



Canada This Month Federal Election

Public Opinion Research
Release Date: April 7th, 2025
Field Dates: April 3rd to April 7th, 2025

Table of Contents

Key Voter Segments	5
Time for Change	10
Federal Vote	14
Leadership	22
Reaction to Trump	26
Campaign Momentum	37
Methodology	45

Study Overview



Building from findings off previous waves, this report tracks:

- **Federal vote intentions**
- **Federal leadership**
- **Reaction to Trump**
- **Campaign momentum**

Summary

- 1** **In the aftermath of the April 2nd tariff news, the Liberals had a 6-point lead**, with 41% of decided voters choosing them. The last time they were this high was in 2020. QC, ON, and Atlantic regions show the highest Liberal support; Alberta/Prairies are more likely to support Conservatives. BC, with a statistical tie, remains a battleground.
- 2** **Carney's momentum is continuing.** His net favourability is up 5 points, while Poilievre's has dropped by 5 points, creating a 23-point gap between the two. 45% of Canadians see Carney as best suited to be a Prime Minister of Canada, Poilievre is 9 points behind, and also best equipped to handle Canada-US relations (15-point gap).
- 3** **While British Columbia (+44), Ontario (+45), Prairies (+42), and Atlantic provinces (+48) get the highest net approval** of their responses to issues resulting from Trump's presidency, Alberta (+9) and Quebec (+17) get the lowest. Contrary to Alberta's and Quebec's low approval of provincial governments, the approval of the federal government is at 36% for AB and 48% for QC.
- 4** **It's a turn of ties for Poilievre.** He is out of negative RSH favourability for the first time since mid-March. Only 3% of those who have RSH something about him associate him with Trump (compared to 9% in the last wave).
- 5** **Canadians are paying less attention to Campaigns;** the Liberal campaign sees a further 9-point decrease in attention and the Conservatives 12-points from the previous wave. While nearly three-quarters of Conservatives have heard all that they need to make up their minds, LPCs (39%), NDP (46%), and Bloc (46%) voters are open to hearing more. Voters are more certain now than they were just before the 2021 election.

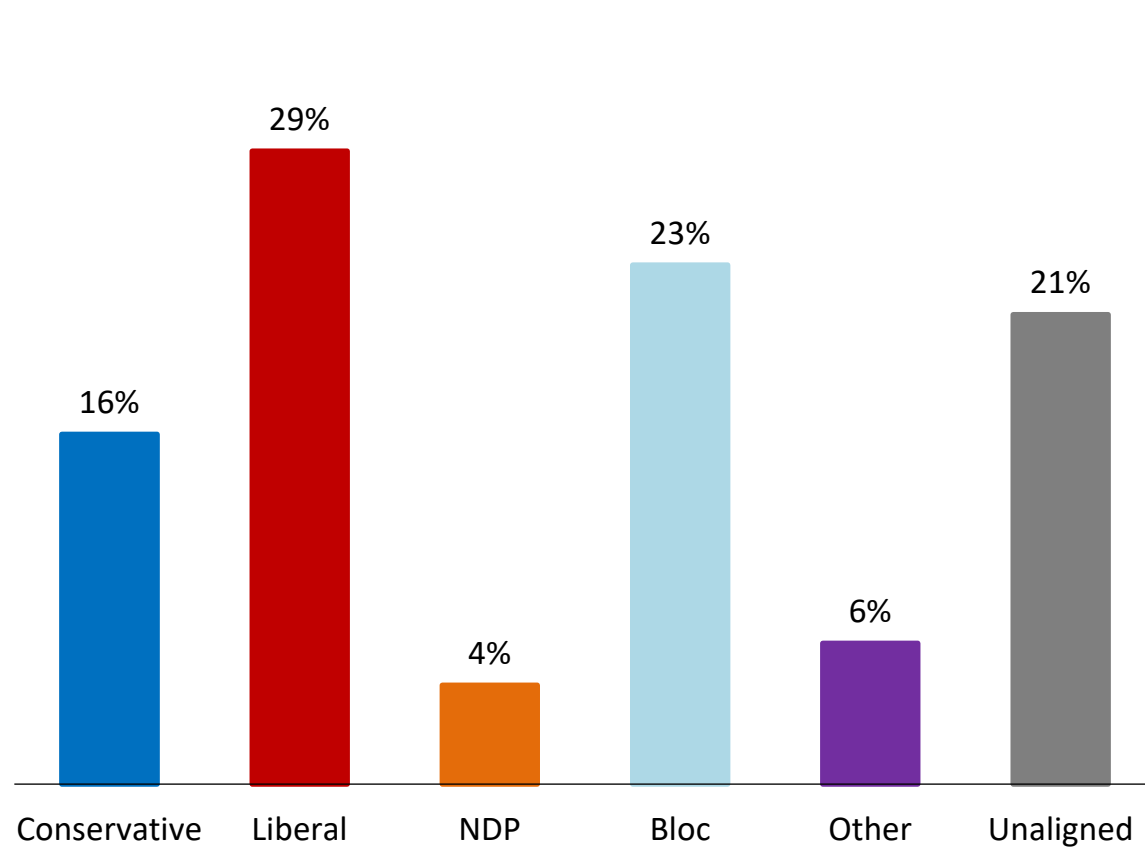
Key Voter Segments

Federal Party ID (Quebec vs. ROC):

Liberals lead in Quebec over Bloc by 5 points; Conservatives hold a 7-point lead over Liberals in the ROC

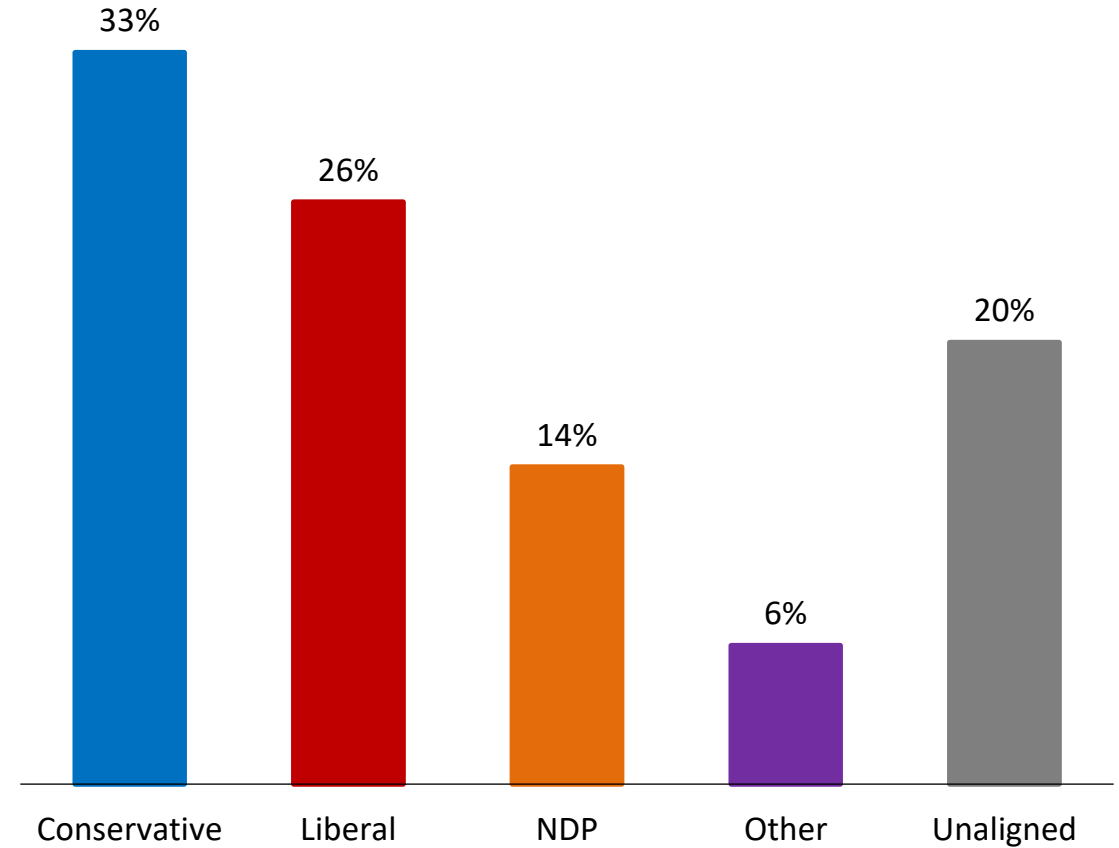
Party ID: Quebec

[Respondents in Quebec; n=230]



Party ID: Rest of Canada

[Respondents in the rest of Canada; n=770]



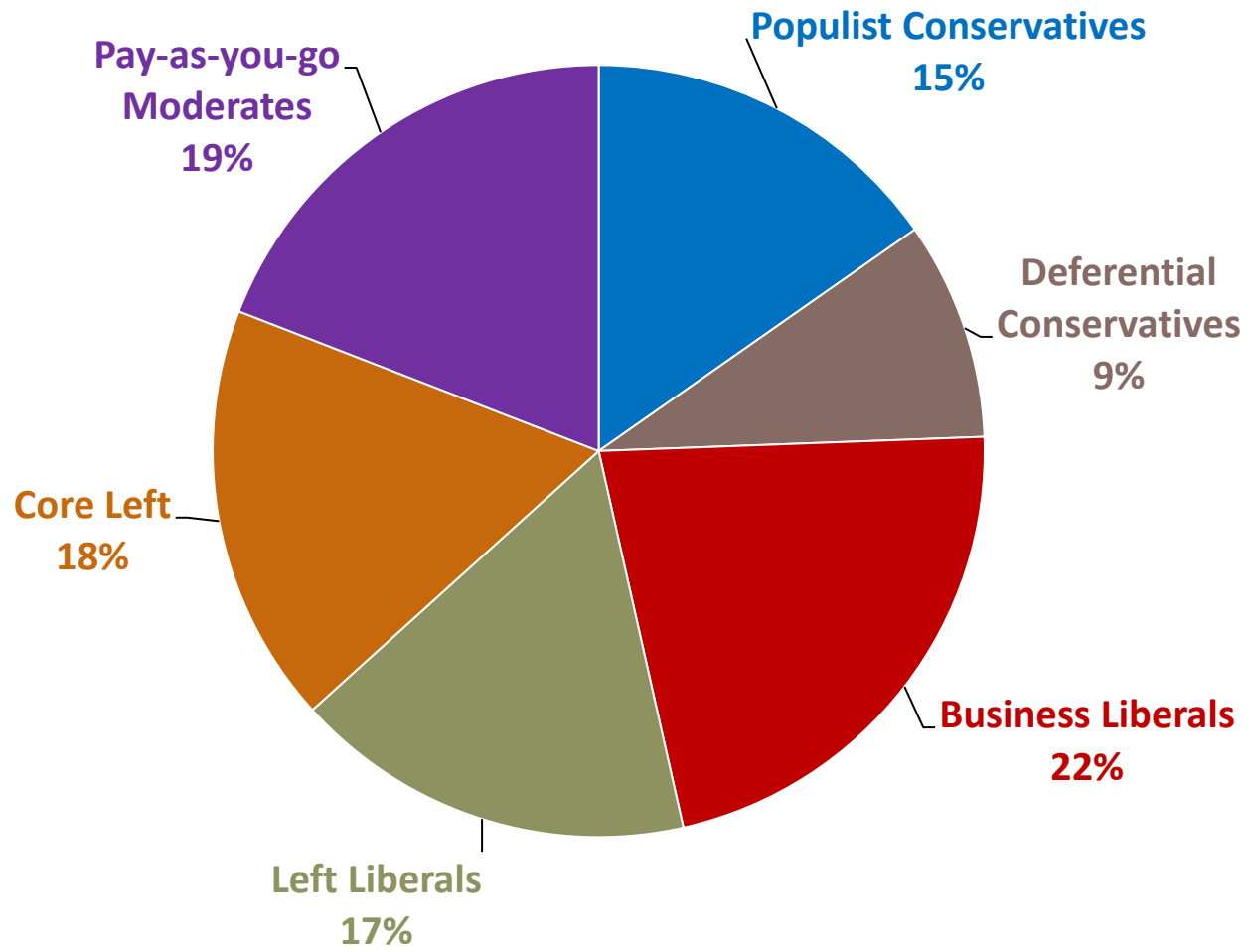
Value Clusters:

To win, any party must build a coalition across conflicting 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.

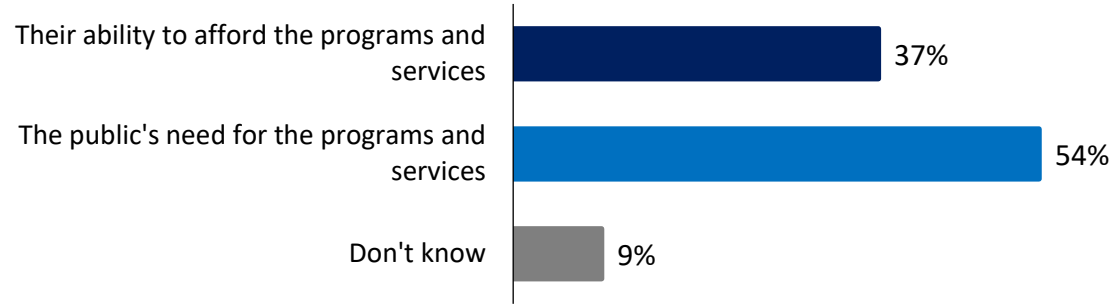
[asked of all respondents; n=1,000]



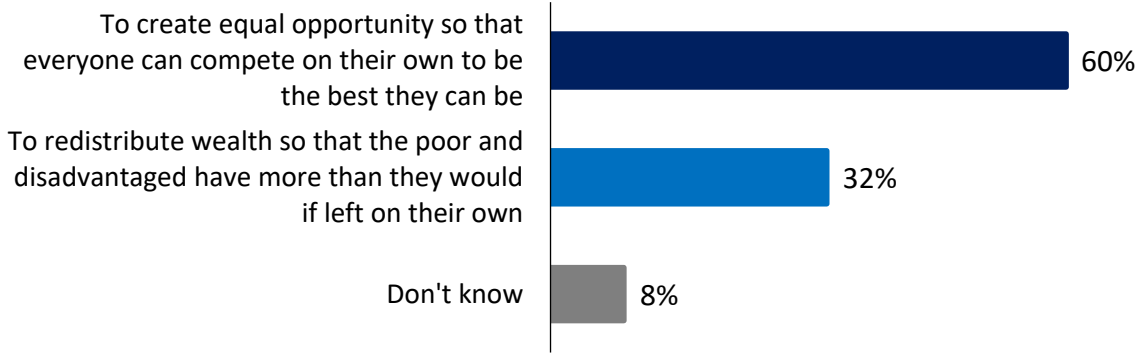
Core Political Values:

Over half believe the government should create equal opportunity and spend based on the public's need

