

Canada This Month Canadians and Trump

Public Opinion Research
Release Date: March 5th, 2025
Field Dates: Feb 26th, 2025 to Feb 28th, 2025

Summary

- 1** Following the Federal Liberal leadership debate, the gap between Liberals and CPC continues to narrow. Conservatives lead by 6 points in combined vote, their smallest lead since September 2023.
- 2** Conservative strongholds remain in AB and BC with 40% and 47% of the combined vote, respectively. This week, the Liberals trail the CPC in all regions except Quebec, where they lead with 28%.
- 3** Poilievre and the CPC's net favourability continue to decline, now at -9%. In comparison, Carney's net favourability score is +7%, giving him a 16-point lead over Poilievre.
- 4** Over 3-in-5 (61%) Canadians are afraid of Trump's renewed presidency, while 4-in-5 are concerned about the looming threat of tariffs. Both Carney and Poilievre are nearly equal as best equipped to handle Canada-US relations. Comparatively, Poilievre is viewed as better than Freeland by 8 points.
- 5** 3-in-5 Canadians did not read, see, or hear anything about the LPC's leadership debate; of those who did, 1-in-5 (21%) watched both. About 2-in-5 say Freeland performed as expected; Carney underperformed by 7 points. Nevertheless, over 1-in-4 (24%) say Carney did the best in the debate, while 23% are uncertain.

Key Voter Segments

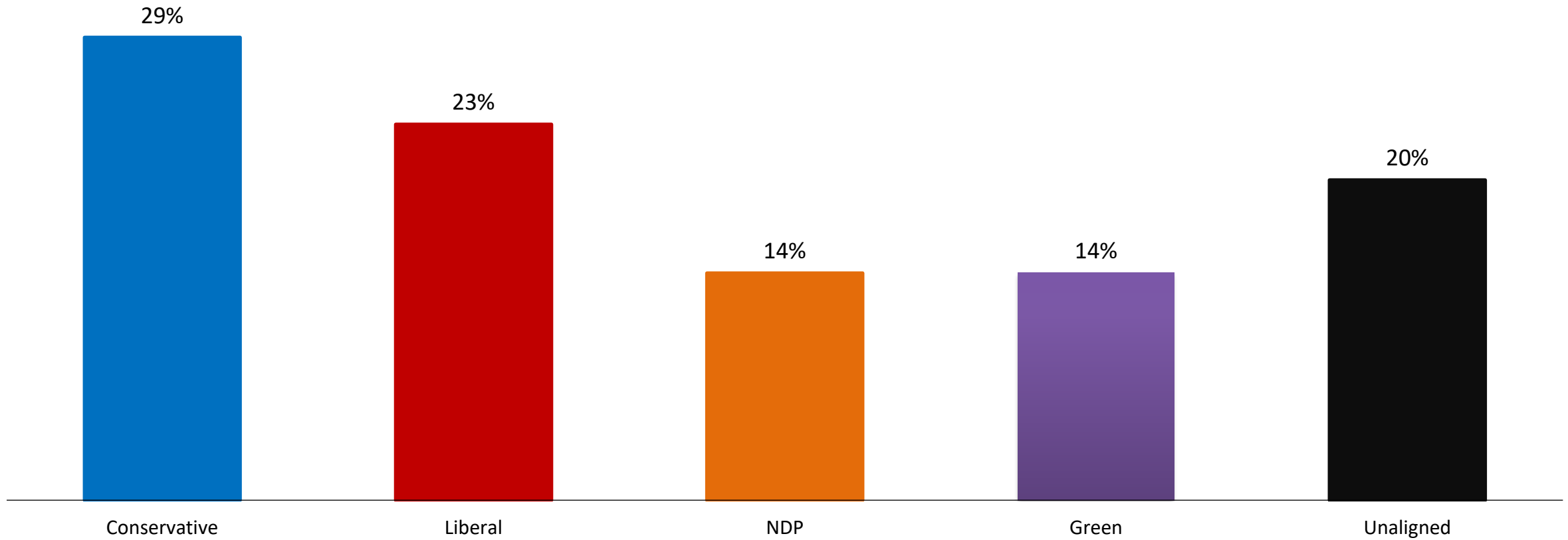
Federal Party ID:

More Canadians identify as Conservative (29%) than Liberal (23%) or NDP (14%)



Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

[asked of all respondents; n=1,000]



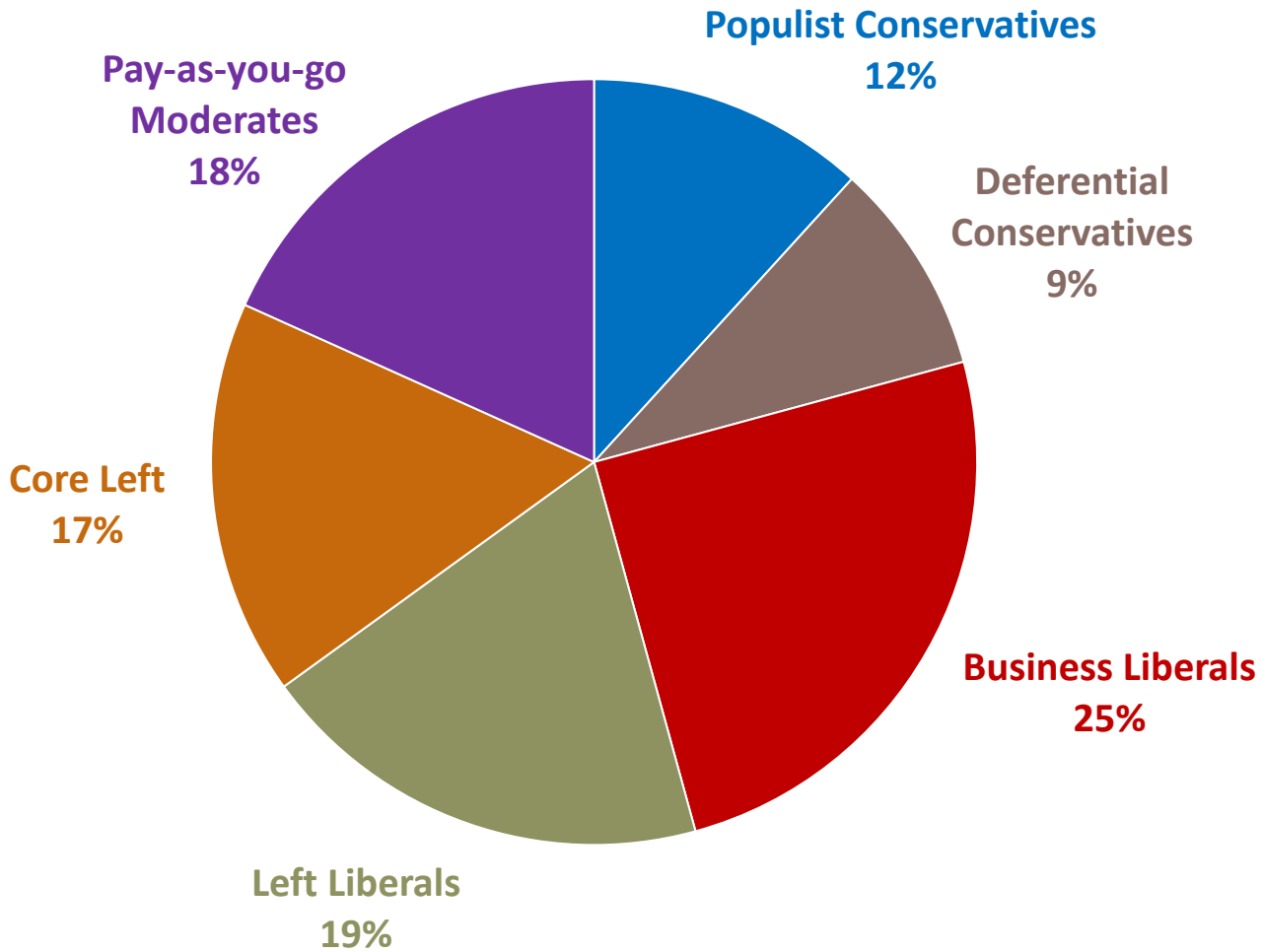
Value Clusters:

Business Liberals representation (25%) larger than both Conservative segments combined



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=1,000]



Time for Change

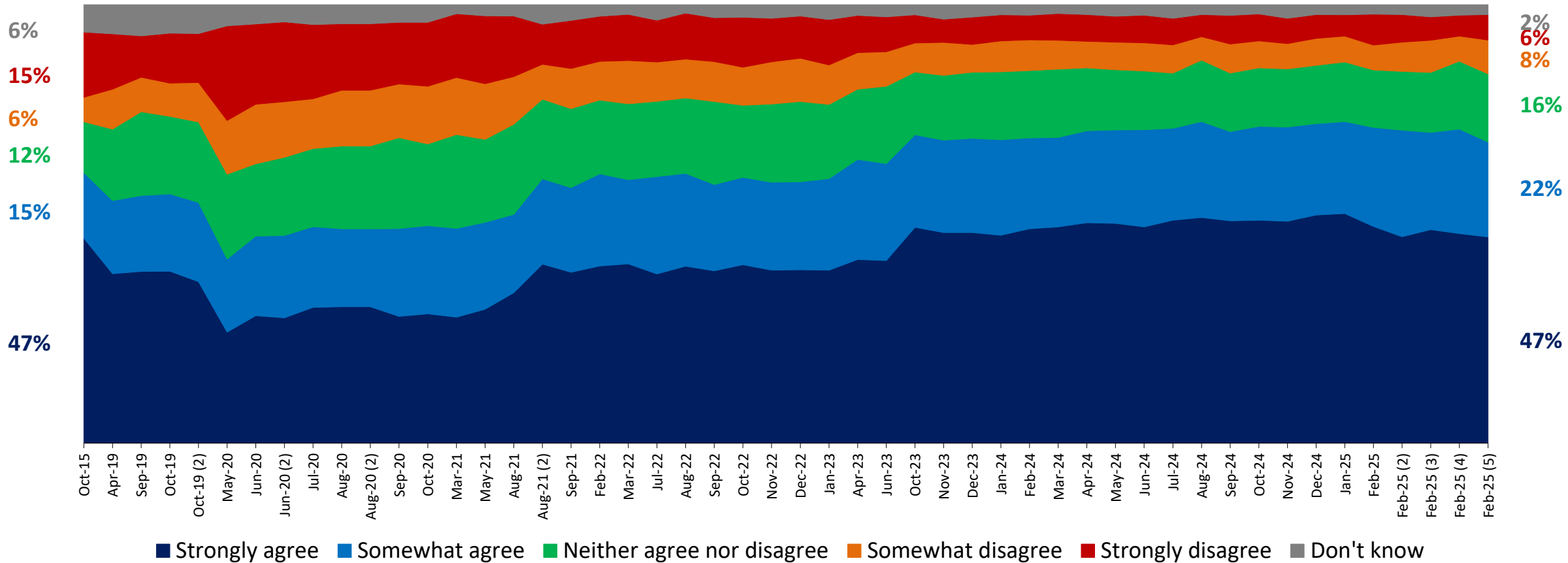
Time for Change Tracking:

'Time for a change' sentiment remains high, with 69% of Canadians in agreement



Do you agree or disagree with the following statements? It is time for a change in government here in Canada

[asked of all respondents; n=1,000]

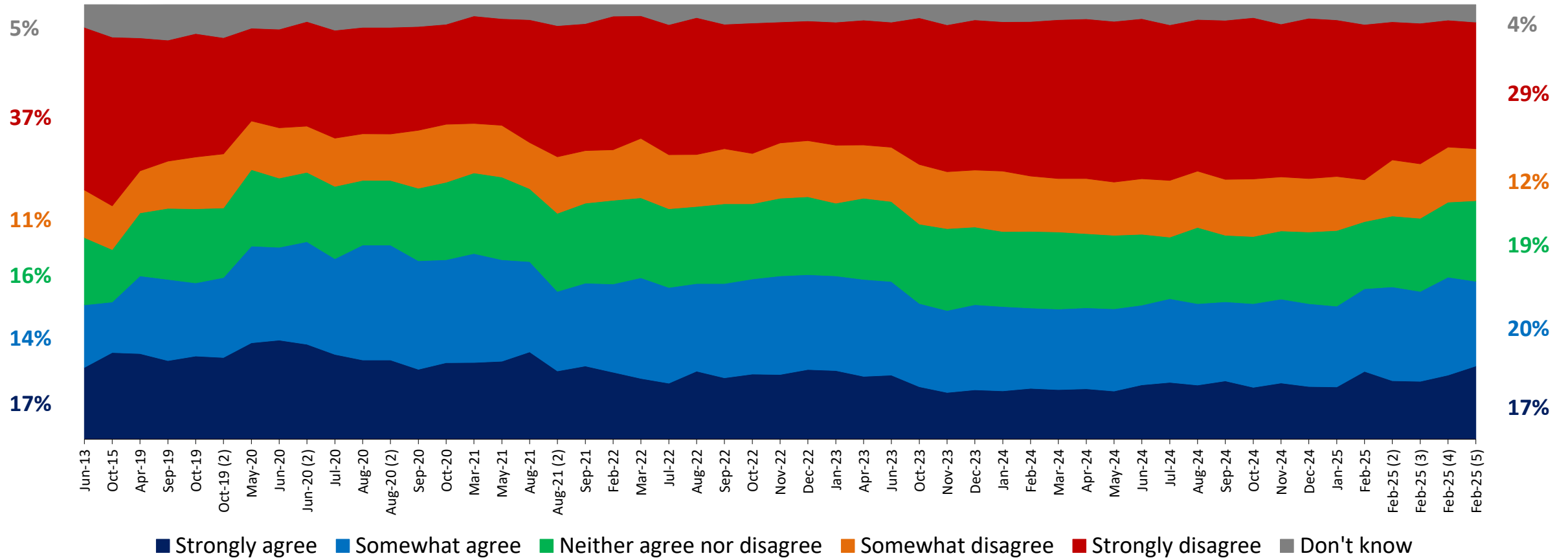


Liberals Best Party Tracking:

36% agree and 41% disagree that, despite their problems, the Liberals are the best party to form government



Do you agree or disagree with the following statements? - The Liberals may have their problems but they are still the best party to form government
[asked of all respondents; n=1,000]



