



Polling Research

What are the primary motivators for Canadians when deciding for whom they'll vote on April 28th?

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Introduction and Methodology

What are the drivers or motivators behind Canadians current voter preferences. In the space of the last 3 weeks we've seen a considerable evolution in voter intentions that has brought the Liberal Party of Canada from well behind the Conservative Party of Canada to currently holding the lead in nearly all surveys.

To understand the considerations or motivators currently underlying voter intentions, the Association for Canadian Studies asked Leger Marketing to put an open ended question in they're national tracking poll asking Canadians to tell us "... in one sentence why you're voting that way." The responses provide a more granular look at voter motivation. Up to two responses were calculated on the basis of responses and the statements were coded based on key word designation (s).

The survey was conducted with 1628 respondents over the period March 29-31, 2025 by Leger for the Association for Canadian Studies.

A margin of error cannot be associated with a non-probability sample in a panel survey for comparison purposes. A probability sample of 1539 respondents would have a margin of error of $\pm 2.5\%$, 19 times out of 20.

Highlights

- **Liberal Voters are much more likely to be motivated by what they see as Carney's ability to stand up to Trump while that is the motivation for only 3% of those supporting Poilievre.**
- **Conservative voters main driver/motivation is a desire for change from the previous government (35%).
Though 12% of Liberals say they're voting for change**
- **Some 21% of PLC voters are motivated by dislike for Poilievre (21%) while 14% of Conservative voters are motivated by dislike for Carney**
- **There are more people motivated simply by virtue of being Liberals (27%) than there are voters for the Conservatives saying their motivation is they're Conservatives**
- **NDP voters are primarily motivated by the view that the Party's values are aligned with their own**
- **Bloc Supporter are in the majority motivated by the view that the Party best represents the interests of Quebecers**

Conservative voters mainly motivated by a desire for change, while Liberal voters think that Mark Carney is best able to stand up to Donald Trump

	Total	PLC	NDP	BQ	CPC
Time for a change / Liberals/Justin Trudeau were in for too long/things are broken	12%	1%	2%	1%	35%
I support the Liberals/Mark Carney	10%	27%	1%	0%	0%
Best option to stand up to President Trump/tariffs	9%	21%	0%	2%	3%
I dislike the Conservatives/Pierre Poilievre	9%	21%	8%	2%	1%
Best interests in mind for Canadians	8%	10%	6%	5%	10%
Best option/like them	7%	9%	9%	4%	6%
Values/principles are aligned with mine	7%	5%	18%	5%	8%
I support the Conservatives/Pierre Poilievre	7%	1%	0%	0%	20%
Most qualified/experienced candidate	6%	14%	0%	0%	2%
I dislike the Liberals/Mark Carney	6%	1%	6%	1%	14%
Best choice for the economy	5%	8%	1%	0%	4%
Feel they are the best leader/would make the best prime minister	4%	7%	2%	1%	3%
Policies/platform are aligned with mine	4%	4%	3%	0%	5%
Have the most confidence in them/reliable	3%	6%	0%	3%	1%
I trust/believe in them	3%	3%	5%	5%	3%
I don't trust/believe in them	3%	2%	3%	3%	6%
Best interest in mind for Quebecers	3%	1%	0%	53%	0%
Least worst/best option out of choices available	2%	3%	4%	3%	2%
Feel they are the best political party	2%	2%	4%	2%	3%
I support the NDP/Jagmeet Singh	2%	1%	28%	0%	0%

Statements made by Liberal voters are more positively oriented than those voting for the Conservatives as the former are more likely to describe their motivation as being for something rather than against (though the line between voting for and against is often ambiguous)

	Total	PLC	NDP	BQ	CPC
NET POSITIVE	55%	74%	67%	80%	54%
NET NEGATIVE	32%	24%	15%	9%	48%
NET NEUTRAL	10%	7%	13%	3%	4%

Voter Motivators by language

There is more core Liberal support than core Conservative votes amongst Canada's allophones

To begin with...please tell us in one sentence why you re voting that way	French	English	Other
Unweighted Total	397	1087	144
Weighted Total	321	1163	143
I support the Liberals/Mark Carney	7%	11%	17%
Time for a change / Liberals/Justin Trudeau were in for too long/things are broken	6%	14%	11%
Best interests in mind for Canadians	8%	8%	9%
Best option to stand up to President Trump/tariffs	9%	9%	9%
Most qualified/experienced candidate	4%	7%	9%
Values/principles are aligned with mine	8%	6%	8%
Feel they are the best leader/would make the best prime minsiter	3%	4%	6%
I support the Conservatives/Pierre Poilievre	3%	8%	6%
Still undecided who I will vote for	5%	4%	6%
Best choice for the economy	3%	5%	6%
Best option/like them	5%	7%	5%
I dislike the Liberals/Mark Carney	2%	6%	5%
I dislike the Conservatives/Pierre Poilievre	4%	11%	4%
Dislike all of the parties/candidates	5%	2%	4%

After redistribution Liberals have sizeable voter advantage amongst francophones and allophones but things are much tighter amongst anglophones

Federal Vote After Redistribution of undecided/don't know, etc.	Total	French	English	Other
Weighted Total	1385	268	1002	116
Unweighted Total	1424	338	962	124
PLC	44%	40%	45%	50%
NDP	7%	4%	9%	6%
BQ	5%	26%	0%	2%
CPC	38%	23%	42%	34%
PVC	3%	3%	3%	4%
PPC	2%	2%	1%	5%
...another party	1%	1%	0%	0%

Before redistribution allophones show greater tendency to say they don't know for whom they'll vote (11%) and they'll not vote (7%)

Federal Vote before redistribution of undecided	Total	French	English	Other
Weighted Total	1628	321	1163	143
Unweighted Total	1628	397	1087	144
PLC	38%	33%	39%	40%
NDP	6%	3%	7%	5%
BQ	5%	22%	0%	1%
CPC	32%	19%	36%	27%
PVC	2%	3%	2%	3%
PPC	2%	2%	1%	4%
I would not vote	5%	5%	4%	7%
...another party	1%	1%	0%	0%
I would cancel my vote	1%	3%	1%	0%
I don't know	7%	7%	6%	11%
I prefer not to answer	3%	2%	3%	1%

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