



# Canada This Month Federal Election

Public Opinion Research  
Release Date: April 15<sup>th</sup>, 2025  
Field Dates: April 10<sup>th</sup> to April 14<sup>th</sup>, 2025

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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**



# 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.

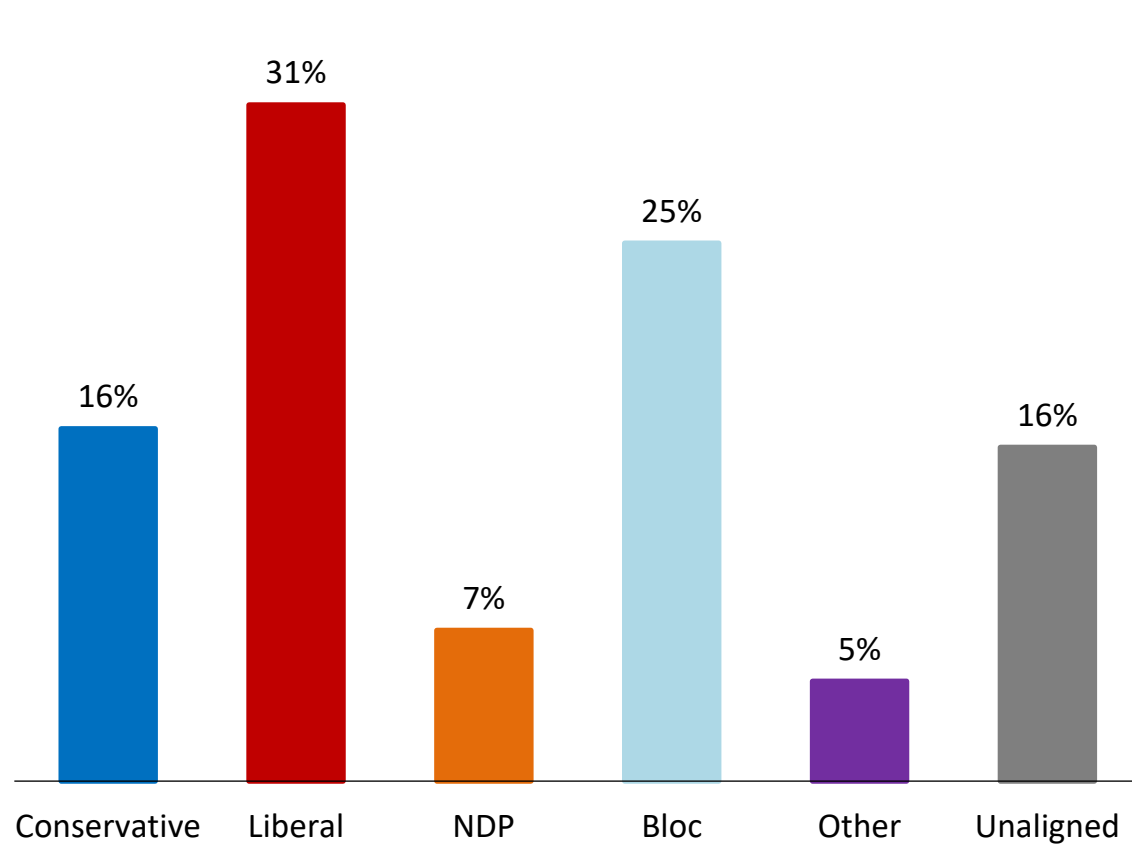
# Key Voter Segments

# 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**

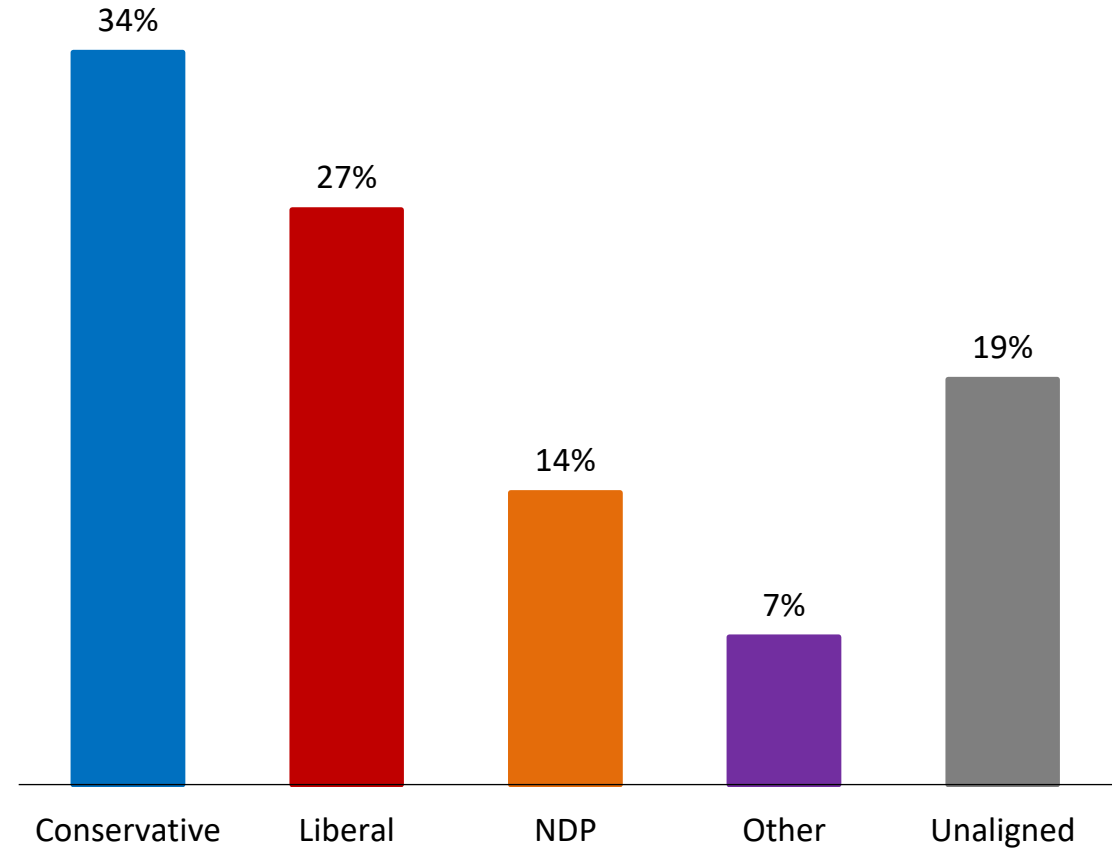
## Party ID: Quebec

[Respondents in Quebec; n=231]



## Party ID: Rest of Canada

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



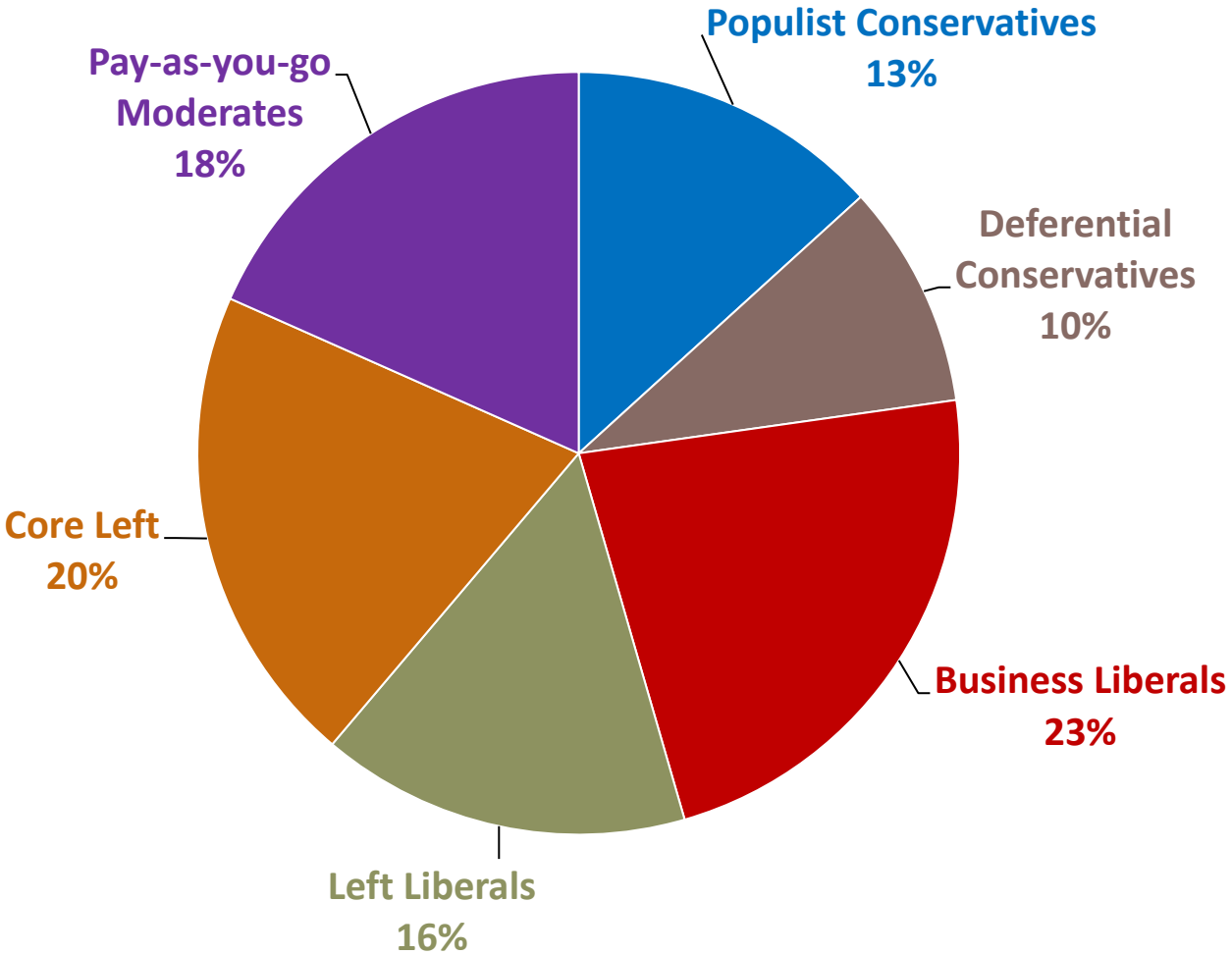
# Value Clusters:

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.

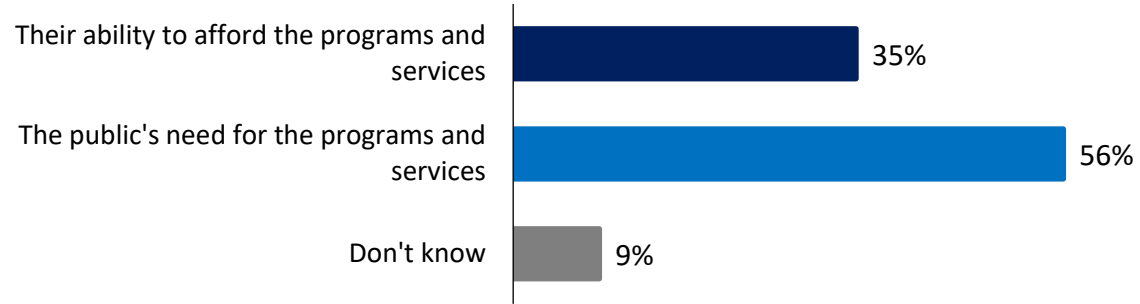
[asked of all respondents; n=1,000]



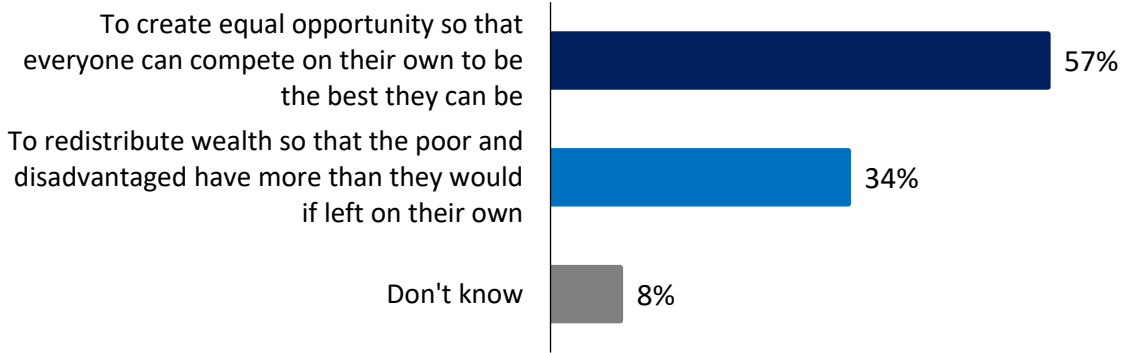
# Core Political Values:

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

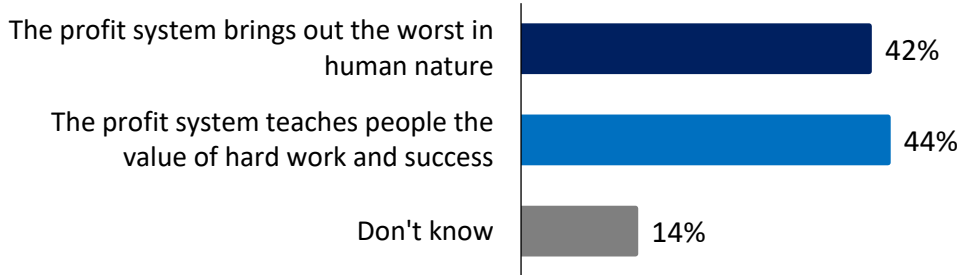
**Q** When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?  
[asked of all respondents; n=1000]



