

# Canada This Month What happened in Quebec?

Public Opinion Research  
Release Date: May 2<sup>nd</sup>, 2025  
Field Dates: April 15<sup>th</sup>, 2025 to Apr 20<sup>th</sup>, 2025  
April 28<sup>th</sup>, 2025 to Apr 29<sup>th</sup>, 2025

# Table of Contents

|   |           |
|---|-----------|
| <b>Key Findings</b>                         | <b>3</b>  |
| <b>Party Identification</b>                 | <b>4</b>  |
| <b>Time for a Change</b>                    | <b>5</b>  |
| <b>Relevance of the Bloc Québécois</b>      | <b>7</b>  |
| <b>Importance of MP Being in Government</b> | <b>9</b>  |
| <b>Methodology</b>                          | <b>11</b> |

# What Happened in Quebec?

What happened in Quebec?

- Has there been a fundamental shift in partisanship?
- Did Quebec sense which way the wind was blowing and want to get onside with the winner?
- Or was the Liberal shift due to the unique challenge of dealing with Donald Trump?

1

**The Liberal Party now has a 6-point edge in partisanship over the Bloc.** The share of Quebecers who identify with the Liberal party has grown by 7 points since January to 31% in the April 28-29<sup>th</sup> 2025 wave. Past waves show some of the gains were likely alienated Liberals while others were Quebecers who did not previously identify with any party and were activated by the campaign.

2

**Time for a Change drives Conservatives, not Bloc voters.** Time for a change was a critical motivator for voting Conservative, but less important to Bloc voters. Conservatives looking for a future breakthrough might want to focus on building a Quebec-centered case for time for a change.

3

**Quebecers prefer their MPs to be in Government.** Nearly half (49%) prefers their MP to be in government, even if it means compromising on Quebec. The Liberals gained 7 points among these voters from Apr. 15-20<sup>th</sup> to Apr. 28-29<sup>th</sup> to stand at 48%. The Bloc needs to do better at increasing its support among voters who prefer an MP that always stands up for Quebec.

4

**Quebecers feel the Bloc is less relevant given U.S. Trade Conflict.** The trade war with Trump and the United States led 48% to say that Bloc was irrelevant in the election in the post-election survey (April 28<sup>th</sup>-29<sup>th</sup>). Even some Bloc partisans did not see the Bloc as relevant in this context. A majority of voters (54%) who thought the Bloc was irrelevant voted for the Liberal party.

