



Canada This Month Federal Politics

Public Opinion Research
Release Date: Nov 3rd
Field Dates: October 06, 2025 to October 27, 2025

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Study Overview



Building on findings from previous waves, this report tracks October data about:

- **Federal Vote,**
- **RSH,**
- **Leadership**

Key Findings

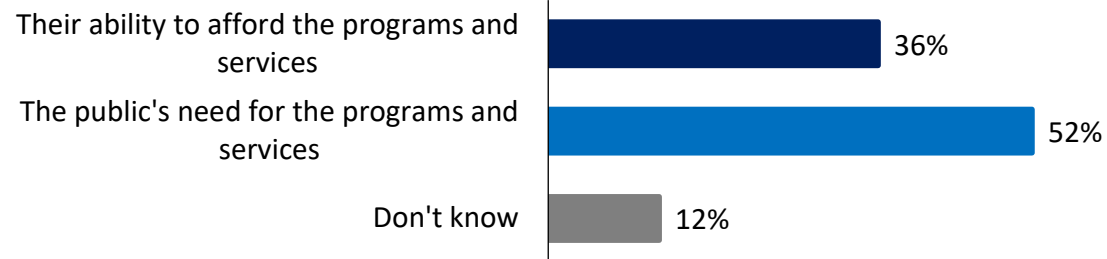
- 1** **Liberals and Conservatives remain statistically tied among decided voters** since July (40% vs. 39%, respectively), marking the narrowest gap since spring. The Liberals lead in Quebec and the Atlantic, the CPC is ahead in the west, and Ontario is a toss-up.
- 2** **Net satisfaction with the federal government is down again this month**, with the NET score hitting its lowest level (+2) since May. Canadians are almost equally satisfied (48%) and dissatisfied (46%), though 1-in-4 are very dissatisfied. Satisfaction is lowest among Conservative (23%) and Bloc (38%) identifiers. It is highest among Achievers (58%) and Strugglers (53%), and in Atlantic Canada (53%).
- 3** **Carney leads at 45% favourability, followed by Poilievre at 36%, and Blanchet at 35%.** Carney's NET favourability (now at +13) dropped 7 points since August, to April levels. Leadership tracking for other parties remains statistically unchanged compared to previous months.
- 4** **Almost half (48%) recall hearing recent news about the Prime Minister or Federal Government**, but the share with a more favourable impression has dropped to 36%, now at Feb. levels (NET score +6).
- 5** **The decline in Carney favourables and government satisfaction seems tied to Trump performance.** Open-ended responses reporting what Canadians have heard about Carney and government now have more negative comments about his dealings with Trump. The tracking question on federal government response to Trump is the lowest we have seen since tracking started last January.

Segmentations

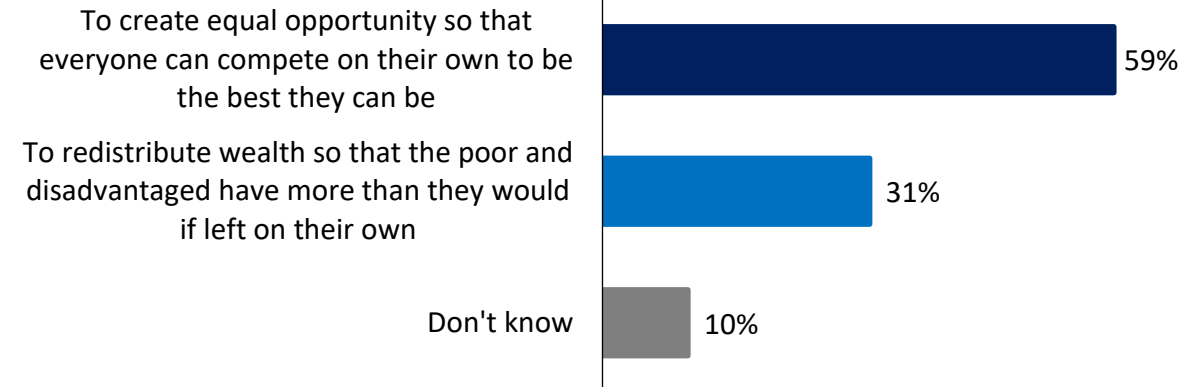
Value Clusters

Core Political Values: Nearly 3-in-5 think the main role of govt is to create equal opportunity, and 52% think spending should be needs-based

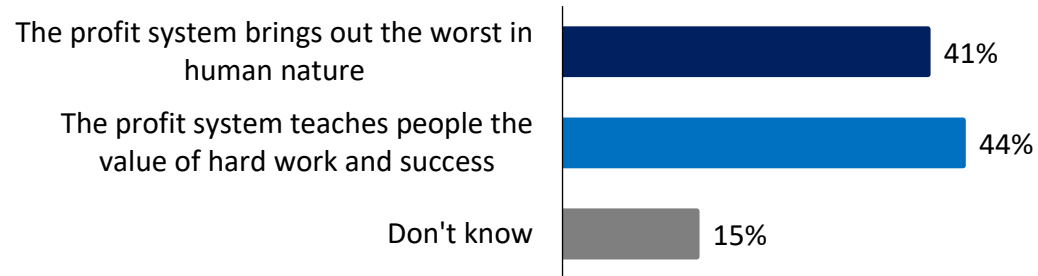
Q When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?
[asked of all respondents; n=2500]



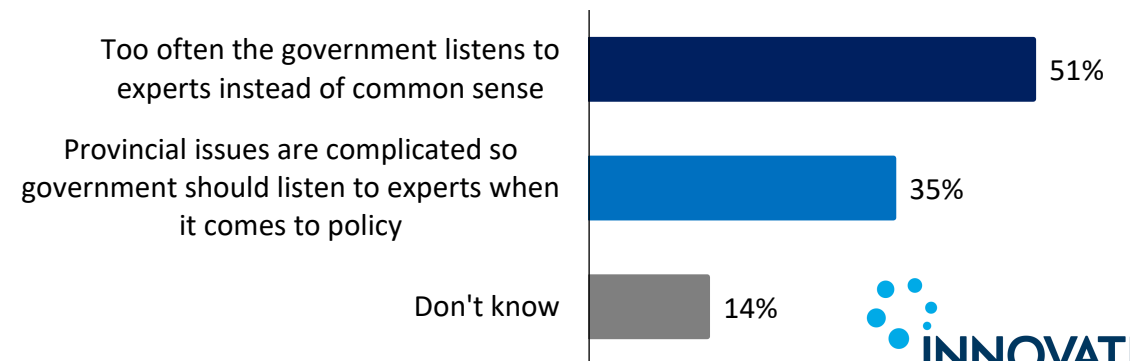
Q Is the main role of government to...?
[asked of all respondents; n=2500]



Q Which of the following statements comes closest to your view?
[asked of all respondents; n=2500]



Q When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=2500]

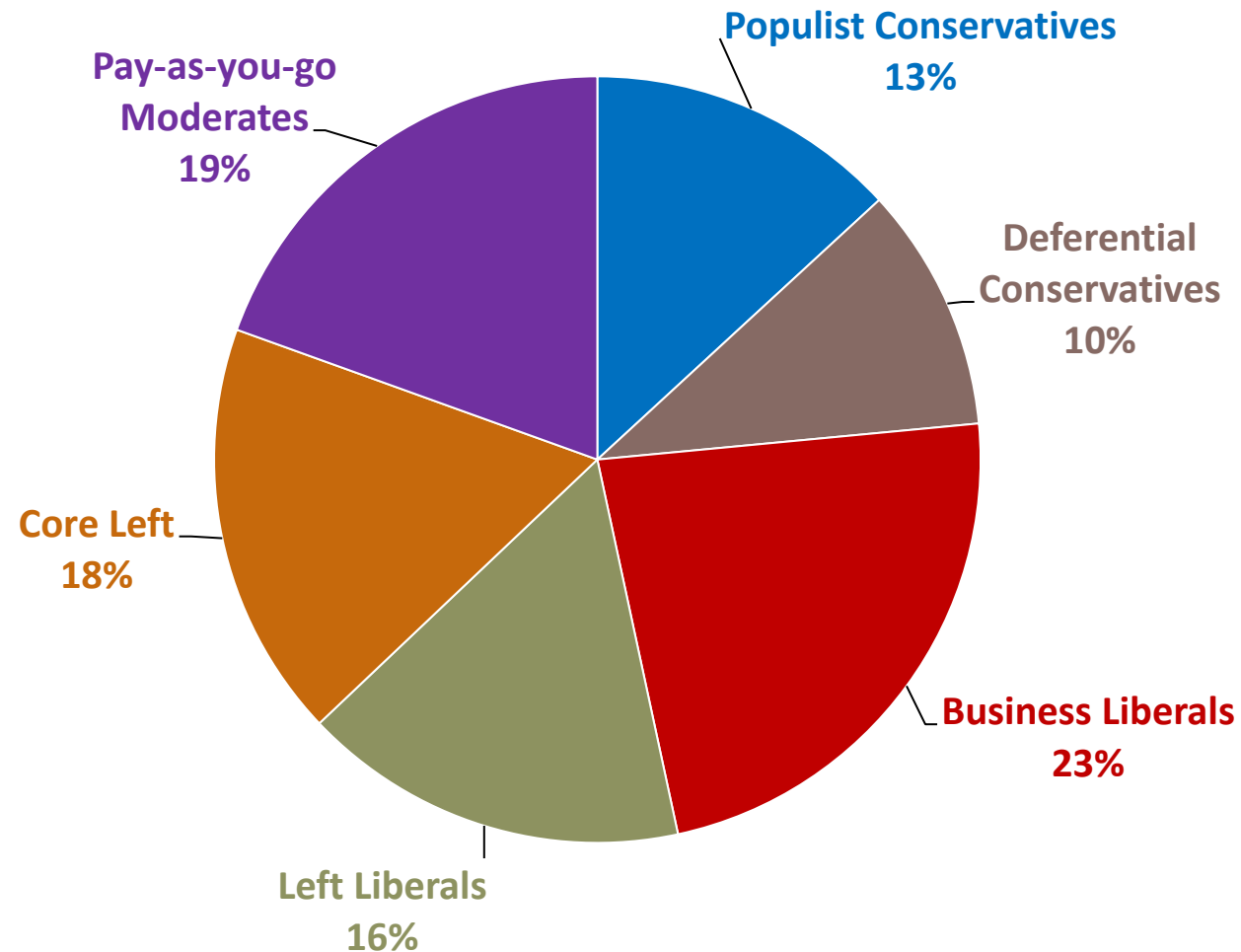


Value Clusters: Nearly 1-in-4 Canadians are Business Liberals, while almost 1-in-5 are Pay-as-you-go Moderates



Clusters are based on 4 basic values: equal opportunity versus redistribution; trust in the profit system; whether spending should be based on ability to afford or public need; and whether government should listen to experts or common sense.

