

# NDP Leadership

**National Survey**

March 25, 2026

# Nobody's perfect.

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## Ontario Poll Accuracy

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- 1<sup>st</sup> **Liaison**
- 2<sup>nd</sup> **Mainstreet**
- 3<sup>rd</sup> **Innovative**
- 4<sup>th</sup> **Research Co.**
- 5<sup>th</sup> **Forum**
- 6<sup>th</sup> **Abacus**
- 7<sup>th</sup> **Pallas**
- 8<sup>th</sup> **Leger**
- 9<sup>th</sup> **Nanos**
- 10<sup>th</sup> **Ipsos**
- 11<sup>th</sup> **Relay Strategies**

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## Federal Poll Accuracy

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- 1<sup>st</sup> **Mainstreet**
- 2<sup>nd</sup> **Liaison**
- 3<sup>rd</sup> **Angus Reid**
- 4<sup>th</sup> **Cardinal**
- 5<sup>th</sup> **Nanos**
- 6<sup>th</sup> **Research Co.**
- 7<sup>th</sup> **Pallas**
- 8<sup>th</sup> **Leger**
- 9<sup>th</sup> **Forum**
- 10<sup>th</sup> **Ipsos**
- 11<sup>th</sup> **Abacus**

There's no tougher race than an election campaign. Shifting headlines, commentaries on leadership debates, and millions of voters changing their minds right up to the last minute. In the most recent 2025 elections, the accuracy of Liaison's polls ranked 1st provincially and 2nd federally. Next race, who knows? There's always room to improve. **Even at Liaison.**