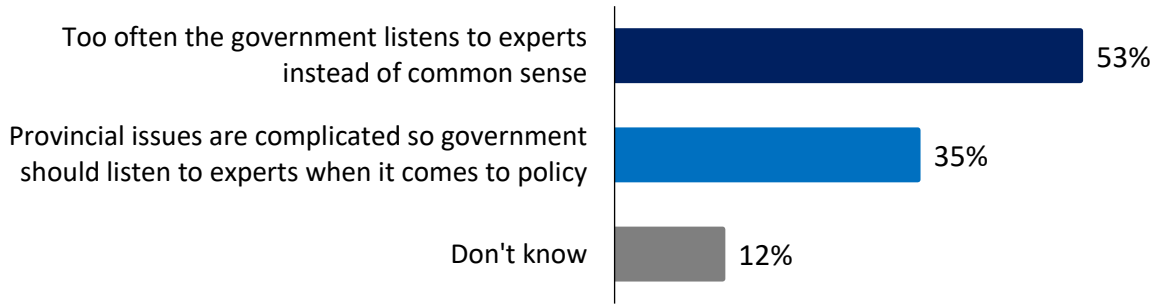
**Q** Is the main role of government to...?  
[asked of all respondents; n=1000]



**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	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%

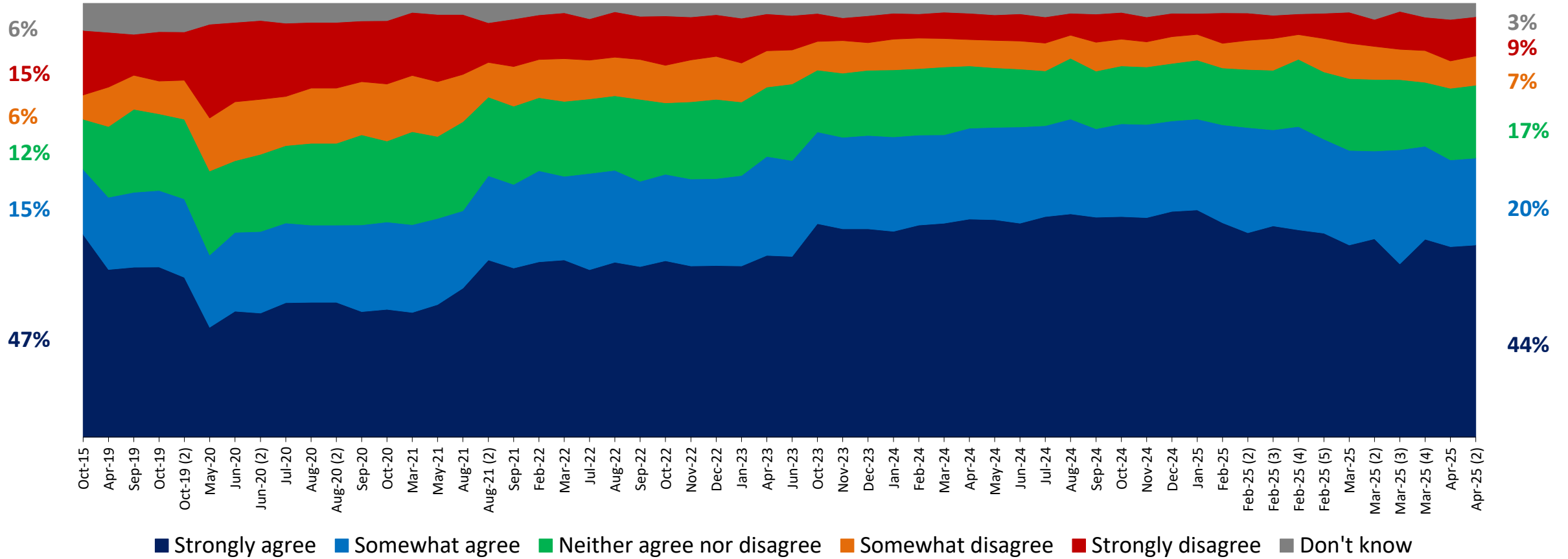
Note: Current data: April 2025



# Time for Change

# Time for Change Tracking:

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

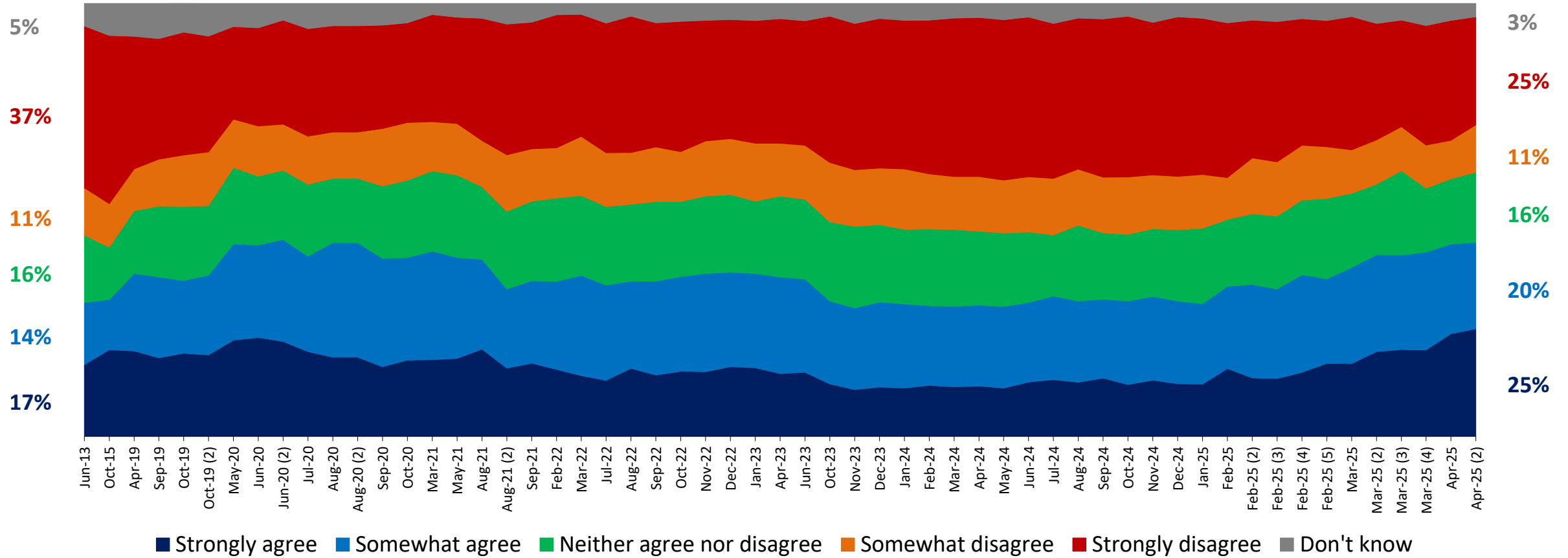


# Time for Change Tracking:

45% 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]



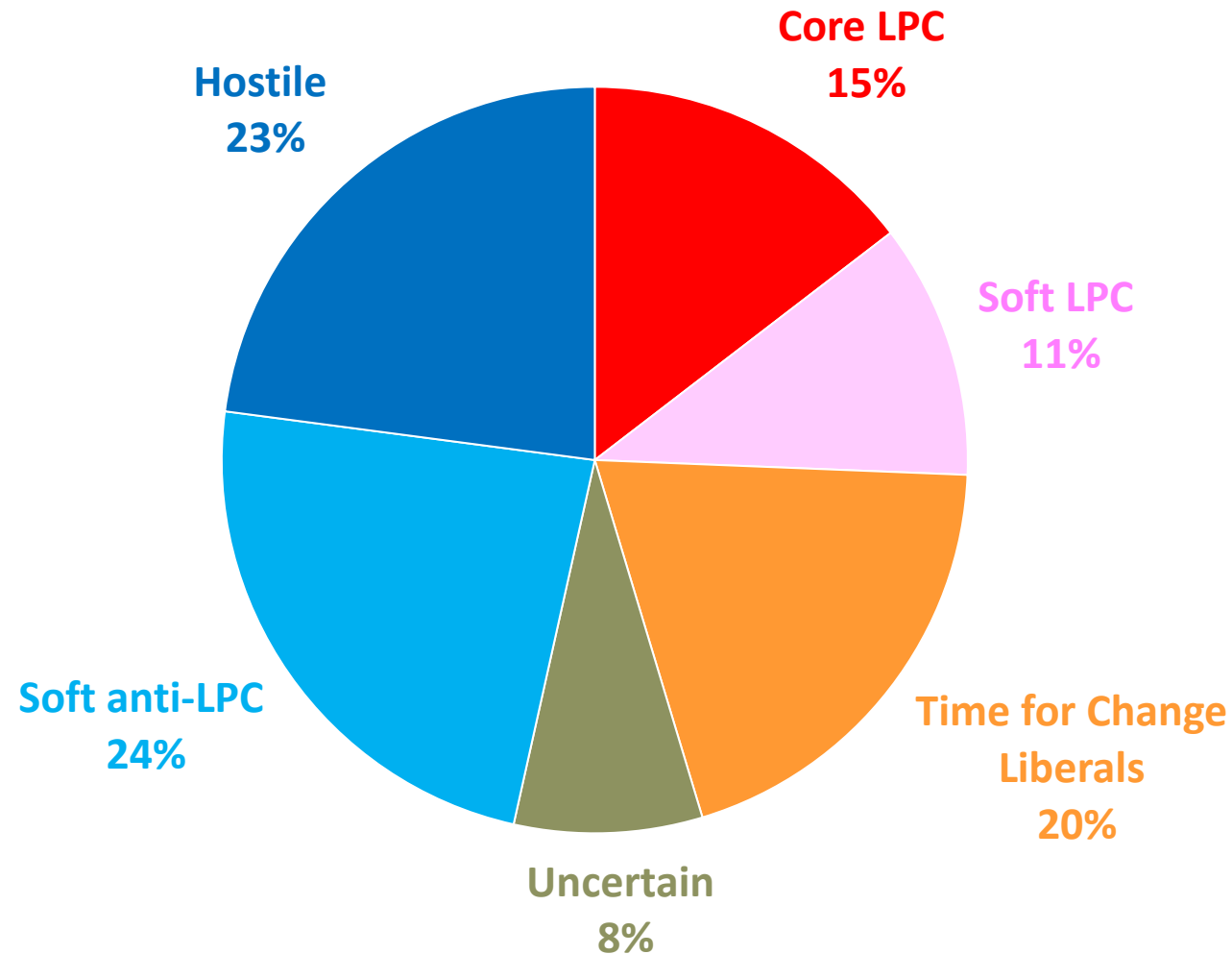
# Time for Change Segmentation:

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



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:

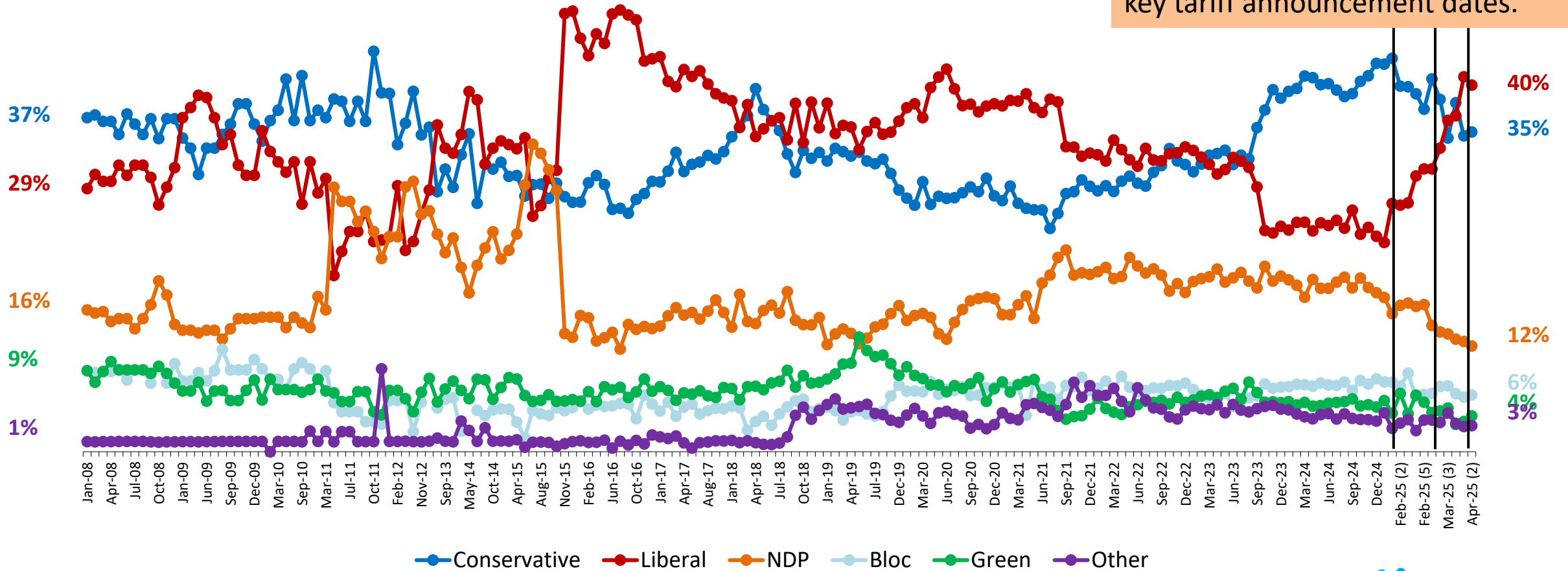
## Decided votes remain largely steady



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 1<sup>st</sup>, March 4<sup>th</sup> and April 2<sup>nd</sup> 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	REGION					
	BC (N=132)	AB (N=101)	Prairies (N=56)	ON (N=358)	QC (N=208)	Atlantic (N=57)
<b>Conservative</b>	40%	53%	45%	38%	18%	27%
<b>Liberal</b>	36%	32%	36%	44%	39%	54%
<b>NDP</b>	18%	11%	12%	11%	10%	10%
<b>Bloc</b>	0%	0%	0%	0%	27%	0%
<b>Green</b>	4%	1%	3%	4%	4%	5%
<b>Other</b>	2%	4%	4%	3%	2%	4%

