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# Canada This Month
# Culture and Political Brands

**Public Opinion Research**
**Release Date: December 19th , 2025**
**Field Dates: Dec 4th to Dec 14th, 2025**

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# Study Overview

This study explores two key topics:

- Party and leader brands

- Cultural alienation

On party brands, the study updates perceptions of the Conservative and Liberal party.

For leaders, we update the leader attribute assessments.

On culture, the study asked Canadians' opinions on how things fare in six areas related to institutions and identity. We then used those items to group Canadians based on those opinions on institutions and identity and then explored how those clusters interact with our usual political segmentations.

# Key Findings

**1** **There is a large pool of culturally alienated Canadians.** Many Canadians believe institutions are broken, elites are disconnected, our shared identity is lost, and the country is headed toward crisis. Most Canadians believe elites don't care about average people and the system is rigged in their favour.

**2** **Cultural alienation cuts across established political divides.** 3-in-10 among Left Liberals and Core Left tend to be culturally alienated, and 4-in-10 can be characterized as anti-elite populists.

**3** **Cultural alienation favours the Conservatives.** The Conservatives have 66% of the vote among the Culturally Alienated cluster (28% of all voters). The key battleground looks like the Anti-Elite Populists who split 36% Liberal and 32% Conservative. Defining Carney as an out-of-touch elite could make a critical difference among these voters.

**4** **Party brands are general stable.** Conservatives have an edge over the Liberals on empathy issues such helping people get ahead and making housing more affordable. Liberals continue to lead on standing up against Trump. Liberals also lead on women's rights and climate change.

**5** **Carney has been building an advantage over Poilievre.** Carney is up five points on strong leadership and four points on competent. While Poilievre remains relatively strong on empathy, Carney has closed the gap - up 5 points on 'stands up to special interests' and 6 points on 'cares about people like me'. Strikingly, Carney is up 6 points on represents positive change, now leading Poilievre by 4 points on this measure.

# Key Voter Segments

# Key Segmentations: We use attitudinal clusters to explore opinions within groups that share common motivations. Detailed definitions and results for each segment are included in the appendix.

## Political Value Clusters

We group Canadians into six "values" clusters based on 4 key political values:

1. **Populist Conservatives** (13%) - Believe government should listen to common sense, not experts, and trust the profit system.
2. **Deferential Conservatives** (9%) - Support government decisions based on affordability and trust expert guidance over public opinion.
3. **Business Liberals** (23%) - Champion equal opportunity and public need, favoring expertise in policy decisions.
4. **Left Liberals** (16%) - Balance equal opportunity with wealth redistribution while respecting both experts and common sense.
5. **Core Left** (18%) - Believe the profit system brings out the worst in people and government should redistribute wealth
6. **Pay-as-you-go Moderates** (20%) - Want government spending based on affordability but support creating equal opportunity.

## Economic Gap

The economic gap segmentation divides Canadians by their outlook on their economic future, splitting them into four groups:

1. **Canadian Dream Achievers** (19%) - Optimistic Canadians who believe hard work still leads to success.
2. **Canadian Dream Strugglers** (30%) - Believe in the dream but find it increasingly difficult to get ahead.
3. **Ambivalent** (23%) - Uncertain about whether opportunity exists or if hard work pays off anymore.
4. **Alienated** (27%) - Don't believe in the Canadian Dream and feel the system doesn't work

## Time For Change

This segmentation separates Canadians by their views on the incumbent government. Is it time for a change, and is there a better alternative than the current government? This creates six groups:

1. **Core Liberals** (22%) - Strongly support the LPCs and don't want change.
2. **Soft Liberals** (9%) - Lean toward LPCs but aren't firmly committed.
3. **Time for Change Liberals** (13%) - Want change but still see LPCs as the best option to govern.
4. **Uncertain** (10%) - Conflicted about whether it's time for a change at all
5. **Soft anti-Liberals** (22%) - Want change and don't see LPCs as the best government option
6. **Hostile** (24%) - Strongly oppose LPCs and are eager for change

# Federal Vote

# Federal Decided Vote Tracking:

## Liberals and Conservatives (39%) are tied on decided vote

**Q** 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=1,313]

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



Legend: Conservative, Liberal, NDP, Bloc, Green, Other

Callout values:
- Liberal: 41% (Nov-25), 39% (Nov-25 (2)), 39% (Dec-25)
- Conservative: 38% (Nov-25), 38% (Nov-25 (2)), 39% (Dec-25)
- NDP: 9% (Nov-25), 9% (Nov-25 (2)), 10% (Dec-25)
- Bloc: 6% (Nov-25), 8% (Nov-25 (2)), 7% (Dec-25)
- Green: 4% (Nov-25), 4% (Nov-25 (2)), 4% (Dec-25)
- Other: 2% (Nov-25), 2% (Nov-25 (2)), 2% (Dec-25)

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# Decided Vote by REGION:

## Liberals lead in ON, QC and Atlantic regions, while Conservatives lead in BC, AB and Prairies

Decided vote by REGION

|  |  | REGION | | | | | |
|---|---|---|---|---|---|---|---|
|  |  | **BC** | **AB** | **Prairies** | **ON** | **QC** | **Atlantic** |
|  |  | (N=191) | (N=150) | (N=85) | (N=513) | (N=288) | (N=85) |
| **Decided Vote** | **Conservative** | 38% | 55% | 53% | 42% | 22% | 34% |
|  | **Liberal** | 38% | 26% | 29% | 44% | 36% | 52% |
|  | **NDP** | 16% | 14% | 15% | 10% | 4% | 7% |
|  | **Bloc** | 0% | 0% | 0% | 0% | 32% | 0% |
|  | **Green** | 6% | 3% | 2% | 4% | 4% | 3% |
|  | **Other** | 2% | 3% | 1% | 1% | 2% | 3% |

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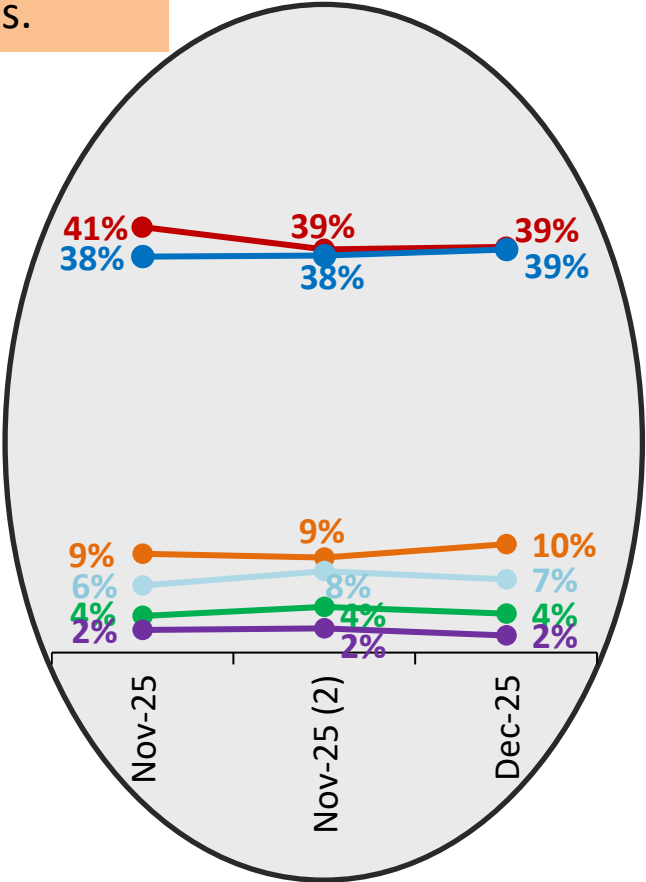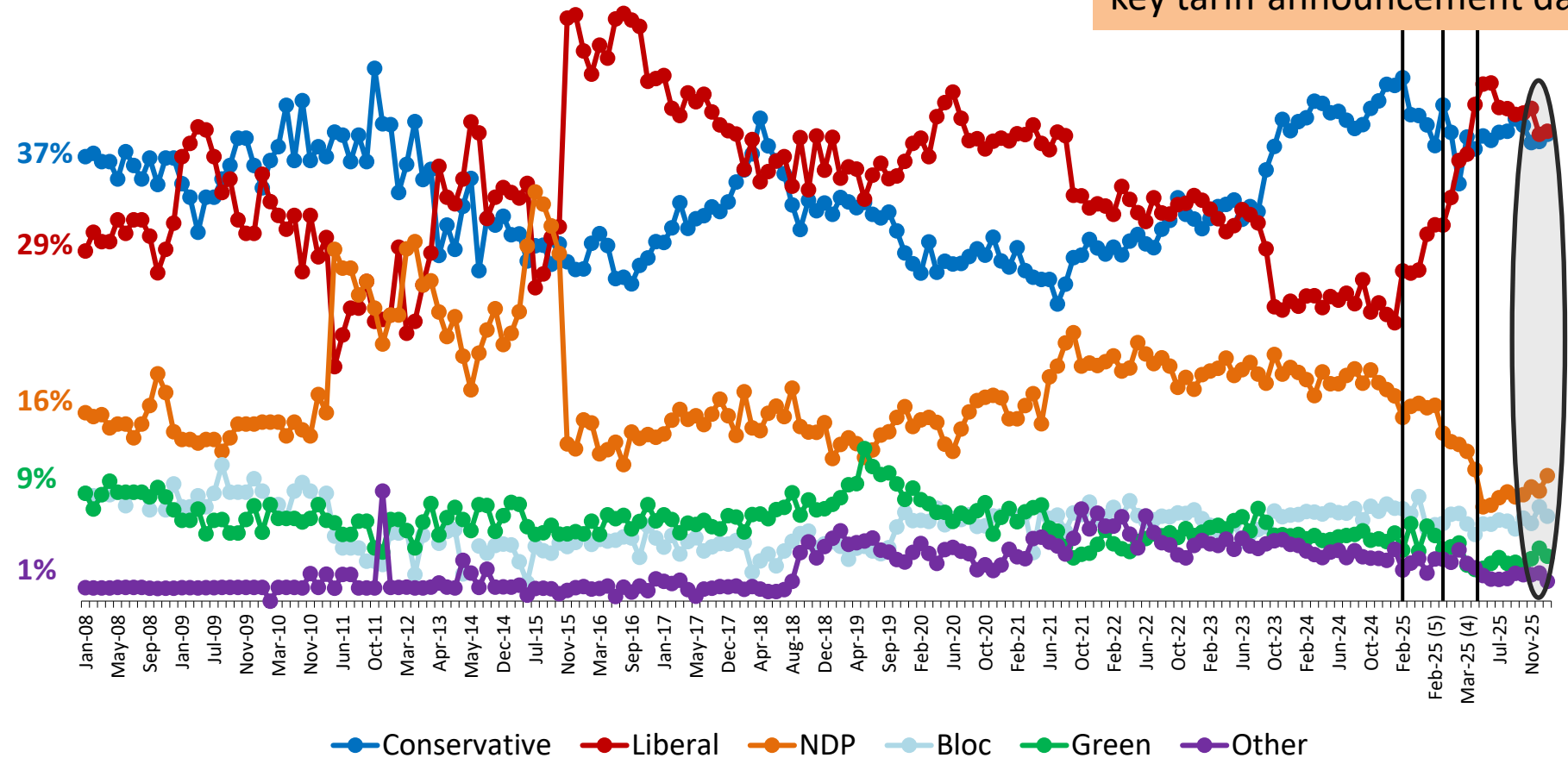
# Federal Vote Tracking:

## Liberals and Conservatives (34%) are tied on federal vote

**Q** 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=1,500]



Legend:
- Conservative
- Liberal
- NDP
- Bloc
- Green
- Other
- Undecided DK
- Would not vote/None
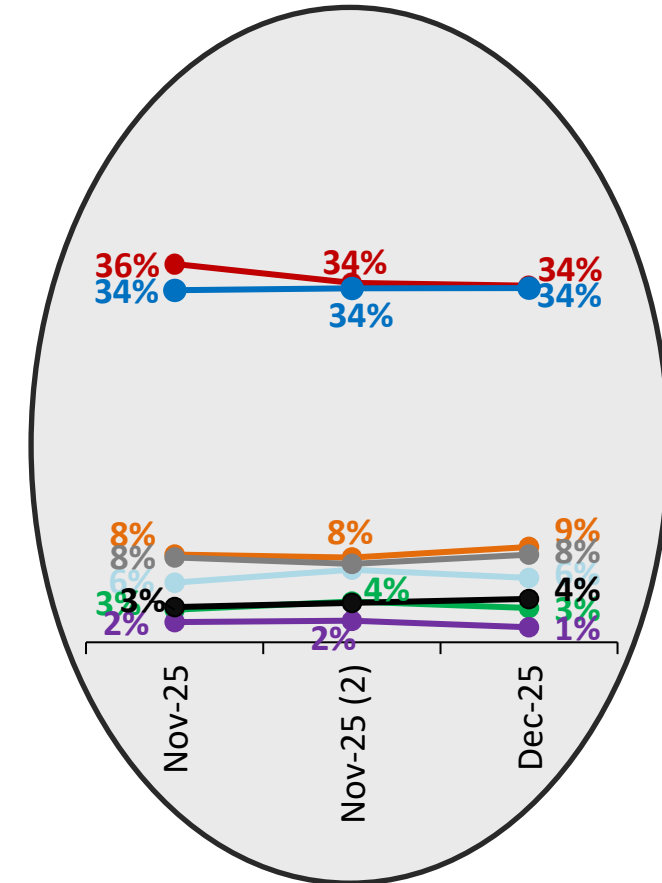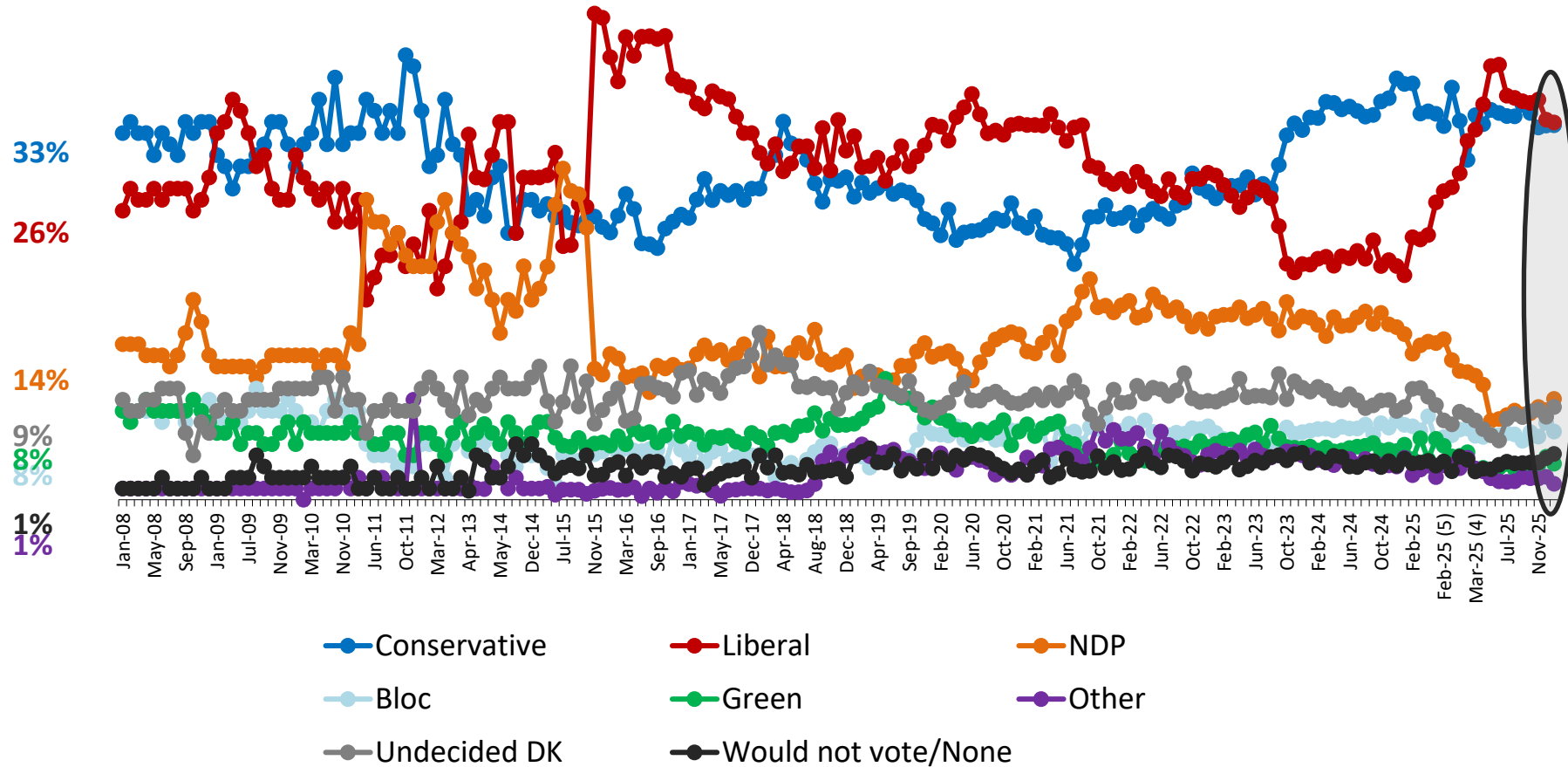
# Federal 2nd Choice: 1-in-5 (21%) Canadians are undecided on their second choice; 18% say the NDP and 17% say they would not vote

**Q** And which party would be your second choice?
[only decided voters; n=1,313]



| Conservative 2nd Choice | Liberal 2nd Choice | NDP 2nd Choice | Bloc 2nd Choice | Green 2nd Choice | Other 2nd Choice | Undecided | WNV/None |
|---|---|---|---|---|---|---|---|
| 11% | 10% | 18% | 3% | 9% | 7% | 21% | 19% |

