

Despite most often having no positives that come to mind for both political party leaders, Justin Trudeau is the preferred choice over Pierre Poilievre among Canadians when forced to choose.

Positive things associated with Justin Trudeau



Q

What positive things come to mind, if any, when you think of Justin Trudeau, the leader of the Liberal Party of Canada? [OPEN]



	Frequency (n=949)
Nothing/don't like him/he won't be PM soon	31.2%
Did a good job during COVID/his handling of the pandemic	12.4%
His policies and actions on social issues (Indigenous issues, healthcare, legalizing marijuana)	11.9%
Diplomatic/good representation of Canada internationally/cooperation internationally	8.0%
His hair/his good looks/he's young/charismatic	7.3%
Other	7.0%
Actually cares about Canada and Canadians/does things to benefit Canada	6.0%
He is doing a good job/doing his best	5.3%

*Based on up to three mentions.
*Only mentions with 5% or more have been included in the report. See the full list of responses in the tabulations appended to this report.
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Negative things associated with Justin Trudeau



Q

What negative things come to mind, if any, when you think of Justin Trudeau, the leader of the Liberal Party of Canada? [OPEN]



		Frequency (n=957)
TOP RESPONSES	Too much spending	16.4%
	Other	9.4%
	Nothing/not much/gets a lot of unjustified hate	7.6%
	Out of touch with Canadians/privileged/elitist	7.4%
	Untrustworthy/liar	6.8%
	Controversies (Blackface, WeCharity, SNC Lavalin)	6.7%
	Arrogant/entitled	6.6%
	Not qualified for the job/incompetent	5.9%
	All talk, no action, no concrete plan	5.4%
	Broken promises (election reform)	5.4%
	Wishy/washy, doesn't take a definitive stance	5.3%

*Based on up to three mentions.
*Only mentions with 5% or more have been included in the report. See the full list of responses in the tabulations appended to this report.
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Positive things associated with Pierre Poilievre



Q

What positive things come to mind, if any, when you think of Pierre Poilievre, the leader of the Conservative Party of Canada? [OPEN]

Frequency
(n=923)

TOP RESPONSES

Nothing	41.0%
Works for/stands up for/cares about Canadians	5.7%
Good speaker	5.6%
Other	5.5%
Don't know him	5.4%
Bright/intelligent/educated	5.2%

Nothing

Works for Canadians

Good speaker
Don't know him

Bright

*Based on up to three mentions.

*Only mentions with 5% or more have been included in the report. See the full list of responses in the tabulations appended to this report.

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=923, accurate 3.2 percentage points plus or minus, 19 times out of 20.

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Negative things associated with Pierre Poilievre



Q

What negative things come to mind, if any, when you think of Pierre Poilievre, the leader of the Conservative Party of Canada? [OPEN]

TOP RESPONSES		Frequency (n=942)
	Too right wing/extremist/populist/pandering to the right	21.8%
	Nothing	12.7%
	Other	7.0%
	Supports convoy protests	6.7%
	Do not know him	6.3%
	Divisive/polarizing/negative/fear mongering	6.1%
	Brash/abrasive/loud/aggressive	6.1%
	Similar to Donald Trump/American style politics	5.2%

