

What Has TrendifyLive Found? Canadian federal Election 2021, #elxn44

Inside:

Leadership Questions, Issues, Top Influencers by making sense, Silent Minority

The twitter results have come out both as surprising and as expected. Unlike opinion polls, twitter activities are deemed as true readers of the public pulse because of their nature to demonstrate common issues raised by public, frequency of issues discussed, and the true opinions expressed, without leading questions.

TrendifyLive is an AI/ machine learning driven software developed in Ottawa. The software tracks sm activities and provide insights and public sentiments in real time. It has innovative, interactive dashboard to display very complex data in a very easy and intuitive visual forms.

Using two key words, #cdnpoli, #elxn44, the five parties and their candidates, we monitored twitter activities from August 29 to September 16, 2021, to gauge the public reaction to different candidates and various issues. Based on over 3.5 million tweets (impressions in 100 millions) monitored, we predict a tight election between the Liberal Party and the Conservative Party. In the following report, we will summarize important issues:

Candidates	Following	Followers
@JustinTrudeau	941	5.7M
@erinotoole	3.4k	157k
@theJagmeetSingh	1.5k	507k
@AnnamiePaul	87	35.2k
@MaximeBernier	6k	156k
@yfblanchet	3k	41k

Table 1 Candidates Twitter Profile

1, Leadership Questions

In all tweets monitored, by far, Prime Minister Trudeau is the most mentioned candidate (over 60% overall) . However, the tweets tended to be critical of the Prime Minister more than to the PC leader Erin O'Toole or any other candidate. (**Trudeau 46% vs. O'Toole 25%**). While Erin O'Toole is enjoying a surprisingly growing support (**23-25% of positive posts**), he cannot remain complacent as some of his support is being shared by Maxim Bernie of PPC (**20-22% positive posts**). The sudden rise of PPC both surprising and worrisome. This raises a question: is

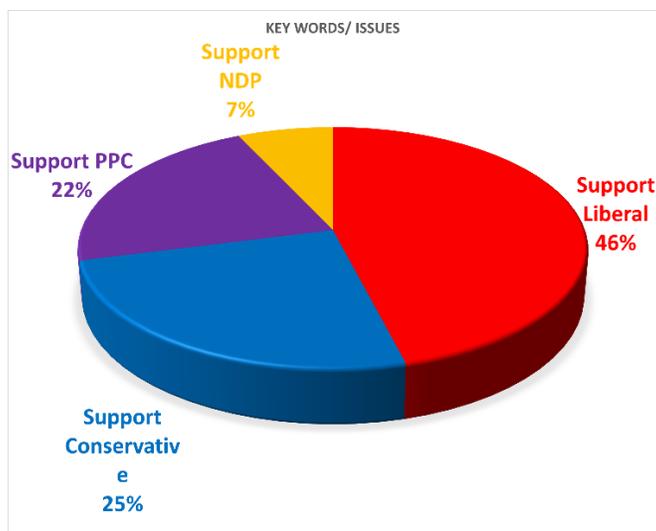


there a growing support for PPC? Or, is PPC well organized and efficient in using twitter activities for its campaigns?

NDP voters are still undecided or, even more concerned for the leadership, some of the NDP support is likely to go to Liberals, as per the tweets. When combined, the overall percentage of twitter activities could be divided as follows:

Keyword/Issue	Percentage of each keyword	Overall
Support for Liberal		46%
#voteliberal	15%	
#forwardforeveryone	6%	
#istandwithtrudeau	10%	
#nevervoteconservative	16%	
SUPPORT FOR PC		25%
#securethefuture	1%	
#conservative	3%	
#cpc	10%	
#trudeaumustgonow	5%	
#idontstandwithtrudeau	1%	
#votetrudeauout	5%	
Support for People Party of Canada		22%
#voteppc	22%	
Support for NDP		7%
#ndp	7%	