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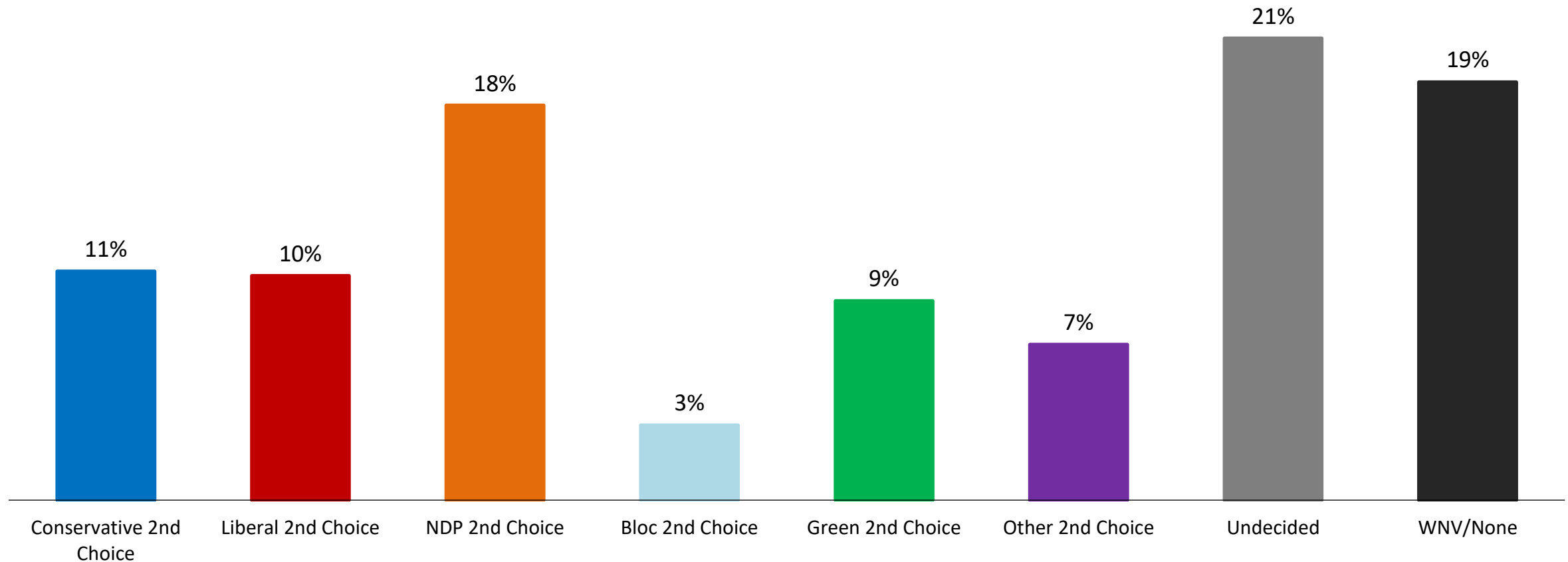
# Federal 2nd Choice:

## Among Liberal 1st choice voters, NDP leads as a 2nd choice, and vice-versa

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

### First Choice

| | Conservative 1st Choice (N=506) | Liberal 1st Choice (N=509) | NDP 1st Choice (N=136) | Bloc 1st Choice (N=92) | Green 1st Choice (N=49) |
|---|---|---|---|---|---|
| Conservative 2nd Choice | | 16% | 16% | 24% | 12% |
| Liberal 2nd Choice | 11% | | 36% | 15% | 34% |
| NDP 2nd Choice | 11% | 33% | | 7% | 21% |
| Bloc 2nd Choice | 3% | 5% | 2% | | 3% |
| Green 2nd Choice | 7% | 11% | 18% | 6% | 0% |
| Other 2nd Choice | 12% | 3% | 6% | 4% | 7% |
| Undecided | 24% | 21% | 15% | 27% | 13% |
| WNV/None | 32% | 11% | 8% | 17% | 10% |

**Note:** 'Other' in Combined Vote not shown due to insufficient sample size.

# Combined Vote by Value Cluster:

## Left Liberals and Pay-as-you-go Moderates are divided between Liberals and Conservatives

Value Clusters

| Federal Combined Vote | Populist Conservatives (N=165) | Deferential Conservatives (N=114) | Business Liberals (N=300) | Left Liberals (N=203) | Core Left (N=224) | Pay-as-you-go Moderates (N=246) |
|---|---|---|---|---|---|---|
| Conservative | 67% | 33% | 35% | 33% | 15% | 28% |
| Liberal | 18% | 36% | 41% | 34% | 43% | 28% |
| NDP | 2% | 3% | 7% | 9% | 15% | 9% |
| Bloc | 3% | 12% | 7% | 5% | 8% | 8% |
| Green | 3% | 4% | 3% | 5% | 4% | 5% |
| Other | 3% | 3% | 3% | 2% | 0% | 1% |
| Undecided DK | 3% | 9% | 3% | 9% | 10% | 12% |
| Would not vote/None | 1% | 1% | 2% | 4% | 5% | 8% |

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Note:

# Combined Vote by Age:

## Plurality of Liberal voter base consists of those 55+

|  | Age | | |
|---|---|---|---|
|  | **18-34** | **35-54** | **55+** |
|  | (N=404) | (N=489) | (N=608) |
| **Conservative** | 33% | 37% | 32% |
| **Liberal** | 27% | 28% | 43% |
| **NDP** | 15% | 9% | 5% |
| **Bloc** | 4% | 5% | 8% |
| **Green** | 6% | 3% | 2% |
| **Other** | 1% | 2% | 1% |
| **Undecided DK** | 7% | 11% | 7% |
| **Would not vote/None** | 6% | 6% | 2% |

Combined Vote

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# Party Brands

# Brand attributes – Liberal Advantage:

## Liberals lead Conservatives on issues of climate change and women's rights by +17 and +21 points respectively

**Q** There are two parties that are most likely to form government after this election – the Liberal Party of Canada and the Conservative Party of Canada [ROTATE LIBERAL PARTY AND CONSERVATIVE PARTY]. If [PARTY] wins the federal election, do you think they would make things better or worse on each of the following issues:

[asked of all respondents; n=1,500]

**Net Better**

**Climate change**

Liberal: 9% | 20% | 38% | 10% | 13% | 10% — **+7**

Conservative: 10% | 14% | 31% | 14% | 21% | 10% — **-10**

**Women's rights**

Liberal: 11% | 21% | 41% | 7% | 10% | 11% — **+15**

Conservative: 11% | 14% | 32% | 12% | 19% | 11% — **-6**

■ Much better  ■ Somewhat better  ■ No difference  ■ Somewhat worse  ■ Much worse  ■ Don't know
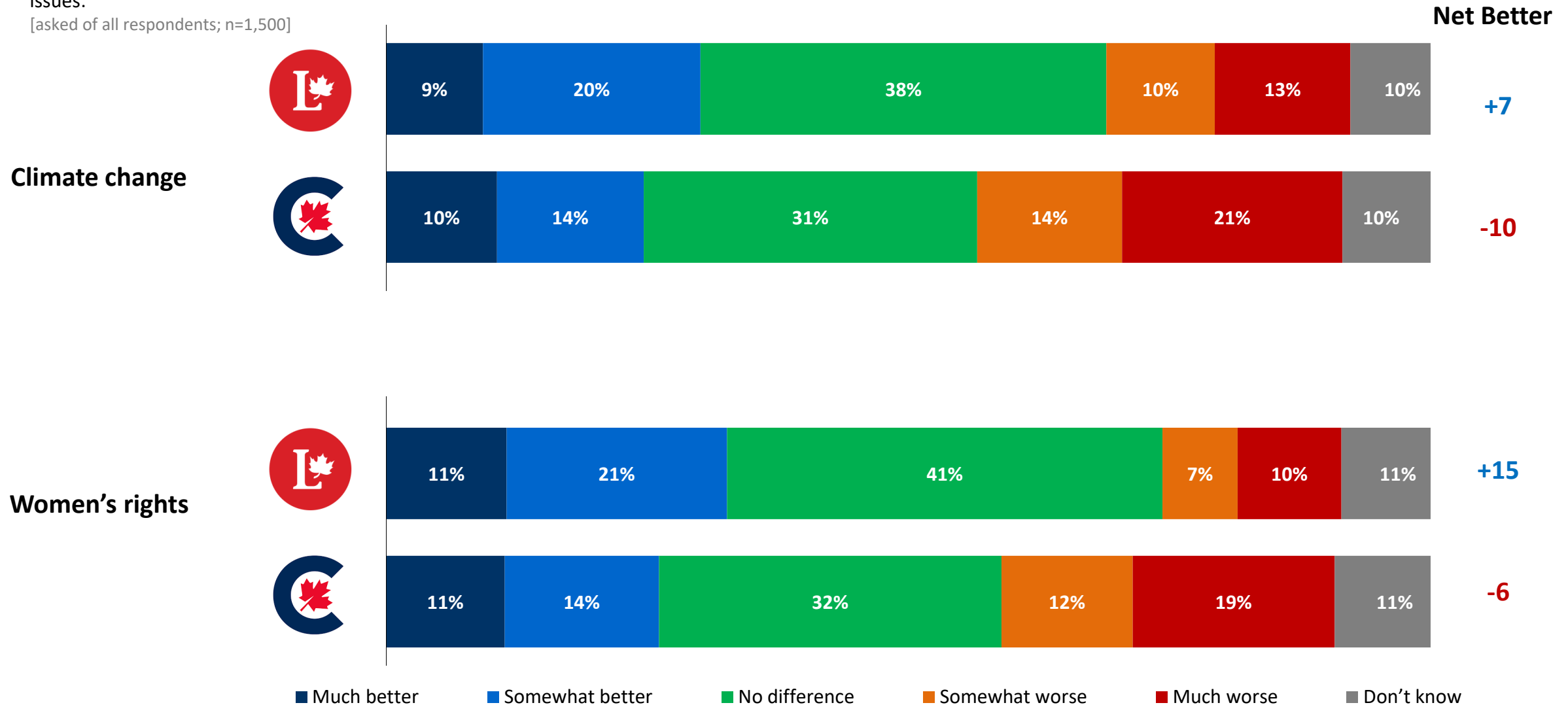
# Brand attributes – Liberal Advantage:

## While both parties are viewed to do better, Liberals lead the Conservatives by 11 points in standing up to Trump

**Q** There are two parties that are most likely to form government after this election – the Liberal Party of Canada and the Conservative Party of Canada [ROTATE LIBERAL PARTY AND CONSERVATIVE PARTY]. If [PARTY] wins the federal election, do you think they would make things better or worse on each of the following issues:
[asked of all respondents; n=1,500]

**Net Better**

**Standing up for Canada against Donald Trump**
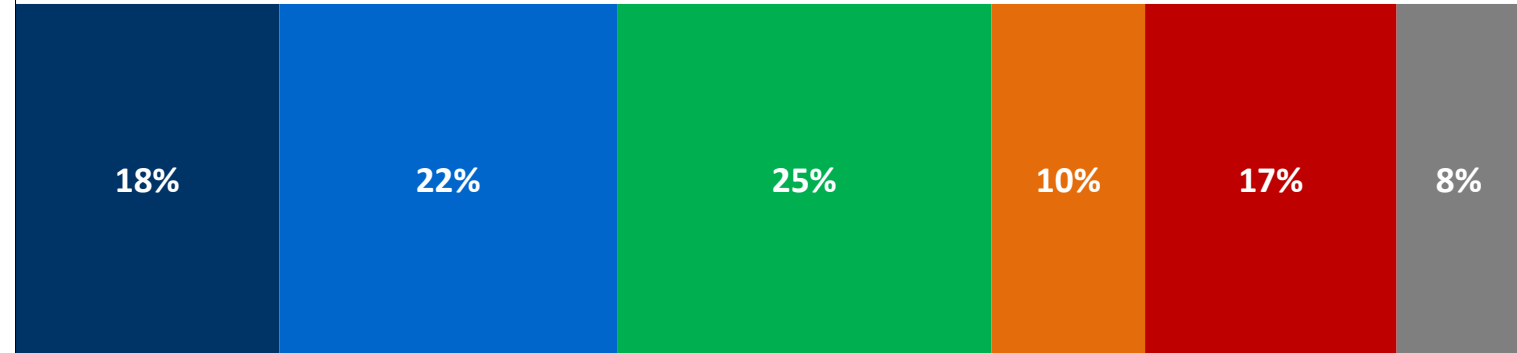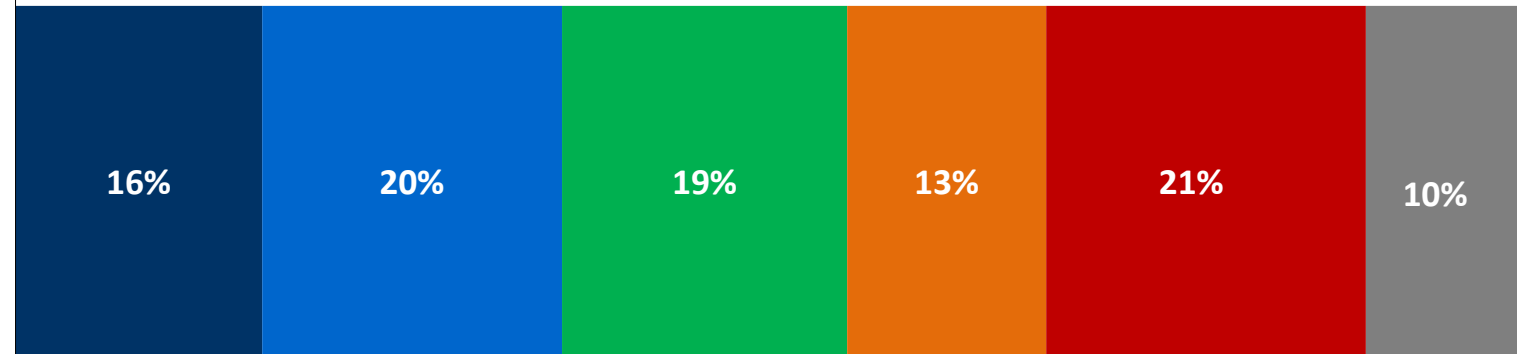
| Party | Much better | Somewhat better | No difference | Somewhat worse | Much worse | Don't know | Net Better |
|---|---|---|---|---|---|---|---|
| Liberal | 18% | 22% | 25% | 10% | 17% | 8% | +13 |
| Conservative | 16% | 20% | 19% | 13% | 21% | 10% | +2 |

■ Much better  ■ Somewhat better  ■ No difference  ■ Somewhat worse  ■ Much worse  ■ Don't know

# Brand attributes – Conservative Advantage:
## More say Conservatives would do better than Liberals on housing affordability and helping people get ahead

**Q** There are two parties that are most likely to form government after this election – the Liberal Party of Canada and the Conservative Party of Canada [ROTATE LIBERAL PARTY AND CONSERVATIVE PARTY]. If [PARTY] wins the federal election, do you think they would make things better or worse on each of the following issues:
[asked of all respondents; n=1,500]

**Net Better**

### Helping people like you get ahead
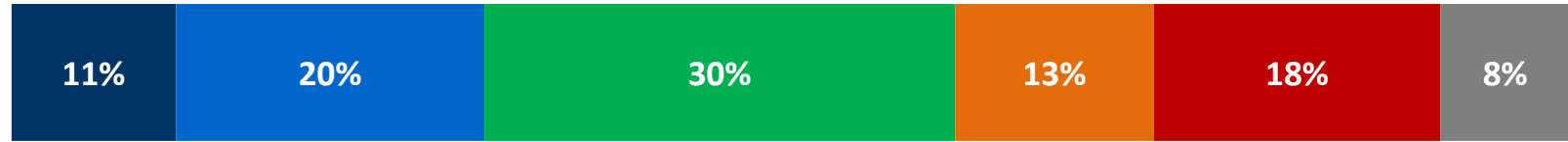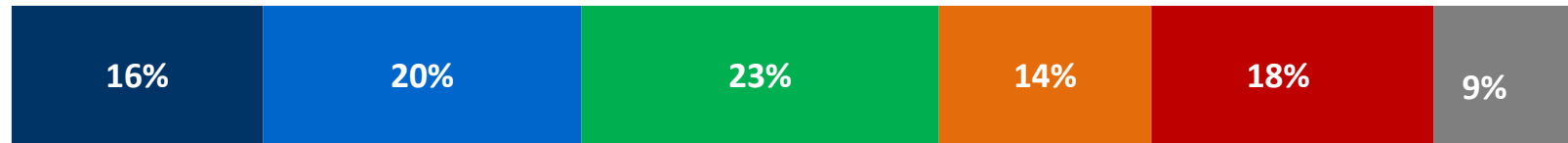
| Party | Much better | Somewhat better | No difference | Somewhat worse | Much worse | Don't know | Net Better |
|---|---|---|---|---|---|---|---|
| Liberal | 11% | 20% | 30% | 13% | 18% | 8% | -1 |
| Conservative | 16% | 20% | 23% | 14% | 18% | 9% | +5 |

### Making housing more affordable

| Party | Much better | Somewhat better | No difference | Somewhat worse | Much worse | Don't know | Net Better |
|---|---|---|---|---|---|---|---|
| Liberal | 12% | 21% | 31% | 11% | 18% | 8% | +3 |
| Conservative | 16% | 21% | 26% | 11% | 16% | 9% | +10 |

■ Much better  ■ Somewhat better  ■ No difference  ■ Somewhat worse  ■ Much worse  ■ Don't know

# Liberal Brand Promise (Part 1):
## Belief that the Liberal Party will make things better for climate change and women's rights down from April

**Q** If the Liberal Party of Canada were to form government, do you think they would make things better or worse on each of the following issues?
[asked of all respondents; n=1,500]



| | | Better | Net better |
|---|---|---|---|
| **Climate change** | Dec. '25 | 29% | +7 |
| | Apr. '25 | 32% | +10 |
| | Feb. '25 | 32% | +11 |
| | May '24 | 29% | +3 |
| | Nov. '23 | 28% | +4 |
| | Sep. '23 | 35% | +12 |
| | Jun. '23 | 32% | +11 |
| | Sep. '21 | 32% | +10 |
| **Women's rights** | Dec. '25 | 32% | +15 |
| | Apr. '25 | 37% | +18 |
| | Feb. '25 | 35% | +17 |
| | May '24 | 28% | +7 |
| | Nov. '23 | 31% | +13 |
| | Sep. '21 | 32% | +12 |

Climate change:
- Dec. '25: Much better 9%, Somewhat better 20%, No difference 38%, Somewhat worse 10%, Much worse 13%, Don't know 10%
- Apr. '25: Much better 10%, Somewhat better 22%, No difference 36%, Somewhat worse 9%, Much worse 14%, Don't know 10%
- Feb. '25: Much better 10%, Somewhat better 22%, No difference 40%, Somewhat worse 9%, Much worse 12%, Don't know 8%
- May '24: Much better 6%, Somewhat better 22%, No difference 37%, Somewhat worse 11%, Much worse 15%, Don't know 8%
- Nov. '23: Much better 7%, Somewhat better 21%, No difference 40%, Somewhat worse 9%, Much worse 15%, Don't know 8%
- Sep. '23: Much better 10%, Somewhat better 25%, No difference 32%, Somewhat worse 9%, Much worse 14%, Don't know 10%
- Jun. '23: Much better 11%, Somewhat better 21%, No difference 38%, Somewhat worse 8%, Much worse 13%, Don't know 9%
- Sep. '21: Much better 11%, Somewhat better 21%, No difference 37%, Somewhat worse 8%, Much worse 14%, Don't know 8%

