



Reaction to Big Media
Moments by Canadian
Political Leaders

APRIL 2026

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Methodology

Field Window March 30 to April 8, 2026

Sampling Online survey of at least 3,032 Canadian adults (18+). Respondents were recruited from the Canview online research panels.

Reliability* Online surveys cannot be assigned a margin of error. As a guideline, a probability sample of this size carries a margin of error of $\pm 1.8\%$, 19 times out of 20.

Weighting Data has been weighted based on gender and age within regions, so as to be representative of the population of adult Canadians.

Comparisons In some instances, results have been compared to a Pollara survey fielded in February 2026 about Prime Minister Carney's Davos speech. Findings from this poll are publicly available on Pollara's website.

REGION	Number of Interviews (unweighted)	Margin of error*
Atlantic Canada	507	$\pm 4.4\%$
Quebec	606	$\pm 4.0\%$
Ontario	708	$\pm 3.7\%$
Manitoba/ Saskatchewan	403	$\pm 4.9\%$
Alberta	353	$\pm 5.2\%$
British Columbia	455	$\pm 4.6\%$
Canada	3,032	$\pm 1.8\%$



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Key Findings

- The majority (56%) of Canadians heard about Pierre Poilievre's appearance on The Joe Rogan Experience podcast, including 11% who say they listened to the full interview.
 - The reach of this was significantly higher among men under 50, the demographic already most positive towards Poilievre.
- More people saw media coverage of this podcast than clips on social media. This is also true of Mark Carney's Davos speech and Avi Lewis at the NDP convention, showing that media coverage is still a key driver of "big" political moments.
 - Those who did hear about Poilievre's appearance on social media were most likely to have seen it on Facebook, YouTube, or Instagram.
- Twice as many Canadians say the podcast made them feel more favourable (33%) rather than less favourable (16%) towards Poilievre.
 - This is less positive than the impact of Mark Carney's Davos speech on impressions of the PM, but more positive than the impact of Avi Lewis speaking at the NDP.



33%

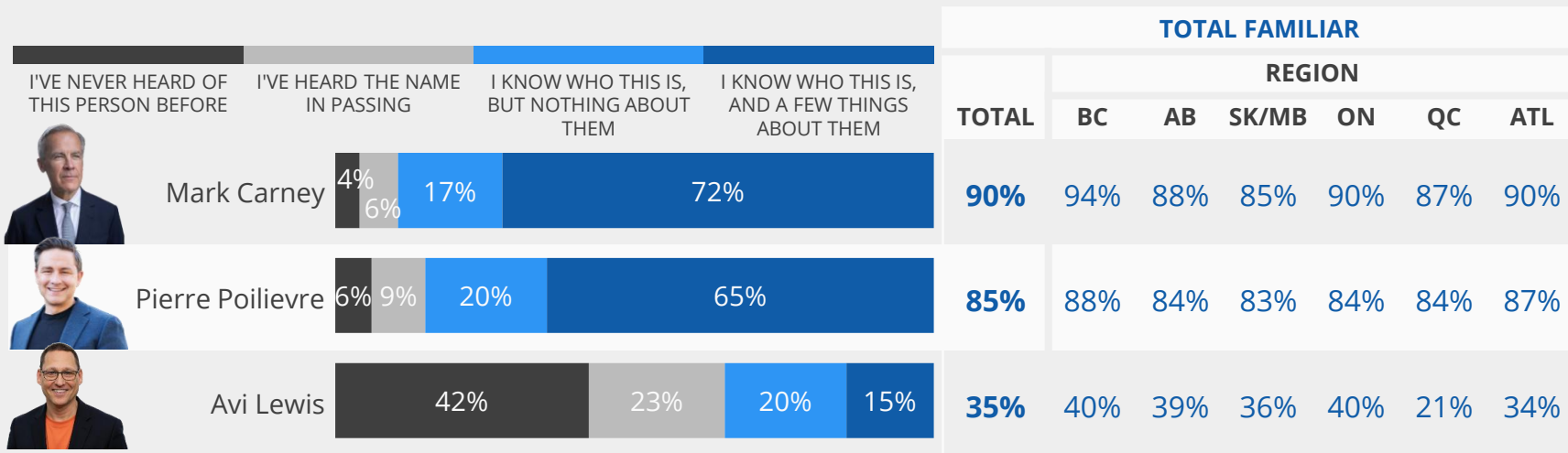
of Canadians say Poilievre's appearance on Joe Rogan made them feel more favourable about him and 16% say it made them feel less favourable

