Innovative Research Group, Inc.

www.innovativeresearch.ca

Toronto :: Vancouver

2015 Election Polling Wave 3:
Spotlight Controversies Deck

Methodology

Methodology

- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from September 4th to September 10th, 2015. In the following slides we will refer to data from this poll as "Wave 3 (September)".

- This online survey of 2,121 Canadians was conducted using both INNOVATIVE's Canada 20/20 national panel (n=1,496) and additional sample provided by Survey Sampling International (n=624).

- Tracking is drawn from two previous waves of online polling: "Wave 1 (July)" from July 24th-30th, 2015, n=2833; and "Wave 2 (August) from August 24th to August 31st, 2015, n=3,631.

- 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. While the first two waves of tracking applied a party ID weight based on our most recent telephone data, no such data was available for this wave. Only our standard demographic weights are applied.

- Because the sample included oversamples in some smaller provinces, the final weighted sample size is N=1,500.

- 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 online surveys are not random probability based samples, a margin of error can 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.*

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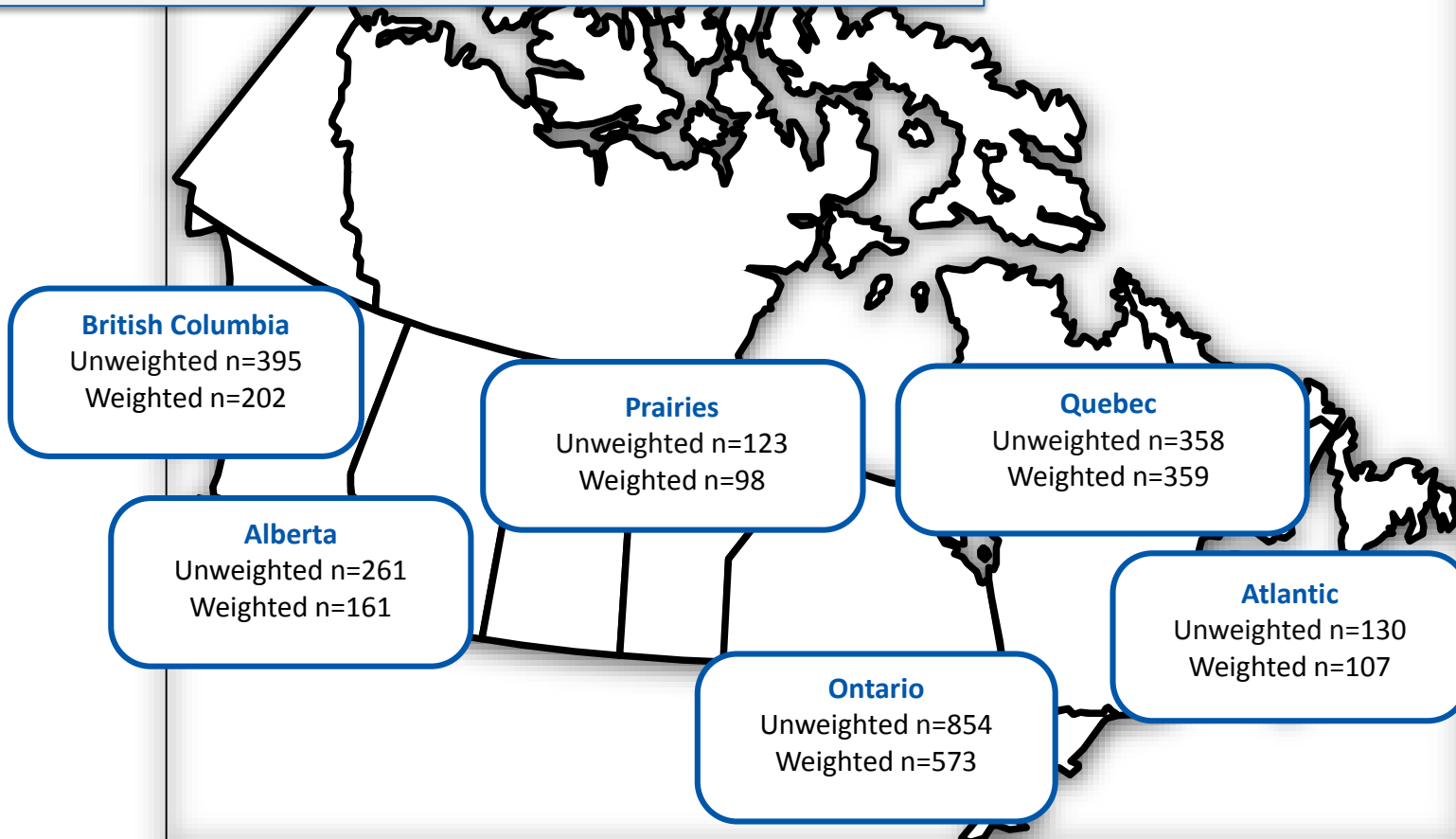RESEARCH GROUP

