Canada This Month
Federal Election

INNOVATIVE
RESEARCH GROUP

Public Opinion Research
Release Date: April 24th, 2025
Field Dates: April 21st to April 23rd, 2025

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Study Overview

Building on Wednesday's topline comparative report of three surveys, these are additional findings of the latest post-debate wave on:

- **Federal vote intentions**

- **Federal leadership**

- **Reaction to Trump**

- **Campaign momentum**

- **Federal Leaders' Debate**

Key Findings

1 **The horserace numbers are now virtually tied.** In the aftermath of the leadership debates**,** Conservatives and Liberals are tied at 38% on the decided vote. While most voters say they have made up their minds, 35% of NDP voters are still open to seeking more information. Liberals are now marginally tied with the Conservatives in Ontario and BC.

2 **Carney's image has slipped while Poilievre's favourables are improving.** The net favourability gap between Carney and Poilievre is now 11 points down since the beginning of April. Even though 42% of Canadians see Carney as best suited to be Prime Minister of Canada, Poilievre is only 3 points behind. Carney is holding his ground among progressive value clusters and is also winning Deferential Conservatives. Pay-as-you-go Moderates remain a battleground, but leaning more Conservative

3 **There were no clear winners of the Federal leaders' debate.** The results are marginally tied between Liberal and Conservative leaders (Carney at 28% and Poilievre at 30%). Poilievre (+8) received the best score in terms of beating expectation. Carney (+3), and Blanchet (+2) just barely exceeded expectations but Carney did better outside his party identifiers than Poilievre. Singh performed less well than expected (-11).

4 **Carney continues to be perceived as the best equipped to handle Canada—US relations**, with an 11-point lead over Poilievre. Poilievre's approach to dealing with issues resulting from Trump's presidency gets a net 6-point approval, increasing since mid-March.

5 **The impact of RSH on Carney's favourability has remained more positive than negative** since mid–March (with the exception of one large dip at the end of March). On the other hand, although Poilievre and the CPC's campaign impact has improved by 9 points over the same period, they still trail the Liberals by 14 points.

Key Voter Segments

Federal Party ID (Quebec vs. ROC):

Liberals and Bloc marginally tied in Quebec; Conservatives hold a 12-point lead over Liberals in the ROC

Party ID: Quebec

[Respondents in Quebec; n=277]

Conservative 16%
[Liberal] 30%
NDP 4%
[Bloc] 28%
Other 5%
[Unaligned] 17%
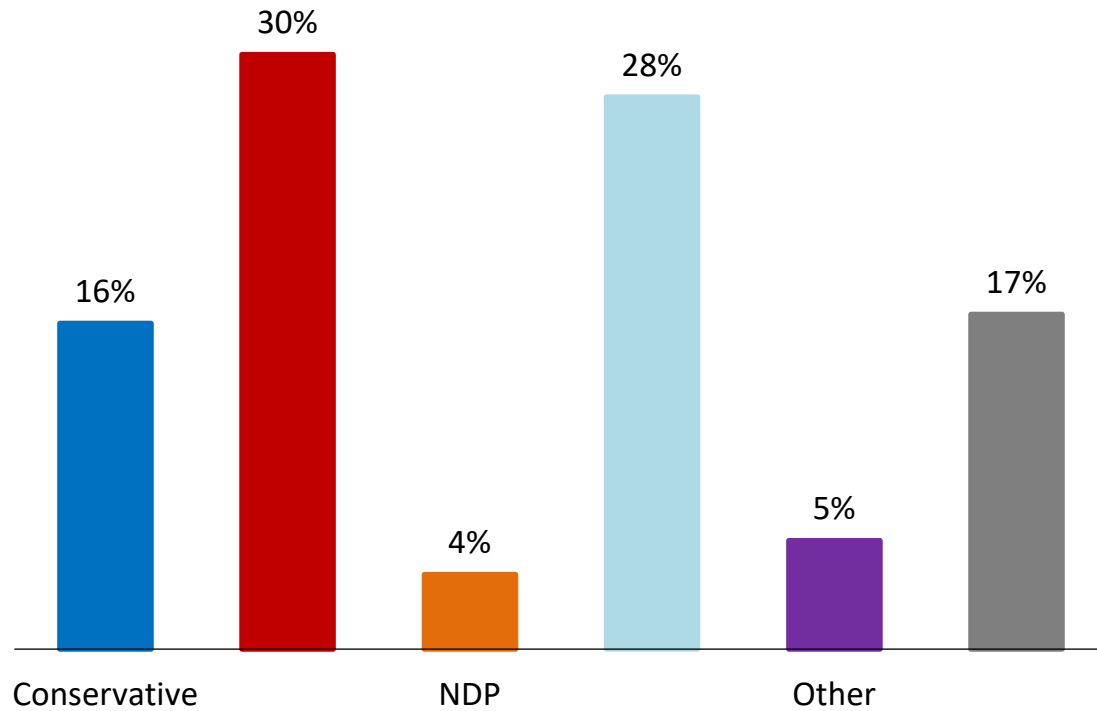
Party ID: Rest of Canada

[Respondents in the rest of Canada; n=923]

Conservative 37%
Liberal 25%
NDP 12%
Other 6%
Unaligned 20%

Current data: April 2025

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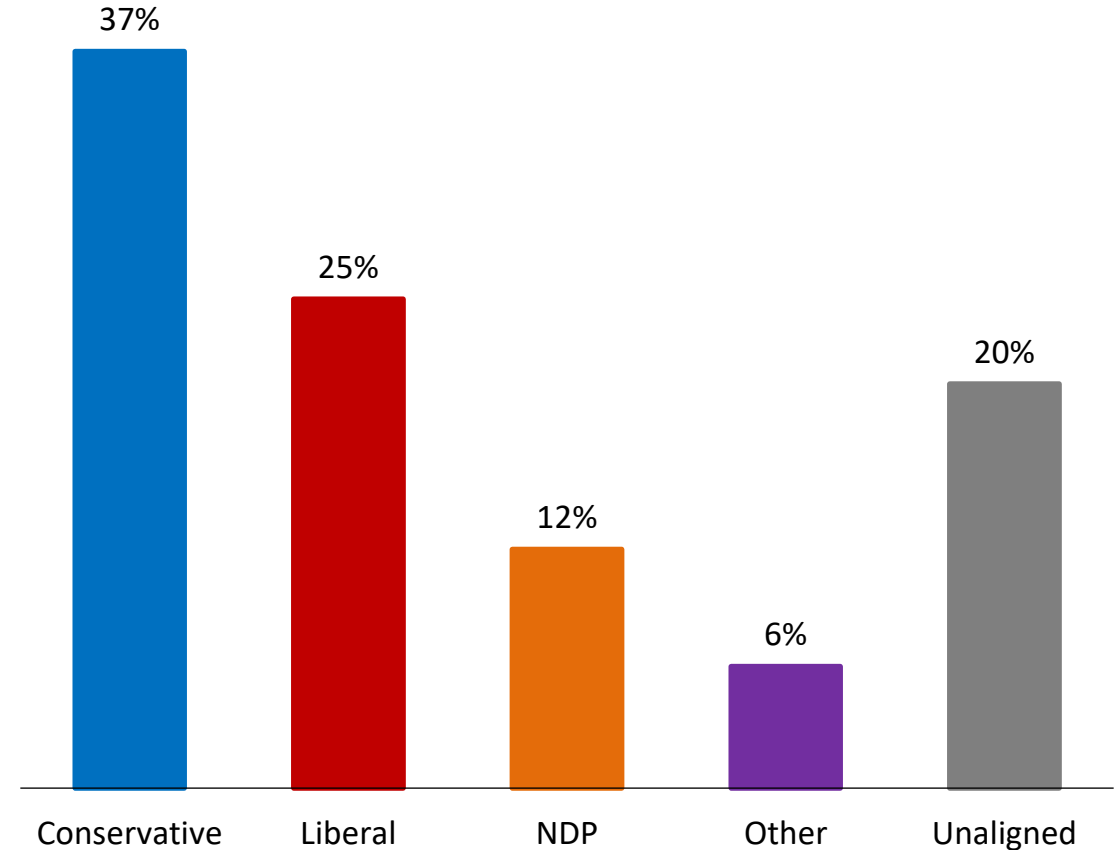
Value Clusters:

To win, any party must build a coalition across different 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=1,200]

Populist Conservatives
12%

Deferential Conservatives
10%

Business Liberals
25%

Left Liberals
18%

Core Left
14%

Pay-as-you-go Moderates
21%

Current data: April 2025

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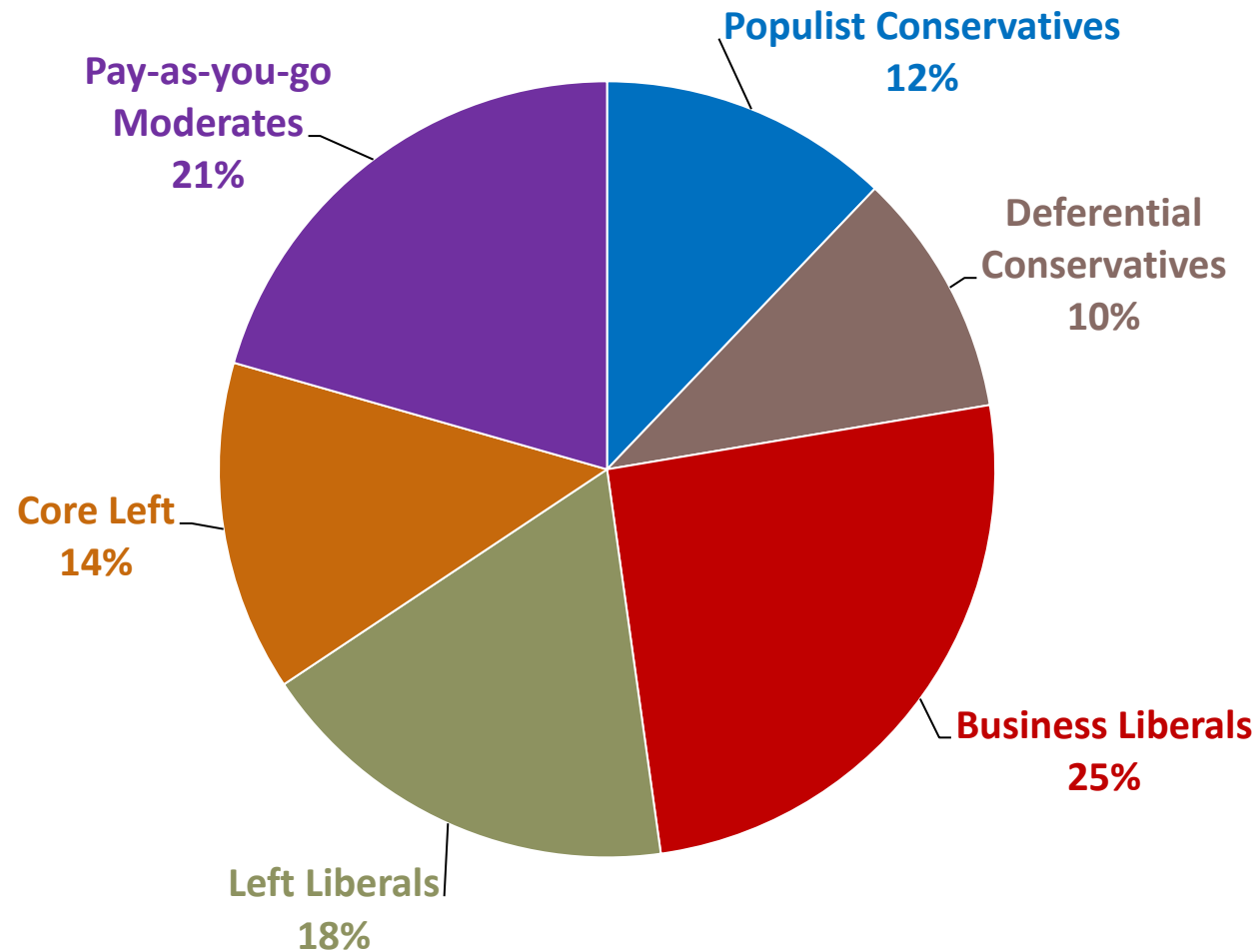
Core Political Values:

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=1,200]

- Their ability to afford the programs and services — 37%
- The public's need for the programs and services — 54%
- Don't know — 9%
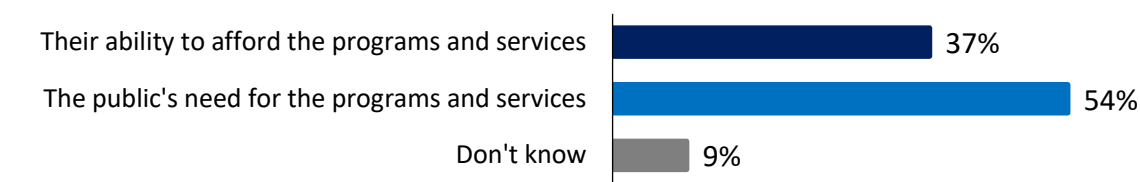
Q Is the main role of government to…?
[asked of all respondents; n=1200]

- To create equal opportunity so that everyone can compete on their own to be the best they can be — 60%
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own — 31%
- Don't know — 9%
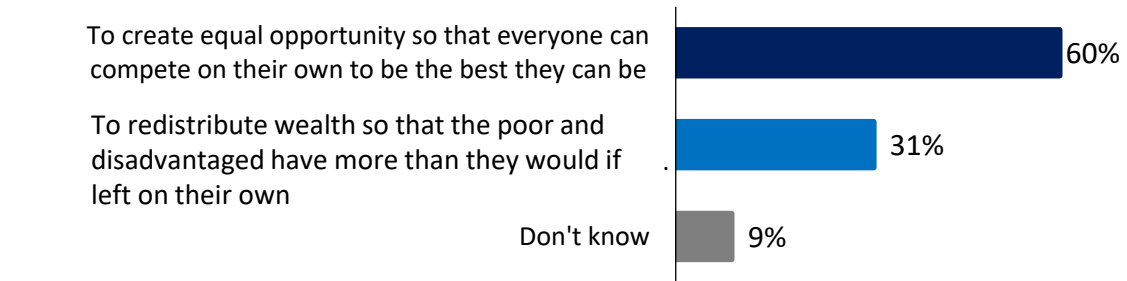
Q Which of the following statements comes closest to your view?
[asked of all respondents; n=1200]