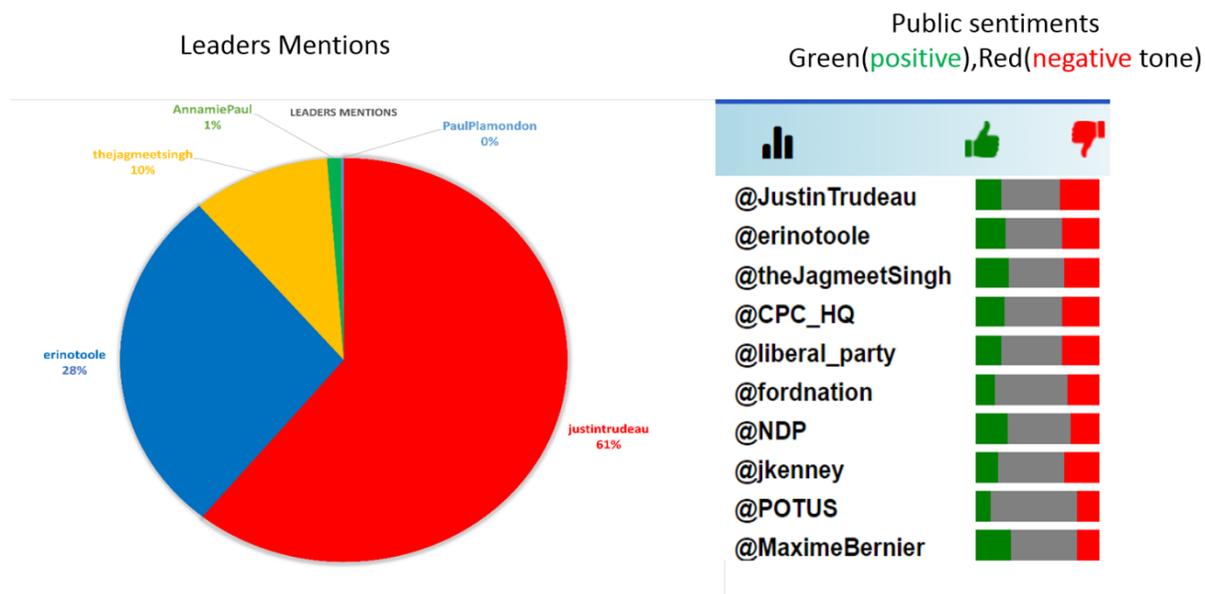
Table 2 issues

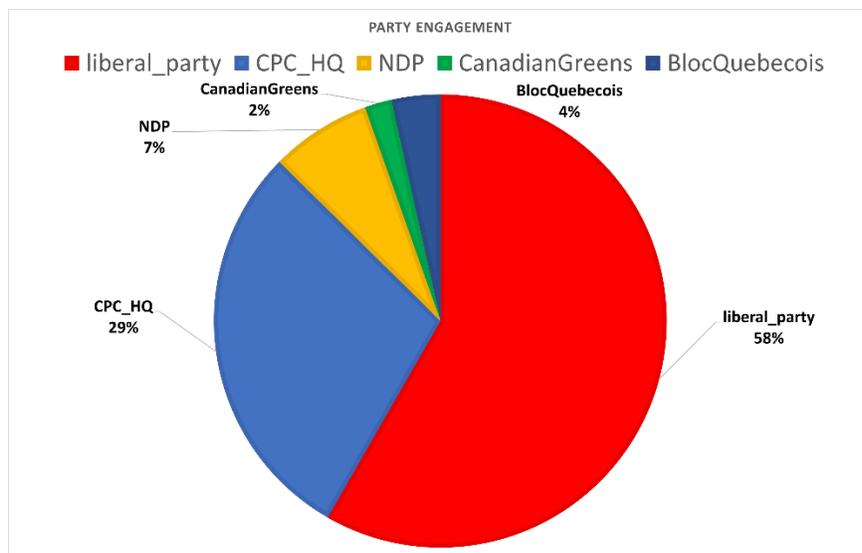


According to twitter activities monitored for the period mentioned above, the total support(issues) for NDP stands at 7% and the PPC at 20-22%. If twitter activities tell a story, it is the sudden change of attitude towards the PPC which has received twitter supports higher than that to NDP and only about 3% less than the PC.

