



Canada This Month Impact of Debates

Public Opinion Research
Release Date: September 13, 2021
Field Dates: September 10 to 12, 2021

Attention to the Debates

Debate Attention: Half in QC didn't hear about either of the French debates; half of those outside QC didn't hear about the English one

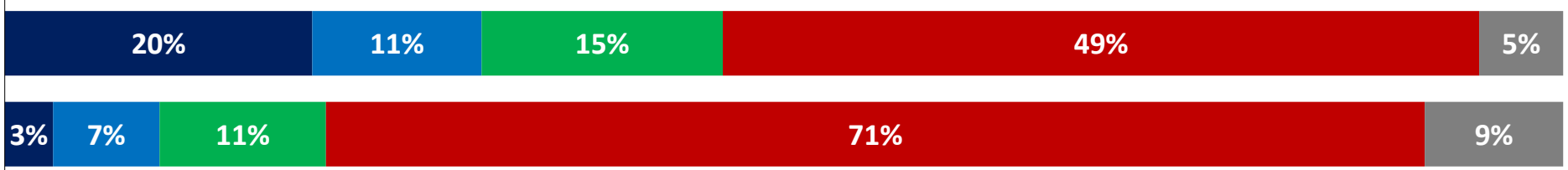


Over the past week there have been three leaders debates in this election, two in French and one in English. Please indicate if you have read, seen or heard anything about each of the following debates? AND please indicate whether you happened to watch any of that/those debates yourself.
 [Asked of all respondents, n=2,400]

Watched at least some

The first French Debate held by TVA on September 2nd

Quebec
Rest of Canada



31%
10%

The second French debate held by the Leader's Debate Commission on September 8th

Quebec
Rest of Canada



26%
11%

The English debate held by the Leader's Debate Commission on September 9th

Quebec
Rest of Canada



21%
36%

■ Watched all ■ Watched some ■ Only heard about it ■ Did not hear about it ■ Don't know



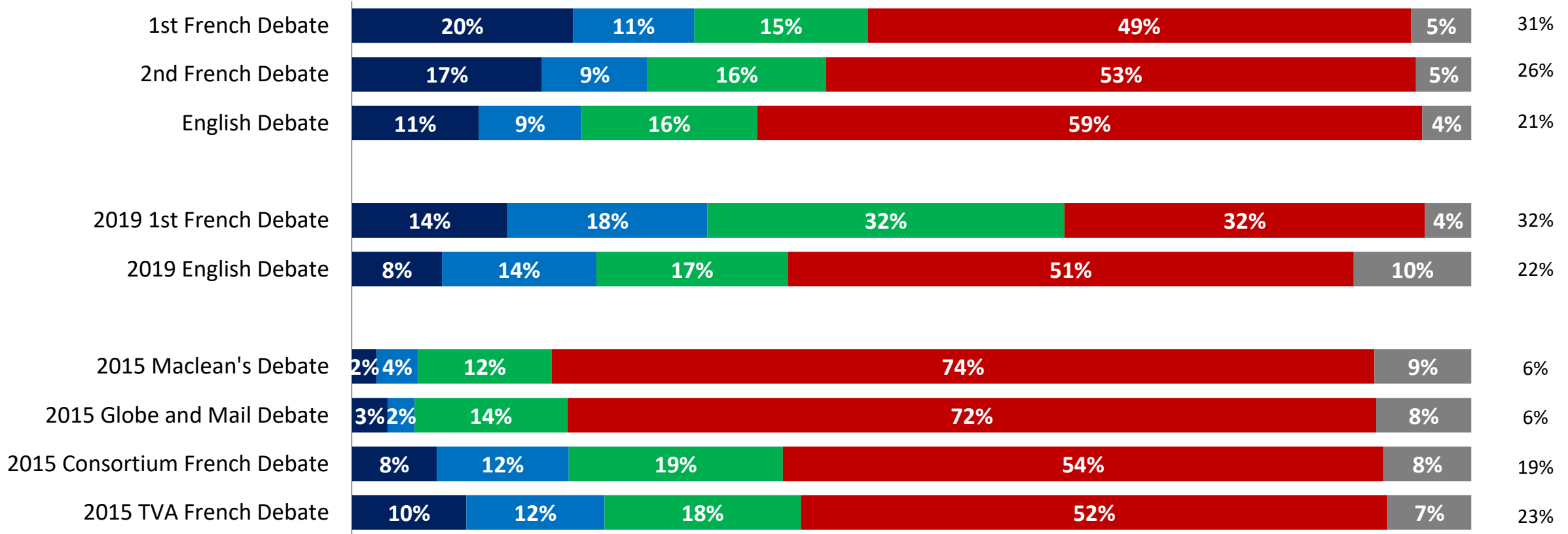
Debate Attention – Quebec: Attention to the two French Debates is lower than the first one in '19, but on par with the French Debates in '15



Over the past week there have been three leaders debates in this election, two in French and one in English. Please indicate if you have read, seen or heard anything about each of the following debates? AND please indicate whether you happened to watch any of that/those debates yourself.
 [Only asked respondents in Quebec, n=563]

Watched at least some

Quebec Only



■ Watched all
 ■ Watched some
 ■ Only heard about it
 ■ Did not hear about it
 ■ Don't know



Debate Attention – Rest of Canada: Attention to the English Debate is on par with the previous English Debates in 2019 and 2015

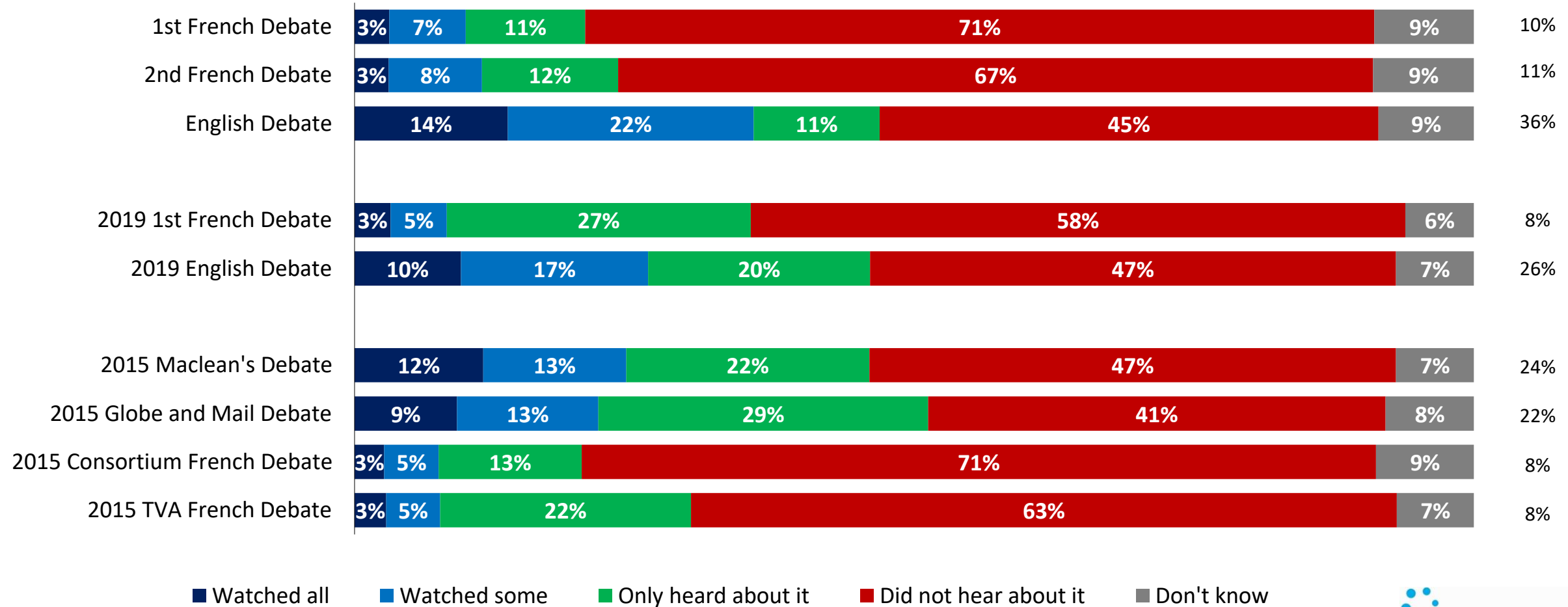


Over the past week there have been three leaders debates in this election, two in French and one in English. Please indicate if you have read, seen or heard anything about each of the following debates? AND please indicate whether you happened to watch any of that/those debates yourself.

[Only asked respondents in rest of Canada, n=1,837]

**Watched
at least
some**

Rest of Canada



Performance

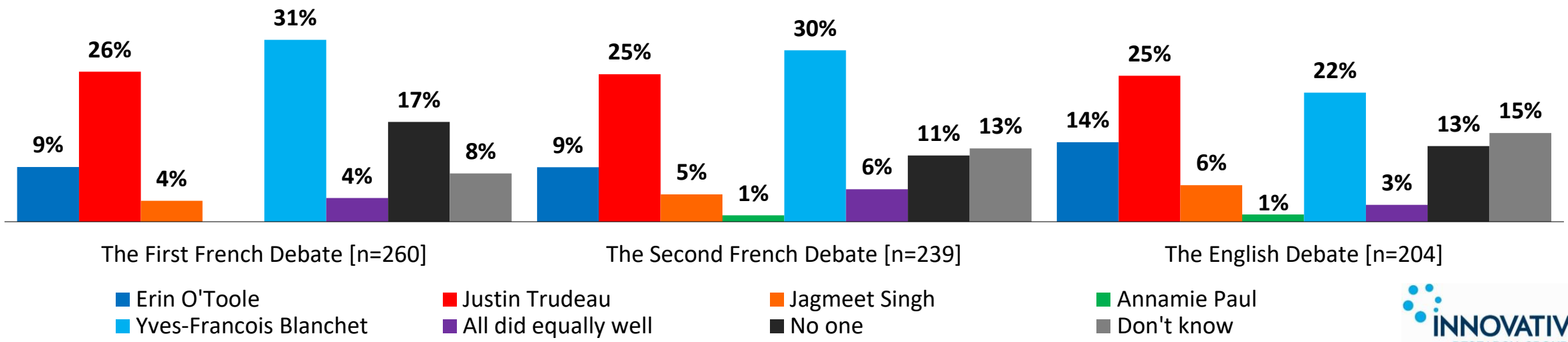
(in Quebec)

Debate Performance - Quebec: Among Quebecois who heard about the French Debates, Blanchet is the front runner, followed by Trudeau



Thinking specifically about [THE DEBATE], in your opinion which leader did the best in that debate?
[asked of all respondents who recall at least something about each debate]

