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Study Overview



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

- Federal vote segments
- Federal leadership segments
- RSH open ended questions



Key Findings

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.

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

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).

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.

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

Economic Gap Segmentation Attitudes:

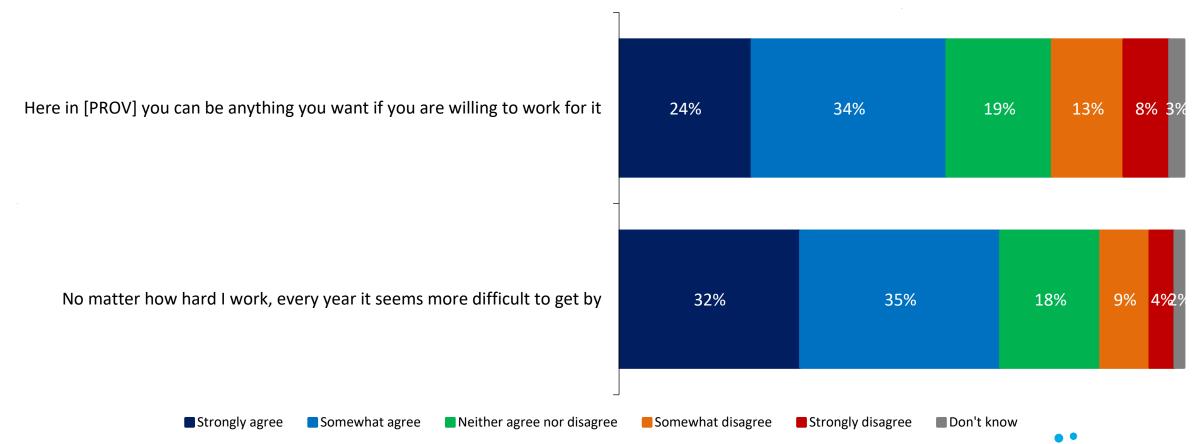
New

67% of Canadians say every year it seems more difficult to get by

Q

Do you agree or disagree with the following statements? -

[asked of all respondents; n=1,200]





Economic Gap Segmentation:

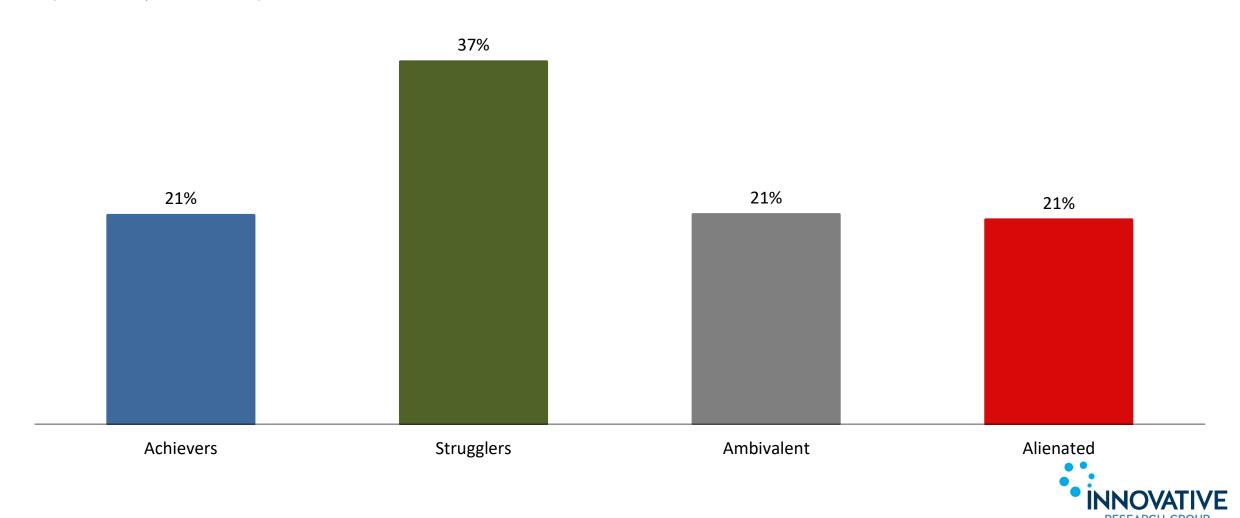
Largest economic segment are Strugglers (37%)





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

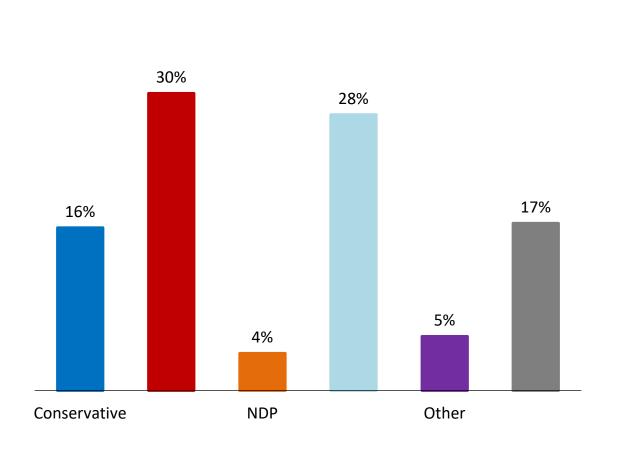
[asked of all respondents; n=1,200]



Federal Party ID (Quebec vs. ROC):

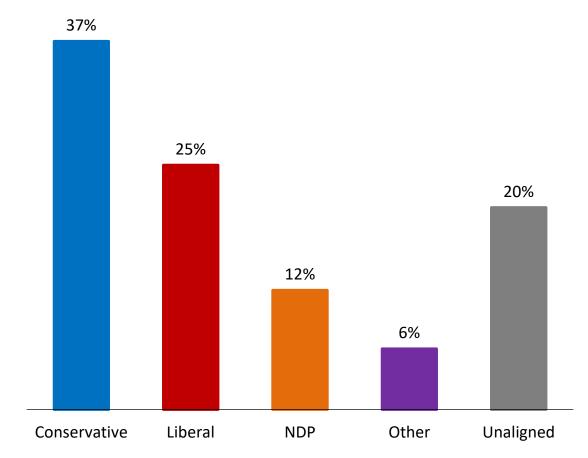
Liberals and Bloc marginally tied in Quebec; Conservatives hold a 12-point lead over Liberals in the ROC

Party ID: Quebec [Respondents in Quebec; n=277]



Party ID: Rest of Canada

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





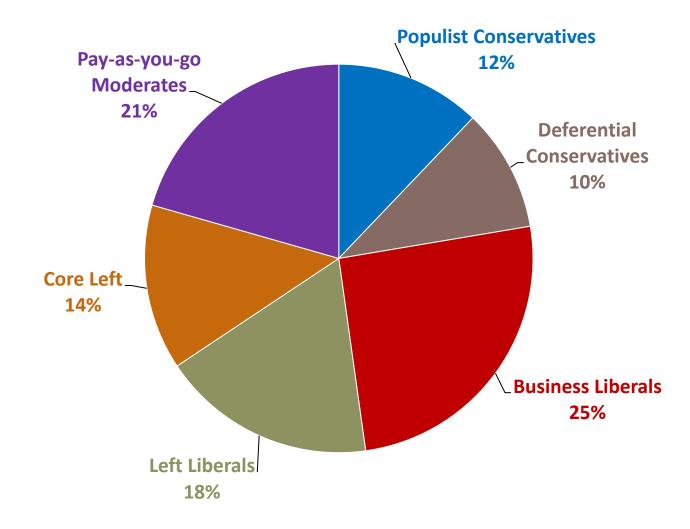
Value Clusters:

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





Core Political Values:

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



When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?

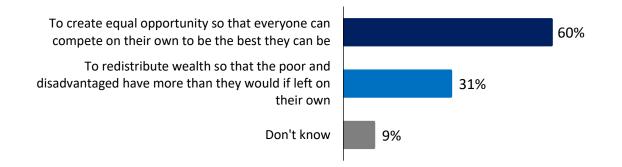
[asked of all respondents; n=1,200]





Is the main role of government to ...?

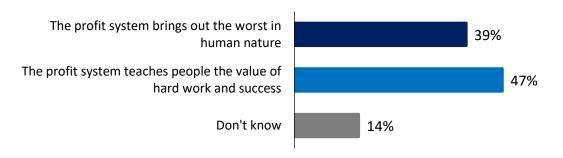
[asked of all respondents; n=1200]





Which of the following statements comes closest to your view?

[asked of all respondents; n=1200]





When it comes to government decision making, which of the following statements is closest to your view?

[asked of all respondents; n=1200]





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

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



Note: Current data: April 2025

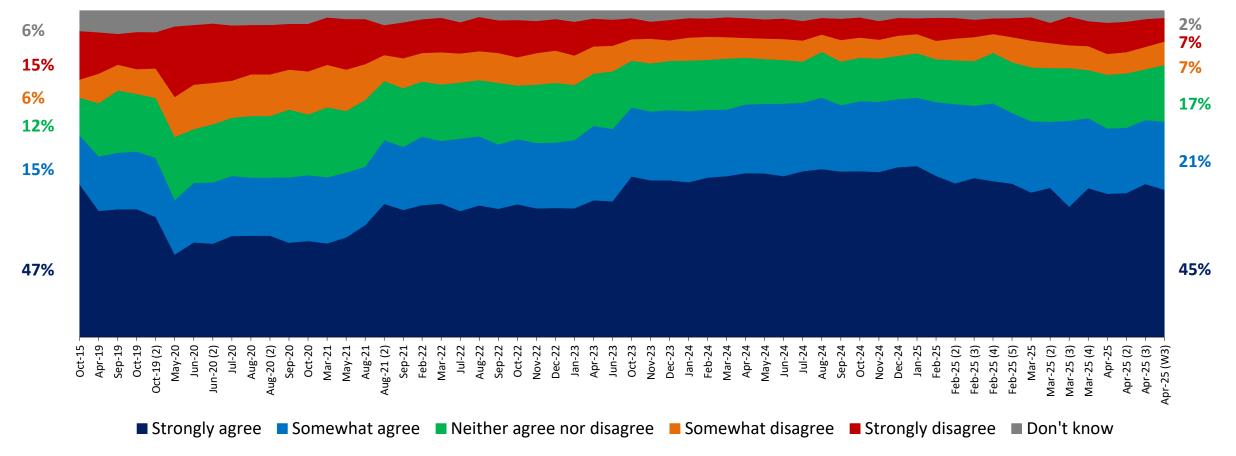
Time for Change

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]



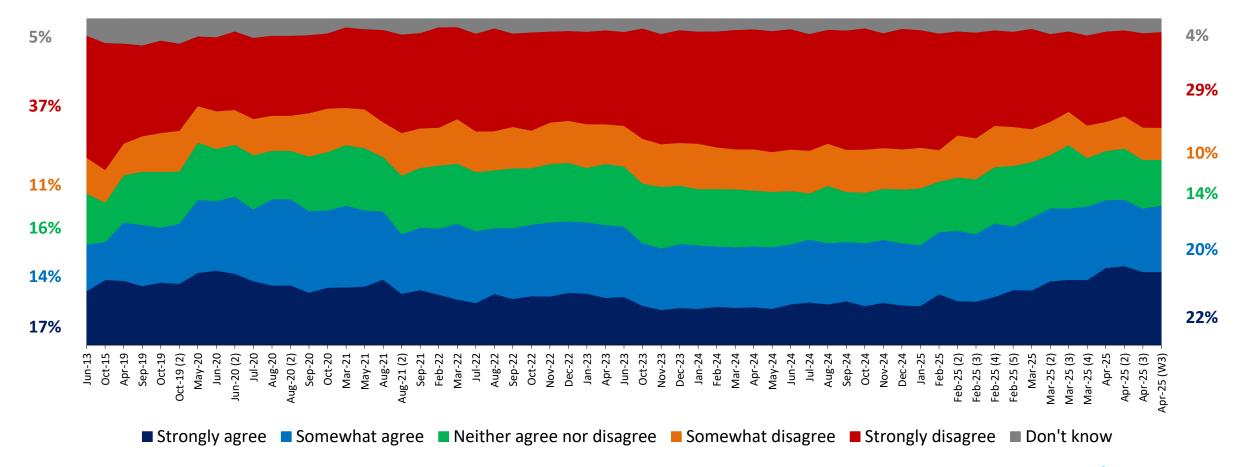


Time for Change Tracking:

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]





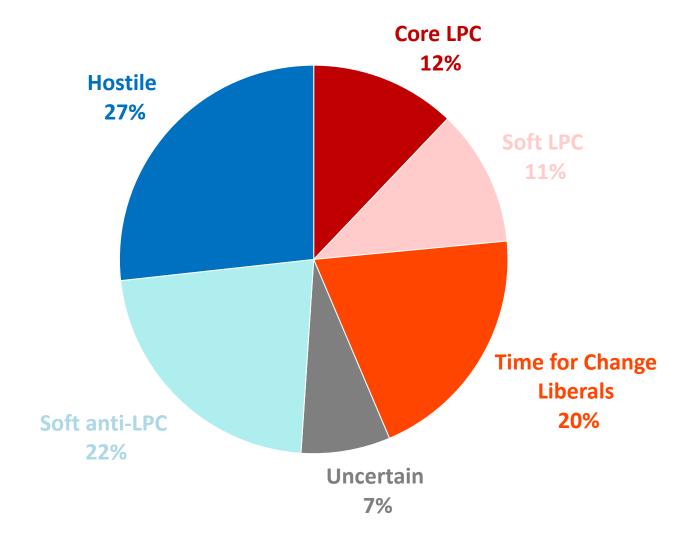
Time for Change Segmentation:

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=1,200]





Time for Change Liberals BY Value Cluster:

Time for a Change Liberals tend to be Business Liberals

New

Time for Change Liberals

	Core LPC	Soft LPC	Time for change	Uncertain	Soft anti-LPC	Hostile
Value Cluster	(N=145)	(N=137)	(N=242)	(N=89)	(N=267)	(N=321)
Populist Conservatives	10%	9%	6%	4%	7%	26%
Deferential Conservatives	13%	15%	11%	4%	10%	8%
Business Liberals	28%	25%	29%	22%	31%	18%
Left Liberals	20%	20%	19%	18%	20%	13%
Core Left	19%	11%	15%	12%	13%	13%
Pay-as-you-go Moderates	9%	19%	20%	40%	20%	22%





Time for Change Liberals BY Party ID:

2-in-5 (41%) of Time for a Change Liberals identify with the Liberal party

New

Time for Change Liberals

	Core LPC	Soft LPC	Time for change Liberals	Uncertain	Soft anti-LPC	Hostile
Party ID	(N=145)	(N=137)	(N=242)	(N=89)	(N=267)	(N=321)
Liberal	72%	50%	41%	9%	9%	1%
Conservative	4%	9%	19%	7%	36%	68%
NDP	10%	15%	12%	10%	11%	6%
Green/Other	5%	12%	16%	12%	15%	11%
Unaligned	9%	13%	11%	61%	29%	14%



Time for Change Liberals BY Region:

41% of TFCL come from Ontario



Time for Change Liberals

	Core LPC Soft LPC		Time for change Uncertain		Soft anti-LPC	Hostile
Region	(N=145)	(N=137)	(N=242)	(N=89)	(N=267)	(N=321)
ВС	13%	13%	18%	8%	14%	13%
АВ	9%	7%	8%	7%	11%	17%
Prairies	7%	5%	5%	13%	7%	6%
ON	40%	37%	41%	34%	34%	42%
QC	QC 25% 32%		23%	29%	26%	14%
Atlantic	7%	6%	4%	9%	7%	8%



Time for Change Liberals BY AGE and Gender:

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

New

Time for Change Liberals

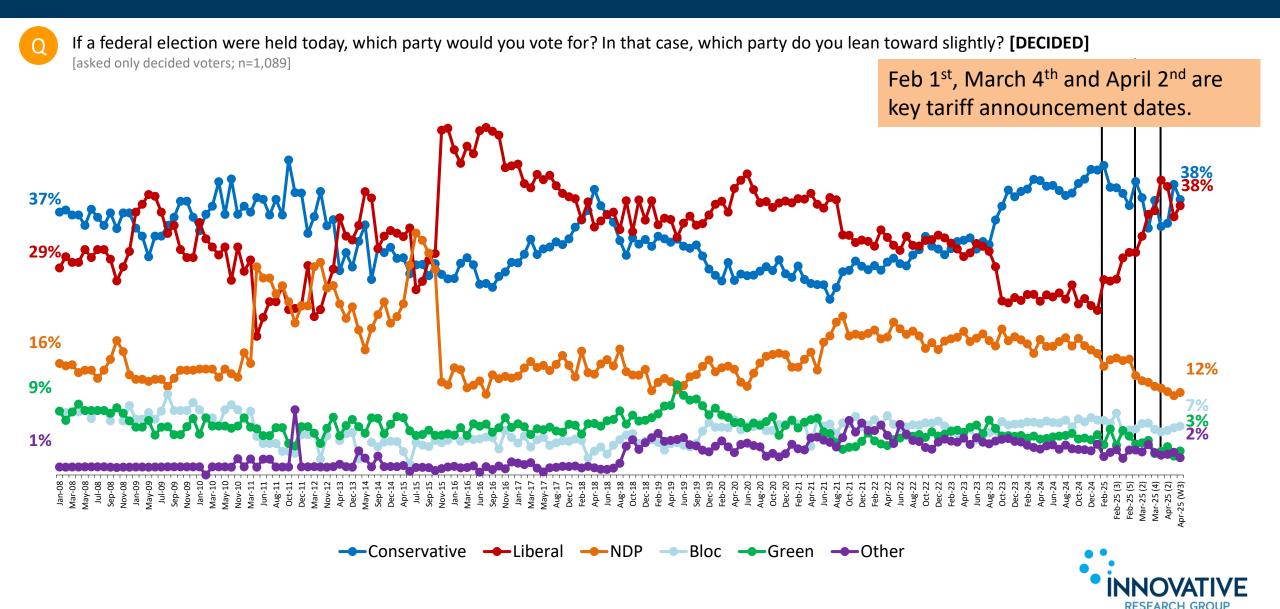
INE	ew	Core LPC	Soft LPC	Time for change Liberals	Uncertain	Soft anti-LPC	Hostile	
	Age and Gender	(N=145)	(N=135)	(N=241)	(N=87)	(N=264)	(N=321)	
	18-34	10%	29%	41%	31%	34%	17%	
	35-54	29%	27%	33%	36%	37%	32%	
	55+	61%	43%	26%	34%	29%	51%	
	Men	54%	56%	45%	40%	47%	49%	
	Women	46%	44%	55%	60%	53%	51%	

Note: Current data: April 2025

Federal Vote

Federal Decided Vote Tracking:

Conservatives and Liberals are tied at 38%



Decided Vote by REGION:

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

REGION

Danidad Vata	ВС	AB	Prairies	ON	QC	Atlantic
Decided Vote	(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: Sample sizes is some regions (Prairies N=61; Atlantic N=74) and subject to large but non-significant variations.

