



# Canada This Month Comparative Vote

Public Opinion Research  
Release Date: April 23<sup>rd</sup>, 2025  
Field Dates: April 15<sup>th</sup> to April 22<sup>nd</sup>, 2025


# Table of Contents

<b>Time for Change</b>	5
<b>Federal Vote</b>	9
<b>Leadership</b>	24
<b>Methodology</b>	27

# Study Overview

In this report, we report tracking the Federal vote intentions across three studies over the period of 9 days:

- **Strategic study (S)** – conducted from April 15<sup>th</sup> to 20<sup>th</sup>, with 63% of the data collected on April 15<sup>th</sup> and April 16<sup>th</sup> and another 29% collected on April 17<sup>th</sup>. The total sample of 2,311 was weighted down to 2,000.
- **Debate study (D)** – done in the aftermath of the two Federal leaders' debates from April 17<sup>th</sup> to 21<sup>st</sup>, with 81% of the data collected on April 17<sup>th</sup> and 14% collected on the 18<sup>th</sup>. A total sample of 1,305 was weighted down to 1,000.
- **Wave 3 study (W3)** – data collected from April 21<sup>st</sup> to April 23<sup>rd</sup>, with 66% collected on April 21<sup>st</sup>. A total sample of 1,584 was weighted down to 1,200.



	25-04-15	25-04-16	25-04-17	25-04-18	25-04-19	25-04-20	25-04-21	25-04-22	25-04-23
Strategic Study (S) n=	176	1090	583	88	47	17			
Debated Study (D) n=			807	135	9	11	37		
Wave 3 (W3) n=							780	406	14

Night of the English Debate

# Summary

- 1** **Across the three polls, we see the race between Liberals and Conservatives tightening** with both parties clustering between 38% and 39%, with the Liberals at 39%, 36% and 38%, and the CPC at 38%, 41% and 38%.
- 2** **Time for change in government** remains unchanged and consistent across the three studies, with 67% agreement (67%/67%/66% per study). Agreement that the Liberals are the best party to govern despite their flaws is slightly down in April, to 42%, after steadily increasing since January.
- 3** **Regionally**, Liberals are still in the lead in Quebec, with Bloc marginally closing the gap; Conservatives remain in the lead in the ROC. Ontario has become a marginal tie in all three surveys.
- 4** **The debate survey clearly stands out**, showing as it does both a Conservative ballot lead and narrow advantage for Poilievre on the 'best Prime Minister' question.

# Time for Change

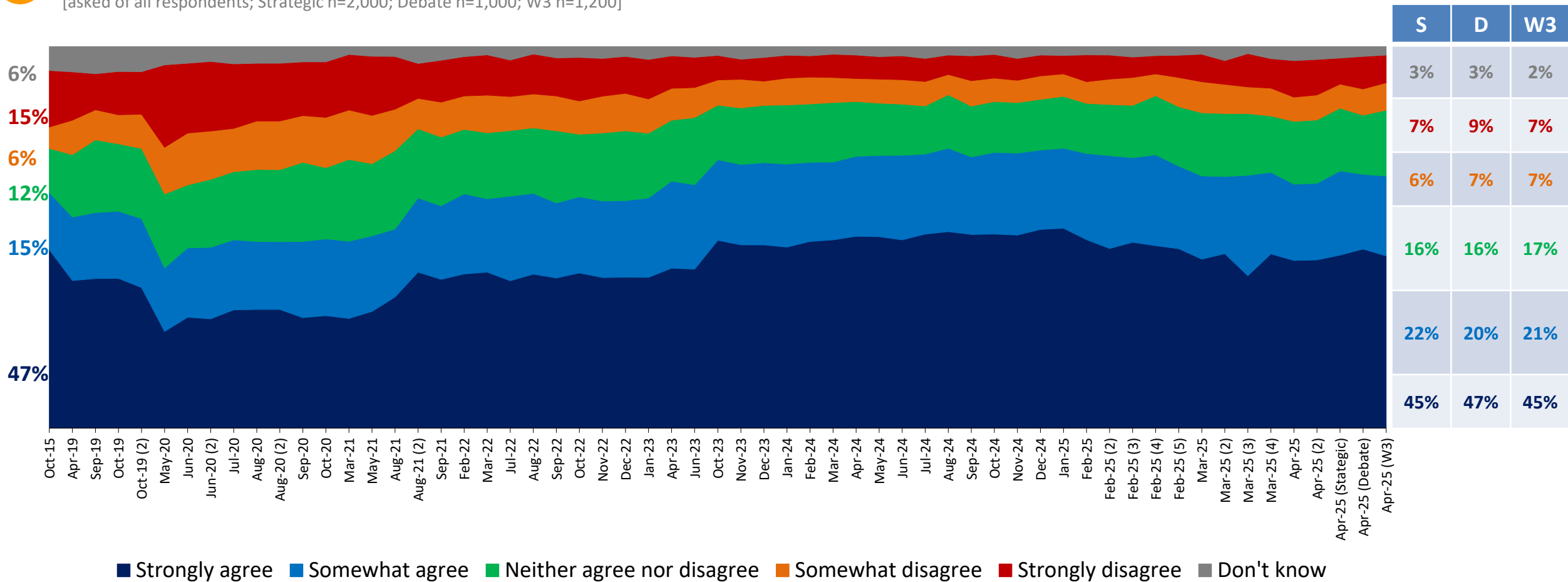
# Time for Change Tracking:

Total agreement on 'Time for a change' is unchanged and consistent across studies



Do you agree or disagree with the following statements? - It is time for a change in government here in Canada

