



Voters cite Liberal Party's track record as top reason for not voting Liberal – Conservative leader seen as top factor for avoiding Conservative vote.

National survey released May, 2025
Field: May 5th to May 8th, 2025
Submission 2025-2828

THE GLOBE AND MAIL*



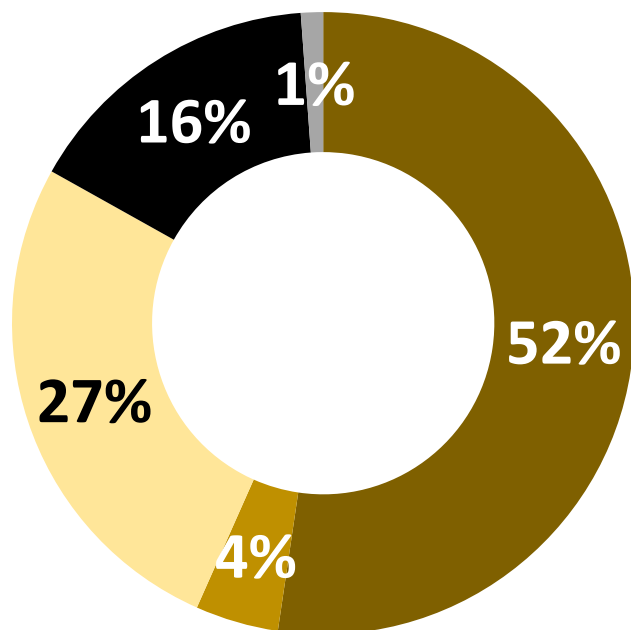
The research gauged the reasons Canadians did not vote for either the Liberal Party or the Conservative Party in the federal election.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,055 Canadians, 18 years of age or older, between May 5th and 8th, 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 the Globe and Mail and was conducted by Nanos Research.





- Based on the Liberal Party's track record
- I don't like the Leader
- I don't like their policies
- Other
- Unsure

*Prompted mentions only are shown, for the full list of "other" responses, please refer to the [tabulations](#).

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Reasons for not voting for the Liberal Party

1 in 2 Canadians

who reported they did not vote for the Liberal Party in the federal election say they did not vote for them because of their track record, followed by not liking their policies. Older Canadians aged 55 plus are more likely to say they did not vote for the LPC because of their track record (58%) than younger Canadians aged 18 to 34 (41%). Voters from B.C. are less likely to mention the Liberal Party's track record (33%) than voters overall (52%). CPC voters are more likely to say they did not vote for the Liberals because of their track record (63%) than NDP voters (21%), while NDP voters are more likely to write-in a response saying they liked a different local candidate (19%; one per cent for CPC voters) or that they voted strategically (16%; zero per cent for CPC voters).

Q – [IF DIDN'T VOTE FOR LIBERALS] Which of the following statements best reflects why you didn't vote for the Liberal Party of Canada? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5th to 8th, 2025, n=567 who did not vote for the Liberal Party of Canada, accurate 4.2 percentage points plus or minus, 19 times out of 20.

Reasons for not voting for the Liberal Party– by demographics

Q – [IF DIDN'T VOTE FOR LIBERALS] Which of the following statements best reflects why you didn't vote for the Liberal Party of Canada? [RANDOMIZE]

		2025-05 Canada (n=567)	Atlantic (n=30)	Quebec (n=141)	Ontario (n=171)	Prairies (n=130)	B.C. (n=95)	Men (n=320)	Women (n=247)	18 to 34 (n=98)	35 to 54 (n=252)	55 plus (n=217)
TOP RESPONSES	Based on the Liberal Party’s track record	52.3%	60.5%	48.7%	62.1%	55.8%	32.5%	56.4%	47.6%	41.3%	55.3%	57.7%
	I don’t like their policies	26.5%	30.3%	31.6%	23.8%	24.4%	25.1%	26.1%	26.9%	36.7%	23.8%	21.4%
	I liked a different local candidate/did not like the local Liberal candidate*	4.7%	-	2.4%	3.6%	3.2%	13.5%	3.8%	5.7%	7.1%	2.1%	5.1%
	I don’t like the Leader	4.3%	4.6%	4.3%	4.6%	6.0%	1.9%	3.6%	5.1%	5.3%	3.4%	4.4%
	Strategic voting (i.e., blocking a majority, preventing another party from winning)*	3.4%	-	1.4%	1.1%	4.2%	11.3%	2.9%	4.0%	2.8%	4.1%	3.3%
	Another party aligns with my values/ideology*	3.2%	4.6%	6.3%	0.8%	0.4%	6.2%	2.5%	4.1%	1.6%	3.1%	4.5%
	Other*	4.4%	-	3.3%	3.7%	5.5%	7.2%	3.5%	5.4%	4.4%	6.1%	2.9%
	Unsure	1.2%	-	2.0%	0.4%	0.5%	2.4%	1.2%	1.2%	0.8%	2.1%	0.6%