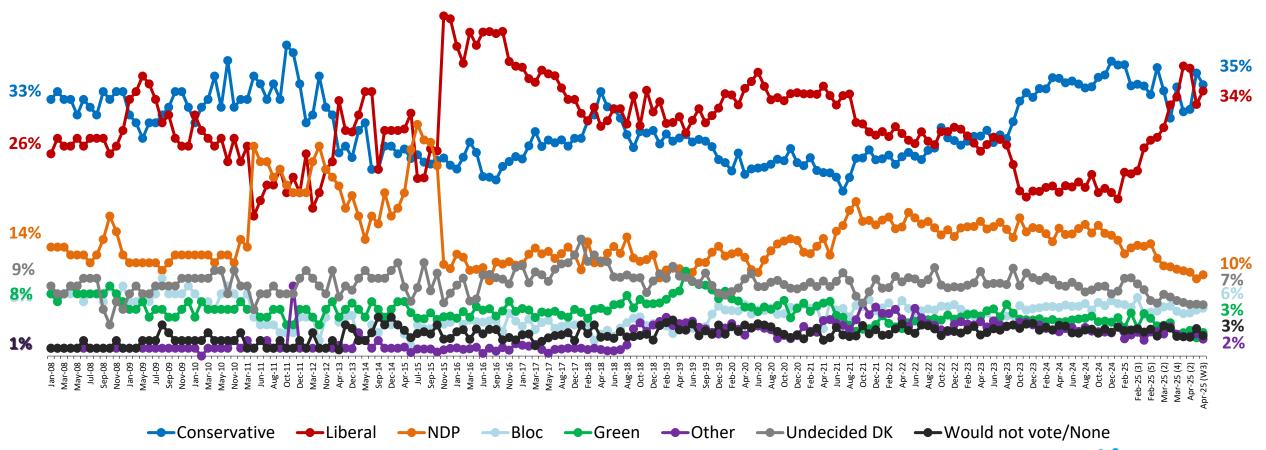


Federal Vote Tracking:

Marginal tie between Conservatives (35%) and Liberals (34%)



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]





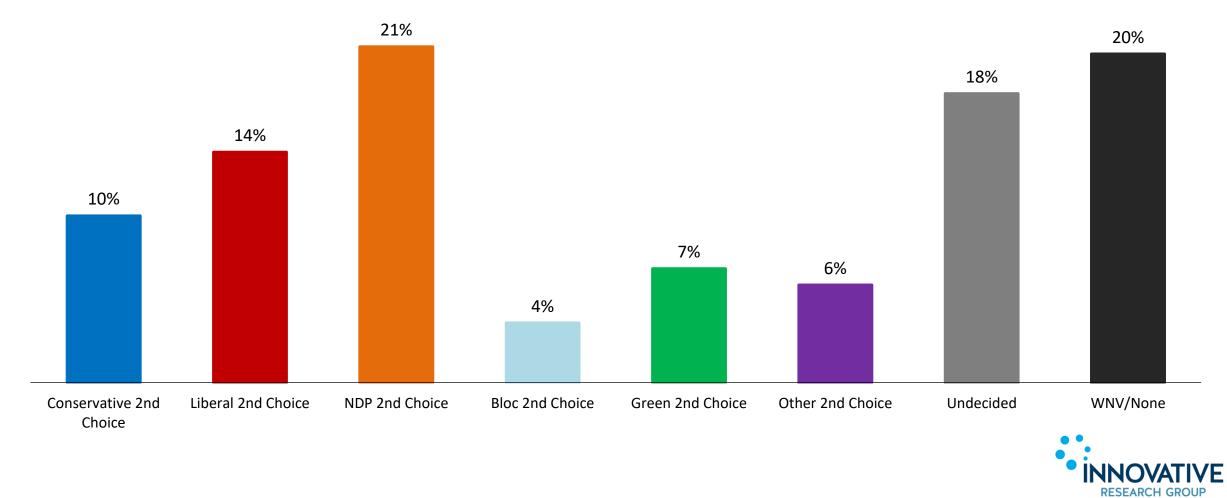
Federal 2nd Choice Party:

NDP remains in the lead as the second vote choice at 21%



And which party would be your second choice?

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



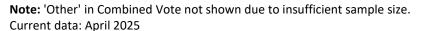
Federal 2nd Choice Party:

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

	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
Second 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%



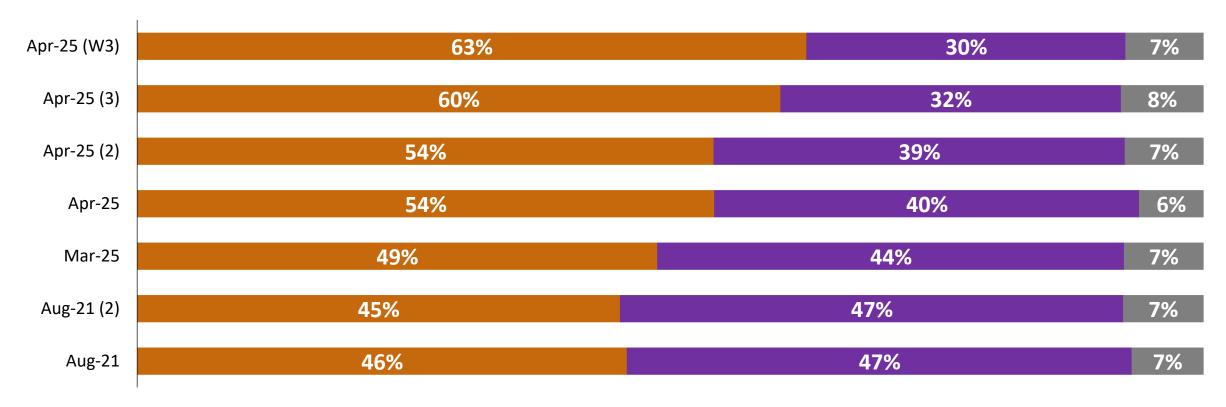


Firmness of Vote Tracking:

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 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



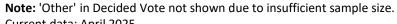
Firmness of Vote:

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

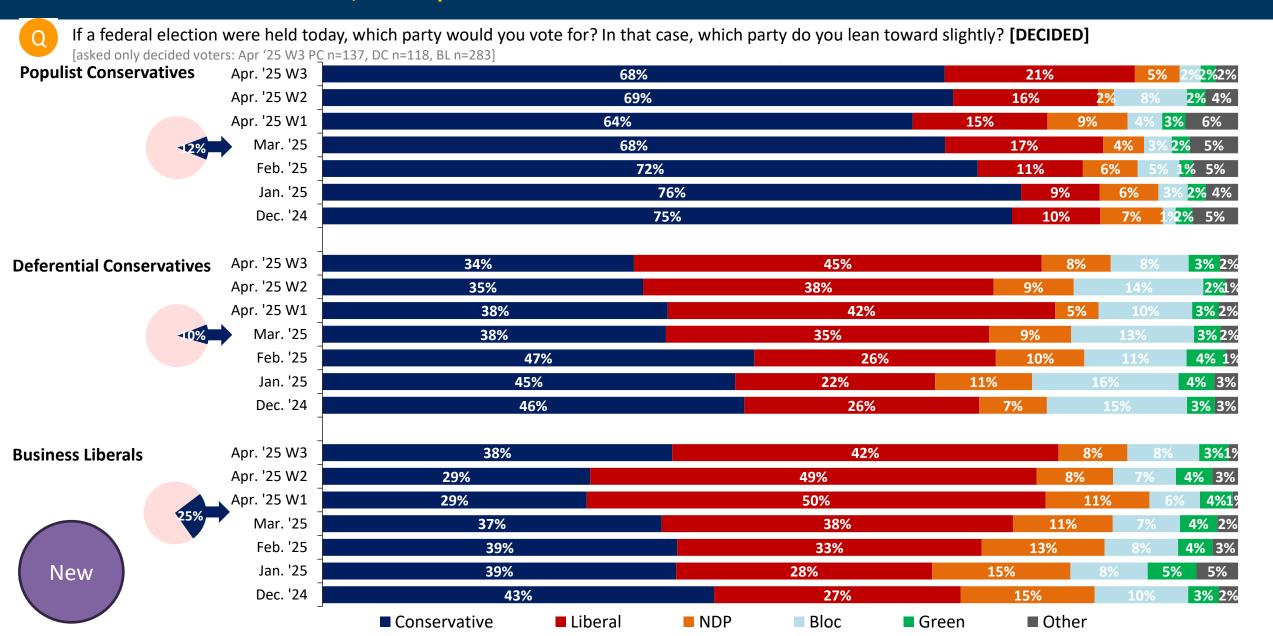
	Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice
Firmness of Vote	(N=419)	(N=409)	(N=125)	(N=74)
I have heard all I need to make up my mind in this election	71%	68%	57%	64%
I would like to hear more before I finally make up my mind in this election	25%	29%	35%	26%
Don't know	3%	3%	8%	10%





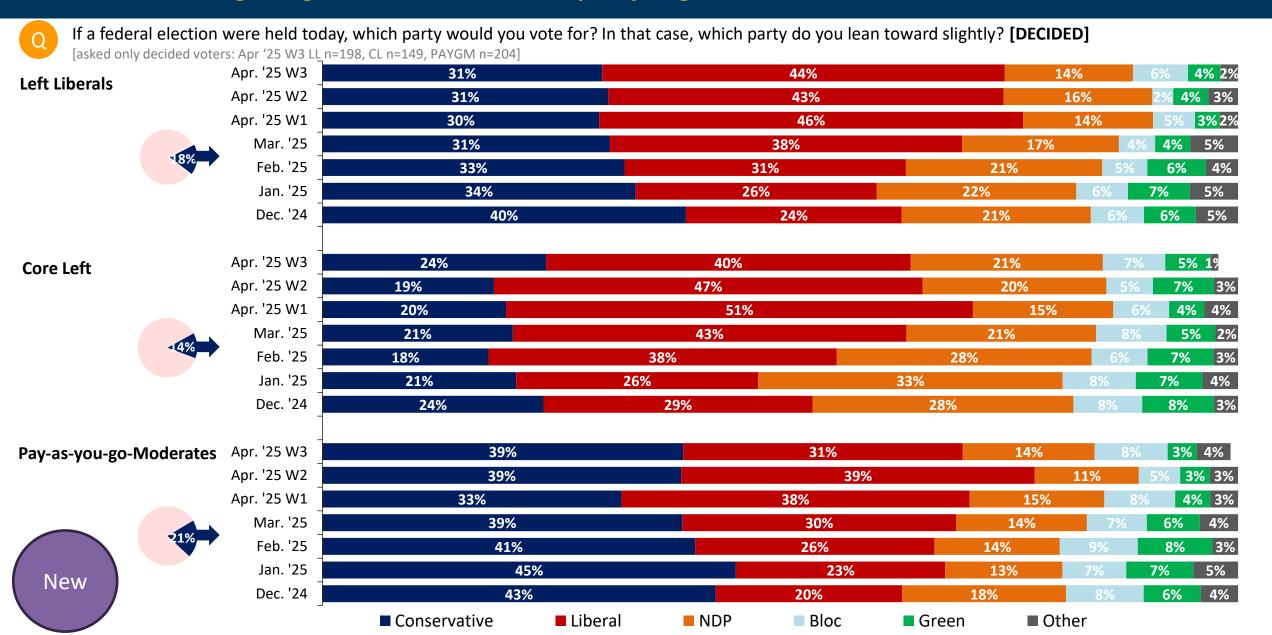
Decided Vote by Value Clusters:

Liberals now lead in all clusters, but Populist Conservatives



Decided Vote by Value Clusters:

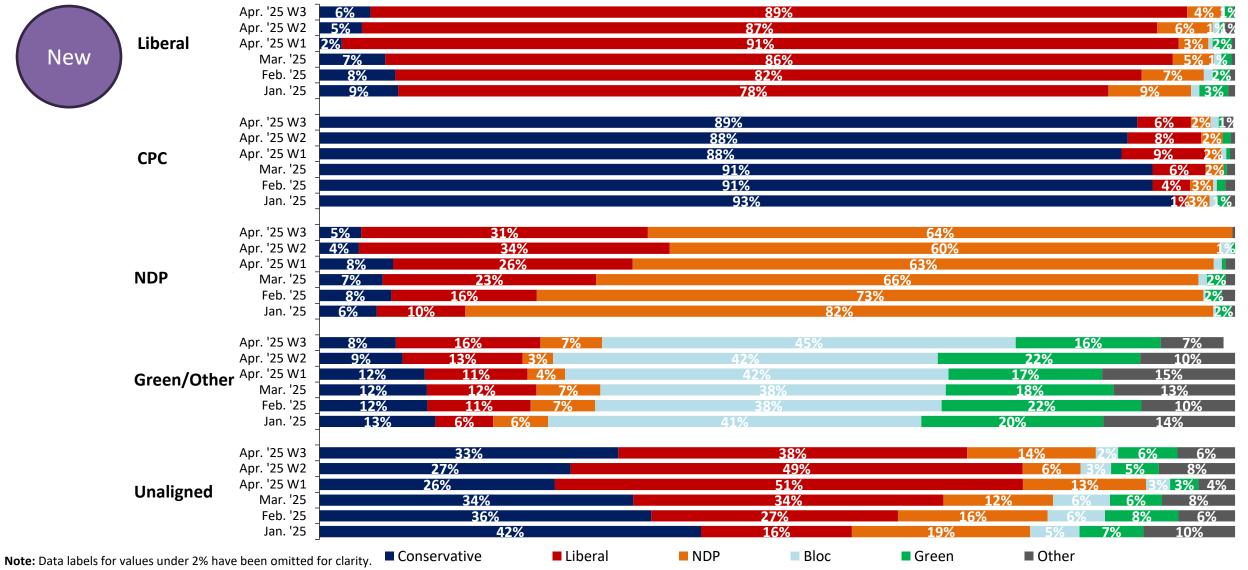
Conservatives are regaining some momentum in Pay-as-you-go-Moderates



Decided Vote by Party ID:

Liberals and Conservatives have strong support from their base and Unaligned

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: Apr '25 W3 Liberal n=309, CPC n=382, NDP n=121, Green/Other n=146, Unaligned n=131]



Combined Vote by Value Cluster:

Liberals draw strong support from their base, and from Deferential Conservatives

New

Value Clusters

Fe	ederal Combined	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	Vote	(N=146)	(N=123)	(N=305)	(N=214)	(N=165)	(N=247)
	Conservative	64%	33%	35%	28%	22%	33%
	Liberal	20%	43%	39%	41%	36%	25%
	NDP	5%	7%	7%	13%	19%	12%
	Bloc	2%	8%	7%	6%	6%	7%
	Green	2%	3%	3%	3%	4%	3%
	Other	2%	2%	1%	2%	3%	4%
	Undecided DK	5%	1%	5%	6%	6%	13%
	Would not vote/None	1%	3%	2%	2%	4%	4%

Note: Current data: April 2025



Combined Vote by Time for Change Liberals:

Core LPC, Soft LPC, and Time-for-a-Change show stronger support for the Liberals than Soft Anti-LPC and Hostile segments do for the Conservatives

Time for Change Liberals

Fe	deral Combined	Core LPC	Soft LPC	Time for change Liberals	Uncertain	Soft anti-LPC	Hostile
_	Vote	(N=145)	(N=137)	(N=242)	(N=89)	(N=267)	(N=321)
	Conservative	1%	10%	19%	9%	40%	76%
	Liberal	92%	68%	54%	23%	12%	-%
	NDP	1%	11%	12%	10%	17%	7%
	Bloc	4%	5%	5%	7%	12%	4%
	Green	1%	3%	4%	2%	4%	3%
Other Undecided DK		-	1%	3%	3%	1%	4%
		2%	2%	3%	34%	10%	3%
	Would not vote/None	-	1%	-	11%	4%	3%



New

Combined Vote by Gender and Age:

Liberals lead among 55+, while Conservatives hold a 12-point edge with those aged 35-54

New

Gender and Age

Federal Combined	Man	Woman	18-34	35-54	55+
Vote	(N=577)	(N=615)	(N=326)	(N=392)	(N=482)
Conservative	38%	33%	33%	41%	32%
Liberal	35%	34%	34%	29%	38%
NDP	9%	12%	14%	11%	8%
Bloc	6%	6%	5%	4%	9%
Green	3%	3%	5%	3%	2%
Other	3%	1%	2%	2%	2%
Undecided DK	4%	8%	6%	8%	6%
Would not vote/None	2%	3%	3%	2%	3%

Note: Current data: April 2025



Federal Combined Vote

Combined Vote by Firmness of Vote:

Conservatives lead by 3 points ahead of Liberals in firm votes; those uncertain or seeking more information lean towards Liberals

have heard all I need to make

New

Firmness of Vote

I would like to hear more

before I finally make up my

	up my mind in this election	mind in this election	
	(N=754)	(N=359)	(N=87)
Conservative	40%	30%	17%
Liberal	37%	32%	16%
NDP	9%	12%	11%
Bloc	6%	5%	9%
Green	2%	4%	4%
Other	2%	3%	1%
Undecided DK	2%	12%	26%
Would not vote None	2%	1%	17%

Note: Current data: April 2025



Don't know

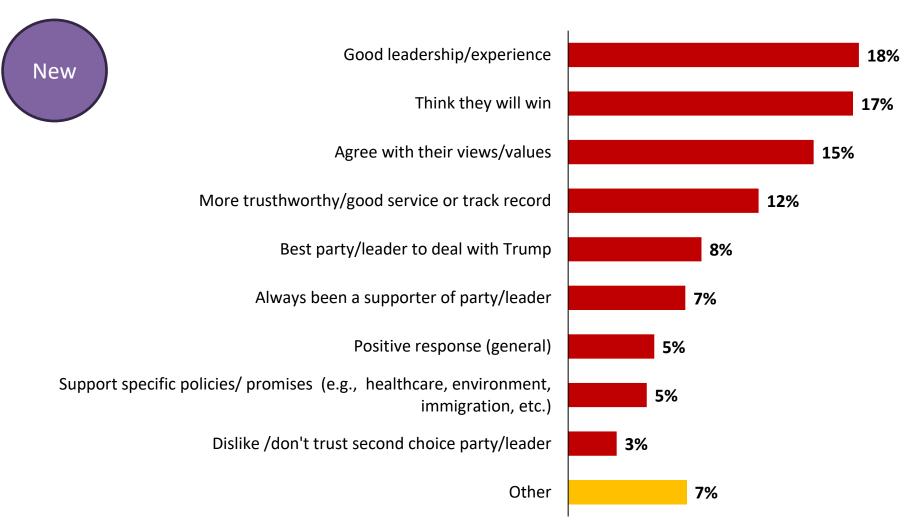
1st Choice Preference for Liberals:

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

Q

And why do you prefer your first choice over your second choice? [OPEN ENDED]

[asked of those whose 1st choice is Liberal; n=282]





Current data: April 2025

Note: Those with 1% and less combined with "Other".