Quebec Only

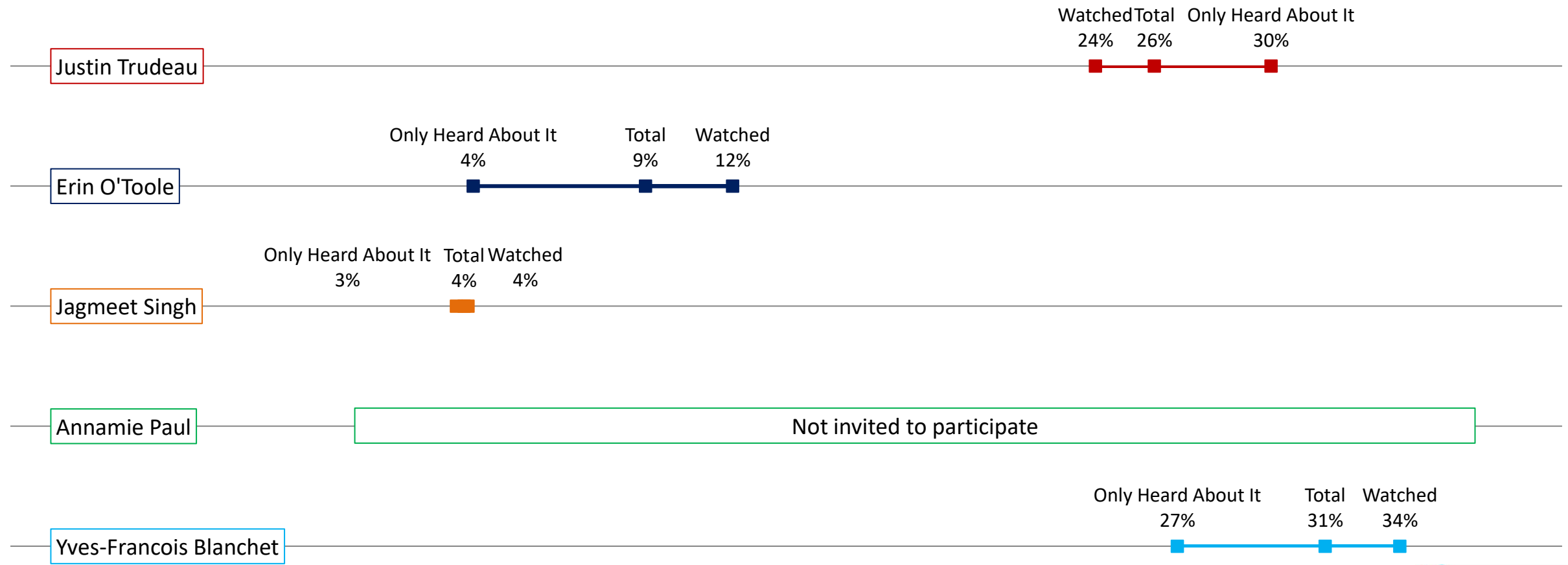


First French Debate by Attention - Quebec: Among Quebecois who watched, 34% thought Blanchet did the best; Trudeau (26%) trailing



Thinking specifically about the first French debate held on September 2nd by TVA, in your opinion which leader did the best in that debate?
[asked of all respondents who recall at least something about the debate; n=260]

Quebec Only



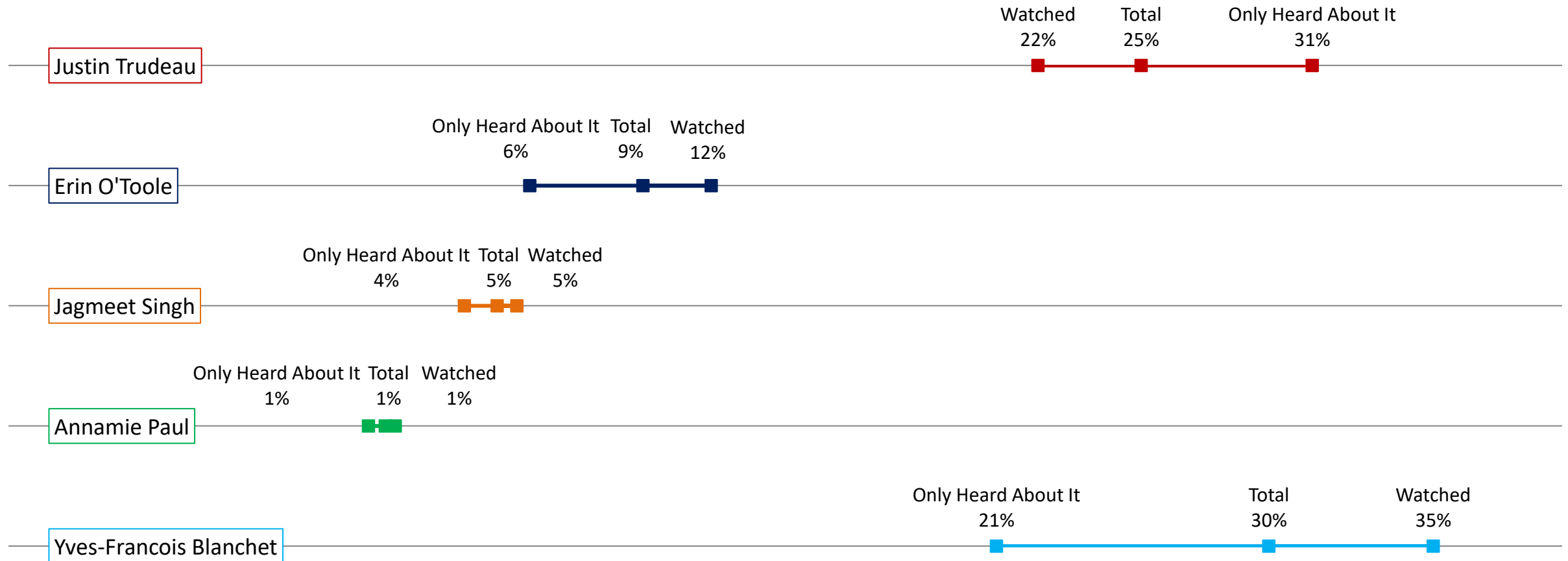
Second French Debate by Attention - Quebec: Among Quebecois who watched, again one third (35%) thought Blanchet did the best



Thinking specifically about the English debate held on September 9th by the Leader's Debate Commission, in your opinion which leader did the best in that debate?

[asked of all respondents who recall at least something about the debate; n=239]

Quebec Only



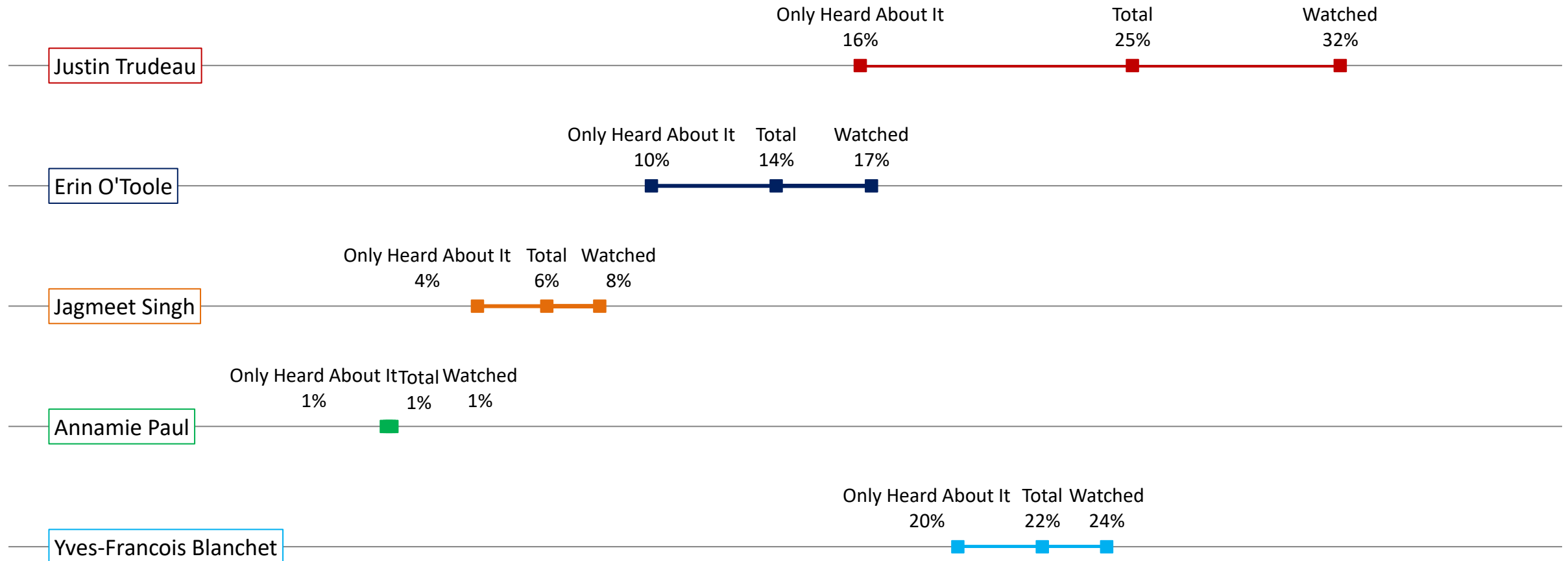
English Debate by Attention - Quebec: Among Quebecois who watched, one third (32%) thought Trudeau did the best



Thinking specifically about the English debate held on September 9th by the Leader's Debate Commission, in your opinion which leader did the best in that debate?

[asked of all respondents who recall at least something about the debate; n=204]

Quebec Only

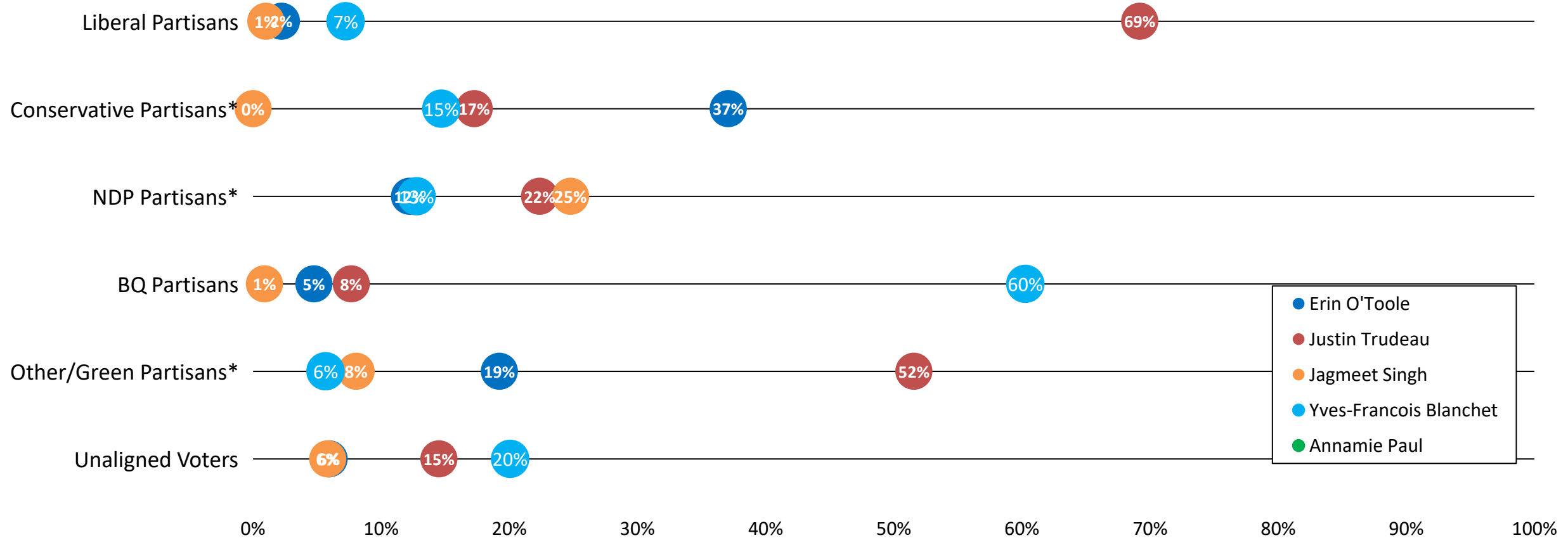


First French Debate by Party ID - Quebec: Liberal partisans in QC most supportive of their leader Trudeau, followed by BQ partisans ¹¹



Thinking specifically about the first French debate held on September 2nd on TVA, in your opinion which leader did the best in that debate? BY Party ID
[asked of all respondents who recall at least something about the debate; n=260]

Quebec Only



Note: Due to small n-sizes (n<30), results should be treated with caution.

