



# Canada This Month Tofino Trip

Public Opinion Research  
Release Date: October 22, 2021  
Field Dates: October 8 to October 20, 2021

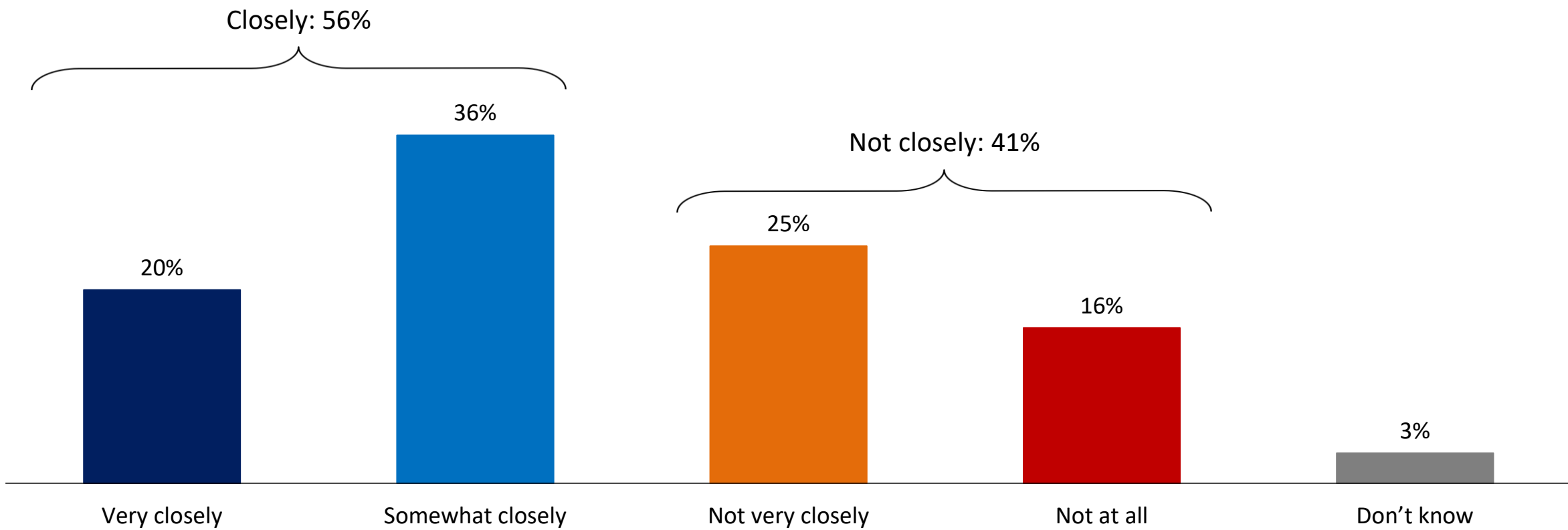
# Tofino Trip

# Attention: Over half (56%) have been closely following the news about Trudeau's trip to Tofino during the first National Day of TRC



How closely have you been following the news about Justin Trudeau's decision to take a vacation with his family in Tofino on September 30th, the first National Day for Truth and Reconciliation, while his office indicated he was in private meetings in Ottawa?

[asked of all respondents; n=1,000]

