Who do we think they are?

Personality Maps of Canada's National Leaders

June 2021

Qi value systems & CANADIAN VIEWPOINT
REAL PEOPLE | REAL SOLUTIONS | REAL DATA

Table of Contents

Background and Objectives

When will we have the next federal election? It is becoming a pressing question in Canadian politics these days.

As Canadians' political views are increasingly informed by perceptions of the parties and government leaders, it is crucial for Canadians to articulate how they really feel about the candidates vying to lead the country into the post-COVID world.

Q.i. Value Systems is a global research and analytics organization based out of Toronto that specializes in emotional/personality mapping and understanding consumer values. **Canadian Viewpoint** is a premier data collection organization based in Richmond Hill.

The two organizations teamed up to understand how Canadians are feeling about the next federal election and to paint the current portraits of Canada's major federal politicians.

Using Q.i.'s proprietary personality mapping technique, this study uncovers exactly what it is about Canada's leaders that we like or dislike as a nation.
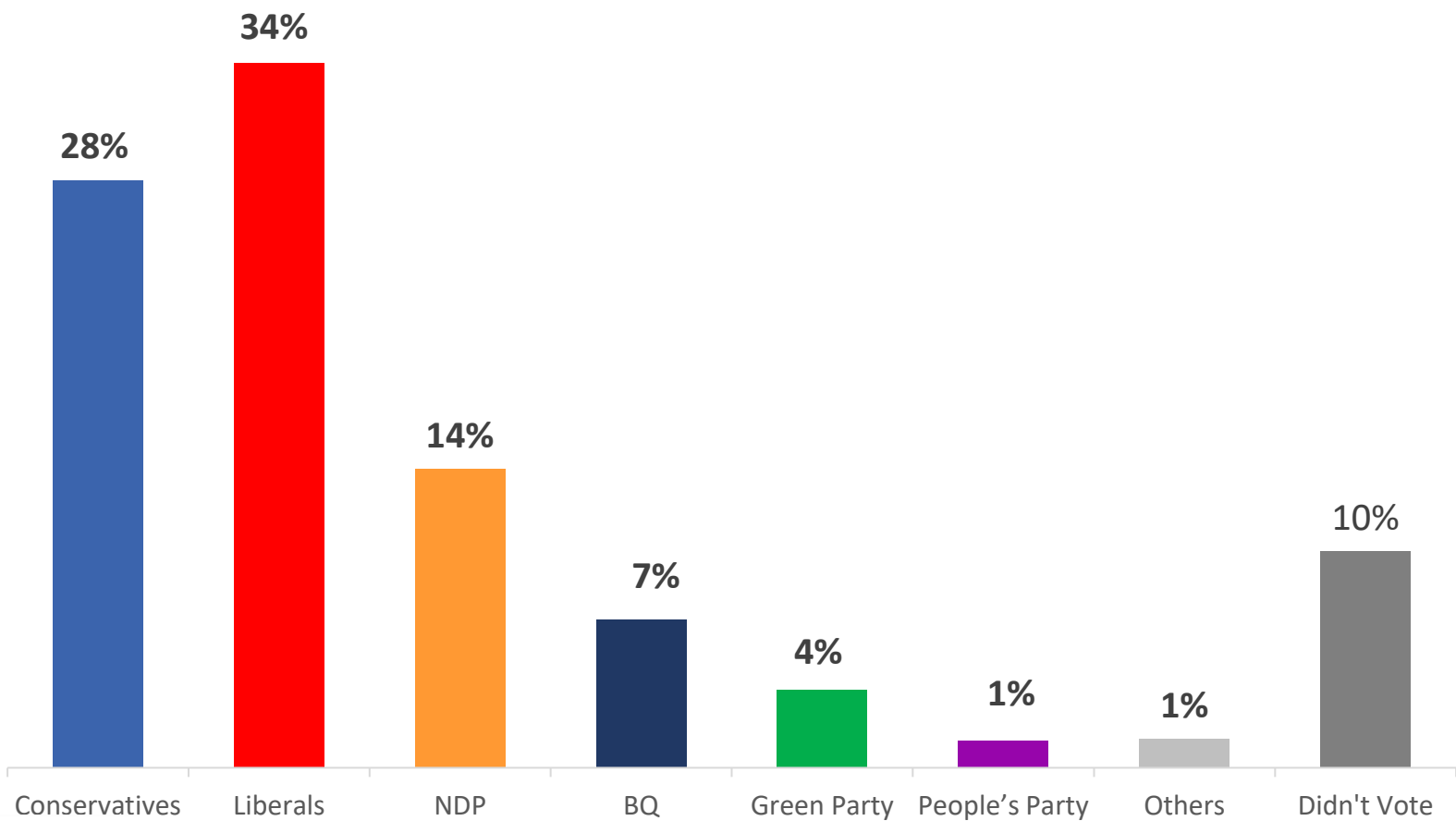
This survey was completed in May 2021 among a representative online sample* of 1016 voting-age Canadians across the country.

Detailed Methodology in the Appendix

Section 1: Voting in the Federal Elections

- How did we vote in 2019?

