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2015 Election Polling Wave 4: Value Clusters Tracking Deck



Methodology

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- These are the findings of an Innovative Research Group (INNOVATIVE) poll conducted from September 20th to September 24th, 2015. In the following slides we will refer to data from this poll as “Wave 4 (September)”.
- This online survey of 2,805 Canadians was conducted using both INNOVATIVE’s Canada 20/20 national panel (n=1,534) and additional sample provided by Survey Sampling International (n=1,271).
- 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; and “Wave 3 (September)” from September 4th-10th, 2015, n=2,121.
- 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. To control for a possible attitudinal bias in online sample, when we can we weight online data using party identification from a random telephone poll. Waves, 1, 2, and 4 were weighted in this way. No recent telephone data was available for Wave 3.
- Because the sample included oversamples in some smaller provinces, the final weighted sample size is N=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 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.*

Regions: Where did respondents come from?

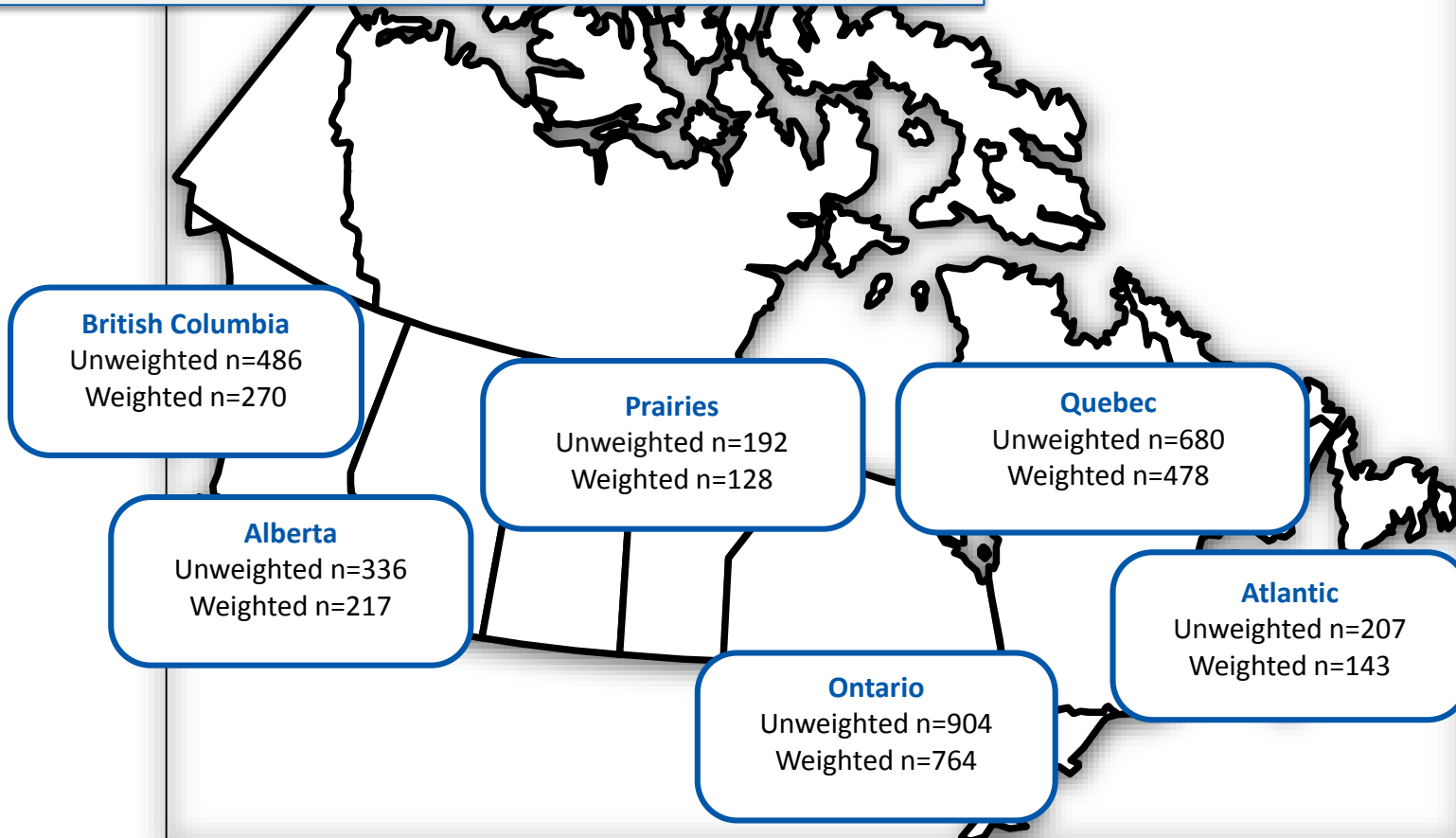
Regional groupings include:

- 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=2,805

Weighted n=2,000



Weights: Region, Age, Gender

Region	BC	Alberta	Prairies	Ontario	Quebec	Atlantic Canada
Unweighted (n-size)	486	336	192	904	680	207
Weighted (n-size)	270	217	128	764	478	143

Age	18-34	35-44	55+
Unweighted (n-size)	621	728	1456
Weighted (n-size)	571	740	688

Gender	Men	Women
Unweighted (n-size)	1409	1396
Weighted (n-size)	963	1037

Weighting by party ID

In several recent provincial elections, some or all of the final online polls failed to predict the outcome. In some cases they predicted the wrong winner. While we can weight to make the online reflect the broader population on a few demographics, there is a question of whether online samples may be different in terms of political attitudes.

To control for a possible attitudinal bias in online sample, when we can we weight online data using party identification from a random telephone poll. We timed our most recent national telephone poll of randomly-selected cell and land line numbers to finish at the same time as our current online poll. We have used those numbers to weight the online data. The tables below show the impact on vote by region. It makes a small difference to the national results but a bigger difference in Alberta, the Prairies and Ontario. We believe the results using the Party Identification weight but you can use your own judgement in deciding which to believe.

Region	BC		Alberta		Prairies		Ontario		Quebec		Atlantic Canada	
	PID	REG	PID	REG	PID	REG	PID	REG	PID	REG	PID	REG
Conservative	29.5%	30.4%	40.1%	37.2%	31.0%	27.5%	29.8%	28.1%	14.7%	17.1%	18.4%	21.8%
Liberal	19.6%	19.6%	18.4%	20.9%	24.8%	28.2%	32.3%	34.4%	13.4%	14.2%	39.7%	36.6%
NDP	31.0%	31.1%	24.4%	25.6%	18.6%	19.8%	20.9%	21.8%	30.2%	30.4%	21.3%	19.7%
Bloc Quebecois									12.8%	19.0%		
Green/Other	12.5%	11.1%	5.1%	5.1%	10.9%	10.7%	7.3%	7.1%	6.5%	4.0%	6.4%	8.5%
Undecided/WNV	7.4%	7.8%	12.0%	11.2%	14.7%	13.7%	9.7%	8.6%	22.4%	15.4%	14.2%	13.4%