# Methodology

Liaison surveyed a random sample of 1,000 Canadians from **March 9 to March 21, 2026**, using Interactive Voice Recording (IVR) technology. The sample was evenly split between the two weeks. To ensure a representative sample, participants were reached through random digit dialing (RDD) across both landline and cellular phone networks.

The resulting data was weighted to match targets based on the 2021 Census. For the total sample, the **margin of error is  $\pm 3.1$**  percentage points, 19 times out of 20, though this margin is higher for sub-samples. Additionally, results may not add up to 100% due to rounding.



# NDP Leadership

## All Voters

	Total	Female	Male	Other
Unweighted	1000	487	466	47
Weighted	1000	488	464	48

	18-34	35-49	50-64	65+
Unweighted	259	246	254	241
Weighted	267	242	255	236

	Atlantic	QC	ON	MB/SK	AB	BC
Unweighted	70	230	383	68	112	137
Weighted	67	231	387	65	111	139

## Decided & Leaning

	Total	Female	Male	Other
Unweighted	916	457	413	46
Weighted	916	458	412	45

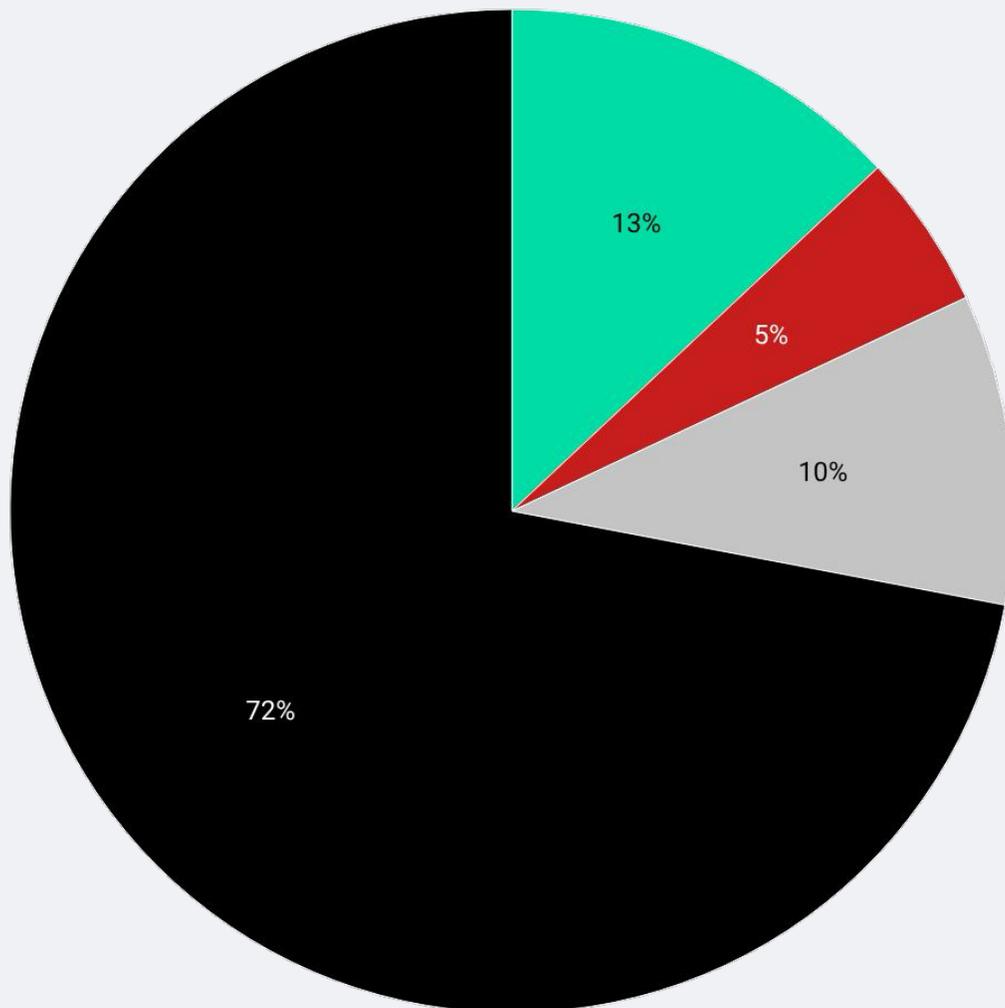
	18-34	35-49	50-64	65+
Unweighted	238	220	232	226
Weighted	242	218	233	223