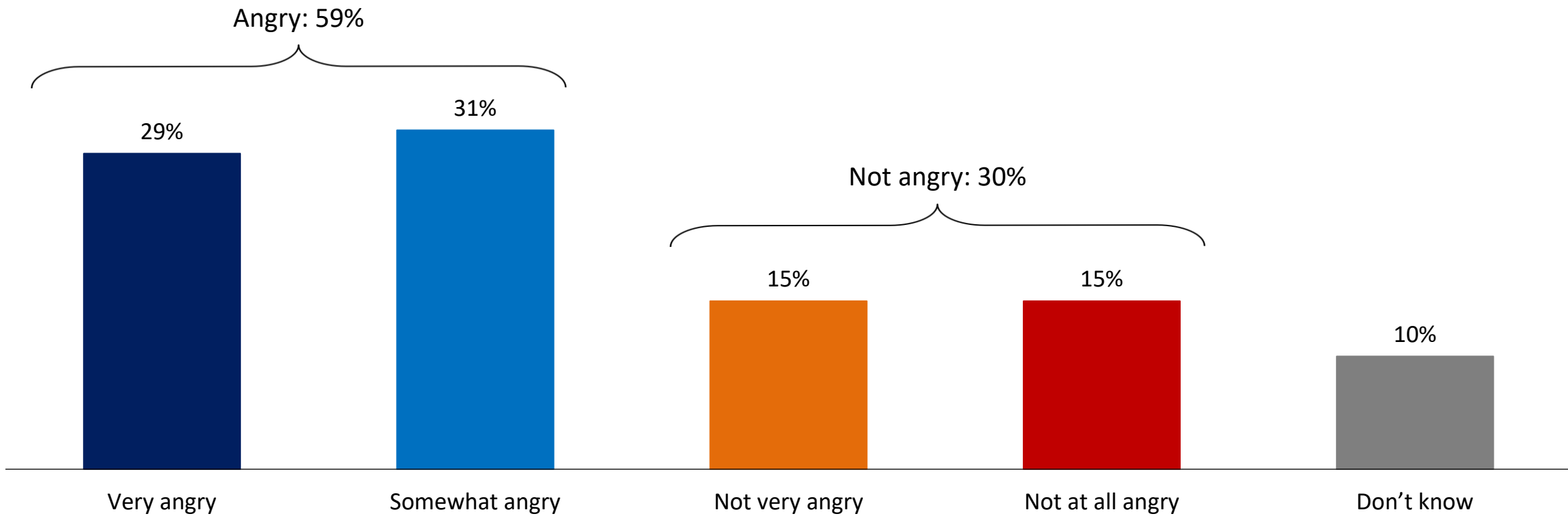




# Initial Feeling: 3-in-5 (59%) feel angry about the controversies over Trudeau's trip while 30% are not angry



Thinking about the controversies over the trip Trudeau took over the first National Day for Truth and Reconciliation, how did that behavior leave you feeling?  
[asked of all respondents; n=1,000]



