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Canada This Month

Federal Leadership

First Impressions

Public Opinion Research
Release Date: May 27th, 2025
Field Dates: May 12th to May 22nd, 2025

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Study Overview

Building on findings from previous waves, this report tracks May wave 1 and wave 2 data about:

- **Federal vote**

- **Federal leadership**

- **Impressions of Mark Carney**

Key Findings

1   **Liberals hold a 3-point lead over the Conservatives,** although they have lost 3 points since the last wave. Liberals are strongest in Ontario, Quebec and Atlantic Canada, while Conservatives dominate in Alberta and the Prairies. Among decided voters, the Liberals sit at 42%, the Conservatives at 39%, and the NDP at 8%.

2   **Federal government satisfaction rose to 49% with a steady upward trend since March**. Perception of federal response to Donald Trump's presidency is improving, and nearly half (46%) of those who recently saw or heard about the Prime Minister felt more favourable as a result.

3   **Mark Carney continues to be seen as the best option for Prime Minister,** holding a 13-point lead over Poilievre overall and a 27-point lead in Quebec. Carney is ahead across all gender and age groups, and among most value clusters, except Populist Conservatives.

4   **The drivers of this early Carney momentum** that Canadians are reporting, reading, seeing, or hearing (RSH), is the perception that he is firmly **defending Canadian autonomy**, as seen in a meeting with President Trump, and the **formation of the new cabinet**.

5   **His favourability appears to be boosted by media exposure**. Among those aware of recent news about Carney, 46% said it left them feeling more favourable towards him.
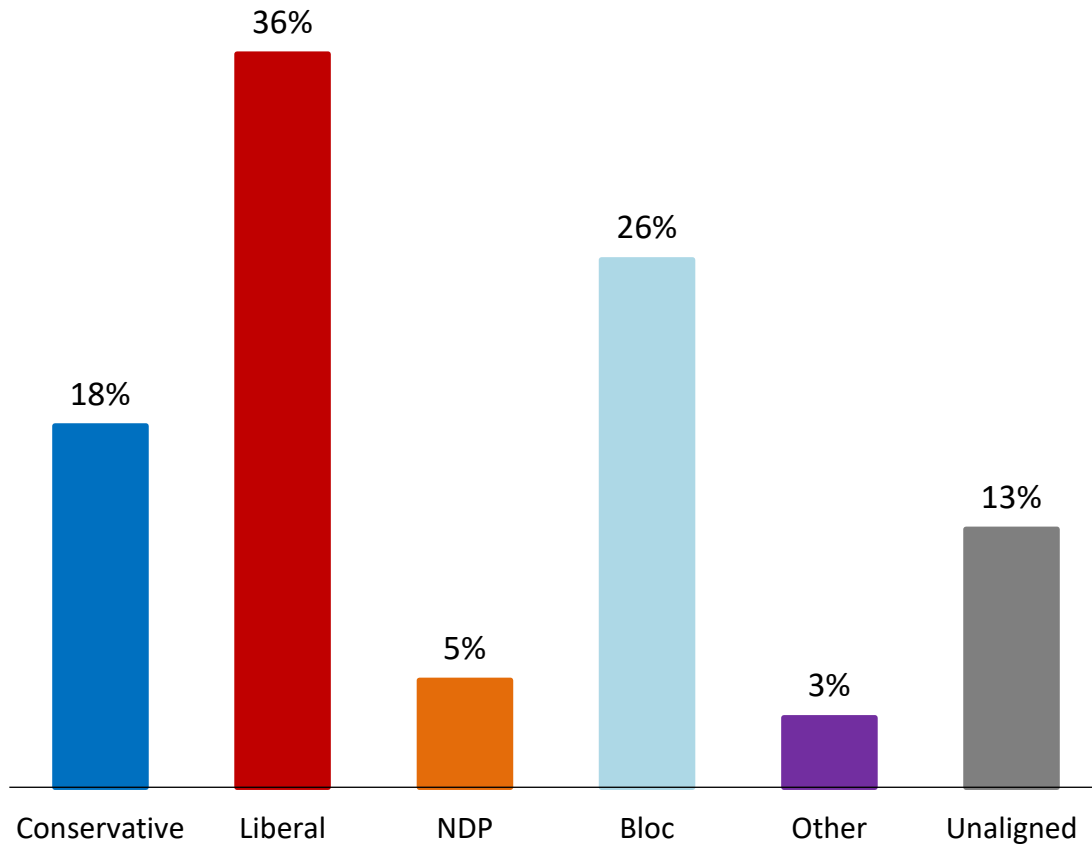
Key Voter Segments

Federal Party ID (Quebec vs. ROC):
Liberals are 10 points ahead of the Bloc in Quebec; Conservatives hold a 6-point lead over Liberals in the ROC

Party ID: Quebec
[Respondents in Quebec; n=345]

Conservative	Liberal	NDP	Bloc	Other	Unaligned
18%	36%	5%	26%	3%	13%

Party ID: Rest of Canada
[Respondents in the rest of Canada; n=1155]

Conservative	Liberal	NDP	Other	Unaligned
36%	30%	10%	5%	19%

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Current data: May 2025
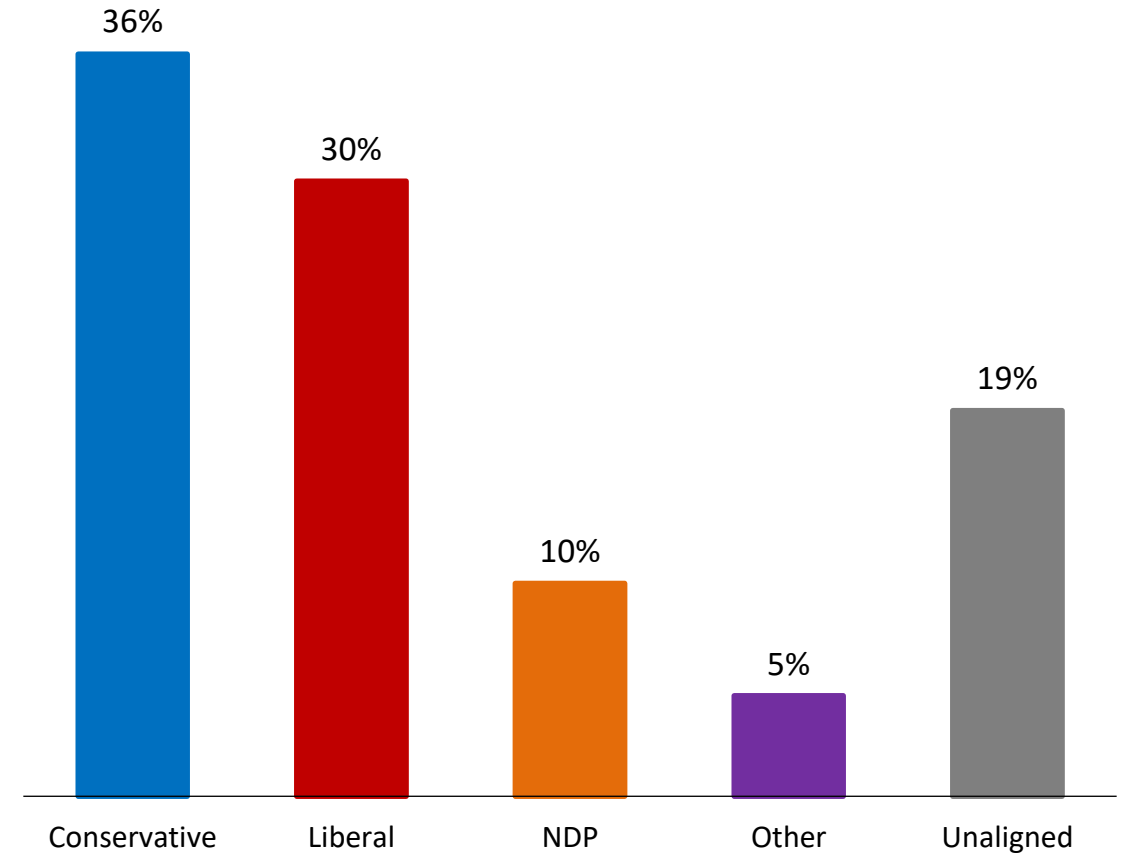
Value Clusters:

Business Liberals (25%) are the highest value cluster, followed by Pay-as-you-go Moderates at 19%

