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FEDERAL ELECTION ONLINE AD TESTING

Testing Political Ads

Political ads serve two key purposes; they can motivate the sponsor party's supporters to vote and they can persuade target voters to vote for the sponsor party. Ads accomplish these goals through two mechanisms; they can "prime" or raise awareness of something people already know or feel that gives the sponsor party an advantage over its competitors or the ads can "persuade" by providing new information or framing existing information in a new light to change how people feel about the sponsor party and/or its opponents.

Do political ads really work? Answering that question involves addressing two key challenges:

- You need to examine reactions according to voters' initial views. The views voters hold before they see an ad influence how voters see that ad. Generally the supporters of a party are predisposed to like that party's ads and not to like the ads of parties they oppose. Unaligned voters may be open to several parties. To assess the effectiveness of ads, you need to control for voters' initial attitudes.

- Whether people say they like an ad or not really doesn't matter. What does matter is if the ad moves the numbers. However, if people have already seen the ads, the effect of the ad will already be factored in to initial attitudes. So we need to find people who have not already seen the ad and see how they respond.

We will use the following approach to test political ads throughout the campaign:

- First, we will identify the respondents initial views including Party Identification, their current vote and how respondents feel about the leaders and time for a change. These are our pre questions.
- We will show them an ad.
- We will ask if they have seen the ad before and what they feel about that ad. We call these diagnostic questions.
- We will re-ask their vote preference and how respondents feel about the leaders and time for a change. These are our post questions.
- We will show several others ads and ask if they have seen the ad before and what they feel about that ad to increase the sample size for the diagnostic questions.

The key test is whether people who are seeing the ad for the first time change their responses on the pre/post test. Does the ad "move the numbers". We then use the diagnostic questions to understand why the numbers are moving.

It is important to understand that an ad can make a positive difference to a campaign even if people say they don't like it. For instance, people may say they don't like an ad that provides negative information about another party, but if they feel the information is credible and informative, it can still move the numbers.

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Methodology

- This report is part of INNOVATIVE's ongoing research to test election ads during the 2015 federal election campaign.

- The results in this report are from two waves of our ad testing survey, one conducted online among 600 randomly-selected Canadian citizens or permanent residents 18 years or older, between August 4th and August 8th 2015 and a second conducted between July 28th and July 31st, 2015 among 1412 respondents.

- Respondents were shown 3 ads in a random order and answered diagnostic questions about each one. For the first ad a respondent saw a pre-post test on vote, leader attributes, and a "time for a change" attitude was also administered.

- In total 2000 respondents have been surveyed since July 28th, with each respondent seeing 3 ads out of the 10 ads tested to date.

- *The sample has been weighted using Statistics Canada's 2011 Census data to reflect actual demographic breakdown of the Canadian population.*

- The goal of the survey was to see if the ads "moved the numbers". We use T-tests to measure whether the post-test values improved from the pre-test measures.

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.*

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Measuring Impact: Significance testing though T-tests

What is a T-test?

A paired-sample "t-test" is a statistical test that compares the means of two variables across the whole sample. In this instance, we are comparing the means between the pre- and post-campaign agreement for each of the key attitudes including social permission.

T-tests are used in this study to determine whether a change in response to the same questions asked at two different times (e.g. assessment of key performance attributes) are statistically significant. In other words, we are trying to determine whether a change in opinion is caused by chance sampling variation or is likely to exist in the population.

In terms of formal testing, a significance value of 0.05 or 0.1 is generally used to determine whether or not there is a relationship between variables. At 0.05, the relationship is significant at a confidence level of 95% or 19 times out of 20 and a 0.1 level of significance is at a confidence level of 90% or 9 times out of 10.