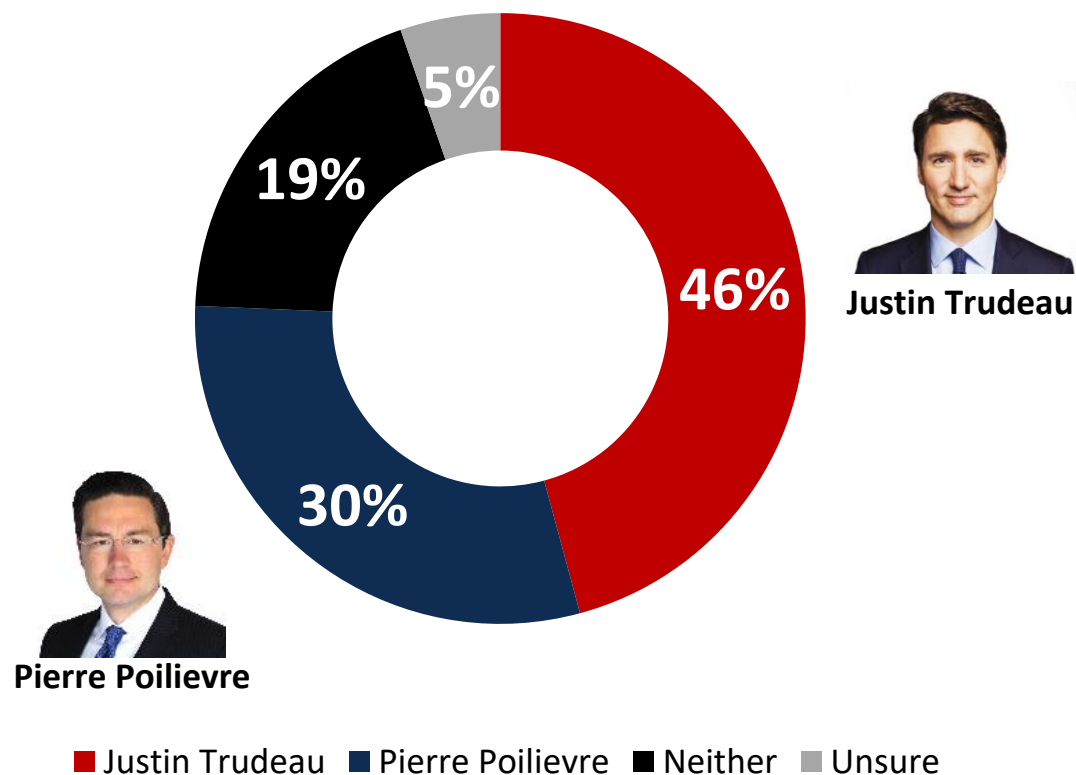


*Based on up to three mentions.
*Only mentions with 5% or more have been included in the report. See the full list of responses in the tabulations appended to this report.
*Weighted to the true population proportion.
*Charts may not add up to 100 due to rounding.

Preferred next Prime Minister

Q

If you had to chose between [ROTATE] Justin Trudeau OR Pierre Poilievre to be the next Prime Minister of Canada, who would you prefer? [ROTATE]



“

Canadians are most likely to prefer Justin Trudeau as the next Prime Minister of Canada when forced to choose between him and Pierre Poilievre. Men are much more likely to say they prefer Poilievre (38%) compared to women (22%), while women are more likely to say Trudeau (52%; 39% of men).

”

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=1037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL

 NANOS

Preferred next Prime Minister by Q demographics

If you had to chose between [ROTATE] Justin Trudeau OR Pierre Poillievre to be the next Prime Minister of Canada, who would you prefer? [ROTATE]

Justin Trudeau				
Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
45.7%	48.8%	50.2%	33.0%	46.0%
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)
39.1%	52.3%	39.3%	45.1%	51.0%
Pierre Poillievre				
Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
26.7%	14.4%	30.4%	50.2%	28.4%
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)
38.0%	22.2%	32.4%	31.4%	26.7%

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=1037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL

 **NANOS**

Preferred next Prime Minister by Q demographics - Continued

If you had to chose between [ROTATE] Justin Trudeau OR Pierre Poilievre to be the next Prime Minister of Canada, who would you prefer? [ROTATE]

Neither				
Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
18.4%	30.8%	14.5%	15.2%	17.2%
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)
19.5%	18.4%	21.9%	17.8%	18.1%
Unsure				
Atlantic (n=75)	Quebec (n=247)	Ontario (n=340)	Prairies (n=220)	BC (n=155)
9.3%	6.0%	4.9%	1.5%	8.4%
Men (n=520)	Women (n=513)	18 to 34 (n=237)	35 to 54 (n=370)	55 plus (n=430)
3.4%	7.1%	6.4%	5.7%	4.2%

*Weighted to the true population proportion.

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

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, September 30th to October 3rd, 2022, n=1037, accurate 3.1 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL

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METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, between September 30th to October 3rd, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20.

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



Element	Description	Element	Description
Research sponsor	The Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,037 Randomly selected individuals.	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.
Source of Sample	Nanos Probability Panel	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) 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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on the British monarchy, travel restrictions and extreme weather.
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.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	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
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		
Field Dates	September 30 th to October 3 rd , 2022		
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. https://canadianresearchinsightscouncil.ca/standards/		



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TABULATIONS



Any questions?



