

ARI NATIONAL REPORT Q1 2025
March 13-16, 2025

Some questions have been withheld for future release.

[Intro Screen]

Thank you for taking part in today's survey. We are looking at topics affecting you and your province and Canada today.

Q1.

BASE=ALL

(select up to three)

Thinking of the various issues and challenges facing Canada, which ones do you personally care about the most? (Select up to 3 from the list below or choose 'other' or write in yours if it's not on our list.)

[Randomize issues]

The Deficit / Government spending
The Economy
Health Care
Taxes
Jobs / Unemployment
Environment / Climate Change
Income inequality / Poverty
Indigenous issues / Reconciliation
Energy / Natural Resources / Pipelines
Ethics / Corruption
Crime / Public safety
Immigration / Refugees
Housing affordability
National Unity (Western Canada/Quebec)
International Issues
Relations with the U.S. including tariffs
Cost of Living / Inflation
Emergency preparedness
FIXED: Other (specify)

Q3.

BASE=ALL

SINGLE CHOICE GRID

Do you have an overall favourable or unfavourable view of the following people?

[Randomize]

Pierre Poilievre – leader of the Conservative Party of Canada

Mark Carney – New leader of the Liberal Party

Jagmeet Singh – leader of the NDP
 [QC Only] Yves-François Blanchet – leader of the Bloc Québécois

Very favourable
 Favourable
 Unfavourable
 Very unfavourable
 Don't know/Can't say

Q4.

Base=Exclude Don't Know for each leader in Q3

Single choice grid

And has your opinion of each leader improved, stayed, the same, or worsened over the past few weeks?

Improved
 Stayed the same
 Worsened

Pierre Poilievre – Opposition Leader and leader of the Conservative Party of Canada
 Mark Carney – New leader of the Liberal Party
 Jagmeet Singh – leader of the NDP
 [QC Only] Yves-François Blanchet – leader of the Bloc Québécois

QF1.

BASE=ALL

SINGLE CHOICE

A federal election is expected for some time this spring. If this does take place, which party's candidate in your riding would you support?

[Randomize first 3 parties/First 4 in QC]

Conservative Party of Canada
 Liberal Party of Canada
 New Democratic Party of Canada [NDP]
 Bloc Québécois [QC only]
 Green Party of Canada
 Other Party/Independent
 Undecided /Don't know
 Rather not say
 Will not vote

QF2.

BASE=UNDECIDED/RATHER NOT SAY IN QF1

SINGLE CHOICE

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

[Same order]

Conservative Party of Canada

Liberal Party of Canada

New Democratic Party of Canada [NDP]

Bloc Québécois [QC only]

Green Party of Canada

Other Party/Independent

Undecided /Don't know

Rather not say

Will not vote

QF3.

Base = 'OTHER PARTY/INDEPENDENT' QF1 OR QF2

And which other federal election candidate would that be?

Independent/non-affiliated candidate

Libertarian

Maverick Party

People's Party of Canada

Christian Heritage

Canadian Future Party

Some other party

QF4.

BASE=1-6 IN QF1/QF2 (CPC/LPC/NDP/BQ/GPC/Other)

SINGLE CHOICE

How committed are you to that party choice?

Very committed – you'll definitely stick with them to the next election

Fairly committed

Not very committed

Not committed at all – you could easily switch your support to another party

QF5.

BASE=1-6 IN QF1/QF2 (CPC/LPC/NDP/BQ/GPC/Other)

SINGLE CHOICE

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

[Same order as previous -- Do not show first choice party from QF1/QF2]

Conservative Party
 Liberal Party
 New Democratic Party (NDP)
 Bloc Quebecois (BQ) [QC Only]
 Green Party
 Other Party/Independent
 No second choice/Can't say [Anchor]

QF7. [T]

Base=All

Single choice

And, which of these leaders would make the best Prime Minister of Canada?

[Same order as previous]

Mark Carney
 Pierre Poilievre
 Jagmeet Singh
 None of them are a good option
 Not sure/Can't say

QF8.

Base=All

Single choice

Regardless of who you would vote for currently, what do you think will be the outcome of the forthcoming election?

Liberal minority
 Liberal majority
 Conservative minority
 Conservative majority
 Not sure/Can't say

QF9.

Base=All

Single choice

Which of these two leaders do you think are best to handle the following issues:

Trump's threats of annexation and Canada becoming the 51st state
 The "trade wars" between Canada and the United States
 Protecting Canada's economy

Relations between Ottawa and the provinces
Developing or expanding trade relationships outside of the United States
Improving health care
Reducing the cost of living

[Rotate top two]

CPC Leader Pierre Poilievre
Liberal Leader Mark Carney
Not sure/Can't say

Q2.

BASE = ALL

SINGLE CHOICE

Overall, do you approve or disapprove of the performance of outgoing Prime Minister Justin Trudeau?

Strongly approve
Moderately approve
Moderately disapprove
Strongly disapprove
Not sure