Canada This Month

Federal Election

INNOVATIVE RESEARCH GROUP

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Study Overview

Building from findings off previous waves, this report tracks:

- **Federal vote intentions**

- **Federal leadership**

- **Reaction to Trump**

- **Campaign momentum**

Additional analysis has been added from the initial April 15th release

Summary

1   **Leading into the debates, the Liberals maintained their five-point lead**, with 40% of decided voters choosing them. In contrast to the majority of NDP voters who still need to hear more to make up their minds, Conservative and Liberal voters are starting to lock in their support.

2   **Carney's momentum is maintained**, with the net favorability gap between him and Poilievre at 21 points. 44% of Canadians see Carney as best suited to be Prime Minister of Canada, with Poilievre is 6 points behind. Liberals hold their ground among progressive value clusters but are also winning Deferential Conservatives. Pay-as-you-go Moderates remain a battleground.

3   **Carney continues to be perceived as the best equipped to handle Canada—US relations**, with a 15-point lead over Poilievre. Poilievre's approach to dealing with issues resulting from Trump's presidency gets a net 4-point approval, which has not moved since February.

4   **While British Columbia (+30), Ontario (+46), and Atlantic provinces (+35) get the highest net approval** of their handling of issues resulting from Trump's presidency, Prairies (+19), Alberta (+7), and Quebec (+12) get the lowest. Contrary to Alberta's and Quebec's low approval of provincial governments, the federal government's approval in those provinces is still high and at 42% for AB and 52% for QC.

5   **Canadians are mostly paying attention to the Liberal and Conservative campaigns,** with RSH Impact steady since the last wave except for Blanchet's net impact, which is up 4 points. Trump and tariff dominate Carney mentions at 25% with a strongly positive net impact of +51. His assets/blind trust/conflict of interest get a 10% of mentions, but they continue to be a drag on his image with -79 point net negative impact score.

Key Voter Segments

Economic Gap Segmentation Attitudes:
67% of Canadians say every year it seems more difficult to get by

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=1000]

New

Here in [PROV] you can be anything you want if you are willing to work for it

| 23% | 33% | 20% | 13% | 10% | 2% |

No matter how hard I work, every year it seems more difficult to get by

| 35% | 33% | 18% | 8% | 5% | 2% |

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

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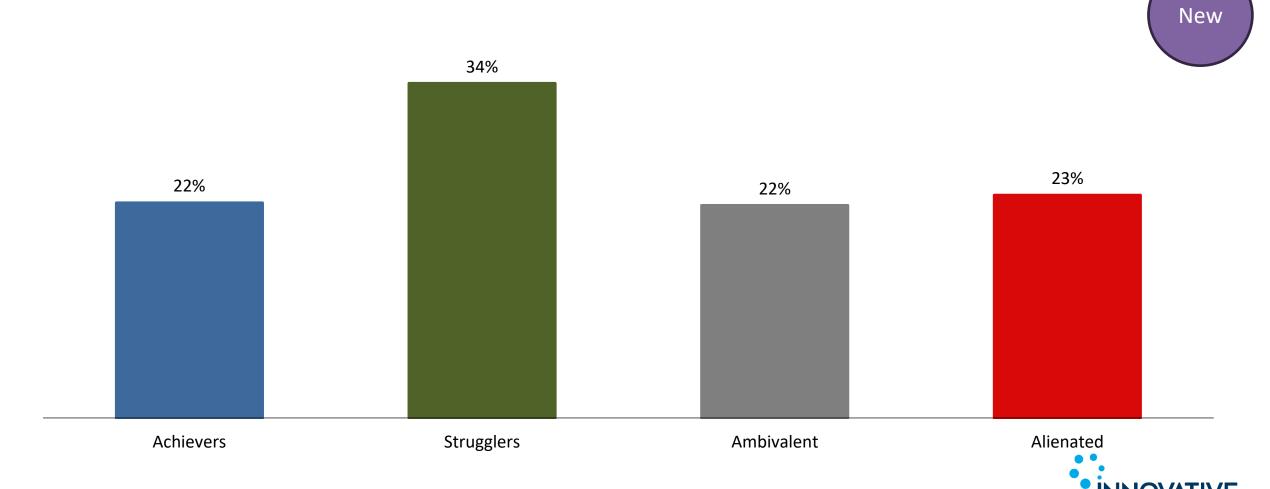
Current data: April 2025

Economic Gap Segmentation:
Largest economic segment are Strugglers (34%)

Q Gap segmentation: Agree with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.
[asked of all respondents; n=1000]

New

34%

22%

22%

23%

Achievers

Strugglers

Ambivalent

Alienated

Current data: April 2025

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Federal Party ID (Quebec vs. ROC):

Liberals lead in Quebec over Bloc by 6 points; Conservatives hold a 7-point lead over Liberals in the ROC

Party ID: Quebec

[Respondents in Quebec; n=231]

New

- Conservative: 16%
- Liberal: 31%
- NDP: 7%
- Bloc: 25%
- Other: 5%
- Unaligned: 16%

Party ID: Rest of Canada

[Respondents in the rest of Canada; n=769]

- Conservative: 34%
- Liberal: 27%
- NDP: 14%
- Other: 7%
- Unaligned: 19%

Current data: April 2025

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Value Clusters:
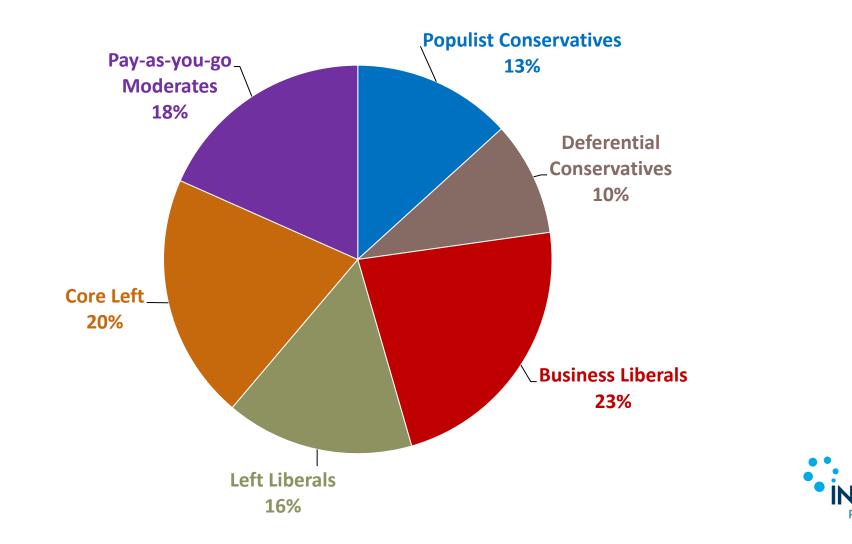
To win, any party must build a coalition across conflicting value clusters

Q 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]

Populist Conservatives 13%

Deferential Conservatives 10%

Business Liberals 23%

Left Liberals 16%

Core Left 20%

Pay-as-you-go Moderates 18%

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Current data: April 2025
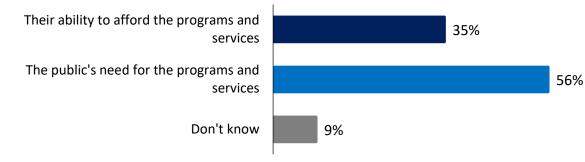
Core Political Values:

Over half believe the government should create equal opportunity and spend based on the public's need
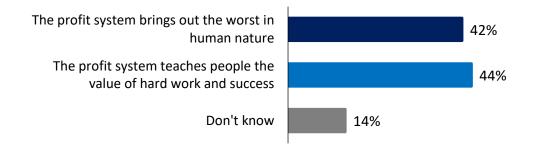
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?
[asked of all respondents; n=1000]

- Their ability to afford the programs and services — 35%
- The public's need for the programs and services — 56%
- Don't know — 9%

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

- To create equal opportunity so that everyone can compete on their own to be the best they can be — 57%
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — 34%
- Don't know — 8%

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

- The profit system brings out the worst in human nature — 42%
- The profit system teaches people the value of hard work and success — 44%
- Don't know — 14%

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

- Too often the government listens to experts instead of common sense — 53%
- Provincial issues are complicated so government should listen to experts when it comes to policy — 35%
- Don't know — 12%

Current data: April 2025

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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
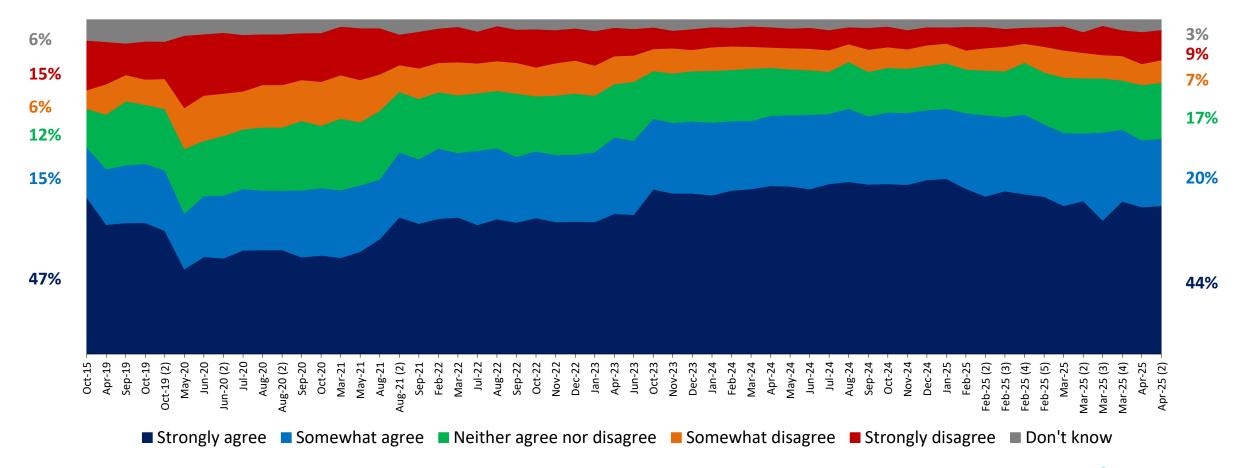
Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on...	Ability to afford	91%	91%	0%	0%	0%	78%
	Public Need	0%	0%	97%	95%	94%	0%
Is the main role of government to...?	Create equal opportunity	98%	78%	70%	96%	0%	33%
	Redistribute wealth	0%	17%	23%	0%	97%	42%
When it comes to government decision making...	Rely on common sense	100%	0%	46%	59%	49%	55%
	Listen to experts	0%	92%	44%	29%	38%	20%
The profit system...	Brings out the worst in human nature	0%	0%	0%	81%	91%	58%
	Teaches value of hard work and success	85%	89%	95%	0%	0%	16%

Note: Current data: April 2025

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Time for Change

Time for Change Tracking:

Total agreement on 'Time for a change' remains at 64%

Legend: Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Left axis labels: 6%, 15%, 6%, 12%, 15%, 47%

Right axis labels: 3%, 9%, 7%, 17%, 20%, 44%

X-axis categories: Oct-15, Apr-19, Sep-19, Oct-19, Oct-19 (2), May-20, Jun-20, Jun-20 (2), Jul-20, Aug-20, Aug-20 (2), Sep-20, Oct-20, Mar-21, May-21, Aug-21, Aug-21 (2), Sep-21, Feb-22, Mar-22, Jul-22, Aug-22, Sep-22, Oct-22, Nov-22, Dec-22, Jan-23, Apr-23, Jun-23, Oct-23, Nov-23, Dec-23, Jan-24, Feb-24, Mar-24, Apr-24, May-24, Jun-24, Jul-24, Aug-24, Sep-24, Oct-24, Nov-24, Dec-24, Jan-25, Feb-25, Feb-25 (2), Feb-25 (3), Feb-25 (4), Feb-25 (5), Mar-25, Mar-25 (2), Mar-25 (3), Mar-25 (4), Apr-25, Apr-25 (2)

Current data: April 2025

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Time for Change Tracking:

45% of Canadians believe Liberals are the best party to govern – number is steadily increasing since January

Q 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]

Legend: Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree | Don't know

Left axis values (top to bottom): 5%, 37%, 11%, 16%, 14%, 17%

Right axis values (top to bottom): 3%, 25%, 11%, 16%, 20%, 25%

X-axis labels: Jun-13, Oct-15, Apr-19, Sep-19, Oct-19, Oct-19 (2), May-20, Jun-20, Jun-20 (2), Jul-20, Aug-20, Aug-20 (2), Sep-20, Oct-20, Mar-21, May-21, Aug-21, Aug-21 (2), Sep-21, Feb-22, Mar-22, Jul-22, Aug-22, Sep-22, Oct-22, Nov-22, Dec-22, Jan-23, Apr-23, Jun-23, Oct-23, Nov-23, Dec-23, Jan-24, Feb-24, Mar-24, Apr-24, May-24, Jun-24, Jul-24, Aug-24, Sep-24, Oct-24, Nov-24, Dec-24, Jan-25, Feb-25, Feb-25 (2), Feb-25 (3), Feb-25 (4), Feb-25 (5), Mar-25, Mar-25 (2), Mar-25 (3), Mar-25 (4), Apr-25, Apr-25 (2)

Current data: April 2025

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Time for Change Segmentation:

Time for a change (20%) are the key battleground in this campaign

Q 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]

Core LPC
15%

Soft LPC
11%

Time for Change
Liberals
20%

Uncertain
8%

Soft anti-LPC
24%

Hostile
23%

Current data: April 2025

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Time for Change Liberals BY Value Cluster:

Time for a Change Liberals tend to be Business Liberals, but otherwise diverse

New

Time for Change Liberals

Value Cluster	Core LPC (N=146)	Soft LPC (N=111)	Time for change (N=197)	Uncertain (N=82)	Soft anti-LPC (N=236)	Hostile (N=229)
Populist Conservatives	4%	5%	8%	12%	11%	30%
Deferential Conservatives	7%	15%	11%	7%	10%	7%
Business Liberals	30%	28%	28%	15%	21%	16%
Left Liberals	16%	16%	14%	13%	19%	15%
Core Left	32%	18%	20%	23%	21%	14%
Pay-as-you-go Moderates	11%	18%	19%	30%	18%	19%

Note: Current data: April 2025

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Time for Change Liberals BY Party ID:

Half (48%) of Time for a Change Liberals identify with the Liberal party

New

Time for Change Liberals

Party ID	Core LPC (N=146)	Soft LPC (N=111)	Time for change Liberals (N=197)	Uncertain (N=82)	Soft anti-LPC (N=236)	Hostile (N=229)
Liberal	63%	51%	48%	12%	9%	2%
Conservative	6%	6%	16%	13%	35%	69%
NDP	16%	8%	14%	10%	17%	5%
Green/Other	8%	16%	11%	11%	16%	11%
Unaligned	7%	20%	10%	55%	22%	14%

Note: Current data: April 2025

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Time for Change Liberals BY Region:

42% of TFCL come from Ontario

New

Time for Change Liberals

Region	Core LPC (N=146)	Soft LPC (N=111)	Time for change (N=197)	Uncertain (N=82)	Soft anti-LPC (N=236)	Hostile (N=229)
BC	15%	12%	15%	8%	16%	13%
AB	7%	8%	12%	9%	11%	15%
Prairies	4%	6%	6%	14%	4%	8%
ON	41%	37%	42%	31%	37%	40%
QC	22%	29%	20%	31%	28%	15%
Atlantic	11%	7%	5%	6%	4%	8%

Note: Current data: April 2025

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Time for Change Liberals BY AGE and Gender:

Time for change Liberals are most likely to be from the young cohort

New

Time for Change Liberals

Age and Gender	Core LPC (N=146)	Soft LPC (N=111)	Time for change Liberals (N=197)	Uncertain (N=82)	Soft anti-LPC (N=236)	Hostile (N=229)
18-34	12%	23%	40%	24%	35%	18%
35-54	24%	27%	34%	39%	41%	29%
55+	64%	50%	25%	36%	24%	53%
Men	49%	47%	53%	43%	43%	55%
Women	51%	53%	47%	57%	57%	45%

Note: Current data: April 2025

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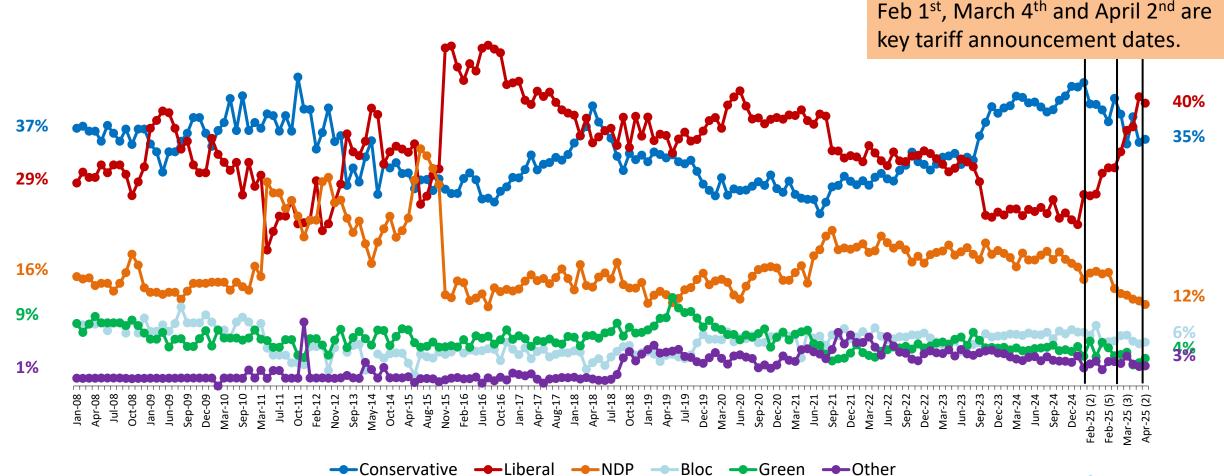
Federal Vote

Federal Decided Vote Tracking:
Decided votes remain largely steady

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]**
[asked only decided voters; n=912]