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2022-227 – Globe and Mail/Nanos Survey – September OMNI - STAT SHEET

[ROTATE QUESTIONS ON JUSTIN TRUDEAU, LEADER OF THE LIBERAL PARTY OF CANADA WITH QUESTIONS ON PIERRE POILIEVRE, LEADER OF THE CONSERVATIVE PARTY OF CANADA]

Question -	Total		Region						Gender			Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
What positive things come to mind, if any, when you think of Justin Trudeau, the leader of the Liberal Party of Canada? [OPEN]		Unwgt N	949	64	236	305	200	144	476	469	4	199	342	408
		Wgt N	913	58	223	342	166	125	445	465	4	230	316	368
	Nothing/don't like him/he won't be PM soon	%	31.2	34.3	28.4	28.2	40.4	30.6	36.8	25.5		35.1	34.6	25.8
	Did a good job during COVID/his handling of the pandemic	%	12.4	14.6	11.1	10.5	10.8	21.2	8.7	15.8		6.7	11.7	16.5
	Diplomatic/good representation of Canada internationally/cooperation internationally	%	8.0	7.2	8.4	8.4	7.3	7.7	7.0	9.1		5.9	6.5	10.6
	Better alternative to the conservatives	%	4.1	4.4	2.1	3.9	4.2	7.8	4.4	3.8		3.2	4.5	4.2
	His policies and actions on social issues (Indigenous issues, healthcare, legalizing marijuana)	%	11.9	5.6	8.6	12.0	13.1	18.8	9.1	14.7		14.0	11.1	11.3
	His hair/his good looks/he's young/charismatic	%	7.3	5.4	7.3	8.9	4.0	8.1	7.0	7.5		6.5	7.6	7.5
	Actually cares about Canada and Canadians/does things to benefit Canada	%	6.0	10.5	9.3	5.3	3.9	3.1	4.6	7.5		4.4	4.9	8.0
	Is well spoken/confident	%	3.7	2.9	2.1	5.8	2.9	2.3	4.6	2.8		5.3	3.2	3.1
	Admits when he makes a mistake/apologies well	%	0.6	0.0	1.1	0.3	0.6	0.8	0.7	0.5		0.4	0.3	0.9
	Bilingual	%	0.7	0.0	1.8	0.4	0.8	0.0	0.3	1.1		0.0	0.9	1.0
	His selection for his cabinet	%	2.7	5.1	1.3	2.9	2.3	3.8	2.5	2.8		2.1	2.1	3.5
	His actions and policies on climate change	%	3.5	2.9	1.9	5.3	3.7	1.4	3.3	3.7		3.6	3.1	3.8
	His family/his kids/is a family man	%	0.4	0.0	0.9	0.4	0.0	0.0	0.0	0.7		0.0	0.7	0.3
	Is nice/friendly	%	1.9	0.0	3.4	1.1	2.8	1.4	2.2	1.6		3.7	2.5	0.3
	Stable/consistent	%	2.8	6.7	2.4	3.1	1.1	3.2	2.7	2.9		4.0	2.3	2.4
	His support for Ukraine	%	3.1	0.0	5.6	1.3	4.9	2.8	3.4	2.8		3.1	2.4	3.8
	Compassionate/shows empathy	%	2.8	3.2	3.6	3.3	0.6	2.6	2.2	3.3		1.8	0.9	5.0
	Did not support the Freedom Convoy	%	1.0	1.1	0.4	1.3	0.4	2.0	0.8	1.2		0.5	0.5	1.7
	Experienced	%	1.0	2.7	1.6	1.0	0.0	0.6	0.8	1.2		1.5	0.4	1.2
	Other	%	7.0	8.9	8.2	5.5	6.9	8.2	7.7	6.3		7.0	6.9	7.1
	Open-minded/progressive	%	3.5	3.9	5.2	3.9	1.1	2.5	2.9	4.1		4.3	5.3	1.5
	He wears nice socks	%	0.6	0.0	0.3	0.3	2.1	0.0	0.6	0.5		0.9	0.5	0.4
	He is doing a good job/doing his best	%	5.3	2.1	4.3	7.1	5.0	3.8	4.0	6.6		4.0	5.0	6.3
	His immigration policies	%	1.1	1.0	1.3	1.1	1.2	0.6	0.7	1.5		1.7	1.1	0.7
	Hard working/takes tough decisions/strong leadership	%	1.4	0.0	0.4	2.1	2.3	0.7	2.0	0.9		0.0	2.4	1.4
	Works well with other like the NDP	%	1.0	0.0	0.7	2.0	0.0	0.8	1.0	1.0		0.0	1.4	1.4
	Upbeat, positive, funny	%	1.5	0.0	2.8	1.0	2.2	0.0	1.0	2.0		0.0	2.1	1.9
	Unsure	%	0.3	1.0	0.9	0.0	0.0	0.0	0.0	0.5		0.4	0.5	0.0