[asked of all respondents; Strategic n=2,000; Debate n=1,000; W3 n=1,200]



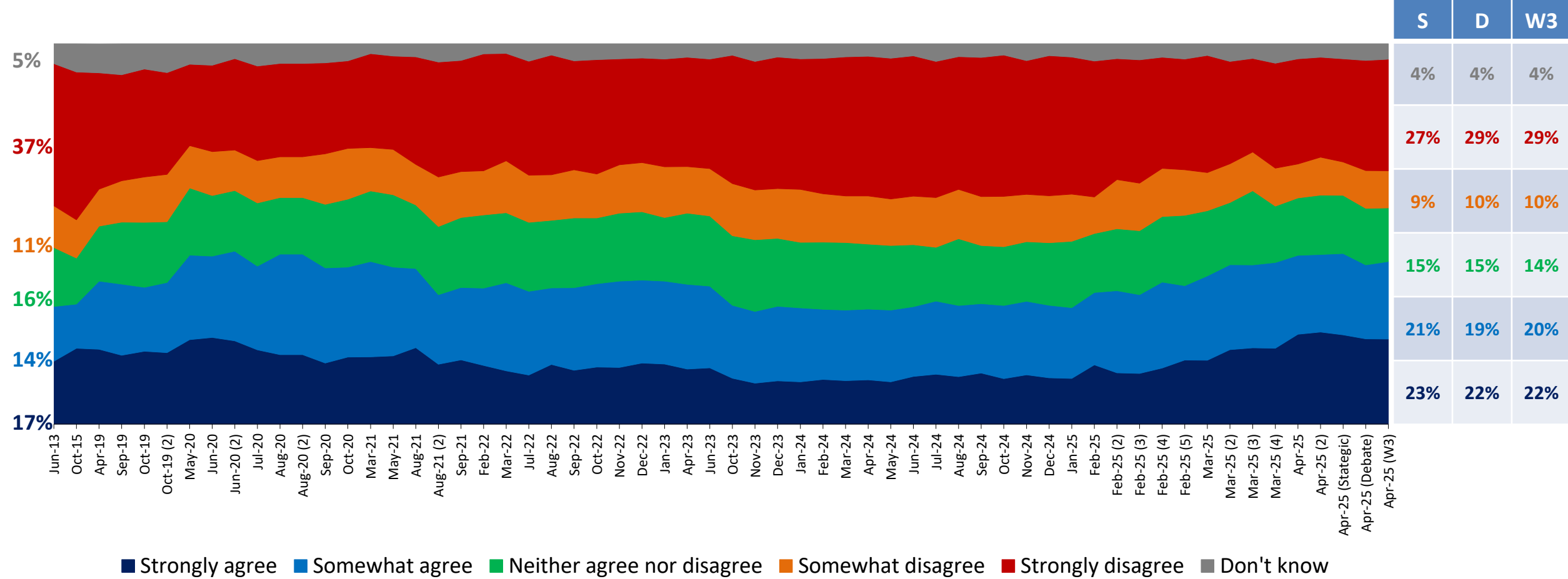
# Time for Change Tracking:

42% believe Liberals are the best party to govern – slightly down in April after 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; Strategic n=2,000; Debate n=1,000; W3 n=1,200]



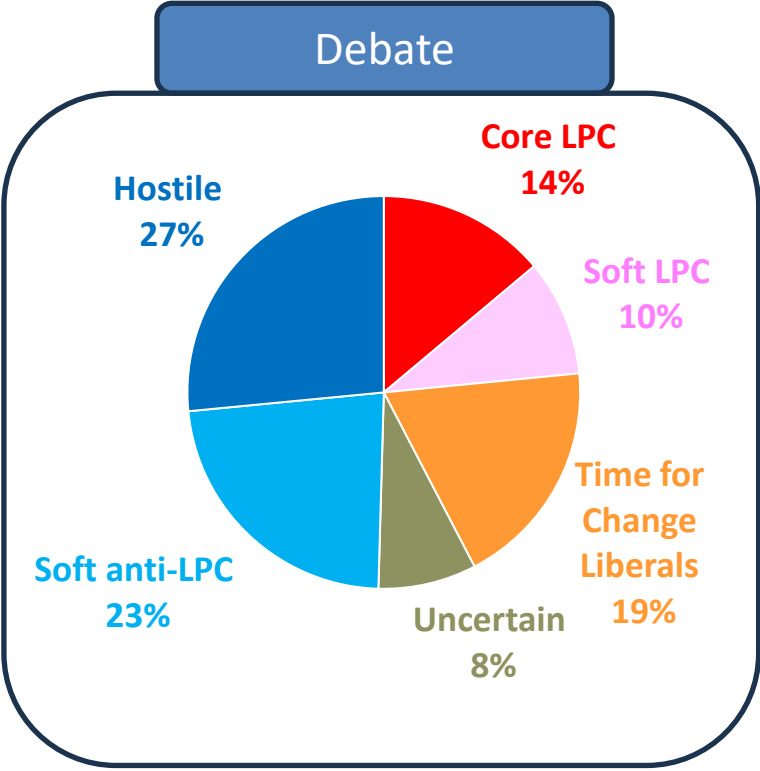
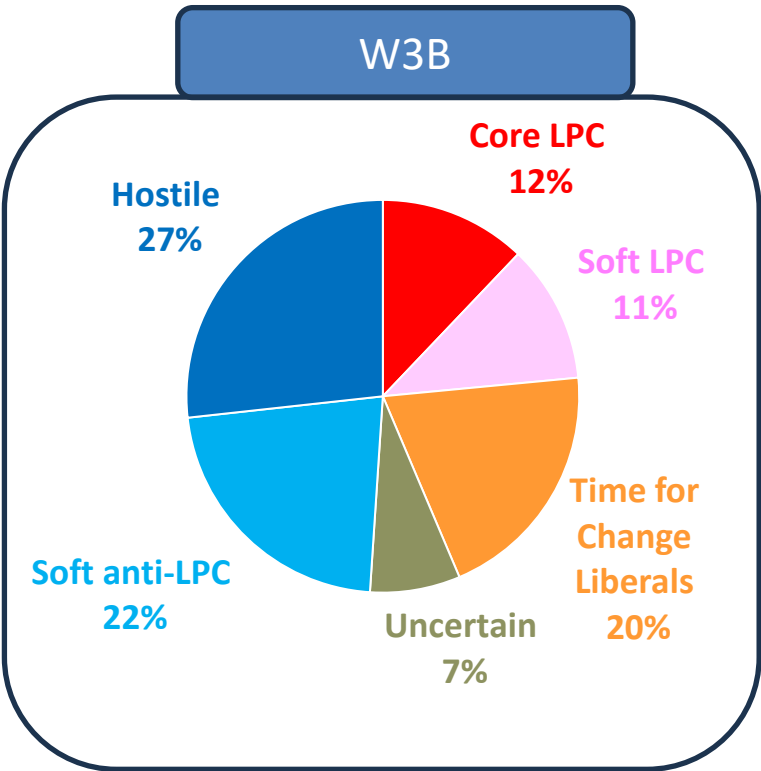
# Time for Change Liberals Segmentation:

Time for a change voters 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; Strategic n=2,000; Debate n=1,000, W3 n=1,200]



# Federal Vote

# Federal Decided Vote Tracking:

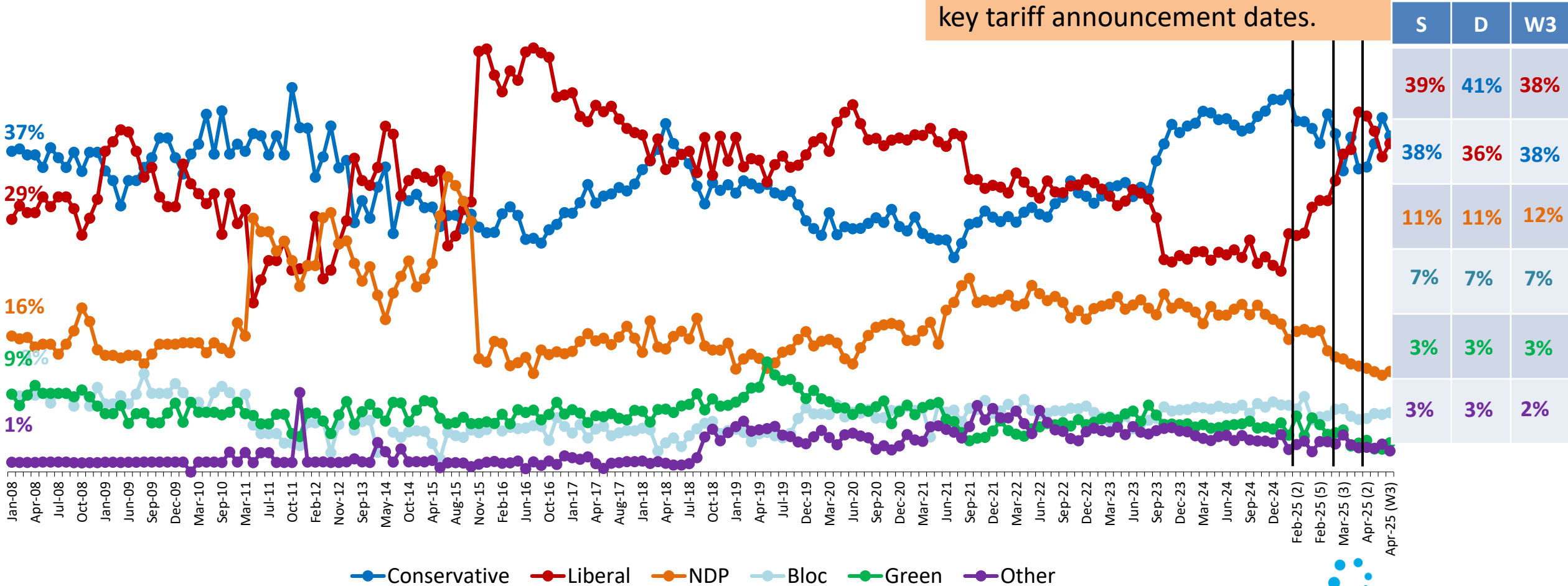
Conservative and Liberal tied on Decided vote; both parties clustering around 38%



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; Strategic n=1,794; Debate n=898]

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



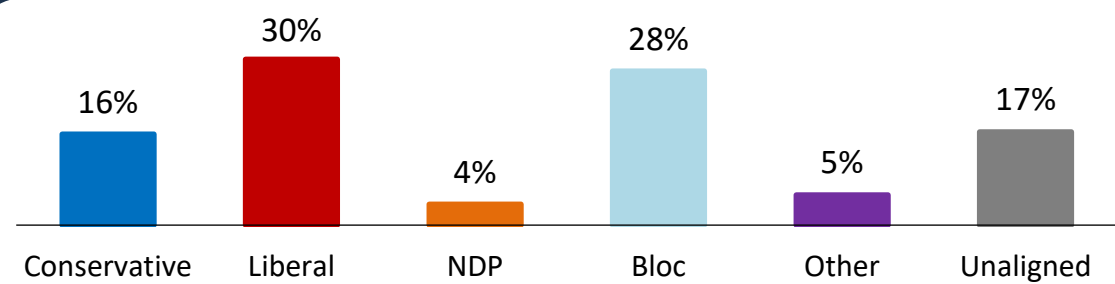
# Federal Party ID (Quebec vs. ROC):

