

# ***Ever wonder who Canadians think has the qualities of a good political leader?***

*Qualities of a good political leader – released October 10<sup>th</sup>, 2019*

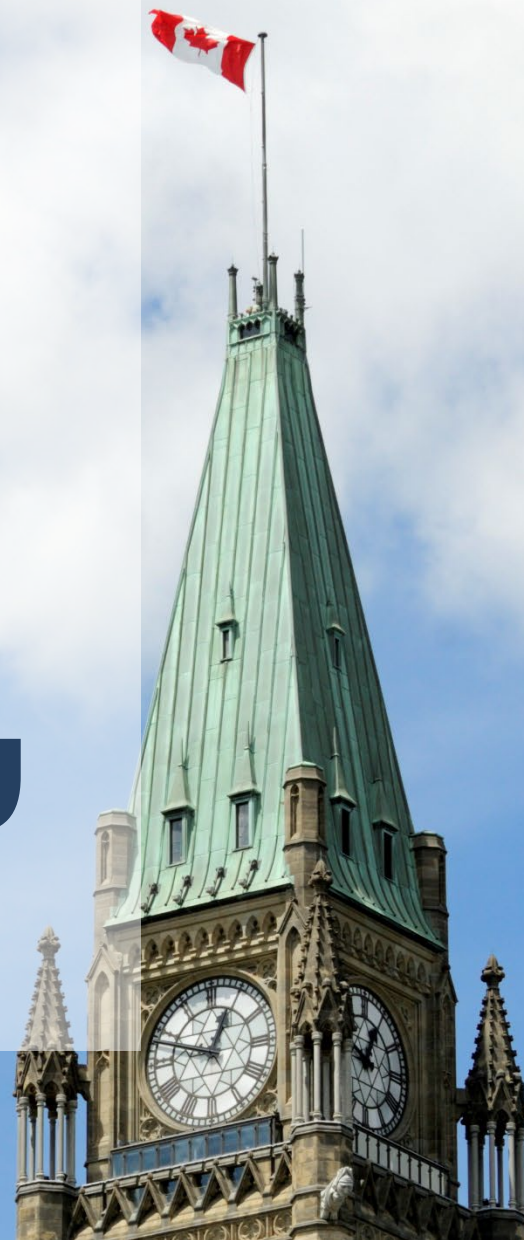


“

*NDP Leader Jagmeet Singh shows greatest gains as having qualities of a good political leader. Not having qualities of a good political leader up for Bernier.*

”

*Nik Nanos*



# Federal Candidates

## QUALITIES OF A GOOD POLITICAL LEADER



A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. The October 8<sup>th</sup>, 2019 figures are based on a sample comprised of 1,227 interviews. The margin of error for a survey of 1,227 respondents is  $\pm 2.8$  percentage points, 19 times out of 20. The August 2<sup>nd</sup> data is based on a four week rolling average ending on August 2<sup>nd</sup>, 2019.

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Methodology:

[www.nanos.co/method](http://www.nanos.co/method)

[Subscribe](#) to the Nanos data portals to get access to detailed demographic and regional breakdowns.

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

October 8 <sup>th</sup> , 2019 (n=1227)	Has the qualities	Does not have the qualities	Unsure
Justin Trudeau	48%	42%	10%
Andrew Scheer	42%	42%	16%
Jagmeet Singh	46%	33%	21%
Elizabeth May	36%	42%	23%
Yves-François Blanchet (Quebec only) (n=304)	43%	39%	18%
Maxime Bernier	15%	60%	25%
August 2 <sup>nd</sup> , 2019 (n=1000)	Has the qualities	Does not have the qualities	Unsure
Justin Trudeau	49%	39%	13%
Andrew Scheer	37%	33%	30%
Jagmeet Singh	29%	34%	37%
Elizabeth May	36%	28%	36%
Yves-François Blanchet (Quebec only) (n=248)	31%	32%	37%
Maxime Bernier	17%	42%	42%



