

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

	Total	Rural v. Urban	
		Urban	Rural
		A	B
<b>Base: All Respondents (unwtd)</b>	<b>2001</b>	<b>1576</b>	<b>317</b>
<b>Base: All Respondents (wtd)</b>	<b>2001</b>	<b>1540</b>	<b>341</b>
Justin Trudeau	778	595	131
	39%	39%	38%
Erin O'Toole	494	369	97
	25%	24%	29%
Jagmeet Singh	452	378	38
	23%	25%	11%
Yves-François Blanchet	85	64	19
	4%	4%	6%
Annamie Paul	76	59	16
	4%	4%	5%
Don't know	96	62	34
	5%	4%	10%
Refusal	18	13	6
	1%	1%	2%
Sigma	2001	1540	341
	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	Rural v. Urban	
		Urban	Rural
		A	B
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>1247</b>	<b>146</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>1185</b>	<b>150</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	441 30%	362 31%	39 26% *
Someone who will get things done	452 31%	366 31%	48 32% *
Someone who is best to manage during tough economic times	498 34%	416 35%	41 28% *
Someone who will fight for the middle class	388 27%	322 27%	30 20% *
Someone who will provide open, responsible, and ethical government	399 27%	317 27%	42 28% *
Someone whose values best represent my own	407 28%	331 28%	41 27% *
Someone who will make things more affordable	322 22%	262 22%	31 21% *
Someone you can trust	406 28%	323 27%	44 29% *
Someone who has the right temperament and maturity to be Prime Minister	499 34%	404 34%	54 36% *
Someone who will spend taxpayers' money wisely	363 25%	298 25%	30 20% *
Someone who is best to represent Canada on the world stage	566 39%	458 39%	55 37% *
Someone who will keep their election promises	355 24%	285 24%	39 26% *
Someone who gives me hope about the future	392 27%	317 27%	37 24% *
Someone who is sincere	374 26%	297 25%	41 28% *
Someone who has a hidden agenda	520 36%	422 36%	58 39% *
Someone who means what they say	359 25%	301 25%	27 18% *
Someone who wants to lead Canada for the right reasons	437 30%	344 29%	50 33% *
Someone who will say anything to get elected	640 44%	518 44%	70 47% *
Someone who is in over their head	551 38%	436 37%	61 41% *

Dates of field- August 13-16th, 2021

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

	Total	Rural v. Urban	
		Urban	Rural
		A	B
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>1247</b>	<b>146</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>1185</b>	<b>150</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	188	146	29
	13%	12%	19%
			*
Someone who will get things done	311	250	37
	21%	21%	25%
			*
Someone who is best to manage during tough economic times	318	252	38
	22%	21%	25%
			*
Someone who will fight for the middle class	263	213	30
	18%	18%	20%
			*
Someone who will provide open, responsible, and ethical government	260	214	26
	18%	18%	17%
			*
Someone whose values best represent my own	275	215	42
	19%	18%	28%
			A*
Someone who will make things more affordable	258	201	32
	18%	17%	21%
			*
Someone you can trust	232	188	29
	16%	16%	19%
			*
Someone who has the right temperament and maturity to be Prime Minister	291	234	36
	20%	20%	24%
			*
Someone who will spend taxpayers' money wisely	311	252	38
	21%	21%	25%
			*
Someone who is best to represent Canada on the world stage	295	234	36
	20%	20%	24%
			*
Someone who will keep their election promises	237	189	29
	16%	16%	19%
			*
Someone who gives me hope about the future	259	210	32
	18%	18%	21%
			*
Someone who is sincere	222	172	33
	15%	15%	22%
			*
Someone who has a hidden agenda	384	319	34
	26%	27%	23%
			*
Someone who means what they say	242	191	33
	17%	16%	22%
			*
Someone who wants to lead Canada for the right reasons	293	232	38
	20%	20%	25%
			*
Someone who will say anything to get elected	388	326	31
	27%	27%	21%
			*
Someone who is in over their head	253	214	19
	17%	18%	13%
			*

Dates of field- August 13-16th, 2021

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

	Total	Rural v. Urban	
		Urban	Rural
		A	B
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>1247</b>	<b>146</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>1185</b>	<b>150</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	426	350	29
	29%	30%	19%
		B	*
Someone who will get things done	227	192	15
	16%	16%	10%
			*
Someone who is best to manage during tough economic times	185	163	12
	13%	14%	8%
			*
Someone who will fight for the middle class	345	286	21
	24%	24%	14%
		B	*
Someone who will provide open, responsible, and ethical government	300	256	24
	21%	22%	16%
			*
Someone whose values best represent my own	274	233	15
	19%	20%	10%
		B	*
Someone who will make things more affordable	298	254	17
	20%	21%	12%
		B	*
Someone you can trust	243	213	11
	17%	18%	7%
		B	*
Someone who has the right temperament and maturity to be Prime Minister	253	207	20
	17%	18%	13%
			*
Someone who will spend taxpayers' money wisely	225	192	13
	15%	16%	9%
			*
Someone who is best to represent Canada on the world stage	223	191	15
	15%	16%	10%
			*
Someone who will keep their election promises	232	197	15
	16%	17%	10%
			*
Someone who gives me hope about the future	266	227	13
	18%	19%	9%
		B	*
Someone who is sincere	326	276	24
	22%	23%	16%
			*
Someone who has a hidden agenda	111	98	6
	8%	8%	4%
			*
Someone who means what they say	284	242	20
	20%	20%	14%
			*
Someone who wants to lead Canada for the right reasons	289	243	19
	20%	20%	12%
			*
Someone who will say anything to get elected	97	85	8
	7%	7%	5%
			*
Someone who is in over their head	117	101	9
	8%	9%	6%
			*