Impact of Ads on vote. These results shows the change from before seeing each ad to afterwards in the combined vote share for each main party.
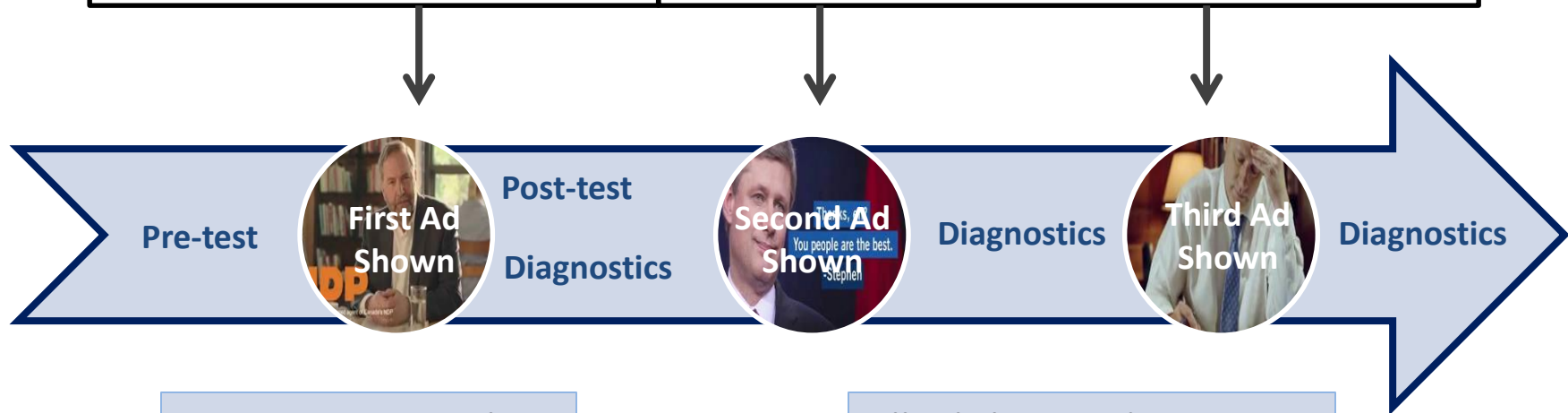
Impact of Ads on "time for a change". These results shows the change from before seeing each ad to afterwards in the net level of agreement with the "time for a change" attitude.

Impact of Ads on leader attributes. These results shows the change from before seeing each ad to afterwards in the percentage of respondents who pick each leader on each leadership attribute.

Note: Pre-Post changes in red are significantly different from 0 at a 95% confidence level. Net support in blue are significantly different from 0 at a 90% confidence level.

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Measuring Impact: Significance testing though T-tests

Ad Pool

| One ad are randomly selected to show first | Two more ads randomly selected to show afterwards |

Pre-test → **First Ad Shown** → Post-test Diagnostics → **Second Ad Shown** → Diagnostics → **Third Ad Shown** → Diagnostics

Pre-post test results have a sample size of 200 as this test is asked only on the first ad shown.

All ads have a diagnostic sample size of 600 as each respondent provides diagnostics for each ad they view.

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ADS TESTED

AD 1 – NDP
"Bring Change to Ottawa"

AD 2 – Liberal
"True Story"

AD 3 – Liberal
"Enjoying the playoffs"

Thanks, eh?
You people are the best.
-Stephen

JUSTIN TRUDEAU
JUST NOT READY

Working Canadian

The Harper Conservatives:
y won't be there for you.
NotThereForYou.ca

AD 5 – CPC
"Proven Leadership"

AD 4 – CPC
"The Interview"

AD 7 – Working Canadians
"Middle Class" (Radio)

AD 6 – Engage Canada
"Neglect"

AD 10 – Liberal
"Ready"

AD 8 – CPC
"Thomas Mulcair Background 1"

AD 9 – CPC
"Thomas Mulcair Background 2"

Sworn statement by Mulcair reveals new details about envelope offered to him...

IPs told to repay $2.7M in satellite office expenses

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Summary of Diagnostic Results
All respondents

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Summary – Diagnostics

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*(net scores)	Ad 6 Engage Canada Neglect	Ad 1 NDP Bring Change	Ad 2 Liberal True Story	Ad 3 Liberal Enjoying the Playoffs?	Ad 4 CPC The Interview	Ad 5 CPC Proven Leadership	Ad 7 Working Can. Middle Class	Ad 8 CPC "Mulcair BG 1"	Ad 9 CPC "Mulcair BG 2"	Ad 10 Liberal "Ready"
Diagnostics										
Impression	-9%	58%	41%	-4%	-19%	23%	-27%	-32%	-34%	53%
Credibility	33%	58%	45%	57%	10%	24%	17%	9%	12%	45%
Interesting information	34%	42%	41%	48%	1%	7%	10%	21%	22%	41%
Someone like me	22%	37%	-7%	35%	-11%	-2%	-1%	-3%	-4%	34%
Total net diagnostic score	**+81**	**+195**	**+120**	**+136**	**-20**	**+53**	**-1**	**-5**	**-4**	**+173**
Perceived Vote impact — Liberal	8%	-2%	7%	6%	-7%	-3%	-11%	10%	8%	29%
Conservative	-36%	-21%	-13%	-38%	-18%	-7%	-22%	-18%	-13%	-21%
NDP	15%	29%	4%	12%	8%	3%	15%	-16%	-15%	-11%
Exposure % who have seen/heard ad	20%	26%	24%	8%	72%	21%	17%	18%	18%	20%

Pre-Post Summary
Respondents who haven't seen the ad

Note: Pre-Post changes **in red** are significantly different from 0 at a 95% confidence level. Net support **in blue** are significantly different from 0 at a 90% confidence level.

