

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

	Total	Region					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>2001</b>	<b>286</b>	<b>242</b>	<b>161</b>	<b>779</b>	<b>371</b>	<b>162</b>
<b>Base: All Respondents (wtd)</b>	<b>2001</b>	<b>272</b>	<b>225</b>	<b>131</b>	<b>766</b>	<b>470</b>	<b>137</b>
Justin Trudeau	778	106	56	30	310	226	52
	39%	39%	25%	23%	40%	48%	38%
		BC			BC	BCD	BC
Erin O'Toole	494	76	99	46	185	58	31
	25%	28%	44%	35%	24%	12%	22%
		E	ADEF	DEF	E		E
Jagmeet Singh	452	73	51	36	197	62	34
	23%	27%	23%	27%	26%	13%	25%
		E	E	E	E		E
Yves-François Blanchet	85	-	-	-	-	85	-
	4%	-	-	-	-	18%	-
						ABCDF	
Annamie Paul	76	9	7	8	29	13	10
	4%	3%	3%	6%	4%	3%	7%
							E
Don't know	96	7	9	10	42	19	10
	5%	3%	4%	7%	5%	4%	7%
				A			
Refusal	18	2	3	3	4	6	1
	1%	1%	1%	2%	1%	1%	*
Sigma	2001	272	225	131	766	470	137
	100%	100%	100%	100%	100%	100%	100%

Dates of field- August 13-16th, 2021

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

	Total	Region					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>216</b>	<b>177</b>	<b>111</b>	<b>617</b>	<b>268</b>	<b>112</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>202</b>	<b>159</b>	<b>86</b>	<b>584</b>	<b>330</b>	<b>95</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	441	63	34	18	187	108	32
	30%	31%	21%	20%	32%	33%	33%
				*	BC	BC	*
Someone who will get things done	452	65	33	19	185	117	33
	31%	32%	21%	23%	32%	35%	35%
		B		*	B	BC	B*
Someone who is best to manage during tough economic times	498	72	32	19	209	126	40
	34%	36%	20%	22%	36%	38%	42%
		BC		*	BC	BC	BC*
Someone who will fight for the middle class	388	52	25	15	170	100	26
	27%	26%	16%	17%	29%	30%	27%
		B		*	BC	BC	B*
Someone who will provide open, responsible, and ethical government	399	61	27	18	158	110	25
	27%	30%	17%	21%	27%	33%	26%
		B		*	B	B	*
Someone whose values best represent my own	407	60	27	18	161	109	31
	28%	30%	17%	21%	28%	33%	33%
		B		*	B	B	B*
Someone who will make things more affordable	322	50	21	15	116	97	23
	22%	25%	13%	18%	20%	29%	24%
		B		*		BD	*
Someone you can trust	406	56	27	15	162	120	25
	28%	28%	17%	18%	28%	36%	26%
		B		*	B	BCD	*
Someone who has the right temperament and maturity to be Prime Minister	499	72	35	18	206	135	35
	34%	36%	22%	21%	35%	41%	37%
		BC		*	BC	BC	BC*
Someone who will spend taxpayers' money wisely	363	56	23	18	142	97	26
	25%	28%	14%	21%	24%	29%	28%
		B		*	B	B	B*
Someone who is best to represent Canada on the world stage	566	76	39	22	247	146	37
	39%	38%	24%	25%	42%	44%	39%
		B		*	BC	BC	B*
Someone who will keep their election promises	355	52	22	13	135	107	24
	24%	26%	14%	16%	23%	33%	25%
		B		*	B	BCD	B*
Someone who gives me hope about the future	392	57	29	14	162	103	27
	27%	28%	18%	16%	28%	31%	29%
		B		*	BC	BC	*
Someone who is sincere	374	56	21	19	148	104	27
	26%	28%	13%	22%	25%	32%	28%
		B		*	B	B	B*
Someone who has a hidden agenda	520	74	81	39	203	94	30
	36%	37%	51%	45%	35%	28%	31%
			ADEF	E*			*
Someone who means what they say	359	56	23	18	147	93	22
	25%	28%	15%	20%	25%	28%	23%
		B		*	B	B	*
Someone who wants to lead Canada for the right reasons	437	63	29	16	172	122	34
	30%	31%	18%	19%	29%	37%	36%
		B		*	B	BC	BC*
Someone who will say anything to get elected	640	100	103	45	231	128	32
	44%	50%	65%	53%	40%	39%	34%
		DEF	ADEF	DEF*			*
Someone who is in over their head	551	73	95	35	219	95	35
	38%	36%	59%	41%	37%	29%	37%
			ACDEF	*	E		*

