



# Canadians' Awareness of Political Leaders

September 2023

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# Methodology

- **Field Window: August 23 to September 5, 2023**
- **Sampling:** Online survey of a randomly selected sample of **1,519 adult (18+) Canadians**
- **Reliability\*:** As a guideline, a probability sample of this size carries a margin of error of **± 2.5%**, 19 times out of 20. The margin of error is larger for sub-segments.
- **Weighting:** Data has been weighted using the most current gender, age, & region Census data to ensure the sample reflects the actual population of adult Canadians.

Region	Number of Interviews	Margin of error*
Atlantic Canada	102	± 9.7%
Quebec	504	± 4.4%
Ontario	513	± 4.3%
Manitoba/ Saskatchewan	97	± 10.0%
Alberta	101	± 9.8%
British Columbia	202	± 6.9%
<b>Canada</b>	<b>1,519</b>	<b>± 2.5%</b>

# True Recall

We wanted to understand how closely regular voters follow federal politics between elections. To do this, we asked Canadians if they could name the leader of the Conservatives and if they could name any Cabinet Ministers.

The catch is, we asked survey respondents to name names. We used open-ended questions, which means respondents had to type in the name. Simply saying “it’s what’s-his-name” wasn’t enough here.

We were generous in how we graded answers: “Peter Polliver” was close enough and was marked as a correct answer for the Conservative leader, and “Chrystal Freelan” was close enough and marked as a correct answer for a Cabinet Minister.

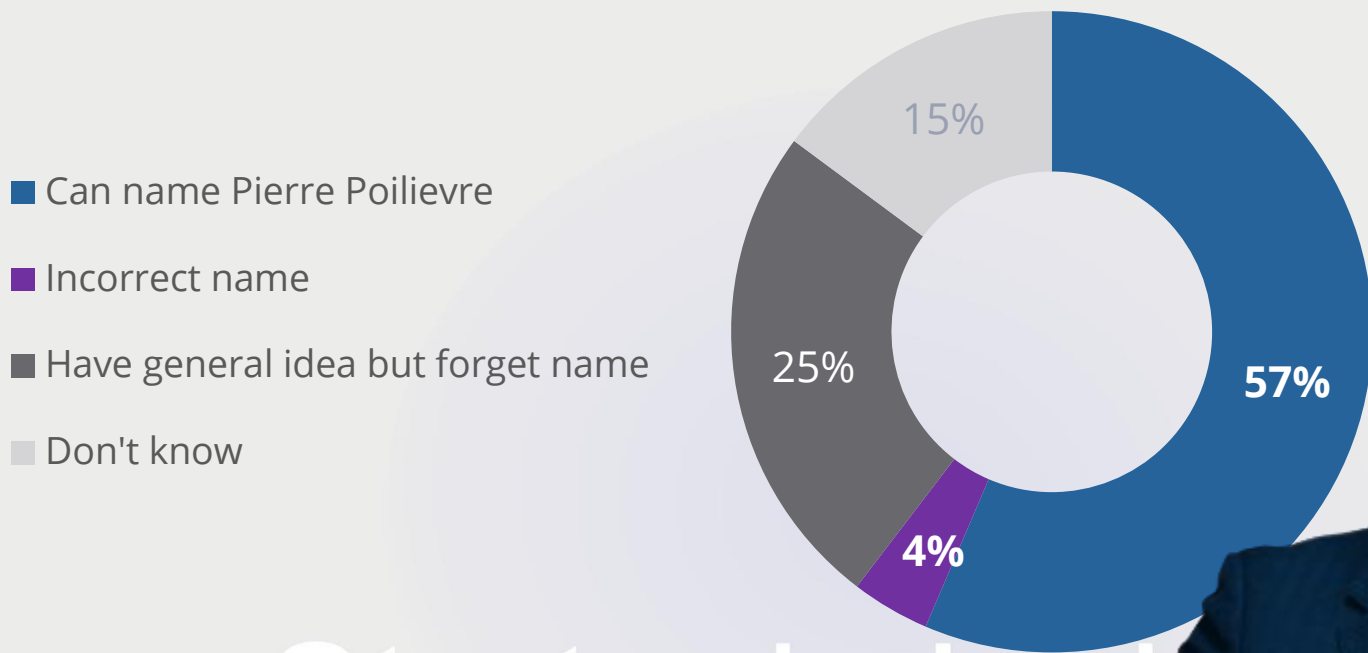
Despite this, only 57% of Canadians could name the Conservative Party leader and only 40% could name a Cabinet Minister. If so few can *name* prominent politicians, it stands to reason that the number who truly know *details* about most politicians’ backgrounds and beliefs is even lower.



