

Which of the federal party leaders do you think would make the best Prime Minister of Canada?

	Total	Gender		Age			Education			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	2001	906	1095	358	795	848	86	311	854	748
Base: All Respondents (wtd)	2001	972	1029	546	680	775	292	552	670	486
Justin Trudeau	778 39%	365 38%	414 40%	210 38%	256 38%	313 40%	134 46%	203 37%	232 35%	209 43%
							*			H
Erin O'Toole	494 25%	283 29%	211 20%	85 16%	166 24%	242 31%	58 20%	138 25%	184 27%	115 24%
		B			C	CD	*			
Jagmeet Singh	452 23%	191 20%	261 25%	173 32%	150 22%	129 17%	54 19%	121 22%	159 24%	118 24%
			A	DE	E		*			
Yves-François Blanchet	85 4%	32 3%	53 5%	26 5%	46 7%	14 2%	8 3%	31 6%	30 4%	18 4%
				E	E		*			
Annamie Paul	76 4%	38 4%	38 4%	28 5%	27 4%	22 3%	19 7%	18 3%	29 4%	10 2%
							*		I	
Don't know	96 5%	50 5%	46 4%	24 4%	25 4%	46 6%	19 7%	32 6%	31 5%	14 3%
							*	I		
Refusal	18 1%	12 1%	6 1%	- -	10 2%	8 1%	- -	10 2%	5 1%	3 1%
					C		*			
Sigma	2001 100%	972 100%	1029 100%	546 100%	680 100%	775 100%	292 100%	552 100%	670 100%	486 100%

Dates of field- August 13-16th, 2021

Which major federal party leader is best described by the following traits: - Justin Trudeau Summary

	Total	Gender		Age			Education			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1501	646	855	276	632	593	46	238	671	546
Base: All Respondents (wtd)	1455	643	812	396	540	519	153	421	522	358
Someone who will protect the interests of cultural, religious and other minorities in Canada	441	204	238	120	138	184	69	125	138	109
	30%	32%	29%	30%	25%	35%	45%	30%	26%	30%
						D	H*			
Someone who will get things done	452	211	240	111	150	191	69	121	145	116
	31%	33%	30%	28%	28%	37%	45%	29%	28%	33%
						CD	GH*			
Someone who is best to manage during tough economic times	498	235	262	126	176	196	78	135	162	122
	34%	37%	32%	32%	33%	38%	51%	32%	31%	34%
							GHI*			
Someone who will fight for the middle class	388	185	203	110	139	139	67	110	114	97
	27%	29%	25%	28%	26%	27%	44%	26%	22%	27%
							GHI*			H
Someone who will provide open, responsible, and ethical government	399	187	212	108	137	154	65	111	128	95
	27%	29%	26%	27%	25%	30%	43%	26%	24%	26%
							GHI*			
Someone whose values best represent my own	407	191	216	110	139	158	66	118	126	98
	28%	30%	27%	28%	26%	30%	43%	28%	24%	27%
							HI*			
Someone who will make things more affordable	322	161	161	104	116	102	55	96	96	76
	22%	25%	20%	26%	22%	20%	36%	23%	18%	21%
		B					HI*			
Someone you can trust	406	184	221	122	136	148	66	127	121	92
	28%	29%	27%	31%	25%	29%	43%	30%	23%	26%
							HI*	H		
Dates of field- August 13-16th, 2021	499	229	270	122	181	196	80	126	164	128
	34%	36%	33%	31%	34%	38%	52%	30%	31%	36%
							GHI*			
Someone who will spend taxpayers' money wisely	363	179	184	110	120	133	64	112	108	79
	25%	28%	23%	28%	22%	26%	42%	27%	21%	22%
							HI*			
Someone who is best to represent Canada on the world stage	566	263	304	148	199	219	88	145	191	143
	39%	41%	37%	37%	37%	42%	57%	34%	37%	40%
							GHI*			
Someone who will keep their election promises	355	171	184	100	128	127	69	101	105	79
	24%	27%	23%	25%	24%	25%	45%	24%	20%	22%
							GHI*			
Someone who gives me hope about the future	392	192	200	101	136	156	59	110	120	103
	27%	30%	25%	25%	25%	30%	39%	26%	23%	29%
							H*			H
Someone who is sincere	374	173	201	110	126	139	61	113	122	79
	26%	27%	25%	28%	23%	27%	40%	27%	23%	22%
							HI*			
Someone who has a hidden agenda	520	252	268	129	185	206	37	170	194	119
	36%	39%	33%	33%	34%	40%	24%	40%	37%	33%
		B					*	F		
Someone who means what they say	359	167	192	101	121	137	50	111	114	84
	25%	26%	24%	25%	22%	26%	33%	26%	22%	24%
							*			
Someone who wants to lead Canada for the right reasons	437	210	227	110	159	168	68	131	137	100
	30%	33%	28%	28%	30%	32%	45%	31%	26%	28%
							HI*			
Someone who will say anything to get elected	640	315	325	150	231	259	52	203	238	147
	44%	49%	40%	38%	43%	50%	34%	48%	46%	41%
		B					CD	*		
Someone who is in over their head	551	256	296	167	185	199	44	193	208	106
	38%	40%	36%	42%	34%	38%	29%	46%	40%	30%
							*	FI	I	