Note: Current data: April 2025

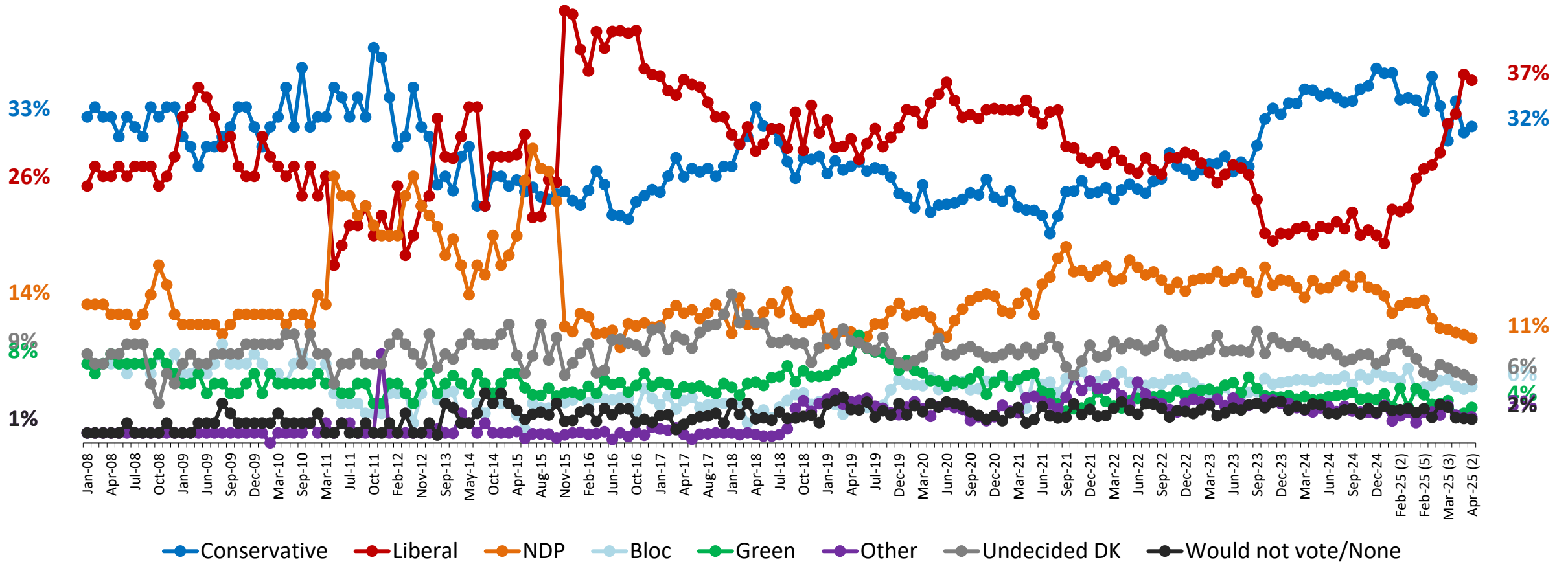
# Federal Vote Tracking:

While the gap slightly narrowed, the Liberals still maintaining a 5-point lead ahead of Conservatives.



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]



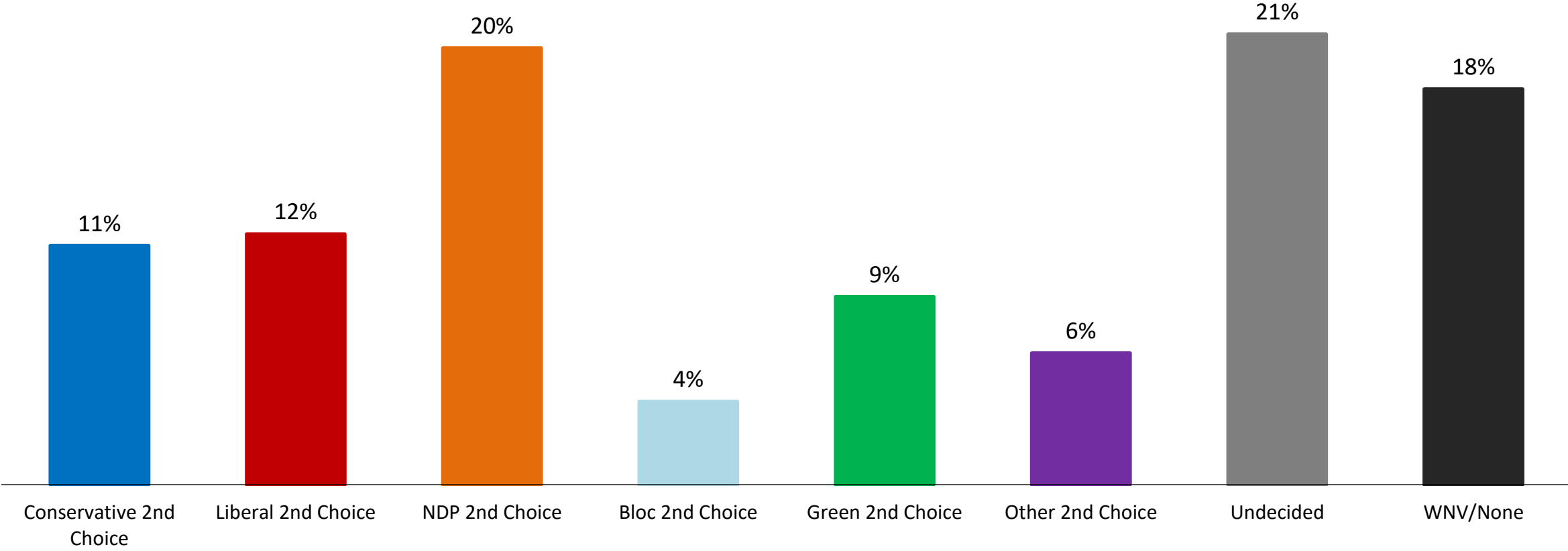
# Federal 2nd Choice Party:

NDP remains in the lead as the second vote choice at 20%



And which party would be your second choice?

[asked only decided voters; n=912]





# 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

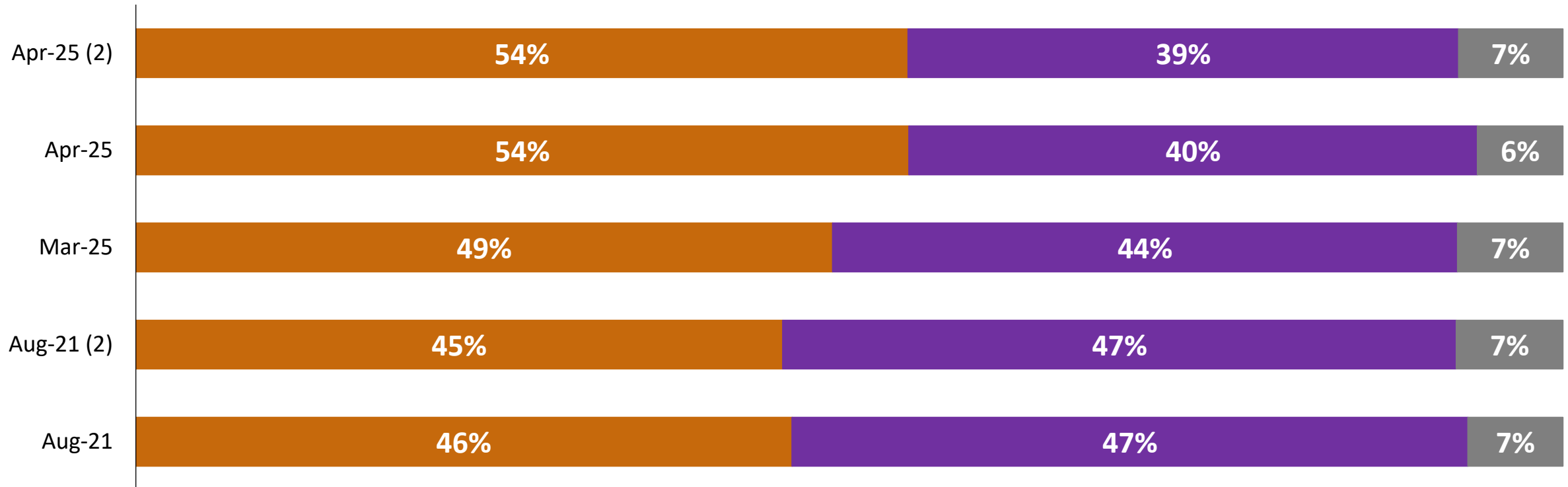
Second Choice	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
	(N=320)	(N=367)	(N=106)	(N=57)	(N=36)
Conservative 2nd Choice		16%	15%	20%	14%
Liberal 2nd Choice	16%		35%	14%	19%
NDP 2nd Choice	9%	38%		9%	21%
Bloc 2nd Choice	2%	7%	5%		0%
Green 2nd Choice	7%	8%	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

# 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 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 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

**Leadership**



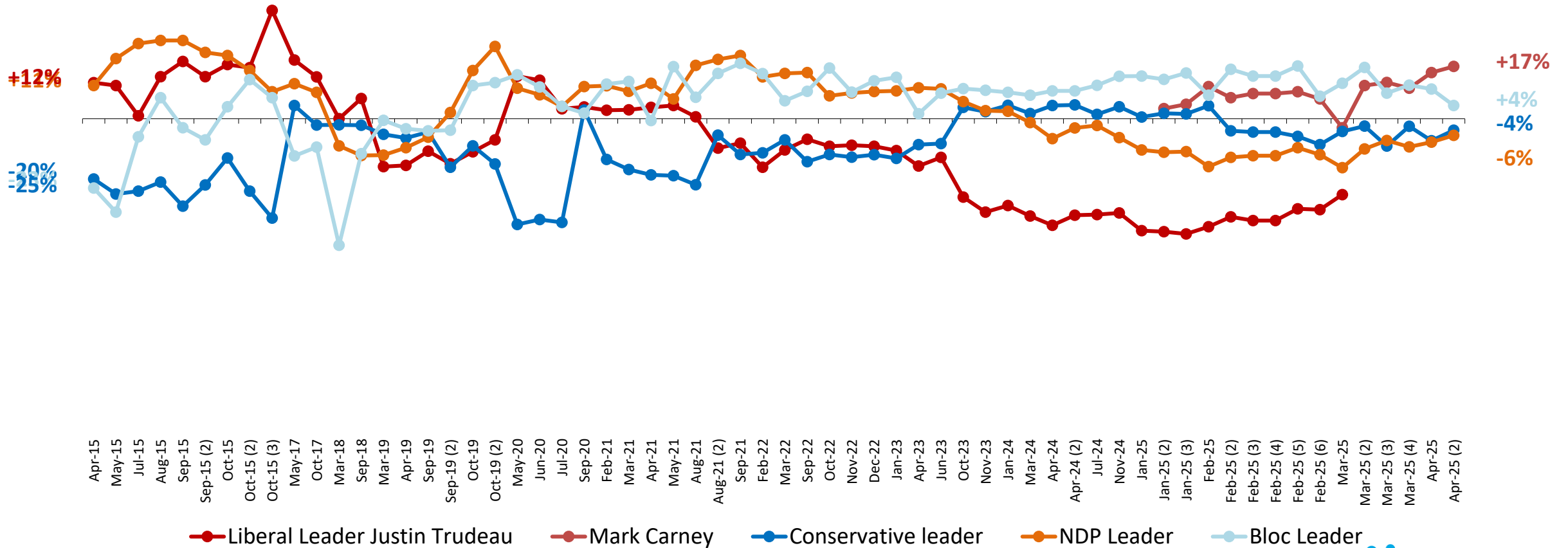
# Party Leader NET Favourables Tracking:

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



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

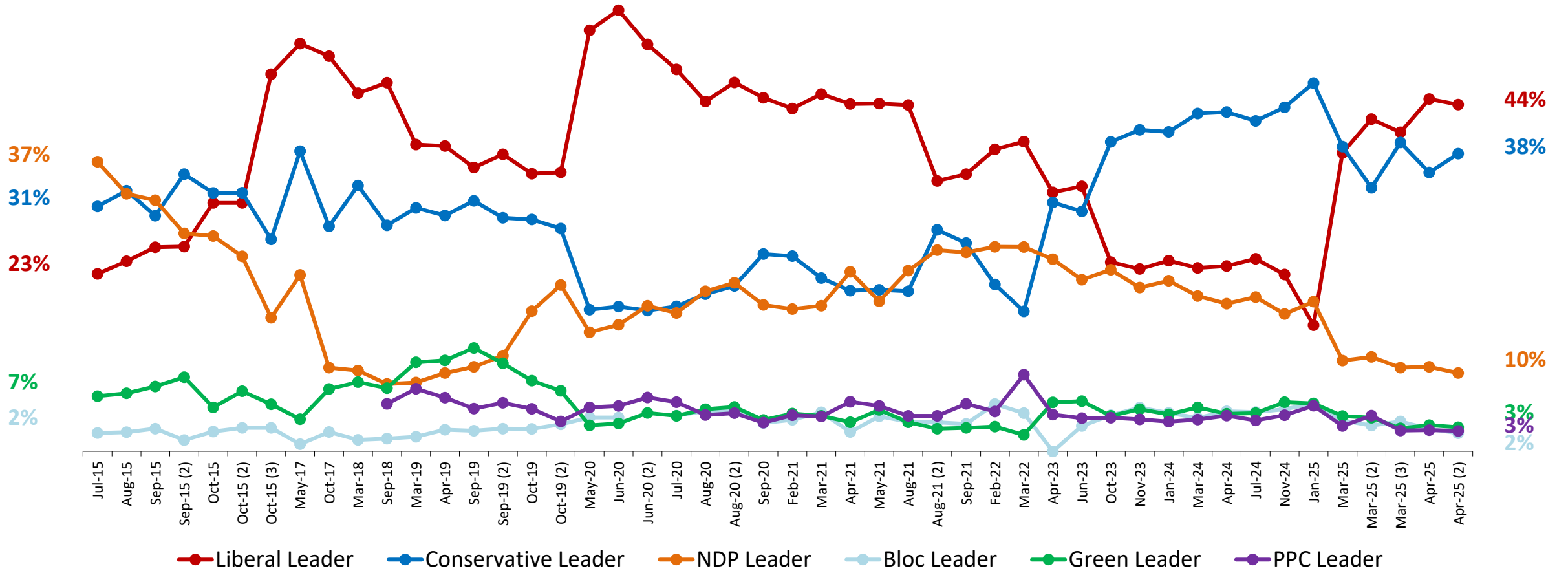




# Best Prime Minister Tracking (Decided):

Support for Carney and Poilievre 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]



# Best Prime Minister by Values Clusters:

Liberals hold their ground while winning Deferential Conservatives; Battleground for Pay-as-you-go Moderates

		Values Clusters					
		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)
Best Prime Minister	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