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=2,121
Weighted n=1,500

British Columbia
Unweighted n=395
Weighted n=202

Prairies
Unweighted n=123
Weighted n=98

Quebec
Unweighted n=358
Weighted n=359

Alberta
Unweighted n=261
Weighted n=161

Atlantic
Unweighted n=130
Weighted n=107

Ontario
Unweighted n=854
Weighted n=573

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Weights: Region, Age, Gender

Region	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted (n-size)	395	261	123	854	358	130
Weighted (n-size)	202	161	98	573	359	107

Age	18-34	35-44	55+
Unweighted (n-size)	393	549	1179
Weighted (n-size)	418	555	527

Gender	Men	Women
Unweighted (n-size)	1057	1064
Weighted (n-size)	727	773

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Spotlight: Candidate Controversies

Most aware of controversies surrounding Conservative candidates; highest awareness among Tory identifiers

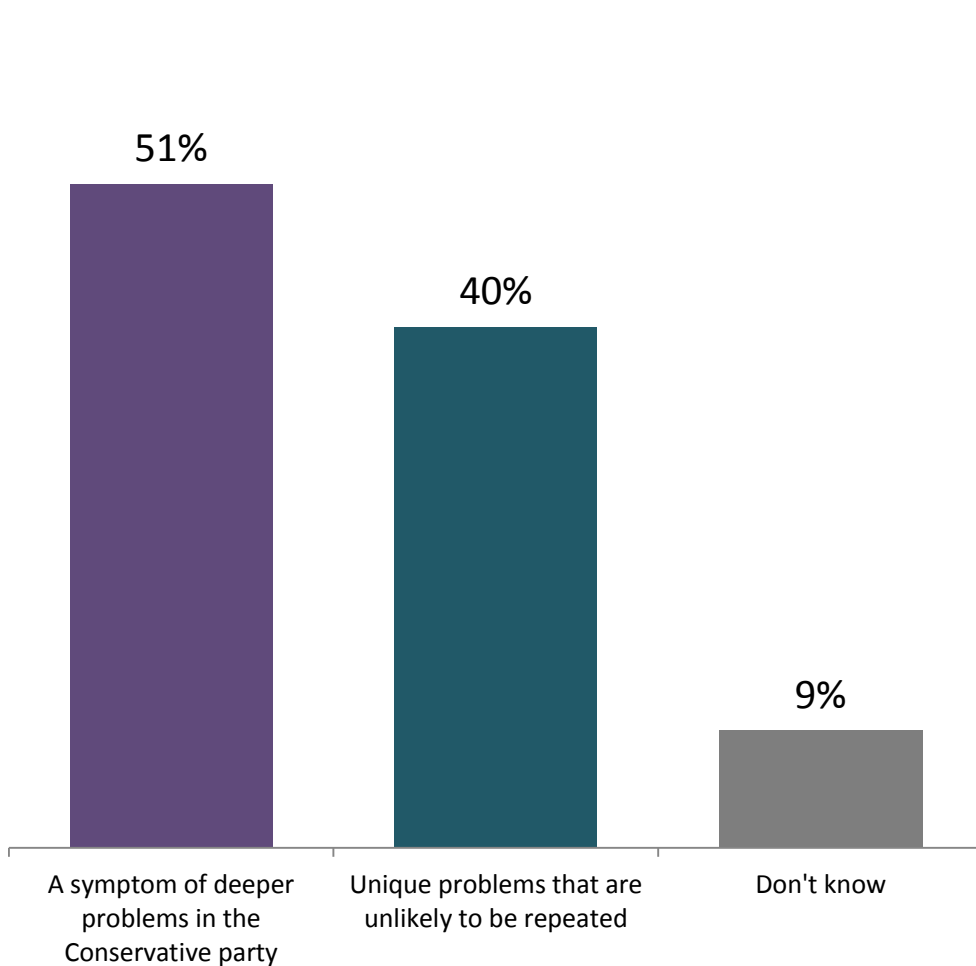**Q** Have you read, seen or heard anything over the weekend about two Conservative candidates who had to be replaced because of controversies?