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

Conservative ● Liberal ● NDP ● Bloc ● Green ● Other

37% 29% 16% 9% 1%

40% 35% 12% 6% 4% 3%

Current data: April 2025

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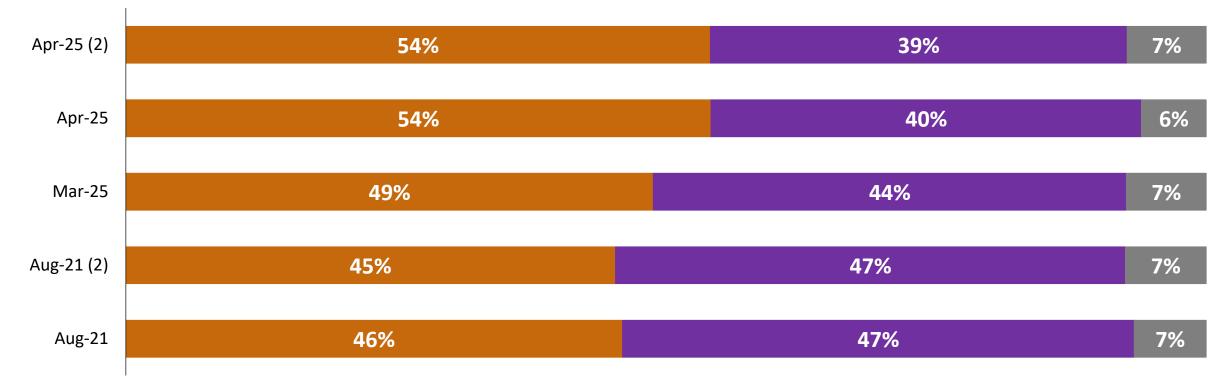
Firmness of Vote Tracking:
Firmness of vote remains steady, higher now than they were just before the 2021 election

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	I would like to hear more	Don't know
Apr-25 (2)	54%	39%	7%
Apr-25	54%	40%	6%
Mar-25	49%	44%	7%
Aug-21 (2)	45%	47%	7%
Aug-21	46%	47%	7%

■ 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

Current data: April 2025

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Firmness of Vote:

While at least 3-in-5 of Conservatives and Liberals are locked-in, others are open to more information

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

First Choice

Firmness of Vote	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice
	(N=320)	(N=367)	(N=106)	(N=57)
I have heard all I need to make up my mind in this election	63%	60%	43%	58%
I would like to hear more before I finally make up my mind in this election	34%	35%	51%	35%
Don't know	3%	5%	6%	7%

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

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Decided Vote by REGION:

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

REGION

Decided Vote	BC	AB	Prairies	ON	QC	Atlantic
	(N=132)	(N=101)	(N=56)	(N=358)	(N=208)	(N=57)
Conservative	40%	53%	45%	38%	18%	27%
Liberal	36%	32%	36%	44%	39%	54%
NDP	18%	11%	12%	11%	10%	10%
Bloc	0%	0%	0%	0%	27%	0%
Green	4%	1%	3%	4%	4%	5%
Other	2%	4%	4%	3%	2%	4%

Note: Current data: April 2025

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Decided Vote by Time for Change Liberals:
Liberals now hold 3-in-5 of the Time for a Change Liberals' vote

Proofed

Time for Change Liberals

Federal Decided Vote	Core LPC (N=146)	Soft LPC (N=108)	Time for change (N=189)	Uncertain (N=44)	Soft anti-LPC (N=209)	Hostile (N=216)
Conservative	2%	6%	15%	25%	45%	83%
Liberal	90%	78%	60%	37%	10%	1%
NDP	6%	4%	14%	16%	23%	5%
Bloc	2%	9%	5%	10%	9%	6%
Green	1%	0%	5%	6%	10%	1%
Other	0%	4%	1%	6%	3%	6%

Note: Current data: April 2025

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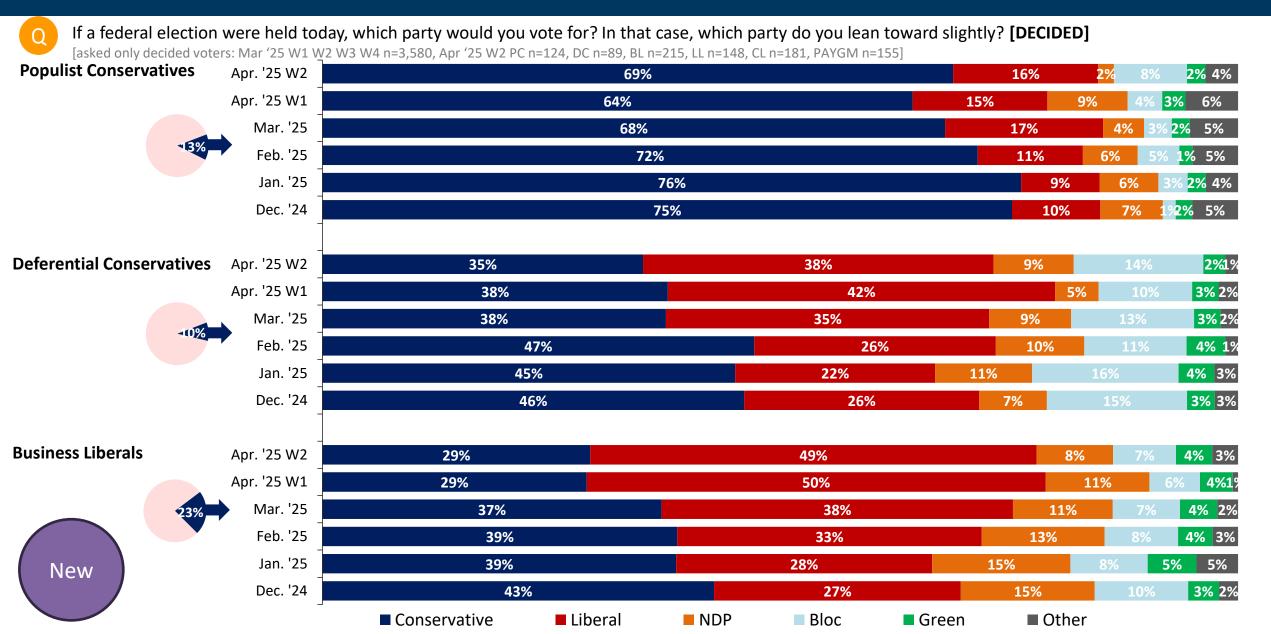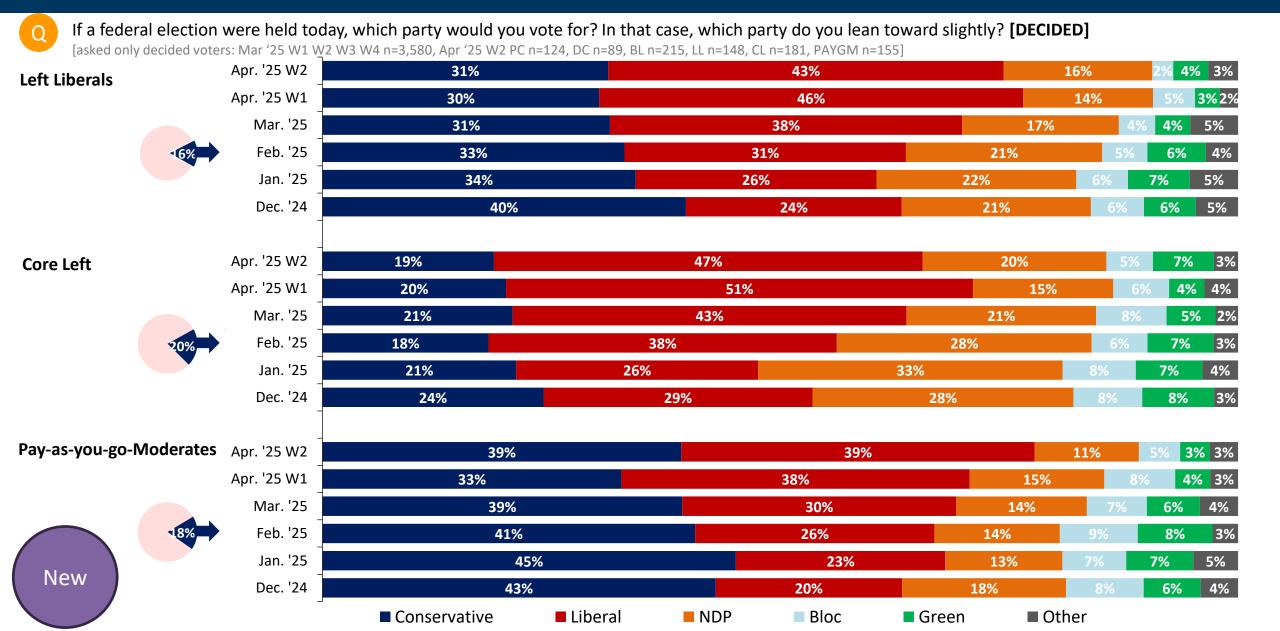
Decided Vote by Value Clusters:
Liberals now lead in all clusters, but Populist Conservatives and are regaining some momentum in PAYG Moderates

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]**
[asked only decided voters: Mar '25 W1 W2 W3 W4 n=3,580, Apr '25 W2 PC n=124, DC n=89, BL n=215, LL n=148, CL n=181, PAYGM n=155]

Populist Conservatives

	Conservative	Liberal	NDP	Bloc	Green	Other
Apr. '25 W2	69%	16%	2%	8%	2%	4%
Apr. '25 W1	64%	15%	9%	4%	3%	6%
Mar. '25	68%	17%	4%	3%	2%	5%
Feb. '25	72%	11%	6%	5%	1%	5%
Jan. '25	76%	9%	6%	3%	2%	4%
Dec. '24	75%	10%	7%	1%	2%	5%

(arrow: 3%)

Deferential Conservatives

	Conservative	Liberal	NDP	Bloc	Green	Other
Apr. '25 W2	35%	38%	9%	14%	2%	1%
Apr. '25 W1	38%	42%	5%	10%	3%	2%
Mar. '25	38%	35%	9%	13%	3%	2%
Feb. '25	47%	26%	10%	11%	4%	1%
Jan. '25	45%	22%	11%	16%	4%	3%
Dec. '24	46%	26%	7%	15%	3%	3%

(arrow: 10%)

Business Liberals

	Conservative	Liberal	NDP	Bloc	Green	Other
Apr. '25 W2	29%	49%	8%	7%	4%	3%
Apr. '25 W1	29%	50%	11%	6%	4%	1%
Mar. '25	37%	38%	11%	7%	4%	2%
Feb. '25	39%	33%	13%	8%	4%	3%
Jan. '25	39%	28%	15%	8%	5%	5%
Dec. '24	43%	27%	15%	10%	3%	2%

(arrow: 23%)

New

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc ■ Green ■ Other

Decided Vote by Value Clusters:

Conservatives are regaining some momentum in Pay-as-you-go-Moderates

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]**
[asked only decided voters: Mar '25 W1 W2 W3 W4 n=3,580, Apr '25 W2 PC n=124, DC n=89, BL n=215, LL n=148, CL n=181, PAYGM n=155]

Left Liberals

	Conservative	Liberal	NDP	Bloc	Green	Other
Apr. '25 W2	31%	43%	16%	2%	4%	3%
Apr. '25 W1	30%	46%	14%	5%	3%	2%
Mar. '25	31%	38%	17%	4%	4%	5%
Feb. '25	33%	31%	21%	5%	6%	4%
Jan. '25	34%	26%	22%	6%	7%	5%
Dec. '24	40%	24%	21%	6%	6%	5%

16%

Core Left

	Conservative	Liberal	NDP	Bloc	Green	Other
Apr. '25 W2	19%	47%	20%	5%	7%	3%
Apr. '25 W1	20%	51%	15%	6%	4%	4%
Mar. '25	21%	43%	21%	8%	5%	2%
Feb. '25	18%	38%	28%	6%	7%	3%
Jan. '25	21%	26%	33%	8%	7%	4%
Dec. '24	24%	29%	28%	8%	8%	3%

20%

Pay-as-you-go-Moderates

	Conservative	Liberal	NDP	Bloc	Green	Other
Apr. '25 W2	39%	39%	11%	5%	3%	3%
Apr. '25 W1	33%	38%	15%	8%	4%	3%
Mar. '25	39%	30%	14%	7%	6%	4%
Feb. '25	41%	26%	14%	9%	8%	3%
Jan. '25	45%	23%	13%	7%	7%	5%
Dec. '24	43%	20%	18%	8%	6%	4%

18%

New

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc ■ Green ■ Other

Decided Vote by Party ID:
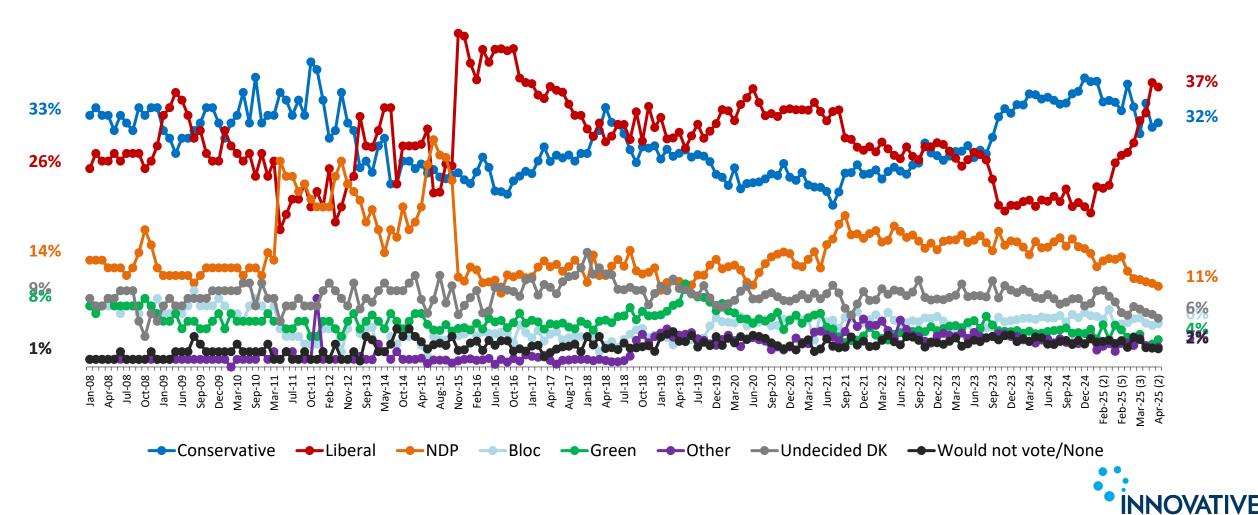## Liberals and Conservatives have strong support from their base; Liberals are gaining from NDP and Unaligned

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]**
[asked only decided voters: Mar '25 W1 W2 W3 W4 n=3,580; Apr '252 W1 Liberal n=270, CPC n=297, NDP n=119, Green/Other n=118, Unaligned n=107]

New

Liberal

	Conservative	Liberal	NDP	Bloc	Green	Other
Apr. '25 W2	5%	87%	6%	1%		
Apr. '25 W1	2%	91%	3%		2%	
Mar. '25	7%	86%	5%	1%		
Feb. '25	8%	82%	7%		2%	
Jan. '25	9%	78%	9%		3%	

CPC

Apr. '25 W2	88%	8%			2%	
Apr. '25 W1	88%	9%			2%	
Mar. '25	91%	6%			2%	
Feb. '25	91%	4%		3%		
Jan. '25	93%		1%	3%		

NDP

Apr. '25 W2	4%	34%	60%			
Apr. '25 W1	8%	26%	63%			
Mar. '25	7%	23%	66%			
Feb. '25	8%	16%	73%		2%	
Jan. '25	6%	10%	82%			

Green/Other

Apr. '25 W2	9%	13%	3%	42%	22%	10%
Apr. '25 W1	12%	11%	4%	42%	17%	15%
Mar. '25	12%	12%	7%	38%	18%	13%
Feb. '25	12%	11%	7%	38%	22%	10%
Jan. '25	13%	6%	6%	41%	20%	14%

Unaligned

Apr. '25 W2	27%	49%	6%	3%	5%	8%
Apr. '25 W1	26%	51%	13%	3%	3%	4%
Mar. '25	34%	34%	12%	6%	6%	8%
Feb. '25	36%	27%	16%	6%	8%	6%
Jan. '25	42%	16%	19%	5%	7%	10%

Note: Data labels for values under 2% have been omitted for clarity.

