INNOVATIVE
RESEARCH GROUP

Canada This Month
Campaign Momentum

Public Opinion Research
Release Date: March 25th, 2025
Field Dates: Mar 19th, 2025 to Mar 21st, 2025

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Study Overview

Building from the findings of the report published on Friday, March 21st, 2025 (https://innovativeresearch.ca/liberals-take-lead-on-election-eve/), this report further expands on the campaigns of the major parties in this federal election:

- Awareness of the four major parties,

- What voters are reading, seeing or hearing about each party,

- And the impact of those messages.

Summary

1 **Carney and the Liberals are gaining on the most common recalled messages.** Carney and the Liberals have the attention of 63% of the electorate, and they are using it to good effect. Carney's most mentioned news items include his meeting with European leaders (+36), news about him becoming Prime Minister (+22), eliminating the carbon tax (+26), and his stance on Trump and tariffs (+49).

2 **Poilievre and the CPC are losing more than they are gaining.** Just under half (45%) have heard anything about Poilievre and the Conservatives. He is losing ground on his criticism of the Liberal Party and Carney (-34), abolishing the carbon tax (-9) and being compared to Trump has the most negative net impact of -78. However, he does get a strong positive score (+26) on dealing the US and Trump tariffs.

3 **Jagmeet Singh and the NDP are in neutral or reverse.** Only 17% have heard anything about the NDP and their leader. Singh is treading water on references to media and ads (-2) and news about Singh losing support (-1). There is a very negative reaction to any mentions of Singh supporting the Liberal party (-51).

4 **The Bloc is struggling to get attention, but doing well with those they reach**. Only 15% of Quebecers heard anything about the Bloc the week before the election call, but they receive a net impact score of +17, virtually tied with Carney and the Liberals. The top mentions contributing to that score include comments on the Liberals and Carney, giving priority to Quebec, and general positive comments.
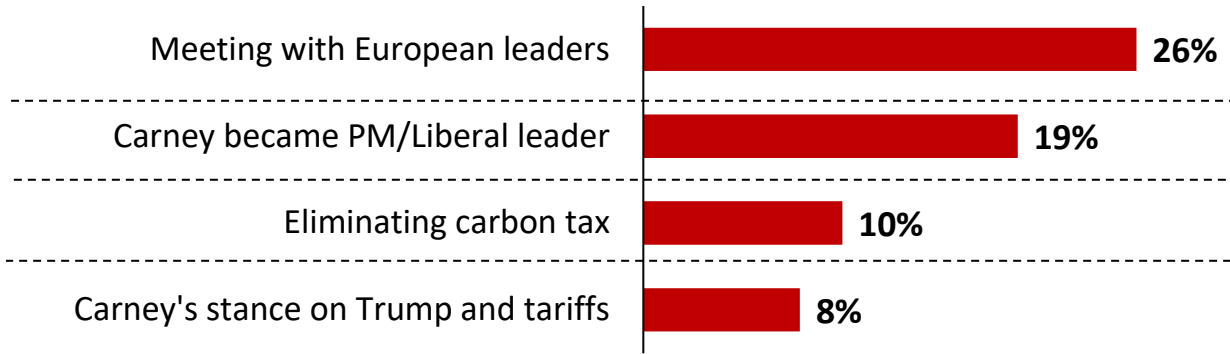
Top Four Mentions for Liberals and CPCs:

Carney's media visibility is dominated by positive assessments, in contrast to Poilievre's dominated by negative

Q And what have you read, seen or heard about Mark Carney and the Liberals in the last few days?
Have you read, seen or heard anything about Pierre Poilievre and the Conservative Party in the last few days?
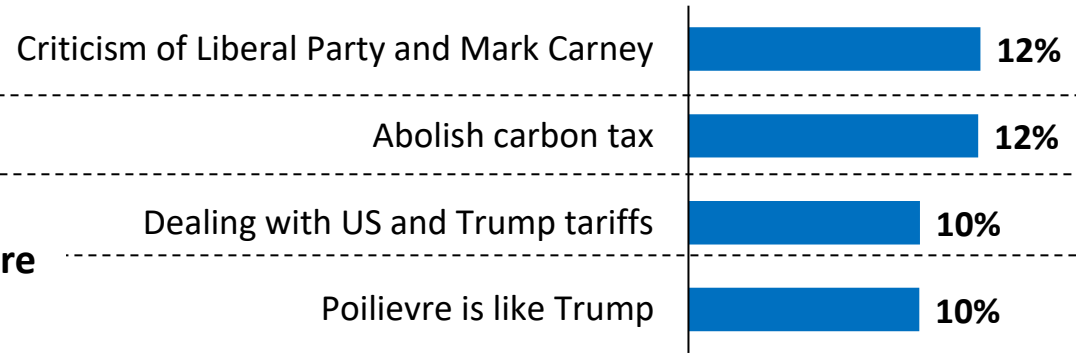[asked only of those who RSH about Mark Carney and the Liberals; n=626; Pierre Poilievre and the PCs; n=447]

