



# Canada This Month Shifting Coalitions

Public Opinion Research  
Release Date: March 27<sup>th</sup>, 2025  
Field Dates: Mar 19<sup>th</sup>, 2025 to Mar 21<sup>st</sup>, 2025

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# Study Overview



Building from the findings of the report published on Friday, March 21<sup>st</sup>, 2025 (<https://innovativeresearch.ca/liberals-take-lead-on-election-eve/>), this report, through the lens of Value and Party ID segments furthers understanding of:

- Preference for the Best PM
- And decided voter pool

# Summary

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**1**

Carney now has a 9-point lead over Poilievre in perception as the best Prime Minister. He holds critical leads in the segments Poilievre needs to win: Deferential Conservatives (Carney at 37%, Poilievre at 28%) and Business Liberals (Carney at 37%, Poilievre at 29%).

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**2**

Populist Conservatives remain the essential Conservative base, with 58% choosing Poilievre as the best PM.

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**3**

Liberal gains in Decided Vote are driven by a 10-point gain in Deferential Conservatives since February, a 6-point gain in Business Liberals, and a 6-point gain in Left Liberals.

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**4**

In all other value segments except Populist Conservatives and Pay-as-you-go-Moderates, Liberal decided vote outpaces or is on par with the Conservatives.

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**Leadership**

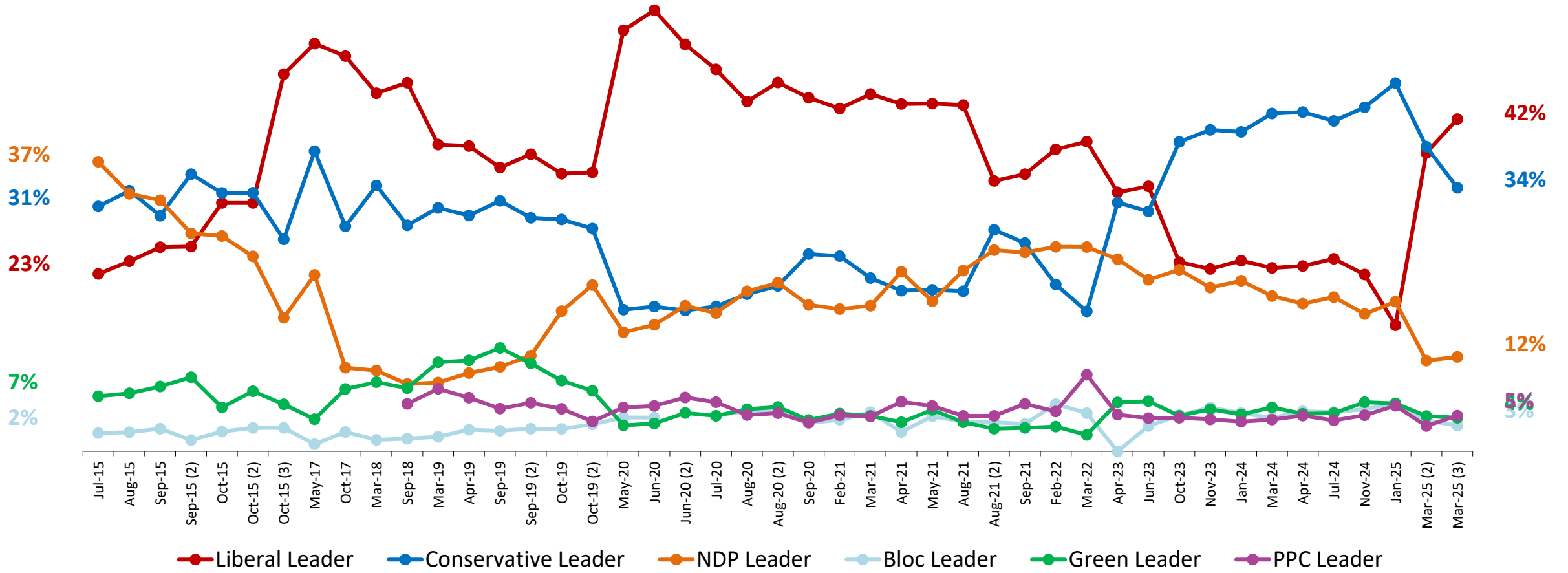


# Best Prime Minister Tracking (Decided): Support for Conservative leaders continues to decline down to 34%; support for Liberal leader has now taken the lead at 42%



Which of the following party leaders would make the best Prime Minister of Canada?