Party Leader	% Of Mentions	Party Mentions	% Of Mentions
Justice Trudeau	61	Liberal Party	58
Erin O’Toole	28	CPC	29
Jagmeet Singh	10	NDP	7
Anamie Paul	1	Canadian Greens	2
Yves-Francois Blanchet	0.5	Bloc Quebecois	4

Table 3 Mentions leaders, parties





2, Issues Identified

“No Vaccine Passport”

- According to twitter activities, voters who demand “No Vaccine Passport Anywhere” seem to see the issue of vaccine passports as a joke. They protested that vaccine passports are unjust, do not work and infringe on our freedom. These tweets have shown growing support for Maxime Bernier and his People’s Party. This support seems to have taken some wind out of Erin O’Toole’s sails. The Novaccinepassport voters have gone as far as saying that pressures for vaccine do amount to crimes against humanity. Some of the tweets have indicated that rhetoric from Maxime Bernier is fueling insane protests.

Climate Action/Climate Change

- The three most mentioned environmental issues are: climate emergency, climate crisis and climate action. Voters are asking for urgent, bold, ambitious climate action now. They recognize that September 20 was the time to make a choice on this issue. The tweets asked that climate action needs to be a priority and expressed concern over O’Toole’s target and the implications to Paris Accord. They advised that climate deniers should not ruin the country and declared their support for climate action with a guarantee of good jobs, saying that the economy and environment are indivisible. A tweet said, “You can’t “Secure the Future” with less #climateaction.”

Vaccine Passport

- Equally committed, Vaccinepassport supporters have claimed through their tweets that they will be voting merely on the basis of this issue. They called for support to Trudeau, saying



“vaccines are here to save lives.” They compared the current COVID problem to a house on fire and urged the PM not to back down. In the same context, twitters are complaining that Erin O’Toole is pampering the NoVaccinePassports, thereby endangering the rest of Canadians

While strong in their position, these twits seem to indicate that the vaccinepassport was being used to split the conservative vote. At the same time, some voters have declared their decision never to vote for PC only because of the Vaccinepassport issue. Some went to the extent of advising the PC leader, “stop courting the antivaccine vote before it is too late.” Others stated that the blame falls squarely on PC leader for allowing antivaccine candidates to run for this party. Antivacciners had been empowered, they said, by Erin O’Toole. .

There were displeased twits that the Prime Minister was a target at a rally, calling the protesters “Far right terrorists.” The PM and NDP leaders received compliments for continuing to condemn the antivacciners. “The time spent travelling, harassing and threatening Justin Trudeau and his details could have been used to make that phone call to set up an appointment for vaccine.” These same antivacciners are haunting everybody's campaign, not just @JustinTrudeau . They will stop at nothing, until governments abandon all efforts to protect anybody from serious disease from Covid-19,” were some of the comments.

Mental Health

- On mental health, it was clear that Canadians are tired waiting on mental health action. While they are relieved to see mental health as an election issue which has been long in coming, they questioned the whole concept of universality when some services are not even covered. According to the twits, Canadians are watching as to which of the leaders will deliver on the mental health commitments and that they expect real action, no longer hopeful declarations.

Housing

- Voters continue to uphold that “*a home is a human right.*” As such, they have used their twits to note their frustrations and to demand action on wide ranging issues, including: homelessness, house rents, evictions, the existing housing crisis and blind bidding which, they observed, was an issue long overdue for action.



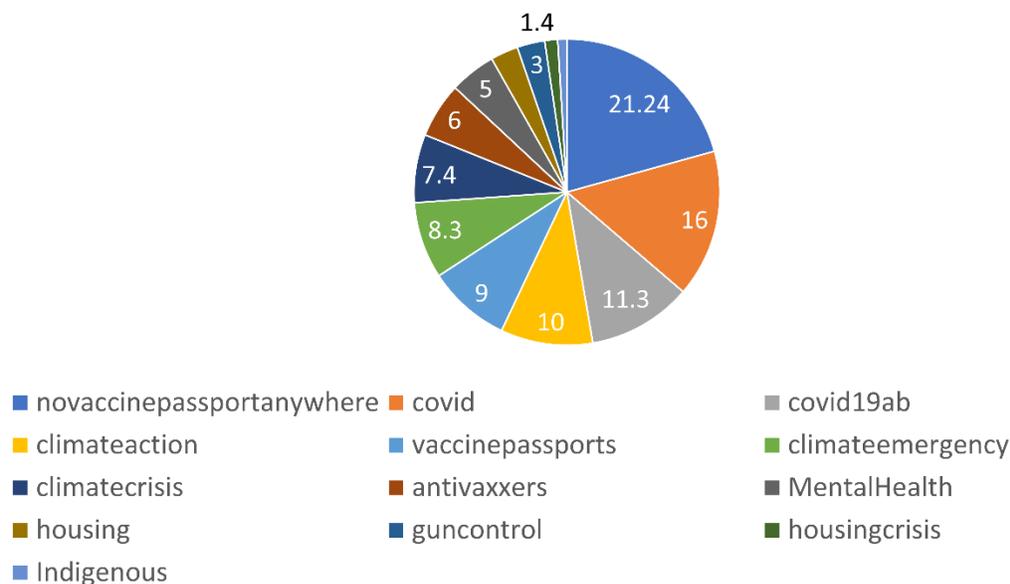
Gun Control:

- Twits on assault weapons were raised as voters complained, “complacency is our enemy.” They protested that no civilian needs an assault, semi-automatic/ automatic weapon in Canada. They urged Canadians to vote smart, taking into consideration such serious issues as gun control.

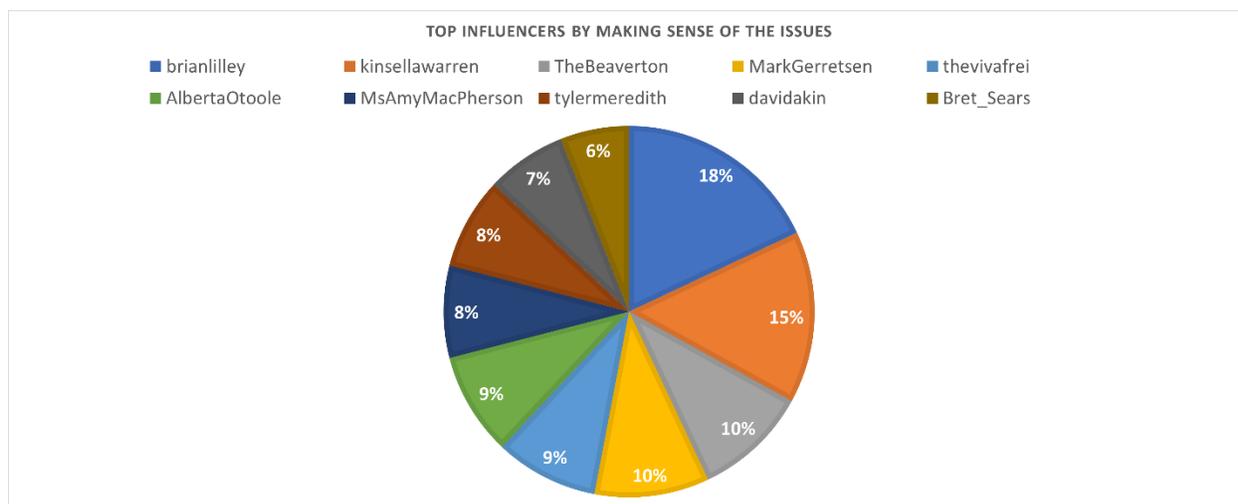
Indigenous People:

- According to the twits, the 2021 election is likely to see a record number of Indigenous candidates. As such, voters are twitting about making “wise choices.” Twits in support of Indigenous people noted that the federal election offers a stark choice on reconciliation. They asked for debates specifically on Indigenous people’s issue and demanded that Indigenous issues be recognized as priority issues, at the top of what Canada needs to focus on going forward. They asked, “To uphold Indigenous rights, provide security, better future for Indigenous children...Reconciliation requires action.” “We call on federal parties to work with Indigenous and marginalized communities to develop targeted policies to improve the health of their members.” Issues ranging from Indigenous children, residential schools, drinking water, reconciliation, survivors were mentioned. The issue of clean water received the most reference in the twits.

Chart Showing Important Issues In 2021 Fedaral Election
(in %)



3, Top Influencers by making sense of the issues: August 29-September 16th



August 29-September 16th

1 @brianlilley (18%)	2 @kinsellawarren (15%)	3 @TheBeaverton (10%)	4 @MarkGerretsen (10%)	5 @thevivafrei (9%)
6 @AlbertaOtoole (9%)	7 @MsAmyMacPherson (8%)	8 @tylermeredith (8%)	9 @davidakin (7%)	10 @Bret_Sears (6%)

Table 4 Influencers

TrendifyLive's announcement and reactions with lots of buzz during #LeadersDebate:

(@TheBeaverton): Top shared content on September 9th

<https://twitter.com/TheBeaverton/status/1436153305827266565>



4, Silent Minority

In its Twitter analysis, TrendifyLive has identified a surprising element. Despite the seriousness of the issue, the urgency for action required and the prevailing realities, marginal voices were lacking. Black Canadians issues, from systemic racism, to housing to mental health, education did not come up as election issue except on few tweets (@Royal_College) out of millions. Though it has been noted by CBC and other media that we black folks disproportionately have been affected by this pandemic, jobs' loss, revenues and suffered with high number of cases.