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Vote Summary
by those who haven't seen the ad

Q If a federal election were held today, which party would you vote for?

In order to understand how ads affect voter decision, combined vote was asked of 200 respondents before and after watching/listening to the ad. The net change in vote preference ID is shown below, with statistically significant results highlighted in blue and red.

Change in Combined Vote (post minus pre)	Ad 6 Engage Canada "Neglect"	Ad 1 NDP "Bring Change"	Ad 2 Liberal "True Story"	Ad 3 Liberal "Enjoying the Playoffs?"	Ad 4 CPC "The Interview"	Ad 5 CPC "Proven Leadership"	Ad 7 Working Can. "Middle Class"	Ad 8 CPC "Mulcair BG 1"	Ad 9 CPC "Mulcair BG 2"	Ad 10 Liberal "Ready"
Conservative	-4	-6	-3	-2	+7	+1	-2	-1	0	-6
Liberal	+1	-1	+1	+1	-7	-2	-2	0	-2	+10
NDP	+2	+6	+2	-1	-4	0	+4	-1	-5	-4
Undecided/WNV	+2	+5	+1	+2	+4	+1	+1	+3	+5	+2
Impact on Agree: Time-for-Change (post minus pre)	-2	+2	+5	-1	-4	-3	0	+2	-1	+4

Leadership Attributes Summary
by those who haven't seen the ad

Q Now we would like to read you a list of different words or phrases that describe some political leaders. For each word or phrase, please indicate who it BEST describes.

[values shown as a percentage point change between pre-and post test]

Numbers shown depict change from pre to post test		Ad 6 Engage Canada Neglect	Ad 1 NDP Bring Change	Ad 2 Liberal True Story	Ad 3 Liberal Enjoying the Playoffs?	Ad 4 CPC The Interview	Ad 5 CPC Proven Leadership	Ad 7 Working Can. Middle Class	Ad 8 CPC "Mulcair BG 1"	Ad 9 CPC "Mulcair BG 2"	Ad 10 Liberal "Ready"
Harper	Cares	-4	+1	+2	-2	+1	+3	-1	+3	+3	-3
	Competent	-1	+1	+1	-3	+5	+4	+1	-1	-1	-2
	For the middle class	0	-3	-2	-2	+3	+1	0	-2	-1	-6
Trudeau	Cares	0	-8	+2	+1	+1	+2	-1	+1	+1	+6
	Competent	+1	-4	-2	+1	+2	-1	+3	+1	+1	+6
	For the middle class	+2	-8	+2	+1	-2	-2	-5	+1	+3	+17
Mulcair	Cares	+2	+8	-1	+2	-1	+1	0	-5	-7	0
	Competent	-3	+5	0	+1	-2	-1	-4	-1	-1	-5
	For the middle class	-2	+12	-4	-6	+1	+1	-1	-1	-4	-7

Note: Cares: "Cares about people like me", For the middle class: "Will stand up for the middle class"

Vote Impact by Party ID
All respondents

Vote impacts by party ID: Engage - Neglect

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=196]
Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=624]

Ad 6 Engage: "Neglect"

Party ID

	Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact				
Conservative	**-14%**	-4%	0%	-2%
Liberal	+2%	-4%	0%	+2%
New Democrat	+4%	**+10%**	0%	-2%
Undecided/WNV	+4%	-2%	0%	+2%
Perceived vote impact (Net scores)				
Conservative	26%	-68%	-61%	-40%
Liberal	-34%	63%	-8%	-1%
New Democrat	-25%	22%	73%	9%

Note: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: NDP - Bring Change

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=198]
Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=605]

Ad 1 NDP: "Bring Change"

Party ID

	Conservative	Liberal	NDP	Unaligned
Conservative	**-10%**	+2%	0%	**-11%**
Liberal	0%	-5%	0%	0%
New Democrat	+4%	+5%	0%	**+11%**
Undecided/WNV	+4%	+2%	0%	+5%
Conservative	34%	-41%	-61%	-26%
Liberal	-17%	28%	-29%	-4%
New Democrat	-6%	36%	75%	27%

