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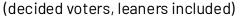
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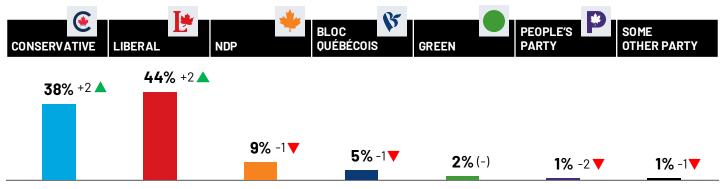
## Appendix A: IPSOS



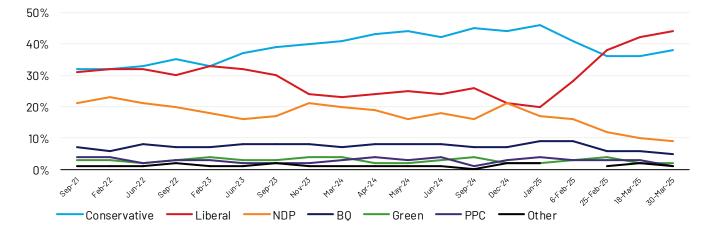


#### Liberals Lead over Conservatives in Week One of Campaign Liberals Ahead in Seat-Rich Ontario, Quebec, and British Columbia





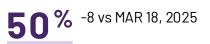
As the 2025 federal election campaign kicks off, the Liberal party led by Mark Carney continues to enjoy a national lead (44%, +2 pts vs. earlier this month) over Pierre Poilievre's Conservatives (38%, +2 pts), extending to key regions such as Ontario, Quebec, and British Columbia. Support for Jagmeet Singh's NDP (9%, -1 pt) continues to diminish as the progressive vote aligns under Carney. Twenty four percent of Quebec voters say they support the Bloc Québécois. Eight percent of voters say they are undecided. Half (52%) of decided voters say they are absolutely certain of their vote choice; Conservative voters (58%) are slightly more likely than Liberal voters (54%) to express certainty of vote, while NDP (37%) voters are less likely.



## **Canadians Split on Liberal Approval, Re-Election**

**46%** +4 vs MAR 18, 2025

Say the Carney Liberal government has done a good job and deserves re-election



It's time for another federal party to take over

Nearly half (46%, +4 pts) say the Carney Liberal government has done a good job and deserves re-election. This is a figure that typically tracks closely to the proportion of the popular vote the incumbent government receives on Election Day. Conversely, 50% say it's time for another federal party to take over in Ottawa, continuing the downward trend established once Carney took over the Liberal leadership. Four percent (4%) are either undecided or refused to answer.

When asked about their opinion of the Liberal government, 48% of Canadians express approval, while 50% express disapproval, with 2% undecided or refused.



## **About The Study**

These are some of the findings of an Ipsos poll conducted between March 24 and 26, 2025, on behalf of Global News. For this survey, a sample of n=1,500 eligible voters in Canada aged 18+ was interviewed. A sample of n=1,000 Canadians aged 18+ was interviewed online, via the Ipsos I-Say panel and non-panel sources, and respondents earn a nominal incentive for their participation. A sample of n=500 Canadians aged 18+ was interviewed by live-interview telephone interviewers by landline and cellphone, using random-digit dialing. Quotas and weighting were employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos polls which include non-probability sampling is measured using a credibility interval. In this case, the poll is accurate to within ± 3.1 percentage points, 19 times out of 20, had all Canadians been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. Ipsos abides by the disclosure standards established by the CRIC, found here: <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

For more information on this news release, please contact:

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## **About Ipsos**

lpsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multispecialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

"Game Changers" – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

http://www.ipsos.com/



Appendix B: Léger Marketing Inc.



Report

Canadian Politics
Survey of Canadians





### Methodology

Every month, we conduct a survey of Canadians to explore their voting intentions and opinions on key federal political issues.

#### Method

Online survey among respondents 18 years of age or older. (Canadian sample: **n= 1,599**).

Respondents had the option of completing the survey in French and English and were randomly recruited using LEO's online panel.

#### Weighting

Results were weighted according to **age**, **gender**, **mother tongue**, **region**, **education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

#### Notes

A more detailed methodology is presented in the Appendix.

#### When

Data collection from March 21 to March 23, 2025.

#### Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than **±2.45%**.

#### Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.

#### Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

#### Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail address: <u>aenns@leger360.com</u> or Sébastien Dallaire, Executive Vice-President, Eastern Canada, at <u>sdallaire@leger360.com</u>.

## The Most Accurate Polling Firm in Canada

#### **CANADA 2021**

	LEGER POLL Published on September 18, 2021	OFFICIALS RESULTS 2021 Canada Federal Election
	33%	33.7%
	32%	32.6%
+NDP	19%	<b>17.8</b> %
B	7%	7.7%
PPC	6%	5.0%
	2%	2.3%

#### **BRITISH COLUMBIA 2024**

	LEGER POLL Published on October 18, 2024	OFFICIALS RESULTS 2024 British Columbia Provincial Election
	<b>46</b> %	45%
	<b>42</b> %	<b>43</b> %
greens	9%	8%
Others	3%	4%

#### **UNITED STATES 2024**

	LEGER POLL Published on November 4, 2024	OFFICIALS RESULTS 2024 United States Presidential Election
	<b>49</b> %	<b>50</b> %
	<b>49</b> %	48%
Others	2%	2%

## Key highlights: Canadian Politics

Some of the key highlights of our survey about Canadian Politics...

With the election campaign just getting started, **Mark Carney and the Liberal Party of Canada are leading in voting intentions**. Currently, **44% of Canadians say they would vote for the Liberal Party if the election were held today, compared to 38% for Pierre Poilievre's Conservative Party**. The NDP trails far behind with 6% of voting intentions.

#### 2

1

Mark Carney (39%) is considered the party leader who would make the best Prime Minister of Canada, ahead of Pierre Poilievre (28%).

#### 3

**Regardless of their political affiliations, nearly half of Canadians (48%) believe the Liberal Party will win the next election,** ahead of Pierre Poilievre's Conservative Party (31%), Jagmeet Singh's NDP (3%), Elizabeth May's Green Party (1%), or Maxime Bernier's People's Party.

#### 4

Canadians are divided on what they consider to be the most important issue in this election. Thirty-six percent (36%) believe it is determining who would be the best Prime Minister to deal with President Trump and aggressive U.S. trade actions. A similar proportion (33%) say the key issue is choosing the leader best suited to change the direction Canada has taken over the past four years and improve life for Canadians. Meanwhile, 24% believe the most important question is who can best strengthen and grow Canada's economy. Liberal voters are more likely to see managing the relationship with President Trump as the top priority, while Conservative voters are more inclined to prioritize changing the direction Canada has taken in recent years.

# Federal Voting Intentions





## Voting Intentions - Federal Elections (1/2)

**Q1.** If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...

Base: Decided voters (n=1,371) except for the Bloc Québécois, Quebecers only





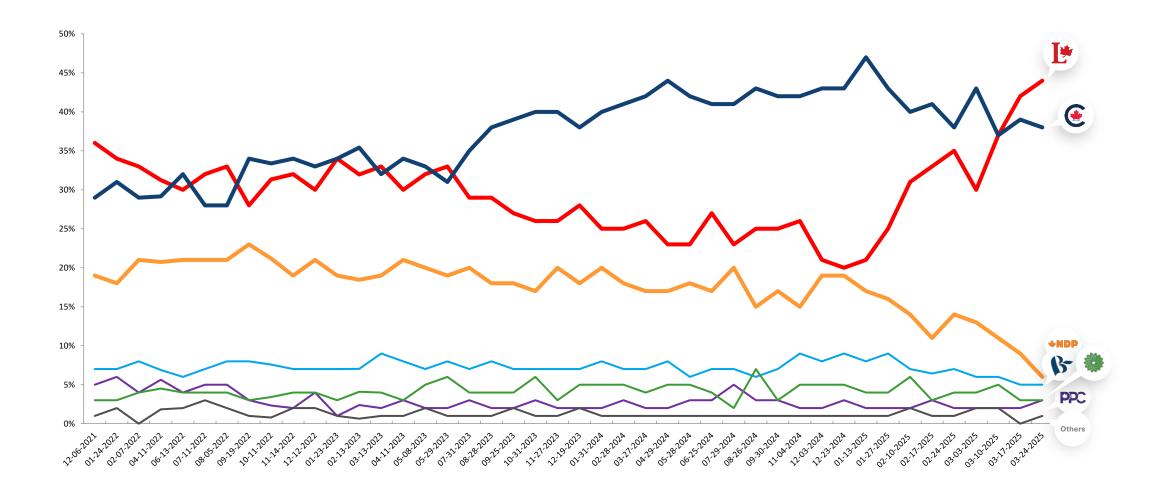
### Voting Intentions - Federal Elections (2/2)

**Q1.** If federal elections were held today, for which political party would you be most likely to vote? Would it be for...? In the event a respondent had no opinion, the following prompting question was asked: Even if you have not yet made up your mind, for which of the following political parties would you be most likely to vote? Would it be for the ...

Base: Respondents who are eligible to vote (n=1,599), except for the Bloc Québécois, Quebecers only

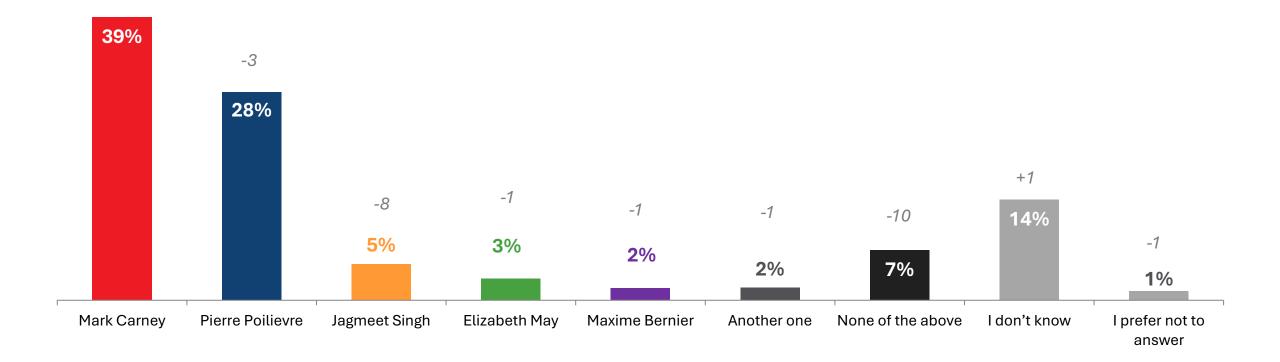
	<b>Total</b> Canada	Total Decided voters	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	Total March 17 <sup>th</sup> 2025	Gap
Weighted n=	1,599	1,361	84	319	513	81	162	203	697	664	355	418	588	567	522	266	1,360	-
Unweighted n=	1,599	1,371	83	370	520	108	130	160	743	628	382	392	597	590	514	262	1,379	-
Mark Carney's Liberal Party of Canada	37%	44%	<b>70</b> %	41%	<b>48</b> %	<b>30</b> %	<b>29</b> %	45%	42%	46%	<b>37</b> %	<b>38</b> %	<b>52</b> %	45%	46%	<b>37</b> %	<b>42</b> %	+2
Pierre Poilievre's Conservative Party of Canada	32%	38%	<b>22</b> %	<b>23</b> %	40%	54%	<b>56</b> %	40%	<b>42</b> %	33%	39%	42%	34%	36%	38%	41%	<b>39</b> %	-1
Jagmeet Singh's New Democratic Party of Canada	5%	<b>6</b> %	6%	5%	6%	10%	8%	7%	<b>5</b> %	8%	11%	6%	4%	7%	6%	5%	<b>9</b> %	-3
Yves-François Blanchet's Bloc Québécois	5%	5%	-	23%	-	-	-	-	-	-	-	-	-	-	-	-	5%	-
Elizabeth May's Green Party of Canada	2%	3%	2%	3%	3%	2%	2%	5%	3%	3%	4%	4%	1%	3%	<b>2%</b>	4%	3%	-
Maxime Bernier's People's Party of Canada	<b>2</b> %	3%	1%	3%	3%	1%	4%	1%	3%	3%	4%	2%	2%	2%	2%	4%	2%	+1
another party	1%	1%	0%	1%	1%	2%	2%	1%	1%	1%	2%	2%	0%	1%	1%	1%	0%	+1
I would not vote	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I would cancel my vote	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_
l don't know	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_
Refusal	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	_

### Evolution of Voting Intentions in Canada



## Leader Who Would Make the Best Prime Minister (1/2)

**Q2A.** In your opinion, which federal party leader would make the best Prime Minister of Canada? Base: All respondents (n=1,599)



Note: The + / - are in comparison to the most recent measure, from Decembre 22<sup>nd</sup> 2024. At that time, the name tested for the Liberal Party was Justin Trudeau and 11% of Canadians identified him as the federal party leader who would make the best prime minister.



## Leader Who Would Make the Best Prime Minister (2/2)

**Q2A.** In your opinion, which federal party leader would make the best Prime Minister of Canada? Base: All respondents (n=1,599)

	<b>Total</b> Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural	<b>Total</b> Dec. 22 <sup>nd</sup> 2024	Gap
Weighted n=	1,599	108	369	619	103	178	223	780	819	427	515	658	669	597	319	1,521	
Unweighted n=	1,599	105	425	620	136	140	173	830	769	453	476	670	694	582	312	1,521	
Mark Carney	39%	48%	42%	40%	<b>28</b> %	<b>25</b> %	40%	41%	37%	<b>30</b> %	31%	<b>50</b> %	39%	41%	<b>32</b> %	_*	-
Pierre Poilievre	28%	16%	19%	30%	36%	<b>42</b> %	31%	34%	23%	28%	31%	27%	27%	30%	30%	31%	-3
Jagmeet Singh	5%	6%	5%	5%	5%	4%	6%	4%	6%	9%	4%	<b>3</b> %	6%	4%	5%	13%	-8
Elizabeth May	3%	6%	3%	<b>2%</b>	2%	2%	6%	3%	3%	5%	2%	2%	3%	3%	4%	4%	-1
Maxime Bernier	2%	1%	1%	2%	2%	1%	1%	1%	2%	2%	2%	1%	2%	2%	2%	3%	-1
Another one	2%	0%	5%	1%	<b>0</b> %	2%	0%	1%	2%	1%	3%	2%	1%	1%	3%	5%	-3
None of the above	7%	5%	8%	5%	4%	12%	7%	7%	7%	8%	7%	6%	8%	6%	6%	17%	-10
Don't know	14%	17%	16%	13%	21%	12%	8%	<b>9</b> %	19%	15%	19%	<b>9</b> %	13%	12%	17%	15%	-1
Prefer not to answer	1%	1%	1%	2%	2%	0%	1%	1%	2%	2%	1%	1%	2%	1%	<b>0</b> %	2%	-1

\*In December 2024, the name tested for the Liberal Party was Justin Trudeau and 11% of Canadians identified him as the federal party leader who would make the best prime minister.

## Leger

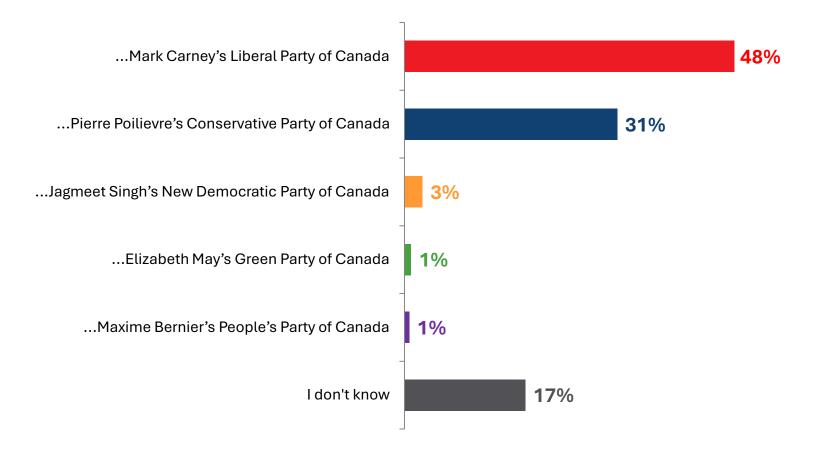
### Leader Who Would Make the Best Prime Minister – By Voting Intentions

**Q2A.** In your opinion, which federal party leader would make the best Prime Minister of Canada? Base: All respondents (n=1,599)

		Ŀ	۲	+NDP	ß		PPC
	<b>Total</b> Canada	LPC	CPP	NDP	BQ	GPC	PPC
Weighted n=	1,599	599	511	86	73	39	36
Unweighted n=	1,599	650	423	127	81	38	36
Mark Carney	39%	88%	2%	<b>20</b> %	38%	10%	5%
Pierre Poilievre	28%	1%	84%	<b>2%</b>	<b>6</b> %	4%	13%
Jagmeet Singh	5%	2%	0%	65%	1%	9%	7%
Elizabeth May	3%	2%	1%	2%	0%	55%	0%
Maxime Bernier	2%	0%	1%	0%	2%	0%	<b>48</b> %
Another one	2%	1%	0%	0%	17%	0%	3%
None of the above	7%	1%	5%	3%	13%	9%	17%
Don't know	14%	5%	6%	7%	25%	12%	7%
Prefer not to answer	1%	0%	0%	0%	0%	0%	0%

## Predictions Regarding the Outcome of the Next Federal Election (1/2)

**Q4A.** Regardless of your political affiliations, which party do you think will win the next federal election? Base: All respondents (n=1,599)





### Predictions Regarding the Outcome of the Next Federal Election (2/2)

**Q4A.** Regardless of your political affiliations, which party do you think will win the next federal election? Base: All respondents (n=1,599)

	<b>Total</b> Canada	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Urban	Sub- urban	Rural
Weighted n=	1,599	108	369	619	103	178	223	780	819	427	515	658	669	597	319
Unweighted n=	1,599	105	425	620	136	140	173	830	769	453	476	670	694	582	312
Mark Carney's Liberal Party of Canada	48%	54%	53%	46%	40%	37%	51%	47%	48%	41%	43%	<b>56</b> %	49%	48%	43%
Pierre Poilievre's Conservative Party of Canada	31%	23%	<b>26</b> %	32%	31%	<b>40</b> %	32%	36%	<b>26</b> %	31%	36%	<b>27</b> %	29%	32%	33%
Jagmeet Singh's New Democratic Party of Canada	3%	2%	3%	2%	4%	3%	3%	3%	3%	6%	2%	1%	3%	3%	2%
Elizabeth May's Green Party of Canada	1%	2%	0%	1%	2%	0%	0%	1%	1%	2%	0%	1%	1%	1%	1%
Maxime Bernier's People's Party of Canada	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%	1%	0%	1%	1%	1%
l don't know	17%	19%	16%	18%	24%	18%	14%	13%	22%	18%	19%	16%	17%	15%	21%

## Predictions Regarding the Outcome of the Next Federal Election – By Voting Intentions

**Q4A.** Regardless of your political affiliations, which party do you think will win the next federal election? Base: All respondents (n=1,599)

		Ŀ	۲	*NDP	ß		PPC
	<b>Total</b> Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,599	599	511	86	73	39	36
Unweighted n=	1,599	650	423	127	81	38	36
Mark Carney's Liberal Party of Canada	48%	85%	17%	51%	50%	52%	17%
Pierre Poilievre's Conservative Party of Canada	31%	<mark>8</mark> %	71%	14%	26%	<b>20</b> %	42%
Jagmeet Singh's New Democratic Party of Canada	3%	1%	2%	<b>20</b> %	5%	1%	6%
Elizabeth May's Green Party of Canada	1%	0%	0%	0%	0%	17%	8%
Maxime Bernier's People's Party of Canada	1%	0%	0%	0%	1%	2%	14%
l don't know	17%	<b>6</b> %	10%	14%	17%	8%	13%

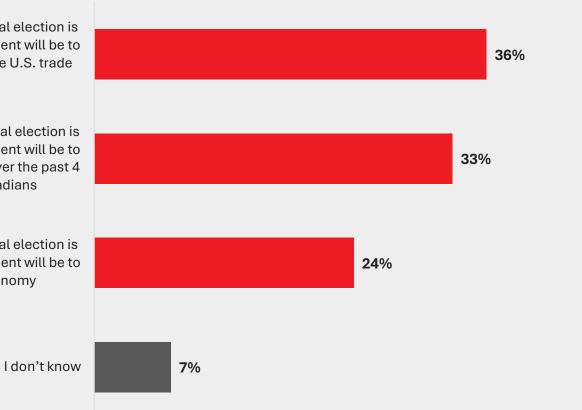
## Key Issue in the Federal Election (1/2)

**Q3Z.** Which of the following statements best reflects your opinion? Base: All respondents (n=1,599)

> The most important question in this federal election is who the best Prime Minister and Government will be to deal with President Trump and aggressive U.S. trade actions

> The most important question in this federal election is who the best Prime Minister and Government will be to change the direction Canada has taken over the past 4 to 5 years and improve life for Canadians

> The most important question in this federal election is who the best Prime Minister and Government will be to strengthen and grow Canada's economy





## Key Issue in the Federal Election (2/2)

**Q3Z.** Which of the following statements best reflects your opinion? Base: All respondents (n=1,599)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+
Weighted n=	1,599	108	369	619	103	178	223	780	819	427	515	658
Unweighted n=	1,599	105	425	620	136	140	173	830	769	453	476	670
The most important question in this federal election is who the best Prime Minister and Government will be to <b>deal with President</b> <b>Trump and aggressive U.S. trade actions</b>	36%	40%	<b>50</b> %	35%	24%	28%	28%	34%	38%	33%	29%	44%
The most important question in this federal election is who the best Prime Minister and Government will be to <b>change the direction</b> <b>Canada has taken over the past 4 to 5 years</b> <b>and improve life for Canadians</b>	33%	31%	21%	35%	42%	<b>42</b> %	36%	36%	<b>30</b> %	38%	36%	27%
The most important question in this federal election is who the best Prime Minister and Government will be to <b>strengthen and grow</b> <b>Canada's economy</b>	24%	23%	23%	22%	26%	26%	29%	26%	22%	20%	25%	26%
l don't know	7%	6%	6%	8%	8%	4%	8%	4%	10%	9%	10%	3%

## Leger

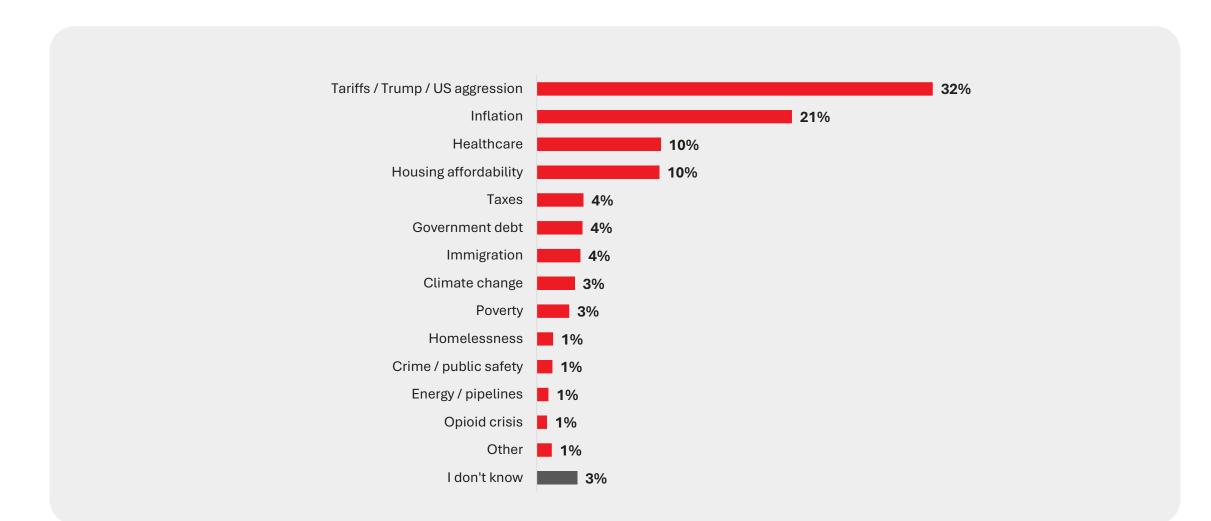
## Key Issue in the Federal Election - By Voting Intention

**Q3Z.** Which of the following statements best reflects your opinion? Base: All respondents (n=1,599)

		Ŀ	۲	*NDP	ß	*	PPC
	<b>Total</b> Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,599	599	511	86	73	39	36
Unweighted n=	1,599	650	423	127	81	38	36
The most important question in this federal election is who the best Prime Minister and Government will be to <b>deal with President</b> <b>Trump and aggressive U.S. trade actions</b>	36%	59%	15%	41%	57%	36%	17%
The most important question in this federal election is who the best Prime Minister and Government will be to <b>change the direction</b> <b>Canada has taken over the past 4 to 5 years</b> <b>and improve life for Canadians</b>	33%	15%	56%	33%	16%	38%	60%
The most important question in this federal election is who the best Prime Minister and Government will be to <b>strengthen and grow</b> <b>Canada's economy</b>	24%	25%	25%	21%	25%	20%	20%
l don't know	7%	2%	4%	4%	3%	7%	2%

## Number One Issue Facing Canada Today (1/2)

**Q24Z.** What is the number one issue facing Canada today?\* Base: All respondents (n=1,599)



## Number One Issue Facing Canada Today (2/2)

Q24Z. What is the number one issue facing Canada today?\*

Base: All respondents (n=1,599)

	Total CANADA	ATL	QC	ON	MB/SK	AB	BC	Male	Female	18-34	35-54	55+	Total March 17 <sup>th</sup> , 2025	Gap
Weighted n=	1,599	108	369	619	103	178	223	780	819	427	515	658	1,568	
Unweighted n=	1,599	105	425	620	136	140	173	830	<i>7</i> 69	453	476	670	1,568	
Tariffs / Trump / US aggression	32%	33%	<b>42</b> %	<b>28</b> %	26%	31%	29%	33%	31%	<b>16</b> %	<b>25</b> %	<b>47</b> %	41%	-9
Inflation	21%	20%	21%	21%	24%	22%	15%	<b>18%</b>	23%	<b>28</b> %	<b>27</b> %	11%	18%	+3
Healthcare	10%	16%	9%	10%	12%	6%	11%	8%	12%	11%	8%	11%	9%	+1
Housing affordability	10%	7%	<b>6</b> %	11%	8%	8%	17%	12%	8%	14%	11%	<b>6</b> %	10%	-
Taxes	4%	4%	3%	5%	4%	2%	4%	4%	3%	5%	4%	3%	3%	+1
Government debt	4%	1%	4%	2%	7%	6%	4%	5%	3%	1%	<b>2</b> %	<b>6</b> %	4%	-
Immigration	4%	4%	3%	4%	3%	5%	2%	4%	3%	4%	4%	3%	2%	+2
Climate change	3%	4%	4%	3%	2%	2%	3%	3%	3%	5%	3%	2%	3%	-
Poverty	3%	2%	2%	3%	2%	4%	3%	1%	4%	3%	2%	2%	2%	+1
Homelessness	1%	0%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	-
Crime / public safety	1%	0%	0%	2%	1%	1%	2%	2%	1%	0%	2%	2%	1%	-
Energy / pipelines	1%	1%	0%	1%	2%	2%	2%	<b>2</b> %	0%	0%	1%	1%	0%	+1
Opioid crisis	1%	0%	0%	0%	0%	1%	4%	0%	1%	1%	1%	1%	0%	+1
Other	1%	0%	1%	1%	0%	3%	0%	2%	1%	1%	2%	1%	2%	-1
l don't know	3%	6%	3%	4%	5%	3%	1%	4%	3%	4%	4%	2%	1%	+2

## Number One Issue Facing Canada Today – By Voting Intentions

**Q24Z.** What is the number one issue facing Canada today?\* Base: All respondents (n=1,599)

		Ľ	۲	*NDP	ß		PPC
	<b>Total</b> Canada	LPC	CPC	NDP	BQ	GPC	PPC
Weighted n=	1,599	599	511	86	73	39	36
 Unweighted n=	1,599	650	423	127	81	38	36
Tariffs / Trump / US aggression	32%	51%	<b>16</b> %	27%	<b>47</b> %	25%	14%
Inflation	<b>21</b> %	14%	<b>29</b> %	16%	19%	7%	<b>9</b> %
Healthcare	10%	11%	8%	13%	10%	0%	13%
Housing affordability	10%	8%	10%	17%	5%	19%	11%
Taxes	4%	1%	8%	1%	0%	3%	10%
Government debt	4%	1%	8%	0%	3%	5%	8%
Immigration	4%	<b>2%</b>	6%	2%	0%	7%	11%
Climate change	3%	5%	0%	3%	7%	<b>19</b> %	5%
Poverty	3%	1%	3%	7%	5%	9%	8%
Homelessness	1%	2%	1%	1%	0%	0%	0%
Crime / public safety	1%	1%	2%	0%	0%	0%	0%
Energy / pipelines	1%	1%	2%	0%	1%	2%	2%
Opioid crisis	1%	1%	2%	0%	1%	0%	0%
Other	1%	1%	1%	3%	0%	1%	6%
l don't know	3%	1%	1%	6%	1%	0%	0%

# Respondent Profile



## Respondent profiles – Canadian Sample

(Base n=1,599)

The table below presents the Canadian distribution of respondents before weighting.

Gender			Language	Mother Tongue)	
				Unweighted	v
	Unweighted	Weighted	French	362	
Male	830	780	English	1,085	
Female	769	819	Other	151	

Age		
	Unweighted	Weighted
18 to 34	453	427
35 to 54	476	515
55+	670	658

	Unweighted	Weighted
British Columbia	173	223
Alberta	140	178
Manitoba/Saskatchewan	136	103
Ontario	620	619
Quebec	425	369
Atlantic	105	108

Weighted

315

1,139

144

### **Our Credentials**



# CRIC

# ESOMAR



Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals.



#### America

Leger is also a member of the <u>Insights Association</u>, the American Association of Marketing Research Analytics.



#### International

Leger is a member of the Worldwide Independent Network of Market Research (WIN), a global alliance of leading independent market research and polling firms that collaborate to share expertise, methodologies, and insights across diverse markets.

Leger is a member of the Canadian Research Insights Council (CRIC), the industry association for the market/survey/insights research industry.

#### Our services

Leger Marketing research and polling

Customer Experience (CX) Strategic and operational customer experience consulting services

Leger Analytics (LEA) Data modelling and analysis

Leger Opinion (LEO) Panel management

Leger Communities Online community management

Leger Digital Digital strategy and user experience

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Appendix C: Liaison Strategies



# National Tracker: Liberals 43%, Conservatives 38%

Posted by David Valentin 31 Mar 2025 — 3 min read



Photo by <u>Kat / Unsplash</u>

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March 31, 2025 (Toronto, ON) – A new poll by Liaison Strategies for the National Ethnic Press and Media Council of Canada (NEPMCC), the industry association representing Canada's non-official language newspapers, TV, radio, and online news media, finds the Liberals leading with 43% (+1) with the Conservatives at 38% (No Change).

The rolling survey, conducted from March 28 to March 30, 2025, used interactive voice response technology to poll 1,500 Canadian voters. The results have a margin of error of +/- 2.53%, 19 times out of 20.

Liaison Strategies, a member of the Canadian Research Insights Council (CRIC), was the most accurate polling firm in the 2025 Ontario Provincial Election.

