

# Canada This Month April Wave 4 – Pre-election

Public Opinion Research  
Release Date: April 26<sup>th</sup>, 2025  
Field Dates: April 24<sup>th</sup> to April 26<sup>th</sup>, 2025

# Study Overview



Based on our final survey leading into election day, this report covers:

- **Federal Vote Intentions**
- **Time-for-a-change sentiment**
- **Leadership**

The results show a 4-point Liberal lead among decided voters heading into election day, with strong support across Quebec, Ontario, BC, and Atlantic Canada.

A comparison of “Time-for-a-change” sentiment against recent elections shows that while Canadians are still eager to see a change in government, more feel that the Liberals are the best option to form government than was the case in 2021 or 2019. As a result, there’s a large segment of conflicted voters and these conflicted voters are also voting Liberal at higher rates than they did in the past.

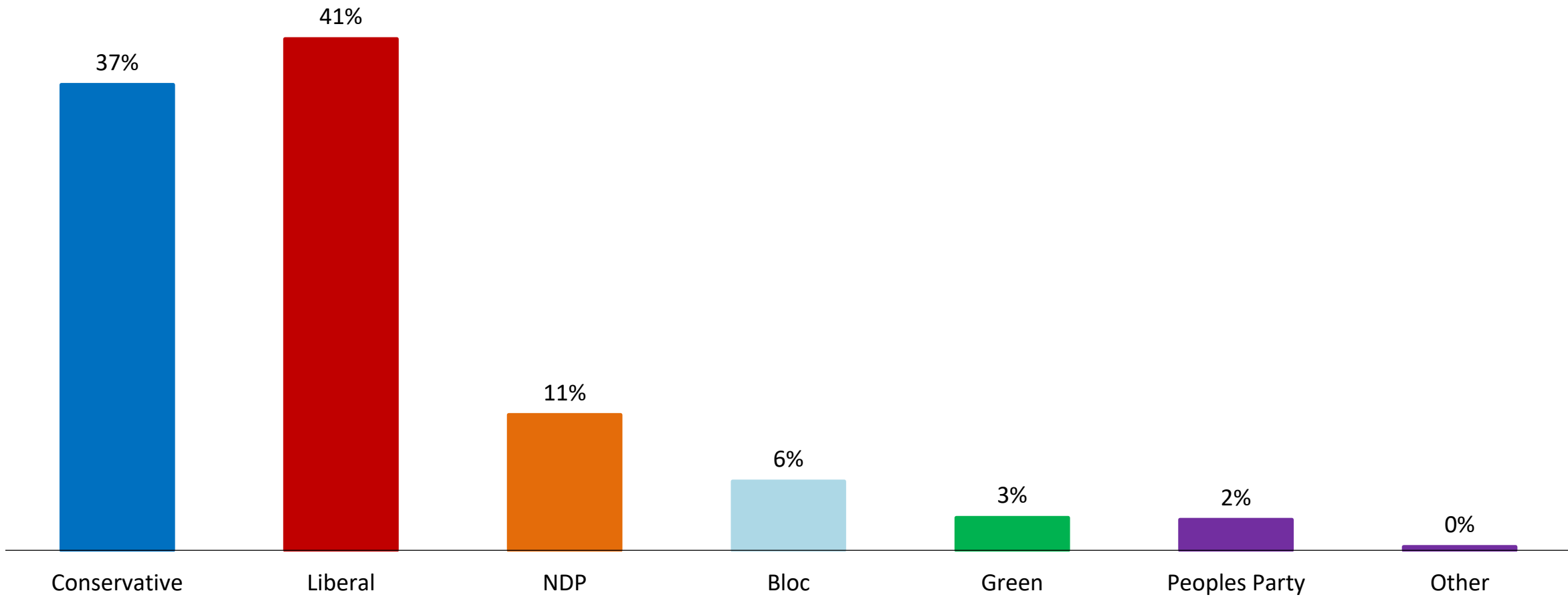


# Federal Vote

# Federal Decided Vote: Liberals are going into election day with a 4-point lead in among decided voters



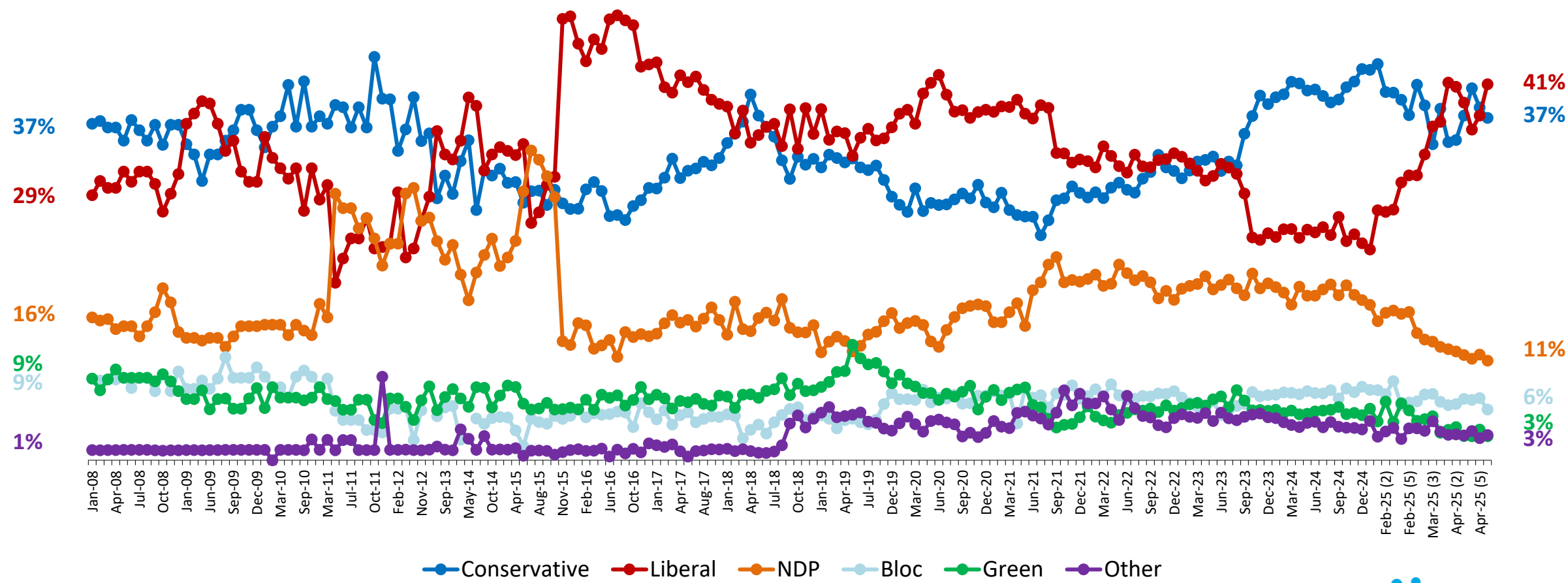
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**  
[decided voters only; n=1184]