# Reaction to Trump

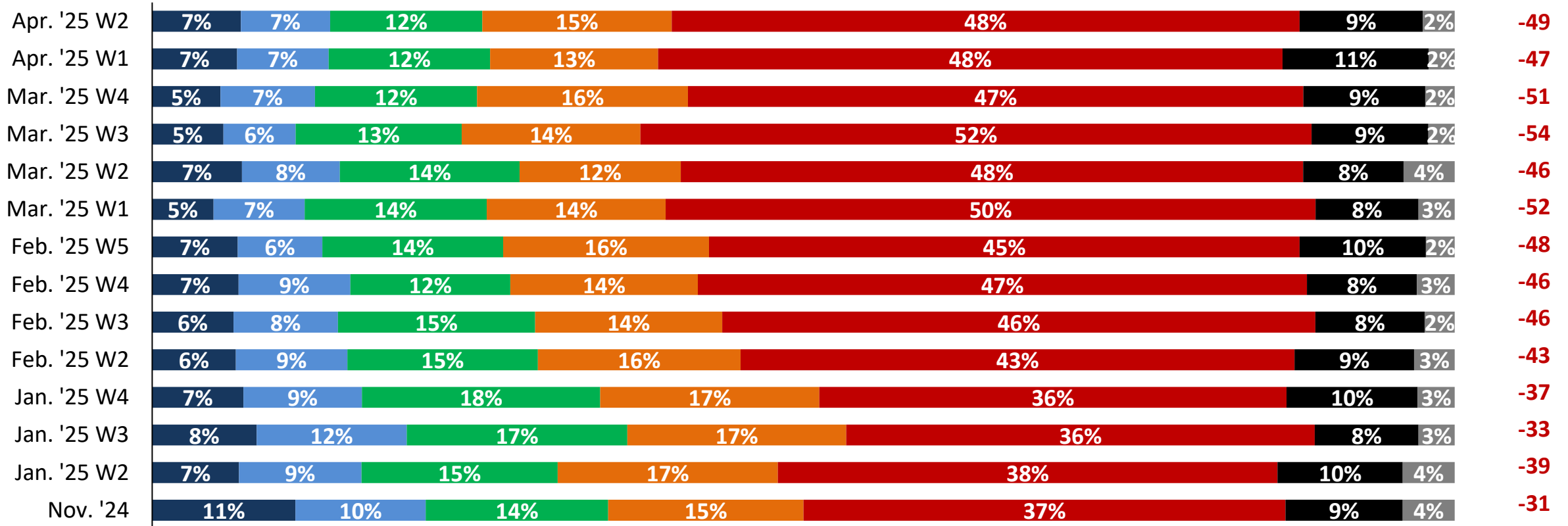
# Attitude Towards President Trump:

Net excited among Canadians has decreased 5 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; 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 sees a 14-point drop in provincial government approval on handling Trump; ON marginally unchanged

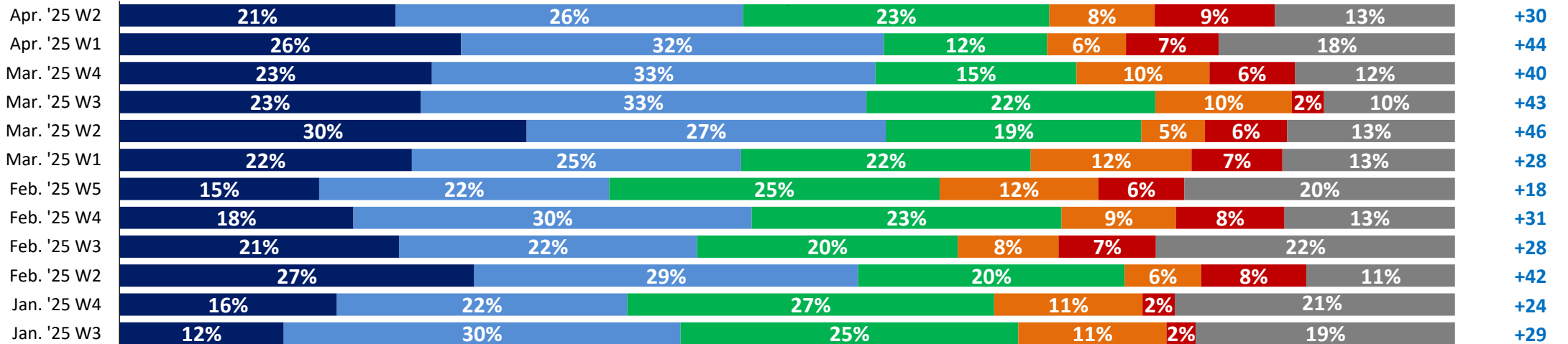


Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?

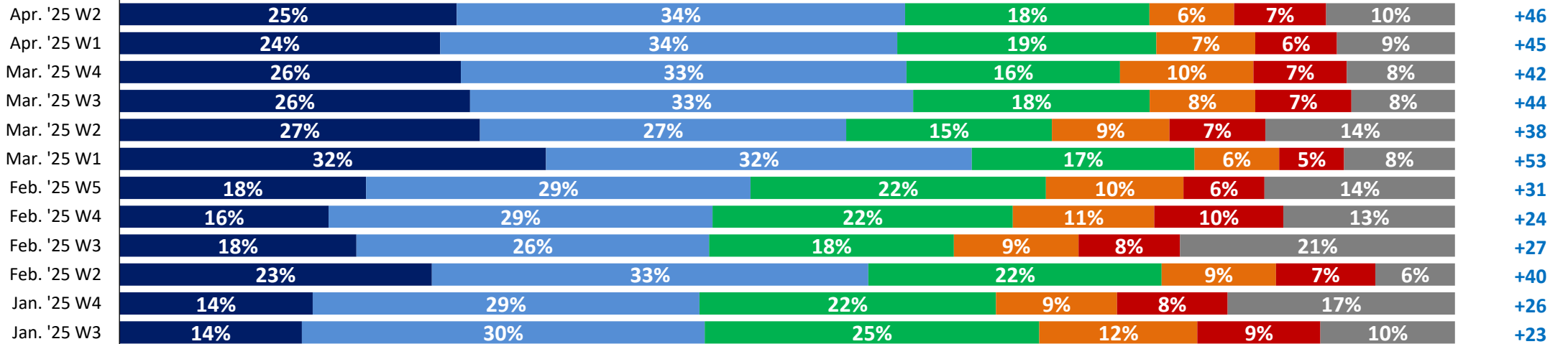
[asked of all respondents; Mar. '25 W4 ON n=387, BC n=139, Apr. '25 W1 ON n=386, BC n=140, Apr. '25 W2 ON n=387, BC n=139]

Net Approval

British Columbia



Ontario



■ 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**

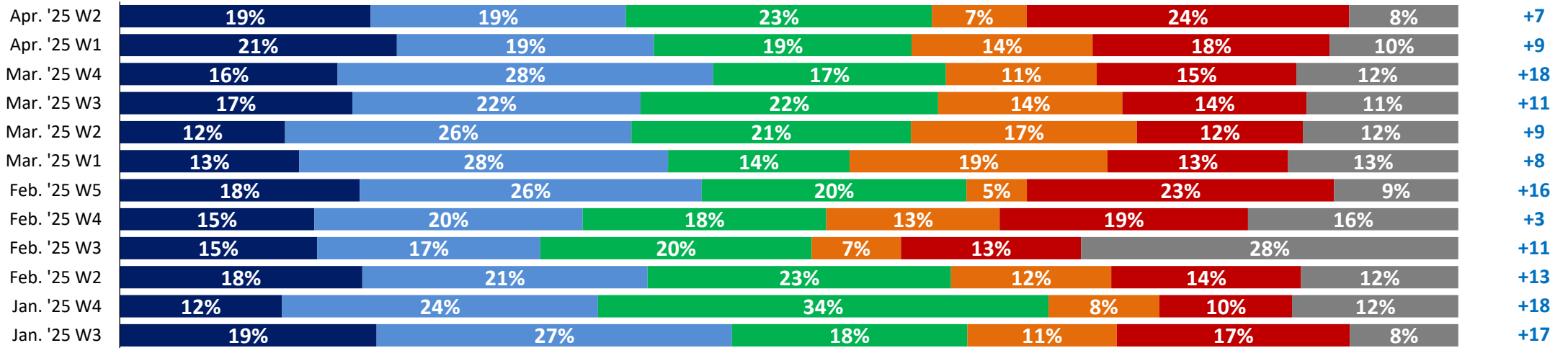


Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?

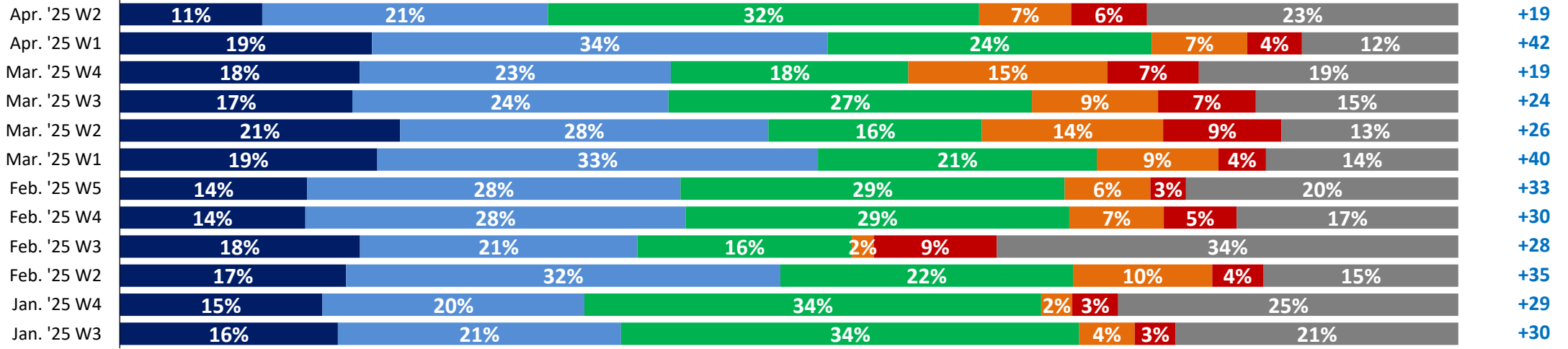
[asked of all respondents; Mar. '25 W4 AB n=111, Prairies n=64; Apr. '25 W1 AB n=111, Prairies n=66; Apr. '25 W2 AB n=111, Prairies n=64]

**Net Approval**

**Alberta**



**Prairies**



■ 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

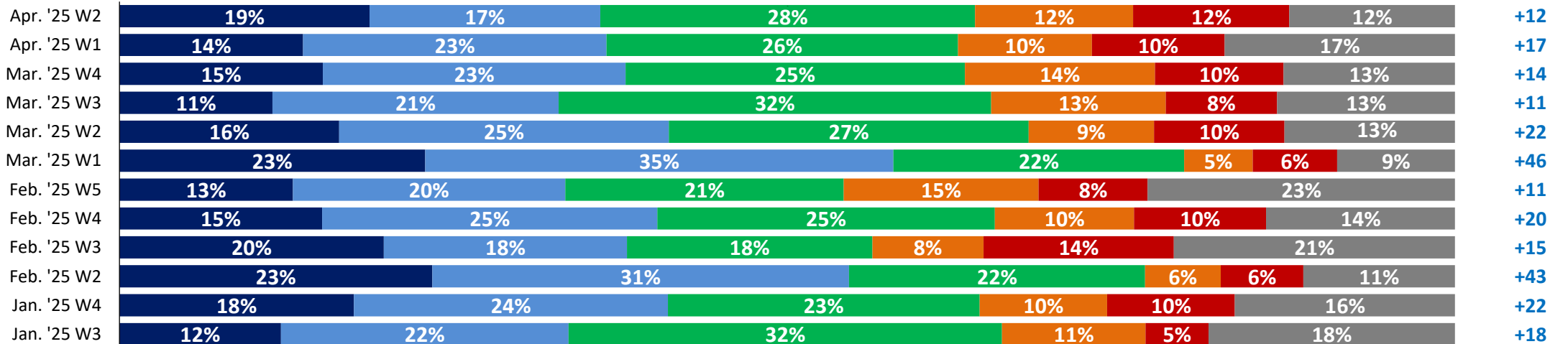


Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?

