

## Happy Trails, Trudeau? Loyal Liberal base wants PM to stay; potential Grit voters more ready to bid him adieu

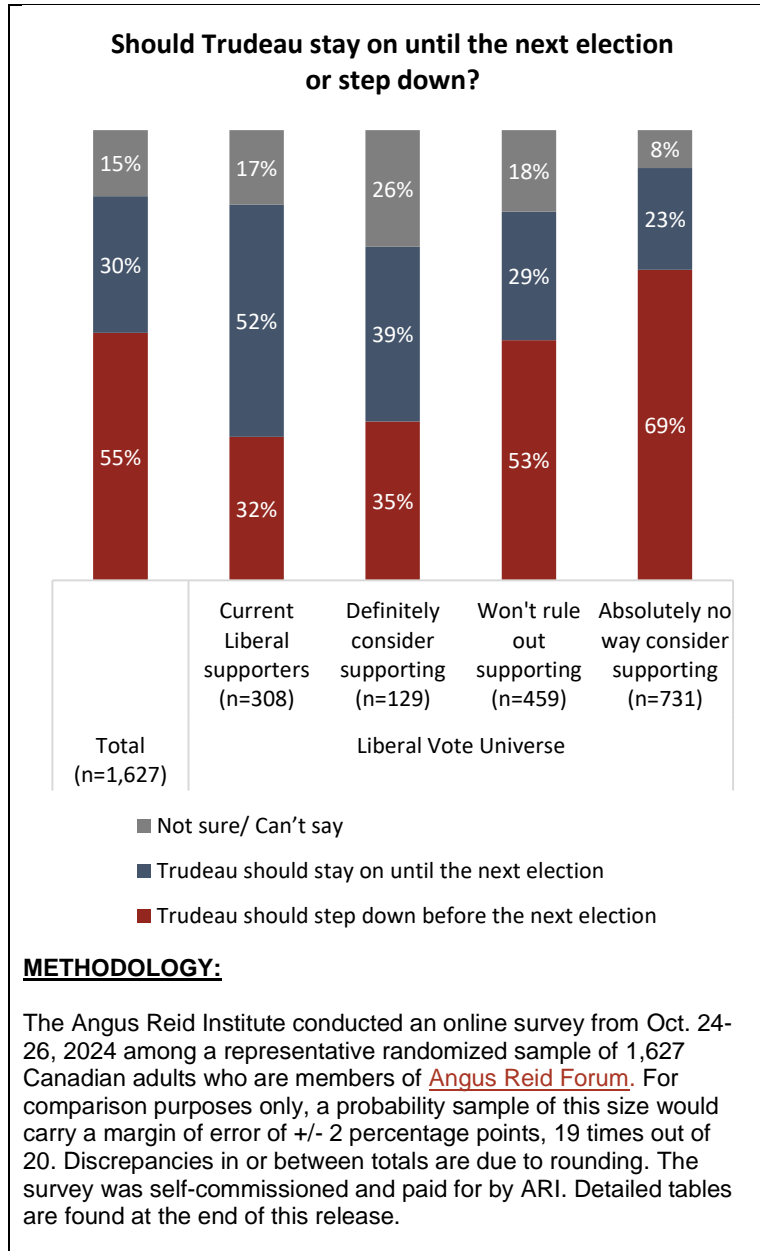
Mark Carney seen as the only potential replacement to bring back wayward Liberal supporters

**October 28, 2024** – It's been a rocky start to the fall sitting period for the governing Liberals, which finds itself dealing with turmoil from outside and in.

The minority government has been challenged by two non-confidence votes, and [more may be on the way](#). Meanwhile, the Liberals deal with internal strife after [a caucus revolt of more than 20 MPs](#) demanded Liberal leader and Prime Minister Justin Trudeau step down.

Through all this, new data from the non-profit Angus Reid Institute finds the Liberal universe remaining sizable, if in a purely hypothetical sense. More than half of Canadians (55%) say that they would consider supporting the party in a future federal election. The problem for the Liberals is that just 21 per cent of decided and leaning voters currently do.