# Federal Decided Vote Tracking: After some strong post-debate results, Conservatives are back down to 37% support among decided voters



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**  
[only decided voters; n=1184]



# Decided Vote by Region: In Ontario, Liberals are leading everywhere except Alberta and the Prairies

Decided vote by REGION

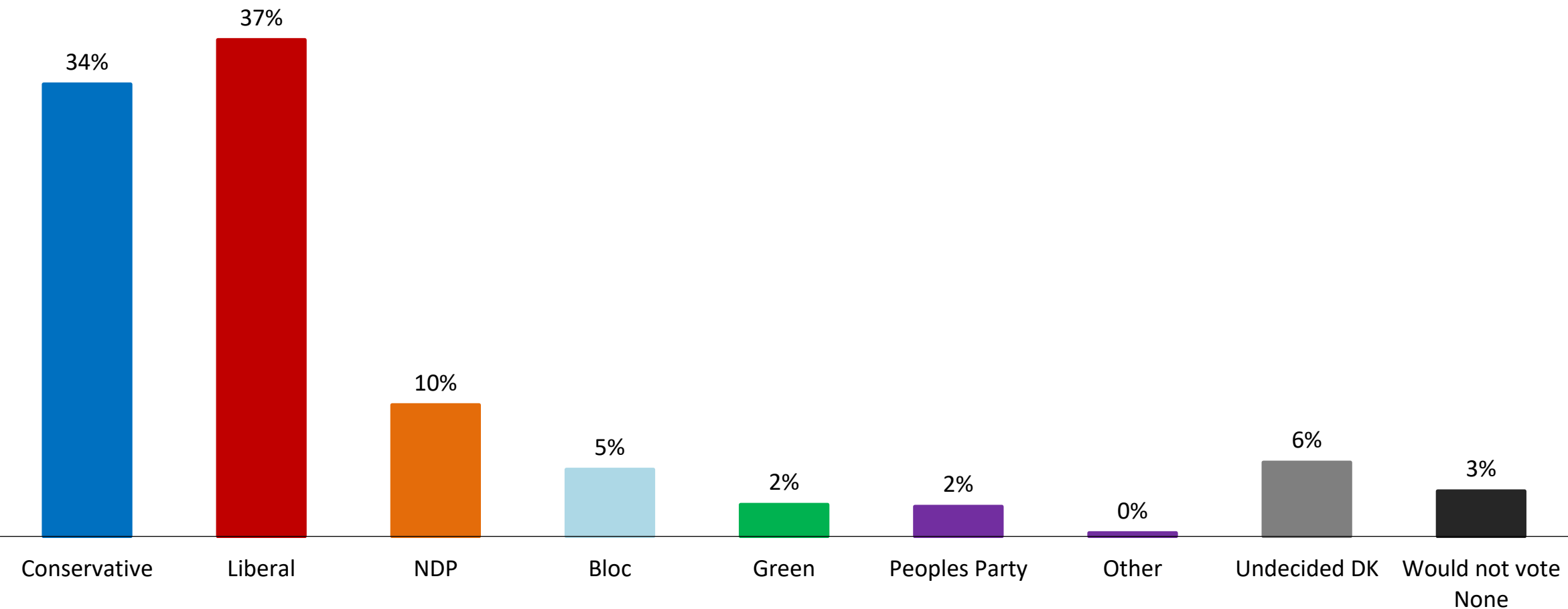
		REGION					
Decided Vote		BC	AB	Prairies	ON	QC	Atlantic
		(N=168)	(N=132)	(N=75)	(N=458)	(N=269)	(N=81)
	Conservative	34%	57%	43%	40%	25%	33%
	Liberal	43%	25%	38%	45%	39%	48%
	NDP	16%	15%	16%	8%	6%	17%
	Bloc	0%	0%	0%	0%	24%	0%
	Green	4%	0%	1%	3%	3%	1%
	Other	2%	2%	2%	4%	2%	2%