# TRUDEAU

## QUALITIES OF A GOOD POLITICAL LEADER



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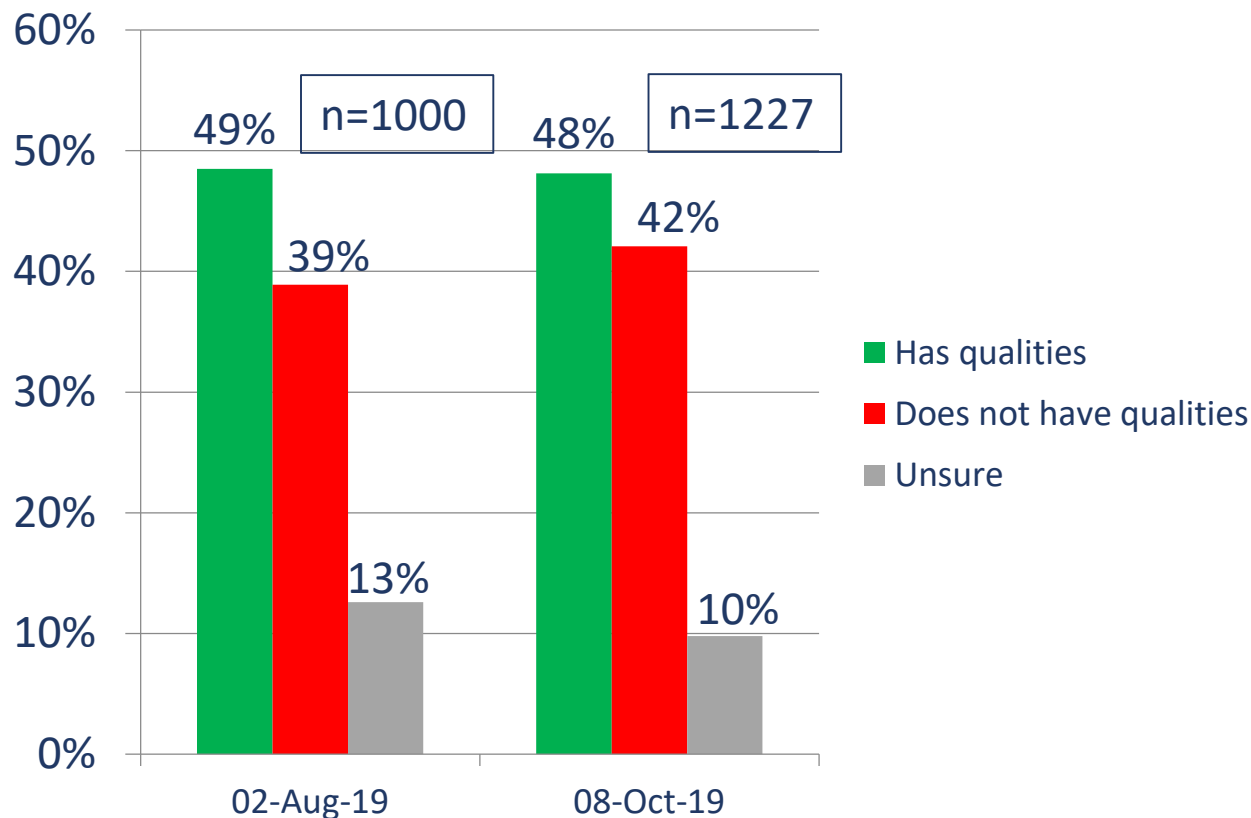
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**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Justin Trudeau

Source: CTV, Globe, Nanos nightly election tracking ending October 8<sup>th</sup>, 2019. The data below represents the weekly tracking for the first week of August 2019. Nightly election tracking started on September 11<sup>th</sup>, 2019.





A national dual-frame (land+cell) random telephone survey is conducted nightly by Nanos Research throughout the campaign using live agents. The October 8<sup>th</sup>, 2019 figures are based on a sample comprised of 1,227 interviews. The margin of error for a survey of 1,227 respondents is  $\pm 2.8$  percentage points, 19 times out of 20. The August 2<sup>nd</sup> data is based on a four week rolling average ending on August 2<sup>nd</sup>, 2019.

