

Trudeau and Scheer likeability down in wake of Jody Wilson-Raybould testimony

National survey released March, 2019

Project 2019-1385A

Special four day
impact study of
Jody Wilson-Raybould
testimony

THE GLOBE AND MAIL 



NANOS SURVEY

Net likeability score of Justin Trudeau drops eight points since testimony of Wilson-Raybould

The following research was conducted in two waves, one wave was completed on the Monday prior to the testimony of Former Minister of Justice and Attorney General of Canada Jody Wilson-Raybould with regards to SNC Lavalin, and the second wave was completed on the Friday following the testimony. Likeability scores of Justin Trudeau and Andrew Scheer have declined over a four day period following the testimony of Wilson-Raybould. Of the three federal party leaders, Justin Trudeau maintains the highest comparable likeability score. Research suggests that there has been what is currently a short term material impact on the likeability of Justin Trudeau. Also of note, Andrew Scheer has not been the beneficiary of an opinion lift this week.

- **The net likeability score of Justin Trudeau drops eight points in four days** – Following the testimony of Wilson-Raybould, more than three out of five Canadians say that Justin Trudeau is likeable (27%, 31% in the previous wave) or somewhat likeable (31%, 32% in the previous wave) while over three in ten say somewhat not likeable (14%, 13% in the previous wave) or not likeable (26%, 23% in the previous wave), and two per cent are unsure. The resulting net likeability score is +18 on Friday, down from +26 four days earlier on Monday and down from +38 in 2017. Women are more likely to say that Justin Trudeau is likeable (30% in recent wave, 35% in previous wave) or somewhat likeable (32% in recent wave, 33% in previous wave) than men (24% likeable, 31% somewhat likeable in recent wave; 26% likeable, 30% somewhat likeable in previous wave).
- **The net likeability score of Andrew Scheer drops seven points in four days** – More than two out of five Canadians says that Andrew Scheer is likeable (17%, 18% in the previous wave) or somewhat likeable (26%, 28% in the previous wave) while nearly half of Canadians find him somewhat not likeable (17%, 19% in the previous wave) or not likeable (32%, 26% in the previous wave). Eight per cent of Canadians are unsure in the most recent wave, compared to 24 per cent in 2017. The resulting net likeability score is -6 on Friday, down from +1 in the same week the previous Monday and down from +6 in 2017.

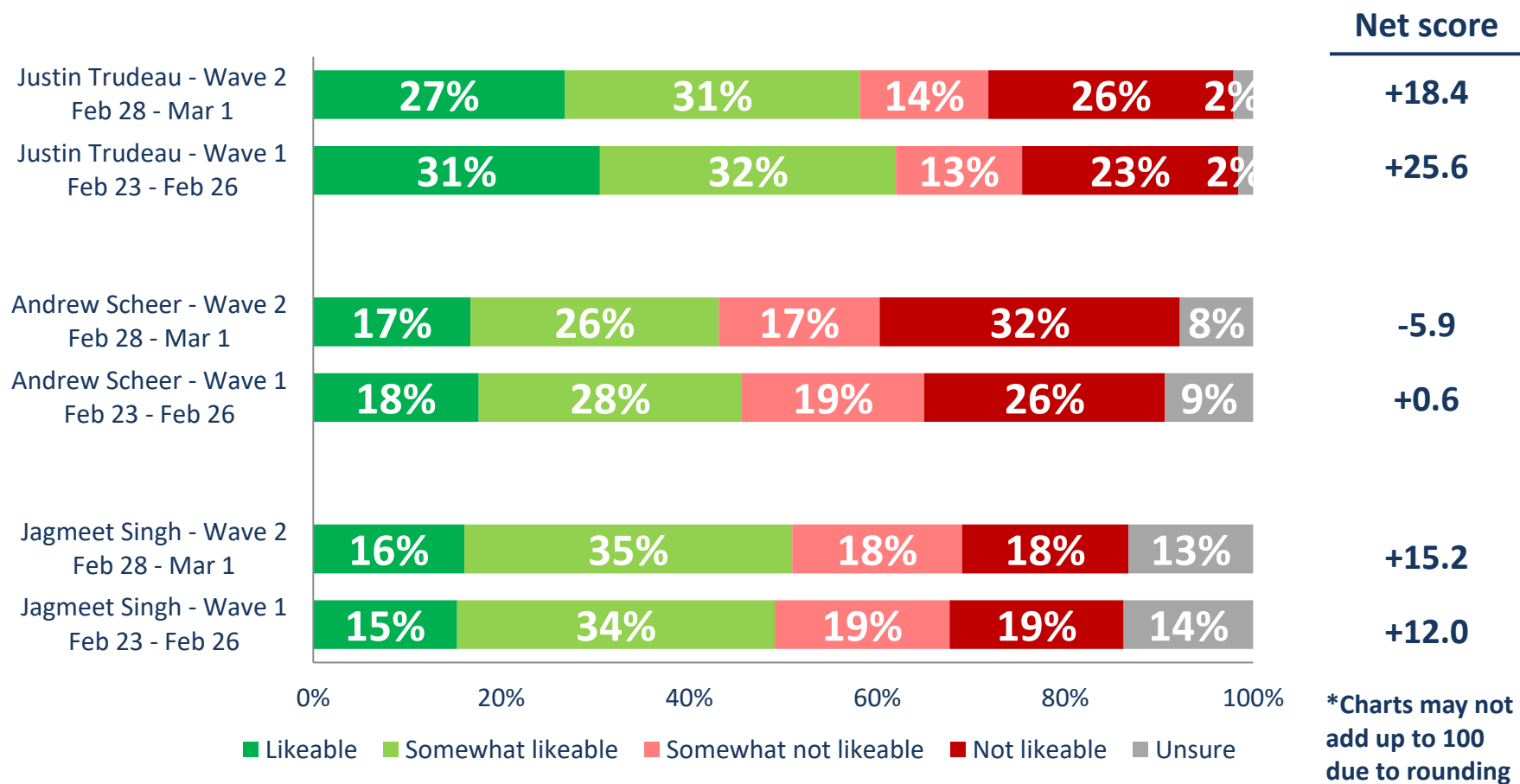
- **The net likeability score of Jagmeet Singh up three points since testimony of Wilson-Raybould –** One in two Canadians say that Jagmeet Singh is likeable (16%, 15% in the previous wave) or somewhat likeable (35%, 34% in the previous wave). Nearly two in five Canadians say that he is somewhat not likeable (18%, 19% in the previous wave) or not likeable (18%, 19% in the previous wave). Thirteen per cent of Canadians are unsure in the most recent wave, compared to 22 per cent in 2017. The resulting net likeability score is +15, up from +12 in the previous wave and down from +35 in 2017. Women are more likely to say that Jagmeet Singh is likeable (20%) or somewhat likeable (39%) than men (12% likeable, 31% somewhat likeable).