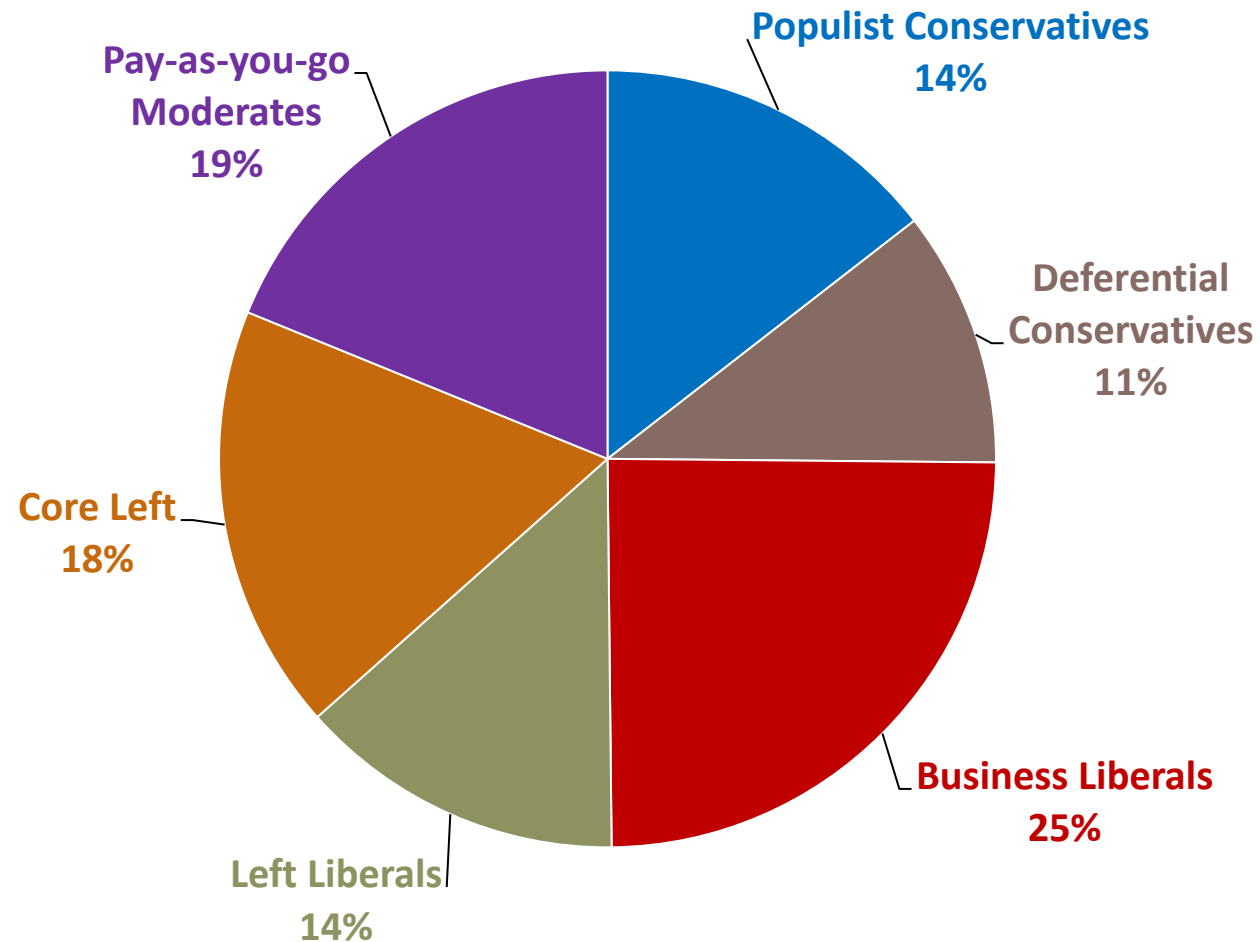**Q** Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.
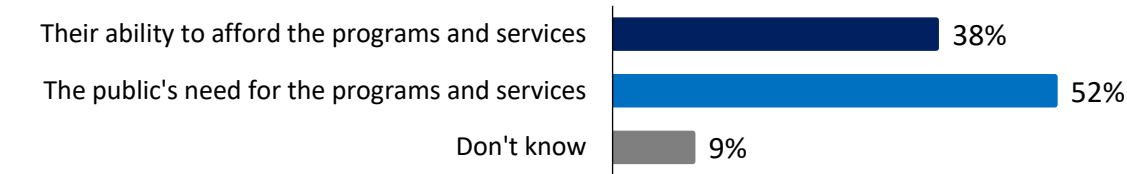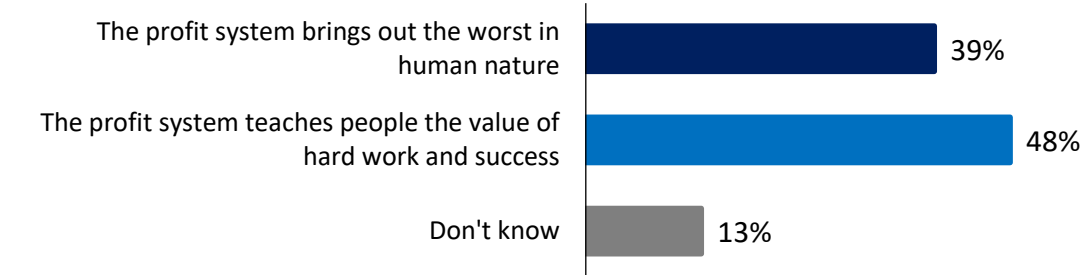[asked of all respondents; n=1,500]

Populist Conservatives
14%

Deferential Conservatives
11%

Business Liberals
25%

Left Liberals
14%

Core Left
18%

Pay-as-you-go Moderates
19%

Current data: April 2025

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Core Political Values:

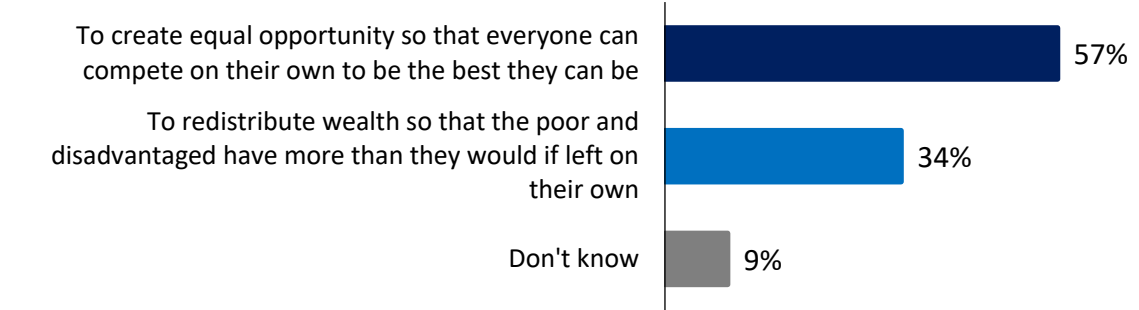## Over half believe the government should create equal opportunity and spend based on the public's need

Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?
[asked of all respondents; n=1,500]

- Their ability to afford the programs and services: **38%**
- The public's need for the programs and services: **52%**
- Don't know: **9%**

Q Is the main role of government to…?
[asked of all respondents; n=1,500]

- To create equal opportunity so that everyone can compete on their own to be the best they can be: **57%**
- To redistribute wealth so that the poor and disadvantaged have more than they would if left on their own: **34%**
- Don't know: **9%**

Q Which of the following statements comes closest to your view?
[asked of all respondents; n=1,500]

- The profit system brings out the worst in human nature: **39%**
- The profit system teaches people the value of hard work and success: **48%**
- Don't know: **13%**

Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=1,500]

- Too often the government listens to experts instead of common sense: **51%**
- Provincial issues are complicated so government should listen to experts when it comes to policy: **37%**
- Don't know: **12%**

Current data: April 2025

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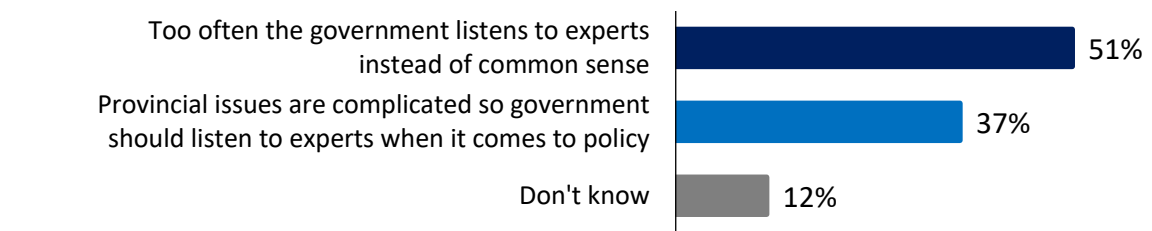
Defining Value Clusters:
Populists lean on common sense; Deferentials prefer expert advice