Impact by RSH

Mark Carney

Mention	%	More fav.	No Difference	Less fav.	NET
Meeting with European leaders	26%	48%	40%	12%	+36%
Carney became PM/Liberal leader	19%	40%	41%	19%	+22%
Eliminating carbon tax	10%	49%	28%	23%	+26%
Carney's stance on Trump and tariffs	8%	62%	25%	13%	+49%

Pierre Poilievre

Mention	%	More fav.	No Difference	Less fav.	NET
Criticism of Liberal Party and Mark Carney	12%	19%	27%	54%	-34%
Abolish carbon tax	12%	32%	27%	41%	-9%
Dealing with US and Trump tariffs	10%	51%	23%	25%	+26%
Poilievre is like Trump	10%	3%	17%	80%	-78%

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 [LEADER] and the [PARTY], or did it make no difference?

Note: Only top four shown here
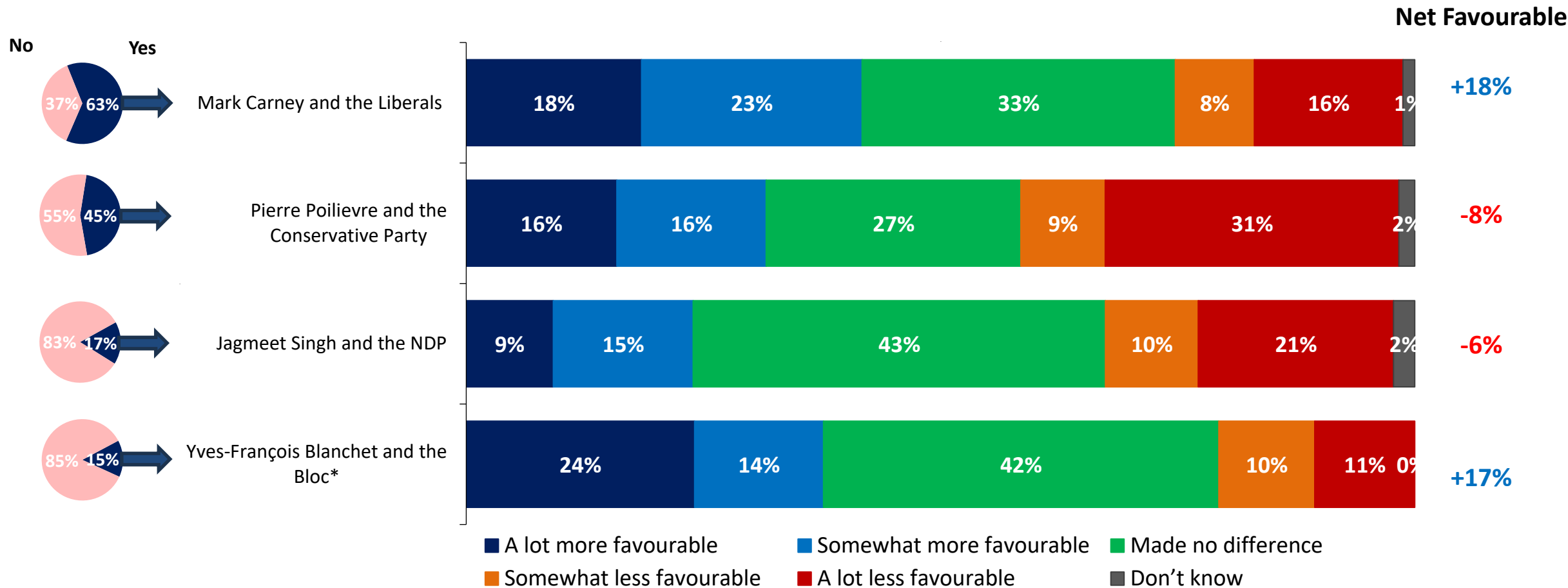
Read, Seen, Heard