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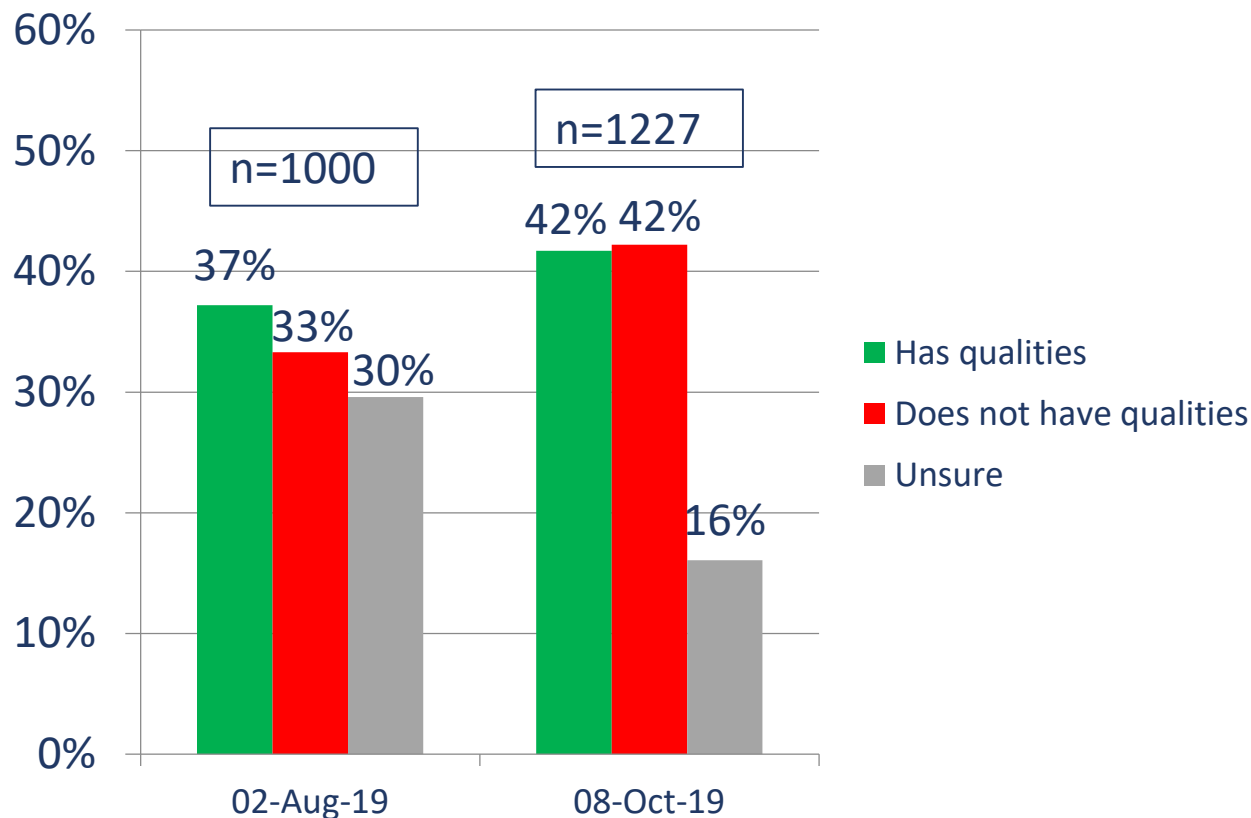
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**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Andrew Scheer

Source: CTV, Globe, Nanos nightly election tracking ending October 8<sup>th</sup>, 2019. The data below represents the weekly tracking for the first week of August 2019. Nightly election tracking started on September 11<sup>th</sup>, 2019.