Core Political Values by Value Clusters

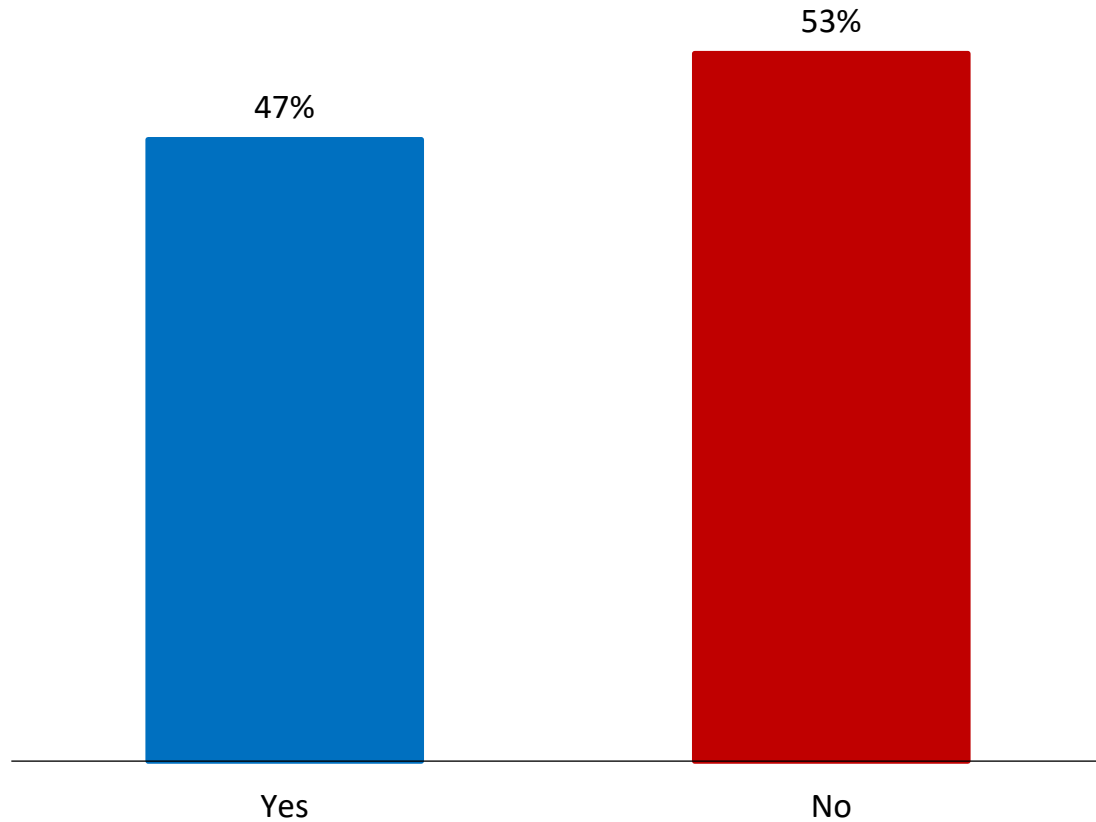| Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on…	Ability to afford	92%	92%	0%	0%	0%	80%
	Public Need	0%	0%	95%	91%	92%	0%
Is the main role of government to…?	Create equal opportunity	96%	74%	60%	97%	0%	37%
	Redistribute wealth	0%	22%	29%	0%	98%	39%
When it comes to government decision making…	Rely on common sense	100%	0%	46%	59%	44%	52%
	Listen to experts	0%	94%	44%	27%	44%	24%
The profit system…	Brings out the worst in human nature	0%	0%	0%	85%	85%	67%
	Teaches value of hard work and success	90%	94%	92%	0%	0%	10%

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Read, Seen, Heard

Federal Read, Seen, Heard:

Among those who had recently read, seen, or heard about PM, 46% report feeling more favourable toward PM

Q Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?
[Asked of all respondents; n=1500]

- Yes: 47%
- No: 53%

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?
[Asked of those who have RSH; n=701]

- A lot more favourable: 17%
- Somewhat more favourable: 29%
- Made no difference: 33%
- Somewhat less favourable: 7%
- A lot less favourable: 14%

Current data: May 2025

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Read, Seen, Heard Tracking:

53% of respondents say they have not read, seen, or heard anything about PM in last few days

Q Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?
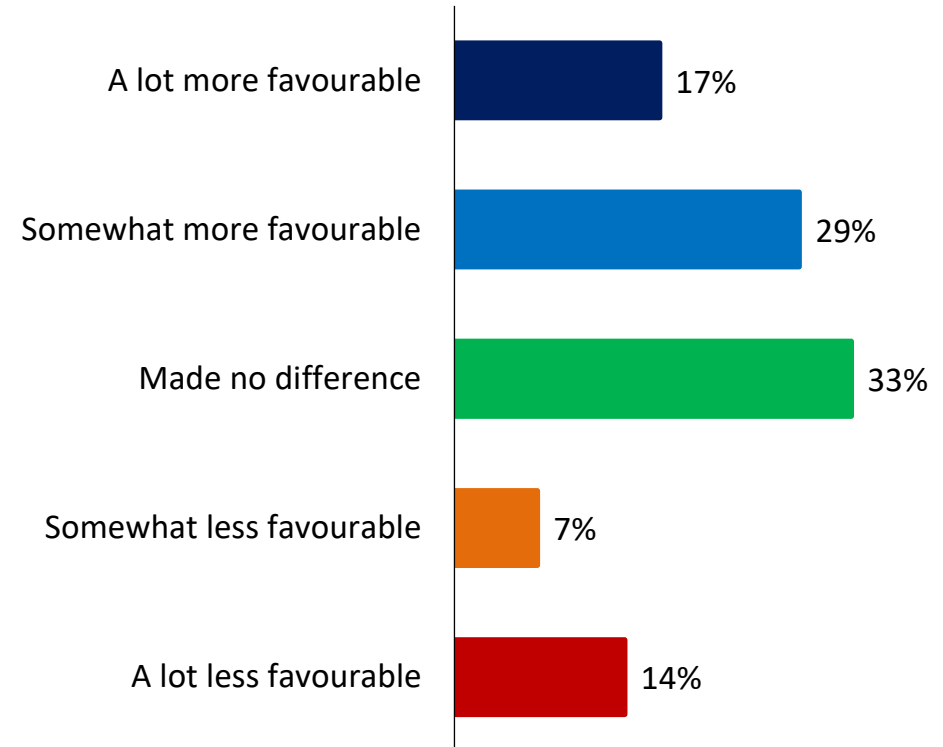[asked of all respondents; n=1500]

55%

47%

Yes

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Federal Read, Seen, Heard, Impact Tracking:
Among respondents who have heard of PM recently, NET favourability toward PM remains positive

Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?
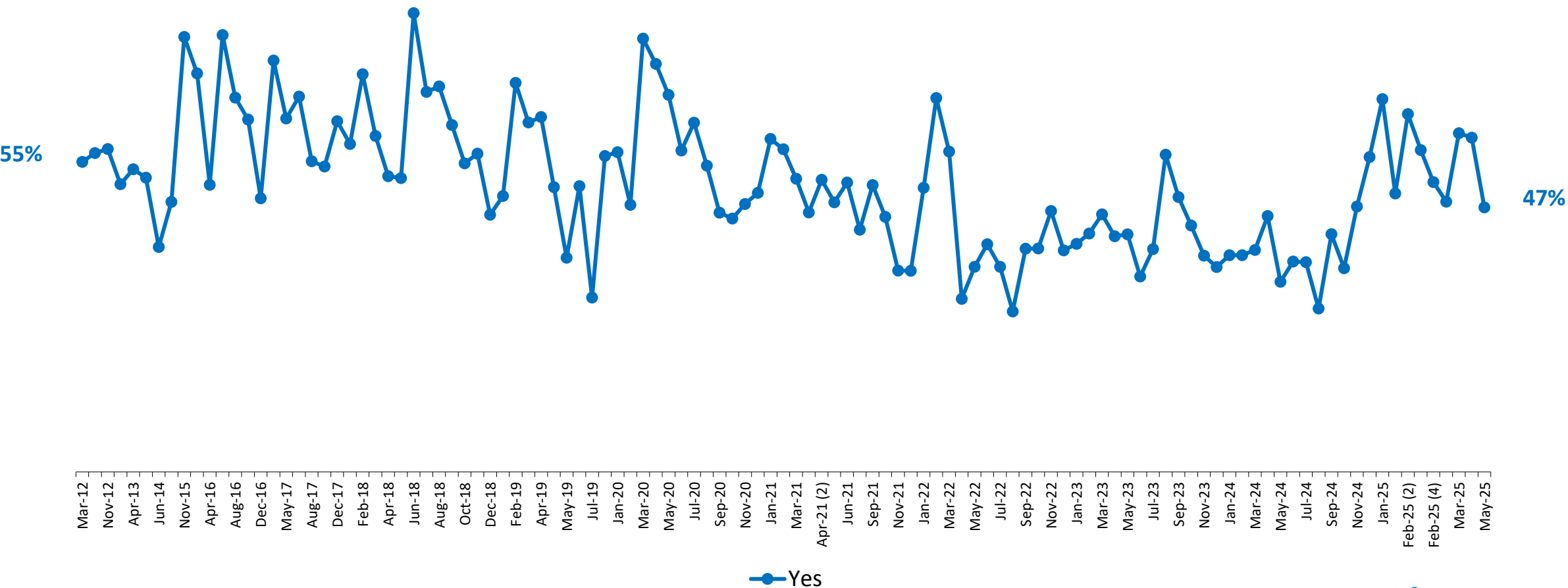
[asked of those who have RSH; n=701]