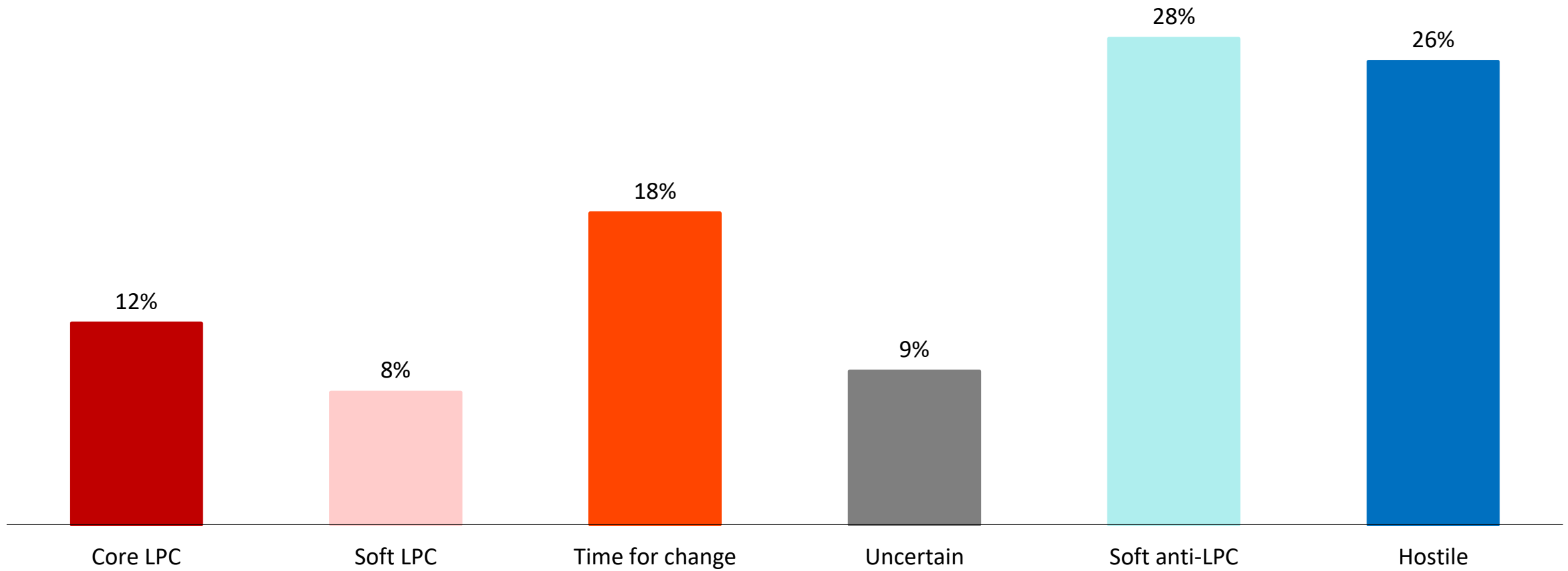
Time for Change Segmentation:

At 28%, soft anti-LPC Liberals are the key voter segment



Time for Change segmentation: Agree with 'The Liberals may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Canada'.

[asked of all respondents; n=1,000]



Federal Vote

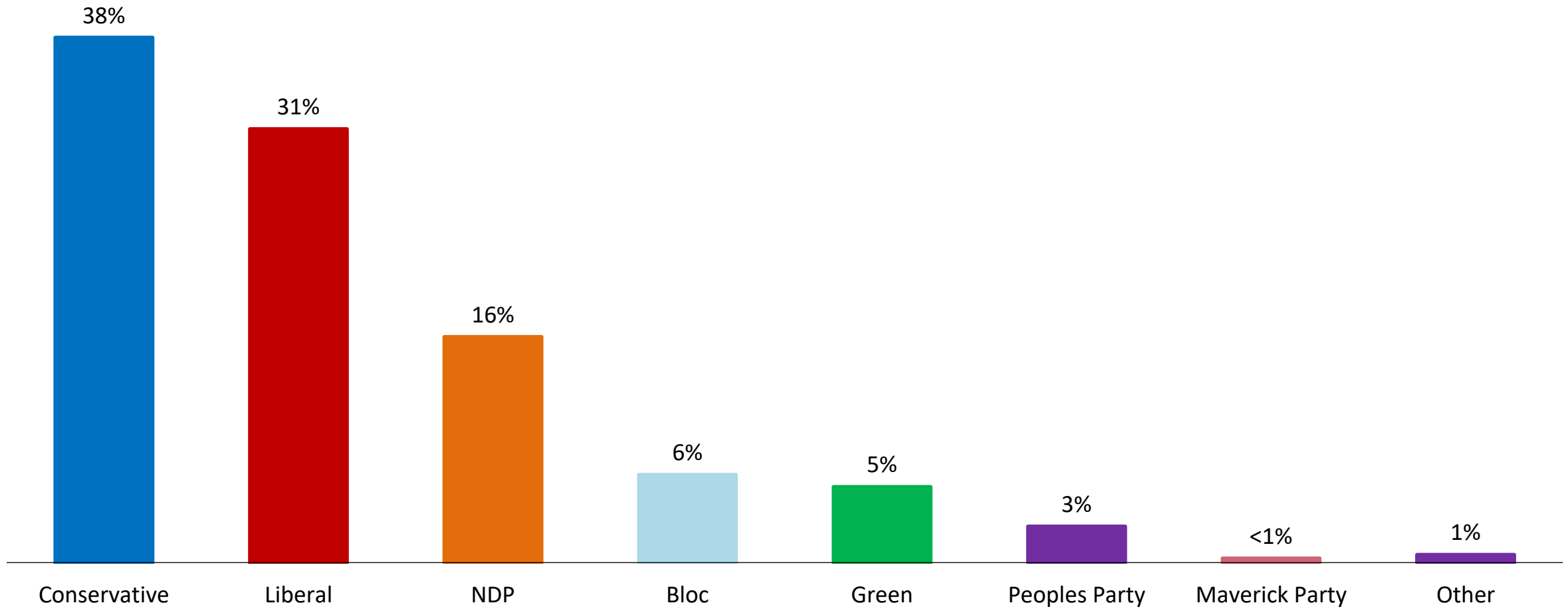
Federal Decided Vote:

Conservatives hold a 7-point lead above the Liberals among decided voters



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [DECIDED]

[decided voters only; n=894]



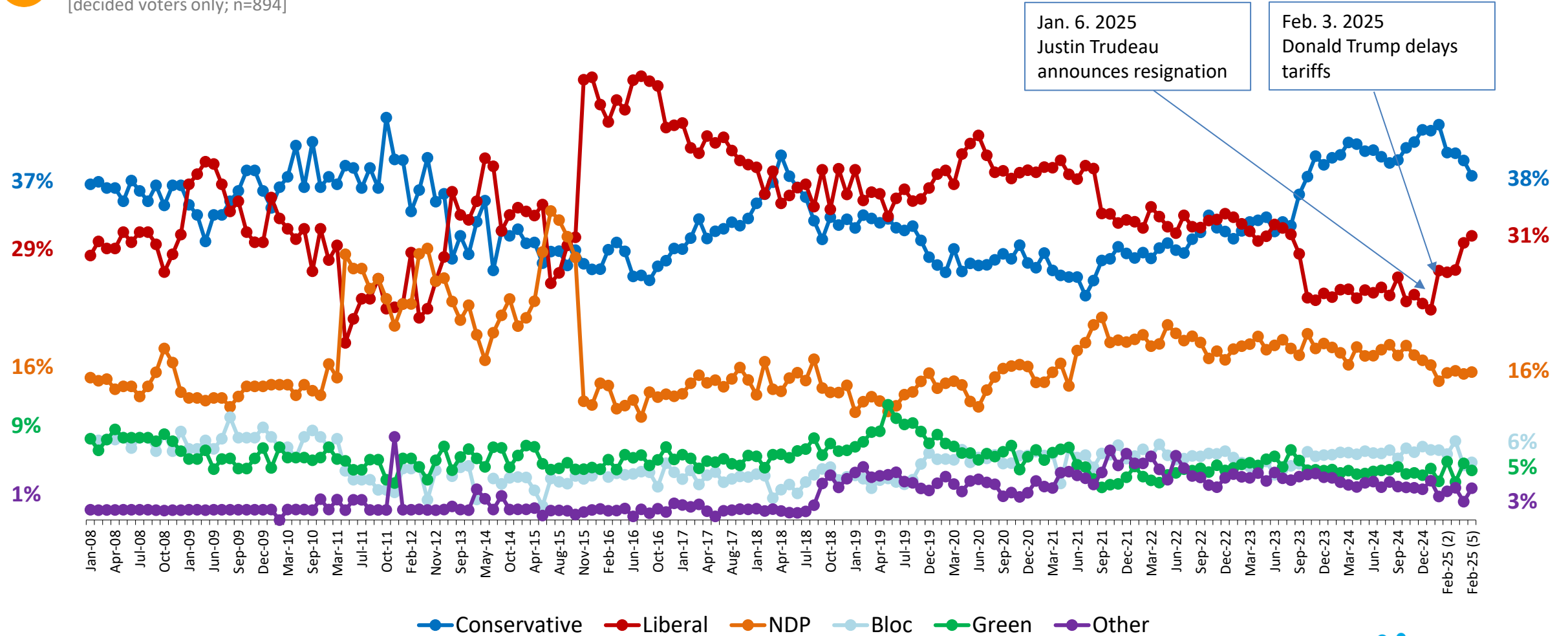
Federal Decided Vote Tracking:

Conservative support continues to trend downwards, while Liberal support rises and narrows gap to 7 points



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**

[decided voters only; n=894]



Jan. 6, 2025
Justin Trudeau
announces resignation

Feb. 3, 2025
Donald Trump delays
tariffs



Decided Vote BY Region:

Conservative strongholds remain in AB, while Prairies show the highest Liberal support; Liberals improve in QC and have a marginal edge over the Bloc

Decided vote by Region

		REGION					
		BC	AB	Prairies	ON	QC	Atlantic
		(n=129)	(n=104)	(n=55)	(n=348)	(n=202)	(n=56)
Decided Vote	Conservative	43%	50%	40%	42%	19%	41%
	Liberal	27%	21%	38%	34%	31%	35%
	NDP	21%	19%	18%	16%	12%	14%
	Bloc	0%	0%	0%	0%	28%	0%
	Green	6%	4%	3%	6%	5%	7%
	Other	3%	6%	2%	3%	5%	4%

Note: Current data: February 2025

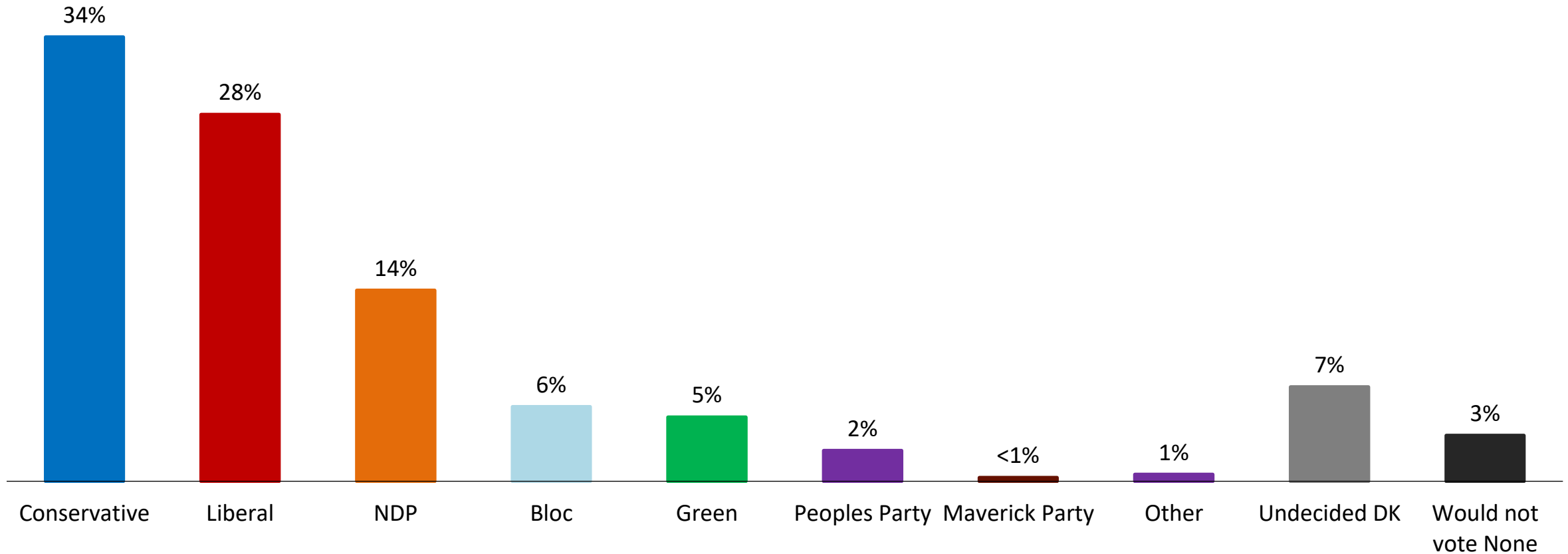
Federal Combined Vote:

About 1-in-3 (34%) Canadians lean Conservative, leading Liberals by 6 points



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=1,000]



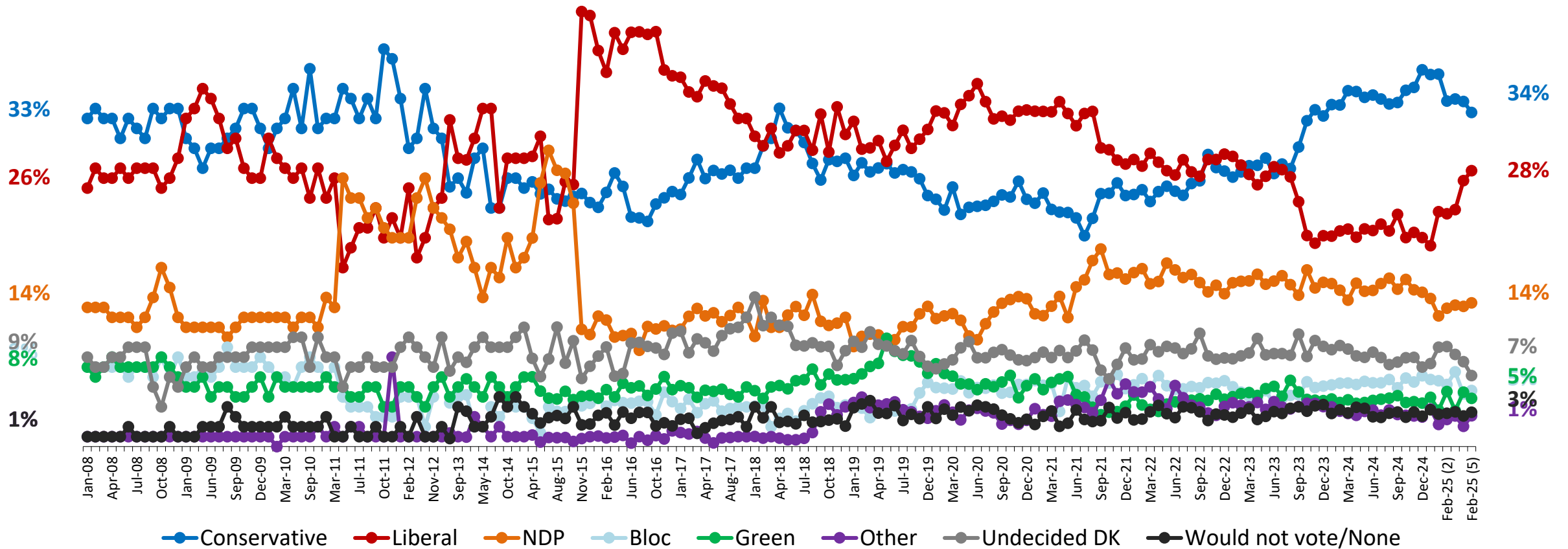
Federal Vote Tracking:

With a steady increases since January, the Liberal Party is now competitive



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=1,000]



Combined vote BY Value clusters:

Conservatives still lead but the Liberals consolidate their base

		Value Clusters					
		Populist Conservatives (n=118)	Deferential Conservatives (n=90)	Business Liberals (n=250)	Left Liberals (n=193)	Core Left (n=167)	Pay-as-you-go Moderates (n=183)
Combined Vote	Conservative	73%	37%	33%	26%	13%	34%
	Liberal	11%	31%	30%	28%	40%	23%
	NDP	4%	15%	13%	19%	22%	12%
	Bloc	5%	3%	10%	5%	6%	3%
	Green	0%	4%	2%	6%	9%	7%
	Undecided DK	1%	7%	6%	9%	3%	14%
	Would not vote/None	1%	1%	1%	6%	5%	5%

Note: Current data: February 2025. 'Other' (1-4%) not shown; includes Peoples Party and Maverick Party.