# Initial Feeling by Attention: Those who have been following the news very closely are more likely to feel very angry

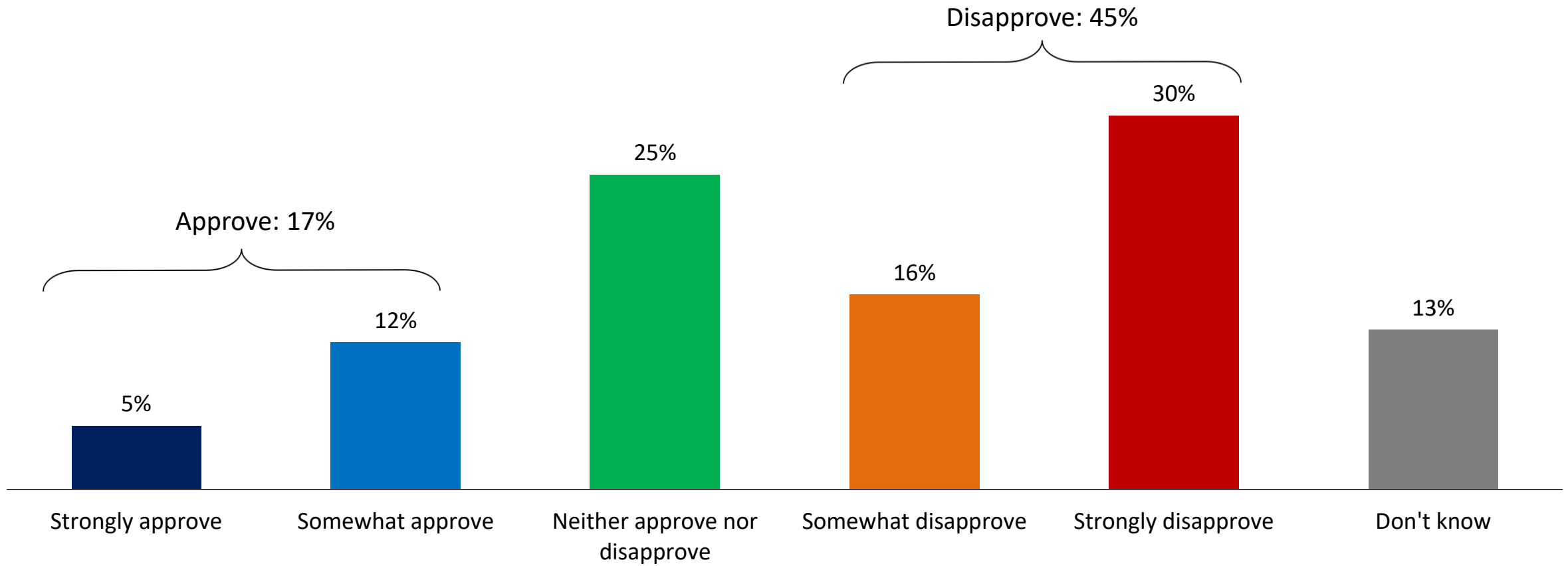
		Attention				
		Very closely	Somewhat closely	Not very closely	Not at all	Don't know*
		(N=201)	(N=361)	(N=246)	(N=161)	(N=31)
Initial Feeling	Very angry	63%	28%	11%	16%	10%
	Somewhat angry	20%	38%	39%	18%	15%
	Not very angry	4%	17%	26%	7%	16%
	Not at all angry	12%	12%	16%	27%	2%
	Don't know	1%	4%	7%	32%	58%

# Trudeau's Reaction: Almost half (45%) disapprove of the way Justin Trudeau responded towards the criticism since the vacation



Do you approve or disapprove of the way Justin Trudeau has responded to the criticism since the vacation initially happened?

[asked of all respondents; n=1,000]



# Attitude by Attention: Those who have been following the news very closely are more likely to strongly disapprove of Trudeau's reaction

