



# Canada This Month Campaign Momentum

Public Opinion Research  
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Field Dates: March 26<sup>th</sup> and March 31<sup>st</sup>, 2025

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# Study Overview



Building from the findings of the report published on Wednesday, April 2<sup>nd</sup>, 2025 (<https://innovativeresearch.ca/conservatives-narrow-momentum-gap/>), 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

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- 1 Carney and Liberals have maintained lead in aware and impact.** Awareness slipped only slightly from 63% to 59%. However, the impact of the read/seen/heard has dropped since the last wave by 11 points (from +18 to +7).

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  - 1 Poilievre and the Conservatives have narrowed the campaign momentum gap.** Their campaign awareness is now 7 points higher than that of the last wave (52% this wave vs 45% last wave), and they are only 4 points behind the Liberals on media reach. While the net impact score remains slightly negative (-2), they narrowed the gap to only 9 points behind the Liberals (they were 26 points behind in the last wave).

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  - 3 Even though the impact of both campaigns is assessed similarly, with a net score of around 35,** the messaging that is coming through is substantially different. Carney is recognized for his stance on tariffs (net score of +49) and eliminating carbon tax (+36), and Poilievre for lowering taxes (+40).

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  - 4 There are indicators that both the Liberal and Conservative attacks are doing similar damage.** In both cases, 9% of those who have RSH something about leaders mention a negative message. For Carney it is conflict of interest (net negative impact of -64), and for Poilievre it is being Trump-like (net negative of -79).
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**Read, Seen,  
Heard**

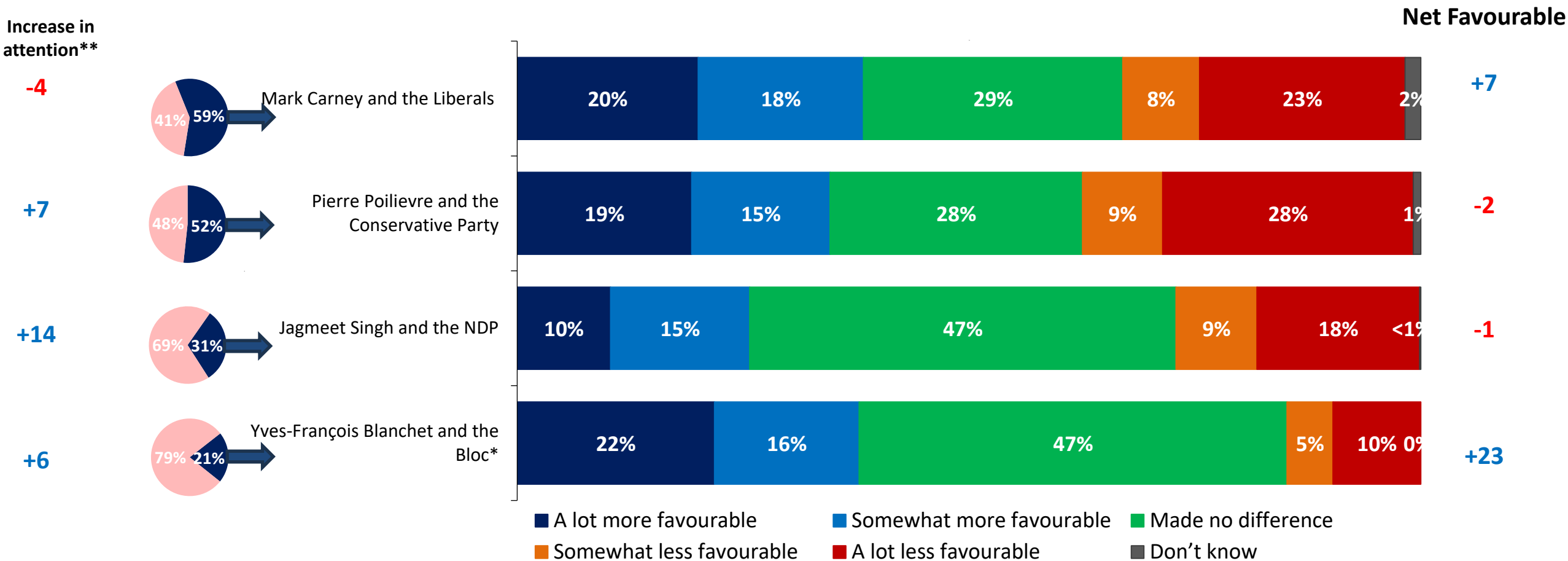
The background is a solid dark blue color. It features several faint, white-outlined circles of varying sizes scattered across the space. The circles are positioned in the upper right, middle, and lower right areas, creating a subtle pattern.

