

# Leger

Report

## Canadian Politics

### *Survey of Canadians*

# NATIONAL POST

le **journal** de  
**montréal**

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



# Methodology

During the election campaign, we conduct a weekly survey of Canadians to track their voting intentions and gather their views on key federal political issues

## Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 3,002**).

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 **March 26 to March 31, 2025**.

## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±1.79%**.

## 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](mailto:aenns@leger360.com) or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at [sdallaire@leger360.com](mailto: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%

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## Key highlights: Canadian Politics (1/2)

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

**1**

As the second week of the election campaign begins, Mark Carney's Liberal Party continues to lead in voting intentions. Currently, **44% of Canadians say they would vote for the Liberal Party if the election were held today, compared to 38% for Pierre Poilievre's Conservative Party.** These numbers remain stable compared to last week.

**2**

**Two-thirds of Canadians (64%) say their vote is final, while one-third (33%) remain open to changing their mind.** Conservative voters (73%) are more likely to say that their choice is final. One-third of current Liberal supporters and over half of NDP voters (57%) may switch their vote.

**3**

**Regardless of their political affiliations, nearly half of Canadians (46%) believe the Liberal Party will win the next election,** ahead of Pierre Poilievre's Conservative Party (31%), Jagmeet Singh's NDP (2%), Elizabeth May's Green Party (1%), or Maxime Bernier's People's Party (1%). Those results are stable compared to last week.

**4**

**More than one in three Canadians (36%) believe Mark Carney is running the best campaign so far, placing him ahead of Pierre Poilievre, who is seen as leading the strongest campaign by 28%.**

**5**

**Nearly half of Canadians feel that neither Mark Carney (48%) nor Pierre Poilievre (51%) are in touch with the average voter.** Both leaders receive the same average score of 5.6 out of 10 when it comes to their perceived connection with Canadians.

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## Key highlights: Canadian Politics (2/2)

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

**6**

Canadians give Mark Carney an average score of 6.0 out of 10 on perceived patriotism, only slightly ahead of Pierre Poilievre, who scores 5.9. **Overall, perceptions of patriotism are fairly divided, with around 4 in 10 respondents rating each leader on the lower end of the scale.**

**7**

**Canadians are divided on whether Mark Carney is similar to Justin Trudeau, with 42% saying he is and 42% saying he is not. Meanwhile, nearly half (48%) believe Pierre Poilievre resembles Donald Trump, while 35% think he is different.**

**8**

**Two-thirds of Canadians (67%) believe that Liberal leader Mark Carney should voluntarily disclose his business interests before the election, while 17% think he does not need to do so, and 16% don't know.**

**9**

Canadians hold mixed views on the impact of Mark Carney's proposed carbon pricing plan: **32% believe it will be better and more affordable than the current carbon tax, while 27% think it will be worse and less affordable.** However, a large portion of respondents (41%) are unsure of how the plan would affect them as consumers.

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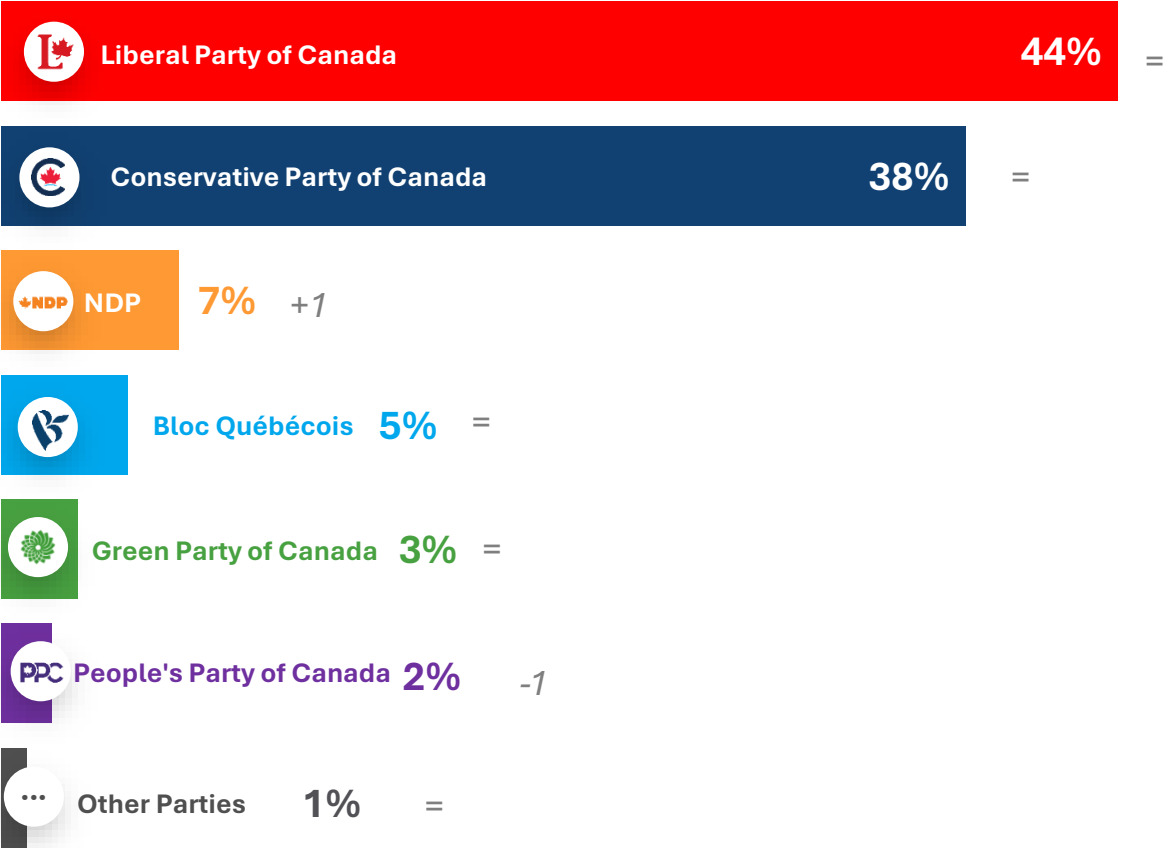
# Federal Voting Intentions



# 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 voters (n=2,610) except for the Bloc Québécois, Quebecers only



Note: The +/- are in comparison to the most recent voting intention measure, from March 24<sup>th</sup>, 2025.