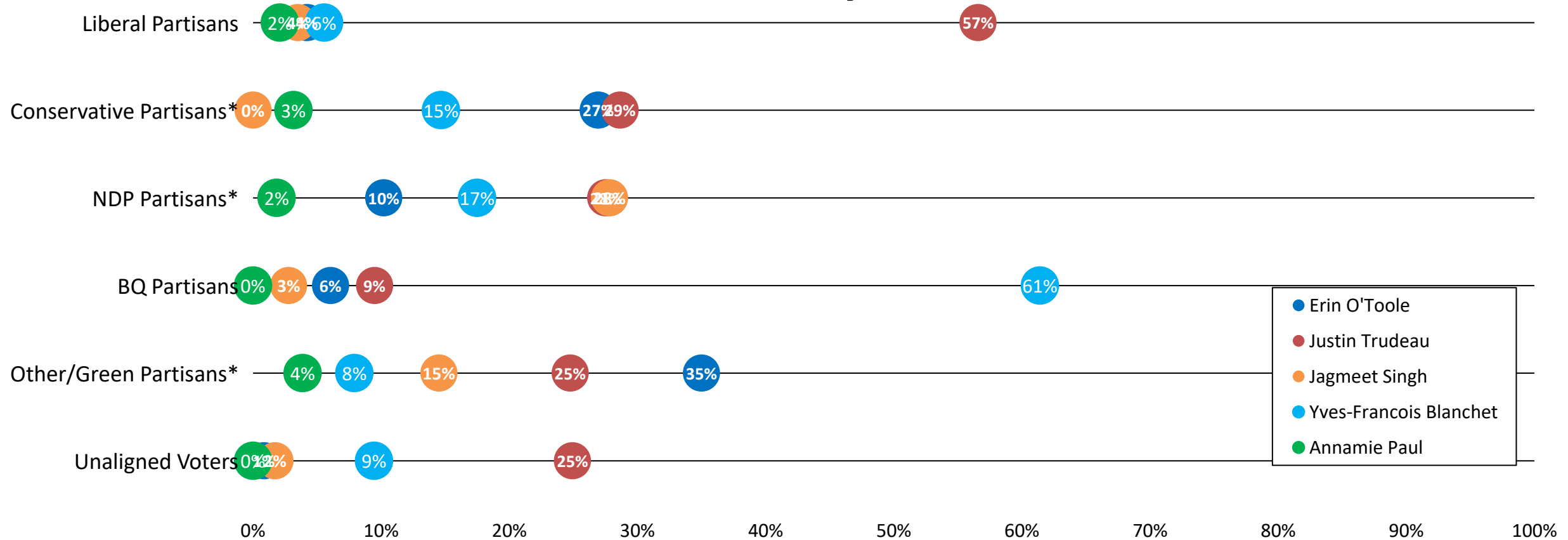
Second French Debate by Party ID - Quebec: BQ and Liberal partisans in QC most supportive of their leaders



Thinking specifically about the second French debate held on September 8th by the Leader's Debate Commission, in your opinion which leader did the best in that debate? BY Party ID

[asked of all respondents who recall at least something about the debate; n=239]

Quebec Only



- Erin O'Toole
- Justin Trudeau
- Jagmeet Singh
- Yves-Francois Blanchet
- Annamie Paul

Note: Due to small n-sizes (n<30), results should be treated with caution.

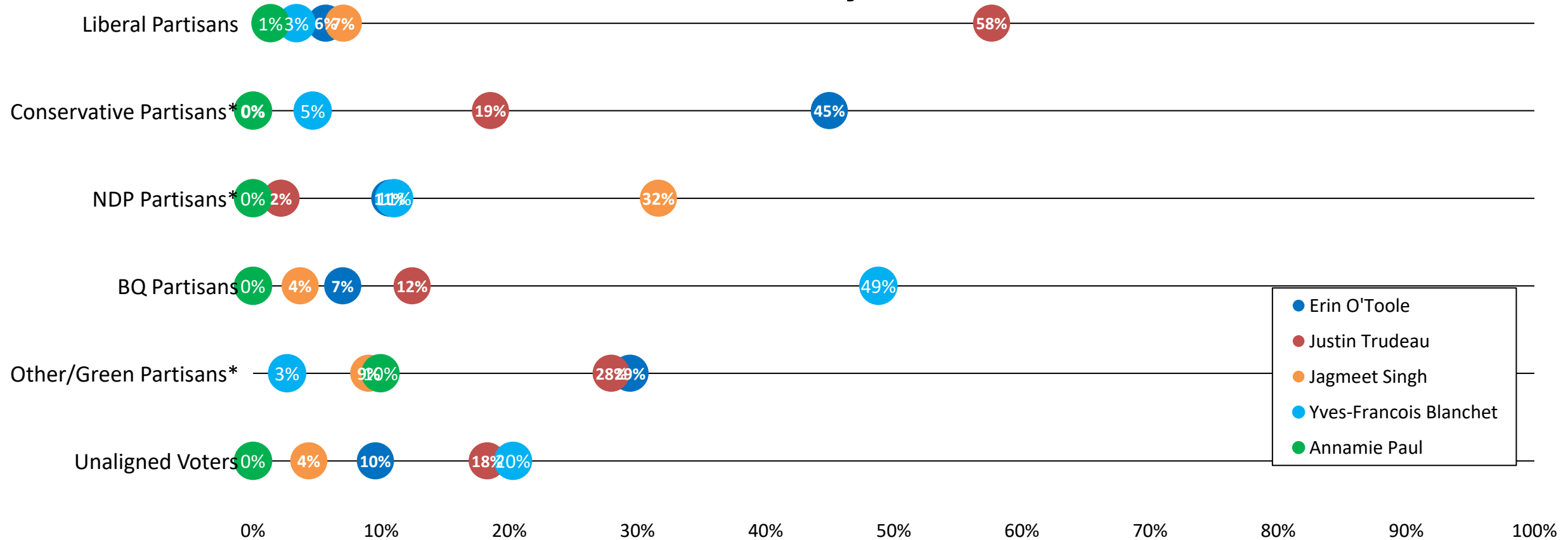
English Debate by Party ID - Quebec: Liberal partisans in QC most supportive of their leader Trudeau, followed by BQ and CPC partisans



Thinking specifically about the second French debate held on September 8th by the Leader's Debate Commission, in your opinion which leader did the best in that debate? BY Party ID

[asked of all respondents who recall at least something about the debate; n=204]

Quebec Only



- Erin O'Toole
- Justin Trudeau
- Jagmeet Singh
- Yves-Francois Blanchet
- Annamie Paul

Note: Due to small n-sizes (n<30), results should be treated with caution.

Performance

(in the Rest of Canada)

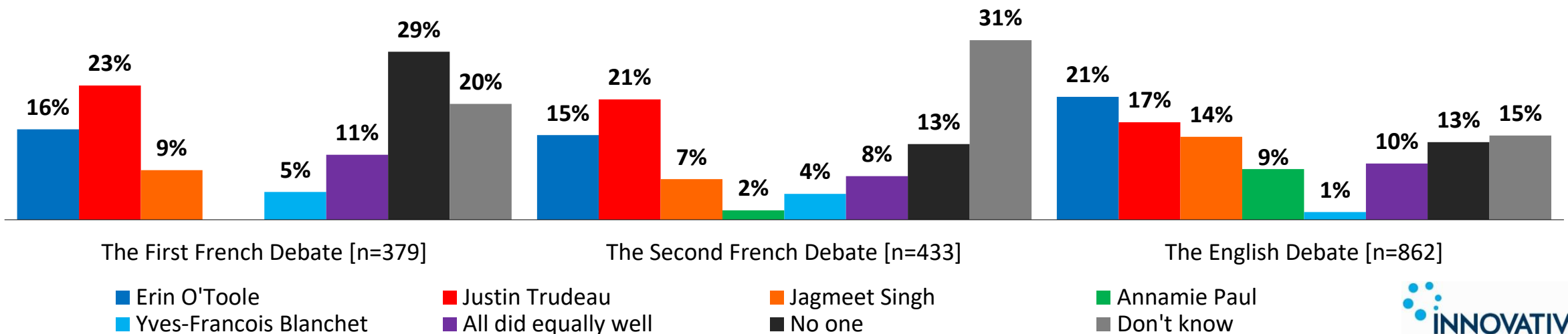
Debate Performance - RoC: Among those who watched the English Debate, O'Toole is marginally ahead of Trudeau and Singh



Thinking specifically about [THE DEBATE], in your opinion which leader did the best in that debate?

[asked of all respondents who recall at least something about each debate]

Rest of Canada



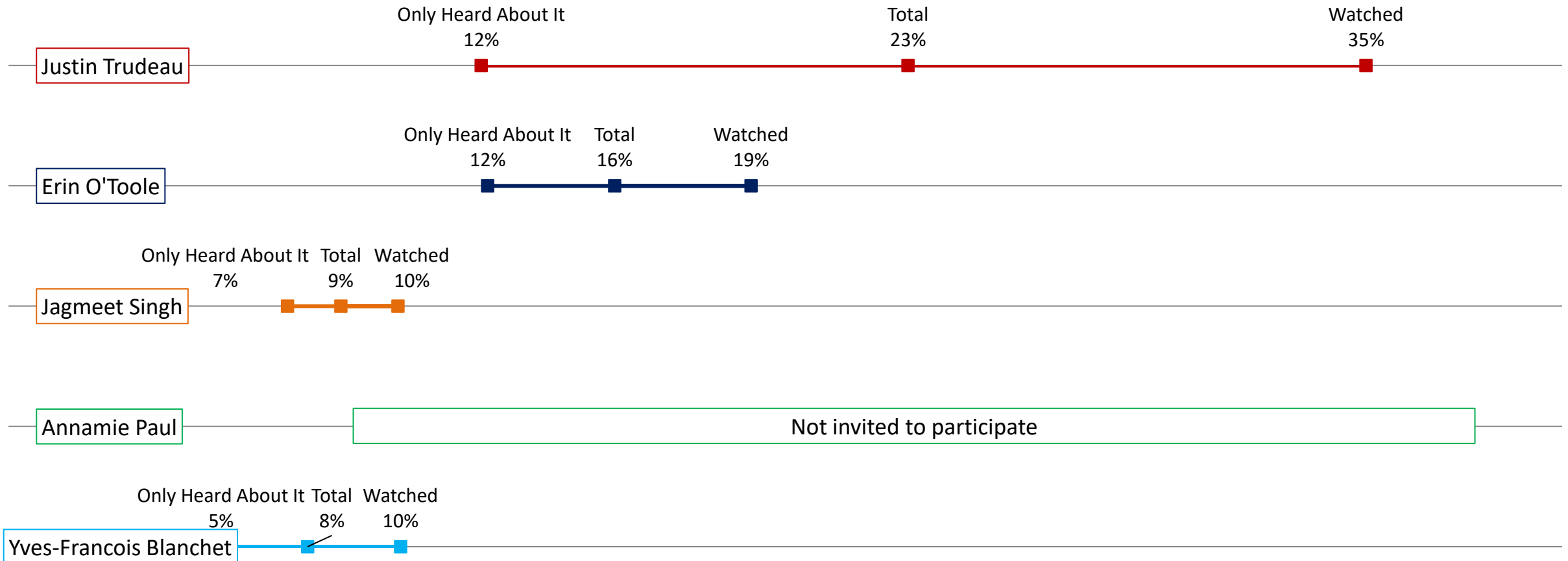
First French Debate by Attention - RoC: Among those who watched the first French debate; 35% say Trudeau won¹⁶



Thinking specifically about the first French debate held on September 2nd by TVA, in your opinion which leader did the best in that debate?