So, what do the Liberals do to reach their ceiling, and avoid the floor? While some MPs have demanded a refresh in the form of a new leader, current Liberal voters are unsure. Half (52%) say Trudeau should stay on for the next election, outnumbering the one-third (32%) of Liberal voters who believe a new leader is needed. Those who say they would *definitely* consider the Liberals in a future election (8% of Canadians) are even more unsure, with near equal numbers saying he should stay (39%) and go (35%). A much larger slice of the population is those who are more difficult for the Liberals to reach, the 28 per cent of Canadians who say they wouldn't rule the party out come the next election. Within this group, a majority (53%) believe Trudeau should step away, suggesting that a new leader – assuming it's *the right leader* – could broaden the party's tent.



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As to who should be next in line to lead, [as noted in June](#), few names continue to generate a high level of enthusiasm. Finance Minister Chrystia Freeland is a popular choice among those who are closer to the Liberals but is a net negative among those who are on the fence. Former Bank of Canada Governor Mark Carney is most likely of the eight individuals presented to draw in others from further outside of the Liberal core as well as within it. Former Premier of British Columbia Christy Clark, who publicly stated she would be interested in the position, is a net negative among all groups.

**Related: [Must Trudeau go? Amid chatter of his ouster, potential Liberal replacements offer little room for party to recover](#)**

Another factor to watch over the coming months is the interplay between Liberal and NDP voters. Those who currently support the NDP show a high level of mobility between the two parties, with many saying they would consider supporting the Liberals under the right conditions. This, as NDP leader Jagmeet Singh continues to endure low levels of favourability (37%).

### More Key Findings:

- There is strong support for the Bloc Québécois' bill to increase Old Age Security (OAS) payments to those aged 65 to 74. Two-thirds (64%) say they would support the Liberals passing the measure, as it sits in limbo in advance of the Bloc's Oct. 29 deadline for the government to get the bill done.
- The CPC continue to hold a more than 20-point lead in vote intention, with 43 per cent of decided voters saying they would support the party, more than the Liberals (21%) and NDP (20%) generate combined.
- However, all three parties have similar sized vote universes – or the percentage of the Canadian population who would consider voting for them in a future election. 56 per cent say they would consider voting for the CPC, 55 per cent the Liberals and 58 per cent would consider voting the NDP.

### About ARI

*The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research foundation established to advance education by commissioning, conducting and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.*

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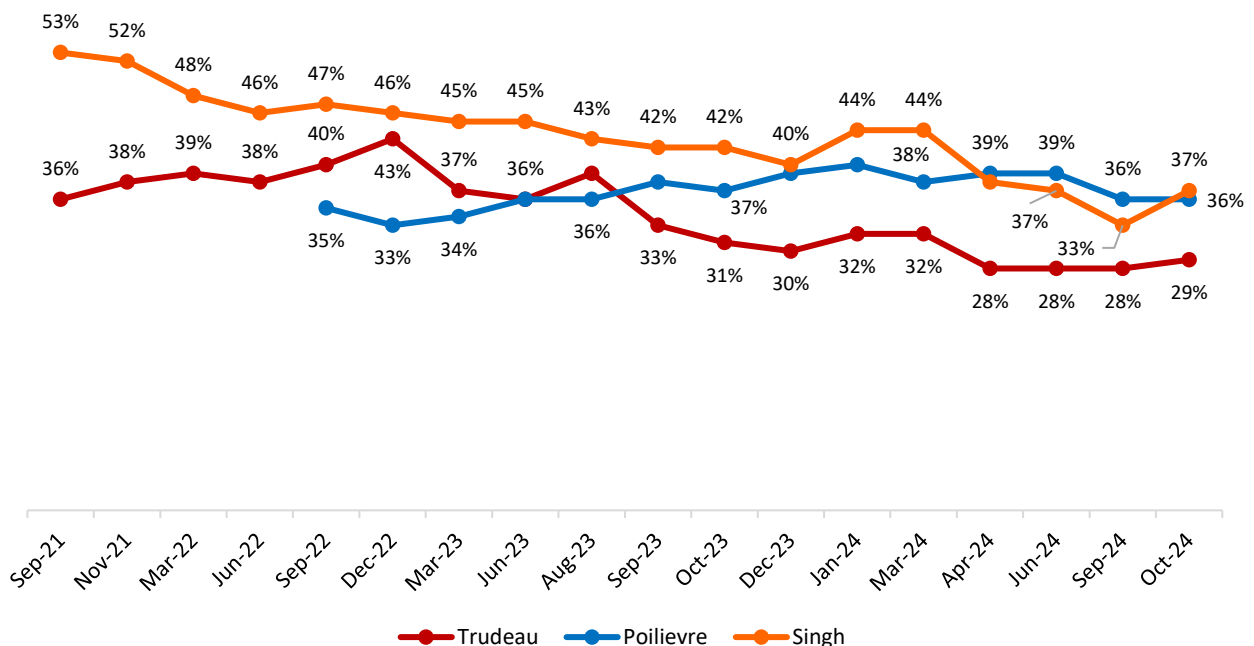
**Part One: Leadership**