In Quebec Liberals lead, with Bloc closing the gap; Conservatives remain ahead in the ROC

## Party ID: Quebec

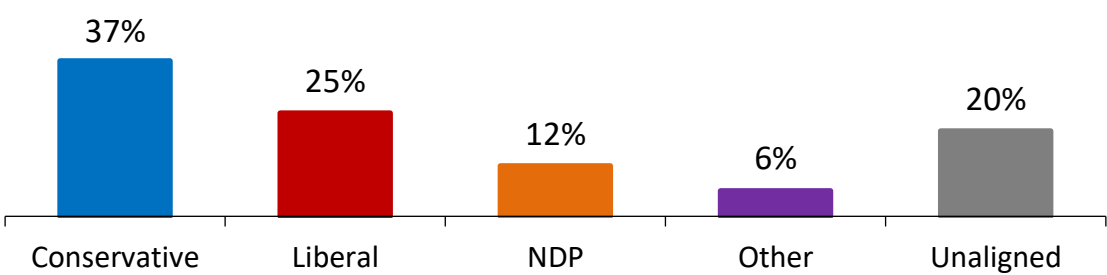
[Respondents in Quebec; n=277]

W3



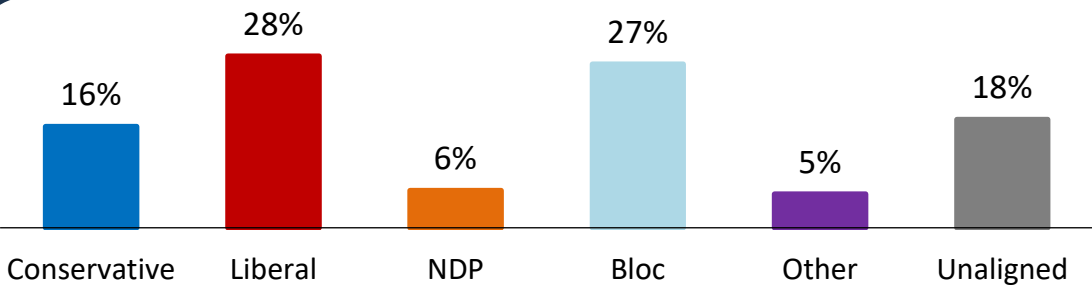
## Party ID: Rest of Canada

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

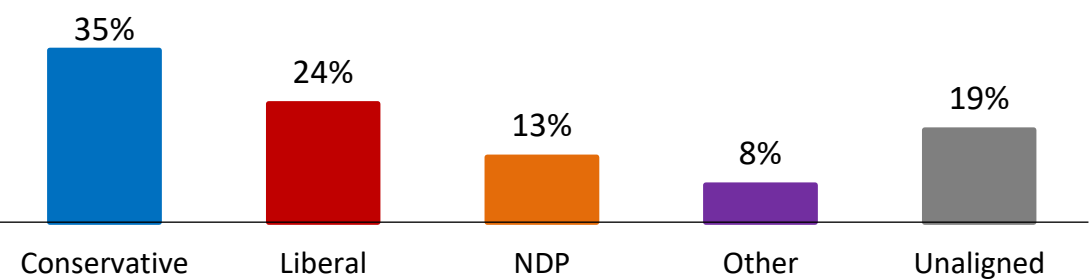


[Respondents in Quebec; n=230]

Debate

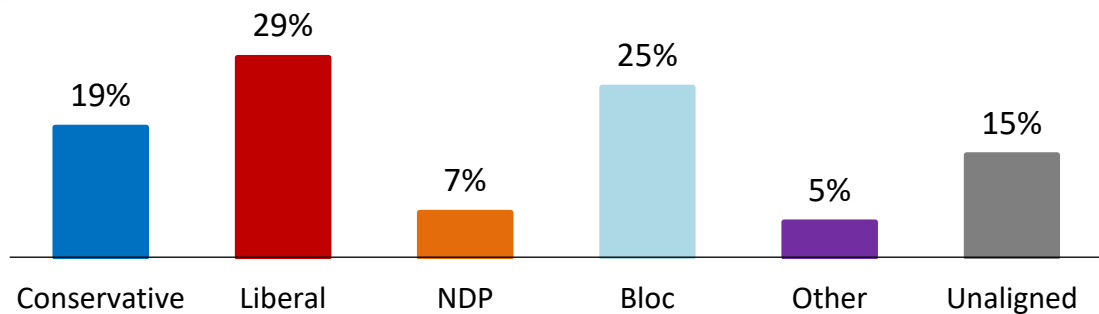


[Respondents in the rest of Canada; n=1538]