[asked of all respondents; n=2,500]



Defining Value Clusters: Business Liberals think spending should be needs-based, while Pay-as-you-go Moderates prioritize ability to afford

Core Political Values by Value Clusters

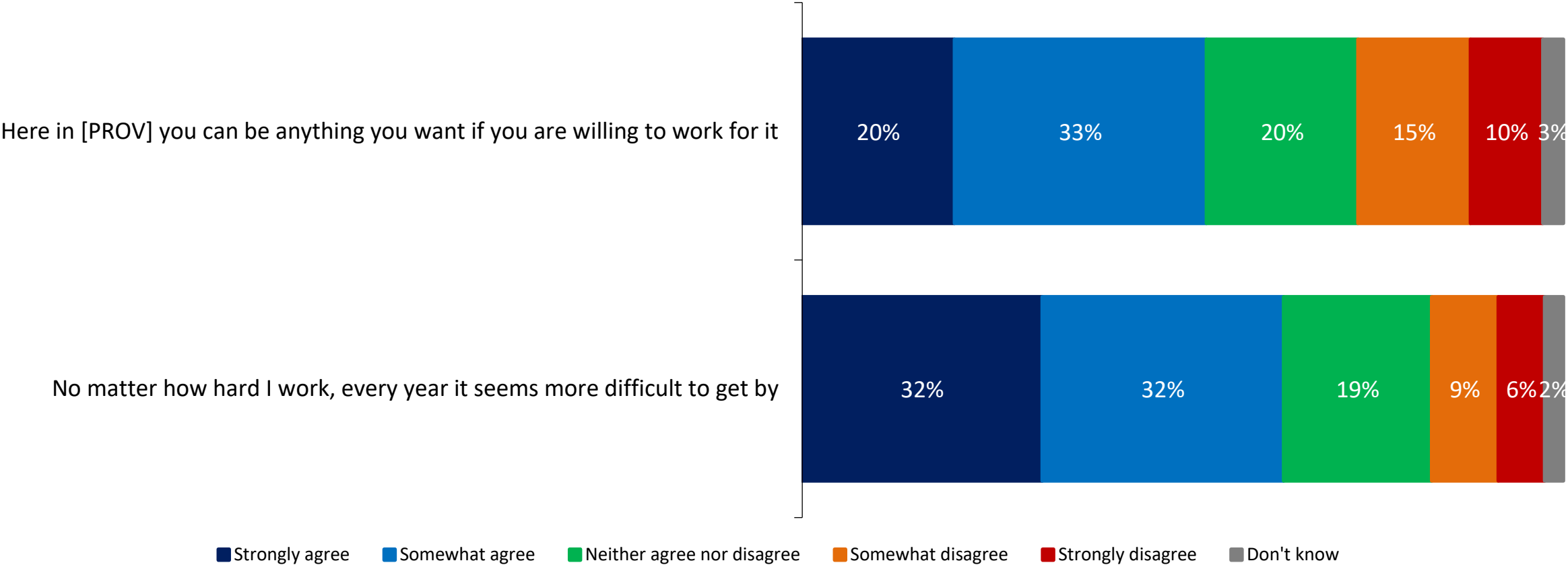
Column %		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
Governments should base decisions on...	Ability to afford	94%	90%	0%	0%	0%	72%
	Public Need	0%	0%	95%	86%	92%	0%
Is the main role of government to...?	Create equal opportunity	99%	76%	67%	97%	0%	36%
	Redistribute wealth	0%	19%	26%	0%	96%	32%
When it comes to government decision making...	Rely on common sense	100%	0%	45%	58%	49%	50%
	Listen to experts	0%	88%	46%	26%	41%	20%
The profit system...	Brings out the worst in human nature	0%	0%	0%	83%	86%	61%
	Teaches value of hard work and success	92%	94%	92%	0%	0%	7%

Note: Current data: October 2025

Economic Gap

Segmentation Attitudes: Over half (53%) say you can be anything you want; 64% say it is more difficult to get by every year

Q Do you agree or disagree with the following statements? -
[asked of all respondents; n=2,500]



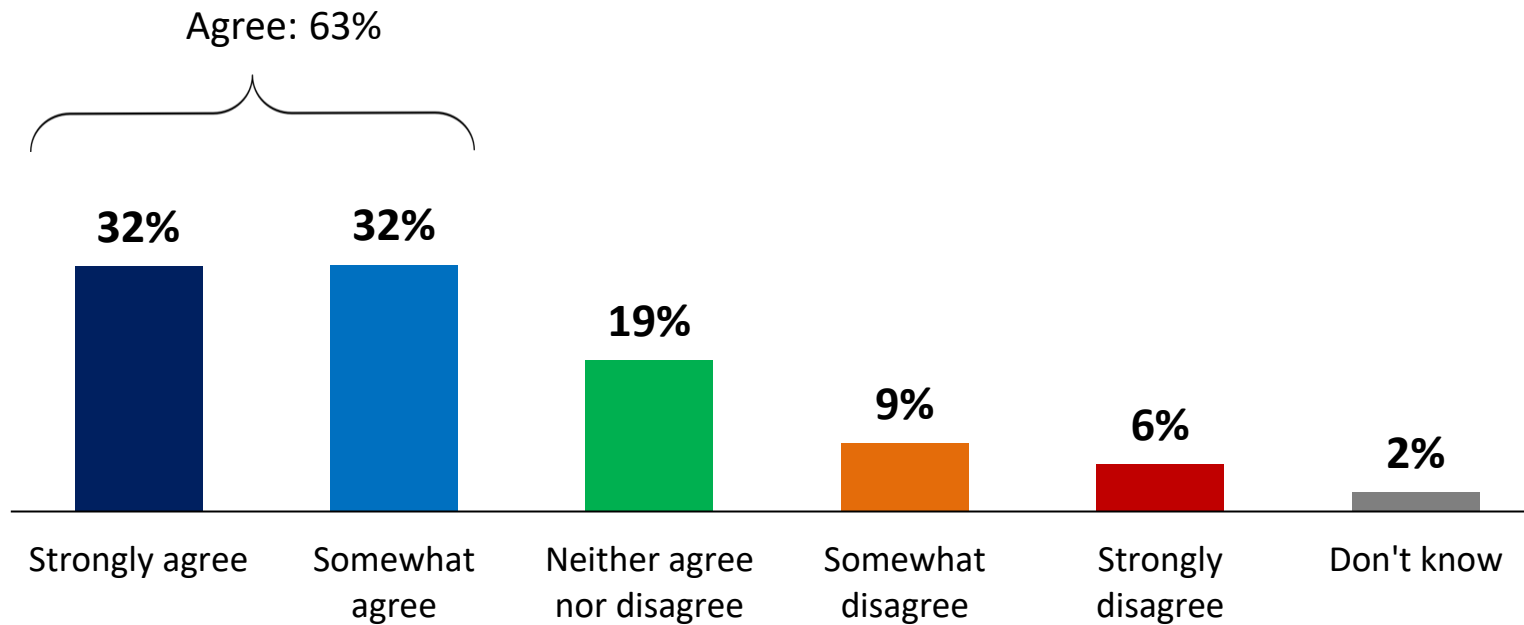
Economic Gap Segmentation Attitudes: Agreement that it seems more difficult to get by every year is highest among NDP and Bloc



Do you agree or disagree with the following statements?

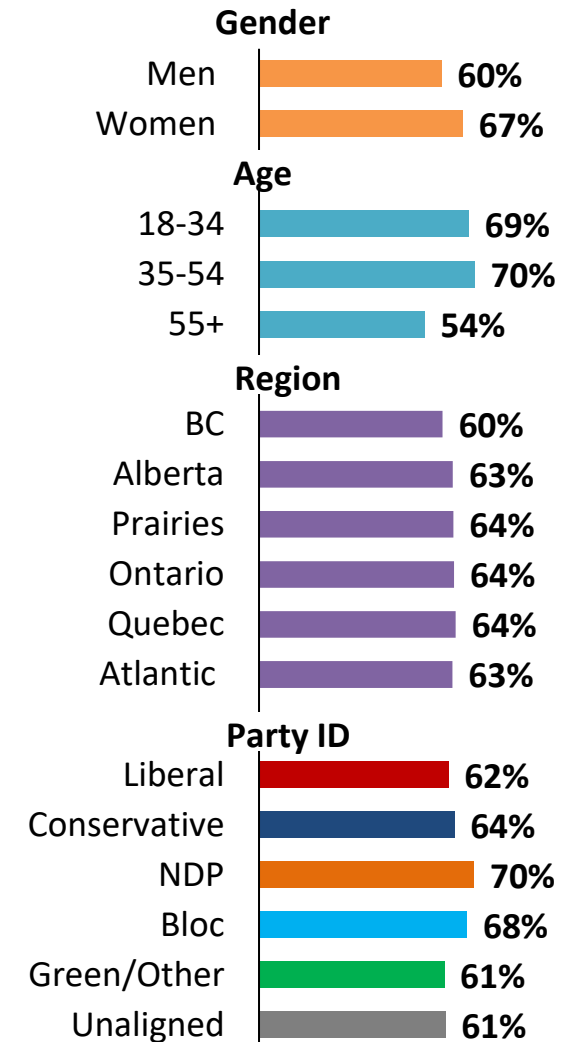
[asked of all respondents; n=2,500]

No matter how hard I work, every year it seems more difficult to get by



Segmentation

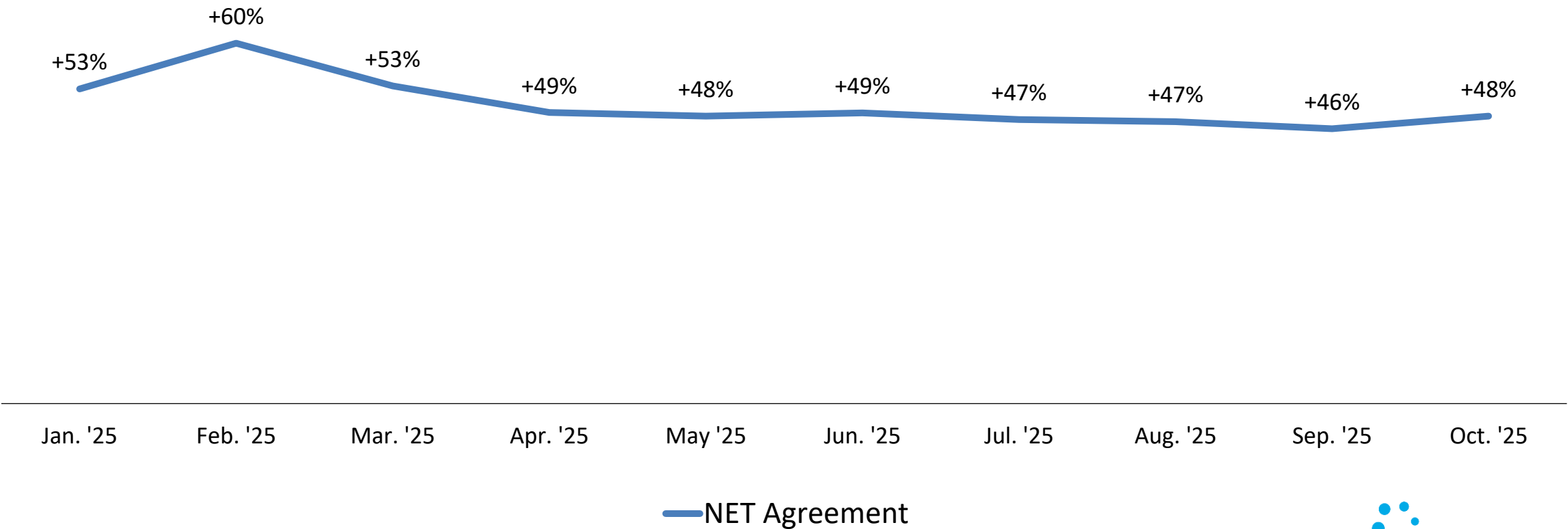
Those who say 'Agree'



Segmentation Attitudes: Net agreement with “every year it seems more difficult to get by” is at +48

Q Do you agree or disagree with the following statements? –
[asked of all respondents; n=2,500]

“No matter how hard I work, every year it seems more difficult to get by”

