



Both Justin Trudeau and Pierre Poilievre score poorly in terms of credibility.

National survey released May, 2024
Field: April 28th to May 1st, 2024
Submission 2024-2590

THE GLOBE AND MAIL 

 **NANOS**



Nanos was retained by the Globe and Mail to conduct research among Canadians to gauge their views on the level of credibility of the Liberal Party leader and the Conservative Party leader of Canada and the emotions generated when they speak.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1086 Canadians, 18 years of age or older, between April 28th to May 1st, 2024 as part of an omnibus survey.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

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

Credibility scores



Justin Trudeau

3.7

Average credibility score
(out of 10)



Pierre Poilievre

3.9

Average credibility score
(out of 10)

Q – Please rate the overall credibility of Liberal leader Justin Trudeau where 0 is no credibility at all and 10 is complete credibility.

Q – Please rate the overall credibility of Conservative leader Pierre Poilievre where 0 is no credibility at all and 10 is complete credibility.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Key Findings

1

CREDIBILITY SCORES

Both Justin Trudeau and Pierre Poilievre score poorly in terms of credibility with mean scores of [3.7](#) and [3.9](#) out of ten, respectively. About half of Canadians say they believe both Justin Trudeau and Pierre Poilievre have low credibility ([51%](#) and [49%](#) score 0 to 3 out of 10, respectively).

2

EMOTIONS

Asked what emotions comes to mind when thinking about Justin Trudeau and Pierre Poilievre, words such as stupid/ignorant/immature, anger/rage/frustrated and disgust/nausea ([eight per cent](#), each) are most frequently mentioned related to Justin Trudeau. On the other hands, Canadians mentioned most frequently hopeful/promising/joyful/excited and dishonest/liar/deceitful/manipulative ([11%](#), each) when refering to Pierre Poilievre.

3

DEMOGRAPHIC DIFFERENCES

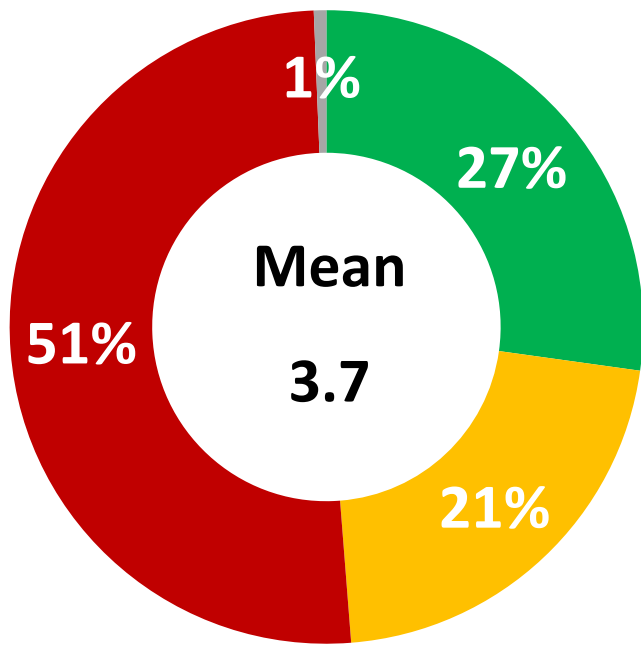
Women score the credibility of Justin Trudeau higher than men (mean of [4.2](#) vs. [3.3](#), respectively) and score the credibility of Pierre Poilievre lower than men (mean of [3.5](#) vs. [4.4](#), respectively). Justin Trudeau scores higher in terms of credibility among residents of Quebec (mean of [4.4](#).) and lower in the Prairies (mean of [3.0](#)), while the opposite is true for Pierre Poilievre (mean of [5.0](#) in the Prairies, [2.8](#) in Quebec).

4

PAYING ATTENTION TO JUSTIN TRUDEAU WORDS

About two in five Canadians report paying regular attention to what Justin Trudeau has to say ([42%](#)), while over two in five say they pay attention occasionally ([46%](#)). Just over one in ten ([13%](#)) say they never pay attention.

