Canadians are noticeably more likely to trust Carney to keep campaign promises than Poilievre.

Nanos will be tracking opinion on a nightly basis throughout the 45ᵗʰ Canadian federal election campaign. Visit www.theglobeandmail.com, www.ctvnews.ca or www.nanos.co to access the latest data and analysis.

"

Overall, Liberal leader Carney has a trust advantage over Conservative leader Poilievre (48% of Canadians trust Carney, 27% of Canadians trust Poilievre) when it comes to keeping promises. Of note, undecided voters report they are more likely to trust Carney over Poilievre (32% trust Carney, 10% trust Poilievre, 31% trust neither and 23% are unsure).

Eight in ten committed Liberal voters (82%) trust Carney to keep promises while three in four Conservatives trust Poilievre to keep promises (73%). (Field ending April 3, 2025).

"

Nik Nanos, Chief Data Scientist

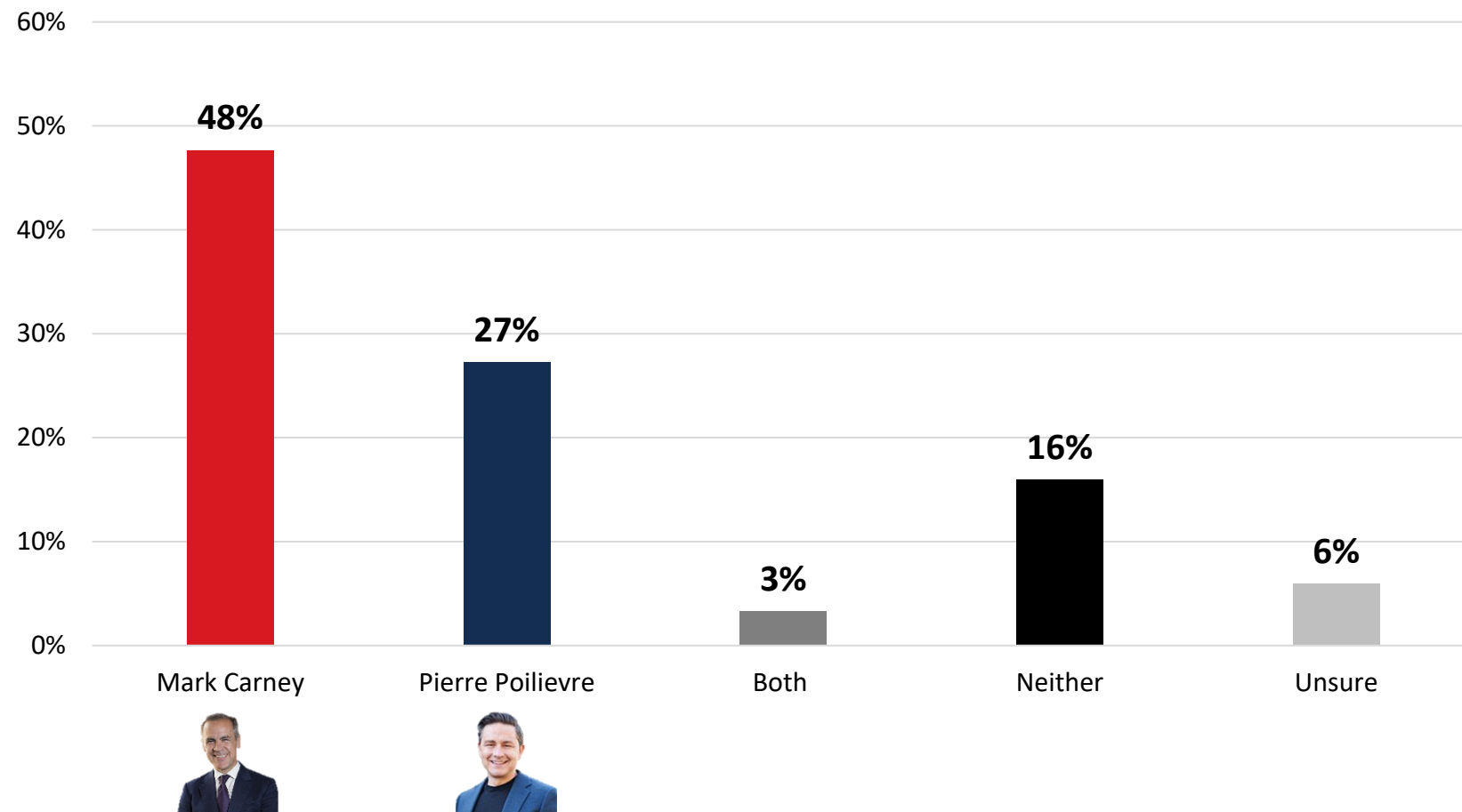CTV NEWS   THE GLOBE AND MAIL*   ⓝ NANOS ELXN