## QUALITIES OF A GOOD POLITICAL LEADER



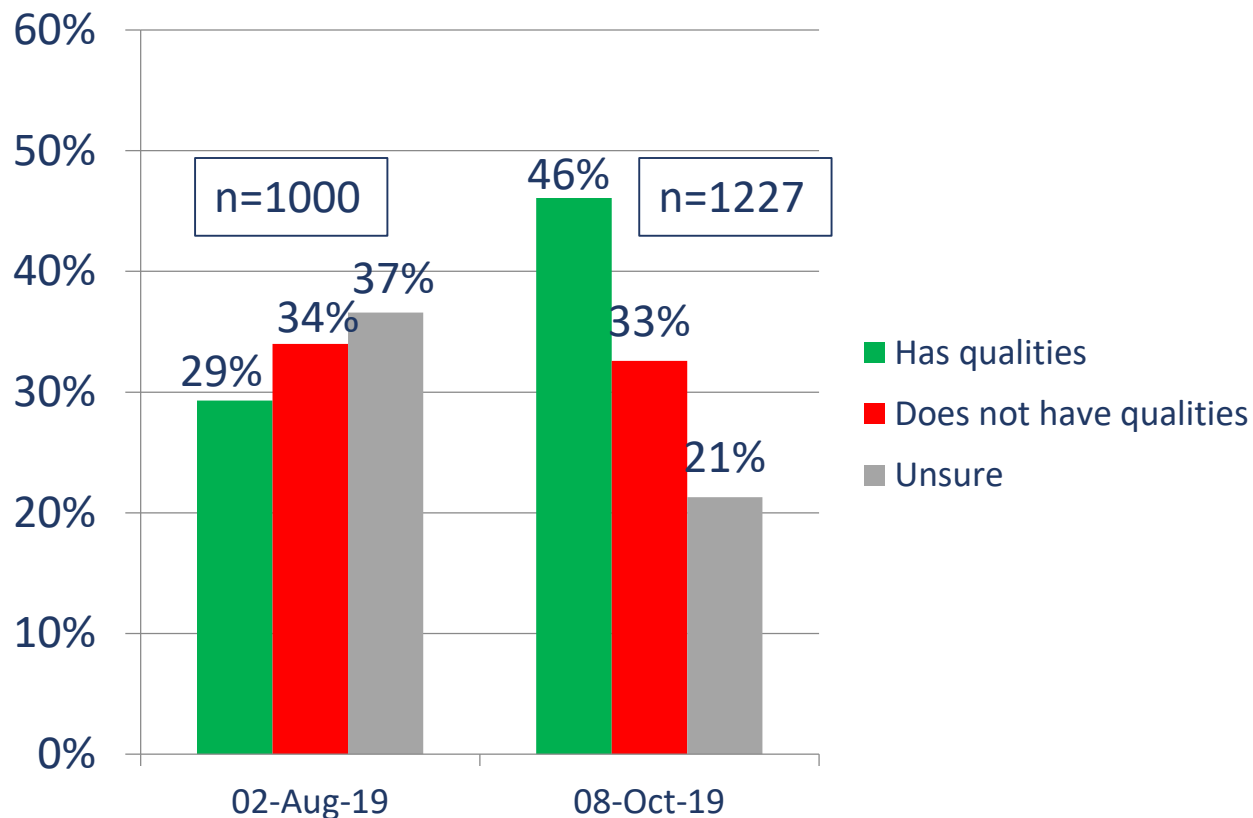
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**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Jagmeet Singh  
 Source: CTV, Globe, Nanos nightly election tracking ending October 8<sup>th</sup>, 2019. The data below represents the weekly tracking for the first week of August 2019. Nightly election tracking started on September 11<sup>th</sup>, 2019.



# MAY

## QUALITIES OF A GOOD POLITICAL LEADER



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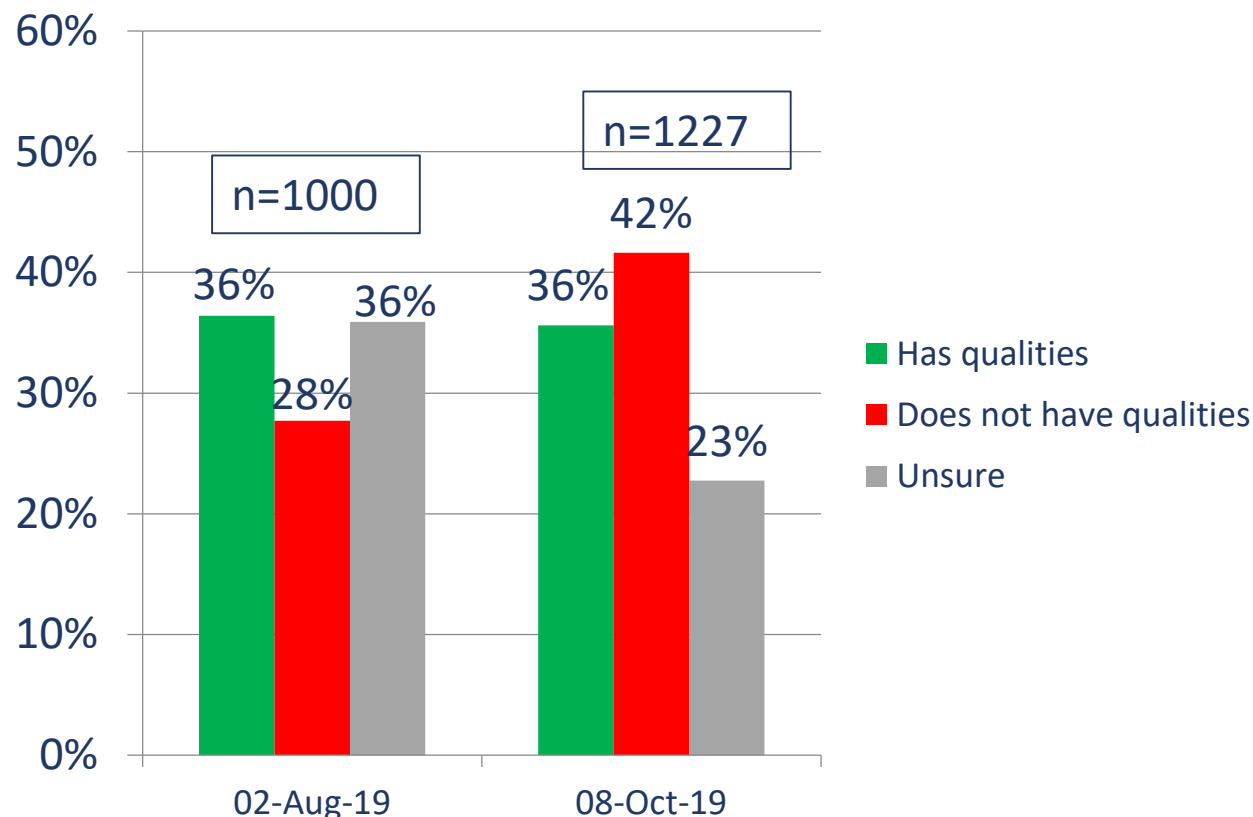
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**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Elizabeth May

