

# Canada This Month

## The Potential of Left Populism

Public Opinion Research  
Release Date: April 1  
Field Dates: Dec 4th to Dec 14th, 2025

# Table of Contents

---

<b>Key Findings</b>	<b>4</b>
<b>Key Voter Segments</b>	<b>5</b>
<b>Culture Wars 5 Segments</b>	<b>8</b>
<b>Methodology</b>	<b>15</b>
<b>Appendices</b>	<b>17</b>

---

# Study Overview



This report examines data from our December 2025 Cultural Alienation study and our ongoing Value segments with an eye to the prospects for the federal NDP's potential voter base.

# Key Findings

**1**

**More than one-in-four Canadians belong to the Alienated Populist Left, three times the size of the current NDP vote.**

At 27% of the electorate (n=401), the Alienated Populist Left is the largest culture war segment. They are anti-market/elite/expert and reject the current system, 81% believe the system is rigged for elites, 90% say elites don't care about ordinary Canadians, and 76% say Canadian institutions are broken.

**2**

**46% of the Alienated Populist Left currently vote Conservative and only 14% NDP.**

This segment shares almost nothing with the Status Quo Economic Right or Alienated Populist Right on values, and Avi Lewis's populist message speaks to them, making them more winnable for the NDP than for the Liberals, who draw only 24% of this segment.

**3**

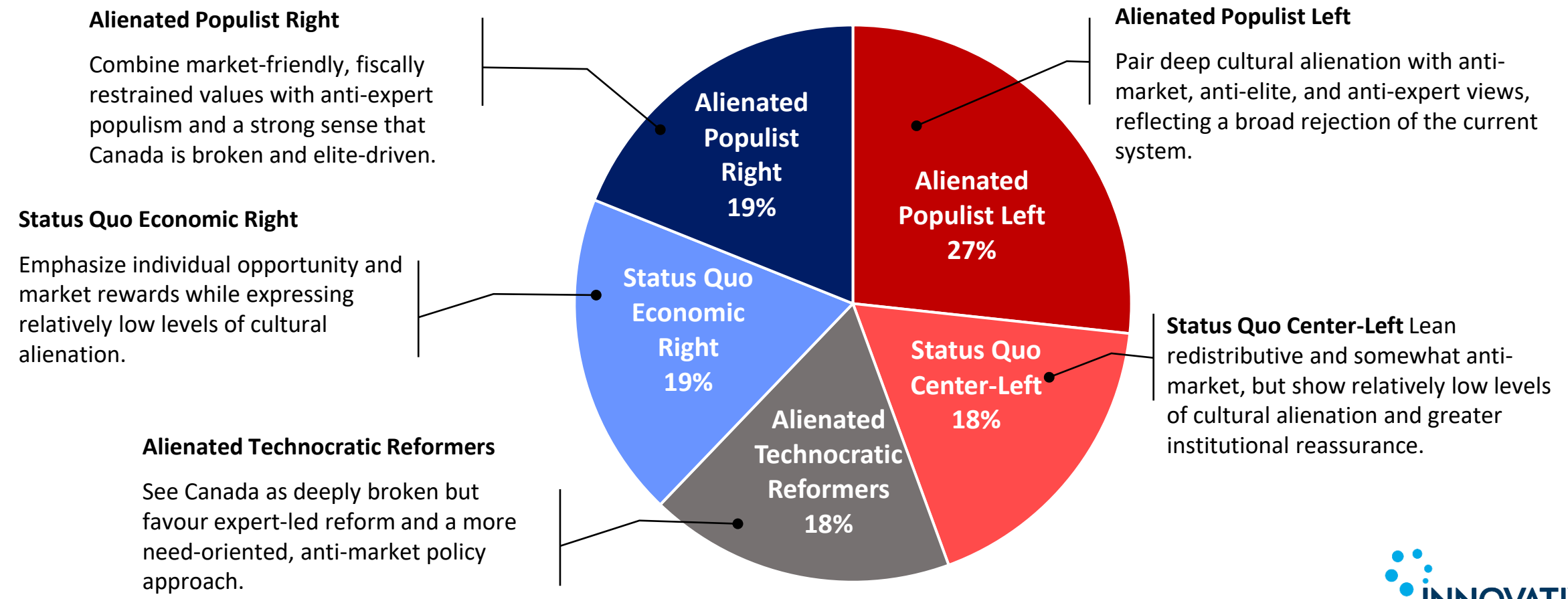
**Alienated Populist Left do not map cleanly onto the traditional left agenda.**