[asked of all respondents; March '25 W3 n=1000]

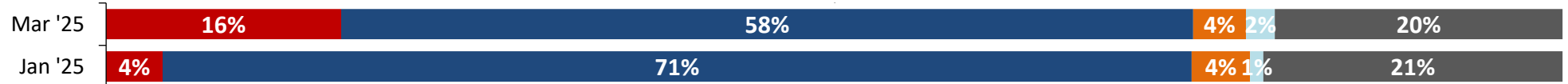
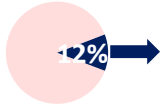


# Best PM by Value Clusters:

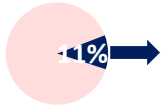
## Pay-as-you-go-Moderates split support between Carney and Poilievre

**Q** Which of the following party leaders would make the best Prime Minister of Canada?  
 [asked of all respondents; Mar '25 W2 W3 n=2,000; Jan '25 W1 W2 n=1,500]

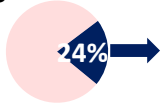
### Populist Conservatives



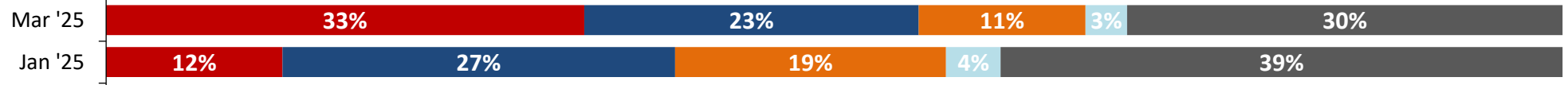
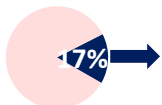
### Deferential Conservatives



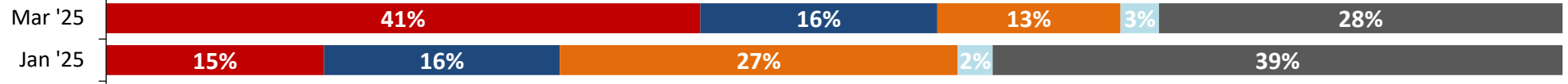
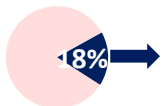
### Business Liberals



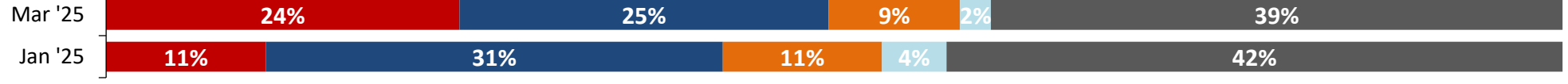
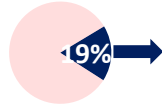
### Left Liberals