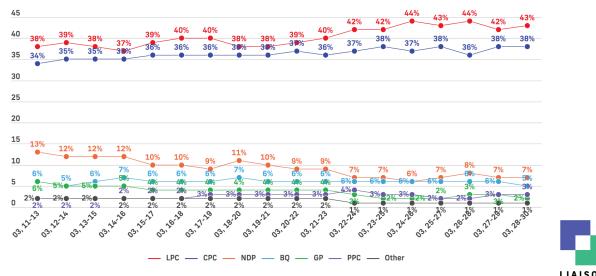
"The Liberals have inched up, turning a 4-point lead into a 5-point lead," said David Valentin, Principal at Liaison Strategies. "While that shift isn't statistically significant given the survey's margin of error, there are a couple of interesting takeaways in today's tracking."

"The first is that the NDP is once again holding at 7%. Last night wasn't a strong one for them, so I was surprised to see them maintain that number—until I realized Friday was a particularly good day in their tracking. Today's release covers Friday through Sunday, meaning tomorrow's update will drop Friday's data and add Monday's. The NDP will need another solid night just to hold steady."

"Regionally, things remain largely unchanged. The Liberals continue to lead in Atlantic Canada, Quebec, and Ontario. In British Columbia, they remain in a statistical tie with the Conservatives."



**Voting Intent - National - Decided & Leaning Only** Q: If a Federal Election were held today, which party would you vote for? & (Undecided Only): And which party are you leaning towards?



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"Yesterday, we hinted at a subregional survey release—today, we can reveal that the focus is Saskatoon, and the results are quite intriguing. I'll be diving into the details in a separate post, <u>which you can find here</u> (or in your inbox if you're subscribed to our emails)."

"We're now in week two of the campaign, and tomorrow marks President Trump's so-called 'Liberation Day.' This will create a challenging media landscape for opposition parties, as Mr. Carney, in his role as Prime Minister, will have the platform to announce retaliatory tariffs and other measures. Expect at least 2-3 days this week to be dominated by tariff coverage," concluded Valentin.

-30-

#### For more information:

LS National 2025 - March 31 National survey for the National Ethnic Press and Media Council of Canada



LS National 2025 - March 31.pdf • 4 MB

#### **About Liaison Strategies**

Liaison Strategies is a national public opinion research firm with over a decade of experience in Canadian polling. Led by Principal David Valentin, who has

conducted hundreds of municipal, provincial, and federal projects, Liaison has built a strong reputation for delivering accurate insights. Valentin is a frequent media commentator on public opinion trends.

As a member of the Canadian Research Insights Council (CRIC), the leading voice of the research, analytics, and insights industry in Canada and beyond, Liaison upholds the highest standards in polling. The firm has a proven track record of accuracy, with strong results in British Columbia, Nova Scotia, and most recently, as the most accurate polling firm in the 2025 Ontario provincial election.

#### About the National Ethnic Press and Media Council of Canada

The National Ethnic Press and Media Council of Canada (NEPMCC) is a non-profit organization dedicated to advancing the economic, social, and cultural interests of ethnic communities within Canadian society. As the leading industry association for Canada's non-official language newspapers, TV, radio, and online media, NEPMCC serves as the voice of ethnic press, representing their interests at both the provincial and federal levels.

Saskatoon:
 Conservatives 43%,
 Liberals 39%

National Tracker: > Liberals 42%, Conservatives 38%

Sign up

Appendix D: Nanos Research

# LPC 43.6, CPC 36.1, NDP 10.5, BQ 5.3, GP 2.4, PPC 1.9 (Tracking ending March 30, 2025)

NANOS ELXN45 TRACKING

THE GLOBE AND MAIL\*

Nanos will be tracking opinion on a nightly basis throughout the 45<sup>th</sup> Canadian federal election campaign. Visit <u>www.theglobeandmail.com</u>, <u>www.ctvnews.ca</u> or <u>www.nanos.co</u> to access the latest data and analysis.

The Poilievre Conservatives are losing ground to the Carney Liberals, according to the latest CTV/Globe and Mail/Nanos tracking poll. With the Liberals leading 44% to the Conservatives' 36%, a significant shift has emerged in Ontario—a critical battleground for federal elections. Once a stronghold that bolstered Conservative hopes of victory, Ontario now sees the Liberals ahead by a commanding 12 percentage points.

This dramatic reversal in Ontario could reshape the next federal government. The Conservatives' earlier momentum relied on robust support in both the Prairies and Ontario. However, the unraveling of their Ontario base has left the Liberals in a stronger position.

On the preferred Prime Minister front, Carney holds a clear edge over Poilievre. The dynamic mirrors Ontario's recent provincial election, where Progressive Conservative Premier Doug Ford leveraged Donald Trump as a foil to dominate headlines. Carney appears to benefit from a similar "two-for-one" media advantage—garnering coverage both as a party leader and as a counterpoint to Trump. This dual spotlight could prove pivotal as the race unfolds. (Three-day sample ending March 30, 2025)

> Nik Nanos, Chief Data Scientist March 31, 2025

THE GLOBE AND MAIL\* (D) NANOS TRACKING

**Question:** [VOTE PROFILE] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences? [UNPROMPTED] [DECIDED ONLY]

**Source:** CTV-Globe and Mail/Nanos Research tracking survey, March 28 to 30, 2025, 2.9 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. <u>See full</u> <u>methodology here</u>.

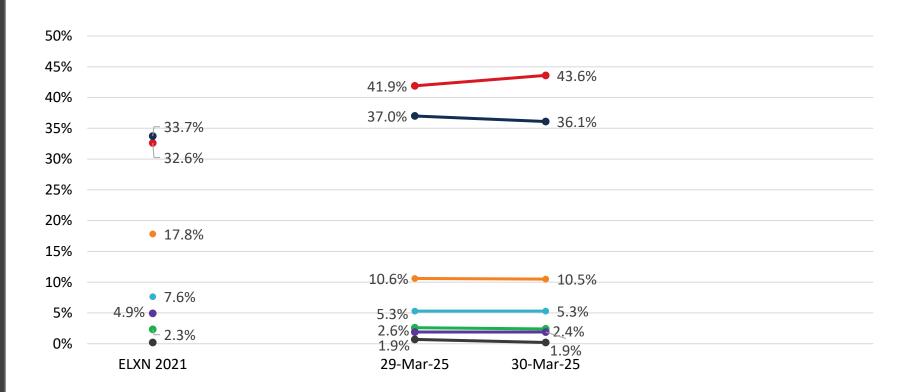
Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924 <u>nik@nanos.co</u>

# THE GLOBE AND MAIL\* CTV () NANOS TRACKING

# **Ballot – Decided Only**

Canada – Federal Special Issue – Ballot (decided only) (March 28 to 30, 2025, n=1,148) – Legend order based on current number of seats at dissolution.



----Liberal Party ----Conservative Party ----Bloc Québécois -----NDP ----Green Party ----People's Party ----Other

**Question:** [VOTE PROFILE] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences? [UNPROMPTED]

**Source:** Globe and Mail-CTV/Nanos Research tracking survey, March 28 to 30, 2025, n=1,264, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. See full methodology here.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924 nik@nanos.co

# **CTV** THE GLOBE AND MAIL\* (n) NANOS TRACKING

Т

# **Ballot – by region**

Canada – Federal Special Issue – Ballot (decided only) (March 28 to 30, 2025 n=1,148)

	Order based on current number of seats at dissolution	Canada (n=1,148)	Atlantic (n=113)	Quebec (n=288)	Ontario (n=335)	Prairies (n=249)	BC (n=163)
<b>I</b> *	Liberal Party of Canada	43.6%	53.4%	48.6%	48.5%	26.5%	36.8%
۲	Conservative Party of Canada	36.1%	35.9%	22.3%	36.3%	52.6%	39.2%
ß	Bloc Québécois	5.3%	0.0%	22.4%	0.0%	0.0%	0.0%
<b>◆ND</b> P	New Democratic Party	10.5%	7.8%	4.6%	8.8%	16.9%	19.8%
GREEN PARTY	Green Party of Canada	2.4%	2.1%	1.2%	3.7%	0.2%	3.7%
PPC	People's Party of Canada	1.9%	0.8%	0.9%	2.7%	3.2%	0.0%
	Other	0.2%	0.0%	0.0%	0.0%	0.7%	0.5%

**Question:** [VOTE PROFILE] For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences? [UNPROMPTED]

**Source:** CTV-Globe and Mail/Nanos Research tracking survey, March 28 to 30, 2025, n=1,264, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. <u>See full</u> <u>methodology here</u>.

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# THE GLOBE AND MAIL\* $C \top \nabla p$ NANOS TRACKING

Т

# Ballot – by age and gender

Canada – Federal Special Issue – Ballot (decided only) (March 28 to 30, 2025 n=1,148)

	Order based on current number of seats at dissolution	Canada (n=1,148)	Men (n=622)	Women (n=526)	18 to 34 (n=168)	35 to 54 (n=278)	55 plus (n=702)
Ŀ	Liberal Party of Canada	43.6%	35.9%	51.1%	27.3%	42.2%	54.2%
۲	Conservative Party of Canada	36.1%	45.8%	26.5%	37.8%	40.7%	31.4%
ß	Bloc Québécois	5.3%	6.4%	4.3%	3.5%	4.5%	7.1%
*NDP	New Democratic Party	10.5%	9.0%	12.1%	21.0%	9.7%	5.1%
GREEN PARTY	Green Party of Canada	2.4%	1.3%	3.4%	5.1%	1.4%	1.6%
PPC	People's Party of Canada	1.9%	1.3%	2.4%	4.9%	1.4%	0.4%
	Other	0.2%	0.2%	0.1%	0.3%	0.1%	0.1%

**Source:** Globe and Mail-CTV/Nanos Research tracking survey, March 28 to 30, 2025, n=1,264, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. See full methodology here.

Contact: Nik Nanos nik@nanos.co

Ottawa: (613) 234-4666 x 237 Website: www.nanos.co Methodology: www.nanos.co/method

# **CTV** THE GLOBE AND MAIL\* (n) NANOS TRACKING

# **Vote Profile and Ballot**

(March 28 to 30, 2025 n=1,264). Order based on current number of seats at dissolution.

For those parties you would consider voting for FEDERALLY, could you please rank your top two current local preferences? [UNPROMPTED] OR [IF UNDECIDED] Are you currently leaning towards any particular FEDERAL party? If you are, which party would that be? [UNPROMPTED]

	Party	All Voters including Undecided	Ballot - Decided Voters Only
Ŀ*	Liberal Party of Canada	39.3%	43.6%
۲	Conservative Party of Canada	32.6%	36.1%
6	Bloc Québécois	4.8%	5.3%
NDP	New Democratic Party	9.5%	10.5%
GREEN PARTY	Green Party of Canada	2.2%	2.4%
PPC	People's Party of Canada	1.7%	1.9%
	Other	0.2%	0.2%
	Undecided	9.8%	

**Question:** Of the current provincial political party leaders, could you please rank your top two current preferences for Prime Minister? [ROTATE PARTY LEADERS]

**Source:** Globe and Mail-CTV/Nanos Research tracking survey, March 28 to 30, 2025, n=1,264, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. <u>See full</u> <u>methodology here</u>.

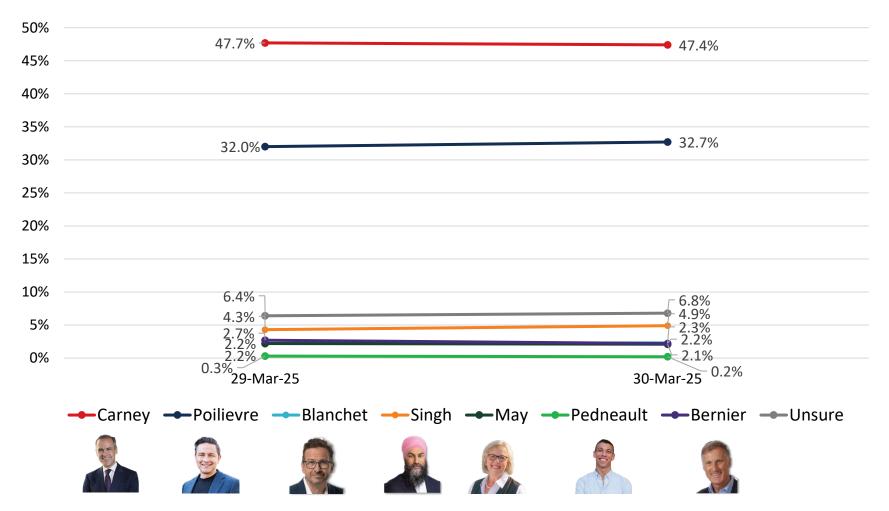
Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924 <u>nik@nanos.co</u>

# **CTV THE GLOBE AND MAIL\* ()** NANOS TRACKING

# **Preferred Prime Minister**

Canada – Federal Special Issue – Preferred Prime Minister First Ranked Choice (March 28 to 30, 2025, n=1,264) – Legend order based on current number of seats at dissolution.



**Question:** Of the current federal political party leaders, could you please rank your top two current preferences for Prime Minister? [ROTATE PARTY LEADERS]

**Source:** CTV-Globe and Mail/Nanos Research tracking survey, March 28 to 30, 2025, n=1,264, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. <u>See full</u> <u>methodology here</u>.

Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924 <u>nik@nanos.co</u>

# THE GLOBE AND MAIL\* CTV () NANOS TRACKING

# **Preferred Prime Minister – by region**

Canada – Federal Special Issue – Preferred Prime Minister First Ranked Choice (March 28 to 30, 2025, n=1,264)

	Order based on current number of seats at dissolution	Canada (n=1,264)	Atlantic (n=127)	Quebec (n=307)	Ontario (n=364)	Prairies (n=277)	BC (n=189)
	Mark Carney – Liberal Party of Canada	47.4%	50.2%	54.8%	52.0%	29.3%	43.6%
	Pierre Poilievre – Conservative Party of Canada	32.7%	32.3%	20.3%	32.4%	50.2%	32.3%
3	Yves-François Blanchet – Bloc Québécois	2.3%	0.0%	9.9%	0.0%	0.0%	0.0%
	Jagmeet Singh – New Democratic Party	4.9%	5.7%	2.3%	4.6%	6.4%	7.5%
	Elizabeth May – Green Party of Canada Co-Leader	2.1%	0.7%	1.1%	3.4%	0.1%	3.0%
	Jonathan Pedneault – Green Party of Canada Co-Leader	0.2%	0.0%	0.0%	0.0%	0.0%	1.6%
S)	Maxime Bernier – People's Party of Canada	2.2%	1.9%	2.5%	1.8%	3.5%	1.6%
	None	1.0%	1.6%	0.9%	1.1%	0.5%	1.3%
	Unsure	6.8%	7.6%	7.1%	4.7%	8.9%	9.2%

**CTV THE GLOBE AND MAIL\* ()** NANOS TRACKING

# **Preferred Prime Minister – by age and gender**

Canada – Federal Special Issue – Preferred Prime Minister First Ranked Choice (March 28 to 30, 2025, n=1,264)

	Order based on current number of seats at dissolution	Canada (n=1,264)	Men (n=676)	Women (n=588)	18 to 34 (n=199)	35 to 54 (n=299)	55 plus (n=766)
	Mark Carney – Liberal Party of Canada	47.4%	42.3%	52.3%	36.0%	44.7%	56.9%
	Pierre Poilievre – Conservative Party of Canada	32.7%	41.1%	24.6%	34.2%	36.1%	29.0%
	Yves-François Blanchet – Bloc Québécois	2.3%	2.4%	2.2%	1.0%	2.6%	2.9%
2	Jagmeet Singh – New Democratic Party	4.9%	3.6%	6.1%	6.0%	7.3%	2.2%
2	Elizabeth May – Green Party of Canada Co-Leader	2.1%	1.2%	2.9%	3.5%	1.5%	1.5%
	Jonathan Pedneault – Green Party of Canada Co-Leader	0.2%	0.1%	0.4%	0.7%	0.0%	0.1%
	Maxime Bernier – People's Party of Canada	2.2%	2.5%	2.0%	4.4%	2.7%	0.4%
	None	1.0%	1.6%	0.5%	0.9%	0.8%	1.3%
	Unsure	6.8%	4.8%	8.7%	12.4%	3.8%	5.5%

Question: Of the current federal political party leaders, could you please rank your top two current preferences for Prime Minister? [ROTATE PARTY LEADERS]

**Source:** Globe and Mail-CTV/Nanos Research tracking survey, March 28 to 30, 2025, n=1,264, accurate 2.8 percentage points plus or minus, 19 times out of 20. Percentages are weighted to be representative of the population by age, gender and stratified by geography. <u>See full</u> <u>methodology here</u>. Contact: Nik Nanos

Ottawa: (613) 234-4666 x 237 Washington DC: (202) 697-9924 <u>nik@nanos.co</u>

# METHODOLOGY

# PATH FURNARO! [ WINNING CONDITIONS

# VALIDATE

TEST IDEA

The CTV-Globe and Mail/Nanos nightly federal election tracking conducted by Nanos Research surveys 1,200 Canadians aged 18 years and over three days (400 interviews each day). Respondents are all randomly recruited through a dual-frame (celland land-line) RDD sample using live agents. Three quarters of the sample are administered the questionnaire by telephone and one guarter is administered the same questionnaire online. The random sample may be weighted by age and gender according to the latest Canadian census data. Throughout the election, the interviews are compiled into a three-night rolling average of 1,200 interviews, with the oldest group of 400 interviews being replaced by a new group of 400 each evening. The current data covers the three-night period ending March 30, 2025.

A random survey of 1,264 Ontarians is accurate ±2.8 percentage points, plus or minus, 19 times out of 20.

The full methodology is detailed in the <u>technical note</u> in this report. This research was conducted and released in accordance with the standards of the <u>CRIC</u> of which the firm is an accredited member.

Full data tables with weighted and unweighted number of interviews is <u>here</u>.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description
Research sponsor	Globe and Mail-CTV	Weighting of	The results may be weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a
Population and Final Sample Size	1,264 Randomly selected individuals, three-day sample of 400 individuals each day compiled into a three day rolling average.	Data	disclosure.
Source of Sample	Nanos Insights Labs Probability Panel and RDD cell- land-lines.		Screening ensured potential respondents did not work in the market research
Type of Sample	Probability	Screening	industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	$\pm 2.8$ percentage points, 19 times out of 20.	Excluded	Individuals younger than 18 years old; individuals without land or cell line or
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey (75%) and online deployed to Nanos Insights Labs Probability Panel (25%).	Demographics	internet could not participate. By age and gender using the latest Census information (2021) and the sample
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Stratification	is geographically stratified to be representative of Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older.	Estimated Response Rate	Seven percent, consistent with industry norms.
Demographics (Other)	Six-digit postal code was used to validate geography. Education, income	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire will be released as Part 2 of 2.
		Question Content	This was module one of a nightly tracking survey.
Fieldwork/Validation	Live interviews with live supervision to validate work.	Questier	The questionnaire includes questions on which parties people would consider,
Number of Calls	Maximum of five call backs for the telephone sample.	Question Wording	then explores ballot and preferred prime minister preferences and closes with issue questions identified by CTV-Globe and Mail and demographics.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm	Research/Data Collection	Nanos Research
Field Dates	March 28 to 30, 2025	Supplier	
Language of Survey	The survey was conducted in English and French.		Contact Nanos Research for more information or with any concerns or questions.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research	Contact	http://www.nanos.co Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com.
	Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>	Tabulations	By region, age, gender and number of weighted and unweighted interviews [ <u>LINK]</u>



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. <u>www.nanos.co</u>

### nanos dimap analytika

🝘 NANOS dimap

This international joint venture between <u>dimap</u> and <u>Nanos</u> brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. <u>www.nanosdimap.com</u>

# **Ethic**Stratēgies

Ethic Strategies was created by the founding partners of <u>PAA Advisory</u> and the <u>Nanos</u> <u>Research Corporation</u>, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. <u>www.ethicstrategies.com</u> Learn more about the Nanos Data Portal service offering. Subscribe today to the Economic, Issue & Sentiment Tracking Portal or the Federal Political Tracking Portal.

Also, for the 2025 Canadian Federal Election track vote consideration, vote preferences and preferred Prime Minister, with data broken down by demographics including age, gender and regions across the country with our new daily numbers.

# Sign up Learn more

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As of Fri	day, Decembe	er 13, 202

Source: www.nanos.c

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### Mainstreet Research Survey - Canada





### About Mainstreet

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of CRIC and exceeds all Canadian and international standards for market research and public opinion research.

### Methodology

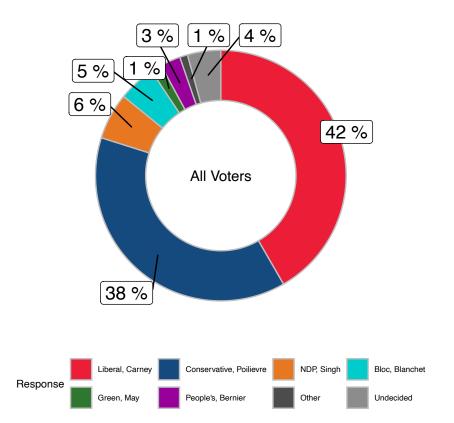
The analysis in this report is based on results of a survey conducted from Friday, March 28th to Sunday, March 30th, 2025, among a sample of 1589 adults, 18 years of age or older, living in Canada. The survey was conducted using text message invite to complete an online survey. The survey is intended to represent the voting population in Canada.

The margin of error for the poll is +/- 2.5% at the 95% confidence level. Margins of error are higher in each subsample.

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### 

# If the federal election were held today, how would you vote? (all voters)



### broken out by age, gender, and region

			Gend	er		Ag	е				R	egion		
	Total	Male	Female	Non-binary	18-34	35-49	50-64	65+	AB	ATL	BC	Prairies	ON	QC
Liberal, Carney	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NDP, Singh	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bloc, Blanchet	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green, May	-	-	-	-	-	-	-	-	-	-	-	-	-	-
People's, Bernier	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	953	579	57	173	413	494	509	176	71	194	116	540	492
Weighted Frequency	1589	790	782	17	307	330	514	438	181	90	213	116	590	399

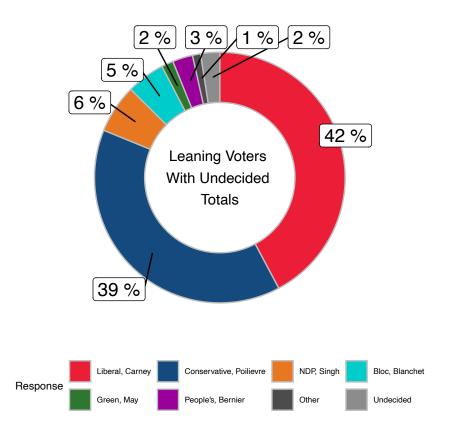
### broken out by education, income

			Education			Income					
	Total	Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K	Don't say		
Liberal, Carney	-	-	-	-	-	-	-	-	-		
Conservative, Poilievre	-	-	-	-	-	-	-	-	-		
NDP, Singh	-	-	-	-	-	-	-	-	-		
Bloc, Blanchet	-	-	-	-	-	-	-	-	-		
Green, May	-	-	-	-	-	-	-	-	-		
People's, Bernier	-	-	-	-	-	-	-	-	-		
Other	-	-	-	-	-	-	-	-	-		
Undecided	-	-	-	-	-	-	-	-	-		
Unweighted Frequency	1589	194	498	897	265	214	275	713	122		
Weighted Frequency	1589	633	468	488	363	253	264	578	131		

### broken out by race

							Race			
	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
Liberal, Carney	-	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	-	-	-	-	-	-	-	-	-	-
NDP, Singh	-	-	-	-	-	-	-	-	-	-
Bloc, Blanchet	-	-	-	-	-	-	-	-	-	-
Green, May	-	-	-	-	-	-	-	-	-	-
People's, Bernier	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-
Undecided	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	1244	82	40	18	31	40	12	36	86
Weighted Frequency	1589	1262	92	38	14	18	33	7	43	81

# If the federal election were held today, how would you vote? (leaning voters with undecided totals)



### broken out by age, gender, and region

			Gend	er		Ag	е				R	egion		
	Total	Male	Female	Non-binary	18-34	35-49	50-64	65+	AB	ATL	BC	Prairies	ON	QC
Liberal, Carney	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NDP, Singh	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bloc, Blanchet	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green, May	-	-	-	-	-	-	-	-	-	-	-	-	-	-
People's, Bernier	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Undecided	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	953	579	57	173	413	494	509	176	71	194	116	540	492
Weighted Frequency	1589	790	782	17	307	330	514	438	181	90	213	116	590	399

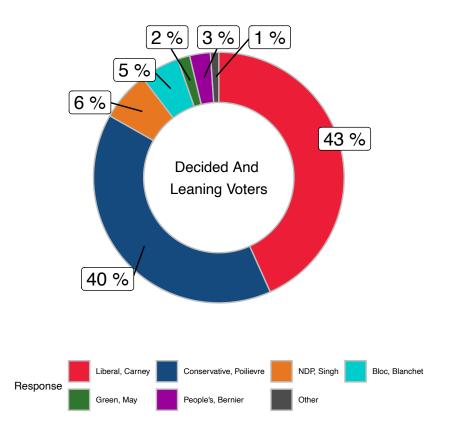
### broken out by education, income

			Education			Income					
	Total	Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K	Don't say		
Liberal, Carney	-	-	-	-	-	-	-	-	-		
Conservative, Poilievre	-	-	-	-	-	-	-	-	-		
NDP, Singh	-	-	-	-	-	-	-	-	-		
Bloc, Blanchet	-	-	-	-	-	-	-	-	-		
Green, May	-	-	-	-	-	-	-	-	-		
People's, Bernier	-	-	-	-	-	-	-	-	-		
Other	-	-	-	-	-	-	-	-	-		
Undecided	-	-	-	-	-	-	-	-	-		
Unweighted Frequency	1589	194	498	897	265	214	275	713	122		
Weighted Frequency	1589	633	468	488	363	253	264	578	131		

### broken out by race

							Race			
	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
Liberal, Carney	-	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	-	-	-	-	-	-	-	-	-	-
NDP, Singh	-	-	-	-	-	-	-	-	-	-
Bloc, Blanchet	-	-	-	-	-	-	-	-	-	-
Green, May	-	-	-	-	-	-	-	-	-	-
People's, Bernier	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-
Undecided	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	1244	82	40	18	31	40	12	36	86
Weighted Frequency	1589	1262	92	38	14	18	33	7	43	81

# If the federal election were held today, how would you vote? (decided and leaning voters)



### broken out by age, gender, and region

			Gend	er		Ag	е				R	legion		
	Total	Male	Female	Non-binary	18-34	35-49	50-64	65+	AB	ATL	BC	Prairies	ON	QC
Liberal, Carney	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NDP, Singh	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bloc, Blanchet	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green, May	-	-	-	-	-	-	-	-	-	-	-	-	-	-
People's, Bernier	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1554	930	570	54	166	405	486	497	172	71	190	110	527	484
Weighted Frequency	1554	769	768	16	296	324	507	427	180	91	211	100	583	391

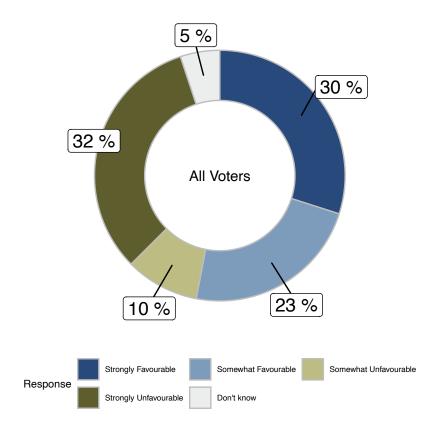
### broken out by education, income

			Education				Income		
	Total	Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K	Don't say
Liberal, Carney	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	-	-	-	-	-	-	-	-	-
NDP, Singh	-	-	-	-	-	-	-	-	-
Bloc, Blanchet	-	-	-	-	-	-	-	-	-
Green, May	-	-	-	-	-	-	-	-	-
People's, Bernier	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1554	187	489	878	254	210	268	705	117
Weighted Frequency	1554	614	462	478	340	251	260	575	128

### broken out by race

							Race			
	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
Liberal, Carney	-	-	-	-	-	-	-	-	-	-
Conservative, Poilievre	-	-	-	-	-	-	-	-	-	-
NDP, Singh	-	-	-	-	-	-	-	-	-	-
Bloc, Blanchet	-	-	-	-	-	-	-	-	-	-
Green, May	-	-	-	-	-	-	-	-	-	-
People's, Bernier	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1554	1221	78	39	18	28	40	12	35	83
Weighted Frequency	1554	1240	85	38	14	16	33	7	39	81

Do you have a favourable or unfavourable view of Mark Carney? (all voters)



### broken out by age, gender, and region

			Gend	er		Ag	е				R	legion		
	Total	Male	Female	Non-binary	18-34	35-49	50-64	65+	AB	ATL	BC	Prairies	ON	QC
Strongly Favourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat Favourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat Unfavourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strongly Unfavourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	953	579	57	173	413	494	509	176	71	194	116	540	492
Weighted Frequency	1589	790	782	17	307	330	514	438	181	90	213	116	590	399

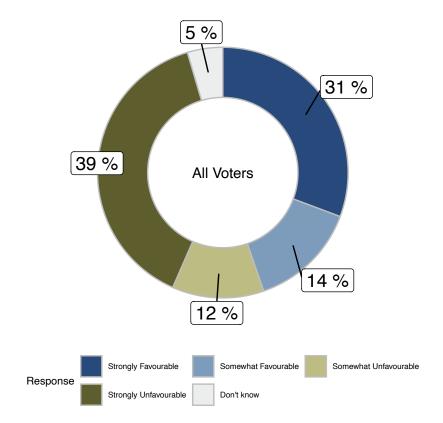
### broken out by education, income

			Education				Income		
	Total	Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K	Don't say
Strongly Favourable	-	-	-	-	-	-	-	-	-
Somewhat Favourable	-	-	-	-	-	-	-	-	-
Somewhat Unfavourable	-	-	-	-	-	-	-	-	-
Strongly Unfavourable	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	194	498	897	265	214	275	713	122
Weighted Frequency	1589	633	468	488	363	253	264	578	131

### broken out by race

							Race			
	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
Strongly Favourable	-	-	-	-	-	-	-	-	-	-
Somewhat Favourable	-	-	-	-	-	-	-	-	-	-
Somewhat Unfavourable	-	-	-	-	-	-	-	-	-	-
Strongly Unfavourable	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	1244	82	40	18	31	40	12	36	86
Weighted Frequency	1589	1262	92	38	14	18	33	7	43	81

# Do you have a favourable or unfavourable view of Pierre Poilievre? (all voters)



### broken out by age, gender, and region

			Gend	er		Ag	е				R	legion		
	Total	Male	Female	Non-binary	18-34	35-49	50-64	65+	AB	ATL	BC	Prairies	ON	QC
Strongly Favourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat Favourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat Unfavourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strongly Unfavourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	953	579	57	173	413	494	509	176	71	194	116	540	492
Weighted Frequency	1589	790	782	17	307	330	514	438	181	90	213	116	590	399

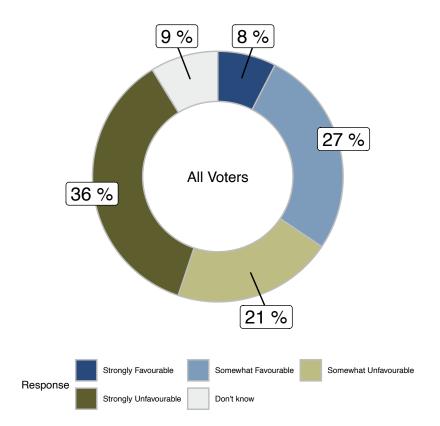
### broken out by education, income

			Education				Income		
	Total	Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K	Don't say
Strongly Favourable	-	-	-	-	-	-	-	-	-
Somewhat Favourable	-	-	-	-	-	-	-	-	-
Somewhat Unfavourable	-	-	-	-	-	-	-	-	-
Strongly Unfavourable	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	194	498	897	265	214	275	713	122
Weighted Frequency	1589	633	468	488	363	253	264	578	131

### broken out by race

							Race			
	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
Strongly Favourable	-	-	-	-	-	-	-	-	-	-
Somewhat Favourable	-	-	-	-	-	-	-	-	-	-
Somewhat Unfavourable	-	-	-	-	-	-	-	-	-	-
Strongly Unfavourable	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	1244	82	40	18	31	40	12	36	86
Weighted Frequency	1589	1262	92	38	14	18	33	7	43	81

# Do you have a favourable or unfavourable view of Jagmeet Singh? (all voters)



### broken out by age, gender, and region

			Gend	er		Ag	е				R	legion		
	Total	Male	Female	Non-binary	18-34	35-49	50-64	65+	AB	ATL	BC	Prairies	ON	QC
Strongly Favourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat Favourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat Unfavourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Strongly Unfavourable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	953	579	57	173	413	494	509	176	71	194	116	540	492
Weighted Frequency	1589	790	782	17	307	330	514	438	181	90	213	116	590	399

### broken out by education, income

			Education				Income		
	Total	Highschool or Less	College/CEGEP	University	<\$50K	\$50K-\$75K	\$75K-\$100K	>\$100K	Don't say
Strongly Favourable	-	-	-	-	-	-	-	-	-
Somewhat Favourable	-	-	-	-	-	-	-	-	-
Somewhat Unfavourable	-	-	-	-	-	-	-	-	-
Strongly Unfavourable	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	194	498	897	265	214	275	713	122
Weighted Frequency	1589	633	468	488	363	253	264	578	131

### broken out by race

	Race									
	Total	White	Black	East Asian	Latino	Middle Eastern	South Asian	Southeast Asian	First Nations	Multiracial/Other
Strongly Favourable	-	-	-	-	-	-	-	-	-	-
Somewhat Favourable	-	-	-	-	-	-	-	-	-	-
Somewhat Unfavourable	-	-	-	-	-	-	-	-	-	-
Strongly Unfavourable	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-
Unweighted Frequency	1589	1244	82	40	18	31	40	12	36	86
Weighted Frequency	1589	1262	92	38	14	18	33	7	43	81

Appendix F: Abacus Data





# Abacus Data Poll: Liberals and Conservatives tied, but advantage is still with Carney's Liberals.

Canadian Politics



March 30, 2025

As the first week of Canada's 2025 general election comes to an end, our latest Abacus Data survey—our third poll of the campaign—finds the Liberals and Conservatives neckand-neck nationally, with each party securing 39% of the committed vote among all eligible voters.