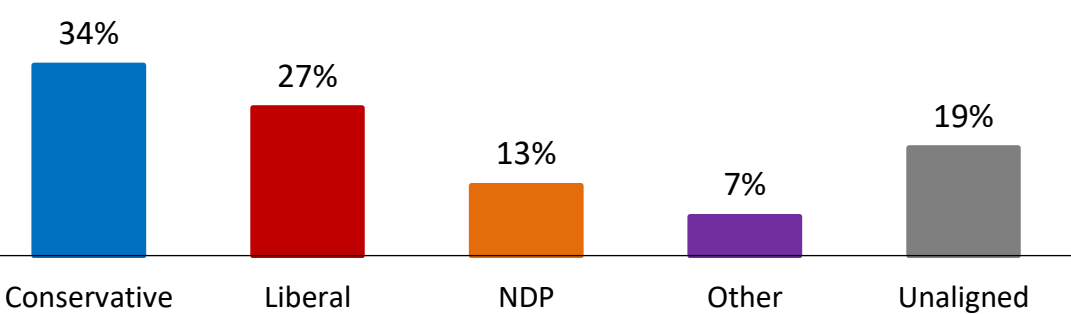


[Respondents in Quebec; n=462]

Strategic



[Respondents in the rest of Canada; n=1538]



# Decided Vote by REGION:

Alberta shows the highest Conservative support, while the Quebec shoe highest Liberal support

W3  Decided Vote	REGION					
	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

# Decided Vote by REGION:

Alberta highest Conservative support; QC most likely to support Liberal

Decided Vote	REGION					
	BC	AB	Prairies	ON	QC	Atlantic
	(N=134)	(N=104)	(N=54)	(N=344)	(N=203)	(N=59)
Conservative	39%	62%	42%	45%	23%	41%
Liberal	35%	23%	37%	40%	34%	46%
NDP	18%	9%	17%	10%	8%	8%
Bloc	0%	0%	0%	0%	29%	0%
Green	4%	3%	3%	3%	2%	0%
Other	2%	2%	0%	2%	4%	5%

Note: Current data: April 2025

# Decided Vote by REGION:

Alberta and Prairies show highest Conservative support; Atlantic and QC regions most likely to support Liberal

Strategic  Decided Vote	REGION					
	BC	AB	Prairies	ON	QC	Atlantic
	(N=253)	(N=199)	(N=114)	(N=694)	(N=417)	(N=116)
Conservative	37%	58%	45%	40%	23%	37%
Liberal	38%	28%	38%	43%	36%	46%
NDP	18%	10%	14%	9%	10%	16%
Bloc	0%	0%	0%	0%	29%	0%
Green	3%	1%	3%	4%	2%	0%
Other	3%	3%	1%	4%	1%	1%

**Note:** Current data: April 2025

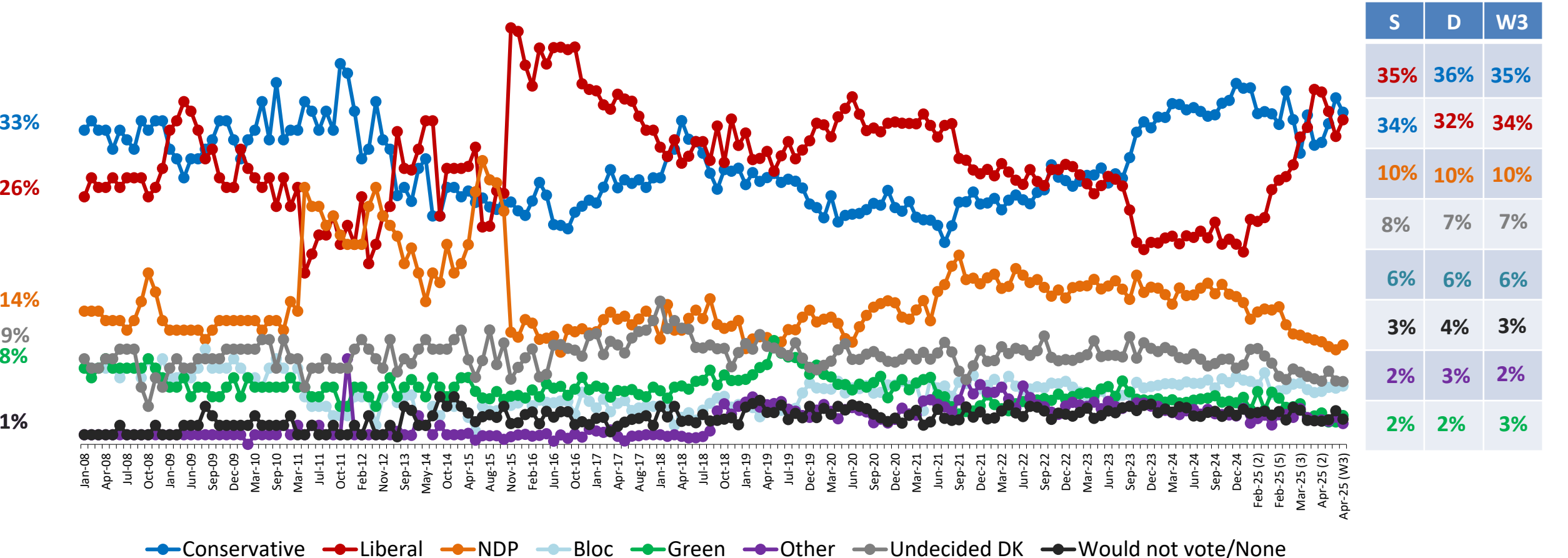
# Federal Vote Tracking:

## Conservatives (35%) and Liberals (34%) are tied



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; Strategic n=2,000; Debate n=1,000, W3 n= 1,200]