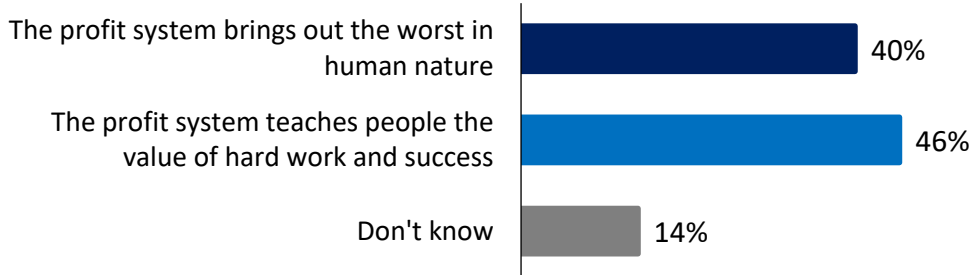
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?
[asked of all respondents; n=1000]



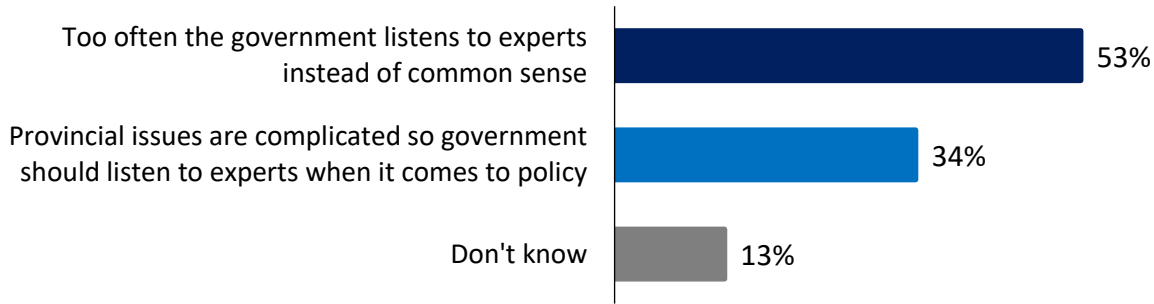
Q Is the main role of government to...?
[asked of all respondents; n=1000]



Q Which of the following statements comes closest to your view?
[asked of all respondents; n=1000]



Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=1000]



Defining Value Clusters:

Conservatives and Pay-as-you-go are more likely to say governments should base decisions on affordability

Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on...	Ability to afford	92%	90%	0%	0%	0%	78%
	Public Need	0%	0%	97%	92%	96%	0%
Is the main role of government to...?	Create equal opportunity	96%	72%	69%	96%	0%	37%
	Redistribute wealth	0%	25%	25%	0%	95%	38%
When it comes to government decision making...	Rely on common sense	100%	0%	45%	53%	48%	55%
	Listen to experts	0%	90%	46%	31%	38%	21%
The profit system...	Brings out the worst in human nature	0%	0%	0%	80%	88%	60%
	Teaches value of hard work and success	92%	92%	92%	0%	0%	15%

Note: Current data: April 2025



Time for Change

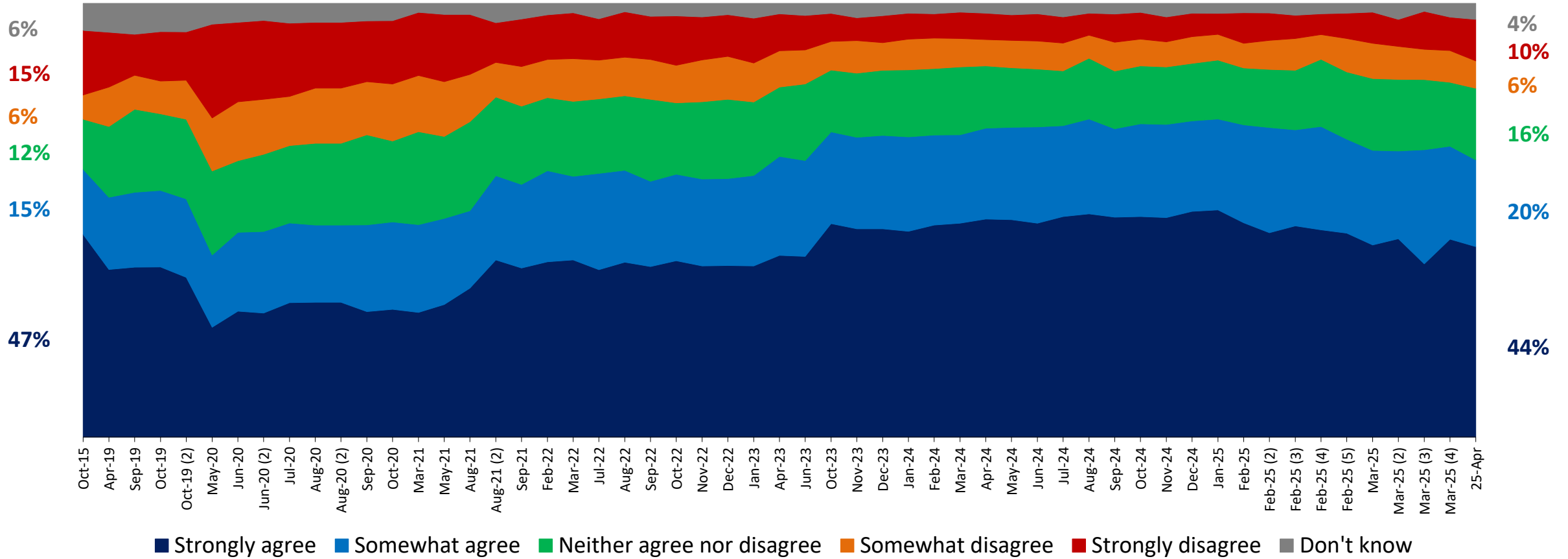
Time for Change Tracking:

3-point drop in agreement on 'Time for a change', total agreement at 64%



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=1000]

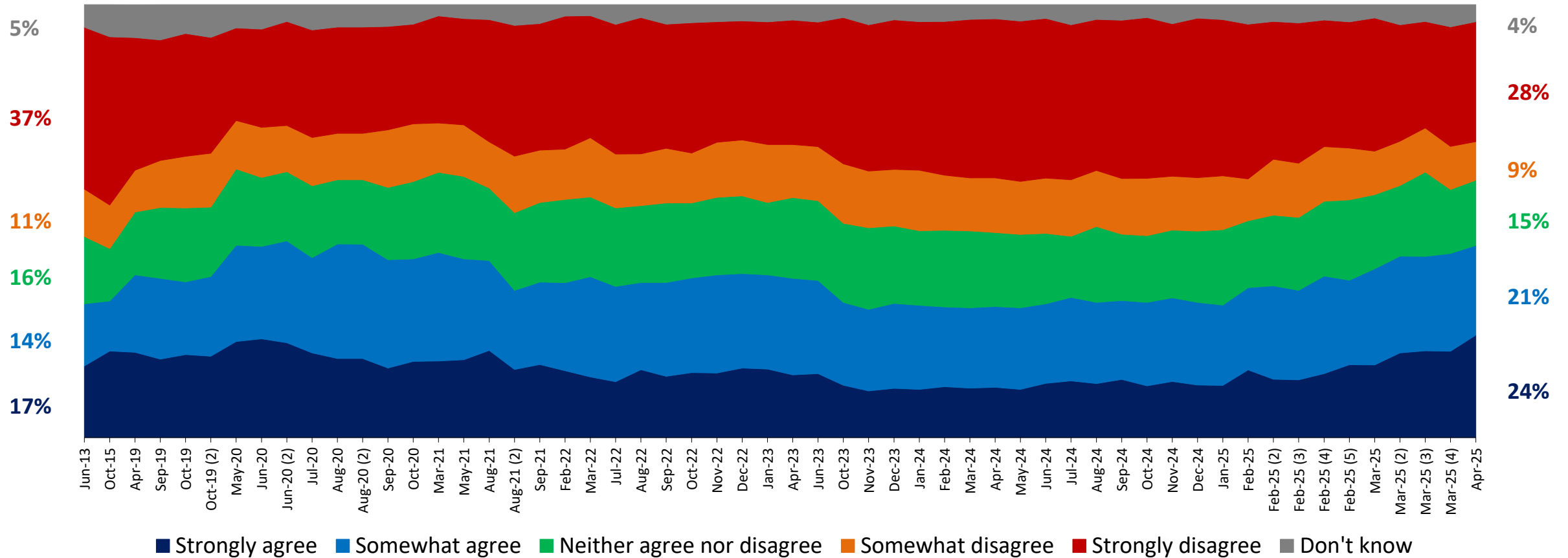


Time for Change Tracking:

44% of Canadians believe Liberals are the best party to govern – number is steadily increasing since January



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=1000]



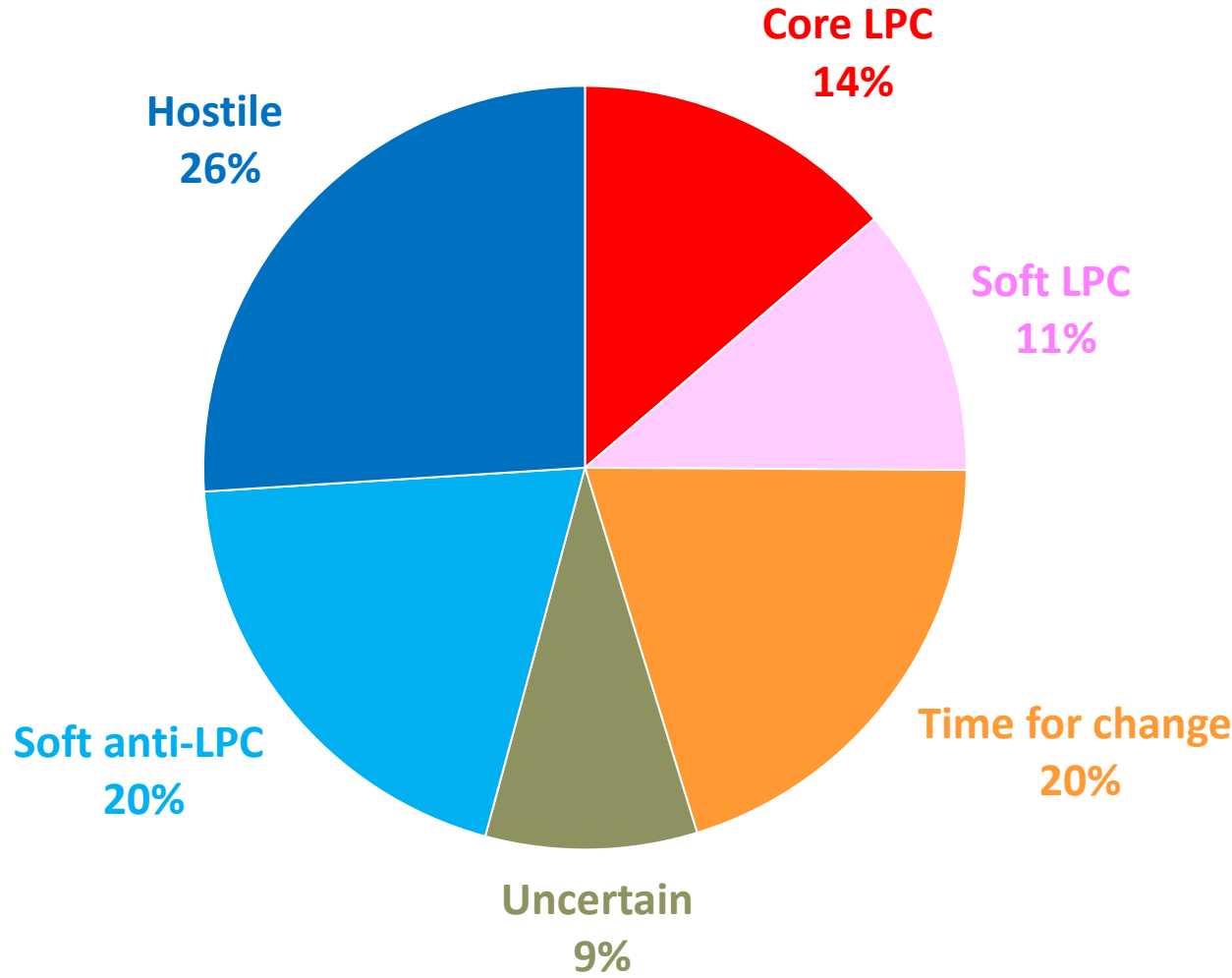
Time for Change Segmentation:

Hostile (26%) are the leading segmentation group, followed by Soft anti-LPC (20%) and Time for a change (20%)



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=1000]



Federal Vote

Federal Decided Vote Tracking:

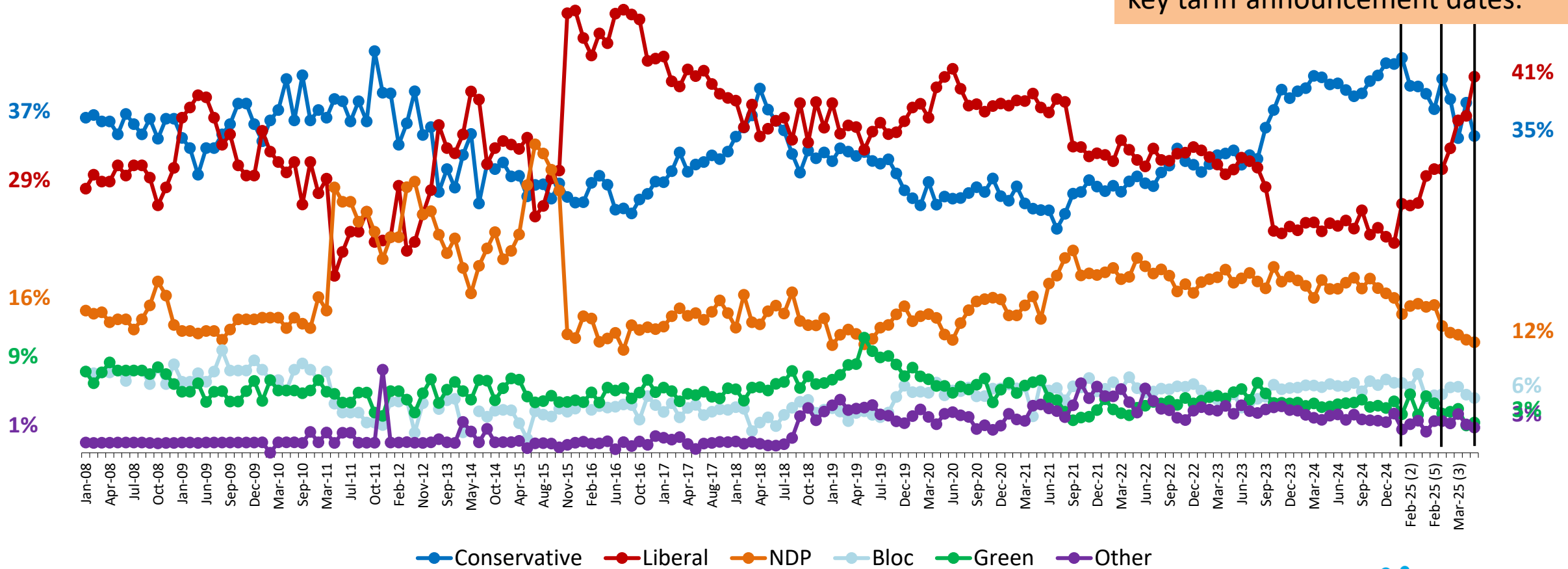
Conservatives see a 4-point drop, while Liberals see a 4-point increase after the most recent tariff news



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 only decided voters; n=906]

Feb 1st, March 4th and April 2nd are key tariff announcement dates.