Dates of field- August 13-16th, 2021

Which major federal party leader is best described by the following traits: - Erin O'Toole Summary

	Total	Gender		Age			Education			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1501	646	855	276	632	593	46	238	671	546
Base: All Respondents (wtd)	1455	643	812	396	540	519	153	421	522	358
Someone who will protect the interests of cultural, religious and other minorities in Canada	188	101	87	31	56	102	18	63	60	47
	13%	16%	11%	8%	10%	20%	12%	15%	11%	13%
		B				CD	*			
Someone who will get things done	311	170	141	67	94	149	20	98	110	83
	21%	26%	17%	17%	17%	29%	13%	23%	21%	23%
		B				CD	*			
Someone who is best to manage during tough economic times	318	175	144	58	101	160	22	90	114	93
	22%	27%	18%	15%	19%	31%	14%	21%	22%	26%
		B				CD	*			
Someone who will fight for the middle class	263	144	119	42	80	141	15	84	95	70
	18%	22%	15%	11%	15%	27%	10%	20%	18%	19%
		B				CD	*			
Someone who will provide open, responsible, and ethical government	260	149	111	47	68	144	21	85	96	58
	18%	23%	14%	12%	13%	28%	14%	20%	18%	16%
		B				CD	*			
Someone whose values best represent my own	275	159	116	39	83	152	27	83	97	67
	19%	25%	14%	10%	15%	29%	18%	20%	19%	19%
		B				CD	*			
Someone who will make things more affordable	258	138	120	51	82	125	16	81	93	68
	18%	21%	15%	13%	15%	24%	11%	19%	18%	19%
		B				CD	*			
Someone you can trust	232	132	100	41	69	122	13	78	79	63
	16%	21%	12%	10%	13%	23%	8%	19%	15%	18%
		B				CD	*			
Dates of field- August 13-16th, 2021	291	164	127	52	88	150	18	88	105	79
	20%	25%	16%	13%	16%	29%	12%	21%	20%	22%
		B				CD	*			
Someone who will spend taxpayers' money wisely	311	174	138	51	99	161	20	94	107	91
	21%	27%	17%	13%	18%	31%	13%	22%	20%	25%
		B				CD	*			H
Someone who is best to represent Canada on the world stage	295	164	131	49	88	159	20	96	104	75
	20%	26%	16%	12%	16%	31%	13%	23%	20%	21%
		B				CD	*			
Someone who will keep their election promises	237	133	104	46	70	122	20	81	78	58
	16%	21%	13%	12%	13%	23%	13%	19%	15%	16%
		B				CD	*			
Someone who gives me hope about the future	259	149	109	49	73	137	18	82	92	66
	18%	23%	13%	12%	14%	26%	12%	20%	18%	19%
		B				CD	*			
Someone who is sincere	222	122	101	40	63	120	13	81	76	52
	15%	19%	12%	10%	12%	23%	8%	19%	15%	15%
		B				CD	*			
Someone who has a hidden agenda	384	159	224	92	129	163	24	96	137	126
	26%	25%	28%	23%	24%	31%	16%	23%	26%	35%
		B				CD	*			FGH
Someone who means what they say	242	140	102	42	78	122	16	85	83	58
	17%	22%	13%	11%	14%	24%	11%	20%	16%	16%
		B				CD	*			
Someone who wants to lead Canada for the right reasons	293	158	135	52	86	156	17	98	101	77
	20%	25%	17%	13%	16%	30%	11%	23%	19%	21%
		B				CD	*			
Someone who will say anything to get elected	388	170	218	93	126	169	25	103	142	118
	27%	26%	27%	24%	23%	33%	16%	24%	27%	33%
		B				CD	*			FGH
Someone who is in over their head	253	128	124	51	87	114	34	63	87	70
	17%	20%	15%	13%	16%	22%	22%	15%	17%	19%
		B				CD	*			

