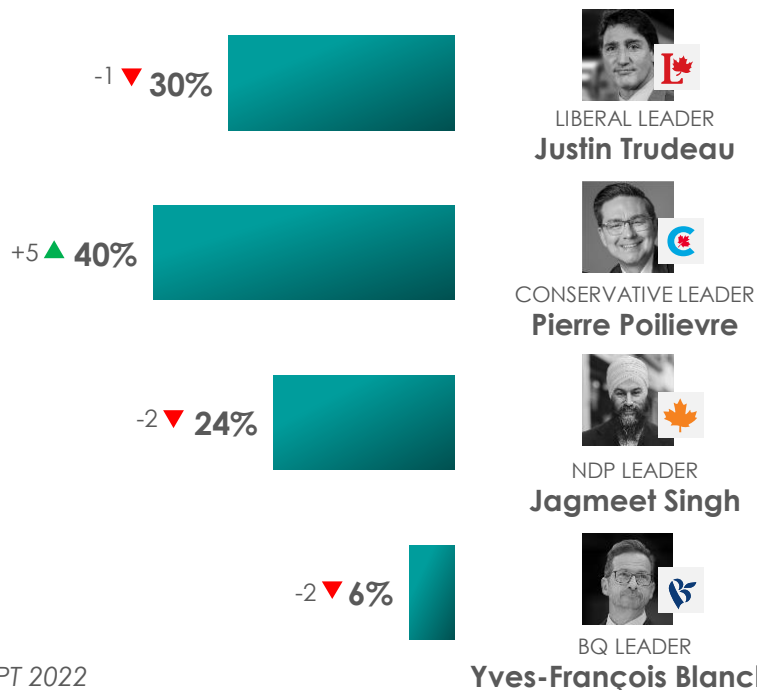


# SEVEN IN 10 (71%) SAY IT'S TIME FOR ANOTHER PARTY TO TAKE OVER IN OTTAWA AS CANADIANS WARM TO POILIEVRE

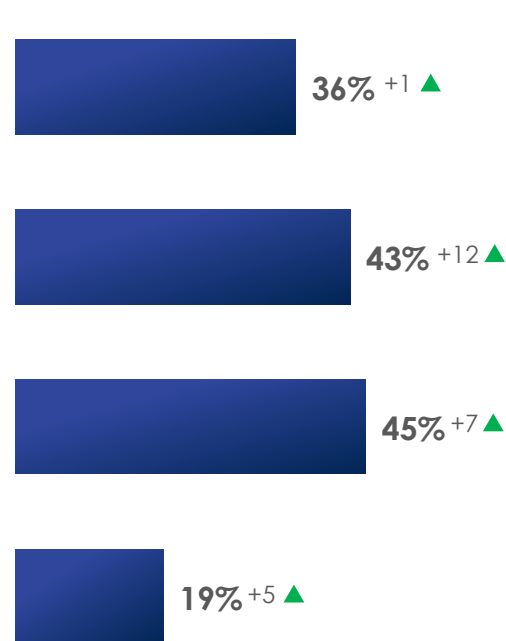
JANUARY 29, 2024

## LEADERSHIP PERCEPTIONS

### WHO WOULD MAKE THE BEST PRIME MINISTER?



### FAVOURABILITY TOWARDS EACH LEADER



VS SEPT 2022

**29%** <sup>-5 ▼</sup>

Believe Trudeau Government Deserves Re-Election

**71%** <sup>+5 ▲</sup>

Think it's time for another federal party to take over

VS SEPT 2023

Canadians increasingly believe that Conservative leader Pierre Poilievre would make the best prime minister of Canada, up 5 points since the fall of 2022. Poilievre now leads current prime minister Trudeau by 10 points. Over the same timeframe, Canadians have warmed to Poilievre, as favourable impressions towards him have increased by 12 points. NDP Leader Jagmeet Singh is the most well-liked leader (45%, up 7 points), but that likeability isn't translating into votes. Prime Minister Justin Trudeau's favourability finds him in third position (36%, +1), and the leader who has improved the least.

Compared to September 2023, more (71%, +5) now believe that it's time for another federal party to take over in Ottawa, while fewer (29%, -5) believe the Trudeau's government deserves re-election.

# ABOUT THIS MEDIA RELEASE

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## ABOUT THE STUDY

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These are some of the findings of an Ipsos poll conducted between January 19<sup>th</sup> to 22<sup>nd</sup>, 2024, on behalf of Global News. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.8$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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