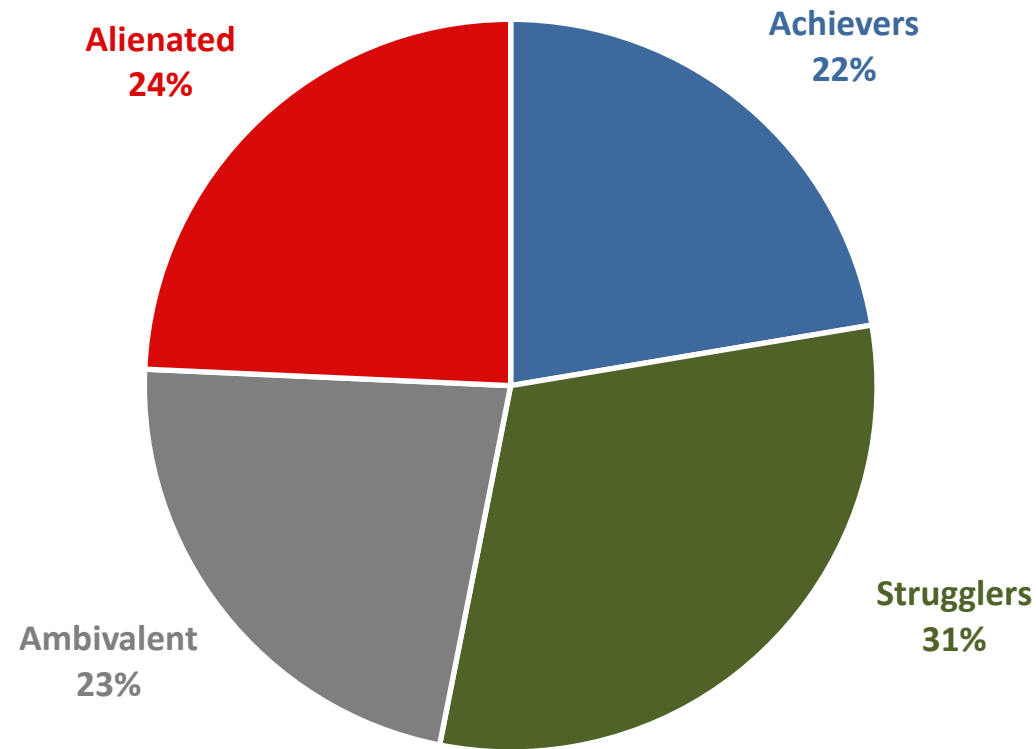


Economic Gap Segmentation: Nearly 1-in-3 (31%) are strugglers, followed by alienated (24%)



Gap segmentation: Agree with 'Here in [PROVINCE] you can be anything you want if you are willing to work for it' BY Agree with 'No matter how hard I work, every year it seems more difficult to get by'.

[asked of all respondents; n=2,500]



Decided Vote by Economic Gap: No statistically significant differences in Liberal and Conservative support across economic segments

		Economic Gap			
		Achievers	Strugglers	Ambivalent	Alienated
		(N=520)	(N=715)	(N=449)	(N=534)
Federal Decided Vote	Conservative	41%	40%	38%	37%
	Liberal	45%	37%	40%	40%
	NDP	4%	7%	9%	14%
	Bloc	6%	10%	7%	3%
	Green	2%	3%	3%	3%
	Other	1%	2%	4%	2%

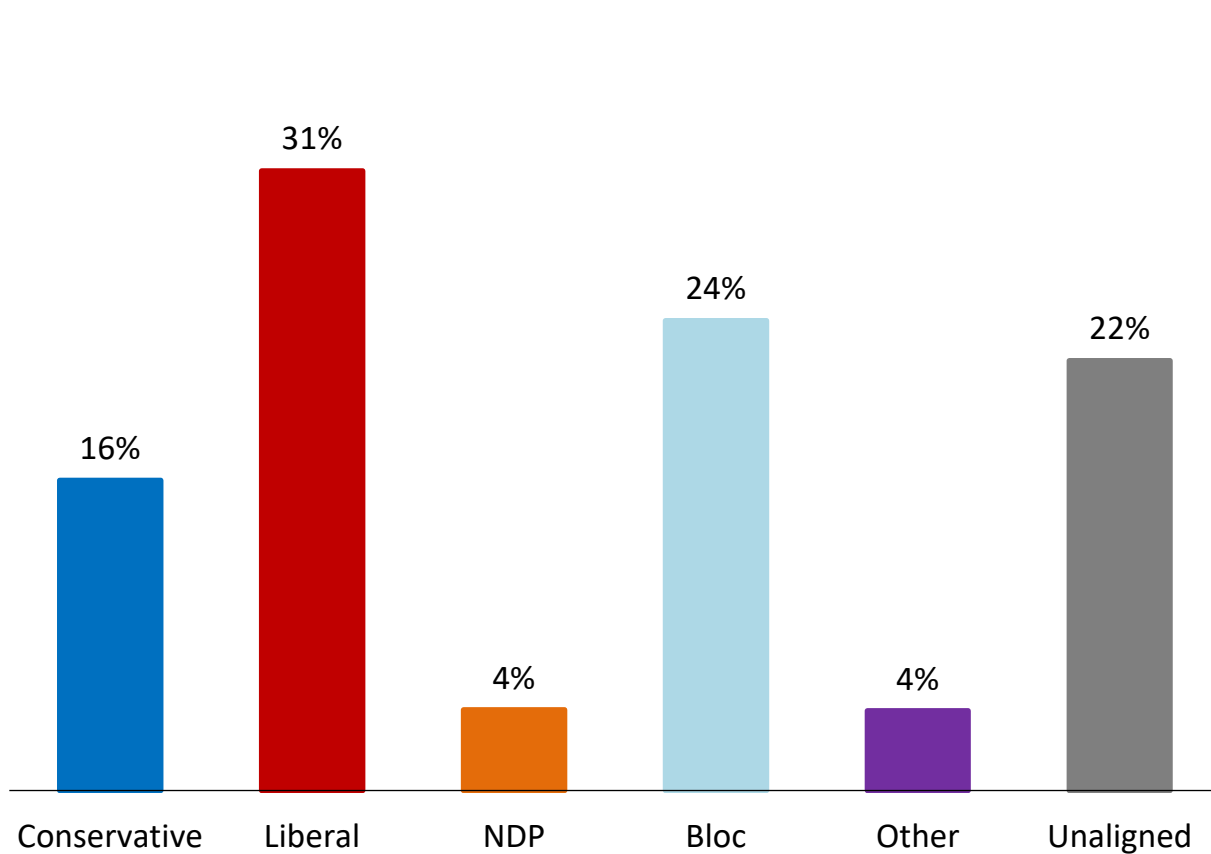
Note: Current data: October 2025

Party ID

Federal Party ID (QC vs. ROC): In QC more identify as liberals than Bloc (7-point lead); in the ROC more identify as conservatives than as liberals

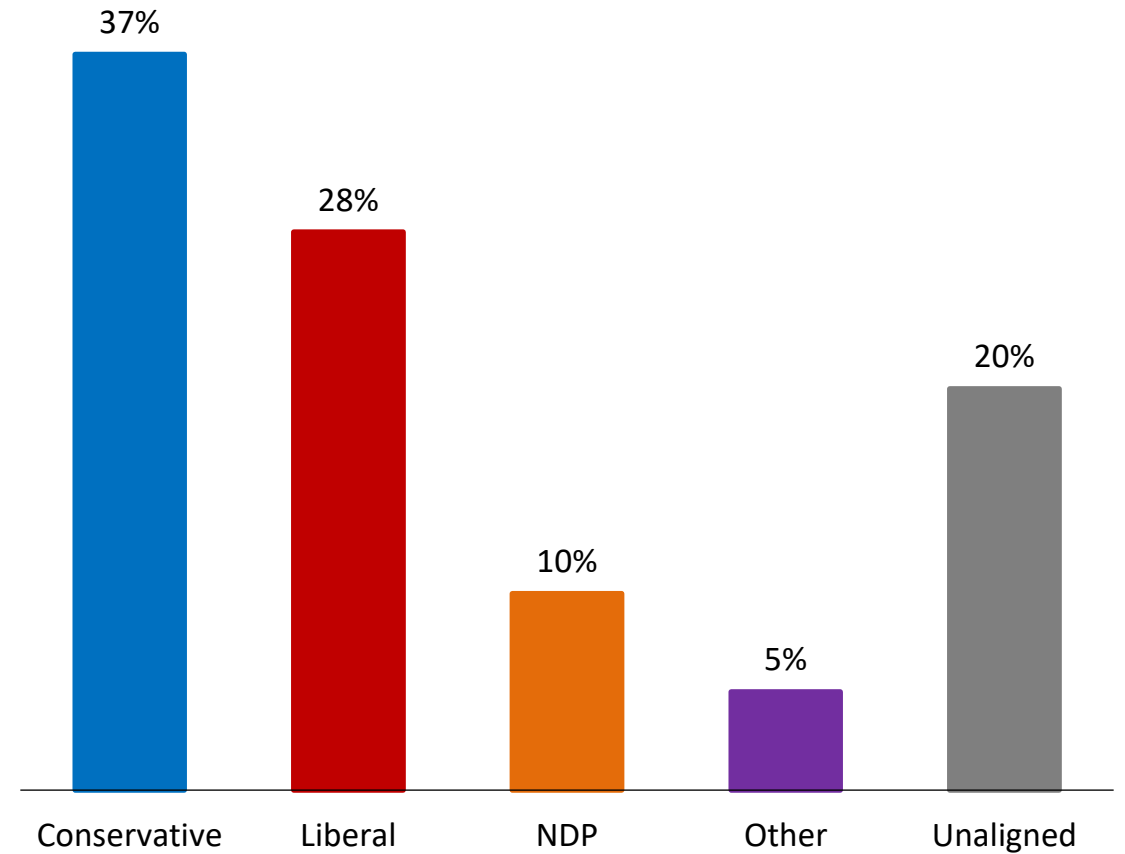
Party ID: Quebec

[Respondents in Quebec; n=575]



Party ID: Rest of Canada

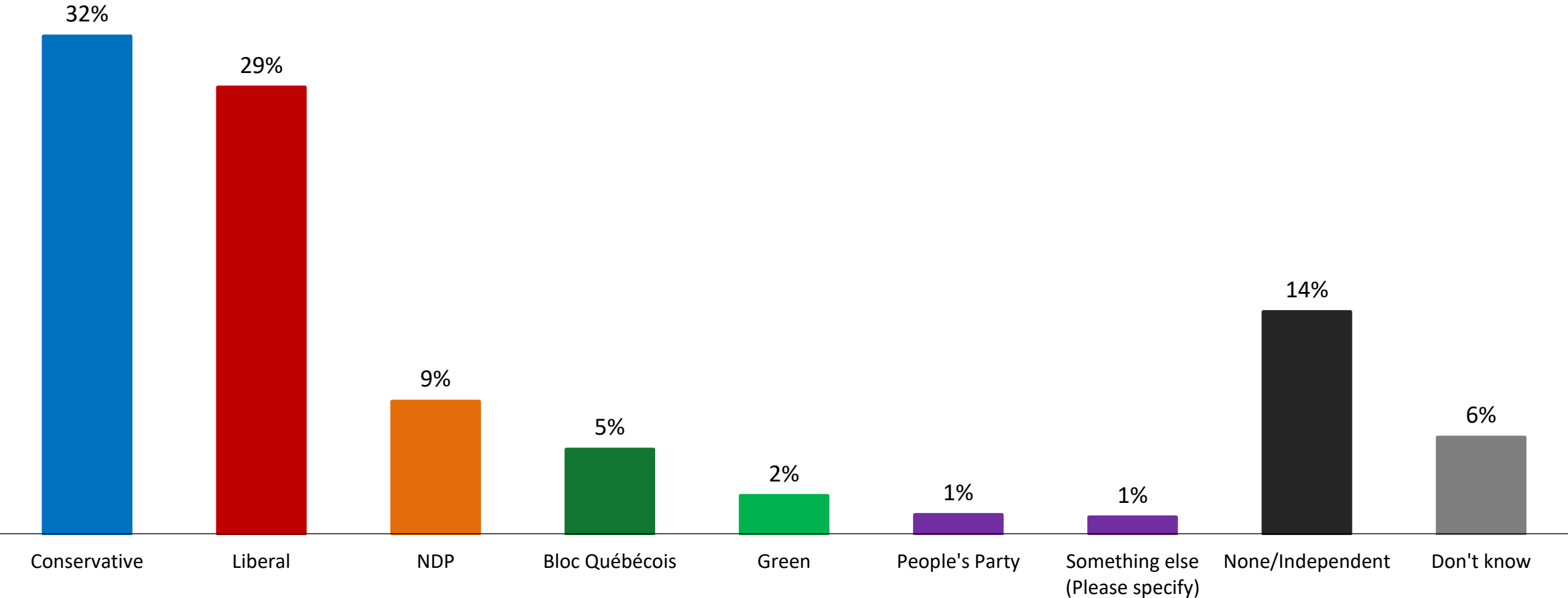
[Respondents in the rest of Canada; n=1925]