Women's rights:
- Dec. '25: Much better 11%, Somewhat better 21%, No difference 41%, Somewhat worse 7%, Much worse 10%, Don't know 11%
- Apr. '25: Much better 13%, Somewhat better 24%, No difference 35%, Somewhat worse 6%, Much worse 13%, Don't know 10%
- Feb. '25: Much better 12%, Somewhat better 23%, No difference 39%, Somewhat worse 7%, Much worse 11%, Don't know 8%
- May '24: Much better 10%, Somewhat better 18%, No difference 39%, Somewhat worse 9%, Much worse 12%, Don't know 12%
- Nov. '23: Much better 9%, Somewhat better 22%, No difference 41%, Somewhat worse 6%, Much worse 12%, Don't know 9%
- Sep. '21: Much better 10%, Somewhat better 22%, No difference 39%, Somewhat worse 8%, Much worse 12%, Don't know 9%

Legend: ■ Much better ■ Somewhat better ■ No difference ■ Somewhat worse ■ Much worse ■ Don't know

# Liberal Brand Promise (Part 2):

## 2-in-5 believe Liberals will do better in standing up to Trump this wave, an 8-point drop since April

**Q** If the Liberal Party of Canada were to form government, do you think they would make things better or worse on each of the following issues?
[asked of all respondents; n=1,500]
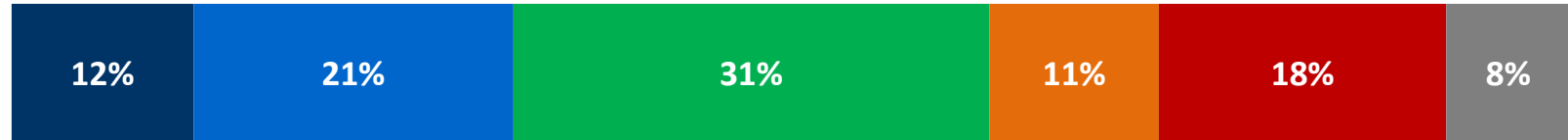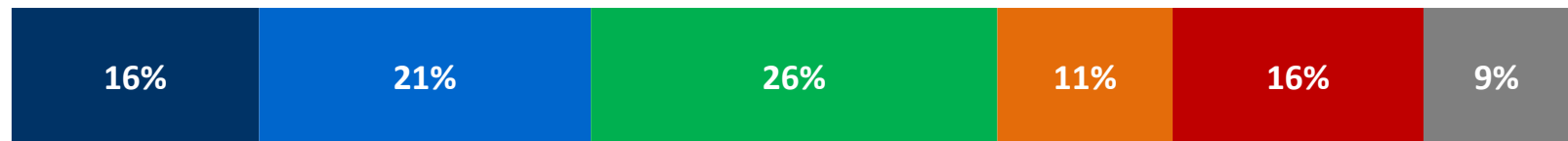
**Better** | **Net better**

### Making housing more affordable

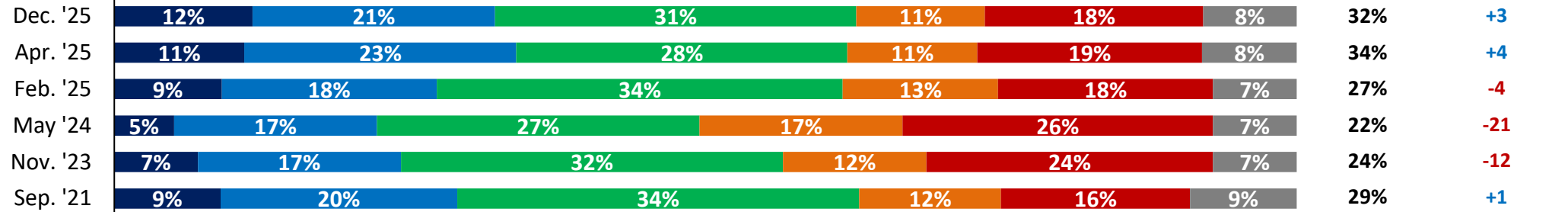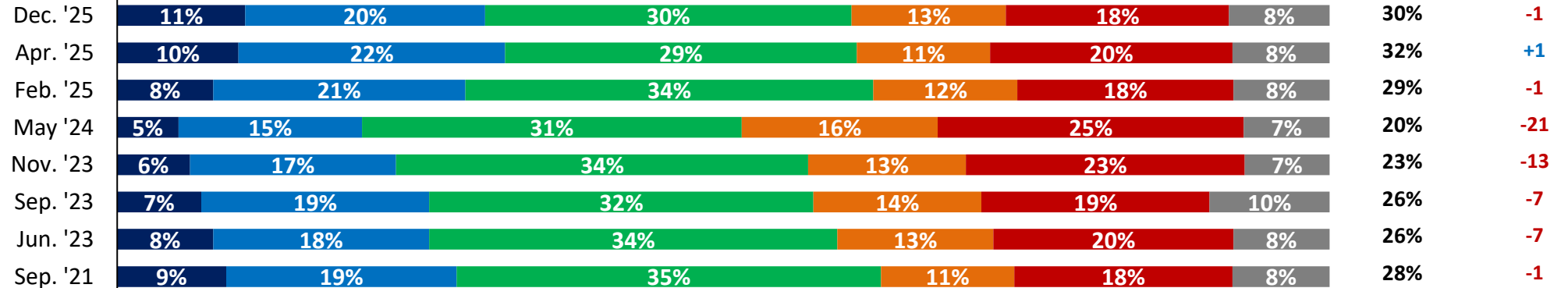| Period | Much better | Somewhat better | No difference | Somewhat worse | Much worse | Don't know | Better | Net better |
|--------|------------|----------------|---------------|----------------|------------|-----------|--------|-----------|
| Dec. '25 | 12% | 21% | 31% | 11% | 18% | 8% | 32% | +3 |
| Apr. '25 | 11% | 23% | 28% | 11% | 19% | 8% | 34% | +4 |
| Feb. '25 | 9% | 18% | 34% | 13% | 18% | 7% | 27% | -4 |
| May '24 | 5% | 17% | 27% | 17% | 26% | 7% | 22% | -21 |
| Nov. '23 | 7% | 17% | 32% | 12% | 24% | 7% | 24% | -12 |
| Sep. '21 | 9% | 20% | 34% | 12% | 16% | 9% | 29% | +1 |

### Helping people like you get ahead

| Period | Much better | Somewhat better | No difference | Somewhat worse | Much worse | Don't know | Better | Net better |
|--------|------------|----------------|---------------|----------------|------------|-----------|--------|-----------|
| Dec. '25 | 11% | 20% | 30% | 13% | 18% | 8% | 30% | -1 |
| Apr. '25 | 10% | 22% | 29% | 11% | 20% | 8% | 32% | +1 |
| Feb. '25 | 8% | 21% | 34% | 12% | 18% | 8% | 29% | -1 |
| May '24 | 5% | 15% | 31% | 16% | 25% | 7% | 20% | -21 |
| Nov. '23 | 6% | 17% | 34% | 13% | 23% | 7% | 23% | -13 |
| Sep. '23 | 7% | 19% | 32% | 14% | 19% | 10% | 26% | -7 |
| Jun. '23 | 8% | 18% | 34% | 13% | 20% | 8% | 26% | -7 |
| Sep. '21 | 9% | 19% | 35% | 11% | 18% | 8% | 28% | -1 |

### Standing up for Canada against Donald Trump

| Period | Much better | Somewhat better | No difference | Somewhat worse | Much worse | Don't know | Better | Net better |
|--------|------------|----------------|---------------|----------------|------------|-----------|--------|-----------|
| Dec. '25 | 18% | 22% | 25% | 10% | 17% | 8% | 40% | +13 |
| Apr. '25 | 22% | 26% | 20% | 9% | 16% | 8% | 48% | +23 |
| Feb. '25 | 16% | 23% | 25% | 12% | 17% | 8% | 39% | +10 |

■ Much better  ■ Somewhat better  ■ No difference  ■ Somewhat worse  ■ Much worse  ■ Don't know

# Conservative Brand Promise (Part 1):
## Belief that Conservatives would improve climate change and women's rights declines since April

**Q** If the Conservative Party of Canada were to form government, do you think they would make things better or worse on each of the following issues?
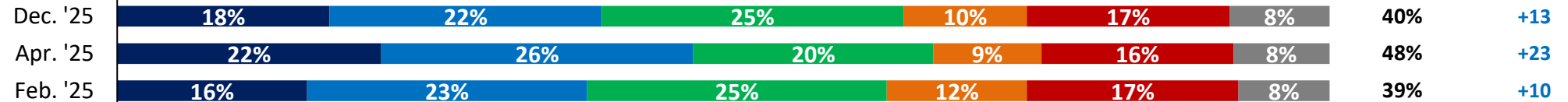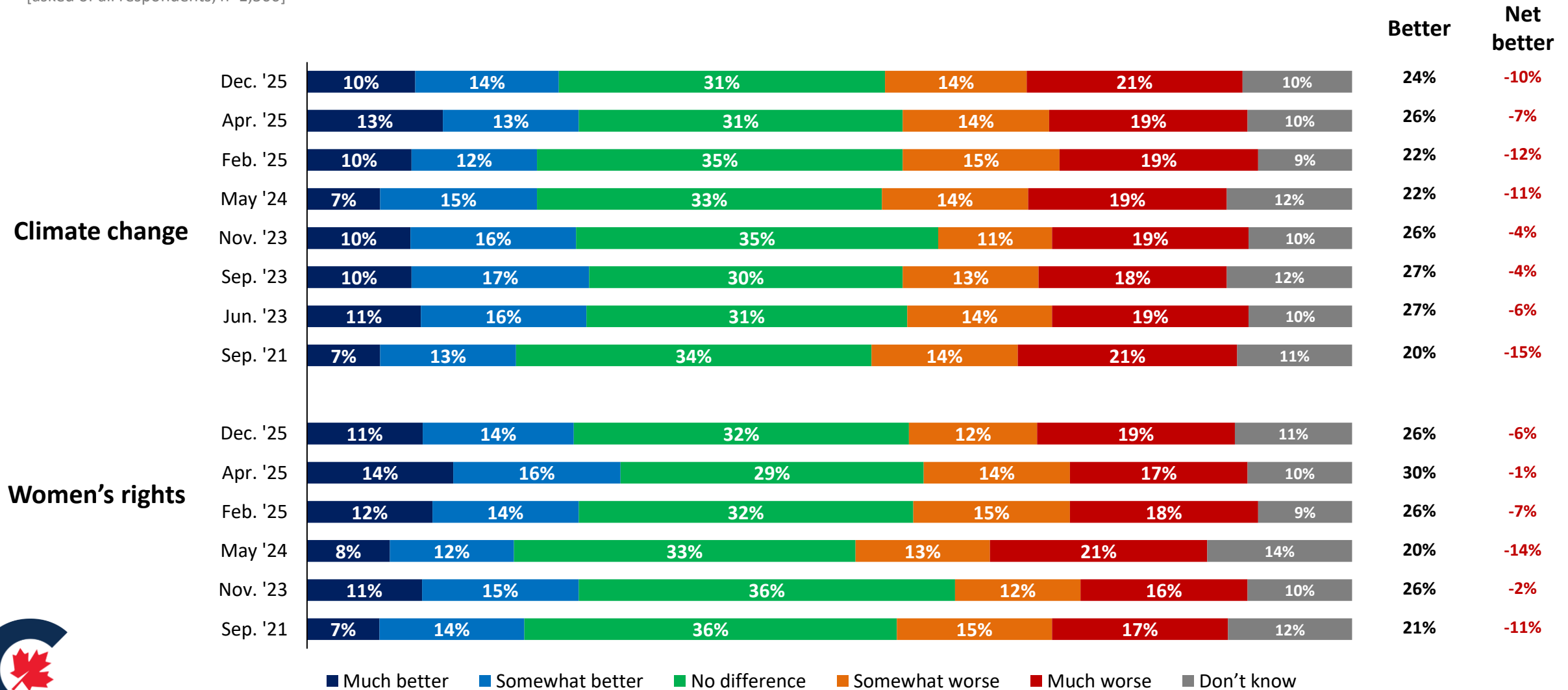[asked of all respondents; n=1,500]

| | Much better | Somewhat better | No difference | Somewhat worse | Much worse | Don't know | Better | Net better |
|---|---|---|---|---|---|---|---|---|
| **Climate change** | | | | | | | | |
| Dec. '25 | 10% | 14% | 31% | 14% | 21% | 10% | 24% | -10% |
| Apr. '25 | 13% | 13% | 31% | 14% | 19% | 10% | 26% | -7% |
| Feb. '25 | 10% | 12% | 35% | 15% | 19% | 9% | 22% | -12% |
| May '24 | 7% | 15% | 33% | 14% | 19% | 12% | 22% | -11% |
| Nov. '23 | 10% | 16% | 35% | 11% | 19% | 10% | 26% | -4% |
| Sep. '23 | 10% | 17% | 30% | 13% | 18% | 12% | 27% | -4% |
| Jun. '23 | 11% | 16% | 31% | 14% | 19% | 10% | 27% | -6% |
| Sep. '21 | 7% | 13% | 34% | 14% | 21% | 11% | 20% | -15% |
| **Women's rights** | | | | | | | | |
| Dec. '25 | 11% | 14% | 32% | 12% | 19% | 11% | 26% | -6% |
| Apr. '25 | 14% | 16% | 29% | 14% | 17% | 10% | 30% | -1% |
| Feb. '25 | 12% | 14% | 32% | 15% | 18% | 9% | 26% | -7% |
| May '24 | 8% | 12% | 33% | 13% | 21% | 14% | 20% | -14% |
| Nov. '23 | 11% | 15% | 36% | 12% | 16% | 10% | 26% | -2% |
| Sep. '21 | 7% | 14% | 36% | 15% | 17% | 12% | 21% | -11% |

Legend: ■ Much better ■ Somewhat better ■ No difference ■ Somewhat worse ■ Much worse ■ Don't know

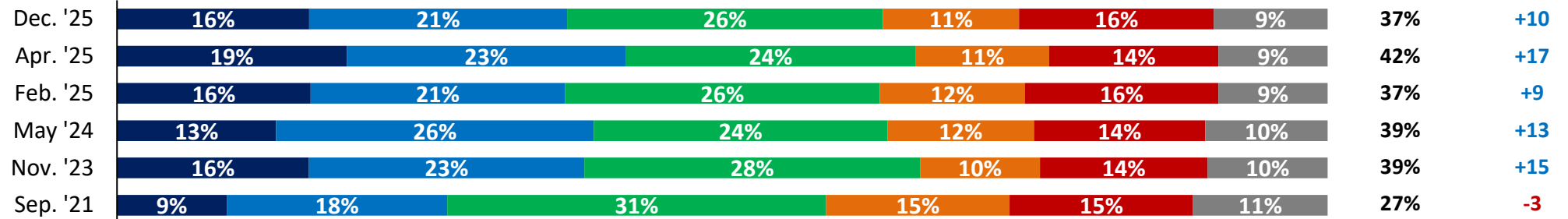# Conservative Brand Promise (Part 2):
## Standing up to Trump and housing affordability see the largest declines in net better since April
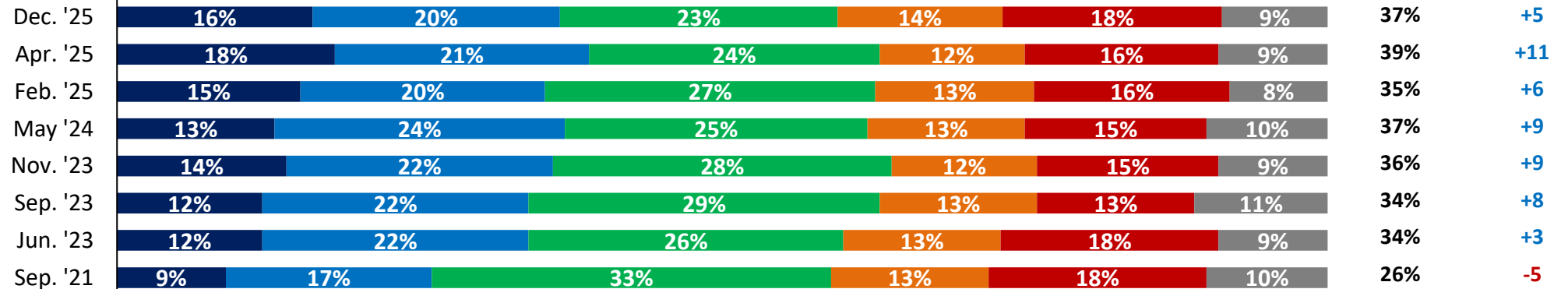
**Q** If the Conservative Party of Canada were to form government, do you think they would make things better or worse on each of the following issues?
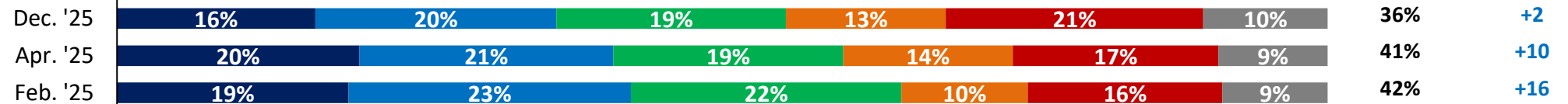[asked of all respondents; n=1,500]

| | | Much better | Somewhat better | No difference | Somewhat worse | Much worse | Don't know | Better | Net better |
|---|---|---|---|---|---|---|---|---|---|
| **Making housing more affordable** | Dec. '25 | 16% | 21% | 26% | 11% | 16% | 9% | 37% | +10 |
| | Apr. '25 | 19% | 23% | 24% | 11% | 14% | 9% | 42% | +17 |
| | Feb. '25 | 16% | 21% | 26% | 12% | 16% | 9% | 37% | +9 |
| | May '24 | 13% | 26% | 24% | 12% | 14% | 10% | 39% | +13 |
| | Nov. '23 | 16% | 23% | 28% | 10% | 14% | 10% | 39% | +15 |
| | Sep. '21 | 9% | 18% | 31% | 15% | 15% | 11% | 27% | -3 |
| **Helping people like you get ahead** | Dec. '25 | 16% | 20% | 23% | 14% | 18% | 9% | 37% | +5 |
| | Apr. '25 | 18% | 21% | 24% | 12% | 16% | 9% | 39% | +11 |
| | Feb. '25 | 15% | 20% | 27% | 13% | 16% | 8% | 35% | +6 |
| | May '24 | 13% | 24% | 25% | 13% | 15% | 10% | 37% | +9 |
| | Nov. '23 | 14% | 22% | 28% | 12% | 15% | 9% | 36% | +9 |
| | Sep. '23 | 12% | 22% | 29% | 13% | 13% | 11% | 34% | +8 |
| | Jun. '23 | 12% | 22% | 26% | 13% | 18% | 9% | 34% | +3 |
| | Sep. '21 | 9% | 17% | 33% | 13% | 18% | 10% | 26% | -5 |
| **Standing up for Canada against Donald Trump** | Dec. '25 | 16% | 20% | 19% | 13% | 21% | 10% | 36% | +2 |
| | Apr. '25 | 20% | 21% | 19% | 14% | 17% | 9% | 41% | +10 |
| | Feb. '25 | 19% | 23% | 22% | 10% | 16% | 9% | 42% | +16 |