	Atlantic	QC	ON	MB/SK	AB	BC
Unweighted	59	217	361	63	101	133
Weighted	60	215	362	63	102	132



## NDP Leadership

Do you have a favourable or unfavourable view of **Rob Ashton**?



■ Favourable ■ Unfavourable ■ Not Sure ■ Not Familiar



# NDP Leadership

Do you have a favourable or unfavourable view of Rob Ashton?

	Total	Female	Male	Other
Favourable	13 %	12 %	13 %	20 %
Unfavourable	5 %	4 %	6 %	3 %
Not Sure	10 %	11 %	9 %	8 %
Not Familiar With	72 %	73 %	71 %	68 %

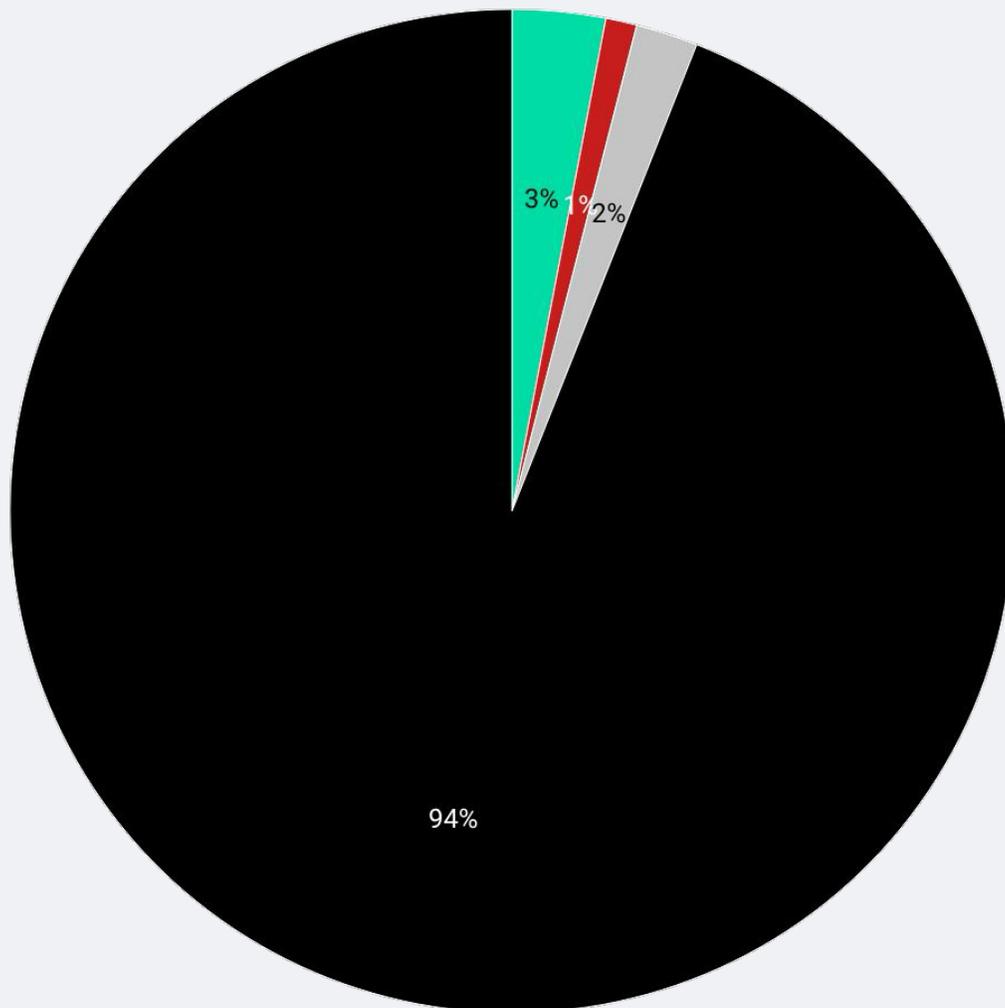
	18-34	35-49	50-64	65+
Favourable	13 %	14 %	14 %	11 %
Unfavourable	9 %	5 %	4 %	1 %
Not Sure	7 %	10 %	13 %	9 %
Not Familiar With	70 %	70 %	69 %	78 %

