

**Angus Reid Institute
Election 2025 Poll #1
March 21-24, 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 – 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

[Same order above]

Pierre Poilievre –leader of the Conservative Party of Canada

Mark Carney – leader of the Liberal Party

Jagmeet Singh – leader of the NDP

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

VOTE INTENT

QF1.

BASE=ALL

SINGLE CHOICE

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

[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?

[Rotate top two]

Mark Carney

Pierre Poilievre

Neither of them is a good option **[Fixed]**

Not sure/Can't say **[Fixed]**

QF9. [T]

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

QM1.

Base=All

Single choice

How important would you say is this forthcoming election is **for Canada**? Compared to the last federal election in 2021, would you say this election is...

Way more important than 2021
More important
About the same level of importance
Not as important
Way less important than 2021

QL1.

Base=Liberals in QF1/2

Single choice

You've indicated that you are currently supporting the Liberal Party. Have you...

Switched to supporting the party since the beginning of the year
Been supporting the party longer than that

QL2.

Base= Switched to supporting the party since the beginning of the year in QL1

Single choice

And who were you supporting before?

[Same order as QF1]
Conservative Party of Canada
New Democratic Party of Canada [NDP]
Bloc Québécois [QC only]
Green Party of Canada
Other Party/Independent
I was undecided [**Fixed**]
Rather not say [**Fixed**]

QL3.

Base= Switched to supporting the party since the beginning of the year in QL1

Up to two

And what would you say are the top two reasons driving your decision to support the Liberals?

[Randomize]

Justin Trudeau's departure

New leader Mark Carney

Donald Trump's stance towards Canada including annexation and tariffs

Changed my mind about Pierre Poilievre **[CPC only in QL2]**

Changed my mind about Jagmeet Singh **[NDP only in QL2]**

Liberals represent the best chance to stop the Conservatives from winning

Something else **[Fixed]**

None of the above **[Exclusive, Fixed]**