

Do you have a favourable or unfavourable opinion of each of the following people?



	GENDER			AGE			REGION					VOTE IN 2025 FEDERAL ELECTION				ETHNICITY			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indig.	East Asian	European	South Asian
<b>Don Cherry</b>																			
Very favourable	18%	19%	16%	15%	18%	19%	17%	25%	20%	19%	10%	26%	14%	27%	11%	29%	7%	21%	5%
Moderately favourable	24%	26%	23%	18%	28%	25%	27%	30%	37%	25%	13%	33%	24%	26%	25%	21%	9%	27%	27%
Moderately unfavourable	18%	21%	15%	20%	16%	20%	17%	16%	18%	18%	24%	10%	23%	13%	14%	22%	34%	18%	18%
Very unfavourable	11%	13%	10%	10%	13%	11%	10%	10%	7%	9%	18%	10%	15%	8%	17%	8%	11%	14%	12%
I don't know who this person is	13%	9%	18%	22%	12%	6%	12%	10%	8%	13%	20%	9%	12%	12%	21%	8%	19%	9%	18%
Not sure	15%	12%	18%	15%	13%	18%	17%	10%	10%	17%	16%	13%	12%	16%	11%	12%	20%	12%	21%
<b>Wayne Gretzky</b>																			
Very favourable	21%	23%	20%	25%	24%	14%	21%	27%	22%	21%	19%	22%	16%	30%	19%	31%	11%	24%	8%
Moderately favourable	26%	27%	25%	20%	25%	33%	28%	31%	30%	21%	24%	34%	26%	25%	22%	21%	20%	28%	27%
Moderately unfavourable	18%	19%	17%	17%	17%	20%	19%	19%	20%	19%	16%	13%	21%	15%	18%	17%	21%	19%	18%
Very unfavourable	16%	17%	14%	14%	17%	17%	17%	10%	16%	13%	20%	17%	21%	11%	21%	16%	18%	17%	13%
I don't know who this person is	8%	5%	10%	13%	7%	3%	6%	3%	5%	10%	10%	5%	7%	8%	7%	6%	17%	3%	14%
Not sure	11%	9%	14%	12%	10%	12%	8%	10%	8%	16%	10%	9%	9%	10%	12%	10%	13%	9%	20%
<b>Mario Lemieux</b>																			
Very favourable	23%	27%	19%	16%	26%	26%	24%	24%	18%	18%	28%	23%	23%	25%	15%	21%	12%	28%	10%
Moderately favourable	27%	30%	24%	19%	27%	35%	28%	28%	35%	23%	27%	28%	33%	21%	24%	29%	23%	31%	21%
Moderately unfavourable	8%	10%	6%	14%	6%	5%	6%	6%	10%	10%	10%	4%	8%	8%	8%	10%	9%	6%	15%
Very unfavourable	6%	7%	6%	8%	6%	4%	8%	6%	6%	7%	4%	8%	4%	9%	7%	7%	7%	5%	8%
I don't know who this person is	18%	12%	22%	29%	15%	9%	18%	16%	14%	22%	15%	16%	16%	18%	30%	18%	24%	13%	21%
Not sure	18%	13%	23%	14%	20%	20%	15%	19%	17%	20%	16%	21%	15%	19%	17%	15%	25%	18%	24%
<b>Greta Thunberg</b>																			
Very favourable	10%	8%	11%	12%	9%	9%	7%	4%	9%	12%	11%	11%	15%	3%	23%	14%	10%	9%	11%
Moderately favourable	22%	23%	22%	21%	22%	24%	27%	17%	29%	19%	25%	18%	32%	14%	19%	26%	26%	25%	28%
Moderately unfavourable	16%	20%	13%	15%	18%	15%	16%	19%	11%	16%	21%	7%	15%	18%	11%	11%	9%	18%	16%
Very unfavourable	22%	25%	18%	23%	19%	25%	22%	32%	27%	17%	20%	24%	12%	37%	12%	24%	14%	25%	15%
I don't know who this person is	15%	13%	18%	15%	17%	13%	13%	16%	15%	17%	13%	18%	16%	15%	19%	15%	22%	12%	9%
Not sure	14%	11%	17%	13%	15%	13%	14%	11%	10%	18%	8%	21%	11%	13%	16%	11%	20%	10%	20%

Do you have a favourable or unfavourable opinion of each of the following people?



