

Innovative Research Group, Inc.

www.innovativeresearch.ca

Toronto :: Vancouver



Pre-Election Policy Survey '15: The Battle for Space and Minds



Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from July 24th to July 30th, 2015.
- This online survey of 2,833 Canadians was conducted using both INNOVATIVE's Canada 20/20 national panel (n=1,780) and additional sample provided by Survey Sampling International (n=1,053).
- The Canada 20/20 Panel is recruited from a wide variety of sources to reflect the age, gender, region and language characteristics of the country as a whole.
- The sample is then weighted to ensure that the overall sample's composition reflects that of the actual Canadian population according to Census data and also by party identification for the major parties as estimated in Innovative's telephone research from the last two months.
- Because the sample included oversamples in some smaller provinces, the total weighted sample size was reduced to 2,000.
- INNOVATIVE provides each panellist with a unique URL via an email invitation so that only invited panel members are able to complete the survey and panel members can only complete a particular survey once.
- Since the online survey was not a random probability based sample, a margin of error could not be calculated. The Marketing Research and Intelligence Association prohibits statements about margins of sampling error or population estimates with regard to most online panels.

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

Regions: Where did respondents come from?

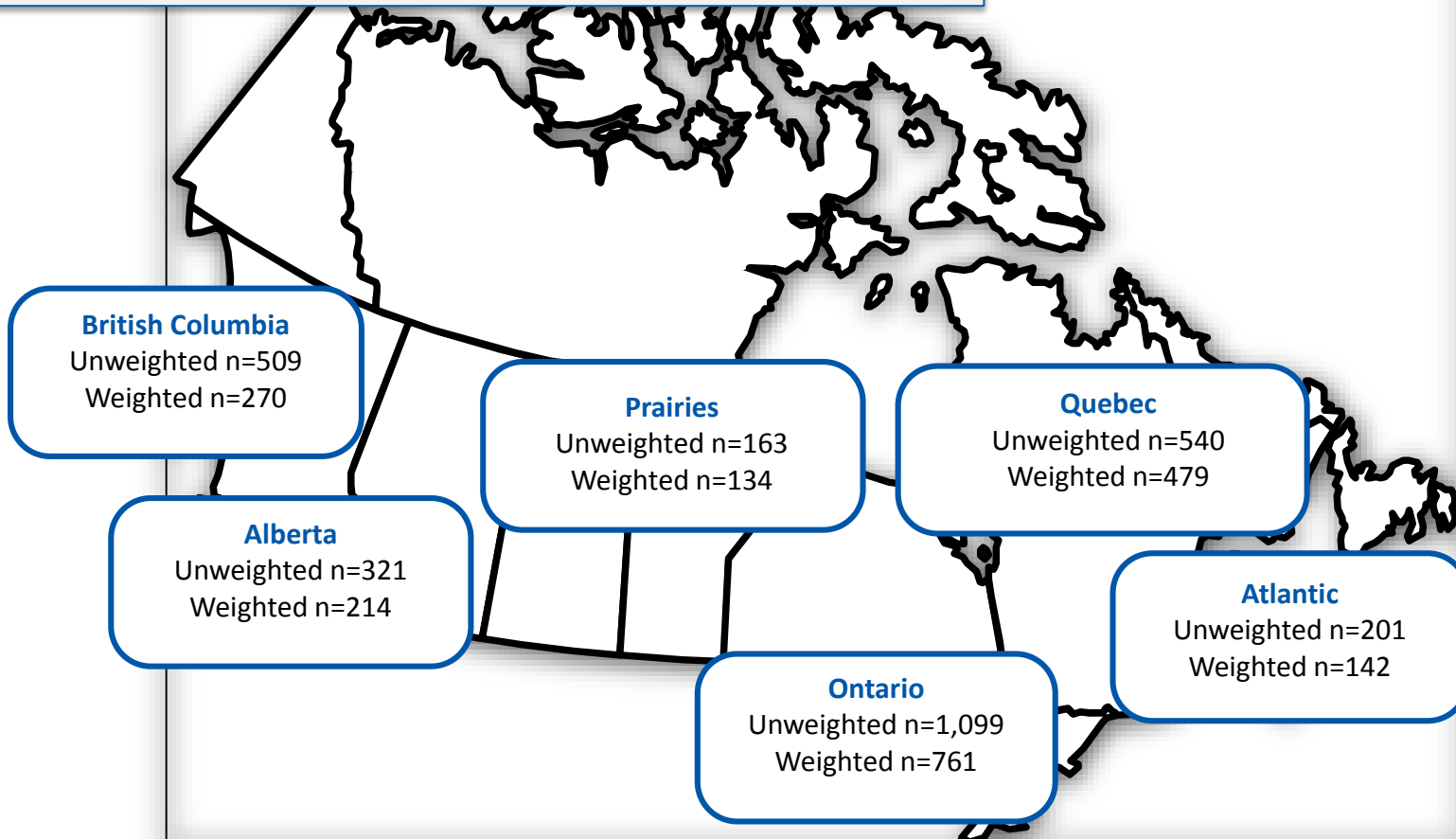
Regional groupings include:

- British Columbia (Yukon)
- Alberta (Northwest Territories)
- Prairie Region (Manitoba, Saskatchewan and Nunavut)
- Ontario
- Quebec
- Atlantic (PEI, New Brunswick, Nova Scotia and Newfoundland & Labrador)

