



Title: Thomas Mulcair Background #1

Sponsor: Conservative Party
Target: New Democratic Party

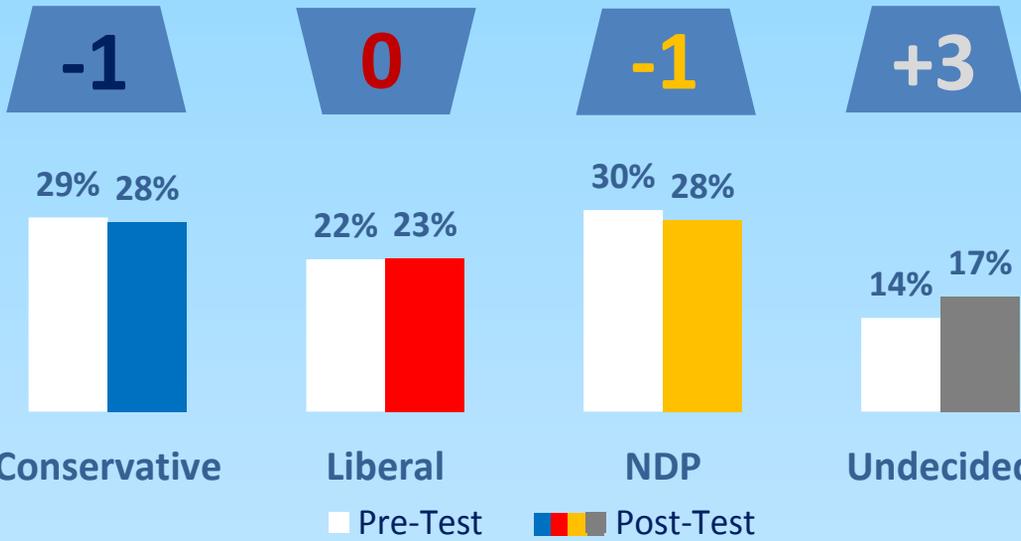
Source statement by Mulcair reveals new details about employment offered to him...

A hiring committee discusses Thomas Mulcair, focusing on the length of his time in politics, an alleged bribe and severance from the National Assembly, among other issues.



Vote Impact:

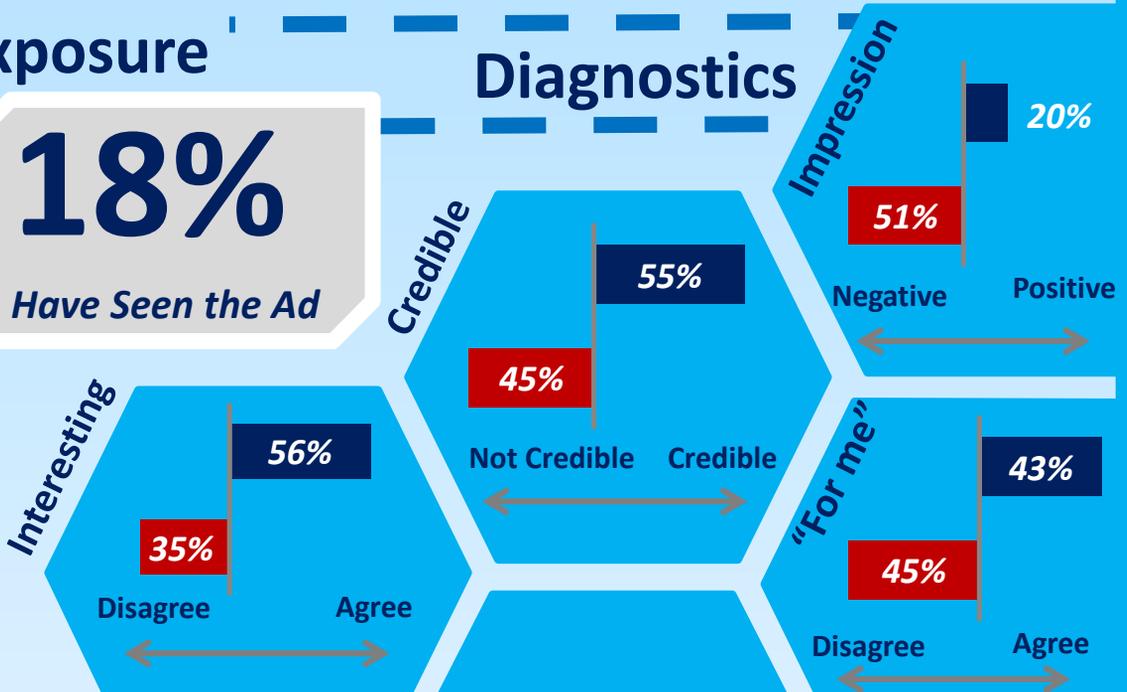
Among those who have never seen the ad



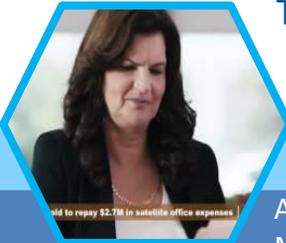
Exposure



Diagnostics



Ad scores legend:
 = Diagnostic score
 = Sponsor vote impact
 = Target vote impact



Title: Thomas Mulcair Background #2

Sponsor: Conservative Party
Target: New Democratic Party

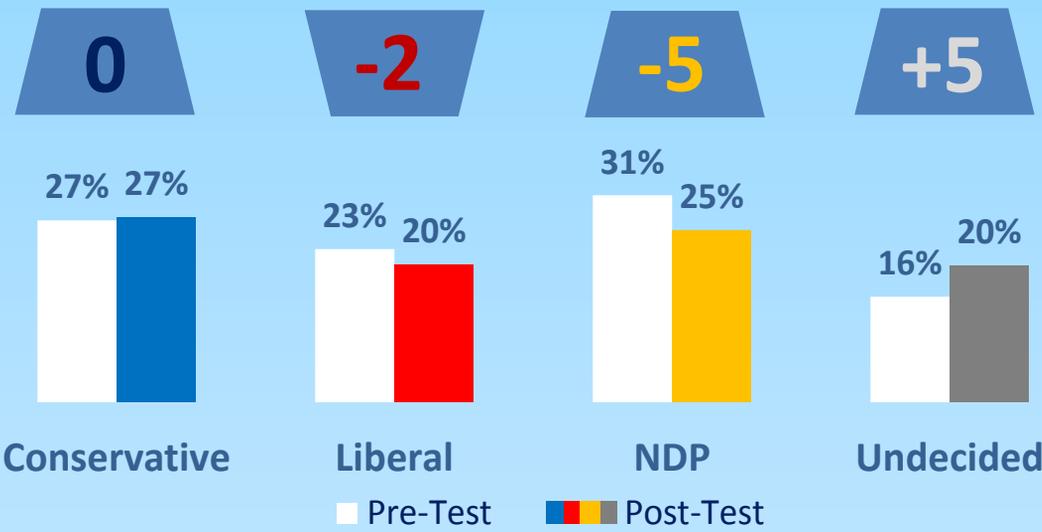
A hiring committee discusses Thomas Mulcair, focusing on the NDP's alleged use of tax dollars to pay for political offices, and Mulcair's previous defamation lawsuit.