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 23rd and 26th, 2019 as part of an omnibus survey, and a second RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 750 Canadians, 18 years of age or older, between February 28th and March 1st, 2019. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20, and the margin of error for a random survey of 750 Canadians is ± 3.6 percentage points, 19 times out of 20.

Readers should note that the sample for the second wave of research was drawn from the same 1,000 participants of the first wave to allow for a direct comparability on the impact of the testimony.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

Likeability of federal party leaders

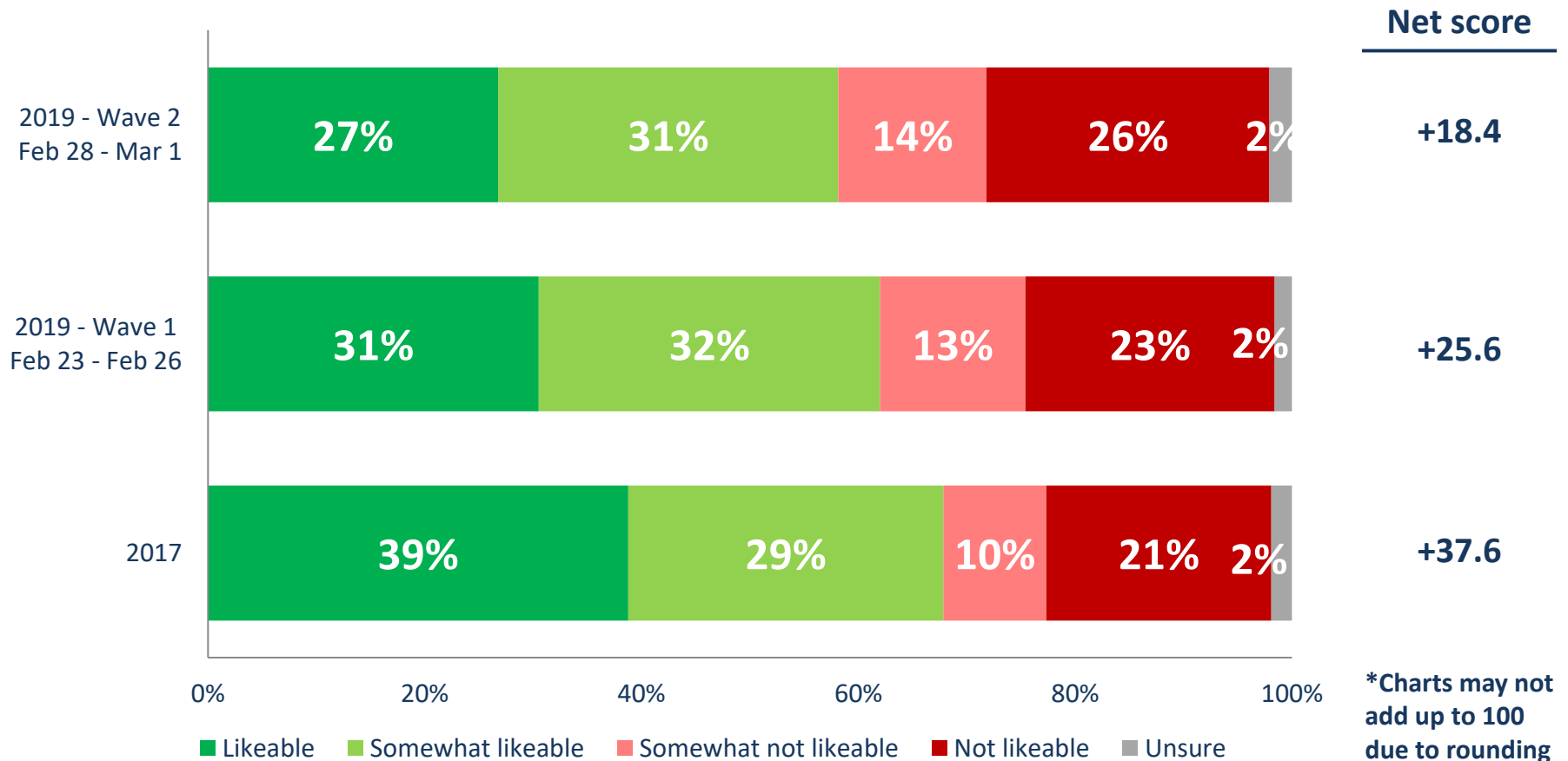


QUESTION – Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23rd to 26th, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 1st, 2019, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Likeability of Trudeau