Combined vote BY Region:

Conservative strongholds remain in AB and BC; Liberals trail CPC in all regions but Quebec

		Region					
		BC	AB	Prairies	ON	QC	Atlantic
		(n=140)	(n=111)	(n=66)	(n=386)	(n=230)	(n=67)
Combined Vote	Conservative	40%	47%	33%	38%	17%	34%
	Liberal	24%	20%	32%	30%	28%	29%
	NDP	19%	18%	15%	15%	10%	11%
	Bloc	0%	0%	0%	0%	24%	0%
	Green	6%	4%	2%	5%	5%	6%
	Undecided DK	5%	3%	11%	7%	9%	8%
	Would not vote/None	3%	3%	5%	3%	4%	8%

Note: Current data: February 2025. 'Other' (1-4%) not shown; includes Peoples Party and Maverick Party.

Combined vote BY Federal Party ID:

89% of conservative identifiers back their respective party in combined vote; a higher share than Liberal (81%) and NDP (68%) partisans

		Federal Party ID				
		CPC (n=287)	Liberal (n=233)	NDP (n=141)	Green/Other (n=141)	Unaligned (n=198)
Combined Vote	Conservative	89%	7%	13%	7%	19%
	Liberal	4%	81%	18%	14%	17%
	NDP	2%	6%	68%	8%	8%
	Bloc	1%	0%	0%	34%	3%
	Green	1%	3%	0%	22%	4%
	Undecided DK	1%	2%	0%	2%	30%
	Would not vote/None	1%	0%	0%	1%	15%

Note: Current data: February 2025. 'Other' (1-4%) not shown; includes Peoples Party and Maverick Party.

Combined vote BY Time for Change Segmentation:

Liberals hold 49% of the voters conflicted on time for a change

Time for Change Segmentation

	Core LPC (n=115)	Soft LPC (n=76)	Time for change (n=178)	Uncertain (n=88)	Soft anti-LPC (n=278)	Hostile (n=265)
Conservative	4%	5%	17%	13%	32%	74%
Liberal	77%	67%	49%	19%	12%	0%
NDP	7%	10%	18%	18%	22%	7%
Bloc	5%	8%	3%	8%	9%	3%
Green	6%	1%	6%	3%	7%	4%
Undecided DK	1%	5%	4%	19%	11%	5%
Would not vote/None	0%	3%	0%	21%	4%	1%

Combined Vote

Note: Current data: February 2025. 'Other' (1-4%) not shown; includes Peoples Party and Maverick Party.



Party Brands

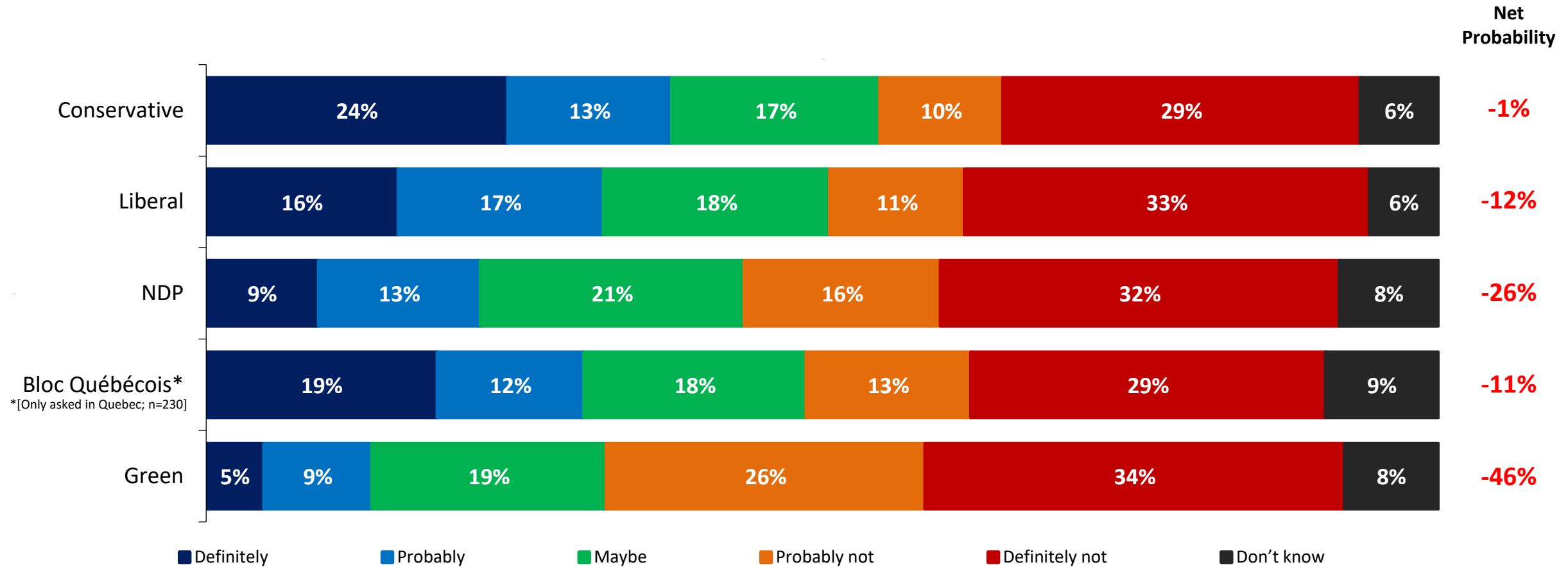
Likelihood to Vote for a Party:

38% likely to vote Conservative; 10-point net probability lead over LPC, 25-point lead over NDP



If a federal election were held today, how likely is it that you would vote for each of the following parties?

[asked of all respondents; n=1,000]



Leadership



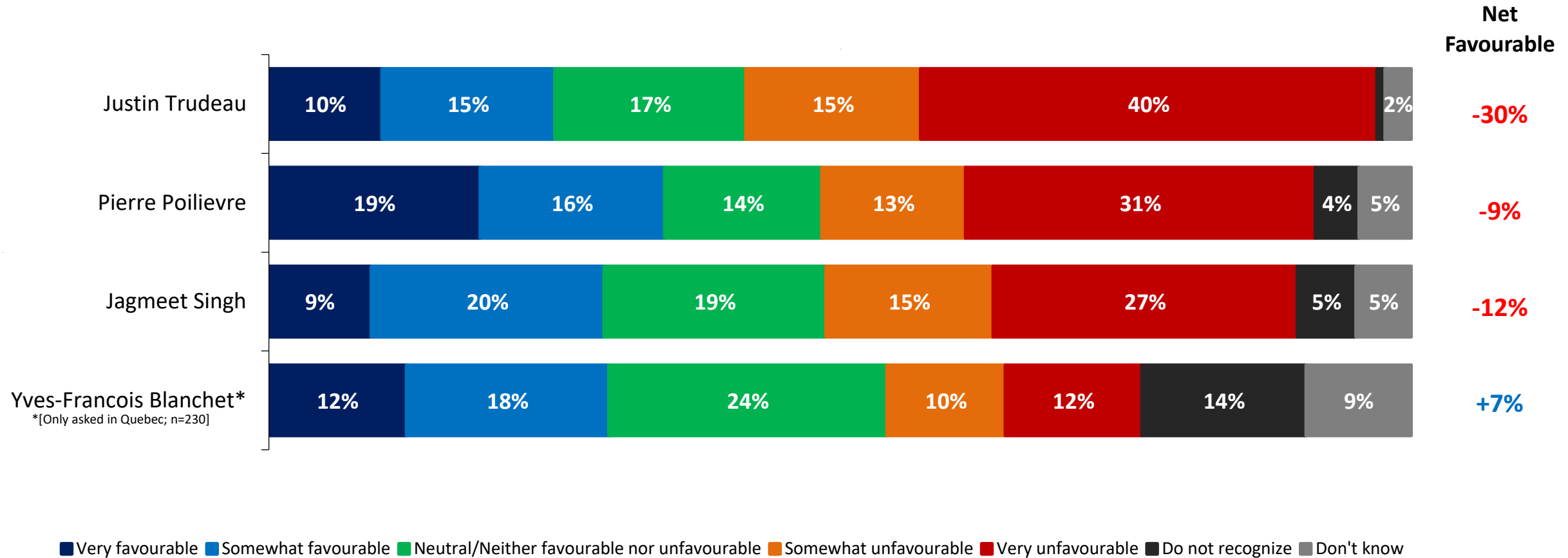
Leader Favourables:

Trudeau remains unpopular with 55% unfavourability; Poilievre follows at 43%



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents; n=1,000]



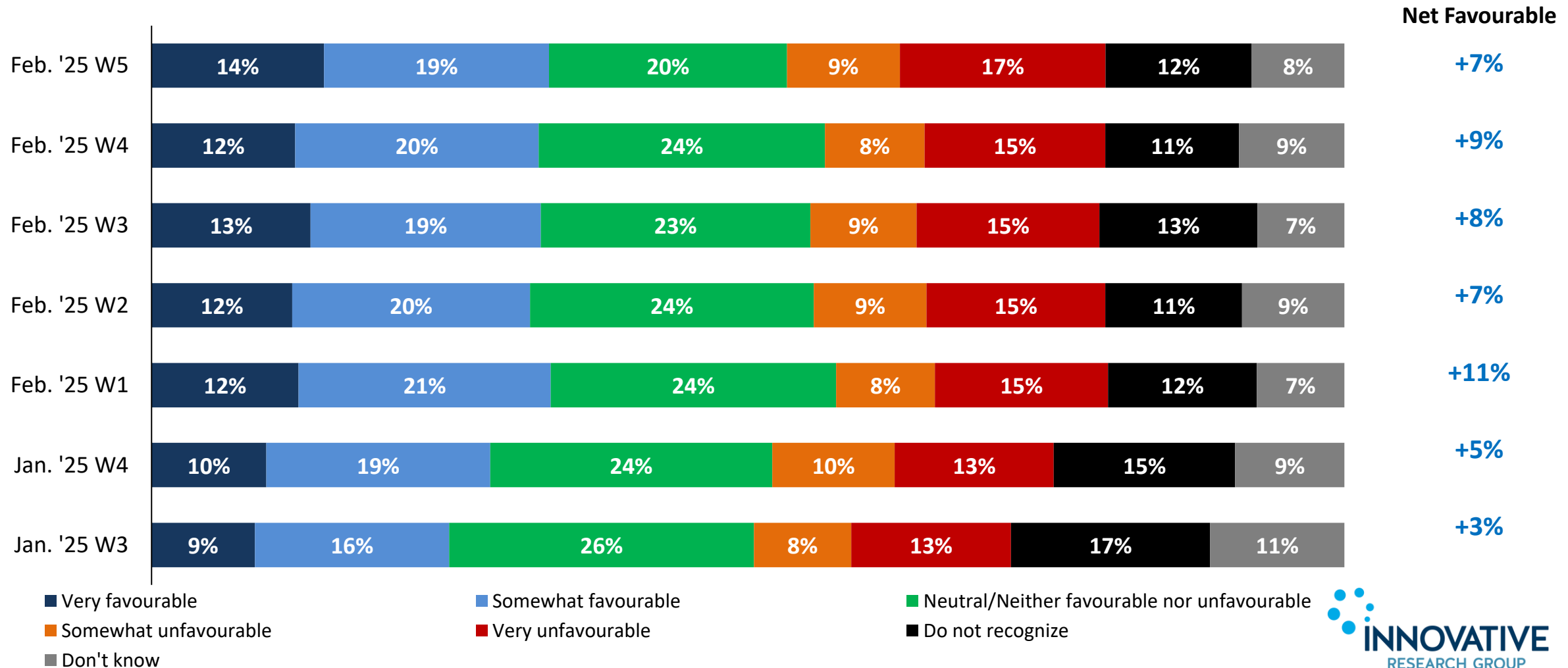
Carney Favourability:

Carney's net favourability holds steady at +7%



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that. – **Mark Carney**

[asked of all respondents; Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W1 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000]



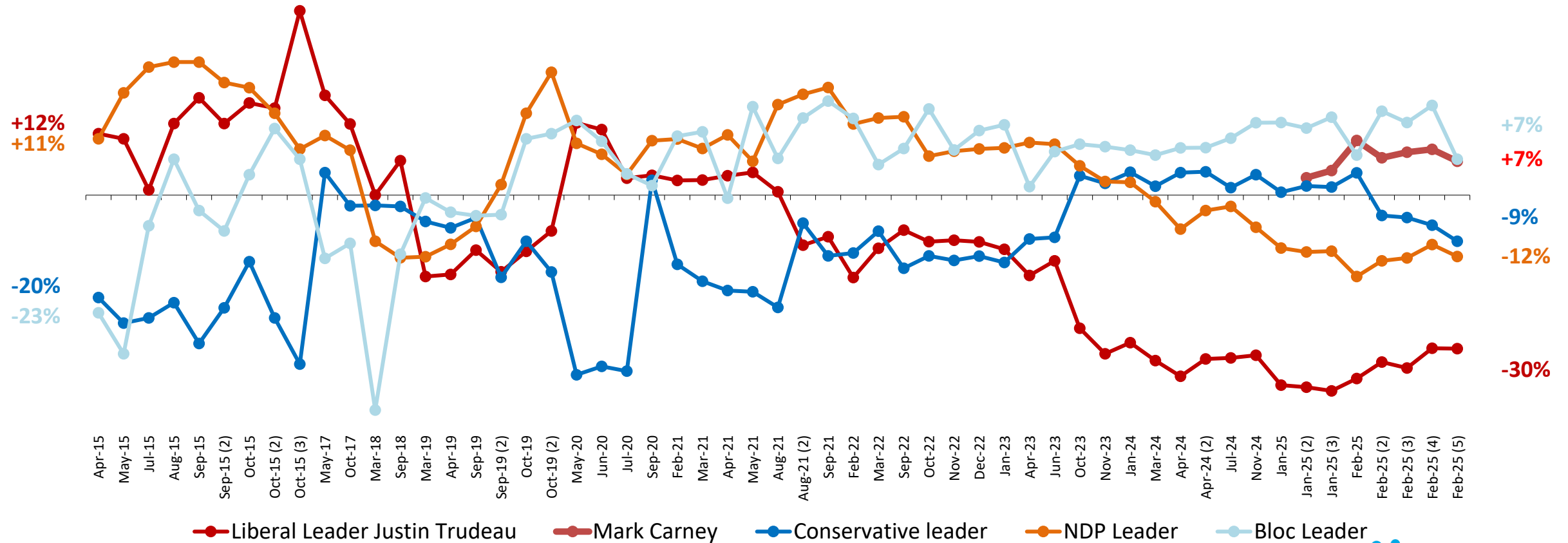
Party Leader NET Favourables Tracking:

Poillievre continues downward trend in net favourability (-9%), lowest since April 2023



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents; n=1,000]



Note: Green Leader, People's Party Leader not shown.