Dates of field- August 13-16th, 2021

Which major federal party leader is best described by the following traits: - Jagmeet Singh Summary

	Total	Gender		Age			Education			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1501	646	855	276	632	593	46	238	671	546
Base: All Respondents (wtd)	1455	643	812	396	540	519	153	421	522	358
Someone who will protect the interests of cultural, religious and other minorities in Canada	426	172	254	150	159	117	20	105	174	128
	29%	27%	31%	38%	29%	23%	13%	25%	33%	36%
				DE	E		*		FG	FG
Someone who will get things done	227	82	145	91	97	39	6	61	98	62
	16%	13%	18%	23%	18%	8%	4%	14%	19%	17%
			A	E	E		*		F	F
Someone who is best to manage during tough economic times	185	67	118	82	70	33	7	56	79	44
	13%	10%	15%	21%	13%	6%	5%	13%	15%	12%
				DE	E		*		F	
Someone who will fight for the middle class	345	137	208	123	120	102	14	80	143	108
	24%	21%	26%	31%	22%	20%	9%	19%	27%	30%
				DE			*		FG	FG
Someone who will provide open, responsible, and ethical government	300	114	186	114	118	67	9	73	121	97
	21%	18%	23%	29%	22%	13%	6%	17%	23%	27%
			A	E	E		*		F	FG
Someone whose values best represent my own	274	106	169	113	102	60	8	68	111	87
	19%	16%	21%	28%	19%	12%	5%	16%	21%	24%
				DE	E		*		F	FG
Someone who will make things more affordable	298	112	186	120	113	65	19	75	120	84
	20%	17%	23%	30%	21%	13%	12%	18%	23%	23%
			A	DE	E		*			
Someone you can trust	243	89	153	91	88	65	16	58	96	72
	17%	14%	19%	23%	16%	12%	11%	14%	18%	20%
			A	DE			*			G
Dates of field- August 13-16th, 2021	253	94	159	103	90	59	6	74	108	65
	17%	15%	20%	26%	17%	11%	4%	18%	21%	18%
			A	DE	E		*	F	F	F
Someone who will spend taxpayers' money wisely	225	81	145	91	88	46	6	52	103	64
	15%	13%	18%	23%	16%	9%	4%	12%	20%	18%
			A	DE	E		*		FG	F
Someone who is best to represent Canada on the world stage	223	75	148	89	97	37	6	64	95	58
	15%	12%	18%	22%	18%	7%	4%	15%	18%	16%
			A	E	E		*	F	F	F
Someone who will keep their election promises	232	87	145	97	88	47	16	53	92	71
	16%	14%	18%	25%	16%	9%	10%	13%	18%	20%
				DE	E		*			G
Someone who gives me hope about the future	266	89	177	109	104	52	13	70	107	75
	18%	14%	22%	28%	19%	10%	9%	17%	21%	21%
			A	DE	E		*			F
Someone who is sincere	326	130	197	108	118	100	22	85	119	100
	22%	20%	24%	27%	22%	19%	14%	20%	23%	28%
				E			*			G
Someone who has a hidden agenda	111	70	41	28	44	39	15	26	51	20
	8%	11%	5%	7%	8%	7%	9%	6%	10%	6%
			B				*		I	
Someone who means what they say	284	103	181	107	106	71	21	75	107	80
	20%	16%	22%	27%	20%	14%	14%	18%	21%	22%
			A	DE	E		*			
Someone who wants to lead Canada for the right reasons	289	106	183	112	108	69	13	67	121	89
	20%	16%	23%	28%	20%	13%	9%	16%	23%	25%
			A	DE	E		*		FG	FG
Someone who will say anything to get elected	97	57	40	34	40	24	12	24	37	23
	7%	9%	5%	8%	7%	5%	8%	6%	7%	7%
			B				*			
Someone who is in over their head	117	62	56	33	50	35	3	29	41	45
	8%	10%	7%	8%	9%	7%	2%	7%	8%	13%
							*			FGH