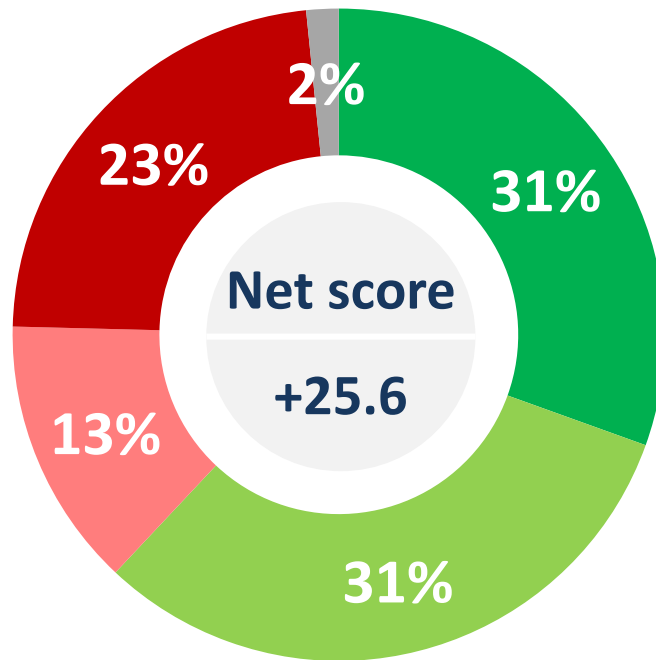
QUESTION – Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

Justin Trudeau

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23rd to 26th, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 1st, 2019, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Likeability of Trudeau – Wave 1



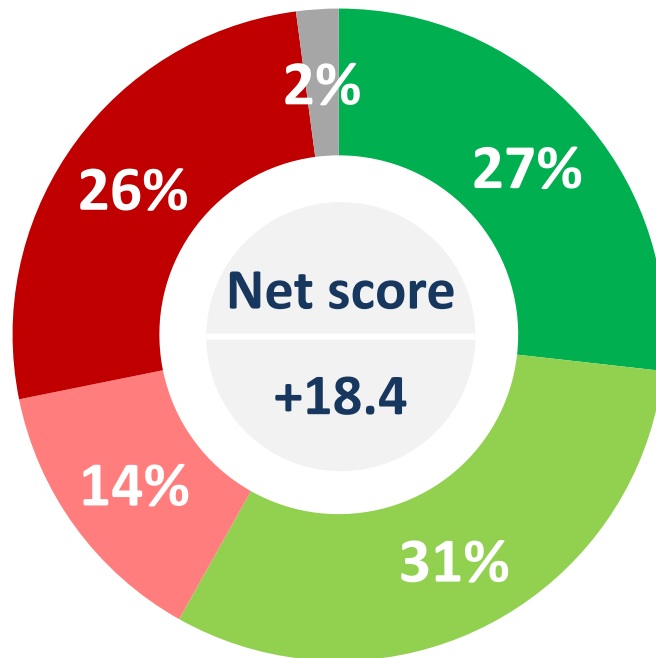
■ Likeable ■ Somewhat likeable ■ Somewhat not likeable ■ Not likeable ■ Unsure

| | Likeable/ somewhat likeable |
|--------------------------|-----------------------------------|
| Atlantic (n=100) | 67.9% |
| Quebec (n=250) | 72.8% |
| Ontario (n=300) | 64.8% |
| Prairies (n=200) | 46.4% |
| British Columbia (n=150) | 55.0% |
| Male (n=517) | 55.9% |
| Female (n=483) | 67.8% |
| 18 to 34 (n=257) | 64.5% |
| 35 to 54 (n=446) | 61.2% |
| 55 plus (n=297) | 60.8% |