Legend: ■ Much better ■ Somewhat better ■ No difference ■ Somewhat worse ■ Much worse ■ Don't know
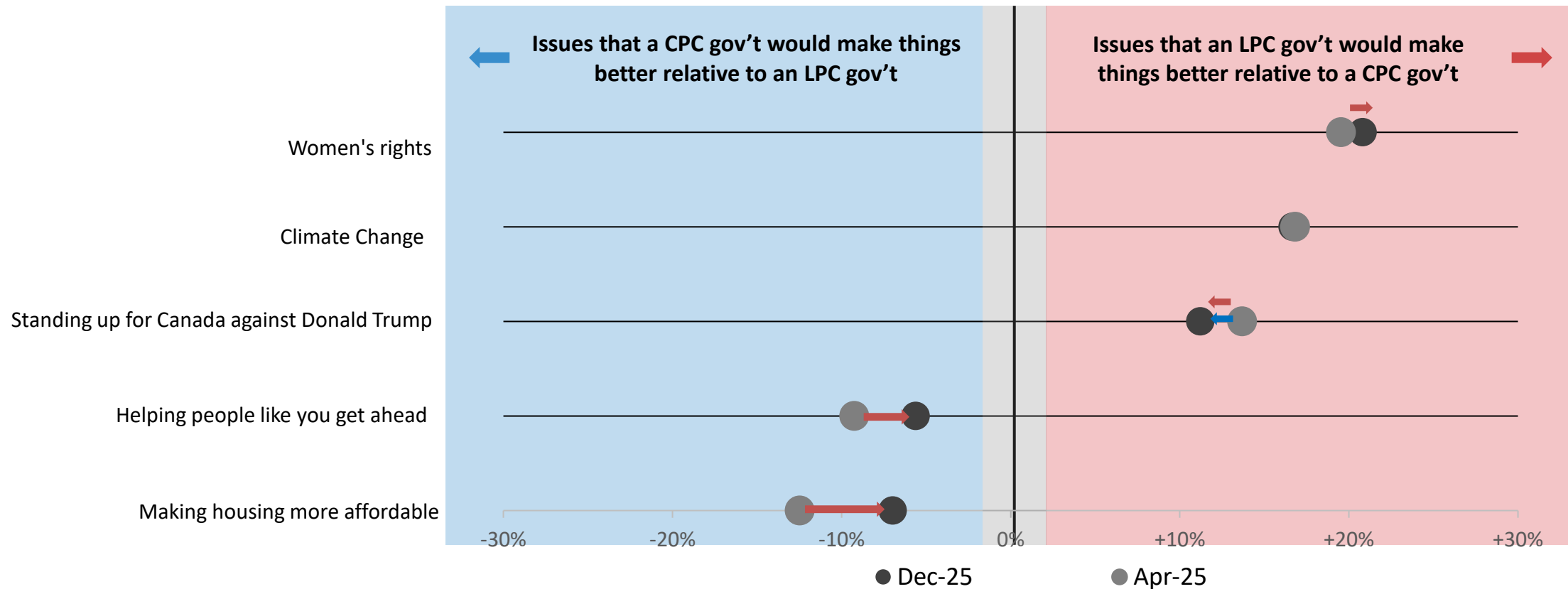
# Change in Brand Perception From April. '25 to Dec. '25:
## Liberals improve on 3 of 5 attributes, slip on Standing Up for Canada

**Q** If the Liberal/Conservative Party of Canada were to form government, do you think they would make things better or worse on each of the following issues…
[asked of all respondents; n=2,500]

### Difference between 'Net Better' Scores of LPC and CPC



Issues that a CPC gov't would make things better relative to an LPC gov't

Issues that an LPC gov't would make things better relative to a CPC gov't

Women's rights

Climate Change

Standing up for Canada against Donald Trump

Helping people like you get ahead

Making housing more affordable

-30%   -20%   -10%   0%   +10%   +20%   +30%

● Dec-25      ● Apr-25

**Note:** 'Net Better' is calculated as the sum of 'Much better' and 'Somewhat better' *minus* the sum of 'Much worse' and 'Somewhat worse'.
The distance between the two dots shows the change in 'Net Better' between the two dates.
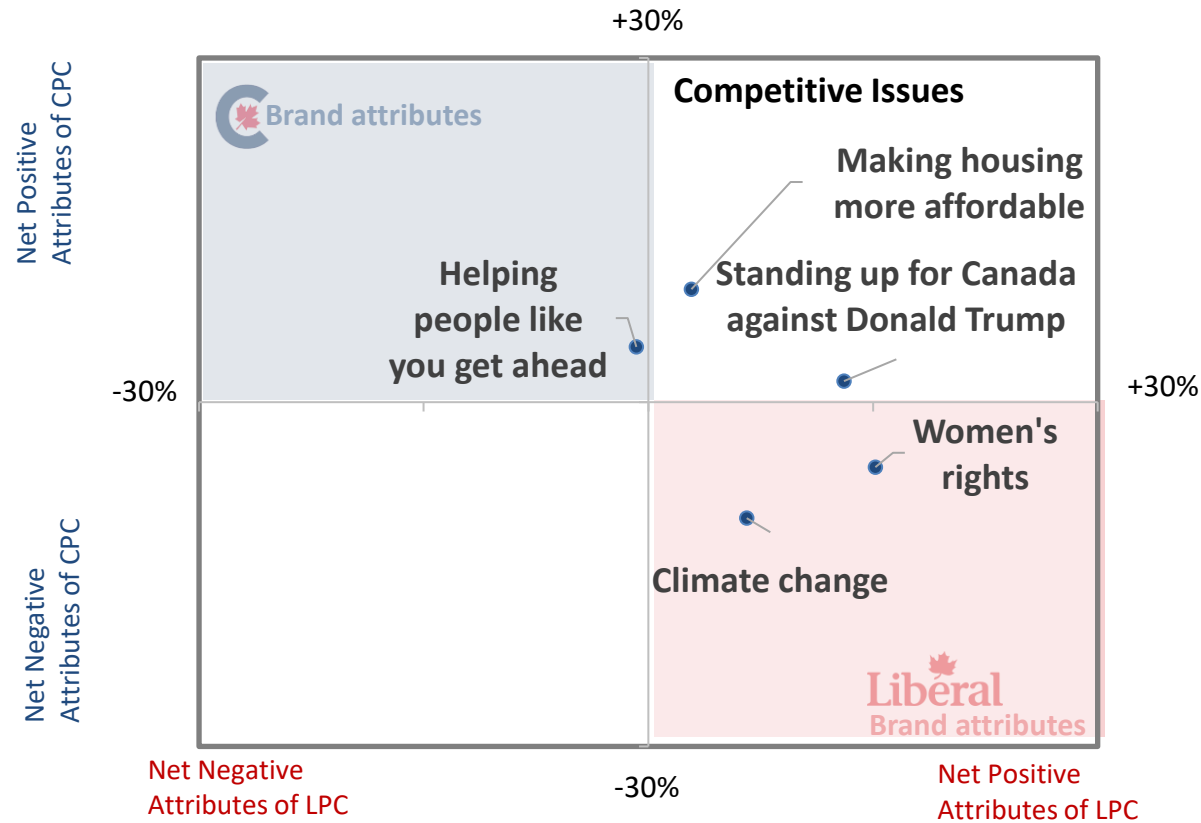
**Q** If the Liberal/Conservative Party of Canada were to form government, do you think they would make things better or worse on each of the following issues…
[**Dec 2025** data asked of all respondents; n=1,500]



**Net Positive Attributes of CPC** / **Net Negative Attributes of CPC**

+30%

**Brand attributes**

**Competitive Issues**

**Making housing more affordable**

**Standing up for Canada against Donald Trump**

**Helping people like you get ahead**

-30% ... +30%

**Women's rights**

**Climate change**

**Liberal Brand attributes**

Net Negative Attributes of LPC — -30% — Net Positive Attributes of LPC

- **Liberals** hold clear ownership on values-based issues, including *women's rights and climate change.*
- **Conservatives** are perceived as stronger on personal economic advancement, particularly *helping people like you get ahead.*
- *Housing affordability* sits in contested territory, representing a key battleground issue for both parties.

**Note:** 'Net Better' is calculated as the sum of 'Much better' and 'Somewhat better' *minus* the sum of 'Much worse' and 'Somewhat worse'. "Brand attributes" are attributes with a Net Better score that is positive for one brand and negative for the other.
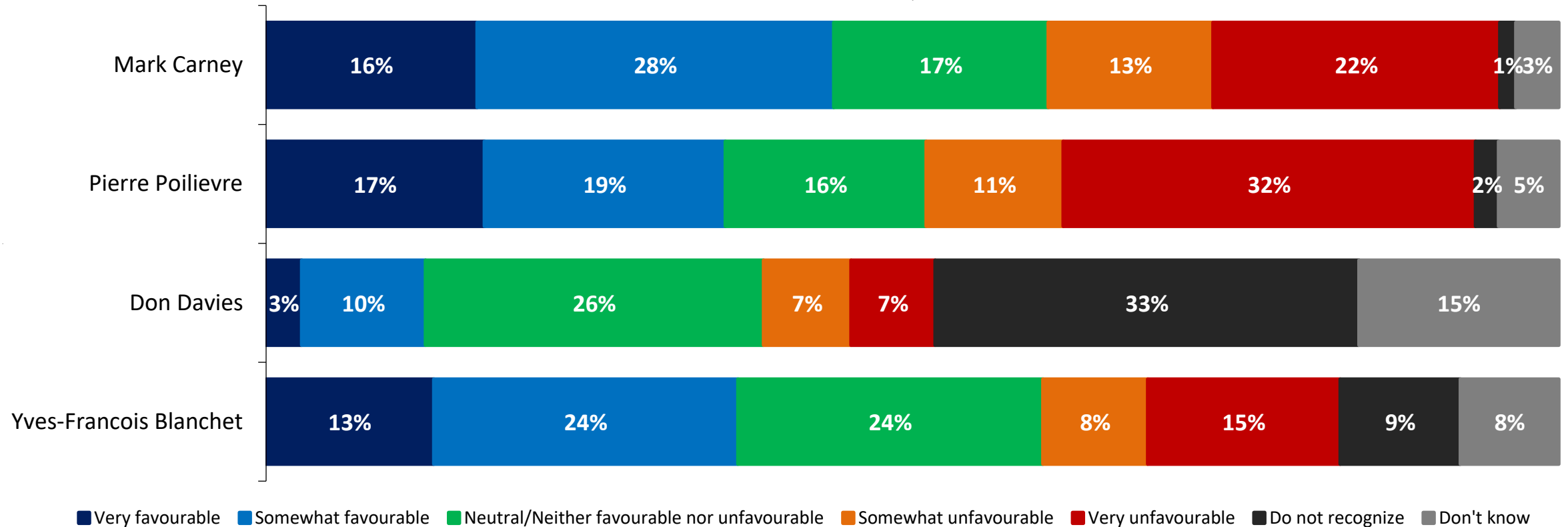
# Leadership Tracking

# Leader Favourables:

## Carney leads in total favourability (44%) followed by Poilievre and Blanchet who tie at 36%

**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.
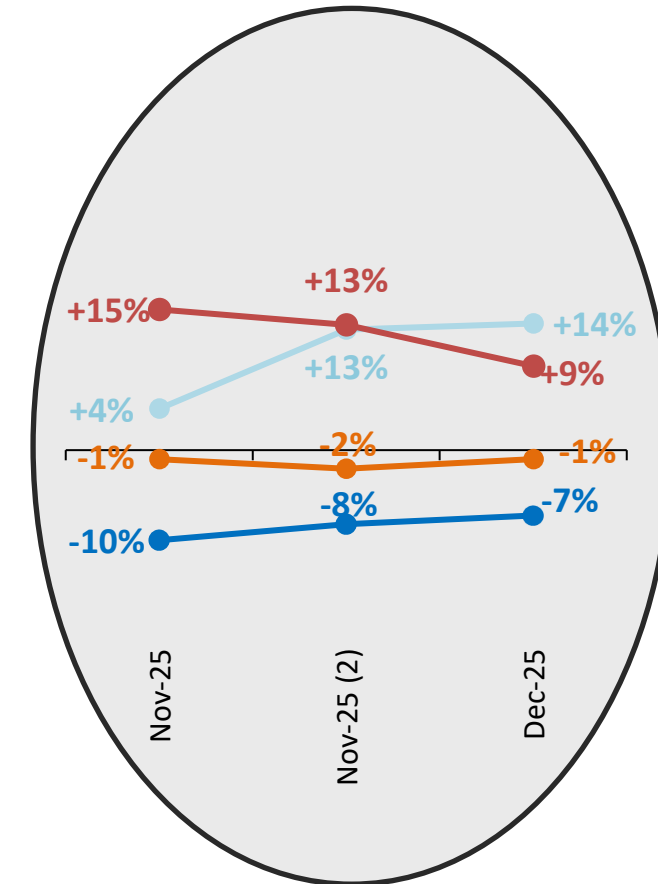
[asked of all respondents; n=1,500]

| | Very favourable | Somewhat favourable | Neutral/Neither favourable nor unfavourable | Somewhat unfavourable | Very unfavourable | Do not recognize | Don't know |
|---|---|---|---|---|---|---|---|
| Mark Carney | 16% | 28% | 17% | 13% | 22% | 1% | 3% |
| Pierre Poilievre | 17% | 19% | 16% | 11% | 32% | 2% | 5% |
| Don Davies | 3% | 10% | 26% | 7% | 7% | 33% | 15% |
| Yves-Francois Blanchet | 13% | 24% | 24% | 8% | 15% | 9% | 8% |

■ Very favourable  ■ Somewhat favourable  ■ Neutral/Neither favourable nor unfavourable  ■ Somewhat unfavourable  ■ Very unfavourable  ■ Do not recognize  ■ Don't know

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# Party Leader NET Favourables Tracking:

## Carney continues downward trend in net favourability from November (-9%), lowest since February 2025

**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.
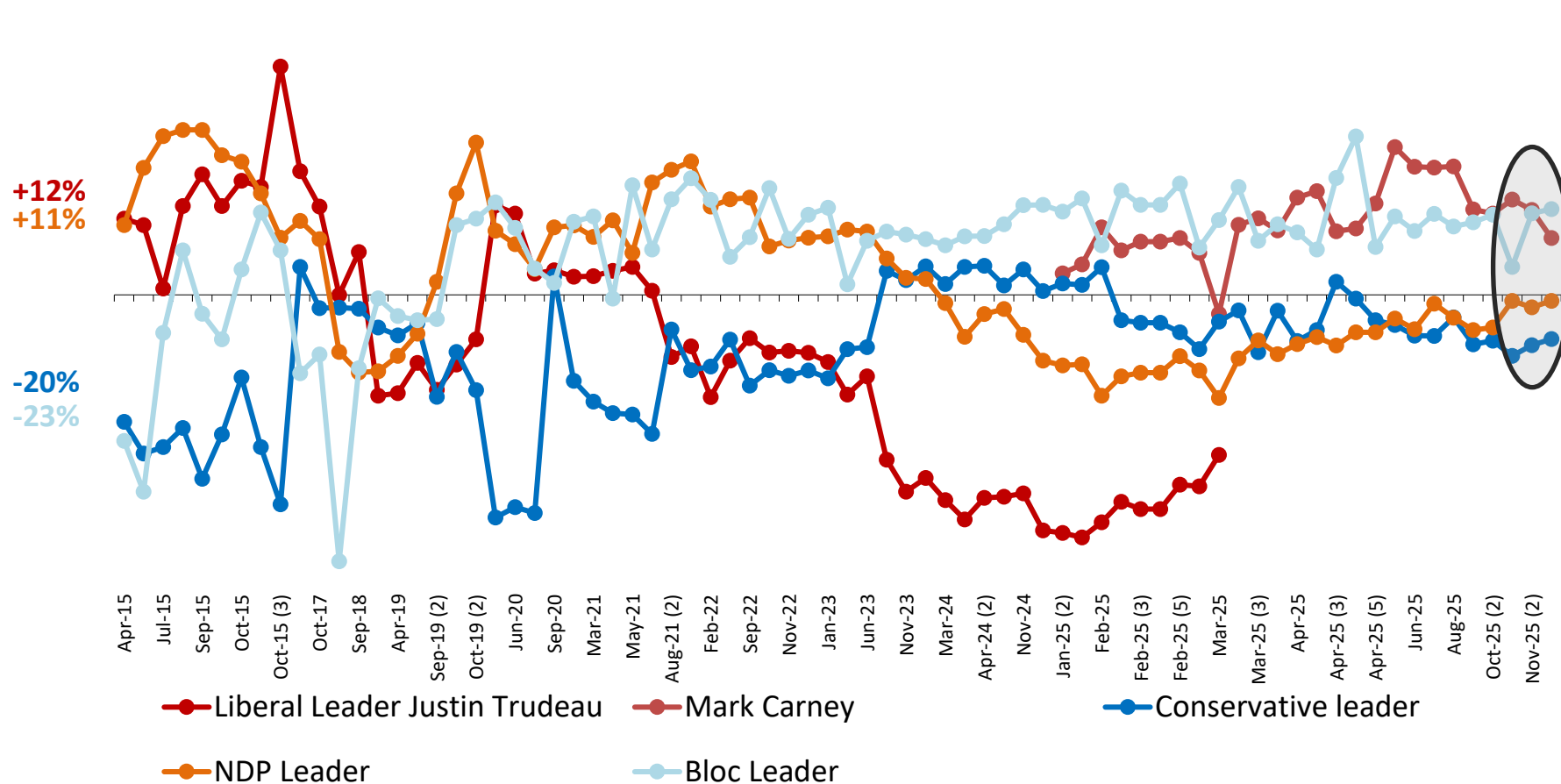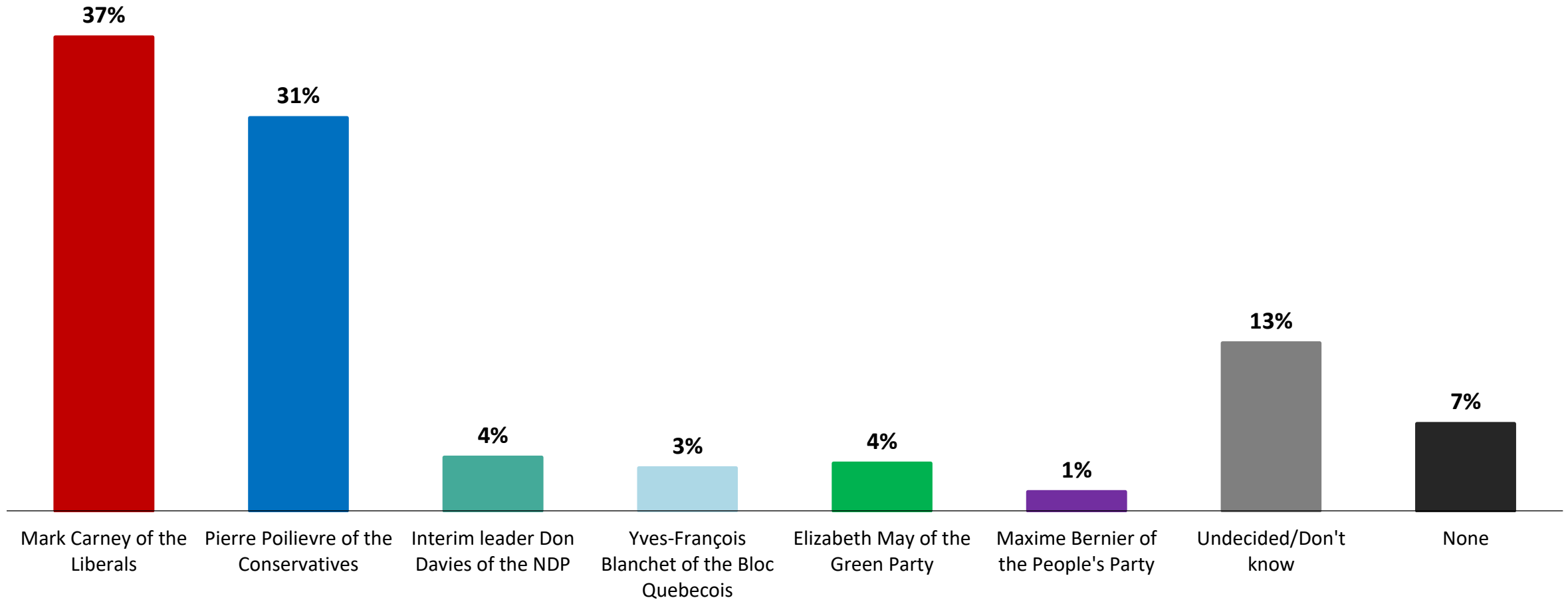
[asked of all respondents; n=1,500]