**Note:** Current data: April 2025

# Federal Combined Vote: Liberals lead by 3 among all respondents, with 9% still undecided or not planning to vote



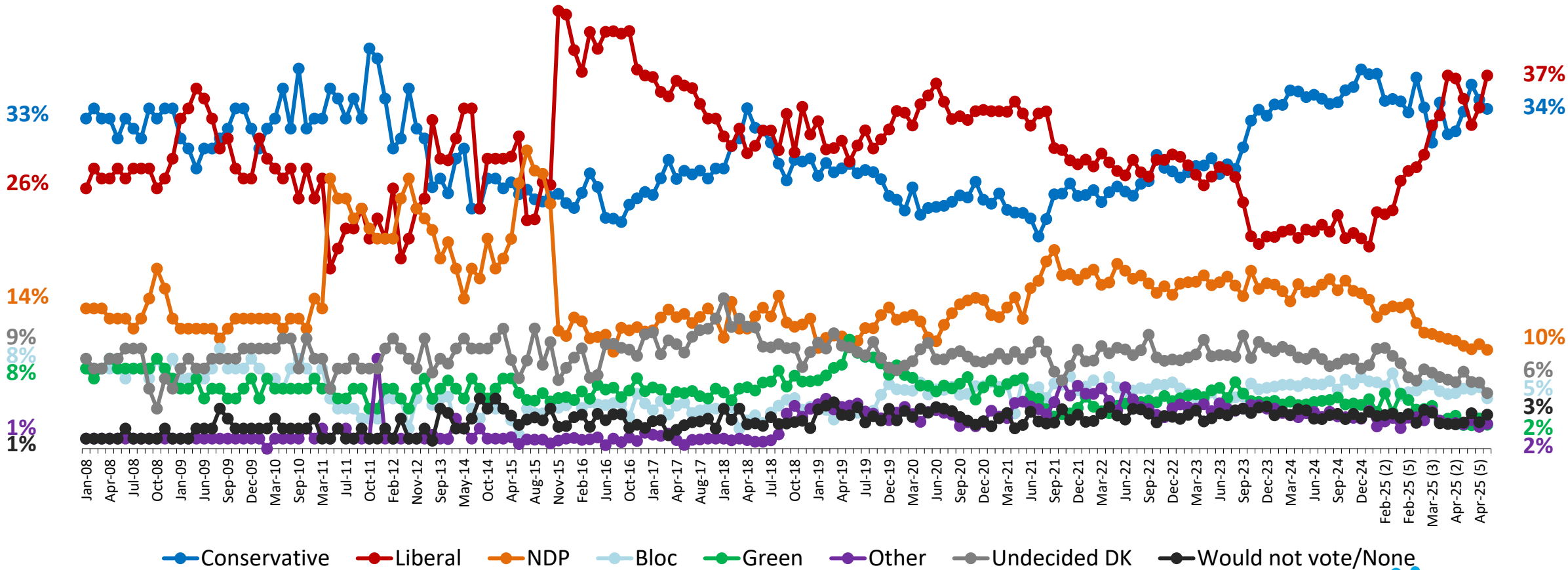
If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? [Vote + Lean]  
[asked of all respondents; n=1300]



# Federal Vote Tracking: Liberals back to a clear lead, with NDP down to 10% support among all respondents



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=1300]



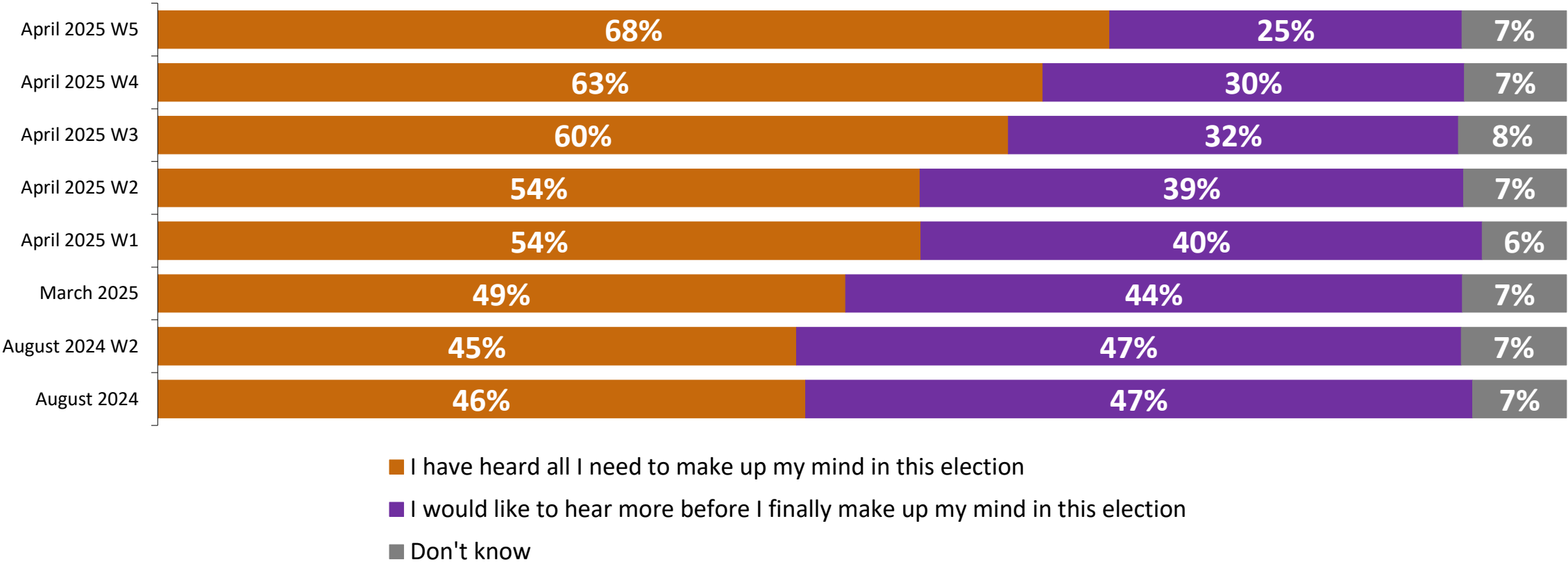


# Firmness of Vote Tracking: 1-in-4 are still open to changing their mind heading into election day



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

[asked of all respondents; n=1300]



# Firmness of Vote by First Choice: NDP, Bloc, and Green voters are still more likely to consider switching than Liberals and Conservatives

		First Choice				
Firmness of Vote		Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
		(N=442)	(N=485)	(N=128)	(N=65)	(N=31)
	I have heard all I need to make up my mind in this election	76%	75%	62%	64%	37%
	I would like to hear more before I finally make up my mind in this election	21%	21%	32%	29%	50%
	Don't know	3%	4%	6%	7%	13%