1st Choice Preference for Liberals:

Voters' 1st choice for Liberals is based on Carney, as much as the Liberal brand also on better chances to win

And why do you prefer your first choice over your second choice? [OPEN ENDED] [asked of those whose 1st choice is Liberal; n= 282]

New

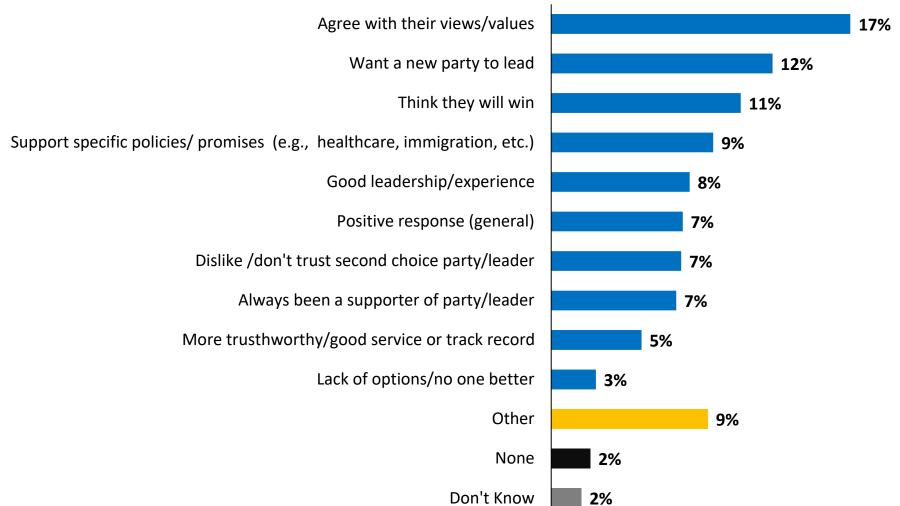
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always
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                                     values stronger
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1st Choice Preference for Conservatives:

Agreeing with conservative views and values is the most common reason voters choose them as their 1st option

And why do you prefer your first choice over your second choice? [OPEN ENDED] [asked of those whose 1st choice is Conservatives; n=215]





Current data: April 2025

New

Note: Those with 1% and less combined with "Other".

1st Choice Preference for Conservatives:

Is based on strong Conservative brand, as well as a time for change

And why do you prefer your first choice over your second choice? [OPEN ENDED] [asked of those whose 1st choice is Conservatives; n= 215]



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1st Choice Preference for NDP:

2-in-5 (41%) chose NDP as their first choice because they agree with their views and values

And why do you prefer your first choice over your second choice? [OPEN ENDED] [asked of those whose 1st choice is NDP; n=99] Agree with their views/values 41% New Support specific policies/ promises (e.g., healthcare, immigration, etc.) 10% Think they will win 7% More trusthworthy/good service or track record 7% Positive response (general) 7% Good leadership/experience 4% Dislike /don't trust second choice party/leader 4% Want a new party to lead 4% Always been a supporter of party/leader 3% They represent my identity, region, or community 3% Lack of options/no one better 2% Other 4% None

Don't Know

3%



Current data: April 2025

Note: Those with 1% and less combined with "Other".

1st Choice Preference for NDP:

Voters prefer NDP due to alignment with values and policy preferences

And why do you prefer your first choice over your second choice? [OPEN ENDED] [asked of those whose 1st choice is NDP; n= 99]

New

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Conservatives
                   views libéral
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                                    trustworthy
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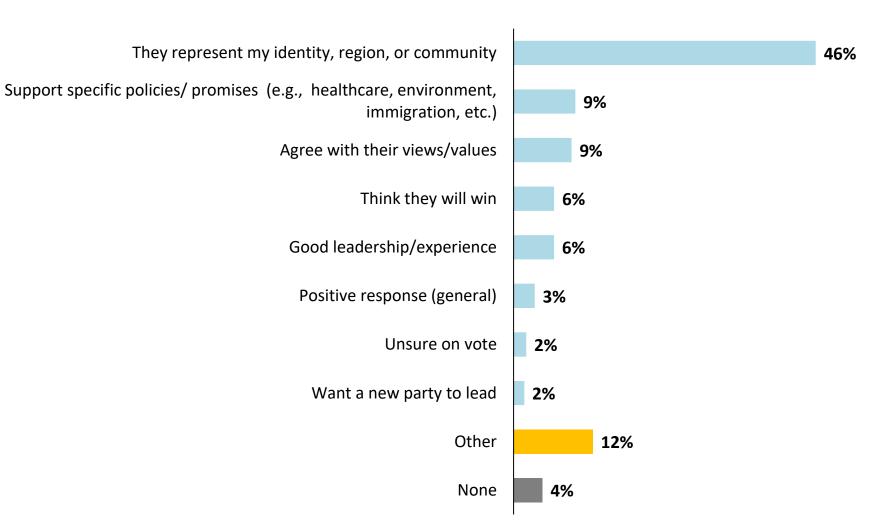


1st Choice Preference for Bloc:

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

And why do you prefer your first choice over your second choice? [OPEN ENDED] [asked of those whose 1st choice is Bloc; n=40]







Current data: April 2025

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

1st Choice Preference for Bloc:

Voters mentions include 'defend' and 'Québec'

Q A [a

And why do you prefer your first choice over your second choice? [OPEN ENDED]

[asked of those whose 1st choice is Bloc; n=40]



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Poilièvre comme
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                                                      conservateur
  safe
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                                                 nature celui
                               people veut valeurs
j'avais
                                         représente
            craintes Blanchet d'abord voix laisselepouvoir
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2st Choice - Barrier for Voting Liberal:

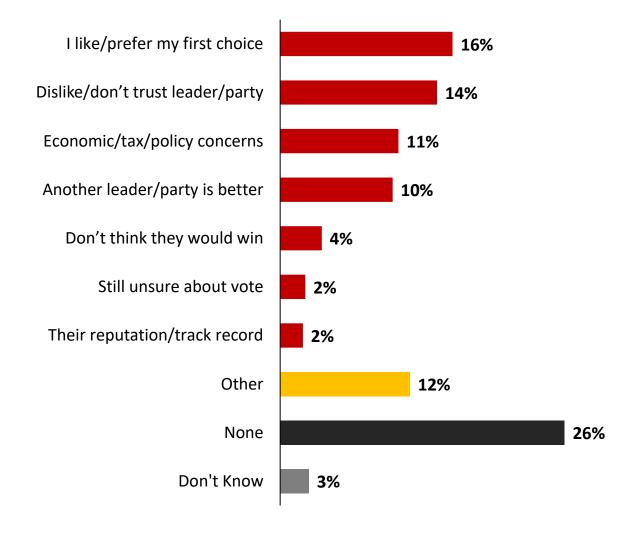
Hesitancy to vote for the Liberals stems from a preference for their first choice, and distrust in the leader

Q

Is there anything holding you back from voting for your second choice? [OPEN END]

[asked of those whose 2nd choice is Liberal; n=155]







Current data: April 2025

Note: Those with 1% and less combined with "Other".

2st Choice - Barrier for Voting Liberal:

The most prominent hold backs are value driven and better other choice

Q

Is there anything holding you back from voting for your second choice? [OPEN END]

[asked of those whose 2nd choice is Liberal; n=155]

New

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voting
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     sooner
 politique
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                                                     many
economy
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 candidate
                                         inflation
                                          issues
               libéraux Rien premier Immigration
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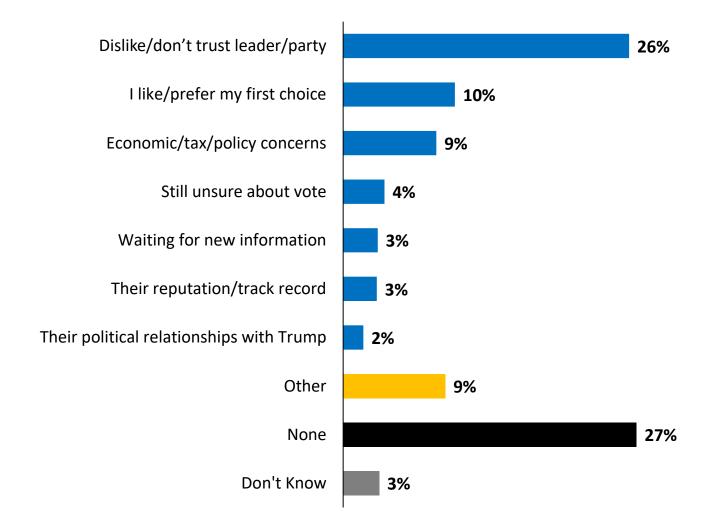


2st Choice - Barrier for Voting Conservative:

The main holdbacks for Conservatives are distrust in the leader, followed by a preference for their 1st choice

Is there anything holding you back from voting for your second choice? [OPEN END] [asked of those whose 2nd choice is Conservatives; n=112]







Current data: April 2025

Note: Those with 1% and less combined with "Other".

2st Choice - Barrier for Voting Conservative:

The main holdback for voting Conservative is Liberal party and Poilievre

Q Is [as

Is there anything holding you back from voting for your second choice? [OPEN END]

[asked of those whose 2nd choice is Conservatives; n= 112]



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Extreme
                 dealing
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                           align premier fact promises
                                                            present
                                         think second seul
                                                    donc vraiment
                                                     seront
                                                prefer CELA sound
                                    n better confiance inflation
                                       fait far really view
economy feel people e
 seeing ambitions
                                                  challenges
                                          ideals
                choix
                                   black grands
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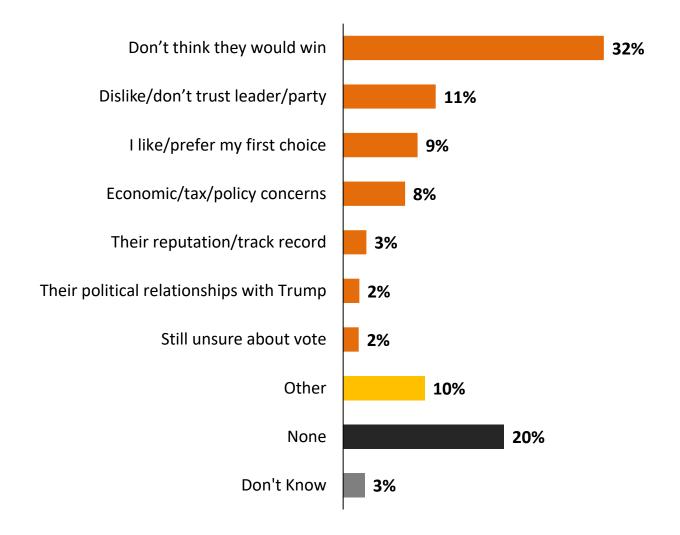


2st Choice - Barrier for Voting for NDP:

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

Is there anything holding you back from voting for your second choice? [OPEN END] [asked of those whose 2nd choice is NDP; n=225]







Current data: April 2025

Note: Those with 1% and less combined with "Other".

2st Choice - Barrier for Voting NDP:

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

Is there [asked of t

Is there anything holding you back from voting for your second choice? [OPEN END]

[asked of those whose 2nd choice is NDP; n= 225]

New

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popular Jagmeet holding
many choix Canada
                                 difference
                               Carney policies
     numbers back
             probably
```

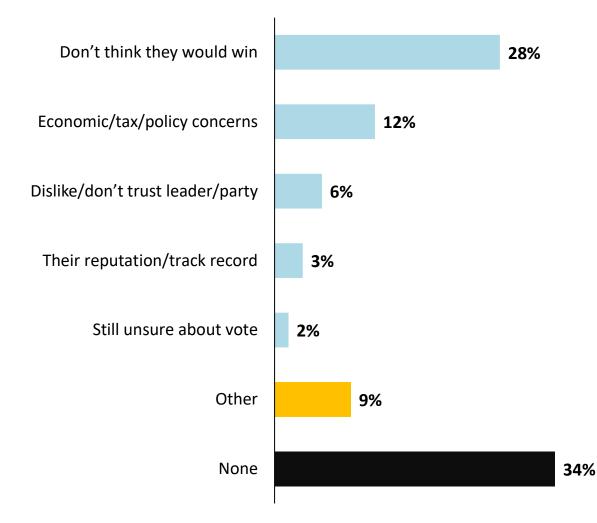


2st Choice - Barrier for Voting Bloc:

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

Is there anything holding you back from voting for your second choice? [OPEN END] [asked of those whose 2nd choice is Bloc; n=40]







2st Choice - Barrier for Voting Bloc:

The main holdback for voting Bloc is Economy and Trump

Is there anything holding you back from voting for your second choice? [OPEN END] [asked of those whose 2nd choice is Bloc; n=40]