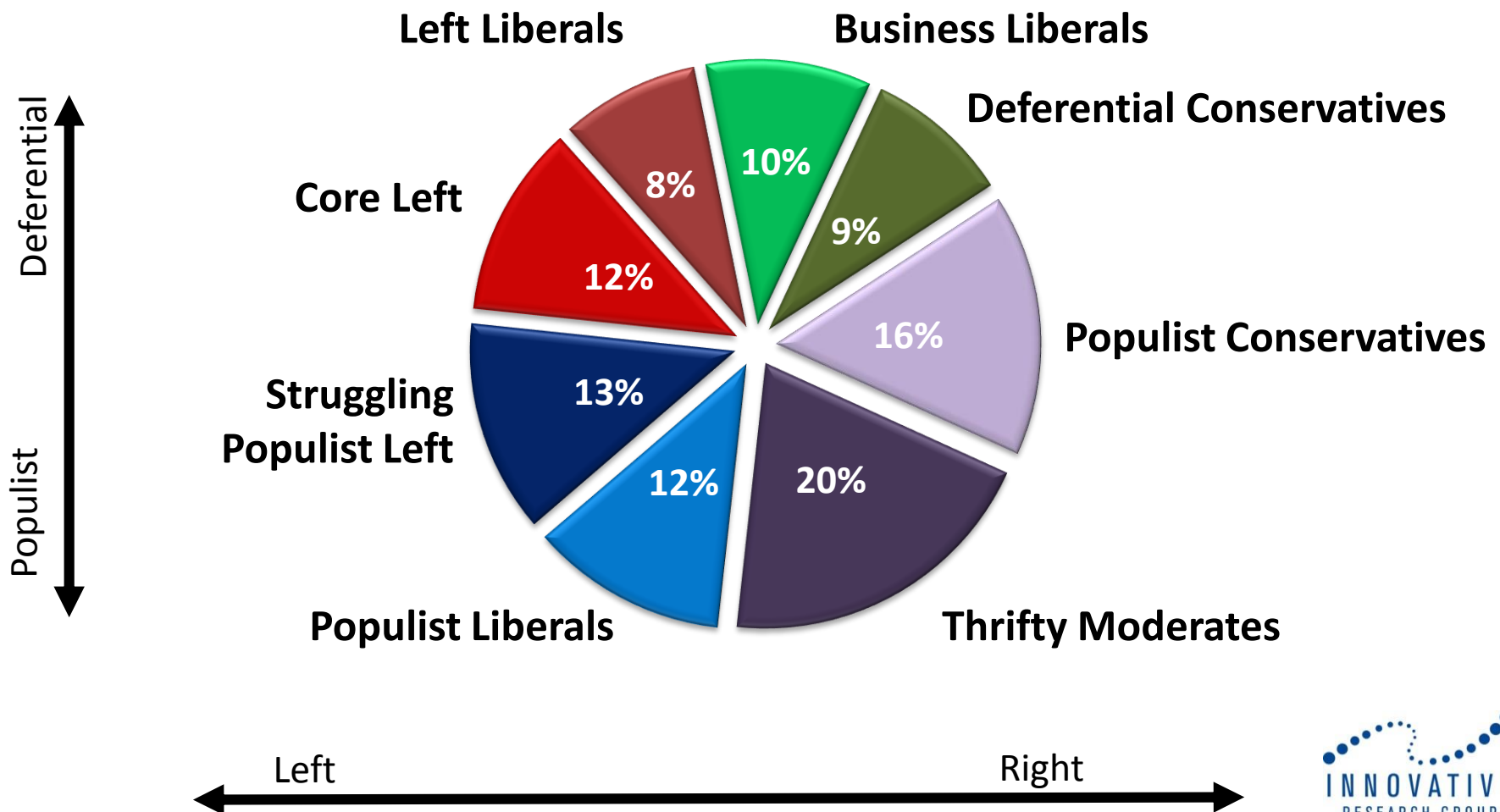
PID = Weighted according to telephone party ID distribution in addition to standard demographic weights

REG = Standard demographic weights only

Value Clusters

Cluster Analysis: Values clusters

We have used cluster analysis to group respondents who share common sets of values to better understand the motivations and needs of Canadian voters. The following chart illustrates eight unique groups among respondents of this survey based on their fiscal and economic values, political populism and how hard they are struggling to get by in their day-to-day lives. The pie is organized from left to right on the political spectrum, with “deferential” Canadians on the top half and “populist” ones on the bottom.



What defines each cluster?