Legend: ■ A lot more favourable ■ Somewhat more favourable ■ Made no difference ■ Somewhat less favourable ■ A lot less favourable

Impact of RSH on PM and Federal Government:
Carney's meeting with Trump and formation of new cabinet had most mentions and largest impact

Q And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days?   **Impact by RSH**

[Asked of those who RSH about Mark Carney and the Liberals; May W1 n=421]

	More fav.	No Difference	Less fav.	NET
Carney's meeting with Trump — 45%	58%	29%	12%	+46
Carney forming new cabinet (positive/neutral mentions) — 24%	44%	48%	8%	+36

- Carney's meeting with Trump: **45%**
- Carney forming new cabinet (positive/neutral mentions): **24%**
- General negative opinions: **4%**
- Election news/recounts: **4%**
- News/social media/announcements: **4%**
- Carney's responses to Trump/standing up for Canada: **3%**
- General positive opinions: **2%**
- Meeting with Premiers/issues/trade agreements: **1%**
- Trump tariffs: **1%**
- Housing crisis/Housing funding initiatives/Home building: **1%**
- Carney forming new cabinet (negative mentions): **1%**
- Healthcare/Healthcare funding initiatives (Pharmacare, Dental Care Plan): **1%**
- Other: **6%**
- None: **1%**

Note: 'Other' includes responses <1%. 'Refused' and 'Don't know' <1%.

Impact of RSH on PM and Federal Government (Verbatim):
Carney's meeting with Trump and formation of new cabinet had most mentions and largest impact

Q And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days?

[Asked of those who RSH about Mark Carney and the Liberals; May W1 n=421]
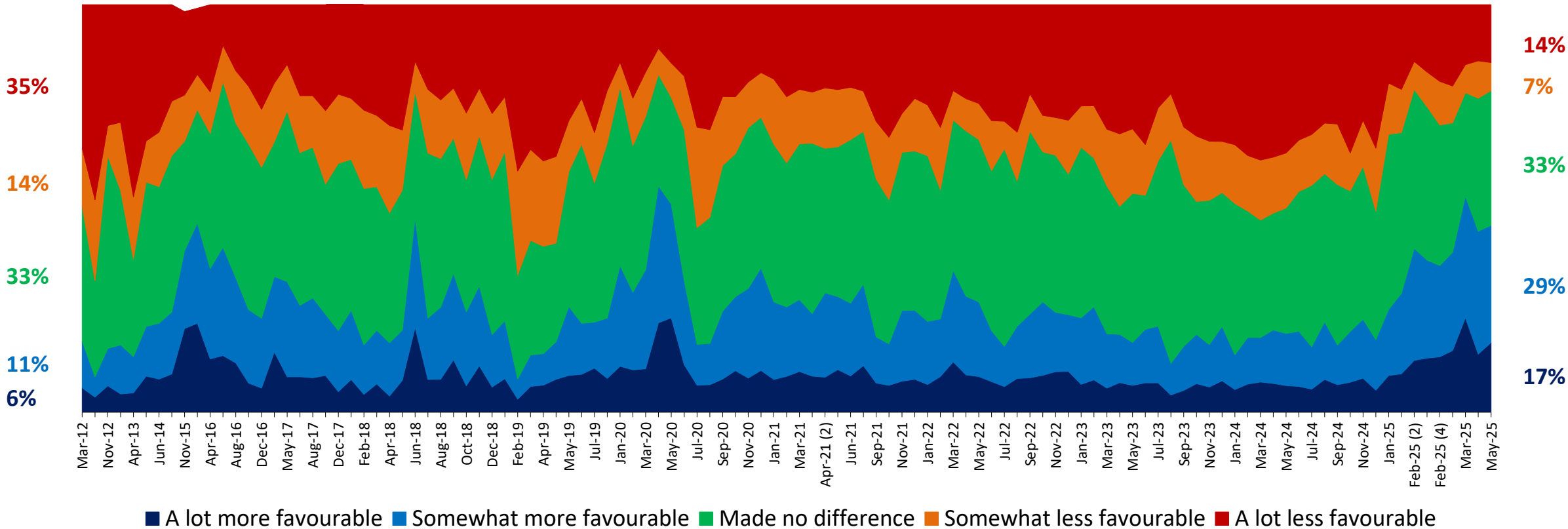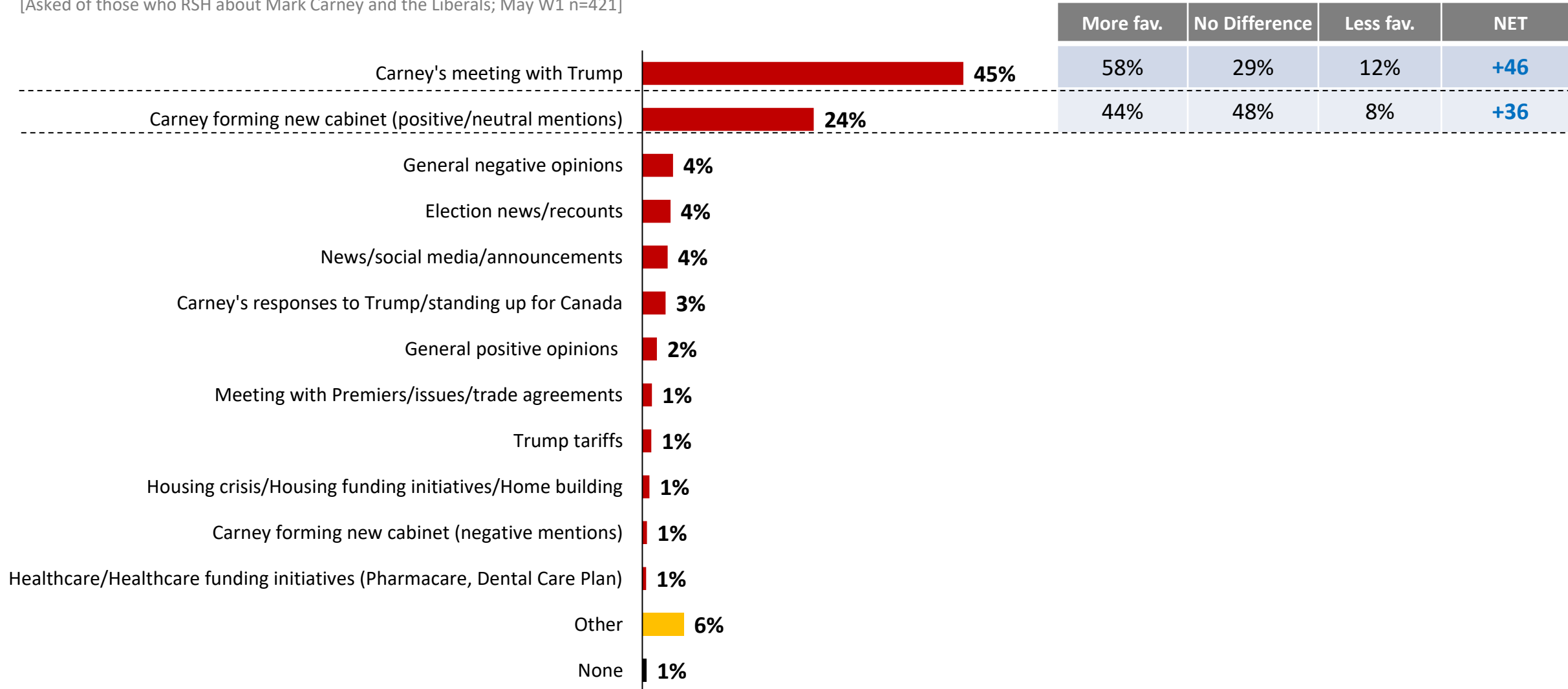
Carney's meeting with Trump

"About his visit to Washington last week and about his stance against Canada being the 51 state."

"All heard, he discusses with Trump on one of his visits, M. CARNEY at least stated Trump cannot get Canada 51state."

"Carney finally went to meet with President Trump."

"Carney met with Trump... not sure what the outcome will be."