Among those most likely to vote, however, the Liberals edge ahead by two points, giving them a slim but notable advantage in a race that was once firmly in Conservative territory.

In this report, I'll unpack the headline numbers, explore shifting demographic allegiances, and consider the increasingly important role of external factors such as Donald Trump's presidency in shaping Canadian voters' perceptions and choices





# Join Our Newsletter

### Liberals and Conservatives are tied nationally

Among all eligible voters surveyed, the Liberals and Conservatives remain deadlocked at 39% each. When we focus on likely voters—those who tell us they will "definitely" vote—Liberal support ticks up slightly to 41%, while the Conservatives hold at 39%. Although a two-point lead may seem modest, it represents a meaningful shift from earlier in the year and the efficiency of the Liberal vote means even a tie will lead to a Liberal government.

The New Democratic Party (NDP) remains in third place at 11% nationally. Given the party's recent struggles, it will need to recalibrate quickly if it hopes to gain momentum and position itself as a viable alternative for progressive voters uneasy about either a Liberal or Conservative government.



### FEDERAL VOTE INTENTION

	CURRENT VOTE SHARE	VOTE SHARE MARCH 20	CHANGE
LIBERAL	39%	38%	+1
CONSERVATIVE	39%	37%	+2
NDP	11%	11%	-1
BQ	5%	<b>6</b> %	-1
GREEN	3%	4%	-1
PEOPLE'S	3%	3%	NC
OTHER	0%	0%	NC

2025 FEDERAL ELECTION TRACKER | ABACUS DATA | WAVE 2 | MARCH 2025

IF AN ELECTION WAS HELD TODAY, WHICH NATIONAL POLITICAL PARTY WOULD YOU VOTE FOR? - UNDECIDED REMOVED

## FEDERAL VOTE INTENTION

	VOTE SHARE	TURNOUT BOOST / SUPPRESSION
LIBERAL	41%	+2
CONSERVATIVE	39%	ND
NDP	10%	-1
BQ	<b>6</b> %	+1
GREEN	2%	-1
PEOPLE'S	2%	-1
OTHER	0%	ND

2025 FEDERAL ELECTION TRACKER | ABACUS DATA | WAVE 2 | MARCH 2025

Among all committed voters, the regional stories continue to evolve.

12

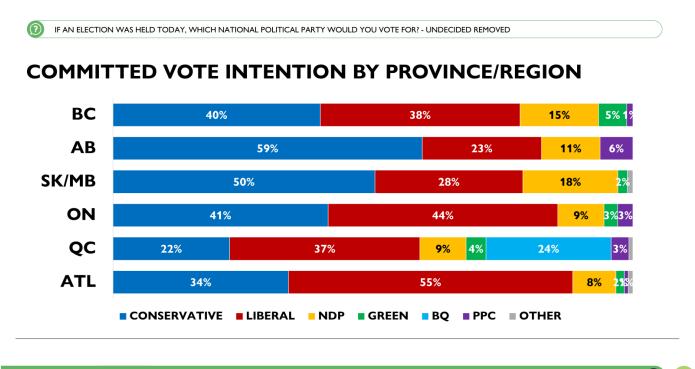
11



**Ontario:** Liberals hold a three-point lead, an improvement over their standing even a few weeks ago, suggesting that Liberal Leader Mark Carney's campaign messaging may be resonating in the country's most populous province.

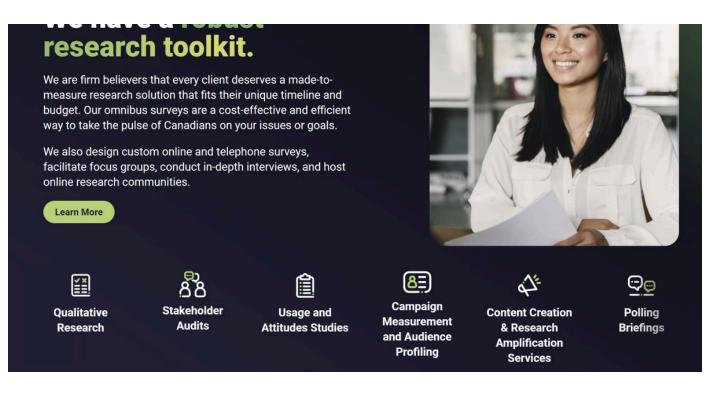
**Quebec:** The Liberals now outpace the Bloc Québécois by 13 points, demonstrating a continued ability to consolidate the federalist vote and win over soft nationalist voters.

**Atlantic Canada:** The Liberals enjoy a commanding 21-point lead, building on the East Coast's historical tilt toward the party in recent decades and reverting a shift to the Conservatives we had seen over the past two years.



2025 FEDERAL ELECTION TRACKER | ABACUS DATA | WAVE 2 | MARCH 2025







One of the most notable shifts in this wave is the clear movement of young voters and older voters toward the Liberal Party:

**Young Voters (18–30):** The Liberals have taken the lead among younger voters, having closed the gap that the Conservatives have established for the past few years.

**Boomers (60+):** The Liberal lead among Boomers has expanded. The Conservatives continue to do well with the 45–59 demographic, but the fact that older voters—traditionally seen as more Conservative-friendly—are warming to the Liberals highlights how the dynamics of this campaign differ from past elections.



the challenges of raising families.



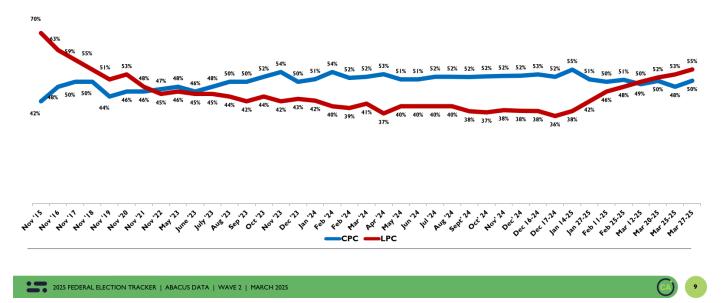
#### **Growing Liberal Pool, Static Conservative Base**

One of the fundamental indicators we track is the size of each party's *accessible voter pool*—the proportion of Canadians who would consider voting for a party. Our latest data show the Liberal accessible voter universe has expanded slightly, while the Conservative pool remains essentially unchanged from the previous wave. If you picture this as an angler casting a net, the Liberals now have a larger net (more fish to catch), meaning that with effective messaging and ground organization, they can potentially convert more Canadians into active supporters on election day. The Conservatives, while still holding a sizeable base, appear to have plateaued in their capacity to attract new supporters.



(?)

#### ACCESSIBLE CONSERVATIVE & LIDERAL UNIVERSES SINCE 2015



WOULD YOU CONSIDER OR NOT CONSIDER VOTING FOR THE FOLLOWING FEDERAL POLITICAL PARTIES?

#### **ACCESSIBLE VOTER POOLS**

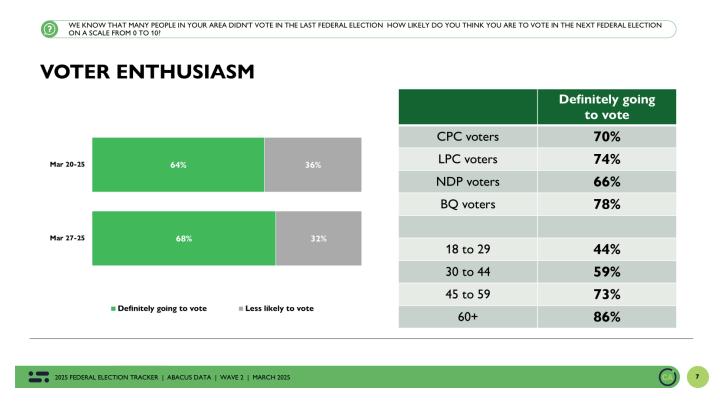
	Canada	Quebec	Ontario	B.C.	2021 Liberal	Current CPC
Liberal	55% (+3)	57% (+5)	60% (+4)	55% (+3)	87% (-1)	19% (+6)
Conservative	50% (NC)	33% (+1)	55% (+2)	47% (-5)	33% (+1)	99% (+1)
NDP	35% (-3)	26% (+4)	36% (-7)	44% (NC)	40% (-4)	13% (-2)
Green	23% (-4)	18% (-4)	25% (-5)	30% (-6)	24% (-3)	14% (-4)
<b>BQ</b> (in Quebec)	48% (+2)	48% (+2)	-	-	35% (+9)	29% (-10)

2025 FEDERAL ELECTION TRACKER | ABACUS DATA | WAVE 2 | MARCH 2025

#### Voter Enthusiasm and Desire for Change



This desire to vote reflects heightened interest in the election. Overall, 72% of Canadians say they are *very interested* in the coming federal election (rating their interest an 8 to 10 on a 10-point scale). Older Canadians (those 60 and over) show the strongest engagement at 85%, compared to only 55% among those aged 18 to 29. Regionally, Saskatchewan and Manitoba top the list at 80%, with Quebec notably lower at 60%. There is also a modest gender gap, as 76% of men report a high level of interest versus 69% of women. Finally, Liberals are currently the most tuned-in supporters at 81%, followed by Conservatives at 77%, while the NDP base trails behind at 64%.



At the same time, **the desire for change appears to be softening**. While a majority still say they would prefer a change in government, those who strongly desire change have dipped from previous waves. Our poll also finds that 23% of Canadians now definitely want to see the Liberals re-elected—up from earlier readings. Taken together, these trends suggest the "time-for-a-change" sentiment that once fuelled Conservative momentum may not be as potent as it was, giving the Liberals some breathing room to solidify support. But there is still an audience for a change message.



#### **DESIRE FOR CHANGE vs. PC RE-ELECTION**

	Time	Period
	Today	March 20, 2025
It is definitely time for a change in government in Canada	54%	57%
It would be nice to change the government, but it's not that important to me	18%	15%
It would be nice to keep Mark Carney and the Liberals in government, but it's not that important to me	5%	7%
Mark Carney and the Liberals should definitely be re- elected	23%	21%

2025 FEDERAL ELECTION TRACKER | ABACUS DATA | WAVE 2 | MARCH 2025

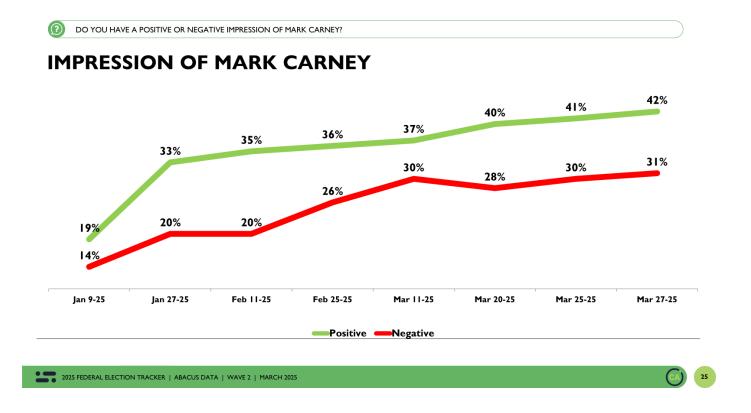


#### Leader Favourability and Perceptions

22



He tends to perform especially well in Atlantic Canada and Ontario, where majorities lean positive, and he also garners higher approval among older Canadians (60+) than among younger cohorts. Carney's support skews more female than male, although men are still more positive than negative on balance. The political breakdown shows that Liberal supporters are by far the most enthusiastic about him; in fact, well over half hold a favourable view. By contrast, Conservative voters split more evenly, though they tilt negative overall, and some NDP partisans remain neutral or only mildly positive. These dynamics help explain why Carney's net favourability surpasses most other leaders at this stage of the campaign.



**Pierre Poilievre (Conservative):** Poilievre's negatives have inched up to 45%, while his positives sit at 38%, resulting in a net of -7. A slight dip from our last wave, this shift may reflect increased scrutiny as the campaign heats up, particularly on his approach to economic policy and rhetorical style.

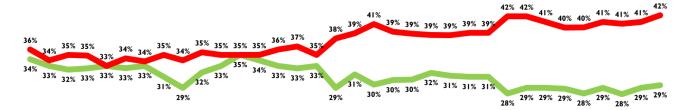
He does best among men, older Canadians, and especially among people who currently support the Conservatives—in these groups, a clear majority have a favourable impression of him. Regionally, Poilievre's strongest support is in Alberta and the Prairies, where almost half or more view him positively, whereas he struggles most

DO YOU HAVE A PO	SITIVE OR NEGATIVE IMPRESSION OF PIERRE POILIEVRE?	
IMPRESSIC	N OF PIERRE POILIEVRE	
40% 38% 37% 38% 35% 36% <sup>27%</sup> 36 35% 34% 34% <sup>36</sup> % 35 32% 31% 31% 30%	37% 37%	4     40%     41%     41%     42%     43%     45%     44%       38%     40%     40%     40%     41%     41%       38%     37%     36%     37%     38%     38%     39%       37%     36%     37%     38%     38%     39%     36%
12 12 12 12 12 12 12 12 12 12 12 12 12 1	5-12 122 122 122 122 122 123 124 124 124 124 124 124 124 124 124 124	224 1274 1274 1274 1274 1275 1275 1275 1275 1275 1275 1275 1275
2025 FEDERAL ELECTION TRAC	:KER   ABACUS DATA   WAVE 2   MARCH 2025	GA

**Jagmeet Singh (NDP):** Singh continues to be challenged by higher negatives relative to his positives, leaving him as the least popular federal leader. While some loyal NDP supporters remain enthusiastic about Singh's leadership, the party has struggled to convert broader frustration about affordability into direct support.



#### **IMPRESSION OF JAGMEET SINGH**



Jan Feb Feb Mar Mar Apr Apr Apr May May June June July July Aug Aug Sept Sept Oct Oct Nov Nov Dec Dec Jan 9- Jan Jan Feb Feb Mar Mar Mar Mar 23-24 7-24 22-24 7-24 21-24 9-24 16-2429-2415-2421-2413-2426-2410-2423-24 18-2412-2426-2410-2422-24 5-24 20-24 4-24 16-2417-24 25 14-2527-2511-2525-2512-2520-2525-2527-25

-POSITIVE -NEGATIVE
---------------------

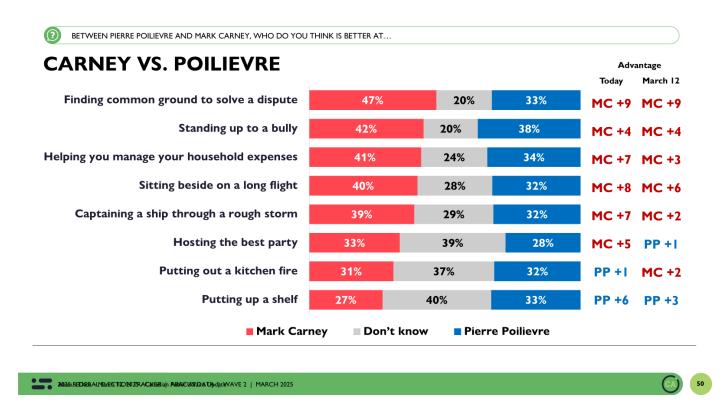
2025 FEDERAL ELECTION TRACKER | ABACUS DATA | WAVE 2 | MARCH 2025



Learn about the game-changing tool from the Abacus Data team that makes it possible to estimate polling results to the riding level to improve advocacy and government relations.



common ground to solve a dispute," and "standing up to a bully." Last week, Carney only held a two-point lead over Poilievre on crisis leadership ("captaining a ship"); this week, that gap has grown to seven points. He's also ahead by nine points on "finding common ground" and four points on "standing up to a bully." These incremental leads, while not decisive on their own, can shape the campaign narrative—especially for voters who are still sizing up the two leaders on the national stage.



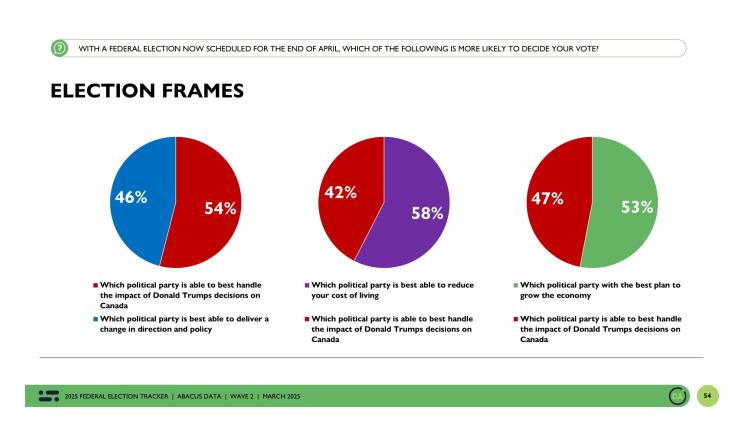
#### **The Trump Factor and Competing Frames**

One of the most intriguing insights from this poll comes from retesting our "election frames." We asked Canadians to choose whether this election is:

- Primarily about which party can best handle the challenges posed by **Donald Trump**, now President of the United States once again; or
- A question of whether it's time for **change** at home in Canada, or affordability, or the economy.

A **majority (54%)** said the election is about dealing with Trump's impact on Canada, while **46%** said it is more about changing our domestic leadership. However, when we frame it as **cost of living vs. dealing with Trump**, affordability wins out by a margin of

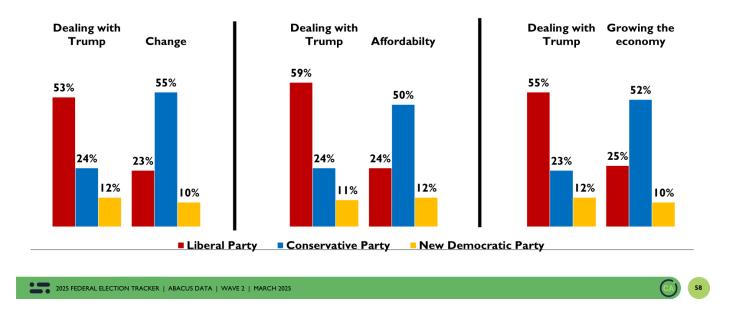




The differences in vote intention under these frames are profound. Those who see the election primarily in terms of opposing Trump and ensuring Canada's interests are defended lean decisively toward the Liberals. Conversely, those focused on cost-of-living challenges lean strongly Conservative. Understanding these conflicting frames— and which one resonates most with swing voters—may very well determine the outcome of the election.



#### VOTE INTENTION BY ELECTION FRAME



#### The Upshot: Advantage Liberal

Our third poll of this campaign confirms that the 2025 federal race is a tight, compelling contest. The Liberals have managed to narrow the Conservative advantage and now find themselves locked in a dead heat among eligible voters, with a modest edge among those most committed to casting a ballot. Regionally, gains in Ontario and Atlantic Canada are bolstering the Liberals, while the Conservatives are clinging to their core support in the Prairies and among specific age cohorts (Millennials and Gen X).

Meanwhile, the *why* of this election remains contested in the public mind. Economic concerns—especially cost of living—loom large. At the same time, Donald Trump's threats and tariffs have many Canadians worrying about Canada's place in a suddenly more uncertain international landscape. Liberals have seized on these concerns, positioning Mark Carney as the best captain in a storm, while Pierre Poilievre is still trying to focus minds on inflation, housing, taxes, and government spending hoping these can find a way to overshadow anxieties about Trump.

With a month left until voters head to the polls, the race remains fluid. But one thing is clear: Canadians are more engaged, the stakes feel higher, and the leaders face a voter population more prepared to be swayed by events on both sides of the border. Whether that heightened engagement redounds to the benefit of the Liberals, the Conservatives, or an insurgent NDP campaign looking to recapture disenchanted progressives remains one of the central questions of this pivotal 2025 election.





### Our passion for understanding how and what Canadians are thinking and doing started in public affairs and politics, but it's grown so far beyond that.



We're a growing team of researchers with specialties ranging from brand analysis to issues management, to market segmentation, to public opinion research, and everything in between.



Meet Our Team

#### Methodology

The survey was conducted with 1,800 adult Canadians over the age of 18 from March 24 to 27, 2025. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.3%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, educational attainment, and region.



#### Abacus Data follows the CRIC Public Opinion Research Standards and Disclosure Requirements that can be found here:

https://canadianresearchinsightscouncil.ca/standards/

aba	<b>acus</b> data	Conservative Party	Liberal Party	NDP	Green Party	BQ	People's	Another party	UNWEIGHTED	WEIGHTED
	Canada	39%	39%	11%	3%	5%	3%	0%	1584	1612
	вс	40%	38%	15%	5%	0%	1%	0%	169	227
	АВ	<b>59</b> %	23%	11%	0%	0%	6%	0%	162	181
REGION	SK/MB	50%	28%	18%	2%	0%	0%	1%	108	108
	ON	41%	44%	<b>9</b> %	3%	0%	3%	0%	624	643
	QC	22%	37%	<b>9</b> %	4%	24%	3%	1%	293	342
	ATL	34%	55%	8%	2%	0%	1%	1%	228	111
65 Y	Male	45%	37%	8%	2%	5%	3%	0%	805	824
SEX	Female	33%	41%	13%	4%	6%	3%	0%	779	788
	18 - 29	33%	40%	15%	6%	2%	4%	0%	296	303
465	30 - 44	43%	35%	12%	3%	3%	3%	0%	380	402
AGE	45 - 59	41%	35%	11%	2%	7%	3%	0%	400	408
	60 and over	38%	45%	6%	1%	7%	2%	1%	508	499

If an election was held today, which national political party would you vote for?

2025 FEDERAL ELECTION TRACKER | ABACUS DATA | MARCH 25, 2025

#### **ABOUT ABACUS DATA**

We are **Canada's most sought-after, influential, and impactful polling and market research firm**. We are hired by many of North America's most respected and influential brands and organizations.

We use the latest technology, sound science, and deep experience to generate topflight research-based advice to our clients. We offer global research capacity with a strong focus on customer service, attention to detail, and exceptional value.

And we are growing throughout all parts of Canada and the United States and have capacity for new clients who want high quality research insights with enlightened hospitality.

**Our record speaks for itself:** we were one of the most accurate pollsters conducting research during the 2021 Canadian election following up on our outstanding record in

25



Find out more about how we can help your organization by <u>downloading</u> our corporate profile and service offering.

### **Related Articles**

Appendix G: EKOS Research Associates Inc.

	Total				Region				Gen	nder		Age G	Group		E	ducatio	n
		BC+Ter	AB	SK	MB	ON	QC	Atl	Male	Female	<35	35-49	50-64	65+	<hs< th=""><th>Coll</th><th>Univ</th></hs<>	Coll	Univ
FEDVT																	
Weighted Total:	777	112	89	23	25	298	176	55	368	389	186	191	206	185	223	203	342
Total:	795	116	88	28	23	296	181	63	466	309	81	172	227	305	136	237	413
Liberal Party	48.2%	54.9%	<b>29.1%</b>	29.9%	30.8%	<b>55.0%</b>	44.2%	56.6%	41.9% 	<b>54.5%</b>	<b>39.2%</b>	44.8%	51.9%	<b>56.9%</b>	39.1% 	48.2%	<b>55.0%</b>
Conservative Party	33.3%	31.9%	<b>57.6%</b>	61.2%	54.2%	30.5%	20.7%	30.9%	<b>40.7%</b>	26.1%	36.6%	33.2%	29.7%	33.1%	37.6%	38.3%	26.6%
New Democratic Party	7.1%	4.1%	8.5%	0.0%	7.9%	8.6%	6.5%	7.6%	7.5%	7.2%	7.1%	<b>11.5%</b> +++	6.7%	3.5%	7.5%	6.3%	7.6%
Green Party	2.6%	4.5%	0.0%	0.0%	0.0%	2.4%	3.7%	3.7%	1.3%	3.8%	4.3%	3.6%	1.8%	1.0%	4.9%	0.5%	2.5%
People's Party	2.0%	4.6%	1.5%	0.0%	3.7%	1.8%	1.7%	0.0%	1.3%	2.8%	3.2%	1.5%	3.3%	0.0%	++ 3.2%	1.1%	1.8%
Bloc Quebecois	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	<b>21.8%</b>	0.0%	4.4%	5.4%	7.0%	5.4%	5.1%	2.5%	4.1%	4.8%	5.7%
Another party not listed here	1.8%	0.0%	3.4%	8.9%	3.4%	1.8%	1.4%	1.2%	<b>2.9%</b> ++	0.2%	2.5%	<b>0.0%</b> 	1.5%	2.9%	3.6% ++	0.9%	0.7%
Chi2:	-	(99.9)							99.9		(99)				(99.9)	-	-
Margin of Error, around 50%	3.48	9.10	10.45	18.52	20.43	5.70	7.28	12.35	4.54	5,57	10.89	7,47	6.50	5.61	8,40	6.37	4.82

Decided Federal vote intenti	on (in	cludes	leanir	ıg)	
	Total		Socia	l Class	
		Poor	Work	Middle	Upper
FEDVT					
Weighted Total:	777	70	212	434	53
Total:	795	62	194	465	66
Liberal Party	48.2%	20.5%	49.0%	52.5% +++	47.6%
Conservative Party	33.3%	31.6%	33.6%	33.0%	35.2%
New Democratic Party	7.1%	10.1%	10.1%		6.0%
Green Party	2.6%	<b>18.5%</b> ++++	+ 1.1%	1.0%	2.1%
People's Party	2.0%	0.6%	1.3%	2.9%	0.0%
Bloc Quebecois	4.9%	7.8%	3.8%	4.7%	8.6%
Another party not listed here	1.8%	<b>10.9%</b> ++++	1.1%	<b>0.7%</b>	0.4%
Chi2:	-	(99.9)			
Margin of Error, around 50%	3.48	12.45	7.04	4.54	12.06

	Total				Region				Ger	nder		Age (	Group		E	ducatio	n
		BC+Ter	AB	SK	МВ	ON	QC	Atl	Male	Female	<35	35-49	50-64	65+	<hs< th=""><th>Coll</th><th>Univ</th></hs<>	Coll	Univ
EDVT2																	
Weighted Total:	840	124	96	25	32	316	187	59	391	413	210	200	213	197	246	212	361
Total:	847	127	95	30	27	308	193	67	485	325	92	180	235	319	149	248	428
Liberal Party	44.5%	49.6%	26.9% 	27.0%	23.9%	<b>51.8%</b> +++	41.5%	52.6%	39.5% 	<b>51.4%</b>	34.7% 	42.7%	<b>50.2%</b> ++	53.5% +++	35.5% 	46.1%	<b>52.2%</b>
Conservative Party	30.8%	28.8%	<b>53.1%</b>	<b>55.1%</b> +++	42.0%	28.7%	<b>19.4%</b>	28.7%	<b>38.3%</b> ++++	24.6%	32.4%	31.7%	28.7%	31.1%	34.1%	<b>36.7%</b> ++	25.2%
New Democratic Party	6.6%	3.7%	7.8%	0.0%	6.1%	8.1%	6.1%	7.1%	7.0%	6.8%	6.3%	<b>11.0%</b>	6.4%	3.3%	6.8%	6.0%	7.2%
Green Party	2.5%	4.1%	0.0%	0.0%	0.0%	2.2%	3.4%	3.4%	1.3%	3.5%	3.8%	3.5%	1.7%	1.0%	<b>4.5%</b>	0.5%	<b>o</b> 2.4%
People's Party	1.9%	<b>4.1%</b> ++	1.4%	0.0%	2.9%	1.7%	1.6%	0.0%	1.3%	2.6%	2.8%	1.5%	3.2%	0.0%	2.9%	1.0%	0% 1.7%
Bloc Quebecois	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	<b>20.5%</b>	0.0%	4.1%	5.1%	6.2%	5.1%	4.9%	2.4%	3.7%	4.6%	5.4%
Another party not listed here	1.7%	0.0%	3.1%	<b>8.0%</b> +++	2.6%	1.7%	1.3%	1.2%	<b>2.7%</b> ++	0.1%	2.2%	0.0%	1.5%	2.7%	3.2% ++	0.9%	0.7%
Undecided	3.9%	<b>7.1%</b>	3.7%	5.9%	6.2%	2.2%	4.4%	3.6%	3.4%	3.9%	5.0%	3.9%	2.5%	4.9%	4.9%	3.5%	3.5%
Skip	3.6%	2.6%	3.9%	3.9%	16.3%	3.6%	1.8%	3.4%	2.4%	1.8%	<b>6.5%</b> ++	0.7%	0.8%	1.1%	4.4%	0.7%	1.6%
Chi2:	-	(99.9)							99.9		(99.9)				(99.9)		
Margin of Error, around 50%	3.37	8,70	10.05	17.89	18.86	5.58	7.05	11.97	4.45	5.44	10.22	7.30	6.39	5.49	8.03	6.22	4.74

Federal vote intention (inclu	des le	aning)			
	Total		Socia	l Class	
		Poor	Work	Middle	Upper
FEDVT2					
Weighted Total:	840	85	234	449	55
Total:	847	73	209	478	68
Liberal Party	44.5%	17.0% 	44.5%	<b>50.7%</b> ++++	46.2%
Conservative Party	30.8%	26.2%	30.5%	31.9%	34.1%
New Democratic Party	6.6%	8.4%	9.2%	5.2%	5.8%
Green Party	2.5%	15.4% ++++	1.0%	0.9%	2.1%
People's Party	1.9%	0.5%	1.2%	<b>2.8%</b> ++	0.0%
Bloc Quebecois	4.6%	6.5%	3.5%	4.5%	8.4%
Another party not listed here	1.7%	9.1% ++++	1.0%	0.6%	0.4%
Undecided	3.9%	11.3% ++++	5.3%	2.3%	1.8%
Skip	3.6%	5.8%	3.8%	1.1%	1.2%
Chi2:	-	(99.9)			
Margin of Error, around 50%	3.37	11.47	6.78	4.48	11.88

### Appendix H: Pallas Data

# Federal Voting Intentions 45th Federal Election - First Survey

2025-03-24



### About Pallas Data

Pallas Data is a market research firm based in Toronto, ON. We are experienced researchers and data experts committed to delivering the best value to our clients by leveraging the highest industry standards and our leading expertise. Our mission is to harness data to empower our clients with accurate and actionable insights and analysis, enabling them to make informed decisions that drive growth and maximize their competitive advantage.