- The profit system brings out the worst in human nature — 39%
- The profit system teaches people the value of hard work and success — 47%
- Don't know — 14%
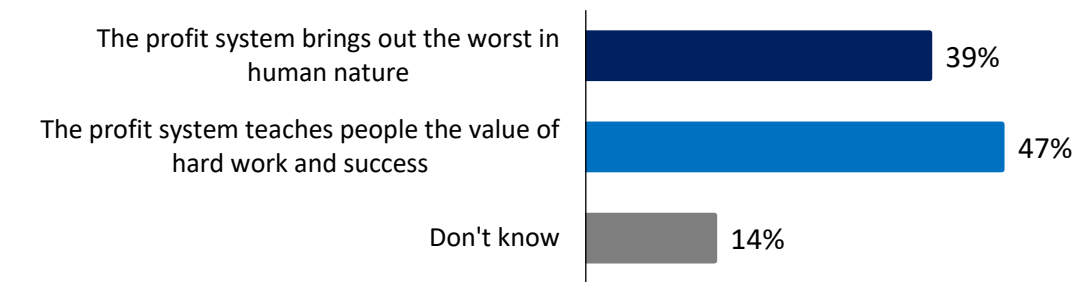
Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=1200]

- Too often the government listens to experts instead of common sense — 52%
- Provincial issues are complicated so government should listen to experts when it comes to policy — 36%
- Don't know — 12%

Current data: April 2025

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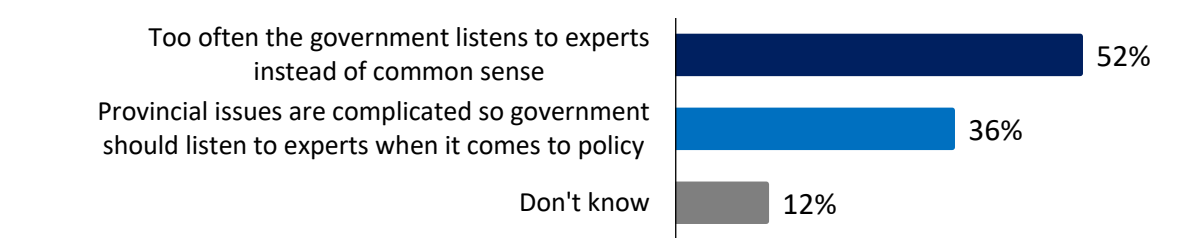
Defining Value Clusters:

Conservatives, Diferential and Pay-as-you-go are likely to say governments should base decisions ability to afford

Core Political Values by Value Clusters

Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on...	Ability to afford	92%	92%	0%	0%	0%	82%
	Public Need	0%	0%	96%	93%	92%	0%
Is the main role of government to...?	Create equal opportunity	98%	70%	64%	97%	0%	37%
	Redistribute wealth	0%	24%	27%	0%	97%	40%
When it comes to government decision making...	Rely on common sense	100%	0%	50%	53%	44%	58%
	Listen to experts	0%	88%	43%	32%	45%	20%
The profit system...	Brings out the worst in human nature	0%	0%	0%	79%	85%	62%
	Teaches value of hard work and success	94%	94%	92%	0%	0%	12%

Note: Current data: April 2025

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Time for Change

Time for Change Tracking:
Total agreement on 'Time for a change' remains steady at 66%

Q Do you agree or disagree with the following statements? - **It is time for a change in government here in Canada**
[asked of all respondents; n=1,200]

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: 2%, 7%, 7%, 17%, 21%, 45%

X-axis: 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), Apr-25 (3), Apr-25 (W3)

Current data: April 2025

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Time for Change Tracking:

43% of Canadians believe Liberals are the best party – marginally down after an increase in early April

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=1,200]

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): 4%, 29%, 10%, 14%, 20%, 22%

Current data: April 2025

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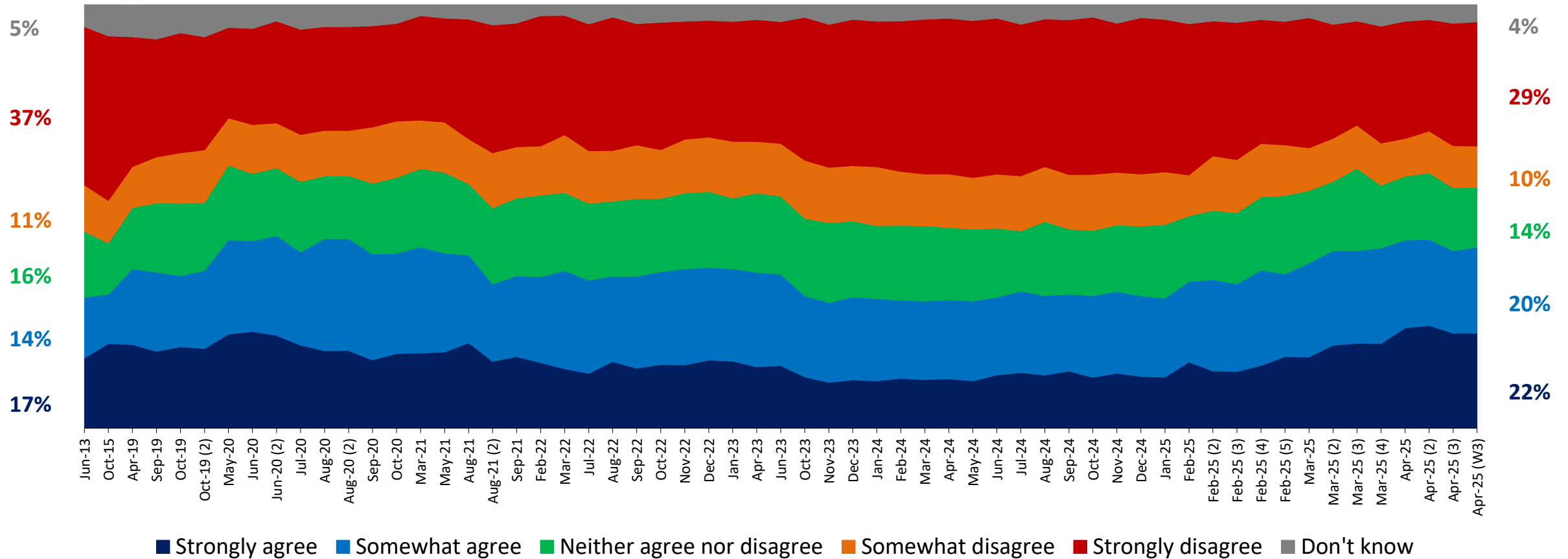
Q Time for Change segmentation: Agree with 'The Liberals may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Canada'.
[asked of all respondents; n=1,200]
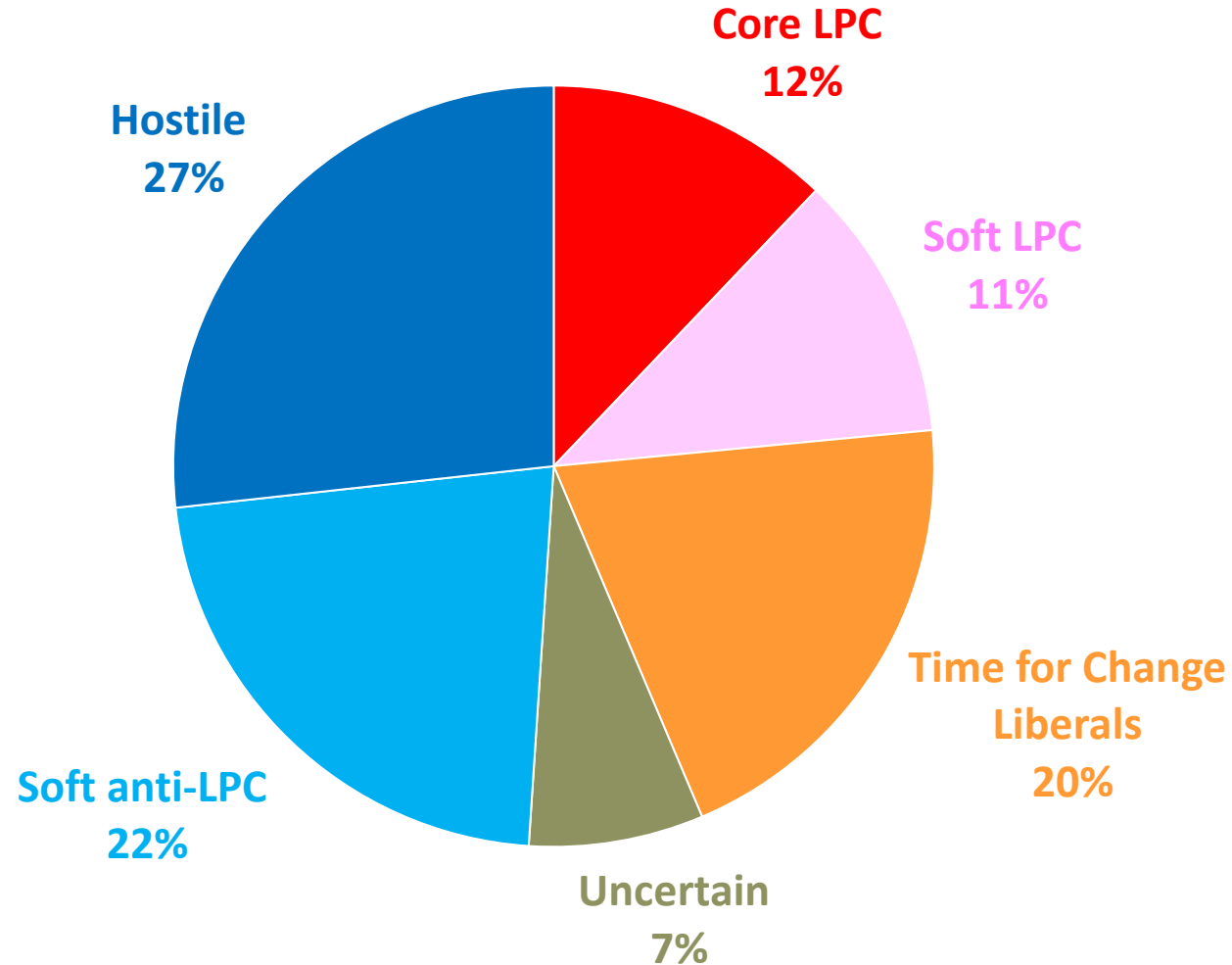
Current data: April 2025

Federal Vote

Federal Decided Vote Tracking:
Conservatives and Liberals are tied at 38%

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=1,089]

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

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

Current data: April 2025

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Decided Vote by REGION:

Conservative support is highest in Alberta; Ontario and BC are battlegrounds for the two leading parties

REGION

Decided Vote	BC	AB	Prairies	ON	QC	Atlantic
	(N=154)	(N=124)	(N=61)	(N=427)	(N=249)	(N=74)
Conservative	40%	57%	32%	41%	21%	52%
Liberal	37%	28%	49%	38%	38%	42%
NDP	16%	10%	12%	15%	6%	4%
Bloc	0%	0%	0%	0%	30%	0%
Green	4%	3%	0%	4%	4%	2%
Other	3%	2%	8%	3%	1%	0%

Note: Current data: April 2025
Note: Sample sizes is some regions (Prairies N=61; Atlantic N=74) and subject to large but non-significant variations.

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Federal Vote Tracking:
Marginal tie between Conservatives (35%) and Liberals (34%)

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=1,200]

Current data: April 2025

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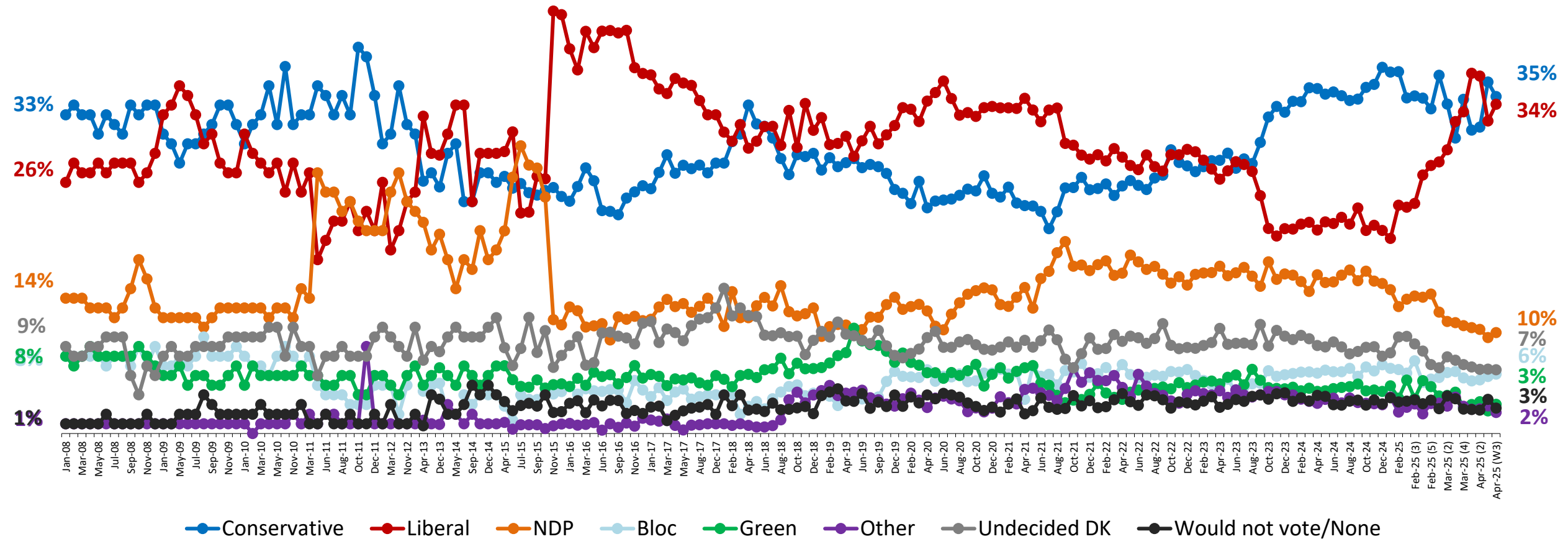
Federal 2nd Choice Party:
NDP remains in the lead as the second vote choice at 21%