"Clips from Carney's trip to the White House, and the press conference held at the Canadian Embassy after"

Forming the new cabinet

"A NEW cabinet will be sworn in on Tuesday with new people and returning, it will be an equality cabinet."

"Currently watching the swearing in of the Ministers & pleased with the cabinet positions.."

"Mark Carney is going to appoint his new cabinet tomorrow."

"PM Mark [Carney] will go to our Governor General & have the new cabinet sworn in."

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Federal Government Approval

Federal Satisfaction:

Government satisfaction has been steadily increasing since the beginning of March, now at 49%

Q Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?
[asked of all respondents; n=1,500]

Legend: Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know

Left axis labels: 28%, 28%, 37%, 8%
Right axis labels: 8%, 24%, 19%, 38%, 11%

Current data: May 2025

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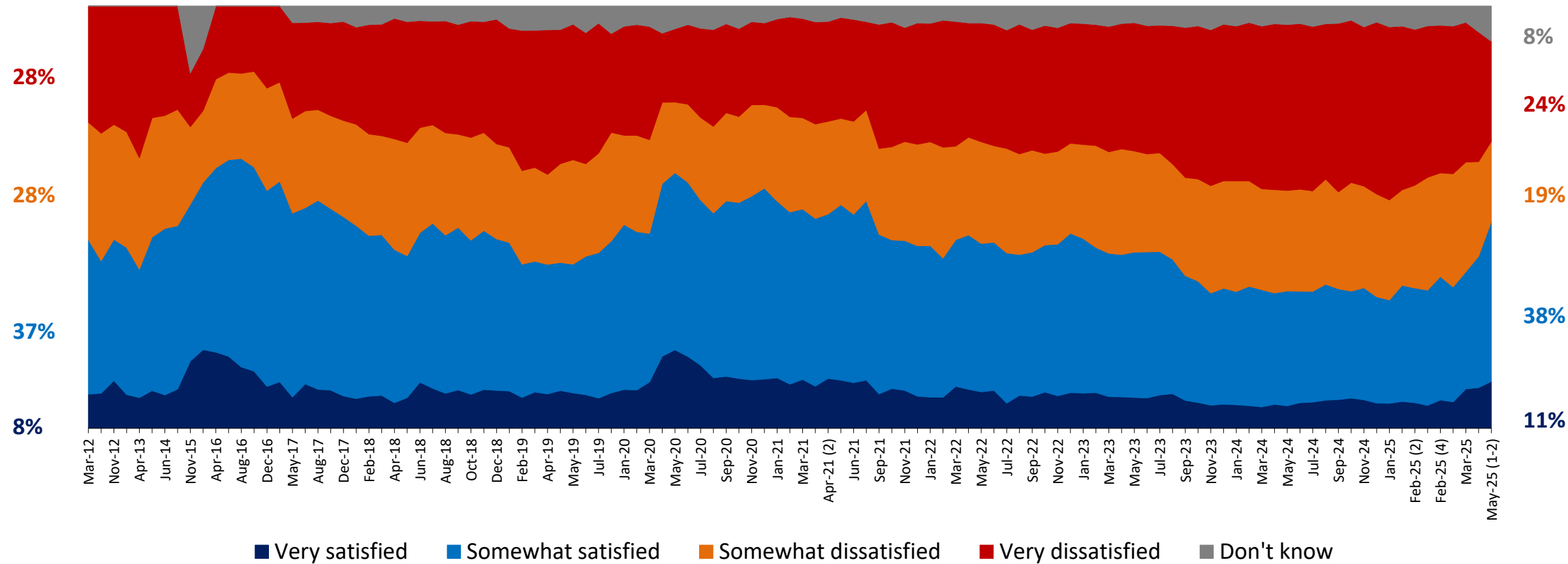
Federal Vote

Federal Decided Vote Tracking:
Liberals take a 3-point lead ahead of the conservatives

Q If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[asked only decided voters; n=1,362]

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

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

Y-axis labels: 37%, 29%, 16%, 9%, 1%
Right side values: 42%, 39%, 8%, 6%, 3%, 2%

X-axis: Jan-08 ... May-25 (1-2)

Current data: April 2025

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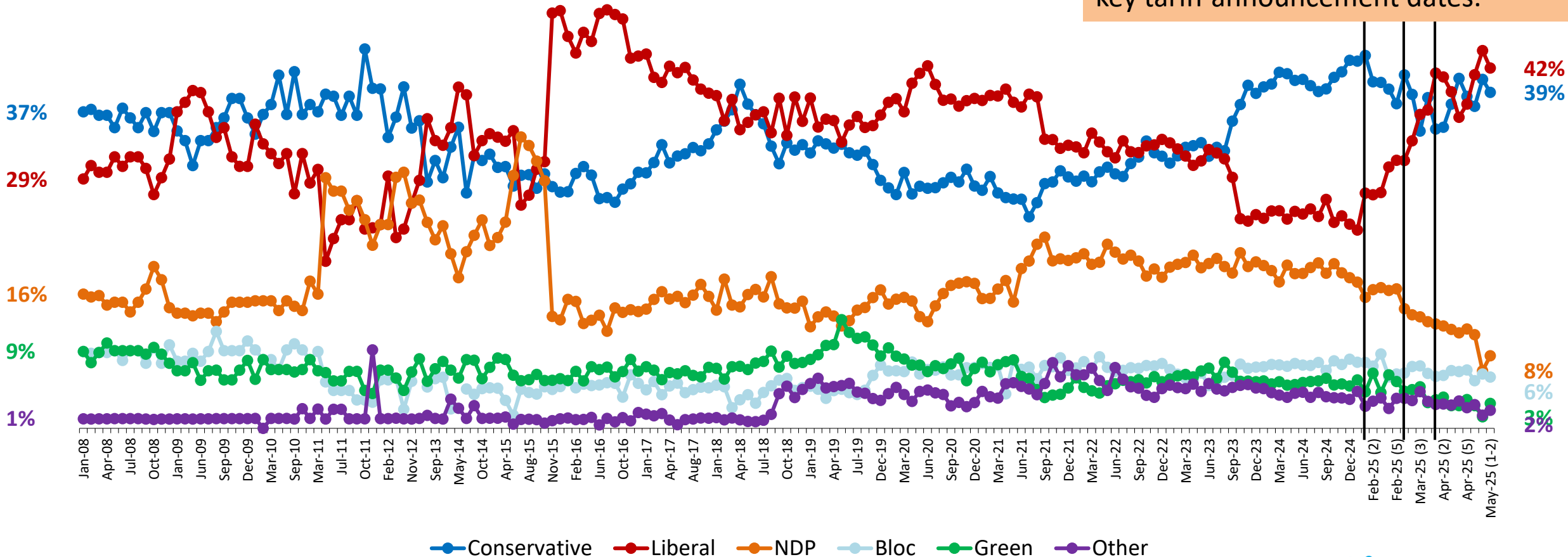
Decided Vote by REGION:

Conservative support is highest in Alberta and Prairies; ON, QB and Atlantic lead Liberal, with BC as battleground

REGION

Decided Vote	BC	AB	Prairies	ON	QC	Atlantic
	(N=190)	(N=150)	(N=89)	(N=525)	(N=317)	(N=92)
Conservative	38%	62%	49%	40%	24%	40%
Liberal	42%	24%	28%	47%	41%	53%
NDP	12%	8%	14%	8%	7%	4%
Bloc	0%	0%	0%	0%	26%	0%
Green	6%	2%	5%	3%	2%	1%
Other	1%	4%	4%	3%	1%	2%

Note: Current data: May 2025
Note: Sample sizes is some regions (Prairies N=89; Atlantic N=92) and subject to large but non-significant variations.

