Lower Mainland	Van. Island	Other BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	418	72	150	66	131	203	212	110	133	175	189	171	55
<i>Unweighted n=</i>	501	89	176	85	151	249	248	118	156	227	231	204	64*
Carney’s plan will be better and more affordable for me compared to the old Carbon Tax	35%	35%	37%	27%	37%	39%	31%	39%	31%	36%	40%	31%	36%
Carney’s plan will be worse and less affordable for me compared to the old Carbon Tax	23%	22%	21%	18%	29%	32%	15%	19%	24%	25%	18%	27%	29%
I don't know	42%	43%	41%	55%	35%	29%	54%	42%	45%	39%	42%	42%	35%

Perceived Impact of Carney’s Carbon Pricing Plan on Consumers – By Voting Intentions

Q13. Liberal Leader Mark Carney had reduced the consumer carbon tax to zero and has promised as prime minister to bring in new climate regulations instead, including a tax on products from countries without carbon taxes, a higher carbon tax on Canadian industries, and creating incentives for Canadians to buy products that have lower climate impacts. What do you think Liberal leader Mark Carney’s carbon pricing plans mean for you as a consumer?

Base: All BC respondents (n=501). Green Party and People’s Party not shown in breakdown due to small sample sizes (n<20). *Take caution interpreting results with small sample size (n<70).

				
	Total BC	LPC	CPP	NDP
Weighted n=	418	172	138	29
Unweighted n=	501	220	145	51*
Carney’s plan will be better and more affordable for me compared to the old Carbon Tax	35%	58%	18%	36%
Carney’s plan will be worse and less affordable for me compared to the old Carbon Tax	23%	5%	51%	20%
I don't know	42%	37%	31%	44%

Respondent Profile

Respondent profiles – BC Sample



(Base: Unweighted n=501; Weighted n=418)

The table below presents the BC distribution of respondents before and after weighting.

Gender

	Unweighted	Weighted
Male	249	203
Female	248	212

Region

	Unweighted	Weighted
City of Vancouver	89	72
Rest of Lower Mainland	176	150
Vancouver Island	85	66
Rest of BC	151	131

Age

	Unweighted	Weighted
18 to 34	118	110
35 to 54	156	133
55+	227	175

Area

	Unweighted	Weighted
Urban	231	189
Suburban	204	171
Rural	64	55

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

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Strategic and operational customer experience consulting services

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Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

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185
consultants

8
offices

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