# Campaign Attention And RSH Impact:

While Liberals still lead on awareness and positive impact, the CPC has narrowed the gap on both measures

- 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=579; PCs, n=508; NDP, n=304; Bloc n=49]

## RSH in the Past Few Days



Note: \* indicates a small n size. \*\* Increase in attention from the previous wave

# RSH Impact:

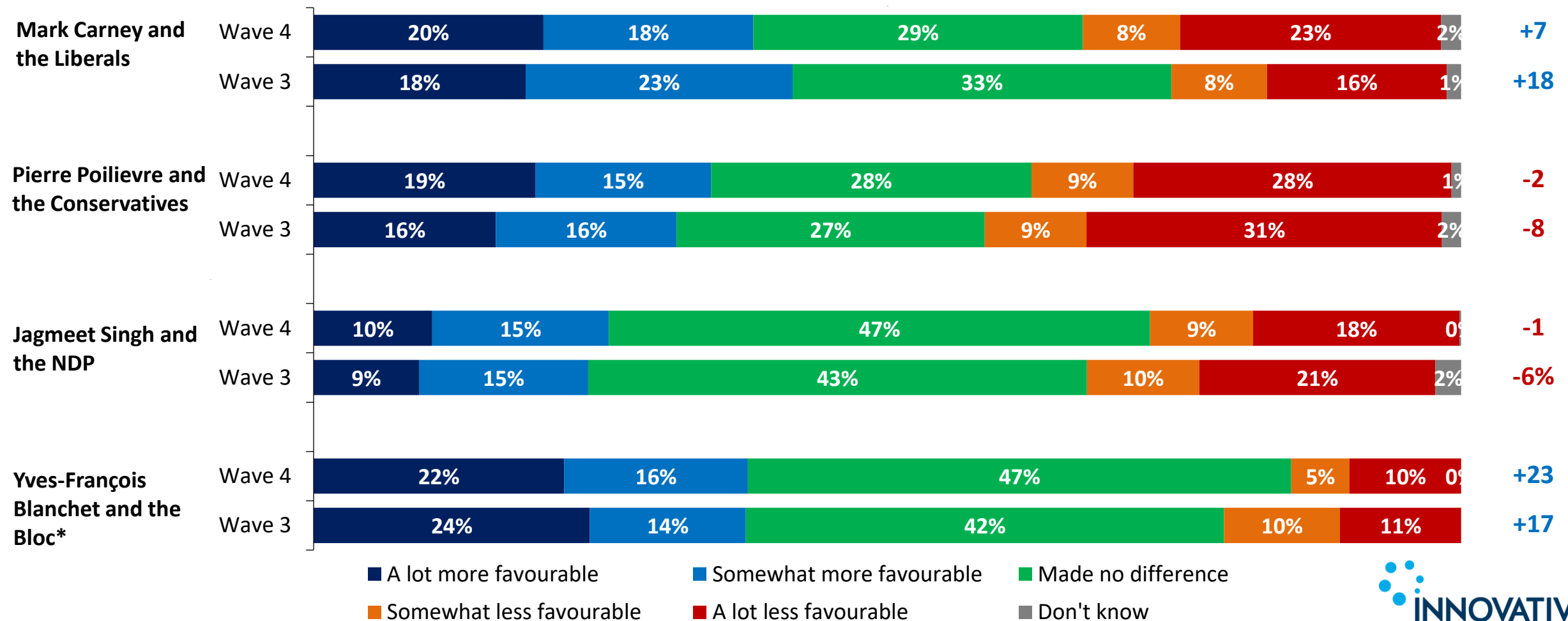
## Carney drops 11 points in net impact while Poilievre gains 6 points, but remains slightly negatives



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; Wave 4 Liberals, n=579; Pcs, n=508; NDP, n=304; Bloc, n=49; Wave 3 Liberals, n=626; PCs, n=447; NDP, n=169; Bloc, n=34]

Net Favourable



# Top Four Mentions for Liberals and CPC:

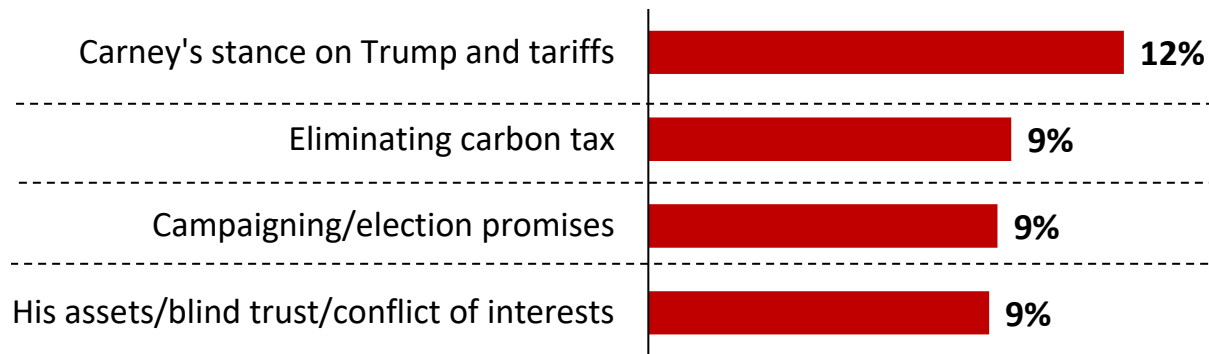
**Carney's stance on Trump and tariffs has a positive net impact of +49. Poilievre's tax promise has a net of +40**



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=579; Pierre Poilievre and the PCs; n=508]