## Attention

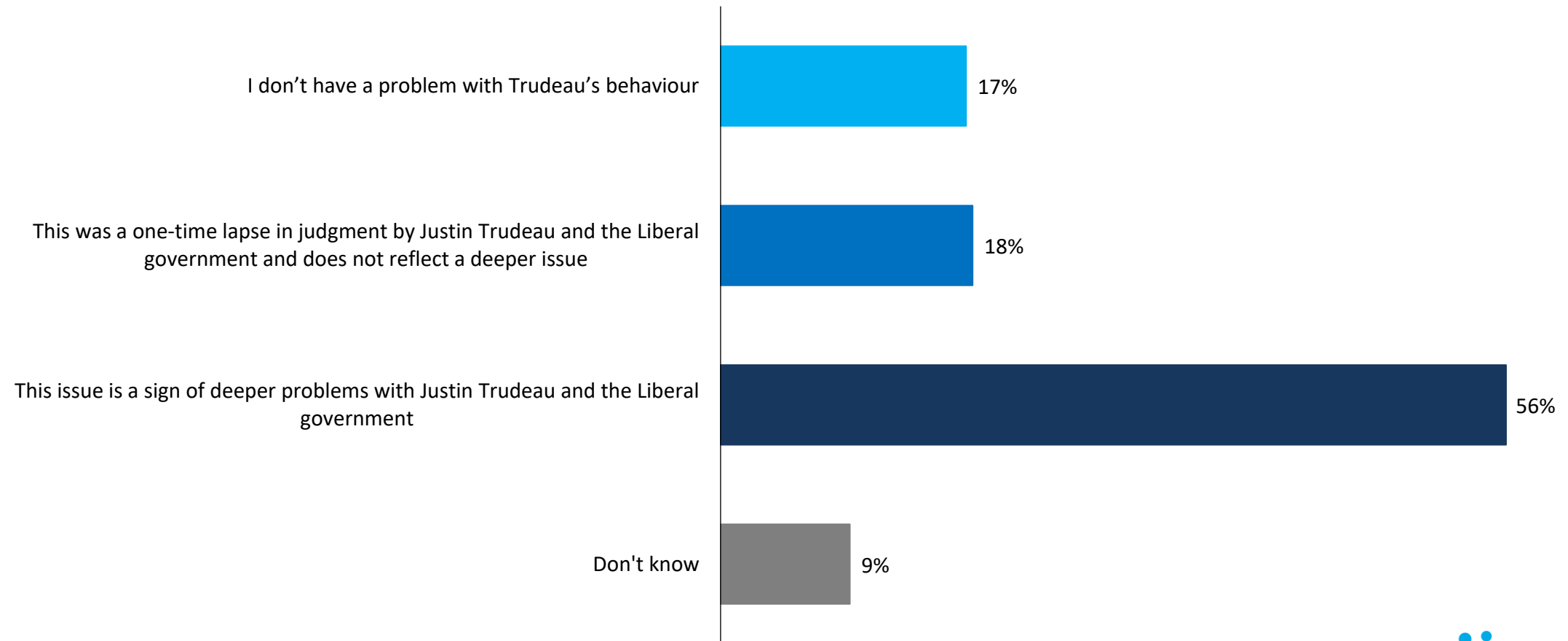
		Very closely	Somewhat closely	Not very closely	Not at all	Don't know*
		(N=201)	(N=361)	(N=246)	(N=161)	(N=31)
Trudeau's Reaction	Strongly approve	9%	6%	3%	2%	0%
	Somewhat approve	10%	16%	12%	6%	0%
	Neither approve nor disapprove	10%	28%	31%	27%	37%
	Somewhat disapprove	11%	20%	19%	6%	13%
	Strongly disapprove	60%	27%	18%	20%	9%
	Don't know	<1%	3%	16%	39%	40%
	Net	<b>-52%</b>	<b>-25%</b>	<b>-22%</b>	<b>-17%</b>	<b>-23%</b>

# Attitude: Over half (56%) feel that this is a sign of a deeper problem with Trudeau and the Liberal government



Thinking about the news of his decision to take a vacation while his office indicated he was in private meeting, which of the following comes closest to your point of view?

[asked of all respondents; n=1,000]





# Attitude by Party ID: Nearly half (48%) of unaligned voters say this is a sign of a deeper problem

		Party Identification						
		Liberal	Conservatives	NDP	Bloc	Green	Other	Unaligned
		(N=260)	(N=239)	(N=141)	(N=47)	(N=45)	(N=51)	(N=217)
Attitude	I don't have a problem with Trudeau's behaviour	35%	4%	13%	3%	19%	15%	16%
	This was a one-time lapse in judgment by Justin Trudeau and the Liberal government and does not reflect a deeper issue	34%	9%	13%	26%	19%	5%	13%
	This issue is a sign of deeper problems with Justin Trudeau and the Liberal government	23%	83%	66%	67%	59%	80%	48%
	Don't know	8%	3%	8%	4%	3%	0%	22%

