![Innovative Research Group logo]

# Canada This Month

## Freeland Resignation Pre-Post

**Public Opinion Research**
**Release Date: January X, 2025**
**Field Dates: December 26 to December 30, 2024**

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# Key Findings

**1**

**Freeland's resignation is top-of-mind for Canadians.**
Since December 16th, 40% of Canadians who have read, seen, or heard anything about the federal government say it was about Chrystia Freeland's resignation. The news left 71% less favourable towards the government.

**2**

**Liberals lose ground after Freeland's resignation, while NDP gains.**
Liberal vote decreased from 26% to 22%. NDP gains 3 percentage points.

**3**

**Most likely to have changed to an NDP vote are those in the Core Left.**
Although value distribution didn't change pre- and post-resignation, Core Left has gained the most from Liberal-to-NDP switching.

# Methodology

# Survey Methodology

**These are the results of an online survey conducted between December 26th and December 30th, 2024.**

**Method:** This online survey was conducted with respondents from INNOVATIVE's Canada 20/20 national research panel and Lucid, a leading provider of online samples. The sample is weighted to ensure that its composition reflects that of the actual Canadian population according to Census data.

**Sample Size:** n=3,561 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

**Field Dates:** December 6th and December 30th, 2024.

**Weighting:** Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the sample's composition reflects the actual population according to Census data. This approach is intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, because the online survey was not a random probability sample, a margin of error cannot be calculated. Statements about margins of sampling error do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

| | Unweighted (n) | Unweighted (%) | Weighted (n) | Weighted (%) |
|---|---|---|---|---|
| **Men 18-34** | 310 | 8.7% | 264 | 13.3% |
| **Men 35-54** | 474 | 13.3% | 312 | 15.7% |
| **Men 55+** | 978 | 27.5% | 401 | 20.1% |
| **Women 18-34** | 367 | 10.3% | 258 | 13.0% |
| **Women 35-54** | 521 | 14.7% | 322 | 16.2% |
| **Women 55+** | 901 | 25.4% | 434 | 21.8% |
| | | | | |
| **British Columbia** | 564 | 15.8% | 281 | 14.0% |
| **Alberta** | 504 | 14.2% | 222 | 11.1% |
| **Prairies** | 263 | 7.4% | 131 | 6.5% |
| **Ontario** | 1298 | 36.5% | 772 | 38.6% |
| **Québec** | 689 | 19.3% | 460 | 23.0% |
| **Atlantic** | 243 | 6.8% | 134 | 6.7% |

# Vote

# Federal Combined Vote:

## Liberals lost three pct points post-resignation, while NDP gains three

**Q** If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[VOTE+LEAN]**
[asked of all respondents, n=2,000]

### Pre-Resignation (before Dec. 16, n=984)

| Party | % |
|---|---|
| Conservative | 37% |
| Liberal | 23% |
| NDP | 14% |
| Bloc | 7% |
| Green | 5% |
| People's Party | 2% |
| Maverick Party | <1% |
| Other | <1% |
| Undecided/Don't know | 8% |
| Would not vote/None | 3% |

### Post-Resignation (on or after Dec. 16, n=1,016)

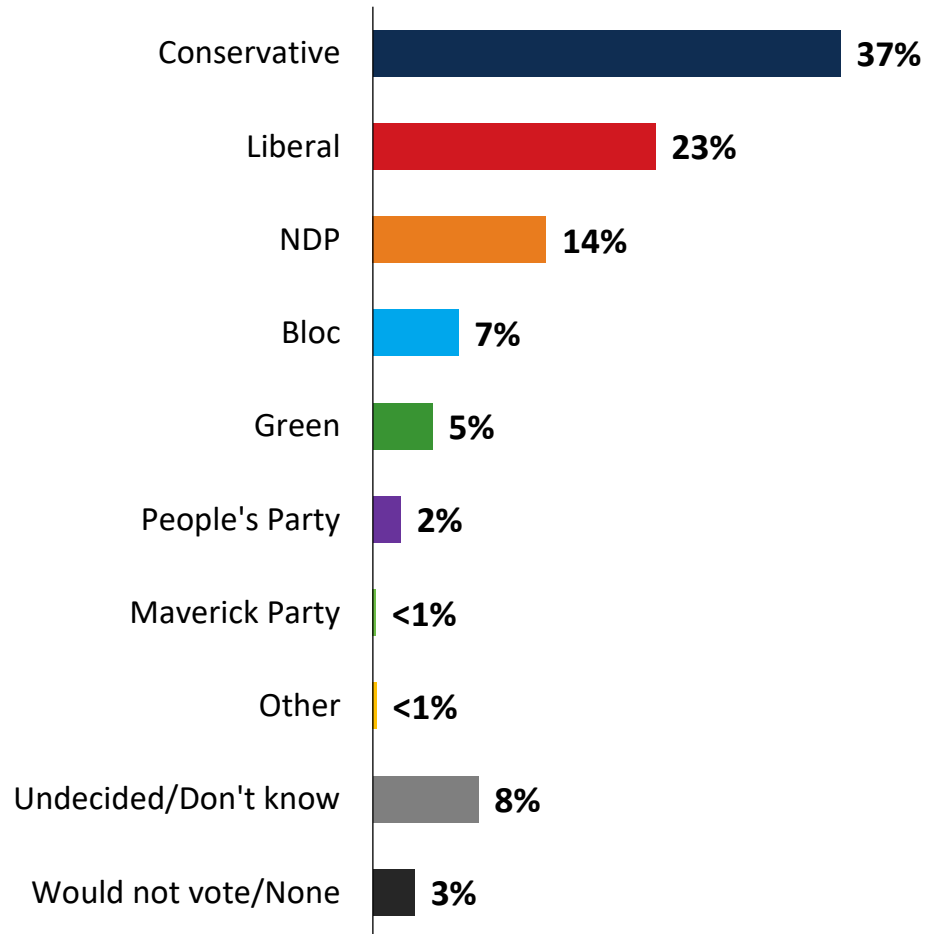| Party | % |
|---|---|
| Conservative | 38% |
| Liberal | 20% |
| NDP | 17% |
| Bloc | 7% |
| Green | 4% |
| People's Party | 3% |
| Maverick Party | <1% |
| Other | <1% |
| Undecided/Don't know | 8% |
| Would not vote/None | 3% |