**Mark Carney**

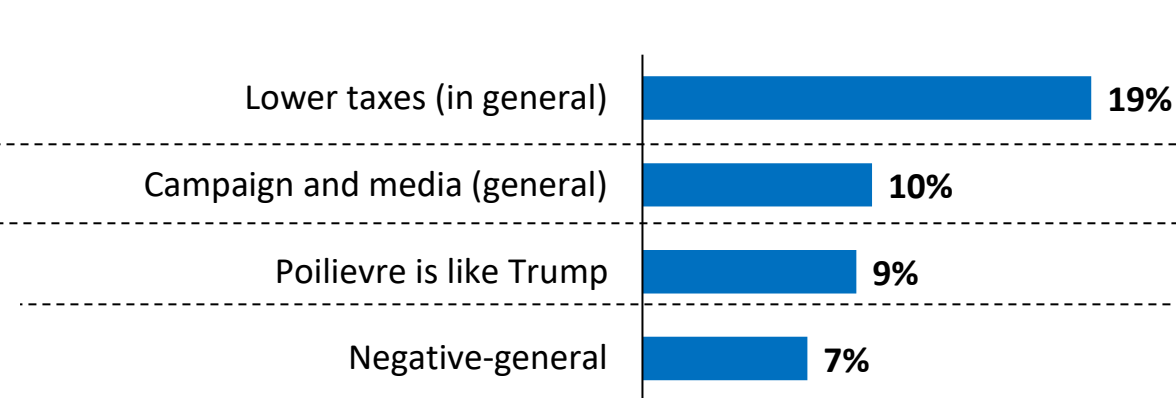


### Impact by RSH

	More fav.	No Difference	Less fav.	NET
Carney's stance on Trump and tariffs	61%	28%	12%	+49
Eliminating carbon tax	53%	29%	17%	+36
Campaigning/election promises	50%	37%	13%	+36
His assets/blind trust/conflict of interests	13%	10%	77%	-64



**Pierre Poilievre**



	More fav.	No Difference	Less fav.	NET
Lower taxes (in general)	54%	31%	14%	+40
Campaign and media (general)	50%	36%	15%	+35
Poilievre is like Trump	6%	9%	85%	-79
Negative-general	4%	28%	68%	-64

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



# Impact of RSH for Liberals:

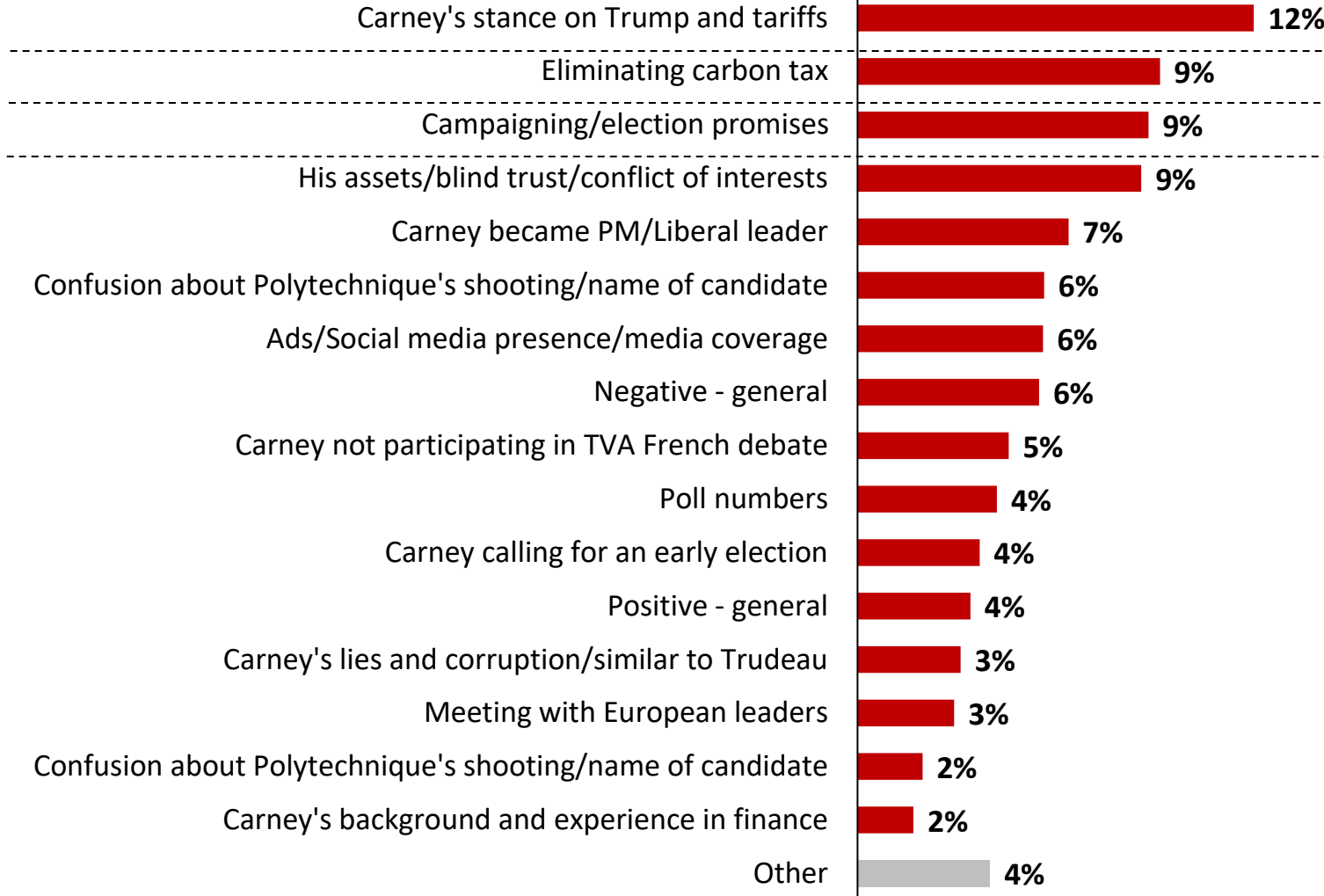
Carney's stance on Trump and tariffs is most mentioned and viewed favourably, asset conflicts raise concerns