```
négociateur
                                former plutot gouverner
convictions
  federal
       fa
                                                SUIS François-Blanchet
           Canadians I rump ce
            Liberal djbf prefer
Yves d'un Menaces
                                     possibilite plan
                           certaine
```



Leadership

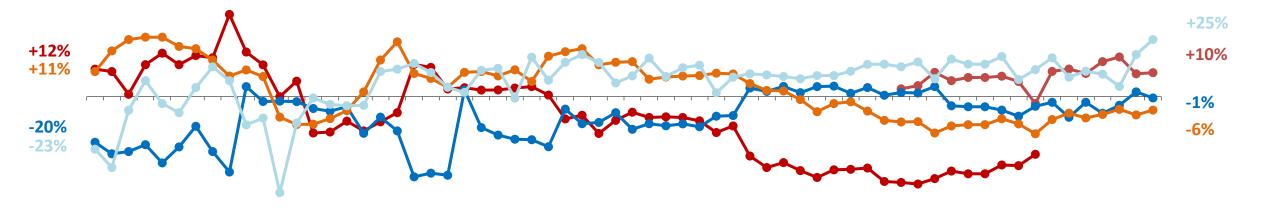
Party Leader NET Favourables Tracking:

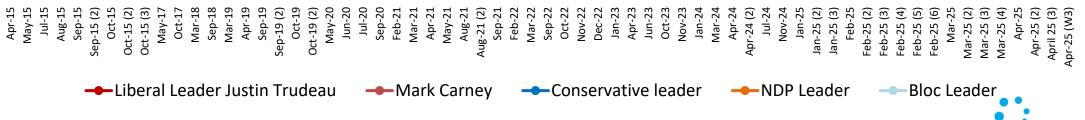
Gap between Poilievre and Carney narrows and is now 11 points; Blanchet's favourability increases by 7 points



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]





Note: Green Leader, People's Party Leader not shown.

Current data: April 2025

Note: Results for Yves-Francois Blanchet for Quebec respondents only

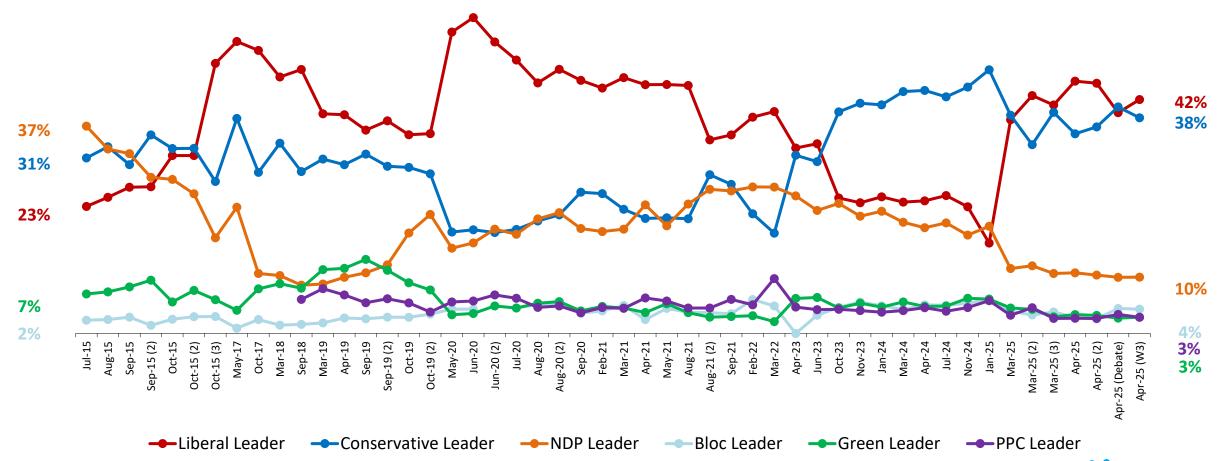


Best Prime Minister Tracking (Decided):

Carney 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]





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%

INNOVATIVE

Best Prime Minister by Quebec vs Rest of Canada:



Carney leads in Quebec; ROC split between Poilievre and Carney

Quebec vs Rest of Canada

Best Prime	Quebec	Rest of Canada	
Minister	(N=277)	(N=923)	
Liberal Leader	35%	35%	
Conservative Leader	19%	36%	
NDP Leader	6%	9%	
Bloc Leader	16%	-	
Green Leader	2%	3%	
PPC Leader	3%	2%	
Undecided/DK	15%	12%	
None	4%	4%	



New

Best Prime Minister by Region:

Poilievre's stronghold continues in Alberta, and the Atlantic, while ON and BC split between CPC and LPC

Region

Best Prime	ВС	АВ	Prairies	ON	QC	Atlantic
Minister	(N=167)	(N=133)	(N=77)	(N=465)	(N=277)	(N=81)
Liberal Leader	37%	24%	37%	35%	35%	41%
Conservative Leader	33%	44%	22%	35%	19%	43%
NDP Leader	10%	9%	11%	10%	6%	1%
Bloc Leader	1	1	1	1	16%	-
Green Leader	3%	4%	2%	2%	2%	2%
PPC Leader	1%	3%	5%	3%	3%	-
Undecided/DK	11%	10%	14%	12%	15%	10%
None	5%	6%	9%	3%	4%	3%

INNOVATIVE

Note: Current data: April 2025

Best Prime Minister by Age:

Carney's support is most prominent among 55+; those aged 18-34 are divided between Carney and Poilievre

New	Age				
Best Prime	18-34	35-54	55+		
Minister	(N=326)	(N=392)	(N=482)		
Liberal Leader	33%	29%	41%		
Conservative Leader	29%	36%	31%		
NDP Leader	12%	9%	5%		
Bloc Leader	3%	3%	5%		
Green Leader	3%	3%	2%		
PPC Leader	4%	2%	2%		
Undecided/DK	12%	13%	11%		
None	4%	5%	4%		

Note: Current data: April 2025



Best Prime Minister by Gender:

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

Gender New Men Women **Best Prime** (N=577)(N=615)Minister **Liberal Leader** 36% 34% Conservative 35% 30% Leader 9% **NDP Leader** 7% 4% 4% **Bloc Leader** 3% **Green Leader** 2% **PPC Leader** 4% 1% Undecided/DK 9% 16% 3% 5% None

> INNOVATIVE RESEARCH GROUP

Best Prime Minister by Time for Change Liberals:

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

Time for Change Liberals

Best Prime	Core LPC	Soft LPC	Time for change Liberals	Uncertain	Soft anti-LPC	Hostile
Minister	(N=145)	(N=137)	(N=242)	(N=89)	(N=267)	(N=321)
Mark Carney	92%	69%	55%	23%	13%	-
Pierre Poilievre	1%	7%	15%	5%	36%	74%
Jagmeet Singh	3%	7%	11%	7%	13%	6%
Yves-François Blanchet	1%	2%	4%	4%	7%	3%
Elizabeth May	-	2%	4%	2%	3%	3%
Maxime Bernier	1%	2%	2%	2%	1%	5%
Undecided/Don't know	2%	10%	7%	43%	22%	5%
None	-	-	3%	14%	6%	4%

Note: Current data: April 2025

New

Best PM by Value Clusters:

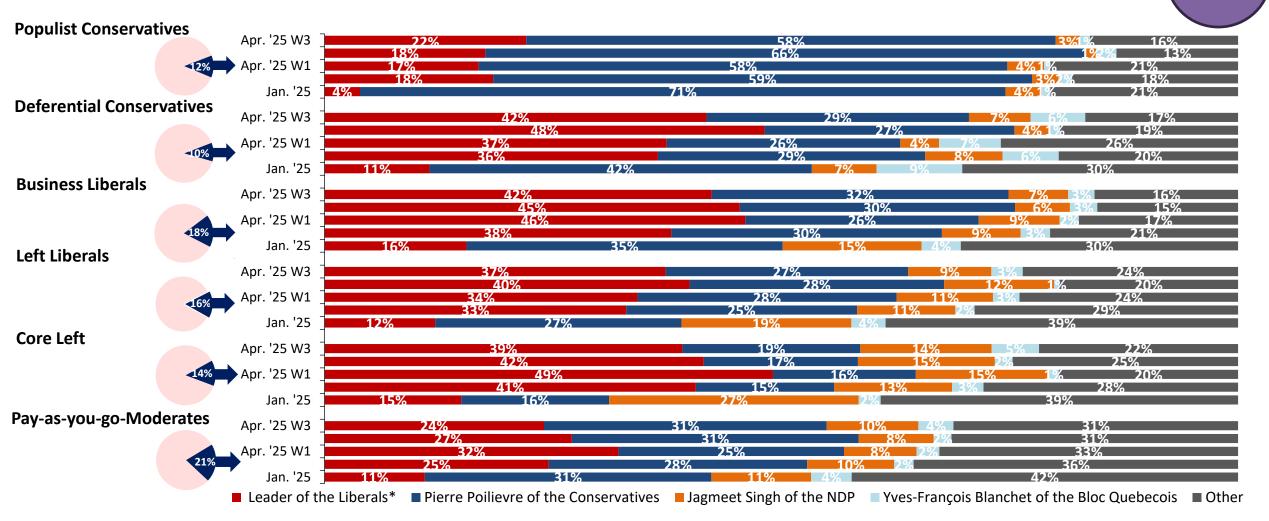
Support for Carney softened across the board although maintaining lead in most segments

Q

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

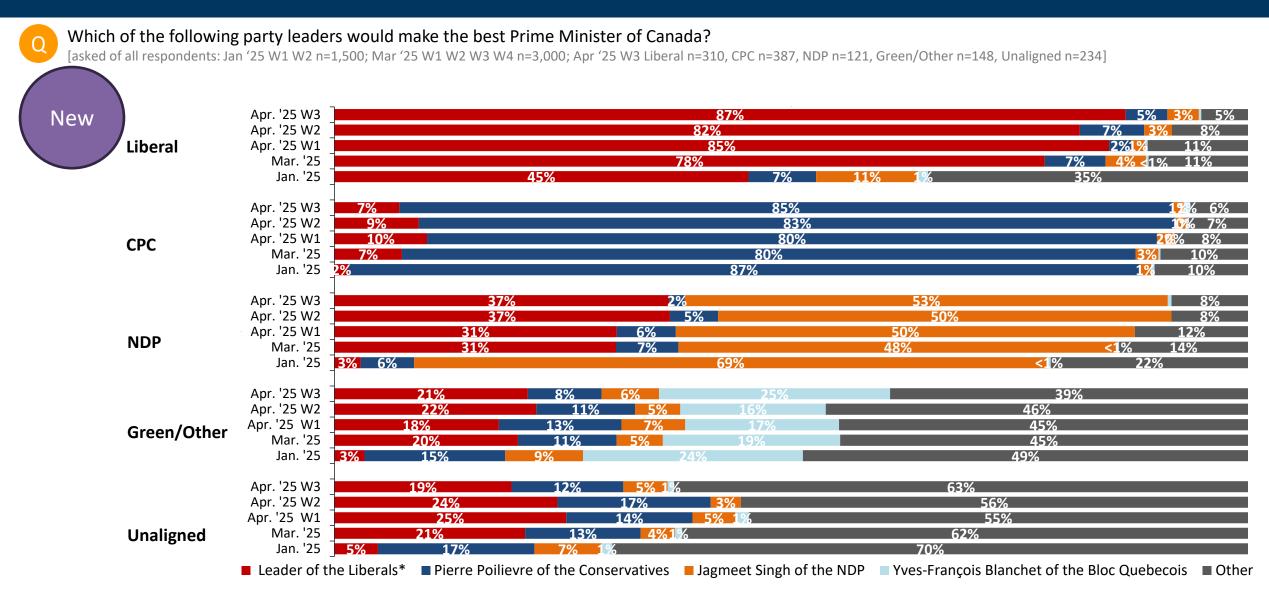
[asked of all respondents: Jan '25 W1 W2 n=1,500; Mar '25 W1 W2 W3 W4 n=3,000 Apr '25 W3 PC n=146, DC n=123, BL n=305, LL n=214, CL n=165, PAYGM n=247]

New



Best PM by Party ID:

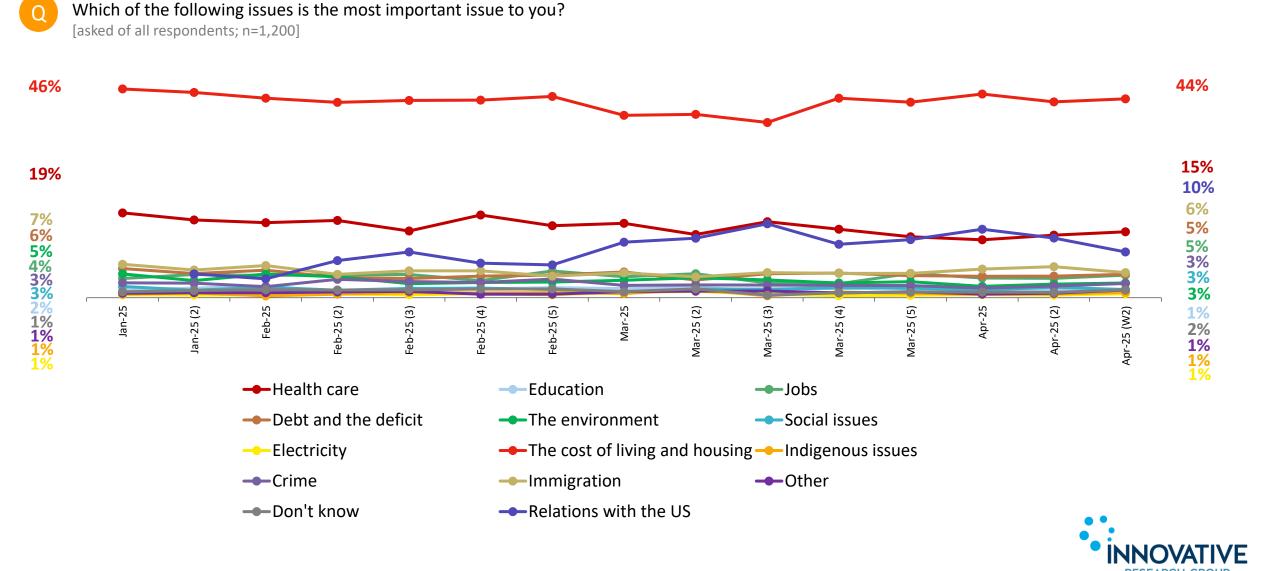
Liberals strengthen their influence within their party base



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

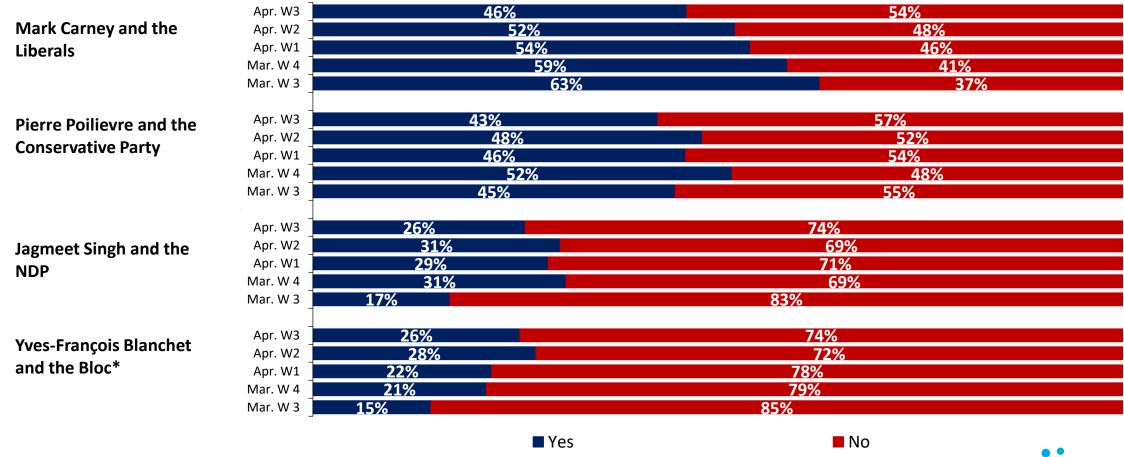


Campaign Attention:

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



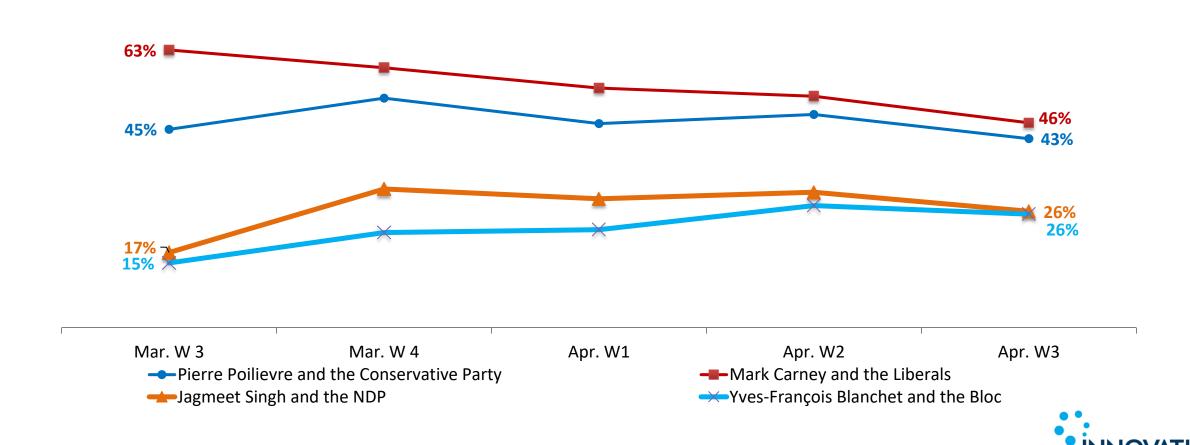
Note: * indicates a small n size.

Campaign Attention:

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

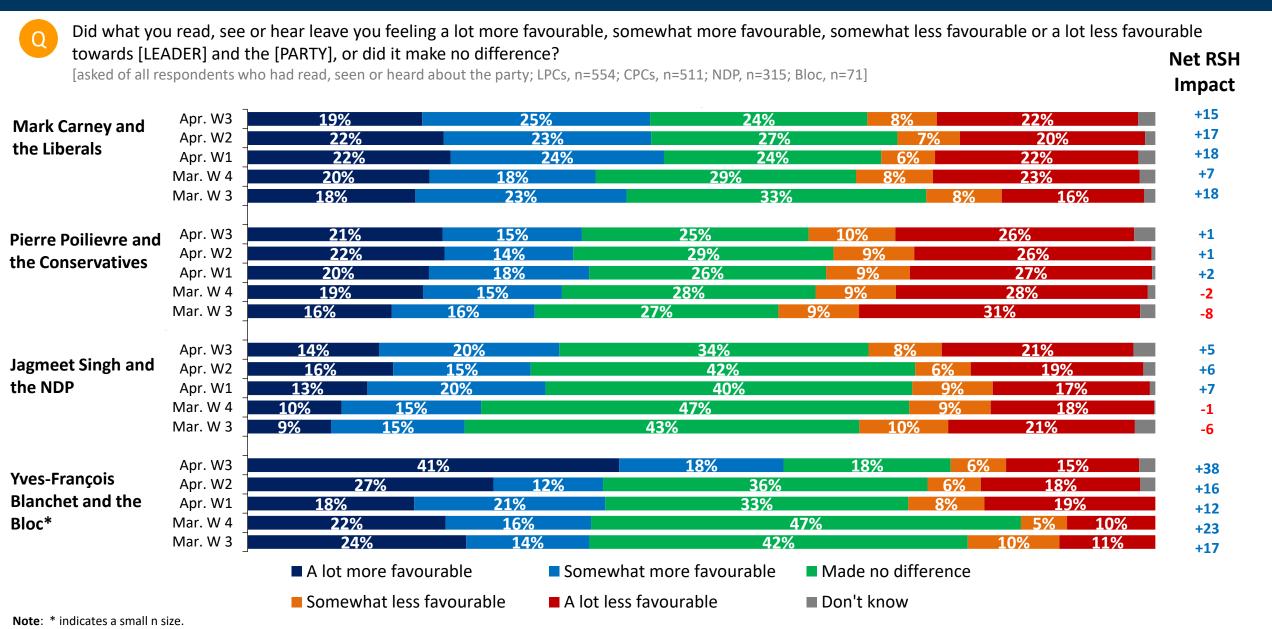


Have you read, seen or heard anything about [LEADER] and the [PARTY] in the last few days? [asked of all respondents n=1,200; only those choosing "Yes" shown]



RSH Impact:

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



Top Four Mentions for Liberals and CPC:

Election promises dominate Carney mentions at 24%, while Poilievre's top mention is general negativity



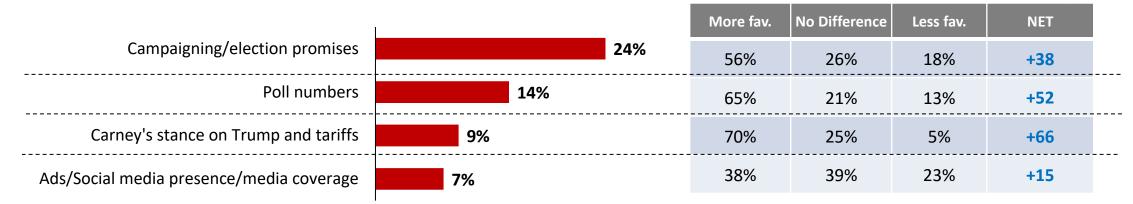
And what have you read, seen or heard about Mark Carney and the Liberals in the last few days? Have you read, seen or heard anything about Pierre Poilievre and the Conservative Party in the last few days?

