



Leadership and platform drive the vote for both Conservatives and Liberals, but with different emphasis.

(April 21 to April 23, 2025)

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.

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Liberals are more likely to be driven by a federal party leader they trust (50%) and a platform or policy they like (17%), while Conservatives are more likely to be driven by a platform or policy they like (37%) and a federal party leader they trust (26%). Of note, the lowest ranking factors are party loyalty (nine percent), a local candidate they like (seven percent) and the federal party leaders debate (five percent).

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***Nik Nanos, Chief Data Scientist
Survey ending April 23, 2025***

The most influence on vote decision – by region

Question: What is influencing or has influenced your vote decision the most? [RANDOMIZE]

Source: CTV News-Globe and Mail/Nanos Research tracking survey, April 21 to 23, 2025, n=1307, accurate 2.7 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

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	April 23, 2025 Canada (n=1,307)	Atlantic (n=137)	Quebec (n=307)	Ontario (n=382)	Prairies (n=297)	B.C. (n=184)
A federal party leader you trust	33.6%	39.9%	30.7%	35.3%	33.2%	31.0%
A platform/policy you like	24.9%	23.0%	15.9%	24.4%	33.3%	31.7%
Strategically voting against a party	12.5%	11.5%	12.5%	13.3%	11.1%	12.5%
A party you feel loyal to	8.8%	6.1%	10.6%	8.2%	6.8%	11.0%
A local candidate you like	7.0%	6.6%	9.9%	6.9%	4.6%	5.7%
The federal party leaders debate	4.9%	7.3%	6.3%	4.5%	2.9%	5.0%
Unsure	8.3%	5.6%	14.1%	7.4%	8.1%	3.0%

The most influence on vote decision – by age and gender

Question: What is influencing or has influenced your vote decision the most? [RANDOMIZE]

Source: CTV News-Globe and Mail/Nanos Research tracking survey, April 21 to 23, 2025, n=1307, accurate 2.7 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

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	April 23, 2025 Canada (n=1,307)	Men (n=673)	Women (n=634)	18 to 34 (n=262)	35 to 54 (n=475)	55 plus (n=570)
A federal party leader you trust	33.6%	31.4%	35.7%	23.9%	34.9%	39.2%
A platform/policy you like	24.9%	29.5%	20.6%	31.3%	27.4%	18.6%
Strategically voting against a party	12.5%	10.3%	14.6%	13.7%	12.4%	11.8%
A party you feel loyal to	8.8%	8.7%	8.8%	6.1%	9.3%	10.1%
A local candidate you like	7.0%	7.3%	6.7%	8.2%	6.4%	6.7%
The federal party leaders debate	4.9%	4.7%	5.1%	7.5%	3.0%	4.7%
Unsure	8.3%	8.3%	8.4%	9.4%	6.7%	9.0%







The most influence on vote decision – by vote profile

Question: What is influencing or has influenced your vote decision the most? [RANDOMIZE]

Source: CTV News-Globe and Mail/Nanos Research tracking survey, April 21 to 23, 2025, n=1307, accurate 2.7 percentage points plus or minus, 19 times out of 20. [See full methodology here.](#)

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	April 23, 2025 Canada (n=1,307)	 LPC (n=538)	 CPC (n=477)	 NDP (n=92)	 Bloc (n=66)	 GPC (n=35)	 PPC (n=17)*	Undecided (n=81)
A federal party leader you trust	33.6%	49.6%	26.4%	25.0%	21.3%	6.2%		10.7%
A platform/policy you like	24.9%	16.5%	37.3%	19.8%	17.6%	25.7%		14.4%
Strategically voting against a party	12.5%	11.9%	10.3%	21.1%	14.7%	23.8%		15.7%
A party you feel loyal to	8.8%	8.5%	8.2%	8.6%	15.4%	14.4%		6.1%
A local candidate you like	7.0%	4.9%	6.5%	13.4%	15.5%	9.0%		6.7%
The federal party leaders debate	4.9%	4.3%	5.7%	4.5%	3.9%	10.2%		2.2%
Unsure	8.3%	4.3%	5.6%	7.7%	11.5%	10.6%		44.2%

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

METHODOLOGY

The CTV News-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 23, 2025.

A random survey of 1,307 Canadians is accurate ± 2.7 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: [by region age and gender](#); [by vote profile](#).

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



Element	Description	Element	Description
Research sponsor	The Globe and Mail-CTV News	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.
Population and Final Sample Size	1,307 Randomly selected individuals, three-day sample of 400 individuals each day compiled into a three day rolling average.	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.
Source of Sample	Nanos Insights Labs Probability Panel and RDD cell- land-lines.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line or internet could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada.
Margin of Error	±2.7 percentage points, 19 times out of 20.	Estimated Response Rate	Six percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey (75%) and online deployed to Nanos Insights Labs Probability Panel (25%).	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	This was module two of a nightly tracking survey.
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.	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.
Demographics (Other)	Education, income	Research/Data Collection Supplier	Nanos Research
Fieldwork/Validation	Live interviews with live supervision to validate work.	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 .
Number of Calls	Maximum of five call backs for the telephone sample.	Tabulations	By region, age, gender and number of weighted and unweighted interviews By vote profile and number of weighted and unweighted interviews
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm		
Field Dates	April 21 to 23, 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/		



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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.

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Any questions?



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