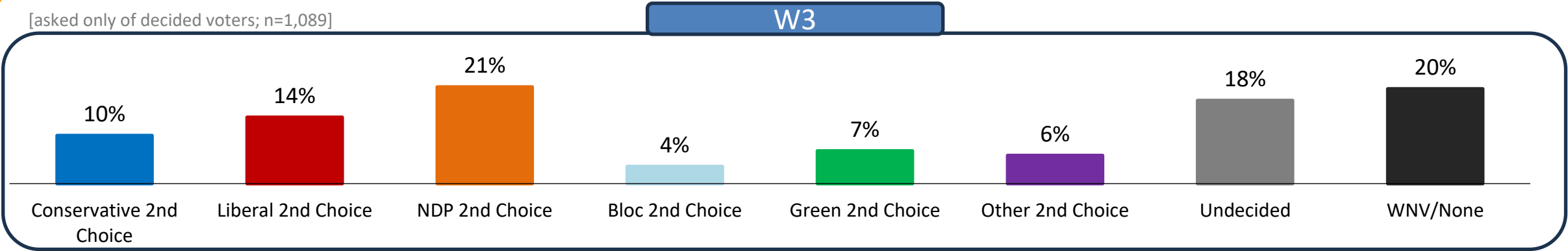


# Federal 2nd Choice Party:

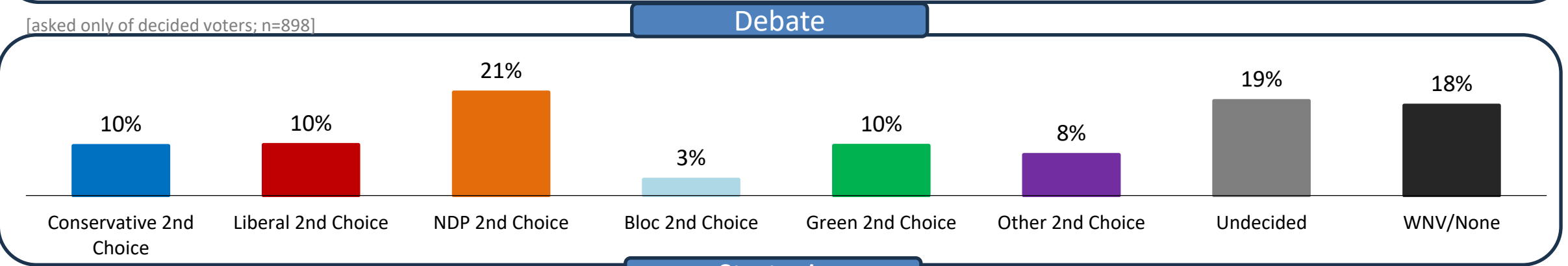
NDP remains preferred second vote choice at 21%

Q And which party would be your second choice?

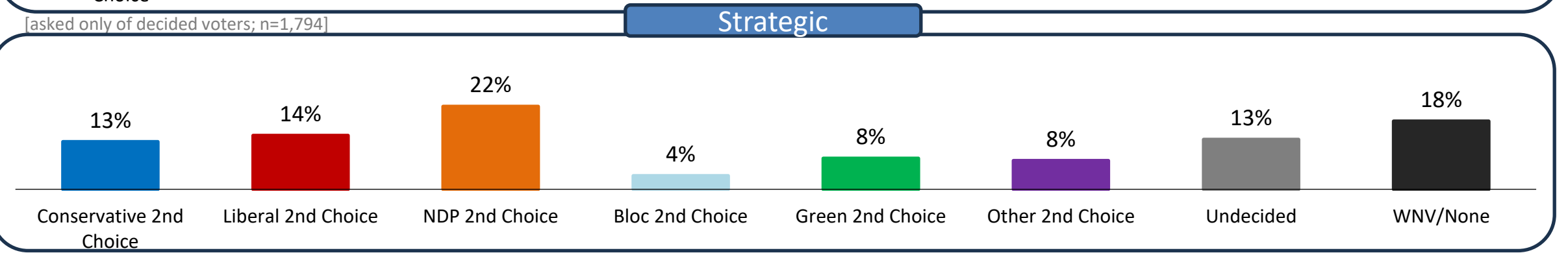
[asked only of decided voters; n=1,089]



[asked only of decided voters; n=898]



[asked only of decided voters; n=1,794]



# 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

W3 Second Choice	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
	(N=419)	(N=409)	(N=125)	(N=74)	(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

# Federal 2nd Choice Party:

After the debate, number of NDP that select LPC as their second choice decreased by 7-points

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

First Choice

Debate Second Choice	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
	(N=364)	(N=324)	(N=99)	(N=59)	(N=24)
Conservative 2nd Choice		17%	13%	9%	18%
Liberal 2nd Choice	14%		33%	10%	9%
NDP 2nd Choice	10%	40%		12%	30%
Bloc 2nd Choice	4%	4%	1%		1%
Green 2nd Choice	10%	8%	20%	12%	0%
Other 2nd Choice	14%	2%	6%	3%	18%
Undecided	21%	18%	18%	24%	22%
WNV/None	27%	11%	9%	30%	2%

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

# 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

Strategic Second Choice	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
	(N=674)	(N=699)	(N=206)	(N=120)	(N=47)
Conservative 2nd Choice		21%	17%	18%	13%
Liberal 2nd Choice	19%		40%	31%	14%
NDP 2nd Choice	11%	41%		6%	38%
Bloc 2nd Choice	4%	5%	2%		1%
Green 2nd Choice	6%	8%	20%	7%	0%
Other 2nd Choice	13%	4%	5%	3%	15%
Undecided	16%	11%	10%	17%	17%
WNV/None	31%	11%	6%	19%	1%