Nearly split on whether the government's core role is to create equal opportunity (41%) or redistribute wealth (46%). They are unified on common sense over expert-led governance (90% vs. 0%). They believe the profit system (79%) brings out the worst in human nature. When it comes to government spending, 65% say decisions should be driven by public need rather than fiscal capacity (24%). Whether this openness to distributing wealth plays into Avi Lewis' proposed policies (such as public options for groceries and housing) remains to be seen.

# Key Voter Segments

# Culture Wars Clusters: Canadians differ in their views toward the establishment and national identity

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 five clusters.



# **Culture Wars and Value Segments**

# Culture Wars Segmentation

## Core Culture Wars by Cultural Wars Segmentation

		Alienated Populist Left (n=401)	Status Quo Center-Left (n=265)	Alienated Technocratic Reformers (n=266)	Status Quo Economic Right (n=283)	Alienated Populist Right (n=284)
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	26%	12%	16%	25%	54%
	The balance between teaching pride in Canadian history and acknowledging Canada's mistakes is right as it is	50%	51%	53%	59%	33%
	There should be more focus on acknowledging the mistakes Canada made in its history	14%	14%	27%	8%	8%
Which of the following statements comes closest to your view?	Average Canadians are well served by Canada's political, economic and social systems	7%	67%	2%	77%	7%
	Canada's political, economic and social systems are rigged to benefit Canada's elites at the expense of average Canadians	81%	<1%	89%	5%	80%
Canadian institutions are broken	Agree	76%	16%	67%	21%	83%
Canadians have lost a shared sense of who we are	Agree	79%	21%	64%	35%	87%
Canadian elites don't care about ordinary Canadians	Agree	90%	40%	85%	42%	91%
Canada is heading down a road that will leave a mess for future generations	Agree	82%	21%	70%	29%	90%

# Core political values by Culture Wars: Over two-in-three of Alienated Populist Left Canadians believe government should rely on common sense

Core Political Values by Cultural Wars Clusters

Column %		Alienated Populist Left	Status Quo Center-Left	Alienated Technocratic Reformers	Status Quo Economic Right	Alienated Populist Right
		(n=401)	(n=265)	(n=266)	(n=283)	(n=284)
Governments should base decisions on...	Ability to afford	24%	16%	22%	45%	72%
	Public Need	65%	57%	71%	45%	24%
Is the main role of government to...?	Create equal opportunity	41%	19%	52%	92%	89%
	Redistribute wealth	46%	55%	40%	3%	7%
When it comes to government decision making...	Rely on common sense	90%	21%	0%	39%	86%
	Listen to experts	0%	49%	90%	47%	8%
The profit system...	Brings out the worst in human nature	79%	46%	66%	5%	0%
	Teaches value of hard work and success	6%	22%	22%	86%	92%