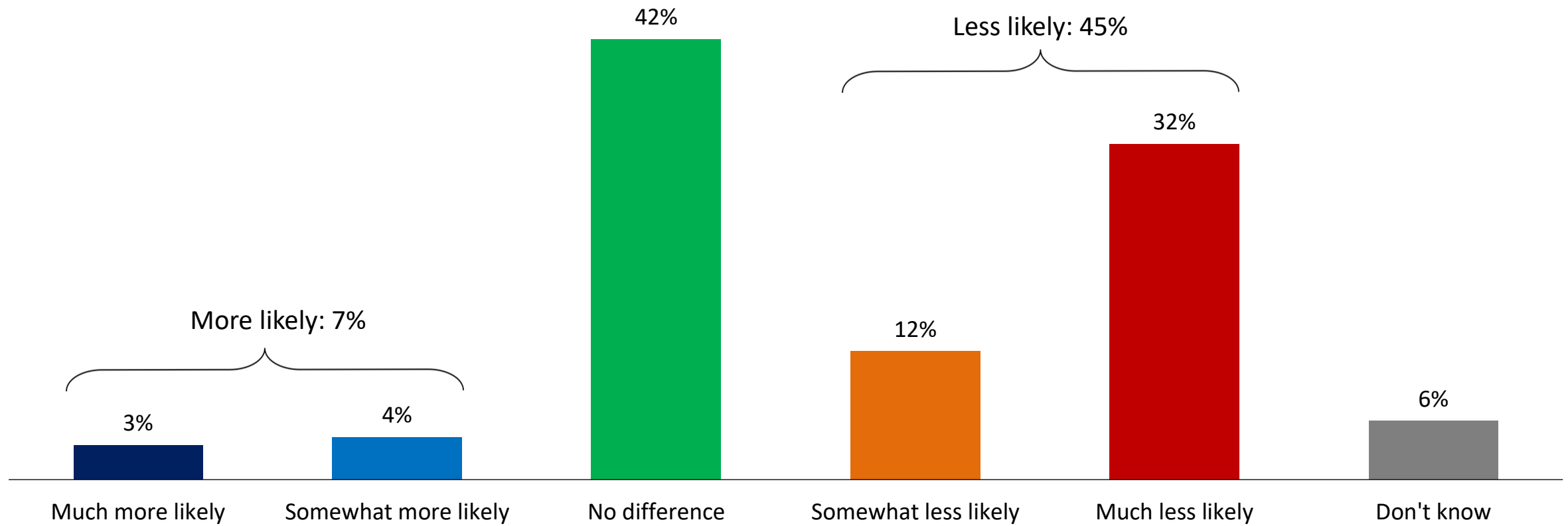


# Impact on Liberal Vote: Almost half (45%) say that they are less likely to vote for the Liberal party; 42% say it made no difference



Did Justin Trudeau's initial actions and apology leave you more or less likely to vote for the Liberal Party?

[asked of all respondents; n=1,000]



# Impact by Party ID: Those who identify as Conservatives or Bloc say that they are much less likely to vote for the Liberal Party