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; March W3 n=626, W4 n=579]

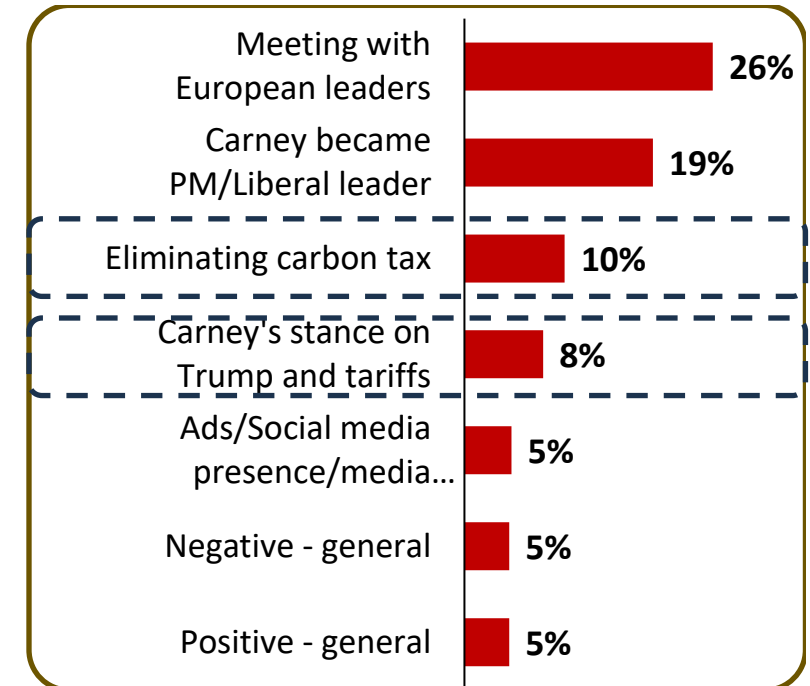
## March 2025 W4



## Impact by RSH

	More fav.	No Difference	Less fav.	NET
Carney's stance on Trump and tariffs	61%	28%	12%	+49%
Eliminating carbon tax	53%	29%	17%	+36%
Campaigning/election promises	50%	37%	13%	+36%
His assets/blind trust/conflict of interests	13%	10%	77%	-64%

## March 2025 W3



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

# RSH Liberals:

## Top RSH topics include Trump and tariffs, eliminating carbon tax, and campaign promises



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=579]

### Carney's stance on Trump and tariffs

- *"Carney is going to stand up to Trump and is demanding that Americans be respectful about Canada being a country and not a state, before negotiating with him, after the election. He met with foreign leaders in Europe (British PM and French president) about working together to withstand the US tariff wars, and importantly about supporting Ukraine."*
- *"He was reiterating that we'll never become part of the US, that we have our own sovereignty and that he won't let Trump bully us."*
- *"He talks about standing up to Trump and that we will never be the 51st state. He is working hard to form agreements with other countries."*

### Eliminating carbon tax:

- *"Mark Carney's plan to remove consumer carbon tax and instead implementing ways to incentivize Canadians to make better choices for the environment."*
- *"I have heard Carney is stopping the carbon tax as of April 1, 2025. Great news!"*
- *"Essentially that he has decided to eliminate the public carbon tax and has discussed a number of initiatives with Premiers including somehow being able to fast track certain large-scale projects such as national oil and gas pipelines."*

### Campaign/election promises:

- *"His multiple promises to get elected. His electoral spin and wide criticisms of the other parties. The selection of a smaller cabinet."*
- *"I heard that he was going to Newfoundland and Labrador where he's starting his campaign."*
- *"He promised to make the Canadians proud of their country. He would work together with every person in charge to cope with the critical financial state."*

# Impact of RSH for the CPC:

The top mention is lowering taxes; comparisons to Trump have the most negative impact at -79% NET