% RSH

Party ID

Conservative	72%
Liberal	68%
NDP	60%
Bloc Quebecois	49%
Green/Other	66%
Unaligned	38%

Region

BC	64%
Alberta	66%
Prairies	60%
Ontario	66%
Quebec	46%
Atlantic	55%

60%

32%

9%
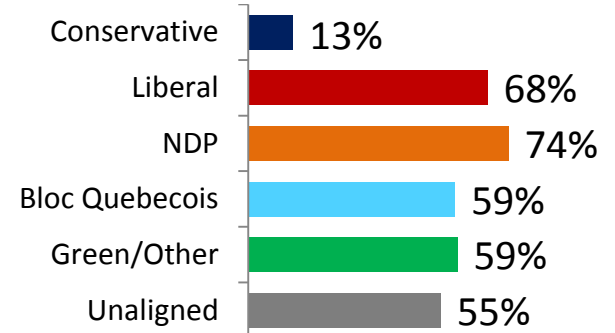
■ **Yes** ■ **No** ■ **Don't know**
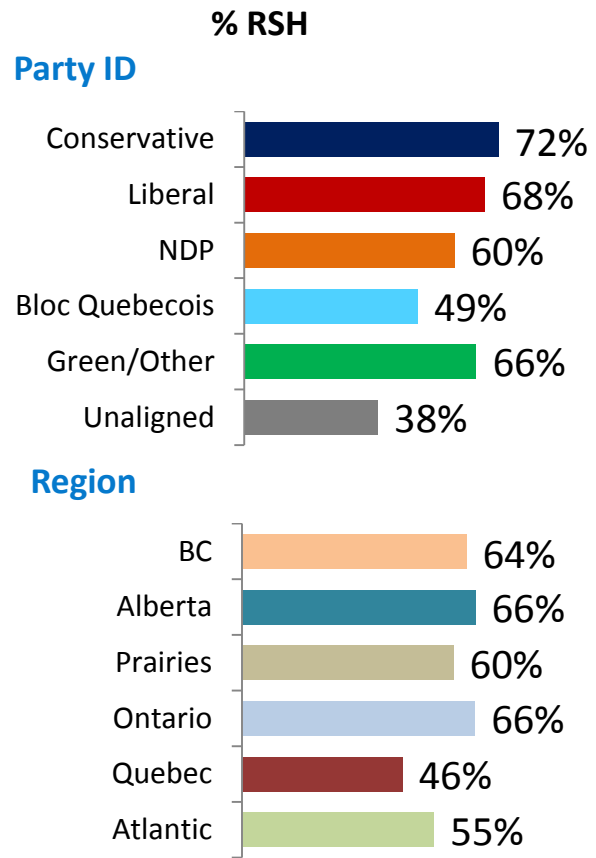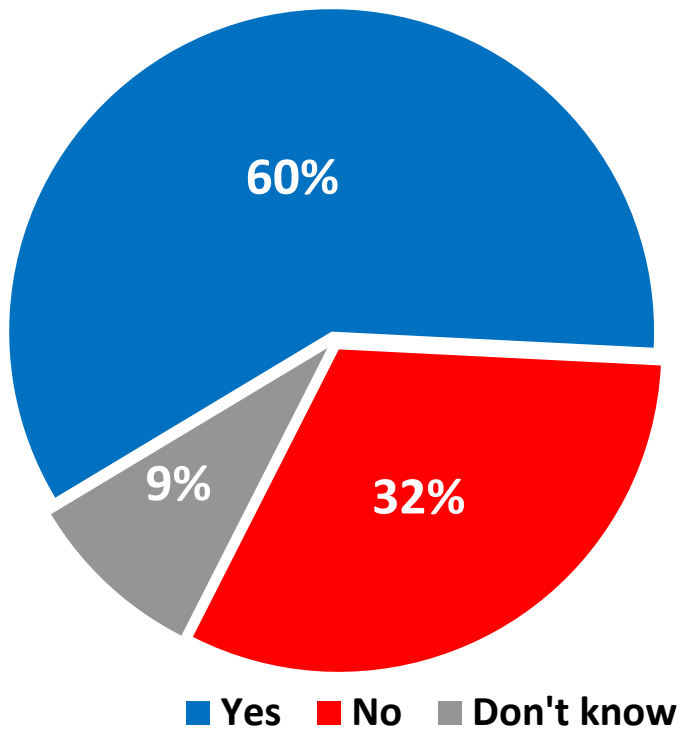
Half feel controversies are symptom of deeper problems in CPC party, including 55% of unaligned voters