Current data: February 2025

Note: Results for Yves-Francois Blanchet (Bloc Leader) shown of Quebec respondents only; n=230

**Read, Seen,
Heard**

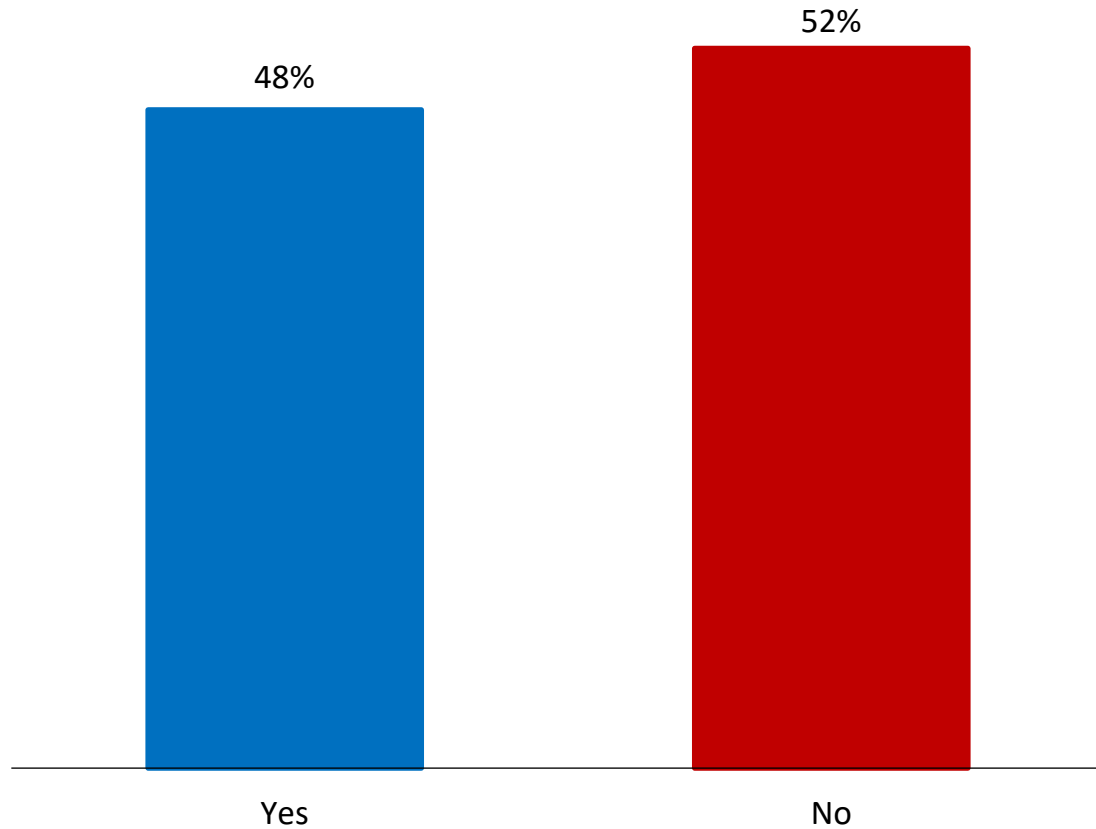


Federal Read, Seen, Heard:

Nearly half (48%) have followed recent news on PM and federal government; 39% feel more favourable

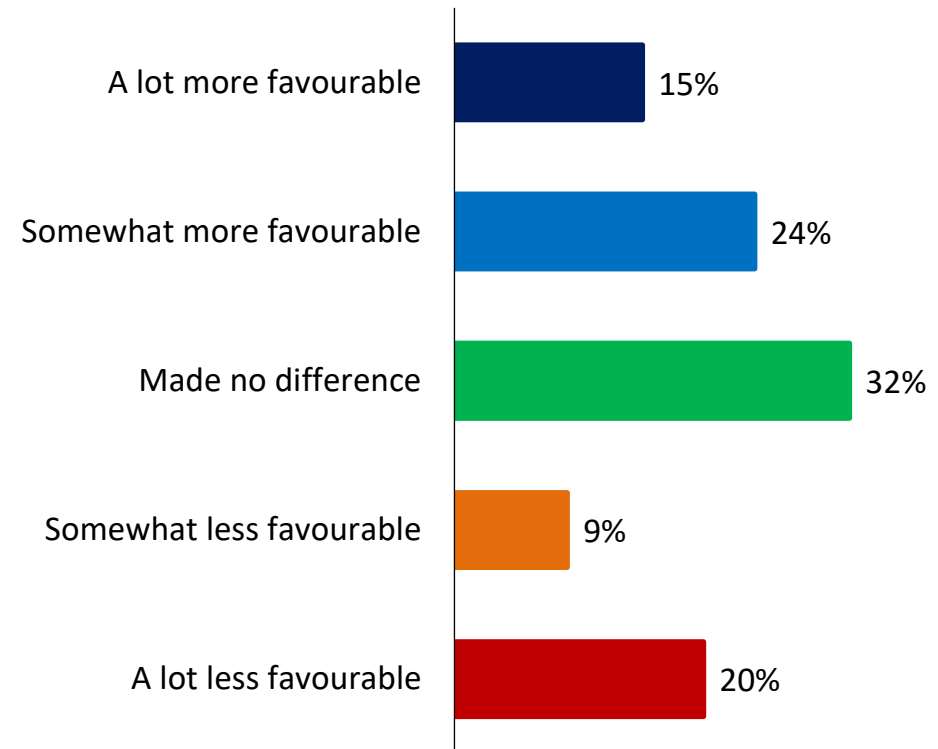
Q Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?

[Asked of all respondents; n=1,000]



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 all respondents; n=478]



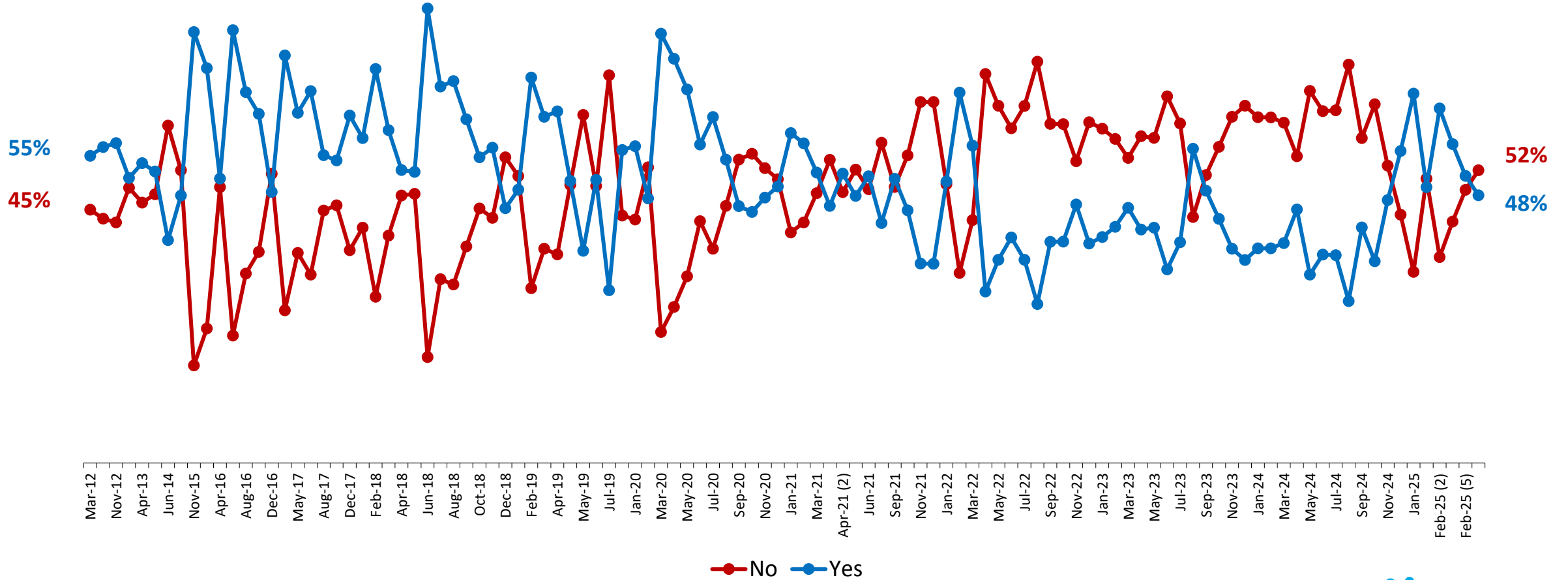
Read, Seen, Heard Tracking:

Attention to recent PM and federal government news (48%) declines steadily since January



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=1,000]



Note: Don't know not shown.

Current data: February 2025

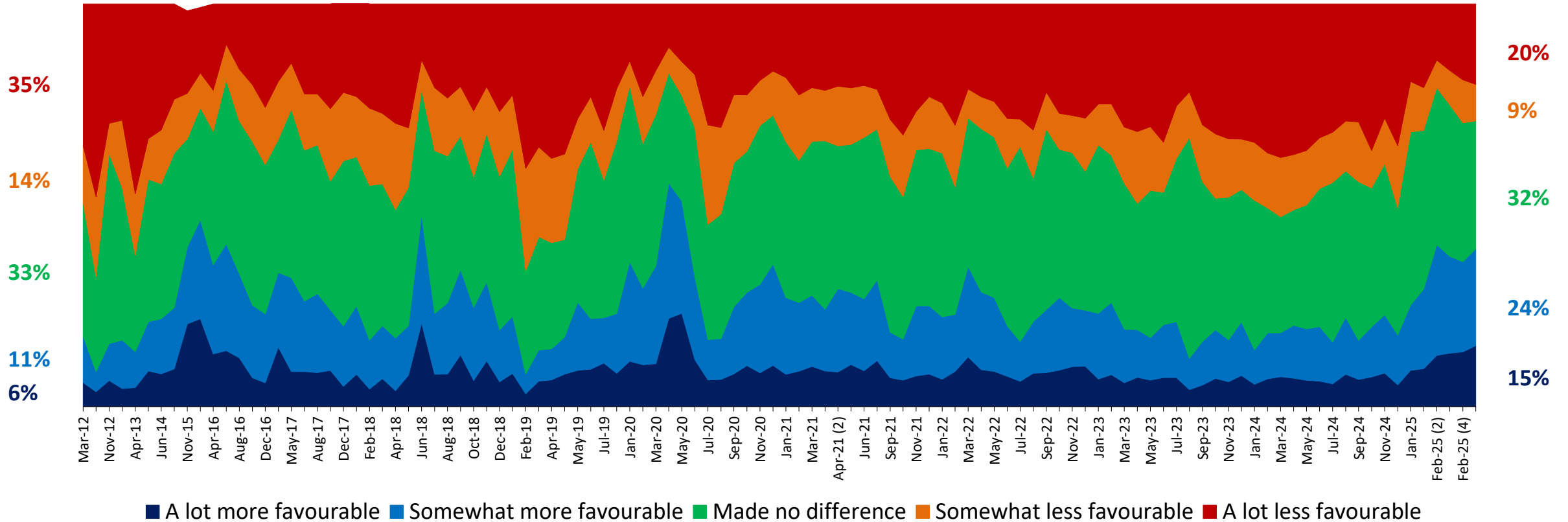
Federal Read, Seen, Heard, Impact Tracking:

PM and federal government favourability up 3 points after RHS; 39% more favourable, 29% less



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 RSH; n=512]



Note: Don't know not shown.

Current data: February 2025

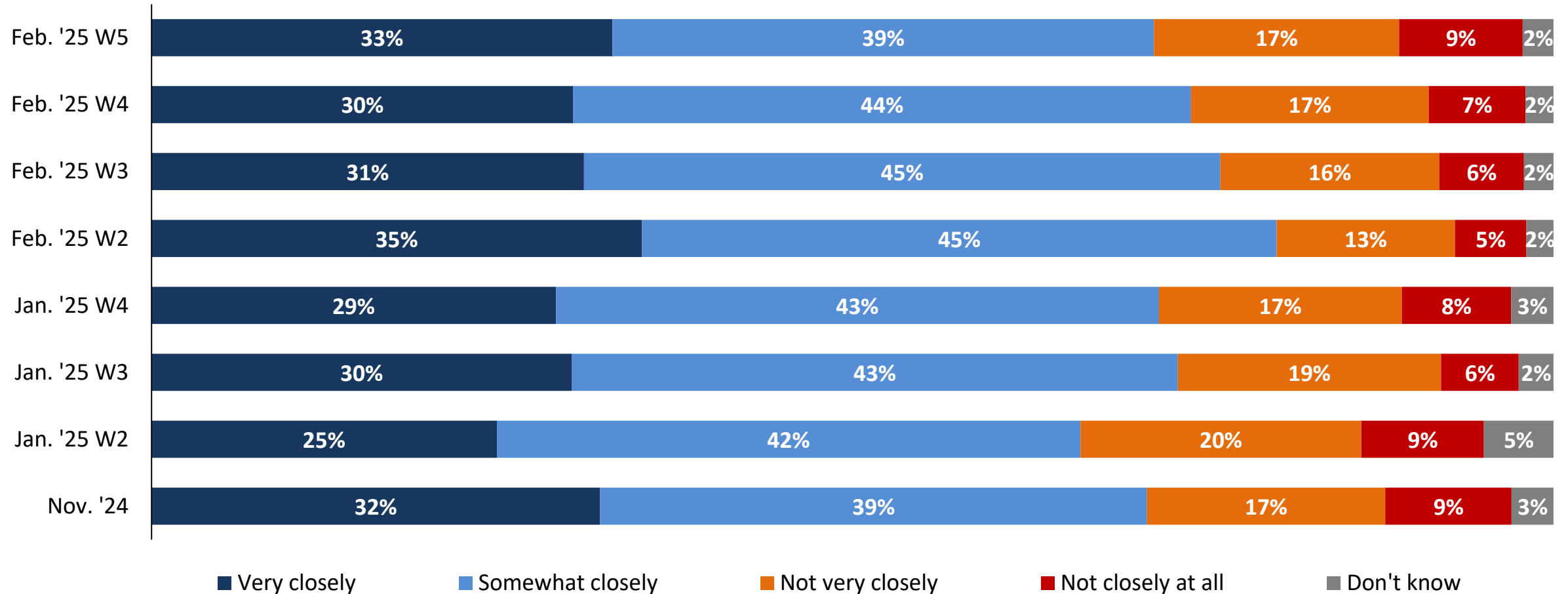
Note: In May '18, this question is asked of all respondents except those in Ontario.