Legend: ■ Conservative ■ Liberal ■ NDP ■ Bloc ■ Green ■ Other

Federal Vote Tracking:
While the gap slightly narrowed, the Liberals still maintaining a 5-point lead ahead of Conservatives

Q 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]

Legend: Conservative, Liberal, NDP, Bloc, Green, Other, Undecided DK, Would not vote/None

Left axis labels: 33%, 26%, 14%, 9%, 8%, 1%

Right axis labels: 37%, 32%, 11%, 6%, 4%, 2%

Current data: April 2025

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Combined Vote by Value Cluster:

Liberals draw support from a broader range of voter segments

New

Value Clusters

Federal Combined Vote	Populist Conservatives (N=133)	Deferential Conservatives (N=95)	Business Liberals (N=228)	Left Liberals (N=157)	Core Left (N=205)	Pay-as-you-go Moderates (N=184)
Conservative	64%	33%	28%	29%	17%	33%
Liberal	15%	36%	46%	41%	41%	33%
NDP	2%	8%	8%	15%	18%	10%
Bloc	7%	13%	6%	2%	4%	4%
Green	2%	2%	4%	4%	6%	3%
Other	3%	1%	3%	3%	2%	3%
Undecided DK	7%	6%	4%	4%	8%	9%
Would not vote/None	0%	0%	1%	2%	3%	6%

Note: Current data: April 2025

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Combined Vote by Time for Change Liberals:

Core LPC, Soft LPC and Time for a change show highest support for liberals, while Soft anti-LPC and Hostile draw highest support for conservative

New

Time for Change Liberals

Federal Combined Vote	Core LPC (N=146)	Soft LPC (N=111)	Time for change Liberals (N=197)	Uncertain (N=82)	Soft anti-LPC (N=236)	Hostile (N=229)
Conservative	2%	6%	15%	14%	40%	78%
Liberal	90%	76%	58%	20%	9%	0%
NDP	6%	4%	14%	9%	21%	4%
Bloc	2%	8%	5%	6%	8%	5%
Green	1%	0%	4%	3%	9%	1%
Other	0%	3%	1%	3%	2%	5%
Undecided DK	0%	0%	2%	35%	9%	4%
Would not vote/None	0%	2%	2%	11%	2%	2%

Note: Current data: April 2025

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Combined Vote by Gender and Age:
Liberals lead among women and those older than 55

New

Gender and Age

Federal Combined Vote	Man	Woman	18-34	35-54	55+
	(N=487)	(N=510)	(N=266)	(N=327)	(N=408)
Conservative	34%	30%	33%	33%	31%
Liberal	35%	38%	35%	31%	43%
NDP	9%	12%	12%	13%	7%
Bloc	7%	5%	3%	6%	7%
Green	4%	3%	6%	4%	2%
People's Party	3%	2%	2%	3%	2%
Other	1%	<1%	1%	<1%	<1%
Undecided DK	4%	8%	6%	7%	6%
Would not vote None	3%	2%	3%	3%	2%

Note: Current data: April 2025

INNOVATIVE RESEARCH GROUP
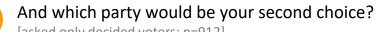
Combined Vote by Firmness of Vote:

Liberals lead in firm support, followed by Conservatives; those uncertain or seeking more information lean towards Liberals

New

Firmness of Vote

Federal Combined Vote	I have heard all I need to make up my mind in this election (N=541)	I would like to hear more before I finally make up my mind in this election (N=386)	Don't know (N=73)
Conservative	37%	28%	12%
Liberal	41%	34%	24%
NDP	8%	14%	9%
Bloc	6%	5%	5%
Green	2%	6%	5%
People's Party	2%	1%	5%
Other	0%	1%	0%
Undecided DK	1%	10%	27%
Would not vote None	2%	1%	14%

Note: Current data: April 2025

INNOVATIVE RESEARCH GROUP
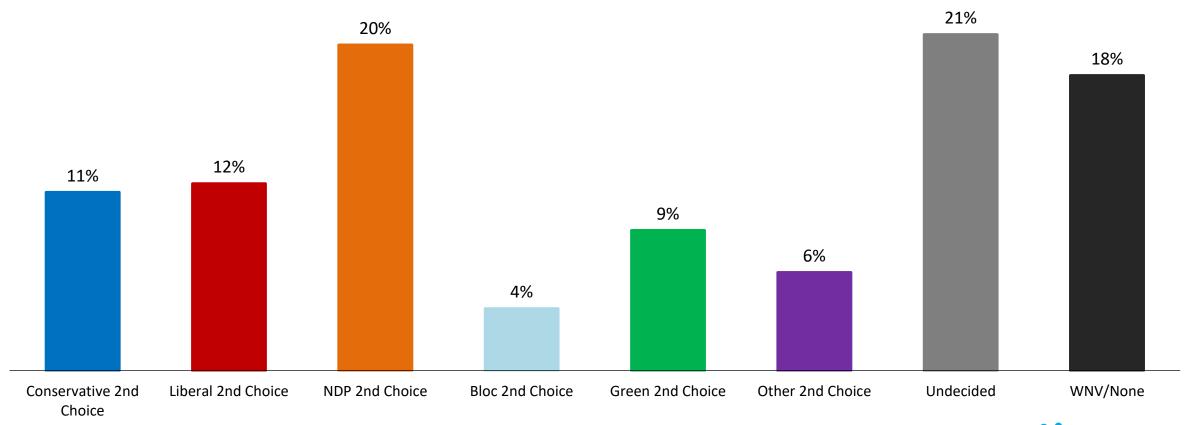
Federal 2nd Choice Party:
NDP remains in the lead as the second vote choice at 20%

Q And which party would be your second choice?
[asked only decided voters; n=912]

Conservative 2nd Choice	Liberal 2nd Choice	NDP 2nd Choice	Bloc 2nd Choice	Green 2nd Choice	Other 2nd Choice	Undecided	WNV/None
11%	12%	20%	4%	9%	6%	21%	18%

Current data: April 2025

INNOVATIVE RESEARCH GROUP

Federal 2nd Choice Party:

Plurality of those who prefer the Liberal or NDP as their first choice rank each other as their second choice

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

First Choice

Second Choice	Conservative 1st Choice (N=320)	Liberal 1st Choice (N=367)	NDP 1st Choice (N=106)	Bloc 1st Choice (N=57)	Green 1st Choice (N=36)
Conservative 2nd Choice		16%	15%	20%	14%
Liberal 2nd Choice	16%		35%	14%	19%
NDP 2nd Choice	9%	38%		9%	21%
Bloc 2nd Choice	2%	7%	5%		0%
Green 2nd Choice	7%	8%	18%	12%	0%
Other 2nd Choice	11%	2%	4%	7%	6%
Undecided	26%	17%	12%	16%	33%
WNV/None	30%	12%	10%	21%	8%

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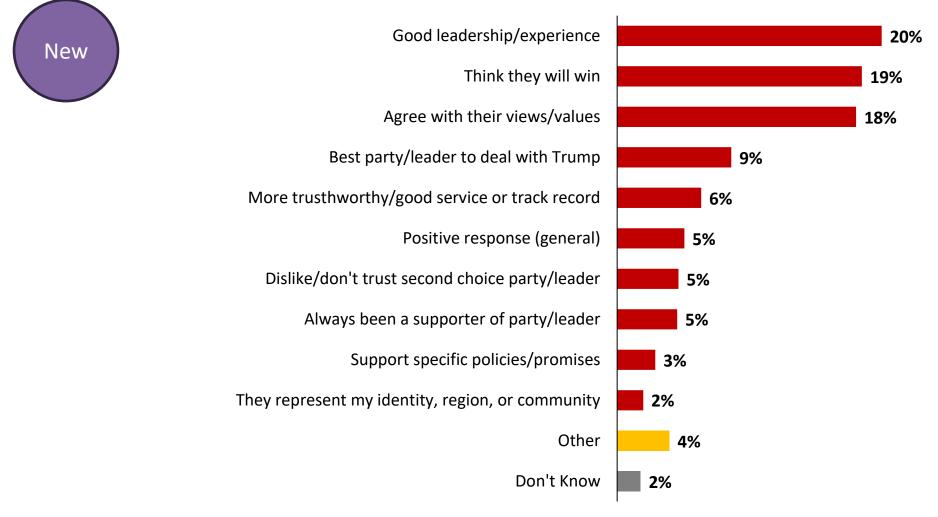Current data: April 2025

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1st Choice Preference for Liberals:

Voters' 1st choice for Liberals is based on good leadership, perceived chance of winning, and shared values

Q And why do you prefer your first choice over your second choice? [OPEN ENDED]
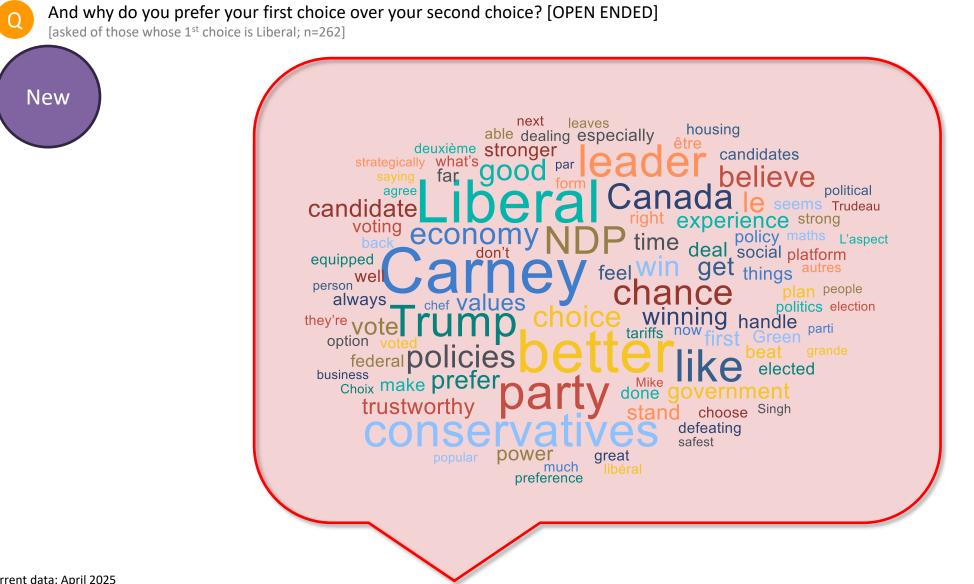[asked of those whose 1st choice is Liberal; n=262]

New

Category	Percentage
Good leadership/experience	20%
Think they will win	19%
Agree with their views/values	18%
Best party/leader to deal with Trump	9%
More trustworthy/good service or track record	6%
Positive response (general)	5%
Dislike/don't trust second choice party/leader	5%
Always been a supporter of party/leader	5%
Support specific policies/promises	3%
They represent my identity, region, or community	2%
Other	4%
Don't Know	2%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

INNOVATIVE
RESEARCH GROUP

1st Choice Preference for Liberals:

Voters' 1st choice for Liberals is based on Carney, as much as the Liberal brand; 'Trump' is also coming through
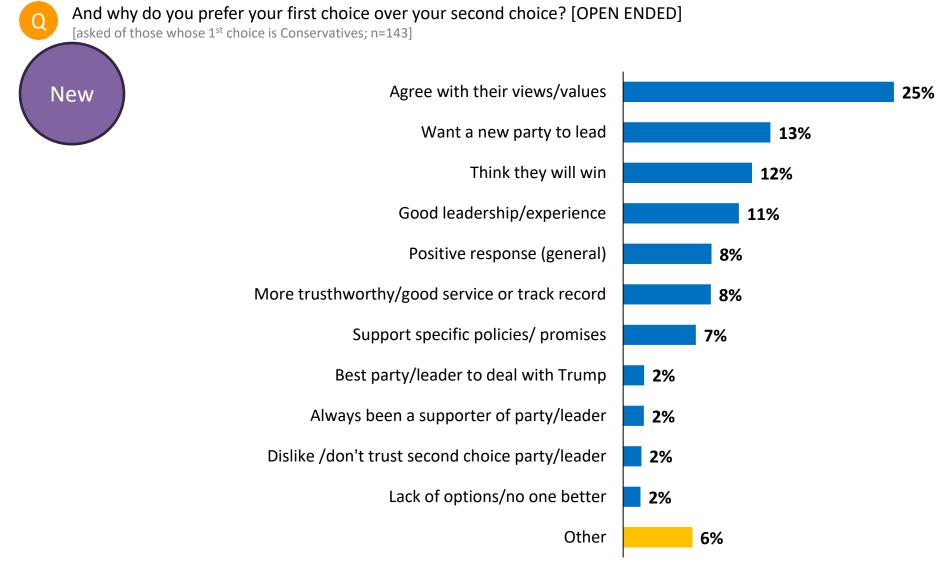
Q And why do you prefer your first choice over your second choice? [OPEN ENDED]
[asked of those whose 1st choice is Liberal; n=262]

New

Current data: April 2025

INNOVATIVE
RESEARCH GROUP

1st Choice Preference for Conservatives:

Agreeing with conservative views and values is the most common reason voters choose them as their 1st option
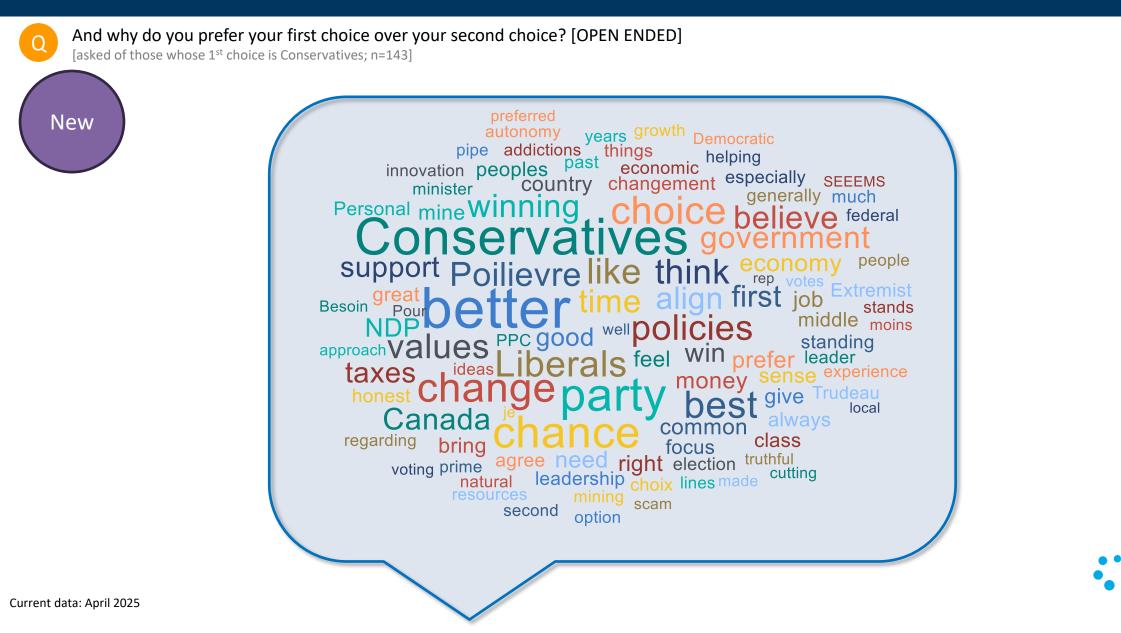
Q And why do you prefer your first choice over your second choice? [OPEN ENDED]
[asked of those whose 1st choice is Conservatives; n=143]

New

Reason	Percentage
Agree with their views/values	25%
Want a new party to lead	13%
Think they will win	12%
Good leadership/experience	11%
Positive response (general)	8%
More trustworthy/good service or track record	8%
Support specific policies/ promises	7%
Best party/leader to deal with Trump	2%
Always been a supporter of party/leader	2%
Dislike /don't trust second choice party/leader	2%
Lack of options/no one better	2%
Other	6%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

INNOVATIVE
RESEARCH GROUP

1ˢᵗ Choice Preference for Conservatives:

Is based on strong Conservative brand, as well as Time for Change

Q And why do you prefer your first choice over your second choice? [OPEN ENDED]
[asked of those whose 1ˢᵗ choice is Conservatives; n=143]

New

Current data: April 2025

1st Choice Preference for NDP:

Over one third chose NDP as their first choice because they agree with their views and values

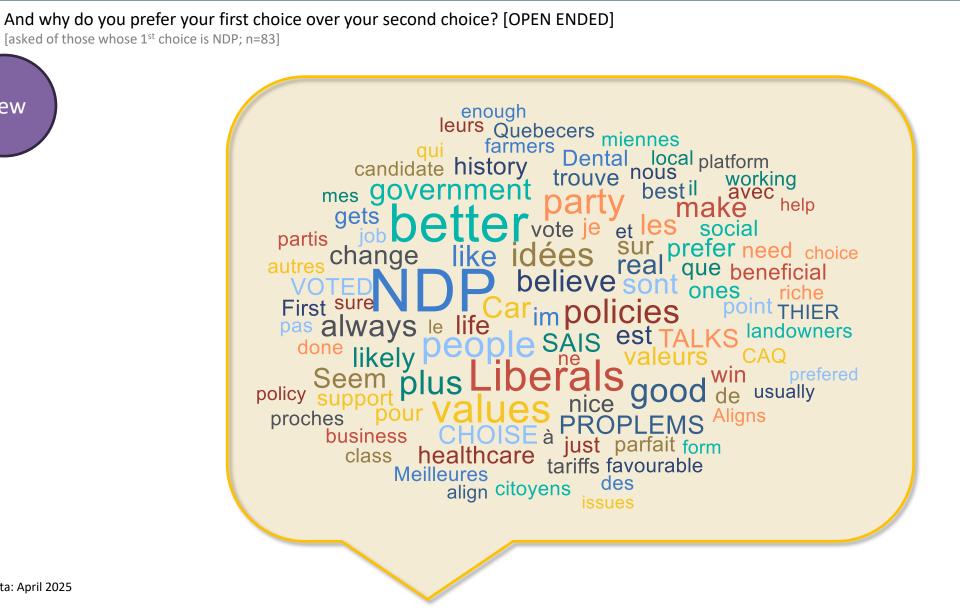**Q** And why do you prefer your first choice over your second choice? [OPEN ENDED]
[asked of those whose 1st choice is NDP; n=83]

New

Category	Percentage
Agree with their views/values	36%
More trustworthy/good service or track record	8%
Positive response (general)	7%
Always been a supporter of party/leader	7%
They represent my identity, region, or community	6%
Support specific policies/ promises	6%
Good leadership/experience	5%
Think they will win	5%
Want a new party to lead	4%
Dislike /don't trust second choice party/leader	3%
Unsure on vote	3%
Other	3%
None	5%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

INNOVATIVE
RESEARCH GROUP

1ˢᵗ Choice Preference for NDP:

Voters prefer NDP due to alignment with values, policy preferences, and vision for government

Q And why do you prefer your first choice over your second choice? [OPEN ENDED]
[asked of those whose 1ˢᵗ choice is NDP; n=83]
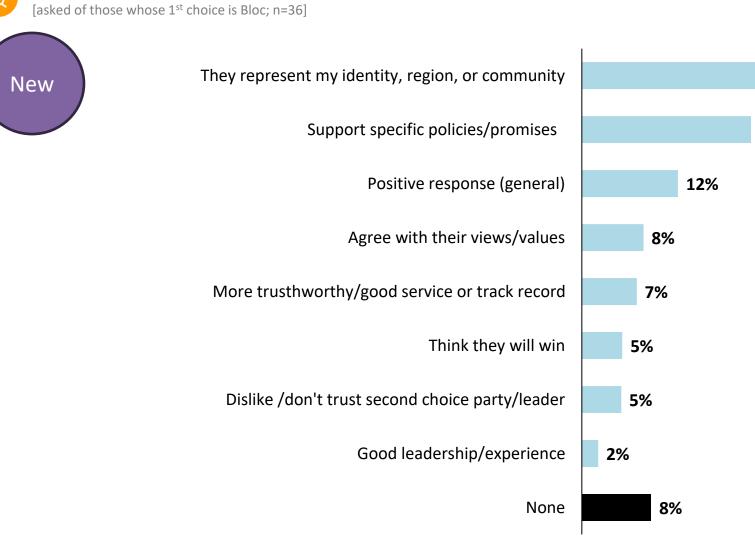
New

Current data: April 2025

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RESEARCH GROUP

1st Choice Preference for Bloc:

Most favor the bloc for representing their identity, region, and community

Q And why do you prefer your first choice over your second choice? [OPEN ENDED]
[asked of those whose 1st choice is Bloc; n=36]

New

Response	%
They represent my identity, region, or community	31%
Support specific policies/promises	21%
Positive response (general)	12%
Agree with their views/values	8%
More trusthworthy/good service or track record	7%
Think they will win	5%
Dislike /don't trust second choice party/leader	5%
Good leadership/experience	2%
None	8%

Current data: April 2025
Note: Those with 1% and less are not shown. Small n size, interpret with caution.