Q Do you think these controversies are...
[asked only of those who have RSH about controversies, n=898]

% Symptom of deeper problem

Party ID

Conservative	13%
Liberal	68%
NDP	74%
Bloc Quebecois	59%
Green/Other	59%
Unaligned	55%

Region

BC	50%
Alberta	37%
Prairies	53%
Ontario	56%
Quebec	47%
Atlantic	57%

51% — A symptom of deeper problems in the Conservative party

40% — Unique problems that are unlikely to be repeated

9% — Don't know

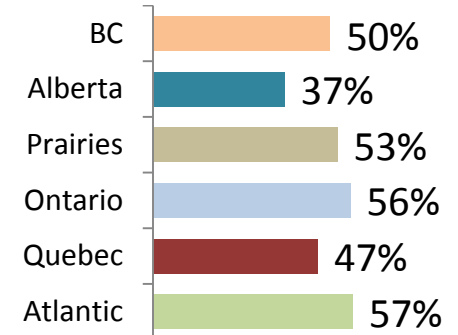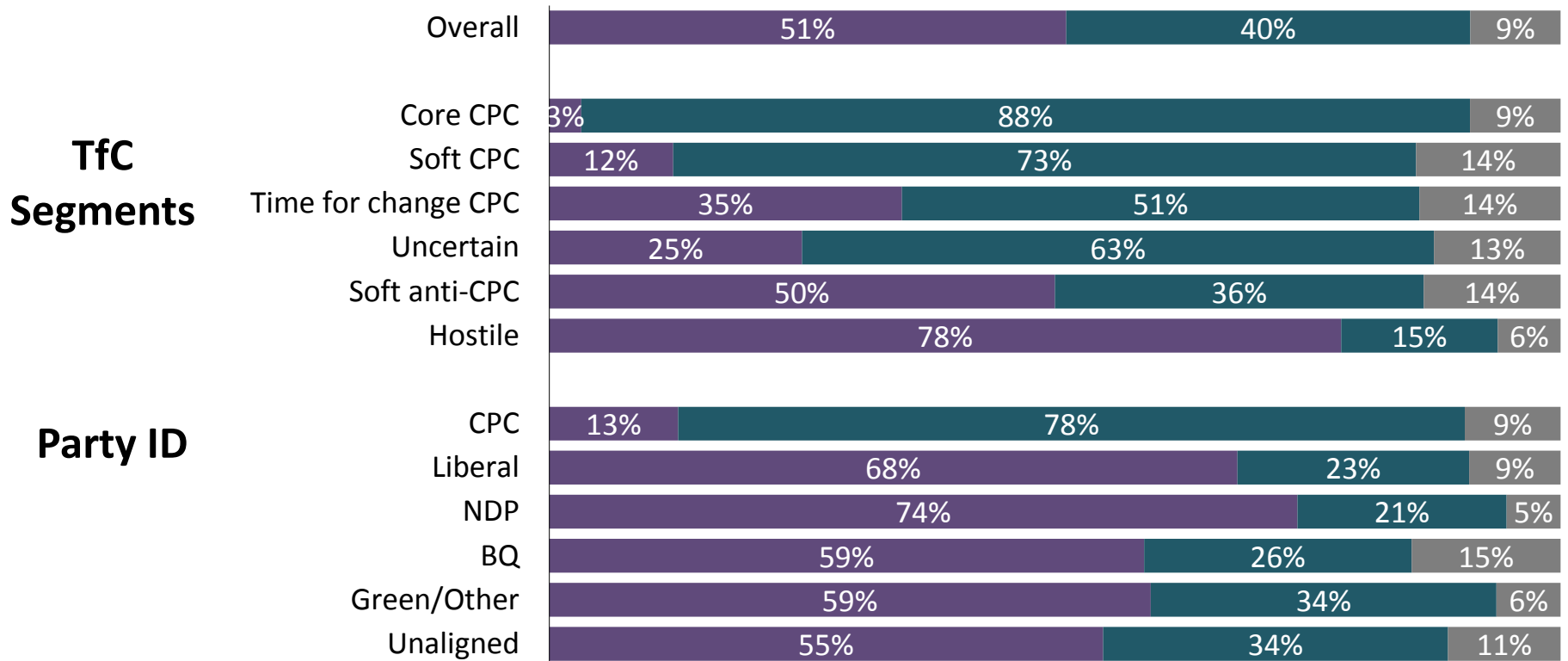# More than 1-in-3 TfC Tories think candidate controversies[9] are a symptom of deeper problems in the party