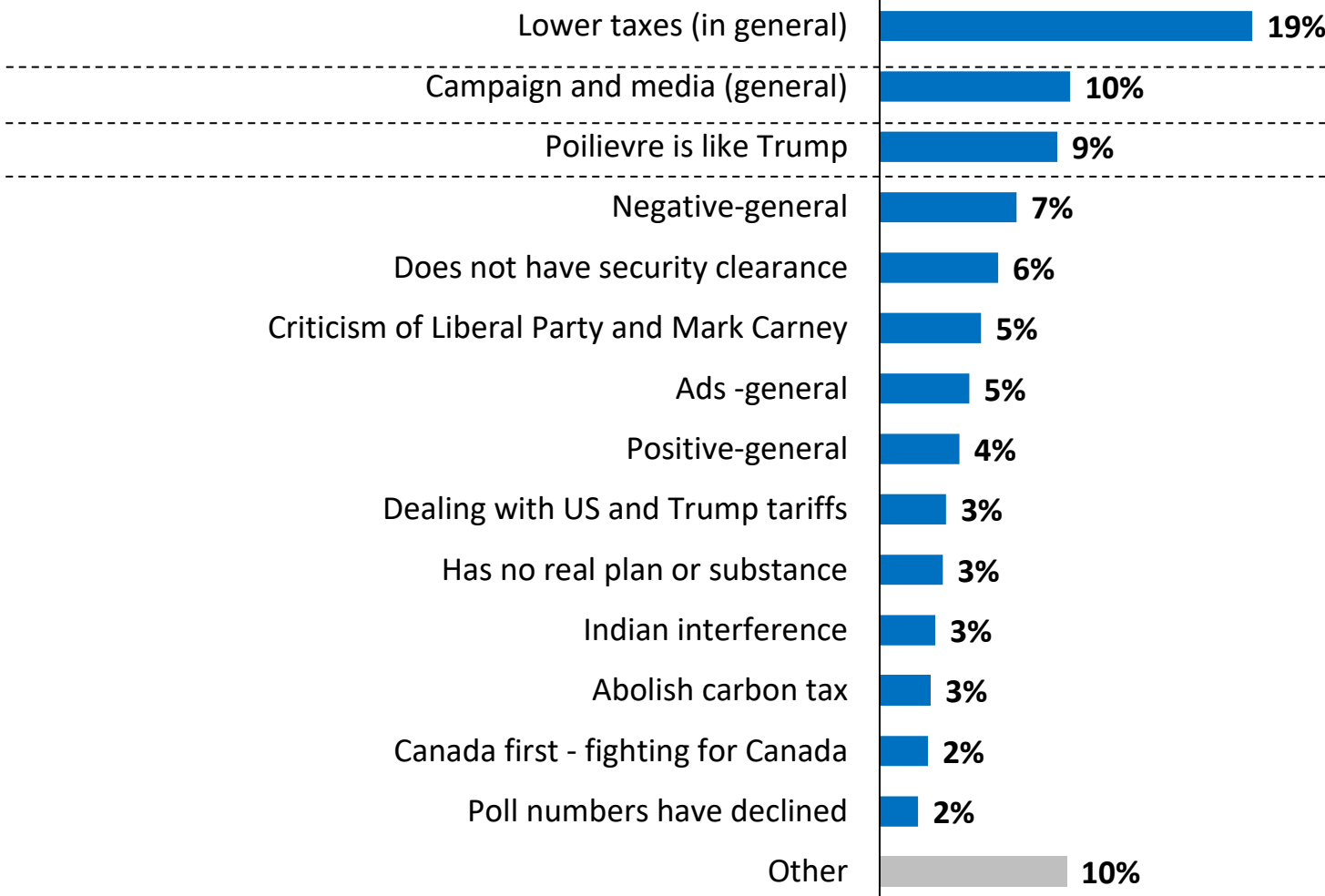


Have you read, seen or heard anything about Pierre Poilievre and the Conservative Party in the last few days? [OPEN END]

[asked only of those who RSH about Pierre Poilievre and the PCs; March W3 n= 447, W4 n=508]

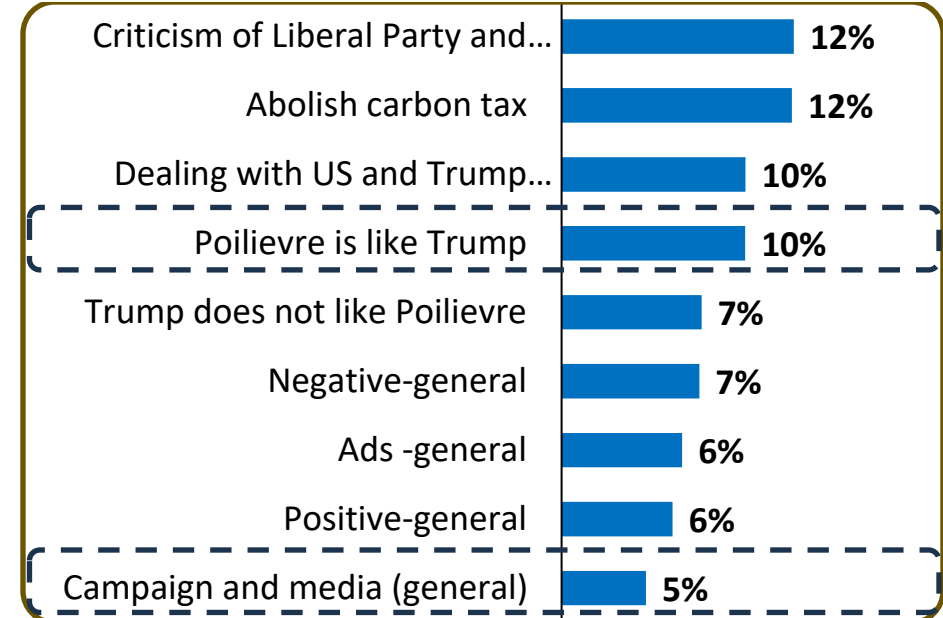
## Impact by RSH

### March 2025 W4



More fav.	No Difference	Less fav.	NET
54%	31%	14%	+40%
50%	36%	15%	+35%
6%	9%	85%	-79%
4%	28%	68%	-64%