Credibility level of Justin Trudeau



- Credibility (7-10)
- Neutral (4-6)
- No credibility (0-3)
- Unsure

	Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
Mean	4.1	4.4	3.8	3.0	3.2
	Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
	3.3	4.2	3.6	3.5	4.1

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

Q – Please rate the overall credibility of Liberal leader Justin Trudeau where 0 is no credibility at all and 10 is complete credibility.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Emotion that comes to mind when Justin Trudeau speaks



BELIEVABLE
 DISGUST CONCERNED
STUPID
 LIAR ANGER ARROGANT
 DISAPPOINTMENT

Frequency
(n=971)

TOP RESPONSES	Frequency (n=971)
Stupid/clueless/idiot/ignorant/irresponsible/decisions without thinking/incompetent/inept/useless/immature/unprofessional	8.3%
Anger/rage/frustrated	8.3%
Disgust/nausea/revulsion/embarrassing/discomfort/shame	8.2%
Liar/deceit/dishonest/insincere/glib	5.7%
Believable/honest/trust/capable/qualified/competent/experienced/confident/secure/mature/proud	5.6%
Arrogant/show-off/narcissist/smug/smarmy/conceited/self-centered/shallow	5.5%
Concerned/scared/confused/unreliable/disbelief/skeptical/distrust/untrustworthy/doubt	5.3%
Disappointment/dissatisfied/despair/discouraging/hopeless/Unhappy/unfulfilled	4.6%

*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, April 28th to May 1st, 2024, n=971, accurate 3.2 percentage points plus or minus, 19 times out of 20.

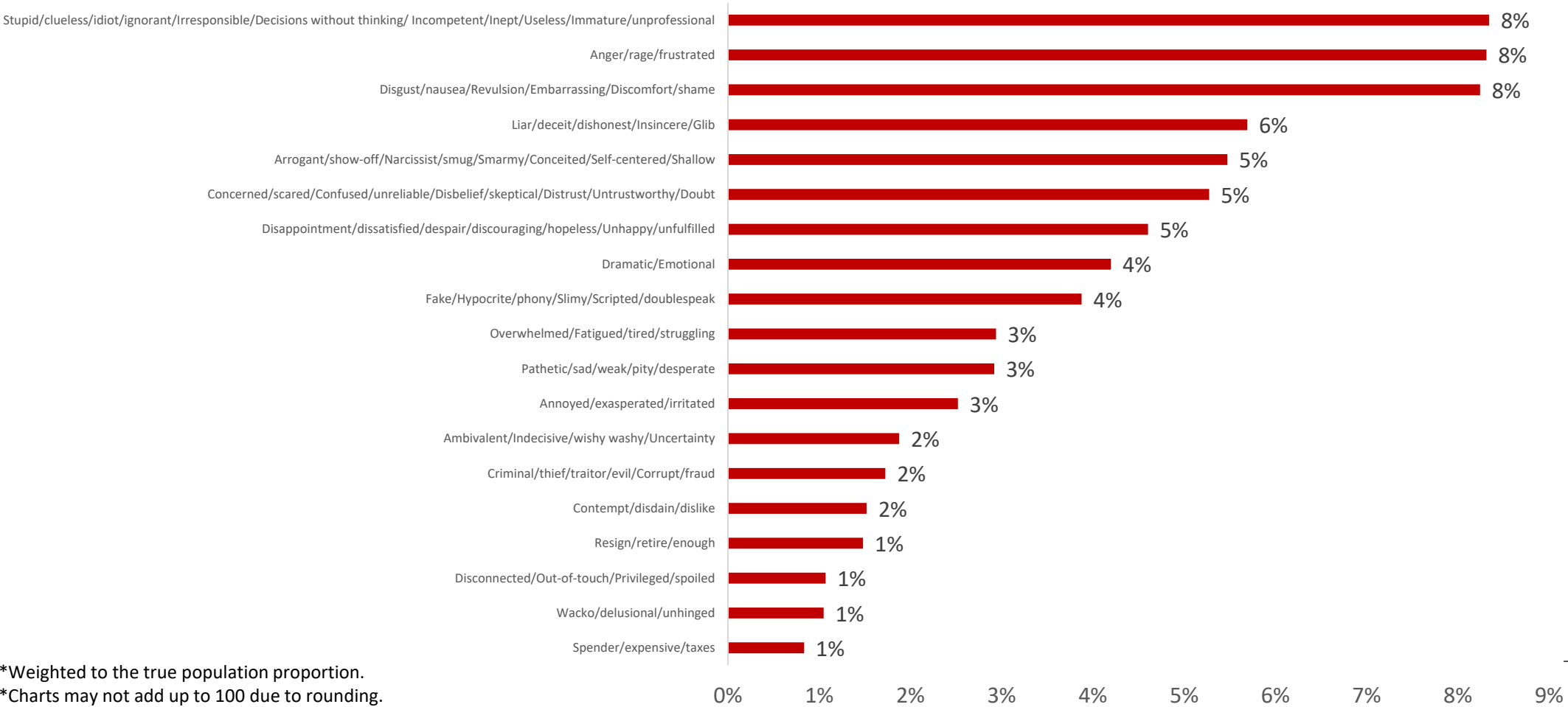


Q – What one word emotion comes to mind when you hear Liberal leader Justin Trudeau speak? [OPEN]