### Core Left



### Pay-as-you-go-Moderates



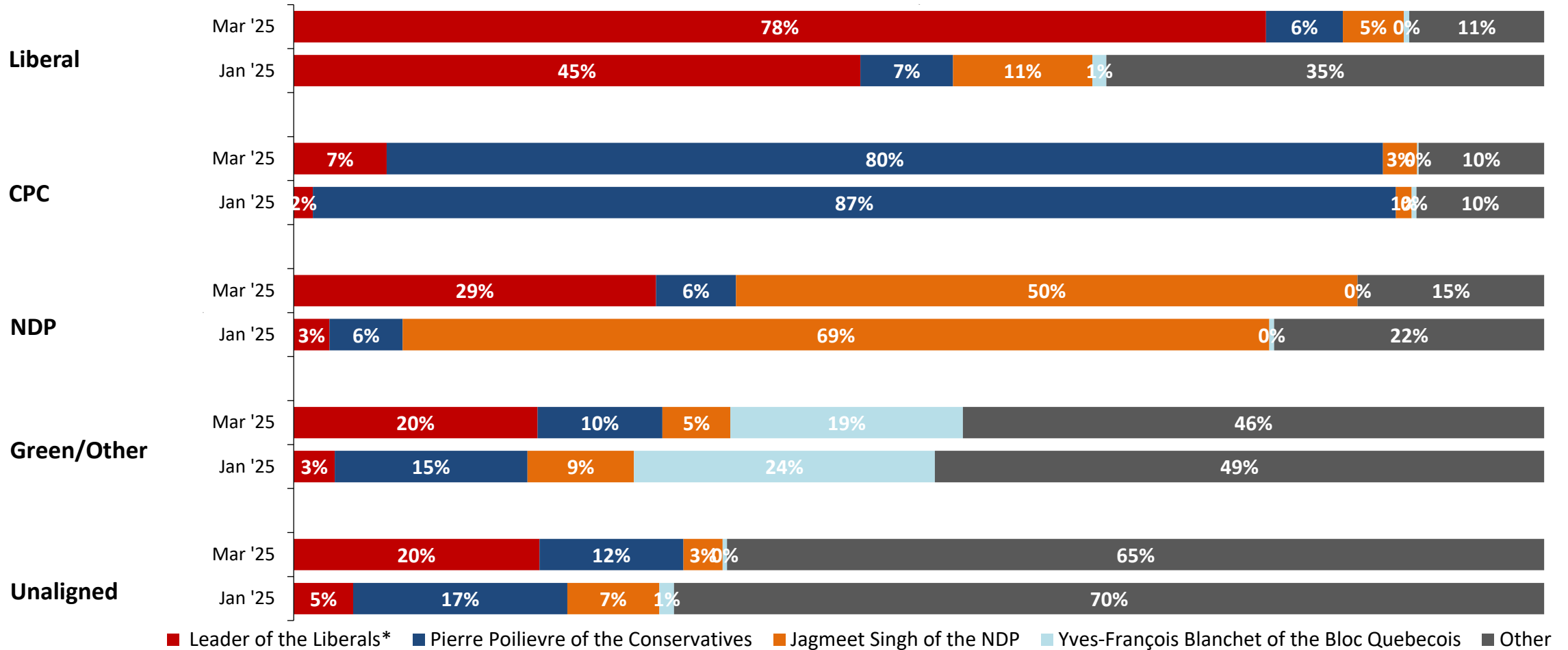
■ Leader of the Liberals\* ■ Pierre Poilievre of the Conservatives ■ Jagmeet Singh of the NDP ■ Yves-François Blanchet of the Bloc Quebecois ■ Other

Leader of the Liberals\*: Mark Carney for March data AND Justin Trudeau for January data

# Best PM by Party ID:

Support for its own leader decreases across all parties except for Carney; support for him jumps for all parties

Q Which of the following party leaders would make the best Prime Minister of Canada?  
[asked of all respondents; Mar '25 W2 W3 n=2,000; Jan '25 W1 W2 n=1,500]



Leader of the Liberals\*: Mark Carney for March data AND Justin Trudeau for January data