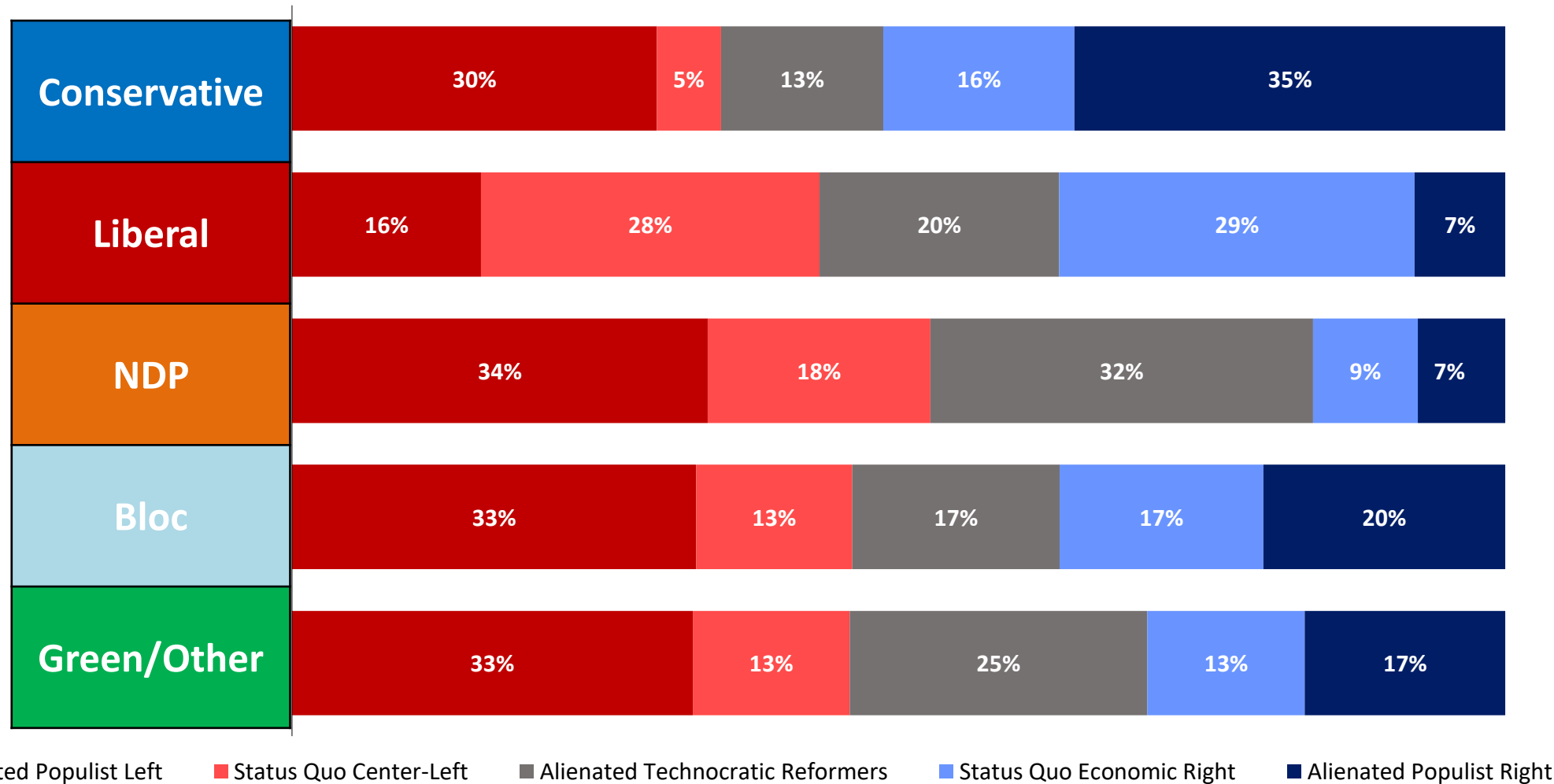
Note: Current data: December 2025

# Federal Vote *by* Culture Wars: Populist Right is a cons. stronghold, Center Left is liberal, NDP draws evenly across left clusters

Culture War Clusters

		Alienated Populist Left (n=332)	Status Quo Center-Left (n=215)	Alienated Technocratic Reformers (n=244)	Status Quo Economic Right (n=265)	Alienated Populist Right (n=257)
Decided Federal Vote	Conservative	46%	12%	28%	30%	70%
	Liberal	24%	66%	41%	56%	15%
	NDP	14%	12%	18%	4%	4%
	Bloc	9%	6%	6%	6%	7%
	Green	5%	2%	6%	2%	3%
	Other	2%	2%	1%	1%	2%

# Culture Wars BY Federal Decided Vote: Conservative support is rooted in systemic disillusionment; NDP also draws from alienated populations



# Methodology

# Survey Methodology – December 2025 Culture War Segments



**These are the results of an online survey conducted between December 4<sup>th</sup> and December 14<sup>th</sup>, 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 4<sup>th</sup> and December 14<sup>th</sup>, 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 (%)
<b>Men 18-34</b>	205	9.5%	203	13.6%
<b>Men 35-54</b>	315	14.6%	238	16.0%
<b>Men 55+</b>	530	24.6%	288	19.3%
<b>Women 18-34</b>	238	11.1%	198	13.2%
<b>Women 35-54</b>	336	15.6%	248	16.6%
<b>Women 55+</b>	527	24.5%	319	21.4%
<b>Region</b>				
<b>British Columbia</b>	354	16.4%	211	14.1%
<b>Alberta</b>	284	13.2%	166	11.1%
<b>Prairies</b>	156	7.2%	98	6.5%
<b>Ontario</b>	815	37.7%	579	38.6%
<b>Québec</b>	428	19.8%	345	23.0%
<b>Atlantic</b>	122	5.7%	101	6.7%