Source: CTV, Globe, Nanos nightly election tracking ending October 8<sup>th</sup>, 2019. The data below represents the weekly tracking for the first week of August 2019. Nightly election tracking started on September 11<sup>th</sup>, 2019.



# BLANCHET

## QUALITIES OF A GOOD POLITICAL LEADER



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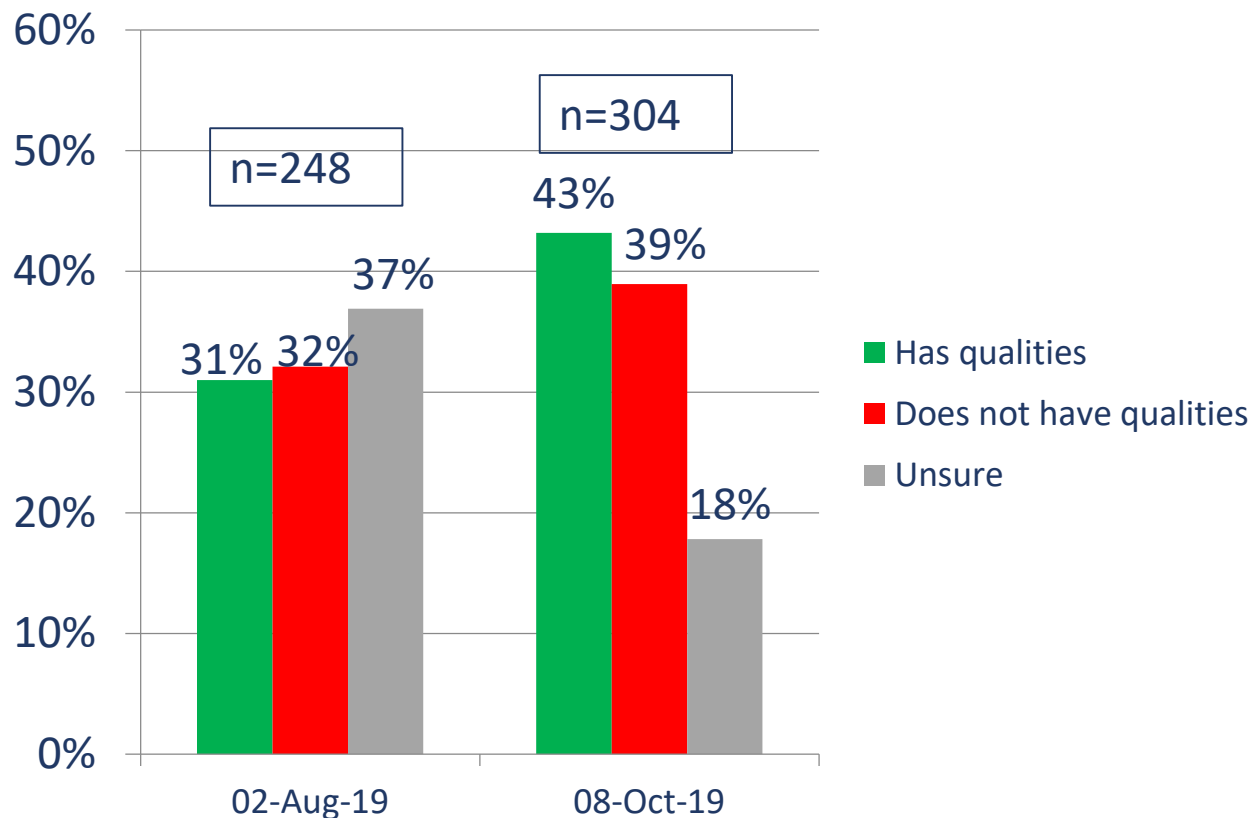
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**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Yves-François Blanchet

Source: CTV, Globe, Nanos nightly election tracking ending October 8<sup>th</sup>, 2019. The data below represents the weekly tracking for the first week of August 2019. Nightly election tracking started on September 11<sup>th</sup>, 2019.