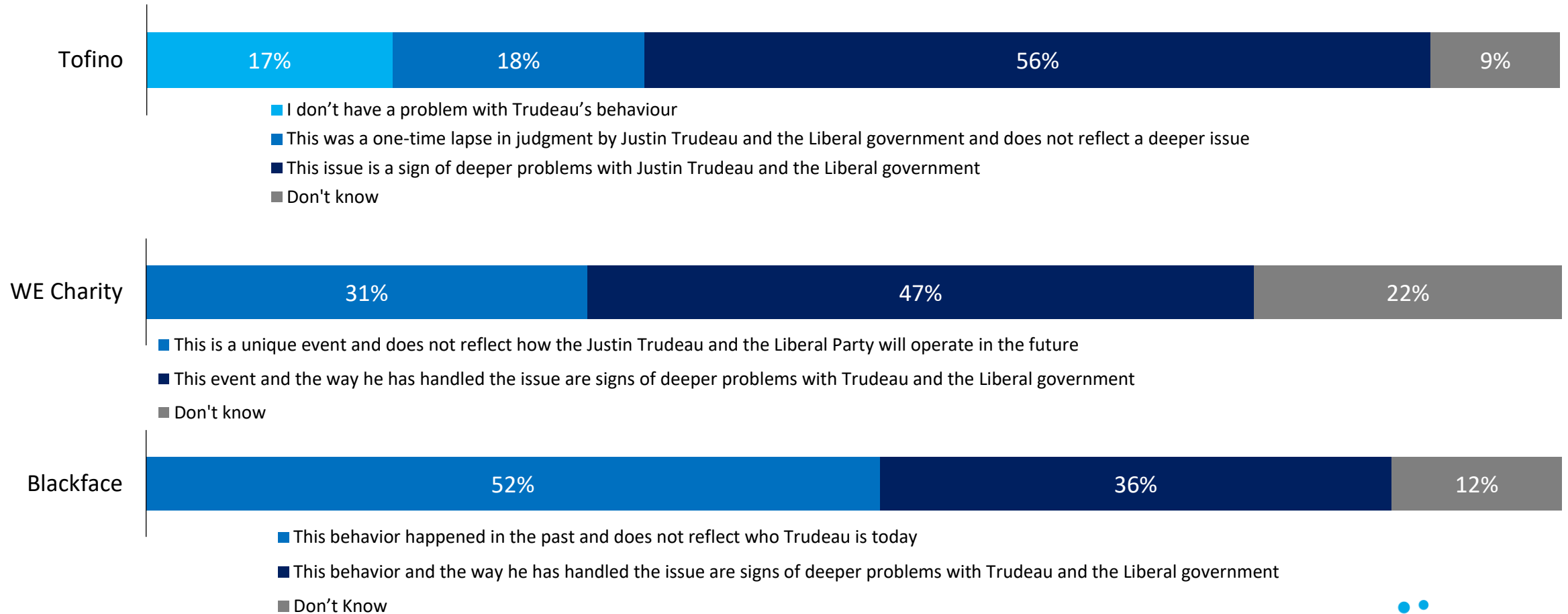
		Party Identification						Unaligned
		Liberal	Conservatives	NDP	Bloc	Green	Other	
		(N=260)	(N=239)	(N=141)	(N=47)	(N=45)	(N=51)	(N=217)
Impact on Liberal Vote	Much more likely	8%	<1%	1%	4%	6%	9%	<1%
	Somewhat more likely	5%	5%	4%	1%	10%	4%	2%
	No impact	68%	24%	38%	17%	23%	37%	45%
	Somewhat less likely	10%	8%	21%	13%	23%	4%	14%
	Much less likely	5%	60%	34%	60%	33%	47%	24%
	Don't know	3%	3%	2%	5%	6%	0%	15%
	NET	<b>-2%</b>	<b>-63%</b>	<b>-50%</b>	<b>-68%</b>	<b>-40%</b>	<b>-38%</b>	<b>-35%</b>

# Comparison



# Attitude: For the first time, a majority say a controversy is a sign of a deeper issue

Q Which of the following comes closest to your point of view?  
[asked of all respondents; n=1,000]