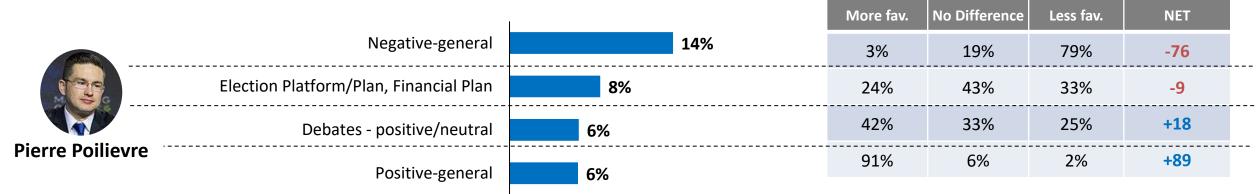
[asked only of those who RSH about Mark Carney and the Liberals; n=554; Pierre Poilievre and the PCs; n=511]



Impact by RSH





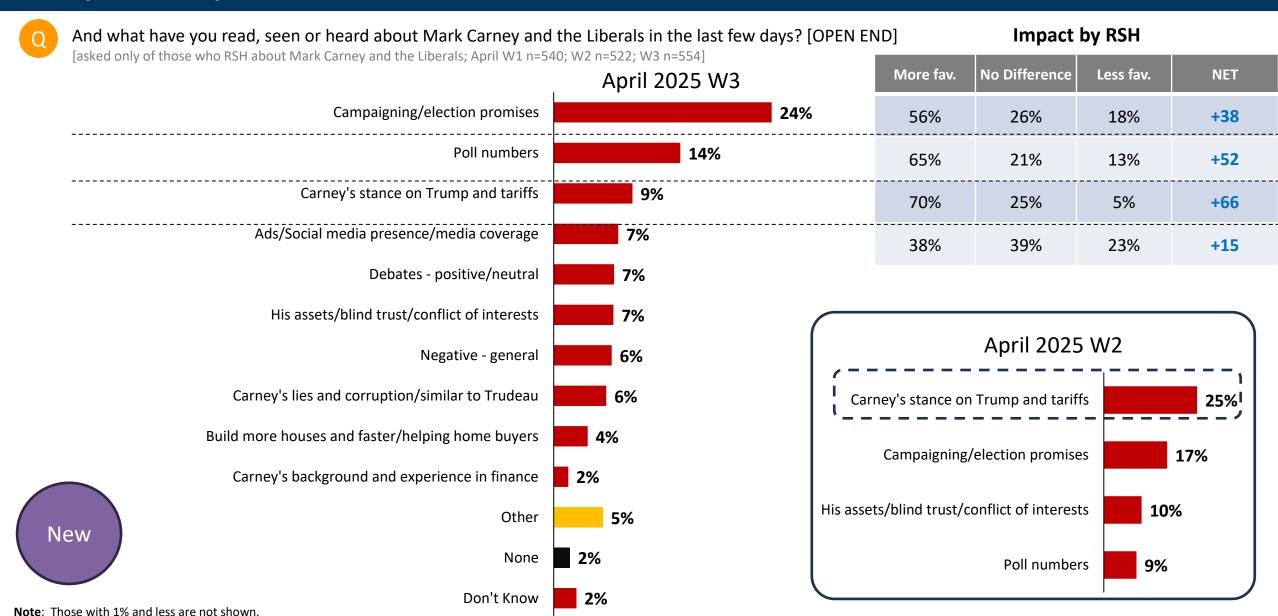


Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards [LEADER] and the [PARTY], or did it make no difference?

Note: Only top four shown here

Impact of RSH for Liberals:

Carney's election promises are the most mentioned



RSH for Liberals:

Canada, Carney, debate, and Trump are most mentioned; platform, tariffs, economy, carbon are also coming up

Q

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

[asked only of those who RSH about Mark Carney and the Liberals; March W4 n=579; April W1 n=540, W2 n=522, W3 n=554]



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government
  help best
get party
                                                        affordable
                                                       English
         face news
                     ads make debt leader building
                financial want dans better
               company budget
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Impact of RSH for the CPC:

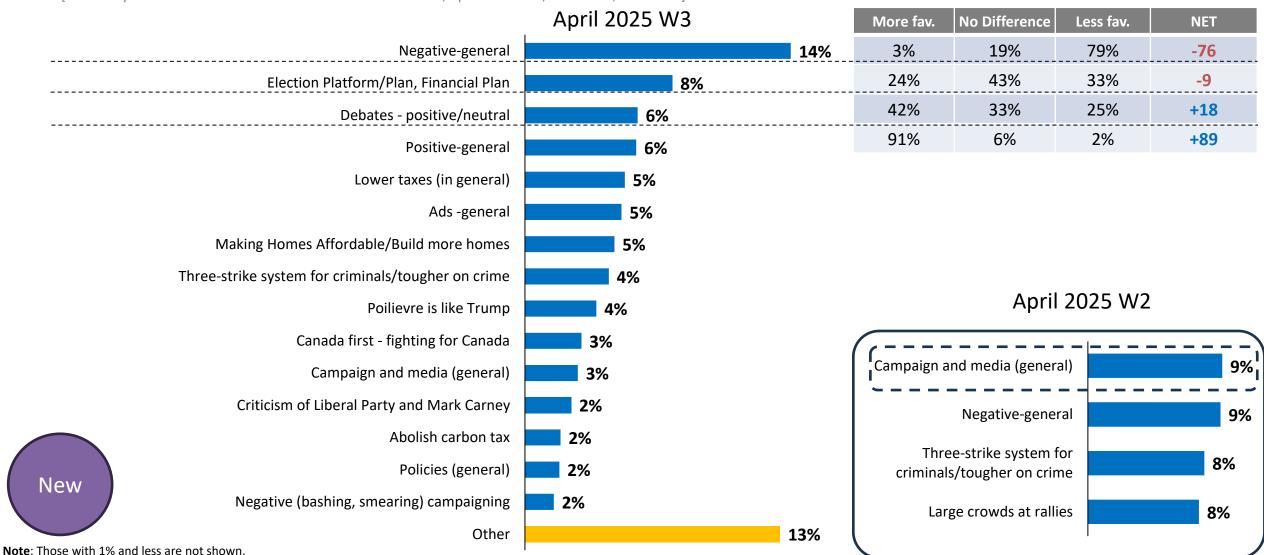
The top mentions include negative general impressions, concerns about the election platform or financial plan

Q

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

[asked only of those who RSH about Pierre Poilievre and the PCs; April W1 n=460; W2 N=481; W3 n=511]

Impact by RSH



RSH for the CPC:

The top mentions are Canada and Trump, followed by debate and taxes

Q

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

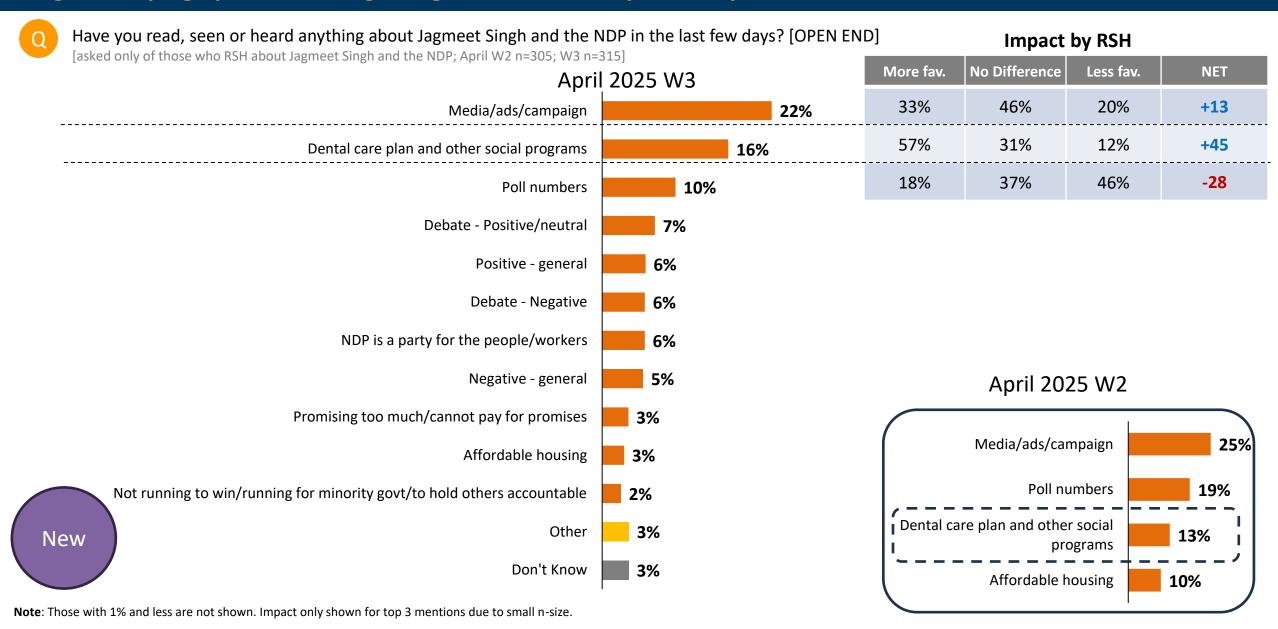
[asked only of those who RSH about Pierre Poilievre and the PCs; March W4 n=508; April W1 n=460, W2 n=481, W3 n=511]



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plus
                              still spending
                 affordable
                                             bring
                                              . new
                                         promises débat
      government
tough
   housing Carney
  back
                                                          lower
                                                        Trudeau
                                               ads talking
 plastic
    security made SOn put man
          Liberal clause better policies take
                 immigration
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Impact of RSH for New Democrats:

Singh's campaign promises are gaining him favourability, but his poll numbers offset the effect



RSH for New Democrats:

Top mentions for NDP remain more policy centered such as healthcare and housing, but also debate



Have you read, seen or heard anything about Jagmeet Singh and the NDP in the last few days? [OPEN END]

[asked only of those who RSH about Jagmeet Singh and the NDP; March W4 n=304; April W1 n=291, W2 n=305, W3 n=315]



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pharmacare
             media country Carney
                                      dans also
  focusing
   leaders
promises
politica
   seats
   official
 remember
                                    chefs going made
                                       trying person
                                                 something
               polls get help
                                  news might
                   candidates strong
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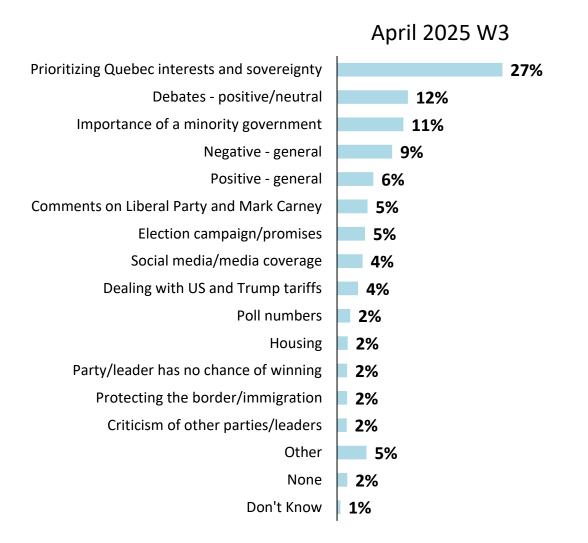
Impact of RSH Bloc Québécois:

Prioritizing Quebec interests is the top recall of Blanchet or the Bloc

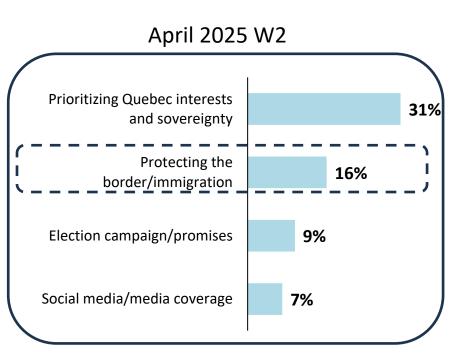
Q

And what have you read, seen or heard about Yves-François Blanchet and the Bloc Québécois in the last few days? [OPEN END]

[asked only of those who RSH about Yves-François Blanchet and the Bloc Québécois; April W2 n=64, W3 n=71]







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

Impact of RSH Bloc Québécois:

Top mentions are more identity politics Quebec, French, defending

Q

And what have you read, seen or heard about Yves-François Blanchet and the Bloc Québécois in the last few days? [OPEN END]

[asked only of those who RSH about Yves-François Blanchet and the Bloc Québécois; March W4 n=49; April W1 n=51, W2 n=64, W3 n=71]



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dossiers
                                  donner
                                bonne
                                            Même
                                      good
                                            écouté souhaite
                               campagne