[asked of all respondents who recall at least something about the debate; n=379]

Rest of Canada



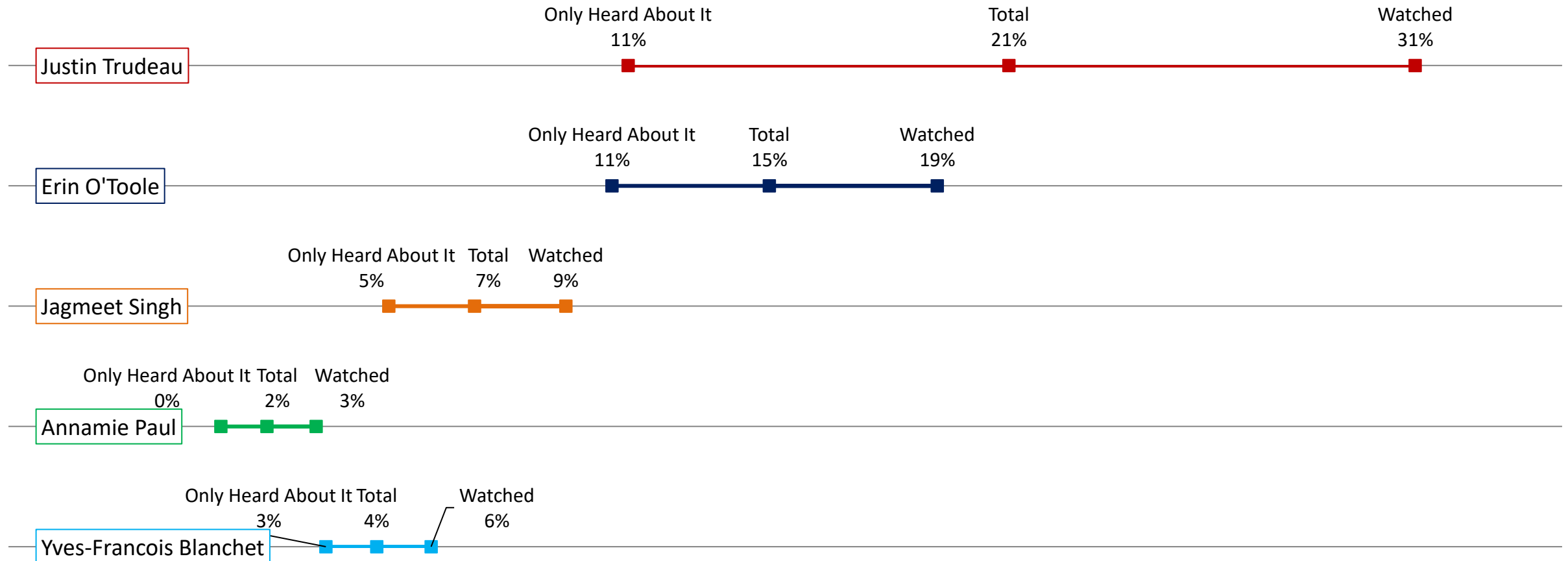
Second French Debate by Attention - RoC: Among those who watched the debate; 21% say Trudeau won ¹⁷



Thinking specifically about the English debate held on September 9th by the Leader's Debate Commission, in your opinion which leader did the best in that debate?

[asked of all respondents who recall at least something about the debate; n=433]

Rest of Canada



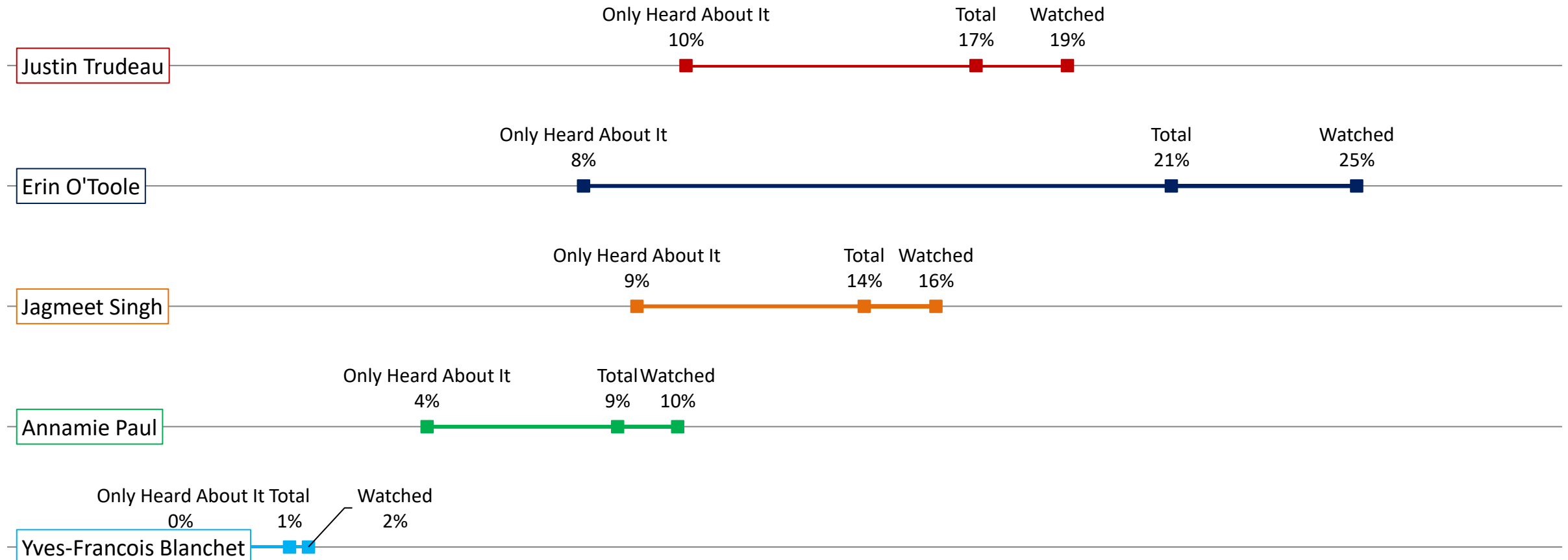
English Debate by Attention - RoC: A quarter (25%) of those who watched the debate say O'Toole won; 19% say Trudeau won



Thinking specifically about the English debate held on September 9th by the Leader's Debate Commission, in your opinion which leader did the best in that debate?

[asked of all respondents who recall at least something about the debate; n=862]

Rest of Canada

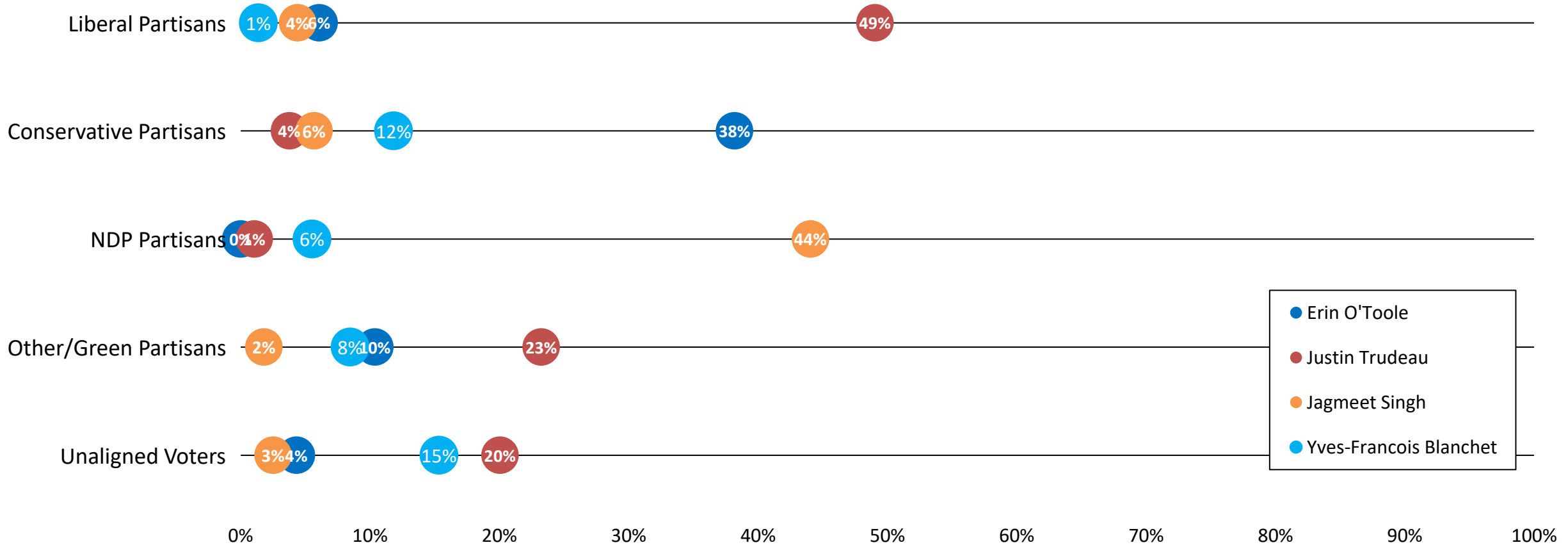


First French Debate by Party ID - RoC: Almost half of the Liberal partisans (49%) found that Trudeau did the best in this debate



Thinking specifically about the first French debate held on September 2 on TVA, in your opinion which leader did the best in that debate? BY Party ID
 [asked of all respondents who recall at least something about the debate; n=379]

Rest of Canada



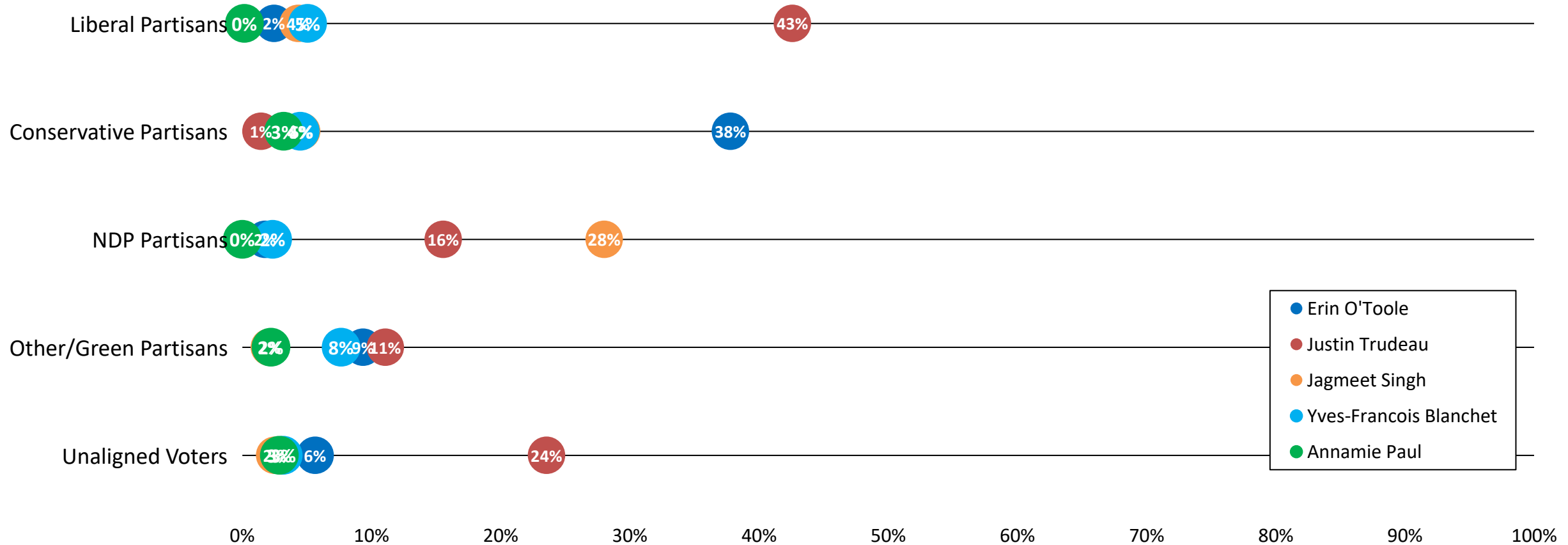
Second French Debate by Party ID - RoC: Over 4-in-10 (43%) of the Liberal partisans say Trudeau did the best in this debate



