Maclean's Election Survey Series ▶▶

2011 Federal Election: the Debates

April 16, 2011   :: Report ::

Methodology

- The online survey was conducted among current members of INNOVATIVE's Canada 20/20 panel on April 13th after the end of the debate and April 14th, 2011.

- The Canada 20/20 Panel is recruited from a wide variety of sources to be representative of the known distribution of Canadians by age, gender, region and language.

- Each survey is administered to a series of randomly selected sub samples of the panel and weighted according to Census data to ensure that the sample is representative of the age, gender, region and language breakdown of the Canadian population to provide results that are intended to approximate a probability sample.

- Each panellist is provided with a unique URL in their invitation so that only invited panel members are able to complete any specific survey. Each URL can only be used to complete one survey.

- The weighted total sample included 1058 responses eligible for inclusion in our analysis including 249 in Quebec. Of this sample, 923 watched the debates including 435 watching the English only, 72 the French only and 192 both.

- An unweighted probability sample of 1058 would have an estimated margin of error of ±2.16 percentage points, 19 times out of 20. The margin of error would be larger within each sub-grouping of the sample.

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Key Findings

- When we measure the leaders against themselves in terms of expectations, Layton did best in English while Ignatieff did best in Quebec. Harper appears to have gained ground in English and lost ground in Quebec. Duceppe was the reverse

- When we measure the leaders against each other, Harper won in English with Layton a clear second while Duceppe won in French.

- Within their voting bases, Harper did the best with his base followed by Duceppe and then Layton.

- Within the base of current Liberal voters, Ignatieff was seen as the winner by just 32% while Layton was seen to win by 21%. Layton also clearly won the Green vote and led Harper in the undecided.
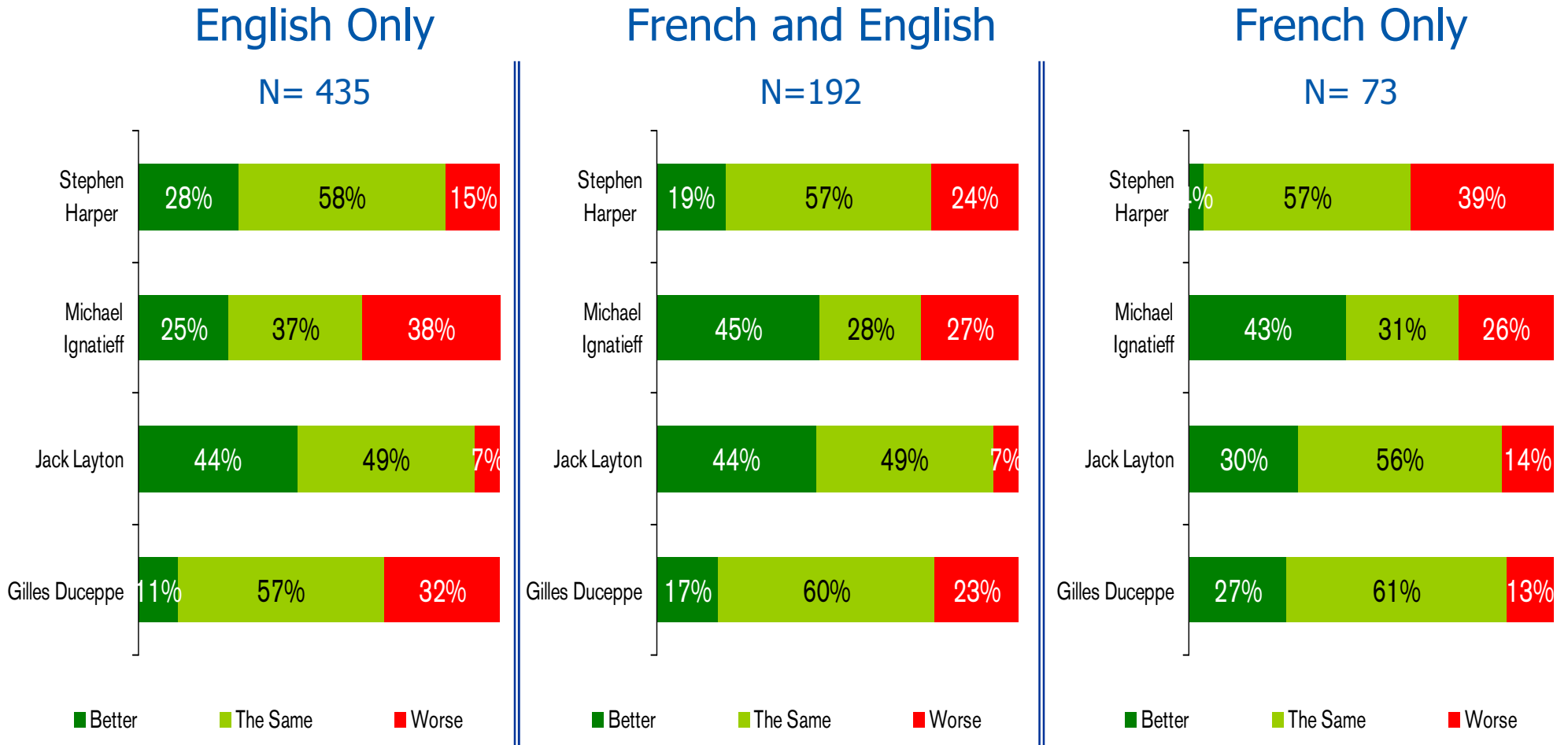
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The Debate