Legend:
- Liberal Leader Justin Trudeau
- Mark Carney
- Conservative leader
- NDP Leader
- Bloc Leader

Callout values (Nov-25, Nov-25 (2), Dec-25):
- Carney: +15%, +13%, +9%
- Bloc: +4%, +13%, +14%
- NDP: -1%, -2%, -1%
- Conservative: -10%, -8%, -7%

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

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# Best Prime Minister:

## Nearly 2-in-5 believe Mark Carney would make the best Prime Minster, the most of any other candidate

**Q** Which of the following party leaders would make the best Prime Minister of Canada?
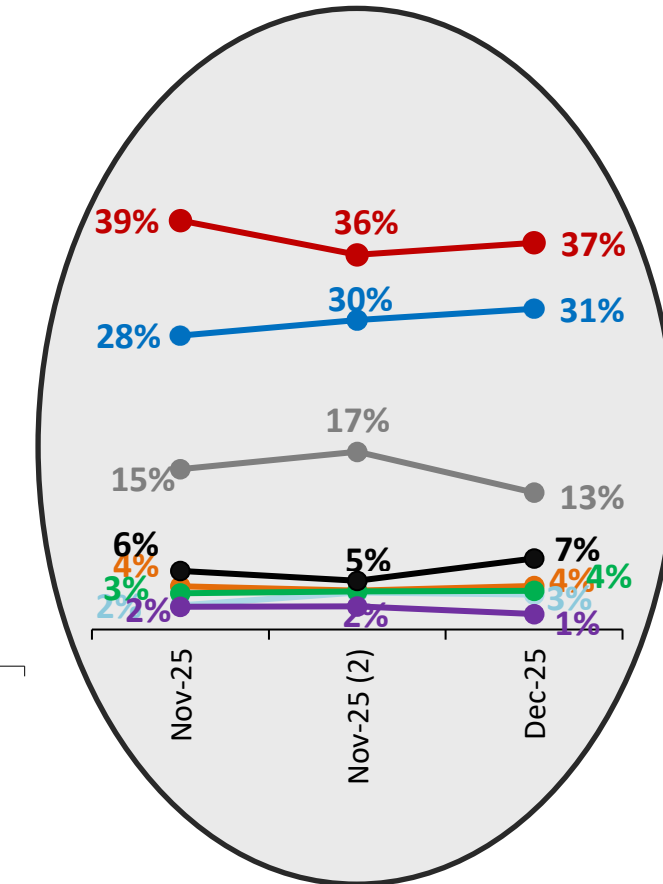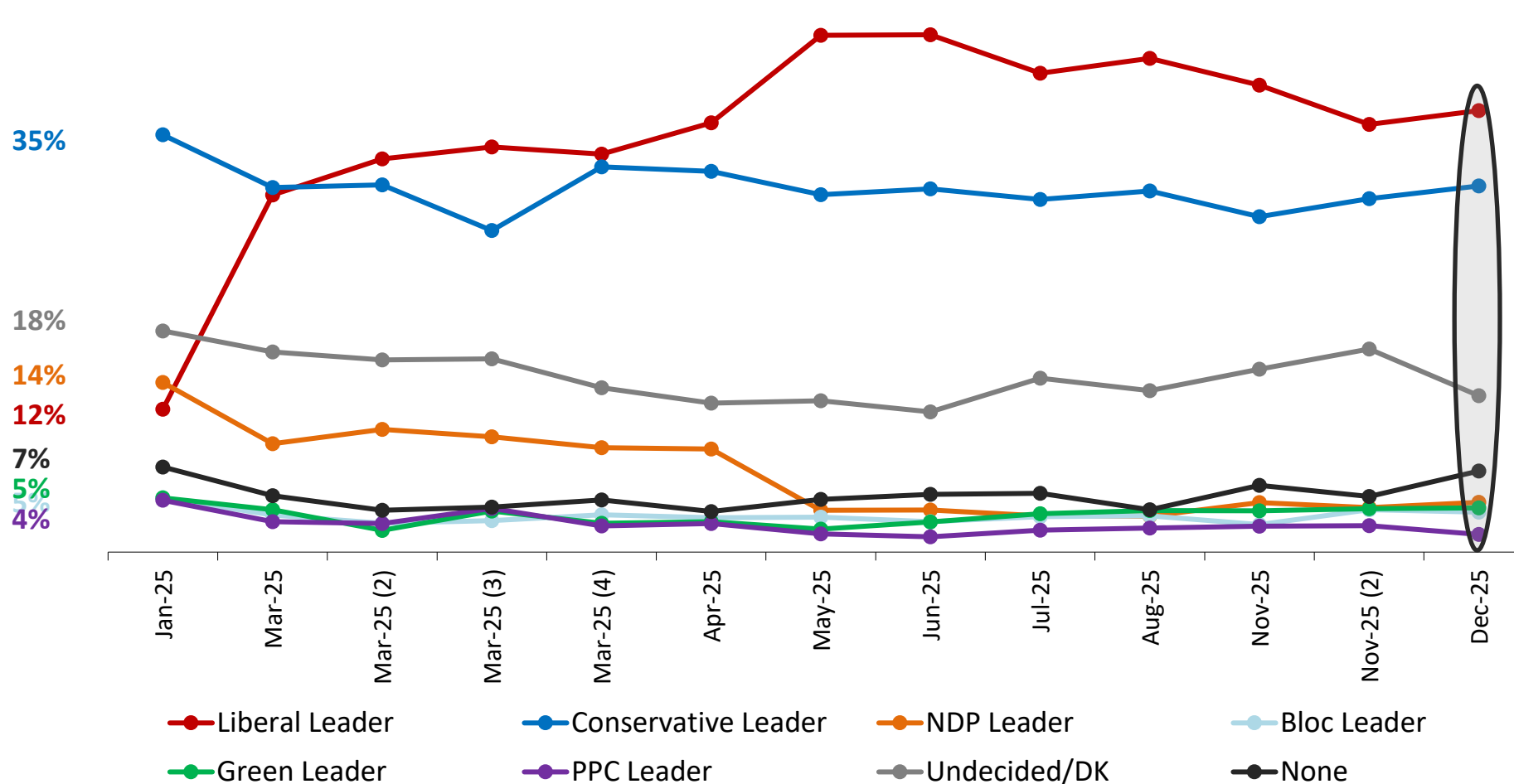[asked of all respondents; n=1,500]



| Category | Value |
|---|---|
| Mark Carney of the Liberals | 37% |
| Pierre Poilievre of the Conservatives | 31% |
| Interim leader Don Davies of the NDP | 4% |
| Yves-François Blanchet of the Bloc Quebecois | 3% |
| Elizabeth May of the Green Party | 4% |
| Maxime Bernier of the People's Party | 1% |
| Undecided/Don't know | 13% |
| None | 7% |

# Best Prime Minister Tracking (Raw):
## Views on best Prime Minister remain steady since November (Week 2)

**Q** Which of the following party leaders would make the best Prime Minister of Canada?
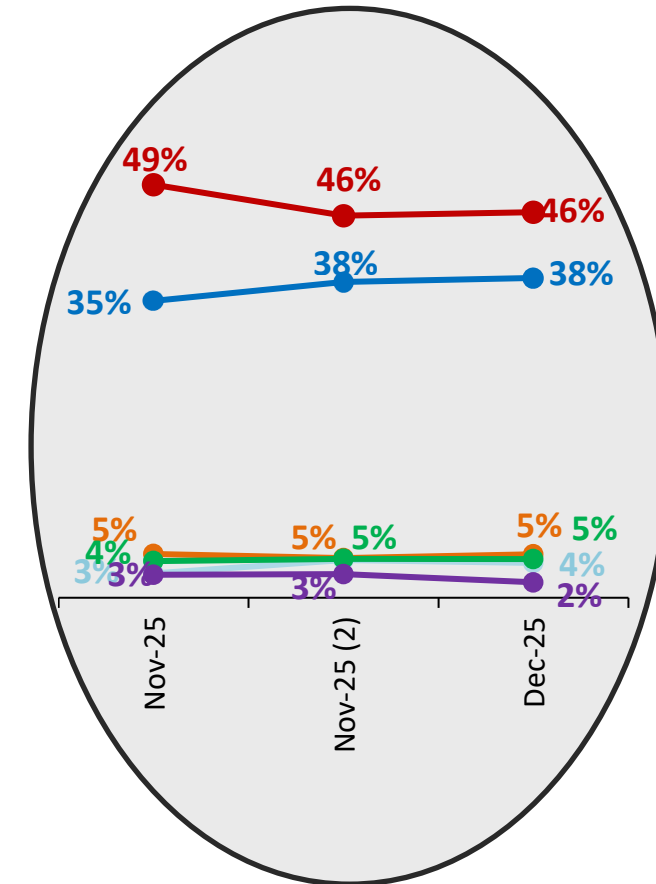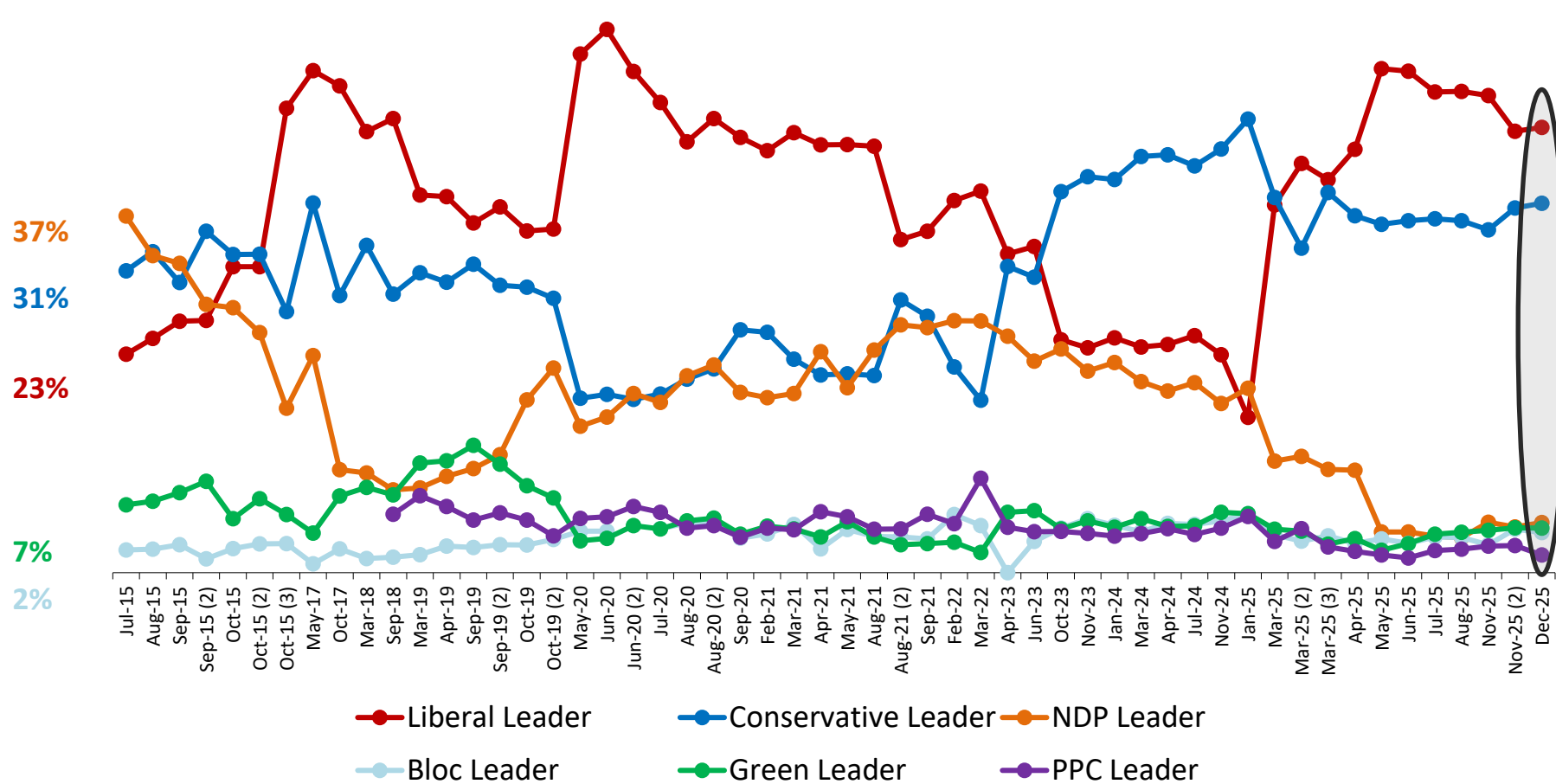[asked of all respondents; n=1,500]



Legend: Liberal Leader · Conservative Leader · NDP Leader · Bloc Leader · Green Leader · PPC Leader · Undecided/DK · None

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# Best Prime Minister Tracking (Decided):

## Among those decided, Carney maintains an 8-point lead over Poilievre for best Prime Minster

**Q** Which of the following party leaders would make the best Prime Minister of Canada? **[DECIDED]**
[asked of all respondents; n=1,500]



Legend:
- Liberal Leader
- Conservative Leader
- NDP Leader
- Bloc Leader
- Green Leader
- PPC Leader

Inset detail:
- Nov-25: Liberal 49%, Conservative 35%, NDP 5%, Green 4%, PPC 3%
- Nov-25 (2): Liberal 46%, Conservative 38%, NDP 5%, Green 5%, PPC 3%
- Dec-25: Liberal 46%, Conservative 38%, NDP 5%, Green 5%, Bloc 4%, PPC 2%
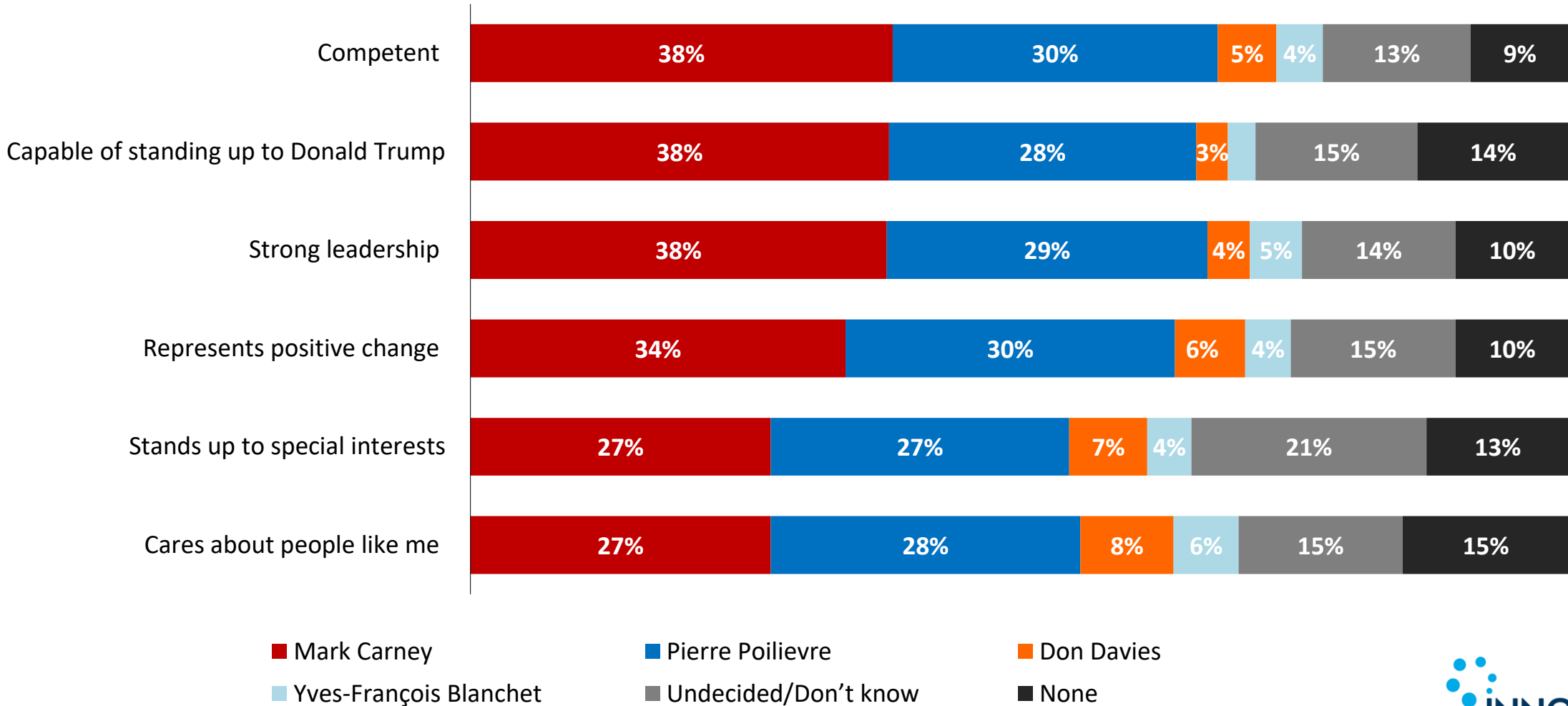
# Leadership Attributes