### For more information, please contact:

Dr. Joseph Angolano, founder and CEO **Email:** joseph@pallas-data.ca **Telephone:** (647)-894-1552



### Methodology

The analysis in this report is based on results of a survey conducted on March 22nd, 2025 among a sample of 1225 adults, 18 years of age or older, living in Canada and are eligible to vote in federal elections. The survey was conducted using automated telephone interviews using Interactive Voice Recording technology (IVR). Respondents were interviewed on landlines and cellular phones. The sample was weighted by age, gender, and region according to the 2021 Census. The survey is intended to represent the adult population in Canada.

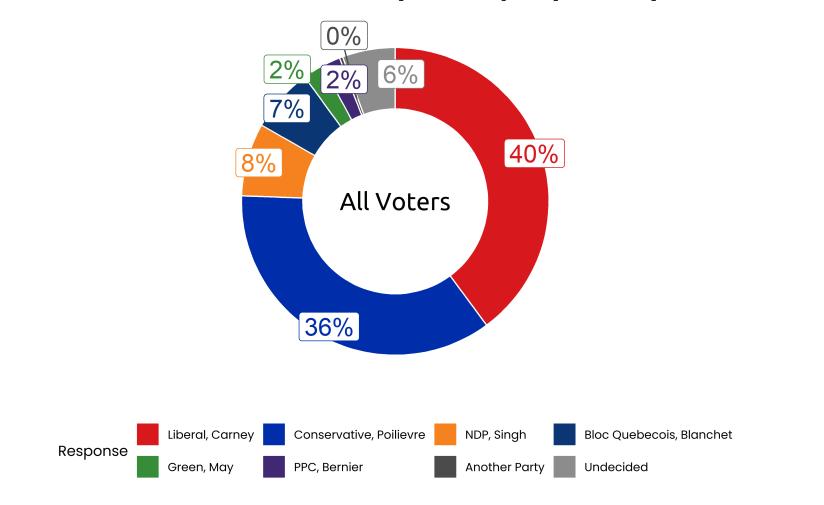
The margin of error for the poll is +/- 2.8%, at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up to 100% due to rounding.



### Federal Voting Intentions

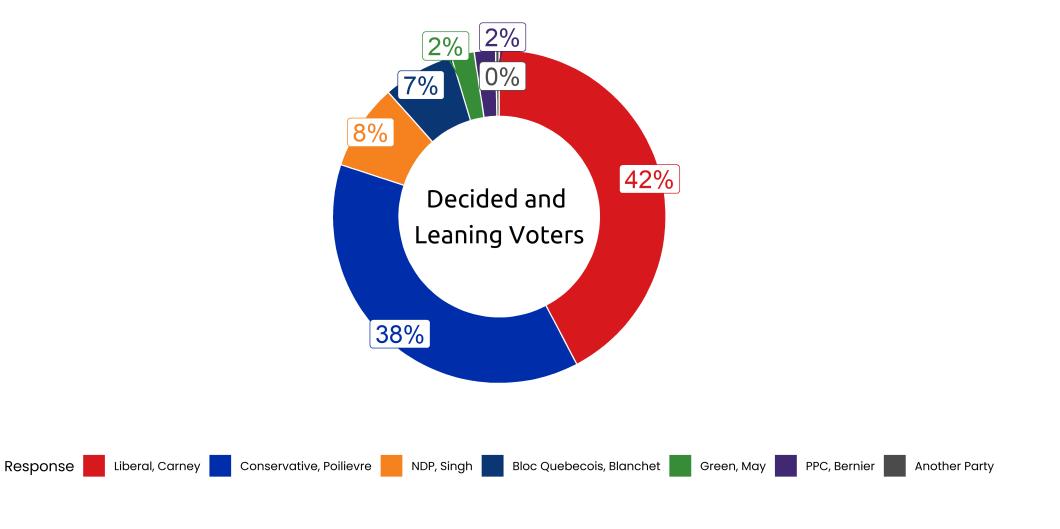
#### If a federal election were held today, which party would you vote for?





### Federal Voting Intentions

#### If a federal election were held today, which party would you vote for?

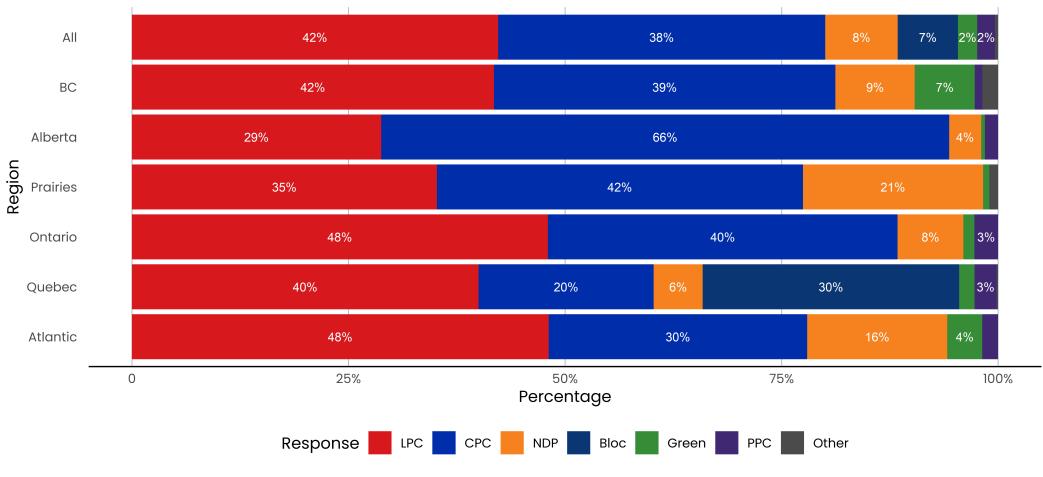




### Federal Voting Intentions

#### If a federal election were held today, which party would you vote for?

decided and leaning voters - broken out by region





### If a federal election were held today, which party would you vote for? (All Voters) [1]

			Gender			Age				I	Region		
	Total	Male	Female	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Liberal, Carney	39.9%	38.9%	40.8%	34.1%	31.5%	44.3%	50.2%	36.9%	28.1%	29.1%	46%	38.6%	45.2%
Conservative, Poilievre	35.7%	38.1%	33.4%	36.8%	44.2%	35.6%	25.9%	37.4%	64.3%	39.7%	36.5%	20.1%	29.6%
NDP, Singh	7.7%	5%	10.2%	11.5%	10.4%	2.7%	5.8%	9%	2.2%	19.9%	6.6%	5.5%	15.8%
Bloc Quebecois, Blanchet	6.7%	8.8%	4.8%	6.9%	7.7%	6.4%	5.9%	0%	0%	0%	0%	28.9%	0%
Green, May	2.2%	1.9%	2.5%	4.5%	0%	1.6%	2.5%	6.8%	0.4%	0.7%	1.2%	1.8%	4%
PPC, Bernier	1.9%	2.2%	1.7%	2.1%	1.4%	3.1%	1%	0%	1.5%	0%	2.7%	2.5%	1.8%
Another Party	0.3%	0.4%	0.3%	0%	0.6%	0%	0.8%	1.8%	0%	1%	0%	0.2%	0%
Undecided	5.6%	4.7%	6.3%	4.1%	4.2%	6.2%	7.9%	8%	3.4%	9.5%	6.9%	2.5%	3.5%
Unweighted Frequency	1225	684	541	121	216	357	531	162	97	91	433	289	153
Weighted Frequency	1225	598	627	327	297	312	289	167	139	80	470	286	84



### If a federal election were held today, which party would you vote for? (All Voters) [2]

					Current	Federal Vote Intentio	n		
	Total	LPC	CPC	NDP	Bloc	Green	PPC	Other	UD
Liberal, Carney	39.9%	100%	0%	0%	0%	0%	0%	0%	0%
Conservative, Poilievre	35.7%	0%	100%	0%	0%	0%	0%	0%	0%
NDP, Singh	7.7%	0%	0%	100%	0%	0%	0%	0%	0%
Bloc Quebecois, Blanchet	6.7%	0%	0%	0%	100%	0%	0%	0%	0%
Green, May	2.2%	0%	0%	0%	0%	100%	0%	0%	0%
PPC, Bernier	1.9%	0%	0%	0%	0%	0%	100%	0%	0%
Another Party	0.3%	0%	0%	0%	0%	0%	0%	100%	0%
Undecided	5.6%	0%	0%	0%	0%	0%	0%	0%	100%
Unweighted Frequency	1225	537	399	79	82	23	22	6	77
Weighted Frequency	1225	488	437	94	83	27	24	4	68





If a federal election were held today, which party would you vote for? (Leaning Voters With Undecided Totals) [1]

			Gender			Age				I	Region		
	Total	Male	Female	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic
Liberal, Carney	41.8%	40.9%	42.6%	34.1%	33%	46.8%	54%	41%	28.5%	34.6%	47.3%	39.8%	47.8%
Conservative, Poilievre	37.3%	38.7%	36%	39.9%	45.3%	37.2%	26.3%	38.7%	65%	41.5%	39.7%	20.1%	29.6%
NDP, Singh	8.3%	5.2%	11.1%	12.5%	11.1%	2.7%	6.5%	9%	3.7%	20.4%	7.5%	5.6%	16.1%
Bloc Quebecois, Blanchet	6.9%	9%	4.8%	6.9%	8.1%	6.4%	6.1%	0%	0%	0%	0%	29.4%	0%
Green, May	2.2%	1.9%	2.5%	4.5%	0%	1.6%	2.5%	6.8%	0.4%	0.7%	1.2%	1.8%	4%
PPC, Bernier	2%	2.4%	1.7%	2.1%	1.8%	3.1%	1%	0.8%	1.5%	0%	2.7%	2.5%	1.8%
Another Party	0.3%	0.4%	0.3%	0%	0.6%	0%	0.8%	1.8%	0%	1%	0%	0.2%	0%
Undecided	1.2%	1.5%	1%	0%	0%	2.2%	2.8%	1.8%	0.8%	1.8%	1.6%	0.5%	0.6%
Unweighted Frequency	1225	684	541	121	216	357	531	162	97	91	433	289	153
Weighted Frequency	1225	598	627	327	297	312	289	167	139	80	470	286	84



If a federal election were held today, which party would you vote for? (Leaning Voters With Undecided Totals) [2]

		Current Federal Vote Intention								
	Total	LPC	CPC	NDP	Bloc	Green	PPC	Other	UD	
Liberal, Carney	41.8%	100%	0%	0%	0%	0%	0%	0%	34.1%	
Conservative, Poilievre	37.3%	0%	100%	0%	0%	0%	0%	0%	28.6%	
NDP, Singh	8.3%	0%	0%	100%	0%	0%	0%	0%	10.6%	
Bloc Quebecois, Blanchet	6.9%	0%	0%	0%	100%	0%	0%	0%	2.4%	
Green, May	2.2%	0%	0%	0%	0%	100%	0%	0%	0%	
PPC, Bernier	2%	0%	0%	0%	0%	0%	100%	0%	2.1%	
Another Party	0.3%	0%	0%	0%	0%	0%	0%	100%	0%	
Undecided	1.2%	0%	0%	0%	0%	0%	0%	0%	22.2%	
Unweighted Frequency	1225	537	399	79	82	23	22	6	77	
Weighted Frequency	1225	488	437	94	83	27	24	4	68	



If a federal election were held today, which party would you vote for? (Decided and Leaning Voters) [1]

		Gender		Age					Region					
	Total	Male	Female	18-34	35-49	50-64	65+	BC	Alberta	Prairies	Ontario	Quebec	Atlantic	
Liberal, Carney	42.3%	41.5%	43%	34.1%	33%	47.8%	55.6%	41.8%	28.8%	35.2%	48%	40%	48.1%	
Conservative, Poilievre	37.8%	39.3%	36.3%	39.9%	45.3%	38%	27.1%	39.4%	65.6%	42.3%	40.4%	20.2%	29.8%	
NDP, Singh	8.4%	5.3%	11.3%	12.5%	11.1%	2.8%	6.6%	9.1%	3.7%	20.8%	7.6%	5.7%	16.2%	
Bloc Quebecois, Blanchet	7%	9.2%	4.9%	6.9%	8.1%	6.6%	6.3%	0%	0%	0%	0%	29.6%	0%	
Green, May	2.2%	1.9%	2.5%	4.5%	0%	1.6%	2.5%	6.9%	0.4%	0.7%	1.3%	1.8%	4%	
PPC, Bernier	2.1%	2.5%	1.7%	2.1%	1.8%	3.2%	1%	0.9%	1.5%	0%	2.7%	2.5%	1.8%	
Another Party	0.4%	0.4%	0.3%	0%	0.6%	0%	0.8%	1.8%	0%	1%	0%	0.2%	0%	
Unweighted Frequency	1202	669	533	121	216	349	516	158	95	89	422	287	151	
Weighted Frequency	1202	588	621	327	297	305	281	164	137	78	462	285	84	



If a federal election were held today, which party would you vote for? (Decided and Leaning Voters) [2]

		Current Federal Vote Intention								
	Total	LPC	CPC	NDP	Bloc	Green	PPC	Other	UD	
Liberal, Carney	42.3%	100%	0%	0%	0%	0%	0%	0%	43.8%	
Conservative, Poilievre	37.8%	0%	100%	0%	0%	0%	0%	0%	36.7%	
NDP, Singh	8.4%	0%	0%	100%	0%	0%	0%	0%	13.7%	
Bloc Quebecois, Blanchet	7%	0%	0%	0%	100%	0%	0%	0%	3.1%	
Green, May	2.2%	0%	0%	0%	0%	100%	0%	0%	0%	
PPC, Bernier	2.1%	0%	0%	0%	0%	0%	100%	0%	2.7%	
Another Party	0.4%	0%	0%	0%	0%	0%	0%	100%	0%	
Unweighted Frequency	1202	537	399	79	82	23	22	6	54	
Weighted Frequency	1202	488	437	94	83	27	24	4	53	



### Appendix I: Innovative Research Group

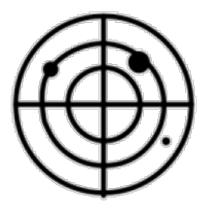
# **INNOVATIVE** RESEARCH GROUP

## Canada This Month Federal Election

Public Opinion Research Release Date: March 21<sup>st</sup>, 2025 Field Dates: Mar 19<sup>th</sup>, 2025 to Mar 21<sup>st</sup>, 2025

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Building from findings off previous waves, this report tracks:

- Federal vote intentions
- Federal leadership
- Campaign momentum
- Reactions to Trump and tariff
- Approval of CPC as well as Provincial and Federal responses to Trump



### Survey Methodology

The findings in this survey report are based on an online survey sponsored and conducted by Innovative Research Group Inc.

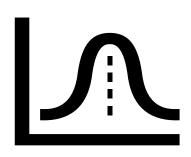
# WHO



Canadian adults, 18 years or older.

Survey conducted in both French and English.

### SAMPLE



Unweighted sample of 1,548 respondents. Weighted nationally to 1,000 respondents based on 2021 Census data from Statistics Canada.

Sample weighted by age, gender, region, education, and selfreported federal past vote.



DATE

March 19<sup>th</sup> to March 21<sup>st</sup>, 2025



**METHOD** 

Online survey from representative online panels.

Survey conducted in both French and English.



### Summary

1

Mark Carney and the Liberals have maintained their momentum. More than 6-in10 Canadians are paying attention. They are almost twice as likely to more favourable than less favourable as a result of what they hear. As a result, Carney's net favourability reached a new high of +12 and he leads as best PM at 34%, a 7-point lead over Poilievre.



**Poilievre continues to struggle.** Poilievre and the CPC only reached 45% of Canadians this week. They lost ground with those people as 40% felt less favourable and only 32% more favourable. Poilievre's net net favourability fell to -9 points.

**The Liberals now hold a narrow 2-point lead over the CPC**. Liberals support comes from across the spectrum. They have not only lead the 3 centre left clusters, they lead the CPC among Deferential Conservatives and are within 4-points of the CPC among Pay-as-you-go Moderates. The CPC are only dominant among Populist Conservatives.



The Liberals are now building significant regional strength in Eastern Canada (Ontario, Quebec, and Atlantic Canada. In Quebec, Liberals lead the Bloc by 3 points. Outside of Quebec, Conservatives hold a narrow 3-point lead.



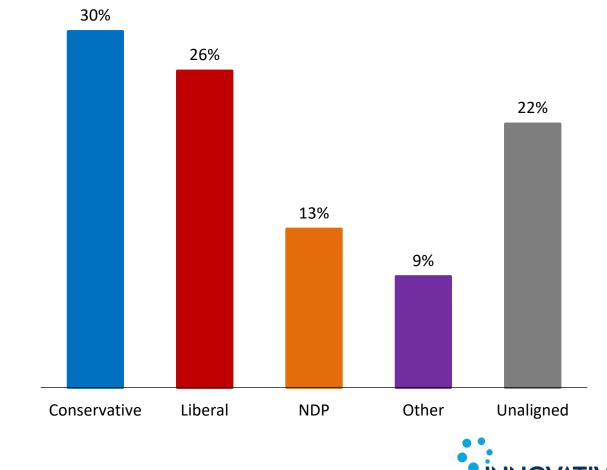
# Key Voter Segments

### Federal Party ID (Quebec vs. ROC): Liberals lead in Quebec over Bloc by 3 points; Conservatives hold a 3-point lead over Liberals in the rest of Canada

27% 24% 19% 14% 9% 6% Conservative Liberal NDP Bloc Other Unaligned

### Party ID: Rest of Canada

[Respondents in the rest of Canada; n=770]



**Party ID: Quebec** 

[Respondents in Quebec; n=230]

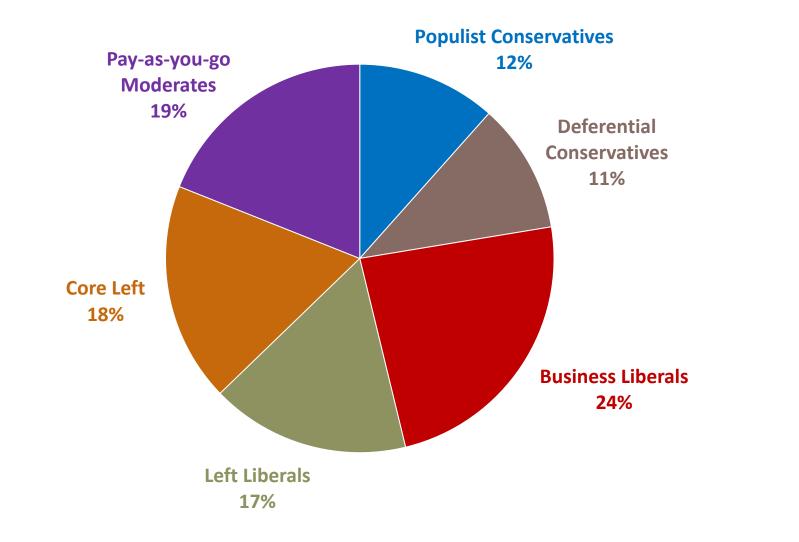
## Value Clusters:

 $\mathbf{O}$ 

#### Business Liberals representation (24%) about the same as both Conservative segments combined

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=1,000]

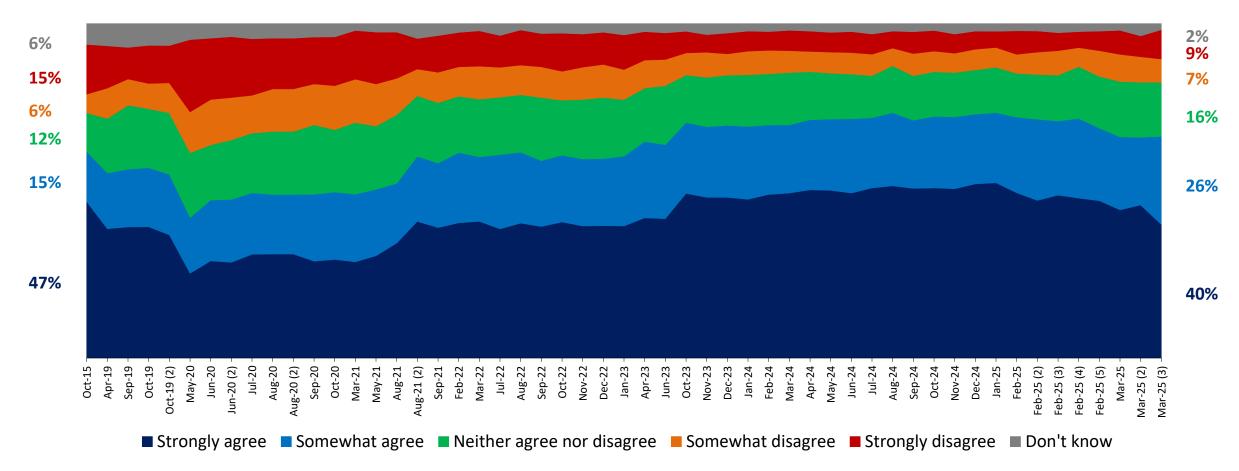


Current data: February 2025

# Time for Change

# Time for Change Tracking: Agreement on 'Time for a change' has remained stable since the beginning of March; as of W3, 66% of Canadians are in agreement

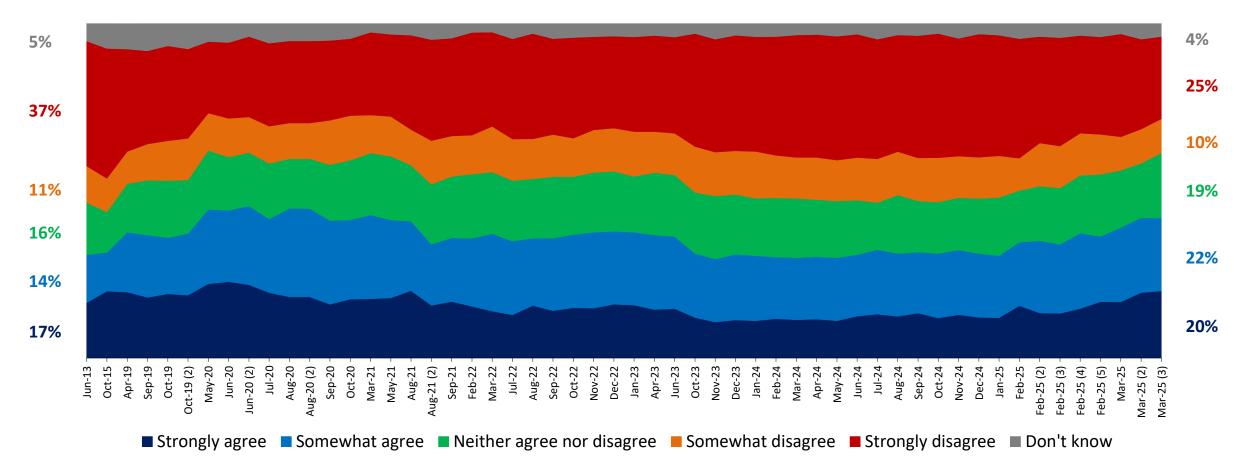
Do you agree or disagree with the following statements? - It is time for a change in government here in Canada [asked of all respondents; n=1000]





## Liberals Best Party Tracking: Agreement among those who believe the Liberals are the best party has remained stable since the W2 of March, following a consistent rise that began in February

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=1000]

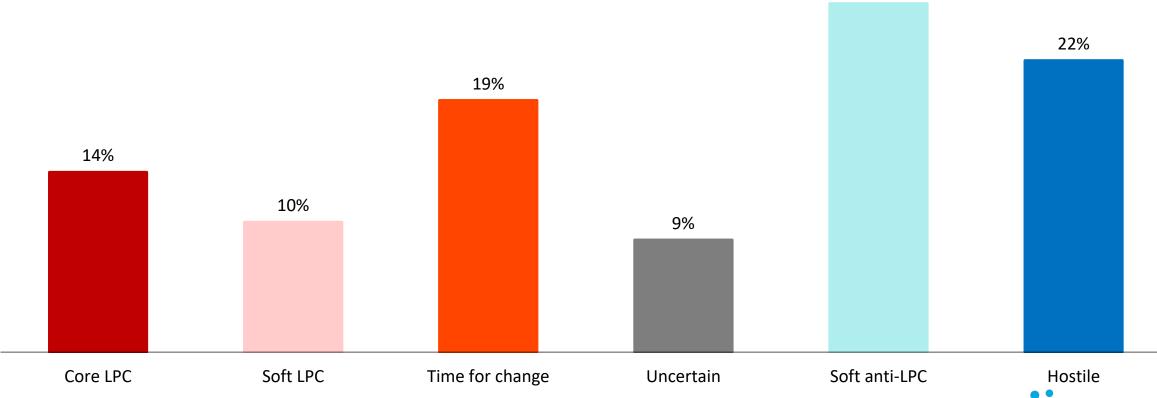




## **Time for Change Segmentation:**

### At 27%, soft anti-LPC Liberals are the key voter segment, followed by Hostile at 22%

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=1000]





27%

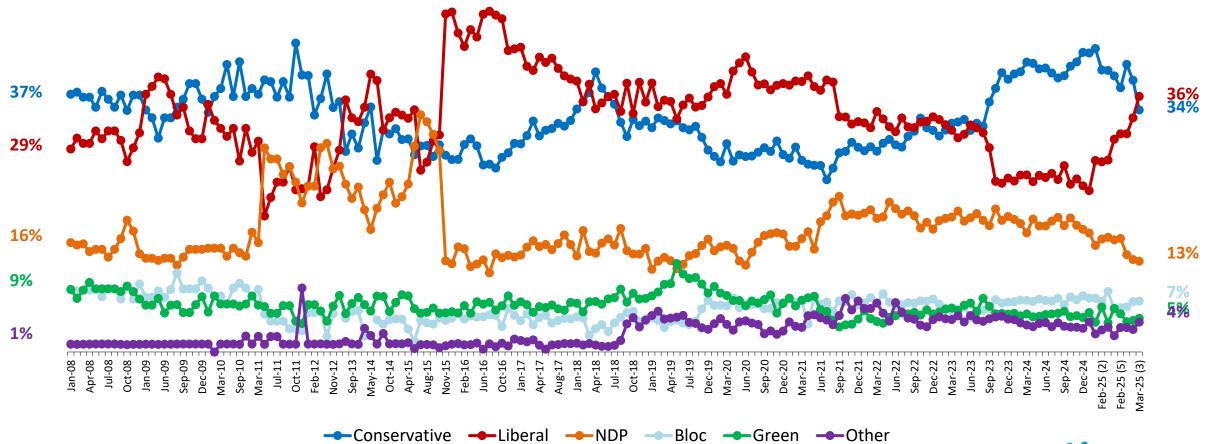
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## **Federal Vote**

## Federal Decided Vote Tracking: Conservatives continue to decline down to 34%; Liberals

#### have now taken the lead in the decided vote at 36%

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=888]





### **Decided Vote BY Region:**

Ontario, Quebec and Atlantic regions show highest Liberal support; BC, Alberta, and Prairies show highest support for Conservatives

Decided vote by REGION

	BC	AB	Prairies	ON	QC	Atlantic
	(N=125)	(N=100)	(N=54)	(N=346)	(N=204)	(N=61)
Conservative	35%	48%	45%	37%	20%	34%
Liberal	31%	31%	30%	41%	33%	46%
NDP	18%	13%	16%	15%	6%	10%
Bloc	0%	0%	0%	0%	32%	0%
Green	13%	2%	3%	3%	4%	5%
Other	3%	7%	5%	3%	5%	5%





Decided Vote

# **Combined Vote by Value Cluster:** Populist Conservatives and Pay-as-you-go Moderates show highest support for Conservatives; all other value clusters show support for Liberal

	Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
	(N=116)	(N=108)	(N=238)	(N=166)	(N=183)	(N=190)
Conservative	66%	31%	33%	22%	14%	28%
Liberal	16%	38%	39%	32%	39%	24%
NDP	3%	11%	6%	15%	19%	14%
Bloc	1%	10%	6%	5%	8%	8%
Green	3%	4%	3%	6%	5%	3%
Other	6%	2%	2%	5%	3%	6%
Undecided DK	5%	3%	10%	10%	7%	8%
Would not vote/None	0%	1%	0%	5%	5%	9%

#### Value Clusters



	Core LPC	Soft LPC	Time for change	Uncertain	Soft anti-LPC	Hostile
	(N=137)	(N=99)	(N=192)	(N=85)	(N=265)	(N=222)
Conservative	2%	5%	19%	11%	34%	72%
Liberal	86%	65%	49%	23%	10%	0%
NDP	5%	11%	15%	6%	19%	6%
Bloc	2%	8%	7%	7%	10%	4%
Green	1%	5%	3%	5%	6%	5%
Other	1%	0%	1%	4%	5%	9%
Undecided DK	3%	6%	5%	28%	10%	3%
Would not vote/None	1%	1%	1%	17%	5%	2%

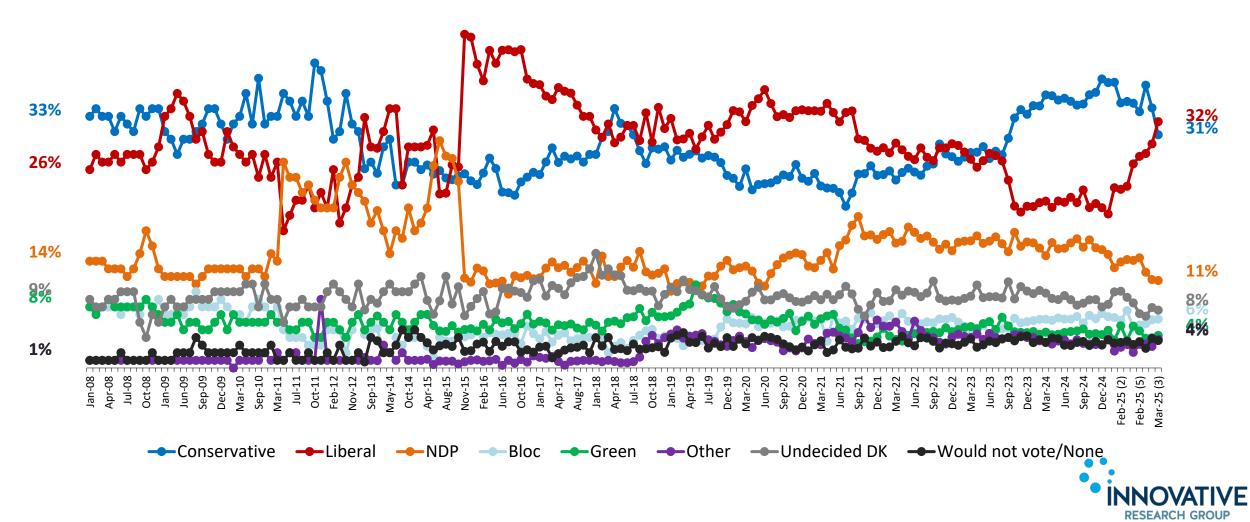
#### Time for Change



## Federal Vote Tracking:

#### Liberals continue upward trend

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=1000]



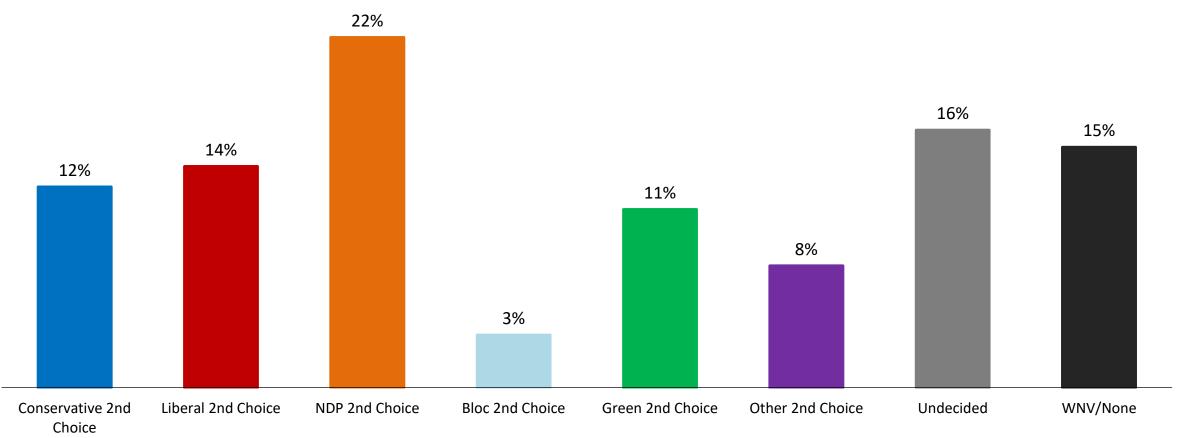
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## Federal 2nd Choice: NDP takes the lead as the second vote choice at 22%

And which party would be your second choice?