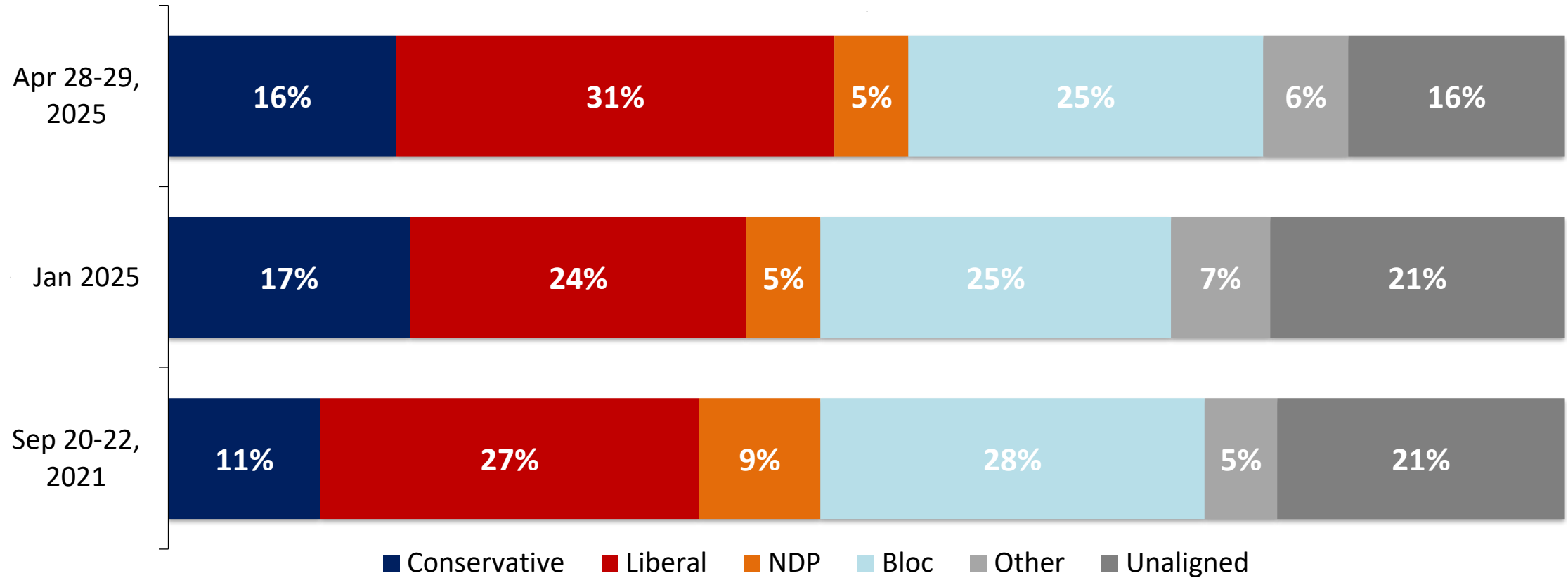
# Party Identification

The share of Quebecers who identify with the Liberal party has grown by 7 points since January to 31%



Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...

[Respondents in Quebec: April 28-29, 2025 (n=462), Jan 2025 (n=690), Sep 20-22, 2021 (n=468)]