## Voting Intentions - Federal Elections (2/2)

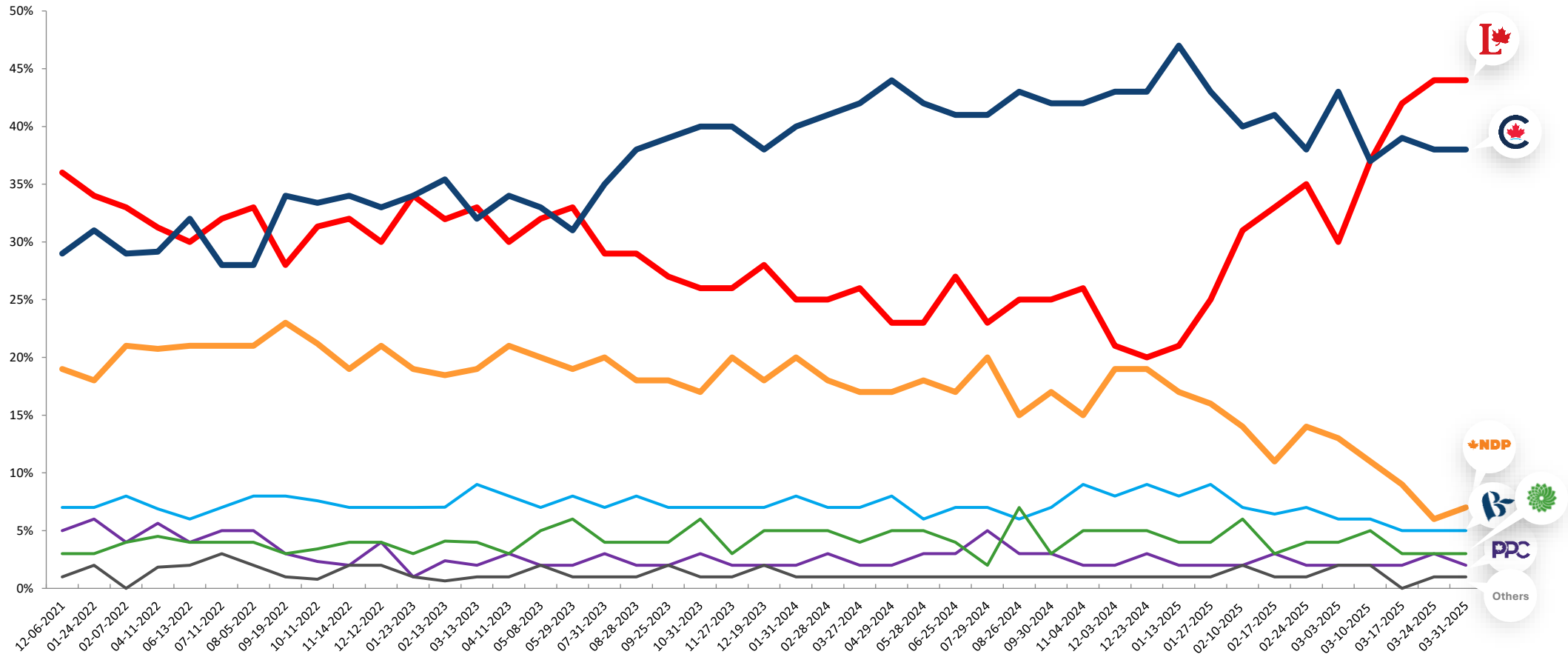
**Q1.** If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties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

Base: Respondents who are eligible to vote (n=3,002), 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 March 24 <sup>th</sup> 2025	Gap
<i>Weighted n=</i>	3,002	2,555	166	591	987	164	288	359	1,307	1,239	674	797	1,083	1,049	1,000	477	1,361	
<i>Unweighted n=</i>	3,002	2,610	121	871	864	126	190	438	1,347	1,254	694	803	1,113	1,117	1,027	446	1,371	
... Mark Carney's Liberal Party of Canada	<b>38%</b>	<b>44%</b>	51%	43%	<b>49%</b>	36%	<b>30%</b>	48%	<b>41%</b>	<b>47%</b>	<b>37%</b>	<b>39%</b>	<b>52%</b>	45%	<b>47%</b>	<b>39%</b>	<b>44%</b>	-
... Pierre Poilievre's Conservative Party of Canada	<b>32%</b>	<b>38%</b>	33%	<b>23%</b>	39%	<b>52%</b>	<b>55%</b>	38%	<b>43%</b>	<b>33%</b>	40%	<b>42%</b>	<b>34%</b>	36%	37%	42%	<b>38%</b>	-
... Jagmeet Singh's New Democratic Party of Canada	<b>6%</b>	<b>7%</b>	9%	<b>5%</b>	8%	8%	10%	8%	<b>5%</b>	<b>9%</b>	<b>12%</b>	8%	<b>4%</b>	9%	6%	7%	<b>6%</b>	+1
... Yves-François Blanchet's Bloc Québécois	<b>5%</b>	<b>5%</b>	-	<b>23%</b>	-	-	-	-	-	-	-	-	-	-	-	-	<b>5%</b>	-
... Elizabeth May's Green Party of Canada	<b>2%</b>	<b>3%</b>	4%	3%	2%	2%	2%	4%	2%	3%	4%	3%	2%	3%	2%	2%	<b>3%</b>	-
... Maxime Bernier's People's Party of Canada	<b>2%</b>	<b>2%</b>	2%	2%	2%	1%	3%	1%	2%	2%	3%	2%	<b>1%</b>	2%	2%	2%	<b>3%</b>	-1
... another party	<b>1%</b>	<b>1%</b>	1%	1%	1%	1%	<b>0%</b>	<b>0%</b>	1%	0%	1%	0%	1%	1%	<b>0%</b>	1%	<b>1%</b>	-
I would not vote	<b>5%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	<b>1%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I don't know	<b>7%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refusal	<b>3%</b>	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



# Evolution of Voting Intentions in Canada

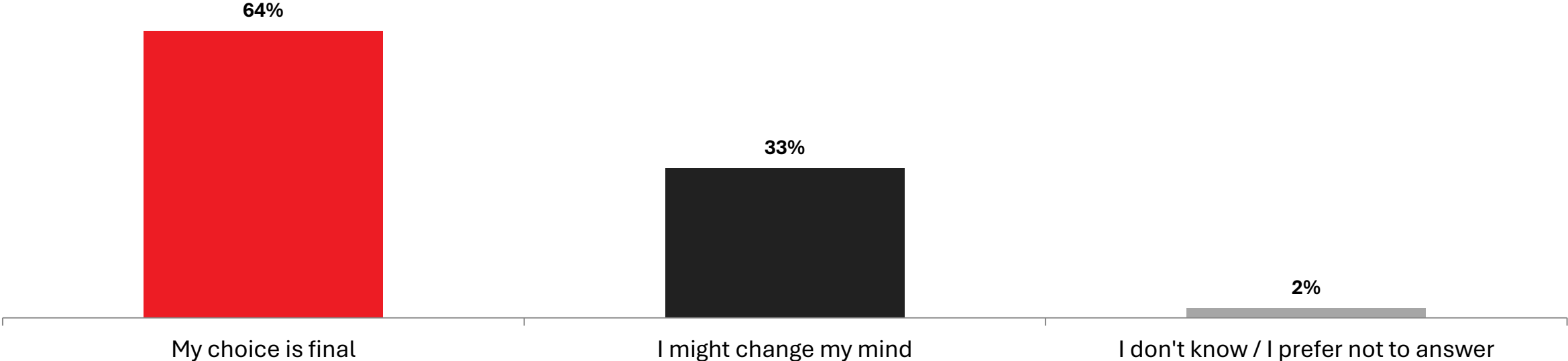


\*Official results from Elections Canada

# Certainty of Final Choice

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

Base: Decided voters (n=2,610)









	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	2,555	166	591	987	164	288	359	1,307	1,239	674	797	1,083	1,049	1,000	477
<i>Unweighted n=</i>	2,610	121	871	864	126	190	438	1,347	1,254	694	803	1,113	1,117	1,027	446
My choice is final	<b>64%</b>	68%	<b>53%</b>	<b>68%</b>	67%	68%	68%	<b>67%</b>	<b>62%</b>	<b>55%</b>	62%	<b>72%</b>	64%	65%	64%
I might change my mind	<b>33%</b>	32%	<b>45%</b>	<b>31%</b>	29%	29%	<b>29%</b>	32%	35%	<b>42%</b>	<b>37%</b>	<b>26%</b>	34%	33%	34%
I don't know / I prefer not to answer	<b>2%</b>	<b>0%</b>	3%	<b>1%</b>	4%	3%	4%	<b>1%</b>	<b>3%</b>	3%	1%	2%	2%	2%	1%