Pre-post Combined Vote Impact (rows 1-4); Perceived vote impact (Net scores) (rows 5-7)

Note: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: Liberal - True Story

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=200]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=598]

Ad 2 Liberal: "True Story"

Party ID

		Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact	Conservative	-8%	+2%	0%	-2%
	Liberal	+2%	-4%	-3%	+2%
	New Democrat	+2%	+4%	+6%	0%
	Undecided/WNV	+4%	0%	-3%	0%
Perceived vote impact (Net scores)	Conservative	37%	-45%	-38%	-9%
	Liberal	-24%	52%	2%	0%
	New Democrat	-20%	-4%	58%	5%

Note: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: Liberal - Enjoying the playoffs?

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=218]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=599]

Ad 3 Liberal: "Enjoying the Playoffs?"

Party ID

	Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact				
Conservative	**-12%**	+3%	-4%	-2%
Liberal	+2%	-3%	+4%	0%
New Democrat	**+5%**	-3%	-4%	0%
Undecided/WNV	+2%	+3%	+4%	0%
Perceived vote impact (Net scores)				
Conservative	19%	-63%	-69%	-38%
Liberal	-34%	57%	1%	-14%
New Democrat	-25%	15%	76%	1%

Note: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: CPC - The Interview

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=199]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=602]

Ad 4 CPC: "The Interview"

Party ID

		Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact	**Conservative**	-7%	+7%	0%	-2%
	Liberal	+5%	-9%	0%	+6%
	New Democrat	0%	+2%	-4%	-8%
	Undecided/WNV	0%	+2%	0%	+4%
Perceived vote impact (Net scores)	**Conservative**	48%	-54%	-45%	-24%
	Liberal	-46%	41%	-16%	-15%
	New Democrat	-26%	5%	76%	3%

Note: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: CPC - Proven Leadership

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=193]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=596]

Ad 5 CPC: "Proven Leadership" | **Party ID**

	Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact				
Conservative	-2%	+7%	0%	-4%
Liberal	0%	-4%	+3%	-2%
New Democrat	+5%	-2%	-8%	+8%
Undecided/WNV	-2%	0%	+5%	+4%
Perceived vote impact (Net scores)				
Conservative	63%	-35%	-48%	-12%
Liberal	-42%	41%	-11%	-6%
New Democrat	-42%	1%	61%	-1%

Note: Green/BQ supporters not shown due to small sample size

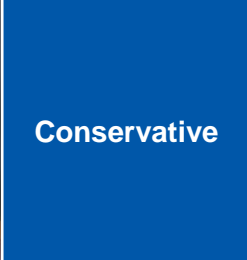# Vote impacts by party ID: Working Canadians - Middle Class
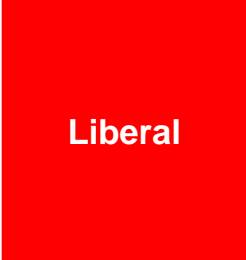
Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=195]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=576]

Ad 7 Working Canadians: "Middle Class" (Radio)

Party ID

	Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact				
Conservative	0%	+2%	0%	-2%
Liberal	+3%	**-8%**	0%	-4%
New Democrat	-3%	+3%	0%	**+8%**
Undecided/WNV	0%	+3%	0%	-4%
Perceived vote impact (Net scores)				
Conservative	35%	-51%	-58%	-18%
Liberal	-38%	37%	-22%	-28%
New Democrat	0%	2%	80%	1%

Note: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: Thomas Mulcair Background 1

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=196]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=624]

Ad 8 CPC: "Thomas Mulcair Background 1"

Party ID

	Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact				
Conservative	-2%	+2%	-2%	+4%
Liberal	+2%	-4%	+3%	0%
New Democrat	0%	+2%	-6%	-4%
Undecided/WNV	0%	0%	+5%	-2%
Perceived vote impact (Net scores)				
Conservative	49%	-52%	-49%	-25%
Liberal	-17%	52%	0%	4%
New Democrat	-53%	-9%	32%	-16%

