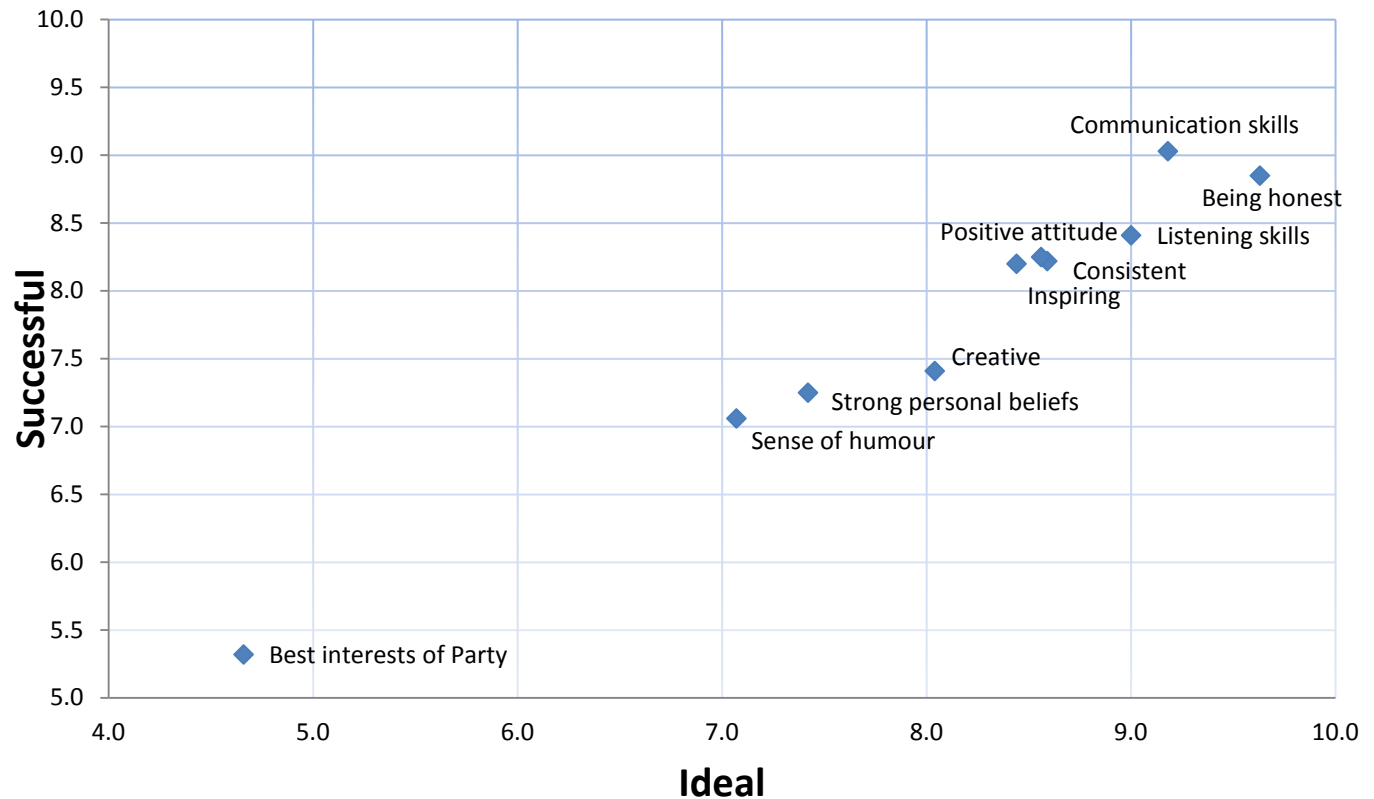


# Leadership Attributes Map

Please rate the importance of the following in terms of the being a successful political leader in Canada: (10 point scale where 1 is not at all important and 10 is very important)

Please rate the importance of the following in terms of being the ideal political leader in Canada: (10 point scale where 1 is not at all important and 10 is very important)



National Nanos RDD Crowdsourc random survey of 1,000 Canadians conducted between August 18th and 22nd, 2013. Participants were randomly recruited by telephone through the proprietary Nanos Crowdsourc sample and administered a survey online. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.