57%

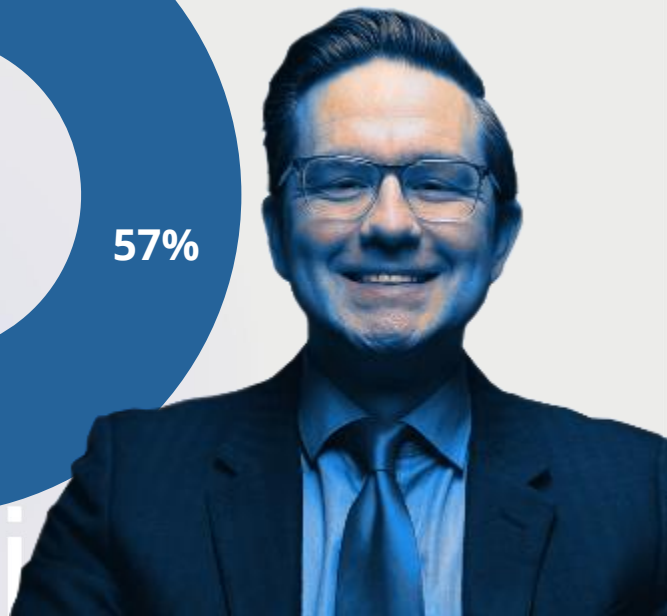
of Canadians can  
name the  
Conservative Party of  
Canada leader

# 57% of Canadians can name the leader of the Conservative Party of Canada



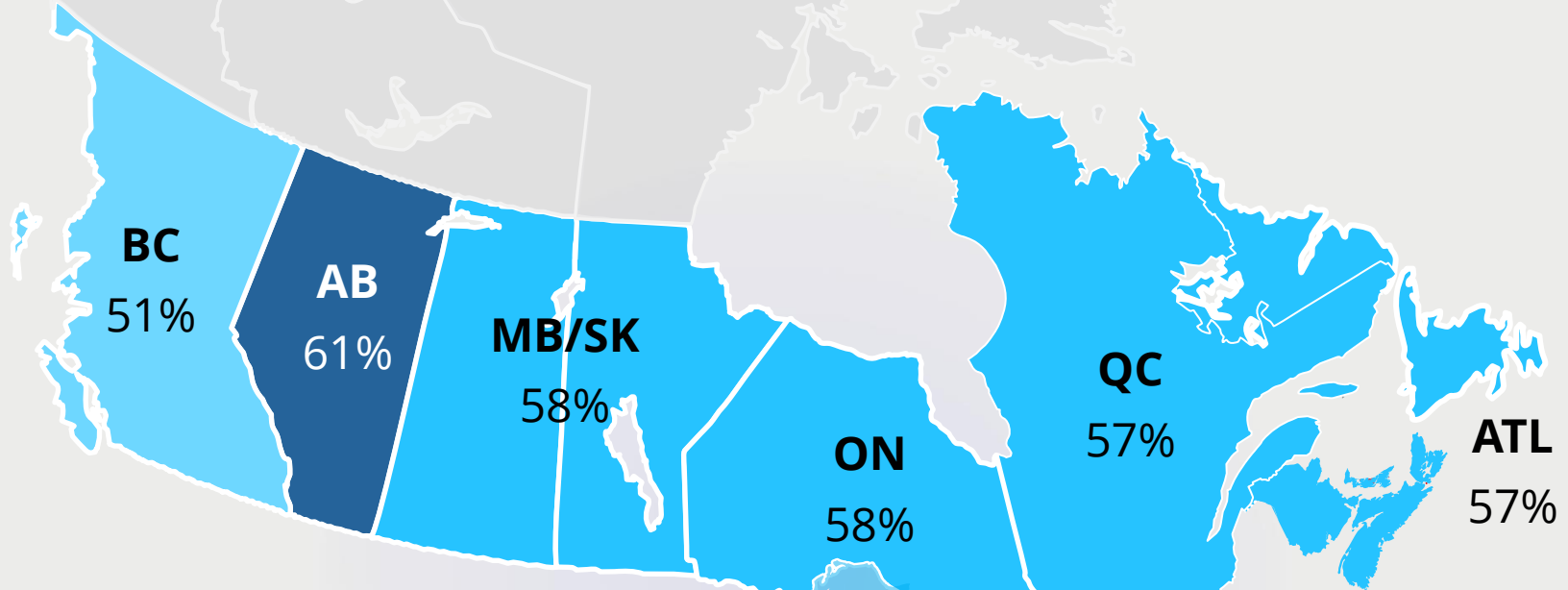
Do you know who the leader is of the federal Conservative Party of Canada? [asked open]