Ad scores legend:
 = Diagnostic score
 = Sponsor vote impact
 = Target vote impact

Vote Impact:

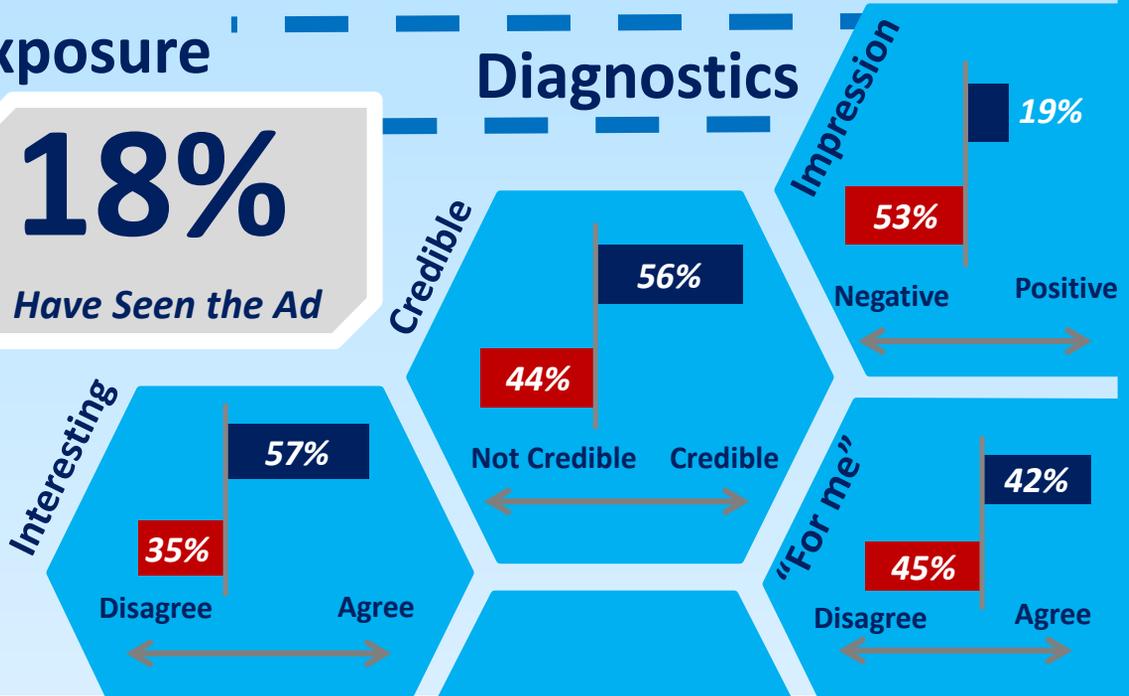
Among those who have never seen the ad



Exposure



Diagnostics





Title: Ready

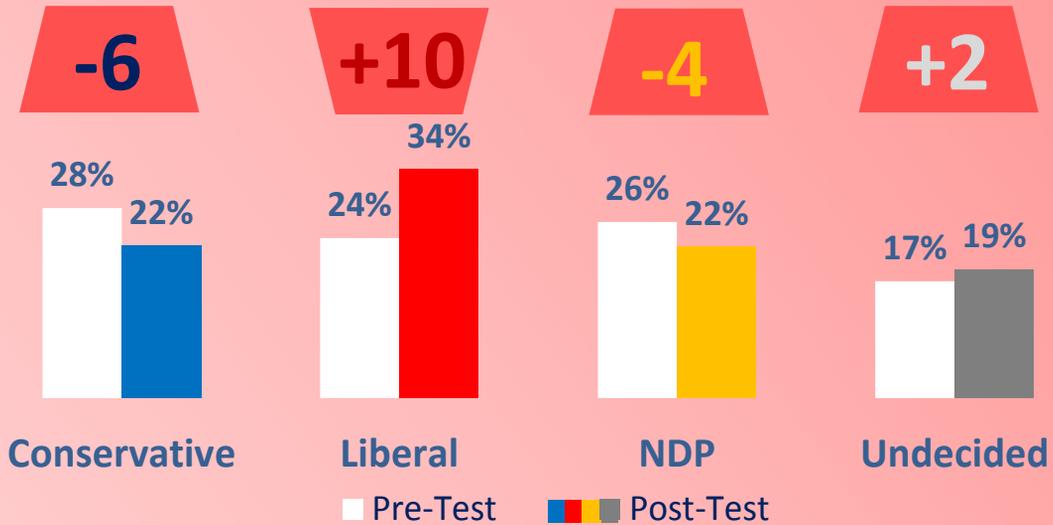
Sponsor: Liberal Party
Target: Conservative Party