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

Justin Trudeau



■ Likeable ■ Somewhat likeable ■ Somewhat not likeable ■ Not likeable ■ Unsure

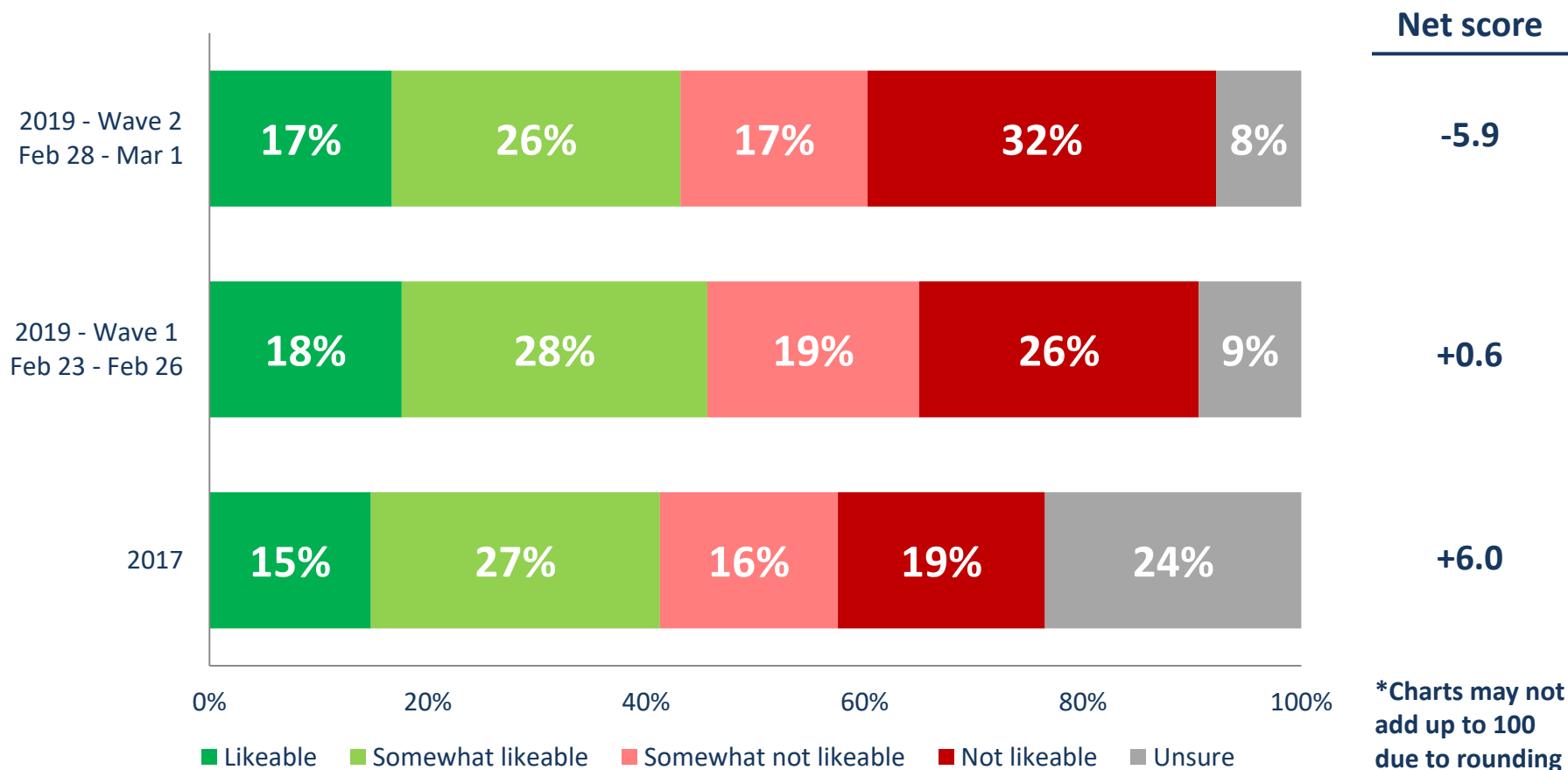
| | Likeable/ somewhat likeable |
|--------------------------|-----------------------------------|
| Atlantic (n=79) | 56.2% |
| Quebec (n=174) | 64.6% |
| Ontario (n=236) | 61.1% |
| Prairies (n=149) | 48.1% |
| British Columbia (n=112) | 56.5% |
| Male (n=398) | 54.4% |
| Female (n=352) | 61.8% |
| 18 to 34 (n=195) | 56.4% |
| 35 to 54 (n=335) | 59.2% |
| 55 plus (n=220) | 58.6% |

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

Justin Trudeau

Likeability of Scheer



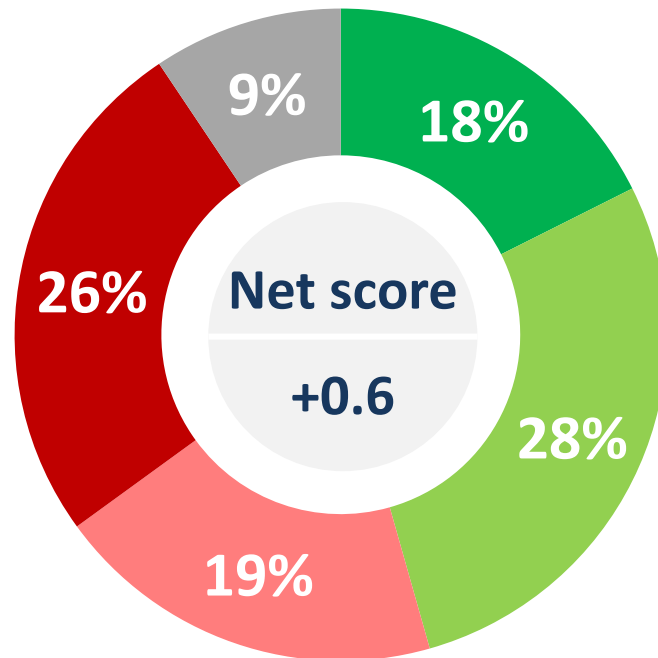
QUESTION – Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

Andrew Scheer

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23rd to 26th, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 1st, 2019, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Likeability of Scheer – Wave 1