[only decided voters; n=888]

0





# **Federal 2nd Choice:** 42% of those who prefer the Liberals as their first choice would rank the NDP as their second choice; 39% of those favoring the NDP first would choose the Liberals as their second

Einst Chains

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
	(N=306)	(N=323)	(N=115)	(N=64)	(N=43)
Conservative 2nd Choice		19%	19%	13%	11%
Liberal 2nd Choice	18%		39%	21%	17%
NDP 2nd Choice	12%	42%		11%	24%
Bloc 2nd Choice	2%	5%	0%		9%
Green 2nd Choice	9%	11%	19%	9%	0%
Other 2nd Choice	14%	2%	5%	8%	18%
Undecided	18%	13%	11%	27%	22%
WNV/None	27%	8%	7%	11%	0%

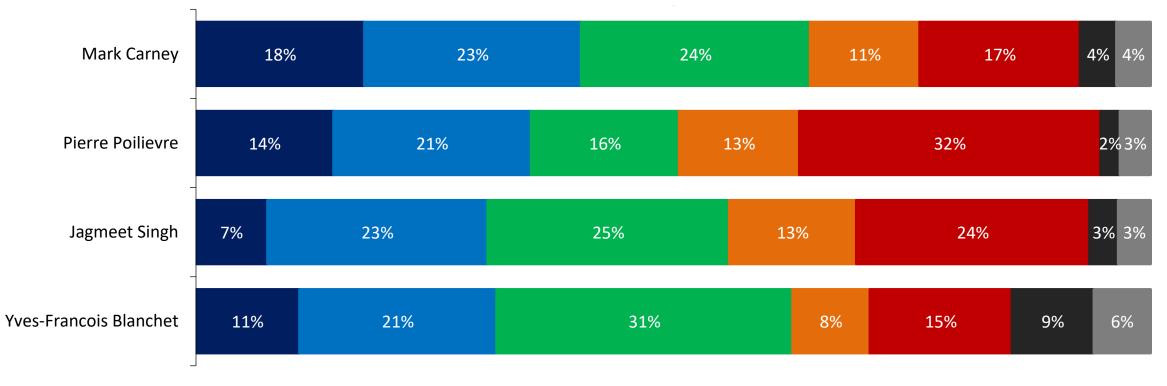


**Note:** 'Other' in Combined Vote not shown due to insufficient sample size. Current data: March 2025

# Leadership

## Leader Favourables: Carney surpasses Poilievre by 5 points in favourability; Poilievre has the highest unfavourable ratings at 44%

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=1000]



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



Current data: March 2025

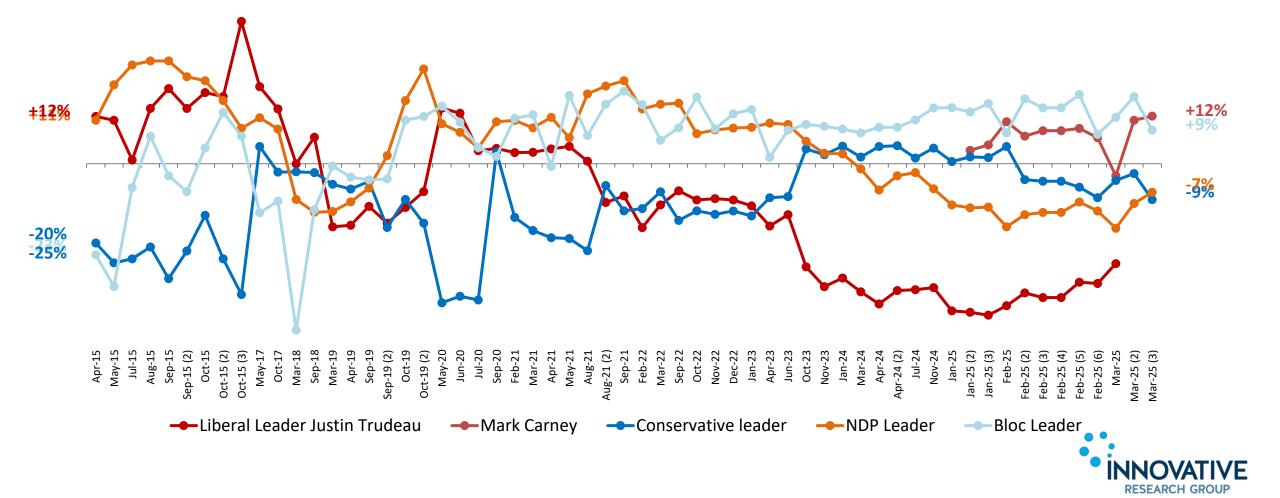
 $\mathbf{O}$ 

## Party Leader NET Favourables Tracking: Poilievre drops to -9 in net favourability; Carney

#### reaches 12%, highest since tracking began

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.

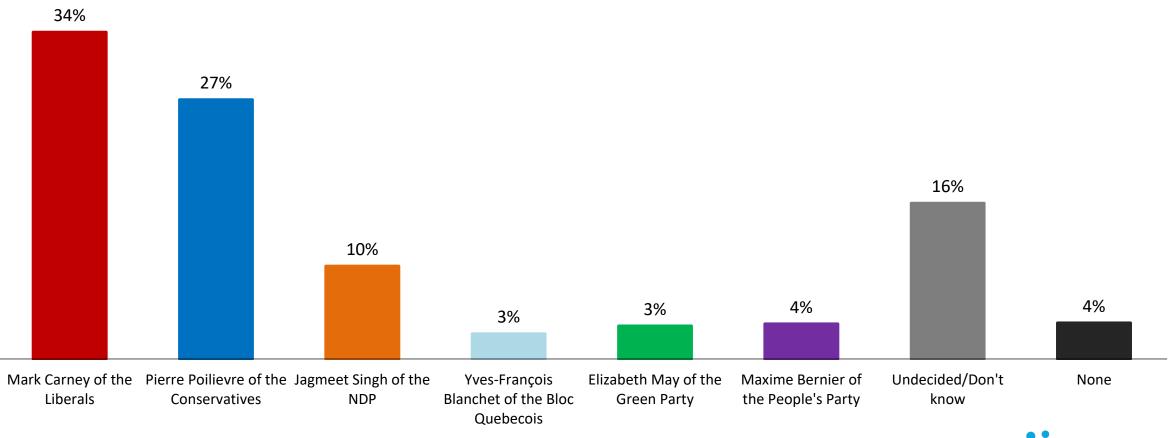
[asked of all respondents; n=0]



## Best Prime Minister: Carney leads as best Prime Minister at 34%, surpassing Poilievre by 7 points

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

[asked of all respondents; n=1000]

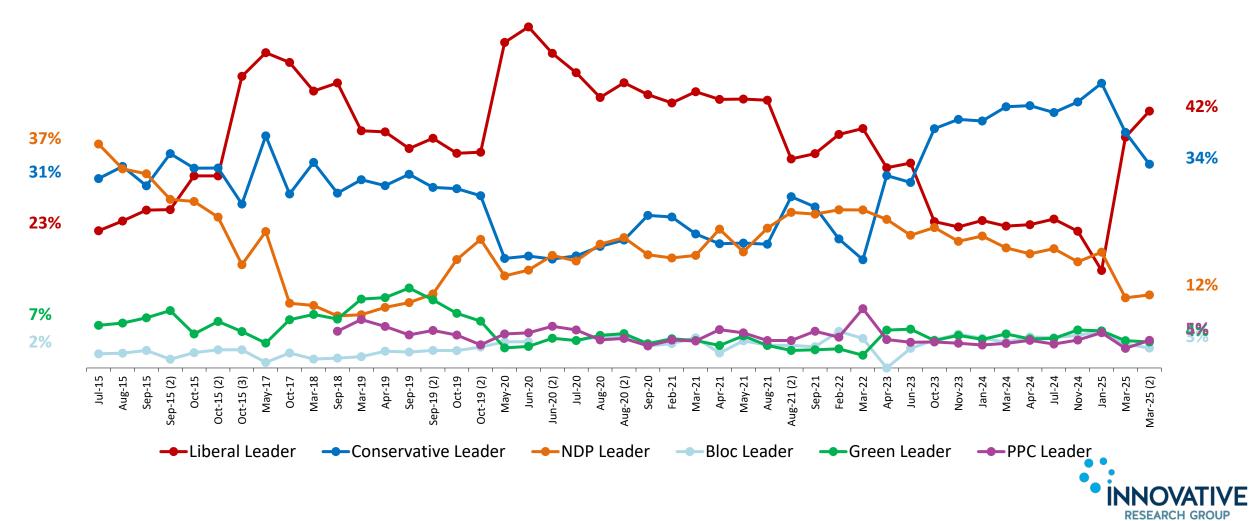




## Best Prime Minister Tracking (Decided): Over 2-in-5 of decided voters say a Liberal

leader would make the best Prime Minister; 34% say Conservatives

Which of the following party leaders would make the best Prime Minister of Canada? [asked of all respondents; n=1000]



## **Best Prime Minister (Quebec vs. ROC):**

Carney's support is at 34% in both Quebec and the rest of Canada

Q

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

[asked of all respondents; n=1000]

of all respondents; n=1000]	Quebec	Rest of Canada
	(N=230)	(N=770)
Mark Carney	34%	34%
Pierre Poilievre	18%	30%
Jagmeet Singh	8%	10%
Yves-François Blanchet	11%	0%
Elizabeth May	2%	4%
Maxime Bernier	4%	3%
Undecided/Don't know	18%	16%
None	4%	4%

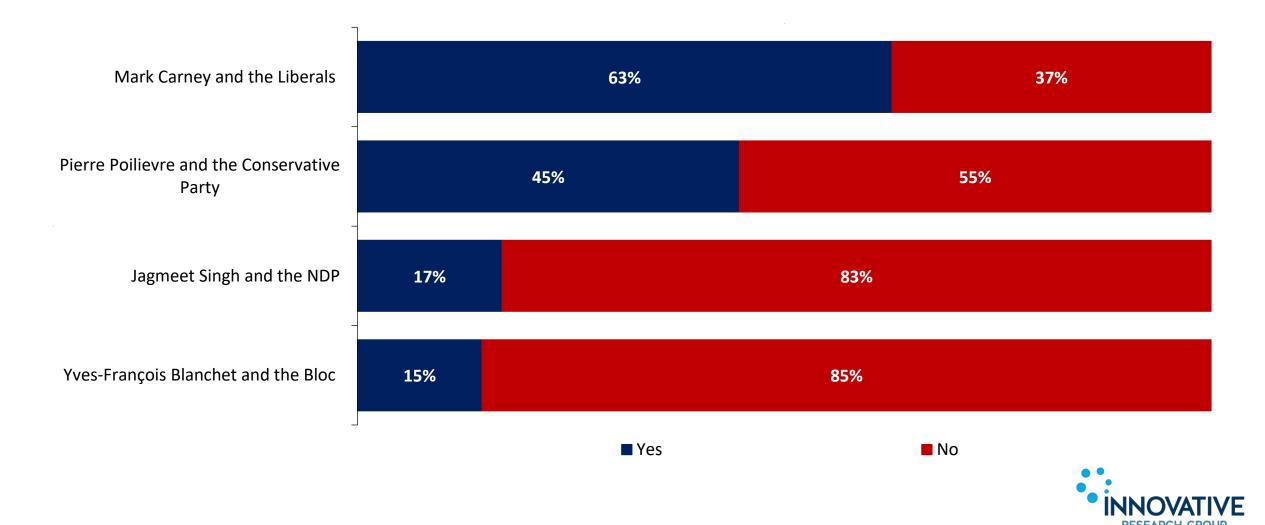


Read, Seen, Heard

## Campaign Attention:

### 63% of Canadians have RSH something about Carney, 45% about Poilievre

Have you read, seen or heard anything about [LEADER] and the [PARTY] in the last few days? [asked of all respondents; n=1000]



## **RSH Impact:**

### Of those who have RHS of Carney had a net favourable impression of 18%, 26 points higher than Poilievre's

#### 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 0 towards [LEADER] and the [PARTY], or did it make no difference? Net [asked of all respondents who had read, seen or heard about the party; PCs, n=447; Liberals, n=626; NDP, n=169; Bloc n=34] **Favourable** Mark Carney and the 18% 23% 8% 33% 16% Liberals 18% Pierre Poilievre and the 16% 16% 27% 9% 31% **Conservative Party** -8% Jagmeet Singh and the 9% 15% 43% 10% 21% 2% NDP -6% **Yves-François Blanchet** 24% 14% 42% 11% 10% 09 and the Bloc\* 17% Somewhat more favourable A lot more favourable Made no difference Somewhat less favourable

[\*sample size of Bloc n=34]

#### For more information, please contact:

#### **Greg Lyle**

President (t) 416-642-6429 (e) glyle@innovativeresearch.ca

## **Building Understanding**.



Appendix J: Research Co

Carney Boosts Liberals as Canadian Federal Campaign Begins - Research Co.



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## Carney Boosts Liberals as Canadian Federal Campaign Begins

🛅 March 25, 2025 🔰 👗 By Mario Canseco

Canada-U.S. Relations becomes the most important issue for voters, outpacing jobs, housing, health care and immigration.

Vancouver, BC [March 25, 2025] – Support for the governing Liberal Party has significantly increased since Mark Carney was selected as its leader, a new Research Co. poll has found.

In the online survey of a representative national sample, 41% of decided voters in Canada would cast a ballot for the Liberal candidate in their constituency if the federal election took place today, up 20 points since a similar Research Co. survey conducted in early January, prior to the announcement of Justin Trudeau's departure as head of government. Sort by Relevanc 🗸

### What People Think About:

- Economy & Finance (22)
- Education (65)
- Elections (151)
- Energy (51)
- Environment (88)
- Health Care (140)
- Housing (74)
- Lifestyle (443)
- Politics (284)
- Public Policy (454)
- Technology (123)



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Conservatives 40%) and British Columpia (Liberais 41%, Conservatives 39%).

The Conservatives are ahead in Alberta (56%), while the Liberals are leading in Quebec (43%, with the Conservatives and the Bloc tied at 22%).

"Practically one-in-four voters who supported the New Democrats in 2021 (24%) are voting for the Liberals in 2025," says Mario Canseco, President of Research Co. "The retention rate is significantly higher for the Conservatives (85%) and the Liberals (83%)."

More than half of Canadians (53%) say they would "definitely" or "probably" consider voting for the Liberals if they ran a candidate in their constituency. Voting consideration is currently lower for the Conservatives (46%), the New Democrats (35%) and the Greens (25%).

Just over one-in-five Canadians (21%) would consider voting for the People's Party, which has never elected a candidate to the House of Commons. Consideration is higher for the Canadian Future Party (24%) and the Animal Protection Party (23%) and lower for seven other political organizations: the Libertarian Party (17%), the Christian Heritage Party (15%), the United Party (14%), the Centrist Party (13%), the Rhinocéros Party (10%), the Marxist-Leninist Party (also 10%) and the Communist Party (also 10%).

Three-in-ten Canadians (30%) say Canada-U.S. Relations is the most important issue facing the country right now,

Co.'s Latest:

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   Columbians
   Oblivious of
   Looming Food
   Security
   Challenges
   March 27, 2025
- Carney Boosts

   Liberals as
   Canadian
   Federal
   Campaign
   Begins March 25, 2025
- Perceptions of Constitutional Monarchy Improve Across Canada March 21, 2025
- Most British Columbians Dismayed by Pro-Palestinian Protests March 20, 2025
- British Columbians





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country's youngest adults are more likely to be concerned about housing, homelessness and poverty (24%) or the economy and jobs (23%).

More than half of Canadians (57%) approve of the way Mark Carney has handled his duties as Prime Minister and leader of the Liberal Party. The rating is lower for Conservative and Official Opposition leader Pierre Poilievre (46%, -6), NDP leader Jagmeet Singh (38%, -1), Green co-leader Jonathan Pedneault (30%), Bloc leader Yves-François Blanchet (25%, -2) and People's Party leader Maxime Bernier (also 25%, +2).

On the "Best Prime Minister" question, almost two-in-five Canadians (39%) select Carney, while one third (33%, -6) choose Poilievre. The remaining party leaders are in single digits on this question, where the level of undecided respondents fell from 17% in January to 12% this month.

Carney also holds the upper hand over Poilievre on a question related to financial management. Almost three-infive Canadians (59%) say they are comfortable with the Liberal leader being in charge of Canada's economy, a 25point improvement from Trudeau's last result in early January.

Fewer than half of Canadians (46%, -9) say they would be comfortable with Poilievre being in charge of Canada's economy—a proportion that rises to 62% in Alberta.

**Methodology:** Results are based on an online survey conducted on March 23 and March 24, 2025, among 1,003 adults in Canada. The data has been statistically weighted



RESEARCH<sub>C</sub>.

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For more information on this poll, please contact: Mario Canseco, President, Research Co. 778.929.0490 [e] mario.canseco@researchco.ca

Economy & Finance, Elections, Politics, Public Policy Canada

← Perceptions of Constitutional Monarchy Improve Across Canada British Columbians Oblivious of Looming Food Security Challenges →

### Our Agenda Is the Truth

We are curious about what people think and the decisions they will make.

We never compromise facts for profit.

Read more...

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Q

#### Poll conducted by Research Co. on Federal Politics in Canada - March 25, 2025

As you may know, a federal election is scheduled for April 28 in Canada. If the federal election were held today, which party's candidate would you vote for in your constituency?

#### RESEARCH

		GEN	DER		AGE				REG	ION			VOTE IN 20	21 FEDERAL	ELECTION
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP
All respondents	•														
Liberal Party	37%	35%	39%	29%	35%	47%	39%	23%	38%	39%	39%	37%	78%	7%	22%
Conservative Party	33%	37%	29%	37%	34%	28%	37%	53%	33%	36%	20%	35%	11%	83%	12%
New Democratic Party (NDP)	8%	7%	9%	12%	7%	5%	7%	11%	11%	9%	6%	10%	2%	3%	53%
Bloc Québécois	6%	7%	5%	7%	6%	5%	0%	0%	0%	0%	20%	0%	1%	3%	2%
Green Party	3%	3%	2%	4%	4%	1%	8%	2%	2%	3%	1%	3%	1%	1%	2%
People's Party	2%	3%	1%	3%	2%	1%	1%	1%	1%	2%	3%	3%	1%	1%	1%
Another party / An independent candidate	1%	1%	1%	3%	1%	0%	2%	1%	1%	1%	1%	0%	0%	1%	1%
Not sure	10%	6%	14%	6%	11%	12%	6%	9%	14%	11%	9%	12%	6%	2%	8%
Decided Voters															
Liberal Party	41%	38%	45%	31%	40%	53%	41%	26%	45%	43%	43%	42%	83%	7%	24%
Conservative Party	37%	39%	34%	39%	38%	32%	39%	58%	38%	40%	22%	40%	12%	85%	13%
New Democratic Party (NDP)	9%	7%	11%	13%	8%	6%	8%	12%	13%	10%	6%	12%	2%	3%	58%
Bloc Québécois	7%	8%	6%	7%	7%	6%	0%	0%	0%	0%	22%	0%	1%	3%	2%
Green Party	3%	4%	3%	4%	4%	1%	8%	2%	2%	3%	1%	3%	1%	1%	2%
People's Party	2%	3%	1%	3%	2%	1%	1%	1%	1%	2%	3%	3%	1%	1%	1%
Another party / An independent candidate	1%	1%	1%	3%	1%	0%	2%	1%	1%	1%	1%	0%	0%	1%	1%

Appendix K: Pollara



This data was collected between March 25 - March 30, amongst adult Canadians who are elgibile likely voters in the 2025 federal election. A total of N=1,734 respondents were surveyed, using a multi-mode methodology of approximately 50% live-interviewer telephone (CATI) and approximately 50% online panel. Our data is weighted by gender, age, and education according to the most current Census figures. In addition, we have weighted age by historical voter turnout rates so that the sample reflects the likely voting electorate.

#### Q3 - If election day were today, who would you vote for or lean towards?

						REGION					GEN			AG	-	
	TOTAL	Atlantic	Quebec	Ontario		Saskatchewa n	MB/SK	Alberta	BC	North	Men 	Women	18-34 	35-49	50-64 	65+ 
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Total	1734	117	401	668	66	45	111	191	241	4	842	887	328	502	413	491
Unweighted Total	1734	214	360	451	120	94	214	236	255	4	902	828	300	435	451	548
The Liberals led by Mark Carney	37%	46%	37%	38%	31%	32%	31%	26%	37%	53%	34%	39%	31%	31%	38%	44%
The Conservatives led by Pierre Poilievre	29%	25%	18%	29%	38%	42%	39%	49%	31%	22%	37%	22%	29%	31%	31%	26%
The NDP led by Jagmeet Singh	8%	6%	5%	10%	15%	5%	11%	6%	10%		7%	10%	15%	7%	6%	6%
The Greens led by Elizabeth Bay	2%	0%	1%	2%	1%	1%	1%	3%	3%		2%	2%	4%	2%	2%	0%
The PPC led by Maxime Bernier	2%	1%	2%	2%	4%	2%	3%	3%	0%		3%	1%	3%	2%	2%	1%
The Bloc Quebecois led by Yves- Francois Blanchet	4%		19%								5%	4%	2%	6%	6%	4%
Undecided	17%	21%	19%	18%	10%	18%	14%	12%	18%	25%	12%	23%	16%	20%	15%	18%
Someone else	0%			0%	1%	0%	1%	0%	1%		0%	0%		1%	0%	1%

Q3\_1 - [DECIDED VOTE] If election day were today, who would you vote for or lean towards?

						REGION					GEN =====			AG		
	TOTAL	Atlantic	Quebec	Ontario	Manitoba	Saskatchewa n 	MB/SK	Alberta	BC	North	Men	Women	18-34 	35-49 	50-64 	65+ 
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
BASE: Decided Vote at Q4	1435	93	327	550	59	37	96	168	199	3	743	687	276	403	352	405
Unweighted Total	1459	176	297	379	107	77	184	208	212	3	802	653	252	357	391	459
The Liberals led by Mark Carney	44%	58%	45%	47%	35%	39%	36%	30%	45%	71%	39%	50%	37%	39%	45%	54%
The Conservatives led by Pierre Poilievre	35%	32%	22%	35%	42%	51%	46%	56%	37%	29%	42%	29%	34%	39%	36%	32%
The NDP led by Jagmeet Singh	10%	8%	6%	13%	17%	6%	13%	7%	12%		7%	13%	18%	9%	7%	8%
The Greens led by Elizabeth Bay	3%	1%	2%	3%	1%	1%	1%	4%	4%		3%	2%	5%	3%	3%	1%
The PPC led by Maxime Bernier	2%	2%	2%	2%	4%	2%	3%	4%	1%		3%	1%	3%	2%	2%	1%
The Bloc Quebecois led by Yves- Francois Blanchet	5%		24%								6%	5%	2%	7%	7%	5%
Someone else	1%			0%	1%	1%	1%	0%	2%		1%	0%		1%	0%	1%

Appendix L: MQO

#### **Canada Federal Election 2025**



	1	CEN	NDER		CENERAT	ION (AGE CAT			00	MMUNITY T	VDE			CAD REGIO	J			VOTE INTENT	
		GEN	NDER		GENERAI	ION (AGE CAT	EGORIES)			MMUNITTI	TPE			CAD REGIOI				VOTE INTEINT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democrat Party
Liberal Party	36	36	36	40	30	37	36	45	37	41	24	23	38	50	39	37	91	0	0
Conservative Party	28	32	24	24	27	30	31	26	27	24	40	41	27	29	28	19	0	93	0
Undecided, but I will vote	11	10	13	8	11	12	12	13	10	12	13	15	8	6	12	11	8	6	13
New Democratic Party	8	8	8	8	11	7	7	4	9	7	7	9	13	4	7	7	0	0	84
Undecided, not sure if I will vote	5	2	7	4	4	6	4	3	5	4	4	6	3	7	5	4	2	1	3
I'm not going to vote	4	3	5	6	6	3	2	1	4	2	6	4	5	2	4	4	0	0	0
Bloc Québécois	3	3	3	4	4	1	2	5	3	4	2	0	0	0	0	13	0	0	0
Green Party	3	2	4	4	5	2	2	1	3	2	4	1	5	2	4	2	0	0	0
People's Party	1	1	1	2	2	1	2	0	2	1	1	1	1	1	2	1	0	0	0
Other	0	1	0	0	1	1	0	0	1	0	0	0	1	0	0	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	1935	964	971	246	592	463	384	250	904	686	329	357	262	127	739	451	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1938	940	998	191	526	581	399	241	942	588	393	959	159	112	458	250	675	677	214

AMONG: All.

V2 )) [DECIDED] Of the followir	g parties, w	hich pa	rty's cano	didate are y	ou planning t	o vote for as	s MP in your	riding in the	upcomin	g Canada	federal	election?							
		GEI	NDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE			CAD REGIO	V			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Liberal Party	45	43	48	49	38	47	45	55	46	51	31	30	46	59	49	47	100	0	0
Conservative Party	35	39	32	30	35	39	39	32	33	30	52	54	32	34	35	24	0	100	0
New Democratic Party	10	10	10	10	14	9	9	5	11	9	9	13	16	5	8	9	0	0	100
Bloc Québécois	4	4	3	4	5	2	3	6	3	5	2	0	0	0	0	16	0	0	0
Green Party	4	3	5	5	6	3	3	2	4	3	5	2	6	2	5	3	0	0	0
Peoples Party	2	2	2	3	2	1	3	0	2	2	1	1	1	1	3	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	1541	804	736	202	460	359	314	206	728	556	252	269	218	107	586	361	698	544	154
UNWEIGHTED SAMPLE SIZE (#)	1508	773	735	147	405	448	317	191	734	472	297	721	131	96	362	198	610	620	172
AMONG: Decided voters																			

AMONG: Decided voters.

		GEN	IDER		GENERAT	ION (AGE CAT	EGORIES)		co	MMUNITY T	YPE		(	CAD REGION	4			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democra Party
I am completely undecided, not leaning toward any party	46	36	53	65	48	47	44	33	48	48	39	49	46	29	46	50	0	0	0
Liberal Party	23	28	20	8	20	18	35	34	26	26	13	10	25	50	29	19	100	0	0
Conservative Party	13	22	8	4	14	14	12	18	11	10	21	18	11	9	13	10	0	100	0
New Democratic Party	10	8	11	8	13	12	6	4	7	9	17	18	18	12	5	4	0	0	100
Green Party	2	0	4	15	2	0	1	1	2	3	2	3	0	0	1	6	0	0	0
People's Party	2	3	2	0	3	5	1	0	2	2	4	2	0	0	3	3	0	0	0
Bloc Québécois	2	3	1	0	0	3	0	5	1	1	4	0	0	0	0	7	0	0	0
Other	1	0	2	0	0	0	2	4	2	0	0	0	0	0	2	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	309	119	190	29	91	86	61	42	133	112	57	73	29	17	123	68	72	40	30
UNWEIGHTED SAMPLE SIZE (#)	352	130	222	30	92	114	71	45	169	103	75	202	20	14	77	39	65	57	42

AMONG: All undecided voters.

		GEN	IDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE		(	CAD REGION	V			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democrat Party
Liberal Party	41	41	42	44	35	41	43	52	43	47	27	26	43	57	45	42	100	0	0
Conservative Party	31	36	27	26	31	34	34	29	30	27	46	46	29	30	31	22	0	100	0
New Democratic Party	10	9	10	10	14	9	8	5	10	9	11	14	16	6	8	8	0	0	100
Undecided / Not voting / Other	8	5	11	8	9	10	8	6	8	8	7	11	6	4	8	9	0	0	0
Green Party	4	3	4	6	5	2	2	2	4	3	4	2	5	2	4	3	0	0	0
Bloc Québécois	3	4	3	4	4	2	3	6	3	5	3	0	0	0	0	15	0	0	0
People's Party	2	2	2	2	2	2	2	0	2	2	2	1	1	1	3	1	0	0	0
WEIGHTED SAMPLE SIZE (#)	1858	932	926	231	556	448	375	247	868	670	310	342	249	124	710	433	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1867	910	957	178	500	564	389	236	907	576	374	926	152	110	440	239	675	677	214

VOTE_INTENTALL )) Party Voting Intention (DECIDED+LEANING)																			
		GEN	IDER	GENERATION (AGE CATEGORIES)					COMMUNITY TYPE			CAD REGION					VOTE INTENT		
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Liberal Party	45	43	48	48	39	46	46	55	47	51	30	29	46	60	50	46	100	0	0
Conservative Party	34	38	30	29	34	37	37	31	32	29	50	52	31	32	34	24	0	100	0
New Democratic Party	11	10	12	11	15	10	9	5	11	10	12	15	17	6	8	9	0	0	100
Green Party	4	3	5	6	6	2	2	2	4	3	5	2	5	2	5	4	0	0	0
Bloc Québécois	4	4	3	4	4	2	3	6	3	5	3	0	0	0	0	16	0	0	0
People's Party	2	2	2	2	3	2	2	0	2	2	2	2	1	1	3	2	0	0	0
WEIGHTED SAMPLE SIZE (#)	1703	880	822	212	507	404	347	232	795	615	287	306	234	119	650	394	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1694	853	841	159	454	510	354	217	823	524	341	826	142	106	403	217	675	677	214

AMONG: Those who are decided OR leaning toward a party (Undecided excluded).



N=1,938 eligible voters. Online (n=1,650 national; n=288 AB/SK/MB oversample). Weighted to 2021 Census proportions by age, gender, and region.