*Unprompted responses ("other" selections)

*Prompted and top unprompted only are shown, for the full list of "other" responses, please refer to the [tabulations](#).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5th to 8th, 2025, n=567 who did not vote for the Liberal Party of Canada, accurate 4.2 percentage points plus or minus, 19 times out of 20.

Reasons for not voting for the Liberal Party – by vote in the federal election

Q – [IF DIDN'T VOTE FOR LIBERALS] Which of the following statements best reflects why you didn't vote for the Liberal Party of Canada? [RANDOMIZE]

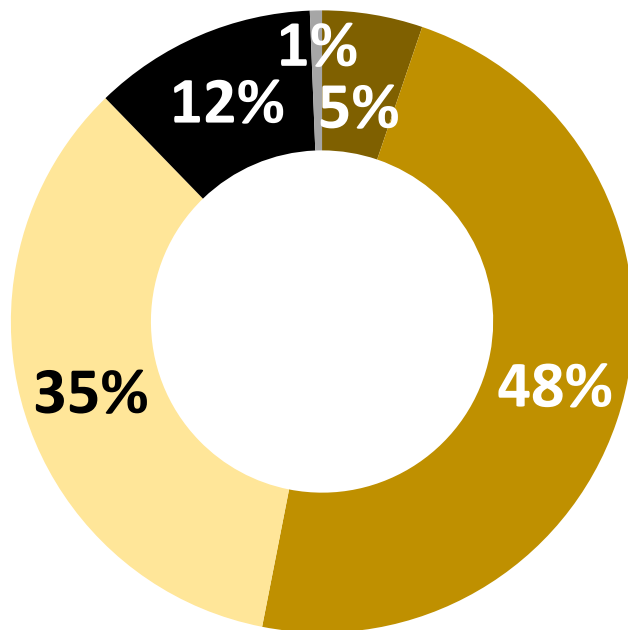
						
	2025-05 Canada (n=567)	CPC (n=376)	Bloc (n=71)	NDP (n=90)	GPC (n=14)**	PPC (n=8)**
TOP RESPONSES	Based on the Liberal Party's track record	52.3%	63.1%	47.7%	20.6%	
	I don't like their policies	26.5%	27.0%	28.9%	24.7%	
	I liked a different local candidate/did not like the local Liberal candidate*	4.7%	0.8%	4.7%	18.5%	
	I don't like the Leader	4.3%	5.6%	3.2%	-	
	Strategic voting (i.e., blocking a majority, preventing another party from winning)*	3.4%	-	2.7%	16.1%	
	Another party aligns with my values/ideology*	3.2%	-	10.6%	8.8%	
	Other*	4.4%	3.5%	-	7.6%	
	Unsure	1.2%	-	2.3%	3.8%	

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*Prompted and top unprompted only are shown, for the full list of "other" responses, please refer to the [tabulations](#).

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5th to 8th, 2025, n=567 who did not vote for the Liberal Party of Canada, accurate 4.2 percentage points plus or minus, 19 times out of 20.



- Based on the Conservative Party's track record
- I don't like the Leader
- I don't like their policies
- Other
- Unsure

*Prompted mentions only are shown, for the full list of "other" responses, please refer to the [tabulations](#).

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

Reasons for not voting for the Conservative Party

1 in 2 Canadians

who report not voting for the Conservative Party say they did not vote for them because they did not like the leader (48%), while one in three say they do not like the CPC's policies. Older Canadians aged 55 plus are more likely to say they don't like the leader (56%) than younger Canadians aged 18 to 34 (35%), while younger Canadians are more likely to say they do not like their policies (45%) than older Canadians (29%). Voters from Quebec are more likely to say they do not like the Conservative policies (46%) compared to the rest of Canada (35%). Liberal voters are more likely to say they did not like the Conservative leader (55%) than Bloc (27%) or NDP (39%) voters.