Emotion that comes to mind when Justin Trudeau speaks – Negative mentions only



Negative mentions



More than 7 in 10 Canadians share negative emotions when Justin Trudeau speaks

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

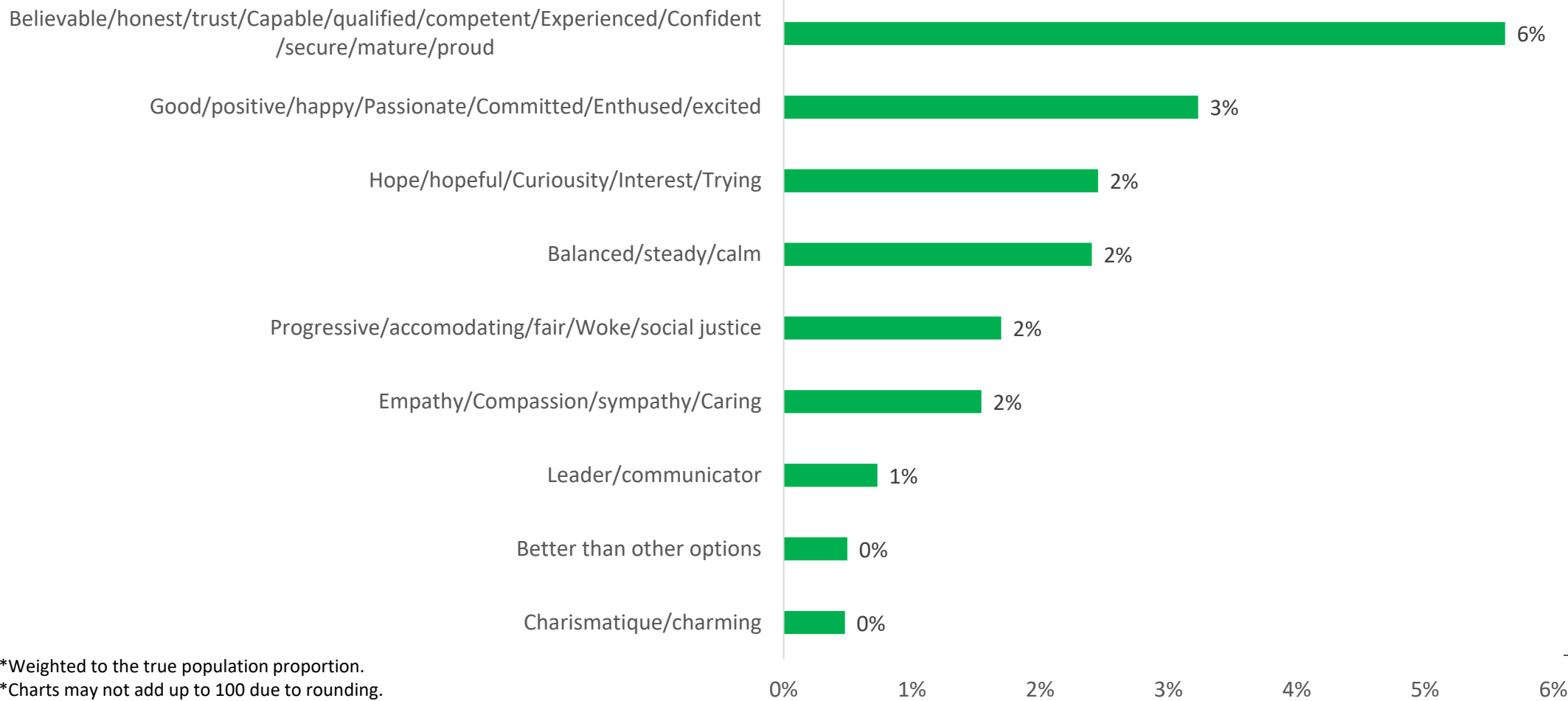
Q – What one word emotion comes to mind when you hear Liberal leader Justin Trudeau speak? [OPEN]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=971, accurate 3.2 percentage points plus or minus, 19 times out of 20.

