

NDP LEADERSHIP POLLING

October 15, 2025



About Abacus Data

We are Canada's most sought-after, influential, and impactful polling and market research firm. We are hired by many of North America's most respected and influential brands and organizations.

We use the latest technology, sound science, and deep experience to generate top-flight research-based advice to our clients. We offer global research capacity with a strong focus on customer service, attention to detail, and exceptional value.

And we are growing throughout all parts of Canada and the United States and have capacity for new clients who want high quality research insights with enlightened hospitality.

Our record speaks for itself: we were one of the most accurate pollsters conducting research during the 2021 Canadian election following up on our outstanding record in the 2019, 2015, and 2011 federal elections.

230,000+ Canadians surveyed in the last 12 months

21 professional researchers

3 offices in Ottawa, Toronto, & Halifax

The MOST sought-after, influential, and impactful polling firm in Canada.

“When David Coletto releases a poll, Ottawa listens.”

- The Hill Times, January 2024

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Methodology

The survey was conducted with 1,500 Canadians from October 9 to 15, 2025. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 3.1%, 19 times out of 20.

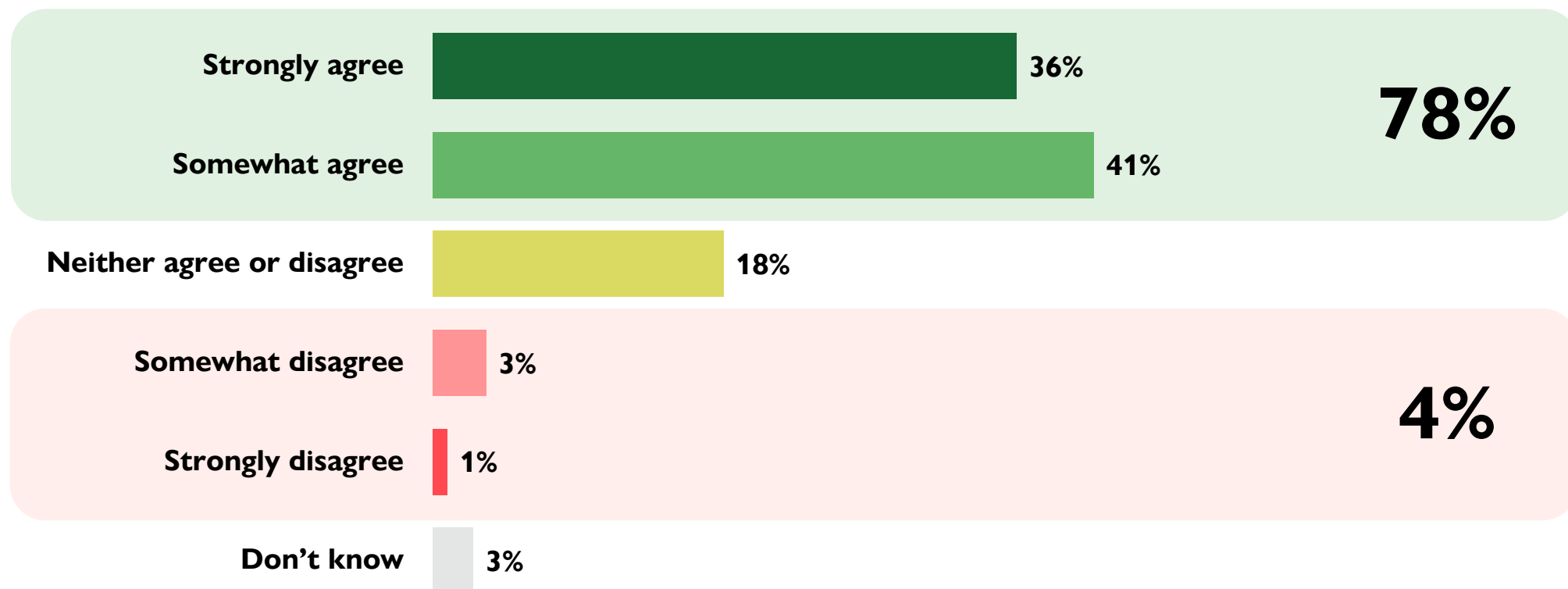
The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, and region. Totals may not add up to 100 due to rounding.





OVERALL, WOULD YOU SAY YOU AGREE OR DISAGREE WITH THAT THIS PERSON IS SAYING?

