



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted from April 22 to April 24, 2023, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region. The margin of error, which measures sample variability, is +/- 3.1 percentage points, nineteen times out of twenty.

Here are some words that people may use to describe Justin Trudeau. Please select up to six words you think describe Justin Trudeau.

Arrogant – 37%
Dishonest – 36%
Out of touch – 35%
Intelligent – 35%
Inefficient – 31%
Foolish – 29%

Here are some words that people may use to describe Pierre Poilievre. Please select up to six words you think describe Pierre Poilievre.

Arrogant – 39%
Intelligent – 34%
Out of touch – 29%
Dishonest – 28%
Strong – 26%
Uncaring – 23%

More Than 1/3 of Canadians See Trudeau & Poilievre as Arrogant

Two-in-five Canadians (40%) describe Jagmeet Singh as compassionate.

Vancouver, BC [April 28, 2023] – Canadians rely mostly on negative attributes when they think of the leaders of the Liberal Party and the Conservative Party, a new Research Co. poll has found.

The online survey of a representative national sample provided Canadians with a list of 18 different words—nine positive and nine negative—and asked them to choose up to six to describe the leaders of Canada's three main federal political parties.

The words used the most by Canadians to describe Prime Minister and Liberal Party leader Justin Trudeau are arrogant (37%), dishonest (36%), out of touch (35%), intelligent (also 35%), inefficient (31%) and foolish (29%).

Official Opposition and Conservative Party leader Pierre Poilievre garners a slightly higher score on arrogant (39%). The other five words relied on the most to describe him are intelligent (34%), out of touch (29%), dishonest (28%), strong (26%) and uncaring (23%).

Canadians used mostly positive words when asked about New Democratic Party (NDP) leader Jagmeet Singh: compassionate (40%), intelligent (37%), honest (35%), down to earth (also 35%), open (30%) and in touch (27%).

“Sizeable proportions of Canadians aged 55 and over describe Justin Trudeau and Pierre Poilievre as arrogant (46% and 49% respectively),” says Mario Canseco, President of Research Co. “Only 12% feel the same way about Jagmeet Singh.”

The words used the least to describe Trudeau are honest (19%), strong (also 19%), efficient (17%), boring (15%), in touch (14%) and exciting (9%).

Fewer than one-in-five Canadians relied on words like secretive (19%), inefficient (18%), boring (17%), compassionate (16%), weak (15%) and exciting (14%) to describe Poilievre.

Only 10% of Canadians labelled Singh as uncaring. The proportions are slightly higher for dishonest (16%), arrogant (14%), boring (also 14%), secretive (12%) and exciting (also 12%).

Most Liberal Party voters in the 2021 election (57%) described Trudeau as intelligent. A majority of Conservative Party voters from the previous federal ballot (53%) rely on the same word to label



Here are some words that people may use to describe Jagmeet Singh. Please select up to six words you think describe Jagmeet Singh.

- Compassionate – 40%
- Intelligent – 37%
- Honest – 35%
- Down to earth – 35%
- Open – 30%
- In touch – 27%

Poillievre. The word used the most by NDP voters to describe Singh is honest (58%).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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