- Who will we vote for if an election were held today?
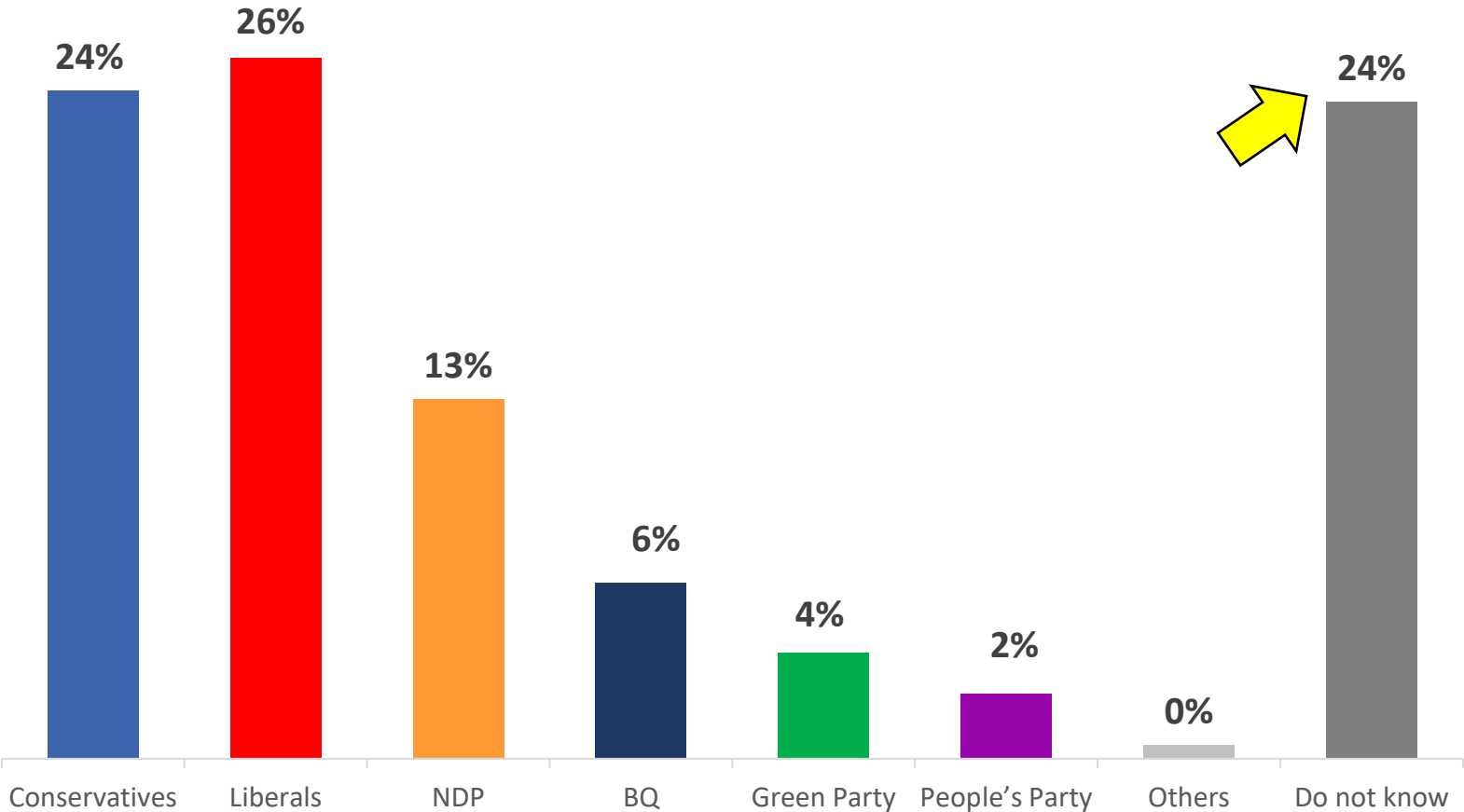
How People Voted in the 2019 Federal Election

Our sample is fairly representative of the voting population in Canada

As a baseline, we asked people in our sample how they voted in 2019 and found that the sample was, by and large, representative of the popular vote in 2019. Note there is a small 'Liberal' skew, which is typical of online surveys. There are other factors as well like new voters, voting recall errors, etc. that can cause the variance.

Bar chart:

- Conservatives: 28%
- Liberals: 34%
- NDP: 14%
- BQ: 7%
- Green Party: 4%
- People's Party: 1%
- Others: 1%
- Didn't Vote: 10%

	2019 Popular Vote (Source: Wikipedia)	How people said they voted (of those who said they voted)
Conservatives	34	31
Liberals	33	38
NDP	16	16
BQ	8	8

Q: Which party did you vote for in the previous federal election held in 2019? (n=1016)

How People will vote in the next Federal Election, if held today*

24% — Conservatives
26% — Liberals
13% — NDP
6% — BQ
4% — Green Party
2% — People's Party
0% — Others
24% — Do not know

1 in 4 Canadians are not sure who they will vote for in the next election.

Q: If the next federal (national) election were to be held today, which party would you vote for? (n=1016)

