

Angus Reid Institute
CPC future
Aug. 15-18, 2025

Some questions have been withheld for future release.

Ask Q2025Vote demo here if not profiled

QPP1 [T].
Base=All
Grid

We'd like to ask you some questions about the Conservative Party of Canada.

Setting aside whether or not you support the CPC or its policies, please use the slider to indicate how well you think each of the following short statements describes the Conservative Party of Canada.

The Conservative Party of Canada: [Repeat every 5th or so statement]
[Slider:]

Does not describe at all

2

3

4

Totally describes

Really can't say

[Rows: Randomize]

Is too socially conservative on issues like gay rights

Is very solid on fiscal and economic management

Is welcoming of people from different cultures and backgrounds

Is a party of the past, not the future

Reflects my region of Canada

Does not represent people like me

Is too much for the rich, and doesn't care about the poor

Has been moving more to the fringes and away from the mainstream

Has made very important contributions to this country

Hasn't done a good job communicating what it really stands for [Anchor]

QPP2 [T].

Base=All
Single choice

Here is a list of statements about Conservative leader Pierre Poilievre. Please tell us if you agree or disagree with the following. Pierre Poilievre...

[Randomize]

Is someone who understands issues important to me
Genuinely cares about women
Genuinely cares about non-white people
Holds values similar to mine
Is likeable
Is a strong critic of the current government
Is not sincere
Is someone I'd be ashamed to call Prime Minister

Strongly agree
Agree
Disagree
Strongly disagree
Not sure/Can't say

QPP3.
Base=All
Multi choice

Thinking back to previous federal elections prior to 2025, did you vote for the Conservative Party of Canada in...

2019
2021
None of the above

QPP4.
Base=Not CPC in fed vote demo
Multichoice

You've previously told us that you voted for the [PIPEIN: PARTY FROM FEDVOTE DEMO] in the federal election in April of this year. During the campaign, were you considering voting for any of the other main political parties before you made your final choice?

[Exclude choice from fedvote demo, randomize]
Liberal Party of Canada (led by Mark Carney)
Conservative Party of Canada (led by Pierre Poilievre)

New Democratic Party [NDP] (led by Jagmeet Singh)
Bloc Québécois (led by Yves-François Blanchet) [**QC only**]
None of the above [**Anchor/Exclusive**]

QPP6.

Base=CPC in fed vote demo

Single choice

Of the following people, who do you believe is **most** responsible for the Conservative Party's defeat in the 2025 federal election?

CPC leader Pierre Poilievre
U.S. President Donald Trump
CPC campaign manager Jenni Byrne
Liberal leader Mark Carney
Not sure/ Can't say

QPP7.

Base=All

Single choice

Here are some common criticisms that some people have made about the Conservative Party's campaign during the 2025 federal election. Do you agree or disagree with the following...

[Randomize]

The CPC campaign was too negative
The CPC didn't articulate a clear plan for the country
The CPC needed to pivot once the carbon tax was off the table
The campaign slogan 'Bring it Home' didn't make any sense
Pierre Poilievre sounded too much like Donald Trump

Strongly agree
Agree
Disagree
Strongly disagree
Not sure/ Can't say

QPP8.

Base=CPC in fed vote demo/considered CPC

Single choice

In your opinion, how should the Conservative Party of Canada respond to this election result? In its policies, politics and ideology, should the party...

- Move to the left of the political spectrum
- Stay the course ideologically
- Move to the right of the political spectrum
- Not sure/ Can't say

QPP9.

Base=CPC in fed vote demo/considered CPC

Single choice

If you were advising CPC leader Pierre Poilievre on how to approach the current trade negotiations between Prime Minister Mark Carney and U.S. President Donald Trump which of the following approaches would you recommend?

- A "Team Canada" approach – help Carney reach the best deal for Canada
- A critical approach – stay out of negotiations, but be critical of how Carney is approaching them
- Not sure/ Can't say

QPP10.

Base=CPC in fed vote demo/considered CPC

Single choice

The Conservative Party of Canada is set to hold a national convention in January 2026, which will include a vote on the future of leader Piere Poilievre. If it were up to you, do you believe Poilievre should...

- Lead the party into the next election
- Be voted out, a new leader should be elected
- Not sure/ Can't say