# Certainty of Final Choice – By Voting Intentions

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

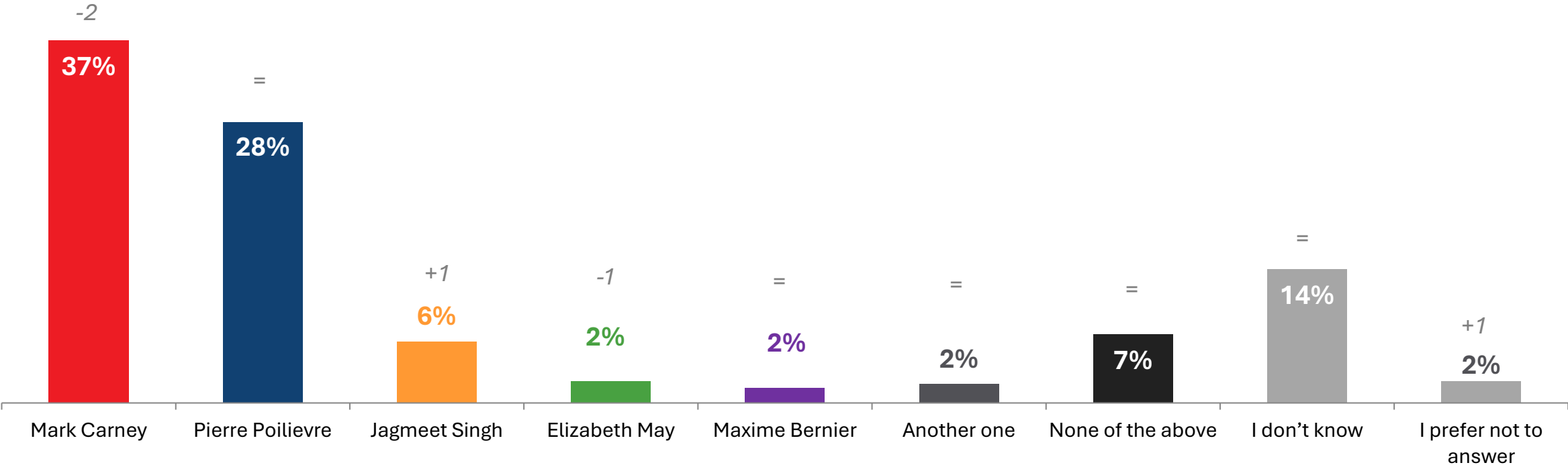
Base: Decided voters (n=2,610)

							
	<b>Total Canada</b>	LPC	CPP	NDP	BQ	GPC	PPC
<i>Weighted n=</i>	2,555	1133	963	190	138	69	47
<i>Unweighted n=</i>	2,610	1235	766	248	225	74	48
My choice is final	<b>64%</b>	65%	<b>73%</b>	<b>38%</b>	<b>57%</b>	<b>40%</b>	<b>38%</b>
I might change my mind	<b>33%</b>	33%	<b>25%</b>	<b>57%</b>	<b>41%</b>	<b>55%</b>	<b>56%</b>
I don't know / I prefer not to answer	<b>2%</b>	2%	2%	4%	1%	5%	7%

# 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=3,002)



Note: The + / - are in comparison to the most recent measure, from March 24<sup>th</sup>, 2025.

## 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=3,002)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural	Total March 24th 2025	Gap
Weighted n=	3,002	202	693	1,162	193	333	418	1,464	1,529	801	965	1,236	1,247	1,144	566	1,599	
Unweighted n=	3,002	140	1,001	1,000	145	215	501	1,488	1,504	804	955	1,243	1,294	1,155	520	1,599	
Mark Carney	37%	39%	38%	38%	30%	27%	41%	38%	36%	30%	30%	47%	37%	41%	29%	39%	-2
Pierre Poilievre	28%	24%	18%	30%	37%	43%	27%	36%	22%	29%	30%	27%	28%	29%	30%	28%	-
Jagmeet Singh	6%	9%	6%	6%	7%	5%	6%	5%	7%	11%	7%	2%	7%	5%	7%	5%	+1
Elizabeth May	2%	3%	1%	2%	3%	2%	4%	2%	2%	3%	2%	2%	3%	1%	1%	3%	-1
Maxime Bernier	2%	2%	2%	1%	1%	3%	1%	2%	1%	3%	2%	1%	1%	2%	2%	2%	-
Another one	2%	1%	5%	1%	3%	0%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	-
None of the above	7%	10%	10%	5%	4%	7%	7%	6%	8%	6%	9%	6%	7%	5%	9%	7%	-
Don't know	14%	10%	18%	14%	11%	11%	11%	8%	19%	15%	16%	11%	13%	13%	16%	14%	-
Prefer not to answer	2%	2%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	1%	+1

# 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?

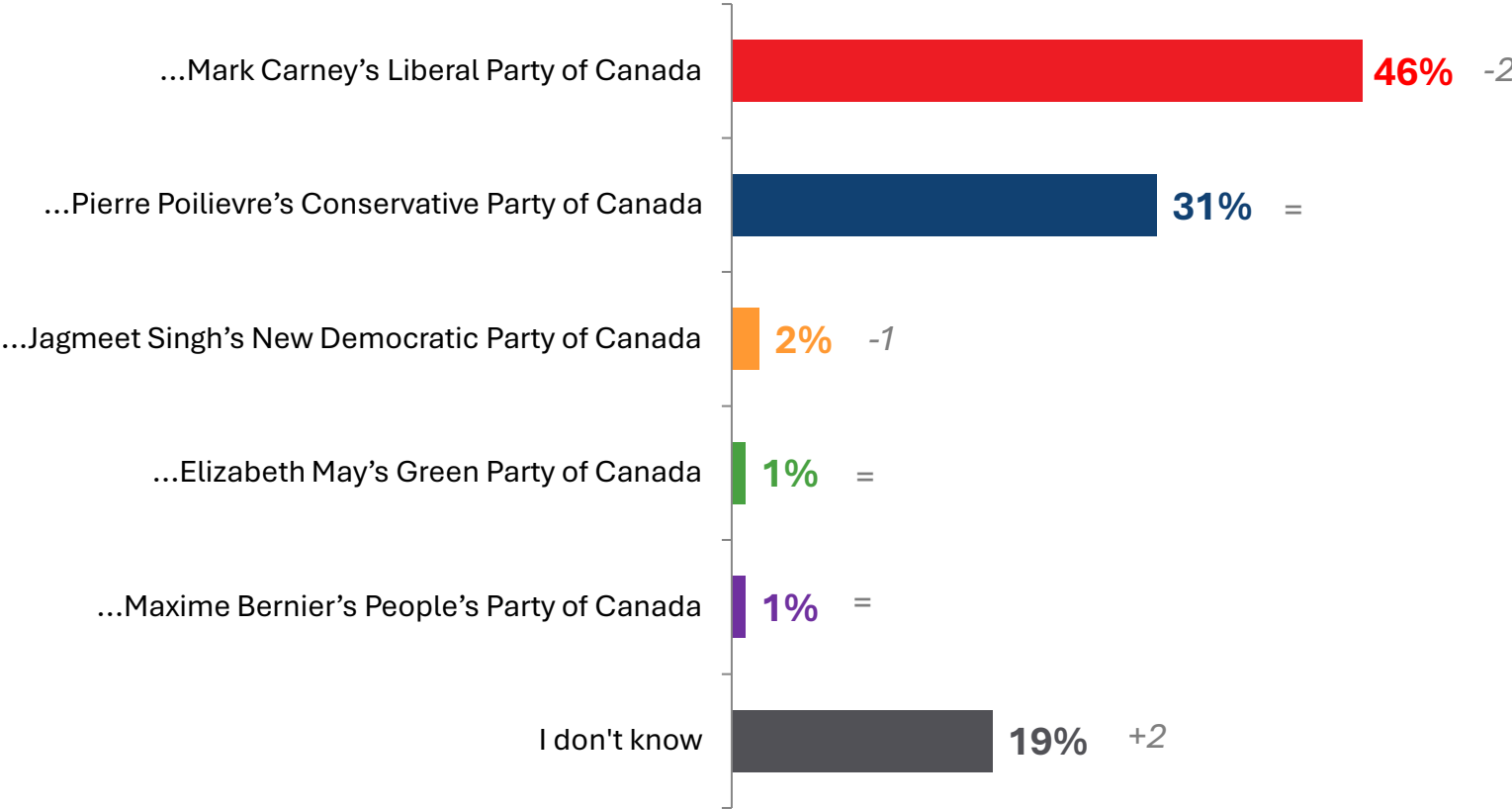
Base: All respondents (n=3,002)