# Leader Qualities:

## Carney leads on most leader qualities, trailing Poilievre only on "cares about people like me"

**Q** Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…

[asked of all respondents; n=1,500]



| Quality | Mark Carney | Pierre Poilievre | Don Davies | Yves-François Blanchet | Undecided/Don't know | None |
|---|---|---|---|---|---|---|
| Competent | 38% | 30% | 5% | 4% | 13% | 9% |
| Capable of standing up to Donald Trump | 38% | 28% | 3% | | 15% | 14% |
| Strong leadership | 38% | 29% | 4% | 5% | 14% | 10% |
| Represents positive change | 34% | 30% | 6% | 4% | 15% | 10% |
| Stands up to special interests | 27% | 27% | 7% | 4% | 21% | 13% |
| Cares about people like me | 27% | 28% | 8% | 6% | 15% | 15% |

■ Mark Carney   ■ Pierre Poilievre   ■ Don Davies
■ Yves-François Blanchet   ■ Undecided/Don't know   ■ None

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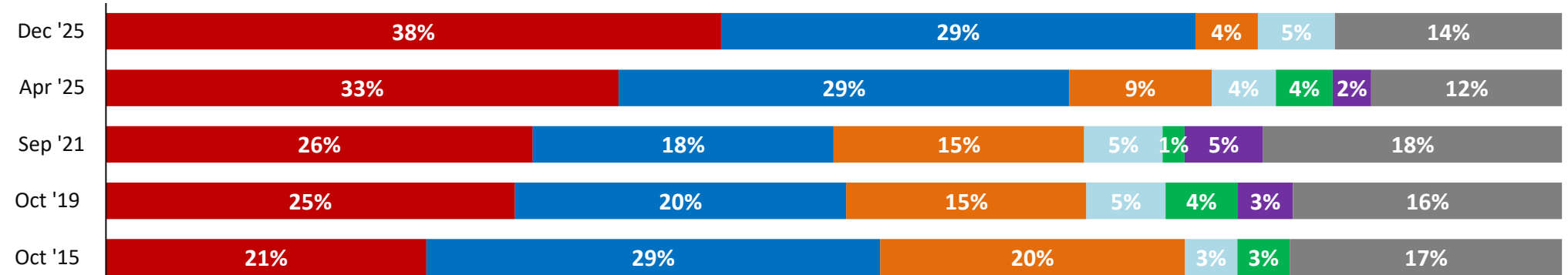RESEARCH GROUP

# Leader Qualities:

## Carney's "competent" and "strong leadership" ratings are the highest since tracking began in October 2015
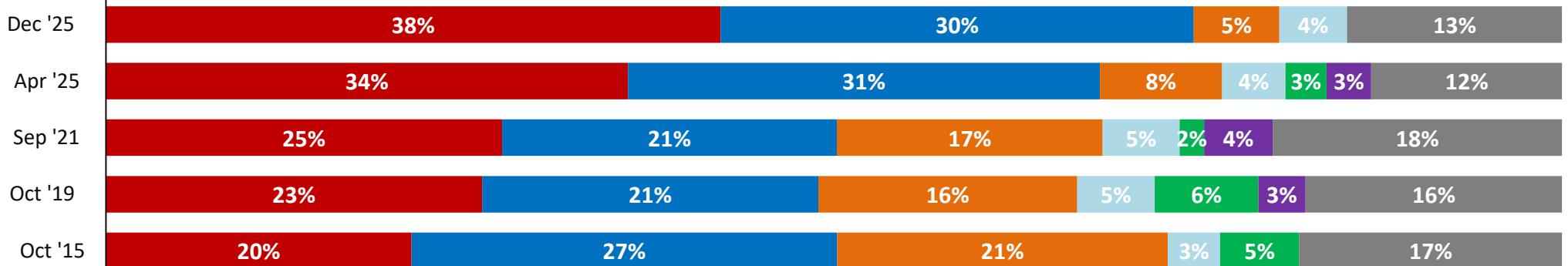
**Q** Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…

[asked of all respondents; n=1,500]

**Strong leadership**

| | Mark Carney | Pierre Poilievre | Don Davies | Yves-François Blanchet | Elizabeth May | Maxime Bernier | Undecided |
|---|---|---|---|---|---|---|---|
| Dec '25 | 38% | 29% | 4% | 5% | | | 14% |
| Apr '25 | 33% | 29% | 9% | 4% | 4% | 2% | 12% |
| Sep '21 | 26% | 18% | 15% | 5% | 1% | 5% | 18% |
| Oct '19 | 25% | 20% | 15% | 5% | 4% | 3% | 16% |
| Oct '15 | 21% | 29% | 20% | 3% | 3% | | 17% |

**Competent**

| | Mark Carney | Pierre Poilievre | Don Davies | Yves-François Blanchet | Elizabeth May | Maxime Bernier | Undecided |
|---|---|---|---|---|---|---|---|
| Dec '25 | 38% | 30% | 5% | 4% | | | 13% |
| Apr '25 | 34% | 31% | 8% | 4% | 3% | 3% | 12% |
| Sep '21 | 25% | 21% | 17% | 5% | 2% | 4% | 18% |
| Oct '19 | 23% | 21% | 16% | 5% | 6% | 3% | 16% |
| Oct '15 | 20% | 27% | 21% | 3% | 5% | | 17% |

Legend: ■ Mark Carney ■ Pierre Poilievre ■ Don Davies ■ Yves-François Blanchet ■ Elizabeth May ■ Maxime Bernier ■ Undecided

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\* The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ). Results from before 2020 show Elizabeth May (GPC)
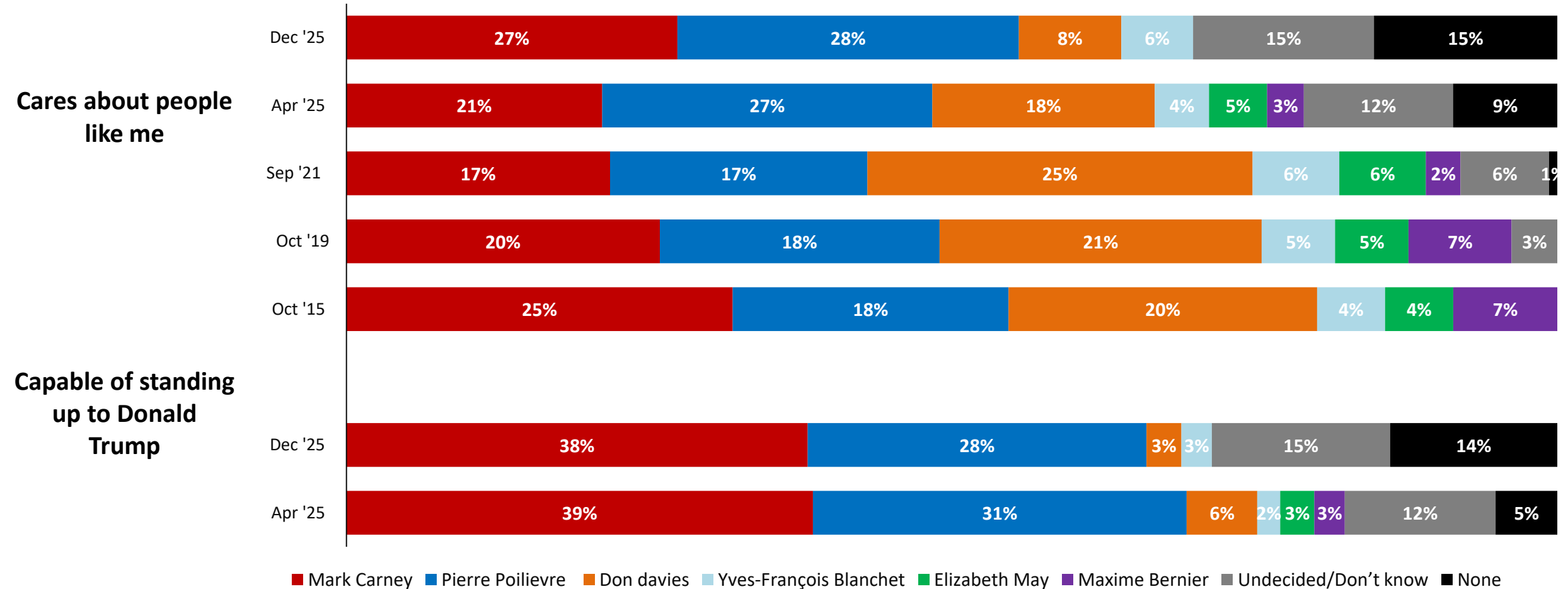
# Leader Qualities:

## Carney narrows Poilievre's lead on "cares about people like me" from 6 points in April to 1 point this wave

**Q** Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes...

[asked of all respondents; n=1,500]

### Cares about people like me

| Date | Mark Carney | Pierre Poilievre | Don davies | Yves-François Blanchet | Elizabeth May | Maxime Bernier | Undecided/Don't know | None |
|------|------------|-----------------|-----------|----------------------|--------------|---------------|---------------------|------|
| Dec '25 | 27% | 28% | 8% | 6% | | | 15% | 15% |
| Apr '25 | 21% | 27% | 18% | 4% | 5% | 3% | 12% | 9% |
| Sep '21 | 17% | 17% | 25% | 6% | 6% | 2% | 6% | 1% |
| Oct '19 | 20% | 18% | 21% | 5% | 5% | 7% | 3% | |
| Oct '15 | 25% | 18% | 20% | 4% | 4% | 7% | | |

### Capable of standing up to Donald Trump

| Date | Mark Carney | Pierre Poilievre | Don davies | Yves-François Blanchet | Elizabeth May | Maxime Bernier | Undecided/Don't know | None |
|------|------------|-----------------|-----------|----------------------|--------------|---------------|---------------------|------|
| Dec '25 | 38% | 28% | 3% | 3% | | | 15% | 14% |
| Apr '25 | 39% | 31% | 6% | 2% | 3% | 3% | 12% | 5% |

**Legend:** ■ Mark Carney  ■ Pierre Poilievre  ■ Don davies  ■ Yves-François Blanchet  ■ Elizabeth May  ■ Maxime Bernier  ■ Undecided/Don't know  ■ None

\* The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ). Results from before 2020 show Elizabeth May (GPC)

# Leader Qualities:

## Views of Carney as representing positive change and standing up to special interests rise to tracking highs

**Q** Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes…

[asked of all respondents; n=1,500]

### Represents positive change
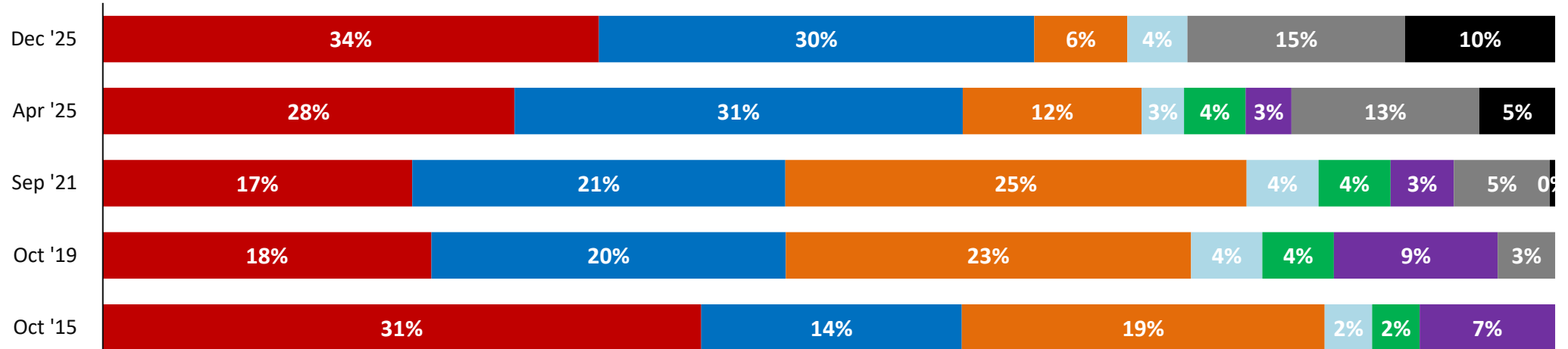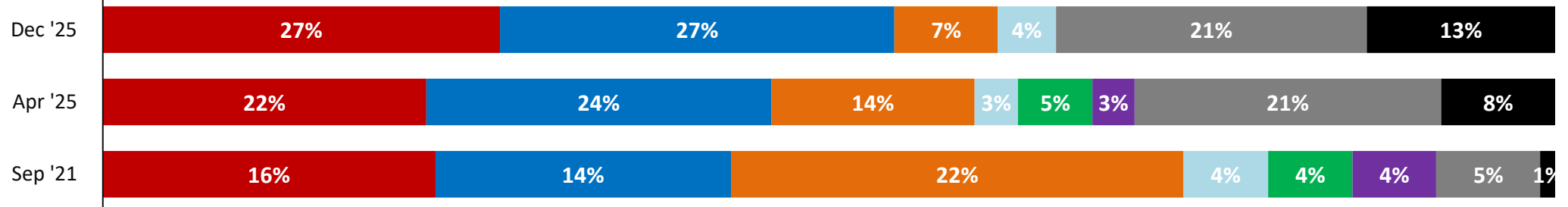
| Date | Mark Carney | Pierre Poilievre | Don Davies | Yves-François Blanchet | Elizabeth May | Maxime Bernier | Undecided/Don't know | None |
|------|------|------|------|------|------|------|------|------|
| Dec '25 | 34% | 30% | 6% | 4% | | | 15% | 10% |
| Apr '25 | 28% | 31% | 12% | 3% | 4% | 3% | 13% | 5% |
| Sep '21 | 17% | 21% | 25% | 4% | 4% | 3% | 5% | 0% |
| Oct '19 | 18% | 20% | 23% | 4% | 4% | 9% | 3% | |
| Oct '15 | 31% | 14% | 19% | 2% | 2% | 7% | | |

### Stands up to special interest

| Date | Mark Carney | Pierre Poilievre | Don Davies | Yves-François Blanchet | Elizabeth May | Maxime Bernier | Undecided/Don't know | None |
|------|------|------|------|------|------|------|------|------|
| Dec '25 | 27% | 27% | 7% | 4% | | | 21% | 13% |
| Apr '25 | 22% | 24% | 14% | 3% | 5% | 3% | 21% | 8% |
| Sep '21 | 16% | 14% | 22% | 4% | 4% | 4% | 5% | 1% |

**Legend:** ■ Mark Carney ■ Pierre Poilievre ■ Don Davies ■ Yves-François Blanchet ■ Elizabeth May ■ Maxime Bernier ■ Undecided/Don't know ■ None

\* The study of 2015 was conducted before the writ was dropped in August 2015. 2015 numbers show Stephen Harper (CPC), Thomas Mulcair (NDP) and Gilles Duceppe (BQ). Results from before 2020 show Elizabeth May (GPC)

# Culture Wars

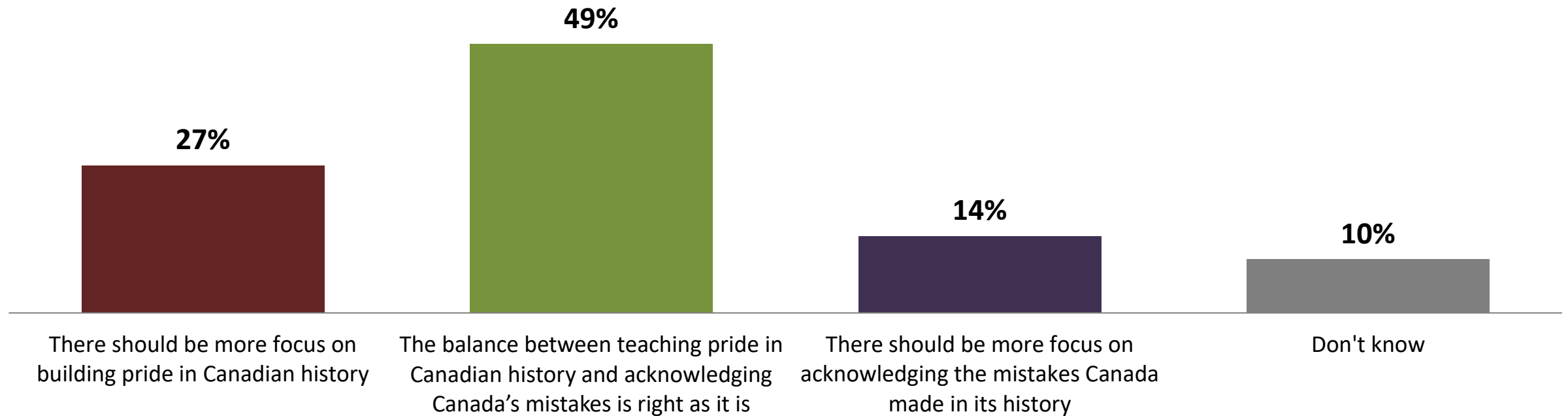# Canadian History | Pride vs Acknowledgement