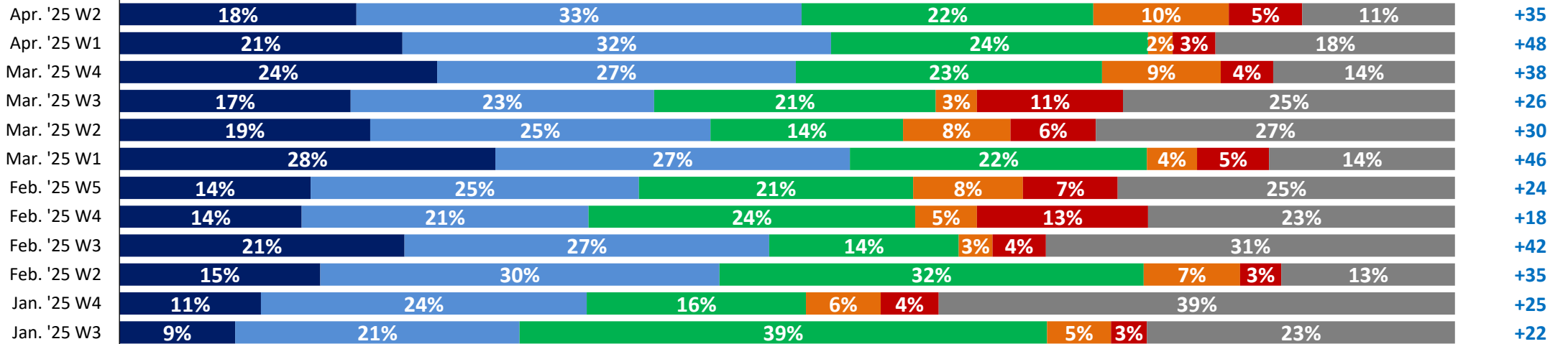
[asked of all respondents; Mar. '25 W4 QC n=231, ATL n=67; Apr. '25 W1 QC n=230, ATL n=67 ; Apr. '25 W2 QC n=230, ATL n=67]

Net Approval

Quebec



Atlantic



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

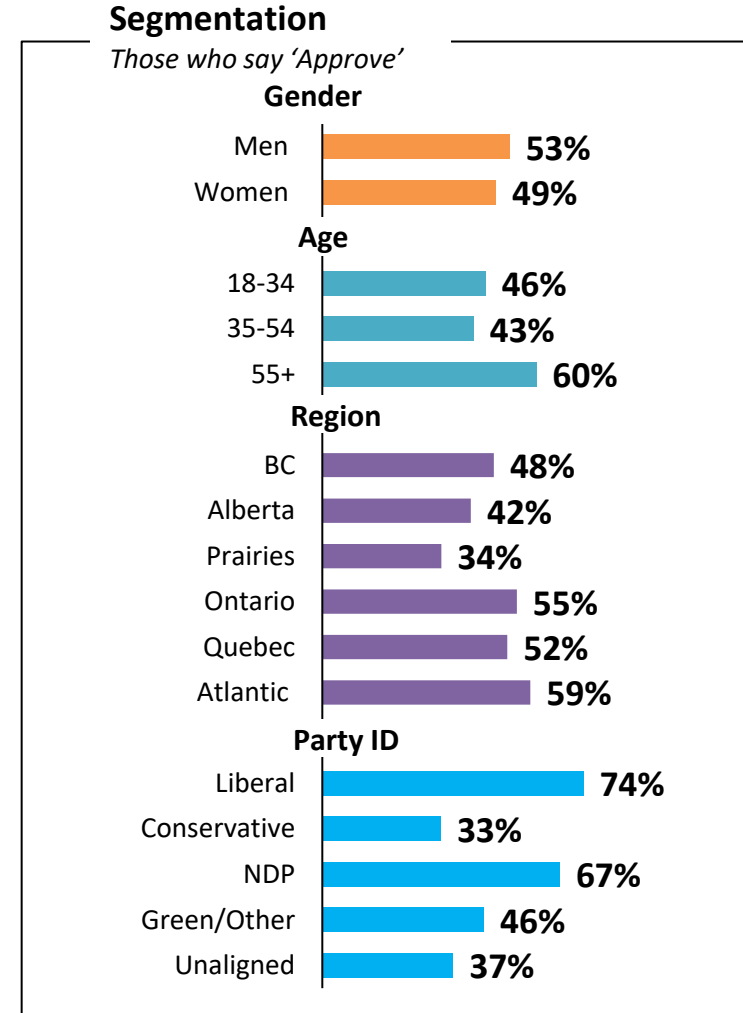
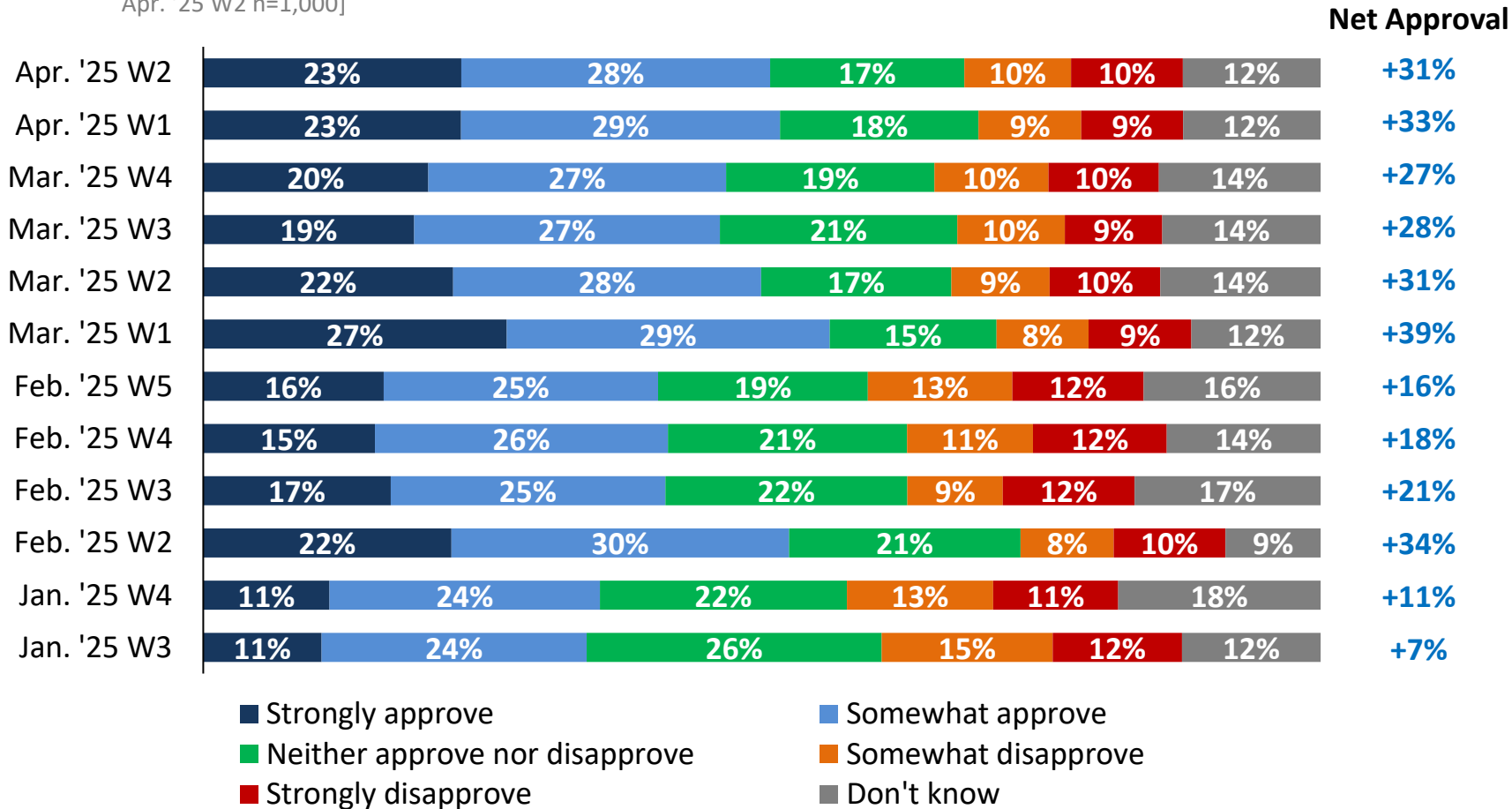
# Federal Leadership Approval:

Net approval of the federal government is down 2 points since April W1; approval remains highest 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; Apr. '25 W2 n=1,000]



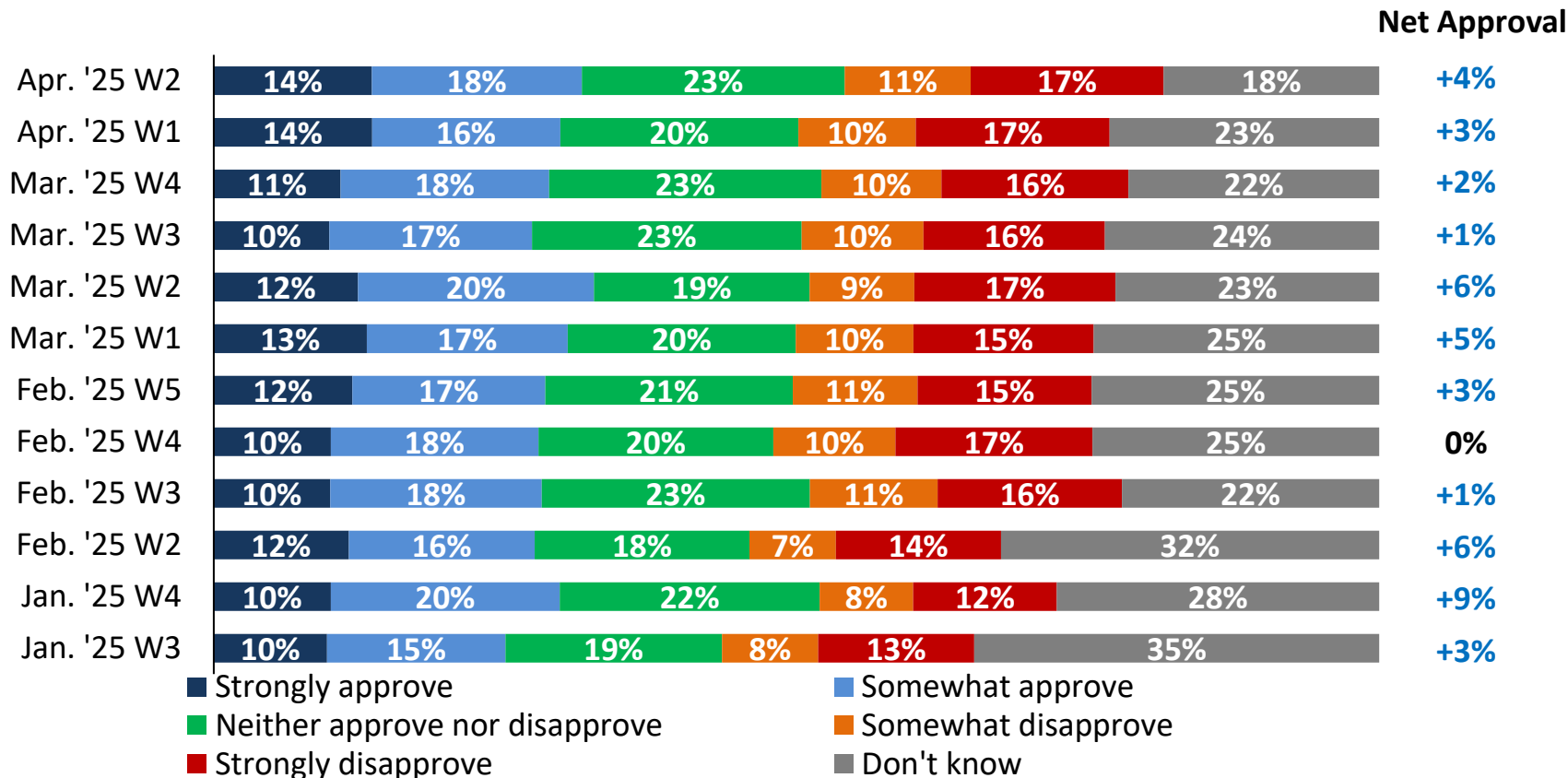
# Pierre Poilievre and the Conservatives' Approach:

Canadians remain divided on CPC's response to Trump with many uncertain; highest approval in Alberta



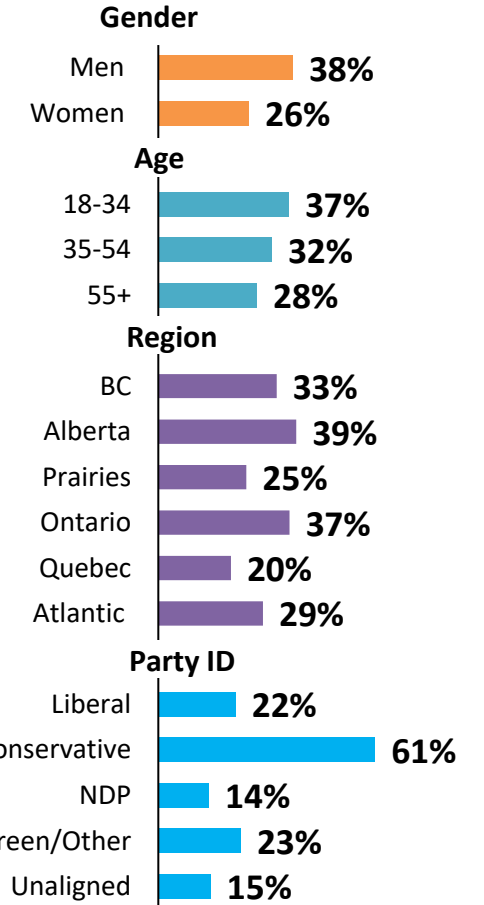
Do you approve or disapprove of the way Pierre Poilievre and the Conservative Party is responding to issues resulting from Donald Trump's presidency?

[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]



## Segmentation

Those who say 'Approve'



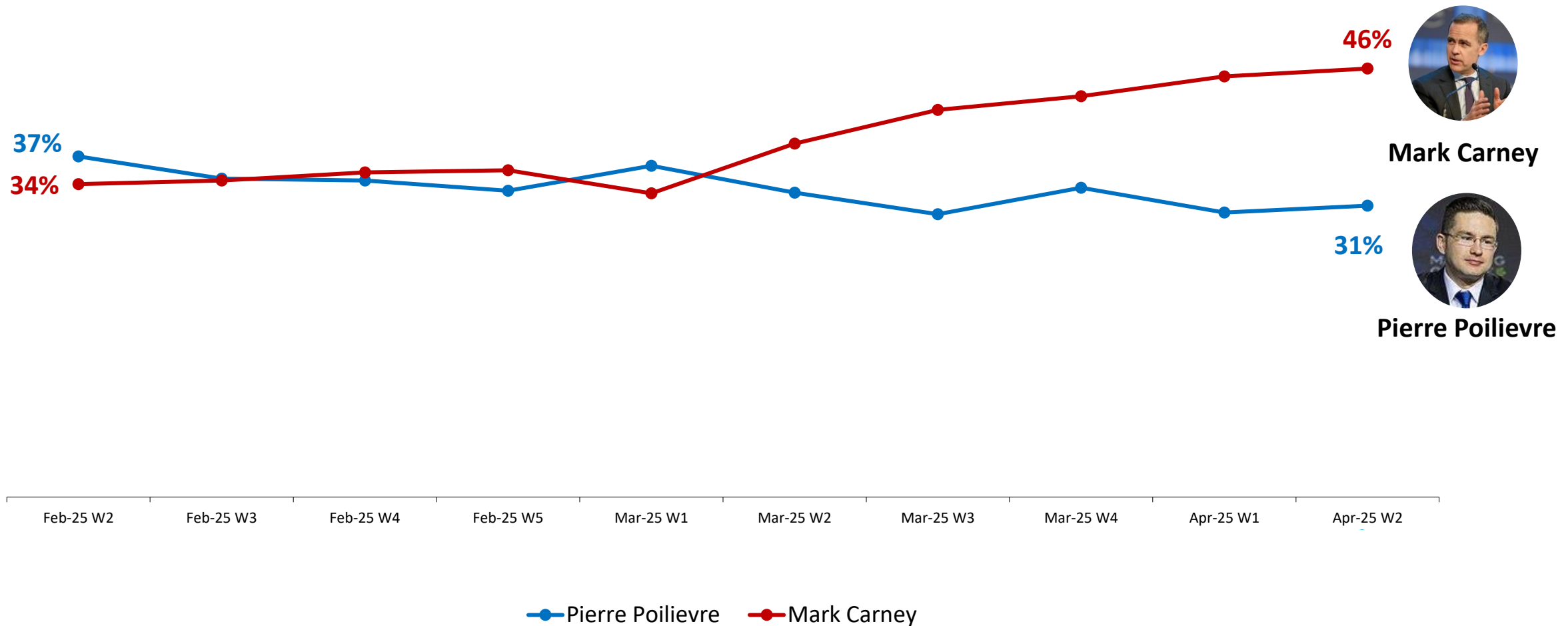
# Best Leader for Canada-US Relations Tracking:

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

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]



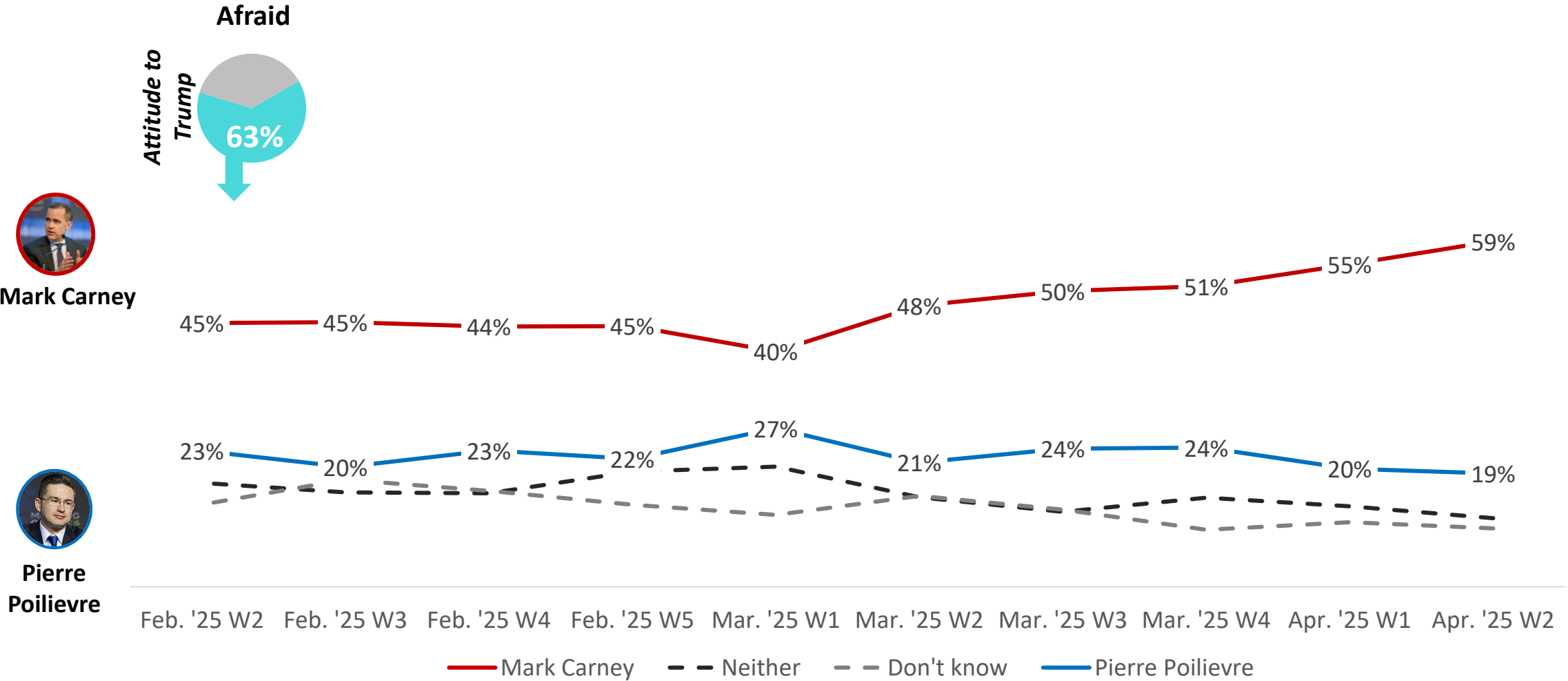
# Best Leader for Canada-US Relations BY Afraid:

## 59% 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, W2 each n=1,000]



Mark Carney



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

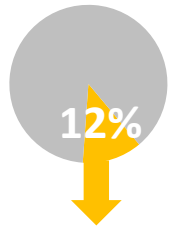


Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP

[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

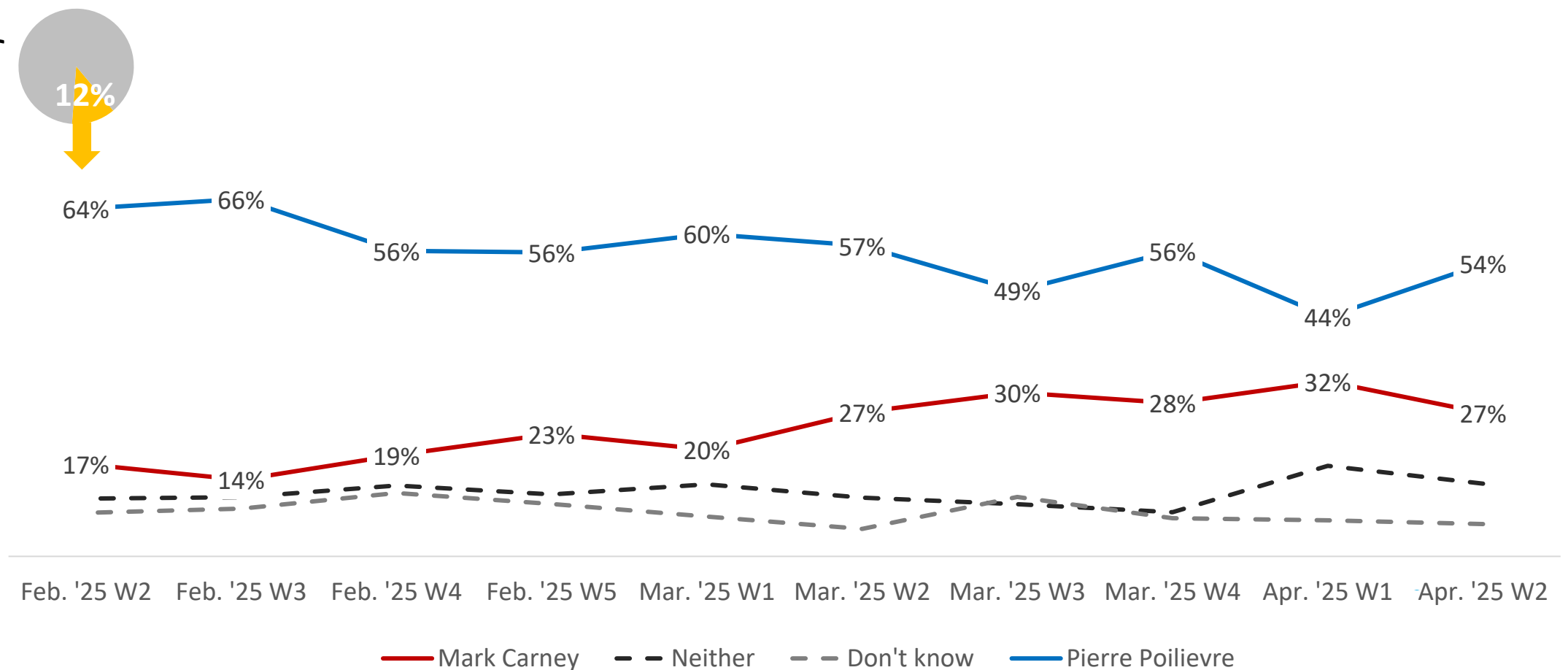
Attitude to Trump



Pierre Poilievre



Mark Carney



# Best Leader for Canada-US Relations:

## 62% of those excited about Trump's presidency favour Poilievre

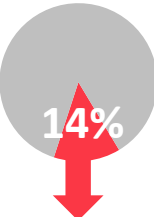


Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP

[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, W2 each n=1,000]

**Excited**

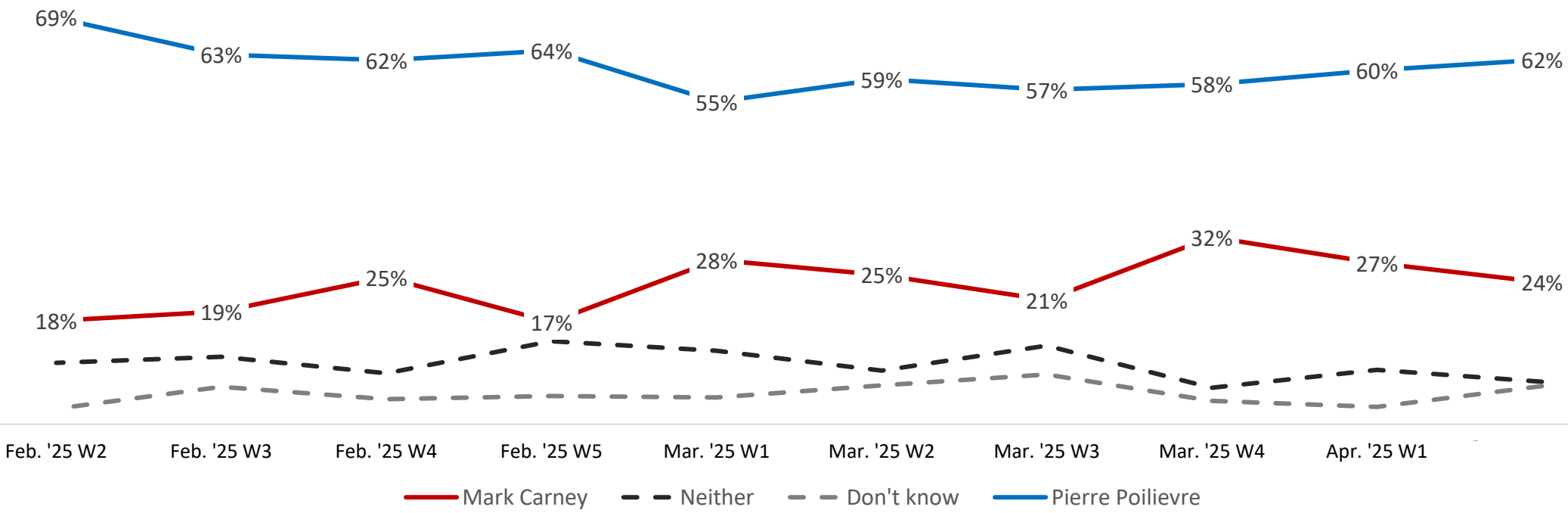
Attitude to Trump



**Pierre Poilievre**



**Mark Carney**





# Campaign Momentum



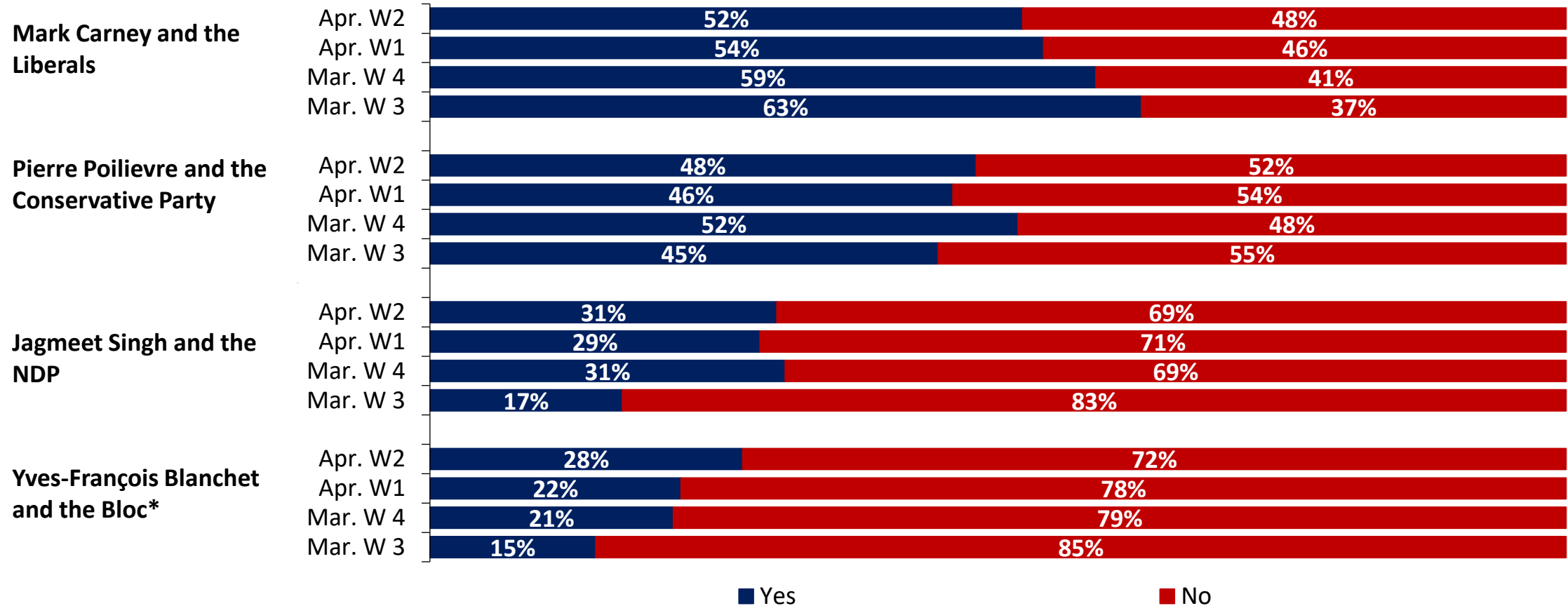
# Campaign Attention:

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

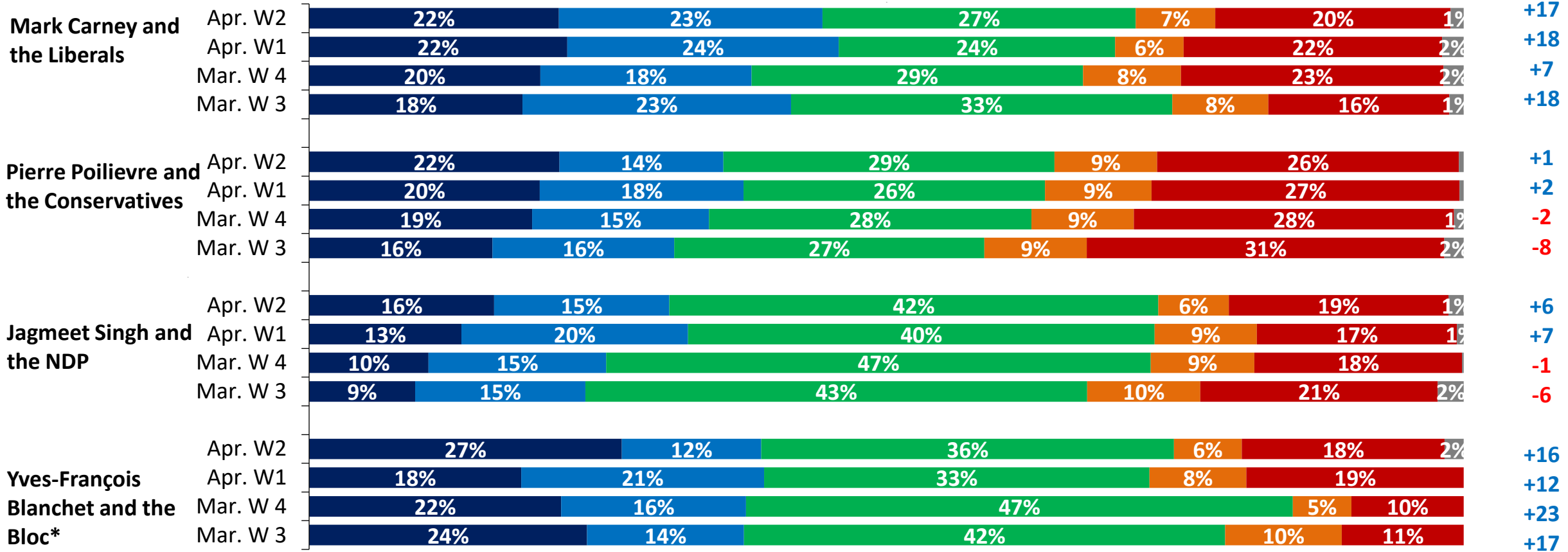
## RSH Impact is steady since last wave; Blanchet's net impact is up 4-points



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**



■ 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 25% with a strongly positive net impact of +51

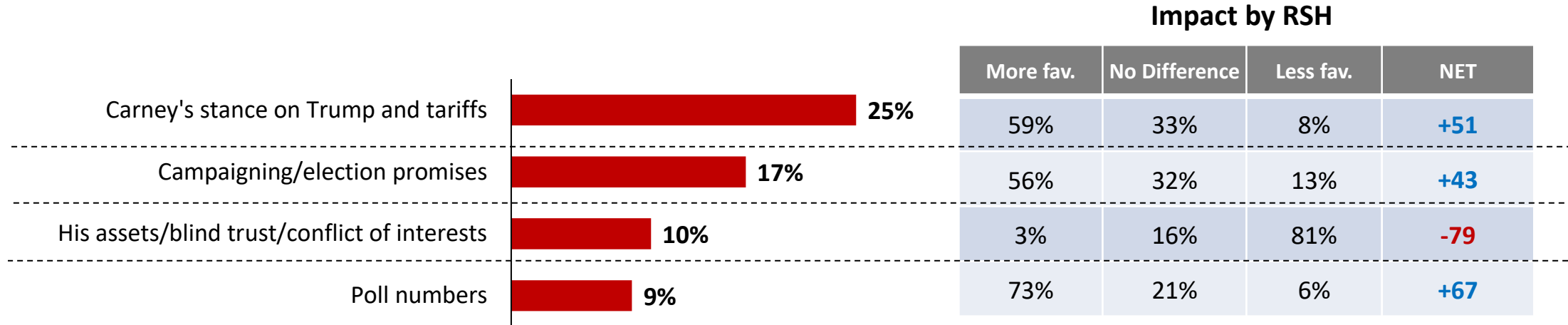


And what have you read, seen or heard about Mark Carney and the Liberals in the last few days?  
 Have you read, seen or heard anything about Pierre Poilievre and the Conservative Party in the last few days?

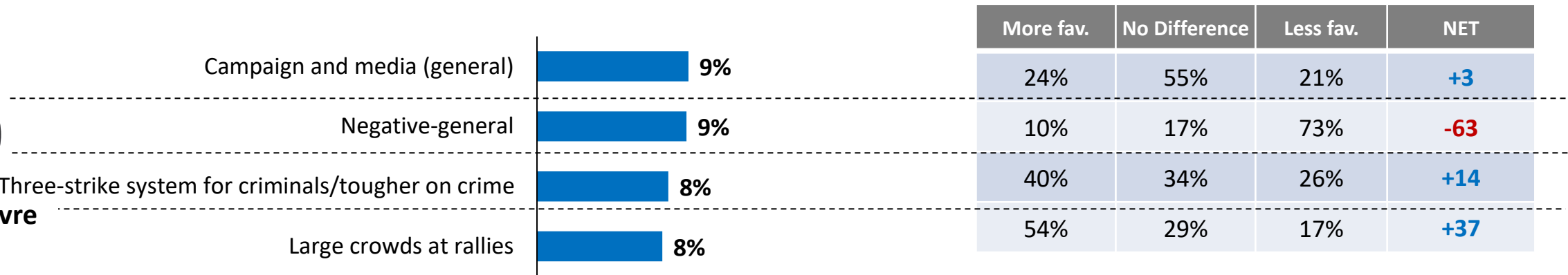
[asked only of those who RSH about Mark Carney and the Liberals; n=522; Pierre Poilievre and the PCs; n=481]



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 still the most mentioned, asset conflicts raise concerns



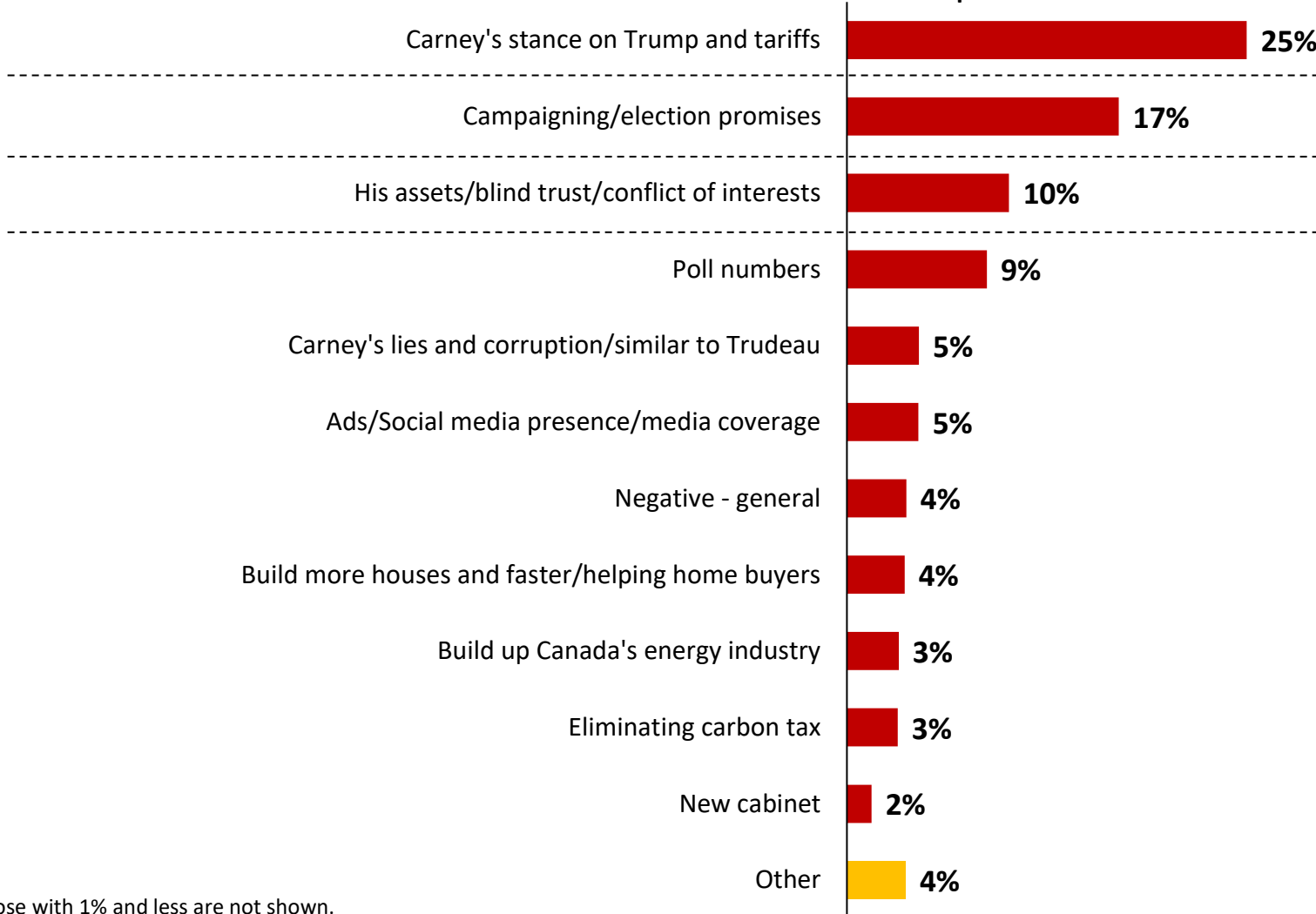
And what have you read, seen or heard about Mark Carney and the Liberals in the last few days? [OPEN END]

[asked only of those who RSH about Mark Carney and the Liberals; April W1 n=540; W2 n=522]

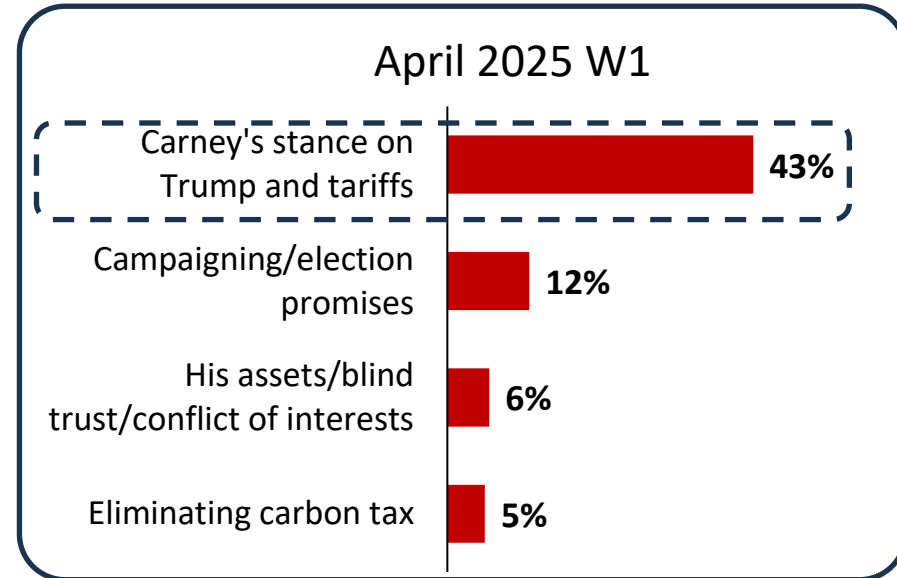
### Impact by RSH

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

### April 2025 W2



### April 2025 W1



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 -63

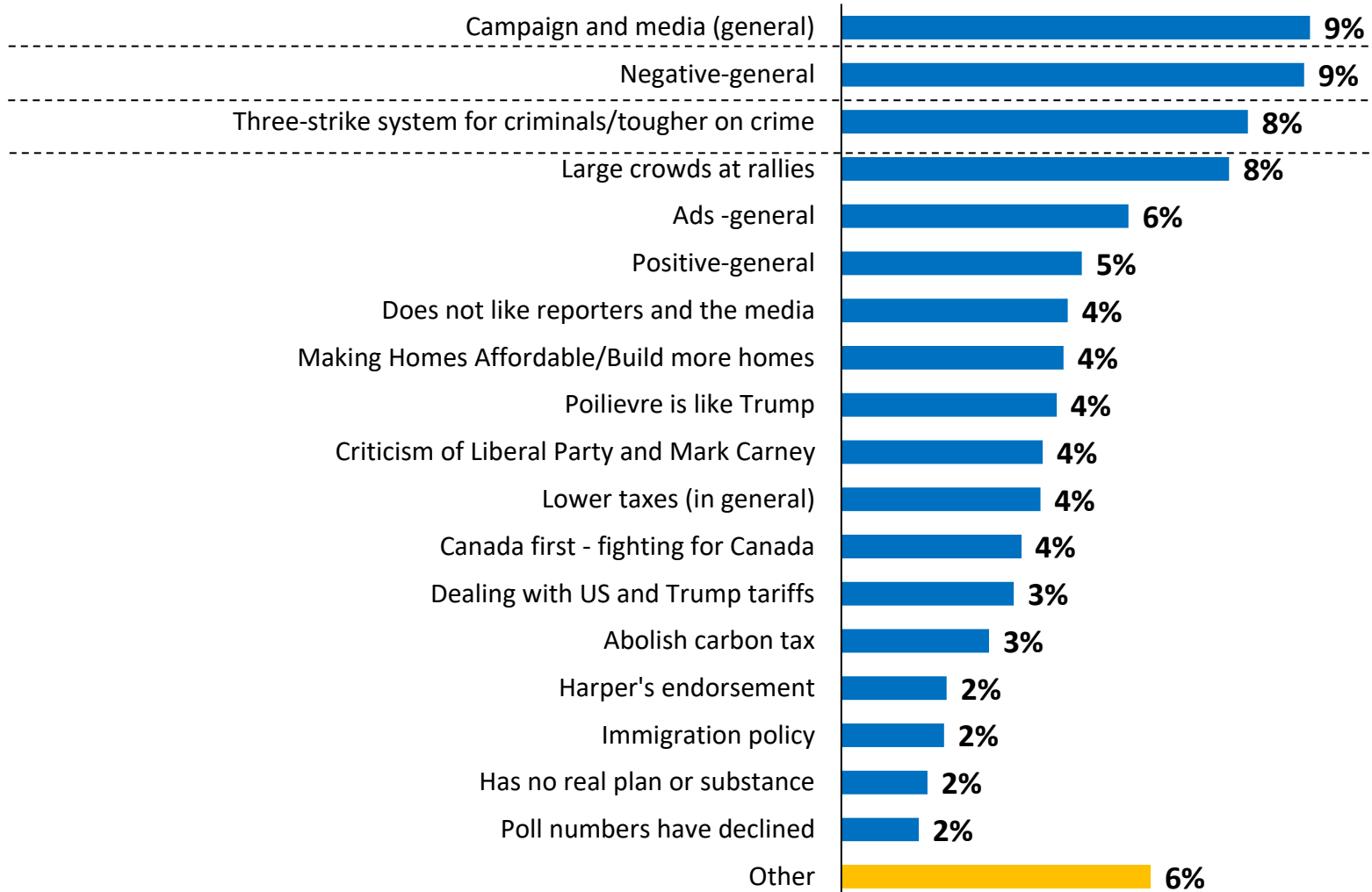


Have you read, seen or heard anything about Pierre Poilievre and the Conservative Party in the last few days? [OPEN END]