INNOVATIVE
RESEARCH GROUP

1st Choice Preference for Bloc:

Voters mentions include 'confidence', 'defend', and 'Québec'

Q And why do you prefer your first choice over your second choice? [OPEN ENDED]
[asked of those whose 1st choice is Bloc, combining W1 and W2 n=75]

New
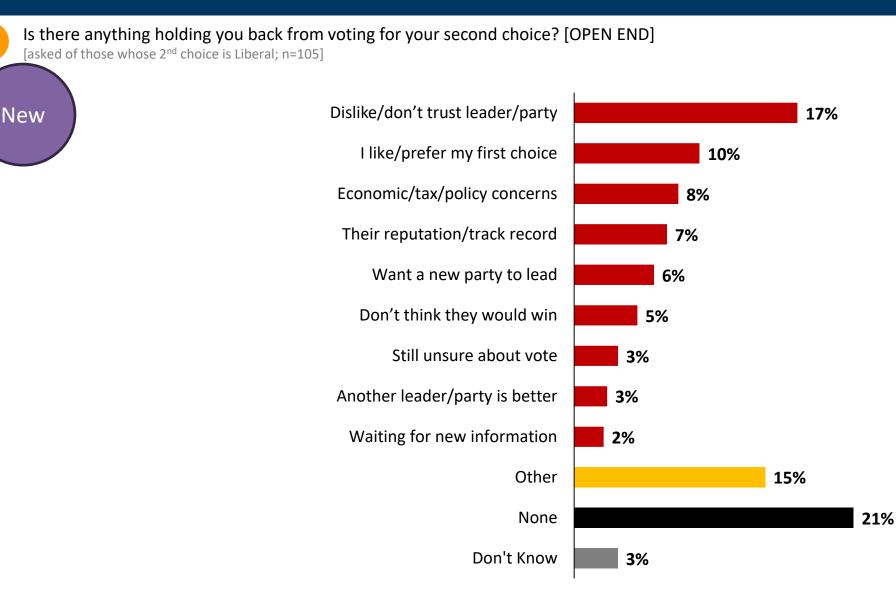

Current data: April 2025

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2ˢᵗ Choice - Barrier for Voting Liberal:

Hesitancy to vote for the Liberals stems from distrust in the leader, and a preference for their first choice

Q Is there anything holding you back from voting for your second choice? [OPEN END]
[asked of those whose 2ⁿᵈ choice is Liberal; n=105]

New

Category	Percentage
Dislike/don't trust leader/party	17%
I like/prefer my first choice	10%
Economic/tax/policy concerns	8%
Their reputation/track record	7%
Want a new party to lead	6%
Don't think they would win	5%
Still unsure about vote	3%
Another leader/party is better	3%
Waiting for new information	2%
Other	15%
None	21%
Don't Know	3%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

INNOVATIVE
RESEARCH GROUP

2st Choice - Barrier for Voting Liberal:

The most prominent hold backs are value driven and need for change

Q Is there anything holding you back from voting for your second choice? [OPEN END]
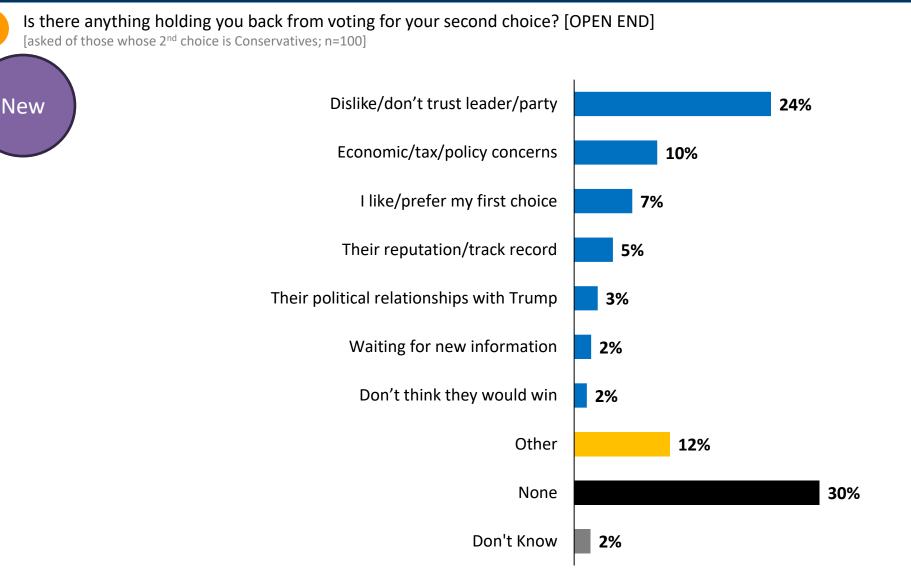[asked of those whose 2nd choice is Liberal; n=105]

New

Current data: April 2025
Note: Those with 1% and less are not shown.

2ˢᵗ Choice - Barrier for Voting Conservative:

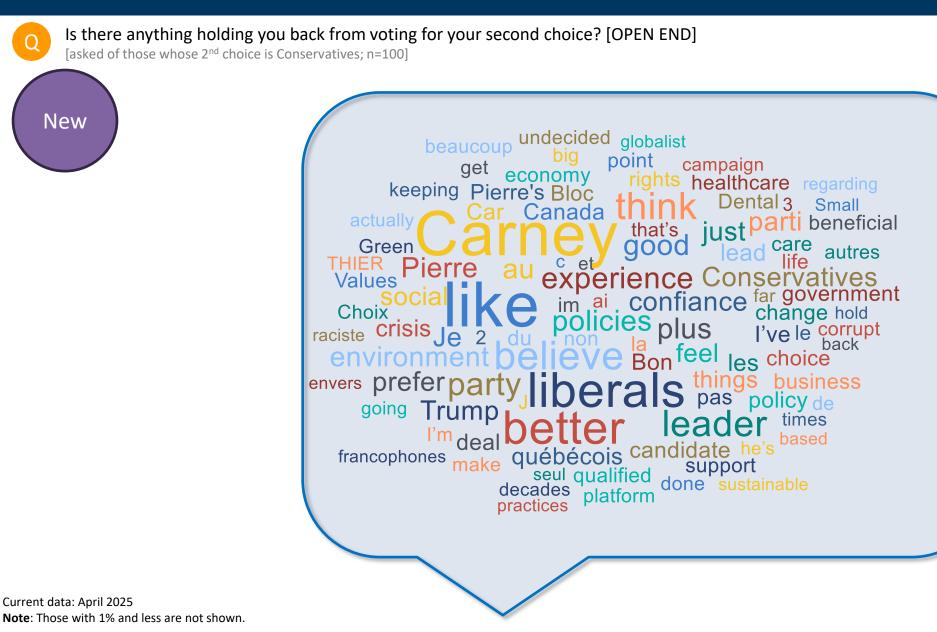## The main holdbacks for Conservatives are distrust in the leader and concerns about policies

Q Is there anything holding you back from voting for your second choice? [OPEN END]
[asked of those whose 2ⁿᵈ choice is Conservatives; n=100]

New

Category	Percentage
Dislike/don't trust leader/party	24%
Economic/tax/policy concerns	10%
I like/prefer my first choice	7%
Their reputation/track record	5%
Their political relationships with Trump	3%
Waiting for new information	2%
Don't think they would win	2%
Other	12%
None	30%
Don't Know	2%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

INNOVATIVE
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2ˢᵗ Choice - Barrier for Voting Conservative:
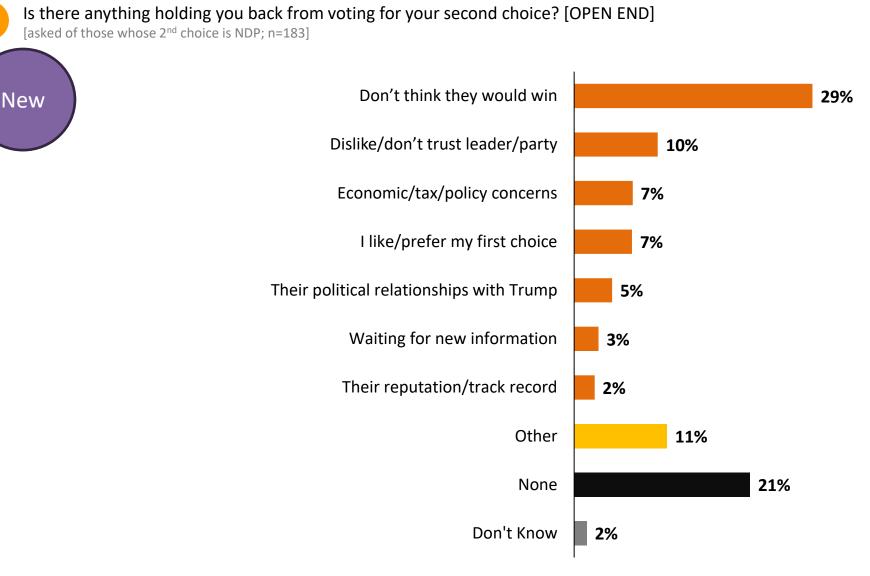
The main holdback for voting Conservative is Carney

Q Is there anything holding you back from voting for your second choice? [OPEN END]
[asked of those whose 2ⁿᵈ choice is Conservatives; n=100]

New

Current data: April 2025
Note: Those with 1% and less are not shown.

2st Choice - Barrier for Voting for NDP:

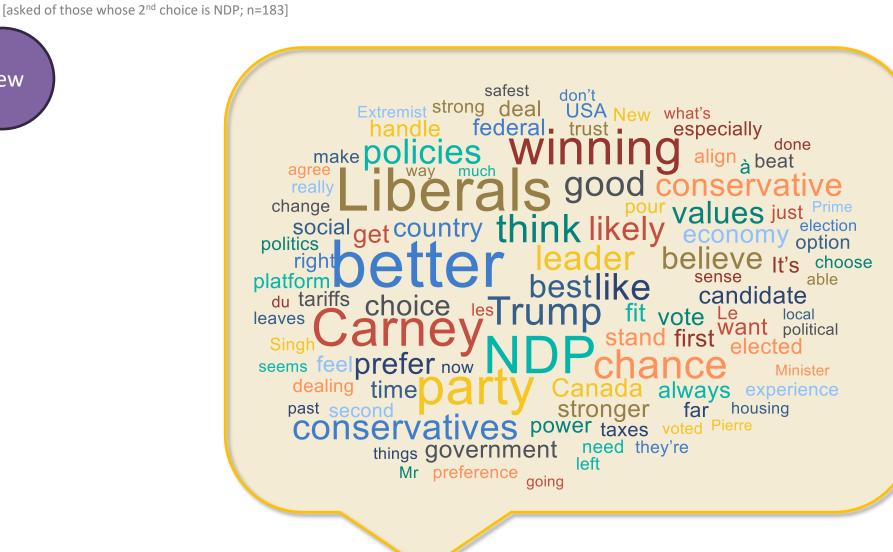## Those who selected NDP as their 2nd choice cite the main holdback as not believing they will win

Q Is there anything holding you back from voting for your second choice? [OPEN END]
[asked of those whose 2nd choice is NDP; n=183]

New

Category	Percent
Don't think they would win	29%
Dislike/don't trust leader/party	10%
Economic/tax/policy concerns	7%
I like/prefer my first choice	7%
Their political relationships with Trump	5%
Waiting for new information	3%
Their reputation/track record	2%
Other	11%
None	21%
Don't Know	2%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

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2st Choice - Barrier for Voting NDP:

Holback to vote NDP is perception that Liberals and Carney are better choice as well as desire to win

Q Is there anything holding you back from voting for your second choice? [OPEN END]
[asked of those whose 2nd choice is NDP; n=183]

New

Current data: April 2025
Note: Those with 1% and less are not shown.
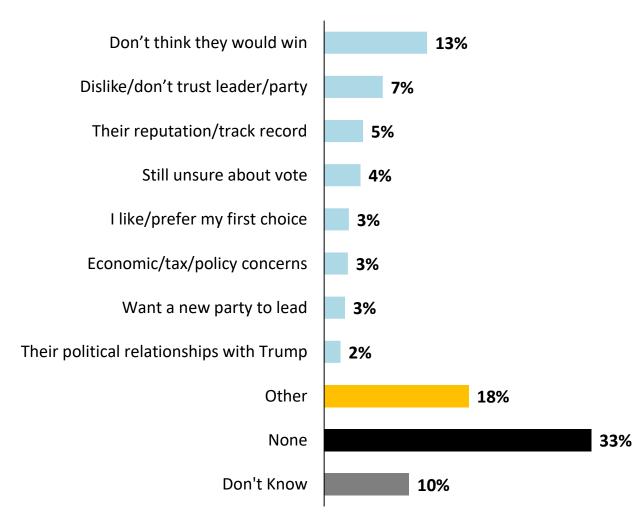
2st Choice - Barrier for Voting Bloc:

Those who chose the Bloc as their second choice cite not believing the party will win

Q Is there anything holding you back from voting for your second choice? [OPEN END]
[asked of those whose 2nd choice is Bloc; n=35]

New

Response	%
Don't think they would win	13%
Dislike/don't trust leader/party	7%
Their reputation/track record	5%
Still unsure about vote	4%
I like/prefer my first choice	3%
Economic/tax/policy concerns	3%
Want a new party to lead	3%
Their political relationships with Trump	2%
Other	18%
None	33%
Don't Know	10%

Current data: April 2025
Note: Those with 1% and less combined with "Other". Small n size, interpret with caution.

INNOVATIVE
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2st Choice - Barrier for Voting Bloc:

The main holdback for voting Bloc is Economy and Trump

Q Is there anything holding you back from voting for your second choice? [OPEN END]
[asked of those whose 2nd choice is Bloc; , combining W1 and W2 n=66]
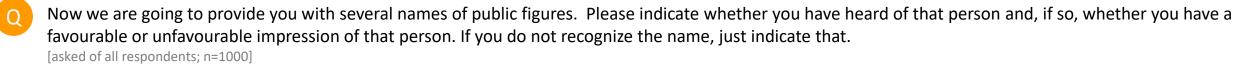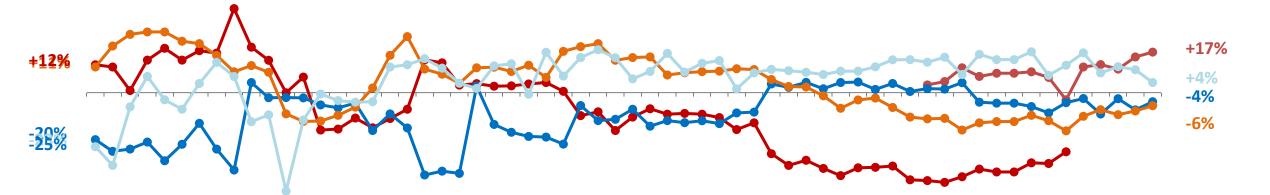
New
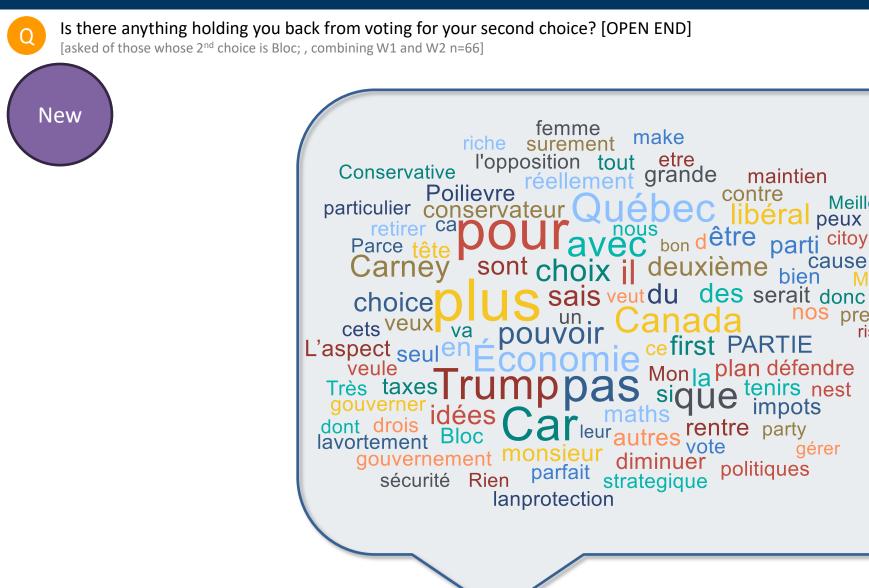
Current data: April 2025

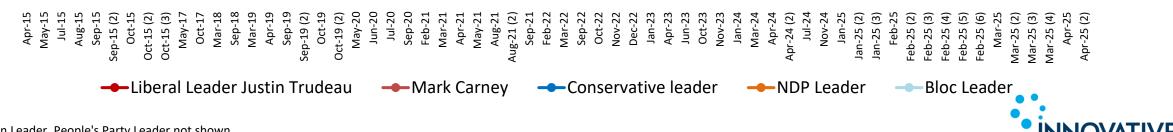# Leadership

Party Leader NET Favourables Tracking:

Carney's NET favourability continues to climb, while Poilievre's remains negative

Q 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]

Legend: Liberal Leader Justin Trudeau — Mark Carney — Conservative leader — NDP Leader — Bloc Leader

