Most Canadians think this upcoming election is more important than previous federal elections.

CTV News

NANOS

This survey gauged the opinions of Canadians on the next federal election. Respondents were asked how important they believe the upcoming election is compared to previous ones, and what primarily influences their voting decisions—whether it's leaders, parties, policies, or local candidates. It also explored support for electoral reform measures such as online voting and mandatory participation.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,054 Canadians, 18 years of age or older, between March 29th and April 1st, 2025 as part of an omnibus survey. The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed here.

The research was commissioned by CTV News and was conducted by Nanos Research.

About the Research

KEY FINDINGS

1

MOST CANADIANS THINK THIS FEDERAL ELECTION IS MORE IMPORTANT THAN PREVIOUS ELECTIONS
Close to nine in ten Canadians (86%) think this federal election is more important than previous elections, while 13 per cent think its as important and one per cent are unsure. Less than one per cent of Canadians think this federal election is less important than previous ones. Residents of Ontario (90%) and BC (90%) are more likely to think its more important than residents of Quebec (79%), and older Canadians (55 plus) are more likely to think so (89%) than those 18-34 (79%).

2

CANADIANS ARE MOST LIKELY TO SAY THEY WILL MAINLY VOTE FOR A LEADER OR PARTY IN THE UPCOMING ELECTION
When asked how they will likely vote in the upcoming federal election, about three in five Canadians say they will vote mainly for a leader (39%) or a party (24%), while 15 per cent will vote based on policy. Just over one in ten say they will mainly vote against a leader (seven per cent) or a party (six per cent). Just five per cent say they are voting for a local candidate specifically.

3

CANADIANS MORE LIKELY TO SUPPORT ALLOWING CANADIANS TO VOTE FOR ELECTIONS ONLINE THAN TO HAVE MANDATORY VOTING WITH FINES
Close to three in five Canadians would support (33%) or somewhat support (25%) allowing Canadians to vote for elections online, while just over four in ten would support (23%) or somewhat support (21%) having mandatory voting for federal elections where people who do not vote get the equivalent of a parking fine (15% somewhat oppose and 36% oppose this). Support for voting online is higher among residents of the Atlantic (72%) than Quebec (62%), BC (50%) or the Prairies (40%), and is higher among older Canadians (55 plus: 63%) than younger Canadians (18-34: 53%).

> "*Canadians are clearly focused on the election and the choices before them, believing that this election is more important than past elections. People are most likely to report that they vote for the leader, followed by the party. Only about one in 20 say the local candidate will be their key vote influencer.*"
>
> **Nik Nanos, Chief Data Scientist**

NANOS   CTV NEWS

Importance of upcoming federal election

1% **13%**

86%
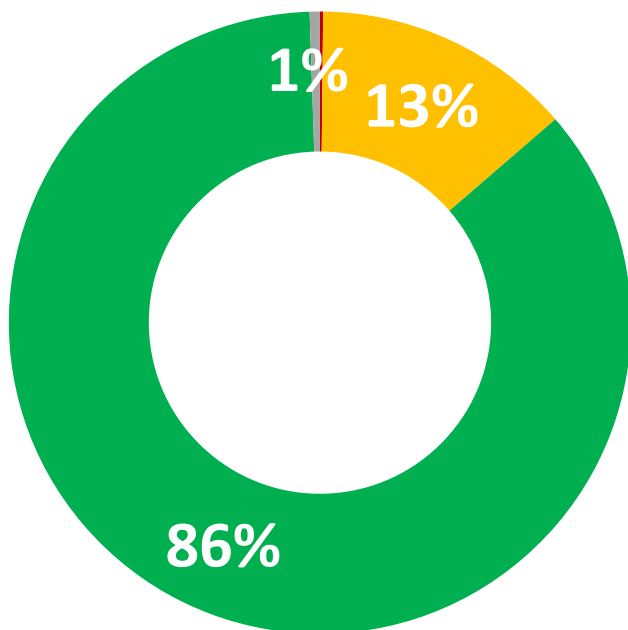
- 🟥 Less important
- 🟨 As important
- 🟩 More important
- ⬜ Unsure

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

	Atlantic (n=92)	Quebec (n=233)	Ontario (n=356)	Prairies (n=213)	BC (n=160)
More important	**88.2%**	**79.2%**	**89.7%**	**81.9%**	**89.6%**
	Men (n=550)	Women (n=504)	18 to 34 (n=178)	35 to 54 (n=362)	55 plus (n=514)
	85.7%	**85.9%**	**79.4%**	**86.7%**	**89.3%**
	Atlantic (n=92)	Quebec (n=233)	Ontario (n=356)	Prairies (n=213)	BC (n=160)
As important	**11.8%**	**19.7%**	**10.3%**	**16.1%**	**9.8%**
	Men (n=550)	Women (n=504)	18 to 34 (n=178)	35 to 54 (n=362)	55 plus (n=514)
	14.1%	**12.9%**	**19.3%**	**12.8%**	**10.3%**

Q – Is this federal election less important, as important or more important than previous federal elections?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 29th to April 1st, 2025, n=1054, accurate 3.0 percentage points plus or minus, 19 times out of 20.