Campaign Attention And RSH Impact:

Those who have RHS of Carney had a net favourable impression of 18%, 26 points higher than Poilievre's

Q Have you read, seen or heard anything about [LEADER] and the [PARTY] in the last few days? [asked of all respondents; n=1000]

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 [LEADER] and the [PARTY], or did it make no difference? [asked of all respondents who had read, seen or heard about the party; Liberals, n=626; PCs, n=447; NDP, n=169; Bloc n=34]

RSH in the Past Few Days

Net Favourable

No   **Yes**

Leader/Party	No	Yes	A lot more favourable	Somewhat more favourable	Made no difference	Somewhat less favourable	A lot less favourable	Don't know	Net Favourable
Mark Carney and the Liberals	37%	63%	18%	23%	33%	8%	16%	1%	+18%
Pierre Poilievre and the Conservative Party	55%	45%	16%	16%	27%	9%	31%	2%	-8%
Jagmeet Singh and the NDP	83%	17%	9%	15%	43%	10%	21%	2%	-6%
Yves-François Blanchet and the Bloc*	85%	15%	24%	14%	42%	10%	11%	0%	+17%

Legend:
- ■ A lot more favourable
- ■ Somewhat more favourable
- ■ Made no difference
- ■ Somewhat less favourable
- ■ A lot less favourable
- ■ Don't know

Note: * indicates a small n size.
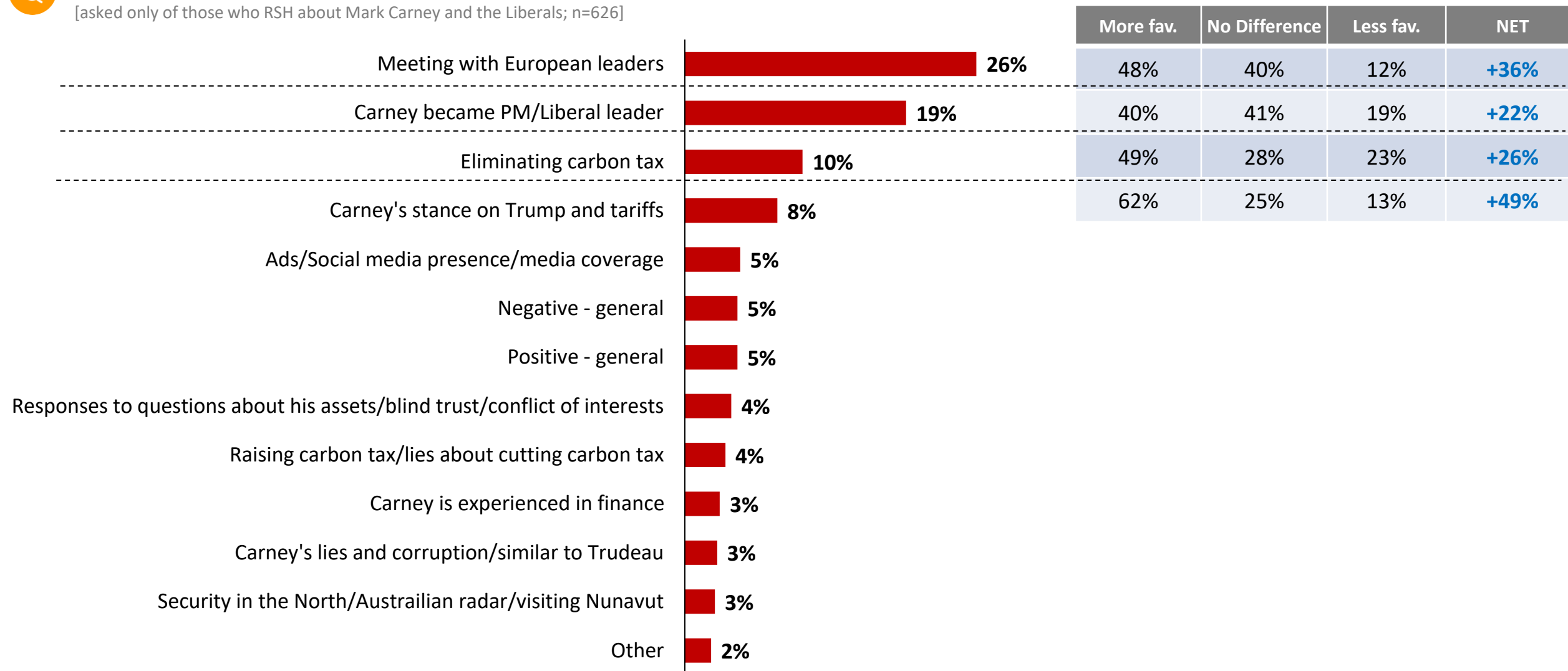
Impact of RSH for Liberals:

Carney's meeting with European leaders is most mentioned and viewed favourably

Q And what have you read, seen or heard about Mark Carney and the Liberals in the last few days? [OPEN END]
[asked only of those who RSH about Mark Carney and the Liberals; n=626]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Meeting with European leaders — 26%	48%	40%	12%	+36%
Carney became PM/Liberal leader — 19%	40%	41%	19%	+22%
Eliminating carbon tax — 10%	49%	28%	23%	+26%
Carney's stance on Trump and tariffs — 8%	62%	25%	13%	+49%

Ads/Social media presence/media coverage — 5%

Negative - general — 5%

Positive - general — 5%

Responses to questions about his assets/blind trust/conflict of interests — 4%

Raising carbon tax/lies about cutting carbon tax — 4%

Carney is experienced in finance — 3%

Carney's lies and corruption/similar to Trudeau — 3%

Security in the North/Australian radar/visiting Nunavut — 3%

Other — 2%

Note: Those with 1% and less are not shown.

RSH Liberals:

Top RSH topics include meeting EU leaders, becoming PM, and eliminating carbon tax

Q And what have you read, seen or heard about Mark Carney and the Liberals in the last few days? [OPEN END]
[asked only of those who RSH about Mark Carney and the PCs; n=626]

Meeting with European leaders:
- *"Carney is making contact with leaders in the EU to discuss tariff implications and possible reactions to plans of the Trump Government in the USA. He is holding off on any discussions with the American President at this time."*

- *"First international visits were to France and UK to discuss more trade with Europe and strengthen our alliance with European powers and we a reliable ally. His visit to Nunavut and the need to protect our sovereignty in the Arctic and a new early warning system."*

- *"He met with Macron and Starmer. He has no immediate plans to meet with Donald."*

Carney became PM/Liberal leader:
- *"He has stepped into the prime minister job with both feet….intelligent, caring and a doer…he will get us through the new world order and make Canada stronger and more prosperous."*

- *"I read that he was chosen to lead the Liberals and that he's making changes to the party and plans for the future, especially how to deal with Trump."*

- *"The liberal choose mark carney as a leader of their party and prime Minister of Canada as well. Suppose to next federal election will be fight in the leadership of Mark carney."*

Eliminating carbon tax:
- *"Carney and Liberals drop the carbon tax on individuals, but support continuing the carbon tax on industries including future increases as already proposed."*

- *"The most notable thing I've heard about Mark Carney in the past few days is the changes he is making to the carbon tax."*