Dates of field- August 13-16th, 2021

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

	Total	Region					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>216</b>	<b>177</b>	<b>111</b>	<b>617</b>	<b>268</b>	<b>112</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>202</b>	<b>159</b>	<b>86</b>	<b>584</b>	<b>330</b>	<b>95</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	188	20	46	17	68	17	19
	13%	10%	29%	20%	12%	5%	20%
			ADE	ADE*	E		ADE*
Someone who will get things done	311	42	65	31	119	35	19
	21%	21%	41%	36%	20%	11%	20%
		E	ADEF	ADEF*	E		E*
Someone who is best to manage during tough economic times	318	41	63	28	124	43	21
	22%	20%	39%	32%	21%	13%	22%
			ADEF	ADE*	E		*
Someone who will fight for the middle class	263	31	59	19	109	22	23
	18%	15%	37%	23%	19%	7%	25%
		E	ACDE	E*	E		E*
Someone who will provide open, responsible, and ethical government	260	33	57	23	108	24	15
	18%	16%	36%	27%	19%	7%	16%
		E	ADEF	E*	E		E*
Someone whose values best represent my own	275	37	58	21	104	33	22
	19%	18%	36%	25%	18%	10%	24%
		E	ADE	E*	E		E*
Someone who will make things more affordable	258	33	55	22	108	23	17
	18%	16%	35%	26%	19%	7%	18%
		E	ADEF	E*	E		E*
Someone you can trust	232	30	52	26	88	22	14
	16%	15%	33%	30%	15%	7%	15%
		E	ADEF	ADEF*	E		E*
Someone who has the right temperament and maturity to be Prime Minister	291	42	61	23	123	26	16
	20%	21%	38%	27%	21%	8%	16%
		E	ADEF	E*	E		E*
Someone who will spend taxpayers' money wisely	311	43	60	22	128	43	15
	21%	21%	38%	25%	22%	13%	16%
		E	ADEF	E*	E		*
Someone who is best to represent Canada on the world stage	295	40	59	27	116	35	19
	20%	20%	37%	32%	20%	10%	20%
		E	ADEF	ADE*	E		E*
Someone who will keep their election promises	237	27	54	24	91	24	16
	16%	13%	34%	29%	16%	7%	17%
			ADEF	ADE*	E		E*
Someone who gives me hope about the future	259	34	55	23	108	23	17
	18%	17%	35%	27%	18%	7%	18%
		E	ADEF	E*	E		E*
Someone who is sincere	222	29	52	22	80	24	15
	15%	15%	32%	26%	14%	7%	16%
		E	ADEF	ADE*	E		E*
Someone who has a hidden agenda	384	53	39	23	187	50	32
	26%	26%	25%	27%	32%	15%	33%
		E	E	E*	E		E*
Someone who means what they say	242	26	53	25	101	21	16
	17%	13%	33%	29%	17%	6%	17%
		E	ADEF	ADE*	E		E*
Someone who wants to lead Canada for the right reasons	293	37	68	24	112	32	20
	20%	18%	43%	28%	19%	10%	21%
		E	ACDEF	E*	E		E*
Someone who will say anything to get elected	388	48	38	23	198	47	32
	27%	24%	24%	27%	34%	14%	34%
		E	E	E*	ABE		E*
Someone who is in over their head	253	29	20	19	122	39	25
	17%	14%	13%	22%	21%	12%	26%
				E*	BE		ABE*

Dates of field- August 13-16th, 2021

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

	Total	Region					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>216</b>	<b>177</b>	<b>111</b>	<b>617</b>	<b>268</b>	<b>112</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>202</b>	<b>159</b>	<b>86</b>	<b>584</b>	<b>330</b>	<b>95</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	426	62	42	26	198	72	25
	29%	31%	26%	31%	34%	22%	26%
				*	E		*
Someone who will get things done	227	34	29	12	109	27	16
	16%	17%	18%	14%	19%	8%	17%
		E	E	*	E		E*
Someone who is best to manage during tough economic times	185	33	20	11	84	23	14
	13%	16%	13%	13%	14%	7%	14%
		E		*	E		*
Someone who will fight for the middle class	345	56	37	22	157	54	19
	24%	28%	23%	25%	27%	16%	20%
		E		*	E		*
Someone who will provide open, responsible, and ethical government	300	43	37	17	132	44	26
	21%	21%	23%	20%	23%	13%	28%
		E	E	*	E		E*
Someone whose values best represent my own	274	38	34	17	136	31	18
	19%	19%	22%	20%	23%	10%	19%
		E	E	E*	E		E*
Someone who will make things more affordable	298	40	32	17	141	47	21
	20%	20%	20%	20%	24%	14%	22%
				*	E		*
Someone you can trust	243	37	31	17	116	24	19
	17%	18%	19%	20%	20%	7%	20%
		E	E	E*	E		E*
Someone who has the right temperament and maturity to be Prime Minister	253	33	33	19	121	28	19
	17%	16%	21%	22%	21%	8%	20%
		E	E	E*	E		E*
Someone who will spend taxpayers' money wisely	225	29	31	12	107	25	21
	15%	15%	20%	14%	18%	8%	22%
		E	E	*	E		E*
Someone who is best to represent Canada on the world stage	223	29	28	13	109	27	18
	15%	15%	18%	15%	19%	8%	19%
			E	*	E		E*
Someone who will keep their election promises	232	35	31	15	109	24	19
	16%	17%	20%	17%	19%	7%	20%
		E	E	E*	E		E*
Someone who gives me hope about the future	266	34	30	18	124	40	19
	18%	17%	19%	21%	21%	12%	20%
				*	E		*
Someone who is sincere	326	49	43	18	155	38	24
	22%	24%	27%	21%	27%	12%	25%
		E	E	*	E		E*
Someone who has a hidden agenda	111	32	10	4	42	20	3
	8%	16%	6%	4%	7%	6%	3%
		BCDEF		*			*
Someone who means what they say	284	40	27	15	135	42	25
	20%	20%	17%	18%	23%	13%	27%
				*	E		E*
Someone who wants to lead Canada for the right reasons	289	42	27	19	143	36	21
	20%	21%	17%	23%	25%	11%	22%
		E		E*	E		E*
Someone who will say anything to get elected	97	19	4	3	49	13	9
	7%	9%	2%	3%	8%	4%	10%
		BE		*	B		B*
Someone who is in over their head	117	18	11	13	47	18	9
	8%	9%	7%	16%	8%	6%	10%
				BDE*			*