# Federal Decided Vote:

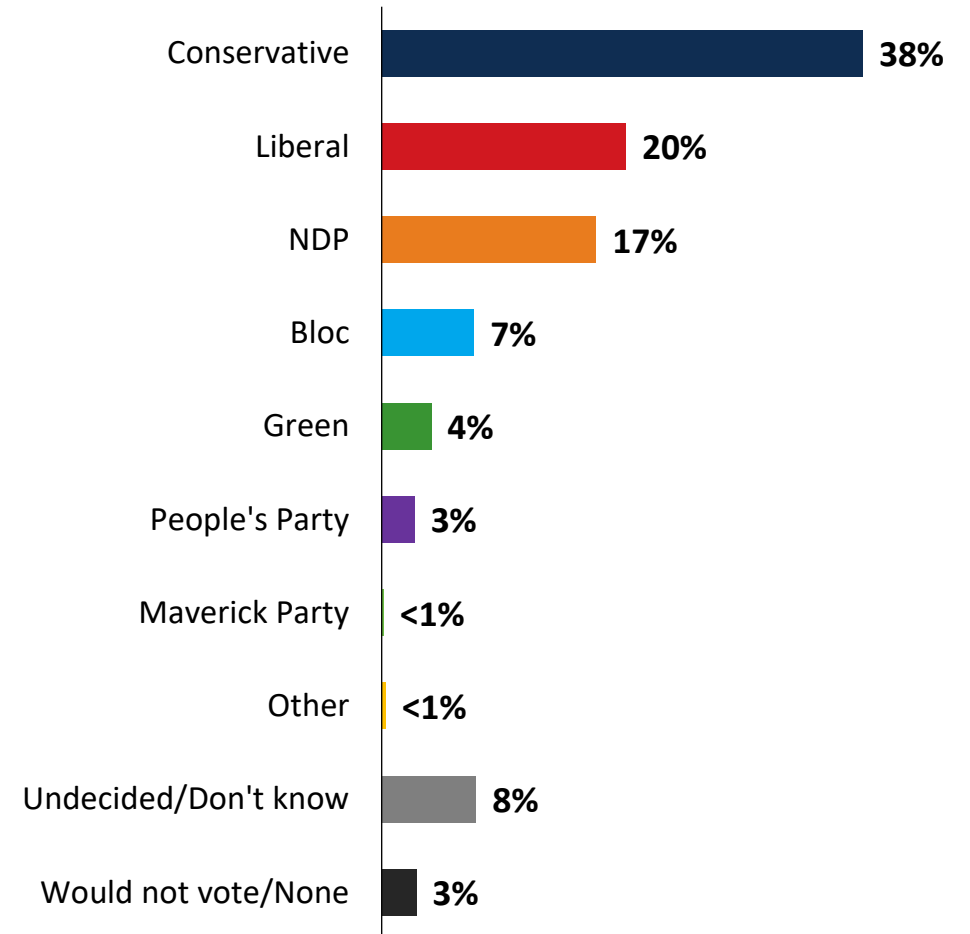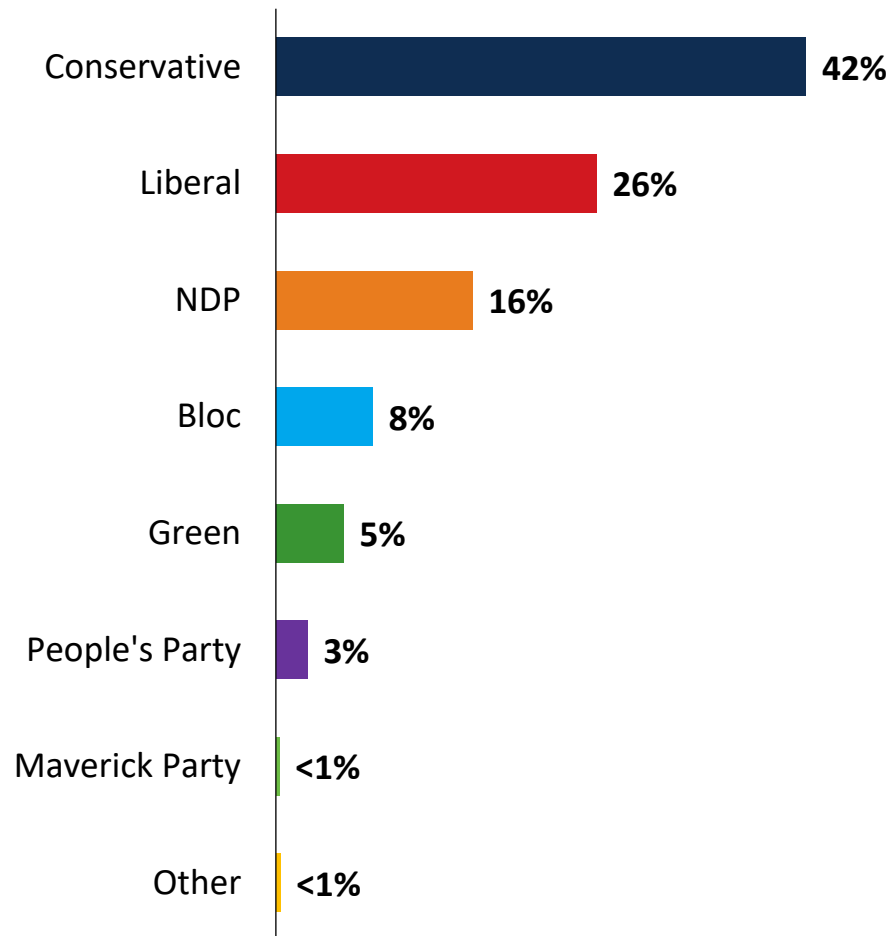## Liberals lost four pct points post-resignation, while NDP gains three

**Q** If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[asked of decided voters only, n=1,779]

### Pre-Resignation (before Dec. 16, n=868)

| Party | % |
|---|---|
| Conservative | **42%** |
| Liberal | **26%** |
| NDP | **16%** |
| Bloc | **8%** |
| Green | **5%** |
| People's Party | **3%** |
| Maverick Party | **<1%** |
| Other | **<1%** |