Decided Vote by REGION:

Atlantic regions and ON show highest Liberal support; Alberta/Prairies more likely to support Conservatives

Decided vote by REGION

		REGION					
		BC	AB	Prairies	ON	QC	Atlantic
		(N=129)	(N=98)	(N=60)	(N=353)	(N=207)	(N=58)
Decided Vote	Conservative	38%	51%	46%	38%	19%	24%
	Liberal	41%	29%	37%	44%	40%	54%
	NDP	16%	14%	14%	12%	7%	18%
	Bloc	0%	0%	0%	0%	26%	0%
	Green	3%	2%	1%	5%	3%	2%
	Other	2%	4%	2%	2%	4%	3%

Note: Current data: April 2025

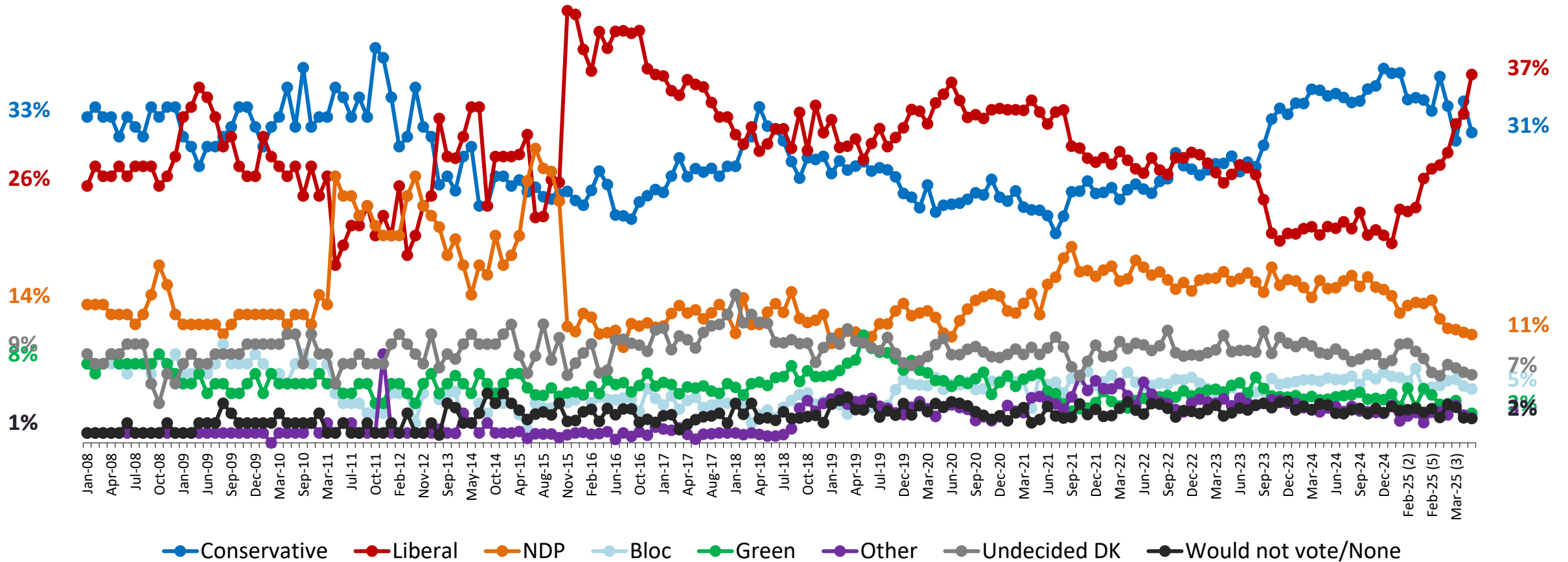
Federal Vote Tracking:

Liberals now lead Conservatives by 6 points; vote for Liberals have been on an upward trend since Jan '25



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=1000]



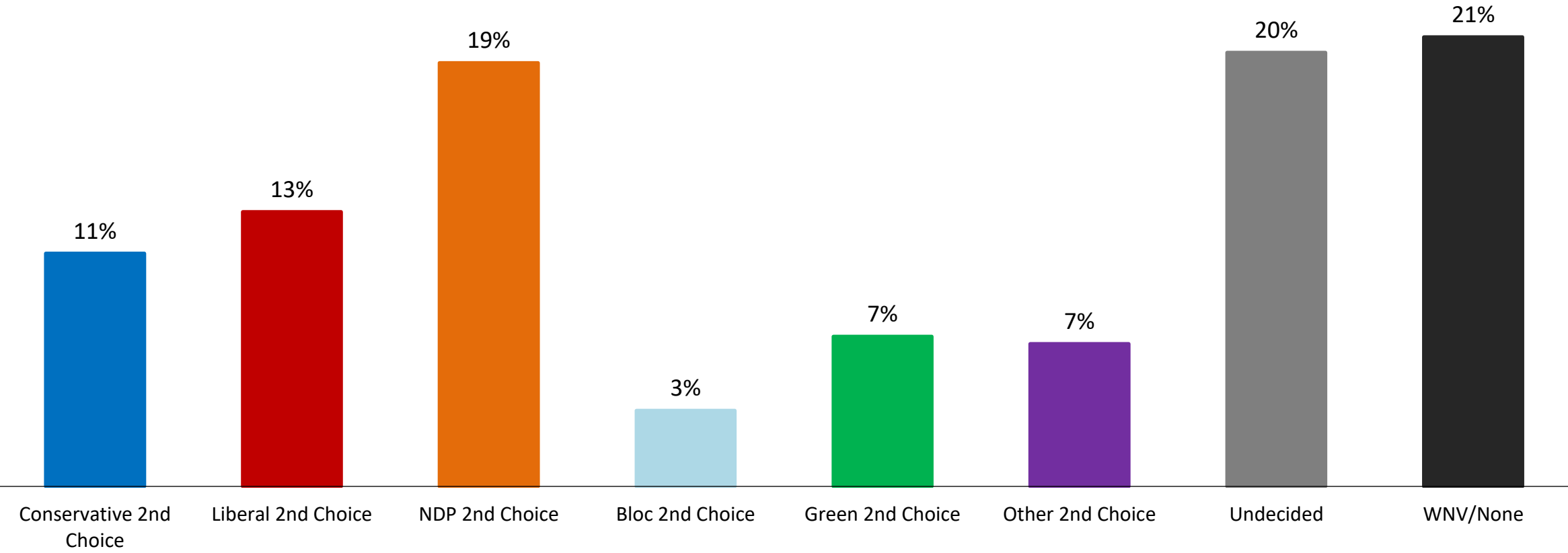
Federal 2nd Choice Party:

NDP remains in the lead as the second vote choice at 19%



And which party would be your second choice?

[asked only decided voters; n=906]



Federal 2nd Choice Party:

44% of those who prefer the NDP as their first choice rank the Liberals as their second choice

And which party would be your second choice? BY [Vote+Lean]

First Choice

Second Choice

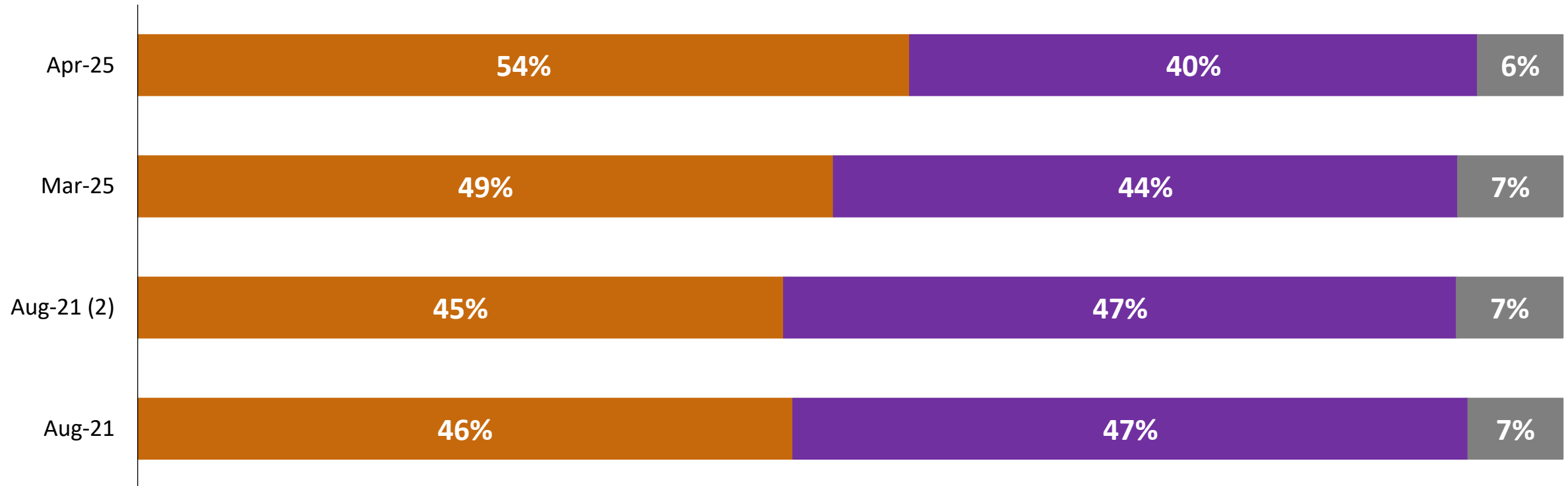
	Conservative 1st Choice (N=314)	Liberal 1st Choice (N=373)	NDP 1st Choice (N=110)	Bloc 1st Choice (N=54)	Green 1st Choice (N=30)
Conservative 2nd Choice		18%	12%	17%	7%
Liberal 2nd Choice	16%		44%	18%	23%
NDP 2nd Choice	9%	36%		12%	20%
Bloc 2nd Choice	2%	6%	1%		0%
Green 2nd Choice	6%	6%	14%	6%	0%
Other 2nd Choice	13%	2%	3%	1%	13%
Undecided	22%	18%	15%	28%	24%
WNV/None	32%	14%	12%	17%	13%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.
Current data: April 2025

Firmness of Vote Tracking:

Voters are more certain now than they were just before the 2021 election

Q Which statement is closest to your view about the upcoming federal election?
[asked of all respondents; n=1000]



- I have heard all I need to make up my mind in this election
- I would like to hear more before I finally make up my mind in this election
- Don't know

Firmness of Vote:

While nearly three quarters of Conservatives are locked-in, others are more open to more information.

Which statement is closest to your view about the upcoming federal election BY [Vote+Lean]

First Choice

	Conservative 1st Choice (N=298)	Liberal 1st Choice (N=352)	NDP 1st Choice (N=97)	Bloc 1st Choice (N=52)
I have heard all I need to make up my mind in this election	73%	57%	50%	50%
I would like to hear more before I finally make up my mind in this election	26%	39%	46%	46%
Don't know	1%	4%	4%	4%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.

Current data: April 2025

Leadership



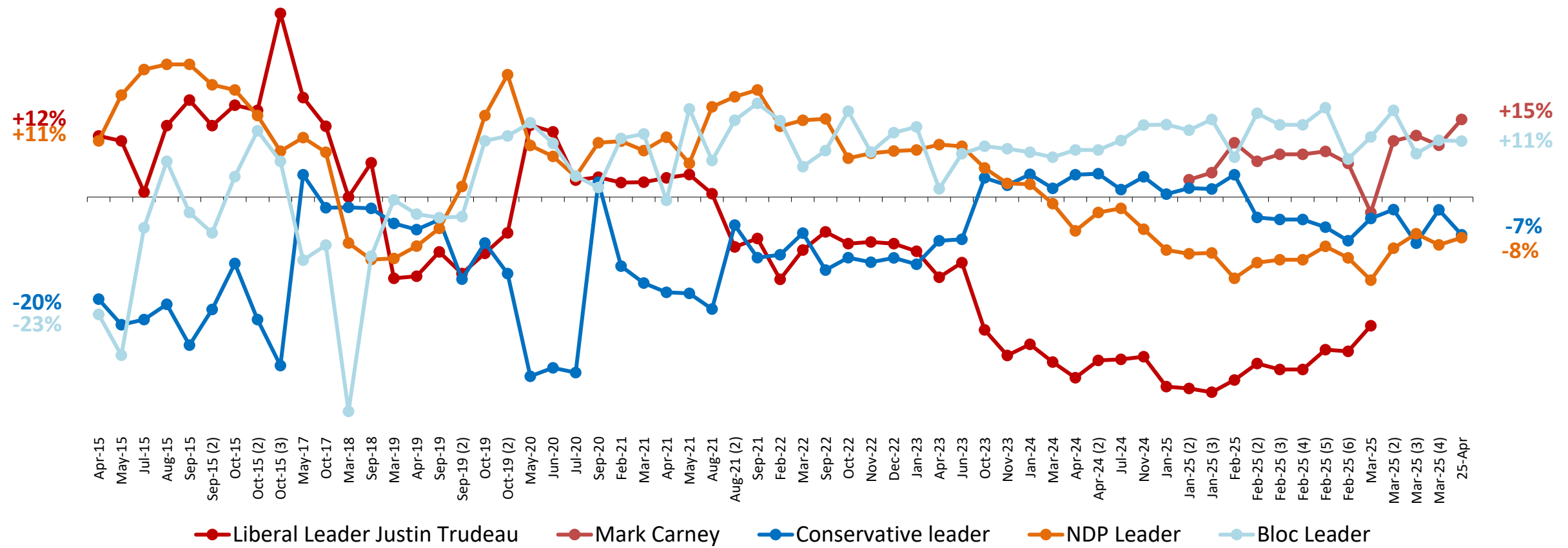
Party Leader NET Favourables Tracking:

Carney's net favourability is up 5 points, while Poilievre's has dropped by 5 points, 23 point gap.