Emotion that comes to mind when Justin Trudeau speaks – Positive mentions only



Positive mentions



Almost 2 in 10 Canadians share positive emotions when Justin Trudeau speaks

*Weighted to the true population proportion.
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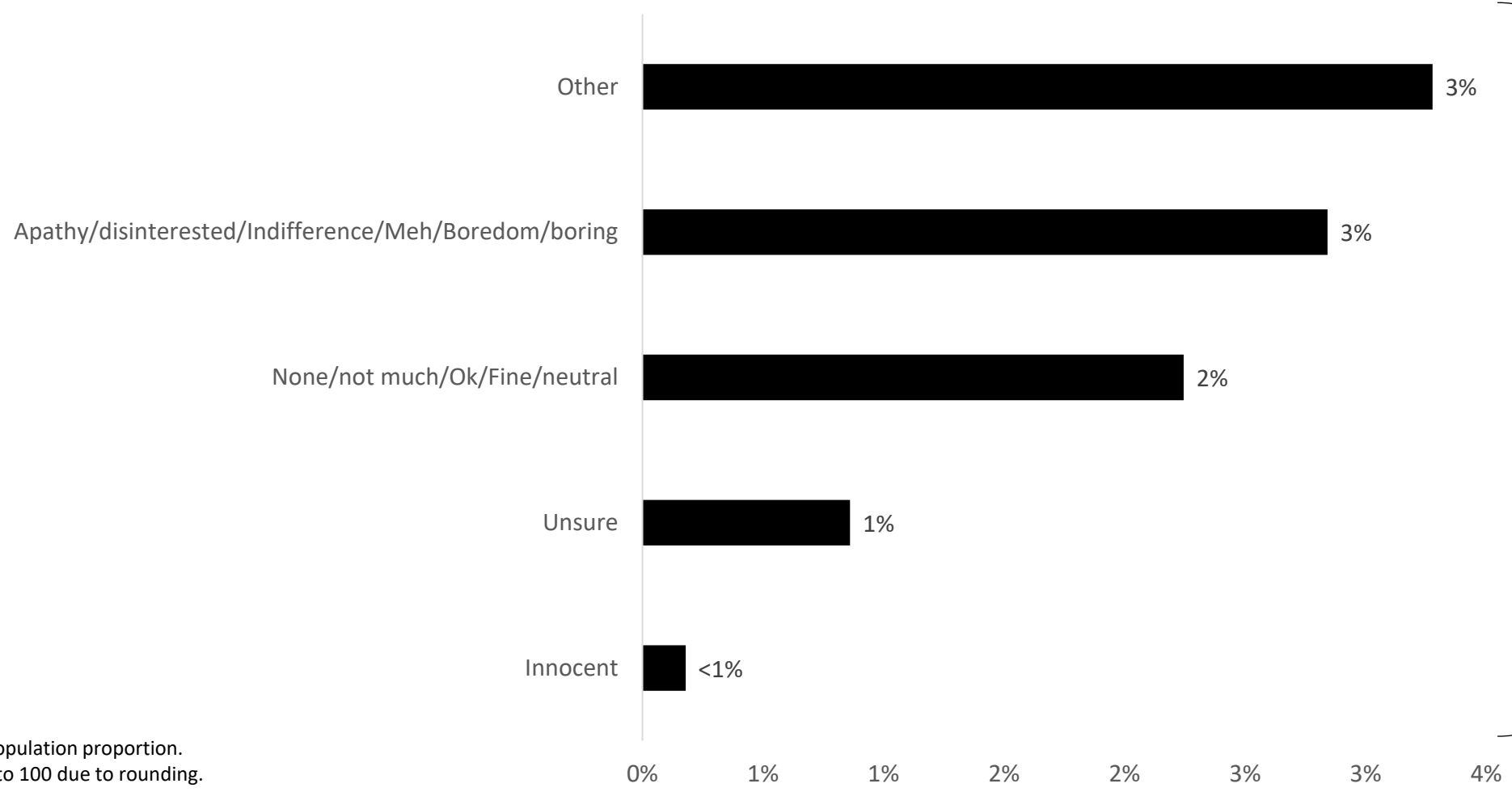
Q – What one word emotion comes to mind when you hear Liberal leader Justin Trudeau speak? [OPEN]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=971, accurate 3.2 percentage points plus or minus, 19 times out of 20.