National

Unweighted n=2833

Weighted n=2,000

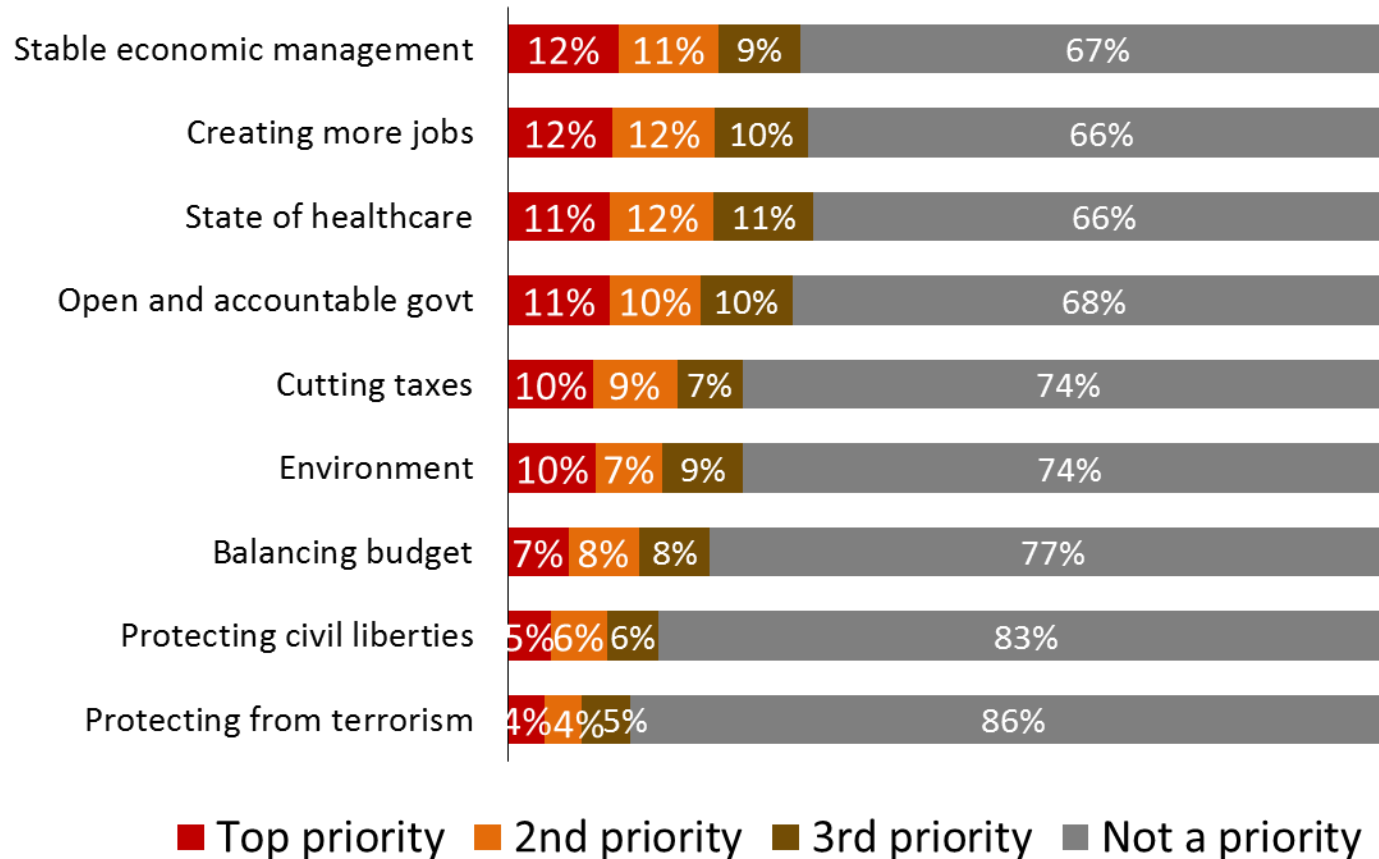


Issue Publics

Economy, jobs and healthcare top priorities

Q

Below are some issues that have been in the news recently in Canada. Please indicate which of these issues is most important, the one you would most like to see the federal political parties and leaders address in the upcoming election campaign...And what is the second-most/third-most important issue that you would like to see the federal political parties and leaders address in the upcoming election campaign?



Lowest Priorities (1st, 2nd and 3rd total)

- Infrastructure: **11%**
- Post-secondary education: **10%**
- Crime: **9%**
- Senate scandals: **8%**
- Not interfering with provinces: **4%**
- QC sovereignty: **3%**

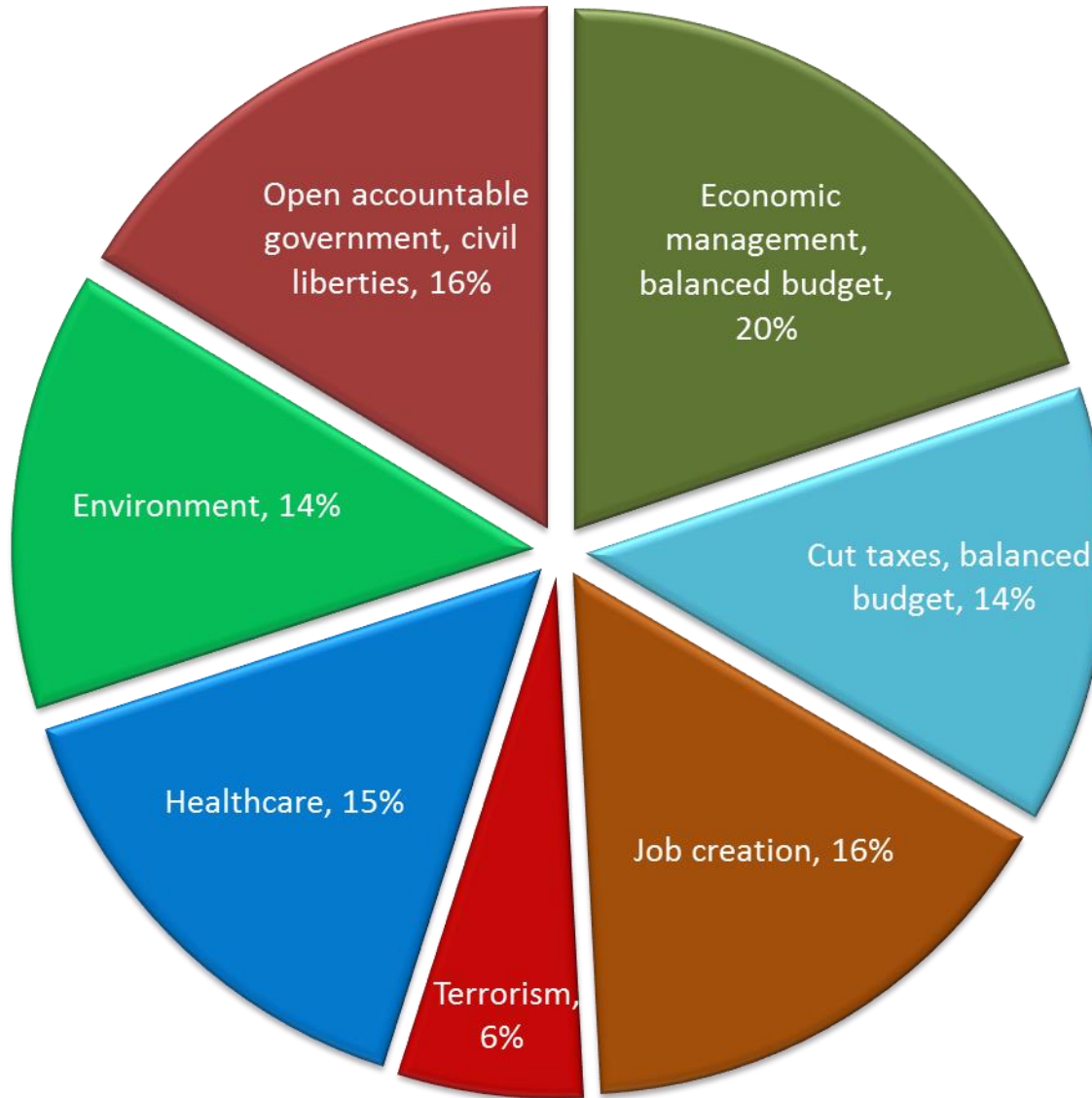
Examining Issue Publics through Cluster Analysis

- *Cluster analysis* is a tool to group people who share similar views together. In this case, we are group people together who have similar views regarding which issues are more important than others.
- We divide Canadians into seven different *issue publics* based on which of the following 15 issues they chose as their top issue:
 - *The need for stable economic management*
 - *Creating more jobs for Canadians*
 - *Balancing the federal budget*
 - *Cutting taxes*
 - *Protecting Canadians from terrorism*
 - *Protecting Canadians' civil liberties*
 - *The state of the Canadian healthcare system*
 - *Post-secondary education in Canada*
 - *Quebec sovereignty*
 - *Not interfering with the provincial governments' work*
 - *Scandals in the Senate*
 - *Open and accountable government*
 - *Dealing with crime*
 - *Protecting the environment*
 - *Building new infrastructure*
 - *Or something else*

Issue Publics



Cluster by Issue- Those who consider an issue their “top priority”



Among Issue Publics, CPC leads on budget and taxes; Libs ahead on accountable govt, healthcare and job creation; NDP on environment



Party ID by Issue Public

Party ID	Economic management, balanced budget	Cut taxes, balanced budget	Job creation	Terrorism	Healthcare	Environment	Open accountable government, civil liberties
CPC	37%	32%	22%	42%	17%	9%	16%
Liberal	19%	18%	26%	16%	28%	21%	29%
NDP	13%	13%	17%	16%	18%	26%	18%
Bloc	3%	3%	4%	6%	5%	8%	3%
Unaligned	20%	28%	27%	18%	26%	19%	25%
Green/Other	7%	5%	4%	3%	7%	17%	8%

For Decided Vote: CPCs favored for economy, terrorism; NDP favored for jobs, health, environment, accountability



Decided Vote by Issue Public

Decided Vote	Economic management, balanced budget	Cut taxes, balanced budget	Job creation	Terrorism	Healthcare	Environment	Open accountable government, civil liberties
CPC	48%	45%	28%	50%	20%	10%	15%
Liberal	23%	25%	30%	19%	31%	21%	29%
NDP	21%	20%	35%	20%	39%	49%	46%
Bloc	4%	5%	4%	8%	5%	6%	3%
Green	4%	5%	3%	2%	4%	14%	6%
Other	1%	0%	0%	1%	1%	1%	2%