Thinking specifically about the second French debate held on September 8th by the Leader's Debate Commission, in your opinion which leader did the best in that debate? BY Party ID

[asked of all respondents who recall at least something about the debate; n=433]

Rest of Canada



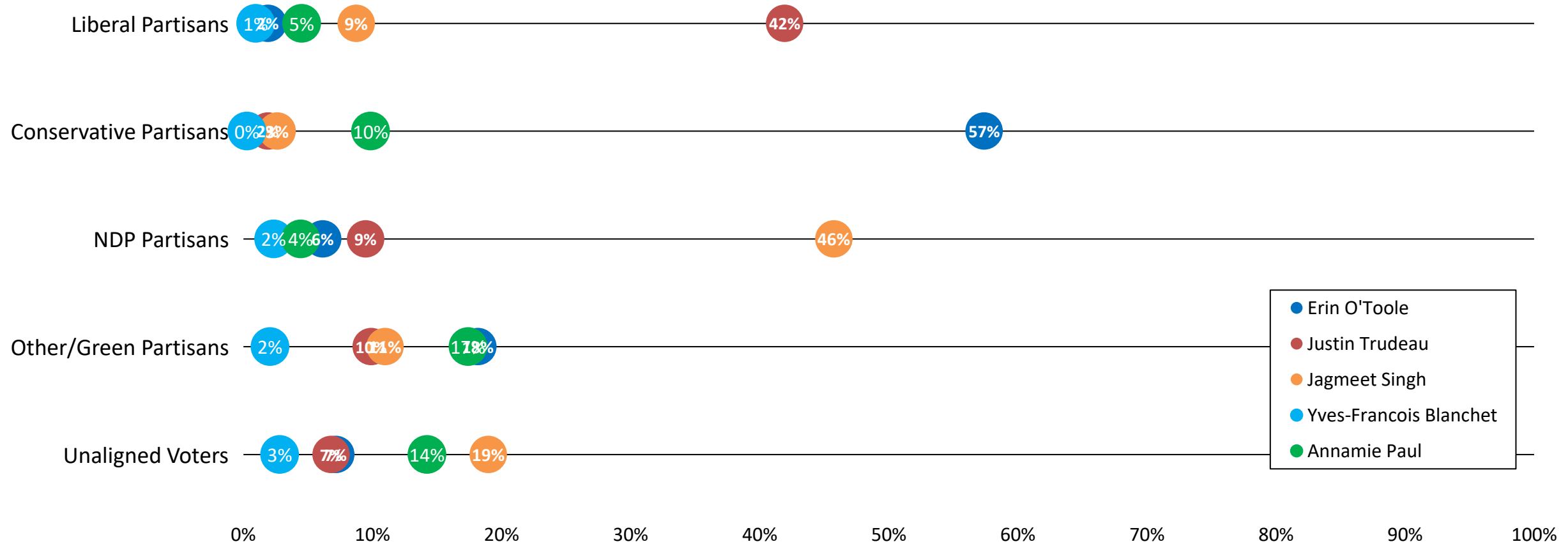
English Debate by Party ID - RoC: 57% of the Conservative partisans found O'Toole did the best in the debate, 46% of NDP partisans say Singh



Thinking specifically about the English debate held on September 9th by the Leader's Debate Commission, in your opinion which leader did the best in that debate? BY Party ID

[asked of all respondents who recall at least something about the debate; n=862]

Rest of Canada



- Erin O'Toole
- Justin Trudeau
- Jagmeet Singh
- Yves-Francois Blanchet
- Annamie Paul

Expectations

(in Quebec)

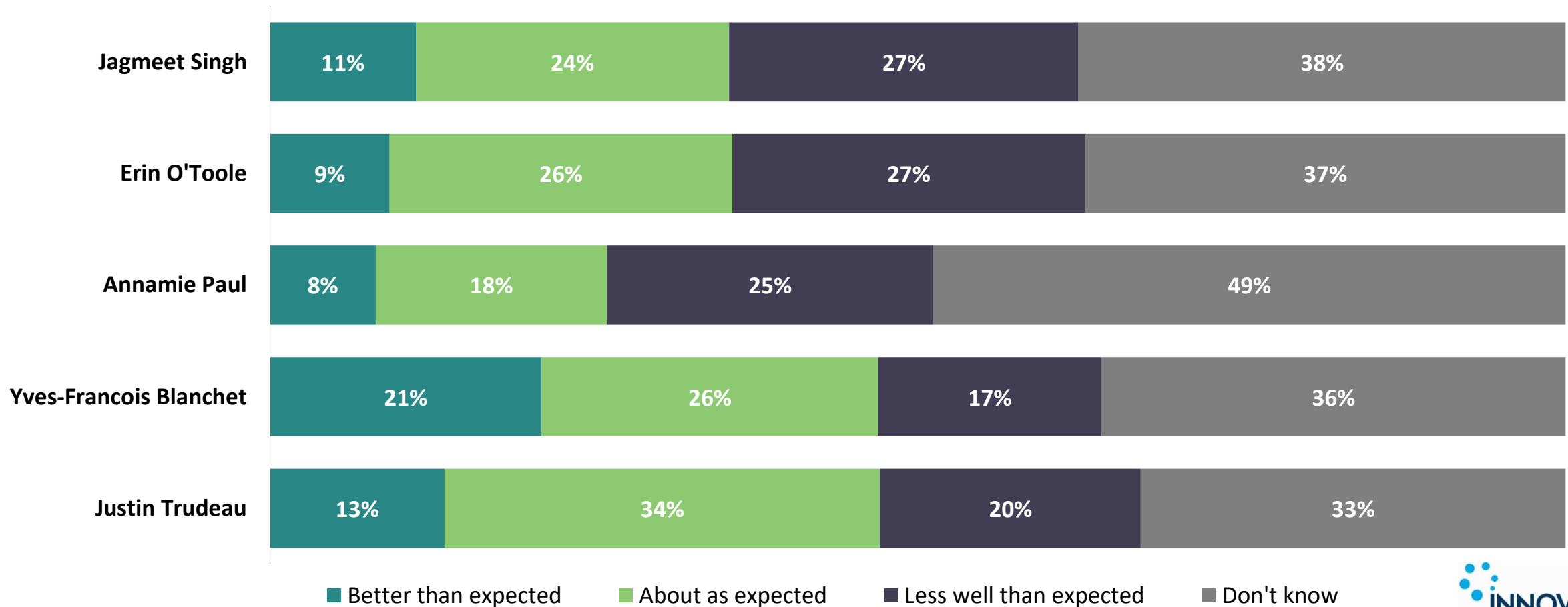
Leader Performance: Within Quebec, Blanchet's performance was better than expected, followed by Trudeau



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates?

[asked of all respondents; n=563]

Quebec Only



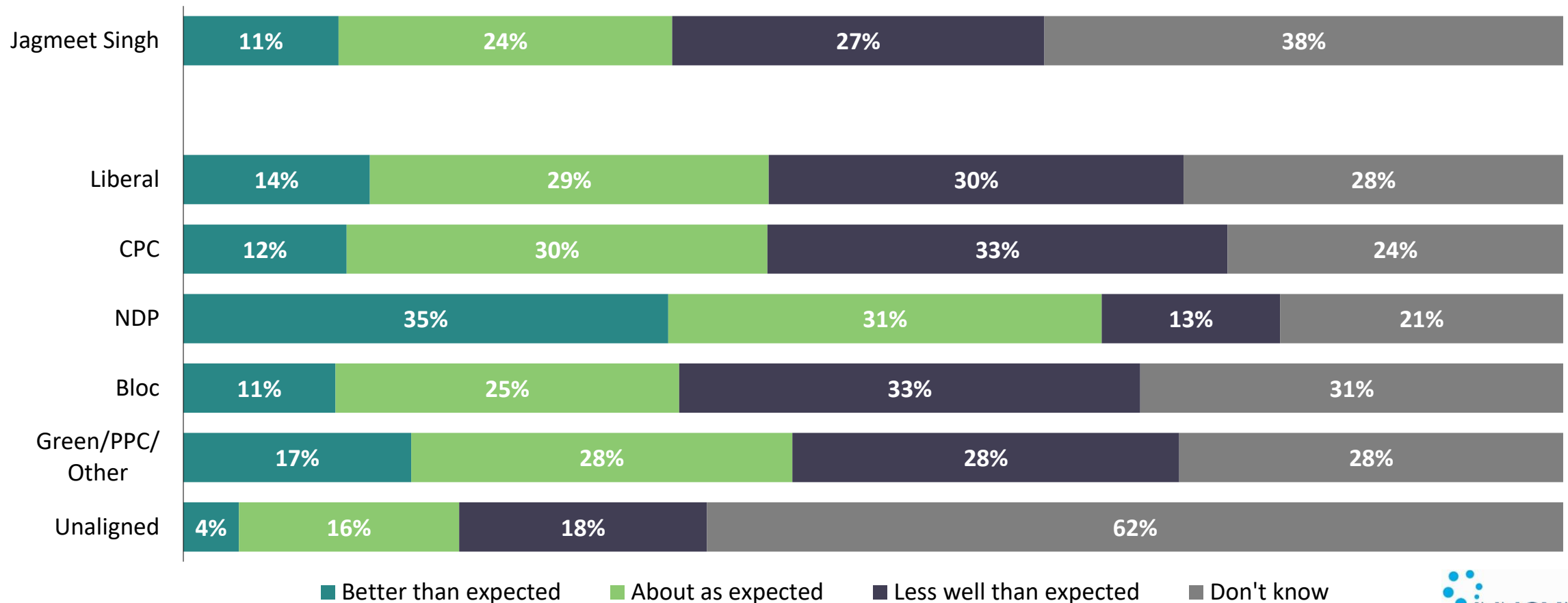
Singh Performance by Party ID: Over 3-in-10 (35%) of those who align with the NDP found Singh's performance went better than expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates? **Jagmeet Singh** by Party ID

[asked of all respondents; n=563]