### Post-Resignation (on or after Dec. 16, n=911)

| Party | % |
|---|---|
| Conservative | **43%** |
| Liberal | **22%** |
| NDP | **19%** |
| Bloc | **8%** |
| Green | **4%** |
| People's Party | **3%** |
| Maverick Party | **<1%** |
| Other | **<1%** |
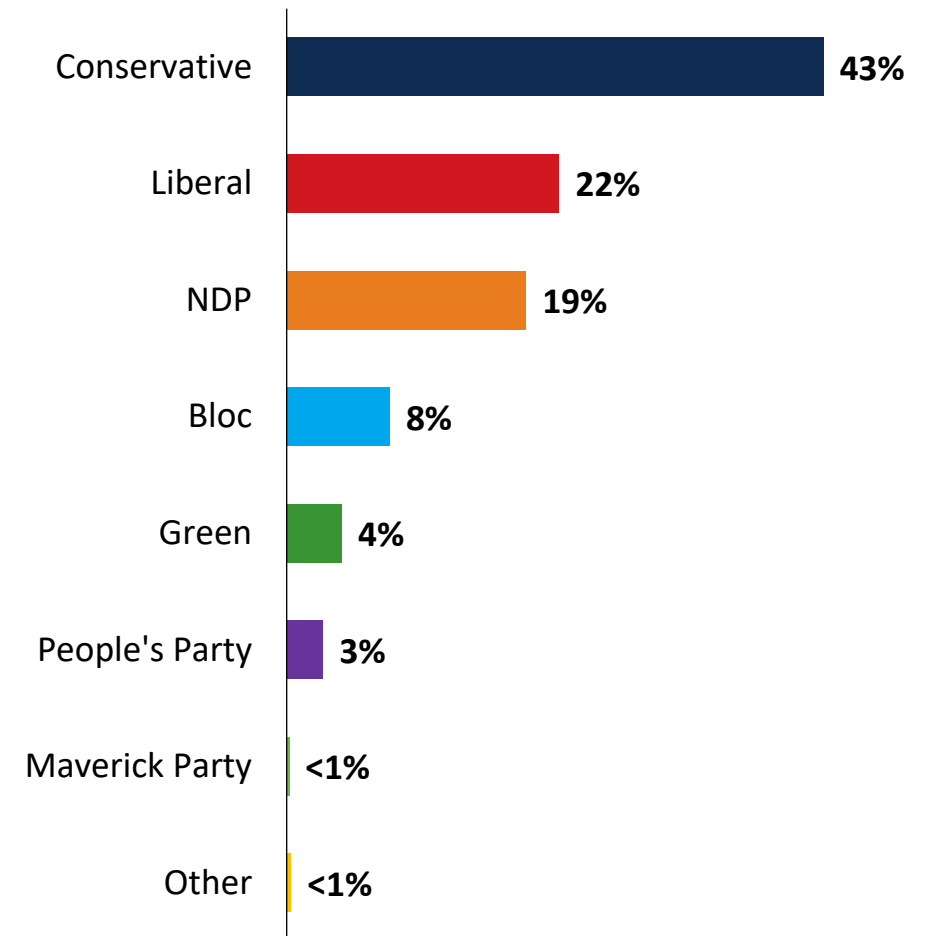
# Value Clusters:

## Value clusters steady before and after resignation

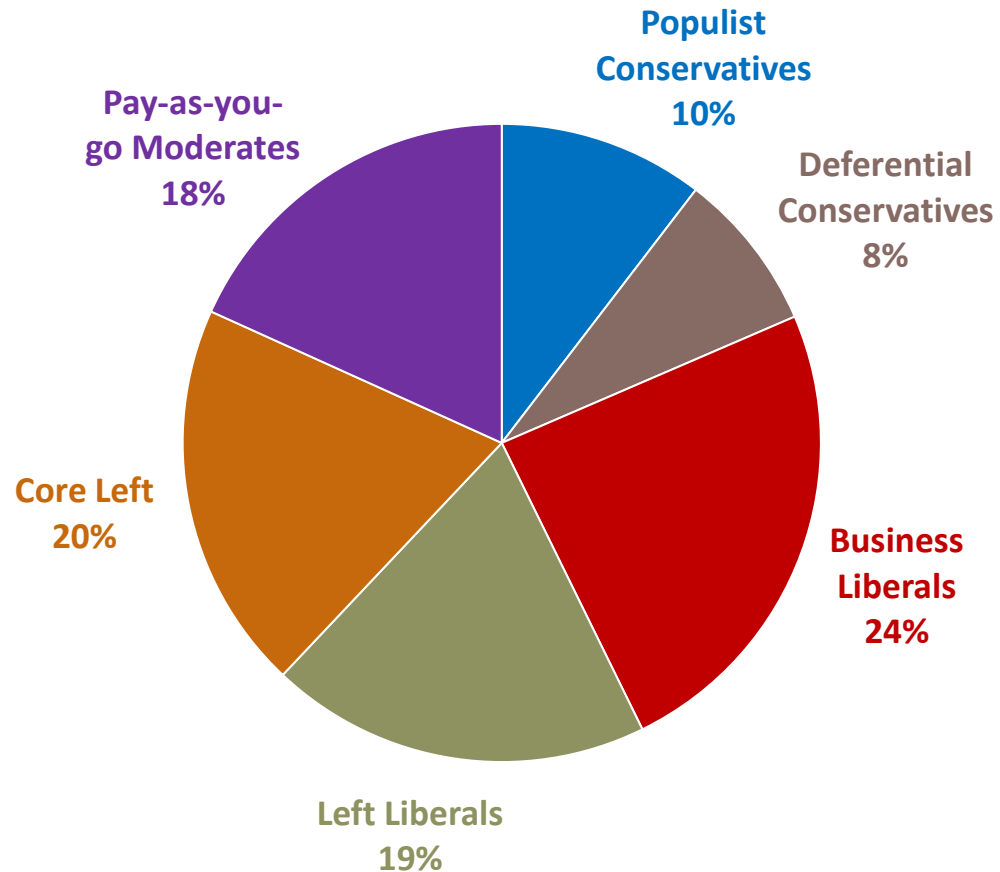**Q** **Value Clusters:** Clusters are based on 4 basic values: *equal opportunity versus redistribution, trust in the profit system, whether spending should be based on ability to afford or public need,* and *whether government should listen to experts or common sense.*
[asked of all respondents, n=2,000]

### Pre-Resignation (before Dec. 16, n=984)



Populist Conservatives 10%
Deferential Conservatives 8%
Business Liberals 24%
Left Liberals 19%
Core Left 20%
Pay-as-you-go Moderates 18%

### Post-Resignation (on or after Dec. 16, n=1,016)



Populist Conservatives 12%
Deferential Conservatives 9%
Business Liberals 24%
Left Liberals 18%
Core Left 20%
Pay-as-you-go Moderates 16%