**Note:** Current data: April 2025



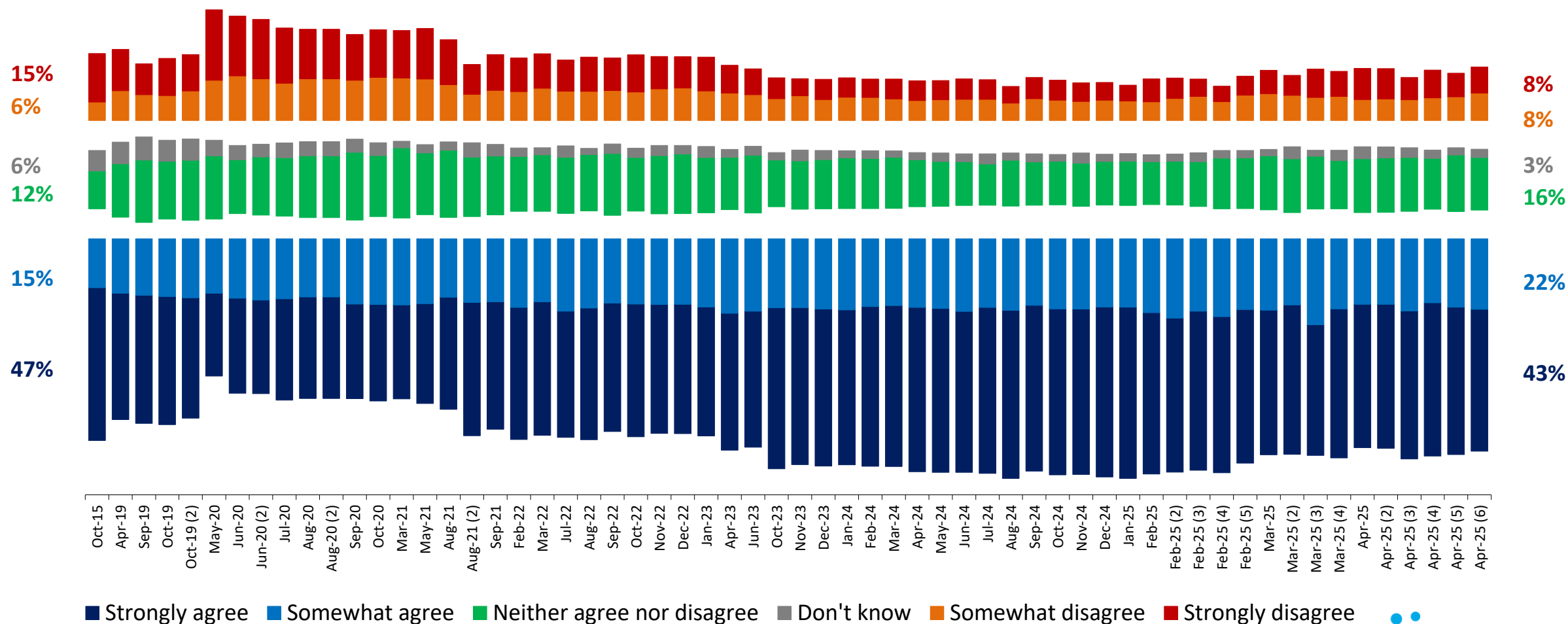
# Time for Change

# Time for Change: Agreement that it is time for a change remains high



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

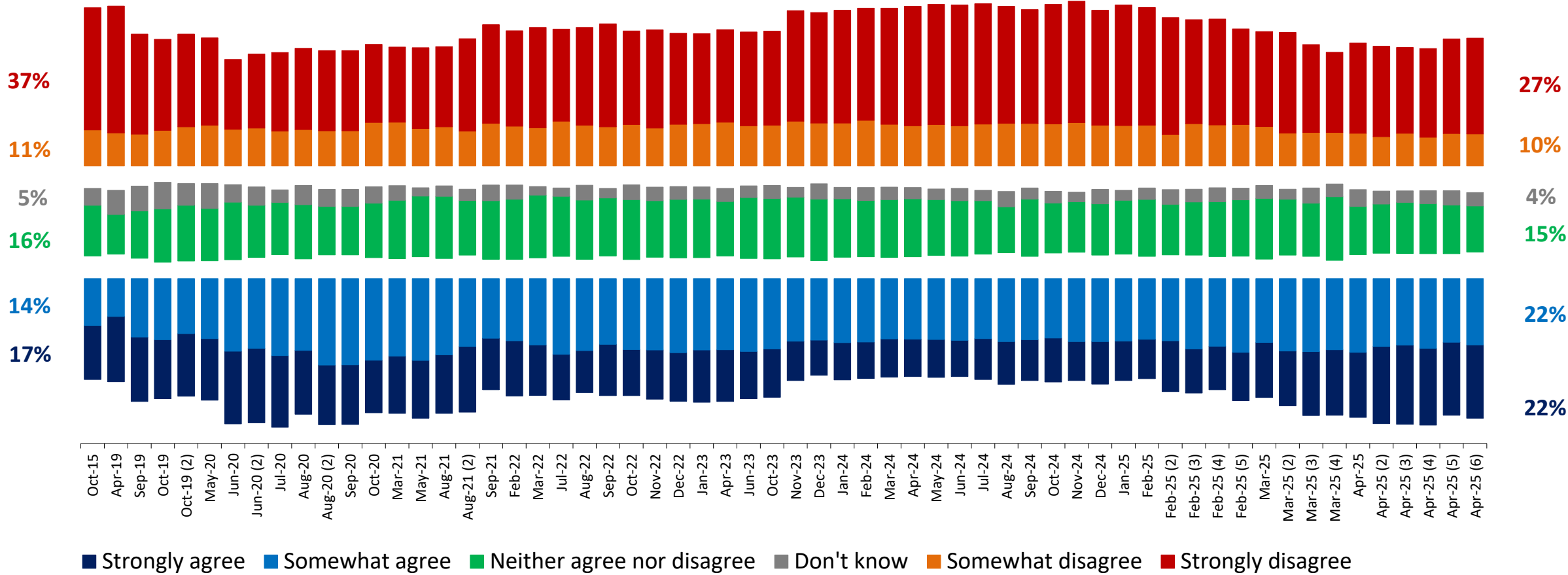
[asked of all respondents; n=1300]