Emotion that comes to mind when Justin Trudeau speaks – Neutral/other mentions only

Neutral/other mentions



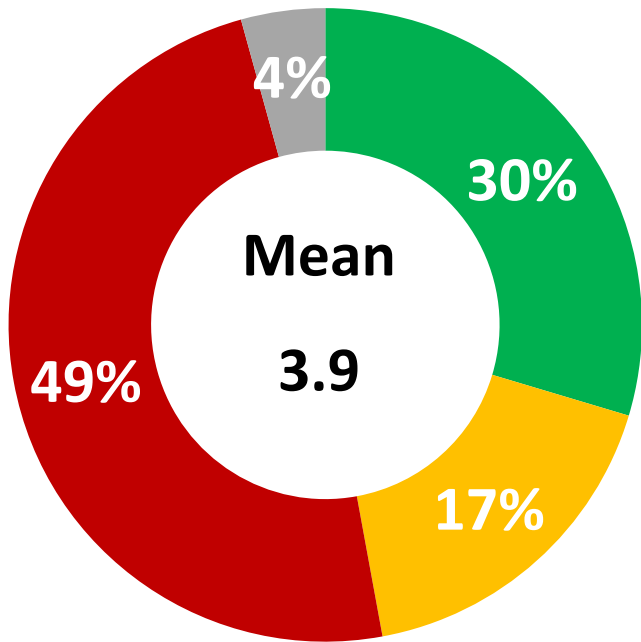
Almost 1 in 10 Canadians share neutral/other emotions when Justin Trudeau speaks or are unsure

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

Q – What one word emotion comes to mind when you hear Liberal leader Justin Trudeau speak? [OPEN]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=971, accurate 3.2 percentage points plus or minus, 19 times out of 20.

Credibility level of Pierre Poilievre



- Credibility (7-10)
- Neutral (4-6)
- No credibility (0-3)
- Unsure

	Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)
Mean	3.7	2.8	3.9	5.0	4.5
	Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
	4.4	3.5	4.2	4.2	3.6

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

Q – Please rate the overall credibility of Conservative leader Pierre Poilievre where 0 is no credibility at all and 10 is complete credibility.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.

Emotion that comes to mind when Pierre Poilievre speaks



Frequency
(n=990)

TOP RESPONSES	Frequency (n=990)
Hopeful/promising/joyful/excited	11.4%
Dishonest/liar/deceitful/manipulative	10.6%
Confident/smart/capable/credible	8.4%
Scared/afraid/anxious/cautious	7.6%
Anger/negativity/disdain/hate	7.3%
Gross/slimy/disgust/embarassed/cringe	6.3%
Aggressive/bully/rude/antagonistic	4.6%

Q – What one word emotion comes to mind when you hear Conservative leader Pierre Poilievre speak?
[OPEN]

SCARED
CONFIDENT
AGGRESSIVE
HOPEFUL
DISHONEST
GROSS
ANGER

*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.

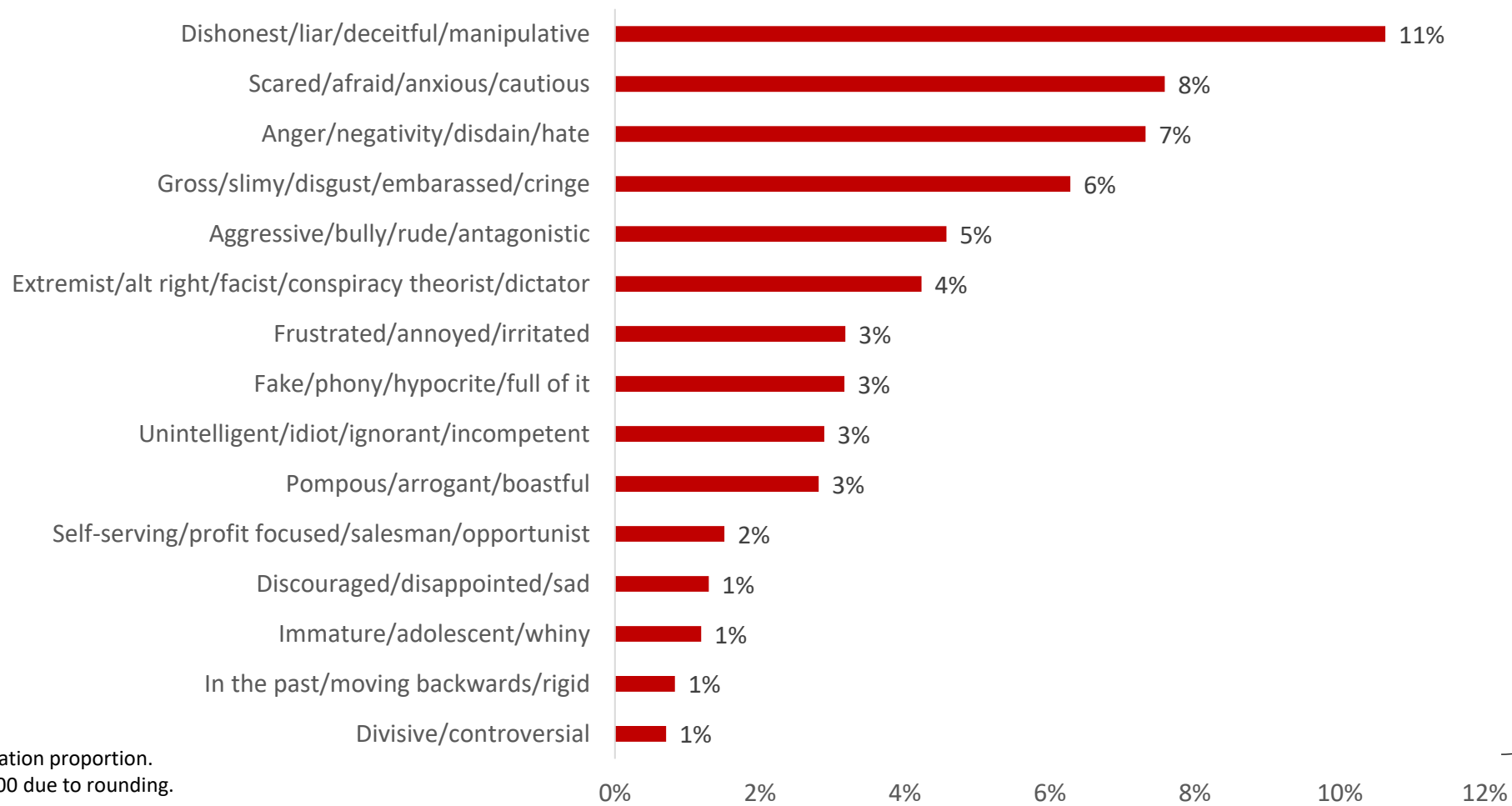
*Charts may not add up to 100 due to rounding.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=990, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Emotion that comes to mind when Pierre Poilievre speaks – Negative mentions only