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

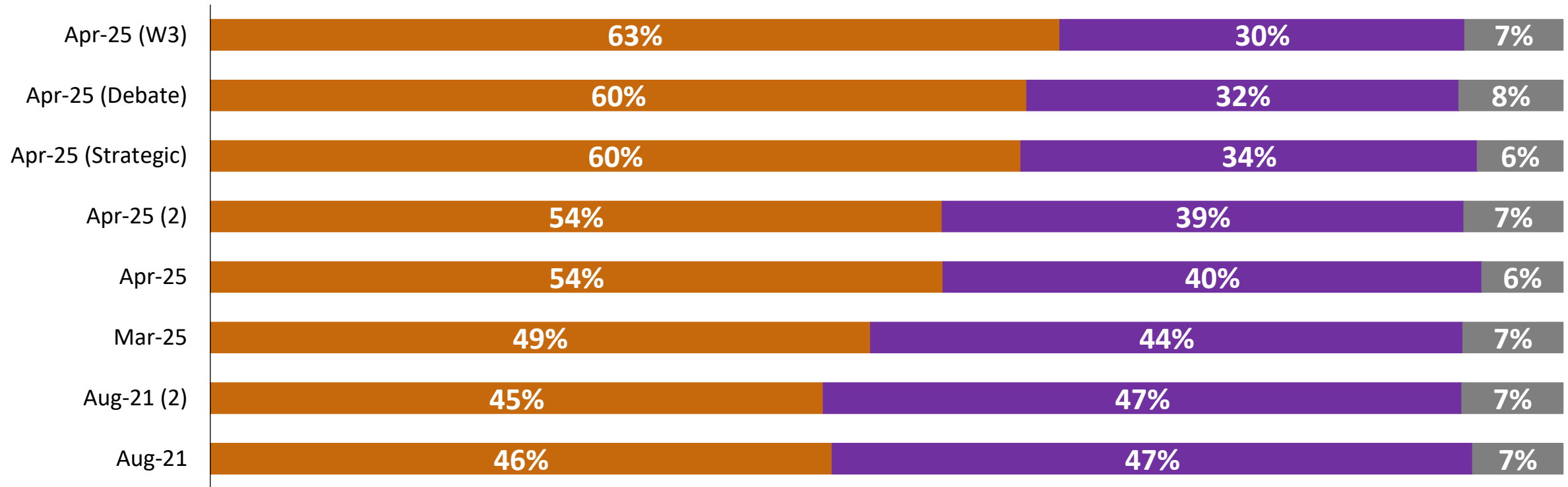
# Firmness of Vote Tracking:

**Most (63%) in wave 3 say they have heard enough to make up their mind in the election; Highest record yet**



Which statement is closest to your view about the upcoming federal election?

[asked of all respondents; Strategic n=2,000; Debate n=1,000; W3 n=1,200]



- 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 2-in-3 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

W3 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

# Firmness of Vote:

**While at least 2-in-3 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=364)	(N=324)	(N=99)	(N=59)
I have heard all I need to make up my mind in this election	69%	67%	50%	66%
I would like to hear more before I finally make up my mind in this election	28%	31%	41%	30%
Don't know	3%	2%	10%	4%

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

Current data: April 2025

# Firmness of Vote:

**While at least 2-in-3 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

Strategic

Firmness of Vote

	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice
	(N=674)	(N=699)	(N=206)	(N=120)
I have heard all I need to make up my mind in this election	71%	66%	49%	65%
I would like to hear more before I finally make up my mind in this election	27%	33%	48%	27%
Don't know	3%	1%	3%	8%

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

Current data: April 2025

# Leadership

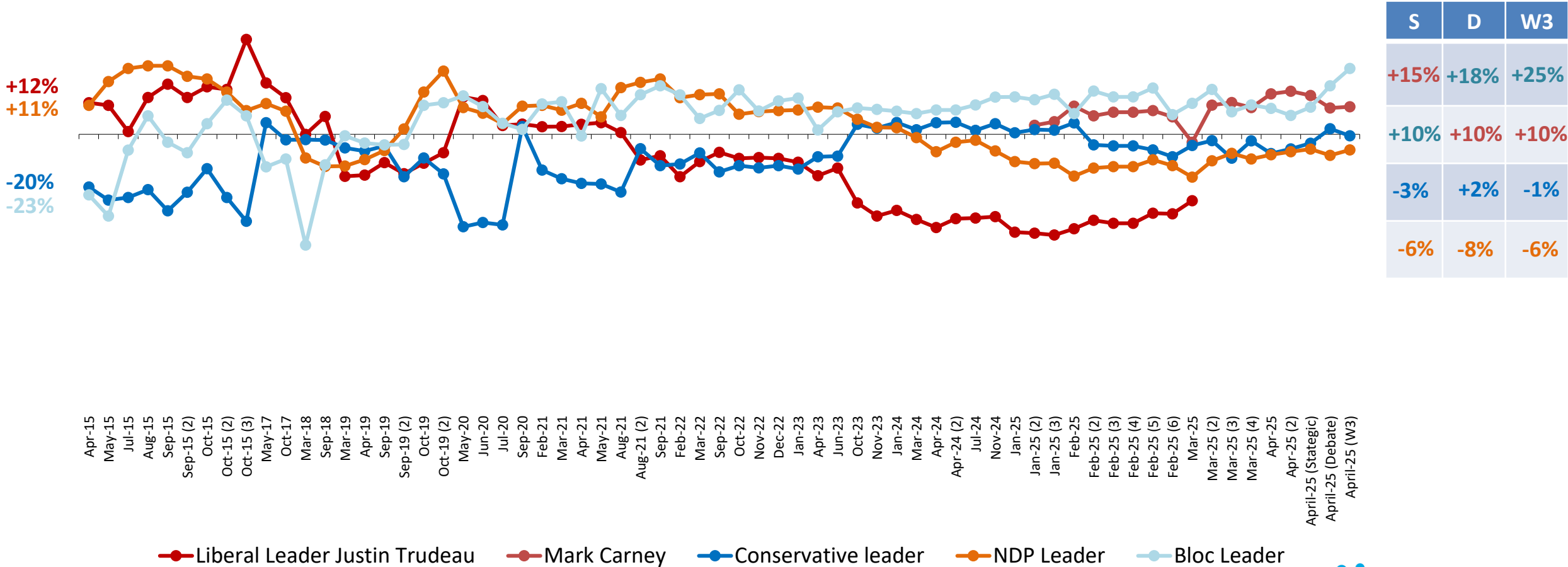
# Party Leader NET Favourables Tracking:

Carney's NET favourability declines slightly, while Poilievre's remains steady; Blanchet's favourability is up 7-pts



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; Strategic n=2,000; Debate n=1,000]



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

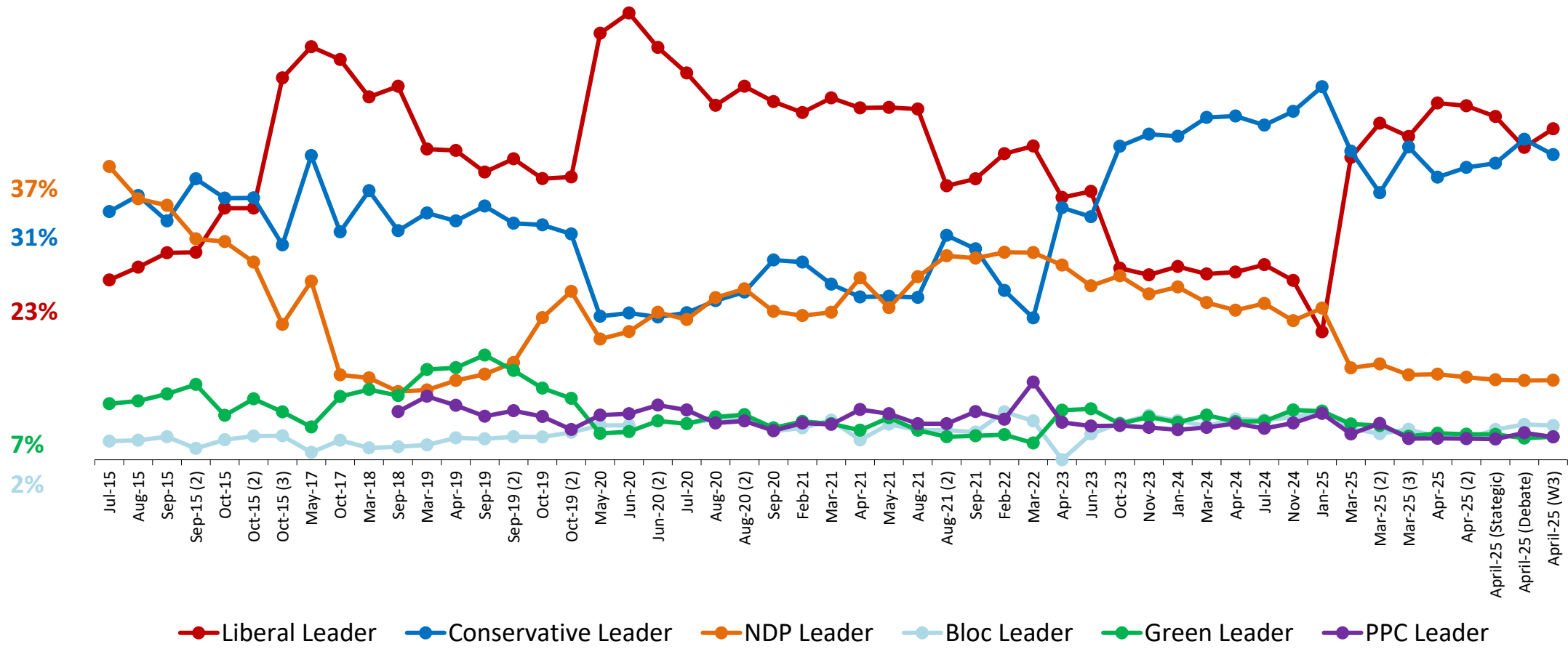
# Best Prime Minister Tracking (Decided):

Carney in the lead by 3-points as Poilievre trails close behind; NDP support remains steady



Which of the following party leaders would make the best Prime Minister of Canada?

[asked all decided voters; Strategic n=2,000; Debate n=1,000]



S	D	W3
43%	40%	42%
37%	39%	38%
10%	10%	10%
4%	4%	4%
3%	3%	3%
3%	3%	3%

# Survey Methodology

W3



**These are the results of an online survey conducted between April 21<sup>st</sup> and April 23<sup>rd</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=1,584 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 21<sup>st</sup> to April 23<sup>rd</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	189	12%	161	13.5%
Men 35-54	271	17.2%	191	16%
Men 55+	253	16%	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 17<sup>th</sup> and April 21<sup>th</sup>, 2025.**

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**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 15<sup>th</sup> and April 20<sup>th</sup>, 2025.**

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**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 15<sup>th</sup> to April 20<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.

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**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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