*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

**Multifrequency tab based on multiple responses

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,037 Canadians, 18 years of age or older, between September 30th to October 3rd, 2022. The margin of error for this survey is ± 3.1 percentage points, 19 times out of 20. *Some results have been shaded due to small sample size.

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			Region						Gender			Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - What negative things come to mind, if any, when you think of Justin Trudeau, the leader of the Liberal Party of Canada? [OPEN]	Total	Unwgt N	957	66	237	308	206	140	484	469	4	208	348	401
		Wgt N	920	59	222	346	172	121	452	464	4	242	320	358
	Arrogant/entitled	%	6.6	8.3	2.7	6.3	11.7	6.4	6.8	6.4		5.4	6.2	7.7
	Untrustworthy/liar	%	6.8	9.9	6.3	5.4	8.9	7.0	8.4	5.3		7.0	6.7	6.8
	All talk, no action, no concrete plan	%	5.4	0.0	3.3	8.6	2.4	7.2	6.1	4.8		5.2	5.5	5.5
	A lot/everything	%	2.8	1.0	2.6	1.9	5.4	2.7	3.4	2.0		2.5	3.0	2.8
	Nothing/not much/gets a lot of unjustified hate	%	7.6	9.6	6.5	8.6	7.1	6.6	6.3	8.7		6.2	8.0	8.2
	Not qualified for the job/incompetent	%	5.9	2.1	10.2	3.5	8.2	3.6	7.3	4.7		4.8	6.4	6.3
	Doesn't have good relations with Indigenous community/did not attend the first day of Truth and reconciliation	%	2.9	0.0	4.1	3.0	1.8	3.5	1.5	4.3		1.3	2.6	4.2
	Corruption/conflict of interest	%	3.4	2.8	1.9	3.1	6.8	2.4	4.3	2.6		4.2	3.9	2.4
	Acts like a dictator/authoritarian	%	2.3	5.7	0.0	3.2	1.7	3.0	2.9	1.7		2.1	2.6	2.1
	Out of touch with Canadians/privileged/elitist	%	7.4	9.1	2.1	9.2	10.8	6.6	7.7	7.3		9.4	6.7	6.8
	Narcissistic, self-centered	%	2.7	2.1	0.9	2.1	6.8	2.3	3.5	1.9		1.8	2.9	3.1
	Too much spending	%	16.4	17.1	15.1	15.8	19.3	16.3	18.9	14.2		20.5	16.2	13.9
	Controversies (Blackface, WeCharity, SNC Lavalin	%	6.7	7.0	1.5	8.6	8.2	8.8	5.8	7.6		9.3	6.6	5.0
	Broken promises (election reform)	%	5.4	2.2	1.6	6.4	3.3	13.6	7.5	2.9		7.6	6.0	3.3
	Divisive, polarizing	%	2.8	6.7	1.5	1.9	4.4	3.8	3.5	2.2		1.5	6.1	0.8
	Not serious enough/does silly things	%	4.3	2.7	3.7	5.2	5.5	2.0	3.3	5.3		2.6	4.2	5.5
	Not well-spoken/speaks in a condescending way	%	3.2	6.5	1.3	4.5	1.6	3.9	3.0	3.4		1.4	4.2	3.5
	Too "woke"/progressive	%	2.9	0.0	2.0	2.8	5.2	3.0	4.1	1.7		4.6	1.8	2.6
	Weak/apologizes too much	%	3.9	3.8	6.4	2.9	3.7	2.6	4.0	3.9		4.4	4.5	3.1
	Other	%	9.4	3.8	10.4	10.1	11.3	5.4	9.0	9.9		8.0	9.9	9.8
	I don't agree with the Carbon tax/ his handling of the pipelines	%	2.5	7.4	1.7	2.2	2.2	2.8	2.3	2.8		0.7	3.5	2.8
	Wishy/washy, doesn't take a definitive stance	%	5.3	5.2	11.5	2.6	4.1	3.5	4.7	6.0		4.2	4.2	7.1
	Lack of leadership/not a good leader	%	4.0	6.0	5.4	3.5	3.1	2.9	4.4	3.6		4.0	3.3	4.6
	Embarrassing/Not respected internationally	%	4.1	5.6	2.8	3.9	4.5	5.2	4.6	3.5		4.0	4.9	3.3
	Not intelligent	%	2.4	0.0	3.2	2.5	3.1	0.6	2.5	2.3		2.4	1.9	2.7
	Performative, image driven	%	3.9	1.7	6.9	2.9	4.4	1.9	3.8	4.1		2.7	4.8	4.0
	Takes too long to act	%	2.6	0.0	3.3	3.1	1.3	2.8	2.5	2.7		0.7	1.4	4.9
	Hypocrite	%	1.5	0.0	1.1	1.2	1.9	2.9	2.2	0.8		2.8	1.9	0.2
	Don't agree with his response to COVID/the Truckers	%	2.7	3.8	2.1	2.9	1.2	4.8	2.4	3.0		3.8	3.6	1.1
	His immigration policy	%	1.1	1.0	0.8	1.6	0.6	0.6	1.0	1.2		1.6	1.5	0.3
	Doesn't think before he acts/lacks judgment	%	3.3	3.8	4.8	3.8	0.5	2.9	2.5	4.2		3.2	2.6	4.0
	Does not support some parts of Canada (Quebec, Prairies)	%	1.8	1.0	2.9	0.6	4.0	0.7	1.5	2.2		0.8	1.1	3.2