# Appendices

# **Culture War Cluster Attitudes**

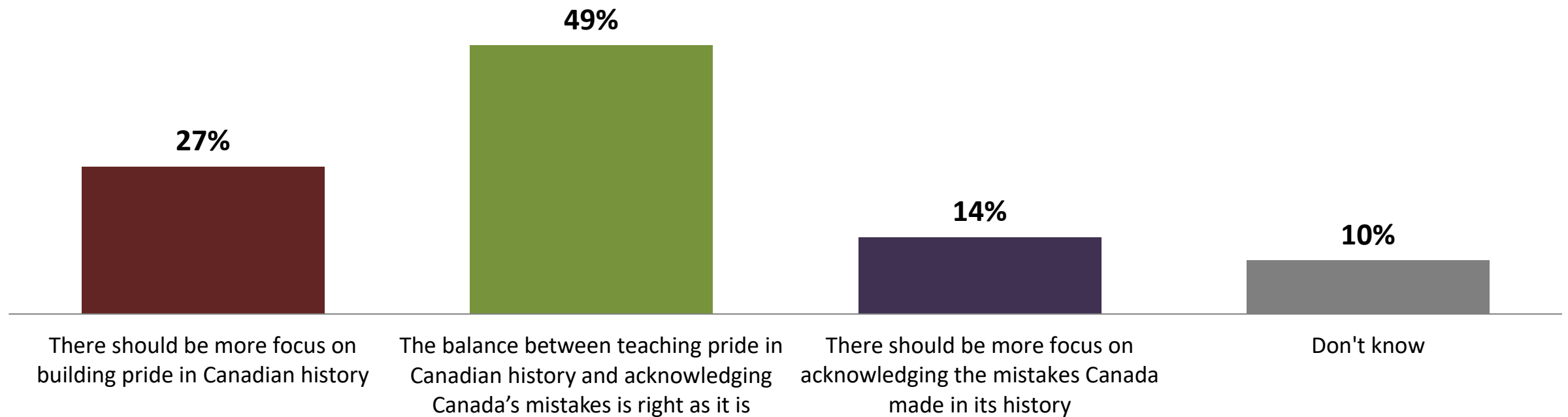
# Canadian History | Pride vs Acknowledgement

## Plurality say schools have right balance between teaching pride and acknowledging mistakes



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]