Q And which party would be your second choice?
[asked only decided voters; n= 1,089]

- Conservative 2nd Choice: 10%
- Liberal 2nd Choice: 14%
- NDP 2nd Choice: 21%
- Bloc 2nd Choice: 4%
- Green 2nd Choice: 7%
- Other 2nd Choice: 6%
- Undecided: 18%
- WNV/None: 20%

Current data: April 2025

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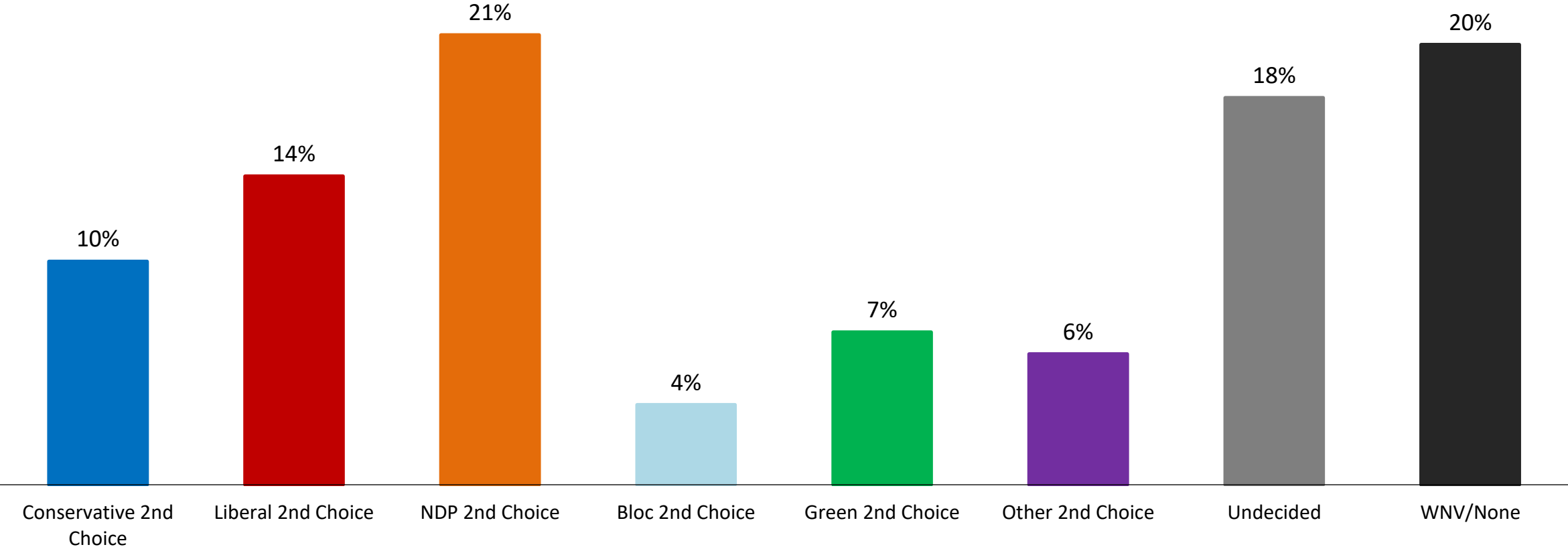
Federal 2nd Choice Party:

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=419)	Liberal 1st Choice (N=409)	NDP 1st Choice (N=125)	Bloc 1st Choice (N=74)	Green 1st Choice (N=36)
Conservative 2nd Choice		18%	12%	14%	21%
Liberal 2nd Choice	19%		41%	24%	13%
NDP 2nd Choice	13%	38%		8%	19%
Bloc 2nd Choice	3%	5%	4%		4%
Green 2nd Choice	6%	6%	16%	6%	0%
Other 2nd Choice	10%	2%	5%	3%	15%
Undecided	19%	16%	12%	22%	21%
WNV/None	30%	15%	9%	24%	7%

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

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Firmness of Vote Tracking:

Firmness of vote up 2-points to 63%, continuing an upward trend since March

Q Which statement is closest to your view about the upcoming federal election?
[asked of all respondents; n=1,200]

	I have heard all I need	I would like to hear more	Don't know
Apr-25 (W3)	63%	30%	7%
Apr-25 (3)	60%	32%	8%
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%
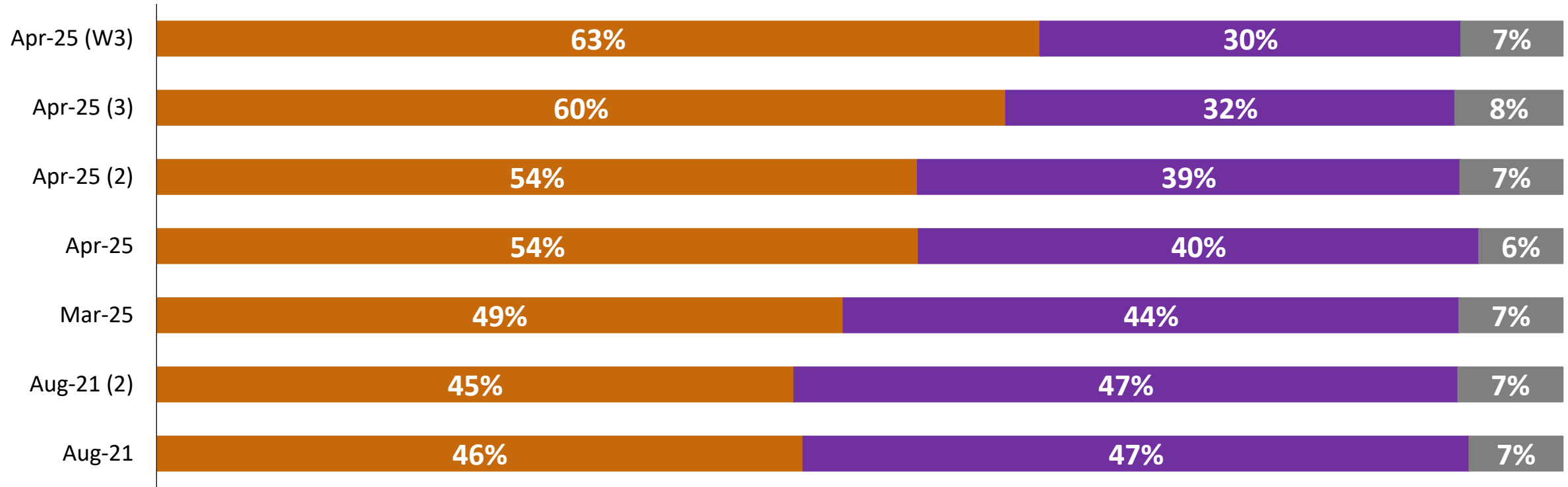
■ I have heard all I need to make up my mind in this election
■ I would like to hear more before I finally make up my mind in this election
■ Don't know

Current data: April 2025

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Firmness of Vote:

Most voters are locked in; 71% of Conservatives say they've heard enough, 35% of NDP voters want more info

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=419)	(N=409)	(N=125)	(N=74)
I have heard all I need to make up my mind in this election	71%	68%	57%	64%
I would like to hear more before I finally make up my mind in this election	25%	29%	35%	26%
Don't know	3%	3%	8%	10%

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

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Leadership

Party Leader NET Favourables Tracking:

Gap between Poilievre and Carney narrows and is now 11 points; Blanchet's favourability increases by 7 points

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=1,200]

Legend: Liberal Leader Justin Trudeau · Mark Carney · Conservative leader · NDP Leader · Bloc Leader
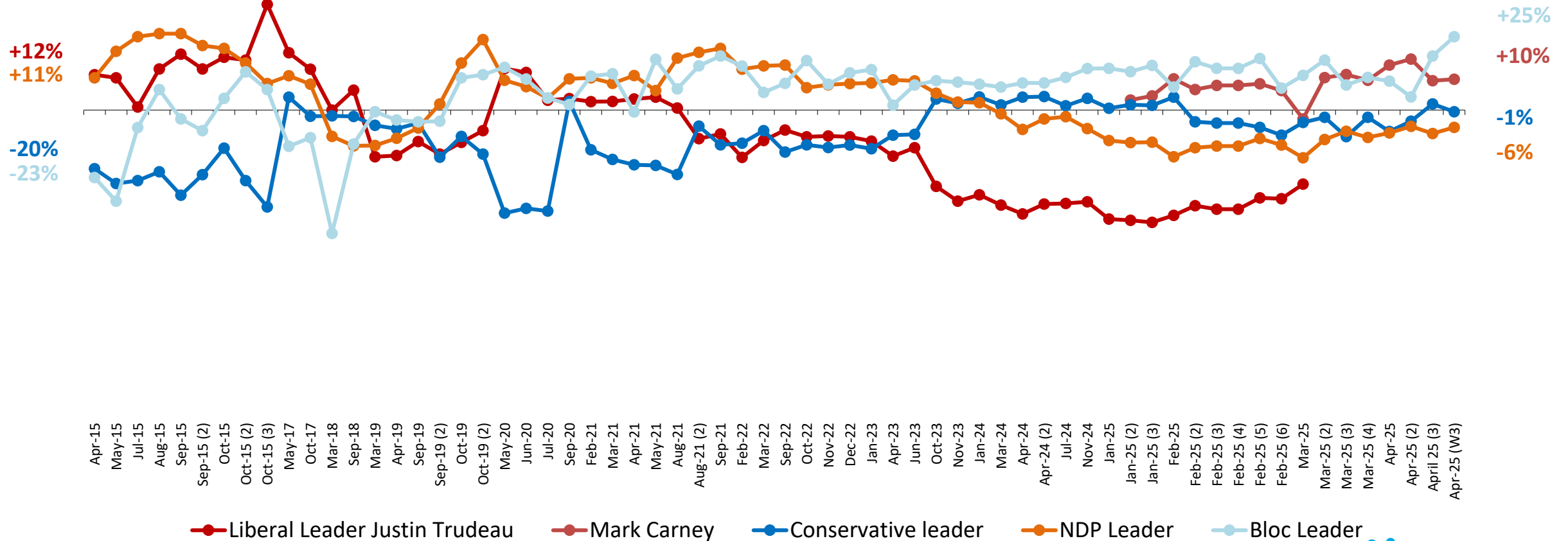
Note: Green Leader, People's Party Leader not shown.
Current data: April 2025
Note: Results for Yves-Francois Blanchet for Quebec respondents only

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Best Prime Minister Tracking (Decided):

Carney holds a 3-point lead in support

Q Which of the following party leaders would make the best Prime Minister of Canada?
[asked all decided voters; n= 1,200]

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

Current data: April 2025

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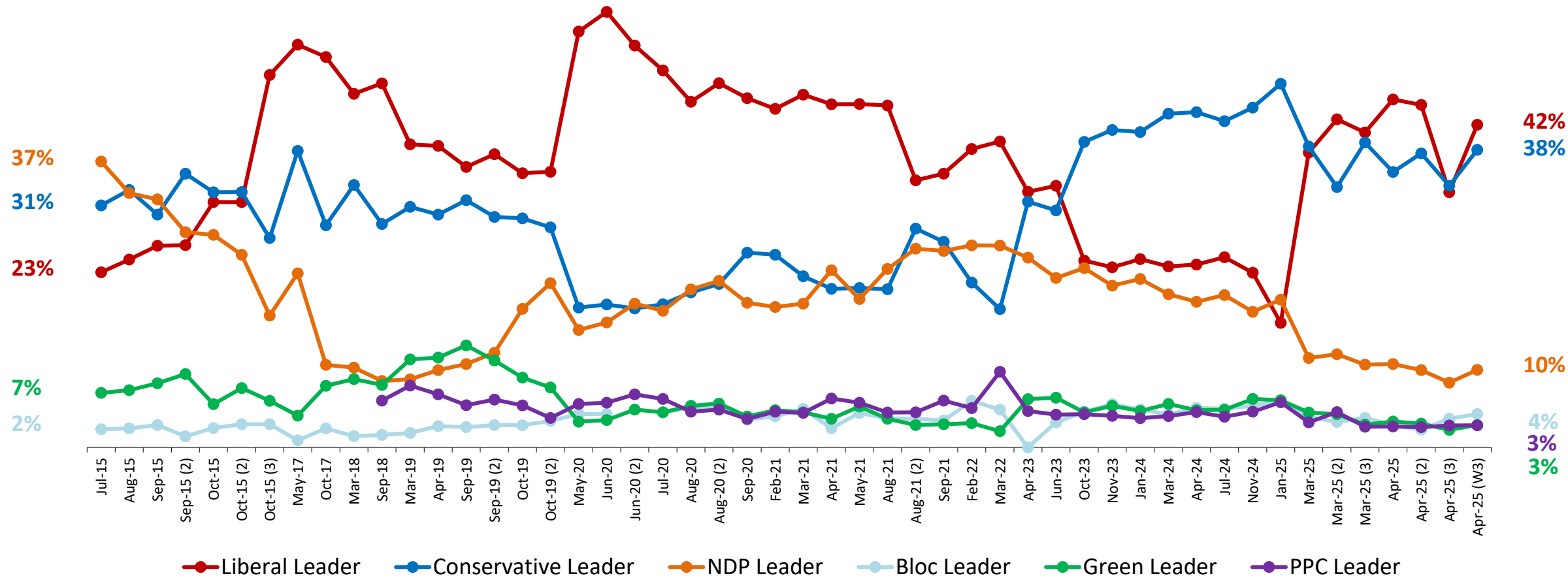
Best Prime Minister by Values Clusters:

Liberals hold their ground; battleground for Deferential; and Conservatives win over Pay-as-you-go Moderates

Values Clusters

Best Prime Minister	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	(N=146)	(N=123)	(N=305)	(N=214)	(N=165)	(N=247)
Liberal Leader	22%	42%	42%	37%	39%	24%
Conservative Leader	58%	29%	32%	27%	19%	31%
NDP Leader	3%	7%	7%	9%	14%	10%
Bloc Leader	1%	6%	3%	3%	5%	4%
Green Leader	2%	2%	2%	3%	3%	2%
PPC Leader	6%	3%	1%	2%	1%	2%
Undecided/DK	6%	11%	10%	13%	11%	20%
None	2%	1%	3%	5%	6%	7%