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		Region						Gender			Age		
		Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
He legalized marijuana	%	0.3	0.0	0.9	0.3	0.0	0.0	0.2	0.4		0.4	0.6	0.0
Bad management of healthcare/Refused transfers to provinces for healthcare	%	0.5	0.0	1.1	0.0	0.6	0.7	0.2	0.7		0.4	0.0	0.9
Poor ethics (Misogynist, racist, sexist)	%	2.1	7.2	0.3	1.7	3.1	2.9	3.2	1.1		3.0	2.4	1.3
Is too influenced by big corporations	%	0.7	2.7	0.0	0.6	0.7	1.4	1.1	0.4		1.4	0.7	0.3
Not enough action on the environment/social programs	%	2.0	0.0	2.2	2.5	2.3	0.7	1.0	3.0		3.0	1.3	1.9
Unsure	%	0.6	0.0	0.9	0.0	1.9	0.0	0.0	1.1		1.8	0.3	0.0

*Values are based on the percentage of positive responses to a specific response option (columns exceed 100%)

**Multifrequency tab based on multiple responses

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[ROTATE QUESTIONS ON JUSTIN TRUDEAU, LEADER OF THE LIBERAL PARTY OF CANADA WITH QUESTIONS ON PIERRE POILIEVRE, LEADER OF THE CONSERVATIVE PARTY OF CANADA]