- *"I saw he said he would eliminate the consumer carbon tax "immediately". Of course, he hasn't done so."*
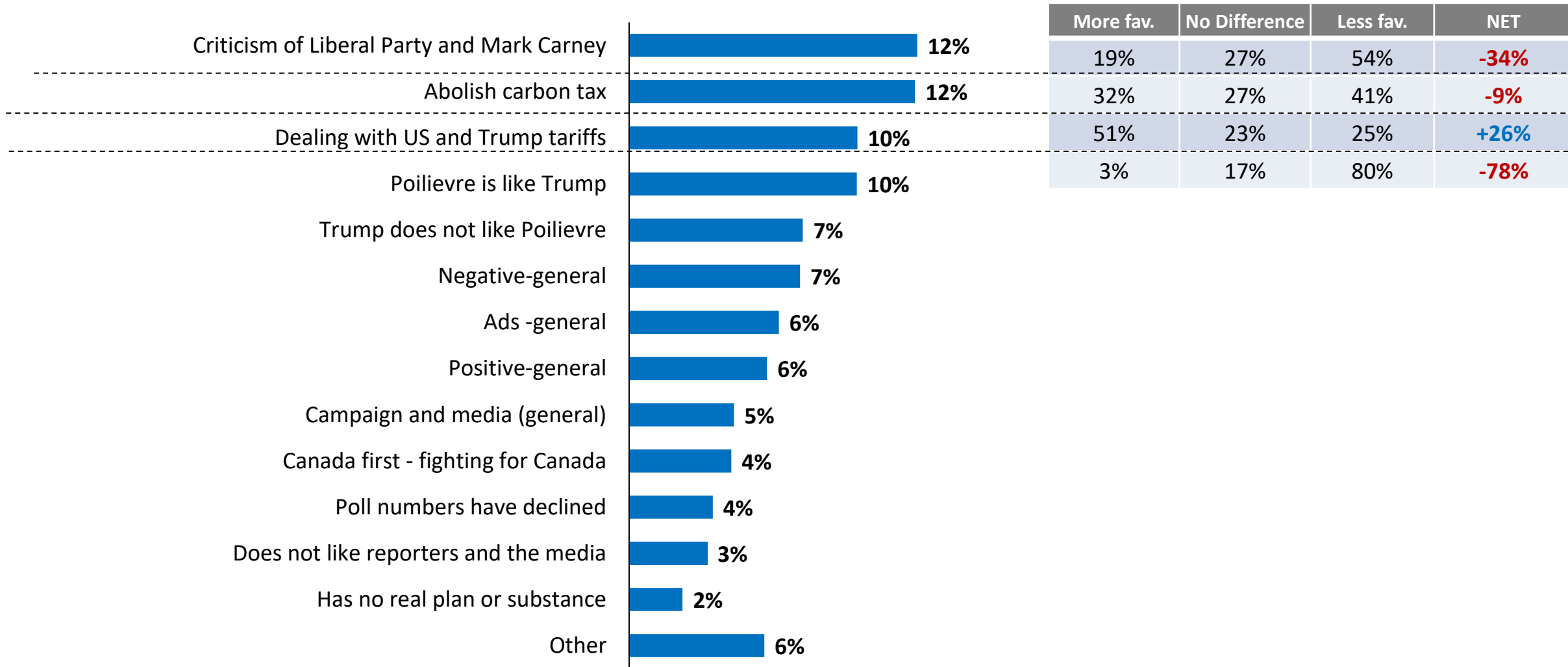
Impact of RSH for PCs:
Top mention is Poilievre's criticisms of LPC; comparisons to Trump have the most negative impact at -78% NET

Q Have you read, seen or heard anything about Pierre Poilievre and the Conservative Party in the last few days? [OPEN END]
[asked only of those who RSH about Pierre Poilievre and the PCs; n=447]

Impact by RSH

			More fav.	No Difference	Less fav.	NET
Criticism of Liberal Party and Mark Carney		12%	19%	27%	54%	-34%
Abolish carbon tax		12%	32%	27%	41%	-9%
Dealing with US and Trump tariffs		10%	51%	23%	25%	+26%
Poilievre is like Trump		10%	3%	17%	80%	-78%
Trump does not like Poilievre		7%				
Negative-general		7%				
Ads -general		6%				
Positive-general		6%				
Campaign and media (general)		5%				
Canada first - fighting for Canada		4%				
Poll numbers have declined		4%				
Does not like reporters and the media		3%				
Has no real plan or substance		2%				
Other		6%				

Note: Those with 1% and less are not shown.

RSH PCs:
Top mention are LPC/MC criticism, carbon tax abolishment, and general negative comments

Q Have you read, seen or heard anything about Pierre Poilievre and the Conservative Party in the last few days? [OPEN END]
[asked only of those who RSH about Pierre Poilievre and the PCs; n=447]

Criticism of Liberal Party and Mark Carney:
- *"His smear campaigns against the new PM. Pierre has a nefarious background himself, he agrees with Trump on a lot of issues, no trust for this man at all."*
- *"I watched a video of him explaining that Mark Carney isn't actually axing the carbon tax he is just hiding it and that it could be brought back at any time."*
- *"Just his usual blaming of everything on the Liberals."*

Abolish carbon tax:
- *"Mostly him ranting about the carbon tax."*
- *"Recently did a presentation vowing to eliminate all carbon related taxes from the consumer and industry."*
- *"Speaking about carbon tax, and what his party would put forward if elected compared to what current liberal have completed."*