Federal Party ID: Most Canadians identify as conservatives (32%) and liberals (29%)



Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=2500]

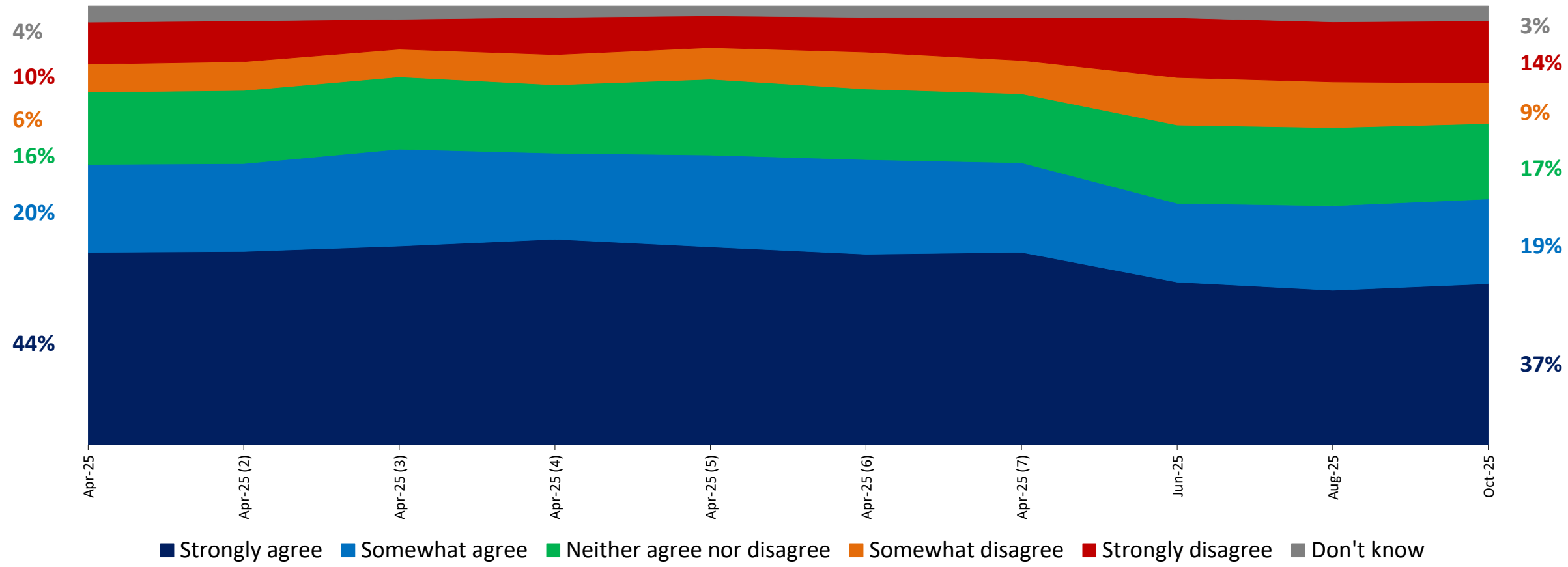


Time For Change

Time for Change Tracking: Agreement on 'Time for a change' remains statistically unchanged since June (at 56%)



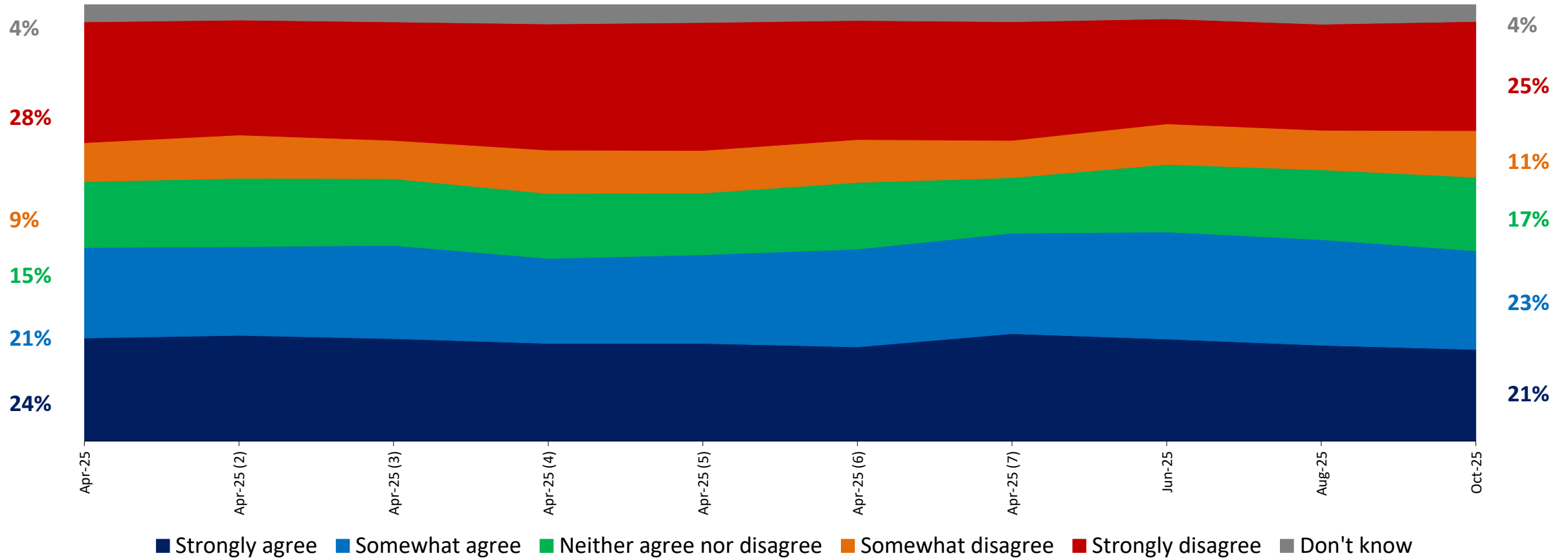
Do you agree or disagree with the following statements? - It is time for a change in government here in Canada
[asked of all respondents; n=2500]



Time for Change Tracking: 44% of Canadians believe Liberals are the best party to govern a decrease since the peak of 48% in June



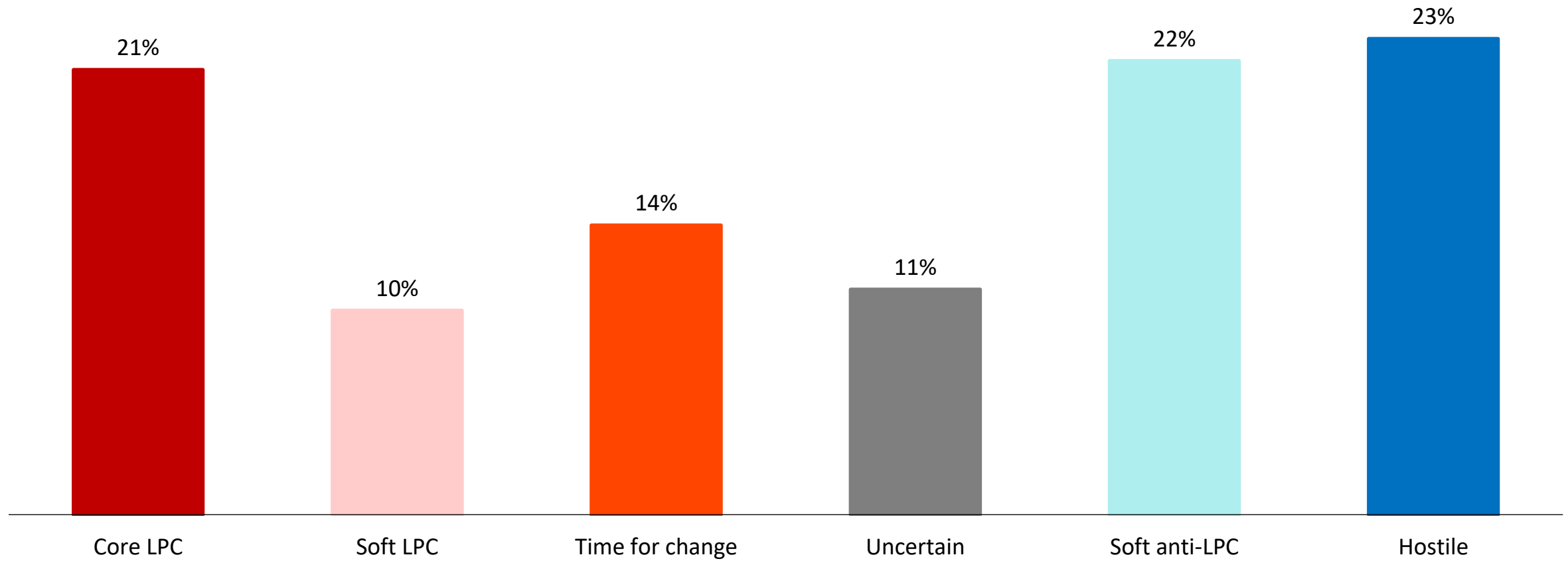
Do you agree or disagree with the following statements? - The Liberals may have their problems but they are still the best party to form government
[asked of all respondents; n=2500]



Time for Change Segmentation: Nearly 1-in-3 (23%) are Hostile, followed by Soft anti-LPC (22%)



Time for Change segmentation: Agree with 'The Liberals may have their problems but they are still the best party to form government' BY Agree with 'It is time for a change in government here in Canada'.
[asked of all respondents; n=2500]



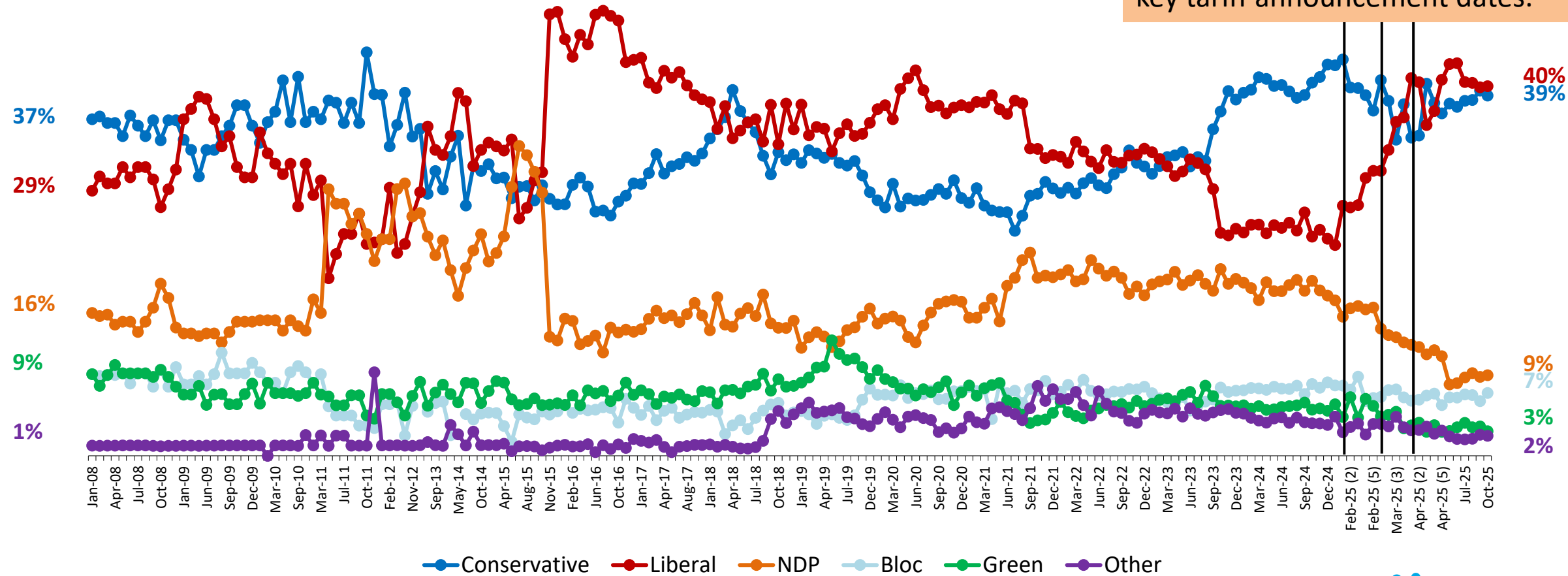
Federal Vote

Federal Decided Vote Tracking: Liberals and Conservatives now statistically tied at 40% vs 39% respectively



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[DECIDED]**
[only decided voters; n=2218]

Feb 1st, March 4th and April 2nd are key tariff announcement dates.