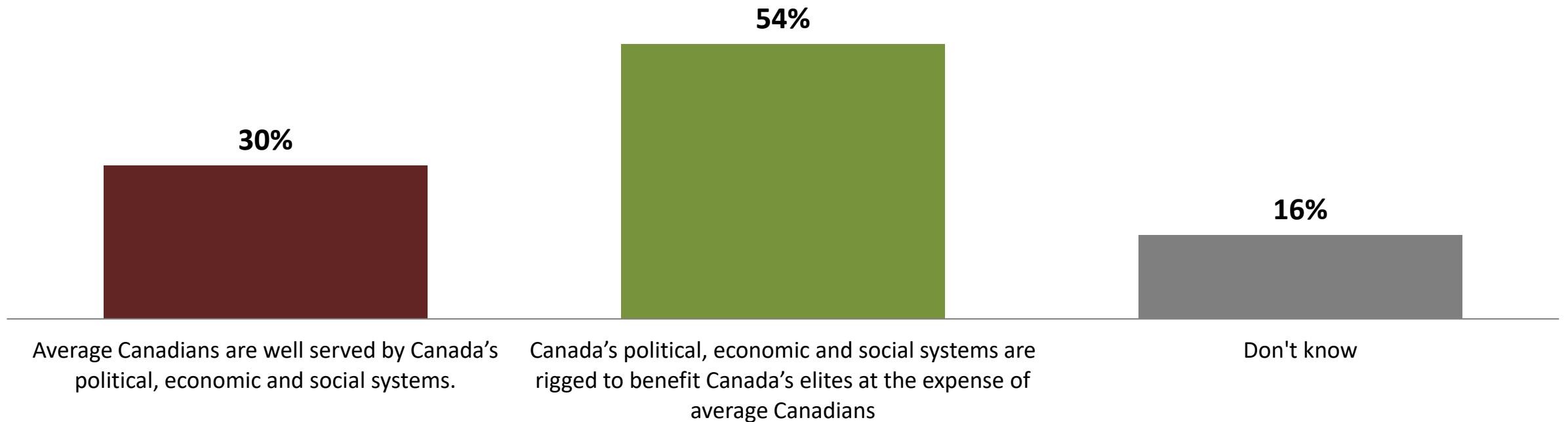


# Canadian System | System Serves Canadians well vs System Rigged: Majority<sup>17</sup> say political, economic and social systems are rigged to benefit Canada's elites



Which of the following statements comes closest to your view ...

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



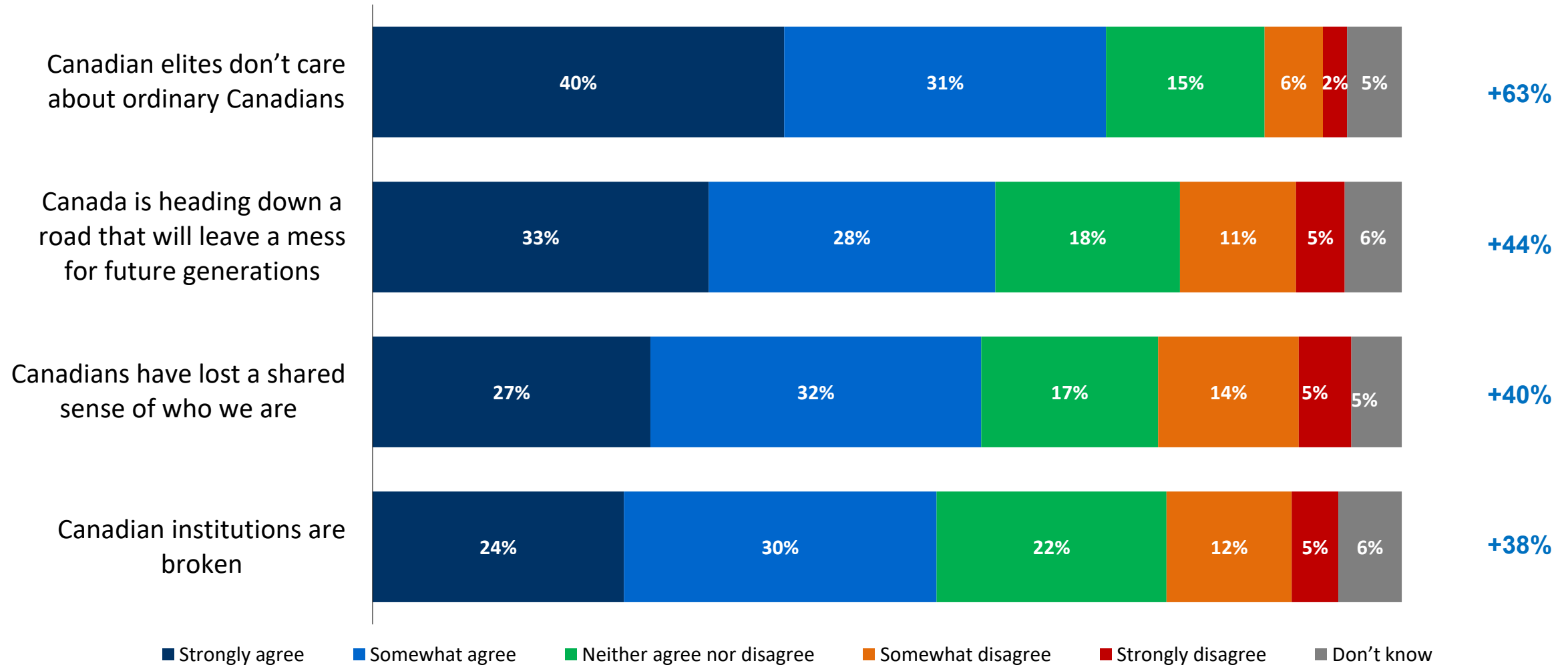
# Canadian Democratic Malaise: Large majorities of Canadians agree the country is experiencing a democratic malaise, marked by distrust of elites



Do you agree or disagree with the following statements ...