■ Likeable ■ Somewhat likeable ■ Somewhat not likeable ■ Not likeable ■ Unsure

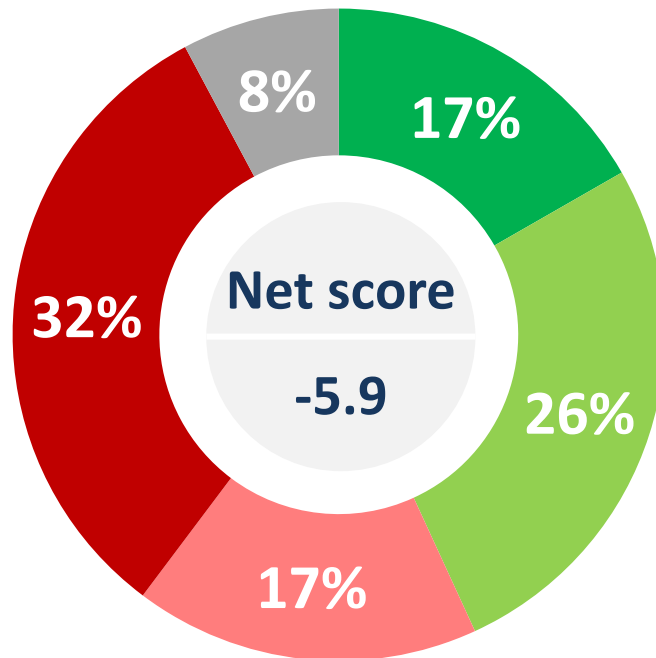
| | Likeable/ somewhat likeable |
|--------------------------|-----------------------------------|
| Atlantic (n=100) | 42.9% |
| Quebec (n=250) | 46.3% |
| Ontario (n=300) | 45.0% |
| Prairies (n=200) | 53.3% |
| British Columbia (n=150) | 37.7% |
| Male (n=517) | 49.1% |
| Female (n=483) | 42.3% |
| 18 to 34 (n=257) | 35.4% |
| 35 to 54 (n=446) | 50.2% |
| 55 plus (n=297) | 48.8% |

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

Andrew Scheer

Likeability of Scheer – Wave 2



■ Likeable ■ Somewhat likeable ■ Somewhat not likeable ■ Not likeable ■ Unsure

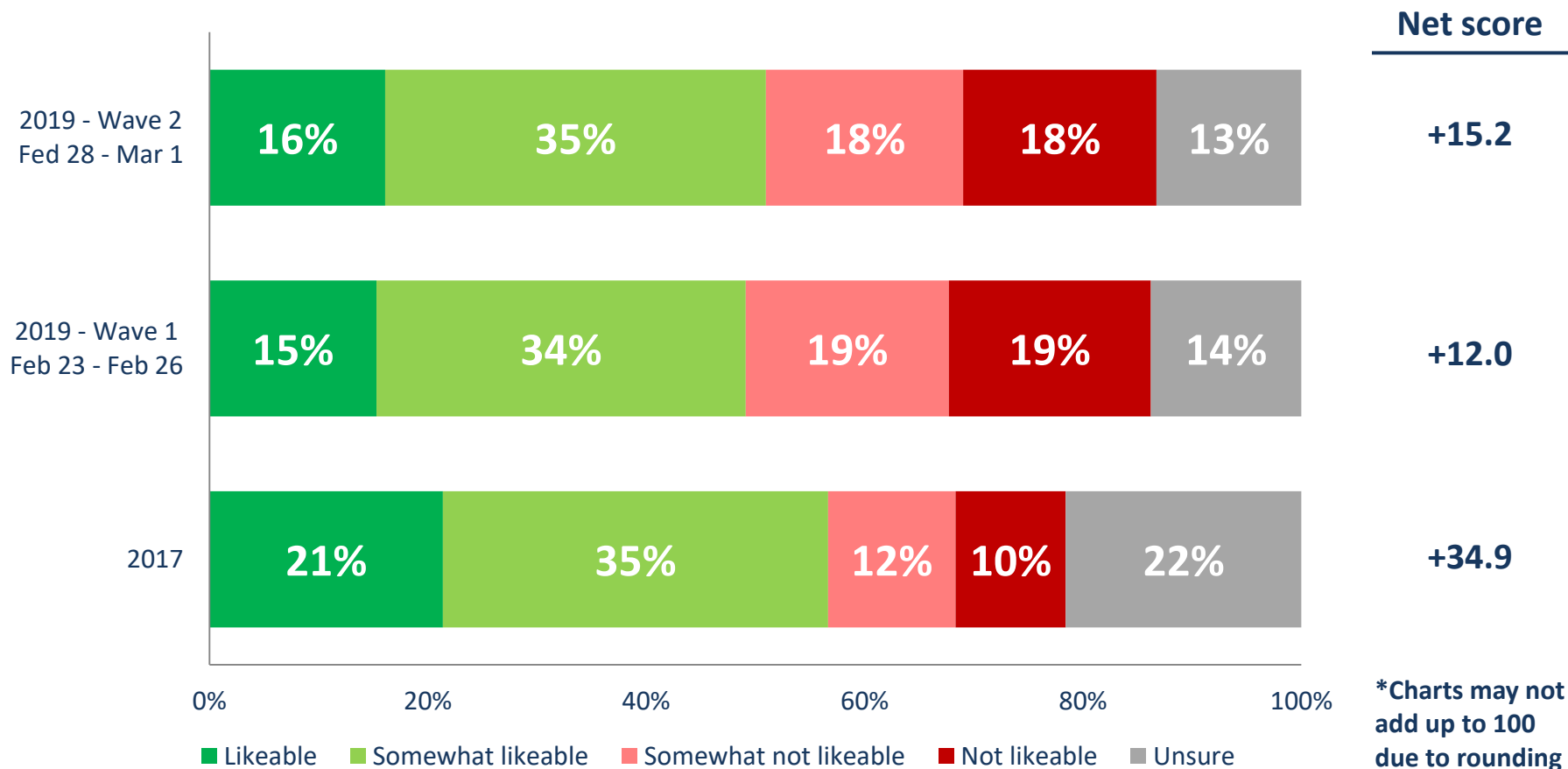
| | Likeable/ somewhat likeable |
|--------------------------|-----------------------------------|
| Atlantic (n=79) | 34.5% |
| Quebec (n=174) | 43.1% |
| Ontario (n=236) | 47.0% |
| Prairies (n=149) | 46.3% |
| British Columbia (n=112) | 36.7% |
| Male (n=398) | 45.7% |
| Female (n=352) | 40.6% |
| 18 to 34 (n=195) | 36.0% |
| 35 to 54 (n=335) | 47.1% |
| 55 plus (n=220) | 44.6% |