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Detailed Findings

Familiarity with Political Leaders

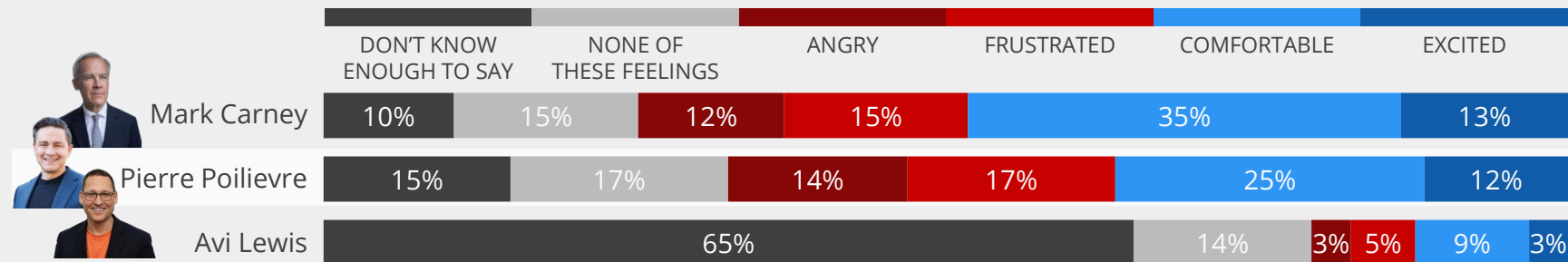
- Familiarity levels with Lewis are significantly lower in Quebec (21%) than in other parts of the country. Only 5% of Quebecers say they know “a few things about him”.



Q How familiar are you with each of the following people?
 Base: All Respondents (n=3,032).

Sentiment Towards Political Leaders

- Carney enjoys a net emotion score of +22, with Poilievre (+5) and Lewis (+4) both slightly positive.
- Sentiment towards Carney is highest among seniors, with Poilievre peaking among men under 50 and 18-to-34 year olds the most positive towards Lewis.



NET EMOTION (Positive minus Negative)

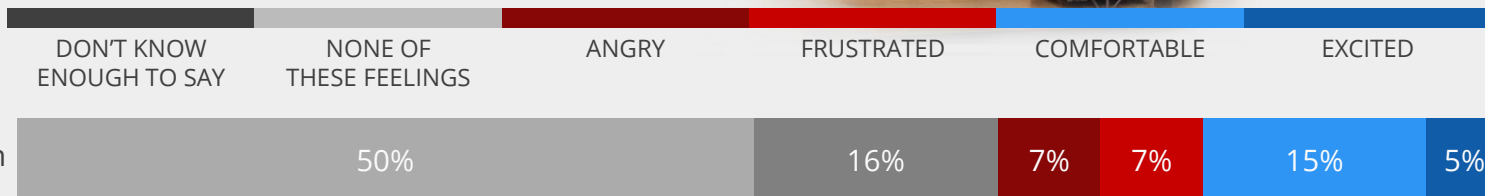
	TOTAL	REGION						GENERATION							
								MEN				WOMEN			
		BC	AB	SK/MB	ON	QC	ATL	18-34	35-49	50-64	65+	18-34	35-49	50-64	65+
Mark Carney	+22	+32	-2	+13	+19	+36	+22	+18	+4	+29	+42	+17	+16	+16	+34
Pierre Poilievre	+5	0	+21	+12	+7	-2	+1	+29	+22	0	-4	+7	+4	-2	-12
Avi Lewis	+4	+1	-6	+5	+6	+6	+10	+9	+2	-1	-5	+12	+5	+2	+6



How do you feel about each of the following people?
Base: All Respondents (n=3,032).

Sentiment Towards Joe Rogan

- Joe Rogan appeals to most of the same demographics as Pierre Poilievre, enjoying his highest familiarity and impression ratings among men under 50.
- Like Poilievre, Rogan appeals more to blue collar workers (Rogan pos: 36% / Rogan neg: 12%) and those without university degrees (21% / 12%).



		NET EMOTION (Positive minus Negative)												
		VOTE INTENT					GENERATION							
							MEN				WOMEN			
TOTAL		LIB	CPC	NDP	BQ	18-34	35-49	50-64	65+	18-34	35-49	50-64	65+	
Joe Rogan		+6	-9	+31	-15	+3	+20	+19	+1	+1	+7	+3	+2	-1

Q How do you feel about each of the following people?
 Base: All Respondents (n=3,032).