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=1000]



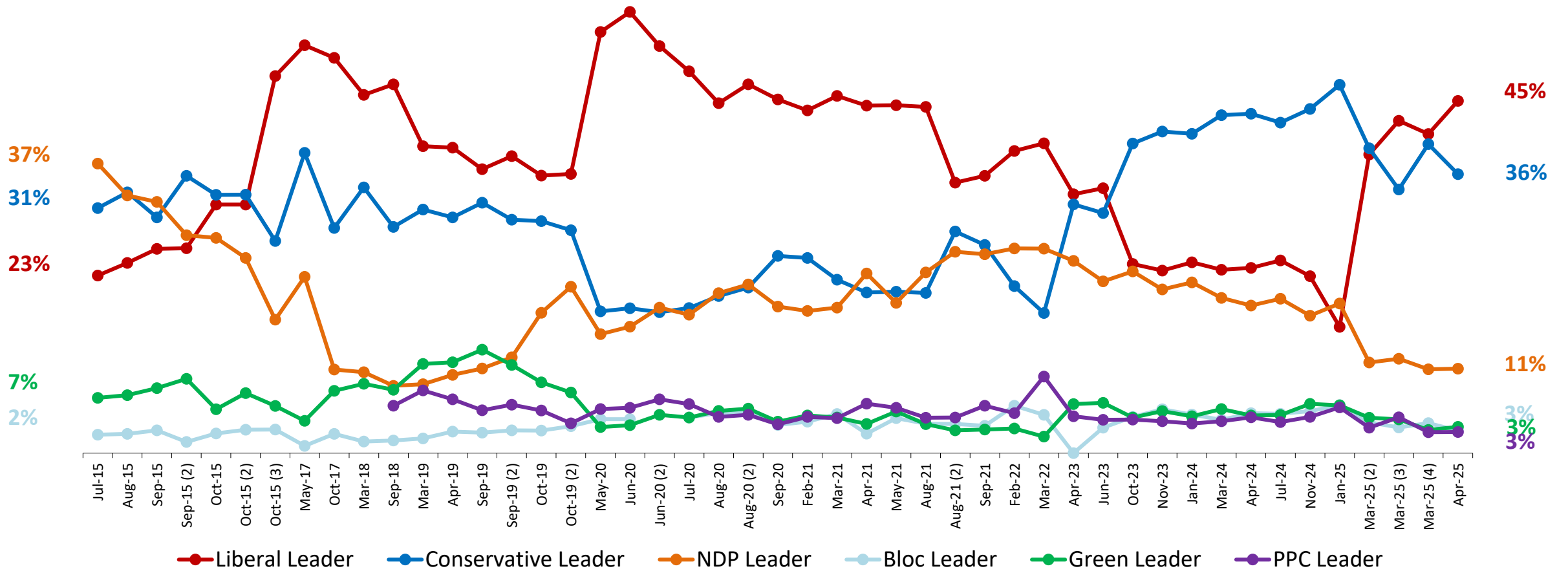
Note: Green Leader, People's Party Leader not shown.
 Current data: April 2025
 Note: Results for Yves-Francois Blanchet for Quebec respondents only



Best Prime Minister Tracking (Decided):

Support for Carney and Poilievre diverges, with Poilievre trailing by 9 points

Q Which of the following party leaders would make the best Prime Minister of Canada?
[asked all decided voters; n=906]



Best Prime Minister by Values Clusters:

Liberals hold their ground while showing influence among Deferential Conservatives.

		Values Clusters					
		Populist Conservatives (N=153)	Deferential Conservatives (N=91)	Business Liberals (N=221)	Left Liberals (N=168)	Core Left (N=176)	Pay-as-you-go Moderates (N=191)
Best Prime Minister	Liberal Leader	17%	37%	46%	34%	49%	32%
	Conservative Leader	58%	26%	26%	28%	16%	25%
	NDP Leader	4%	4%	9%	11%	15%	8%
	Bloc Leader	1%	7%	2%	3%	1%	2%
	Green Leader	4%	3%	1%	2%	3%	4%
	PPC Leader	6%	2%	1%	0%	2%	3%
	Undecided/DK	10%	19%	14%	16%	10%	20%
	None	1%	2%	1%	6%	5%	5%

Note: Current data: April 2025

Reaction to Trump

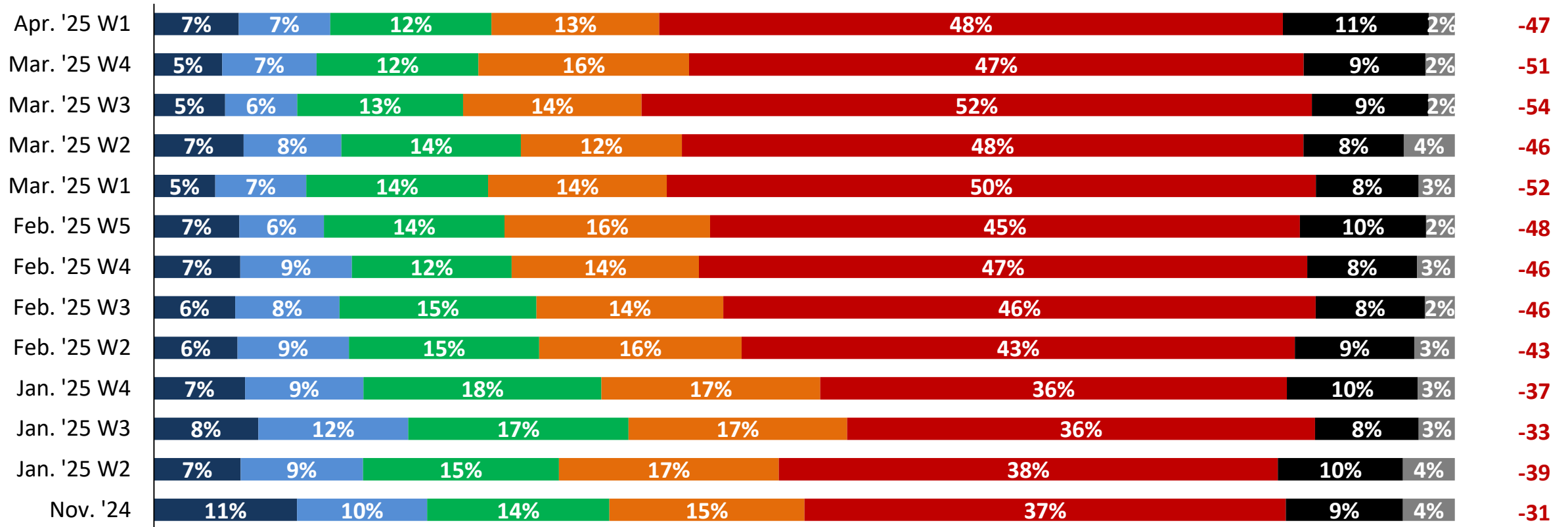
Attitude Towards President Trump:

Net excited among Canadians have decreased 7 points since mid March

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; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000; Mar. '25 W4 n=1,000; Apr. '25 W1 n=1,000]

Net Excited



■ Very excited
 ■ Somewhat excited
 ■ A mix of excited and afraid
 ■ Somewhat afraid
 ■ Mostly afraid
 ■ Neither
 ■ Don't know

Provincial Leadership Approval:

BC (+4) and ON (+3) see slight net approval increase for provincial response to Trump

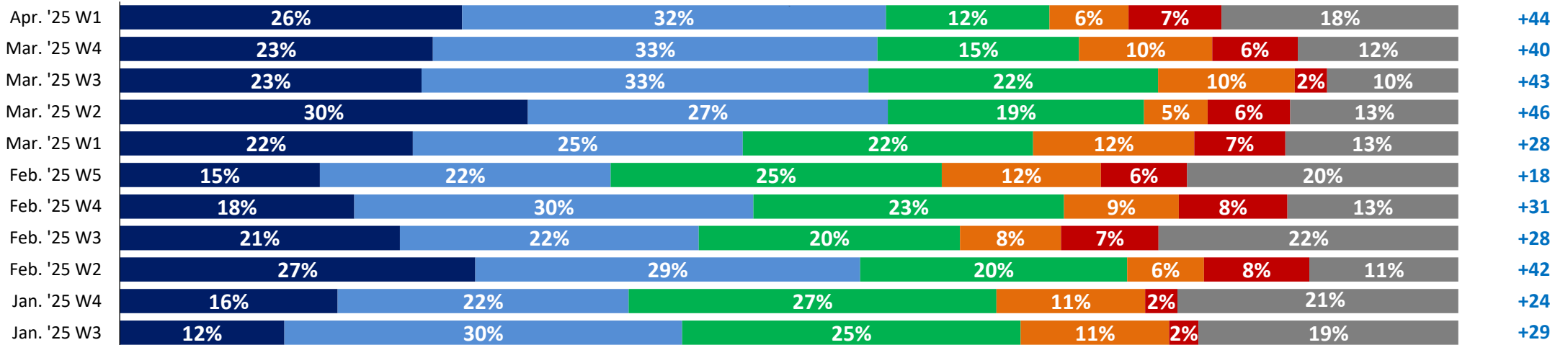


Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?

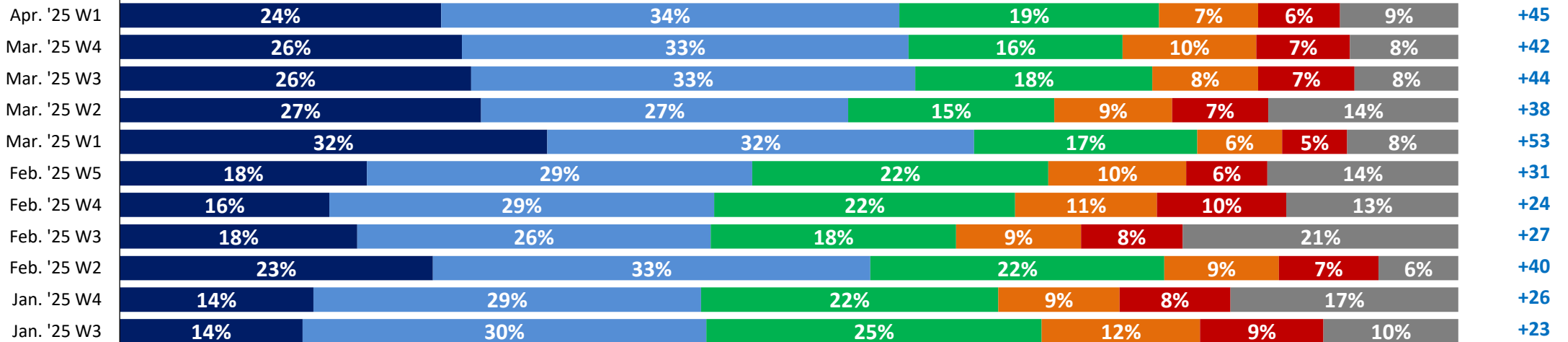
[asked of all respondents; Mar. '25 W4 ON n=387, BC n=139, Apr. '25 W1 ON n=386, BC n=140]

Net Approval

British Columbia



Ontario



■ Strongly approve
 ■ Somewhat approve
 ■ Neither approve nor disapprove
■ Somewhat disapprove
 ■ Strongly disapprove
 ■ Don't know

Provincial Leadership Approval:

While Prairies see an all-time high in approval of prov government, AB sees 9 point drop in approval

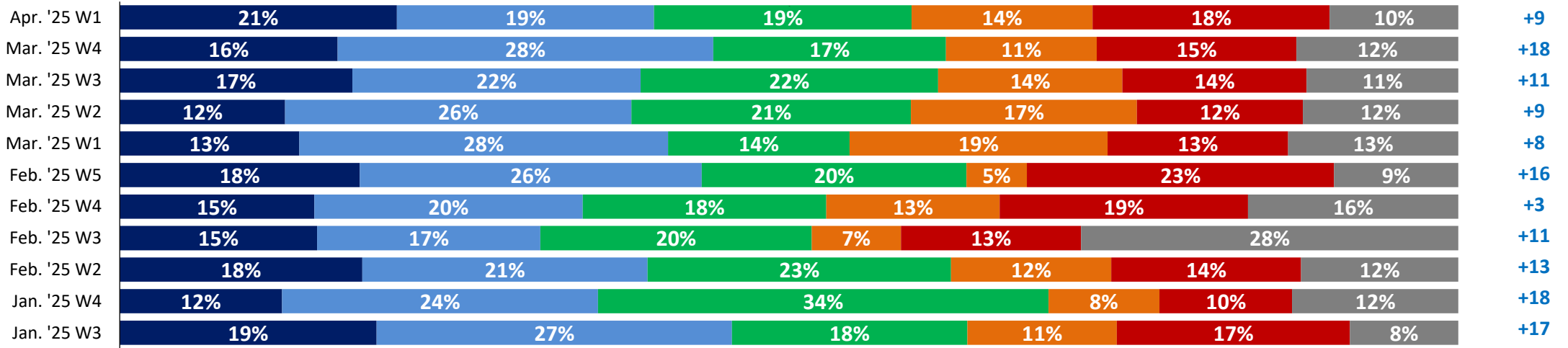


Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?

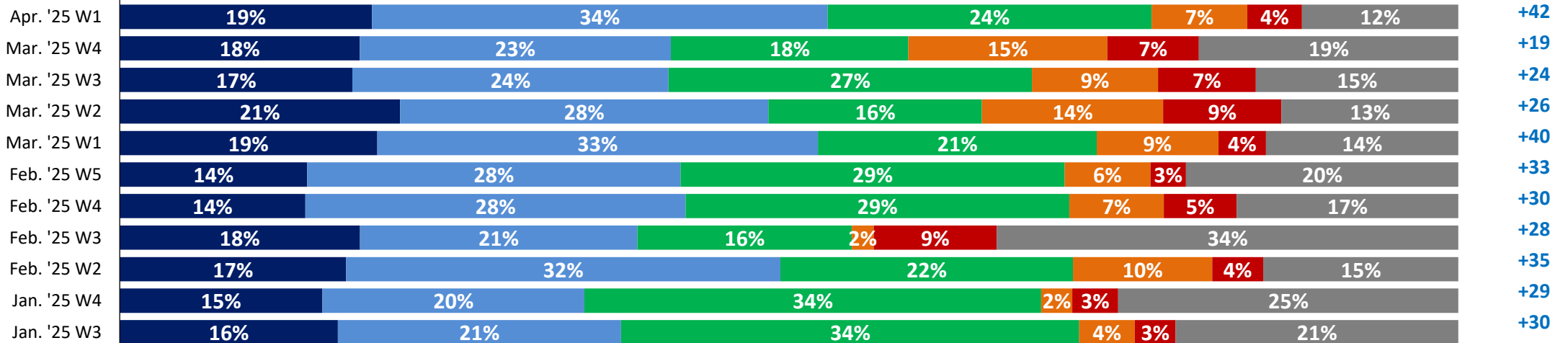
[asked of all respondents; Mar. '25 W4 AB n=111, Prairies n=64 ; Apr. '25 W1 AB n=111, Prairies n=66]

Net Approval

Alberta



Prairies



■ Strongly approve
 ■ Somewhat approve
 ■ Neither approve nor disapprove
■ Somewhat disapprove
 ■ Strongly disapprove
 ■ Don't know

Provincial Leadership Approval:

The Atlantic government's net approval rises 10 points, while Quebec's remains marginally the same



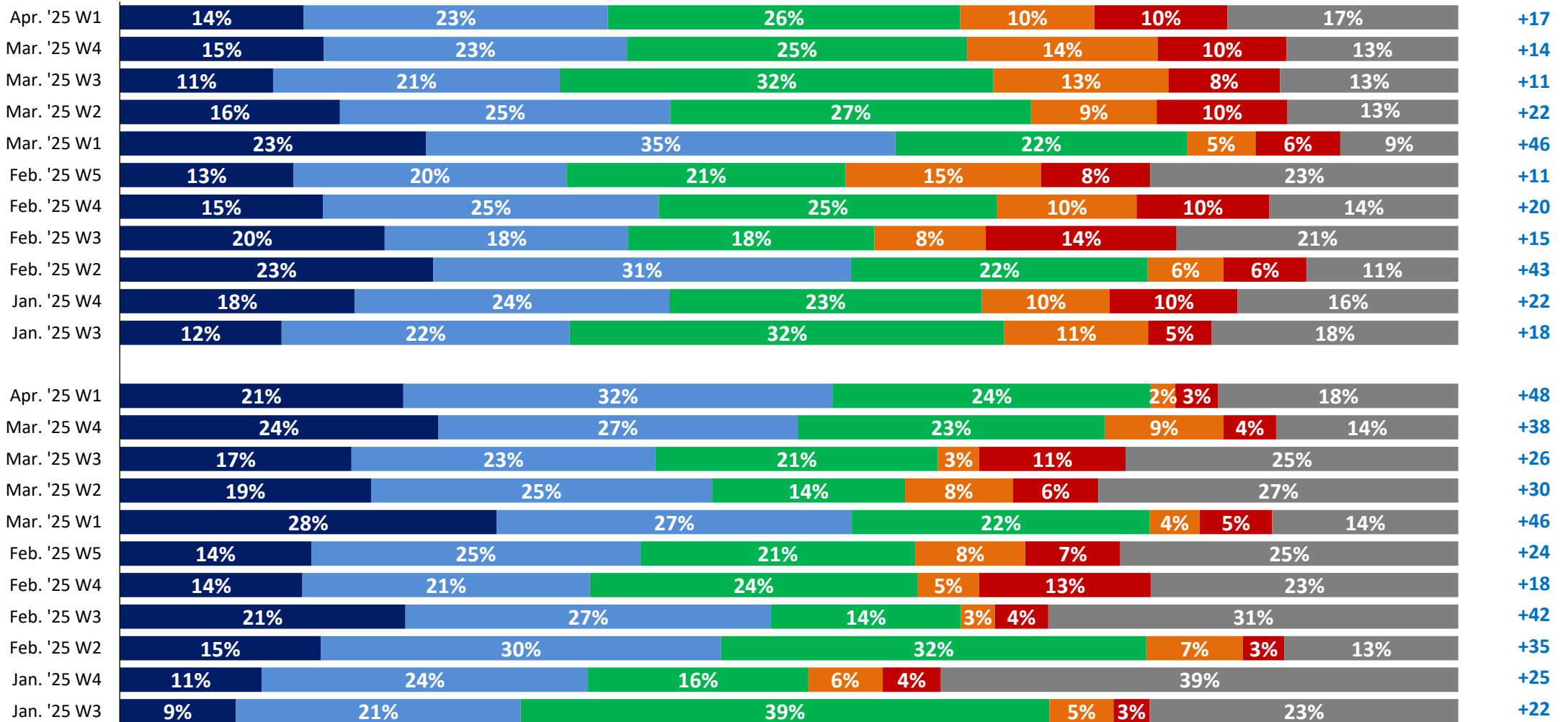
Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?