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

Andrew Scheer

Likeability of Singh



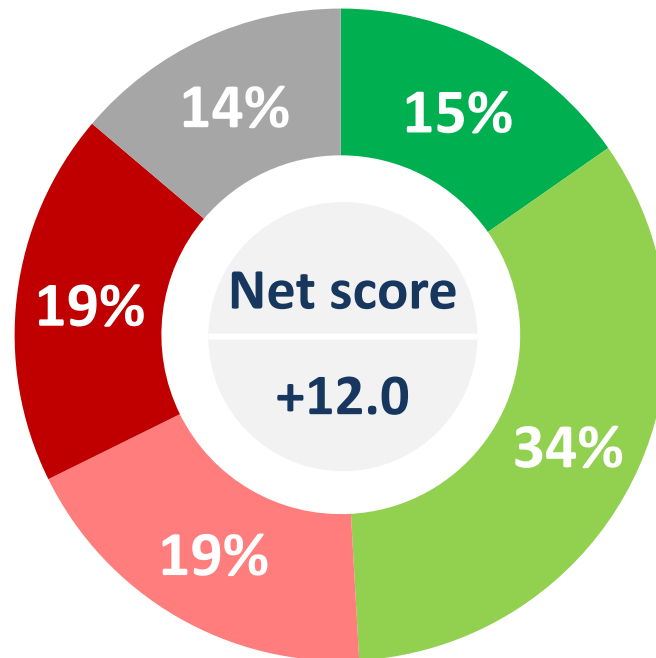
QUESTION – Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

Jagmeet Singh

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 23rd to 26th, 2019, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, February 28th to March 1st, 2019, n=750, accurate 3.6 percentage points plus or minus, 19 times out of 20.

Likeability of Singh – Wave 1



■ Likeable ■ Somewhat likeable ■ Somewhat not likeable ■ Not likeable ■ Unsure

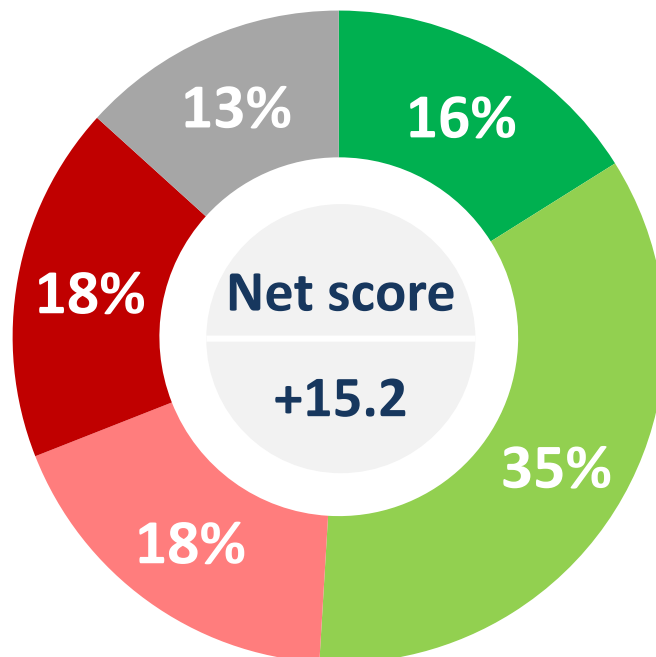
| | Likeable/ somewhat likeable |
|--------------------------|-----------------------------------|
| Atlantic (n=100) | 53.6% |
| Quebec (n=250) | 57.9% |
| Ontario (n=300) | 45.3% |
| Prairies (n=200) | 40.6% |
| British Columbia (n=150) | 50.3% |
| Male (n=517) | 42.4% |
| Female (n=483) | 55.5% |
| 18 to 34 (n=257) | 58.2% |
| 35 to 54 (n=446) | 48.7% |
| 55 plus (n=297) | 43.1% |

*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

QUESTION – Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

Jagmeet Singh

Likeability of Singh – Wave 2



■ Likeable ■ Somewhat likeable ■ Somewhat not likeable ■ Not likeable ■ Unsure

| | Likeable/ somewhat likeable |
|--------------------------|-----------------------------------|
| Atlantic (n=79) | 50.0% |
| Quebec (n=174) | 55.8% |
| Ontario (n=236) | 47.9% |
| Prairies (n=149) | 45.0% |
| British Columbia (n=112) | 57.6% |
| Male (n=398) | 42.6% |
| Female (n=352) | 59.0% |
| 18 to 34 (n=195) | 54.6% |
| 35 to 54 (n=335) | 54.1% |
| 55 plus (n=220) | 45.7% |

*Weighted to the true population proportion.

*Charts may not add up to 100 due to rounding.

QUESTION – Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

Jagmeet Singh



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 23rd and 26th, 2019 as part of an omnibus survey, and a second RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 750 Canadians, 18 years of age or older, between February 28th and March 1st, 2019. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20, and the margin of error for a random survey of 750 Canadians is ± 3.6 percentage points, 19 times out of 20.