Decided Vote by REGION: Liberals lead in Eastern Canada, the Conservatives lead from the Prairies westward, and ON is split

Decided vote by REGION

		REGION					
Decided Vote		BC	AB	Prairies	ON	QC	Atlantic
		(N=312)	(N=260)	(N=141)	(N=857)	(N=506)	(N=141)
	Conservative	42%	55%	51%	43%	22%	36%
	Liberal	37%	33%	31%	43%	40%	53%
	NDP	15%	8%	14%	9%	4%	8%
	Bloc	0%	0%	0%	0%	30%	0%
	Green	5%	0%	2%	4%	1%	1%
	Other	2%	3%	1%	2%	3%	1%

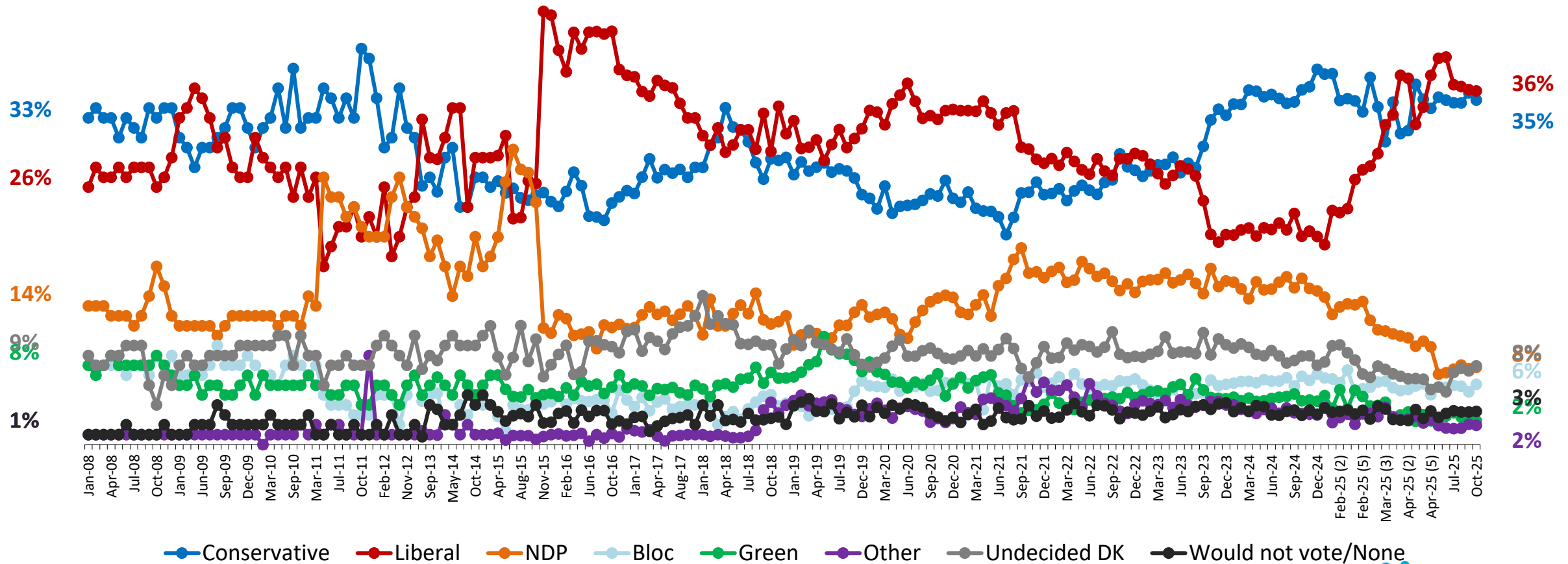
Note: Current data: October 2025

Federal Vote Tracking: Liberals and Conservatives remain statistically tied since July



If a federal election were held today, which party would you vote for? In that case, which party do you lean toward slightly? **[Vote + Lean]**

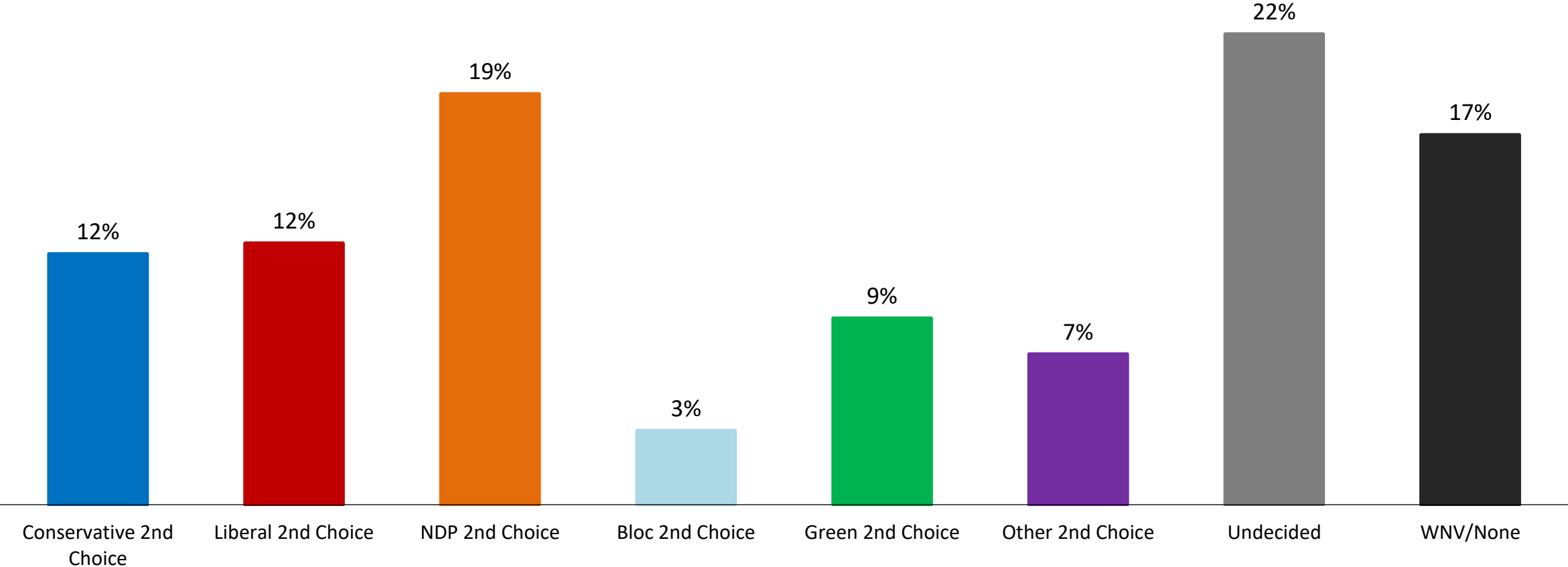
[asked of all respondents; n=2500]



Federal 2nd Choice: 1-in-5 (22%) Canadians are undecided on their second choice; 17% say the NDP, while 17% say they would not vote



And which party would be your second choice?
[only decided voters; n=2218]



Federal 2nd Choice: Among Liberal 1st choice voters, NDP leads as a 2nd choice, and vice-versa; the Conservatives never lead as a second

And which party would be your second choice? BY [Vote+Lean]

		First Choice				
		Conservative 1st Choice	Liberal 1st Choice	NDP 1st Choice	Bloc 1st Choice	Green 1st Choice
		(N=870)	(N=893)	(N=195)	(N=152)	(N=60)
Second Choice	Conservative 2nd Choice		20%	14%	16%	9%
	Liberal 2nd Choice	16%		40%	20%	20%
	NDP 2nd Choice	9%	33%		19%	27%
	Bloc 2nd Choice	3%	5%	3%		1%
	Green 2nd Choice	6%	9%	19%	9%	0%
	Other 2nd Choice	13%	2%	2%	3%	18%
	Undecided	24%	21%	15%	22%	17%
	WNV/None	28%	10%	7%	11%	9%

Note: 'Other' in Combined Vote not shown due to insufficient sample size.
Current data: October 2025

Combined Vote by Value Cluster: Differential Conservatives are divided between Liberals and Conservatives

		Value Clusters					
		Populist Conservatives	Deferential Conservatives	Business Liberals	Left Liberals	Core Left	Pay-as-you-go Moderates
		(N=329)	(N=259)	(N=578)	(N=407)	(N=440)	(N=487)
Federal Combined Vote	Conservative	67%	38%	30%	33%	17%	35%
	Liberal	18%	38%	44%	39%	42%	28%
	NDP	2%	4%	6%	8%	18%	6%
	Bloc	4%	8%	7%	5%	6%	7%
	Green	1%	3%	2%	2%	4%	3%
	Other	2%	2%	2%	1%	3%	2%
	Undecided DK	5%	7%	7%	7%	7%	12%
	Would not vote/None	1%	1%	2%	4%	3%	7%

Note: Current data: October 2025

Combined Vote by Gender and Age: Liberals lead by the largest margin among those 55+

Federal Combined Vote	Gender and Age				
	Men	Women	18-34	35-54	55+
	(N=1213)	(N=1276)	(N=667)	(N=815)	(N=1018)
Conservative	37%	33%	35%	36%	34%
Liberal	37%	35%	32%	34%	40%
NDP	7%	8%	11%	9%	5%
Bloc	7%	5%	4%	6%	7%
Green	2%	3%	3%	2%	2%
Other	2%	2%	2%	2%	2%
Undecided DK	6%	10%	9%	8%	7%
Would not vote/None	2%	4%	4%	3%	3%