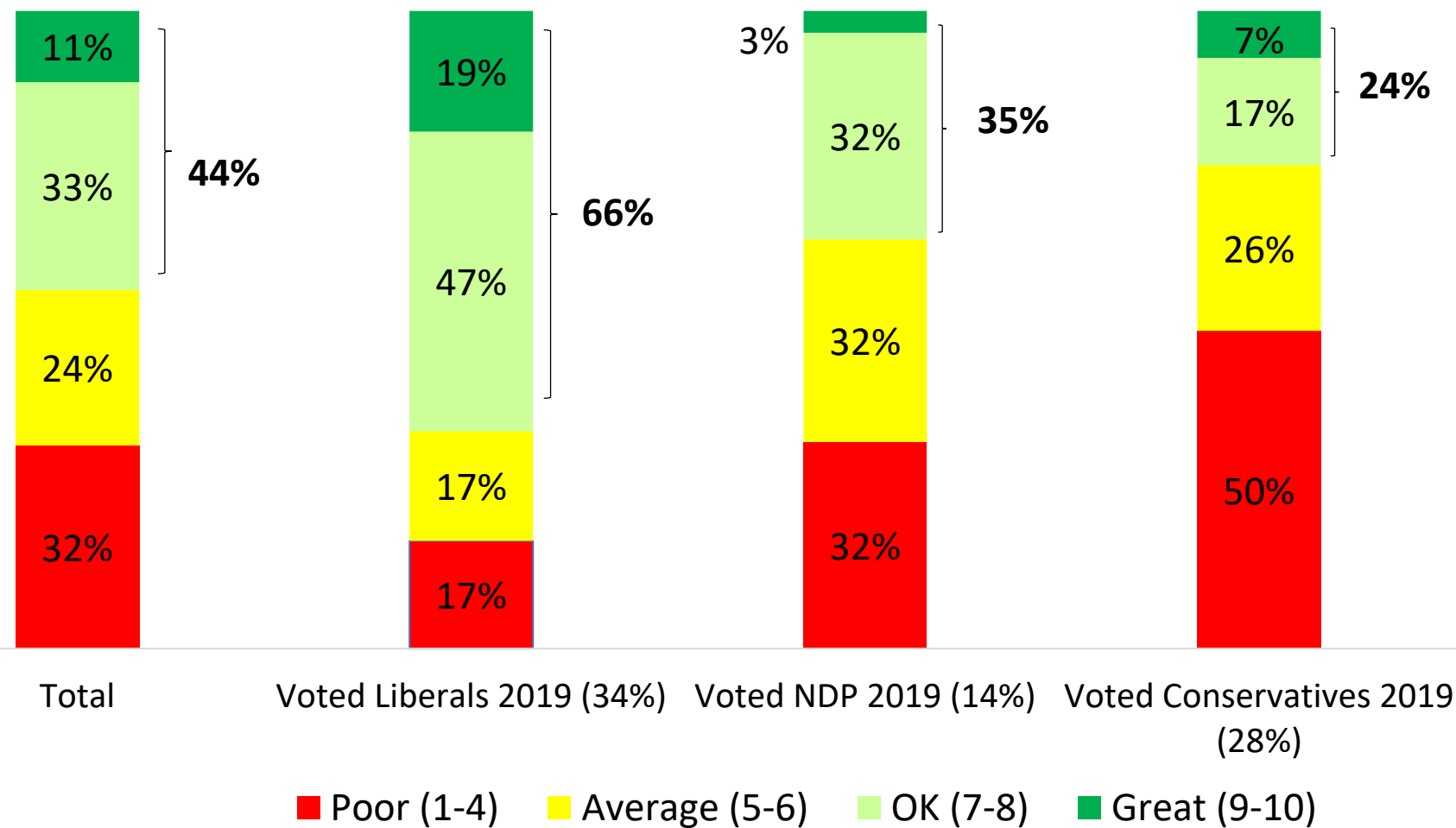*** Survey conducted May 2021**

Section 2: Impressions and Impact of Covid-19 Handling

- Opinion of handling COVID-19 by the Government

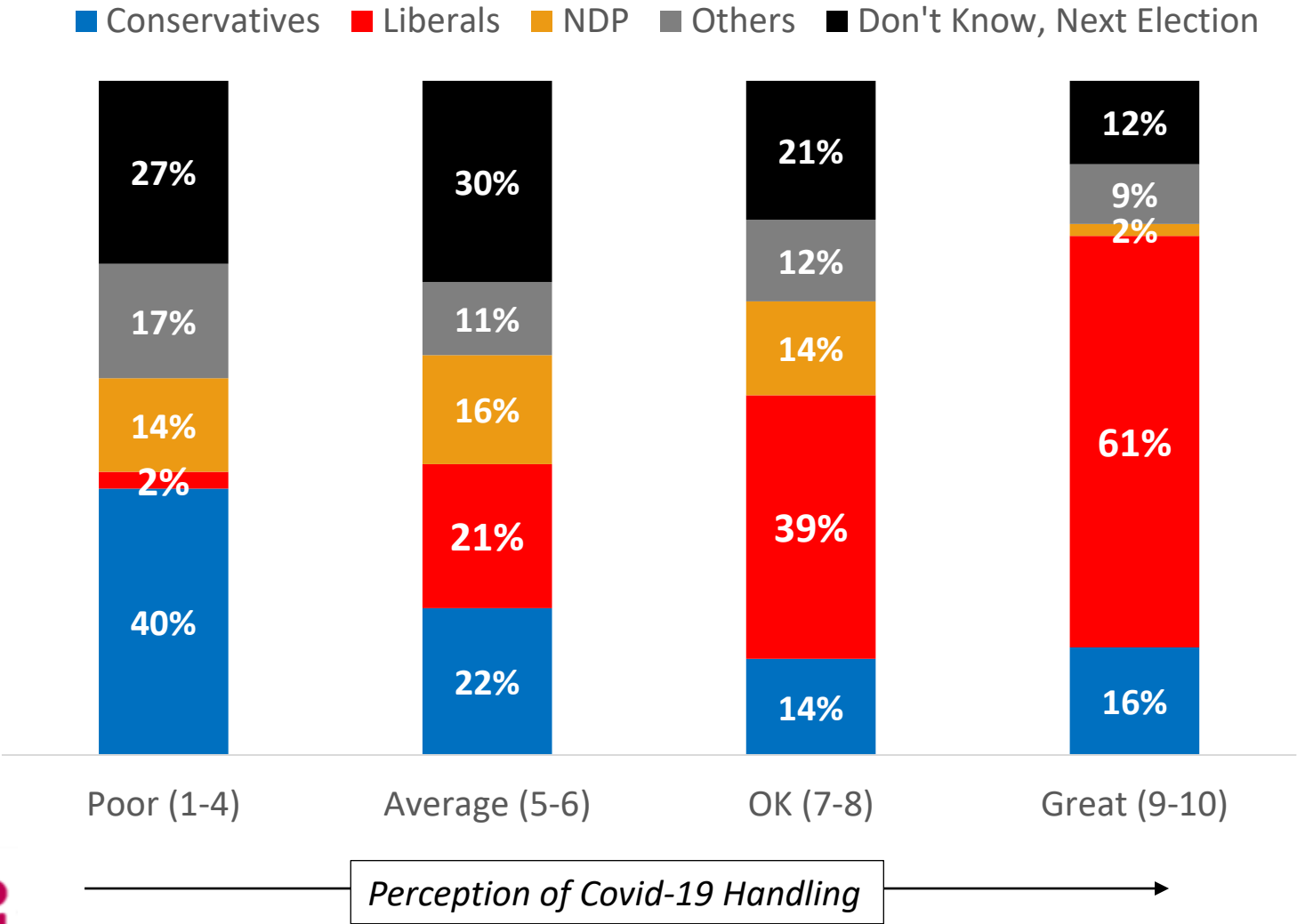- Impact on voting in the next federal election

Handling of the COVID-19 Situation

Total

Segment	%
Great (9-10)	11%
OK (7-8)	33%
Average (5-6)	24%
Poor (1-4)	32%

44%

Voted Liberals 2019 (34%)

Segment	%
Great (9-10)	19%
OK (7-8)	47%
Average (5-6)	17%
Poor (1-4)	17%

66%

Voted NDP 2019 (14%)

Segment	%
Great (9-10)	3%
OK (7-8)	32%
Average (5-6)	32%
Poor (1-4)	32%

35%

Voted Conservatives 2019 (28%)

Segment	%
Great (9-10)	7%
OK (7-8)	17%
Average (5-6)	26%
Poor (1-4)	50%

24%

More than 4 in 10 Canadians think the COVID-19 situation has been handled 'Great or OK' by the current federal government. Current Liberals, as expected, have a more favourable opinion.

Legend: ■ Poor (1-4) ■ Average (5-6) ■ OK (7-8) ■ Great (9-10)

Q: On a scale of 1-10, where 1 means "poor" and 10 means "excellent", how would you rate the current federal/national government on it's handling of the COVID19 pandemic? (n=1016)

Impact of COVID-19 handling on the Next Federal Vote

Legend: ■ Conservatives ■ Liberals ■ NDP ■ Others ■ Don't Know, Next Election

Poor (1-4)
- Don't Know: 27%
- Others: 17%
- NDP: 14%
- Liberals: 2%
- Conservatives: 40%

Average (5-6)
- Don't Know: 30%
- Others: 11%
- NDP: 16%
- Liberals: 21%
- Conservatives: 22%

OK (7-8)
- Don't Know: 21%
- Others: 12%
- NDP: 14%
- Liberals: 39%
- Conservatives: 14%

Great (9-10)
- Don't Know: 12%
- Others: 9%
- NDP: 2%
- Liberals: 61%
- Conservatives: 16%

Perception of Covid-19 Handling →

The Liberals clearly benefit from a better perception of how they have handled COVID-19, while Conservatives benefit from the opposite trend.