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Federal Vote Tracking:
Liberals dropped 3 points since the previous wave, but remain 3 points ahead of Conservatives

Q If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**
[asked of all respondents; n=1,500]

Legend: Conservative, Liberal, NDP, Bloc, Green, Other, Undecided DK, Would not vote/None

Current data: April 2025

Federal 2nd Choice Party:
NDP is in the lead as the second vote choice at 18%, followed by Liberals at 13%

Q And which party would be your second choice?
[asked only decided voters; n= 1,362]

Conservative 2nd Choice	Liberal 2nd Choice	NDP 2nd Choice	Bloc 2nd Choice	Green 2nd Choice	Other 2nd Choice	Undecided	WNV/None
11%	13%	18%	4%	8%	7%	17%	20%

Current data: May 2025

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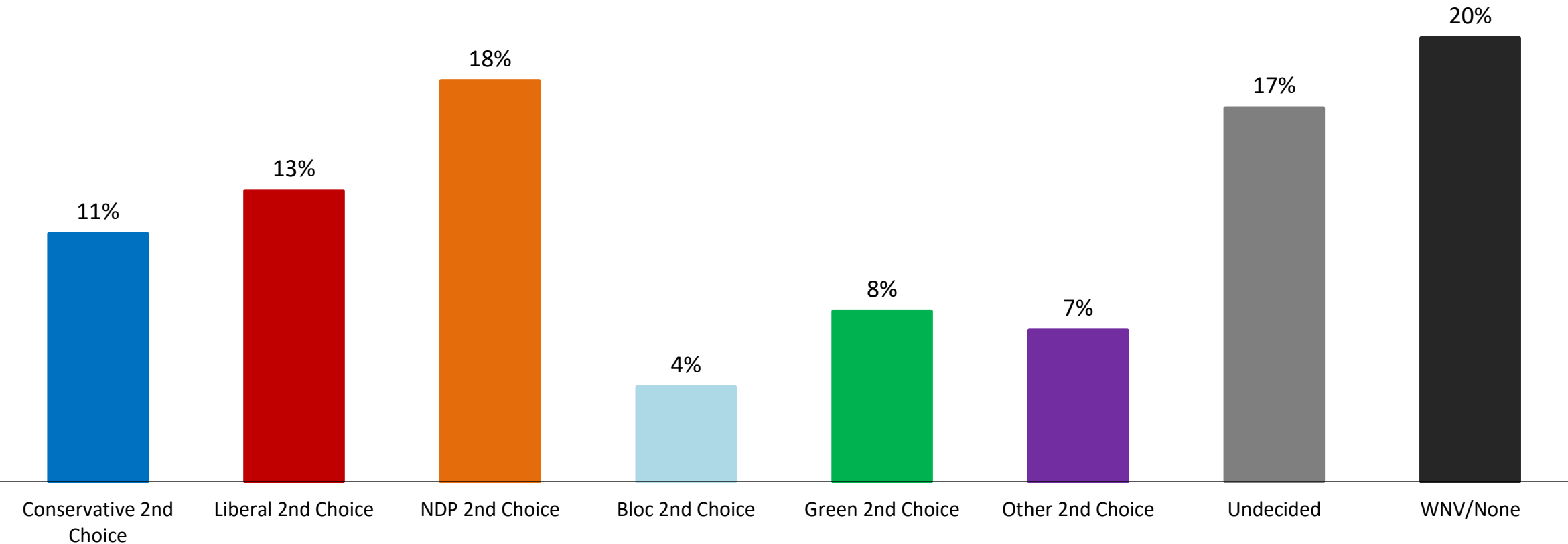
Federal 2nd Choice Party:
A plurality of Liberal and NDP supporters rank each other as their second choice

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

First Choice

Second Choice	Conservative 1st Choice (N=530)	Liberal 1st Choice (N=569)	NDP 1st Choice (N=115)	Bloc 1st Choice (N=81)	Green 1st Choice (N=39)
Conservative 2nd Choice		20%	15%	10%	18%
Liberal 2nd Choice	19%		43%	25%	18%
NDP 2nd Choice	9%	32%		8%	27%
Bloc 2nd Choice	5%	5%	3%		1%
Green 2nd Choice	7%	8%	12%	13%	0%
Other 2nd Choice	12%	3%	5%	1%	10%
Undecided	18%	18%	13%	17%	16%
WNV/None	29%	14%	9%	26%	8%

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

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Combined Vote by Value Cluster:

Liberal support remains solid; Deferential Conservatives are divided between Liberal and Conservatives

Value Clusters

Federal Combined Vote	Populist Conservatives (N=217)	Deferential Conservatives (N=160)	Business Liberals (N=370)	Left Liberals (N=204)	Core Left (N=266)	Pay-as-you-go Moderates (N=283)
Conservative	65%	39%	33%	28%	17%	37%
Liberal	20%	41%	48%	42%	44%	28%
NDP	2%	2%	4%	11%	18%	8%
Bloc	4%	8%	6%	4%	6%	5%
Green	0%	2%	2%	4%	5%	3%
Other	2%	1%	2%	2%	1%	3%
Undecided DK	5%	6%	4%	7%	6%	12%
Would not vote/None	1%	1%	1%	4%	4%	5%

Note: Current data: May 2025

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Combined Vote by Gender and Age:

Liberals lead among 55+ and women; men and those aged 18-34 are split between the two main parties

Gender and Age

Federal Combined Vote	Man	Woman	18-34	35-54	55+
	(N=732)	(N=761)	(N=399)	(N=487)	(N=614)
Conservative	38%	33%	34%	39%	33%
Liberal	37%	39%	36%	35%	42%
NDP	7%	8%	12%	6%	6%
Bloc	6%	5%	3%	4%	8%
Green	2%	3%	3%	3%	2%
Other	2%	2%	2%	2%	2%
Undecided DK	6%	7%	5%	8%	6%
Would not vote/None	3%	3%	5%	2%	2%

Note: Current data: April 2025

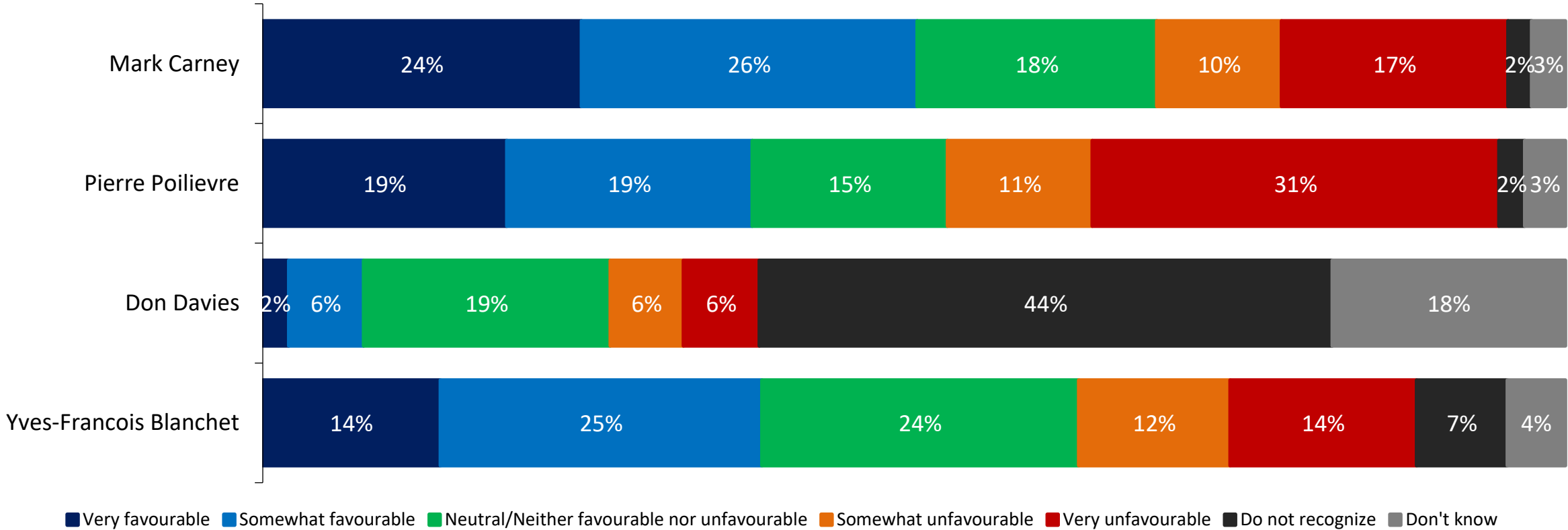INNOVATIVE
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Leadership

Leader Favourables:

Carney is 13 points ahead of Poilievre; Poilievre and Blanchet are now tied at 38%

Q Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents; n=1500]

Leader	Very favourable	Somewhat favourable	Neutral/Neither favourable nor unfavourable	Somewhat unfavourable	Very unfavourable	Do not recognize	Don't know
Mark Carney	24%	26%	18%	10%	17%	2%	3%
Pierre Poilievre	19%	19%	15%	11%	31%	2%	3%
Don Davies	2%	6%	19%	6%	6%	44%	18%
Yves-Francois Blanchet	14%	25%	24%	12%	14%	7%	4%

Legend: ■ Very favourable ■ Somewhat favourable ■ Neutral/Neither favourable nor unfavourable ■ Somewhat unfavourable ■ Very unfavourable ■ Do not recognize ■ Don't know

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Current data: May 2025

Party Leader NET Favourables Tracking:

Carney's NET Favourable score is +6% since last poll, Poilievre's NET score continues to track negative

