



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from September 2 to September 4, 2023, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error – which measures sample variability – is +/- 3.1 percentage points, 19 times out of 20.

If a federal election were held in Canada tomorrow, which party's candidate would you vote for in your constituency? – Decided Voters

Conservative Party – 37% (+4)
Liberal Party – 31% (-3)
New Democratic Party (NDP) – 17% (-1)
Bloc Québécois – 8% (=)
Green Party – 3% (=)
People's Party – 1% (=)
Another party / An independent candidate – 1% (=)

What is the most important issue facing Canada today?

Housing / Homelessness / Poverty – 25% (+4)
Health Care – 24% (-2)
The economy / Jobs – 20% (-6)
Environment – 10% (+3)
Crime / Public Safety – 4% (+1)
Accountability / Leadership – 4% (=)
Immigration – 3% (-1)

Thinking of each of the following federal party leaders, would you say you generally approve or disapprove of the way each

Conservative Party Holds Six-Point Lead Over Liberals in Canada

Pierre Poilievre is tied with Justin Trudeau when Canadians are asked who would make the "Best Prime Minister."

Vancouver, BC [September 7, 2023] – The popularity of the opposition Conservative Party has increased markedly in Canada over the past six months, a new Research Co. poll has found.

In the online survey of a representative national sample, 37% of decided voters would cast a ballot for the Conservative candidate in their constituency, up four points since a similar Research Co. poll [conducted in February](#).

The governing Liberal Party is in second place across the country with 31% (-3), followed by the New Democratic Party (NDP) with 17% (-1), the Bloc Québécois with 8% (=), the Green Party with 3% (=) and the People's Party with 1% (=).

The Conservatives are ahead of the Liberals in Ontario (40% to 35%) and British Columbia (42% to 31%). In Quebec, the Bloc is now in first place (34%), followed by the Liberals (30%) and the Conservatives (20%).

"About two-in-five decided voters aged 35-to-54 (39%) and aged 55 and over (40%) would support the Conservatives in a Canadian federal election," says Mario Canseco, President of Research Co. "The race is closer among decided voters aged 18-to-34."

This month, the approval rating for Prime Minister and Liberal Party leader Justin Trudeau stands at 41% (-5). Official Opposition and Conservative Party leader Pierre Poilievre posts the same number (41%, =), while NDP leader Jagmeet Singh is at 48% (-1).

Fewer Canadians hold positive views on the way Green Party leader Elizabeth May (32%, =), Bloc leader Yves-François Blanchet (20%, -2) and People's Party leader Maxime Bernier (also 20%, +4) are handling their duties.

When asked which federal party leader would make the "Best Prime Minister", Trudeau and Poilievre are tied at 28%, followed by Singh with 17%. On this particular question, Trudeau has lost five points since February, while Poilievre has gained three.

More than two-in-five Canadians (44%, -3) are satisfied with what the Liberals and the NDP have accomplished since they established a supply and confidence agreement in March 2022.

The Liberal-NDP deal is popular in Ontario (51%), but garners lower support in Atlantic Canada (45%), Quebec (also 45%),



one has performed in their job?

Jagmeet Singh – 48% (-1)
Justin Trudeau – 41% (-5)
Pierre Poilievre – 41% (=)
Elizabeth May – 32% (=)
Yves-François Blanchet – 20% (-2)
Maxime Bernier – 20% (+4)

Which of these party leaders do you think would make the best Prime Minister of Canada?

Justin Trudeau – 28% (-5)
Pierre Poilievre – 28% (+3)
Jagmeet Singh – 17% (+2)
Yves-François Blanchet – 4% (+1)
Elizabeth May – 3% (=)
Maxime Bernier – 1% (=)
Not sure – 20% (=)

Saskatchewan and Manitoba (41%), Alberta (35%) and British Columbia (33%).

Practically equal proportions of Canadians say they would be comfortable with Trudeau (44%, =) or Poilievre (42%, +2) being in charge of Canada's economy.

One-in-four Canadians (25%, +4) identify housing, homelessness and poverty as the most important issue facing the country, followed by health care (24%, -2), the economy and jobs (20%, -6) and the environment (10%, +3).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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