							
	Total Canada	LPC	CPP	NDP	BQ	GPC	PPC
Weighted n=	3,002	1,133	963	190	138	69	47
Unweighted n=	3,002	1,235	766	248	225	74	48
Mark Carney	<b>37%</b>	<b>84%</b>	<b>4%</b>	<b>19%</b>	<b>24%</b>	<b>20%</b>	<b>4%</b>
Pierre Poilievre	<b>28%</b>	<b>2%</b>	<b>80%</b>	<b>1%</b>	<b>12%</b>	<b>6%</b>	<b>18%</b>
Jagmeet Singh	<b>6%</b>	<b>4%</b>	<b>1%</b>	<b>56%</b>	5%	4%	8%
Elizabeth May	<b>2%</b>	<b>1%</b>	<b>0%</b>	4%	1%	<b>46%</b>	5%
Maxime Bernier	<b>2%</b>	<b>0%</b>	2%	1%	4%	1%	<b>46%</b>
Another one	<b>2%</b>	<b>1%</b>	<b>1%</b>	1%	<b>15%</b>	<b>0%</b>	1%
None of the above	<b>7%</b>	<b>2%</b>	4%	7%	<b>18%</b>	7%	6%
Don't know	<b>14%</b>	<b>6%</b>	7%	11%	<b>19%</b>	17%	11%
Prefer not to answer	<b>2%</b>	0%	0%	0%	2%	<b>0%</b>	<b>0%</b>

# 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 respondents (n=3,002)



Note: The + / - are in comparison to the most recent measure, from March 24<sup>th</sup>, 2025.

## 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 respondents (n=3,002)







	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	Total March 24th 2025	Gap
<i>Weighted n=</i>	3,002	202	693	1,162	193	333	418	1,464	1,529	801	965	1,236	1,247	1,144	566	1,599	
<i>Unweighted n=</i>	3,002	140	1,001	1,000	145	215	501	1,488	1,504	804	955	1,243	1,294	1,155	520	1,599	
...Mark Carney's Liberal Party of Canada	<b>46%</b>	48%	<b>52%</b>	47%	<b>35%</b>	<b>38%</b>	46%	46%	46%	<b>38%</b>	<b>41%</b>	<b>56%</b>	47%	48%	43%	<b>48%</b>	-2
...Pierre Poilievre's Conservative Party of Canada	<b>31%</b>	26%	<b>23%</b>	33%	38%	<b>41%</b>	30%	<b>36%</b>	<b>26%</b>	<b>37%</b>	32%	<b>26%</b>	29%	32%	32%	<b>31%</b>	-
...Jagmeet Singh's New Democratic Party of Canada	<b>2%</b>	1%	1%	2%	1%	1%	<b>3%</b>	2%	2%	<b>3%</b>	2%	<b>0%</b>	2%	2%	2%	<b>3%</b>	-1
...Elizabeth May's Green Party of Canada	<b>1%</b>	0%	1%	1%	1%	1%	2%	<b>1%</b>	<b>1%</b>	<b>2%</b>	1%	<b>0%</b>	1%	1%	1%	<b>1%</b>	-
...Maxime Bernier's People's Party of Canada	<b>1%</b>	0%	<b>2%</b>	1%	1%	1%	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>2%</b>	1%	1%	1%	1%	1%	<b>1%</b>	-
I don't know	<b>19%</b>	25%	21%	<b>17%</b>	24%	18%	19%	<b>14%</b>	<b>25%</b>	18%	<b>23%</b>	<b>17%</b>	20%	<b>17%</b>	21%	<b>17%</b>	+2



# 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?

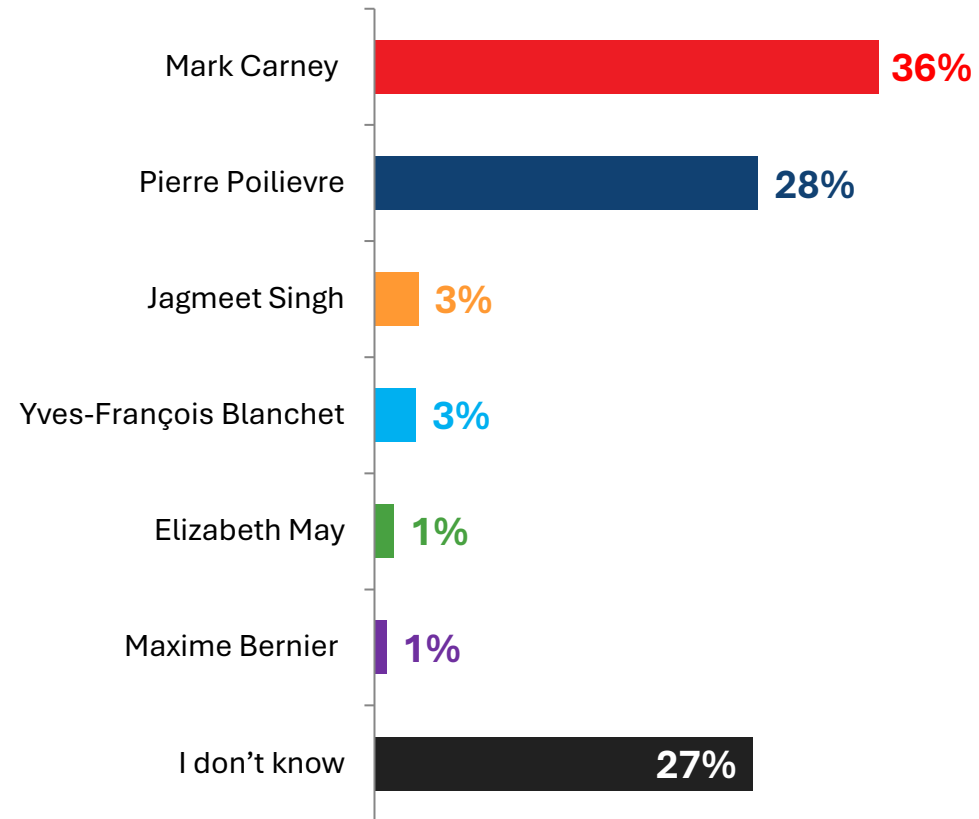
Base: All respondents (n=3,002)

							
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	3,002	1,133	963	190	138	69	47
Unweighted n=	3,002	1,235	766	248	225	74	48
...Mark Carney’s Liberal Party of Canada	<b>46%</b>	<b>83%</b>	<b>15%</b>	54%	57%	39%	<b>25%</b>
...Pierre Poilievre’s Conservative Party of Canada	<b>31%</b>	<b>7%</b>	<b>71%</b>	<b>17%</b>	<b>25%</b>	<b>16%</b>	45%
...Jagmeet Singh’s New Democratic Party of Canada	<b>2%</b>	<b>0%</b>	<b>0%</b>	<b>16%</b>	1%	4%	9%
...Elizabeth May’s Green Party of Canada	<b>1%</b>	<b>0%</b>	1%	<b>0%</b>	<b>0%</b>	<b>19%</b>	<b>0%</b>
...Maxime Bernier’s People’s Party of Canada	<b>1%</b>	1%	0%	<b>0%</b>	2%	3%	<b>14%</b>
I don't know	<b>19%</b>	<b>10%</b>	12%	13%	15%	19%	6%