Negative mentions



Almost 6 in 10
Canadians
share
negative
emotions
when Pierre
Poilievre
speaks

*Weighted to the true population proportion.

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

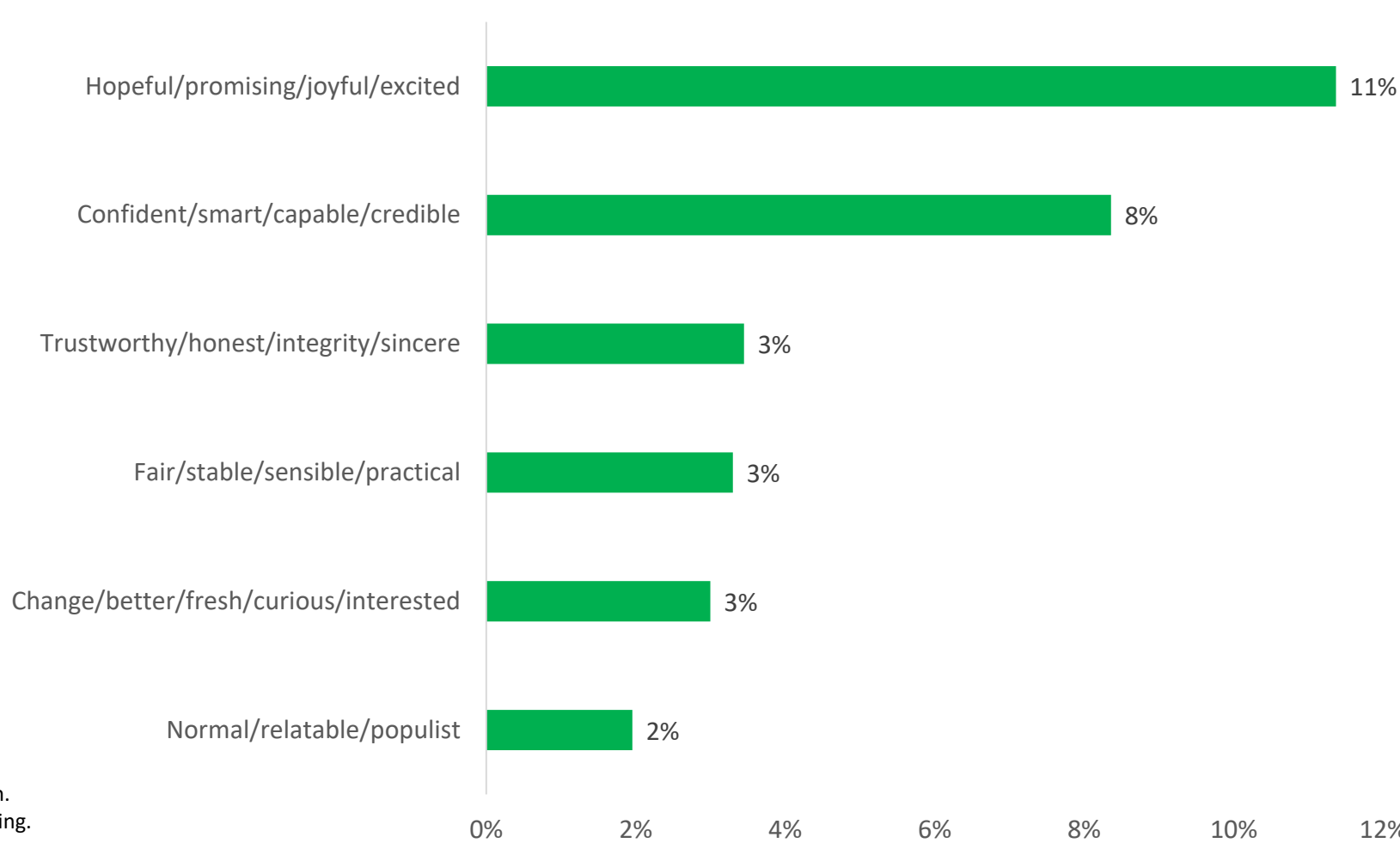
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=990, accurate 3.1 percentage points plus or minus, 19 times out of 20.