# BERNIER

## QUALITIES OF A GOOD POLITICAL LEADER



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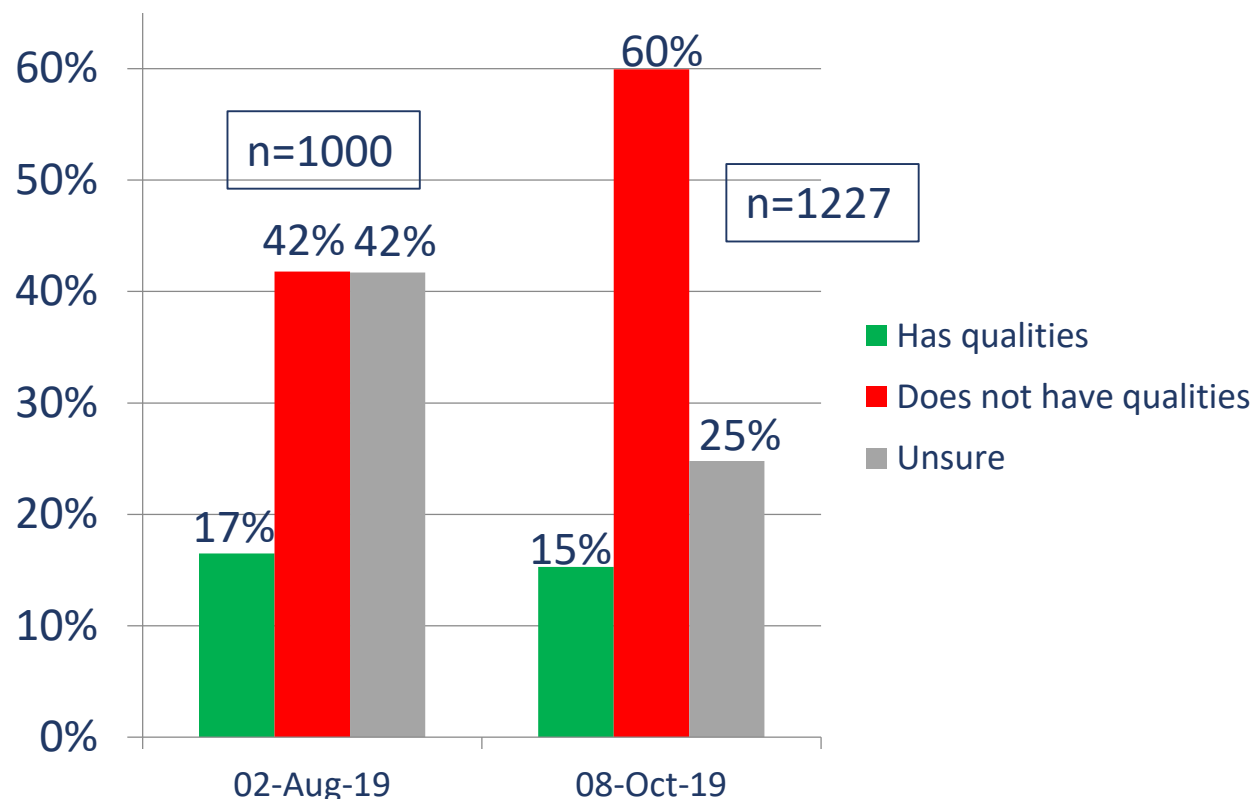
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**Question:** For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE] Maxime Bernier

Source: CTV, Globe, Nanos nightly election tracking ending October 8<sup>th</sup>, 2019. The data below represents the weekly tracking for the first week of August 2019. Nightly election tracking started on September 11<sup>th</sup>, 2019.



# SURVEY METHODOLOGY

A national random telephone survey of 1,227 Canadians is conducted by Nanos Research throughout the campaign over a three day period. Each evening a new group of 400 eligible voters are interviewed. The daily tracking figures are based on a three-day sample between October 6<sup>th</sup> and 8<sup>th</sup>, 2019. The margin of error for a survey of 1,227 respondents is  $\pm 2.8$  percentage points, 19 times out of 20.