[asked of all respondents; Mar. '25 W4 QC n=231, ATL n=67 ; Apr. '25 W1 QC n=230, ATL n=67]

Net Approval

Quebec

Atlantic



■ Strongly approve
 ■ Somewhat approve
 ■ Neither approve nor disapprove
■ Somewhat disapprove
 ■ Strongly disapprove
 ■ Don't know

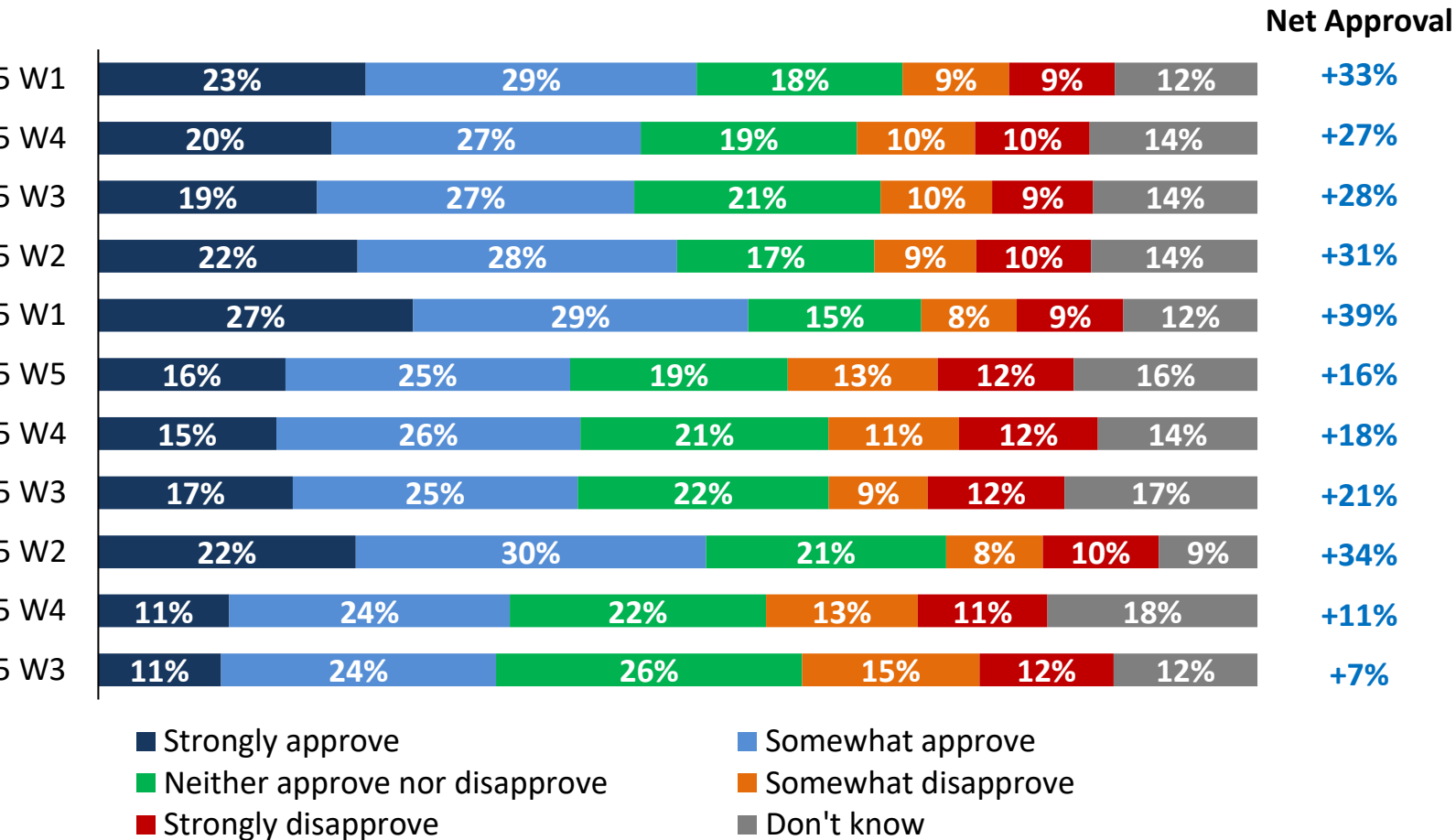
Federal Leadership Approval:

Net approval of the federal government is up 7 points since March W4, with the highest approval among 55+



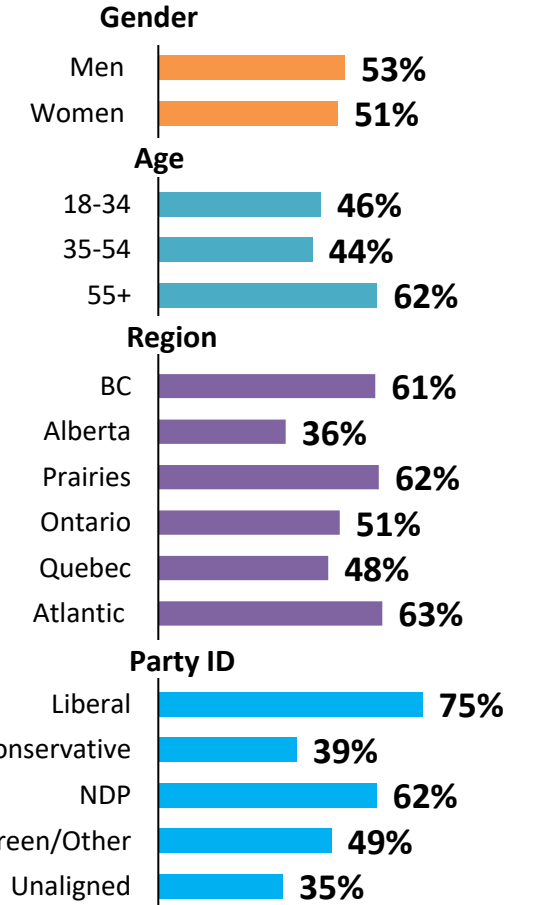
Now thinking about the federal government, do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency?

[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; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000; Mar. '25 W4 n=1,000; Apr. '25 W1 n=1,000]



Segmentation

Those who say 'Approve'



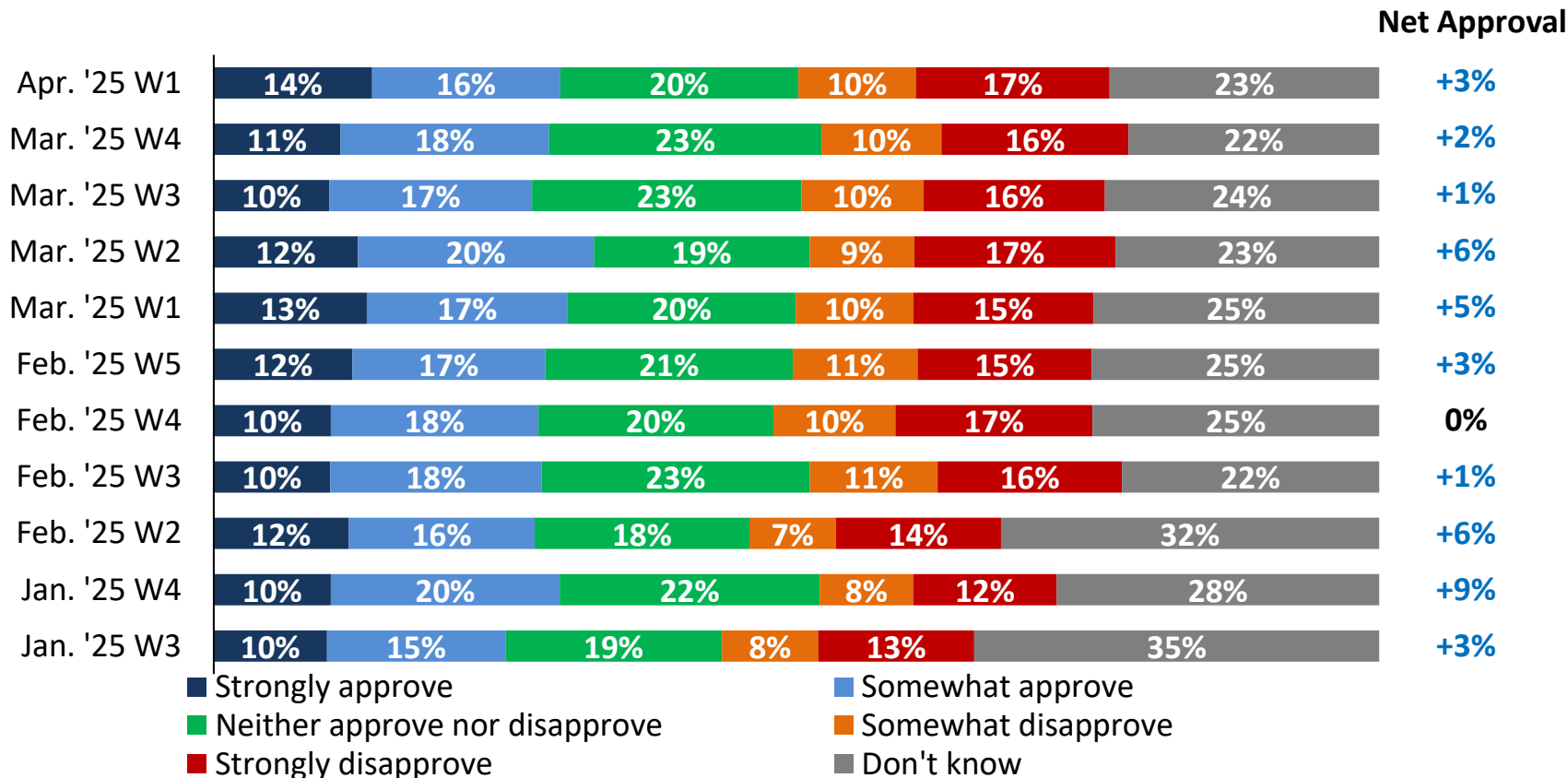
Pierre Poilievre and the Conservatives' Approach:

Canadians remain divided on CPC's response to Trump with many uncertain; the highest approval among men



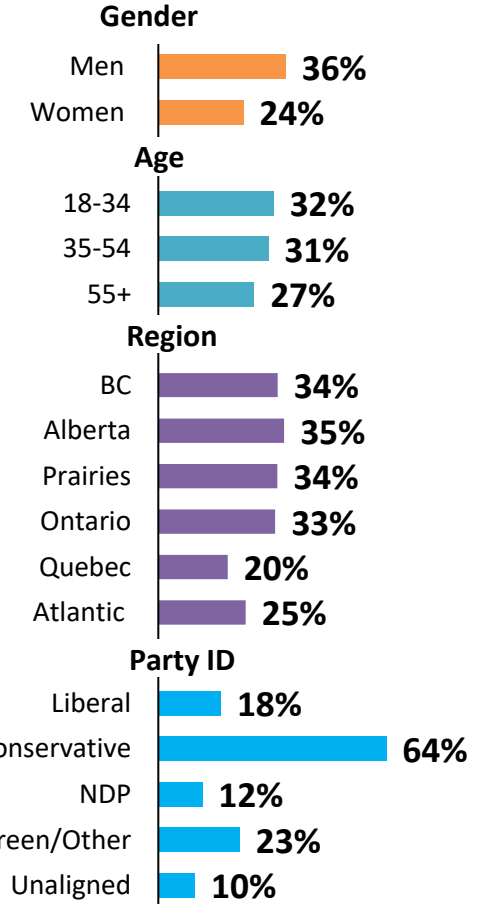
Do you approve or disapprove of the way Pierre Poilievre and the Conservative Party is responding to issues resulting from Donald Trump's presidency?