Note: Current data: April 2025

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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=1,200]

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

Left axis values: 46%, 19%, 7%, 6%, 5%, 4%, 3%, 3%, 2%, 1%, 1%, 1%, 1%

Right axis values: 44%, 15%, 10%, 6%, 5%, 5%, 3%, 3%, 1%, 2%, 1%, 1%, 1%

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), Apr-25 (W2)

Current data: April 2025

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Campaign Attention:

Liberal and Conservative campaign see a 6-point and 5-point decrease 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=1,200]

Mark Carney and the Liberals

Wave	Yes	No
Apr. W3	46%	54%
Apr. W2	52%	48%
Apr. W1	54%	46%
Mar. W 4	59%	41%
Mar. W 3	63%	37%

Pierre Poilievre and the Conservative Party

Wave	Yes	No
Apr. W3	43%	57%
Apr. W2	48%	52%
Apr. W1	46%	54%
Mar. W 4	52%	48%
Mar. W 3	45%	55%

Jagmeet Singh and the NDP

Wave	Yes	No
Apr. W3	26%	74%
Apr. W2	31%	69%
Apr. W1	29%	71%
Mar. W 4	31%	69%
Mar. W 3	17%	83%

Yves-François Blanchet and the Bloc*

Wave	Yes	No
Apr. W3	26%	74%
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: * indicates a small n size.
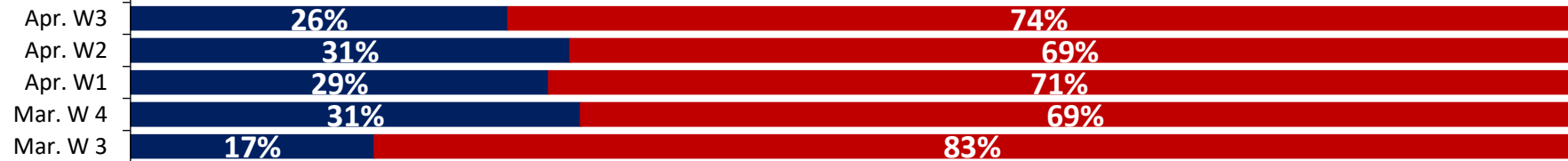
Campaign Attention:

Since mid-March, Liberals have lost 16-points while Conservatives at 43% marginally remained the same

Q Have you read, seen or heard anything about [LEADER] and the [PARTY] in the last few days?
[asked of all respondents n=1,200; only those choosing "Yes" shown]

Legend:
- Pierre Poilievre and the Conservative Party
- Mark Carney and the Liberals
- Jagmeet Singh and the NDP
- Yves-François Blanchet and the Bloc

X-axis: Mar. W 3, Mar. W 4, Apr. W1, Apr. W2, Apr. W3

Data labels: 63%, 45%, 17%, 15% (Mar. W3); 46%, 43%, 26%, 26% (Apr. W3)

Current data: April 2025

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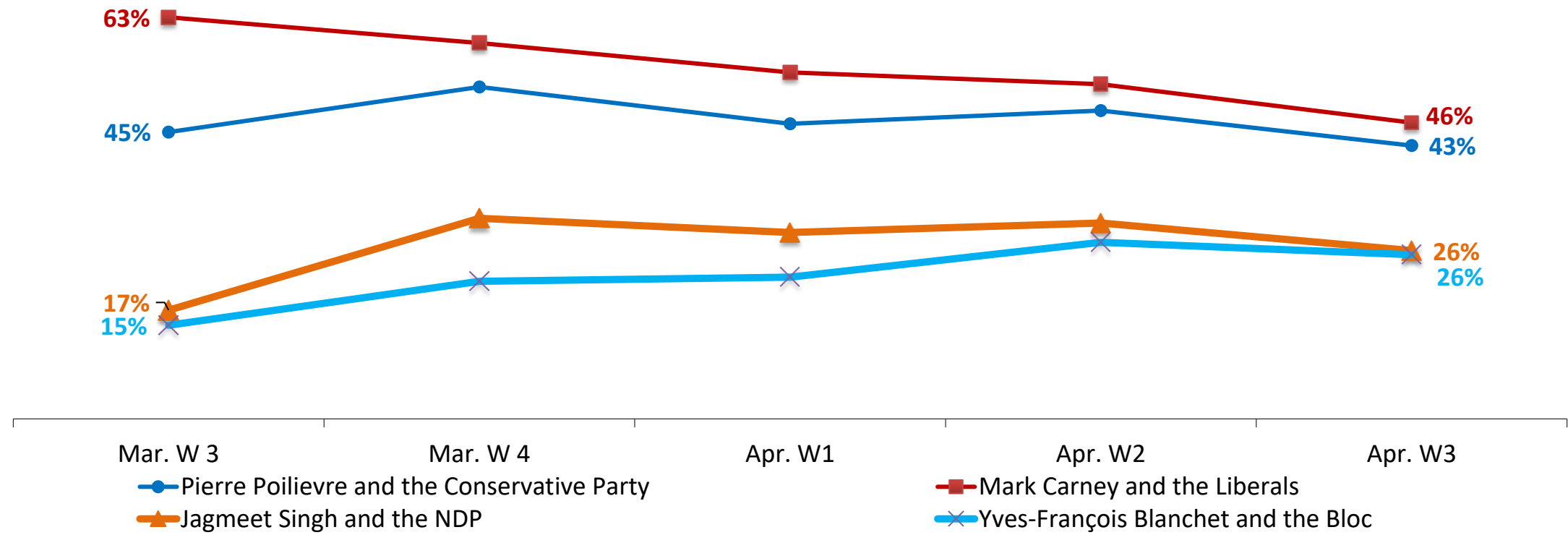
RSH Impact:

All leaders net favorability is higher since mid-March except Carney (3-pts down); Poilievre favourability 9-pts up

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=554; CPCs, n=511; NDP, n=315; Bloc, n=71]

Net RSH Impact

Mark Carney and the Liberals

	A lot more	Somewhat more	Made no difference	Somewhat less	A lot less	Net RSH Impact
Apr. W3	19%	25%	24%	8%	22%	+15
Apr. W2	22%	23%	27%	7%	20%	+17
Apr. W1	22%	24%	24%	6%	22%	+18
Mar. W 4	20%	18%	29%	8%	23%	+7
Mar. W 3	18%	23%	33%	8%	16%	+18

Pierre Poilievre and the Conservatives

	A lot more	Somewhat more	Made no difference	Somewhat less	A lot less	Net RSH Impact
Apr. W3	21%	15%	25%	10%	26%	+1
Apr. W2	22%	14%	29%	9%	26%	+1
Apr. W1	20%	18%	26%	9%	27%	+2
Mar. W 4	19%	15%	28%	9%	28%	-2
Mar. W 3	16%	16%	27%	9%	31%	-8

Jagmeet Singh and the NDP

	A lot more	Somewhat more	Made no difference	Somewhat less	A lot less	Net RSH Impact
Apr. W3	14%	20%	34%	8%	21%	+5
Apr. W2	16%	15%	42%	6%	19%	+6
Apr. W1	13%	20%	40%	9%	17%	+7
Mar. W 4	10%	15%	47%	9%	18%	-1
Mar. W 3	9%	15%	43%	10%	21%	-6

Yves-François Blanchet and the Bloc*

	A lot more	Somewhat more	Made no difference	Somewhat less	A lot less	Net RSH Impact
Apr. W3	41%	18%	18%	6%	15%	+38
Apr. W2	27%	12%	36%	6%	18%	+16
Apr. W1	18%	21%	33%	8%	19%	+12
Mar. W 4	22%	16%	47%	5%	10%	+23
Mar. W 3	24%	14%	42%	10%	11%	+17

Legend:
- ■ 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.

Federal Leaders' Debate

Attention:

42% RSH something about the Federal leader's debate; 29% of the whole sample watched at least one debate

Q Have you read, seen, or heard anything about the Federal leader's debates held on Wednesday, April 16th and Thursday, April 17th?
[asked of all respondents, n=1,200]
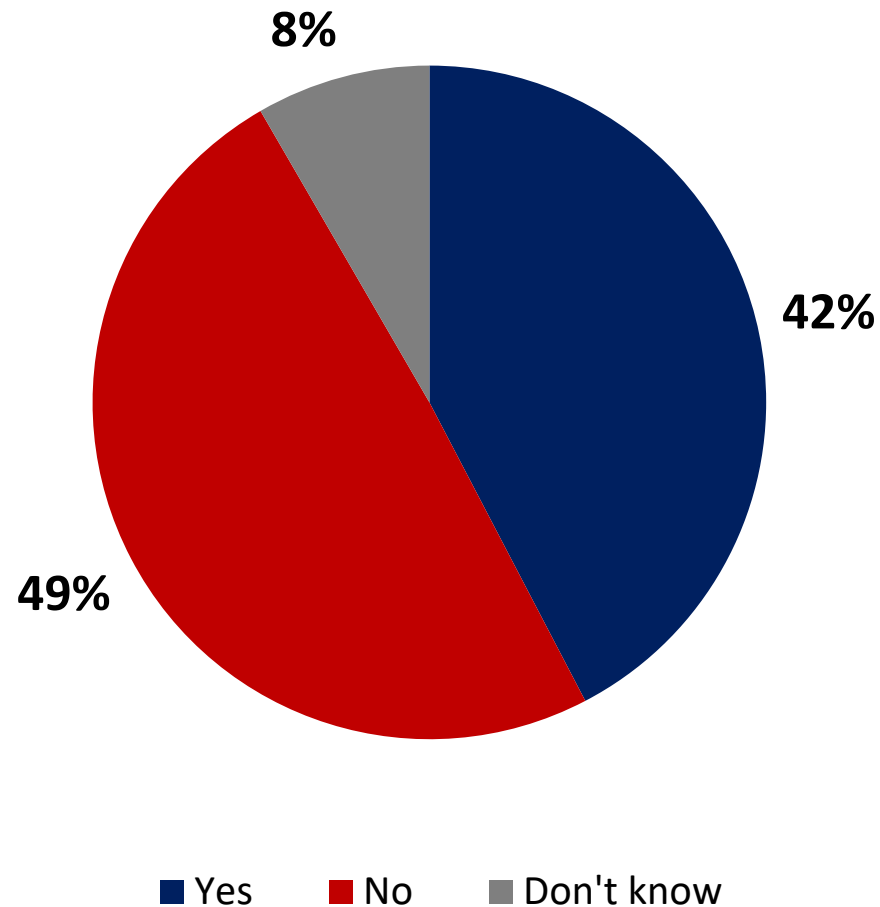
Q Did you happen to watch or listen to either of the leaders' debates yourself?
[asked of those who at least RSH about the debate; n=508]

Pie chart:
- 42% Yes
- 49% No
- 8% Don't know

Bar chart:
- Yes, both: 25%
- Yes, only Wednesday's debate: 17%
- Yes, only Thursday's debate: 27%
- Did not watch or listen to: 30%
- Don't know: 1%

■ Yes ■ No ■ Don't know

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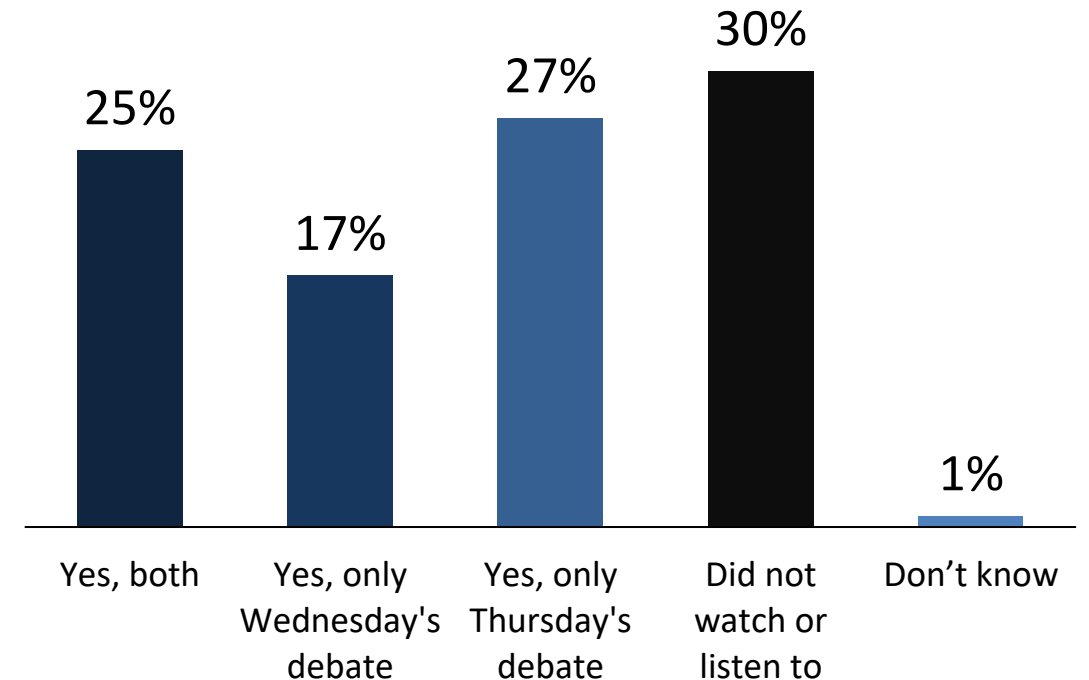
Expectations:

Poilievre's NET expectation highest at +8 with 1-in-4 assessing performance as better than expected

Q For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leader's debate?
[asked of respondents who at least RSH about debate; n=508]

Net Exceeded Expectations

Leader	Better than expected	About as expected	Less well than expected	Don't know	Net Exceeded Expectations
Pierre Poilievre	27%	42%	19%	12%	+8
Mark Carney	23%	44%	21%	12%	+3
Yves-François Blanchet	18%	44%	16%	21%	+2
Jagmeet Singh	15%	45%	26%	14%	-11

■ Better than expected   ■ About as expected   ■ Less well than expected   ■ Don't know