### March 2025 W3



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

# RSH CPC:

## Top mention are lowering taxes, campaigning and media, and that Poilievre is similar to Trump



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=508]

### Lowering taxes

- *“He has announced significant tax cuts for seniors including allowing seniors to work an additional \$10 K before being taxed.”*
- *“He is providing a break on income tax for all Canadians. He is also providing a tax break up to \$34,000 for working seniors.”*
- *“I heard a message that said the conservatives will reduce income tax and save the tax on homes.”*

### Campaign and media

- *“His rallies online as well as his appearances at various worksites.”*
- *“That he went door to door to speak to real people of Canada and even his wife spoke publicly to encourage and support his future election.”*
- *“He’s doing the speeches thing also. One cannot get away from seeing, or hearing about them.”*

### Poilievre is like Trump

- *“That he has ideas the same as Trump and is in it for himself.”*
- *“It appears that he is very much aligned with the vision that Donald Trump has which is alarming.”*
- *“I hear rumblings about Poilievre and Trump having similar views on many topics.”*

# Impact of RSH for New Democrats:

Top mention for Singh are media and ads; general negative mentions also have the highest negative net score



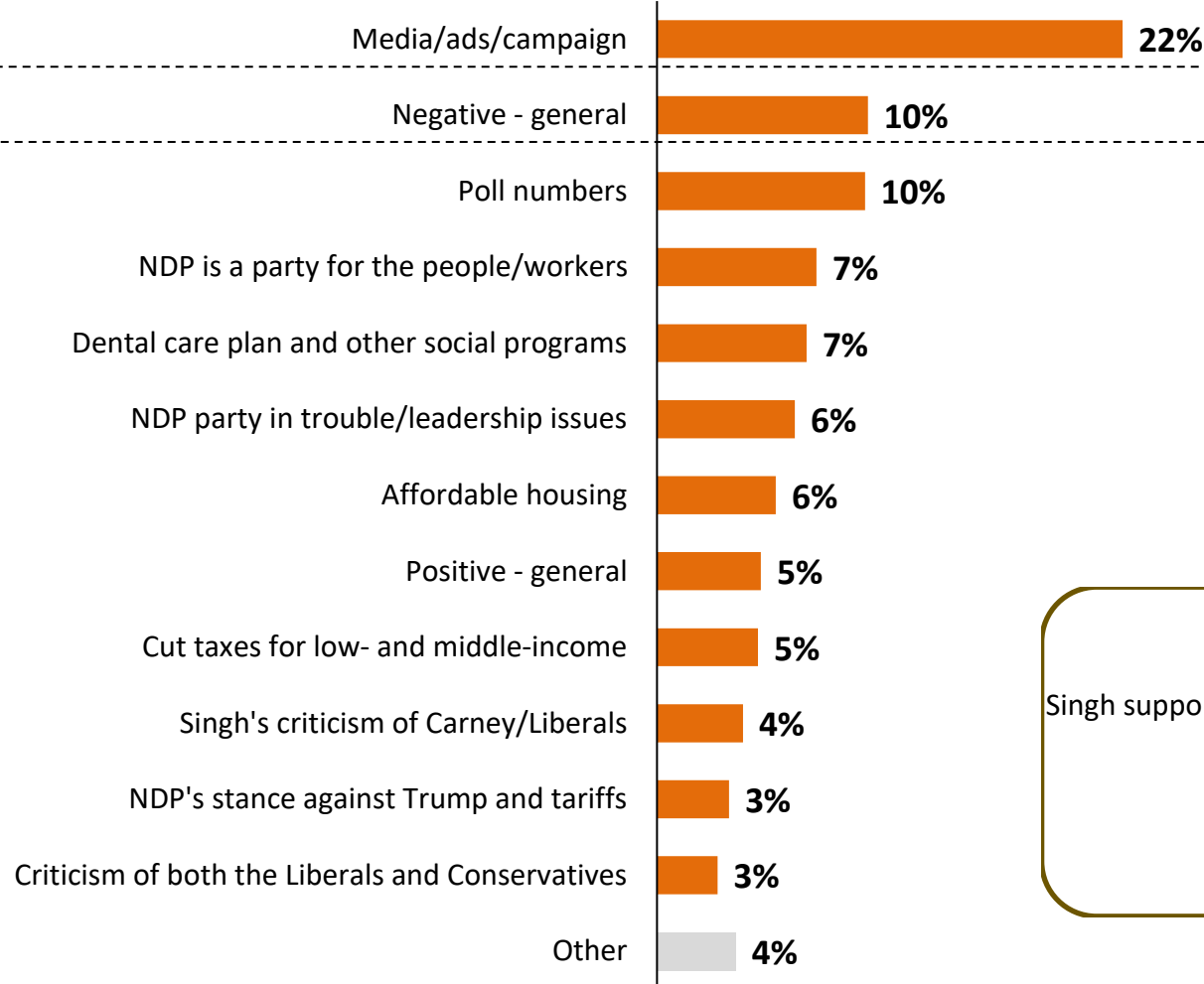
Have you read, seen or heard anything about Jagmeet Singh and the NDP in the last few days? [OPEN END]