	GENDER			AGE			REGION					VOTE IN 2025 FEDERAL ELECTION					ETHNICITY			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indig.	East Asian	European	South Asian	
<b>Elon Musk</b>																				
Very favourable	9%	13%	6%	13%	10%	6%	11%	10%	6%	13%	5%	9%	6%	16%	4%	7%	5%	8%	9%	
Moderately favourable	12%	16%	8%	15%	15%	5%	13%	11%	12%	12%	13%	10%	8%	16%	11%	18%	12%	9%	23%	
Moderately unfavourable	15%	15%	15%	20%	14%	11%	13%	18%	16%	17%	14%	10%	11%	20%	17%	20%	12%	14%	19%	
Very unfavourable	56%	49%	62%	43%	54%	71%	58%	53%	60%	48%	58%	68%	70%	42%	66%	49%	64%	63%	34%	
I don't know who this person is	2%	1%	2%	2%	2%	1%	1%	0%	0%	2%	4%	0%	1%	1%	2%	2%	2%	1%	0%	
Not sure	6%	6%	7%	7%	6%	5%	5%	8%	6%	7%	6%	2%	4%	6%	1%	4%	5%	4%	15%	
<b>Stephen Harper</b>																				
Very favourable	14%	14%	15%	14%	16%	14%	17%	17%	17%	14%	10%	18%	10%	25%	7%	18%	17%	13%	13%	
Moderately favourable	33%	37%	29%	28%	33%	38%	32%	37%	42%	29%	32%	39%	30%	39%	21%	28%	31%	36%	30%	
Moderately unfavourable	20%	20%	20%	17%	20%	23%	20%	17%	13%	20%	24%	19%	28%	11%	23%	17%	27%	23%	19%	
Very unfavourable	16%	17%	16%	17%	16%	16%	17%	18%	13%	17%	16%	16%	20%	11%	29%	29%	10%	17%	9%	
I don't know who this person is	5%	4%	5%	10%	4%	0%	6%	2%	4%	4%	8%	0%	4%	4%	7%	1%	4%	3%	10%	
Not sure	11%	8%	15%	14%	11%	9%	7%	9%	11%	16%	10%	9%	9%	10%	13%	8%	11%	9%	18%	
<b>Justin Trudeau</b>																				
Very favourable	12%	10%	14%	9%	12%	15%	8%	7%	10%	13%	16%	10%	25%	2%	11%	16%	8%	12%	14%	
Moderately favourable	27%	25%	29%	25%	26%	31%	28%	22%	33%	25%	28%	29%	45%	8%	31%	21%	30%	28%	42%	
Moderately unfavourable	17%	17%	17%	24%	16%	12%	15%	13%	18%	19%	18%	18%	17%	11%	29%	17%	23%	16%	16%	
Very unfavourable	39%	43%	35%	36%	41%	38%	44%	55%	36%	38%	31%	41%	8%	76%	26%	41%	34%	41%	22%	
I don't know who this person is	1%	1%	1%	1%	1%	1%	2%	0%	0%	0%	2%	0%	1%	1%	1%	3%	2%	0%	0%	
Not sure	4%	3%	5%	4%	4%	3%	3%	3%	3%	5%	5%	1%	3%	2%	2%	2%	3%	2%	7%	
<b>Donald Trump</b>																				
Very favourable	7%	10%	5%	10%	7%	5%	8%	7%	6%	11%	5%	6%	2%	14%	7%	8%	4%	7%	6%	
Moderately favourable	11%	14%	7%	17%	11%	5%	10%	14%	12%	9%	11%	11%	8%	13%	7%	15%	7%	9%	18%	
Moderately unfavourable	11%	13%	9%	11%	15%	7%	4%	11%	11%	16%	11%	10%	6%	15%	11%	11%	14%	11%	10%	
Very unfavourable	65%	58%	72%	55%	61%	78%	71%	60%	66%	58%	67%	72%	79%	52%	72%	59%	74%	69%	55%	
I don't know who this person is	1%	1%	1%	2%	1%	0%	3%	0%	0%	1%	1%	0%	1%	1%	2%	3%	0%	1%	3%	
Not sure	5%	5%	5%	5%	5%	5%	4%	7%	5%	6%	5%	1%	3%	4%	1%	3%	2%	4%	8%	

Do you have a favourable or unfavourable opinion of each of the following people?