Debate performance against expectations

Q Did INSERT LEADER do better than you expected, worse than you expected or the same as you expected in the debate. BY Which debate panelists watched n=923

English Only
N= 435

	Better	The Same	Worse
Stephen Harper	28%	58%	15%
Michael Ignatieff	25%	37%	38%
Jack Layton	44%	49%	7%
Gilles Duceppe	11%	57%	32%

French and English
N=192

	Better	The Same	Worse
Stephen Harper	19%	57%	24%
Michael Ignatieff	45%	28%	27%
Jack Layton	44%	49%	7%
Gilles Duceppe	17%	60%	23%

French Only
N= 73

	Better	The Same	Worse
Stephen Harper	4%	57%	39%
Michael Ignatieff	43%	31%	26%
Jack Layton	30%	56%	14%
Gilles Duceppe	27%	61%	13%

Legend: ■ Better ■ The Same ■ Worse

Which leader did best by debate watched

Q **In your opinion, which leader did the best in that debate?**

English Only

- Harper: 43%
- Ignatieff: 11%
- Layton: 24%
- Duceppe: 3%
- All did well: 9%
- None: 9%

Both

- Harper: 30%
- Ignatieff: 18%
- Layton: 22%
- Duceppe: 14%
- All did well: 10%
- None: 5%

French Only

- Harper: 7%
- Ignatieff: 11%
- Layton: 16%
- Duceppe: 46%
- All did well: 10%
- None: 10%

Legend: ■ Harper ■ Ignatieff ■ Layton ■ Duceppe ■ All did well ■ None

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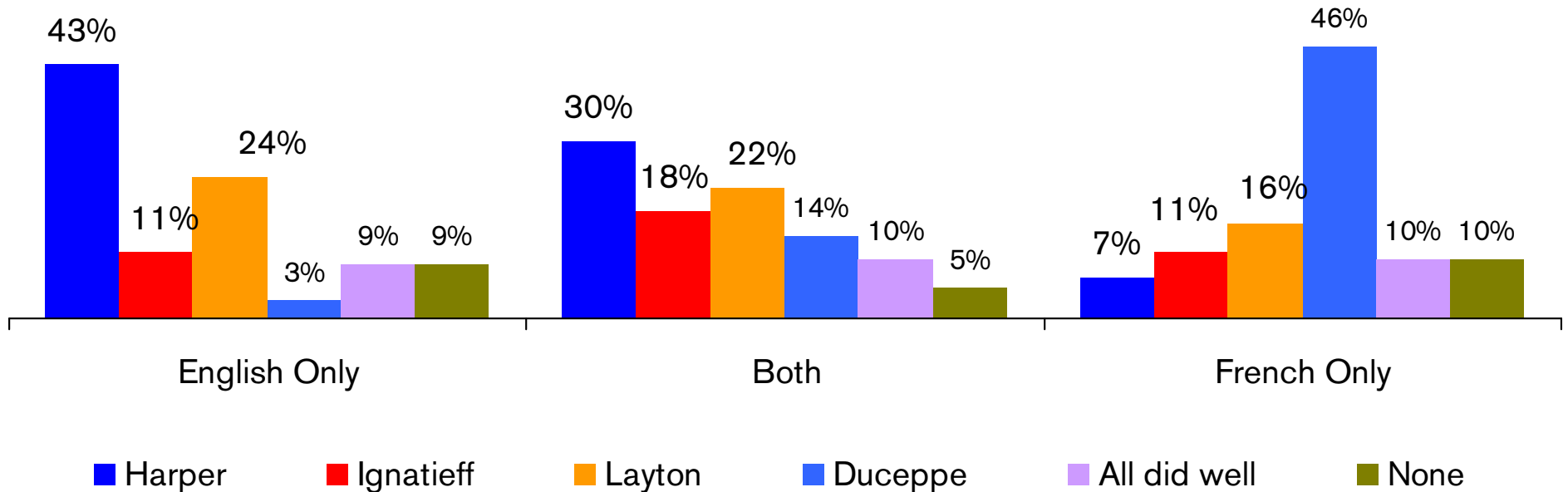
Debate Winner By Current Vote

Q In your opinion, which leader did the best in that debate?

	Conservative	Liberal	NDP	Bloc	Green	Undecided
Harper	78%	4%	5%	2%	7%	17%
Ignatieff	1%	32%	6%	10%	4%	6%
Layton	6%	21%	57%	10%	33%	25%
Duceppe	1%	8%	9%	67%	13%	8%
All did well	6%	15%	10%	6%	7%	12%
No one	9%	20%	13%	6%	36%	33%

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Contact Information

Greg Lyle	***Managing Director*** Direct: 416-642-6429 Email: glyle@innovativeresearch.ca

Innovative Research Group, Inc. | *www.innovativeresearch.ca*

Toronto Office
56 The Esplanade,
Suite 310
Toronto ON | M5E 1A7

Vancouver Office
1055 West Hastings
3rd Floor
Vancouver BC | V6E 2E9

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