# Federal Combined Vote by Value Clusters:
## Conservatives and Liberals tied in Core Left after resignation

### Pre-Resignation (before Dec. 16, n=984)

| Combined Vote | Populist Conservatives n=102 | Deferential Conservatives n=80 | Business Liberals n=238 | Left Liberals n=190 | Core Left n=194 | Pay-as-you-go Moderates n=179 |
|---|---|---|---|---|---|---|
| Conservative | 69% | 43% | 41% | 31% | 20% | 36% |
| Liberal | 11% | 23% | 25% | 24% | 30% | 17% |
| NDP | 5% | 3% | 13% | 16% | 21% | 14% |
| Bloc | 1% | 14% | 8% | 5% | 6% | 8% |
| Green | 3% | 5% | 3% | 5% | 8% | 4% |
| Other | 3% | 4% | 3% | 4% | 2% | 2% |
| Undecided/DK | 7% | 5% | 6% | 10% | 8% | 13% |
| Would not vote/None | 1% | 1% | 1% | 4% | 5% | 6% |

### Post-Resignation (on or after Dec. 16, n=1,016)

| Combined Vote | Populist Conservatives n=126 | Deferential Conservatives n=96 | Business Liberals n=247 | Left Liberals n=181 | Core Left n=201 | Pay-as-you-go Moderates n=166 |
|---|---|---|---|---|---|---|
| Conservative | 69% | 40% | 39% | 39% | 23% | 32% |
| Liberal | 7% | 23% | 26% | 17% | 23% | 16% |
| NDP | 7% | 10% | 14% | 21% | 30% | 14% |
| Bloc | 1% | 13% | 11% | 5% | 7% | 6% |
| Green | 1% | 1% | 4% | 5% | 6% | 6% |
| Other | 6% | 1% | 1% | 4% | 3% | 5% |
| Undecided/DK | 6% | 10% | 5% | 8% | 5% | 13% |
| Would not vote/None | 3% | 2% | 0% | 2% | 3% | 8% |

# Federal Combined Vote by Party ID:

Less Liberal identifiers say they will vote Liberal after the resignation

| | Pre-Resignation (before Dec. 16, n=984) | | | | | Post-Resignation (on or after Dec. 16, n=1,016) | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Combined Vote** | **Liberal** n=225 | **Conservative** n=298 | **NDP** n=116 | **Green/Other** n=131 | **Unaligned** n=213 | **Liberal** n=210 | **Conservative** n=310 | **NDP** n=136 | **Green/Other** n=157 | **Unaligned** n=203 |
| **Conservative** | 9% | 92% | 5% | 10% | 24% | 12% | 91% | 7% | 13% | 27% |
| **Liberal** | 77% | 3% | 7% | 7% | 10% | 69% | 3% | 6% | 8% | 11% |
| **NDP** | 4% | 2% | 81% | 6% | 9% | 8% | 3% | 85% | 5% | 12% |
| **Bloc** | 1% | 1% | 0% | 42% | 3% | 2% | 0% | 1% | 40% | 4% |
| **Green** | 2% | 1% | 4% | 22% | 4% | 3% | 0% | 1% | 17% | 3% |
| **Other** | 1% | 1% | 0% | 11% | 3% | 2% | 1% | 0% | 13% | 3% |
| **Undecided/DK** | 5% | 0% | 2% | 1% | 32% | 5% | 1% | 0% | 3% | 28% |
| **Would not vote/None** | 0% | 0% | 0% | 2% | 14% | 0% | 0% | 0% | 1% | 13% |

# Government Approval

# Federal Government Satisfaction:
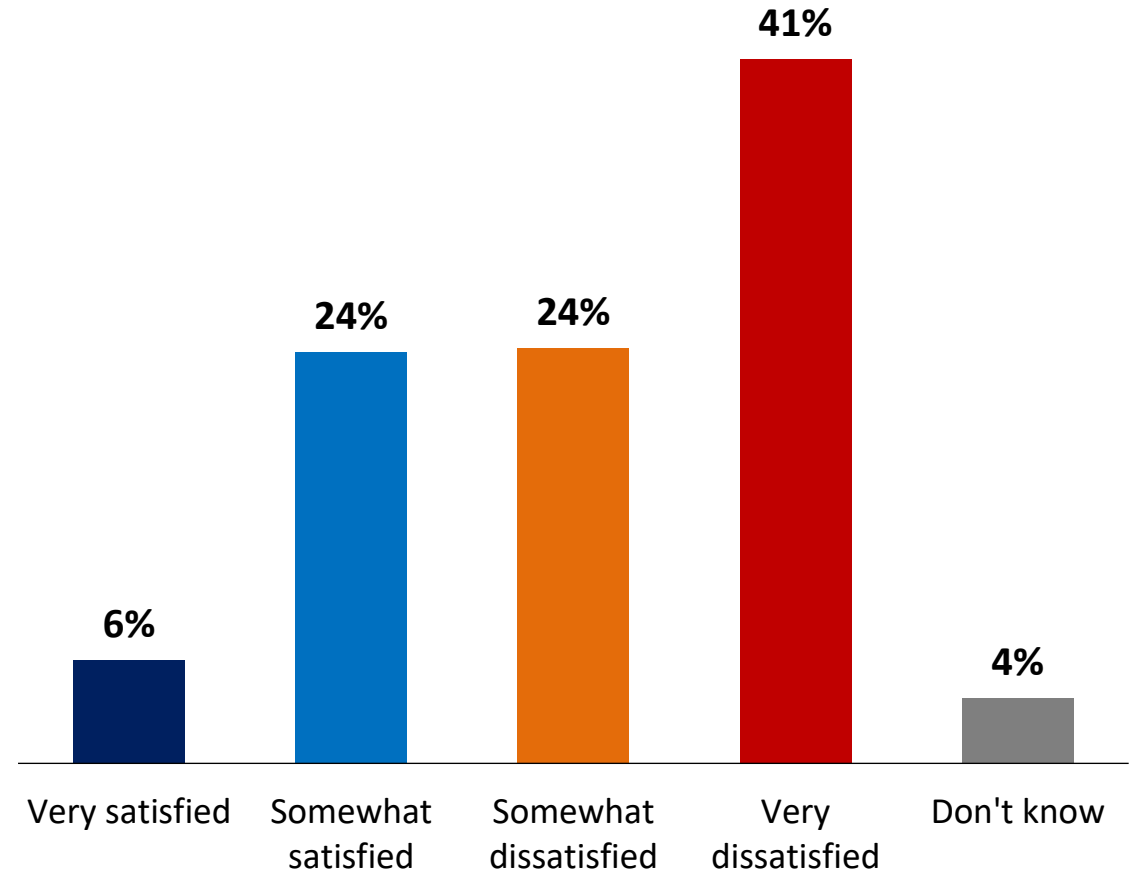## Federal government satisfaction steady before and after resignation