# Best of a Bad Lot: However, Canadians remain more divided on whether Liberals are still best to form government



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=1300]

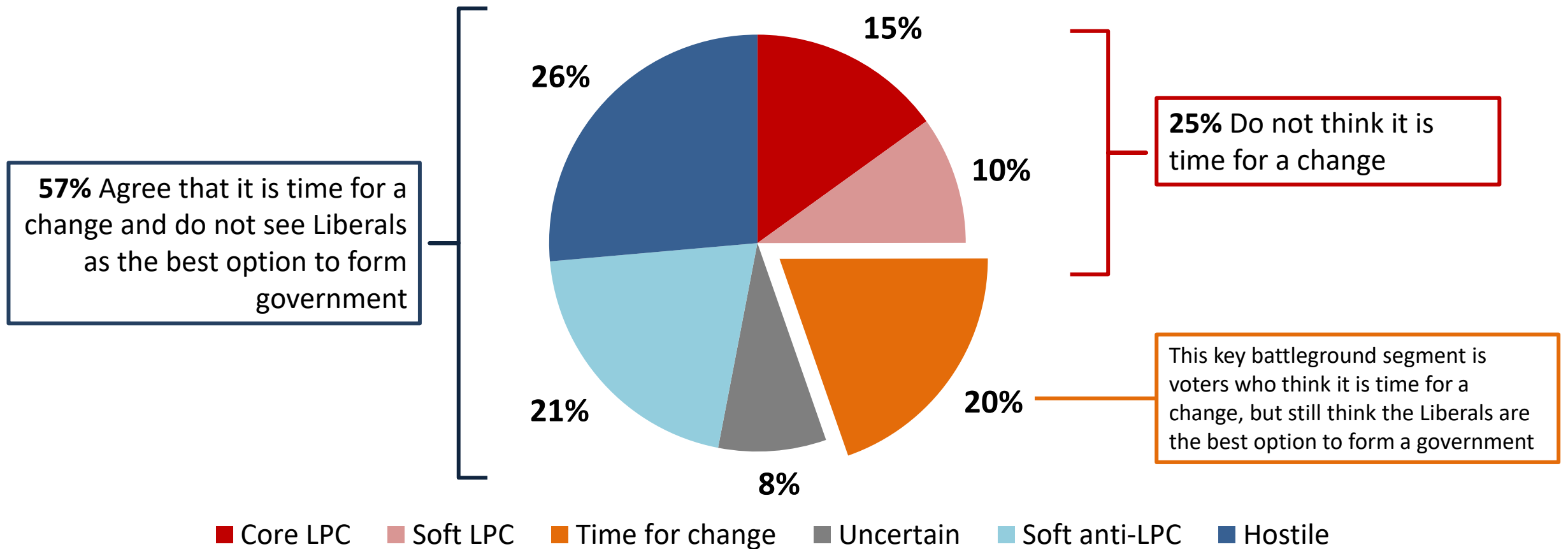




# Time for Change Segmentation: 1-in-5 voters falls into the key, conflicted 'Time-for-change' battleground



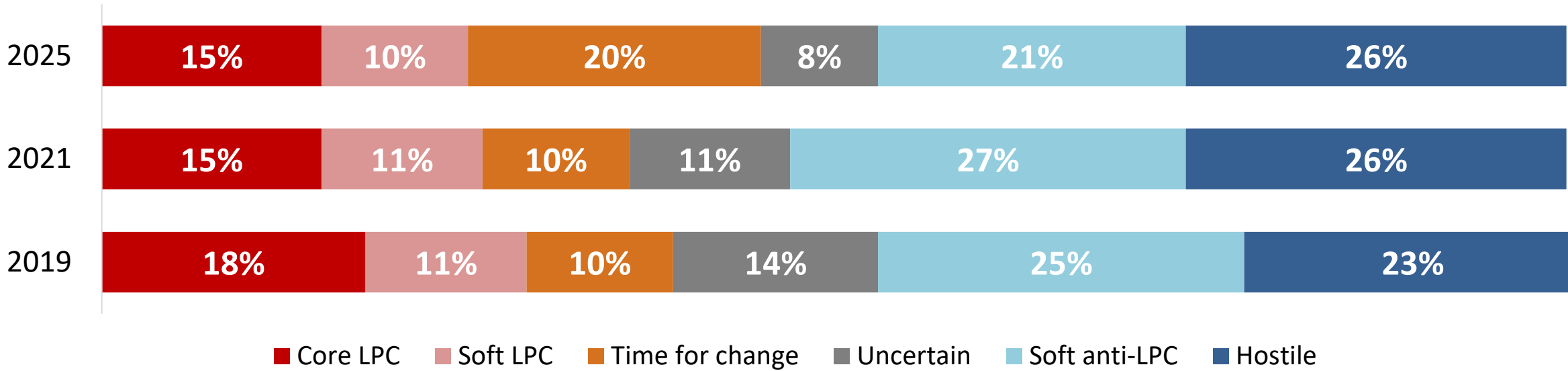
Time for Change segmentation: Agree with 'The Liberals may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Canada'.  
[asked of all respondents; n=1300]



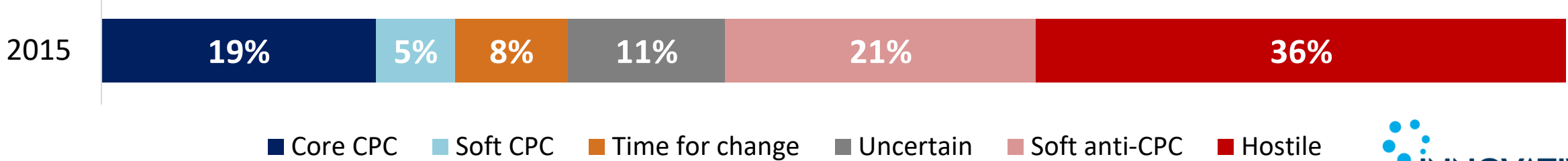
# Time for Change Segmentation: And compared to the last 3 elections, there are twice as many conflicted “Time for change” voters