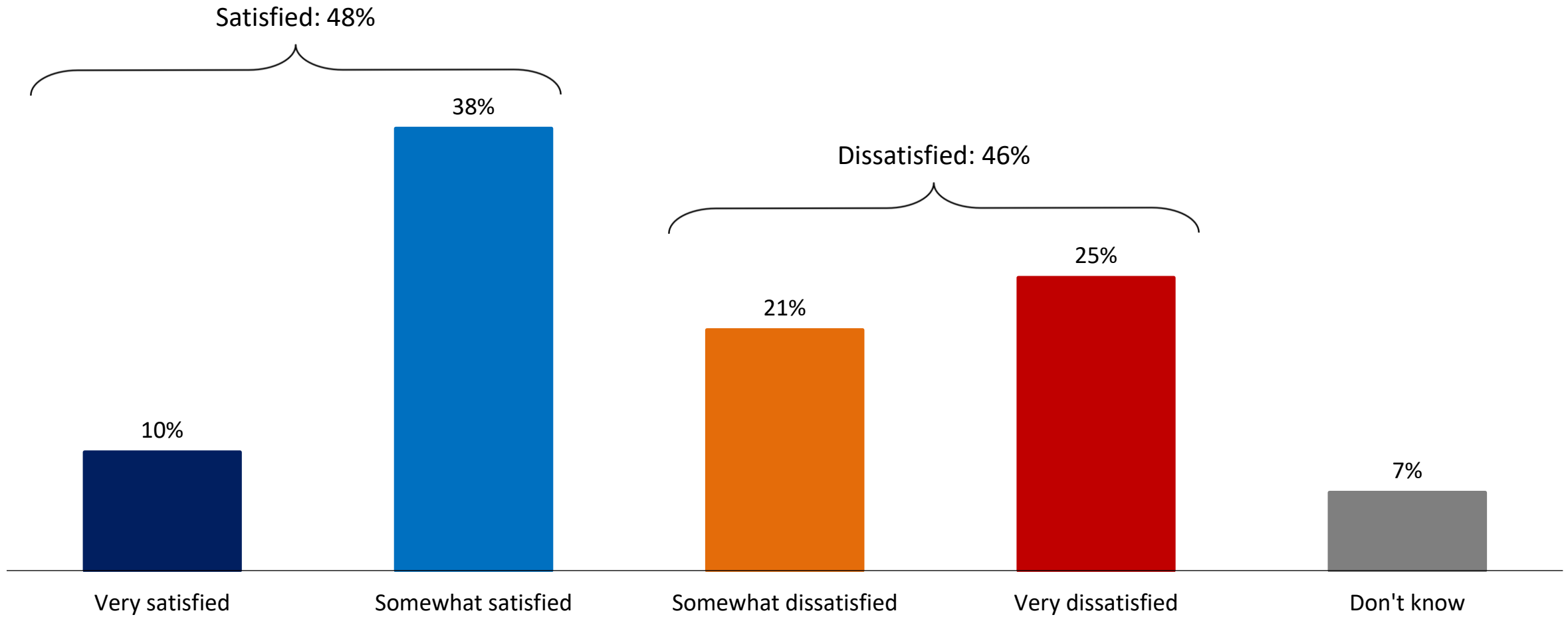
Federal Government Approval

Federal Satisfaction: Almost half of Canadians say they are satisfied with the performance of the govt, though 1-in-4 are *very dissatisfied*



Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?

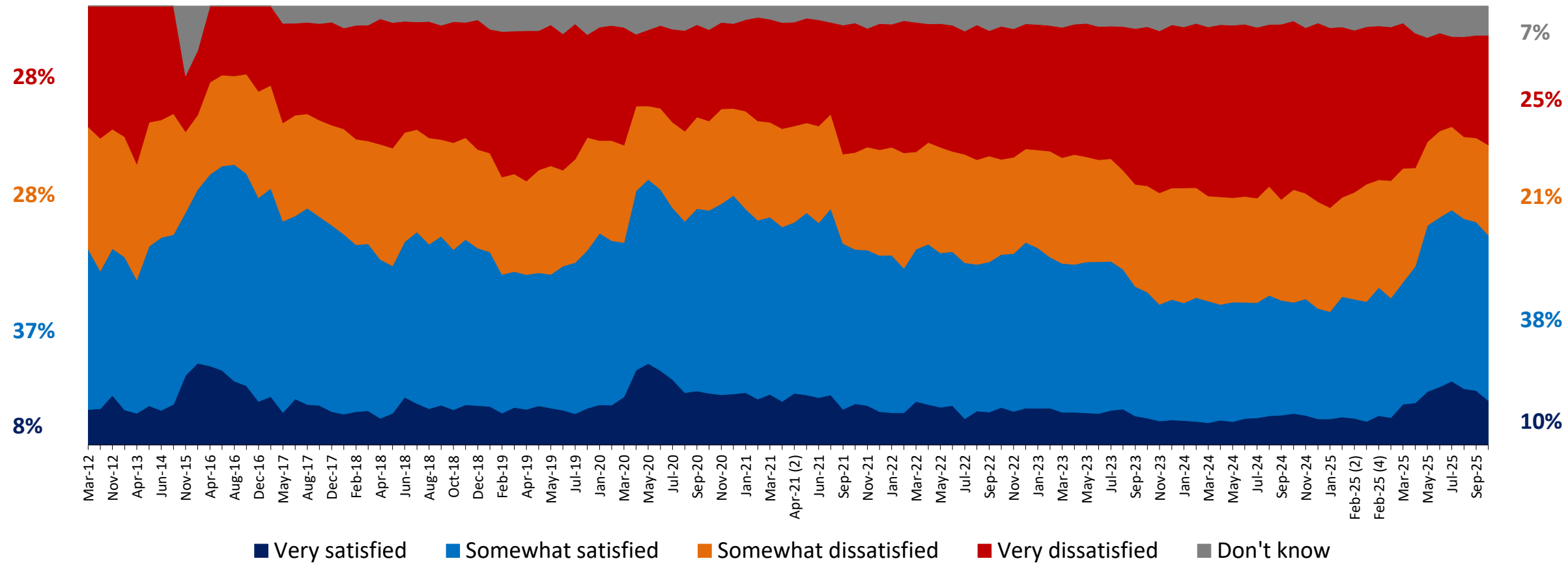
[asked of all respondents; n=2500]



Federal Satisfaction Tracking: NET Satisfaction with the Federal Government hits the lowest value (+2) since May



Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada? Would you say you are...?
[asked of all respondents; n=2500]



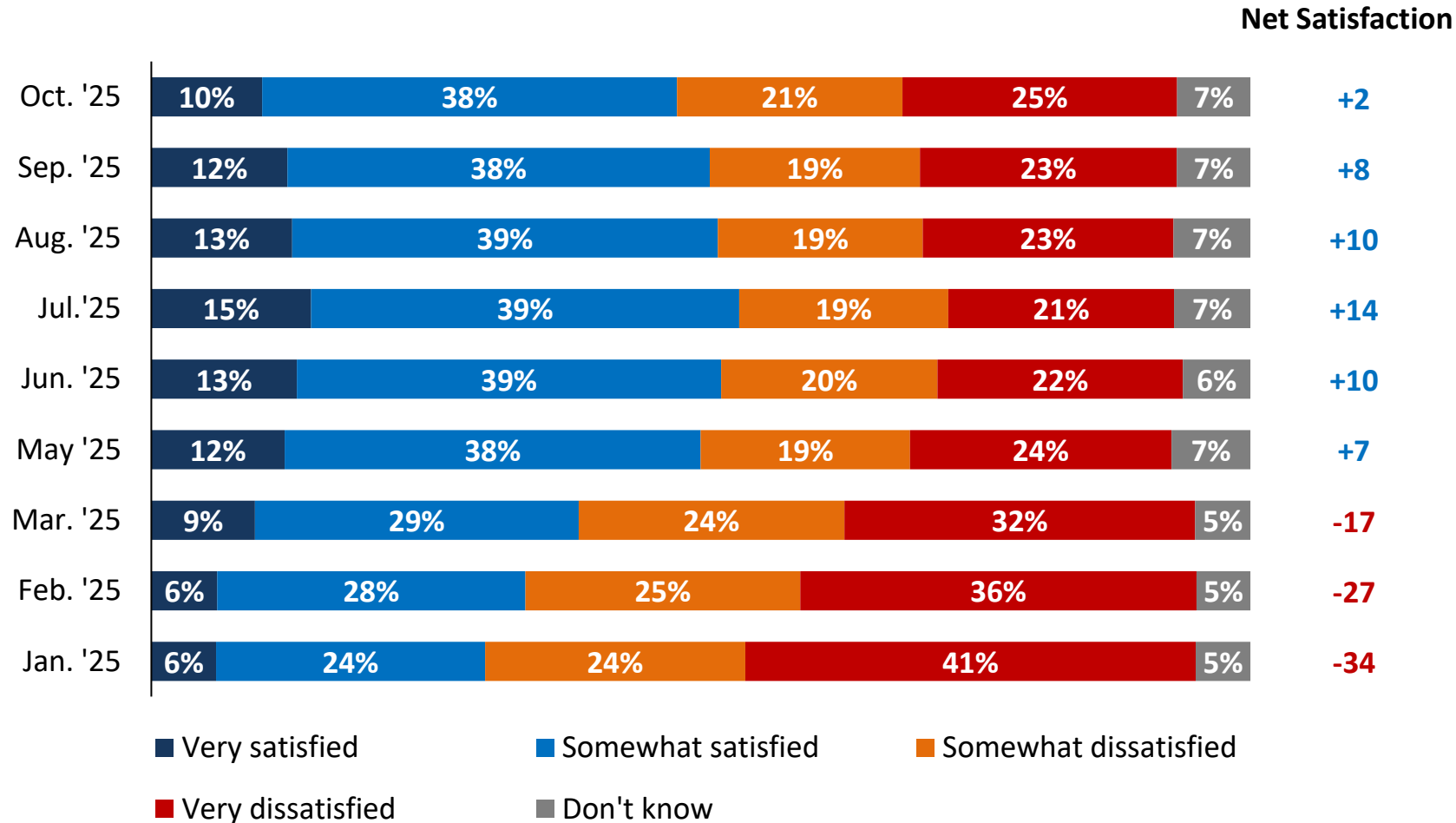
Overall Federal Satisfaction Tracking: Net satisfaction is on a downward³⁴ trend since July, though it remains higher than Jan. to Mar. '25 levels



Generally speaking, how satisfied are you with the performance of the FEDERAL government in Canada?

Would you say you are...?

[asked of all respondents; n=2,500]



Segmentation

Those who say 'Satisfied'

Gender



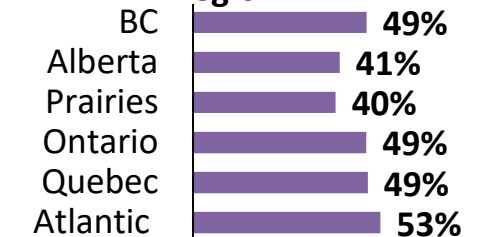
Age



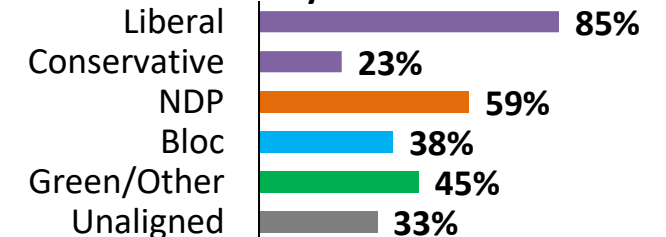
Economic Gap



Region



Party ID

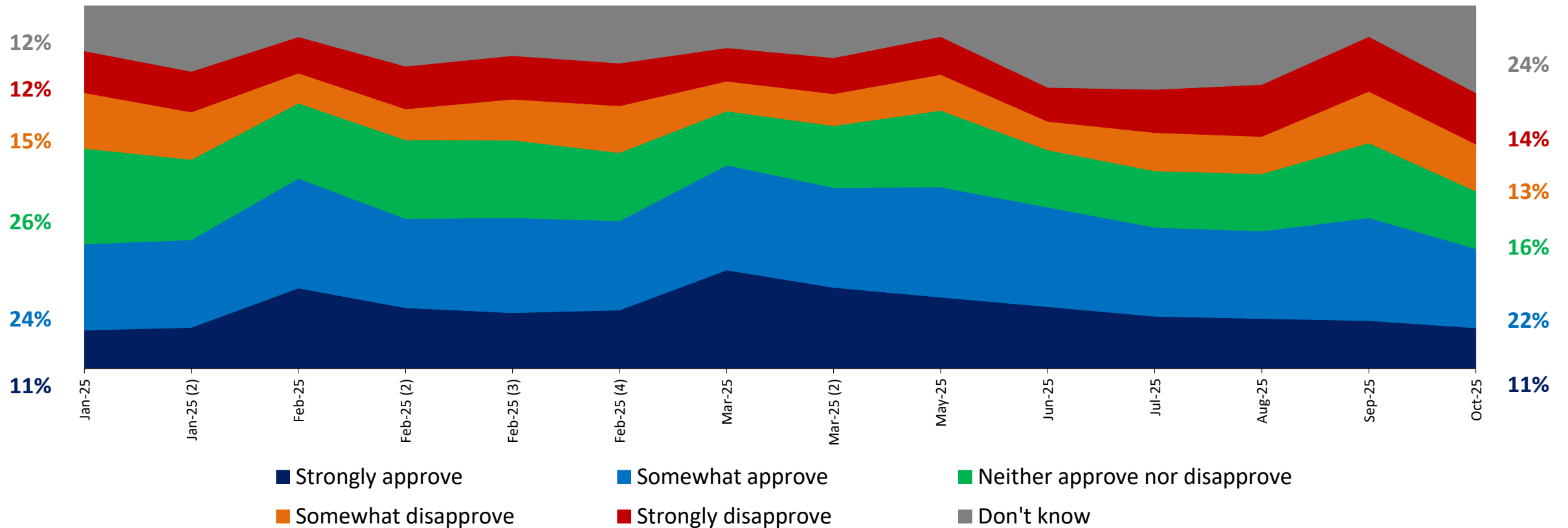


Federal Trump Response Approval: Approval is at an all-time low, similar to January levels, with growing number of undecided



Now thinking about the federal government, do you approve or disapprove of the way the Federal government is responding to issues resulting from Donald Trump's presidency?