Trust in Campaign Promises

Question: Of the two federal party leaders most likely to win the next federal election, who do you trust most to keep campaign promises if they win? [ROTATE]

Source: CTV-Globe and Mail/Nanos Research tracking survey, April 1 to 3, 2025, n=1239, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here.

Contact: Nik Nanos
nik@nanos.co
@niknanos

Ottawa: (613) 234-4666 x 237
Website: www.nanos.co

Mark Carney	48%
Pierre Poilievre	27%
Both	3%
Neither	16%
Unsure	6%

Trust in Campaign Promises – by region

Question: Of the two federal party leaders most likely to win the next federal election, who do you trust most to keep campaign promises if they win? [ROTATE]

Source: Globe and Mail-CTV/Nanos Research tracking survey, April 1 to 3, 2025, n=1239, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here.

Contact: Nik Nanos
                 nik@nanos.co
                 @niknanos

Ottawa: (613) 234-4666 x 237
Website: www.nanos.co

	April 3, 2025 Canada (n=1239)	Atlantic (n=127)	Quebec (n=297)	Ontario (n=373)	Prairies (n=254)	B.C. (n=188)
Mark Carney	47.7%	57.8%	55.6%	49.7%	32.3%	43.3%
Pierre Poilievre	27.2%	15.0%	15.8%	25.9%	48.3%	29.1%
Both	3.3%	3.7%	3.6%	3.5%	2.0%	3.4%
Neither	16.0%	17.8%	17.0%	15.7%	13.6%	17.1%
Unsure	5.9%	5.8%	8.0%	5.3%	3.8%	7.1%

Trust in Campaign Promises – by age and gender

Question: Of the two federal party leaders most likely to win the next federal election, who do you trust most to keep campaign promises if they win? [ROTATE]

Source: CTV-Globe and Mail/Nanos Research tracking survey, April 1 to 3, 2025, n=1239, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here.

Contact: Nik Nanos
nik@nanos.co
@niknanos

Ottawa: (613) 234-4666 x 237
Website: www.nanos.co

	April 3, 2025 Canada (n=1239)	Men (n=671)	Women (n=568)	18 to 34 (n=209)	35 to 54 (n=413)	55 plus (n=617)
Mark Carney	47.7%	42.9%	52.2%	35.8%	46.8%	56.0%
Pierre Poilievre	27.2%	34.1%	20.7%	32.3%	28.9%	22.6%
Both	3.3%	3.7%	2.8%	4.1%	3.2%	2.7%
Neither	16.0%	14.9%	17.0%	20.1%	16.9%	12.5%
Unsure	5.9%	4.4%	7.4%	7.6%	4.2%	6.1%

Trust in Campaign Promises – by vote profile

Question: Of the two federal party leaders most likely to win the next federal election, who do you trust most to keep campaign promises if they win? [ROTATE]

Source: Globe and Mail-CTV/Nanos Research tracking survey, April 1 to 3, 2025, n=1239, accurate 2.8 percentage points plus or minus, 19 times out of 20. See full methodology here.