Party Image

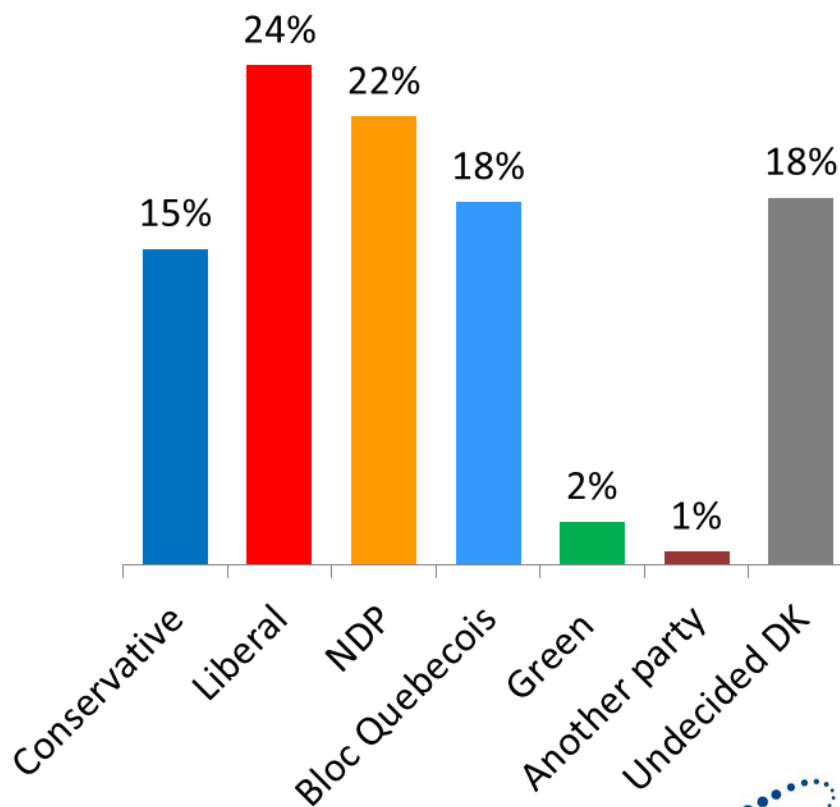
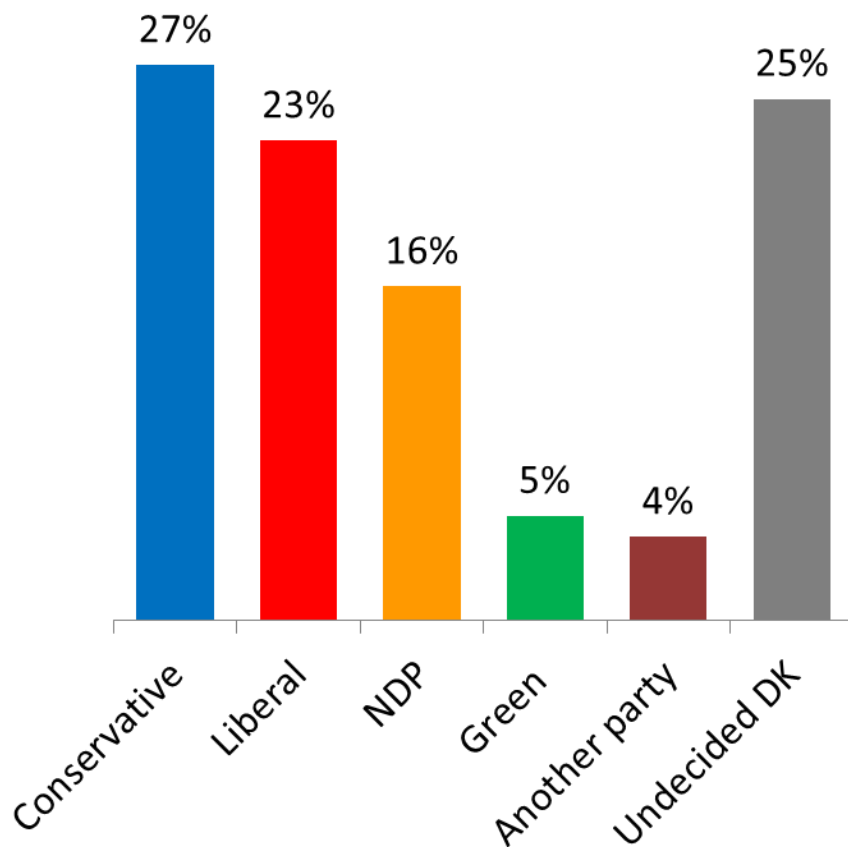
Party ID: Conservatives have strongest ID in ROC, Liberals strongest in Quebec despite NDP vote strength



Thinking about federal politics, generally speaking do you think of yourself as a...

Rest of Canada

Quebec

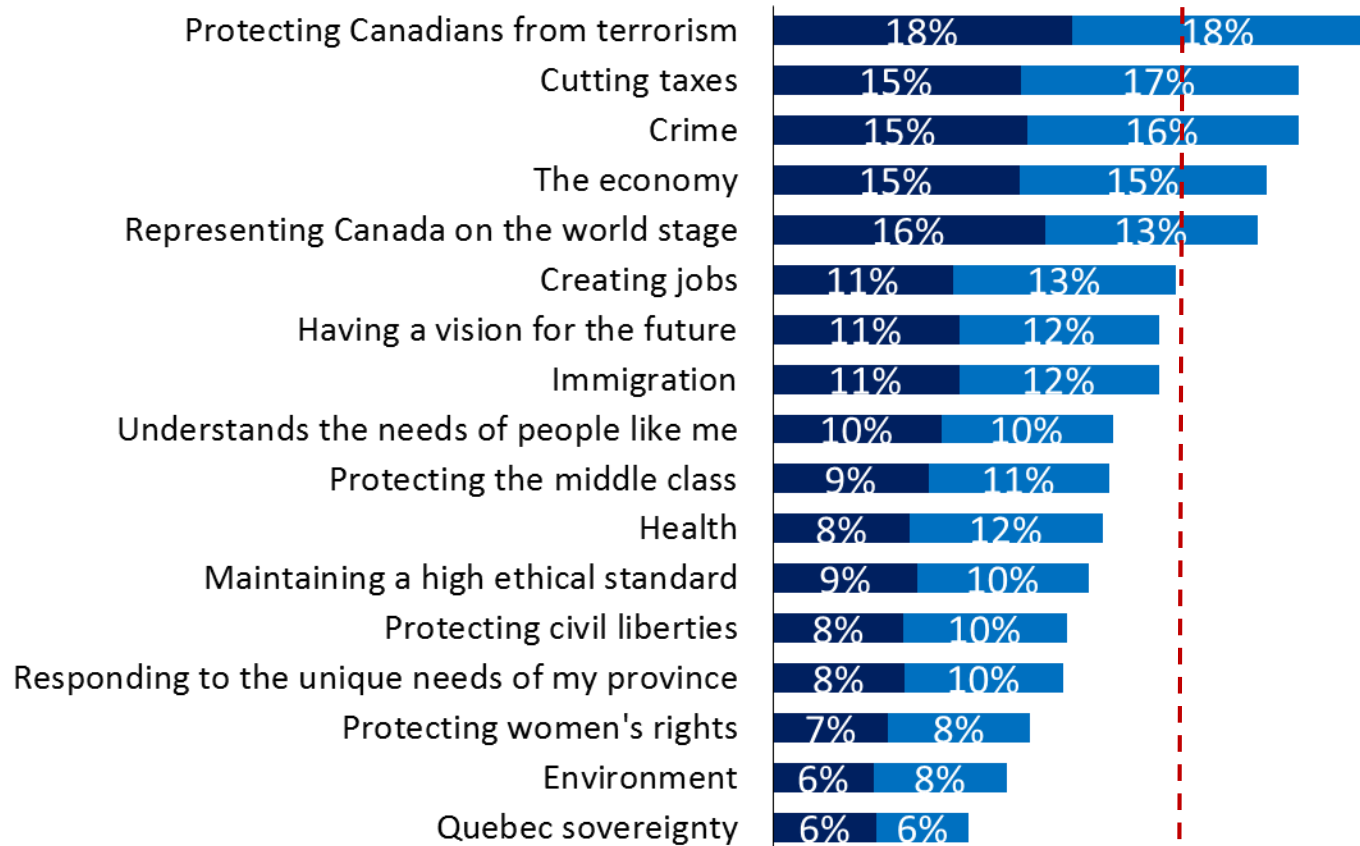


Note: 'Would not vote' (3%) not shown

Conservatives seen as best party on terrorism, tax cuts, crime, economy and representing Canada abroad