**Q** Generally speaking, how satisfied are you with the performance of the federal government in Canada? Would you say you are…
[asked of all respondents, n=2,000]



**Pre-Resignation (before Dec. 16, n=984)**

| Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know |
|---|---|---|---|---|
| 6% | 26% | 24% | 40% | 4% |

**Post-Resignation (on or after Dec. 16, n=1,016)**

| Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know |
|---|---|---|---|---|
| 6% | 24% | 24% | 41% | 4% |

# Read, Seen, Heard

# Federal Read, Seen, Heard:
## 9 pct points more have heard something after the resignation

**Q** Have you read, seen or heard anything about Canada's Prime Minister and the federal government in the last few days?
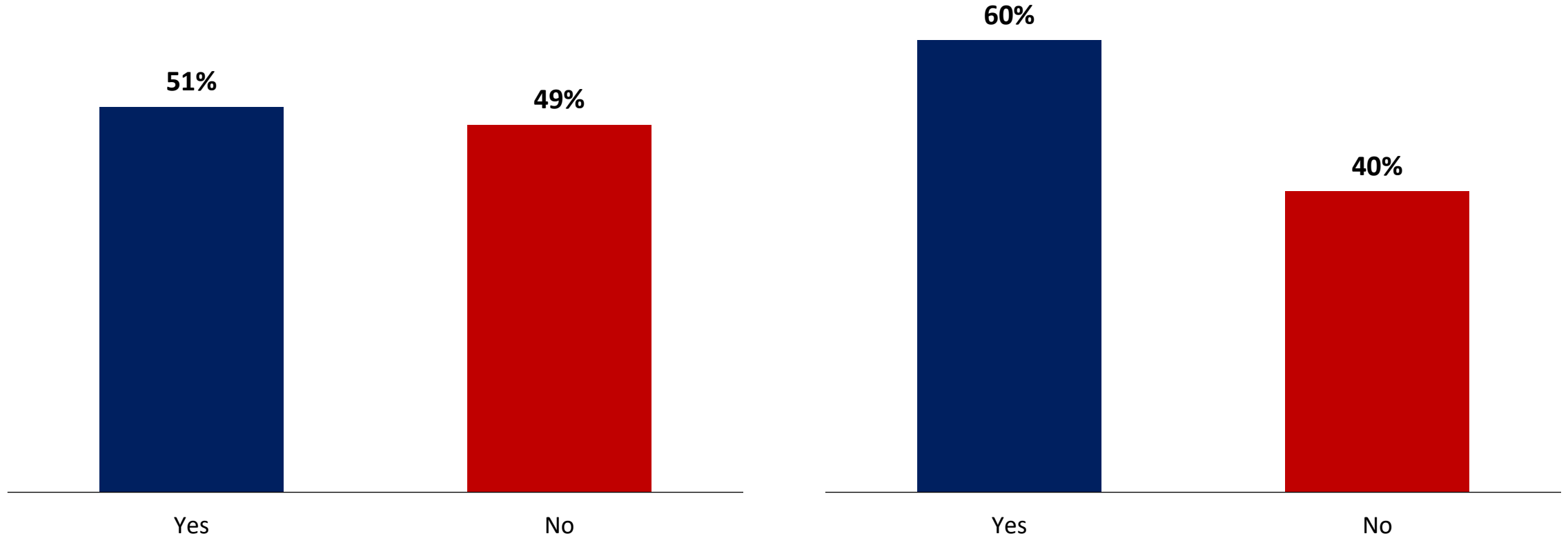[asked of all respondents, n=2,000]