                                             ministre
      Blanchet
 dans
                                    défendre
prime
   donc
                                                          Trump
  toujours faire
                                parle want
      minister
                                          intérets VICTOIRE
                         debat protection
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                  doesn't près
                              francais chef
                         fédéral
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Federal Leaders' Debate

Attention:

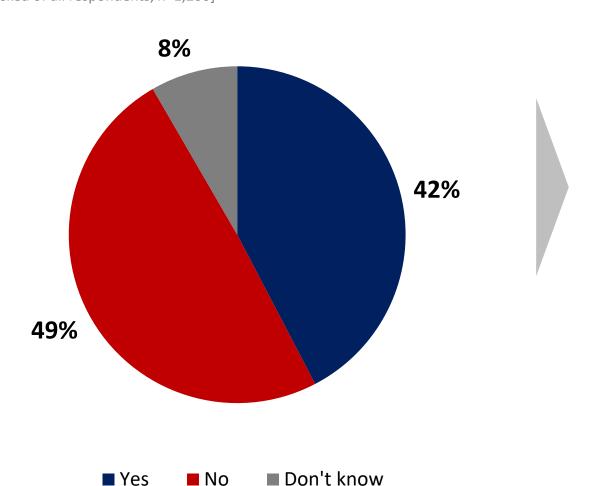
42% RSH something about the Federal leader's debate; 29% of the whole sample watched at least one debate

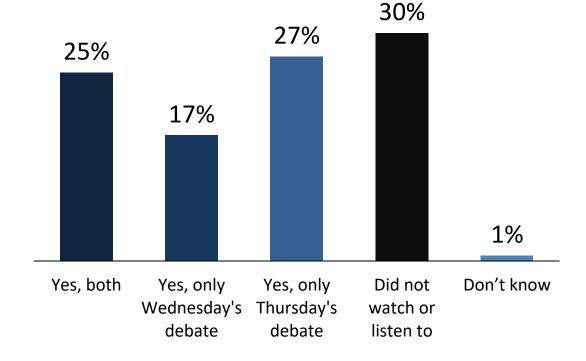
Have you read, seen, or heard anything about the Federal leader's debates held on Wednesday, April 16th and Thursday, April 17th? [asked of all respondents, n=1,200]



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]

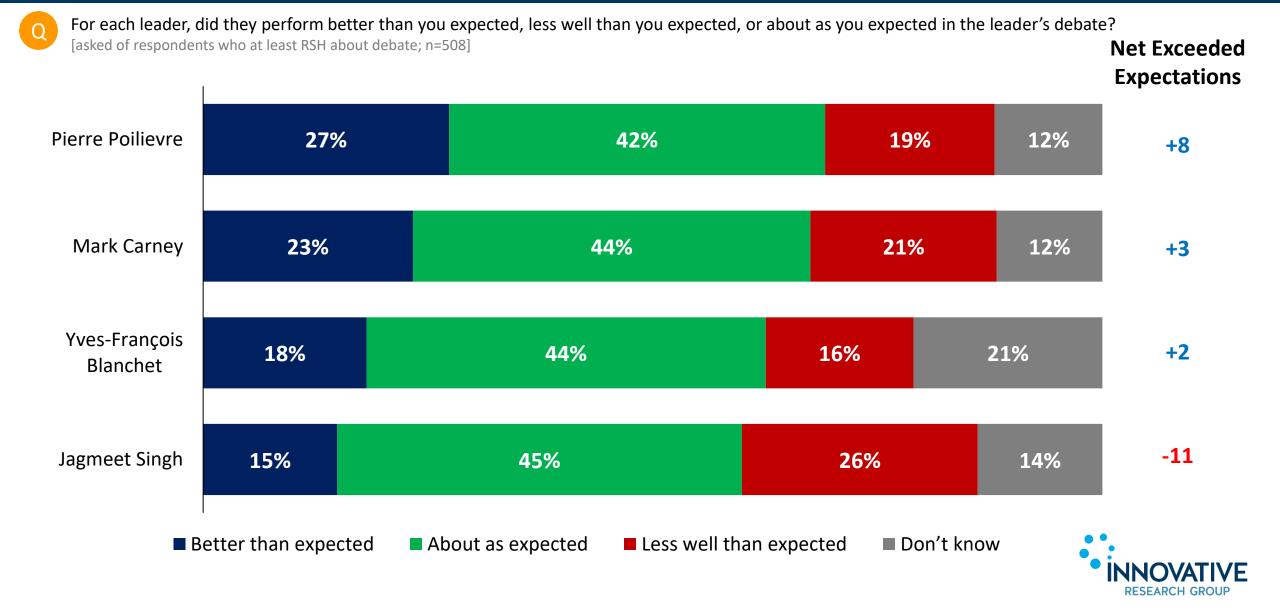






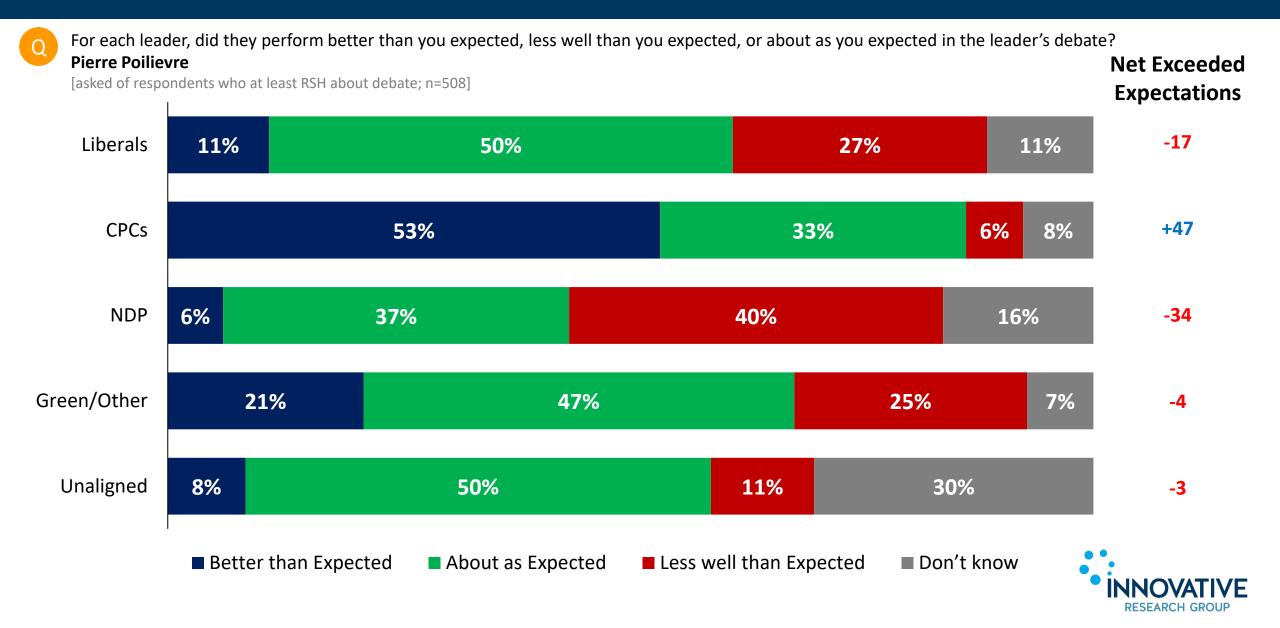
Expectations:

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



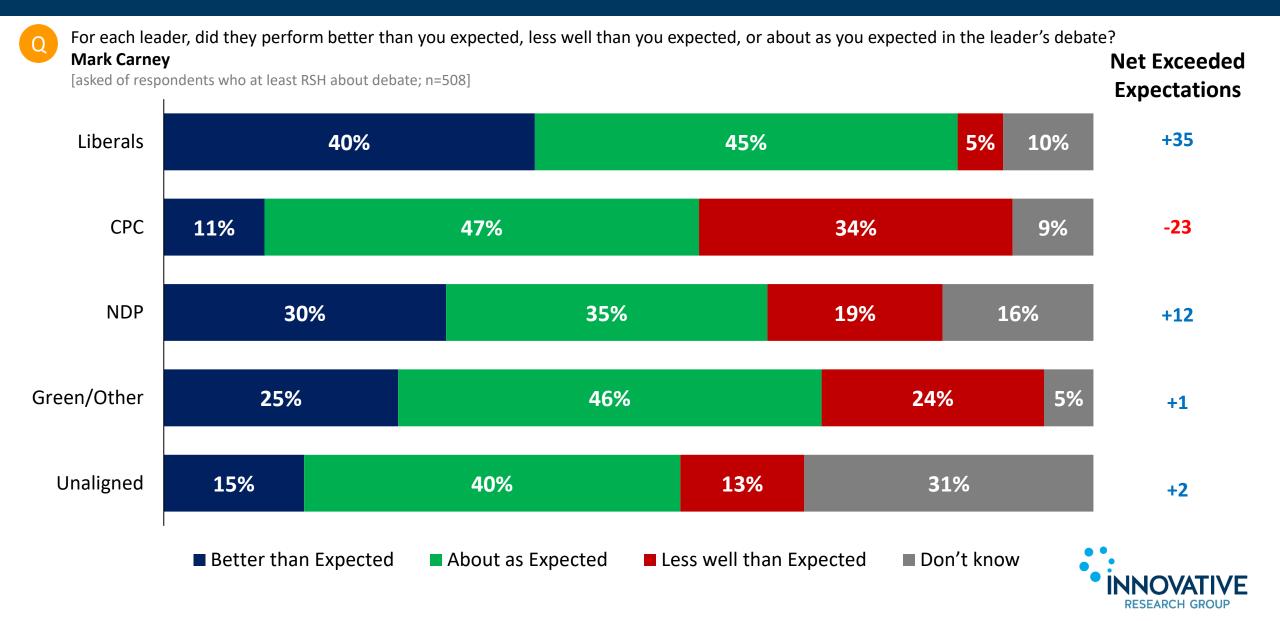
Pierre Poilievre:

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



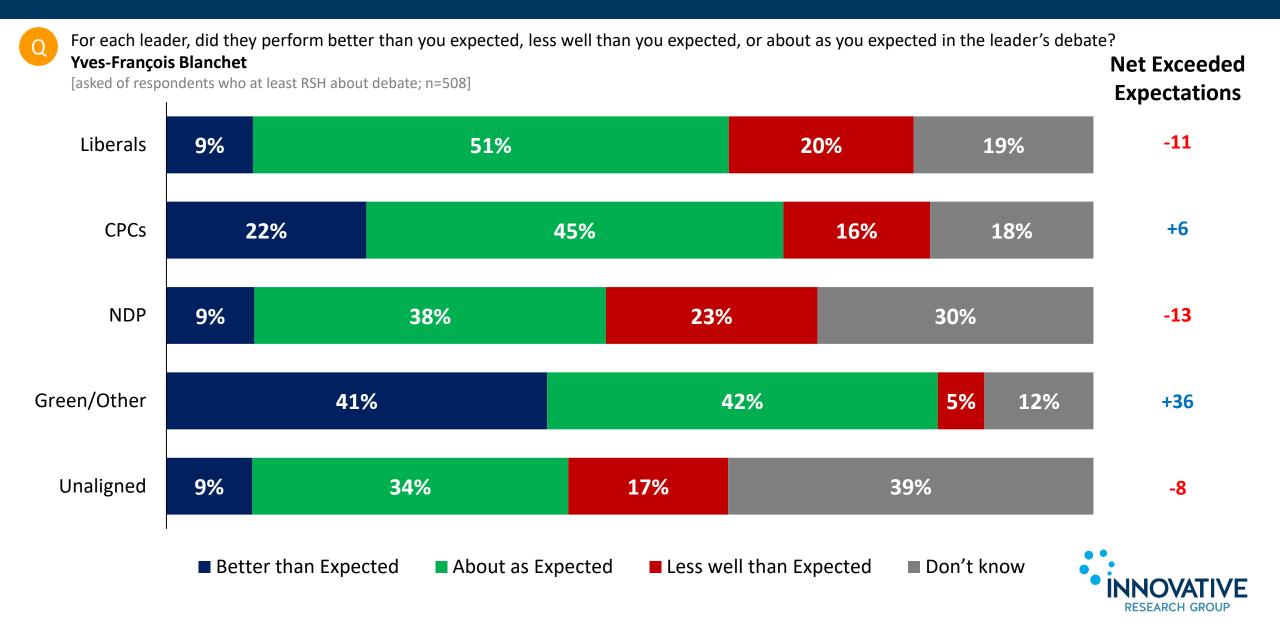
Mark Carney:

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



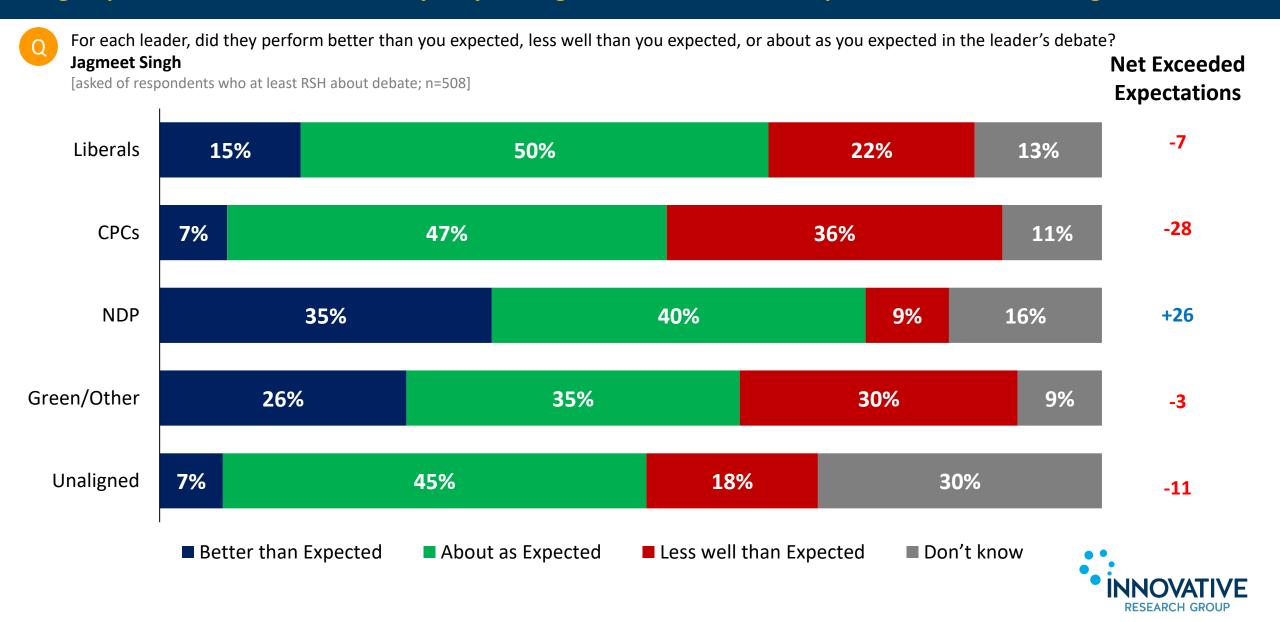
Yves-François Blanchet:

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



Jagmeet Singh:

Singh's performance seen favourably only among NDPs; net exceeded expectations lowest among CPC

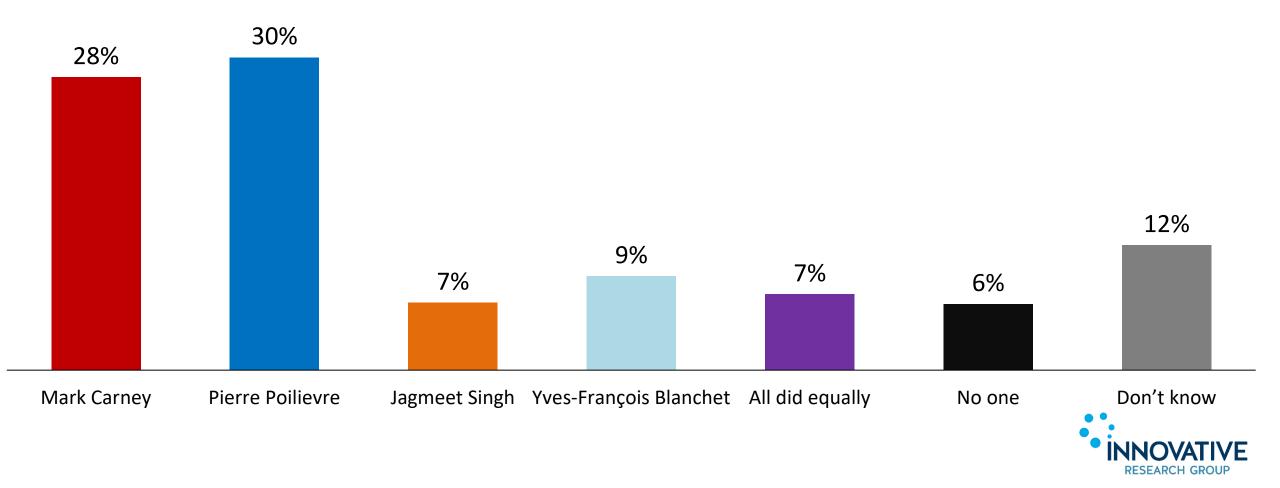


Winning:

Poilievre and Carney marginally tied in the Federal leader's debate



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

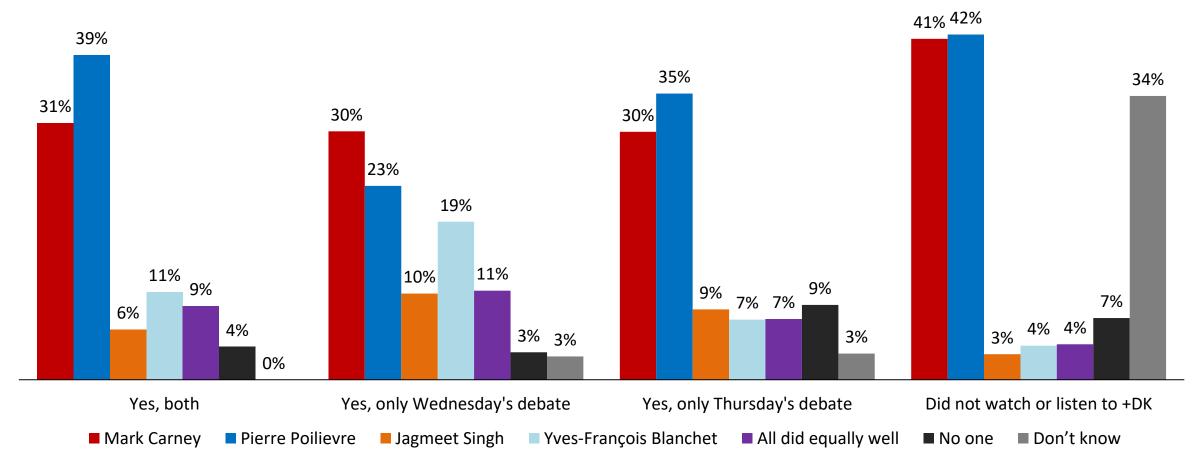


Winning:

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]

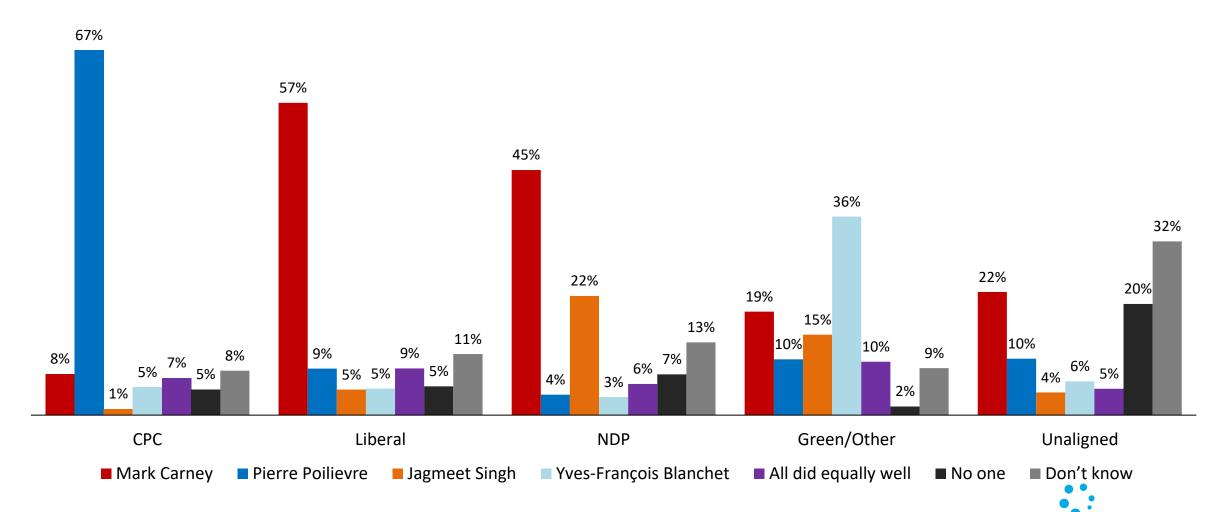




Winning:

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

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



Reaction to Trump

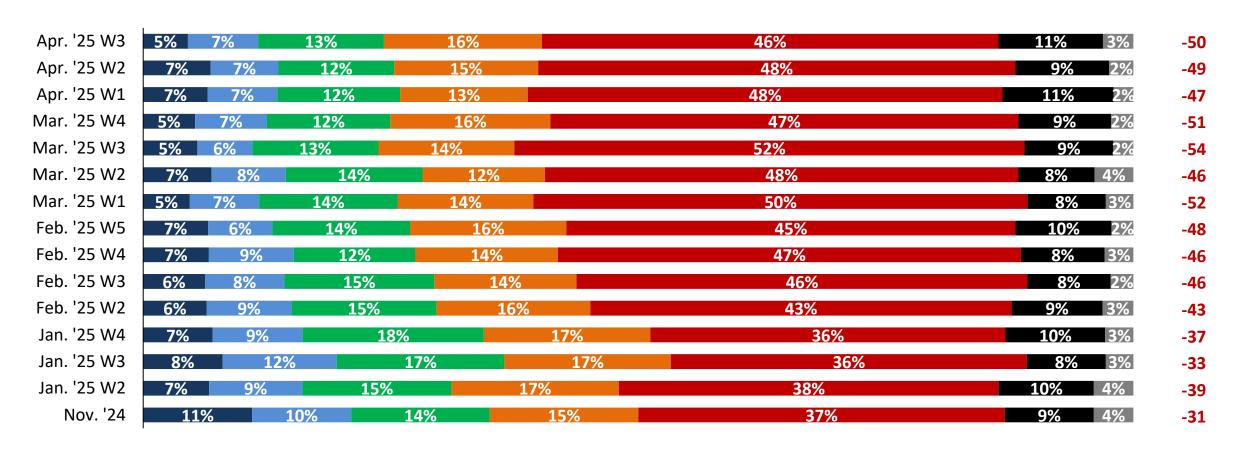
Attitude Towards President Trump:

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=1,200; Jan. '25 W4 n=500; Feb. '25 W2 n=1,200; Feb. '25 W3 n=1,200; Feb. '25 W4 n=1,200; Feb. '25 W4 n=1,200; Feb. '25 W3 n=1,200; Mar. '25 W3 n=1,2



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

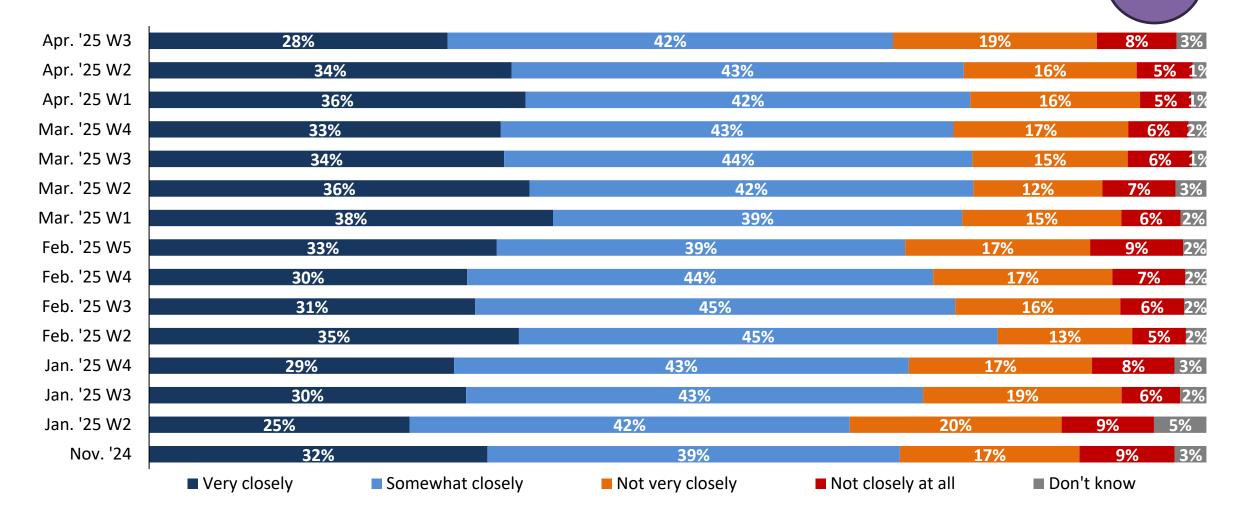
Engagement with U.S.-Canada Relationship:

Attention to U.S-Canadian relations down 7-points since previous wave

Q

How closely are you following the news about the relationship between Canada and the US now Donald J. Trump is the President of the United States once again? [asked of all respondents, Nov. '24-Jan. '25 W3 n=1,200; Jan. '25 W4 n=500; Feb. '25 W2,3,4,5 n=1,200; Mar. '25 W1,2,3,4; Apr. '25 W1,2,3 n=1,200]

New



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

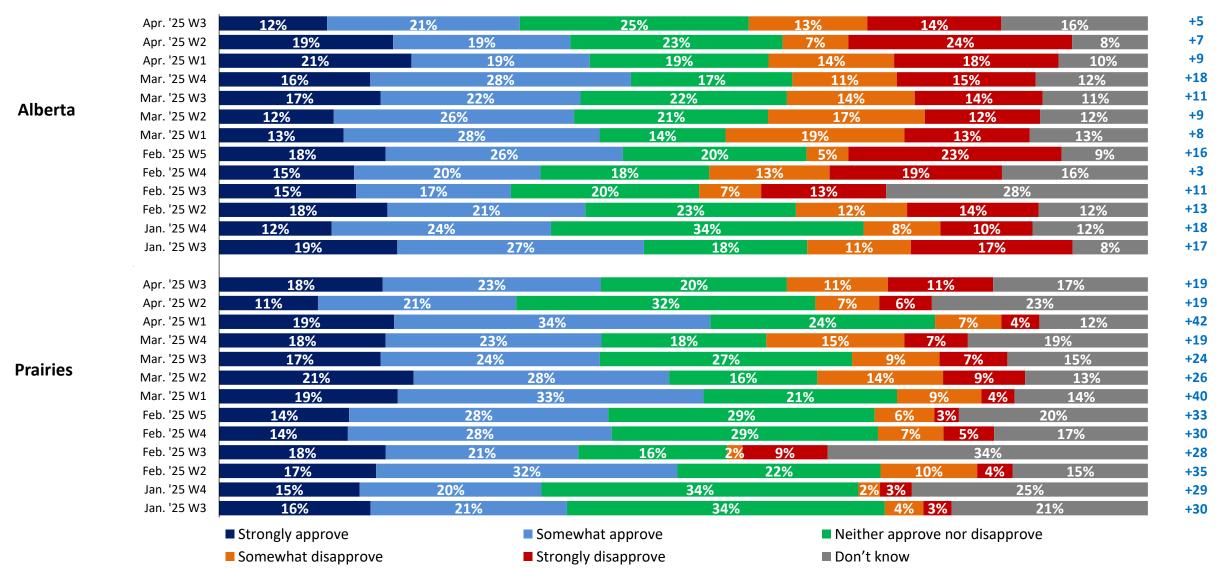
Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency? **Net Approval** [asked of all respondents; Mar. '25 W4 ON n=387, BC n=139, Apr. '25 W1 ON n=386, BC n=140, Apr. '25 W2 ON n=387, BC n=139, Apr. '25 W3 ON n=465, BC n=167] Apr. '25 W3 21% +33 27% 22% 16% 9% 6% +30 21% 26% Apr. '25 W2 23% 8% 13% 26% 32% 12% Apr. '25 W1 18% +44 Mar. '25 W4 23% 33% 15% +40 12% **British** Mar. '25 W3 23% 33% 22% +43 10% 10% Columbia Mar. '25 W2 30% 27% 19% 13% +46 6% 22% Mar. '25 W1 25% 22% 12% 13% +28 22% 25% Feb. '25 W5 15% 12% +18 6% Feb. '25 W4 18% 30% 23% 9% 13% +31 Feb. '25 W3 21% 22% 20% 8% 7% 22% +28 Feb. '25 W2 27% 29% 20% 6% +42 Jan. '25 W4 16% 22% 27% 2% 21% 11% +24 Jan. '25 W3 12% 30% 25% 11% 2% 19% +29 Apr. '25 W3 21% 31% 22% +38 Apr. '25 W2 25% 34% 18% 6% +46 24% Apr. '25 W1 34% 19% 7% +45 Ontario Mar. '25 W4 26% 33% 16% 10% +42 26% Mar. '25 W3 33% 18% 8% +44 Mar. '25 W2 27% 27% 15% 9% +38 Mar. '25 W1 32% 32% 17% +53 Feb. '25 W5 18% 29% 22% 10% +31 Feb. '25 W4 16% 29% 22% 11% 10% +24 Feb. '25 W3 18% 26% 18% 9% +27 23% 33% 22% Feb. '25 W2 9% +40 29% 22% Jan. '25 W4 14% +26 Jan. '25 W3 14% 30% 25% 12% 9% 10% +23 ■ Strongly approve ■ Neither approve nor disapprove Somewhat approve Somewhat disapprove ■ Strongly disapprove ■ Don't know

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?

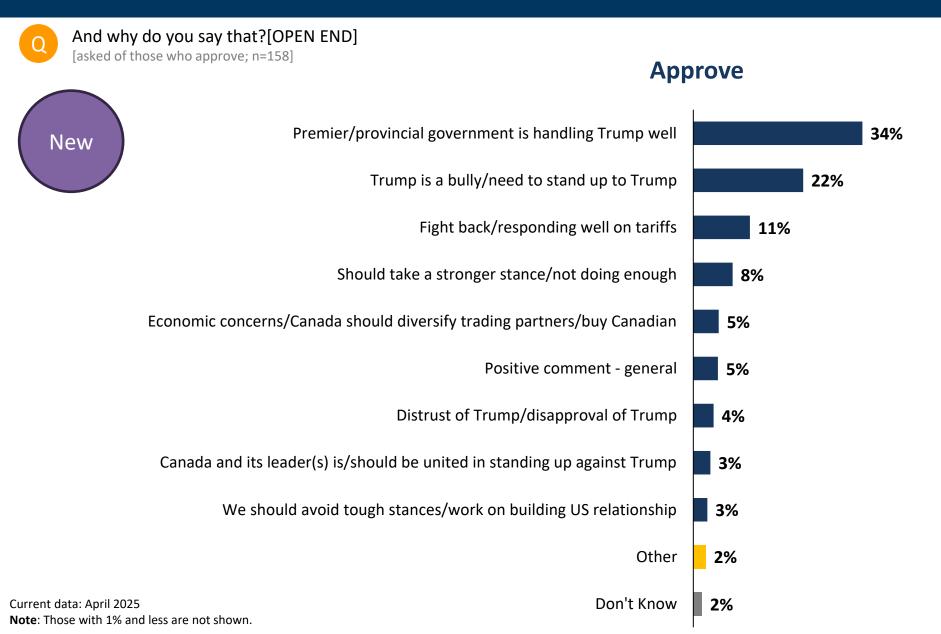
[asked of all respondents; Mar. '25 W4 AB n=111, Prairies n=64; Apr. '25 W1 AB n=111, Prairies n=66; Apr. '25 W2 AB n=111, Prairies n=64; Apr. '25 W3 AB n=133, Prairies n=77] Net Approval



Provincial approval in QC on handling Trump drops 4 points, led by an 8% decline in strong approval