Dates of field- August 13-16th, 2021

Which major federal party leader is best described by the following traits: - Annamie Paul Summary

	Total	Gender		Age			Education			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1501	646	855	276	632	593	46	238	671	546
Base: All Respondents (wtd)	1455	643	812	396	540	519	153	421	522	358
Someone who will protect the interests of cultural, religious and other minorities in Canada	41	18	23	13	19	9	4	11	19	6
	3%	3%	3%	3%	4%	2%	3%	3%	4%	2%
							*		I	
Someone who will get things done	48	27	21	17	23	8	14	10	18	7
	3%	4%	3%	4%	4%	2%	9%	2%	4%	2%
					E		I*			
Someone who is best to manage during tough economic times	46	22	25	22	18	6	9	15	14	8
	3%	3%	3%	6%	3%	1%	6%	4%	3%	2%
				E	E		*			
Someone who will fight for the middle class	44	23	21	15	22	6	10	9	16	9
	3%	4%	3%	4%	4%	1%	6%	2%	3%	2%
				E	E		*			
Someone who will provide open, responsible, and ethical government	46	24	23	13	20	12	7	9	22	8
	3%	4%	3%	3%	4%	2%	5%	2%	4%	2%
							*			
Someone whose values best represent my own	47	21	26	18	22	8	4	14	18	10
	3%	3%	3%	4%	4%	1%	3%	3%	4%	3%
				E	E		*			
Someone who will make things more affordable	26	13	13	6	15	5	4	4	13	4
	2%	2%	2%	1%	3%	1%	3%	1%	3%	1%
					E		*			
Someone you can trust	37	17	20	12	17	8	4	4	20	9
	3%	3%	2%	3%	3%	2%	3%	1%	4%	2%
							*		G	
Dates of field- August 13-16th, 2021	38	16	21	14	17	8	4	8	17	9
	3%	3%	3%	3%	3%	1%	3%	2%	3%	2%
							*			
Someone who will spend taxpayers' money wisely	36	14	22	11	18	7	4	12	14	6
	2%	2%	3%	3%	3%	1%	3%	3%	3%	2%
					E		*			
Someone who is best to represent Canada on the world stage	37	15	21	13	15	9	4	7	16	9
	3%	2%	3%	3%	3%	2%	3%	2%	3%	2%
							*			
Someone who will keep their election promises	42	19	23	17	18	6	4	11	20	7
	3%	3%	3%	4%	3%	1%	3%	3%	4%	2%
				E	E		*		I	
Someone who gives me hope about the future	58	22	36	22	26	10	4	19	22	13
	4%	3%	4%	6%	5%	2%	3%	4%	4%	4%
				E	E		*			
Someone who is sincere	54	31	23	15	21	18	4	14	24	12
	4%	5%	3%	4%	4%	4%	3%	3%	5%	3%
							*			
Someone who has a hidden agenda	44	26	18	11	20	13	-	16	14	13
	3%	4%	2%	3%	4%	2%	-	4%	3%	4%
							*			
Someone who means what they say	51	30	21	18	22	11	4	4	26	17
	3%	5%	3%	4%	4%	2%	3%	1%	5%	5%
							*		G	G
Someone who wants to lead Canada for the right reasons	40	19	21	10	21	9	4	4	23	9
	3%	3%	3%	2%	4%	2%	3%	1%	4%	3%
							*		G	
Someone who will say anything to get elected	30	10	21	14	11	5	6	9	9	6
	2%	2%	3%	4%	2%	1%	4%	2%	2%	2%
				E			*			
Someone who is in over their head	190	89	101	26	63	101	13	40	79	58
	13%	14%	12%	6%	12%	19%	9%	9%	15%	16%
				C	CD		*		G	G