Q – What one word emotion comes to mind when you hear Conservative leader Pierre Poilievre speak? [OPEN]



Emotion that comes to mind when Pierre Poilievre speaks – Positive mentions only

Positive mentions



About 3 in 10 Canadians share positive emotions when Pierre Poilievre speaks

*Weighted to the true population proportion.

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

Q – What one word emotion comes to mind when you hear Conservative leader Pierre Poilievre speak? [OPEN]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=990, accurate 3.1 percentage points plus or minus, 19 times out of 20.

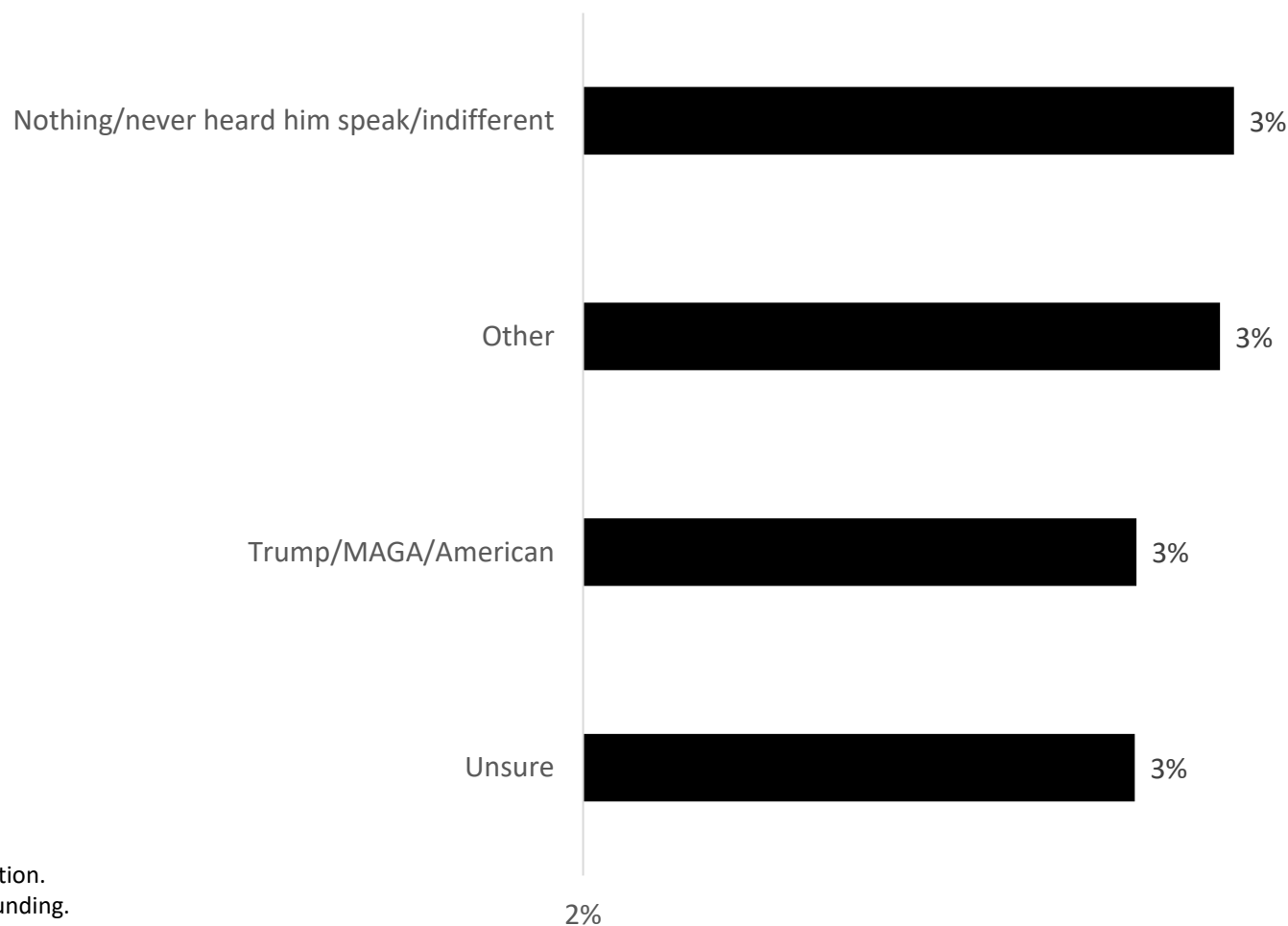
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Emotion that comes to mind when Pierre Poilievre speaks – Neutral/other mentions only