	Atlantic	QC	ON	MB/SK	AB	BC
Favourable	16 %	7 %	16 %	21 %	7 %	15 %
Unfavourable...	1 %	0 %	8 %	9 %	9 %	2 %
Not Sure	10 %	3 %	13 %	16 %	9 %	12 %
Not Familia...	73 %	91 %	63 %	54 %	76 %	72 %



## NDP Leadership

Do you have a favourable or unfavourable view of **Tanille Johnston**?



■ Favourable ■ Unfavourable ■ Not Sure ■ Not Familiar



# NDP Leadership

Do you have a favourable or unfavourable view of Tanille Johnston?

	Total	Female	Male	Other
Favourable	3 %	2 %	4 %	10 %
Unfavourable	1 %	1 %	1 %	0 %
Not Sure	2 %	2 %	2 %	6 %
Not Familiar With	94 %	95 %	93 %	84 %

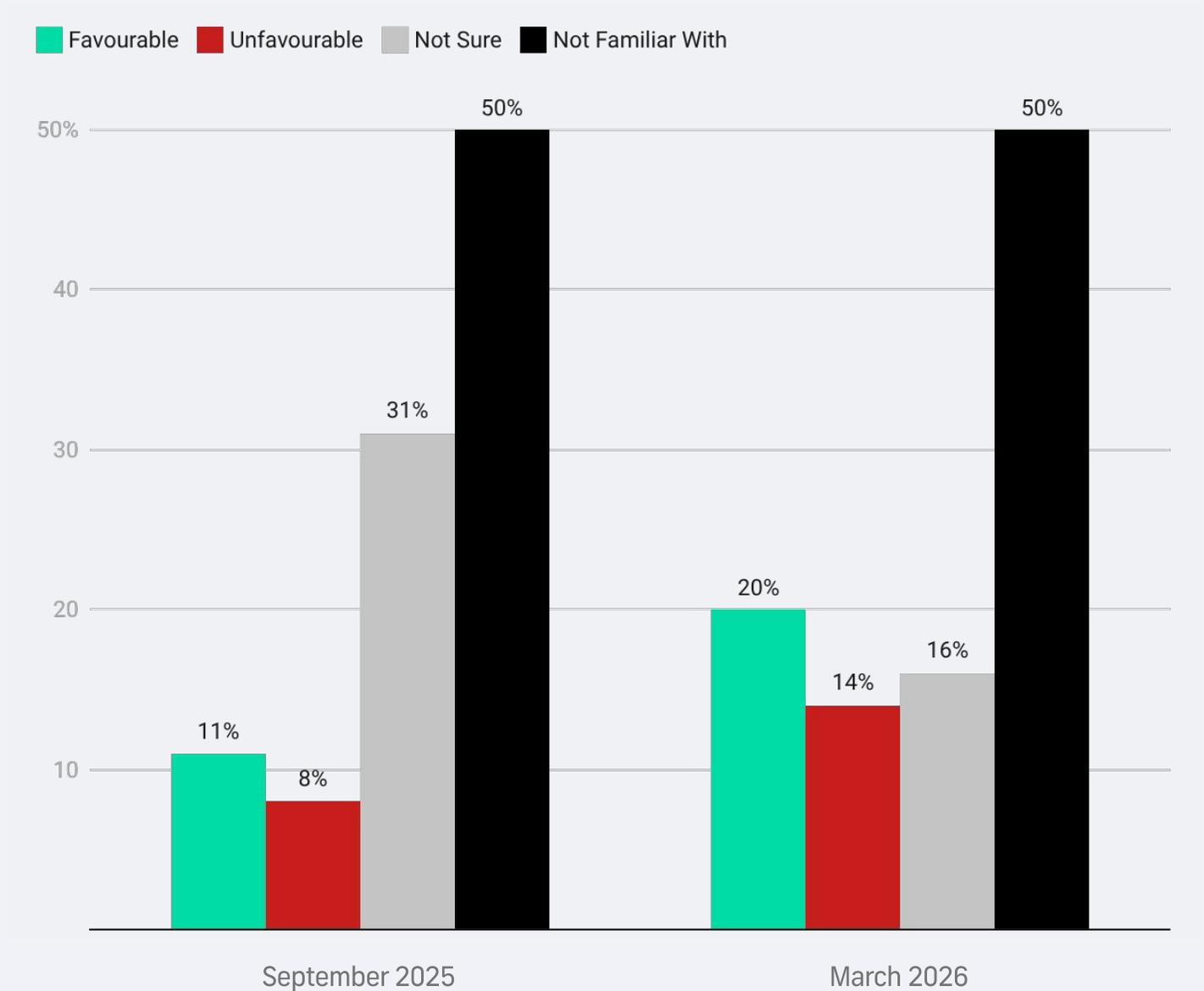
	18-34	35-49	50-64	65+
Favourable	2 %	4 %	4 %	2 %
Unfavourable	1 %	1 %	1 %	1 %
Not Sure	3 %	3 %	2 %	1 %
Not Familiar With	93 %	93 %	94 %	96 %

	Atlantic	QC	ON	MB/SK	AB	BC
Favourable	2 %	1 %	4 %	8 %	1 %	2 %
Unfavoura...	0 %	0 %	1 %	1 %	1 %	5 %
Not Sure	2 %	0 %	2 %	3 %	0 %	5 %
Not Familia...	96 %	99 %	93 %	87 %	98 %	88 %



# NDP Leadership

Do you have a favourable or unfavourable view of **Avi Lewis**?



# NDP Leadership

Do you have a favourable or unfavourable view of Avi Lewis?

	Total	Female	Male	Other
Favourable	20 %	23 %	18 %	19 %
Unfavourable	14 %	19 %	9 %	19 %
Not Sure	16 %	18 %	13 %	11 %
Not Familiar With	50 %	41 %	60 %	51 %