Readers should note that the sample for the second wave of research was drawn from the same 1,000 participants of the first wave to allow for a direct comparability on the impact of the testimony.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

TECHNICAL NOTE

| Element | Description |
|--|---|
| Organization who commissioned the research | Globe and Mail |
| Final Sample Size | Wave 1: 1,000 Randomly selected individuals. Wave 2: 750 Randomly selected individuals. |
| Margin of Error | Wave 1: ± 3.1 percentage points, 19 times out of 20. Wave 2: ± 3.6 percentage points, 19 times out of 20. |
| Mode of Survey | RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey |
| Sampling Method Base | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada. |
| Demographics (Captured) | Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography. |
| Demographics (Other) | Age, gender, education, income |
| Fieldwork/Validation | Live interviews with live supervision to validate work. |
| Number of Calls/ | Maximum of five call backs. |
| Time of Calls | Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent. |
| Field Dates | Wave 1: February 23 rd to 26 th , 2019 Wave 2: February 28 th to March 1 st , 2019 |
| Language of Survey | The survey was conducted in both English and French. |
| Standards | This report meets the standards set forth by ESOMAR and AAPOR. |

| Element | Description |
|-------------------------|--|
| Weighting of Data | The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure |
| Screening | Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data. |
| Excluded Demographics | Individuals younger than 18 years old; individuals without land or cell line could not participate. |
| Stratification | By age and gender using the latest Census information (2016) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample. |
| Estimated Response Rate | Wave 1: Nine percent, consistent with industry norms. Wave 2: 75 percent, consistent with industry norms. |
| Question Order | Question order in the preceding report reflects the order in which they appeared in the original questionnaire. |
| Question Content | Wave 1 was module two of an omnibus survey. Module one was about ethics in federal politics. All questions asked in Wave 2 are contained in the report. This is part one of a three-part report. Part two was about government relations with Indigenous communities and part three was about the SNC Lavalin controversy. |
| Question Wording | The questions in the preceding report are written exactly as they were asked to individuals. |
| Survey Company | Nanos Research |
| Contact | Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone: (613) 234-4666 ext. 237 Email: info@nanosresearch.com . |



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TABULATIONS

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2019-1385A – Globe and Mail/Nanos Survey – Federal Leaders – Wave 1 of 2 – STAT SHEET

Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

| | | | Region | | | | | | Gender | | Age | | |
|---------------------------|-----------------------|---------|----------------|----------|--------|---------|---------|------------------|--------|--------|----------|----------|---------|
| | | | Canada 2019-02 | Atlantic | Quebec | Ontario | Prairie | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Justin Trudeau | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 517 | 483 | 257 | 446 | 297 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Likeable | % | 30.5 | 31.0 | 29.3 | 38.4 | 21.1 | 28.6 | 26.2 | 34.6 | 30.3 | 28.7 | 32.1 |
| | Somewhat likeable | % | 31.5 | 36.9 | 43.5 | 26.4 | 25.3 | 26.4 | 29.7 | 33.2 | 34.2 | 32.5 | 28.7 |
| | Somewhat not likeable | % | 13.4 | 10.6 | 15.8 | 12.9 | 11.4 | 14.6 | 16.4 | 10.4 | 16.5 | 12.7 | 11.8 |
| | Not likeable | % | 23.0 | 18.8 | 10.5 | 21.5 | 41.1 | 25.9 | 26.6 | 19.6 | 18.7 | 23.4 | 25.8 |
| | Unsure | % | 1.6 | 2.6 | 1.0 | 0.7 | 1.1 | 4.5 | 1.1 | 2.1 | 0.3 | 2.6 | 1.7 |

Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

| | | | Region | | | | | | Gender | | Age | | |
|--------------------------|-----------------------|---------|----------------|----------|--------|---------|---------|------------------|--------|--------|----------|----------|---------|
| | | | Canada 2019-02 | Atlantic | Quebec | Ontario | Prairie | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Andrew Scheer | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 517 | 483 | 257 | 446 | 297 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Likeable | % | 17.6 | 13.6 | 12.7 | 18.6 | 27.0 | 14.3 | 19.6 | 15.7 | 13.4 | 16.1 | 22.0 |
| | Somewhat likeable | % | 28.0 | 29.3 | 33.6 | 26.4 | 26.3 | 23.4 | 29.5 | 26.6 | 22.0 | 34.1 | 26.8 |
| | Somewhat not likeable | % | 19.4 | 17.5 | 24.5 | 19.1 | 15.3 | 17.9 | 18.2 | 20.5 | 22.2 | 18.9 | 17.8 |
| | Not likeable | % | 25.6 | 32.0 | 17.6 | 28.1 | 24.9 | 30.2 | 26.4 | 24.7 | 29.6 | 20.9 | 26.8 |
| | Unsure | % | 9.4 | 7.6 | 11.5 | 7.8 | 6.5 | 14.3 | 6.2 | 12.5 | 12.7 | 10.1 | 6.6 |

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2019-1385A – Globe and Mail/Nanos Survey – Federal Leaders – Wave 1 of 2 – STAT SHEET

Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

| | | | Region | | | | | | Gender | | Age | | |
|--------------------------|-----------------------|---------|----------------|----------|--------|---------|---------|------------------|--------|--------|----------|----------|---------|
| | | | Canada 2019-02 | Atlantic | Quebec | Ontario | Prairie | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Jagmeet Singh | Total | Unwgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 517 | 483 | 257 | 446 | 297 |
| | | Wgt N | 1000 | 100 | 250 | 300 | 200 | 150 | 491 | 509 | 271 | 340 | 389 |
| | Likeable | % | 15.3 | 12.5 | 16.5 | 13.8 | 13.9 | 20.0 | 11.7 | 18.8 | 20.3 | 13.7 | 13.2 |
| | Somewhat likeable | % | 33.8 | 41.1 | 41.4 | 31.5 | 26.7 | 30.3 | 30.7 | 36.7 | 37.9 | 35.0 | 29.9 |
| | Somewhat not likeable | % | 18.6 | 17.5 | 16.4 | 22.2 | 15.9 | 19.7 | 21.9 | 15.5 | 10.9 | 18.4 | 24.2 |
| | Not likeable | % | 18.5 | 12.0 | 12.1 | 20.0 | 28.1 | 17.8 | 23.2 | 14.0 | 16.0 | 19.6 | 19.3 |
| | Unsure | % | 13.8 | 16.9 | 13.6 | 12.5 | 15.4 | 12.2 | 12.5 | 14.9 | 15.0 | 13.3 | 13.3 |