Dates of field- August 13-16th, 2021

Which major federal party leader is best described by the following traits: - Yves-François Blanchet Summary

	Total	Gender		Age			Education			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1501	646	855	276	632	593	46	238	671	546
Base: All Respondents (wtd)	1455	643	812	396	540	519	153	421	522	358
Someone who will protect the interests of cultural, religious and other minorities in Canada	29	15	14	5	14	9	-	13	11	5
	2%	2%	2%	1%	3%	2%	-	3%	2%	1%
							*			
Someone who will get things done	42	15	27	13	19	10	-	19	15	8
	3%	2%	3%	3%	3%	2%	-	4%	3%	2%
							*			
Someone who is best to manage during tough economic times	32	14	18	3	21	8	-	14	12	6
	2%	2%	2%	1%	4%	2%	-	3%	2%	2%
				CE			*			
Someone who will fight for the middle class	46	17	29	12	22	11	-	20	16	9
	3%	3%	4%	3%	4%	2%	-	5%	3%	3%
							*			
Someone who will provide open, responsible, and ethical government	42	16	26	13	19	10	5	17	10	10
	3%	2%	3%	3%	4%	2%	3%	4%	2%	3%
							*			
Someone whose values best represent my own	57	22	35	17	24	15	-	22	22	13
	4%	3%	4%	4%	4%	3%	-	5%	4%	4%
							*			
Someone who will make things more affordable	37	15	22	11	20	6	-	18	11	8
	3%	2%	3%	3%	4%	1%	-	4%	2%	2%
				E			*			
Someone you can trust	43	19	24	11	21	12	-	15	18	10
	3%	3%	3%	3%	4%	2%	-	4%	3%	3%
							*			
Dates of field- August 13-16th, 2021	45	15	30	14	20	11	-	19	17	9
	3%	2%	4%	4%	4%	2%	-	4%	3%	3%
							*			
Someone who will spend taxpayers' money wisely	33	12	21	8	15	10	-	15	11	7
	2%	2%	3%	2%	3%	2%	-	4%	2%	2%
							*			
Someone who is best to represent Canada on the world stage	37	14	23	14	16	7	6	16	10	6
	3%	2%	3%	3%	3%	1%	4%	4%	2%	2%
							*			
Someone who will keep their election promises	41	15	26	12	18	10	-	16	17	7
	3%	2%	3%	3%	3%	2%	-	4%	3%	2%
							*			
Someone who gives me hope about the future	46	14	32	17	21	7	5	19	11	11
	3%	2%	4%	4%	4%	1%	3%	4%	2%	3%
				E	E		*			
Someone who is sincere	53	22	32	16	26	12	8	16	15	14
	4%	3%	4%	4%	5%	2%	5%	4%	3%	4%
							*			
Someone who has a hidden agenda	51	18	33	17	23	12	8	19	18	6
	4%	3%	4%	4%	4%	2%	6%	4%	3%	2%
							*			
Someone who means what they say	54	27	28	6	32	17	4	17	19	14
	4%	4%	3%	1%	6%	3%	2%	4%	4%	4%
				C			*			
Someone who wants to lead Canada for the right reasons	41	13	29	15	18	9	-	22	12	7
	3%	2%	4%	4%	3%	2%	-	5%	2%	2%
							*	HI		
Someone who will say anything to get elected	45	18	27	18	17	10	8	13	15	9
	3%	3%	3%	5%	3%	2%	5%	3%	3%	2%
							*			
Someone who is in over their head	48	12	36	26	13	9	9	16	14	9
	3%	2%	4%	7%	2%	2%	6%	4%	3%	3%
			A	DE			*			