## 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 respondents (n=3,002)



## 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 respondents (n=3,002)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	3,002	202	693	1,162	193	333	418	1,464	1,529	801	965	1,236	1,247	1,144	566
Unweighted n=	3,002	140	1,001	1,000	145	215	501	1,488	1,504	804	955	1,243	1,294	1,155	520
Mark Carney	<b>36%</b>	43%	<b>29%</b>	<b>40%</b>	34%	31%	<b>41%</b>	37%	36%	<b>29%</b>	<b>31%</b>	<b>46%</b>	38%	<b>39%</b>	<b>30%</b>
Pierre Poilievre	<b>28%</b>	<b>19%</b>	<b>21%</b>	29%	<b>38%</b>	<b>39%</b>	27%	<b>35%</b>	<b>21%</b>	30%	30%	<b>24%</b>	26%	29%	30%
Jagmeet Singh	<b>3%</b>	5%	3%	3%	3%	2%	4%	<b>2%</b>	<b>4%</b>	<b>6%</b>	3%	<b>2%</b>	3%	3%	3%
Elizabeth May	<b>1%</b>	1%	<b>1%</b>	2%	1%	1%	2%	2%	1%	<b>3%</b>	1%	<b>1%</b>	2%	1%	1%
Maxime Bernier	<b>1%</b>	2%	<b>2%</b>	1%	<b>0%</b>	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%
Yves-François Blanchet	<b>3%</b>	1%	<b>11%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>4%</b>	<b>2%</b>	3%	2%	4%	3%	3%	3%
I don't know	<b>27%</b>	29%	<b>34%</b>	<b>25%</b>	24%	26%	25%	<b>19%</b>	<b>35%</b>	28%	<b>32%</b>	<b>24%</b>	28%	<b>24%</b>	<b>32%</b>

## 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 respondents (n=3,002)

							
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	3,002	1,133	963	190	138	69	47
Unweighted n=	3,002	1,235	766	248	225	74	48
Mark Carney	<b>36%</b>	<b>76%</b>	<b>10%</b>	<b>31%</b>	<b>13%</b>	<b>24%</b>	<b>0%</b>
Pierre Poilievre	<b>28%</b>	<b>5%</b>	<b>71%</b>	<b>8%</b>	<b>16%</b>	<b>5%</b>	24%
Jagmeet Singh	<b>3%</b>	<b>1%</b>	<b>0%</b>	<b>27%</b>	2%	7%	10%
Elizabeth May	<b>1%</b>	<b>1%</b>	<b>1%</b>	1%	<b>0%</b>	<b>25%</b>	4%
Maxime Bernier	<b>1%</b>	<b>0%</b>	1%	1%	<b>0%</b>	4%	<b>27%</b>
Yves-François Blanchet	<b>3%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>35%</b>	3%	12%
I don't know	<b>27%</b>	<b>15%</b>	<b>17%</b>	<b>31%</b>	<b>33%</b>	<b>31%</b>	23%

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Carney vs Poilievre

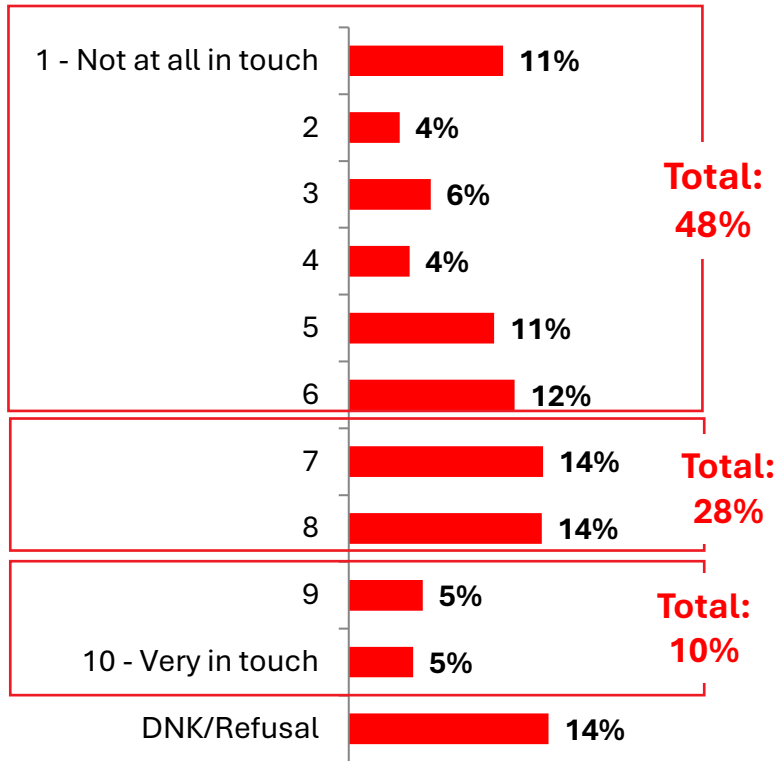


## Carney vs Poilievre: Perceived Connection to voters (1/2)

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

Base: All respondents (n=3,002)

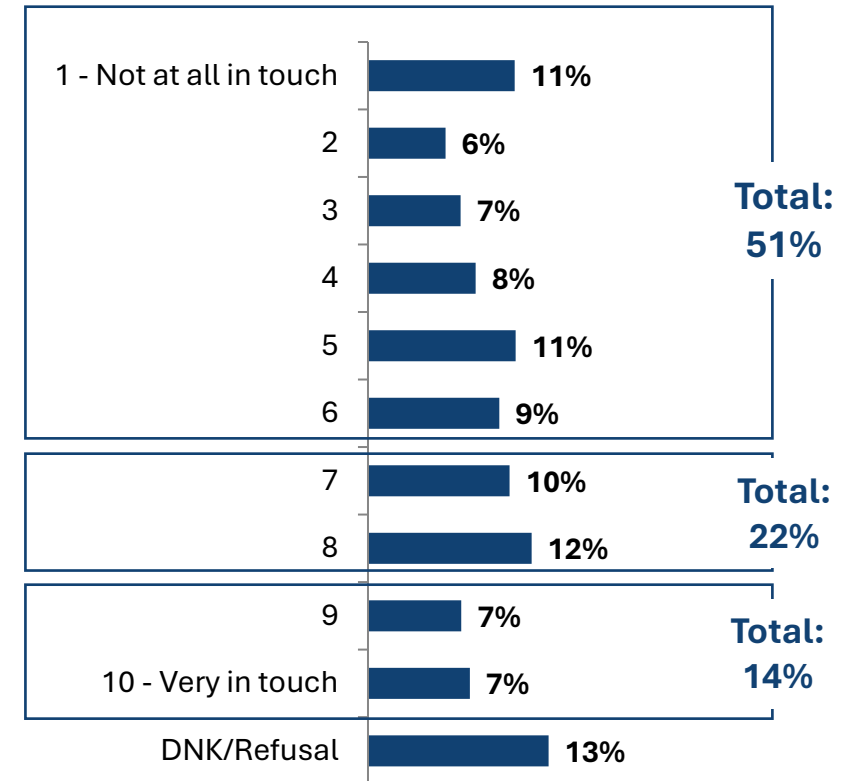
**Average: 5.6/10**



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

Base: All respondents (n=3,002)

**Average: 5.6/10**



# 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 respondents (n=3,002)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	3,002	202	693	1,162	193	333	418	1,464	1,529	801	965	1,236	1,247	1,144	566
Unweighted n=	3,002	140	1,001	1,000	145	215	501	1,488	1,504	804	955	1,243	1,294	1,155	520
<b>Mark Carney</b>															
Average	5.6	5.9	5.7	5.8	4.9	5.2	5.6	5.5	5.8	5.8	5.4	5.8	5.7	5.8	5.2
<b>Pierre Poilievre</b>															
Average	5.6	5.1	5.3	5.7	5.8	6.0	5.4	5.8	5.3	5.9	5.6	5.3	5.4	5.6	5.7