## Time for Change segmentation BY Election

### Liberal incumbent



### Conservative incumbent



# Decided Vote by Time for Change: The Liberals are also winning more Soft supporters and Conflicted ‘Time-for’change’ voters than 2021

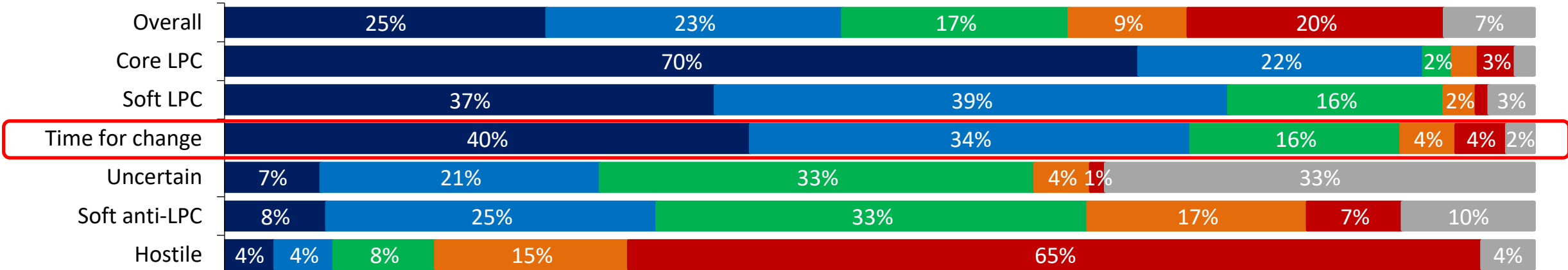
		Time for Change					
		Core LPC	Soft LPC	Time for change	Uncertain	Soft anti-LPC	Hostile
Federal Decided Vote	April 2025 (W4)						
	Conservative	0%	4%	15%	20%	45%	87%
	Liberal	89%	82%	65%	38%	11%	0%
	NDP	5%	7%	11%	20%	22%	6%
	Bloc	3%	2%	5%	11%	12%	3%
	Green	2%	3%	2%	3%	5%	1%
	Other	0%	1%	2%	6%	5%	3%
	2021 Election						
	Conservative	0%	7%	18%	20%	35%	69%
	Liberal	89%	72%	49%	33%	10%	0%
	NDP	6%	7%	22%	18%	33%	14%
	Bloc	3%	10%	6%	23%	11%	5%
	Green	1%	3%	2%	5%	3%	2%
	Other	1%	1%	4%	2%	8%	11%

**Note:** Current data: April 2025

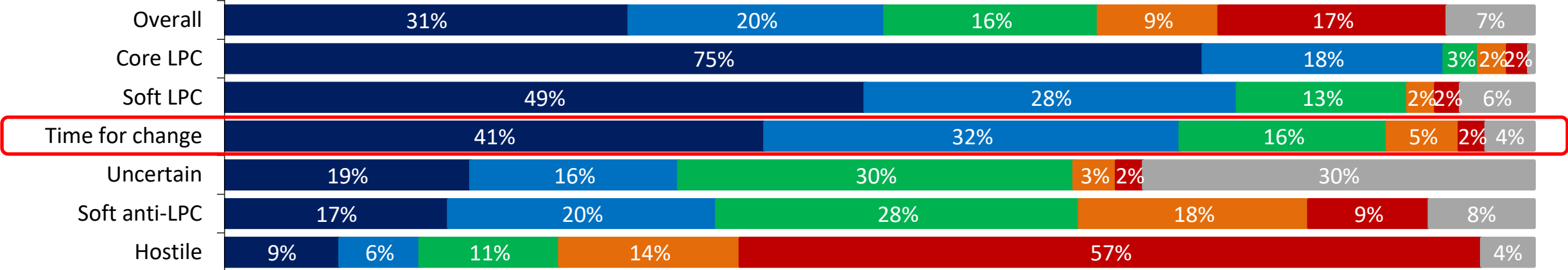
# Among this key battleground segment, over 70% agree both that Carney is uniquely equipped and Poilievre is too much like Trump

Q Do you agree or disagree with the following statements?  
[data from April 2025 Election Survey (April 15<sup>th</sup>-20<sup>th</sup>, 2025); asked of all respondents; n=2000]