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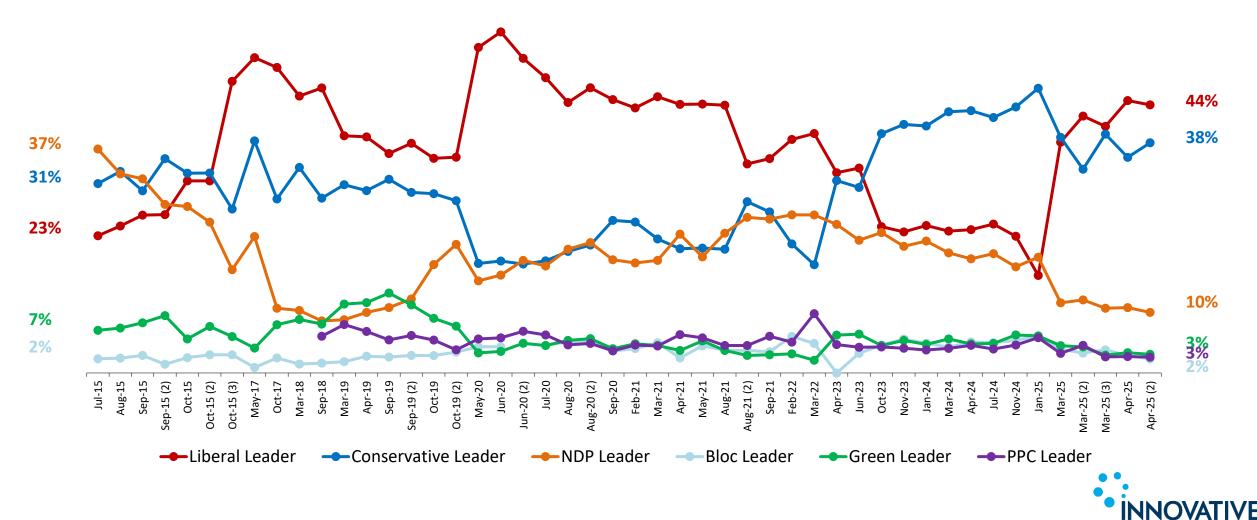Note: Results for Yves-Francois Blanchet for Quebec respondents only

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Best Prime Minister Tracking (Decided):

Support for Carney and Poilievre converges marginally, with Poilievre trailing by 6 points

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

Legend: Liberal Leader, Conservative Leader, NDP Leader, Bloc Leader, Green Leader, PPC Leader

Current data: April 2025

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Best Prime Minister by Values Clusters:

Liberals hold their ground while winning Deferential Conservatives; Battlegroundd is Pay-as-you-go Moderates
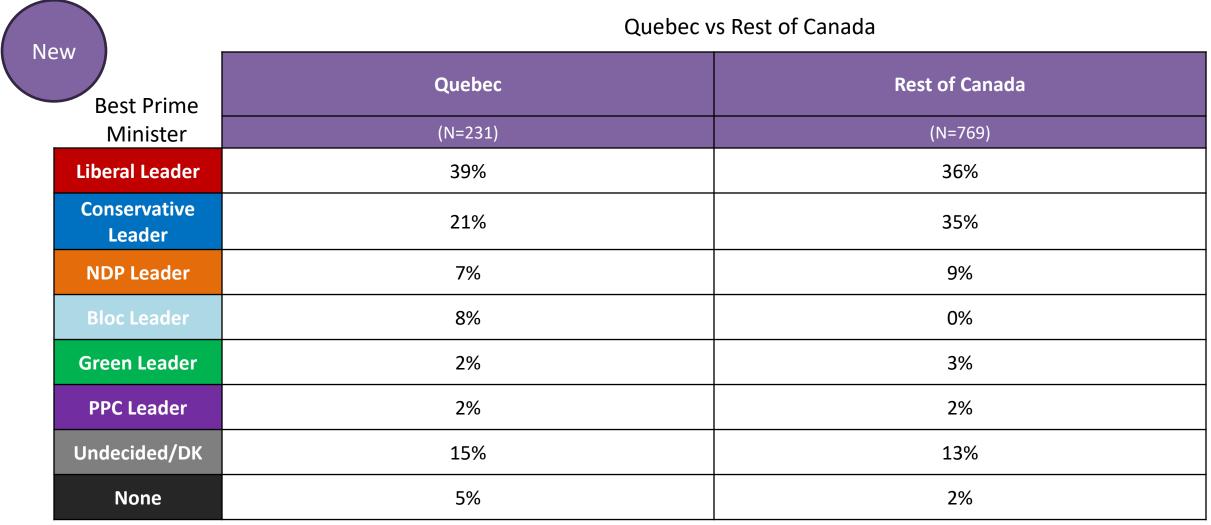
Values Clusters

Best Prime Minister	Populist Conservatives (N=133)	Deferential Conservatives (N=95)	Business Liberals (N=228)	Left Liberals (N=157)	Core Left (N=205)	Pay-as-you-go Moderates (N=184)
Liberal Leader	18%	48%	45%	40%	42%	27%
Conservative Leader	66%	27%	30%	28%	17%	31%
NDP Leader	1%	4%	6%	12%	15%	8%
Bloc Leader	2%	1%	3%	1%	2%	2%
Green Leader	3%	3%	2%	2%	4%	2%
PPC Leader	3%	2%	1%	1%	3%	3%
Undecided/DK	7%	9%	11%	15%	14%	21%
None	1%	6%	2%	2%	4%	6%

Note: Current data: April 2025

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Best Prime Minister by Quebec vs Rest of Canada:

Carney leads nationally, with Poilievre trailing closely in the ROC

New

Quebec vs Rest of Canada

Best Prime Minister	Quebec	Rest of Canada
	(N=231)	(N=769)
Liberal Leader	39%	36%
Conservative Leader	21%	35%
NDP Leader	7%	9%
Bloc Leader	8%	0%
Green Leader	2%	3%
PPC Leader	2%	2%
Undecided/DK	15%	13%
None	5%	2%

Note: Current data: April 2025

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Best Prime Minister by Region:

Poilievre's stronghold continues in BC, Alberta, and the Prairies, while Carney leads in other regions

New

Region

Best Prime Minister	BC	AB	Prairies	ON	QC	Atlantic
	(N=139)	(N=111)	(N=64)	(N=387)	(N=231)	(N=67)
Liberal Leader	33%	28%	27%	41%	39%	42%
Conservative Leader	39%	39%	41%	32%	21%	29%
NDP Leader	11%	10%	6%	7%	7%	10%
Bloc Leader	0%	0%	0%	0%	8%	0%
Green Leader	4%	1%	1%	3%	2%	1%
PPC Leader	0%	3%	0%	3%	2%	4%
Undecided/DK	11%	14%	23%	12%	15%	9%
None	1%	5%	3%	1%	5%	6%

Note: Current data: April 2025

INNOVATIVE RESEARCH GROUP

Best Prime Minister by Age:

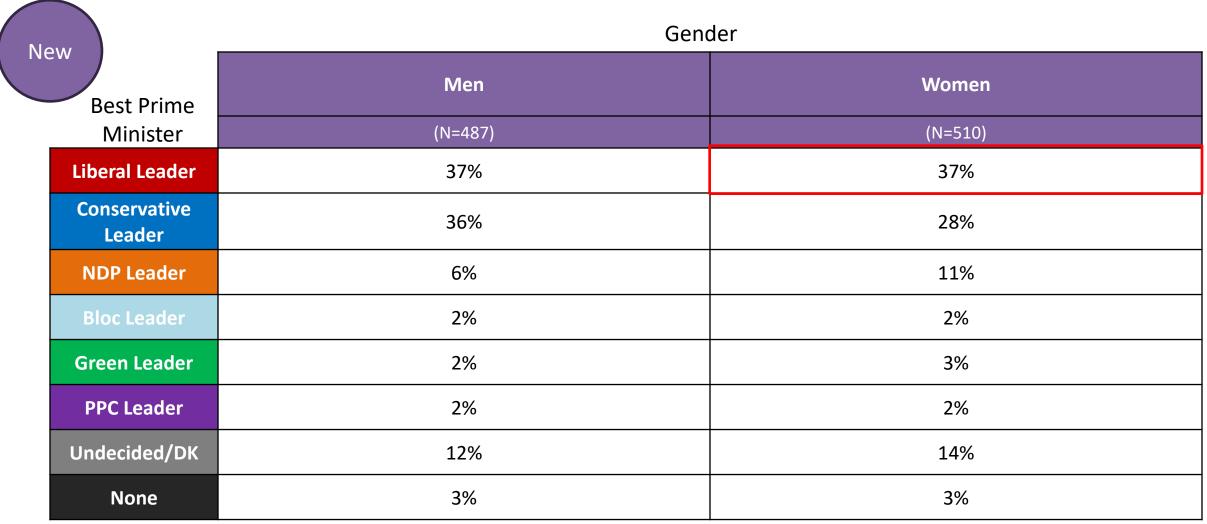## Carney's support is most prominent among 55+ ; those aged 35-54 are divided between Carney and Poilievre

New

Best Prime Minister	Age		
	18-34	**35-54**	**55+**
	(N=266)	(N=327)	(N=408)
Liberal Leader	29%	31%	47%
Conservative Leader	36%	31%	29%
NDP Leader	12%	10%	5%
Bloc Leader	<1%	3%	2%
Green Leader	4%	3%	1%
PPC Leader	2%	2%	2%
Undecided/DK	13%	17%	10%
None	3%	3%	3%

Note: Current data: April 2025

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Best Prime Minister by Gender:

Liberal support is strong and consistent across genders, while Conservative support leans more male

New

Best Prime Minister	Gender	
	Men	**Women**
	(N=487)	(N=510)
Liberal Leader	37%	37%
Conservative Leader	36%	28%
NDP Leader	6%	11%
Bloc Leader	2%	2%
Green Leader	2%	3%
PPC Leader	2%	2%
Undecided/DK	12%	14%
None	3%	3%

Note: Current data: April 2025

INNOVATIVE RESEARCH GROUP

Best Prime Minister by Time for Change Liberals:

Core LPC, Soft LPC and Time for Change show highest Carney support; Hostile and Soft anti-LPC for Poilievre

New

Time for Change Liberals

Best Prime Minister	Core LPC (N=146)	Soft LPC (N=111)	Time for change Liberals (N=197)	Uncertain (N=82)	Soft anti-LPC (N=236)	Hostile (N=229)
Mark Carney	91%	71%	59%	20%	10%	2%
Pierre Poilievre	3%	4%	17%	11%	37%	78%
Jagmeet Singh	3%	5%	8%	7%	18%	4%
Yves-François Blanchet	0%	3%	2%	3%	3%	2%
Elizabeth May	1%	0%	3%	3%	6%	1%
Maxime Bernier	1%	1%	2%	2%	1%	5%
Undecided/Don't know	0%	13%	8%	44%	22%	6%
None	0%	3%	1%	8%	4%	3%

Note: Current data: April 2025

Best PM by Value Clusters:

Support for Mark Carney increased by 11 points among Deferential Conservatives

Q Which of the following party leaders would make the best Prime Minister of Canada?
[asked of all respondents: Jan '25 W1 W2 n=1,500; Mar '25 W1 W2 W3 W4 n=3,000 Apr '25 W2 PC n=133, DC n=95, BL n=228, LL n=157, CL n=205, PAYGM n=184]

Populist Conservatives

◄3%

	Liberals	Poilievre	NDP	Bloc	Other
Apr. '25 W2	18%	66%	1%	2%	13%
Apr. '25 W1	17%	58%	4%	1%	21%
Mar. '25	18%	59%	3%	2%	18%
Jan. '25	4%	71%	4%	1%	21%

Deferential Conservatives

◄10%

	Liberals	Poilievre	NDP	Bloc	Other
Apr. '25 W2	48%	27%	4%	1%	19%
Apr. '25 W1	37%	26%	4%	7%	26%
Mar. '25	36%	29%	8%	6%	20%
Jan. '25	11%	42%	7%	9%	30%

Business Liberals

◄23%

	Liberals	Poilievre	NDP	Bloc	Other
Apr. '25 W2	45%	30%	6%	3%	15%
Apr. '25 W1	46%	26%	9%	2%	17%
Mar. '25	38%	30%	9%	3%	21%
Jan. '25	16%	35%	15%	4%	30%

Left Liberals

◄6%

	Liberals	Poilievre	NDP	Bloc	Other
Apr. '25 W2	40%	28%	12%	1%	20%
Apr. '25 W1	34%	28%	11%	3%	24%
Mar. '25	33%	25%	11%	2%	29%
Jan. '25	12%	27%	19%	4%	39%

Core Left

◄20%

	Liberals	Poilievre	NDP	Bloc	Other
Apr. '25 W2	42%	17%	15%	2%	25%
Apr. '25 W1	49%	16%	15%	1%	20%
Mar. '25	41%	15%	13%	3%	28%
Jan. '25	15%	16%	27%	2%	39%

Pay-as-you-go-Moderates

New

◄18%

	Liberals	Poilievre	NDP	Bloc	Other
Apr. '25 W2	27%	31%	8%	2%	31%
Apr. '25 W1	32%	25%	8%	2%	33%
Mar. '25	25%	28%	10%	2%	36%
Jan. '25	11%	31%	11%	4%	42%

🟥 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:
Liberals see an increase in support from NDP voters

Q Which of the following party leaders would make the best Prime Minister of Canada?
[asked of all respondents: Jan '25 W1 W2 n=1,500; Mar '25 W1 W2 W3 W4 n=3,000; Apr '25 W2 Liberal n=278, CPC n=300, NDP n=121, Green/Other n=121, Unaligned n=181]

New

Liberal
	Leader of the Liberals*	Pierre Poilievre	Jagmeet Singh	Blanchet	Other
Apr. '25 W2	82%	7%	3%		8%
Apr. '25 W1	85%	2%	1%		11%
Mar. '25	78%	7%	4%	<1%	11%
Jan. '25	45%	7%	11%	1%	35%

CPC
Apr. '25 W2	9%	83%	1%	0%	7%
Apr. '25 W1	10%	80%	2%	0%	8%
Mar. '25	7%	80%	3%		10%
Jan. '25	2%	87%		1%	10%

NDP
Apr. '25 W2	37%	5%	50%		8%
Apr. '25 W1	31%	6%	50%		12%
Mar. '25	31%	7%	48%	<1%	14%
Jan. '25	3%	6%	69%	<1%	22%

Green/Other
Apr. '25 W2	22%	11%	5%	16%	46%
Apr. '25 W1	18%	13%	7%	17%	45%
Mar. '25	20%	11%	5%	19%	45%
Jan. '25	3%	15%	9%	24%	49%

Unaligned
Apr. '25 W2	24%	17%	3%		56%
Apr. '25 W1	25%	14%	5%	1%	55%
Mar. '25	21%	13%	4%	1%	62%
Jan. '25	5%	17%	7%	1%	70%

■ 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

Reaction to Trump

Attitude Towards President Trump:
63% of Canadians are afraid of Trump's presidency; Net excitement among Canadians is at -49

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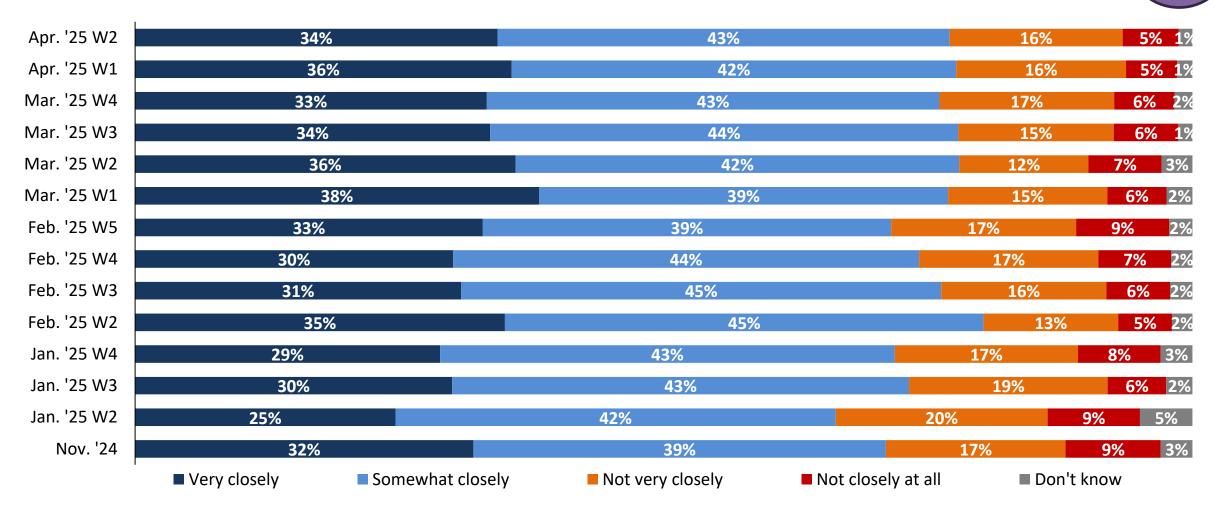ar. '25 W1 n=1,000; Mar. '25 W2 n=1,000; Mar. '25 W3 n=1,000; Mar. '25 W4 n=1,000; Apr. '25 W1 n=1,000; Apr. '25 W1 n=1,000]

Net Excited

Date	Very excited	Somewhat excited	A mix	Somewhat afraid	Mostly afraid	Neither	Don't know	Net Excited
Apr. '25 W2	7%	7%	12%	15%	48%	9%	2%	-49
Apr. '25 W1	7%	7%	12%	13%	48%	11%	2%	-47
Mar. '25 W4	5%	7%	12%	16%	47%	9%	2%	-51
Mar. '25 W3	5%	6%	13%	14%	52%	9%	2%	-54
Mar. '25 W2	7%	8%	14%	12%	48%	8%	4%	-46
Mar. '25 W1	5%	7%	14%	14%	50%	8%	3%	-52
Feb. '25 W5	7%	6%	14%	16%	45%	10%	2%	-48
Feb. '25 W4	7%	9%	12%	14%	47%	8%	3%	-46
Feb. '25 W3	6%	8%	15%	14%	46%	8%	2%	-46
Feb. '25 W2	6%	9%	15%	16%	43%	9%	3%	-43
Jan. '25 W4	7%	9%	18%	17%	36%	10%	3%	-37
Jan. '25 W3	8%	12%	17%	17%	36%	8%	3%	-33
Jan. '25 W2	7%	9%	15%	17%	38%	10%	4%	-39
Nov. '24	11%	10%	14%	15%	37%	9%	4%	-31

Engagement with U.S.-Canada Relationship:
Attention to U.S-Canadian relations at 77% and remains high

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 W2,3,4,,5 n=1,000; Mar. '25 W1,2,3,4; Apr. '25 W1,2 n=1,000]

New

	Very closely	Somewhat closely	Not very closely	Not closely at all	Don't know
Apr. '25 W2	34%	43%	16%	5%	1%
Apr. '25 W1	36%	42%	16%	5%	1%
Mar. '25 W4	33%	43%	17%	6%	2%
Mar. '25 W3	34%	44%	15%	6%	1%
Mar. '25 W2	36%	42%	12%	7%	3%
Mar. '25 W1	38%	39%	15%	6%	2%
Feb. '25 W5	33%	39%	17%	9%	2%
Feb. '25 W4	30%	44%	17%	7%	2%
Feb. '25 W3	31%	45%	16%	6%	2%
Feb. '25 W2	35%	45%	13%	5%	2%
Jan. '25 W4	29%	43%	17%	8%	3%
Jan. '25 W3	30%	43%	19%	6%	2%
Jan. '25 W2	25%	42%	20%	9%	5%
Nov. '24	32%	39%	17%	9%	3%

■ Very closely   ■ Somewhat closely   ■ Not very closely   ■ Not closely at all   ■ Don't know

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?"