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Conservatives**



Conservative ID: 24%

■ Conservative much better

■ Conservative somewhat better

Factor Analysis: CPC Attributes

- *Protecting women's rights*
- *Environment*
- *Protecting civil liberties*
- *Maintaining a high ethical standard*
- *Health*
- *Understanding the needs of people like me*
- *Protecting the middle class*
- *Responding to the unique needs of my province*

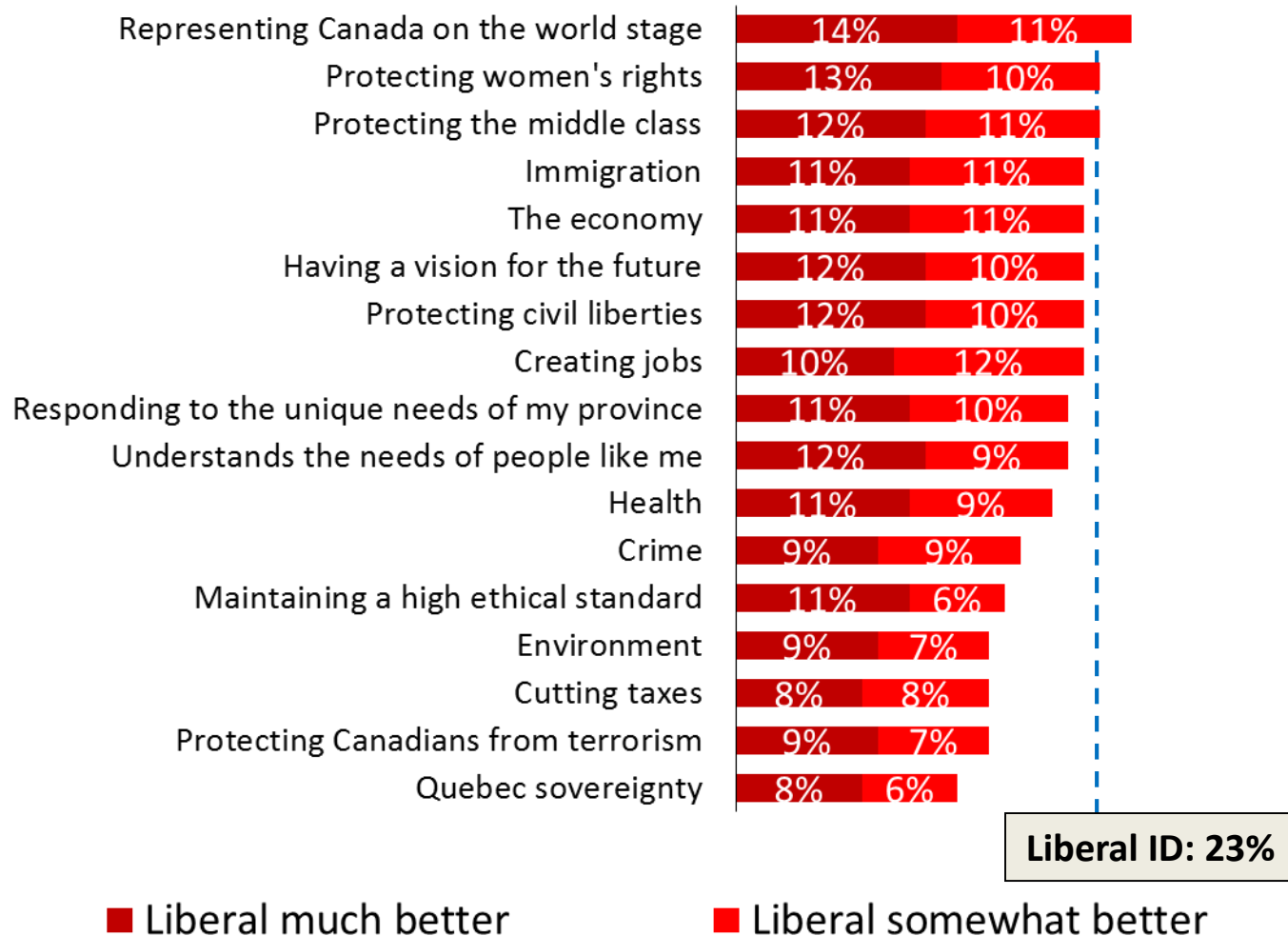


- *Protecting Canadians from terrorism*
- *Crime*
- *Economy*
- *Representing Canada on the world stage*
- *Immigration*

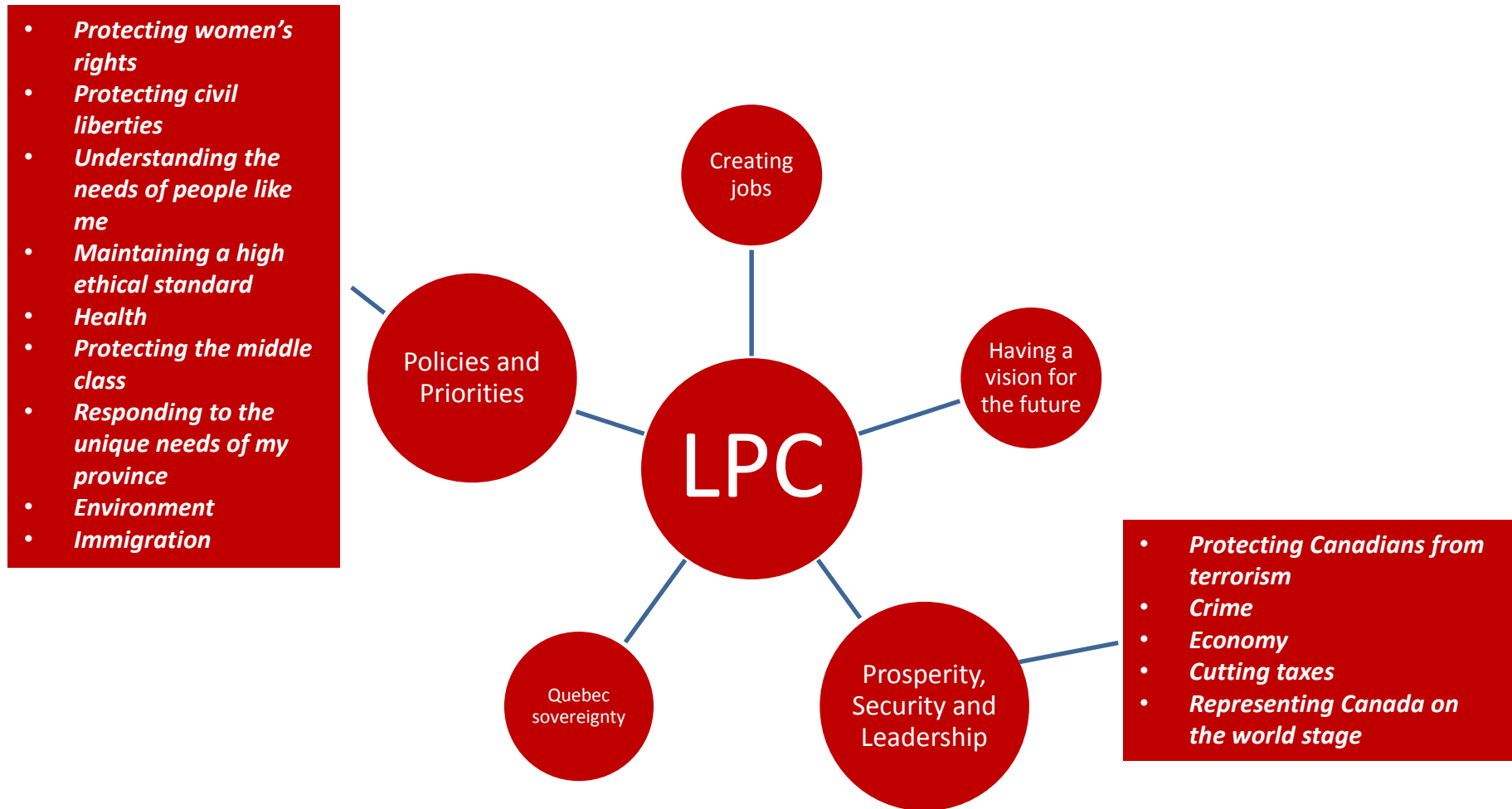
Liberals strongest on world stage, women's rights and middle class, underperforming on most measures