“The Royal College @Royal_College:

This #elxn44, we call on federal parties to work with #Indigenous and marginalized communities to develop targeted policies to improve the health of their members. Read more:
<https://t.co/rpsFvsYDJ5> #cdnpoli @IPACIndigenous @blackdocscanada”

Let's be visible during the election,
 let's ensure that our voices being heard,
 Let's use twitter as a tool to promote our issues!

Thank you to team members, friends for putting such extra ordinary efforts to go through large data and provide honest feedback to prepare this report on short notice!

“TrendifyLive is not affiliated with any parties whatsoever and would like to wish all candidates a good luck”

TrendifyLive Inc is a high-tech company in Ottawa, Canada. We have been identified by Invest Ottawa, City of Ottawa, Startup Canada, Carleton University, Algonquin College as an innovative team with exciting product. We develop and market TrendifyLive data monitoring and measurement tool that allows clients quickly see ranked and relevant insights/opinions about their reputation on-line and in real time. @AI/machine learning Innovations.

Stay tuned for our next innovation!



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Sample Posts:

Eric Spence @EricSpe43453959 (16)	Say no to #2TierOToole #VoteLiberal #LiberalSurge #NeverVoteConservative #IStandWithTrudeau #cdnpoli #Elxn44
#VoteCPC FireTrudeau @SaveRHomes (4835)	#cdnpoli #NoVaccinePassportsAnywhere #NoClotShot #TrudeauMustGo #CovidFascism @jjhorgan @erinotoole @CPC_HQ @LeslynLewis
Debra Kolb @saysroxy 6090	Excellent response! #LiberalSurge #cdnpoli #ImwithTrudeau #JustinTrudeau @JustinTrudeau #VoteLiberal Get out and vote!!!
Cryptowelie @Cryptowelie1 (71)	Canada lets get rid of this joke! https://t.co/totFdhx043 #VotePPC #cdnpoli #MaximeBernier #TrudeauMustGo #NoVaccinePassportAnywhere
wrathliberator @wrathliberator (52)	@AnnamiePaul If U included a payment to women (or any spouse/partner in a relationship) who stayed home; looked after children/home; community affairs, I would support childcare payments to women who worked; it has to include all women's choices or it isn't truly women's rights now, is it.
Eric Spence @EricSpe43453959 (16)	@theJagmeetSingh #JagmeetSingh wants to split the #VoteLiberal vote and this will be a disaster for everyone. #ErinOtoole in a minority will not defend the Canada Health Act which will result in American style privatized healthcare. #NeverVoteConservative #LiberalSurge
🇨🇦🌸 Chris CAMQ @Christi74006290 (48)	@theJagmeetSingh And that's why you won't get Quebec anglo votes and don't think for a second any Quebec francophones will vote for you! And to think I really liked you. Anglo Quebecers votes are too important to give to someone who doesn't have our back
mr.can (@🇨🇦)usca @MrCanSays (296)	@theJagmeetSingh your plan will never see the light of day, but it may help take away all the things they have now if the Cons win
William Robinson @William86844066 125	@cathmckenna @JustinTrudeau The kind of country we want doesn't include you, Climate Barbie or your former boss who's the most corrupt Crime Minister in our history.
'cartoon' on RedBubble. @pastexpiry (6017)	Not my PM. Available on over 70 products! #stickers #tshirts #pillows #mugs #masks https://t.co/hOOjhSWL1z #CdnPoli #TrudeauMustGo
Heidi 🇨🇦🇺🇸🇨🇦🇺🇸 @HeidiMighty1 (6393)	CPC can't win without corruption. We must overwhelm them at the polls! #VoteLiberal #Elxn44 #Onpoli @mini_bubbly https://t.co/PBvyXw7soa