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# Awareness levels for Poilievre similar across the country

% able to name Conservative leader





# Over one-quarter of Conservative voters unable to name the Conservative leader

% able to name Conservative leader

- **Men: 67%, Women: 48%**
- **18-34: 43%, 35-49: 48%, 50-64: 63%, 65+: 77%**
- **Under \$50k income: 46%, \$50k-\$100k: 55%, \$100k+: 69%**
- **Immigrants: 55%, Born in Canada: 58%**
- **CPC voters: 72%, Lib voters: 66%, NDP voters: 37%**



Do you know who the leader is of the federal Conservative Party of Canada? [asked open]

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# Other Guesses

- 4% of Canadians claimed to know the name of the Conservative Party of Canada leader, but were incorrect.

Andrew  
Scheer (4)

Jagmeet Singh (3)

Starts with a P

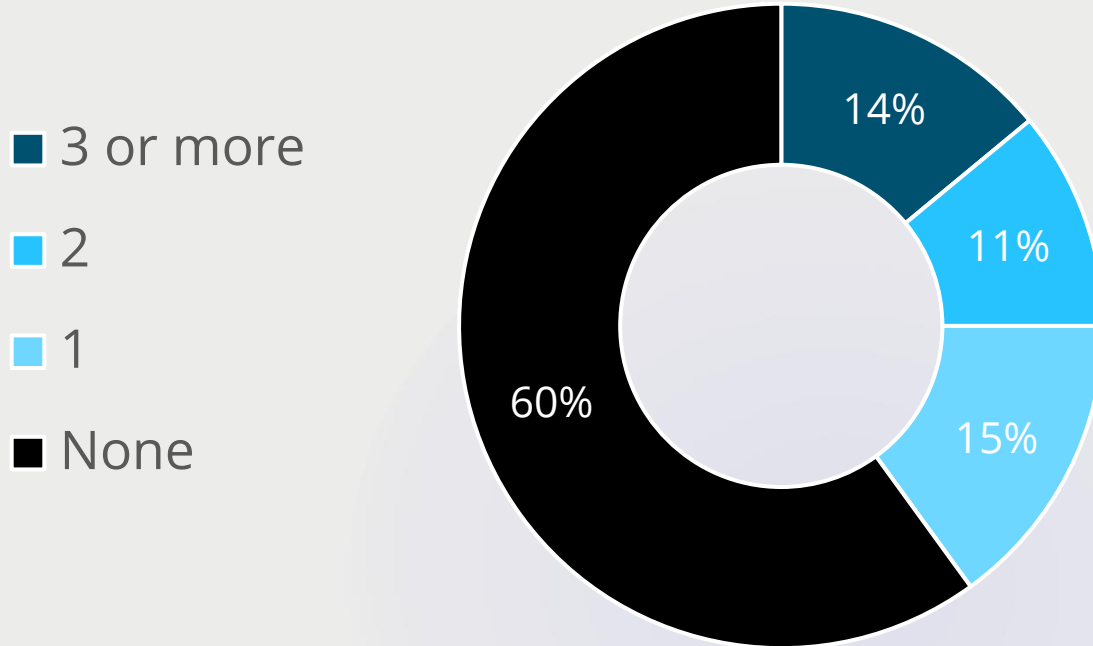
Erin  
O'Toole (4)

- Unique spelling variations which we coded as correct include: "Palavar", "Pelliverre", "Pierre Poliet", and "Pierre Poilaugnot".