Q

Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Liberals**

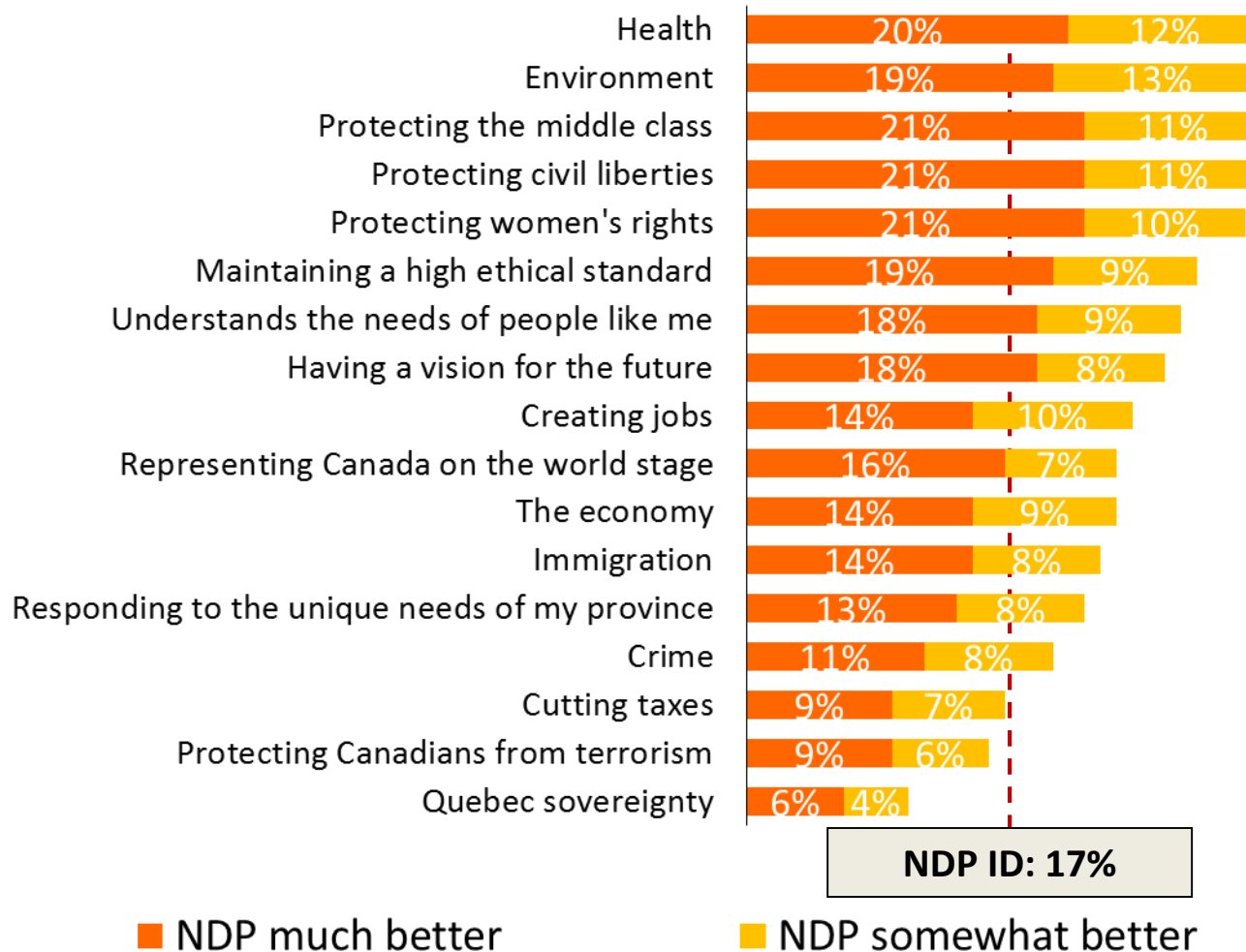


Factor Analysis: Liberal Attributes

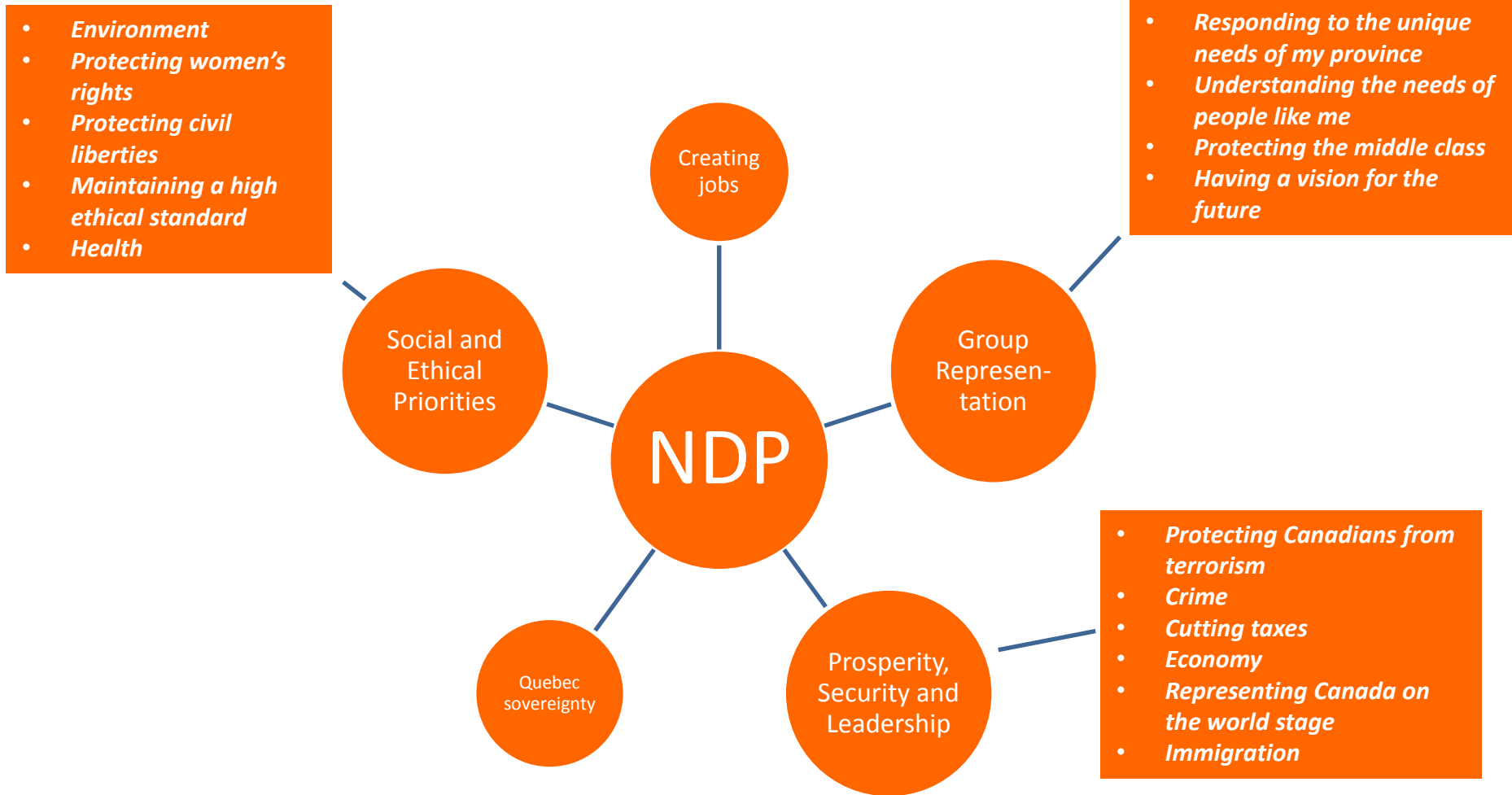


NDP seen as strongest as health, environment, middle class, civil liberties; outperforming ID on every issue