		Core Left	Left Liberals	Business Liberals	Deferential Conservatives	Populist Conservatives	Thrifty Moderates	Populist Liberals	Struggling populist left
...to make ends meet	Difficult	50%	47%	39%	26%	43%	55%	54%	74%
	Not difficult	50%	52%	60%	72%	57%	37%	45%	26%
Government spending should be based on...	Ability to afford	2%	27%	0%	96%	96%	49%	20%	0%
	Public need	96%	58%	97%	0%	0%	0%	71%	96%
Main role of government to...	Redistribute wealth	92%	0%	0%	0%	0%	50%	0%	91%
	Create equal opportunity	0%	93%	93%	96%	97%	0%	97%	0%
When it comes to government decision making...	Common sense	0%	0%	43%	0%	94%	32%	98%	89%
	Listen to experts	86%	79%	36%	81%	0%	16%	0%	0%
The profit system...	Brings out worst in human nature	71%	75%	0%	0%	0%	18%	83%	60%
	Teaches hard work and success	18%	0%	92%	88%	89%	25%	0%	22%
If you had to choose	Cut taxes	8%	17%	26%	38%	42%	30%	28%	23%
	Keep as they are	30%	49%	52%	52%	51%	33%	47%	45%
	Increase taxes	59%	27%	13%	6%	3%	6%	18%	24%

Value clusters by region

	British Columbia		Alberta		Prairies		Ontario		Quebec		Atlantic	
	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015
Core Left	11%	13%	8%	11%	8%	7%	10%	13%	6%	12%	8%	8%
Left Liberals	8%	9%	7%	9%	10%	11%	7%	9%	9%	8%	8%	6%
Business Liberals	16%	12%	21%	11%	13%	16%	16%	10%	15%	6%	17%	15%
Deferential Conservatives	9%	10%	11%	9%	6%	9%	7%	9%	8%	10%	5%	5%
Populist Conservatives	16%	16%	16%	22%	16%	12%	18%	19%	10%	10%	16%	13%
Thrifty Moderates	15%	13%	10%	15%	21%	20%	14%	14%	27%	33%	15%	24%
Populist Liberals	13%	12%	13%	12%	12%	13%	16%	15%	13%	7%	17%	16%
Struggling Populist Left	13%	15%	14%	13%	13%	13%	13%	12%	11%	15%	13%	14%