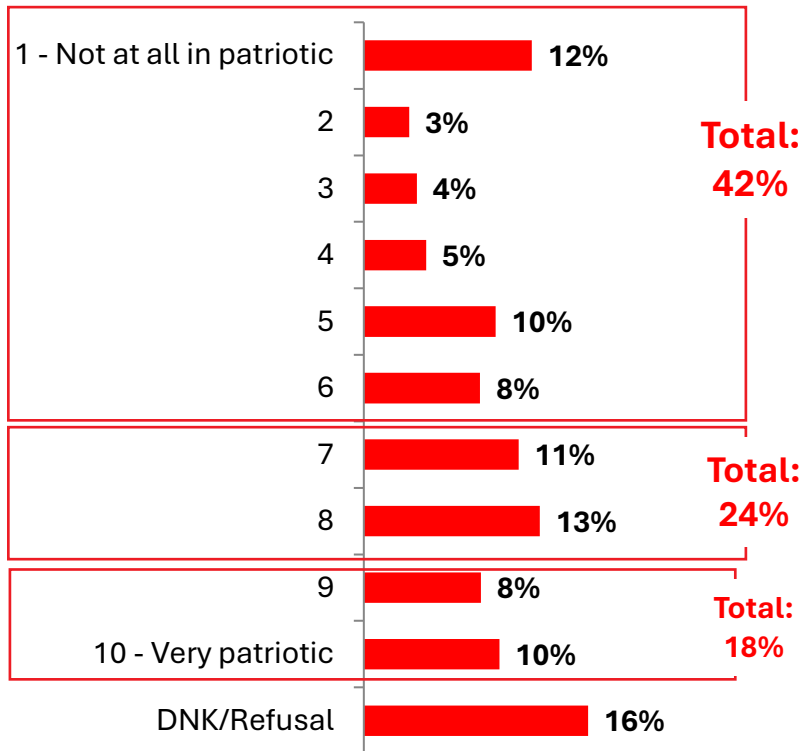
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	3,002	1,133	963	190	138	69	47
Unweighted n=	3,002	1,235	766	248	225	74	48
<b>Mark Carney</b>							
Average	5.6	7.4	3.8	5.8	5.0	5.5	4.7
<b>Pierre Poilievre</b>							
Average	5.6	4.0	8.0	3.8	4.9	4.9	6.6

## 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 respondents (n=3,002)

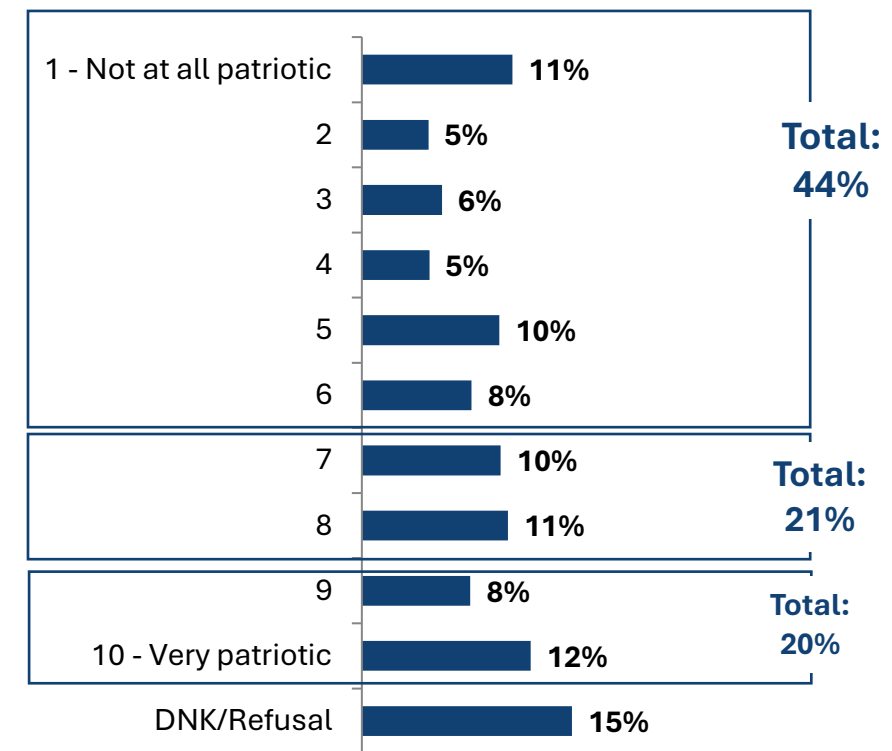
**Average: 6/10**



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

Base: All respondents (n=3,002)

**Average: 5.9/10**





## Carney vs Poilievre: Perceived Patriotism (2/2)

**Q8 + Q9.** On a scale of 1 to 10 how in touch with the typical Canadian voter is...?

Base: All respondents (n=3,002)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	3,002	202	693	1,162	193	333	418	1,464	1,529	801	965	1,236	1,247	1,144	566
Unweighted n=	3,002	140	1,001	1,000	145	215	501	1,488	1,504	804	955	1,243	1,294	1,155	520
<b>Mark Carney</b>															
Average	6.0	6.2	6.2	6.1	5.4	5.4	5.9	5.8	6.2	6.0	5.5	6.3	6.1	6.1	5.4
<b>Pierre Poilievre</b>															
Average	5.9	5.1	5.8	6.0	5.9	6.5	5.8	6.2	5.6	6.1	5.9	5.8	5.7	6.0	6.0

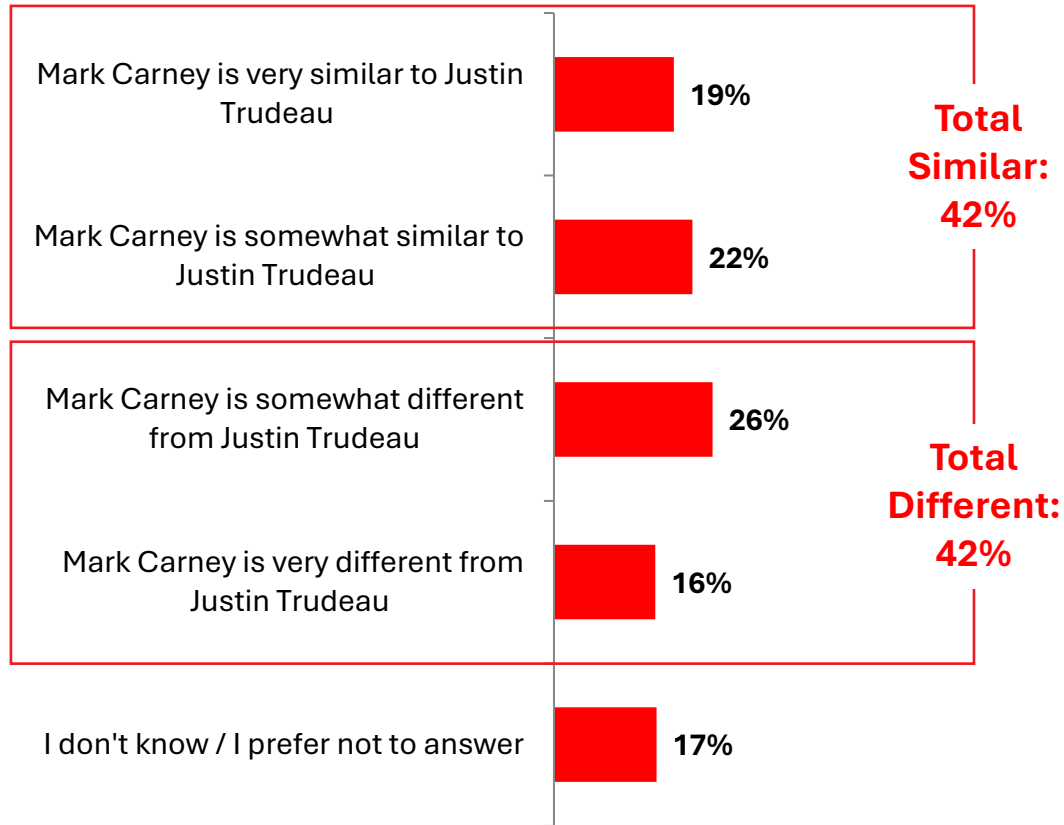


	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	3,002	1,133	963	190	138	69	47
Unweighted n=	3,002	1,235	766	248	225	74	48
<b>Mark Carney</b>							
Average	6.0	7.9	3.9	6.3	5.7	5.9	4.6
<b>Pierre Poilievre</b>							
Average	5.9	4.3	8.5	4.2	5.6	4.9	6.9