CTV NEWS   🔴 NANOS

Likely voting behavior in the next federal election

Q – Which of the following best describes how you will likely vote in the next federal election? [RANDOMIZE]
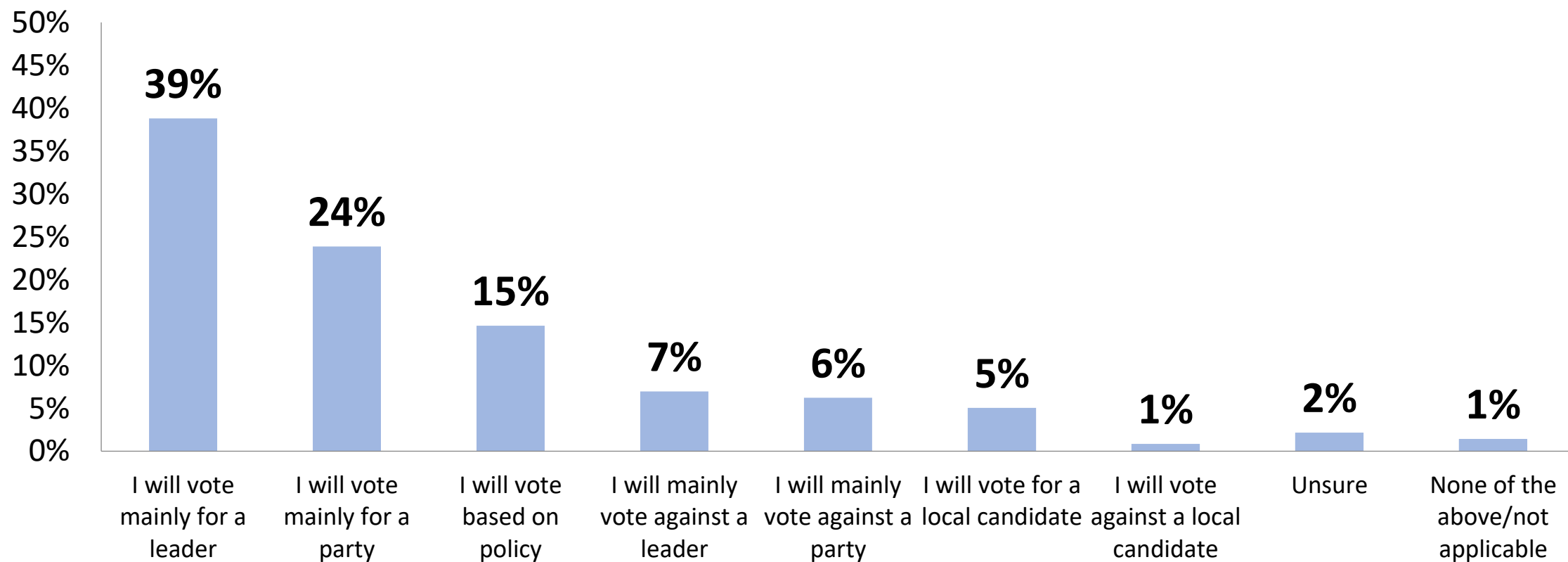
	I will vote mainly for a leader	I will vote mainly for a party	I will vote based on policy	I will mainly vote against a leader	I will mainly vote against a party	I will vote for a local candidate	I will vote against a local candidate	Unsure	None of the above/not applicable
	39%	24%	15%	7%	6%	5%	1%	2%	1%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, March 29th to April 1st, 2025, n=1054, accurate 3.0 percentage points plus or minus, 19 times out of 20.
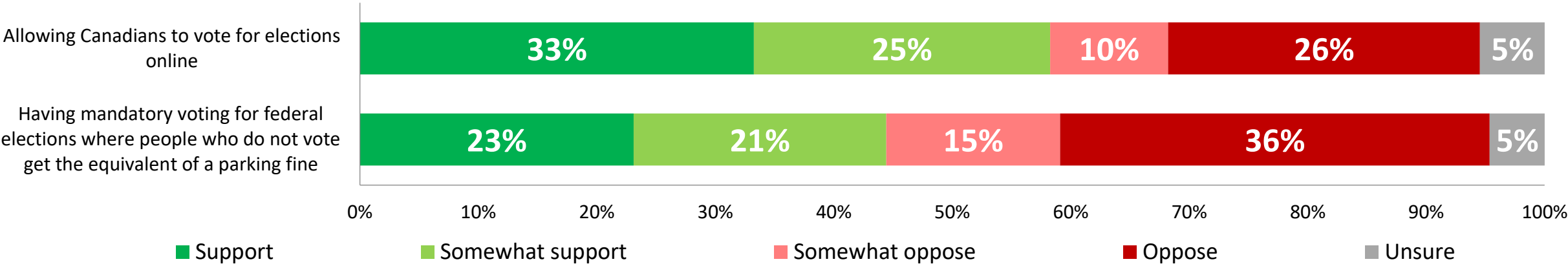
CTV NEWS   NANOS