After New Democratic Party leader Jagmeet Singh announced in [early September](#) that he would no longer uphold the Liberal minority government through a previous supply and confidence agreement, chatter in the political world turned immediately to a potential early election. Nearing two months on from Singh’s announcement, the Liberals have survived two non-confidence votes – brought by the Conservatives – with the support of the NDP and Bloc Québécois, but governing in the house has been anything but smooth.

The government faces an ultimatum from the BQ. Party leader Yves-François Blanchet said he will begin to negotiate a non-confidence vote with other parties if the Liberals do not pass two bills from the party by Oct. 29. Further, speculation that the Liberals may prorogue (temporarily suspend) parliament have arisen in recent weeks as pressure from the opposition to [release documents related to green technology projects](#) and calls from Liberal MPs for Trudeau to resign his leadership have both increased.

These political machinations are evidently doing none of the leaders of the major national parties any favours, with all three earning sub 40 per cent approval/favourability. For age, gender and other demographic data on assessments of the leaders, [see detailed tables](#).

**Approval of Trudeau, favourability of Singh and Poilievre over time**

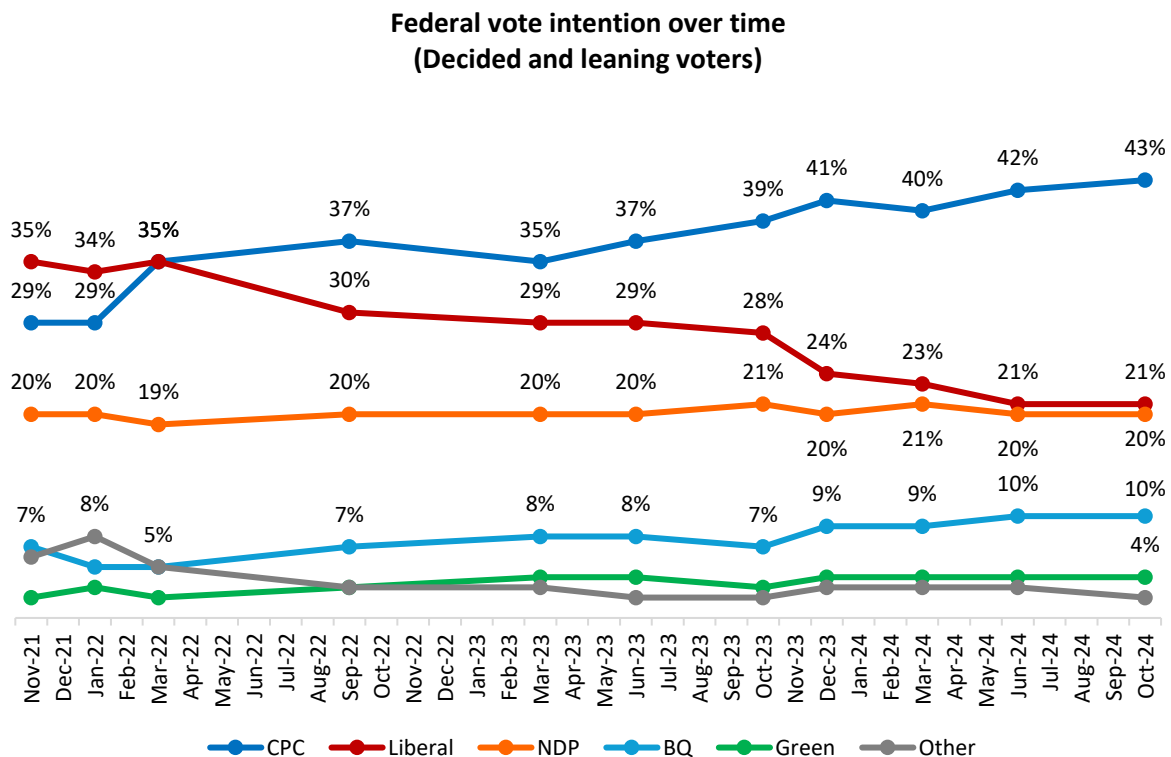


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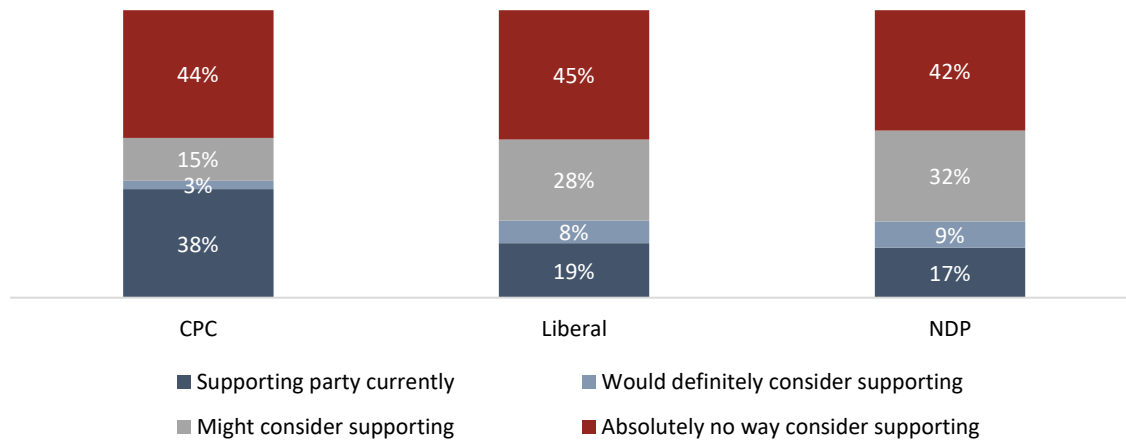
**Part Two: Vote intent**

No change in the vote intention picture is good news for the Conservative Party, which holds a 22-point lead. For demographic data on vote intention, [see detailed tables](#). And while Singh was [facing increasing pressure](#) to break the supply and confidence agreement with the Liberals, doing so appears to have paid zero political dividend:



Each party, however, may find reason to cling to hope, depending on how one looks at the situation. Canadians were asked first which party they would support if an election were held imminently and next, which of the other parties they would consider in the future, outside of their current first choice. All three of the major federal parties draw interest from more than half of Canadians, though to varying degrees. For example, twice as many Canadians already support the Conservatives compared to the Liberals or NDP. The Liberal and NDP universes are comprised of large numbers who wouldn't rule them out, but aren't currently interested:

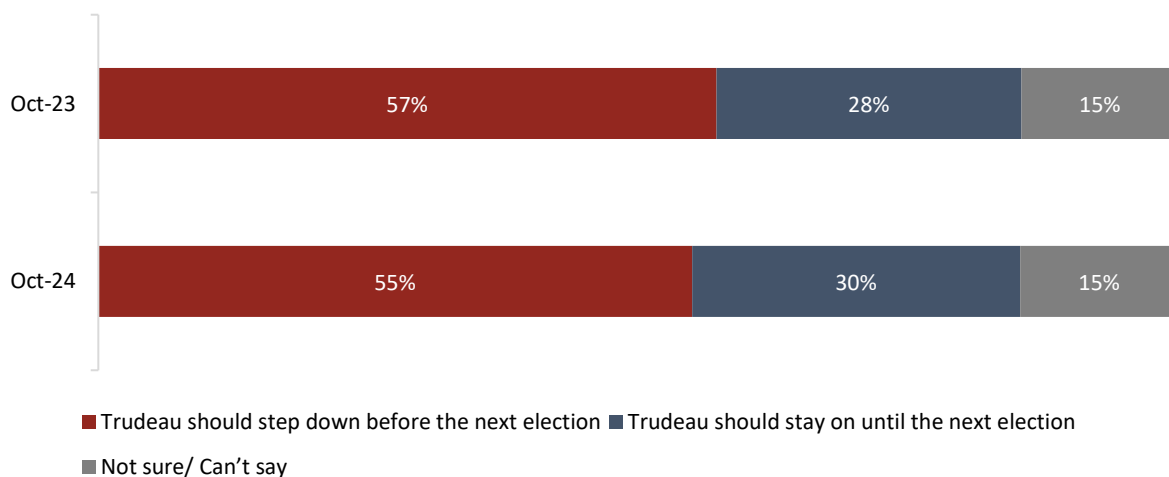
**Vote universes  
(All respondents, n=1,627)**