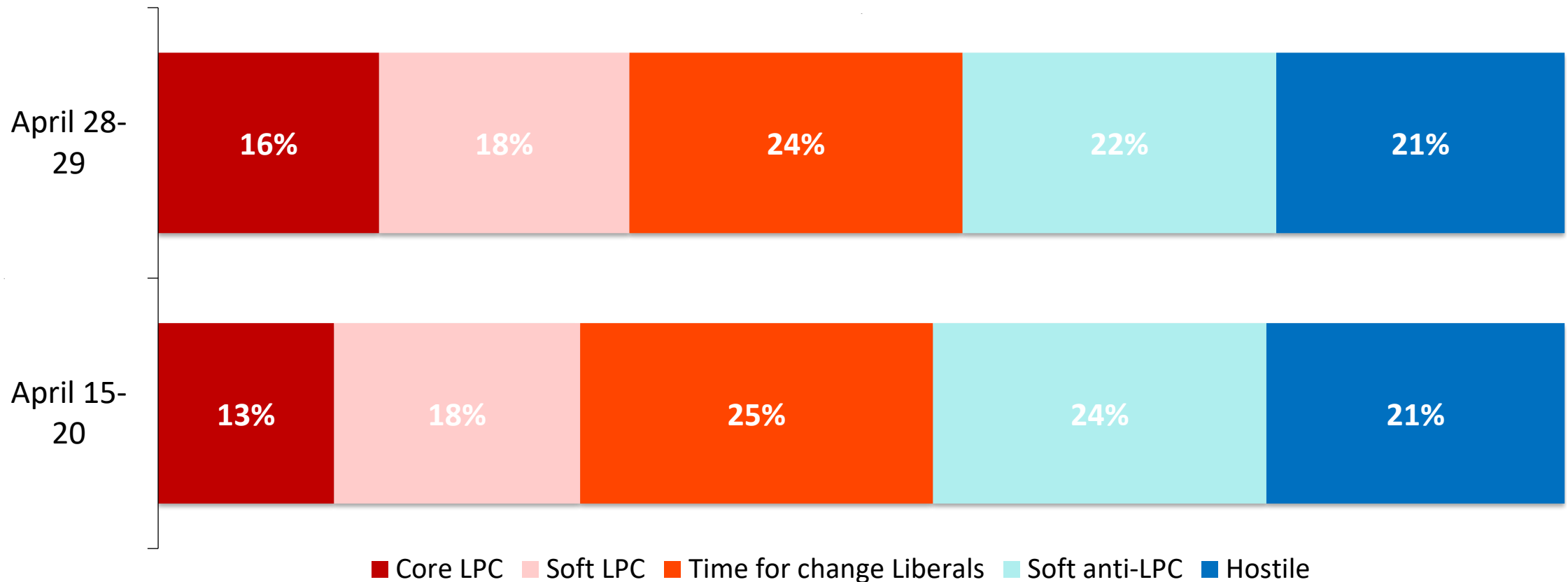
# Time for a Change

**Soft anti-LPC voters have declined slightly (-3) and Core/Soft LPC voters have increased (+3) since April 15-20<sup>th</sup>**



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'.

[Respondents in Quebec: April 28-29 (n=422); April 15-20 (n=426) ]