Field dates: Mar 25-29, 2025 MQO Research | 2025.03.30

# 

#### **Canada Federal Election 2025**

		GEN	IDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE		(	CAD REGIO	4			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratio Party
Mark Carney (Liberal Party)	40	42	38	39	33	41	42	53	42	44	28	25	44	53	44	40	90	3	14
Pierre Poilievre (Conservative Party)	30	34	26	28	30	32	31	27	28	27	41	44	28	26	31	21	2	90	4
Not sure / No opinion	14	10	18	14	15	14	13	12	13	13	18	17	14	10	12	16	4	5	8
Jagmeet Singh (New Democratic Party)	10	8	12	10	15	8	8	6	10	11	8	13	13	11	8	9	3	1	73
Another party's leader	4	3	4	3	4	3	5	1	4	3	5	2	1	0	5	4	1	1	0
Yves-François Blanchet (Bloc Québécois)	2	2	2	5	2	1	2	2	2	3	1	0	0	0	0	10	0	0	1
WEIGHTED SAMPLE SIZE (#)	1935	964	971	246	592	463	384	250	904	686	329	357	262	127	739	451	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1938	940	998	191	526	581	399	241	942	588	393	959	159	112	458	250	675	677	214
AMONG: All.																			

PREF_PM )) [DECIDED] Overall, w	vho do you	ı most p	refer to b	e Prime Min	ister of Can	ada?													
		GEN	NDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE			CAD REGION	V			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	вс	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Mark Carney (Liberal Party)	47	47	46	46	39	48	48	60	49	51	34	30	52	59	50	47	94	4	16
Pierre Poilievre (Conservative Party)	35	38	32	32	36	38	36	31	33	31	50	52	32	29	35	25	2	94	4
Jagmeet Singh (New Democratic Party)	12	9	14	12	17	9	9	6	12	12	10	15	15	12	9	11	3	1	79
Another party's leader	4	3	5	4	5	3	6	2	4	3	6	2	2	0	6	5	1	1	0
Yves-François Blanchet (Bloc Québécois)	3	2	3	6	3	2	2	2	3	3	1	0	0	0	0	11	0	0	1
WEIGHTED SAMPLE SIZE (#)	1664	864	801	210	502	396	335	221	785	598	271	297	226	114	647	381	740	557	169
UNWEIGHTED SAMPLE SIZE (#)	1648	838	810	158	447	493	341	209	806	509	325	798	137	101	402	210	644	641	200
AMONG: Decideds					· · · · · · · · · · · · · · · · · · ·														

AMONG: Decideds.

V4a )) How important are the following issues to you, when it comes to deciding who to vote for in the upcoming Canada federal election?

(a) Response to U.S. tariffs																			
		GEN	NDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE		(	CAD REGION	1			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Very Important	60	60	61	50	53	62	70	70	61	64	51	57	62	64	60	61	74	50	66
Important	26	25	26	28	33	25	19	20	25	24	29	28	29	20	25	24	20	31	21
A little Important	10	10	10	17	10	10	6	8	10	9	12	10	6	11	10	11	5	11	9
Hardly Important	2	3	2	2	1	3	3	2	2	2	5	3	2	2	2	2	0	5	1
Not at All Important	2	3	1	3	4	1	2	0	2	2	3	2	1	2	2	2	1	3	3
WEIGHTED SAMPLE SIZE (#)	1935	964	971	246	592	463	384	250	904	686	329	357	262	127	739	451	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1938	940	998	191	526	581	399	241	942	588	393	959	159	112	458	250	675	677	214

AMONG: All.

V4b )) How important are the following issues to you, when it comes to deciding who to vote for in the upcoming Canada federal election?

(b) Managing the economy																			
		GEN	IDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE			CAD REGION	N			VOTE INTENT	
	%	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Very Important	60	61	59	53	56	61	62	69	63	58	54	63	57	59	61	56	60	69	56
Important	32	32	33	37	33	33	33	27	30	34	36	29	35	34	31	36	36	28	32
A little Important	6	6	6	6	9	5	4	4	6	6	7	7	6	6	6	6	4	2	12
Hardly Important	1	1	1	2	1	1	1	0	0	1	1	1	1	1	1	1	0	1	0
Not at All Important	1	1	1	2	2	0	0	0	0	1	2	1	2	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1935	964	971	246	592	463	384	250	904	686	329	357	262	127	739	451	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1938	940	998	191	526	581	399	241	942	588	393	959	159	112	458	250	675	677	214

AMONG: All.

V4c )) How important are the following issues to you, when it comes to deciding who to vote for in the upcoming Canada federal election?

(c) Protecting the environment																			
		GEN	NDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE		(	CAD REGIO	V			VOTE INTENT	
	overall %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Very Important	31	28	35	36	37	28	28	25	34	28	28	26	32	30	34	29	37	20	41
Important	38	36	40	37	36	37	37	45	39	38	36	36	39	38	33	47	44	29	38
A little Important	22	24	20	19	19	24	25	22	19	26	23	24	22	24	23	18	16	32	19
Hardly Important	5	7	3	4	4	7	4	6	5	5	7	9	2	7	5	3	2	11	1
Not at All Important	4	5	3	4	4	5	5	3	3	4	7	6	5	1	5	3	1	9	1
WEIGHTED SAMPLE SIZE (#)	1935	964	971	246	592	463	384	250	904	686	329	357	262	127	739	451	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1938	940	998	191	526	581	399	241	942	588	393	959	159	112	458	250	675	677	214

AMONG: All.



N=1,938 eligible voters. Online (n=1,650 national; n=288 AB/SK/MB oversample). Weighted to 2021 Census proportions by age, gender, and region.

> Field dates: Mar 25-29, 2025 MQO Research | 2025.03.30



### V4d )) How important are the following issues to you, when it comes to deciding who to vote for in the upcoming Canada federal election?

(d) Affordability & cost of living																			
		GEN	NDER		GENERAT	TION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE		(	CAD REGION	1			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratio Party
Very Important	71	66	76	75	70	77	69	66	73	69	72	72	68	84	76	62	71	74	71
Important	22	26	18	18	23	18	26	27	22	24	22	23	24	11	18	31	23	22	20
A little Important	5	6	4	6	5	4	4	6	4	6	5	4	6	4	5	5	5	3	9
Hardly Important	1	1	0	0	0	1	1	0	0	1	1	0	0	0	1	1	0	1	0
Not at All Important	1	1	1	1	2	0	0	1	1	1	1	0	2	0	1	0	0	0	0
WEIGHTED SAMPLE SIZE (#)	1935	964	971	246	592	463	384	250	904	686	329	357	262	127	739	451	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1938	940	998	191	526	581	399	241	942	588	393	959	159	112	458	250	675	677	214
AMONG: All.																			

MONG: All.

V4e )) How important are the following issues to you, when it comes to deciding who to vote for in the upcoming Canada federal election?

V4f )) How important are the following issues to you, when it comes to deciding who to vote for in the upcoming Canada federal election?

(e) Healthcare access & afford	ability																		
		GEI	NDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE			CAD REGIOI	N			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Very Important	62	57	67	59	57	64	64	73	65	62	58	64	67	68	62	57	69	57	63
Important	30	32	28	31	33	30	29	23	28	31	34	29	26	27	30	33	26	32	33
A little Important	6	8	3	8	7	6	5	3	5	6	6	6	3	5	7	6	4	9	2
Hardly Important	1	1	1	1	1	1	1	0	1	0	1	1	1	0	0	2	0	1	2
Not at All Important	1	1	1	2	2	0	0	0	1	1	1	0	2	0	1	1	0	1	1
WEIGHTED SAMPLE SIZE (#)	1935	964	971	246	592	463	384	250	904	686	329	357	262	127	739	451	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1938	940	998	191	526	581	399	241	942	588	393	959	159	112	458	250	675	677	214
AMONG: All																			

AMONG: All.

(f) Indigenous rights & reconcil	liation																		
		GEI	NDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE			CAD REGIOI	N			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Very Important	21	18	24	31	27	21	13	8	24	18	19	18	20	16	25	19	23	14	30
Important	29	27	31	26	32	27	27	32	30	28	29	25	27	38	28	32	33	24	28
A little Important	29	29	28	26	24	27	37	35	28	31	27	29	28	27	27	33	28	30	26
Hardly Important	11	14	9	11	9	13	11	14	10	12	13	15	13	9	10	10	10	14	9
Not at All Important	10	12	8	5	8	12	12	10	8	11	13	13	13	10	9	6	5	18	7
WEIGHTED SAMPLE SIZE (#)	1935	964	971	246	592	463	384	250	904	686	329	357	262	127	739	451	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1938	940	998	191	526	581	399	241	942	588	393	959	159	112	458	250	675	677	214
AMONG: All																			

AMONG: All

V4g)) How important are the following issues to you, when it comes to deciding who to vote for in the upcoming Canada federal election?

(g) Education & student debt																			
		GEN	IDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPE		(	CAD REGIO	V			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Very Important	26	24	27	41	32	25	14	15	27	24	24	26	18	24	27	28	28	20	31
Important	37	36	39	43	40	33	34	38	40	33	38	34	45	38	34	41	38	35	40
A little Important	25	28	22	13	18	28	35	32	23	27	26	26	22	32	25	23	24	29	20
Hardly Important	8	9	8	3	6	9	14	10	7	10	9	10	9	4	10	6	7	11	7
Not at All Important	3	4	3	1	4	4	3	5	2	5	4	3	6	2	4	2	2	4	1
WEIGHTED SAMPLE SIZE (#)	1935	964	971	246	592	463	384	250	904	686	329	357	262	127	739	451	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1938	940	998	191	526	581	399	241	942	588	393	959	159	112	458	250	675	677	214

AMONG: All.

V4h )) How important are the following issues to you, when it comes to deciding who to vote for in the upcoming Canada federal election?

(h) Infrastructure development																			
		GEN	NDER		GENERAT	ION (AGE CAT	EGORIES)		co	MMUNITY T	YPE			CAD REGION	1			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Very Important	24	28	20	23	26	27	22	18	28	20	24	27	22	20	24	24	27	25	23
Important	45	46	45	38	44	45	47	53	45	48	42	45	48	47	45	45	49	44	49
A little Important	25	22	29	34	22	23	28	26	22	28	28	22	24	29	26	27	21	27	22
Hardly Important	4	3	5	4	6	3	1	4	4	3	4	4	2	3	4	4	3	4	4
Not at All Important	2	1	2	1	3	1	1	0	1	1	2	1	4	1	1	1	1	0	3
WEIGHTED SAMPLE SIZE (#)	1935	964	971	246	592	463	384	250	904	686	329	357	262	127	739	451	770	584	184
UNWEIGHTED SAMPLE SIZE (#)	1938	940	998	191	526	581	399	241	942	588	393	959	159	112	458	250	675	677	214

AMONG: All.



Field dates: Mar 25-29, 2025 MQO Research | 2025.03.30



#### V5a )) You told us that response to U.S. tariffs is an important issue for you. Which of the following party leaders do you trust the most when it comes to:

(a) Handling Canada's response	to U.S. tar	riffs																	
		GEI	NDER		GENERAT	ION (AGE CAT	EGORIES)		co	MMUNITY T	YPE			CAD REGIOI	V			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Mark Carney (Liberal Party)	44	46	42	37	38	47	46	59	45	50	32	30	52	57	47	43	86	6	32
Pierre Poilievre (Conservative Party)	30	33	27	36	29	30	30	25	29	25	42	43	25	28	30	24	6	84	8
Jagmeet Singh (New Democratic Party)	7	6	7	8	9	6	4	4	7	6	6	8	9	6	5	6	2	1	44
Yves-François Blanchet (Bloc Québécois)	2	2	2	5	3	1	1	0	2	2	1	0	0	0	0	8	1	0	1
Not sure / No opinion	15	11	19	13	18	14	15	11	13	15	18	17	10	10	15	18	4	8	13
Another party's leader	2	2	3	0	2	2	4	2	3	2	2	1	5	0	3	1	0	1	1
WEIGHTED SAMPLE SIZE (#)	1852	910	942	233	563	444	368	244	874	661	304	339	253	122	706	432	763	542	176
UNWEIGHTED SAMPLE SIZE (#)	1855	892	963	182	499	552	387	235	908	568	366	915	154	108	438	240	666	635	208

AMONG: Those who said this was at least a somewhat important issue.

V5b )) You told us that managing the economy is an important issue for you. Which of the following party leaders do you trust the most when it comes to:

		GEN	IDER		GENERAT	ION (AGE CAT	EGORIES)		CO	MMUNITY T	YPF			CAD REGIO	N			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)		BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative	New
Mark Carney (Liberal Party)	43	45	41	37	36	44	47	57	43	48	34	29	50	54	45	43	89	5	24
Pierre Poilievre (Conservative Party)	31	35	26	33	32	31	30	26	31	26	41	43	26	27	31	23	4	87	6
Jagmeet Singh (New Democratic Party)	8	6	10	10	12	7	4	5	9	8	6	10	11	6	6	8	2	3	53
Yves-François Blanchet (Bloc Québécois)	2	2	1	4	2	1	2	0	2	2	1	0	0	0	0	7	0	0	1
Not sure / No opinion	14	9	18	14	15	15	13	10	12	15	15	16	11	11	12	16	4	5	16
Another party's leader	3	3	3	3	3	2	5	2	4	2	3	1	3	2	5	2	1	1	0
WEIGHTED SAMPLE SIZE (#)	1902	951	951	237	579	457	379	250	896	672	319	351	256	126	727	442	768	577	184
UNWEIGHTED SAMPLE SIZE (#)	1908	926	982	183	516	573	395	241	936	577	382	945	156	111	451	245	672	670	214

V5c )) You told us that protecting the environment is an important issue for you. Which of the following party leaders do you trust the most when it comes to:

(c) Protecting the environment																			
		GEI	NDER		GENERAT	ION (AGE CAT	EGORIES)		CC	MMUNITY T	YPE			CAD REGIOI	Ν			VOTE INTENT	
	OVERALL %	Male	Female	GEN Z (18- 27)	MILLEN. (28- 43)	GEN X (44- 59)	GEN JONES (60-69)	BOOMERS+ (70+)	Urban	Suburban	Rural	Prairies	BC	Atlantic	Ontario	Quebec	Liberal Party	Conservative Party	New Democratic Party
Mark Carney (Liberal Party)	29	32	26	35	25	29	25	37	29	33	18	21	30	42	33	22	58	6	10
Pierre Poilievre (Conservative Party)	20	21	19	17	22	22	20	16	21	17	25	30	19	17	20	14	5	62	3
Jagmeet Singh (New Democratic Party)	15	16	15	12	23	13	10	11	17	14	16	17	17	13	13	16	14	5	62
Yves-François Blanchet (Bloc Québécois)	3	4	2	4	3	1	2	3	2	4	1	0	0	0	0	11	1	0	3
Not sure / No opinion	21	16	26	18	18	23	25	21	20	19	27	25	17	21	21	21	13	19	10
Another party's leader	12	11	14	15	9	12	16	13	11	13	13	6	16	7	13	16	10	8	13
WEIGHTED SAMPLE SIZE (#)	1757	844	913	226	544	411	348	228	833	626	284	305	243	117	668	424	747	470	179
UNWEIGHTED SAMPLE SIZE (#)	1715	792	923	176	479	498	354	208	847	521	335	817	148	103	412	235	646	534	204

AMONG: Those who said this was at least a somewhat important issue.



Field dates: Mar 25-29, 2025 MQO Research | 2025.03.30 Appendix M: Angus Reid Institute

# ANGUS REID NSTITUTE

Canada's Non-Profit Foundation Committed to Independent Research

# Election 2025: Incumbent lead holds as CPC edge among men dwarfed by Liberal advantage among women

CPC leads by two points among men, Liberals lead by 19 points among women

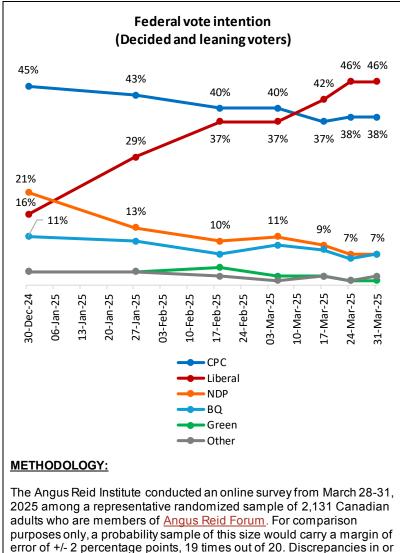
**March 31, 2025** – In a campaign that has been remarkable for its volatility and dynamism, a new element enters the race: relative stability.

New data from the non-profit Angus Reid Institute finds voter intention unchanged over the last week, with the Liberal Party holding an eightpoint lead over the Conservatives, while the fortunes of the NDP and Bloc remain similarly unchanged.

Asked how they intend to vote, 46 per cent of Canadian voters say they will support the Liberals, compared to 38 per cent for the Conservative Party. Support for the NDP (7%) and Bloc Québécois (7%) continues to linger in single digits.

Liberal leader and Prime Minister Mark Carney continues to maintain an advantage among most demographic groups. Men aged 35to 54-years-old are the only agegender segment to be more likely to vote Conservative. The Liberals otherwise lead between four points (men older than 55) and 27 points (women older than 55).

Further, Carney's positive net favourability among both men (+18) and women (+26) remains stable. His rivals – Conservative leader Pierre Poilievre and NDP leader Jagmeet Singh – struggle among



error of +/- 2 percentage points, 19 times out of 20. Discrepancies in or between totals are due to rounding. The survey was self-commissioned and paid for by ARI. Detailed tables are found at the end of this release.

one gender or the other. For Poilievre, this represents an ongoing inability to build positive impressions among women – three-in-five (61%) who say they view him unfavourably. For Singh, same problem, only among men, who by a two-to-one margin view him more negatively than positively.

The resurgence of the Liberals fueled by Carney's election to leader is partially driven by women voters returning to the party after abandoning it at the end of 2024, but also by picking up vote intention from

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men. In March 2021, support for the Liberals among men ranged from 27 per cent among 18- to 34-yearolds, to 30 per cent among men aged 35 to 54. The Carney Liberals currently are receiving support from 45 per cent of 18- to 34-year-old men and 46 per cent of those older than 54.

## About ARI

The **Angus Reid Institute (ARI)** was founded in October 2014 by pollster and sociologist, Dr. Angus Reid. ARI is a national, not-for-profit, non-partisan public opinion research foundation established to advance education by commissioning, conducting and disseminating to the public accessible and impartial statistical data, research and policy analysis on economics, political science, philanthropy, public administration, domestic and international affairs and other socio-economic issues of importance to Canada and its world.

#### INDEX

### Part One: Vote intention

- By region
- By age and gender
  - Age and gender trend since 2020
- Commitment

### Part Two: Leadership

- Favourability
- Momentum

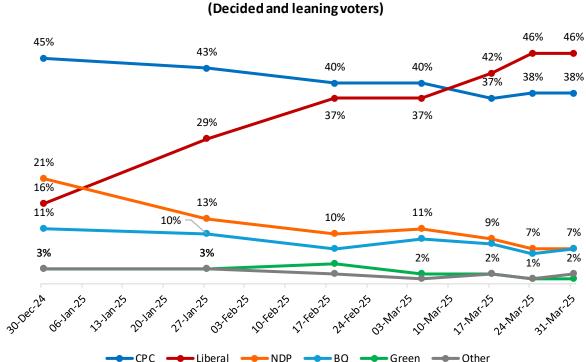
# Part One: Vote intention

The first week of the federal election offered <u>plenty for voters to chew on</u> as they decide how they want to vote over the coming weeks before election day. Both of the parties likely to form government – Conservatives and Liberals – promised tax cuts. The incumbents detailed support it would provide in response to U.S. tariffs, while the challenger Conservatives offered ways to accelerate infrastructure spending and combat fentanyl trafficking with mandatory life sentences.

Perhaps most significantly – with further U.S. tariffs looming on April 2 – Liberal leader and Prime Minister Mark Carney had his first call with U.S. President Donald Trump, who struck a much more positive tone than seen in recent weeks and described the conversation as "very productive". Trump also appeared to be more respectful of Carney, considering Trump called Carney by his official title and not governor, as he did with predecessor Justin Trudeau. Canada's response to the U.S., and the tact taken by the leader of its future federal government, remains a key issue for the campaign. The Angus Reid Institute will release a report on the top issues defining the campaign so far later this week.

The Liberals have maintained their eight-point lead in vote intention through the first week of the campaign. Support for the Liberals (46%) and Conservatives (38%) is unchanged from a week ago. There also has been no statistically significant movement for the NDP or Bloc Québécois, who both have the support of seven per cent of voters:





Federal vote intention

# By region

The stable picture of the topline numbers mask subtle shifts in regional vote intention. Since the opening of the campaign, the Liberals have put some separation between themselves and the Conservatives in B.C. and Ontario, while the Conservatives have performed best in the prairies. The Liberals lead over both the BQ and CPC has shrunk in Quebec <u>compared to last week</u>, but is still larger than it was prior to the drop of the writs. Last week it was announced that the TVA French language leaders' debate was cancelled after Carney and the Liberals decided not to take part. There will still be <u>a Radio-Canada</u> <u>debate in French</u>, but the TVA debate is typically the <u>most watched</u> of the debates in Quebec during the campaign and <u>some have wondered</u> whether not participating could cost Carney and the Liberals in the province.

							I	Page <b>4</b> of <b>13</b>
	([		Federal vote leaning vote			7 noted)		
	Total				Region			
	(n=1,937)	BC (n=313)	AB (n=190)	SK (n=109)	MB (n=114)	ON (n=601)	QC (n=408)	ATL (n=180)
Conservative Party of Canada	38% (0)	39% (-1)	57% (+1)	66% (+3)	48% (+7)	39% (-2)	19% (+1)	33% (0)
Liberal Party of Canada	46% (+4)	47% (+7)	32% (+1)	17% (-5)	36% (-4)	53% (+5)	44% (+5)	58% (+3)
New Democratic Party of Canada [NDP]	7% (-2)	11% (-3)	8% (-3)	18% (+5)	12% (-4)	5% (-3)	4% (-3)	6% (-1)
Bloc Québécois	7% (-1)	-	-	-	-	-	30% (-2)	
Green Party of Canada	1% (-1)	1% (-2)	0% (0)	0% (-1)	2% (+2)	2% (0)	1% (0)	0% (-3)
Other	2% (0)	2% (0)	3% (+1)	0% (-2)	1% (-2)	1% (-1)	2% (0)	2% (+1)

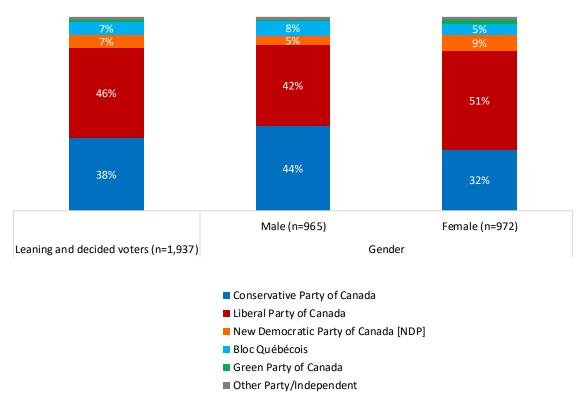
The Liberals national advantage in vote intention could lead to a significant one in seat count if the party continues to dominate the country's major metro regions as it has so far during the campaign. A majority in Metro Vancouver, Toronto and Montreal say they plan to vote Liberal:

		vote intention in r aning voters; char	najor metro areas ige from March 17	noted)	
	Total		Cit	ies	
	(n=1,937)	Metro Van (n=199)	TO-416 (n=167)	TO-905 (n=195)	Montreal (n=185)
Conservative Party of	38%	29%	29%	37%	15%
Canada	(0)	(-7)	(-2)	(-7)	(+2)
Liberal Party of Canada	46%	53%	59%	59%	52%
	(+4)	(+11)	(+2)	(+10)	(+1)
New Democratic Party of	7%	14%	9%	2%	8%
Canada [NDP]	(-2)	(-4)	(-2)	(-2)	(-2)
Bloc Québécois	7% (-1)	-	-	-	22% (-1)
Green Party of Canada	1%	2%	2%	0%	1%
	(-1)	(-1)	(+1)	(0)	(0)
Other	2%	1%	0%	1%	2%
	(0)	(+1)	(-3)%	(-1)	(+1)



# By age and gender

The faceoff between men and women appears to be one of the key factors in this campaign. Among men, each party splits votes close to evenly, with the CPC holding a slight two-point lead. Among women, the Liberals are preferred by a wide margin, generating 51 per cent support to the CPC's 32 per cent:



Federal vote intention by gender

The Conservatives hold an advantage over the Liberals among one demographic: men aged 35- to 54years-old. Otherwise, the Liberals lead among the others varies from four points among men older than 54 to 27 points among women that age:



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(Decided and leaning voters) 4% 17% 34% 46% 45% 46% 43% 57% 50% 49% 42% 39% 38% 36% 30% 27% 18-34 35-54 55+ 18-34 35-54 55+ (n=183) (n=338) (n=444) (n=171) (n=340) (n=460) Total Male Female (n=1,937) Conservative Party of Canada Liberal Party of Canada New Democratic Party of Canada [NDP] Bloc Québécois Green Party of Canada

# Federal vote intention - age and gender

# Age and gender trend since 2020

The Liberal resurgence is built on a number of fronts when it comes to age and gender. Last March, the party was polling at sub-20 percentage points among men younger than 55 and women younger than 35. In the case of both younger men and women, their current vote intention is beyond a doubling of last year's proportion. Importantly, the Liberals have also strengthened their standing among older men and women alike. Older women had previously been one of the party's greater strengths.

		Liberal vote	intention by aç	ge and gender	over time		
		Mar-20	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25
	18-34	22%	27%	23%	23%	19%	45%
Male	35-54	26%	30%	29%	22%	16%	34%
	55+	21%	28%	32%	27%	23%	46%
	18-34	20%	31%	27%	21%	18%	50%
Female	35-54	28%	40%	41%	29%	21%	43%
	55+	34%	45%	50%	42%	34%	57%



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The Conservative trendline across age and gender is less variable than the Liberals since 2020. Support among men between the ages of 18 and 54 are up compared to the Erin O'Toole era, but the party has lost some support recently among men 55 plus. Poilievre's party fares better now among 35-to-54-year-old women than it did in 2020 and 201, but has struggled to break a cap hovering around one-in-three across all female agree groups.

		CPC vote ir	itention by age	and gender o	ver time		
		Mar-20	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25
	18-34	34%	33%	41%	40%	40%	39%
Male	35-54	39%	41%	43%	46%	53%	49%
	55+	49%	42%	42%	44%	50%	42%
	18-34	22%	18%	28%	20%	22%	27%
Female	35-54	28%	23%	32%	30%	34%	36%
	55+	32%	28%	24%	27%	30%	30%

The NDP's loss has been the primary gain for the Liberals. Across all age and gender groups, including previously loyal young women, party support has evaporated.

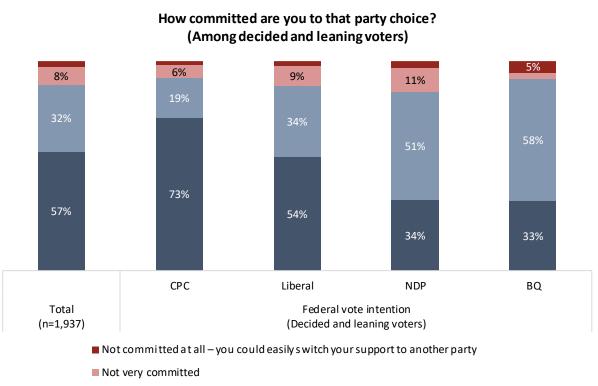
		NDP vote ir	ntention by age	e and gender o	ver time		
		Mar-20	Mar-21	Mar-22	Mar-23	Mar-24	Mar-25
	18-34	28%	26%	22%	25%	26%	9%
Male	35-54	18%	14%	15%	17%	18%	5%
	55+	9%	11%	13%	11%	11%	3%
	18-34	39%	40%	32%	44%	41%	17%
Female	35-54	25%	23%	17%	28%	27%	11%
	55+	14%	13%	16%	15%	19%	4%

# **Commitment**

The Conservatives' base is still the most solid of the major parties, with three-quarters (73%) of current CPC supporters saying they plan to stick with them through election day. A slim majority (54%) of Liberal supporters say the same. The NDP (34%) and the Bloc (33%) have fewer "very committed" supporters:



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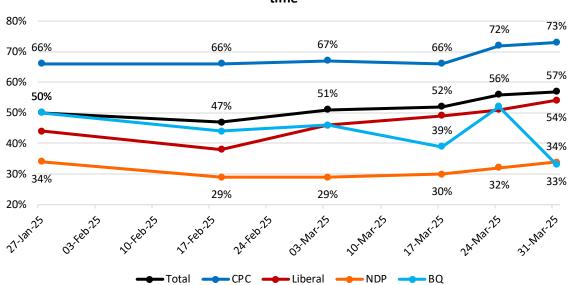


- Fairly committed
- Very committed you'll definitely stick with them through this coming election day

Notably, the proportion of Liberals who say they are "very committed" to their vote has grown from two-in-five (39%) two weeks ago to 54 per cent now.

Voter commitment to the Bloc Québécois has wavered – from 39 per cent two weeks ago, to 52 per cent last week and to 34 per cent today. Relations with the U.S. has been a top issue in the province <u>so far</u> <u>during the campaign</u>, which might be driving <u>voters towards the Liberals and away from the Quebec-first</u> <u>Bloc</u>.





Percentage who say they are 'very committed' to their party choice over time

# Part Two: Leadership

## **Favourability**

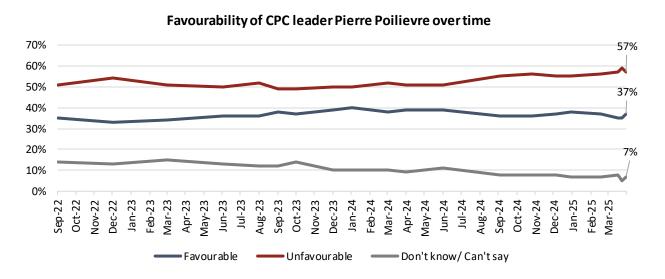
Carney's net favourability – the gap between those who view him positively and negatively – continues to grow and stands at +22. He is most popular among Canadians older than 54 (61% favourable) and sees similar levels of positivity from men (55%) and women (57%, see detailed tables).



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Favourability of Liberal leader and Prime Minister Mark Carney over time 56% 55% 50% 46% 37% 36% 35% 34% 17% 15% 10% 10% 06-Mar.25 10.Mar.25 26-1125 18 Feb. 25 20,460,25 22.560.25 24.480.25 26,460.25 28-Feb.25 02.11821-25 04-Mar-25 08.Nar.25 12:Mar.25 14-Mar.25 16 Mar.25 18.1181-25 20-Mar.25 22.1831-25 24.1131-25 28:Nar-25 30-Mar.25 Don't know/Can't say Favourable 

Conservative leader Pierre Poilievre experiences a small bump up in approval from last week – 35 per cent to 37 per cent. But a majority (57%) of Canadians have a negative impression of the Conservative leader:



Poilievre's issue continues to be generating favourability among women. Since he was elected leader of the Conservative party in September 2022, there has been a significant gender gap in assessments of



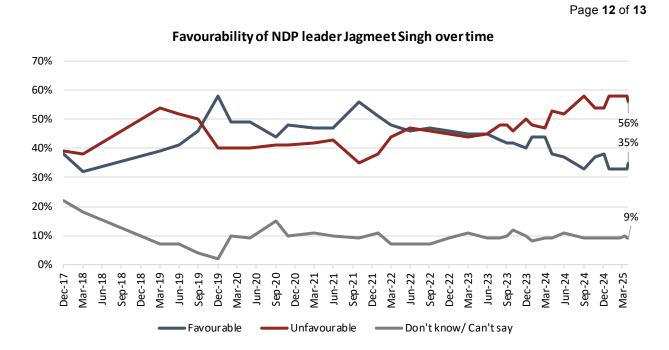
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Poilievre. Men aged 35 to 54 have consistently been the most likely to view him positively (and are also where a significant portion of his vote support comes from, as noted above). Younger men are more critical, while Poilievre's favourability among women has peaked at one-third – among women aged 35 to 54 only.