Reaction to Trump

Engagement with U.S.-Canada Relationship:

Engagement with news on U.S.-Canada relations (71%) down marginally and on par with mid-January levels

Q How closely are you following the news about the relationship between Canada and the US now Donald J. Trump is the President of the United States once again?
 [asked of all respondents, Nov. '24-Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000]



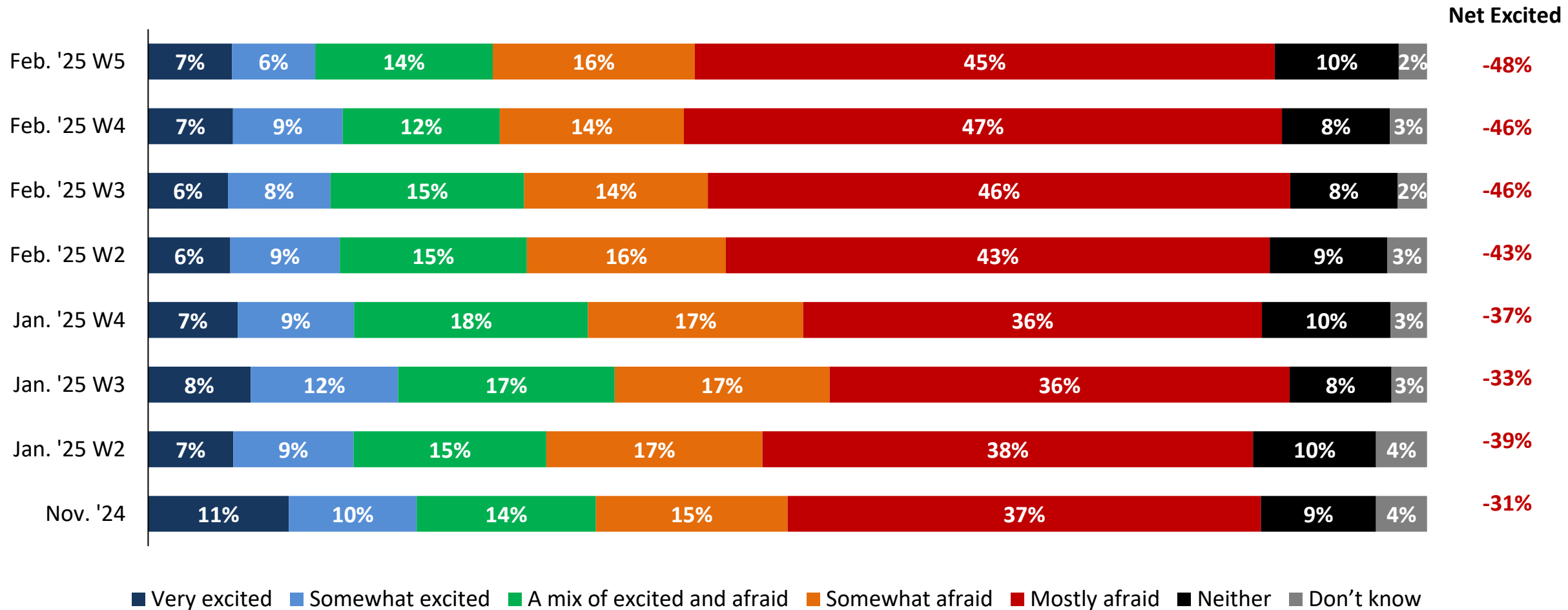
Note: Question wording in Jan. '25 W3 and Nov. '24 was "How closely are you following the news about Donald J. Trump becoming the President of the United States?" Question wording in Jan. '25 W4 was "How closely are you following the news about the relationship between Canada and the U.S. now that Donald J. Trump is becoming the President of the United States?"

Attitude Towards President Trump:

Trump's election as US President leaves over 3-in-5 (61%) of Canadians feeling afraid

Q Does Donald J. Trump's election as the US President leave you feeling excited or afraid?

[asked of all respondents, Nov. '24-Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000]



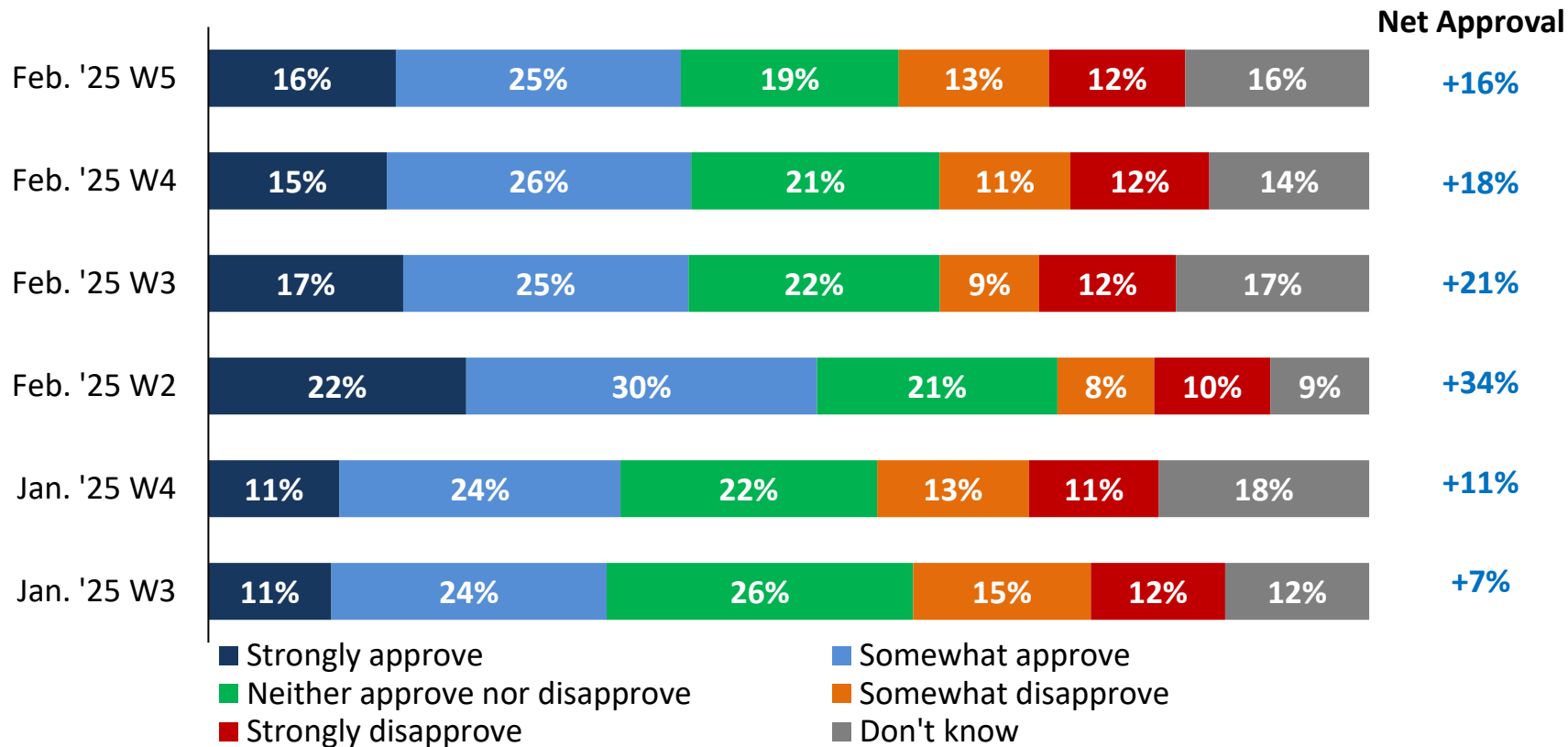
Federal Leadership Approval:

Net approval remains stable after initial retreat from 'Tariff Weekend' rally



Now thinking about the federal government do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency?

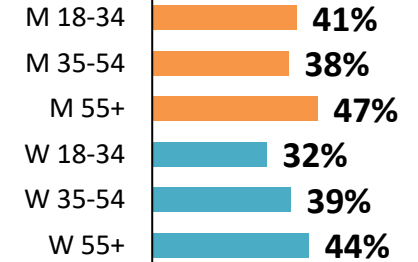
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000]



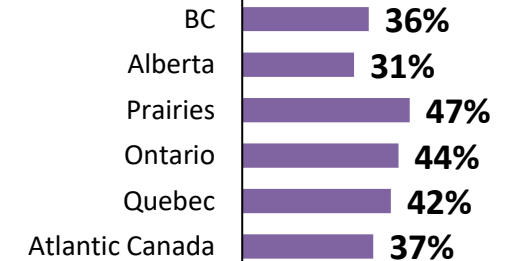
Segmentation

Those who say 'Approve'

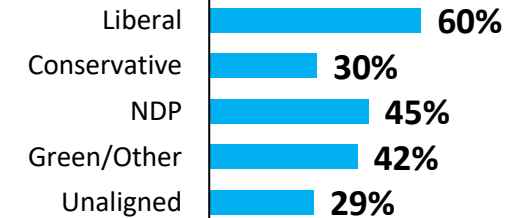
Age-Gender



Region



Party ID



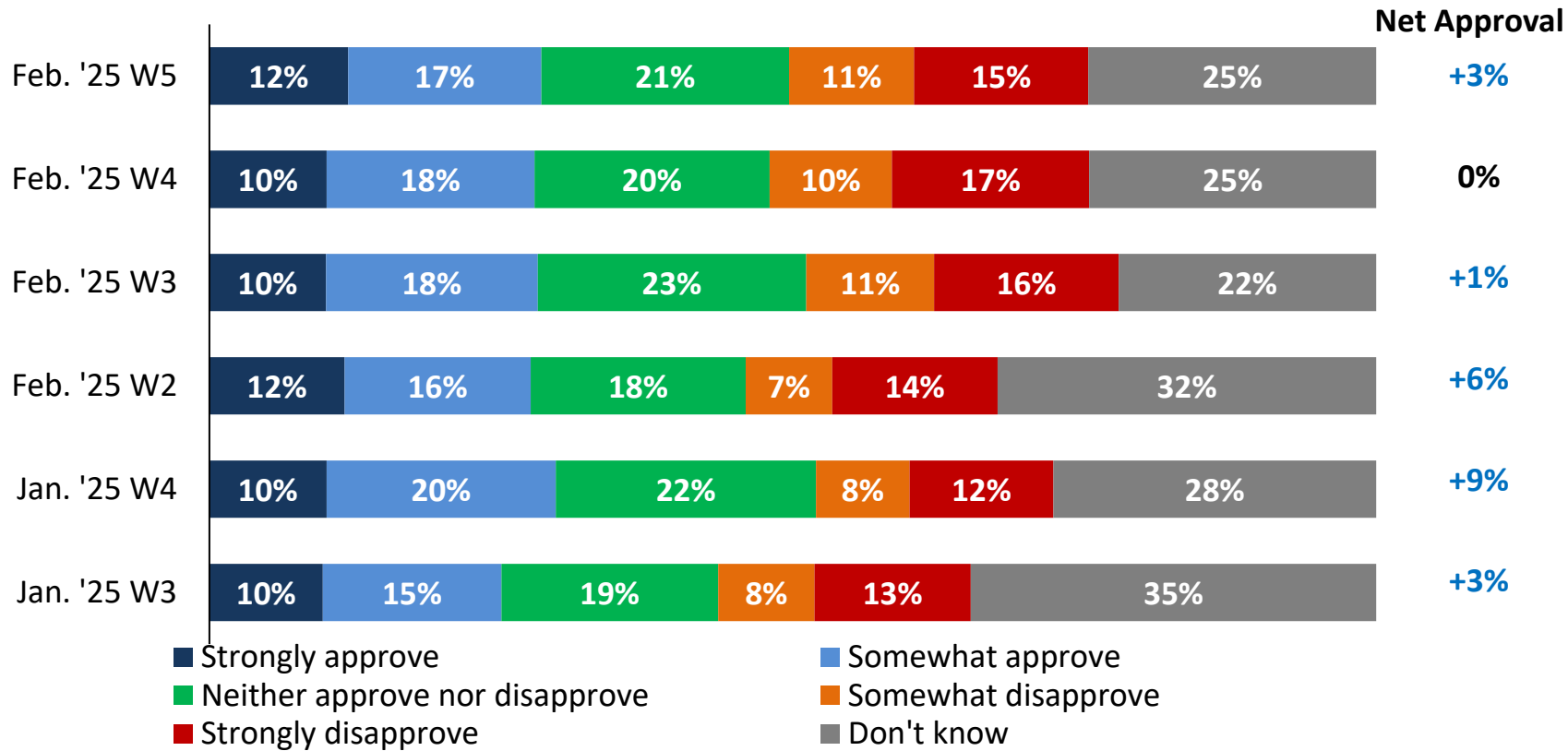
Pierre Poilievre and the Conservatives' Approach:

Net approval up 3 points, with 28% approving of Poilievre's approach to Trump's presidency; 26% disapprove



Do you approve or disapprove of the way Pierre Poilievre and the Conservative Party is responding to issues resulting from Donald Trump's presidency?