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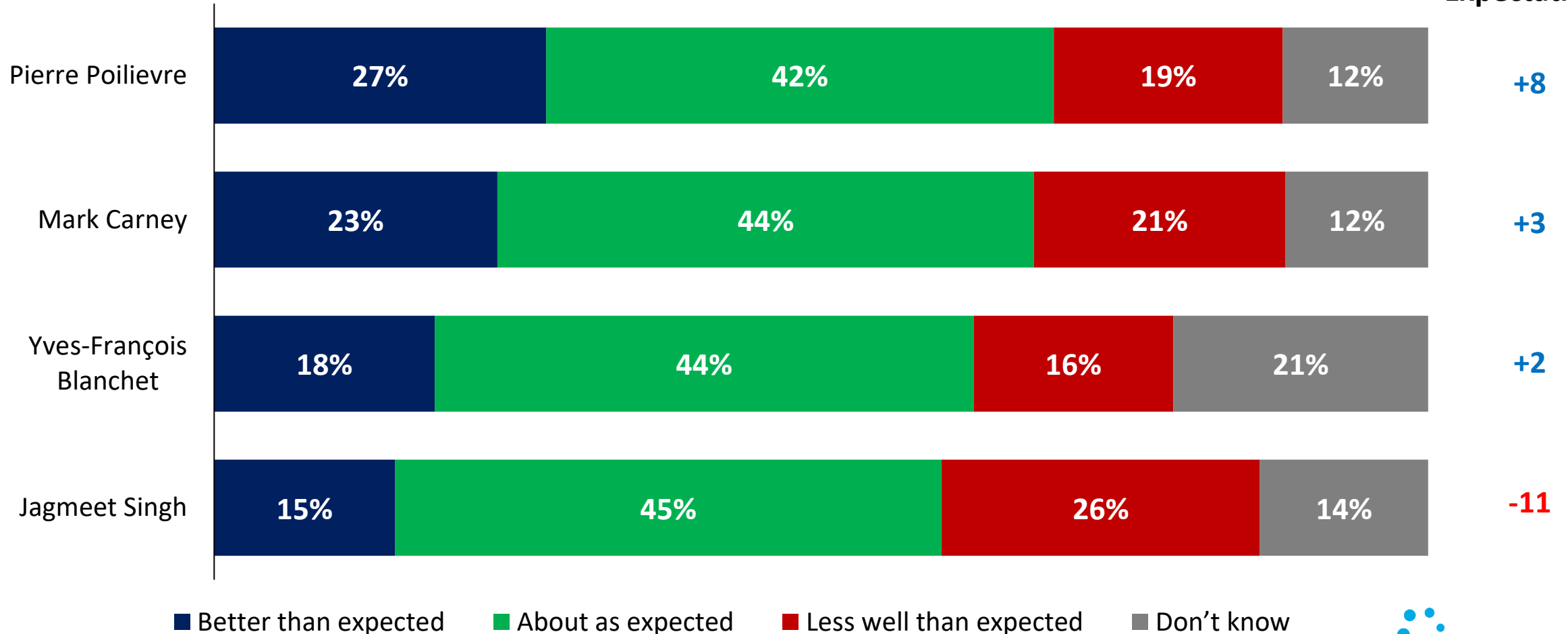
Pierre Poilievre:

Exceeded expectations only within CPCs (+47); net exceeded expectations lowest among NDP

Q For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leader's debate?
Pierre Poilievre
[asked of respondents who at least RSH about debate; n=508]

Net Exceeded Expectations

Group	Better than Expected	About as Expected	Less well than Expected	Don't know	Net Exceeded Expectations
Liberals	11%	50%	27%	11%	-17
CPCs	53%	33%	6%	8%	+47
NDP	6%	37%	40%	16%	-34
Green/Other	21%	47%	25%	7%	-4
Unaligned	8%	50%	11%	30%	-3

■ Better than Expected ■ About as Expected ■ Less well than Expected ■ Don't know

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Mark Carney:
30% NDPs think he performed better than expected; net exceeded expectations negative only among CPC

Q For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leader's debate?

Mark Carney
[asked of respondents who at least RSH about debate; n=508]

Net Exceeded Expectations

Group	Better than Expected	About as Expected	Less well than Expected	Don't know	Net Exceeded Expectations
Liberals	40%	45%	5%	10%	+35
CPC	11%	47%	34%	9%	-23
NDP	30%	35%	19%	16%	+12
Green/Other	25%	46%	24%	5%	+1
Unaligned	15%	40%	13%	31%	+2

■ Better than Expected ■ About as Expected ■ Less well than Expected ■ Don't know

INNOVATIVE RESEARCH GROUP
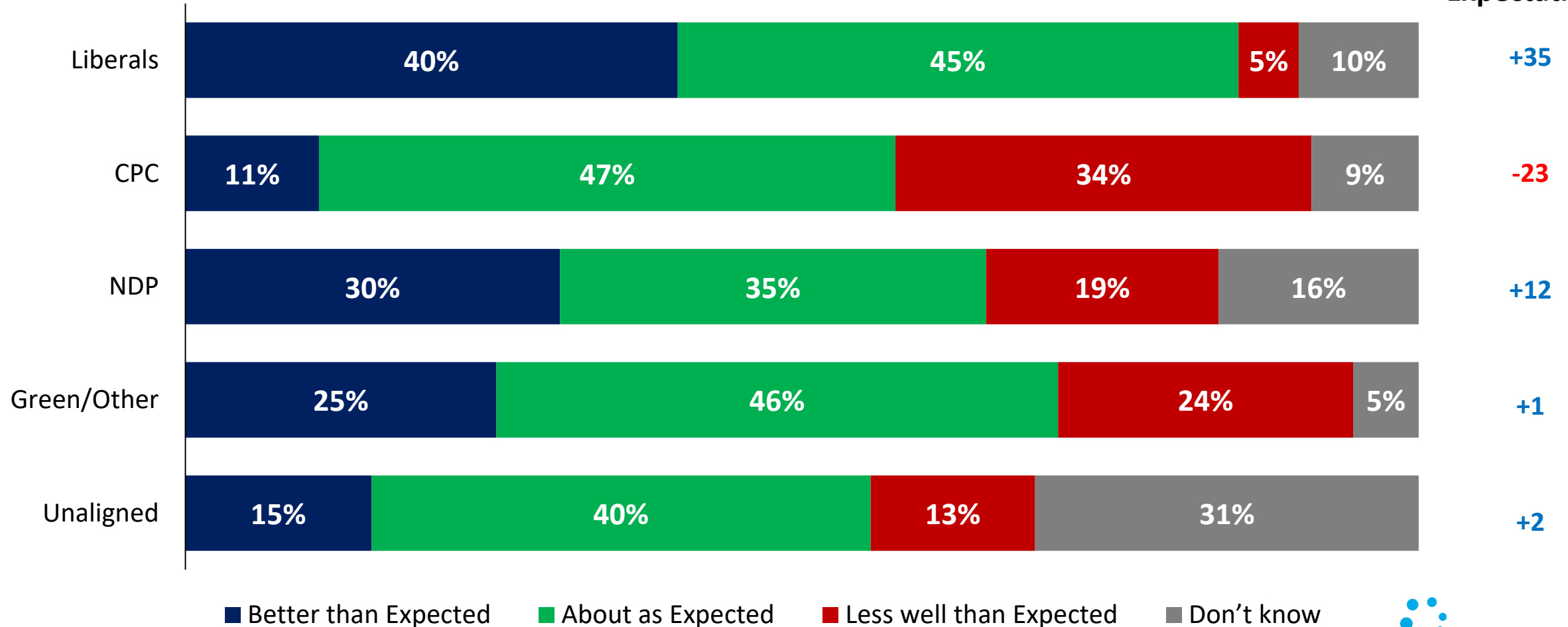
Yves-François Blanchet:

51% of Liberals think he performed as expected, and 19% don't have an opinion

Q For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leader's debate?
Yves-François Blanchet
[asked of respondents who at least RSH about debate; n=508]

Net Exceeded Expectations

Group	Better than Expected	About as Expected	Less well than Expected	Don't know	Net Exceeded Expectations
Liberals	9%	51%	20%	19%	-11
CPCs	22%	45%	16%	18%	+6
NDP	9%	38%	23%	30%	-13
Green/Other	41%	42%	5%	12%	+36
Unaligned	9%	34%	17%	39%	-8

■ Better than Expected   ■ About as Expected   ■ Less well than Expected   ■ Don't know

INNOVATIVE RESEARCH GROUP
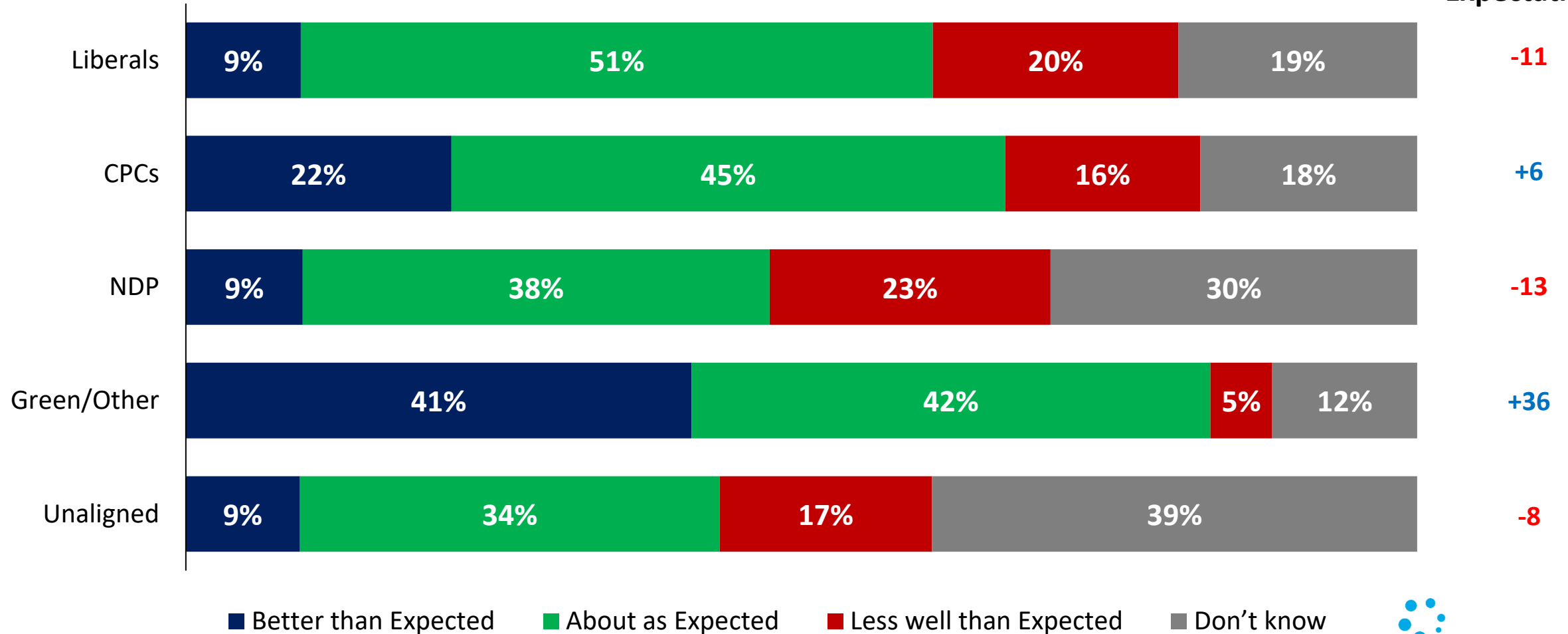
Jagmeet Singh:
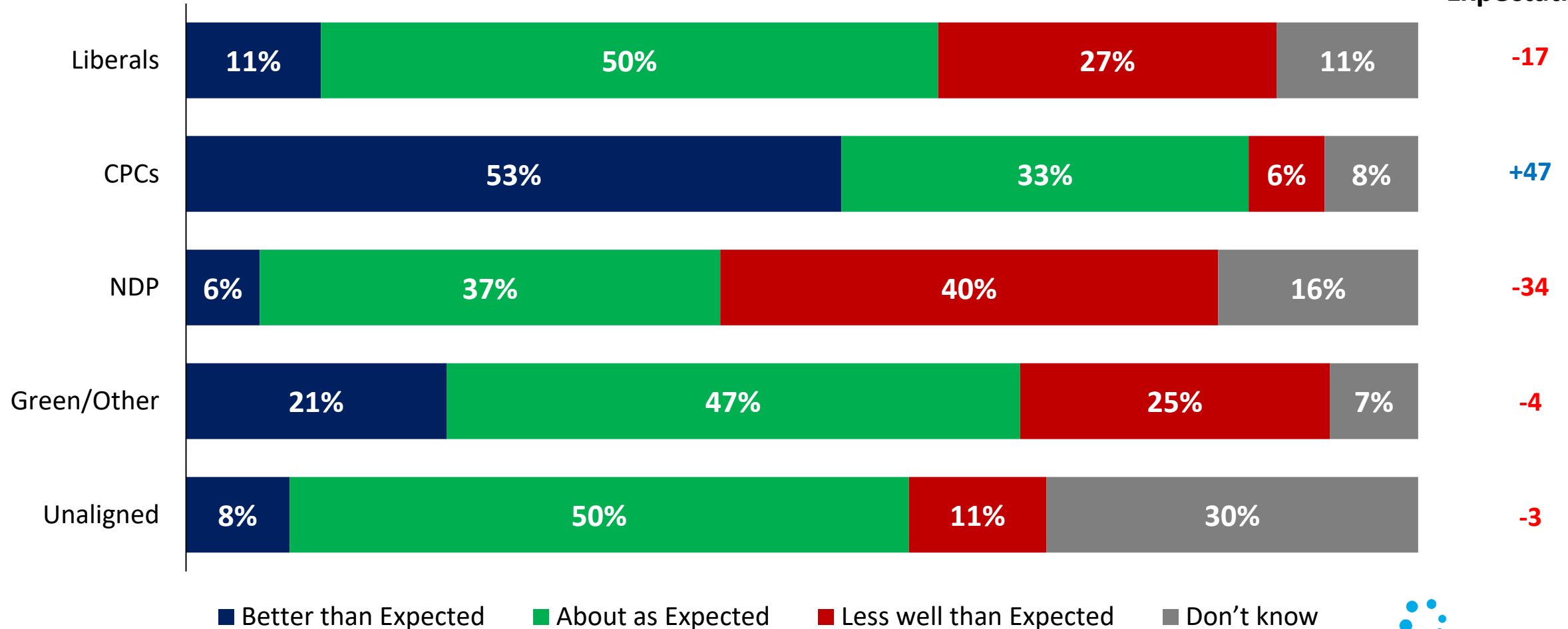## Singh's performance seen favourably only among NDPs; net exceeded expectations lowest among CPC

Q For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leader's debate?