	Fa	vourability	of CPC lea	ader Pierre	Poilievre o	over time b	oy age and	gender		
	Sep-22	Dec-22	Mar-23	Jun-23	Aug-23	Sep-23	Mar-24	Sep-24	Dec-24	Mar-25
Male 18-34	41%	46%	40%	45%	50%	33%	39%	37%	41%	37%
Male 35-54	47%	50%	45%	51%	54%	46%	50%	49%	47%	49%
Male 55+	42%	44%	45%	46%	47%	44%	51%	43%	42%	43%
Female 18-34	21%	28%	24%	26%	21%	22%	24%	27%	21%	27%
Female 35-54	27%	26%	28%	31%	32%	34%	27%	34%	27%	34%
Female 55+	26%	26%	28%	31%	27%	32%	32%	29%	26%	29%

NDP leader Jagmeet Singh has been on a favourability slide for more than three years now. Even when his party was polling at 21 per cent, at the nadir of Liberal support at the end of 2024, a majority of Canadians viewed Singh unfavourably. Currently, one-third (35%) say they have a positive view of Singh while 56 per cent do not. The NDP leader is experiencing the inverse issue of Poilievre – Singh is more popular among women (42% favourable) than men (28%, see detailed tables).





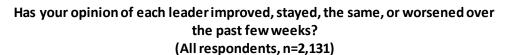
# <u>Momentum</u>

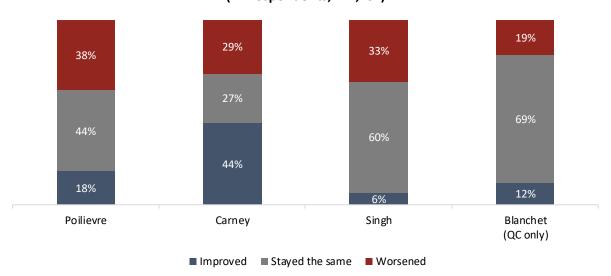
Carney continues to generate positive momentum – 44 per cent of Canadians say their opinion of the Liberal leader has improved while 29 per cent say it has worsened. This despite <u>a steady shelling of ads</u> by the Conservatives attacking Carney since Feb. 28.

While one-in-five (18%) say their opinion of Poilievre has improved in the past few weeks, that's half the number (38%) who say they have a more negative view of the Conservative leader than the did prior to the campaign:



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For detailed results by age, gender, region, education, and other demographics, click here.

					Regior						Cities			Geo Тур	e	Gender		Ag				Gen	ier-Age					Age (	(Fine)			Hous	sehold inc	ome		Hou	sehold ir	ncome (F	ine)			Educatio	n			20	021 Fed \	Vote					wiii	I Suppor	t+ Leane	rs		La	nguage
	Total	вс	AB	sĸ	мв	ON	QC	; AT	L Mot Va	n Ti	D- TO 16 91	О- 05 М	TL U	rban Ri	ural Ma	ile Fen	ale 18	-34 35-5	4 55+	M18- 34	M35- 54	M55+	F18-3	14 F35-5	4 F55+	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K- <\$100 K	\$100K +		\$25K- <\$50K	\$50K- <\$100 K	\$100K- <\$150 K	\$150K- <\$200 K	\$200K	<=HS	College Trade school	/ Univ+	CPC	Liberal	NDP	BQ	Gree	an Othe	Did or not vote	CPI	C Liber	ral ND	IP BO	Q Gree	en Othi	Unde ided ir /DK/W II not vote	ic I Vi Englis t	ih Frer
Sample size	2131	35	206	121	129	65	7 4	74 1	94 2	20	184	220	216	1798	333 1	D45 1	087	587 7	5 82	29	35	1 394	29	36	5 43	122	465	357	358	347	482	432	642	763	146	286	642	419	187	155	3 791	733	605	581	555	309	142	2 4	47 9	39 39	29		1					16	36

#### Regional sample sizes are unweighted. All other sample sizes, including column totals, are weighted to census data. Cells containing "\*\*" are statistically zero, though at least one response was received. Blank cells indicate zero responses received. Sample sizes below 100 should be interpreted with caution.

Q3. [Pierre Poilievre - leader of the Conservative Party of Canada] Do you have an overall favourable or unfavourable view of the following people?

				Re	gion				c	ities		Geo	Туре	Gende	ır	Ag	je			Gend	er-Age				Age	e (Fine)			House	hold Incom	20	Но	usehold	ncome (F	ine)		Edu	cation			21	021 Fed V	ote				w	111 Suppo	ort+ Leane	ers		Lar	nguage
	Total	вс	AB	sk N	вс	on a	IC A1	rL Metr Var	10 TO- 416	TO- 905	MTL	Urban	Rural	Male Fe	emale 1	18-34 35-	54 55	+ M1 3-	B- M35- 54	M55+	F18-34	F35-54	F55+ 1	8-24 25	-34 35-44	4 45-54	55-64	65+	<\$50K	\$50K- <\$100 K	00K + <\$2	5K \$25K <\$50P	\$50K- <\$100 K	\$100K- <\$150 K	\$150K- <\$200 K	\$200K +		llege/ rade Un hool	ilv+ CPI	C Liberal	I NDP	BQ	Green	Other	Did not vote	CPC LI	iberal N	IDP B	SQ Gro	en Othe	Under ided ar /DK/W II not vote	ac d Wi Englist at	h French
Very favourable	21%	% 25%	30%	37%	23%	22%	10% 1	16% 18	% 135	% 175	5 9%	18%	32%	25%	16%	16% 2	4% 2	0% 2	0% 30	% 25%	13%	19%	16%	10%	18% 25	% 24%	% 21%	19%	18%	21%	22% 1	6% 20%	5 21%	19%	27%	24%	22%	22%	16% 53	5%	49	6 1%	12%	46%	9%	61%	1%	3%	1%	5	% 13	% 23'	% 9%
Favourable	16%	% 13%	22%	26%	19%	17%	14% 1	2% 11	% 215	% 175	5 10%	16%	17%	18%	14%	16% 1	7% 1	5% 1	7% 19	% 18%	14%	15%	13%	16%	16% 15	% 19%	% 18%	14%	14%	17%	18% 1	3% 15*	5 17%	16%	19%	24%	18%	15%	15% 28	5% 6%	79	6 18%	2%	31%	17%	33%	5%	7%	15% 1	1% 44	% 113	% 17'	% 14%
Unfavourable	14%	% 13%	7%	9%	13%	12%	21% 1	9% 10	% 119	% 16%	21%	14%	12%	15%	13%	14% 1	2% 1	5% 1	5% 13	% 16%	12%	11%	16%	10%	15% 119	% 13%	% 11%	19%	12%	15%	15%	9% 13*	5 15%	19%	8%	12%	15%	13%	15% 8	19%	119	6 26%	10%	9%	16%	3%	20%	11%	30%	6% 19	% 20*	% 12'	\$ 22%
Very unfavourable	42%	% 43%	34%	27%	39%	44%	16% 4	16% 55	% 475	% 419	54%	44%	34%	37%	48%	45% 4	0% 4	3% 3	32	% 39%	50%	48%	47%	47%	44% 41	% 39%	% 44%	42%	44%	43%	41% 4	8% 421	43%	42%	44%	34%	37%	42%	50% 7	% 67%	769	48%	67%	10%	37%	1%	72%	75%	48% 6	7% 19	% 26	% 421	% 44%
Don't know/Can't say	7%	% 7%	6%	2%	7%	6%	10%	6% E	% 83	% 10%	6%	7%	5%	5%	9%	9%	6%	5%	7% 5	% 2%	12%	8%	8%	17%	8% 8'	% 5%	% 6%	5%	12%	4%	4% 1	5% 10%	5 4%	5%	3%	6%	8%	8%	4% 4	1% 3%	2%	6 7%	8%	3%	20%	2%	2%	4%	5% 1	6% 12	% 41%	% 6'	5 11%
Net: Favourable	37%	% 38%	53%	62%	41%	38% 3	24% 2	28% 28	% 34%	% 33%	5 19%	34%	49%	44%	30%	32% 4	1% 3	5% 3	7% 49	% 43%	27%	34%	29%	26%	34% 40	% 43%	% 39%	33%	32%	38%	40% 2	8% 34%	\$ 38%	35%	46%	48%	40%	38%	31% 81	1% 11%	119	6 19%	14%	77%	26%	94%	6%	10%	16% 1	1% 50	1% 125	40	% 24%
Net: Unfavourable	57%	55%	41%	36%	52%	56% 6	i6% 6	6% 65	N. 583	553	75%	58%	46%	52%	61%	58% 5	2% 5	9% 5	5% 46	% 54%	62%	59%	63%	57%	53% 53	% 52%	55%	62%	56%	59%	55% 5	7% 553	59%	60%	51%	46%	52%	54%	65% 15	*6 86*6	265	6 74%	78%	20%	54%	4%	92%	86%	78% 7	3% 38	463	M 54'	66%

#### Q3. [Mark Carney - leader of the Liberal Party] Do you have an overall favourable or unfavourable view of the following people?

				Re	jion				Cir	ties		Geo Typ	• (	ender		Age			Gen	der-Age				A	Age (Fine)			Househo	old Income	2	Но	isehold in	come (Fine	9)		Educatio	on			2021 Fe	d Vote					Will Supp	iort+ Lear	iers		Lan	guage
	Total	вс	АВ	sk N	во	ac ac	ATL	Metro Van	TO- 416	TO- 905	MTL	Jrban Ru	ural Male	Female	18-34	35-54		118- M3 34 5	5- 4 M55+	F18-34	F35-54	F55+ 1	8-24 25	i-34 35-	-44 45-54	4 55-64	65+	<\$50K <\$	50K- 5100 \$100 K +	OK <\$25	к <sup>\$25К.</sup> <\$50К	\$50K- <\$100 K	\$100K- \$1 <\$150 <\$ K	50K- 200 \$20 K	ок «на	College Trade school	Univ+	CPC	Liberal N	DP BC	Gree	n Othe	r Did not vote	CPC	Liberal	NDP I	BQ Gr	reen Oth	Undeo ided her /DK/W II not vote	: English	French
Very favourable	22%	22%	18%	9%	20% 2	7% 18	% 291	% 25%	23%	29%	25%	24%	15% 23	6 22%	17%	18%	30%	19% 1	7% 30*	% 15%	19%	30%	16%	17% 1	14% 22	% 29%	6 31%	19%	25% 24	4% 14	% 21%	25%	25%	22% 2	4% 19	% 22°	6 27%	6%	48%	28% 10	5% 19	3% 3	% 14%	1%	50%	10%	3%	4%	37	6 24%	§ 15%
Favourable	34%	31%	22%	23%	30% 3	2% 45	% 34	% 38%	37%	31%	40%	34%	31% 32	6 35%	39%	32%	31%	39% 3	1% 28	% 39%	33%	33%	43% :	38% 3	32% 32*	% 28%	6 34%	33%	34% 3	5% 33	% 32%	34%	37%	29% 3	6% 29	% 32	6 42%	19%	40%	48% 54	1% 38	3% 2	% 36%	12%	46%	45%	61%	46%	5% 34%	6 31%	§ 46%
Unfavourable	11%	11%	13%	12%	13% 1	1% 10	% 95	% 11%	18%	11%	13%	11%	11% 10	6 12%	12%	11%	10%	9% 1	1% 91	% 15%	11%	10%	13%	12% 1	11% 11%	% 13%	6 7%	13%	11% 1	0% 11	% 14%	11%	10%	9% 1	1% 14	% 91	6 9%	14%	5%	12% 1	1% 16	5% 7	% 13%	18%	2%	21%	14%	33%	7% 10%	6 11%	s 11%
Very unfavourable	23%	27%	38%	49%	24% 2	2% 14	% 201	% 16%	11%	18%	13%	21%	36% 28	6 19%	17%	30%	22%	21% 3	4% 27	% 13%	27%	17%	11%	19% 3	31% 291	% 24%	6 19%	21%	23% 2	5% 24	% 20%	23%	21%	33% 2	6% 27 <sup>*</sup>	% 25 <sup>*</sup>	6 17%	54%	2%	5% 1	0% 11	1% 85	% 13%	63%	0%	6%	9%	6% 7	1% 5%	6 26%	5 14%
Don't know/Can't say	10%	10%	9%	7%	12%	3% 13	% 81	% 9%	11%	12%	9%	10%	7% 8	6 12%	14%	9%	8%	11%	7% 6*	% 18%	11%	9%	17%	14% 1	11% 61	% 6%	6 9%	15%	7%	6% 18	% 13%	7%	7%	6%	3% 12	% 125	6 6%	8%	4%	7% 1	1% 15	5% 3	% 24%	6%	2%	17%	13%	11% 1	8% 487	6 9%	5 14%
Net: Favourable	56%	53%	40%	32%	50% 5	9% 63	% 631	% 63%	60%	60%	65%	58%	46% 55	6 57%	56%	50%	61%	58% 4	9% 58*	% 54%	51%	64%	59%	56% 4	46% 54%	% 56%	6 64%	51%	59% 5	9% 47	% 53%	59%	62%	52% 6	0% 48	% 55%	68%	25%	88%	76% 6	9% 58	5% 5	% 50%	13%	96%	56%	64%	51%	5% 37%	6 55%	60%
Net: Unfavourable	34%	37%	50%	61%	37% 3	3% 24	% 291	% 28%	29%	28%	26%	32%	47% 37	6 315	29%	41%	31%	31% 4	5% 36*	5 28%	38%	27%	24%	31% 4	43% 40%	% 37%	6 27%	34%	35% 3	5% 34	% 33%	35%	32%	42% 3	6% 40'	% 34°	6 26%	68%	8%	17% 2	27	% 92	% 26%	81%	2%	28%	23%	39% 7	8% 155	6 36%	25%

#### Q3. [Jagmeet Singh - leader of the NDP] Do you have an overall favourable or unfavourable view of the following people?

					Region						Cities			Geo Type		Gender		Age				Gende	er-Age				A	ge (Fine)			Hou	usehold ir	1come		Hous	ehold In	come (Fi	ine)		Edi	ucation				2021 F	Fed Vote					Will	Support+	Leaners			Language	
	Total	вс	АВ	sĸ	мв	ON	qc	ATL	Met Va	tro TO in 419	- TO 6 90!	р. 5 МТ	rL Urt	ban Ru	al Mal	e Ferna	ie 18-3	4 35-54	55+	M18- 34	M35- 54	M55+	F18-34	F35-54	F55+ 1	8-24 25-	34 35-4	4 45-5	4 55-6-	4 65+	<\$50	\$50K- <\$100 K	\$100K +	<\$25K	\$25K- <\$50K	\$50K- <\$100 K	\$100K- 1 <\$150 K	\$150K- <\$200 K	\$200K	⊂HS 1	ollege/ Irade U chool	Jniv+	CPC LI	iberal N	IDP E	BQ Gr	en Oti	her n vo	d ot CPI	C Liber	ral NDI	РBQ	Green	U Other /E	ndec ided IK/Wi Eng I not vote	jlish Fre	nch
Very favourable	6%	7%	5%	6%	8%	61	% 6	% 4	1% 1	1% 8	5% 1	1%	9%	7%	2%	1% 8	% 9	% 6	4%	5%	3%	4%	13%	8%	4%	15%	7%	5% 6	% 5	% 4	% 91	% 6%	4%	12%	8%	6%	5%	3%	3%	5%	7%	6%	1%	7%	14%	8%	10%	2%	6% 0	1% 6	3% 32	101	6 8%		5%	6%	5%
Favourable	29%	26%	19%	20%	28%	31	% 34	% 30'	1% 3	3% 28	5% 33	2% 4	0% 3	30% 2	5% 24	1% 34	% 30	% 28	30%	24%	21%	27%	36%	34%	32%	33% 2	9% 2	r% 28	% 29	% 30'	% 28	% 31%	28%	29%	27%	31%	29%	29%	25%	28%	27%	32%	9%	44%	48%	37%	38%	1% 3	7% 5	% 45	5% 55	5% 40	6 51%	1%	16%	28%	34%
Unfavourable	24%	24%	19%	22%	27%	22	% 29	% 31	% 1	9% 30	0% 24	4% 2	3% 2	25% 2	3% 2	5% 23	% 22	% 24	27%	24%	28%	25%	20%	20%	28%	18% 2	3% 2	2% 25	% 27	% 26	% 24	% 23%	26%	21%	26%	23%	25%	25%	28%	23%	24%	27%	24%	31%	19%	27%	9%	7% 2	4% 18	1% 33	1% 9	1% 23 <sup>s</sup>	6 25%	24%	27%	23%	28%
Very unfavourable	32%	36%	50%	46%	32%	34	% 18	% 26	5% 2	9% 25	5% 33	2% 1	7% 3	30% 4	1% 4	5 23	% 27	% 35	32%	39%	43%	41%	15%	28%	25%	18% 3	0% 3	5% 34	% 34	% 31'	% 24	% 35%	37%	22%	24%	35%	33%	40%	40%	34%	33%	28%	64%	13%	11%	16%	17% 8	87% 3	2% 74	56 10	1% 1	% 16	6%	63%	17%	35%	19%
Don't know/Can't sav	9%	7%	8%	5%	5%	8	% 13	% 8'	1%	8% 5	9% 11	1% 1	0%	9%	9% !	5% 12	% 12	% 81	7%	8%	5%	3%	16%	10%	11%	16% 1	1%	9% 6	% 6	% 8'	% 165	% 6%	6%	17%	15%	6%	8%	3%	4%	10%	9%	7%	3%	6%	7%	12%	25%	3% 2	2% 3	1% 7	% 4	12	6 10%	12%	36%	8%	13%
Net: Favourable	35%	33%	23%	26%	36%	37	% 40	% 34	1% 4	3% 36	5% 33	3% 4	9% 3	37% 2	7% 21	42	% 39	% 33	34%	29%	24%	31%	49%	42%	36%	48% 3	6% 3.	2% 34	% 34	% 34	% 37	% 37%	32%	40%	35%	37%	34%	32%	28%	33%	34%	38%	9%	50%	62%	45%	48%	3% 3	I3% E	50	1% 87	% 50%	6 59%	1%	20%	34%	39%
Net: Unfavourable	56%	60%	69%	69%	59%	56	% 47	% 57	% 4	8% 55	5% 56	6% 4	0% !	55% 6	4% 6	% 46	% 49	% 59	59%	64%	71%	66%	35%	47%	52%	37% 5	3% 5	8% 59	% 60	% 58'	% 48	% 58%	62%	43%	50%	58%	58%	65%	68%	56%	57%	55%	88%	44%	31%	43%	26% 9	34%	6% 92	1% 43	1% 9	1% 395	6 32%	87%	43%	59%	47%

#### Q3. [Yves-François Blanchet - leader of the Bloc Québécois] Do you have an overall favourable or unfavourable view of the following people?

Base = QC	399	-				-	399		-		-	178	351	48	201	198	87	138	174	41	70	90	46	68	84	24	63	59	79	70	104	91 13	38 12	7 37	54	138	75	27	25	133	131	135	57 11	3 4	0 106	5 11	13	59	1	1	1			1 1	118	281
				1	Region					Citi	es		Geo T	ype	Gen	ler		Age				Gende	r-Age					Age (Fin	ie)		н	lousehold	Income		Hou	sehold inc	come (Fir	ie)		Educ	ation			2	021 Fed	Vote				۷	Will Supp	ort+ Leane	rs		Lan	inade
	Total	BC	AB	sĸ	мв	ON	QC	ATL	Metro Van	TO- 416	TO- 905	MTL	Urban	Rural	Male I	Female	18-34	35-54	55+	M18- 34	M35- 54	M55+	F18-34	F35-54	F55+	18-24 2	5-34 3	35-44 4	5-54 51	5-64 6	5+ <\$5	юк <\$50К <\$10 К	(- 10 \$100H +	K <\$25K	\$25K- <\$50K	\$50K- <\$100 K	\$100K- \$ <\$150 < K	150K- \$200 K	i200K +	HS Tr.		iv+ CP	C Libera	al NDP	BQ	Green	Other	Did not vote	CPC	iberal I	NDP	3Q Gree		Undec ided /DK/Wi II not vote	English	French
Very favourable	18%						18%					14%	19%	16%	21%	16%	12%	18%	22%	16%	19%	25%	8%	16%	20%	8%	13%	14%	22%	23%	22% 1	3% 20	% 24%	% 105	15%	20%	25%	21%	24%	17%	19%	8%	5 75	5 75	% 497	6	6%	7%	4%	6%	17%	56%		3%	3%	21%
Favourable	33%						33%					30%	32%	35%	36%	30%	30%	29%	38%	31%	30%	45%	29%	28%	31%	24%	32%	33%	24%	31%	41% 3	3% 32	% 319	% 37%	31%	32%	33%	19%	37%	34%	30%	4% 2	32	5 28	% 38%	6 50%	11%	33%	16%	38%	29%	40% 3	5% 5%	34%	25%	34%
Unfavourable	21%						21%					21%	20%	27%	20%	22%	19%	23%	21%	21%	22%	18%	16%	23%	24%	30%	15%	18%	27%	27%	18% 2	1% 25	% 185	% 24%	20%	25%	19%	21%	11%	19%	26%	8% 2	M 34	5 22	% 59	6 9%	14%	22%	33%	33%	6%	0% 3	2% 24%	6 16%	27%	20%
Very unfavourable	13%						13%					17%	14%	8%	13%	13%	13%	17%	10%	10%	21%	8%	16%	14%	12%	13%	13%	15%	20%	11%	9% 1	0% 14	% 15%	% 149	8%	14%	11%	30%	17%	11%	12%	8% 2	18	% 191	% 39	6 2%	42%	6%	35%	14%	36%	1	5% 38%	5 2%	29%	10%
Don't know/Can't say	15%						15%					18%	15%	14%	10%	20%	27%	14%	9%	22%	7%	4%	32%	20%	13%	24%	28%	21%	6%	8%	10% 2	2% 9	% 125	% 169	26%	9%	13%	10%	11%	18%	13%	2%	105	5 24	% 59	6 39%	28%	33%	11%	9%	12%	5% 1	7% 32%	46%	16%	15%
Net: Favourable	51%						51%					44%	51%	51%	57%	45%	42%	46%	60%	47%	49%	70%	36%	44%	51%	32%	44%	47%	46%	54%	63% 4	6% 52	% 55%	% 469	46%	52%	57%	40%	61%	52%	49%	2% 3	% 38	% 35	% 87%	6 50%	17%	39%	20%	44%	46%	95% 3	5% 5%	36%	28%	56%
Net: Unfavourable	34%						34%					38%	34%	35%	33%	35%	31%	40%	31%	31%	44%	26%	31%	36%	36%	44%	28%	32%	48%	38%	27% 3	12% 40	% 33%	% 379	28%	40%	30%	51%	28%	30%	38%	6% 5	% 521	5 421	% 87	6 11%	56%	27%	68%	47%	41%	0% 4	8% 62%	18%	56%	30%

#### QF1. As you may know, a federal election will be called soon. Which party's candidate will you most likely support in your riding?

Base = All	2131	1 350	206	121	129	657	474	194	220	184	220 2	16 17	798 3	33 10	45 108	7 587	7 715	829	296	351	398	291	365	431	122	465	357 3	58 34	7 482	432	642	763	146	286	542 41	9 187	158	791	732	609	581	555	309 1	42 4	47	99 39	3		$\neg$				1	696 436
				F	tegion					Cities		G	Зео Туре		Gender		Age				Gende	r-Age				A	ige (Fine)			Hous	sehold Inc	ome		Househ	d Income	(Fine)		Ed	lucation				2021 Fe	d Vote				1	Will Supp	port+ Le	aners		L	Language
	Total	вс	AB	SK	мв	ON Q	IC A	TL N	etro T /an 4	'O- TO 16 90	р. 15 мт	L Urb	oan Rur	al Mal	e Fernal	o 18-34	35-54	55+	M18- 34	M35- 54	M55+	F18-34	35-54	F55+ 1	18-24 2	5-34 35-	44 45-5	14 55-64	65+	<\$50K	\$50K- <\$100 K	\$100K + <1	25K \$20	5K- 50K <\$	IK- \$100 00 <\$15 1 K	5- \$150K- 0 <\$200 K	\$200K +	⊂HS	ollege/ Trade school	Univ+	CPC LI	beral Ni	DP BC	Gree	an Oth	Did not vote	CPC	Liberal	NDP	BQ	Green Or	Unde ided Other /DK/V II no vote	/Wi Engli	lish French
Conservative Party of Canada	33%	% 349	54%	60%	40%	36% 1	15% :	28%	25%	26% 3	2% 13	3% 3	81% 47	7% 41	27	% 289	% 38%	31%	34%	45%	38%	22%	32%	25%	16%	31% 3	96% 40	35	6 29%	28%	32%	37%	25% 2	29% 3	2% 31	6 45%	46%	35%	36%	27%	80%	6%	9%	5% 14	r% 6i	5% 175	% 97%		_				2	38% 15%
Liberal Party of	40%	% 395	28%	15%	30%	47% 3	37%	51%	45%	51% 5	1% 4	5% 4	12% 30	0% 3	7% 43	% 40%	% 34%	45%	38%	32%	40%	42%	36%	50%	42%	40% 2	28% 39	3% 44	6 46%	37%	45%	40%	35% 3	38% 4	5% 41	6 39%	38%	35%	39%	50%	12%	81%	53% 2	35	5% 4	\$% 33	16	96%					1	42% 33%
New Democratic Party of Canada [NDP]	6%	% 10%	8%	15%	9%	4%	3%	4%	12%	8%	2%	7%	6% 3	3%	4% 7	% 10%	% 6%	3%	8%	4%	3%	13%	9%	3%	14%	9%	9% 4	1% 4	6 3%	11%	5%	3%	12% 1	10%	5% 3	6 4%	2%	6%	5%	5%	1%	3%	24%	4	r% :	3% 71	6		91%					6% 2%
Bloc Québécois	6%	%				2	25%				11	8%	6% 4	4%	7% 5	5 39	% 6%	6%	4%	8%	7%	3%	4%	6%	2%	4%	7% 5	5% 5	6 7%	5%	6%	6%	3%	7%	6% 8	5 3%	2%	6%	6%	4%	1%	1%	2% 6	1% 5	5%	1% 45	5			96%				0% 29%
Green Party of Canada	1%	% 19			1%	1%	1%	0%	2%	1%	0%	1%	1% 1	1% (	2% 2	5 19	% 2%	1%	0%	0%	0%	1%	3%	1%	1%	1%	1% 2	2% 0*	6 1%	1%	1%	1%	0%	2%	1% 2	6 0%		1%	1%	1%	0%	0%	1%	28	3%	11	6				81%			1% 1%
Other PartyIndependent	1%	% 29	2%		1%	1%	1%	2%	1%		1% :	2%	1% 1	1%	1% 1	% 19	% 2%	0%	1%	2%	0%	1%	3%	1%	2%	1%	4% 1	1% 01	6 1%	0%	2%	2%	0%	0%	2% 2	6 2%	1%	2%	1%	1%	0%	0%	0%		21	15	4					87%		1% 1%
ondecided /Don t	9%	% 97	5%	6%	15%	8% 1	13%	12%	9%	10%	9% 1	8%	9% 9	9%	7% 12	% 10%	% 9%	10%	8%	6%	7%	11%	11%	12%	11%	9% 1	12% 6	5% 9'	6 11%	11%	7%	9%	15%	9%	7% 10	6 6%	9%	10%	8%	9%	5%	8%	11% 1	10%	1%	\$% 20*	% 2%	4%	9%	3%	18%	13% 84	4%	8% 14%
Rather not say	1%	% 19	0%	1%	1%	2%	1%	2%	3%	3%	2%	1%	1% 2	2%	1% 1	% 29	% 1%	1%	1%	1%	2%	2%	1%	1%	4%	1%	1% 1	1% 1	6 2%	1%	1%	0%	2%	1%	1% 1	6 0%		2%	1%	1%	1%	0%	0%	2% 3	5%	5	6 0%	0%		1%	0%	16	6%	1% 1%
Will not vote	2%	% 49	3%	4%	1%	1%	3%	1%	3%	3%	3% 6	6%	3% 2	2%	3% 2	% 5%	% 2%	1%	5%	3%	2%	4%	2%	1%	9%	4%	3% 2	2% 2	6 1%	5%	1%	2%	8%	3%	1% 3	6 0%	1%	3%	2%	2%	0%	0%	0%	1% 1	1%	2% 12*	6							2% 3%

#### QF2. We've noticed you did not select a party. Is there a party you are currently leaning towards?

Base = Undecided/ Rather not say in QF1	227	43	15 1:	25	79	75	27	27	24 2	19 30	189	38	84 14	43 45	5 71	112	18	23	43 2	6 48	69	12	33 4	6 25	40	72	52	50 70	22	30	50	44	11 1	5 99	72	57	36	45	31	18	6	4 86							165	62
				Region					Cities		Geo Ty	/pe	Gender		Age			Ge	inder-Age				Ag	e (Fine)			Househol	Id Income		House	hold Inco	me (Fine)			Education				2021 F	ed Vote					Will Suppo	ort+ Leaner	5		Langua	ge
	Total	вс	AB SK	МВ	ON	qc A	ATL N	letro T Van 4	TO- TO- 16 905	MTL	Urban F	Rural Ma	le Fema	le 18-34	35-54	55+	M18- N 34	135- 54 M51	5+ F18-3	4 F35-54	F55+	18-24 2	i-34 35-4	45-54	55-64	65+ <	\$50K <\$1	0K- 100 \$100K K +	<sup>(</sup> <\$25K	\$25K- <\$50K	\$50K- \$10 \$100 <\$ K	00K- \$150 150 <\$20 K K	0K- 00 \$200 +		College/ Trade school	Univ+	CPC L	iberal I	NDP E	3Q Gree	an Othe	Did not vote	CPC	Liberal	NDP E	BQ Gree	n Other /	Undec ided DK/Wi Er II not vote	inglish F	rench
Conservative Party of Canada	9%	5%	91	17%	9%	8%	18%	9%	3% 12	% 5%	9%	10%	8% 10	11%	9%	8%	9%	12%	5% 12	6 7%	10%	12%	11% 6	% 14%	6%	9%	9%	8% 139	6 10%	9%	8%	11% 6	5% 25	% 6%	12%	11%	24%	11%	4%	11%	12	2% 4%	100%						9%	8%
Liberal Party of	17%	24%	33% 10%	14%	19%	11%	16%	23%	19% 18	% 10%	16%	20% 1	9% 16	5% 15%	20%	16%	21%	6% 2	6% 10	6 27%	10%	18%	14% 9	% 39%	19%	15%	13% 1	10% 299	6 17%	11%	10%	28% 13	3% 41	% 17%	12%	24%	21%	32%	19%	4%	7% 15	5% 11%		100%					20%	10%
New Democratic Party of Canada [NDP]	5%	3%	195	7%	8%	2%	8%	5%	4% 4	% 8%	5%	6%	4% 6	5% 8%	10%	2%	5%	11%	10'	6 9%	3%	6%	9% 12	% 6%	1%	2%	6%	3% 119	6%	6%	3%	8% 25	9% 3	% 4%	5%	8%	3%	2%	25%	2%		2%			100%				7%	2%
Bloc Québécois	2%					8%				16%	3%	1%	3% 2	1%	1%	4%	1%	1	6%	2%	3%	2%	1	% 2%	4%	4%	7%	2% 19	6 4%	10%	2%	2%		3%	3%	1%			1%	25%		1%			1	100%				9%
Green Party of Canada	2%	0%		4%	4%	1%		1%	12%	1%	2%	2%	1% 3	1% 3%	2%	2%	3%	2%	3	6 2%	3%	8%	1% 3	%	4%	1%	2%	4% 09	6 4%		4%	2	2%	0%	4%	2%	2%	2%	4%	4%		1%				100	%		2%	2%
Other Partylindependent	2%		6%		1%	4%					1%	6%	3% 1	1% 3%	1%	2%	7%	4%	2%		2%		4%	3%	3%	1%		3% 49	6		3%	4%	6	% 2%	3%					15	7%	3%					100%		1%	4%
Undecided /Don t	51%	55%	58% 625	53%	44%	55%	52%	49%	48% 60	% 48%	53%	40% 5	1% 51	50%	41%	58%	40%	58% 5	3% 56	6 32%	62%	33%	56% 51	% 21%	61%	57%	55% 6	52% 399	6 51%	58%	62%	44% 46	6% 21	% 56%	50%	44%	48%	45%	47%	36% 47	7% 74	4% 59%						82%	49%	57%
Rather not say	11%	14%	3%	5%	14%	11%	7%	14%	12% 7	% 10%	10%	15%	9% 12	10%	17%	8%	12%	7%	9% 8	6 22%	8%	21%	6% 18	% 15%	4%	11%	7%	9% 39	6 7%	6%	9%	2% 5	5% 5	% 11%	11%	11%	2%	7%	1%	15% 30	9%	19%						18%	12%	8%
Will not vote	0%					0%				2%	0%		0%	1%			2%						1%	1			1%		1%					1	0%					2%								0%		0%