Q: On a scale of 1-10, where 1 means "poor" and 10 means "excellent", how would you rate the current federal/national government on it's handling of the COVID19 pandemic? (n=1016)
Q: If the next federal (national) election were to be held today, which party would you vote for? (n=1016)
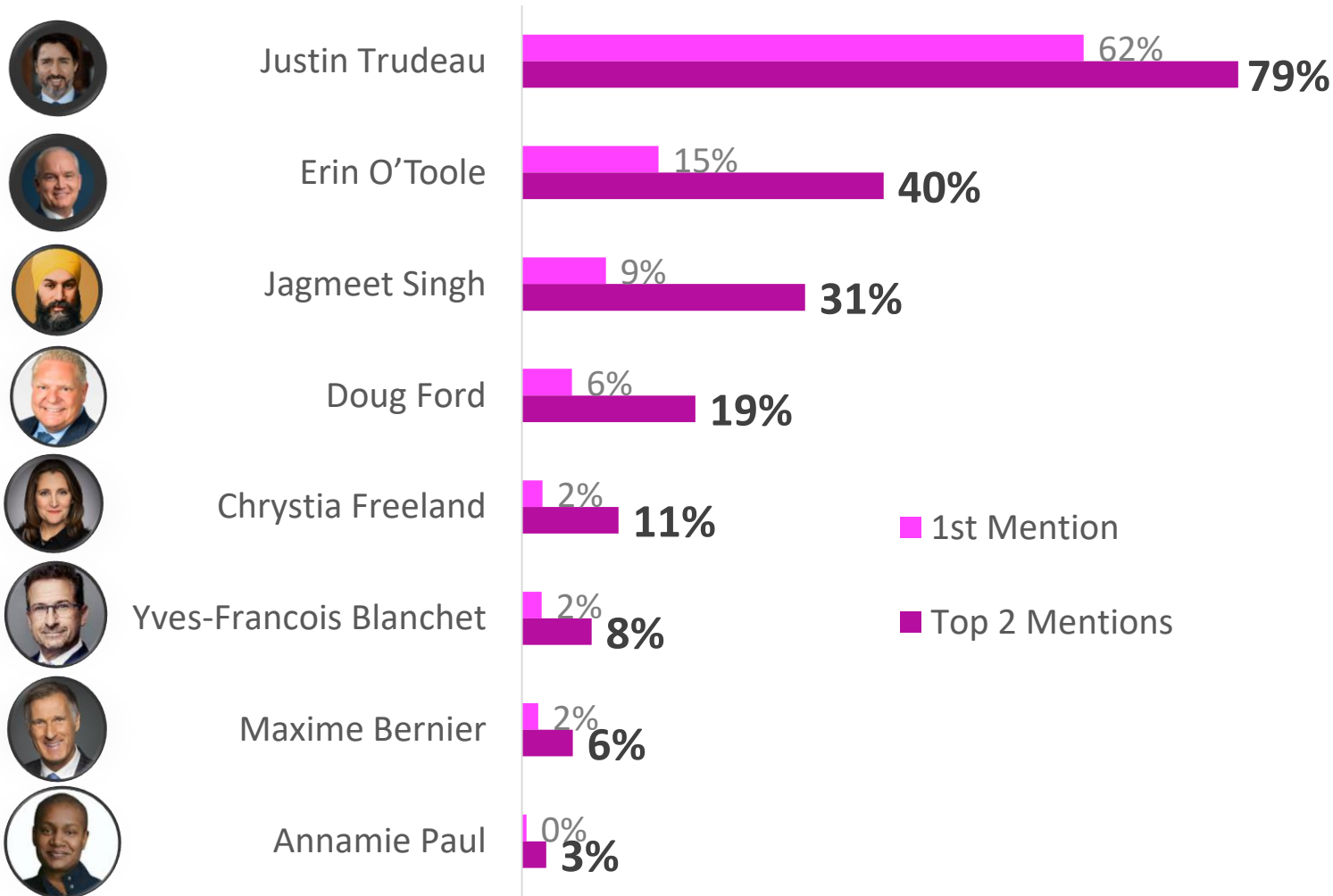
Section 3: Top Contenders

- Who do we think are the top candidates for the next Federal Election?

We asked respondents to choose who they think are the top 2 candidates for the next Federal Election.

Top Contenders in the Next Federal Election

Justin Trudeau — 1st Mention: 62%, Top 2 Mentions: **79%**

Erin O'Toole — 1st Mention: 15%, Top 2 Mentions: **40%**

Jagmeet Singh — 1st Mention: 9%, Top 2 Mentions: **31%**

Doug Ford — 1st Mention: 6%, Top 2 Mentions: **19%**

Chrystia Freeland — 1st Mention: 2%, Top 2 Mentions: **11%**

Yves-Francois Blanchet — 1st Mention: 2%, Top 2 Mentions: **8%**

Maxime Bernier — 1st Mention: 2%, Top 2 Mentions: **6%**

Annamie Paul — 1st Mention: 0%, Top 2 Mentions: **3%**

■ 1st Mention

■ Top 2 Mentions

As expected, the Prime Minister is expected to be a top contender in the next Federal Election.

The newly appointed Conservative leader, Erin O'Toole, is only expected to be a 'Top 2' contender by 40% of voting Canadians currently.

Jagmeet Singh is a 'Top 2' contender for 3 in 10 Canadians

Interestingly, Chrystia Freeland, our current Deputy Prime Minister, is seen as a major contender by fewer Canadians than Doug Ford, the current Premier of Ontario.

Q: Which of the following people would you say are the major contenders in Canadian politics as we head into the next federal elections?

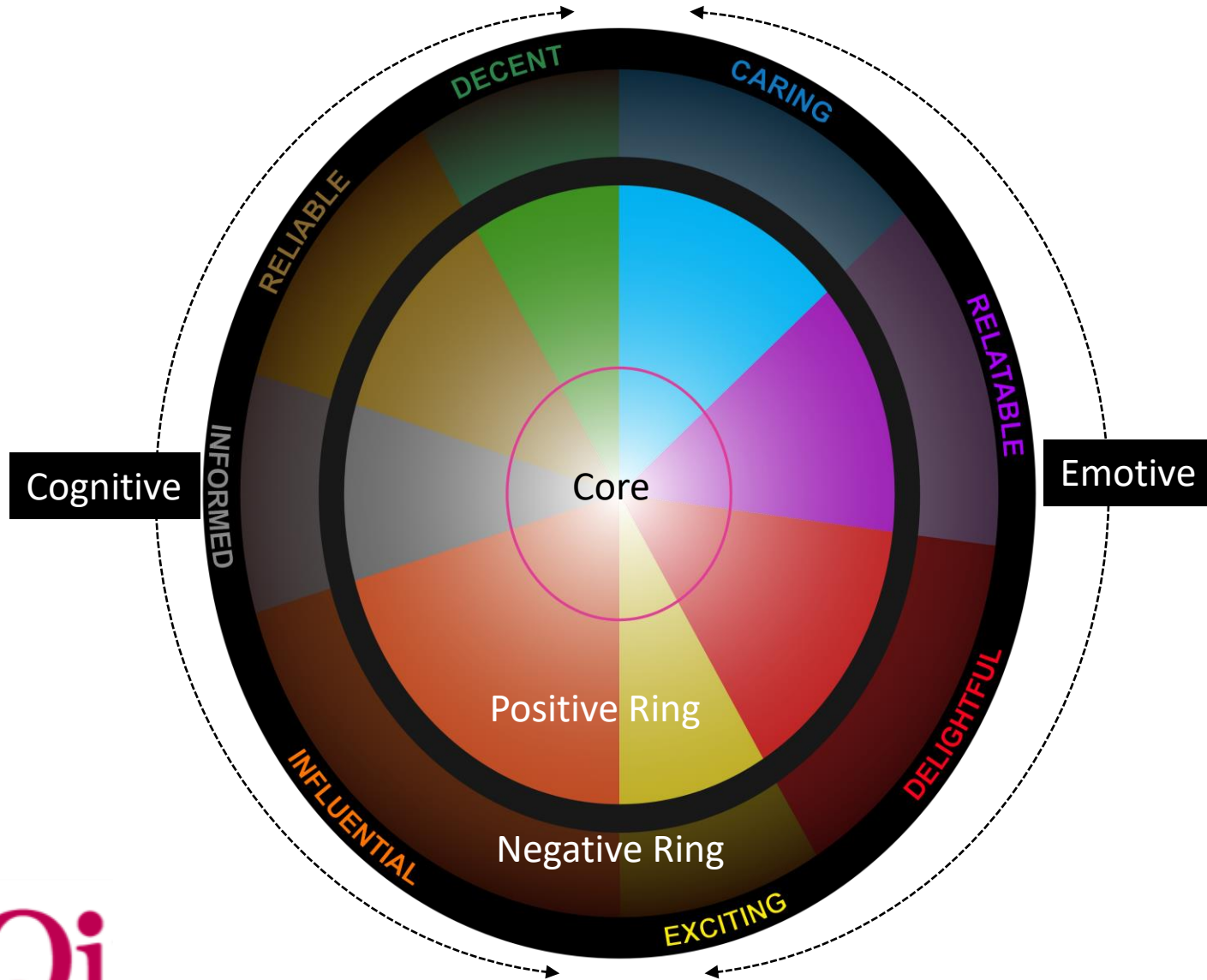# Section 4: Profiles of our Top Contenders