Likely voting behavior in the next federal election - by demographics

	Canada (n=1054)	Atlantic (n=92)	Quebec (n=233)	Ontario (n=356)	Prairies (n=213)	BC (n=160)	Men (n=550)	Women (n=504)	18 to 34 (n=178)	35 to 54 (n=362)	55 plus (n=514)
I will vote mainly for a leader	38.8%	42.6%	32.5%	43.7%	33.8%	40.2%	35.1%	42.3%	27.4%	40.0%	45.3%
I will vote mainly for a party	23.9%	14.2%	31.4%	20.7%	27.5%	20.3%	26.1%	21.8%	23.4%	23.8%	24.3%
I will vote based on policy	14.6%	9.5%	13.5%	15.3%	15.3%	16.4%	18.0%	11.4%	17.6%	16.1%	11.5%
I will mainly vote against a leader	7.0%	7.4%	6.2%	7.3%	7.2%	6.9%	6.9%	7.1%	10.2%	6.2%	5.5%
I will mainly vote against a party	6.2%	6.3%	6.2%	6.2%	4.4%	8.6%	5.7%	6.7%	10.9%	5.4%	3.8%
I will vote for a local candidate	5.0%	7.3%	5.5%	4.9%	4.9%	3.8%	4.8%	5.3%	4.1%	5.8%	5.1%
I will vote against a local candidate	0.8%	1.2%	1.0%	0.2%	1.7%	1.1%	1.0%	0.7%	1.3%	0.5%	0.8%
Unsure	2.2%	7.9%	2.2%	1.3%	2.6%	1.2%	1.5%	2.8%	2.3%	1.4%	2.7%
None of the above/not applicable	1.4%	3.5%	1.4%	0.5%	2.7%	1.4%	0.9%	1.9%	2.8%	0.8%	1.0%

Q – Which of the federal party leaders would you trust most to support economic growth in Canada? [RANDOMIZE]

CTV NEWS   NANOS

Support for electoral reform proposals

	Support	Somewhat support	Somewhat oppose	Oppose	Unsure
Allowing Canadians to vote for elections online	33%	25%	10%	26%	5%
Having mandatory voting for federal elections where people who do not vote get the equivalent of a parking fine	23%	21%	15%	36%	5%

	Support	Somewhat support	Somewhat oppose	Oppose	Unsure

		Canada (n=1054)	Atlantic (n=92)	Quebec (n=233)	Ontario (n=356)	Prairies (n=213)	BC (n=160)	Men (n=550)	Women (n=504)	18 to 34 (n=178)	35 to 54 (n=362)	55 plus (n=514)
Support/somewhat support	Allowing Canadians to vote for elections online	58.3%	72.1%	62.2%	64.6%	40.0%	50.2%	56.4%	60.0%	53.0%	56.8%	62.8%
	Having mandatory voting for federal elections where people who do not vote get the equivalent of a parking fine	44.4%	47.7%	41.0%	48.4%	35.3%	48.8%	47.1%	41.8%	51.8%	37.0%	45.5%

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Q – Would you support, somewhat support, somewhat oppose or oppose the following: [ROTATE]

CTV NEWS   NANOS

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1054 Canadians, 18 years of age or older, between March 29th to April 1st, 2025 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ±3.0 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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	CTV News
Population and Final Sample Size	1054 Randomly selected individuals.
Source of Sample	Nanos Probability Panel
Type of Sample	Probability
Margin of Error	±3.0 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online
Number of Calls	Maximum of five call backs to those recruited.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	March 29th to April 1st, 2025.
Language of Survey	The survey was conducted in both 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 were 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 lines, and individuals without internet access 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. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	13 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
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 and gender

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

Any questions?

✉

Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

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

NANOS