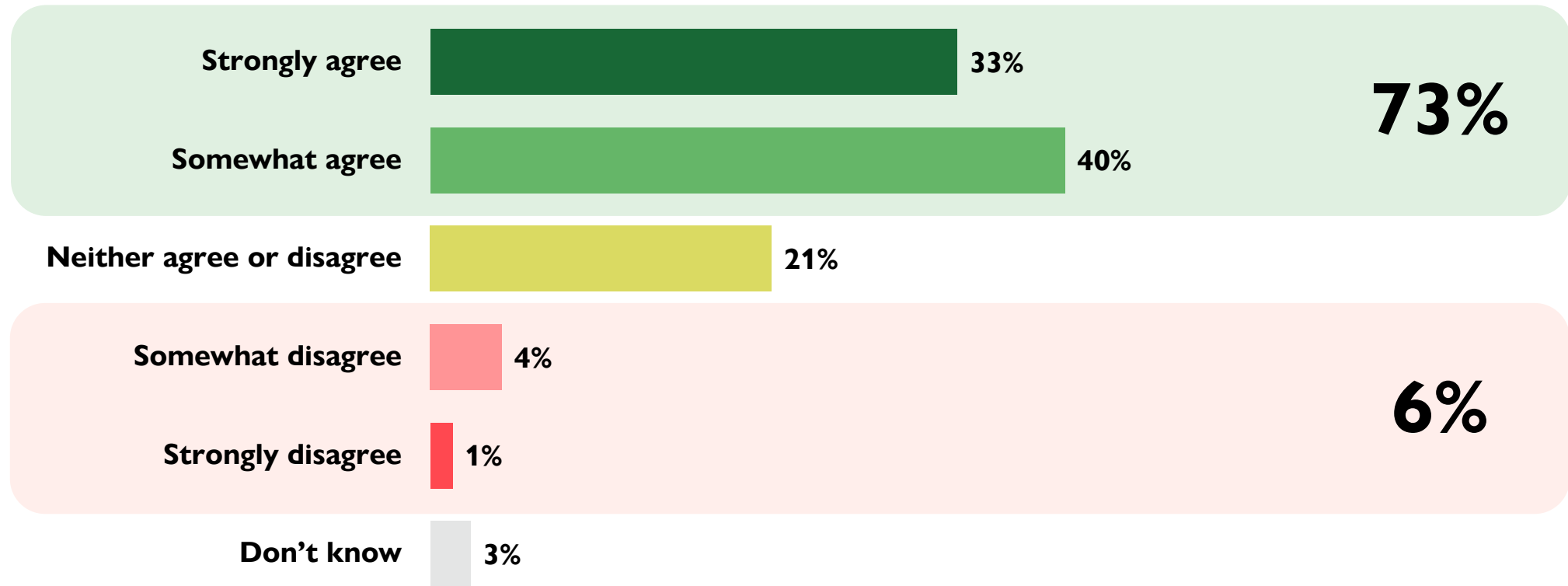
HEATHER MCPHERSON FICTIONAL QUOTE: “I believe in human rights and social justice, but we can only make those ideals real if people first feel secure in their daily lives. That means tackling the cost of living, protecting good jobs, and making sure everyone can afford a decent future. Change starts with meeting people where they are — by proving that fairness begins with stability.”





OVERALL, WOULD YOU SAY YOU AGREE OR DISAGREE WITH THAT THIS PERSON IS SAYING?

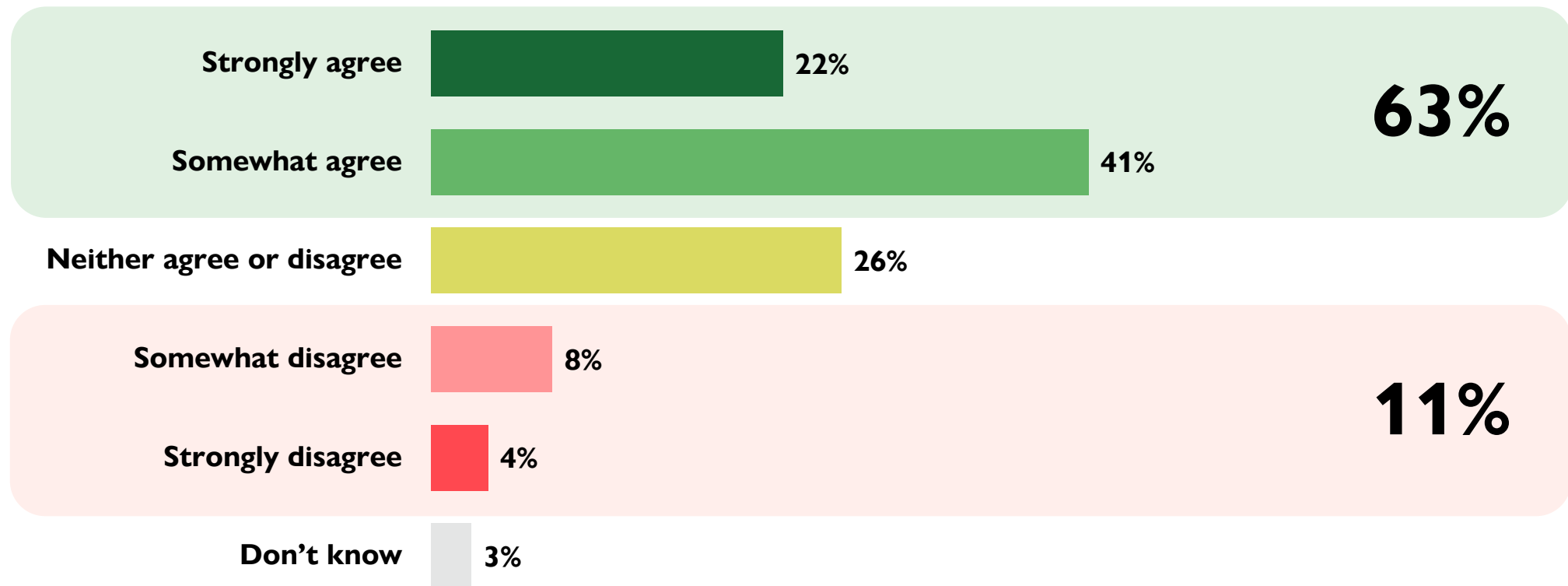
ROB ASHTON FICTIONAL QUOTE: *“Working people built this country, but they’ve been pushed to the sidelines. I’m not here to talk theory — I’m here to make life affordable and fair again. It’s time for a leader who listens to workers, stands up to corporate greed, and puts ordinary Canadians back at the centre of power. I’m going to wear my work boots into the House of Commons and don’t care what people think.”*