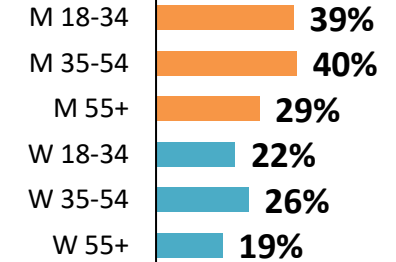
[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000]



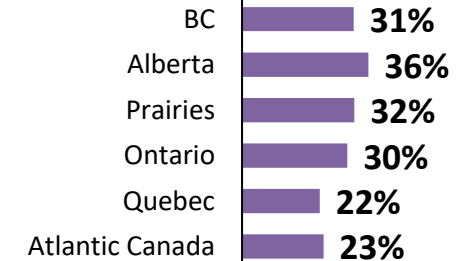
Segmentation

Those who say 'Approve'

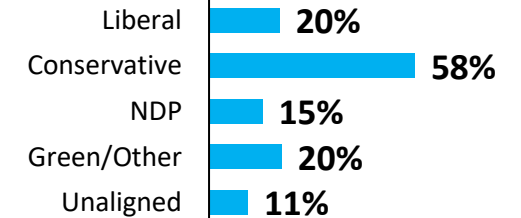
Age-Gender



Region



Party ID



Responding to Tariffs

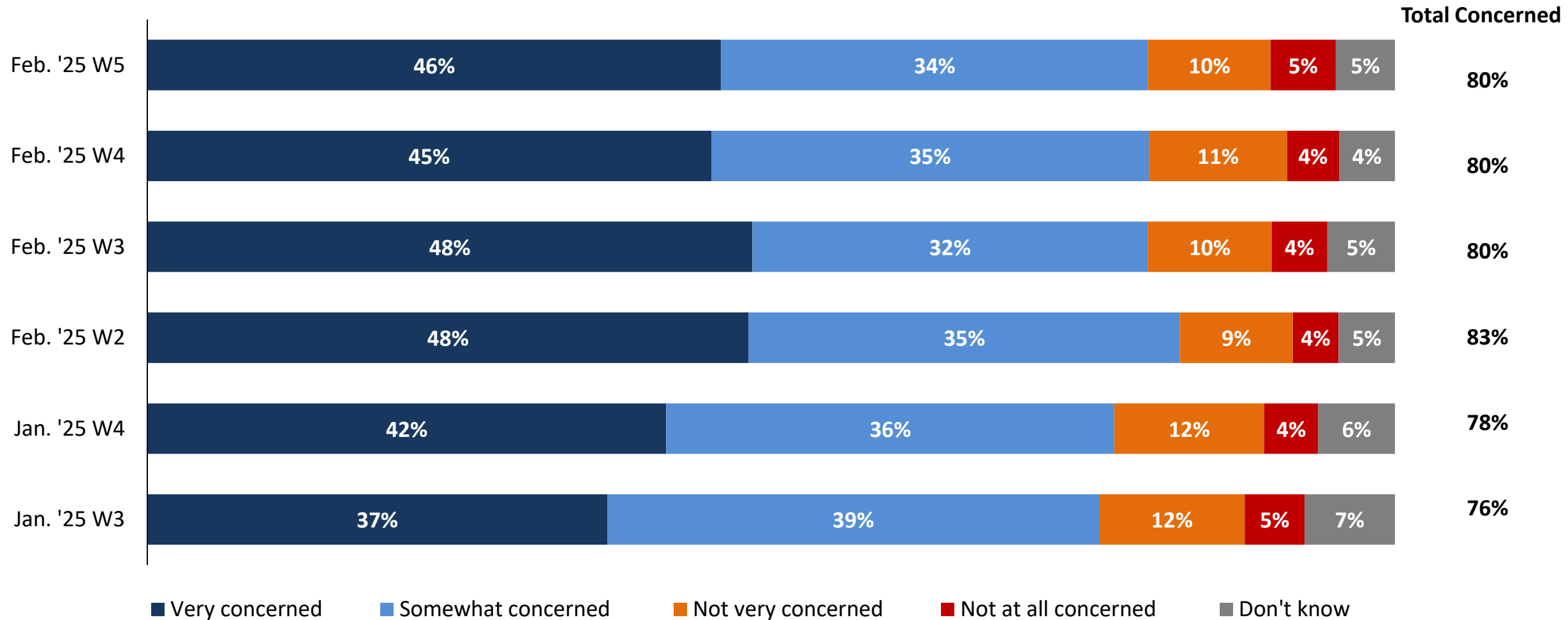
Canadians' concern about tariffs:

Concern over Trump's tariffs remains steady at 80%; increasing marginally since announcement



How concerned are you about the possibility of Donald Trump imposing a 25% tariff on Canadian imports to the US?

[asked of all respondents, Jan. '25 W3 n=1,000; Jan. '25 W4 n=500; Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000]



Best Leader for Canada-US Relations:

64% of those excited about Trump's presidency favour Poilievre, while 45% of those afraid favour Carney



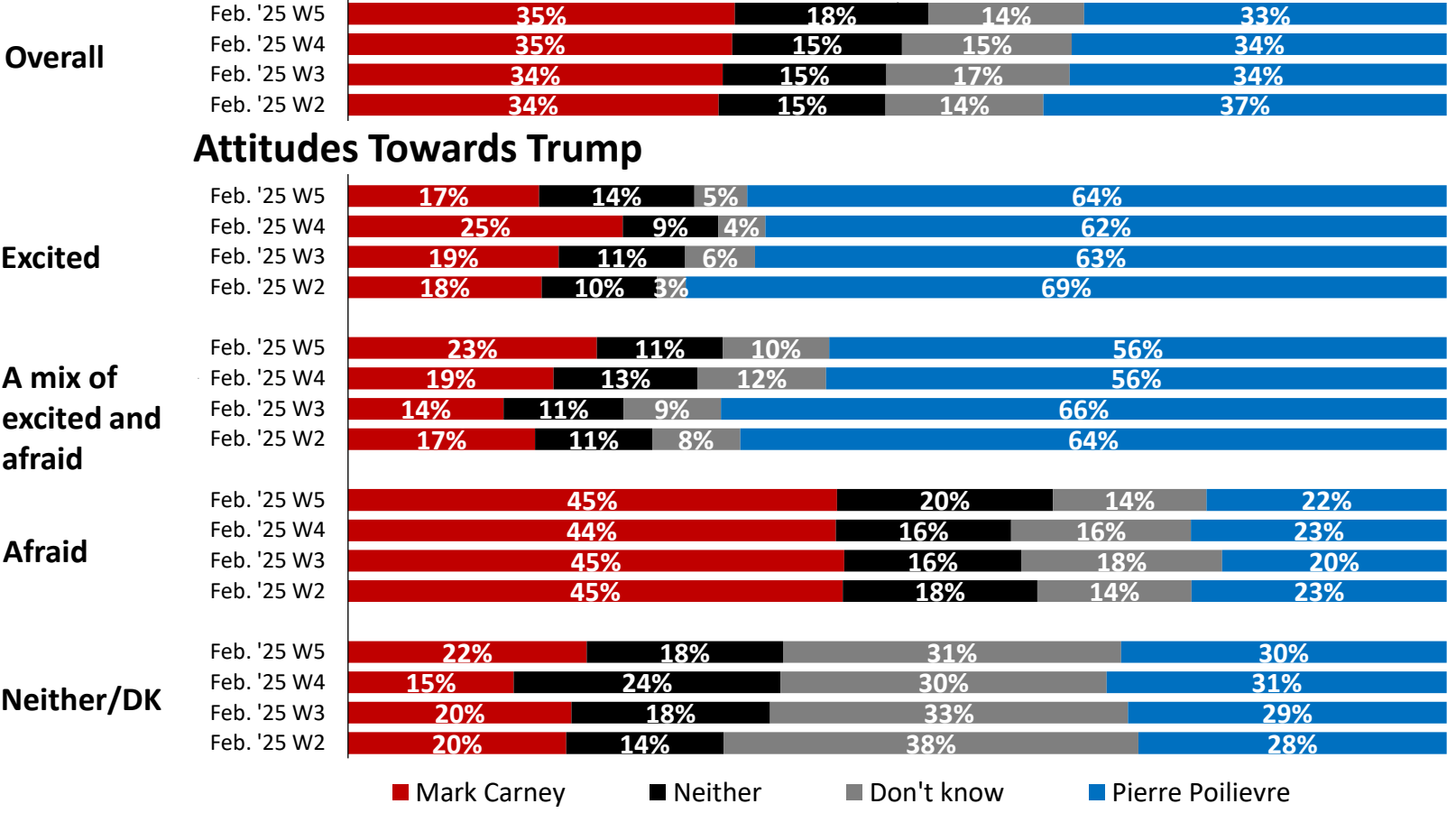
Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP
 [asked of all respondents, Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000]



Mark Carney



Pierre Poilievre



Best Leader for Canada-US Relations:

Among those excited for Trump's presidency, belief that Freeland (20%) can handle Trump's renewed presidency increases marginally, while support for Poilievre (59%) declines by 7 points



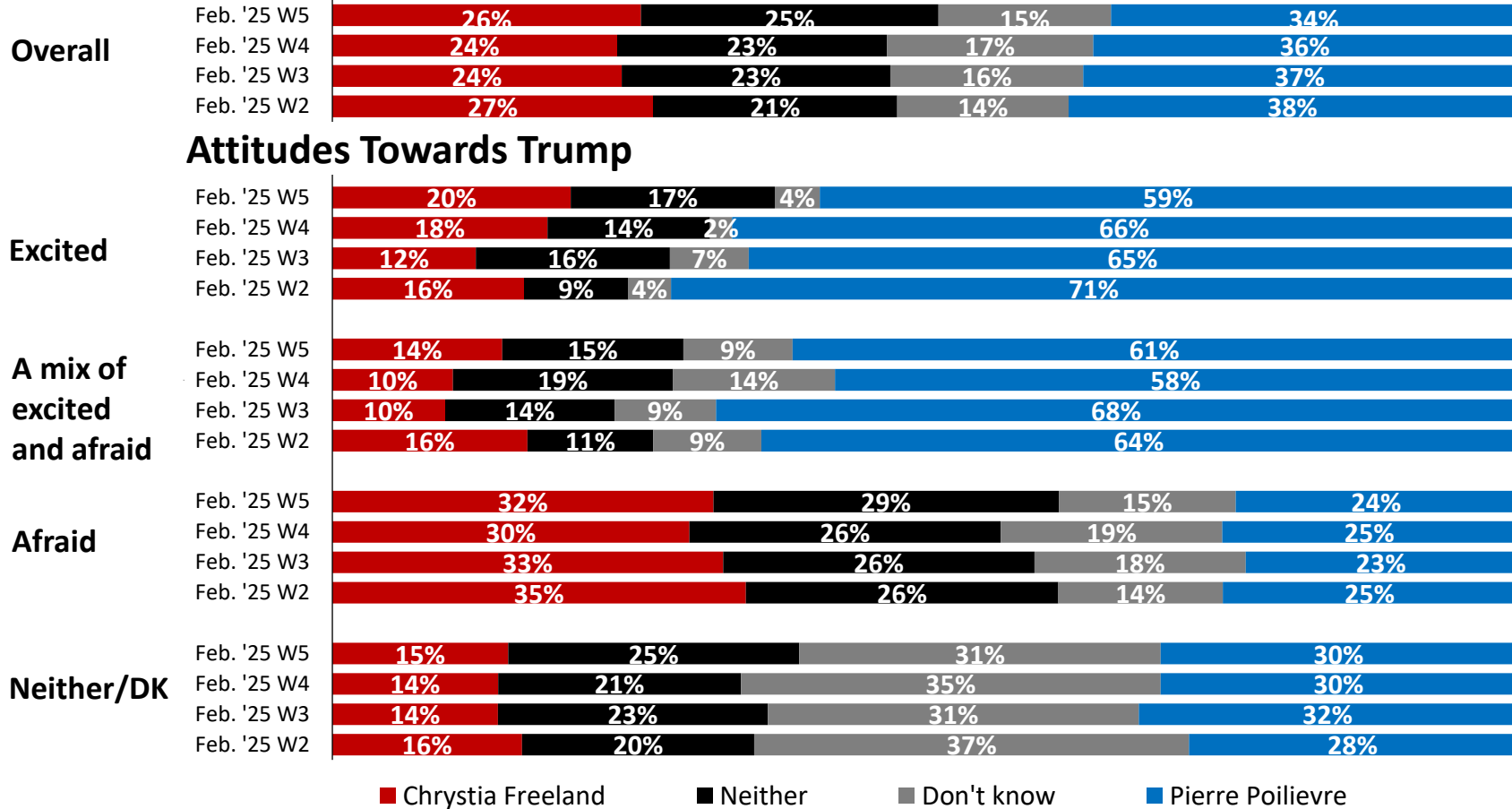
Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP
 [asked of all respondents, Feb. '25 W2 n=1,000; Feb. '25 W3 n=1,000; Feb. '25 W4 n=1,000; Feb. '25 W5 n=1,000]