## Notes:

1) "Uncertain" excluded due to insufficient sample size



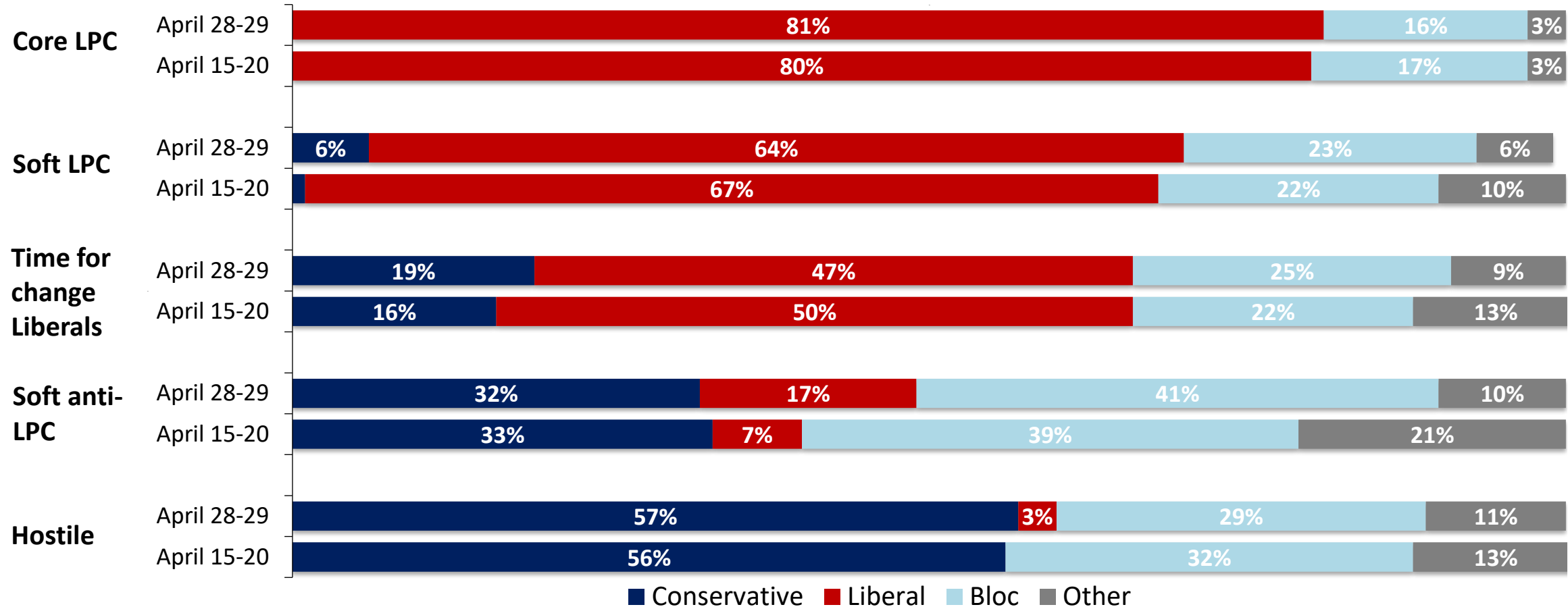
# Decided Vote by Time for a Change

Time for change Liberals stable; LPC gained (+10) among Soft anti-LPC from Apr. 15-20<sup>th</sup> to Apr. 28-29<sup>th</sup>



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly?/Thinking about the choices available in your riding, which party's candidate did you vote for? **BY** Do you agree or disagree with the following statements? - **Given the situation with Donald Trump, the Bloc Quebecois is just not relevant in this election**

[Only decided voters for April 15-20 wave (n=401) and those who voted for April 28-29 wave (n=370) in Quebec]



## Notes:

1) Green, NDP, and other parties in "Other" due to insufficient sample size; 2) "Uncertain" on Time for Change excluded due to insufficient sample size; 3) Cell counts are low (April 15-20: N=0 for Core LPC-Conservative; N=1 for Soft LPC-Conservative; N=6 for Soft anti-LPC-Liberal, N=0 for Hostile-Liberal, N=2 for Core LPC-Other, N=7 for Soft LPC-Other; April 28-29: N=0 for Core LPC-Conservative; N=4 for Soft LPC-Conservative; N=2 for Hostile-Liberal, N=2 for Core LPC-Other, N=4 for Soft LPC-Other, N=8 for Time for Change-Other, N=7 for Soft LPC-Other, N=9 for Hostile-Other)