Provincial Leadership Approval:

BC sees a 14-point drop in provincial government approval on handling Trump; ON marginally unchanged

Q 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, Apr. '25 W2 ON n=387, BC n=139]

Net Approval

British Columbia

	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W2	21%	26%	23%	8%	9%	13%	+30
Apr. '25 W1	26%	32%	12%	6%	7%	18%	+44
Mar. '25 W4	23%	33%	15%	10%	6%	12%	+40
Mar. '25 W3	23%	33%	22%	10%	2%	10%	+43
Mar. '25 W2	30%	27%	19%	5%	6%	13%	+46
Mar. '25 W1	22%	25%	22%	12%	7%	13%	+28
Feb. '25 W5	15%	22%	25%	12%	6%	20%	+18
Feb. '25 W4	18%	30%	23%	9%	8%	13%	+31
Feb. '25 W3	21%	22%	20%	8%	7%	22%	+28
Feb. '25 W2	27%	29%	20%	6%	8%	11%	+42
Jan. '25 W4	16%	22%	27%	11%	2%	21%	+24
Jan. '25 W3	12%	30%	25%	11%	2%	19%	+29

Ontario

	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W2	25%	34%	18%	6%	7%	10%	+46
Apr. '25 W1	24%	34%	19%	7%	6%	9%	+45
Mar. '25 W4	26%	33%	16%	10%	7%	8%	+42
Mar. '25 W3	26%	33%	18%	8%	7%	8%	+44
Mar. '25 W2	27%	27%	15%	9%	7%	14%	+38
Mar. '25 W1	32%	32%	17%	6%	5%	8%	+53
Feb. '25 W5	18%	29%	22%	10%	6%	14%	+31
Feb. '25 W4	16%	29%	22%	11%	10%	13%	+24
Feb. '25 W3	18%	26%	18%	9%	8%	21%	+27
Feb. '25 W2	23%	33%	22%	9%	7%	6%	+40
Jan. '25 W4	14%	29%	22%	9%	8%	17%	+26
Jan. '25 W3	14%	30%	25%	12%	9%	10%	+23

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

Provincial Leadership Approval:

Prairies' Net approval is at the end of March levels (+19); AB's marginally unchanged since the last wave

Q 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; Apr. '25 W2 AB n=111, Prairies n=64]

Net Approval

Alberta

Wave	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W2	19%	19%	23%	7%	24%	8%	+7
Apr. '25 W1	21%	19%	19%	14%	18%	10%	+9
Mar. '25 W4	16%	28%	17%	11%	15%	12%	+18
Mar. '25 W3	17%	22%	22%	14%	14%	11%	+11
Mar. '25 W2	12%	26%	21%	17%	12%	12%	+9
Mar. '25 W1	13%	28%	14%	19%	13%	13%	+8
Feb. '25 W5	18%	26%	20%	5%	23%	9%	+16
Feb. '25 W4	15%	20%	18%	13%	19%	16%	+3
Feb. '25 W3	15%	17%	20%	7%	13%	28%	+11
Feb. '25 W2	18%	21%	23%	12%	14%	12%	+13
Jan. '25 W4	12%	24%	34%	8%	10%	12%	+18
Jan. '25 W3	19%	27%	18%	11%	17%	8%	+17

Prairies

Wave	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W2	11%	21%	32%	7%	6%	23%	+19
Apr. '25 W1	19%	34%	24%	7%	4%	12%	+42
Mar. '25 W4	18%	23%	18%	15%	7%	19%	+19
Mar. '25 W3	17%	24%	27%	9%	7%	15%	+24
Mar. '25 W2	21%	28%	16%	14%	9%	13%	+26
Mar. '25 W1	19%	33%	21%	9%	4%	14%	+40
Feb. '25 W5	14%	28%	29%	6%	3%	20%	+33
Feb. '25 W4	14%	28%	29%	7%	5%	17%	+30
Feb. '25 W3	18%	21%	16%	2%	9%	34%	+28
Feb. '25 W2	17%	32%	22%	10%	4%	15%	+35
Jan. '25 W4	15%	20%	34%	2%	3%	25%	+29
Jan. '25 W3	16%	21%	34%	4%	3%	21%	+30

Legend:
- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Don't know

Provincial Leadership Approval:
The Atlantic government's and Quebec's net approval is similar to the end-of-March levels

Q 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 ; Apr. '25 W2 QC n=230, ATL n=67]

Net Approval

Quebec

Period	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W2	19%	17%	28%	12%	12%	12%	+12
Apr. '25 W1	14%	23%	26%	10%	10%	17%	+17
Mar. '25 W4	15%	23%	25%	14%	10%	13%	+14
Mar. '25 W3	11%	21%	32%	13%	8%	13%	+11
Mar. '25 W2	16%	25%	27%	9%	10%	13%	+22
Mar. '25 W1	23%	35%	22%	5%	6%	9%	+46
Feb. '25 W5	13%	20%	21%	15%	8%	23%	+11
Feb. '25 W4	15%	25%	25%	10%	10%	14%	+20
Feb. '25 W3	20%	18%	18%	8%	14%	21%	+15
Feb. '25 W2	23%	31%	22%	6%	6%	11%	+43
Jan. '25 W4	18%	24%	23%	10%	10%	16%	+22
Jan. '25 W3	12%	22%	32%	11%	5%	18%	+18

Atlantic

Period	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W2	18%	33%	22%	10%	5%	11%	+35
Apr. '25 W1	21%	32%	24%	2%	3%	18%	+48
Mar. '25 W4	24%	27%	23%	9%	4%	14%	+38
Mar. '25 W3	17%	23%	21%	3%	11%	25%	+26
Mar. '25 W2	19%	25%	14%	8%	6%	27%	+30
Mar. '25 W1	28%	27%	22%	4%	5%	14%	+46
Feb. '25 W5	14%	25%	21%	8%	7%	25%	+24
Feb. '25 W4	14%	21%	24%	5%	13%	23%	+18
Feb. '25 W3	21%	27%	14%	3%	4%	31%	+42
Feb. '25 W2	15%	30%	32%	7%	3%	13%	+35
Jan. '25 W4	11%	24%	16%	6%	4%	39%	+25
Jan. '25 W3	9%	21%	39%	5%	3%	23%	+22

Legend:
- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Don't know

Provincial Leadership Approval:

Among those who approve, 38% say their premier/provincial government is handling Trump well

Q And why do you say that?[OPEN END]
[asked of those who approve; n=155]

New

Approve

Category	Percentage
Premier/provincial government is handling Trump well	38%
Trump is a bully/need to stand up to Trump	22%
Fight back/responding well on tariffs	10%
Should take a stronger stance/not doing enough	9%
We should avoid tough stances/work on building US relationship	4%
Canada and its leader(s) is/should be united in standing up against Trump	4%
Economic concerns/Canada should diversify trading partners/buy Canadian	4%
Distrust of Trump/disapproval of Trump	3%
Distrust in our premier	2%

Current data: April 2025
Note: Those with 1% and less are not shown.

INNOVATIVE
RESEARCH GROUP

Provincial Leadership Approval W1 and W2:

QC and AB most likely to approve due to their province/premier's handling of Trump

Q And why do you say that?[OPEN END]
[asked of those who approve, Apr. '25 W1 and W2 n=245]

Approve

New	BC	AB	Prairies	ON	QC	Atlantic
	(N=45)	(N=10)	(N=12)	(N=118)	(N=37)	(N=24)
Premier/provincial government is handling Trump well	41%	48%	38%	39%	53%	37%
Trump is a bully/need to stand up to Trump	12%	7%	8%	21%	14%	27%
Fight back/responding well on tariffs	13%	6%	25%	18%	6%	7%
Should take a stronger stance/not doing enough	13%	7%	0%	3%	6%	10%
We should avoid tough stances/work on building US relationship	1%	5%	0%	2%	2%	0%
Canada and its leader(s) is/should be united in standing up against Trump	4%	6%	4%	4%	2%	1%
Economic concerns/Canada should diversify trading partners/buy Canadian	1%	5%	0%	2%	2%	0%
Distrust of Trump/disapproval of Trump	1%	0%	0%	2%	4%	0%
Distrust in our premier	2%	0%	0%	3%	0%	0%

Current data: April 2025 **Note**: Those with 1% and less are not shown

Provincial Leadership Disapproval:

The top reason for disapproval is that the provincial government isn't doing enough

Q And why do you say that?[OPEN END]
[asked of those who disapprove; n=58]

Disapprove

New

Should take a stronger stance/not doing enough	33%
Disagree on Premier/provincial government's handling of issue	16%
Distrust in our premier	15%
We should avoid tough stances/work on building US relationship	6%
Canada and its leader(s) is/should be united in standing up against Trump	6%
Appeasing/pandering to Trump/supportive of Trump	6%
Government should avoid a trade war	4%
Distrust of Trump/disapproval of Trump	4%
Need to have a plan/be ready	3%
Need more information/too early to decide	2%
Other	3%
Don't Know	2%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

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Provincial Leadership Disapproval:

The main reason for disapproval is that respondents feel they need more information or it's too soon to decide

Q And why do you say that?[OPEN END]
[asked of those who disapprove; Apr. '25 W1 and W2 n=113]

Disapprove

New

	BC	AB	Prairies	ON	QC	Atlantic
	(N=17)	(N=11)	(N=6)	(N=41)	(N=35)	(N=3)
Need more information/too early to decide	29%	24%	51%	28%	24%	28%
Should take a stronger stance/not doing enough	17%	15%	4%	15%	17%	33%
Premier/provincial government is handling Trump well	13%	10%	0%	6%	2%	21%
Distrust in our premier	0%	0%	0%	3%	15%	11%
Distrust of Trump/disapproval of Trump	6%	11%	0%	5%	0%	2%
Disagree on Premier/provincial government's handling of issue	3%	5%	0%	6%	0%	0%
Need to have a plan/be ready	11%	9%	0%	0%	1%	0%
Positive comment - general	0%	0%	0%	5%	3%	0%
Canada and its leader(s) is/should be united in standing up against Trump	0%	0%	0%	3%	3%	0%
Economic concerns/Canada should diversify trading partners/buy Canadian	7%	6%	0%	1%	0%	0%

Current data: April 2025 **Note**: Those with 1% and less are not shown

Provincial Leadership Approval:
Neutral respondents want more info and think the government should take a stronger stance

Q And why do you say that?[OPEN END]
[asked of those who are neutral; n=53]

New

Neutral

Need more information/too early to decide	42%
Should take a stronger stance/not doing enough	16%
Distrust in our premier	6%
Disagree on Premier/provincial government's handling of issue	5%
Economic concerns/Canada should diversify trading partners/buy Canadian	4%
Distrust of Trump/disapproval of Trump	4%
Positive comment - general	3%
Canada and its leader(s) is/should be united in standing up against Trump	2%
We should avoid tough stances/work on building US relationship	2%
Need to have a plan/be ready	2%
Fight back/responding well on tariffs	2%
Other	2%
Don't Know	7%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

INNOVATIVE
RESEARCH GROUP

Federal Leadership Approval:

Net approval of the federal government is down 2 points since April W1; approval remains highest among 55+
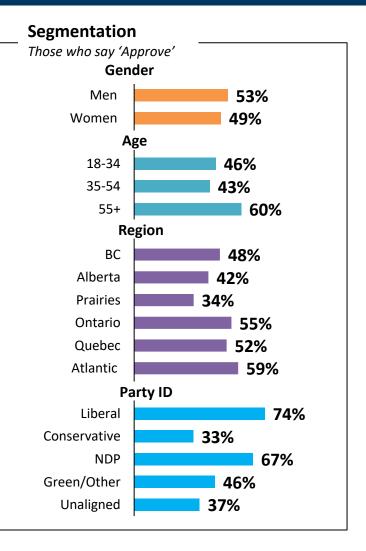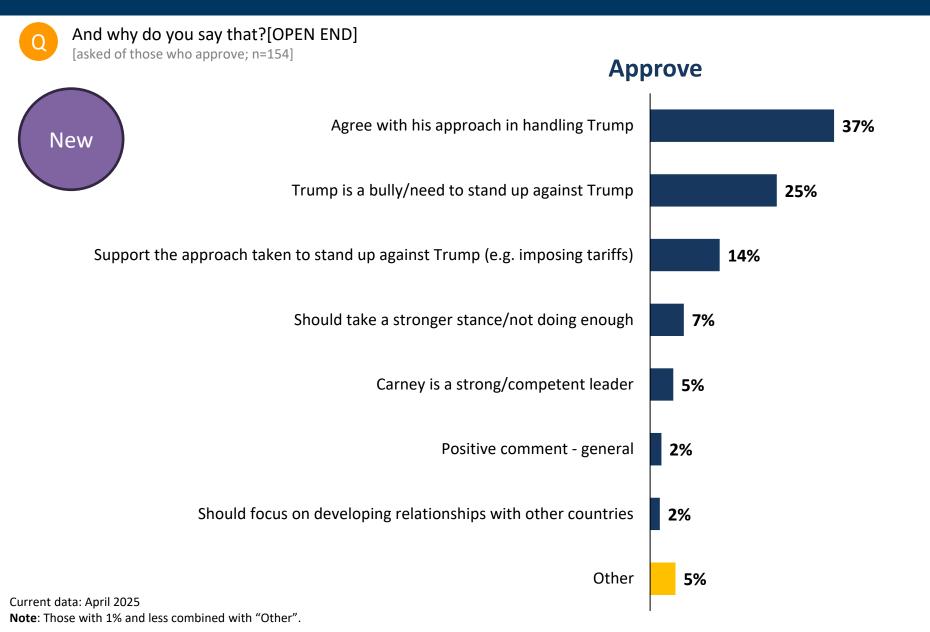
Q Now thinking about the federal government, do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency?

[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; Apr. '25 W2 n=1,000]

Net Approval

Week	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W2	23%	28%	17%	10%	10%	12%	+31%
Apr. '25 W1	23%	29%	18%	9%	9%	12%	+33%
Mar. '25 W4	20%	27%	19%	10%	10%	14%	+27%
Mar. '25 W3	19%	27%	21%	10%	9%	14%	+28%
Mar. '25 W2	22%	28%	17%	9%	10%	14%	+31%
Mar. '25 W1	27%	29%	15%	8%	9%	12%	+39%
Feb. '25 W5	16%	25%	19%	13%	12%	16%	+16%
Feb. '25 W4	15%	26%	21%	11%	12%	14%	+18%
Feb. '25 W3	17%	25%	22%	9%	12%	17%	+21%
Feb. '25 W2	22%	30%	21%	8%	10%	9%	+34%
Jan. '25 W4	11%	24%	22%	13%	11%	18%	+11%
Jan. '25 W3	11%	24%	26%	15%	12%	12%	+7%

Legend:
- ■ Strongly approve
- ■ Somewhat approve
- ■ Neither approve nor disapprove
- ■ Somewhat disapprove
- ■ Strongly disapprove
- ■ Don't know

Segmentation
Those who say 'Approve'

Gender
Men	53%
Women	49%

Age
18-34	46%
35-54	43%
55+	60%

Region
BC	48%
Alberta	42%
Prairies	34%
Ontario	55%
Quebec	52%
Atlantic	59%

Party ID
Liberal	74%
Conservative	33%
NDP	67%
Green/Other	46%
Unaligned	37%

Federal Leadership Approval:

Of those who approve of the federal government, 37% agree with Carney's approach to handling Trump

Q And why do you say that?[OPEN END]
[asked of those who approve; n=154]

New

Approve

Response	%
Agree with his approach in handling Trump	37%
Trump is a bully/need to stand up against Trump	25%
Support the approach taken to stand up against Trump (e.g. imposing tariffs)	14%
Should take a stronger stance/not doing enough	7%
Carney is a strong/competent leader	5%
Positive comment - general	2%
Should focus on developing relationships with other countries	2%
Other	5%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

INNOVATIVE
RESEARCH GROUP

Federal Leadership Approval:

Of those who approve of the federal government, most mention Trump, Carney and tariffs as reasons why

Q And why do you say that?[OPEN END]
[asked of those who approve; n=154]

New

Approve

Current data: April 2025

INNOVATIVE
RESEARCH GROUP

Federal Leadership Disapproval:

Distrust and disagreement over Canada-US relations drive disapproval of federal leadership

Q And why do you say that?[OPEN END]
[asked of those who disapprove; n=60]

New

Disapprove

Distrust the government to take the necessary actions	**26%**
We should avoid tough stances/strengthen US relationship	**18%**
Should take a stronger stance/not doing enough	**15%**
Too aggressive/don't want to escalate things	**10%**
Distrust Trump/disapproval of Trump	**10%**
He does not have a plan/not facing the issues	**6%**
Negative comment - general	**2%**
Positive comment - general	**2%**
Other	**5%**
Don't Know	**2%**

Current data: April 2025
Note: Those with 1% and less combined with "Other".