Neutral/other mentions



About 1 in 10 Canadians share neutral/other emotions when Pierre Poilievre speaks or are unsure

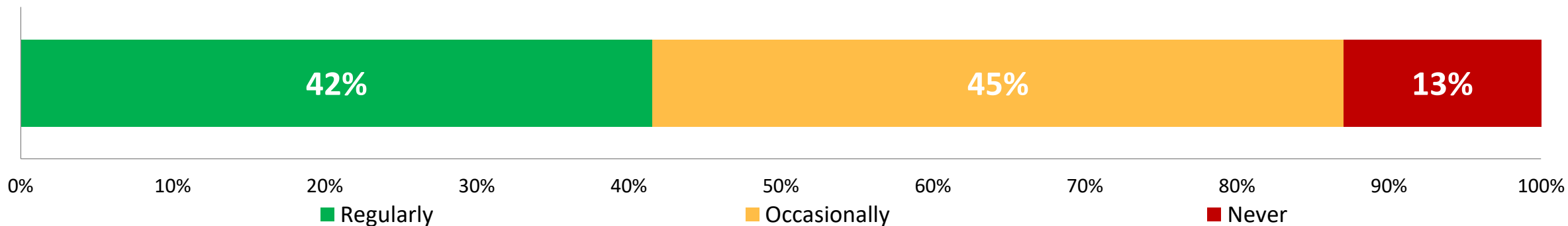
*Weighted to the true population proportion.
 *Charts may not add up to 100 due to rounding.

Q – What one word emotion comes to mind when you hear Conservative leader Pierre Poilievre speak? [OPEN]

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=990, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Frequency of paying attention to what Justin Trudeau says



	2024-04 (n=1086)	Atlantic (n=100)	Quebec (n=252)	Ontario (n=366)	Prairies (n=216)	BC (n=152)	Men (n=582)	Women (n=503)	18 to 34 (n=227)	35 to 54 (n=363)	55 plus (n=496)
Regularly	41.6%	45.8%	44.2%	43.9%	33.2%	39.3%	42.8%	40.5%	35.8%	38.3%	47.8%
Occasionally	45.5%	45.2%	49.1%	42.9%	47.6%	44.0%	44.3%	46.7%	50.7%	47.1%	40.8%
Never	13.0%	9.0%	6.7%	13.2%	19.2%	16.7%	12.9%	12.9%	13.5%	14.6%	11.3%

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

Q – Do you regularly, occasionally or never pay attention to what Liberal leader Justin Trudeau has to say?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, April 28th to May 1st, 2024, n=1086, accurate 3.0 percentage points plus or minus, 19 times out of 20.



Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,086 Canadians, 18 years of age or older, between April 28th and May 1st, 2024 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 ± 3.0 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	1086 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 Hybrid 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	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	12 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, and electric cars.
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.	Data Tables	By region, age and gender: [tabulations]
Field Dates	April 28 th to May 1 st , 2024.		
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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Any questions?



Nanos Research

(613) 234-4666, ext. 237

ea@nanosresearch.com

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TABULATIONS