Jagmeet Singh
[asked of respondents who at least RSH about debate; n=508]

Net Exceeded Expectations

	Better than Expected	About as Expected	Less well than Expected	Don't know	Net Exceeded Expectations
Liberals	15%	50%	22%	13%	-7
CPCs	7%	47%	36%	11%	-28
NDP	35%	40%	9%	16%	+26
Green/Other	26%	35%	30%	9%	-3
Unaligned	7%	45%	18%	30%	-11

■ Better than Expected ■ About as Expected ■ Less well than Expected ■ Don't know

INNOVATIVE
RESEARCH GROUP
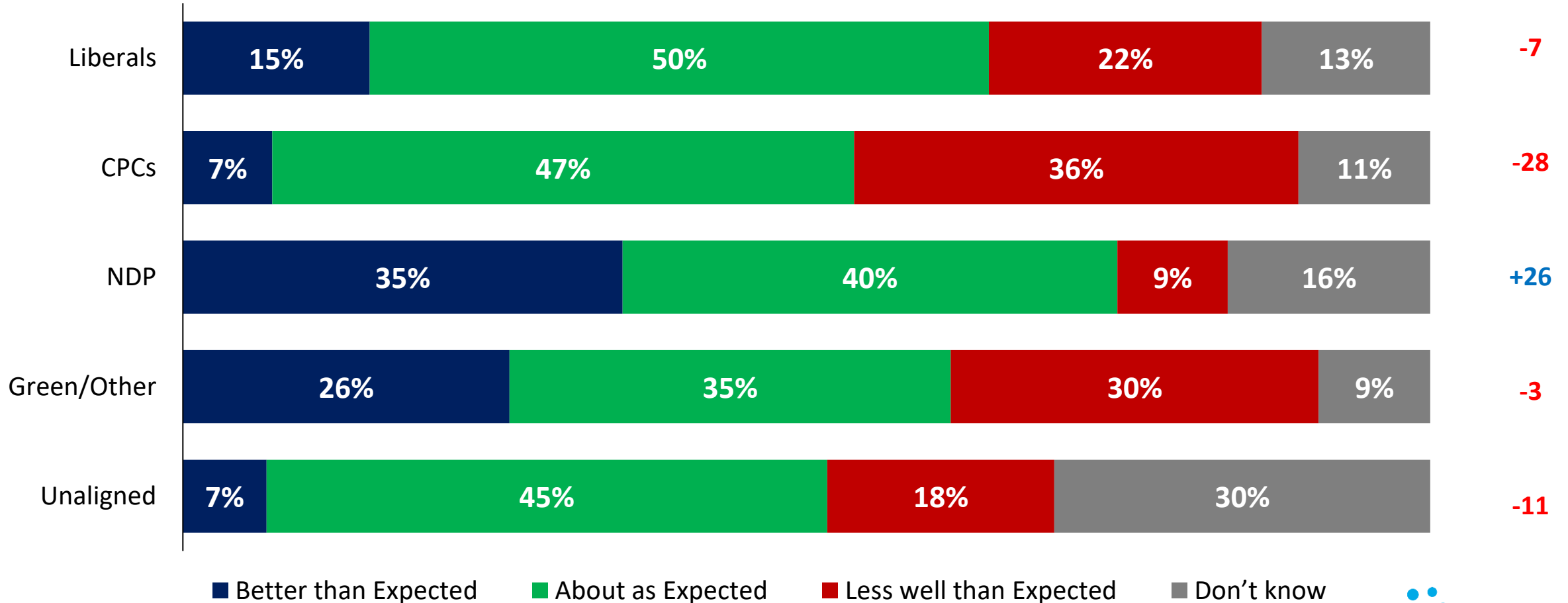
Winning:
Poilievre and Carney marginally tied in the Federal leader's debate

Q In your opinion, which leader did the best in that debate?
[asked of those who RSH; n=508]

Mark Carney	Pierre Poilievre	Jagmeet Singh	Yves-François Blanchet	All did equally	No one	Don't know
28%	30%	7%	9%	7%	6%	12%

INNOVATIVE
RESEARCH GROUP
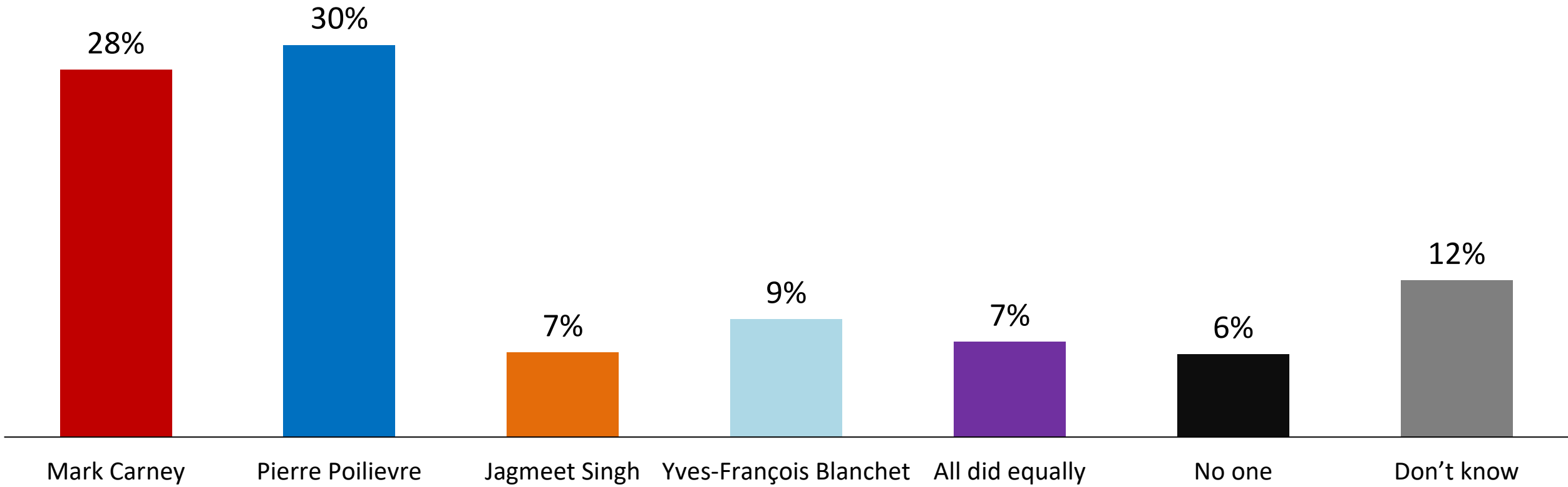
Winning:

Poilievre led among those who watched both; 30% of Wednesday-only viewers preferred Carney

Q In your opinion, which leader did the best in that debate? **By RSH about debate**
[asked of those who RSH; n=508]

Legend: ■ Mark Carney ■ Pierre Poilievre ■ Jagmeet Singh ■ Yves-François Blanchet ■ All did equally well ■ No one ■ Don't know

Yes, both
- Mark Carney: 31%
- Pierre Poilievre: 39%
- Jagmeet Singh: 6%
- Yves-François Blanchet: 11%
- All did equally well: 9%
- No one: 4%
- Don't know: 0%

Yes, only Wednesday's debate
- Mark Carney: 30%
- Pierre Poilievre: 23%
- Jagmeet Singh: 10%
- Yves-François Blanchet: 19%
- All did equally well: 11%
- No one: 3%
- Don't know: 3%

Yes, only Thursday's debate
- Mark Carney: 30%
- Pierre Poilievre: 35%
- Jagmeet Singh: 9%
- Yves-François Blanchet: 7%
- All did equally well: 7%
- No one: 9%
- Don't know: 3%

Did not watch or listen to +DK
- Mark Carney: 41%
- Pierre Poilievre: 42%
- Jagmeet Singh: 3%
- Yves-François Blanchet: 4%
- All did equally well: 4%
- No one: 7%
- Don't know: 34%

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Winning:

Carney led with Liberal and NDP partisans; Poilievre topped overall, driven solely by CPC support

Q In your opinion, which leader did the best in that debate? **By Partisanship**
[asked of those who RSH; n=508]

CPC: Mark Carney 8%, Pierre Poilievre 67%, Jagmeet Singh 1%, Yves-François Blanchet 5%, All did equally well 7%, No one 5%, Don't know 8%

Liberal: Mark Carney 57%, Pierre Poilievre 9%, Jagmeet Singh 5%, Yves-François Blanchet 5%, All did equally well 9%, No one 5%, Don't know 11%

NDP: Mark Carney 45%, Pierre Poilievre 4%, Jagmeet Singh 22%, Yves-François Blanchet 3%, All did equally well 6%, No one 7%, Don't know 13%

Green/Other: Mark Carney 19%, Pierre Poilievre 10%, Jagmeet Singh 15%, Yves-François Blanchet 36%, All did equally well 10%, No one 2%, Don't know 9%

Unaligned: Mark Carney 22%, Pierre Poilievre 10%, Jagmeet Singh 4%, Yves-François Blanchet 6%, All did equally well 5%, No one 20%, Don't know 32%

Legend: Mark Carney, Pierre Poilievre, Jagmeet Singh, Yves-François Blanchet, All did equally well, No one, Don't know

INNOVATIVE RESEARCH GROUP

Reaction to Trump

Attitude Towards President Trump:
Net excited among Canadians has been decreasing since the beginning of April

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 W2 n=1,000; Apr. '25 W3 n=1,200]

Net Excited

Date	Very excited	Somewhat excited	A mix	Somewhat afraid	Mostly afraid	Neither	Don't know	Net Excited
Apr. '25 W3	5%	7%	13%	16%	46%	11%	3%	-50
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

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

Provincial Leadership Approval:
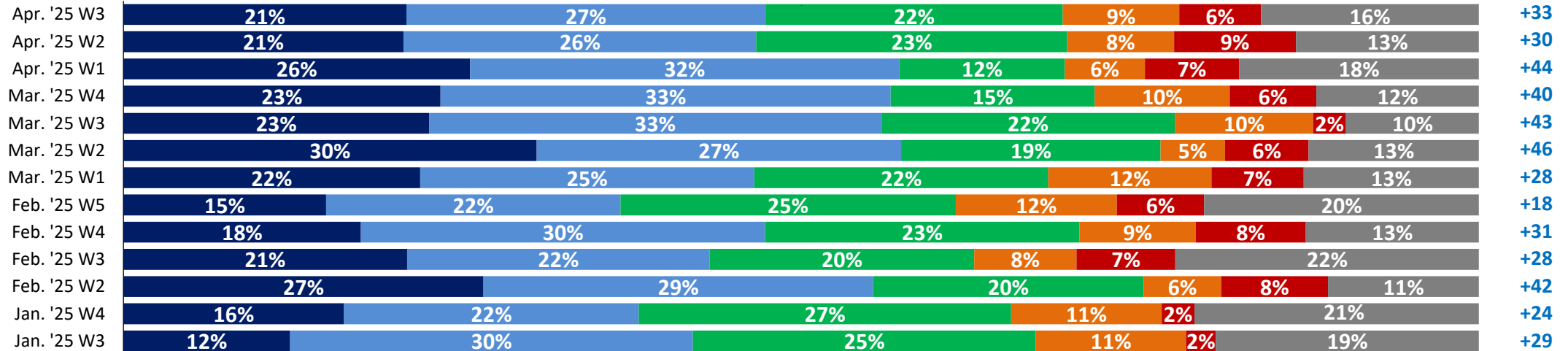## ON sees a 7-point drop in provincial government approval on handling Trump; BC is up 3-points

Q Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?
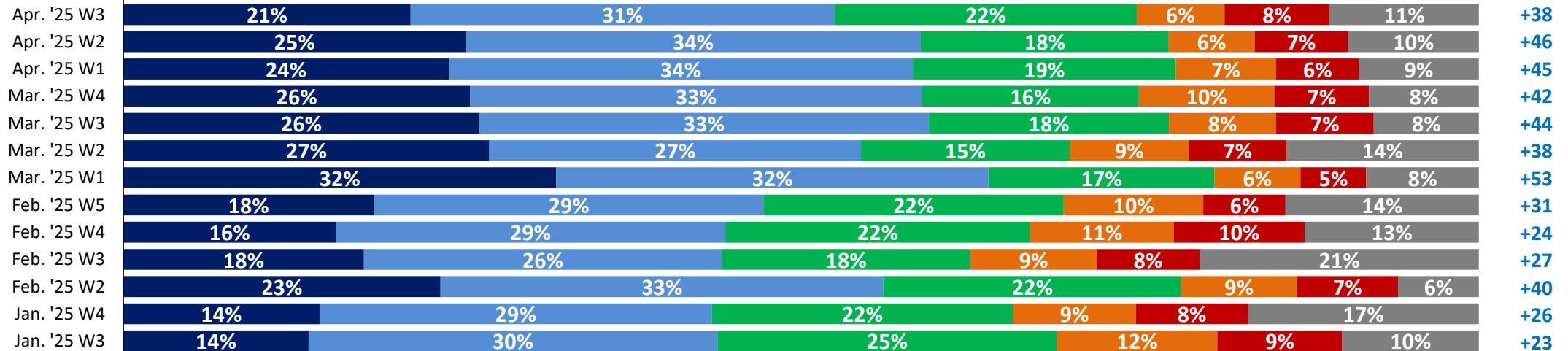[asked of all respondents; Mar. '25 W4 ON n=387, BC n=139, Apr. '25 W1 ON n=386, BC n=140, Apr. '25 W2 ON n=387, BC n=139, Apr. '25 W3 ON n=465, BC n=167]

Net Approval

British Columbia

Wave	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W3	21%	27%	22%	9%	6%	16%	+33
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

Wave	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W3	21%	31%	22%	6%	8%	11%	+38
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:

Net approval for Prairies remain unchanged, while Alberta's marginally decreases by 1-pt since the April W2
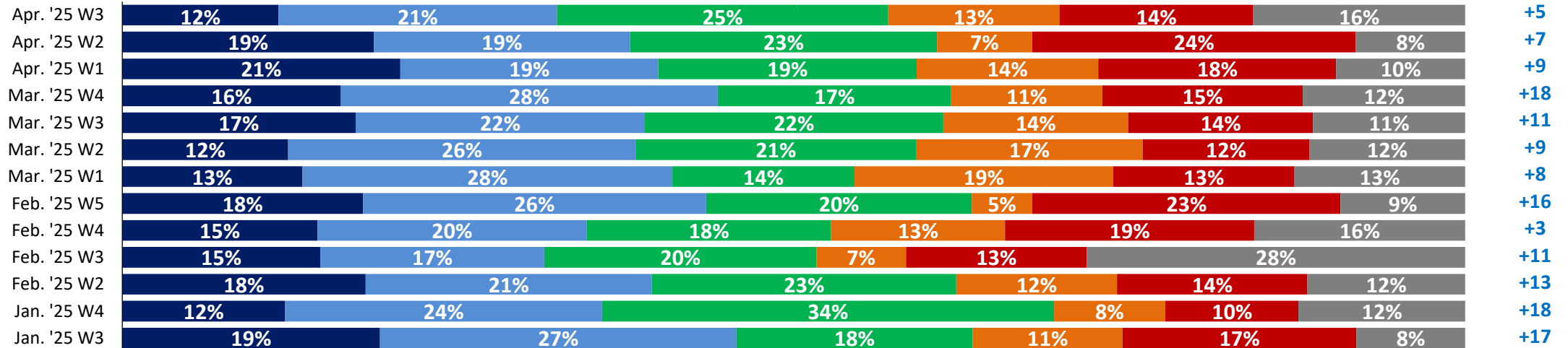
Q Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?
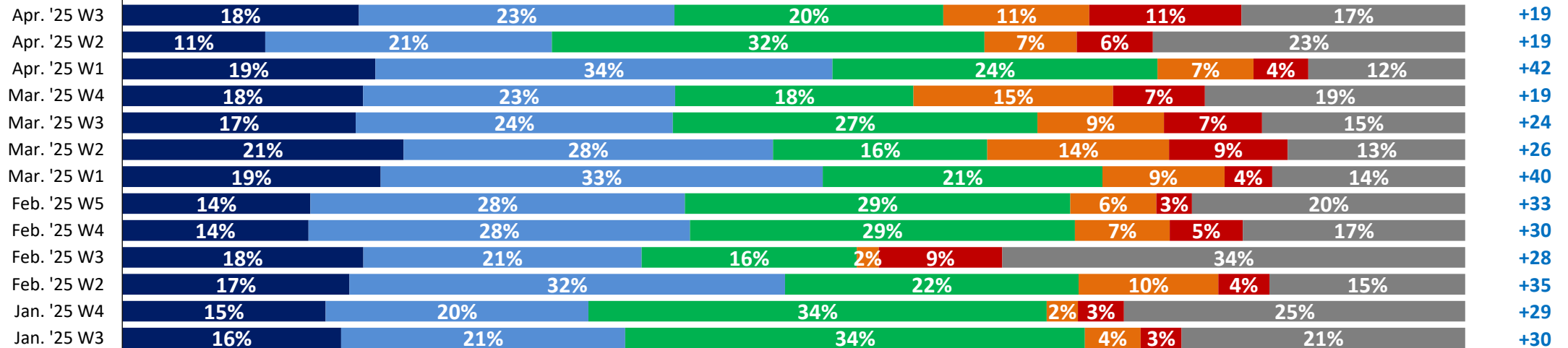[asked of all respondents; Mar. '25 W4 AB n=111, Prairies n=64; Apr. '25 W1 AB n=111, Prairies n=66; Apr. '25 W2 AB n=111, Prairies n=64; Apr. '25 W3 AB n=133, Prairies n=77]

Net Approval

Alberta

Period	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W3	12%	21%	25%	13%	14%	16%	+5
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

Period	Strongly approve	Somewhat approve	Neither	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W3	18%	23%	20%	11%	11%	17%	+19
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:

Provincial approval in QC on handling Trump drops 4 points, led by an 8% decline in strong approval
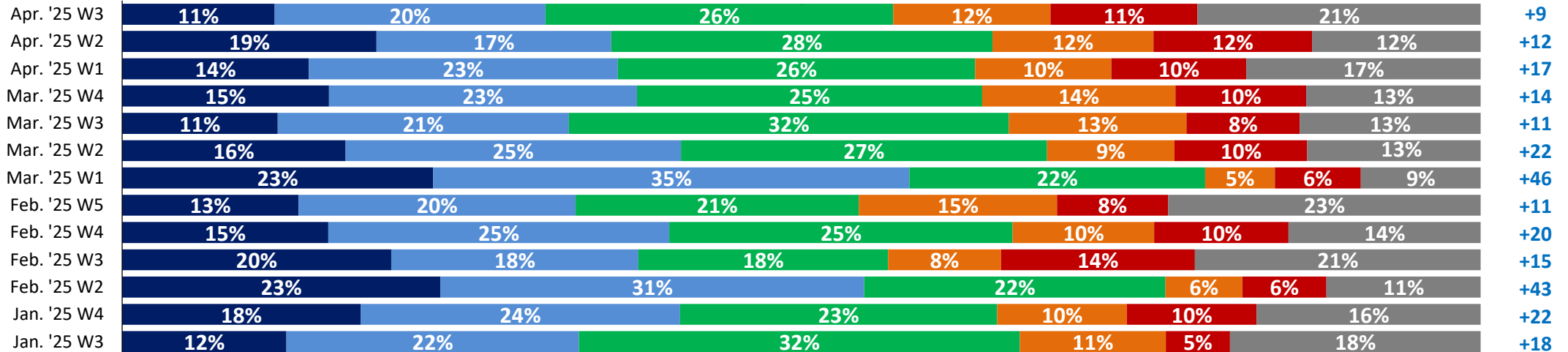
Q Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency?
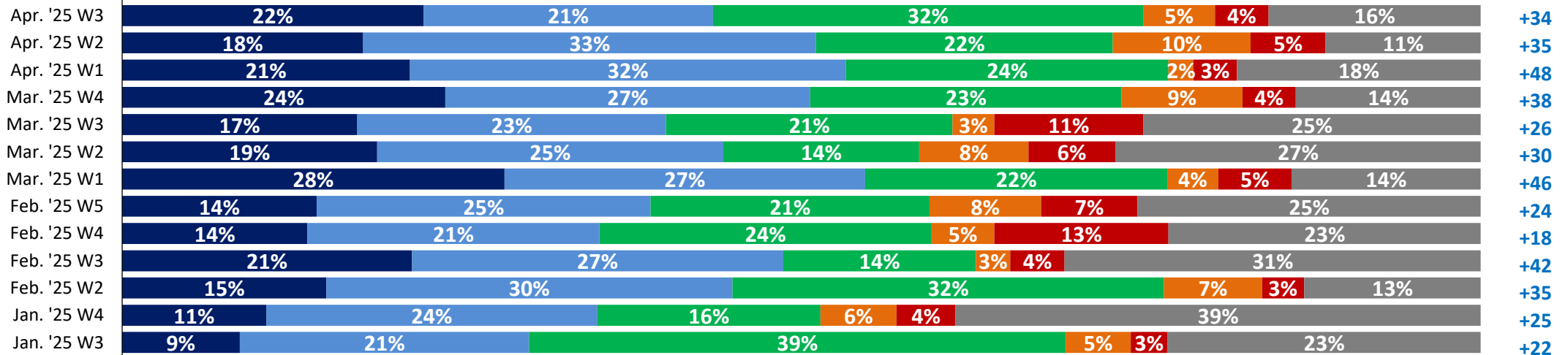[asked of all respondents; Mar. '25 W4 QC n=231, ATL n=67; Apr. '25 W1 QC n=230, ATL n=67; Apr. '25 W2 QC n=230, ATL n=67; Apr. '25 W3 QC n=277, ATL n=81]

Net Approval

Quebec

Period	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W3	11%	20%	26%	12%	11%	21%	+9
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 W3	22%	21%	32%	5%	4%	16%	+34
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
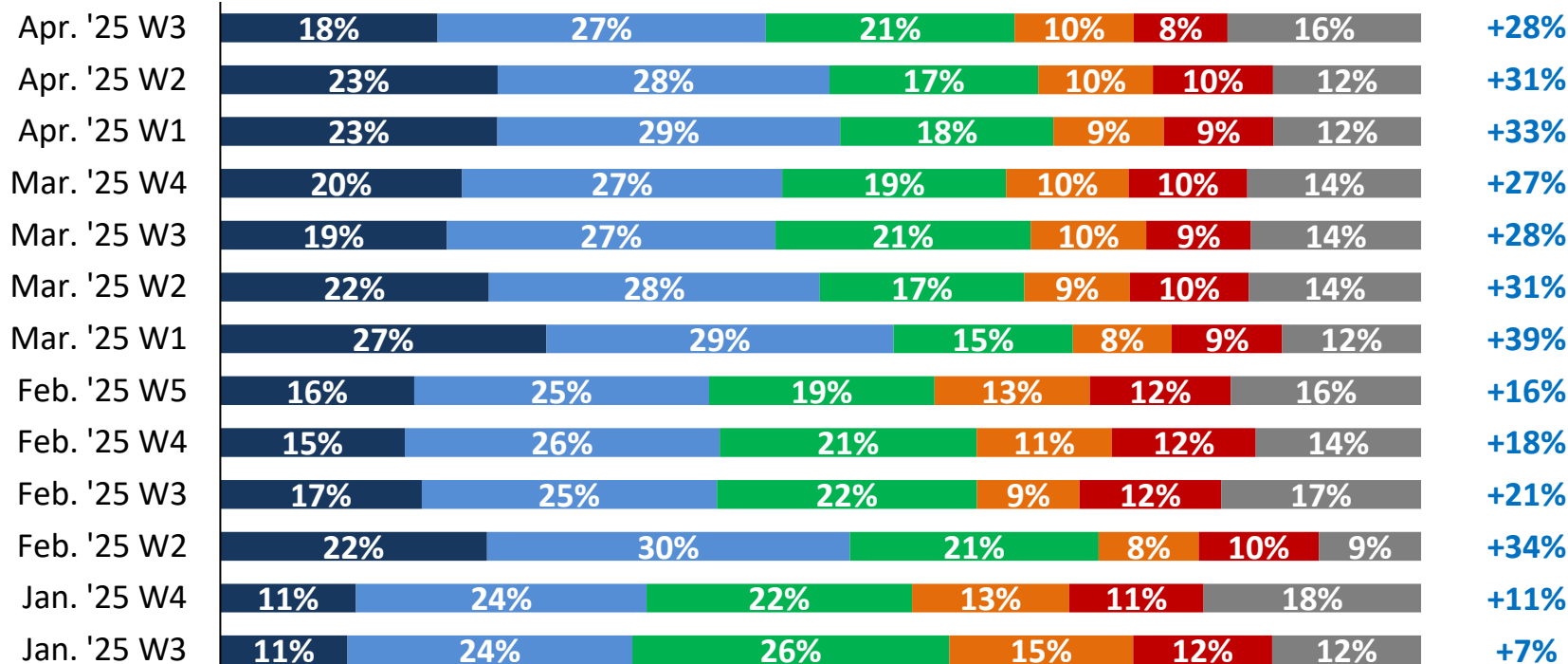
Federal Leadership Approval:

Federal government net approval has continued to decline since April W1 (6-pt drop); highest support 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; Apr. '25 W3 n= 1,200]
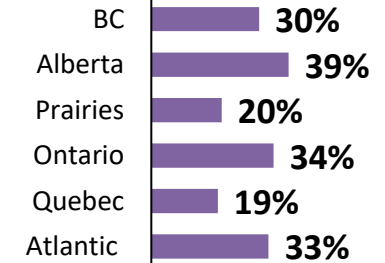
	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W3	18%	27%	21%	10%	8%	16%	+28%
Apr. '25 W2	23%	28%	17%	10%	10%	12%	+31%
Apr. '25 W1	23%	29%	18%	9%	9%	12%	+33%
Mar. '25 W4	20%	27%	19%	10%	10%	14%	+27%
Mar. '25 W3	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	48%
Women	43%

Age
18-34	37%
35-54	43%
55+	53%

Region
BC	51%
Alberta	38%
Prairies	40%
Ontario	48%
Quebec	44%
Atlantic	43%

Party ID
Liberal	66%
Conservative	36%
NDP	61%
Green/Other	47%
Unaligned	25%
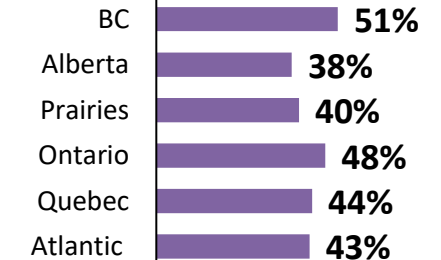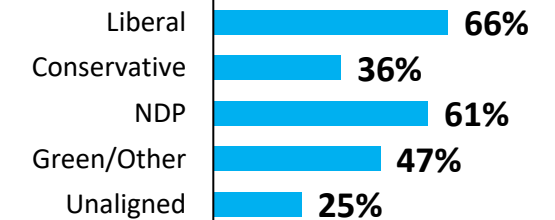
Pierre Poilievre and the Conservatives' Approach:

Net approval has remained directionally increased since the beginning of April; the 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; Apr. '25 W3 n=1,200]

	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know	Net Approval
Apr. '25 W3	13%	17%	23%	10%	14%	23%	+6%
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	33%
Women	27%

Age
18-34	32%
35-54	33%
55+	26%

Region
BC	30%
Alberta	39%
Prairies	20%
Ontario	34%
Quebec	19%
Atlantic	33%

Party ID
Liberal	16%
Conservative	63%
NDP	9%
Green/Other	21%
Unaligned	9%

Best Leader for Canada-US Relations Tracking:

Carney dropped 3-points since the last wave, but remains 11-points ahead of Poilievre