**Part Three: Should Trudeau go?**

One of the biggest factors in revitalizing a flagging political enterprise is a change at the top. For this reason, Trudeau’s future has been a hot topic. As the Liberals’ electoral fortunes have declined, disapproval of the prime minister has remained high. A year ago, a majority of Canadians (57%) said Trudeau should step down, while fewer than three-in-ten (28%) said he should lead the Liberals into the next election. One year later, and in the face of [a Liberal caucus rebellion](#), this sentiment has changed little: a majority (55%) of Canadians say it’s time for Trudeau to make way for a new leader, while three-in-ten (30%) believe Trudeau should be at the helm of the party when the next election comes:

**Should Trudeau stay on until the next election or step down?**



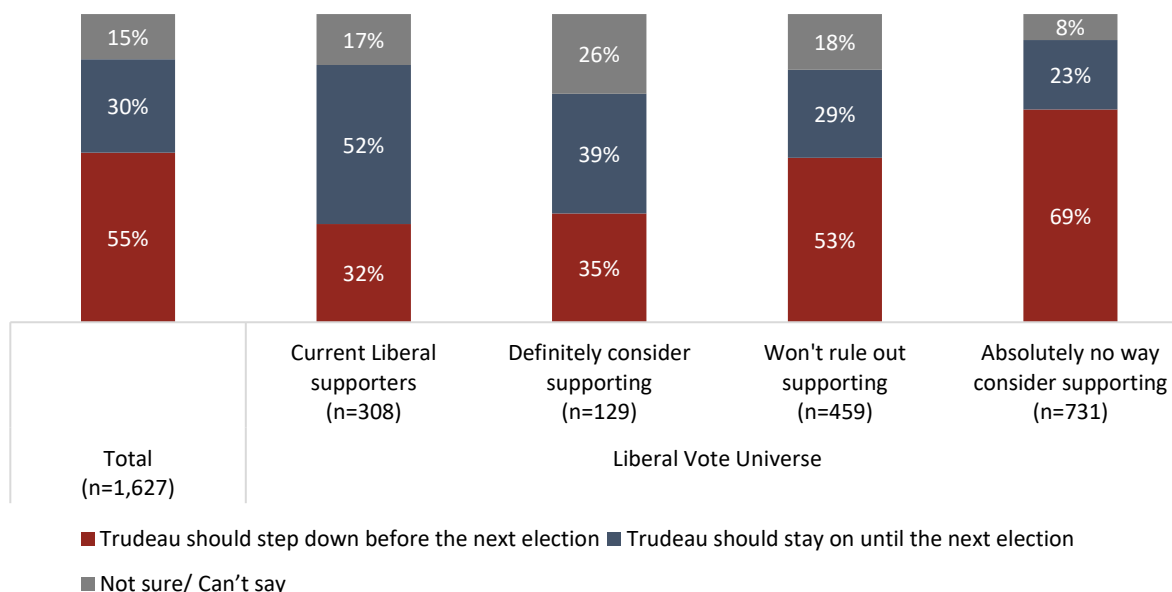
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## Half of current Liberal supporters say PM should stay for next election

There is variation in this belief within the Liberal vote universe. Among those who would vote Liberal half (52%) want Trudeau to be there as leader when the next election comes. Those who say they “would definitely consider” voting Liberal (8% of Canadians) are near evenly split between wanting Trudeau to stay (39%) or go (35%). Canadians who haven’t ruled out the Liberals (28% of Canadians) are much more likely (53%) to want a different leader in place before the next time they go to the polls:

### Should Trudeau stay on until the next election or step down?



## Would a new leader garner more support?

Trudeau has stood firm in the face of the recent caucus revolt, saying he’s [staying on and plans to lead the party into the next election](#). That has done little to stop the swirl of rumours as to who might line up for the opportunity to lead the party if Trudeau stepped down. [Speculated candidates](#) have included current cabinet ministers – Chrystia Freeland, Mélanie Joly, Anita Anand, François-Phillippe Champagne, Mark Miller and Dominic LeBlanc – as well as former Bank of Canada and Bank of England governor Mark Carney, who recently was [appointed chair of the Liberal party’s economic advisory task force](#), and former B.C. Premier Christy Clark, who reportedly has been [polishing up her French](#) as she waits in the wings for an opportunity to run for the party leadership.

### Carney top choice across Liberal vote universe, Freeland divisive

Freeland, who has served as finance minister and deputy prime minister under Trudeau, is the best known among potential Liberal voters, but is also perhaps the most polarizing. Equal sized groups of one-in-five (22%) say they would be more and less likely to vote for the Liberals under Freeland’s leadership.

Carney generates the highest net swing (21% more likely, 9% less likely), but has work to increase his recognition among potential voters with 46 per cent offering no opinion or saying they don’t know him.

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Clark, who was the premier of B.C. from 2011 to 2017 with the right-of-centre B.C. Liberals, a former provincial party that is not affiliated with the federal Liberals, generates the highest negative swing (10% more likely to vote, 19% less likely).

These data become more nuanced when you consider the different segments of the Liberal vote universe separately. Freeland and Carney perform strongly among those who already say they are supporting the Liberals, but Freeland has a more negative effect among potential voters further on the fringes.

Carney is the only candidate who is a net positive among both those who would “definitely” consider the party (+8) and those who haven’t ruled the party out completely (+8).

Clark is a net negative among all three segments of the Liberal universe – current supporters, “definite” considerers and “might” considerers:

Would each leader make you more or less likely to support the Liberal Party in a future election? (More minus less shown)				
	Total Liberal universe (n=907)	Current Liberal supporters (n=308)	Definitely consider supporting (n=129)	Won't rule out supporting (n=459)
Mark Carney	+12	+21	+8	+8
Chrystia Freeland	0	+19	+1	-11
Mélanie Joly	0	+2	-1	-2
Mark Miller	-5	-3	0	-8
Anita Anand	-1	+3	-3	-5
François-Phillippe Champagne	-4	-5	-2	-4
Dominic LeBlanc	-6	-3	-8	-9
Christy Clark	-9	-10	-15	-7

#### Part Four: The Bloc ultimatum

The next election may come sooner rather than later given the precarious minority situation the Liberals find themselves in absence of the former supply-and-confidence agreement with the NDP. All three major opposition parties – NDP, Bloc Québécois and Conservatives – must vote together to bring down the government on a confidence manner, which has opened the door for further policy negotiation. The Bloc have stepped through, issuing an ultimatum for the government to pass two of its bills or else the party will vote against the government on a future confidence vote.

#### Increased OAS payments welcomed

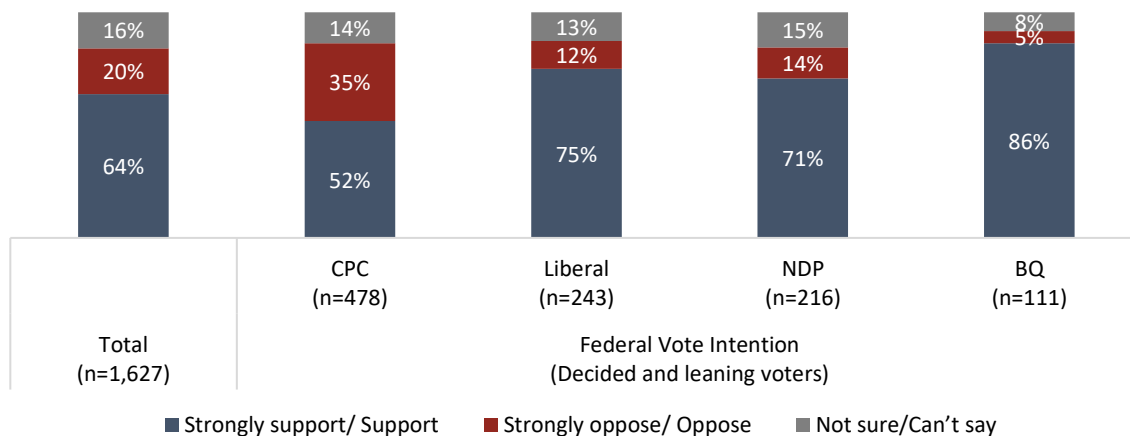
One of the Bloc’s bills has already been passed [in unison by the three opposition parties](#) – an increase to Old Age Security (OAS) payments for those aged 65 to 74, matching an increase that was earlier given to those 75 and older. However, it needs [the government’s support](#) for it to become official.