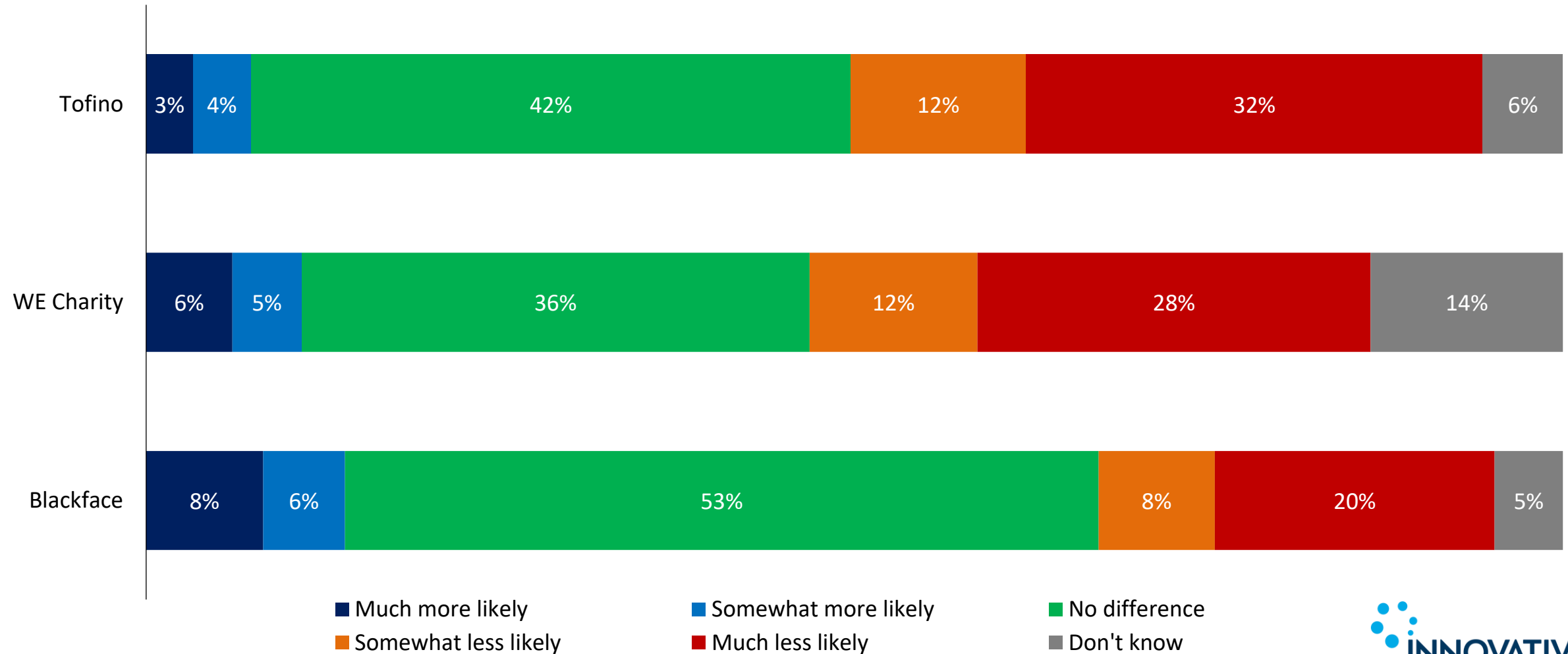


# Impact on Liberal Vote: The impact on Liberal vote is more negative for the Tofino trip than previous controversies



Did Justin Trudeau's initial actions and apology leave you more or less likely to vote for the Liberal Party?

[asked of all respondents; n=1,000]





# 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 October 8<sup>th</sup> and October 20<sup>th</sup>, 2021.

**Method:** This online survey was conducted using INNOVATIVE's Canada 20/20 national research panel with additional respondents from Dynata, a leading provider of online sample. 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=1,405 Canadian citizens, 18 years or older. The results are nationally weighted to n=1,000 based on Census data from Statistics Canada.

**Field Dates:** October 8th and October 20th, 2021.

**Weighting:** Results for Canada are weighted by age, gender, and region 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. Weighted and unweighted frequencies are reported in the table.

**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 (%)
<b>Men 18-34</b>	113	8.1%	141	14.3%
<b>Men 35-54</b>	221	15.9%	165	16.7%
<b>Men 55+</b>	390	28.0%	176	17.9%
<b>Women 18-34</b>	154	11.1%	138	14.1%
<b>Women 35-54</b>	215	15.4%	164	16.6%
<b>Women 55+</b>	300	21.5%	199	20.3%
<b>Region</b>				
<b>BC</b>	205	14.6%	136	13.6%
<b>AB</b>	173	12.3%	113	11.3%
<b>Prairies</b>	98	7.0%	66	6.6%
<b>ON</b>	509	36.2%	387	38.7%
<b>QC</b>	290	20.6%	229	22.9%
<b>Atlantic</b>	130	9.3%	69	6.9%

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