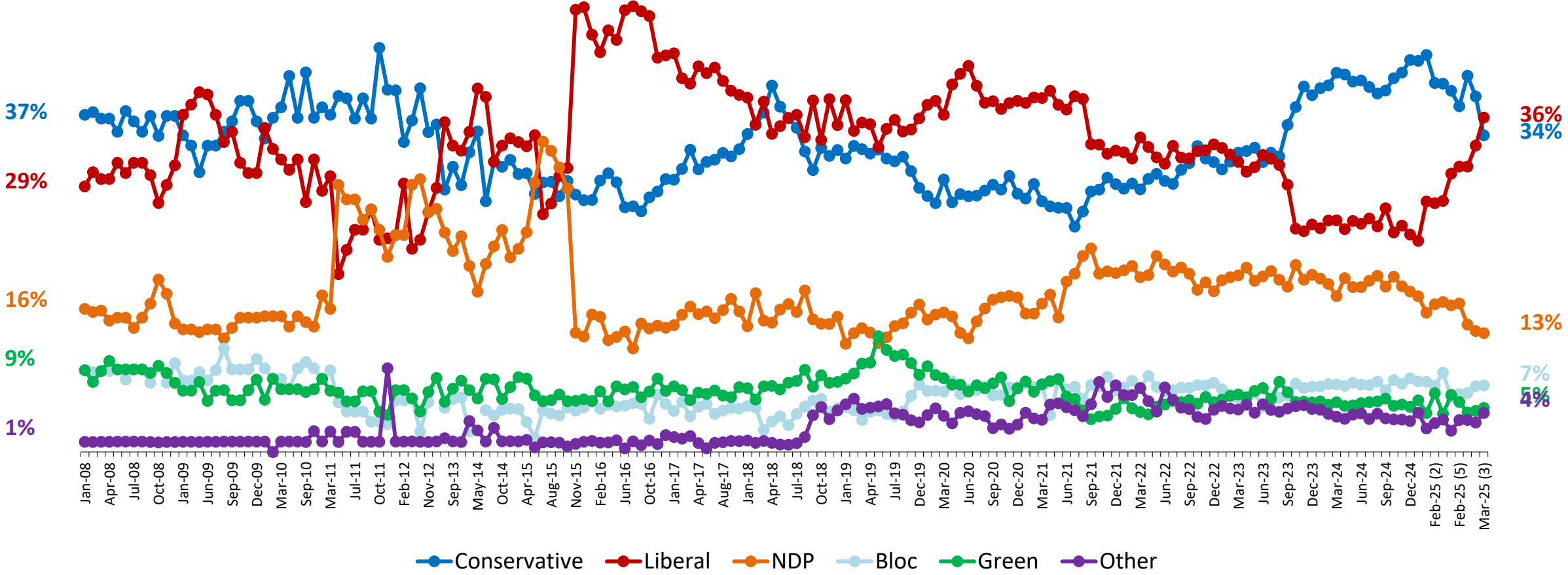


# Federal Vote

# Federal Decided Vote Tracking:

Conservatives continue to decline down to 34%; Liberals have now taken the lead in the decided vote at 36%

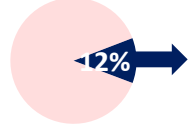
**Q** If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**  
 [only asked of decided voters; Mar '25 W3 n=888]



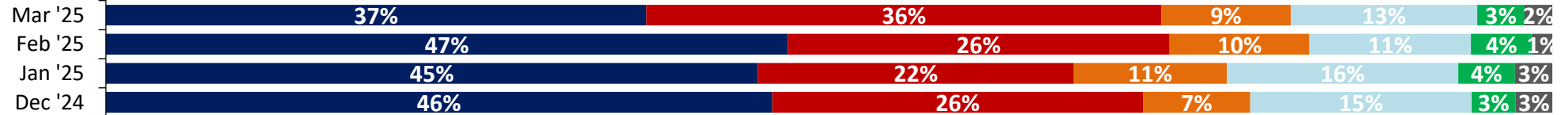
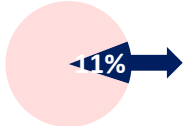
# Decided Vote by Value Clusters:

Conservatives make up 38% of Pay-as-you-go-Moderates. Liberals have made gains among all segments

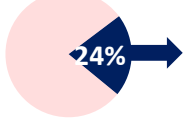
## Populist Conservatives



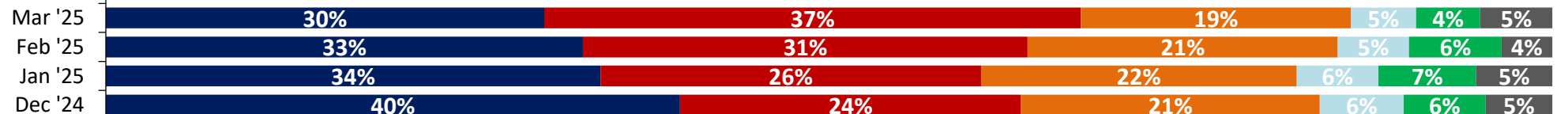
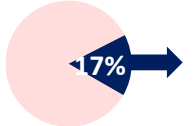
## Deferential Conservatives



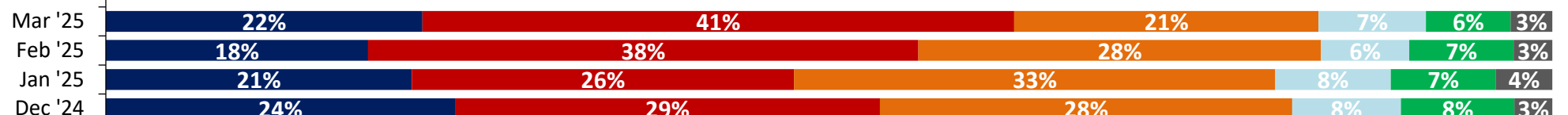
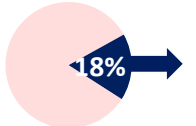
## Business Liberals