**Pre-Resignation (before Dec. 16, n=984)**

- Yes: 51%
- No: 49%

**Post-Resignation (on or after Dec. 16, n=1,016)**

- Yes: 60%
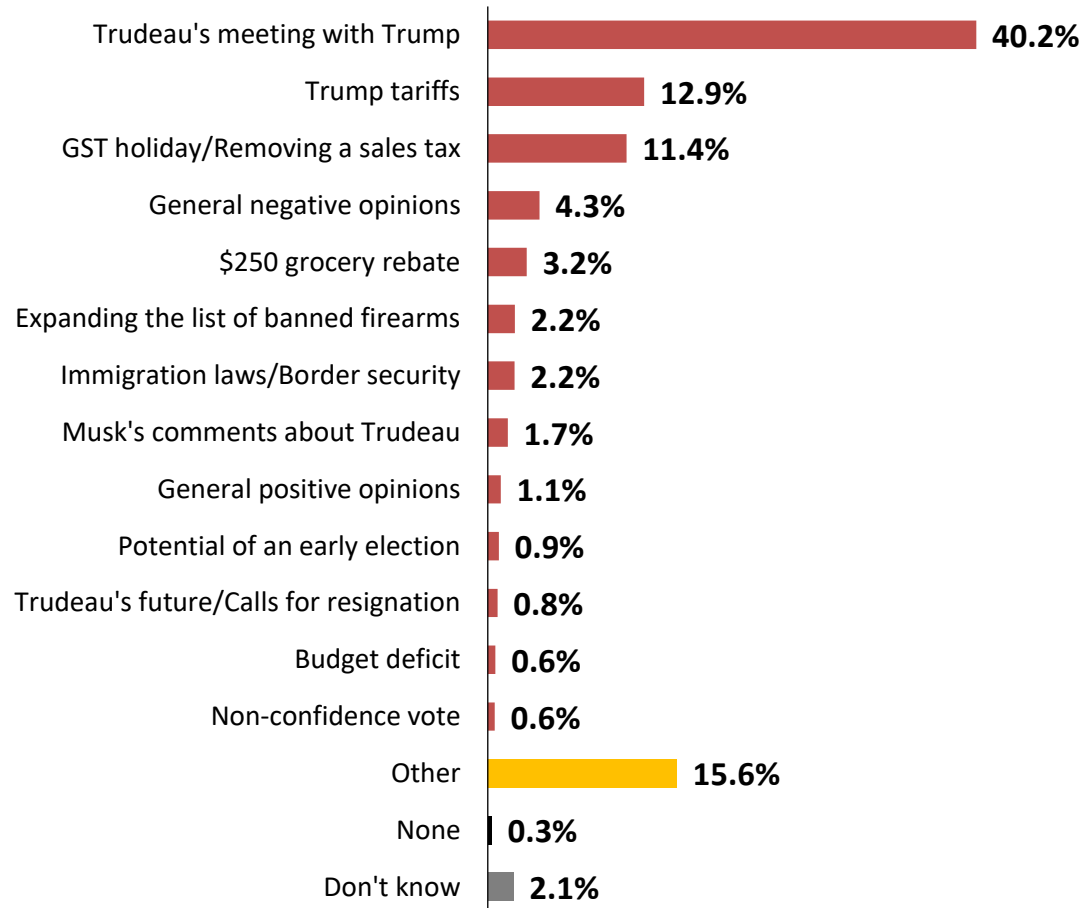- No: 40%

# Federal Read, Seen, Heard (Open-Ended):

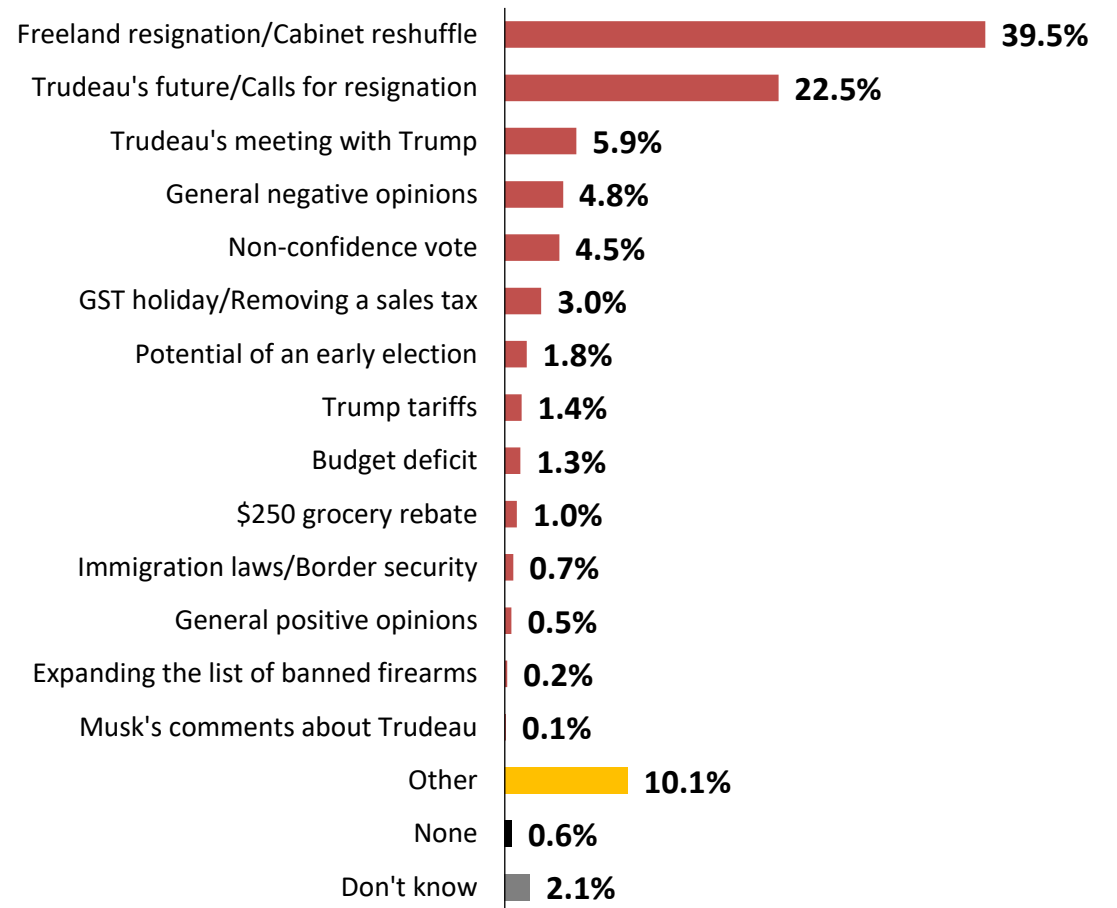## Freeland resignation/Cabinet reshuffle jumps to the top spot with 40% recall

**Q** And what have you read, seen or heard about Canada's Prime Minister and the federal government in the last few days?
[asked of those who have read, seen or heard, n=1,114]

### Pre-Resignation (before Dec. 16, n=504)

| Category | % |
|---|---|
| Trudeau's meeting with Trump | 40.2% |
| Trump tariffs | 12.9% |
| GST holiday/Removing a sales tax | 11.4% |
| General negative opinions | 4.3% |
| $250 grocery rebate | 3.2% |
| Expanding the list of banned firearms | 2.2% |
| Immigration laws/Border security | 2.2% |
| Musk's comments about Trudeau | 1.7% |
| General positive opinions | 1.1% |
| Potential of an early election | 0.9% |
| Trudeau's future/Calls for resignation | 0.8% |
| Budget deficit | 0.6% |
| Non-confidence vote | 0.6% |
| Other | 15.6% |
| None | 0.3% |
| Don't know | 2.1% |

### Post-Resignation (on or after Dec. 16, n=610)

| Category | % |
|---|---|
| Freeland resignation/Cabinet reshuffle | 39.5% |
| Trudeau's future/Calls for resignation | 22.5% |
| Trudeau's meeting with Trump | 5.9% |
| General negative opinions | 4.8% |
| Non-confidence vote | 4.5% |
| GST holiday/Removing a sales tax | 3.0% |
| Potential of an early election | 1.8% |
| Trump tariffs | 1.4% |
| Budget deficit | 1.3% |
| $250 grocery rebate | 1.0% |
| Immigration laws/Border security | 0.7% |
| General positive opinions | 0.5% |
| Expanding the list of banned firearms | 0.2% |
| Musk's comments about Trudeau | 0.1% |
| Other | 10.1% |
| None | 0.6% |
| Don't know | 2.1% |