Q Do you think these controversies are…
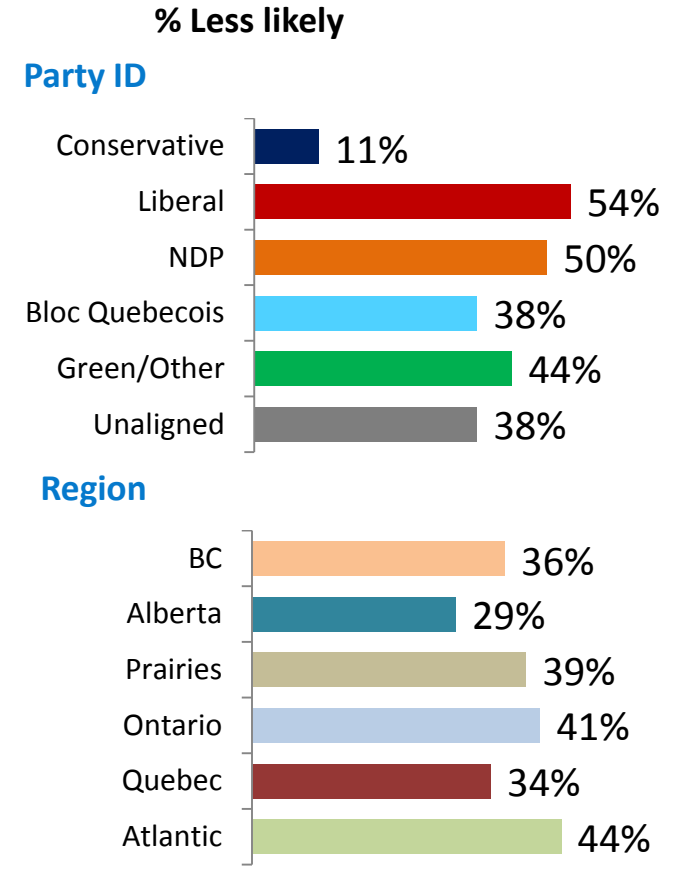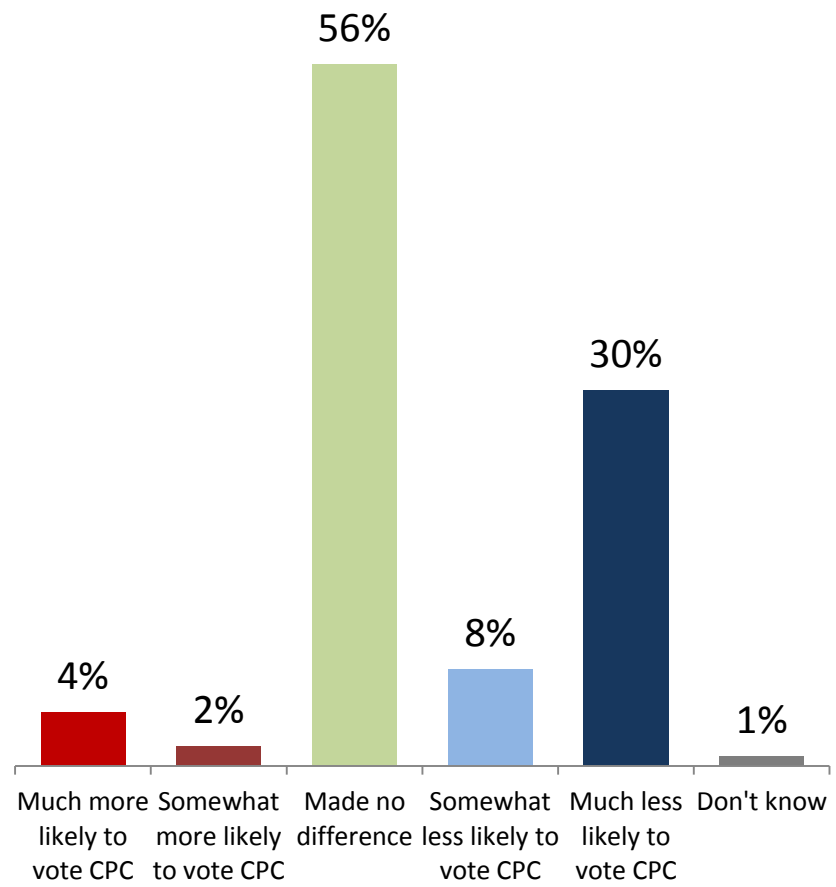[asked only of those who have RSH about controversies, n=898]