Justin Trudeau speaks to directly to the camera addressing the Conservative claim he is not "ready" and criticizing the Conservative government's economic record



Vote Impact:

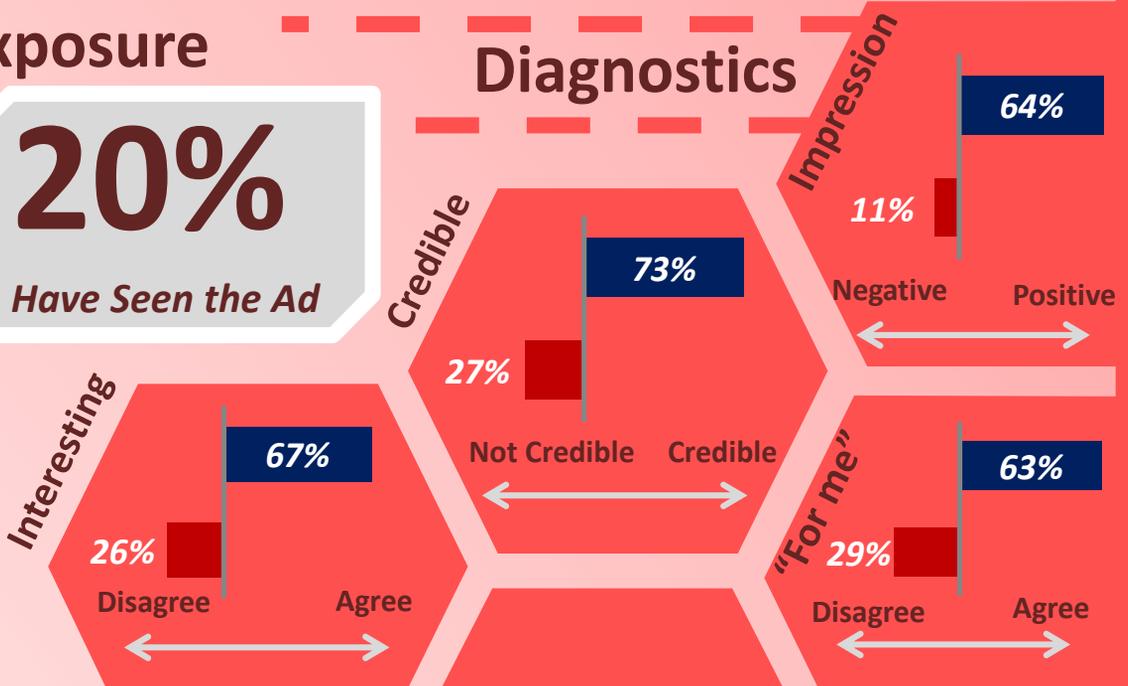
Among those who have never seen the ad



Exposure



Diagnostics



Ad scores legend:



= Diagnostic score



= Sponsor vote impact



= Target vote impact

Cheat sheet: Understanding Innovative's ad test results

Ad scores:

The ad scores are overall measures of the quality and impact of each ad. Three scores are reported for each ad: diagnostics, sponsor impact, and target impact (if applicable). Each score runs on a scale from a minimum possible score of -100 to a maximum of +100.

Diagnostics score:

calculated as the total of all net scores, rescaled to be out of 100. A perfect score would mean everyone gave a positive response on every diagnostic.

Sponsor/target impact:

the share of other parties' voters that the sponsor or target party gained minus the share of their own voters that they lost.