Dates of field- August 13-16th, 2021

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

	Total	Rural v. Urban	
		Urban	Rural
		A	B
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>1247</b>	<b>146</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>1185</b>	<b>150</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	41 3%	33 3%	3 2% *
Someone who will get things done	48 3%	37 3%	3 2% *
Someone who is best to manage during tough economic times	46 3%	32 3%	10 6% A*
Someone who will fight for the middle class	44 3%	37 3%	2 1% *
Someone who will provide open, responsible, and ethical government	46 3%	38 3%	3 2% *
Someone whose values best represent my own	47 3%	36 3%	3 2% *
Someone who will make things more affordable	26 2%	22 2%	2 1% *
Someone you can trust	37 3%	33 3%	1 1% *
Someone who has the right temperament and maturity to be Prime Minister	38 3%	33 3%	2 1% *
Someone who will spend taxpayers' money wisely	36 2%	28 2%	6 4% *
Someone who is best to represent Canada on the world stage	37 3%	30 3%	3 2% *
Someone who will keep their election promises	42 3%	37 3%	2 1% *
Someone who gives me hope about the future	58 4%	43 4%	9 6% *
Someone who is sincere	54 4%	48 4%	2 1% *
Someone who has a hidden agenda	44 3%	36 3%	4 2% *
Someone who means what they say	51 3%	44 4%	3 2% *
Someone who wants to lead Canada for the right reasons	40 3%	36 3%	2 1% *
Someone who will say anything to get elected	30 2%	24 2%	2 2% *
Someone who is in over their head	190 13%	161 14%	17 12% *

Dates of field- August 13-16th, 2021

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

	Total	Rural v. Urban	
		Urban	Rural
		A	B
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>1247</b>	<b>146</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>1185</b>	<b>150</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	29 2%	23 2%	5 3% *
Someone who will get things done	42 3%	36 3%	4 3% *
Someone who is best to manage during tough economic times	32 2%	27 2%	4 3% *
Someone who will fight for the middle class	46 3%	36 3%	8 6% *
Someone who will provide open, responsible, and ethical government	42 3%	28 2%	11 8% A*
Someone whose values best represent my own	57 4%	48 4%	6 4% *
Someone who will make things more affordable	37 3%	32 3%	4 3% *
Someone you can trust	43 3%	36 3%	6 4% *
Someone who has the right temperament and maturity to be Prime Minister	45 3%	37 3%	6 4% *
Someone who will spend taxpayers' money wisely	33 2%	26 2%	6 4% *
Someone who is best to represent Canada on the world stage	37 3%	33 3%	4 3% *
Someone who will keep their election promises	41 3%	31 3%	8 5% *
Someone who gives me hope about the future	46 3%	34 3%	9 6% *
Someone who is sincere	53 4%	42 4%	9 6% *
Someone who has a hidden agenda	51 4%	38 3%	9 6% *
Someone who means what they say	54 4%	44 4%	8 5% *
Someone who wants to lead Canada for the right reasons	41 3%	32 3%	7 4% *
Someone who will say anything to get elected	45 3%	37 3%	3 2% *
Someone who is in over their head	48 3%	43 4%	1 1% *

Dates of field- August 13-16th, 2021

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

	Total	Rural v. Urban	
		Urban	Rural
		A	B
<b>Base: All Respondents (unwtd)</b>	<b>1501</b>	<b>1247</b>	<b>146</b>
<b>Base: All Respondents (wtd)</b>	<b>1455</b>	<b>1185</b>	<b>150</b>
Someone who will protect the interests of cultural, religious and other minorities in Canada	330	270	46
	23%	23%	30%
			*
Someone who will get things done	376	304	42
	26%	26%	28%
			*
Someone who is best to manage during tough economic times	375	294	45
	26%	25%	30%
			*
Someone who will fight for the middle class	369	291	58
	25%	25%	39%
			A*
Someone who will provide open, responsible, and ethical government	409	332	45
	28%	28%	30%
			*
Someone whose values best represent my own	394	322	44
	27%	27%	29%
			*
Someone who will make things more affordable	513	414	64
	35%	35%	43%
			*
Someone you can trust	494	393	60
	34%	33%	40%
			*
Someone who has the right temperament and maturity to be Prime Minister	330	269	33
	23%	23%	22%
			*
Someone who will spend taxpayers' money wisely	487	390	58
	33%	33%	39%
			*
Someone who is best to represent Canada on the world stage	297	239	37
	20%	20%	25%
			*
Someone who will keep their election promises	548	446	58
	38%	38%	39%
			*
Someone who gives me hope about the future	434	354	51
	30%	30%	34%
			*
Someone who is sincere	424	349	41
	29%	29%	28%
			*
Someone who has a hidden agenda	345	273	39
	24%	23%	26%
			*
Someone who means what they say	465	364	60
	32%	31%	40%
			*
Someone who wants to lead Canada for the right reasons	355	299	36
	24%	25%	24%
			*
Someone who will say anything to get elected	255	194	36
	18%	16%	24%
			*
Someone who is in over their head	295	230	43
	20%	19%	28%
			A*

Dates of field- August 13-16th, 2021