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A majority of partisans of all stripes support the increase to OAS payments, but Conservative supporters are least supportive despite their party voting for the measure in parliament. Poilievre [did not commit to following through on the measure](#) if his party were to win a future election and he became prime minister.

**Would you support or oppose the Liberals helping to pass this bill?  
Increase the Old Age Security (OAS) payments to seniors aged 65 to 74**



**More uncertainty over protecting supply managed farm sectors**

With a Canada-United States-Mexico Agreement (the replacement for the North American Free Trade Agreement otherwise known as NAFTA) [renegotiation looming](#) in 2025, the Bloc Québécois have also asked for the government's approval of a private member's bill which would exempt certain farm sectors from future international trade negotiations. These sectors – poultry, dairy and eggs – are under the purview of the country's "[supply management](#)" system and proved to be [a sticking point](#) when CUSMA was negotiated under the previous U.S. administration of President Donald Trump. Trudeau and Canada [made concessions](#) on supply managed products to get the deal done in 2018.

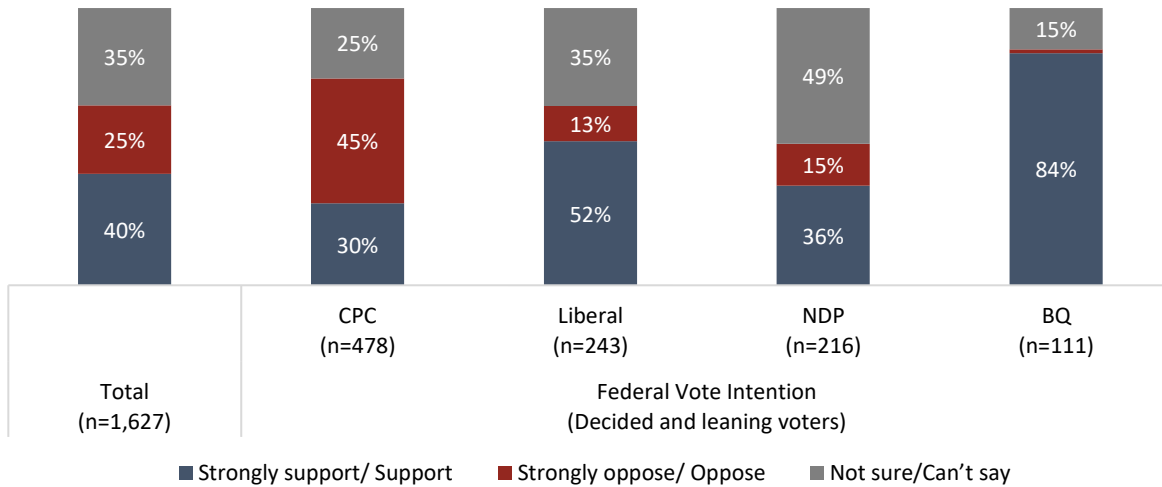
A plurality (40%) support exempting supply managed farm sectors from future trade negotiations, but many (35%) are uncertain. Likely Conservative voters are most opposed to these exemptions (45%) while those who would vote for the Bloc are most supportive (84%):

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**Would you support or oppose the Liberals helping to pass this bill?  
Exempt “supply managed” farm sectors from being included in future trade  
negotiations**



**For detailed results by age, gender, region, education, and other demographics, [click here](#).**