Q Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.
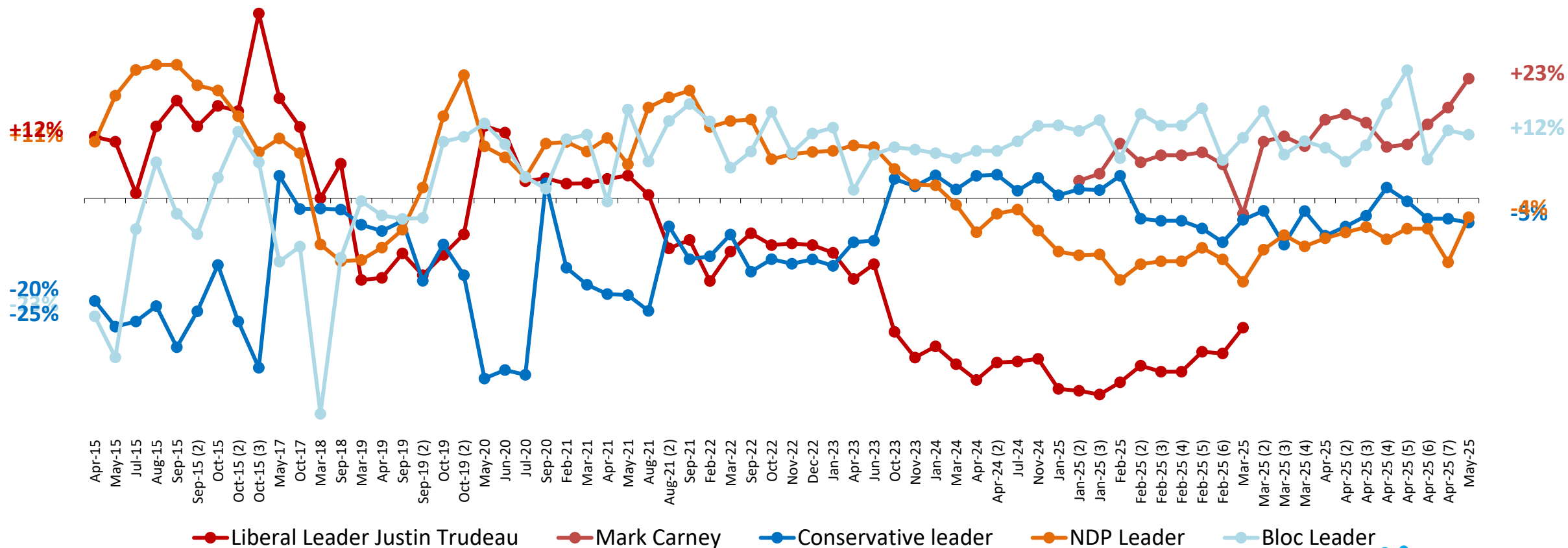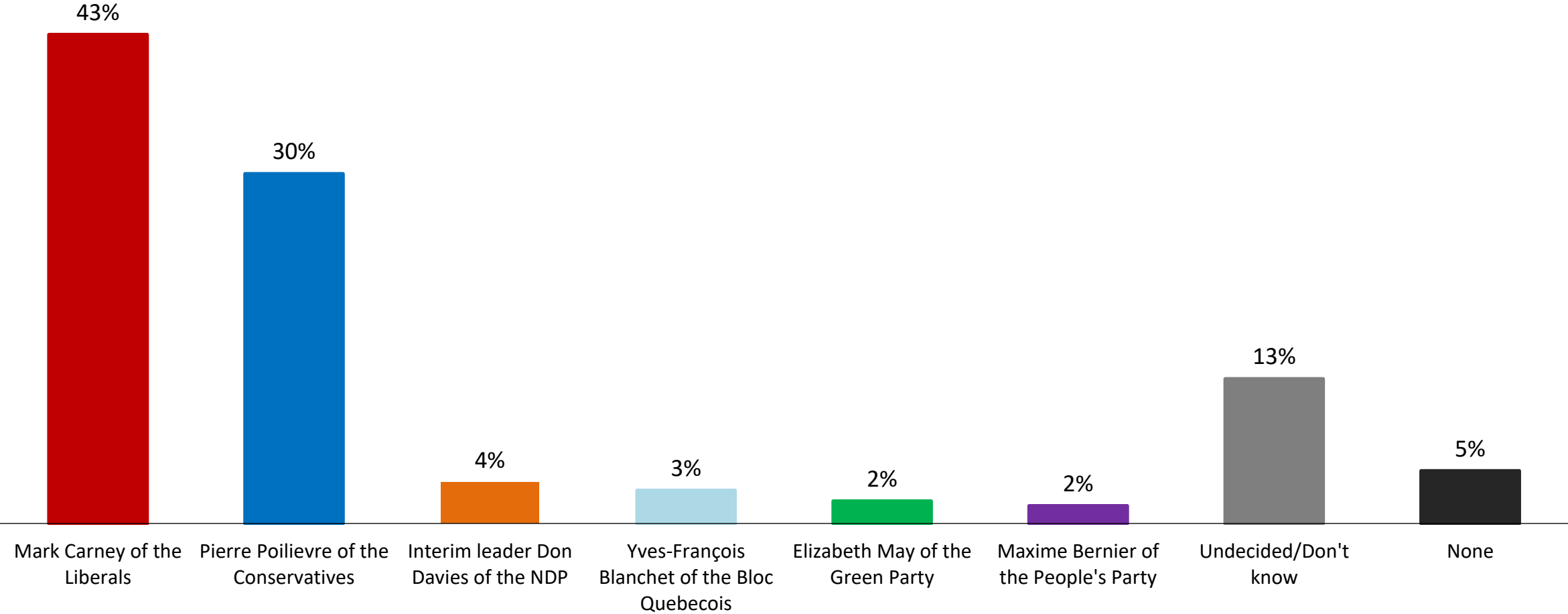[asked of all respondents; n=1500]

Legend:
- Liberal Leader Justin Trudeau (dark red)
- Mark Carney (rose)
- Conservative leader (blue)
- NDP Leader (orange)
- Bloc Leader (light blue)

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Best Prime Minister:

Mark Carney viewed as best option for PM by 43% of respondents

Q Which of the following party leaders would make the best Prime Minister of Canada?
[asked of all respondents; n=1500]

Mark Carney of the Liberals	Pierre Poilievre of the Conservatives	Interim leader Don Davies of the NDP	Yves-François Blanchet of the Bloc Quebecois	Elizabeth May of the Green Party	Maxime Bernier of the People's Party	Undecided/Don't know	None
43%	30%	4%	3%	2%	2%	13%	5%

Current data: May 2025
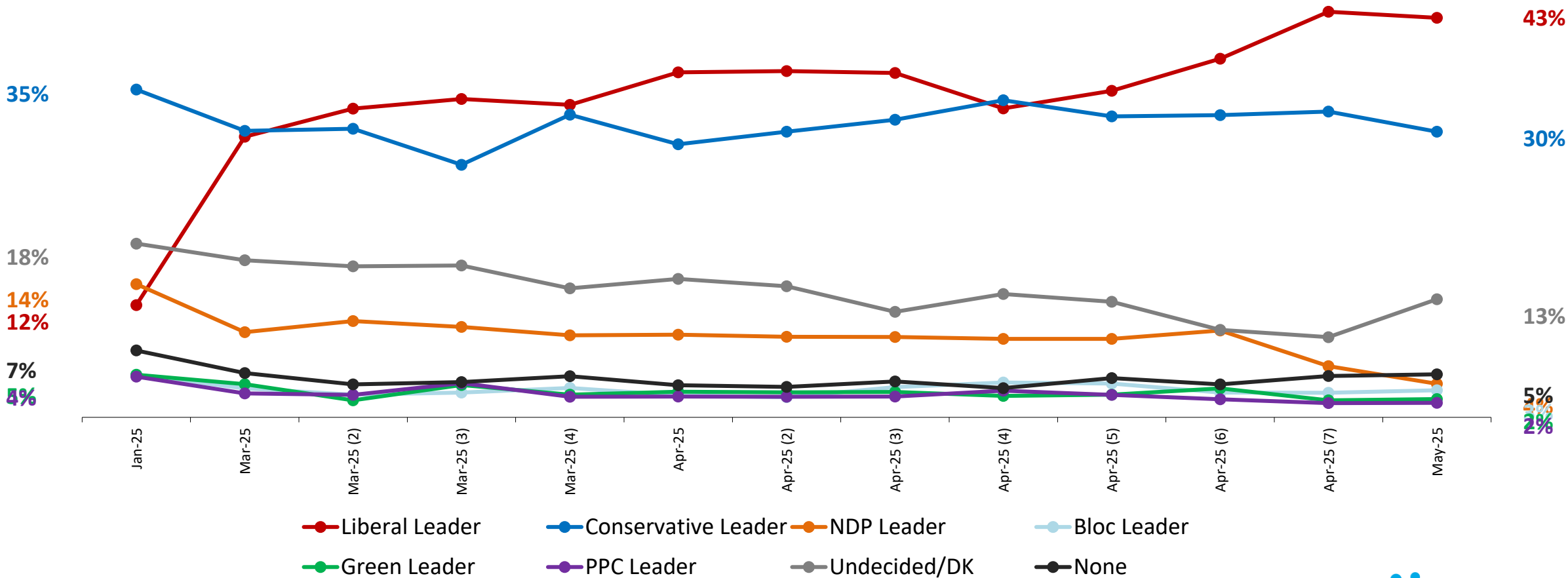
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Best Prime Minister Tracking (Raw):
Gap between Carney and Poilievre for best PM widens slightly to 12%