- How do we perceive our top contenders?

Using Q.i. Value System's proprietary mapping system (Q.i. Inside™) we mapped the profile of the top contenders for the next Federal Election.

In this report, we show the profiles of the top 3 contenders.

The Q.i. Inside™ Mapping System

Q.i. Value Systems uses its mapping technology to get an in-depth assessment of personality. Based on extensive R&D, the map has been developed to help us quantify the tangible and intangible elements that make up human personality.

How the Map works:
The map loosely represents the brain, divided into the left (the cognitive) and the right (the emotive). It can be further divided into 8 zones.

The centre (core) is the strongest with a inner positive 'ring' and an outer negative 'ring'.

How it was used in this study:
This technique has been used to map the personalities of our leaders.

Each respondent evaluated their top two contenders on a list of 100 personality attributes. This list of attributes, called a 'Q.i. Identikit,' has been carefully created to cover all 8 zones of the brain, ensuring coverage of positive and negative personality traits.

Reading the Qi Inside™ Maps
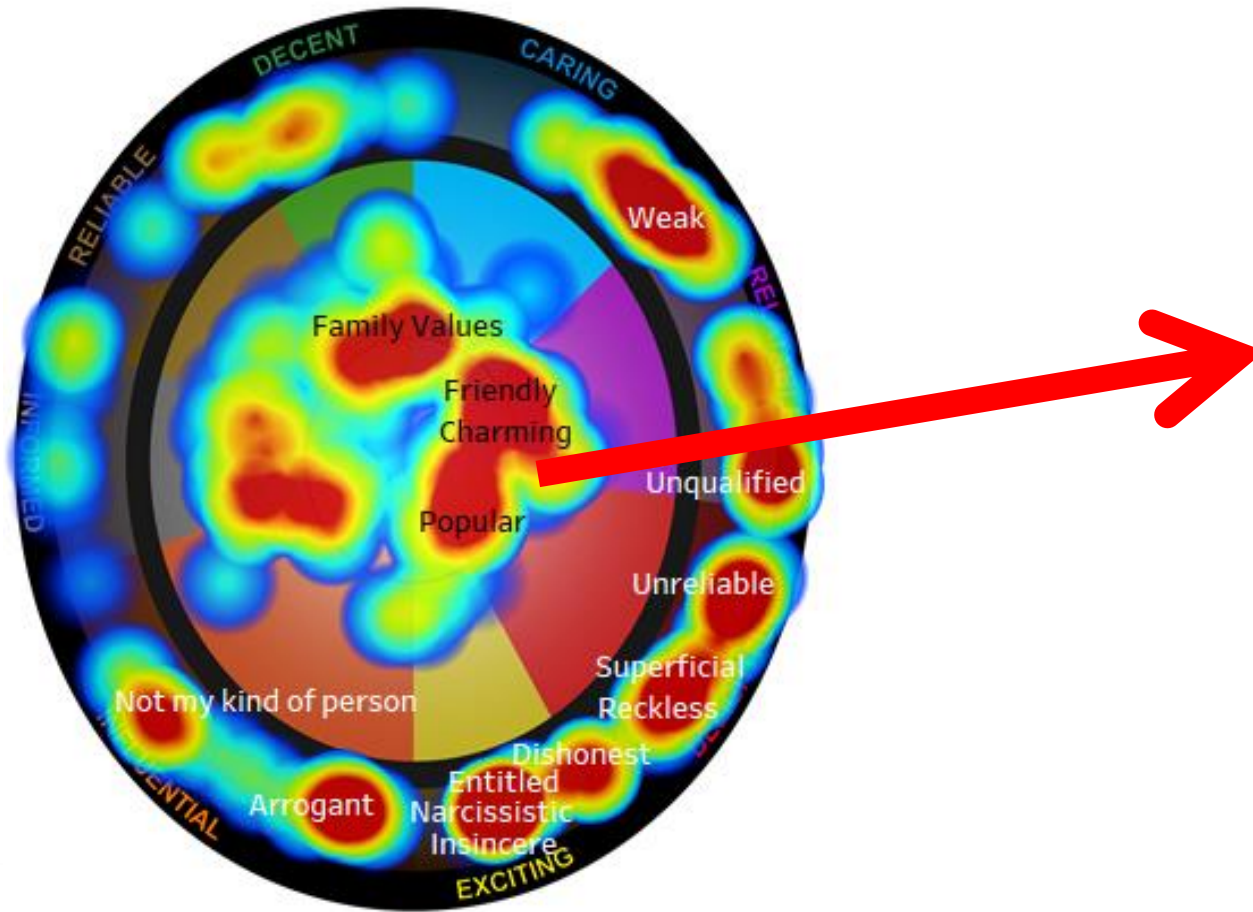
The hotter the colour, the higher the performance.

Justin Trudeau

(Selected as top 2 candidate by **79%** Canadians)

Bouquets and Brickbats for the current man-in-charge?

The current Prime Minister generates a lot of different reactions… a 'balanced' positive core but also a lot of negatives. Clearly his personality is polarizing in Canada.

Key core strengths are that he is seen as a **Leader, Respectable**, has **Family Values**, is **Friendly, Likeable, Charming, Positive,** and **Popular**.