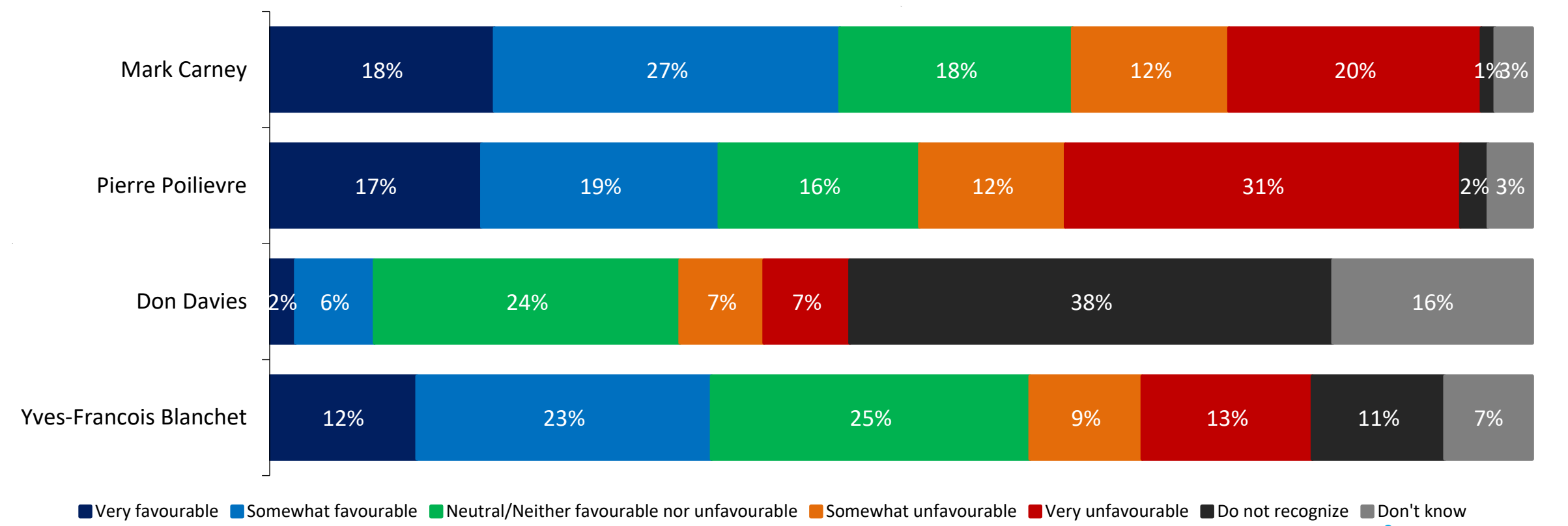
[asked of all respondents; n=2500]



Leadership

Leader Favourables: Carney leads at 45% favourability, followed by Poilievre at 36%, and Blanchet at 35%

Q Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.
[asked of all respondents; n=2500]

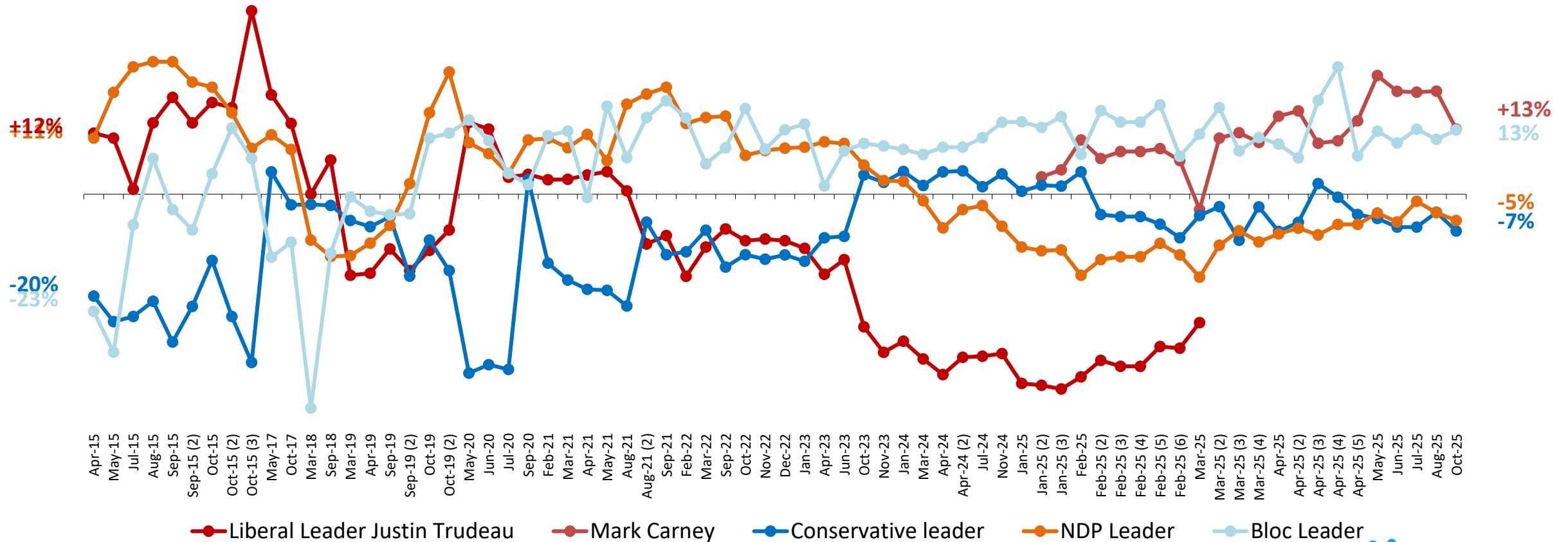


Party Leader NET Favourables Tracking: Carney's NET favourability drops 7 points since August; others' tracking remains statistically unchanged



Now we are going to provide you with several names of public figures. Please indicate whether you have heard of that person and, if so, whether you have a favourable or unfavourable impression of that person. If you do not recognize the name, just indicate that.

[asked of all respondents; n=2500]

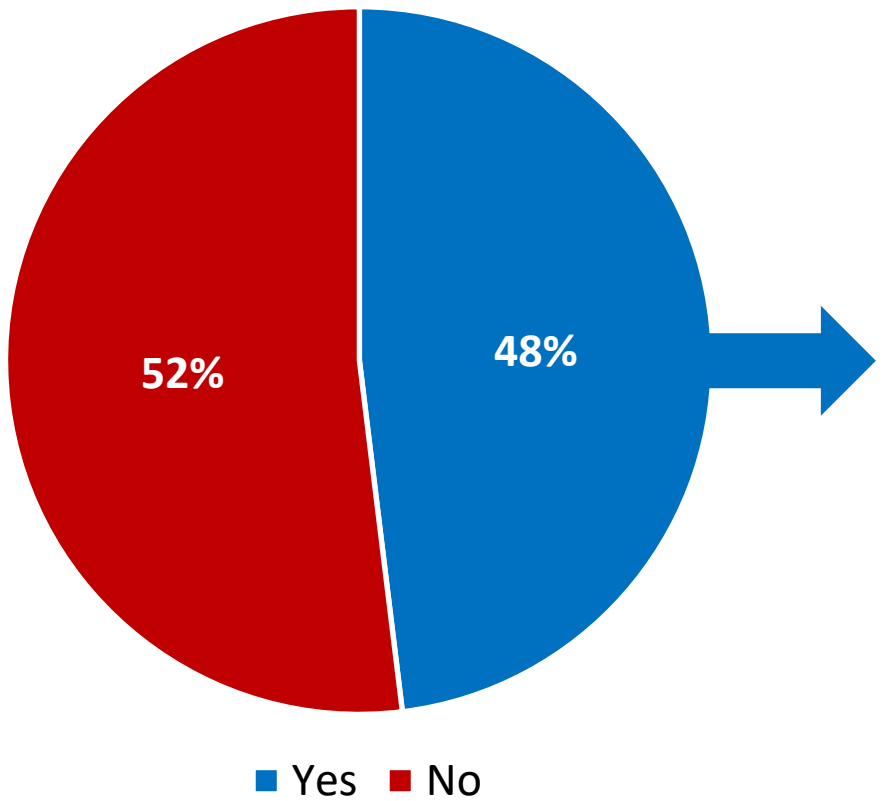


Note: Green Leader, People's Party Leader not shown.
Current data: October 2025
Note: Results for Bloc leader for Quebec respondents only

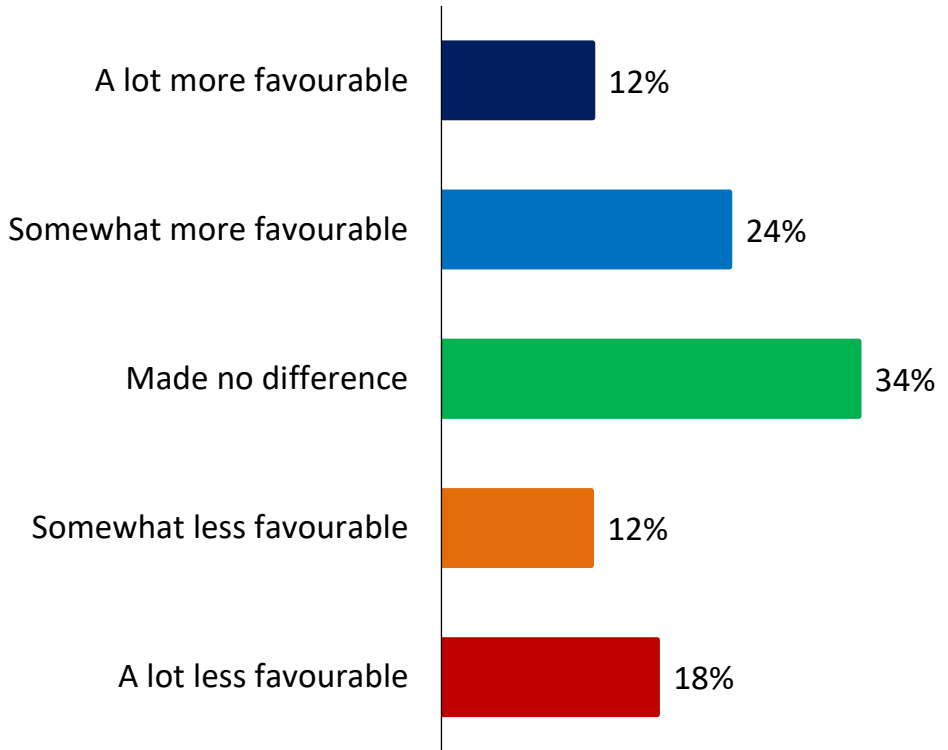
**Read, Seen,
Heard**

Federal Read, Seen, Heard: Almost half (48%) have RSH about the Prime Minister/Federal Gov't; of those, 36% are left more favourable