The respondent sample is stratified geographically and by gender. The data may be weighted by age according to data from the 2016 Canadian Census administered by Statistics Canada. Percentages reported may not add up to 100 due to rounding.

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,000 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending August 2<sup>nd</sup>, 2019. The margin of error this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

# TECHNICAL NOTE

Element	Description
Research sponsor	Nanos Research
Population and Final Sample Size	1,227 Randomly selected individuals.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±2.8 percentage points, 19 times out of 20.
Mode of Survey	Tracking; RDD dual frame (land- and cell-lines) random telephone 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 CATI interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 6:30-9:30pm local time for the respondent.
Field Dates	October 6 <sup>th</sup> to 8 <sup>th</sup> , 2019
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

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 lines 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	Seven 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	This was module two of a nightly omnibus survey. The preceding module was about unprompted national issues of concern.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">www.nanos.co</a> Telephone: (613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .

# TECHNICAL NOTE

Element	Description
Research sponsor	Nanos Research
Population and Final Sample Size	1,000 Randomly selected individuals, four week rolling average of 250 interviews a week.
Source of Sample	Dynata
Type of Sample	Probability
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	Tracking; RDD dual frame (land- and cell-lines) random telephone 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 CATI interviews with live supervision to validate work.
Number of Calls	Maximum of five call backs.
Time of Calls	Local time 5:00-9:00 pm, on weekends 12:00- 6:00 pm
Field Dates	Four week period ending August 2 <sup>nd</sup> , 2019
Language of Survey	The survey was conducted in both English and French.
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>

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 lines 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	Nine 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	This was part of a weekly tracking survey. The preceding module included questions about national issues of concern and ballot preferences and economic confidence.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Research/Data Collection Supplier	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.



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- Nightly 2019 Canadian Federal Election Tracking (August 2019 to present)
  - Nightly Undecided Tracking (August 2019 to present)
  - Nightly Preferred PM Tracking Canada (August 2019 to present)
  - Nightly Party Power Index Tracking Canada (August 2019 to present)
  - Nightly Consider Voting for the Liberal Party of Canada (August 2019 to present)
  - Nightly Consider Voting for the Conservative Party of Canada (August 2019 to present)
  - Nightly Consider Voting for the NDP of Canada (August 2019 to present)
  - Nightly Consider Voting for the Green Party of Canada (August 2019 to present)
  - Nightly Consider Voting for the Bloc Québécois (August 2019 to present)
  - Nightly Consider Voting for the People's Party of Canada (August 2019 to present)
- In addition to this, paid subscribers have access to the following Nanos Data Portals:
- Weekly Political Portal with Federal Data (2014 to present)
  - Weekly Canadian Consumer Confidence Tracking (2008 to present)
  - Weekly Issue Tracking Canada (2015 to present)
  - Canada-US Relations Annual Tracking (2005 to present)
  - The Nanos Annual Public Policy Map (2015 to present)
  - The Mood of Canada Annual Tracking Survey (2007 to present)

# ABOUT NANOS



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process.

[www.nanos.co](http://www.nanos.co)

**nanos dimap analytika**



This international joint venture between [dimap](http://www.dimap.com) and [Nanos](http://www.nanos.co) brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion.

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## 2019-1445 – Globe/CTV #ELXN43 Nightly Leadership Tracking (October 6<sup>th</sup> to 8<sup>th</sup>) – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [Rotate]

			Region						Gender		Age				
			Canada Ending Oct 8 <sup>th</sup>	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Justin Trudeau	Total	Unwgt N	1227	122	304	367	247	187	634	593	184	188	203	236	416
		Wgt N	1200	80	280	460	221	159	581	619	229	197	200	227	347
	Have	%	48.1												
	Not have	%	42.1												
	Unsure	%	9.8												

Subscribers only

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [Rotate]

			Region						Gender		Age				
			Canada Ending Oct 8 <sup>th</sup>	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Andrew Scheer	Total	Unwgt N	1227	122	304	367	247	187	634	593	184	188	203	236	416
		Wgt N	1200	80	280	460	221	159	581	619	229	197	200	227	347
	Have	%	41.7												
	Not have	%	42.2												
	Unsure	%	16.1												

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2019-1445 – Globe/CTV #ELXN43 Nightly Leadership Tracking (October 6<sup>th</sup> to 8<sup>th</sup>) – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [Rotate]