	A symptom of deeper problems in the Conservative party	Unique problems that are unlikely to be repeated	Don't Know
Overall	51%	40%	9%
TfC Segments			
Core CPC	3%	88%	9%
Soft CPC	12%	73%	14%
Time for change CPC	35%	51%	14%
Uncertain	25%	63%	13%
Soft anti-CPC	50%	36%	14%
Hostile	78%	15%	6%
Party ID			
CPC	13%	78%	9%
Liberal	68%	23%	9%
NDP	74%	21%	5%
BQ	59%	26%	15%
Green/Other	59%	34%	6%
Unaligned	55%	34%	11%

■ A symptom of deeper problems in the Conservative party
■ Unique problems that are unlikely to be repeated
■ Don't Know

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CPC candidate controversies had no impact for most, but almost 4-in-10 say they are *less* likely to vote Conservative
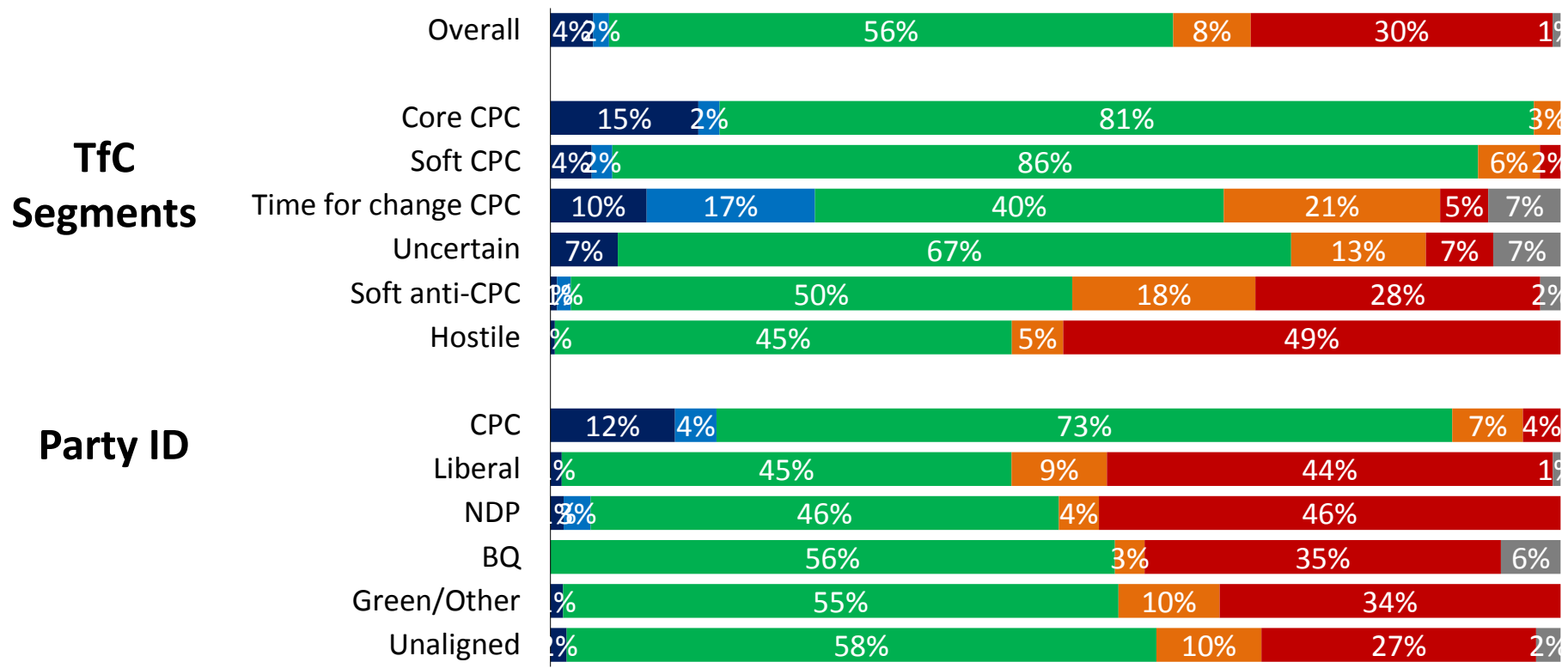
Q Did hearing about these candidate controversies leave you feeling more or less likely to vote for Stephen Harper and the Conservative Party?
[asked only of those who have RSH about controversies, n=898]

% Less likely

Party ID

- Conservative 11%
- Liberal 54%
- NDP 50%
- Bloc Quebecois 38%
- Green/Other 44%
- Unaligned 38%

Region

- BC 36%
- Alberta 29%
- Prairies 39%
- Ontario 41%
- Quebec 34%
- Atlantic 44%

Much more likely to vote CPC 4%
Somewhat more likely to vote CPC 2%