[asked only of those who RSH about Jagmeet Singh and the NDP; March W3 n=169, W4 n=304]

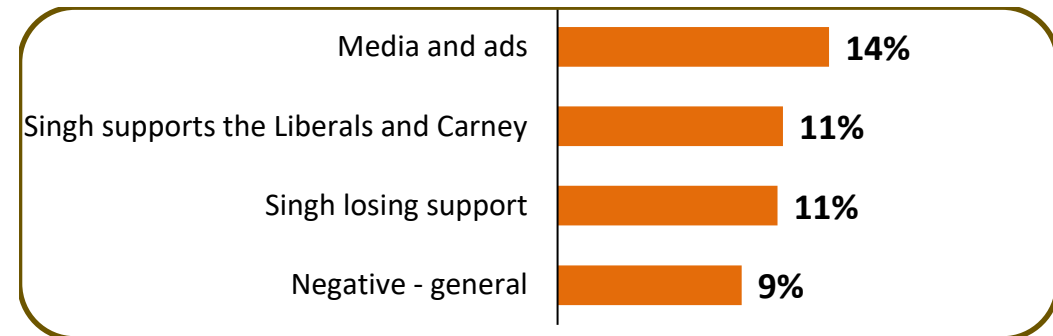
### Impact by RSH

	More fav.	No Difference	Less fav.	NET
Media/ads/campaign	26%	56%	18%	+8%
Negative - general	3%	29%	68%	-65%
Poll numbers	13%	59%	28%	-15%

### March 2025 W4



### March 2025 W3



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



# RSH New Democrats:

## Top mention for Singh are media/ads, general negatives, and poll numbers



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=304]

### Media and ads

- *"I saw him on TikTok and he was very convincing."*
- *"I saw his TV commercial, he was direct and to the point. No mud slinging."*
- *"I have seen Facebook posts but do not remember content."*

### Negative general

- *"He is spending his time promising to give anything and everything when he has no hope of winning."*
- *"The usual, untruthful comments about protecting Canada by being part of team Canada and protecting workers."*
- *"He is not living in real life, nothing practical."*

### Poll numbers

- *"The party is very low in the polls and may lose official party status."*
- *"Nothing specific just about where he is campaigning and that they are down in the polls."*
- *"I have heard how they are sinking in the polls (analysis by Tom Mulcair on CJAD) with the liberals coming back up. I have seen a couple of their ads this week with Jagmeet Singh speaking to Canadians and criticizing Mark Carney."*