Awareness of Poilievre on Rogan

- The majority (56%) of Canadians heard about Pierre Poilievre's podcast interview with Joe Rogan. This includes 11% of people who say they listened to the full interview.
- Awareness of Poilievre's appearance on Rogan is similar across the political spectrum: 66% of Liberals and 67% of Conservatives heard about it. However Conservative voters are twice as likely as Liberal voters to have listened to the entire interview (20% vs. 10%).

Awareness of Pierre Poilievre's Recent Podcast Interview with Joe Rogan



Q Did you read, see, or hear anything about Pierre Poilievre's recent podcast interview with Joe Rogan? Select all that apply.
Base: All Respondents (n=3,032).

Awareness of Poilievre on Rogan – by Demographic Groups

- Men are significantly more likely than women to have heard about Poilievre’s appearance on Rogan (66% vs. 47%) and to have listened to the entire interview (14% vs. 7%).
- Even though Rogan’s appeal skews less educated, university educated Canadians are more likely to have heard about the podcast (63%) and to have listened to the full interview (14%).

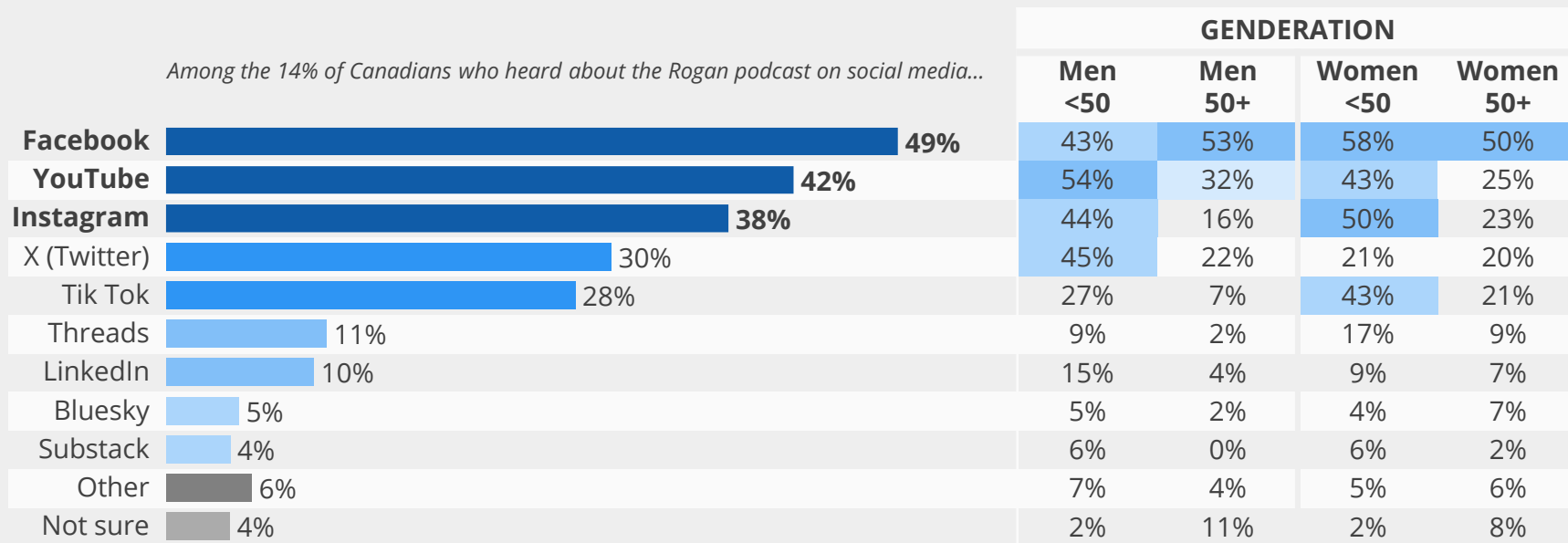
Awareness of Pierre Poilievre’s Recent Podcast Interview with Joe Rogan		GENERATION			
		Men <50	Men 50+	Women <50	Women 50+
	TOTAL				
I saw news media reporting about it	23%	27%	32%	16%	21%
I saw / heard clips of the interview	23%	30%	24%	20%	18%
I saw people posting about it on social media	14%	22%	9%	15%	10%
I watched / listened to the full interview	11%	22%	7%	9%	6%
I talked about it with friends, family, or co-workers	6%	9%	5%	7%	4%
I read a transcript of the interview	5%	9%	3%	5%	2%
I haven’t heard anything about this	44%	31%	37%	53%	53%

Q Did you read, see, or hear anything about Pierre Poilievre’s recent podcast interview with Joe Rogan? Select all that apply.
 Base: Total – All Respondents (n=3,032).