**Plurality say schools have the right balance between teaching pride in Canadian history and acknowledging mistakes, more say increase focus on building pride than acknowledging mistakes.**

**Q** When thinking about how Canadian history is taught in schools, do you think there should be more focus on pride in our history, or on acknowledging the mistakes that Canada made?
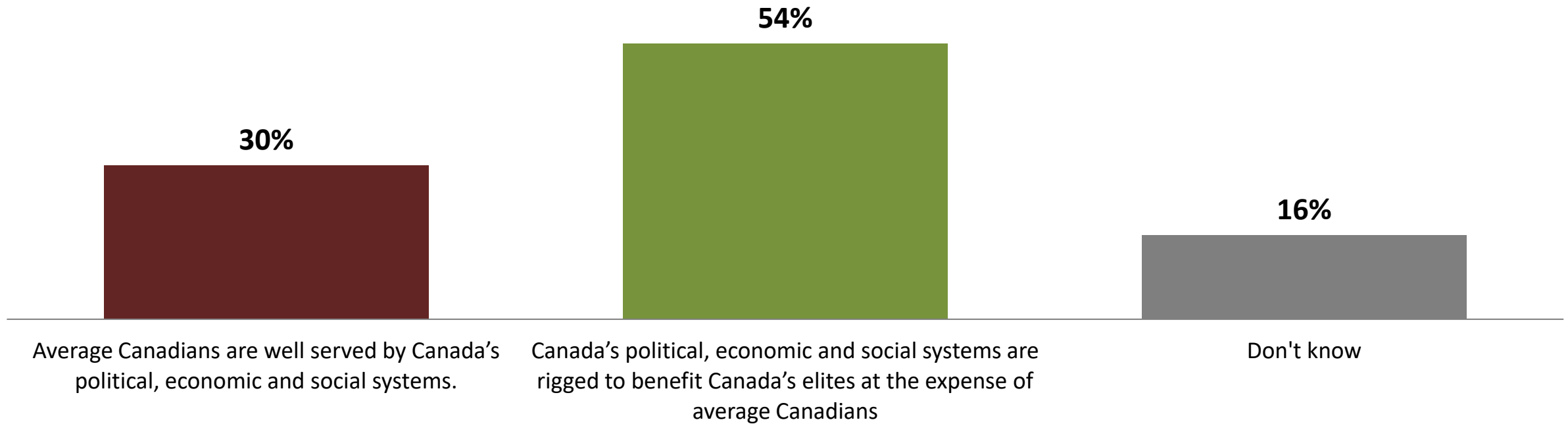
[asked of all respondents; n=1,500]



| 27% | 49% | 14% | 10% |
|---|---|---|---|
| There should be more focus on building pride in Canadian history | The balance between teaching pride in Canadian history and acknowledging Canada's mistakes is right as it is | There should be more focus on acknowledging the mistakes Canada made in its history | Don't know |

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# Canadian System | System Serves Canadians well vs System Rigged

## Majority say political, economic and social systems are rigged to benefit Canada's elites

**Q** Which of the following statements comes closest to your view …

[asked of all respondents; n=1,500]



**30%** Average Canadians are well served by Canada's political, economic and social systems.

**54%** Canada's political, economic and social systems are rigged to benefit Canada's elites at the expense of average Canadians

**16%** Don't know

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# Canadian Democratic Malaise

## Large majorities of Canadians agree the country is experiencing a democratic malaise, marked by distrust of elites, pessimism about the future, and concern about weakened institutions

**Q** Do you agree or disagree with the following statements …

[asked of all respondents; n=1,500]

**Net Agree**

| Statement | Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree | Don't know | Net Agree |
|---|---|---|---|---|---|---|---|
| Canadian elites don't care about ordinary Canadians | 40% | 31% | 15% | 6% | 2% | 5% | **+63%** |
| Canada is heading down a road that will leave a mess for future generations | 33% | 28% | 18% | 11% | 5% | 6% | **+44%** |
| Canadians have lost a shared sense of who we are | 27% | 32% | 17% | 14% | 5% | 5% | **+40%** |
| Canadian institutions are broken | 24% | 30% | 22% | 12% | 5% | 6% | **+38%** |

■ Strongly agree  ■ Somewhat agree  ■ Neither agree nor disagree  ■ Somewhat disagree  ■ Strongly disagree  ■ Don't know

# Culture Wars Clusters:

## Most Canadians are either anti-elite (29%) or culturally alienated (28%)

Respondents' opinions on how things fare in six areas (Canadian identity, history, the system, institutions, elites, and future generations) were used to group them into four clusters that reflect how Canadians differ in their views toward the establishment and national identity.

**Status Quo Supporters**

A generally trusting and low-cynicism group that is supportive of the system and the way things work currently.

**Moderate Pessimists**

Canadians who think things are not great, but not catastrophic. Institutions and elites have problems, but the system is not "rigged". Identity and future outlook are concerning but not collapsed.

**Culturally Alienated**

A full-spectrum pessimistic bloc that believes Canada's institutions are broken, elites are disconnected, our shared identity is lost, and the country is headed toward crisis. Their worldview is consistently bleak.

**Anti-Elite Populists**

Canadians who feel strongly that the system is rigged and elites don't care about ordinary people. They are less concerned with institutions or national identity collapsing.

Status Quo Supporters 15%
Culturally Alienated 28%
Moderate Pessimists 29%
Anti-Elite Populists 29%

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# Culture Wars Segmentation

| Core Culture Wars by Cultural Wars Segmentation | | Culturally Alienated | Anti-Elite Populists | Moderate Pessimists | Status Quo Supporters |
|---|---|---|---|---|---|
| | | (N=413) | (N=432) | (N=436) | (N=219) |
| When thinking about how Canadian history is taught in schools, do you think there should be more focus on… | There should be more focus on building pride in Canadian history | 57% | 6% | 24% | 17% |
| | The balance between teaching pride in Canadian history and acknowledging Canada's mistakes is right as it is | 37% | 53% | 51% | 62% |
| | There should be more focus on acknowledging the mistakes Canada made in its history | 0% | 36% | 5% | 15% |
| Which of the following statements comes closest to your view? | Average Canadians are well served by Canada's political, economic and social systems | 0% | 0% | 58% | 91% |
| | Canada's political, economic and social systems are rigged to benefit Canada's elites at the expense of average Canadians | 94% | 96% | 0% | 1% |
| Canadian institutions are broken | Agree | 93% | 59% | 40% | 5% |
| Canadians have lost a shared sense of who we are | Agree | 94% | 59% | 52% | 7% |
| Canadian elites don't care about ordinary Canadians | Agree | 96% | 82% | 58% | 30% |
| Canada is heading down a road that will leave a mess for future generations | Agree | 96% | 65% | 50% | 5% |

# Culture Wars *by* Value Cluster

Value Clusters

| | Populist Conservatives | Deferential Conservatives | Business Liberals | Left Liberals | Core Left | Pay-as-you-go Moderates |
|---|---|---|---|---|---|---|
| | (N=198) | (N=135) | (N=343) | (N=247) | (N=270) | (N=307) |
| **Culturally Alienated** | 51% | 17% | 21% | 27% | 30% | 23% |
| **Anti-Elite Populists** | 14% | 21% | 24% | 39% | 42% | 28% |
| **Moderate Pessimists** | 27% | 41% | 31% | 20% | 16% | 42% |
| **Status Quo Supporters** | 9% | 22% | 24% | 14% | 12% | 7% |

Culture War Clusters

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# Culture Wars *by* Time for a Change

Time for Change Liberals

| Culture War Clusters | Core LPC (N=323) | Soft LPC (N=132) | Time for change (N=199) | Uncertain (N=152) | Soft anti-LPC (N=328) | Hostile (N=366) |
|---|---|---|---|---|---|---|
| Culturally Alienated | 8% | 18% | 18% | 14% | 27% | 60% |
| Anti-Elite Populizsts | 25% | 35% | 37% | 23% | 34% | 23% |
| Moderate Pessimists | 31% | 32% | 32% | 53% | 31% | 13% |
| Status Quo Supporters | 36% | 15% | 13% | 11% | 9% | 3% |

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# Federal Vote *by* Culture Wars

Culture War Clusters

| Combined Federal Vote | Culturally Alienated (N=413) | Anti-Elite Populists (N=432) | Moderate Pessimists (N=436) | Status Quo Supporters (N=219) |
|---|---|---|---|---|
| Conservative | 57% | 28% | 29% | 10% |
| Liberal | 14% | 32% | 37% | 68% |
| NDP | 7% | 15% | 6% | 7% |
| Bloc | 5% | 7% | 6% | 6% |
| Green | 2% | 6% | 3% | 2% |
| Other | 2% | 1% | 2% | 1% |

**Note:** Undecided/Don't know (8%) and Would not vote/None (4%) not shown.

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# Methodology

# Survey Methodology

**These are the results of an online survey conducted between December 4th and December 14th, 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=2,159 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,500 based on Census data from Statistics Canada.

**Field Dates:** Between December 4th and December 14th, 2025.

**Weighting:** Results are weighted by age, gender, region, education, language, and self-reported federal past vote to ensure the sample reflects the actual population, approximating a probability sample based on Census data. Both 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.

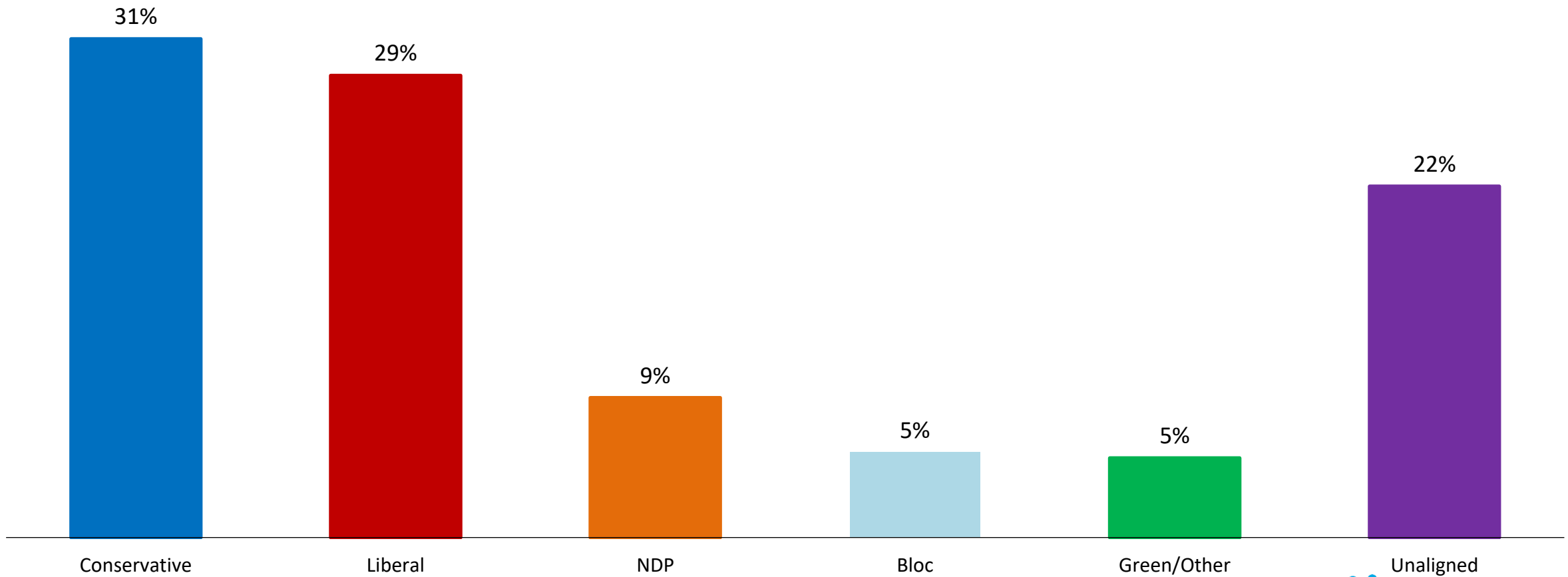| | Unweighted (n) | Unweighted (%) | Weighted (n) | Weighted (%) |
|---|---|---|---|---|
| **Men 18-34** | 205 | 9.5% | 203 | 13.6% |
| **Men 35-54** | 315 | 14.6% | 238 | 16.0% |
| **Men 55+** | 530 | 24.6% | 288 | 19.3% |
| **Women 18-34** | 238 | 11.1% | 198 | 13.2% |
| **Women 35-54** | 336 | 15.6% | 248 | 16.6% |
| **Women 55+** | 527 | 24.5% | 319 | 21.4% |
| | | | | |
| **British Columbia** | 354 | 16.4% | 211 | 14.1% |
| **Alberta** | 284 | 13.2% | 166 | 11.1% |
| **Prairies** | 156 | 7.2% | 98 | 6.5% |
| **Ontario** | 815 | 37.7% | 579 | 38.6% |
| **Québec** | 428 | 19.8% | 345 | 23.0% |
| **Atlantic** | 122 | 5.7% | 101 | 6.7% |

# Appendices

# Detailed Segments
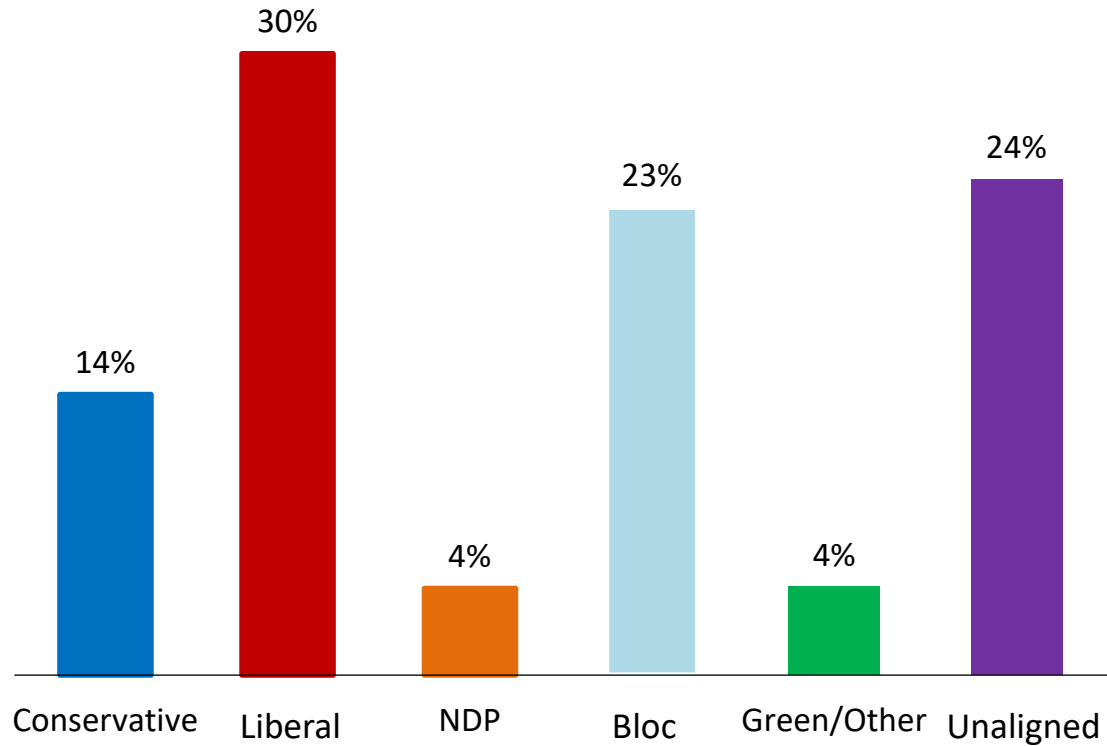
# Party Identification

# Federal Party ID

**Q** Thinking about politics in Canada, generally speaking, do you usually think of yourself as a...
[asked of all respondents; n=1,000]
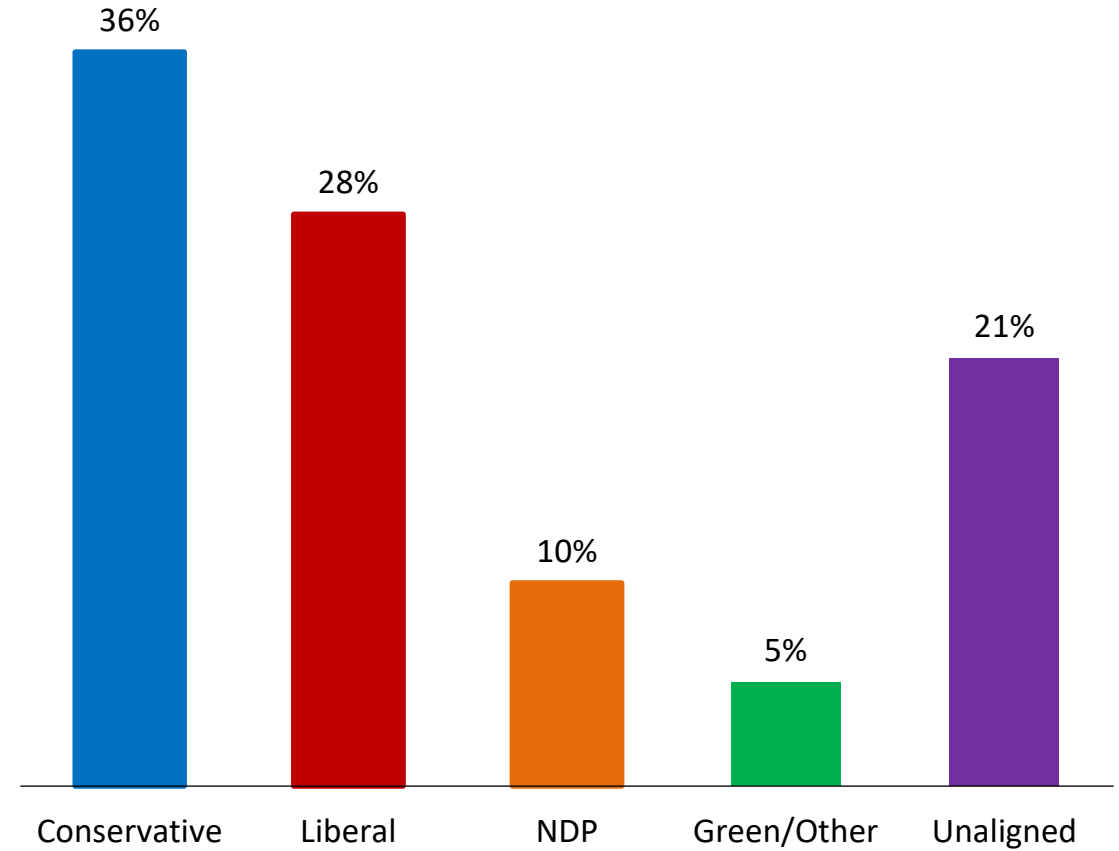
# Federal Party ID (Quebec vs. ROC)