Attitudes by Value cluster: CPC rallying their core ideological supporters

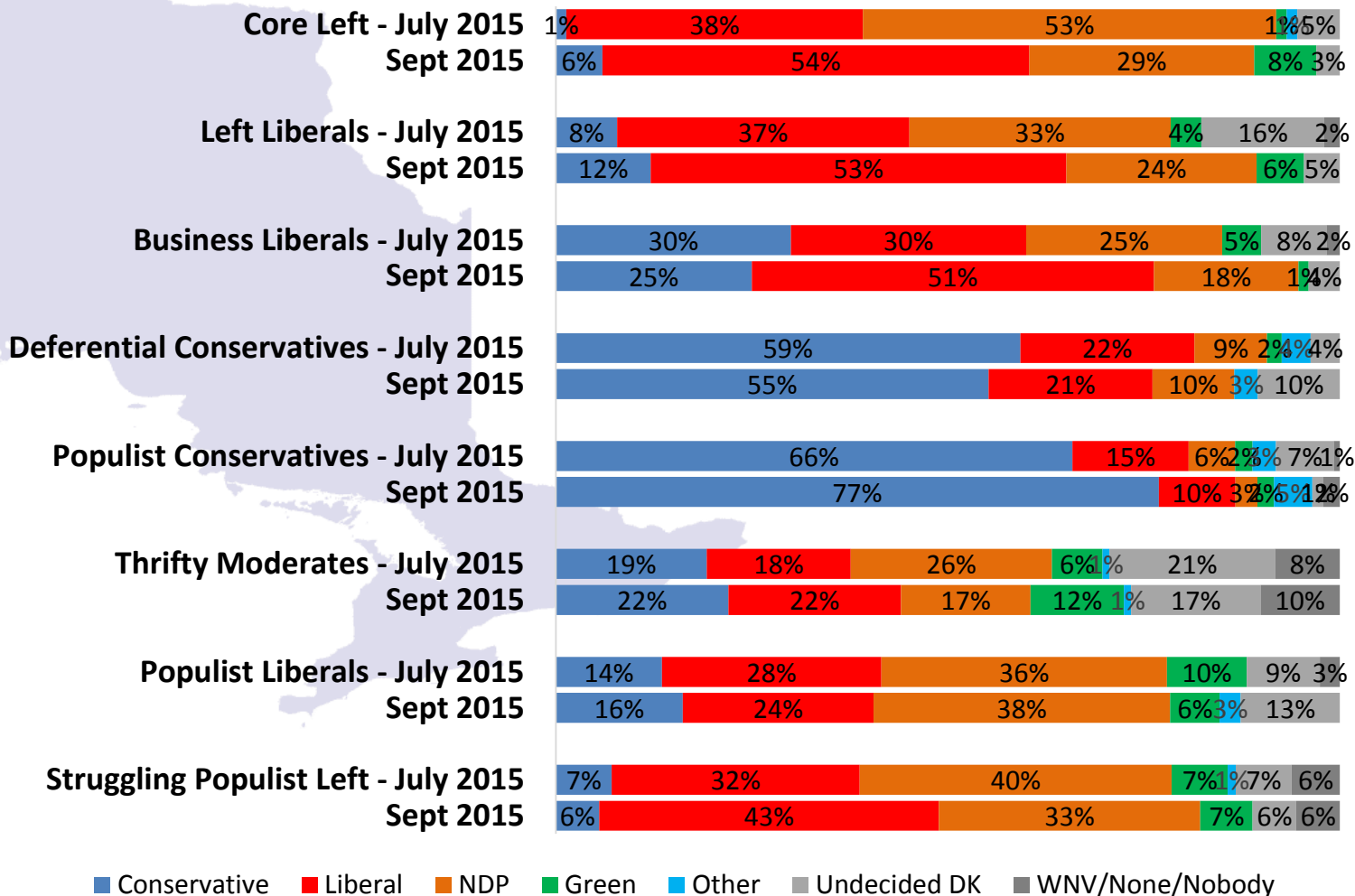
	Core Left		Left Liberals		Business Liberals		Deferential Conservatives		Populist Conservatives		Thrifty Moderates		Populist Liberals		Struggling populist left	
	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015
Net agreement: <i>It's time for a change of government here in Canada.</i>	+96%	+86%	+63%	+69%	+42%	+51%	+1%	-16%	-20%	-36%	+49%	+37%	+70%	+74%	+82%	+83%
Net agreement: <i>Conservatives may have problems, but still best to form government.</i>	-84%	-78%	-30%	-44%	-12%	-14%	+28%	+37%	+47%	+60%	-13%	-12%	-38%	-42%	-63%	-63%
Net agreement: <i>The most important thing is to kick Harper out.</i>	+81%	+68%	+40%	+48%	+12%	+22%	-26%	-32%	-46%	-54%	+31%	+21%	+36%	+45%	+62%	+62%

NET agreement is % agree minus % disagree.