Social Media Platforms Where People Heard About Podcast

- As noted, men under 50 are the most likely to have heard about the Rogan podcast on social media (22%) – among them, it had high penetration on YouTube, X, Instagram, and Facebook.
- Meanwhile, older Canadians were less likely to hear about the Rogan podcast on social media (9% among men 50+ and 10% among women 50+). Those who did largely heard about it via Facebook.

Among the 14% of Canadians who heard about the Rogan podcast on social media...

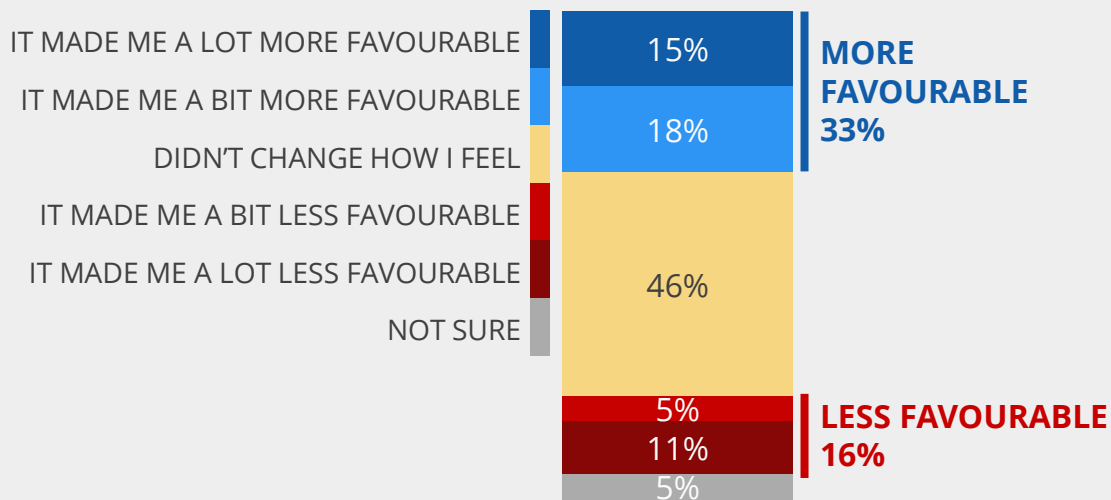


Q On what social media sites did you see people posting about Joe Rogan's interview with Pierre Poilievre? Select all that apply.
 Base: HEARD ABOUT IT ON SOCIAL MEDIA (n=451).

Impact of Poilievre's Appearance on Rogan Podcast

- Overall, twice as many say Poilievre's appearance improved (33%) rather than worsened (16%) their impression of him, though the impact is more muted among those who say it changed their impressions *a lot* (+5 a lot more – a lot less).
- Among Liberal voters, 23% say Poilievre's appearance improved and 26% say it worsened their impression of him. This includes 9% who say it made them feel *a lot* better and 20% who say it made them feel *a lot* worse.

Impact of Joe Rogan Interview on Feelings Toward Pierre Poilievre



		NET IMPACT (A Lot More minus A Lot Less)
TOTAL		+5
REGION	BC	0
	AB	+11
	SK/MB	+7
	ON	+8
	QC	-5
GENERATION	ATL	+7
	Men <50	+15
	Men 50+	-3
	Women <50	+7
	Women 50+	-3






Did Poilievre's interview with Joe Rogan change the way you feel about Pierre Poilievre?
Base: HEARD ABOUT IT (n=1,780).

Comparison:

- ▶ Carney at Davos
- ▶ Poilievre on Rogan
- ▶ Lewis at NDP convention

Comparison – Media Consumption

- Lewis' convention speech was the least viral moment of the three case studies – only 8% heard about it on social media and only 4% via word of mouth. Even as a percentage of people aware of his speech, this trails both Carney's and Poilievre's moments.