Quebec Only



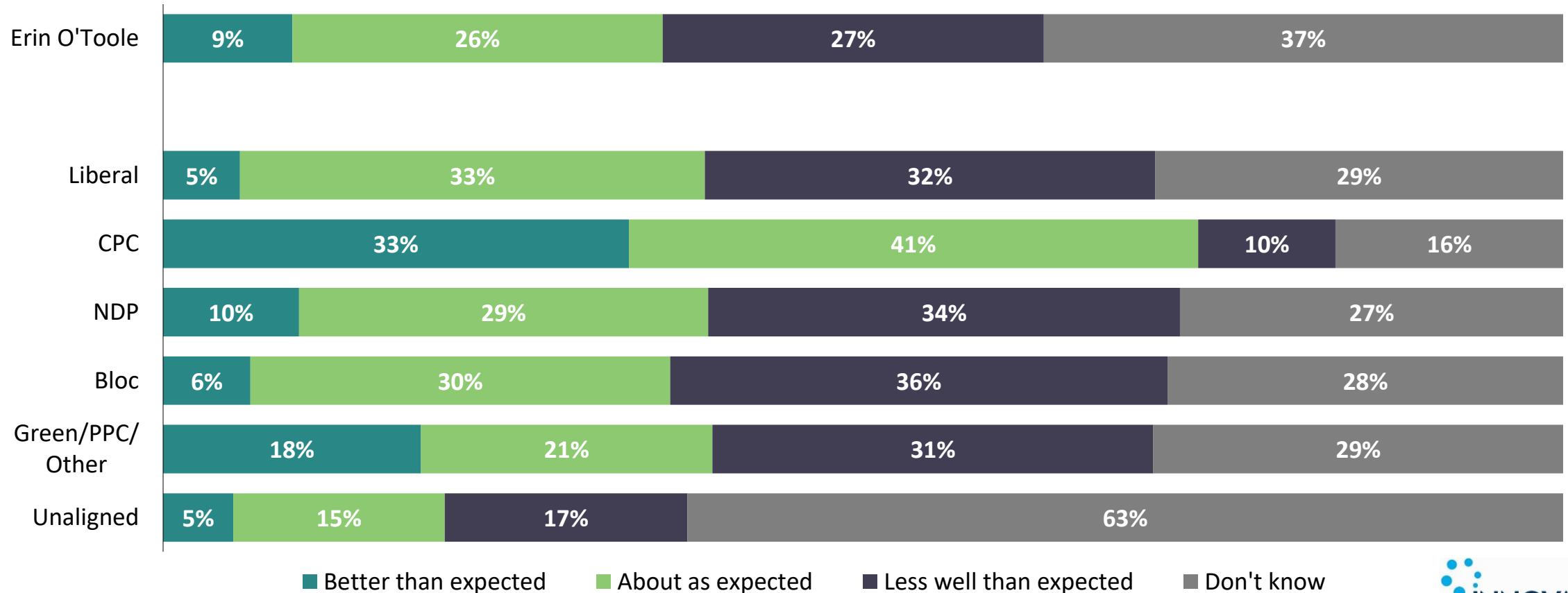
O'Toole Performance by Party ID: One third (33%) of CPC partisans found O'Toole's performance was better than expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates? **Erin O'Toole** by Party ID

[asked of all respondents; n=563]

Quebec Only



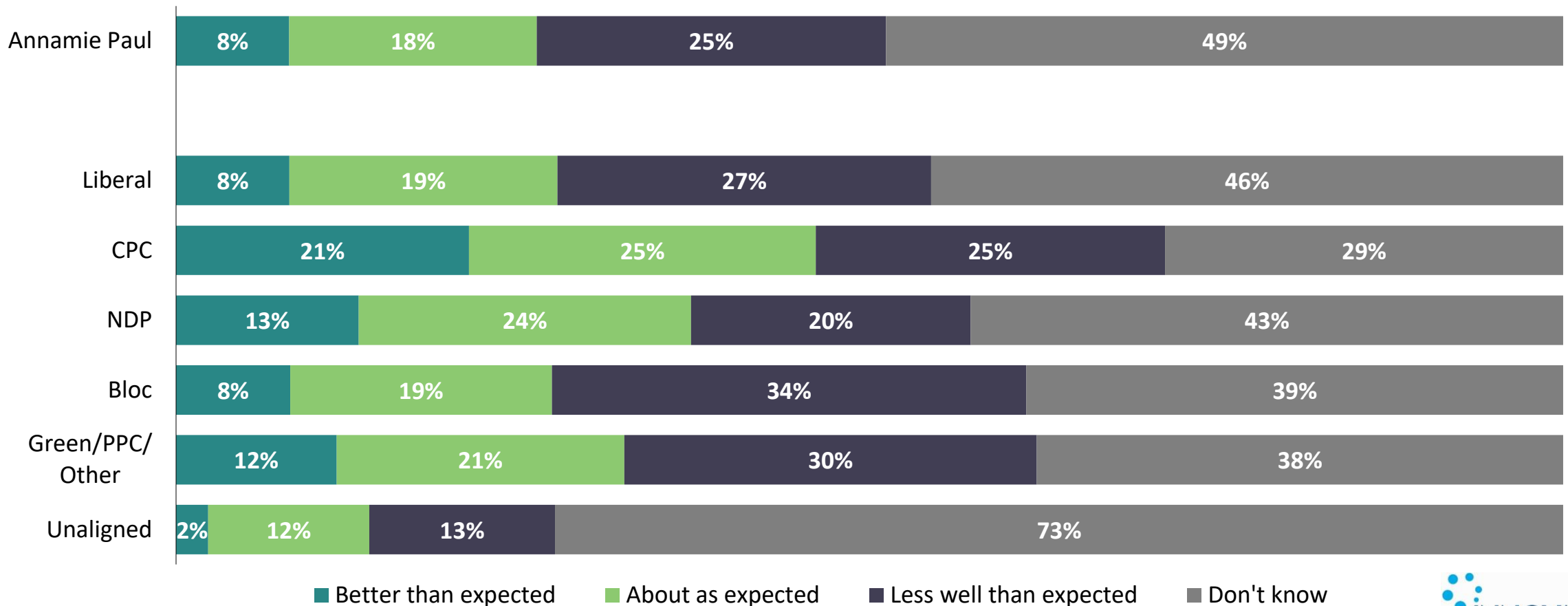
Paul Performance by Party ID: CPC and NDP voters were most likely to find Paul's performance better than expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates? **Annamie Paul** by Party ID

[asked of all respondents; n=563]

Quebec Only



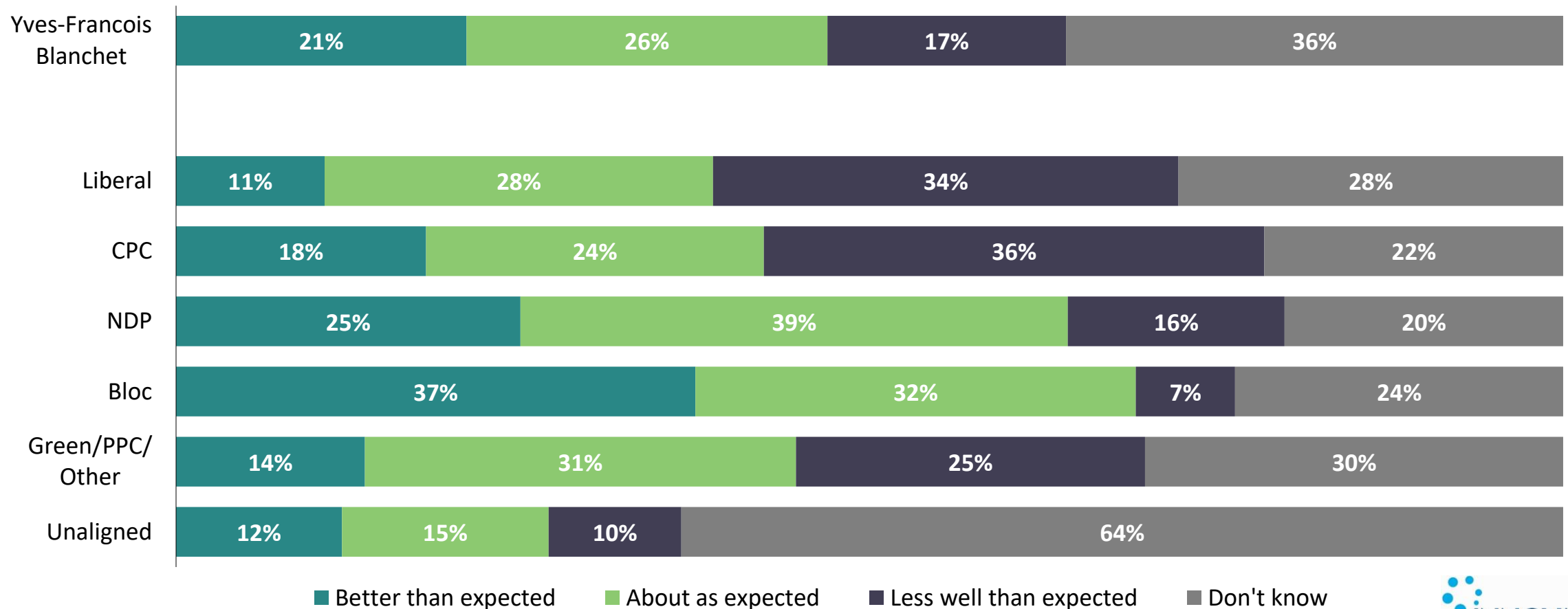
Blanchet Performance by Party ID: Almost 4-in-10 (37%) of Bloc voters found Blanchet's performance better than expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates? **Yves-Francois Blanchet** by Party ID

[asked of all respondents; n=563]

Quebec Only



Trudeau Performance by Party ID: Half of Liberal voters found Trudeau's performance as they expected, 24% say it was better than expected

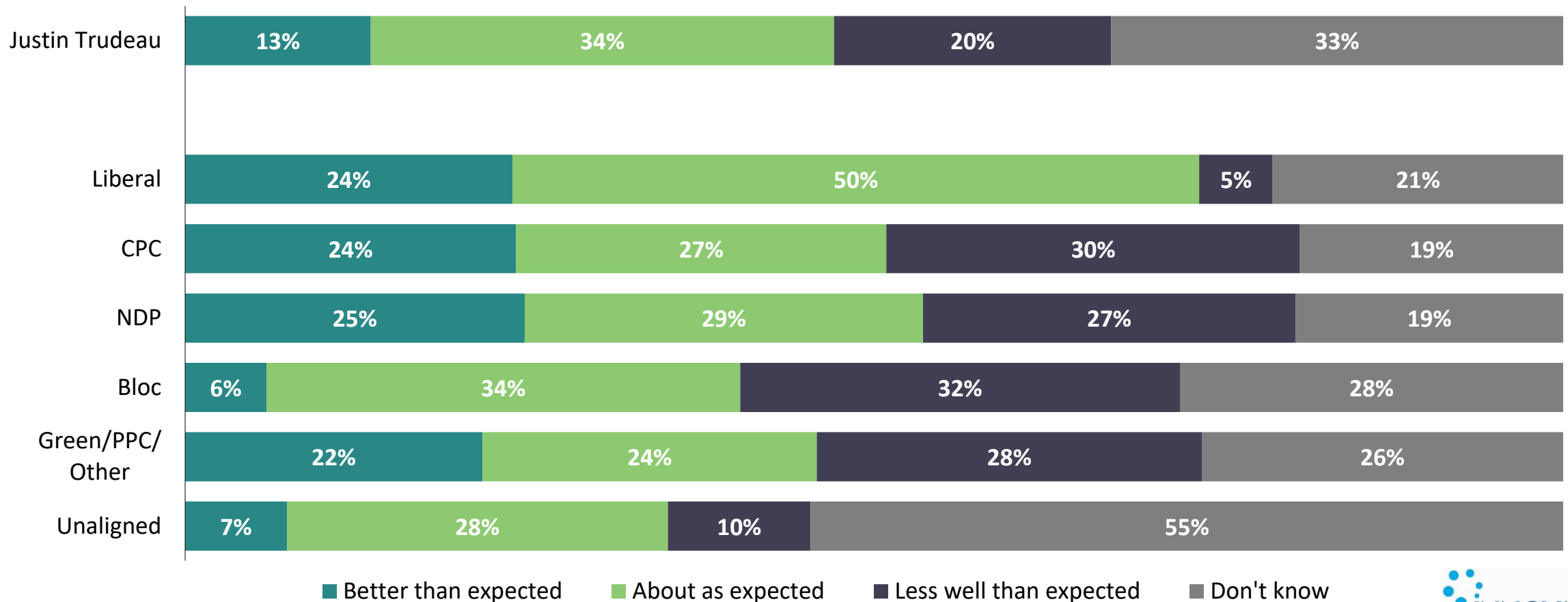


For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates? **Justin**

Trudeau by Party ID

[asked of all respondents; n= 563]