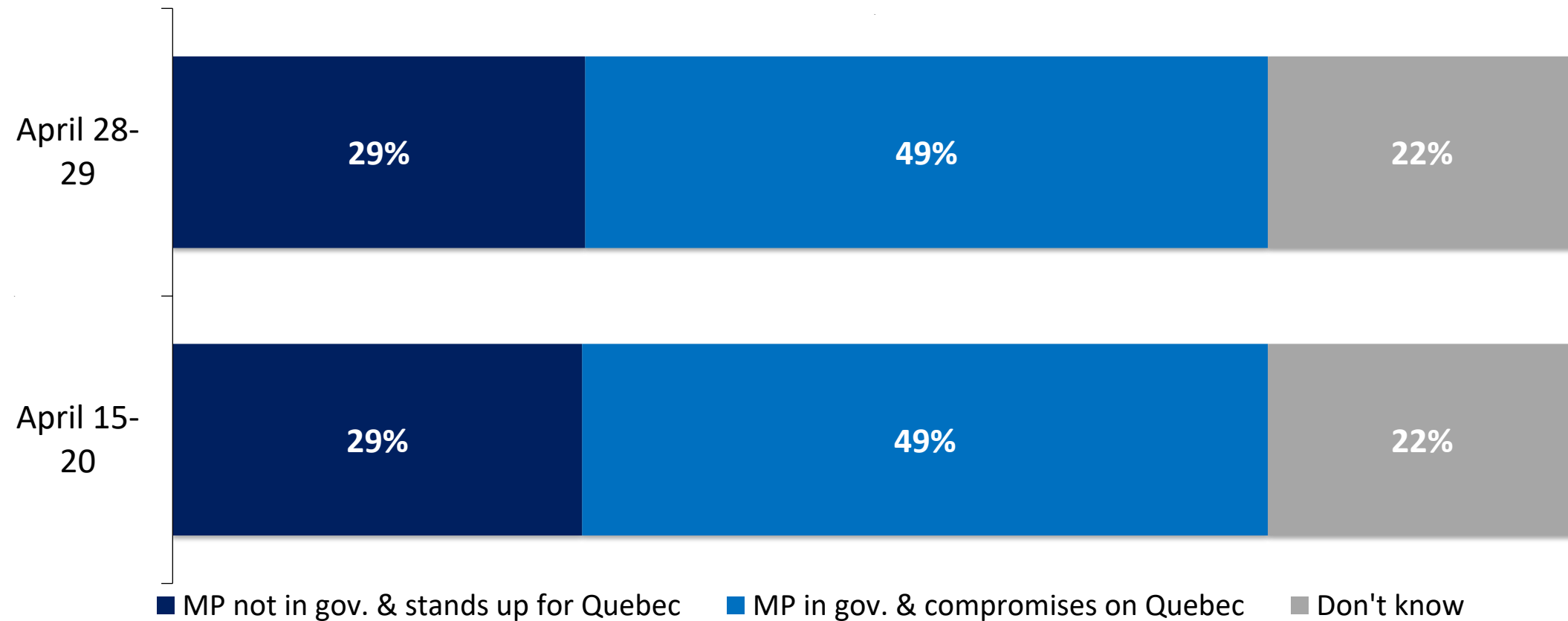
# Importance of MP Being in Government

Attitudes are stable across survey waves; A plurality (49%) prefers a MP in government who can advance Quebec's even if it means compromise



Which of these is more important to you? - An MP who is not part of the government and can always stand up for the best interests of Quebec no matter what OR An MP who is part of the government and can advance Quebec's interests even if it sometimes means compromise

[Respondents in Quebec: n=462]



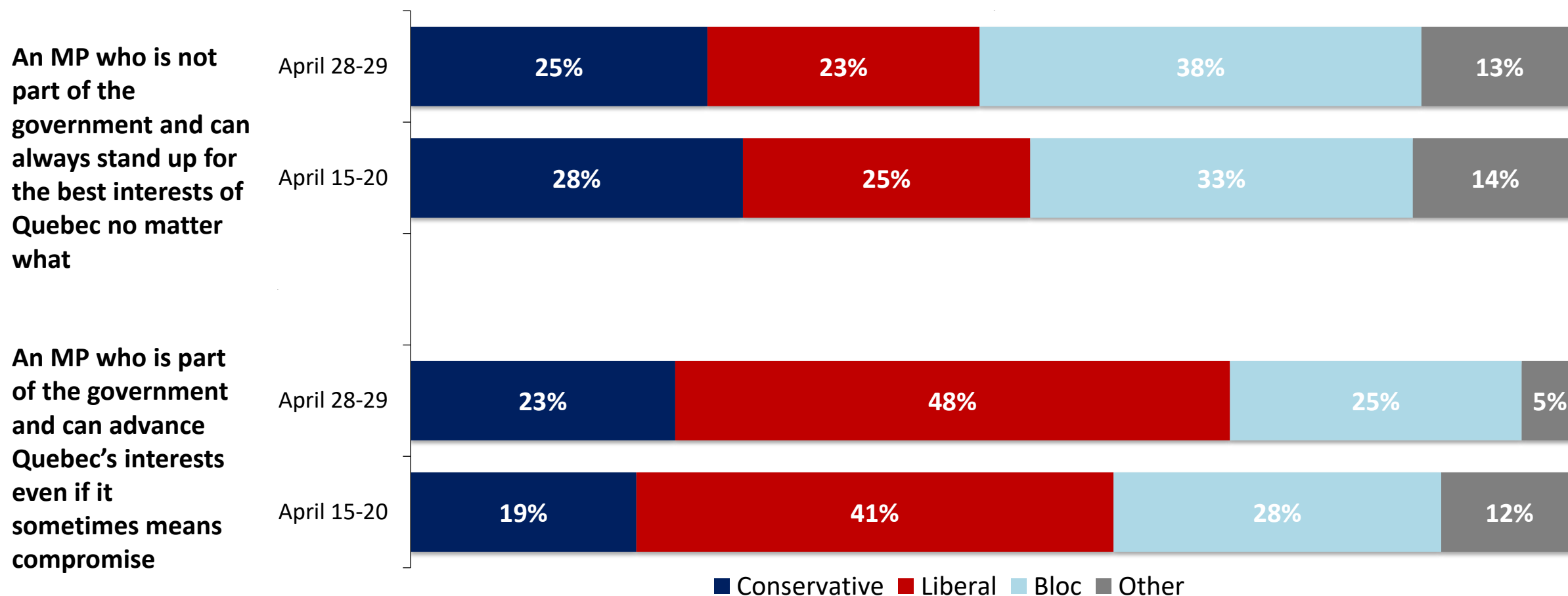
# Decided Vote by Importance of MP Being in Government