Note: Green/BQ supporters not shown due to small sample size

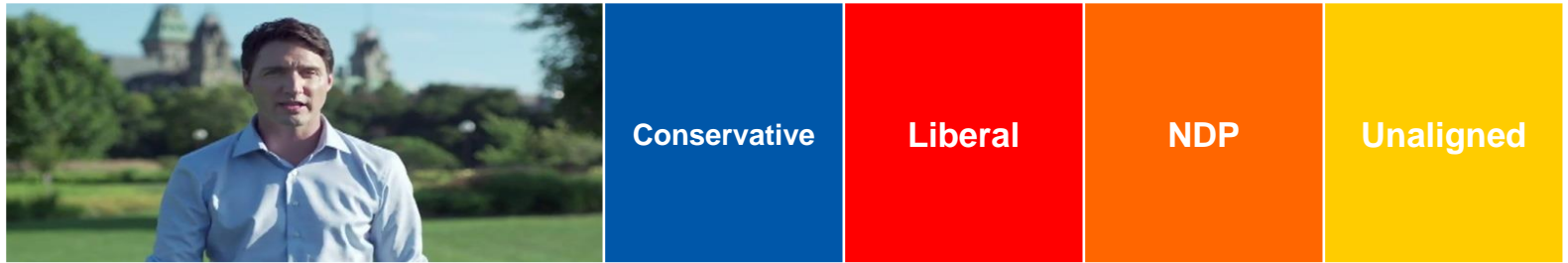# Vote impacts by party ID: Thomas Mulcair Background 2

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=198]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=605]

Party ID

Ad 9 CPC: "Thomas Mulcair Background 2"	Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact — Conservative	-1%	+4%	3%	0%
Liberal	-2%	-8%	6%	0%
New Democrat	-4%	-4%	-15%	-2%
Undecided/WNV	+5%	+5%	0%	+2%
Perceived vote impact (Net scores) — Conservative	53%	-40%	-41%	-28%
Liberal	-18%	45%	10%	-5%
New Democrat	-48%	-15%	36%	-17%

Note: Green/BQ supporters not shown due to small sample size

Vote impacts by party ID: Liberal - Ready

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=200]
Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=598]

Ad 10 Liberal: "Ready" — **Party ID**

	Conservative	Liberal	NDP	Unaligned
Pre-post Combined Vote Impact				
Conservative	-15%	-2%	+3%	-2%
Liberal	+7%	+8%	+12%	+13%
New Democrat	+2%	-2%	-11%	-8%
Undecided/WNV	+7%	-2%	-3%	+2%
Perceived vote impact (Net scores)				
Conservative	41%	-54%	-46%	-28%
Liberal	-12%	71%	40%	22%
New Democrat	-31%	-19%	34%	-11%

Note: Green/BQ supporters not shown due to small sample size

Diagnostic Testing by Party ID

Diagnostic testing by party ID: Engage - Neglect

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=196]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=624]

Ad 6 Engage: "Neglect"

Party ID

The Harper Conservatives:
They won't be there for you.

NotThereForYou.ca

Diagnostic Net Scores	Conservative	Liberal	NDP	Unaligned
Impression	-49%	10%	25%	-11%
Credibility	-28%	68%	69%	32%
Interesting	-20%	59%	69%	34%
Someone Like Me	-26%	48%	58%	22%
Total Net Diagnostic Score	-144	+126	+178	+33

Note: Green/BQ supporters not shown due to small sample size

Diagnostic testing by party ID: NDP - Bring Change

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=198]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=605]

Ad 1 NDP: "Bring Change"

Party ID

Diagnostic Net Scores	Conservative	Liberal	NDP	Unaligned
Impression	31%	68%	91%	53%
Credibility	20%	75%	92%	55%
Interesting	12%	55%	72%	41%
Someone Like Me	5%	46%	85%	30%
Total Net Diagnostic Score	+68	+244	+339	+180

Note: Green/BQ supporters not shown due to small sample size

Diagnostic testing by party ID: Liberal - True Story

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=200]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=598]

Ad 2 Liberal: "True Story"

Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	15%	74%	51%	30%
Credibility	12%	79%	48%	40%
Interesting	11%	76%	37%	35%
Someone Like Me	-42%	28%	3%	-11%
Total Net Diagnostic Score	-4	+257	+139	+94

Diagnostic Net Scores

Note: Green/BQ supporters not shown due to small sample size

Diagnostic testing by party ID: Liberal - Enjoying the playoffs?
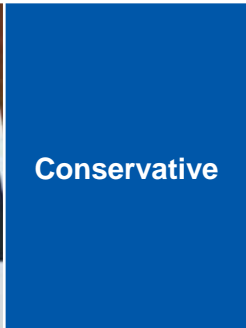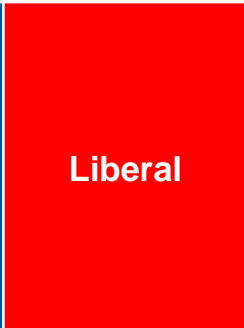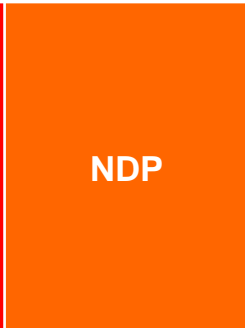
Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=218]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=599]

Ad 3 Liberal: "Enjoying the Playoffs?"

Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	-38%	24%	14%	-20%
Credibility	21%	80%	76%	44%
Interesting	10%	72%	76%	37%
Someone Like Me	-8%	63%	71%	26%
Total Net Diagnostic Score	-15	+238	+237	+88

Diagnostic Net Scores

Thanks, eh? You people are the best. -Stephen

Note: Green/BQ supporters not shown due to small sample size

Diagnostic testing by party ID: CPC - The Interview

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=199]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=602]

Ad 4 CPC: "The Interview"   Party ID

Diagnostic Net Scores	Conservative	Liberal	NDP	Unaligned
Impression	24%	-56%	-29%	-13%
Credibility	60%	-34%	3%	12%
Interesting	46%	-37%	-3%	-2%
Someone Like Me	30%	-52%	-2%	-11%
Total Net Diagnostic Score	+160	-179	-31	-15

Note: Green/BQ supporters not shown due to small sample size

Diagnostic testing by party ID: CPC - Proven Leadership

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=193]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=596]

Ad 5 CPC: "Proven Leadership"   **Party ID**

	Conservative	Liberal	NDP	Unaligned
Impression	76%	6%	-7%	16%
Credibility	81%	-3%	0%	16%
Interesting	69%	-17%	-10%	-8%
Someone Like Me	61%	-28%	-32%	-8%
Total Net Diagnostic Score	+288	-41	-48	+16

Diagnostic Net Scores

Note: Green/BQ supporters not shown due to small sample size

Diagnostic testing by party ID: Working Canadians - Middle Class

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=195]
Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=576]

Ad 7 Working Canadians: "Middle Class" (Radio)

Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	-12%	-41%	-21%	-20%
Credibility	40%	-17%	19%	23%
Interesting	28%	-15%	11%	16%
Someone Like Me	21%	-24%	-10%	9%
Total Net Diagnostic Score	+26	-120	-42	-15

Diagnostic Net Scores

Note: Green/BQ supporters not shown due to small sample size

Diagnostic testing by party ID:
Thomas Mulcair Background 1

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=196]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for…? [Asked for all ads seen; n=624]

Ad 8 CPC: "Thomas Mulcair Background 1" — **Party ID**

Diagnostic Net Scores	Conservative	Liberal	NDP	Unaligned
Impression	-7%	-36%	-42%	-42%
Credibility	54%	-1%	-16%	-10%
Interesting	62%	15%	-10%	7%
Someone Like Me	34%	-13%	-17%	-17%
Total Net Diagnostic Score	+143	-35	-85	-62

Note: Green/BQ supporters not shown due to small sample size

Diagnostic testing by party ID:
Thomas Mulcair Background 2

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=198]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=605]

Ad 9 CPC: "Thomas Mulcair Background 2"

Party ID

	Conservative	Liberal	NDP	Unaligned
Impression	-13%	-39%	-46%	-43%
Credibility	58%	0%	-14%	-5%
Interesting	59%	19%	-3%	1%
Someone Like Me	35%	-10%	-27%	-19%
Total Net Diagnostic Score	+139	-30	-90	-66

Diagnostic Net Scores (bracket covering Impression through Someone Like Me)

Note: Green/BQ supporters not shown due to small sample size

Diagnostic testing by party ID: Liberal - Ready

Q **Combined vote:** If a federal election were held today, which party would you vote for? **[If undecided]**: In that case, which party do you lean toward slightly? [Pre and post test; post test only asked for first ad seen; n=200]

Perceived vote impact: Did the ad leave you feeling more or less likely to vote for...? [Asked for all ads seen; n=598]

Ad 10 Liberal: "Ready" — Party ID

Diagnostic Net Scores

	Conservative	Liberal	NDP	Unaligned
Impression	19%	80%	77%	43%
Credibility	0%	82%	71%	39%
Interesting	3%	77%	63%	31%
Someone Like Me	-9%	74%	54%	22%
Total Net Diagnostic Score	+13	+313	+265	+135

Note: Green/BQ supporters not shown due to small sample size

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