[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; Mar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000; Mar. '25 W4 n=1,000; Apr. '25 W1 n=1,000]



Segmentation

Those who say 'Approve'



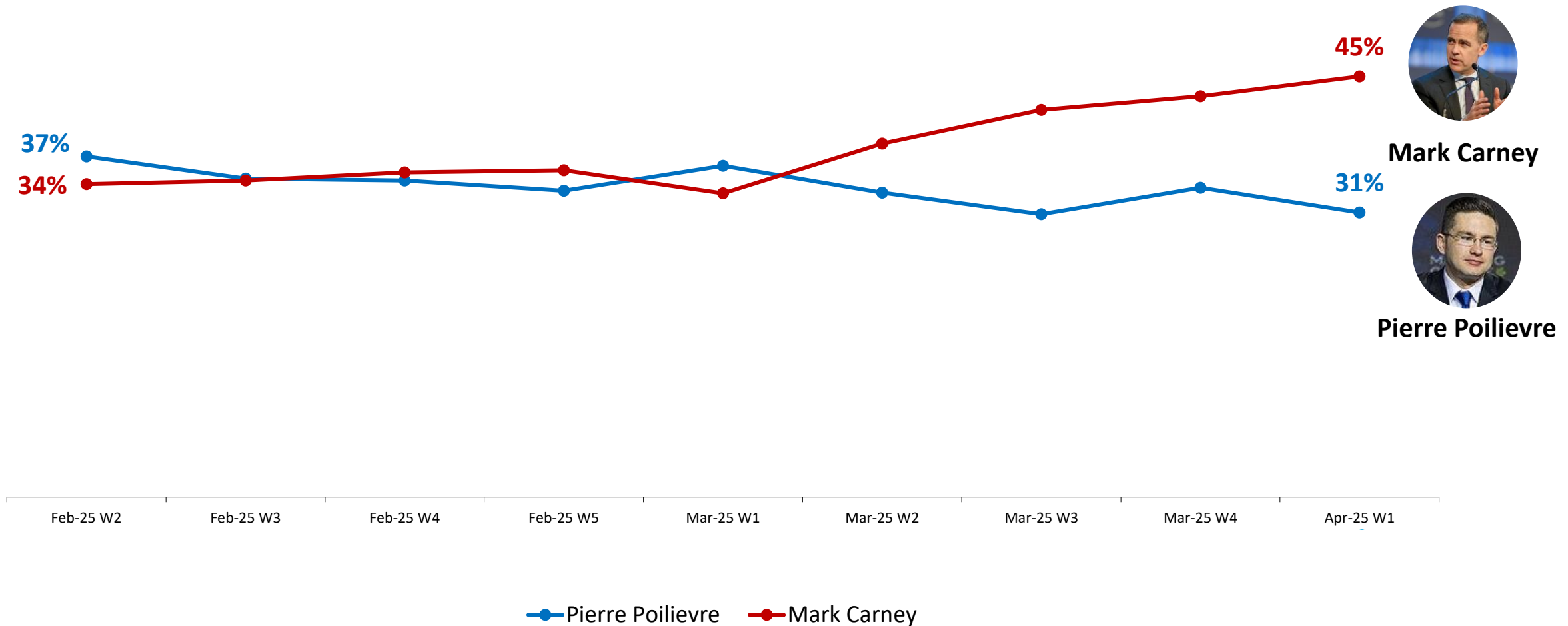
Best Leader for Canada-US Relations Tracking:

Carney continues to be perceived as the best equipped to handle Canada – US relations (15-point gap)



Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency?

[asked of all respondents, Feb. '25 W2, W3, W4, W5 each n=1,000; Mar. '25 W1, W2, W3, W4 each n=1,000; Apr. '25 W1 n=1,000]



Best Leader for Canada-US Relations BY Afraid:

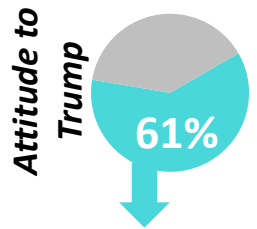
55% of those 'Afraid' about Trump's presidency favour Carney



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, W3, W4, W5 each n=1,000; Mar. '25 W1, W2, W3, W4 each n=1,000; Apr. '25 W1 n=1,000]

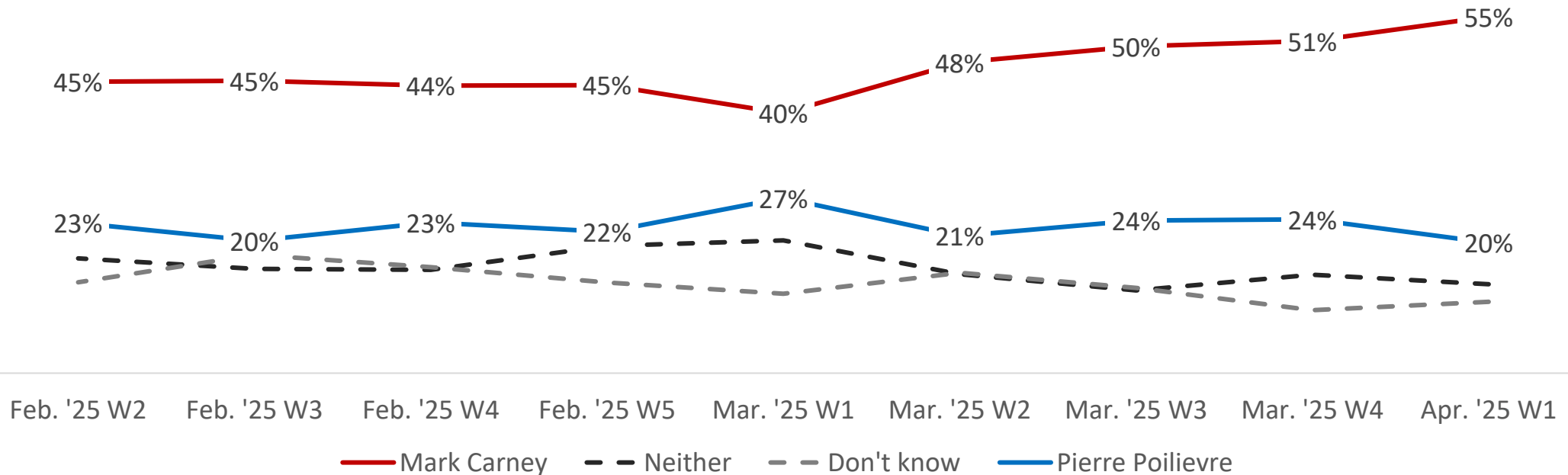
Afraid



Mark Carney



Pierre Poilievre



Best Leader for Canada-US Relations BY Mix of Excited/Afraid:

44% of those with mixed feelings about Trump's presidency favour Poilievre

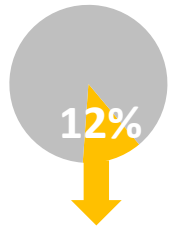


Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP

[asked of all respondents, Feb. '25 W2, W3, W4, W5 each n=1,000; Mar. '25 W1, W2, W3, W4 each n=1,000; Apr. '25 W1 n=1,000]

A mix of excited/afraid

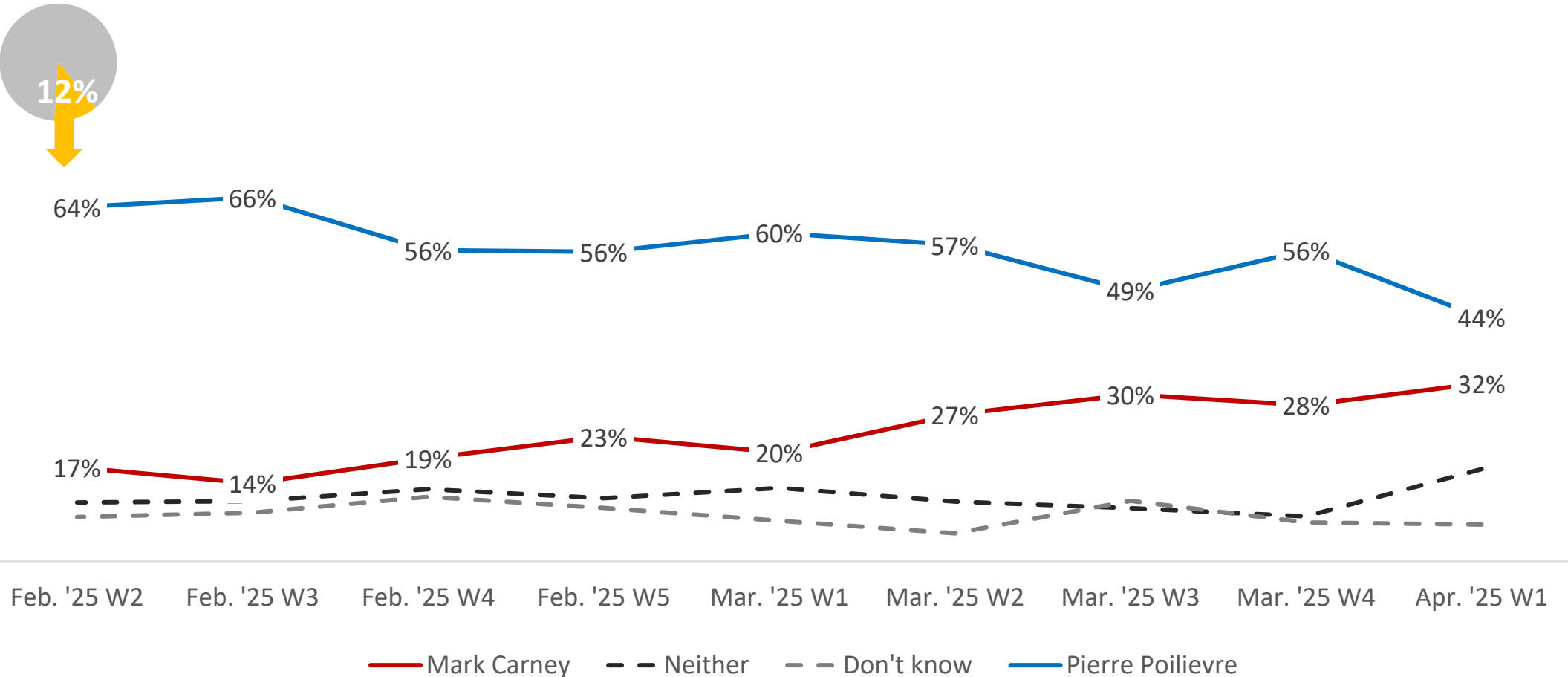
Attitude to Trump



Pierre Poilievre



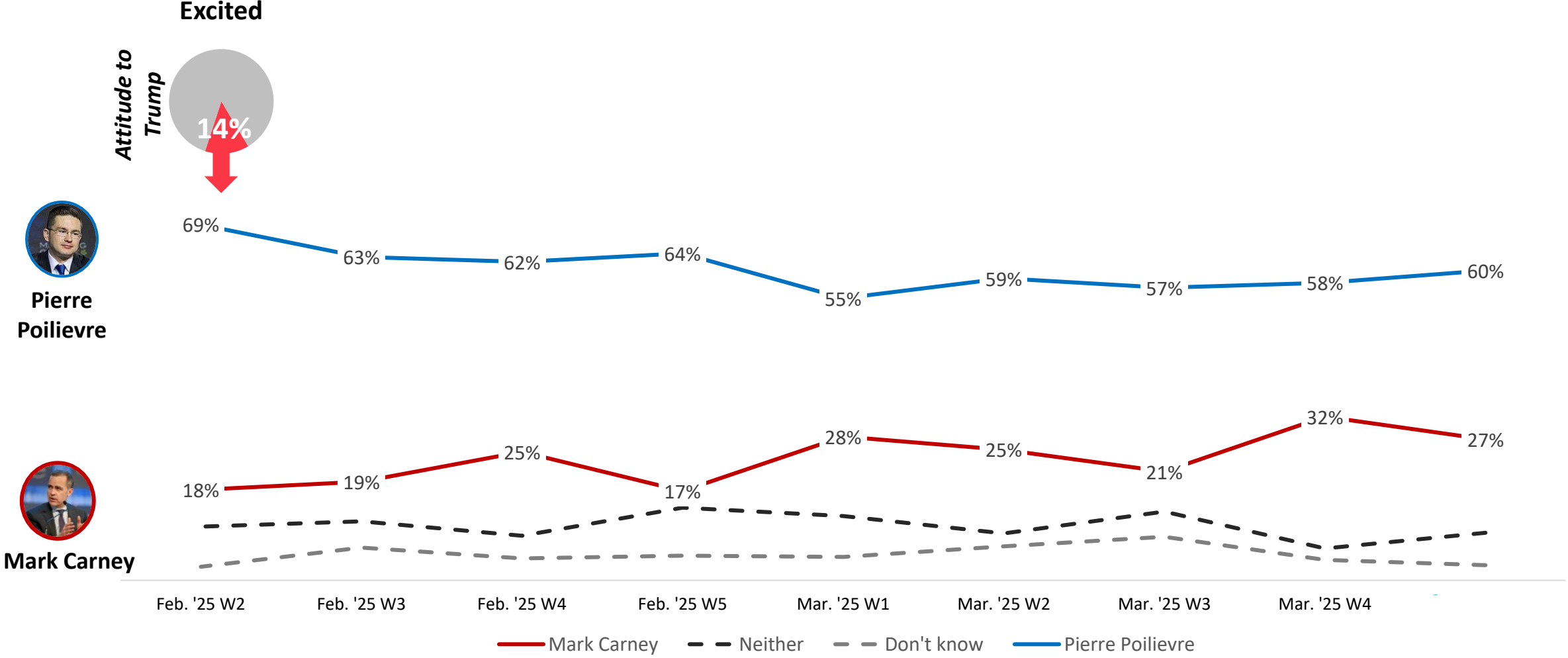
Mark Carney



Best Leader for Canada-US Relations:

60% of those excited about Trump's presidency favour Poilievre

Q 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, W3, W4, W5 each n=1,000; Mar. '25 W1, W2, W3, W4 each n=1,000; Apr. '25 W1 n=1,000]



Pierre Poilievre



Mark Carney

Campaign Momentum

The background is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the page. The circles are semi-transparent and do not overlap the text.

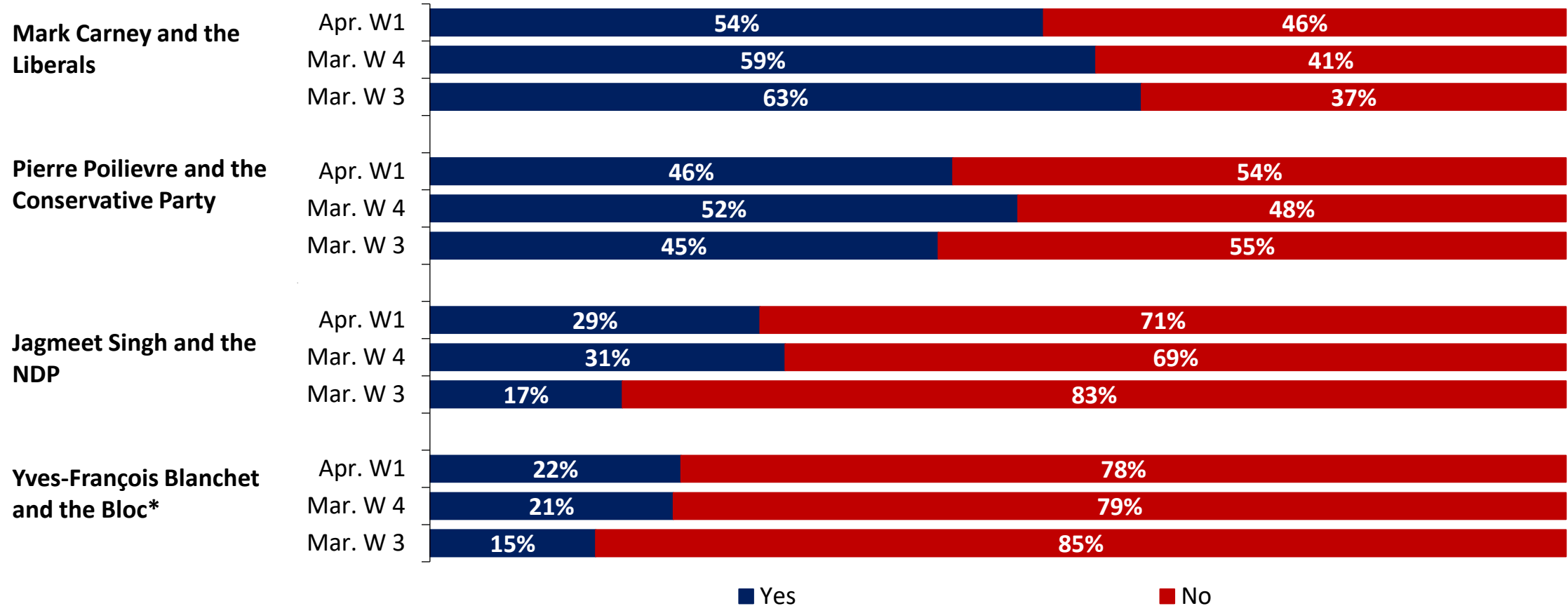
Campaign Attention:

Liberal campaign sees a further 9-point decrease and Conservative 12-point in attention from the previous wave



Have you read, seen or heard anything about [LEADER] and the [PARTY] in the last few days?