Do you know who the leader is of the federal Conservative Party of Canada? [asked open]

# Four out-in-ten (40%) can name at least one federal Cabinet Minister



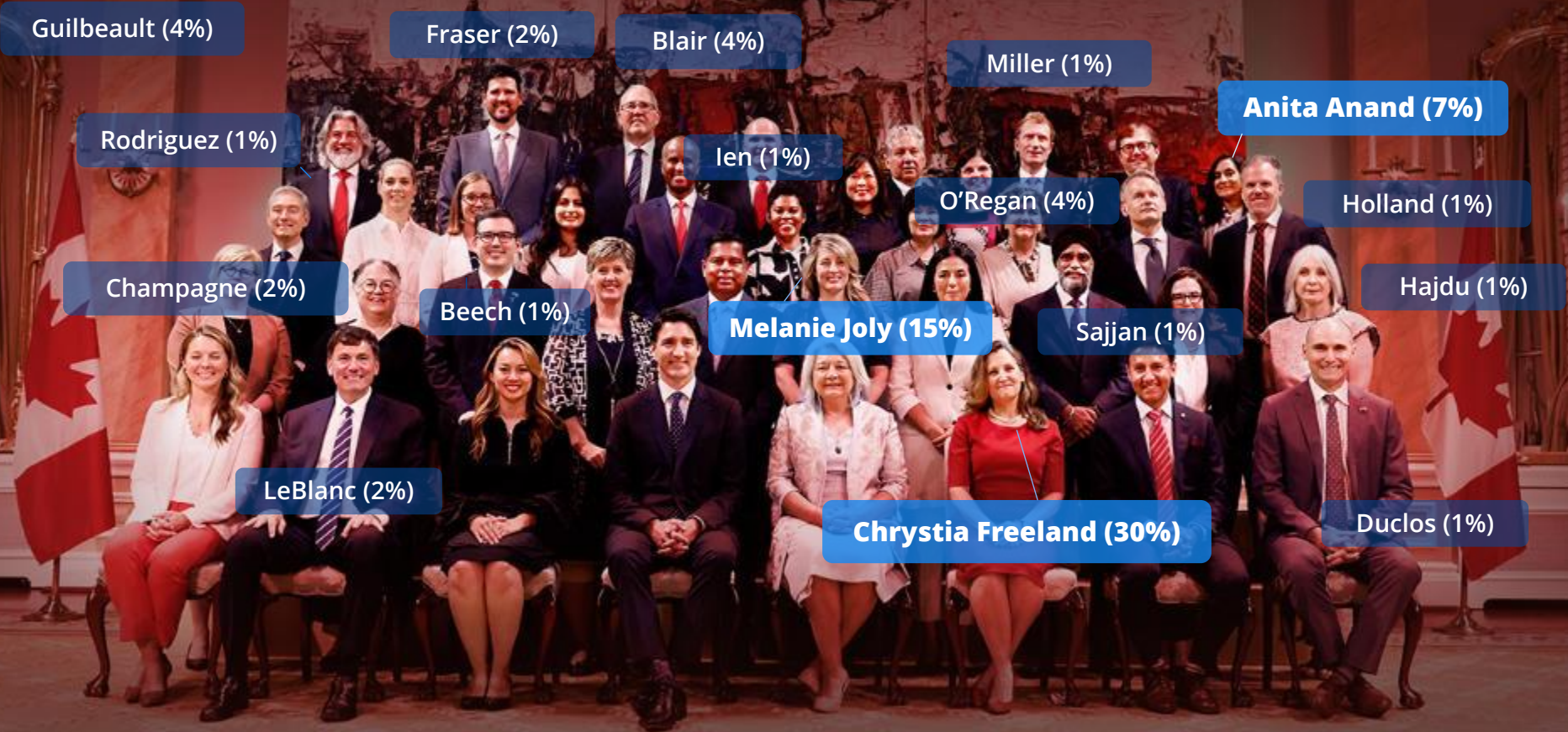
NOTE: Respondents were given space to give up to 3 names. Therefore, respondents who knew more than 3 would have only given 3.



How many Cabinet Ministers in the Trudeau government can you name off the top of your head? [asked open]



# Most commonly known Ministers: Freeland, Joly, Anand



# Quebecers the most able to name a federal Cabinet Minister

% able to name Cabinet Minister  
(Names with at least 3% in that region noted)

## BC (35%)

Freeland (30%)  
Joly (9%)  
Anand (6%)  
Sajjan (5%)  
Blair (4%)  
Beech (3%)  
Guilbeault (3%)

## AB (29%)

Freeland (26%)  
Joly (10%)  
Anand (9%)  
Boissonault (3%)

## MN/SK (30%)

Freeland (26%)  
Joly (4%)  
Anand (4%)  
Blair (3%)