Q Which of the following party leaders would make the best Prime Minister of Canada?
[asked of all respondents; n=1500]

Liberal Leader · Conservative Leader · NDP Leader · Bloc Leader · Green Leader · PPC Leader · Undecided/DK · None

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Best Prime Minister Tracking (Decided):

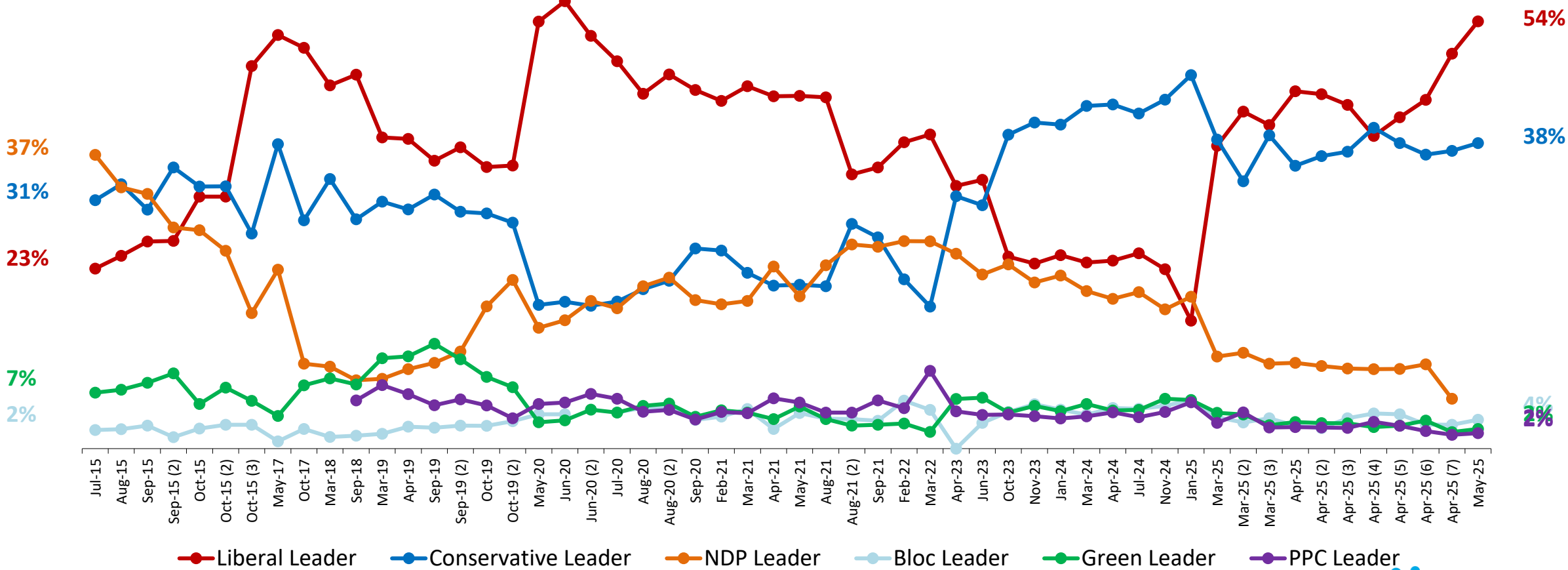## Over half of all decided voters (54%) believe that Carney makes the best PM

Q Which of the following party leaders would make the best Prime Minister of Canada?
[asked of all respondents; n=1500]

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

Current data: May 2025

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Best Prime Minister by Party ID:

Nearly 8 in 10 Conservative voters still believe that Poilievre would be best PM

Federal Party Identification

Best Prime Minister	Conservative (N=477)	Liberal (N=469)	NDP (N=138)	Other (N=157)	Unaligned (N=260)
Liberal Leader	10%	88%	47%	29%	26%
Conservative Leader	79%	4%	8%	7%	15%
NDP Leader	1%	0%	26%	3%	2%
Bloc Leader	1%	0%	0%	21%	2%
Green Leader	0%	1%	2%	13%	1%
PPC Leader	1%	1%	0%	5%	2%
Undecided/DK	5%	5%	12%	18%	36%
None	2%	1%	5%	4%	16%

Note: Current data: May 2025

Best Prime Minister by Quebec vs Rest of Canada:
Mark Carney seen is best option for PM in QC and ROC, leads Poilievre by 27% in QC

Quebec vs Rest of Canada

Best Prime Minister	Quebec	Rest of Canada
	(N=345)	(N=1155)
Liberal Leader	45%	42%
Conservative Leader	18%	34%
NDP Leader	2%	4%
Bloc Leader	13%	0%
Green Leader	1%	2%
PPC Leader	2%	1%
Undecided/DK	13%	12%
None	5%	4%

Note: Current data: May 2025

Best Prime Minister by Region:
Carney outpaces Poilievre for best option for PM in all regions except AB and Prairies

	Region					
Best Prime Minister	**BC**	**AB**	**Prairies**	**ON**	**QC**	**Atlantic**
	(N=213)	(N=166)	(N=96)	(N=579)	(N=345)	(N=101)
Liberal Leader	43%	27%	31%	46%	45%	48%
Conservative Leader	31%	50%	41%	30%	18%	31%
NDP Leader	5%	3%	7%	3%	2%	3%
Bloc Leader	0%	0%	0%	0%	13%	0%
Green Leader	4%	1%	4%	2%	1%	1%
PPC Leader	0%	1%	3%	2%	2%	2%
Undecided/DK	11%	14%	12%	13%	13%	7%
None	6%	3%	2%	4%	5%	9%

Note: Current data: May 2025

Best Prime Minister by Age:

Carney has a 23-point lead among older 55+ Canadians and also 7-point lead among 18 to 34-year-olds

	Age		
	18-34	**35-54**	**55+**
Best Prime Minister	(N=399)	(N=487)	(N=614)
Liberal Leader	38%	37%	50%
Conservative Leader	31%	35%	27%
NDP Leader	8%	3%	1%
Bloc Leader	3%	3%	3%
Green Leader	2%	2%	1%
PPC Leader	2%	2%	1%
Undecided/DK	12%	14%	12%
None	5%	4%	5%

Note: Current data: May 2025

Best Prime Minister by Gender:

Poilievre trails Carney for best PM among both men and women respondents

	Gender	
	Men	**Women**
Best Prime Minister	(N=732)	(N=761)
Liberal Leader	43%	42%
Conservative Leader	32%	29%
NDP Leader	3%	4%
Bloc Leader	3%	2%
Green Leader	2%	2%
PPC Leader	2%	1%
Undecided/DK	10%	15%
None	4%	5%

Note: Current data: May 2025

Best Prime Minister by Values Clusters:

Carney seen as best PM option across all value clusters except Populist Conservatives

Values Clusters

Best Prime Minister	Populist Conservatives (N=217)	Deferential Conservatives (N=160)	Business Liberals (N=370)	Left Liberals (N=204)	Core Left (N=266)	Pay-as-you-go Moderates (N=283)
Liberal Leader	22%	48%	53%	46%	50%	32%
Conservative Leader	57%	33%	27%	26%	15%	31%
NDP Leader	1%	3%	3%	6%	6%	4%
Bloc Leader	2%	6%	3%	1%	4%	4%
Green Leader	0%	1%	3%	2%	4%	1%
PPC Leader	3%	1%	1%	1%	1%	2%
Undecided/DK	13%	8%	10%	14%	12%	18%
None	2%	1%	2%	5%	8%	8%

Note: Current data: May 2025

Methodology

Survey Methodology - National

These are the results of an online survey conducted between May 12ᵗʰ and May 22ⁿᵈ, 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=2,517 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

Field Dates: May 12ᵗʰ to May 22ⁿᵈ, 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	252	10.0%	201	13.5%
Men 35-54	365	14.6%	238	16.0%
Men 55+	603	24.0%	292	19.6%
Women 18-34	259	10.3%	194	13.0%
Women 35-54	408	16.3%	247	16.6%
Women 55+	621	24.8%	320	21.4%
British Columbia	321	12.8%	213	14.2%
Alberta	267	10.6%	166	11.1%
Prairies	142	5.6%	96	6.4%
Ontario	1190	47.3%	579	38.6%
Québec	432	17.2%	345	23.0%
Atlantic	165	6.6%	101	6.7%

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