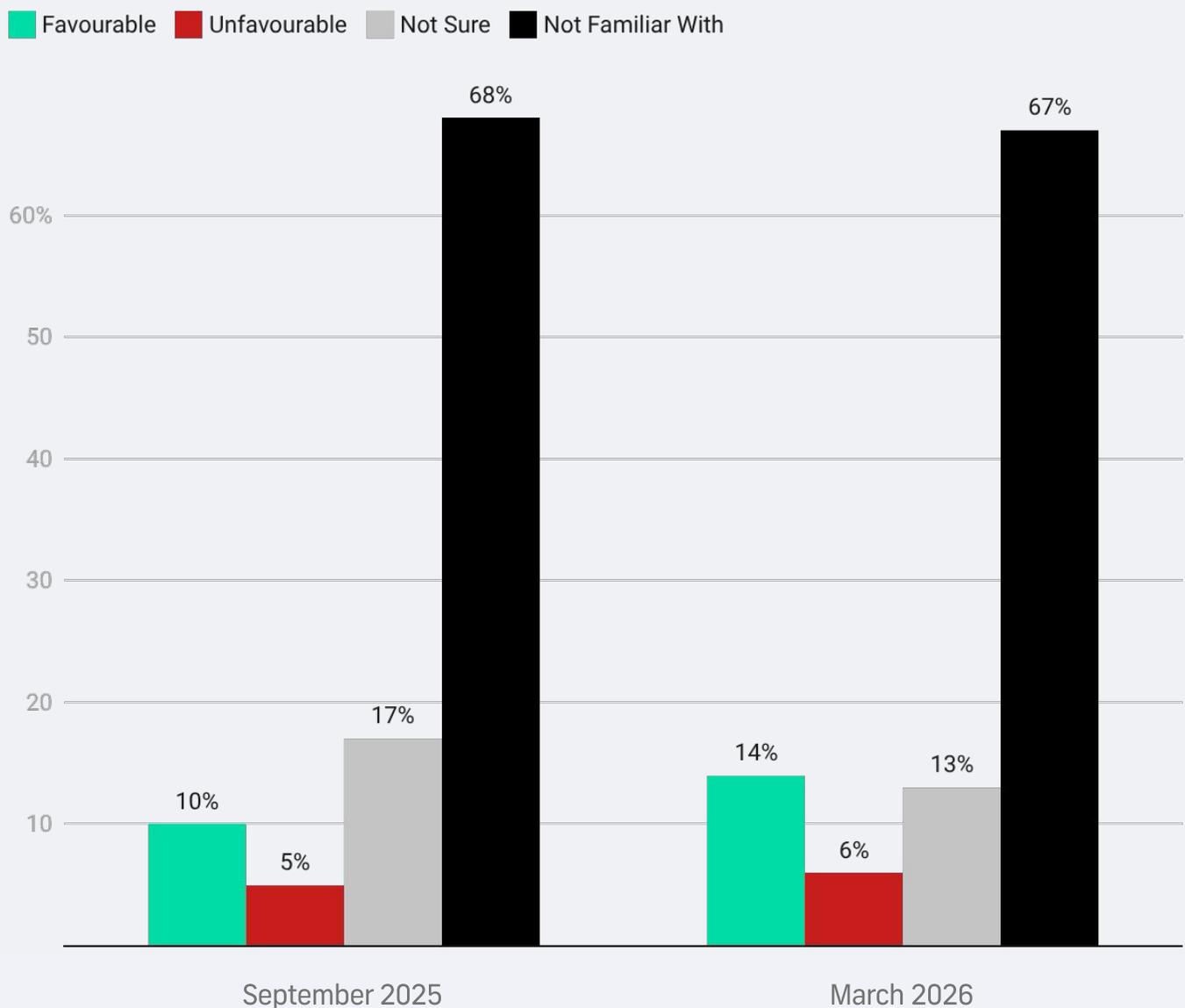
	18-34	35-49	50-64	65+
Favourable	18 %	19 %	20 %	24 %
Unfavourable	18 %	12 %	14 %	12 %
Not Sure	15 %	21 %	14 %	12 %
Not Familiar With	49 %	47 %	52 %	52 %

	Atlantic	QC	ON	MB/SK	AB	BC
Favourable	22 %	27 %	20 %	24 %	12 %	14 %
Unfavourable	18 %	5 %	20 %	15 %	25 %	4 %
Not Sure	26 %	7 %	17 %	7 %	27 %	14 %
Not Familiar With	34 %	60 %	44 %	54 %	35 %	68 %



## NDP Leadership

Do you have a favourable or unfavourable view of **Heather McPherson**?



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# NDP Leadership

Do you have a favourable or unfavourable view of Heather McPherson?