Negative - general:
- *"He's dreadful as he has always been. He's continuing his rhetoric about how he is the best for the country."*
- *"Regarding this party, I've read that it's time to change these customs and beliefs. The world has evolved and changed, and this party no longer fits with current beliefs and thinking."*
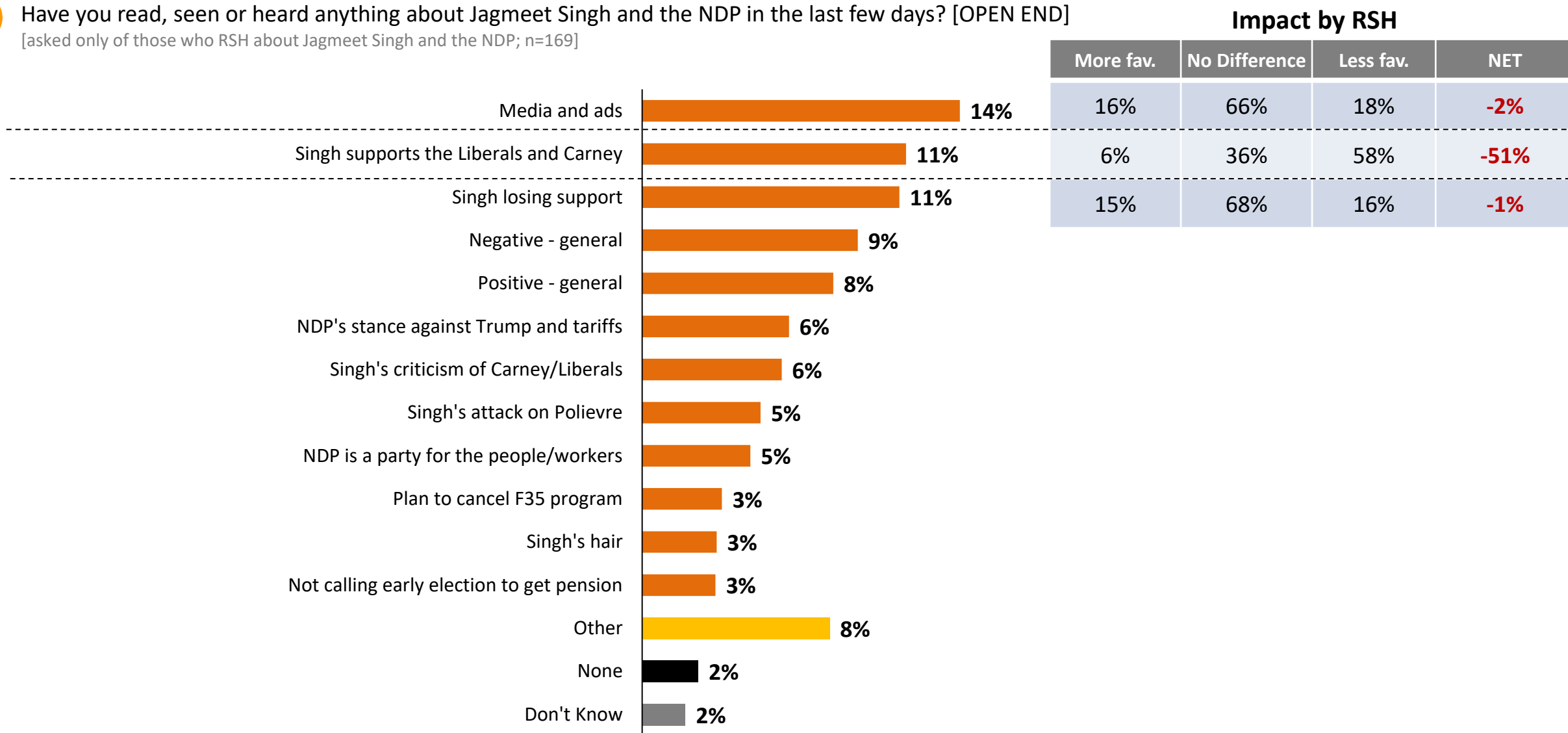- *"I do not like the fact that he always acts like an attack dog."*

Impact of RSH for New Democrats:
Top mention for Singh are media and ads; support for Liberals and Carney has the most negative effect