However, he also has a lot of <u>emotional</u> negative scores. His core negatives seem to be is that he has negative 'Delightful' Zone scores (he is seen as **Superficial, Reckless**) and is 'negatively Exciting' (he is seen as **Dishonest, Entitled, Insincere**). There are also strong associations with him being seen as **'Unreliable'**, **'Unqualified'** and **'Weak'**.
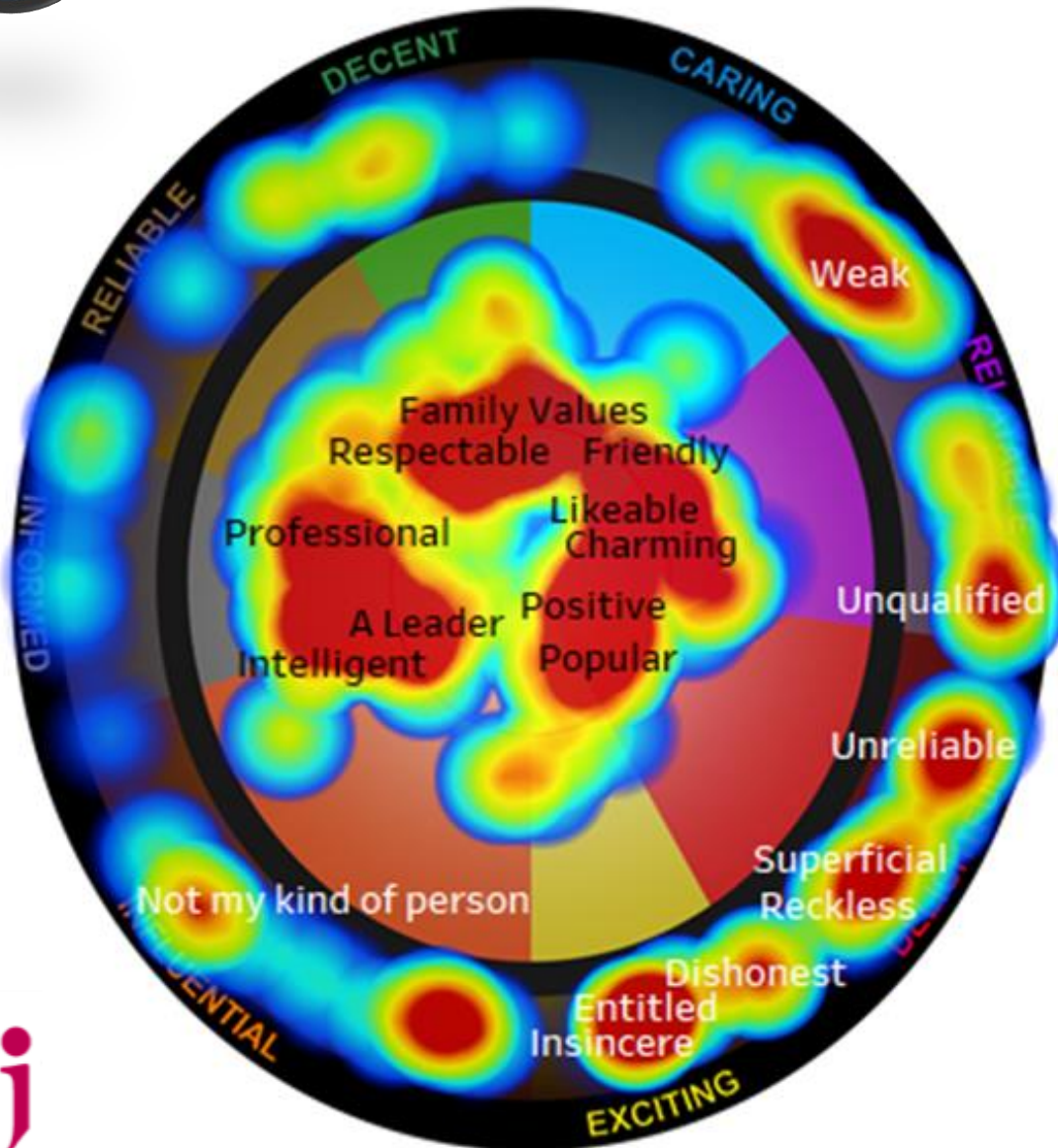
Erin O' Toole

(Selected as top 2 candidate by **40%** Canadians)

Still Unknown and Missing the Emotional Side

Our leader of the Conservative Party is relatively unknown. 6 in 10 Canadians do not think of him as a top 2 contender for the next federal election, even though the Conservatives are clearly a 'Top 2' party in Canada today.

Among those who do view him as a contender, his image is heavily concentrated on three 'rational' zones, **'Informed'**, **'Reliable'** and **'Decent**.' Some Canadians find him **'Likeable'** but other than that he is entirely missing from the 'emotional' part of the voter's brain.

Although relatively new to the Canadian political landscape, he has to fight some negatives right away (i.e. **Ordinary, Boring, Out of Date, Ultra Conservative, Not my kind of Person**).
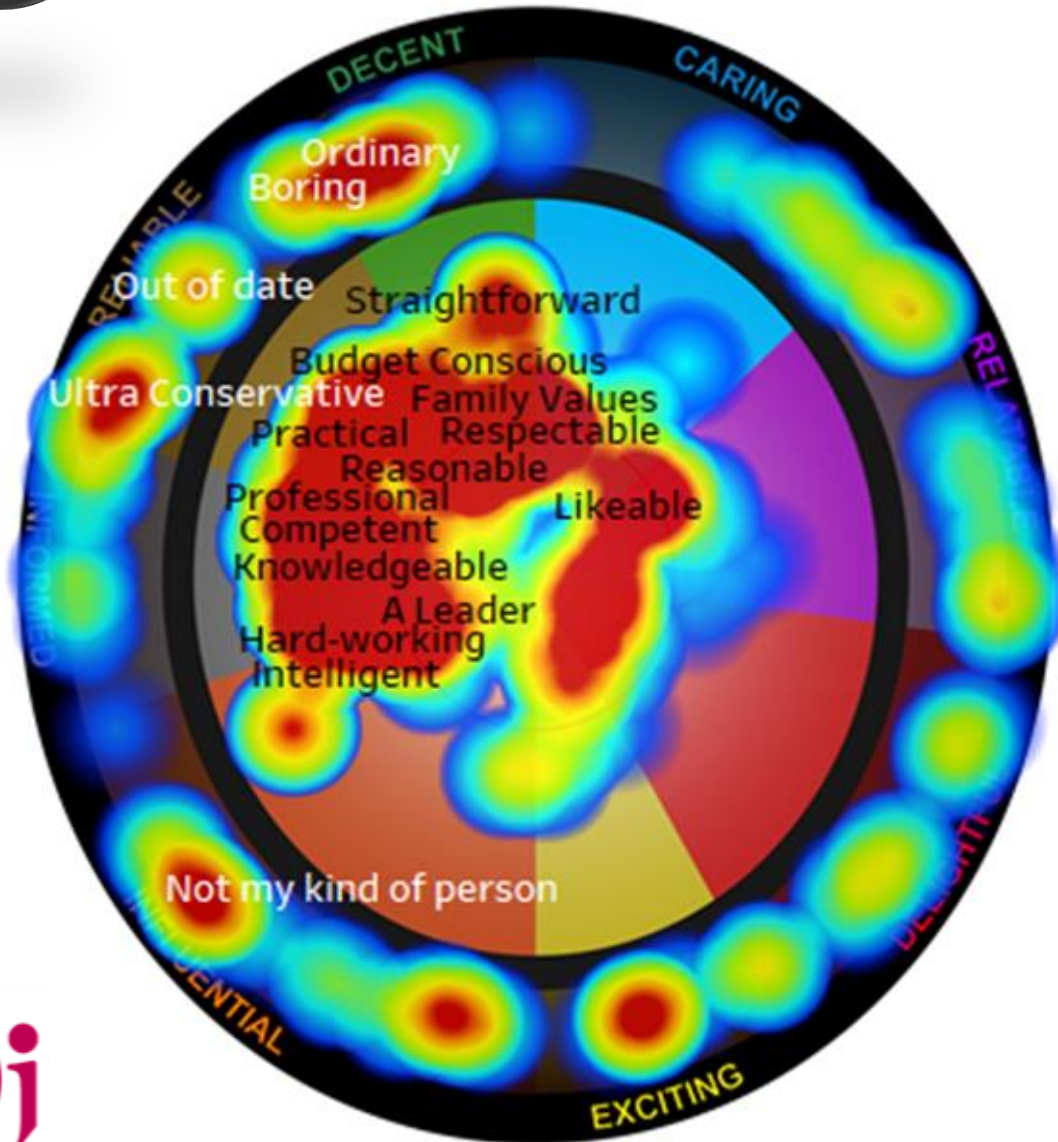
(Selected as top 2 candidate by **31%** Canadians)