Q Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **New Democratic Party**



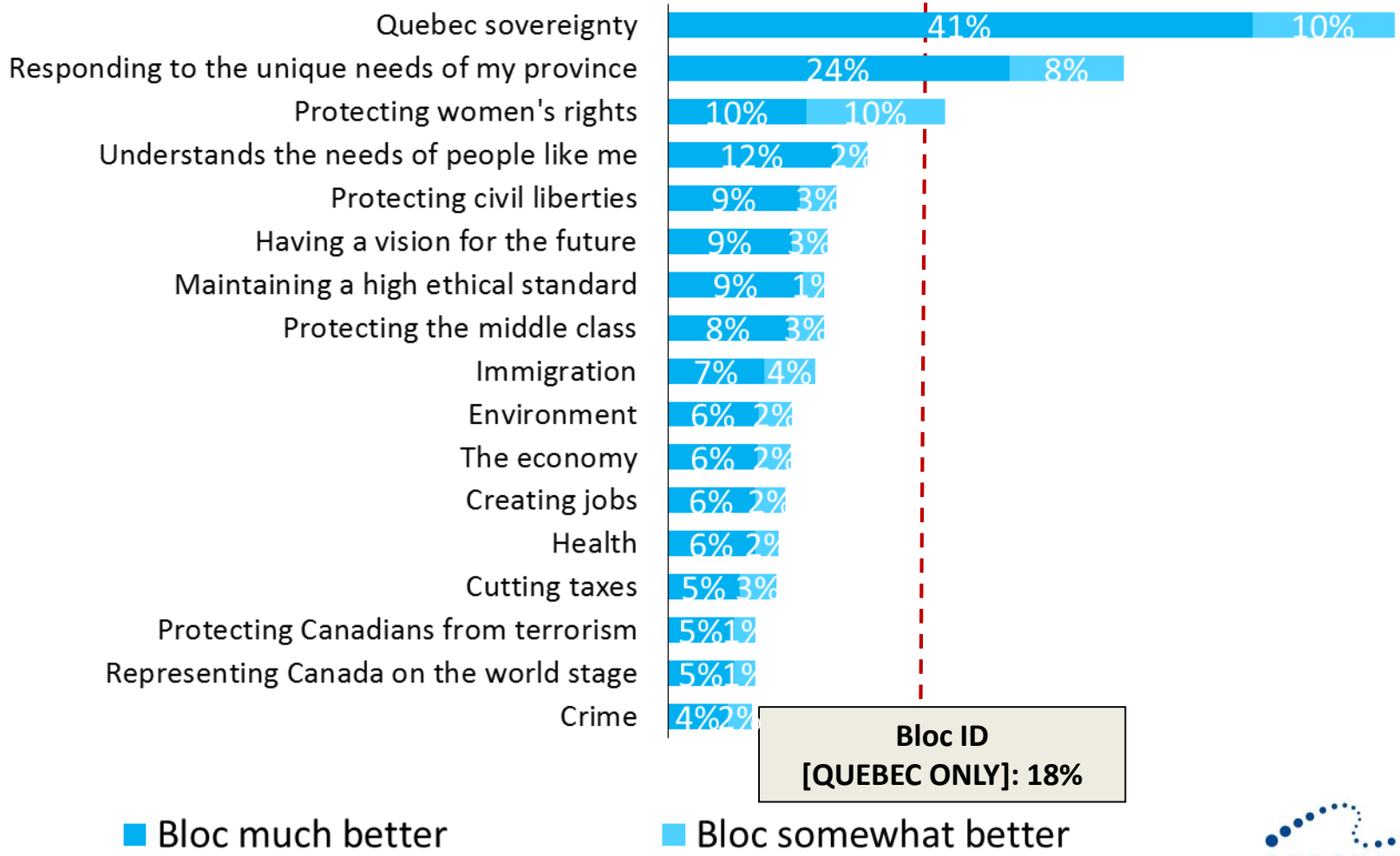
Factor Analysis: NDP Attributes



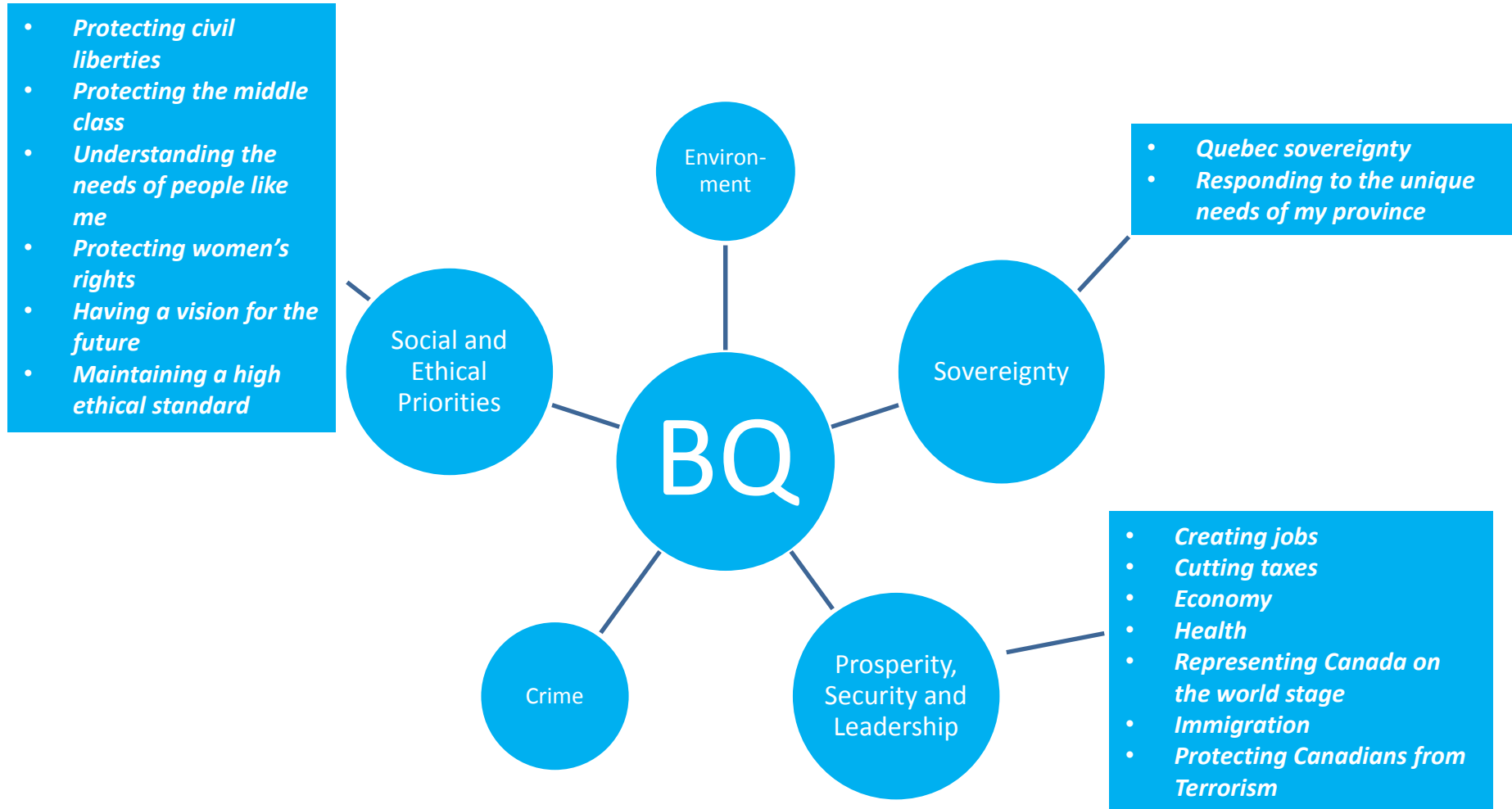
Bloc performing better on sovereignty, responding to unique needs of province, women's rights



Now we are going to provide you with a list of issues. For each of these issues, please tell me which party you think would do a much better job or a somewhat better job of dealing with that issue or if you think none of the parties would do a good job on that issue. How about...? **Bloc Quebecois [QUEBEC ONLY]**



Factor Analysis: BQ Attributes



Impact of Issue Publics and Values on Vote

Which way do the people who care about these issues vote?