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

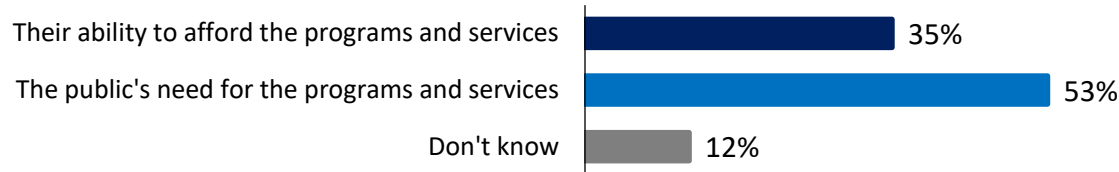
**Net Agree**



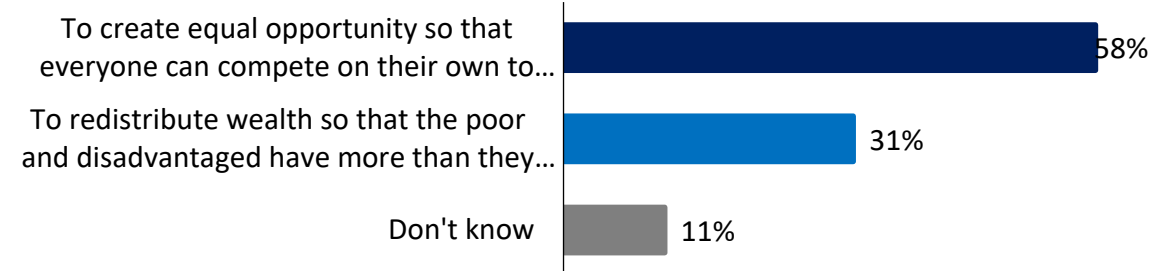
# **Core Value Cluster Statements**

# Core Political Values: Nearly 3-in-5 believe government should base spending decisions on public need for programs and services

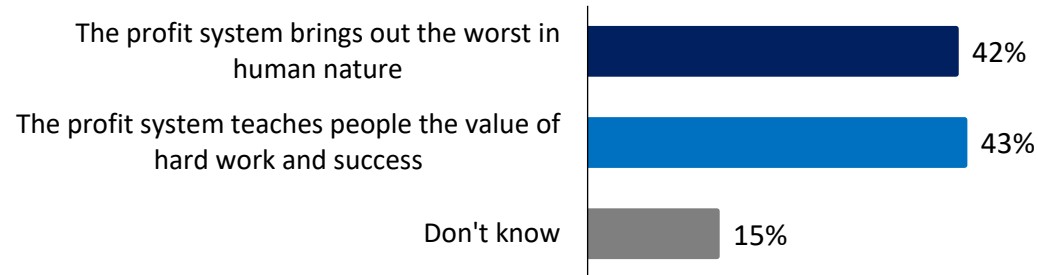
**Q** When governments make major decisions concerning spending on programs and services, do you think they should be basing their decisions mainly on...?  
[asked of all respondents; n=1,500]



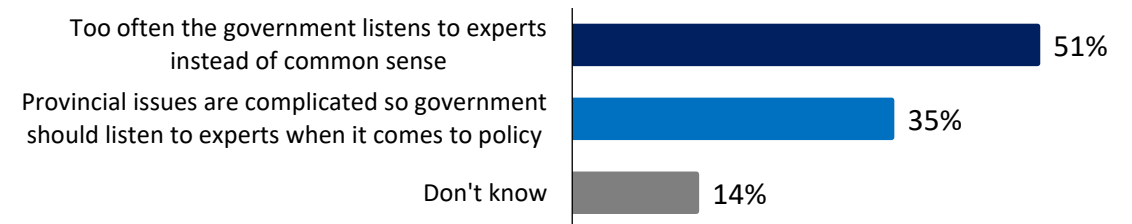
**Q** Is the main role of government to...?  
[asked of all respondents; n=1,500]



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



**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]





For more information, please contact:

**Greg Lyle**

**President**

(416) 642-6429

[glyle@innovativeresearch.ca](mailto:glyle@innovativeresearch.ca)

**Report Contributors:**

**Sarah Lachance**, Senior Consultant

**Marina Mandic**, Manager, Omnibus Research Services

**Building Understanding.**