			Region						Gender			Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - What positive things come to mind, if any, when you think of Pierre Poilievre, the leader of the Conservative Party of Canada? [OPEN]	Total	Unwgt N	923	61	232	296	196	138	463	456	4	199	332	392
		Wgt N	890	56	218	333	163	119	433	452	4	230	307	353
	Hope/optimistic/ positive	%	0.9	0.0	0.0	0.6	2.8	1.5	1.2	0.7		1.0	0.3	1.5
	Nothing	%	41.0	52.0	44.2	43.6	28.1	40.2	34.2	47.1		36.4	41.4	43.5
	Challenging Trudeau/Liberals/ holds them accountable	%	3.7	3.6	5.9	2.2	5.6	1.5	3.7	3.7		2.6	4.0	4.2
	Bright/intelligent/educated	%	5.2	6.8	1.0	4.8	11.7	3.9	7.6	2.8		6.8	6.2	3.1
	Hardworking/determined/ strong-willed	%	1.4	0.0	1.7	1.9	1.4	0.0	2.6	0.3		1.4	1.5	1.2
	Transparency/honesty/ trustworthy	%	2.1	1.0	0.3	1.6	4.7	3.8	3.2	1.1		1.8	1.9	2.4
	Good speaker	%	5.6	3.0	2.9	7.9	6.5	4.3	7.5	3.9		6.2	3.8	6.8
	Down to earth/ common person/non elitist	%	2.4	3.8	1.4	2.5	3.2	2.4	3.3	1.7		1.7	3.3	2.2
	Fiscal conservatism/ reign in spending	%	4.8	6.9	2.4	5.8	5.7	4.5	6.5	3.3		2.9	6.4	4.8
	Lower taxes/save Canadians money	%	1.7	2.0	0.3	1.9	2.4	2.4	1.6	1.8		0.8	1.9	2.1
	Don't know him	%	5.4	1.8	7.7	4.1	5.2	6.4	3.1	7.5		8.5	4.6	4.0
	Works for/stands up for/cares about Canadians	%	5.7	5.9	1.8	7.8	4.6	8.4	5.0	6.5		5.8	7.1	4.5
	Too soon to say	%	0.6	1.2	0.0	0.9	0.4	0.7	0.8	0.3		0.0	0.2	1.2
	Qualified/competent	%	0.7	0.0	0.3	0.3	1.3	1.5	1.2	0.1		0.5	0.6	0.8
	Charismatic/ personable	%	1.6	0.0	3.2	0.6	2.3	1.5	2.0	1.3		1.6	2.1	1.2
	Passionate/ motivated/ opinionated	%	1.0	2.8	0.7	1.0	1.0	0.7	1.2	0.8		1.6	0.8	0.8
	Straight forward/ speaks his mind	%	2.1	1.2	1.0	3.0	2.3	2.0	2.5	1.8		0.3	2.8	2.7
	Bilingual	%	2.4	0.0	7.4	1.1	1.1	0.0	2.8	2.1		2.5	2.8	2.1
	Good leader/ leadership skills	%	1.5	2.8	1.6	1.0	3.3	0.0	2.2	0.9		1.9	1.9	1.0
	Other	%	5.5	6.8	2.3	6.1	7.8	5.9	5.6	5.5		4.4	6.3	5.5
	Will unite Conservative party/base	%	1.3	0.0	1.6	1.2	2.7	0.0	1.5	1.2		0.4	1.3	1.9
	Family man/nice family	%	2.1	2.3	4.6	1.0	1.8	0.6	1.7	2.4		0.8	2.5	2.5
	Understands/prioritizes the economy	%	2.8	1.2	2.7	1.6	5.3	3.6	3.9	1.7		5.2	2.5	1.4
	Common sense plans/ideas	%	2.9	2.2	0.7	3.6	3.9	4.3	3.1	2.8		6.0	1.8	1.9
	Change/something different/new ideas	%	3.9	3.0	2.4	3.1	5.2	7.4	4.9	3.0		3.5	2.0	5.9
	Young/fresh/energetic	%	2.3	2.0	2.1	1.8	2.8	3.5	2.1	2.5		3.0	1.8	2.2
	Pro-immigration/diversity	%	0.6	0.0	0.3	0.3	2.1	0.0	0.5	0.6		1.0	0.3	0.5
	Decisive/brave/ confident	%	2.4	1.2	0.0	3.3	4.7	2.1	3.9	1.0		2.5	2.4	2.5
	Takes accountability/ principled/has convictions	%	0.7	0.0	0.4	1.4	0.0	0.8	0.5	1.0		1.5	1.0	0.0
	Strategic/calculated	%	0.5	0.0	1.2	0.3	0.0	0.8	0.8	0.2		1.2	0.3	0.3
	Respects western provinces/oil and gas	%	0.2	0.0	0.7	0.0	0.4	0.0	0.3	0.1		0.0	0.5	0.2
	That he might lose/ leave politics	%	0.5	2.3	0.0	0.7	0.0	0.8	0.2	0.8		0.0	0.7	0.6

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		Region						Gender			Age		
		Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Well dressed/nice glasses	%	0.6	0.0	0.0	0.6	1.1	1.4	0.9	0.3		0.7	0.9	0.3
Supports freedoms/smaller government	%	1.3	1.2	0.4	1.4	2.5	1.4	1.9	0.8		2.7	1.1	0.6
Aggressive/brash/ combative	%	0.9	0.0	2.6	0.7	0.0	0.0	1.4	0.5		1.9	0.5	0.5
Conservative Party leader/is a conservative/ conservative values	%	0.8	0.0	0.7	0.3	1.6	1.3	0.9	0.6		0.3	0.6	1.2
Unsure	%	2.8	5.6	2.9	1.9	3.5	2.8	1.3	4.0		4.1	2.2	2.4