Q Have you read, seen or heard anything about Jagmeet Singh and the NDP in the last few days? [OPEN END]
[asked only of those who RSH about Jagmeet Singh and the NDP; n=169]

Impact by RSH

	More fav.	No Difference	Less fav.	NET
Media and ads — 14%	16%	66%	18%	**-2%**
Singh supports the Liberals and Carney — 11%	6%	36%	58%	**-51%**
Singh losing support — 11%	15%	68%	16%	**-1%**

- Negative - general — 9%
- Positive - general — 8%
- NDP's stance against Trump and tariffs — 6%
- Singh's criticism of Carney/Liberals — 6%
- Singh's attack on Polievre — 5%
- NDP is a party for the people/workers — 5%
- Plan to cancel F35 program — 3%
- Singh's hair — 3%
- Not calling early election to get pension — 3%
- Other — 8%
- None — 2%
- Don't Know — 2%

Note: Impact only shown for top 3 mentions due to small n-size.

RSH New Democrats:

Top mention for Singh are media/ads, his support for the Liberals/Carney, and the loss of support from his base

Q Have you read, seen or heard anything about Jagmeet Singh and the NDP in the last few days? [OPEN END]
[asked only of those who RSH about Jagmeet Singh and the NDP; n=169]

Media and ads:
- *"I have heard that Jagmeet Singh is holding a media event about the election."*
- *"I've just seen ads on TV about him."*
- *"Same old ads about Singh that the Conservatives have been showing for months now."*

Singh supports the Liberals and Carney:
- *"He has said Canadians need to stand together. He congratulates Mark Carney on his election."*
- *"As usual he will prop up the Liberals. They don't call him sellout Singh for nothing. He has helped the Liberals destroy Canada."*
- *"How he may back the liberal government in parliament instead of forcing an election."*

Singh losing support:
- *"Support for the party is tanking. In my opinion, he is grasping for something to reignite support for his party. Not going to work, I'm afraid."*
- *"That NDP support in the polls has dropped considerably with some supporters moving to the Liberals to prevent a Conservative party majority."*
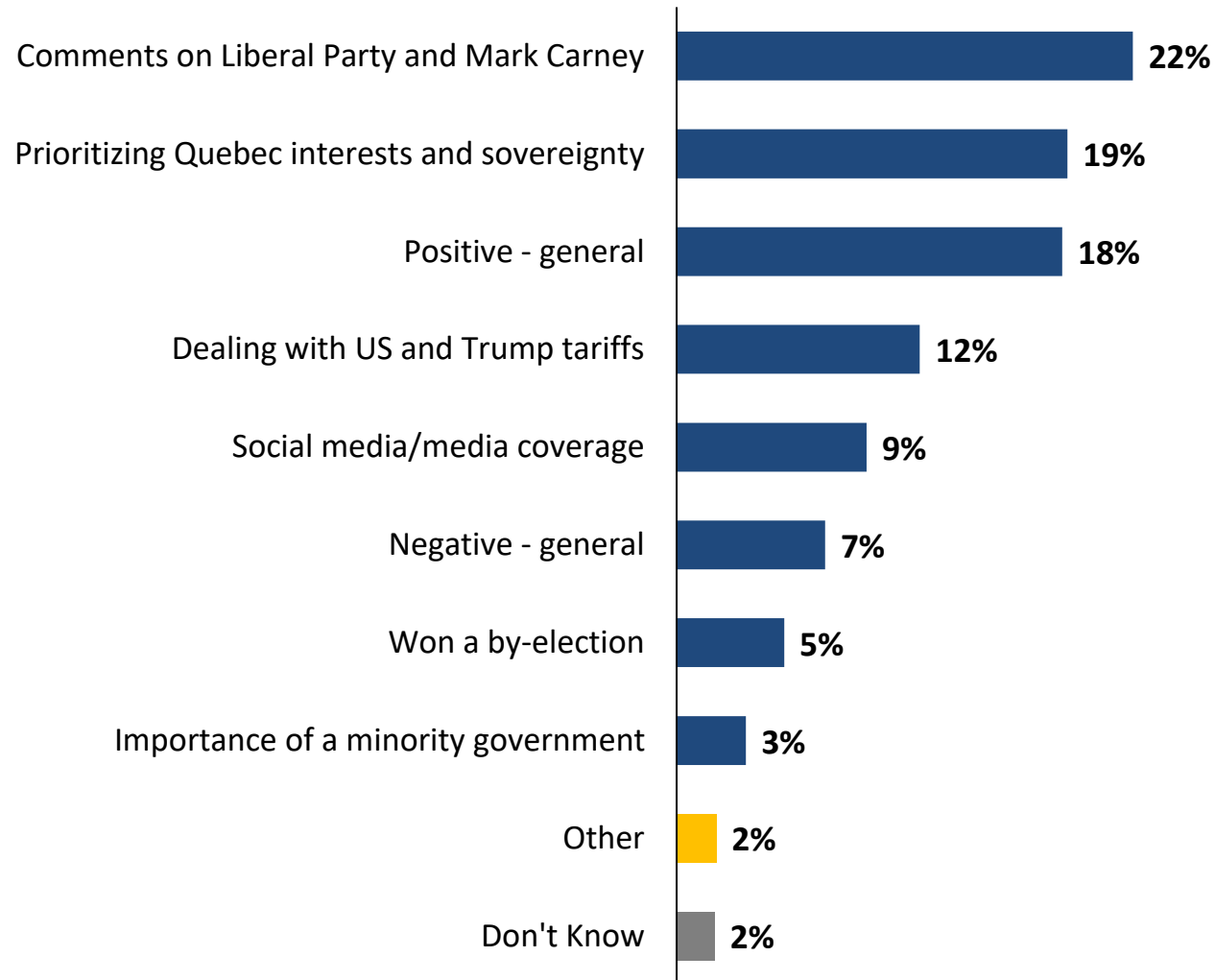- *"Their support is sliding away."*