Dates of field- August 13-16th, 2021

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

	Total	Region					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>216</b>	<b>177</b>	<b>111</b>	<b>617</b>	<b>268</b>	<b>112</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>202</b>	<b>159</b>	<b>86</b>	<b>584</b>	<b>330</b>	<b>95</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	41	4	4	4	7	16	5
	3%	2%	2%	5%	1%	5%	6%
Someone who will get things done	48	5	2	3	20	13	6
	3%	2%	1%	4%	3%	4%	6%
Someone who is best to manage during tough economic times	46	4	4	6	15	14	3
	3%	2%	2%	7%	3%	4%	3%
Someone who will fight for the middle class	44	7	2	6	9	16	3
	3%	3%	1%	7%	2%	5%	4%
Someone who will provide open, responsible, and ethical government	46	6	5	5	16	10	4
	3%	3%	3%	5%	3%	3%	5%
Someone whose values best represent my own	47	6	5	7	15	9	5
	3%	3%	3%	8%	3%	3%	5%
Someone who will make things more affordable	26	3	3	3	6	8	4
	2%	2%	2%	3%	1%	2%	4%
Someone you can trust	37	4	2	4	12	10	5
	3%	2%	1%	5%	2%	3%	5%
Someone who has the right temperament and maturity to be Prime Minister	38	5	3	7	8	10	4
	3%	2%	2%	8%	1%	3%	5%
Someone who will spend taxpayers' money wisely	36	3	4	8	7	9	5
	2%	1%	2%	9%	1%	3%	6%
Someone who is best to represent Canada on the world stage	37	5	2	5	10	10	4
	3%	3%	1%	6%	2%	3%	4%
Someone who will keep their election promises	42	5	4	6	9	15	3
	3%	2%	2%	7%	2%	4%	4%
Someone who gives me hope about the future	58	10	3	7	17	15	6
	4%	5%	2%	8%	3%	4%	6%
Someone who is sincere	54	13	4	5	16	9	8
	4%	6%	2%	6%	3%	3%	8%
Someone who has a hidden agenda	44	4	5	3	22	7	3
	3%	2%	3%	3%	4%	2%	3%
Someone who means what they say	51	6	5	4	15	15	6
	3%	3%	3%	4%	3%	5%	6%
Someone who wants to lead Canada for the right reasons	40	6	3	4	14	10	4
	3%	3%	2%	4%	2%	3%	4%
Someone who will say anything to get elected	30	2	2	4	11	10	1
	2%	1%	1%	5%	2%	3%	1%
Someone who is in over their head	190	45	16	6	99	18	6
	13%	23%	10%	7%	17%	5%	6%
		BCEF		*	CEF		*