[asked of all respondents; n=1000]



RSH Impact:

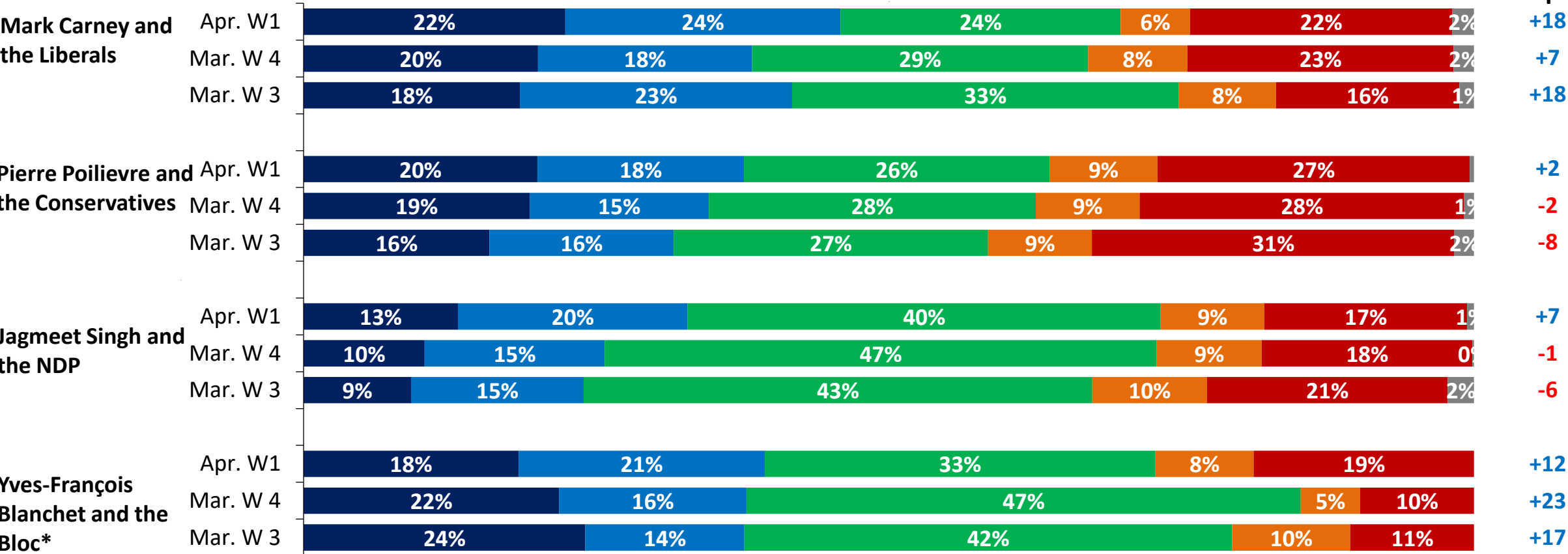
Carney gains 11, and Poilievre has a first-time positive net impact gaining 4 points since last wave



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; LPCs, n=540; CPCs, n=460; NDP, n=291; Bloc, n=51]

Net RSH Impact



■ 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.

Top Four Mentions for Liberals and CPC:

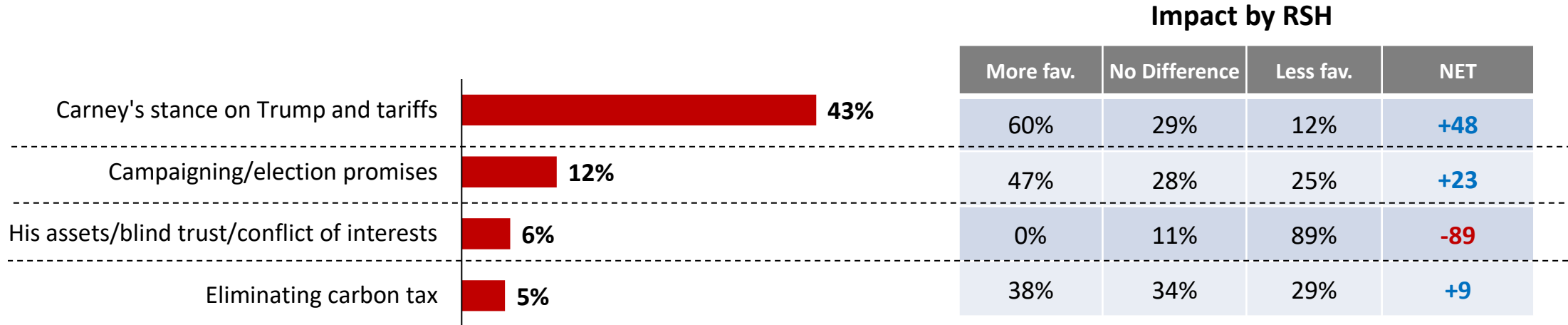
Trump and tariff dominate Carney mentions at 43% with a strongly positive net impact of +48



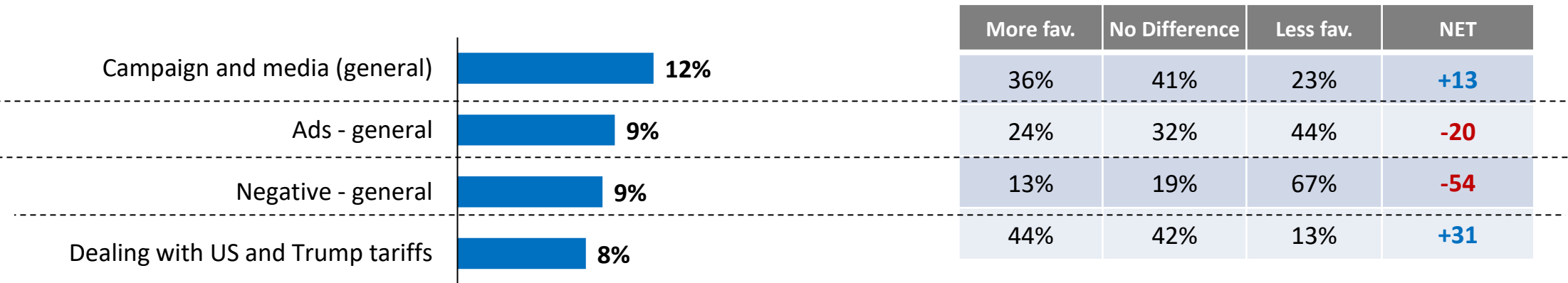
And what have you read, seen or heard about Mark Carney and the Liberals in the last few days?
 Have you read, seen or heard anything about Pierre Poilievre and the Conservative Party in the last few days?
[asked only of those who RSH about Mark Carney and the Liberals; n=540; Pierre Poilievre and the PCs; n=460]



Mark Carney



Pierre Poilievre



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



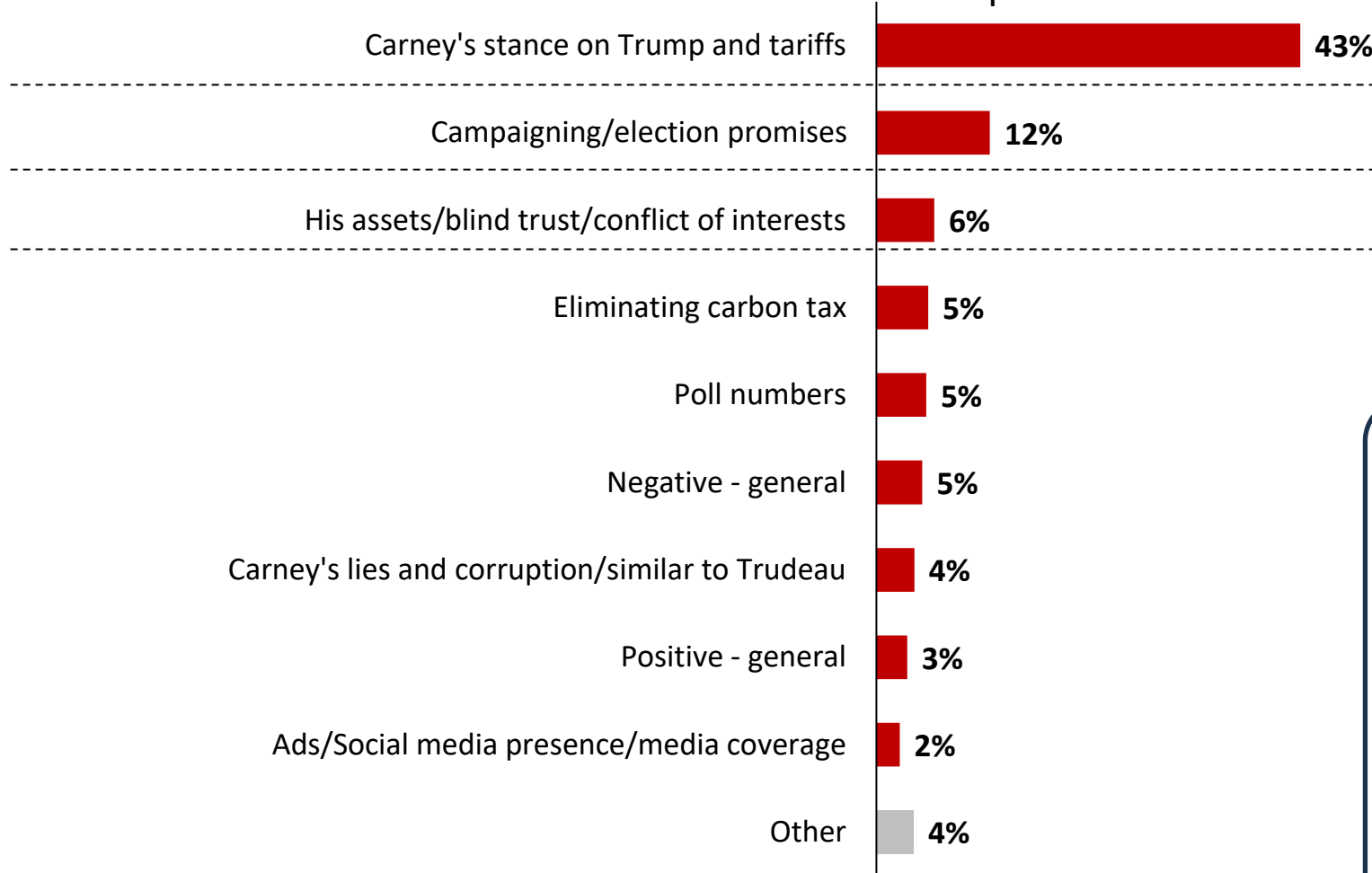
And what have you read, seen or heard about Mark Carney and the Liberals in the last few days? [OPEN END]

[asked only of those who RSH about Mark Carney and the Liberals; March W4 n=579; April W1 n=540]

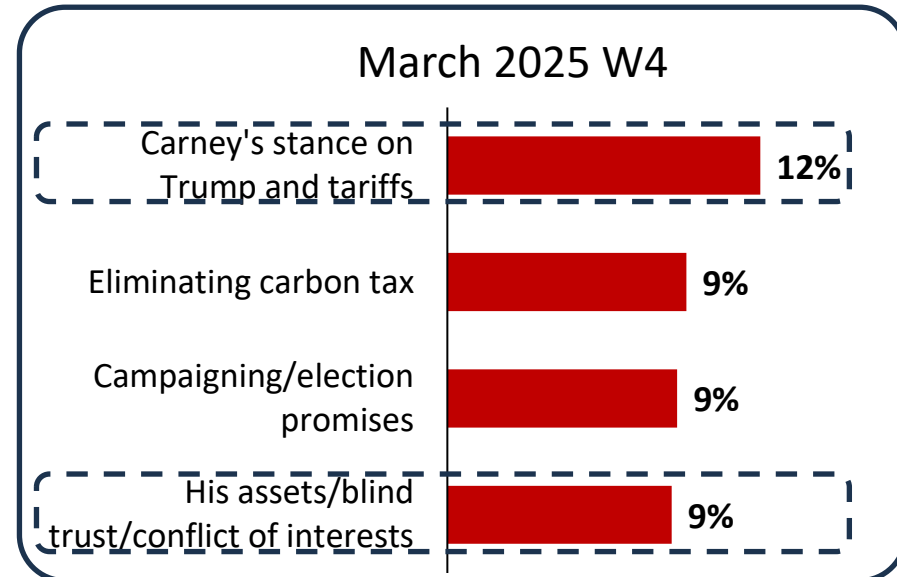
Impact by RSH

	More fav.	No Difference	Less fav.	NET
Carney's stance on Trump and tariffs	60%	29%	12%	+48
Campaigning/election promises	47%	28%	25%	+23
His assets/blind trust/conflict of interests	0%	11%	89%	-89
Eliminating carbon tax	38%	34%	29%	+9

April 2025 W1



March 2025 W4



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

Impact of RSH for the CPC:

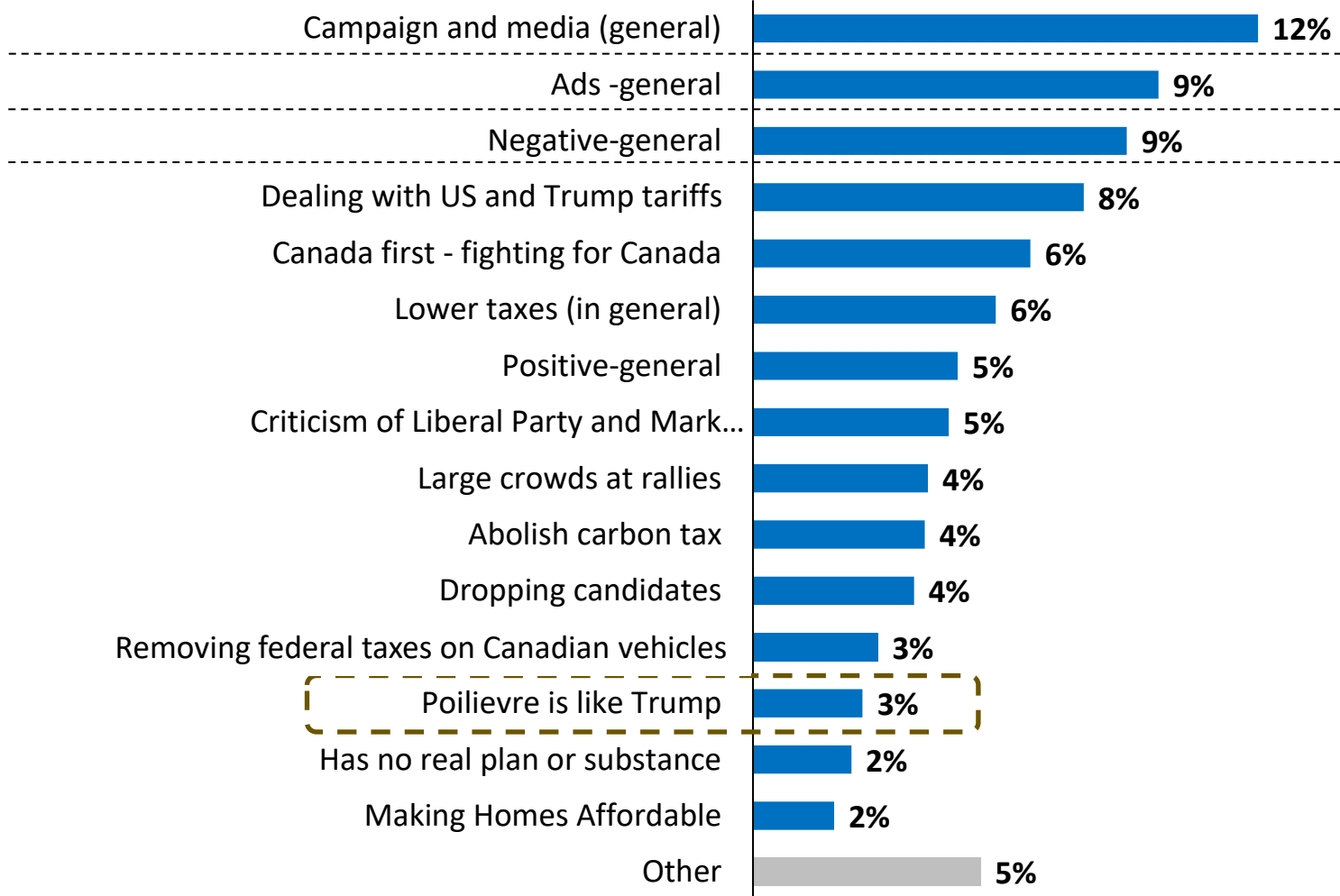
The top mention is campaign and media; the ads have a negative impact with a net of -20



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 W4 n=508; April W1 n=460]

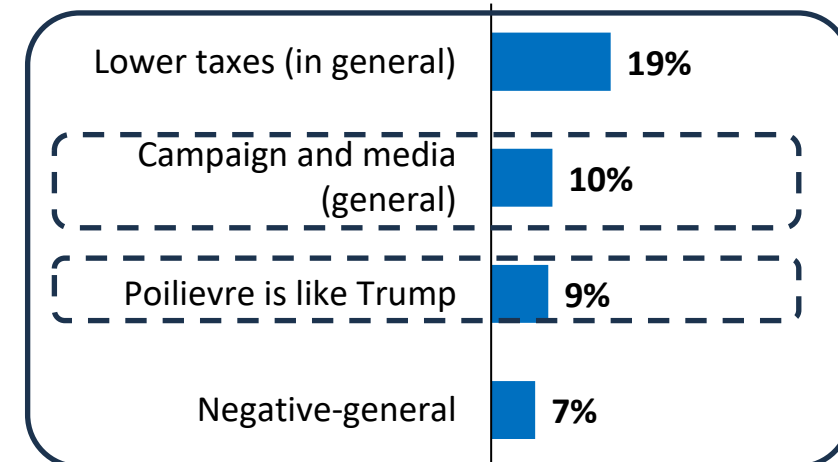
April 2025 W1



Impact by RSH

More fav.	No Difference	Less fav.	NET
36%	41%	23%	+13
24%	32%	44%	-20
13%	19%	67%	-54
44%	42%	13%	+31

March 2025 W4



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

Impact of RSH for New Democrats:

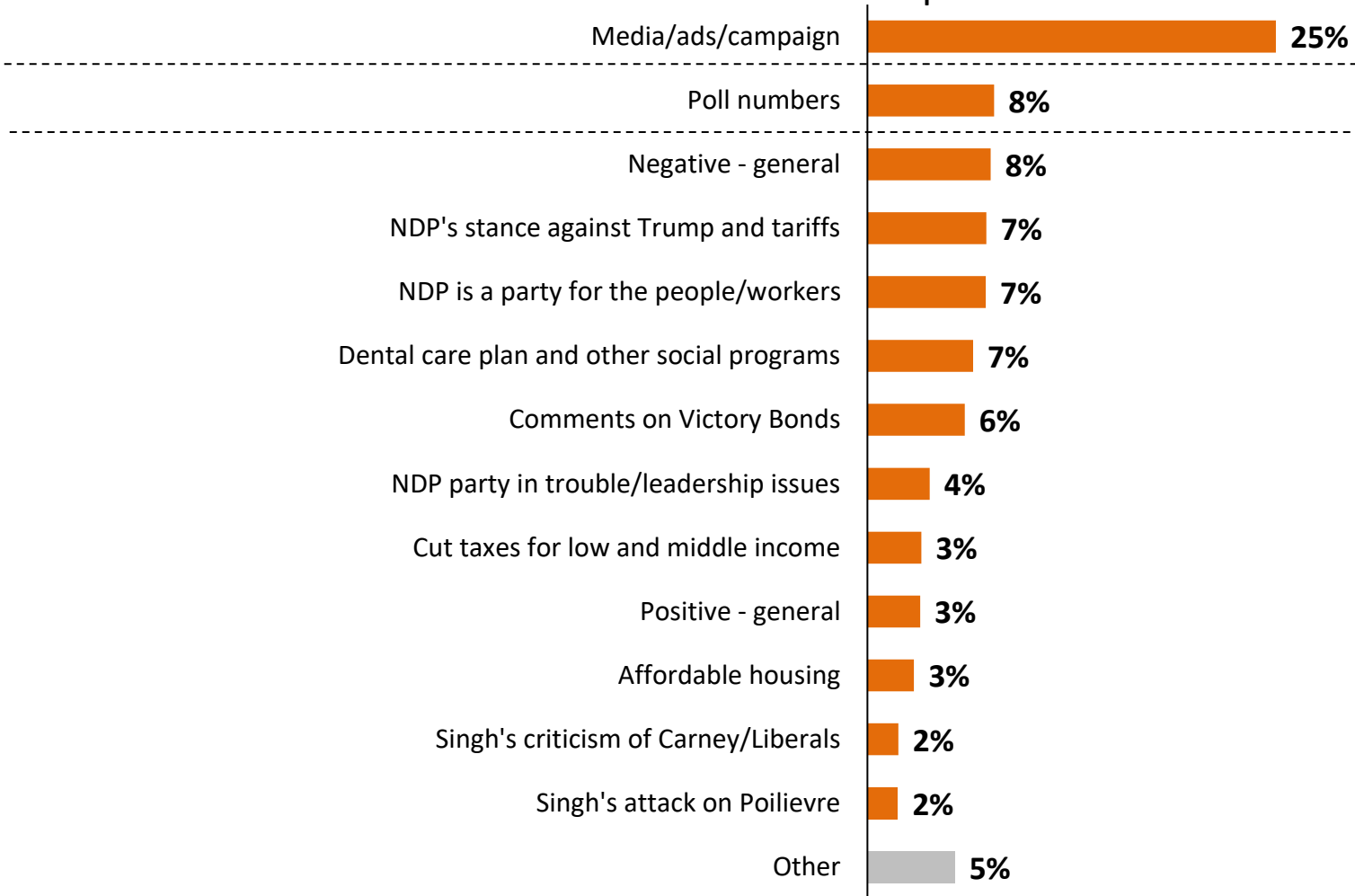
Top mention for Singh are media and ads; general negative mentions also have the highest negative net score



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 W4 n=304; April W1 n=291]

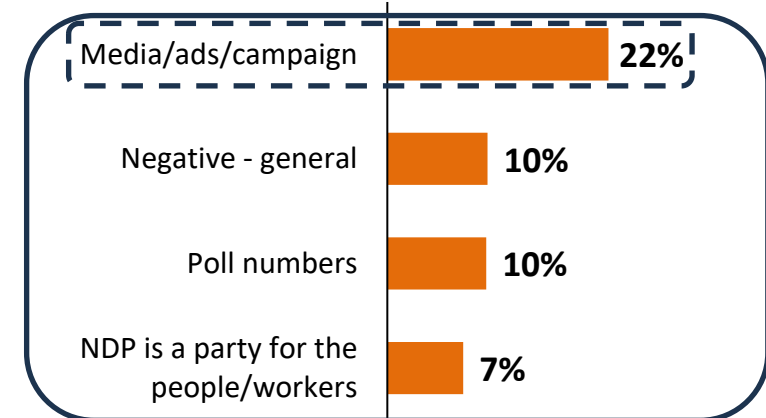
April 2025 W1



Impact by RSH

More fav.	No Difference	Less fav.	NET
31%	50%	19%	+12
5%	54%	42%	-37
5%	42%	54%	-49

March 2025 W4



Note: Those with 1% and less are not shown. Impact only shown for top 3 mentions due to small n-size.

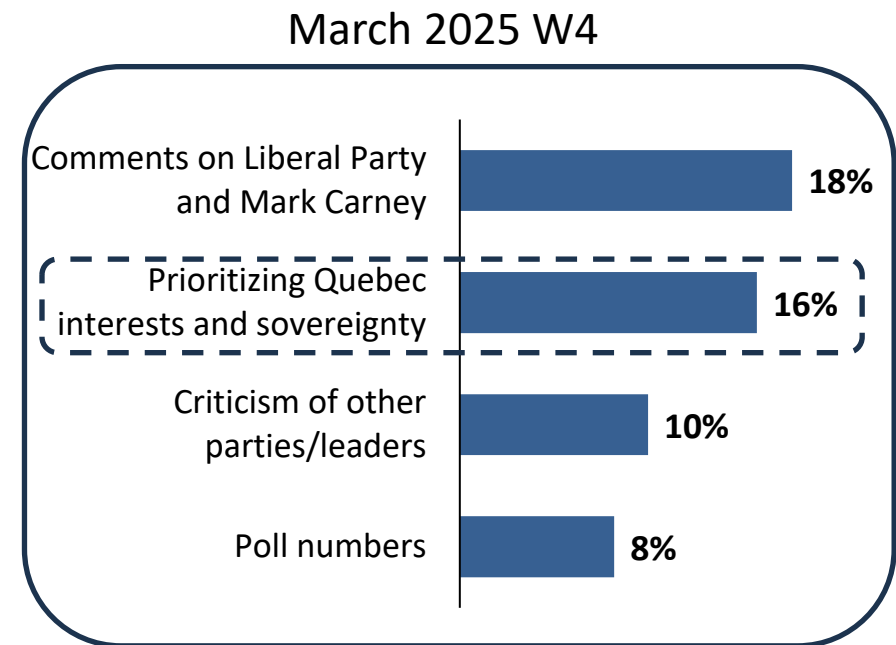
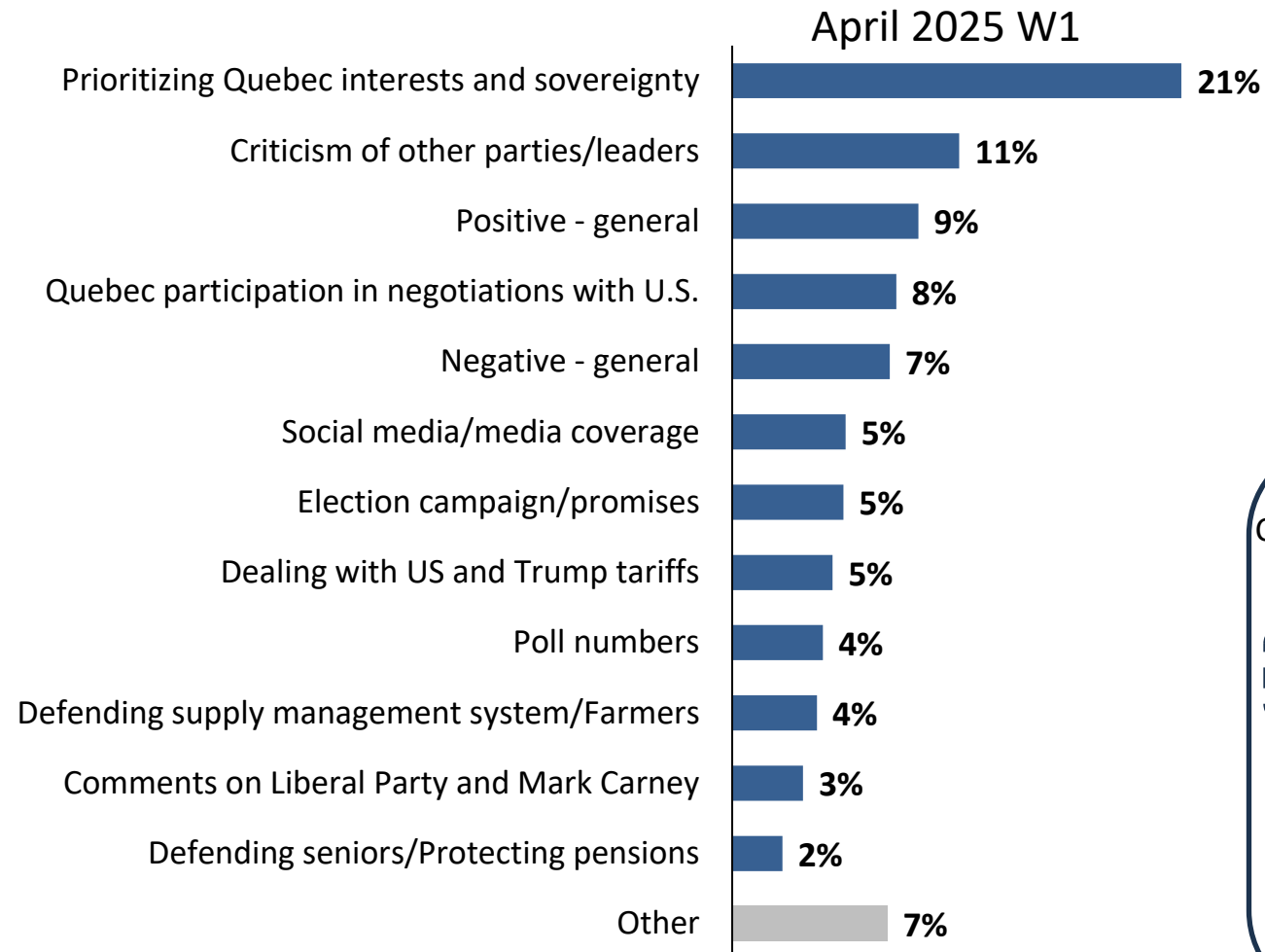
Impact of RSH Bloc Québécois:

Top mentions are on prioritization of Quebec, criticism of other parties, and general positive mentions



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 W4 n=49; April W1 n=51]



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

Survey Methodology



These are the results of an online survey conducted between April 3rd and April 7th, 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.

Sample Size: n=1,341 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

Field Dates: April 3rd to April 7th, 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	128	10%	132	13%
Men 35-54	213	16%	159	16%
Men 55+	314	24%	196	20%
Women 18-34	125	9%	127	13%
Women 35-54	240	18%	167	17%
Women 55+	318	24%	217	22%
British Columbia	181	14%	140	14%
Alberta	188	14%	111	11%
Prairies	79	6%	66	7%
Ontario	523	39%	386	39%
Québec	274	20%	230	23%
Atlantic	96	7%	67	7%

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