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Which major federal party leader is best described by the following traits: - None of these leaders Summary

	Total	Gender		Age			Education			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents (unwtd)	1501	646	855	276	632	593	46	238	671	546
Base: All Respondents (wtd)	1455	643	812	396	540	519	153	421	522	358
Someone who will protect the interests of cultural, religious and other minorities in Canada	330	133	197	78	155	98	42	104	120	64
	23%	21%	24%	20%	29%	19%	28%	25%	23%	18%
					CE		*	I	I	
Someone who will get things done	376	139	237	97	158	120	44	113	136	83
	26%	22%	29%	25%	29%	23%	29%	27%	26%	23%
			A		E		*			
Someone who is best to manage during tough economic times	375	129	245	105	154	116	38	112	140	85
	26%	20%	30%	27%	28%	22%	25%	27%	27%	24%
			A		E		*			
Someone who will fight for the middle class	369	138	231	94	156	120	47	119	138	66
	25%	21%	28%	24%	29%	23%	31%	28%	26%	18%
			A		E		*	I	I	
Someone who will provide open, responsible, and ethical government	409	154	255	101	177	132	46	127	146	91
	28%	24%	31%	25%	33%	25%	30%	30%	28%	25%
			A		E		*			
Someone whose values best represent my own	394	145	250	99	169	126	48	116	147	83
	27%	23%	31%	25%	31%	24%	31%	27%	28%	23%
			A		E		*			
Someone who will make things more affordable	513	204	309	105	193	215	59	147	189	118
	35%	32%	38%	26%	36%	42%	39%	35%	36%	33%
			A		C	C	*			
Someone you can trust	494	202	293	120	210	165	54	138	189	113
	34%	31%	36%	30%	39%	32%	36%	33%	36%	32%
					CE		*			
Someone who has the right temperament and maturity to be Prime Minister	330	125	204	91	144	95	45	107	110	68
	23%	19%	25%	23%	27%	18%	29%	25%	21%	19%
			A		E		*			
Someone who will spend taxpayers' money wisely	487	185	302	125	199	163	60	136	180	111
	33%	29%	37%	32%	37%	31%	39%	32%	34%	31%
			A				*			
Someone who is best to represent Canada on the world stage	297	112	185	84	124	89	30	93	107	68
	20%	17%	23%	21%	23%	17%	20%	22%	20%	19%
			A		E		*			
Someone who will keep their election promises	548	218	330	124	217	207	45	158	210	136
	38%	34%	41%	31%	40%	40%	29%	37%	40%	38%
			A		C	C	*			
Someone who gives me hope about the future	434	177	257	98	179	157	53	121	169	90
	30%	28%	32%	25%	33%	30%	35%	29%	32%	25%
					C		*		I	
Someone who is sincere	424	166	258	109	185	130	45	114	165	100
	29%	26%	32%	27%	34%	25%	30%	27%	32%	28%
			A		E		*			
Someone who has a hidden agenda	345	118	228	119	139	88	69	95	108	74
	24%	18%	28%	30%	26%	17%	45%	22%	21%	21%
			A		E		GHI*			
Someone who means what they say	465	177	287	123	181	161	58	129	173	105
	32%	28%	35%	31%	34%	31%	38%	31%	33%	29%
			A				*			
Someone who wants to lead Canada for the right reasons	355	138	217	98	148	109	50	100	128	77
	24%	21%	27%	25%	27%	21%	33%	24%	25%	21%
					E		*			
Someone who will say anything to get elected	255	74	181	87	115	53	50	69	81	55
	18%	12%	22%	22%	21%	10%	33%	16%	16%	15%
			A		E		GHI*			
Someone who is in over their head	295	96	198	93	141	61	50	81	94	70
	20%	15%	24%	23%	26%	12%	33%	19%	18%	20%
			A		E		H*			

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