## Mark Carney’s experience leaves him uniquely equipped to lead Canada at this time



## The way Pierre Poilievre talks and acts is too much like Donald Trump for me



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

# Leadership

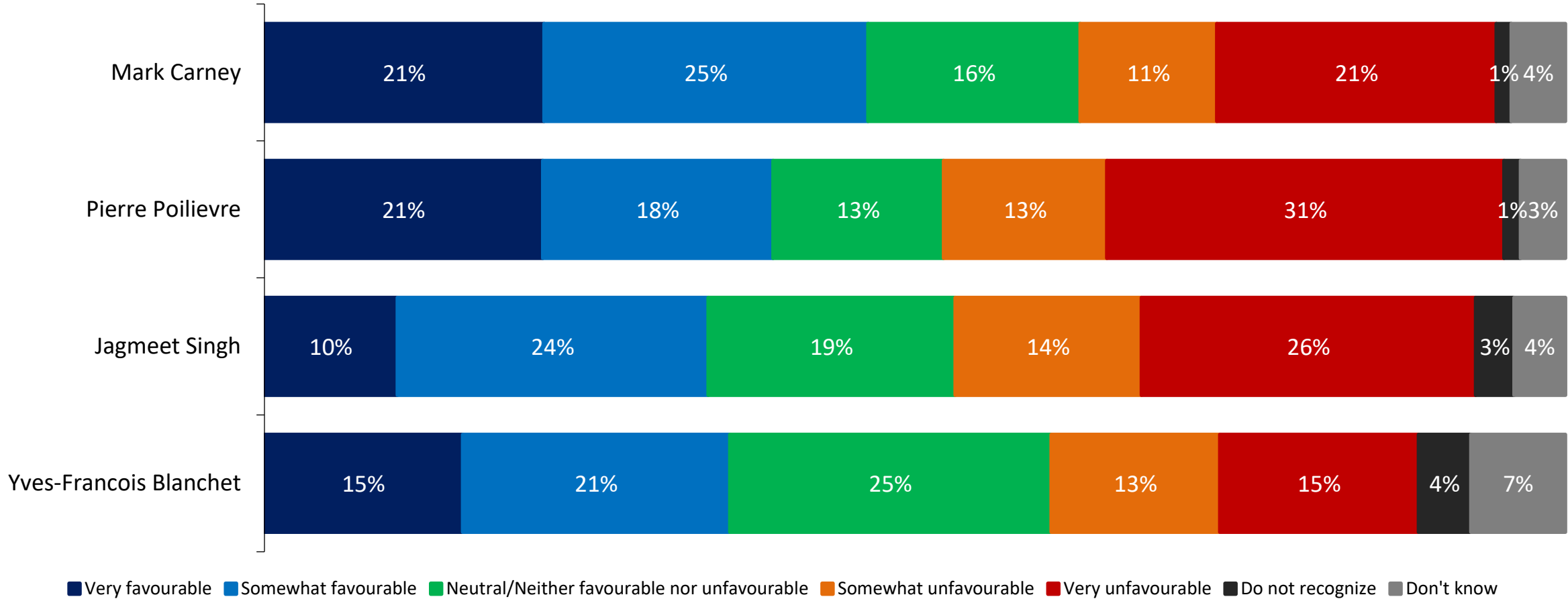


# Leader Favourables: With 46% favourable and 32% unfavourable, Carney retains the highest leadership approval



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=1300]

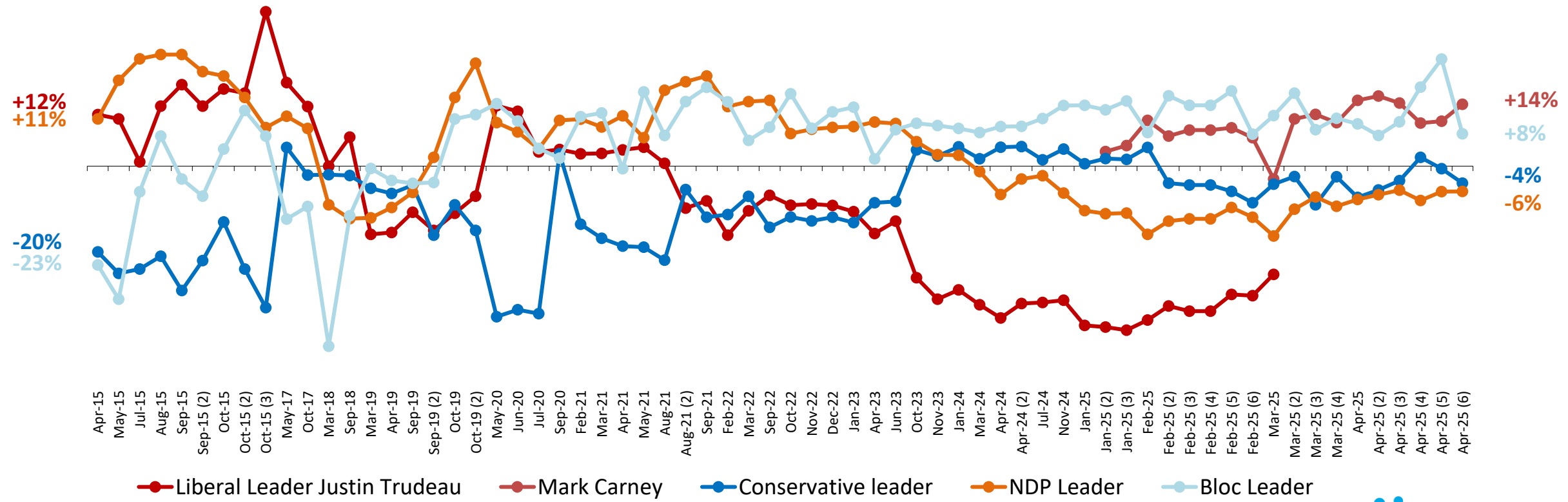


# Party Leader NET Favourables Tracking: Carney and Blanchet remain the only leaders with net positive ratings



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=0]