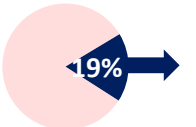
## Left Liberals



## Core Left



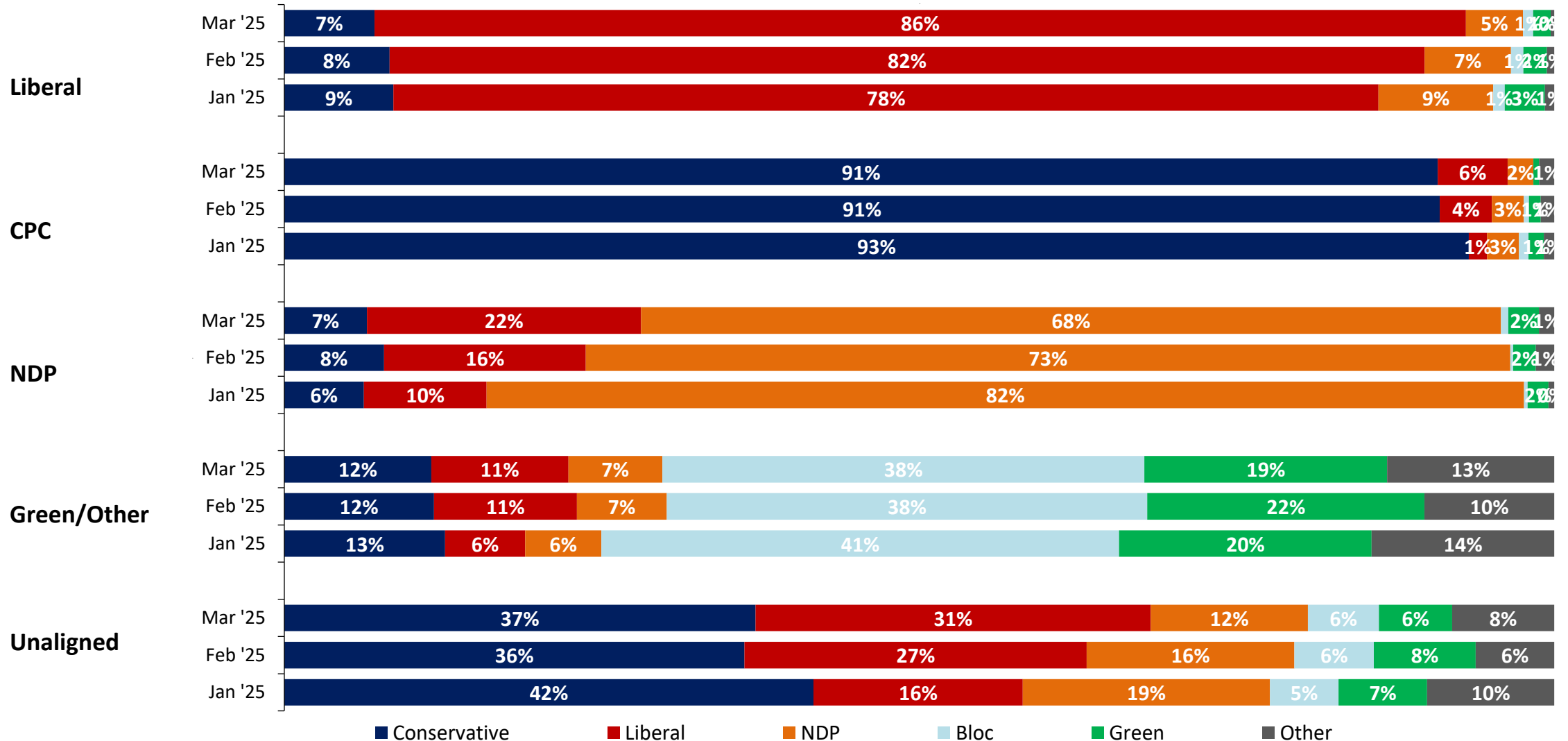
## Pay-as-you-go-Moderates



■ Conservative ■ Liberal ■ NDP ■ Bloc ■ Green ■ Other

# Decided Vote by Party ID:

Liberals and Conservatives have strong support from their base. Liberals are also gaining from NDP and Unlined



# Survey Methodology



**These are the results of an online survey conducted between March 19<sup>th</sup> and March 21<sup>st</sup>, 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 19<sup>th</sup> and March 21<sup>st</sup>, 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%
<b>Region</b>				
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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**Building Understanding.**