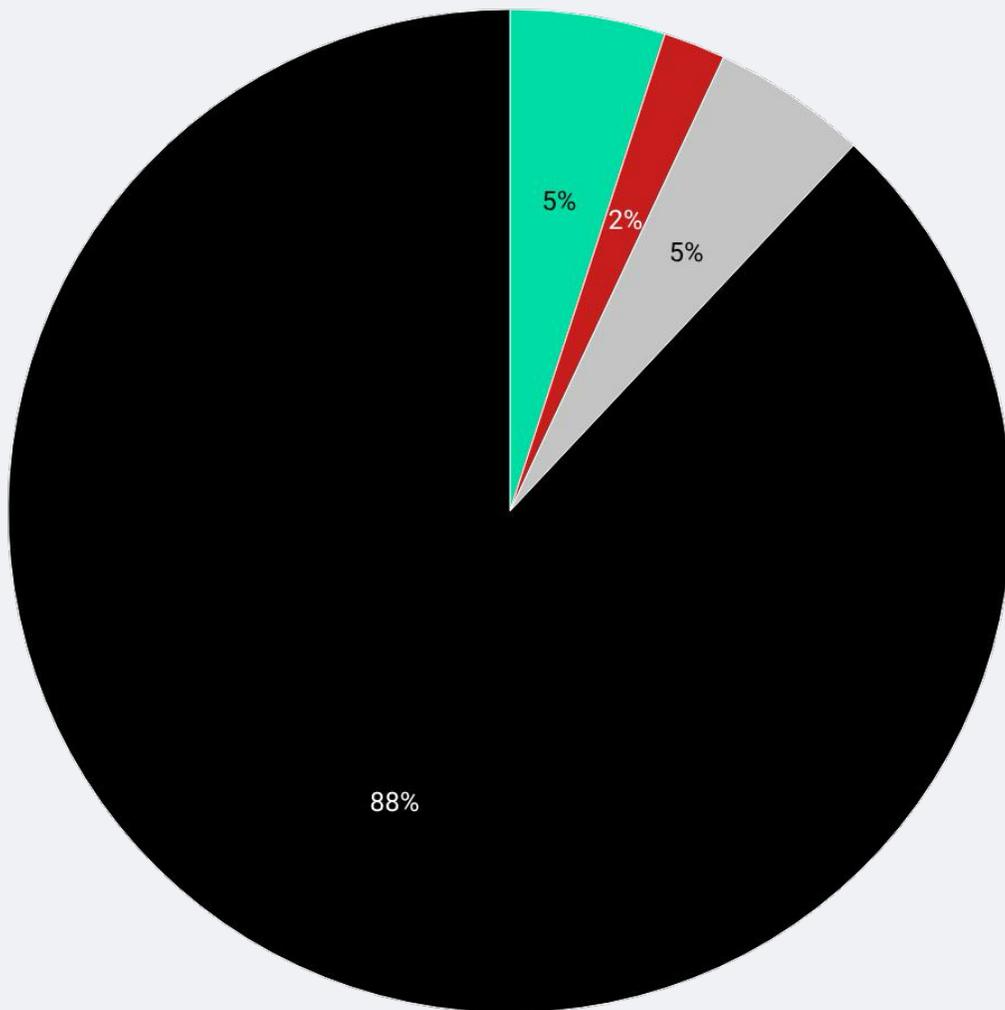
	Total	Female	Male	Other
Favourable	14 %	16 %	12 %	16 %
Unfavourable	6 %	4 %	8 %	11 %
Not Sure	13 %	13 %	13 %	9 %
Not Familiar With	67 %	67 %	68 %	63 %

	18-34	35-49	50-64	65+
Favourable	11 %	17 %	15 %	13 %
Unfavourable	10 %	7 %	5 %	3 %
Not Sure	13 %	13 %	14 %	9 %
Not Familiar With	65 %	63 %	66 %	74 %

	Atlantic	QC	ON	MB/SK	AB	BC
Favourable	22 %	7 %	16 %	13 %	20 %	14 %
Unfavoura...	4 %	1 %	10 %	8 %	8 %	5 %
Not Sure	13 %	4 %	13 %	15 %	25 %	15 %
Not Familia...	62 %	88 %	62 %	64 %	47 %	66 %



Do you have a favourable or unfavourable view of **Tony McQuail**?



■ Favourable ■ Unfavourable ■ Not Sure ■ Not Familiar



# NDP Leadership

Do you have a favourable or unfavourable view of Tony McQuail?

	Total	Female	Male	Other
Favourable	5 %	4 %	5 %	9 %
Unfavourable	2 %	2 %	2 %	2 %
Not Sure	5 %	5 %	5 %	0 %
Not Familiar With	88 %	88 %	87 %	89 %

	18-34	35-49	50-64	65+
Favourable	4 %	5 %	5 %	6 %
Unfavourable	3 %	2 %	1 %	2 %
Not Sure	4 %	8 %	5 %	2 %
Not Familiar With	89 %	85 %	89 %	89 %

	Atlantic	QC	ON	MB/SK	AB	BC
Favourable	6 %	1 %	8 %	8 %	3 %	5 %
Unfavoura...	5 %	0 %	3 %	3 %	1 %	2 %
Not Sure	6 %	0 %	8 %	10 %	3 %	5 %
Not Familia...	84 %	99 %	82 %	79 %	93 %	88 %



# Get in touch



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