Issue Priority, Stable economy: CPC win out for priority voters on “create equal opportunity”, NDP on “redistribute wealth”

Issue Matrix: Stable economic management								
Issue priority: Stable economic management			Total (column %)	Party Best- Economy (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: Is the main role of government...	Create equal opportunity	67%	53%	17%	13%	2%	16%
		Don't know	10%	24%	9%	8%	2%	58%
		Redistribute wealth	23%	18%	29%	34%	3%	16%
	Total		100%	42%	19%	17%	2%	20%
Not a priority	Key Value: Is the main role of government...	Create equal opportunity	51%	35%	22%	20%	2%	20%
		Don't know	13%	12%	11%	14%	6%	58%
		Redistribute wealth	35%	12%	28%	37%	3%	19%
	Total		100%	24%	23%	26%	3%	25%
Total	Key Value: Is the main role of government...	Create equal opportunity	56%	42%	20%	17%	2%	18%
		Don't know	12%	15%	11%	12%	4%	58%
		Redistribute wealth	31%	14%	28%	37%	3%	18%
	Total		100%	30%	22%	23%	3%	23%

Issue Priority, Stable economy: CPC ahead for priority voters on “profit teaches values”, NDP on “profit brings out the worst”

Issue Matrix: Stable economic management								
Issue priority: Stable economic management			Total (column %)	Party Best- Economy (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: Which of the following statements comes closest to your view?	Profit system brings out worst	30%	18%	25%	32%	4%	22%
		Don't know	17%	25%	16%	10%	1%	48%
		Profit system teaches values	53%	62%	17%	11%	1%	9%
	Total	100%	42%	19%	17%	2%	20%	
Not a priority	Key Value: Which of the following statements comes closest to your view?	Profit system brings out worst	44%	14%	27%	35%	4%	21%
		Don't know	19%	10%	18%	19%	2%	51%
		Profit system teaches values	37%	43%	21%	17%	3%	17%
	Total	100%	24%	23%	26%	3%	25%	
Total	Key Value: Which of the following statements comes closest to your view?	Profit system brings out worst	40%	15%	26%	35%	4%	21%
		Don't know	18%	15%	17%	16%	2%	50%
		Profit system teaches values	42%	51%	19%	14%	2%	14%
	Total	100%	30%	22%	23%	3%	23%	

Issue Priority, Creating Jobs: NDP better party for priority voters who value “redistribution”, CPC lead on “equal opportunity”

Issue Matrix: Creating Jobs								
Issue priority: Creating Jobs			Total (column %)	Party Best- Creating Jobs (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: Is the main role of government...	Create equal opportunity	56%	31%	22%	21%	3%	23%
		Don't know	13%	12%	11%	14%	2%	60%
		Redistribute wealth	31%	12%	29%	35%	3%	21%
	Total		100%	23%	23%	24%	3%	27%
Not a priority	Key Value: Is the main role of government...	Create equal opportunity	57%	36%	18%	19%	2%	25%
		Don't know	12%	13%	14%	11%	3%	58%
		Redistribute wealth	32%	10%	28%	38%	3%	21%
	Total		100%	25%	21%	24%	2%	28%
Total	Key Value: Is the main role of government...	Create equal opportunity	56%	34%	19%	20%	2%	24%
		Don't know	12%	13%	13%	12%	3%	59%
		Redistribute wealth	31%	11%	28%	37%	3%	21%
	Total		100%	24%	21%	24%	3%	28%

Issue Priority, Creating Jobs: CPC better for priority voters on “profit system teaches values”, NDP win on “brings out the worst”

Issue Matrix: Creating Jobs								
Issue priority: Creating Jobs			Total (column %)	Party Best- Creating Jobs (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: Which of the following statements comes closest to your view?	Profit system brings out worst	38%	12%	30%	35%	3%	20%
		Don't know	20%	9%	12%	15%	3%	61%
		Profit system teaches values	42%	40%	22%	18%	2%	18%
	Total		100%	23%	23%	24%	3%	27%
Not a priority	Key Value: Which of the following statements comes closest to your view?	Profit system brings out worst	41%	9%	25%	36%	3%	27%
		Don't know	17%	15%	17%	16%	2%	50%
		Profit system teaches values	42%	44%	18%	16%	3%	19%
	Total		100%	25%	21%	24%	2%	28%
Total	Key Value: Which of the following statements comes closest to your view?	Profit system brings out worst	40%	10%	26%	36%	3%	25%
		Don't know	18%	13%	15%	16%	2%	54%
		Profit system teaches values	42%	43%	19%	17%	3%	19%
	Total		100%	24%	21%	24%	3%	28%

Issue Priority, Health: NDP lead among priority/public need, but CPC close among “ability to afford” respondents most concerned

Issue Matrix: Health								
Issue priority: Health			Total (column %)	Party Best- Health (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	34%	28%	22%	30%	1%	18%
		Don't know	10%	10%	6%	17%	3%	64%
		Public need	56%	10%	22%	47%	2%	20%
	Total	100%	16%	21%	38%	2%	24%	
Not a priority	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	39%	33%	19%	24%	1%	24%
		Don't know	14%	13%	13%	14%	2%	57%
		Public need	47%	15%	23%	39%	3%	20%
	Total	100%	22%	20%	30%	2%	27%	
Total	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	37%	31%	20%	26%	1%	22%
		Don't know	12%	12%	11%	15%	2%	59%
		Public need	50%	13%	23%	42%	2%	20%
	Total	100%	20%	20%	32%	2%	26%	

Issue Priority, Cutting Taxes: CPC holds wide lead among concerned who would cut taxes

Issue Matrix: Cutting Taxes								
Issue priority: Cutting Taxes			Total (column %)	Party Best- Cutting Taxes (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: If you had to choose, would you cut taxes, increase taxes, or...	Cut Taxes	59%	38%	17%	15%	5%	24%
		Don't know/same level	38%	23%	18%	14%	2%	44%
		Increase taxes	3%	43%		21%	7%	29%
	Total		100%	33%	17%	15%	4%	32%
Not a priority	Key Value: If you had to choose, would you cut taxes, increase taxes, or...	Cut Taxes	15%	41%	16%	16%	2%	25%
		Don't know/same level	62%	30%	15%	15%	2%	37%
		Increase taxes	22%	27%	18%	17%	2%	36%
	Total		100%	31%	16%	16%	2%	35%
Total	Key Value: If you had to choose, would you cut taxes, increase taxes, or...	Cut Taxes	27%	39%	17%	16%	4%	25%
		Don't know/same level	56%	29%	15%	15%	2%	38%
		Increase taxes	17%	28%	17%	17%	2%	35%
	Total		100%	32%	16%	15%	3%	34%

Issue Priority, Balancing Budget: CPC outperforms on both “ability to afford” and “public need” among those most concerned