Everybody who likes Jagmeet Singh loves him!

Although he is considered a top candidate by only 3 in 10 Canadians, within that cohort Jagmeet Singh's personality map is very strong.

His personality covers almost all Zones of the map equally, showing a great balance of the 'rational' and the 'emotional'.

Relatively, he is slightly weaker in the 'Influential' and 'Exciting' Zones but he does not have any strong negative associations.
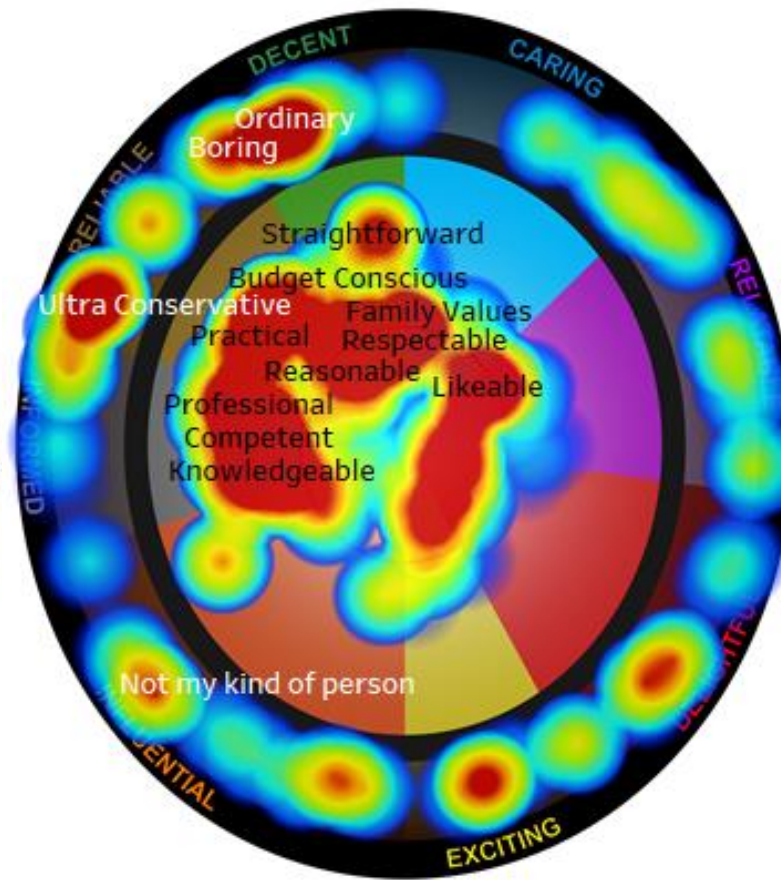
Personality among the currently 'Undecided 24%'

The personality maps among the undecided are currently not very different compared to maps for all of Canada. Both Justin Trudeau and Erin O'Toole had to battle core negative associations while Jagmeet Singh is well placed among the segment that think of him as a top contender.
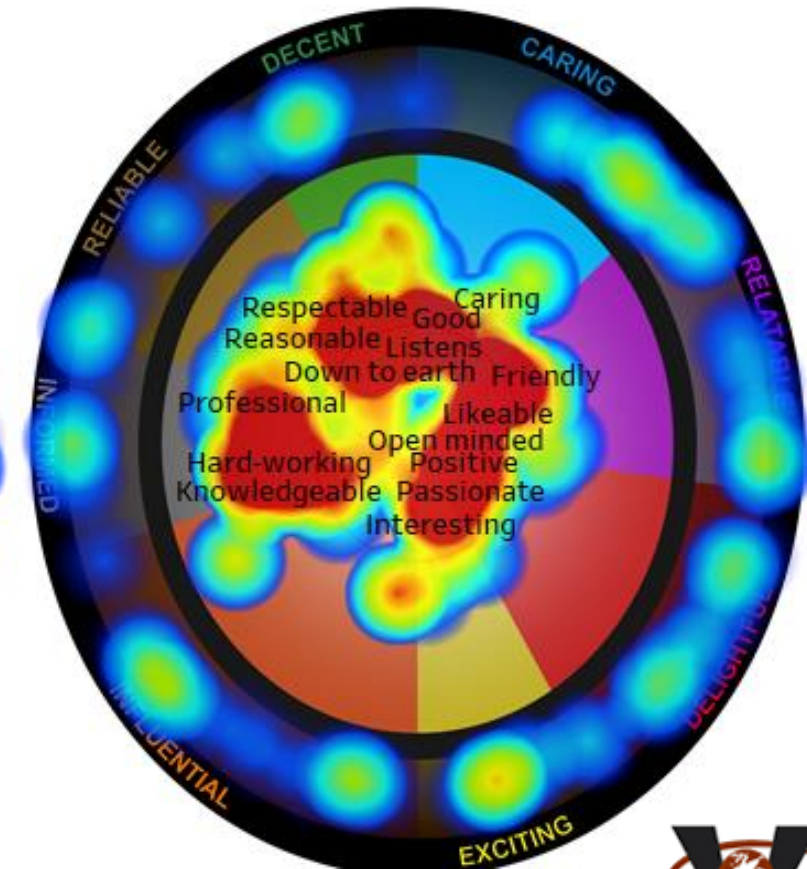