OVERALL, WOULD YOU SAY YOU AGREE OR DISAGREE WITH THAT THIS PERSON IS SAYING?

AVI LEVIS FICTIONAL QUOTE: *“We can’t solve today’s crises with yesterday’s ideas. The climate emergency and widening inequality demand courage, not caution. I believe politics should be about imagination — building a future that’s fair, sustainable, and rooted in solidarity, not fear that includes more public ownership that helps people get through an economy that’s become impossible.”*





IF THESE QUOTES CAME FROM PEOPLE TO BECOME THE NEXT LEADER OF CANADA'S NDP, WHICH ONE WOULD YOU MOST LIKELY SUPPORT?

SUPPORT FOR NEXT NDP LEADER BASED ON QUOTES

ALL CANADIANS

McPherson Message - I believe in human rights and social justice, but we can only make those ideals real if people first feel secure in their daily lives...



Ashton Message - Working people built this country, but they've been pushed to the sidelines...



Lewis Message - We can't solve today's crises with yesterday's ideas...





IF THESE QUOTES CAME FROM PEOPLE TO BECOME THE NEXT LEADER OF CANADA'S NDP, WHICH ONE WOULD YOU MOST LIKELY SUPPORT?

SUPPORT FOR NEXT NDP LEADER BASED ON QUOTES

AMONG THOSE OPEN TO VOTING NDP

McPherson Message - I believe in human rights and social justice, but we can only make those ideals real if people first feel secure in their daily lives...



Ashton Message - Working people built this country, but they've been pushed to the sidelines...



Lewis Message - We can't solve today's crises with yesterday's ideas...





IF THESE QUOTES CAME FROM PEOPLE TO BECOME THE NEXT LEADER OF CANADA'S NDP, WHICH ONE WOULD YOU MOST LIKELY SUPPORT?

SUPPORT FOR NEXT NDP LEADER BASED ON QUOTES

AMONG THOSE WHO IDENTIFY ON THE “LEFT” SIDE OF THE SPECTRUM

McPherson Message - I believe in human rights and social justice, but we can only make those ideals real if people first feel secure in their daily lives...



Ashton Message - Working people built this country, but they've been pushed to the sidelines...



Lewis Message - We can't solve today's crises with yesterday's ideas...





IF THESE QUOTES CAME FROM PEOPLE TO BECOME THE NEXT LEADER OF CANADA'S NDP, WHICH ONE WOULD YOU MOST LIKELY SUPPORT?

SUPPORT FOR NEXT NDP LEADER BASED ON QUOTES AMONG THOSE WHO IDENTIFY ON THE “LEFT” SIDE OF THE SPECTRUM

McPherson Message - I believe in human rights and social justice, but we can only make those ideals real if people first feel secure in their daily lives...



Ashton Message - Working people built this country, but they've been pushed to the sidelines...



Lewis Message - We can't solve today's crises with yesterday's ideas...





IF THESE QUOTES CAME FROM PEOPLE TO BECOME THE NEXT LEADER OF CANADA'S NDP, WHICH ONE WOULD YOU MOST LIKELY SUPPORT?

SUPPORT FOR NEXT NDP LEADER BASED ON QUOTES

AMONG THOSE WHO CURRENTLY SUPPORT THE CONSERVATIVE PARTY

McPherson Message - I believe in human rights and social justice, but we can only make those ideals real if people first feel secure in their daily lives...



Ashton Message - Working people built this country, but they've been pushed to the sidelines...



Lewis Message - We can't solve today's crises with yesterday's ideas...





DO YOU HAVE A POSITIVE OR NEGATIVE IMPRESSION OF THE FOLLOWING PEOPLE?

IMPRESSIONS OF NDP LEADER CANDIDATES

	POSITIVE	NEUTRAL	NEGATIVE	DON'T KNOW ENOUGH TO SAY	NET IMPRESSION
Heather McPherson	10%	20%	7%	63%	+3
Avi Lewis	9%	19%	6%	66%	+3
Rob Ashton	11%	17%	5%	67%	+6