## Carney vs Poilievre: Comparison with Other Leaders (1/3)

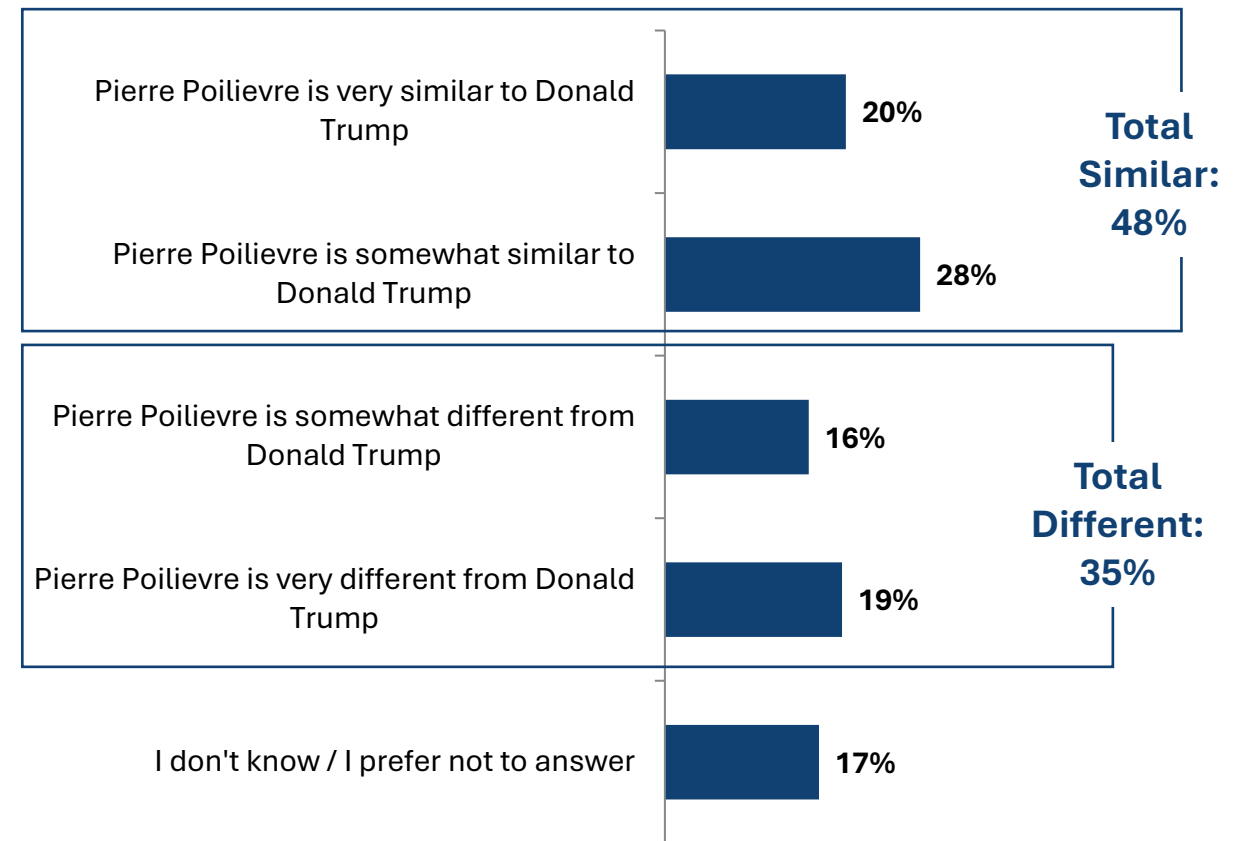
**Q10.** Would you say that leader Mark Carney is similar or different from Justin Trudeau?

Base: All respondents (n=3,002)



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

Base: All respondents (n=3,002)



# 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 respondents (n=3,002)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	3,002	202	693	1,162	193	333	418	1,464	1,529	801	965	1,236	1,247	1,144	566
Unweighted n=	3,002	140	1,001	1,000	145	215	501	1,488	1,504	804	955	1,243	1,294	1,155	520
<b>TOTAL SIMILAR</b>	<b>42%</b>	39%	<b>32%</b>	41%	<b>52%</b>	<b>55%</b>	44%	<b>47%</b>	<b>37%</b>	<b>45%</b>	43%	<b>38%</b>	41%	42%	44%
Mark Carney is very similar to Justin Trudeau	<b>19%</b>	21%	<b>11%</b>	19%	<b>28%</b>	<b>30%</b>	21%	<b>25%</b>	<b>14%</b>	17%	<b>22%</b>	19%	<b>17%</b>	20%	<b>23%</b>
Mark Carney is somewhat similar to Justin Trudeau	<b>22%</b>	19%	22%	22%	24%	25%	23%	22%	23%	<b>28%</b>	21%	<b>20%</b>	24%	21%	20%
<b>TOTAL DIFFERENT</b>	<b>42%</b>	46%	<b>49%</b>	41%	<b>31%</b>	<b>32%</b>	43%	43%	40%	<b>34%</b>	<b>38%</b>	<b>50%</b>	42%	44%	38%
Mark Carney is somewhat different from Justin Trudeau	<b>26%</b>	26%	<b>34%</b>	23%	19%	<b>17%</b>	28%	26%	25%	24%	24%	<b>28%</b>	25%	27%	25%
Mark Carney is very different from Justin Trudeau	<b>16%</b>	20%	16%	18%	12%	15%	15%	18%	15%	<b>10%</b>	<b>14%</b>	<b>22%</b>	17%	17%	13%
I don't know / I prefer not to answer	<b>17%</b>	15%	18%	18%	17%	13%	<b>13%</b>	<b>10%</b>	<b>23%</b>	<b>21%</b>	<b>20%</b>	<b>11%</b>	17%	<b>14%</b>	18%



	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	3,002	1,133	963	190	138	69	47
Unweighted n=	3,002	1,235	766	248	225	74	48
<b>TOTAL SIMILAR</b>	<b>42%</b>	<b>23%</b>	<b>74%</b>	39%	<b>33%</b>	38%	<b>64%</b>
Mark Carney is very similar to Justin Trudeau	<b>19%</b>	<b>4%</b>	<b>46%</b>	<b>10%</b>	<b>8%</b>	<b>10%</b>	<b>41%</b>
Mark Carney is somewhat similar to Justin Trudeau	<b>22%</b>	<b>19%</b>	<b>28%</b>	29%	25%	28%	23%
<b>TOTAL DIFFERENT</b>	<b>42%</b>	<b>71%</b>	<b>16%</b>	40%	<b>53%</b>	41%	<b>30%</b>
Mark Carney is somewhat different from Justin Trudeau	<b>26%</b>	<b>41%</b>	<b>11%</b>	24%	<b>41%</b>	30%	21%
Mark Carney is very different from Justin Trudeau	<b>16%</b>	<b>30%</b>	<b>5%</b>	16%	<b>13%</b>	10%	9%
I don't know / I prefer not to answer	<b>17%</b>	<b>6%</b>	10%	<b>21%</b>	14%	<b>21%</b>	6%