Justin Trudeau
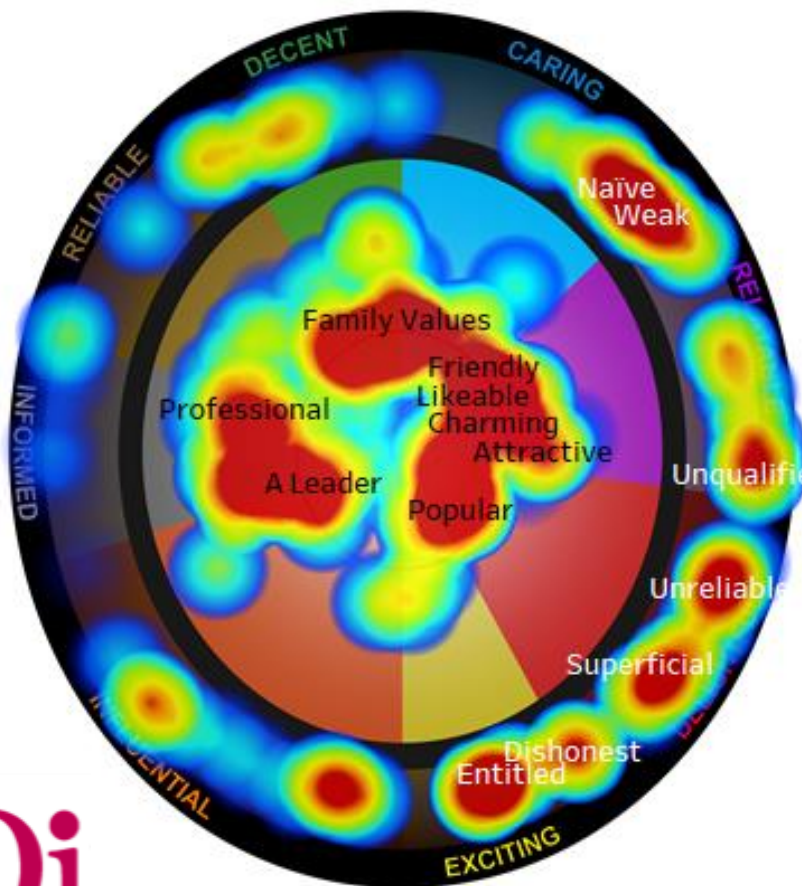
Erin O' Toole

Jagmeet Singh

Section 5: Key Observations & Conclusions

Key Observations & Conclusions

1/3

The next Federal Election, as it currently stands, will be closely contested just like the last few. We believe the Election will be as much about party policy as about the personality of the candidates.

Justin Trudeau, our current Prime Minister, is without question, the top contender. He is clearly facing a divided electorate.

Here are some tips for the Liberals campaign using the Q.i. model to interpret action:

- Convey success in handling of the pandemic and the vaccine roll-out. Perception of a strong pandemic recovery is correlated with voting for the Liberals.

- Negate/balance the emotional weaknesses by strongly outlining the financial recovery plan and coming across with strong cognitive metrics of 'Informed' and 'Reliable,' especially with the current fence-sitters.

- The Liberals may want to consider a 'team of personalities' approach to balance the overall Liberal 'leadership personality' profile they present.

Key Observations & Conclusions

2/3

Erin O' Toole currently faces an issue of recognition as a top leader. The Conservative campaign team will have to work hard to project him as a viable leader of the country in the time leading up to the next election. Here are some tips and suggestions for their campaign.

- Erin O'Toole not only needs to become more of a household name but also needs to form an emotional connection with the electorate.

- To balance his current personality weaknesses, personality traits associated with the 'Exciting' and 'Delightful' Zones need to be elevated.

    - *Key 'Delightful' Traits: Cool, Fun, Positive*

    - *Key 'Exciting' Traits: Exciting, Passionate, Energetic*

- The Conservatives, like the Liberals, may benefit from promoting a 'team of personalities' as part of their campaign to find more balance.

Key Observations & Conclusions

3/3

Jagmeet Singh is not seen as a top contender by almost 7 in 10 Canadians and there isn't a strong percentage of Canadians who are committed to vote for the NPD yet.

However, Jagmeet Singh's personality is currently a strong asset for the NPD party, especially as the leaders of the two leading parties are battling several negative personality perceptions of their own. The NDP should manage this asset skillfully and they could end up with a stronger position in the next Federal government.

With a strong personality map our suggestion would be to continue to make Jagmeet Singh prominent in their campaign (the next Jack Layton?). The only tip to further strengthen his personality would be to increase his 'Influential' zone scores. These would portray him more as a 'future leader', 'successful' and also as capable of being 'strong and tough' when it comes to taking major decisions.

**Teddy
Langschmidt
CEO**

**Jeremy
Chrystman
CIO**

**Indivar (Indy)
Kushari
COO**

We specialize in understanding
Feelings, Thoughts, and Actions related to:

Brands   Individuals   Organizations

A note from Q.i.'s Senior Leadership Team

With such rich data, it was challenging to pick out the most intriguing findings. To arrange a more in-depth walkthrough of these results, please reach us on LinkedIn. Or, contact us individually on LinkedIn by clicking on our photos to the left.

This study of Canadian politicians just scratches the surface of what we can do for leadership profiling and development. Our innovative mapping technology allows for thorough comparisons between leaders and the people they serve, as well as their organizations and brands (be they personal or corporate). As we enter the "Values Era," alignment to an authentic, balanced, and coherent perception is crucial to forging meaningful, lasting connections with others.

What's more, Q.i. Inside™ technology provides an intuitive system of recommendations to foster these connections by addressing negative perceptions and building balance; we would love to show you how it works.

- Teddy, Jeremy and Indy

Thank you!

For more information about Q.i. Value Systems and Canadian Viewpoint Online please visit our websites qivaluesystems.com and canview.com.

Appendix

Methodology

Qualification Criteria

Respondents aged 18+ were sampled via Canadian recruitment panels.

Qualification criteria:

- Is of legal voting age within Canada
- Lives in one of the Canadian provinces: British Columbia, Ontario, Alberta, Manitoba & Saskatchewan, Quebec, or Atlantic.

Fielding Dates

May 11th – May 20th, 2021

Sample

n=1,016 respondents were included in the analysis.

Weighting

The sample was weighted to region, gender and age to ensure sample data is as representative of the population studied as possible.

Male: 49%
Female: 51%
-
British Columbia: 14%
Ontario: 39%
Alberta: 12%
Manitoba & Saskatchewan: 7%
Quebec: 23%
Atlantic (NFLD/NB/NS/PEI): 6%
-
18-24: 11%
25-44: 34%
45-64: 33%
65+: 22%