Only 38% who prefer a MP that is not in government but stands up for Quebec voted for the Bloc



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly?/Thinking about the choices available in your riding, which party's candidate did you vote for? **BY** Which of these is more important to you? - An MP who is not part of the government and can always stand up for the best interests of Quebec no matter what OR An MP who is part of the government and can advance Quebec's interests even if it sometimes means compromise

[Only decided voters for April 15-20 wave (n=417) and those who voted for April 28-29 wave (n=392) in Quebec]



## Notes:

- 1) Green, NDP, and other parties collapsed in "Other" due to insufficient sample size; 2) "Don't know" on Importance of MP Being in Government not shown due to insufficient sample size;
- 3) Some cell counts are low (for "Other" in decided vote across Importance of MP Being in Government: N=18 and N=25 respectively (April 15-20) N=15 and N=10 respectively (April 28-29))



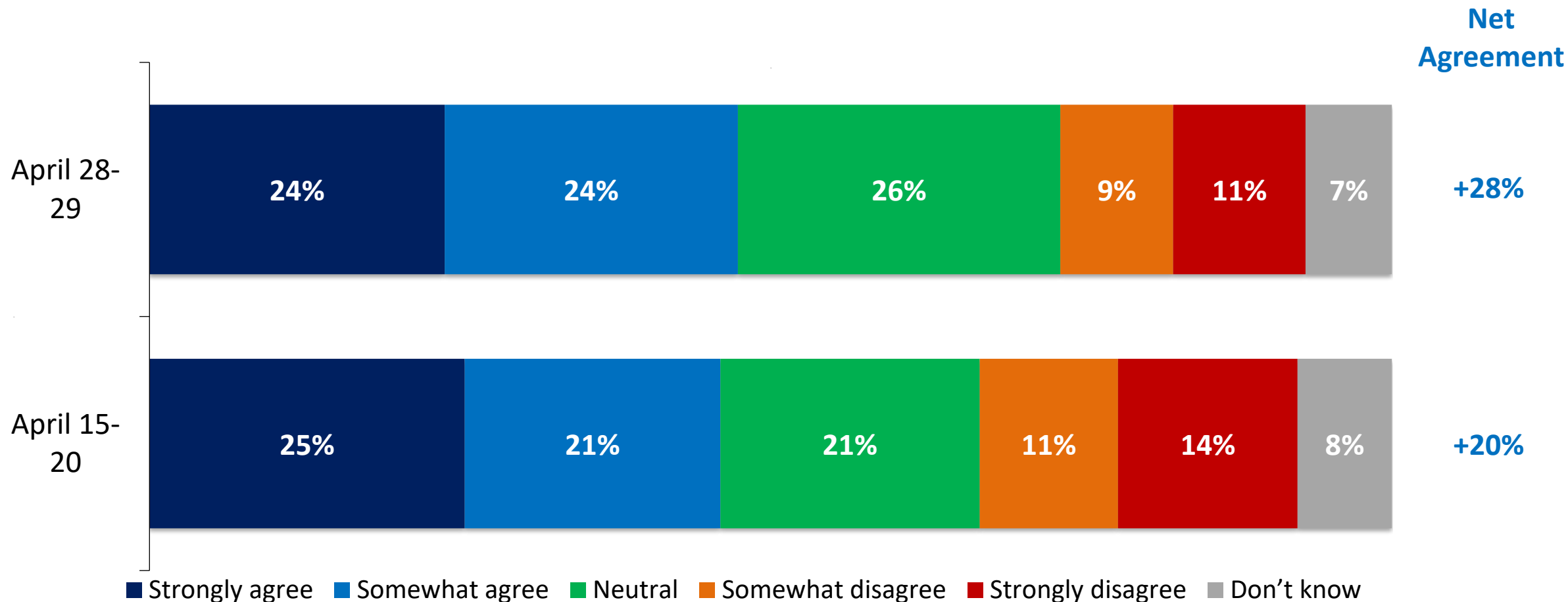
# Irrelevance of the Bloc Québécois

**Net agreement up by 8 points (28%) compared to third week of April; Share of those who think the Bloc was still relevant in April 28-29 wave (20%) is lower than share of Bloc partisans (25%)**



Do you agree or disagree with the following statements? - **Given the situation with Donald Trump, the Bloc Quebecois is just not relevant in this election**

[Respondents in Quebec: n=462]



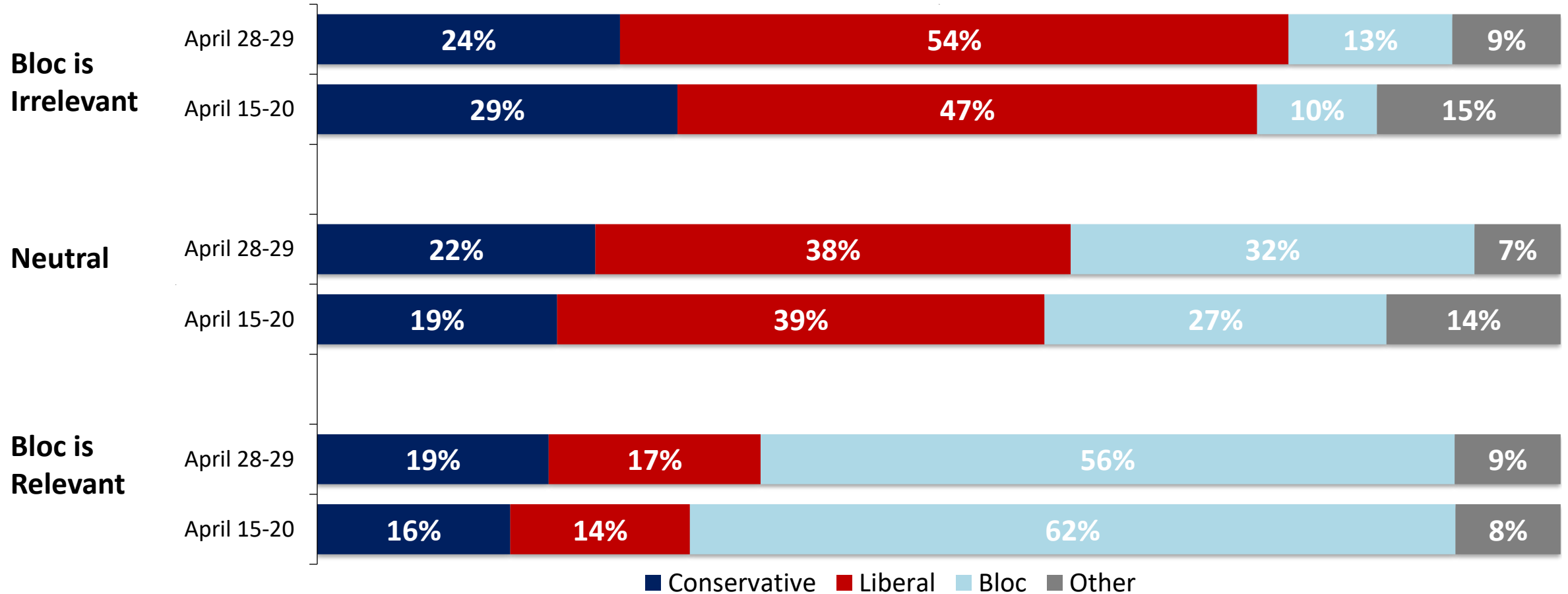
# Decided Vote by Irrelevance of the Bloc Québécois