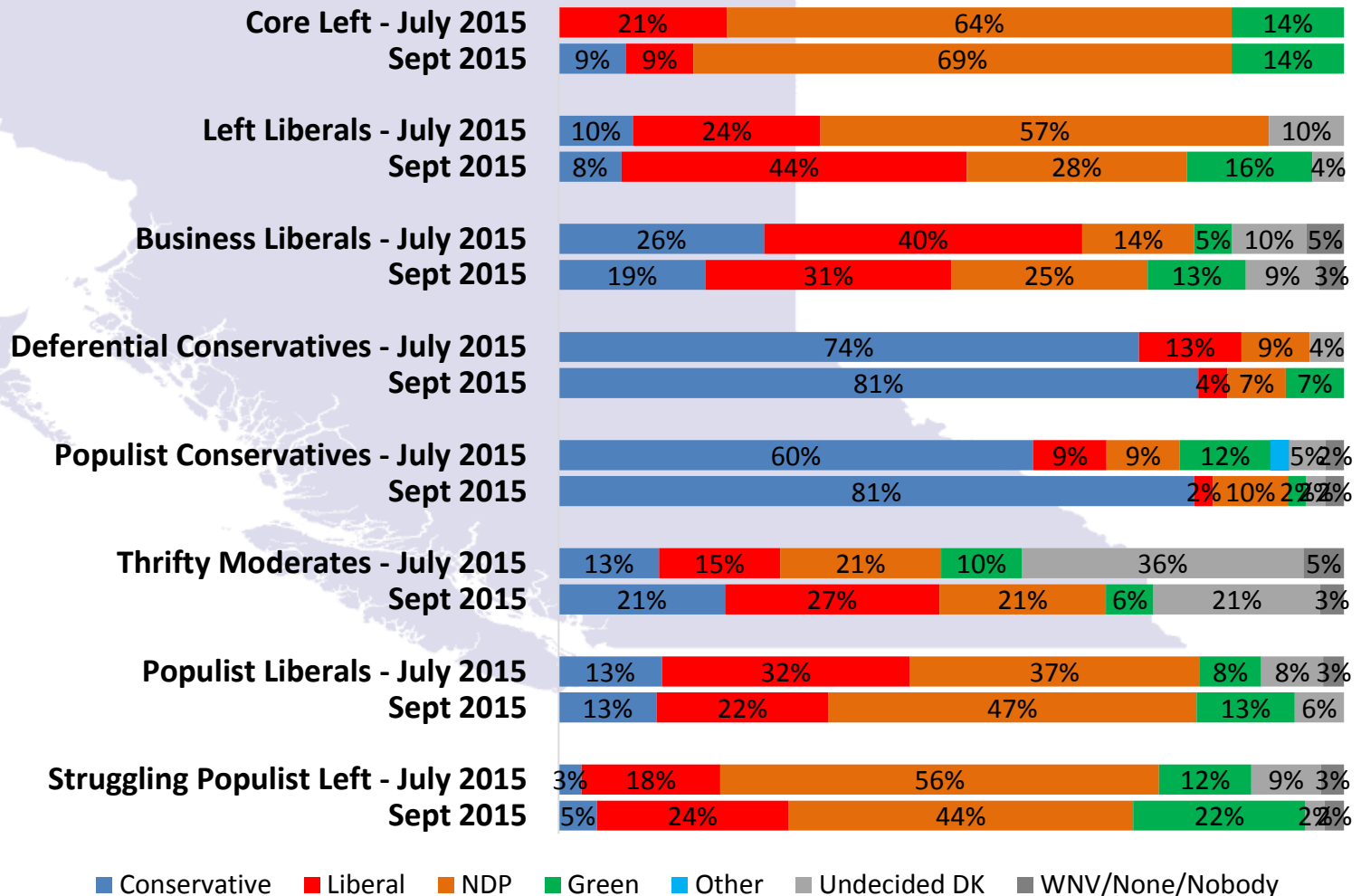
Combined vote by Value cluster: LPC gaining among non-populist left groups; CPC rallying core supporters

	Core Left		Left Liberals		Business Liberals		Deferential Conservatives		Populist Conservatives		Thrifty Moderates		Populist Liberals		Struggling populist left	
	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015	July 2015	Sept 2015
Conservative	3%	6%	14%	16%	30%	26%	52%	58%	61%	69%	17%	16%	16%	15%	9%	6%
Liberal	28%	35%	29%	40%	30%	37%	22%	15%	13%	11%	16%	17%	26%	26%	26%	29%
NDP	59%	41%	38%	27%	23%	21%	16%	15%	14%	7%	26%	19%	35%	36%	41%	39%
Bloc Quebecois	2%	3%	6%	2%	3%	2%	2%	2%	1%	2%	6%	4%	6%	2%	6%	5%
Green/Other	6%	9%	2%	11%	4%	5%	4%	3%	6%	5%	5%	9%	8%	9%	8%	9%
Undecided/DK	2%	5%	9%	4%	7%	7%	3%	7%	5%	4%	22%	23%	7%	10%	6%	9%
Would not vote/Nobody	0%	0%	1%	0%	3%	2%	1%	1%	1%	2%	8%	11%	2%	2%	4%	3%

Battleground Ontario: Liberals have made big gains in Ontario among deferential left groups



Battleground BC: NDP has held onto Core Left in BC, LPC gains largest among Left Liberals





Research-based strategic advice.

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