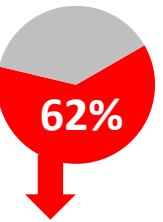**Q** Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency?
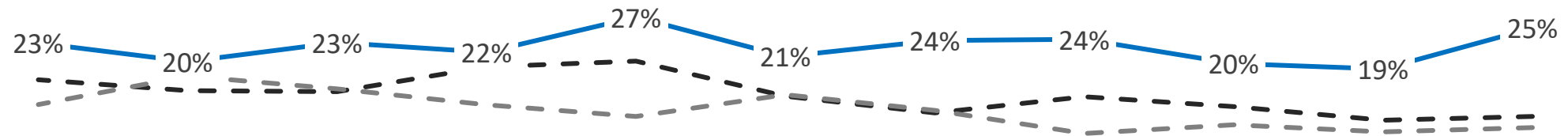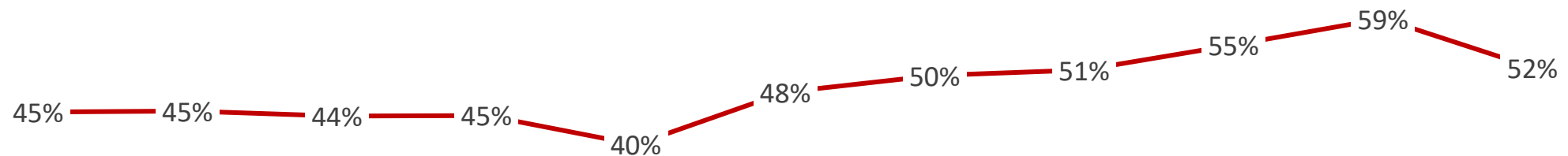
[asked of all respondents, Feb. '25 W2, W3, W4, W5 each n=1,000; Mar. '25 W1, W2, W3, W4 each n=1,000; Apr. '25 W1, W2 each n=1,000; Apr. '25 W3 n=1,200]

Mark Carney

Pierre Poilievre

- 37% (Pierre Poilievre, start)
- 34% (Mark Carney, start)
- 43% (Mark Carney, end)
- 33% (Pierre Poilievre, end)

X-axis: 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 | Apr-25 W3

Legend: Pierre Poilievre — Mark Carney
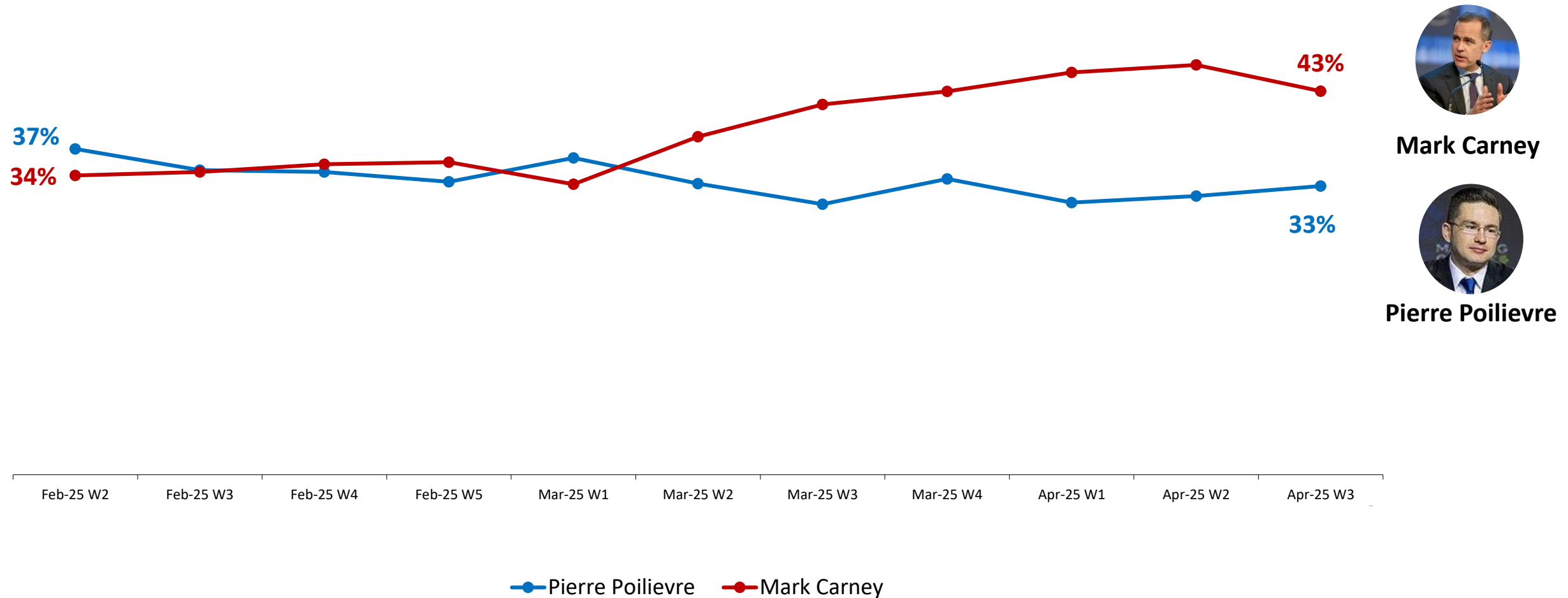
Best Leader for Canada-US Relations BY Afraid:

Over half (52%) of those 'afraid' of Trump's presidency favour Carney, down 7 points since the last wave
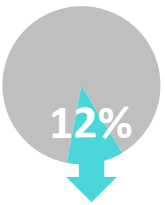
Q Which of the following leaders do you believe is best equipped to handle Canada-US relations during Trump's renewed presidency? BY ATTITUDE TOWARDS TRUMP

[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; Apr. '25 W3 n=1,200]
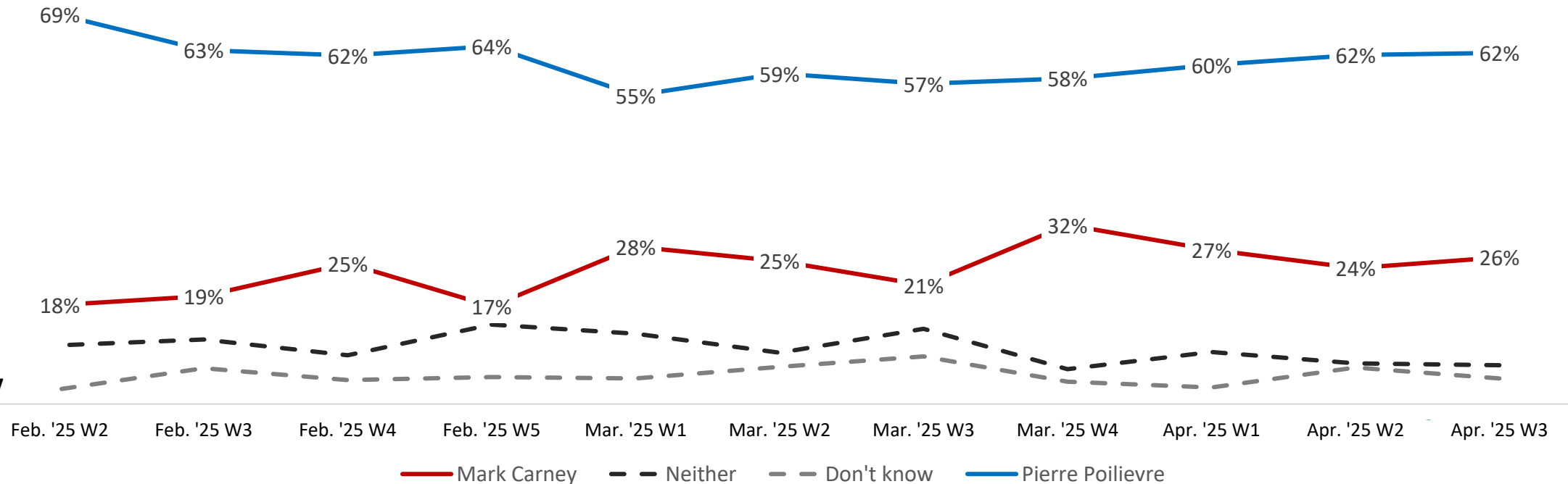
Afraid

Attitude to Trump

62%

Mark Carney

45% 45% 44% 45% 40% 48% 50% 51% 55% 59% 52%

Pierre Poilievre

23% 20% 23% 22% 27% 21% 24% 24% 20% 19% 25%

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 Apr. '25 W3

——— Mark Carney   – – Neither   – – Don't know   ——— Pierre Poilievre

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

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

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; Apr. '25 W3 n=1,200]

A mix of excited/afraid

Attitude to Trump

13%

Pierre Poilievre

64%   66%   56%   56%   60%   57%   49%   56%   44%   54%   44%

Mark Carney

17%   14%   19%   23%   20%   27%   30%   28%   32%   27%   35%

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 Apr. '25 W3

— Mark Carney   – – Neither   – – Don't know   — Pierre Poilievre
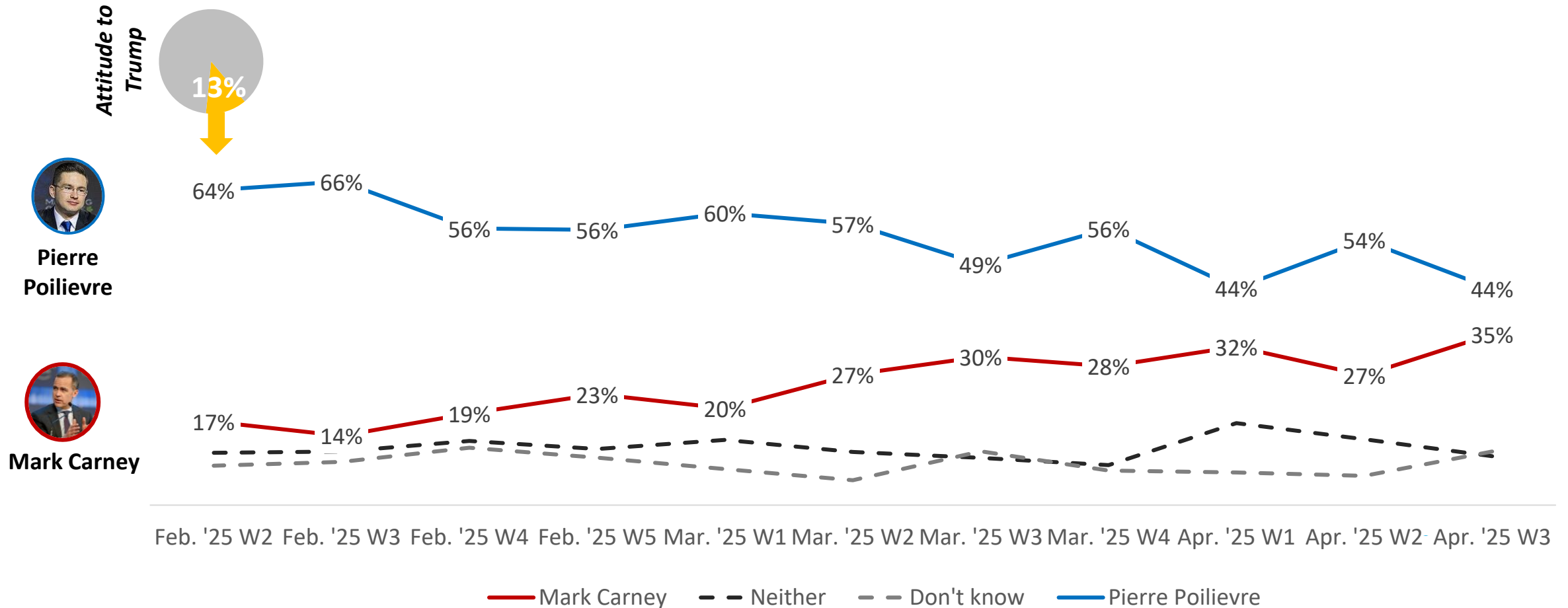
Best Leader for Canada-US Relations:

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; Apr. '25 W3 n=1,200]

Excited

Attitude to Trump

12%

Pierre Poilievre

69% 63% 62% 64% 55% 59% 57% 58% 60% 62% 62%

Mark Carney

18% 19% 25% 17% 28% 25% 21% 32% 27% 24% 26%

| 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 | Apr. '25 W3 |

— Mark Carney   - - Neither   - - Don't know   — Pierre Poilievre

Methodology

Survey Methodology

W3

These are the results of an online survey conducted between April 21st and April 23rd, 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=1,584 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,200 based on Census data from Statistics Canada.

Field Dates: April 21st to April 23rd, 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	189	12.0%	161	13.5%
Men 35-54	271	17.2%	191	16.0%
Men 55+	253	16.0%	226	18.9%
Women 18-34	234	14.8%	160	13.5%
Women 35-54	296	18.8%	199	16.7%
Women 55+	334	21.2%	256	21.5%
British Columbia	217	13.7%	167	13.9%
Alberta	189	11.9%	133	11.1%
Prairies	105	6.6%	77	6.4%
Ontario	597	37.7%	465	38.7%
Québec	358	22.6%	277	23.1%
Atlantic	118	7.4%	81	6.7%

Survey Methodology

Debate

These are the results of an online survey conducted between April 17th and April 21th, 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=1,305 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 17th to April 21th, 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	144	11.1%	135	13.5%
Men 35-54	198	15.2%	158	15.9%
Men 55+	288	22.1%	194	19.5%
Women 18-34	153	11.8%	130	13.1%
Women 35-54	233	17.9%	165	16.5%
Women 55+	285	21.9%	214	21.5%
British Columbia	208	15.9%	142	14.2%
Alberta	179	13.7%	111	11.1%
Prairies	88	6.7%	64	6.4%
Ontario	458	35.1%	386	38.6%
Québec	274	21%	230	23%
Atlantic	98	7.5%	67	6.7%

Survey Methodology

Strategic

These are the results of an online survey conducted between April 15th and April 20th, 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=2,311 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,000 based on Census data from Statistics Canada.

Field Dates: April 15th to April 20th, 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	243	10.6%	263	13.2%
Men 35-54	334	14.5%	309	15.6%
Men 55+	480	20.9%	389	19.6%
Women 18-34	317	13.8%	263	13.2%
Women 35-54	395	17.2%	328	16.5%
Women 55+	531	23.1%	432	21.8%
British Columbia	329	14.2%	278	13.9%
Alberta	302	13.1%	222	11.1%
Prairies	175	7.6%	129	6.4%
Ontario	828	35.8%	774	38.7%
Québec	491	21.2%	462	23.1%
Atlantic	186	8%	135	6.7%

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