Contact: Nik Nanos
        nik@nanos.co
        @niknanos

Ottawa: (613) 234-4666 x 237
Website: www.nanos.co

	April 3, 2025 Canada (n=1239)	LPC (n=526)	CPC (n=409)	NDP (n=103)	Bloc (n=62)	GPC (n=19)*	PPC (n=14)*	Undecided (n=100)
Mark Carney	47.7%	82.4%	7.2%	57.0%	50.6%			32.4%
Pierre Poilievre	27.2%	2.4%	73.0%	1.5%	13.2%			10.1%
Both	3.3%	2.9%	2.4%	5.2%	7.7%			3.4%
Neither	16.0%	7.2%	12.9%	33.6%	26.9%			30.7%
Unsure	5.9%	5.2%	4.5%	2.7%	1.5%			23.4%

*Shaded due to a sample size of less than 30.

The CTV-Globe and Mail/Nanos nightly federal election tracking conducted by Nanos Research surveys 1,200 Canadians aged 18 years and over three days (400 interviews each day). Respondents are all randomly recruited through a dual-frame (cell- and land-line) RDD sample using live agents. Three quarters of the sample are administered the questionnaire by telephone and one quarter is administered the same questionnaire online. The random sample may be weighted by age and gender according to the latest Canadian census data. Throughout the election, the interviews are compiled into a three-night rolling average of 1,200 interviews, with the oldest group of 400 interviews being replaced by a new group of 400 each evening. The current data covers the three-night period ending April 3rd, 2025.

A random survey of 1,239 Canadians is accurate ±2.8 percentage points, plus or minus, 19 times out of 20.

The full methodology is detailed in the technical note in this report. This research was conducted and released in accordance with the standards of the CRIC of which the firm is an accredited member.

Full data tables with weighted and unweighted number of interviews is here.

Note: Charts may not add up to 100 due to rounding.

METHODOLOGY

Element	Description
Research sponsor	Globe and Mail-CTV
Population and Final Sample Size	1,239 Randomly selected individuals, three-day sample of 400 individuals each day compiled into a three-day rolling average.
Source of Sample	Nanos Insights Labs Probability Panel and RDD cell- land-lines.
Type of Sample	Probability
Margin of Error	±2.8 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey (75%) and online deployed to Nanos Insights Labs Probability Panel (25%).
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.
Demographics (Other)	Education, income
Fieldwork/Validation	Live interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs for the telephone sample.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm
Field Dates	April 1st to 3rd, 2025
Language of Survey	The survey was conducted in English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/

Element	Description
Weighting of Data	The results may be weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure.
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line or internet could not participate.
Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada.
Estimated Response Rate	Seven percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire. FEDERAL Ballot was released as Part 1.
Question Content	This was module two of a nightly tracking survey.
Question Wording	The questionnaire includes questions on which parties people would consider, then explores ballot and preferred prime minister preferences and closes with issue questions identified by CTV-Globe and Mail and demographics.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Tabulations	By region, age, gender and number of weighted and unweighted interviews By vote profile and number of weighted and unweighted interviews

TECHNICAL NOTE

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence.   Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. www.ethicstrategies.com

ABOUT NANOS

Learn more about the Nanos Data Portal service offering. Subscribe today to the Economic, Issue & Sentiment Tracking Portal or the Federal Political Tracking Portal.

Also, for the 2025 Canadian Federal Election track vote consideration, vote preferences and preferred Prime Minister, with data broken down by demographics including age, gender and regions across the country with our new daily numbers.

Sign up | Learn more

Stay ahead of the curve with the Nanos Data Portals, designed to provide you with insights into consumer confidence, mental health and wellness, public opinion on foreign and domestic policy issues, political preferences and much more. Whether you are a researcher, policymaker, or business leader, our platform delivers actionable intelligence that helps you understand the shifting landscape of public sentiment. Dive deep into customizable visualizations and reports that highlight historical trends. Make informed decisions backed by data that matters. Engage your audience with a resource that transforms complex information into clear, actionable insights.

NANOS DATA PORTALS

n NANOS

Any questions?

✉

Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

For more information on the firm, please visit www.nanos.co

NANOS