	GENDER			AGE			REGION					VOTE IN 2025 FEDERAL ELECTION					ETHNICITY			
	Canada	Male	Female	18-34	35-54	55+	BC	Alberta	SK / MB	Ontario	Quebec	Atlantic	Liberal	Conserv.	NDP	Indig.	East Asian	European	South Asian	
Jordan Peterson																				
Very favourable	9%	11%	7%	12%	8%	6%	11%	10%	10%	9%	6%	10%	5%	15%	11%	15%	1%	8%	11%	
Moderately favourable	14%	16%	11%	17%	15%	8%	14%	10%	14%	16%	14%	8%	10%	17%	8%	12%	17%	11%	27%	
Moderately unfavourable	12%	15%	9%	17%	11%	9%	9%	9%	12%	13%	16%	4%	14%	10%	7%	13%	9%	11%	17%	
Very unfavourable	13%	16%	10%	16%	13%	10%	17%	13%	12%	13%	9%	17%	15%	12%	18%	15%	16%	13%	7%	
I don't know who this person is	34%	27%	42%	25%	33%	44%	32%	35%	34%	28%	40%	35%	38%	30%	40%	28%	32%	39%	19%	
Not sure	19%	16%	22%	13%	21%	23%	18%	23%	17%	21%	15%	25%	18%	17%	16%	18%	25%	17%	18%	
Piers Morgan																				
Very favourable	8%	9%	7%	11%	8%	5%	9%	9%	12%	8%	8%	5%	7%	12%	5%	12%	4%	6%	16%	
Moderately favourable	22%	24%	20%	22%	22%	21%	24%	22%	20%	25%	19%	18%	18%	28%	21%	22%	21%	22%	20%	
Moderately unfavourable	17%	19%	14%	17%	17%	16%	16%	13%	23%	15%	18%	18%	19%	13%	14%	16%	22%	17%	16%	
Very unfavourable	17%	17%	17%	16%	19%	16%	19%	16%	18%	17%	16%	19%	21%	14%	21%	27%	16%	20%	12%	
I don't know who this person is	20%	15%	26%	20%	18%	24%	15%	21%	16%	17%	27%	26%	22%	17%	25%	14%	19%	20%	17%	
Not sure	16%	15%	17%	13%	16%	19%	18%	20%	12%	18%	13%	14%	13%	15%	13%	9%	20%	15%	19%	
Mike Myers																				
Very favourable	23%	24%	23%	17%	25%	27%	25%	31%	27%	22%	18%	32%	31%	18%	26%	31%	13%	29%	9%	
Moderately favourable	30%	34%	27%	25%	34%	31%	29%	33%	38%	31%	27%	31%	31%	32%	25%	26%	29%	33%	28%	
Moderately unfavourable	10%	11%	8%	11%	11%	7%	10%	7%	7%	10%	13%	4%	9%	9%	5%	14%	10%	8%	12%	
Very unfavourable	8%	9%	7%	11%	9%	5%	8%	9%	9%	7%	8%	11%	5%	10%	8%	12%	7%	6%	11%	
I don't know who this person is	14%	11%	16%	20%	9%	13%	13%	10%	7%	14%	18%	10%	12%	13%	20%	7%	21%	11%	14%	
Not sure	15%	11%	19%	17%	12%	17%	15%	10%	14%	17%	15%	12%	12%	17%	16%	11%	18%	13%	26%	
Ryan Reynolds																				
Very favourable	26%	25%	28%	25%	28%	25%	26%	31%	27%	26%	21%	35%	30%	23%	26%	36%	15%	30%	10%	
Moderately favourable	32%	36%	28%	28%	33%	35%	34%	38%	37%	30%	30%	30%	35%	30%	34%	25%	39%	33%	34%	
Moderately unfavourable	11%	12%	11%	16%	12%	6%	12%	9%	9%	13%	13%	7%	10%	13%	10%	13%	17%	10%	15%	
Very unfavourable	9%	10%	7%	9%	10%	6%	7%	5%	9%	8%	10%	12%	6%	13%	7%	13%	4%	8%	10%	
I don't know who this person is	8%	7%	10%	9%	5%	12%	8%	5%	5%	7%	13%	7%	8%	8%	11%	5%	9%	7%	12%	
Not sure	14%	12%	15%	13%	12%	16%	14%	13%	13%	16%	13%	10%	12%	13%	11%	9%	16%	12%	18%	