			Region						Gender		Age				
			Canada Ending Oct 8 <sup>th</sup>	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Jagmeet Singh	Total	Unwgt N	1227	122	304	367	247	187	634	593	184	188	203	236	416
		Wgt N	1200	80	280	460	221	159	581	619	229	197	200	227	347
	Have	%	46.1												
	Not have	%	32.6												
	Unsure	%	21.3												

Subscribers only

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [Rotate]

			Region			Gender		Age				
			Canada Ending Oct 8 <sup>th</sup>	Quebec		Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Yves-François Blanchet	Total	Unwgt N		304	304	162	142	50	54	61	49	90
		Wgt N		280	280	134	146	51	45	47	54	84
	Have	%										
	Not have	%										
	Unsure	%										

Subscribers only

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## 2019-1445 – Globe/CTV #ELXN43 Nightly Leadership Tracking (October 6<sup>th</sup> to 8<sup>th</sup>) – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [Rotate]

			Region						Gender		Age				
			Canada Ending Oct 8 <sup>th</sup>	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Elizabeth May	Total	Unwgt N	1227	122	304	367	247	187	634	593	184	188	203	236	416
		Wgt N	1200	80	280	460	221	159	581	619	229	197	200	227	347
	Have	%	35.6												
	Not have	%	41.6												
	Unsure	%	22.8												

Subscribers only

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [Rotate]

			Region						Gender		Age				
			Canada Ending Oct 8 <sup>th</sup>	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Maxime Bernier	Total	Unwgt N	1227	122	304	367	247	187	634	593	184	188	203	236	416
		Wgt N	1200	80	280	460	221	159	581	619	229	197	200	227	347
	Have	%	15.3												
	Not have	%	59.9												
	Unsure	%	24.8												

Subscribers only

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## Political Package – Tracking ending August 2<sup>nd</sup>, 2019 – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region						Gender		Age				
			Canada 2019-08- 02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Justin Trudeau	Total	Unwgt N	1000	100	248	290	206	156	500	500	133	159	171	198	339
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	48.5												
	Not have	%	38.9	Subscribers only											
	Unsure	%	12.6												

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

		Region							Gender		Age				
		Canada 2019-08- 02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Andrew Scheer	Total	Unwgt N	1000	100	248	290	206	156	500	500	133	159	171	198	339
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	37.2												
	Not have	%	33.3												
	Unsure	%	29.6												
									Subscribers only						

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region					Gender		Age					
			Canada 2019-08-02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Jagmeet Singh	Total	Unwgt N	1000	100	248	290	206	156	500	500	133	159	171	198	339
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	29.3												
	Not have	%	34.0	Subscribers only											
	Unsure	%	36.6												

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,000 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending August 2<sup>nd</sup>, 2019. The margin of error this survey is  $\pm 3.1$  percentage points, 19 times out of 20. Columns with less than 30 respondents have been shaded.

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## Political Package – Tracking ending August 2<sup>nd</sup>, 2019 – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region		Gender		Age				
			Canada 2019-08-02	Quebec	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Yves-François Blanchet	Total	Unwgt N	248	248	118	130	12	28	48	57	103
		Wgt N	248	248	120	128	46	40	45	48	69
	Have	%	31.0								
	Not have	%	32.1								
	Unsure	%	36.9								

Subscribers only

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region					Gender		Age					
			Canada 2019-08-02					British Columbia			18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Elizabeth May	Total	Unwgt N	1000	100	248	290	206	156	500	500	133	159	171	198	339
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	36.4												
	Not have	%	27.7					Subscribers only							
	Unsure	%	35.9												

Subscribers only

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## Political Package – Tracking ending August 2<sup>nd</sup>, 2019 – STAT SHEET

For each of the following federal political party leaders, do you think they have or do not have the qualities to be a good political leader? [RANDOMIZE]

			Region						Gender		Age				
			Canada 2019-08- 02	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - Maxime Bernier	Total	Unwgt N	1000	100	248	290	206	156	500	500	133	159	171	198	339
		Wgt N	1000	100	248	300	200	152	485	515	197	163	187	189	265
	Have	%	16.5												
	Not have	%	41.8												
	Unsure	%	41.7												

Subscribers only

Nanos conducted an RDD dual frame (land- and cell- lines) random telephone survey of 1,000 Canadians, 18 years of age or older. Four week rolling average (250 per week) ending August 2<sup>nd</sup>, 2019. The margin of error this survey is  $\pm 3.1$  percentage points, 19 times out of 20. Columns with less than 30 respondents have been shaded.

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