Issue Matrix: Balancing Budget								
Issue priority: Balancing Budget			Total (column %)	Party Best- Economy (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	59%	60%	12%	11%	0%	17%
		Don't know	10%	24%	20%	7%	2%	47%
		Public need	31%	36%	22%	22%	2%	18%
	Total	100%	49%	16%	14%	1%	20%	
Not a priority	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	31%	43%	20%	21%	1%	15%
		Don't know	13%	12%	11%	11%	4%	61%
		Public need	56%	17%	28%	31%	4%	20%
	Total	100%	24%	23%	25%	3%	24%	
Total	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	37%	49%	17%	17%	1%	16%
		Don't know	12%	14%	13%	10%	4%	59%
		Public need	50%	19%	27%	30%	4%	20%
	Total	100%	30%	22%	23%	3%	23%	

Issue Priority, Civil Liberties: NDP are far ahead among those who consider civil liberties a priority

Issue Matrix: Civil Liberties								
Issue priority: Protecting civil liberties			Total (column %)	Party Best- Protecting civil liberties (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: Security vs. Civil Liberties	Security	12%	26%	26%	31%	5%	13%
		Don't know	5%	33%	11%	17%	6%	33%
		Civil liberties	83%	7%	23%	53%	2%	16%
	Total		100%	10%	22%	48%	2%	17%
Not a priority	Key Value: Security vs. Civil Liberties	Security	34%	31%	21%	27%	3%	19%
		Don't know	17%	11%	15%	17%	2%	55%
		Civil liberties	50%	14%	24%	36%	5%	20%
	Total		100%	19%	22%	30%	4%	26%
Total	Key Value: Security vs. Civil Liberties	Security	30%	30%	21%	27%	3%	19%
		Don't know	15%	12%	15%	17%	2%	54%
		Civil liberties	55%	12%	24%	40%	4%	19%
	Total		100%	18%	22%	33%	3%	24%

Issue Priority, Terrorism: Already strong CPC lead widens among those who consider terrorism a priority

Issue Matrix: Protecting Canadians from Terrorism								
Issue priority: Protecting from Terrorism			Total (column %)	Party Best- Protecting from Terrorism (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: Which of the following statements about the military is closest...	Send troops even if no direct interest	30%	75%	10%	7%	2%	6%
		Don't know	22%	35%	13%	11%	2%	39%
		Only send troops if threat to national interest	47%	62%	11%	13%	2%	11%
	Total		100%	60%	11%	11%	2%	16%
Not a priority	Key Value: Which of the following statements about the military is closest...	Send troops even if no direct interest	34%	38%	18%	16%	2%	26%
		Don't know	20%	20%	11%	12%	2%	55%
		Only send troops if threat to national interest	46%	32%	18%	16%	3%	31%
	Total		100%	32%	17%	15%	2%	34%
Total	Key Value: Which of the following statements about the military is closest...	Send troops even if no direct interest	34%	43%	17%	15%	2%	24%
		Don't know	20%	23%	11%	12%	2%	52%
		Only send troops if threat to national interest	46%	36%	17%	16%	3%	28%
	Total		100%	36%	16%	15%	2%	32%

Issue Priority, Infrastructure: priority voters who think govt spending should be based on public need far more likely to think NDP has best vision for future

Issue Matrix: Infrastructure								
Issue priority: Infrastructure			Total (column %)	Party Best- vision for future (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	35%	42%	26%	14%	1%	17%
		Don't know	10%	9%	23%	9%		59%
		Public need	55%	13%	29%	43%	2%	14%
	Total	100%	23%	27%	29%	1%	19%	
Not a priority	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	38%	39%	18%	20%	3%	20%
		Don't know	13%	12%	12%	13%	4%	59%
		Public need	50%	14%	28%	33%	5%	21%
	Total	100%	23%	22%	25%	4%	26%	
Total	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	37%	40%	19%	19%	3%	20%
		Don't know	12%	12%	13%	13%	3%	59%
		Public need	50%	14%	28%	34%	4%	20%
	Total	100%	23%	23%	26%	3%	25%	

Issue Priority, Post-secondary education: NDP lead among those with “public need” values, CPC close with “ability to afford”

Issue Matrix: Post-secondary education								
Issue priority: Post-secondary education			Total (column %)	Party Best- Protecting Middle Class (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	27%	30%	20%	33%	9%	7%
		Don't know	15%	14%	17%	21%	3%	45%
		Public need	59%	12%	22%	41%	4%	21%
		Total	100%	17%	21%	36%	6%	21%
Not a priority	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	38%	34%	21%	26%	2%	17%
		Don't know	12%	13%	11%	13%	3%	60%
		Public need	49%	12%	28%	40%	3%	17%
		Total	100%	21%	23%	31%	3%	22%
Total	Key Value: When governments make major decisions concerning spending, should it be based on...	Ability to afford	37%	34%	21%	26%	3%	16%
		Don't know	12%	13%	12%	14%	3%	58%
		Public need	50%	12%	27%	40%	3%	17%
		Total	100%	20%	23%	32%	3%	22%

Issue Priority, Crime: nearly 6-in-10 “tough on crime” prioritizers think CPC are better on the issue

Issue Matrix: Crime								
Issue priority: Crime			Total (column %)	Party Best- Crime (row %)				
				Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	Key value: If the government introduces new policies to deal with crime, should it...	More on getting tough on crime	44%	58%	14%	9%	1%	19%
		Don't know	20%	14%	19%	3%		64%
		More on causes of crime	37%	36%	19%	13%	4%	27%
	Total		100%	41%	17%	9%	2%	31%
Not a priority	Key value: If the government introduces new policies to deal with crime, should it...	More on getting tough on crime	27%	50%	15%	12%	1%	21%
		Don't know	10%	24%	10%	11%	1%	54%
		More on causes of crime	63%	23%	22%	23%	2%	29%
	Total		100%	31%	19%	19%	2%	30%
Total	Key value: If the government introduces new policies to deal with crime, should it...	More on getting tough on crime	28%	51%	15%	12%	1%	20%
		Don't know	11%	23%	11%	10%	0%	55%
		More on causes of crime	61%	24%	22%	23%	2%	29%
	Total		100%	32%	19%	18%	2%	30%

Issue Priority, Accountable govt: NDP leads at maintaining ethics among those who think open and accountable govt is a priority

Issue Matrix: open and accountable government						
Issue priority: Open and accountable govt	Total (column %)	Party Best- maintaining high ethical standard				
		Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	32%	9%	19%	38%	3%	31%
Not a priority	68%	24%	16%	23%	4%	33%
Total	100%	19%	17%	28%	3%	33%

Issue Priority, Environment: NDP best on environment for those who think it's a priority issue

Issue Matrix: environment						
Issue priority: environment	Total (column %)	Party Best- environment				
		Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	26%	5%	18%	39%	3%	35%
Not a priority	74%	17%	16%	29%	2%	35%
Total	100%	14%	17%	32%	2%	35%

Issue Priority, Senate Scandals: those who view “scandal” as priority more likely to think NDP best at maintaining high ethical standard

Issue Matrix: senate scandal						
Issue priority: Senate scandal	Total (column %)	Party Best- maintaining high ethical standard				
		Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	8%	14%	23%	26%	3%	34%
Not a priority	92%	19%	17%	28%	3%	32%
Total	100%	19%	17%	28%	3%	33%

Issue Priority, Not interfering with province: among priority voters, Bloc best for “responding to unique needs of my province”

Issue Matrix: responding to unique needs of province [ALL CANADA]						
Issue priority: not interfering with provinces	Total (column %)	Party Best- responding to unique needs of province				
		Conservatives better	Liberals better	NDP Better	Bloc Better	Other/None Better
Priority	4%	11%	19%	13%	34%	23%
Not a priority	96%	18%	20%	21%	7%	34%
Total	100%	18%	20%	21%	8%	33%



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For more information, please contact:

Greg Lyle

Managing Director

Innovative Research Group Inc.

56 The Esplanade, Suite 310

Toronto ON | M5E 1A7

(t) 416-642-6429

(f) 416-640-5988

(e) glyle@innovativeresearch.ca

www.innovativeresearch.ca