#### QF1./QF2. Support + Leaners

Base = All	2131	350	206	121	129	657	474 1	194 2	220 *	184	220 216	1798	333	1045 1	087 (	87 7	15 829	296	351	398	291	365	431	122 46	65 357	358	347	482	432	642 76	3 146	286	642	419 1	187 15	58 79	1 732	609	581	555	309	142	47	99	399							1696	436
					Region					Cities		Geo	Туре	Gender		Ag				Gender	Age				Age	(Fine)			Househo	old Income		Hous	ehold Inco	ome (Fine)			Educatio	n			2021 F	ed Vote					Will S	upport+ L	Leaners			Langua	-ge
	Total	вс	AB	sκ	мв	ON	QC AT	'L Mot Va	tro TC in 41	D- TI 16 91	D- 05 MTL	Urban	Rural N	ale Ferr	ale 18-	34 35-5	4 55+	M18- 34	M35- 54	M55+ F	18-34 F3	35-54 F	55+ 18	-24 25-3	14 35-44	45-54	55-64	65+ <	\$50K <	юк- 100 \$100н к +	<sup>(</sup> <\$25K	\$25K- <\$50K	\$50K- \$1 <\$100 < K	100K- \$151 \$150 <\$2 K K	0K- 200 \$200 4	K <=HS	College Trade school	Univ+	CPC LI	iberal P	NDP E	3Q G1	reen Ot	her n ve	ot CPC	; Libera	I NDP	BQ	Green	Other /DK	led K/Wi Eng not	glish F	rench
Conservative Party of Canada	34%	34%	54%	60%	43%	37%	16% 3	0% 2	16% Z	26% 3	33% 13%	32%	48%	40% 3	28% 3	0% 39	% 329	35%	45%	39%	24%	33%	27% 1	17% 33	5% 37%	41%	35%	30%	29%	33% 393	6 27%	30%	33%	32% 4	49	% 36%	6 37%	28%	82%	7%	9%	7%	14%	67%	18% 100	1%						38%	165
Liberal Party of	42%	42%	30%	16%	32%	49%	38% 5	3% 4	8% 5	53% 6	53% 46%	44%	33%	39%	15% 4	2% 36	% 479	40%	32%	43%	44%	39%	51% 4	44% 41	1% 29%	42%	46%	48%	39%	45% 43%	6 38%	39%	45%	44% 4	0% 42	% 379	6 41%	52%	13%	84%	55%	21%	36%	4%	36%	100%	6					44%	35
New Democratic Party of Canada [NDP]	6%	10%	8%	16%	11%	5%	4%	5% 1	2%	8%	2% 7%	7%	3%	4%	8% 1	1% 7	% 39	8%	5%	3%	14%	10%	4% 1	15% 10	9% 10%	4%	4%	3%	12%	5% 43	6 13%	11%	5%	4%	6% 2	% 63	6%	6%	1%	3%	27%	0%	4%	3%	7%		100%	6				7%	3
Bloc Québécois	6%						26%				19%	6%	5%	7%	5%	3% 6	% 79	4%	8%	8%	3%	4%	6%	2% 4	1% 7%	6%	6%	8%	6%	7% 63	6 3%	8%	7%	8%	3% 2	55 75	6%	4%	1%	1%	2%	64%	5%	1%	5%			100%				0%	31
Green Party of Canada	1%	1%			2%	2%	1%	0%	2%	2%	0% 1%	1%	1%	0%	2%	1% 2	% 19	1%	1%	0%	2%	3%	1%	2% 1	1% 1%	2%	1%	1%	2%	1% 19	6 1%	2%	1%	2%	1%	15	6 1%	1%	0%	1%	1%	1%	28%		1%				100%			1%	1
Other PartyIndependent Undecided /Don t	1%	2%	3%		1%	1%	1%	2%	1%		1% 2%	1%	2%	1%	1%	1% 2	5% 19	2%	2%	1%	1%	3%	1%	2% 1	1% 4%	1%	0%	1%	0%	2% 25	6 0%	0%	2%	2%	2% 2	% 25	6 1%	1%	0%	0%	0%		2%	20%	2%					100%		1%	1
Undecided /Don't	5%	6%	3%	4%	9%	4%	8%	7%	6%	6%	7% 4%	6%	5%	4%	7%	6% 4	% 79	4%	4%	5%	8%	4%	8%	5% 6	5% 7%	1%	6%	7%	7%	5% 4%	6 9%	6%	5%	5%	3% 2	56 75	6 5%	4%	3%	4%	5%	5%	6%	3%	15%	T				8	82%	5%	9
Rather not say	1%	1%	0%		1%	1%	2%	1%	2%	2%	1% 1%	1%	2%	1%	2%	1%	% 19	1%	0%	1%	1%	3%	1%	3% 1	2%	1%	0%	1%	1%	1% 03	6 1%	1%	1%	0%	0% 0	55 15	6 1%	1%	0%	1%	0%	2%	4%		5%	T				1	18%	1%	1
Will not vote	2%	4%	3%	4%	1%	1%	3%	1%	3%	3%	3% 6%	3%	2%	3%	2%	5%	N 19	5%	3%	2%	4%	2%	1%	9% 4	1% 3%	2%	2%	1%	5%	1% 23	6 8%	3%	1%	3%	0% 1	% 35	6 2%	2%	0%	0%	0%	1%	1%	2%	12%	1					0%	2%	3*

#### QF1JQF2. (Decided Voters) Support + Leaners

Base = Decided voters	1937	313	190	109	114	601	408	180	199	167	195	185	1626 3	96	5 973	354	678	905	183	338 4	171	340	460	66	288 3	22 35	7 380	525	362	607 7	15 108	254	607	387 1	77 1	51 723	7 685	5 525	610	554	268	129	43	96 2	18					1	581 35
				R	egion					Citie	s		Geo Type	G	iender		Age			Ger	nder-Age				A	ge (Fine)			Househo	old Income		Hous	sehold Inco	ime (Fine)			Educatio	in			2021	Fed Vote				v	Vill Suppo	ort+ Leane	rs		Language
	Total	вс	AB	sκ	мв	ON	qc A		Metro Van	TO- 416	то- 905 М	ITL U	rban Rur	ral Male	Female	18-34	35-54	55+ M	18- M3 34 5	35- 14 M55	+ F18-34	4 F35-54	F55+	18-24 25	i-34 35-	14 45-54	55-64	65+	\$50K 4	50K- \$100 K +	K <\$25K	\$25K- <\$50K	\$50K- \$1 <\$100 <1 K	00K- \$150 \$150 <\$2 K K	0K- 00 \$200 +	K <=HS	College Trade school	Univ+	CPC	Liberal	NDP	BQ G	reen Oth	Die no vot	CPC	Liberal	NDP B	BQ Gro	on Other //	ndec ided IK/Wi Eng I not vote	lish Frenc
Conservative Party of Canada	38%	39%	57%	66%	48%	39%	19%	33%	29%	29%	37%	15%	35% 53	2% 44	% 325	33%	42%	36%	39% 4	49% 42	% 27%	6 36%	30%	21%	36% 4	2% 43%	% 39%	33%	33%	36% 41	% 339	34%	36%	34% 4	7% 50	1% 40%	% 40%	5 30%	84%	7%	10%	7%	15% 7	1% 26	% 100%						42% 1
Liberal Party of	46%	47%	32%	17%	36%	53%	44%	58%	53%	59%	59%	52%	48% 3	5% 42	515	47%	39%	52%	45% 3	34% 46	% 50%	6 43%	57%	53%	46% 3	3% 44%	% 50%	53%	44%	49% 45	% 469	43%	49%	48% 4	1% 44	419	% 44%	56%	13%	88%	58%	22%	41%	5% 53	%	100%					48% 4
New Democratic Party of Canada [NDP]	7%	11%	8%	18%	12%	5%	4%	6%	14%	9%	2%	8%	7%	4% 5'	% 91	13%	8%	4%	9%	5% 3	% 17%	6 11%	4%	18%	11% 1	2% 41	% 4%	3%	13%	6% 4	% 169	12%	6%	5%	6% 2	2% 79	% 6%	5 7%	1%	4%	28%	0%	5%	3% 10	*		100%				8%
Bloc Québécois	7%						30%					22%	7%	5% 8	% 55	4%	7%	8%	4%	9% 8	% 3%	\$ 4%	7%	3%	4%	8% 61	% 6%	9%	7%	7% E	% 49	9%	7%	9%	3% 2	55 85	% 7%	5%	1%	1%	2%	70%	5%	1%	%		1	00%			0%
Green Party of Canada	1%	1%			2%	2%	1%	0%	2%	2%	0%	1%	1%	1% 0'	% 25	1%	2%	1%	1%	1% 0	% 2%	6 3%	2%	2%	1%	2% 25	% 1%	1%	2%	1% 1	% 19	2%	1%	2%	1%	15	% 1%	5 1%	0%	1%	1%	1%	32%		%			10	9%		1%
Other PartyIndependent	2%	2%	3%		1%	1%	2%	2%	1%		1%	2%	1%	2% 2	% 29	2%	3%	1%	2%	2% 1	% 1%	6 3%	1%	3%	1%	4% 13	x 0%	1%	0%	2% 2	n 97	. 0%	2%	2%	3% 2	2%	x 1%	5 1%	0%	0%	0%		3% 2	1%	%				100%		2%
-Libertarian	0%					0%	0%					0%	0% 0	0% 0	56		0%	0%		0% 0	%					0%		0%		0	%				1%	05	% 0%	5						1%					3%		0%
-People's Party of Canada	1%	2%	2%		1%	1%	1%	2%	1%		0%	2%	1% :	2% 1	% 19	1%	2%	1%	1%	2% 1	% 0%	6 3%	1%	0%	1%	4% 13	% 0%	1%	0%	2% 2	** 07		2%	2%	2% 1	1% 25	% 1%	5 1%	0%				2	:0%	%				76%		1%
-Some other party	0%	0%	0%			0%	0%	1%	1%		0%	0%	0% 0	0% 0	% 05	1%	0%	0%	1%	0%	1%	6 0%	0%	2%	0%	0% 0%	% 0%		0%	0% 0	ń.	0%	0%	0%	1	1% 0%	% 0%	S 0%		0%	0%		3%	0%	%				19%		0%
-Canadian Potore	0%					0%					0%		0%	0'	56		0%			0%						0*	%			0%			0%			05	κ.		0%										3%		0%

#### QF4. How committed are you to that party choice?

				R	egion				c	ities		Geo	Туре	Gende	r	Ag	je			Gender-	Age				Age (Fin	ne)		Hous	ehold Inco	eme	н	ousehold	Income (F	line)		Educ	ation			20	021 Fed V	ote				Will S	Support+	Leaners		L	anguage
	Total	вс	AB	sκ	мв с	on q	C ATI	L Metr	10 TO- 416	TO- 905	MTL	Urban	Rural	Male Fe	male 18	3-34 35-	54 55-	M18- 34	M35- 54	M55+ F	18-34 F3	5-54 F55	+ 18-24	25-34	35-44 4	5-54 55	-64 65+	<\$50K	\$50K- <\$100 K	100K + <\$	\$25k <\$50	к. К <\$100 К	\$100K- <\$150 K	\$150K- <\$200 K	200K + <=	HS Tra	de Univ	/+ CPC	Liberal	I NDP	BQ	Green	Other	Did not CF ote	PC Libe	oral NDP	BQ	Green	Other /DK	ed I/Wi Engl not	ish French
Very committed – you'll definitely stick with them to the next election	57%	% 64%	. 70%	67%	54%	61% 3	18% 55	9% 54	% 493	% 62%	51%	57%	55%	67%	56%	46% 6	o% 63	°% 469	61%	62%	45%	59% 6 <sup>.</sup>	1% 35%	48%	58%	62%	60% 63%	6 51%	58%	57% ·	16% 53	% 58%	55%	62%	58%	60%	56% 54	1% 691	% 61%	46%	33%	56%	73%	41% 7	73% 5	4% 349	% 339	6 29%	27%		53% 33%
Fairly committed	32%	% 24%	21%	22%	35%	27% 5	0% 31	1% 32	% 403	% 30%	39%	32%	32%	32%	32%	38% 2	8% 31	% 397	29%	30%	37%	27% 3	2% 44%	37%	27%	29%	32% 305	6 36%	33%	30%	19% 35	% 33%	35%	25%	22%	31%	33% 33	2% 22*	% 30%	§ 39%	57%	24%	23%	39% 1	19% 2	4% 511	% 58%	6 33%	46%		27% 54%
Not very committed	8%	% 10%	7%	7%	9%	9%	8% 8	8% 11	% 53	% 6%	5 7%	8%	9%	8%	9%	13%	8% 8	% 135	6%	5%	13%	10%	5% 18%	12%	10%	6%	6% 45	\$ 9%	7%	10%	8% 9	% 7%	\$ 8%	10%	15%	7%	7% 1	1% 65	% 7%	§ 12%	7%	10%	3%	13%	6%	9% 115	% 39	6 30%	13%		8% 9%
Not committed at all – you could easily switch your support to another party	3%	N 29	1%	3%	1%	3%	4% 2	2% 3	ni 63	N 2%	6 3%	3%	3%	3%	3%	3%	4% :	% 29	6 4%		4%	3%	1% 2%	3%	5%	3%	2% 29	6 4%	3%	3%	7% 3	1% 3%	6 2%	3%	5%	2%	4% :	3% 21	% 2%	6 3%	3%	9%	1%	6%	2%	2% 31	% 59	6 8%	14%		2% 5%
Net: Committed	89%	% 887	92%	89%	90%	88% 8	18% 90	0% 86	% 895	% 92%	§ 90%	89%	88%	89%	88%	84% 8	8% 93	% 85%	§ 90%	93%	83%	87% 93	1% 80%	85%	85%	91% 9	92% 94%	\$ 87%	91%	87% 1	15% 88	% 91%	\$ 89%	87%	80%	91%	89% 8	5% 911	% 91%	\$ 85%	90%	80%	96%	81% 5	92% 8	8% 85	% 91%	62%	73%		39% 86%
Net: Not committed	11%	% 125	8%	11%	10%	12% 1	2% 10	0% 14	% 119	% 8%	5 10%	11%	12%	11%	12%	16% 1	2%	% 15%	5 10%	7%	17%	13%	% 20%	15%	15%	9%	8% 65	6 13%	9%	13%	5% 12	:% 9%	5 11%	13%	20%	9%	11% 14	1% 91	% 9%	§ 15%	10%	20%	4%	19%	8% 13	2% 15	% 9%	6 38%	27%		11% 14%

#### QF5. If you had to choose, which party would be your second choice?

					Regio	'n				с	ities		Geo T	ype	Gende	r		Age			G	ander-Ag	0				Age	(Fine)			Hous	ehold Inci	ome		Houset	hold Inco	me (Fine)			Educa	tion			201	21 Fed Vo	ote					Will Sup	oport+ Le	aners		L	anguage
	Total	BC	AB	sĸ	мв	ON	qc	ATL	Metro Van	TO- 416	TO- 905	MTL	Urban	Rural N	lale Fe	male 1	8-34 3	35-54	55+ M	118- M 34 5	35- 14 M5	5+ F18-	34 F35-	54 F55	+ 18-2	24 25-34	4 35-44	45-54	55-64	65+		\$50K- <\$100 K	\$100K + <	<sup>\$2</sup> ≤5K <\$1	50K <1	i50K- \$1 \$100 <1 K	00K- \$15 150 <\$2 K P	0K- 100 \$20	оок + <=	Colle HS Trac scho		r+ CPC	Liberal	NDP	BQ	Green	Other	Did not vote	CPC I	Liberal	NDP	BQ	Green (	Une ide Other /DK II n vo		ish French
Conservative Party	7%	6 9	% 3	% 21	6	\$ 8%	8%	5%	9%	105	6 9%	6%	7%	8%	9%	5%	7%	7%	8%	10%	9% 1	0%	1% 5	5% 5	% 6	5% 7	% 6%	6 8%	5 9%	7%	6%	7%	10%	3%	7%	7%	11%	6%	10%	8%	7% 6	56 7	5 7%	2%	13%	1%	13%	9%	_	11%	7%	16%	5%	50%		7% 8%
Liberal Party	12%	6 11	% 11	% 15	5 171	s 10%	175	8%	18%	139	6 11%	15%	12%	9%	12%	12%	16%	11%	11%	18%	11% 1	1% 14	1% 12	10	% 18	8% 16	% 14%	6 9%	5 12%	10%	14%	9%	13%	12%	15%	9%	14% 1	1%	14% 1	2% 1	1% 13	1% 10	\$ 8%	23%	26%	8%		14%	14%		61%	37%	16%	4%	1	1% 18%
New Democratic Party (NDP)	31%	6 31	% 27	% 175	5 301	5 35%	22%	40%	33%	397	6 37%	28%	32%	22%	26%	35%	36%	29%	29%	30% :	25% 2	15% 43	3% 33	1% 34	% 42	2% 35	% 28%	6 31%	5 29%	29%	32%	34%	27%	36%	30%	34%	27% 3	12%	22% 2	36%	1% 37	"% 6'	53%	54%	20%	30%	5%	32%	5%	59%		18%	27%	0%	3	3% 19%
Bloc Quebecois (BQ)	4%	6					20%					22%	4%	4%	4%	4%	3%	4%	5%	3%	3%	6%	3% 5	55 4	% 4	4% 3	% 3%	6 4%	3%	6%	4%	5%	4%	8%	3%	5%	5%	0%	6%	4%	4%	% 3	§ 4%	2%	19%	3%	1%	5%	2%	7%	2%		13%	1%	-	1% 21%
Green Party	7%	6 9	% 3	% 81	5 31	\$ 7%	6%	9%	7%	87	6 7%	7%	7%	4%	6%	8%	8%	6%	6%	6%	4%	7% 10	0% E	1% 6	% 13	3% 7	% 9%	6 4%	5 7%	6%	11%	6%	6%	10%	12%	6%	7%	6%	4%	5%	7% 9	1% 1	\$ 9%	10%	4%	32%	6%	8%	2%	9%	20%	6%		11%		7% 5%
Other PartyIndependent	10%	6 11	% 18	% 135	121	s 9%	6%	10%	10%	59	6 9%	2%	9%	16%	11%	8%	8%	17%	5%	9% :	20%	5%	1% 13	1% 5	% 7	7% 8	% 17%	6 16%	6 8%	4%	8%	9%	12%	12%	6%	9%	13% 1	4%	10% 1	13%	9% 3	'% 18'	6 2%	2%	1%	15%	41%	7%	23%	1%	2%	2%	31%		1	0% 7%
No second choice/Can't say	30%	6 29	% 38	% 45%	321	6 30%	22%	28%	23%	25%	6 26%	20%	28%	36%	31%	28%	21%	25%	36%	24%	27% 3	17% 11	3% 24	1% 35	% 10	0% 24	% 23%	6 28%	33%	38%	25%	29%	27%	20%	27%	29%	23% 3	10% 3	36% 3	11% 3	3% 23	1% 55'	6 17%	7%	18%	12%	34%	25%	55%	14%	8%	21%	8%	34%	3	1% 22%

#### Q4. [Pierre Pollievre - leader of the Conservative Party of Canada] Has your opinion of each leader improved, stayed, the same, or worsened over the past few weeks?

Base = All	2131	1 36	50 3	16 1	21	129	657	474	11	94	220	184	22	20 2	16	1798	333	1045	108	55	37 7	15 1	29	296	351	398	291	365	431	123	468	5 35	7 3	58 3	47	482	432	642	763	146	286	642	419	18	7 1	58 7	791	732	609	581	555	309	142	47	9	39	Э								1696	436
					Re	gion						Cir	ties			Geo Ty	rpe	Ger	der		Ag	•				Gende	r-Age					Age	e (Fine)				Househ	old Incor	ne		Hous	ehold li	ncome (	Fine)			Edu	cation				202	1 Fed V	ote					Will	Support	+ Leane	ns			Langua	ige
	Total	вс	. A	SI		в	ON	QC	ATI	L M		TO- 416	то- 905		'L U	ban I	Rural	Male	Female	18-3	4 35-	54 55		118- 34	135- 54	A55+	F18-34	F35-54	F55+	18-24	25-34	35-44	4 45-6	14 55-6	54 65	5+ <		50K- 5100 K	оок + <	\$25K	\$25K- <\$50K	\$50K- <\$100 K	\$100K- <\$150 K	\$150 <\$20 K	K. 0 \$201 +	ок 🖛	HS T	illege/ rade thool	Univ+	CPC	Liberal	NDP	BQ	Green	Other	Did not vote	CPC	Libera	al NDF	р во	Q Gree	en Oti	Un id her /DF II i		nglish f	rench
Improved	18%	6 19	9% 2	% 1	3%	23%	19%	13%	15	5%	16%	15%	17	% 1	0%	17%	23%	19%	17	19	% 1	9% 1	7%	20%	21%	17%	18%	16%	17%	119	219	6 17	% 20	16	6% 1	18%	17%	20%	19%	15%	17%	20%	16%	27	% 1	8% 2	20%	19%	15%	41%	8%	5%	9%	13%	29	5 101	6 45	6 3 <sup>4</sup>	% 4	1% 7	7%	6% 1	15%	7%	20%	11%
Stayed the same	44%	6 39	3% 3	% 5	2%	38%	40%	57%	39	э%	29%	37%	41	% 5	1%	43%	47%	47%	40	38	% 4	5% 4	5%	42%	49%	48%	34%	43%	43%	35%	397	6 45 <sup>4</sup>	% 43	7% 44	4% 4	16%	43%	41%	46%	44%	43%	41%	49%	35	% 51	0% 4	47%	44%	39%	47%	37%	33%	65%	30%	62	46	6 501	\$ 34	% 36	5% 71	1% 34	4% 8	57%	57%	39%	625
Worsened	38%	6 42	2% 3	% 3	0%	39%	42%	30%	46	5%	55%	48%	41	% 3	8%	40%	30%	34%	42	43	% 3	5% 3	8%	38%	29%	35%	48%	40%	40%	54%	40%	6 38'	% 33	2% 40	0% 3	36%	40%	39%	35%	41%	40%	39%	35%	37	% 33	2% 3	33%	37%	45%	12%	55%	62%	26%	58%	10	5 44°	6 51	63	% 60	1% 22	2% 5	9% i	28%	37%	41%	27%

Q4. [Mark Carney - leader of the Liberal Party] Has your opinion of each leader improved, stayed, the same, or worsened over the past few weeks?

				1	Region					ci	ities		Geo	Туре	Go	nder		Age				Gen	der-Age					Age (F	ine)			louseho	ld Income		Но	usehold I	Income (F	ine)		E	ducation				2021	Fed Vo	10 10				w	ill Suppo	rt+ Leane	rs		Lar	nguage
	Total	вс	AB	sĸ	мв	ON	QC	ATL	Metro Van	TO- 416	TO- 905	MTL	Urban	Rural	Male	Female	18-34	35-54	55+	M18- 34	M35- 54	M554	F18-3	4 F35-5	4 F55-	18-24	25-34	35-44	45-54	55-64 6	5+ <\$	юк <5 I	0K- 100 \$100 <	K <\$25	K \$25K- <\$50K	\$50K- <\$100 K	\$100K- <\$150 K	\$150K- <\$200 K	\$200K +	<=HS	College/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Green (	ther	Did not vote	PC LI	oeral N	DP B	Q Gre	en Othi	Unded ided /DK/W II not vote	i Englisi	h French
Improved	44%	42%	35%	25%	48%	50%	40%	55%	54%	49%	6 53%	40%	47%	31%	45%	44%	45%	% 395	6 49	48'	6 38	6 50'	6 42	6 391	% 48	% 493	44%	37%	40%	46%	51%	11%	48% 43	% 34	% 44%	48%	42%	44%	46%	38%	43%	53%	18%	70%	64%	38%	51%	4%	41%	9%	76%	47% 2	16%	8% 8	% 405	6 46'	% 39%
Stayed the same	27%	25%	17%	30%	19%	23%	40%	21%	24%	27%	6 24%	44%	26%	32%	23%	31%	29%	% 28%	6 24	6 23	6 24	6 21'	% 361	6 311	% 27	% 31%	28%	28%	28%	23%	25%	12%	25% 26	% 34	% 31%	5 25%	30%	20%	20%	28%	26%	26%	20%	25%	26%	44%	22%	19%	38%	19%	23%	40% 5	6% 5	5% 36	487	6 23	% 40%
Worsened	29%	33%	48%	45%	32%	27%	19%	24%	22%	24%	6 23%	16%	27%	37%	32%	26%	26%	% 34%	6 27	6 29	6 38	6 29	% 23	5 295	% 25	% 20%	28%	35%	33%	31%	24%	7%	27% 31	% 31	% 25%	5 27%	28%	36%	34%	34%	30%	21%	62%	5%	10%	18%	27%	78%	21%	72%	1%	13% 1	18% 2	7% 56	% 125	6 31'	% 20%

Q4. [Jagmeet Singh - leader of the NDP] Has your opinion of each leader improved, stayed, the same, or worsened over the past few weeks?

				1	Region					Citi	es		Geo T	ibe.	Gende	r	A	ge			Ge	inder-Agi	2				Age (F	ine)		н	louseh	old Incom		Но	usehold	Income (Fi	ne)		Ed	ucation				2021 Fed	Vote					Will Supp	port+ Lea	aners			Language
	Total	вс	AB	sĸ	мв	ON	QC	ATL	Metro Van	TO- 416	TO- 905	MTL	Urban I	Rural M	ale Fe	male 1	8-34 35	-54 5	5+ M1 3	18- M3 14 5-	5- 4 M5	5+ F18-	34 F35-5	i4 F55+	18-24	25-34	35-44	45-54 5	55-64 6	5+ <\$5	50K <	50K- \$100 K +	× <\$25	к <sup>\$25К-</sup> <\$50К	\$50K- <\$100 K	\$100K- <\$150 K	i150K- <\$200 K	200K +	≪HS S	ollege/ Trade U ichool	Jniv+ C	PC LIB	ieral ND	P BQ	Green	Other	Did not vote	CPC	Liberal	NDP	ва	Green (		ndec ded K/Wi Eng not rote	glish French
Improved	6%	6%	6%	4%	8%	6%	7%	6%	9%	5%	5%	8%	7%	5%	4%	9%	8%	8%	4%	3%	3%	4% 13	1% 13	% 49	6 16%	6%	6%	10%	4%	5% 1	10%	8%	3% 12	2% 97	5 8%	4%	3%	2%	8%	6%	4%	2%	8%	9% 9	% 14*	5 25	6 9%	2%	7%	22%	7%			6%	6% 75
Stayed the same	60%	53%	51%	52%	55%	58%	76%	60%	59%	61%	62%	72%	61%	54%	57%	63%	61%	58%	62% 6	58% 5	8% 5	6% 65	57	% 68%	63%	61%	60%	56%	61%	62% E	61%	58% 6	1% 62	2% 61%	58%	63%	59%	57%	57%	60%	64%	43%	76% 7	0% 74	% 59'	§ 25%	62%	35%	75%	74%	79%	84%	43%	74%	56% 77%
Worsened	33%	41%	43%	44%	37%	36%	17%	34%	32%	34%	33%	20%	32%	41%	39%	27%	31%	34%	34% 3	39% 3	9% 4	0% 22	% 30 <sup>4</sup>	% 28%	6 20%	34%	34%	35%	35%	33% 2	28%	34% 3	5% 26	5% 297	5 34%	32%	38%	41%	35%	33%	32%	55%	16% 2	1% 16	% 27'	5 735	6 29%	63%	18%	4%	15%	16%	57%	19%	37% 165

Q4. [Yves-François Blanchet - leader of the Bloc Québécois] Has your opinion of each leader improved, stayed, the same, or worsened over the past few weeks?

Base = QC	39	99	-		•	•		399				1	- 17	8 3	51	48 2	01	198	87	138	174	41	70	90	46	68	84	24	63	59	79	70	104	91	138	127	37	54	138	75	27	25	133	131	135	57	113	40	106	11	13	59							11	18 281
					Reg	ion					ci	ties		G	ieo Type		Gender		,	Age				Sender-J	Age					Age (Fi	ine)			Househ	old Incor	ne		House	hold inc	come (Fir	ne)		E	ducation	1			2021	Fed Vo	te				w	ill Suppo	rt+ Leane	rs		La	inguage
	Tota	al Bi	C AE	s	см	вс	N I	qc	ATL	Metro Van	TO- 416	TO- 905	MTL	Urba	an Rur	al Ma	e Ferr	nale 1	8-34 3	5-54	5+ N	118- 1 34	135- 54 N	55+ F	18-34 F	35-54 I	<sup>2</sup> 55+ 1	8-24 2	:5-34	35-44 4	45-54 8	i5-64	65+ <	\$ \$50K <	50K- \$100 K	оок + <	\$25K \$	25K- \$50K	\$50K- \$100 K	100K- \$ <\$150 K	150K- <\$200 K	\$200K +	<=HS	College/ Trade school	Univ+	CPC	Liberal	NDP	BQ	Green (			PC LIb	eral N	IDP E	IQ Gre	en Othe	Undeo ided er /DK/W II not	c /i Englis t	sh French
Improved	12	2%						12%					10	% 13	2% 1	1% 1	1%	12%	15%	13%	9%	17%	12%	11%	13%	15%	8%	8%	17%	10%	16%	11%	9%	11%	8%	17%	9%	13%	8%	18%	23%	8%	14%	10%	11%	8%	4%	4%	20%	58%	14%	11%	8%	4%	8%	28%	8	5% 105	% 3	14%
Stayed the same	69	3%						69%					73	% 70	0% 6	2% 7	156 6	66%	64%	65%	74%	58%	70%	79%	70%	61%	69%	79%	59%	72%	59%	71%	76%	74%	68%	64%	84%	68%	68%	67%	44%	75%	64%	76%	66%	64%	71%	70%	74%	35%	33%	67%	51%	71%	85%	72% 7	8% 24	787	% 72	.% 68%
Worsened	19	3%						19%					18	% 18	8% 2	7% 1	5%	22%	21%	21%	17%	25%	19%	10%	17%	24%	23%	12%	24%	18%	24%	18%	16%	14%	24%	19%	8%	19%	24%	16%	34%	17%	22%	14%	22%	28%	25%	26%	6%	7%	53%	22%	40% 2	25%	7%	2	2% 68	3% 125	% 26	.% 18%