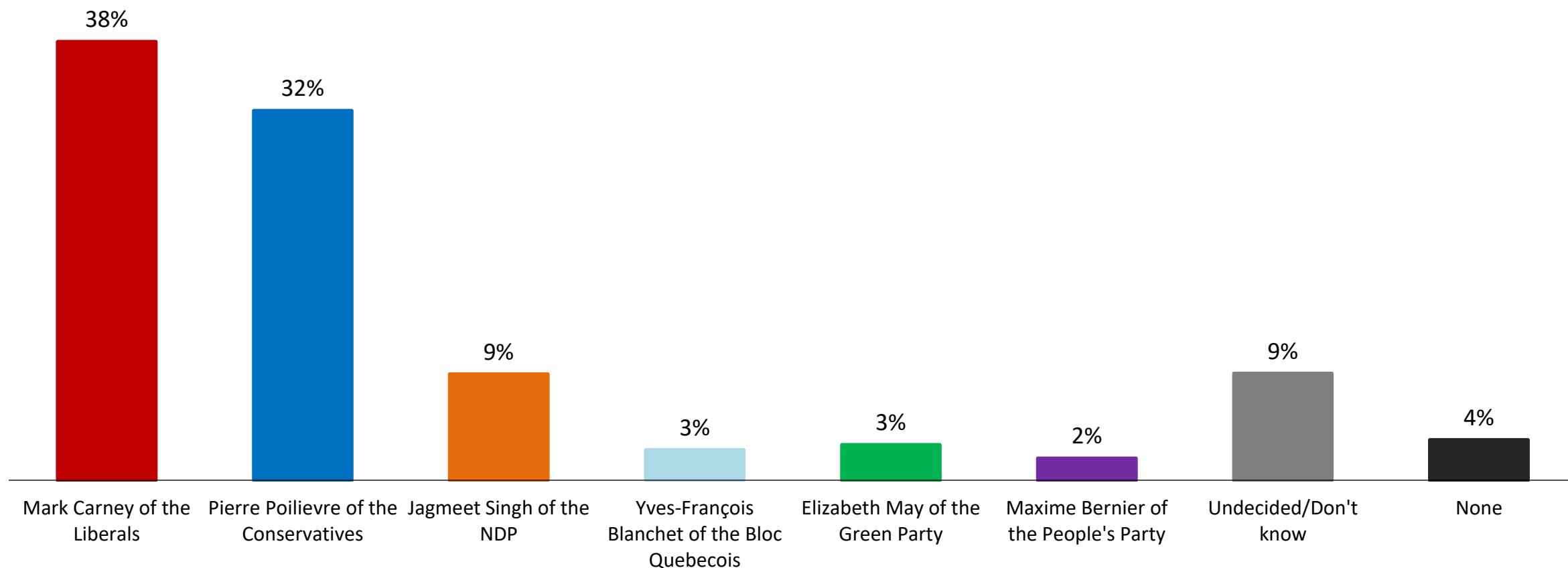


# Best Prime Minister: Carney leads by 6 on best PM – double the Liberals lead in vote intention



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

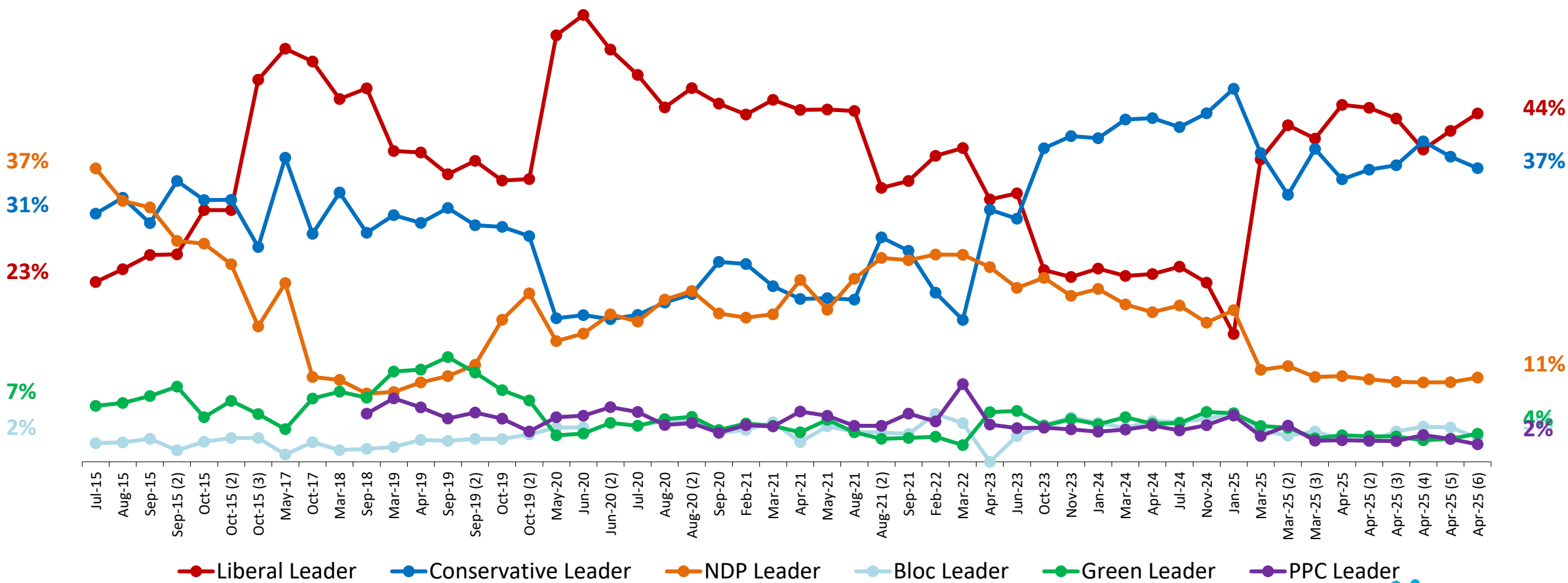
[asked of all respondents; n=1300]



# Best Prime Minister Tracking (Decided): Excluding those who are unsure, Carney leads by 7-points on best PM



Which of the following party leaders would make the best Prime Minister of Canada?  
[asked of all respondents; n=1300]



# Survey Methodology



**These are the results of an online survey conducted between April 24<sup>th</sup> and April 26<sup>th</sup>, 2025.**

**Method:** This online survey was conducted and sponsored by Innovative Research Group Inc. using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Lucid and Dynata, leading providers 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=1,587 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,300 based on Census data from Statistics Canada.

**Field Dates:** April 24<sup>th</sup> to April 26<sup>th</sup>, 2025.

**Weighting:** Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample's composition reflects that of the actual population according to Census data. Weighted and unweighted frequencies are reported in the table.

**Margin of Error:** This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

**Note:** Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	168	10.6%	172	13.3%
Men 35-54	272	17.2%	207	16%
Men 55+	323	20.4%	249	19.3%
Women 18-34	194	12.3%	172	13.3%
Women 35-54	287	18.1%	219	16.9%
Women 55+	338	21.4%	275	21.2%
British Columbia	240	15.1%	184	14.2%
Alberta	226	14.2%	144	11.1%
Prairies	139	8.8%	83	6.4%
Ontario	546	34.4%	502	38.6%
Québec	294	18.5%	299	23%
Atlantic	142	8.9%	87	6.7%



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