Do you approve or disapprove of the way the [PROV] government is responding to issues resulting from Donald Trump's Presidency? **Net Approval** [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] Apr. '25 W3 11% 20% 26% 12% 11% 21% +9 Apr. '25 W2 19% 28% 12% 17% 12% 12% +12 Apr. '25 W1 14% 23% 26% 10% 10% 17% +17 Mar. '25 W4 15% 23% 25% 14% 10% 13% +14 21% 32% Mar. '25 W3 11% 13% 8% 13% +11 Mar. '25 W2 16% 25% 27% 9% 10% 13% +22 23% 35% 5% Mar. '25 W1 22% +46 Quebec Feb. '25 W5 13% 20% 21% 15% 8% 23% +11 Feb. '25 W4 15% 25% 25% 14% 10% 10% +20 20% Feb. '25 W3 18% 18% 8% 14% 21% +15 Feb. '25 W2 23% 31% 22% 11% +43 24% Jan. '25 W4 18% 23% 10% 10% 16% +22 12% 22% 32% 5% Jan. '25 W3 18% 11% +18 Apr. '25 W3 22% 32% 21% 16% +34 Apr. '25 W2 18% 33% 22% 10% +35 Apr. '25 W1 21% 32% 24% 18% 2% 3% +48 Mar. '25 W4 24% 27% 23% 9% 14% +38 **Atlantic** 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% +46 Feb. '25 W5 14% 25% 21% 7% 8% 25% +24 Feb. '25 W4 14% 21% 24% 13% 23% +18 21% Feb. '25 W3 27% 14% 3% 4% 31% +42 Feb. '25 W2 15% 30% 32% 3% 13% 7% +35 Jan. '25 W4 11% 24% 16% 6% 4% 39% +25 5% 3% Jan. '25 W3 9% 21% 39% 23% +22 ■ Strongly approve Somewhat approve ■ Neither approve nor disapprove ■ Somewhat disapprove ■ Strongly disapprove ■ Don't know

Among those who approve, 34% applaud the provincial effort in handling Trump





Provincial Leadership Approval W1, W2, and W3:

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



And why do you say that?[OPEN END]

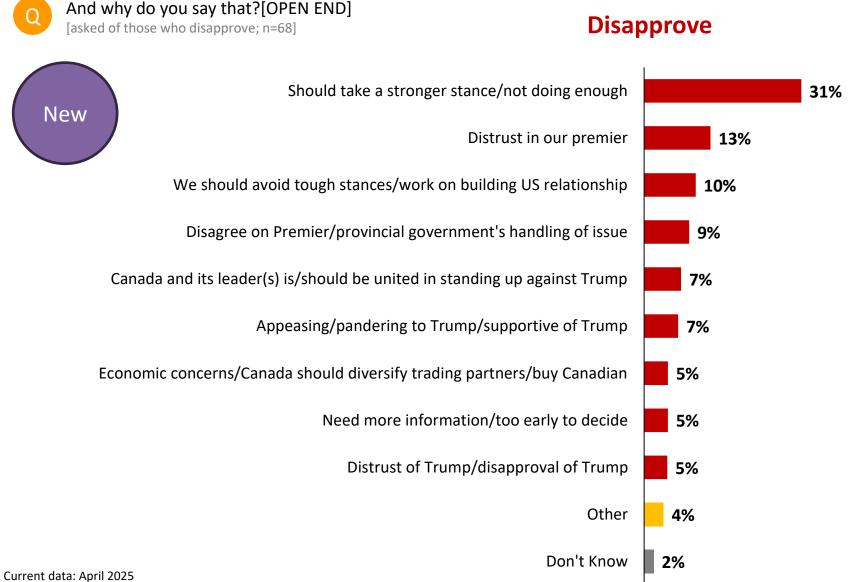
[asked of those who approve, Apr. '25 W1, W2, and W3, n=479]

Approve

New	ВС	АВ	Prairies	ON	QC	Atlantic
	(N=42)	(N=42)	(N=27)	(N=230)	(N=60)	(N=41)
Premier/provincial government is handling Trump well	33%	58%	39%	36%	42%	36%
Trump is a bully/need to stand up to Trump	13%	12%	13%	22%	16%	27%
Fight back/responding well on tariffs	17%	3%	14%	16%	5%	5%
Should take a stronger stance/not doing enough	10%	3%	7%	5%	11%	7%
Economic concerns/Canada should diversify trading partners/buy Canadian	6%	2%	6%	1%	3%	6%
Positive comment - general	3%	1%	-	2%	2%	2%
Distrust of Trump/disapproval of Trump	3%	-	7%	3%	3%	-
Canada and its leader(s) is/should be united in standing up against Trump	4%	2%	2%	4%	2%	1%
We should avoid tough stances/work on building US relationship	5%	6%	-	3%	3%	-

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

One-third of those who disapprove their provincial government wish the leadership could take stronger stance





Note: Those with 1% and less combined with "Other".

Provincial Leadership Disapproval W1, W2, and W3:

The main reason for disapproval is that respondents feel provincial government is not doing enough

Q

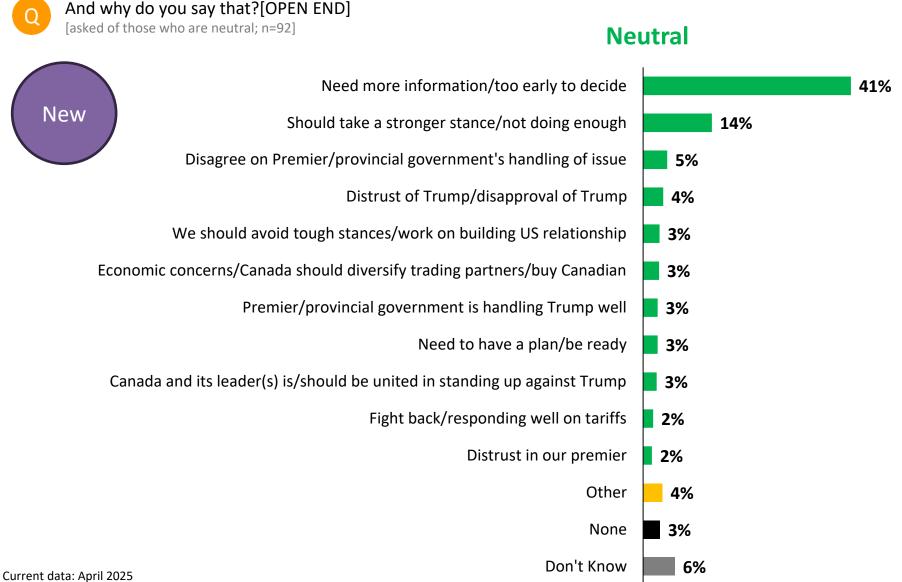
And why do you say that?[OPEN END]

[asked of those who disapprove; Apr. '25 W1, W2, and W3, n=175]

Disapprove

	ВС	AB	Prairies	ON	QC	Atlantic
New	(N=20)	(N=26)	(N=10)	(N=56)	(N=53)	(N=9)
Should take a stronger stance/not doing enough	15%	14%	35%	29%	49%	17%
Distrust in our premier	9%	6%	-	14%	16%	5%
We should avoid tough stances/work on building US relationship	24%	-	-	10%	5%	17%
Disagree on Premier/provincial government's handling of issue	9%	18%	-	15%	9%	27%
Canada and its leader(s) is/should be united in standing up against Trump	-	19%	31%	3%	2%	-
Appeasing/pandering to Trump/supportive of Trump	-	18%	2%	3%	2%	6%
Economic concerns/Canada should diversify trading partners/buy Canadian	-	-	14%	3%	-	11%
Need more information/too early to decide	14%	-	-	1%	2%	2%
Distrust of Trump/disapproval of Trump	0%	7%	-	8%	4%	-

Opinions among neutral respondents towards provincial leadership are mixed, 41% need more information





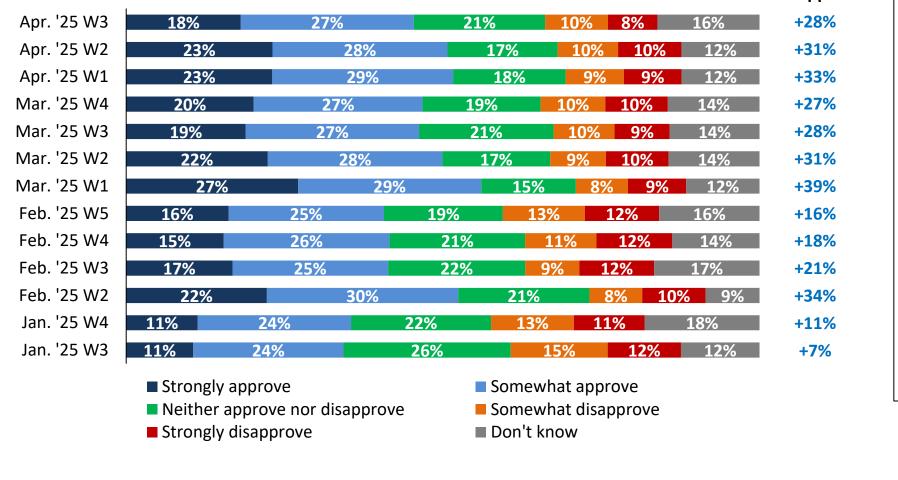
Note: Those with 1% and less combined with "Other".

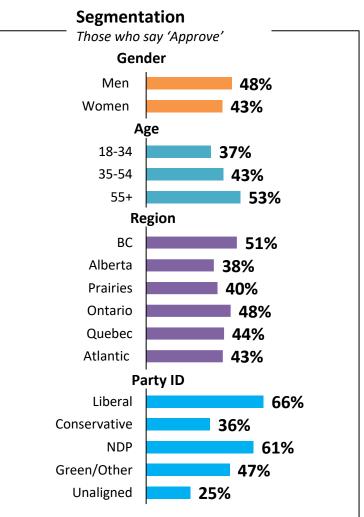
Federal government net approval has continued to decline since April W1 (6-pt drop); highest support among 55+

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?

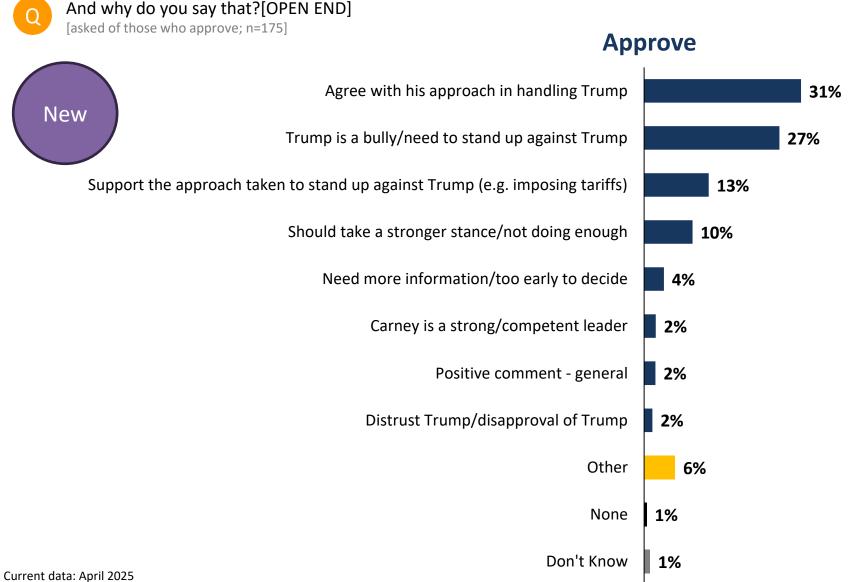
[asked of all respondents, Jan. '25 W3 n=1,200; Jan. '25 W4 n=500; Feb. '25 W2 n=1,200; Feb. '25 W3 n=1,200; Feb. '25 W4 n=1,200; Feb. '25 W4 n=1,200; Mar. '25 W1 n=1,200; Mar. '25 W1 n=1,200; Mar. '25 W2 n=1,200; Mar. '25 W3 n=1,200; Mar. '25 W3 n=1,200; Apr. '25 W3 n=1,200]

Net Approval





Top-3 reasons for Carney's approval relate to his approach dealing with Trump





Note: Those with 1% and less combined with "Other".

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



And why do you say that?[OPEN END]

[asked of those who approve; n=154]

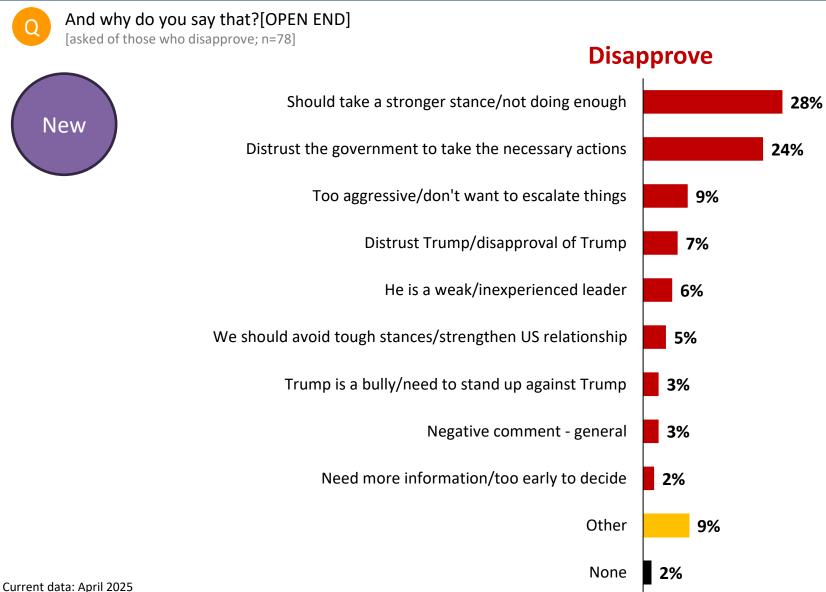


Approve

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respect
                              believe
Canadian
          bullies making tight election 51st gouvernement
                                   going aux difficult tarrifs become difficult
                           manière