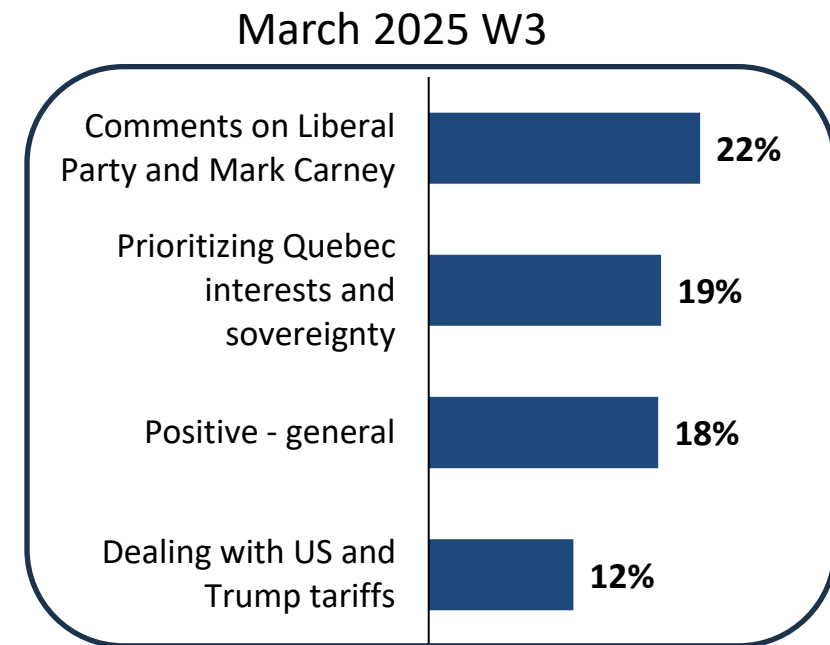
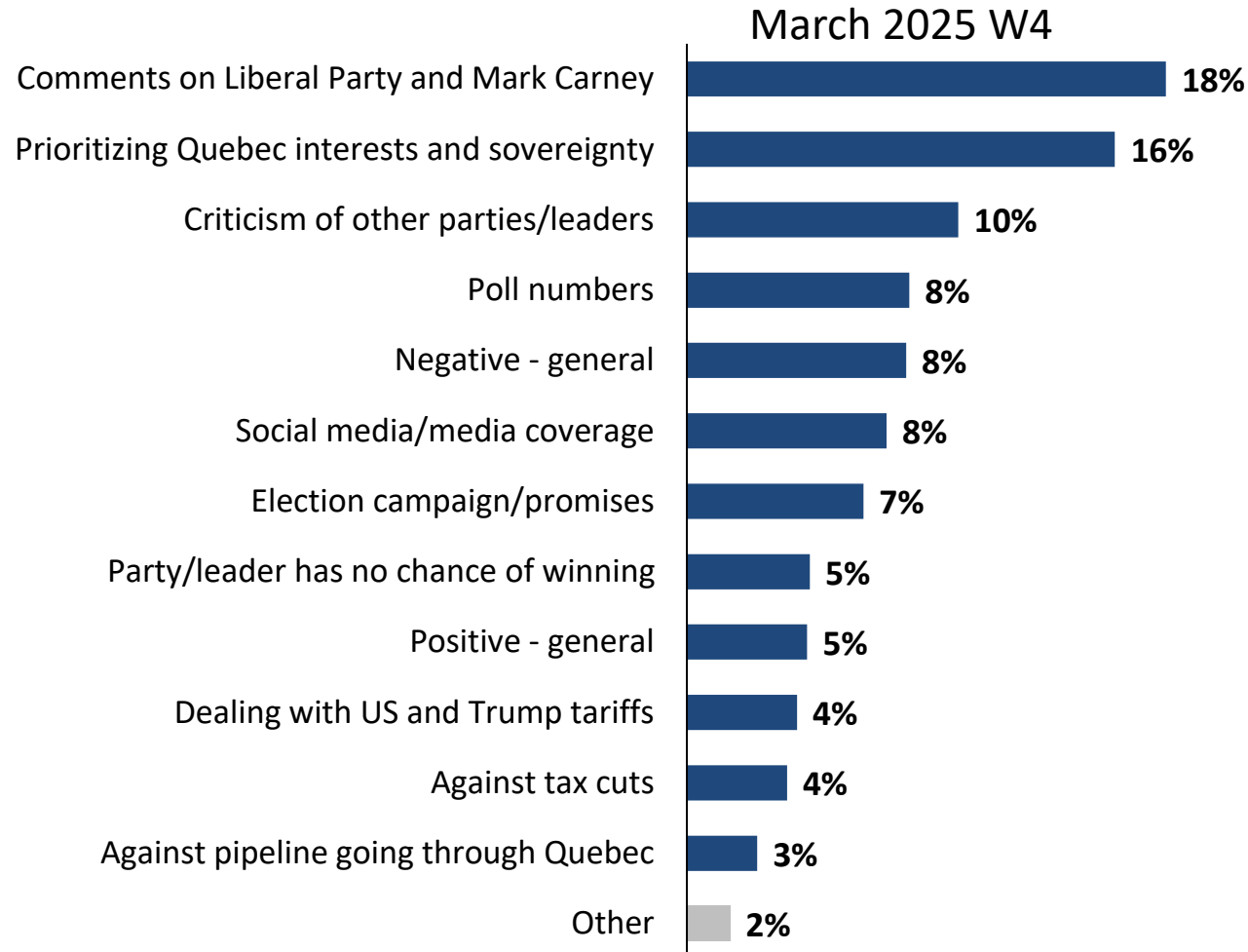
# Impact of RSH Bloc Québécois:

Top mentions are on LPC/Mark Carney, prioritization of Quebec, and criticism of other parties



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; March W3 n=34, W4 n=49]



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 and putting Quebec first

**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=49]

### Comments on Liberal Party and Mark Carney:

- « J'ai entendu Yves-François Blanchet dire que Carney est une boîte de Pandore et qu'il n'était pas non plus pour Pollievre mais pas du tout. »
- « Il a réagi au sujet du refus de Mark Carney de ne pas participer au débat face-à-face de TVA. »
- « Dénonce la bourde de Carney au sujet de Polytechnique. »

### Prioritizing Quebec interests and sovereignty:

- « Il dit que le seul parti concerné par les intérêts des Québécois est le sien. »
- « Le lancement de sa campagne électorale. La défense des intérêts du Québec dans le dossier des relations Canada-USA. »
- « Défendre les droits des québécois. »

### Criticism of other parties/leaders:

- « Comme toujours le problème sont les autres. »
- « En désaccord avec les autres. »

# Survey Methodology



**These are the results of an online survey conducted between March 26<sup>th</sup> and March 31<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=1,742 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 26<sup>th</sup> and March 31<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	214	12%	133	13%
Men 35-54	247	14%	158	16%
Men 55+	360	21%	190	19%
Women 18-34	221	13%	131	13%
Women 35-54	304	18%	167	17%
Women 55+	391	23%	216	22%
British Columbia	218	13%	139	14%
Alberta	218	13%	111	11%
Prairies	262	15%	64	6%
Ontario	612	35%	387	39%
Québec	311	18%	231	23%
Atlantic	121	7%	67	7%

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**Building Understanding.**