Quebec Only



Expectations

(in the Rest of Canada)

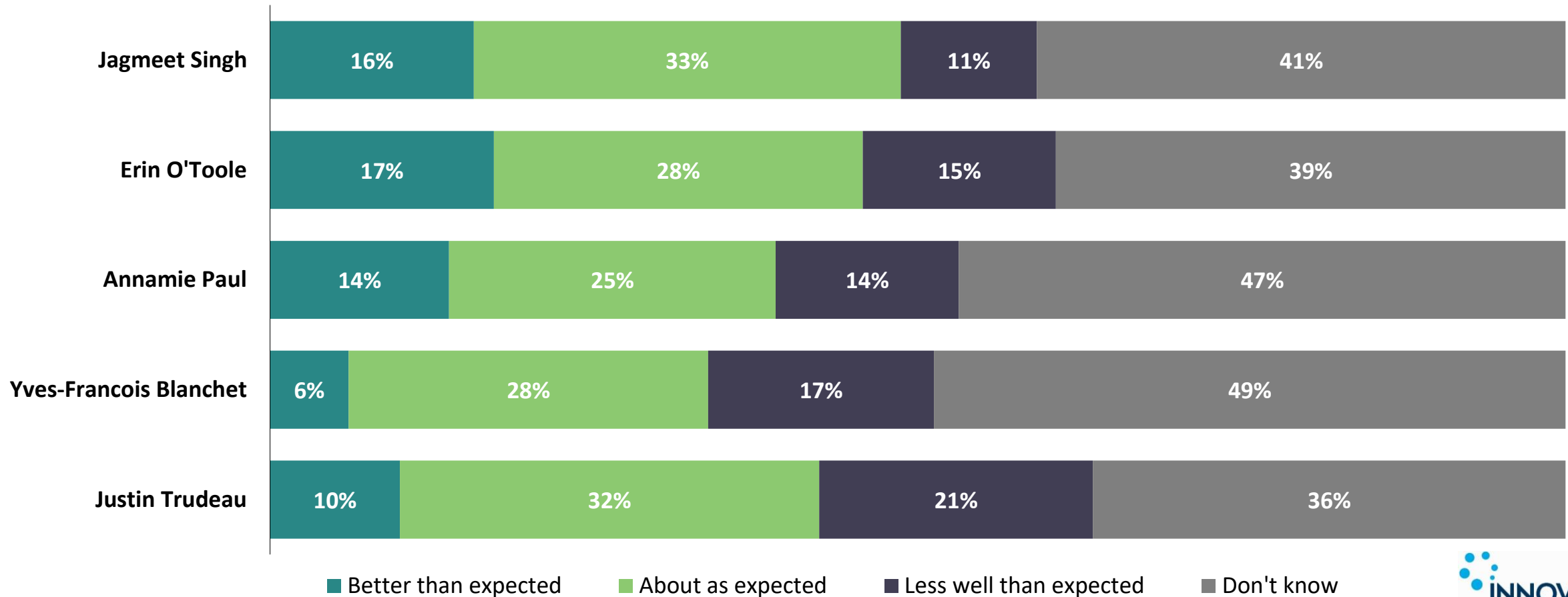
Leader Performance: Singh & O'Toole's performance were better than expected while Trudeau's performance was less well than expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debate?

[asked of all respondents; n=1837]

Rest of Canada



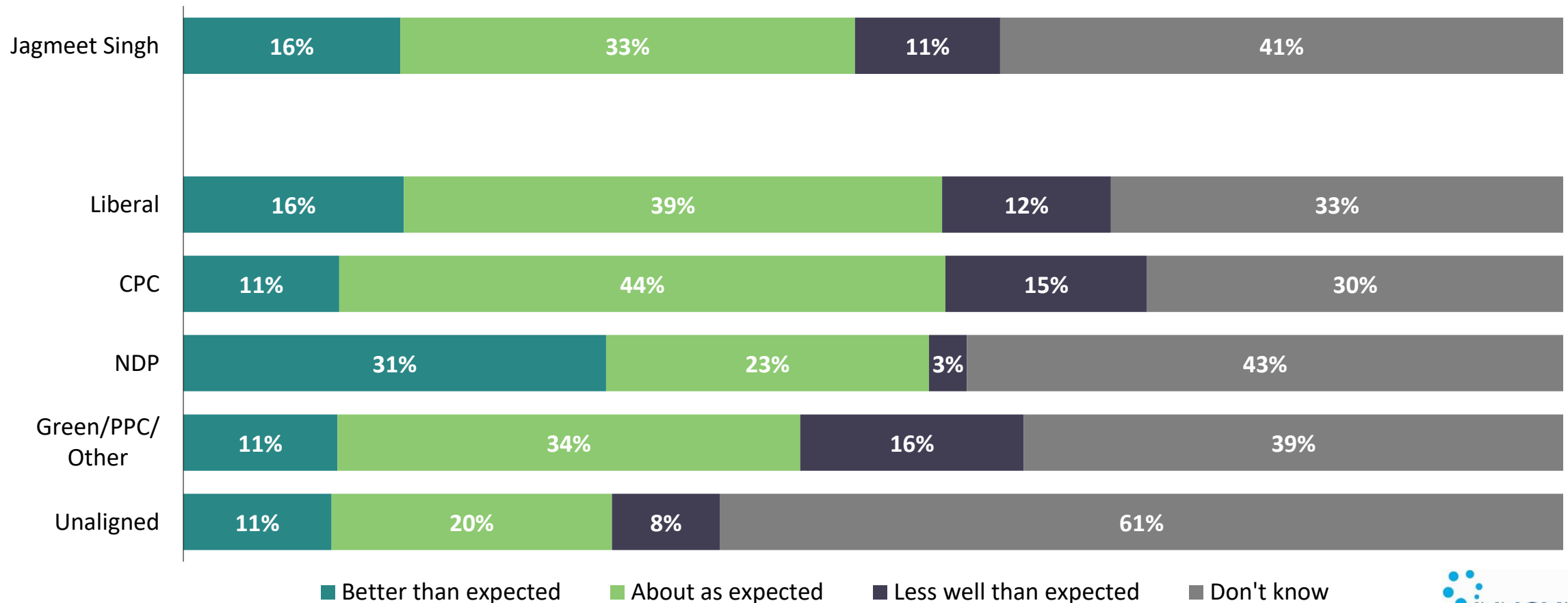
Singh Performance by Party ID: Just over 3-in-10 (31%) of NDP partisans found Singh's performance was better than expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates? **Jagmeet Singh** by Party ID

[asked of all respondents; n=1837]

Rest of Canada



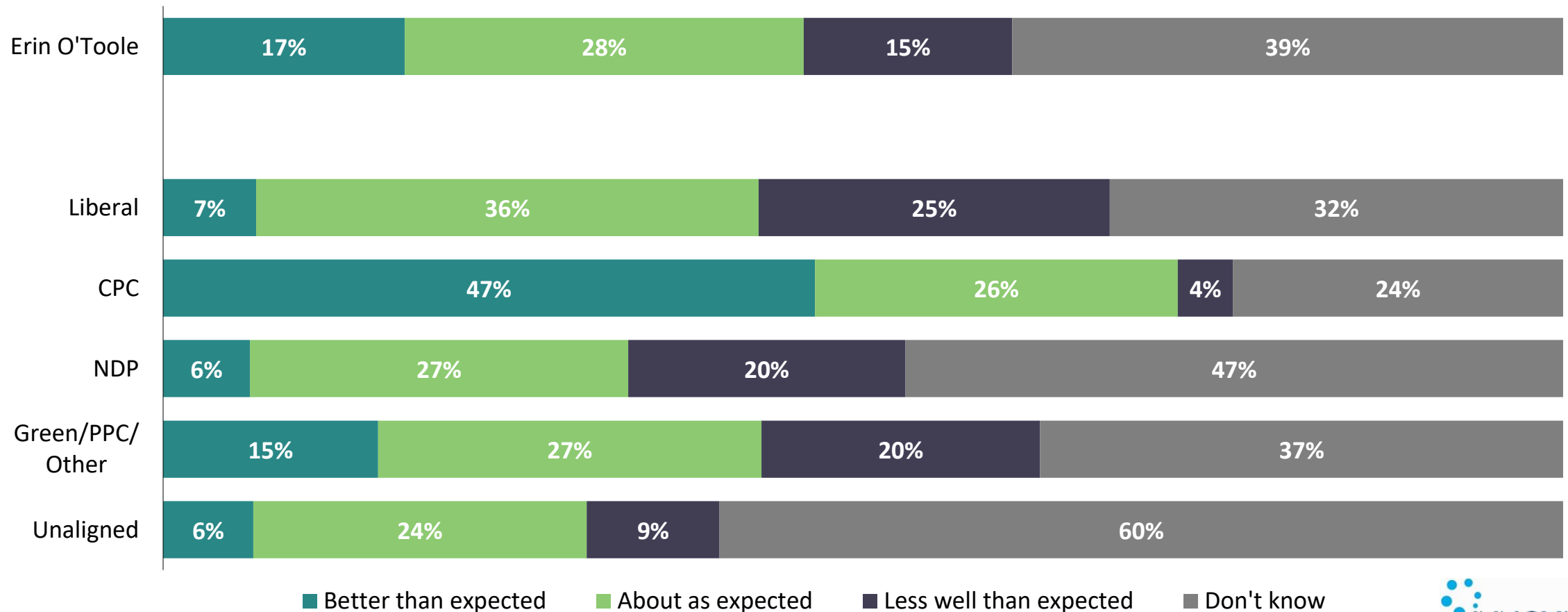
O'Toole Performance by Party ID: Among CPC partisans, almost half (47%) found O'Toole's performance went better than expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates? **Erin O'Toole** by Party ID

[asked of all respondents; n=1837]

Rest of Canada



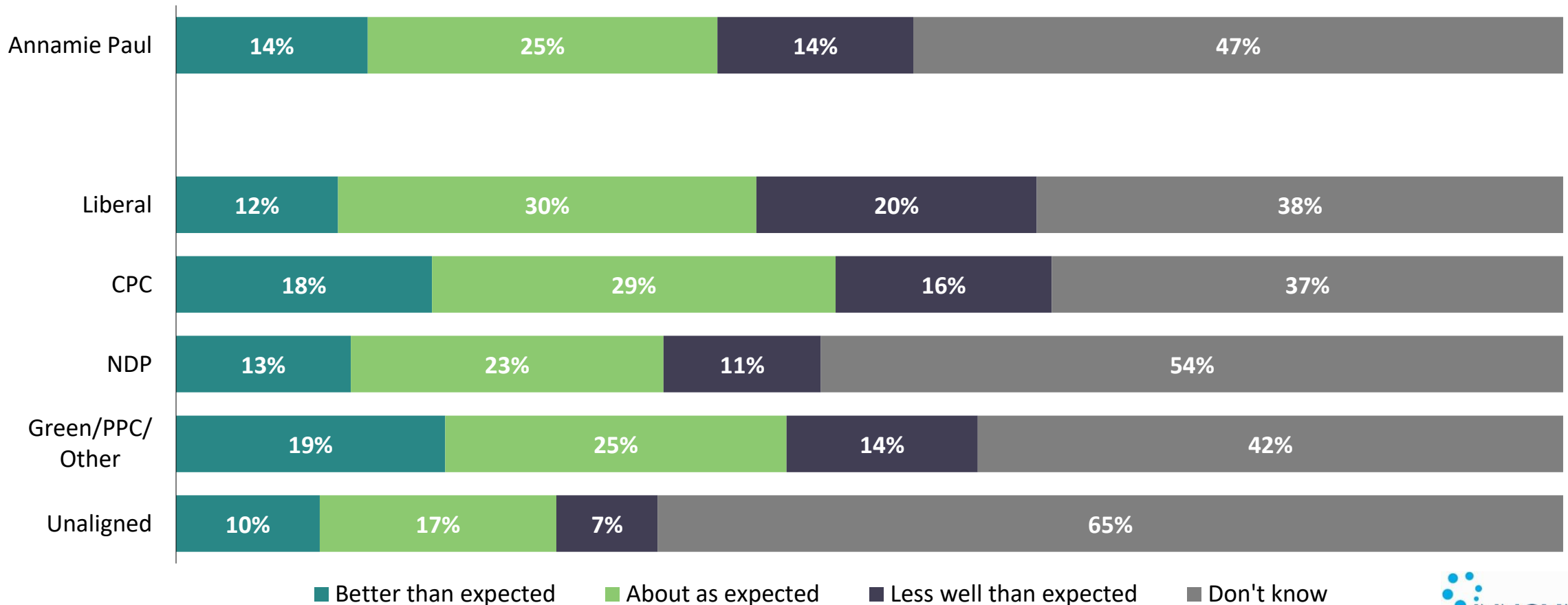
Paul Performance by Party ID: Among Green/Others, 19% found Paul's performance went better than expected