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**Multifrequency tab based on multiple responses

2022-227 – Globe and Mail/Nanos Survey – September OMNI - STAT SHEET

			Region						Gender			Age		
			Canada 2022- 10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - What negative things come to mind, if any, when you think of Pierre Poilievre, the leader of the Conservative Party of Canada? [OPEN]	Total	Unwgt N	942	67	236	302	195	142	474	464	4	207	333	402
		Wgt N	909	60	223	339	164	123	443	462	4	240	306	362
	Rude/mean/ sarcastic /personal attacks	%	3.2	4.7	2.3	4.6	2.4	1.3	3.5	2.9		2.4	3.0	4.0
	Too soon to tell	%	1.5	0.0	0.5	1.8	2.6	1.4	1.4	1.5		0.0	1.4	2.5
	Too right wing/extremist/populist/ pandering to the right	%	21.8	25.1	24.4	20.7	18.2	23.6	22.7	21.2		20.6	22.3	22.3
	Do not know him	%	6.3	5.0	9.6	5.4	5.7	4.0	3.8	8.7		6.9	5.9	6.2
	Nothing	%	12.7	13.7	10.8	10.1	19.3	13.7	11.9	13.3		13.7	14.2	10.7
	Brash/abrasive/ loud/ aggressive	%	6.1	3.2	6.6	6.5	6.3	4.9	7.1	5.1		5.2	5.0	7.5
	Similar to Donald Trump/American style politics	%	5.2	4.0	7.1	4.8	2.3	7.1	4.5	5.8		2.7	5.4	6.6
	Supports convoy protests	%	6.7	11.4	5.6	7.5	5.3	6.2	6.3	7.2		4.7	4.9	9.6
	Opportunist/power hungry	%	2.7	4.8	2.6	2.2	1.0	5.1	4.7	0.8		3.6	2.4	2.3
	Lifelong politician/no real job experience	%	2.7	4.2	0.5	3.6	4.0	1.9	3.6	1.9		3.1	2.5	2.7
	Arrogant/cocky/condescending	%	4.0	2.7	4.6	5.1	1.5	3.7	3.1	4.9		4.2	2.3	5.3
	Divisive/polarizing/negative/fear mongering	%	6.1	6.2	3.8	8.0	6.8	4.3	5.5	6.8		5.5	6.7	6.1
	Opposes rights of Canadians (women's rights/ same sex marriage)	%	1.5	2.6	2.4	1.5	0.0	1.2	0.4	2.6		2.4	1.1	1.2
	Anti-vaccine/anti-mask mandates/anti-COVID measures	%	2.2	2.1	2.3	2.3	1.6	2.7	1.3	3.2		0.6	0.7	4.6
	Bigoted/ closed-minded/ignorant	%	4.7	3.2	2.9	6.7	3.2	5.1	3.0	6.4		4.0	7.8	2.5
	Regressive/will set Canada back	%	2.0	1.1	3.5	1.5	2.2	1.2	1.8	2.3		3.1	2.2	1.2
	Out of touch with Canadians/pretentious	%	1.4	4.1	0.5	2.0	1.4	0.0	1.3	1.5		0.5	1.7	1.8
	Difficult to work with/ combative	%	1.0	1.1	0.9	1.0	0.7	1.3	0.8	1.1		0.0	1.0	1.5
	Dishonest/will say anything to get elected	%	4.9	9.0	3.1	4.9	5.3	5.6	5.7	4.1		4.0	6.7	4.0
	Other	%	7.0	11.6	6.0	6.5	8.9	5.1	8.4	5.6		7.6	7.5	6.1
	Supporting/ recommending cryptocurrency	%	4.0	0.9	5.2	4.1	3.2	4.1	5.2	2.9		4.2	4.0	3.8
	Lack of concern for climate change/environment	%	1.4	0.0	0.8	1.9	0.7	2.8	1.3	1.6		0.9	1.0	2.1
	Doesn't support/will dismantle social programs	%	0.9	0.0	0.8	0.6	0.7	2.9	1.3	0.6		1.8	0.3	0.9
	Disrespect for media/ may defund CBC	%	0.6	0.0	0.3	0.3	0.8	2.1	0.9	0.3		0.8	0.9	0.4
	Does not think before he speaks/speaks without knowledge	%	0.8	0.0	0.4	0.9	1.5	0.8	0.9	0.7		0.0	1.0	1.2
	Not qualified/incompetent	%	1.1	0.0	1.4	1.3	1.4	0.0	1.5	0.7		0.5	1.2	1.4
	His role in Fair Elections Act/Harper government	%	0.7	2.1	0.0	0.9	1.4	0.0	0.8	0.5		0.5	0.6	1.0
	Hypocritical/wishy-washy	%	1.8	0.0	3.3	2.0	0.0	2.1	2.6	1.1		2.6	1.5	1.7
	Typical politician/they're all bad	%	1.1	0.0	0.7	1.3	2.3	0.0	1.8	0.4		2.6	0.6	0.5
	All talk and no action/no real plans	%	1.8	0.0	1.1	2.5	2.2	1.4	2.4	1.2		2.6	1.3	1.6
	Unrealistic/bad policy ideas	%	2.5	0.0	2.4	2.6	3.3	2.3	2.7	2.3		2.4	2.3	2.6
	Says/does things for media attention/sound bites	%	0.7	2.1	0.3	0.6	0.6	0.8	1.0	0.4		0.4	0.9	0.6