Chrystia Freeland



Pierre Poilievre

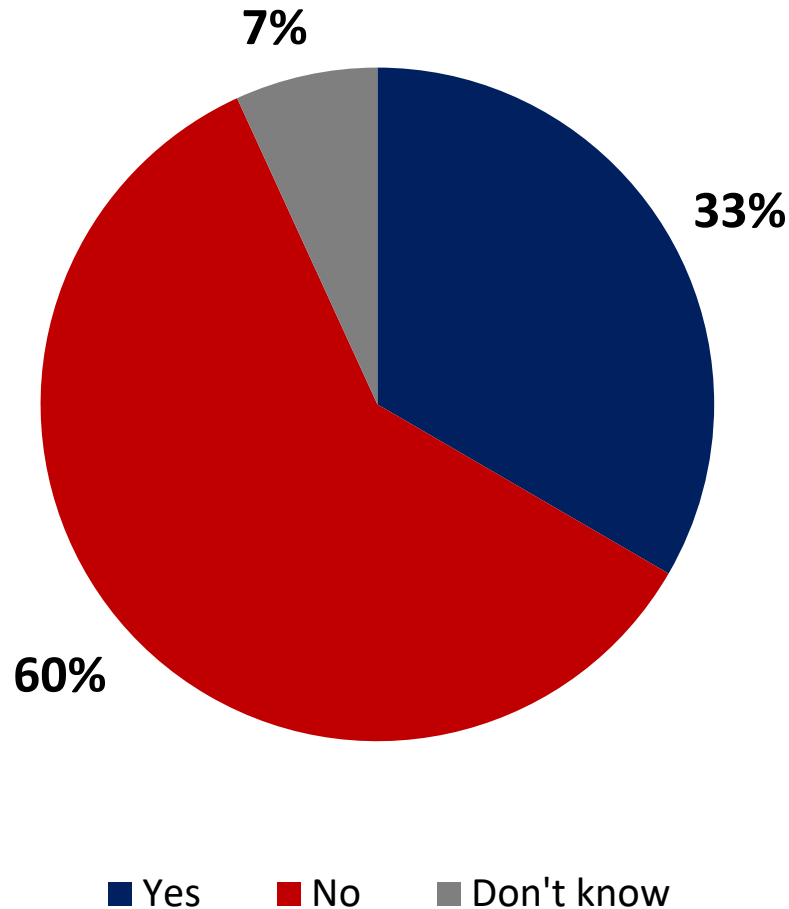


Federal Liberal Leadership Debate

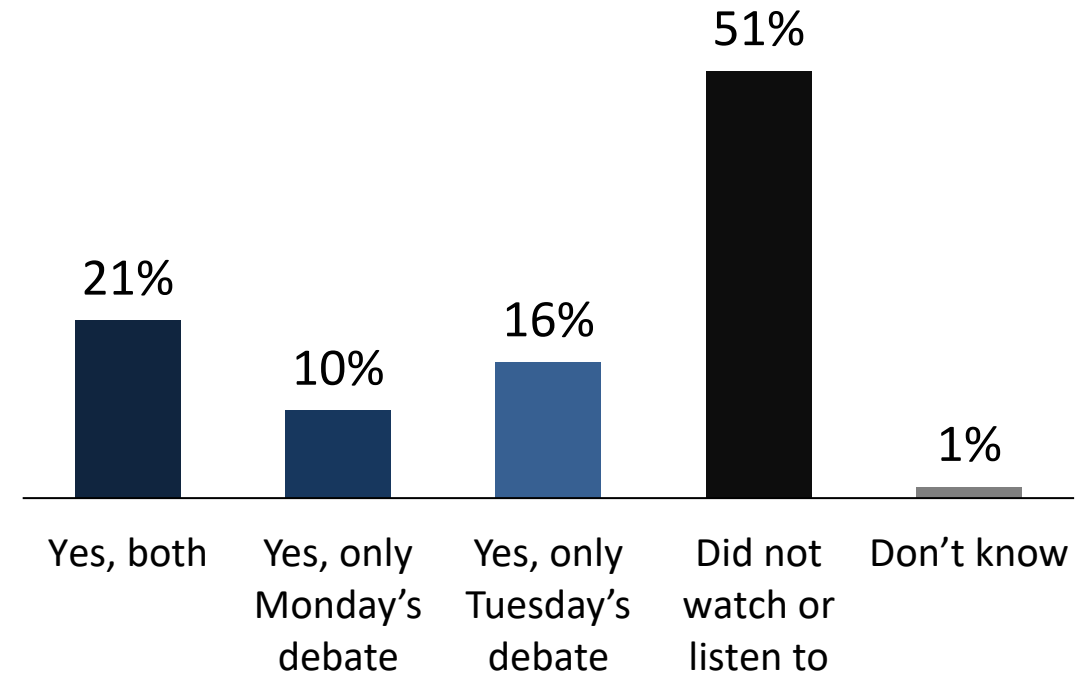
Attention:

3-in-5 did not RSH anything about the LPC's leadership debate; of those who did, 1-in-5 (21%) watched both

Q Have you read, seen, or heard anything about the federal Liberal leadership debates held on Monday, February 24th and Tuesday, February 25th?
[asked of all respondents, n=1,000]



Q Did you happen to watch or listen to either of the leaders' debates yourself?
[asked of those who at least RSH about the debate; n=334]



Expectations:

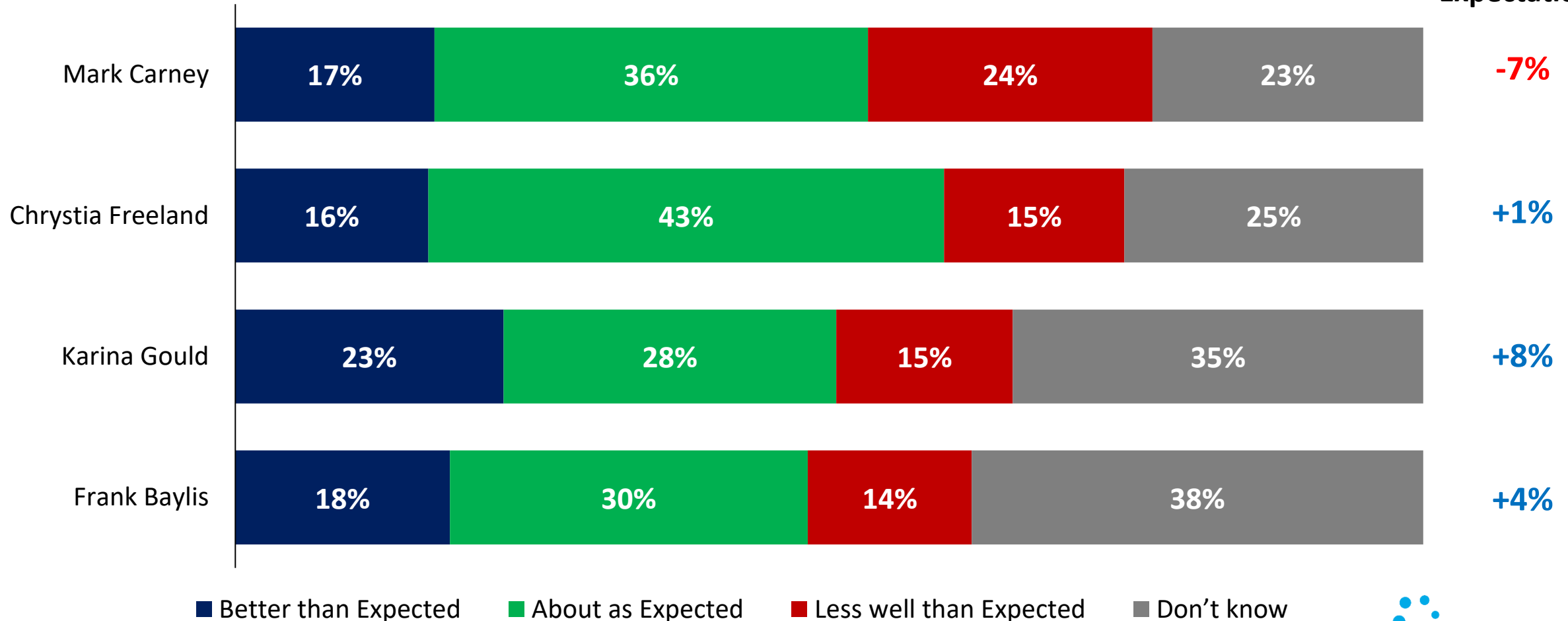
About 2-in-5 say Freeland performed about as expected; Carney underperformed, by 7 points



For each Liberal candidate, did they perform better than you expected, less well than you expected, or about as you expected in the leadership debate?

[asked of respondents who at least RSH about debate; n=334]

Net Exceeded Expectations



Mark Carney:

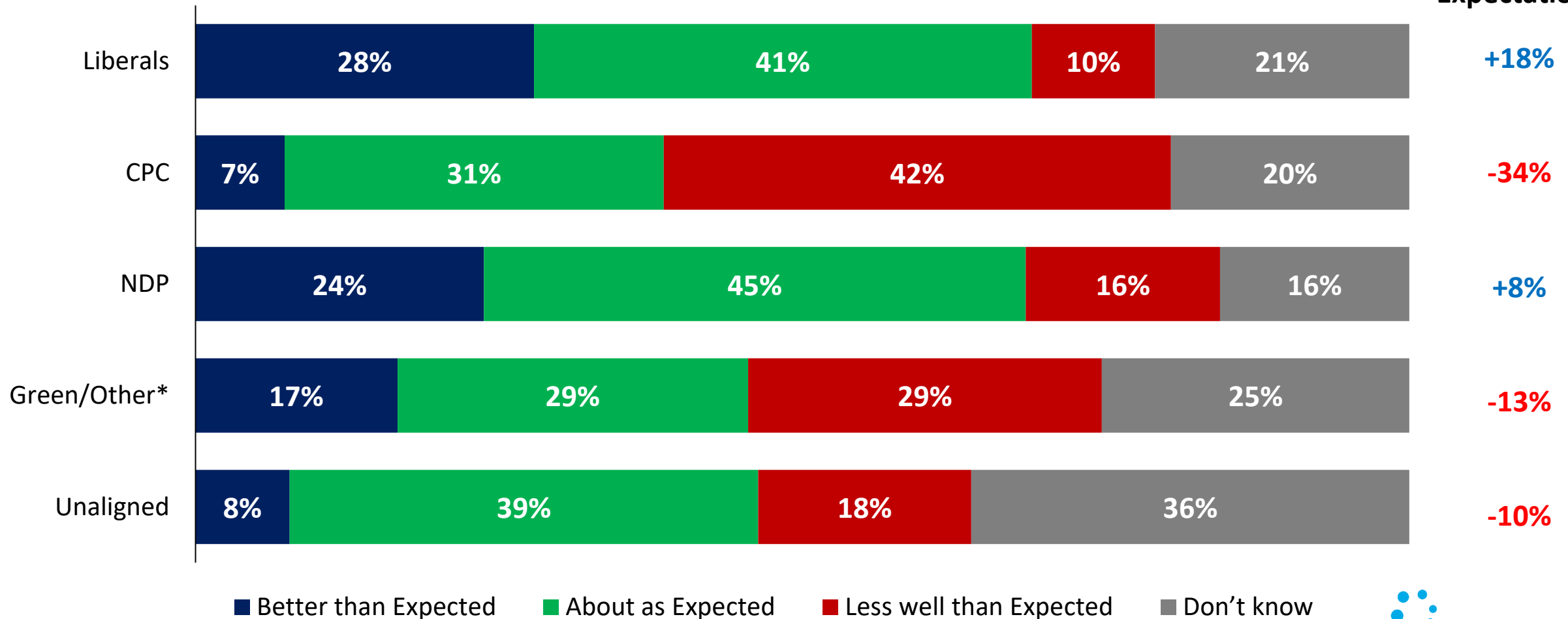
2-in-5 LPCs and NDPs think he performed as expected; net exceeded expectations is negative among CPCs



For each Liberal candidate, did they perform better than you expected, less well than you expected, or about as you expected in the leadership debate? **Mark Carney**

[asked of respondents who at least RSH about debate; n=334]

Net Exceeded Expectations



Chrystia Freeland:

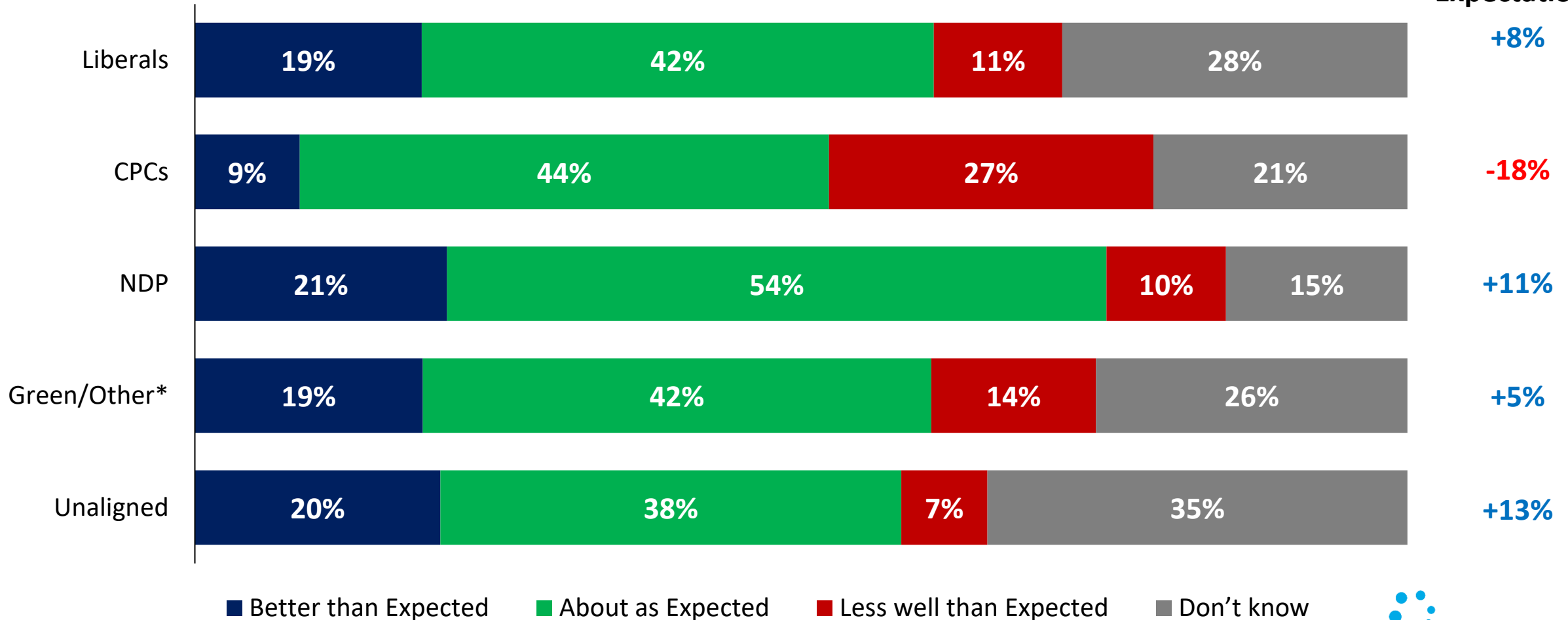
Exceeded expectations across all segments except CPCs (-18%)



For each Liberal candidate, did they perform better than you expected, less well than you expected, or about as you expected in the leadership debate? **Chrystia Freeland**

[asked of respondents who at least RSH about debate; n=334]

Net Exceeded Expectations



Karina Gould:

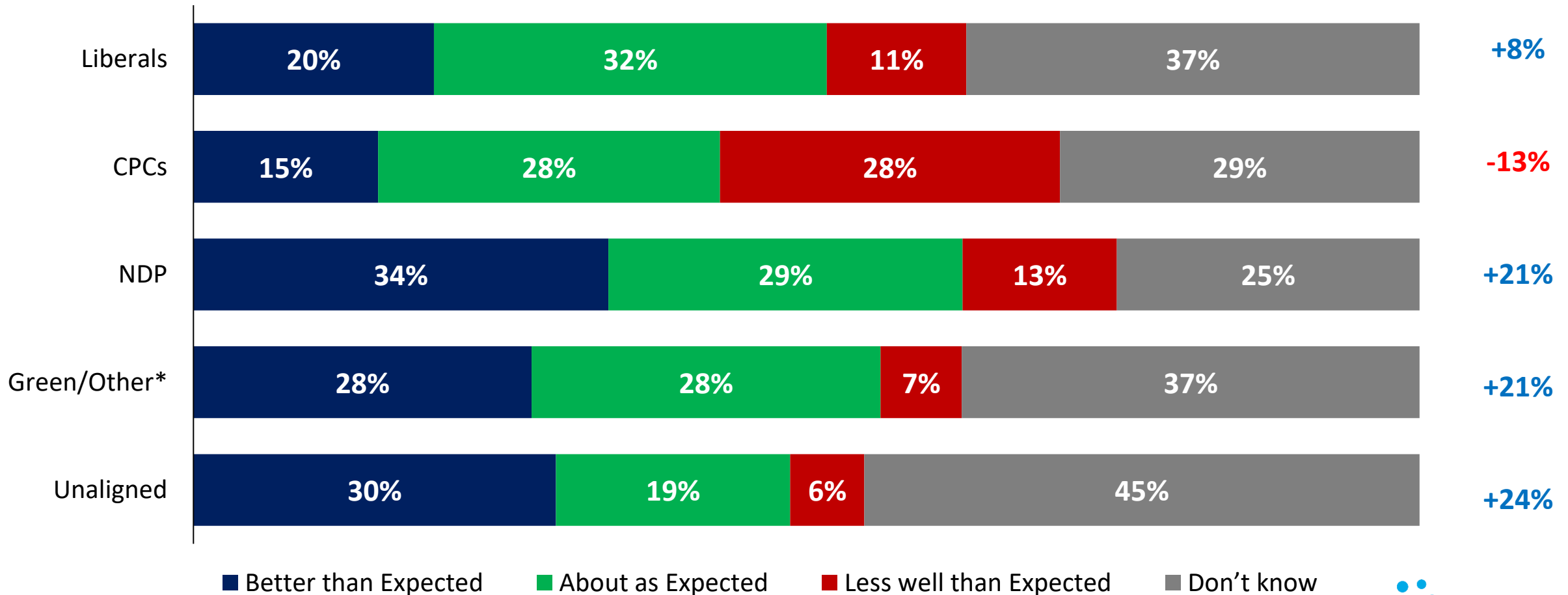
1/3 of Liberals see her performing as expected; 37% don't have opinion