Q – [IF DIDN'T VOTE FOR CONSERVATIVES] Which of the following statements best reflects why you didn't vote for the Conservative Party of Canada? [RANDOMIZE]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5th to 8th, 2025, n=614 who did not vote for the Conservative Party of Canada, accurate 4.0 percentage points plus or minus, 19 times out of 20.

Reasons for not voting for the Conservative Party– by demographics

Q – [IF DIDN'T VOTE FOR CONSERVATIVES] Which of the following statements best reflects why you didn't vote for the Conservative Party of Canada? [RANDOMIZE]

		2025-05 Canada (n=614)	Atlantic (n=69)	Quebec (n=149)	Ontario (n=209)	Prairies (n=94)	B.C. (n=93)	Men (n=287)	Women (n=327)	18 to 34 (n=98)	35 to 54 (n=256)	55 plus (n=260)
TOP RESPONSES	I don't like the Leader	47.9%	53.1%	36.3%	55.3%	50.0%	44.7%	50.0%	46.3%	34.6%	47.0%	55.9%
	I don't like their policies	34.7%	20.4%	46.5%	28.4%	34.2%	37.4%	33.4%	35.6%	45.2%	34.3%	29.0%
	Based on the Conservative Party's track record	5.2%	5.1%	6.4%	4.6%	5.2%	4.6%	7.1%	3.8%	4.8%	5.2%	5.5%
	A combination of these/All of the above*	5.2%	13.6%	2.0%	5.1%	3.1%	8.6%	3.4%	6.5%	8.7%	3.7%	4.2%
	I liked another party leader*	1.5%	1.9%	2.3%	1.9%	-	-	1.4%	1.6%	-	1.6%	2.3%
	I do not like their ideological direction/preferred the Progressive Conservatives*	1.5%	3.4%	-	1.7%	1.3%	2.8%	1.2%	1.7%	2.6%	0.9%	1.2%
	Another party aligns with my values/ideology*	1.4%	-	2.1%	1.7%	1.3%	-	1.4%	1.4%	2.6%	0.4%	1.4%
	Other*	2.1%	2.6%	2.8%	1.0%	4.1%	2.0%	1.8%	2.4%	1.6%	4.9%	0.5%
	Unsure	0.6%	-	1.5%	0.3%	0.8%	-	0.5%	0.7%	-	2.0%	-






*Unprompted responses ("other" selections)

*Prompted and top unprompted only are shown, for the full list of "other" responses, please refer to the [tabulations](#).

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5th to 8th, 2025, n=614 who did not vote for the Conservative Party of Canada, accurate 4.0 percentage points plus or minus, 19 times out of 20.

Reasons for not voting for the Conservative Party – by vote in the federal election

Q – [IF DIDN'T VOTE FOR CONSERVATIVES] Which of the following statements best reflects why you didn't vote for the Conservative Party of Canada? [RANDOMIZE]

	2025-05 Canada (n=614)	 LPC (n=423)	 Bloc (n=71)	 NDP (n=90)	 GPC (n=14)**	 PPC (n=8)**
TOP RESPONSES						
I don't like the Leader	47.9%	54.9%	26.7%	38.7%		
I don't like their policies	34.7%	29.8%	56.8%	39.3%		
Based on the Conservative Party's track record	5.2%	3.3%	5.1%	11.8%		
A combination of these/All of the above*	5.2%	5.9%	1.6%	6.0%		
I do not like their ideological direction/preferred the Progressive Conservatives*	1.5%	1.8%	-	1.8%		
I liked another party leader*	1.5%	1.8%	-	1.0%		
Another party aligns with my values/ideology*	1.4%	0.7%	1.9%	1.4%		
Other*	2.1%	1.6%	4.8%	-		
Unsure	0.6%	0.2%	3.1%	-		

*Unprompted responses ("other" selections)

*Prompted and top unprompted only are shown, for the full list of "other" responses, please refer to the [tabulations](#).

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, May 5th to 8th, 2025, n=614 who did not vote for the Conservative Party of Canada, accurate 4.0 percentage points plus or minus, 19 times out of 20.

METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,055 Canadians, 18 years of age or older, between May 5th and May 8th, 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 dialing 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 the Globe and Mail 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



Element	Description	Element	Description
Research sponsor	The Globe and Mail	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
Population and Final Sample Size	1055 Randomly selected individuals.	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 Lab	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access 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. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues and US tariffs.
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 questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Tabulations	By region, age and gender By Vote in the federal election
Field Dates	May 5 th to May 8 th , 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/		



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Any questions?



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