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		Region						Gender			Age		
		Canada 2022- 10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Not knowledgeable of economics/poorly informed	%	1.8	6.5	2.8	0.9	0.0	2.2	2.1	1.5		2.4	0.8	2.1
Support of corporations/ bug business	%	0.4	0.0	0.3	0.3	0.0	1.6	0.9	0.0		0.5	0.6	0.2
Everything	%	1.9	0.0	2.4	2.1	1.7	1.5	1.8	2.0		1.6	1.6	2.3
Conservative/will never vote Conservative	%	1.1	0.0	0.9	1.1	0.4	2.8	0.2	1.7		2.7	0.3	0.7
He lacks empathy	%	0.5	1.1	0.3	0.7	0.0	0.8	0.3	0.7		0.0	0.8	0.6
Firing Bank of Canada governor	%	0.9	0.0	1.6	0.7	1.1	0.0	1.0	0.7		1.7	0.2	0.8
Dangerous/threat to Canada/democracy	%	1.4	1.9	2.8	0.7	1.1	0.7	0.9	1.8		1.1	1.5	1.4
Unintelligent/stupid	%	0.8	0.0	1.3	0.9	0.5	0.7	1.0	0.6		0.0	1.5	0.8
Too focused on/obsessed with Trudeau	%	0.3	0.0	0.0	0.3	0.7	0.7	0.7	0.0		0.5	0.3	0.2
Doesn't take accountability/answer questions	%	0.2	0.0	0.3	0.3	0.0	0.0	0.2	0.3		0.0	0.2	0.3
Smarmy/smooth talker	%	1.3	1.1	0.0	2.1	1.4	1.4	0.6	1.9		1.4	2.1	0.5
Too serious/never smiles	%	0.2	0.0	0.3	0.3	0.0	0.0	0.2	0.3		0.0	0.2	0.3
Unsure	%	2.3	3.5	2.4	1.8	2.6	2.6	1.0	3.3		3.9	1.8	1.6

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**Multifrequency tab based on multiple responses

			Region						Gender			Age		
			Canada 2022-10	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	Other	18 to 34	35 to 54	55 plus
Question - If you had to chose between [ROTATE]	Total	Unwgt N	1037	75	247	340	220	155	520	513	4	237	370	430
Justin Trudeau OR Pierre Poilievre to be the next Prime Minister of Canada, who would you prefer? [ROTATE]		Wgt N	1004	67	234	382	187	134	488	512	4	276	342	386
	Justin Trudeau	%	45.8	45.7	48.8	50.2	33.0	46.0	39.1	52.3		39.3	45.1	51.0
	Pierre Poilievre	%	29.9	26.7	14.4	30.4	50.2	28.4	38.0	22.2		32.4	31.4	26.7
	Neither	%	19.0	18.4	30.8	14.5	15.2	17.2	19.5	18.4		21.9	17.8	18.1
	Unsure	%	5.3	9.3	6.0	4.9	1.5	8.4	3.4	7.1		6.4	5.7	4.2

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