For each Liberal candidate, did they perform better than you expected, less well than you expected, or about as you expected in the leadership debate? **Karina Gould**

[asked of respondents who at least RSH about debate; n=334]

Net Exceeded Expectations



Frank Baylis:

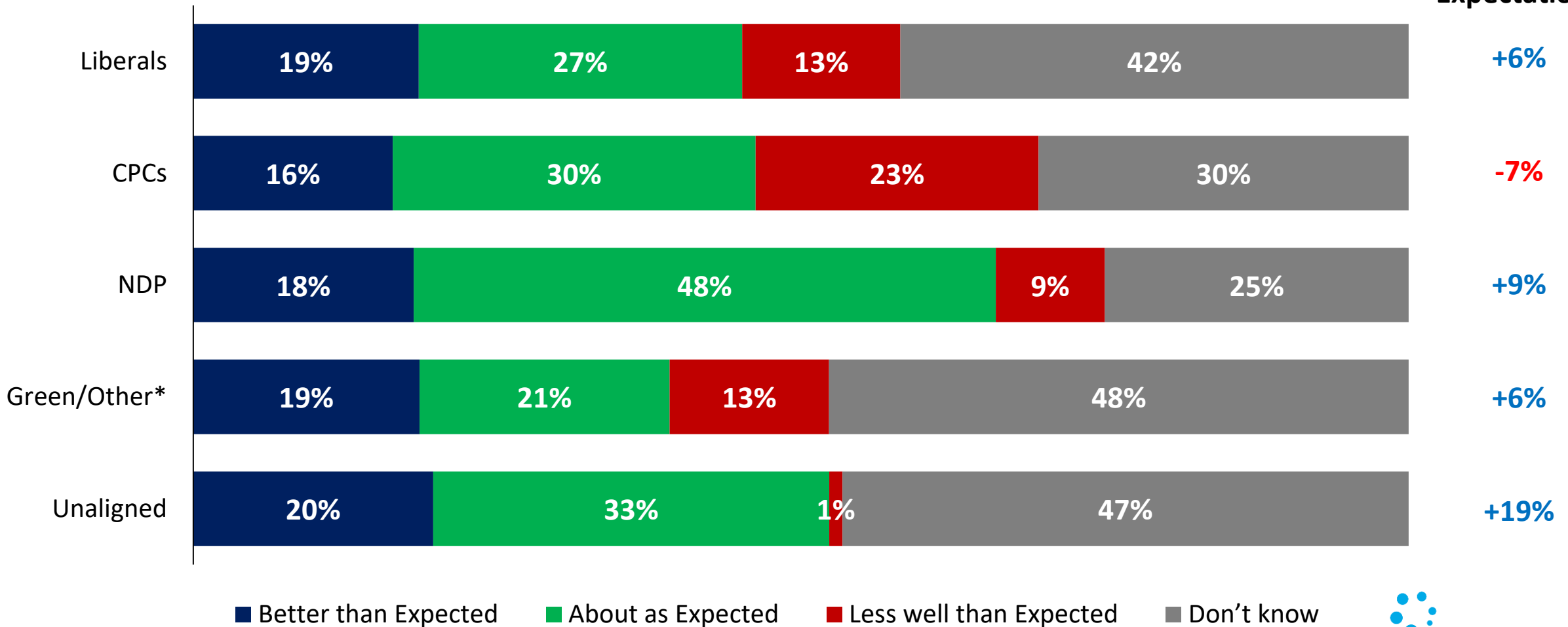
27% of Liberals think he performed as expected, and 2-in-5 don't have an opinion



For each Liberal candidate, did they perform better than you expected, less well than you expected, or about as you expected in the leadership debate? **Frank Baylis**

[asked of respondents who at least RSH about debate; n=334]

Net Exceeded Expectations



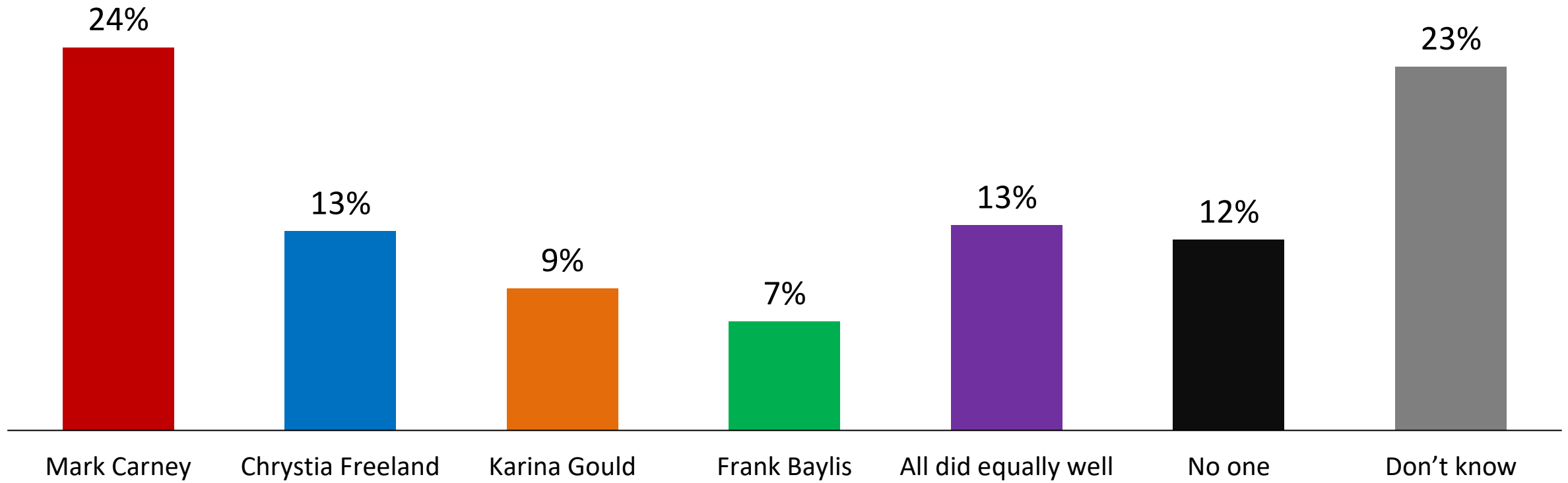
Winning:

Over 1-in-4 (24%) say Carney did the best in the debate while 23% are uncertain



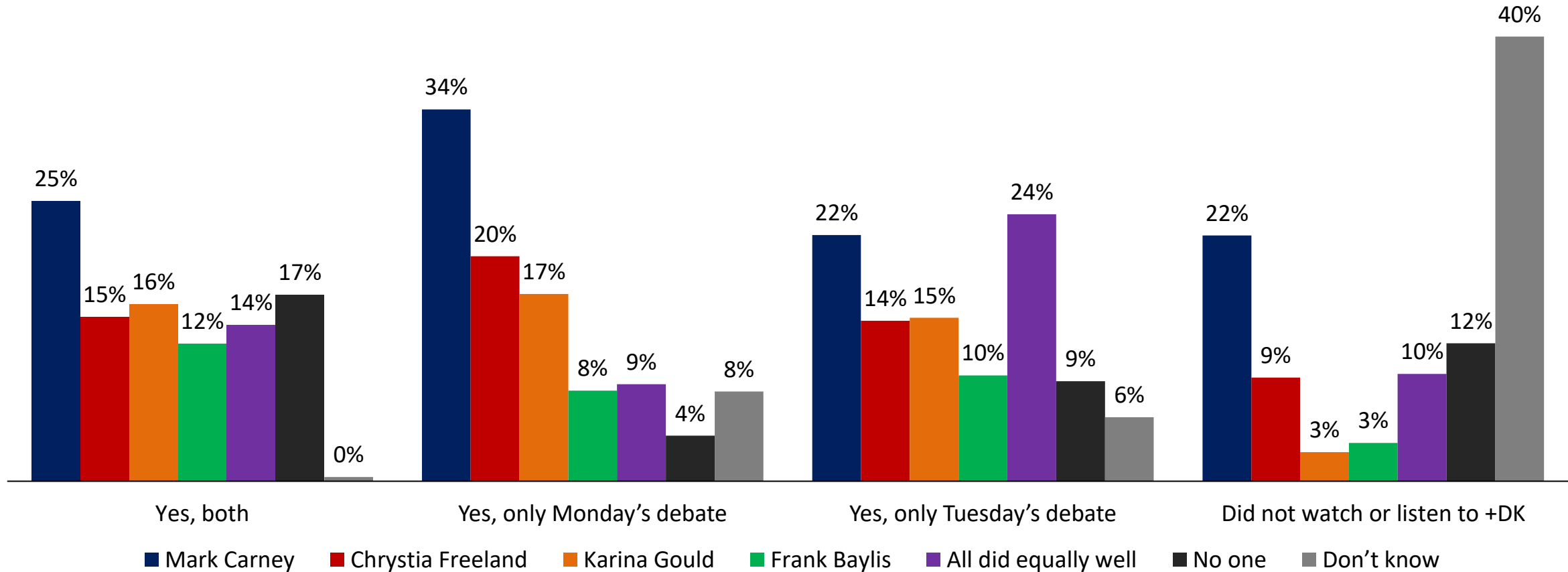
In your opinion, which leader did the best in that debate?

[asked of those who RSH; n=334]



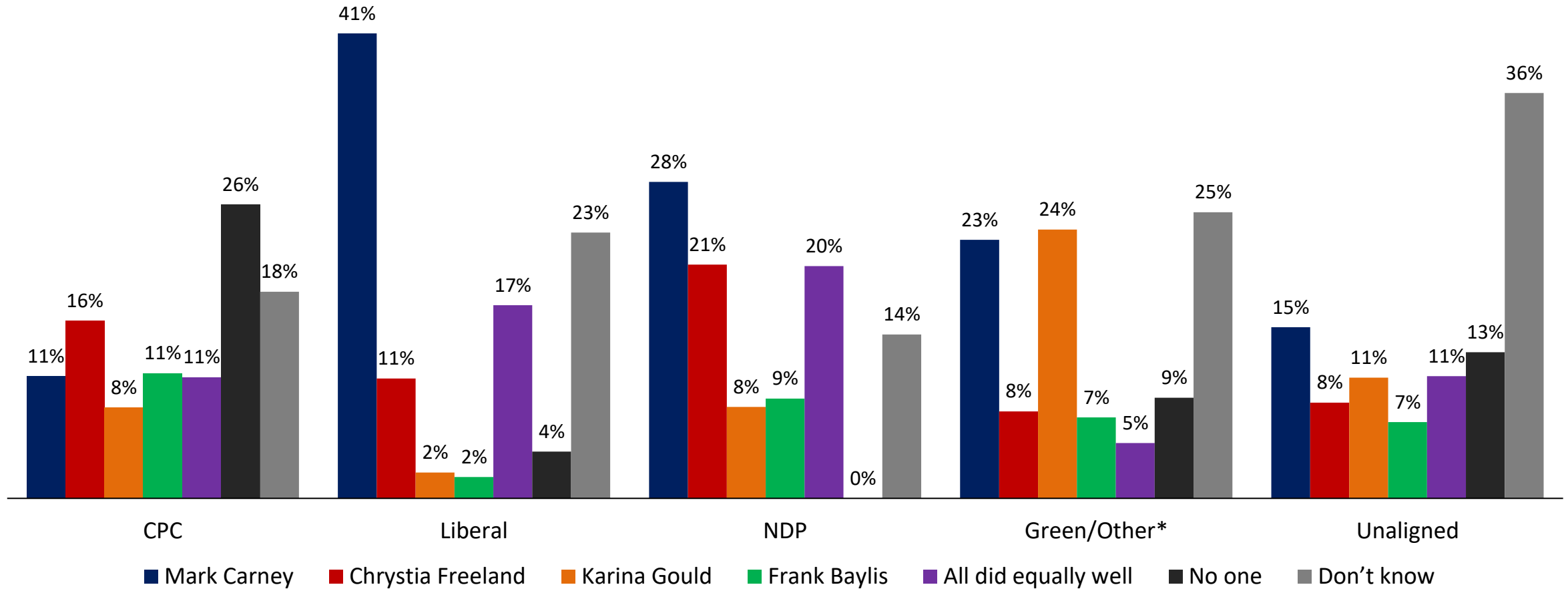
Across the board, more felt Carney did the best; 24% of those who watched the English debate thought that all did equally well

Q In your opinion, which leader did the best in that debate? **By RSH about debate**
[asked of those who RSH; n=334]



Carney did best among Liberals and NDP partisans

Q In your opinion, which leader did the best in that debate? **By Partisanship**
 [asked of those who RSH; n=334]



Note: * indicates a small sample size. Treat results with caution.

Methodology

Survey Methodology



These are the results of an online survey conducted between February 26th and February 28th, 2025.

Method: This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. 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=1,488 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: February 26th and February 28th, 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	170	11%	136	14%
Men 35-54	209	14%	162	16%
Men 55+	295	20%	186	19%
Women 18-34	205	14%	137	14%
Women 35-54	262	18%	169	17%
Women 55+	342	23%	208	21%
Region				
British Columbia	203	14%	140	14%
Alberta	196	13%	111	11%
Prairies	116	8%	66	7%
Ontario	580	39%	386	39%
Québec	276	19%	230	23%
Atlantic	117	8%	67	7%

For more information, please contact:

Greg Lyle

President

(t) 416-642-6429

(e) glyle@innovativeresearch.ca

Building Understanding.