**Note:** Only responses >1% both pre- and post-resignation are shown.
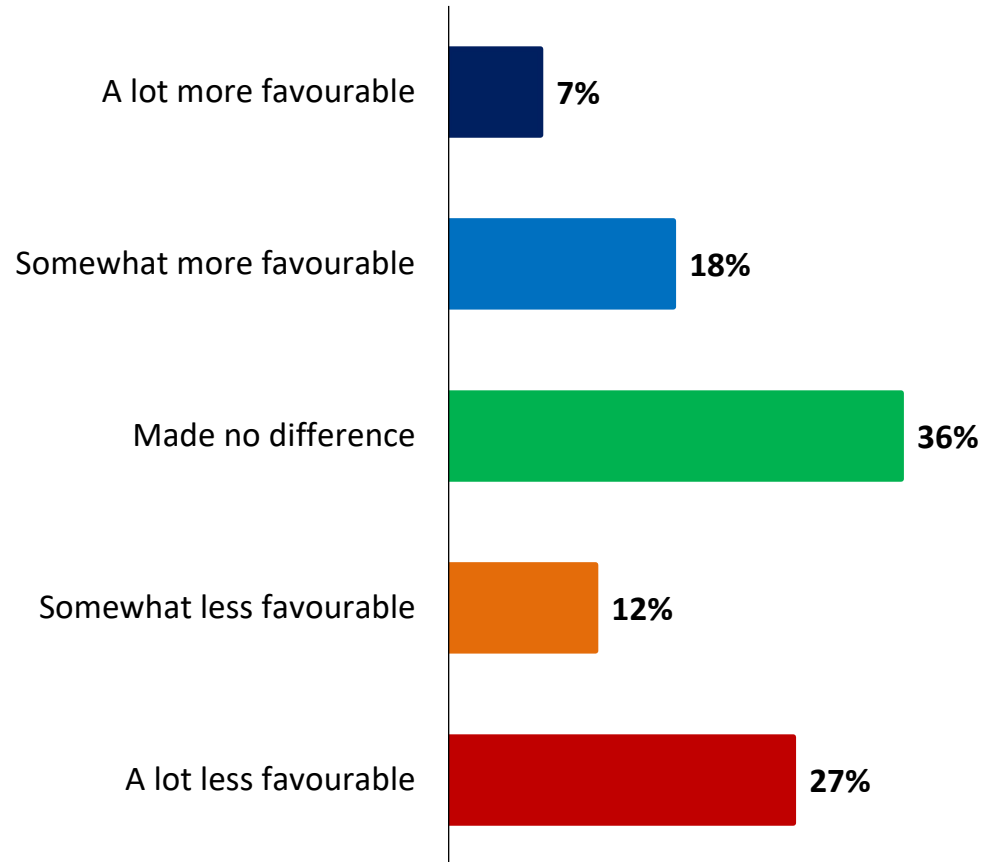
# Federal RSH Impression:
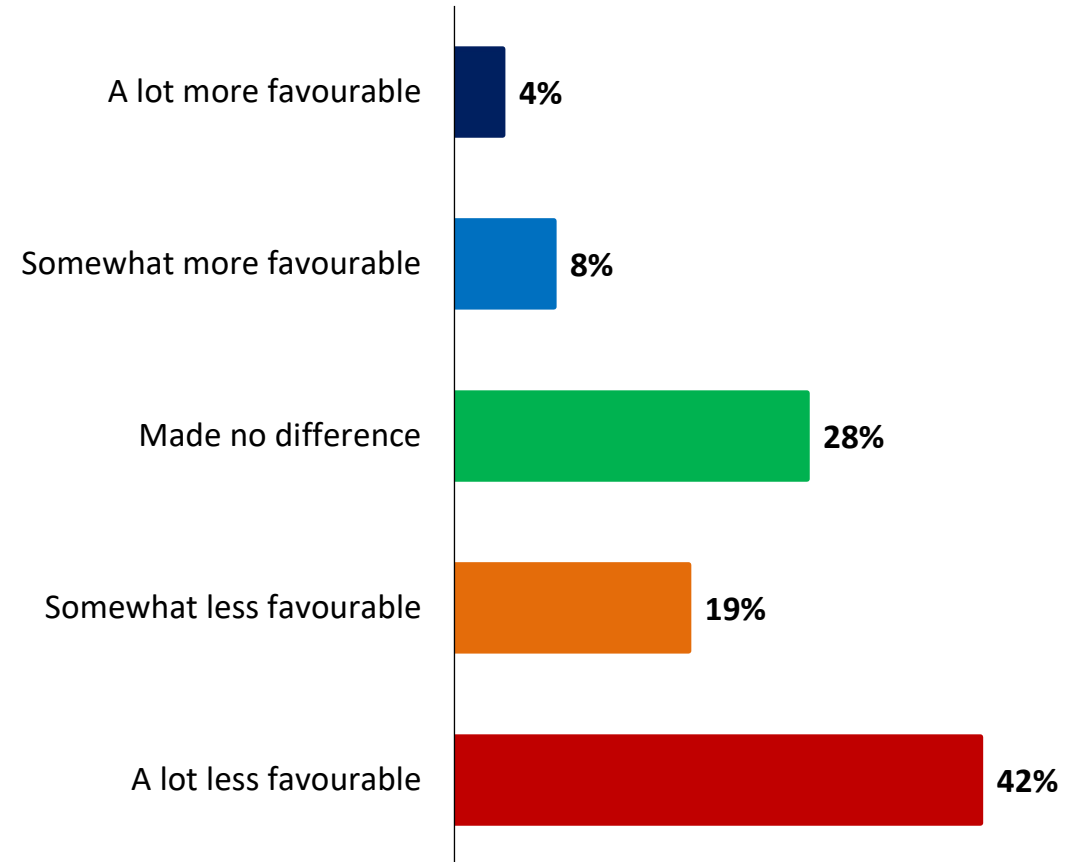## Negative impression higher after the resignation than before

**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the federal government...
[asked of those who have read, seen or heard, n=1,114]

### Pre-Resignation (before Dec. 16, n=504)

| Response | % |
|---|---|
| A lot more favourable | 7% |
| Somewhat more favourable | 18% |
| Made no difference | 36% |
| Somewhat less favourable | 12% |
| A lot less favourable | 27% |