Ad score legend

Pre-post tests

The pre and post test questions are asked before and after each respondent sees their first ad. With 200 respondents per ad, this means the pre-post tests start with an N of 200 each. This sample size is reduced because we only include people who say they haven't seen the ad before in our analysis.

Vote impact: The change in vote for a party from pre to post. For example if the Liberals go from 25% to 30% their vote impact is +5

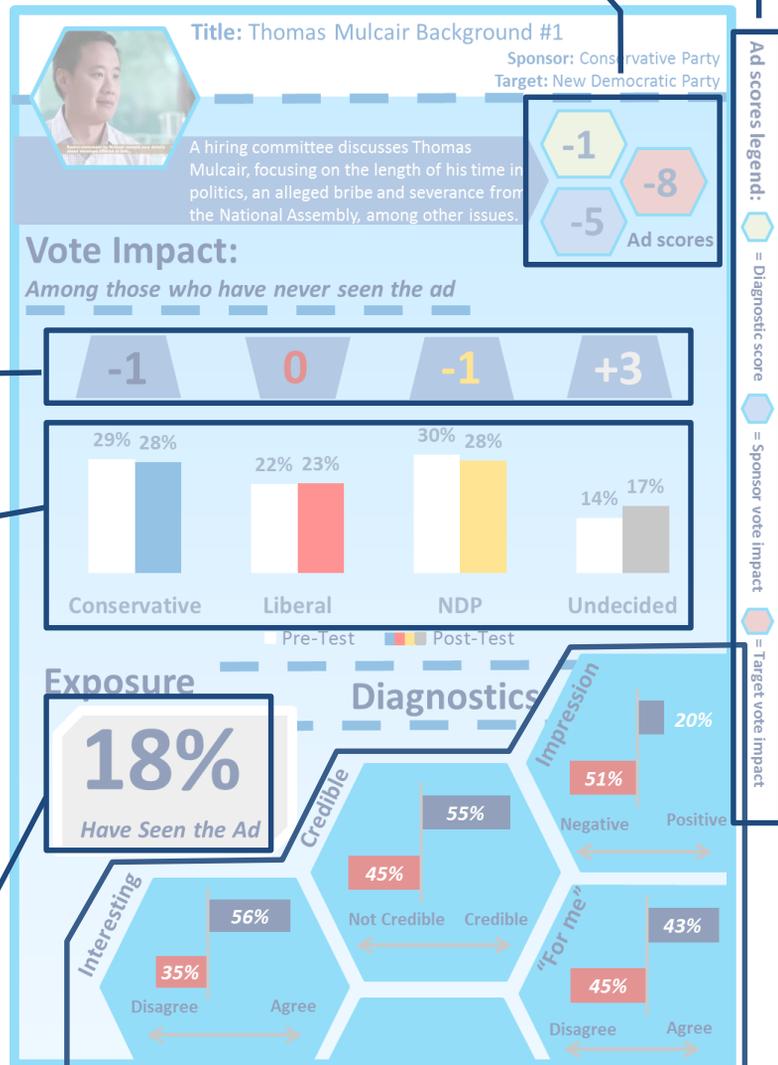
Pre/post vote: These graphs show the vote for each party on both the pre test and post test among the random subsample of 200 voters who viewed each ad (but said they had not seen it before).

Exposure

Out of the 600 total respondent who viewed the ad, what percentage said that they had seen it before the survey. Those who had are excluded from the pre/post test.

Diagnostics

Each respondent sees 3 ads in total and answers a series of diagnostic questions about each one. With an N of 200 per ad this means that 600 answer the diagnostic questions for each ad. These graphs show the percentage of positive and negative responses for each of the main diagnostic questions: Agree/disagree: This ad contains interesting information; How credible is the ad?; What was your overall impression (positive/negative)?; and Agree/Disagree: This ad was made for someone like me.



Ad scores legend:
 -1 = Diagnostic score
 -5 = Sponsor vote impact
 -8 = Target vote impact