INNOVATIVE
RESEARCH GROUP

Federal Leadership Disapproval:

Distrust and disagreement in Liberal's and Carney's handling Trump and tariffs

Q And why do you say that? [OPEN END]
[asked of those who disapprove; n=60]
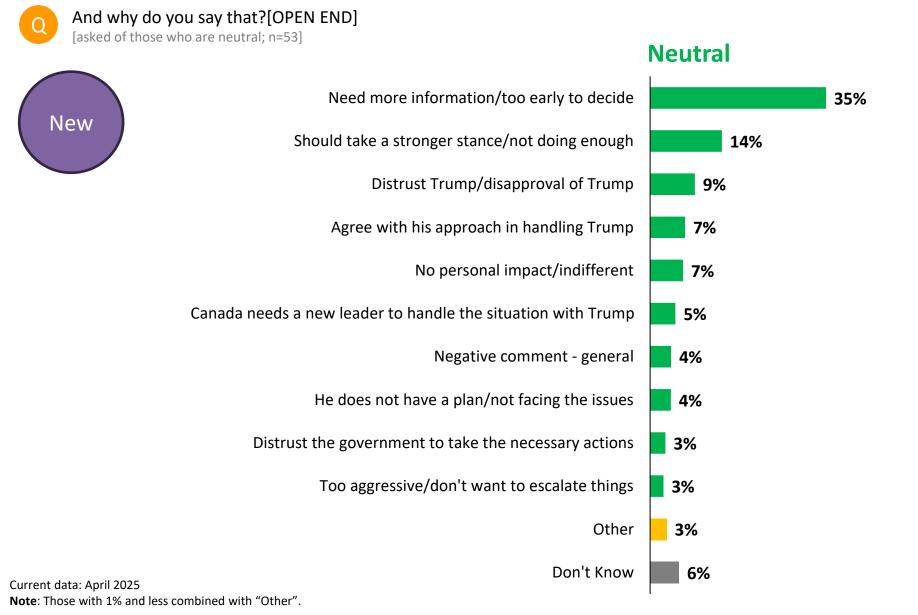
Disapprove

New

Current data: April 2025

INNOVATIVE
RESEARCH GROUP

Federal Leadership Approval:

Neutral respondents want more information and feel that the federal government should take a stronger stance

Q And why do you say that?[OPEN END]
[asked of those who are neutral; n=53]

New

Neutral

Need more information/too early to decide	35%
Should take a stronger stance/not doing enough	14%
Distrust Trump/disapproval of Trump	9%
Agree with his approach in handling Trump	7%
No personal impact/indifferent	7%
Canada needs a new leader to handle the situation with Trump	5%
Negative comment - general	4%
He does not have a plan/not facing the issues	4%
Distrust the government to take the necessary actions	3%
Too aggressive/don't want to escalate things	3%
Other	3%
Don't Know	6%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

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Pierre Poilievre and the Conservatives' Approach:
Canadians remain divided on CPC's response to Trump with many uncertain; highest approval in Alberta
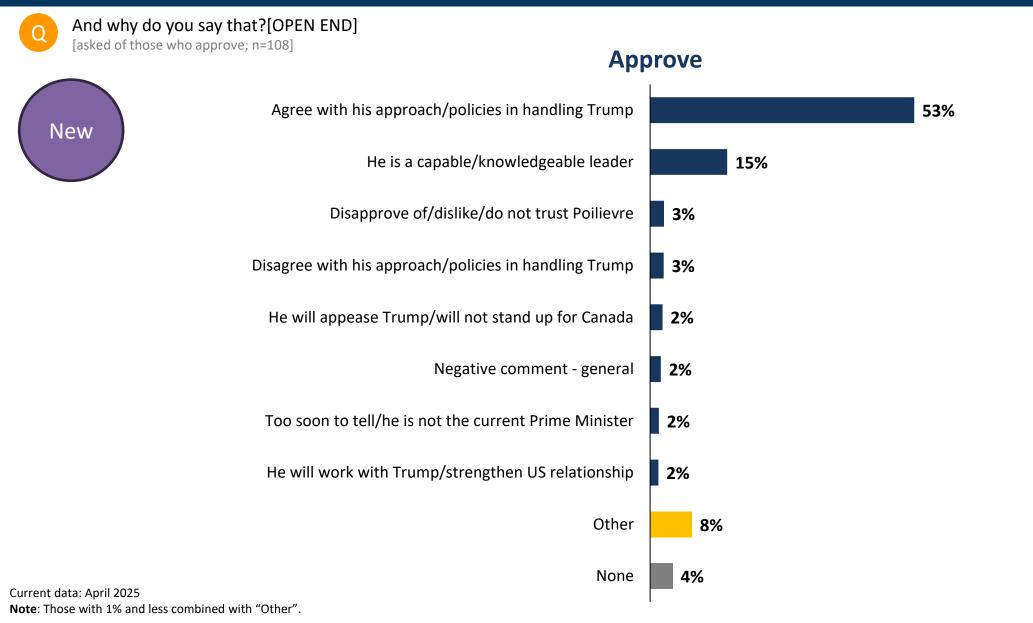
Q Do you approve or disapprove of the way Pierre Poilievre and the Conservative Party is responding to issues resulting from Donald Trump's presidency?

[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; Apr. '25 W2 n=1,000]

Net Approval

Period	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W2	14%	18%	23%	11%	17%	18%	+4%
Apr. '25 W1	14%	16%	20%	10%	17%	23%	+3%
Mar. '25 W4	11%	18%	23%	10%	16%	22%	+2%
Mar. '25 W3	10%	17%	23%	10%	16%	24%	+1%
Mar. '25 W2	12%	20%	19%	9%	17%	23%	+6%
Mar. '25 W1	13%	17%	20%	10%	15%	25%	+5%
Feb. '25 W5	12%	17%	21%	11%	15%	25%	+3%
Feb. '25 W4	10%	18%	20%	10%	17%	25%	0%
Feb. '25 W3	10%	18%	23%	11%	16%	22%	+1%
Feb. '25 W2	12%	16%	18%	7%	14%	32%	+6%
Jan. '25 W4	10%	20%	22%	8%	12%	28%	+9%
Jan. '25 W3	10%	15%	19%	8%	13%	35%	+3%

Legend:
- ■ Strongly approve
- ■ Somewhat approve
- ■ Neither approve nor disapprove
- ■ Somewhat disapprove
- ■ Strongly disapprove
- ■ Don't know

Segmentation
Those who say 'Approve'

Gender
- Men: 38%
- Women: 26%

Age
- 18-34: 37%
- 35-54: 32%
- 55+: 28%

Region
- BC: 33%
- Alberta: 39%
- Prairies: 25%
- Ontario: 37%
- Quebec: 20%
- Atlantic: 29%

Party ID
- Liberal: 22%
- Conservative: 61%
- NDP: 14%
- Green/Other: 23%
- Unaligned: 15%

Pierre Poilievre and the Conservatives' Approach:

Of those who approve of Poilievre's approach, over half (53%) agree with his approach to handling Trump

Q And why do you say that?[OPEN END]
[asked of those who approve; n=108]

New

Approve

Agree with his approach/policies in handling Trump	53%
He is a capable/knowledgeable leader	15%
Disapprove of/dislike/do not trust Poilievre	3%
Disagree with his approach/policies in handling Trump	3%
He will appease Trump/will not stand up for Canada	2%
Negative comment - general	2%
Too soon to tell/he is not the current Prime Minister	2%
He will work with Trump/strengthen US relationship	2%
Other	8%
None	4%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

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Pierre Poilievre and the Conservatives' Approach:
His approach to handling Trump is associated with words such as strong

Q And why do you say that?[OPEN END]
[asked of those who approve; n=108]

Approve

New

Current data: April 2025

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Pierre Poilievre and the Conservatives' Approach:
One third of Poilievre critics think he would appease Trump rather than stand up for Canada

Q And why do you say that?[OPEN END]
[asked of those who disapprove; n=85]

New

Disapprove

Response	%
He will appease Trump/will not stand up for Canada	34%
Disagree with his approach/policies in handling Trump	18%
Lacks a plan or strategy/indecisive leadership	13%
Negative comment - general	8%
Disapprove of/dislike/do not trust Poilievre	6%
He is an inexperienced leader	4%
He prioritizes self-interest over Canada	3%
Agree with his approach/policies in handling Trump	2%
Indifferent/neutral	2%
None	4%
Other	4%
Don't Know	2%

Current data: April 2025
Note: Those with 1% and less combined with "Other".

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Pierre Poilievre and the Conservatives' Approach:
Poilievre critics use words such as anger, tough, like, Trump to describe disapproval

Q And why do you say that?[OPEN END]
[asked of those who disapprove; n=85]

New

Disapprove

Current data: April 2025
Note: Those with 1% and less combined with "Other".

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Pierre Poilievre and the Conservatives' Approach:

Neutral respondents think Poilievre lacks a plan or strategy

Q And why do you say that?[OPEN END]
[asked of those who are neutral; n=65]

Neutral

Lacks a plan or strategy/indecisive leadership	**22%**
Don't know enough about him/his policies	**14%**
He will appease Trump/will not stand up for Canada	**10%**
Indifferent/neutral	**9%**
Disapprove of/dislike/do not trust Poilievre	**5%**
Negative comment - general	**5%**
Too soon to tell/he is not the current Prime Minister	**5%**
Disagree with his approach/policies in handling Trump	**4%**
Agree with his approach/policies in handling Trump	**4%**
None	**4%**
Other	**8%**
Don't Know	**8%**

Current data: April 2025
Note: Those with 1% and less combined with "Other".

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Best Leader for Canada-US Relations Tracking:

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

Q 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, W2 each n=1,000]

46%

Mark Carney

37%

34%

31%

Pierre Poilievre

| Feb-25 W2 | Feb-25 W3 | Feb-25 W4 | Feb-25 W5 | Mar-25 W1 | Mar-25 W2 | Mar-25 W3 | Mar-25 W4 | Apr-25 W1 | Apr-25 W2 |

— Pierre Poilievre   — Mark Carney

Best Leader for Canada-US Relations BY Afraid:
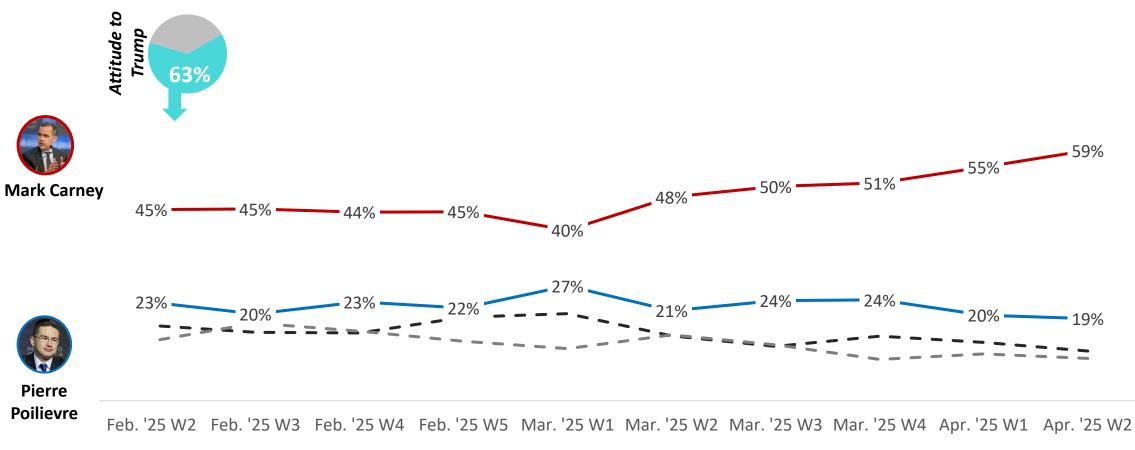
59% of those 'Afraid' about Trump's presidency favour Carney

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 , W2 each n=1,000]

Afraid

Attitude to Trump

63%

Mark Carney

Pierre Poilievre

	Feb. '25 W2	Feb. '25 W3	Feb. '25 W4	Feb. '25 W5	Mar. '25 W1	Mar. '25 W2	Mar. '25 W3	Mar. '25 W4	Apr. '25 W1	Apr. '25 W2
Mark Carney	45%	45%	44%	45%	40%	48%	50%	51%	55%	59%
Pierre Poilievre	23%	20%	23%	22%	27%	21%	24%	24%	20%	19%

Legend: —— Mark Carney   – – Neither   – – Don't know   —— Pierre Poilievre
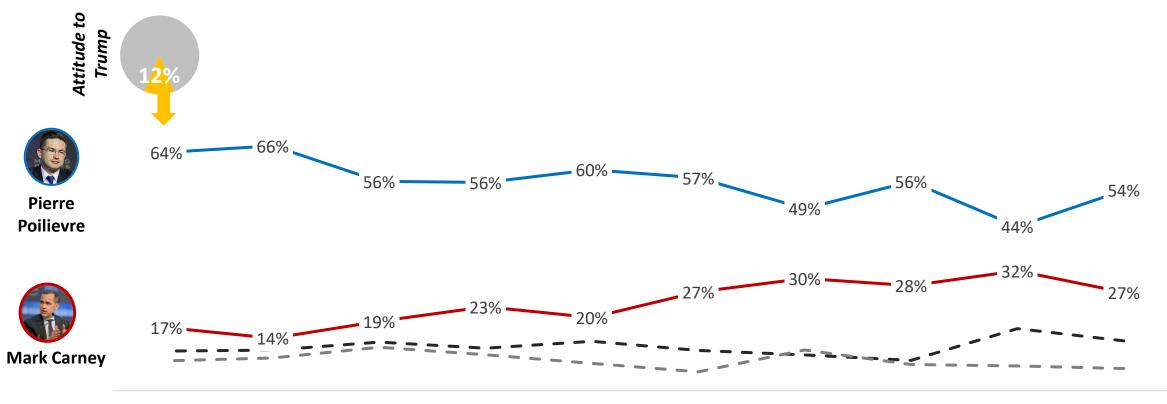
Best Leader for Canada-US Relations BY Mix of Excited/Afraid:
54% of those with mixed feelings about Trump's presidency favour Poilievre

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, W2 each n=1,000]

A mix of excited/afraid

Best Leader for Canada-US Relations:

62% 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, W2 each n=1,000]

Excited

Attitude to Trump

14%

Pierre Poilievre

Pierre Poilievre: 69% · 63% · 62% · 64% · 55% · 59% · 57% · 58% · 60% · 62%

Mark Carney

Mark Carney: 18% · 19% · 25% · 17% · 28% · 25% · 21% · 32% · 27% · 24%

| Feb. '25 W2 | Feb. '25 W3 | Feb. '25 W4 | Feb. '25 W5 | Mar. '25 W1 | Mar. '25 W2 | Mar. '25 W3 | Mar. '25 W4 | Apr. '25 W1 |

Legend: Mark Carney — Neither — Don't know — Pierre Poilievre
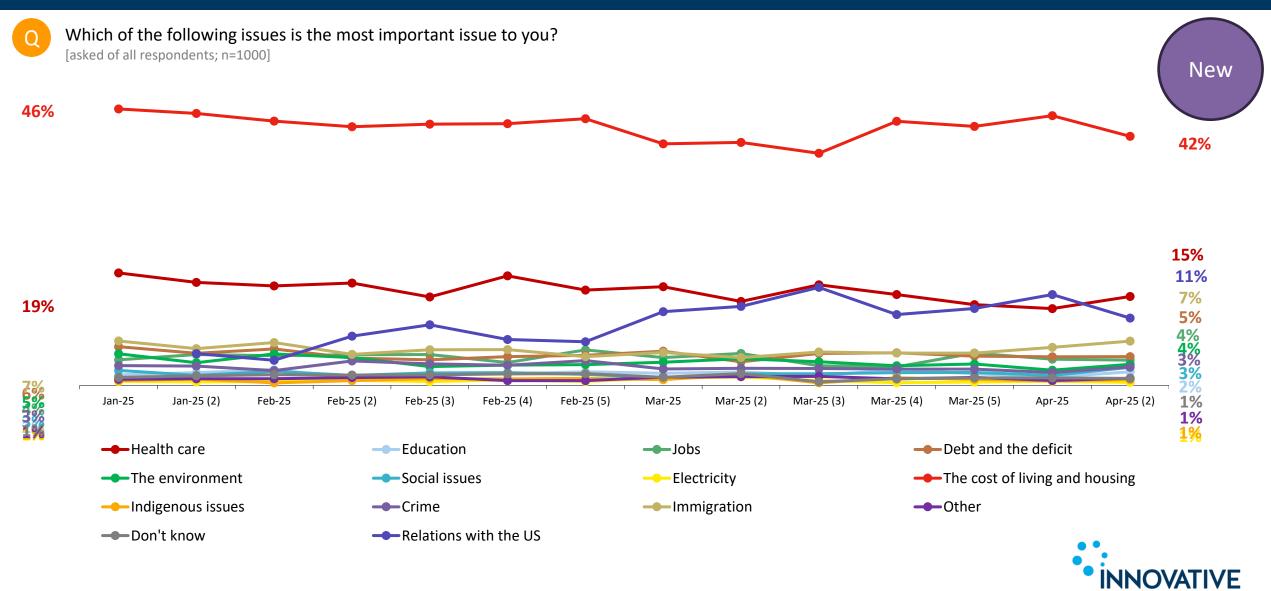
Campaign Momentum

Most Important Issue Tracking:

The most important issue remains Cost of living and housing; Health care and Relations with the US are well below

Q Which of the following issues is the most important issue to you?
[asked of all respondents; n=1000]

New

46%

42%

19%

15%
11%
7%
5%
4%
4%
3%
3%
2%
1%
1%
1%

7%

Current data: April 2025

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Legend:
- Health care
- The environment
- Indigenous issues
- Don't know
- Education
- Social issues
- Crime
- Relations with the US
- Jobs
- Electricity
- Immigration
- Debt and the deficit
- The cost of living and housing
- Other

X-axis: Jan-25, Jan-25 (2), Feb-25, Feb-25 (2), Feb-25 (3), Feb-25 (4), Feb-25 (5), Mar-25, Mar-25 (2), Mar-25 (3), Mar-25 (4), Mar-25 (5), Apr-25, Apr-25 (2)

Campaign Attention:

Liberal campaign sees a further 2-point decrease and Bloc sees a 5-point increase in attention from previous wave

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

Mark Carney and the Liberals

	Yes	No
Apr. W2	52%	48%
Apr. W1	54%	46%
Mar. W 4	59%	41%
Mar. W 3	63%	37%

Pierre Poilievre and the Conservative Party

	Yes	No
Apr. W2	48%	52%
Apr. W1	46%	54%
Mar. W 4	52%	48%
Mar. W 3	45%	55%

Jagmeet Singh and the NDP

	Yes	No
Apr. W2	31%	69%
Apr. W1	29%	71%
Mar. W 4	31%	69%
Mar. W 3	17%	83%

Yves-François Blanchet and the Bloc*

	Yes	No
Apr. W2	28%	72%
Apr. W1	22%	78%
Mar. W 4	21%	79%
Mar. W 3	15%	85%

■ Yes   ■ No

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Note: *Change in attention is a difference in those that have RSH from the most recent wave to the previous wave

RSH Impact:

RSH Impact is steady since last wave; Blanchet's net impact is up 4-points

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 [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=522; CPCs, n=481; NDP, n=305; Bloc, n=64]

Net RSH Impact

Mark Carney and the Liberals

	A lot more	Somewhat more	Made no difference	Somewhat less	A lot less	Don't know	Net RSH Impact
Apr. W2	22%	23%	27%	7%	20%	1%	+17
Apr. W1	22%	24%	24%	6%	22%	2%	+18
Mar. W4	20%	18%	29%	8%	23%	2%	+7
Mar. W3	18%	23%	33%	8%	16%	1%	+18

Pierre Poilievre and the Conservatives

Apr. W2	22%	14%	29%	9%	26%		+1
Apr. W1	20%	18%	26%	9%	27%		+2
Mar. W4	19%	15%	28%	9%	28%	1%	-2
Mar. W3	16%	16%	27%	9%	31%	2%	-8

Jagmeet Singh and the NDP

Apr. W2	16%	15%	42%	6%	19%	1%	+6
Apr. W1	13%	20%	40%	9%	17%	1%	+7
Mar. W4	10%	15%	47%	9%	18%		-1
Mar. W3	9%	15%	43%	10%	21%	2%	-6

Yves-François Blanchet and the Bloc*

Apr. W2	27%	12%	36%	6%	18%	2%	+16
Apr. W1	18%	21%	33%	8%	19%		+12
Mar. W4	22%	16%	47%	5%	10%		+23
Mar. W3	24%	14%	42%	10%	11%		+17

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

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Note: * indicates a small n size.