## Party ID: Quebec

[Respondents in Quebec; n=230]



- Conservative: 14%
- Liberal: 30%
- NDP: 4%
- Bloc: 23%
- Green/Other: 4%
- Unaligned: 24%

## Party ID: Rest of Canada

[Respondents in the rest of Canada; n=770]



- Conservative: 36%
- Liberal: 28%
- NDP: 10%
- Green/Other: 5%
- Unaligned: 21%

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# Value Clusters

# Core Political Values

**Q** When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on…?
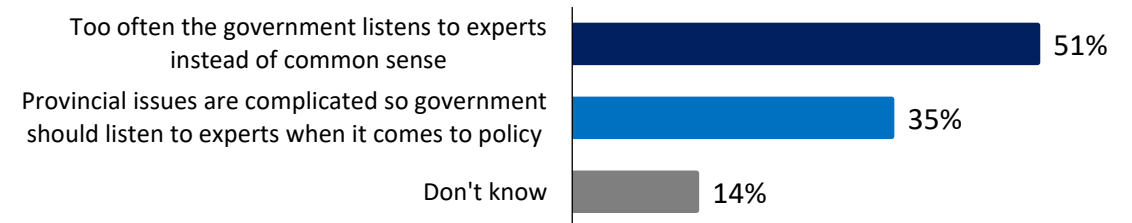[asked of all respondents; n=1,500]
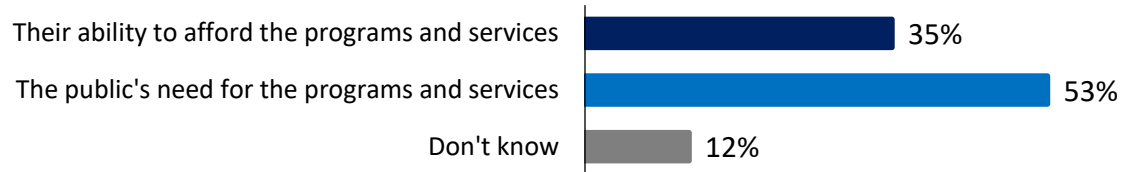
- Their ability to afford the programs and services — 35%
- The public's need for the programs and services — 53%
- Don't know — 12%
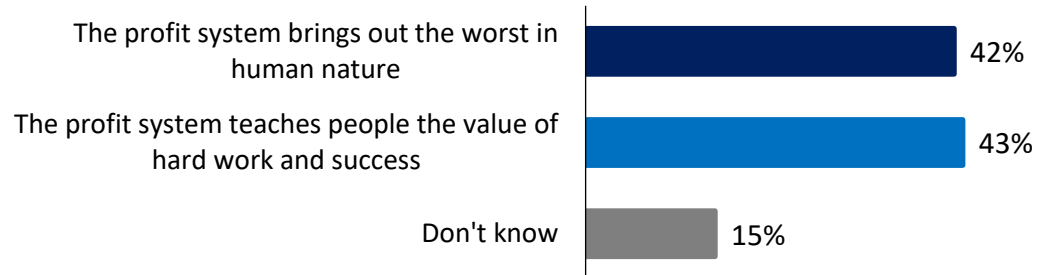
**Q** Is the main role of government to…?
[asked of all respondents; n=1,500]

- To create equal opportunity so that everyone can compete on their own to… — 58%
- To redistribute wealth so that the poor and disadvantaged have more than they… — 31%
- Don't know — 11%

**Q** Which of the following statements comes closest to your view?
[asked of all respondents; n=1,500]

- The profit system brings out the worst in human nature — 42%
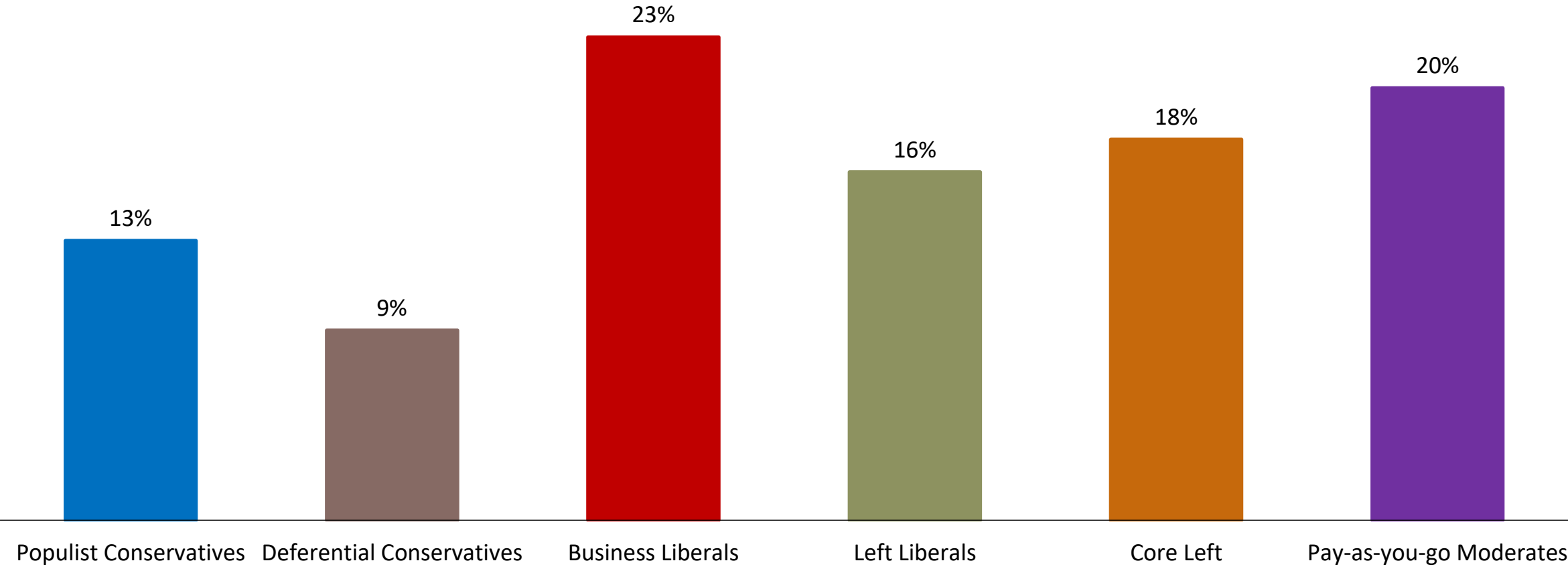- The profit system teaches people the value of hard work and success — 43%
- Don't know — 15%

**Q** When it comes to government decision making, which of the following statements is closest to your view?
[asked of all respondents; n=1,500]

- Too often the government listens to experts instead of common sense — 51%
- Provincial issues are complicated so government should listen to experts when it comes to policy — 35%
- Don't know — 14%

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# Value Clusters

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=1500]



| Populist Conservatives | Deferential Conservatives | Business Liberals | Left Liberals | Core Left | Pay-as-you-go Moderates |
|---|---|---|---|---|---|
| 13% | 9% | 23% | 16% | 18% | 20% |

Current data: December 2025

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# Best Prime Minister by Values Clusters

## Values Clusters

| Best Prime Minister | Populist Conservatives (N=198) | Deferential Conservatives (N=135) | Business Liberals (N=343) | Left Liberals (N=247) | Core Left (N=270) | Pay-as-you-go Moderates (N=307) |
|---|---|---|---|---|---|---|
| Liberal Leader | 21% | 40% | 47% | 40% | 38% | 30% |
| Conservative Leader | 59% | 36% | 27% | 22% | 20% | 30% |
| NDP Leader | 0% | 3% | 3% | 6% | 8% | 3% |
| Bloc Leader | 2% | 3% | 4% | 2% | 3% | 5% |
| Green Leader | 1% | 2% | 4% | 4% | 6% | 3% |
| PPC Leader | 1% | 3% | 1% | 2% | 1% | 1% |
| Undecided/DK | 9% | 9% | 8% | 16% | 16% | 18% |
| None | 6% | 5% | 4% | 7% | 7% | 11% |

**Note:** Current data: December 2025

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# Time for Change

# Time for Change Tracking

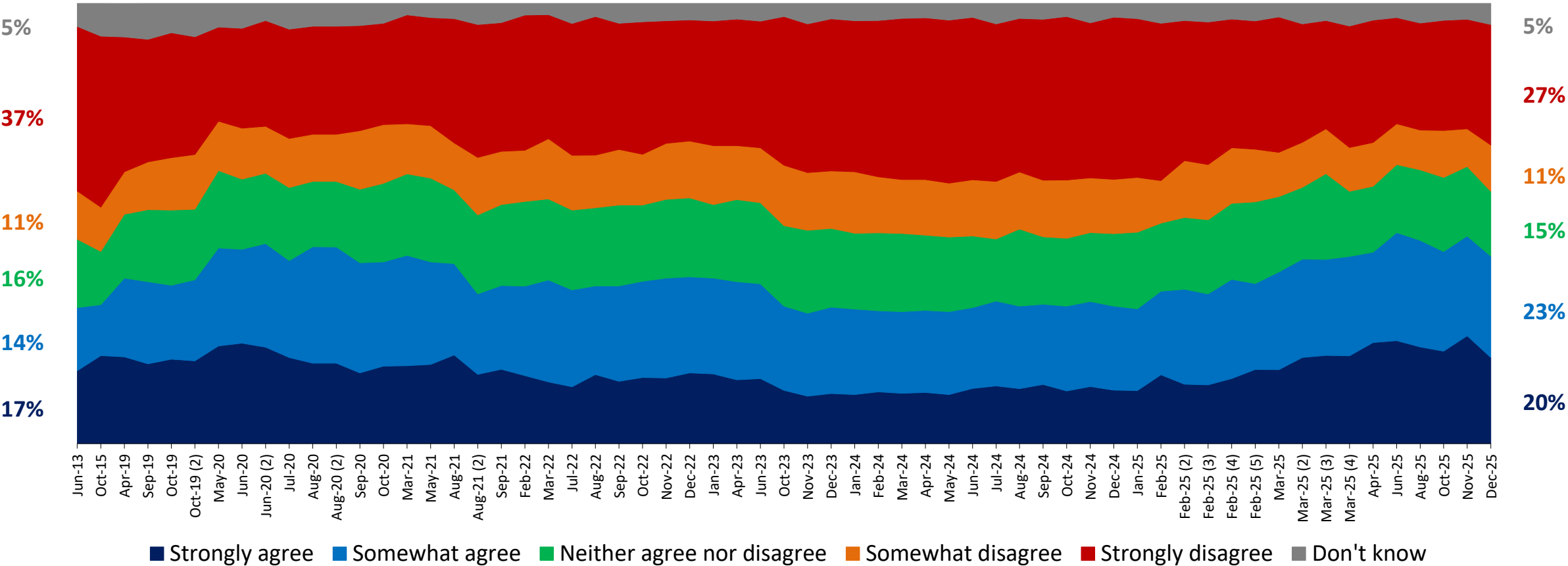**Q** Do you agree or disagree with the following statements? It is time for a change in government here in Canada
[asked of all respondents; n=1,500]



Legend: Strongly agree · Somewhat agree · Neither agree nor disagree · Somewhat disagree · Strongly disagree · Don't know

Left axis values: 6%, 15%, 6%, 12%, 15%, 47%

Right axis values: 4%, 14%, 9%, 16%, 20%, 36%

Current data: February 2025
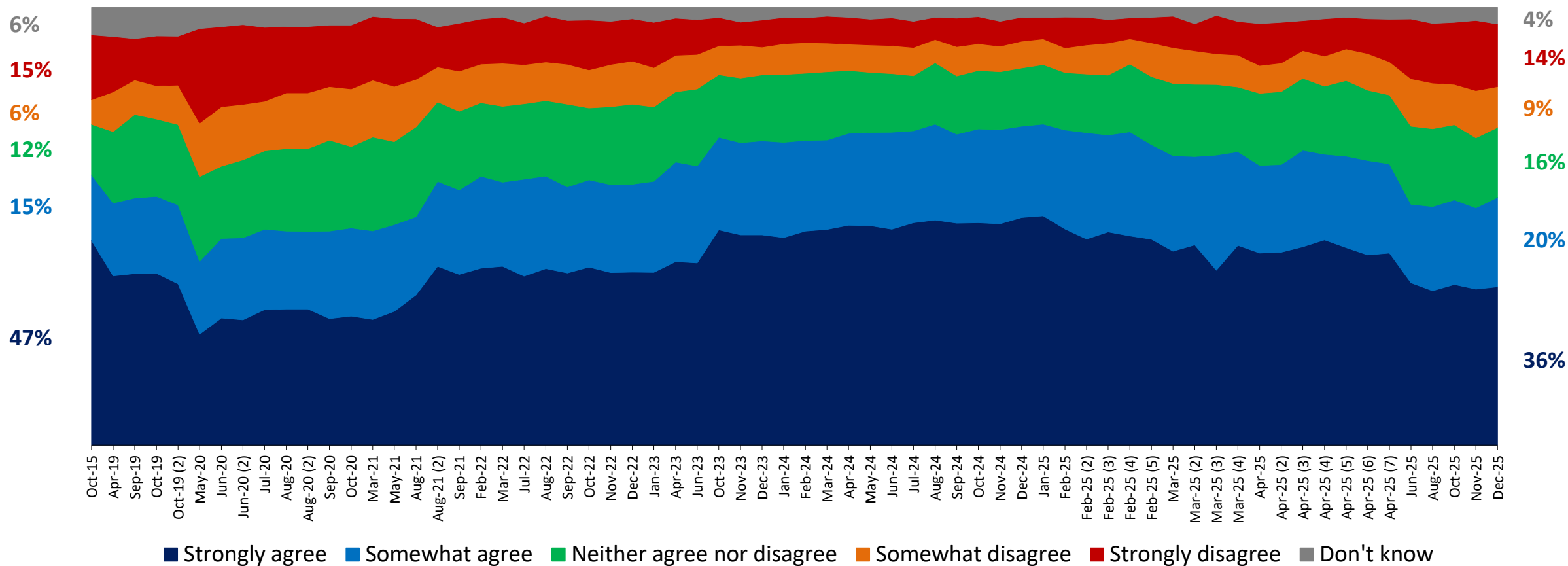
# Liberals Best Party to Form Government Tracking

**Q** 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=1500]



Left axis: 5%, 37%, 11%, 16%, 14%, 17%

Right axis: 5%, 27%, 11%, 15%, 23%, 20%

Legend: ■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ Don't know

Current data: December 2025

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# Time for Change Segmentation

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=1500]



Current data: December 2025
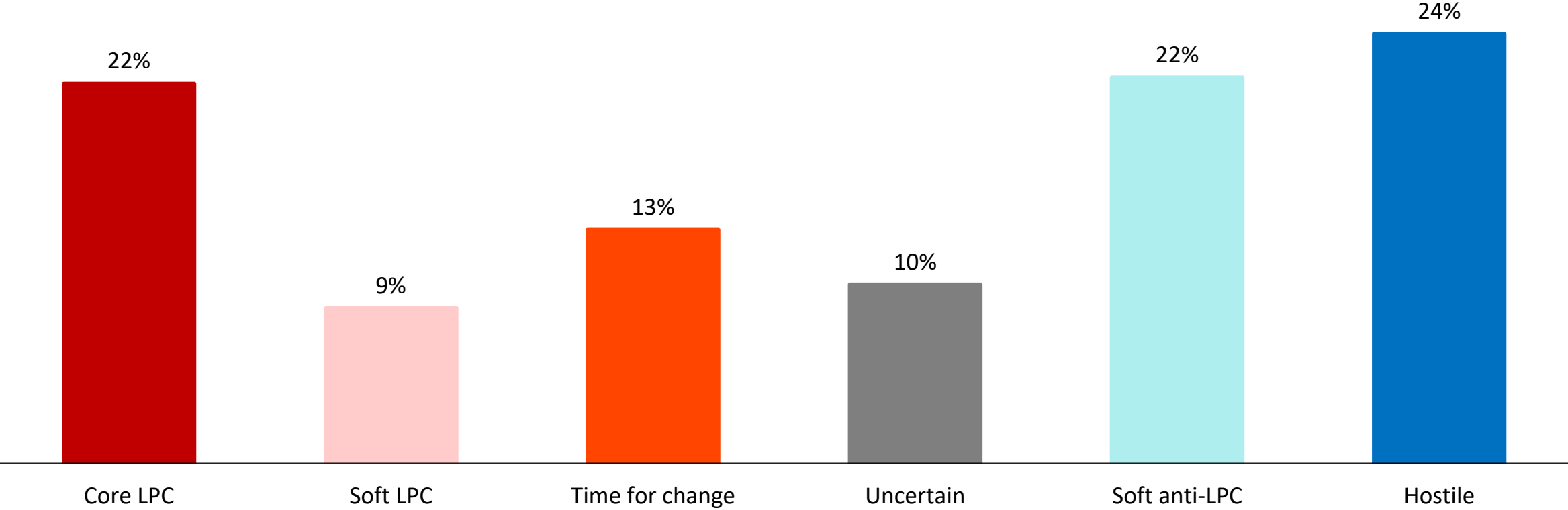
# Best Prime Minister *by* Time for Change Segments

Time for Change Segments

| Best Prime Minister | Core LPC (N=323) | Soft LPC (N=132) | Time for change (N=199) | Uncertain (N=152) | Soft anti-LPC (N=328) | Hostile (N=366) |
|---|---|---|---|---|---|---|
| Liberal Leader | 92% | 67% | 52% | 18% | 10% | 1% |
| Conservative Leader | 0% | 4% | 22% | 10% | 37% | 75% |
| NDP Leader | 1% | 5% | 3% | 3% | 9% | 3% |
| Bloc Leader | 1% | 3% | 2% | 6% | 6% | 3% |
| Green Leader | 3% | 4% | 5% | 4% | 6% | 1% |
| PPC Leader | 0% | 0% | 2% | 1% | 1% | 3% |
| Undecided/DK | 1% | 14% | 9% | 39% | 20% | 8% |
| None | 1% | 3% | 4% | 19% | 10% | 7% |

**Note:** Current data: December 2025

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