Made no difference 56%
Somewhat less likely to vote CPC 8%
Much less likely to vote CPC 30%
Don't know 1%

TfC Conservatives more likely than Core to vote CPC after[11] hearing about the candidate controversies

Q Did hearing about these candidate controversies leave you feeling more or less likely to vote for Stephen Harper and the Conservative Party?
[asked only of those who have RSH about controversies, n=898]

Segment	Much more	Somewhat more	Made no difference	Somewhat less	Much less	Don't Know
Overall	4%	2%	56%	8%	30%	1%
TfC Segments						
Core CPC	15%	2%	81%			3%
Soft CPC	4%	2%	86%	6%	2%	
Time for change CPC	10%	17%	40%	21%	5%	7%
Uncertain	7%		67%	13%	7%	7%
Soft anti-CPC	2%		50%	18%	28%	2%
Hostile			45%	5%	49%	
Party ID						
CPC	12%	4%	73%	7%	4%	
Liberal			45%	9%	44%	1%
NDP	2%		46%	4%	46%	
BQ			56%	3%	35%	6%
Green/Other			55%	10%	34%	
Unaligned	2%		58%	10%	27%	2%

■ Much more likely to vote Conservative
■ Somewhat more likely to vote Conservative
■ Made no difference
■ Somewhat less likely to vote Conservative
■ Much less likely to vote Conservative
■ Don't Know

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Research-based strategic advice.

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