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Desire for stronger stance and distrust fuels disapproval of the federal leadership





Note: These with 10/ and less so

Note: Those with 1% and less combined with "Other".

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



And why do you say that?[OPEN END]

[asked of those who disapprove; n=60]

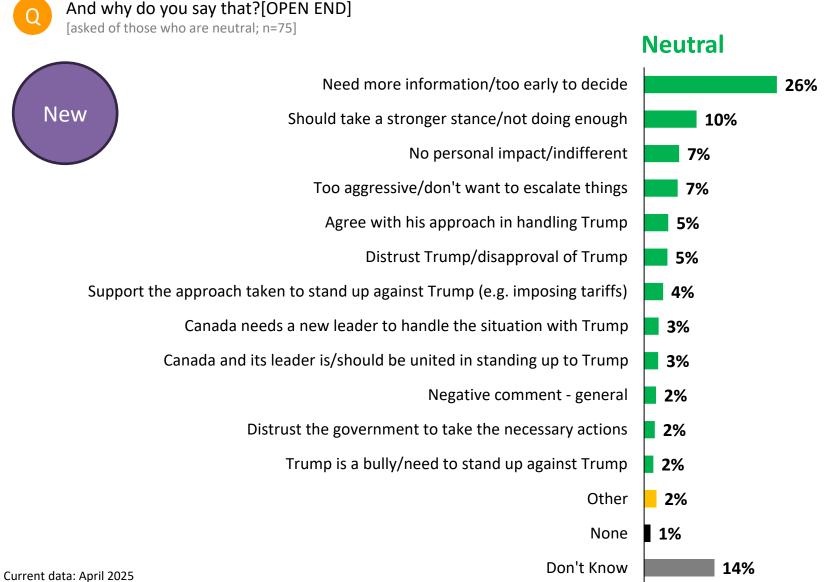


Disapprove

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Americans
retaliation
needs •
clear
                                    people bully
               fentanyl handling
                                     Trudeau
                                     involved
                        harder
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A quarter of neutral respondents want more information; 1-in-10 feel more should be done





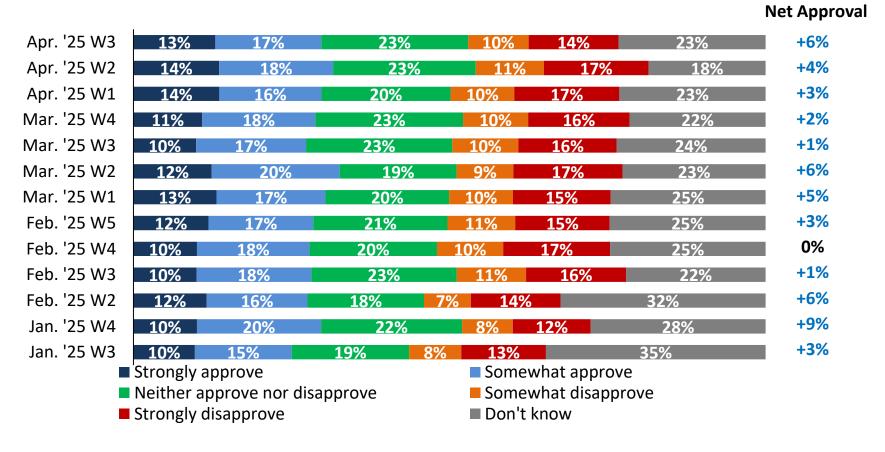
Note: Those with 1% and less combined with "Other".

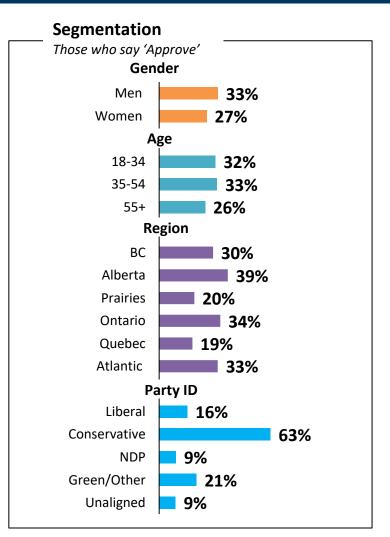
Net approval has remained directionally increased since the beginning of April; the highest approval in Alberta

Q

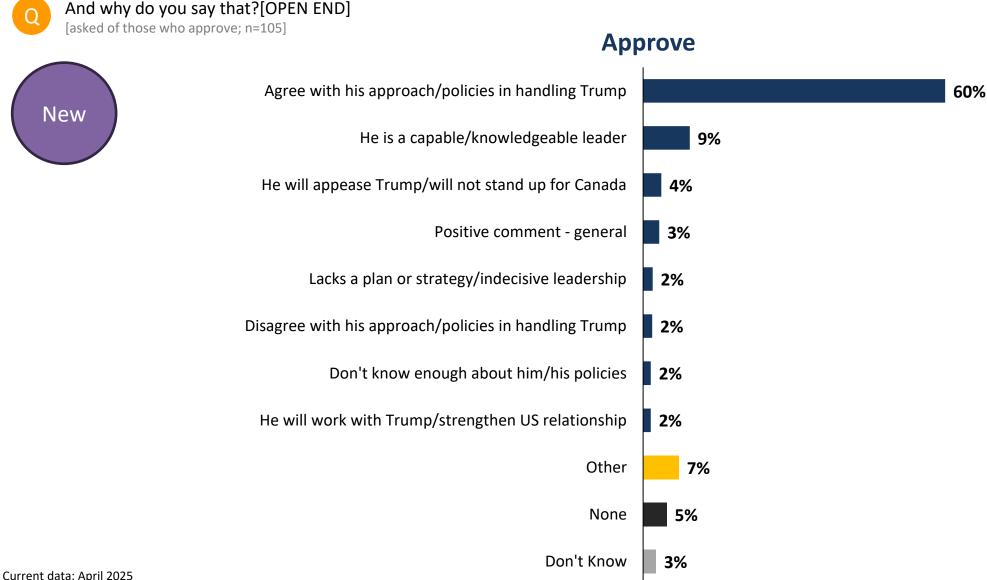
Do you approve or disapprove of the way Pierre Poilievre and the Conservative Party is responding to issues resulting from Donald Trump's presidency?

[asked of all respondents, Jan. '25 W3 n=1,200; Jan. '25 W4 n=500; Feb. '25 W2 n=1,200; Feb. '25 W3 n=1,200; Feb. '25 W4 n=1,200; Feb. '25 W5 n=1,200; Mar. '25 W1 n=1,200; Mar. '25 W1 n=1,200; Mar. '25 W1 n=1,200; Mar. '25 W2 n=1,200; Mar. '25 W3 n=1,200; Apr. '25 W3 n=1,200]





Of those who approve of Poilievre's approach, over half (60%) agree with his approach to handling Trump





Lurrent data: April 2025

Note: Those with 1% and less combined with "Other".

His approach to handling Trump is associated with words such as strong



And why do you say that?[OPEN END]

[asked of those who approve; n=108]

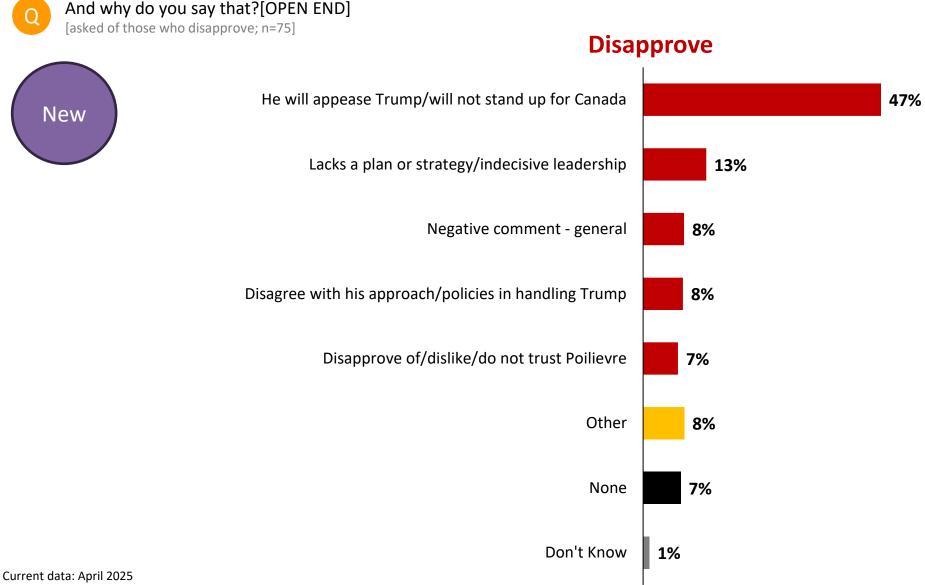
Approve



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action
      standing
                                  also
                  interests
     less
handle
 keep believe
                                        reason
     Carney person
                    plan Canadians
                        ce come Someone
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Nearly half of those who disapprove Poilievre find him Trump-aligned



Note: Those with 1% and less combined with "Other".

Poilievre critics use words such as sneaky, tough, strong, Trump to describe disapproval

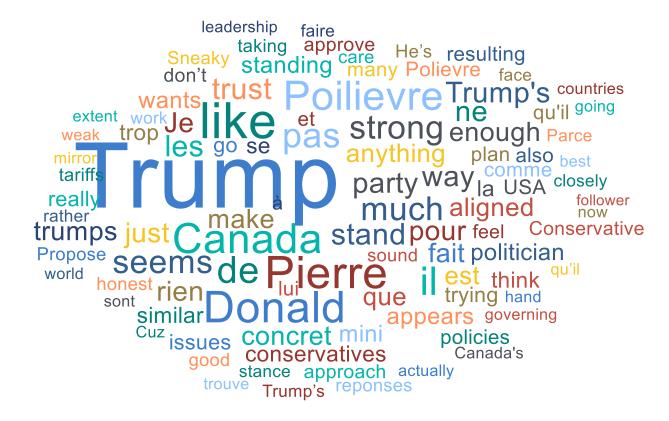


And why do you say that?[OPEN END]

[asked of those who disapprove; n=85]



Disapprove





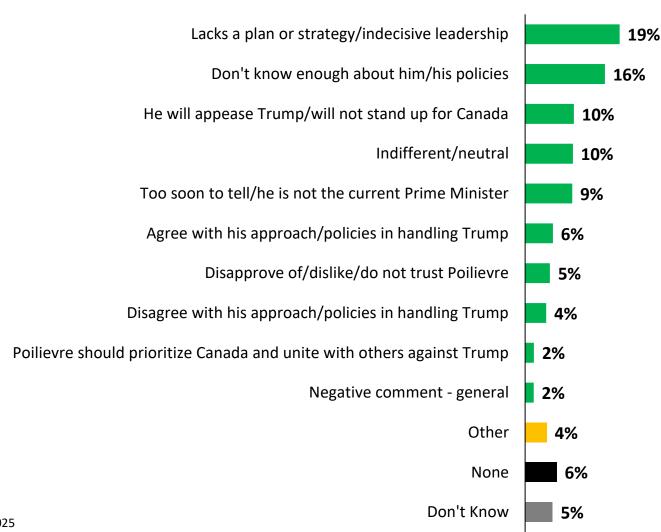
Neutral respondents either see Poilievre as lacking strategy or don't know enough about him

Neutral



And why do you say that?[OPEN END]







Current data: April 2025

Note: Those with 1% and less combined with "Other".

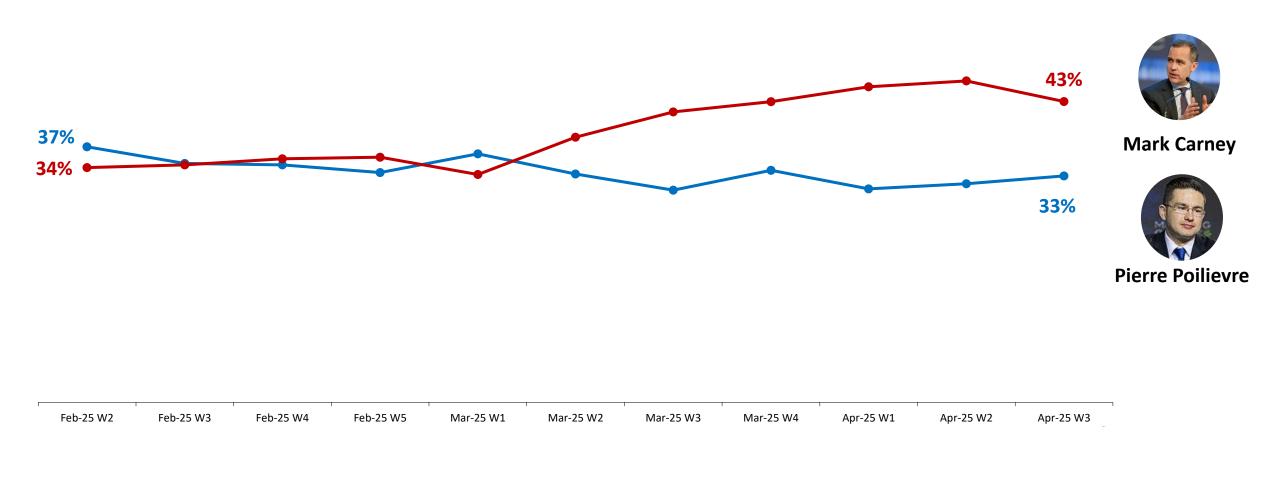
Best Leader for Canada-US Relations Tracking:

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

--- Pierre Poilievre

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=1,200; Mar. '25 W1, W2, W3, W4 each n=1,200; Apr. '25 W1, W2 each n=1,200; Apr. '25 W3 n=1,200]



Mark Carney

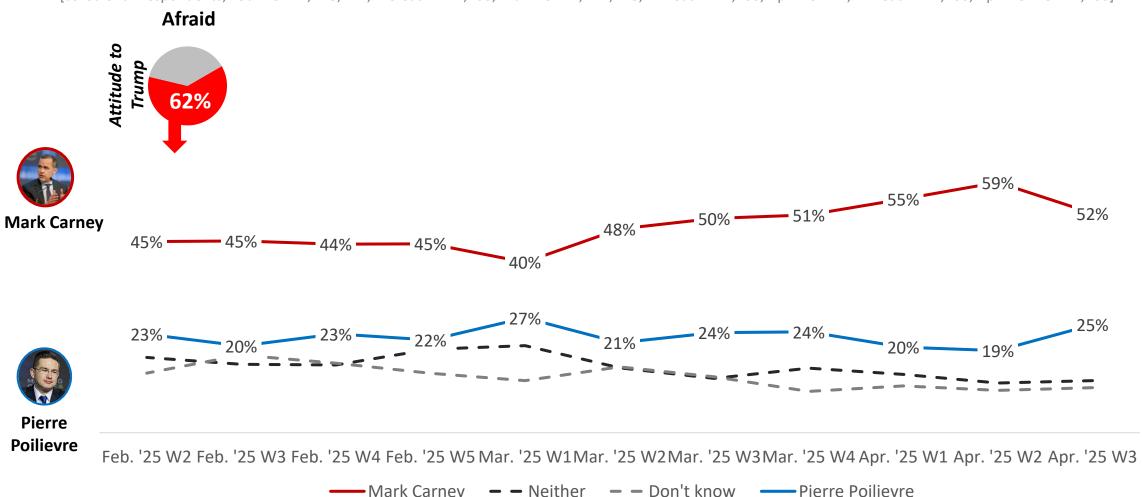
Best Leader for Canada-US Relations BY Afraid:

Over half (52%) of those 'afraid' of Trump's presidency favour Carney, down 7 points since the last wave



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=1,200; Mar. '25 W1, W2, W3, W4 each n=1,200; Apr. '25 W1, W2 each n=1,200; Apr. '25 W3 n=1,200]



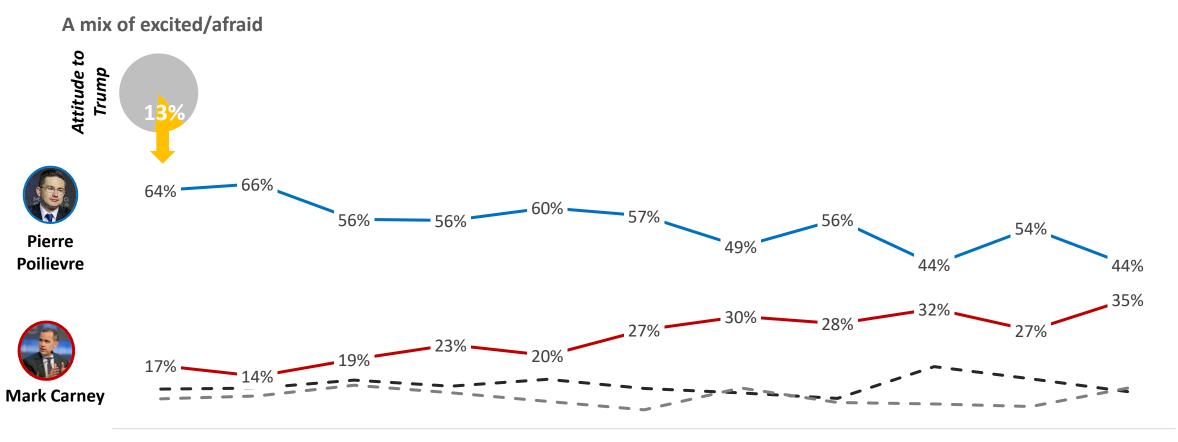
Best Leader for Canada-US Relations BY Mix of Excited/Afraid:

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



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

[asked of all respondents, Feb. '25 W2, W3, W4, W5 each n=1,200; Mar. '25 W1, W2, W3, W4 each n=1,200; Apr. '25 W1, W2 each n=1,200; Apr. '25 W3 n=1,200]



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

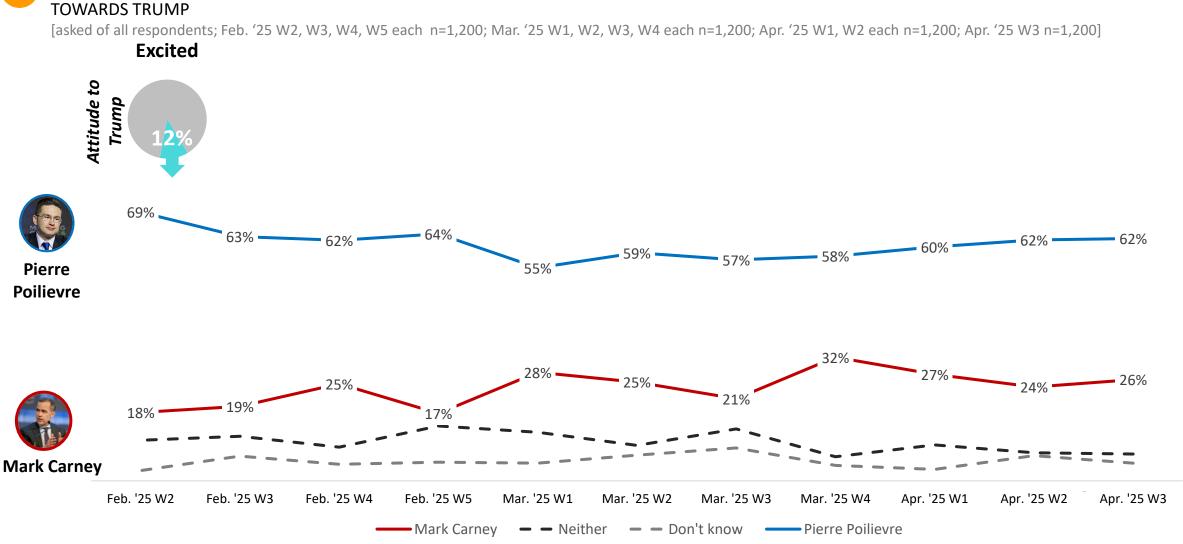
── Mark Carney — — Neither — — Don't know — Pierre Poilievre

Best Leader for Canada-US Relations:

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



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



Methodology

Survey Methodology – Week 3



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=1,200 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%

For more information, please contact:

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Consultant

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Miao Yu

Senior Consultant

RESEARCH GROUP

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Building Understanding.



Research Analyst Consultant