# 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 respondents (n=3,002)

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	3,002	202	693	1,162	193	333	418	1,464	1,529	801	965	1,236	1,247	1,144	566
Unweighted n=	3,002	140	1,001	1,000	145	215	501	1,488	1,504	804	955	1,243	1,294	1,155	520
<b>TOTAL SIMILAR</b>	<b>48%</b>	<b>58%</b>	49%	47%	<b>37%</b>	44%	51%	48%	47%	46%	<b>43%</b>	<b>53%</b>	49%	49%	46%
Pierre Poilievre is very similar to Donald Trump	<b>20%</b>	27%	<b>16%</b>	21%	20%	18%	21%	19%	21%	17%	19%	<b>22%</b>	<b>22%</b>	19%	17%
Pierre Poilievre is somewhat similar to Donald Trump	<b>28%</b>	30%	<b>33%</b>	26%	<b>17%</b>	26%	30%	29%	27%	28%	<b>24%</b>	<b>31%</b>	26%	30%	29%
<b>TOTAL DIFFERENT</b>	<b>35%</b>	28%	33%	35%	41%	41%	34%	<b>40%</b>	<b>31%</b>	35%	36%	34%	34%	35%	38%
Pierre Poilievre is somewhat different from Donald Trump	<b>16%</b>	11%	<b>20%</b>	14%	18%	18%	14%	<b>18%</b>	<b>14%</b>	<b>20%</b>	15%	<b>13%</b>	16%	16%	15%
Pierre Poilievre is very different from Donald Trump	<b>19%</b>	17%	<b>14%</b>	21%	22%	24%	20%	<b>23%</b>	<b>16%</b>	<b>15%</b>	21%	21%	18%	19%	22%
I don't know / I prefer not to answer	<b>17%</b>	14%	17%	17%	23%	15%	15%	<b>12%</b>	<b>22%</b>	19%	<b>20%</b>	<b>13%</b>	17%	16%	17%

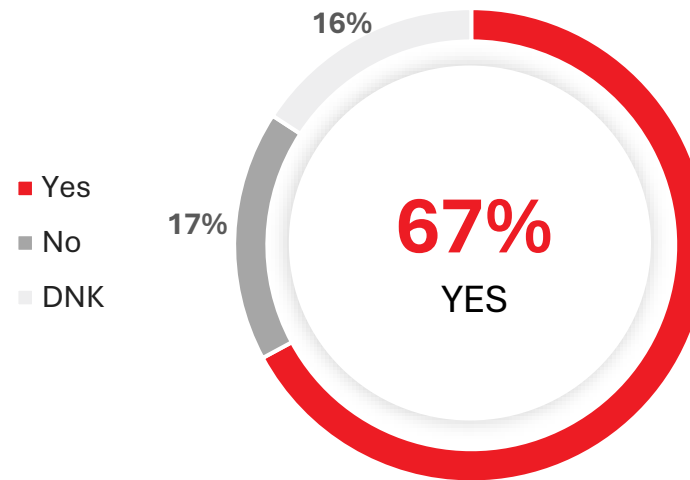


	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	3,002	1,133	963	190	138	69	47
Unweighted n=	3,002	1,235	766	248	225	74	48
<b>TOTAL SIMILAR</b>	<b>48%</b>	<b>79%</b>	<b>17%</b>	<b>67%</b>	<b>59%</b>	44%	<b>32%</b>
Pierre Poilievre is very similar to Donald Trump	<b>20%</b>	<b>38%</b>	<b>3%</b>	<b>30%</b>	<b>14%</b>	17%	<b>11%</b>
Pierre Poilievre is somewhat similar to Donald Trump	<b>28%</b>	<b>42%</b>	<b>14%</b>	<b>37%</b>	<b>45%</b>	27%	21%
<b>TOTAL DIFFERENT</b>	<b>35%</b>	<b>13%</b>	<b>72%</b>	<b>15%</b>	32%	29%	<b>60%</b>
Pierre Poilievre is somewhat different from Donald Trump	<b>16%</b>	<b>8%</b>	<b>27%</b>	<b>11%</b>	23%	17%	<b>31%</b>
Pierre Poilievre is very different from Donald Trump	<b>19%</b>	<b>5%</b>	<b>45%</b>	<b>4%</b>	<b>9%</b>	<b>12%</b>	29%
I don't know / I prefer not to answer	<b>17%</b>	<b>7%</b>	11%	<b>18%</b>	9%	<b>27%</b>	8%

## 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 respondents (n=3,002)









	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
Weighted n=	3,002	202	693	1,162	193	333	418	1,464	1,529	801	965	1,236	1,247	1,144	566
Unweighted n=	3,002	140	1,001	1,000	145	215	501	1,488	1,504	804	955	1,243	1,294	1,155	520
Yes	67%	67%	68%	65%	67%	76%	65%	70%	64%	67%	68%	66%	67%	65%	73%
No	17%	15%	19%	18%	18%	12%	17%	19%	16%	16%	16%	19%	17%	20%	13%
I don't know	16%	18%	13%	17%	14%	13%	18%	11%	20%	17%	16%	15%	16%	15%	14%

## 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 respondents (n=3,002)

							
	Total Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	3,002	1,133	963	190	138	69	47
Unweighted n=	3,002	1,235	766	248	225	74	48
Yes	<b>67%</b>	<b>54%</b>	<b>87%</b>	68%	<b>80%</b>	69%	77%
No	<b>17%</b>	<b>29%</b>	<b>8%</b>	14%	<b>13%</b>	12%	19%
I don't know	<b>16%</b>	<b>17%</b>	<b>5%</b>	<b>17%</b>	<b>8%</b>	19%	<b>4%</b>

# 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 respondents (n=3,002)









	Total Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub-urban	Rural
<i>Weighted n=</i>	3,002	202	693	1,162	193	333	418	1,464	1,529	801	965	1,236	1,247	1,144	566
<i>Unweighted n=</i>	3,002	140	1,001	1,000	145	215	501	1,488	1,504	804	955	1,243	1,294	1,155	520
Carney's plan will be better and more affordable for me compared to the old Carbon Tax	32%	32%	30%	35%	29%	26%	35%	34%	30%	36%	29%	32%	34%	33%	30%
Carney's plan will be worse and less affordable for me compared to the old Carbon Tax	27%	26%	19%	28%	34%	38%	23%	33%	20%	27%	29%	25%	25%	26%	31%
I don't know	41%	41%	51%	37%	37%	36%	42%	33%	49%	38%	42%	43%	41%	42%	39%

## 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 respondents (n=3,002)

							
	Total Canada	LPC	CPP	NDP	BQ	GPC	PPC
Weighted n=	3,002	1,133	963	190	138	69	47
Unweighted n=	3,002	1,235	766	248	225	74	48
Carney’s plan will be better and more affordable for me compared to the old Carbon Tax	<b>32%</b>	<b>55%</b>	<b>17%</b>	34%	<b>26%</b>	<b>24%</b>	26%
Carney’s plan will be worse and less affordable for me compared to the old Carbon Tax	<b>27%</b>	<b>9%</b>	<b>53%</b>	<b>22%</b>	<b>16%</b>	31%	<b>53%</b>
I don't know	<b>41%</b>	36%	<b>30%</b>	<b>45%</b>	<b>58%</b>	44%	<b>21%</b>



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# Respondent Profile

## Respondent profiles – *Canadian Sample*

(Base n=3,002)

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

### Gender

	Unweighted	Weighted
Male	<b>1,488</b>	<b>1,464</b>
Female	<b>1,504</b>	<b>1,529</b>

### Language (Mother Tongue)

	Unweighted	Weighted
French	<b>879</b>	<b>592</b>
English	<b>1,866</b>	<b>2,166</b>
Other	<b>257</b>	<b>244</b>

### Age

	Unweighted	Weighted
18 to 34	<b>804</b>	<b>801</b>
35 to 54	<b>955</b>	<b>965</b>
55+	<b>1,243</b>	<b>1,236</b>

### Province

	Unweighted	Weighted
British Columbia	<b>501</b>	<b>418</b>
Alberta	<b>215</b>	<b>333</b>
Manitoba/Saskatchewan	<b>145</b>	<b>193</b>
Ontario	<b>1,000</b>	<b>1,162</b>
Quebec	<b>1,001</b>	<b>693</b>
Atlantic	<b>140</b>	<b>202</b>

## 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

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

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