[asked only of those who RSH about Pierre Poilievre and the PCs; April W1 n=460; W2 N=481]

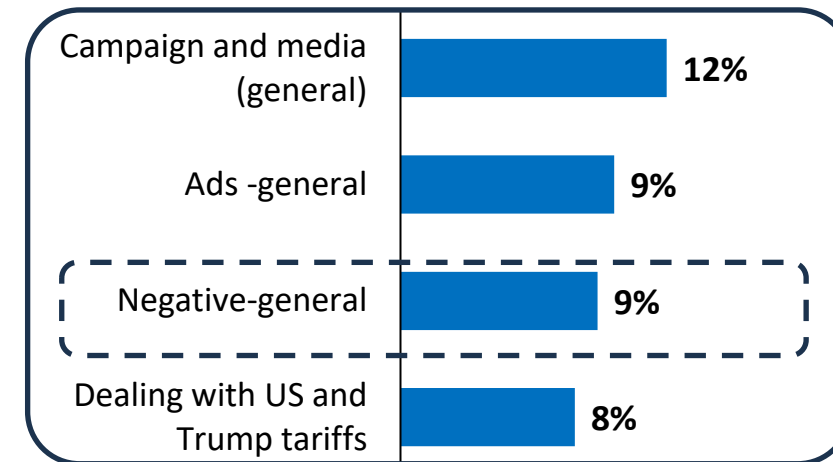
## Impact by RSH

### April 2025 W2



More fav.	No Difference	Less fav.	NET
24%	55%	21%	+3
10%	17%	73%	-63
40%	34%	26%	+14
54%	29%	17%	+37

### April 2025 W1



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





# Impact of RSH for New Democrats:

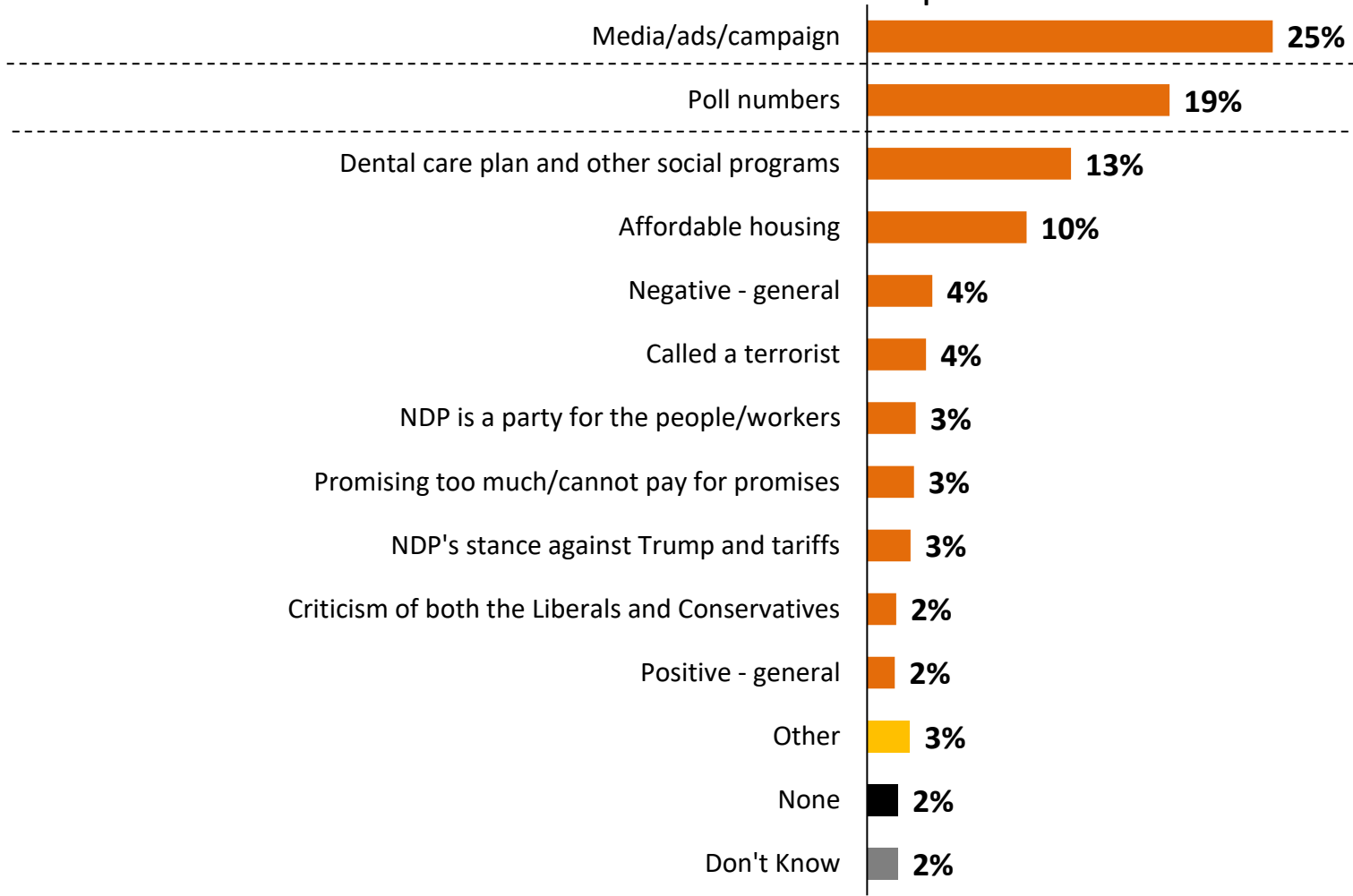
Most common mentions of Singh relate to media and advertising, polling performance, and social programs



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]

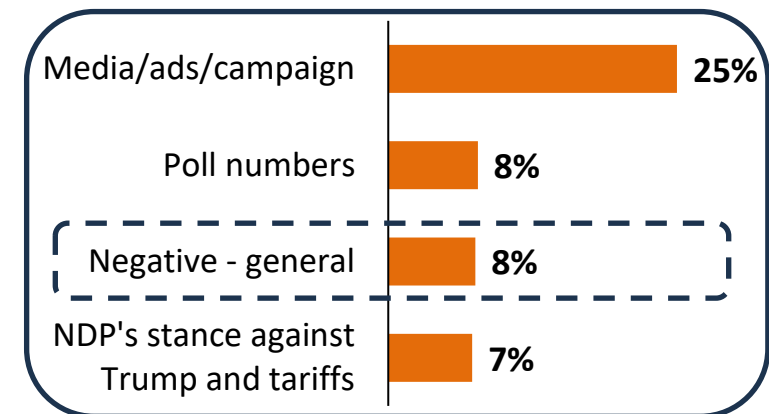
April 2025 W2



Impact by RSH

	More fav.	No Difference	Less fav.	NET
Media/ads/campaign	34%	50%	16%	+19
Poll numbers	14%	54%	32%	-19
Dental care plan and other social programs	35%	49%	15%	+20

April 2025 W1



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



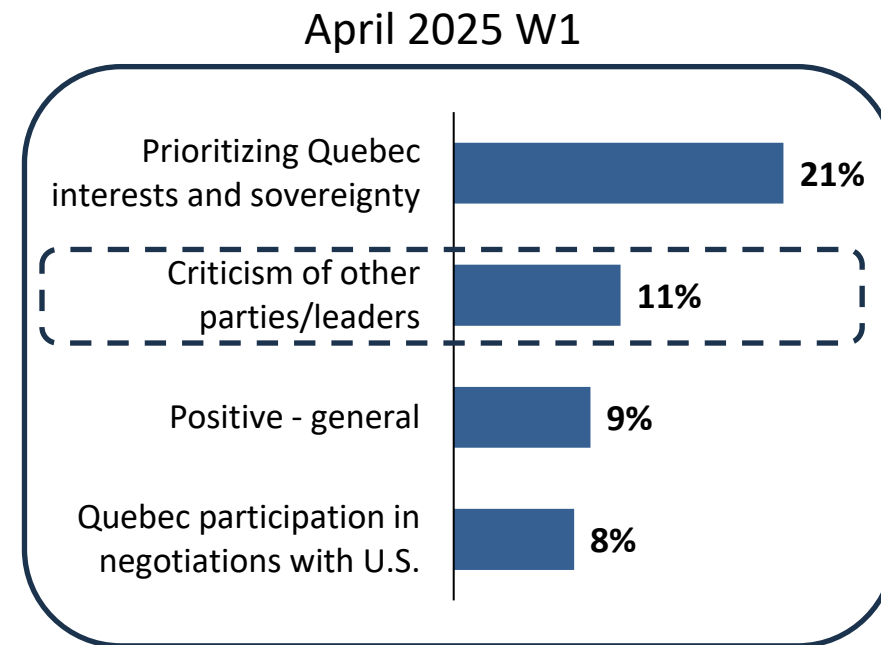
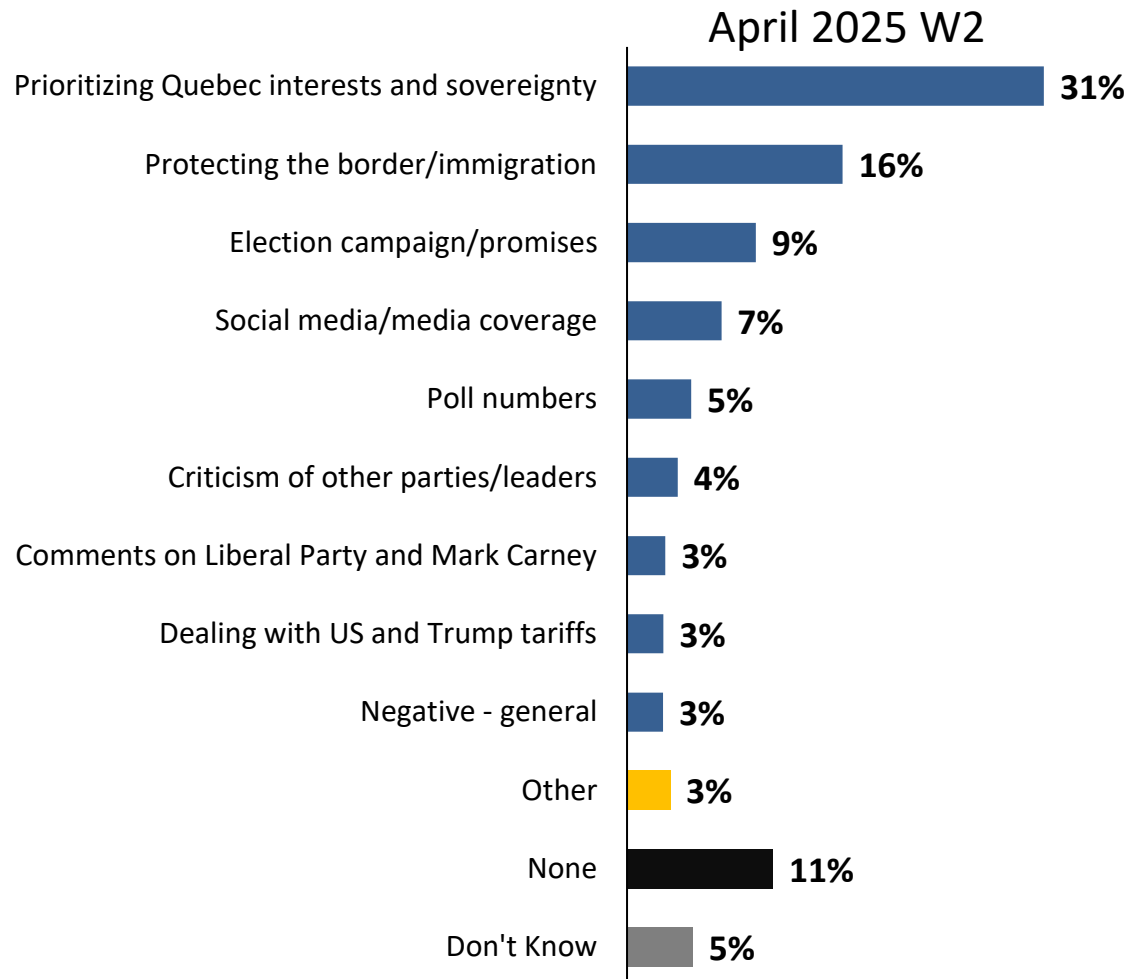
# Impact of RSH Bloc Québécois:

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



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]



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



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 10<sup>th</sup> and April 14<sup>th</sup>, 2025.**

**Method:** This online survey was conducted and sponsored by Innovative Research Group Inc. using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online sample. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data.

**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 10<sup>th</sup> to April 14<sup>th</sup>, 2025.

**Weighting:** Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample's composition reflects that of the actual population according to Census data. 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%
<b>Region</b>				
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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