2019-1385A – Globe and Mail/Nanos Survey – Wave 2 of 2 – Federal Leaders – STAT SHEET

Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

| | | | Region | | | | | | Gender | | Age | | |
|------------------------------|--------------------------|------------|-------------------|----------|--------|---------|----------|---------------------|--------|--------|-------------|-------------|------------|
| | | | Canada 2019-02 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Justin Trudeau | Total | Unwgt N | 750 | 79 | 174 | 236 | 149 | 112 | 398 | 352 | 195 | 335 | 220 |
| | | Wgt N | 750 | 75 | 187 | 225 | 150 | 113 | 367 | 383 | 203 | 255 | 292 |
| | Likeable | % | 26.8 | 26.8 | 24.7 | 32.9 | 20.2 | 27.0 | 23.6 | 29.9 | 24.7 | 25.9 | 29.1 |
| | Somewhat likeable | % | 31.4 | 29.4 | 39.9 | 28.2 | 27.9 | 29.5 | 30.8 | 31.9 | 31.7 | 33.3 | 29.5 |
| | Somewhat not likeable | % | 13.7 | 15.0 | 16.2 | 13.8 | 10.1 | 13.2 | 11.9 | 15.3 | 17.8 | 13.0 | 11.4 |
| | Not likeable | % | 26.1 | 26.8 | 16.6 | 23.9 | 38.8 | 28.6 | 31.8 | 20.5 | 24.1 | 25.6 | 27.8 |
| | Unsure | % | 2.1 | 2.0 | 2.6 | 1.2 | 3.1 | 1.7 | 1.8 | 2.4 | 1.7 | 2.2 | 2.3 |
| | | | | | | | | | | | | | |

Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

| | | | Region | | | | | | Gender | | Age | | |
|-----------------------------|--------------------------|------------|-------------------|----------|--------|---------|----------|---------------------|--------|--------|-------------|-------------|------------|
| | | | Canada 2019-02 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Andrew Scheer | Total | Unwgt N | 750 | 79 | 174 | 236 | 149 | 112 | 398 | 352 | 195 | 335 | 220 |
| | | Wgt N | 750 | 75 | 187 | 225 | 150 | 113 | 367 | 383 | 203 | 255 | 292 |
| | Likeable | % | 16.7 | 15.5 | 9.0 | 19.2 | 25.1 | 13.8 | 17.5 | 15.8 | 13.9 | 14.2 | 20.7 |
| | Somewhat likeable | % | 26.4 | 19.0 | 34.1 | 27.8 | 21.2 | 22.9 | 28.2 | 24.8 | 22.1 | 32.9 | 23.9 |
| | Somewhat not likeable | % | 17.1 | 22.5 | 23.5 | 14.3 | 11.6 | 16.2 | 17.7 | 16.6 | 16.5 | 17.6 | 17.2 |
| | Not likeable | % | 31.9 | 37.0 | 24.1 | 33.6 | 34.3 | 35.1 | 29.6 | 34.1 | 35.3 | 27.3 | 33.6 |
| | Unsure | % | 7.8 | 6.0 | 9.3 | 5.1 | 7.9 | 12.0 | 7.0 | 8.7 | 12.2 | 8.1 | 4.6 |
| | | | | | | | | | | | | | |

2019-1385A – Globe and Mail/Nanos Survey – Wave 2 of 2 – Federal Leaders – STAT SHEET

Do you say that the following federal party leaders are likeable, somewhat likeable, somewhat not likeable or not likeable?

| | | | Region | | | | | | Gender | | Age | | |
|-----------------------------|--------------------------|------------|-------------------|----------|--------|---------|----------|---------------------|--------|--------|-------------|-------------|------------|
| | | | Canada 2019-02 | Atlantic | Quebec | Ontario | Prairies | British Columbia | Male | Female | 18 to 34 | 35 to 54 | 55 plus |
| Question - Jagmeet Singh | Total | Unwgt N | 750 | 79 | 174 | 236 | 149 | 112 | 398 | 352 | 195 | 335 | 220 |
| | | Wgt N | 750 | 75 | 187 | 225 | 150 | 113 | 367 | 383 | 203 | 255 | 292 |
| | Likeable | % | 16.1 | 13.2 | 17.2 | 16.5 | 12.9 | 19.5 | 11.9 | 20.1 | 22.9 | 15.6 | 11.8 |
| | Somewhat likeable | % | 34.9 | 36.8 | 38.6 | 31.4 | 32.1 | 38.1 | 30.7 | 38.9 | 31.7 | 38.5 | 33.9 |
| | Somewhat not likeable | % | 18.1 | 20.7 | 16.5 | 21.6 | 16.6 | 13.7 | 22.6 | 13.7 | 14.6 | 17.8 | 20.7 |
| | Not likeable | % | 17.7 | 13.8 | 15.4 | 15.7 | 26.8 | 15.8 | 22.2 | 13.4 | 15.1 | 16.5 | 20.5 |
| | Unsure | % | 13.3 | 15.5 | 12.3 | 14.7 | 11.6 | 12.9 | 12.7 | 13.8 | 15.6 | 11.7 | 13.0 |
| | | | | | | | | | | | | | |