### Post-Resignation (on or after Dec. 16, n=610)

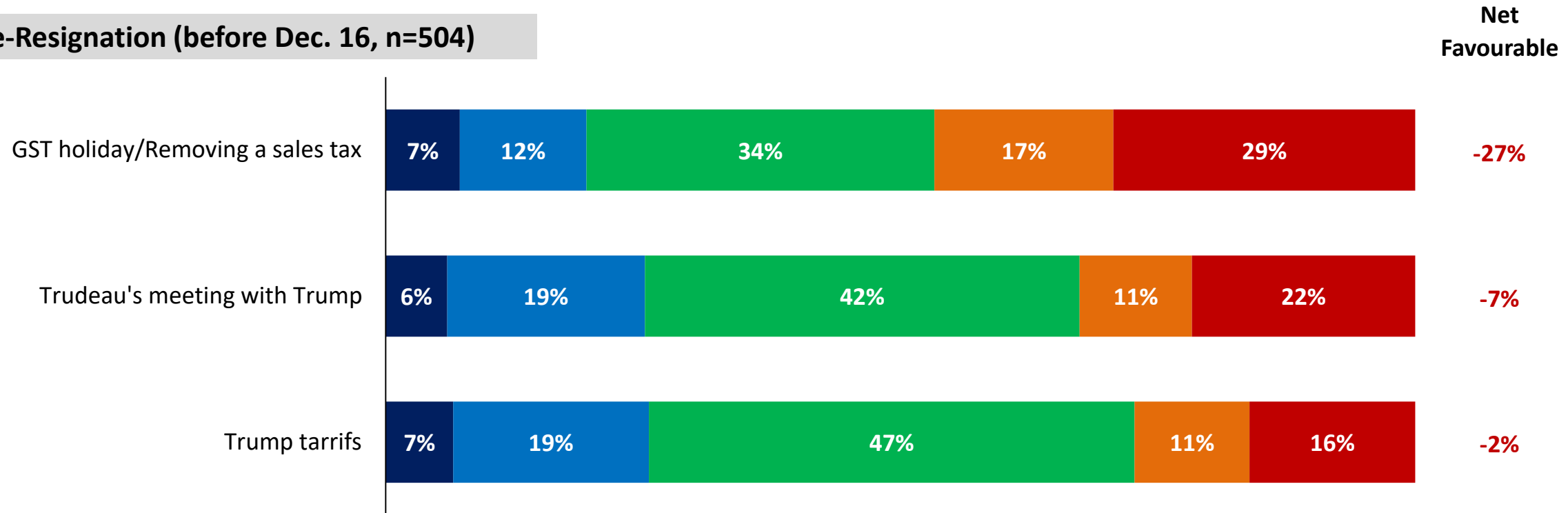| Response | % |
|---|---|
| A lot more favourable | 4% |
| Somewhat more favourable | 8% |
| Made no difference | 28% |
| Somewhat less favourable | 19% |
| A lot less favourable | 42% |

# RSH Impact by Top Issues – Pre-Resignation:
## GST holiday policy has the lowest net favourable out of the top issues

**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the federal government…

[asked of those who have read, seen or heard, n=1,114]

**Pre-Resignation (before Dec. 16, n=504)**

**Net Favourable**

| Issue | A lot more favourable | Somewhat more favourable | Made no difference | Somewhat less favourable | A lot less favourable | Net Favourable |
|---|---|---|---|---|---|---|
| GST holiday/Removing a sales tax | 7% | 12% | 34% | 17% | 29% | -27% |
| Trudeau's meeting with Trump | 6% | 19% | 42% | 11% | 22% | -7% |
| Trump tarrifs | 7% | 19% | 47% | 11% | 16% | -2% |

■ A lot more favourable
■ Somewhat more favourable
■ Made no difference
■ Somewhat less favourable
■ A lot less favourable

# RSH Impact by Top Issues – Post-Resignation:

Freeland resignation/Cabinet reshuffle has the lowest net favourable out of the top issues

**Q** Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the federal government…
[asked of those who have read, seen or heard, n=1,114]

**Post-Resignation (on or after Dec. 16, n=610)**
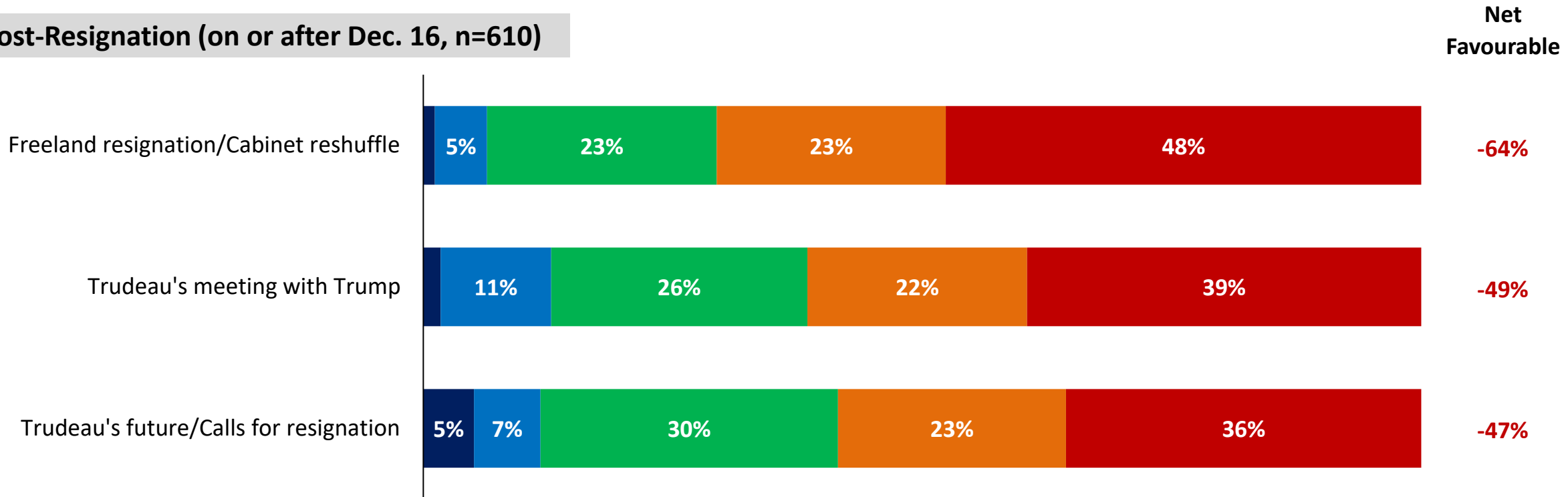
**Net Favourable**

| Issue | A lot more favourable | Somewhat more favourable | Made no difference | Somewhat less favourable | A lot less favourable | Net Favourable |
|---|---|---|---|---|---|---|
| Freeland resignation/Cabinet reshuffle | | 5% | 23% | 23% | 48% | -64% |
| Trudeau's meeting with Trump | | 11% | 26% | 22% | 39% | -49% |
| Trudeau's future/Calls for resignation | 5% | 7% | 30% | 23% | 36% | -47% |

■ A lot more favourable
■ Somewhat more favourable
■ Made no difference
■ Somewhat less favourable
■ A lot less favourable

For more information, please contact:

**Greg Lyle**
**President**
(416) 642-6429
glyle@innovativeresearch.ca

## Building Understanding.