RSH Bloc Québécois:

Top mentions are on LPC/Mark Carney comments, prioritization of interests, and general positive comments

Q And what have you read, seen or heard about Yves-François Blanchet and the Bloc Québécois in the last few days? [OPEN END]
[asked only of those who RSH about Yves-François Blanchet and the Bloc Québécois; n=34]

Category	%
Comments on Liberal Party and Mark Carney	22%
Prioritizing Quebec interests and sovereignty	19%
Positive - general	18%
Dealing with US and Trump tariffs	12%
Social media/media coverage	9%
Negative - general	7%
Won a by-election	5%
Importance of a minority government	3%
Other	2%
Don't Know	2%

Note: Those with 1% and less are not shown. Impact by RSH not shown due to small n-size.

RSH Bloc Québécois:

Blanchet's key mentions are his comments on the LPC/MC, sovereignty prioritization, and positive comments

Q And what have you read, seen or heard about Yves-François Blanchet and the Bloc Québécois in the last few days? [OPEN END]
[asked only of those who RSH about Yves-François Blanchet and the Bloc Québécois; n=34]

Comments on Liberal Party and Mark Carney:
- *"Ces critiques en l'endroit du parti libéral."*

- *"Il commentait la course à la chefferie du parti Libéral."*

- *"Je suis un peu déçu de ces attaques envers le chef libéral. Mais outre ca, je l'aime bien mais je voterai pour les libéraux pour empêcher que Poilievre devienne premier ministre."*

Prioritizing Quebec interests and sovereignty:
- *"Le seul à défendre les intérêts du Quebec."*

- *"Comme d'habitude, que le bloc est l'à pour défendre les intérêts des Québécois."*

- *"ils sont entrain de défendre l'autonomie du Québec ou un truque du genre."*

Positive - general:
- *"Qu'il a de bonne idée."*

- *"c'était positif."*

- *"Tout va bien."*

Survey Methodology

These are the results of an online survey conducted between March 19th and March 21st, 2025.

Method: This online survey was conducted and sponsored by Innovative Research Group Inc. using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=1,548 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: March 19th and March 21st, 2025.

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

Margin of Error: This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates 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	156	10%	133	13%
Men 35-54	237	15%	158	16%
Men 55+	350	23%	196	20%
Women 18-34	179	12%	128	13%
Women 35-54	261	17%	164	17%
Women 55+	359	23%	216	22%
British Columbia	228	15%	141	14%
Alberta	213	14%	112	11%
Prairies	132	9%	64	6%
Ontario	554	36%	386	39%
Québec	262	17%	230	23%
Atlantic	159	10%	67	7%

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