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates? **Annamie Paul** by Party ID

[asked of all respondents; n=1837]

Rest of Canada



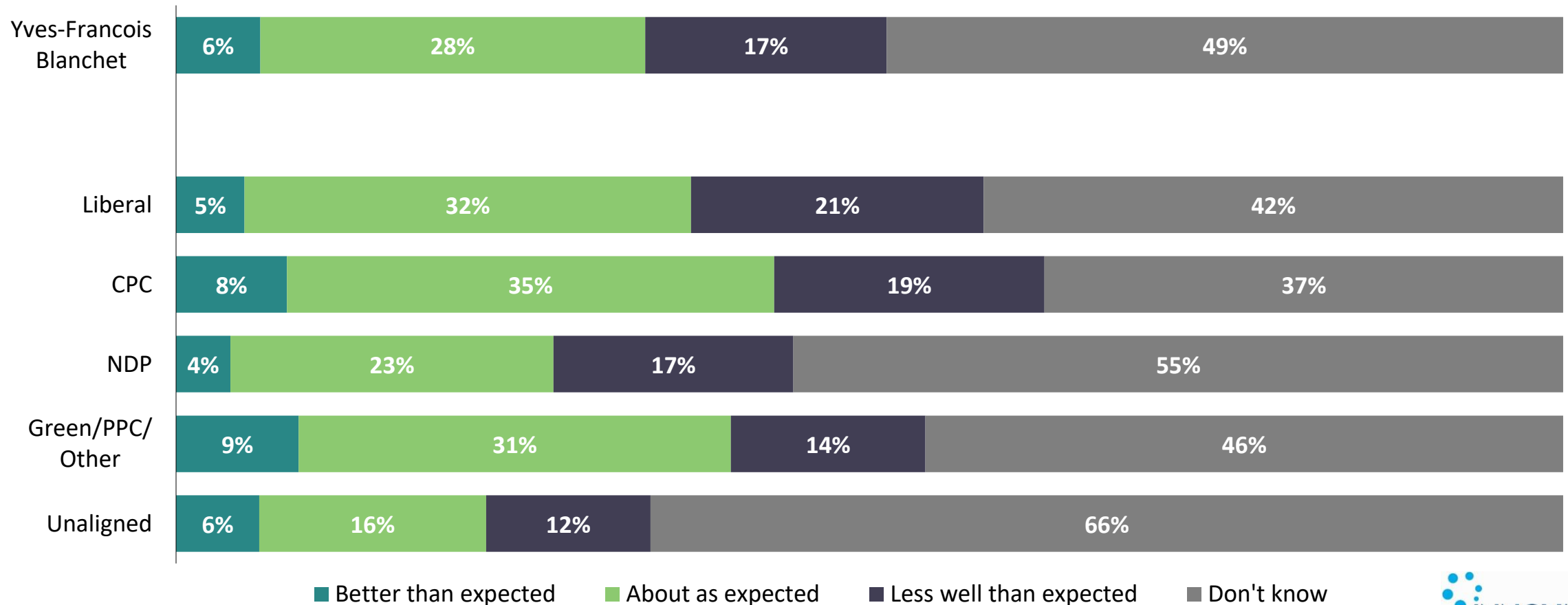
Blanchet Performance by Party ID: Blanchet did not impress outside of Quebec



For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates? **Yves-Francois Blanchet** by Party ID

[asked of all respondents; n=1837]

Rest of Canada



Trudeau Performance by Party ID: 3-in-10 (27%) Liberal partisans found Trudeau's performance went better than expected³⁵

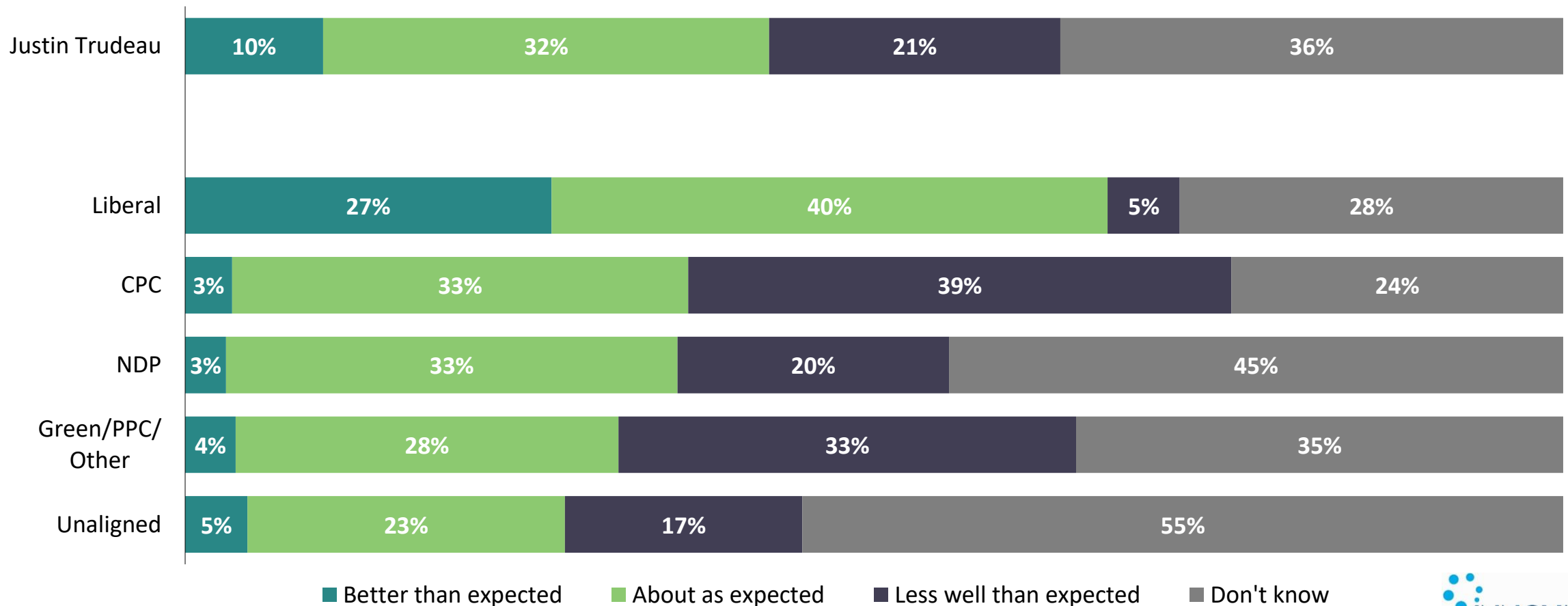


For each leader, did they perform better than you expected, less well than you expected, or about as you expected in the leaders' debates? **Justin**

Trudeau by Party ID

[asked of all respondents; n=1837]

Rest of Canada



Methodology

The background of the slide is a solid dark blue color. It features several faint, light blue circles of varying sizes scattered across the surface, creating a subtle pattern.

Survey Methodology

These are the results of an online survey conducted between September 10th 2021 and September 12th, 2021, consisting of two samples merged together.

Method: The main sample was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online sample. All of INNOVATIVE's core tracking questions were asked of the main sample. The secondary sample was conducted with sample from Lucid. Respondents in this sample, were asked a portion of the core tracking survey, including vote intention, and then received a series of questions on additional, separate topics. Each survey is administered to a series of randomly selected samples from the panel and weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data to provide results that are intended to approximate a probability sample.

Sample Size: n=1,831 Adult Canadians, 18 years or older are in the core sample and 1,372 are in the secondary sample. The combined results are weighted to n=2,400 based on Census data from Statistics Canada.

Field Dates: September 10th 2021 to September 12th 2021.

Weighting: Results in both samples are weighted by age, gender, region, and education to ensure that the overall sample's composition reflects that of the actual population according to Census data; in order to provide results that are intended to approximate a probability sample. Additionally, both samples are weighted by the distribution of reported 2019 vote to match previous samples in the 2021 election to ensure that the tracking on vote intention is not influenced by a change in online panel providers. Weighted and unweighted frequencies are reported below.

Margin of Error: This is a representative sample. However, since the online survey was not a random probability based sample, a margin of error cannot be calculated. Statements about margins of sampling error or population estimates do not apply to most online panels.

Note: Graphs may not always total 100% due to rounding values rather than any error in data. Sums are added before rounding numbers.

	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)
Men 18-34	356	11.1%	351	14.7%
Men 35-54	468	14.6%	394	16.4%
Men 55+	615	19.2%	416	17.4%
Women 18-34	670	21.0%	352	14.7%
Women 35-54	486	15.2%	409	17.1%
Women 55+	600	18.8%	471	19.7%
Region				
BC	416	13.0%	321	13.4%
AB	387	12.1%	271	11.3%
Prairies	202	6.3%	157	6.5%
ON	1077	33.6%	924	38.5%
QC	777	24.3%	563	23.5%
Atlantic	344	10.7%	164	6.8%

Weighting Validation per Sample

	Core Sample				Secondary Sample				
	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)	Unweighted (n)	Unweighted (%)	Weighted (n)	Weighted (%)	
Men 18-34	254	13.9%	176	14.7%	Men 18-34	102	7.5%	175	14.6%
Men 35-54	270	14.8%	197	16.4%	Men 35-54	198	14.5%	197	16.5%
Men 55+	321	17.6%	209	17.5%	Men 55+	294	21.5%	207	17.3%
Women 18-34	494	27.0%	174	14.6%	Women 18-34	176	12.9%	178	14.9%
Women 35-54	215	11.8%	204	17.1%	Women 35-54	271	19.8%	204	17.1%
Women 55+	273	14.9%	236	19.8%	Women 55+	327	23.9%	234	19.6%
BC	219	12.0%	163	13.6%	BC	197	14.4%	159	13.2%
AB	209	11.4%	135	11.3%	AB	178	13.0%	136	11.3%
Prairies	114	6.2%	78	6.5%	Prairies	88	6.4%	79	6.6%
ON	551	30.1%	461	38.4%	ON	526	38.3%	463	38.6%
QC	481	26.3%	281	23.4%	QC	296	21.6%	282	23.5%
Atlantic	257	14.0%	82	6.8%	Atlantic	87	6.3%	82	6.8%

For more information, please contact:

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Building Understanding.