Top Four Mentions for Liberals and CPC:

Trump and tariff dominate Carney mentions at 25% with a strongly positive net impact of +51

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?
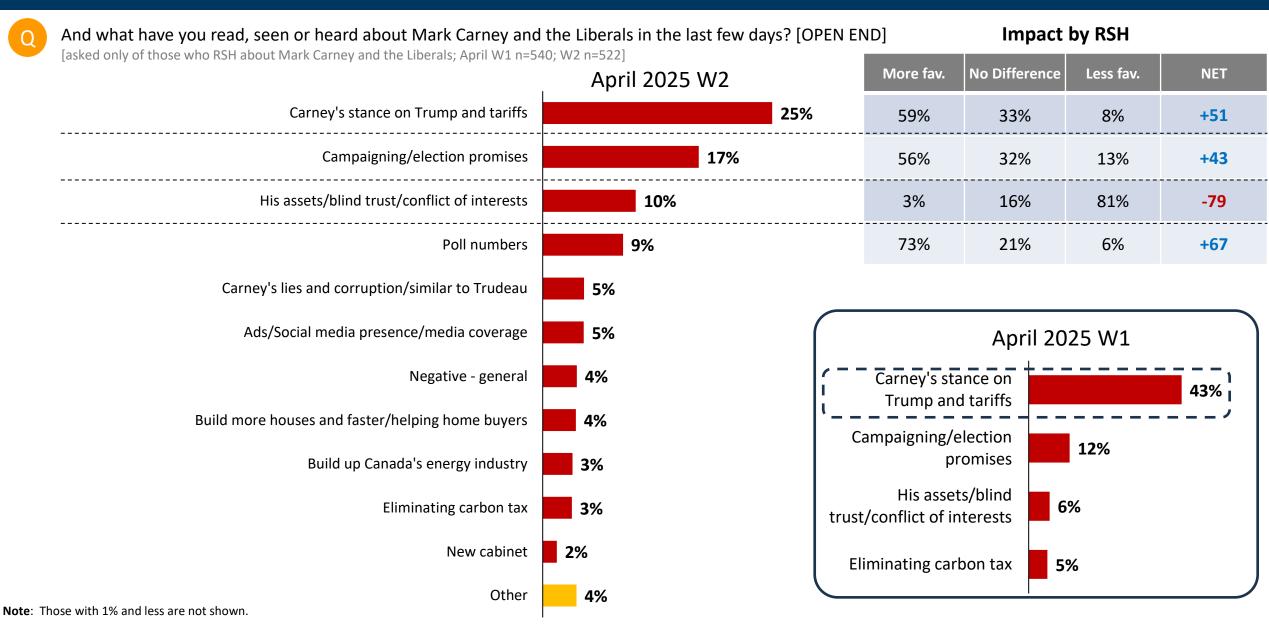[asked only of those who RSH about Mark Carney and the Liberals; n=522; Pierre Poilievre and the PCs; n=481]

Impact by RSH

Mark Carney

Mention	%	More fav.	No Difference	Less fav.	NET
Carney's stance on Trump and tariffs	25%	59%	33%	8%	+51
Campaigning/election promises	17%	56%	32%	13%	+43
His assets/blind trust/conflict of interests	10%	3%	16%	81%	-79
Poll numbers	9%	73%	21%	6%	+67

Pierre Poilievre

Mention	%	More fav.	No Difference	Less fav.	NET
Campaign and media (general)	9%	24%	55%	21%	+3
Negative-general	9%	10%	17%	73%	-63
Three-strike system for criminals/tougher on crime	8%	40%	34%	26%	+14
Large crowds at rallies	8%	54%	29%	17%	+37

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?
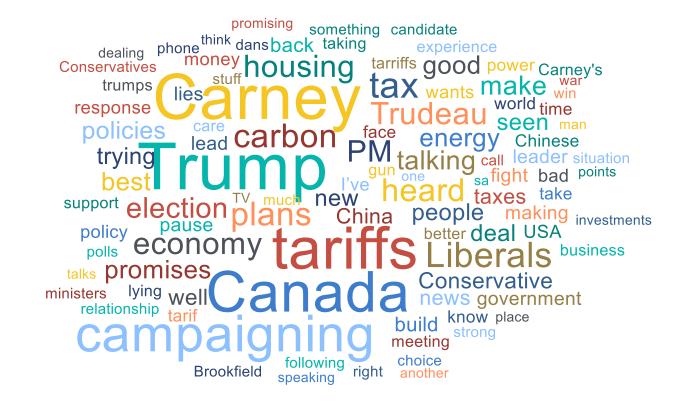
Note: Only top four shown here

Impact of RSH for Liberals:

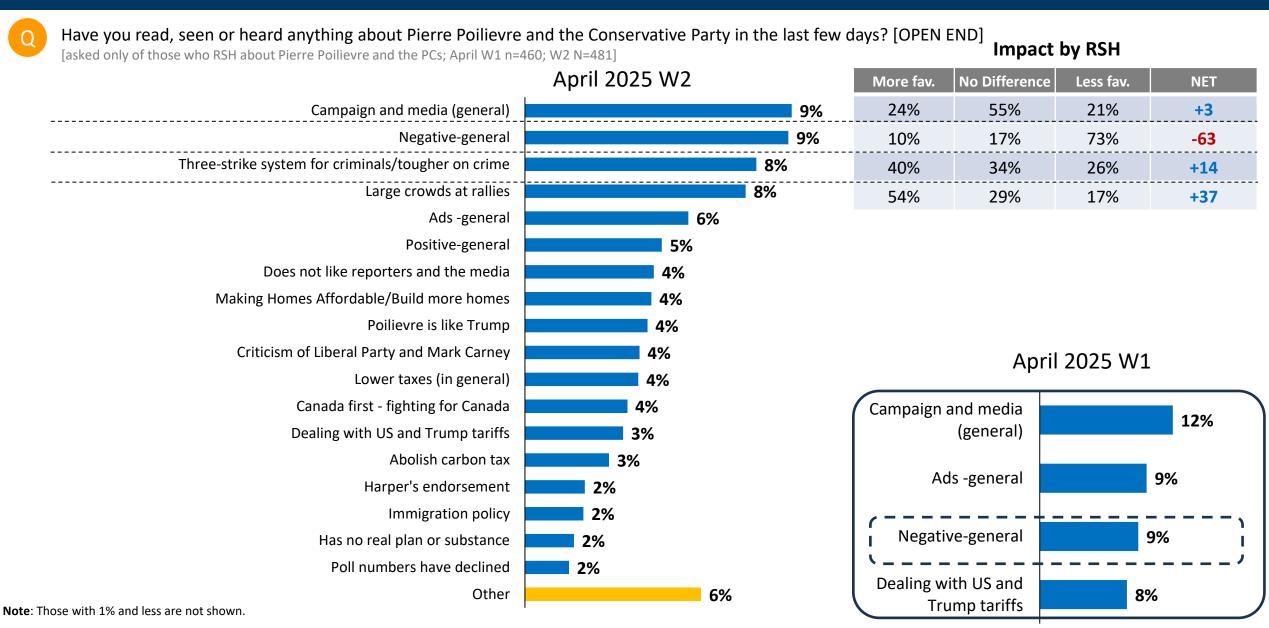## Carney's stance on Trump and tariffs is still the most mentioned, asset conflicts raise concerns

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; April W1 n=540; W2 n=522]

Impact by RSH

April 2025 W2

	More fav.	No Difference	Less fav.	NET
Carney's stance on Trump and tariffs — 25%	59%	33%	8%	**+51**
Campaigning/election promises — 17%	56%	32%	13%	**+43**
His assets/blind trust/conflict of interests — 10%	3%	16%	81%	**-79**
Poll numbers — 9%	73%	21%	6%	**+67**
Carney's lies and corruption/similar to Trudeau — 5%				
Ads/Social media presence/media coverage — 5%				
Negative - general — 4%				
Build more houses and faster/helping home buyers — 4%				
Build up Canada's energy industry — 3%				
Eliminating carbon tax — 3%				
New cabinet — 2%				
Other — 4%				

April 2025 W1

Carney's stance on Trump and tariffs	43%
Campaigning/election promises	12%
His assets/blind trust/conflict of interests	6%
Eliminating carbon tax	5%

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

RSH for Liberals:

Carney, Trump and tariffs are most mentioned; economy, carbon, housing and taxes are also coming up

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; March W4 n=579; April W1 n=540, W2 n=522]

Impact of RSH for the CPC:

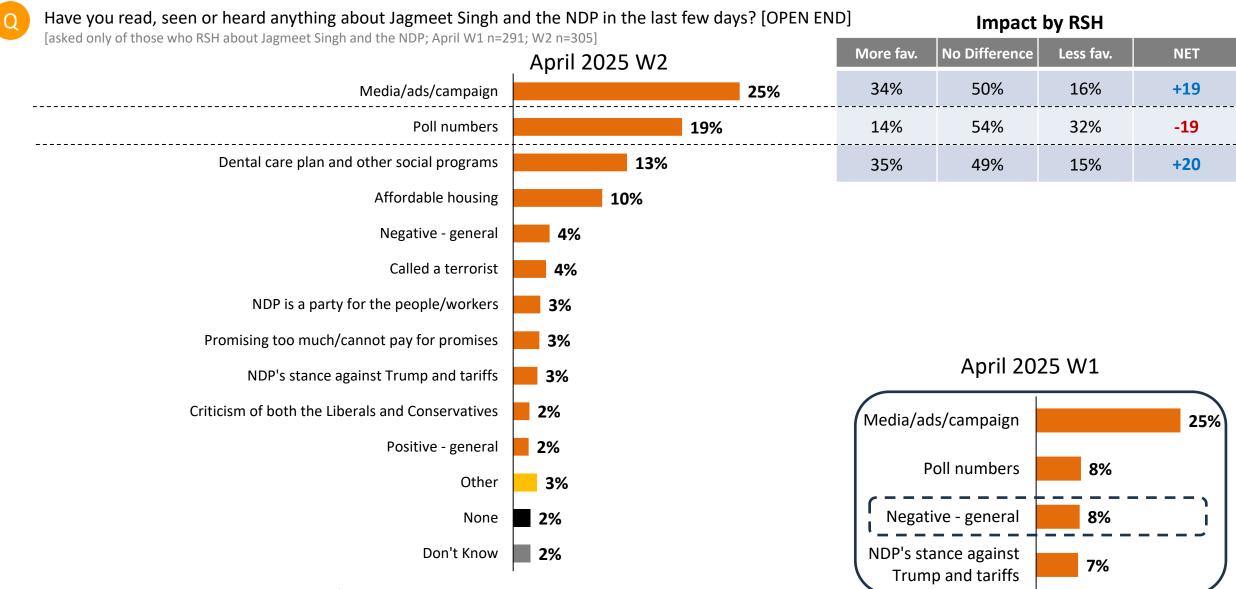## The top mention is campaign and media; the ads have a negative impact with a net of -63

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; April W1 n=460; W2 N=481]

April 2025 W2

	April 2025 W2	More fav.	No Difference	Less fav.	NET
Campaign and media (general)	9%	24%	55%	21%	+3
Negative-general	9%	10%	17%	73%	-63
Three-strike system for criminals/tougher on crime	8%	40%	34%	26%	+14
Large crowds at rallies	8%	54%	29%	17%	+37
Ads -general	6%				
Positive-general	5%				
Does not like reporters and the media	4%				
Making Homes Affordable/Build more homes	4%				
Poilievre is like Trump	4%				
Criticism of Liberal Party and Mark Carney	4%				
Lower taxes (in general)	4%				
Canada first - fighting for Canada	4%				
Dealing with US and Trump tariffs	3%				
Abolish carbon tax	3%				
Harper's endorsement	2%				
Immigration policy	2%				
Has no real plan or substance	2%				
Poll numbers have declined	2%				
Other	6%				

Impact by RSH

April 2025 W1

	April 2025 W1
Campaign and media (general)	12%
Ads -general	9%
Negative-general	9%
Dealing with US and Trump tariffs	8%

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

RSH for the CPC:

The top mention is Trump, rallies, and taxes

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; March W4 n=508; April W1 n=460, W2 n=481]

Impact of RSH for New Democrats:

Most common mentions of Singh relate to media and advertising, polling performance, and social programs

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; April W1 n=291; W2 n=305]

April 2025 W2

Mention	%
Media/ads/campaign	25%
Poll numbers	19%
Dental care plan and other social programs	13%
Affordable housing	10%
Negative - general	4%
Called a terrorist	4%
NDP is a party for the people/workers	3%
Promising too much/cannot pay for promises	3%
NDP's stance against Trump and tariffs	3%
Criticism of both the Liberals and Conservatives	2%
Positive - general	2%
Other	3%
None	2%
Don't Know	2%

Impact by RSH

	More fav.	No Difference	Less fav.	NET
	34%	50%	16%	**+19**
	14%	54%	32%	**-19**
	35%	49%	15%	**+20**

April 2025 W1

Mention	%
Media/ads/campaign	25%
Poll numbers	8%
Negative - general	8%
NDP's stance against Trump and tariffs	7%

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

RSH for New Democrats:

Top mentions for NDP are more policy centered such as pharmacare, housing, healthcare

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; March W4 n=304; April W1 n=291, W2 n=305]
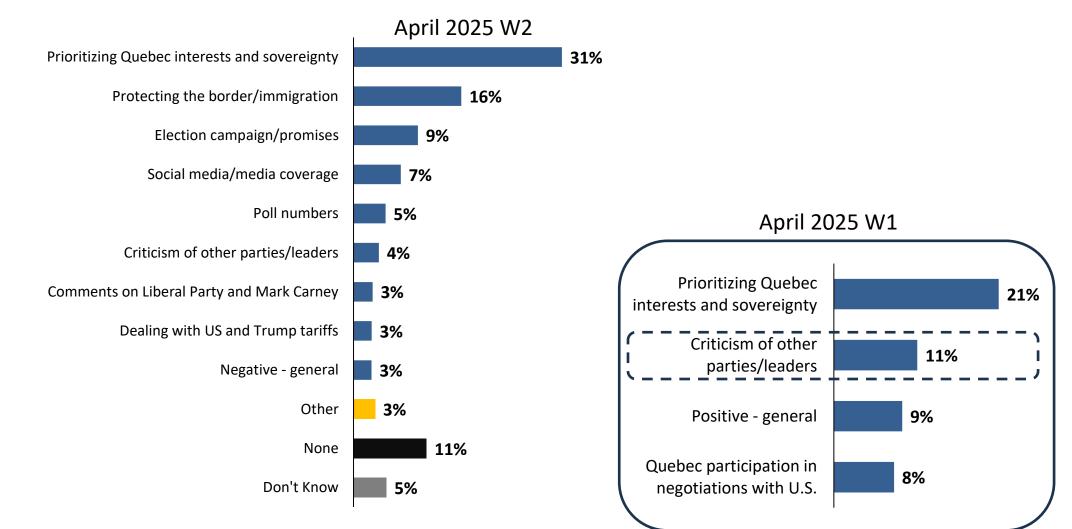
Impact of RSH Bloc Québécois:

Top mentions are prioritization of Quebec, border protection/immigration, and election or campaign promises

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; April W1 n=51; W2 n=64]

April 2025 W2

Prioritizing Quebec interests and sovereignty	31%
Protecting the border/immigration	16%
Election campaign/promises	9%
Social media/media coverage	7%
Poll numbers	5%
Criticism of other parties/leaders	4%
Comments on Liberal Party and Mark Carney	3%
Dealing with US and Trump tariffs	3%
Negative - general	3%
Other	3%
None	11%
Don't Know	5%

April 2025 W1

Prioritizing Quebec interests and sovereignty	21%
Criticism of other parties/leaders	11%
Positive - general	9%
Quebec participation in negotiations with U.S.	8%

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

Impact of RSH Bloc Québécois:

Top mentions are more identity politics Quebec, French, defending

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; March W4 n=49; April W1 n=51, W2 n=64]

Survey Methodology

These are the results of an online survey conducted between April 10th and April 14th, 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=1,455 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 10th to April 14th, 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. 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	142	9.8%	134	13.4%
Men 35-54	217	15.0%	160	16.0%
Men 55+	329	22.8%	194	19.4%
Women 18-34	167	11.5%	130	13.0%
Women 35-54	251	17.4%	167	16.7%
Women 55+	340	23.5%	213	21.4%
British Columbia	176	12.1%	139	13.9%
Alberta	187	12.9%	111	11.1%
Prairies	79	5.4%	64	6.4%
Ontario	508	34.9%	387	38.7%
Québec	287	19.7%	231	23.1%
Atlantic	218	15.0%	67	6.7%

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