

2025 Election Poll #5
Angus Reid Institute
April 17-21, 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 your life in your province and Canada today.

FEDERAL ISSUES/LEADERSHIP

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

QAV1

Base = ALL

SINGLE CHOICE

Election Day is April 28, but mail-in balloting and advanced voting are options many people are using this year. Have you already voted in advance or using a mail in ballot?

Already voted at an advance poll

Already mailed in a ballot

Haven't voted yet

Not eligible to vote [thank and terminate]

QAV2

Base = advance voters in QAV1

SINGLE CHOICE

So, you already voted in advance for this election. Which party's candidate did you support?

[Randomize]

Conservative Party of Canada

Liberal Party of Canada

New Democratic Party (NDP) of Canada

Bloc Quebecois (BQ) [QC Only]

Green Party [Fixed]

Other Party/Independent [Fixed]

Rather not say [Fixed]

QF1. UPDATED TEXT

BASE=ALL

SINGLE CHOICE

In this upcoming federal election, 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 through this coming election day

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]

QL1. [T, returning from week 1]

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]**

Q_Leadership1 [T, returning from week 2]

Base=All

Single choice

When you think of Liberal Leader Mark Carney, when compared to former Prime Minister and Liberal Leader Justin Trudeau, is he...

A major change from Trudeau

A minor change

Basically the same as Trudeau

Not sure/ Can't say

Q4.

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

Single choice grid

Has your opinion of each leader improved, stayed, the same, or worsened over the last week?

Improved

Stayed the same

Worsened

[Same order above]

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

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

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

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

QD1.

Base=All

Single choice

Did you watch the federal election leaders' debate(s) earlier this week (April 16 was French and April 17 was English)?

Yes, saw/listened to most or all of the debate(s)

Watched/listened to some/the main highlights

No, didn't watch but saw some clips online/on TV

No, did not watch

QD2.

Base=No, did not watch

Single choice

Since the debate, how much coverage have you seen, read, or heard?

A lot, caught up entirely

A little, the main points

None

QD3.

Base=Exclude did not watch QD1/None QD2

Multi choice

And based on what you have seen, read, or heard, who, if anyone, impressed you during the debate?

Select all who apply:

Liberal leader Carney
CPC leader Poilievre
NDP leader Singh
Bloc Quebecois leader Blanchet
None of them

QF9. [T, returning from week 1]

Base=All

Single choice

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

The “trade wars” between Canada and the United States
Growing 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