Awareness of Recent Political Events	Mark Carney 	Pierre Poilievre 	Avi Lewis 
	speech in Davos	podcast interview with Joe Rogan	speaking at the NDP leadership convention
I watched / listened to the full interview/speech	18%	11%	6%
I saw / heard clips of the speech/interview	40%	23%	17%
I read a transcript of the speech/read the full speech	6%	5%	5%
I saw news media reporting about it	29%	23%	21%
I saw people posting about it on social media	16%	14%	8%
I talked about it with friends, family, or co-workers	12%	6%	4%
I haven't heard anything about this	21%	44%	55%
Total Listened (clips or full content)	57%	30%	22%
Total Recall	79%	56%	45%

Q Did you read, see, or hear anything about Pierre Poilievre's recent podcast interview with Joe Rogan? Select all that apply. Base: All Respondents (n=3,032).
 Did you read, see, or hear anything about Avi Lewis speaking at the NDP leadership convention? Select all that apply. Base: All Respondents (n=3,032).
 Did you read, see, or hear anything about Prime Minister Mark Carney's recent speech in Davos? Select all that apply. Base: All Respondents (n=1,200). FEB 2026 POLL

Comparison – Awareness by Demographic Groups

- All three moments saw larger recall among men than women. Carney’s Davos speech broke through more among older Canadians, with younger people *slightly* more likely to have heard about Poilievre’s podcast appearance or Lewis at the NDP convention.




Total Recall of Recent Political Events

	 Mark Carney speech in Davos	 Pierre Poilievre podcast interview with Joe Rogan	 Avi Lewis speaking at the NDP leadership convention
Total Recall	79%	56%	45%
Men <50	79%	69%	57%
Men 50+	93%	63%	52%
Women <50	63%	47%	37%
Women 50+	82%	47%	37%

Q Did you read, see, or hear anything about Pierre Poilievre’s recent podcast interview with Joe Rogan? Select all that apply. Base: All Respondents (n=3,032).
 Did you read, see, or hear anything about Avi Lewis speaking at the NDP leadership convention? Select all that apply. Base: All Respondents (n=3,032).
 Did you read, see, or hear anything about Prime Minister Mark Carney’s recent speech in Davos? Select all that apply. Base: All Respondents (n=1,200). FEB 2026 POLL

Comparison – Social Media Consumption

- Facebook was the top social media source for hearing about all three of these moments, especially for Carney's Davos speech.




Social Media Platforms Where People Heard About Recent Political Events <i>(Among those who saw it on social media)</i>	Mark Carney 	Pierre Poilievre 	Avi Lewis 
	speech in Davos	podcast interview with Joe Rogan	speaking at the NDP leadership convention
Facebook	59%	49%	50%
Instagram	41%	38%	37%
YouTube	34%	42%	43%
Tik Tok	27%	28%	26%
X (Twitter)	24%	30%	23%
LinkedIn	5%	10%	13%
Bluesky	5%	5%	9%
Threads	4%	11%	9%
Substack	3%	4%	6%
Other	5%	6%	6%
Not sure	1%	4%	5%

Q On what social media sites did you see people posting about Joe Rogan's interview with Pierre Poilievre? Select all that apply. Base: SAW IT ON SOCIAL MEDIA (n=451). | On what social media sites did you see people posting about Avi Lewis speaking at the NDP leadership convention? Select all that apply. Base: SAW IT ON SOCIAL MEDIA (n=288). | On what social media sites did you see people posting about Carney's speech? Select all that apply. BASE: SAW IT ON SOCIAL MEDIA (n=189). FEB 2026 POLL

Comparison – Impact on Sentiment

- The impact (a lot more – a lot less) of the Davos speech on sentiment towards Carney was +54 among Liberals, for Poilievre’s podcast it was +30 among Conservatives, and for Lewis’ convention speech it was +16 among NDP voters.

Impact of Recent Political Events on Public Perceptions

	 Mark Carney	 Pierre Poilievre	 Avi Lewis
	speech in Davos	podcast interview with Joe Rogan	speaking at the NDP leadership convention
It made me a lot more favourable	31%	15%	9%
It made me a bit more favourable	28%	18%	18%
Didn't change how I feel	29%	46%	42%
It made me a bit less favourable	2%	5%	9%
It made me a lot less favourable	8%	11%	15%
Not sure	2%	5%	8%
TOTAL MORE	59%	33%	27%
TOTAL LESS	10%	16%	23%
NET	+49	+17	+4
(A Lot More minus A Lot Less)—IMPACT	+23	+5	-6

Q Did Poilievre’s interview with Joe Rogan change the way you feel about Pierre Poilievre? Base: HEARD ABOUT IT (n=1,780).
 Did what Avil Lewis said at the NDP leadership convention change the way you feel about him? Base: HEARD ABOUT IT (n=1,436).
 Did Carney’s speech change the way you feel about him? BASE: HEARD ABOUT IT (n=945). FED 2026 POLL.



Reaction to Big Media Moments by Canadian Political Leaders

For media inquiries, contact:
[Dan Arnold](#)

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