Q Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?
[Asked of all respondents; n=2500]



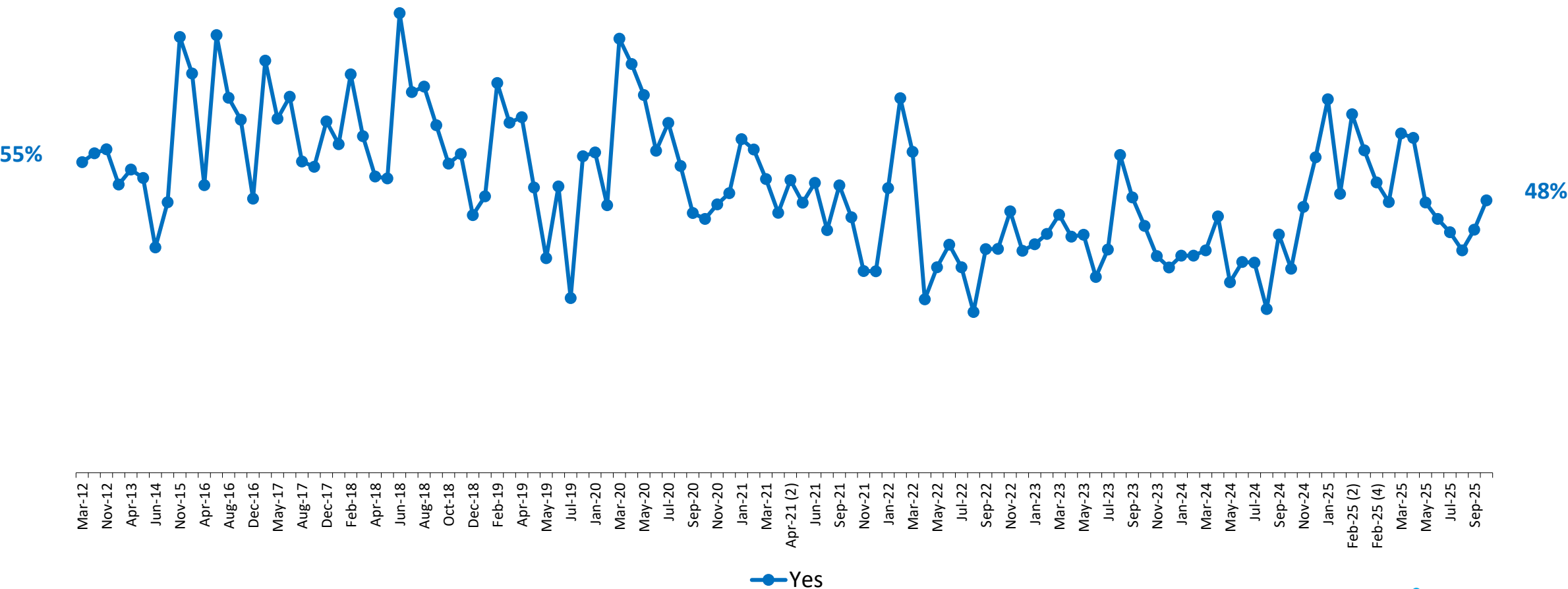
Q Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?
[Asked of all respondents; n=1202]



Read, Seen, Heard Tracking: The share who have read, seen, or heard continues an upward trend, and is back up to May levels



Have you read, seen or heard anything about Canada's Prime Minister and the Federal government in the last few days?
[asked of all respondents; n=2500]



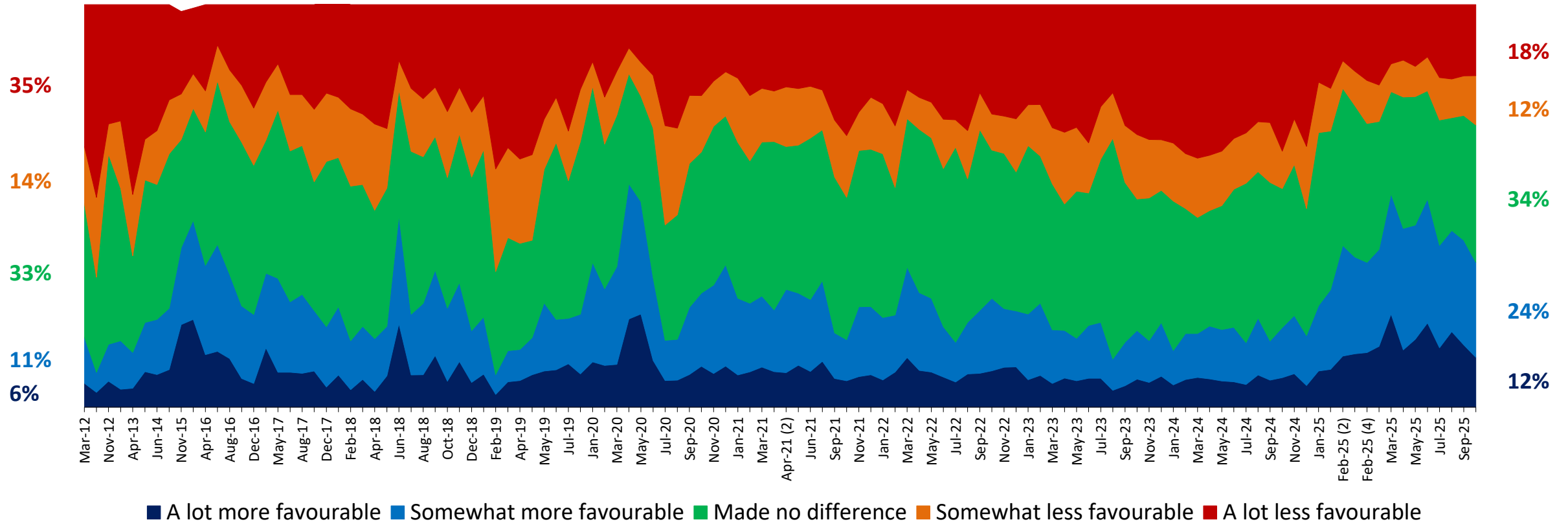
Note: Don't know not shown.
Current data: October 2025

Federal Read, Seen, Heard, Impact Tracking: The share left with a more favourable impression is decreasing, now at Feb. levels (NET score +6)



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?

[asked of those who have RSH; n=1202]



Note: Don't know not shown.

Current data: October 2025

Note: In May '18, this question is asked of all respondents except those in Ontario.

RSH Prime Minister and Federal Government (Word Cloud): Top RSH words highlight relationship with Trump and budget announcements



And what have you read, seen or heard about Canada's Prime Minister and the Federal government in the last few days?

[Asked of those who RSH about Mark Carney and the Liberals; n=1,202]

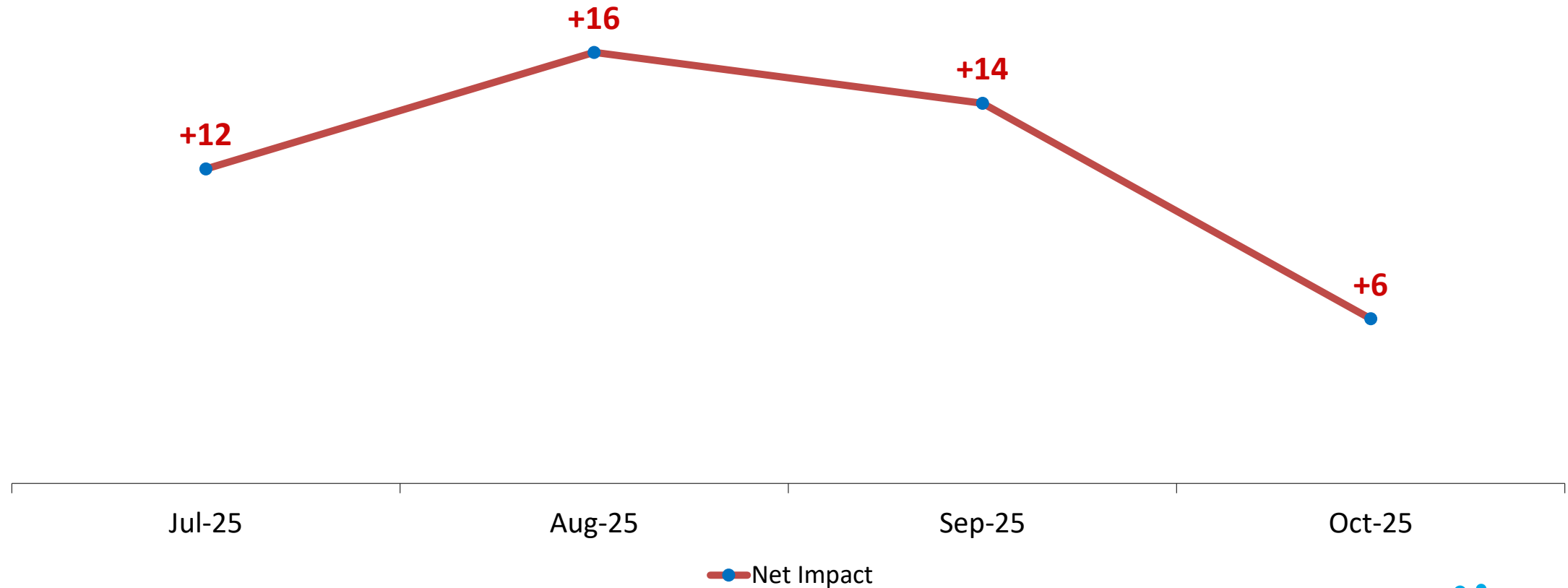


Federal Read, Seen, Heard Impact Tracking: The share left with a more favourable impression is decreasing, now at Feb. levels (NET score +6)



Did what you read, see or hear leave you feeling a lot more favourable, somewhat more favourable, somewhat less favourable or a lot less favourable towards Canada's Prime Minister and the Federal government?

[asked of those who have RSH; n=1202]



Note: Don't know not shown.

Current data: October 2025

Note: In May '18, this question is asked of all respondents except those in Ontario.

Methodology

Survey Methodology – National



These are the results of an online survey conducted between October 06, 2025 to October 27, 2025.

Method: This online survey was conducted using INNOVATIVE’s Canada 20/20 national research panel with additional respondents from Lucid, a leading provider of online samples. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample’s composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=4,106 Canadian citizens, 18 years or older. The results are nationally weighted to n=2,500 based on Census data from Statistics Canada.

Field Dates: October 06, 2025 to October 27, 2025

Weighting: Results for Canada are weighted by age, gender, region, education, and self-reported federal past vote to ensure that the overall sample’s composition reflects that of the actual population according to Census data, in order to provide results that are intended to approximate a probability sample. Weighted and unweighted frequencies are reported in the table.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability-based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	422	10.3%	335	13.5%
Men 35-54	549	13.4%	396	15.9%
Men 55+	1,087	26.6%	482	19.4%
Women 18-34	411	10.1%	326	13.1%
Women 35-54	643	15.7%	415	16.7%
Women 55+	977	23.9%	535	21.5%
British Columbia	625	15.2%	351	14%
Alberta	512	12.5%	279	11.1%
Prairies	305	7.4%	162	6.5%
Ontario	1,553	37.8%	965	38.6%
Québec	794	19.3%	575	23%
Atlantic	317	7.7%	168	6.7%



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Building Understanding.

