

## Carney Ahead on Most Key Leadership Metrics as Election Day Nears, but Poilievre Gaining Steam on Affordability



Pierre Poilievre



Mark Carney



Jagmeet Singh



Jonathan Pedneault



Yves-François Blanchet









Maxime Bernier







As the election campaign enters its final week, Canadians predominantly view Mark Carney and Pierre Poilievre as the leading candidates for Prime Minister. Carney consistently outpaces Poilievre across crucial areas, such as managing tough economic times (+15 points vs Poilievre), having the right temperament and maturity for leadership (+14 points), representing Canada on the world stage (+13 points), and standing up to U.S. President Donald Trump (+12 points). Furthermore, Carney is seen as someone who can help make us proud to be Canadians,

with a 7-point lead over Poilievre in this domain.

In contrast, some skepticism persists around Poilievre, as he is perceived to have a hidden agenda (+12 points), being someone who will say anything to get elected (+12 points), and potentially, being someone who is in over their head (+6 points). However, Poilievre holds an edge over Carney when it comes to advocating for the middle class (+4 points), and he now ties Carney on making things affordable and on keeping election promises.

TRACKING TO MAR 30, 2025

						
Someone who is best to manage during tough economic times	28% <sup>+1▲</sup>	43% <sup>+1▲</sup>	4% <sup>+3▲</sup>	1% <sup>-3▼</sup>	4% <sup>+1▲</sup>	3% <sup>-1▼</sup>
Someone who is best to represent Canada on the world stage	28% <sup>(-)</sup>	41% <sup>+2▲</sup>	6% <sup>+1▲</sup>	2% <sup>+2▲</sup>	4% <sup>+1▲</sup>	2% <sup>-1▼</sup>
Someone who has the right temperament and maturity to be Prime Minister	27% <sup>+1▲</sup>	41% <sup>+1▲</sup>	7% <sup>-2▼</sup>	3% <sup>+2▲</sup>	5% <sup>-1▼</sup>	4% <sup>+2▲</sup>
Someone who can stand up to President Trump	29% <sup>+1▲</sup>	41% <sup>+1▲</sup>	5% <sup>-2▼</sup>	1% <sup>-2▼</sup>	5% <sup>+2▲</sup>	2% <sup>-1▼</sup>
Someone who can help make us proud to be Canadians	26% <sup>-1▼</sup>	33% <sup>-5▼</sup>	9% <sup>-1▼</sup>	3% <sup>-2▼</sup>	6% <sup>+2▲</sup>	3% <sup>-1▼</sup>
Someone you can trust	23% <sup>(-)</sup>	27% <sup>-5▼</sup>	10% <sup>-1▼</sup>	2% <sup>+4▲</sup>	6% <sup>+2▲</sup>	3% <sup>(-)</sup>
Someone I would be proud to see as Canada's Prime Minister	26% <sup>(-)</sup>	33% <sup>-2▼</sup>	9% <sup>-1▼</sup>	2% <sup>-3▼</sup>	5% <sup>+1▲</sup>	3% <sup>(-)</sup>
Someone who will provide open, responsible, and ethical government	26% <sup>+1▲</sup>	31% <sup>-2▼</sup>	10% <sup>-2▼</sup>	3% <sup>-3▼</sup>	4% <sup>+1▲</sup>	3% <sup>-1▼</sup>
Someone who will protect the interests of cultural, religious and other minorities in Canada	23% <sup>+2▲</sup>	27% <sup>-1▼</sup>	21% <sup>-2▼</sup>	2% <sup>-2▼</sup>	4% <sup>(-)</sup>	3% <sup>+1▲</sup>

						
Someone who will get things done	30% <sup>+1▲</sup>	<b>34%</b> <sup>+2▲</sup>	7% <sup>+1▲</sup>	3% <sup>-1▼</sup>	4% <sup>+1▲</sup>	3% <sup>(-)</sup>
Someone whose values best represent my own	26% <sup>+1▲</sup>	<b>27%</b> <sup>-4▼</sup>	12% <sup>(-)</sup>	2% <sup>-3▼</sup>	6% <sup>+1▲</sup>	3% <sup>-1▼</sup>
Someone who will spend taxpayers' money wisely	28% <sup>+1▲</sup>	<b>32%</b> <sup>(-)</sup>	7% <sup>-3▼</sup>	2% <sup>-2▼</sup>	4% <sup>(-)</sup>	3% <sup>-1▼</sup>
Someone who will keep their election promises	<b>25%</b> <sup>(-)</sup>	<b>25%</b> <sup>-5▼</sup>	9% <sup>-1▼</sup>	2% <sup>-2▼</sup>	5% <sup>+2▲</sup>	2% <sup>-1▼</sup>
Someone who will fight for the middle class	<b>28%</b> <sup>+1▲</sup>	24% <sup>-7▼</sup>	17% <sup>+2▲</sup>	2% <sup>-3▼</sup>	6% <sup>+2▲</sup>	3% <sup>+1▲</sup>
Someone who will make things more affordable	<b>26%</b> <sup>-1▼</sup>	<b>26%</b> <sup>-2▼</sup>	10% <sup>-3▼</sup>	2% <sup>-1▼</sup>	4% <sup>+1▲</sup>	2% <sup>-1▼</sup>
Someone who is in over their head	<b>28%</b> <sup>-4▼</sup>	22% <sup>+1▲</sup>	16% <sup>+2▲</sup>	4% <sup>-2▼</sup>	6% <sup>+2▲</sup>	5% <sup>+1▲</sup>
Someone who will say anything to get elected	<b>42%</b> <sup>(-)</sup>	30% <sup>+3▲</sup>	9% <sup>+1▲</sup>	1% <sup>-1▼</sup>	3% <sup>(-)</sup>	3% <sup>+1▲</sup>
Someone who has a hidden agenda	<b>41%</b> <sup>-2▼</sup>	29% <sup>+4▲</sup>	6% <sup>+1▲</sup>	2% <sup>+1▲</sup>	4% <sup>(-)</sup>	4% <sup>(-)</sup>

## About The Study

---

These are some of the findings of an Ipsos poll conducted between April 17<sup>th</sup> and 19<sup>th</sup>, 2025, on behalf of Global News. For this survey, a sample of n=1,000 Canadians aged 18+ was interviewed online, via the Ipsos I-Say panel and non-panel sources, and respondents earn a nominal incentive for their participation. Quotas and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos polls which include non-probability sampling 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 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. Ipsos abides by the disclosure standards established by the CRIC, found here: <https://canadianresearchinsightscouncil.ca/standards/>

For more information on this news release, please contact:

**Darrell Bricker, PhD**

CEO, Ipsos Global Public Affairs

+1 416 324 2001

[Darrell.Bricker@ipsos.com](mailto:Darrell.Bricker@ipsos.com)

## About Ipsos

---

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

<http://www.ipsos.com/>