Dates of field- August 13-16th, 2021

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

	Total	Region					
		BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>216</b>	<b>177</b>	<b>111</b>	<b>617</b>	<b>268</b>	<b>112</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>202</b>	<b>159</b>	<b>86</b>	<b>584</b>	<b>330</b>	<b>95</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	29 2%	-	-	-	-	29 9%	-
				*		ABCDF	*
Someone who will get things done	42 3%	-	-	-	-	42 13%	-
				*		ABCDF	*
Someone who is best to manage during tough economic times	32 2%	-	-	-	-	32 10%	-
				*		ABCDF	*
Someone who will fight for the middle class	46 3%	-	-	-	-	46 14%	-
				*		ABCDF	*
Someone who will provide open, responsible, and ethical government	42 3%	-	-	-	-	42 13%	-
				*		ABCDF	*
Someone whose values best represent my own	57 4%	-	-	-	-	57 17%	-
				*		ABCDF	*
Someone who will make things more affordable	37 3%	-	-	-	-	37 11%	-
				*		ABCDF	*
Someone you can trust	43 3%	-	-	-	-	43 13%	-
				*		ABCDF	*
Someone who has the right temperament and maturity to be Prime Minister	45 3%	-	-	-	-	45 14%	-
				*		ABCDF	*
Someone who will spend taxpayers' money wisely	33 2%	-	-	-	-	33 10%	-
				*		ABCDF	*
Someone who is best to represent Canada on the world stage	37 3%	-	-	-	-	37 11%	-
				*		ABCDF	*
Someone who will keep their election promises	41 3%	-	-	-	-	41 12%	-
				*		ABCDF	*
Someone who gives me hope about the future	46 3%	-	-	-	-	46 14%	-
				*		ABCDF	*
Someone who is sincere	53 4%	-	-	-	-	53 16%	-
				*		ABCDF	*
Someone who has a hidden agenda	51 4%	-	-	-	-	51 16%	-
				*		ABCDF	*
Someone who means what they say	54 4%	-	-	-	-	54 17%	-
				*		ABCDF	*
Someone who wants to lead Canada for the right reasons	41 3%	-	-	-	-	41 12%	-
				*		ABCDF	*
Someone who will say anything to get elected	45 3%	-	-	-	-	45 14%	-
				*		ABCDF	*
Someone who is in over their head	48 3%	-	-	-	-	48 15%	-
				*		ABCDF	*

Dates of field- August 13-16th, 2021

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

	Region						
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic
		A	B	C	D	E	F
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>216</b>	<b>177</b>	<b>111</b>	<b>617</b>	<b>268</b>	<b>112</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>202</b>	<b>159</b>	<b>86</b>	<b>584</b>	<b>330</b>	<b>95</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	330	52	33	20	123	88	14
	23%	26%	21%	24%	21%	27%	14%
		F		*		F	*
Someone who will get things done	376	56	30	21	151	97	21
	26%	28%	19%	24%	26%	29%	22%
				*		B	*
Someone who is best to manage during tough economic times	375	51	40	22	153	91	17
	26%	25%	25%	26%	26%	28%	18%
				*			*
Someone who will fight for the middle class	369	56	36	24	139	92	23
	25%	28%	23%	28%	24%	28%	24%
				*			*
Someone who will provide open, responsible, and ethical government	409	59	34	23	170	99	24
	28%	29%	21%	27%	29%	30%	26%
				*			*
Someone whose values best represent my own	394	60	34	23	167	91	19
	27%	30%	22%	26%	29%	28%	20%
				*			*
Someone who will make things more affordable	513	75	48	29	214	118	30
	35%	37%	30%	34%	37%	36%	32%
				*			*
Someone you can trust	494	74	46	24	206	112	32
	34%	37%	29%	28%	35%	34%	34%
				*			*
Someone who has the right temperament and maturity to be Prime Minister	330	50	27	19	127	86	21
	23%	25%	17%	22%	22%	26%	22%
				*			*
Someone who will spend taxpayers' money wisely	487	70	41	25	200	122	28
	33%	35%	26%	30%	34%	37%	30%
				*		B	*
Someone who is best to represent Canada on the world stage	297	52	31	19	102	76	18
	20%	26%	19%	22%	17%	23%	19%
		D		*			*
Someone who will keep their election promises	548	83	47	27	240	119	32
	38%	41%	30%	32%	41%	36%	34%
		B		*	B		*
Someone who gives me hope about the future	434	67	42	24	173	102	26
	30%	33%	26%	28%	30%	31%	27%
				*			*
Someone who is sincere	424	55	40	22	185	102	21
	29%	27%	25%	26%	32%	31%	22%
				*			*
Someone who has a hidden agenda	345	39	24	18	130	108	27
	24%	19%	15%	20%	22%	33%	28%
				*		ABD	B*
Someone who means what they say	465	73	50	24	186	104	26
	32%	36%	32%	29%	32%	32%	28%
				*			*
Someone who wants to lead Canada for the right reasons	355	53	32	22	142	88	17
	24%	27%	20%	26%	24%	27%	18%
				*			*
Someone who will say anything to get elected	255	32	12	10	95	86	20
	18%	16%	7%	12%	16%	26%	21%
		B		*	B	ABCD	B*
Someone who is in over their head	295	36	17	12	98	112	20
	20%	18%	11%	14%	17%	34%	21%
				*		ABCDF	B*

Dates of field- August 13-16th, 2021