**54% who thought that the Bloc was irrelevant voted for the Liberal party (+7 compared to April 15<sup>th</sup>- 20<sup>th</sup> wave)**



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly?/Thinking about the choices available in your riding, which party's candidate did you vote for? **BY** Do you agree or disagree with the following statements? - **Given the situation with Donald Trump, the Bloc Quebecois is just not relevant in this election**

[Only decided voters for April 15-20 wave (n=417) and those who voted for April 28-29 wave (n=392) in Quebec]



## Notes:

1) Green, NDP, and other parties collapsed in "Other" due to insufficient sample size; 2) "Don't know" on Bloc relevance not shown due to insufficient sample size; 3) Some cell counts are low (April 14-20: N=16 for Neutral-Conservative; N=17 for Disagree-Liberal; N=18 for Disagree-Conservative; N= 20 for Agree-Bloc; N= 11 for Neutral-Other; N=10 for Disagree-Other; April 28-29: N=14 for Disagree-Liberal; N=15 for Disagree-Conservative ; N=17 for Agree-Other; N= 7 for Neutral-Other; N=7 for Disagree-Other)

# Methodology

# Methodology

This online survey was conducted 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. The survey was conducted among 491 (April 15-20<sup>th</sup> wave) and 498 (April 28-29<sup>th</sup> wave) Canadian citizens living in Quebec, 18 years of age and older, from April 15, 2025 to April 20, 2025 and from April 28, 2025 to April 29, 2025 .

The sample has been weighted (n=462) by age, gender, region, education, and self-reported federal 2021 vote (April 15-20<sup>th</sup> wave) or self-reported federal 2025 vote (April 28-29<sup>th</sup> wave) using the latest available Census data to reflect the actual demographic composition of the population.

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 and tables may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

# National Weights: Age, gender, and region, education, and self-reported federal vote

Results are weighted by age, gender, region, education, and self-reported federal 2021 vote (April 15-20<sup>th</sup> wave) or self-reported federal 2025 vote (April 28-29<sup>th</sup> wave) to ensure that the overall sample's composition reflects that of the actual population according to Census data. Weighted and unweighted frequencies are reported below.

|         | April 28-29 <sup>th</sup> , 2025 |                |              |              | April 15-20 <sup>th</sup> , 2025 |                |              |              |
|---------|----------------------------------|----------------|--------------|--------------|----------------------------------|----------------|--------------|--------------|
|         | Unweighted (n)                   | Unweighted (%) | Weighted (n) | Weighted (%) | Unweighted (n)                   | Unweighted (%) | Weighted (n) | Weighted (%) |
| M 18-34 | 51                               | 10.3%          | 57           | 12.5%        | 45                               | 9.2%           | 57           | 12.4%        |
| M 35-54 | 83                               | 16.8%          | 73           | 16.0%        | 71                               | 14.5%          | 73           | 15.8%        |
| M 55+   | 111                              | 22.4%          | 97           | 21.2%        | 104                              | 21.3%          | 96           | 20.9%        |
| W 18-34 | 41                               | 8.3%           | 54           | 11.8%        | 65                               | 13.3%          | 57           | 12.5%        |
| W 35-54 | 96                               | 19.4%          | 73           | 16.0%        | 98                               | 20.0%          | 73           | 16.0%        |
| W 55+   | 113                              | 22.8%          | 103          | 22.5%        | 106                              | 21.7%          | 103          | 22.5%        |

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