## ON (41%)

Freeland (34%)  
Anand (10%)  
Joly (9%)  
Blair (7%)

## QC (51%)

Joly (35%)  
Freeland (30%)  
Guilbeault (10%)  
Champagne (7%)  
Rodriguez (4%)  
Duclos (3%)  
Anand (3%)  
LeBlanc (3%)

## ATL (35%)

Freeland (25%)  
Leblanc (8%)  
Joly (7%)  
O'Regan (6%)  
Fraser (6%)  
Anand (5%)  
Blair (5%)  
Hutchings (3%)



Do you know who the leader is of the federal Conservative Party of Canada? [asked open]

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# Half of Liberal voters can name a Cabinet Minister

% able to name Cabinet Minister

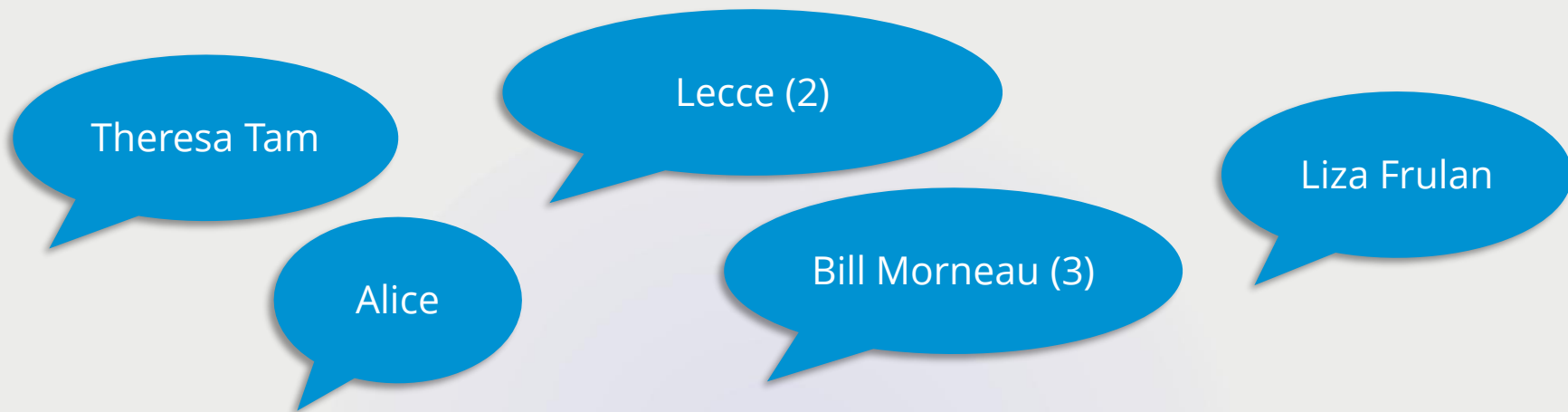
- **Men:** 47%, **Women:** 33%
- **18-34:** 23%, **35-49:** 33%, **50-64:** 49%, **65+:** 57%
- **Under \$50k income:** 29%, **\$50k-\$100k:** 40%, **\$100k+:** 48%
- **Immigrants:** 44%, **Born in Canada:** 39%
- **CPC voters:** 42%, **Lib voters:** 52%, **NDP voters:** 26%



How many Cabinet Ministers in the Trudeau government can you name off the top of your head? [asked open]

# Other Guesses

- 8% of Canadians claimed to know the name of at least one Cabinet Minister but were unable to correctly name a current minister.



- Unique spelling variations which we coded as correct include: “Kristin Freehand”, “Romeo LeBlanc”, “John-Eves Duclos”, and “Claude Bibeau”.



How many Cabinet Ministers in the Trudeau government can you name off the top of your head? [asked open]



A photograph of three women standing at a podium, each holding a microphone and speaking. The image is overlaid with a semi-transparent blue filter. The woman on the left is looking towards the right, the woman in the middle is looking forward, and the woman on the right is looking slightly to the left.

# Media Spokesperson:

Dan Arnold, Chief Strategy Officer

[danarnold@pollara.com](mailto:danarnold@pollara.com)

A photograph of Dan Arnold, Chief Strategy Officer, speaking. He is wearing a dark suit, a white shirt, and a red tie. He is smiling and has his mouth open as if speaking. The image is overlaid with a semi-transparent red filter.

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